

# REID

TSINGOS



## GRAPHIC DESIGN PORTFOLIO

## BRANDING ▶

B.R.A.I.N.S. Research

EZOC

Woodbehero

## EDITORIAL ▶

Iconoclast

Caravan

Cookbook

## ADVERTISING ▶

Poster Ad

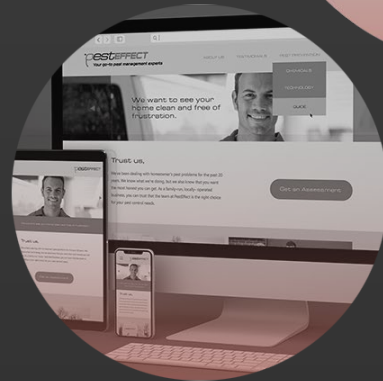
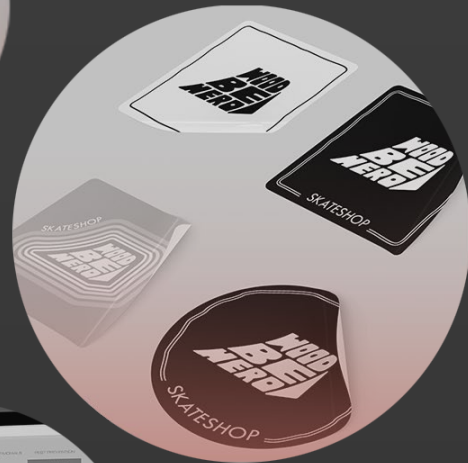
Hotstuf

Ad Remake

# BRANCHES & PROJECTS

REID  
TSINGOS

# BRANDING



**B.R.A.I.N.S.**  
research



BRANDING

**B.R.A.I.N.S. Research**







APPS USED

Ae

Ps

Ai

Id

B.R.A.I.N.S. Research is a company who specializes in neurodegenerative science and supplements to counteract traumatic brain injury effects. Logo(s), social media posts, brochure, business cards, event booth, styleguide & promotional videos have been created thus far.





BRANDING

EZOC





APPS USED

Ps

Ai

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EZOC, a fictional software development company who specialize in software for overclocking, which is compatible with a wide range of hardware components on the market. Logo, brand guidelines, ad banner and additional collateral were designed.





**WOOD  
BE  
HERO**

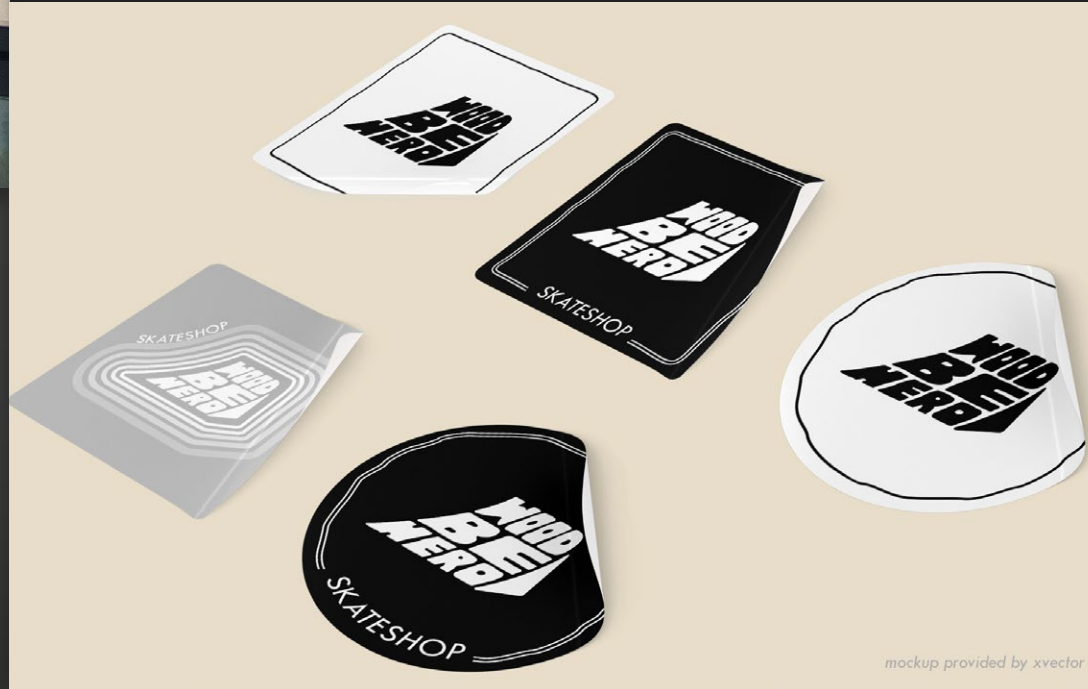


BRANDING

Woodbehero







APPS USED

**Xd**

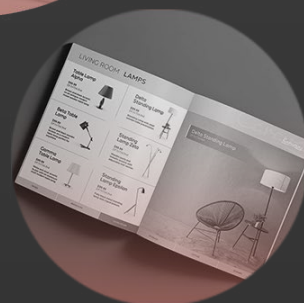
**Ps**

**Ai**

**Id**

Woodbehero, a fictional skateboard shop with locations across the continent. The branding is representative of a hand-drawn, rough, sketchy style associated with skateboarding culture. Logo, signage, stickers, web home page, and a full style guide were designed.





# EDITORIAL



EDITORIAL

Iconoclast







APPS USED **Ai** **Id** **Ps**

Iconoclast, a fictional coffee shop who are artsy, modern, and located near the downtown city core. Menu, logo, takeout bag and exterior signage were designed.





Caravan



EDITORIAL

Caravan





Caravan

Caravan

## LIVING ROOM | LAMPS

### Table Lamp Alpha

\$99.99  
DFJV734JN4

Brown and black accents on an antique-modern mixed wooden table lamp.



### Delta Standing Lamp

\$99.99  
DFJV734JN4

Standing Lamp with small wooden table presentation.



### Beta Table Lamp

\$99.99  
DFJV734JN4

Brown and black wooden accents on a modern table lamp perfect for anywhere.



### Standing Lamp Zeta

\$99.99  
DFJV734JN4

Wooden posts and metallic accents with adjustable mid-section.



### Gamma Table Lamp

\$99.99  
DFJV734JN4

White and silver accents to pair with an aluminum shaft modern table lamp.



### Standing Lamp Epsilon

\$99.99  
DFJV734JN4

Fully black metal standing lamp with tripod bottom.



### Delta Standing Lamp

DFJV734JN4



INTRO

BEDROOM

LIVING ROOM

STORAGE

OFFICE

KITCHEN

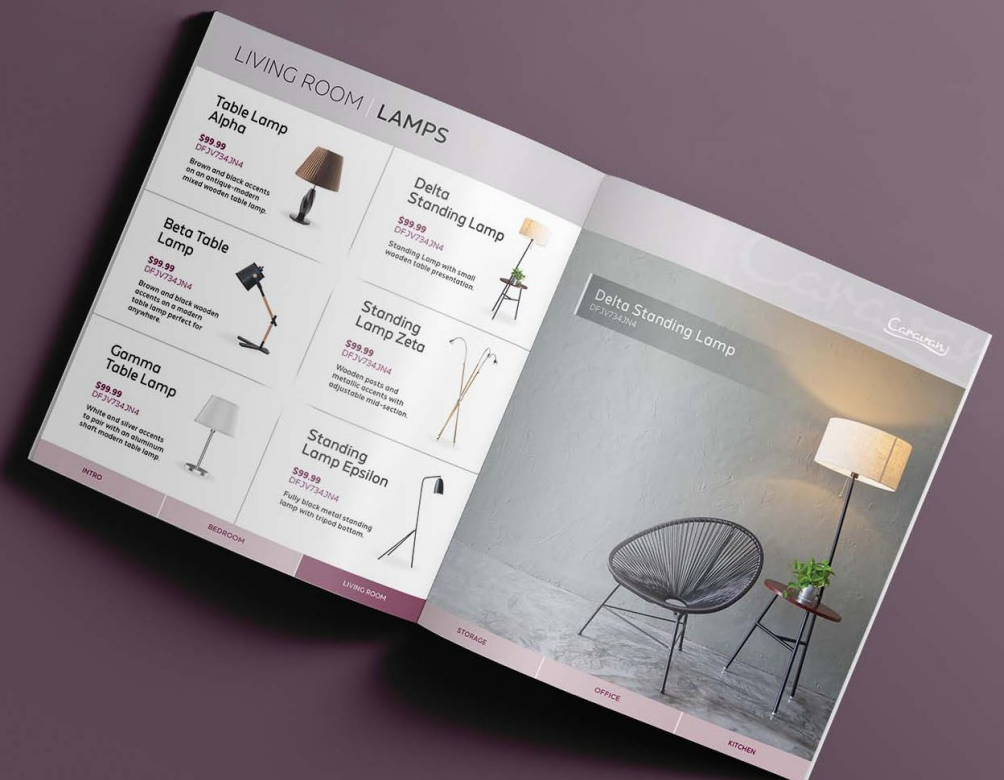
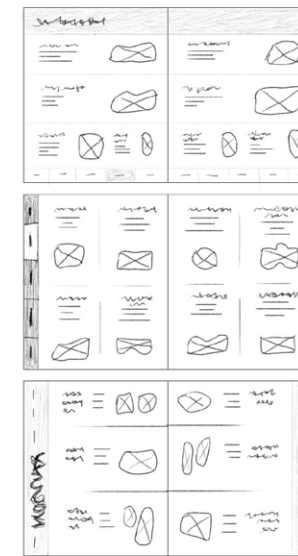
APPS USED

Ai

Id

Ps

Caravan, a fictional home furnishing store who are modern-rustic and have a wide variety of products to reflect this style. Its logo & brand colours, as well as a furniture catalogue design was created. Mockups were made in photoshop from blank stock imagery (from Adobe Stock).





EDITORIAL

Cookbook





# TARTES AUX FRUITS



## instructions

### Pie Dough

1. Mix the flour and sugar with a whisk until combined.
2. Combine butter with dry ingredients using a pastry cutter.
3. When the mixture resembles coarse crumbs, add ice water, one tablespoon at a time, and process until dough comes together.
4. Shape dough into a disk, wrap it in plastic wrap, and refrigerate for at least one hour.
5. Preheat oven to 400F.
6. Using a floured rolling pin, roll the dough on a well-floured work surface into a circle a few inches larger than the tart pan.
7. Carefully maneuver dough into the tart pan, trimming excess with a paring knife.
8. Prick the bottom of the dough with a fork to prevent the dough from puffing up as it bakes.
9. Blind bake until lightly browned, about 15 minutes. Set aside to cool.

### Vanilla Pastry Cream

1. In the bowl of an electric mixer fitted with the paddle attachment, beat the egg yolks and sugar on medium-high speed for 4 minutes, or until very thick.
2. Reduce to low speed, and add the cornstarch.
3. With the mixer still on low, slowly pour the hot milk into the egg mixture.
4. Pour the mixture into a saucepan and cook over low heat, vigorously whisking until the mixture thickens, 5 to 7 minutes.
5. When pastry cream reaches this stage, remove the pan from the heat and stir in the vanilla extract and the butter.
6. Transfer the pastry cream to a bowl, place a piece of plastic wrap directly on the surface to prevent a skin from forming, and refrigerate until cold.

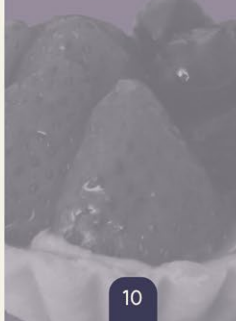
### Finishing

1. In a small saucepan, heat jam and water over low heat, stirring constantly, until it is melted.
2. Remove from heat and set aside to cool.
3. To assemble the tart, spread a layer of pastry cream evenly over the bottom of the tart crust.
4. Arrange the fruits decoratively over the top and apply the glaze to the fruits with a pastry brush.
5. Serve tarts immediately or cover and refrigerate for up to 12 hours.

## ingredients

- Fresh fruits of your choosing
- 1/4 cup jam or red currant jelly
- 2 tbsp water
- 1 and a quarter cup all-purpose flour
- 1 tbsp sugar
- 1 stick of unsalted butter
- Ice water
- Pinch of salt
- 5 egg yolks
- 3/4 cups of sugar
- 3 tbsp cornstarch
- 1 and a half cup hot milk
- 1 tsp vanilla extract

## 4 half-inch tarts



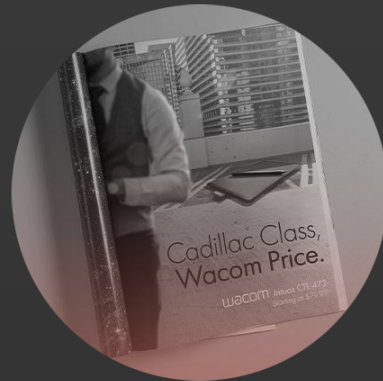
APPS USED

Id

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Through the process of thumbnail drawings, rough drafts, image sourcing & manipulation, and further refinement, a dessert cookbook was designed. Recipes and images were sourced from various locations online (for educational and portfolio purposes).





# ADVERTISING



ADVERTISING

Poster Ad







APPS USED

Id

Ps

Through the process of thumbnail drawings, rough drafts and further refinement, an advertisement poster for Beyond Meat was designed (for educational & portfolio purposes). Above you can see the imagery that was manipulated and joined together using Photoshop. Messaging and content was also created from scratch. Mockup provided by freepik.





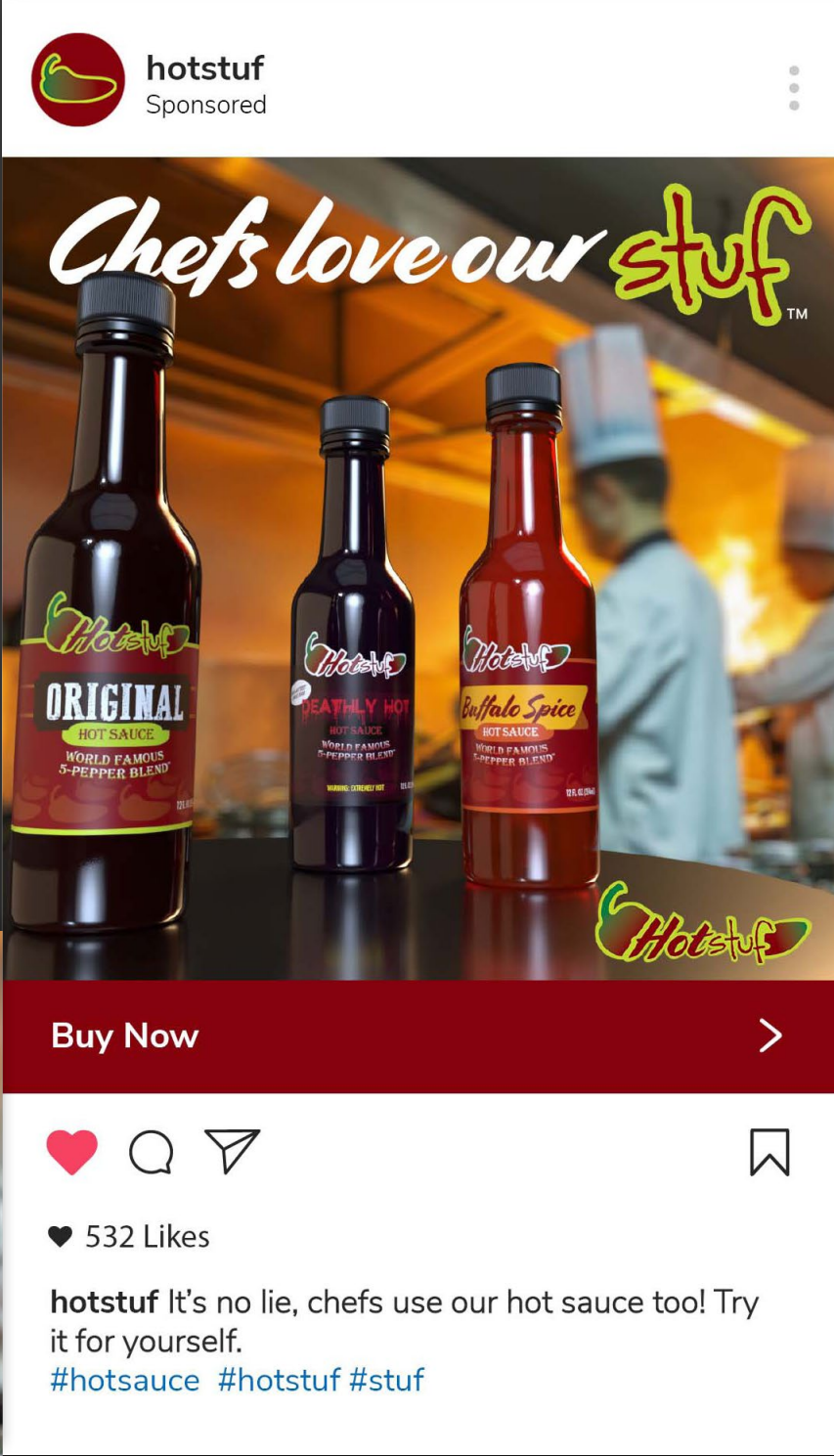


ADVERTISING

Hotstuf



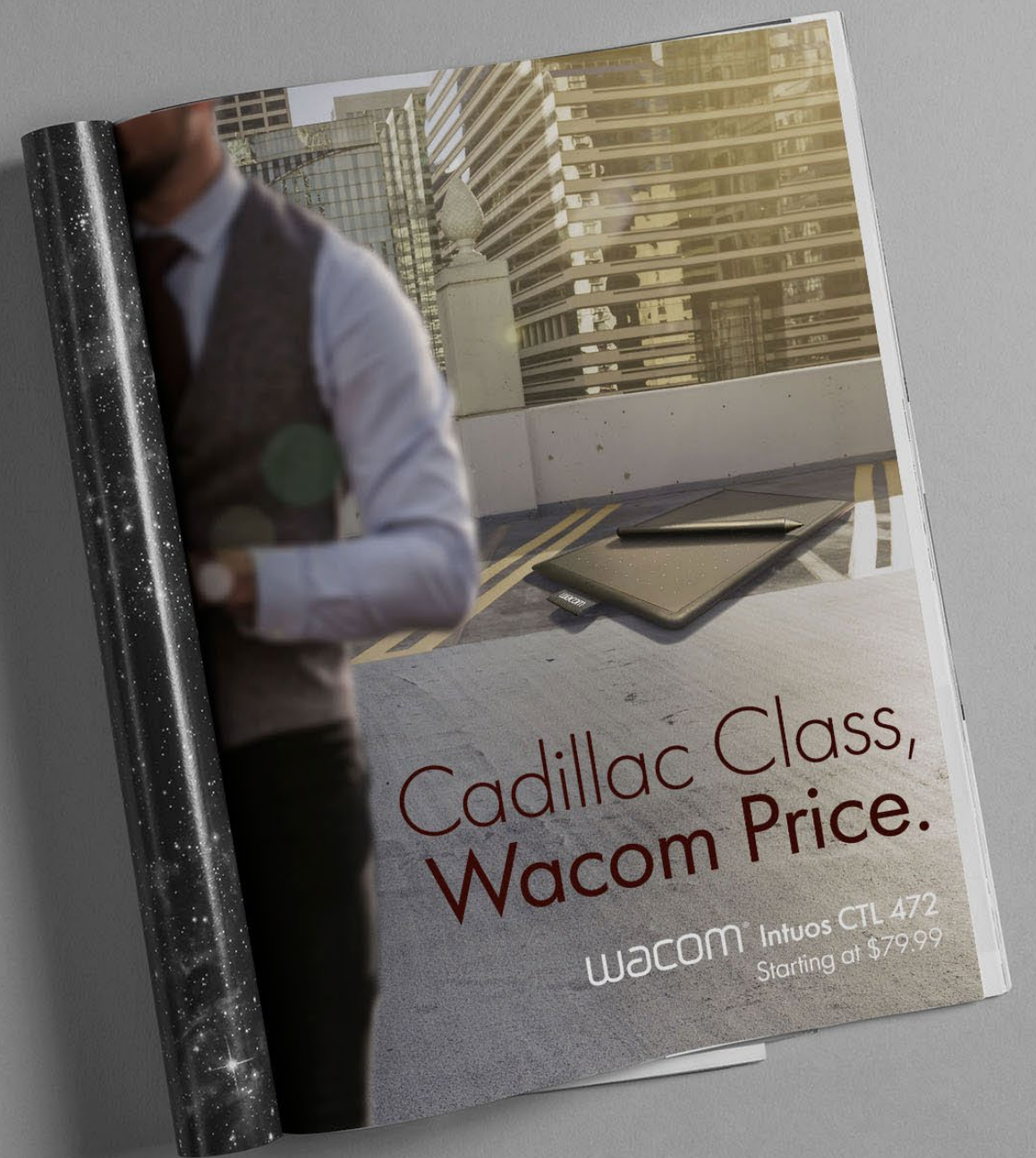




APPS USED **Ai** **Ps** **Dn**

Hotstuf, a fictional hot sauce brand, featuring 3 of their signature flavours all stemming from their “World Famous 5-Pepper Blend”. The labels & logo were produced from scratch within illustrator, as well as 3 advertisements featured in different formats. The 3d imagery of the bottles themselves was produced within Adobe Dimension.



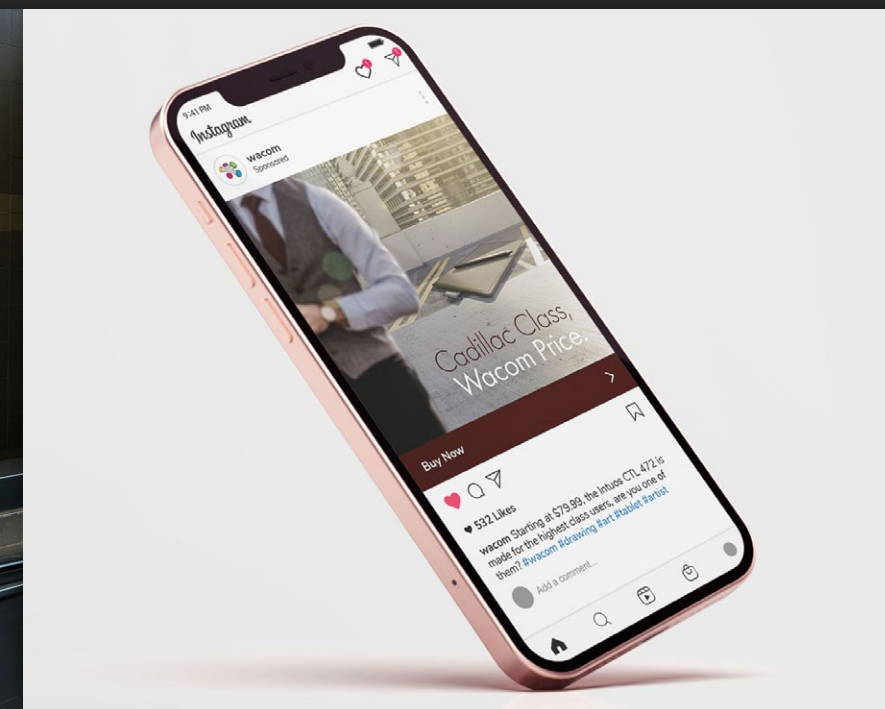
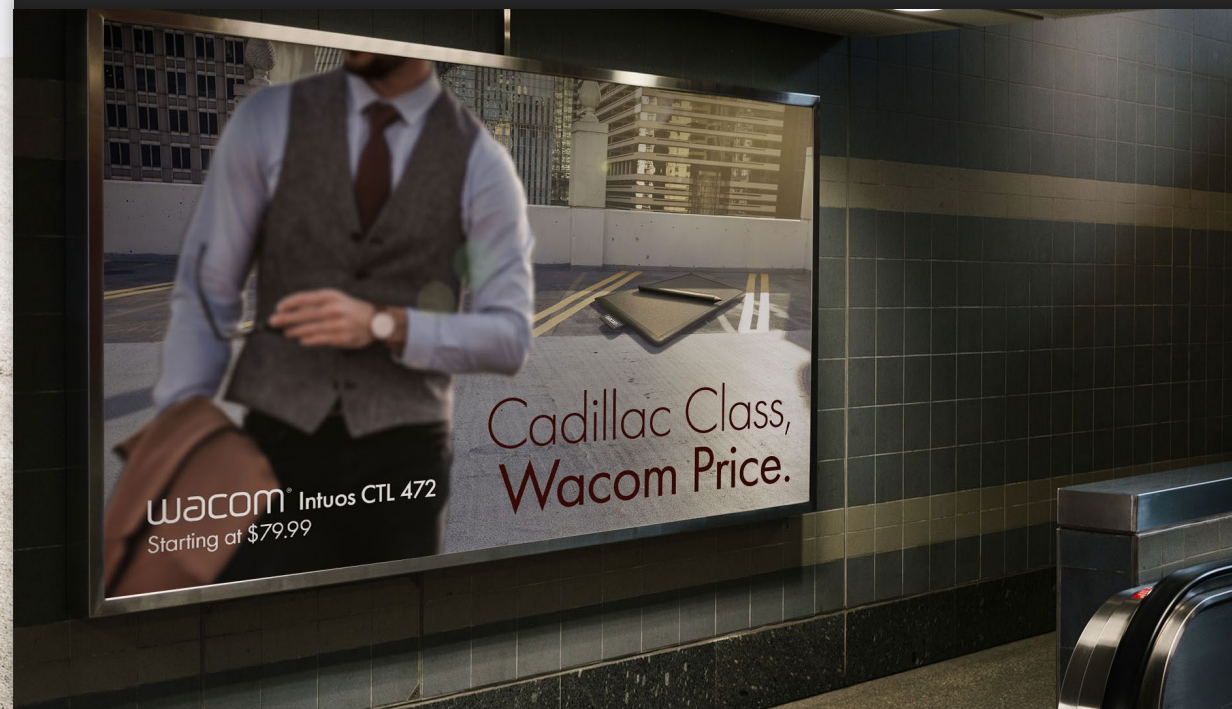
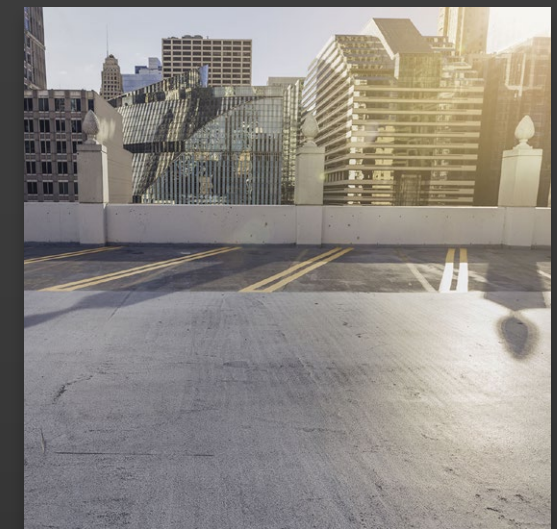


ADVERTISING

Ad Remake







APPS USED

Ps

A set of 3 differently formatted ads for the Wacom CTL472 drawing tablet (for portfolio purposes only). The parking lot scene and man in the foreground were sourced from stock imagery to add more to the effectiveness of the ad. The photo of the tablet was taken from the original ad and manipulated to fit into the scene, all done within photoshop.





# REID

## TSINGOS

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