

Portfolio

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Barbara
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ABOUT ME

Hi, I'm Barbara Silva and I have no idea what I'm doing most of the time, except when I'm designing. Anyways, examples below.

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Project

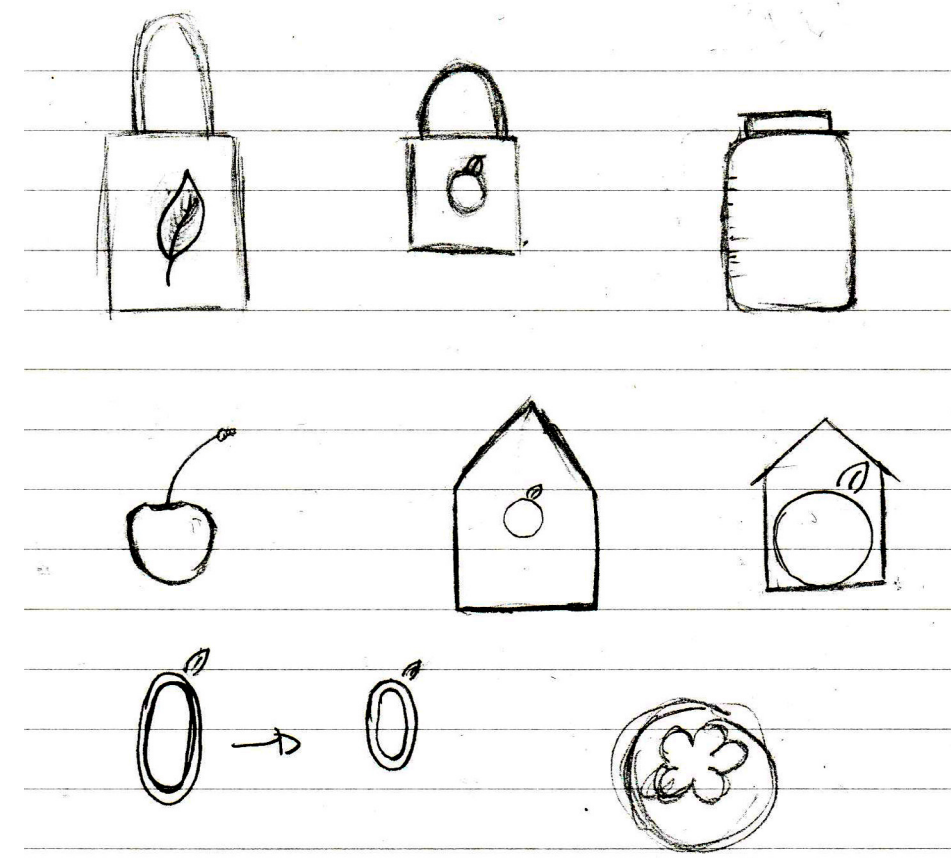
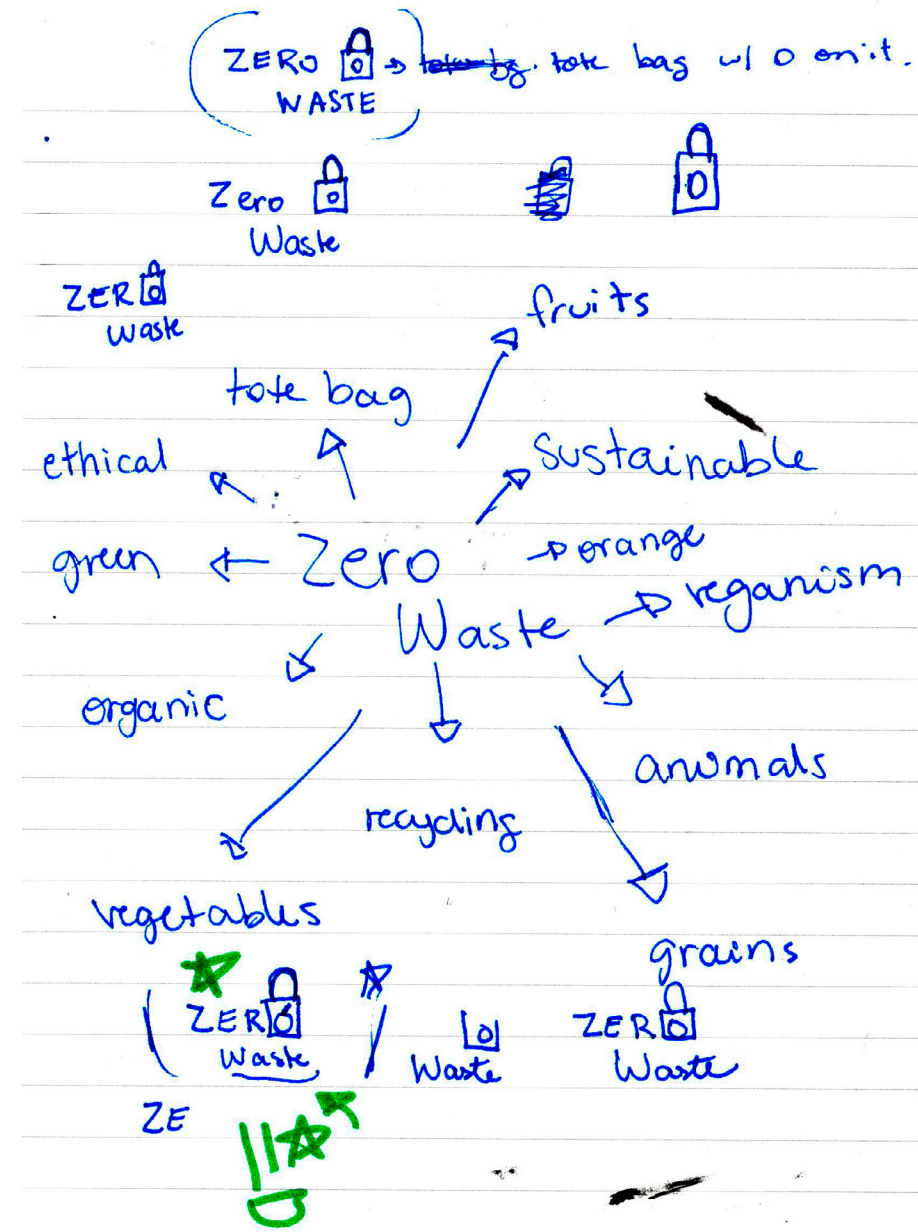
ZeroWaste is an ecofriendly shop that prides itself on its local produce and sustainable attitude towards food.

Challenge

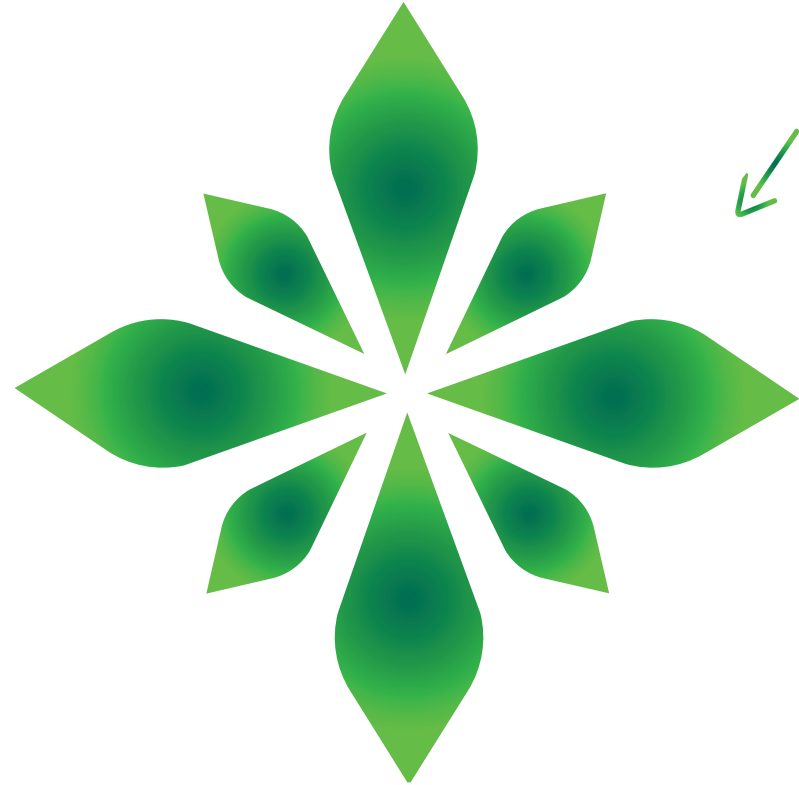
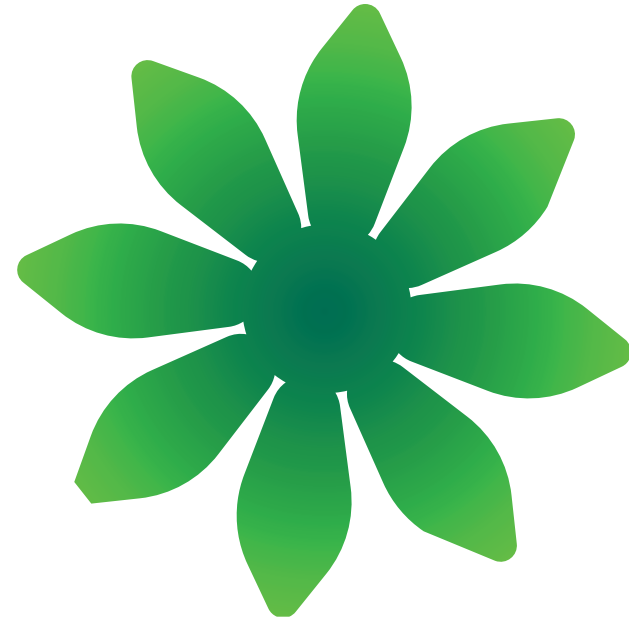
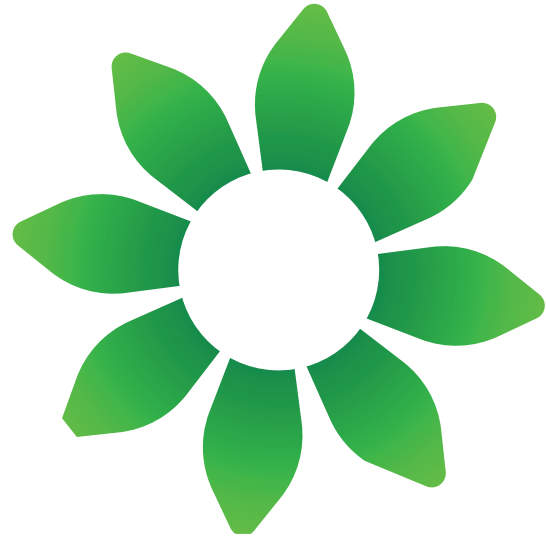
The project was to create an ecofriendly, zero waste brand visual identity for ZeroWaste.

Solution

I began by brainstorming keywords for the brand, then I connected those words to form an idea for a logo. Then, I sketched ideas for the logo and picked the best one to develop. Finally, I added graphic elements and applications examples to solidify the brand.



SYMBOL EVOLUTION



Project

OPULENCE is an arts and culture magazine, targeted towards 15 to 35 year olds who have an interest in art of all kinds and culture. Filled with photography, news in books and everything happening in the world of traditional art, OPULENCE bridges the gap between graphic design and culture.

Solution

I began by brainstorming a general concept for the magazine. Then, I researched words that meant “luxury, richness” and I found the word *opulence*. I decided to put a dynamic photograph as the cover to incite the viewer’s attention and I added plugs to complete it.

I modified the “L” in the masthead to create a unique look that gives the magazine an edge and a mark to remember.

Challenge

The challenge was to create an effective magazine cover that included a masthead, dateline and coverlines, plugs, etc.

**Project**

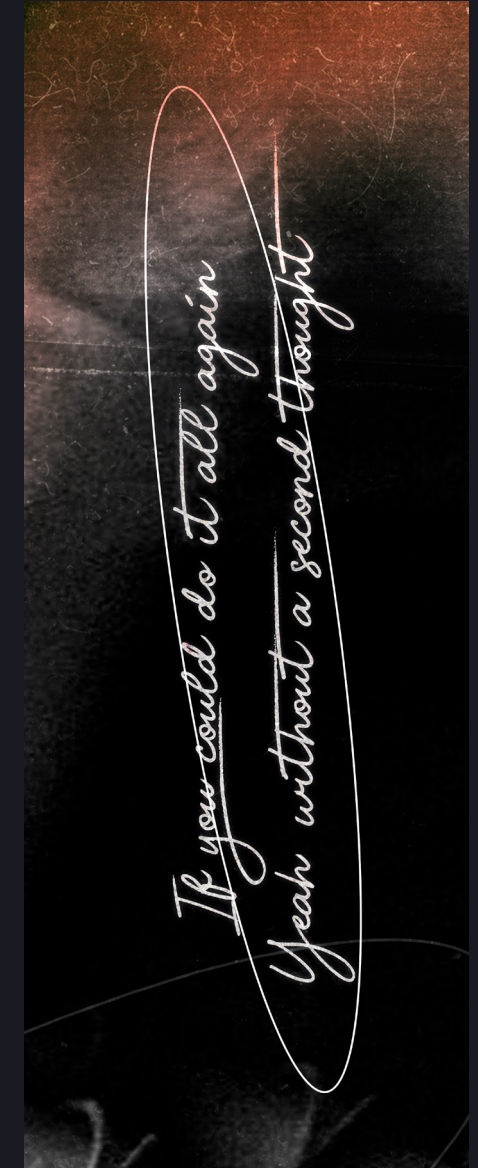
Anima is the third studio album by English musician Thom Yorke, released on 27 June 2019 through XL Recordings.

Challenge

This was a personal project where I decided to create a concept poster for the Anima album by musician Thom Yorke.

Solution

I started by collecting the elements I knew I wanted to include in the poster, for example, the birds and the ripped paper texture. Then, I began to play around with layout, typography, and blending modes which led me to this final poster.

***concept**



Project

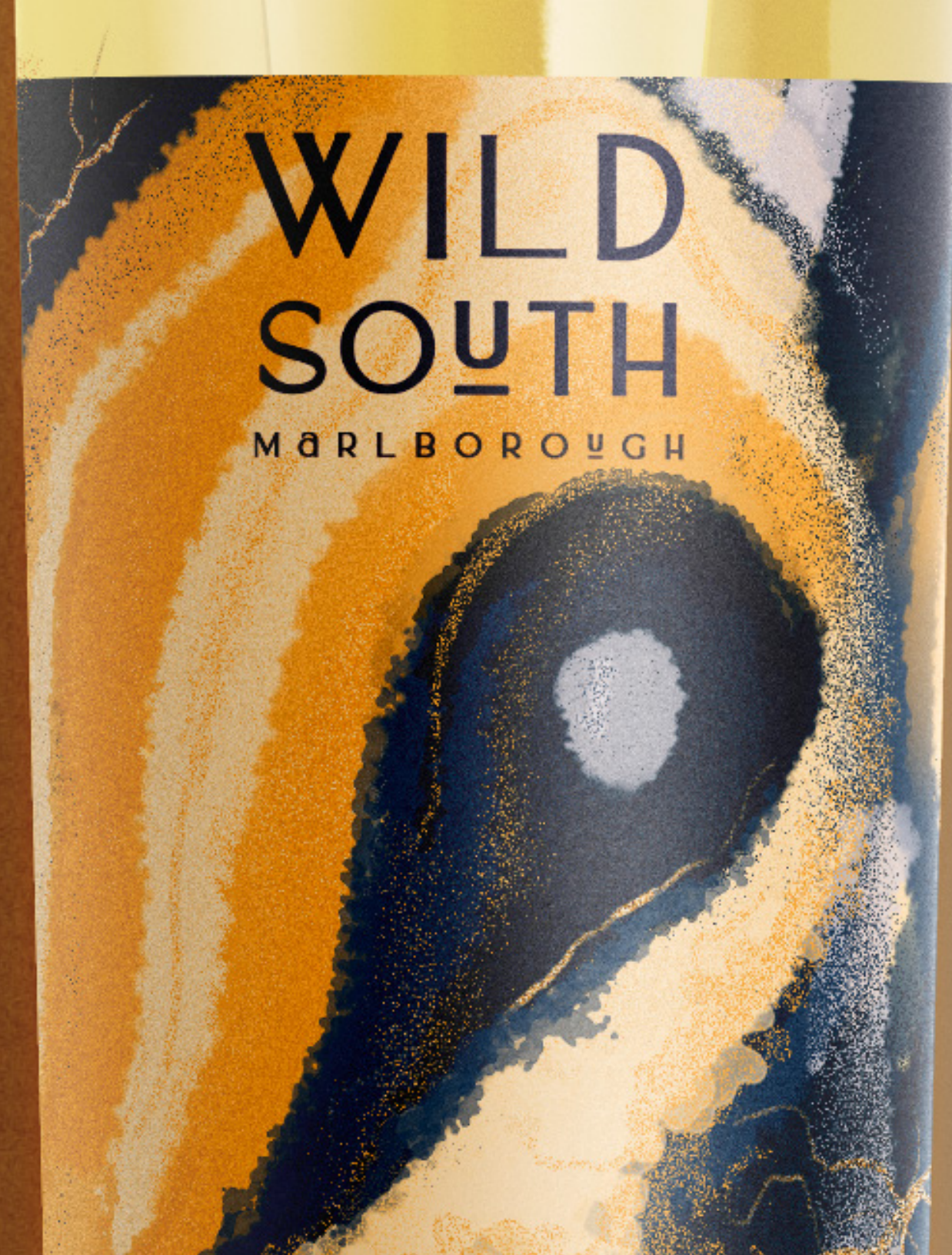
Wild South is a white wine label brand that is the “real taste of Marlborough”.

Challenge

The challenge was to create a label for this white wine and capture the flavours into a tangible image.

Solution

I began by associating keywords to the concept of the project. I came up with a more abstract label design of which the main idea of was to capture the instensifying flavours of this wine. Hence, the “growing” shape on the label that changes color and tone throughout.



Project

Book cover designs for *Crime and Punishment*, *Brave New World* and *One Flew Over The Cuckoo's Nest*.

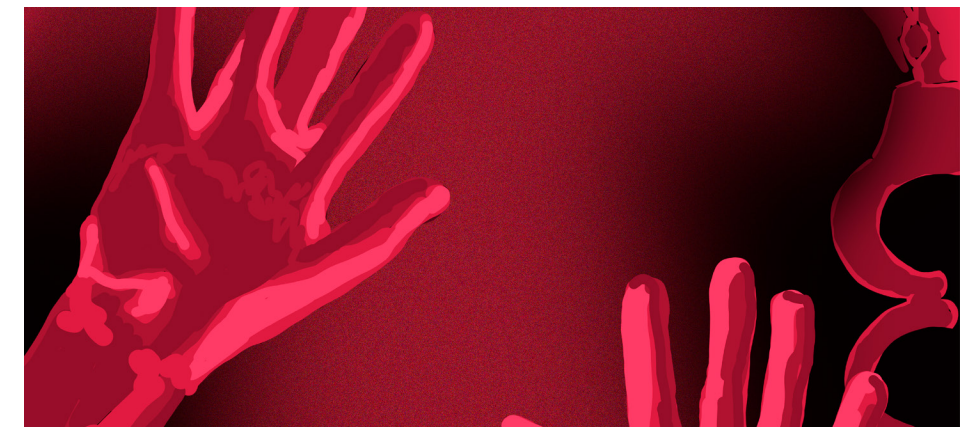
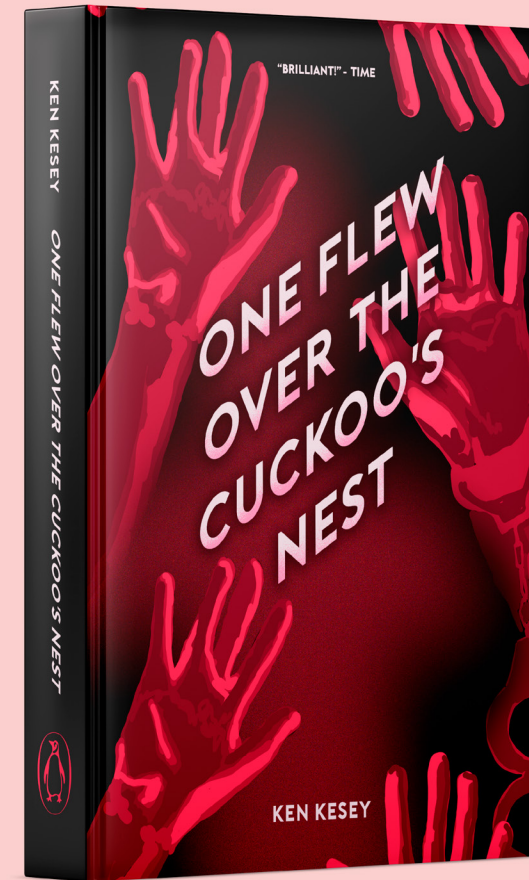
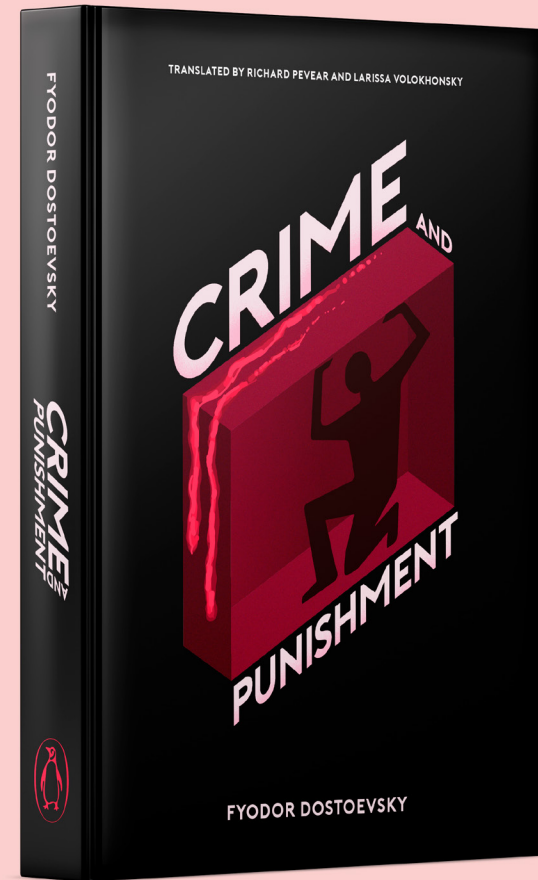
Challenge

The project was to create a series of three book covers that had one cohesive look across themselves.

Solution

I began by researching the plot and details of the three books I chose, then I looked for common themes between them and found that "isolation" and "control" were common topics in these books.

I explored different art styles, and ended up choosing to use a messy but controlled technique to represent the nature of the topics discussed in the books.



Project

This is a concept spread for the Tourisme Montreal newsletter.

Challenge

The challenge was to create a two page spread with a cover and back cover about tourism in Montreal.

Solution

I first collected the content for the spread, then I came up with a concept. In this case, it is activities to do in Montreal in the month of July. I decided to keep the spread simple and added a few elements, for example, the drop cap in red, to make it more interesting.



Botanical Garden at night, 2021



Project

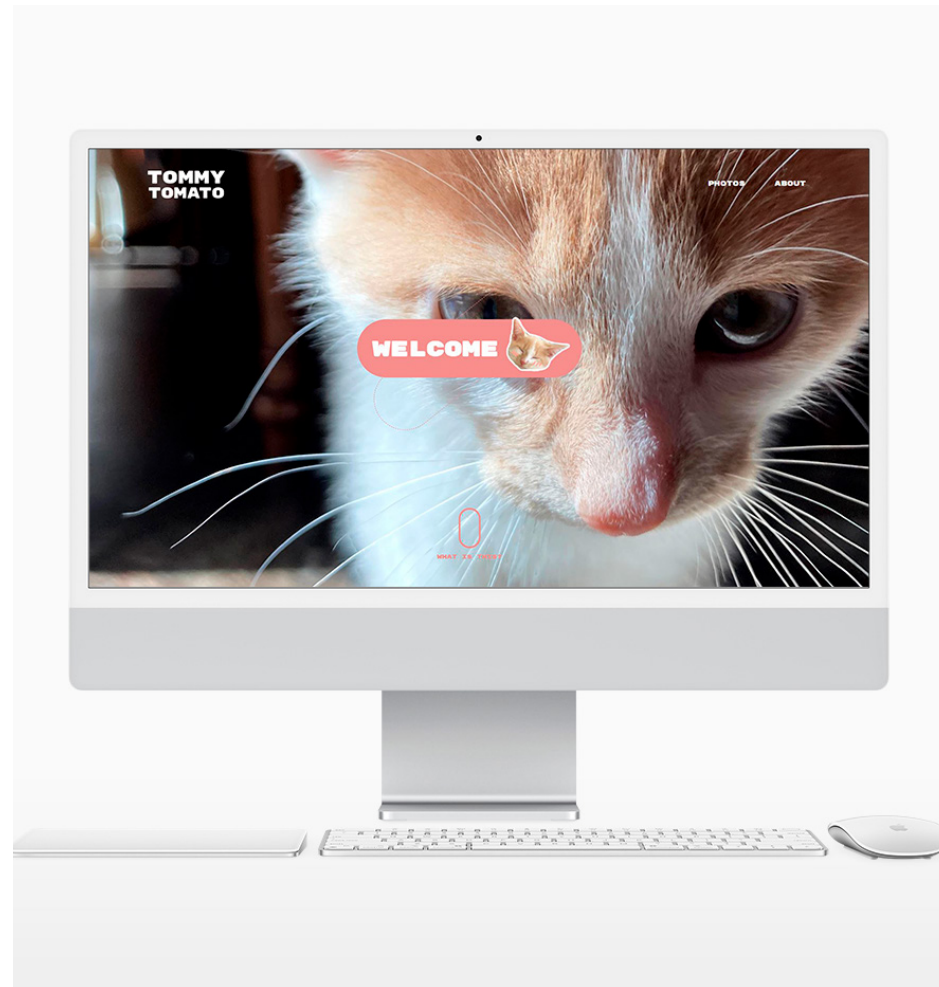
This is a website for a client who wanted to create a digital photo diary for her cat, Tomato.

Challenge

The challenge was to create a dynamic website to share the life of my client's unique and joyful cat.

Solution

I first collected the content and information about my client and her cat. We talked about the story we wanted to share as well as the technical aspects of the website, for example the color palette and the general vibe of the digital photo diary.



FUN FACTS

Her favorite toy is the bath drain cap.

TOMMY TOMATO



TOMMY TOMATO

PHOTOS ABOUT



TOMMY TOMATO

PHOTOS ABOUT

Click here to visit Tommy Tomato's website.

WHO IS SHE?

Tommy Tomato Soup is an orange and white tabby who loves to bite plastic bags. She owns a tiny bed which she uses often to sleep in. She was adopted by Pearl Dufour, her owner, in the middle of the pandemic, and she has brought immense joy to her family in these tough times. This website was created to spread Tomato's craziness and joy throughout the world and hopefully sweeten your life. Connect with Tommy further through our socials!



**Project**

This is a composite poster of multiple images.

Challenge

The challenge was to combine three images together and create an unique composite using the techniques learned in class.

Solution

First, I looked for pictures to inspire me. After finding a couple, I created my concept, which was two fish swimming around the Earth. I began by masking out the fish from their photograph and then adjusting the selection settings. I placed them around the Earth and created multiple shadows and highlights to simulate a realistic look. Then, I added the "commets", which are jellyfish with the same process.





Project

OCEANA is a non-profit international organization focused solely on oceans, dedicated to achieving measurable change by conducting specific, science-based policy campaigns with fixed deadlines and articulated goals.

Challenge

The challenge was to create a poster that raises awareness towards sewage dumping.

Solution

I began by thinking about the impact of this issue on the oceans and from there I illustrated its effect. By using the skull and fish skeletons, I created a cohesive image where the effect of sewage dumping in the oceans is clearly illustrated. Finally, I added the ocean fact at the bottom of the image followed by OCEANA'S logo.



Project

CRBN is an organic clothing brand that provides the most high quality pieces from recycled and organic materials for an affordable price.

Challenge

The project was to create a visual identity for an organic clothing brand.

Solution

I began by collecting pictures that inspired me and then I brainstormed a couple of names and keywords for the name of the brand.

After some deliberation, I decided to go with the name CRBN, which is an acronym for Carbon. Carbon is an element on the periodic table; this is a nod to the organic aspect of the brand, and this particular element was also one of the first ones to ever appear in the universe.

My idea was to link that fact with the concept of an organic clothing brand. This logomark not only supports the brand with its meaning, but it also tells the customer the values that CRBN finds important: authenticity, integrity and sustainability.



CRBN

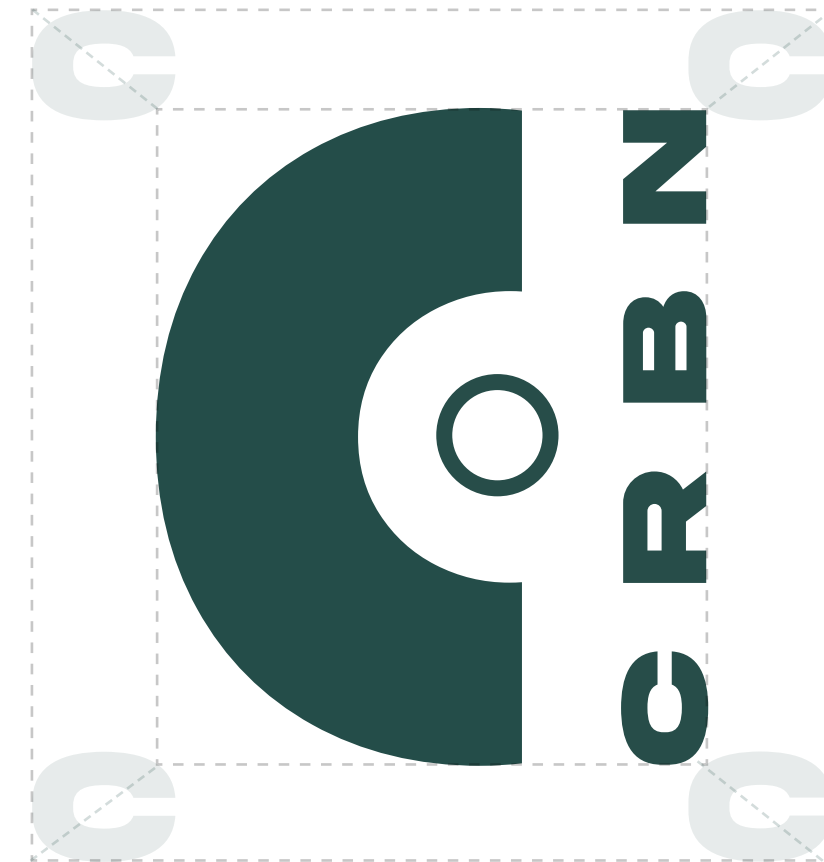
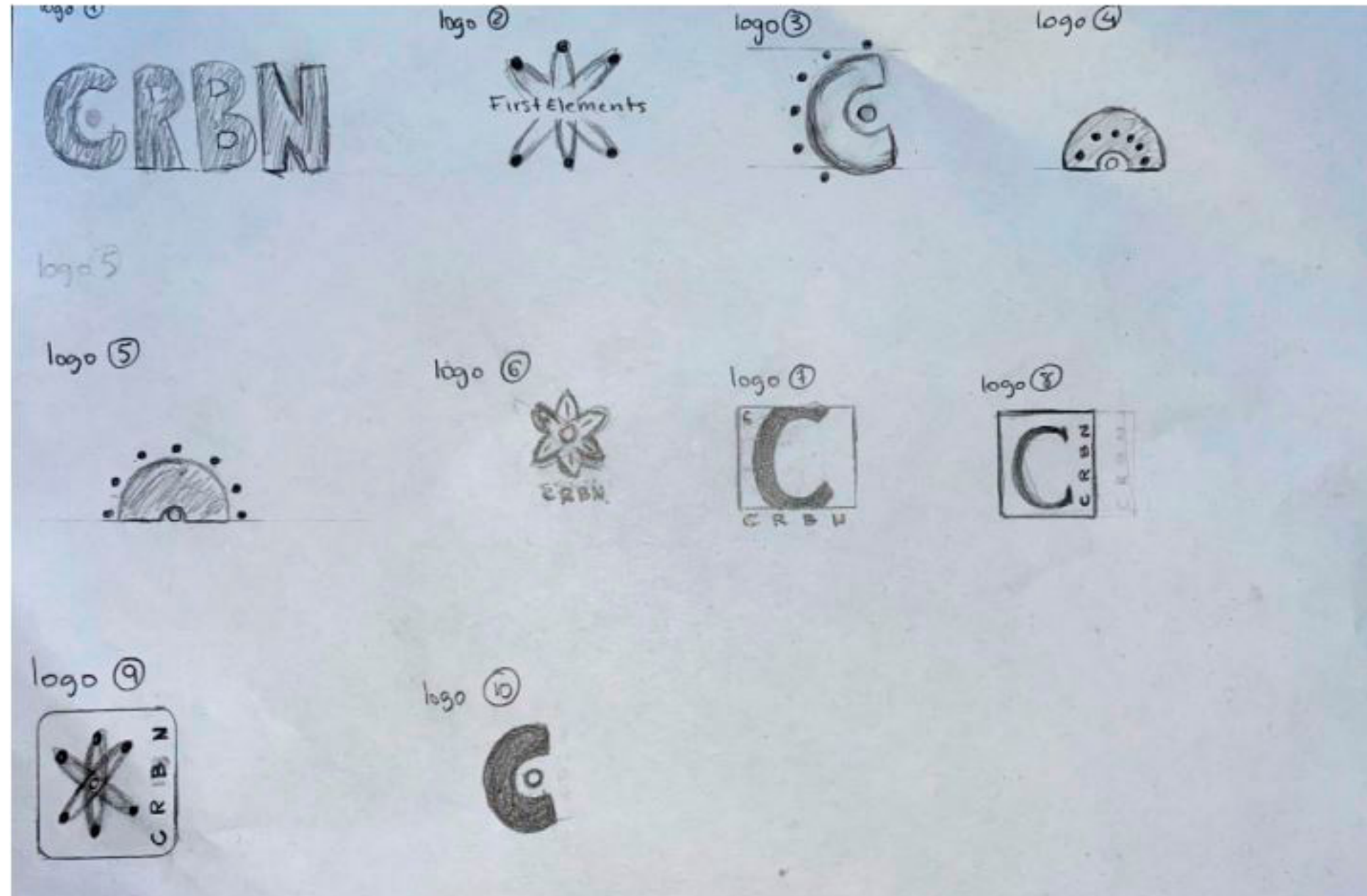
Clothing

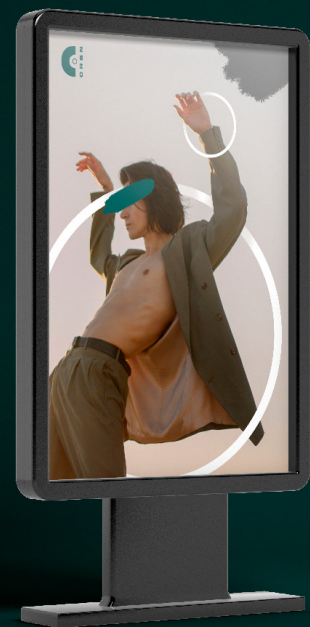
FirstElements

Clothing

ôr'ganiks

Clothing





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