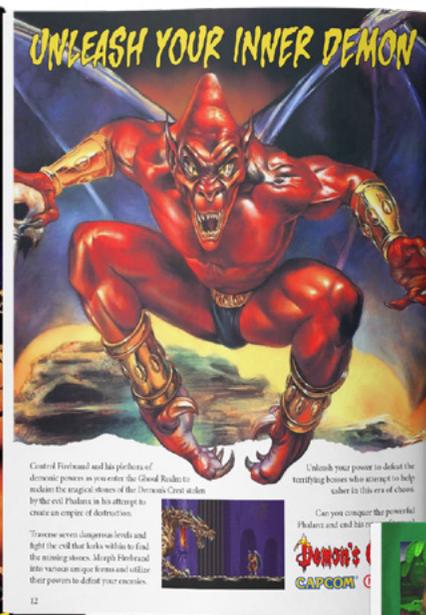


LUKAS LATKA

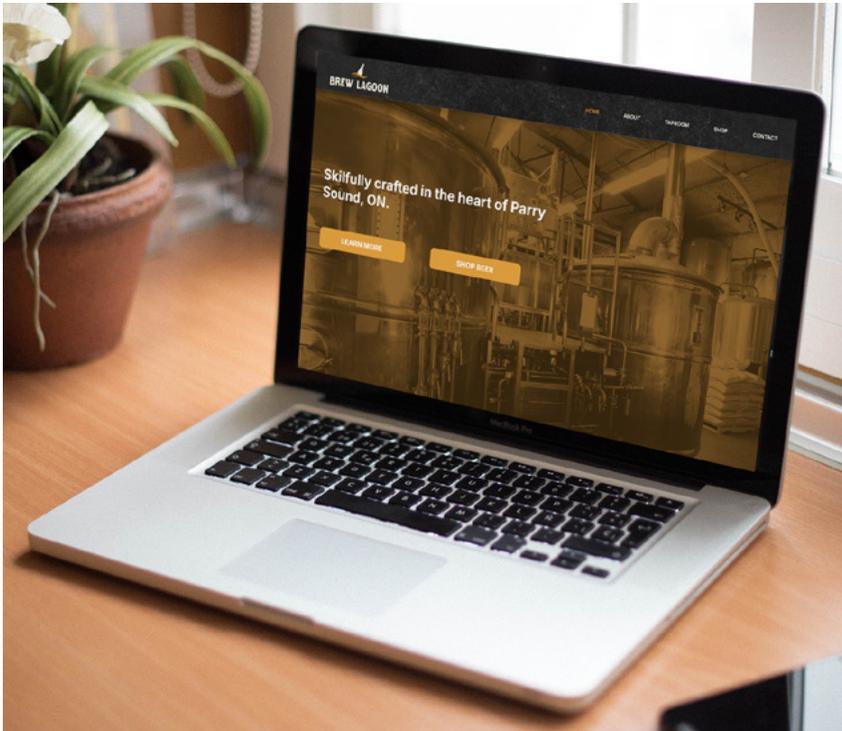


Project: Power Up Magazine
Category: Editorial Design
Year: 2025

The objective of this project was to create a nostalgic magazine dedicated to retro video gaming as if it were still the 90's, drawing inspiration from magazines of the time period. Research was done on typical graphical elements, page layouts, and typography often used in the 90's. A grid system was used for the double page spreads. There was a focus on providing exciting imagery as well as actual screenshots from the video game that would entice a person to purchase it. Cross-over bleeds were used to create visually interesting layouts, and my illustration of Donkey Kong Country demonstrates my illustrative skills.



BREW LAGOON

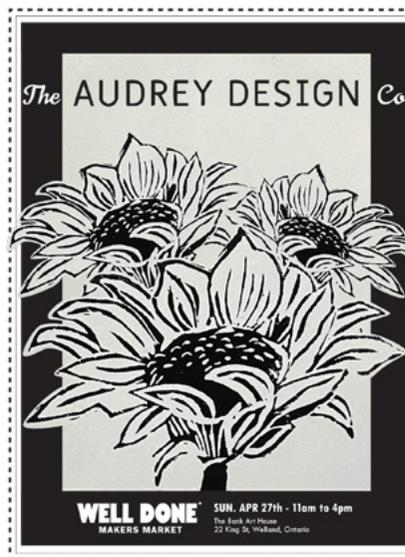
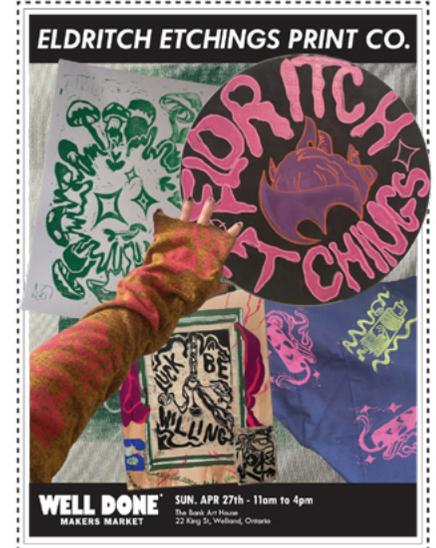
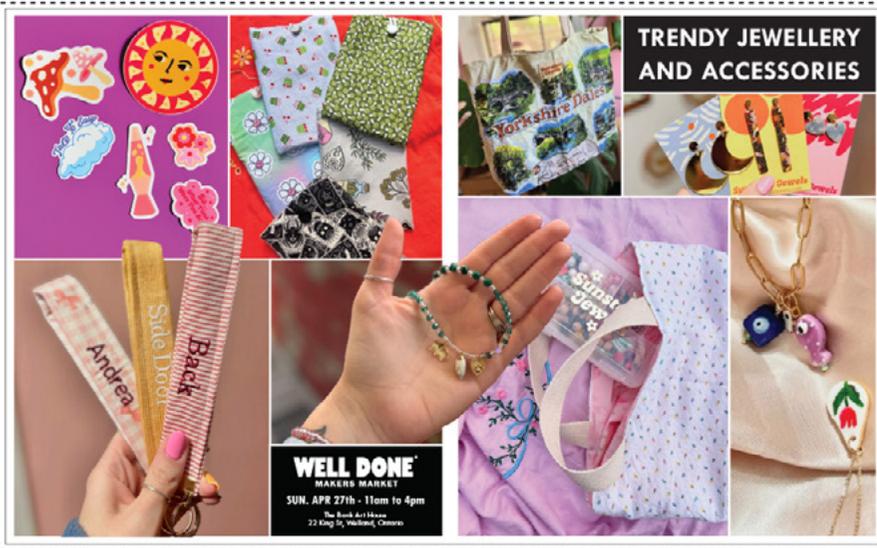


Project: Brew Lagoon

Category: Branding, Package Design

Year: 2025

The objective of this project was to create a brand identity for Brew Lagoon Brewery. The company's brand seeks to be fun and approachable, with a gritty side to it. These characteristics led to the chosen typeface, which is strong and bold, yet also has those playful elements to it such as the curved crossbars and rounded corners. The logomark is simple yet fun and recognizable. Stylistic elements include torn paper, grit, and duotone images, providing texture to various brand elements. This is balanced by bright and playful beer can designs, all of which were designed and illustrated by me.



Project: Well Done Maker's Market

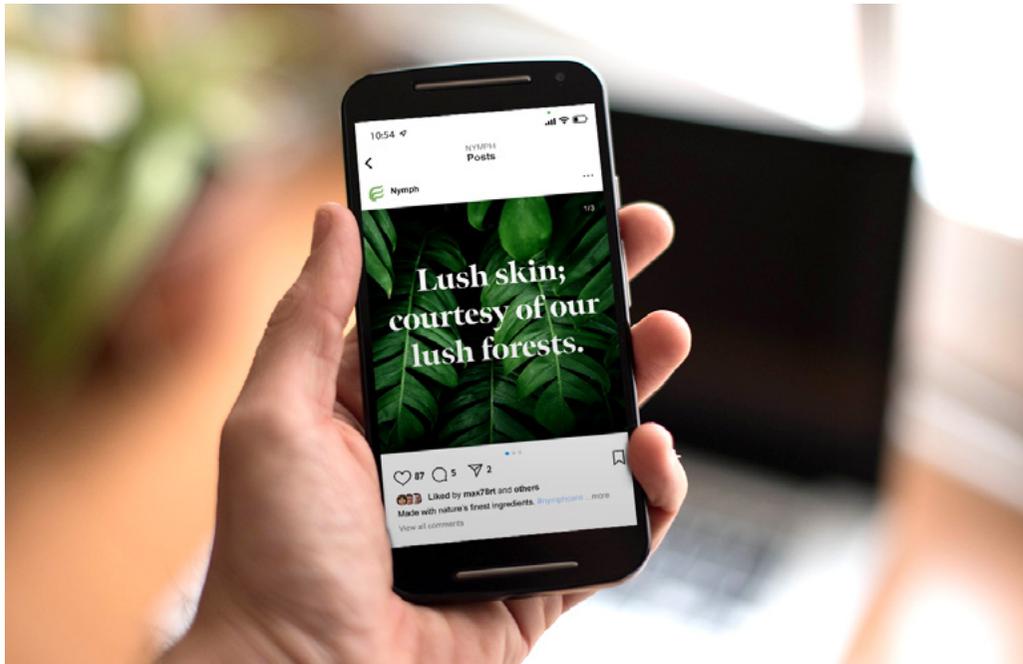
Category: Social Media

Collaborators: Quite Alright

Year: 2025

As part of my co-op placement, I had the opportunity to work with Quite Alright on their Well Done Maker's Market vendor market. The task was to create visual showcases highlighting the vendors and their products. The main goal is to target new and old attendees who have an interest in artisan and handcrafted products. Following guidelines provided by Quite Alright, I was able to create a wide variety of showcases that feel unique, yet share cohesive elements across each post. There was a focus on masking, layering, and cross-over bleeds to entice the viewer to swipe through each slide.

Nymph

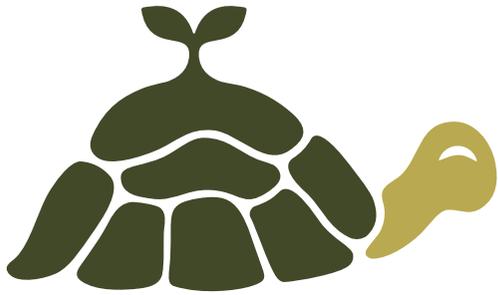


Project: Nymph Skin & Hair

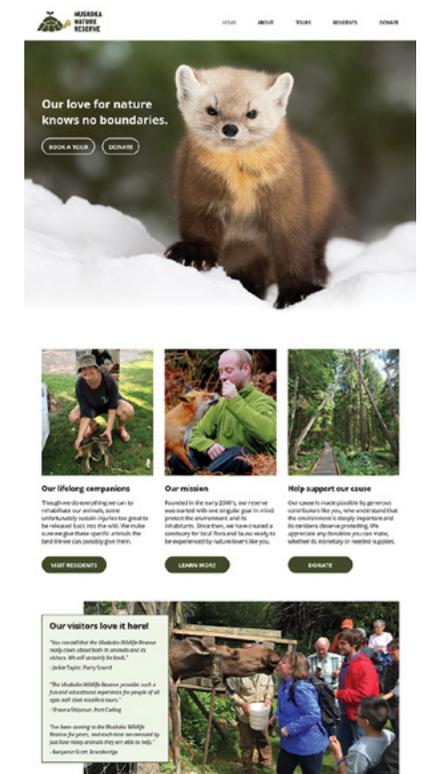
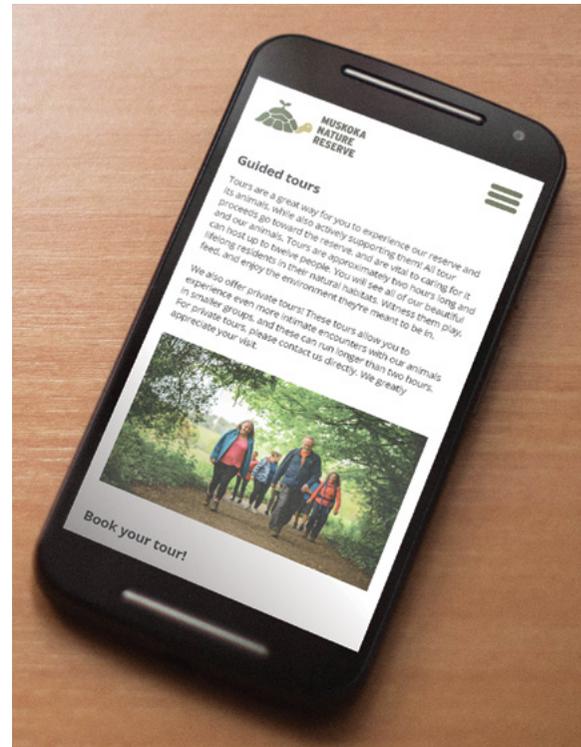
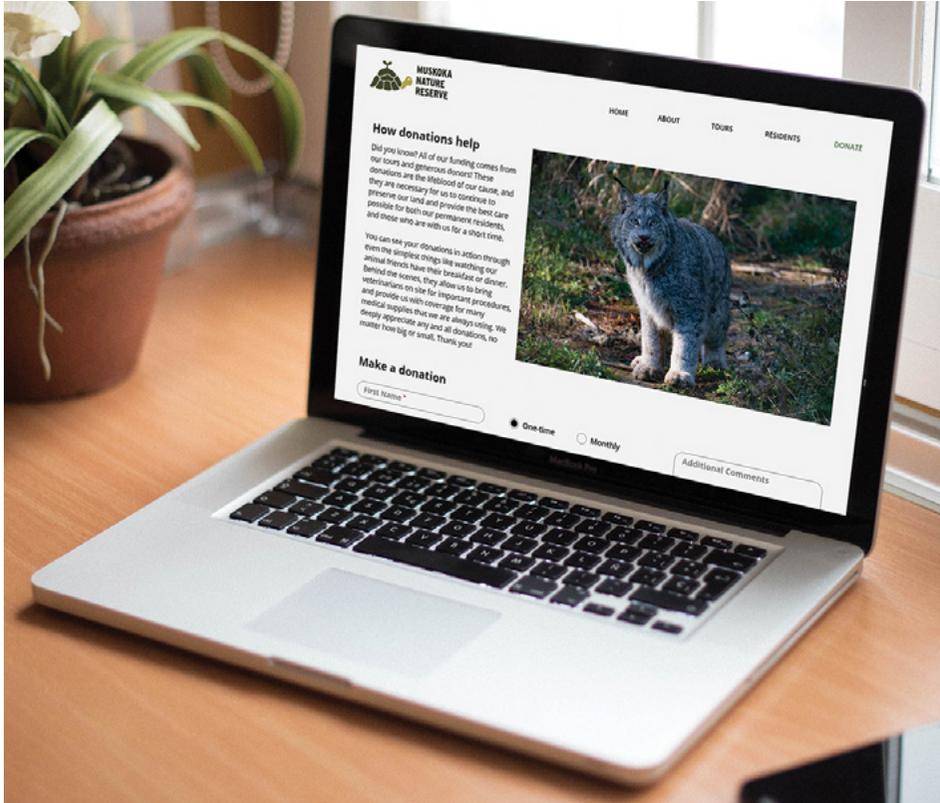
Category: Branding

Year: 2025

Nymph is a skin and hair care brand that solely uses organic and natural ingredients. They are dedicated to the environment, and the goal was to create an identity that aligns with their values. Nymph's logo and name were inspired by the eponymous creatures of mythology. The logo depicts one of these beings with her head bowed in rest, and her hair depicts leafage both in the positive and negative space. An elegant serif typeface was used to further evoke a feeling of nature mixed with luxury. The brand style guide incorporates brand elements such as nature imagery and paper textures.



MUSKOKA NATURE RESERVE

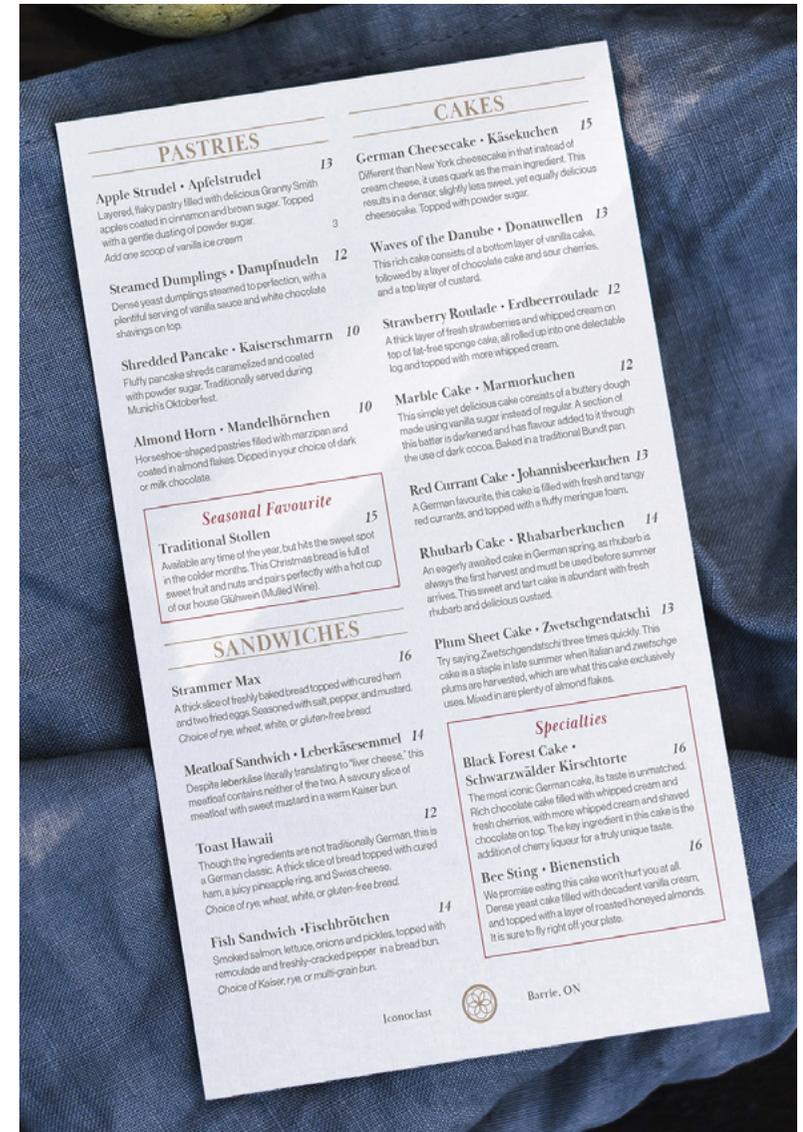
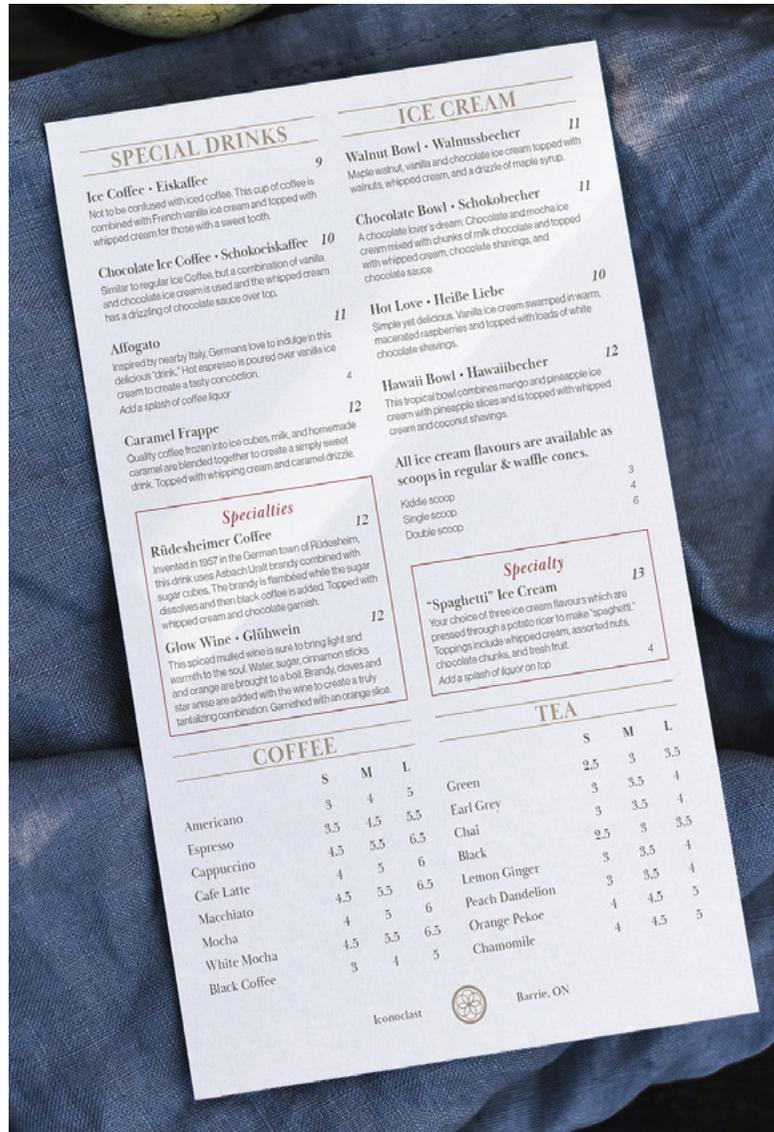


Project: Muskoka Nature Reserve

Category: Web Design

Year: 2025

Muskoka Nature Reserve is a sanctuary dedicated to the preservation of flora and fauna. Their ultimate goal is to share their story and receive donations, as they are a non-profit organization. To achieve this, there was a focus on imagery of the animals in the reserve's care which would entice the viewer to visit the sanctuary; many photos of the animals were taken by me. Text content focuses mainly on sharing the reserve's story, leading the viewer through the website and ultimately ending on a donation page. A grid system was used to organize site content, and colours and typography align with the brand's identity.



Project: Iconoclast
Category: Menu Design
Year: 2025

Iconoclast is a café offering authentic German confections and baked goods. The aim of this project was to create a menu layout that evokes extravagance and quality. Typographic hierarchy was an important consideration; headings, subheadings and body copy vary in size and colour to facilitate reading of the menu. Many categories have specialties that are highlighted by a simple stroke and burgundy colour, and were placed strategically based on menu design psychology. White space was also a consideration in improving readability. Finally, German translations of each menu item are offered as a callback to the cafe's origins.