



PORTFOLIO

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.

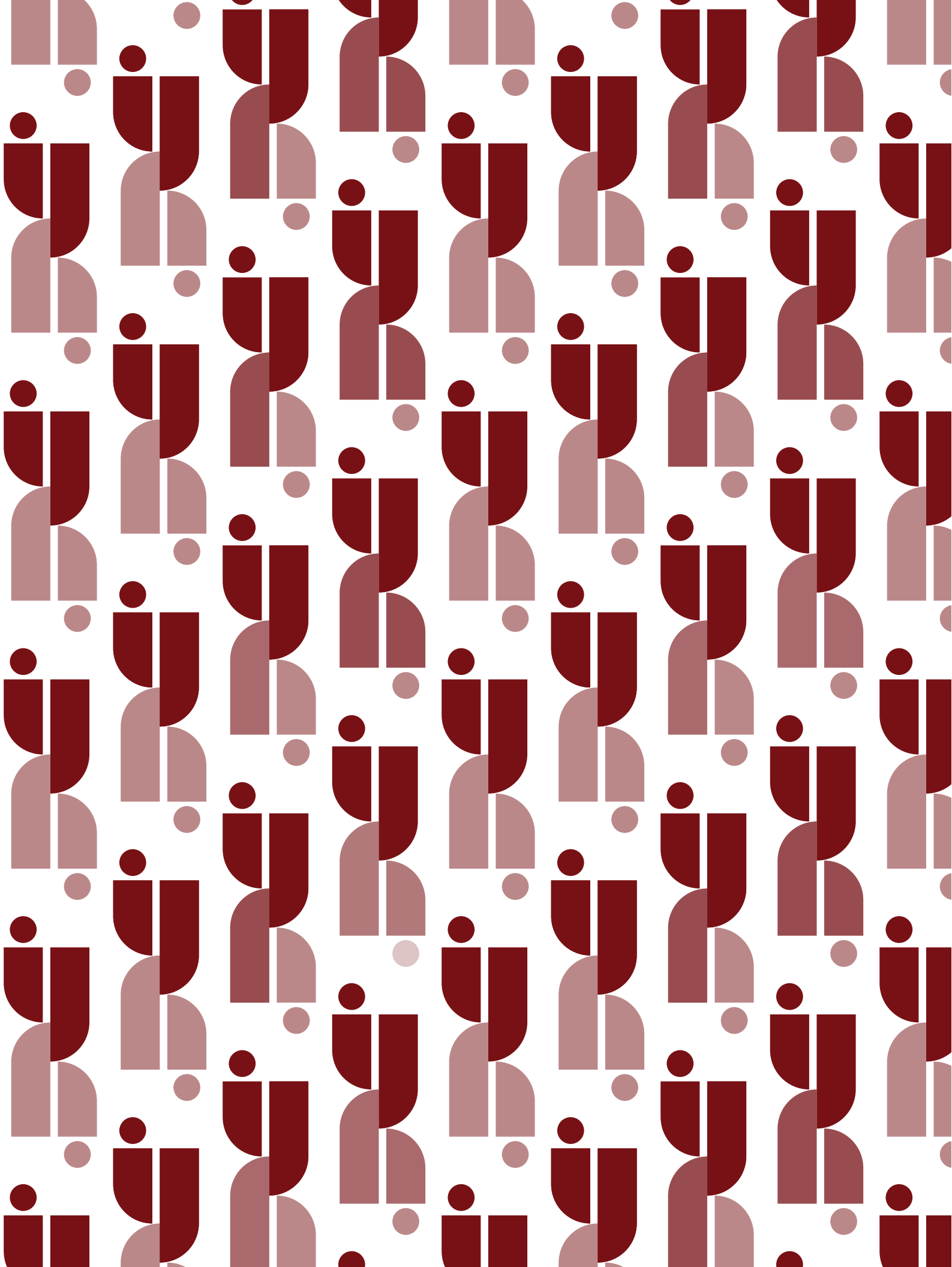


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JENIE'S DANCE SCHOOL

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



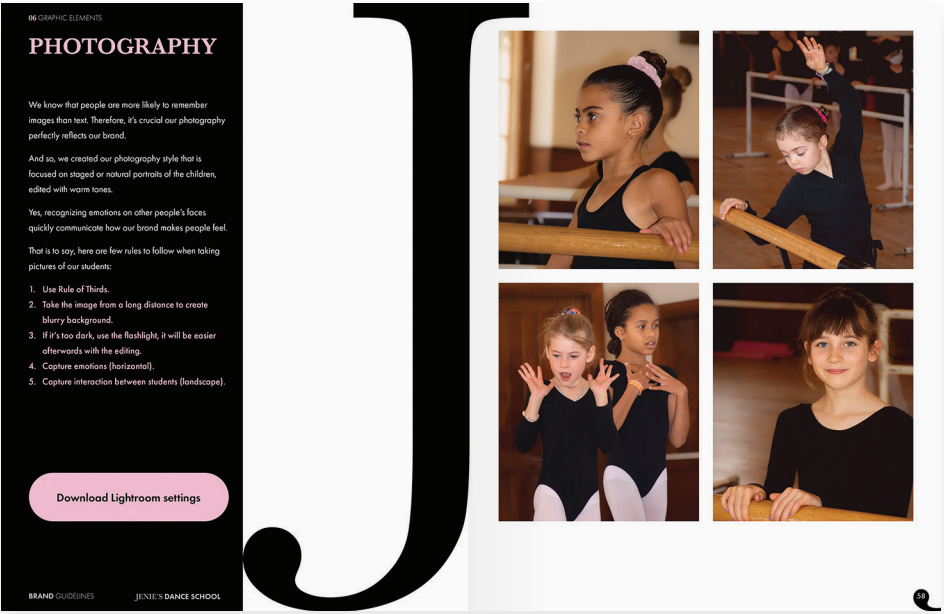
GRAND BALLETS RESEARCH

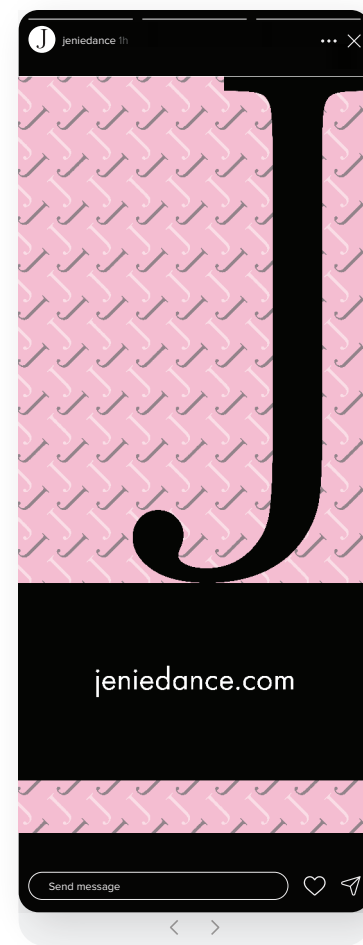
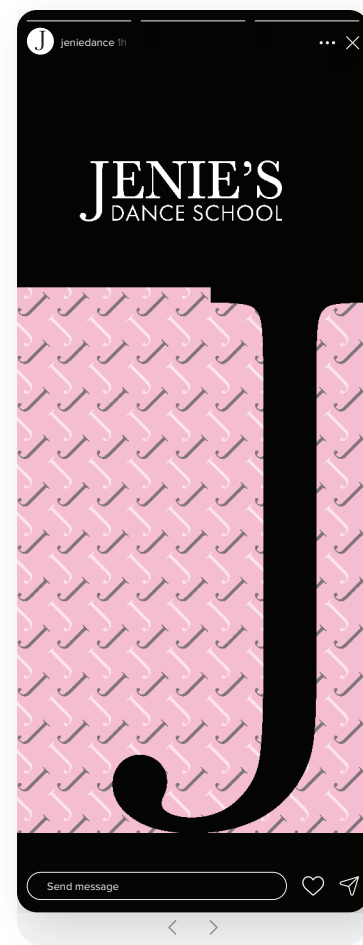


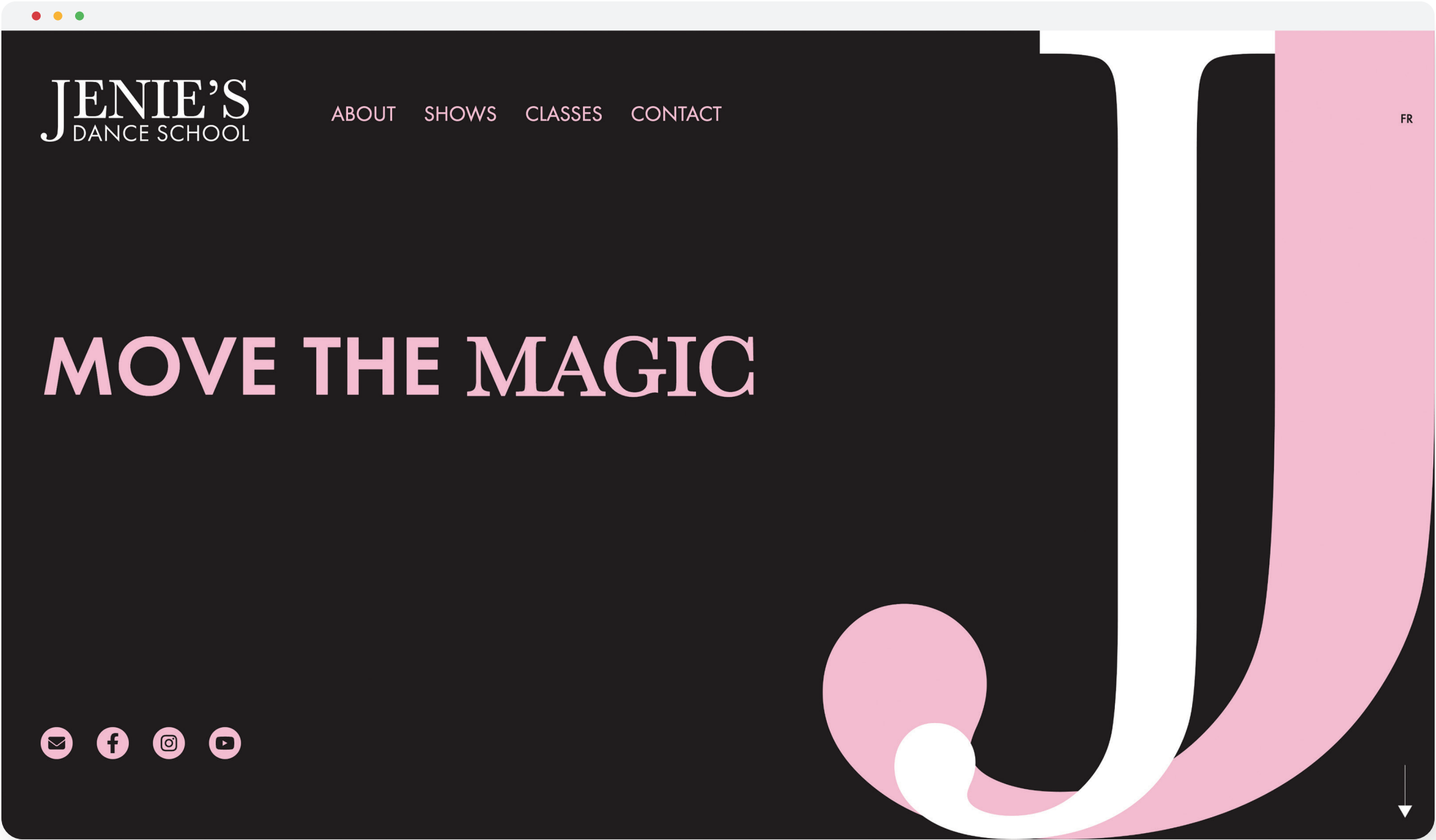


I designed a black and white signature logo that evokes elegance, delicacy, and classic feelings. It expresses itself by its fine curves that move the viewer, and conveys a sense of confidence and excellence while maintaining unity. Baskerville and Futura PT are used to bring contrast and harmony at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

EXPLORE GUIDES







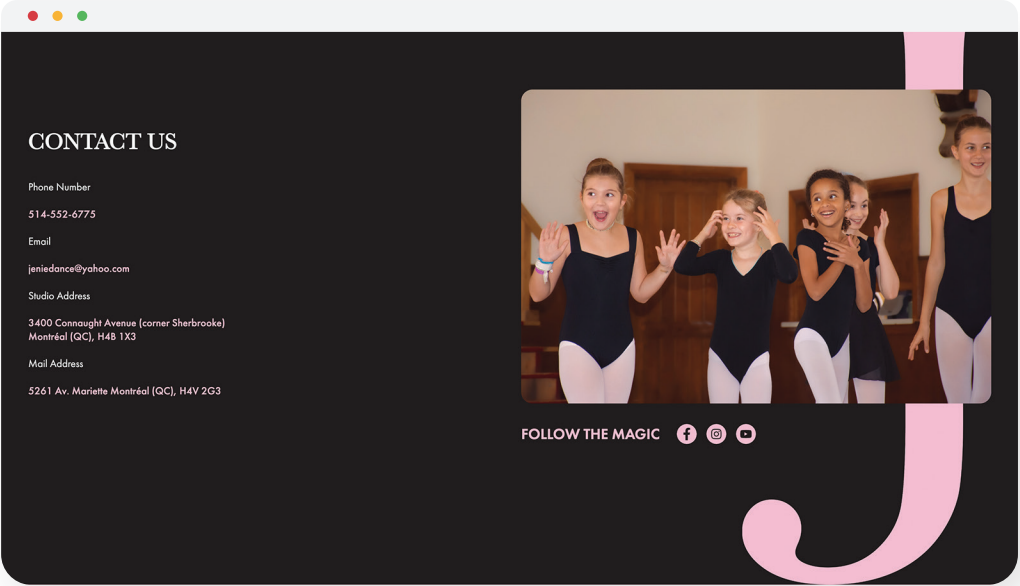
QUESTIONS

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

SEND



< >



VISIT WEBSITE





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 with the slogan



Poster evoking a sense of nostalgia and romanticism with the era



Back Label

Poster/billboard representing strength, elegance, and nobility



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.

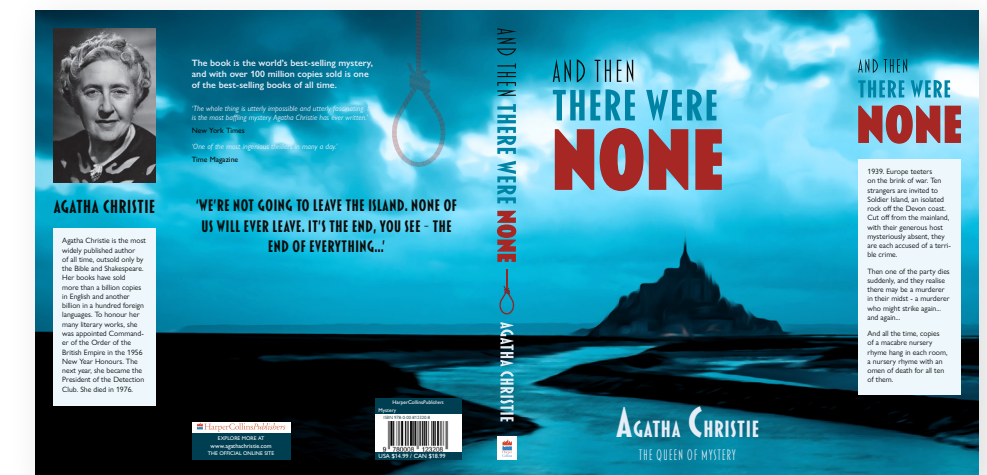
Develop a consistent and recognizable style appropriate for Detective Fiction.

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

NEW FASHIONS

THE PARIS MODE
CHANGES AT LAST

CHARM MAY BE
A MATTER OF
SCENT

THE NOTE OF THE
SPRING SONG IS
SILVER

REDEFINED
WOMANHOOD

THE WILD FLAPPERS ROARED
WOMEN'S LIBERATION

\$4.99US \$5.99CAD



1 234567 890128 >

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.



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

ISSUE 1 MAY 1ST 2022

SUMMER 2022

LONG WITH ITS FOODIE SCENE, FRENCH FLAIR AND FUN FOR THE WHOLE FAMILY, MONTRÉAL IS KNOWN AROUND THE GLOBE AS A TRUE FESTIVAL CITY—AND SUMMER 2022’S CALENDAR IS

PACKED TO THE BRIM! FEATURING FILM, MUSIC, DANCE, THEATRE, ART AND PERFORMANCE, MONTRÉAL’S FESTIVALS MAKE UP A VITAL PART OF THE CITY’S DNA, AND EVERY PARK, THEATRE, NOOK AND

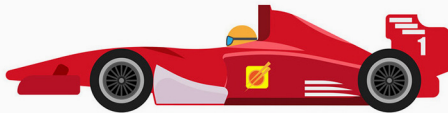
CRANNY IS BUZZING WITH THINGS TO SEE AND DO ALL SUMMER LONG. WE SUGGEST GETTING YOUR POCKET CALENDARS IN HAND. YOUR SUMMER’S ABOUT TO GET A WHOLE LOT BUSIER.

May



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

June



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!

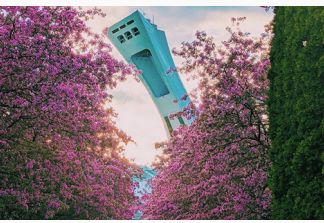
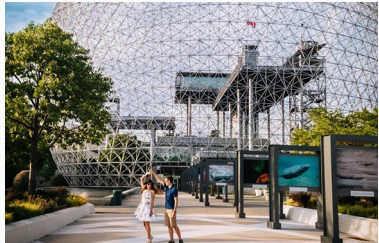
July



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 MONTRÉAL



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.





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

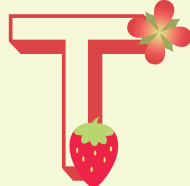
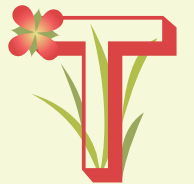
Marché couvert de novembre
à février. Les dates seront
publiées en ligne

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



514-937-7754

Facebook: @mpmontreal
Instagram: @marchespublicsmtl
Twitter: @MarchePublicMtl
www.marchespublics-mtl.com



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



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.

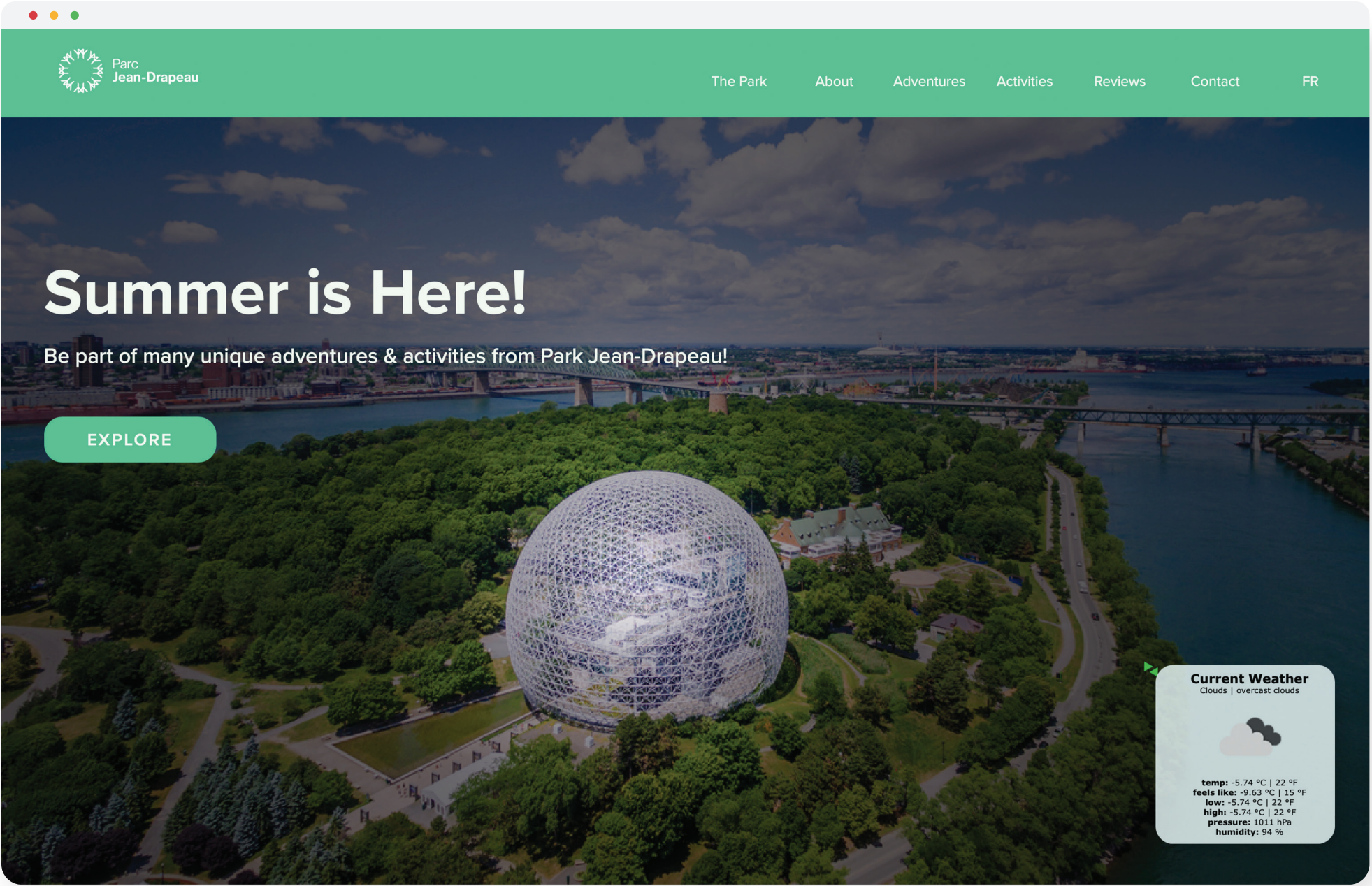
Draw illustrations relevant to an outdoor market, such as fruits, vegetables, and flowers to help communicate the market's focus on local vendors.

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

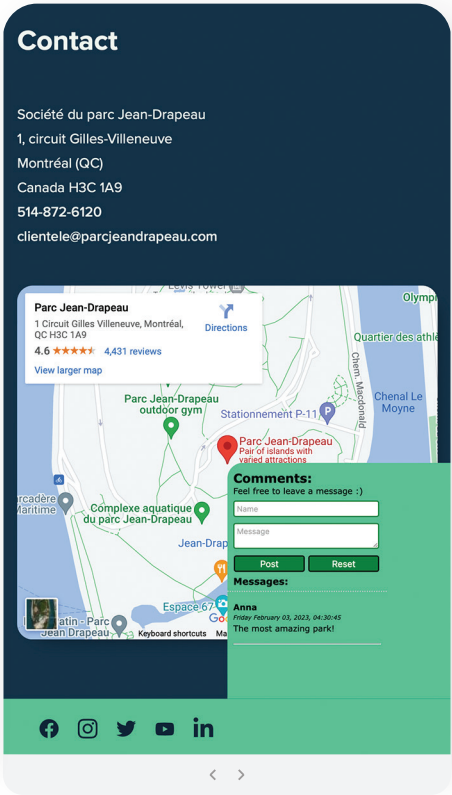
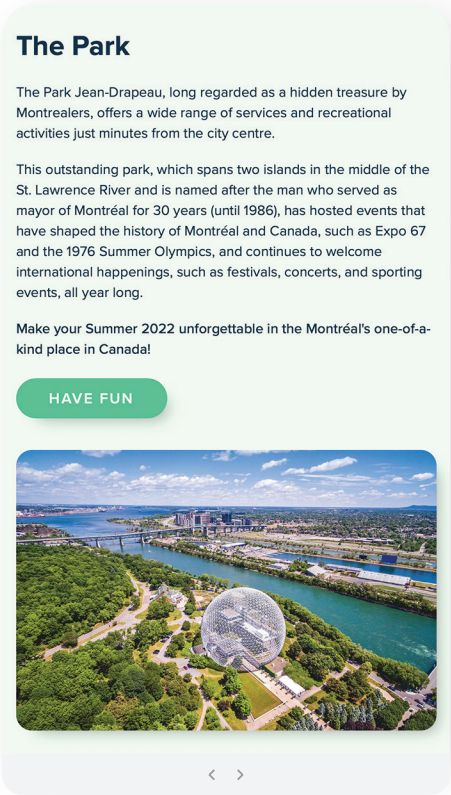
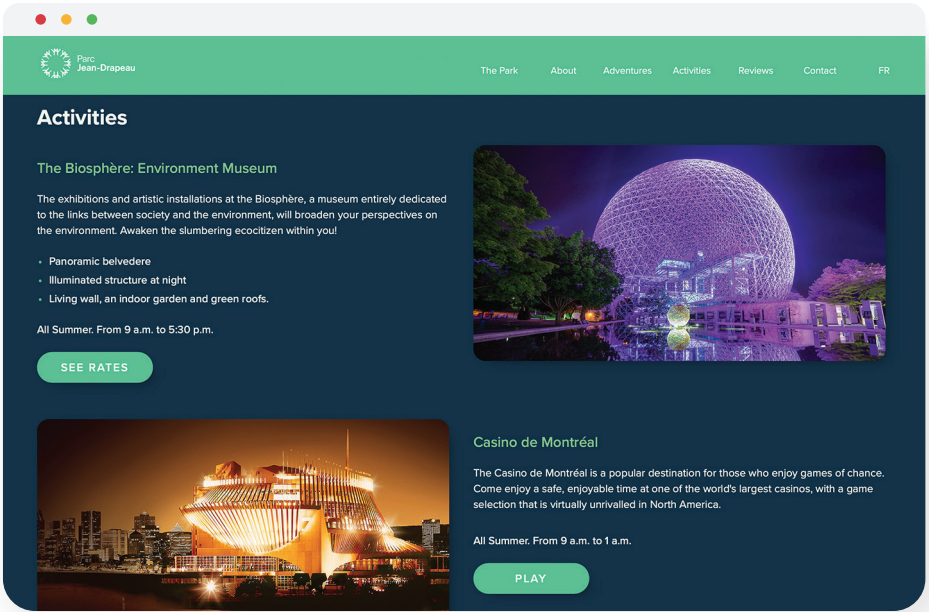
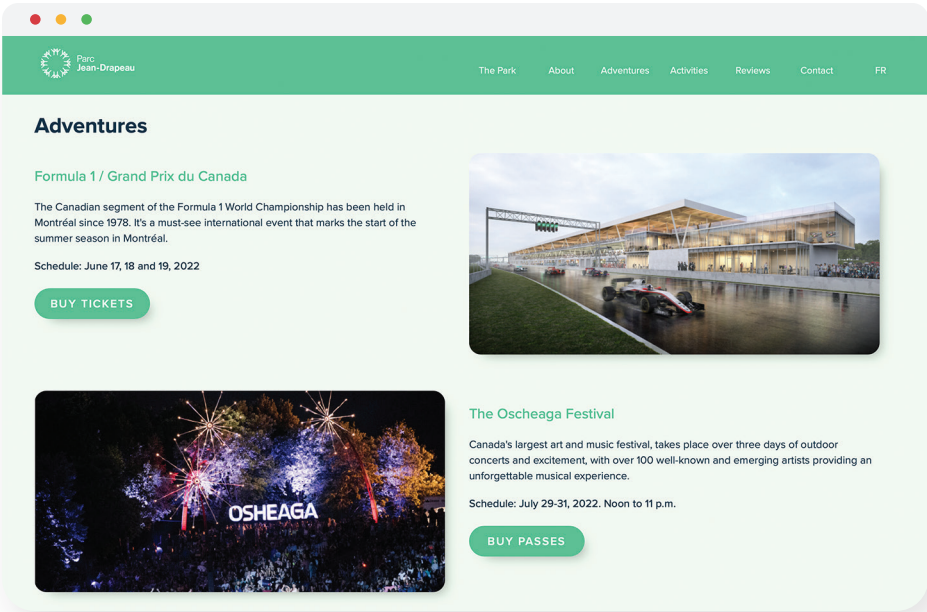
Bilingual Single Page App (SPA)

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.



VISIT WEBSITE





UNIQUE

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.

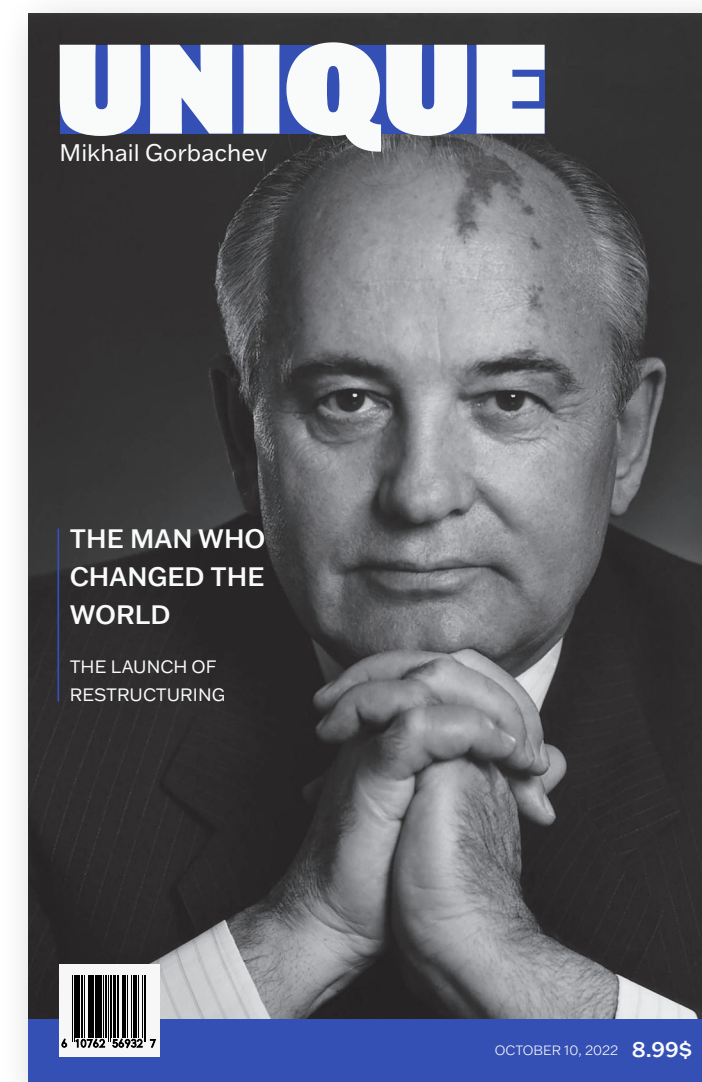
Create a powerful, bold, memorable, and recognizable logo that conveys the essence of Unique's mission.

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.





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.





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

The
Ordinary.

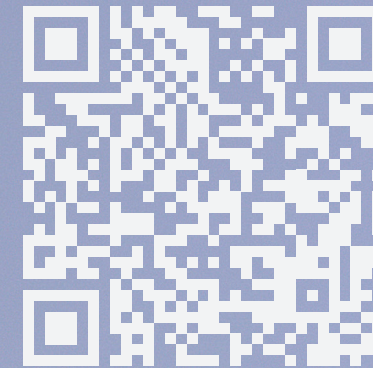
Niacinamide 10% + Zinc 1%

High-Strength Vitamin and
Mineral Blemish Formula

Niacinamide 10% + Zinc 1%

Formule Ultra-Vitaminée et
Minérale contre les Imperfections

WATCH THE VIDEO



MODERN & TIMELESS
DESIGNS

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THANK YOU

