



ABOUT ME

My name is Yousef Megdad. I am a Graphic Designer and Illustrator based in Montreal with extensive experience using Adobe Suite and Procreate. I'm a hardworking, curious, and fast learner who enjoys helping and working with others. I aspire to use my skills and knowledge to help businesses expand and develop through creative and fun artistic expression. Drawing rules!

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PROJECT 2

YOSHI JUICE BOXES

Type: Packaging designs

The Project

Design three labels for a fruit juice company, each highlighting a different flavor. The labels should represent the brand identity of "Taste Buddies."

Date: Semester 1 Fall 2022

The chosen brand:

Taste Buddies
Flavors: Apple, Banana and Grapes



Since my first semester, the juice box assignment has been my favorite project in my Graphic Design 1 class. It was our LIA project assignment and I had to use all the skills I've learned in Illustrator to the test! We had to make three Juice box designs and only print out one. But since I liked my designs so much I printed all three of them. I made Yoshi fruit-themed juice box designs with three different colored Yoshis and juice flavors.



CHALLENGES

This project was honestly pretty easy to make. I'd say the most challenging part of the whole project was printing the spread. I managed to print out all 3 designs I made but putting them together was very stressful and anxiety-ending. Another challenge was drawing the Yoshis. I wanted to think of the main 3 colors and then choose a fruit that would contrast with Yoshi's color so that they pop!

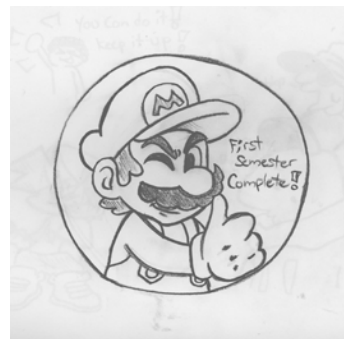


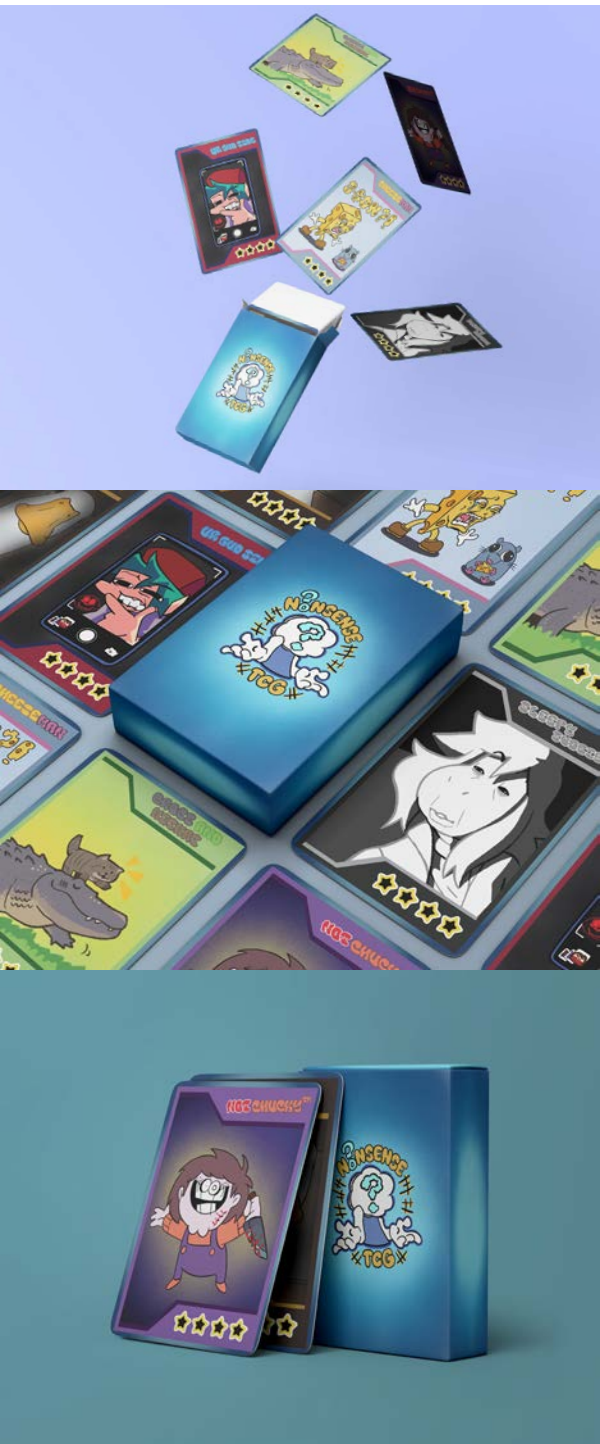
PROCESS+SOLUTION

The process went very smoothly! After I drew one Yoshi, I did a recolor of the two other ones quickly and easily. What wasn't easy was using the pen tool to draw them... Back in the first 4 semesters, I would draw with a mouse by using the pen and brush tools. My teachers thought I was crazy and honestly, that is reasonable hahaha. After making the Yoshis, fruits, and the font title, I made a pattern with the fruit as the background so that they would appear all around the box design. Something was missing though, so I drew a little Mario saying "100% Organic" as a final touch!

Tools used:

Sketchbook, Adobe Illustrator





NONSENSE



PROJECT 2

Type: Brand design

The Project

Create and design a set of 6 trading cards that go with a overarching theme.

Date: Semester 1 Fall 2022

The chosen Theme:

Pure nonsense.

YOUSEF'S REFLECTION



For my Intro to Graphic Design course, this was my favorite project from the first semester because It was the first time I drew on the computer! However, I was a maniac because I would draw with a mouse so yeah... I was pretty insane. For the trading cards, we had to make a set of 6 cards that had an overarching theme. I was very perplexed at the time and couldn't think of a theme for my cards. However, I did have a lot of ideas but they didn't connect. But maybe that wasn't a problem. I ended up choosing the theme of nonsense! Where everything is random and does not correlate.

CHALLENGES

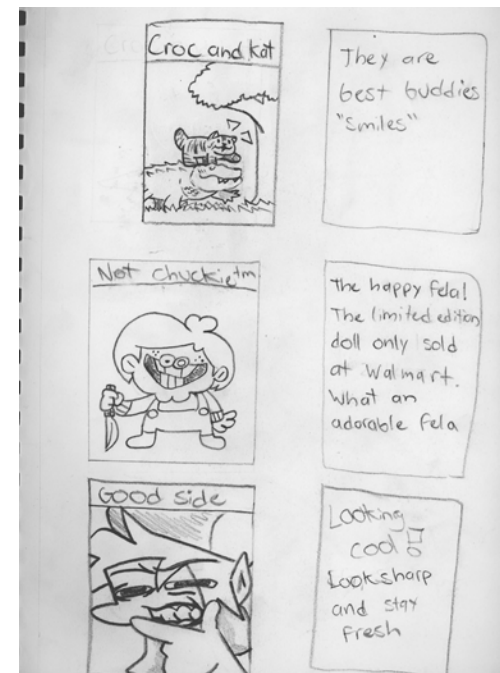
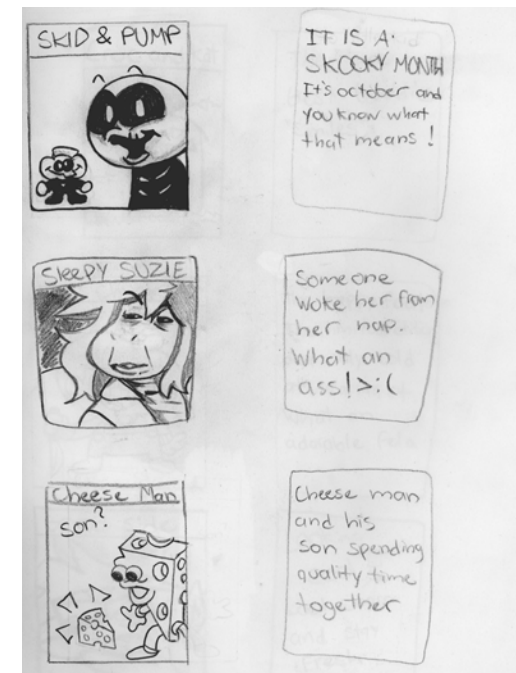
Although this is one of my favorite projects, It is nowhere near perfect. I want to improve this project because I used to draw with a mouse, and I can see the imperfections in the illustrations I made back in the first semester. The card designs need a complete overhaul because it is just the name of the character on the card and the drawing. I would also like to make the cards feel like they are part of the same set despite the concept being that they are nonsensical without any connection.

PROCESS+SOLUTION

I wanted to create a more appealing card template than the one I made previously because it looked very bland. There was also a lack of cohesion between the cards in terms of the design so I made it so the card template looked the same throughout all 6 cards but with different colors to match the illustrations. Furthermore, I added a card rarity at the bottom with the use of stars. And last but not least to hammer in the connection between all cards I added a logo to represent all the cards as if they were a set. I took some inspiration from the back of Pokemon cards.

Tools used:

Sketchbook, Adobe Illustrator, Procreate



PROJECT 3

Type: Website

The Project

Create a website that showcases a storyboard. Incorporate interactive elements like buttons.

Date: Semester 2 Winter 2022

The storyboard:

The toilet is clogged Feat: Wario and Luigi



YOUSEF'S REFLECTION

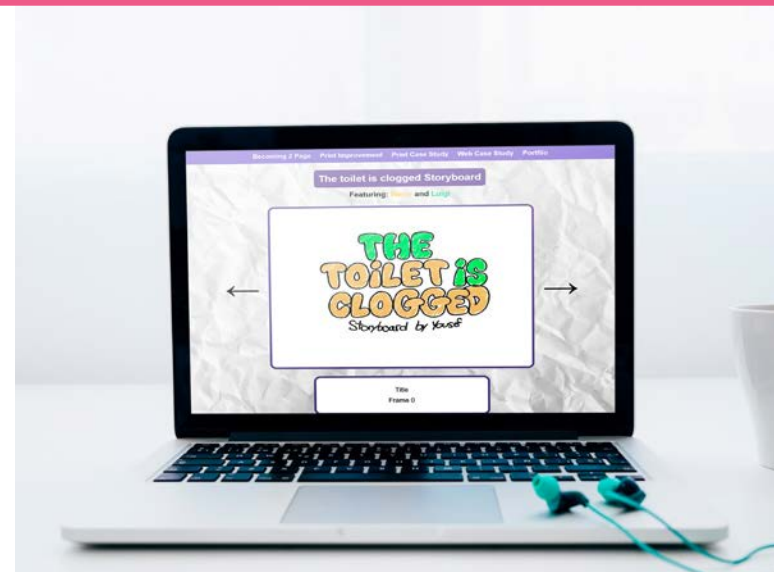
For my Web 2 class, we had to make a storyboard showcase website that was responsive. Coding wasn't really my strong suit back then so I struggled a bit. It looked really bad back then so I decided to remake the website and improve upon it. I think I did a good job at my storyboard showcase website. It is a lot more appealing than the original version.



Check out the website here!



STORYBOARD SHOWCASE



CHALLENGES

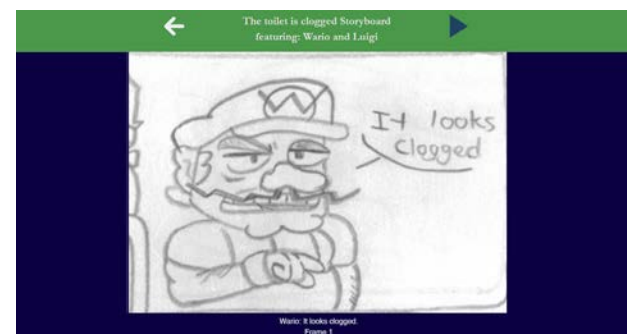
I wanted to improve upon my old storyboard website by adding more interactivity and fixing up the overall design of the website to make it more appealing.

PROCESS+SOLUTION

The process was a little difficult at first. I had to relearn Javascript since I barely used it on any of my websites. So I needed it for my storyboard website. Whenever you click the arrow, It'll change to the next storyboard frame. I also added a text box underneath the drawings with the dialogue of whoever is talking in the scene. Things started to click all together but I felt like something was missing. So to make it more interesting, I recorded some voice-over of me reading the lines while doing a Wario and Luigi impression. So whenever you press the arrow to switch to another frame, it'll play the voice clip matching the dialogue. Another added touch was whenever a character was talking, the border of the storyboard frame and text frame would change colors to Yellow or Green depending on who was speaking.

Tools used:

Sketchbook, Procreate, VScode



PROJECT 4

Type: Web Animations

The Project

Create 4 web animations that tell a short story by using 4 different coding techniques to animate.

Date: Semester 3 Fall 2023

The chosen techniques

- 1- Frame by frame
- 2- Spritesheet
- 3- JS Loop
- 4- JS CSS Library

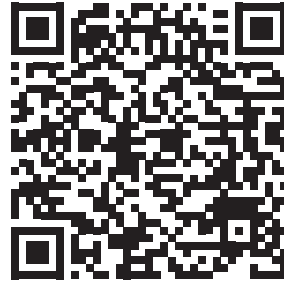
CHALLENGES

The challenge for me was making the animations responsive on the site. They would look fine on computer but on mobile devices, It was a whole different can of worms. Not to mention that javascript is very confusing for me. I had all the ideas on how I wanted it to look but it was only a matter of actualizing it with the proper code to make it work.

SKATEBOARD ANIMATIONS



Check out the Animations Here!



PROCESS+SOLUTION

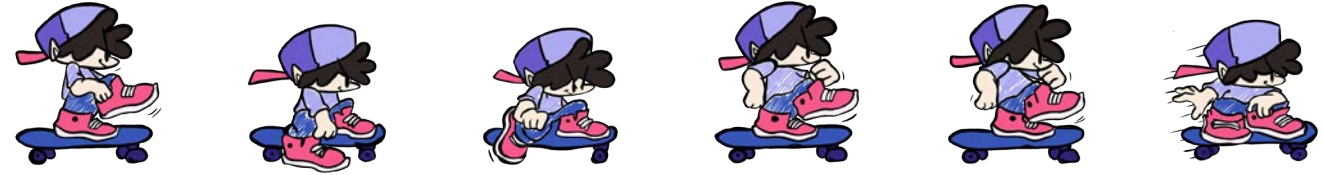
The process was long and difficult... Doing frame by frame animation took time but it was honestly super fun since that was my first time animating! That was a really nice feeling after completing it. My solution to fix the website and understand more JS was the internet like YouTube tutorials and some websites going into further details. They came in clutch!



YOUSEF'S REFLECTION

Skateboarding adventure is the name of my 4 animations. I decided to remake my animations with more color and with some improved animations by doing them all frame by frame. This will not count as a web project but think of it as a freebie to showcase my animation skills. The original coding animations are still up on my site. So if you wanna check them out, you can scan the QR code to see the new and improved animations and the old ones as well.

Frame by Frame Animations one



Frame by Frame Animation two



Frame by Frame Animation three



Frame by Frame Animation Four



Tools used:
Sketchbook, Procreate



LUCKY THE RABBIT



Check out the website here!



PROJECTS

Type: Web Game

The Project

Create a web game and a website for it.

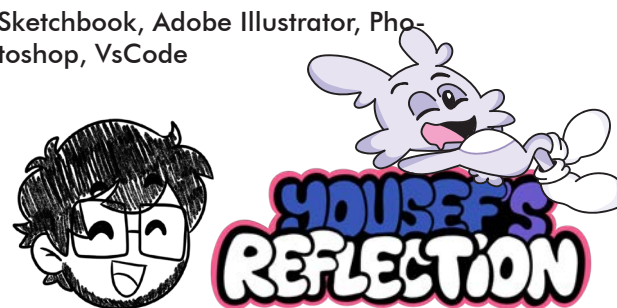
Date: Semester 3 Fall 2023

The Game

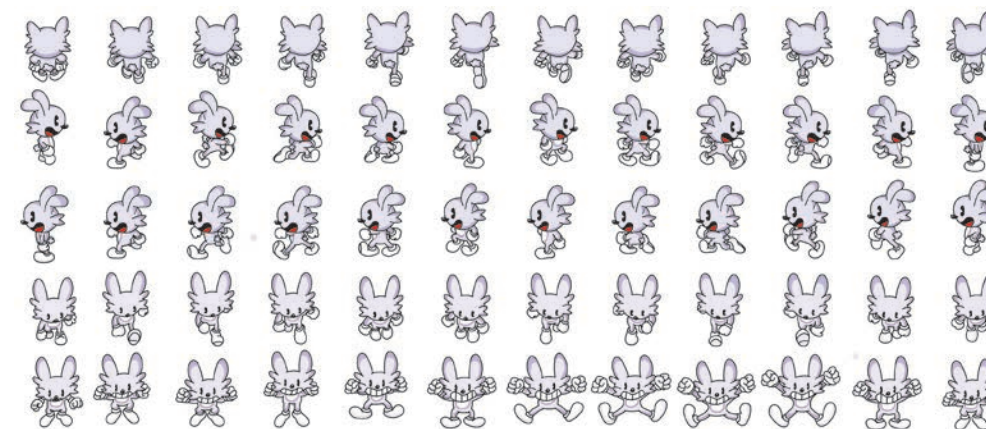
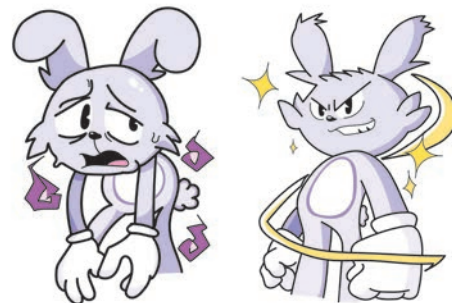
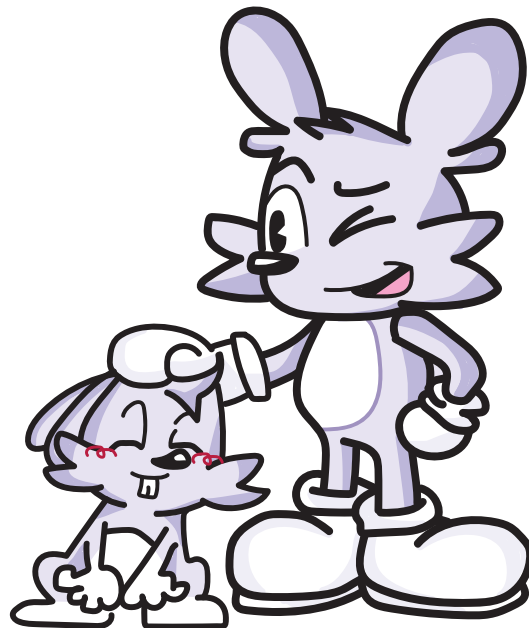
Lucky the Rabbit

Tools used:

Sketchbook, Adobe Illustrator, Photoshop, VsCode



Lucky the Rabbit is a game made by me, Felipe, and Merari in our Web 3 course. You play as Lucky, collecting as many fruits as possible and delivering them to the basket. There are trees and rotten fruit on the field, so be careful! Avoid colliding with trees and rotten fruit that can damage you by running into trees. There is a shining carrot that can spawn and once consumed, Lucky gets a speed boost! The idea of the game started with me sketching out a little bunny character in my notebook. I then tried expanding the idea and making character game assets and showing them to my teammates. I was in charge of making the game assets and making the publicity website. Maybe I'll go back to it and add those missing features to the game as a future update.



CHALLENGES

My biggest challenge was creating a bunch of assets for the deadline. I was making a lot of assets and Felipe needed them so that he could code them in for it to work in the game. I was pretty much the director for this game since I knew everything about this hypothetical game I had in mind but making it into a reality was gonna be a challenge.

PROCESS+SOLUTION

The process went extremely smoothly for the most part. On the first day of class when we were given this project, I already had a vision for the game I wanted to make. I grabbed my 2 friends and pitched the idea with a bunch of sketches and Lucky the Rabbit was born. We flip-flopped between names like Bolt, Monty, or Feels but Lucky was the one we went with in the end. Lucky's design takes a lot of inspiration from a familiar blue hedgehog. I learned a lot from making this game. When there is a deadline, sometimes you might have an idea but I won't make it in the final product due to time constraints and that is ok. But even with a tight deadline, the team did an amazing job and we pretty much added all the major gameplay features and concepts in the final version.





**PIKMIN
MOVIE SCENE**



Check out the final
product here!



PROJECT 6

Type: Video editing

The Project

Create a short made up movie scene from any genre. Can be made in all sorts of medium: Live action, stop motion, animation, etc.

Date: Semester 4 Winter 2024

The chosen medium

Animated comedy scene!

Tools used:

Adobe Illustrator and Premiere Pro



**YOUSEF'S
REFLECTION**



From my third semester in my video editing course, I wanted to make an animatic with voice acting. For this project, we had to make a "movie scene of any genre we could choose from a list. I ended up choosing comedy and instead of filming it with real-life footage, I wanted to try to animate a story scene. I ended up using characters from a game called Pikmin 3 because they just fit perfectly with the comedy scene I had in mind. This was also the first time I did voice-over.

CHALLENGES

The biggest challenge for me was that I realized that animating would've taken so long to do in so little time. So I did an animatic instead. It is like a mix between a story-board and animation, where the illustrations aren't fully detailed but set the ground work for the final animation as well as some voice acting and background music for the scene.

PROCESS+SOLUTION

The process went pretty smoothly, since I was making an animatic, there wasn't much animation to be made but there had to have been some cohesion between frames to understand what is going on. Once all the frames were drawn, I recorded my lines to bring these characters to life. I tried to make it as comedic as possible!

Full video script dialogue:

Pikmin 3 Storyboard Script

Alpha: Hey you guys wanna go get some D-E-S-E-R-T?

Brit: Yeah dude. I need me a T-R-E-A-T

Louie: Whatcha guys talking about?

Charlie: Yeah why don't you guys just spell des-

Alpha: no nana- shut-up, don't say it

Brit: Shhhh...

Charlie: Uh... why?

Brit: Oh god how do we tell you this...

Alpha: Louie... can't spell

Charlie: What??

Alpha: He can't spell so when we talk about something he wants

Alpha: We spell it out loud so he doesn't get to excited

Charlie: He's a grown man! He can't handle the word "treat"?

Louie: T-R-E-A-T X3

Alpha: NO TREAT X3

Louie: awww...

Charlie: Okay what is happening??

Brit: We told you he gets excited when he hears the word T-R-E-A-T

Louie: Whatcha talkin' about?

Alpha: Taxes.

Louie: aww, shucks

Charlie: What- so you guys just treat him like a toddler?

Louie: T-R-E-A-T X3

Brit: NO TREAT X3

Louie: awww...

Alpha: Dude you gotta spell if you're talking about F-O-O-D

Charlie: Okay, so... are we getting an...

Louie: S-N-A-C-K?

Alpha: SNACK?

Charlie: Oh come on...

Brit: duh man...

Alpha: dude, really?

Charlie: Oh come on, I SPELLED IT

Alpha: Well he knows how to spell "snack"...

Charlie: So he can spell "snack" but he can't spell "treat"?

Louie: T-R-E-A-T X3

Louie: NO TREAT X3

Louie: GOD!!

Brit: Okay, he's getting fussy. It's time for an N-A-P

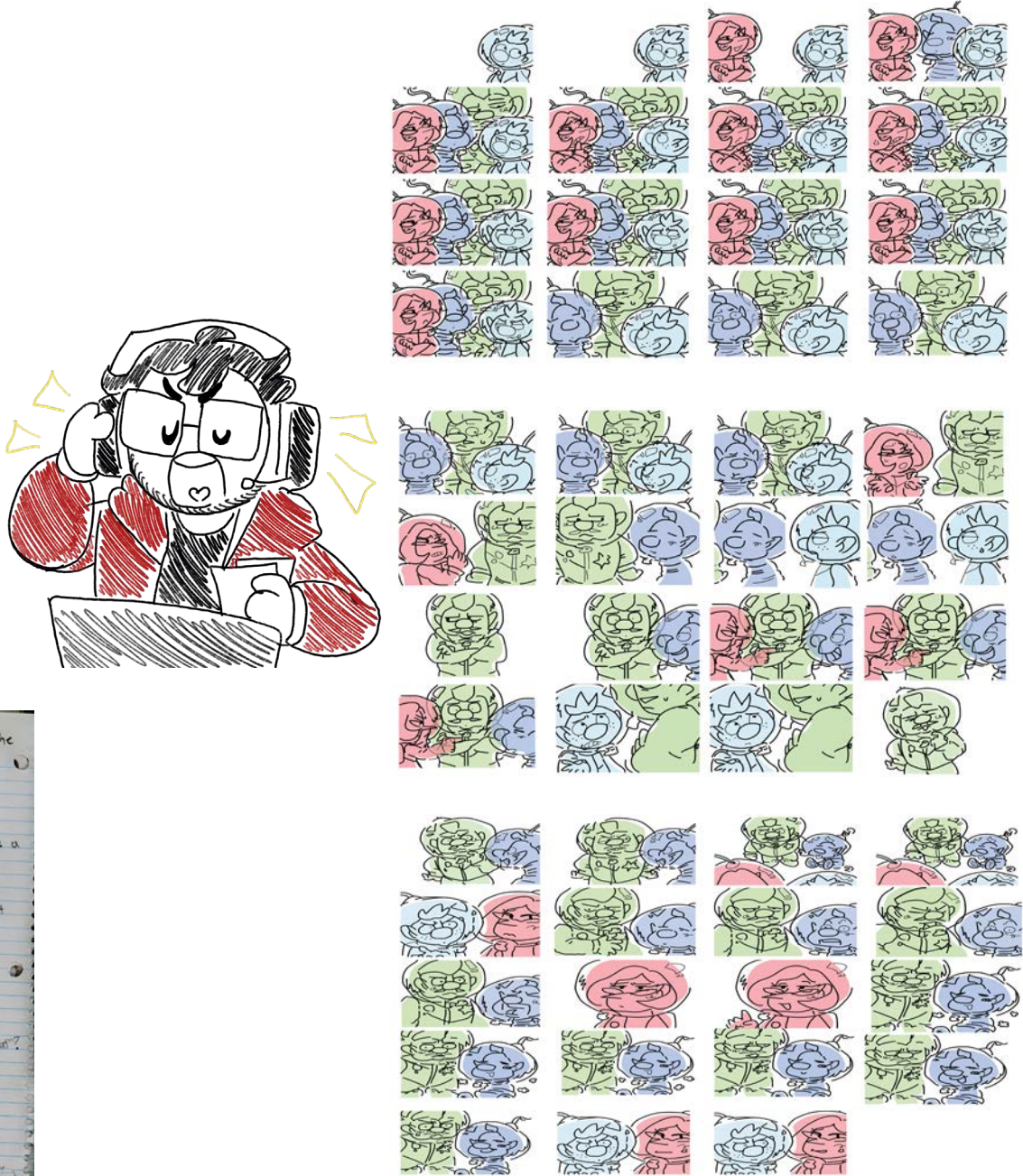
Louie: Yeah hhh h :

Charlie: Louie? What does N-A-P spell?

Louie: Party

Brit: W-we're going to be here for a while...

All the drawn Animatic frames:



ISOMETRIC CAPTAIN TOAD



PROJECT 3

Type: Isometric illustration

The Project

Sketch out an isometric illustration and then create it in Adobe Illustrator.

Date: Semester 4 Winter 2024

The chosen theme:

video game theme/level design



YOUSEF'S REFLECTION



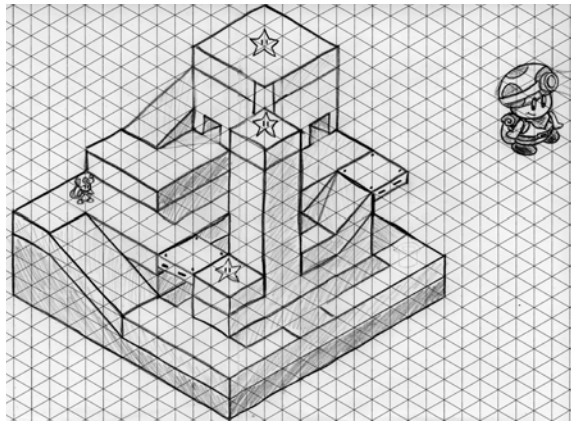
In my illustration class during my third semester, we were tasked to create an isometric illustration on paper and then design it in Adobe Illustrator. We did a few exercises and it was pretty fun! There is this game called Captain Toad Treasure Tracker on the Wii U and Nintendo Switch that I played a long time ago, so I wanted to base one of my illustrations on it. This game is very inspirational to me with its cute theme, incorporating game mechanics like the hillslopes, Green stars, gold coins, and shy guy enemies. The effort put into my Captain Toad design made it a joy to truly feel like you are playing a video game.

CHALLENGES

The main challenge for me was designing an isometric illustration that looked like an actual video game level you can play. I mean the blueprints were right there because Captain Toad is an already existing game. I didn't want to copy a level exactly. So I wanted to try and make an original level as if it would be implemented into the game!

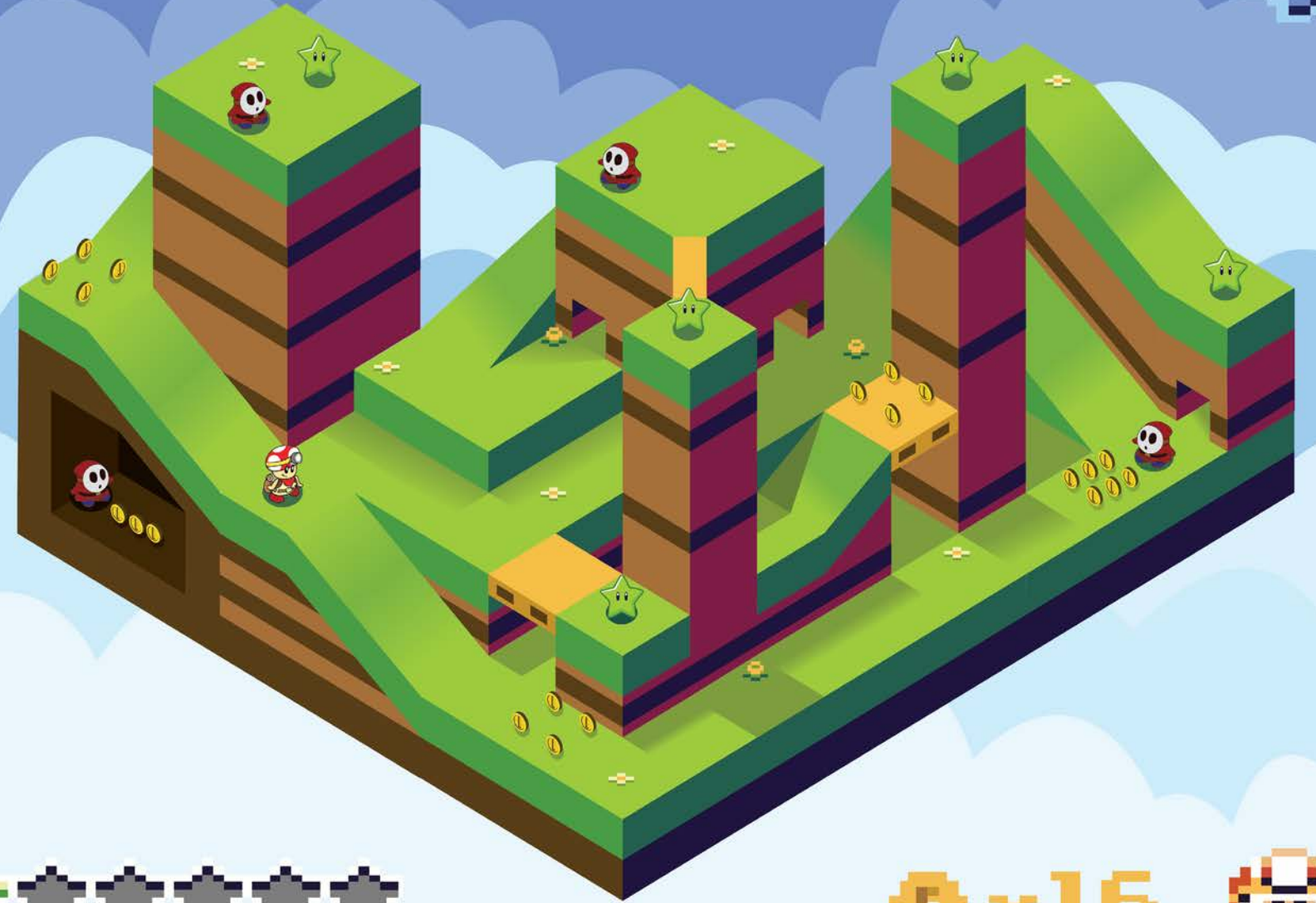
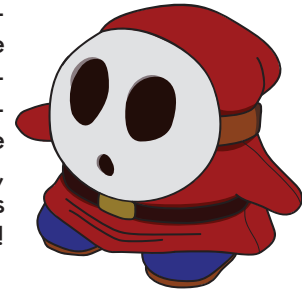
Tools used:

Sketchbook, Adobe Illustrator



PROCESS+SOLUTION

The process went very smoothly, creating isometric perspectives in Illustrator is very easy and quick to understand. All that can stop me is if I just lose my ideas. Once I made the level, I added some little details such as coins, Green Stars, some enemies, some flowers, and Captain Toad himself! When all of those elements were added something felt a little off to me. So as a finishing touch, I added a cloudy background and some pixelated UI elements to hammer it in that this is truly an isometric video game level!



PROJECT 1

Type: 3 Point Perspective illustration

The Project

Sketch out a 3 Point Perspective illustration then create it in Adobe Illustrator.

Date: Semester 4 Winter 2024

The chosen Theme:

Cityscape sundown



YOUSEF'S REFLECTION

I really enjoyed how the final product turned out! It took some time to lay the groundwork but I managed to create an appealing-looking 3-point perspective illustration despite having a lot of trouble with perspective in general. The addition of some characters and props added some more charm and life to the illustration..



CITY 3 POINT PERSPECTIVE



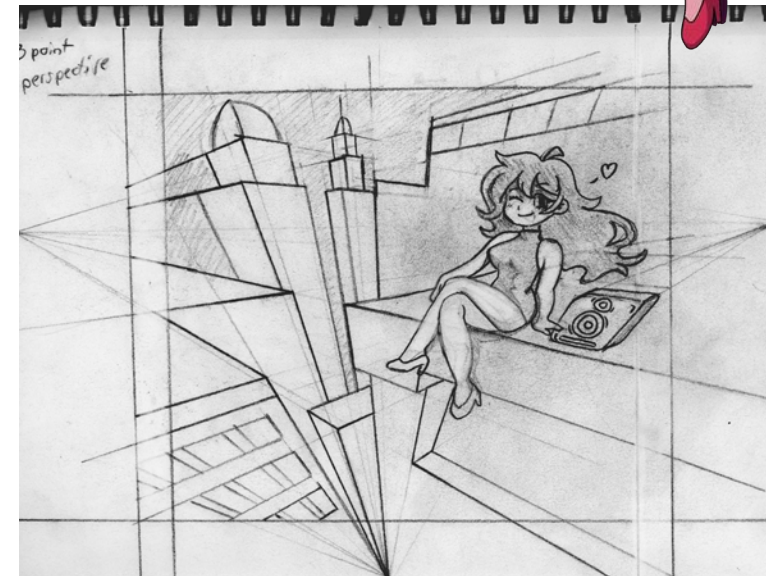
CHALLENGES

My biggest challenge while doing this project was making sure that I was doing 3 point perspective correctly. During our classes we would do some exercise with that perspective and it was pretty difficult for me each time. Something would always look off after finishing my drawing so I had to restart a couple times.



Tools used:

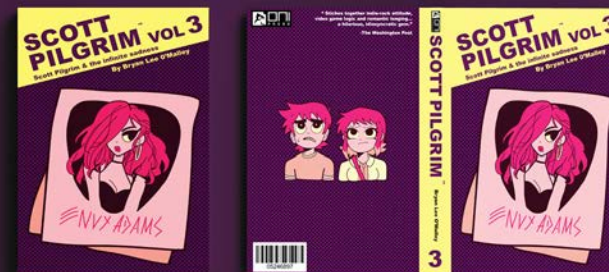
Sketchbook, Adobe Illustrator



PROCESS+SOLUTION

I wanted to create a cityscape that would shine during a sundown. At first, I planned to just draw a cityscape and call it a day but after finishing it I felt like something was missing. I asked my teacher if I could add people to the illustration and they said yeah. So back in my sketchbook, I go. I sketched up a girl character sitting on the edge of the rooftop admiring the city. Even adding a small addition of character to the illustration adds a lot. I also added a speaker and hid a character in the window who passed out from partying too much. I felt like after adding the girl character, I had to of added something silly if you are looking closely at the illustration.





SCOTT PILGRIM BOOKCOVERS PROJECT 9

Type: Packaging design and Editorial design

The Project

Design three book covers that collectively convey the theme or identity of the same publication edition.

Date: Semester 4 Winter 2024

The chosen books

Scott Pilgrim graphic novels by Bryan Lee O'Malley
 Book 1 -Scott Pilgrim's precious little life
 Book 2 -Scott Pilgrim VS the World
 Book 3 -Scott Pilgrim and the Infinite Sadness



This project had to of been one of my favorites of the program. I had been super into the Scott Pilgrim graphic novels and when I heard that we had to do a project where we needed to design/redesign book covers, I just knew I had to make new designs for those graphic novels. They were a lot of fun to make! The illustrations came out very nicely and the designs are super slick. I printed out the covers as well and they look so amazing! I feel proud of myself for this project. I only made 3 design covers for the first 3 volumes but I think I'll make designs for the last 3 books as well on my own time. That would be cool!



CHALLENGES

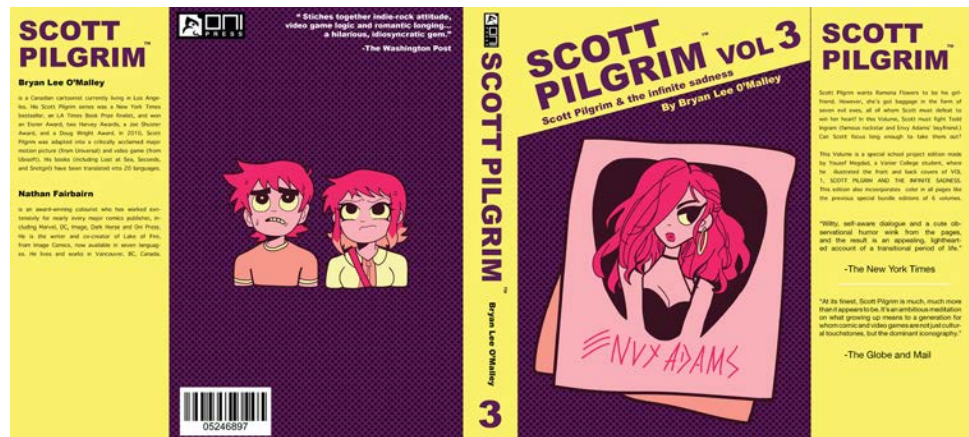
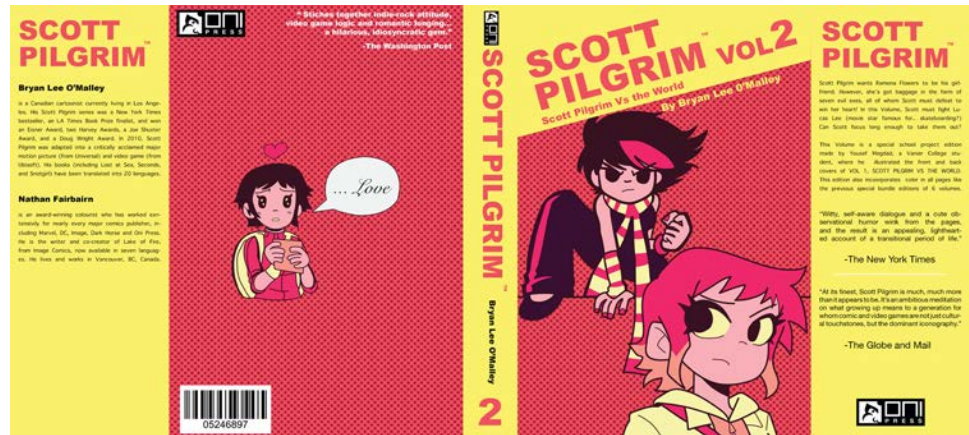
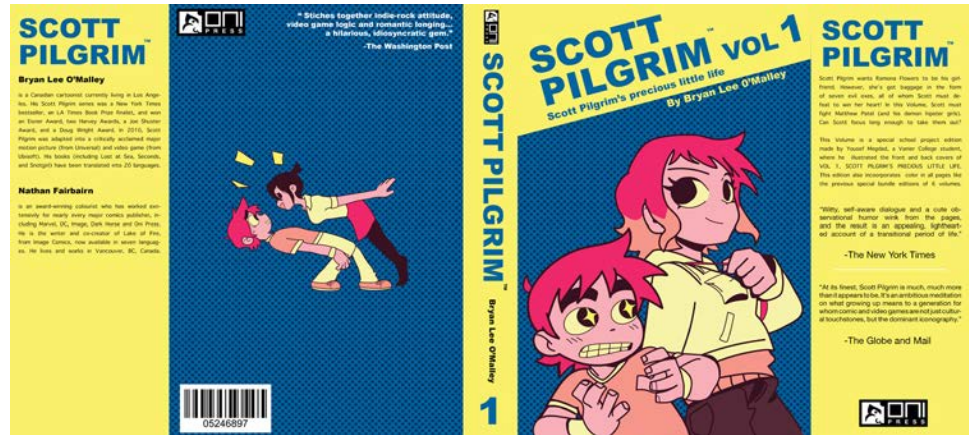
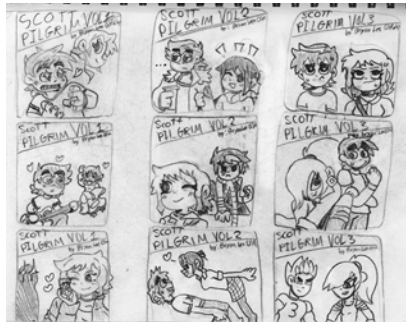
My biggest challenge with this project had to of been the designs of the covers. The structure was simple enough for me but the actual designs was the tricky part. The Scott Pilgrim Graphic novels has had many different book designs throughout its 20 years, which limits me to doing a design that they had already done in the past. Creating something that is familiar but to the original books but something new and fresh that isn't a direct copy.

PROCESS+SOLUTION

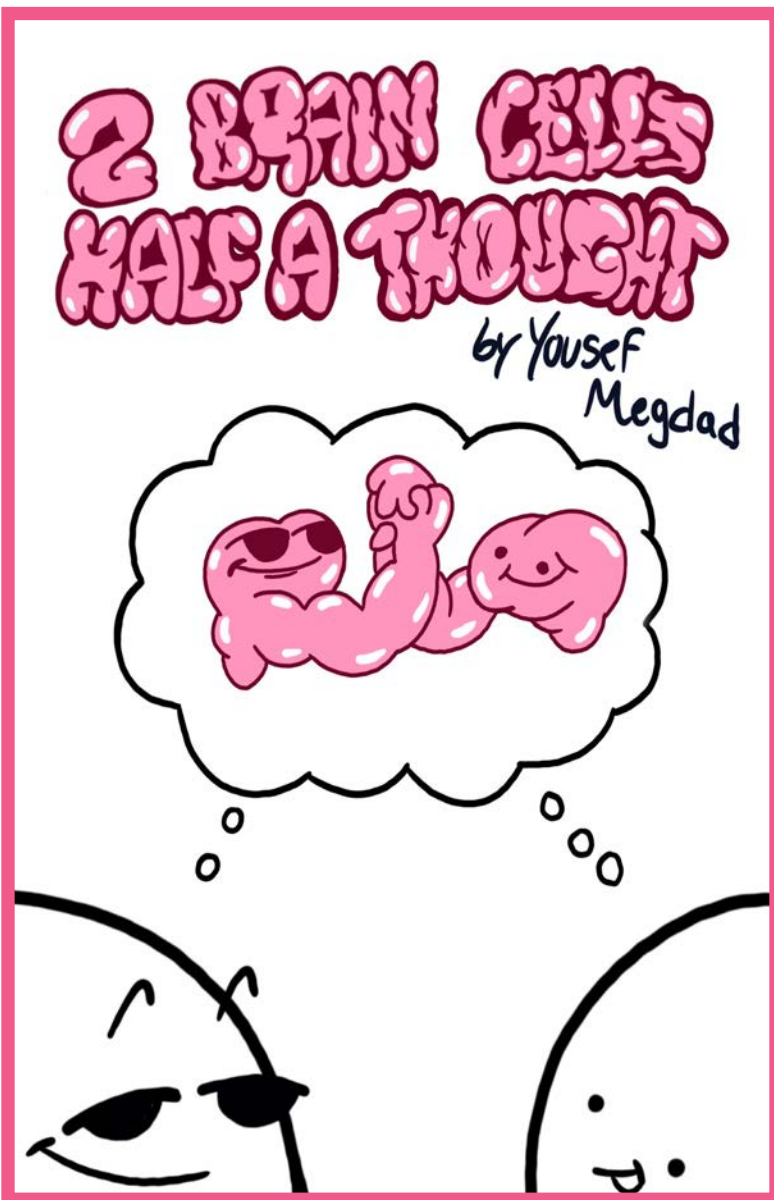
While doing my research on the books, I noticed a clear pattern between all of them. They would all have a close-up shot of a character's face in all 6 volumes. So instead of doing something similar to that, I wanted to make cover illustrations that show off an important moment in that specific volume. It is something that hasn't been done in any of the many official covers out there. So I went to the drawing board and sketched things out! An extra detail I added was having a smaller illustration on the back cover as well that also shows off a highlighted moment from the specific volume. You might be thinking "Aren't you just spoiling the book?" No, not necessarily. You'll look at the covers and won't get the full context whatsoever so once you read the volume, you can look back at the design and get the full picture and be like "Ahhhh I get it now!"

Tools used:

Sketchbook, Adobe Illustrator, InDesign



2BRAINCELLS HALF A THOUGHT



PROJECT 20

Type: Digital book publishing

The Project

Create a short digital children's book story.

Date: Semester 4 Winter 2024

The chosen theme

Goofy and nonsenical comic

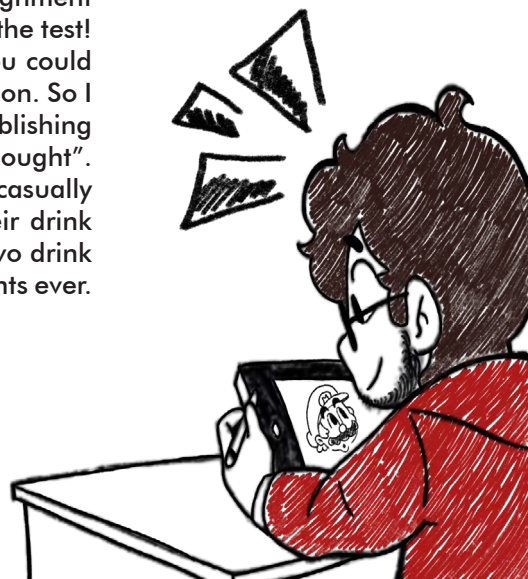


YUSEF'S REFLECTION

From my fourth semester, making this project had to of been my favorite in the program It was our last project assignment and I had to use all the skills I'd learned in Illustrator to the test! We had to make a digital children's book. However, you could have some creative freedom and go in a different direction. So I made a very goofy comic strip. So basically, my digital publishing book will be a comic. It's called "2 Brain Cells Half a Thought". It's about two guys, (they don't have names) who are casually sitting at a table enjoying their day. One enjoying their drink and the other their beef jerky. Hijinx ensues once the two drink from the cup which makes them have the craziest thoughts ever.

Tools used:

Sketchbook, Adobe InDesign, Procreate



CHALLENGES

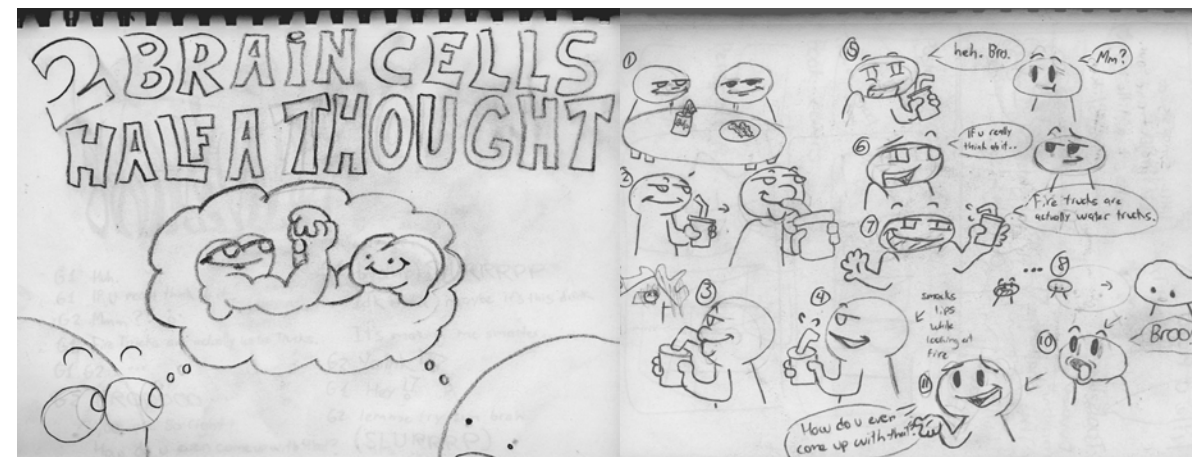
The biggest challenge while making this project was myself haha. I was overly too ambitious since we only needed like 4-5 pages for our digital book. Nahhhh how about 14 pages, not including the front and back covers. Despite the ridiculous increase in pages, It was hardly a problem! The only problem was that I was doing even more work but that didn't matter to me because I was having to much fun.



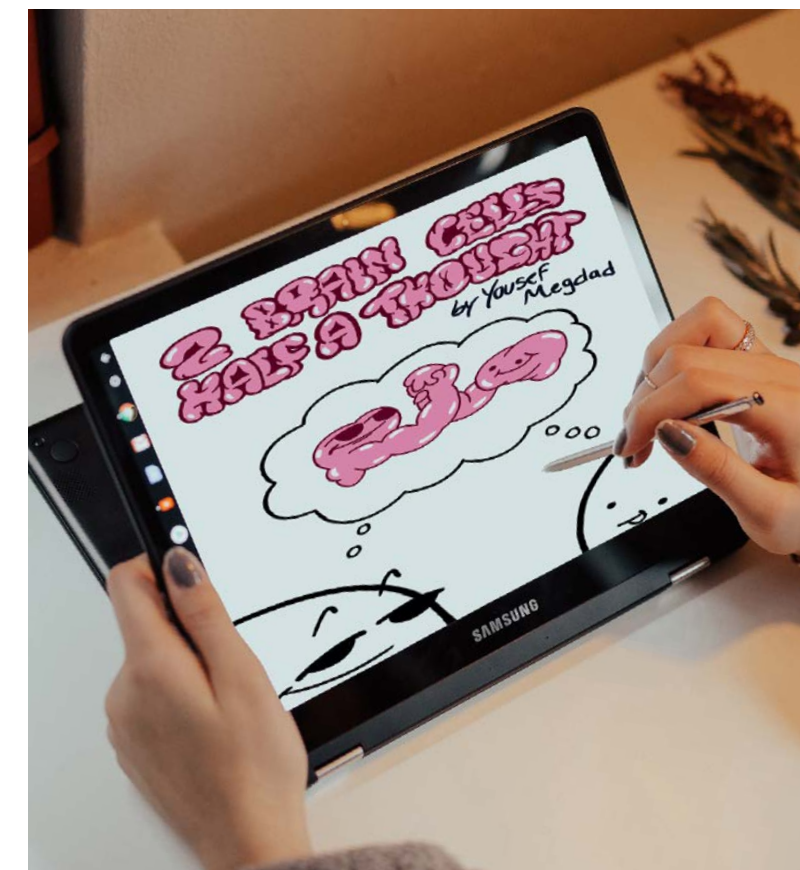
PROCESS+SOLUTION



The process went extremely smoothly! I didn't even know you could do small animations in InDesign. That's so cool! However, they are a bit lackluster so I took it upon myself to make some animations inside the panels. I would make a couple of frames and turn it into a GIF file so it looks like the characters are moving. It may seem small but it adds a lot of charm to the story I was going for. I don't think the jokes would've landed as well if I hadn't done those GIFs.



Download The
Epub file from my
website here!



PROJECT 22

Type: PSA campaign advertising

The Project

Create an advertising PSA campaign with 6 different mediums of advertising.

Date: Semester 4 Winter 2024

The chosen topic

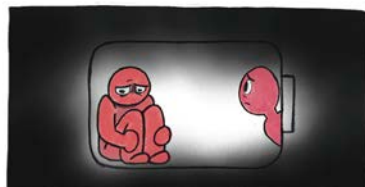
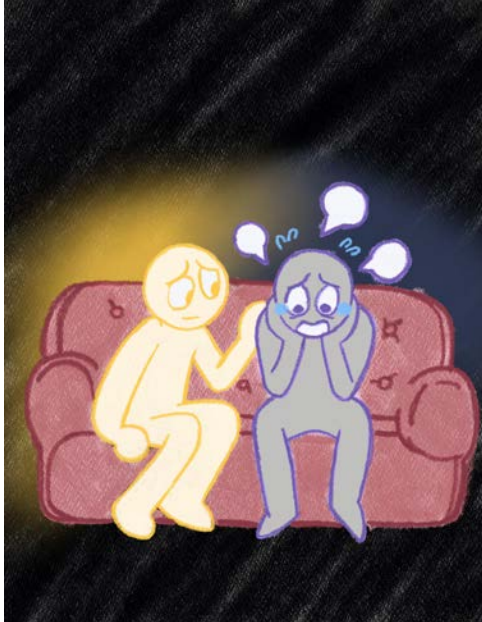
Depression and anxiety awareness



YOUSEF'S REFLECTION

From my fourth semester, this project was honestly pretty fun to make! Around that time I downloaded Procreate and drawing has never been easier for me. Say goodbye to drawing with the brush tool with a dang computer mouse. That sure was painful. For this project, we had to make 6 different promotional pieces in line with a PSA topic we could choose for our campaigns. I went with Depression and anxiety since I felt like it's still important to talk about in our day in age. The six different advertising ads were an Instagram post, a billboard, a bus stop ad, a postcard, a poster, and a magazine ad.

PSA CAMPAIGN



CHALLENGES

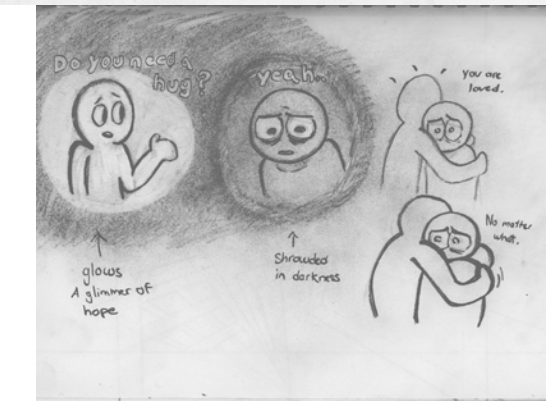
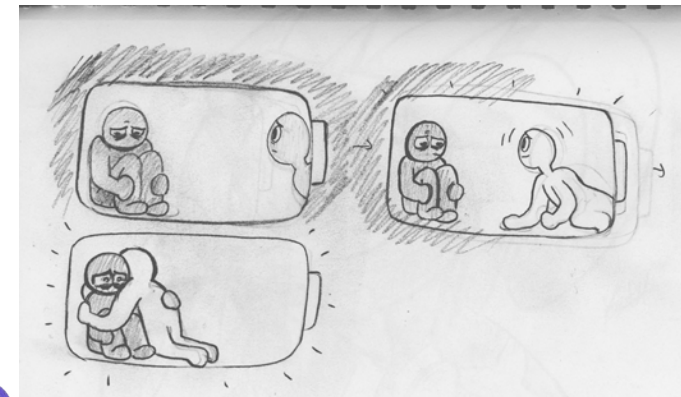
The biggest challenge for me with this project was to express the overarching message throughout all 5 illustrations without it feeling the exact same.

PROCESS+SOLUTION

The process was a little slow but I managed to create some illustrations that convey the message whenever you feel down, there will always be someone there by your side. When the going gets tough, you are not alone. I created 5 different illustrations that conveyed that message but also made them distinct by incorporating a scenario of a potential symptom of depression and anxiety/scientific facts. Lastly, I needed to make mockups of these PSA illustrations by using 6 different advertising ads.

Tools used:

Sketchbook, AdobePhotoshop, Procreate



FRESH MAGAZINE



PROJECT 22

Type: Magazine cover

The Project

Create an original magazine cover and make sure to convey it to a specific demographic in mind.

Date: Semester 5 Fall 2024

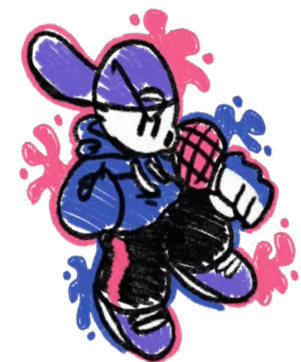
The chosen theme

Graffiti punk theme



YOUSEF'S REFLECTION

From my fifth semester, in my Publication Design 2 course, the magazine cover was probably one of my favorite projects to make that semester. The design of my magazine cover is completely drawn by me and that was super fun to do! The colors I chose are my favorite colors. This project was the start of my more consistent art style. With the splashes of paint, the sketchy imperfections, and the exaggerated character designs.



CHALLENGES

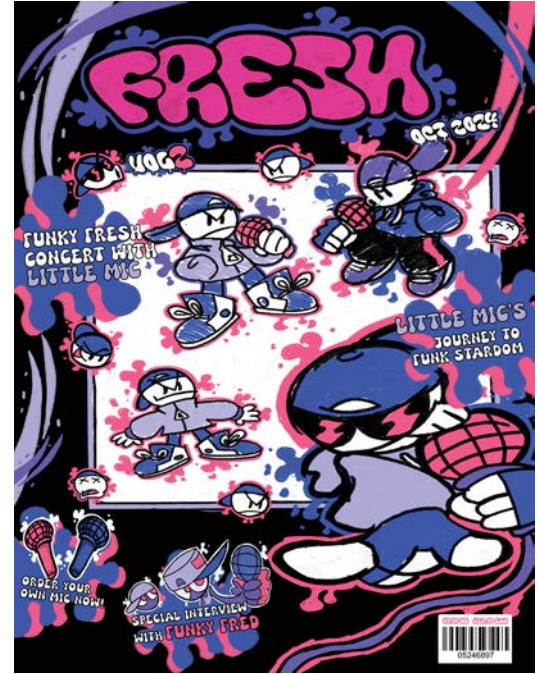
The demographic I had on my mind when making this magazine cover was a teen demographic. Roughly around the ages of 16 to 22. Youngsters who like to listen to funk and punk music that like to do graffiti and wear baggy clothing. A very specific demographic but I think I nailed the design with the character design of Mic and their fresh and punk like vibe. I wanted to create an illustration with a funky and graffiti looking aesthetic.

PROCESS+SOLUTION

I was inspired by a previous student's design where they made a punk/pop-up aesthetic magazine cover. Instead of using photography images in clever ways, I drew everything on my own. I tried to replicate a graffiti and sketchy style into my illustration piece and I think I pulled it off pretty well. I added a little touch of paint splatters around the outline of the characters, icons, and even the logo and paint strokes to make it more authentic to the theme as if it was sprayed on the walls of a back alley or a run-down building.

Tools used:

Sketchbook, Adobe InDesign, Procreate



PROJECT 23

Type: 3D Blender Animation

The Project

Create an short 3D Blender animation that tells a story.

Date: Semester 5 Fall 2024

The chosen theme

Halloween/Spooky vibe



YOUSEF'S REFLECTION

This Blender Project is a collaborative assignment with first-year students. The third-year students were tasked to create the story, make the storyboards, model the environment, and make assets where the main scene of the story will take place. While the first years will model the main characters for the story. The story starts with our main character lying in bed scrolling through their phone. Suddenly a little ghost appears behind them and spooks them. They get so scared they bash their heads into the back of their head and they launch their headphones far off from shock. The ghost floats towards the phone, picks it up, and hands it back to our main character. Our main character smiles, grabs the phone, and proceeds to thank the ghost. The ghost then looks back at the headphones and disappears.



SPOOPYBLENDER ANIMATIONS



Check out the finished video!



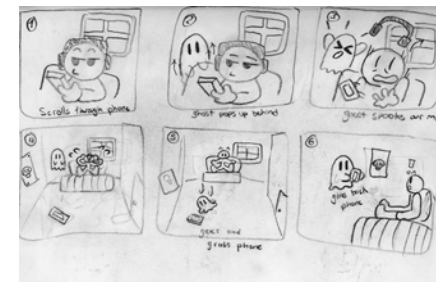
Tools used:

Sketchbook, Adobe Premiere Pro, Blender

CHALLENGES

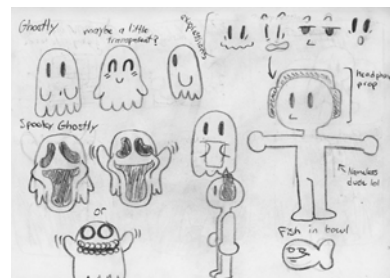
The first years were a little more familiar with Blender, however, us third years had never even touched 3D before. So I took it upon myself to learn Blender in 1 whole day so that I could model some assets for the scene/room where the story will take place. When creating models for the room, I would look around my room and try to replicate some of the objects in Blender. For Example, I looked at my own Nintendo Switch, my phone, my lamp, my light switch, and my outlet and tried my best to replicate it in the software. Once I got the hang of the basic tools, It was honestly smooth sailing from here. I was able to create more than 8 unique models for the room.

I took it upon myself to animate the whole thing on my own. It was one heck of a task I gave myself but I was determined to do it all on my own. I was the one who made the storyboard so I knew how to place the camera and models the way I wanted them to. A big challenge when creating the animation was moving the pieces of the character models.



PROCESS+SOLUTION

The process was kind all over the place to be honest haha. We only had 2 weeks to do this project which isn't a lot, especially since we third years have never used Blender before. As mentioned before I learned Blender pretty much in 1 full day and it was pretty dreadful learning a bunch of things. However, I got the hang of it and got started on making some of the props for the animation. But before all that Jayvee (another Third year in my team came up with the story and I drew up the storyboard. Once that was done we went straight to prop modeling. I had modeled, a light switch, an outlet, a bed, a nightstand, a Nintendo Switch, a lamp, some mushroom plants, and a Kirby plushy. They were pretty fun to make once I got a basic understanding of the controls and tools.



As mentioned before, I took it upon myself to animate the whole scene on my own. I knew that if everyone in the team animated a part of a scene and then we compiled all of our parts, they would look all very incohesive. But if one person animated the whole thing, it would look consistent. And since I drew up the storyboards, I knew everything beat for a beat so I was perfect for that task. The problem with the first-year students' character models was that they were not rigged. By rigging the model, it'll make it very easy to move the characters the way you want. However, I did do a turn-around and decided to move each piece of the model for the animation. I would have to keyframe each piece of the model so that they would all move together. The process was slow at first but once I got the gist of it, it was smooth sailing from there. I also added lighting to the footage. The shine of the phone screen, the light of the lamp was done by me.



HIDDEN GEMS LOGO BRAND



HIDDEN GEMS

PROJECT 24

Type: Logo brand

The Project

Create a logo for a made up company design a brand guide towards that brand.

Date: Semester 5 Fall 2024

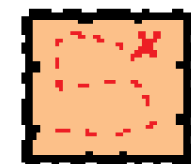
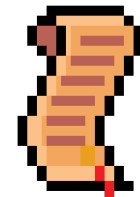
The chosen theme

Indie video game company called Hidden Gems



YOUSEF'S REFLECTION

For my Graphic Design 5 class, the company logo brand was one of my favorites that semester. We had to create a brand guide for our made-up company. For this project, we had to design a logo for a made-up company. Since I love video games I wanted to create a logo for an indie company. Who knows, maybe I'll reuse this logo for a future indie company of my own someday!

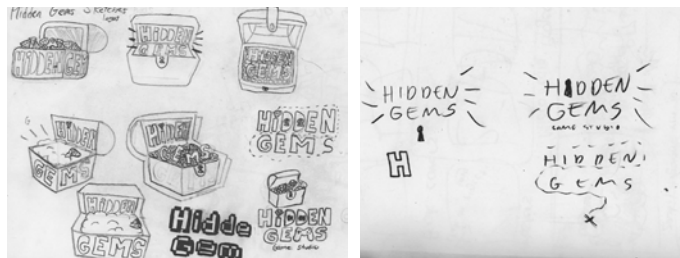


CHALLENGES

My biggest challenge for this project was the logo design. For many of my sketches, I would draw more so illustrations instead of simpler designs for the logo. I struggled with that for a bit. I wanted to create a logo that was simple but would evoke the main point I wanted to come across. A "Hidden gem" is a term from gamers. Every gaming console has a huge gaming library so there are bound to be a few games that you might miss out on. Whenever people play niche/not-so-well-known but beloved games from die-hard fans, they are called hidden gems. Hence the name. As the player, you are bound to have drastically different gaming libraries on your system compared to your friends. Maybe a friend will recommend a game you've never heard of. You give it a try and you end up loving it. "This game is a hidden gem." The gem represents the treasure and "hidden" is self-explanatory. I wanted the letter "i" in Hidden would be replaced by a keyhole to represent the treasure chest.

Tools used:

Sketchbook, Adobe Illustrator, InDesign



PROCESS+SOLUTION

My biggest challenge for this project was the logo design. For many of my sketches, I would draw more so illustrations instead of simpler designs for the logo. I struggled with that for a bit. I wanted to create a logo that was simple but would evoke the main point I wanted to come across.

A "Hidden gem" is a term from gamers. Every gaming console has a huge gaming library so there are bound to be a few games that you might miss out on. Whenever people play niche/not-so-well-known but beloved games from die-hard fans, they are called hidden gems. Hence the name. As the player, you are bound to have drastically different gaming libraries on your system compared to your friends. Maybe a friend will recommend a game you've never heard of. You give it a try and you end up loving it. "This game is a hidden gem." The gem represents the treasure and "hidden" is self-explanatory. I wanted the letter "i" in Hidden would be replaced by a keyhole to represent the treasure chest.



PROJECT 2S

Type: Branding

The Project

Create and design an innovative brand and eye-catching identity for the marketing for the 2025 Micromedia Vernissage for Vanier college.

Date: Semester 6 Winter 2025

The chosen concept:

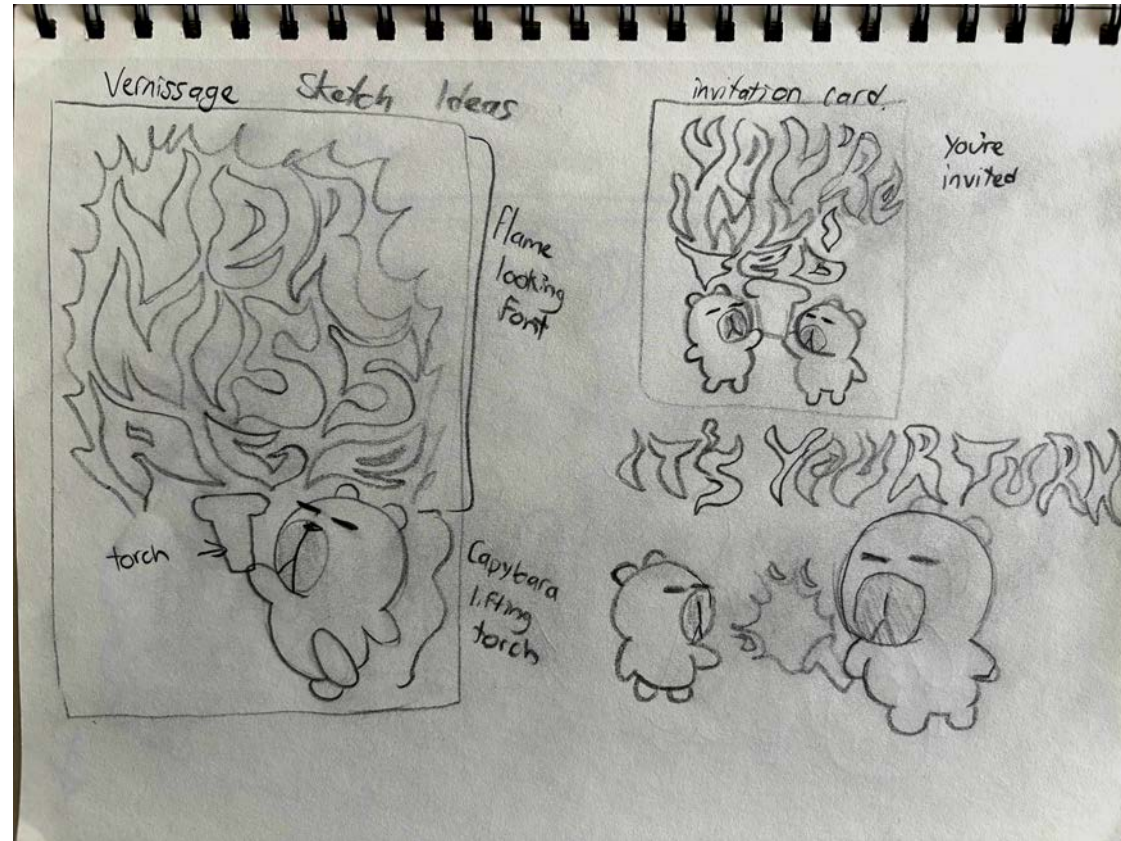
A capybara passing down the torch



At first, I wasn't too confident in myself with this project. But with a little push of encouragement and determination, I created something super charming in so little time. The idea of my concept is a Capybara passing down the torch. Very bizarre I know but hear me out. Capybaras have sort of turned into our Macromedia program's mascot over the years. Like our inside joke for the program. So I wanted to pay homage to that. We are the last students in Micromedia, now that Multimedia is the new and improved version of our program. There aren't many students, about 20 or so in our section. We being the last remaining capybara's passing down the torch to all the new capybara's coming into the new program in the foreseeable future. It is indeed their turn to continue our legacy as Multimedia students.

VERNISSAGE





CHALLENGES

My biggest challenge by far was making my concept work, to make it feel impactful and eye-catching. I already had my concept in mind. We are the last Micromdea students at Vanier College and since there has been a program change, the name Macromedia now goes by the name Multimedia. It was as if we were being erased. It is pretty sad to think about. But I wanted to reflect on the fact that despite being the last ones, we will pass on our legacy to all the future Multimedia students for the foreseeable future. Moreover, to represent us Macro-media students, I wanted to go with a capybara since it has become our unofficial mascot over the years. So with that concept in mind, all I had to do was make it work! How could I make an idea like that appealing but also work as a design?

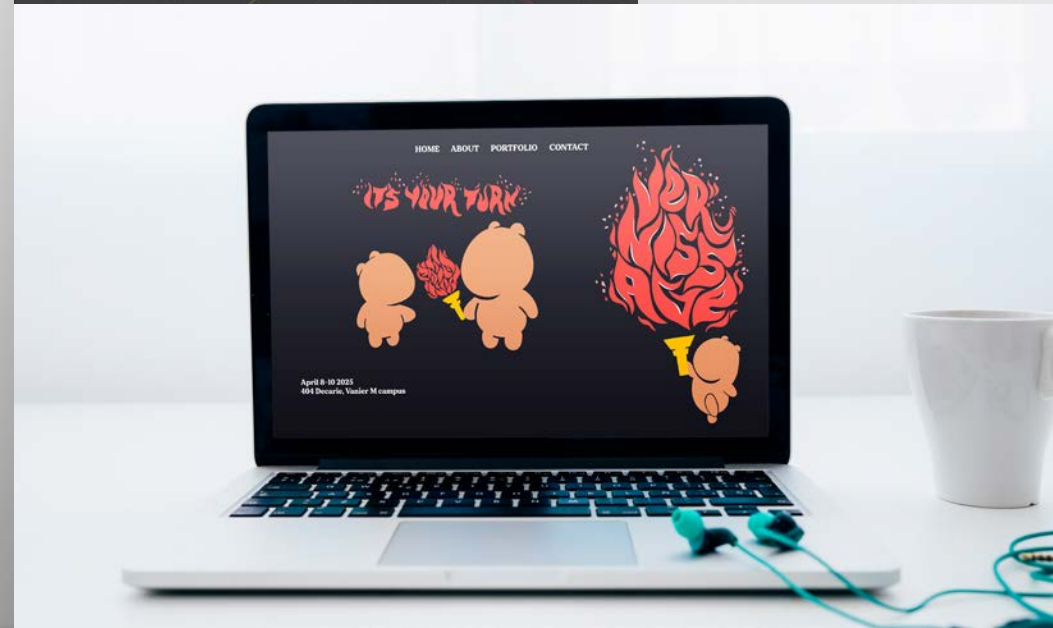
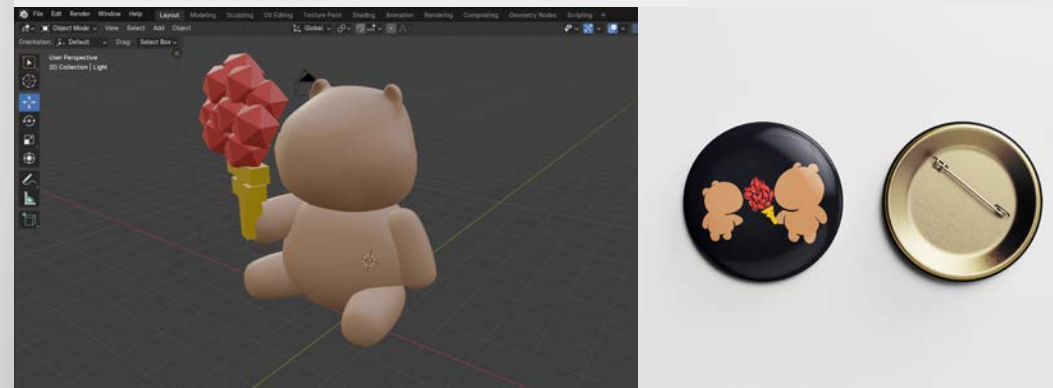
Tools used:

Sketchbook, Adobe InDesign, Photoshop, Procreate

PROCESS+SOLUTION

With my capybara passing down the torch idea in mind, I had to make it work despite how silly it was! I couldn't keep my mind off it. So I got to work! I always do big illustrations but this time I wanted to cut back on the illustration and focus more on the typography of how my poster design would look like. But I love drawing so much I had to do something with it. So I made a balance between type and illustration. I wanted the text "VERNISSAGE" to look like flames, so I went and looked for fonts that would fit but there wasn't anything for me. So I drew up all the letters in "VERNISSAGE" in the style of flames. But I couldn't just have it say Vernissage in flames and call it a day. So I drew up a little capybara holding up a yellow torch. By drawing the capybara with the torch in hand, I wanted to make the text "VERNISSAGE" form an actual flame silhouette so it looks like the fire is from the torch itself. And with that, the final design of my concept was ready. With that finalized, I can create the rest of the required elements for my Badge, pin/button, invitation card, website mockup, as well as a 3D model figure.





PROJECT 26

Type: Personal Project



The Project

Create a personal project that tests your skills after learning so much from the program.

Date: Semester 6 Winter 2025

The chosen idea:

Character Animation

Tools used:

Procreate



YOU SKETCH IT ANIMATIONS



Check out the animation!



YOUSEF'S REFLECTION



For my project, I wanted to make an animation. I had made a few animations before so I wanted to give it a go again! At first, I wasn't sure what I wanted the animation to be at first. I had a whole afternoon just pondering, scratching my head, and writing down ideas of what my animation could be. I didn't want it to be long so I decided to make the animation that loops. The idea of my animation was me switching into some of the character designs I made throughout the semester. So I had, Lucky the Rabbit from my game project and the Skaterboy from the 4 animations project. Those two projects were one of my favourites so I had to add them somehow to my animation.

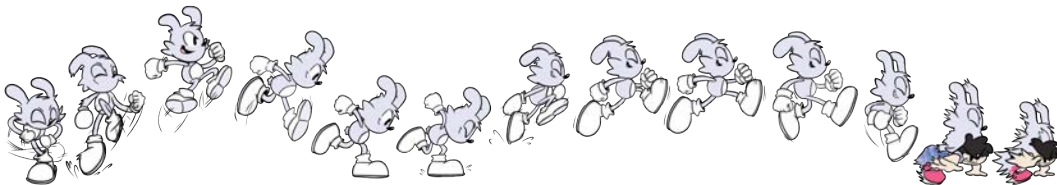
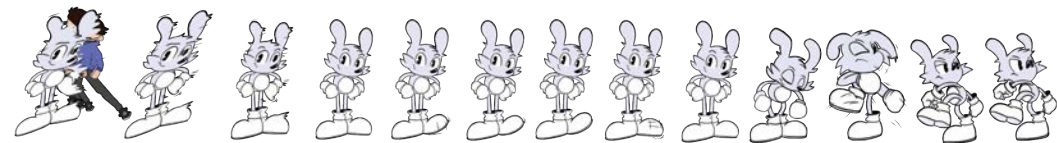
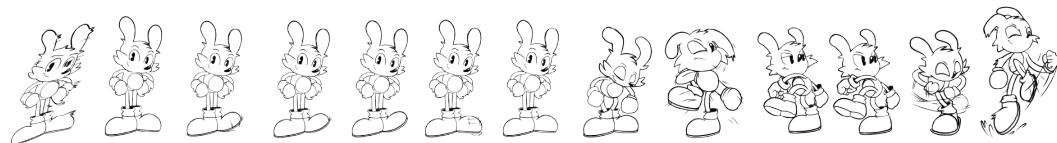


CHALLENGES

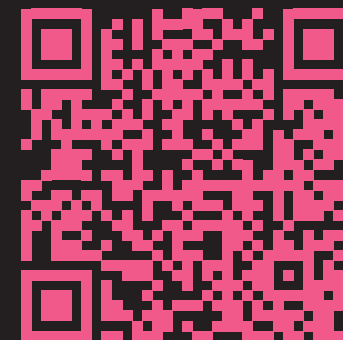
The biggest challenge when making my animation was definitively animating the transitions between the characters. I had some trouble making it look seamless and natural. Another challenge was trying to figure out what I wanted my characters to do in the animation. I didn't want them to feel static and boring. I wanted to bring them to life and by animating them doing a specific action, it'll greatly evoke their personalities. I wanted it so that when you look at the character designs and what they are doing in the animation, you can understand their personalities.

PROCESS+SOLUTION

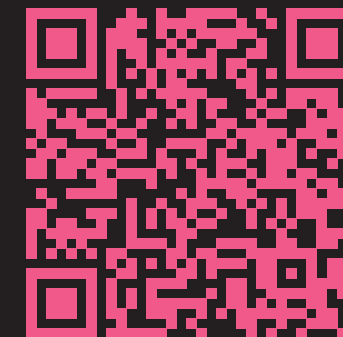
The process was pretty slow but it was going smoothly enough. Making the animations for the 3 characters was simple enough but making the transition between them was a little hard. So what I did was make some smear frames to give off the look that it's moving very quickly. In those smear frames, I would combine two of the characters that would transition between each other. It would look like they were meshed and fused partially. At first for my Lucky the Rabbit, I was going to make Lucky run towards the other side of the canvas but that would've been kind of lame so I changed it to him hopping towards the end of the canvas all happily. The hopping animation would look more dynamic and less static if he was just running instead. For my Skaterboy animation, at first, I wanted to make him do a trick on his skateboard but I changed it since I already animated that in a previous project so I wanted to try something new. I ended up with the idea of dancing. More specifically a break dance spin. It gives off a punk and cool feeling. I feel like the whole punk aesthetic can be easily correlated to skateboarding so tried to make a connection with break dancing.



CONTACT



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THANK
YOU!

