



JANET WOODS

PORTFOLIO 2018-2020



I'm Janet Woods and I am a Graphic Designer in British Columbia's Fraser Valley. My passion's include Illustration, Photography, and Brand Identity.

I have recently graduated from the Graphic and Digital Design program at the University of the Fraser Valley, and am looking for employment in the design field. Throughout my time at UFV, I worked hard at mastering my skills and accomplished a spot on the Deans List. I am very determined and driven to always apply myself to the highest standard of work.

Fueled by coffee, and inspired by good, I will work hard to put 100% of myself in everything I do. My wheels are always turning and thinking of new ways to execute projects. I hope for my design to make other people's wheels turn, and inspire them to think outside of their comfort zone with empathy and understanding.

***"Design creates culture.
Culture shapes values.
Values determine the future."***

— Robert L. Peter's

EVENT IDENTITY

GOAL-

Create a brand identity surrounding a current event.

DELIVERABLES-

- _Direct Mailer
- _Social Media Mock Up
- _Signage
- _Ticket

TOOLS-

- _Adobe Photoshop
- _Adobe Illustrator
- _Nikon D3500 DSLR Camera

CREATIVE CONCEPT-

I wanted to think literally about what the words "Art" and "Battle" really mean. I see artists and art to get a little messy, which shares a similarity with the terms battle and war. My original idea was to display the "hands of war" covered in red paint wielding a paintbrush as a weapon. This seemed to be a bit gory which had me change directions with the outcome of the identity. I decided to change the images to grayscale and use the red as an overlay instead of the paint on the hands.

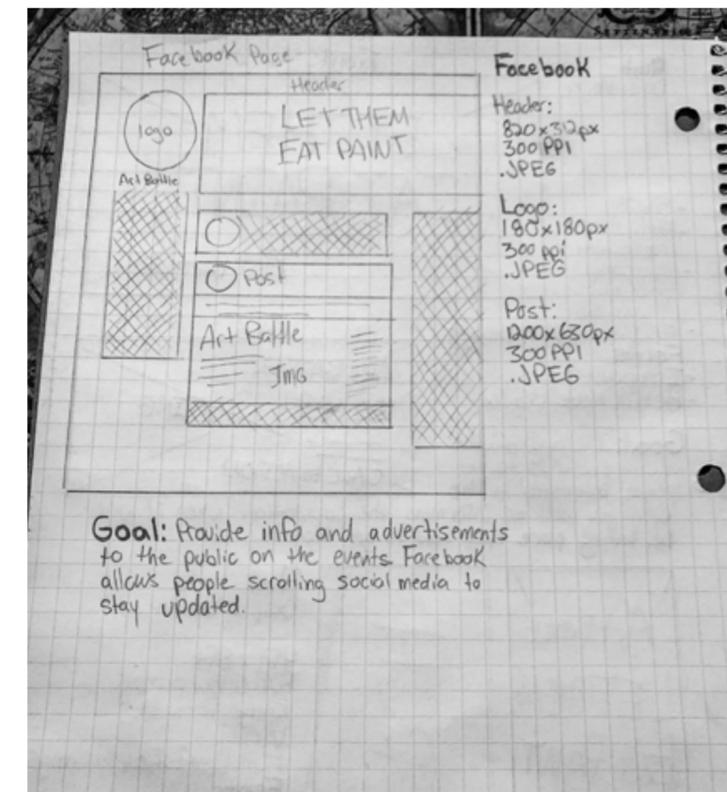
LET THEM EAT PAINT-

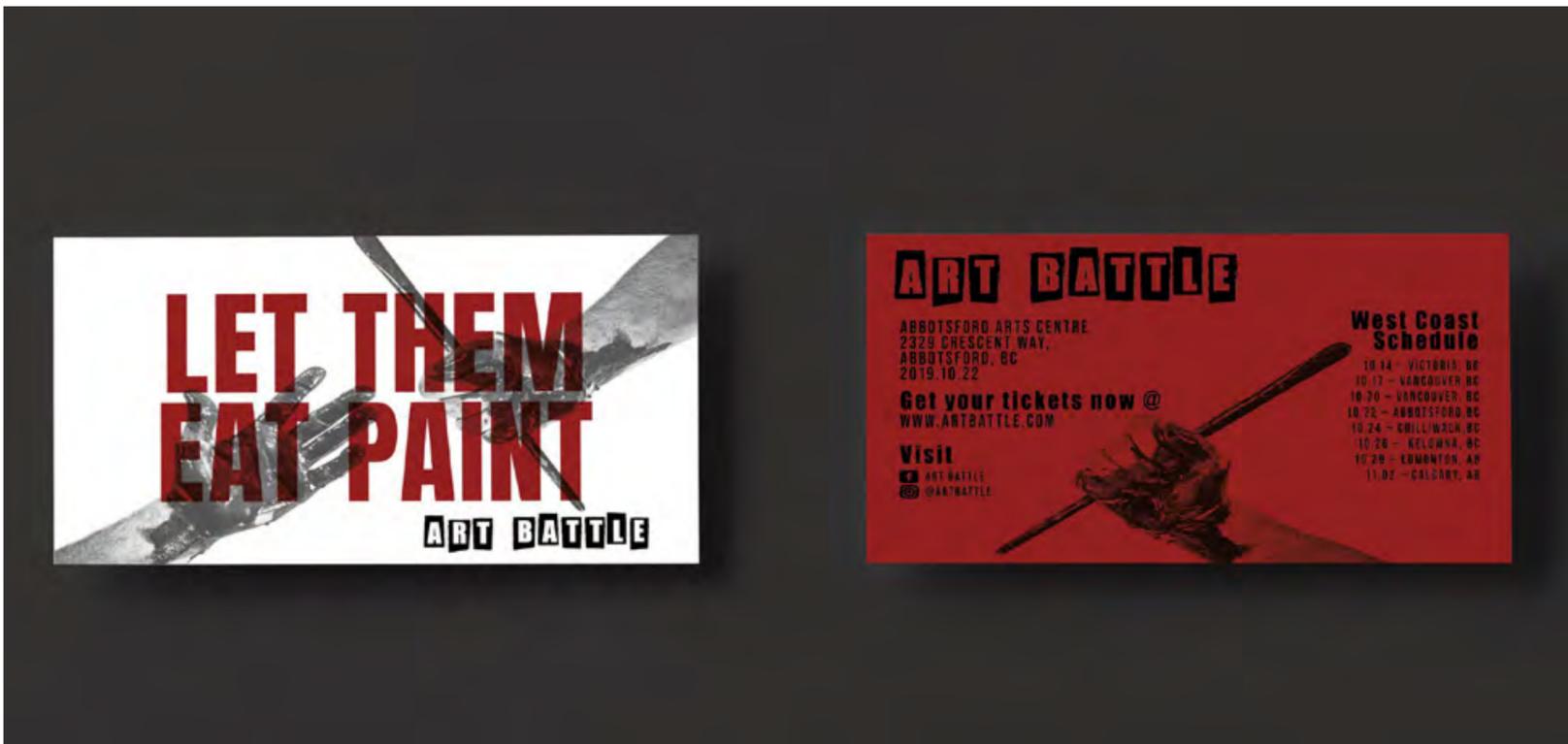
The idea behind the tagline is from the French Revolution with Marie Antoinette supposedly saying "Let them eat cake" in regards to the poverty her community faced. The people of France were starving much like the "starving artists" that compete in the Art Battle events.

ORIGINAL OUTCOME



ART BATTLE





A black and white photograph of two hands holding paintbrushes. The hands are positioned as if about to start painting. The background is a plain, light color. Overlaid on the image is the text 'LET THEM EAT PAINT' in large, bold, red, sans-serif capital letters. The text is arranged in two lines: 'LET THEM' on the top line and 'EAT PAINT' on the bottom line. The red color of the text contrasts sharply with the black and white background.

**LET THEM
EAT PAINT**

ART BATTLE

WHO WILL YOU BE

GOAL-

This project focuses on the innovation of communication design and its power to create values.

DELIVERABLES-

Children's Book

TOOLS-

- _Adobe Photoshop
- _Adobe Illustrator
- _Adobe InDesign
- _Wacom Tablet

CREATIVE CONCEPT-

For this project, I decided to write and illustrate a children's book for my 2 year old niece. The idea of the book is that you can be whatever you want to be, and it's your own decision. The book also has an empathetic message to be good to people and the environment. My original idea for the visuals of the book was to be complex for the time period I had (3 weeks) and quickly realized I needed to minimize my idea.

STELLA MEANING-

Star (in Latin) or short for Styliani (in Greek) Other names. Related names. Stelios, Stylianos, Estelle, Estella. Stella is a feminine given name of Latin and Italian origin, meaning "star".

Because of time constraints, I had to explore different options of how to design the character. I decided to use a star to represent my niece, Stella Marie.





Who You Will Be,
Miss.
Stella Marie?



By Janet Woods

Who Will You Be Miss Stella Marie?

by Janet Woods

RETRO DINNER MENU

GOAL-

Design a new menu for Ann Marie's Cafe in Abbotsford BC.

DELIVERABLES-

_Printable Menu

TOOLS-

_Adobe Photoshop

_Adobe Illustrator

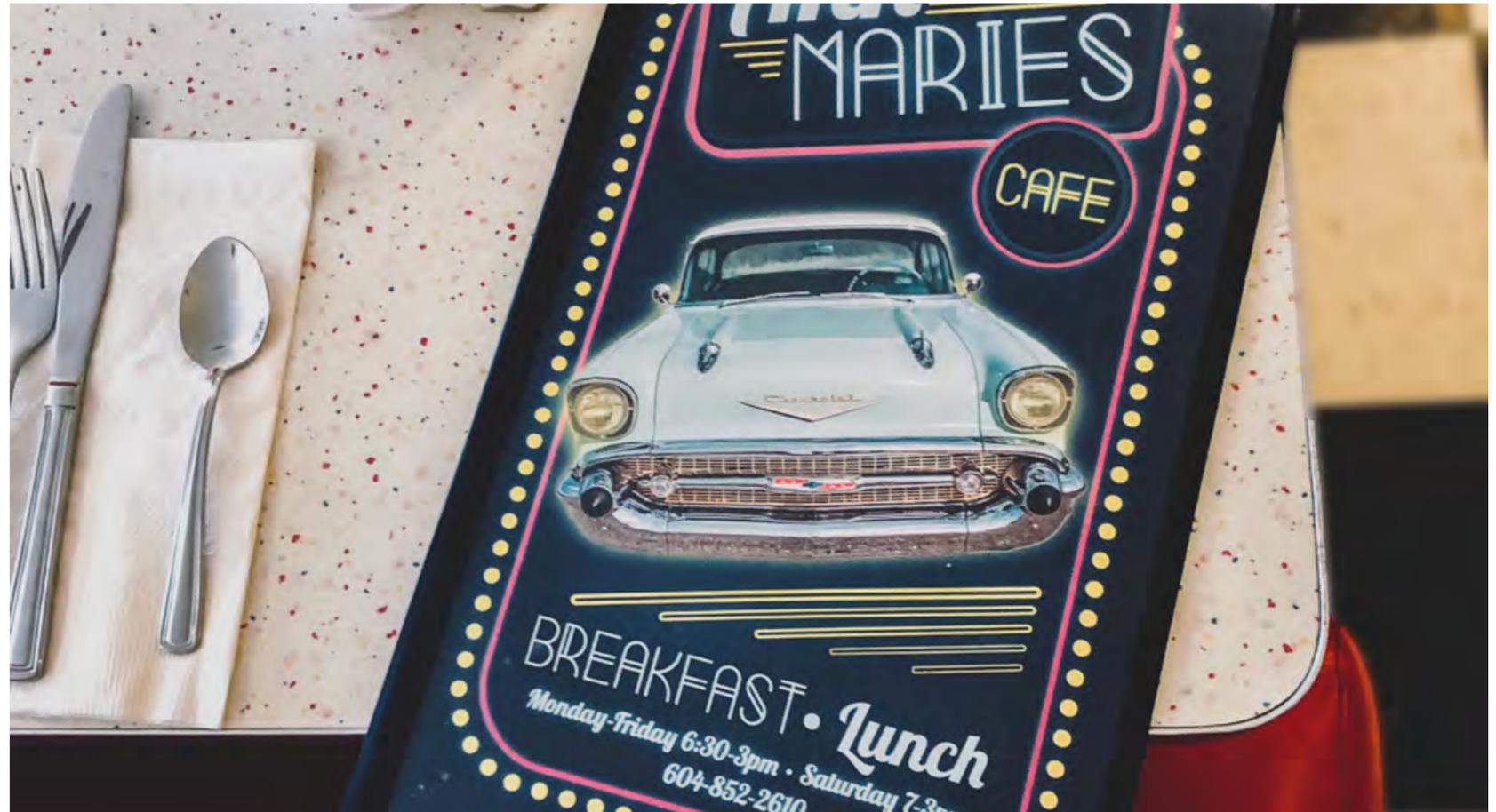
_Wacom Tablet

CREATIVE CONCEPT-

The client enjoyed and appearance of the 50's style neon signs. With this idea in mind, I created the menu with that in mind. She also has a theme of classic cars in the restaurant, so I wanted to include the cars into the visuals of the menu.

OBSTACLE-

Due to the large amount of items on the menu, it was difficult creating space and a layout that would fit everything. After trial and error, changing fonts and sizes, I was able to put all of the menu items on the four pages necessary for her menu selves.



BURGERS

- 100% pure ground beef
- Substitute for a Black Bean Veggie Patty
- Garnished with our signature mayo, red relish, lettuce, tomatoes and pickles

Basic Burger
There's nothing like the taste of a classic. \$11.99

Rev up your burger by adding:
Cheese \$1.49

(Cheddar // Swiss // Mozzarella // Jalapeño Jack // Feta)

Bacon \$2.29 • Avocado \$1.99
Mushrooms & Onions \$1.99

Mountain Burger
Truck loads of mushrooms topped with melted Swiss cheese and 2 strips of crisp bacon. \$14.49

Smokey BBQ Burger
Topped with homemade BBQ sauce, jalapeño jack cheese and 2 strips of crisp bacon. \$14.49

BBQ Pulled Pork Burger
Basic burger mounded with BBQ pulled pork and red onions. \$16.49

Fish Burger
Lightly battered Haddock, melted cheddar cheese and tartar sauce. \$13.99

Chicken Burgers
All chicken burgers are grilled to perfection and garnished with our signature mayo, lettuce, tomato and pickles.

Chicken Burger
Tender chicken breast grilled to perfection. \$12.49

Chicken Club Burger
Grilled chicken breast, mozza cheese and crisp bacon. \$14.99

BBQ Bacon Cheddar Chicken Burger
Homemade BBQ sauce, crisp bacon, melted cheddar cheese atop a grilled chicken breast. \$15.29

Chicken Mountain Burger
Truck loads of mushrooms topped with melted Swiss cheese and 2 strips of crisp bacon. \$15.49

SANDWICHES

Philly Cheese Steak
Slow roasted beef served with melted cheese, green peppers and onions, served on a bun. \$13.49

Grilled Tomato & Cheese Melt
Sliced tomatoes and real cheddar on Parmesan sourdough then grilled to perfection. \$11.99

Veggie Delight
Toasted honey oat bread layered with fresh cucumbers, tomatoes, red onions and topped with cheddar cheese. \$11.99

Patty Melt
Our beef patty, tucked between 2 slices of rye bread with mozza cheese and onions, grilled to perfection. \$12.99

BLT
The classic and always a favourite! Bacon, crisp lettuce and tomato with a slice of cheddar cheese. \$12.29

Toasted Shrimp Sandwich
Toasted sourdough piled high with wild baby shrimp, lettuce, mayo and seafood sauce. \$13.99

Chicken Fajita Melt
Cajun chicken breast, bell peppers, red onions and jalapeño jack cheese in between grilled Parmesan sourdough. \$15.99

Club Classic
Three slices of toast with real turkey breast, crisp bacon, tomatoes, lettuce and mayo. \$14.69

Shrimp Club \$15.99

Monte Cristo
Smoked ham and sliced turkey, melted mozza cheese, stuffed in egg-dipped bread. \$13.99

Reuben
Grilled rye filled with corned beef, sauerkraut and swiss cheese. \$14.99

Open-Face BBQ Pulled Pork Sandwich
BBQ pulled pork with sautéed onions, open faced on our bun with mayo. \$15.49

HOTDOG!

All burgers and sandwiches are served with lightly seasoned fries.
All fries can be substituted for onion rings or poutine \$2.29
or make it a chili cheese fries for 3.29

Ann Marie's Hotdog
We have brought the legendary Ball Park Weiner Back! 100% beef dog grilled to a golden brown complete with relish, mustard and your choice of raw or sauteed onions. \$9.29
Add cheese for an extra \$1.49

Chili Cheese Dog
Ann Marie's hot dog topped with steaming homemade chunky chili and melted aged cheddar cheese \$11.99

Please inform your server of any food allergies.



garlic toast. \$12.29

Open Faced Meatloaf Sandwich

Tender meatloaf smothered with loads of sauteed mushrooms, onions and gravy. Served with fries. \$13.99

Spicy Buffalo Chicken Strips

With caesar salad. \$13.79



SOUP + SALAD

Soup of the Day
Hot, fresh bowl of soup served with garlic toast \$5.49

Chili & Garlic "Soup"
Hot, fresh bowl of homemade chili served with garlic toast. \$5.99

Caesar Chicken Salad
Crisp romaine, Parmesan cheese, house made croutons and caesar dressing served with garlic toast. \$10.99

Chif Salad
Crisp green salad with turkey, ham, and cheese, tomatoes and a hard-boiled egg served with garlic toast. \$13.99

CGT
Chicken or crispy chicken breast over fresh green salad, tomatoes, jalapeño jack cheese and a hard-boiled egg, served with garlic toast. \$12.99

Southwest Chicken Salad
Avocado, corn, red peppers, onion and freshly made tortilla strips served with salsa and ranch. \$14.99

Golden Fajitas with Garlic Bread \$7.49

Hot Chicken or Shrimp \$11.49

Chicken Wings
Tender chicken strips served with dipping sauce and fries. \$12.49

Big Bob's Fish and Chips
See lightly battered haddock, fried and served with a pile of fries and tartar sauce. \$13.49
Extra piece of fish. \$5.49

BBQ Chicken Wrap
BBQ chicken, red pepper, red onion, lettuce, tomato, cheese. \$15.49

Chicken Caesar Wrap
Chicken, caesar salad and bacon. \$13.49

Chicken Quesadilla
Grilled chicken, onion, peppers, mushrooms, saute cheese, added into a ground flour tortilla. Served with a garden salad and sour cream on the side. \$13.49

Trappist
Two eggs and farmer sausage with sauteed onions and bacon bits. \$12.49

Berry Pie
Three tender chicken strips, cheese caesar salad and garlic toast. \$12.99

Open Faced Meatloaf Sandwich
Tender meatloaf smothered with loads of sauteed mushrooms, onions and gravy. Served with fries. \$13.99

Spicy Buffalo Chicken Wings
With Caesar Salad. \$13.79

SIDES

Chili Cheese Fries
Hot fries with ranch dressing, rich sour cream and homemade chunky chili. \$5.49

Yucca
A bowl of fries and gravy with melted jalapeño jack cheese and green onions. \$5.99
Add bacon bits. \$2.29

Chicken Wings
Crisp and delicious. \$6.49

Trench Fries
A basket of golden fries. \$6.29
Add a side of gravy for an extra \$1.00

Floats + Shakes

Sundaes + Splits

Hot With Noodles
Made with hot oil, cream and your choice of strawberry, chocolate, vanilla, chocolate orange, peanut butter, or strawberry. \$5.99

For Fresh Floats
Made with our hot oil cream and your choice of milk. \$5.29

Donuts 4 for \$1
3 scoops of ice cream, two slices of banana, smothered with strawberry, chocolate and butterscotch and topped with whipped cream. \$6.49

Sundaes
Vanilla ice cream topped with your choice of strawberry, butterscotch or chocolate and smothered with whipped cream. \$5.79

Hot Sundaes \$4.99

Beer Goggles \$2.79

Hot water with lemon and honey .79

Large Milk \$3.69

Small Milk \$2.59

Large Juice \$4.29

Small Juice \$3.29

Soft Ice Water \$1.49

Soft Ice Tea \$2.99

Hot fresh food for lunch or lunch break. \$2.99

Drinks



Omelets

All omelets are made with three fluffy eggs and are served with deep fried hash browns or sauteed potatoes and toast. Substitute fresh fruit \$2.49

Ham and Cheese
Smoked ham and cheese. \$12.99

Ann Marie's Omelet
Sausage, jalapeño jack cheese and green onions. \$12.49

Vegetarian Omelet
Fresh mushrooms, bell peppers, onions and cheese. Topped with salsa and sour cream. \$12.49

Woolly Waffle Omelet
Crisp bacon, smoked ham, juicy sausage, green pepper, mushrooms and onion. \$13.99

BLT Omelet
Bacon, mushrooms, tomatoes and cheese. \$13.49

Smother Hamlet
Onions, peppers, tomatoes and cheese. Ham. \$15.29
Sub Farmer sausage. \$14.99

Wrapping Around
Wild baby shrimp, green peppers, onions and cheese. \$10.49

Chicken Omelet
Grilled chicken breast, green onions, jalapeño jack cheese, topped with salsa and sour cream. \$14.89

Chili Chicken Omelet
Chicken breast, spinach, mushrooms, onion, tomato and Swiss cheese. \$10.49

Eggs Benedict

Classic Eggs Benedict
Toasted English muffin, smoked ham, 2 poached eggs topped with our hollandaise sauce. \$10.99

Southeastern Benedict
Toasted English muffin, grilled sausage, and two poached eggs, topped with our homemade salsa and sour cream. \$11.49

Jalisco Mushroom Omelet
Melted Swiss cheese and sauteed mushrooms on a toasted English muffin with two poached eggs and our hollandaise sauce. \$11.49

Spicy Tomato Feta Omelet
Spicy tomato, feta, two poached eggs on a toasted English muffin topped with our hollandaise sauce. \$12.49

Light Breakfasts
Fresh fruit salad, served with cottage cheese or vanilla yogurt and toast. \$10.49

Traditional Pancakes
Flour like items used to make, made fresh to order. Served with butter, brown sugar, milk and sprinkled with cinnamon. \$6.99

Jump Start Breakfast
Traditional oatmeal, fresh fruit salad, and toast. \$9.99

Two Egg Omelette
Two eggs served with toast and hash browns. \$7.99

One Egg Omelette
One egg served with two hash browns or sausage, hash browns and toast. \$7.99

Hot fresh food for lunch or lunch break. \$2.99

Skillets

All of our skillets are served with deep fried hash browns or sauteed potatoes. Topped with two eggs cooked your way with toast.

Vegetarian
An extra helping of mushrooms, bell peppers, onions, and cheese. \$11.99

Woolly Waffle
Grilled ham, bacon and sausage with mushrooms, onion, bell peppers, and jack cheese. \$13.99

Smothered Sausage
Juicy sausage, onion, mushrooms, bell peppers, jack cheese and our rich hollandaise sauce. \$13.99

Farmer Sausage Skillet
Farmer sausage, onion, mushrooms, green pepper and jack cheese. \$14.49

BLT
Bacon, mushrooms, tomatoes, green peppers, onion, jack cheese topped with our rich hollandaise sauce. \$13.99

Breakfast Casuals

Classic Breakfast
Two fresh eggs with your choice of bacon, sausage or ham served with crisp hash browns and choice of toast. \$10.99

Farmer Sausage & Eggs
Served with hash browns and toast. \$12.49

Ann Marie's Big Breakfast
Two bacon, two sausage, two eggs, toast, hash brown and your choice of two pancakes or two french toast. \$18.49

BLT Sausage
Toasted English muffin, crisp bacon, cheddar cheese, two poached eggs, topped with our rich hollandaise sauce. \$11.49

Shrimp Benedict
Toasted English muffin, wild baby shrimp, two poached eggs, topped with our hollandaise sauce. \$14.99

BBQ Pulled Pork
Pulled pork on a toasted English muffin with two poached eggs with our hollandaise sauce. \$14.99

Spicy Tomato Feta Sausage
Spicy tomato, feta, two poached eggs on a toasted English muffin topped with our hollandaise sauce. \$12.49

From the Griddle

Consistent like French Toast
With fruit \$9.99

Two Pancakes
Served with butter and syrup \$6.99

French Toast
Three thick slices of griddle to a golden brown, served with butter and syrup and sprinkled with brown sugar. \$6.99

Break Three Up!
Two thick slices of french toast or two fluffy pancakes, two eggs, two bacon and two sausage. \$11.49

Hot fresh food for lunch or lunch break. \$2.99

Ann Marie's CAFE



BREAKFAST • Lunch

Monday-Friday 6:30-3pm • Saturday 7-3pm
604-852-2610

Hash Browns \$2.49 • Toast with 2 Pancakes \$5.49 • Extra Pancakes 0.29 each
1 Egg \$1.79 • Grilled Ham \$2.99 • 3 Slices of Bacon \$2.29 • 3 Sausage Links \$3.29
2 Piece Farmer Sausage \$5.29 • Sliced Tomatoes \$1.49 • Fresh Fruit \$5.49
Hollandaise 0.99 • Yogurt or Cottage Cheese \$3.49

SANDWICHES

Steak
steak served with melted cheese, green onions, served on a bun. \$13.49

Pepper Mel
real cheddar on Parmesan to perfection. \$11.99

...red with fresh ... and topped with ... of rye bread perfection.

SOUP + SALAD

Soup of the day
Hot, fresh bowl of soup served with garlic toast. \$6.49

Chili & Garlic Toast
Hot, fresh bowl of homemade chili served with garlic toast. \$10.99

Classic Caesar Salad
Crisp romaine, Parmesan cheese, home made croutons and caesar dressing served with garlic toast. \$13.99

Chef Salad
Crisp green salad with turkey, ham, and cheese, tomatoes and a hardboiled egg served with garlic toast. \$13.99

CCCT
Cajun or crispy chicken breast over fresh green salad, tomatoes, jalapeno jack cheese and a hardboiled egg, served with garlic toast. \$13.99

Southwest Chicken Salad
Avocado, corn, red peppers, onion and freshly made tortilla strips served with salsa and ranch. \$14.49

Garden Salad with Garlic Bread \$7.49

FAVOURITES

Chicken Tenders
Chicken strips served with dipping sauce and ranch. \$8.49

Hot and Crispy
Crispy haddock, fried and served with a pile of tartar sauce. \$13.49

Chickadee
Crispy chicken strips, red onion, lettuce, tomato, and cheddar cheese. \$13.49

Chickadee
Crispy chicken strips, mushrooms, nacho cheese, and cheddar. Served with a side of ranch. \$13.49

SIDES

Chili Cheese Fries
Hot fries with nacho cheese, rich sour cream and homemade chunky chili. \$8.49

Poutine
A bowl of fries and gravy with melted jalapeno jack cheese and green onions. \$6.99

Add Bacon Bits. \$2.29

Onion Rings
Golden and delicious. \$6.49

French Fries
A basket of golden fries. \$6.29

Add a side of gravy for an extra \$1.00

FLOATS + SHAKES

Real Milk Shakes
Made with hard ice cream and your choice of strawberry, chocolate, vanilla, chocolate orange, or orange. \$5.99

Ice Cream Floats
Made with our hard ice cream and your choice of vanilla, chocolate, or orange. \$5.29

Banana Split
3 scoops of ice cream, two slices of banana, smothered with strawberry, chocolate and butterscotch and topped with whipped cream. \$6.29

Sundae
Vanilla ice cream topped with your choice of strawberry, butterscotch or chocolate and smothered with whipped cream. \$5.79

Mini Sundae \$4.99

Drinks

Tea or Coffee \$2.79

Hot water with lemon and honey \$2.79

Large Milk \$3.69

Small Milk \$3.19

BE THE LIFELINE.

GOAL-

Design a campaign identity towards a current social problem.

DELIVERABLES-

_3 Poster Series
_Billboard

TOOLS-

_Adobe Photoshop
_Nikon D3500 DSLR Camera
_Wacom Tablet

CREATIVE CONCEPT-

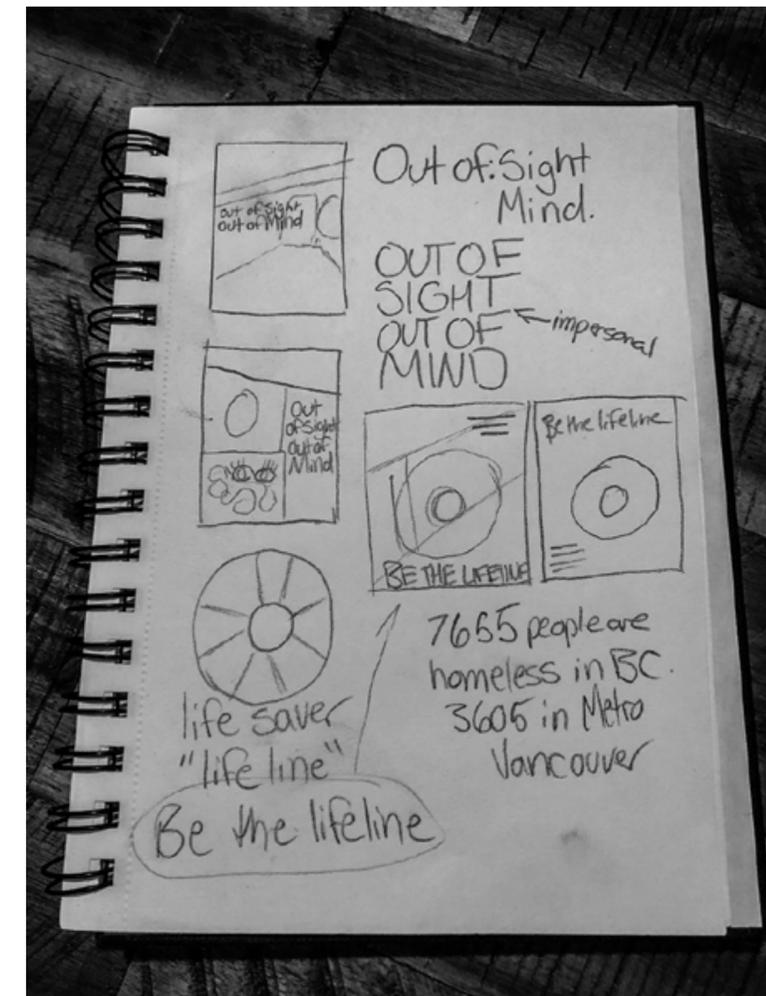
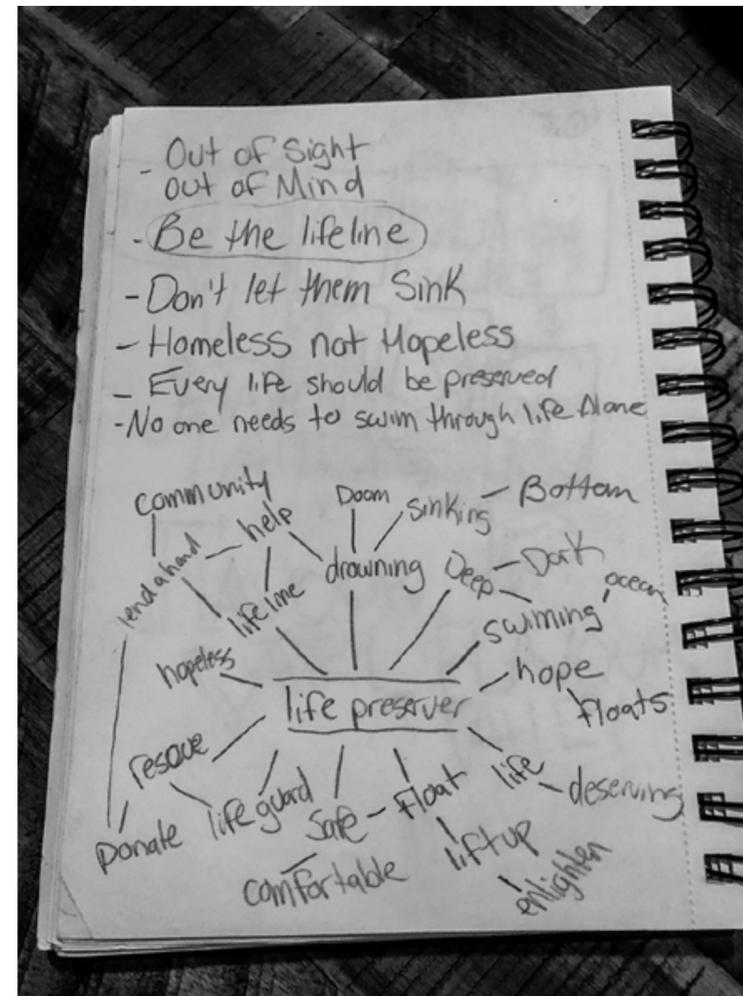
I used imagery from a previous photography project. I am using life-preserver in representation of helping someone out of a dark situation. Mental illness, depression, addiction, and so on, may feel like you are drowning with no one there to reel you back in.

TONE-

The tone of the images have an emotional and empathetic feel to them. The contrasting shadows and light are a representation of their being light at the end of the tunnel.

FINDINGS-

Mental illness, addiction and coping skills from trauma (past and present) play a large roll in the homeless community. It prevents from holding steady jobs, meaningful relationships, which could leave them feeling helpless and alone. Homeless people need more mental support to help get them back on their feet and in the right direction.





7,655 ACROSS BC
ARE HOMELESS
3,605 IN METRO VANCOUVER
Find out how to help at www.lifesaverproject.ca

Be the lifeline.

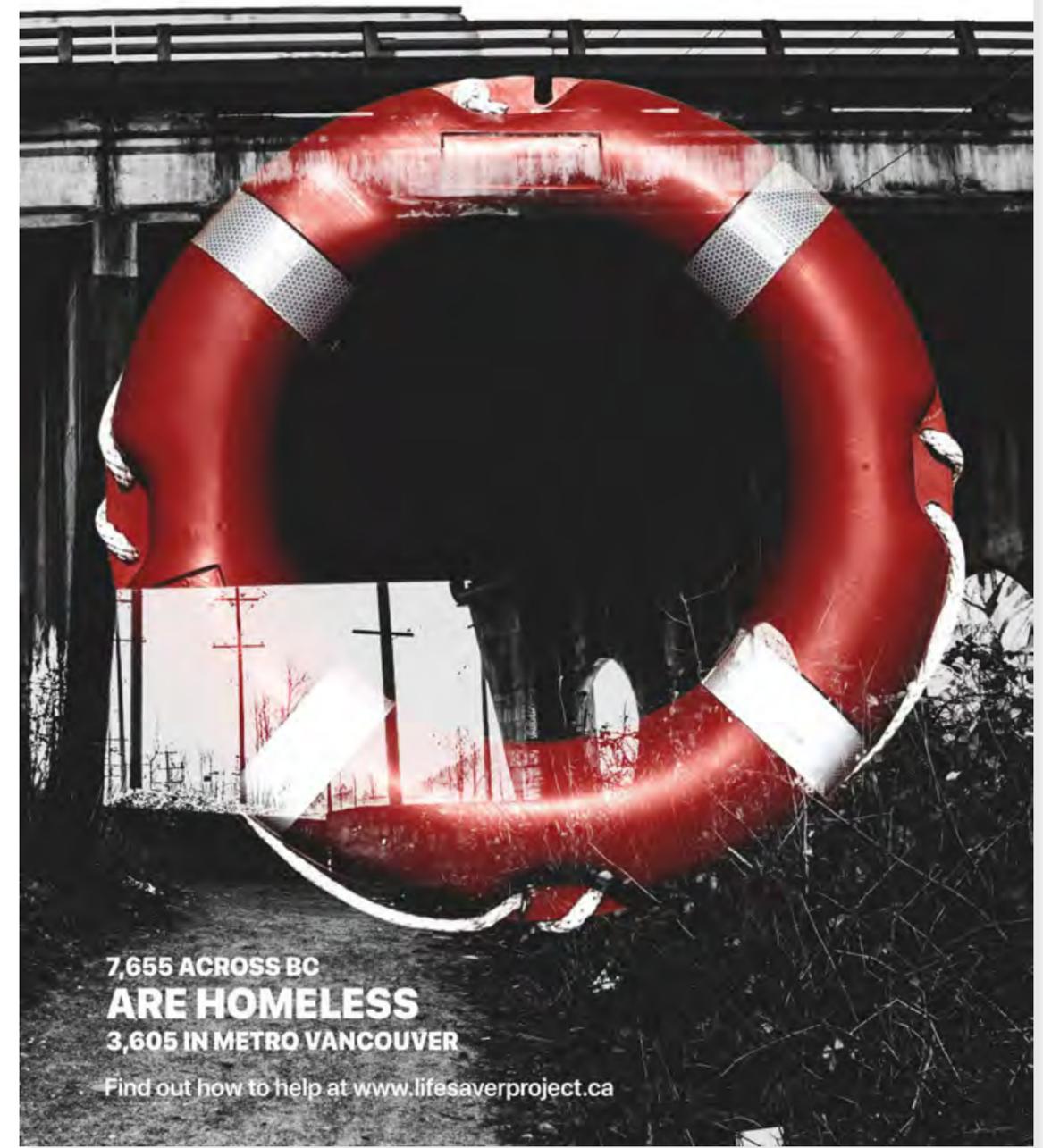
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FLAVOUR VALLEY

GOAL-

Create and Brand a movement towards the Fraser Valley

DELIVERABLES-

- _Direct Mailer
- _Instagram Feed
- Apparel

TOOLS-

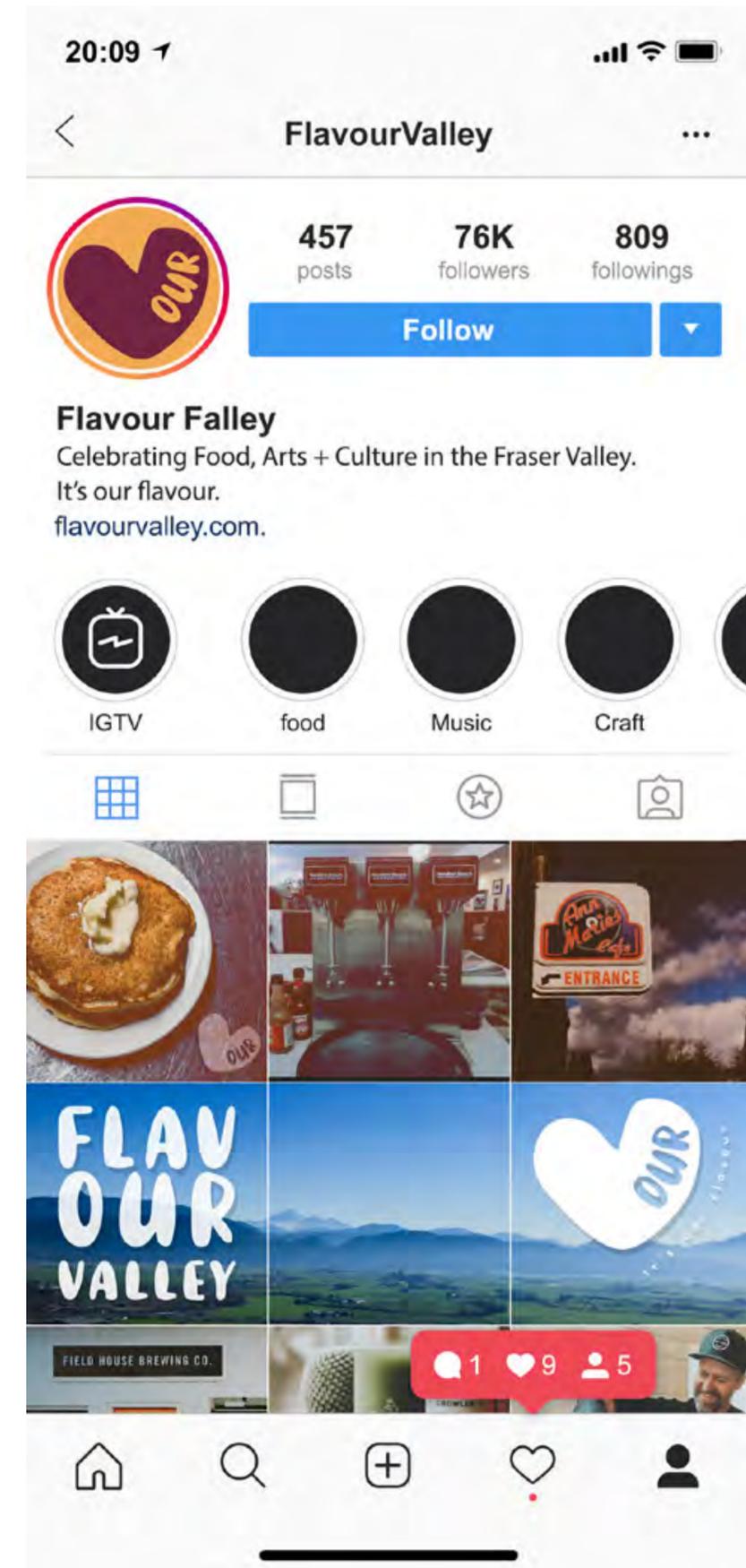
- _Adobe Photoshop
- _Adobe Illustrator
- _Wacom Tablet

MOVEMENT CONCEPT-

The direction of the project is to create a social movement towards promoting local business, musicians, and entrepreneurs, and craftsmen. It is to display the various culture and art throughout the Fraser Valley and to get people involved with supporting local. This includes a Social media presence featuring different local businesses for the 'Flavour of the Week'. This will all lead up to a yearly street festival located on West Railway, Street, downtown Abbotsford.

CREATIVE CONCEPT-

A playful concept with a hand drawn feel. Local businesses are typically run by families so this visual appearance is a more friendly and fun approach to how the identity of the community could be viewed.





FLAVOUR VALLEY

YOU'RE INVITED!!

Flavour Valley is an initiative to help support local business, musicians and craftsman. You can expect to eat delicious food, dance to local music, and have a fun filled time at this street festival with friends and family!

WHERE
West Railway, Street,
Abbotsford, BC.
Located next to the Historic
Downtown Abbotsford.

WHEN
July 17-18-19
10am - 9pm

FOR MORE INFO
Visit the Flavour Valleys website for more information and inquiries. Prices and tickets are available Online.
FlavourValley.ca

Follow us for local updates! @FlavourValley



FLAVOUR OUR VALLEY



IT'S OUR FLAVOUR.



THANK YOU

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