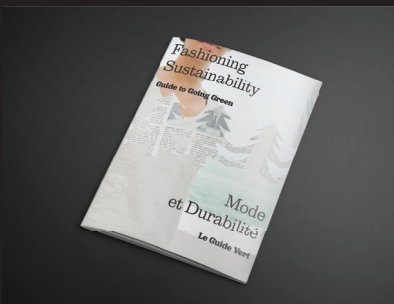


Goswami Parmesar



PORTFOLIO

G.Parmesar

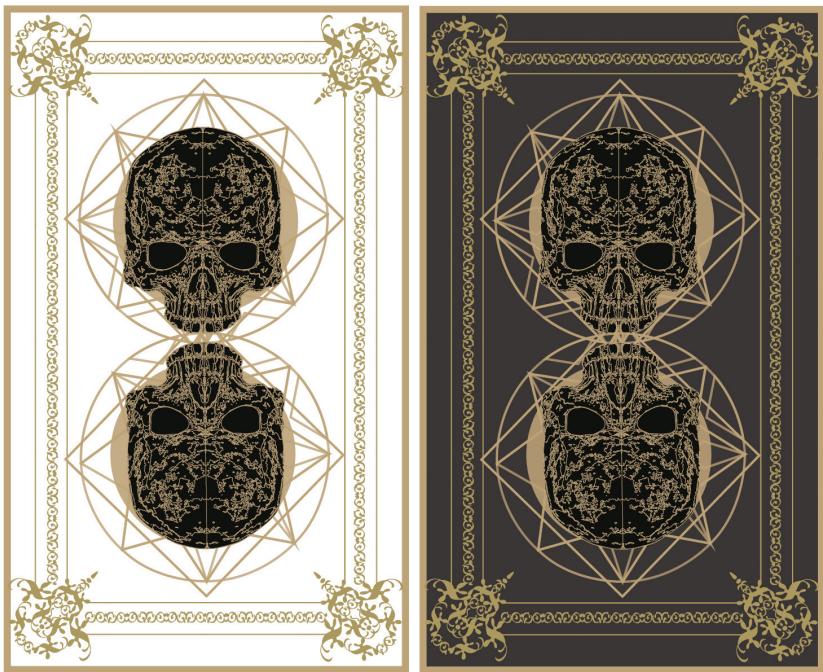


My name is Goswami Parmesar a graduate Graphic Designer from the Toronto Film School. During my year of studies I was trained by industry professionals and worked on a variety of projects including real clients who were looking to brand their company.

Projects included, branding for businesses with logos and nameplate designs, magazines and books using print and layout design standards, layout for web page design, motion graphics and some packaging designs. All projects provided a solid understanding of the design world.

I pride myself on the ability to use creativity and out-of-the box thinking when approaching design projects while staying within the objectives of the project.

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Branding

MARKHAM PEDIATRIC HEALTH CENTRE

Client wanted to re-brand their company and requested a full logo design. This included nameplate and graphic icon and the ability to use both pieces of the logo on its own. Client also wanted company to be represented using MPHHC. This requirement was used to create the graphic icon for the logo.

THEME : representing children's care through the use of familiar toys and colors.

COLOR : use of familiar colors that represented warmth, comfort and care.



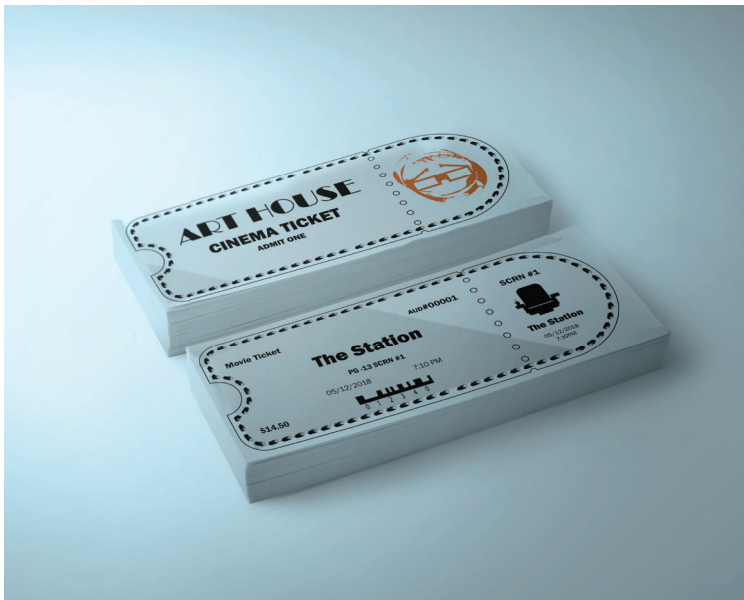


LOGO

Combining graphic icon and nameplate to create unified company brand. Using familiar children's toys to create graphic icon of the logo. Display of how logo can look and be used.







TICKET MOCK UP

Applying logo designs to various elements of the Art House services.

Branding

ART HOUSE

Project required a logo to be designed for the Art House theater company. Graphic icon and nameplate required as per brief and ability to be used separately.

Art House is a theater company in the modern setting. The graphic icon was created with the idea of blending modern day theater items and a fusion of the name company Art House.

The name plate was chosen with bold big letters to represent the idea of the cinema feel in front of large screens while fusing the name Art into the style of font.

THEME : using the word ART from the company name as a foundation for design choices.

COLOR : black font for nameplate to represent bold theater designs and orange for the graphic icon to represent warm and welcoming feeling to people who attend the theater.



**MEADOWBANK
ASSET MANAGEMENT
(GUYANA) INC.**



Branding

MBG LOGO

Corporate approach to making logo creative by combining shapes to create the letter M and B to focus on the play of the word Meadowbank.

THEME : Modern, Artistic and Corporate.

COLOR : Blue, Green and Black.

FONT : Copperplate Gothic Bold.



Print & Layout

LAST STEP

Simple design as requested by client, but keeping with the space theme of the book. This was book was used for a film pitch. Cliented requested a corporate presentation style with some creative beauty infused.



MOCK UP

Cover and page layout



Print & Layout

FASHIONING SUSTAINABILITY



PAGES LAYOUT

Each page is laid out with one side in English colored green and the other side in French colored blue. Each covers the same content in the two languages.



MOCK UPS
Magazine Cover Page.



Print & Layout

BYTE SIZE MAGAZINE



CONCEPT

Computer magazine that covered a wide range of information in the tech world. This projected was created from the beginning as a learning experience to write, design and publish a magazine.

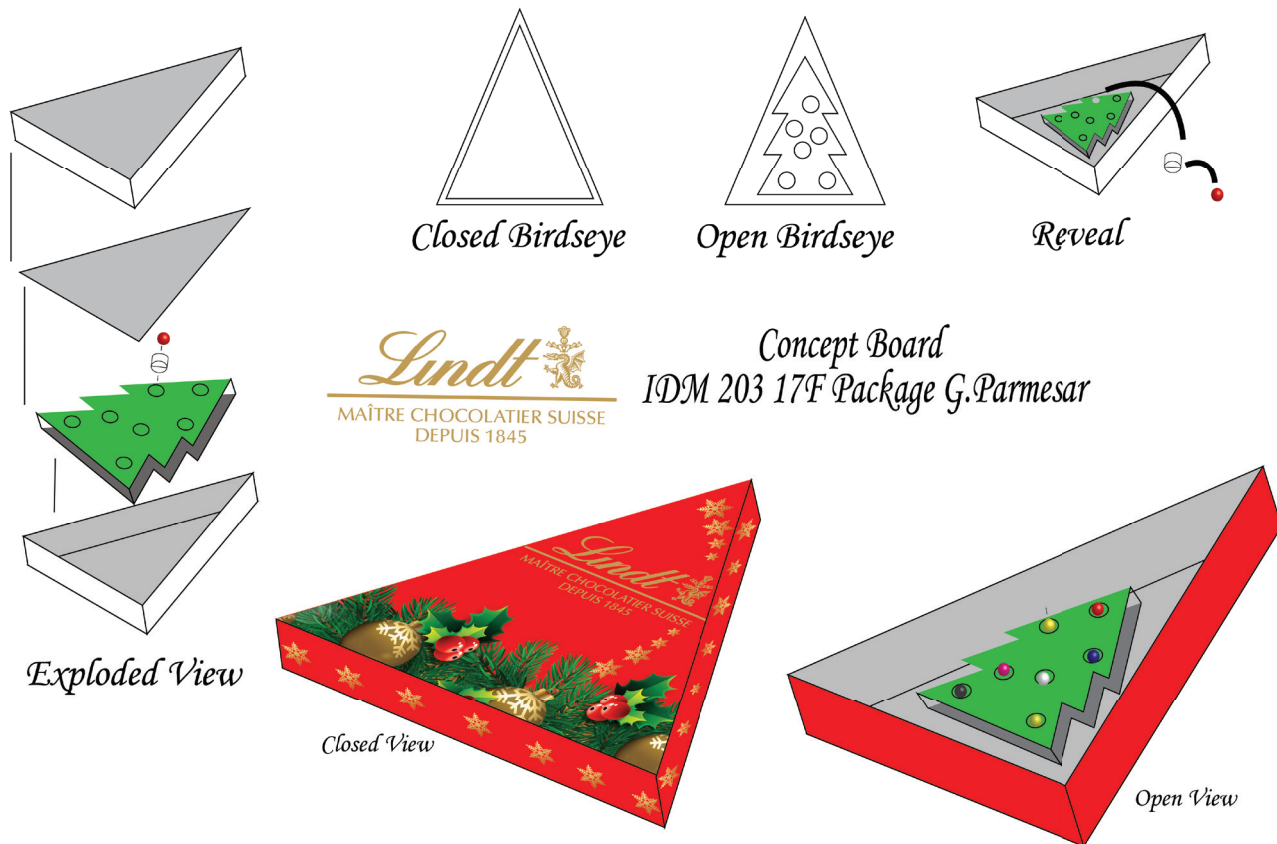
Packaging

LINDT

Design concept and approach to designing a Christmas box for the chocolate company. Exploration of the different concepts and idea using different view points to achieve a design that works for both the company and its consumers.

Using Christmas colors and famous icons to represent a packaging design suited for the holiday season.



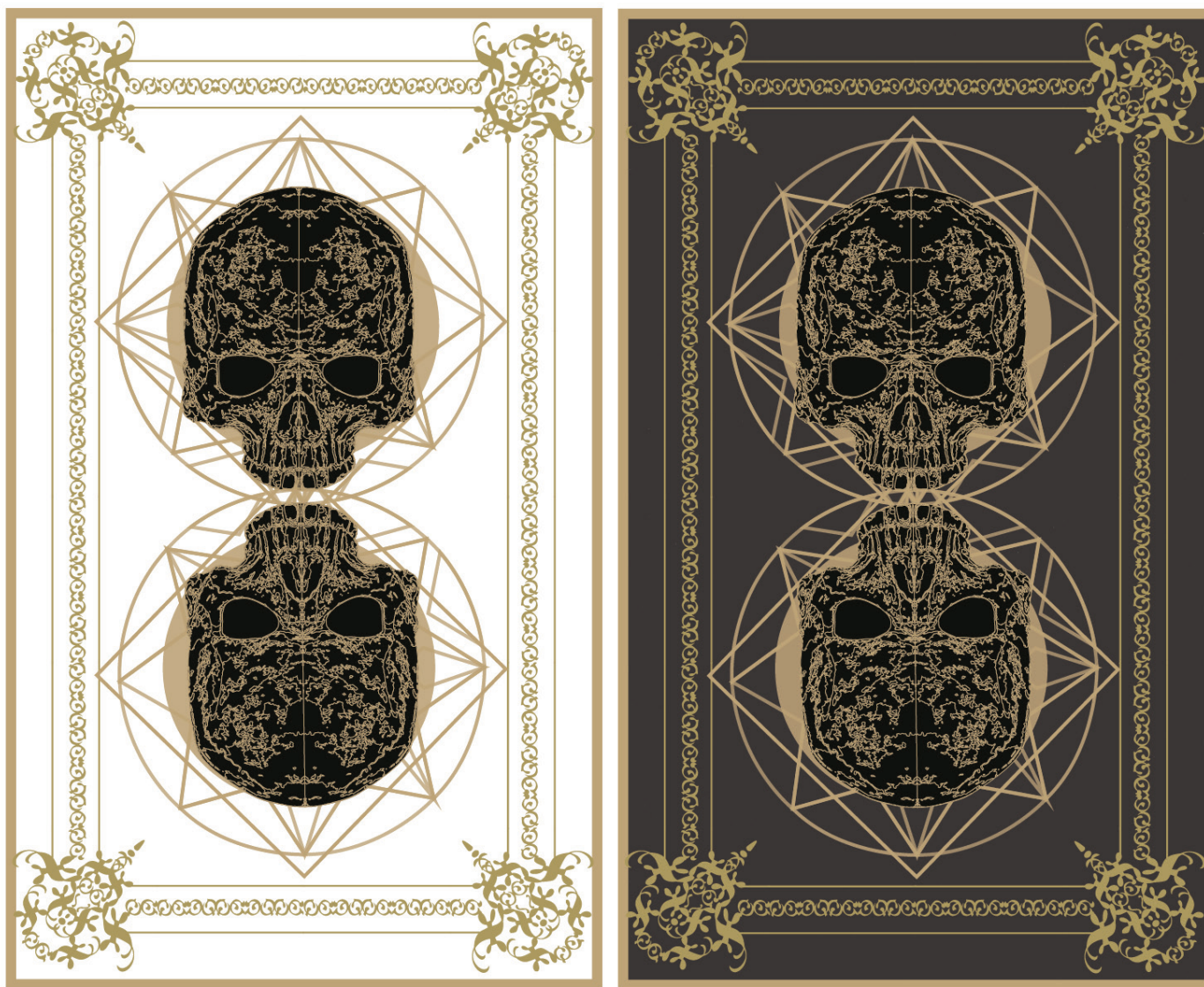


Exploring how the overall design will look for the entire package.
A look at the package from every angle possible to determine
how consumers will see the product to determine design
choices.

Illustration

GOTHIC CARDS

Gothic themed playing card set. The illustration represents the image on the back of every card. Gothic theme includes, skulls, pentagrams and witchcraft style elements. These were the basis for the design choices to create this illustration.



BACK OF PLAYING
CARD SET

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