MOSTAFA AKBARI

GRAPHIC DESIGNER

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INTEGRATED MARKETING CAMPAIGN (IMC)

PROBLEM

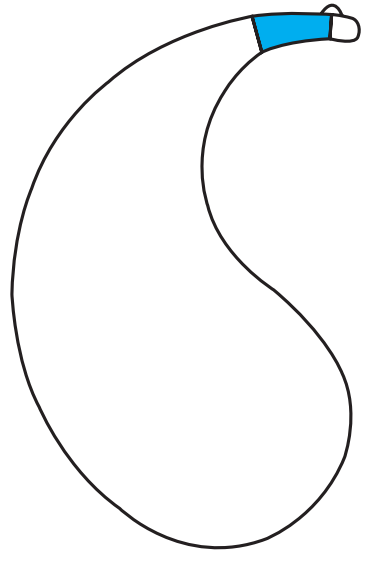
In this group project, the goal was to come up with a unique product that can stand out from other similar products in the market. The challenge was to develop a product with unique marketing position, logo identity, package design, and to promote it in market.

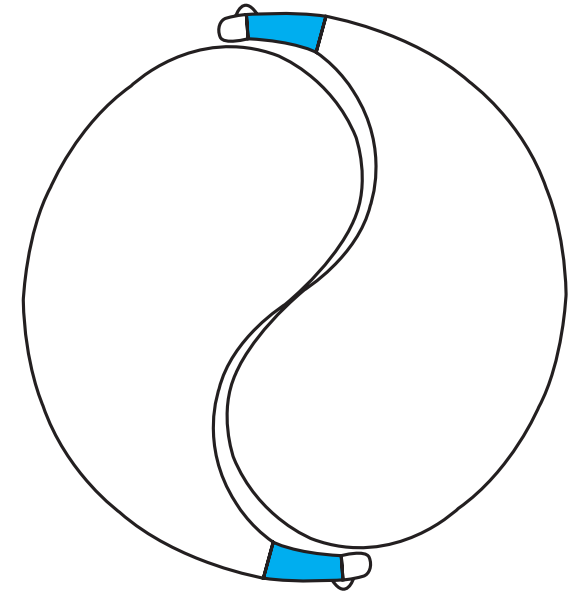
SOLUTION

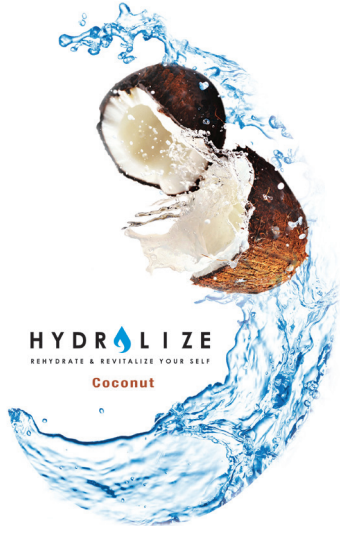
The group came up with a healthy water product that contains the taste of fruits. It has variety of vitamins and minerals. The packaging part was rounded up to a unique shape that can be held comfortably and with a transparent material that is see through.

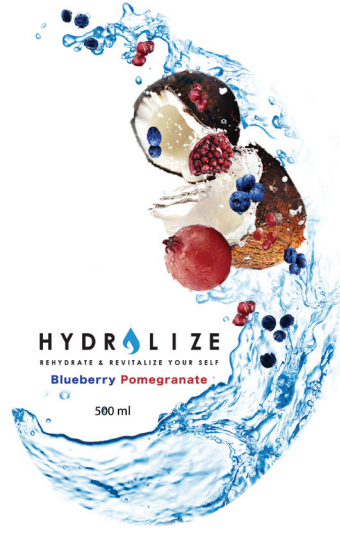
HYDRALIZE

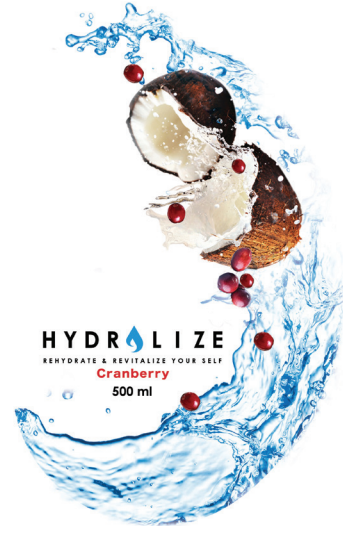
REHYDRATE AND REVITALIZE YOURSELF

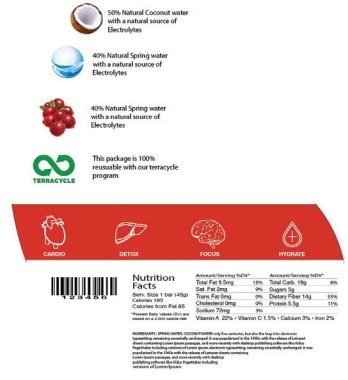


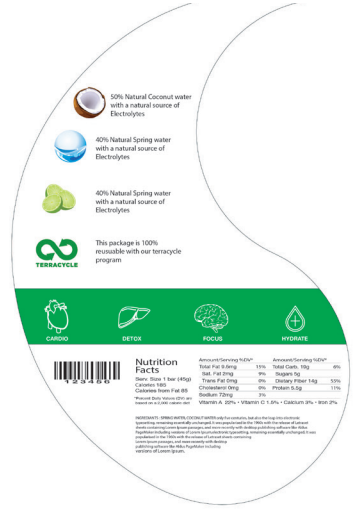








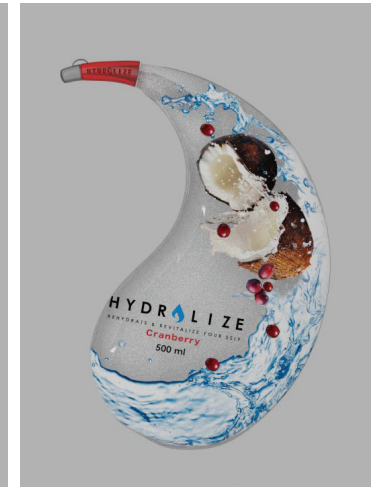




IMC Project: 4 Label Designs (Back & front)


HYDRALIZE
REHYDRATE & REVITALIZE YOUR SELF
Coconut


HYDRALIZE
REHYDRATE & REVITALIZE YOUR SELF
Lime
500 ml


HYDRALIZE
REHYDRATE & REVITALIZE YOUR SELF
Cranberry
500 ml


HYDRALIZE
REHYDRATE & REVITALIZE YOUR SELF
Blueberry Pomegranate
500 ml


50% Natural Coconut water with a natural source of Electrolytes
50% Natural Spring water with a natural source of Electrolytes
This package is 100% reusable with our terracycle program
CARDIO
FOCUS
DETOX
HYDRATE
Nutrition Facts


50% Natural Coconut water with a natural source of Electrolytes
40% Natural Spring water with a natural source of Electrolytes
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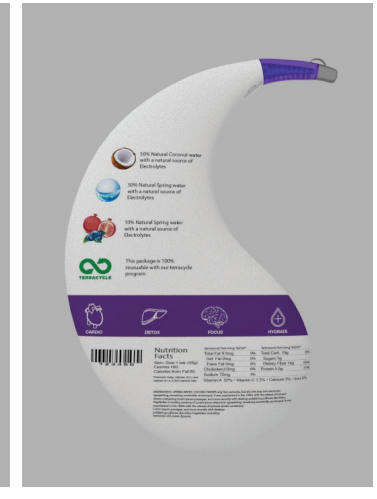
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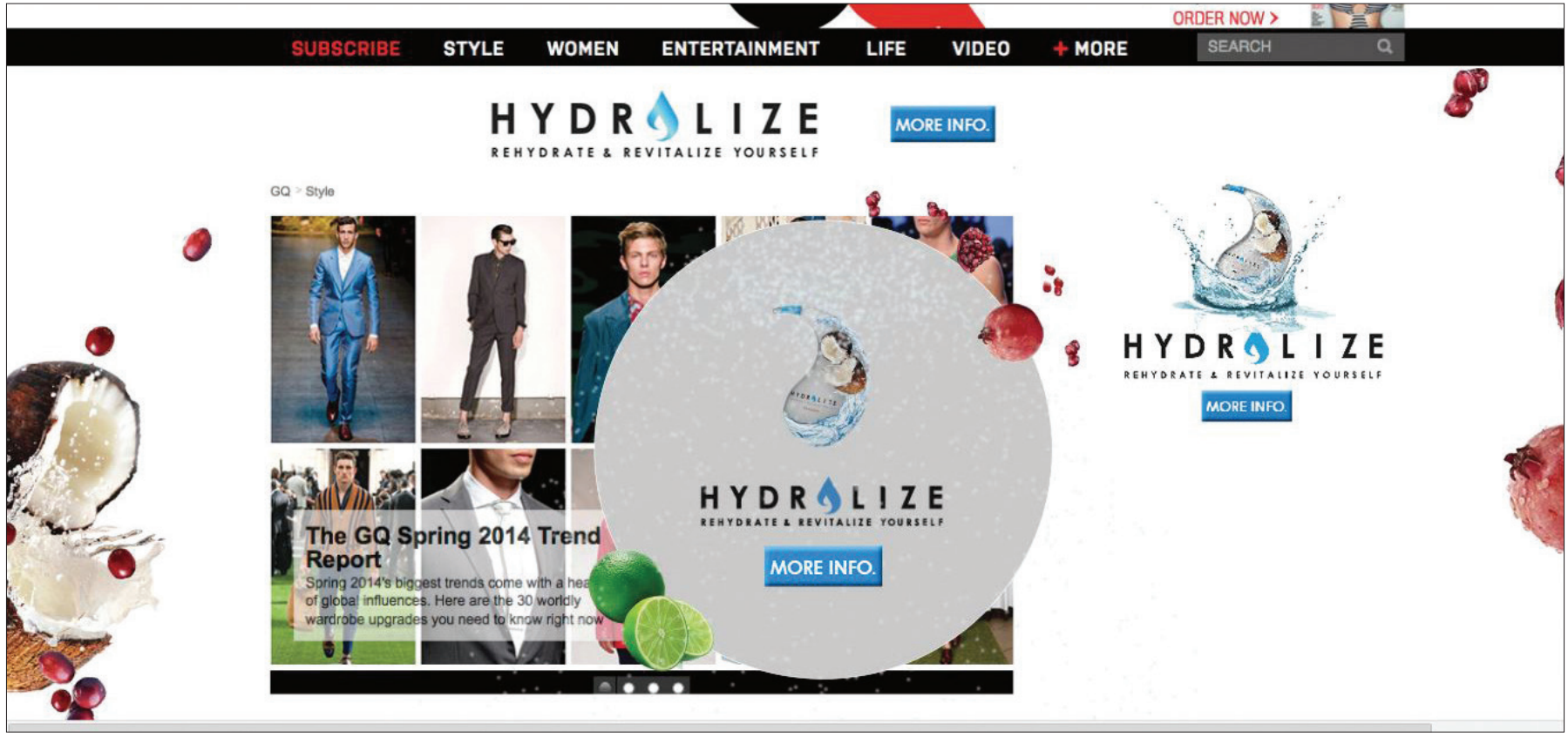
DETOX
FOCUS
HYDRATE
Nutrition Facts


Water can taste
even better!
HYDRALIZE
REHYDRATE & REVITALIZE YOURSELF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The GQ Spring 2014 Trend Report
Spring 2014's biggest trends come with a hea
of global influences. Here are the 30 worldly
wardrobe upgrades you need to know right now
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HYDRALIZE
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MORE INFO.

CONDO CAMPAIGN

THE PROBLEM

The challenge was that the condo did not existed. It was about to be constructed and the design had to be done based on the company's concept and plan. The logo should have suitable colours and attract young professional people that are looking for condo. Beside developing the brand and identity, other stages such as designing brochure, ad and website had to be done.

SOLUTION

An easy to remember logo with complimentary colours to give it strong contrast on different backgrounds was the solution. For other stages the look and feel of the logo and graphic elements were applied and repeated.

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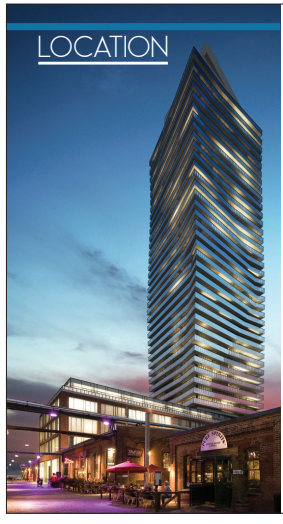

The Distillery District has influenced the nation's growth and prosperity for nearly two centuries. From a small windmill in the wilderness, it grew into the legendary Gooderham and Worts Distillery, the largest in the world, producing some of the finest whiskey and clear spirits. Even after the business changed hands, the area retained its charming historic ambience and today it's one of the most popular film locations in the country.

Movie icons like Richard Gere, Renee Zellweger and Russell Crowe have starred in big budget productions shot against the backdrop of the largest and best preserved collection of Victorian Industrial architecture in North America. Like fine wine, The Distillery District only gets better with age.

Enjoy living in one of the city's hottest locations, surrounded by great shopping, dining and nightlife, and just minutes to the lake and downtown core. Easily accessible via public transit, The Gooderham is just a short distance away from the Gardiner, Lakeshore and DVP. The King streetcar will soon stop at The Distillery's doorstep. The St. Lawrence Market and the shops of Front Street are just a short stroll away, as are the eclectic home furnishing shops of King Street East.

A few blocks beyond you'll find the financial and entertainment districts, the Eaton Centre and soon, The Gooderham will be connected to the revitalized East Bayfront and West Don Lands with its rolling green parklands, walkways and bike trails connecting to the waterfront. The future Pan am Village will also add a remarkable vibrancy to the neighbourhood, bringing new public amenities, services and experiences.

Condominiums + lofts at the distillery

History Comes alive at the distillery district

Stay Connected to everything you desire

Condo Campaign: Two Spreads Example

250 MILL STREET

A unique destination

250 MILL STREET

A unique destination unlike any other in North America, The Distillery District is an enchanting village of brick-lined streets, inviting courtyards and Victorian architecture. This vibrantly restored 13-acre historic site has become one of Ontario's hottest tourist attractions. An area completely closed to traffic and home to live theatres, galleries, fashion, design and jewellery boutiques, unique cafés, and award-winning restaurants. An immaculately designed 15 story building with state-of-the-art features & finishes, and excellent views of downtown Toronto. Inside and outside, Ariel is a one of a kind residence that will impress.

One, two and three
bedroom

Suites from
$299,990 - $550,990

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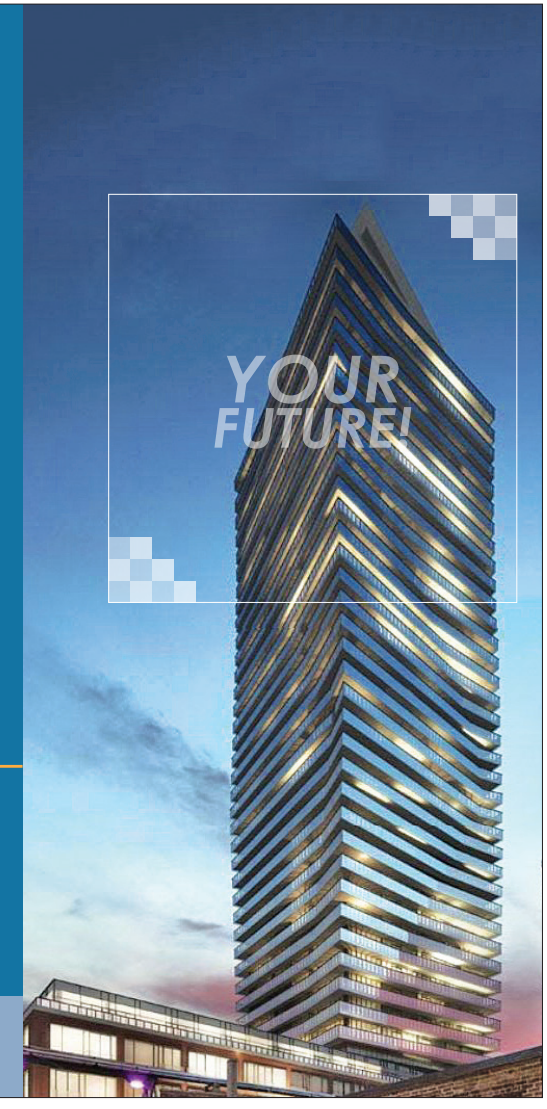

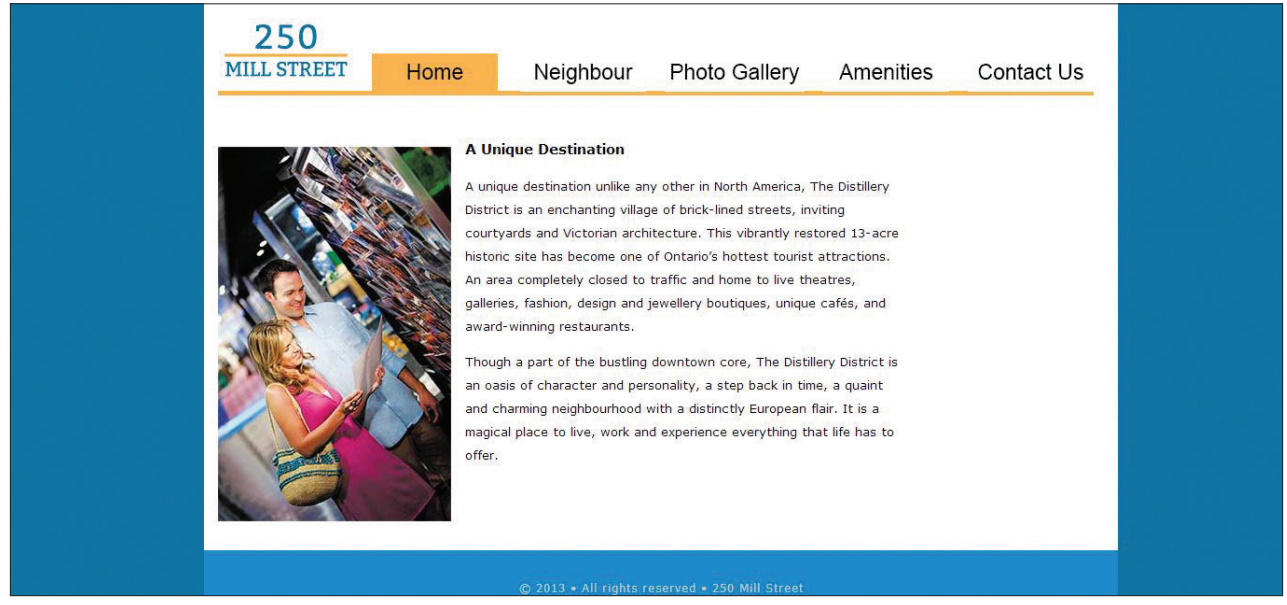
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MILL STREET
Home
Neighbour
Photo Gallery
Amenities
Contact Us
A Unique Destination
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Though a part of the bustling downtown core, The Distillery District is an oasis of character and personality, a step back in time, a quaint and charming neighbourhood with a distinctly European flair. It is a magical place to live, work and experience everything that life has to offer.
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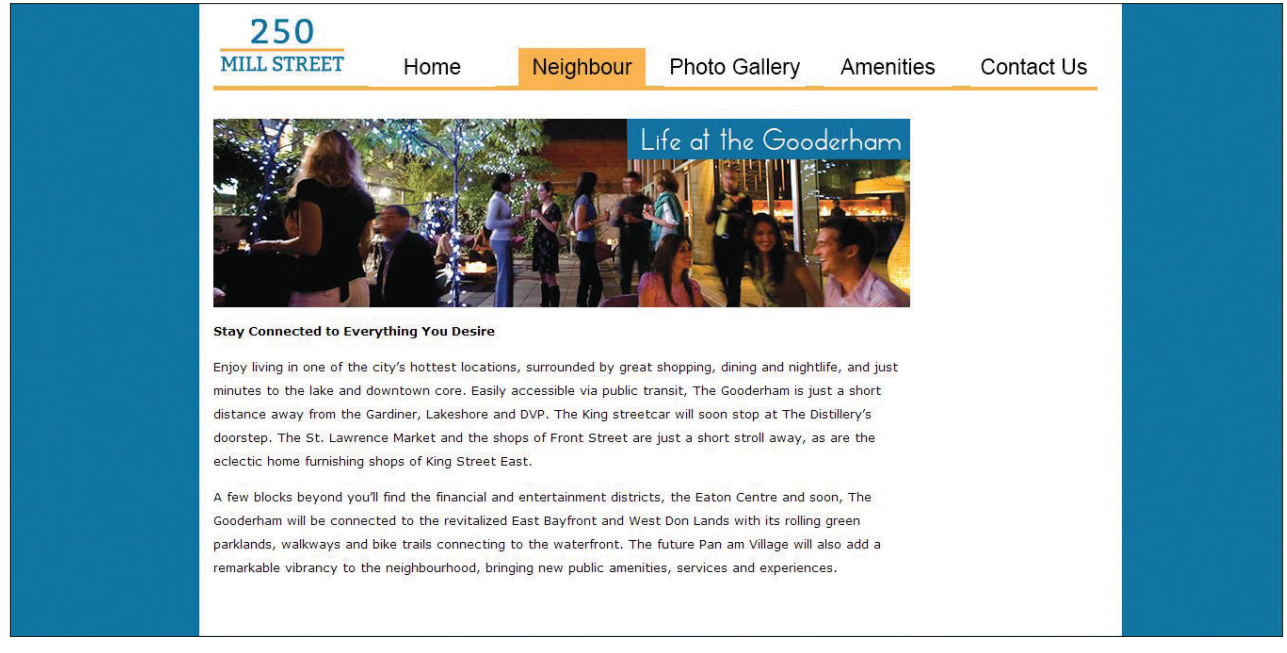
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MILL STREET
Home
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Life at the Gooderham
Stay Connected to Everything You Desire
Enjoy living in one of the city's hottest locations, surrounded by great shopping, dining and nightlife, and just minutes to the lake and downtown core. Easily accessible via public transit, The Gooderham is just a short distance away from the Gardiner, Lakeshore and DVP. The King streetcar will soon stop at The Distillery's doorstep. The St. Lawrence Market and the shops of Front Street are just a short stroll away, as are the eclectic home furnishing shops of King Street East.
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A UNIQUE DESTINATION
250
MILL STREET

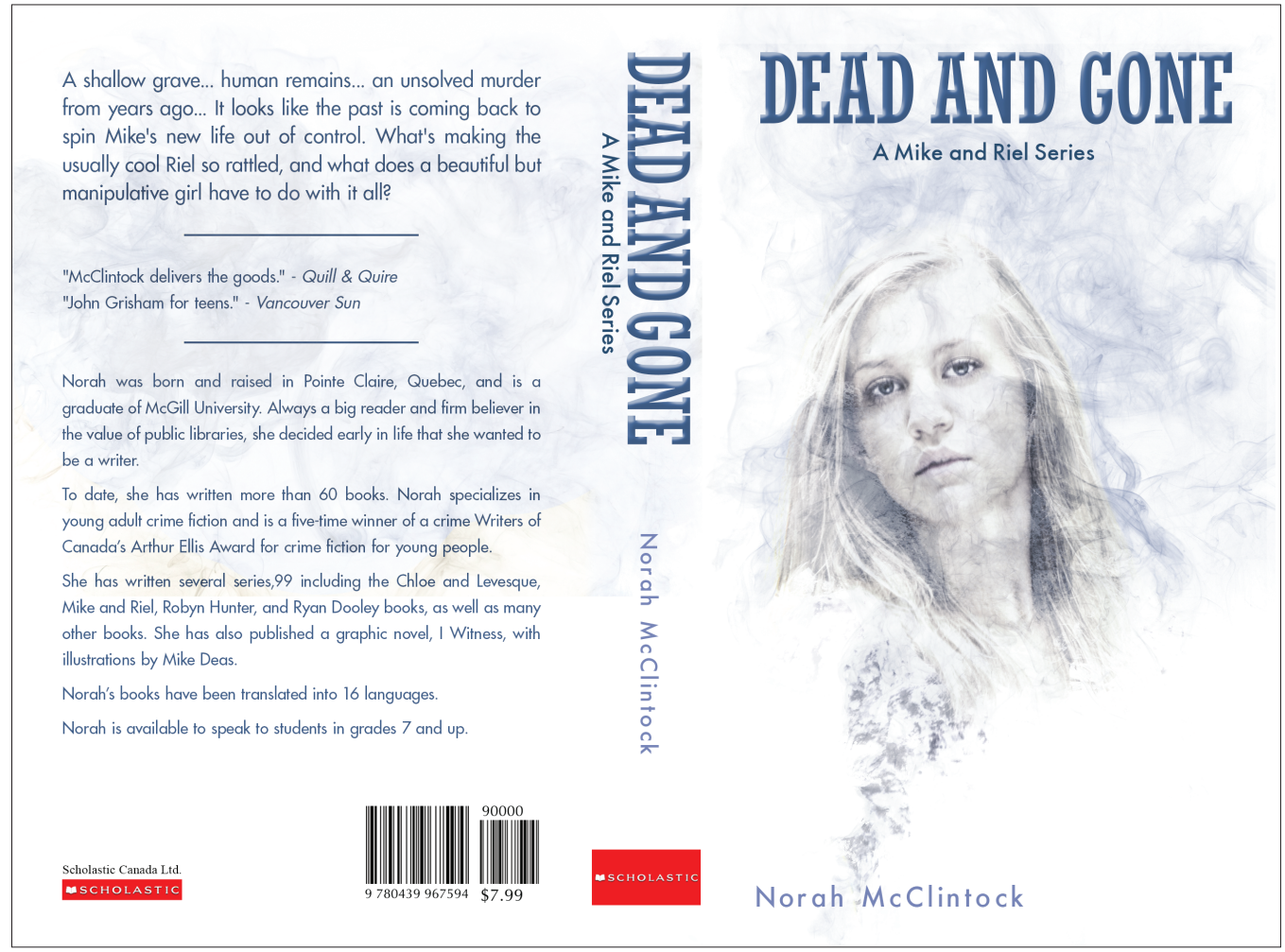
COVER BOOK DESIGN

THE PROBLEM

Choosing a right image is always challenging, but bringing one part of the story on cover page was more challenging to accomplish. Norah McClintock is an author for teenager readers. She uses drama and crime fiction stories to attract her audience.

SOLUTION

Bringing the main plot of the story on the cover was the solution. In this case people who see this on the shelf of bookstore, the book would look interesting and attract more people to it.



Cover Book Design: Dead and Gone

Cover Book Design: Photoshop Mock-up

POSTER DESIGN: SCENT-SENSITIVE ZONE

PROBLEM

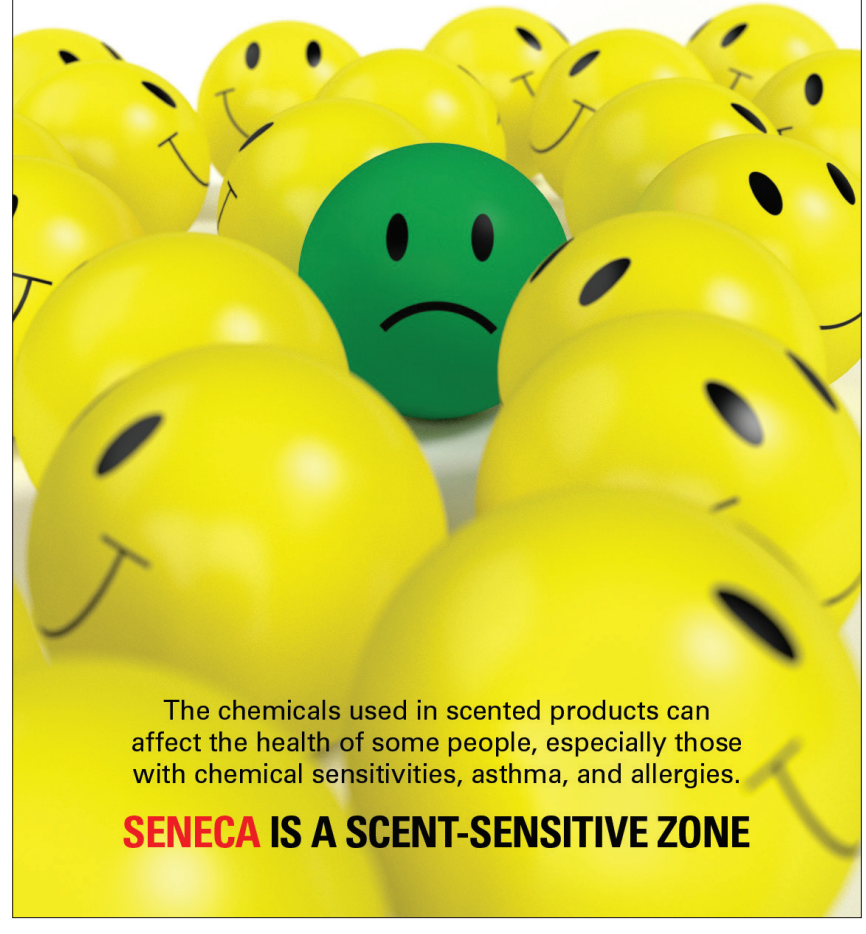
Creating two different posters, one for students and one for faculties, is challenging even though the theme and message are the same. The target audience is different and each category has their own interests and preferences.

SOLUTION

Designing a poster that attracts the target audience, so they stop and study the posters was the goal. Coming up with a humorous and cartoonish style was appropriate for students and a poster with strong message for faculty was suitable. Scented products can send some people to hospital and it's a serious topic. The poster for students could have been more serious, but it wouldn't attract the target audience.

Poster Design: Scent-Sensitive Zone (Student Poster)

ARE YOU AIR AWARE?



The chemicals used in scented products can affect the health of some people, especially those with chemical sensitivities, asthma, and allergies.

SENECA IS A SCENT-SENSITIVE ZONE

MAGAZINE REDESIGN: POPULAR SCIENCE

PROBLEM

Redesigning a new looking magazine is difficult and coming up with new layouts for table of contents, feature stories and letter from editor is challenging. This project took nearly seven weeks to finish redesigning all 24 pages. The big challenge was about consistency and using graphic elements on pages.

SOLUTION

Most science magazines, like Popular Science, have interesting articles and keeping the balance between graphic elements and body text was essential to follow in this project.

POPULAR SCIENCE

THE FUTURE NOW

MY DRONE ARMY : How I Attacked a Neighborhood : ROBOT SWARMS PAGE 15

THE FUTURE OF FLIGHT

Vertical take off one-pilot squadrons

AIR POWER
Future VTOL concept will reach farther and fly faster than any helicopter

PLUS
- DEEP-SEA DEATH
- ASTEROID KILL-SAT
- 50' DIY WATERZOOKA
- SUBDRENTAL BACTERIA

SCIENCE FICTION SPECIAL
- HOW SCI-FI PREDICTS THE FUTURE
- HOLLYWOOD TECHNOLOGY DISSECTED
- OUR FIRST COLLECTION OF ORIGINAL FICTION

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July 2013 • **POPULAR SCIENCE** • Volume 283 • No. 1

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WHAT'S NEW

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HOW 2.0

FEATURES

From the Editor

July 2013 / Popular Science

Jacob Ward

Now Live: The July 2013 Issue Of Popular Science Magazine

Flight is freedom. The power to rise into the air and reach a destination unshackles us from gravity, distance, topography, and time. This is why we, as a publication, return to flight so often. It is humanity's greatest victory against the limitations of being human.

It can also, at its fringe at least, seem a bit fantastical. For example, I recently shook hands with Bertrand Piccard, adventurer and pilot of the Solar Impulse, just before he set off from California on the first cross-country flight of a sun-powered plane. I pointed out that the craft seemed a bit rickety. In order to make it on today's meager batteries, it needs to be unbelievably light. Piccard smiled brilliantly. "When the Wright Brothers went up, no one could have imagined a plane carrying 300 people," he said. He's right. Dreaming far beyond today's limitations made flight possible.

That was the spirit with which we undertook our survey of the Future of Flight . We want to provide a showcase for all that could be when you strip limitations away. Likewise, it was with this same spirit that we undertook an experiment.

As Hollywood's summer flood of rockets and phasers began, we asked sci-fi writers and artists (people whose award-winning work will undoubtedly be optioned soon, at which point they'll stop emailing us back) to take on a few big topics. Cities. Work. Space travel. The self. Modern life looks a lot like the dreams of the past century. Why not ask today's best sci-fi minds what they dream about? We've also included whole chapters of out-there, visionary sci-fi in our digital edition. And on your tablet, July includes my conversation with M. Night Shyamalan, who reinvented our planet as it might look 1,000 years from now in his first space opera, After Earth. You'll also find a hard-core geek-out between writers Dan Engber and Erik Sofge, who dissect the jetpacks and robot interfaces of summer blockbusters in this issue. Please let us know if you enjoy our effort to forecast tomorrow based on today's dreams. Because we just might do it again.

> Modern life looks a lot like the dreams of the past century. Why not ask today's best sci-fi minds what they dream about?

Jacob Ward

jacob.ward@popsci.com | @_jacobward_

Magazine Redesign: Table of Contents & Letter from Editor

Science Behind Blockbuster Movies Page 16
The answers to the most nagging, fascinating, and bizarre questions of the summer movie season.

Scott Lynch

Volunteer firefighter Scott Lynch's next book, The Republic Of Thieves, will hit shelves in October.

Pickle-jar technology hasn't moved an inch in nearly three hundred years, and the cap on the jar in my hands won't move either. The kids find it hilarious, and their fingers fly above the table as they sketch ghostly images for my benefit. My visual augments display their bright illusions in the air around me—there's the framework of an unlikely Rube Goldberg device, along with a caricature of me caught in the grip of a huge anthropomorphic pickle jar about to twist my head off.

I grin and fire back with a double nod of my head, the signal for the house's backbone computer to upload the week's chore schedule to their visual augments. While they flick their eyes over the words of Parental Writ (invisible to me), I finally manage to pop the jar open. A satisfying scent of brine and mustard fills the air.

Dinner is classic American comfort food from my childhood: tomato salad, garlic naan, flash-fried wasabi chicken. The pickled cucumbers, bell peppers, and okra are from our garden, laid down in rows beside the solar tarps.

The backbone comp banishes the light sketches and seals the family's network connections behind emergency-only courtesy walls. The outside world goes away for the day's big formal meal, and the assorted information scrolls and data overlays behind everyone's eyes begin to unroll gibberish. For those networked since toddlerhood, total disconnection is anything but restful, so the backbone comp temporarily supplies meaningless data that can be ignored. Enwombed in soothing white information, I smile and pass the pickle jar around.

Nancy Kress

Nancy Kress lives in Seattle. Her book After the Fall, Before the Fall, During The Fall won the 2012 Nebula for Best Novella

The monitor alarm woke me at 5 a.m.: problem in a desalinization plant supplying fresh water to New York. The robocrew couldn't repair it, and I couldn't fix it remotely. Groggily, cursing the AI that is always promised but never quite arrives, I boarded the maglev train.

It was crowded with people going to the floating-pavilion beaches over lower Manhattan, with all its crafts, hologram entertainments, musicians, specialty cooks, sex workers, and VR parlors. The three-day workweek gave everybody so much free time that half of all jobs are leisure-related—no other way to create full employment. My grandfather hated the Uniform Wage Act, which enforces equal wages for everybody so that even the CEO of Asteroid Mining makes the same salary as I do. I used to tell Grandpa, "Would a revolution have been better? Because that's what we'd have got if we didn't restructure the economy and curtail population growth." He could never see it, but the new system works.

The desalinization plant contained only bots: operations bots, cleaning bots, repair bots, security bots, all built atom-by-atom with nanotech. I was the first human on-site in three months. After I found and fixed the software problem, I stopped at a black-market place to buy my daughter a genemod pupcat. Technically illegal—but so cute! When it barked, its implanted software translated the bark into words: "Pet me!" Half a week's salary, but Cassie will love it. After all, what's money for?

Ian Tregillis

Ian Tregillis consorts with scientists, writers, and other disreputable types. His novel Necessary Evil came out in April.

Join the NERE revolution! Clean water is a fundamental human need that unites our far-flung species: those of us who remain on Earth, those colonizing the steroid belt, and even those en route to the stars. But the supply of clean water is not limitless. This is as true on Mars, Ceres, and Tau Ceti 3 as it is on Earth.

Now a revolution in resource acquisition and management, made possible by Nanotechnological Environmental Remediation Engineering (NERE), could alleviate water woes. Since 2145, NERE techniques have cleansed almost a billion gallons of water throughout the inner and outer solar system. The power of NERE is its flexibility: An array of nanobots can cleanse a natural watershed, the body of water it drains into, and the artificial life-support ecology that mimics it on a molecule-by-molecule basis.

Our expert engineers tailor each application to the problem at hand, designing bots for specific environments (including specific pollutants), overseeing their application, and monitoring their deactivation when the work is completed. And because the design work requires high-level predictive modeling to anticipate and eliminate problematic interactions, NERE technologies have always made extensive use of the most advanced artificially intelligent algorithms. More than 20 percent of the growth in the AI sector over the past thirty years has stemmed directly from advances spurred by NERE applications.

Karl Schroeder

Karl Schroeder is a writer and Futurist based in Toronto. His novel Lockstep will be published next spring.

Greetings, job seekers! Today's jobs post includes some pretty exciting opportunities! Here's what we've got for you as of Monday, June 10, 2030:

* Garbage Designer—As an apprentice GD, you'll learn how to tune the waste products of one industrial process so that they can be sold as raw material for another industry.

* Ecosystem Rehabilitator—The old word for this job was farmer. Since we get most of our food from vertical farms now, you'll be re-wilding countryside that used to be farmland. You're still a steward of the land, but with a new motivation: to return the ecosystems of North America to a state of pre-Columbian lushness.

* Alternatives Historian —Working from home, you'll employ massive simulations in virtual worlds to predict the results of government- and corporate-policy decisions.

* Clone Councillor —You will mine the online-purchasing, social, and behavioral data of individual clients to simulate future career or personal paths for them.

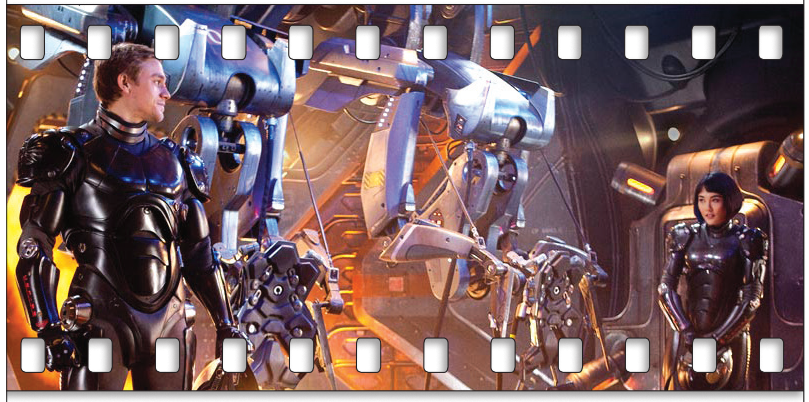
* Product Evolver —You'll use natural selection in virtual realities to literally evolve products to optimize their efficiency, attractiveness, and cost.

* Manners Master/Mistress—In a fully global society, getting along with strangers is more important than ever. Interpersonal-manners experts can help. Join this fast-growing profession today!

Download the tablet edition or visit popularscience.com/scifi2013 to read full chapters of some of the writers' recent works.

Featured Artist: Stephan Martiniere

"I imagine our future in a holistic way, where urbanism could be a harmony between technology and nature. Buildings might be living organisms, grown and shaped to fulfill a multitude of purposes. Future architecture would result from a deep understanding of the surrounding ecosystem."



Why Bother Controlling A Robot With Your Mind?

Inspired By Pacific Rim

THE PLOT: When colossal monsters called kaijus emerge from the depths of the Pacific Ocean, humanity tries to fend them off with giant battle bots controlled by pilots linked to neural interfaces.

THE ANSWER: Well, sure. You could use a tried-and-true interface, as drone pilots do. But a brain-controlled interface (BCI) is much cooler. And in principle, it's better: As any gamer knows, there is a biochemical limit to how fast a brain signal can travel to a muscle, and when battling kaijus, every millisecond counts.

That said, scientists are a ways from that point. BCIs exist—scientists have used them to control robots—but they are pretty clunky. It is difficult to get a clear signal from a brain-wave pattern, which leads to errors and can slow response. "We're very careful when we talk about BCI," says Francisco Sepulveda, a bioengineer at England's University of Essex who worked on neural interfaces for 20 years. "It wouldn't be a stand-alone solution except in specific cases."

Better BCIs, for example, may one day allow quadriplegics to move about or help pilots immobilized by high gravitational forces. But even in those capacities, BCIs could be of limited utility; scientists could more easily create an interface that responds to voice commands or eye movements, or they may not need an interface at all. When it comes to planes or cars (or 2,700-ton robots), autonomous controls are likely a better option.

For those pursuing BCIs, the pilots in Pacific Rim do present a useful idea: They drive their battle bots in pairs, with their brains linked by a "neural bridge." Sepulveda's group just finished an experiment on this concept. Participants were divided into teams of two, and software read brain signals from both team members as they tried to run a spacecraft simulator. By merging neural signals, the BCI averaged out some noise and flew with greater accuracy. Turns out two heads are indeed better than one.

HEALTHY SKEPTICISM: According to production stills, the kaiju'sblood runs blue, which is odd but not unheard-of. The horseshoe crab, among other arthropods, has bluish blood. Its blood cells use proteins made from copper instead of iron to carry oxygen. Its blood also clots easily, which allows the crab, and presumably the kaijus, to recover quickly from wounds.

Will We Ever Swap Perfectly Lethal Guns For Fancy Phaser Pistols?

Inspired By Star Trek Into Darkness

THE PLOT: In the sequel to the 2009 J.J. Abrams film, a terrorist bombing in London triggers a planet-hopping manhunt for a traitorous Federation agent—and a climactic space battle between the turncoat's vessel and the USS Enterprise.

THE ANSWER: Since it debuted in 1966, the Star Trekphaser has remained the stuff of Hollywood prop departments and Trekkie conventions. But directed-energy weapons may be coming to the battlefield soon. Boeing, for example, is developing the truck-mounted 10 kilowatt HEL MD (high-energy laser mobile demonstrator) to defend against swarms of incoming drones, missiles, or mortar rounds. Instead of launching a million-dollar-plus missile for every threat, defense experts could use lasers to destroy multiple targets with precision. Though smoke can dampen a beam's intensity, lasers don't have to account for wind speed or range, and they don't ricochet, limiting any collateral damage.

Boeing is also testing a smaller unit called the Tactical Laser System. While still far from holster-size, it could be mounted on naval vessels alongside an Mk 38 machine gun. The objective would be to defend against drone swarms or a fleet of smaller boats, either by destroying them outright or by using lower-intensity beams to blind or fry sensors (or eyeballs).

Where ray guns become unworkable is on smaller scales. For example, Boeing is working on a portable 2kw laser, capable of destroying unspecified targets (the company won't go into details). But even this weapon is not small enough to replace the trusty assault rifle; it requires two soldiers to carry it. The laser would be most useful for stealth missions, since it could be set in place and fired remotely, with minimal light and sound.

The greatest challenge in making handheld directed-energy weapons is the energy itself. A 100kw laser can consume two cups of diesel in a four second engagement. That's a bargain compared to launching missiles. But a general-purpose, infantry-scale death ray would require fuel with an energy density that today's researchers can only dream of. "We're not close," says Suveen Mathaudhu, a materials engineer in the U.S. Army Research Office. To create that, he says, "would require a major, major breakthrough, on the level of fusion technology."

HEALTHY SKEPTICISM: At one point in the film, Spock attempts to extinguish a volcano with something like a super ice cube. To quench an eruption, though, you'd need to solidify the magma all at once, says Erik Klemetti, a vulcanologist at Denison University. That would require instant cooling on a massive scale; anything less would only create lots of steam, which would just intensify the eruption.

Magazine redesign: Photoshop mock-up

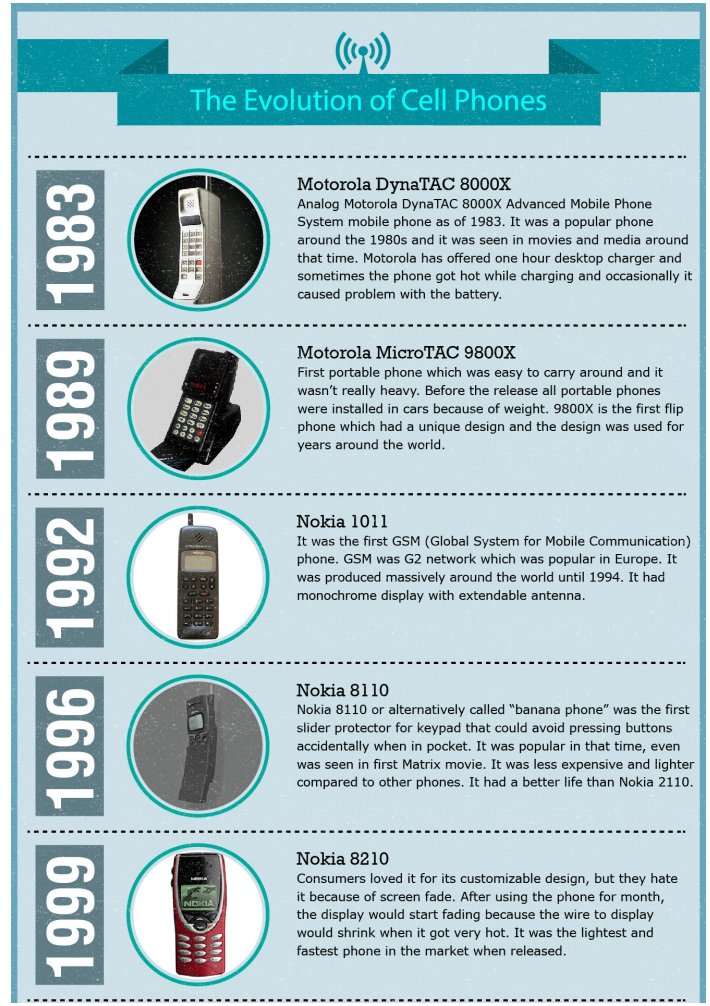
EDITORIAL INFOGRAPHIC: THE EVOLUTION OF CELLPHONES

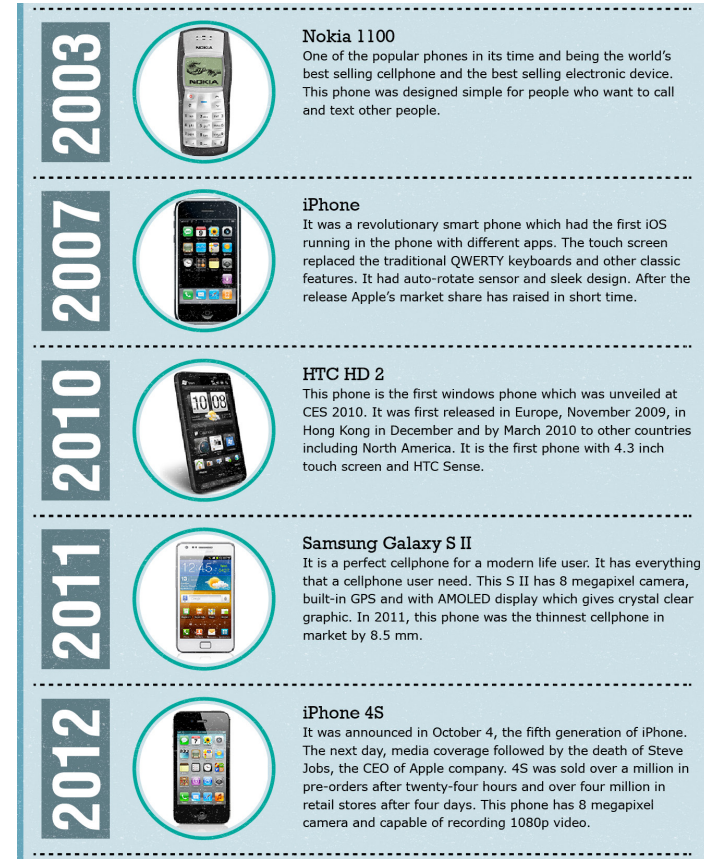
PROBLEM

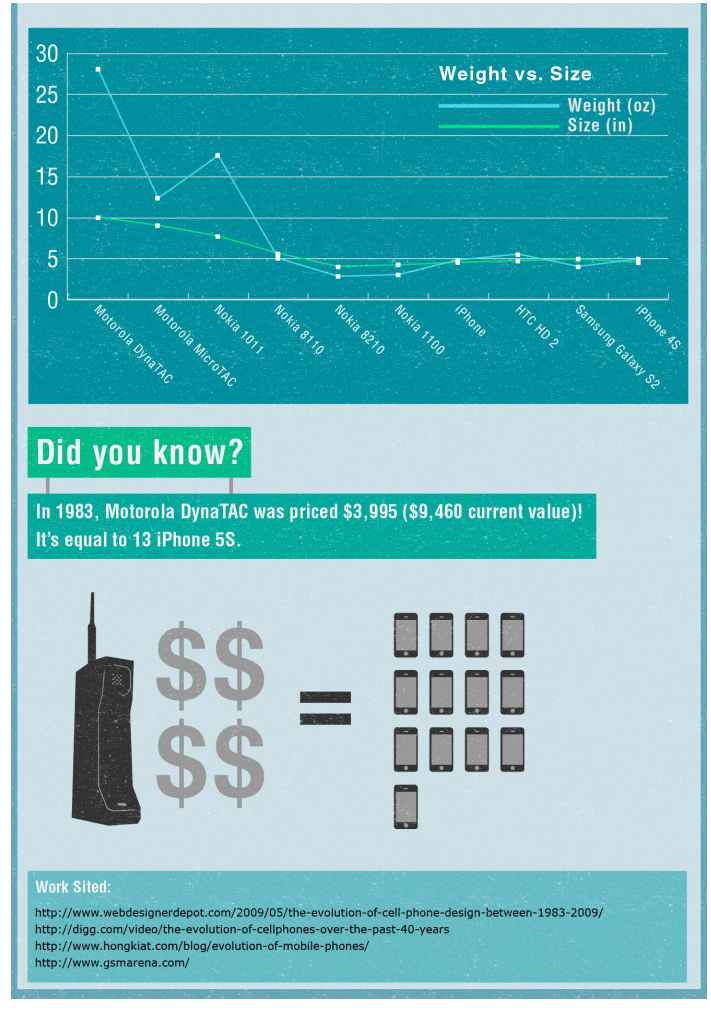
History of an electronic gadget might not be interesting, but putting more visual graphics should change the taste of an infographic. Keeping the balance between text and graphic elements is challenging and to develop an understandable infographic is quiet time consuming to build.

SOLUTION

Adding a brief time-line plus using graph charts and other visual information was the goal.






Weight vs. Size
Weight (oz)
Size (in)
30
25
20
15
10
5
0
Motorola DynaTAC
Motorola MicroTAC
Nokia 1011
Nokia 8110
Nokia 8210
Nokia 1100
iPhone
HTC HD 2
Samsung Galaxy S2
iPhone 4S
Did you know?
In 1983, Motorola DynaTAC was priced $3,995 ($9,460 current value)!
It's equal to 13 iPhone 5S.
$$
$$
=
Work Sited:
http://www.webdesignerdepot.com/2009/05/the-evolution-of-cell-phone-design-between-1983-2009/
http://digg.com/video/the-evolution-of-cellphones-over-the-past-40-years
http://www.hongkiat.com/blog/evolution-of-mobile-phones/
http://www.gsmarena.com/

TORONTO WAY-FINDING SYSTEM: QUEEN WEST

PROBLEM

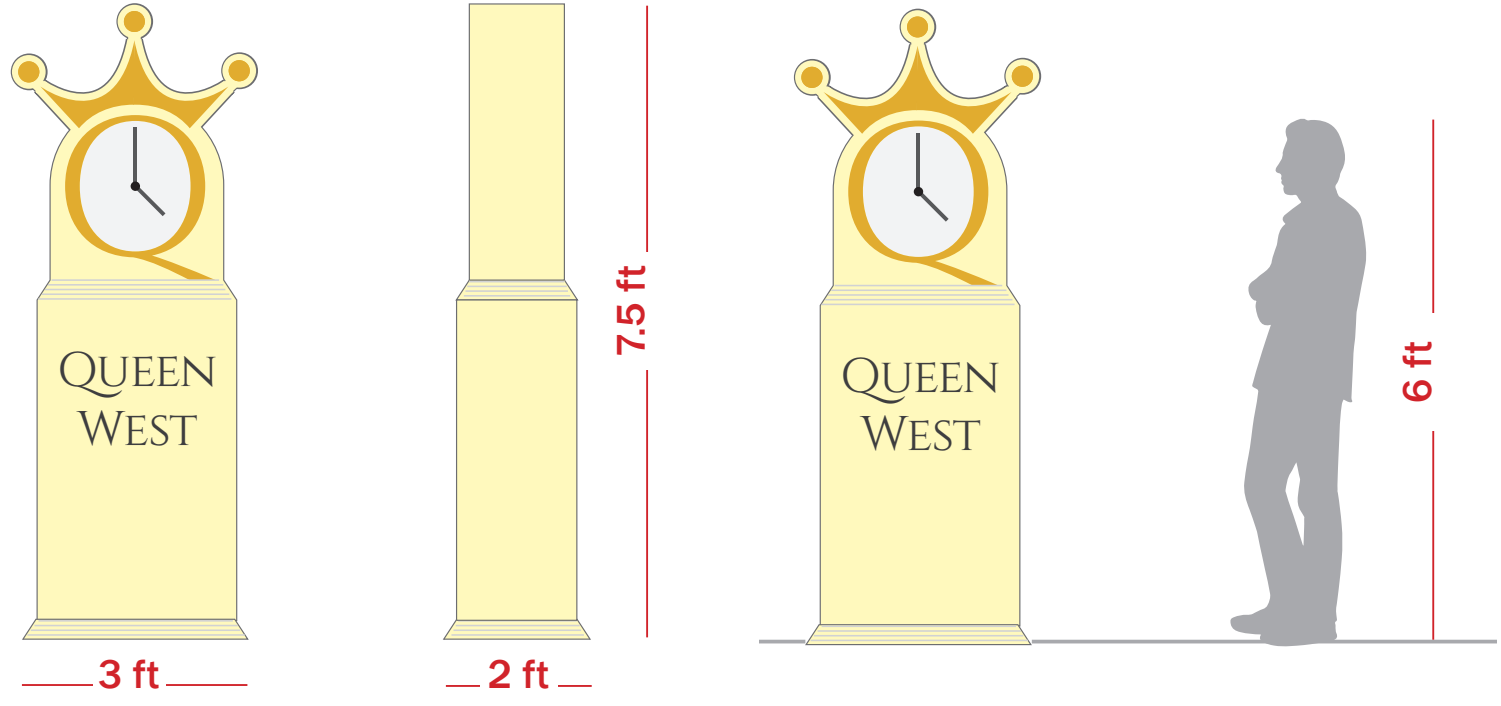
The challenge for this project was to promote a business improvement area in downtown Toronto. This area is located at Queen Street West, between University Ave. and Spadina. This project was divided into two stages. First stage was about Logo Identity and Poster Design, second was about Signs around the area.

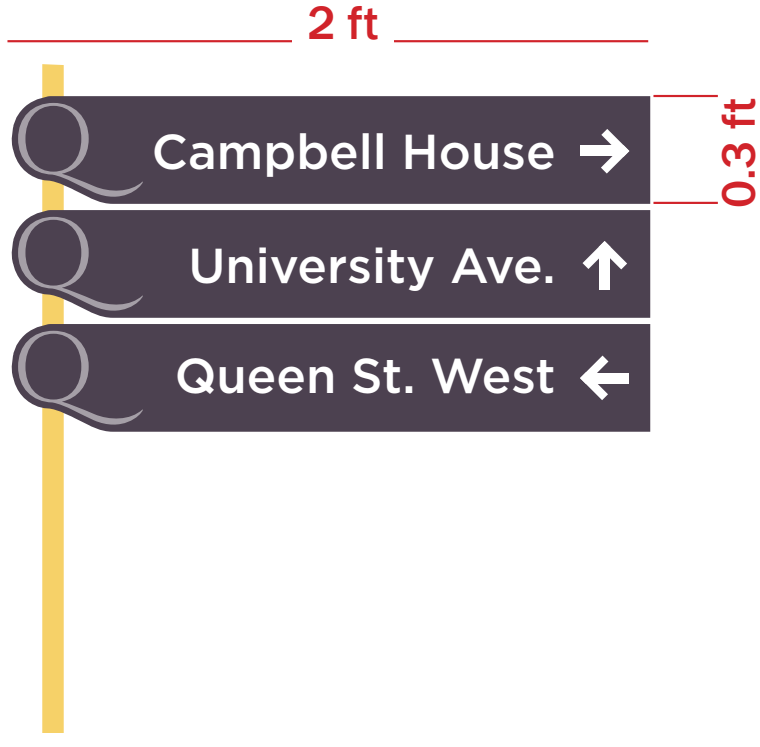
SOLUTION

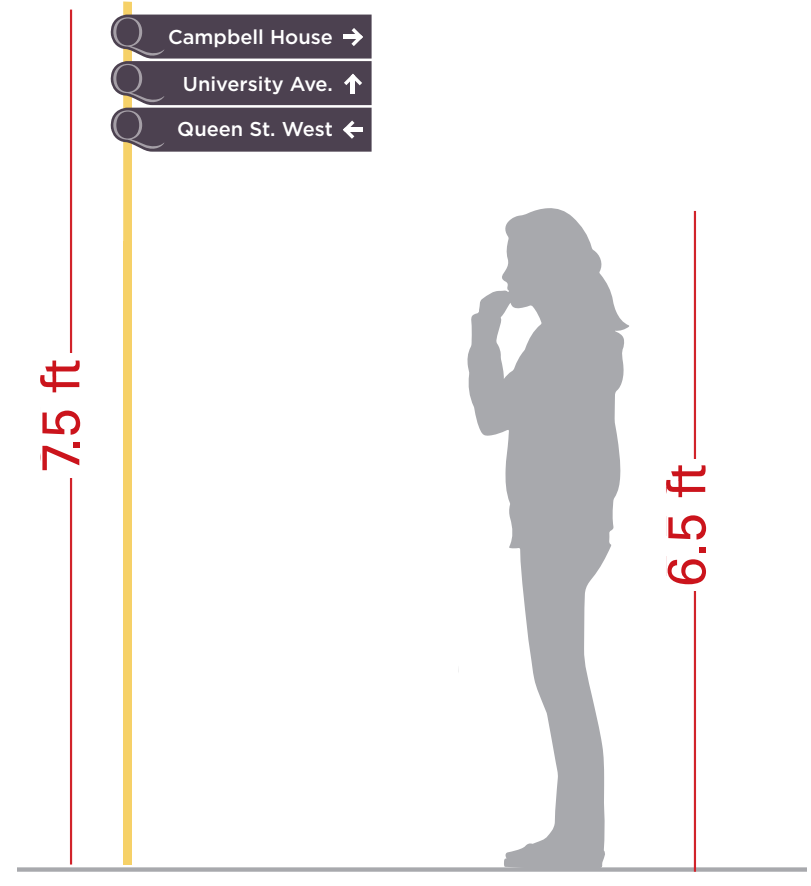
Combining the crown and *Q* shape was a logical choice for the logo since it expressed the Victorian era. “Food Fashion Shopping” is the tag-line for the poster, because it promotes the area and attracts people who like to eat in restaurants, checking boutiques and shopping. For the signs, keeping the *Q* and crown was creative to repeat.

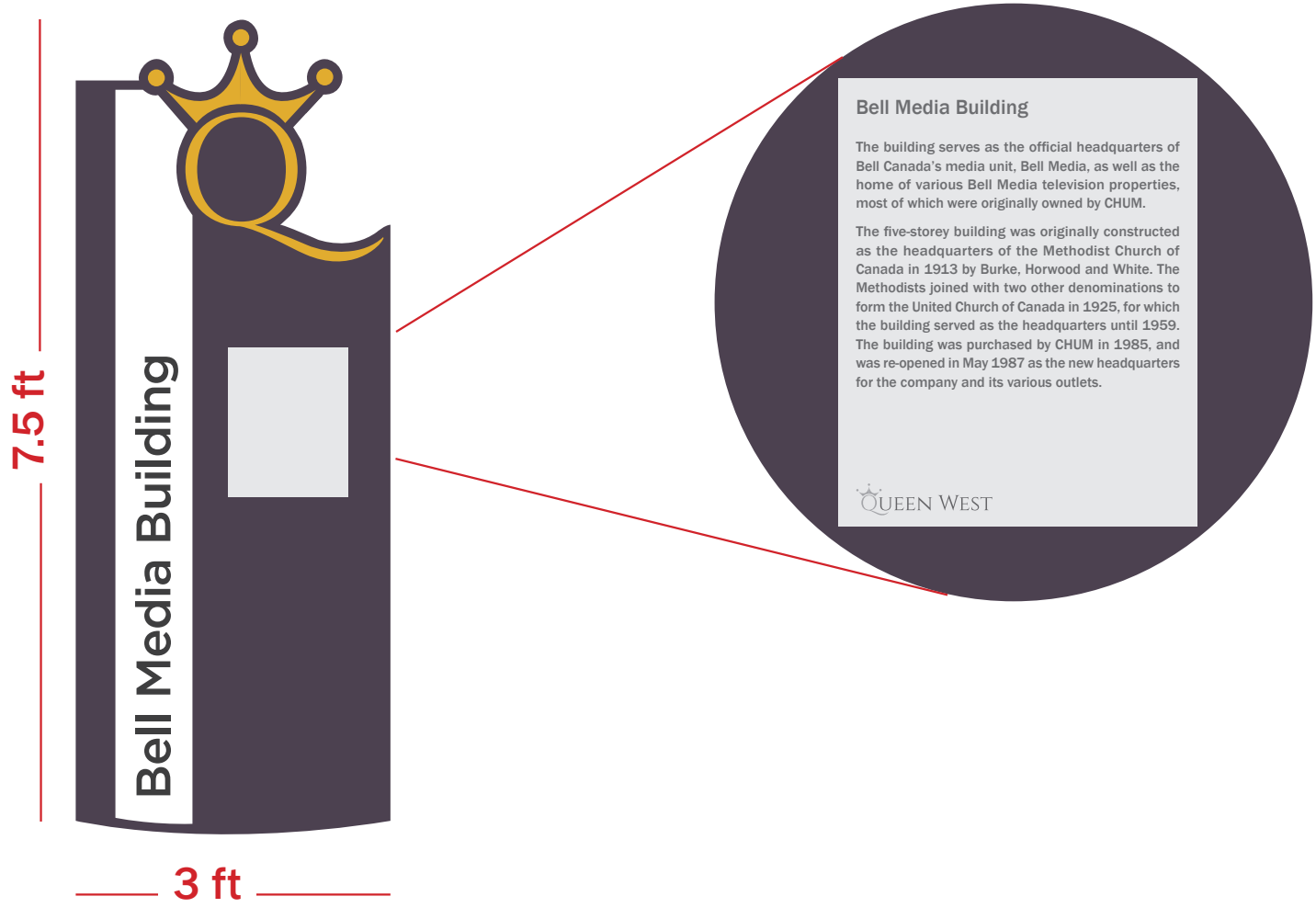

QUEEN WEST
FOOD
FASHION
SHOPPING
Visit www.queenstwestbia.ca for more info.


QUEEN WEST
FOOD
FASHION
SHOPPING
Visit www.queenstwestbia.ca for more info.


QUEEN
WEST
3 ft
2 ft
7.5 ft
QUEEN
WEST
6 ft


2 ft
Campbell House
University Ave.
Queen St. West
0.3 ft


Campbell House
University Ave.
Queen St. West
7.5 ft
6.5 ft


7.5 ft
Bell Media Building
3 ft
Bell Media Building
The building serves as the official headquarters of Bell Canada's media unit, Bell Media, as well as the home of various Bell Media television properties, most of which were originally owned by CHUM.
The five-storey building was originally constructed as the headquarters of the Methodist Church of Canada in 1913 by Burke, Horwood and White. The Methodists joined with two other denominations to form the United Church of Canada in 1925, for which the building served as the headquarters until 1959. The building was purchased by CHUM in 1985, and was re-opened in May 1987 as the new headquarters for the company and its various outlets.
QUEEN WEST


Campbell House
University Ave.
Queen St. West


QUEEN
WEST

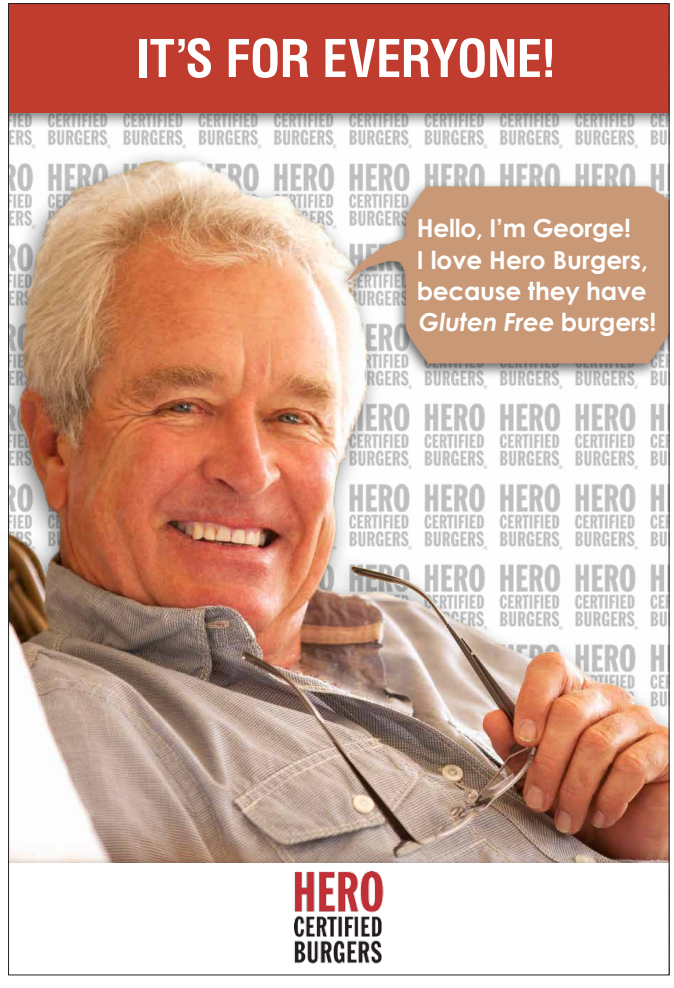
ADVERTISING CAMPAIGN: HERO CERTIFIED BURGERS

PROBLEM

Hero Certified Burgers is a small fast food restaurant that is popular in Southern Ontario. Coming up with a catchy tag-line to attract more new customers is difficult and it needs good amount of research and knowledge to understand the position of this fast food restaurant in the market.

SOLUTION

The suitable tag-line for this company ended up to be “It’s For Everyone!” since each food is made for its special customers. There are options like veggie burgers, gluten free burgers and halal burgers. For the rest of the campaign there are coupons that are found in magazines and newspapers and there are in-store promo card calling for a contest plus a microsite that holds the contest and an online generating poster to keep the customers involved.


IT'S FOR EVERYONE!
Hello, I'm George!
I love Hero Burgers,
because they have
Gluten Free burgers!
HERO
CERTIFIED
BURGERS


IT'S FOR EVERYONE!
Hi, I'm Sarah!
I love Hero Burgers,
because they have
Veggie burgers!
HERO
CERTIFIED
BURGERS


HERO CERTIFIED BURGERS
Any Beverages
FREE
HERO CERTIFIED BURGERS
Wild Alaskan Salmon Fillet
$4.50
Reg. $7.59
HERO CERTIFIED BURGERS
Turkey Burger with FREE Topping
$6.29
Reg. $7.29
HERO CERTIFIED BURGERS
Poutine with Real Cheese Curds
$4.29
Reg. $5.59
Get your promo card after purchasing from Hero Burger for chance to win a Mazda 3!


IT'S FOR EVERYONE!
HERO CERTIFIED BURGERS
Thank you for your choice!
Go to www.heroburgers.com /contest and enter your code to increase your chance to win a Mazda 3 car. Remember with more purchasing from Hero Burgers you are more likely to own this car.
Your Code: 62-09-15


IT'S FOR EVERYONE!
HERO CERTIFIED BURGERS
Thank you for your choice!
Go to www.heroburgers.com/ contest and enter your code to increase your chance to win a Mazda 3 car. Remember with more purchasing from Hero Burgers you are more likely to own this car.
Your Code: 62-09-15


IT'S FOR EVERYONE!
HERO CERTIFIED BURGERS
Thank you for your choice!
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IT'S FOR EVERYONE!
HERO
CERTIFIED
BURGERS
Thank you for your choice!
Go to www.heroburgers.com/-contest and enter your code to increase your chance to win a Mazda 3 car. Remember with more purchasing from Hero Burgers you are more likely to own this car.
Your Code: 62 09 15


HERO
CERTIFIED
BURGERS
Any
Wild Alaskan
almon Fillet
4.50
Reg. $7.59
Turkey Burger
with FREE Topping
$6.29
Reg. $7.29
Poutine with Real
Cheese Curds
$4.29
Reg. $5.59
after purchasing from Hero Burger for chance to win a Mazda 3!

HERO CERTIFIED BURGERS

mazda

Home | Contest | U Ad | Locations

Have more fun with U Ad, an online generating poster. Tell us why you like Hero Burger!

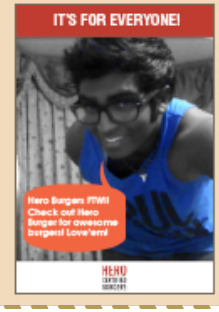
Create Your Own Hero Burger Ad!

Upload, Create, and Share Why You Like Hero Burger!

I LOVE HERO BURGERS, BECAUSE..... I LOVE HERO BURGERS, BECAUSE..... I LOVE HERO BURGERS, BECAUSE..... I LOVE HERO BURGERS, BECAUSE..... I LOVE HERO BURGERS, BECAUSE..... I LOVE HERO BURGERS, BECAUSE..... I LOVE HERO BURGERS, BECAUSE..... I LOVE HERO BURGERS, BECAUSE..... I LOVE HERO BURGERS, BECAUSE..... I LOVE HERO BURGERS, BECAUSE.....

It takes just 3 easy steps! Upload your picture, customize your ad, and share It with your friends in social media.

Recent Posters:



CREAT ONE NOW!

Merry Almost Christmas!

You can own this car as a Christmas Gift!

HERO CERTIFIED BURGERS

mazda

Home | Contest | U Ad | Locations

This contest will end by December 14. Please make sure to submit your codes by December 13.

Increase your chance to win a big prize by enteing more codes from promo cards.

Merry Almost Christmas!

You can own this car as a Christmas Gift!

About

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

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Odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet

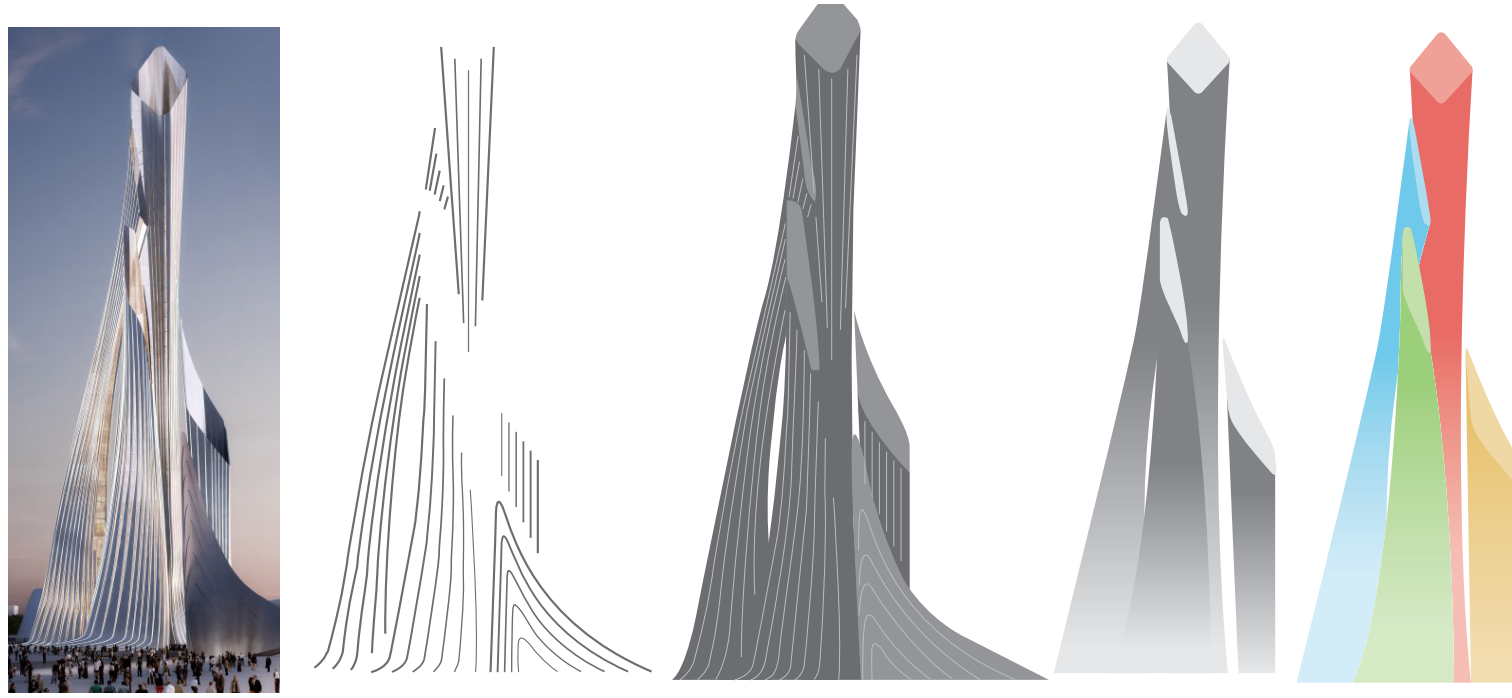
EXHIBITION DESIGN: ZAHA HADID

PROBLEM

The objective of this project was to create banner, bus ad, and transit shelter ad following the same layout and colour pallette to each of them. First stage was to come up with a graphic translation based on one of the built architecture to use it through the campaign and second stage was to create an invitation card and a simple gift package to appreciate the guests at opening night. Next stage was to build a layout for ads.

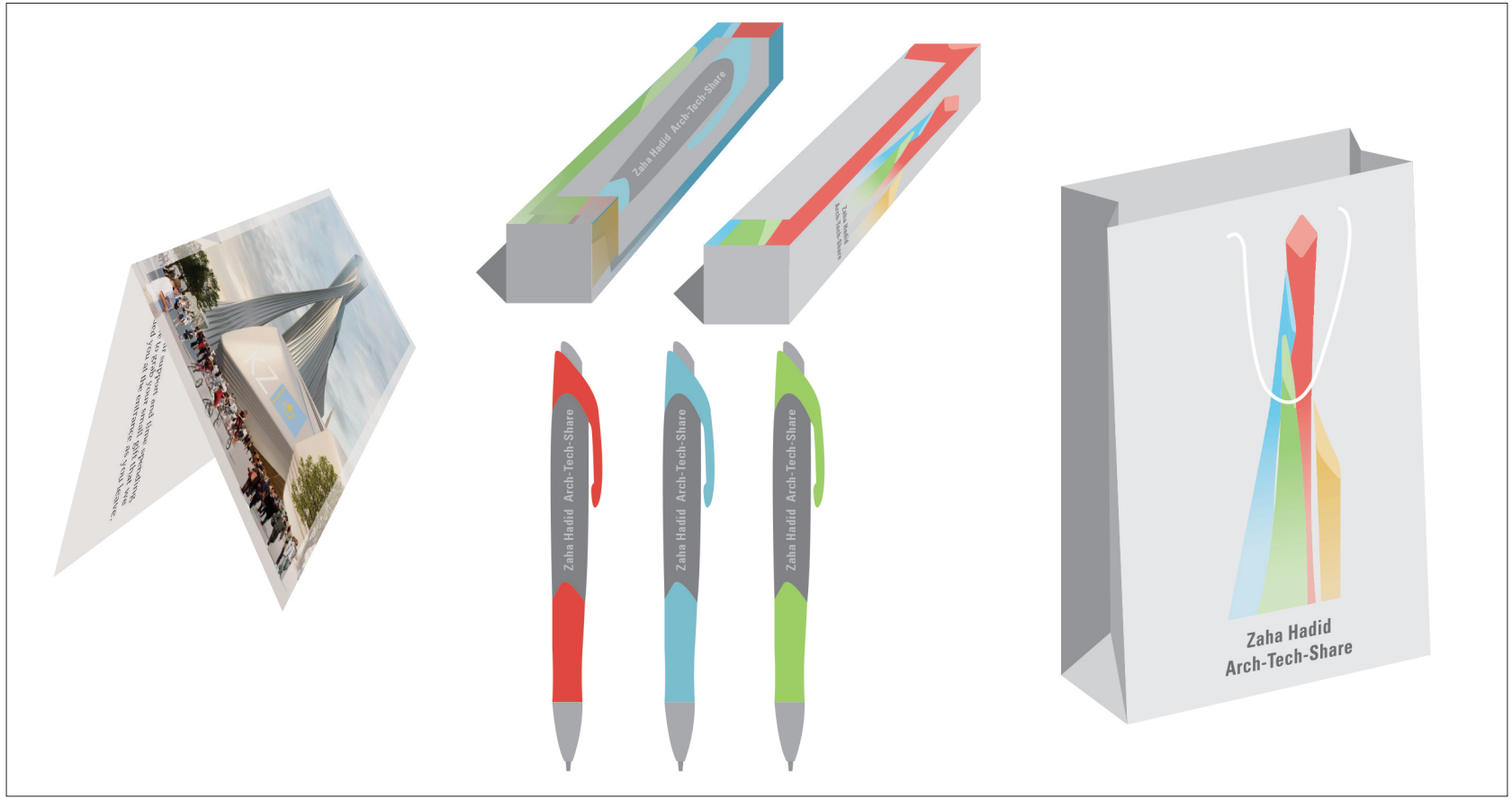
SOLUTION

The building has its own distinguished shape and transferring into simplified version was a challenge. As it shows on the right side picture, playing with the lines was not the solution, because it doesn't show the shape of the building. The shape of the building is important and as it shows in the progress the solid shape of the building with different colour was the solution.

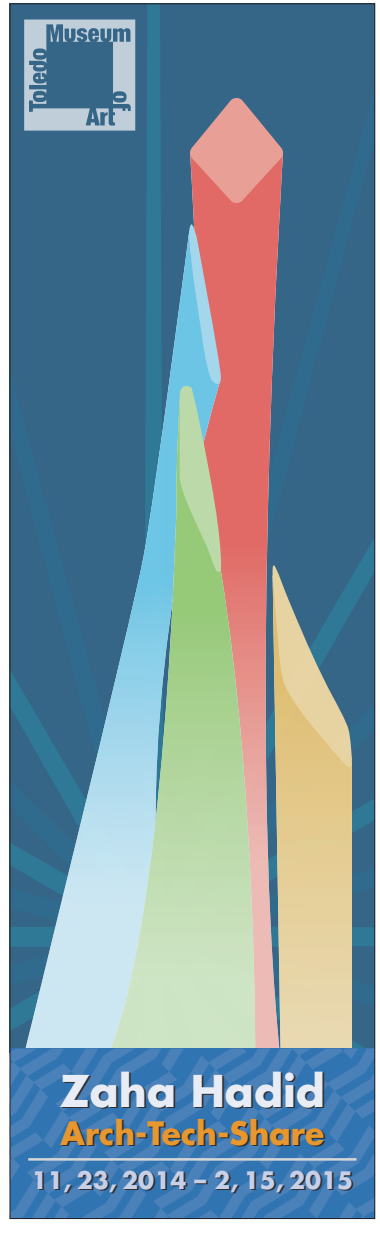


Exhibition Design: Graphic Translation for Future Energy - Expo 2017 Building Concept

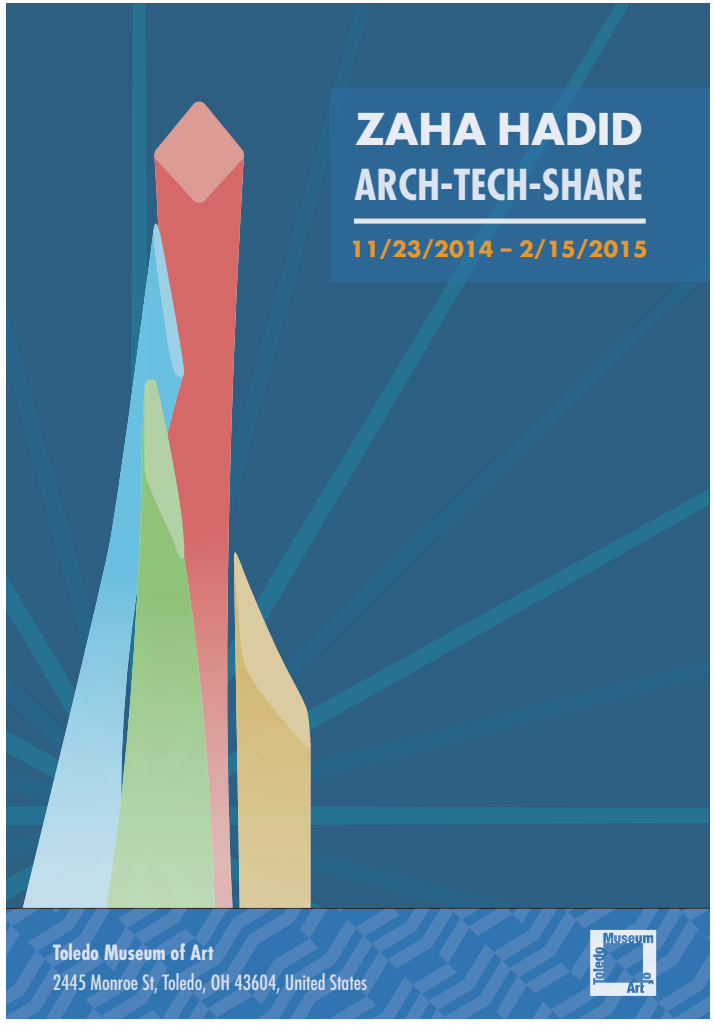

Opening Gala, Friday,
November 21, 2014,
7:00 p.m.
Zaha Hadid
Arch-Tech-Share
November 23, 2014 –
February 15, 2015
Exhibition Preview & Reception
Complimentary gift to all attendees
RSVP by November 7th, 2014 to:
zahaHadid@toledomuseum.com
or call (212) 708-9400
Zaha Hadid will be in attendance.
Toledo Museum of Art • www.toledomuseum.org
Toledo Museum of Art



Exhibition Design: Gift Package (Thank You Card, Pen, and a Bag)


Toledo Museum of Art
Zaha Hadid
Arch-Tech-Share
11, 23, 2014 – 2, 15, 2015


Toledo Museum of Art
Zaha Hadid
Arch-Tech-Share
11, 23, 2014 – 2, 15, 2015



Exhibition Design: Bus Shelter Ad

Exhibition Design: King Size Bus Ad

LOGO DESIGN: MAKE IT NATURAL

PROBLEM

Make It Natural produces cosmetic products that are from nature and they try to use the least amount of chemical inside their products. Since most cosmetic companies use chemical additives, coming up with a natural looking logo was challenging.

SOLUTION

The solution was to adapt logos from fifty years ago that were popular back then, because Make It Natural uses traditional and natural ingredients. The space between “M” and “N” formed into positive space of “I” to show that Make It Natural is unique and classic from other cosmetic products. After discussing with the client, the final logo was suggested to be more natural looking by adding laurel leaves around the circle.

Logo Design: Make It Natural

Logo Design: Make It Natural (Mockup)

GRAPHIC ARTS: ACTION CIND (VOLUNTEERING WORK)

PROBLEM

Action CIND is a charity organization and to inform people about what they are doing, they need to include long information on their design. Since they wanted me to include these information in one page it was such a sensitive task, because of keeping it balanced and making them pleasing on eyes.

SOLUTION

I chose the portrait format, because it was decided to be used on website and print, so I made it rectangle suitable for side bars and also print in magazine. Since the information was long I had to sacrifice half chunk of the original to create the short version and the long version I decided to leave most of it and highlight the important parts of it.

Graphic Arts: Short Version

Chronic Immunological Neurological Diseases (CIND) are difficult to diagnose and most people are not aware of the symptoms.

May 12 is International ME/CFS & FM Awareness Day. Let's raise awareness, advance the research and build support services by **donating** on every **12th day of each month.**

www.actioncind.org

ACTION CIND