Portfolio

my

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my

my
graphic designer

ABOUT

Hello, I'm Maggie Yip, a graphic designer who puts
care and effort in every work. I'm a hardworking,
meticulous, organized and punctual person.
I'm quiet by nature, but when it comes to design,
I become very passionate. My goal is to visualize
people's ideas, satisfy their needs and create
memorable designs while enjoying what I do.
Each design I create has its own meaning
and story!

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Contents

Timeless
Fashion,
Wear it
Forever.

GINKO

Project
Ginko is an organic clothing brand that uses embroidery to give a special touch to its timeless clothes. This project includes a name and logo proposition, and a brand guideline.

Challenge
→ Create a brand identity so that the brand stands out among its competitors
→ Understand the necessary elements of a brand guideline

Solution
→ Research other similar existing brands
→ Brainstorm keywords related to the brand
→ Create a key visual
→ Sketch anything that comes to mind
→ Research other brand guidelines

Ginko

Keywords

Timeless

Nature

Embroidery

Brand Personality

Professional

Friendly

Emotional

ANNUAL REPORT

Project
Design Roots annual report 2018. This project includes data visualization and tables.

Challenge
→ Create an interesting layout that could stand out from other annual reports
→ Balance the amount of text and images
→ Tell a story in the annual report
→ Visualize the data

Solution
→ Research other annual reports
→ Leave some white space to see if images could be placed
→ Use arrows to make the content feel like a journey through Roots
→ Analyze the data to identify the possible charts that can be used

WHERE WE CAME FROM

Our Roots

Founded by Michael Budman and Don Green, two city kids who met at summer camp in Ontario's Algonquin Park where they first fell in love with the ideals and beauty of Canada.

They created Roots in 1973, inspired by the experience of traveling from their city homes into the heart of Canada's wilderness.

Starting from a little cabin in Algonquin Park, Roots has grown to become a global brand that embodies unmistakable style and uncompromising comfort.

"It was a twelve-hour trip by train, bus and boat to Camp Tamakwa in the heart of Canada's wilderness that would change everything."

-FOUNDERS, BUDMAN AND GREEN

Our Name

Why Roots?

Your feet really are your roots, as you are to the ground like a tree. With our footwear, this was the insight that inspired the name Roots.

Since our founding, just as roots mean more than footwear, Roots has grown to mean so much more to us.

Everyone has roots – where you come from, your story – which are what makes us who we are.

YEARBOOK COVER

Project
Design the cover for the 2022 yearbook of the Micromedia program.

Challenge
→ Come up with a theme
→ Design the back cover
→ Make the covers look less empty

Solution
→ Create graphics that have a meaning behind
→ Use some elements from the front cover to create the back cover
→ Use pastel colours to give an upbeat or happy feeling
→ Add some lines that represent a wall of bricks as the background

BOOK COVER

Project
Redesign 3 book covers based on chosen titles. This project includes the front covers, spines, and back covers.

Challenge
→ Make the covers feel like a set
→ Create a link between the cover and the story without giving away the plot
→ Understand how book covers work

Solution
→ Research the past cover designs of the chosen books
→ Read the summaries to understand the stories
→ Use a similar style for the illustrations, and the same fonts

MAGAZINE COVER

Project
Filter is a fashion and lifestyle magazine for young adult men. It does not follow trends, instead, it focuses on making its target audience be their own filter (be a better version of yourself). This project includes the signature and the magazine cover.

Challenge
→ Establish the publication's brand
→ Create harmony between all visual elements

Solution
→ Research existing magazines
→ Identify each element on magazines
→ Use colours that match the model's clothes

NEWSLETTER

Project
Create a newsletter for Tourisme Montreal. The newsletter includes a front cover, one spread, and a back cover.

Challenge
→ Make the newsletter appealing
→ Understand the components of a newsletter

Solution
→ Research the layout designs of newsletters
→ Use colourful abstract organic shapes to make the newsletter appealing and fun
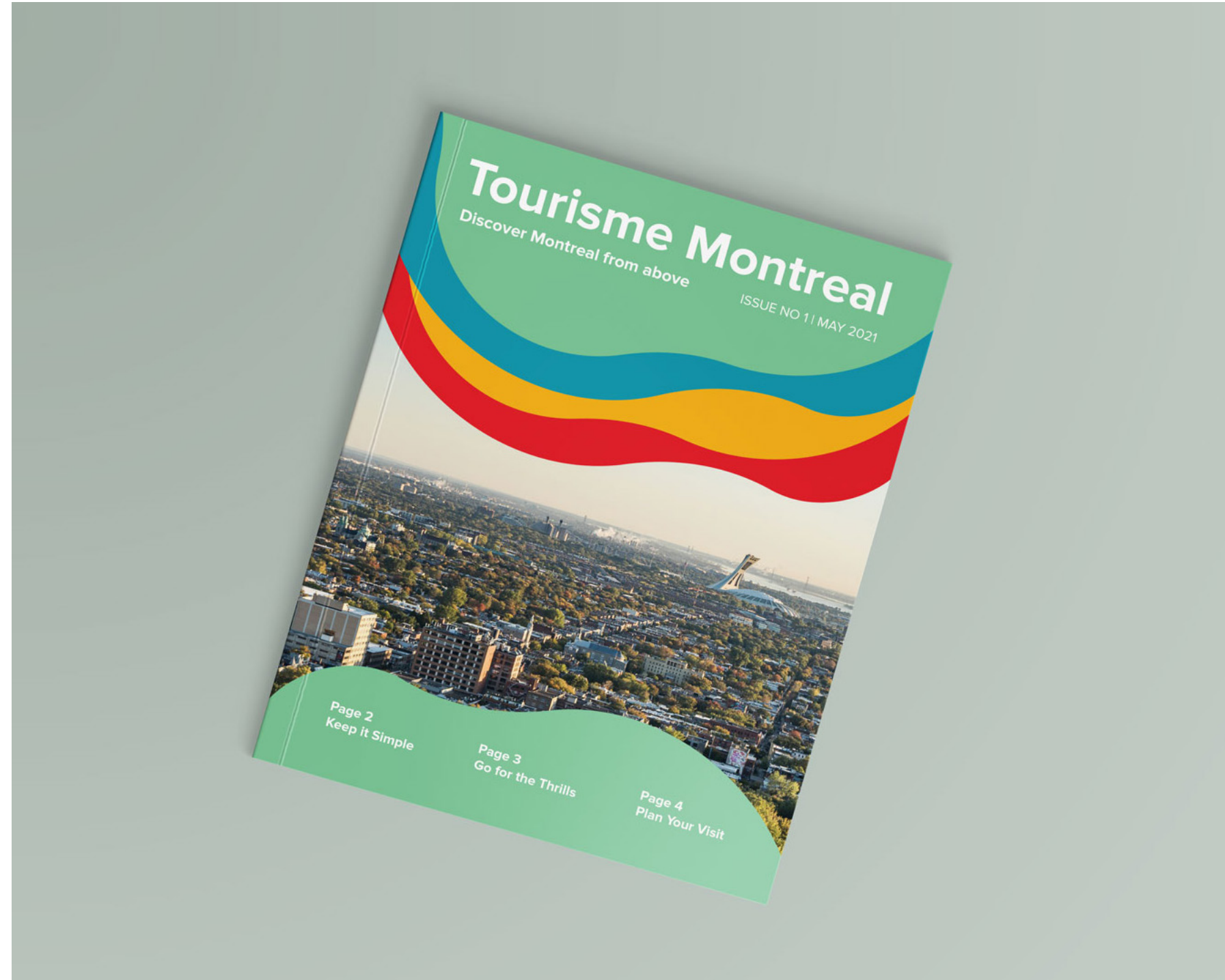
VERNISSAGE

Project
Create a poster for the Micromedia 2022 Vernissage with a theme that shows the creativity and personality of the program graduates.

Challenge
→ Come up with an idea that could fit with the program
→ Make the poster pop out

Solution
→ Use the Pantone colours of the year 2019 – 2022 and its layout
→ Place the graphic like a comic
→ Have each illustration represent the graduates' journey in the Micromedia program
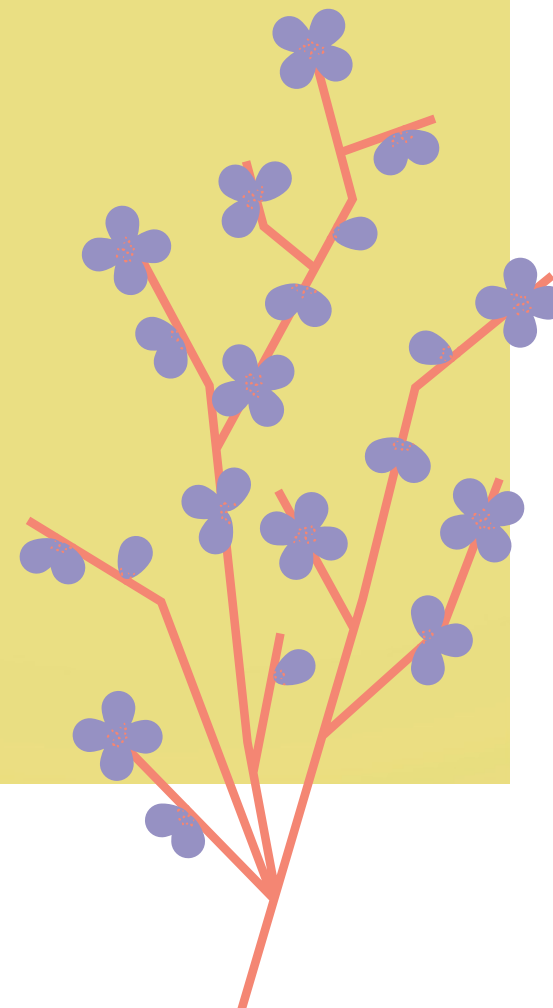
WORLD OCEAN DAY

Project
Create a conceptual poster about the problems happening in our oceans or the solutions to help our oceans.

Challenge
→ Come up with a unique idea
→ Create a graphic that will impact the audience

Solution
→ Research on the topic
→ Research existing ocean awareness poster
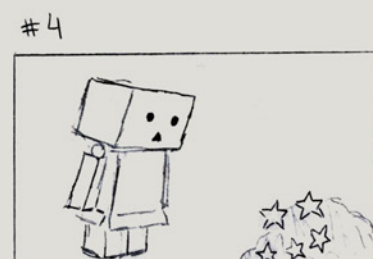→ Brainstorm keywords related to the topic

STOP MOTION

Project
Create a stop motion that tells a story.

Challenge
→ Come up with a story
→ Shoot the stop motion
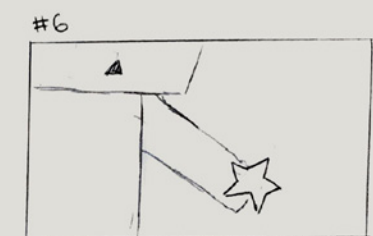→ Make the stop motion look smooth

Solution
→ Create a storyboard
→ Watch examples of stop motions
→ Separate the stop motion into scenes
→ Understand how long each frame should last

Link to video
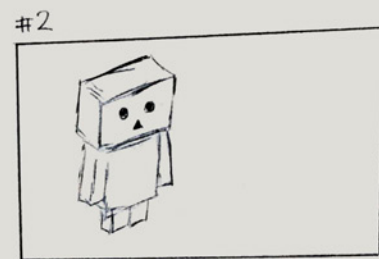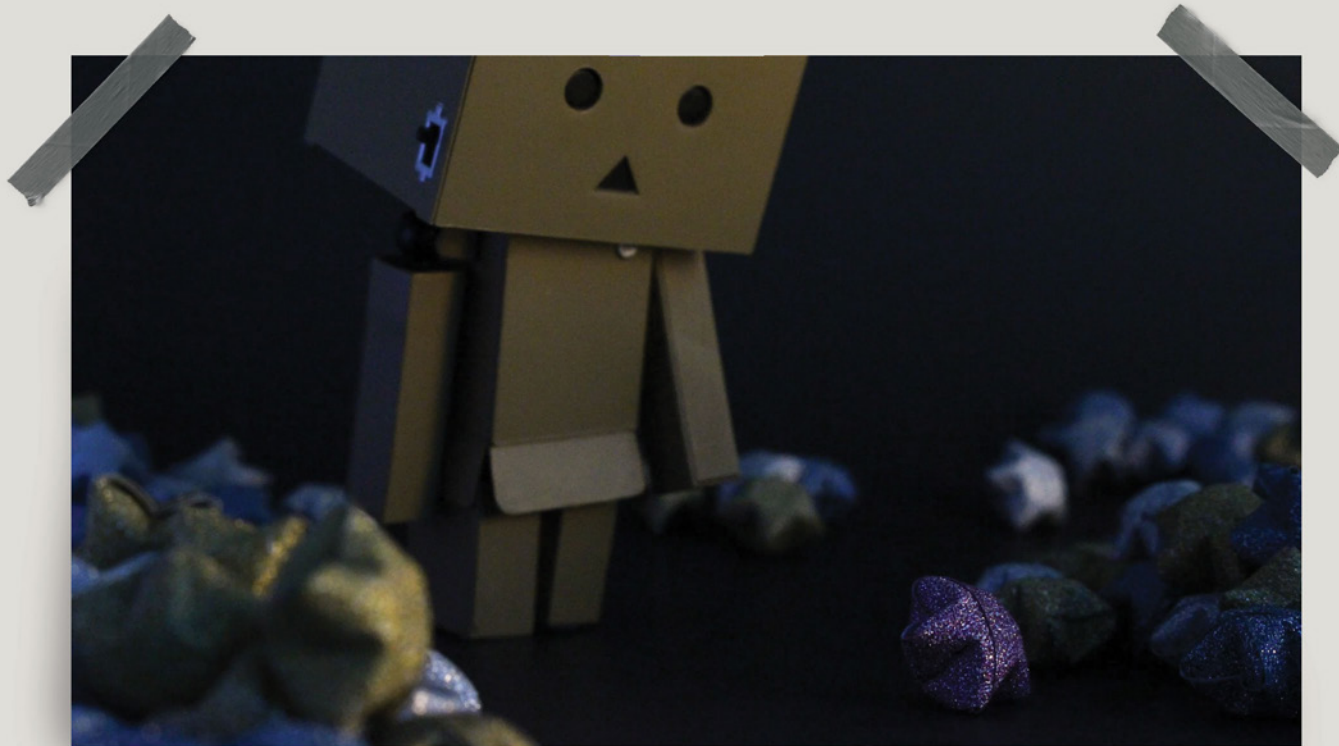
#2
Light projected from eyes blinking on and off

#3
Stomach growling (hunger) Shaking frame

#4
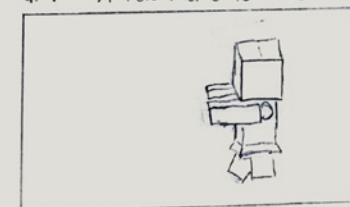Shaking head because tired of eating the same stars
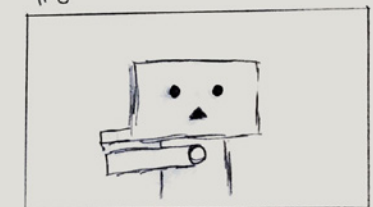
#5
A different star comes down

#6
Picks up and eats it

#7 A few moments later
Walking like a zombie

#8
Turning his head Staring at the camera

EVENT

Project
Film a big or small event such as a festival or personal activity with clear audio as the focus.

Challenge
→ Plan the content to film
→ Shoot the event with clear audio
→ Use different angles and shots

Solution
→ Watch videos about shooting in various angles
→ Record the audio with different sources, such as a camera, microphone, and phone
→ Record the audio and video separately

Link to video

LE BALUCHON D'OR
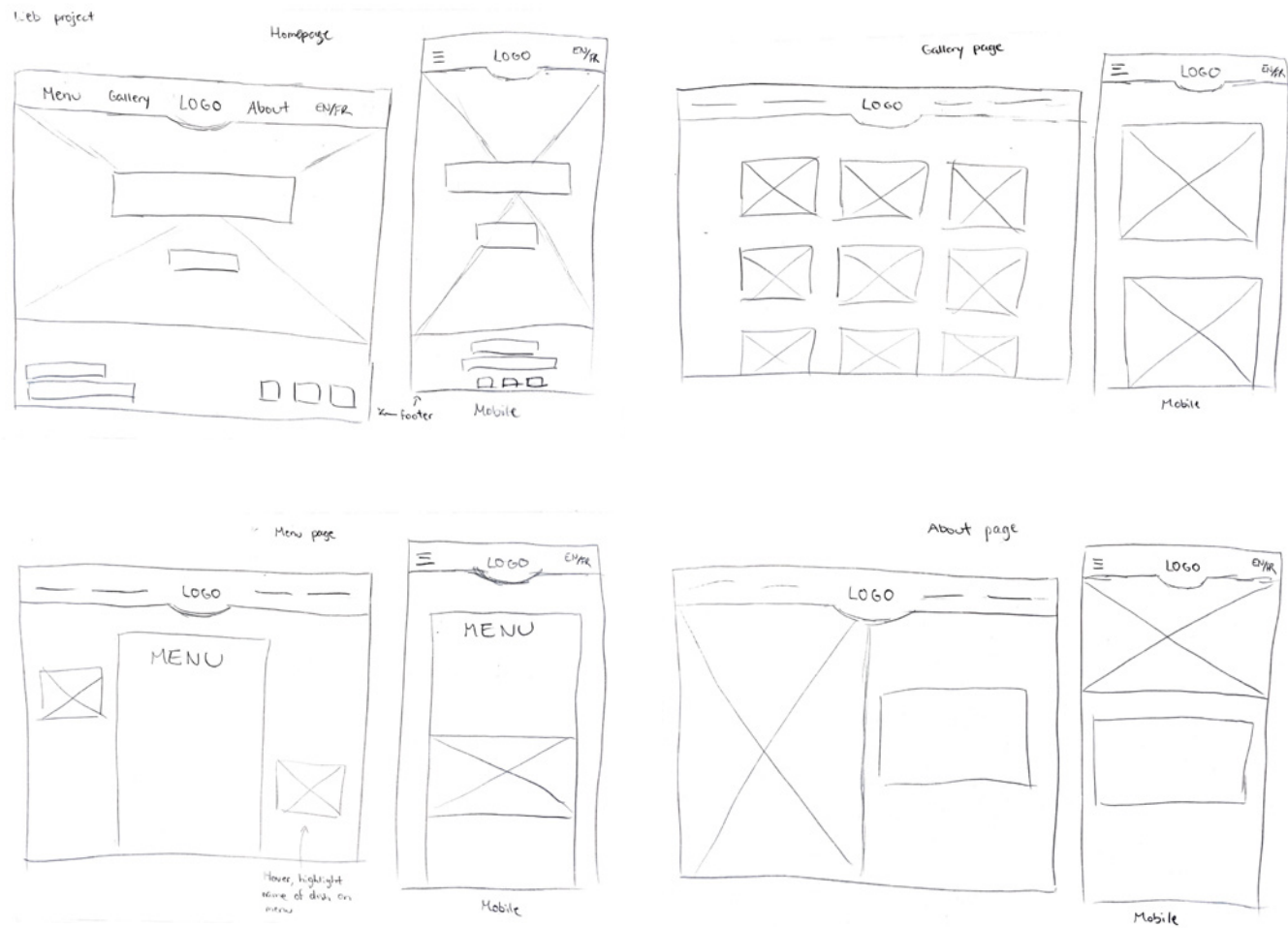## CASE STUDY

About
Le Baluchon D'Or is a Sichuanese and Thai restaurant located in Terrebonne, QC, that provides a warm supper to its customers. Their target audience is middle-aged men and women who want to enjoy a warm supper in the evenings. They are from middle-class families that prefer to have a perfect portion of food at an adequate price.

Goal
Create a website with displaying the menu of the restaurant as the focus. The client wanted the website to be simple, organized, straightforward, and user-friendly.
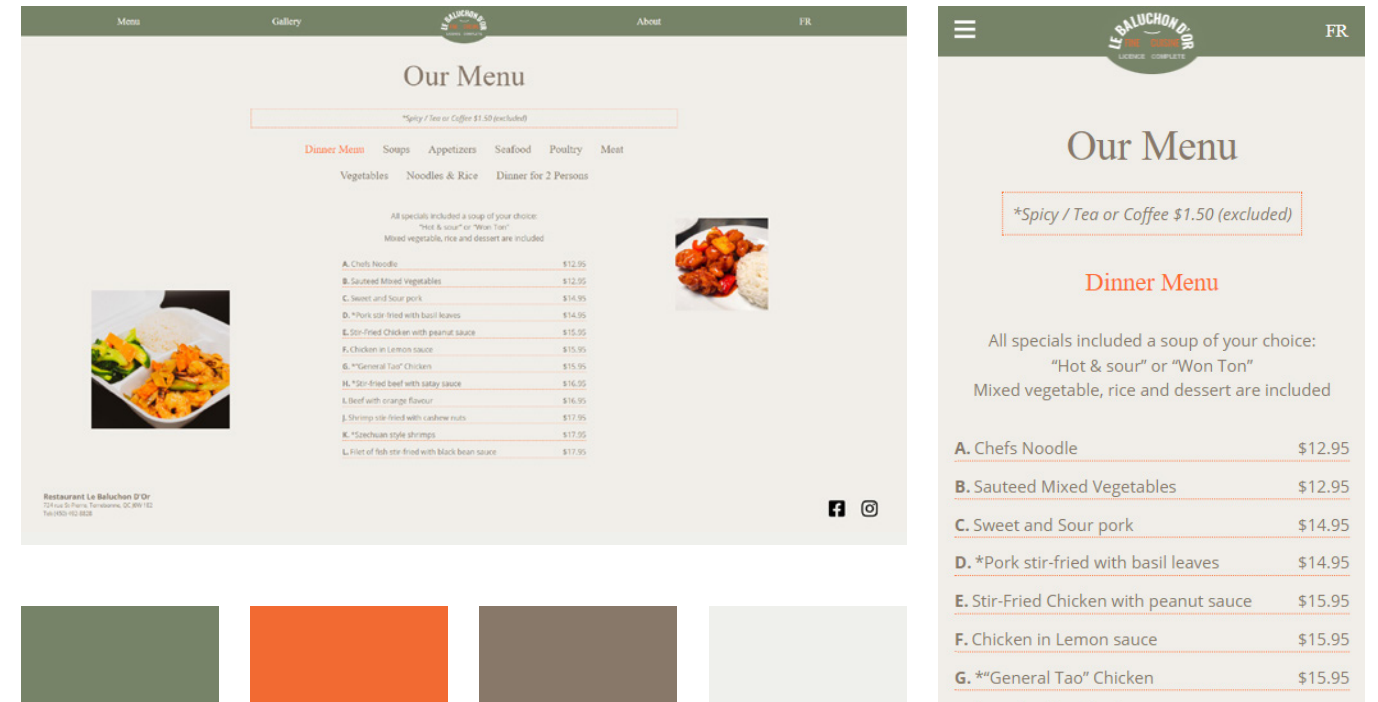
Link to website

Typography

Didot   Open Sans

Challenge

The challenges I encountered during this project were coding the menu page using Javascript and creating a different layout for the mobile version of the menu page. To overcome them, I look at how others code it and reviewed some of my past projects. As for the layout, I researched the mobile version of other restaurants' websites with the suggestions I received in mind.

Process

I provided a questionnaire for the client to fill out to get a general idea of their expectations. With their approval, I modified the logo's colours based on what the client provided. The focus of the website is the menu, so I kept it simple with a few images beside. Because some sections of their menu are long, I removed the images in the mobile version.

SINGLE PAGE APP

Project
The Botanical garden in Montreal is one of the most beautiful gardens in the world. The goal of this project is to promote a place in Montreal, including some activities. This a website redesign for a school project.

Challenge
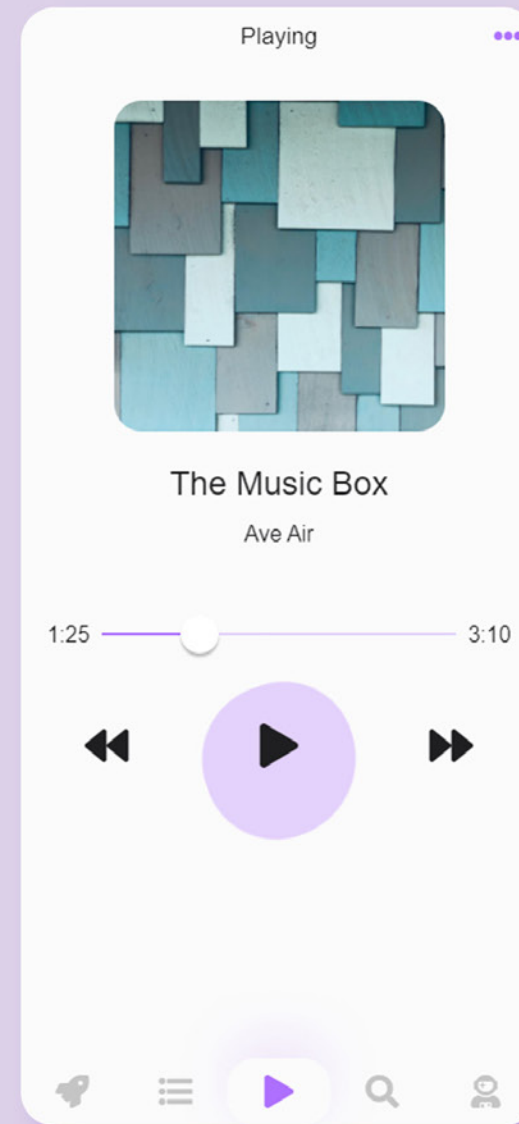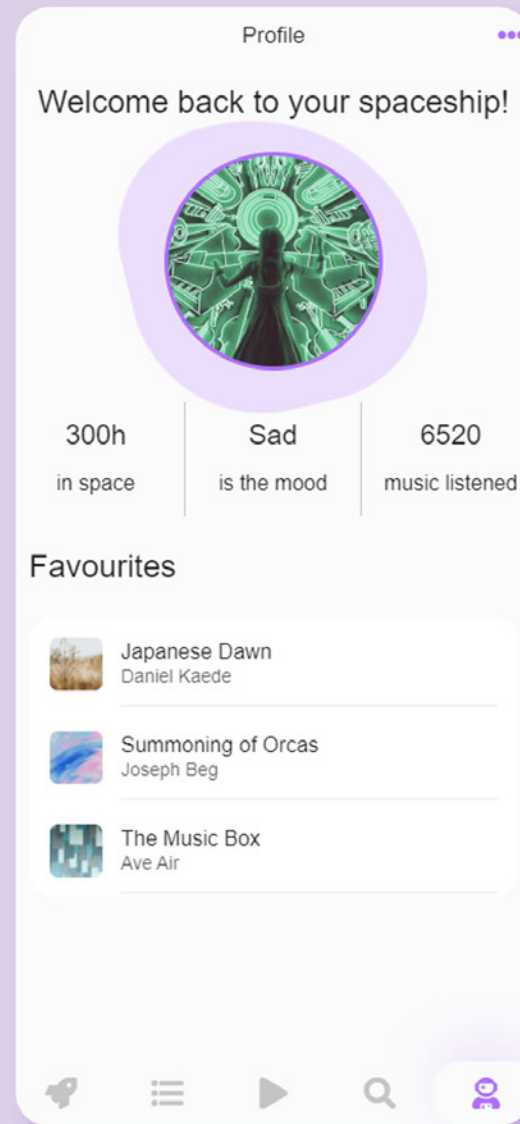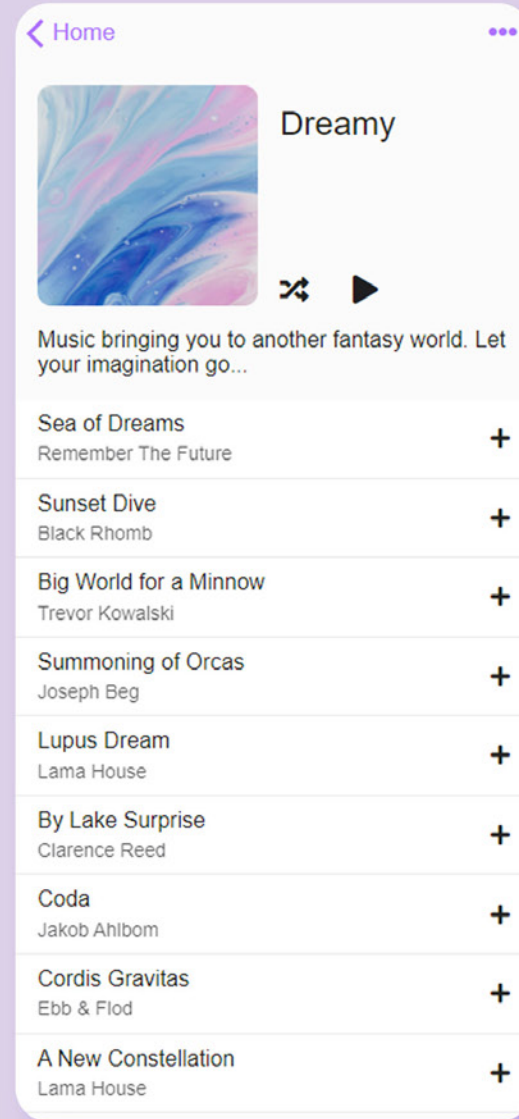→ Create a single page website
→ Make the website appealing

Solution
→ Separate the content into sections
→ Use animations that trigger on scroll

Link to website

MOBILE APP

Project
Interstellar is a music streaming app featuring only instrumentals. It categorizes its music based on a mood. Each listener is an astronaut wandering around space (listening to music) and exploring or creating new planets (moods and playlists). The goal of this project is to create an app using Onsen UI.

Challenge
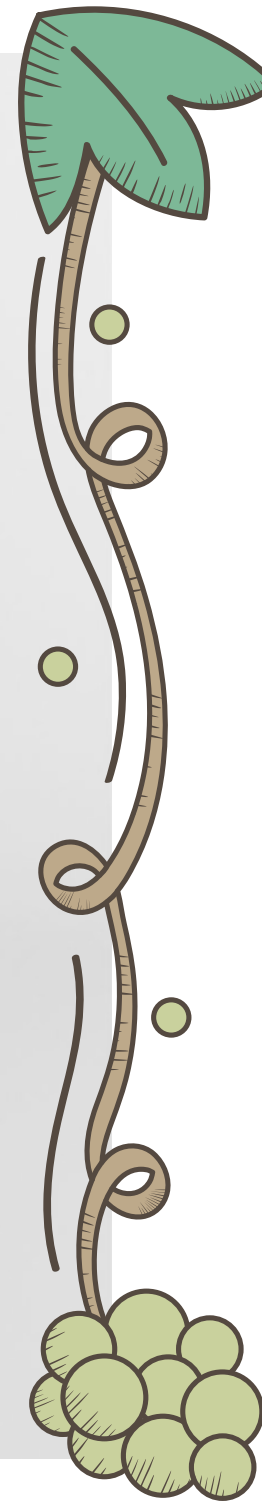→ Use Onsen UI to create the mobile app
→ Come up with a concept so that the app is different from others

Solution
→ Learn and practice using Onsen UI to code
→ Brainstorm ideas or situations that could fit listening to music

Link to website

WINE LABELS

Project
Create a wine label based on an art movement.
This project includes two wine labels and a booklet.

Challenge
→ Illustrate the labels with a style based on the
  chosen art movement (arts and crafts)
→ Include all content provided in a small booklet

Solution
→ Research on the art movement
→ Research existing wine labels
→ Crop or bleed the images to create more space
  for the text

Wild South
Vineyard

JUICE LABELS

Project
Design juice box labels with fruits of your choice, and make the brand recognizable despite the colour difference between the labels.

Challenge
→ Brainstorm a concept that is different from what is usually seen on juice boxes
→ Create visual continuity between the labels

Solution
→ Research on existing juice box labels
→ Give each fruit a personality
→ Use the same layout
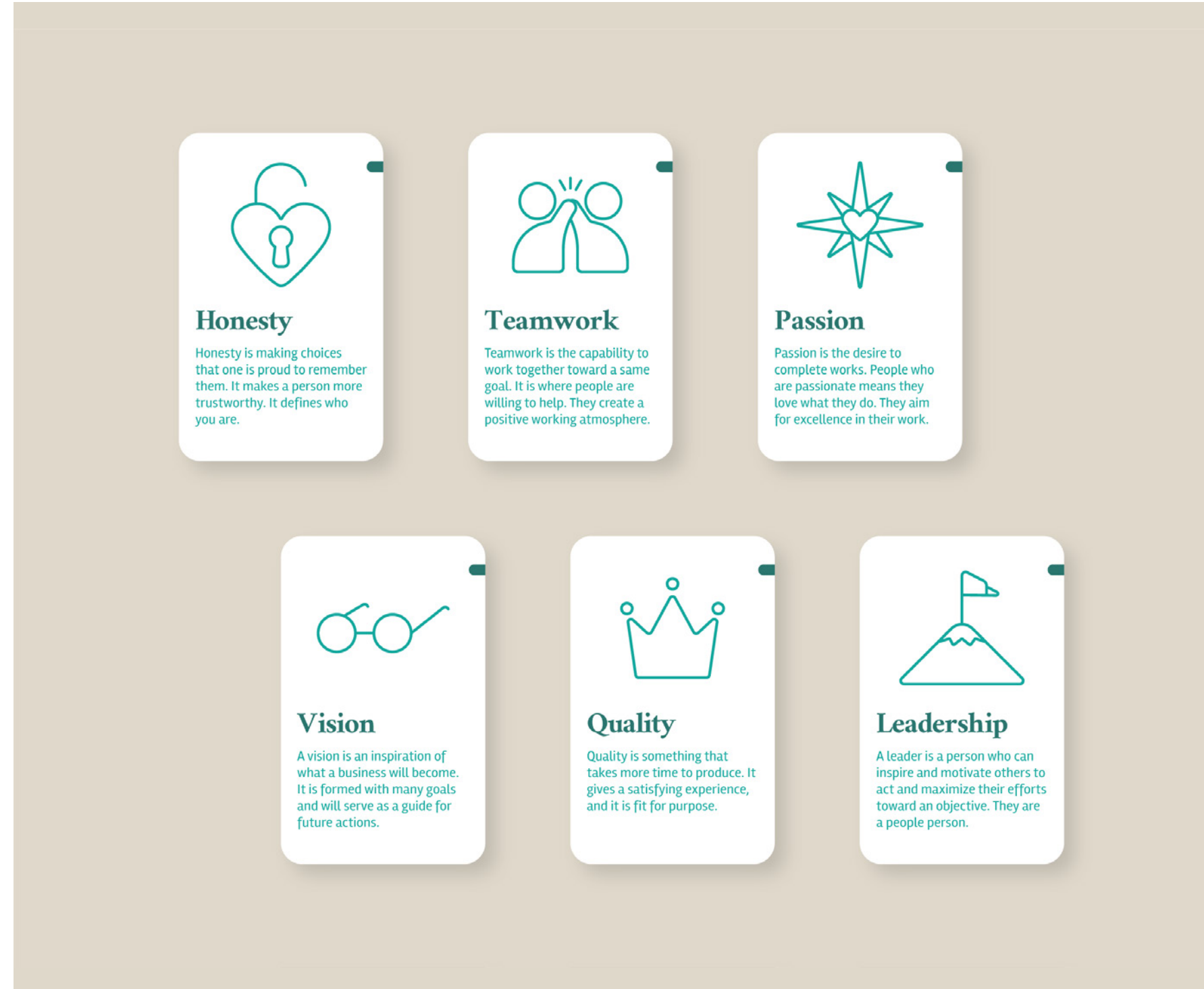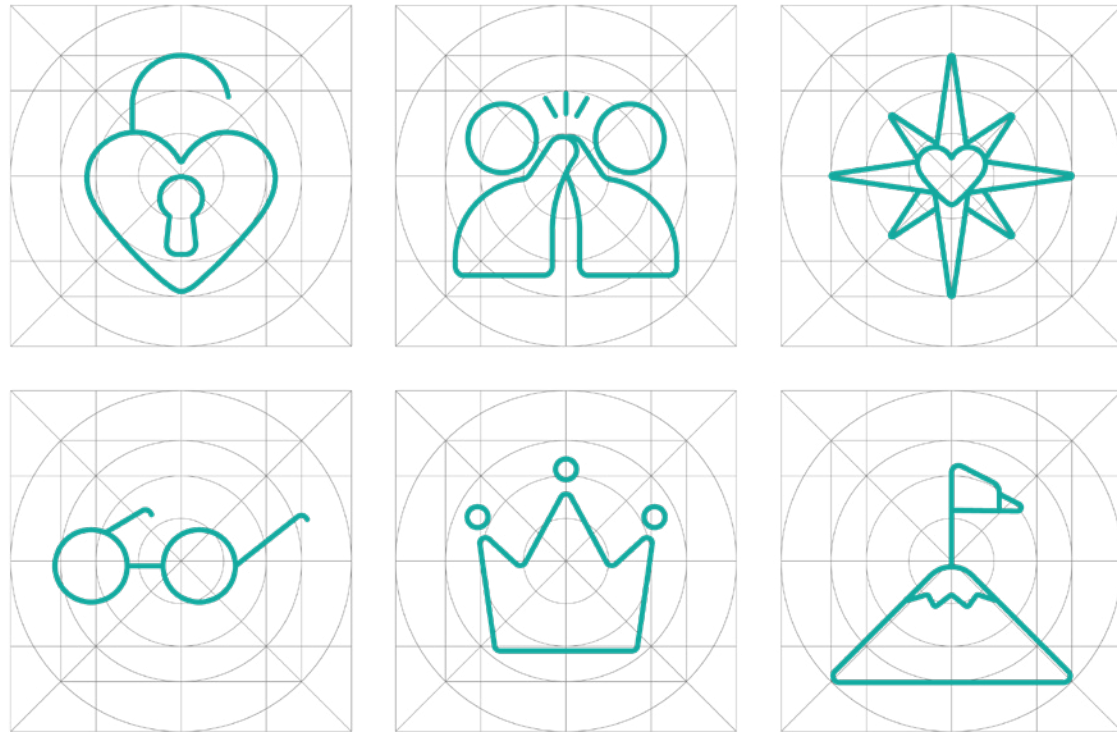
PICTOGRAMS

Project
Create pictograms that represent the chosen business core values. This project includes six pictograms made with a grid.

Challenge
→ Represent the core values with pictograms
→ Make consistent pictograms
→ Maintain the same size for each pictogram

Solution
→ Research existing pictograms
→ Use the same style and colours
→ Use a grid

Honesty
Honesty is making choices that one is proud to remember them. It makes a person more trustworthy. It defines who you are.

Teamwork
Teamwork is the capability to work together toward a same goal. It is where people are willing to help. They create a positive working atmosphere.

Passion
Passion is the desire to complete works. People who are passionate means they love what they do. They aim for excellence in their work.

Vision
A vision is an inspiration of what a business will become. It is formed with many goals and will serve as a guide for future actions.

Quality
Quality is something that takes more time to produce. It gives a satisfying experience, and it is fit for purpose.

Leadership
A leader is a person who can inspire and motivate others to act and maximize their efforts toward an objective. They are a people person.

INFOGRAPHIC

Project
Create an infographic based on a chosen topic. This project includes an infographic with illustrations and pictograms.

Challenge
→ Make the illustrations and pictograms feel like a set
→ Make the infographic look fun and easy to scan

Solution
→ Use gradients to apply a similar style between the illustrations and pictograms
→ Use a warm colour to give a fun feeling in contrast to the cool winter colours that may give a sad feeling
→ Put the important elements in a similar colour to make them easy to scan

PLAYING CARDS
CASE STUDY

About
The playing cards Dim Sum edition is a fun deck to enjoy various card games with families. The target audience is people of all ages who are interested in Chinese food.

Challenge
This was a personal project, so I decided to create a playing cards deck with a fun concept that represents my design style.

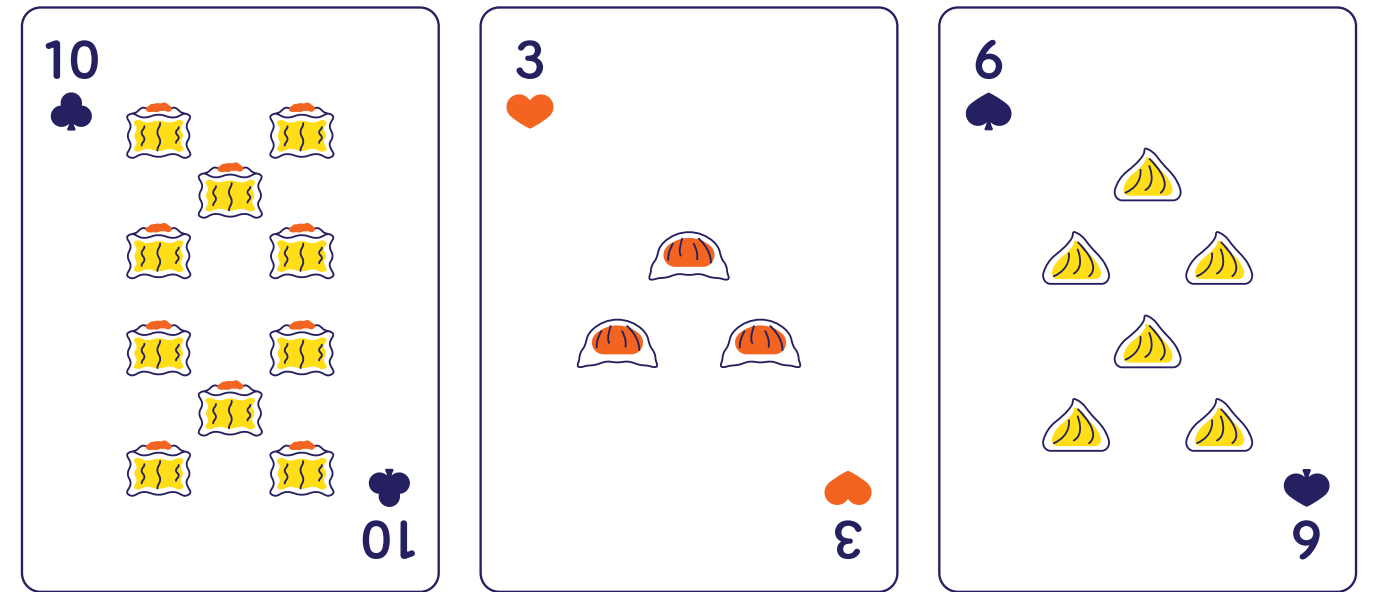**Typography – Dongle**

A K Q J 1 2 3 4 5 6 7 8 9 0

Process
I browsed through people's designs of playing cards decks to get inspiration. Then, I brainstormed words or elements related to the theme dim sum and categorized them based on the cards' ranks.

Illustrations
I kept it simple to make it easy to identify the cards' rank at a glance. I made the elements feel soft and round to give that fun impression. For the back, I created it based on the pattern of the bamboo steamer basket's lid.

Colours
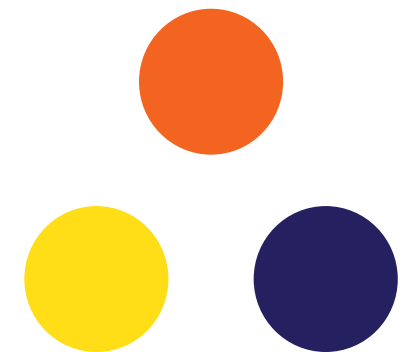I used orange and yellow because these colours are the closest to the original dishes. They are vibrant to show a fun mood. For the strokes, I applied a blue navy to contrast the colours orange and yellow and make the illustrations pop out more.

Layout
The symbols were placed close to one another to represent the same feeling of the way dim sum is served.

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my

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