



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.

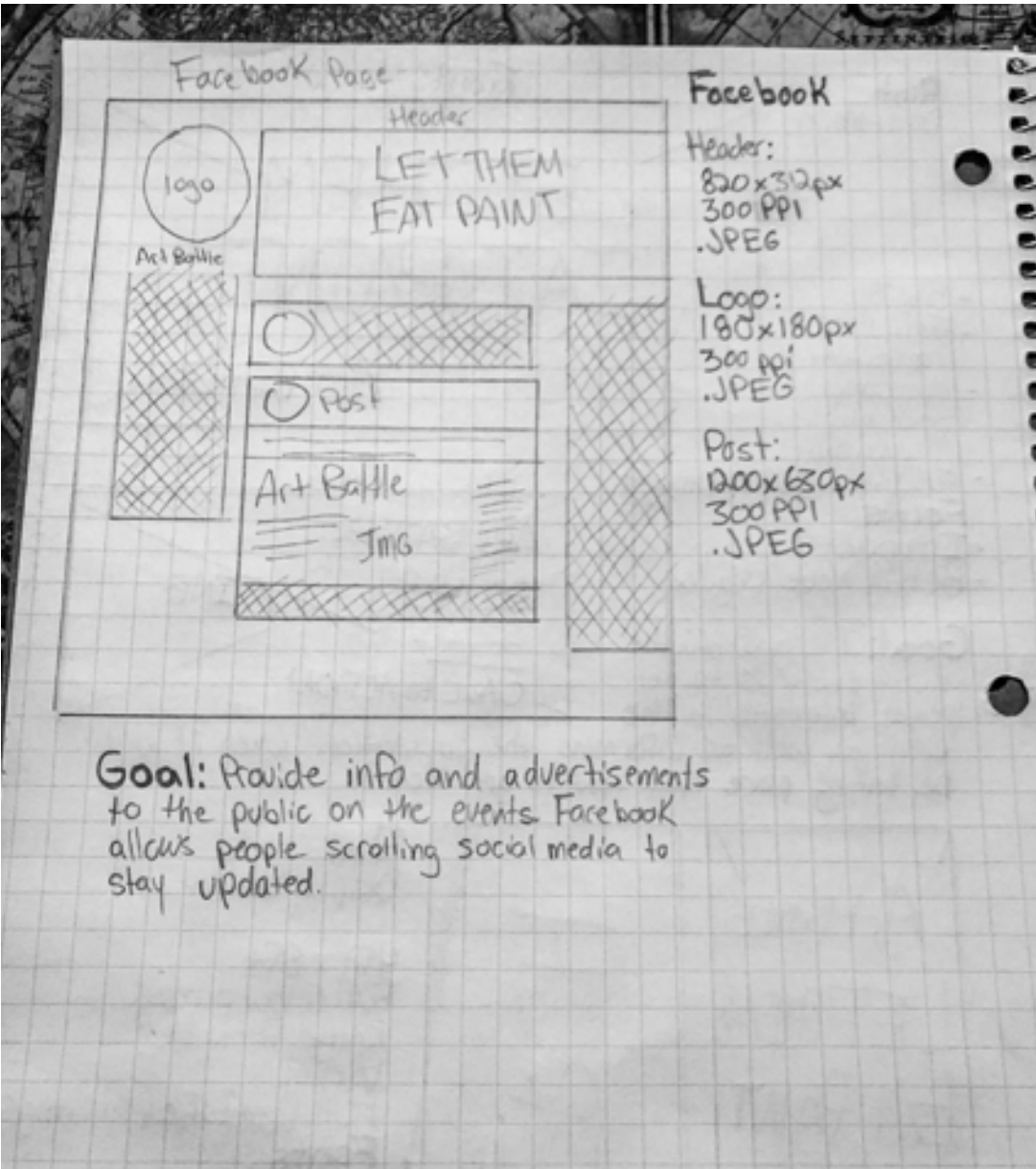
LET THEM EAT PAINT-

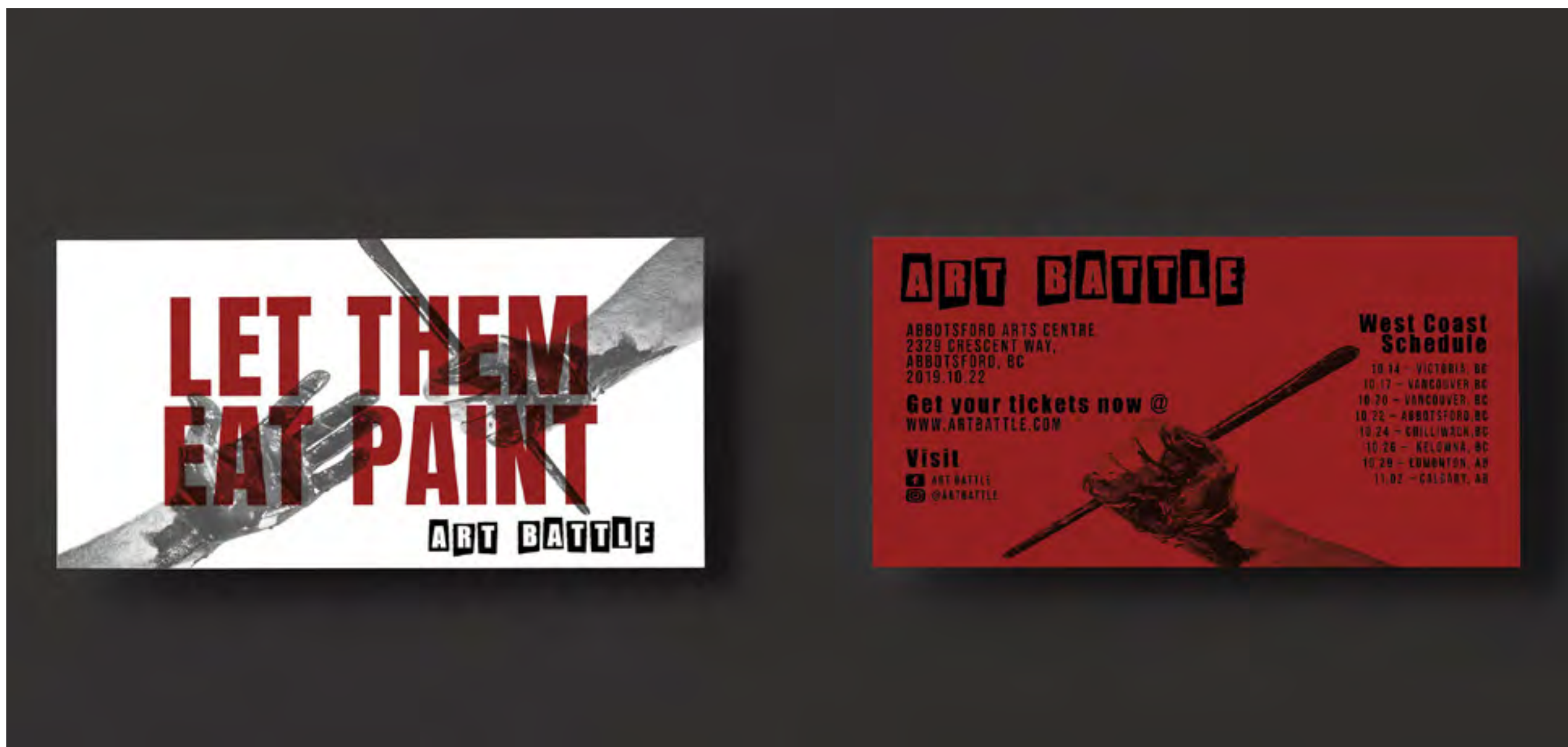
The idea behind the tagline is from the French Revolution with Marie Antoinette supposedly saying "Let them eat cake" in regards to the poverty her community faced. The people of France were starving much like the "starving artists" that compete in the Art Battle events.

ORIGINAL OUTCOME



ART BATTLE





A black and white photograph of two hands holding paintbrushes. The hand on the left is in the foreground, holding a brush vertically. The hand on the right is in the background, holding a brush horizontally. The background is a light, neutral color.

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 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

2018

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.



SANDWICHES

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

Real Melt
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. \$14.29

Garden Salad with Garlic Bread \$7.49

Add Chicken or Shrimp \$5.49

FAVOURITES

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

Hot and Chips
Fried haddock, fried and served with a pile
of red onion, lettuce, tomato,
\$13.49

Shrooms, nacho
Served with a
side.

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

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,
oreo, 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
buttercream and topped with whipped cream. \$6.29

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

Mini Sundae \$4.99

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-

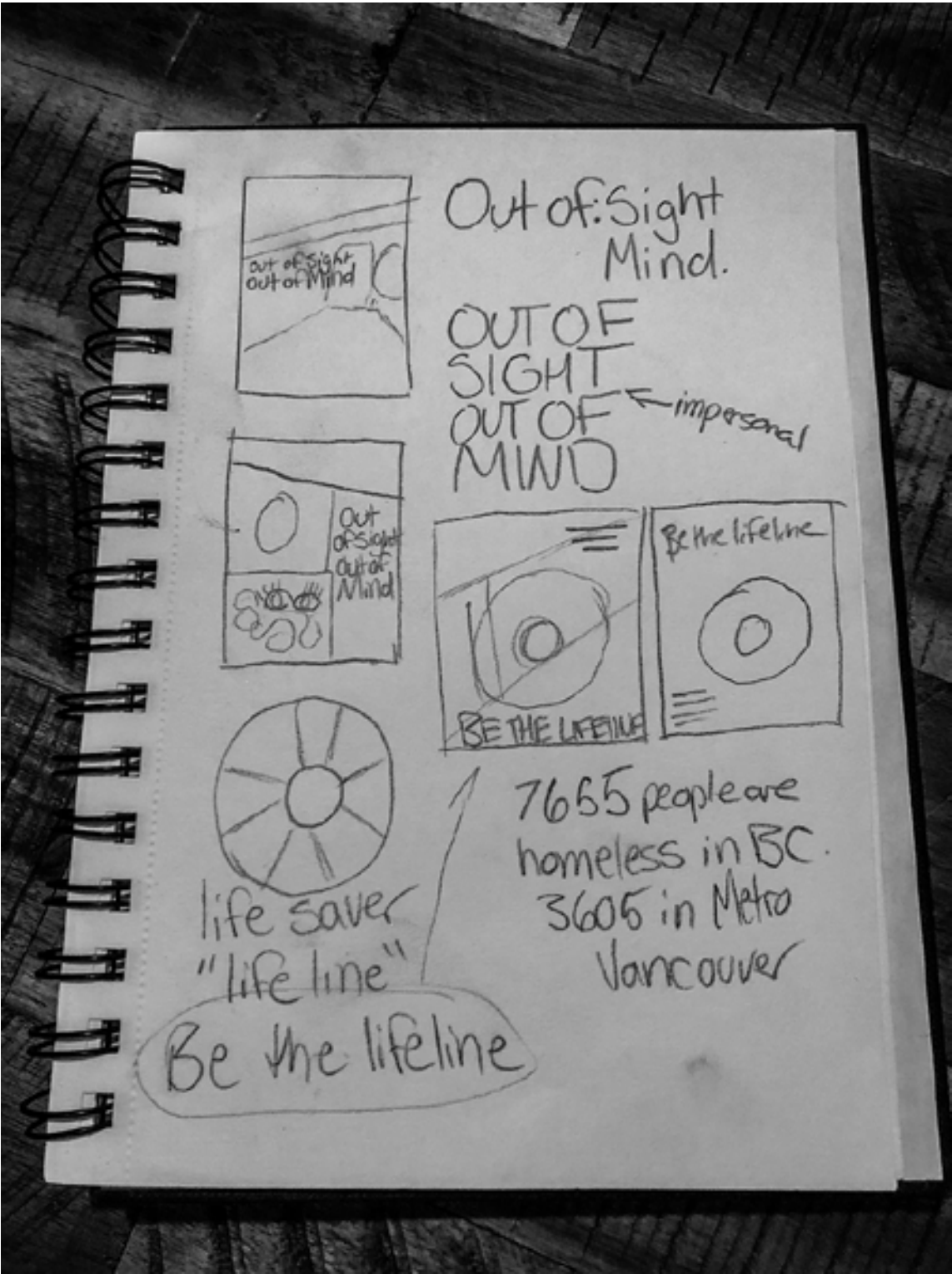
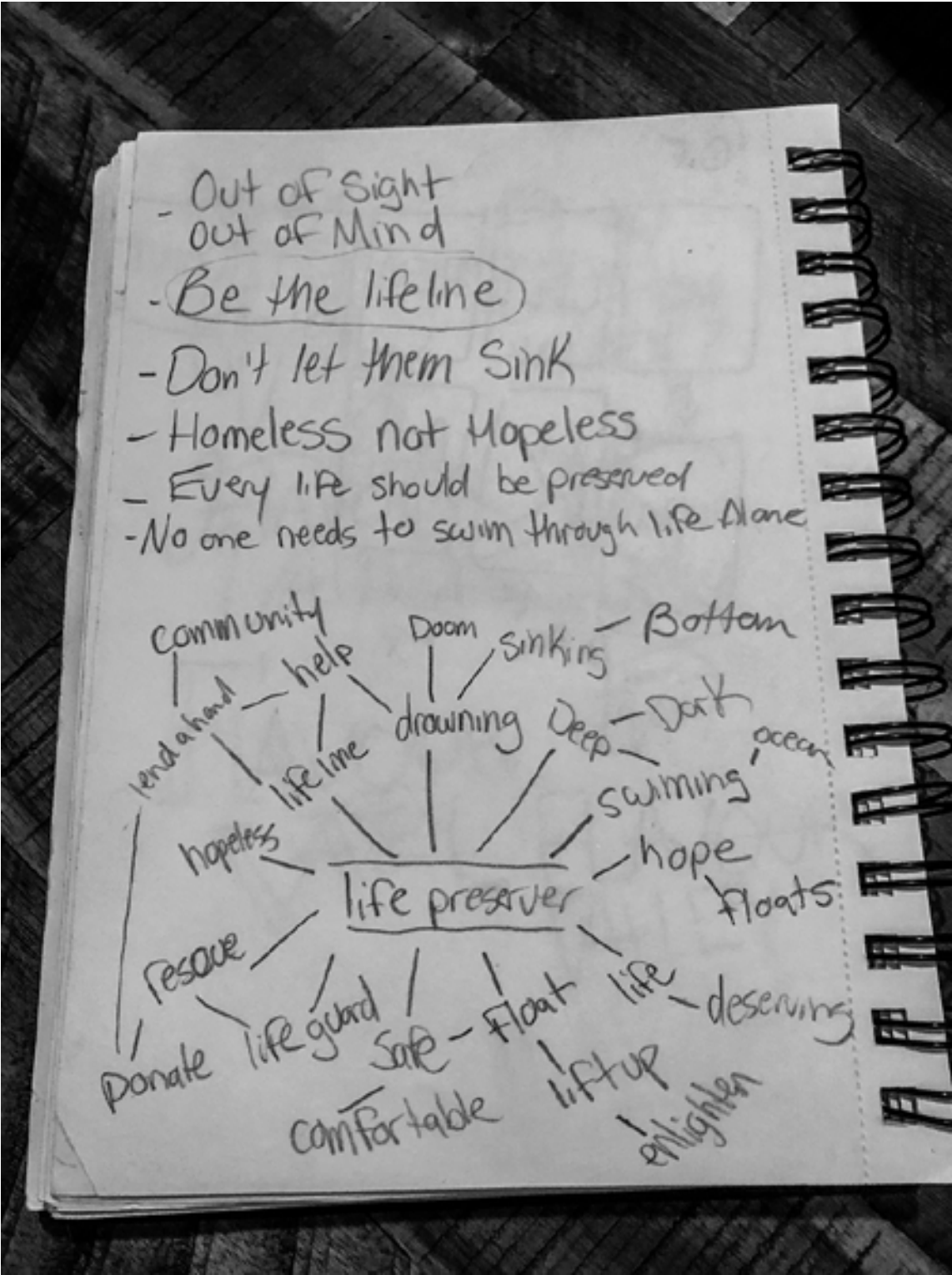
I used imagery from a previous photography project. I am using life-preserver in representation of helping someone out of a dark situation. Mental illness, depression, addiction, and so on, may feel like you are drowning with no one there to reel you back in.

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

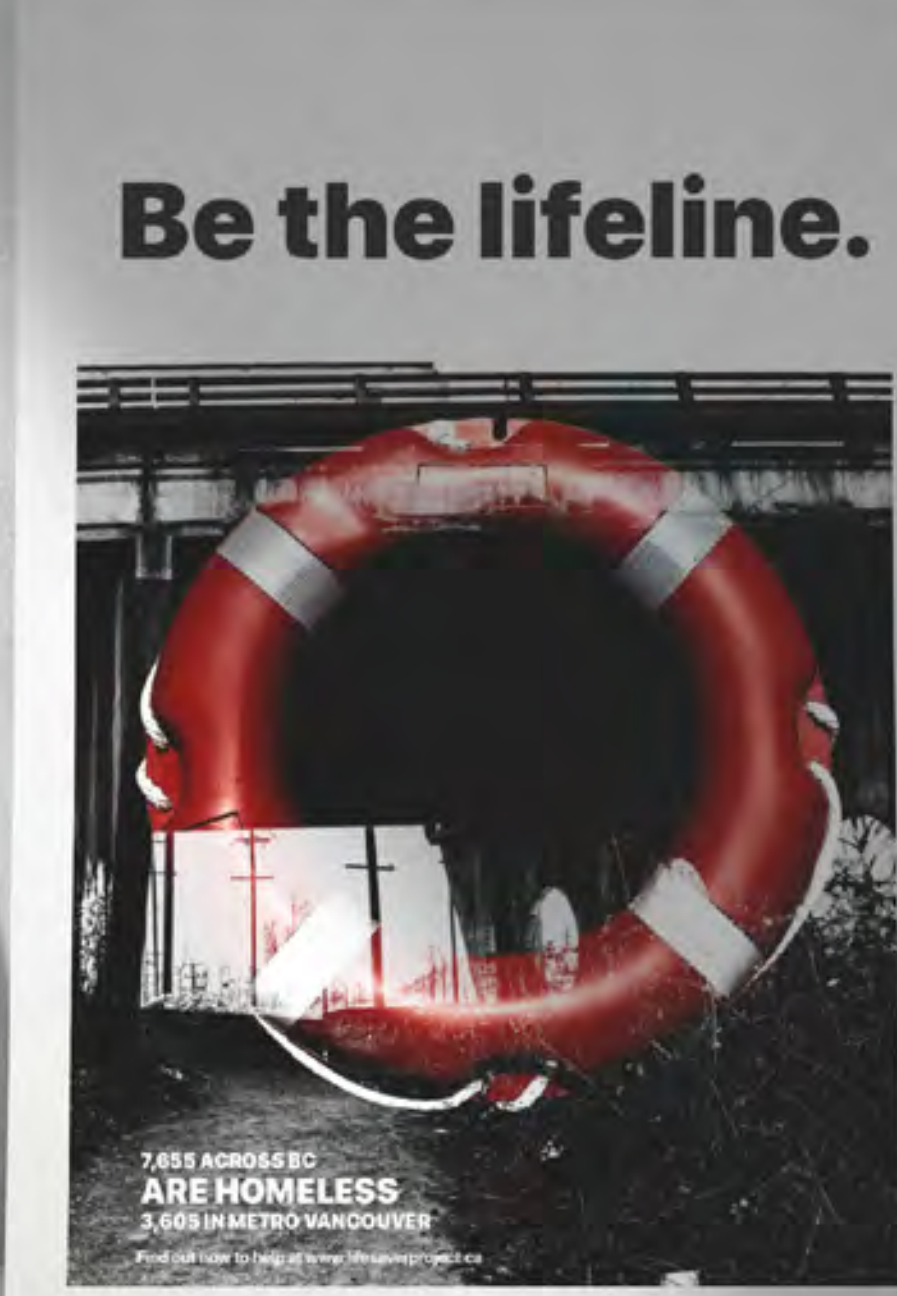
Be the lifeline.

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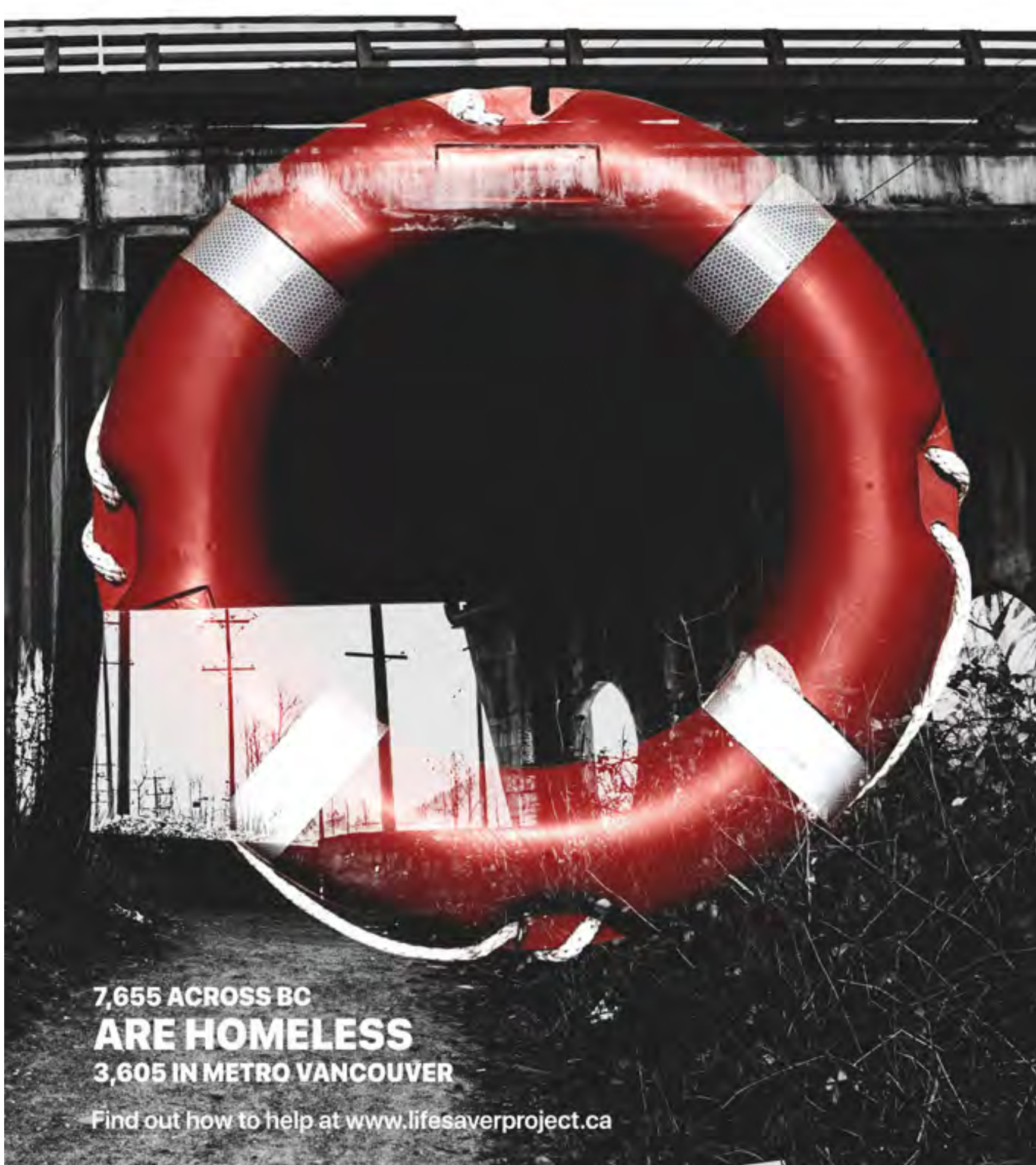
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FLAVOUR VALLEY

GOAL-

Create and Brand a movement towards the Fraser Valley

DELIVERABLES-

- _Direct Mailer
- _Instagram Feed
- Apparel

TOOLS-

- _Adobe Photoshop
- _Adobe Illustrator
- _Wacom Tablet

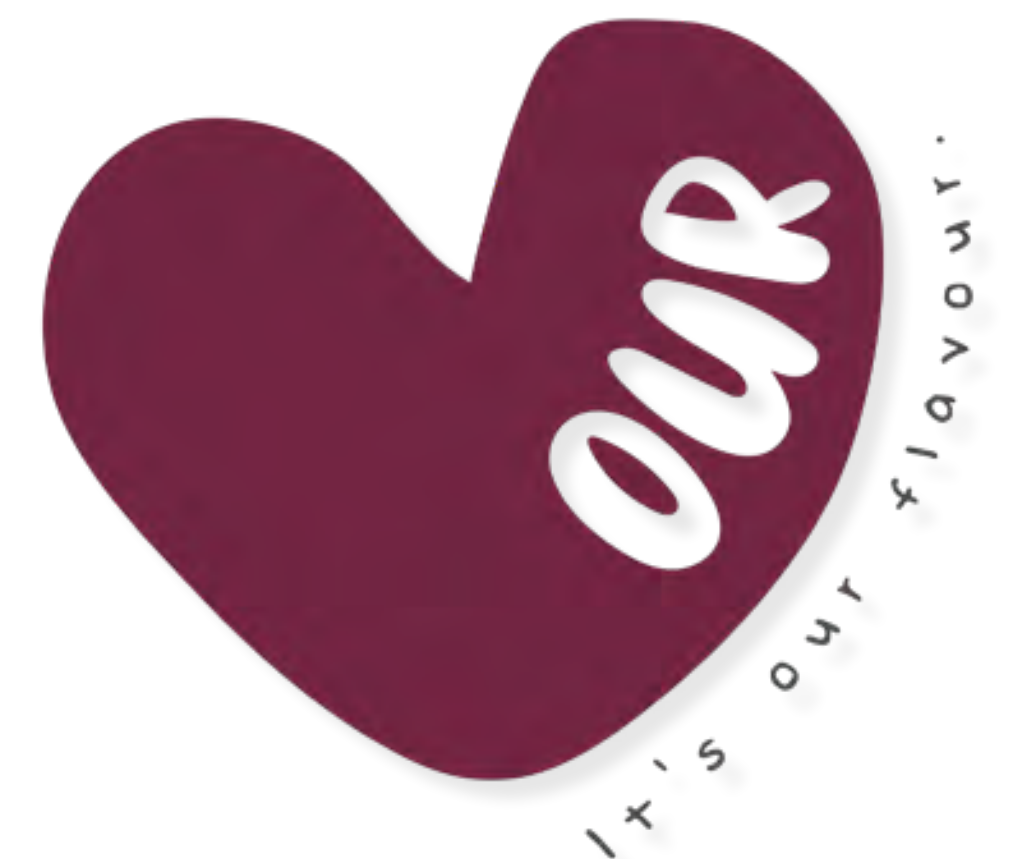
MOVEMENT CONCEPT-

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.





FLAV
OUR
VALLEY



It's our flavour.



THANK YOU

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