

# LIDA FATHI

Graphic Design Portfolio

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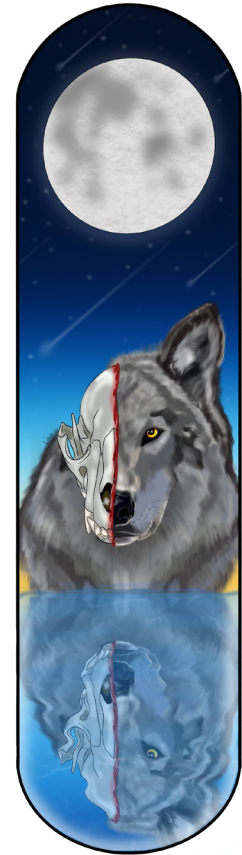
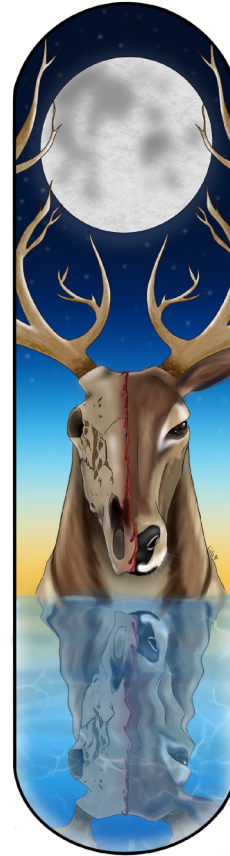


# Illustration

## Skateboards

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I designed and illustrated 3 skateboard designs using a combination of Procreate, Illustrator and InDesign. To bring the skateboards together as a collection, I gave them similar backgrounds, colour schemes and stances.

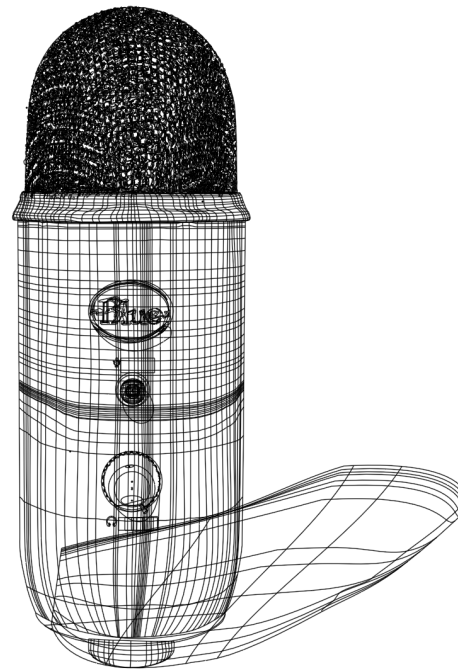


# Gradient Mesh

## Microphone

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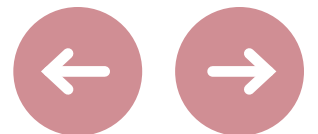
I was to create a realistic vectorized image of a microphone. Using Adobe Illustrator, I used the gradient mesh tool. This was done through a series of grids and mesh points that are applied to the shapes that I created inside of Illustrator.



Microphone Outline



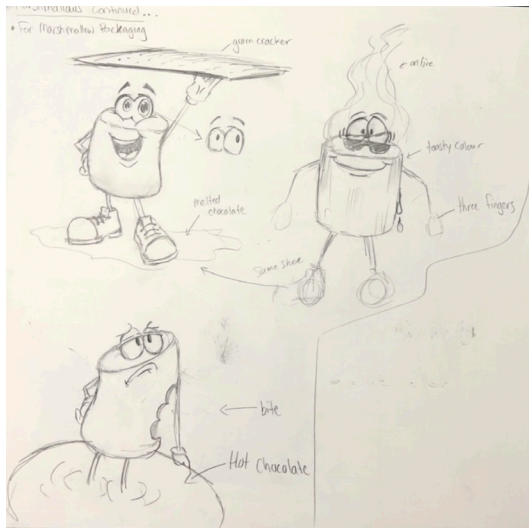
Microphone Gradient Mesh



# Mascot Illustration

## Marshmallow Advertisement

I designed and illustrated 3 marshmallow mascots for Kraft's Jet-Puffed advertisement. This was created using a combination of Procreate, Illustrator and InDesign. Since a lot of kids like marshmallows, having funny cute-looking marshmallow mascots on the front of a package may increase the chances of sales.



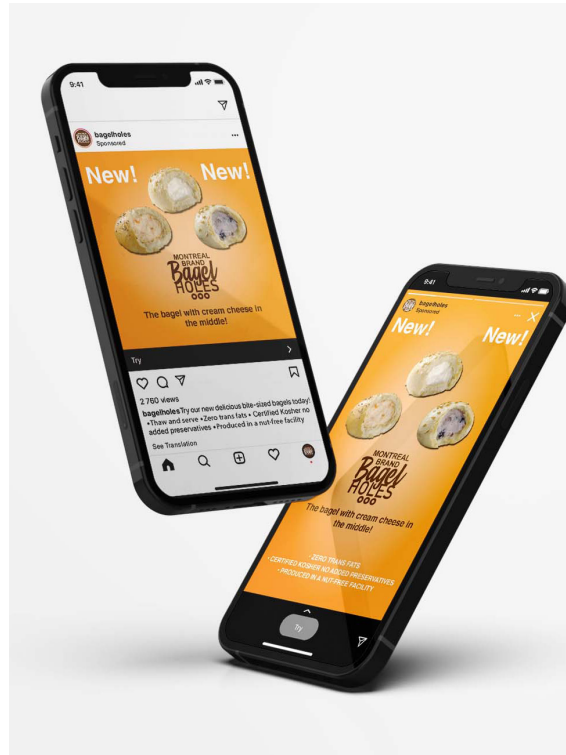
# Advertising Campaign

## Montreal Brand Bagel Holes

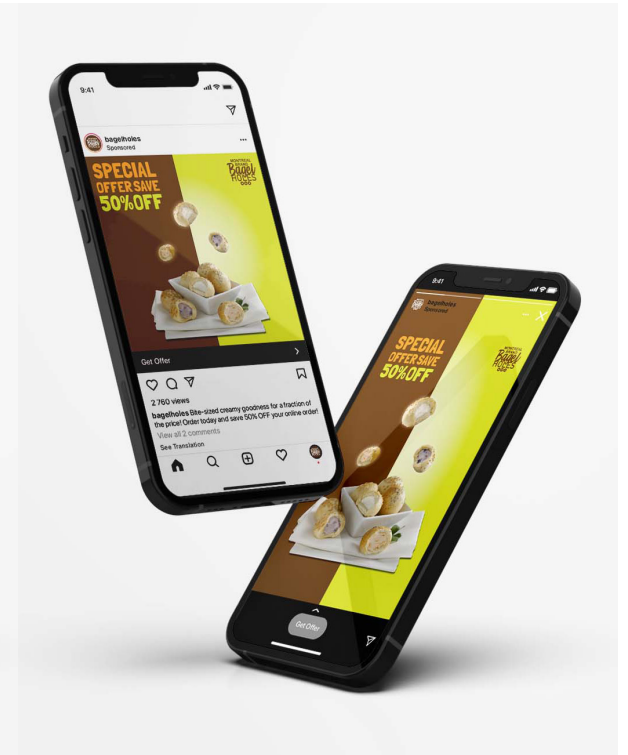
I designed instagram advertisements for "Montreal Brand Bagel Holes". Two of the designs are for the Top Of Funnel (TOF) and the other two for Bottom Of Funnel (BOF), each with an instagram story and post. I also created a magazine advertisement meant to please both TOF and BOF, and provided a mockup of it. I then created banner advertisements (One for TOF and one for BOF), as well as landing pages for the corresponding banner ads.

Please visit my website to see more designs! (Magazine advertisement, banner advertisements and landing pages)

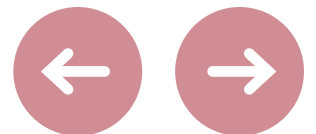
<https://lidafathi101.myportfolio.com/advertising-campaign>



TOF Instagram Advertisement



TOF Instagram Advertisement





# Photoshop

## Hybrid Animal

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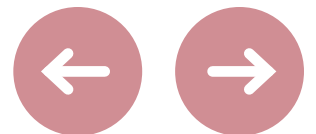
For this project I was to create a hybrid animal using parts of other animals. Using Photoshop I created "The Powl". I used many Photoshop techniques to seamlessly combine a mix of an owl and a pug.



# Package Design

## Halloween Card

For this project I was to design a 3D Halloween card using die lines and a properly formatted Illustrator file. I utilized Illustrator's pen tool as well as a lot of gradients to achieve this look.



# Illustrator Gradient Vector Art

## Violin

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To have a violin image able to be reduced or enlarged in size indefinitely, without any loss in image quality, I created a realistic vectorized version of a violin using Illustrator. This was done through creating many shapes and combining them with colour gradients.

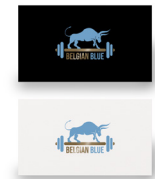




# Logo Design

## Belgian Blue

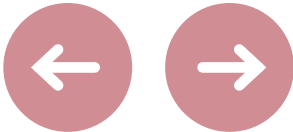
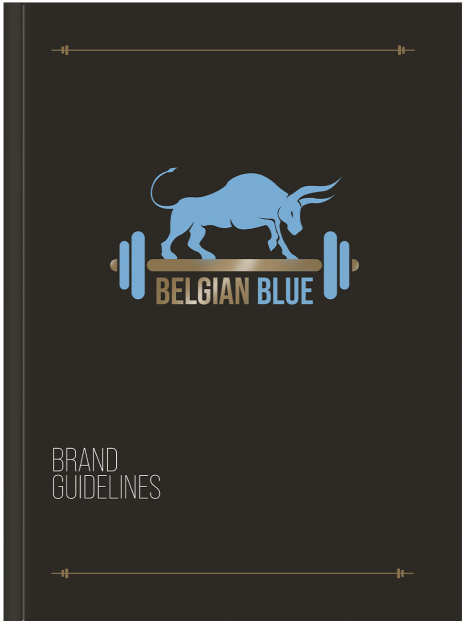
A good logo is distinctive, appropriate, visually pleasing and simple in form. I designed this logo for a fitness brand I created called Belgian Blue, and made sure it had the qualities of a good logo. It conveys brand's intended message. The logo was hand drawn and then vectorized in Illustrator. I have included some mockups for the logo.



# Editorial Design

## Belgian Blue

This is the brand style guide made for the brand I created called, Belgian Blue. It contains specifications on everything from typography and color to logos and imagery. This design lets everyone know exactly how to properly present this brand.



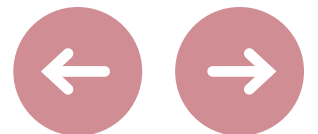
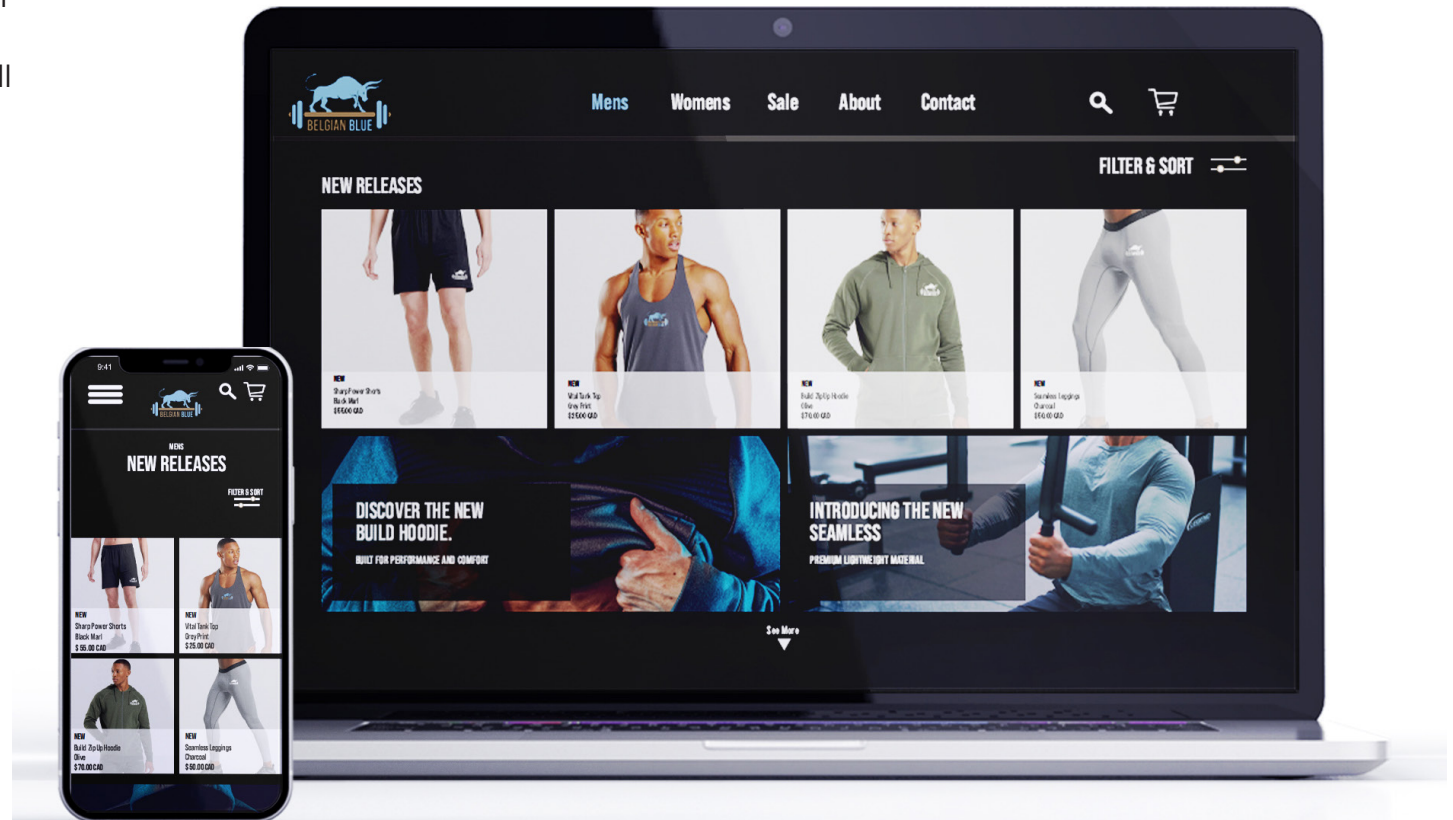
# Web Design

## Belgian Blue

I wanted to create a website design for the fitness brand I created.

Please feel free to explore the full design by clicking the link below.

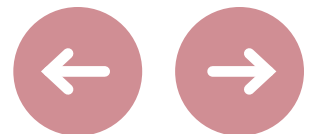
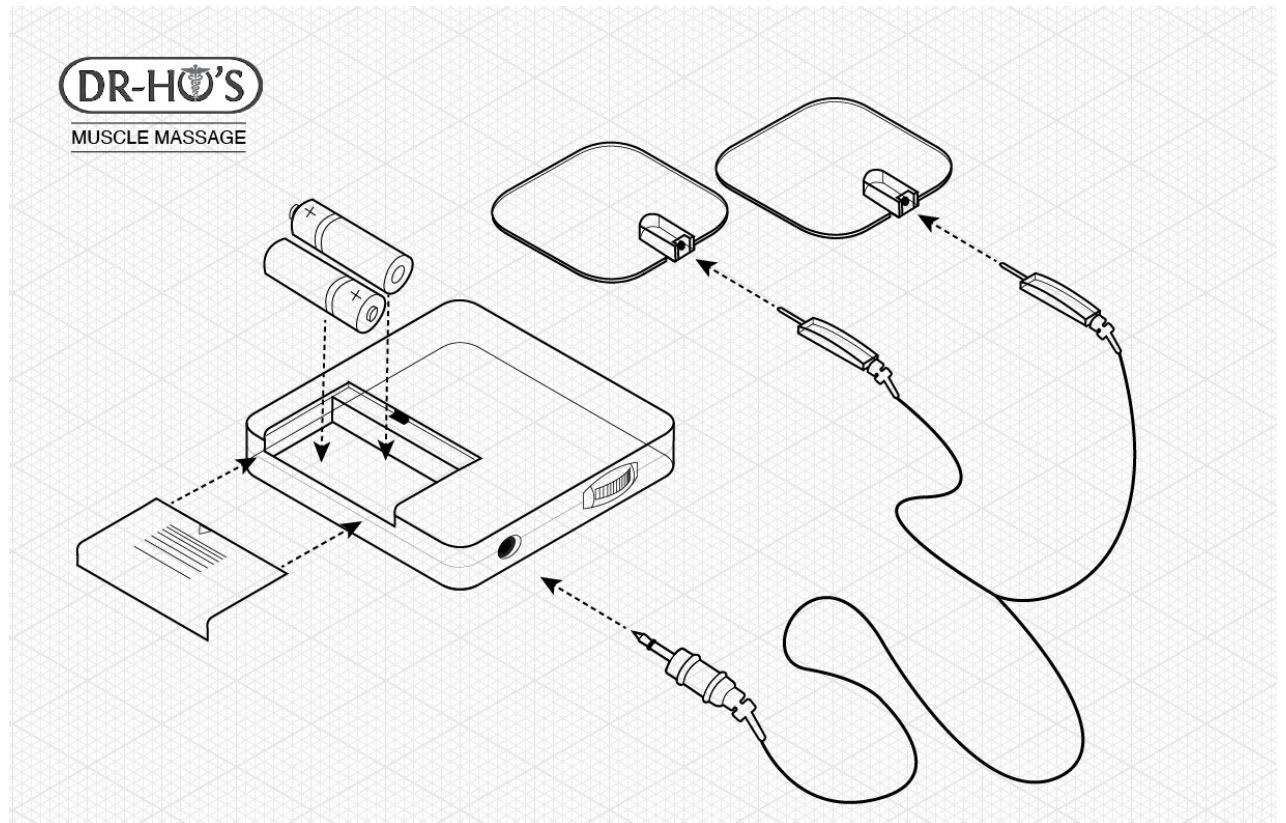
<https://xd.adobe.com/view/033b386d-624e-465f-9374-1017c1d0bb71-5668/?fullscreen>



# Isometric Instructional Illustration

## Dr-Ho's Muscle Massage

An isometric illustration created in Illustrator for the Dr.Ho's Muscle Massage machine. This illustration shows the three-dimensional instruction as to how to put the machine together.



# Thank You

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