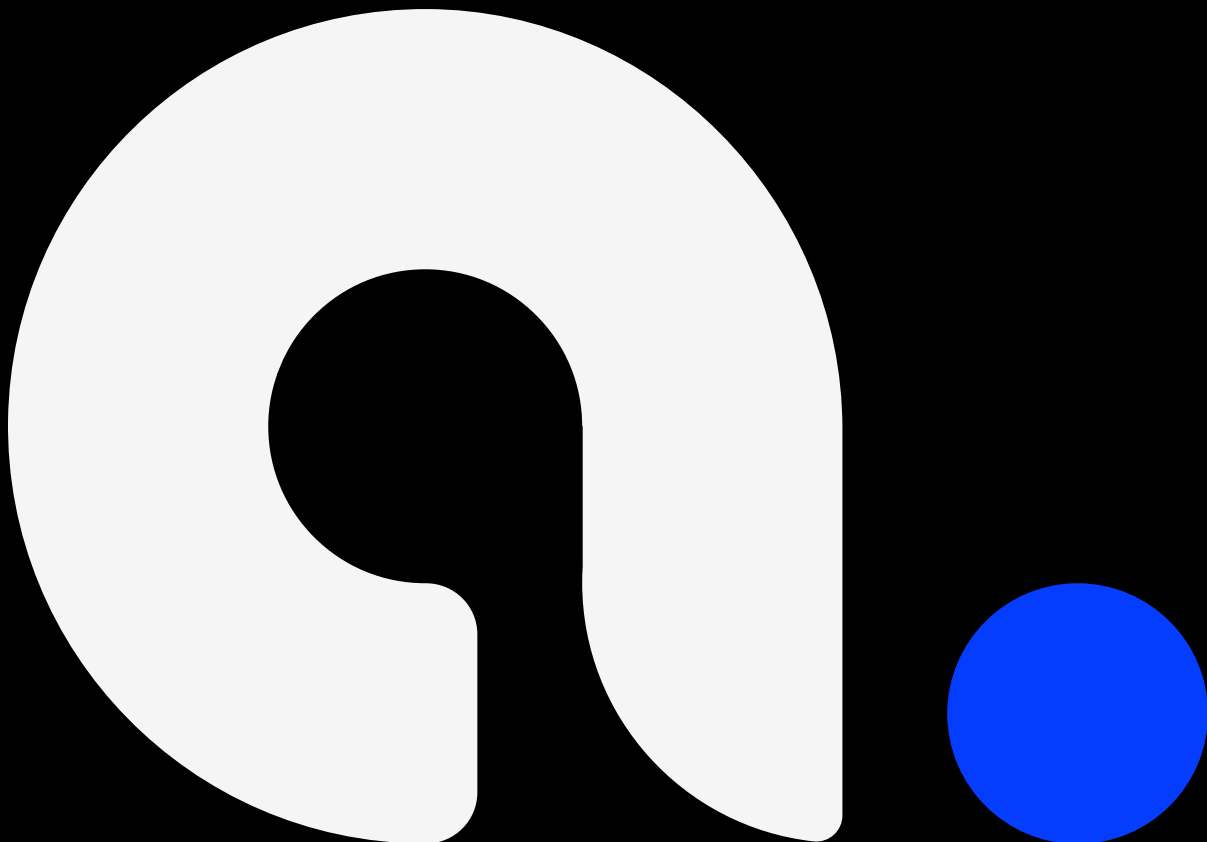


Minh Anh Ha

Portfolio

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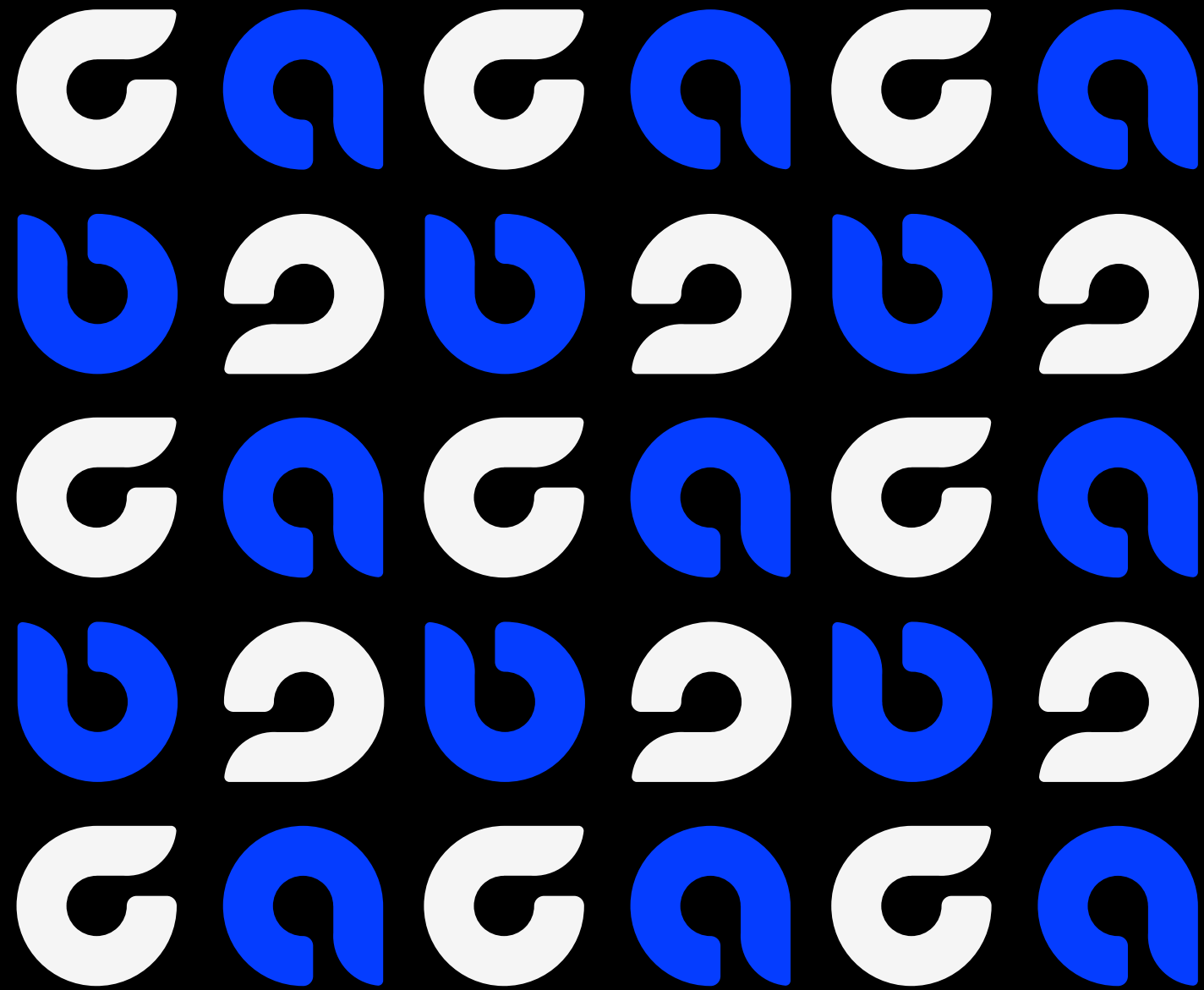


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Who am I?

Hi, this is Anh! I am a third-year graphic design student at Vanier College. I have worked with visual communication for 5 years, therefore, I have gained much experience with both technical skills and soft skills, as well as developed a strong eye for aesthetics. The language of grids, shapes, and typography is what I love about graphic design. My goal is to create good designs in relation to culture, politics, and society that are beautiful, meaningful and impactful.

Gesso Museum

Brand Identity

Client

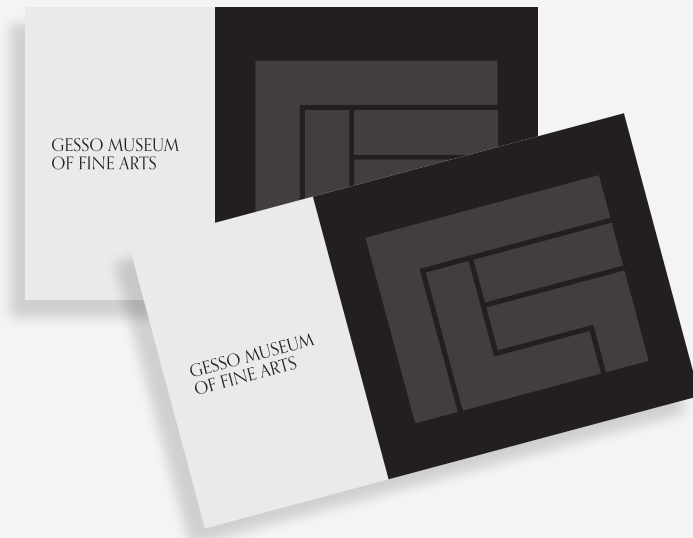
Arts and Culture

Project


Create a name, logo and visual identity for a museum that focuses in Renaissance arts.

Solution

Research characteristics of Renaissance paintings and sculptures. The name Gesso is inspired taken from "gesso", a white paint mixture frequently used in Renaissance paintings to create a base nice layer and protect the canvas. Design a modern logo based on the concept of layers of paint and the rectangular shape of the canvas, in which the lines and interlocking shapes depicts the paint layers. The logo also visualizes the letter "G", which is the initial of the Gesso museum. Software used: Adobe Illustrator, Photoshop and Indesign.



WE ARE THE GESSO



This publication has been developed to guide users of Gesso Museum of Fine Arts' visual identity on how to use the company's logos and graphic material.

This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that the Gesso has been building.

Gesso Brand Guidelines

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Gesso Brand Guidelines

LOGO

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of Gesso Museum of Fine Arts, its use must be managed through the standards set out in this guide.

Primary Logo Positive Version



Primary Logo Negative Version



X Proscribed uses

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

Gesso Brand Guidelines

LOGO

X Proscribed uses

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

Gesso Brand Guidelines

BUFFER ZONE




To optimize its presence in any given space, the logo must include a buffer zone, a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the letter "M" inside the word "MUSEUM".

Gesso Brand Guidelines

MARK



Primary Mark Positive Version

Gesso Brand Guidelines

TYPOGRAPHY

The official typefaces to be used in corporate and marketing communications, for printed or electronic documents, are **Orpheus Pro** designed by Kevin King and Patrick Griffin, from Canada Type, and **Franklin Gothic ATF** from American Type Founders Collection.

Orpheus Pro


Regular *Italic* Medium **Bold**

Franklin Gothic ATF

Light Regular *Italic* Medium **Bold**

Gesso Brand Guidelines


GRAPHIC ELEMENTS



Graphic elements must be incorporated from The Gesso's logo and key visual - black rectangular shapes which represent layers of paint and movement.

Gesso Brand Guidelines

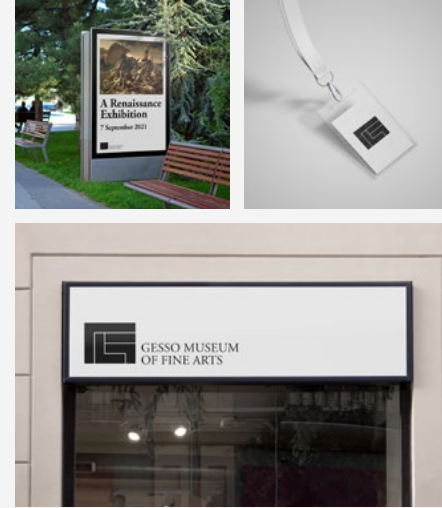
PHOTOGRAPHY



Imagery used in support of the brand must reflect Gesso Museum of Fine Arts' unique position in the market. Only images of possessed artworks, certain portraits and landscapes are permitted.

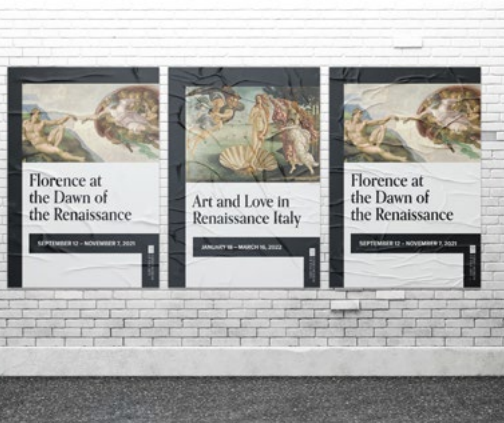
Gesso Brand Guidelines

APPLICATION EXAMPLES



Gesso Brand Guidelines

APPLICATION EXAMPLES



Gesso Brand Guidelines

Snapshots of the detailed brand style guide established for Gesso Museum of Fine Arts.

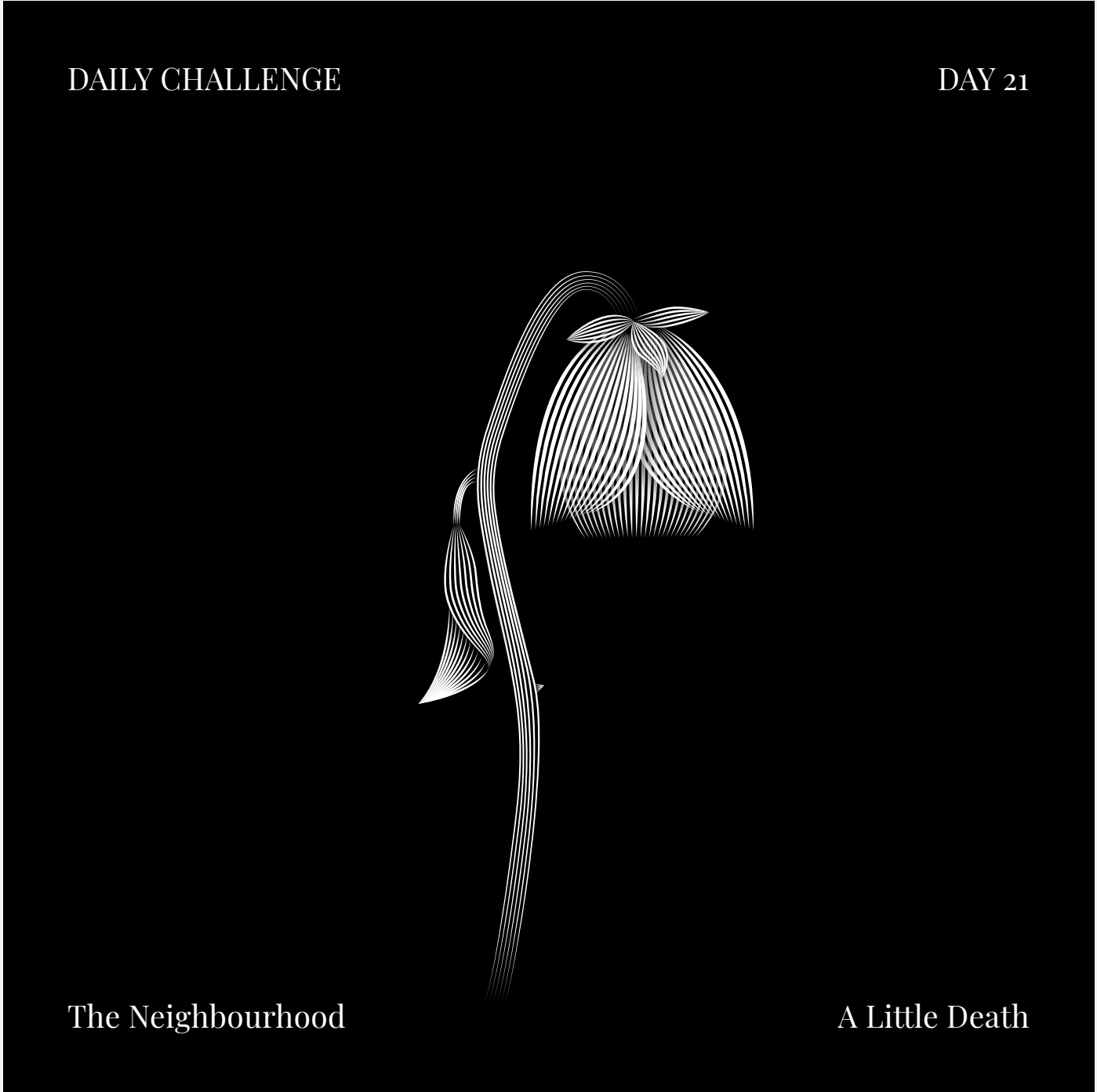
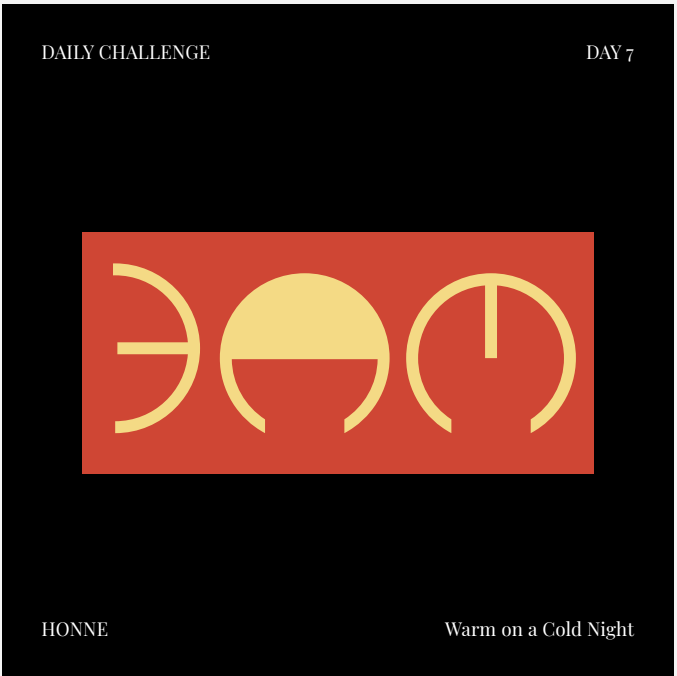
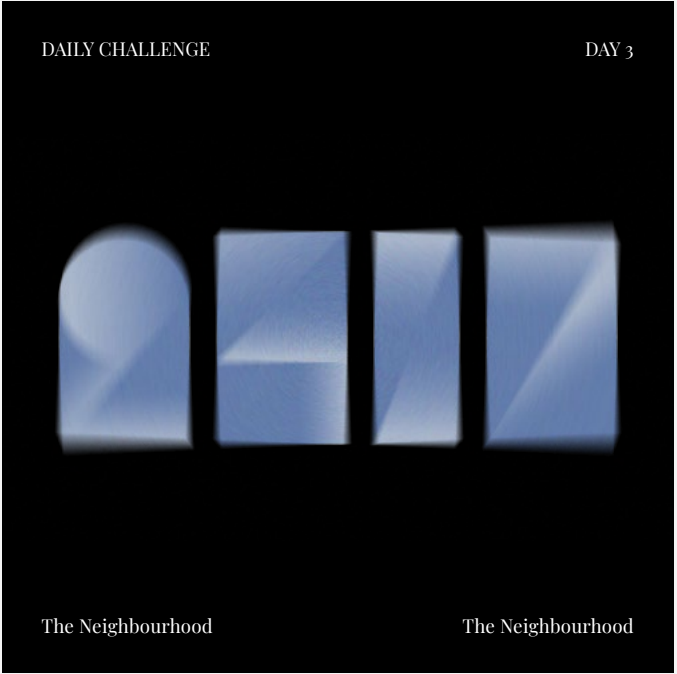
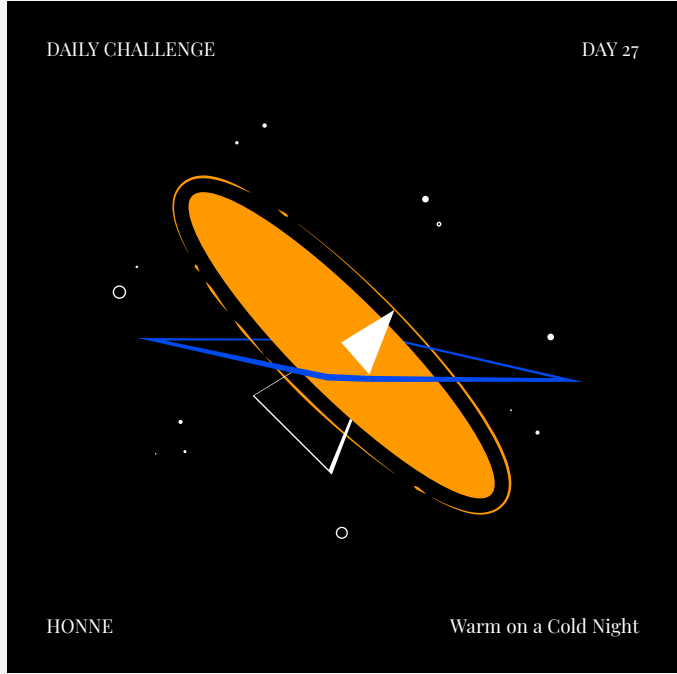
A Design Everyday

Digital Design

Client
Entertainment

Project
Create a design based on a chosen song daily within 30 days to enrich creativity and help with purely artistic exploration.

Solution
Produce visual images of songs based on their themes or lyrics, as well as experiment with different tools, effects, and methods.
Software used: Adobe Illustrator.



Skinny

Brand Identity



Client

Retail

Project

Create a visual identity for Skinny, a new activewear brand.

Solution

Design a logo based on the concept of "skinny" figures, the letter "s", and utilizing negative space that can be applied across all media.

Softwares used: Adobe Illustrator and Photoshop.



Studio000

Brand Identity

Client

Arts and Culture

Project

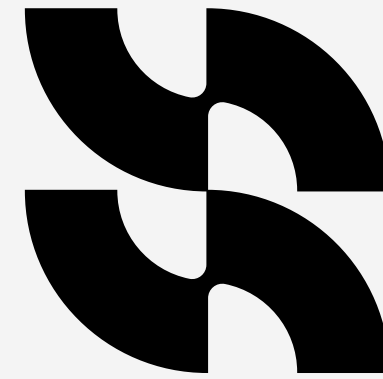
Create a visual identity for Studio00, a startup creative firm who specializes in professional photography and videography.

Solution

Design a series of logos propositions inspired by fresnel lens, while also incorporating the numbers "00" and the letter "s" in the name of the agency itself. Softwares used: Adobe Illustrator and Photoshop.



Fresnel lens — a type of composite compact lens used in photography to enhance and distort light, adding contrast to an image,

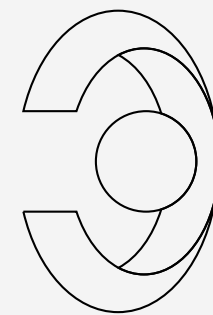
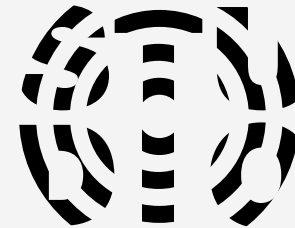


STUDIO 00

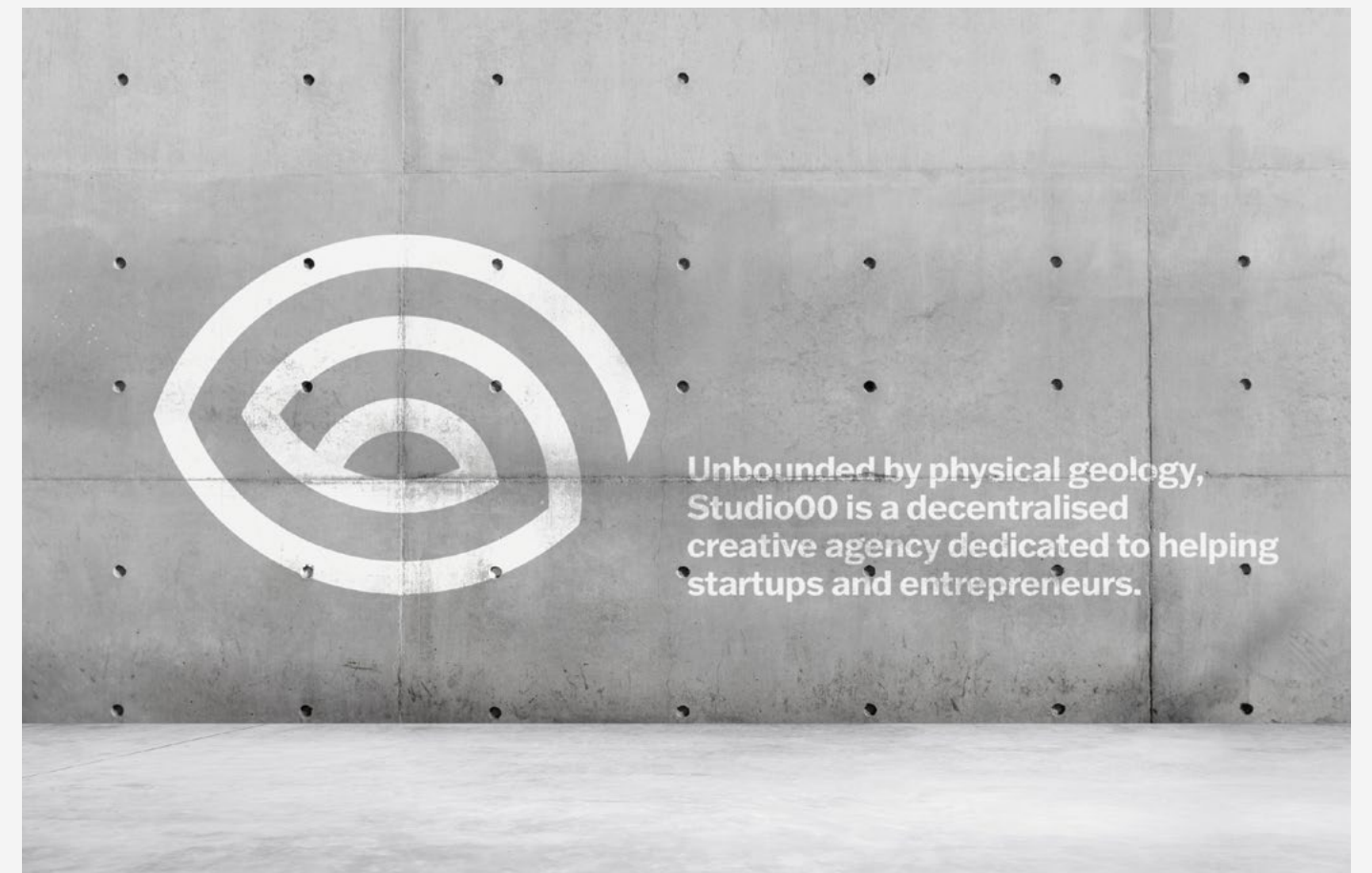


STUDIO 00

Final logo concepts.



Other initial sketches for the logo.



Cry Album Vinyl Cover

Packaging Design

Client

Arts and Culture

Project

Redesign the vinyl cover for Cry, an album by Cigarettes After Sex. The design must stay in tone with the band's original style. Software used: Adobe Photoshop.

Solution

Use black and white images as the main key visual, which is consistent to the brand's previous designs. However, color is used for the album's name for emphasis and contrast. Liquified and glowy texts create a slight psychedelic effect that represents the ethereal and often dream-like musical style of Cigarettes After Sex, as well as the motion of tears. Softwares used: Adobe Photoshop.



Thriller Album Vinyl Cover

Packaging Design

Client

Arts and Culture

Project

Redesign the vinyl cover for Thriller, one of the bestselling albums by Michael Jackson. The concept is open to exploration.

Solution

Create a design based on the characteristics of Michael Jackson's bold and unique style, of the upbeat, dynamic and lively pop genre. The design also took inspiration from Paula Scher's *Bring in 'Da Noise Bring in 'Da Funk* posters for The Public Theater in 1995. Softwares used: Adobe Illustrator and Photoshop.



APRIL 3, 2020

TIME

THE URBAN POLLUTION

How the Earth's climate is changing
and the impact of global warming

Climate change isn't some vague
future problem - it's already damaging
the planet at an alarming pace.
Here's how it affects you, your kids
and their kids as well



time.com

Magazine Cover

Editorial Design

Client

Publishing

Project

Make a new cover for an existing magazine while using a real design or identity. The design must retain the overall look and feel of existing ones.

Solution

With TIME as the chosen magazine, review the covers of past issues. Determine the common elements across all issues and get a sense of the overall key visual. Do research on TIME's identity and apply similar fonts, color schemes, positionings, etc. Create a new concept based on the topic of urban pollution, using a collage of images, textures and graphic elements. Software used: Adobe Photoshop.

TOURISME MONTREAL

volume 001 issue 3 July 2021

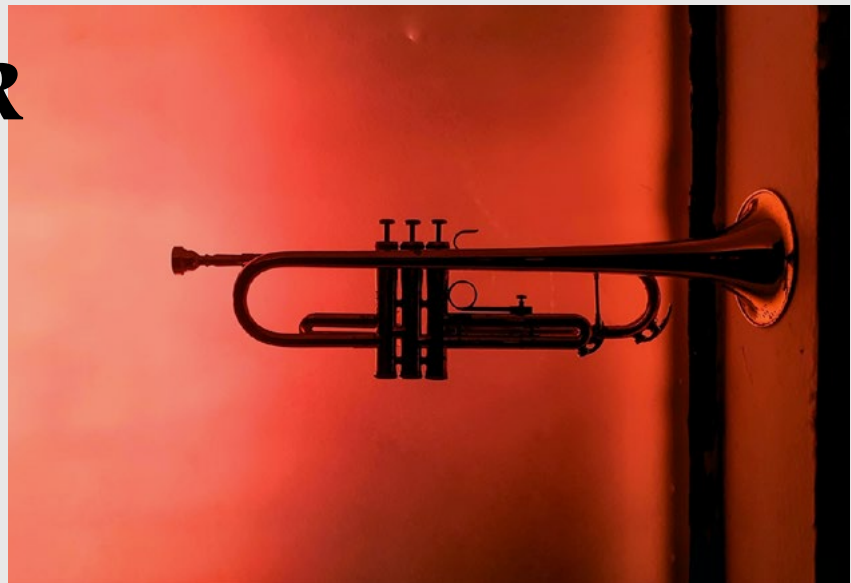
TOURISME MONTREAL 800 René-Lévesque Blvd W 24e étage (514) 844-5400
DIRECTOR Xingyu Ren
EDITOR Ashley Mae
GRAPHICS Anh Ha
CONTRIBUTORS John Doe, Bob Johnson, Michael Scott

FESTIVALS

GET YOUR JAZZ ON

The world's largest jazz festival.
WRITTEN BY JOHN DOE

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IT'S TIME FOR PIKNIC!

This is not your ordinary family picnic at the park.
WRITTEN BY JOHN DOE

PIKNIC ELECTRONIK
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THIS YEAR'S LINEUP
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It's Time for Piknic!	0-1
Montreal's Massive Food Truck Festival is Coming Back	1
See You at Beer Fest	2
The Film Festival You Can't Miss	3-4

Tourisme Montreal Newsletters

Editorial Design

Client
Publishing

Project
Create a 4-page newsletter for a monthly publication of Tourisme Montreal. Establish a new style for the newsletter and design an upcoming issue for July.

Solution
Research about the newsletter's purpose and audience. Find related articles and images. Build a visual identity for the newsletter, using by a strict grid system and emphasizing on typography. Software used: Adobe InDesign.



MONTREAL'S MASSIVE FOOD TRUCK FESTIVAL IS COMING BACK
The annually anticipated food truck frenzy downtown.
written by John Doe

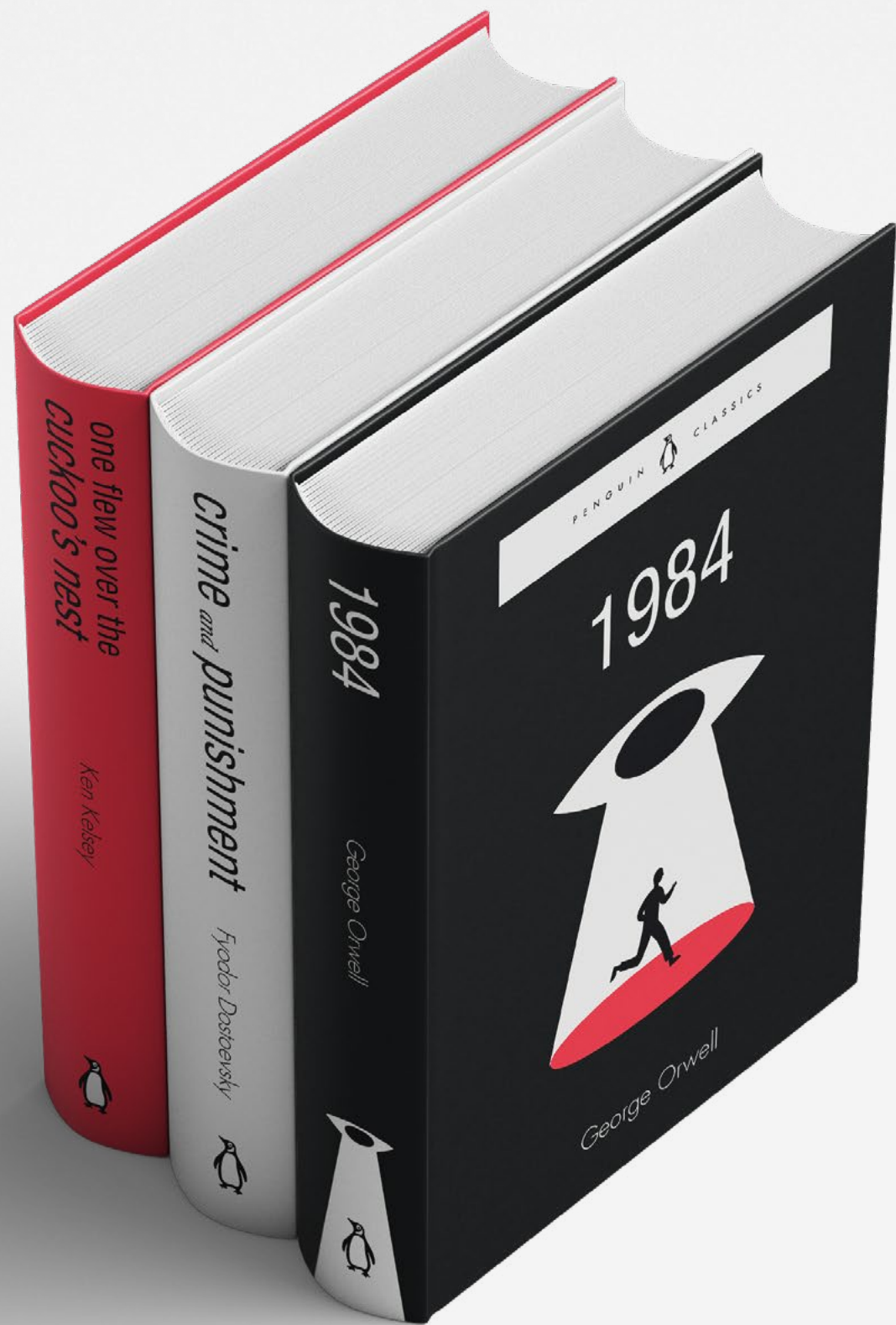
SEE YOU AT BEER FEST
Save the date for this refreshing experience.
written by John Doe

TOURISME MONTREAL — ISSUE 03
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TOURISME MONTREAL — ISSUE 03
EAT AND DRINK
SEE YOU AT BEER FEST
Save the date for this refreshing experience.
written by John Doe

CULTURE
THE FILM FESTIVAL YOU CAN'T MISS
The return of independent French cinema.
written by John Doe

TOURISME MONTREAL — ISSUE 03
47° festival du nouveau cinéma



Book Set

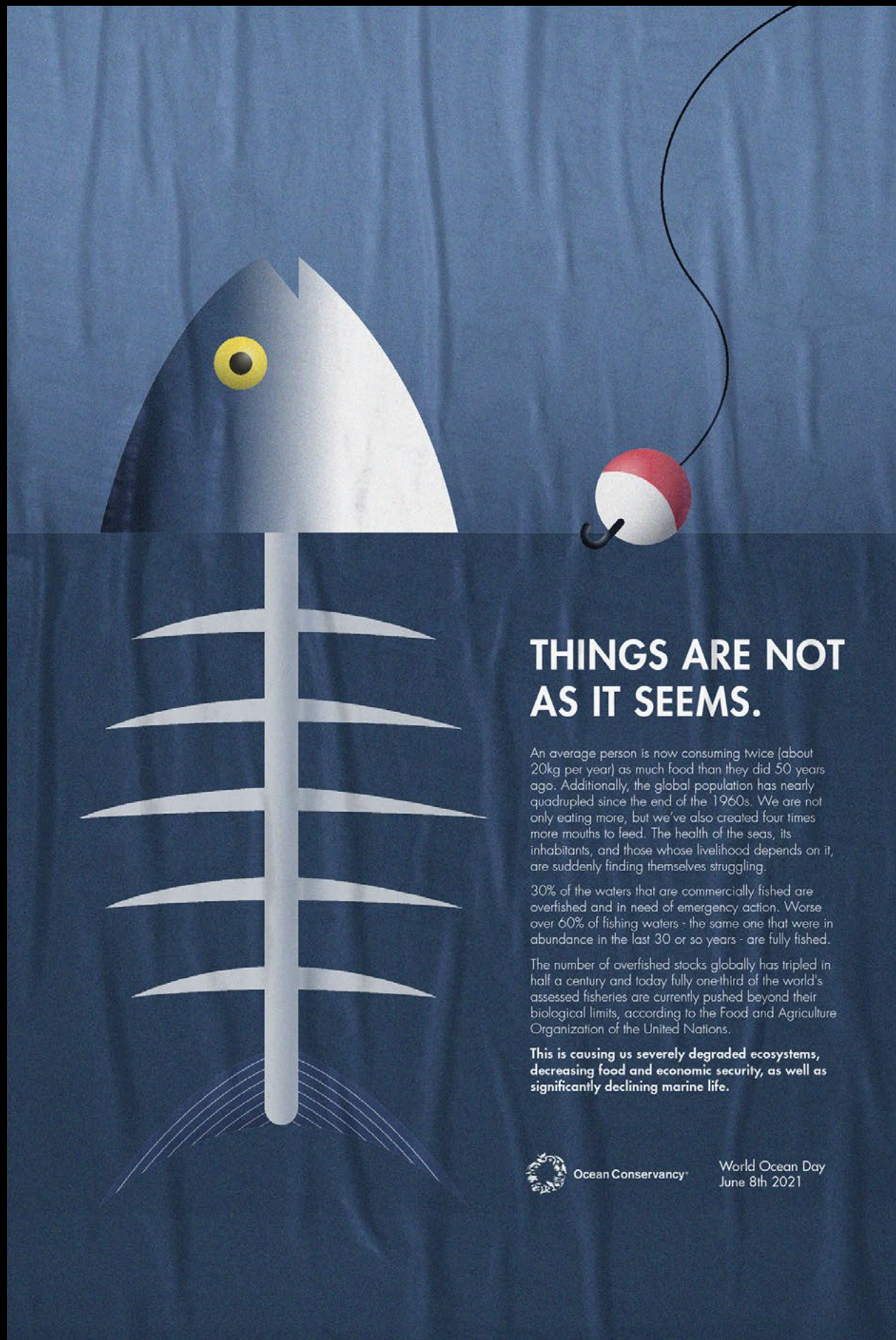
Book Cover Design

Client
Publishing

Project
Design book covers for three separate classic books titles (not a part of series or written by the same author). Apply a consistent and recognizable style across all original concepts.

Solution
Use flat colors with high contrast and flat, sharp illustrations to portray the themes and narratives of three chosen book titles. A lot of white space is used to highlight the illustrations and texts. Small scaled versions of illustrations on the front cover is also employed on the back cover for better uniformity. Softwares used: Adobe Illustrator and Photoshop.





THINGS ARE NOT AS IT SEEMS.

An average person is now consuming twice (about 20kg per year) as much food than they did 50 years ago. Additionally, the global population has nearly quadrupled since the end of the 1960s. We are not only eating more, but we've also created four times more mouths to feed. The health of the seas, its inhabitants, and those whose livelihood depends on it, are suddenly finding themselves struggling.

30% of the waters that are commercially fished are overfished and in need of emergency action. Worse over 60% of fishing waters - the same one that were in abundance in the last 30 or so years - are fully fished.

The number of overfished stocks globally has tripled in half a century and today fully one-third of the world's assessed fisheries are currently pushed beyond their biological limits, according to the Food and Agriculture Organization of the United Nations.

This is causing us severely degraded ecosystems, decreasing food and economic security, as well as significantly declining marine life.



World Ocean Day
June 8th 2021

Overfishing Awareness

Poster Design

Client

Publishing

Project

Design a conceptual poster to raise awareness about the health of the oceans, demonstrating the problem of overfishing and ocean depletion.

Solution

Research the state of the oceans and the impact of overfishing. Apply the fish imagery to the concept of "tip of the iceberg". Create a realistic and detailed illustration of a dead fish and a fishing rod to represent overfishing. Information, data and sources are also included to educate the viewers on the problem. Software used: Adobe Illustrator.

It's a Game! Wine Bottle

Packaging Design



This is an original composite created from six separate images. The main concept is harmony between animals, humans and nature.

Client

Food and Drink

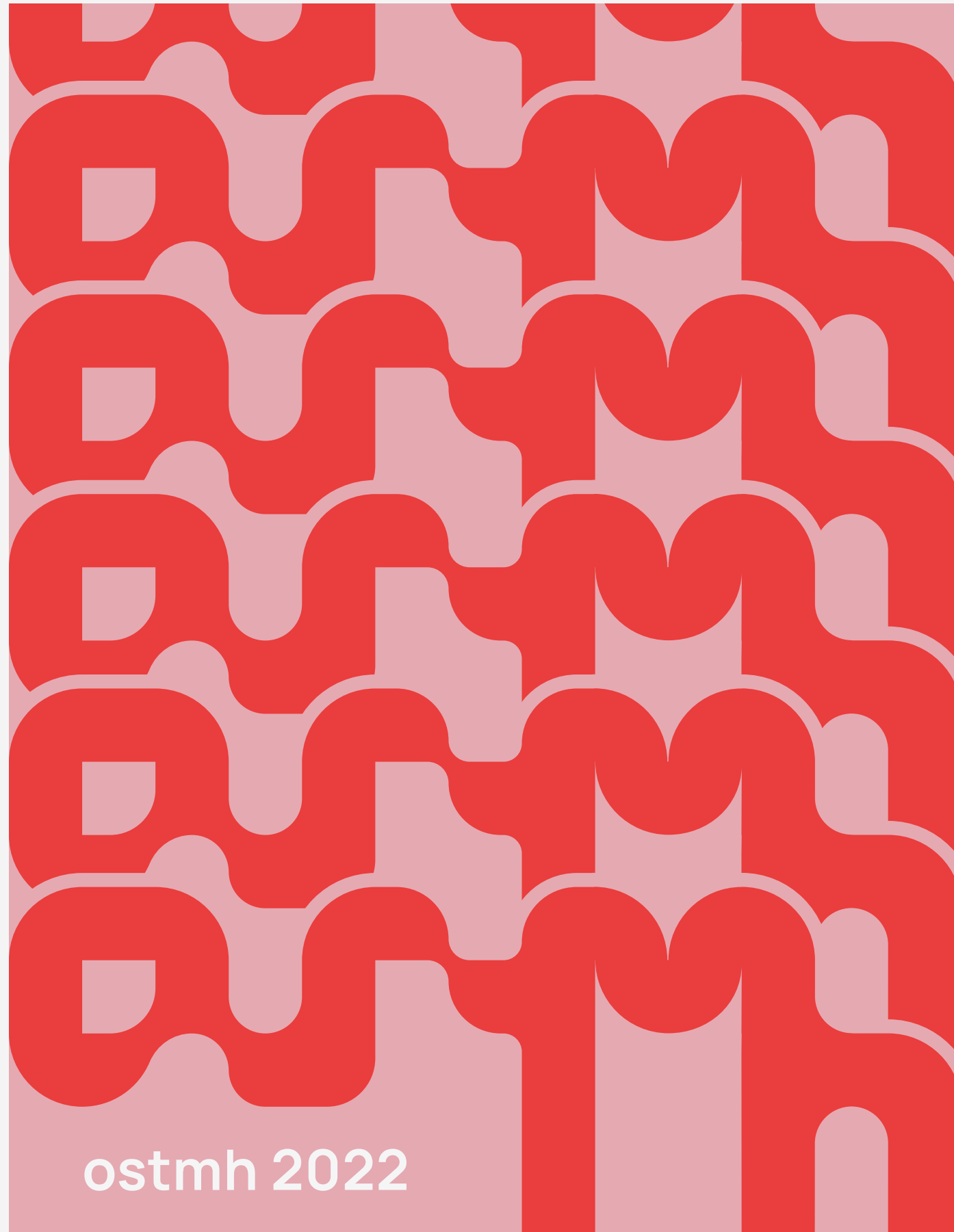
Project

Redesign a wine label for an existing brand. The concept does not need to be consistent with the original identity and is open to exploration. The design approach must be based on a modern art movement.

Solution

Inspired by Dadaism, create a collage of a deer with a human body entwined in vines, flowers and nature. The goal is to depict the smooth, fruity and earthy characteristics of the wine, as well as its freshness and build a unique brand image. Softwares used: Adobe Photoshop.





Yearbook Cover

Editorial Design

Client
Publishing

Project
Design a cover proposal for the 2022 Yearbook of Micropublishing and Hypermedia program at Vanier College. The design should be original, attractive and interesting.

Solution
Experiment with a custom freeform typographic approach illustrating the program name of "OSTMH" that is bold, cursive, modern, fluid, and fun. The text is fairly legible, while also duplicated several times to create a complex pattern. The red color is representative of Vanier College. Software used: Adobe Illustrator.

Troubled

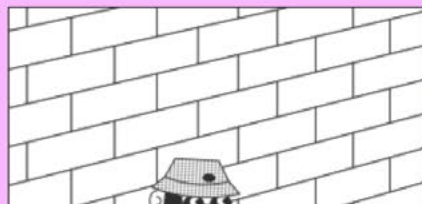
Inspired by *Léon: The Professional*
by Anh Ha

This is a series of animations illustrating the daily life of Mathilda, a troubled young adult living in a big city. They were created using three different approaches, with a consistent minimal, B&W design concept.



I don't like it at home

This is Mathilda. Mathilda has a dysfunctional family. She doesn't like the tense atmosphere at home, so she would often wander the streets on her own. This 4 frame walk cycle was created using Illustrator, Photoshop and CSS.



This is calming

Mathilda spends most of her time on the streets, so

Troubled Animation

Web and Animation Design

To visit the website, click [HERE](#).

Client

Arts and Culture

Project

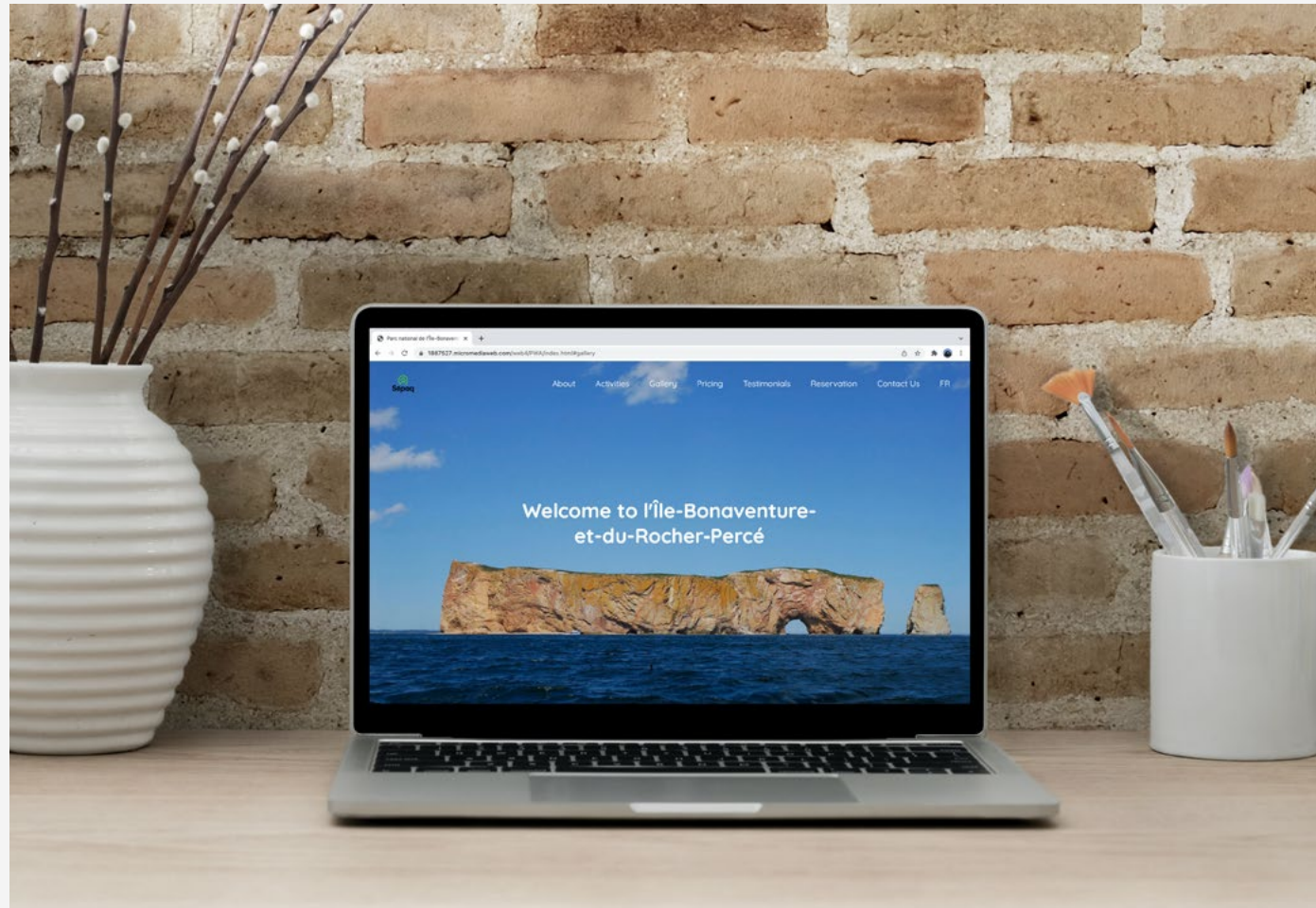
Create an animation portfolio which showcases three basic animations using frame-by-frame, CSS Sprite Sheet, and JS SVG Library Animation.

Solution

Explore of different methods of web animation. Come up with an original artistic concept for the animations based on the movie *Léon: The Professional*. The style is black and white illustrations for greater contrast, distinctiveness and simplicity. Assemble a minimalist web portfolio that shares a similar style with the animations. Softwares used: Visual Studio Code, Adobe Illustrator, Adobe Photoshop.

SEPAQ Park Single Page Website

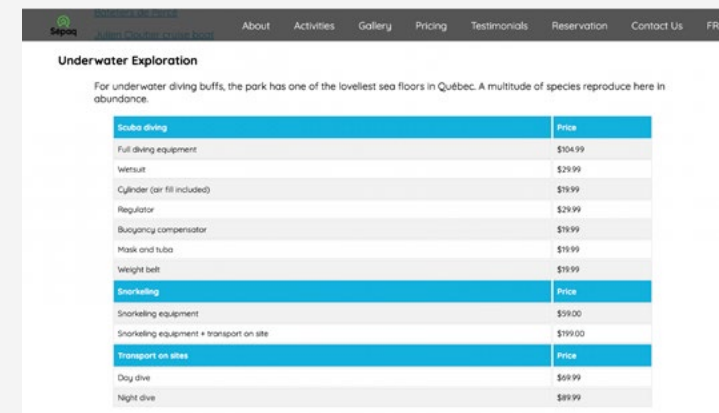
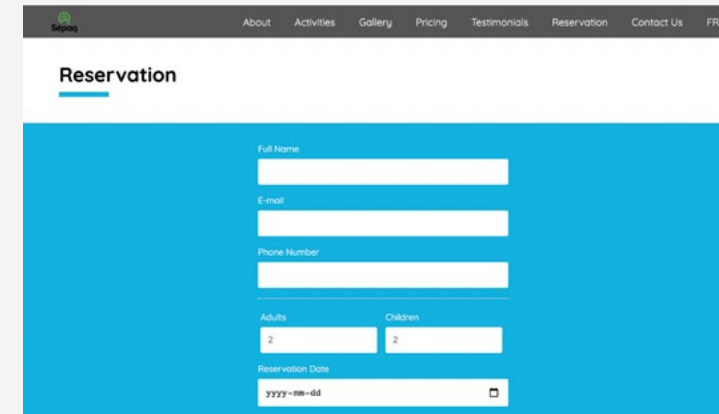
Web Design



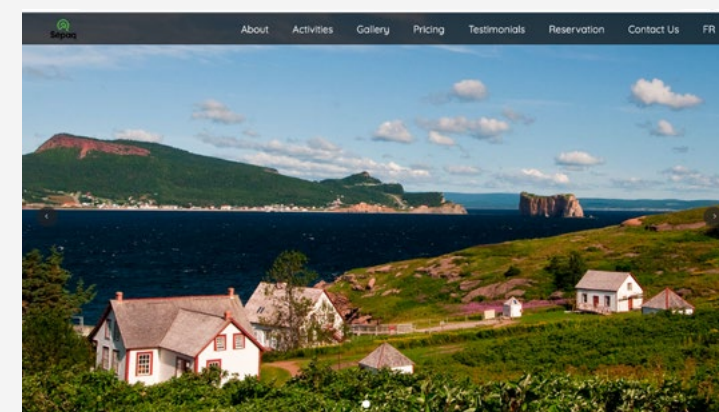
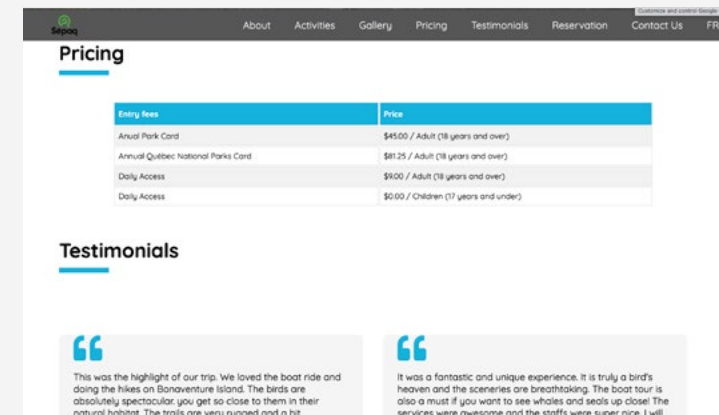
Client
Hospitality & Leisure

Project
Create a single page website promoting a SEPAQ park. The site should promote outdoor activities, destinations or adventures. Add a way to collect user input (a poll, comments, contact info, etc.).

Solution
Design a single page app with features the Île-Bonaventure-et-du-Rocher-Percé Park. Blue is used as the main color theme to represent the natural aspects of the park such as the ocean and the sky, as well as feelings of calmness and peacefulness. The website integrates SPA features like fetch API, animation, and smooth scrolling. Software used: Visual Studio Code



To visit the website, click [HERE](#).





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