

HELLO!

I'm Iliyana, a passionate graphic and web designer based in Montreal, graduated from Vanier College's Multimedia Integration and have a year of work experience in graphic design. My passion lies in visual identities, editorial design, and photography. I have a kind personality with a dedicated and curious character. I always accept challenges, and when I do, I strive to provide great efforts, while making sure every detail is perfected. By applying theoretical knowledge and using Adobe softwares with ease, my goal is to provide functional and meaningful projects with a modern and timeless aesthetic.



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JENIE'S DANCE SCHOOL

Brand Identity & Website

Jenie's Dance School, founded in 2004, is one of the largest ballet schools in Montreal, located in Notre-Dame-de-Grâce. The school has taught thousands of students while honoring the tradition of classical ballet. Their mission is to celebrate the joy of everyday life, while teaching the children about life through the magic of ballet.

Challenge

Create a modern, elegant, functional, and powerful brand identity for Jenie's Dance School to stand out from the competition and to better appeal to its target audience.

Solution

Analyze the brand personality, positioning, and visual identity of "Les Grands Ballets" to gain knowledge on the industry.

Define the personality of the ballet school by identifying its unique characteristics and values.

Gather relevant keywords, key images, and examples of other ballet institutions' logos to help establish a visual identity for the school.

Design a signature logo for the school that reflects its personality and evokes elegance and movement.

Take professional photographs of the children in the ballet school.

Develop a brand style guide while presenting the content in a captivating way and making it easy to understand and follow.

Create a responsive website that uses the brand style guide and the professional images to showcase the school's offerings and attract potential students and parents.



[VISIT CASE STUDY](#)

[GRAND BALLET'S RESEARCH](#)





I designed a black and white signature logo that evokes elegance, delicacy, and classic feelings. It expresses itself by its fine curves that move the viewer, and conveys a sense of confidence and excellence while maintaining unity. Baskerville and Futura PT are used to bring contrast and harmony at the same time. Together, they evoke modern and traditional feelings.

EXPLORE GUIDES



[Download Lightroom settings](#)

BRAND GUIDELINES JENIE'S DANCE SCHOOL

WELCOME TO OUR BRAND GUIDELINES

A place where our identity system is built to ensure consistency and recognition.

We embrace our brand as we embrace dance.

Please adhere to these guidelines, at all times, to maintain the magical experience we strive to create through classical ballet.

06 GRAPHIC ELEMENTS

PHOTOGRAPHY

We know that people are more likely to remember images than text. Therefore, it's crucial our photography perfectly reflects our brand.

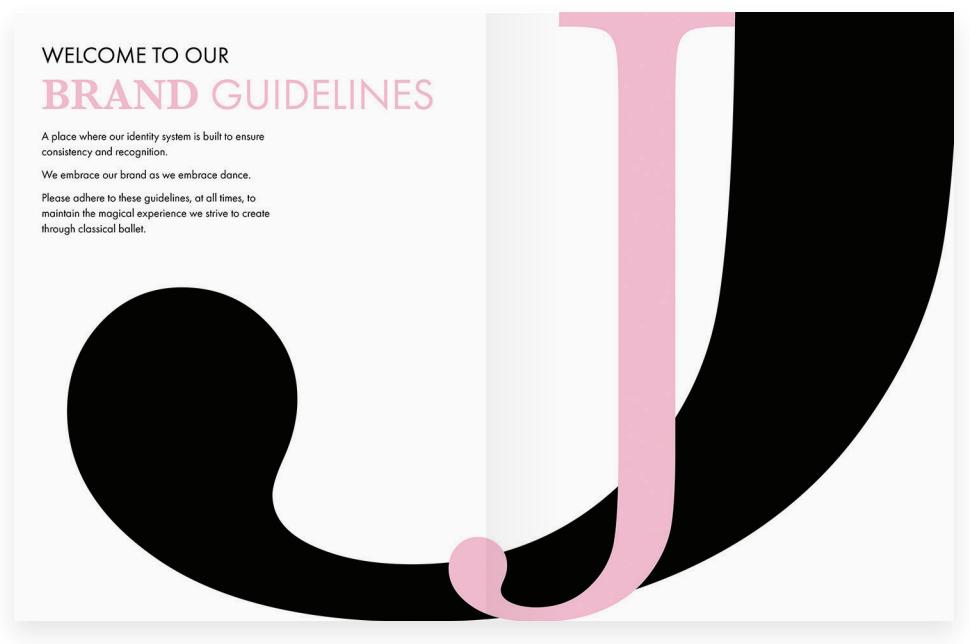
And so, we created our photography style that is focused on staged or natural portraits of the children, edited with warm tones.

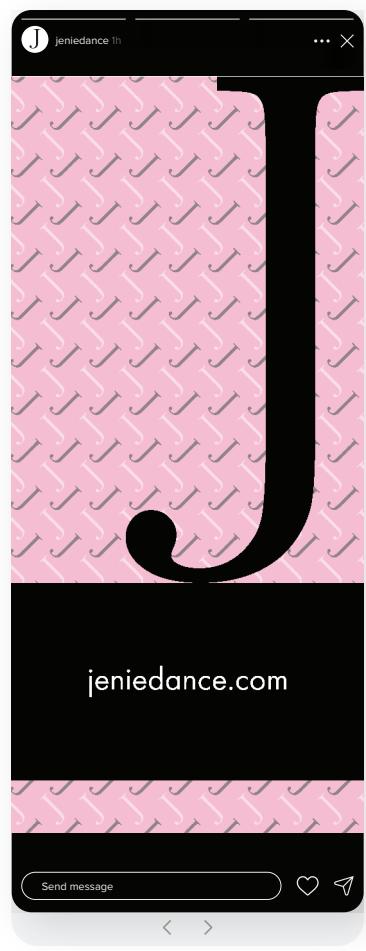
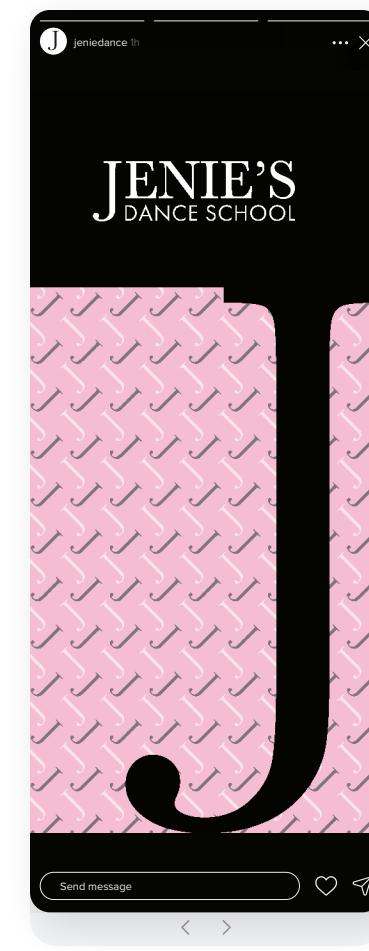
Yes, recognizing emotions on other people's faces quickly communicate how our brand makes people feel.

That is to say, here are few rules to follow when taking pictures of our students:

1. Use Rule of Thirds.
2. Take the image from a long distance to create blurry background.
3. If it's too dark, use the flashlight, it will be easier afterwards with the editing.
4. Capture emotions (horizontal).
5. Capture interaction between students (landscape).

[Download Lightroom settings](#)





MOVE THE MAGIC



WHO WE ARE

Founded in 2004 by Jeni Gospodinova, our school is the largest ballet school in Notre-Dame-de-Grâce. We teach thousands of students over the years while honoring the tradition of classical ballet.



OUR MISSION

Our mission is to celebrate the gift of every day. We teach the children about life through ballet. Discipline, respect, joy, commitment, and confidence are our main lessons!

WHAT WE DELIVER

We deliver excellent body alignment and techniques. We inspire and teach excellence. We create safe environment to grow and learn.

HOW WE ARE DIFFERENT

We believe that perfection is imperfection. We believe that everyone is different. We are true in the midst of pop culture. We create magic.

CONTACT US

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VISIT WEBSITE



QUESTIONS

Please fill out the form below to find out more about our school.

Name

Email

Subject

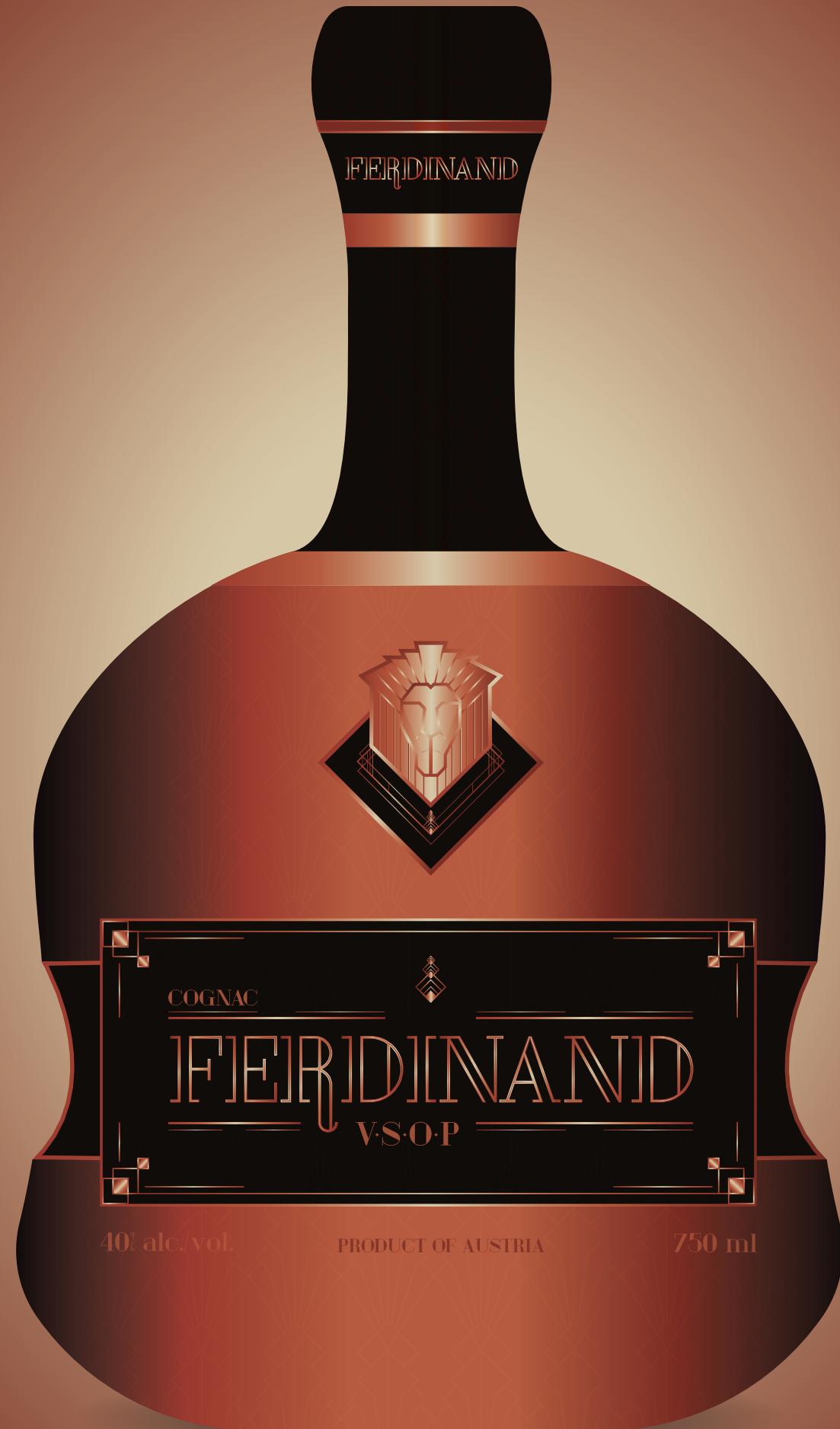
Message

SEND



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FERDINAND V.S.O.P

Visual Identity, Product & Packaging

Expressing an elegantly powerful and unrivaled spirit, Ferdinand brand has the vision of inspiring people to create exceptional and timeless moments. Its mission is to nurture the drive and passion in us.

Challenge

Create a visual identity, product, packaging, and advertisement using Art Deco style for Ferdinand brand.

Solution

Conduct research on other cognac brands, collect keywords and key images to establish the visual identity for Ferdinand

Define the brand name, personality, values, mission, and slogan. Ensure that the brand identity aligns with its purpose.

Create an Art Deco logo with a sense of royal and luxurious feel.

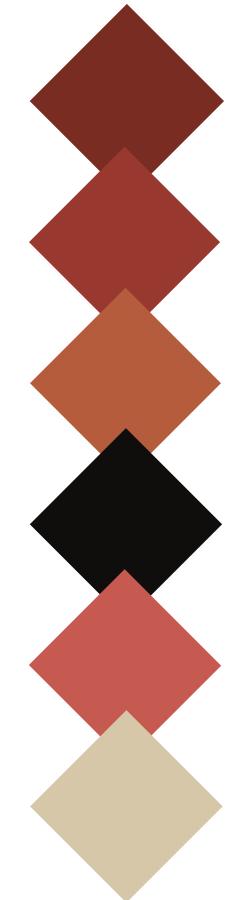
Define the color palette and Art Deco typography.

Design a lion in Art Deco style for the brand mark to create a memorable visual representation of the brand.

Illustrate Art Deco design elements to incorporate into the visual identity, product, packaging, and advertisement designs.

Create front and back labels for the product. Illustrate the bottle.

Design the packaging box, coasters, and advertisements to create a cohesive look and feel.



[VISIT CASE STUDY](#)

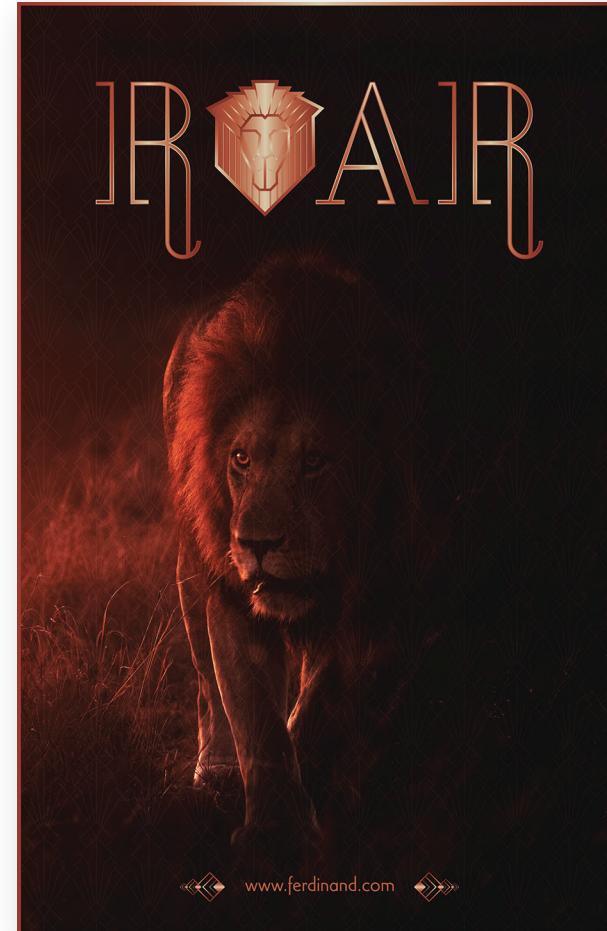




Poster/billboard representing strength, elegance, and nobility



Poster with the slogan



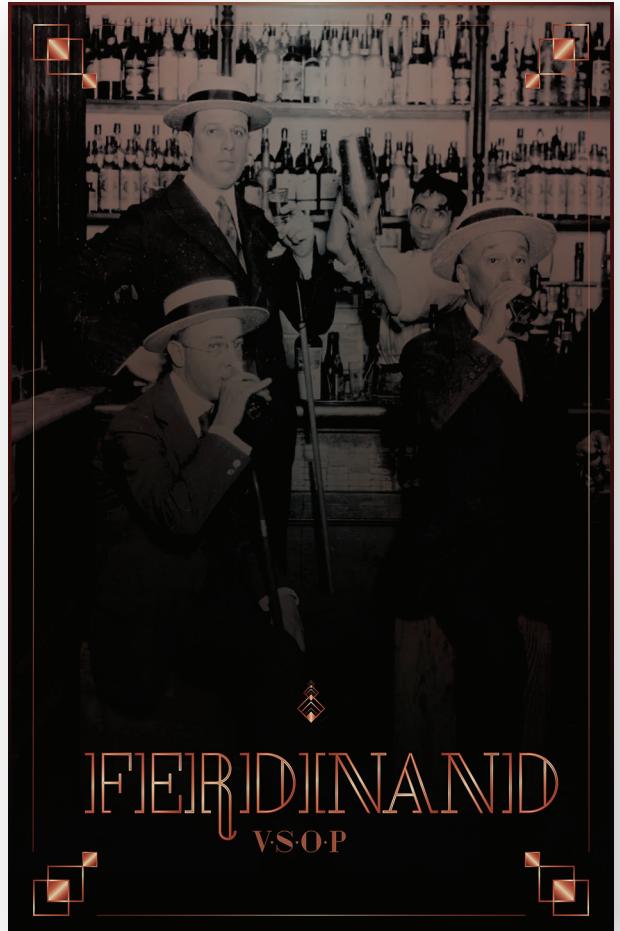
Back Label

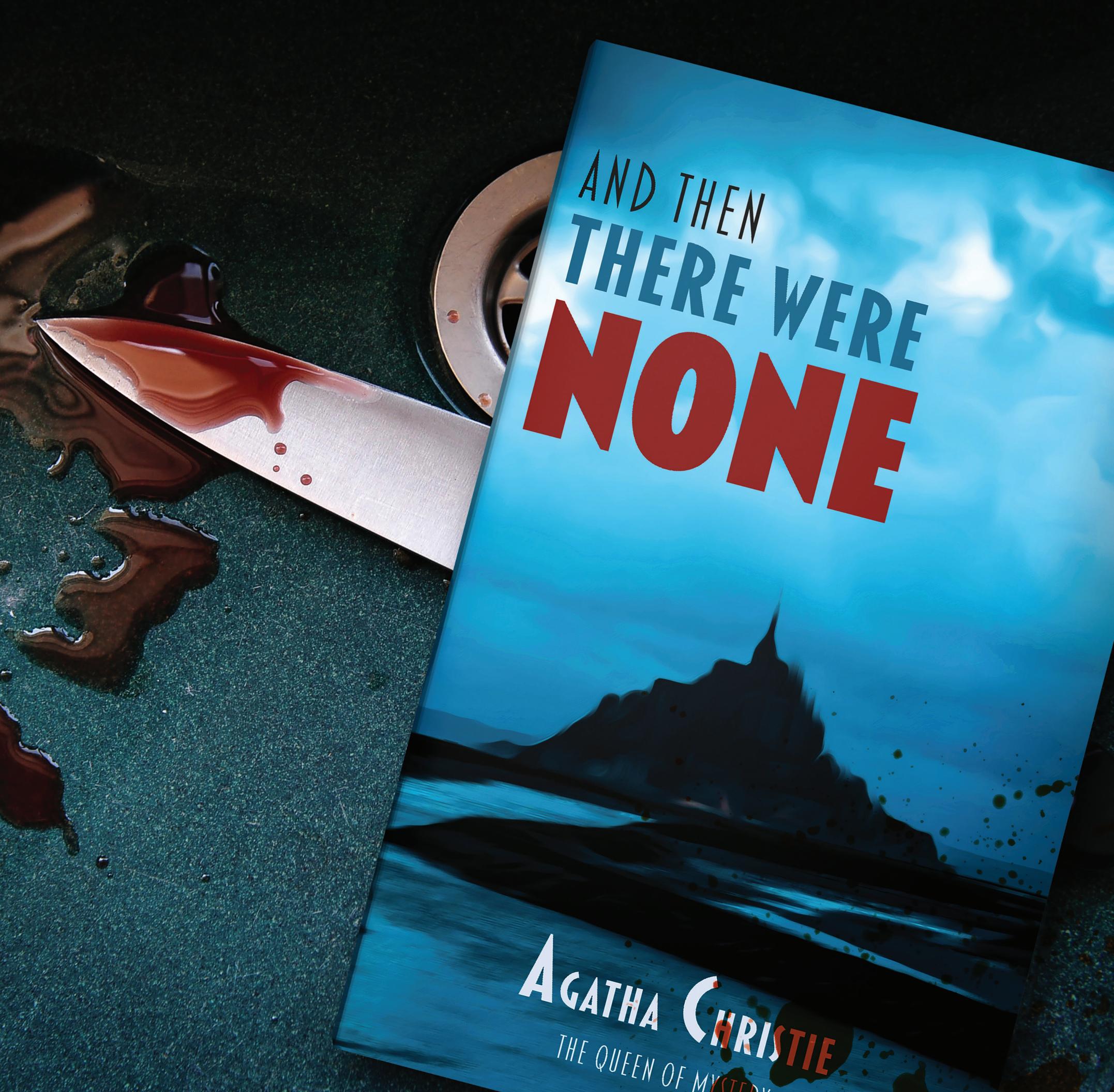
Ferdinand V.S.O.P is a rich and expressive cognac holding an elegantly powerful and unrivaled spirit. A natural balance of strength and smoothness with notes of bitter orange, freshly grated nutmeg, licorice, Peppermint leaf and delicate spices. **The masterpiece of The Roaring Twenties!**

www.ferdinand.com

OF AUSTRIA

Poster evoking a sense of nostalgia and romanticism with the era





AGATHA CHRISTIE

Editorial Design

Challenge

Design book cover jackets for Agatha Christie's books by unifying graphic styles and elements. Designs include front covers, spines, and back covers.

Solution

Establish a connection between the story and the cover without revealing any plot details.

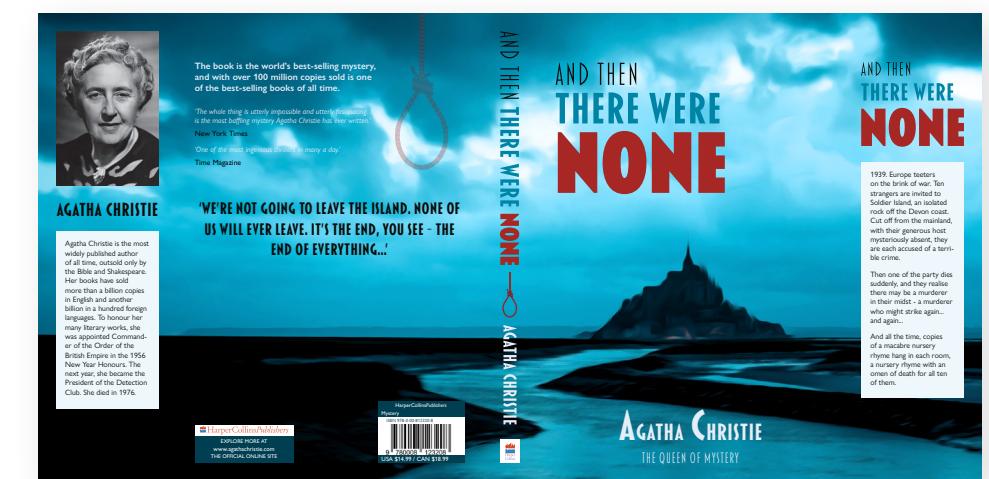
Develop a consistent and recognizable style appropriate for Detective Fiction.

Ensure each book has a distinct personality to reflect the story it tells, while also maintaining a cohesive overall look.

Apply sharp and mysterious typography to convey the feel of suspense and intrigue.

Carefully edit the backgrounds to create a mysterious and atmospheric feel, with a painterly aesthetic that adds to the overall sense of intrigue.

Design front covers, spines, and back covers that work together as a complete package.



VOGUE

FEB 2022 Issue 3

ZELDA
FITZGERALD
THE END OF THE
ROARING TWENTIES

CHARM MAY BE
A MATTER OF
SCENT

THE NOTE OF THE
SPRING SONG IS
SILVER

\$4.99US \$5.99CAD



1 234567 890128 >



NEW FASHIONS
THE PARIS MODE
CHANGES AT LAST

REDEFINED
WOMANHOOD

THE WILD FLAPPERS ROARED
WOMEN'S LIBERATION

VOGUE

Editorial Design

Challenge

Design a cover and two-page spread for Vogue from 1920s in Art Deco style.

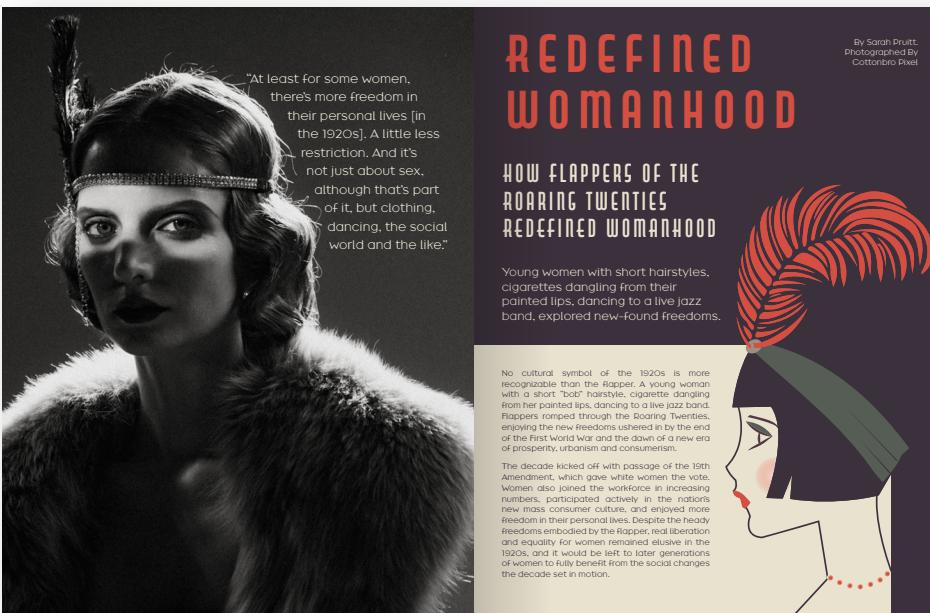
Solution

Analyze Vogue magazine's personality and target audience.

Use Art Deco colors and typography to convey the 1920s spirit while maintaining Vogue's identity.

Grab the reader's attention and convey the theme of the issue by drawing a flapper illustration.

Create a clean and elegant layout for the two-page spread while keeping the same typography and color scheme from the cover design.



THE EXACT ORIGINS OF THE WORD 'FLAPPER' REMAIN UNKNOWN

While the exact origin of the term 'flapper' is unknown, it is believed to have originated in the United States in the 1920s. It was used to describe gawky teenage girls, often with wild hair and不合群的 behavior. The term then became associated with the new breed of 1920s women who bobbed their hair above their ears, wore skirts that skimmed their knees, smoked cigarettes, and drank alcohol. The word 'flapper' is also associated with the 1920s women's liberation movement, as it was used to describe women who rejected traditional gender roles and demanded equality and freedom.

"At least for some women, there's more freedom in their personal lives [in the 1920s]. A little less restriction. And it's not just about sex, although that's part of it, but clothing, dancing, the social world and the like."

Young women with short hairstyles, cigarettes dangling from their painted lips, dancing to a live jazz band, explored new freedoms.

NO CULTURAL SYMBOL OF THE 1920S IS MORE RECOGNIZABLE THAN THE FLAPPER. A YOUNG WOMAN WITH A SHORT "BOB" HAIRSTYLE, CIGARETTE DANGLING FROM HER PAINTED LIPS, DANCING TO A LIVE JAZZ BAND. FLAPPERS WERE THE WOMEN WHO BOBBED THEIR HAIR, EXPLORED THE NEW FREEDOMS CREATED BY THE END OF THE FIRST WORLD WAR AND THE DAWN OF A NEW ERA OF PROSPERITY, URBANISM AND CONSUMPTION.

THE DECADE KICKED OFF WITH PASSAGE OF THE 19TH AMENDMENT, WHICH GAVE WOMEN THE RIGHT TO VOTE. WOMEN ALSO JOINED THE WORKFORCE IN INCREASING NUMBERS, PARTICIPATED ACTIVELY IN THE NATION'S NEW MASS CONSUMER CULTURE, AND ENJOYED MORE FREEDOM IN THEIR PERSONAL LIVES. DESPITE THE HEADY FREEDOMS PROVIDED BY THESE CHANGES, EQUALITY AND EQUALITY FOR WOMEN REMAINED ELUSIVE IN THE 1920S, AND IT WOULD BE LEFT TO LATER GENERATIONS OF WOMEN TO FULLY BENEFIT FROM THE SOCIAL CHANGES OF THE DECADE SET IN MOTION.

BY SARAH PRUITT, PHOTOGRAPHED BY COTTURBIO PIXEL

REDEFINED WOMANHOOD

HOW FLAPPERS OF THE ROARING TWENTIES REDEFINED WOMANHOOD

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AURORA

Packaging Design

Challenge

Design an Art Nouveau packaging by creating a name, product, and slogan.

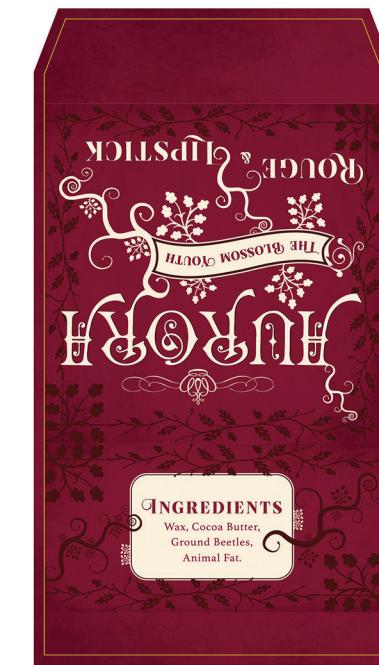
Solution

Research Art Nouveau era and create a moodboard to identify key characteristics and design elements.

Use a round style typography that is in line with era's aesthetic and a color theme.

Incorporate floral patterns, delicate textures, and organic forms that flow easily throughout the packaging design.

Integrate the name, product, and slogan seamlessly into the overall design to create a unique and memorable packaging concept.



TOURISME / MONTREAL



Ville de Montréal

SUMMER
2022



DID YOU KNOW THAT THE CHÂTEAU RAMEZAY WAS SELECTED BY UNESCO, AS ONE OF THE 1001 HISTORIC SITES YOU MUST SEE BEFORE YOU DIE?



GRAND PRIX WEEKEND WILL SET PLACE THIS JUNE! IT'S NOT JUST ABOUT THE RACE. IT'S ABOUT A WHOLE CITY COMING ALIVE WITH EXCITEMENT!

CRANNY IS BUZZING WITH THINGS TO SEE AND DO ALL SUMMER LONG. WE SUGGEST GETTING YOUR POCKET CALENDARS IN HAND. YOUR SUMMER'S ABOUT TO GET A WHOLE LOT BUSIER.



JUST FOR LAUGHS IS CELEBRATING ITS 40TH ANNIVERSARY THIS YEAR, PROMISING A "SCORCHING HOT" LINE-UP FOR THE SUMMER FESTIVAL.

#MTLMOMENTS

SHARE YOUR FAVOURITE SUMMER MOMENTS IN MONTREAL



TOURISME MONTREAL

Editorial Design

Challenge

Create a four-page newsletter for a monthly publication of Tourisme Montreal while establishing a new style.

Design the issue for 2022 most famous summer's activities and events in Montreal.

Solution

Gather information on the most famous summer activities and events happening in Montreal for 2022.

Brainstorm a new style for the newsletter that is modern and fresh. Define the color palette, typography, and imagery to be used throughout the newsletter.

Create an eye-catching and visually interesting cover using strong imagery and typography.

Establish a consistent design for the following three pages that unifies the newsletter.

Utilize hierarchy, white space, alignment, contrast, proximity, and scale to create a balanced layout between visuals and text.

July 2022
JUST FOR LAUGHS FESTIVAL
JUST FOR LAUGHS IS BRINGING ALL THE CRANNAH TO MONTREAL THIS SUMMER.

July 2022
TOURISME / MONTREAL
ISSUE 1 MAY 1st 2022

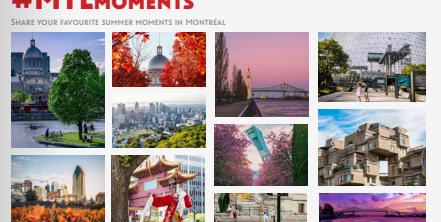
July 2022
TOURISME / MONTREAL
ISSUE 1 MAY 1st 2022

June 2022
FORMULA 1 GRAND PRIX DU CANADA
FI DRIVERS IN A SERIES OF CHALLENGES DESIGNED TO TEST FITNESS, ENDURANCE AND SPEED AS THEY RACE AGAINST OTHER FANS ON THE CIRCUIT FOLIAGE WITH A REALISTIC RACE SIMULATOR.

June 2022
FRANÇOIS DE MONTREAL
CELEBRATE FRENCH SONG IN 2020 A WHOLE NEW SONGBOOK IN FRANCIS.

June 2022
MURAL FESTIVAL
WATCH AS URBAN BUILDING WALLS GET BRIGHTENED UP UNDER THE TALENTED HANDS OF ARTISTS.

MTLMOMENTS



SHARE YOUR FAVOURITE SUMMER MOMENTS IN MONTREAL

TOURISME / MONTREAL

ISSUE 1 MAY 1st 2022

ISSUE

MODERN CITY

Isometric Drawing

Challenge

Create an isometric fictitious city using Adobe Illustrator while working with tints, shades, shadows, and gradients to imitate a three dimensional space.

Solution

Use the isometric grid tool in Illustrator to create a grid that will serve as the basis for the city's layout.

Create the individual buildings and structures in the city, paying close attention to details like windows and doors.

Use tints, shades, shadows, and gradients to create depth and dimensionality, making the buildings look like they are really standing in three-dimensional space.

Create the roads and the sea.

Bring the city to life by adding decorations to the city to make it more visually appealing, such as streetlights, trees, and benches.



YEARBOOK COVERS

Editorial Design

Challenge

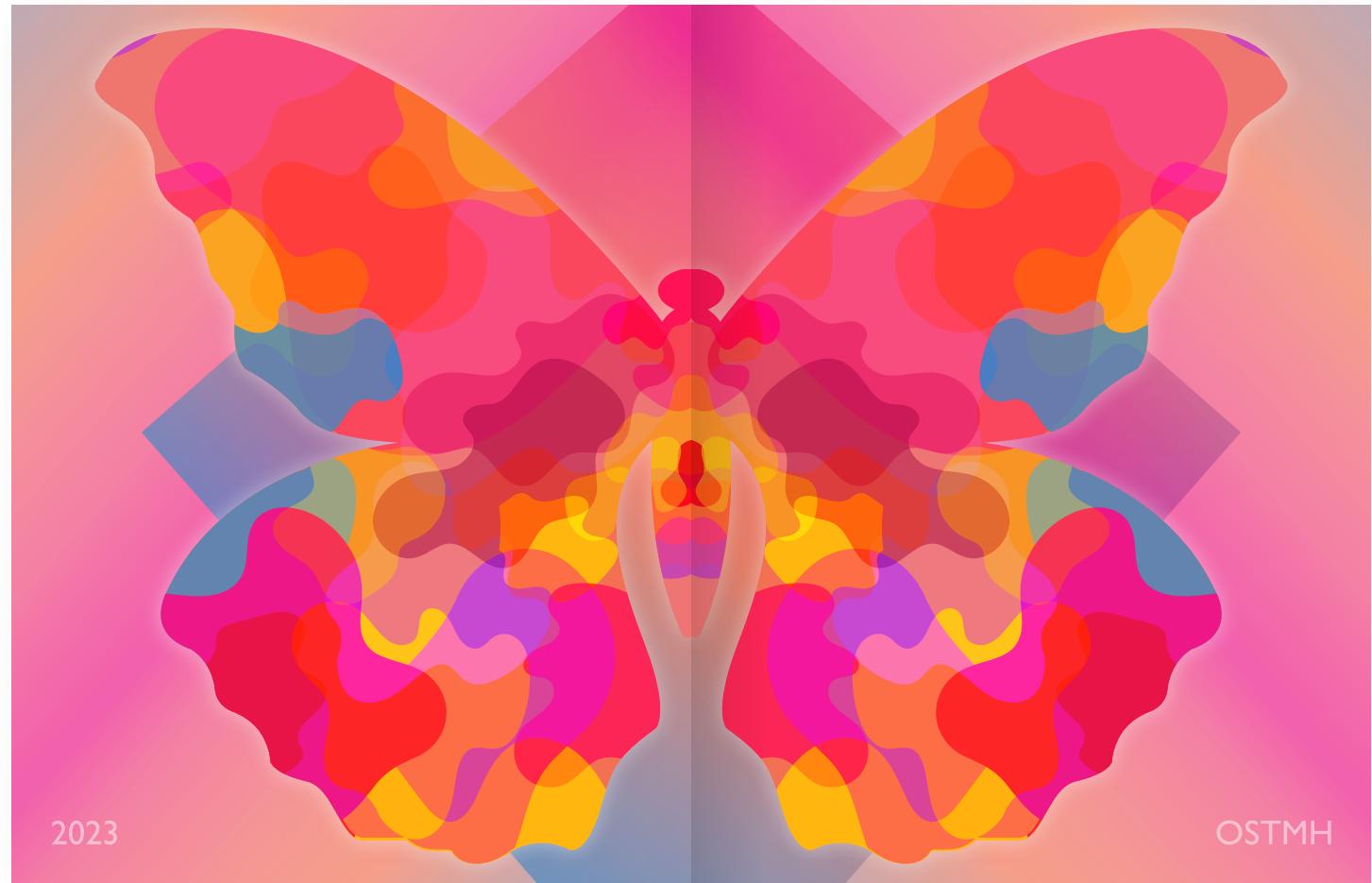
Design a cover and back cover proposal for the yearbook of Vanier College's Micromedia Integration 2023.

Solution

Brainstorm a metaphor for young graphic designers graduating to help guide the design concept and create a visually compelling cover that resonates with the target audience.

Sketch out the butterfly and its layout on the covers. The butterfly is a commonly used metaphor for transformation and growth, which aligns well with the idea of young designers graduating and starting their careers.

Draw the butterfly by following the yearbook's visual style. This includes using the yearbook's color scheme and typography to ensure that the cover design is consistent with the rest of the publication.



MARCHÉ ATWATER

2022



Produits locaux, artisans,
marché fermier,
musique live et communauté!

138 avenue Atwater
Montréal, Québec H4C 2G3

28 mars au 13 octobre

Marché couvert de novembre
à février. Les dates seront
publiées en ligne

Lundi - Jeudi 10-17h
Vendredi & Samedi 9-17h
Dimanche 9-17h



514-937-7754

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[www.marchespublics-mtl.com](#)

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ATWATER FARMER'S MARKET

2022

Locally grown produce,
artisans, food vendors, live
music & community!

138 avenue Atwater
Montréal, Québec H4C 2G3

March 28 to October 13

Indoor market November
to February. Dates will be
published online

Monday - Thursday 10-17h
Friday & Saturday 9-17h
Sunday 9-17h

Radio-Canada
Montréal

AIR CANADA Ville de Montréal

ATWATER MARKET

Poster Design

Challenge

Design a poster for Atwater Farmer's Market promoting the 2022 outdoor market, using bilingual texts.

Solution

Reflect the spirit of an outdoor market by using a fresh, spring-like color palette to capture the essence of the market and to create a visually appealing poster.

Draw illustrations relevant to an outdoor market, such as fruits, vegetables, and flowers to help communicate the market's focus on local vendors.

Separate the French and English language in a clear and visually appealing way by placing each language on a different side of the poster.

Use a clear hierarchy to highlight important information so it's easy for viewers to quickly identify the most important details.

Incorporate effective white space to create a visually balanced poster.



JEAN-DRAPEAU

Bilingual Single Page App (SPA)

Challenge

Create a bilingual single page app (SPA) promoting Park Jean-Drapeau and its summer activities while providing a seamless user experience and engaging content.

Solution

- Design the app with a mobile-first approach and make it responsive.
- Create a powerful landing page that immediately captures the users' attention with a clear call to action that prompts users to engage with the app's content.
- Integrate smooth scrolling to create a seamless user experience.
- Include a comments section to foster a sense of community and engagement.
- Add a current weather section to provide users with up-to-date information on the weather conditions at the park, so they can easily plan their visit.
- Implement a language switcher between English and French without losing their current page position. This will create a user-friendly experience for bilingual users.

The Park

The Park Jean-Drapeau, long regarded as a hidden treasure by Montrealers, offers a wide range of services and recreational activities just minutes from the city centre.

This outstanding park, which spans two islands in the middle of the St. Lawrence River and is named after the man who served as mayor of Montréal for 30 years (until 1986), has hosted events that have shaped the history of Montréal and Canada, such as Expo 67 and the 1976 Summer Olympics, and continues to welcome international happenings, such as festivals, concerts, and sporting events, all year long.

Make your Summer 2022 unforgettable in the Montréal's one-of-a-kind place in Canada!

HAVE FUN



Contact

Société du parc Jean-Drapeau
1, circuit Gilles-Villeneuve
Montréal (QC)
Canada H3C 1A9
514-872-6120
clientele@parcjeandrapeau.com

VISIT WEBSITE



UNIQUE

Margaret Thatcher



THE “IRON LADY” OF
BRITISH POLITICS

THE MYTH OF
INVINCIBILITY

6 10762 56932 7

OCTOBER 10, 2022 8.99\$

Barcode: 6 10762 56932 7

Editorial Design

Unique is a photographic magazine, a format of photo essays, where readers witness great people from 20th century that made the world better. Its mission is to inspire.

Challenge

Establish a publication brand that captures the attention of the target audience and reinforces the publication's mission.

Solution

Study the visual style of existing publications, such as LIFE, to establish a strong brand and influence the target audience.

Create a powerful, bold, memorable, and recognizable logo that conveys the essence of Unique's mission.

Use a black and white portrait for the cover image. Include only the lead article to allow readers to be influenced by the image.

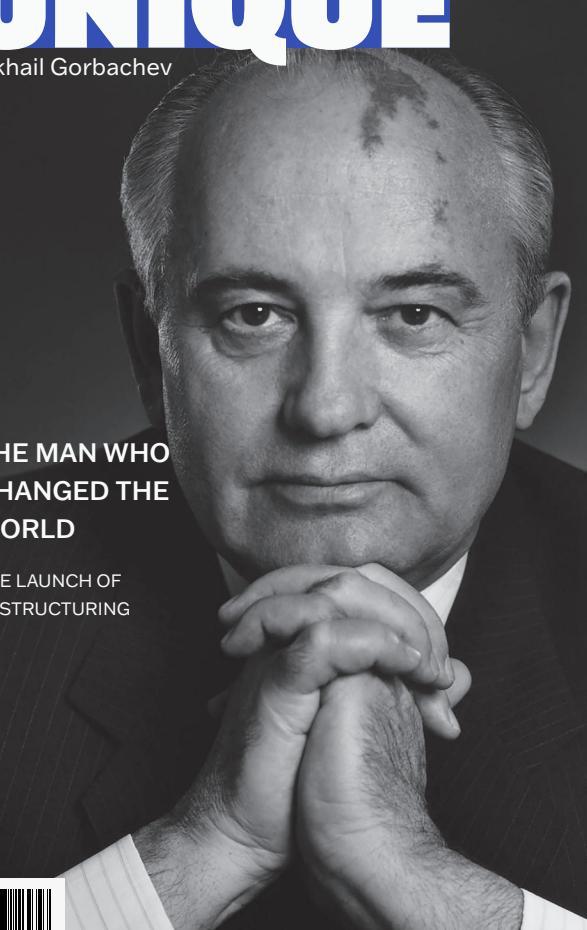
Choose simple and bold typography to evoke sophistication.

Apply only one color for contrast with the black and white image.

Ensure that all visual elements work together in harmony.

UNIQUE

Mikhail Gorbachev



THE MAN WHO
CHANGED THE
WORLD

THE LAUNCH OF
RESTRUCTURING

6 10762 56932 7

OCTOBER 10, 2022 8.99\$

Barcode: 6 10762 56932 7



VIOLENCE AGAINST WOMEN

Public Awareness Campaign

Challenge

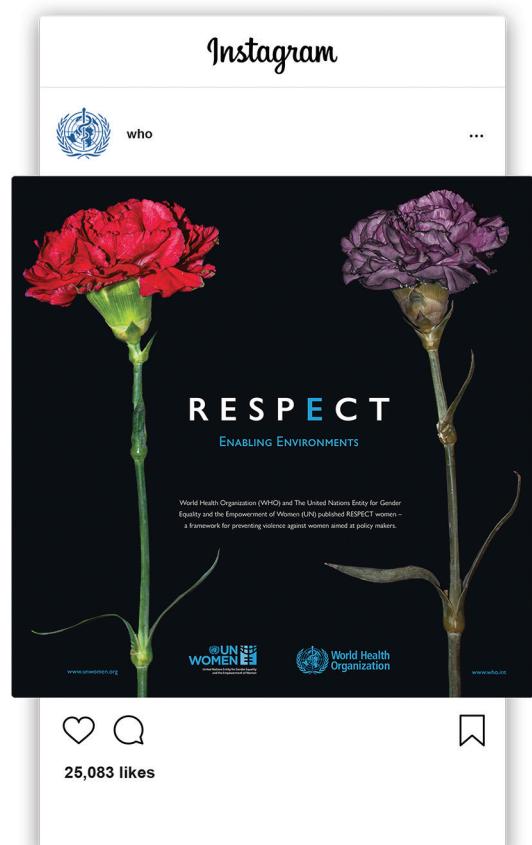
Create a public awareness campaign made of different designs that ties with the same concept.

Solution

Use the contrast between fresh and dried flowers as a metaphor for women who have and haven't experienced violence.

Adopt the World Health Organization's "RESPECT" framework for preventing violence against women, with each letter representing one of the seven strategies.

Use photography to capture fresh and dried flowers on a black background, and manipulate them using Photoshop to achieve visually greater contrast between the fresh and dried flowers.



The
Ordinary.

Where **integrity** and **honesty**
are as important as your skin.

Niacinamide 10% + Zinc 1%



Reduces the
appearance of
skin blemishes
and congestion.

Available in 30ml and 60ml.

ORDER NOW
deciem.com

Use the code **INTEGRITY**
for 25% discount.

THE ORDINARY

Advertising Campaign

Challenge

Create an advertising campaign for The Ordinary that includes video and poster to communicate a sale promotion of 25% on their best seller product Niacinamide 10% + Zinc 1%.

Solution

Conduct research to learn more about company's brand identity and core values.

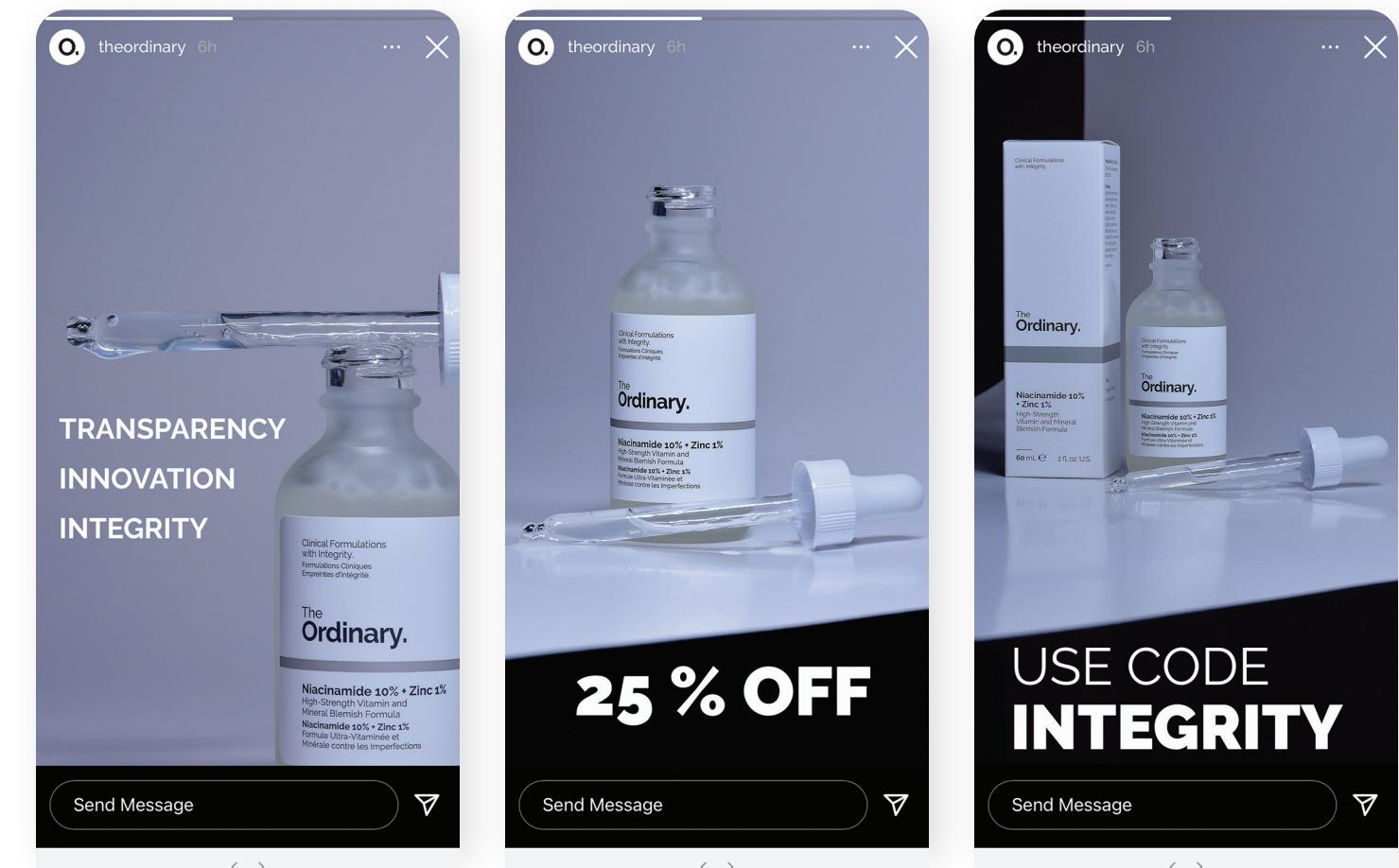
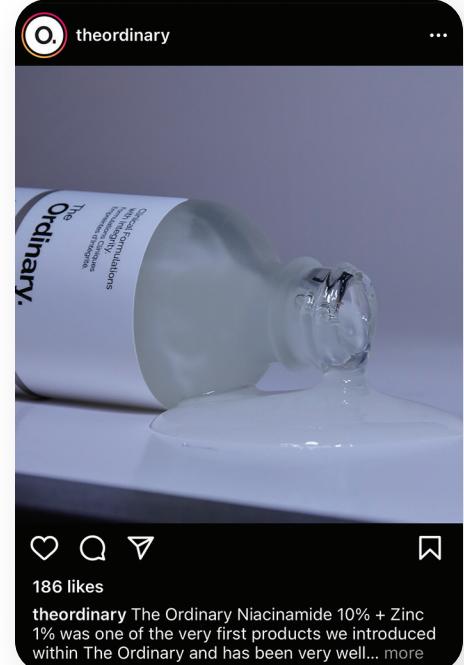
Develop a campaign message that aligns with the brand's values and highlights the product's key benefits.

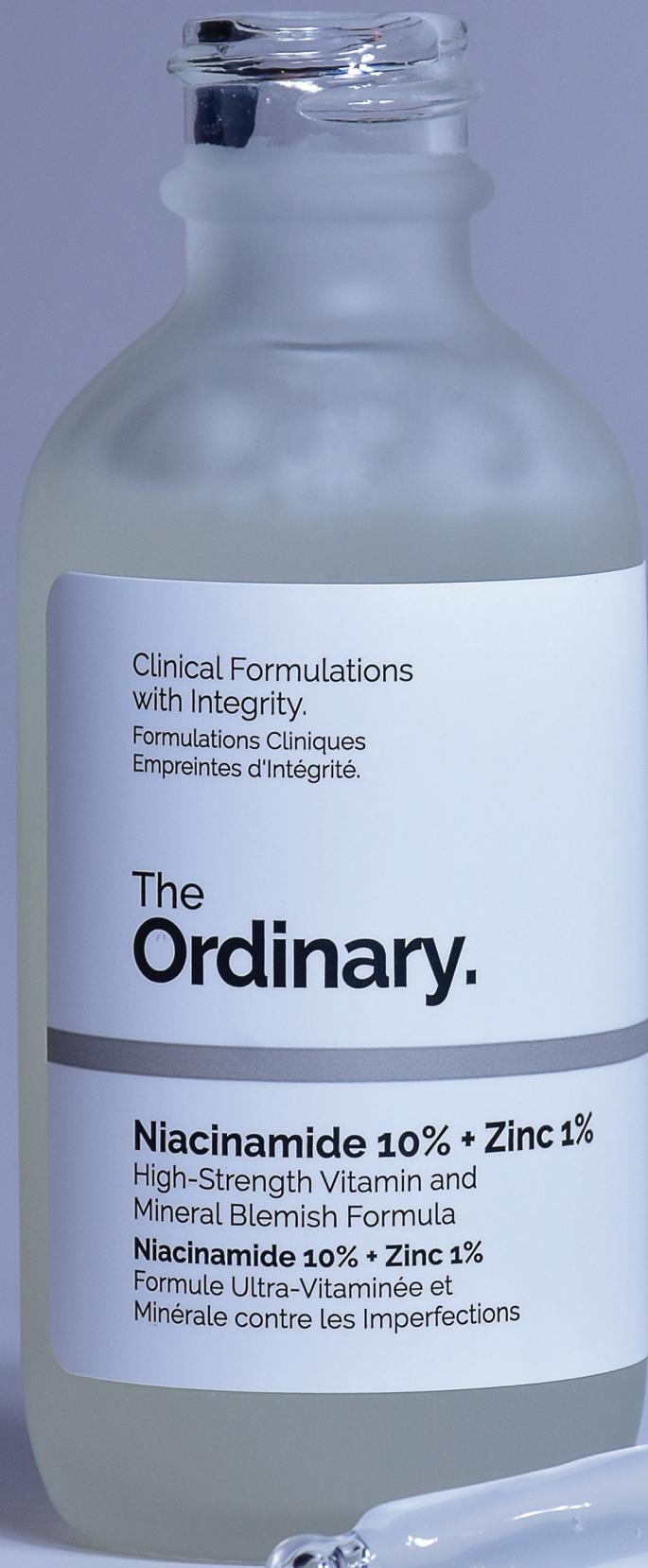
Create a consistent visual language, tone, and style that reflect the brand identity.

Plan and execute a photoshoot to capture high-quality images of the product.

Edit the photos and use them to create eye-catching posters and social media ads that communicate the sale promotion.

Create a short video advertisement that showcases the product and promotes the sale.





WATCH THE VIDEO



Clinical Formulations
with Integrity.
Formulations Cliniques
Empreintes d'Intégrité.

The
Ordinary.

Niacinamide 10% + Zinc 1%

High-Strength Vitamin and
Mineral Blemish Formula

Niacinamide 10% + Zinc 1%

Formule Ultra-Vitaminée et
Minérale contre les Imperfections

**MODERN & TIMELESS
DESIGNS**

Graphic & Web Designer

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438 930-3255



THANK YOU