

pa!ge

Graphic Design Portfolio

1. MCC Festival for World Relief
Rebrand/Event Branding/Fundraiser
2. huber
Business Branding
3. PEOPLE
Photo Journalism/Editorial layout
4. NEXT Design Showcase
Art Direction/Branding/Exhibition Branding

Hi!

My name is Paige Elliott and I'm a young creative working as a free lance graphic designer.

I could talk about myself for quite a bit, but here's the part you're here for:

I have grown up and am currently residing in the Fraser Valley. I was always the "artsy" kid in school and transferred over to an Integrated Arts school for secondary. There my love of all things art and creative blossomed. I consider myself a well-rounded artist as I use all mediums including textiles, music, photography, film, and traditional art. Design is my focus.

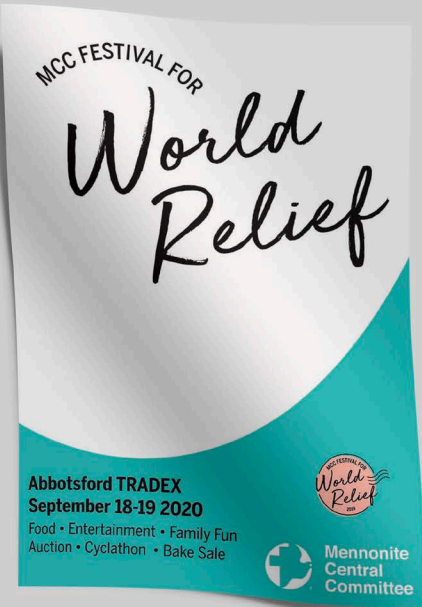
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MCC Festival for World Relief

Branding/Exhibition Design/Creative Direction

MCC is a non-profit organization doing work here in B.C, as well as in 53 other countries. They specialize in aid and relief for those facing trauma in third world countries. Every year in Abbotsford, B.C, MCC throws a massive festival to raise money for their programs. The festival is based on food, culture, and connection. It is entirely run through local businesses, churchs, and volunteers. Last year the festival raised over \$1 million for MCC.

The goal was to bring in more guests from the general public and refocus the branding.



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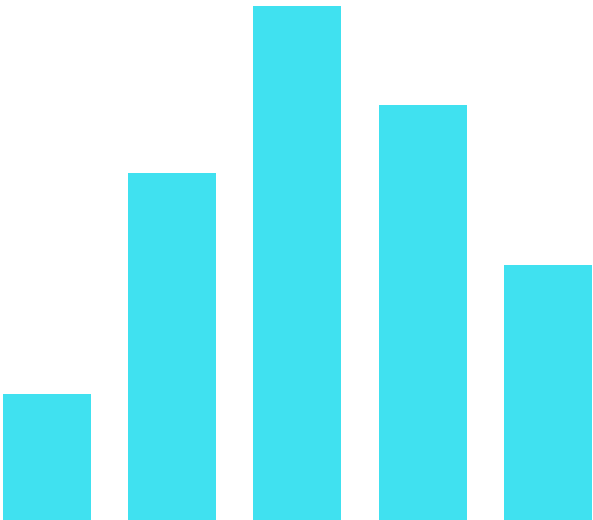
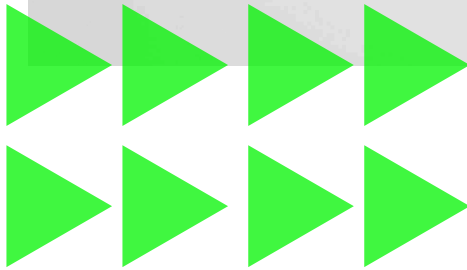
Branding/Fashion

The purpose of this project was to create a concept for a clothing store that had a unique shopping experience and was locally based. Thus, huber was born. huber is set up to give local designers a gallery-like space to display and sell their items. Each designer would have a wall or display area they could customize to fit their brand personalities.

The challenge was to brand a space that could be customized to fit other's design needs.

The solution was to use the basics of art and design in the branding: shape & colour. The patterns and shapes can be "customized" to fit different elements and the colours were kept simple yet fun. The use of white space can be compared to a blank canvas, big, empty, and a platform for you creation.

huber



PEOPLE

Photojournalism/Photography/Editorial

I'm a people-person. I love humanity and the life experiences that people share together. I love spontaneous, candid photography. It speaks life of the subjects through the photos, and can be used to tell a story.

PEOPLE is a collection of candid photos portraying human experiences.

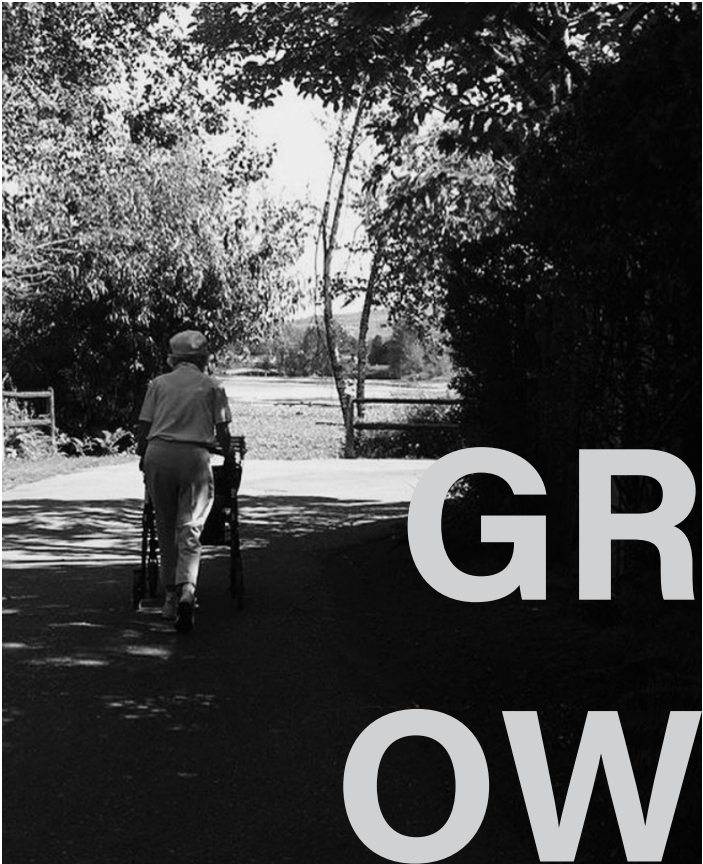
All photos were taken by me from 2018-2020.



LOVE



COMMUNITY



GROW



NEXT

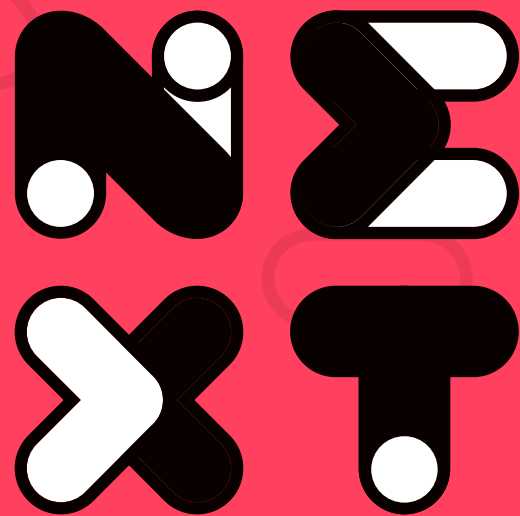
UFV GDD Design Showcase 2020

Art Direction/Exhibition Design/Branding

I had the honour of Art Directing NEXT.
NEXT is the theme of the UFV Graphic and
Digital Design 2020 Showcase.
The showcase's intended use is to display
student's portfolios and work to the
industry and general public.
This year the showcase was online-only.

The branding was in collaboration with Eric
Lee, Aron Mckauge, Jennifer Deon, and
Renee Campbell.

WE ARE NEXT



**RESILIENT,
INNOVATIVE,
& INSPIRING.**



