## 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





# SYNE EXTRA Syne Bold

#e0ff7a #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.

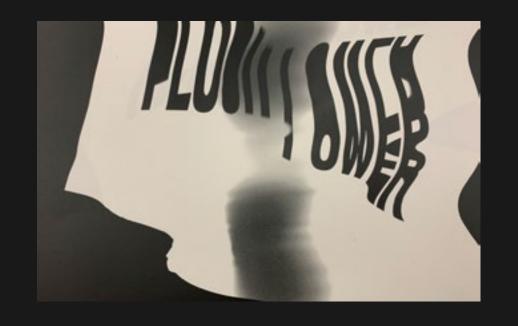
This is a fictional brand that I've created to experiment with a sort of psychedelic style by using a specific scanning technique.

#### Tools used.

Adobe Suite / Scanner

















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.









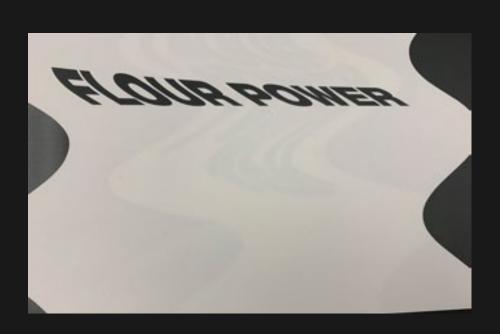




I created a liquid effect by wiggling around my paper as the scanner tracked it live, and eventually came to some pretty great results.



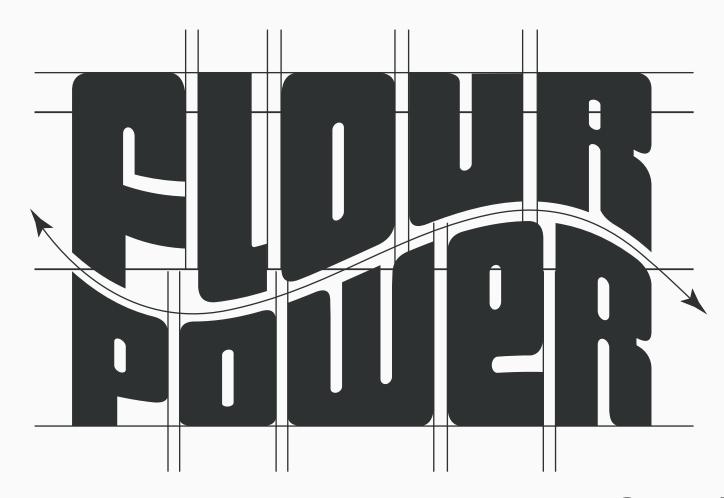












"The bakery where flour meets freedom"



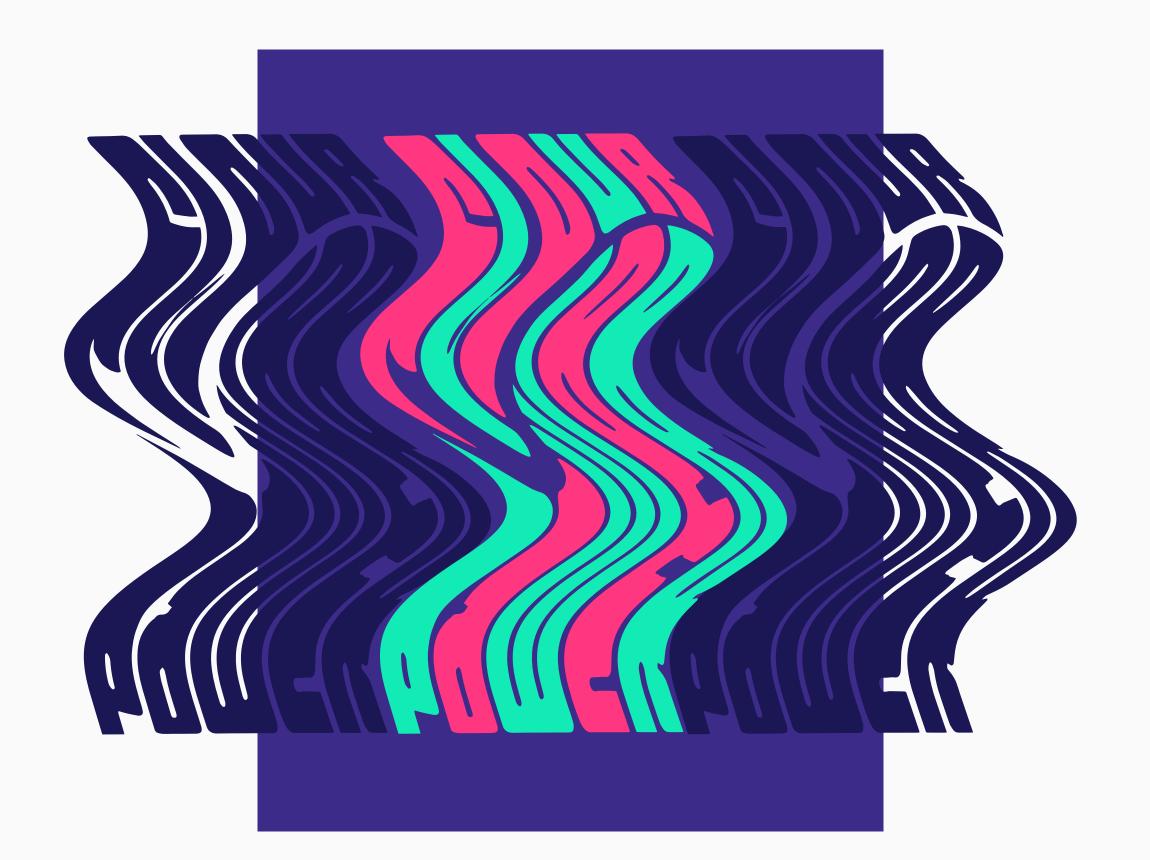
## PINCOYA BLACK ABCDEFGHIJKLMNOPQRSŁUUXZ

Avenir Black Oblique

ABCDEFGHIJKLMNOPQRSTUVXZ abcdefghijklmnopqrstuvxz

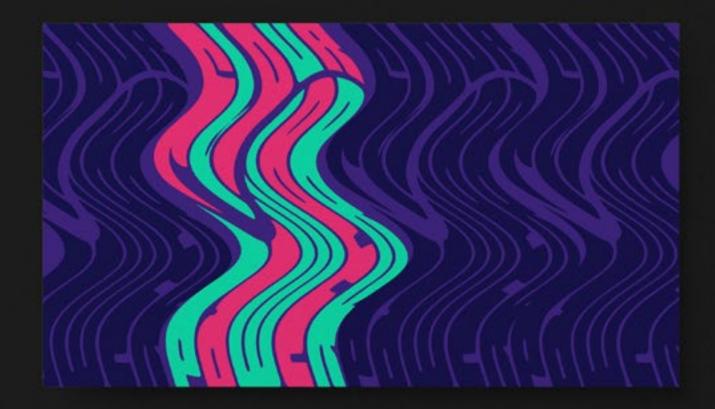
Final pattern chosen from the scanning session. Can be applied to anything. Business cards, coffee cups, posters, etc.





#### **Business Cards**

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





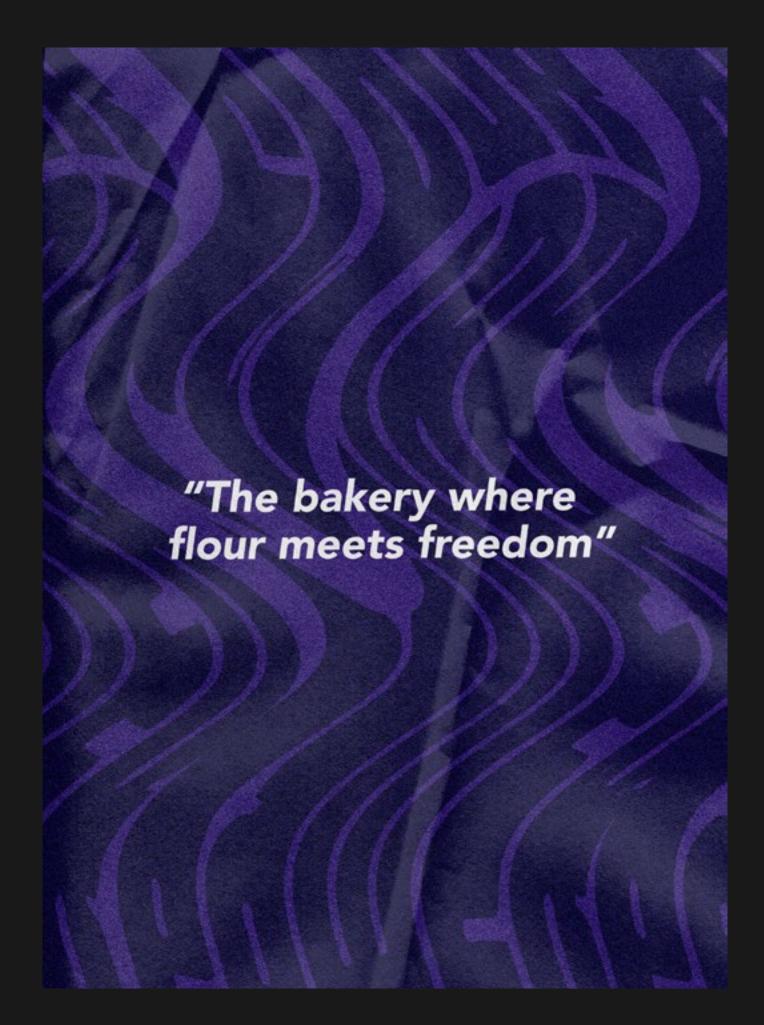


### Flour Bags

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.

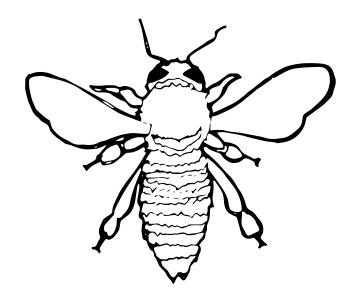
#### Tools used.

Adobe Suite / Editorial Layout / Illustration

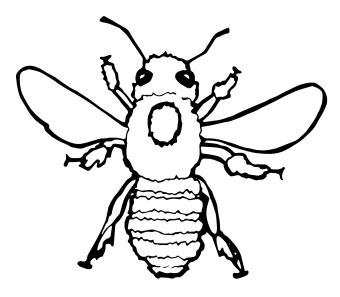


#### **Bee Species Illustrations**

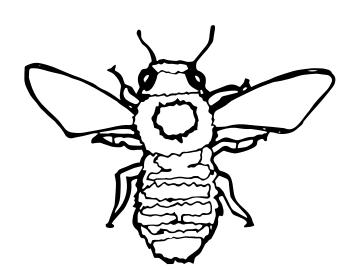
Spent quite a bit of time researching everything around bee extinction, but also specific species of bees to add to the zine as visual aid.



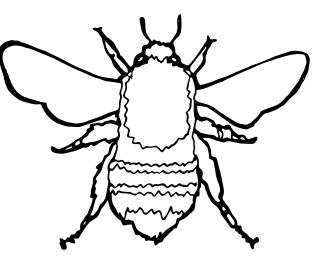
European Bumblebee



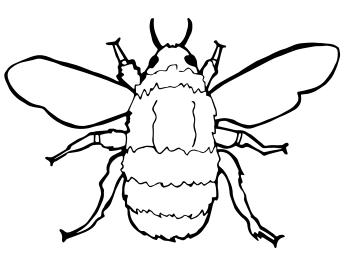
Leaf-cutter Bee



Red Mason Bee



Tree Bumblebee

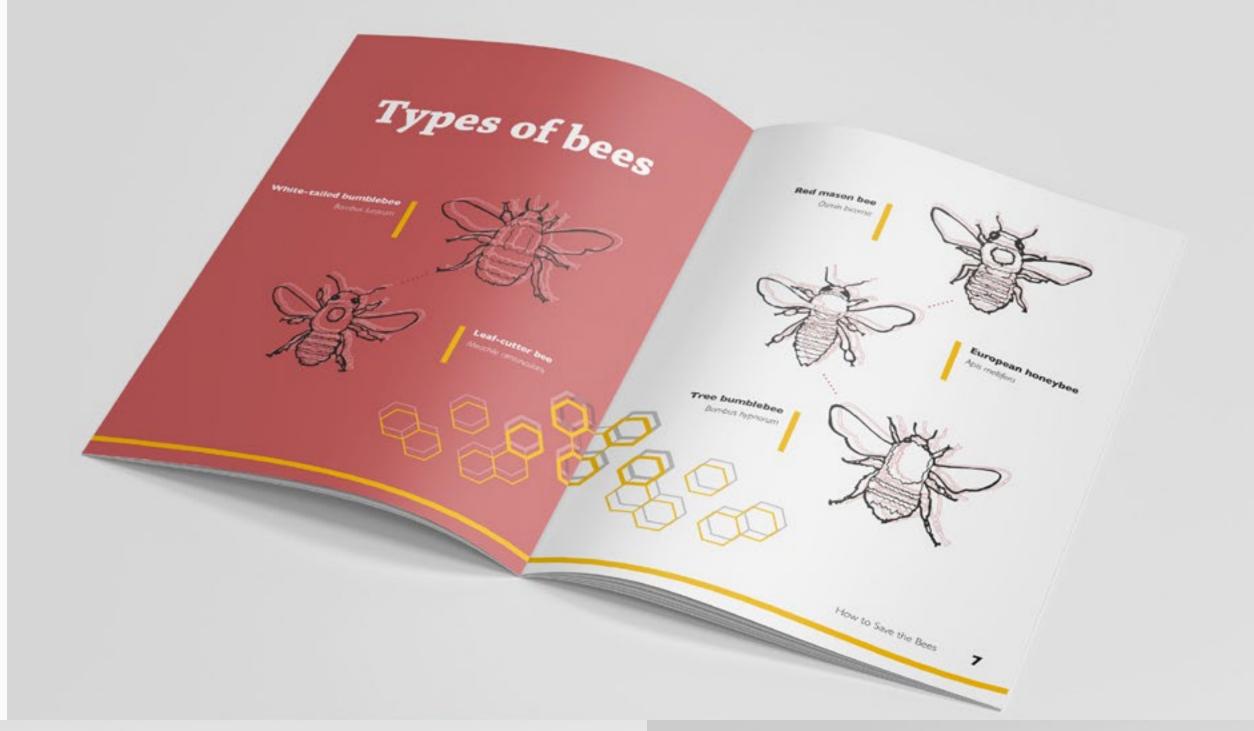


White-tailed Bumblebee



How to Save the Bees 5









Product Photograhy

### 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







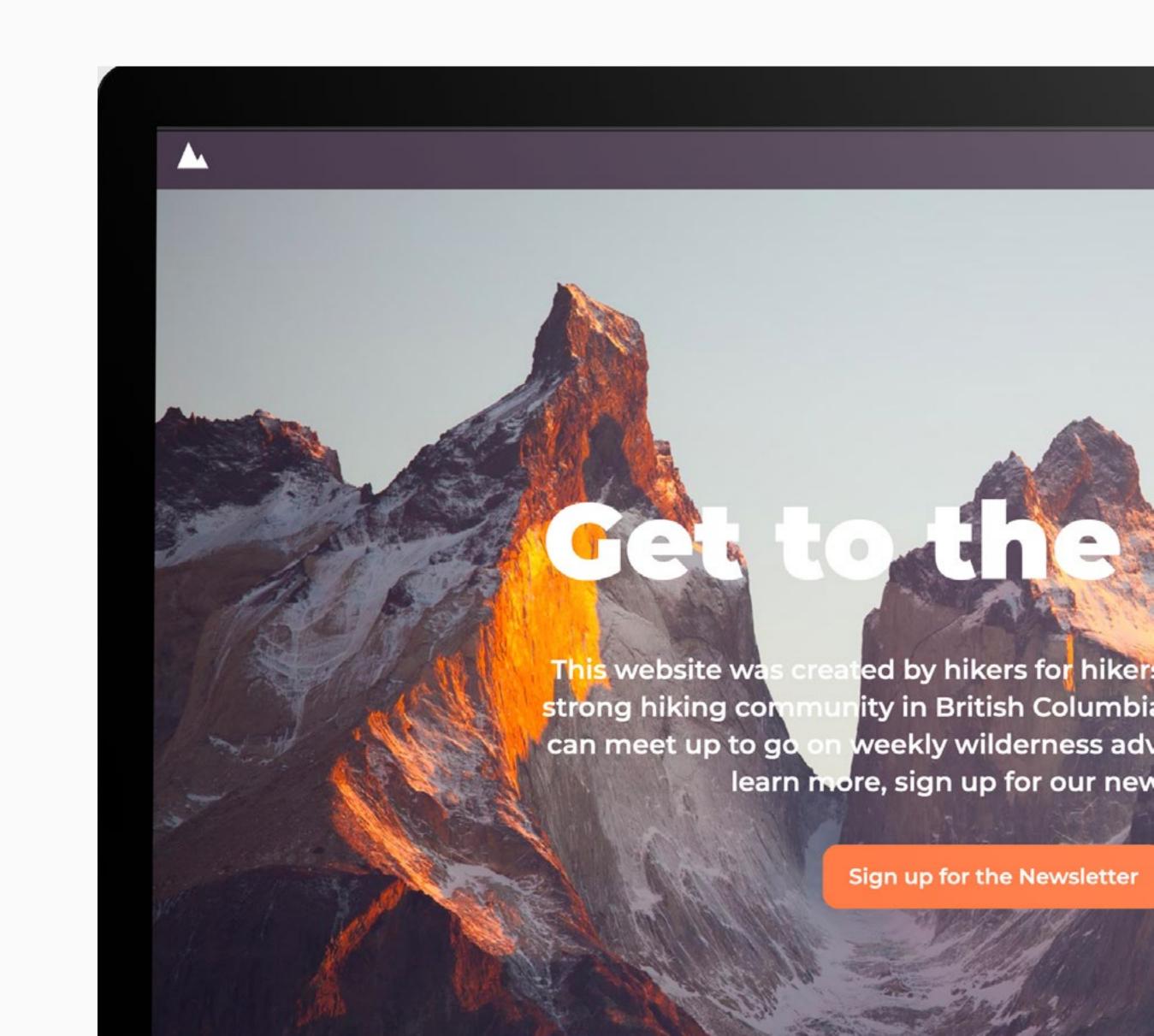
Web Design + Coding

#### **Get to the Peak Site**

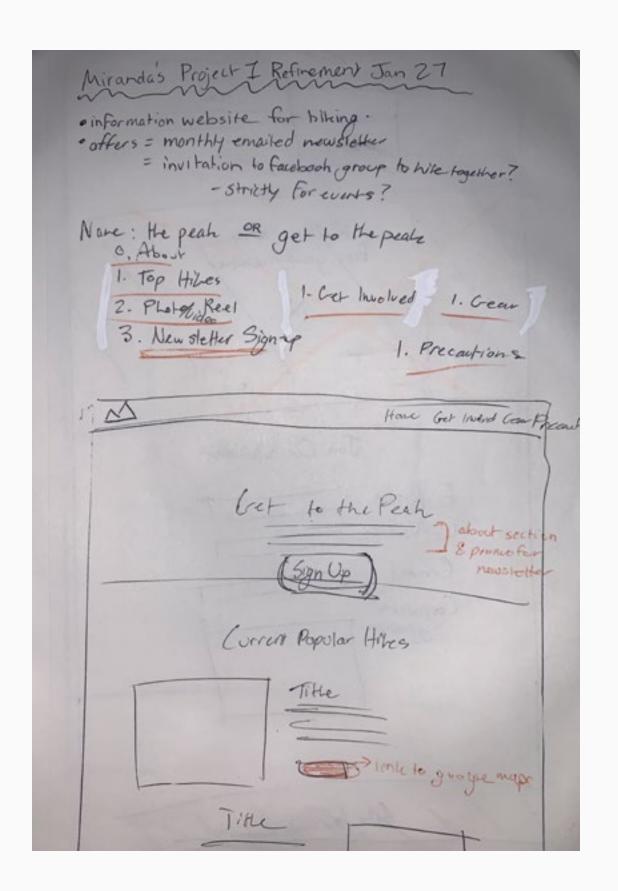
Get to the Peak is a hypothetical brand whose goal was to drive traffic towards them through a website. Their mission is to create a better hiking community for young people in British Columbia and the Fraser Valley.

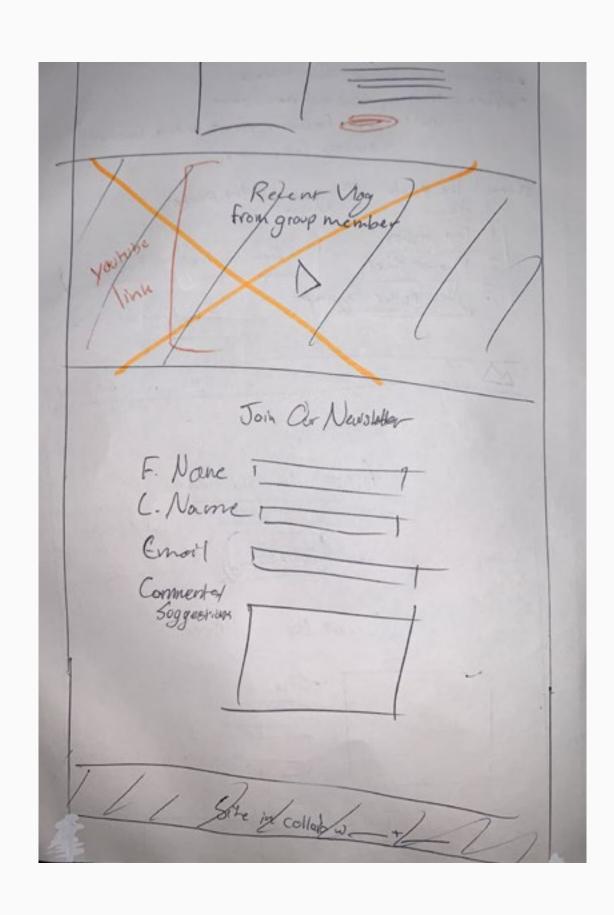
#### Tools used.

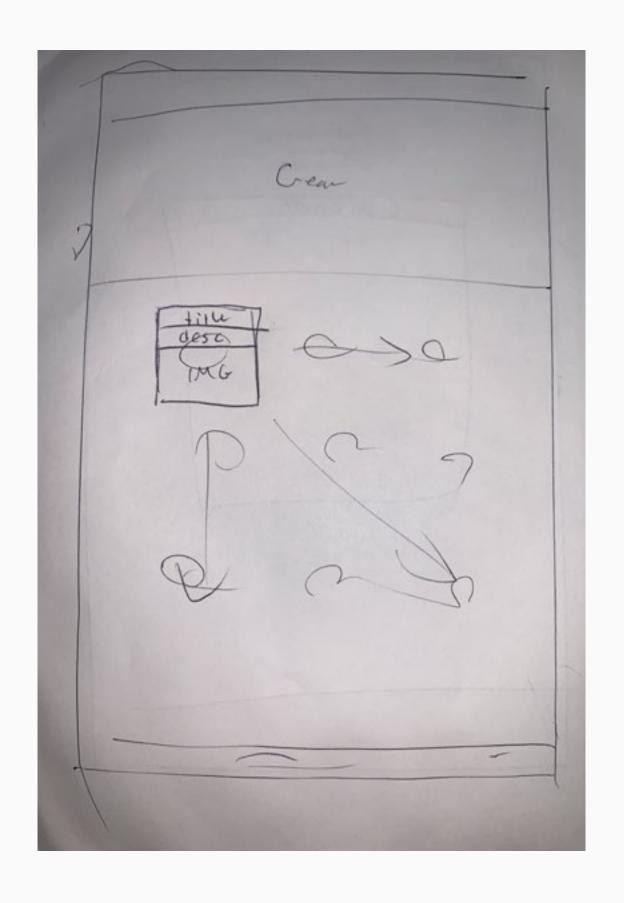
HTML / CSS / Responsive Design / Brackets

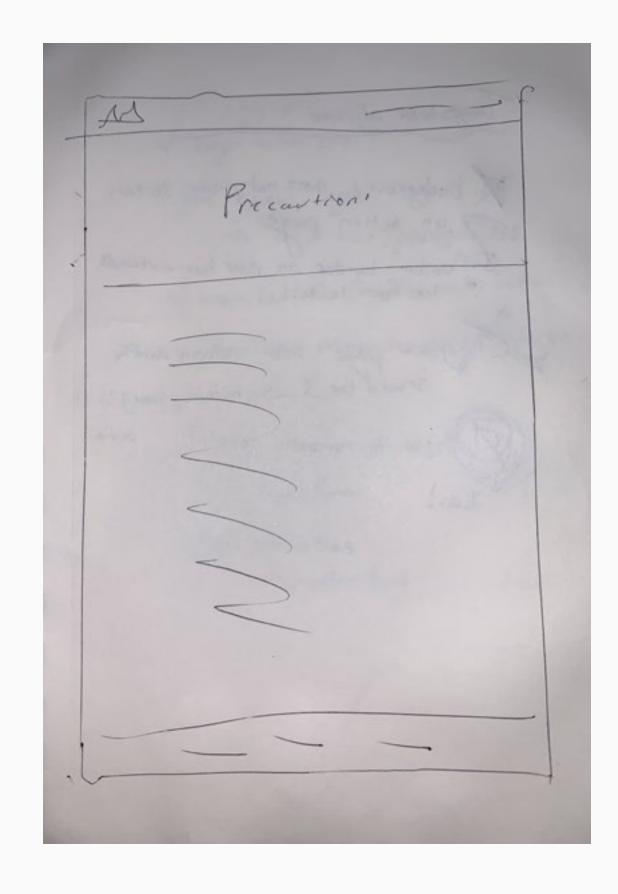


#### **Low-Fidelity Wireframes**









#### **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

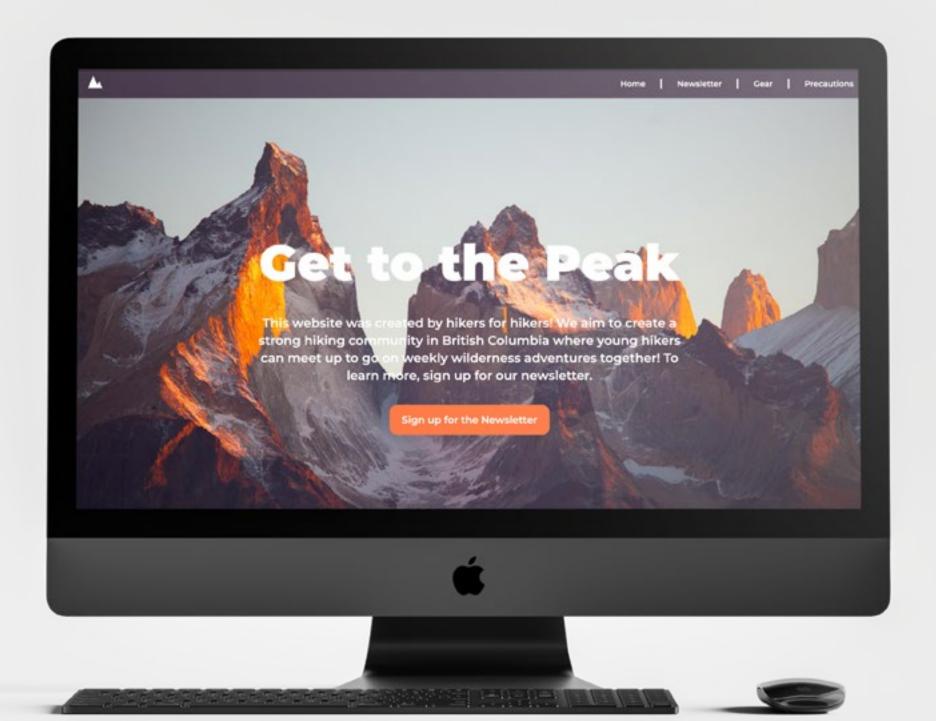
#### **Precautions**

-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>
                   <h1>Get to the Peak</h1>
                                       <a href="https://www.nity.community.community">https://www.nity.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.community.co
                             <a class="cta-link-width" href="#newsletter">
                                       <h6>Sign up for the Newsletter</h6>
                             </a>
<div class="title">
         <h4>Hikes of the Month</h4>
<h2>Stawamus Chief</h2>
                               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
                              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:</p>
</article>
<!-- Articles -->
<article id="frosty" class="imageright">
                     <img class="imageright" src="images/frosty.jpg">
                     <div class="text textright">
                             <h2>Frosty Mountain</h2>
                             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 second provincial Park, Frosty Mountain is a challenging hike that takes you into the alpine to a viewpoint on the first peak that provides a second park.
                             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. 
                              <div class="hike-button hike-button-right">
```

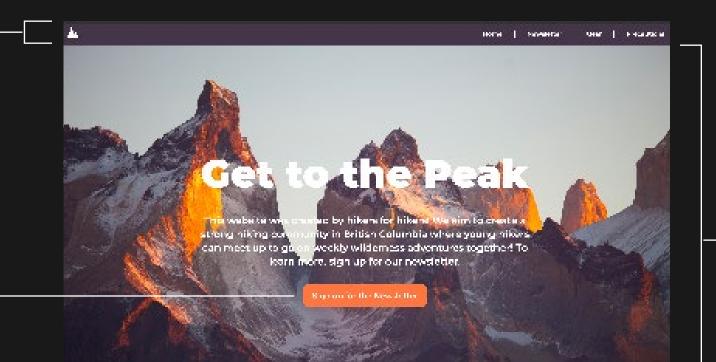


#### **Completed Site Landing Page**

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.



Functional header with: title, description, and CTA.

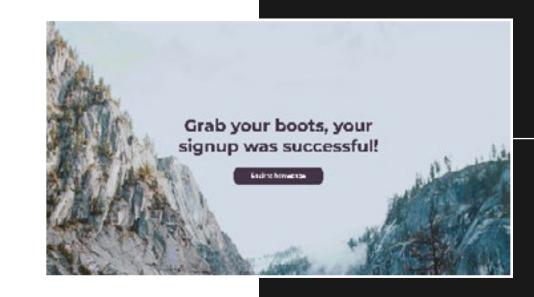
Hikes of the month.-

Footer. -

Navigation bar.

Button that links directly to the

newsletter sign-up below.



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



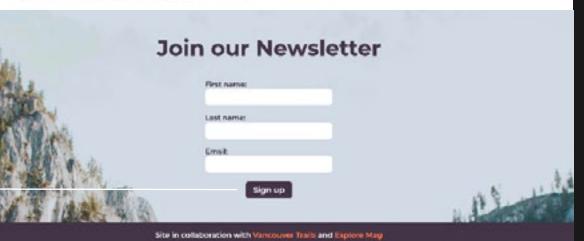


#### Golden ears Trail

Stawamus Chief

Local 4 virtual sellus the Chief of an equative dome hit as the latest control than 2 months 17 etc.— Equation 30 virtual types of the things of the latest equation of the latest equa

when an allevation gain of a source and an example specified of 12 Specified 1 Mile and reclaim localized as a large transition of the first of the analysis of the place and of all through the foreign and video state, when which indeed we are sent to the local and of the place when which indeed the sent and which the place when the local and of the large states and the sent the sent to the place and the sent to the sent through the sent to the se serves may not be smalled author, of these permit in not of scenary from Lord CTT to Rings and the colourful to ever week to experiment per full filter.



Button that links directly to Google maps for directions.

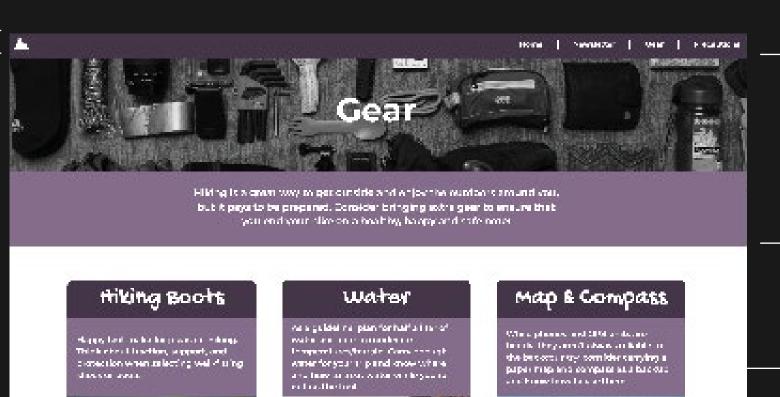
> Newsletter sign-up sheet. Requires full name & email for sign-up.

#### **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.

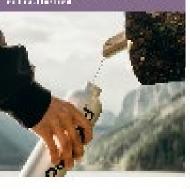
Each info box consists of a title, description, and image.

Huggs, Levil as he has place and echange. Think other if it settlers, support, and distriction when unlessing seed of using



₹cod

Pack trainferdence foods to he pifus you in like one can you want a partial in time you would happen to us expected.



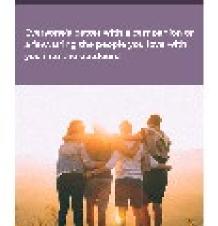












Storin collaboration with Managemen Trails and English Nag

— 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.



### 1. Reep the weakest person's fitness level in mind.

Billings will also a surfly remised without the stilly early supper force early constraint. State somether the filleting that you also as is applicable to everyone in your group, expectably flyouther brings to children or done along, as they will need more term.

#### 2. Never leave the trail.

One of the most imposes treates, rules of his nights assertion your sealines illustrate. Weeking offthe last hopes are was a reward trial for proper less. Yet also make a security of region a plants, and are satisfied by an excellent matter, as the decided form of decided in the co

### 3. Learn to read a map and use a compass.

Mildle your brokklots systems a rest planers also an income of the appears, we pass an illumidative as the vice on each yielde. According to have may be your or the sure to guide your or to all his clineral development me to crush up on your map reading and compare tell abortise groups about an appearance of the lower of 2018. Promoting towards of the vice groups are constructed as the clineral development and the clineral development and the clineral development as the lower of the clineral development.

#### 4. Wear proper gear.

Disposition on the office the object being year or agree that such approximation year may alread to invest in a dail of mixing poors. Thoughten give unity paint in id ig boots can be each sake, they can also he proved to breez the can good is kind added and believed an idea. Then kindly in if part to be algorithms to the disposition of the angular system as the entire to contain a tracking and care disposition.

#### 5. Be aware of mosquitoes and ticks.

The Centers for Disease Control (CDC) encourages hikers to be careful about getting mosquito bites or collecting ticks, as they can cause certain diseases. Insect repellent that contains DEET is the best way to prevent bug bites and protect yourself from disease. After ever hike or camping trip, you should check for ticks all over your body—including your scalp. Wearing long sleeves and pants can help prevent bug bites but shouldn't be worn in extreme heat...

#### 6. Stay hydrated and bring food.

Staying hydrated and well-fed while hiking can make a world of difference in keeping you healthy. A good rule of thumb is to drink approximately 1 liter of water every 2 hours that you're hiking. You can carry water bottles or a hydration pack, and trail mix is your best friend.

Site in collaboration with Vancouver Trails and Explore Mag

Header, same as in "Gear" page.

— Footer.

web: www.sarahwiebe.com gram: @sarahwiebedesign mail: hello@sarahwiebe.com