

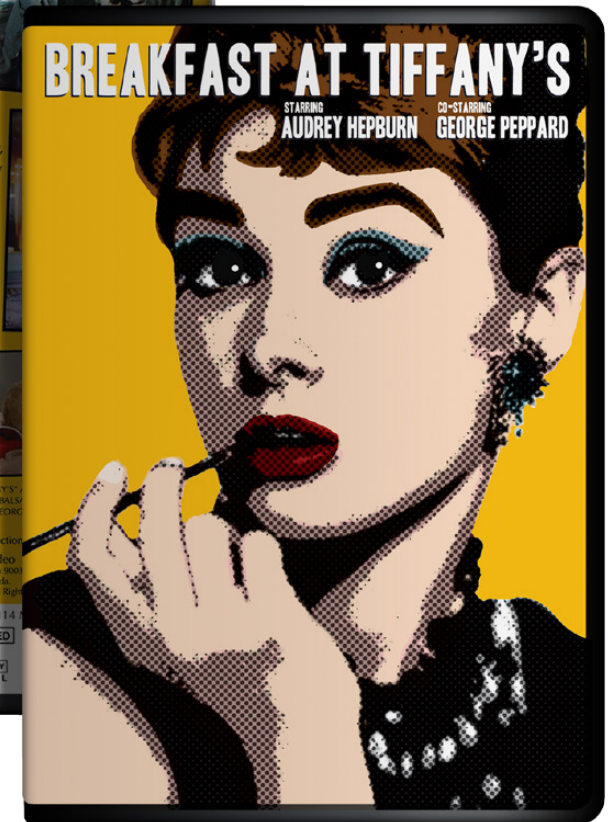
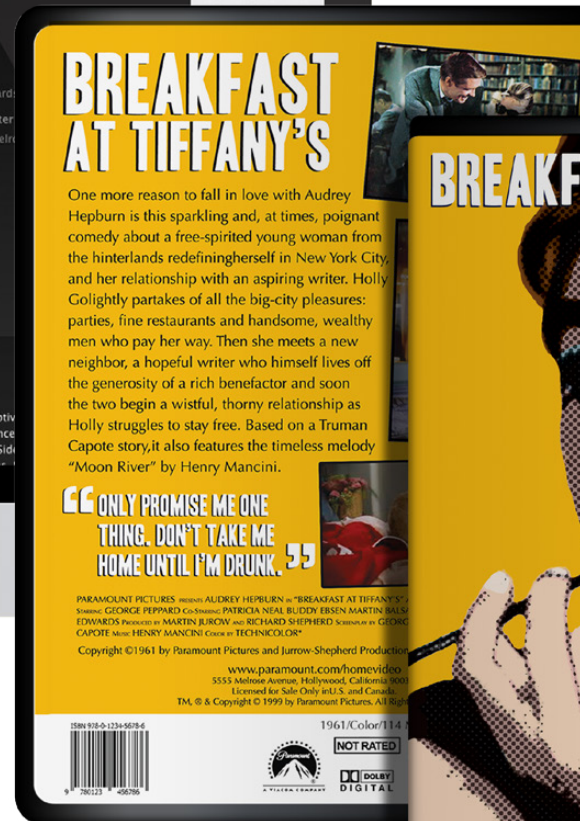


Design Portfolio

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DVD Case Cover

Dvd case cover of Breakfast At Tiffany's created to reflect the pop art period.

Created using - Photoshop



BIOGRAPHY

January 24, 1901 – June 17, 1968

Adolphe Jean-Maurice Mouron Cassandre known under the alias name A.M. Cassandre, was born in 1901 in Yverdon, Ukraine to French parents. His family moved to Paris in 1905 and he studied at Ecole des Beaux-Arts. He went through many different career paths through his life mainly sticking to the arts, ultimately he was known for his work as a graphic designer, painter, poster artist and stage designer.

After completing his education Cassandre got his own studio in Paris in 1922, which was where he finally began to use the alias of A.M. Cassandre on his work. He pulled inspiration from cubism, surrealism, futurism, creating energy and dynamics into his works of art. Co-founding the agency Alliance Graphique in 1928 he began working and playing around with typography.

“ During his life he created four different typeface designs including bifur in 1929. ”

The others being acier noir in 1936, Peignot was made in 1937 and touraine ten years later in 1947 with the help of Charles Peignot. His first however was Bifur 1929 when he began his work with typefaces and had Deberny & Peignot print one of his better known typefaces Bifur. Other people he worked for were Maurice Mayrand, Heschard and Chie, he also had signed a contract with Draeger in 1935 A.M. Cassandre also spent some time in World War II then returning to his studio creating more pieces of work. He went through dark moments in his life back in his studio working and had suffered from severe depression in this part of his life, which ultimately led to him taking his own life in 1968 in Paris.

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Characteristics

Bifur is a typeface that can be found under categories for art modern, modern, display, geometric, novelty and styled letters set deco. It's very geometric and is really focused on the line work. It's very structured and is interesting how he used lines to fill the empty spaces in the counters and such creating a dynamic yet simple way to display the typeface. It's a stylized almost abstract typeface in regards to the use of lines to shape the letterforms through the positives and negative space.

The typeface is a sans-serif that was created to be used for titles only because the original typeface is made up of capitals only. A.M. Cassandre designed the font through playing around with the distancing the letters and approaching it with the essential art forms around him while keeping the design of the typeface compatible towards his poster art. It has been assessed that the type could not be used

for anything else than titles because when it was used in large amounts of text, it made it horrible to read and was not what the it's intended use was.



Bifur - Editorial Layout

Magazine layout with the left side as the conceptual side, using the grid to highlight the typeface. The right side contains details about the typeface characteristics and the creator Adolphe Mouron Cassandre.

Created using - Illustrator, Photoshop, InDesign



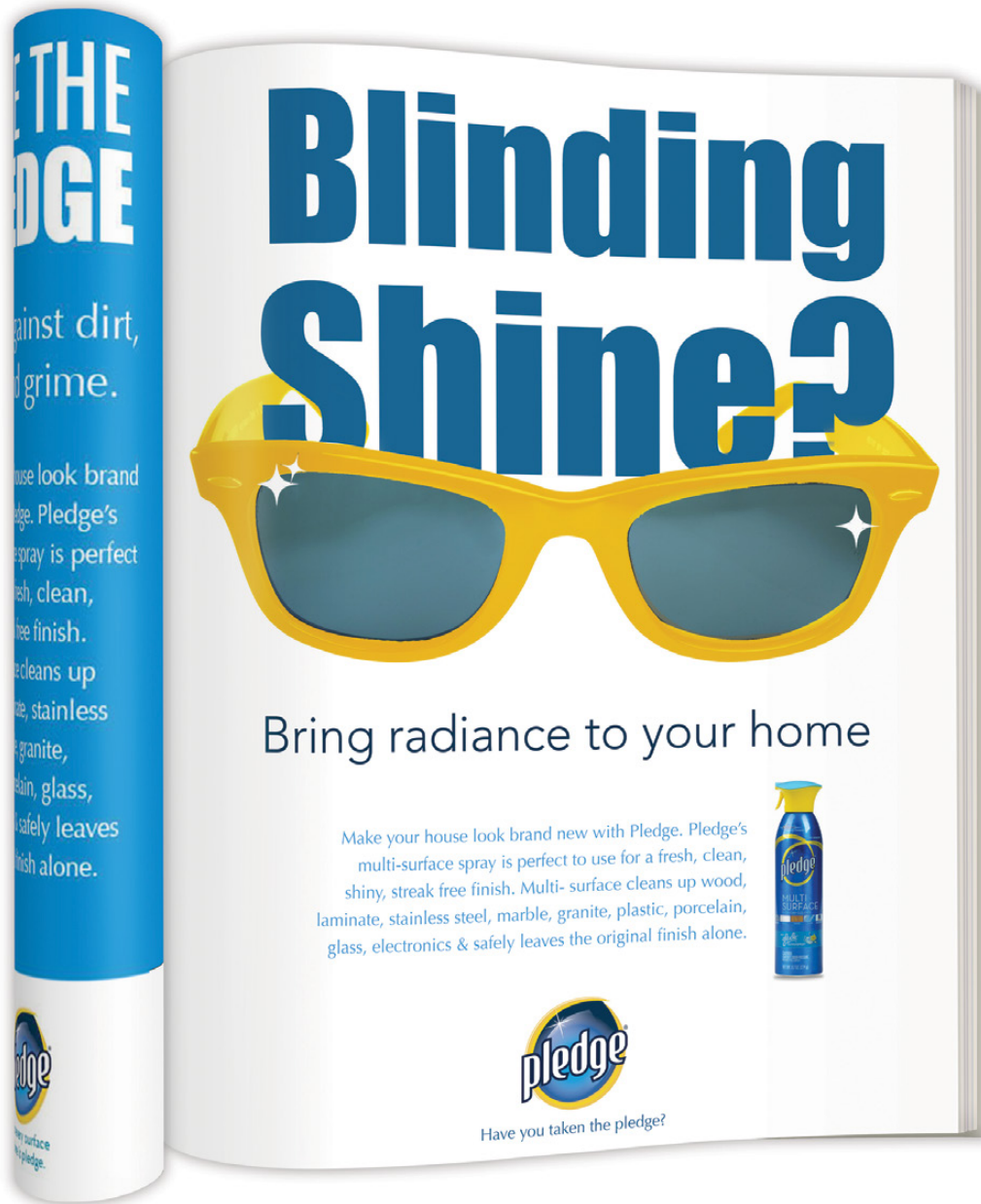
Click to activate *(best viewed in adobe acrobat)*



Mars Bar Advertisement - "Get Stuck In The Center"

This ad was to promote the bar's caramel center. The main imagery represents the sticky caramel center in the chocolate bar coming across simple but also luxurious. The concept was used to create a banner and flash ad.

Created using - Photoshop , InDesign, Flash



Pledge Advertisement - "Blinding Shine?"

This ad was to emphasize the shine that Pledge helps give off when clean. The sunglasses exaggerate how it will bring radiance and a "shine" to your home. The ad was then applied to a mobile landing page.

Created using - Photoshop & InDesign



Divine Dish - Catering Company

Branding and website design for a catering company called Divine Dish that reflects the company's flexible menus and their list of professional services.

Created using - Illustrator



Mental Health Awareness Poster

A poster for mental health awareness. Designed to grab the attention of the viewer and promote awareness.

Created using - Photoshop



Logos

A series of logos for an eco-friendly architectural design firm, a bohemian styled cafe, a relaxing spa and salon and a waterfront condominium development.

Created using - Illustrator

Thank you!

If you liked what you saw please
get in touch and say hello!

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