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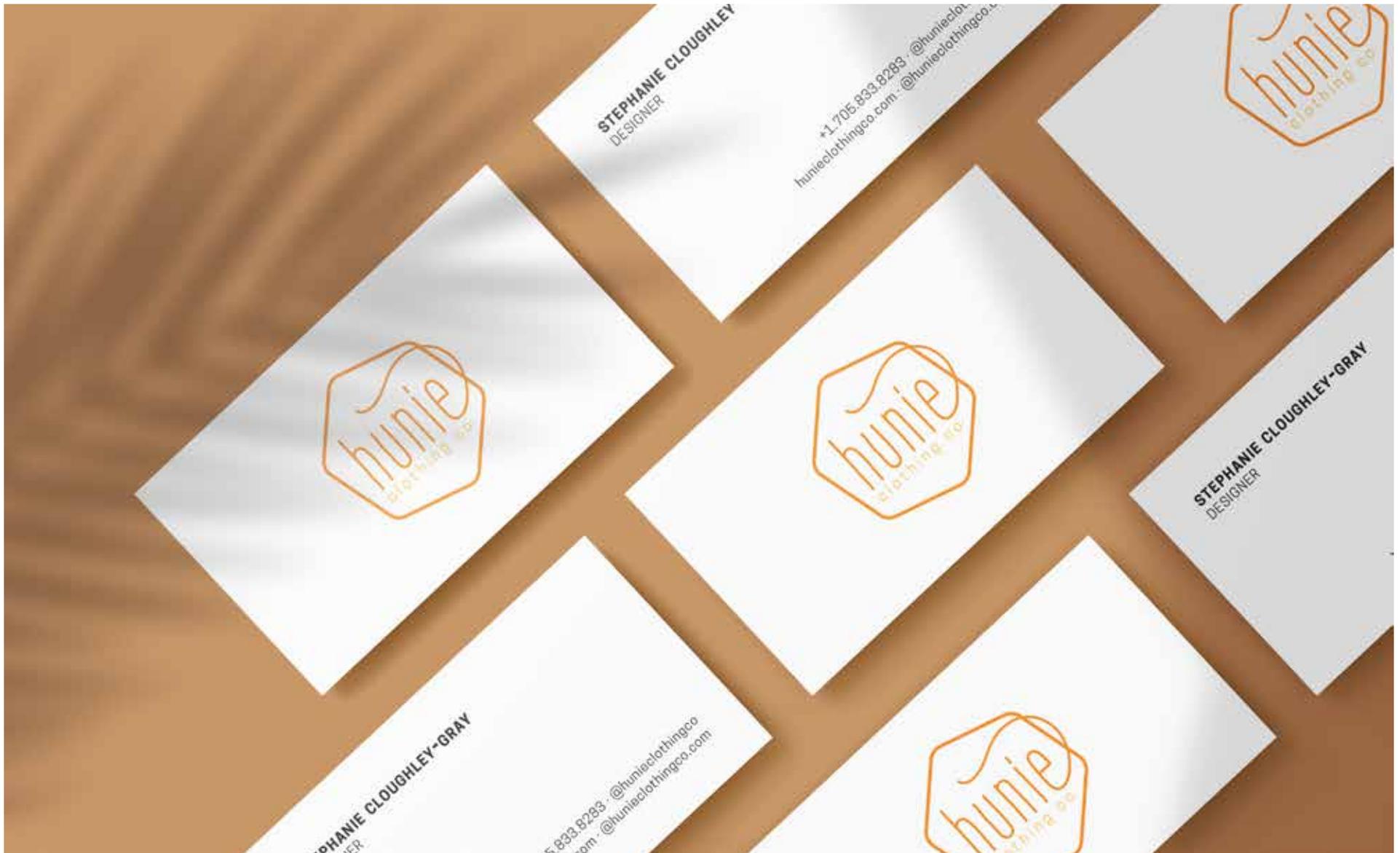
w. <https://stephanietasman.wixsite.com/portfolio>



stephanie tasman
graphic designer

COMPANY BRANDING

Hunie Clothing Co. is a clothing company with a focus on being comfortable, affordable, and sustainable. It was designed to emphasize the importance of sustainability, specifically in the fashion industry. Proceeds from each purchase would go towards eligible environmental organizations and charities, clothing would be shipped in biodegradable packaging and be...



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COMPANY BRANDING

... made with water-based inks, as well as produced in WRAP certified facilities. The goal for the brand is to create awareness around the importance of bees to environmental sustainability as well as promote body positivity by including a wide range of models with no retouching of their images. The target audience includes female presenting individuals, older teens to young adults...



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graphic designer

COMPANY BRANDING

... who care about the environment, and who understand the importance of bees. Warm colours and friendly imagery are used to welcome in new and existing customers. Organic and hand drawn typography, along with a clean and clear sans serif are used throughout to give the brand a more natural, open and friendly feel.



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PACKAGE DESIGN

The purpose of this project was to design and create a package for either wine or Italian pasta. I chose wine. The target audience includes those of a more feminine persuasion, who are a little girly, and who live a more luxurious lifestyle.



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PACKAGE DESIGN

This is emphasized through the use of floral imagery, delicate fonts, and softer colours. Elegant, delicate, decadent, and dreamy were the core values used to guide the creation of this product.



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COOKBOOK DESIGN

For this assignment we were to design a cookbook based on the cuisine from an assigned region. I got France, so I chose to do a cookbook based around desserts since France has many famous desserts. I am also a big fan of dessert.



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graphic designer

COOKBOOK DESIGN

I took a simple and clean approach to the design to emphasize the recipes inside, which are all more accessible to the average person - not everyone has the time to be a pro baker. I've also included some cooking tips with each recipe to make things a little more easier for those who are very new to the baking scene.



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EP VINYL

For this project, the purpose was to design an EP sleeve for an artist of choice. Gukkasten, the band chosen, is a South Korean indie rock band. A fair amount of research was done to get a feeling for the band's style and to see what other designers did for previous albums.



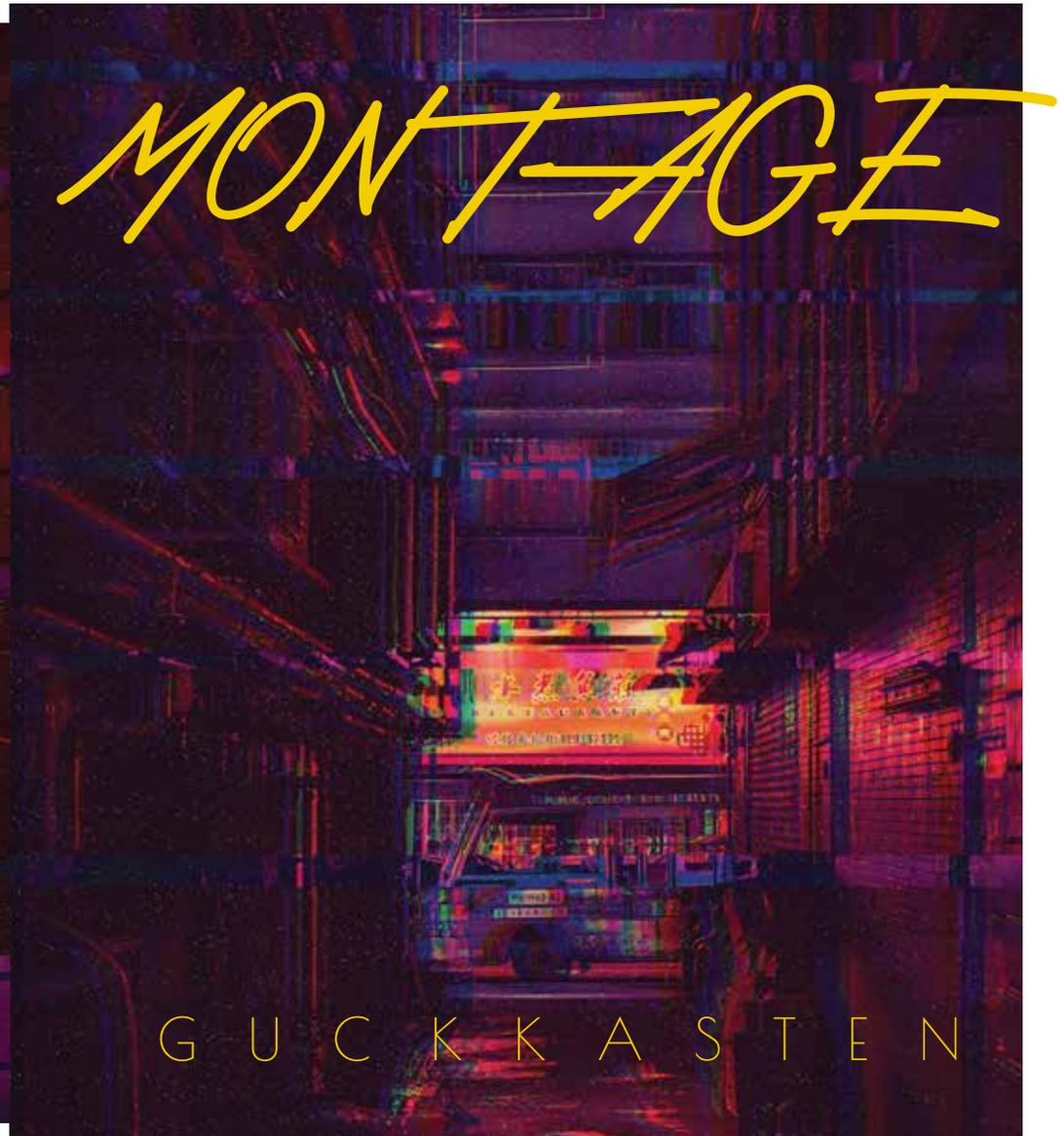
montage

mirror

faust

red field

photo credit: Aleksandar Pasarić



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graphic designer

EP VINYL

The music video for the title song has quite a bizarre feeling to it which heavily influenced the design. To replicate the feeling, the art on the cover was given a glitchy, old VHS-type effect to it. The yellow used in Montage ties into the colours of the sign in the image whilst also helping the word stand out and remain legible.