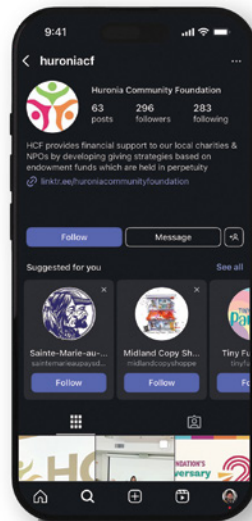


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DIAMOND



Give Today · Build Our Tomorrows



HURONIA COMMUNITY FOUNDATION

One of my first big projects in the field was the Huronia Community Foundation's new logo. They wanted to update their logo that hadn't been changed in 25 years, and asked me for help.

The design process was a truly interesting one, that let me explore some new techniques and experience a real design process which strengthened my skills.



ATOMIC SNAP CHOCOLATE

Another of my favourite projects was Atomic Snap Chocolate. I was tasked to build a brand identity for a tempered chocolate company from the ground up.

With my love for tempered chocolate in hand, I effectively designed a brand a company whose focus is good tempered chocolate.



Diamond's Eric
Prepress & Production Field Guide

Colour Modes

CMYK: Cyan, Magenta, Yellow, and Black printing inks

RGB: Enhanced colours specifically for web use

GREYSCALE: Levels of black for grayscale images and printing

PMS: Special colours that cannot be accurately made by CMYK, special ink

MONOTONE: Only one colour used in the document

DUOTONE: Only two colours used in the document

Small type and rules

The smallest typeweight for web is 10 points, while for print the minimum is 8 points

Tips for visible small type in a typeface:
Taller x-height
Wider letterforms
Open counters and ascender spaces
Conservative stroke contrast
Generous letter-spacing

Trim size, Bleeds

In documents, the trim size is the finished size of the page. The margins exist to keep your content safe in the event that the trim ends up being smaller, and the bleed allows room for the trim to be longer without making a white border around the project.

Resolution

To find PPI when you have LPI, take that number times 2, example: 150 LPI x 2 = 300 PPI. This can be reversed to find opposite.

Actual PPI is the PPI the base document is set to, while effective is what is actually being used based on scaling. Best practice if at all possible is to adjust images size as to not change the PPI in Photoshop.

The more detail an image has, the higher you want your PPI to be as reducing that will remove pixels essential to displaying that detail.

Rich Black

While methods vary from person to person, rich black is typically achieved by mixing in a little bit of colour with their black. Example:

RICH BLACK - VS - PURE BLACK

While the difference at times can be minuscule, it can also help make some projects pop.

Links

When placing an image in InDesign, it will appear in the links panel.

The red question mark means a missing link. Double click to reattach.

The yellow triangle means modified link. Double click to update.

Open the hamburger menu and hit embed link to embed it into the file.

Special Characters

Under type at the bottom the special characters menu exists. Insert white space has things such as em and en spaces, Special Characters has symbols such as the copyright symbol as well as others. Glyphs exists at the top and can be added to the right side toolbar.

Bulleted & Numbered Lists
Insert Special Character
Insert White Space
Insert Break Character
Fill with Background Color
Show Hidden Characters



PRINTING TIPS BROCHURE

In this project, my only task was to make a quick on hand printing guide. I took this chance to design in a style I really wanted to improve in; Swiss Style.

Through some hard work and tinkering I ended up with this product, and even a beautiful printed copy that has me so proud.

SIX SHOOTERS HOT SAUCE

Building this brand from the ground up was a new challenge to face, however this project was one of the most entertaining I've done by far.

Six Shooters hot sauce was aimed to be a rock band inspired sauce, using a more illustrative style while bringing a fresh perspective to hot sauce branding.



Levels of Lime



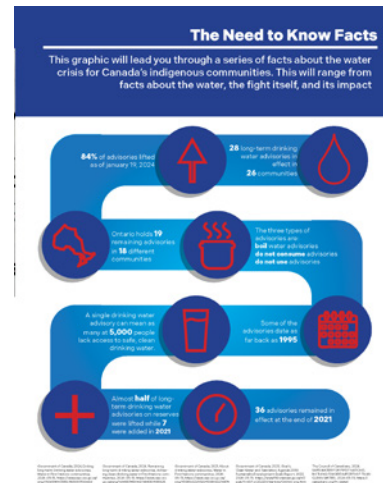
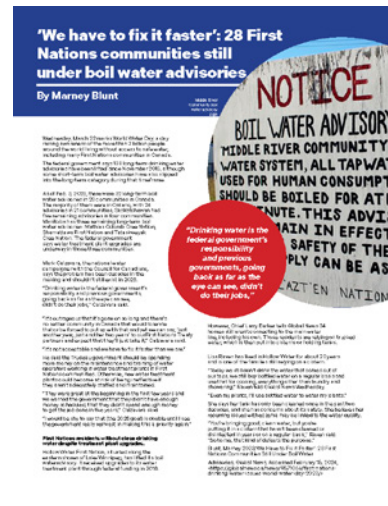
rose (stages of delay)



MULTI-PAGE EDITORIAL

The goal with this project was to respectfully design a magazine spread for an editorial on the reservations water crisis through a clean yet inclusive editorial spread.

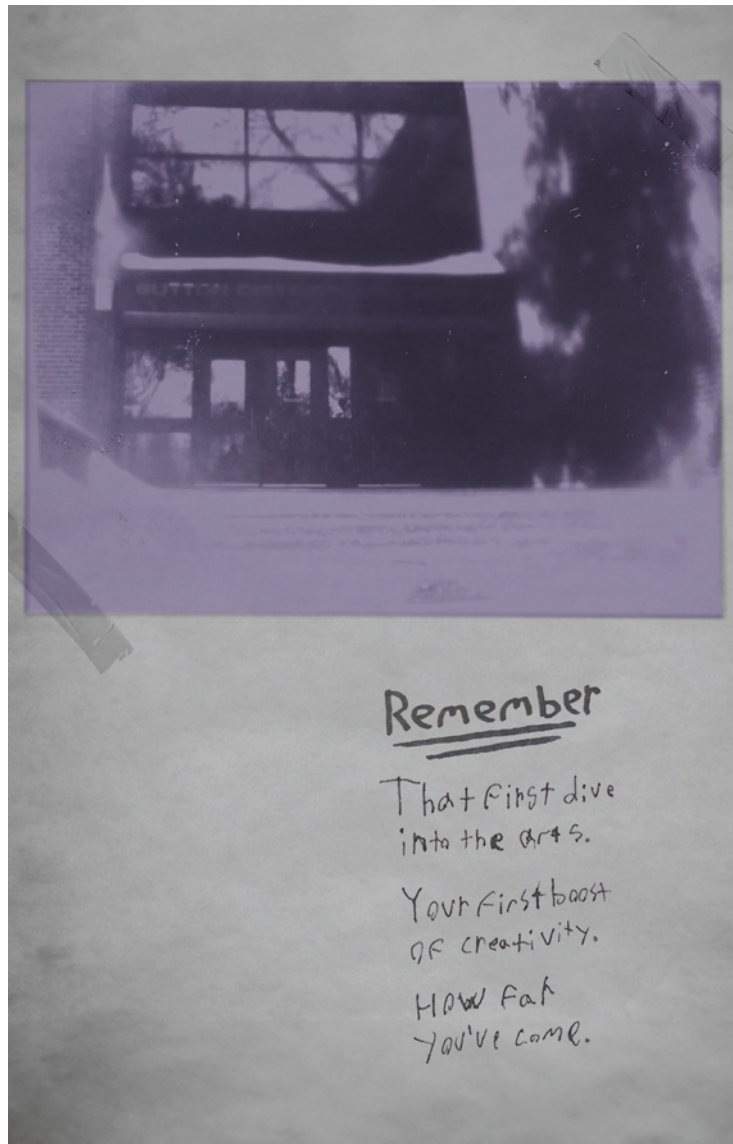
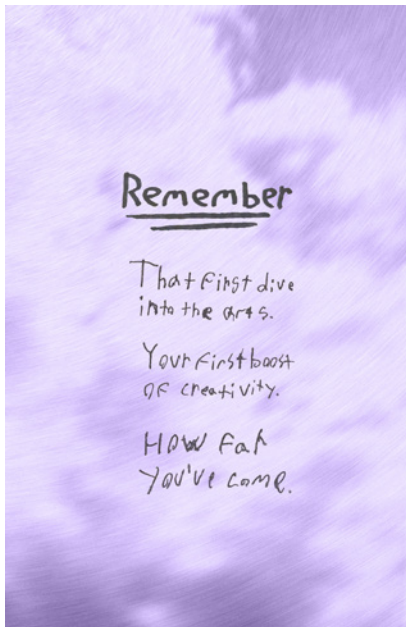
Designing this brought forward a lot of new and interesting challenges to face on the grounds of both design, ethics and respect. Overall I learned a lot and enjoyed the process.



INSPIRATIONAL POSTER SERIES

The goal of this project was to create a series of posters surrounding one word as the focus to help inspire second year graphic designers at Georgian College.

This in particular was a very refreshing project to work on as it deviated from the typical design path and forced me to think far outside the box.



ICONOCLAST

DRINKS

Café Viennois \$3.95

A rich, espresso-based coffee topped with whipped cream and dusted with cocoa powder. Served with a small glass of water on the side, as per Viennese tradition.

Italian Affogato \$4.75

A refreshing dessert-style coffee, featuring a shot of hot espresso poured over a scoop of vanilla gelato. The contrast of hot and cold makes this a beloved Italian treat.

French Thé au Lait \$3.85

Black tea brewed strong, then blended with steamed milk for a creamy texture. Served in a wide, shallow cup for dipping fresh pastries.

London Fog \$3.25

Earl Grey tea with steamed milk and a hint of vanilla syrup. Known for its fragrant aroma and smooth texture, this drink brings out the floral notes of bergamot in the tea.

Spanish Carajillo \$3.99

Espresso spiked with a splash of brandy (or other liqueurs like Licor 43), giving the coffee a bold, spirited character. Popular as a pick-me-up in the evening or after a meal.

Turkish Apple Tea \$3.75

Sweet and slightly tangy apple-flavored tea, often served hot in a tulip-shaped glass. Naturally caffeine-free, this tea is a great light, fruity option for any time of day.

SANDWICHES

Parisian Ham & Brie Baguette \$12.95

Classic French ham, creamy Brie, crisp butter lettuce, and Dijon mustard on a fresh, crusty baguette.

Italian Caprese \$13.75
Ciabatta

Layers of fresh mozzarella, vine-ripened tomatoes, and Dijon mustard on a drizzle of balsamic glaze on toasted ciabatta.

Spanish Jamón \$13.85
Serrano & Manchego

Jamón Serrano, aged Manchego cheese, roasted red peppers, and a smear of garlic aioli on rustic Spanish bread.

German Smoked \$15.95
Salmon & Dill Rye

Smoked salmon, cucumber slices, fresh dill, and horseradish cream on hearty German rye bread.

Greek Halloumi \$13.25
& Olive Pita

Grilled halloumi cheese, sliced Kalamata olives, cucumber, and a hint of tzatziki sauce in a warm pita.

Portuguese Piri-Piri \$12.85
Chicken Roll

Spicy piri-piri grilled chicken, crisp arugula, tomato slices, and lemon mayo on a soft Portuguese roll.

ICONOCLAST

PASTRIES

Almond Croissant \$4.95

Flaky, buttery croissant filled with almond frangipane and topped with toasted almonds and powdered sugar, inspired by the classic Parisian treat.

Raspberry Danish \$4.55
Ciabatta

A tender Danish pastry layered with sweet cream cheese and topped with fresh raspberry jam, a nod to Scandinavian morning pastries.

Pistachio Cannoli \$5.35

Crisp Italian pastry shells filled with smooth, lightly sweetened ricotta cream and pistachios, finished with a dusting of powdered sugar.

Vanilla Custard \$6.25
Éclair

Delicate choux pastry filled with vanilla bean custard and topped with a thin layer of chocolate glaze, a true French patisserie staple.

Portuguese Paste \$4.55
de Nata

Traditional Portuguese custard tart with a caramelized top and a flaky crust, subtly spiced with cinnamon for a warm finish.

Lemon Ricotta \$3.75
Sfogliatella

Southern Italian puff pastry shell with a lightly sweetened lemon and ricotta filling, baked to a crisp and served with a sprinkle of powdered sugar.

CHEESECAKES

Tiramisu \$10.95
Mascarpone

A creamy, coffee-infused cheesecake made with Italian mascarpone, layered with espresso-soaked ladyfingers, and topped with a dusting of fine cocoa powder and a drizzle of dark chocolate.

Parisian \$12.75
Crème Brûlée

Silky vanilla custard cheesecake with a caramelized sugar crust, inspired by classic French crème brûlée, and garnished with a twist of candied orange zest and fresh berries.

Basque Burnt \$14.95
Cheesecake with
Vanilla Bean

Originating from the Basque Country, this cheesecake has a rich, caramelized top and creamy center, made with fresh vanilla bean and served with a side of French raspberry coulis.

Sicilian Ricotta \$13.95
and Lemon

Light and fluffy ricotta cheesecake infused with Sicilian lemons, topped with a sprinkle of toasted almonds and a lemon glaze, served with a dollop of mascarpone cream.

Black Forest \$11.25
Kirsch

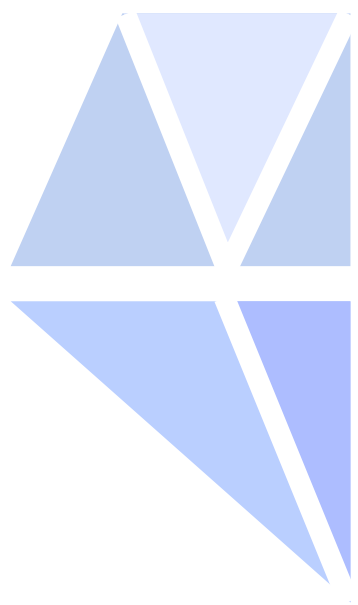
A German-inspired delight layered with chocolate cheesecake, rich cherry compote, and a hint of kirsch (cherry brandy), finished with dark chocolate shavings and fresh whipped cream.

ICONOCLAST MENU

For this project I needed to design a logo and menu for a European-Bohemian inspired high class cafe named Iconoclast.

Through this project I relearned that sometimes a simple design with good type is the best; and thus went with a clean type-oriented menu with minimal visuals and colours to truly capture the feel.





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