

HANNAH
POPPE

PORT

FOL

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2018 -
2020

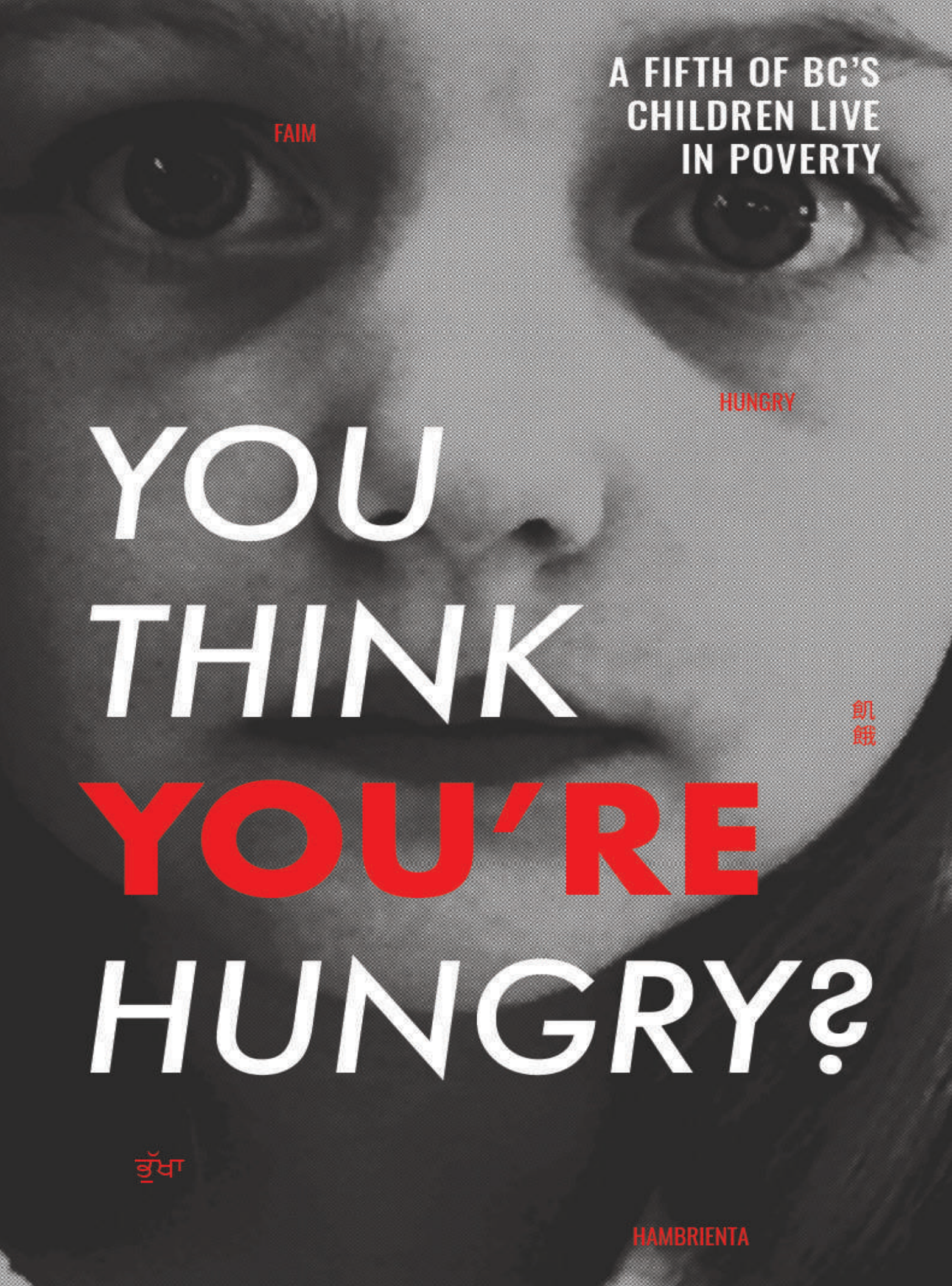
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CHILD POVERTY POSTER SERIES

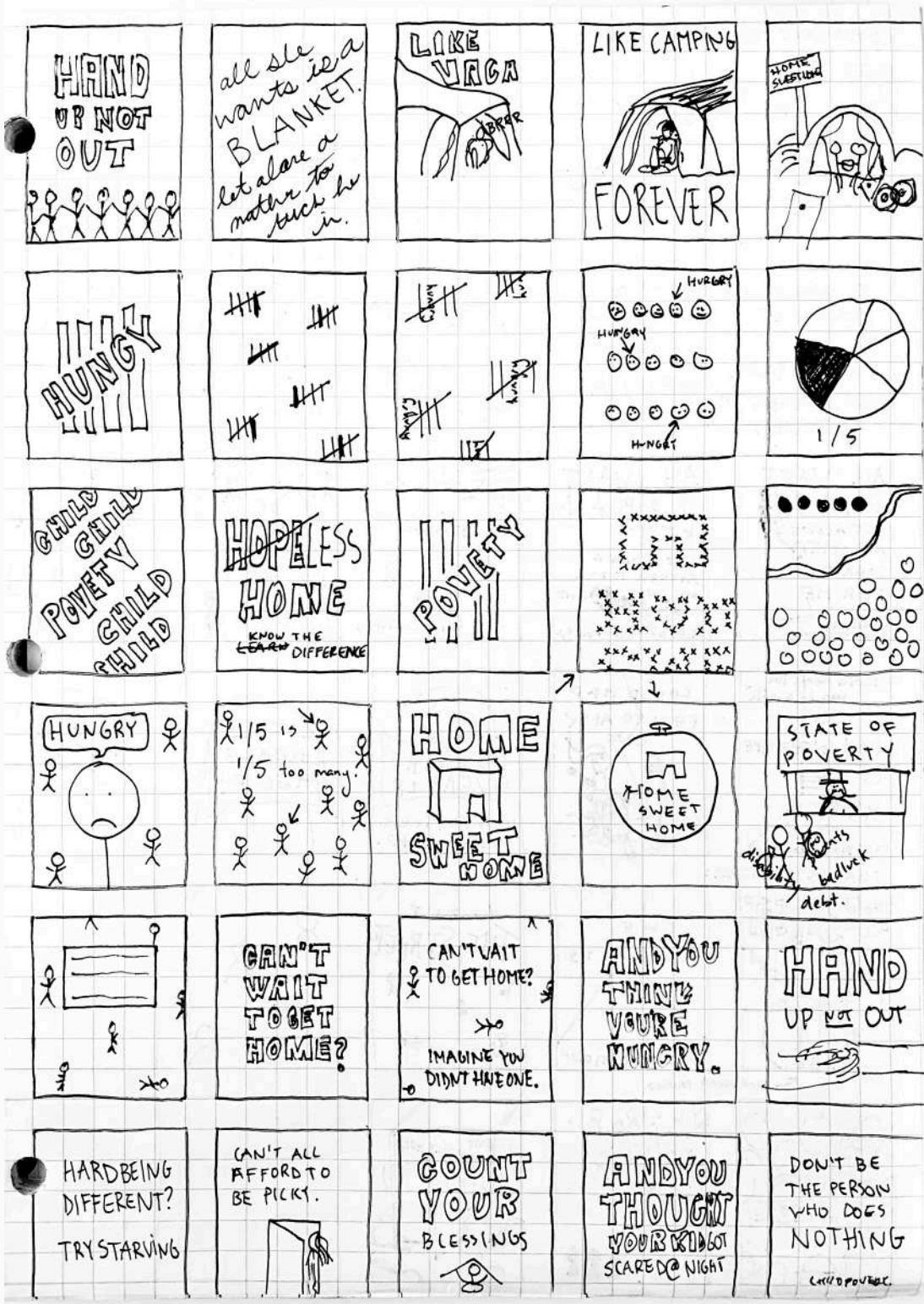
A poster series about
child poverty in British
Columbia, Canada.

GOAL

The objective for this project was to design a poster series that conveys a message that effectively persuades, informs and inspires action. By risk taking, generating ideas and concept development, the goal was to create a series that has impact and brings awareness to the topic.



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Child poverty is an world-wide issue. The posters were designed to be displayed in BC, Canada, yet still relevant world-wide.

One in five children in British Columbia live in poverty and out of that number, the majority of kids are of a visible minority.

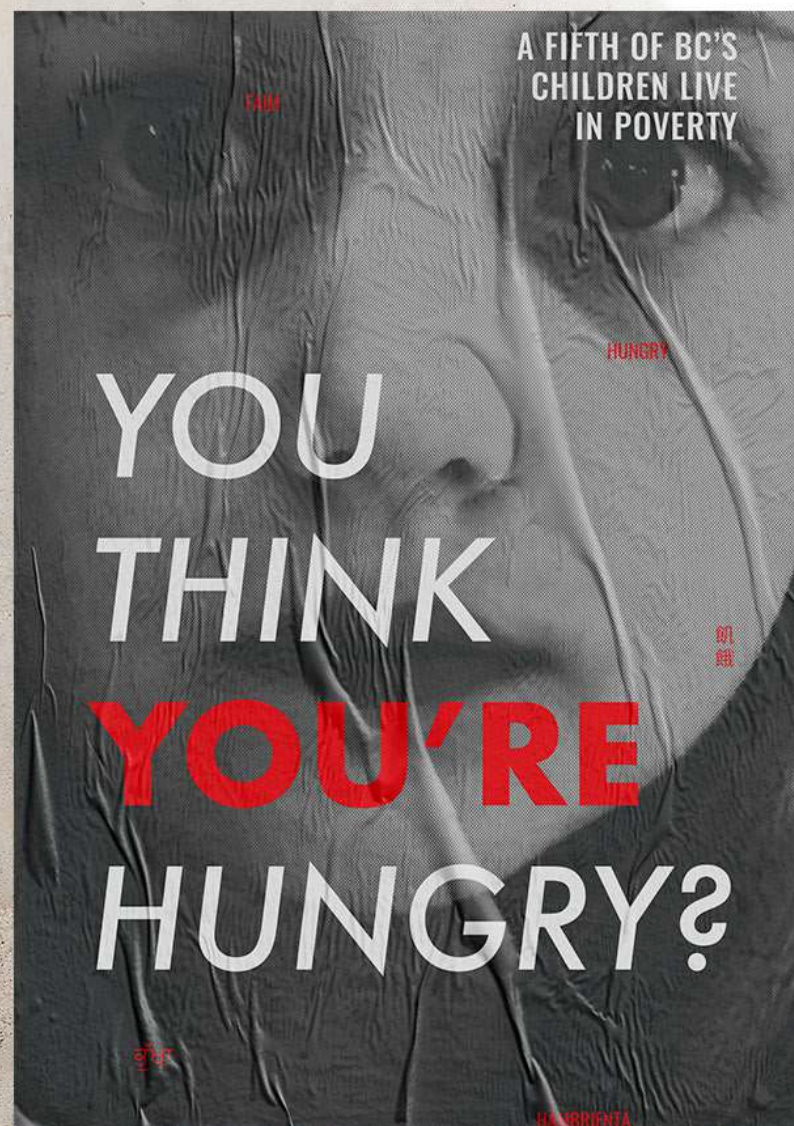
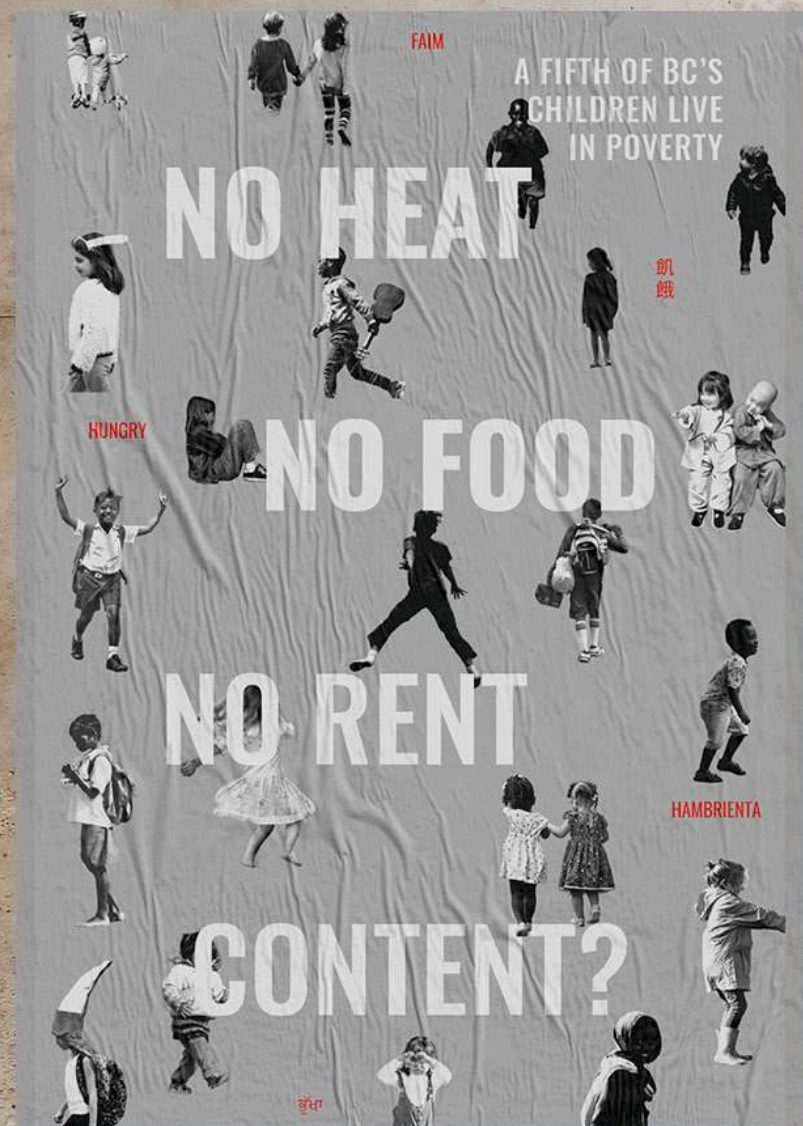


Black and white gives a more clear portrayal of the seriousness of the topic. Different sizing, texture and copy effects the impact of the posters.

CHILD
POVERTY
POSTER
SERIES

153,300, or one in five, BC children 0-17 years old are currently living in poverty. These statistics are heartbreaking and these posters were designed to portray that.





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BLUE SKY CAMPAIGN

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A call to help support those who have been held victim to human trafficking.

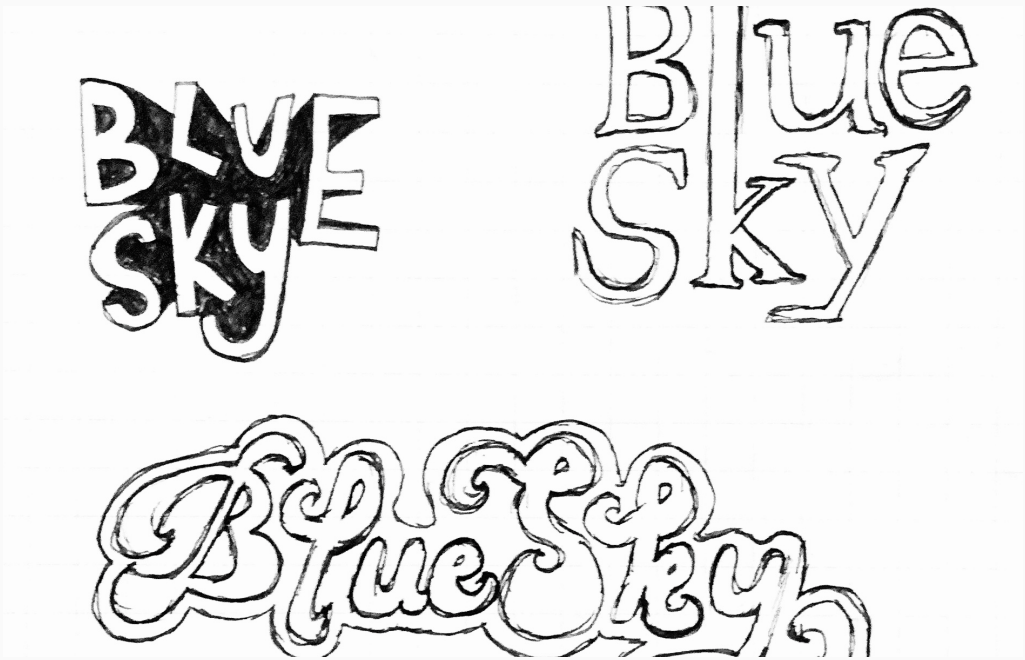
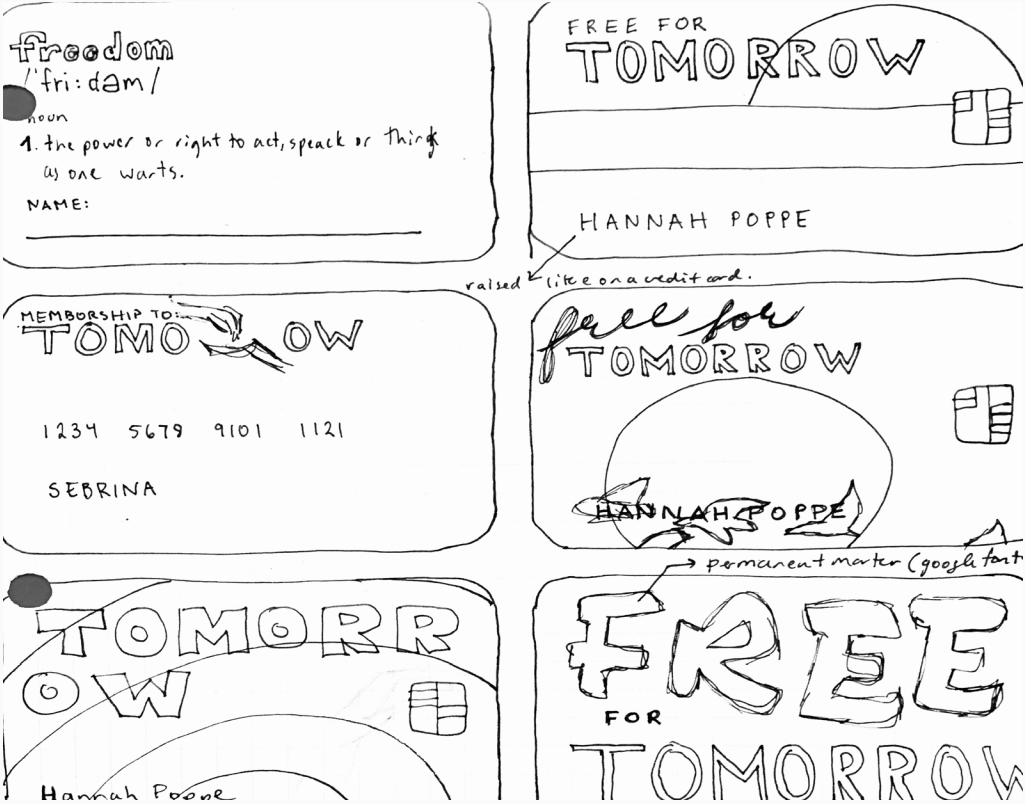
GOAL

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The Blue Sky card is a credit card and the accumulating points from spending money on it will get donated to those who have managed to survive being trafficked. The goal of this campaign is to raise money for those survivors but also bring awareness to the topic in hopes of warning people of its prevalence in our societies today.



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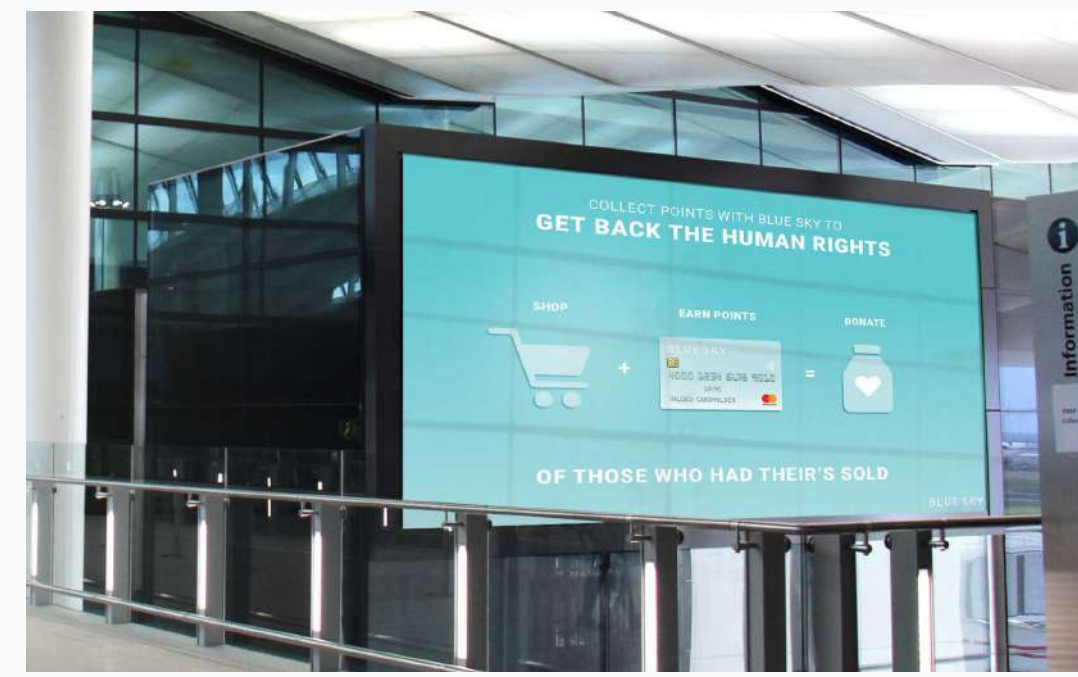
A credit card points system is a way for people to continuously donate without spending extra money.



BLUE
SKY
CARD



BLUE
SKY
CARD

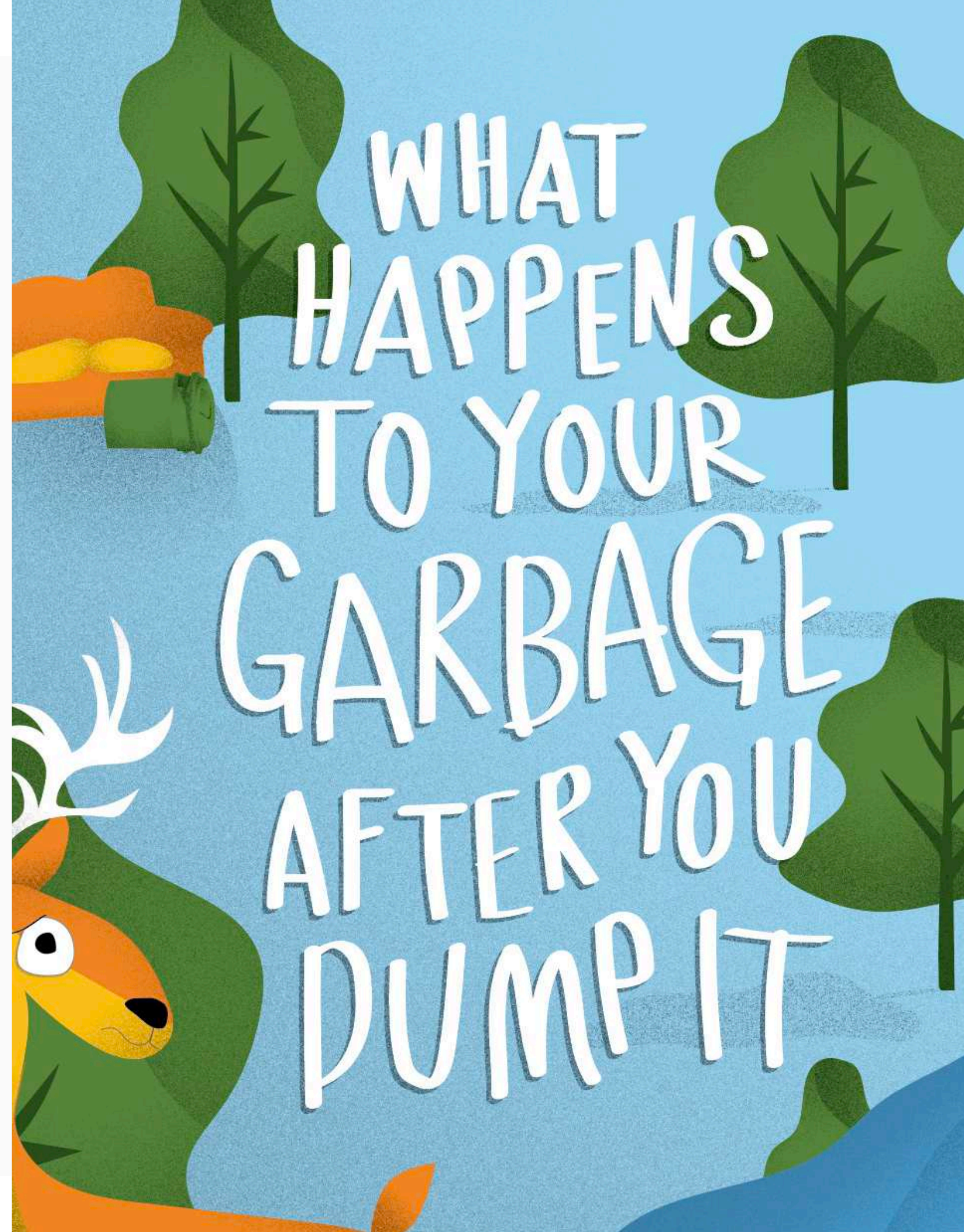


WHAT HAPPENS TO YOUR GAR- BAGE AFTER YOU DUMP IT -

Board game design about
the dangers of illegal
dumping.

GOAL

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The purpose of this project is to educate people, kids and their
parents, on why not to dump their garbage illegally. It is for people
learn it for themselves and then go on to teach other people about
the negative effects in a way that is fun and engaging.



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The idea is that at the beginning of the game everyone's players illegally dump their garbage. Through out the game, as the players pick up cards and advance, they learn the negative effects and stop themselves as well as those around them from illegally dumping.



WHAT
HAPPENS
TO YOUR
GARBAGE
AFTER YOU
DUMP IT



Colours and graphics intrigue kids while the information and facts can be used to educate their parents.



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FOLKLORAMA

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Identity for Folklorama
2020 rolled across a variety
of mediums, both print
and digital.

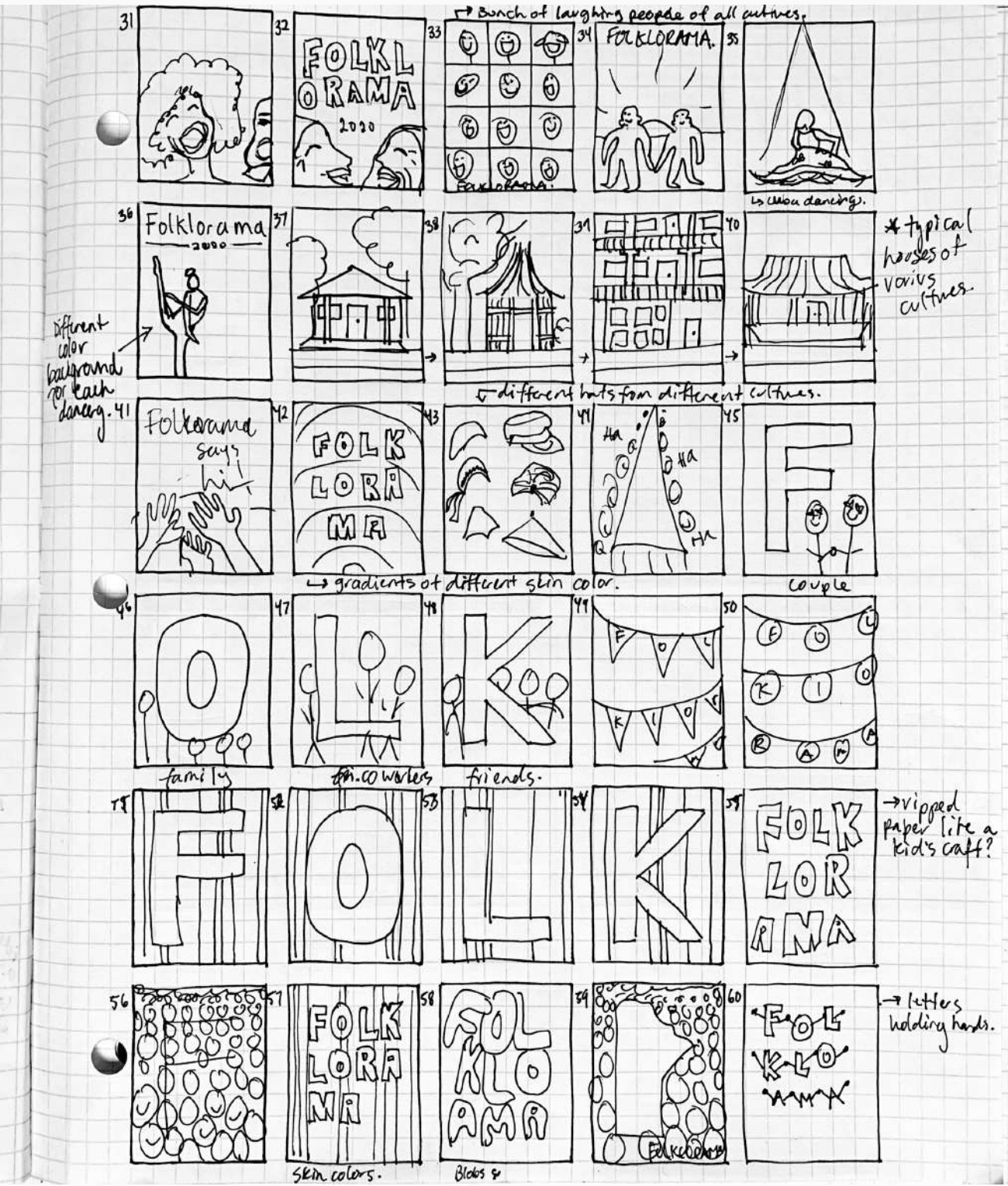
GOAL

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The objective of this project was to create branding for Folklorama 2020, a multicultural festival hosted in Winnipeg, Manitoba. The goal for the branding is that it would convince everyone to educate themselves on, as well as connect with, other people and their cultures in their community.



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FRASER VALLEY IDENTITY

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Brand identity system for the
Fraser Valley

GOAL

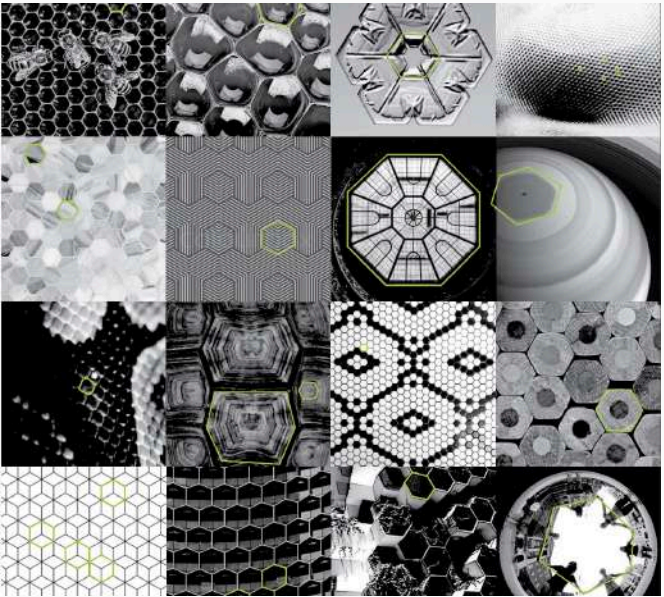
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The objective for this project is to show the process of creating a brand identity concept and design for the Fraser Valley that brings people together and shows off their pride they have for the place they live.

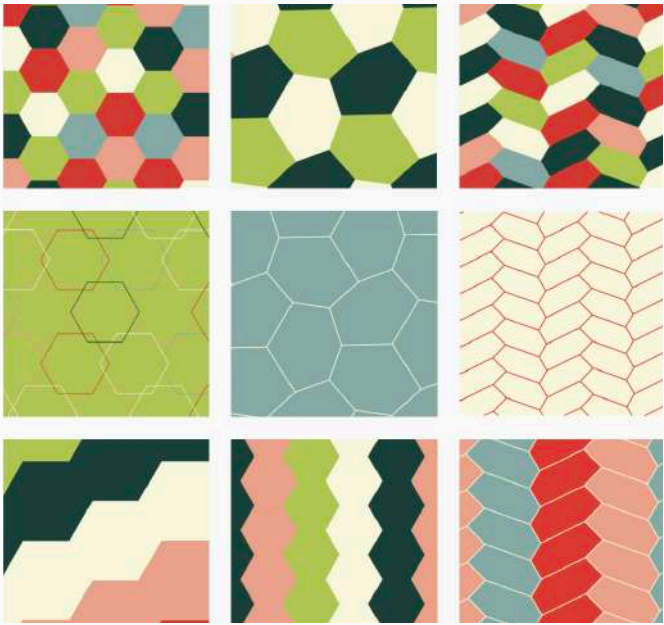


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A hexagon is the shape that best fills a plane with equal size units and leaves no wasted space. While the Fraser Valley is made up of cities and districts of various sizes and populations, they still fit together perfectly to make one large community.



Colours associated with the Fraser Valley are often various shades of green and blue. Incorporating those colours with some new ones them to really show the diversity of life in the Fraser Valley.



The Fraser Valley is a very vibrant and exciting community. The patterns are a way to really bring in the colours and diversify the brand.



FRASER
VALLEY
IDENTITY



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WHAT GETS ME SO
EXCITED ABOUT GRAPHIC
DESIGN IS COMING UP
WITH SOLUTIONS TO
PROBLEMS WHETHER IT'S
BRANDING A COMPANY OR
RAISING AWARENESS TO
SOCIAL ISSUES.