

SARAWEISHAR

Graphic Design Portfolio



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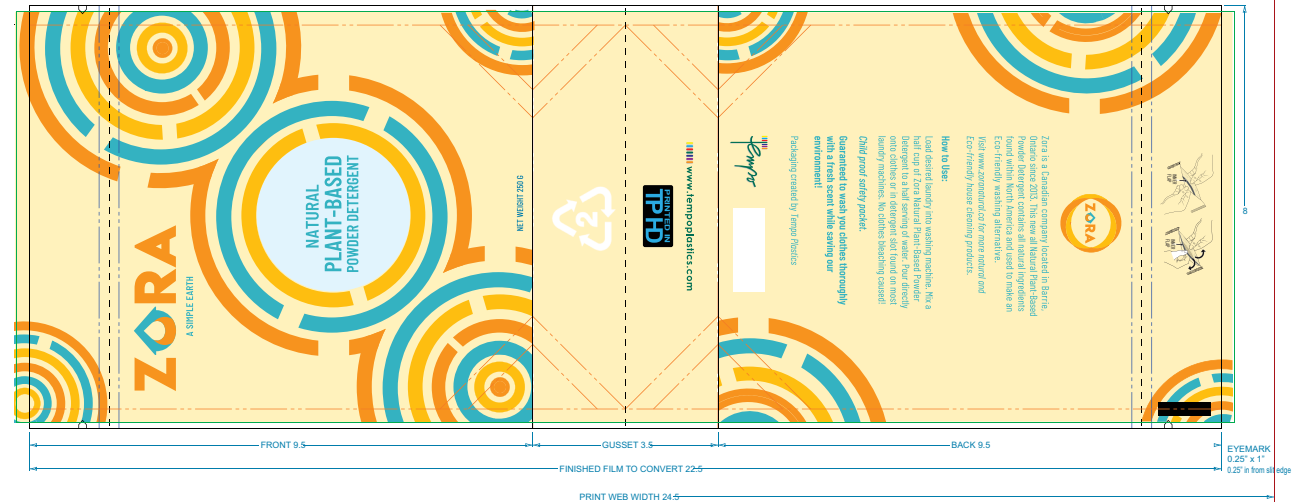
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ZORA
A SIMPLE EARTH



Package Design

Zora Laundry Detergent- Award Winning Design

A competitive class assignment through Tempo Plastics with the task of creating a package design for a product of choice, pre-existing or made up. Logo, brand and package design were entirely made up.



Wrap Design

Hockey Fights Cancer - Award Winning Design

A competitive class assignment through Mario Design creating a mask for back-up goalie Michael Hutchinson to wear during their home game.



Editorial Design

Overjoyed Magazine Design

Creation of a fake magazine company involving nameplate, 2 monthly covers, a TOC and two double page spreads, image heavy and text heavy. Images sourced from Unsplash, Pexels and Mulberry fashion.

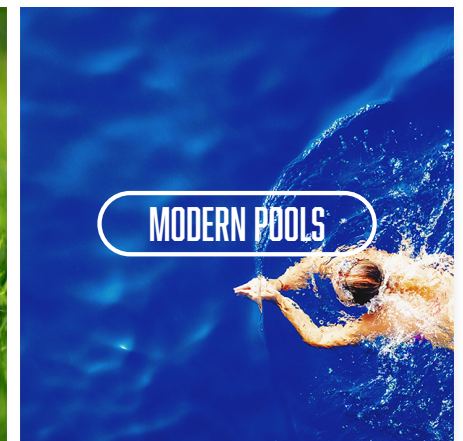
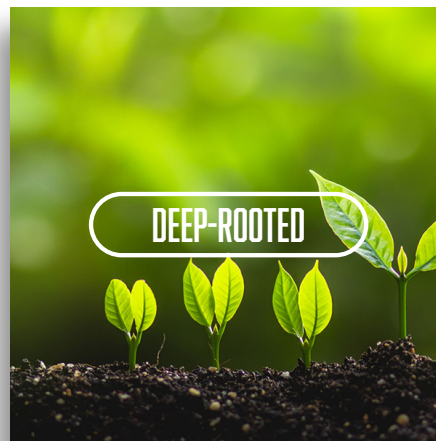




Package Design

Wine Box Design

A made up brand for a wine company, creating a logo identity, packaging design and 3D renderings. Die-lines are created originally with artwork placed within.



Branding Design

Georgian Bay Landscaping Co.

A fictional landscaping company based within Orillia, ON.
Collateral material designed for logos and identity, styleguide, brochures, social media posts and magazine ads.



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TOP 10 PLACES

By Pahlavi Bains
Staff Writer

Ever wanted to climb the Dolomite in Italy? Do you dream about trekking through the Yukon or running past the lakes and glaciers of Wyoming? If so, Arc'teryx's new Trips initiative will be right up your alley. The Vancouver-based outdoor and sporting goods company is now offering immersive travel experiences designed to give participants unrivaled access to wild places. Available for booking this fall, the Summer/Fall 2020 program, which will run from June through September—features guided, small group trips to 10 wildly remote destinations around the world. Each

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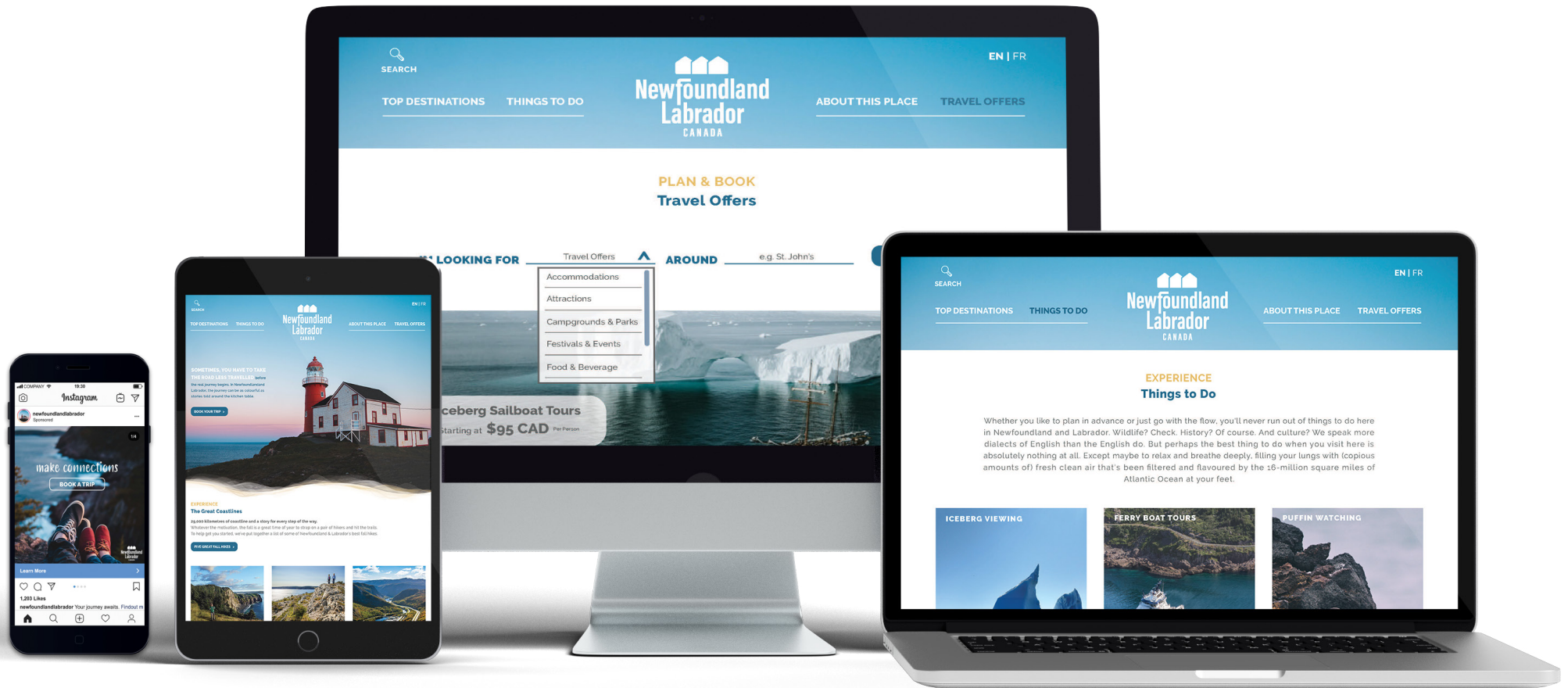

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OUR PLEDGE TO YOU**

Tough fighting agents that bring life back to your furniture.
Revive it. Beautify it. Clean it.

pledge
THIS IS HOW CLEAN IS DONE

Advertisement Design Brand Magazine Ads

Ads created from pre-existing companies, shown within Canadian Living, following magazine media kits and reader demographics to create successful advertisements.



Website Design

Newfoundland and Labrador Travel

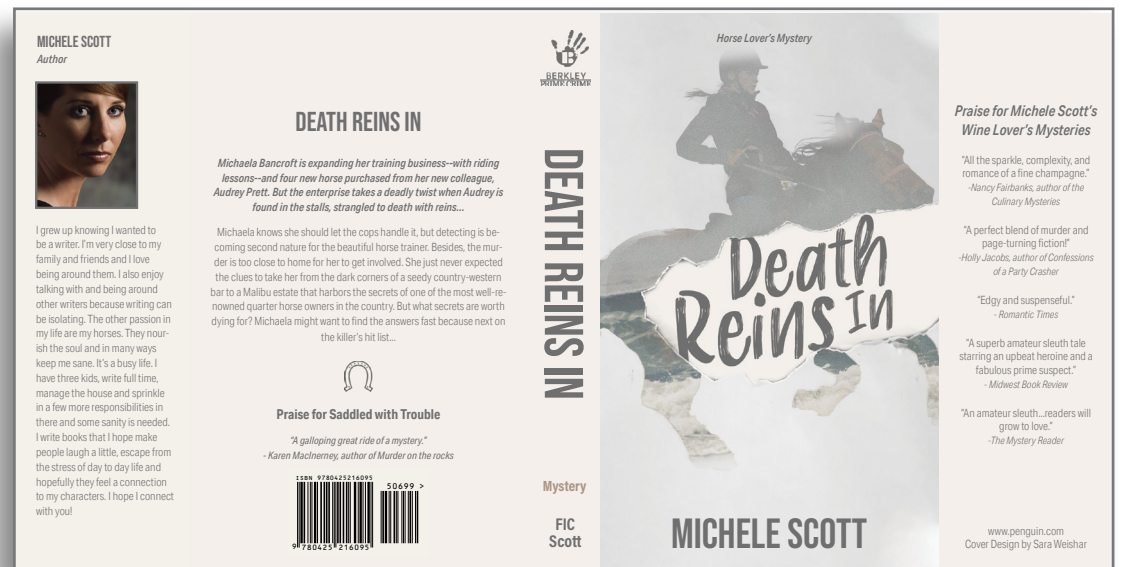
An assignment promoting Newfoundland and Labrador and increasing tourism by media, advertisements and other design promotions. Collateral material was designed side by side with another designer as a team (shown is self design of the project).



Book Cover Design

Dust Cover Redesign makeover

A redesign of existing book covers sourced from Barrie Public Library. Makeovers of dust flaps were approached with the intent of selling a book, literally, by it's cover. This remake was designed for the teenage and young adult demographic.

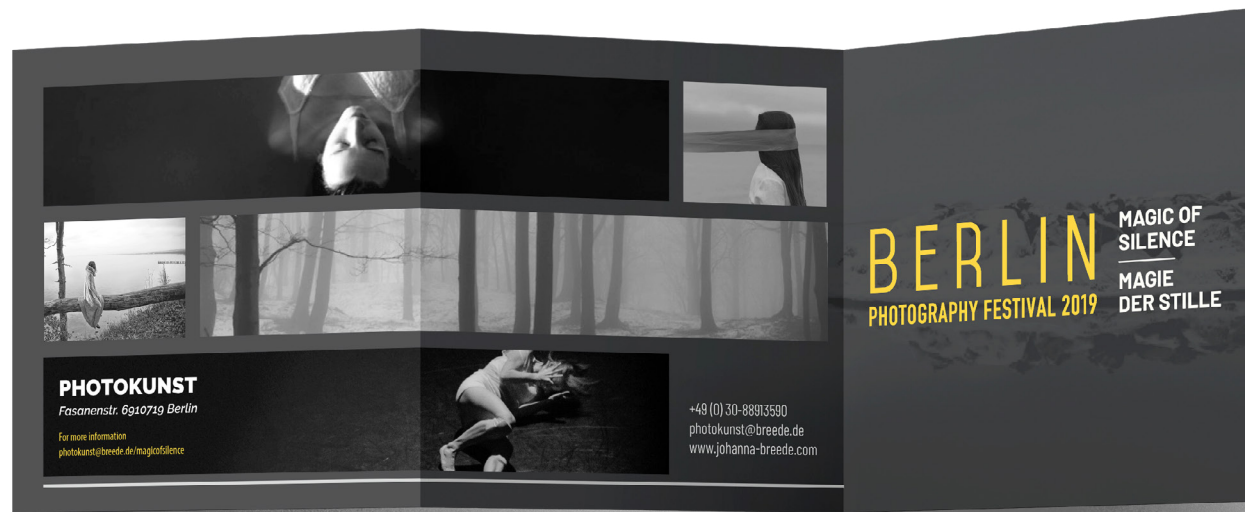




Business Card Design

Benefaction Organ Donor Card

A school project for a fictional organ donor company. Our goal was to make our own wordmarks and logo for a donor card meant to be carried around with a possible donor. The card includes personal information as well as donating preferences.



Brochure Design

Berlin Photography Festival

A school project that supplied imagery and a wordmark. Our task as students was to make a greyscaled brochure for a fictional photography festival. My goal was to break the grid and flow images and lines over each panel to show fluidity.

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