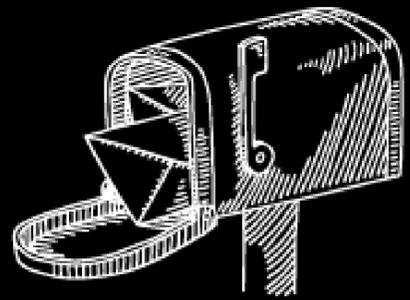


CHRISTIE  
VAN BLANKEN

NEIGHBOURS  
EST. BEING 2020  
NEIGHBOURLY  
A FRASER VALLEY MOVEMENT



## BRANDING A MOVEMENT

CONCEPT / LOGO / APPLICATIONS

### OBJECTIVE

To create a movement for the Fraser Valley which will engage the local community, create a sense of pride and encourage people to consider the Fraser Valley home.



## RESEARCH SUMMARY

The Fraser Valley is becoming a place where you can live, shop, work and spend your leisure time.

Communities in the Fraser Valley are thriving because of the people. The people are at the heart of the business as owners and patrons. Because of their drive to succeed they support one another with the same dreams of being successful and having a thriving community.

## CONCLUSION

At the core of a healthy and thriving community are the people; family, friends and neighbours. I realized that the good old standard of being a good neighbour has been one of the central factors that has allowed the Fraser Valley to thrive the way it has been.





# BRAND REFRESH

LOGO / COLOUR PALETTE / APPLICATIONS

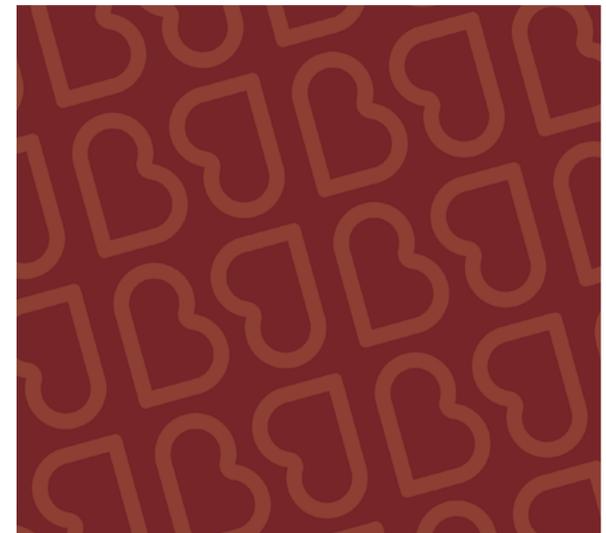


**WARMTH  
FROM THE  
HEART** 

## OBJECTIVE

Demonstrate an understanding of the principles of re-branding through analysis, idea generation and execution of a successful brand identity solution that considers the brand equity of an existing brand and introduces new ideas, elements or variations to re-position the company successfully

B + ♥ = B



Blanket bc  
WARMTH FROM THE HEART

**GOALS**

My goal with the redesign was to modernize the existing branding by harmonizing the logo, slogan and visual messaging. I also aimed to elevate the visual messaging to attract government and corporate funds and support

# EVENT IDENTITY AND PROMOTION

CONCEPT / LOGO / COLOUR PALETTE / APPLICATIONS

# CARIBBEAN DAYS FESTIVAL

## OBJECTIVE

Create a cohesive identity system for an event of our choice and create marketing materials for a promotional campaign

## THE EVENT

Carnival is both a celebration of freedom and independence and a reflection of multiple cultural traditions portrayed through music, dance and elaborate costume.

## CONCEPT

"Free your spirit"





# MARKETING CAMPAIGN

CONCEPT / PHOTOGRAPHY / GRAPHIC DESIGN

## OBJECTIVE

Create a variety of persuasive design and marketing collateral for a selected product, service, cause or event.

## GOALS

To raise funds and create awareness about Crohn's and Colitis disease in Canada.

## CONCEPT

This campaign was created as a joint fundraising effort between Purex Toilet Tissue and Crohn's and Colitis Canada. Proceeds from all sales of Purex Bathroom Tissue during the month of November are donated to Crohn's and Colitis Canada.



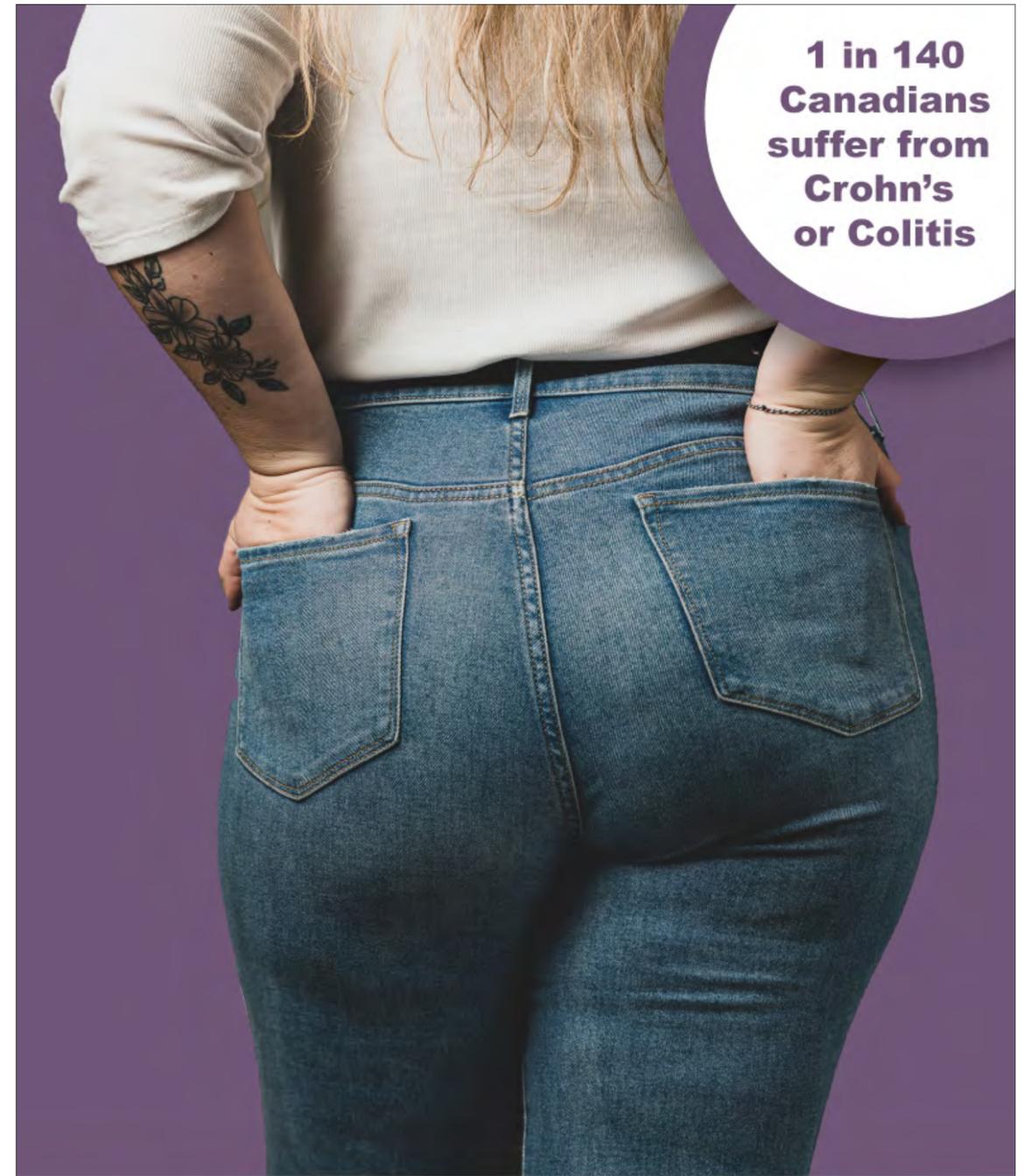
## The disease that hits below the belt

Buy Purex toilet paper and help find a cure for Crohn's and Colitis sufferers in Canada or donate now at <https://crohnsandcolitis.ca/>



Crohn's and Colitis Canada  
Crohn et Colite Canada

Purex



## The disease that hits below the belt

Buy Purex toilet paper and help find a cure for Crohn's and Colitis sufferers in Canada or donate now at <https://crohnsandcolitis.ca/>



Crohn's and Colitis Canada  
Crohn et Colite Canada

Purex



**OBJECTIVE**

The Mission Community Skills Centre Society required an updated brochure for their existing MYST (Manufacturing Youth Skills Training) program.

They were having a challenge attracting youth to this program and felt an updated brochure geared to their eligible program participants would help generate interest.



**SWISS STYLE POSTER SERIES**

CONCEPT / LAYOUT / DESIGN

**OBJECTIVE**

To demonstrate an understanding of the International Typographic Style I used the grid system and focused on typographic hierarchy and mindful use of white space.

# Internat ional

Style:

An Exhibition of Pioneer Work

Sept  
ember  
2020

## Armin Hofmann

Taught graphic design at the Basel School of Design; applied deep aesthetic values and understanding of form to both teaching and designing; evolved a design philosophy based on the elemental graphic-form language of point, line, and plane, replacing traditional pictorial ideas with a modernist aesthetic.

## Max Bill

Work encompassed painting, architecture, engineering, sculpture, and product and graphic design; studied at the Bauhaus; concepts of art concrete, a universal art of absolute clarity based on controlled arithmetical construction; constructed layouts of geometric elements organized with absolute order; mathematical proportion, geometric spatial division, and the use of Akzidenz Grotesk type are features of his work of this period.

## Emil Ruder

Typography instructor of the Allgemeine Gewerbeschule Basel (Basel School of Design); believed in balance between form and function; taught that type loses its purpose when it loses its communicative meaning; legibility and readability are dominant concerns; sensitivity to negative or unprinted spaces; advocated systematic overall design and the use of a grid structure to bring all elements — typography, photography, illustration, diagrams, and chart — into harmony with each other while allowing for design variety.

## Josef Müller-Brockmann

Leading theorist and practitioner of the Swiss movement; sought an absolute and universal form of graphic expression through objective and impersonal presentation; communicated to the audience without the interference of the designer's subjective feelings or propagandistic techniques of persuasion; photographic posters treat the image as an objective symbol, with neutral photographs gaining impact through scale and camera angle; language of Constructivism creates a visual counterpart to the structural harmony; universal design harmony achieved by mathematical spatial division.

# Basel Poster an exhibition of pioneer work

style:

an exhibition of pioneer work

Sept  
ember  
2020

typo  
graph  
ic

## Josef Müller-Brockmann (1914–1996)

Leading theorist and practitioner of the Swiss movement; sought an absolute and universal form of graphic expression through objective and impersonal presentation; communicated to the audience without the interference of the designer's subjective feelings or propagandistic techniques of persuasion; photographic posters treat the image as an objective symbol, with neutral photographs gaining impact through scale and camera angle; language of Constructivism creates a visual counterpart to the structural harmony; universal design harmony achieved by mathematical spatial division.

## Emil Ruder (1914–1970)

Typography instructor of the Allgemeine Gewerbeschule Basel (Basel School of Design); believed in balance between form and function; taught that type loses its purpose when it loses its communicative meaning; legibility and readability are dominant concerns; sensitivity to negative or unprinted spaces; advocated systematic overall design and the use of a grid structure to bring all elements — typography, photography, illustration, diagrams, and chart — into harmony with each other while allowing for design variety.

## Armin Hofmann (b. 1920)

Taught graphic design at the Basel School of Design; applied deep aesthetic values and understanding of form to both teaching and designing; evolved a design philosophy based on the elemental graphic-form language of point, line, and plane, replacing traditional pictorial ideas with a modernist aesthetic.

## Max Bill (1909–1994)

Work encompassed painting, architecture, engineering, sculpture, and product and graphic design; studied at the Bauhaus; concepts of art concrete, a universal art of absolute clarity based on controlled arithmetical construction; constructed layouts of geometric elements organized with absolute order; mathematical proportion, geometric spatial division, and the use of Akzidenz Grotesk type are features of his work of this period.

# Inter national al

Sept  
ember  
2020

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## Josef Müller-Brockmann

Leading theorist and practitioner of the Swiss movement; sought an absolute and universal form of graphic expression through objective and impersonal presentation, communicated to the audience.



## ABOUT ME

My personal journey down a creative path began in Grade 7 with an exercise my teacher gave us from the book "Drawing from the Right Side of the Brain". After this eye opening and amazing experience connecting with visual art, I decided to sign up for a Fine Art class in high school. My passion for photography started here. It has been my artistic outlet on and off throughout 20+ years of slogging through 9-5 jobs in non-creative fields.

Prior to starting my Diploma of Graphic and Digital Design at the University of the Fraser Valley in 2018 I was in the very stressful world of finance working for a large national mortgage lender, underwriting mortgage applications day in and day out. It was great experience working for a great company, and I have always excelled in business to business roles for many years, but I knew, for my head, heart and mental health that it wasn't what I was supposed to be doing.

So, with the unwavering support of my fiancé and family I decided to follow my heart, get back to my creative roots and go back to school in my early 40's. It was super scary, but I wouldn't change a moment of it. I met amazing young people full of support and love and discovered how much this was the right move for me.

Now, equipped with formal education in both graphic design and photography along with my extensive professional experience, I am able to continue providing effective business to business solutions for entrepreneurs and organizations through photography, branding and design..

**CHRISTIE VAN BLANKEN**

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