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*Master of Architecture Admissions Portfolio
University of Calgary*



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Begin Again

Ink on paper, 23" x 20.5", 2012

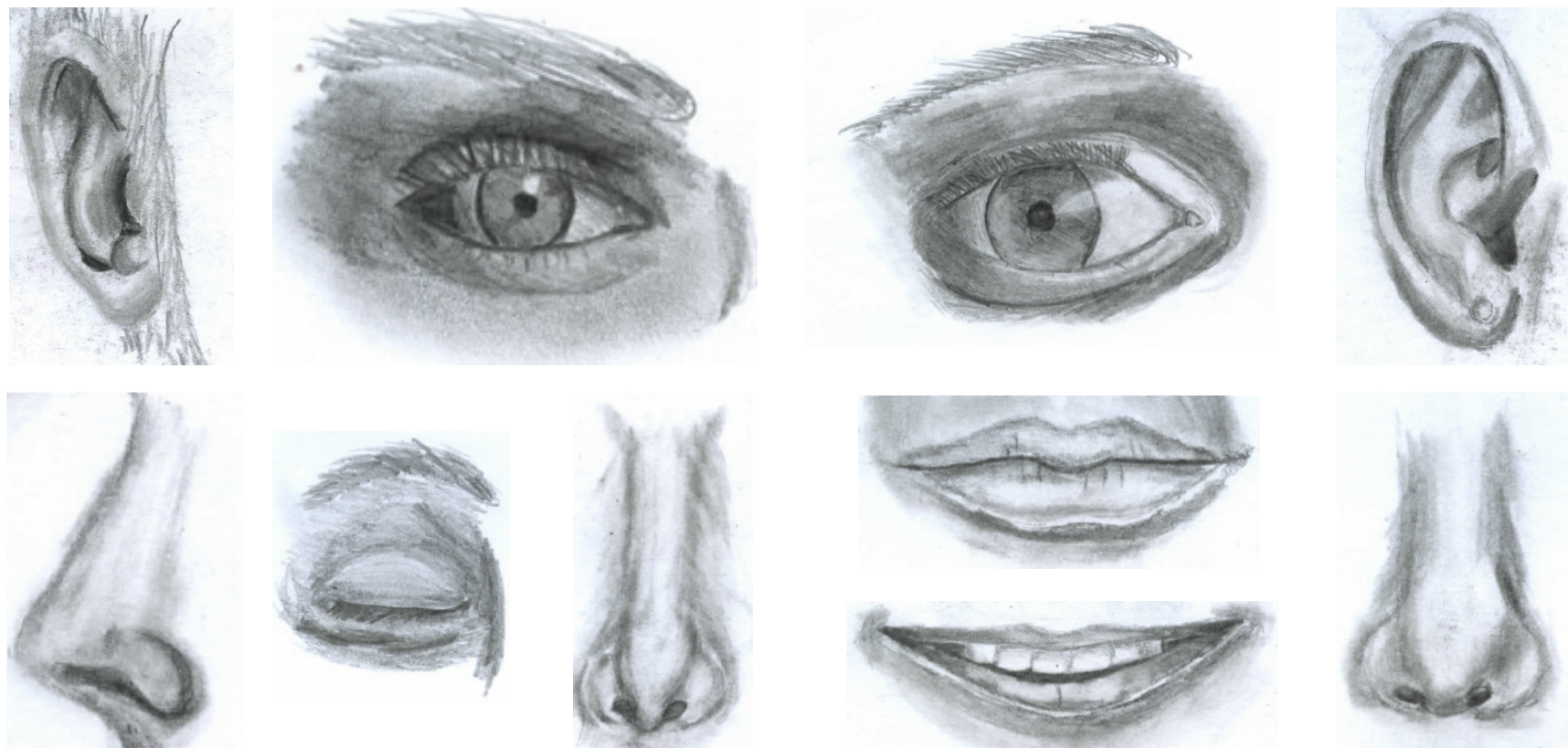
Inspired by the works of Chuck Close, this portrait was created using only my fingerprint and an inkpad. This piece represents my own exclusive memory and reflection of the past.



Polar Bear

Oil on canvas, 19" x 14", 2012

The purpose of this painting was to explore the use of oil paint and colour. The work was inspired from personal experience.



Observational Studies

Pencil, 2012

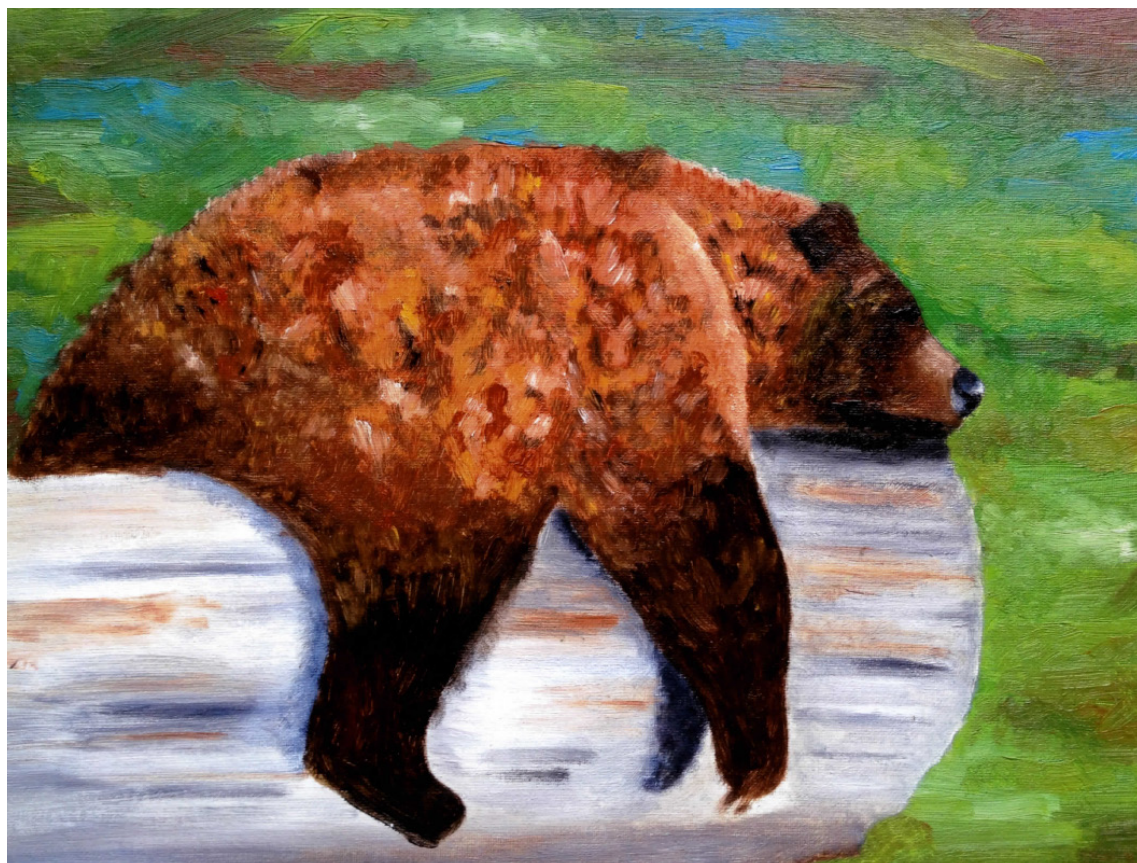
The objective was to analyze the different varieties of features that humans have. Using pencil, it was done by observing multiple individuals face-to-face.

Calgary Stampede

Scratchboard, 8.5" x 8.0", 2012

In using a scratchboard and an exacto knife, I wanted to practice a new technique and observe the unique effect of the materials. The piece also has significance to Calgary culture, as the Calgary Stampede is a major attraction every July.





Lazy Bear

Oil on canvas, 16" x 12", 2012

I wanted to create something that symbolizes and reflects Canada as a nation. I believe that grizzly bears are a major part of Canadian wild-life, as depicted in the painting.



Canada's Sodium Problem

Mixed media, 19" x 11", 2012

I analyzed a newspaper article that explained the long-term health effects of high sodium diets, which a large majority of Canadians are accustomed to in their food choices. I interpreted the article and used some key words to give a visual interpretation of what it was warning to Canadians. Most of the health effects were cardiovascular related.



Objectives

Design a pattern using two different base tiles that can be rotated and combined to create different effects.

Design Process and Reasoning

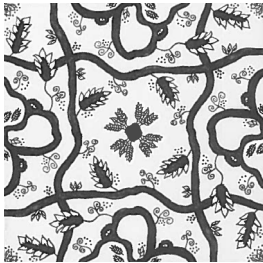
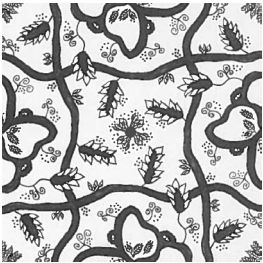
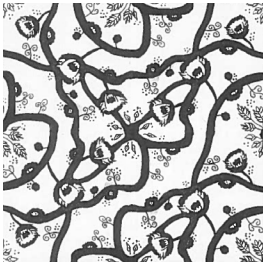
I designed two different floral tiles and combined them to create three different patterns. All four corners of each tile were also combined to explore the different effects they would create. The patterns were then applied and arranged in 3D shapes.



Tile 1



Tile 2

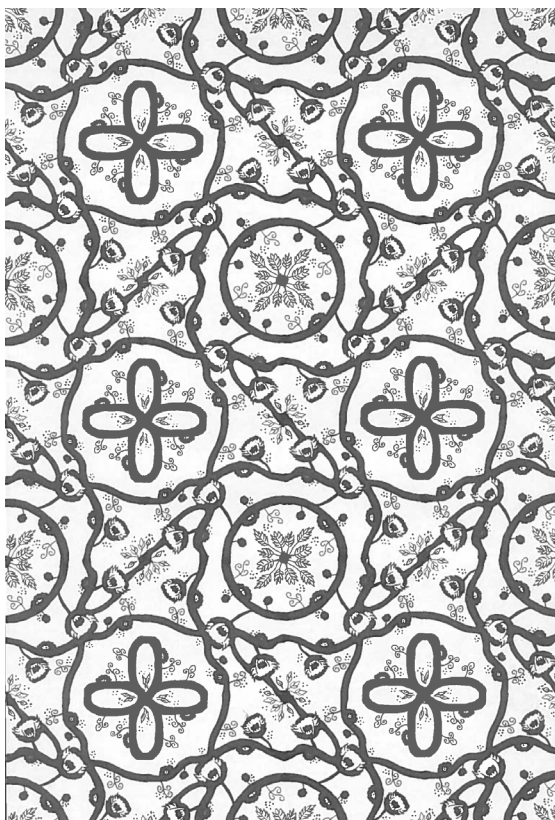


Corners, Tile 1

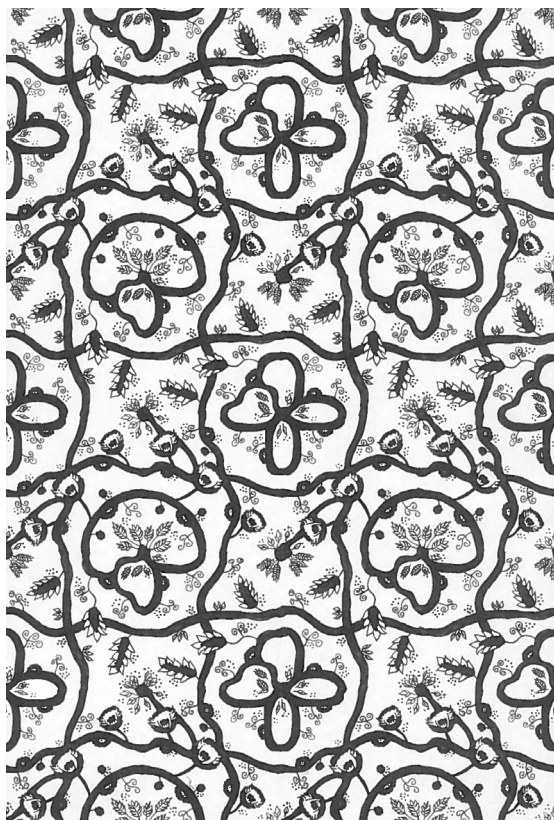
Corners, Tile 2



Pattern 1



Pattern 2



Pattern 3

Volume application





Consumer Package Redesign: *LARABAR*
2016

Objectives

Redesign the *LARABAR* product package that better attracts its specific user and the attributes of the brand.

Design Process and Reasoning

I wanted to redesign the *LARABAR* product package to better communicate the brand’s emphasis on the use of simple, natural, and healthy ingredients. It was done through the use of typography and colour. In the redesign, I used an earthy colour palette and added triangles to represent mountains. This represented the history of how the brand started, as well as the emphasis the brand puts on simplistic and natural elements of the bar.



Original package design



Product Description

LARABAR is an energy bar positioned to be an all natural, non-GMO product. The brand emphasizes simplicity and targets those who enjoy an active and healthy lifestyle. Competitors include CLIF BAR and KIND bars. The product is meant to be used as a quick, healthy, on-the-go snack to fuel the day.



User Profile



Sara is a 25-year-old, active, health conscious individual. She lives a busy life as a med student in Calgary. She prefers to eat organic ingredients when she can, and finding healthy snacks and meals is difficult when she is on the go. She is seeking an energy booster that is healthy, yet tastes good before she does her morning workout. In addition, she wants something that is easily consumable, easy to pack, and affordable.



Drafts



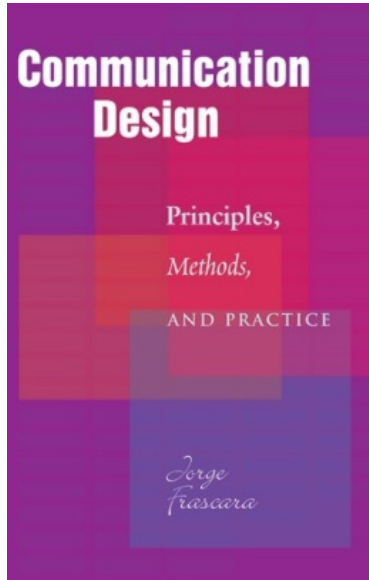
Final design



Communication Design
2016

Objectives

Redesign the book cover for *Communication Design* by Jorge Frascara, and a corresponding poster for a book launch.

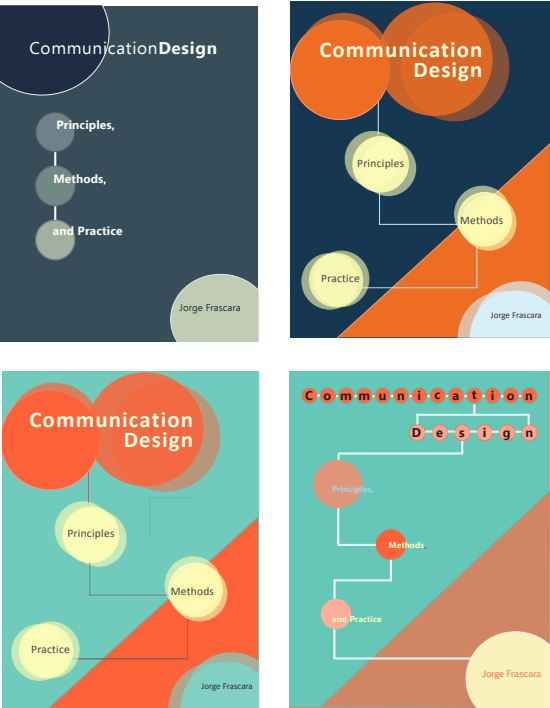


Original book cover

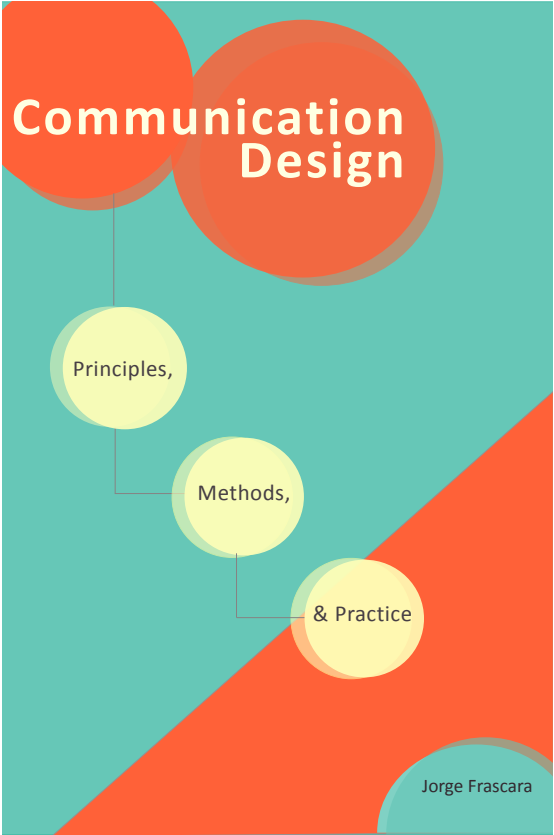
Design Process and Reasoning

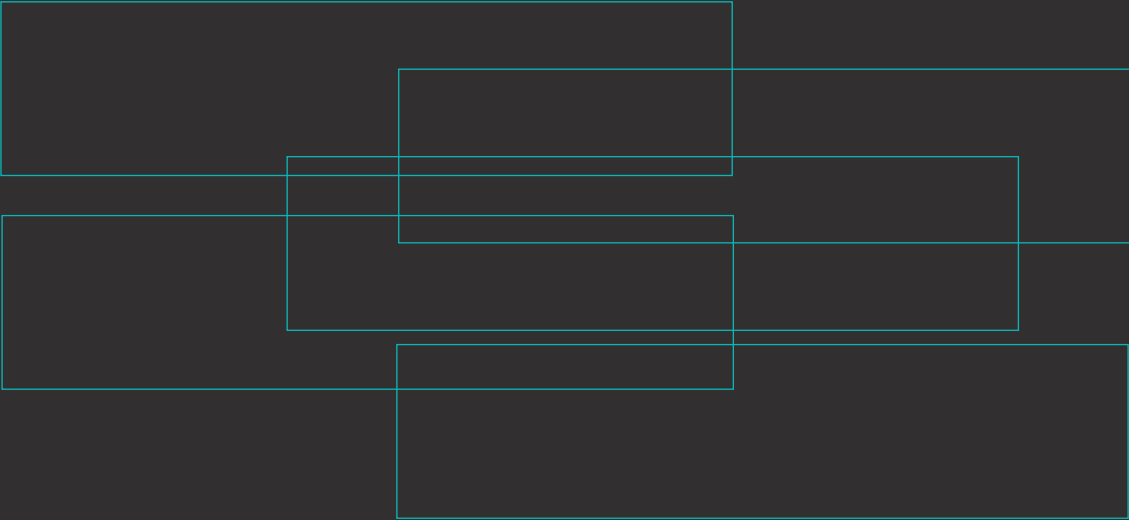
My primary goal was to communicate the process and methods that the author emphasizes in the practice of design. After speaking with Jorge, he noted that design involves a series of steps to arrive at the best possible solution. The lines that connect the circles represent this process. I wanted to use vibrant and complementary colours to create impact and entice the user to view the book and poster. The design of both the cover and poster is relatively simple to represent the clear “plain language” that Jorge uses throughout the book, and one that is easy to read for a student, not an experienced designer. The use of transparent circles were used to reflect what Jorge mentions about how design is transparent and not “magic”. Good design is not abstract, and one should be able to see right through the process and methods involved in creating the final product for its intended user.

Drafts



Final Design: Book Cover







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