Portfolio Book
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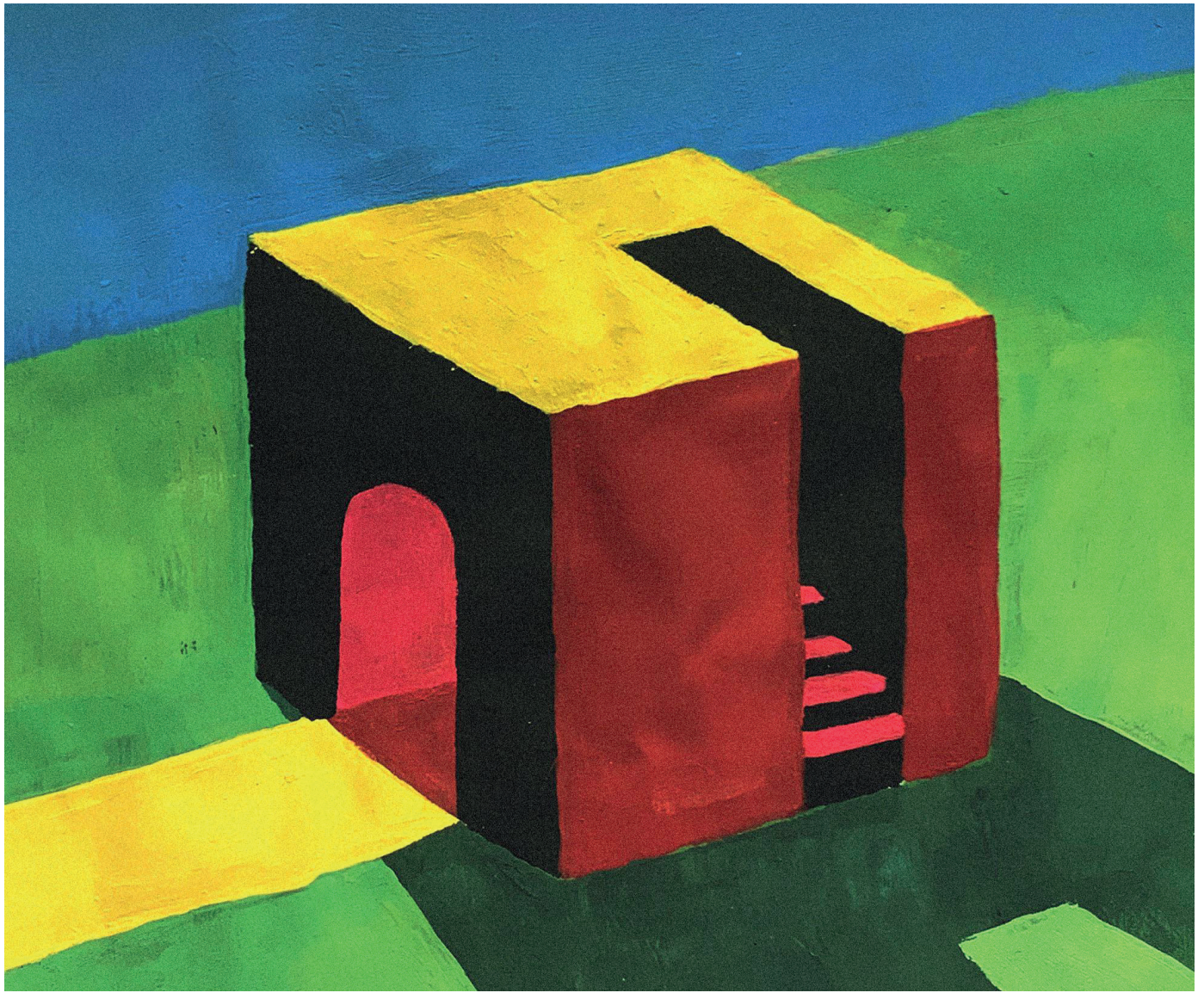


Nostalgia | Painting | August 2021

Hi,

My name is Zach and I am a creator.

For as long as I can remember I have had one core drive, to create.

This has lead me to learn a myriad of different skills over a variety of different mediums, including: traditional and digital art, web design, editorial design game design, video production, editing, music, and more.

I'm ready and excited to create with others for a purpose, to really make something good and to learn as much as I can in the process.

Contents

Art

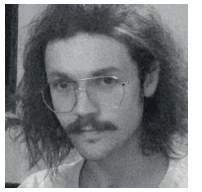
Design

& Special thanks to Deeezy, Mockups Design, Zippy Pixels, and Freepik for Mock ups

Cozy | Painting | August 2021

Zachary M. Taverner

Designer | Artist | Creative



Work Experience

Closing Manager
Metro Inc. | Mississauga, ON
August 2014 to Present

_Recipient of multiple Customer Service awards
_Admin Responsibilities + Several Departments

Full Time Co-op | Studio Hand
Rogers TV | Mississauga, ON
September 2015 to January 2016

_Audio Technician
_Camera Operator

Education

DCS / DEC in Graphic Design
Humber College
September 2019 to Present

Web and Interactive Media Design
Humber College
September 2017 to April 2019

DCS / DEC in Media Foundations
Humber College
September 2016 to April 2017

Skills

Graphic Design

_Adobe Suite (Photoshop, Illustrator, InDesign, Adobe XD) (5 - 10 years)
_UI Design
_Painting
_Sketching
_Typography Design
_Product design

Web Design

_UI design
_CSS (5 years)
_HTML5 (5 years)
_JavaScript (3 years)
_MySQL (1 year)

Certifications

WHMIS
November 2014 to Present

Standard First Aid and CPR
November 2015 to November 2018

Projects

RogersTV Coverage -
Scotties Tournament of Hearts Ladies Provincial Curling Championship
January 18 - 24 2016

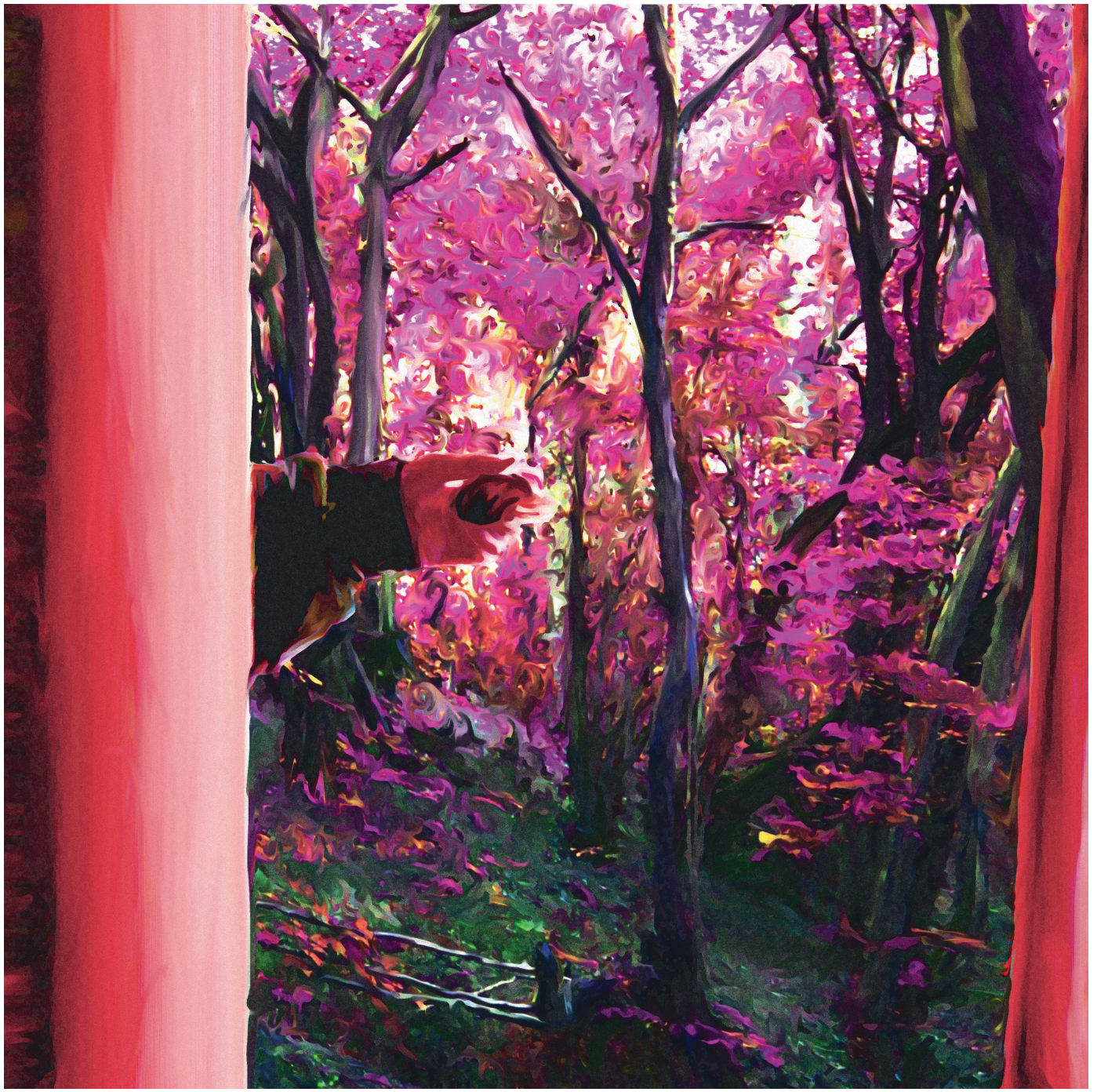
Setup, teardown, and operation of multiple television production equipments in service of successfully covering the tournament.

Metro.inc Brand Guidelines
Nov 2019

(School Project) Designed a Brand Guidelines package for Metro inc. The package was a success, as were the designs made using it later.

Kinton Ramen Restaurant Material Package
Oct 2021

(School Project)Created a double sided restaurant menu and window front animation using brand assets and editorial reasoning. The package was very well recieved.

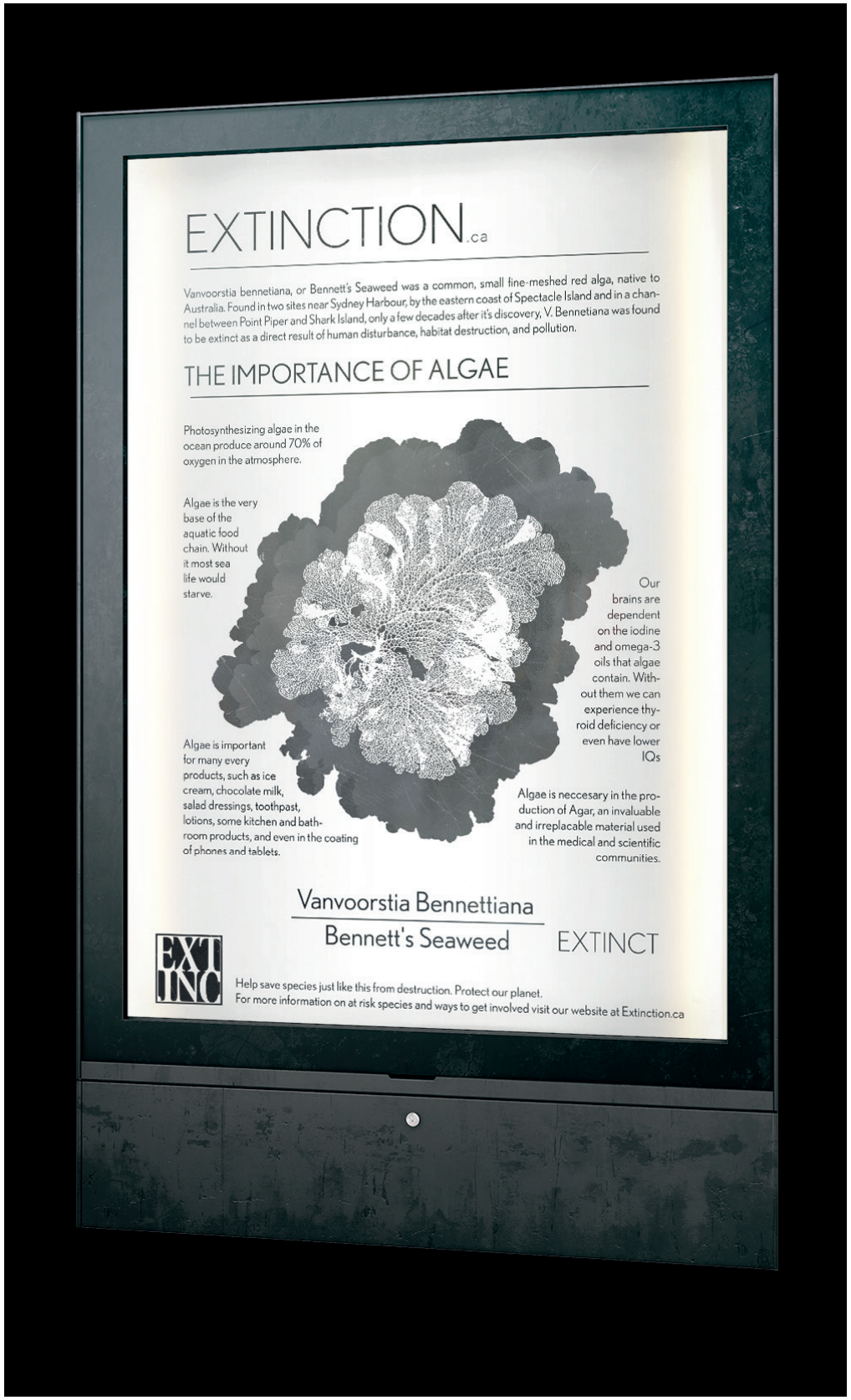


Haha Come Get It | Mixed Media Illustraton | November 2019

Next:

EXTINCTION.ca | Environmental Display Design
February 2022

_Concept Development
_Information Research & Communication
_Graphic Design
_Art Design



EXTINCTION.ca Environmental Display Series

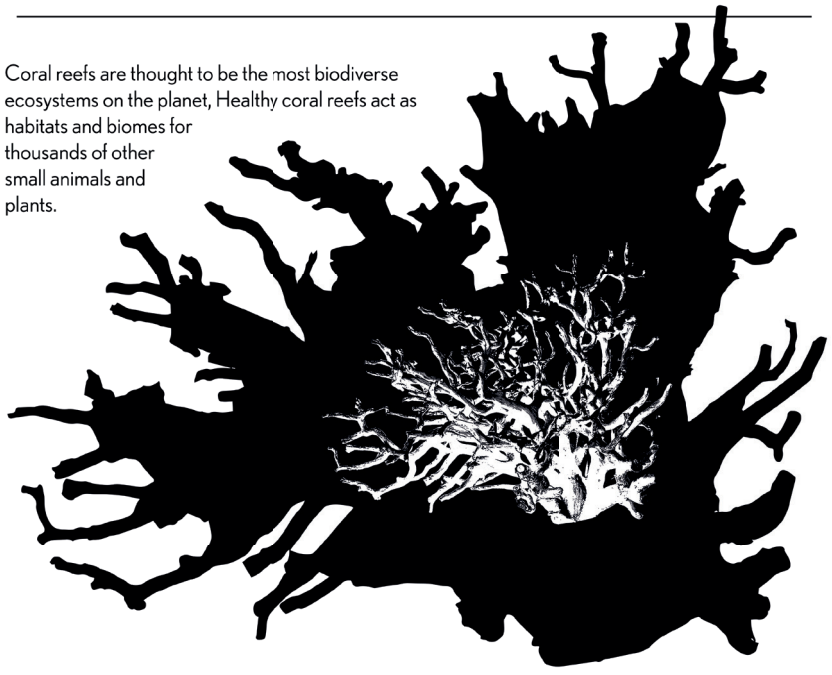
This series of clear acrylic display pieces was created as a mock environmental campaign, inspired by museum pieces and science center displays, for a college culminating class. The displays are see through, reversable, and are meant and mocked for outdoor displays.

EXTINCTION.ca

Corallium Rubrum Ogasawara, or Ogasawara Red Coral was a coral species found off of the coasts of Japan's Ogasawara Islands. Prized for their aesthetic qualities, Chinese poachers illegally harvested as much of the coral as possible, destroying the ecology of the seabed in the process. Ogasawara Red Coral was declared exinct in 2017.

THE IMPORTANCE OF CORAL

Coral reefs are thought to be the most biodiverse ecosystems on the planet, Healthy coral reefs act as habitats and biomes for thousands of other small animals and plants.



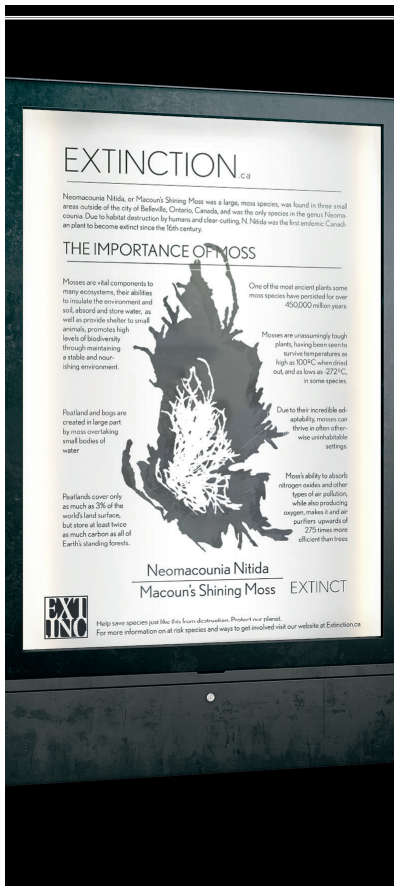
Coral has a symbiotic relationship with an algae species called Zooxanthellae. The coral provides a safe and healthy environment for the algae, which in turn produces oxygen and other nutrients for the coral. Together they remove wastes from the water and convert carbon dioxide into oxygen.

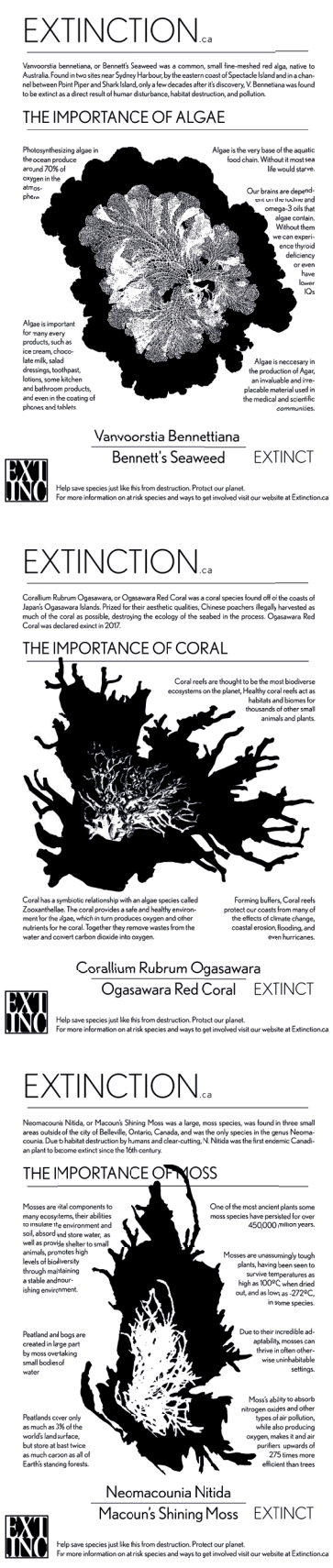
Forming buffers, Coral reefs protect our coasts from many of the effects of climate change, coastal erosion, flooding, and even hurricanes.

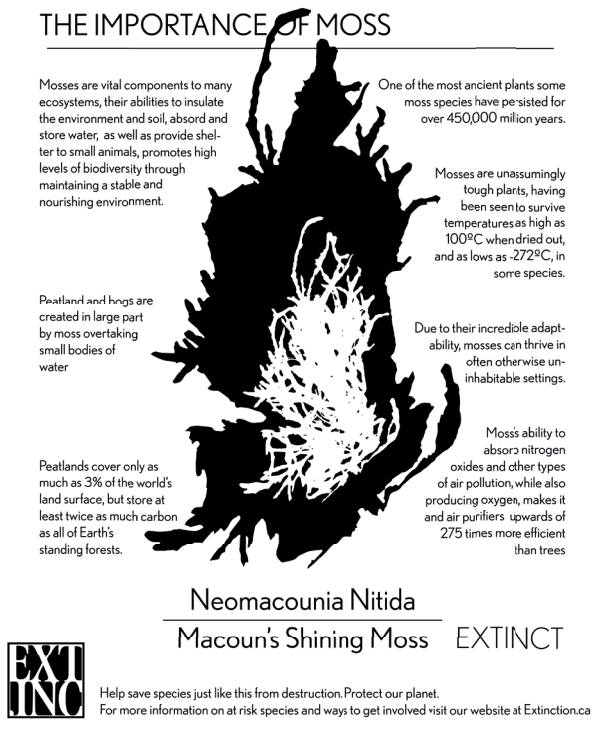
Corallium Rubrum Ogasawara
Ogasawara Red Coral EXTINCT

EXT INC

Help save species just like this from destruction. Protect our planet.
For more information on at risk species and ways to get involved visit our website at Extinction.ca







Concept Details

Description

The concept for this piece is that it will be printed on clear acrylic, the image is reversible with the focal point being a now extinct species of animal or plant surrounded by a large clear window in the silhouette of the subject. The surrounding information includes a description of the subject, how it went extinct, and brief facts about how the subject and it's surviving relatives are important to our environment and lives. The piece ends with a call to action for the EXT.INC site Extinction.ca

Print

Printing will be double sided on acrylic sheets 24"x52" which will approximately ~$400

Close The Door | Mixed Media Illustration | October 2021

Next:

Colour Me Better | Editorial Layout Design
February 2022

_Editorial Design
_Typography Design
_Art Design

Colour Me Better Print Editorial Design

"Colour Me Better" is an article written for Nature.com by Alla Katsnelson, regarding accessible design in science visualisation imagery. This has been reformatted and redesigned as a print article for a college project.

Scott Harden can't see rainbows.

"When I look at a rainbow, I see two or maybe three colours, and they're not evenly spaced out," he says So when scientific figures use a rainbow colour map, he finds them largely uninterpretable.

A neuroscientist at the University of Florida in Gainesville, Harden has protanomaly: he cannot differentiate red from green pigments because of a genetic mutation that affects how the cones of his retina detect red light.

Red–green colour blindness is the most common form of colour vision deficiency; blue–yellow colour blindness is less common, and achromatopsia, the inability to see most colours, is rarer still. In northern Europe, 1 in 12 men and 1 in 200 women have a colour vision deficiency — enough people that making your work accessible is simply the right thing to do, says Harden. "I consider using colour-blind-friendly palettes and colour maps as a way to express empathy to people who are truly interested in your work."

But to put those numbers in more pragmatic terms, if all three of a paper's reviewers are male and of northern European descent, there's a one in five chance that one of them will have a colour deficiency.

Poor colour choices can also distort data. A study published in 2011 found that physicians were significantly worse at diagnosing heart disease from arterial scans that used a rainbow scale than from scans designed for improved perception1. And people are generally less able to resolve gradations in red than in other colours, so colour combinations that rely heavily on red can obscure details in the data. And some colour schemes do not translate well to greyscale — an important consideration when scientists print papers in black and white for offline reading.

Most data visualization packages include colour maps that are accessible to people with colour vision deficiencies, and tools are available online for selecting appropriate hues (see 'Tips and tools'). Yet researchers rarely seek out these resources, because they aren't trained to think about colour selection, says Helena Jambor, a data-visualization scientist at the Dresden University of Technology in Germany.

In a study published in March, Jambor and her colleagues found that almost half of cell-biology papers and up to one-quarter of physiology and plant-science papers in leading journals contained images that would be completely or partially inaccessible to readers with deuteranopia, another form of red–green colour blindness. "The tools are there for anybody that really wants them," says Claus Wilke, a computational and evolutionary biologist at the University of Texas at Austin and author of Fundamentals of Data Visualization (2019). "The biggest challenge is actually to teach people to pay attention."

Whether you're mapping ocean temperature, graphing vaccination levels or imaging proteins in a cell, don't simply accept the default colour settings in the software, says Ryan Renslow, a chemical engineer at the Pacific Northwest National Laboratory in Richland, Washington. "Most commercially available software doesn't have the best default colour maps," he says.

All colour maps assign a hue to each value in the data set to visually represent how those values change, and tools such as Matplotlib, a library for creating visualizations in the programming language Python, and ggplot, the equivalent in R, offer several to choose from. But for the most accessible and understandable images, avoid those that use rainbows, such as Jet, says Fabio Crameri, a geophysicist at the University of Oslo, who co-authored a 2020 article offering guidance on the use of colour in scientific images.

Tips and tools

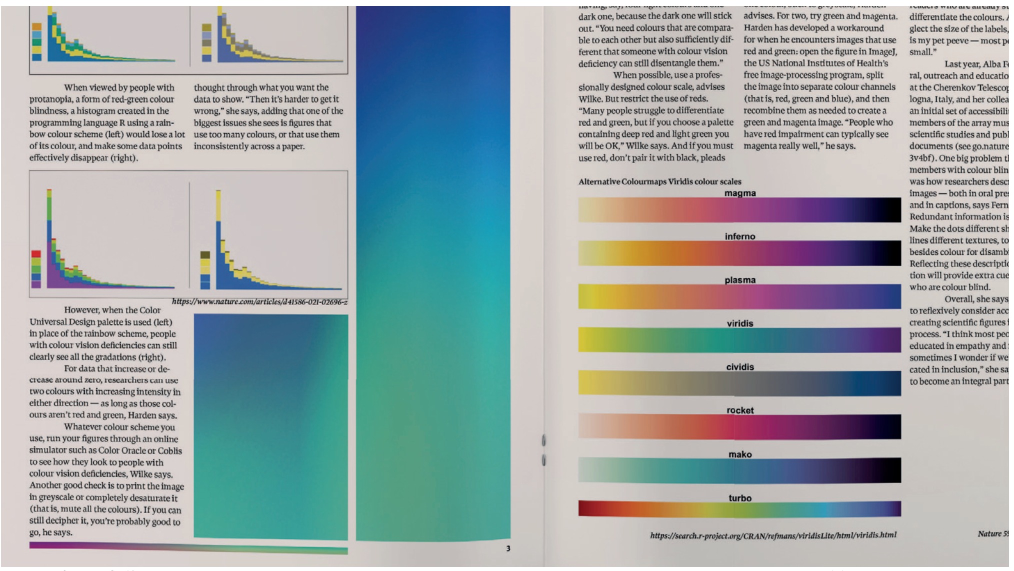
Some basic principles can be applied to generate accessible images.

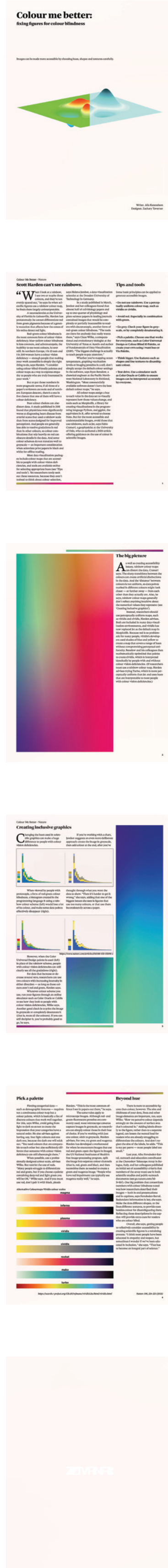
- **Do not use rainbows. Use a perceptually uniform colour map, such as viridis or cividis.**
- **Avoid red. Especially in combination with green.**
- **Go grey. Check your figure in greyscale, or by completely desaturating it.**
- **Pick a palette. Choose one that works for everyone, such as Color Universal Design or Colour Blind 10 Palette, or create your own using i want hue or Viz Palette.**
- **Think bigger. Use features such as shapes and line textures to disambiguate colour.**
- **Test drive. Use a simulator such as Color Oracle or Coblis to ensure images can be interpreted accurately by everyone.**

The big picture

As well as creating accessibility issues, rainbow colour maps can distort the data, Crameri says. The sharp transitions between the colours can create artificial distinctions in the data. And the 'distance' between colours is not uniform, so data points marked in different colours might look closer — or further away — from each other than they actually are. Also, he says, rainbow colour maps generally don't reflect anything intuitive about the numerical values they represent (see 'Creating inclusive graphics').

Instead, researchers should use perceptually uniform maps, such as viridis and cividis, Harden advises. Both are included in many data visualization environments, and viridis has now replaced Jet as the default map in Matplotlib. Because red is so problematic for many people, viridis's developers used shades of blue and yellow to create a map that covers a range of hues without compromising perceptual uniformity. Renslow and his colleagues then mathematically optimized that palette to create cividis, which is interpreted identically by people with and without colour vision deficiencies. (If researchers must use a rainbow colour map, Harden advises trying Turbo, which is more perceptually uniform than Jet and uses hues that are interpretable to most people with colour vision deficiencies.)





Design Rationale

The nature of this article being web based and science focused means that the print article being designed will be less creative / free form and so the inspiration taken is heavily grid based and generally plain in order to emphasise the imagery in direct relation to the subject matter.

The Use of a 3 column grid will neatly organise information with a modular style. Leaning into the visual of the grid will relate to the scientific and accessible themes, as well as showing attention to communication, the core message of the article.

As the article is about accessibility regarding light, and woRking within that space, the intetional use of palettes and layouts allegorical to a colour blind experience, using "filters" may help the audience better understand how information and visuals can be obscured or simply made less legible by the condition.

In terms of visuals minimalism and simplicity are ideal as the article is fairly serious in tone and subject matter, and as the subject is primarily about scientific visuals, keeping that imagery as the main visual interest is of some importance.

Beyond keeping attention on the article's purpose, imagery that I may use will be simple art referencing colour, eyes, and the light spectrum.

The font chosen Bennett, Bennett Display was used for headlines and Bennett Text Two was used for all else, my reasoning for this is that Bennett has a clean professional look.

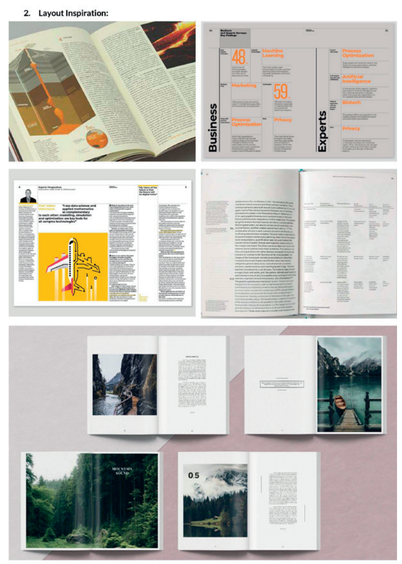
In any kind of wellness or cientific design Futura or Nobel have sans serif deco styles. They have a clean, clinical, almost medical feeling, feeling advanced and technological.

For a full printed article article focused on science communication a serif font is more fitting because it is easier to read long for longer periods as well as hearkening back to the old- -school science communication most of us experienced through textbooks and CRT's on plastic wheelie stands.

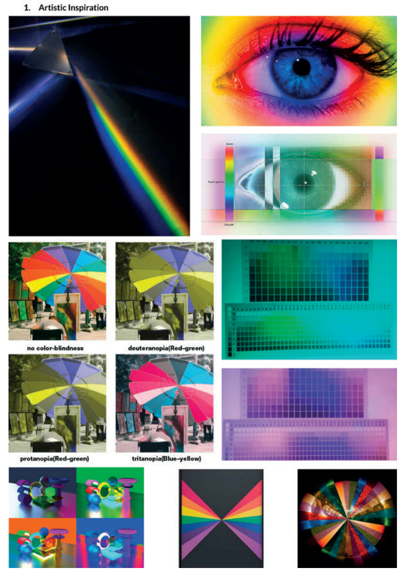
Bennet is a font that carries the smart design style of a font like Futura while maintaining the proper elegance and usability of a serif font.

Inspiration Boards

2. Layout Inspiration:



1. Artistic Inspiration



Pier | Photograph | September 2021

Next:

Re Mind | Design Research Project
September - December 2021

_Research Study
_Concept Development
_Graphic Design
_UX Design

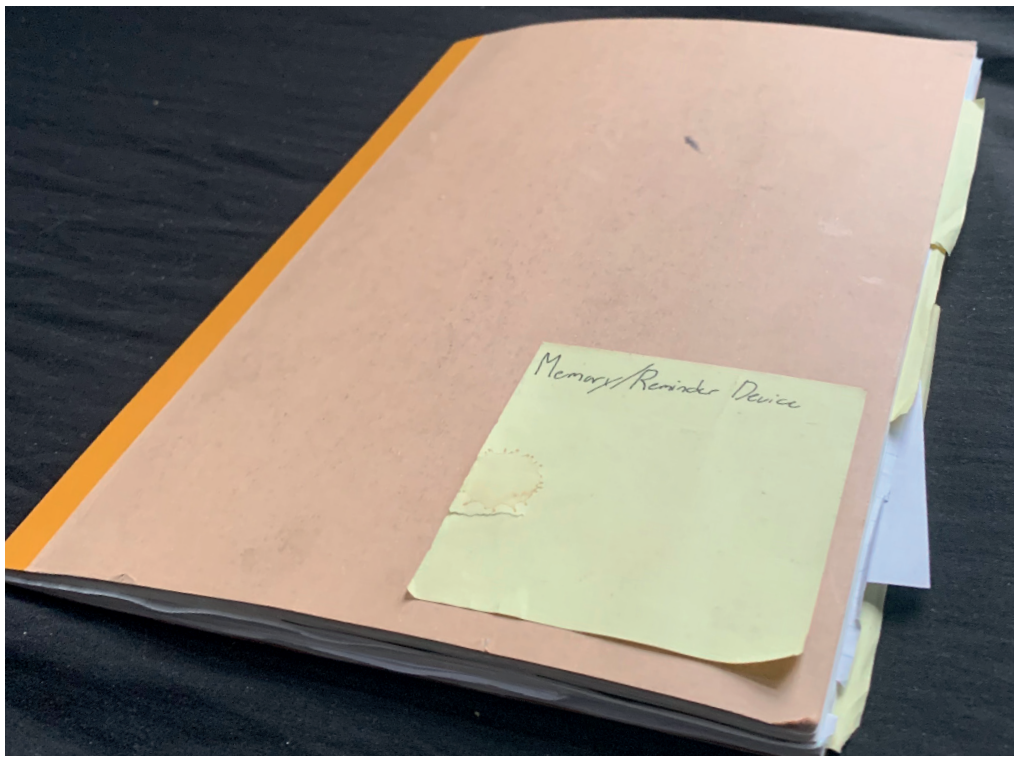
remind

Re Mind Design Research Project

This app design is the final culmination of a semesters long research assignment into scheduling and productivity tools, and their digital couunterparts. The resulting app has more refined functionality and sleeker ease of use to it's competition.

Inspiration

_Accessibility & Quality of life issues.
_Lack of innovation on scheduling in the digital age.

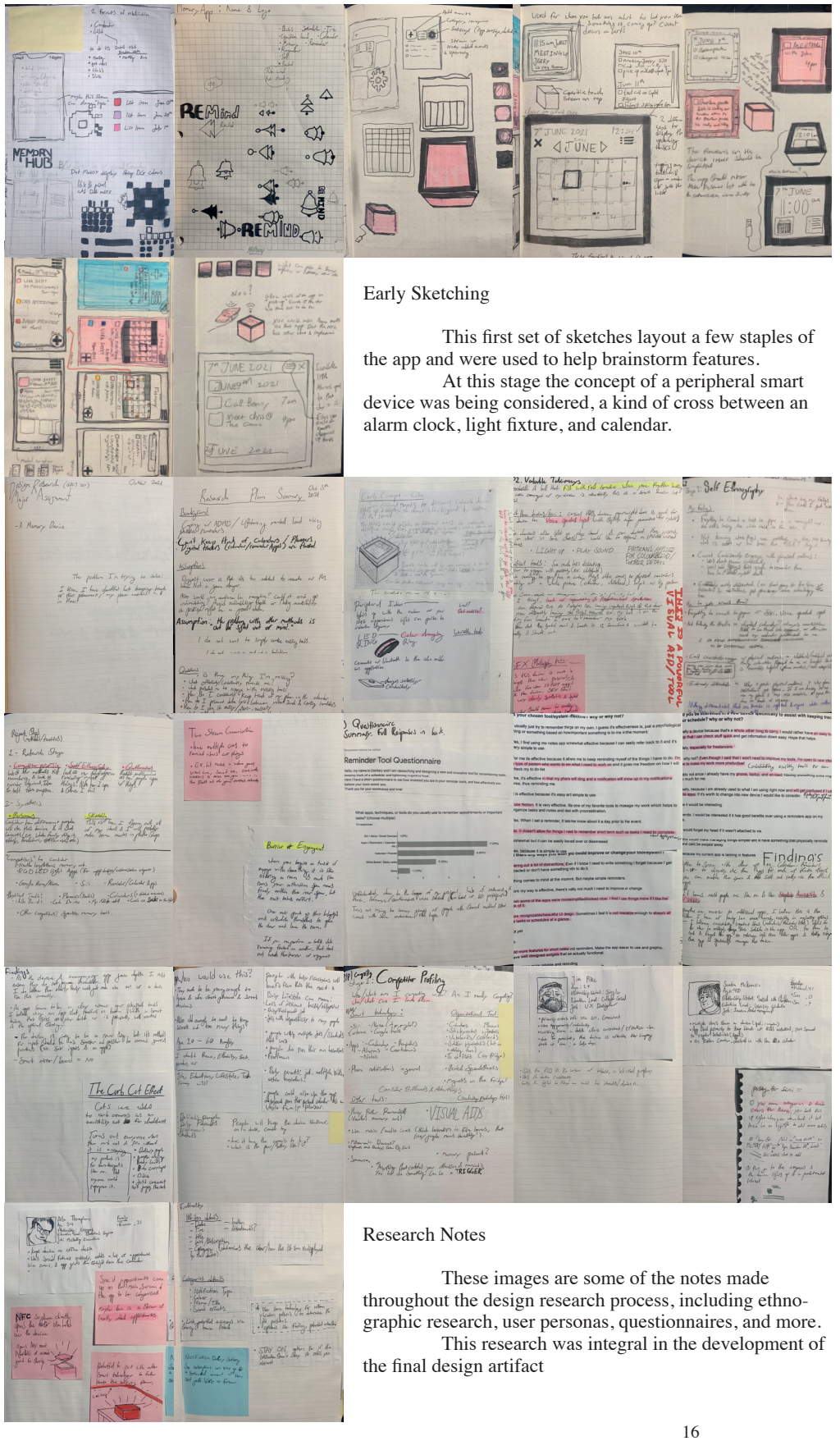


1 | Re Mind Research Journal

In order to best keep track of the months long research project an in depth journal was kept ,documenting the process, and collecting all information, notes, project documents, and miscelaneous related materials.

Research Stages

_Competitor Profiling
_Ethnographic Research
_Questionnaires
_Personas
_Sketching



Early Sketching

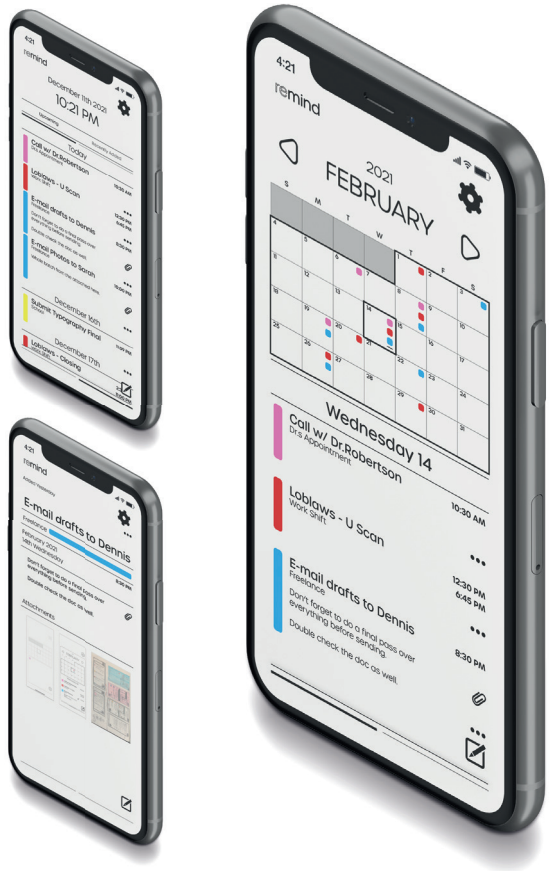
This first set of sketches layout a few staples of the app and were used to help brainstorm features.

At this stage the concept of a peripheral smart device was being considered, a kind of cross between an alarm clock, light fixture, and calendar.

Research Notes

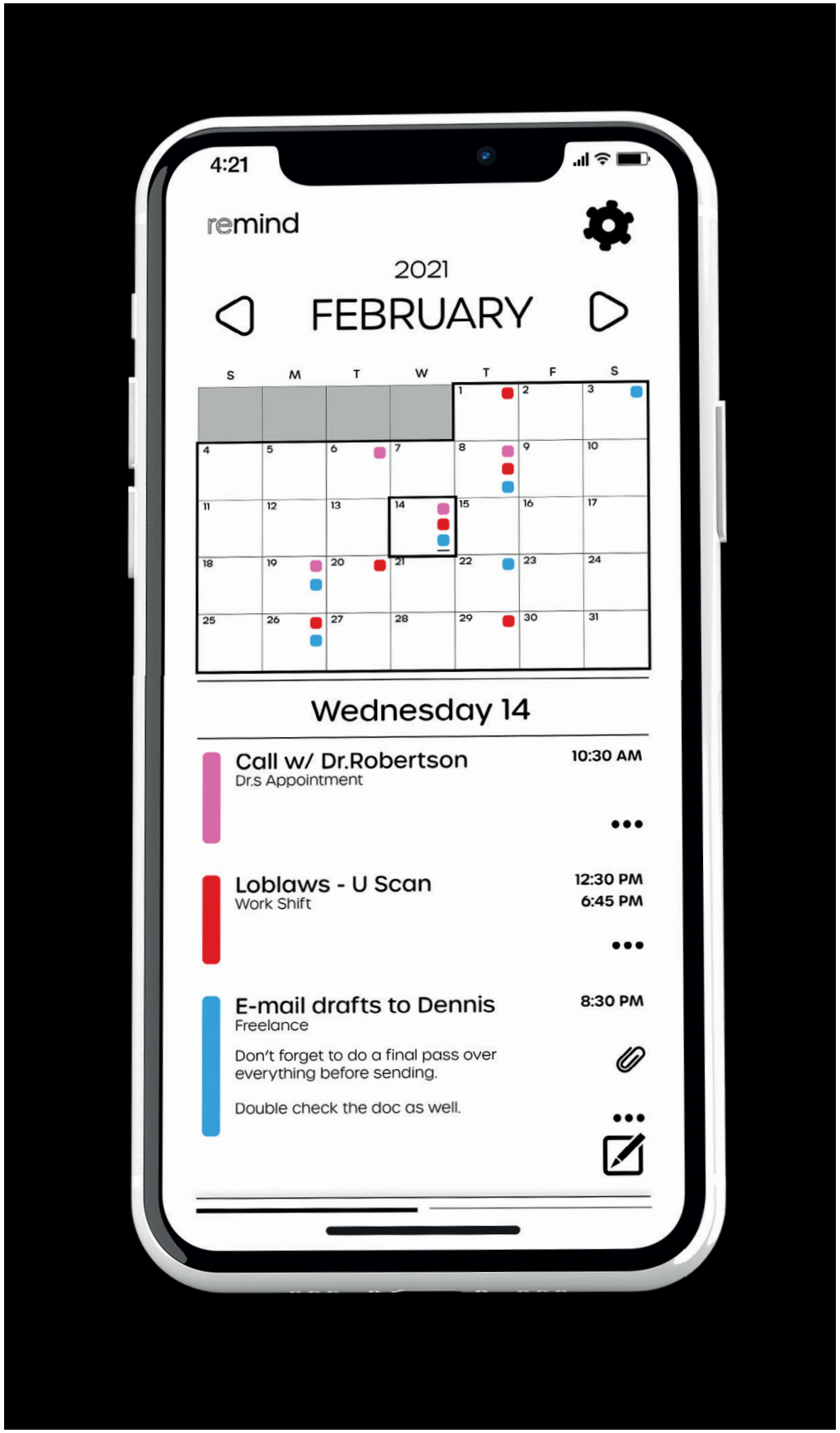
These images are some of the notes made throughout the design research process, including ethnographic research, user personas, questionnaires, and more.

This research was integral in the development of the final design artifact



2 | Re Mind App Design

Once research was completed an app face was designed and mockups were created.



remind

Style Guide

Font: Urbane Rounded
(Tracking: 5)

Logos

remind

remind

App Assets

Category Indicators

Close

Settings

New Event

Attachment Indicator

Arrows

Calendar Assets

Selected date

Notification Indicators (maximum 3) Bar indicates "more"

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Event Breakdown

Timing of Event

Title of Event
Event Category Name

Description of Event

Can include any details or links.
Can be any lenght including none.

8:30 PM

Category Colour Indicator

Attachment Indicator

Edit Event

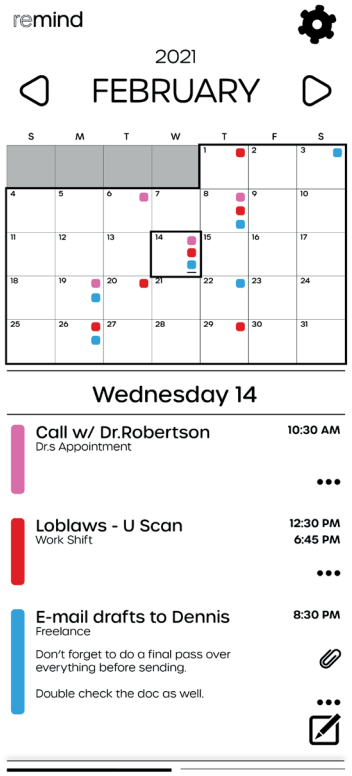
1 pt

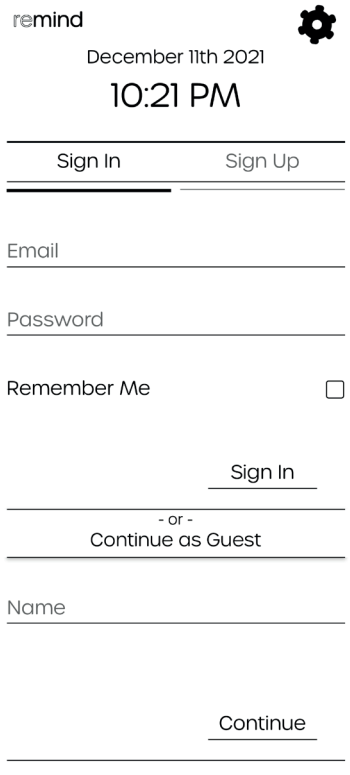
2 pt

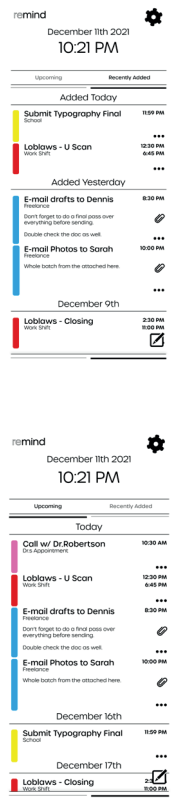
Scrollability Indicator

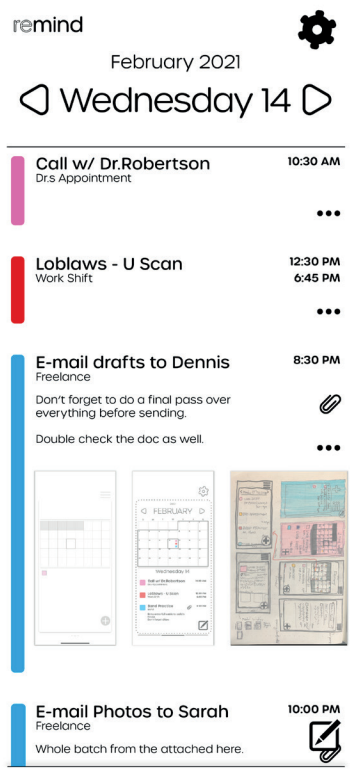
Page Indicator (active)

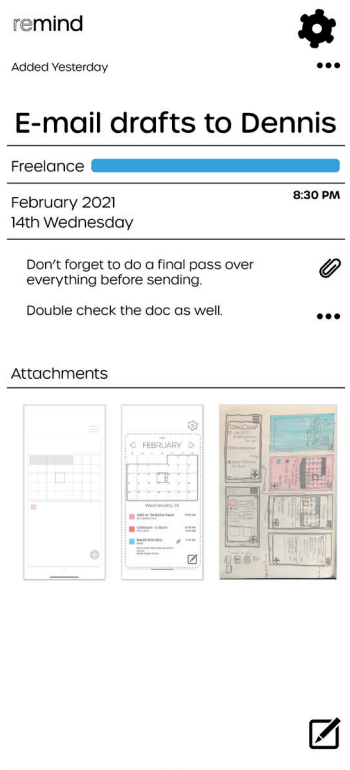
Page Indicator (inactive)

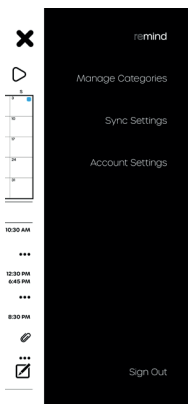


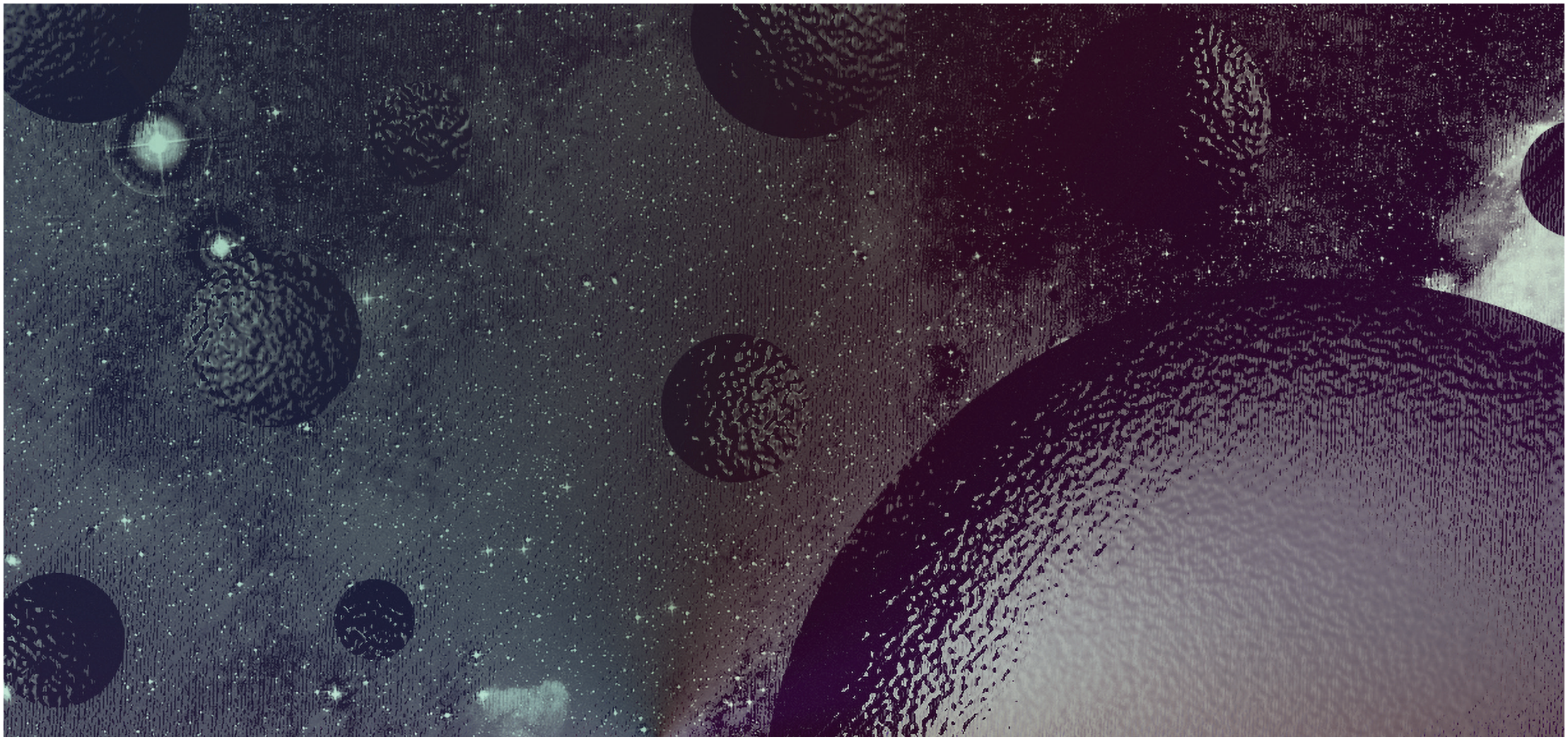












Turtle | Digital Art Piece | October 2019

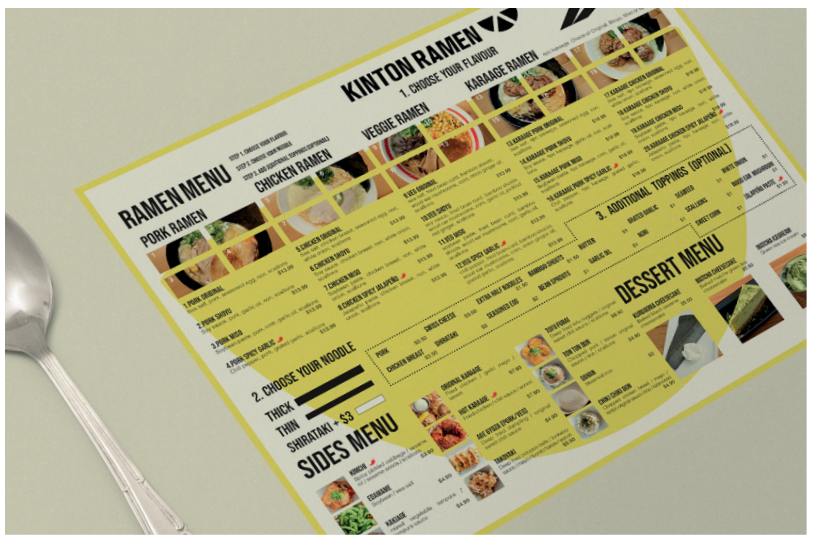
Next:

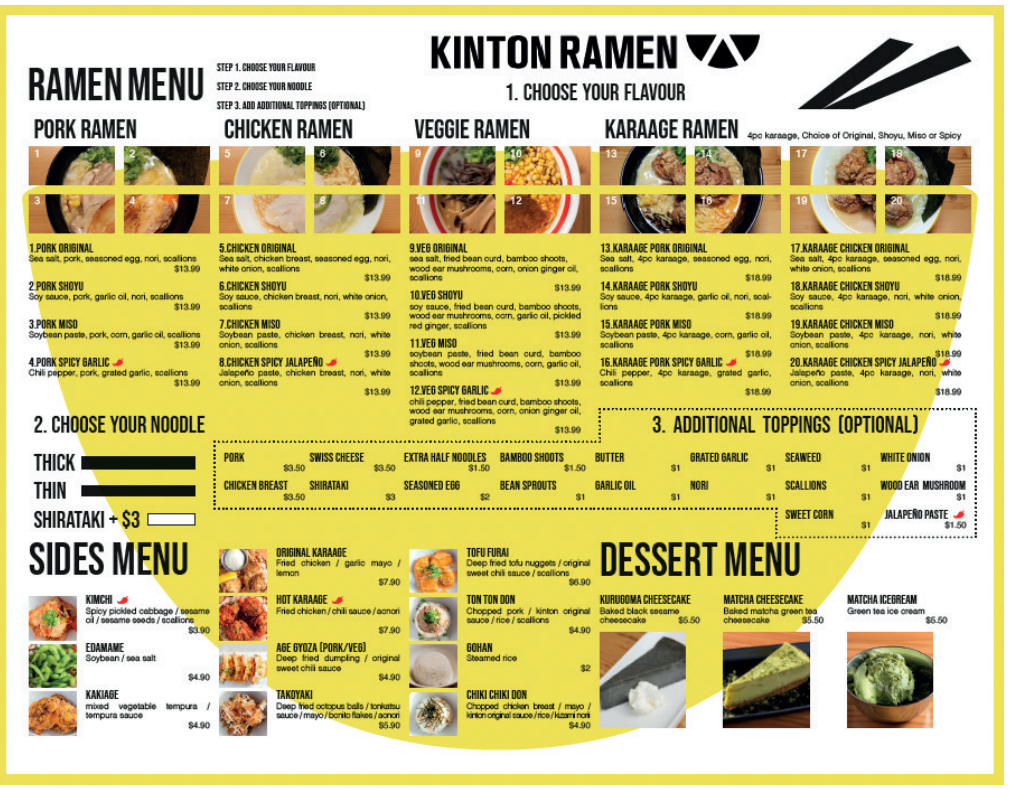
Kinton Ramen | Restaurant Brand Package
October - December 2021

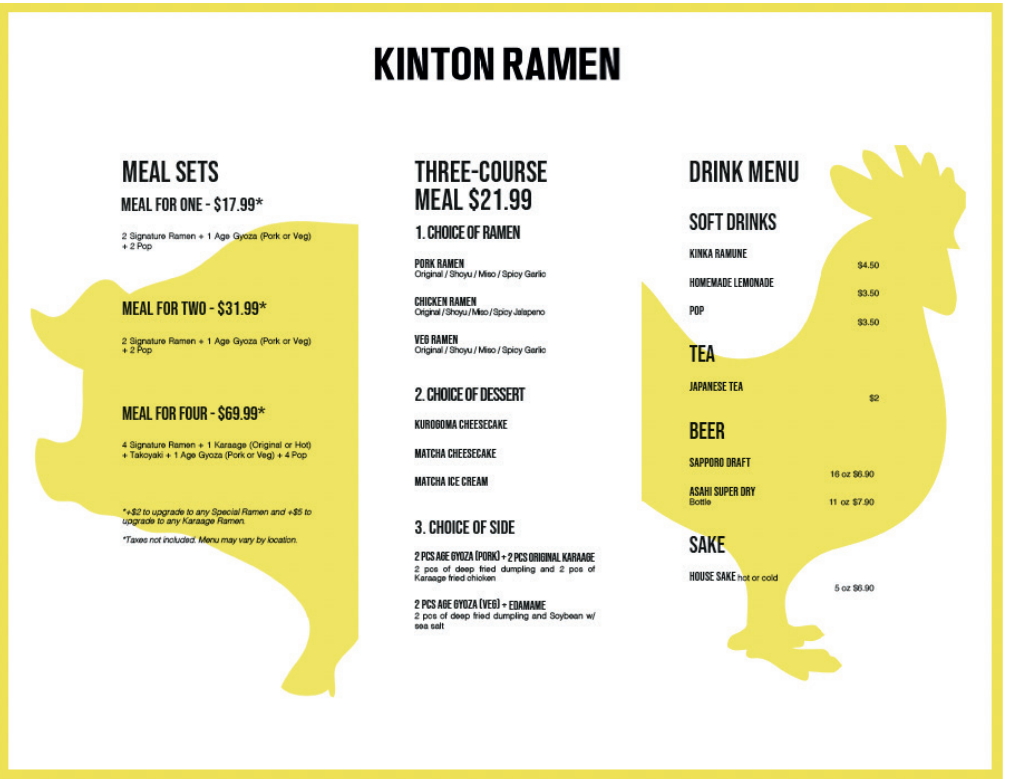
_Typography Design
_Animation
_Graphic Design
_Brand Design

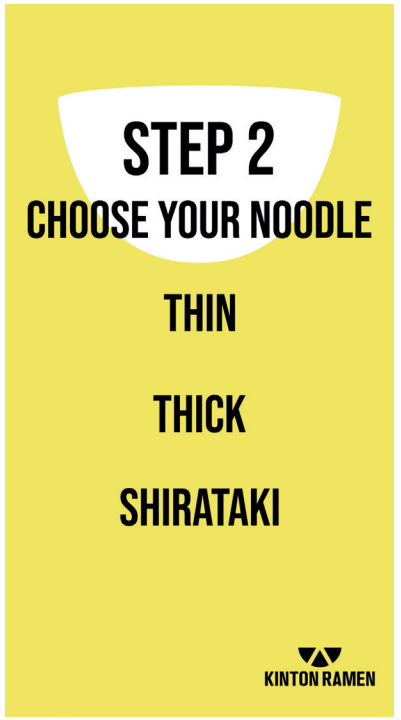
Kinton Ramen Restaurant Package

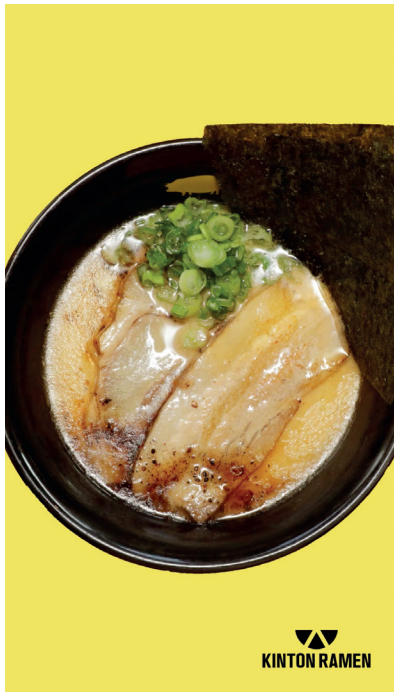
This two part design package was put together over the span of a pair of college assignments, created with the brand style of Kinton Ramen are a double sided restaurant menu and a digital window display animation.











The animation can be found at:
https://youtu.be/Tr65IHcs9_M

Rationale

Menu

The visual style used is taken from the Kinton Ramen website

Billboard

The idea for my digital display is a simple looping billboard for the front window of a Kinton Ramen restaurant in order to display the food, show some of the specialties of the menu, and close with a call to action, all in an eye-catching way.

Ramen is a fast and cost effective dining option so ideally this billboard would attract hungry and impulsive passers-by. It is designed using the same style as the accompanying menu design

Z.Tvrnr Design Portfolio
1st Ed.