

**JOSHUA  
DEMIAN**

**2020 PORTFOLIO**

 **DEMIANDESIGN**

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# Hi! I'm Joshua Demian,

a Fraser Valley based creative. I'm passionate about all forms of art & design, including drawing/painting, video, and photography. Design-wise, I specialize in branding.

I am currently completing a diploma of Graphic & Digital Design at UFV. Next, I'll be moving on to study product design at KPU's Wilson School of Design.

This portfolio consists of five projects that I have created for my classes at UFV.

Please enjoy!



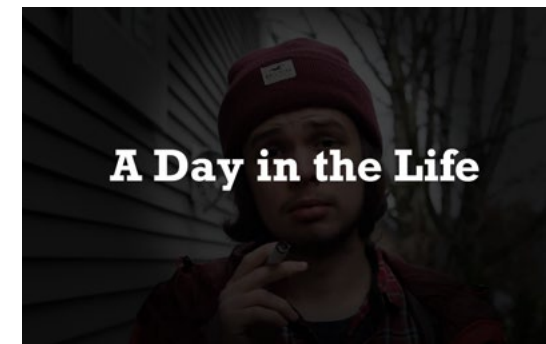
DesignThinkers



Wesley Hawkins Music



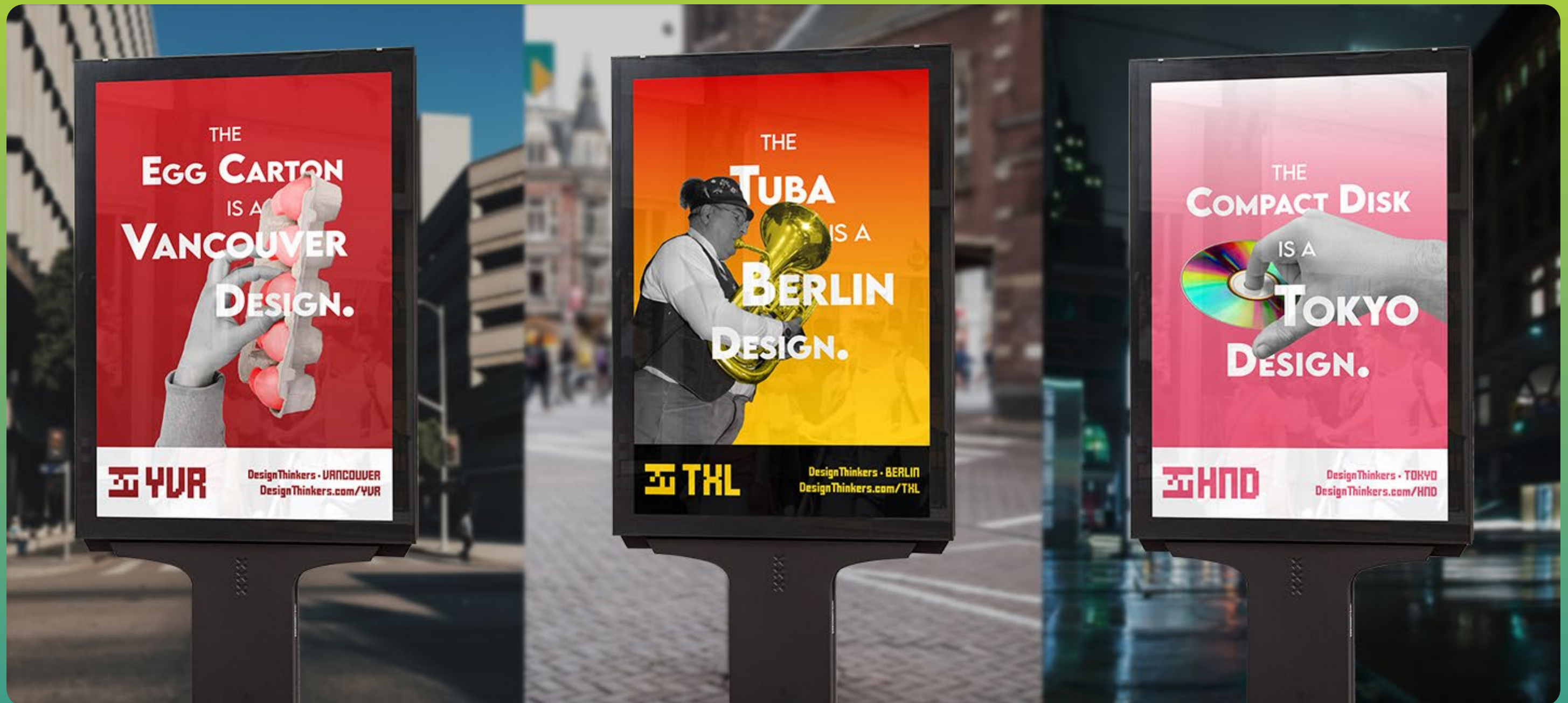
Cyber-Security



A Day in the Life



Dirty Yeezys

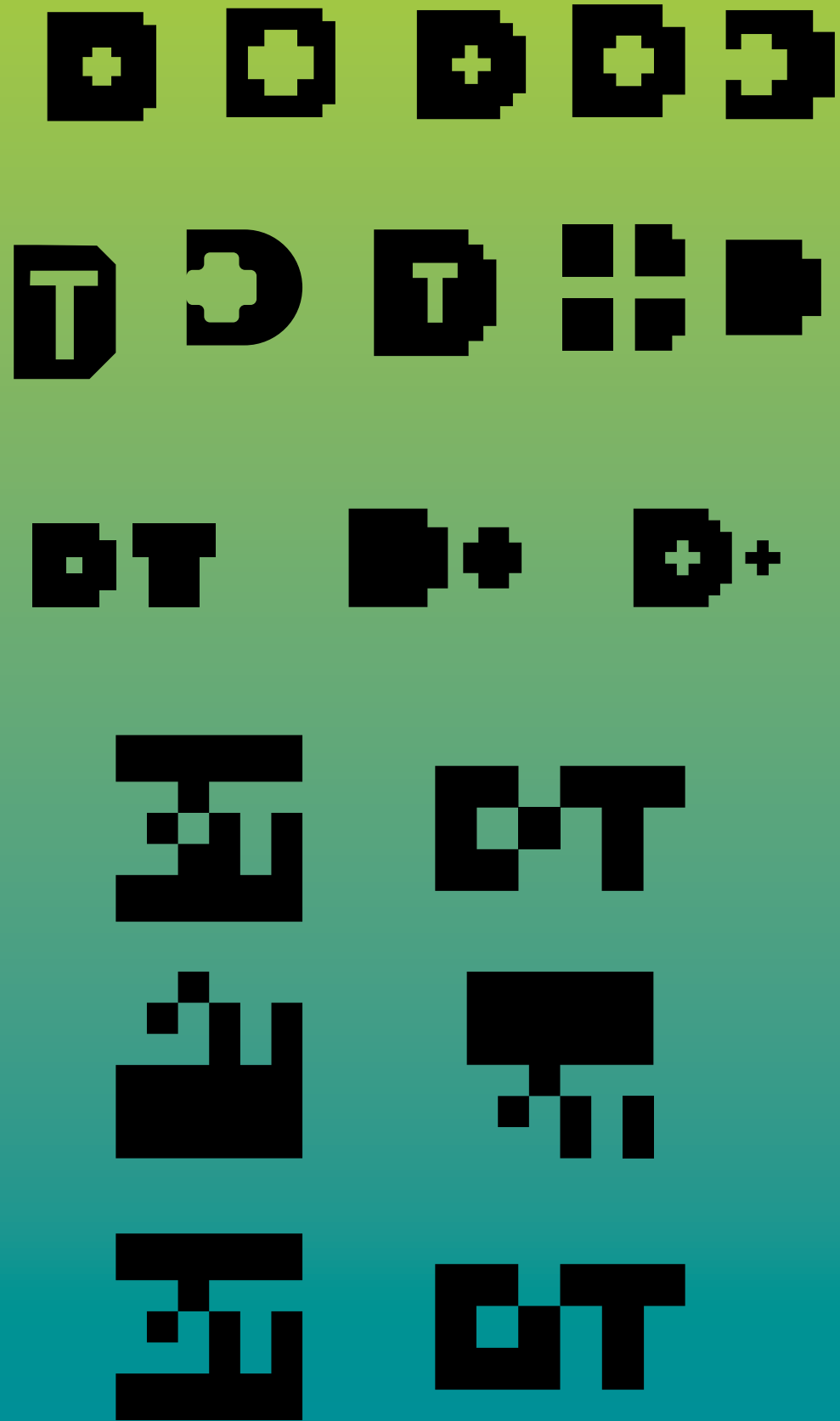
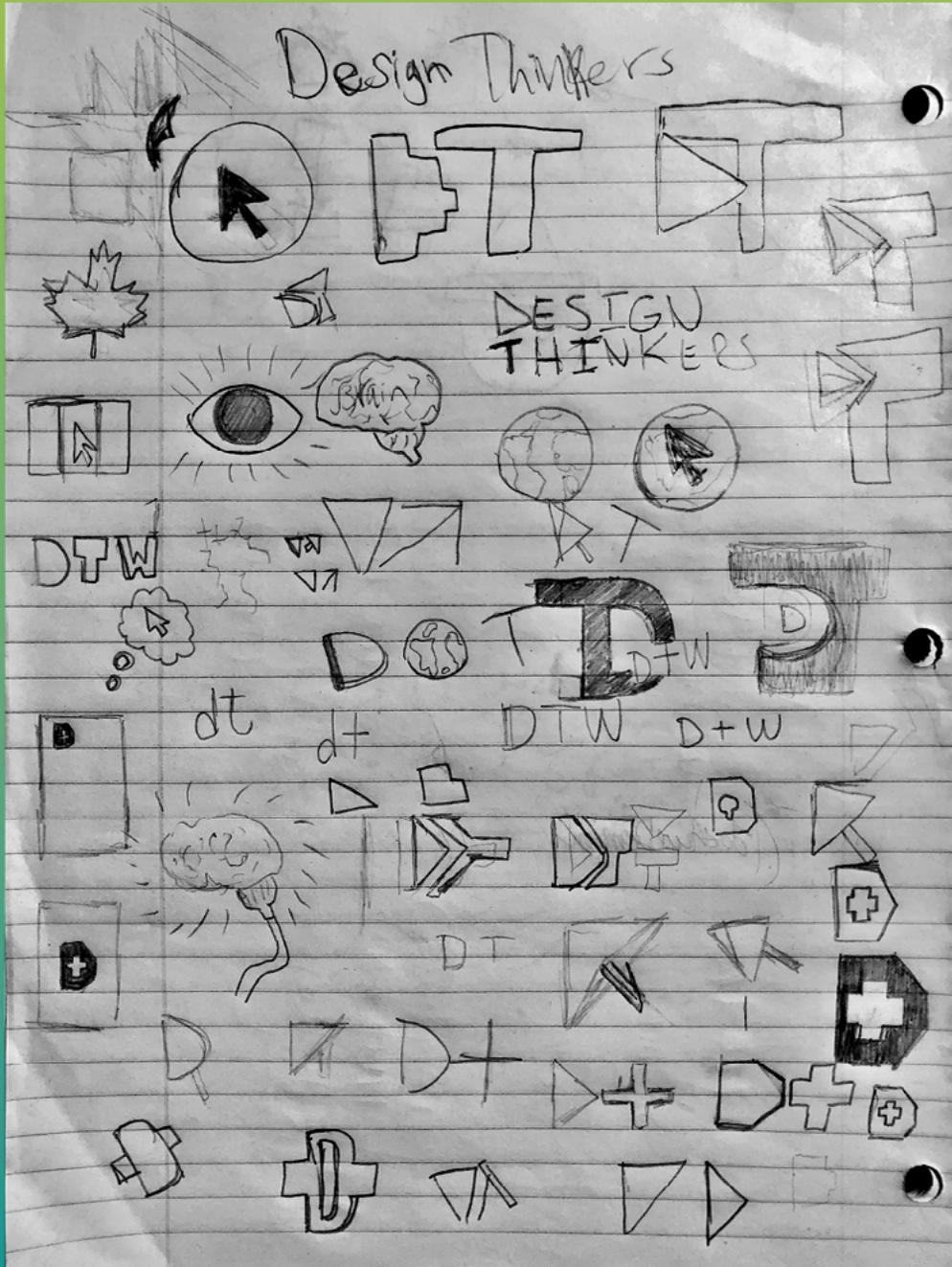


For this project, I chose to re-brand the annual Canadian design conference, DesignThinkers. I created a new brand identity, as well as a theme for the event.

I decided to make DesignThinkers a global event and to create a unique take on the theme for each city that hosts. The theme is inventions. So, each event is represented by an object that was created in that city.







**Design Thinkers**

I chose the pixel style because it represents digital design and technology. Also, the style would be nicely contrasted by the inventions in each location's posters & etc.



1



2



1

DESIGNTHINKERS - RE-BRANDING







# WESLEY HAWKINS MUSIC

For this project, I created a brand identity for a local music teacher's business.

Wesley Hawkins is a private piano tutor based in British Columbia, Canada.

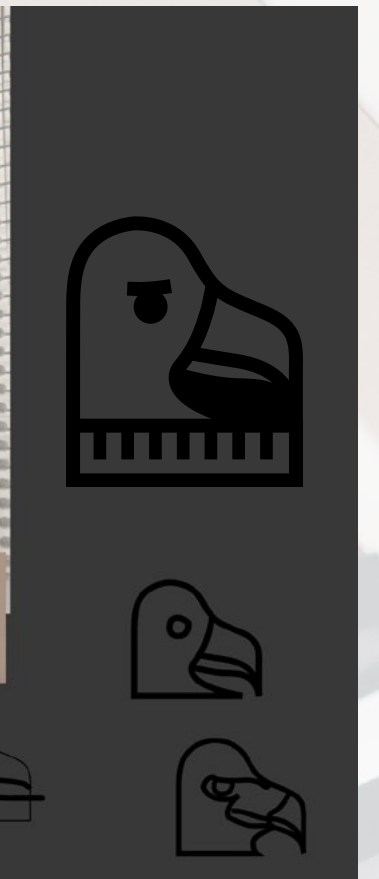
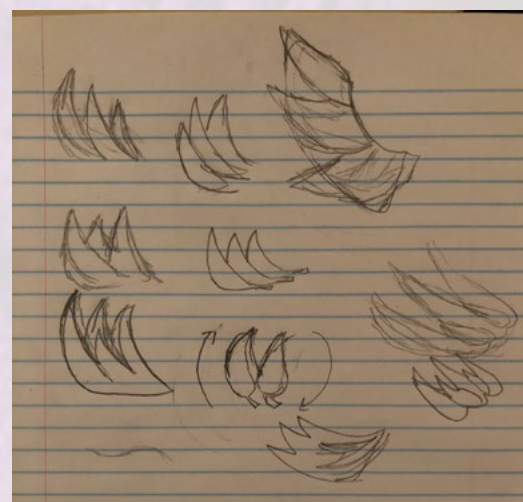
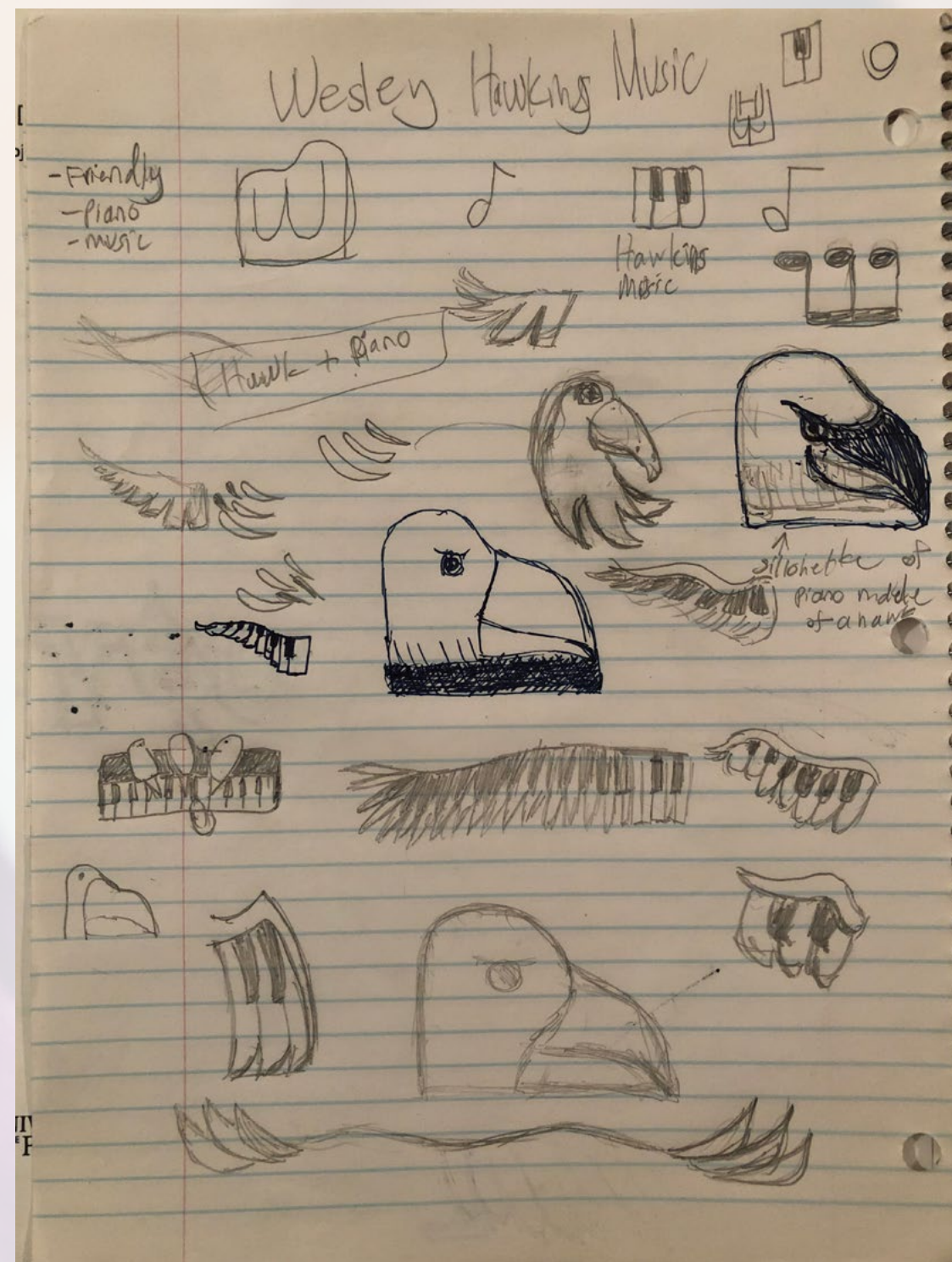
He mainly teaches children and youth.





I decided to design the logo based on two things:

**Hawk** (because "Hawkins") + **Piano**







... **WESLEY HAWKINS MUSIC** ...  
... **W** [Flipped]

[Alternate Logos]

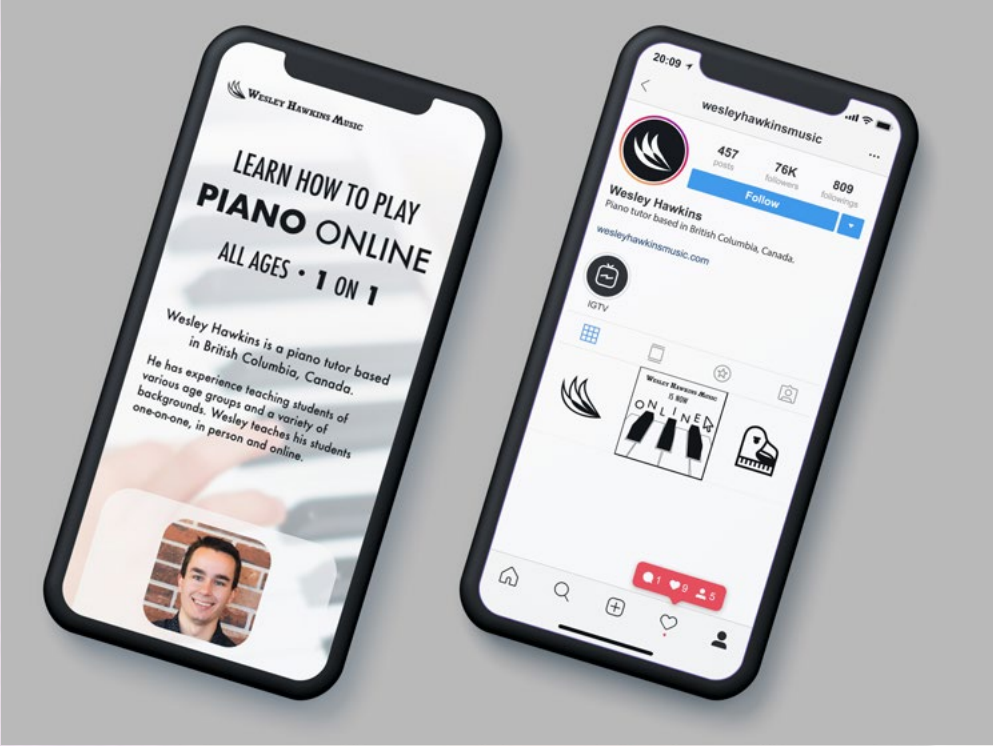


**WHM**

[Secondary Graphic]





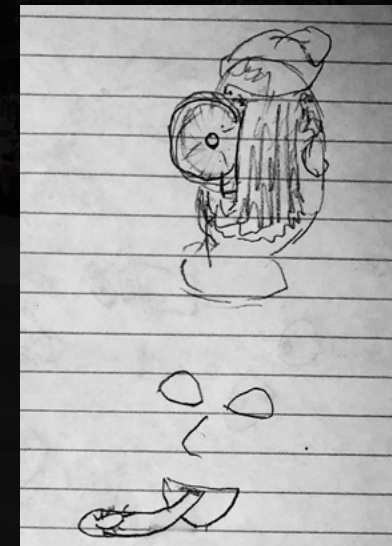
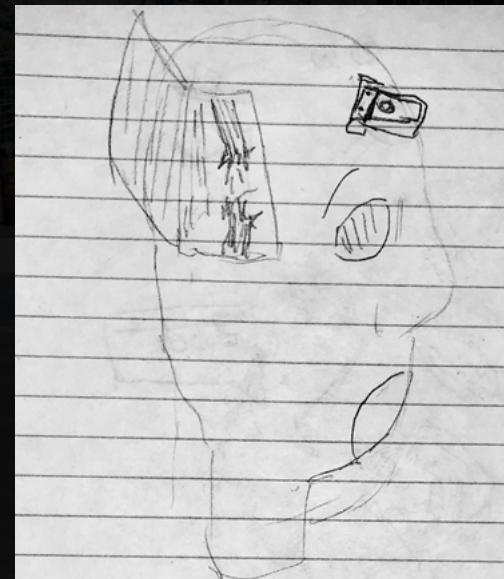
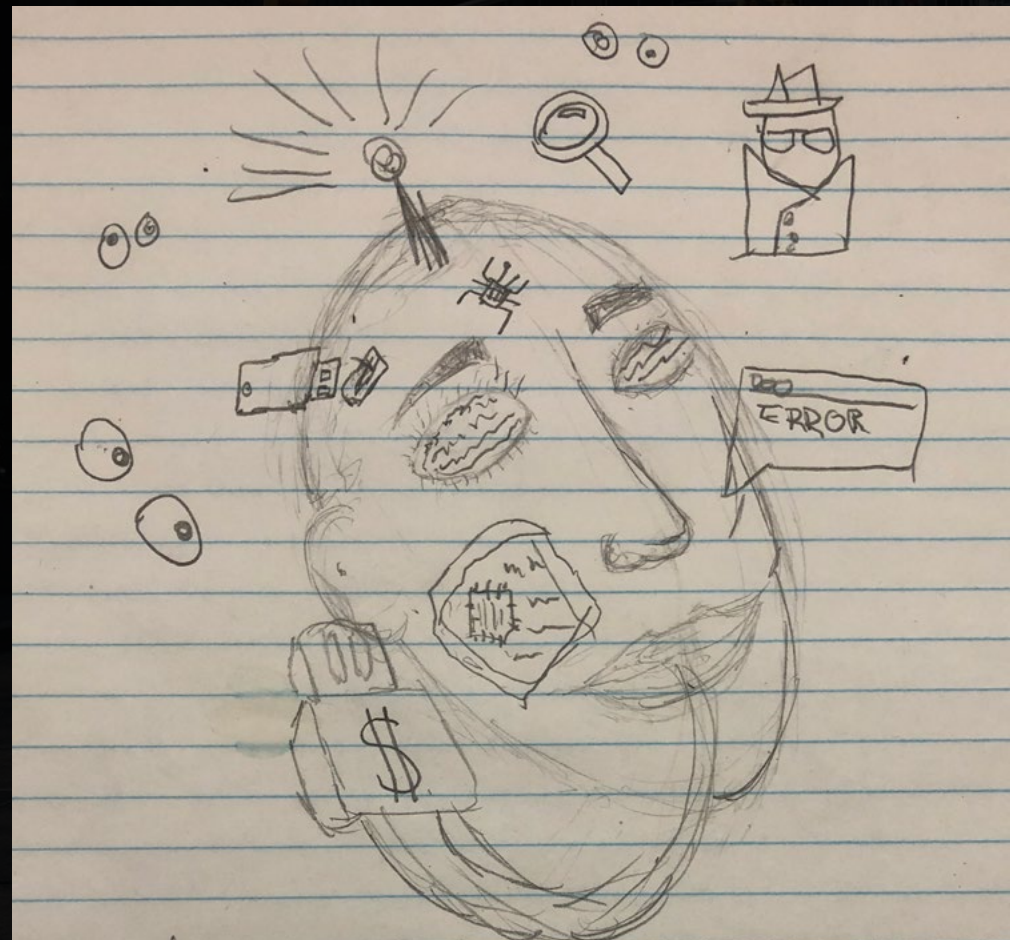
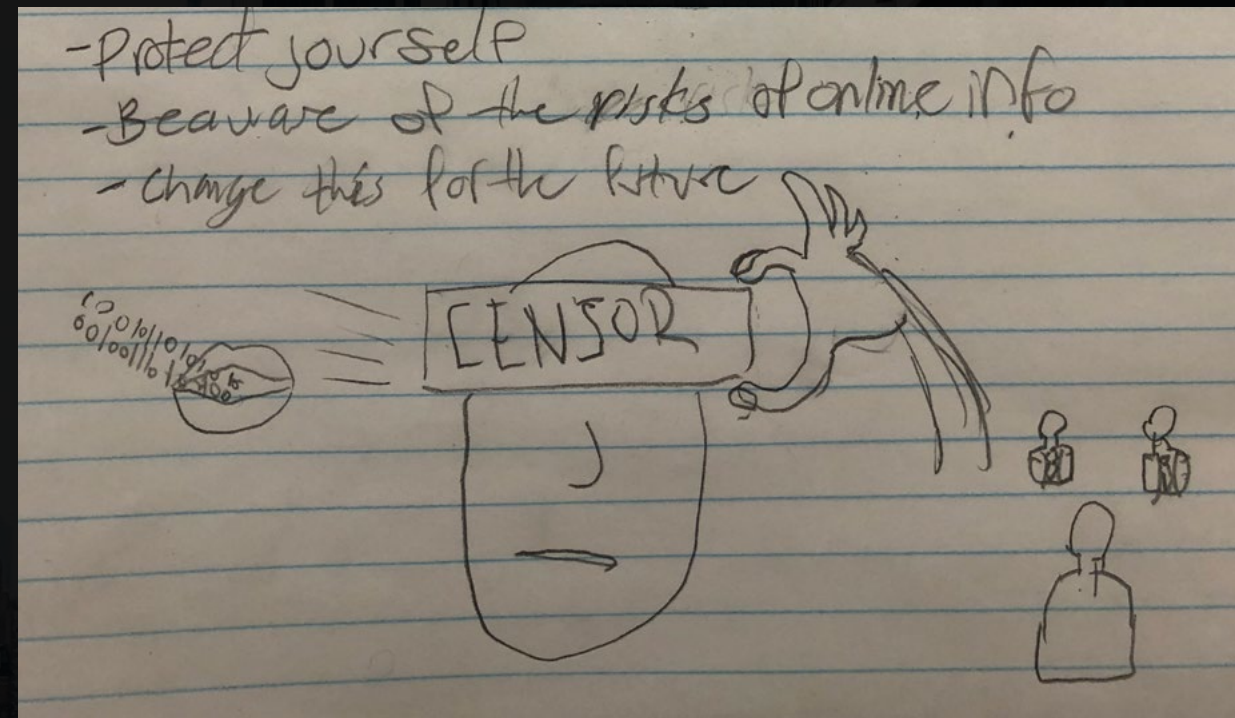
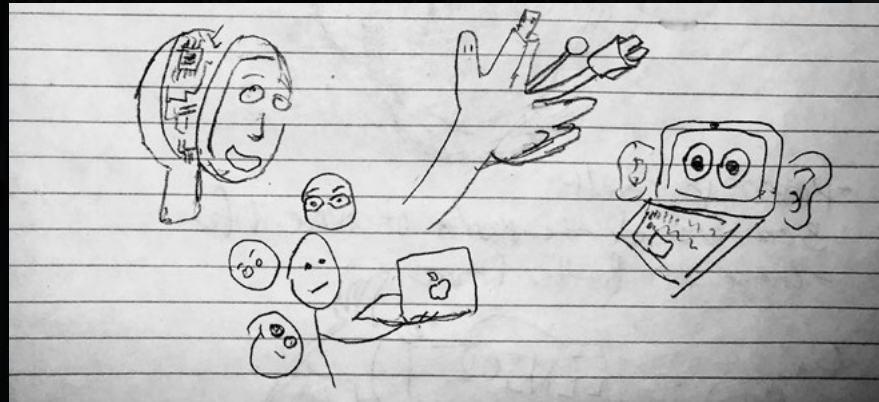








For this project, I created a series of posters for an cyber-security awareness campaign.









# A Day in the Life

I created this video for a video + photography class. The project was to film a “day in the life” of a subject you choose. I decided to make it in a music video style, using the Beatles song of the same name.

You can find the video on my Behance account.





# SEQUENCES





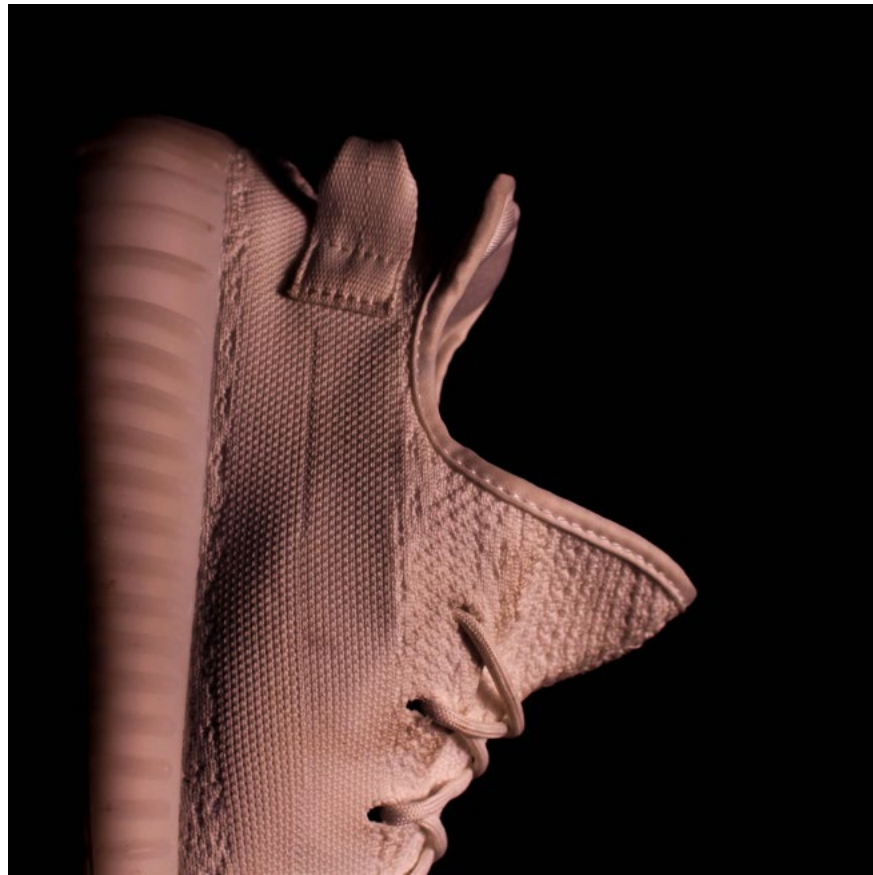


These images are product photography shots for a project on a pair of dirty Yeezys.















**THANK YOU!**