

Julius Sargeant.

Portfolio.

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Hi,

I'm Julius, a graphic designer, born in Bequia, and lives in Montreal. I have a great interest for **branding** and **illustration**. Welcome to my portfolio!

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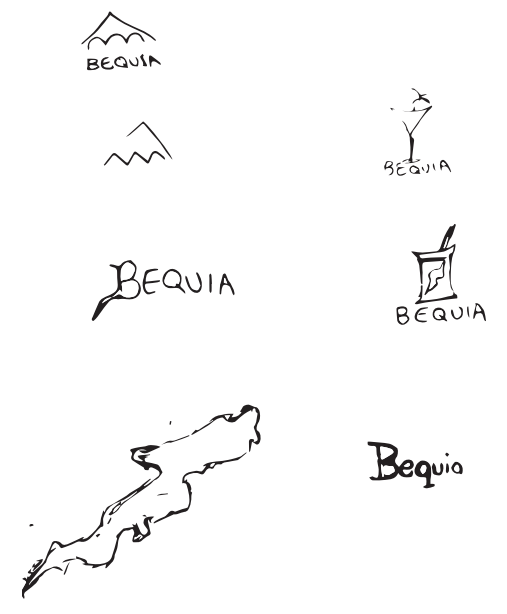
Crossbar Nation



Key visuals



Sketches



Keywords

Colorful Tropical Natural Healthy
 Affordable Authentic Fruit Calm

Type of work

Branding

Tools:

Illustrator
Photoshop
InDesign

Project

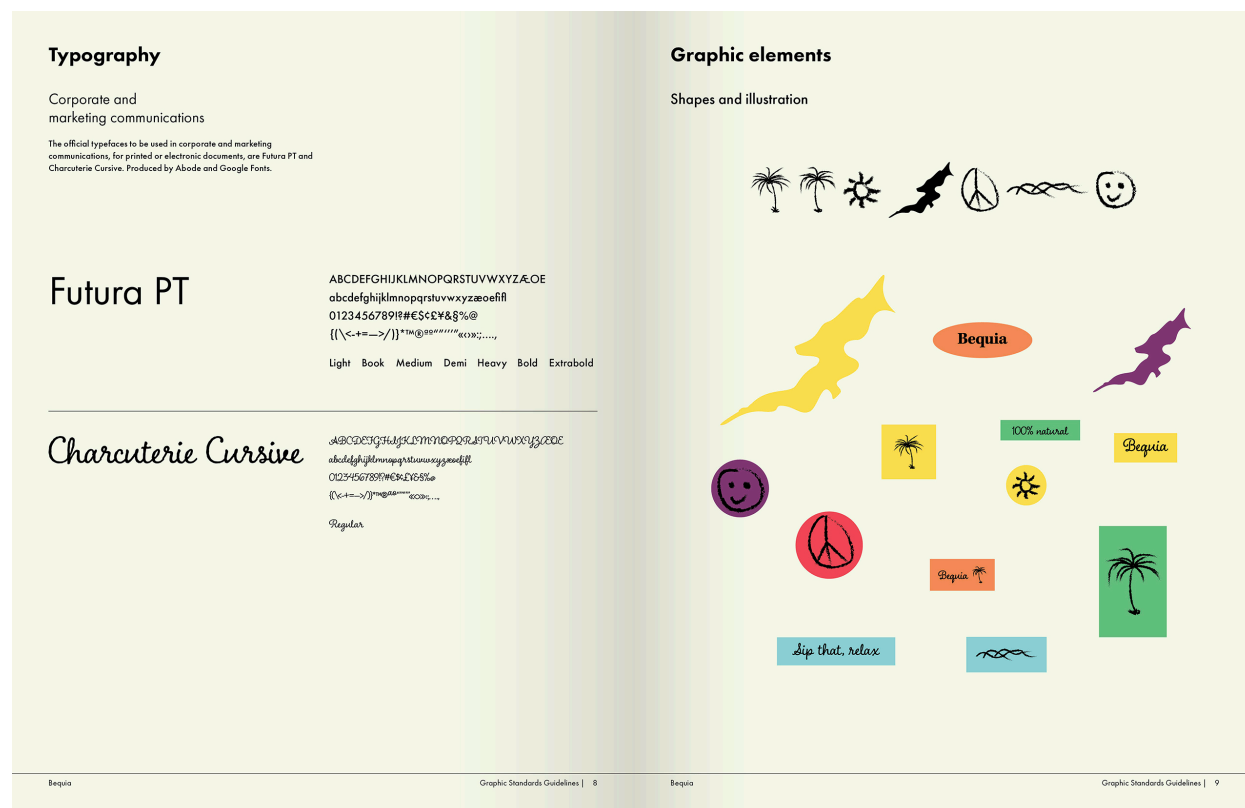
Name and design a brand identity

Challenge

Naming a tropical juice brand and design its brand logo and guidelines.

Solution

I decided to name the brand "Bequia", after a small island in the Caribbean. I made a wordmark logo which the curves in the letters are inspired from the whale in the flag which represents Bequia. The color palette resonates from the different colors of the beautiful shops/buildings located in the harbour of Bequia. The packaging also resonates from the beautiful streets of the Bequia harbour.





Type of work

Branding

Tools:

Illustrator
Photoshop
Adobe XD

Project

Name and design a brand identity

Challenge

Naming a sportswear brand and design their brand identity.

Solution

I decided to name the brand “Bezoir” which means to move rapidly and decisively. I included elements of the speed of light, and the curvature of athletic race tracks. Bezoir will focus on science and technology to improve athlete’s performances with their sportswear.

Naming propositions

BEZOIR

BE + ZOIRO (brisk in greek)

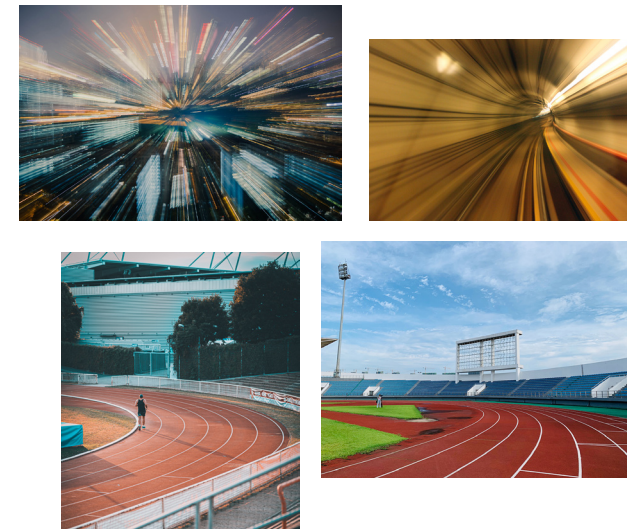
ALACER

Brisk meaning in latin

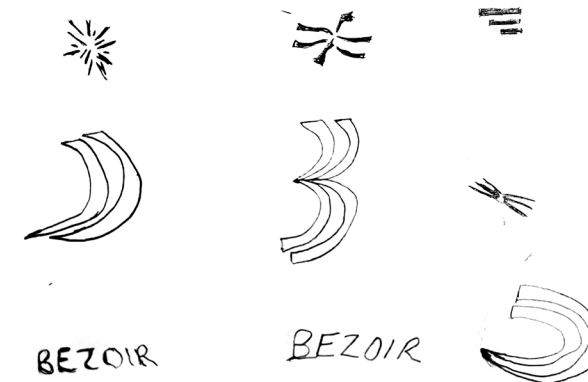
SPEOZ

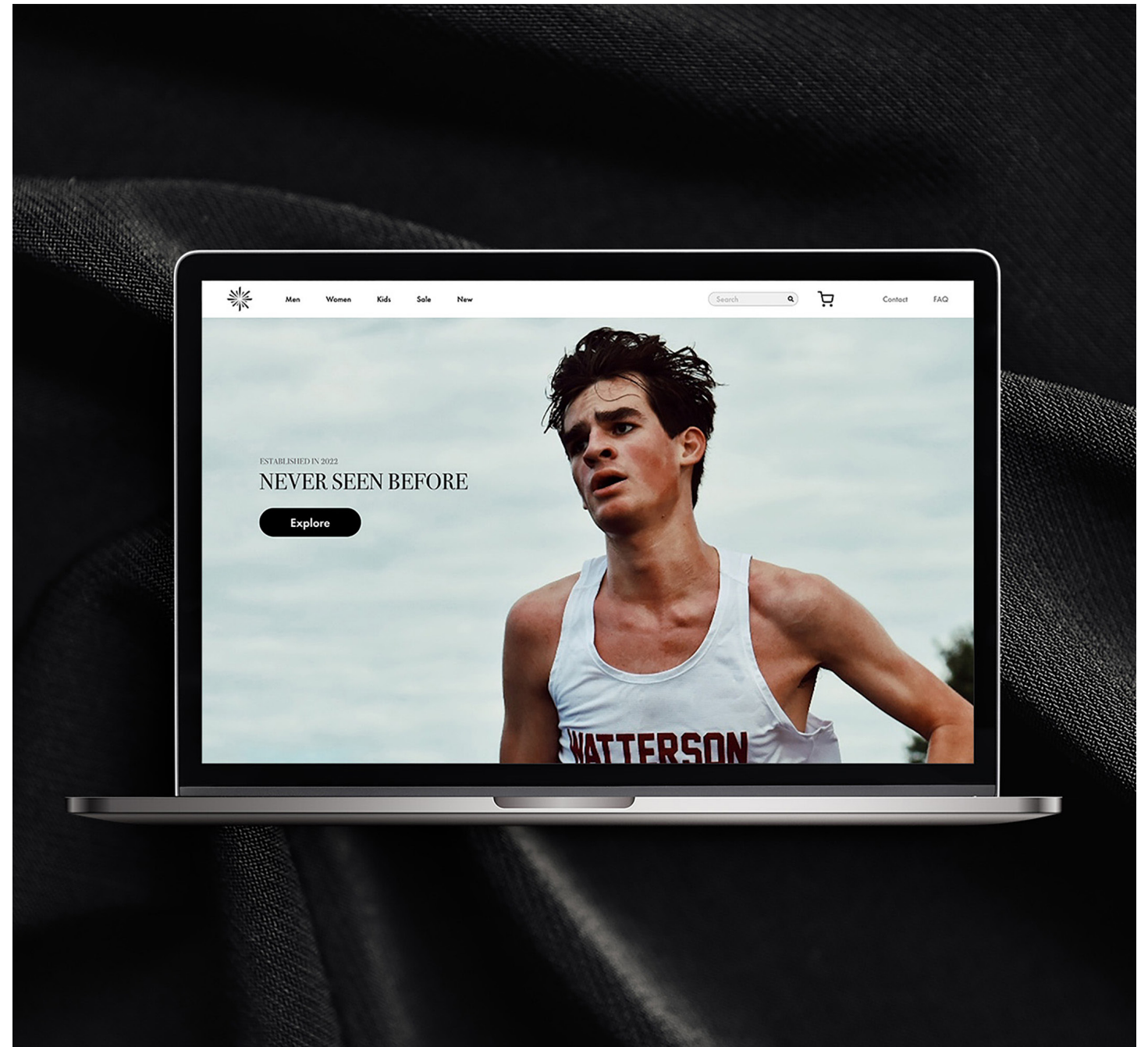
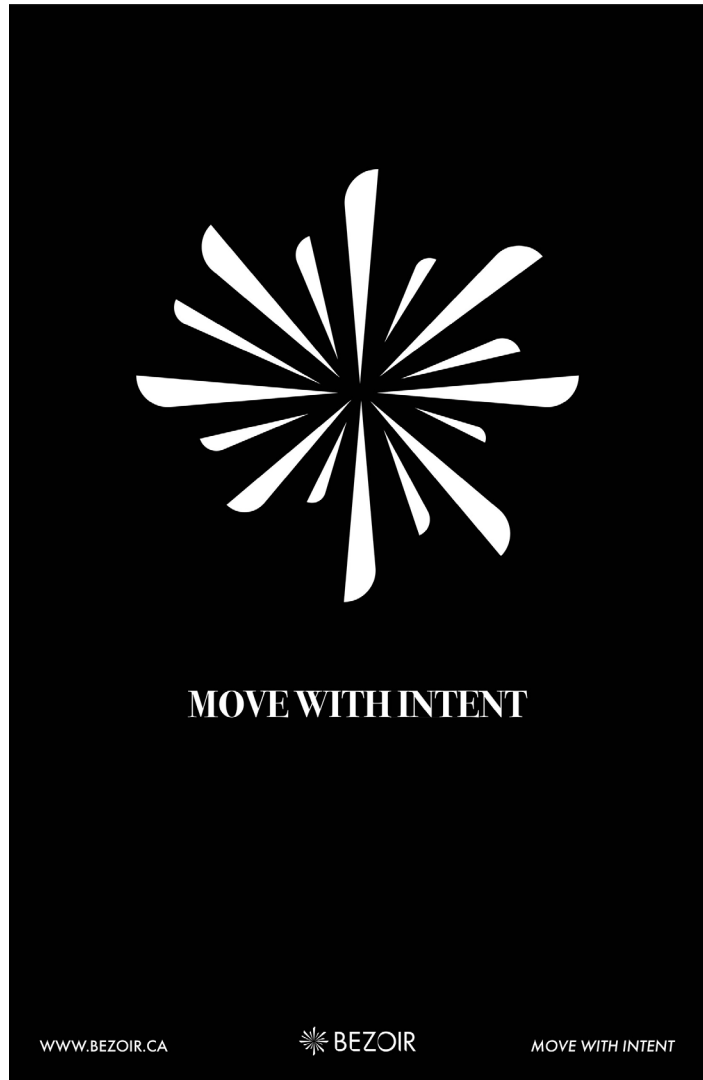
Speed + Zoiros

Key visuals



Sketches





Type of work

Branding

Tools:

Illustrator
InDesign

Project

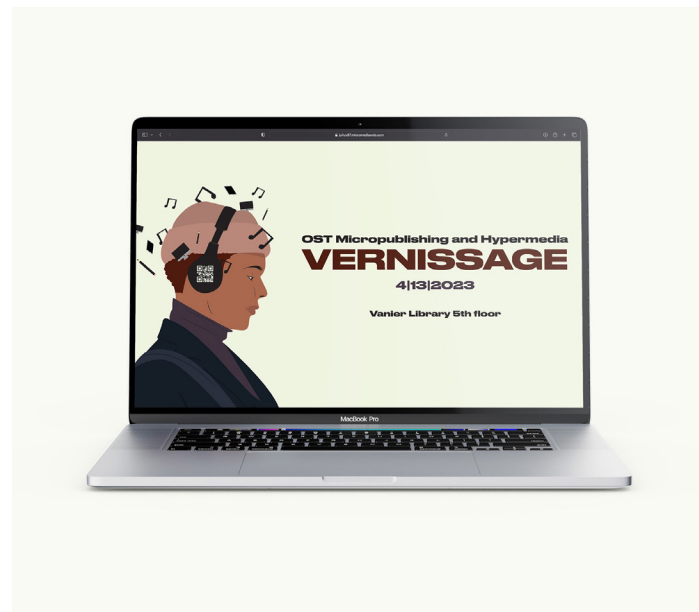
Brand Vanier's Micromedia program Vernissage event

Challenge

Use a series of promotional materials and techniques to promote the event

Solution

Communicate the theme 'disconnected from the world, connected to design' using a distinct illustration style where a character with a typical 'designer look' is disconnected from the blank world around him, but he stays connected to design through his headphones, this phenomenon describes most of the students in the program. Fonts and colors stay consistent with the theme and throughout all promotional materials.



Type of work

Packaging & Editorial

Tools:

Illustrator

InDesign

Photoshop

Project

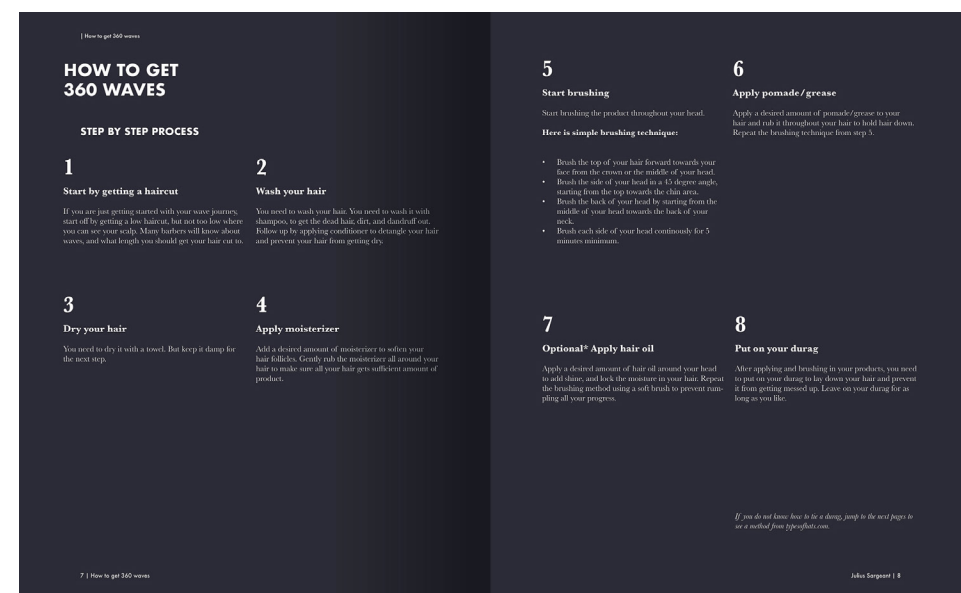
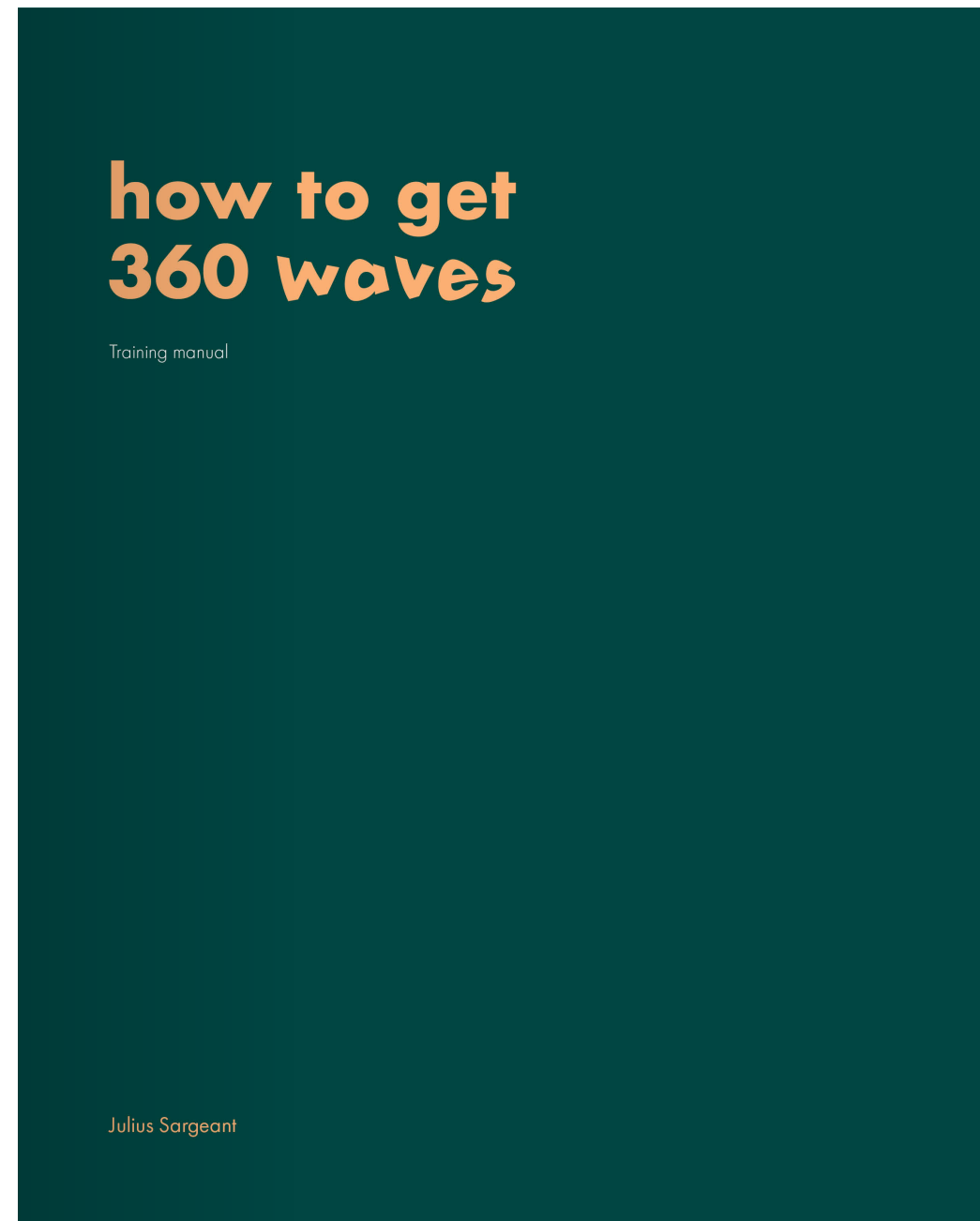
Create a training manual

Challenge

Create and design a training manual to train people to get the popular 360 waves hairstyle

Solution

I decided to make a straight forward but effective training manual. To make the user's experience fun while going through the manual, I used hierarchy to the greatest effect in the bright and contrasting colors and fonts.



Pierre-De Coubertin

Wines from Pierre-De Coubertin in Quebec, Canada
Settled over 100 years ago by British immigrants, the province of Quebec has been the centre of wine appreciation in North America until the past few decades when more of the continent began to appreciate wine.

The shortish and sometimes long but warmish summer shows a focus on lesser known fruit varieties that suit the weather. We hope you enjoy these great tasting and unique wines from a lovely Canada

DAYS ARE DAZY

ROSE 2022

Napoleon Sarg 690 ml

www.napoleonwines.ca
No Fiches
9021 Montreal, Quebec, Canada
Instagram: Napoleonwines

13.5 alc/vol

Contient des sulfites
Contient des Sulfites

Pierre-De Coubertin

Wines from Pierre-De Coubertin in Quebec, Canada
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DAYS ARE DAZY

VIN BLANC 2022

Napoleon Sarg 690 ml

www.napoleonwines.ca
No Fiches
9021 Montreal, Quebec, Canada
Instagram: Napoleonwines

13.5 alc/vol

Contient des sulfites
Contient des Sulfites



Type of work

Packaging

Tools:

Illustrator
InDesign
Photoshop

Project

Create and design wine labels

Challenge

Design a series of wine labels and keep a consistent style for each.

Solution

I decided to name the wine label “DAYS ARE DAZY”, a wine made in Pierre-De Coubertin. Made to drink on days where you just want to sit back and relax. Using colors that relate to each of the wine’s taste, a similar layout and illustrations with subtle changes creates a unity in the label designs.

Type of work

Packaging

Tools:

Illustrator
InDesign
Photoshop

Project

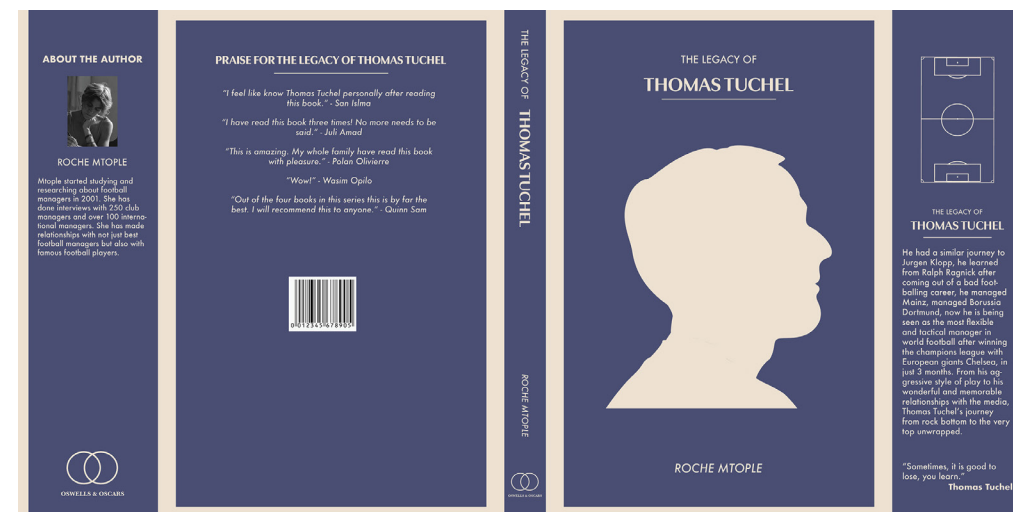
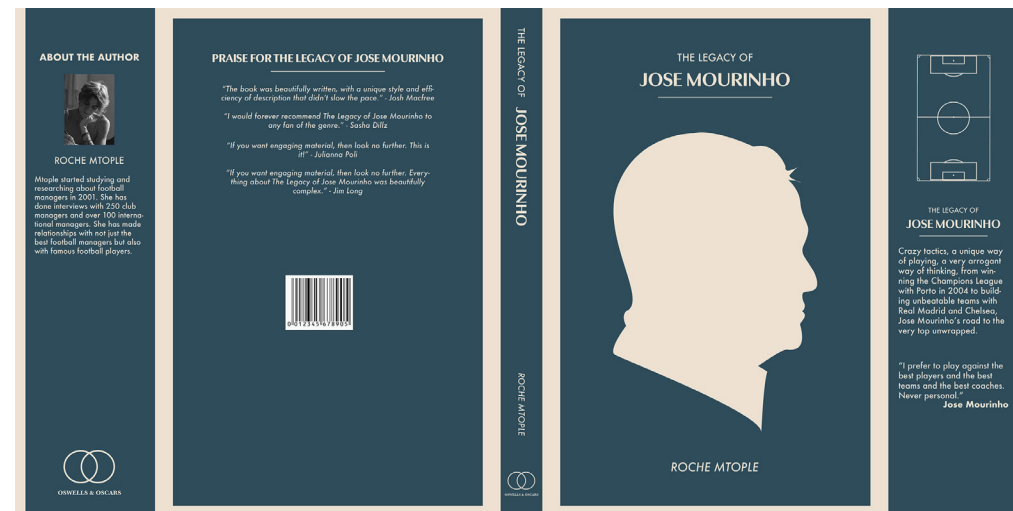
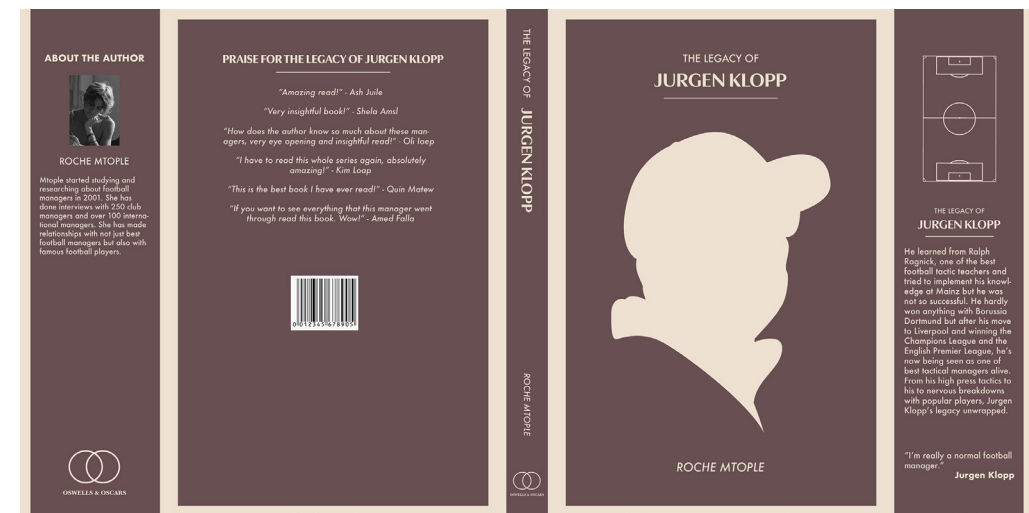
Book covers

Challenge

Design a series of book covers that keep a consistent visual identity

Solution

I decided to make a series of book covers for football fans who want to know more about famous football managers in Europe. Unity is kept between the series of covers by using the same layout, fonts and silhouette illustration style.



HIGHLANDS

FOUNDED IN 2022

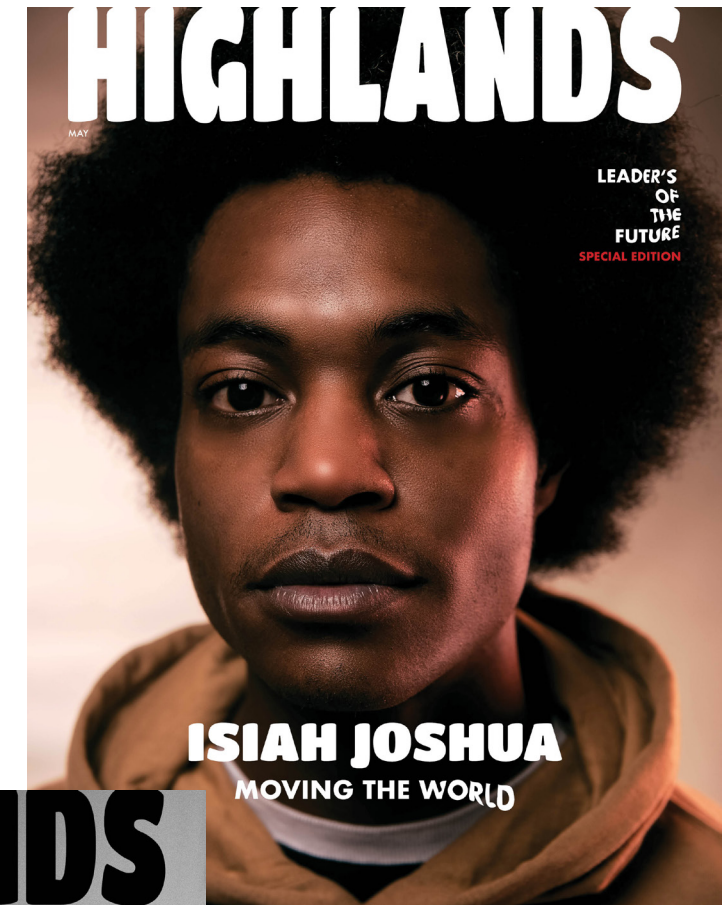
Type of work
Editorial Design

Tools:
Illustrator
InDesign
Photoshop

Project
Design Magazine Covers

Challenge
Name a magazine and design a series of covers for it

Solution
I decided to make 'Highlands' a global magazine that showcases the lives of young men and women who are at the peak of their careers. The youths are all in the fashion, technology, acting, music and sporting industry. Highlands main target audience are people from the ages of 12-35 who appreciate these industries.



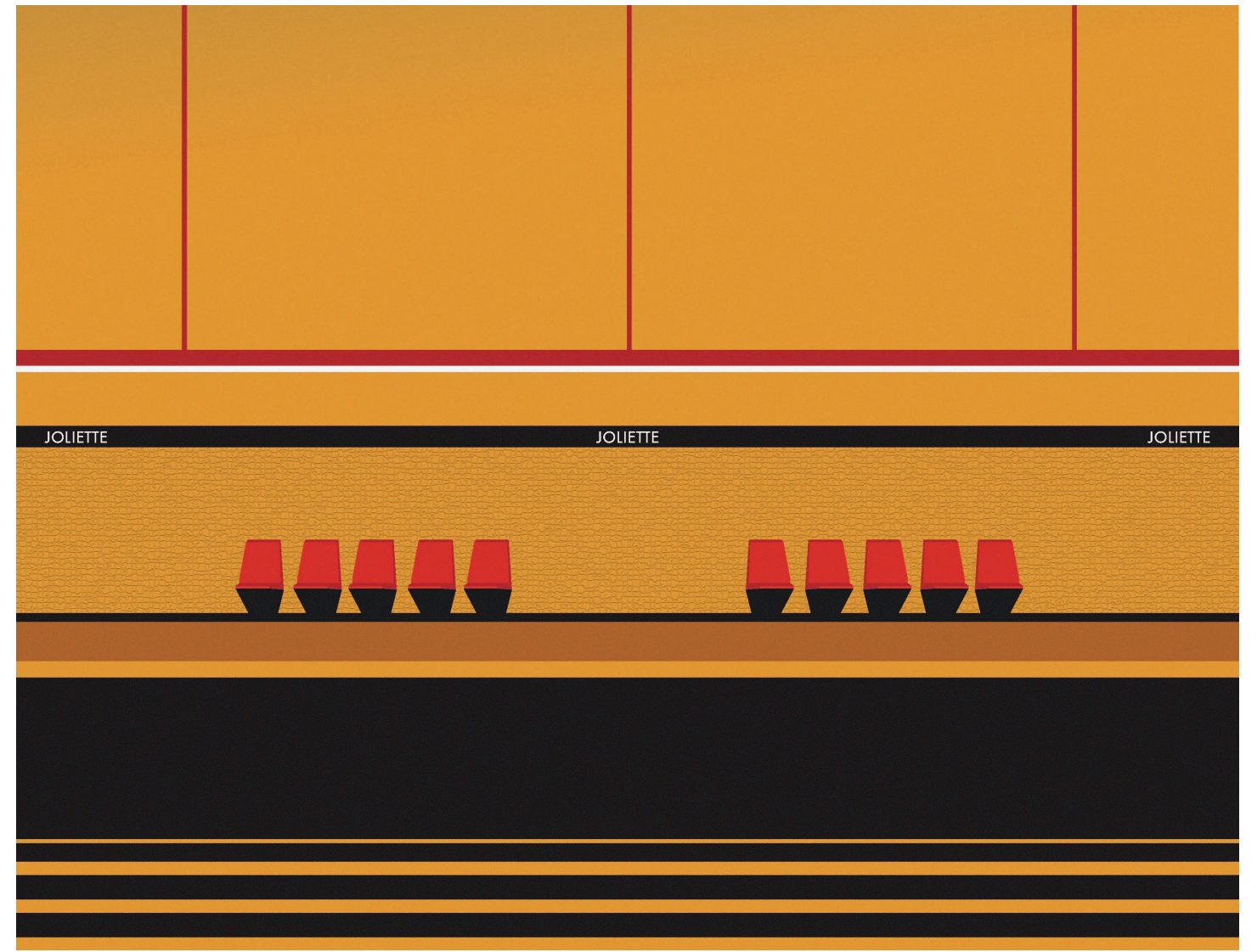
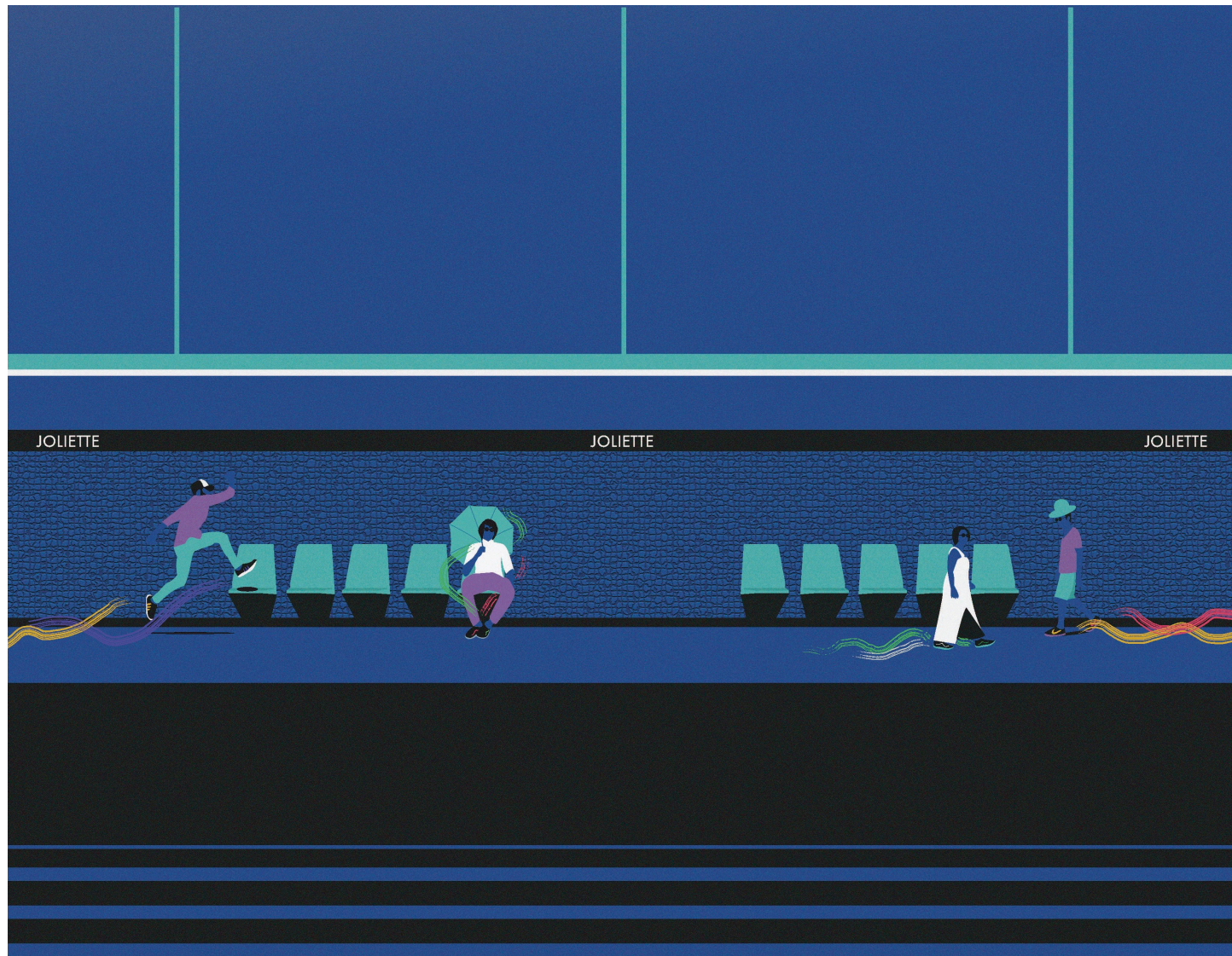
Type of work
Illustration

Tools:
Illustrator, Procreate

Project
Illustrate anything

Challenge
Emphasize the feelings of a metro station

Solution
For me, Joliette metro is always empty during the day, and lively at night. The two illustrations symbolize the night life of Joliette metro with vivid colors, movement and people going in and out and the daytime where it seems to be always empty and deserted.





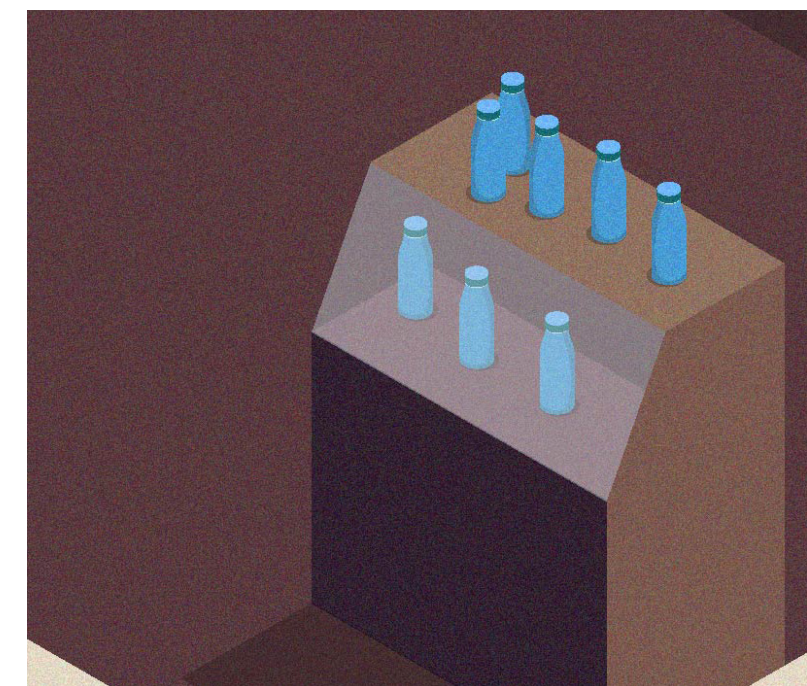
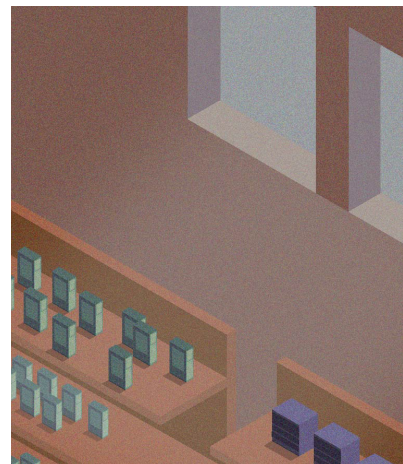
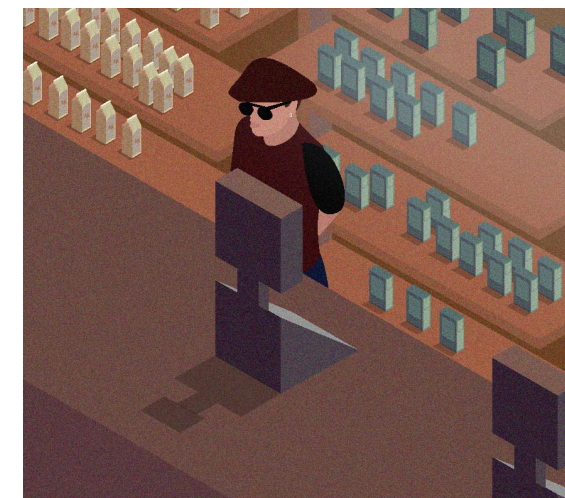
Type of work
Illustration

Tools:
Illustrator

Project
Perspective illustration

Challenge
Illustrate a small store from a bird's eye perspective

Solution
I decided to illustrate a small local store giving it a color palette and a grain texture to give off a late evening atmosphere.



Type of work

Illustration

Tools:

Illustrator, Photoshop

Project

Illustrate a social media post

Challenge

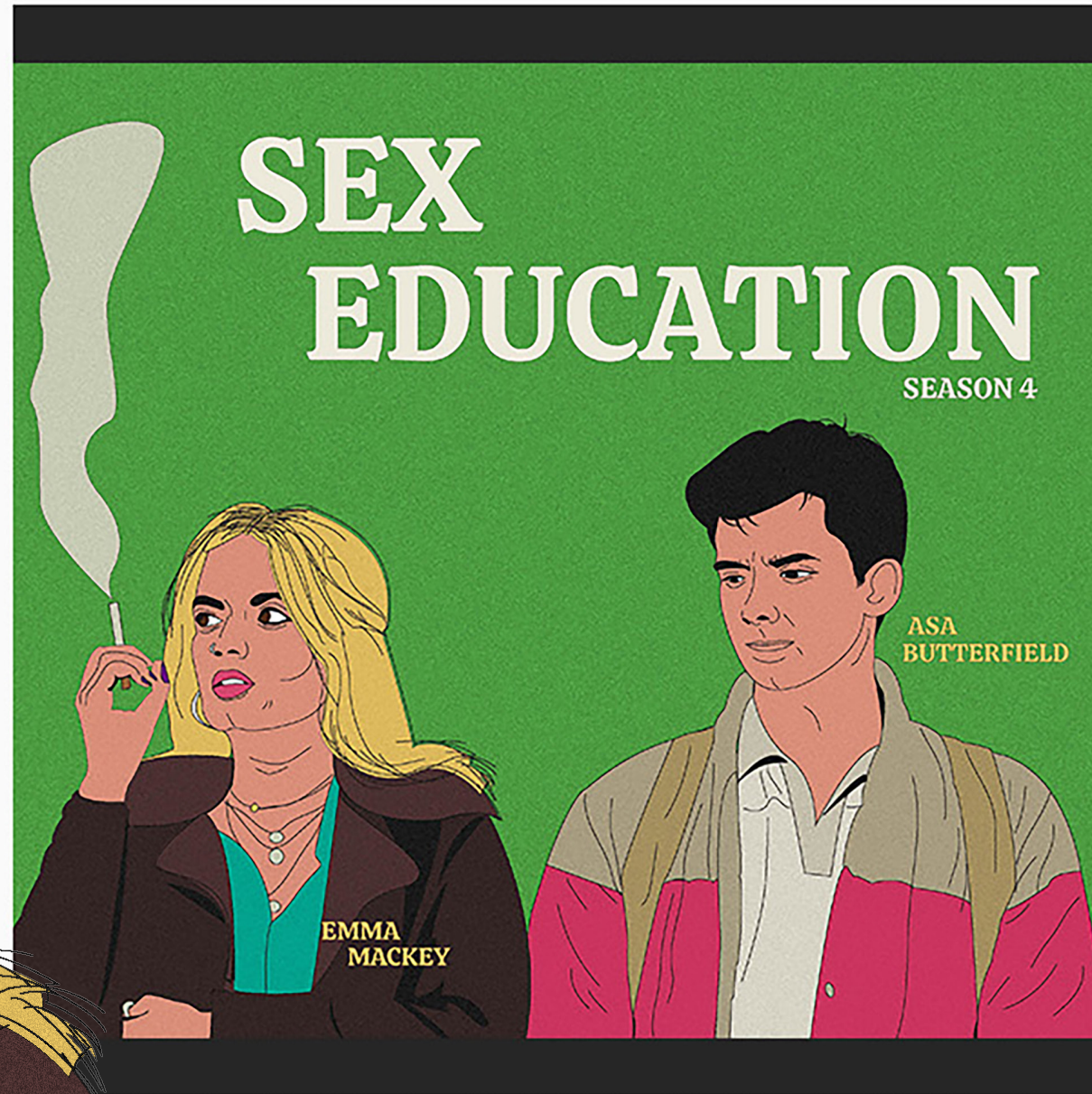
Illustrate an Instagram post promoting the season 4 for Netflix series "Sex Education".

Solution

Illustrate 2 of the main characters in the Netflix series showing their personalities. Emma who is more laid back, and Asa who is very shy.



Instagram



Netflix

Follow

Sex Education season 4 coming out soon. Would they fall back in love? We will see

2 MORE WEEKS...

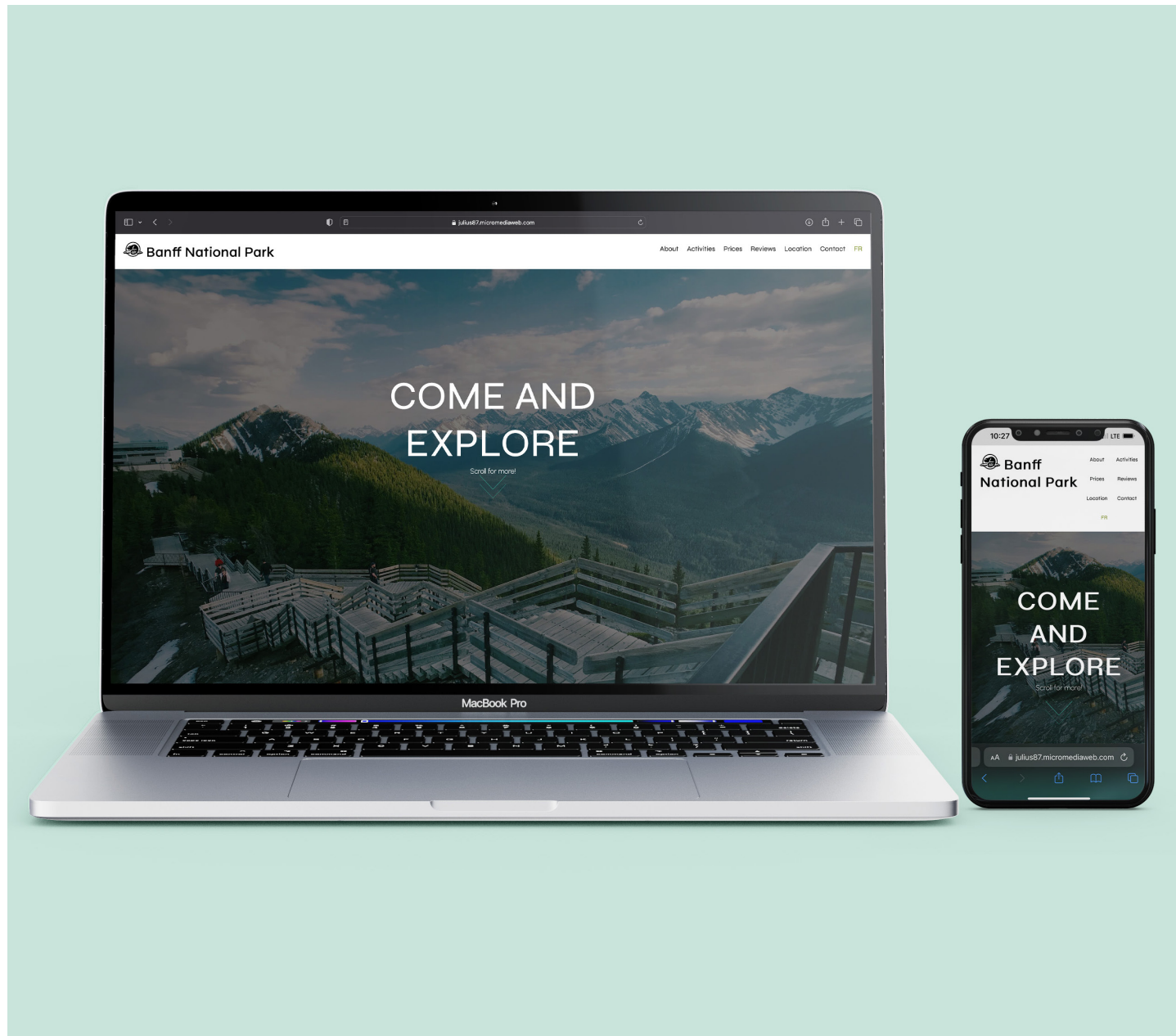


642,289 likes

DECEMBER 10, 2022

Add a comment...





Type of work

Web development/design

Tools:

Visual Studio Code



Project

Design a website for a national park in Canada

Challenge

Design a website for the Banff National Park

Solution

I decided to make a bilingual and easy to use website so that all users can get to any section of the website with just one click of a button. On the landing page a beautiful photo of the top of the Banff National Park with a call to action for the users to learn more about the park.

ABOUT

Canada's first national park, established in 1885, is located in Banff, Alberta. It has been claimed as a UNESCO Heritage Site. The scenery includes clear bodies of water like Lake Louise and the famous Canadian Rockies. There is abundant wildlife and interesting flora. Enjoy your stay at various resorts, hotels, chalets, and lodges. Participate in the many activities offered and take in the beautiful destination.

ACTIVITIES

Banff National Park is open all year round and provides numerous activities fit for anyone. Whether you're alone or with friends and family, you'll never be bored.

Biking

The most ideal way to experience the amazing sights of Banff is through our sightseeing bike tours. Be ready to view the Vermilion Lakes and adorable birds on the journey. Enjoy a lakeside picnic and snap lots of pictures to capture all of its glorious beauty.



Pro-Manager

Manage your tasks professionally

Type of work

App design

Tools:

Visual Studio Code



Project

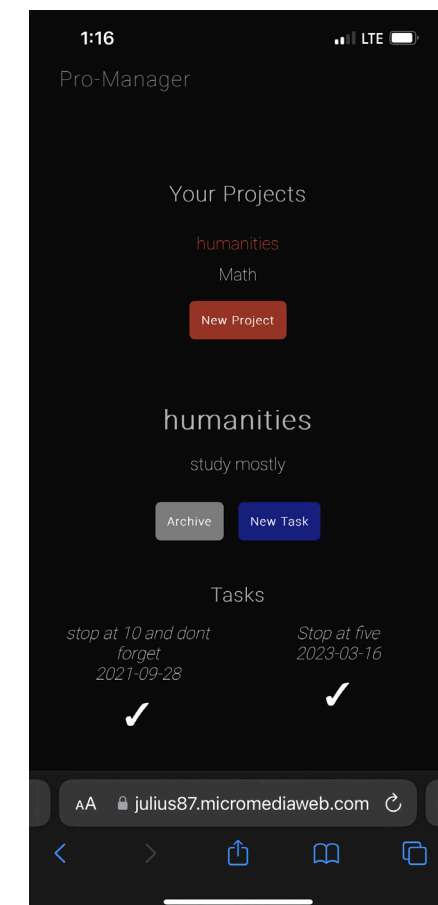
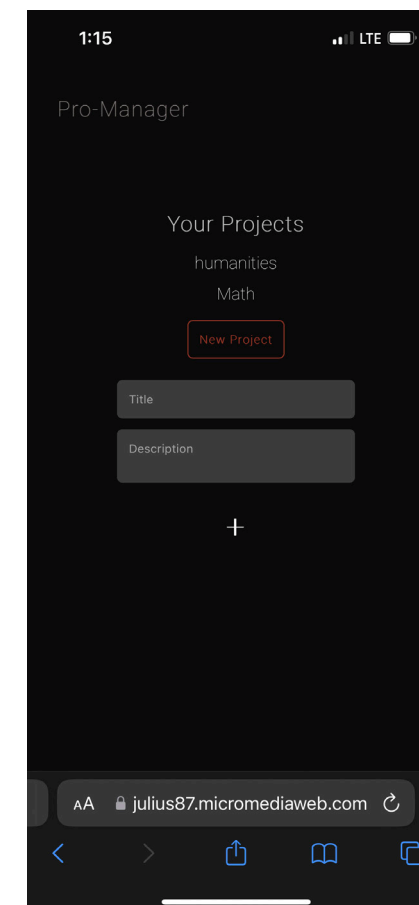
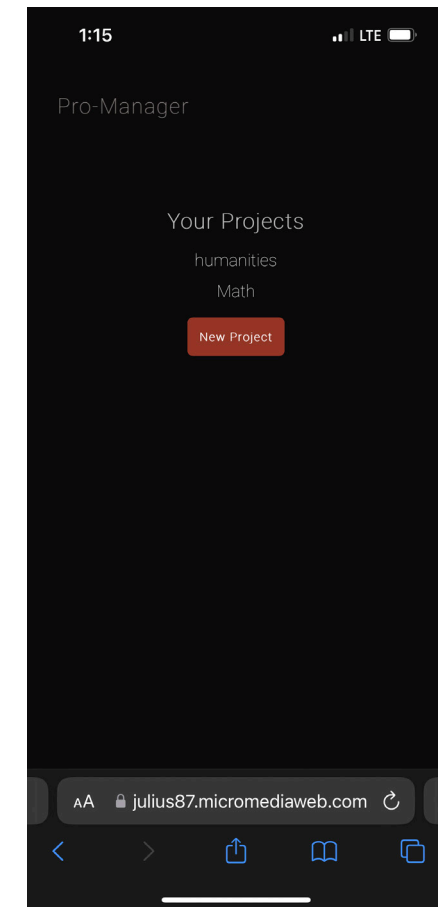
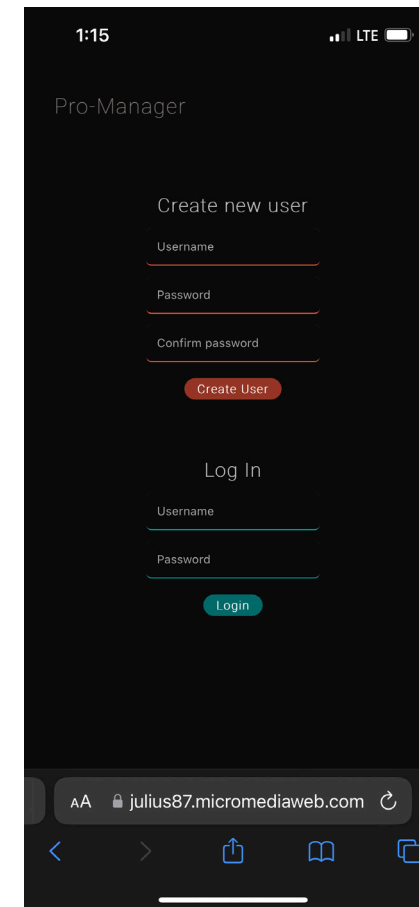
Create mobile-first project management app

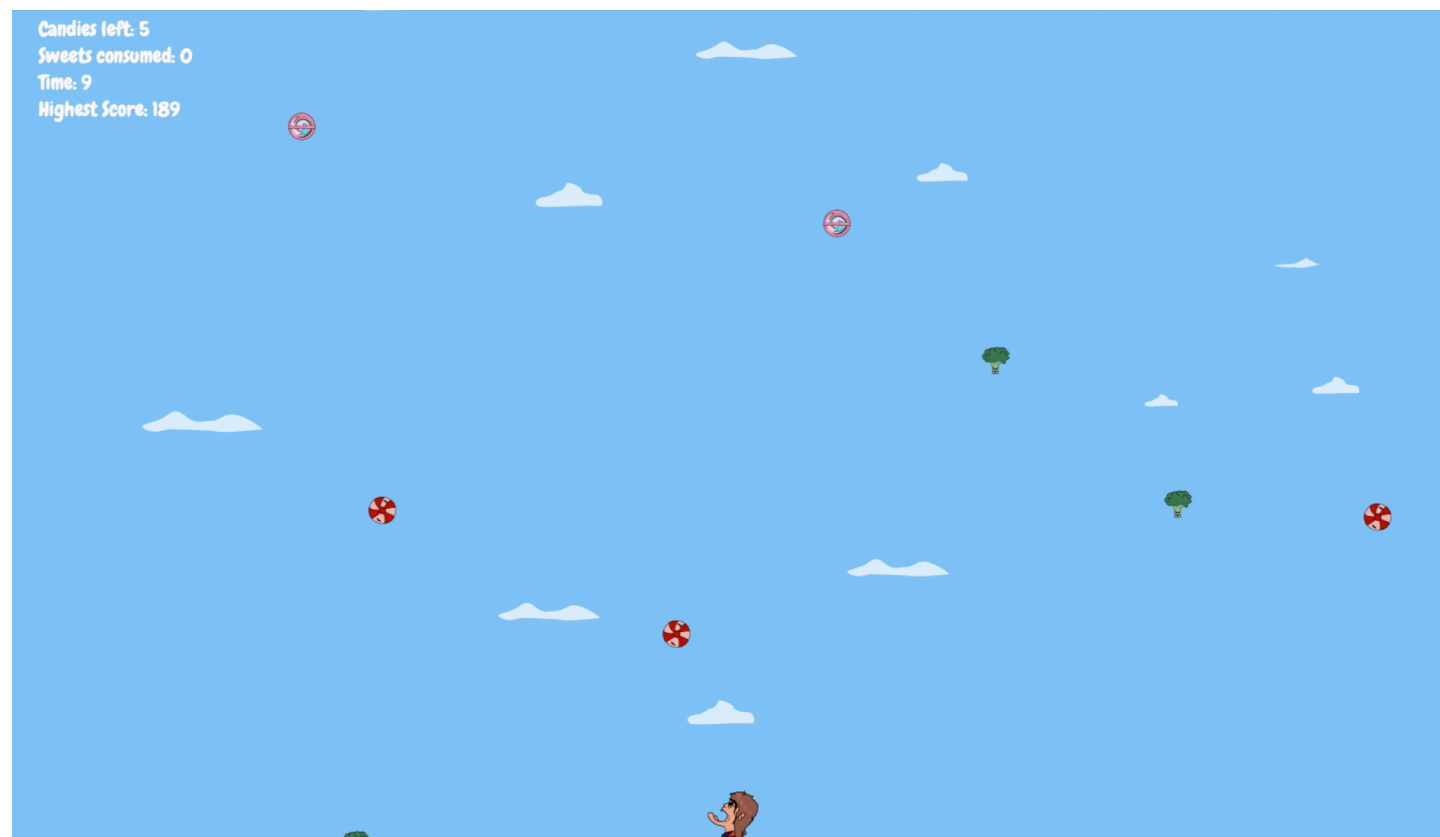
Challenge

Design and name an interactive user interface for the app

Solution

For this project I had to design a user interface for a project manager application. I created Pro-Manager. A project manager application that is easy to function and manipulate. It has a dark colour scheme for users who struggle from eye strain caused by bright colours. The app has simple hover transitions on each button, making it very user friendly and it also has different hierarchy of text making it easy for the user to differentiate the tasks, active and inactive projects. You can create a project with a description by clicking on the new project button. To see information on a project you have created, users can simply click on one of their projects (turning the active project name into an orange colour), and all of the information will be available to them. They can also add tasks with deadlines with the simple click of a button. To complete a task, users can click on the tick located right under it. Whenever a user wants to, they can archive a project by clicking on the archive button.





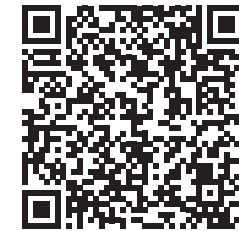
Type of work

Web development/design

Tools:

Visual Studio Code

Illustrator



Project

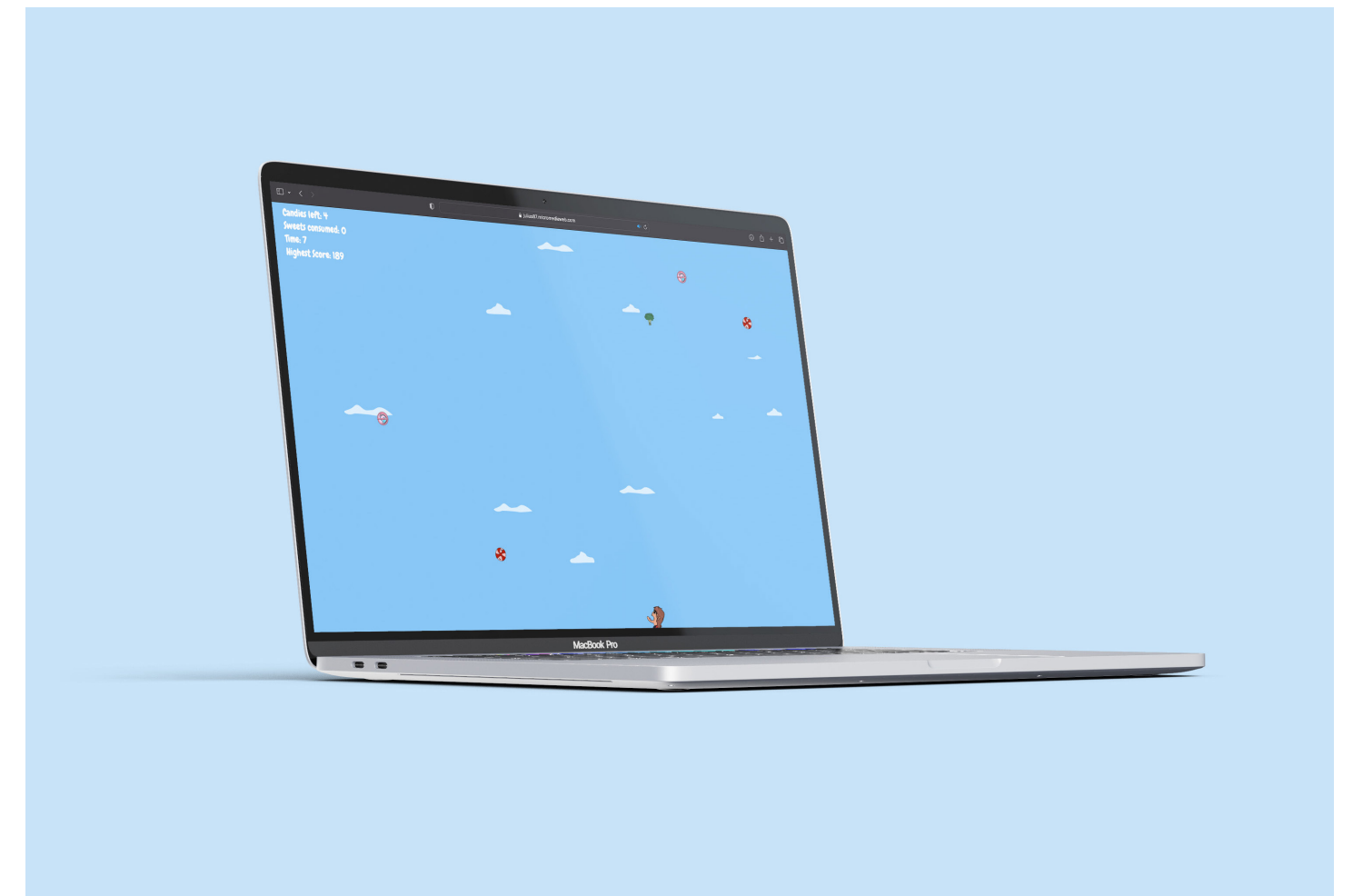
Design and develop a web game

Challenge

Make a user friendly game

Solution

With the use of cartoony illustrations, and basic left and right controls, I decided to make Sweet Tooth, a game where the user (Tyler), will try to keep a sugar rush for as long as possible. The game interface is interactive and user-friendly, users can get to different parts of the game with one click.



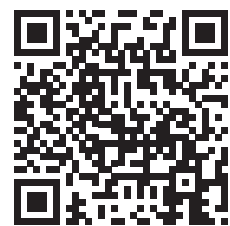


Type of work

Video editing

Tools:

Adobe Premiere Pro



Project

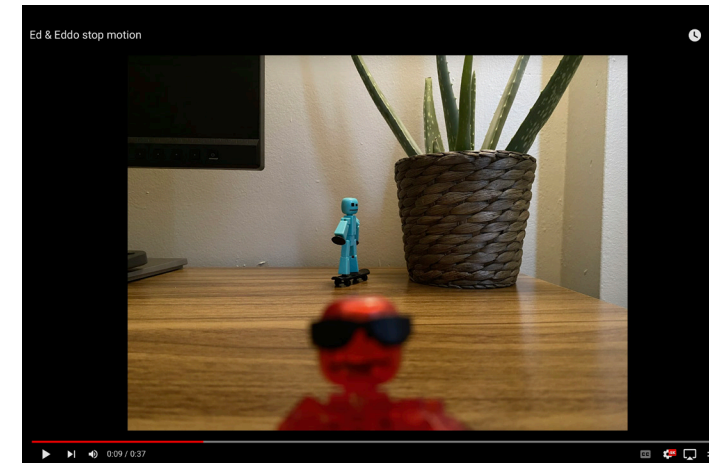
Make a stop motion video

Challenge

Create a short 30+ second stop motion video that tells the story of two friends

Solution

I decided to make a short comedy skit to display the friendship of 2 best friends, Ed and Eddo. Using many frames, storyboards, kirky sound effects and voice overs I was able to make this stop motion possible.



RÉSEAU DE FOOTBALL BEQUIA
 TÉLÉPHONE : 5142771823
 COURRIEL : INFO@BSN.CA
 2414, AV. GOYER
 MONTRÉAL, QUÉBEC H3E 1Q2

NATION DE LA BARRE TRANSVERSALE

Vous voulez être récompensé pour votre précision de football?

Le concours aura lieu au Complexe de soccer de Montréal le 21 octobre 2021 à 16 heures. Les compétiteurs auront 5 minutes pour frapper le plus possible la barre transversale. Le concurrent avec les coups les plus réussis remportera le grand prix, et les perdants repartiront avec des chemises BSN gratuites et plus. Les hommes et les femmes âgés de 18 à 34 ans peuvent postuler.

GAGNER \$5000!

FORMULAIRE D'INSCRIPTION

Prénom:	Nom de famille:
E-mail:	
Adresse de la rue:	
Province:	Ville:
Date de naissance:	
Téléphone:	Code postal:
Question mathématique simple : 2+18 =	
Où avez-vous entendu parler de ce concours : répondez ci-dessous	
<input type="button" value="RÉINITIALISER"/> <input type="button" value="SOUMETTRE"/>	

PRIX DE CONSOLATION

Chemise BSN
 football gratuit
 autocollants de football

TERMES ET CONDITIONS

Les présentes conditions générales constituent un accord juridiquement contraignant conclu entre vous et la société.
 En participant au concours, vous acceptez ce règlement officiel, et vous acceptez d'être contacté par email, courrier ou par téléphone.

RÉSEAU DE FOOTBALL BEQUIA

Type of work

Form design

Project

Design an interactive form

Tools:

Adobe Acrobat
 InDesign
 Photoshop

Challenge

Create and design an interactive form for a certain audience

Solution

I decided to make an interactive form to promote a crossbar football challenge in Montreal. This form is aimed towards people between the ages of 18-34 in Montreal. In result I used bright colors, relevant images and easily readable text in both english and french to help attract the attention of the audience.

BEQUIA SOCCER NETWORK
 TELEPHONE: 5142771823
 EMAIL: INFO@BSN.CA
 2414, AV. GOYER
 MONTREAL, QUEBEC H3E 1Q2

CROSSBAR NATION

Do you want to be rewarded for your soccer accuracy?

The contest will be hosted at the Montreal Soccer Complex on October 21, 2021 at 4pm. Competitors will be given 5 minutes to hit the crossbar as much as possible. The competitor with the most successful hits will win the Grand Prize, and the losers will walk away with free BSN shirts and more. Men and women aged 18-34 are eligible to apply.

WIN \$5000!

ENTRY FORM

First name:	Last name:
Email:	
Street address:	
Province: Yukon	City:
Birth date:	Postal code:
Simple math question: + = 0	Telephone:
Where did you hear about this contest : answer below	
<input type="button" value="RESET"/> <input type="button" value="SUBMIT"/>	

CONSOLATION PRIZES

BSN T-SHIRTS
 free football
 football stickers

TERMS & CONDITIONS

These Terms and Conditions constitute a legally binding agreement made between you and the company.
 By entering the contest, you agree to these official rules, and you agree to be contacted by email, mail or by telephone.

BEQUIA SOCCER NETWORK

Julius Sargeant.

Portfolio.

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