



ROSA LEE
GRAPHIC DESIGNER



I am..

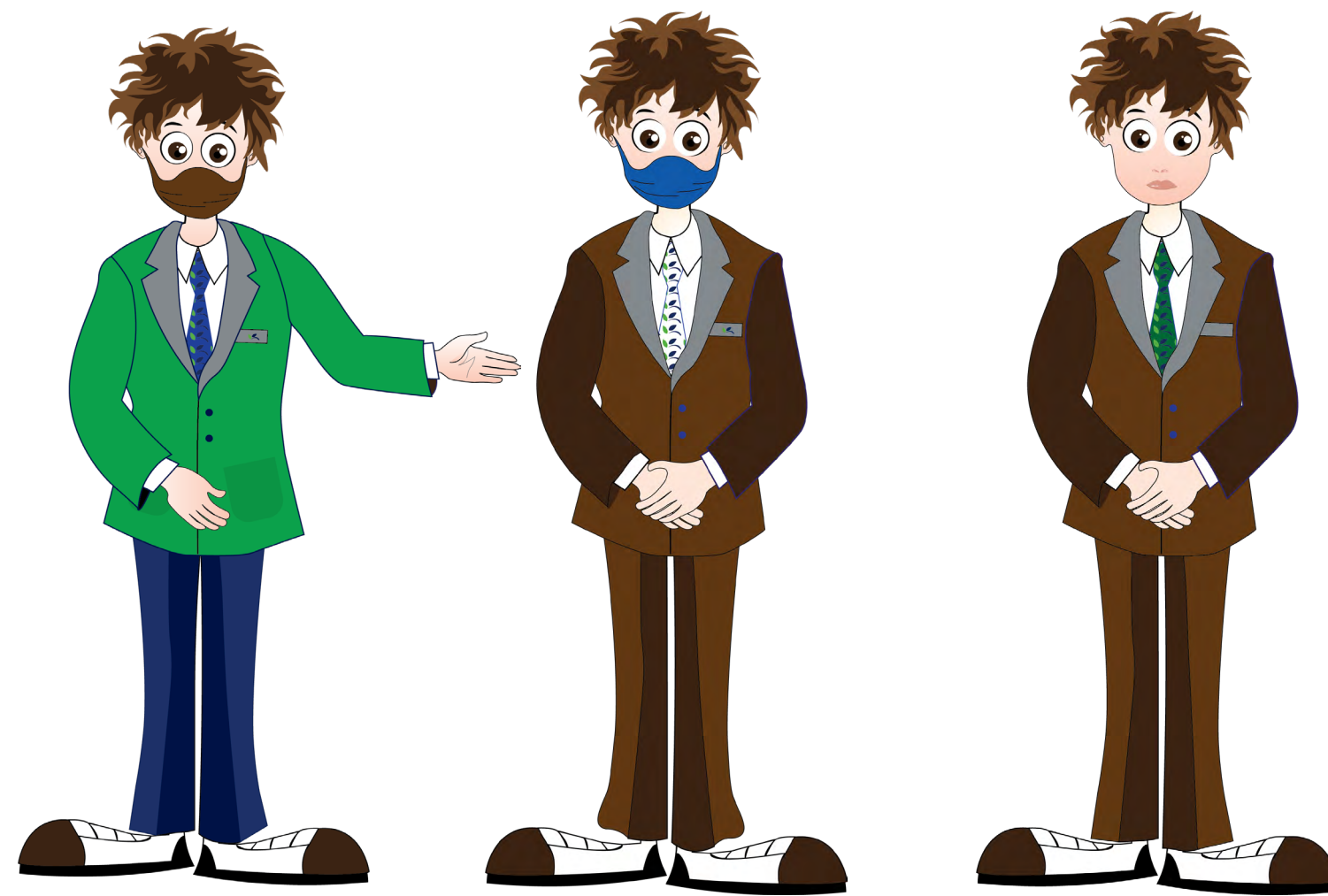
As a Graphic Designer,
Enthusiastic, self-motivated
individual who is passionate about
all aspects of design to acquire
a position where my passion,
knowledge, and skills in graphic
design would be valuable asset.
Great ability to work and perform well
in team environments.

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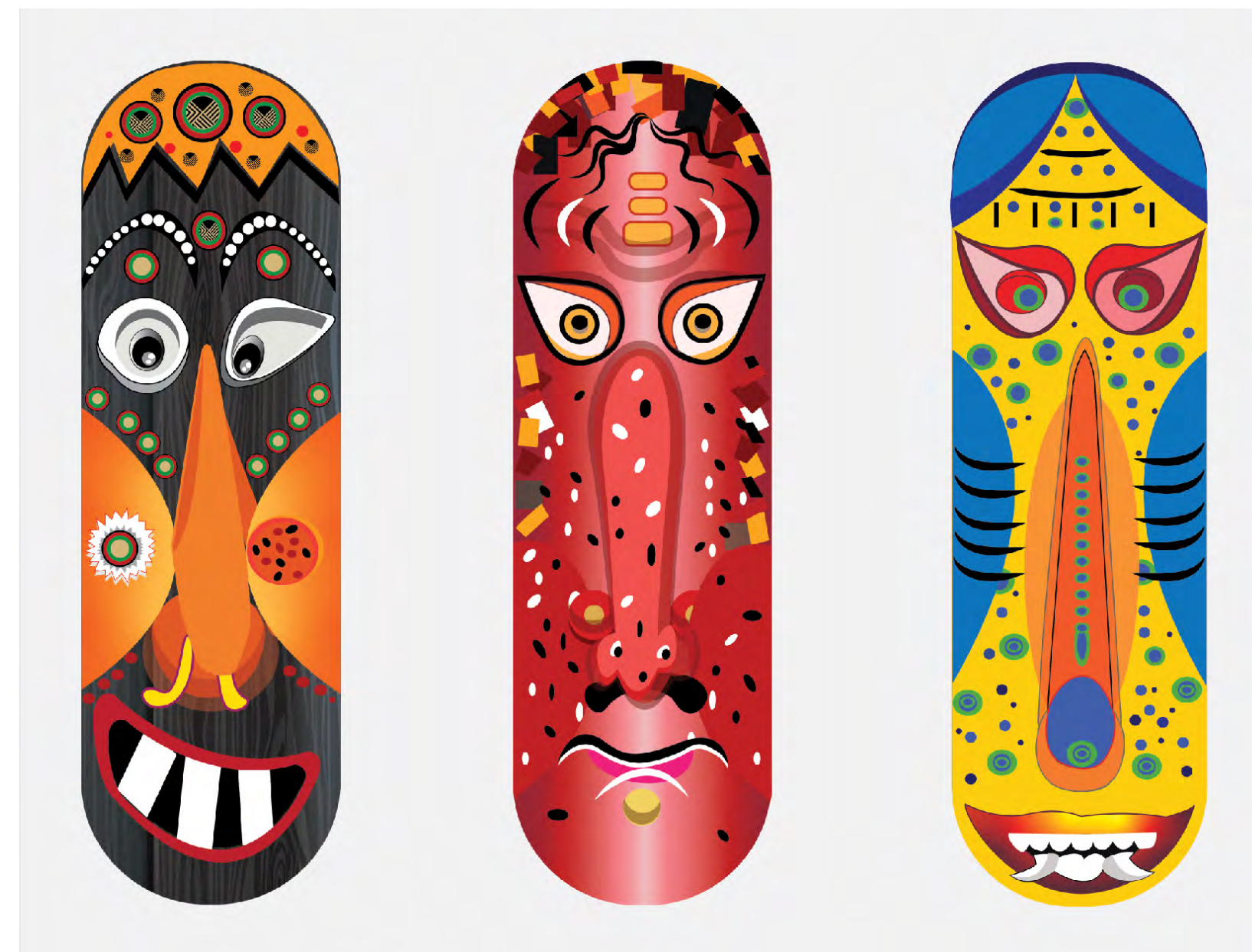




CHARACTER DRAWING



ILLUSTRATION



SNOWBOARD DESIGN


The Korean traditional mask is a unique dichotomous symbol, embodying the significance of tradition while allowing the wearer to realize full self-expression and liberation. This snowboard was designed based on the traditional Korean mask which is "Yangban Tal", "GaksiTal" and "MorkJung". The traditional Korean mask is known to get rid of evil spirits and wish for great abundance and I wanted to incorporate that element into the snowboard. While the original mask has a simple colour, I used more various and colourful "Obangsaek" colours to modify the design to stand out more.



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THE SEVEN GRANDFATHER TEACHINGS




The Creator gave the seven grandfathers, who are very wise, the responsibility to watch over the people. The grandfathers saw that the people were living a hard life. There was all kinds of sicknesses and bad things around. The Messenger was told, "Go down there, look around and find out what is happening. Bring back someone who we can tell about what life should be with the Creator." He left immediately and went to all places in the North, South, West and East. He could not find anyone. On his seventh try while he was looking, he saw a baby. The grandfathers were happy with the choice made by the helper. He took the baby back to where the Grandfathers were sitting in a circle.

Honesty
Honesty is being a situation is to be honest. Always be honest in word and action. Be honest first with yourself, and you will more easily be able to be honest with others. In the Anishinabe language, the word can also mean "righteousness."

Humility
Humility is to know yourself as a part of Creation. In the Anishinabe language, the word can also mean "compassion." You are equal to others, but you are not better.


Truth
Truth is to know all of these things. Speak the truth. Do not deceive yourself or others.

These seven teachings are all aspects of our emotional, spiritual and physical and intellectual development. Many Native people follow the seven sacred teachings to help live their lives in balance and harmony.



Wisdom
He was still very small and still wrapped inside the cradleboard. One of the grandfathers looked at the baby very carefully. "This is the one. Messenger pick up the baby. Take him all over; teach him carefully the way the Creator should lead their lives." The Messenger took him; they went around the earth.

When they came back seven years later, the boy again saw the Grandfathers. He was all ready to cry. The Grandfathers noticed that the boy was very lonely. He understood everything that was taught. One of the grandfathers took a drum and started singing. Each of the grandfathers gave the boy a teaching. "These are the ones you take with you," he was told.



RESPECT

The Buffalo Respect is the condition of being honoured. The Buffalo represents respect because for as long as we have been here, we have sustained our lives through the Buffalo in terms of clothing, food, shelter, and expressing ourselves in art. North American Natives depended on the Buffalo for survival and used every part of the animal - hides for tips and clothing, bones for tools and toys, meat for food, tendons and muscles for low strings, horns for cups and spoons, and brains for hide tanning. The Buffalo is a tool of life guided by the Creator to live harmoniously with a sense of balance.


Respect is an attitude. To honour and listen to your Elders, parents and teachers is a sign of respect. The Buffalo represents Respect because for as long as we have been here, we have sustained our lives through the Buffalo in terms of clothing, food, shelter, medicine and art.



WISDOM

The Beaver Wisdom is the ability to make decisions based on personal knowledge and experience. The Beaver represents wisdom because it utilizes its gifts in ways that promote wellness to itself and its family. Wisdom also means knowing what your limits are with respect to your body and the life around you. The Creator gave the Beaver large teeth and the knowledge of how to build. This has enabled the Beaver to positively impact its environment and create a more sustainable world. Native people understand that the Beaver is intelligent, productive, and very much a family animal.


Share courage, not aggression. Share your thought and feelings with people who support being a good life. Before you do the work you do bring love and love helps you live a good life.



COURAGE

The Bear Courage is the ability to face danger, fear or changes with confidence and bravery. The Bear represents courage because of strength and natural ability to overcome challenges. A mother bear, for example, will stand against a much larger, stronger male bear or other threat to protect her cubs. Just as the Bear hibernates during the winter and reawakens each spring, we too, need rest and rejuvenation. The Bear shows us how to live a balanced life, where there is a time to be playful and a time to be assertive and courageous. Native people believe that the Bear calls them to awaken the potential within themselves and to stand up for what they believe in.


Listen to your heart. It takes courage to do what is right. Courage is being brave in the face of life's problems. Daily challenges take courage to overcome. Never give in, never give up.



LOVE

The Eagle Love must be unconditional. The Eagle represents love because of its unique relationship with the Creator. Only the Eagle has the ability and strength to fly higher than any other animal, therefore placing it closer to the Creator than all others. Eagles are loving parents and teachers to their offspring, protecting and guiding them. An Eagle's feather represents the Creator's love for us and our need for greater understanding of ourselves and each other. Native people hold the Eagle feather close to their heart and consider receiving an Eagle feather to be the greatest gift.

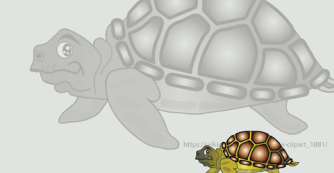
Share kindness. Living the good life helps us to care for others, and helps us to feel cared for by others. It is normal to disagree with people who we love, who we care for or who we are kind to.



TRUTH

The Turtle Truth is to know and understand all the seven teachings given to us by the Creator and to remain faithful to them. The Turtle represents truth because it is one of the oldest animals on our planet, and is said to have witnessed Creation. The Turtle is grounded, methodical, careful, and attentive to details - important qualities for those who speak the truth. The laws of time and life are recorded on the back of the Turtle. There are 28 markings representing the 28 full moons. There are also 13 moons that represent the 13 times the Earth circles the Sun. For Native people, the Turtle is the reminder of the Creator's teachings from the beginning of time.

Understand your place in this life and apply that understanding in the way that you work. Be true to yourself and to others things.



HUMILITY

The Wolf Humility is being humble, not arrogant. The Wolf represents humility because of its giving nature and devotion to protecting and providing for the good of the wolf family and the welfare of the pack. Wolves raise for life and are generous and loving parents, setting an example of what our communities and family systems should be. Native people have great respect for the Wolf because of its love for family and its protective instincts.


Think of others before yourself. Humility is to live your life free from arrogance, to not be boastful, and to have modest sense of your own worth.




HONESTY

The Snake Honesty is speaking and acting truthfully, and thereby remaining morally upright. The Snake represents honesty because it is closer to the Creator than to humans. It is believed that the Snake used to walk among humans to remind all of the Creator's wish for us to remain true to our natural forms. Actions such as being true to our spirit and accepting who we are will guide us in being honest. Native people believe in the existence of the Snake and honour it with acceptance and respect.

Never lie, cheat, steal or gossip. Be honest with yourself and others. Speak from your heart. Be true to your word.



PRINT DESIGN



THE SEVEN GRANDFATHER'S TEACHINGS



DREAMCATCHER

It is a native American traditional magical art that has the myth that it will catch a nightmare when you hang it near a bed, such as a window.

According to legend, an old woman was looking at a spider who was squeezing a spider's web by the bedside.

The feathers give a good dream, and the thread in the circle is a spider web that acts as a net for nightmares.

Source: <https://www.istockphoto.com/vector/american-native-indian-head-dream-gem/117325760/325798488>

In this work, For the background, I used two colour, green and bagie colour, to express the feelings of being comfortable, warm and represent the peace and comfortable nature. On the cover page, I used native two Indian drawings using colour of bagie and green tone to create feelings of nature. I simply added a drawing of each spirit animal of Seven Grandgather Teaching on each page. I did not use any pattern for the background but kept it simple. On the last page, I put a dreamcatcher, a handmade ornament based on a ring made by Native Americans.

APPLICATION USED: Adobe Illustrator. Adobe Indesign

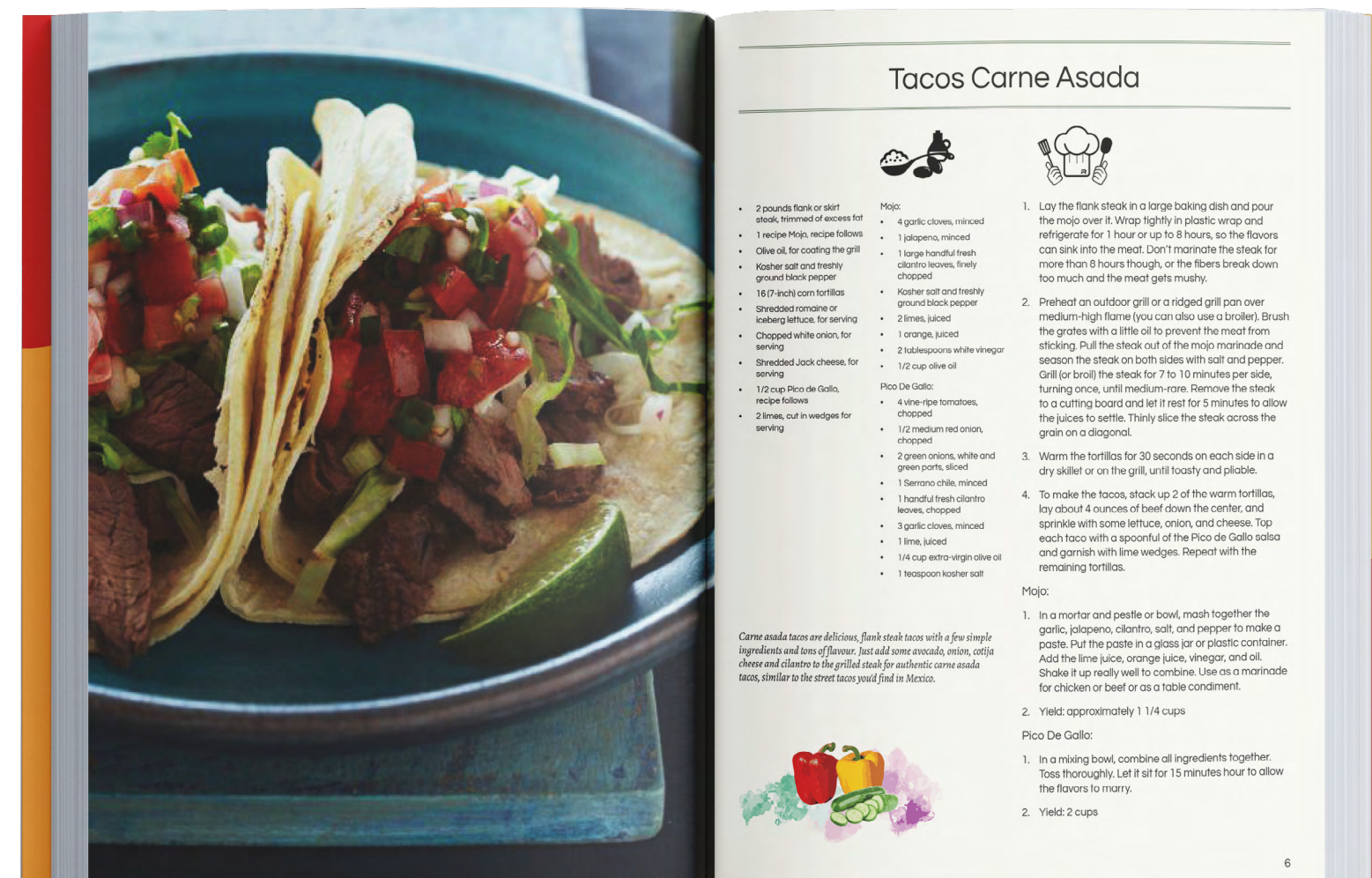




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COOKBOOK



Thumbnails

This book shows recipes for cooking some of the most famous Mexican cuisines with originality. I will introduce recipes for cooking traditional Mexican cuisine which will bring out the harmonious blend in the flavour. I will also show many different images of the artistic plating of each Mexican dish.

APPLICATION USED: Adobe Illustrator, Photoshop, Indesign

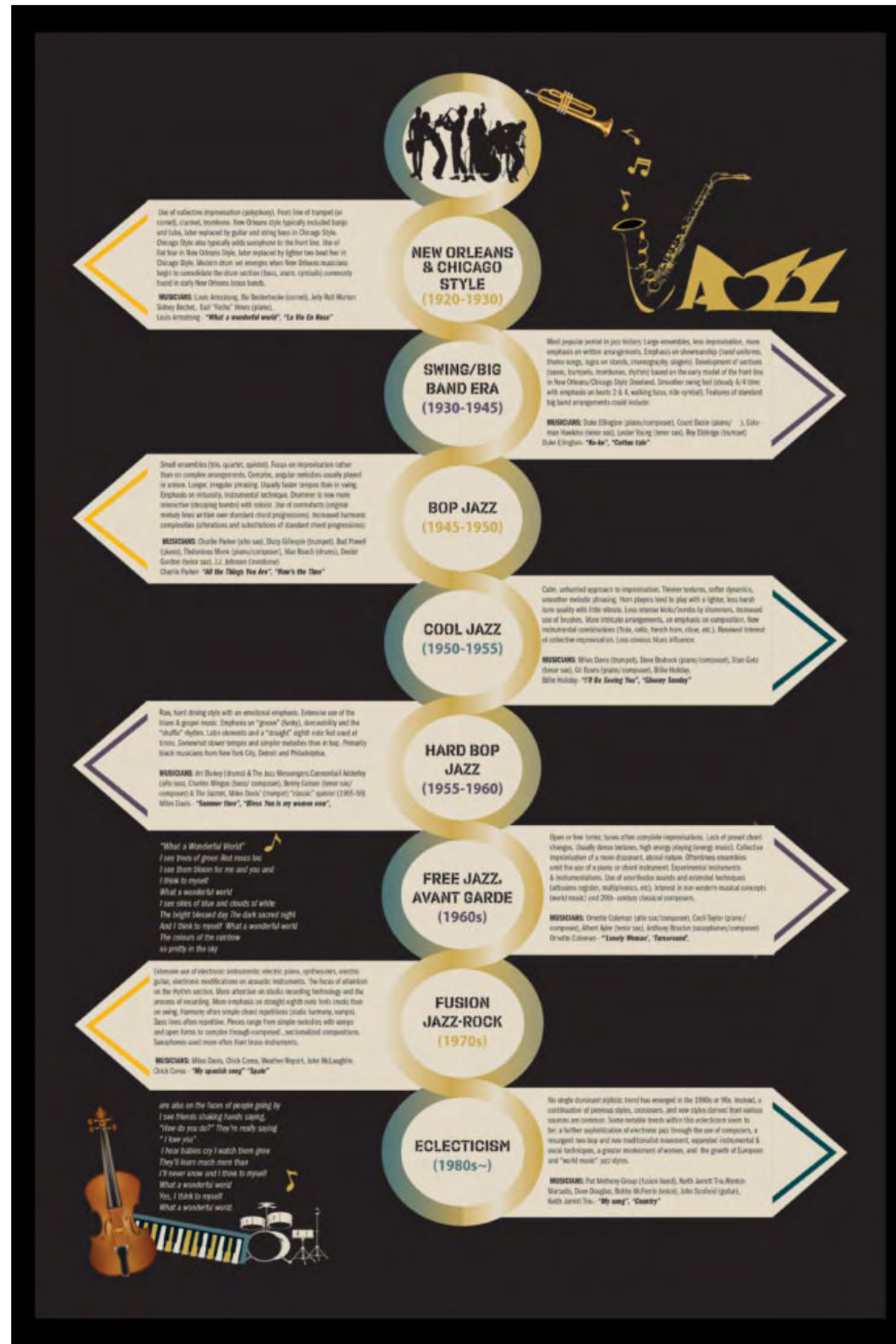


INFOMATION DESIGN

HISTORY OF JAZZ

The reason why I chose jazz music is because I like the impromptu performance part of jazz and its melody and rhythm. When you put together melody and rhythm in great harmony, jazz portrays transformation and freedom. Depending on how it is played, same song can sound completely different. I like how it allows musician to freely transform and recreate existing melodies and rhythm.

In this layout, the circles in the the middle represent the rings connecting each of the time lines. The explanation for each year were put in a rectangular box to make it look like the information board. Same color was used to colour the ring and the arrow for each year in the timeline.

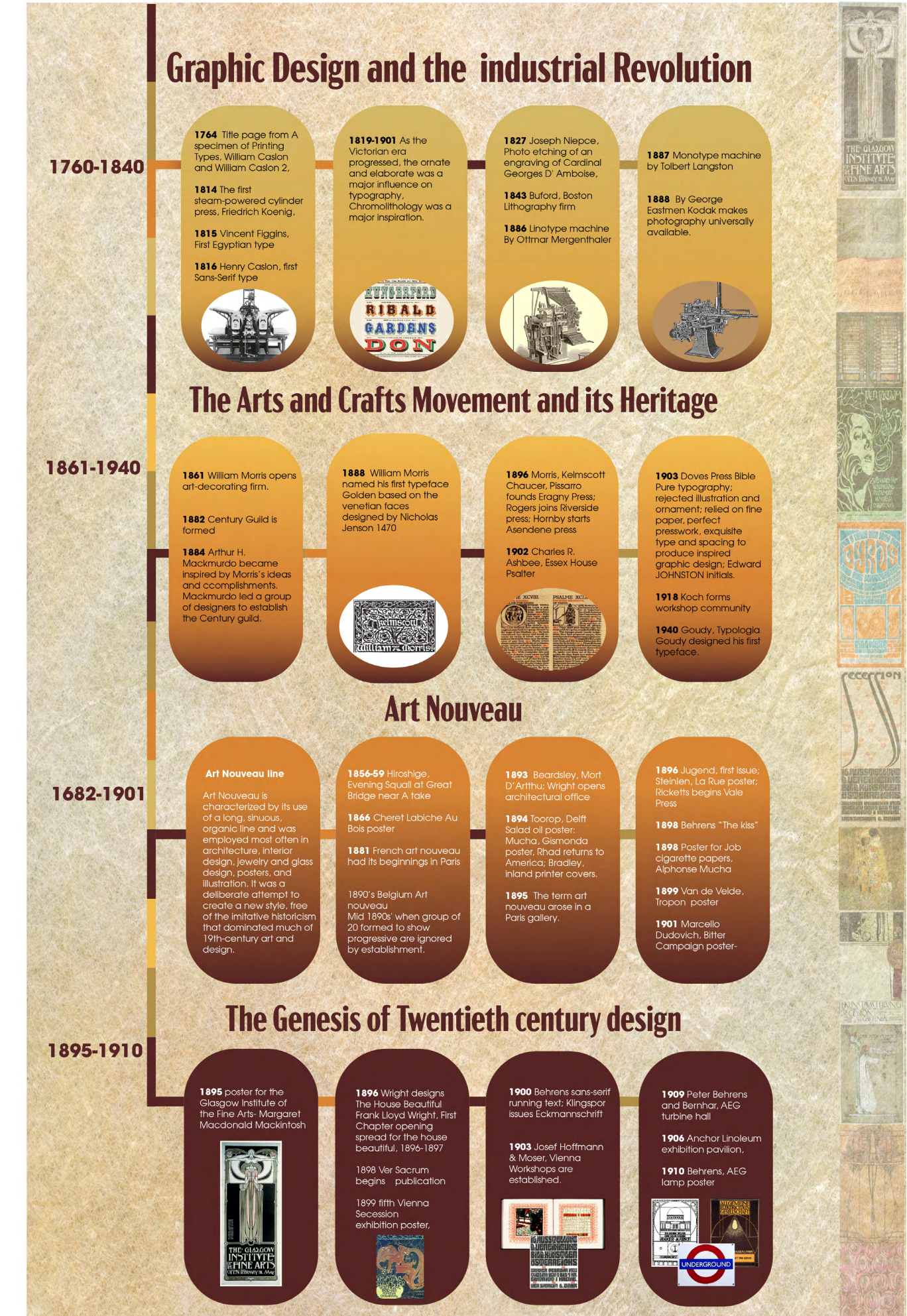


GRAPHIC DESIGN & THE INDUSTRIAL REVOLUTION

For the background, I wanted to create a feel of the old paper texture and put a border displayed on the right side of the background. The background has images that were famous during each period and the images were slightly transparent. I used the brown and yellow coloured bars to show the flow of each period. I also used different colours for the body contents of different periods.

Overall, I wanted to let people who see this "History of Infographic Design" have warm, comfortable, and secure feelings by using yellow and brown colour tone and also used a font that has a soft feel to it.

APPLICATION USED: Adobe Illustrator, Photoshop, Indesign





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BLENDING: CAFE



LOGO: "ICONOCLAST" CAFE



I used the logo to show the name of the café "Iconoclast" which will help the viewer to identify the brand name quickly when they see it. "Ar Bonnie" typeface was used for logo sign and white colour was used for the shape of the coffee cup with brown background. I then added some border patterns, and stars that will make them look more modern and European style. The design was intended to give the customers feelings of familiarity and comfort.

"Iconoclast" is a European style café. I created a logo that would quickly and clearly project the message to potential consumers. I have combined the letter words together to form a coffee shape.



APPLICATION USED: Adobe Illustrator, Photoshop



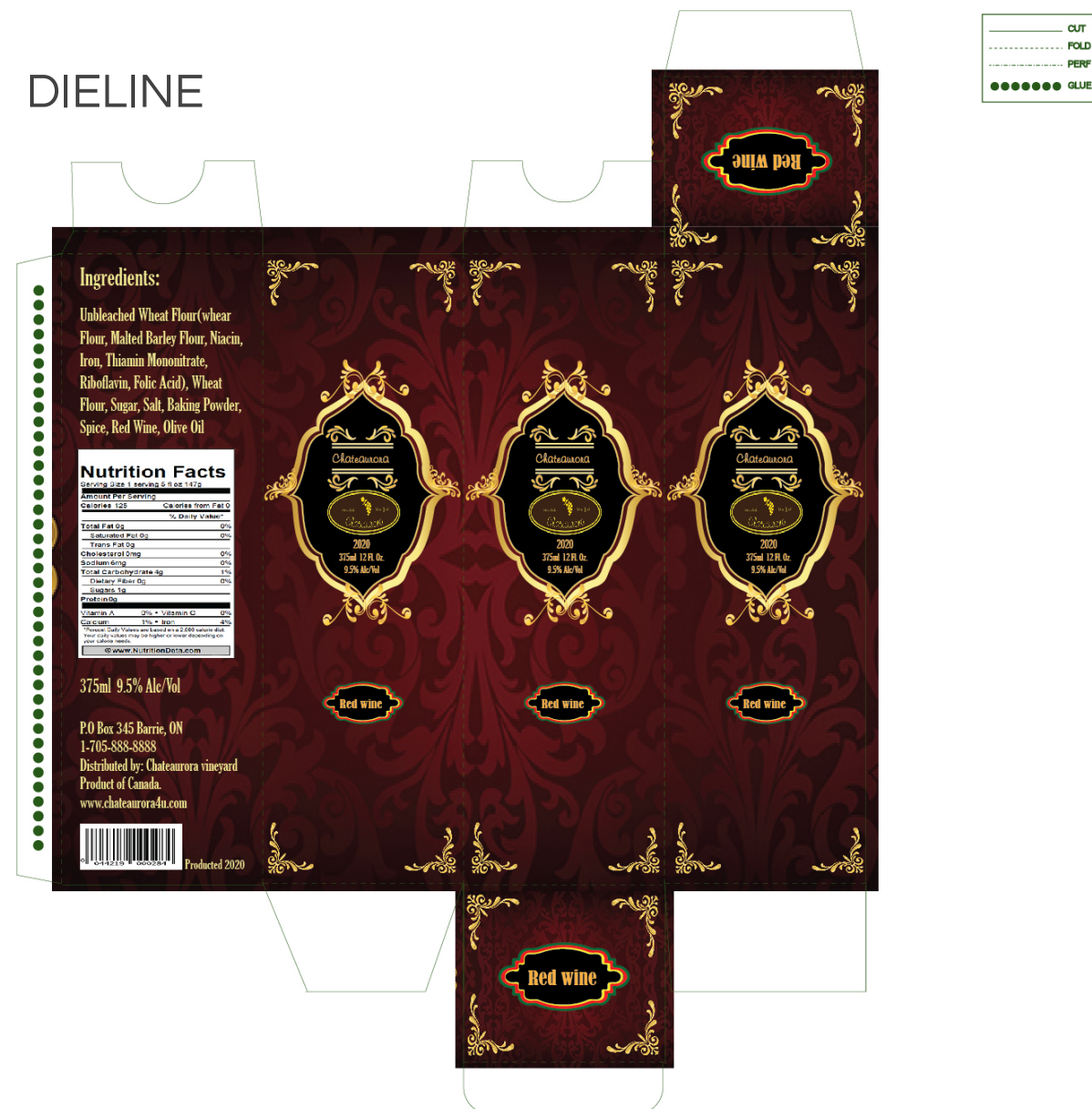
Menu design, "Cafeteria" was used as our official font for the title, body copy, and subtitle. For the colour, I used a soft and warm tone of coffee colour and bright yellow colour to decorate the border pattern. Yellow colour was used for the border to create a greater contrast with the brown colour in the background



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DIELINE



I used a gold colour tone and a dark red tone to show a sense of luxury and elegance. The golden colour was used for designing the border and the floral ornament was drawn at each corner of the background to make the package look more elegant. The borders were used at the edges to emphasize the classic atmosphere. The dark red colour was used for the background colour and for the floral ornament pattern was drawn on the main background.



LABEL

PACKAGING DESIGN

Wine company: Chateaurora



I created the wine company named "CHATEAURORA". Chateau is the French word for castle. I combined the word "Chateau" with the name of the area where I live, "Aurora", to make "Chateaurora"

APPLICATION USED: Adobe Illustrator, Photoshop

LOGO



I chose an oval shaped logo, and put a grape inside the oval shaped logo. Then, I put the company name at the bottom part of the logo and coloured them in yellow. I've also used yellow colour for the line surrounding the oval shaped logo at the edges. I wanted to give an overall feeling of warmth and comfort with the yellow colour.



ALBUM COVER DESIGN



Jazz is a genre of music that first originated from New Orleans and started to become popular worldwide in the late 19th and early 20th century. Amongst the Jazz musicians, I choose the famous Jazz singer Tony Bennet who is well-known for songs such as "Exactly like you", "What a wonderful world", and "La Vie En Rose". The concept of my Album Cover design is the combination of Brown, tones.

The album cover should give a good visual representation and expression of the music inside the album. So, I decided to use the dark brown and bright background colour to give a big contrast colour to give a kind of mood to express the Jazz in Spring.

APPLICATION USED: Adobe Illustrator, Photoshop, Indesign



This is the design for the album cover taken from the original movie soundtrack called "Bohemian Rhapsody".



Thumbnails



Album Cover design has a combination of black and bloody red colour. I used Black and Red colour to bring out darkness and fearful feelings. I also wanted to further create a horror atmosphere by showing blood flowing down on the title of "Bohemian Rhapsody" on the album cover. I wanted to create more vivid visual effects by adding dark red colour to make it look like real blood.

WEB DESIGN



I created a logo that would quickly and clearly project a message to potential consumers by making the brand name easier to identify when they first see it. I chose a house-shaped logo which is suitable for the landscape company. I combined the house shape with the two leaves inside the house to show to consumers that the company does gardening inside the house. I also wrote down the name of the company, "Purple & Green", right beside the logo so that customers can easily see the company name besides its logo.



"Purple & Green" is a local landscaping business website. For the web design concept, I mostly used a green tone for the background because green is the colour of plants and trees and it also gives off a tranquil vibe and makes us feel calm and peaceful.

APPLICATION USED: Adobe Illustrator

