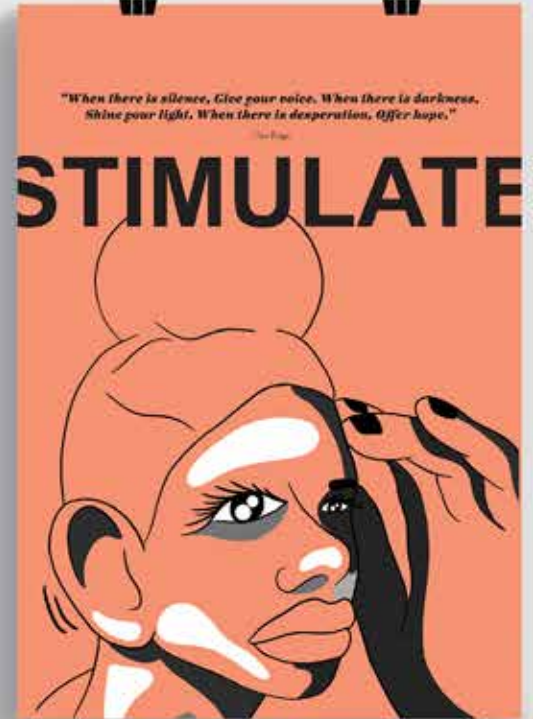




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# 3 Poster series based on the word "stimulate"



**THE OBJECTIVE: A mentoring campaign, a care campaign, a do-good campaign directed to students in first and second year. One word may put minds at ease, may bring a sense of empathy, may motivate, may make someone smile – especially now. The campaign is about sharing your wisdom and providing a positive outlook.**

I selected the word Stimulate as well as the quote “When there is silence, Give your voice. When there is darkness, Shine your light. When there is desperation, Offer hope.” By Tim Fargo. The word stimulate or stimulation means “the action of arousing interest, enthusiasm, or excitement” which I thought best fit this project to get the students minds thinking which also corresponds to my image of the woman with enhanced senses.

The illustration I created for this piece was a woman with enhanced senses like I mentioned above. That being said as an artist when I think of the word stimulate I think of how to excite my audience, or spark someone’s interest so why not take that and create exactly what I want to do, bring out the 5 senses; touch, smell, sight, hearing, taste.

Based off the illustration I chose the background colour to be an off pink because in technical terms pink is a positive colour inspiring warm and comforting feelings, a sense that everything will be okay, which to me seems to fit perfect for this design as the concept is meant to stimulate the senses but the colour bounces off that and smooths it all out. When I first looked at this I had that exact feeling and I want my work to have that same effect on others especially in a mentoring campaign.

# “You are talented” Georgian College AD Design



**THE OBJECTIVE:** To recruit high school students for Georgian College's graphic design programs. The final poster must use an illustrative or type based approach, and no photos may be used. The posters will be distributed for use in high school classrooms and guidance counsellor offices.

# “Spice Baby” - Hot Sauce Branding



CREATIVE BRIEF: There's a new line-up of hot sauces on the fiery horizon. They need a brand new brand name to represent the line. There are 3 very distinct flavours, it's up to you what these flavours might be. They need creative label designs that not only look amazing – they need to have a certain line-look that makes them recognizable as a family, under the same brand. However... each flavour will be different and – so will each of your label designs be.

I created this brand from scratch and came up with the “SPICE BABY” name. My take on this project was to incorporate my illustration skills and then to go off of that I wanted each label to have a unique die-line cut around the illustration. The reasoning for that is after doing some research I found that most labels for hot sauce bottles are the standard square shape.. some even circle or oval so I wanted to add a little bit of “spice” to the label shapes and make it interesting to look at. I also noticed that some are very plain and simple so like I said I wanted to add my own touch with the custom illustration specific to each flavour. That being said I chose the flavours I did because those are some flavours that really stood out to me after doing my research of possible hot sauce flavours and as soon as I heard of those I wanted to brand my flavours to be not so regular like the everyday hot sauces people tend to use.



# "Be Nutty" - AD Design

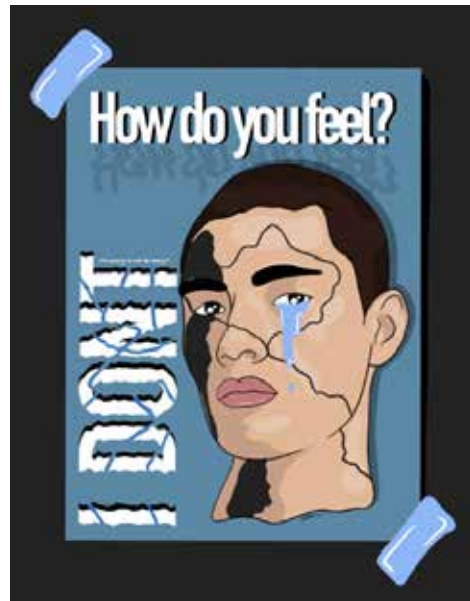
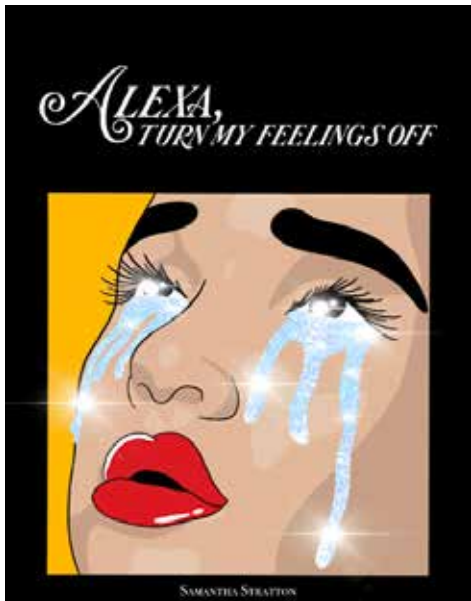




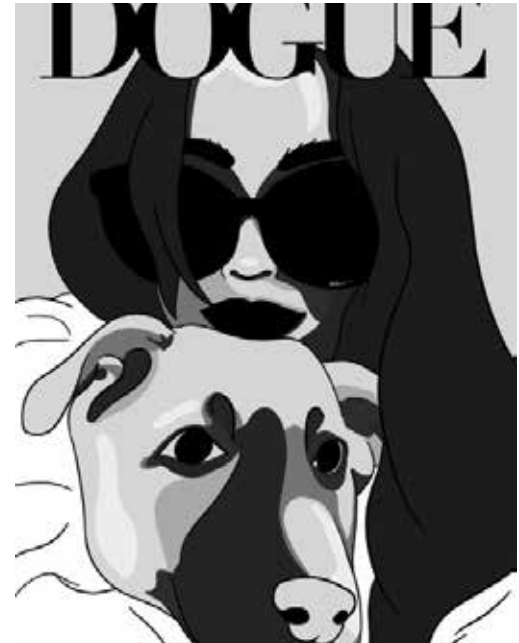
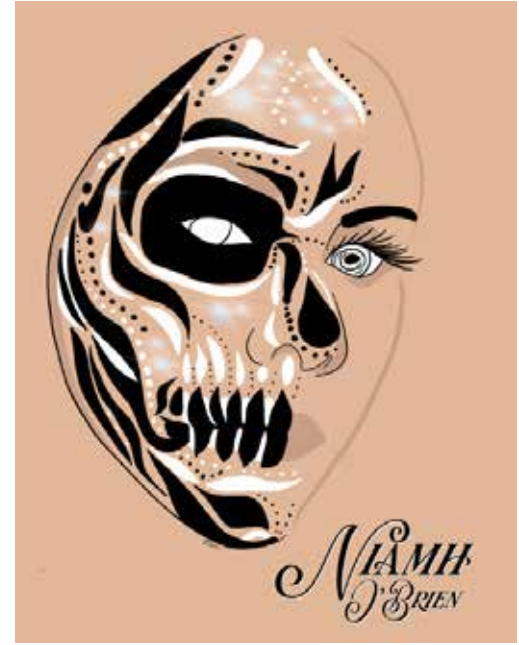
# "My feelings" Illustration Series

Portfolio

Samantha Stratton







# Cover Art Designs

Portfolio

Samantha Stratton

