PORTFOLIO MOSES MWEMERA

JULES GRAPHIC DESIGNER

INTRODUCTION





Enjoy leafing through my portfolio.



My name is Moses Jules Mwemera.
graduated from Seneca College of Applied
Arts and Technology. I am simply anawesome
graphic designer to work with. I devote mysel
o provide quality service with respect for
deadlines and expectations. I'm trustworthy.
esponsible and reliable

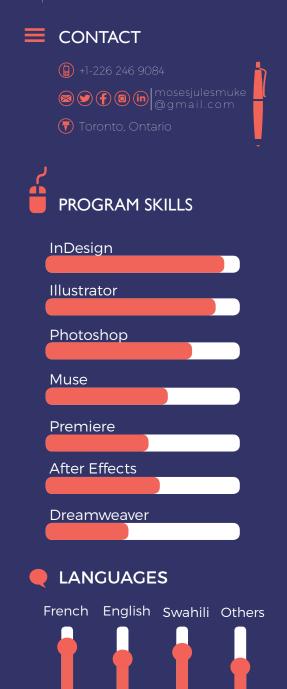


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PAGE COLLEGE

PRINTING



OVERVIEW

Projects of visual communications that I have designed all along my five semesters convey the information to an audience through international aesthetic design, printed on different projects. Designs printed on paper, and visual design was presented on posters, brochures, flyers, packaging, business cards, book covers, book design and layout. Also on magazines, banners, shopping bags, and many more projects.



DESIGN

AMERICAN IRON MAGAZINE

OBJECTIVE:

The goal of this project was to totally redesign an existing magazine from cover to cover, subsequently making it more attractive. Therefore it is more effective and readable.

We also researched the elements of the magazine and how to use them to make it more visually attractive to the reader. These include header, subhead, body copy, bleed, pull quote (cutline), drop cap, text wrap (runaround), photo (cut), indent, stickup cup, justified text, jump line, dingbat or glyph, rag right or left aligned text gutter, grid, sidebar, margin, baseline, credit, folio (page number), infographic, crop marks, registration, by-line, kicker or eyebrow, etc.

PROCESS

This project started with redesign of the cover, the table of contents, masthead, departments and feature stories of the magazine to come up with an eye-catching layout. It was a great challenge at the beginning, but the methodical production techniques utilized resulted in an effective design.

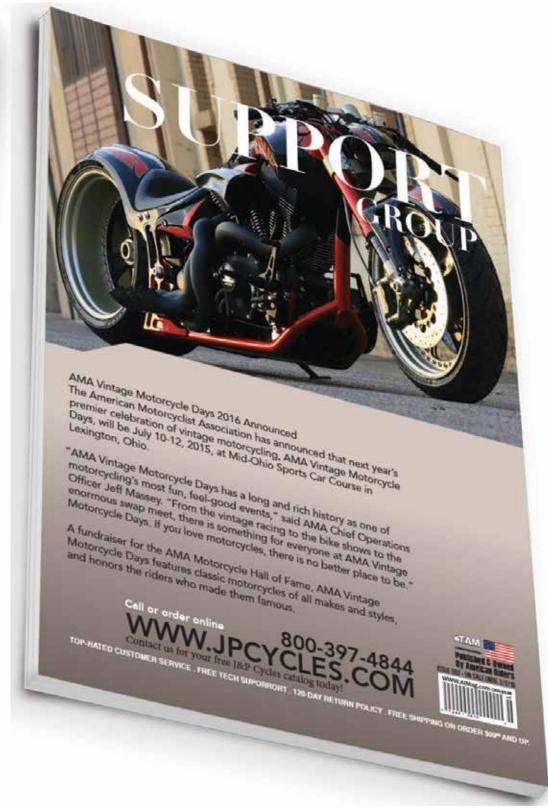
SOFTWARE USED

Adobe InDesign Adobe Photoshop Adobe Illustrator

TIME TO COMPLETION

Ideation 26 hours





NEW BIKE REVIEW



HOTTEST CUSTOM IRON	76 THE FRIEND SHIP Who better to share a build with th
	your friend?
46	
KDDY WAMPUS Gilby's chopper puts a new	90













NEW BIKE REVIEW. by Dain Gingerelli





TECH SHOOTS AND ROAD TIME December 31, 2015 by Staff

7618R



AMERICAN IRON









HARLEY MY DREAM

NEW BIKE REVIEW . by Dain Gingerelli



2016 HARLEY FAT BOY S RIDE AND REVIEW



2016 H-D

Sportster Forty-Eight

Some welcomed changes and improvement for good of Forty-Eight



29th Annual Donnie Smith Bike and Car Show April 2-3

























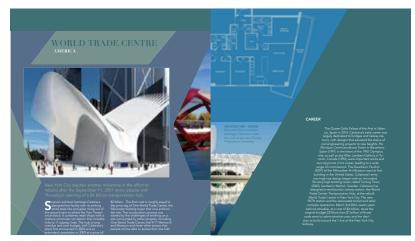














BOOKLET

SANTIAGO CALATRAVA

OBJECTIVE

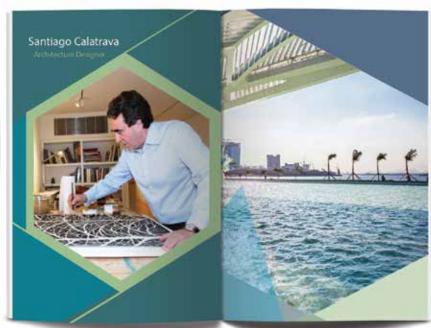
To design a booklet of a preferable architect in order to know the process of printing and proofing the booklet.

PROCESS

Searching a preferable architect, preparing the layout of a booklet.













PRODUCTION

MANGWA CONDOMINIUM

OBJECTIVE

Creation of a five piece campaign for a condo tower in Distillery District, Toronto. An advertisement, an eight page brochure, sale folder to hold the brochure, construction hoarding graphics and a website, and the responsibility is the design of logo / word mark that will be predominantly typographically based. The brochure will be minimum eight pages and will be a dramatic and dynamic size. Featuring photocopy as well as supplied photography and the supplied copy.

PROCESS

To provide the copy for all the pieces and appropriate stock include five elements, which photography, designing of the logo word mark, advertisement, brochure and includes the website.

The challenge of this project was thinking of the start up of theme, but down the road every thing flowed after sketching the lay out, and the result was great.

PROGRAMS (SOFTWARE) USED

Adobe InDesign Adobe Muse Adobe Edge animate

TIME TO COMPLETION

Ideation 10 hours











THE APEX DEVELOPMENT TEAM

Since its inception over three decades ago, Apex Developments has successfully become an industry leader in community development across the Greater Metropolotan Area. A hands-on commitment to innovative architecture, quality workmanship and customer care has earned Apex an unparalled reputation within this competitive industry. Indeed, our uncompromised vision and imaginative blend Indeed, our uncompromised vision and imaginative blend of contemporary and traditional designs has attracted many families to their distinctive communities across the GTA, including Toronto, Brampton, Mississauga, Etobicoke, Richmond Hill and Ajax. Founded in the early 1970s, the company has since expanded from custom home construction to large scale home developments, to condominiums. An unwavering commitment to customer satisfaction and a firm beliefin superior craftsmanship weaves together these projects under the Apex name. Ensuring your full confidence in the future of your home is our first priority. With over one thousand families to date investing their trust in an Apex home, we renew our commitment to you.



PRESENTATION

A splendid outdoor Swimming Pool and Hot Tub is the perfect setting to energize your senses. Enjoy alfrescodining under gorgeous sunny skies. Host a barbeque party on the Rooftop Terrace Deck overlooking the energy of the Distillery District below. The cozy Indoor Lounge is the perfect place to relax with friends. This is your life at The Gooderham – cool, hip, urban, sophisticated – and totally exhilarating.

Centre 33 Mill Street Noon - 8PM daily except Friday 416-589-9500 www.ariellofts.com





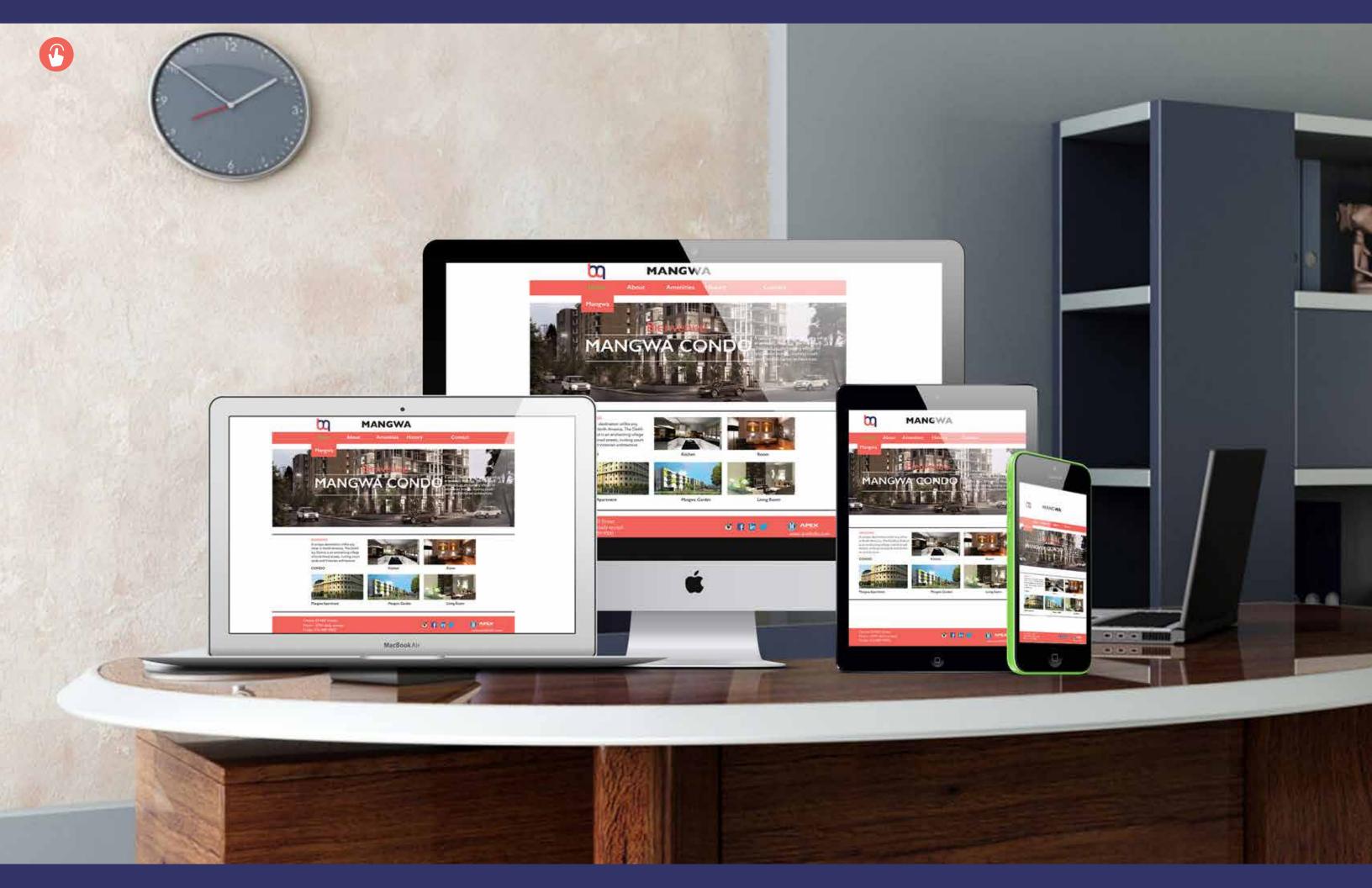
















EDITORIAL INFOGRAPHIC

LIFE CYCLE OF BUTTLEFLY

OBJECTIVE

To create a visually appealing study of Butterfly production.
The goal was to study the life cycle, anatomy, and migration of Canadian butterfly to Mexico, and to differentiate the eleven types of butterflies existing in North America

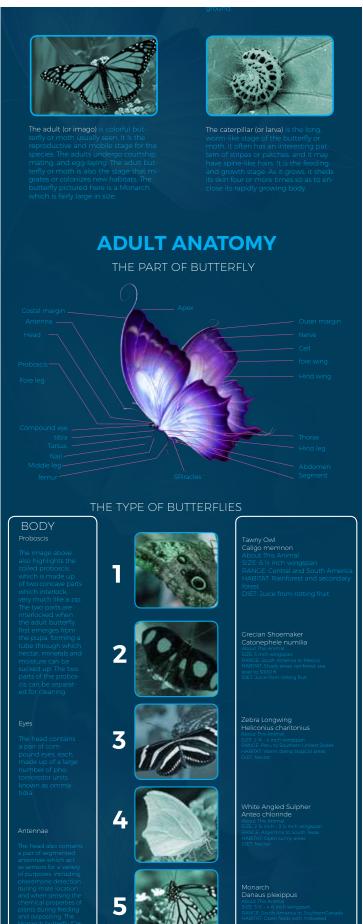
PROCESS

Searching and collecting the information of butterfly. Creation and sketch of the layout, and creation of eye-catching colours that will go hand in hand with editorial information.

The challenge to this project was the balance of imagery, colours and text. In other words, to chose the theme that will coordinate with the story of the butterfly.















BOOK COVER THE STORY OF AN HOUR

OVERVIEW

The Story of an Hour, is a short story written by Kate Chopin on April 19, 1894. It was originally published in Vogue on December 6, 1894, as "The Dream of an Hour". Later it was reprinted in St. Louis Life on January 5, 1895, as "The Story of an Hour".

To create an image based composition using one or more images with the intent of creating a successful photographic composition / Photoshop for a book cover redesign.

OBJECTIVE:

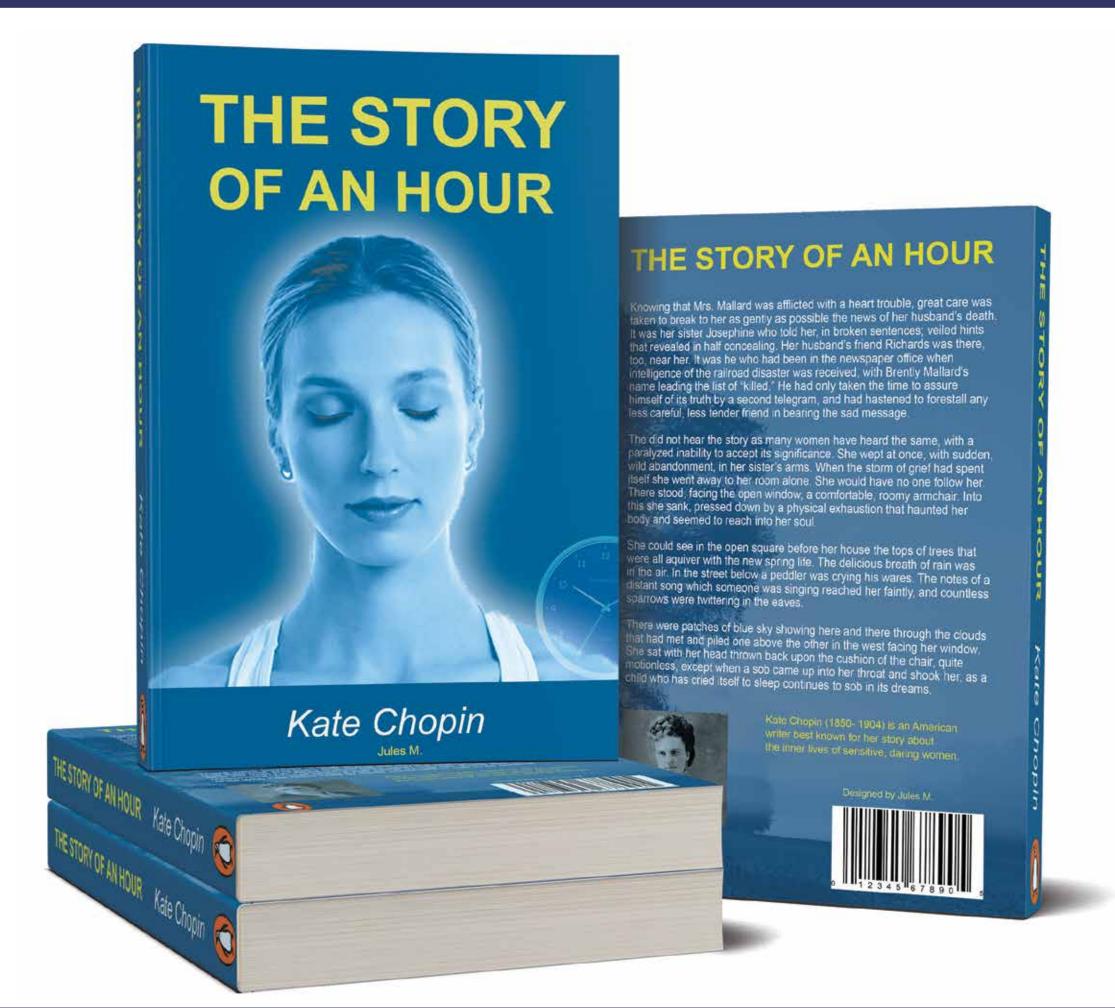
To demonstrate problem solving skill, in selecting and merging the images into an successful composition that reflects the mood, energy and message behind the them of the book that includes the title and author of the book. Technical proficiency displays an understanding of Photoshop tools / effects to assemble the type and photographic elements into a comprehensive and engaging composition.

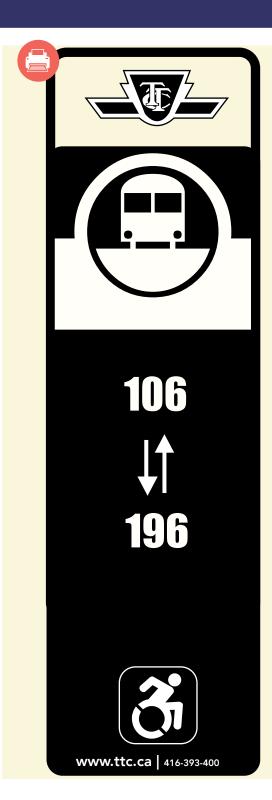
PROCESS

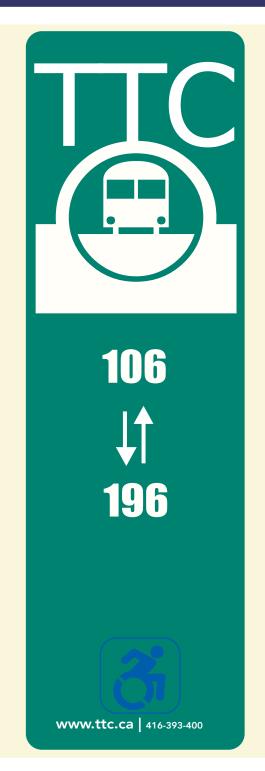
The cover uses different photographs and graphic effects to fascinate the reader. Typeface was used to set a clean and precise lack. Blending mode was successfully technics to demonstrate problem solving skills.

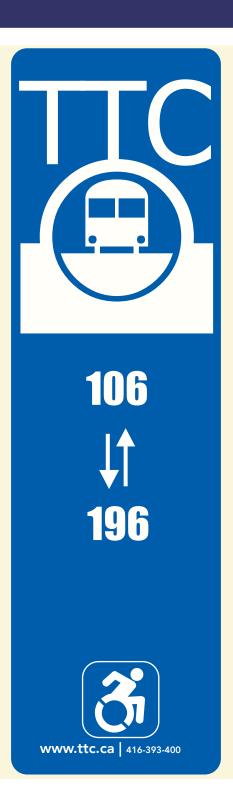
THE CHALLENGE

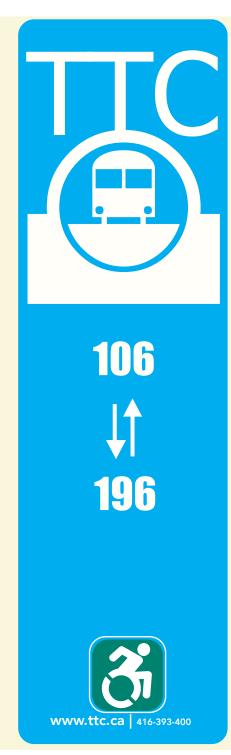
To come up with mixed cover image was the big challenge to wind up with a fascinating front cover so that the cover reflects the mood of the story.

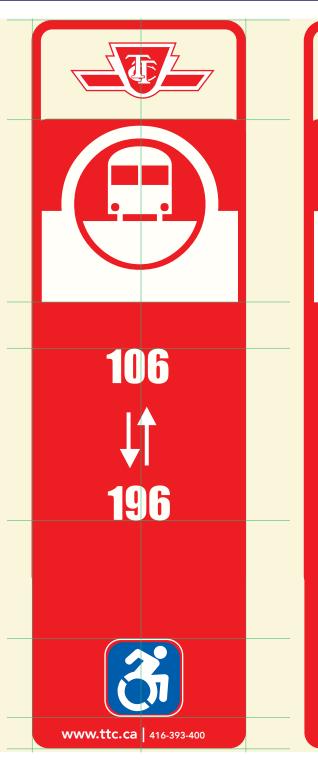


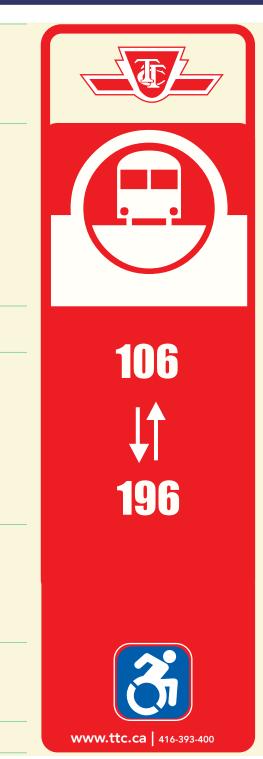














SIGNAGE

OBJECTIVE

To compare, contrast, and analyse public signage from various parts of the city or around your home Evaluate and redesign one to comply with information-design principles. Does not necessarily have to be parking signage; just any signage that is confusing.

PROCESS

Photo-ethnography of actual existing signage. Recreate signage structure using a grid. Explore use of symbols / text / timelines, etc.to produce a variety of solutions Black &white layout using design principles. Use typography to create emphasis. Use colour to connote divisions



BROCHURE SEARCH AND RESCUE

OVERVIEW

Every year York Region receives about 1200 missing person calls. Often, missing persons are elderly people with dementia or children with autism and they are disoriented and frightened. Our job is to search for migically and tirelessly in order to bring them home to their loved ones.

We currently have a team of 306 Search and Rescue personnel consisting of managers, team leaders and ground searchers.

OBJECTIVE:

"HELP BRING THEM HOME"

To be a part of the first Search and Rescue (SAR) Volunteer team aligned with their special force, York Region wants people to join their team to rescue the victims and bring them home. York Regional Police wants to augment that force. They will be the first police unit in Canada to recruit and train volunteers alongside their officers. Their value their community and desire to build a better and safer one alongside their civilians.











TRAINING

You will be provided with all the same training as all of our full-time SAR officers. Over the course of about 40 hours or 4 weekends you will be trained in skills such as first aid, OPR, navigation, belaying, human tracking and crime scene preservation. You will become familiar with all of our equipment such as night visions goggles, thermal imaging, metal detection, and a good of fashioned compass. Most importantly, you will understand lost person behaviors and where to look in the critical first hours of a disappearance.

YOUR TEAM

Join a team of driven and compassionate individuals who would like to make a difference in their community. Volunteer Search and Rescue is committed to diversity and inclusivity, we provide you with the support and mentorship you need to reach your potential in search and rescue, and we appreciate everyone.



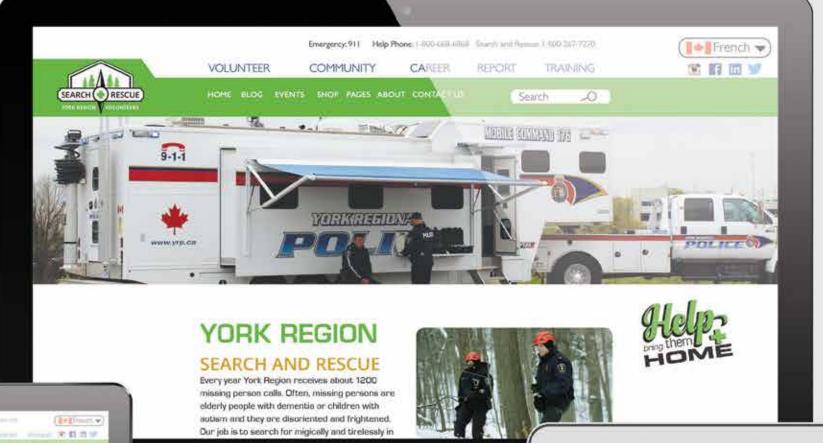


CONTACT York Regional Police 47 Don Hillock Dr

Aurora, ON L4G OS7 Toll Free: 1-866-876-54 E-mail: info@yrp.ca Emergency? Call 9-1-1 Chris Whitworth

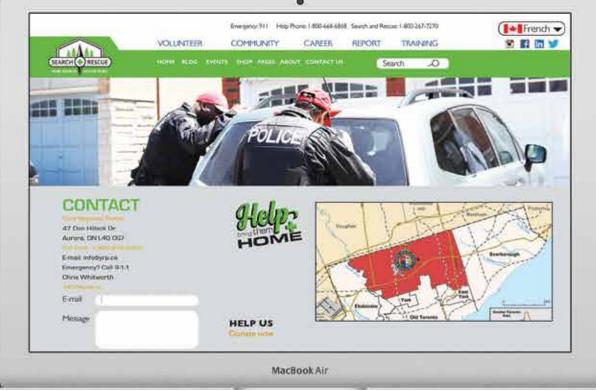






HOM







MUSIC APP.

G-WAY BAND

DESCRIPTION

The music group is G-way band, which is a Christian group based in east Africa that serves Almighty God.

OBJECTIVE:

Music group that I currently enjoy.
Goal is to design the different layouts
(double page spread, CD Package,
T-shirts, develop a concept and
design an app), and the design of this
project will reflect the music group
brand. On top of that, the objective
is to make the app sticky, to make
people stay and not jumping away
to Facebook/ Twitter/ sound cloud/
YouTube/ iTunes etc. so social media
should be limited user will "app."

THE PROCESS:

To create a logotype for the Music group that will be designed on typography and graphics. Landing screen with new logotype.content (navigation), video screen, music player screen, biography brochure or screen. Photoshop is the main software used along the whole process.

















IDENTITY

G-WAY BAND

DESCRIPTION

The music group is G-way band, which is a Christian group based in east Africa that serves The Lord.

OBJECTIVE:

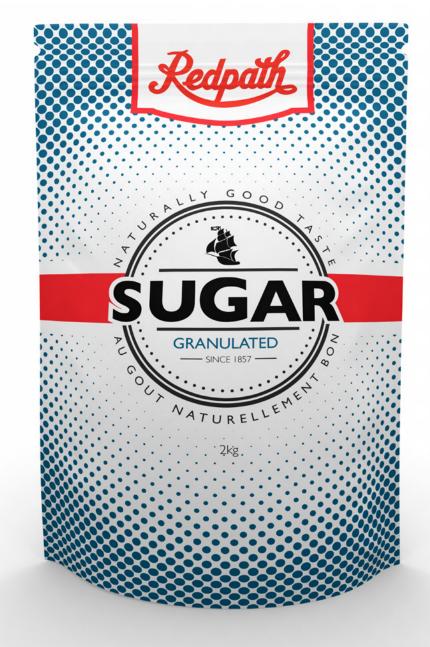
The goal is to create the brand identity of G-Way Band to differentiate from other existing bands in East Africa.

THE PROCESS:

To create a logotype for the Music group that will be designed on typography and graphics. Landing screen with new logotype, content (navigation), video screen, music player screen, biography brochure or screen. Photoshop is main software used along the all process.





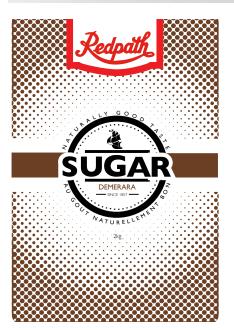


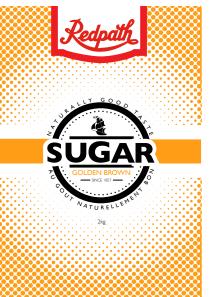


IMC: REDPATH SURE

OBJECTIVE

Redesign the existing product by determining the hierarchy of the cracker package using its components, which are products listed hereafter: Product descriptor, violator, brand name, subbrand name, romance copy, co-brand product, graphic device, net weight. The choice of the product was Red path sure to be redesigned













VINTAGE PACKAGE DESIGN

OMO

OVERVIEW

OMO was first registered in the United Kingdom in 1908 and launched in Kenya in 1953 making it the oldest laundry powder brand in the country. The acronym OMO which is a household name stands for "Old Mother Owl".

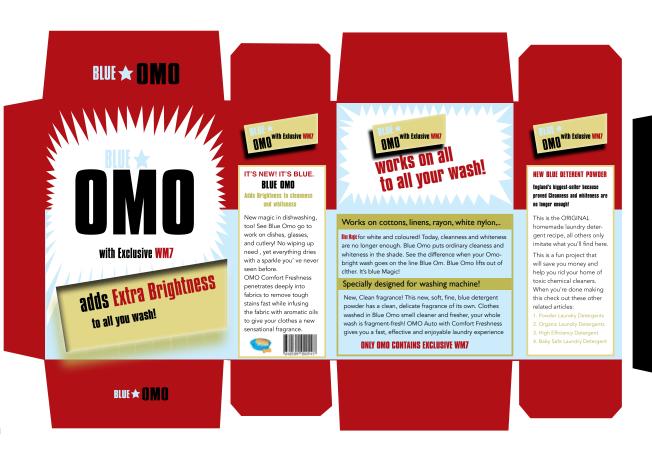
OBJECTIVE

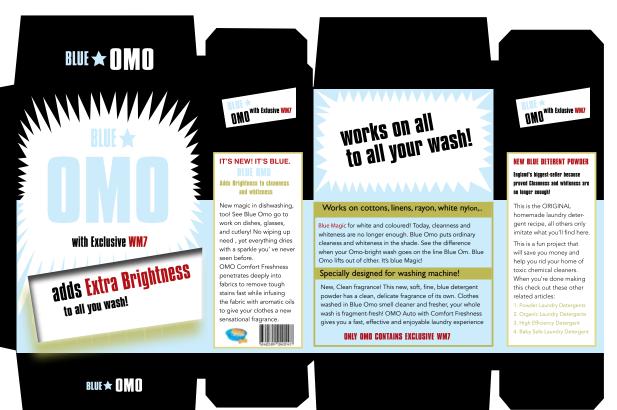
For this lesson, we are stepping back in time. The objective is to create a unique vintage packaging design for a modern product.

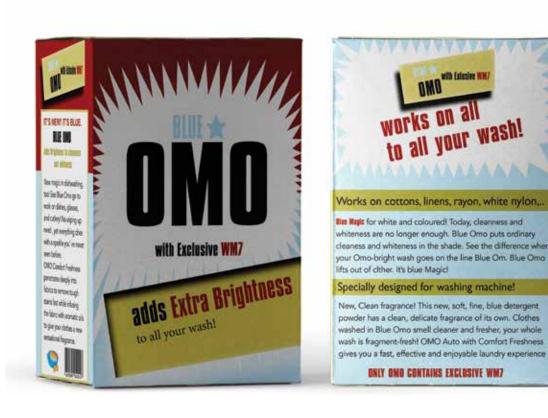
Working in pairs, I chose OMO as one of my packaging design.

PROCESS

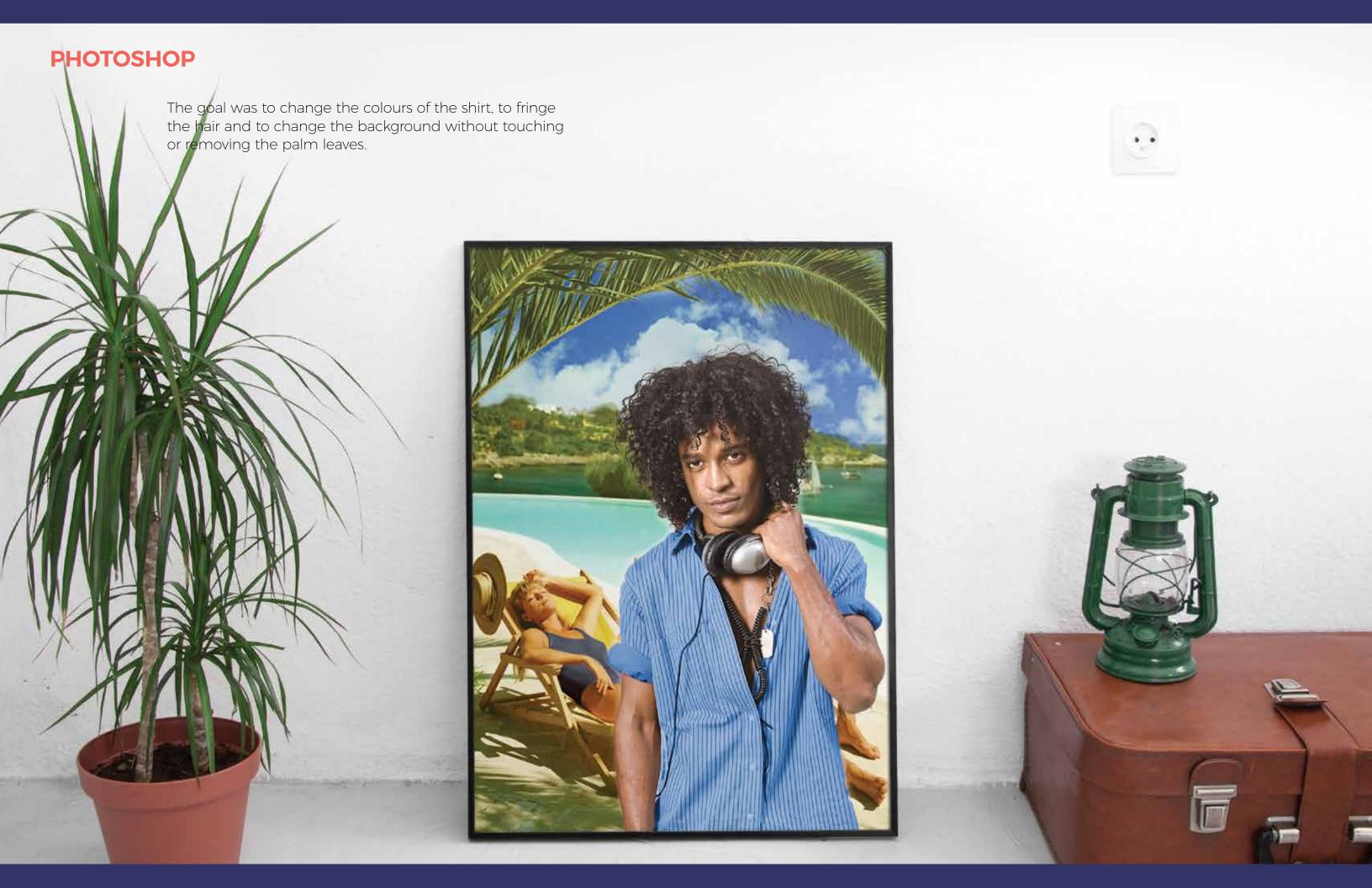
Begin with a series of thumbnail sketches and mind map. To create a vintage packaging design using OMO carton. Using the OMO package I created a die line of the carton. Using the appropriate typeface, vintage colors, and all the information messages will be included: Brand identity, product name, product description, and promotional message. The final project will consist of a 3D prototype.

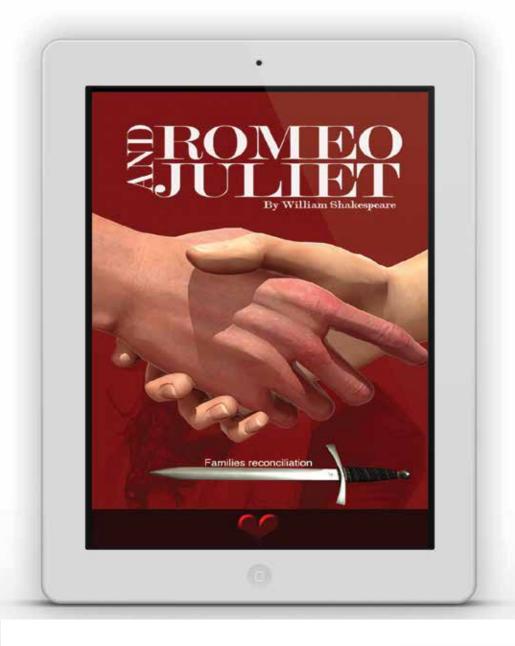






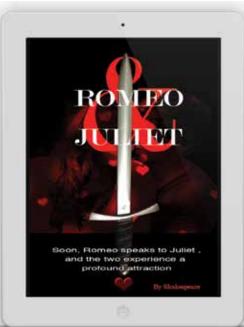
















PHOTOSHOP

ZODIAC

Scorpios are known by their calm and cool behaviour, and by their mysterious appearance.

The project was to mix different images and blend them to come up with one condescended images.

WINDOW DIPLAY

Addidas

The goal was to change the colours of the shirt, to fringe the hair and to change the background without touching or removing the palm leaves.



OVERVIEW

The purpose of this Interaction design project is to create products that will enable the users to achieve their objectives in the best way possible. It will also involve users doing research (find out who the users are in the first place), creating user personas (why and under what conditions, would they use the product). In addition, wireframes and prototypes will effectively be designed, creating wireframe. They are layouts of the interaction in the product, and create interactive prototype that will look exactly like the actual app or website.



OBJECTIVE

To design and develop a website related to Condo assignment. To apply the theories of web design we studied, and use Dreamweaver / Muse & Photoshop to complete the assigned tasks. This will be the online component of my Condo Campaign.

PROCESS

Using the concept from the Condo project design and produce a website, including the home page and at least four of the inside pages. You will use the provided copy and stock photography, as well as your own logo word mark and site photography. The website will promote the condominium project, as per your print campaign. Please include a link (lo-res pdf) to your brochure on one of the inside pages.





CONCEPT MAP SITE MAP

INTERACTIVE

THE HEALTH APP

PRODUCT DESCRIPTION

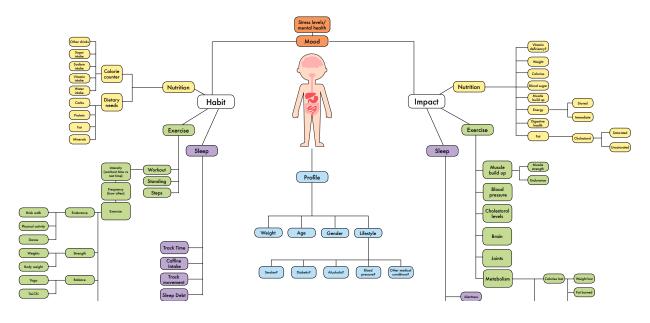
The health app is an application that records your personal lifestyle habits, sets goals you want to achieve, gives you information that helps create a routine for your ideal lifestyle. It records habits such as mood, nutrition, exercise and sleep and shows the user the impact of their habits. The user's profile is filled with personal information that helps the app determine the impacts.

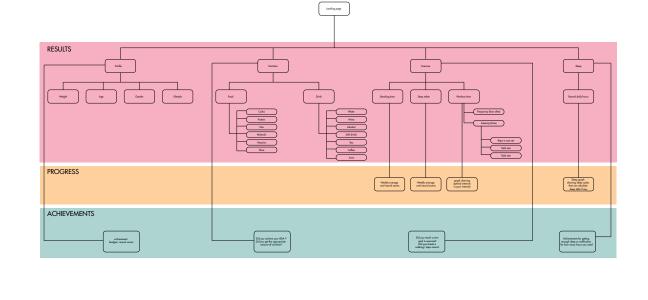
GOALS

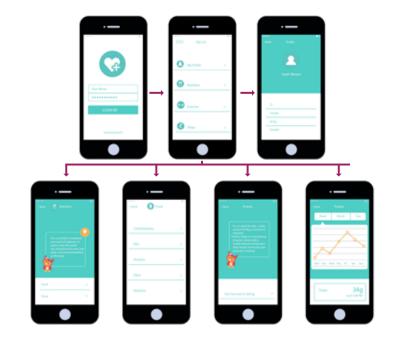
To create an app to help the user live a balanced life. To help user create a specific health regimen.

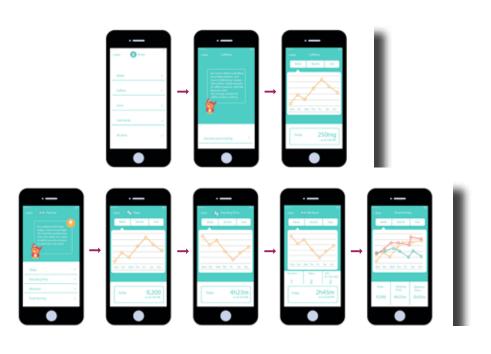
To help user understand why they need to make the changes to their lifestyle.

To show the user their progress and their achievements in changing and maintaining a healthy lifestyle





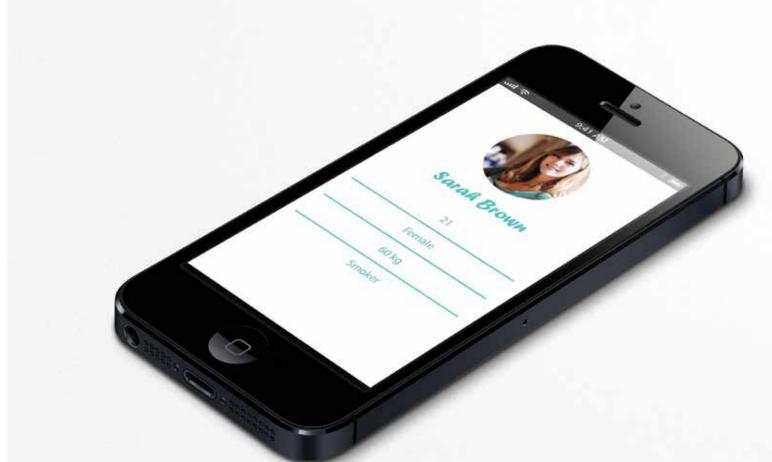


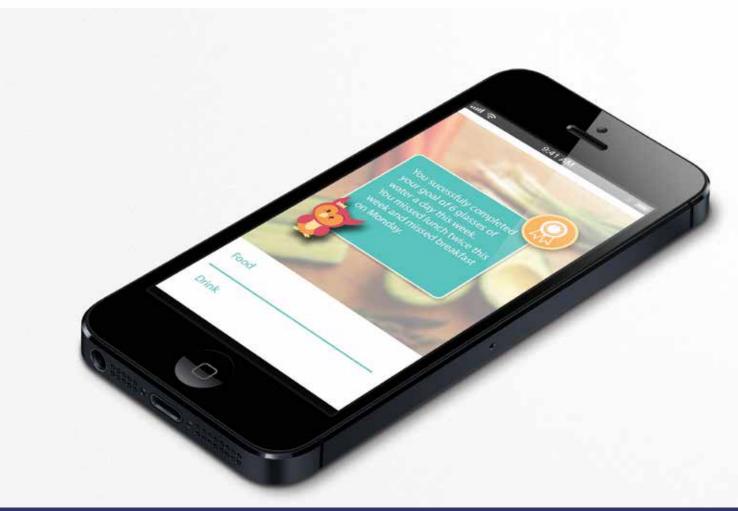




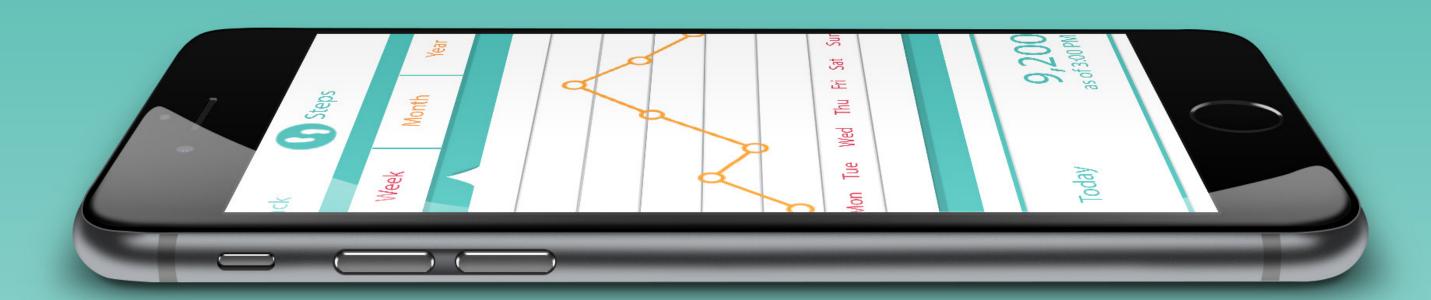


















DIGITAL MAGAZINE

IPAD APP FOR MAGAZINE

OBJECTIVE

Redesign the American Iron Magazine as a digital app for iPad users.

The digital app allows the readers to have an interactive experience as they read the magazine on the tablets.



NEW BIKE REVIEW



NEW BIKE REVIEW , by Dain Gingoroffi

2016 H-D

Some sceleaned changes and improve for good of Forty-Eight

TABLE OF CONTENT

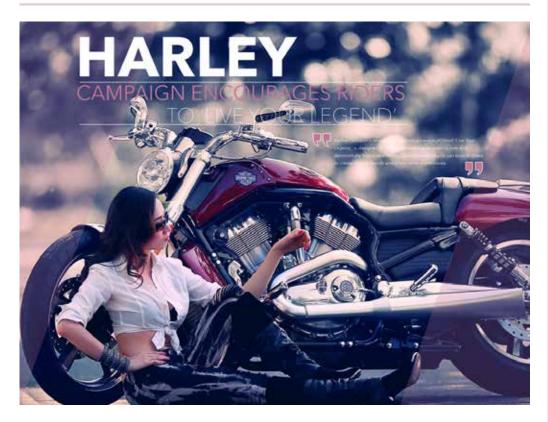


DONNIE SMITH BIKE 10 LES VEGAS BIKE FEST HELICOPTER RIDE HAND-BUILT KIDD! WAMPUS HARLEY ADVENTURE

SPORTSTER FORTY EIGHT-





















iPad Magazine

OVERVIEW

The campaign will be conducted to convey the promotional activities and build a particular objective that will establish a brand, increase advertisement and rate of sales. In addition, the campaign will have different elements that will make it effective. These elements are integrated marketing communication (IMC), media channels, positioning, the communication process diagram and touch points, and the campaign material such as print ads, webs, email ads, flyers, trifold, brochures, posters and business cards.



MARKETING CAMPAIGN DESIGN

THE TEXTILE

ANTI-DUMPING GENERATION

OBJECTIVE

To create a three stage advertising campaign for the client I have been assigned. Stage I is print advertising, which will be the traditional print component. 2 and 3 will use different marketing elements to promote the brand that will resonate with the target market. Textile Anti-Dumping Generation's (T.A.G.), main goal is to raise awareness to the young generation to recycle and donate their unused clothing, shoes and fabrics in order to reduce waste going to landfill, so as to make the world a better place to live. Recycled materials are sorted, cleaned and turned into industrial rags (called Wipers).

PROCESS

Primary emphasis should be on concept development. Research the audience and the product, Develop various headlines and ad concepts. Develop photography or illustration.















TEXTILE ANTI-DUMPING GENERATION T-A-G

Different ads to promote the Campaign at Seneca college.









THE TEXTILE





I. Fashion Ladies

Recycling makes a difference



5. Don't trash our future

Fast fashion is like fast food



I. Fashion Ladies

5. Don't trash our future fact fation is list fact

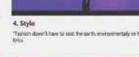


Keep calm and Recycle
 Donate sometring old.



1. Fashion Posture









8. Textile Anti-Dumping Generation Name, Rodge and Recycle



4. Style

"Fashion doesn't have to cost the earth, environmentally or financially."

Donate to a charity Goodwill and Salvation Army accept clothing donations to sell at low cost in community stores.

Seneca

8. Textile Anti-Dumping Generation

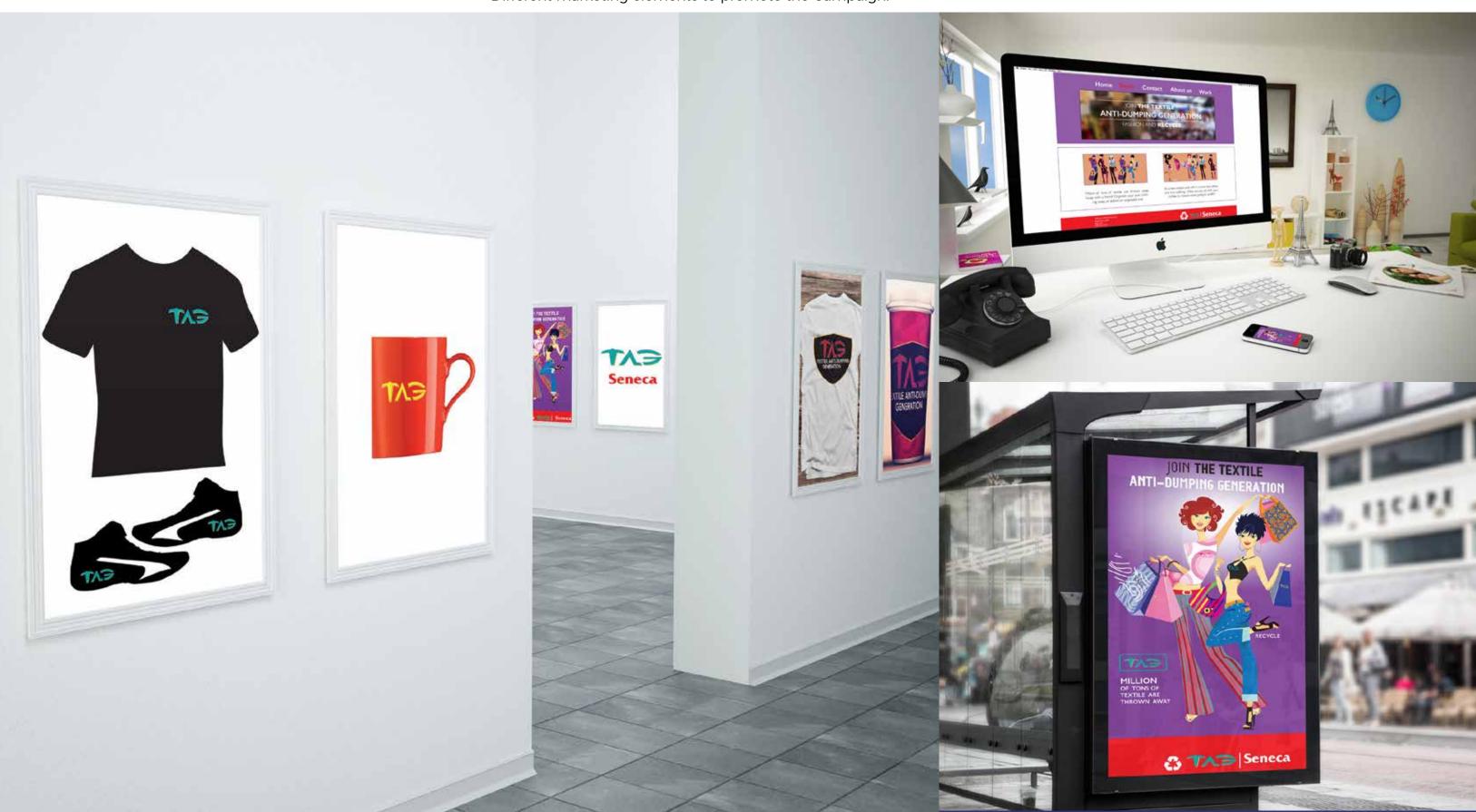
Reuse, Reduce and Recycle



TEXTILE ANTI-DUMPING GENERATION

T-A-G

Different marketing elements to promote the Campaign.





PAGE PAGE

BRANDING



OVERVIEW

This project represents the brand of the company, service and product, which will support the brand as a whole. The visual aspects of elements representing the company's identity, will be made up of different visual forms such as logos, stationary (Letterhead, business card, envelopes, etc.), Marketing Collateral (Flyers, brochures, books, website, etc.). Apparel Design (tangible clothing items will be worn by employees). Communication (Audio, smell, touch, etc.).



SANTIAGO CALATRAVA

OVERVIEW

Santiago Calatrava Valls (born 28 July 1951) is a Spanish architect, structural engineer, sculptor and painter, whose sculptural forms often resemble living organisms.

THE OBJECTIVE

Project was to select famous architects and choose one of their architectures to create the corporation brand identity, including the campaign of their events or gala.

INAL LOGO











SANTIAGO CALATRAVA

Bus transit and Banner











WAYFINDIND

KAMPALA CITY

OBJECTIVE

The main goal of the project is to create city identity and to design the Wayfinding of Kampala, the capital city of Uganda. In other words, the target of the project is to revamp the Wayfinding of all crucial downtown parks that will decrease the frustration, stress, late arrivals and time spent giving or looking for direction of all new people who visit the city and parks.

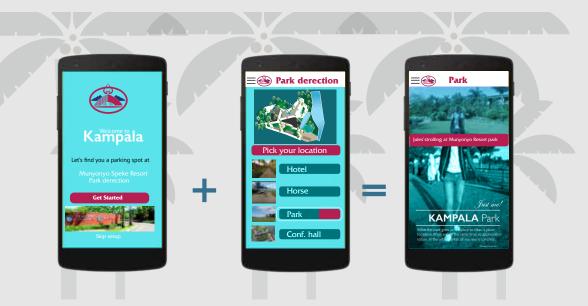
PROCESS

Research the etymology of Kampala, which was home to several species of antelope where the King hunts the animals. When the British arrived, they called it Hills of the Impala. I started with mind mapping, and sketching the name Kampala to come up with a logo, which symbolizes the city to be used to all wayfinding signs include exterior banner, billboard, park directory, park entrance identification, city map, and creating a smart phone app concept to direct the users to their destination.











RETAIL BRANDING

GREEN MARKET

OVERVIEW

Green market is a retail store located in North Vancouver, which is the best artisans and farmers around the region.

OBJECTIVE

The goal was to rebrand the retail store, which did not have any corporate brand identity. As customers put more importance on that, retailers have an opportunity to distinguish themselves from competitors, and brand identity is essential for retailer success.

PROCESS

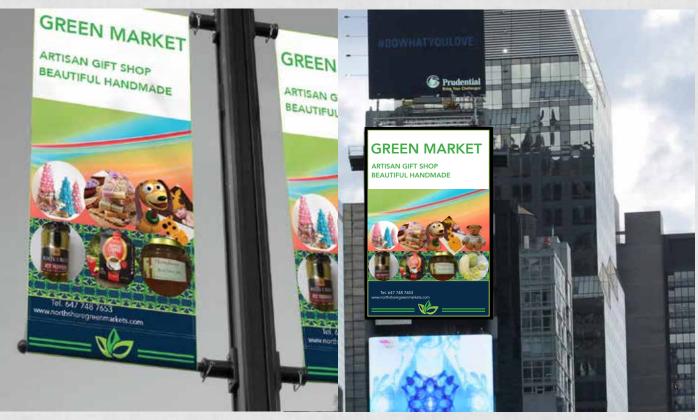
Create a strategy how the retail store will identify itself in terms of the business. Designing the logo from scratch will resonate the name of the Green Market and its theme to differentiate with other retails. I used touch point to corporate the brand identity.







EXTERIOR BANNER OUTDOOR BILLBOARD BEFORE







TRANSIT SHELTER POST



AFTER









BRANDING CYDT

OBJECTIVE

The purpose of this project was to create the brand identity of "Children and Youth Dance Theatre of Toronto", and to design their website in order to differentiate from other cultural group based in Toronto.

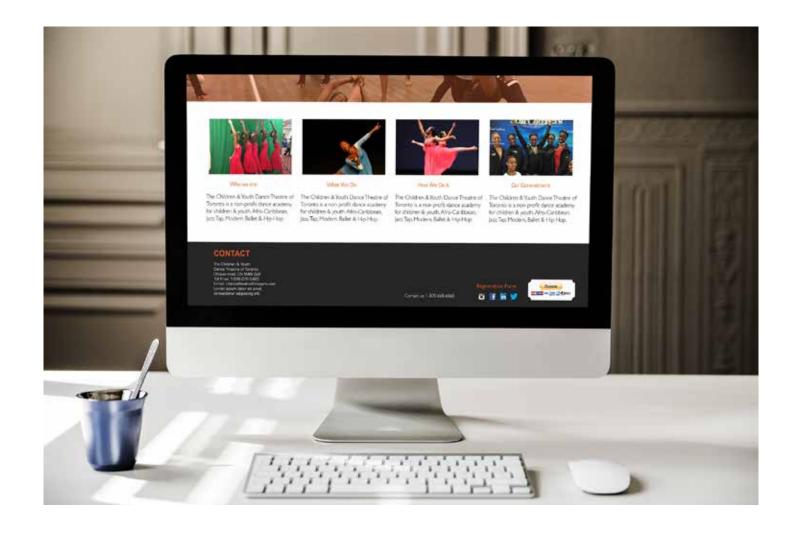
PROCESS

To research and to know what CYDT stands for so that I can design a meaningful brand to present their identity. Different logos have to be designed in order that a client chooses an interesting one.











BRANDING THE RESTAURENT

GYRO SHOP

OBJECTIVE

The goal was to brand a new restaurant from scratch include its brand identity. Logo, Menu, hat, cup, budget, paper bag and Uniform have to be created to meet the requirement of a client.

PROCESS

Create a strategy how the restaurant will Identity itself in terms of the business. Designing the logo which will resonate the name of the restaurant and its theme to differentiate with other restaurants within city of Toronto.

LOGO



3D

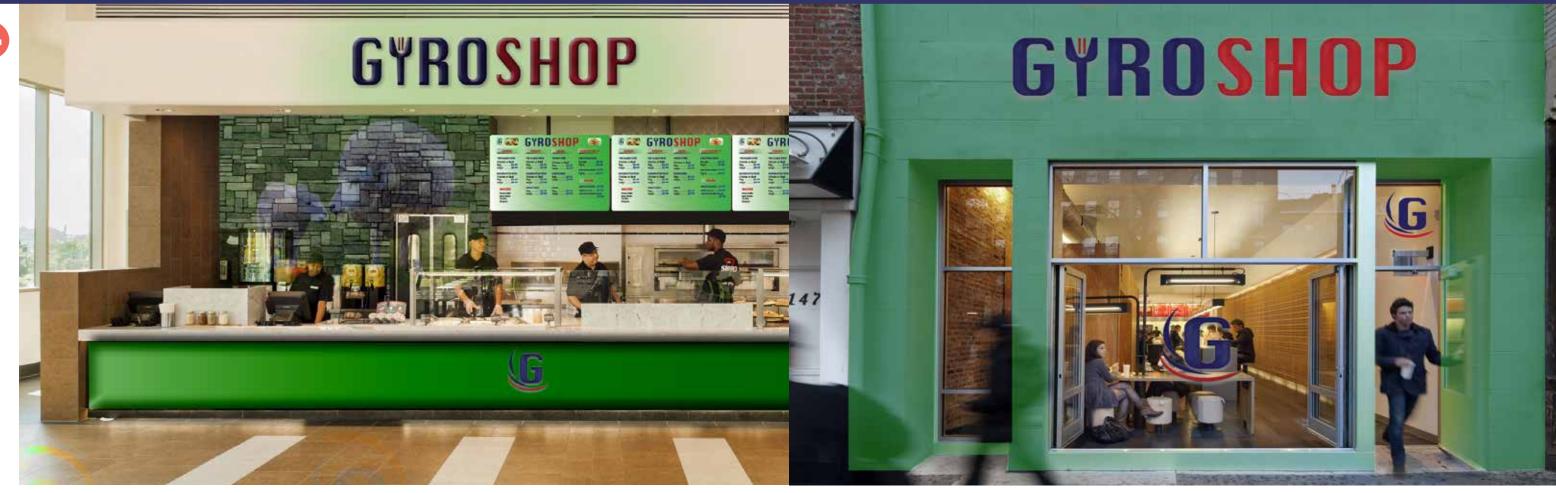


MENUE













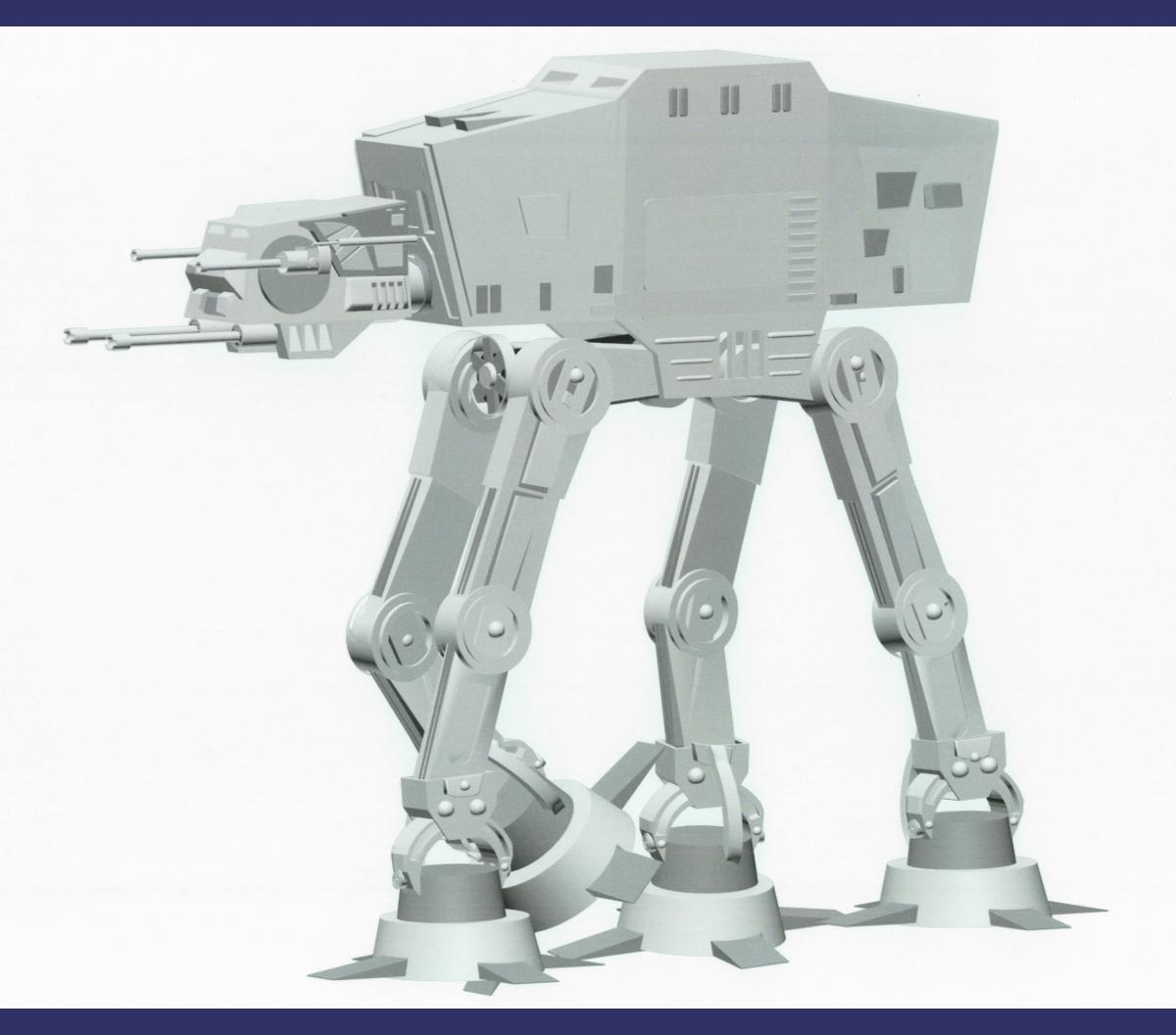


3D MODELLING DESIGN

3D Modelling projects designed from scratch to finish:

- 1. All Terrain Armored Transport (aka ATAT) 3D
- 2. Radio 3D
- 3. Camera 3D
- 4. Shack 3D









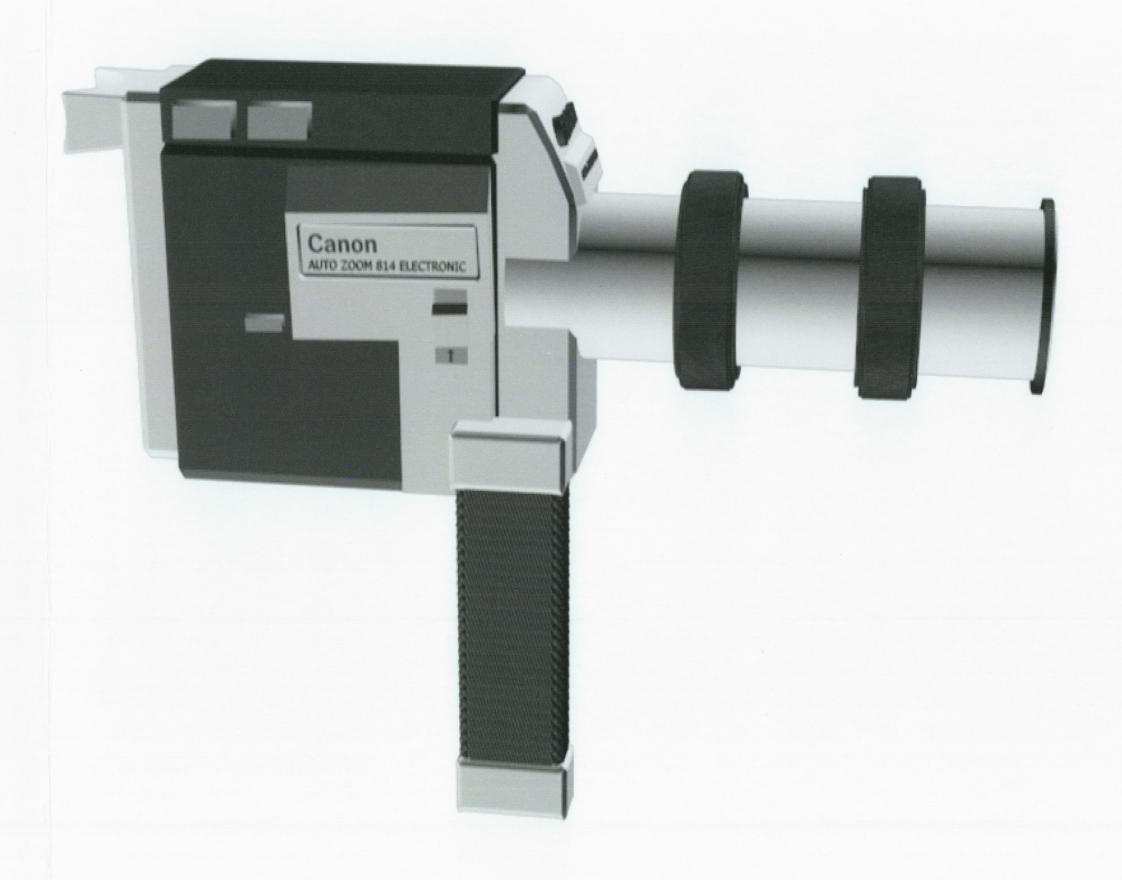






























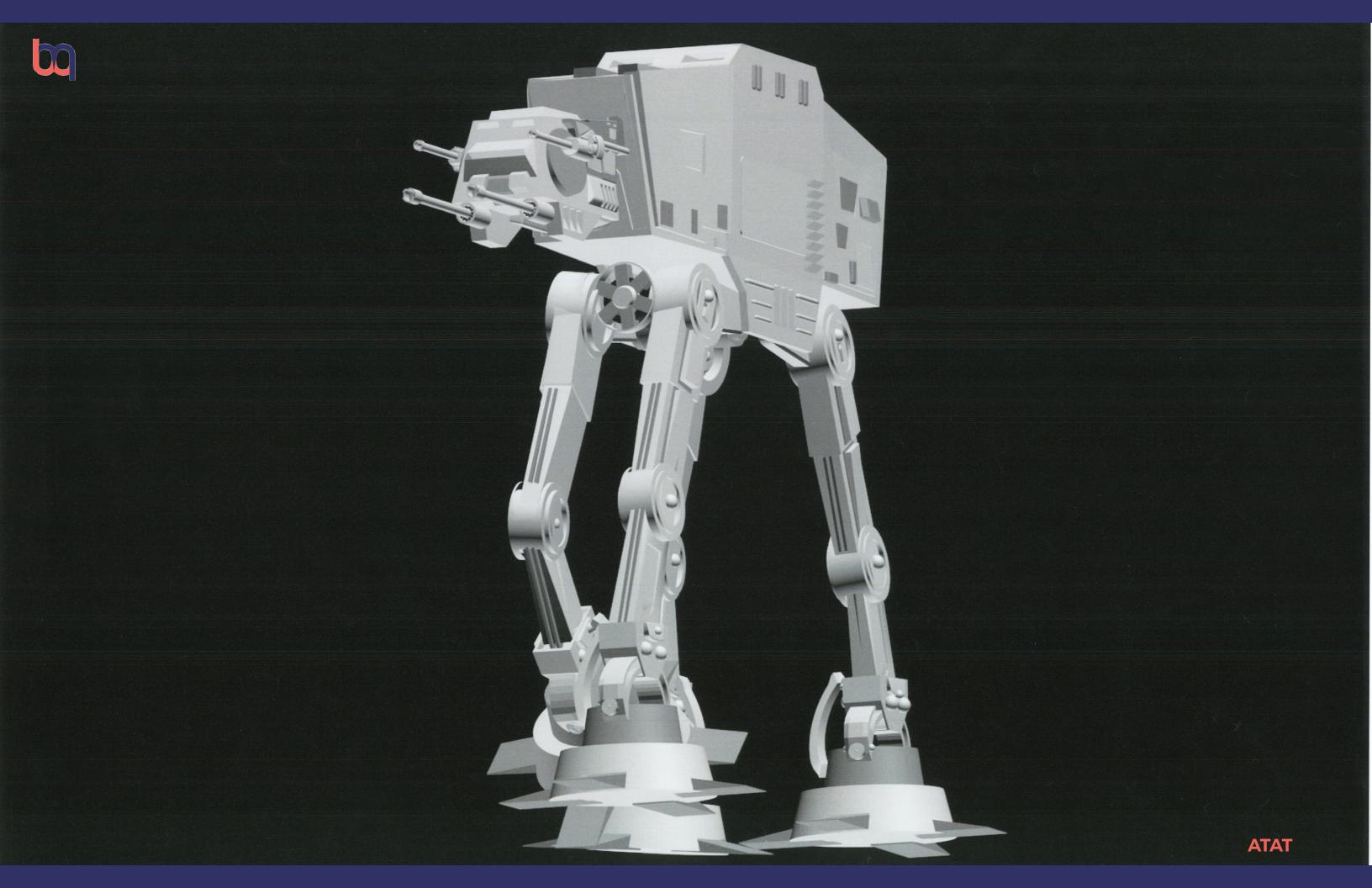


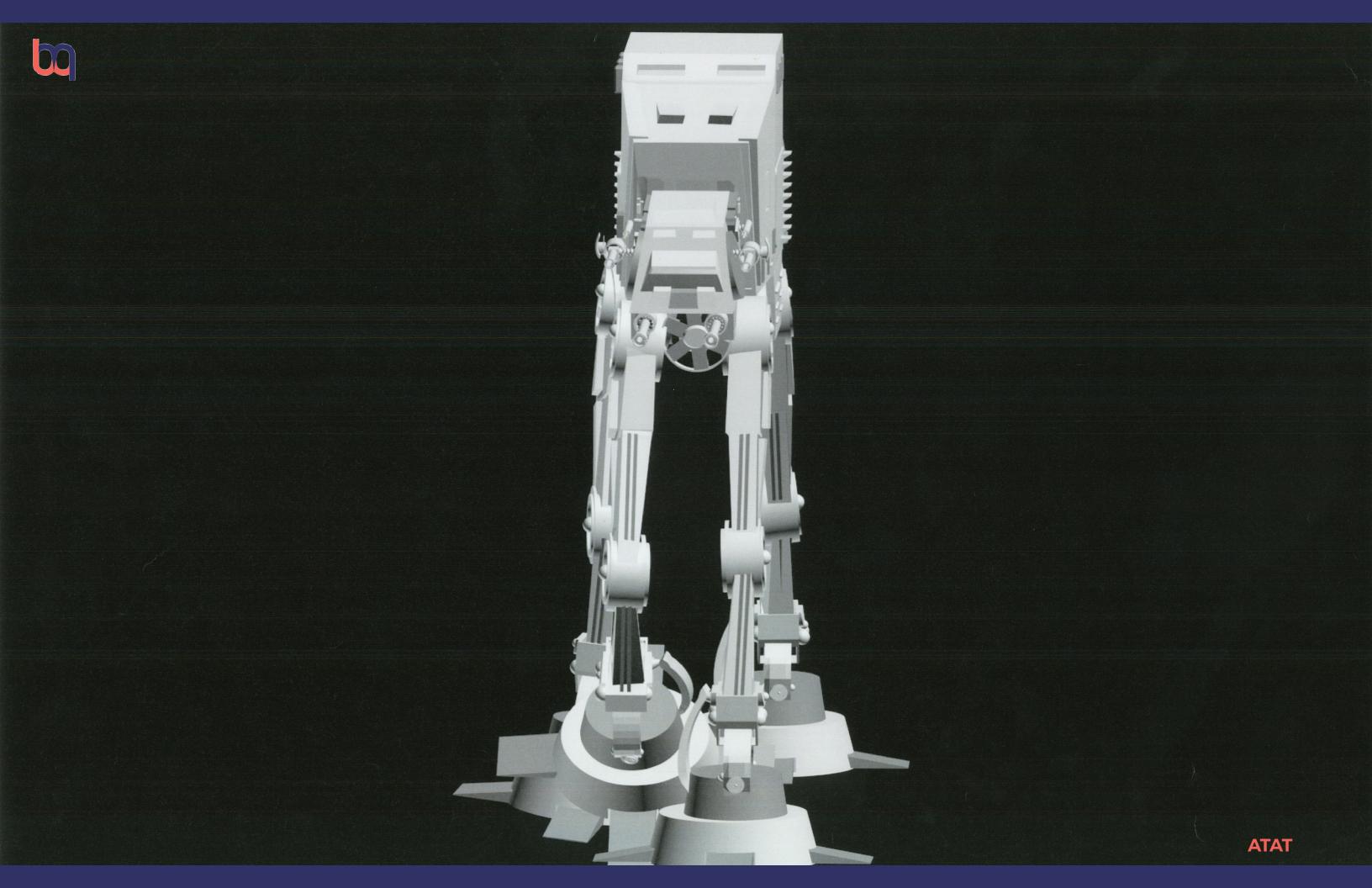




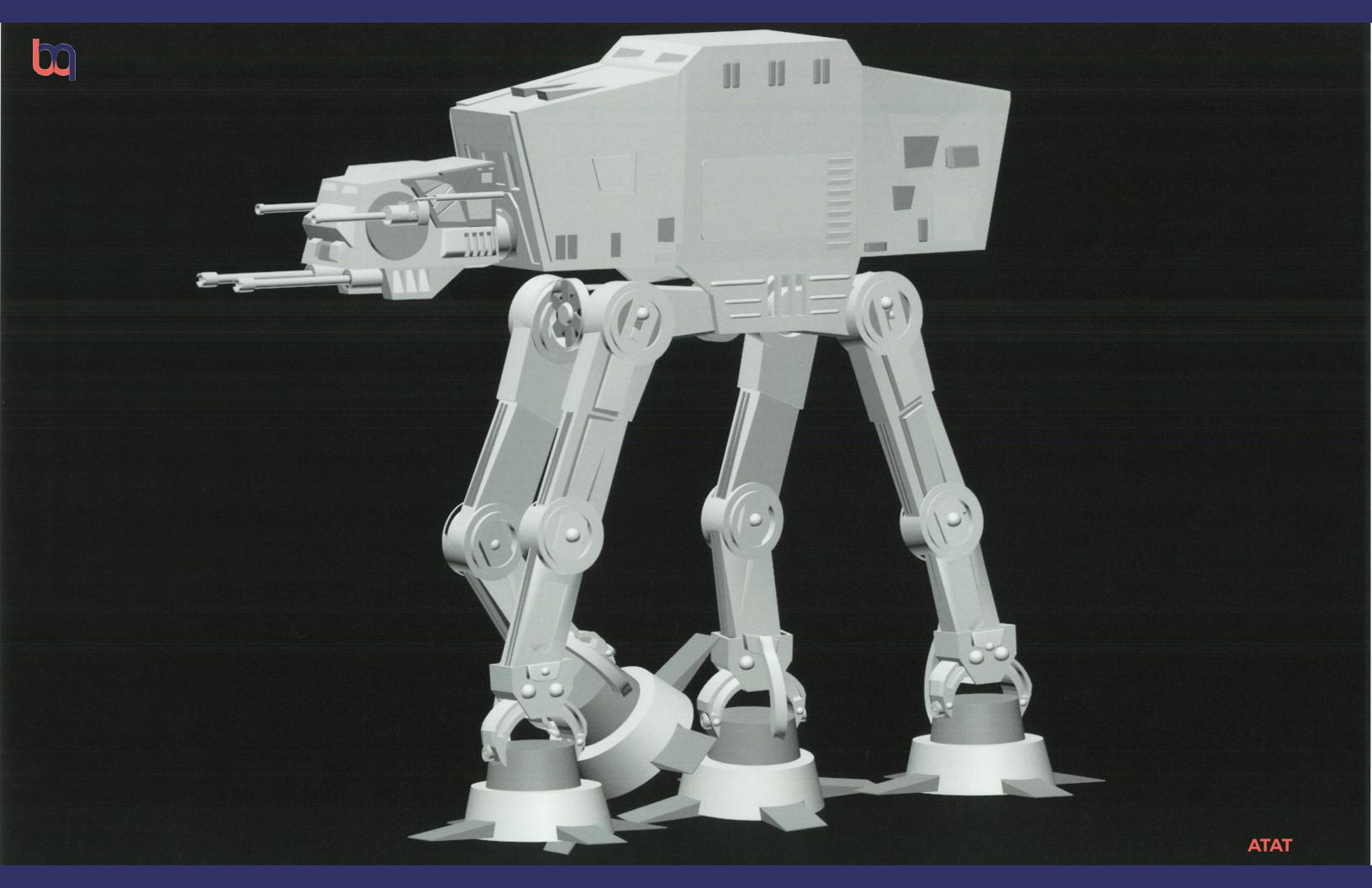












THANK YOU FOR YOUR TIME.





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