



JANET WOODS

*PORTFOLIO 2018-2020*



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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.

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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.

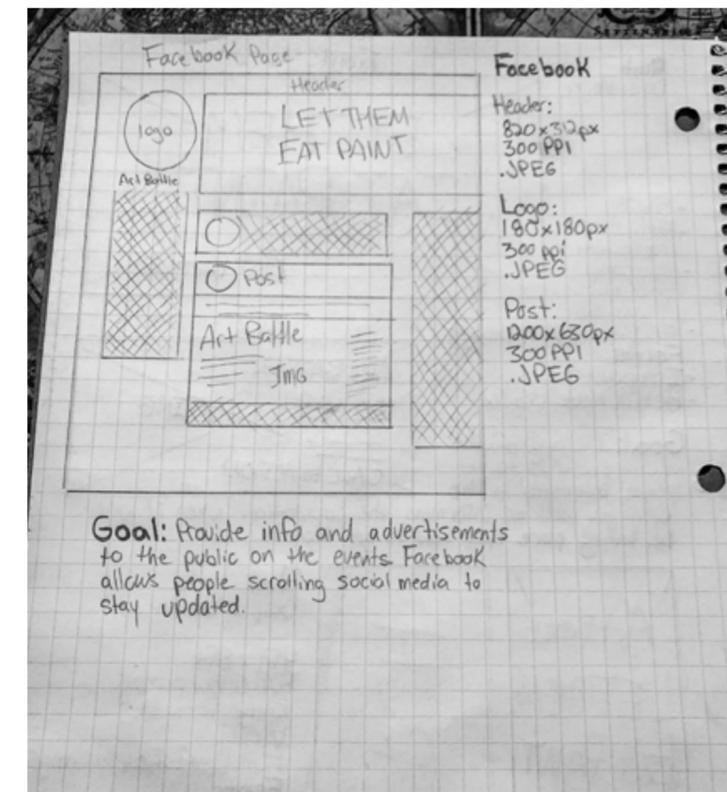
## LET THEM EAT PAINT-

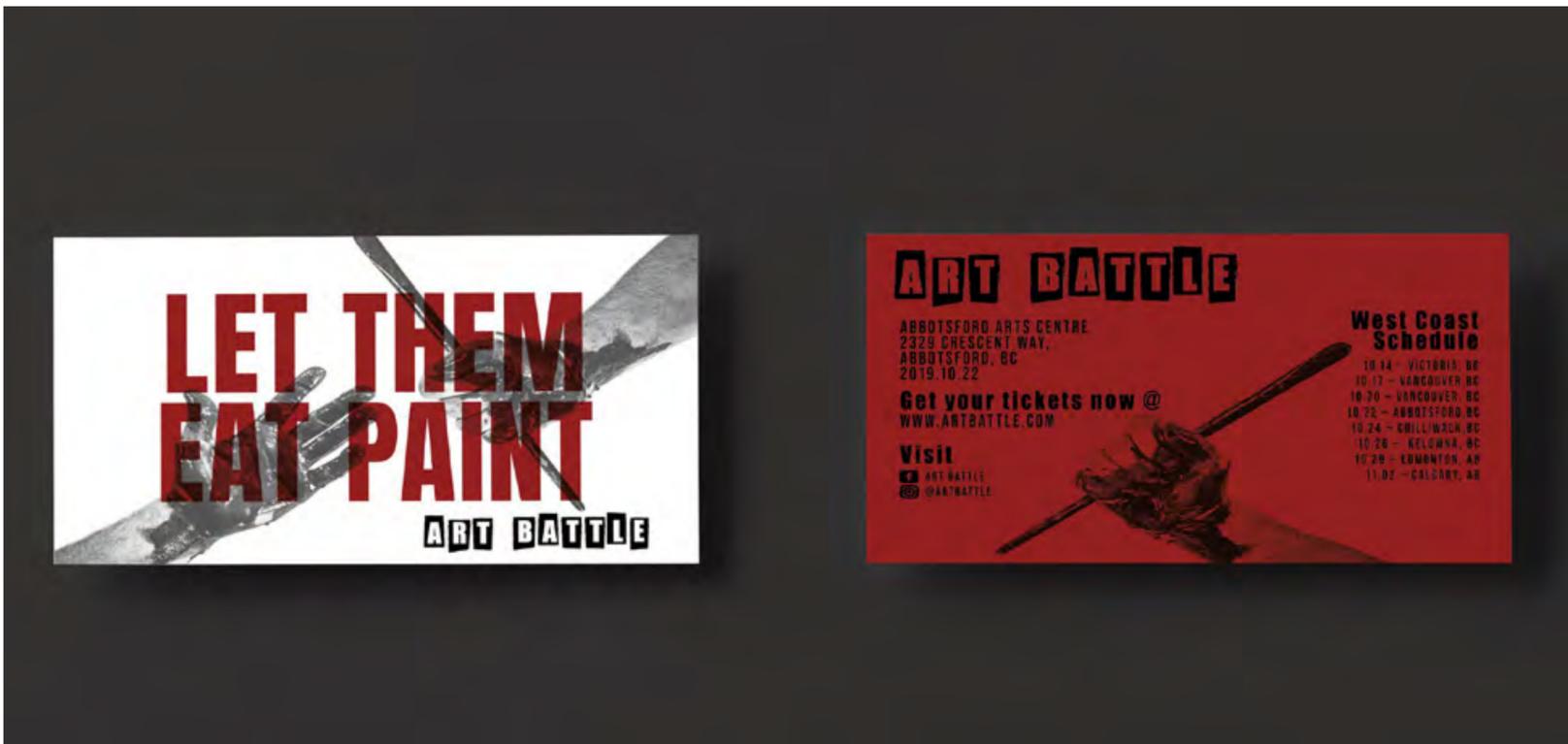
The idea behind the tagline is from the French Revolution with Marie Antoinette supposedly saying "Let them eat cake" in regards to the poverty her community faced. The people of France were starving much like the "starving artists" that compete in the Art Battle events.

## ORIGINAL OUTCOME



# ART BATTLE







**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

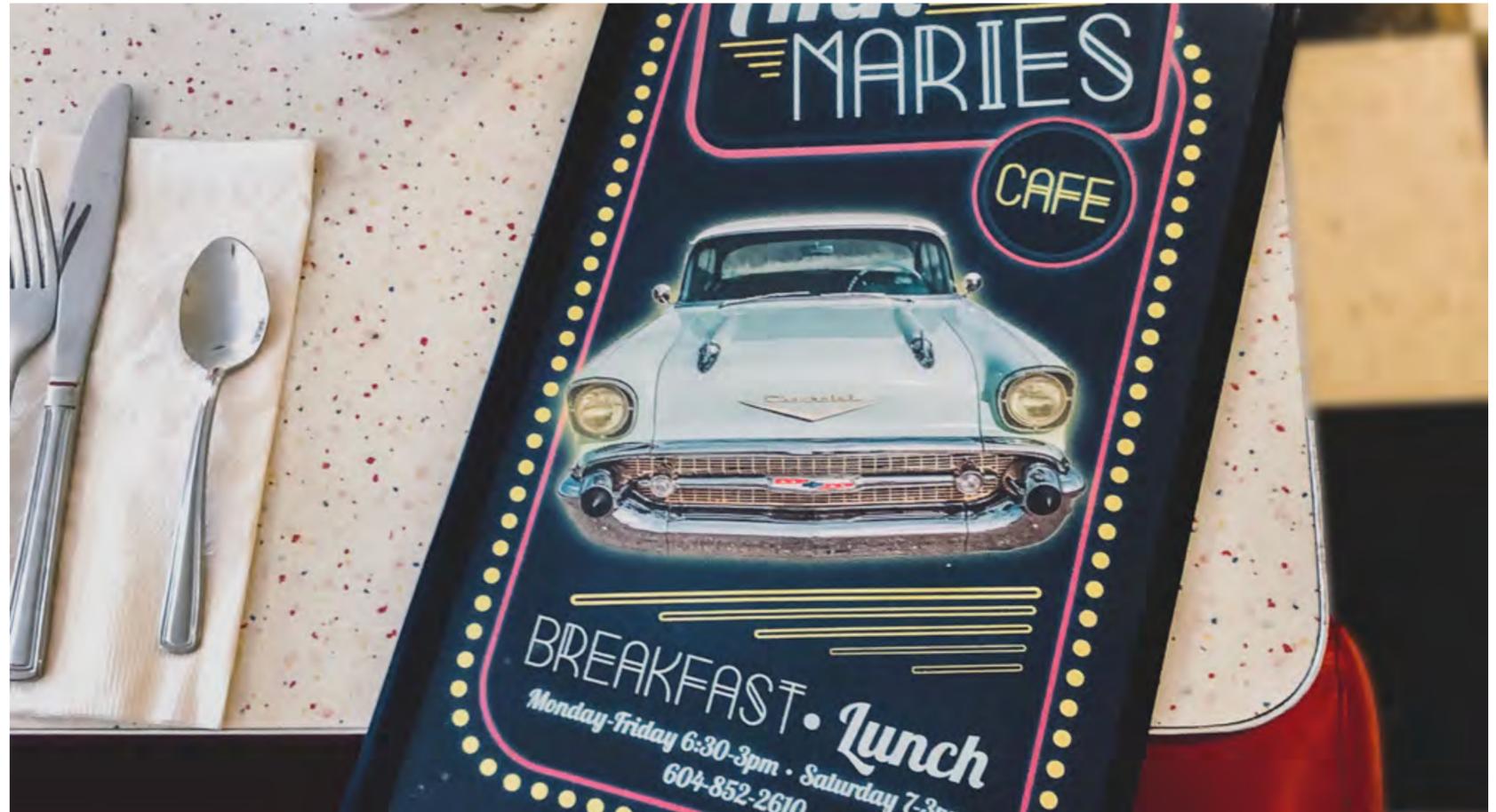
\_Wacom Tablet

**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

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

**Chef 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 tortisa strips served with salsa and ranch. \$14.99

**Golden Fajitas with Garlic Bread** \$7.49

**Hot Chicken or Shrimp \$11.49**

**Chili Cheese Fries**  
Hot fries with melted cheddar, rich sour cream and homemade chunky chili. \$5.49

**Yogurt**  
A bowl of fries and gravy with melted jalapeño jack cheese and green onions. \$5.99

**ASL Bacon Bite** \$3.29

**Chicken Wings**  
Crispy and delicious. \$6.49

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

**Hot With Nachos**  
Made with hard ice cream and your choice of strawberry, chocolate, vanilla, chocolate orange, peanut butter, or strawberry orange. \$5.99

**For Fresh Floats**  
Made with our hard ice cream and your choice of milk. \$5.29

**Chicken Fingers**  
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

**Bruff's Pie**  
Three tender chicken strips, chunky 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

# FLOATS + SHAKES Sundaes + SPLITS

# Drinks

**House Coffee** \$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

# 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

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

**Hot Spicy 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

**Eggs Benedict**  
A toasted English muffin, crisp bacon, fresh tomatoes and two poached eggs topped with our rich hollandaise sauce. \$11.99

**Light Breakfasts**  
Fresh Fruit Salad  
Served with cottage cheese or vanilla yogurt and toast. \$10.49

**Traditional Pancakes**  
Flak like ones 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 brown. \$7.99

**One Egg Omelette**  
One egg served with two hash browns or sausage, hash brown 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 brown or pot fried potatoes. Topped with two eggs cooked your way with toast.

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

**Hot Spicy**  
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 brown and choice of toast. \$10.99

**Farmer Sausage & Eggs**  
Served with hash brown 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. \$15.49

**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

**Breakfast Pancake Stack**  
Pancake, sausage, pea, two poached eggs on a toasted English muffin topped with our hollandaise sauce. \$12.49

**From the Griddle**  
Cinnamon Roll French Toast  
With Fruit \$9.99

**Two Pancakes**  
Served with butter and syrup \$6.99

**Adult's Eggs** \$5.19

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

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

**Hot Breakfast and Sipped Cream.** \$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 Preserves \$5.49 • Extra Preserves 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 Melts**  
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

# 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 soda. \$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

# 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

**Chick'n Salad**  
Crispy chicken, lettuce, tomato, and onion. \$13.49

**Chick'n Strips**  
Crispy chicken strips, nacho cheese, and tomatoes. Served with a side of ranch. \$13.49

# Drinks

**Tea or Coffee** \$2.79

**Hot water with lemon and honey**

**Large Milk** \$3.69

**Small Milk**

# 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-

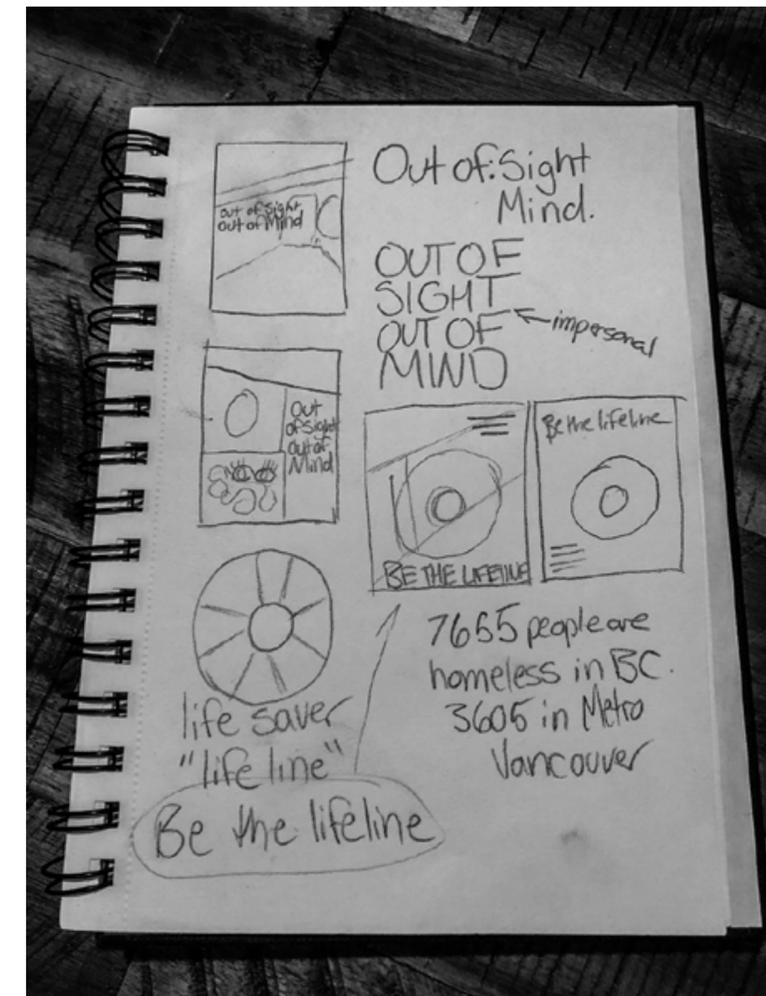
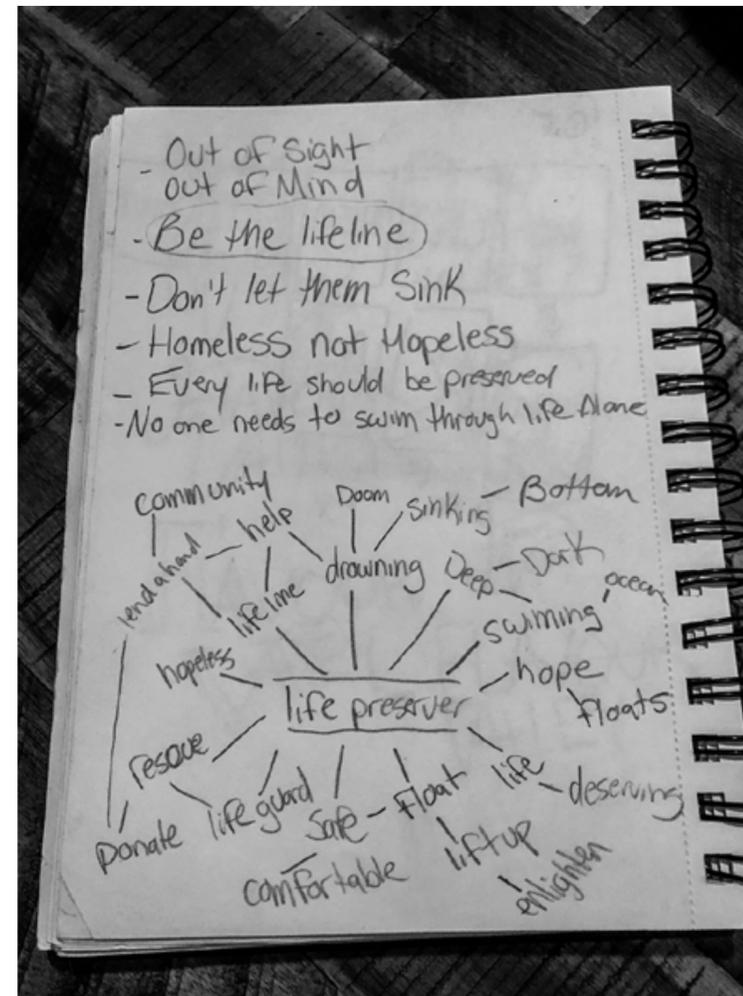
I used imagery from a previous photography project. I am using life-preserver in representation of helping someone out of a dark situation. Mental illness, depression, addiction, and so on, may feel like you are drowning with no one there to reel you back in.

## 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](http://www.lifesaverproject.ca)

**Be the lifeline.**

**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.





**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!

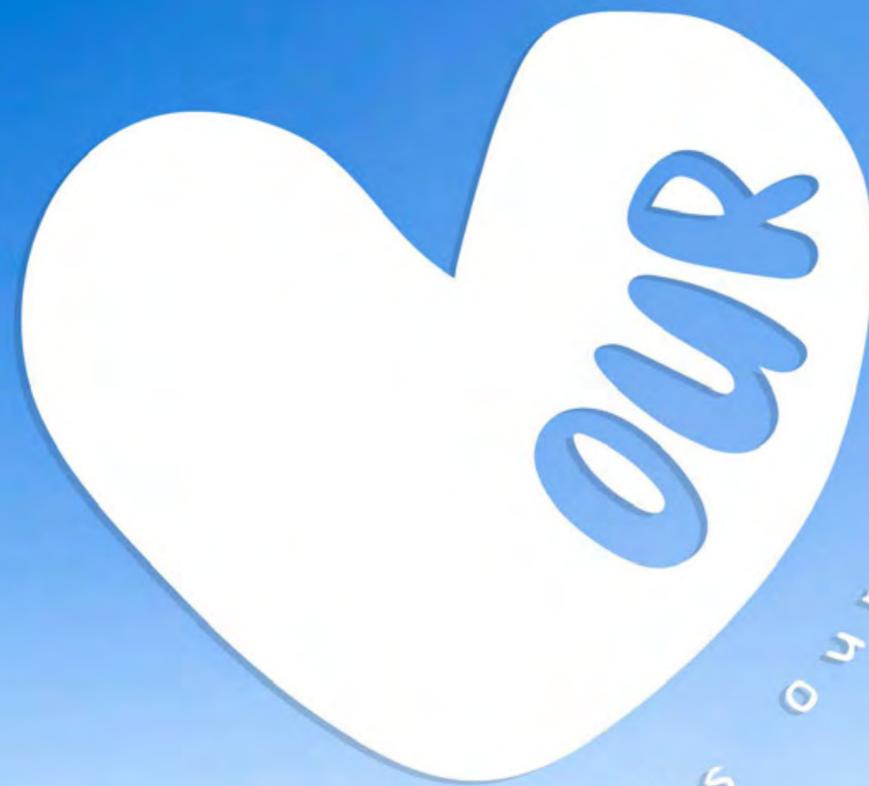
<b>WHERE</b> West Railway, Street, Abbotsford, BC. Located next to the Historic Downtown Abbotsford.	<b>WHEN</b> July 17-18-19 10am - 9pm
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**FOR MORE INFO**  
Visit the Flavour Valleys website for more information and inquiries. Prices and tickets are available Online.  
[FlavourValley.ca](http://FlavourValley.ca)

Follow us for local updates! @FlavourValley



# FLAVOUR OUR VALLEY



IT'S OUR FLAVOUR.



THANK YOU

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