

Sarah Wiebe

Graphic Designer / 2020 PDF Portfolio





Intro

I'm Sarah, a graphic designer based in Abbotsford, B.C.

I focus on the end goal of a project + am dedicated to learning every skill needed in order to complete a job. I pride myself in being able to carry out all of my projects to the end.

When I'm not designing, you can find me playing indie games, hiking, or soldering random retro finds.

Currently, I'm focusing on branding, editorial layout + UX/UI, but am open to anything that can challenge my skills.

Re-brand

Hemingways Books & Records

Located in Abbotsford, BC, Hemingways Books & Records is one of Western Canada's largest new and used bookstores with nearly 8000 square feet of retail and online inventory.

Recently, they have added vinyl to their mix of goods and sales are thriving.

The goal of this re-brand will be to retain Hemingways' history while updating their brand to modern standards.

Tools used.

Adobe Suite / UX + UI / Brackets



"Books and records"
shaped like a record.



Retro font to pay homage
to Hemingways' history

HEMING
WAYS

SYNE EXTRA

Syne Bold



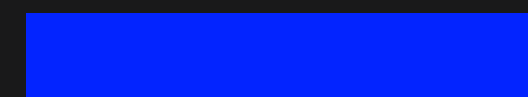
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#3964ff



#b1c927

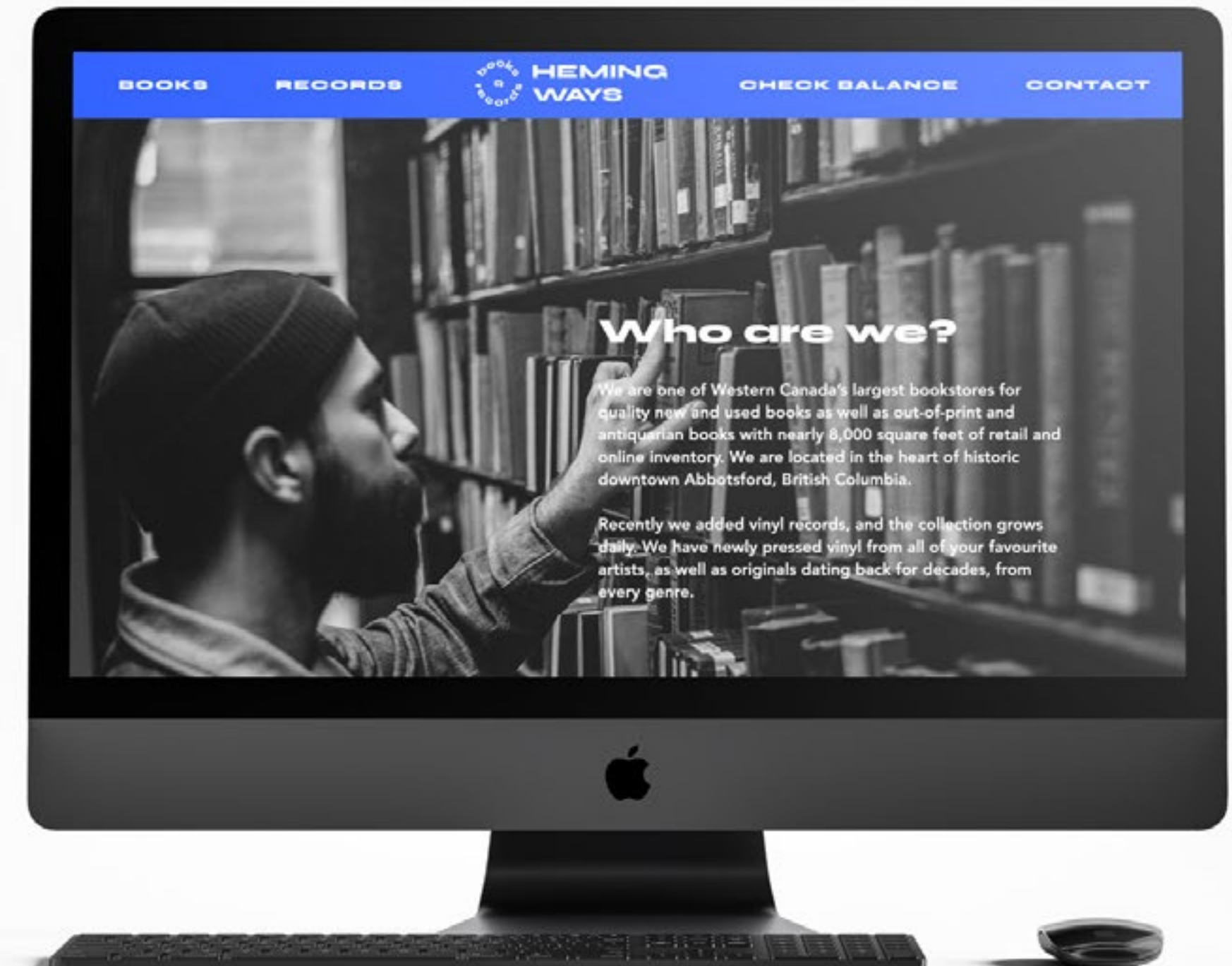


#0323ff



Notebook.

To be sold in stores, and be used as advertising outside of stores.



Website.

Created to deliver info about Hemingways to customers.



Bus Poster.

Physical marketing for the Hemingways COVID-19 Relief campaign.



Instagram.

Online marketing for the Hemingways COVID-19 Relief campaign.

Choice Brand

Flour Power

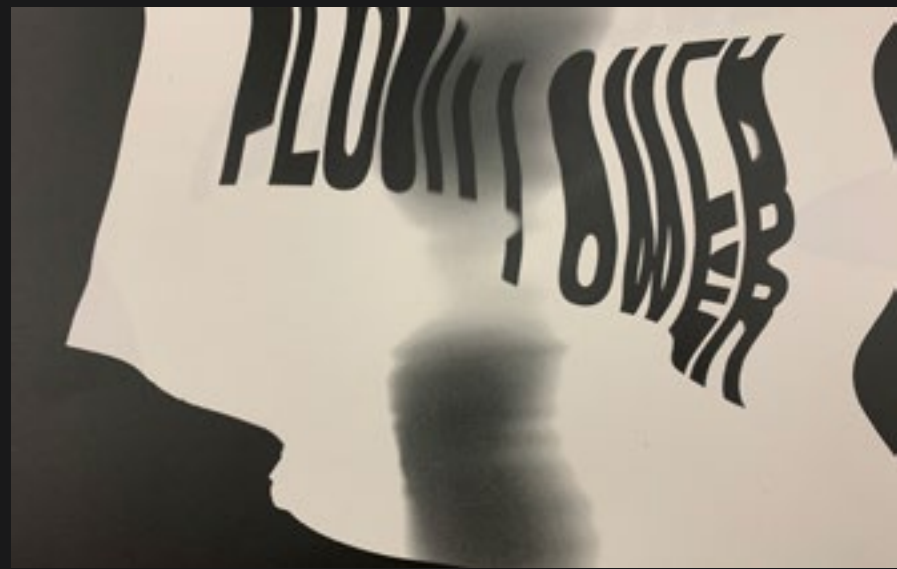
Flour Power is a new 60's-style bakery that provides freedom of choice with their endless selection of flour types. Any person's dietary needs can be satisfied with Flour Power's wide selection of delicious baked goods.

This is a fictional brand that I've created to experiment with a sort of psychedelic style by using a specific scanning technique.

Tools used.

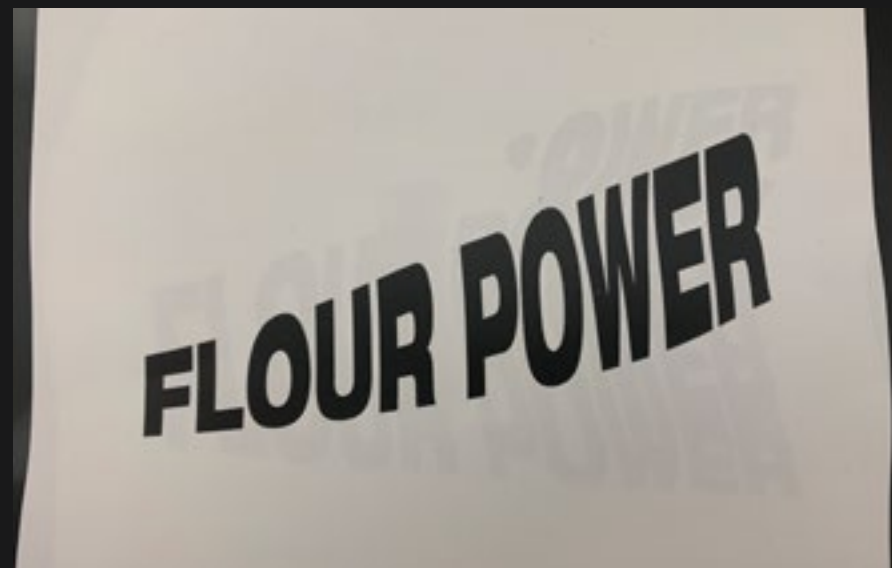
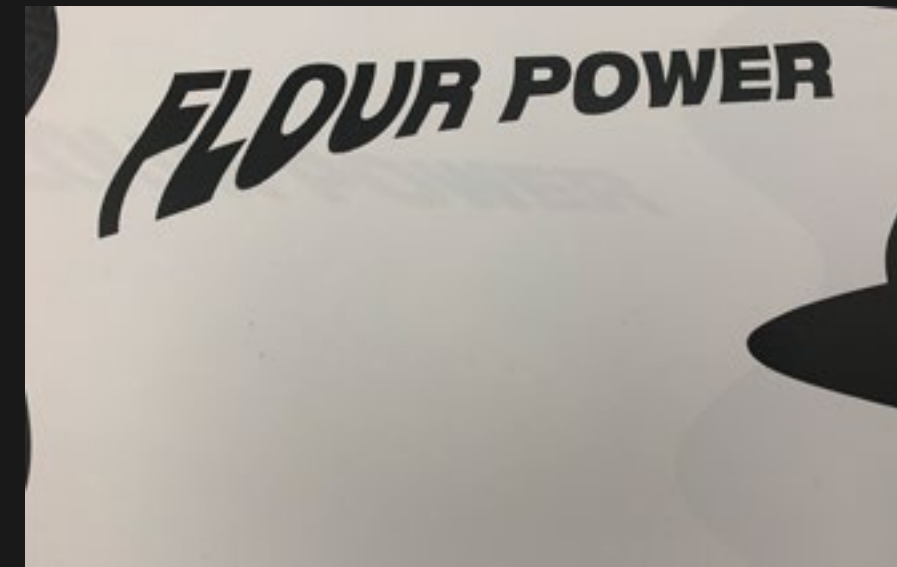
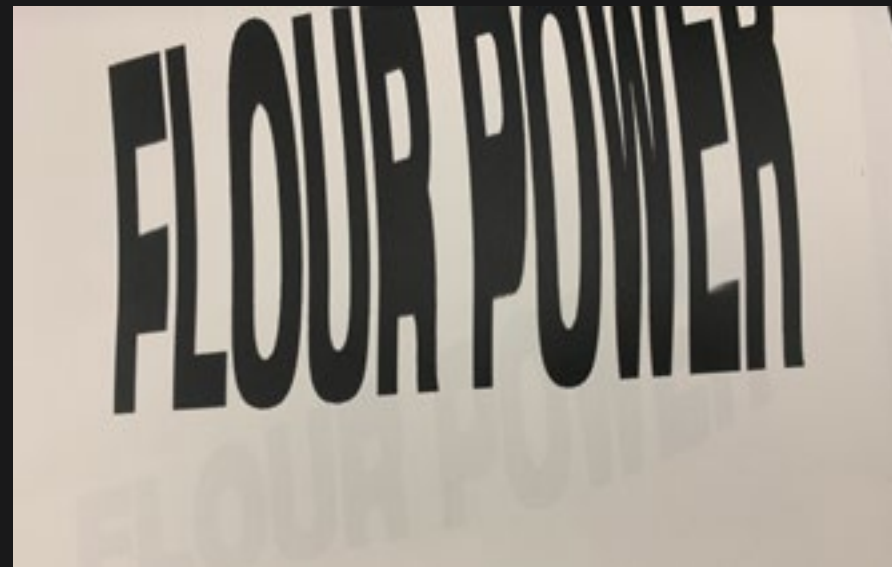
Adobe Suite / Scanner



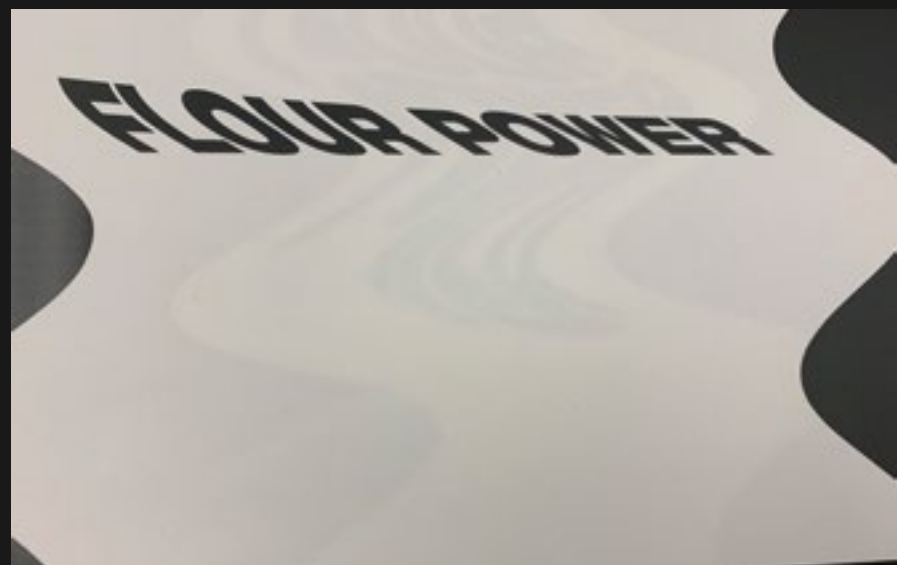


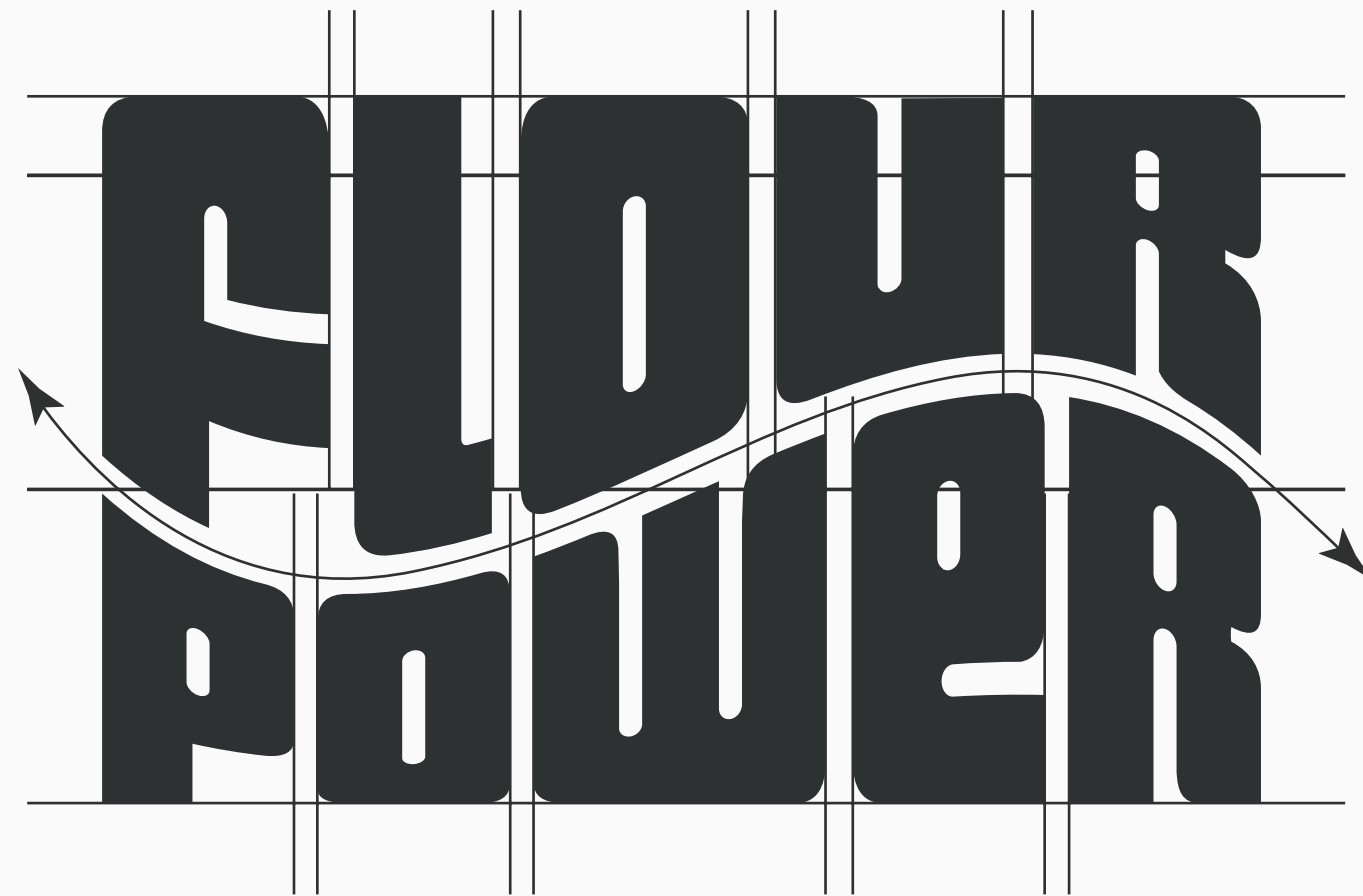
Process

After getting down some initial thumbnails and deciding which direction I wanted to take my brand, I headed over to the print lab to spend an eventful few hours with the scanner.



I created a liquid effect by wiggling around my paper as the scanner tracked it live, and eventually came to some pretty great results.





"The bakery where flour meets freedom"



#291769



#45298c



#12ebb5



#ff3680

Basics

Loud, zany colours

PINCOYA BLACK

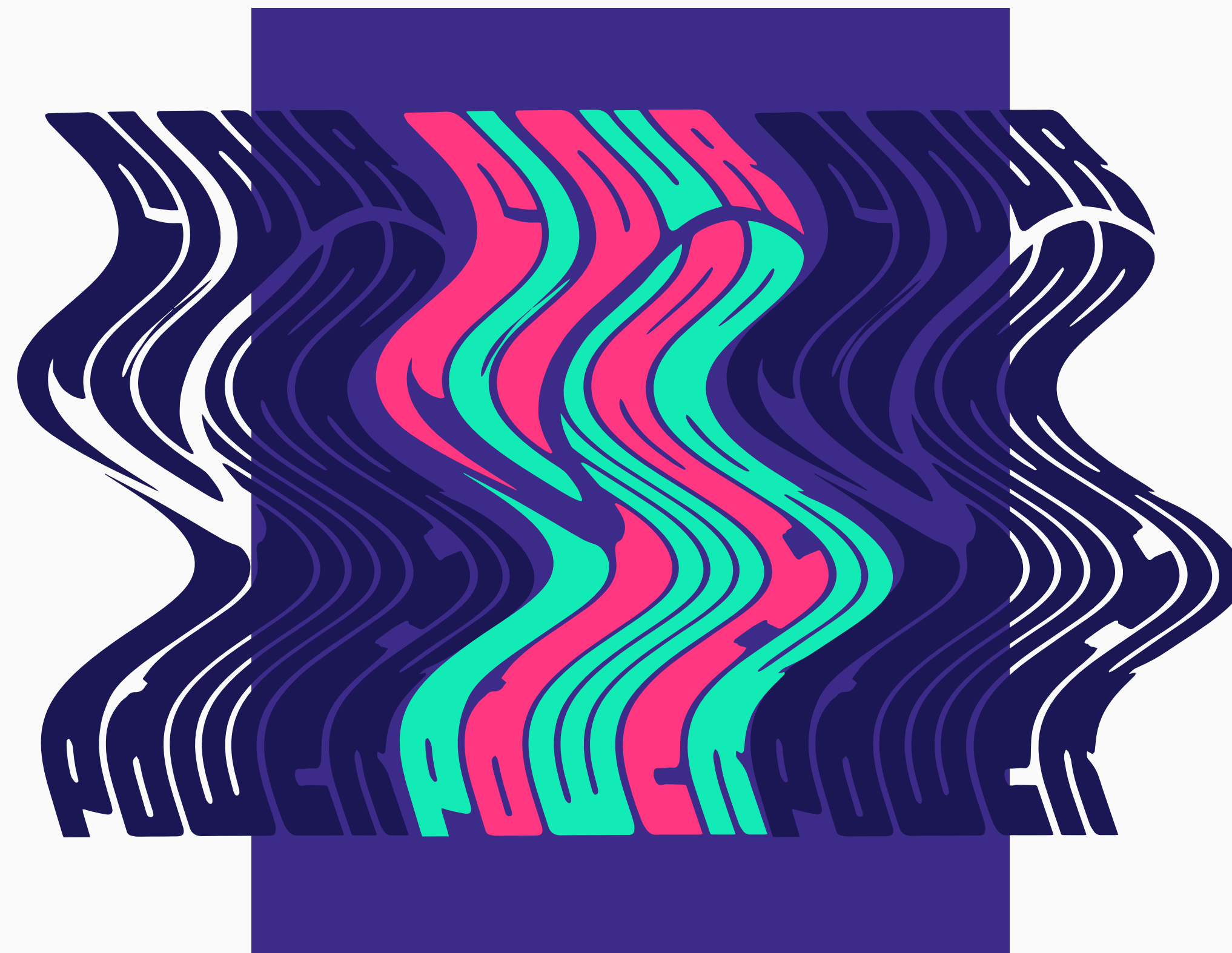
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avenir Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Final pattern chosen from
the scanning session. Can be
applied to anything. Business
cards, coffee cups, posters, etc.



Business Cards

To be displayed inside the bakery. Owner can also keep a few on their person.



Flour Bags

Can be sold in the bakery, as well as in stores.



Poster Series
To be displayed in store
within frames.



Coffee Cup

Insulated to-go cup to encourage sales of hot drinks.

Editorial Layout

Save the Bees Zine

I was incredibly passionate about the honeybee extinction issue in 2018, and decide to design a zine on it for my class's editorial project.

Awards won.

Honourable Mention for RGD's 2019 Design Thinkers Scholarship.

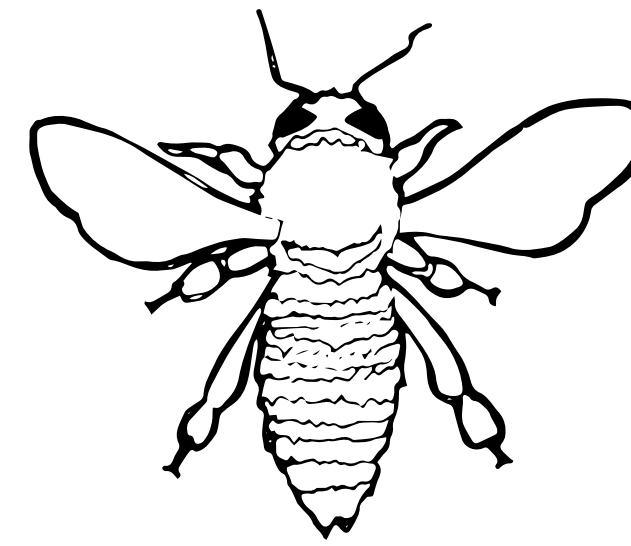
Tools used.

Adobe Suite / Editorial Layout / Illustration

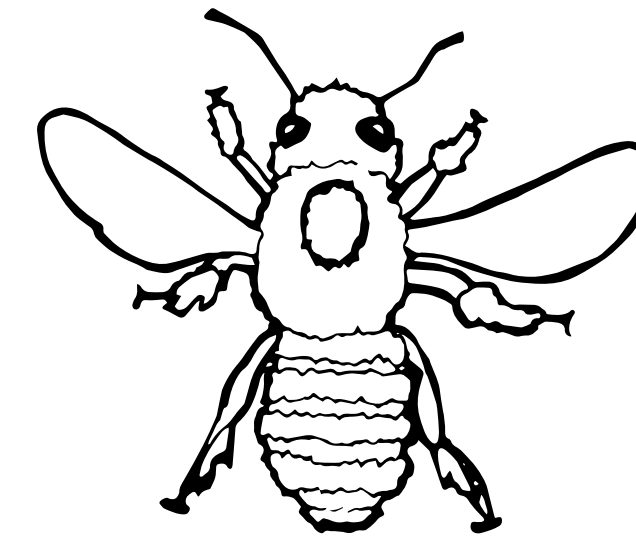


Bee Species Illustrations

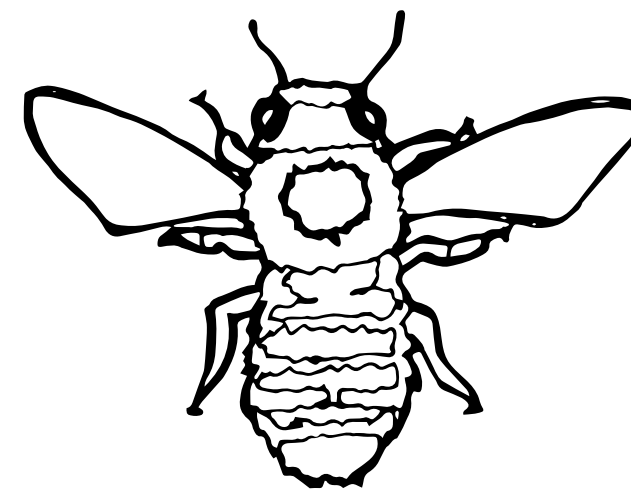
Spent quite a bit of time researching everything around bee extinction, but also specific species of bees to add to the zine as visual aid.



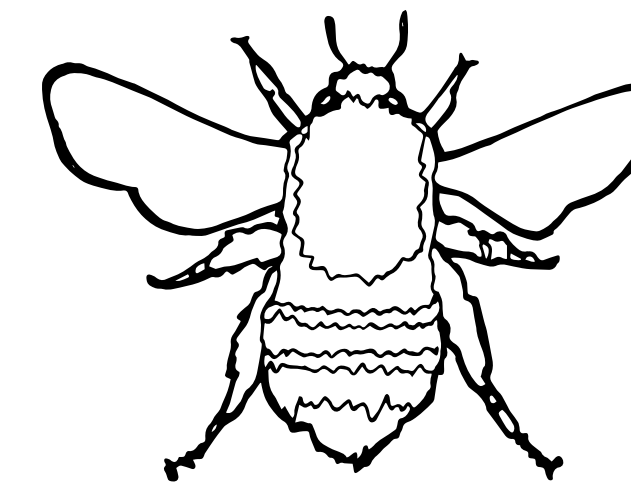
European Bumblebee



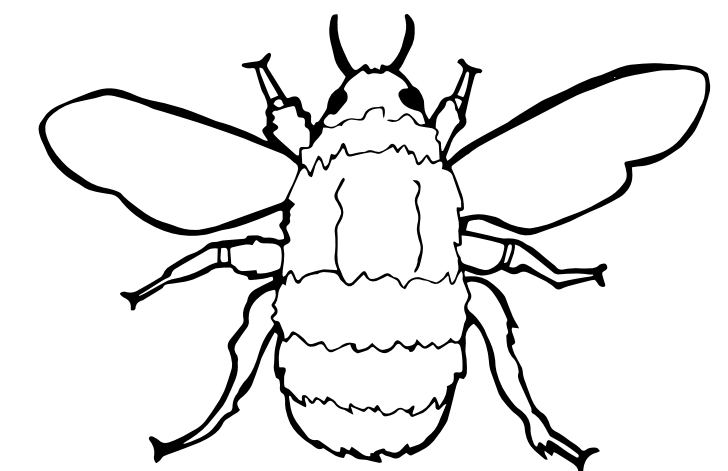
Leaf-cutter Bee



Red Mason Bee

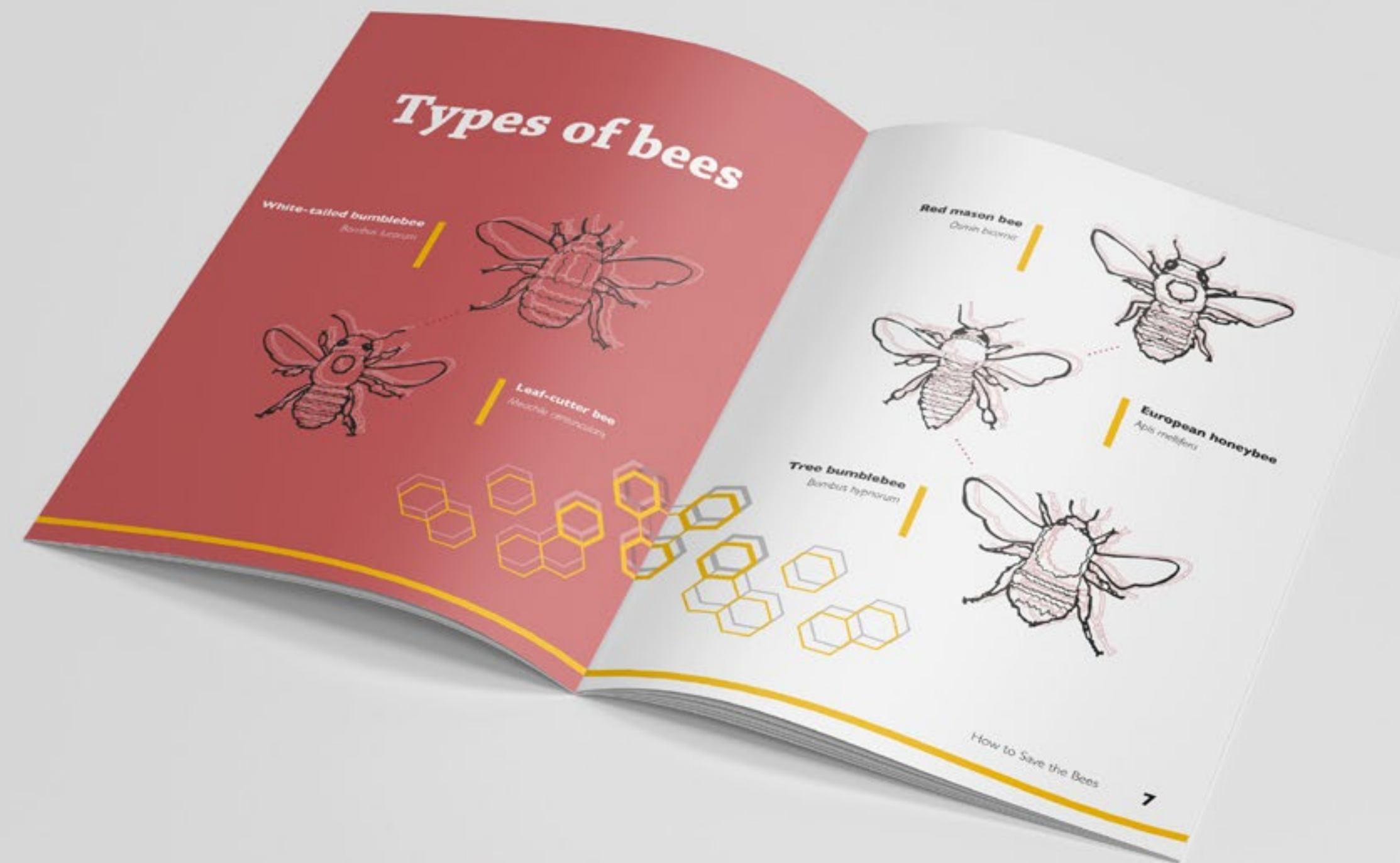


Tree Bumblebee



White-tailed Bumblebee





Product Photography

Polaroid Sun 600 Photography

Product photography for the vintage Sun 600 camera that was released in 1983 by Polaroid.

Tools used.

Canon 80D DSLR / Lightroom







Polaroid

LIGHT MANAGEMENT
SYSTEM

Sun600

LM3

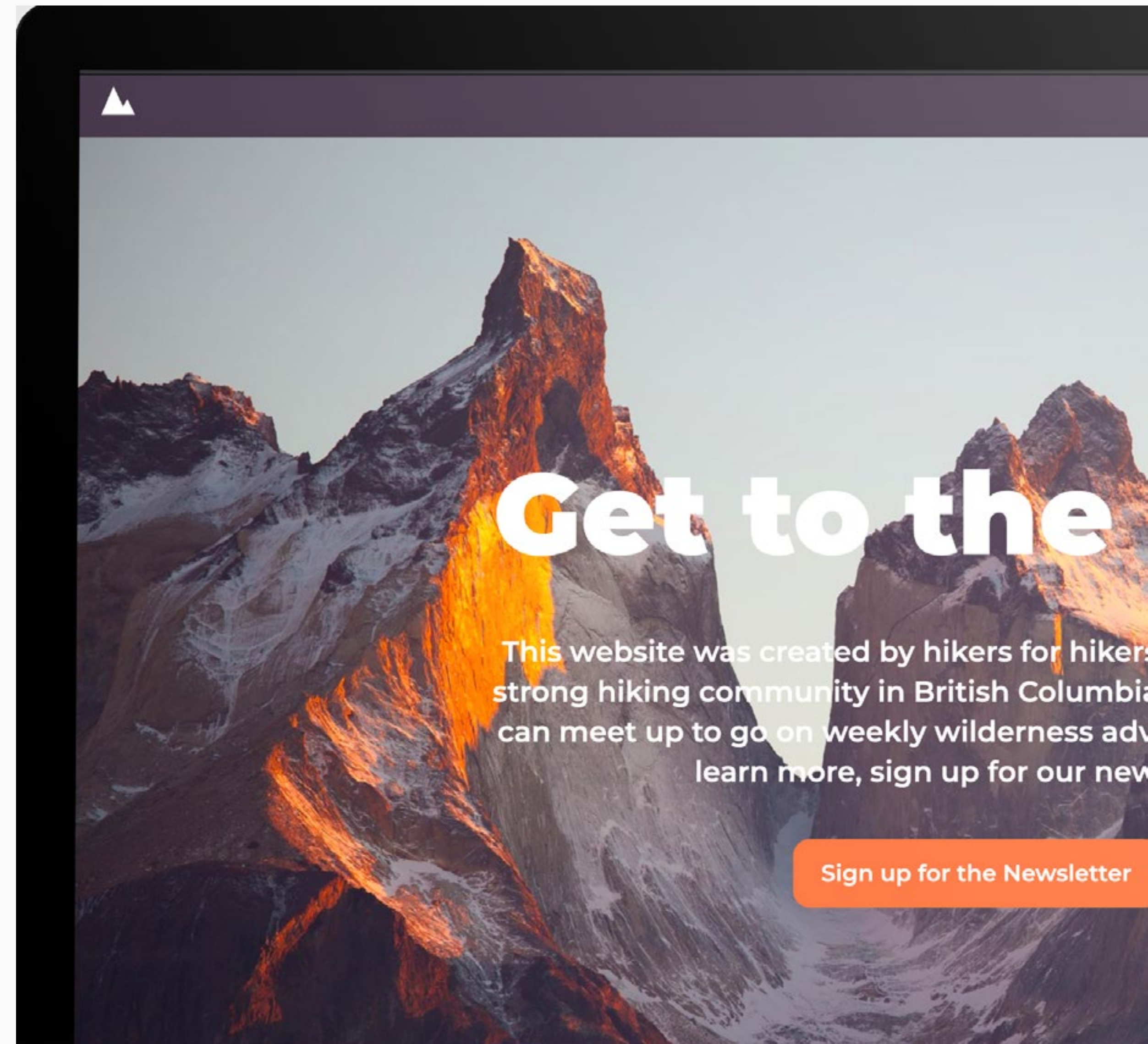
Web Design + Coding

Get to the Peak Site

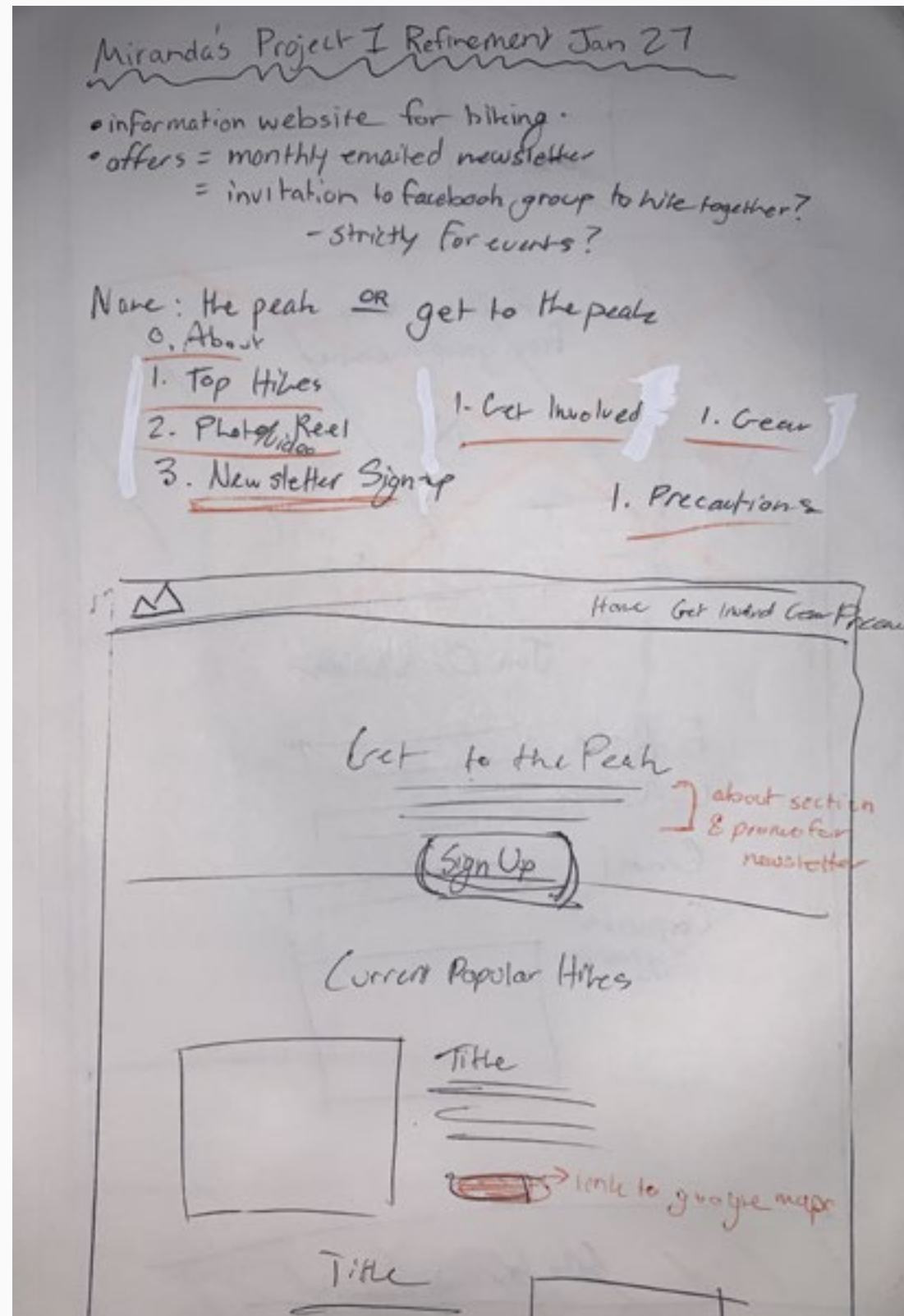
Get to the Peak is a hypothetical brand whose goal was to drive traffic towards them through a website. Their mission is to create a better hiking community for young people in British Columbia and the Fraser Valley.

Tools used.

HTML / CSS / Responsive Design / Brackets

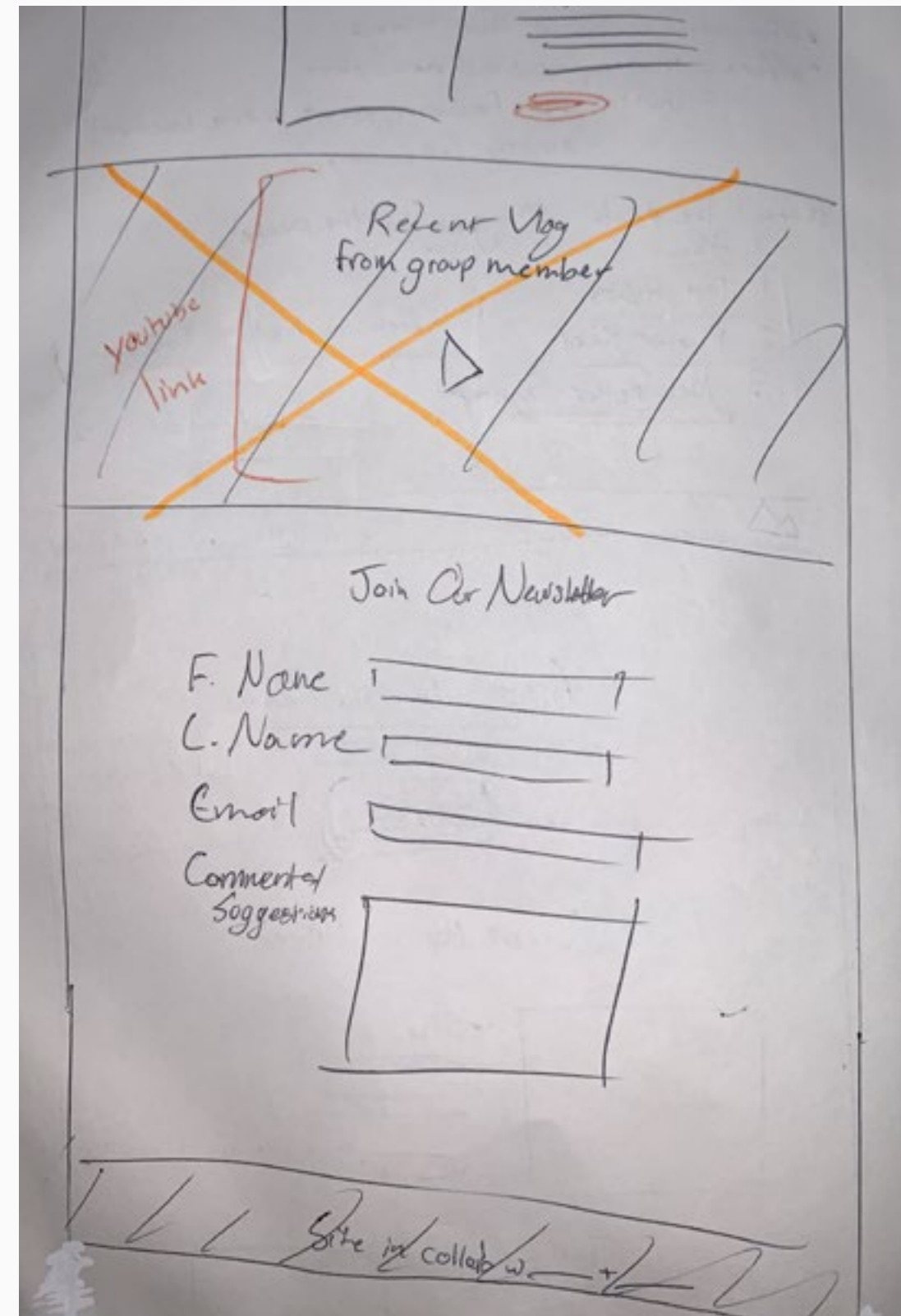


Low-Fidelity Wireframes



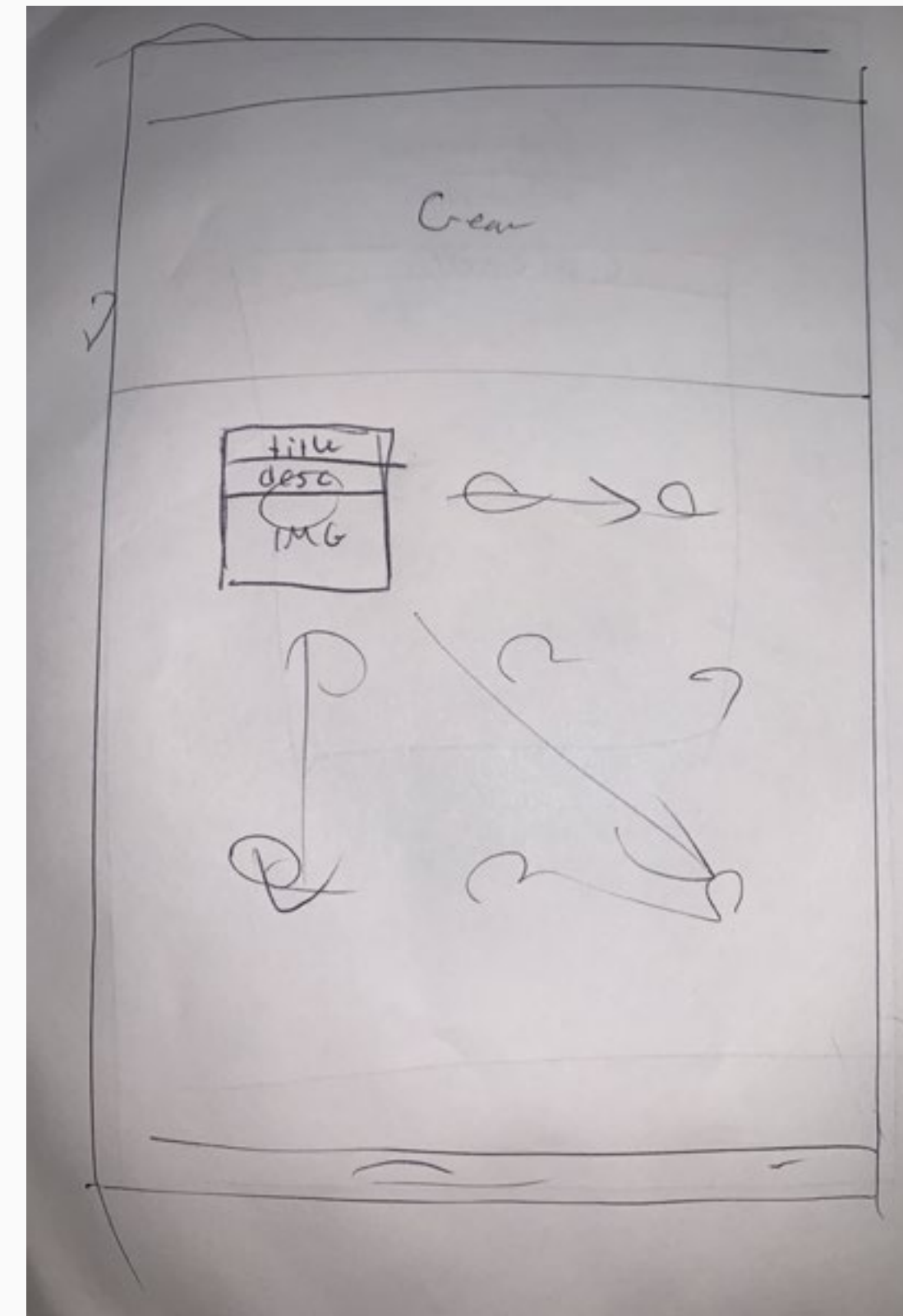
Home Page

- changed title to client's name
- added header description
- added call to action
- kept "popular hikes" section



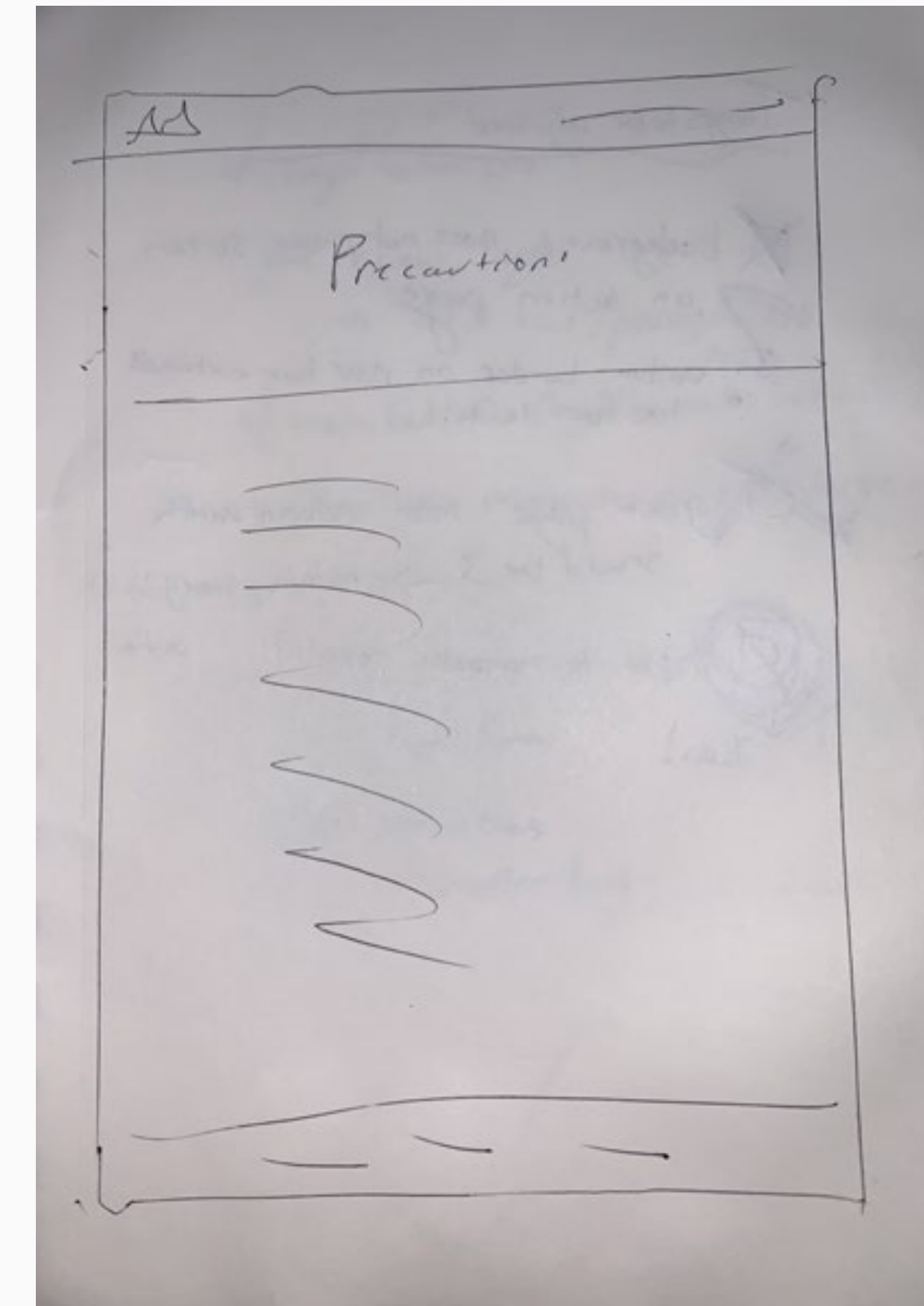
Home Page cont.

- debated adding video section, but decided against it because it would be too high maintenance for this client



Gear

- created gear page to educate new hikers on what they should be bringing
- new format unlike home page



Precautions

- created precautions page to educate new hikers on what they should be aware of
- format similar to gear page

Code

Neatly-organized back-end work.
HTML specifically.

```
<!-- Header -->
<header>
  <section>
    <h1>Get to the Peak</h1>
    <div class="header-info">
      <h5>This website was created by hikers for hikers! We aim to create a strong hiking community in British Columbia where young hikers can meet up to
    </div>

    <a class="cta-link-width" href="#newsletter">
      <div class="cta-button">
        <h6>Sign up for the Newsletter</h6>
      </div>
    </a>

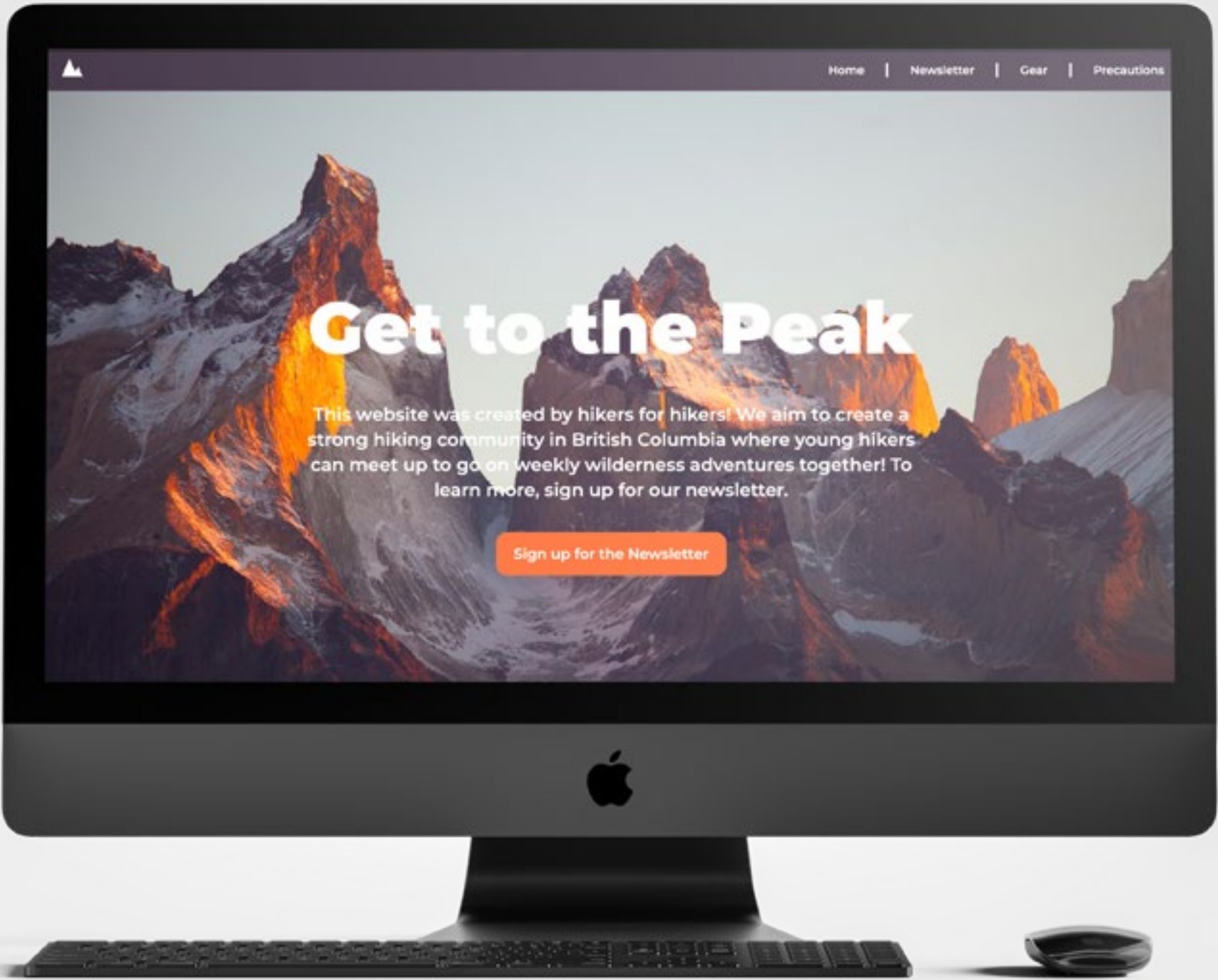
  </section>
</header>

<!-- Current Popular Hikes-->

<!-- Title -->
<div class="title">
  <h4>Hikes of the Month</h4>
</div>

<!-- Articles -->
<article id="chief" class="imageleft firstarticle" >
  
  <div class="text textleft">
    <h2>Stawamus Chief</h2>
    <p>Locally known as just the Chief, this granite dome is located in Stawamus Chief Provincial Park in Squamish. It's actually one of North America's la
    as an intermediate hike, which can take between 2 and 6 hours to finish. There are three peaks to conquer, where you can stop and admire the views over
    <div class="hike-button">
      <a id="no-deco" href="https://www.google.ca/maps/place/The+Chief+Squamish/@49.7272328,-123.1333011,17z/data=!3m1!4b1!4m5!3m4!1s0x5486f989a73aaaa3:0
    </div>
  </div>
</article>

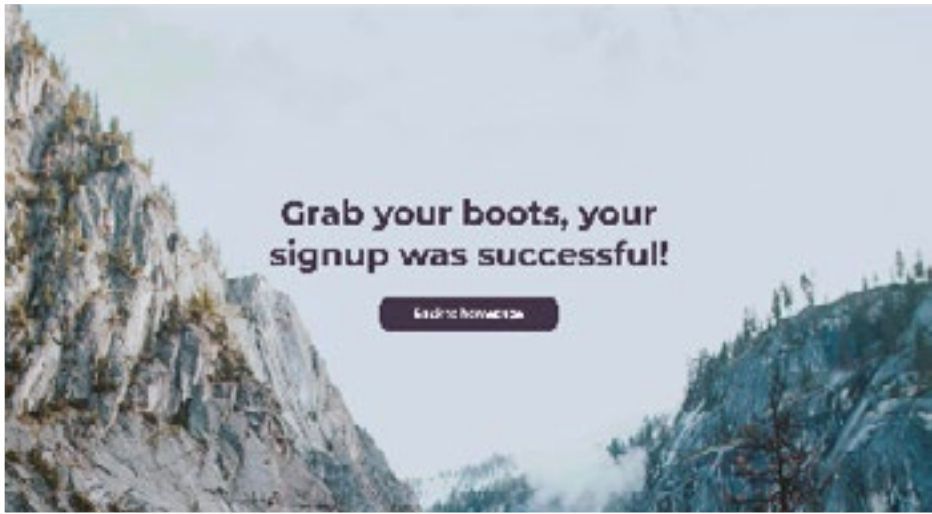
<!-- Articles -->
<article id="frosty" class="imageright">
  
  <div class="text textright">
    <h2>Frosty Mountain</h2>
    <p>In, Manning Provincial Park, Frosty Mountain is a challenging hike that takes you into the alpine to a viewpoint on the first peak that provides a s
    scrambling over loose rocks is required before reaching the top but the views on a clear day are some of the best in the park. </p>
    <div class="hike-button hike-button-right">
```



Completed Site Landing Page
Includes basic such as a navigation bar,
logo, call-to-action, and more

Landing Page

Promotional page used to push the brands Call to Action: joining the newsletter. Other roles this page plays include: educating on what the brand is, and showing they are current + up to date with their “hikes of the month” section.

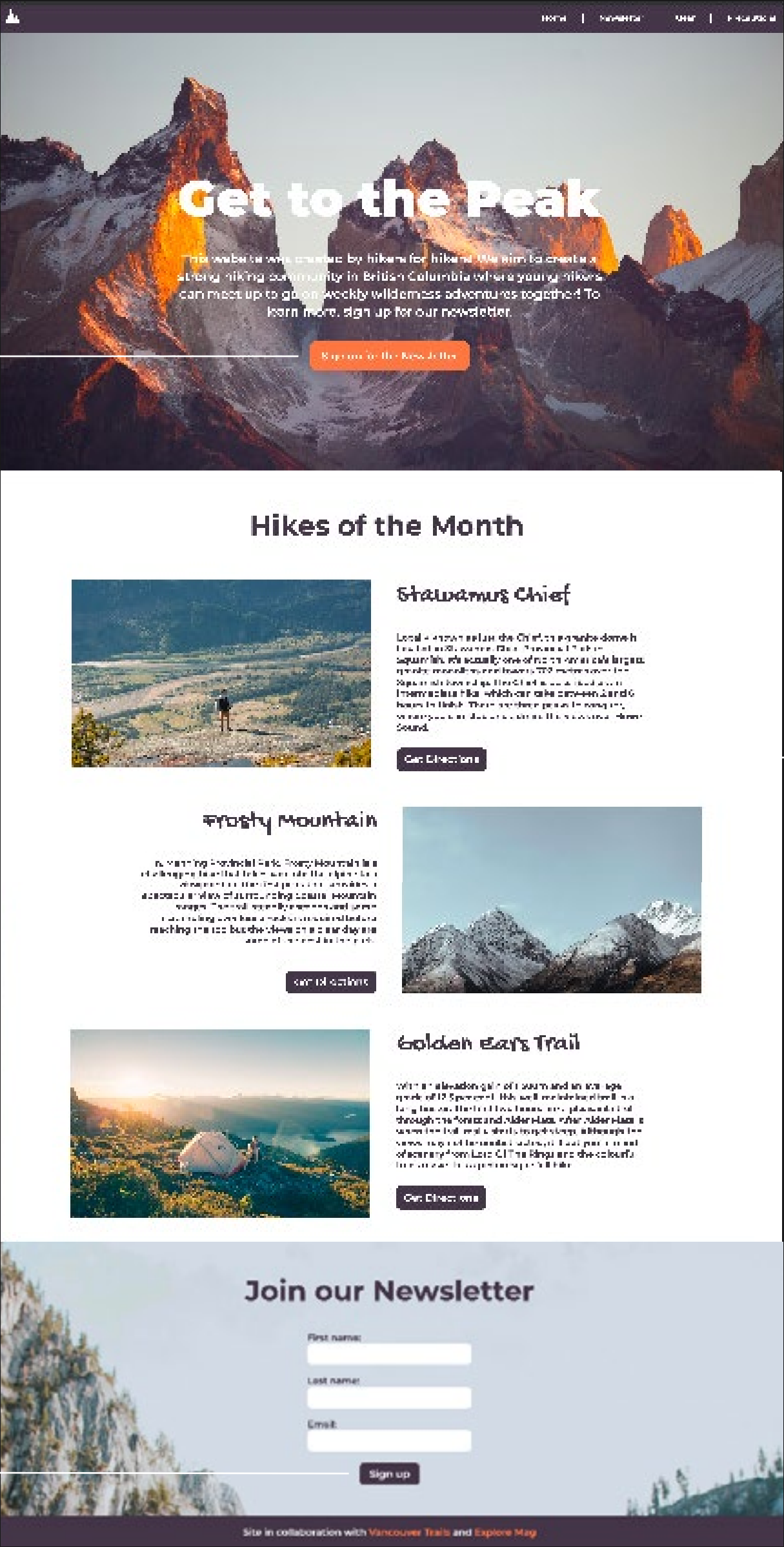


Button signs user up for newsletter service, redirects to this page.

Navigation bar.

Button that links directly to the newsletter sign-up below.

Hikes of the month.



Functional header with: title, description, and CTA.

Button that links directly to Google maps for directions.

Newsletter sign-up sheet. Requires full name & email for sign-up.

Footer.

Gear Page

Educational page that aims to help new hikers learn to pack appropriately.

Navigation bar.

Hikes of the month, organized into info boxes.



Functional header with: title, description, and background image.

Each info box consists of a title, description, and image.

Footer.

Precautions Page

Educational page that aims to help new hikers stay safe. The wilderness is wild, after all!

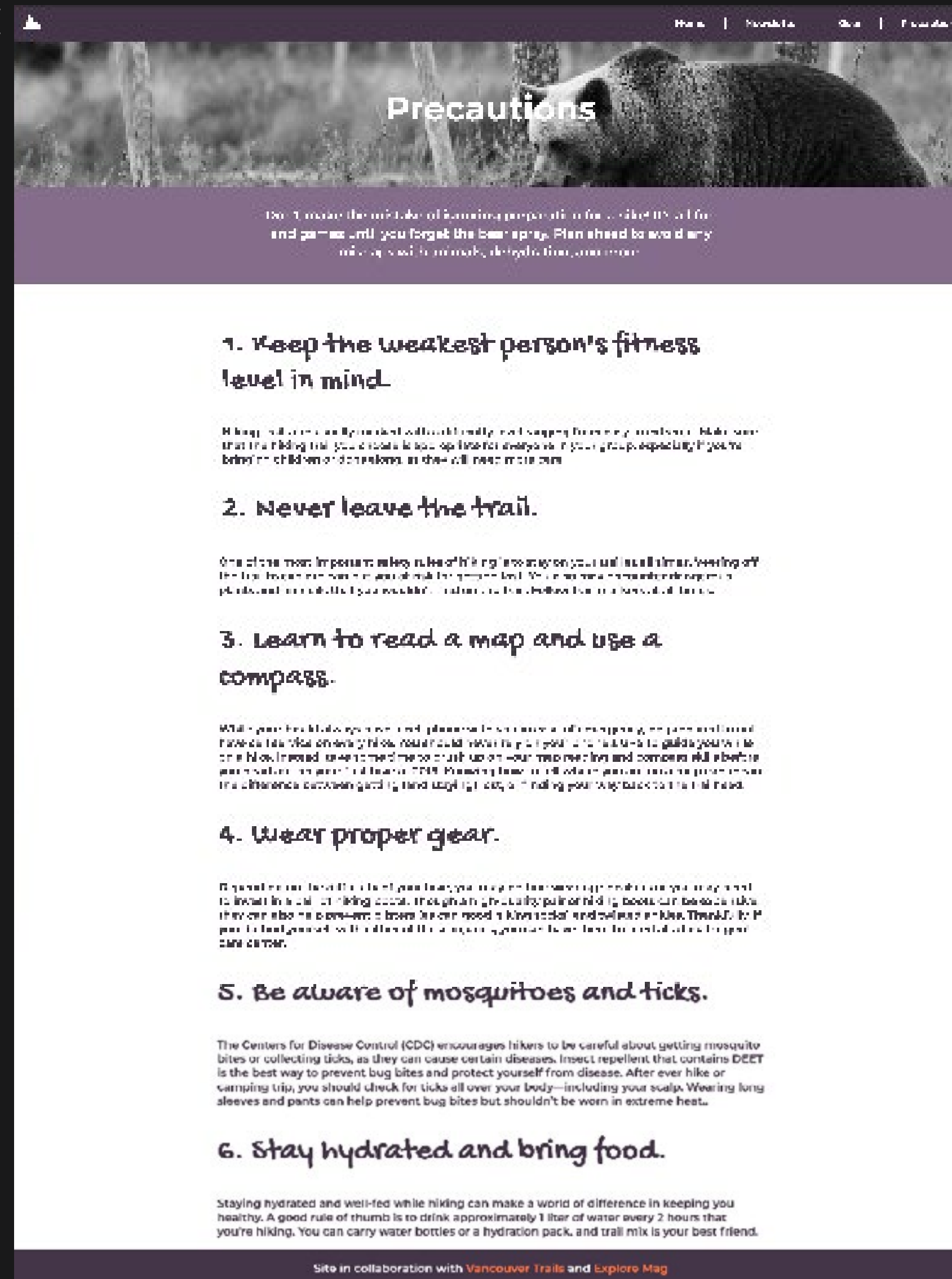
Wordy pages help boost SEO as well, so this is helpful.

Navigation bar.

Basic list, shares
precautions needed to
hike happily and safely.

Header, same as
in "Gear" page.

Footer.



web: www.sarahwiebe.com

gram: [@sarahwiebedesign](https://www.instagram.com/sarahwiebedesign)

mail: hello@sarahwiebe.com

