MENGSUKVITEY YOEUN

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YSkv

P*RF*LI*

Helloo :) I'm Mengsukvitey Yoeun, but you can call me Sukvitey, Suk, or Suvi! As a multi-disciplinary creative, I specialize in graphic and web design. Additionally, I have skills in front-end development and video production. I'm always eager to explore and discover new things.

With a natural curiosity, I often find myself lost in thought, seeking to understand the world around me. This quality makes me an attentive listener and a flexible collaborator. I express my creativity through experimentation, whether it's in design, development, or any other endeavor. Let's create something amazing together!
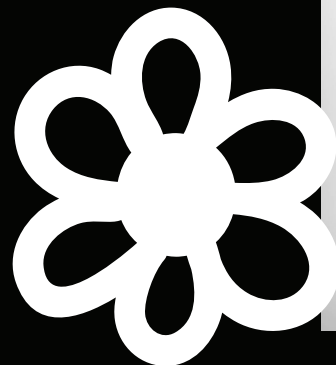
TABLE OF CONTENT

ALPHA-GETTI REDESIGN

Type : Packaging, Poster & Typography

THE PROJECT

Alpha-getti, a brand of canned pasta made by H.J. Heinz Company. The canned pasta consists of small alphabet-shaped pasta pieces in a tomato-based sauce. Redesign the can & promote the new design through a poster.

THE CHALLENGES

Create a new look for the can label using mainly typographic elements. The information on the package should include the product name, the manfacturer, the nutrition facts and the ingredients. Take into consideration the three-dimensional view and the visual look of the subject when displayed on shelves. In addition, create a promotional poster to advertise the new design.

THE PROCESS + SOLUTION

I wanted to create a design by simply using letters to represent the idea of aphabet shaped pasta. I first started with sketches of possible letter placement of the product name with the idea of alphabet as a background. I conclude by simply using the product alpha-getti repeatedly to create a background layout of letter.

Having the name as the background I had to make sure the information in the front cover can stand-out from the background. Hence, I created a contrast using colors to separate the background and the front cover. I used bold font with vivid color to differentiate the product from the rest when on display.

The promotional poster follow the same style of the redesign concept. Using typographic element only to showcase the can.

Sofware used:
Adobe Indesign, illustrator & Photoshop

Alpha-getti is fun noodles letters in a great tasting tomato sauce. Whenever you eat them, you'll agree they spell fun.

PREPARATION
To prepare: Empty into saucepan and stir occasionally while heating

Microwave: Empty into Microwave bowl. Loosely cover and heat on high for 2 minutes.

Consumer services
123 Sauce Avenue Est, suite 456, Pasta York, Quebec A1B 2C3
Any Questions?
1-514-57HEINZ(43469)

WHERE FACILITIES EXIST

HEINZ
ALPHA
-GETTI
ALPHABET PASTA
IN TOMATO SAUCE
398 ml - 14 fl oz

Nutrition Facts		
Per 3/4 cup		
Amount %Daily Value		
Calories		150
Fat 3g		5 %
Saturated 0.5 g		3 %
+ Trans 0 g		3 %
Cholesterol 0 mg		
Sodium 620 mg		26 %
Carbohydrate 26 g		9 %
Fibre 2 g		
Sugars 8 g		
Protein 6 g		
Vitamin A		6 %
Vitamin C		0 %
Calcium		4 %
Iron		10 %

INGREDIENTS
Alphabet Spaghetti (50%) (Durum Wheat Semolina, Traces of Egg), Tomato Sauce (50%) [Tomatoes (46%), Sugar, Salt, Cheese (Contains Milk), Stabilisers (412, 466), Flavours, Spices].

NO PRESERVATIVES

CYPHER MAGAZINE
COVER DESIGN

Type : Cover layout design

THE PROJECT

Conceptualizing an idea for a publication and designing a sample cover that includes key elements such as the publication name, masthead (wordmark), cover image, dateline, coverlines, and plugs.

what about this magazine

CYPHER magazine explores rising hip hop artists from all around the world. Introduces new rap artists and delves into their journeys and stories that defines their sound.

THE CHALLENGES

Developing a unique and compelling concept, with a name for the publication that aligns with the brand identity. Ensuring that all visual elements used in the design layout harmonize with each other and reflects the established brand identity. Maintaining a balanced hierarchy among these elements.

Software used: Adobe Illustrator & InDesign

THE PROCESS + SOLUTION

Conduct research on magazine covers layout to undertsand the key featured element included in a covers. Analyse different layouts and compositions to visualize where all elements could be placed.

Find potential cover images and play with the layout of the image and title. Chose color palette, typography, and imagery elements in harmony to create a visually captivating and cohesive cover.
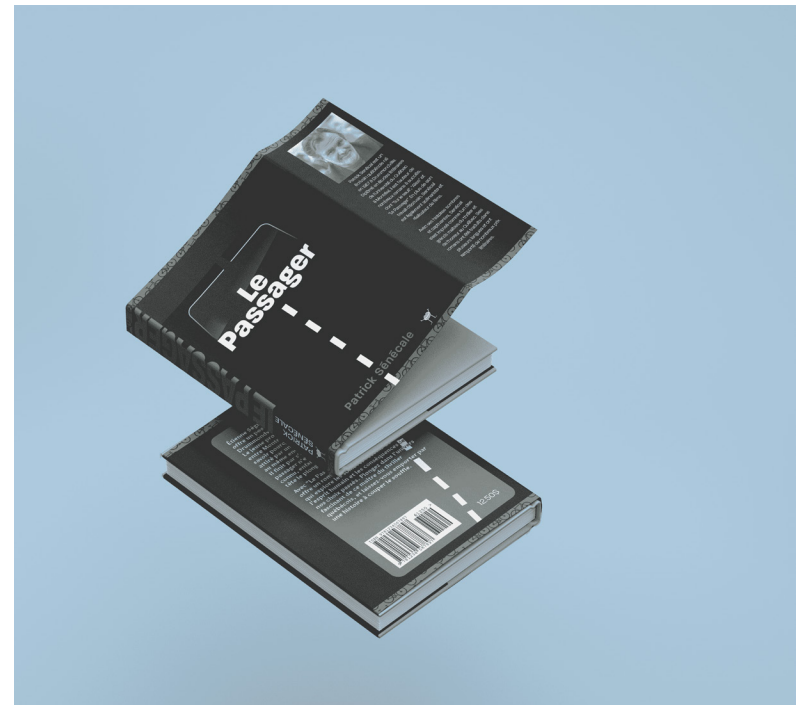
TRIOLOGY BOOK COVER

Type : Editorial design & Packaging Design

THE PROJECT

Design three book covers that collectively convey the theme or identity of the same publication edition.

chosen books,

Le Passager by Patrick Senecal
Holes by Louis Sachar
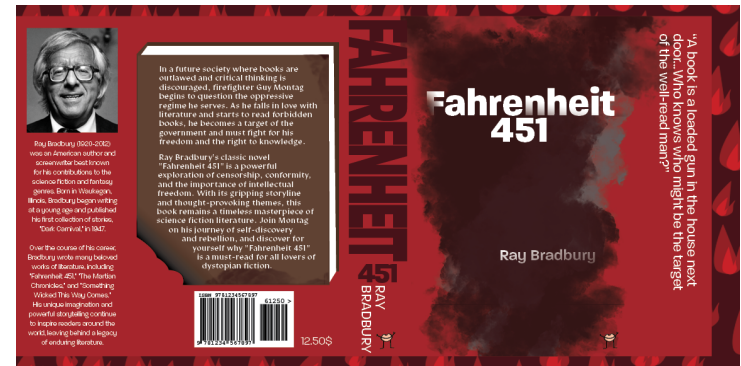Fahrenheit 451 by Ray Bradbury

THE CHALLENGES

To design a book that no matter the genre or category, it should follow a unified visual design that reflect the essence of the edition, while maintaining individuality of each book. Creating a visually appealing and harmonious set of book of the same style, ensuring that the covers complement each other on a shelf or in a digital display.

THE PROCESS + SOLUTION

I first started with finding a common structure for all three books. Then, by brainstorming ideas and sketching element that can be include in all the design of the books. It follow the same structure of bold title on the spine with a design that overflows the text to the front and back covers. Consistent typography and thematic elements, such as having a background of a symbol reflecting the book in the design.
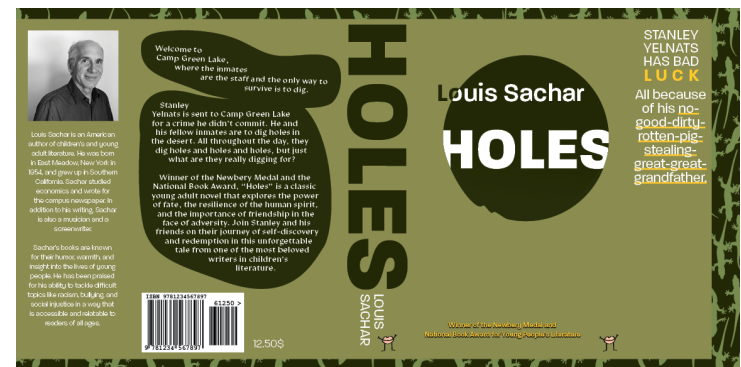
Software used:
Adobe InDesign, Photoshop & Illustrato

Fahrenheit 451
by Ray Bradbury
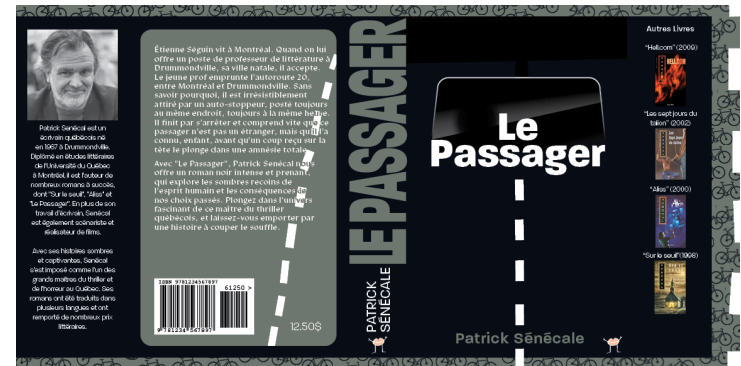
Le Passager
by Patrick Senecal

Holes
by Louis Sachar

RAT-MART WEB GAME

Type : Website Game Develonppement

THE PROJECT

This project involves working in team to create a web-based game using HTML, JavaScript, and CSS. As well as, designing and developping a social media promotional assets for the game launch. The game should captivate users with interactive gameplay and visually appealing providing an enjoyable gaming experience.

THE CHALLENGES

Create a basic but challenging game. Making sure the game works well on different devices while ensuring the game responsiveness with thorough bug testing and debugging. Understand how to Implement a game logic with basic and simple coding. Write clean, efficient code using HTML, JavaScript, and CSS that permits the website to run smoothly.

THE PROCESS + SOLUTION

We began by brainstorming and researching basic game concepts and objectives to set a clear direction for the project. Next, we developed prototypes to visualize the game's layout, user interface, and interactions before moving on to full-scale development.

Given that it was a team effort, tasks were divided into designing the game's graphics, coding the game system, and creating promotional assets. Each person had a primary responsibility and we collaborated by providing feedback and assisting simultaneously. This allowed us to work more efficiently and effectively as a team.

Software used: Adobe Illustrator & Visual Studio Code
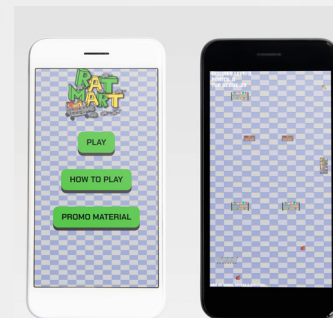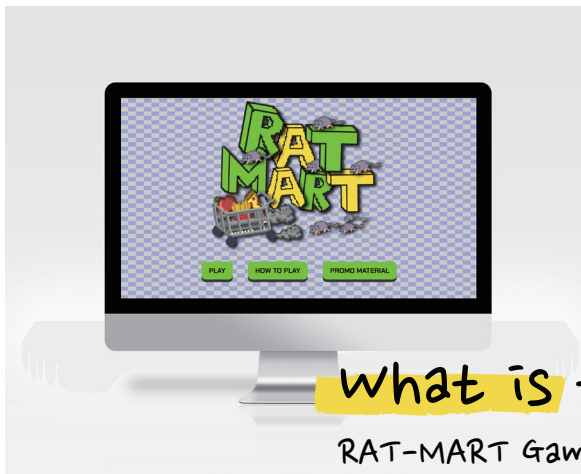
what is the game?

RAT-MART Game is a single-player game where players navigate as a cart in a grocery store overrun by rats.

BRANDING PROJECT: CNEMATION BRAND GUIDE

Type: Branding & Logo Design

THE PROJECT

To develop a comprehensive brand identity from scratch for a new service-oriented product I chose—an animation focused cinema theater. This involves coming up with a name, designing a logo, and establishing a brand guide to support and maintain consistency across all aspects of the company's visual and representation.

THE CHALLENGES

The main challenges is to conceptualize my idea into desings and capture the spirit of animation when developping the brand identity. The name and the logo should translate the essence of animation while being memorable and ensuring it resonates with the audience. Additionally, creating a brand guide that accurately reflects the brand's values and provides clear guidance on the brand visual poses a significant challenge.

THE PROCESS + SOLUTION

I began with researching potential competitors or related brands in the industry of cinema to develop a Brand analysis in order to gain insights into their strategies and understand their approaches. Followed by an extensive research, I choose "CNEMATION" as a brand name that reflects animation in the cinema. Simultaneously, create a logo inspired from the chosen brand name while incorporating elements that capture the essence of animation. Finally, creating a complete brand guide that outlines the brand's visual identity and provides guidelines for brand implementation.
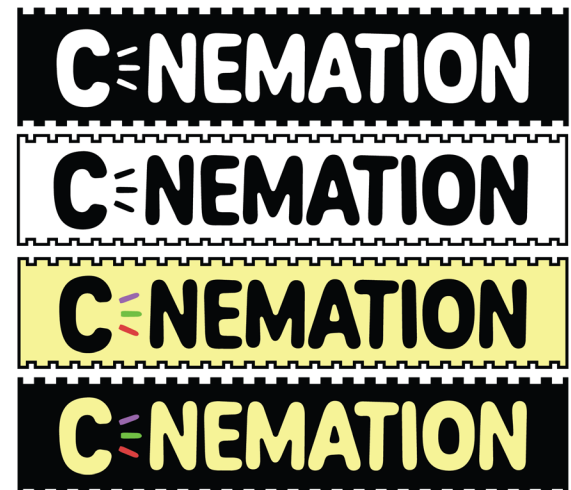
Software used:
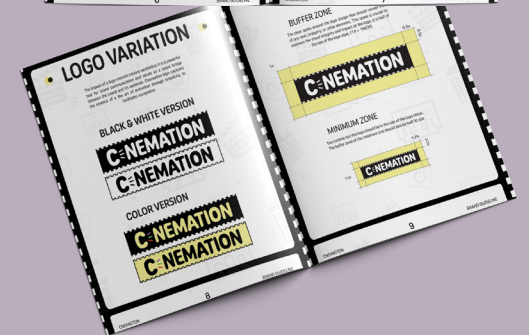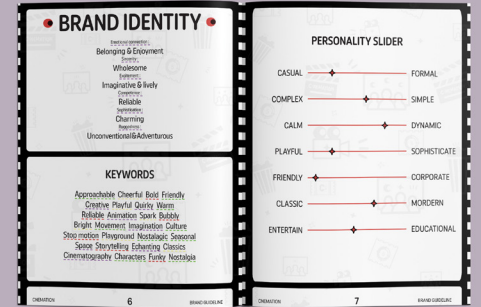Adobe InDesign, Photoshop & Illustrator

what Is cnemation?

A cinema theater dedicated exclusively to the art of animation. cnemation provides a dedicated space for animation enthusiasts to immerse themselves in the captivating and imaginative stories brought to life through the art of animation.

Logo variations

PASSION PROJECT WEBSITE

Type : Web Developpement & Web Design

THE PROCESS + SOLUTION

Compile a list of animated films that I liked and write a brief paragraph for each one, the reason why I chose it. Then, select a few and gather images and essential information of the movie.

Conduct research on many similar website to understand how they interact with users. Engage in a feedbacks sessions with peers to receive feedbacks and suggestions over the general idea of the website and its inital design. Define a suitable font, color palette, and layout to complement the movie posters.

THE PROJECT

Create a website showcasing your passion. The website has user-friendly design that should share your experiences with visual elements, featuring blog posts, photo galleries, tutorials, and more.

THE CHALLENGES

Creating engaging content, while assuring technical functionality and user-friendliness of the website. Ensuring that it is mobile friendly and responsive. Improve old website to make it visually nice and more fonctional.

Software used:
Adobe Photoshop & Visual Studio Code

Old website Design
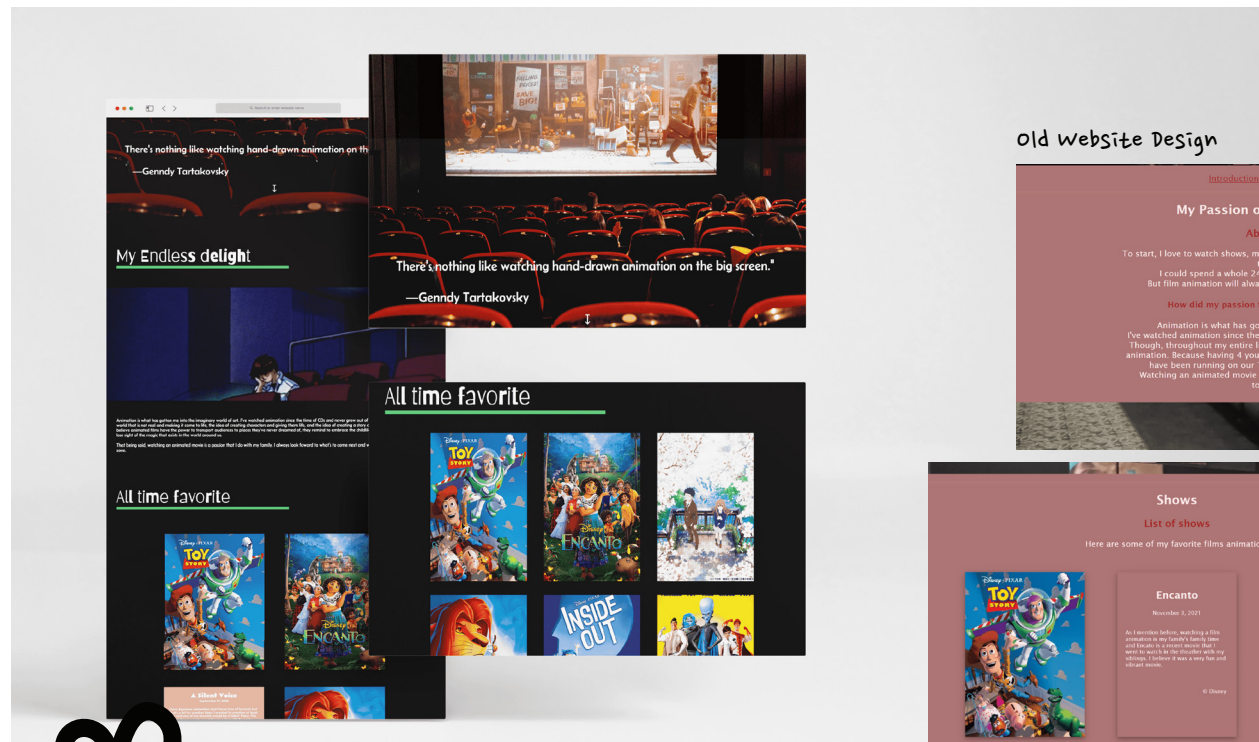
TROPICAL BREEZE JUICE BOX

Type : Packaging

THE PROJECT

Design three labels for a fruit juice company, each highlighting a different juice flavor. The labels should represent thebrand identity of 'Tropical Breeze.'

THE CHALLENGES

Create a cohesive logo or woodmark for the company name 'Tropical Breeze' that must be featured on all three labels. Ensure continuity across the labels so that customers can easily recognize the Tropical Breeze brand, despite variations in color and flavors between the labels.

THE PROCESS + SOLUTION

The process begins by researching and exploring tropical themes, color palettes, and typography that align with the essence of 'Tropical Breeze.' I decided on a concept that the 'Tropical Breeze' should evoke feelings of freshness, relaxation, or a pleasant atmosphere, with 'Tropical' relating to freshness of the flavors and 'Breeze' the feeling of ease. Following the logo developpement, I started with brainstorming visual elements and fonts that embodies the spirit of 'Tropical Breeze'. I decided to complement the design of my box based on the flavors of the juices.

Software used: Adobe Illustrator & InDesign

Juice Box Labels

Strawberry Lime Flavor

Spicy Mango Flavor

Sweet Peach Flavor
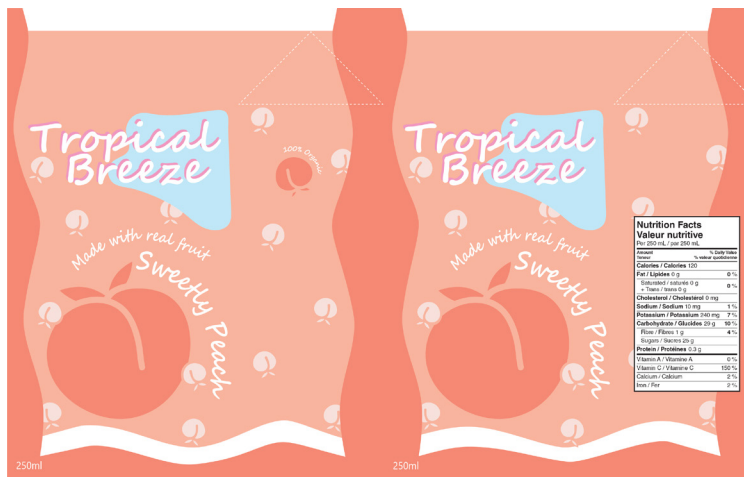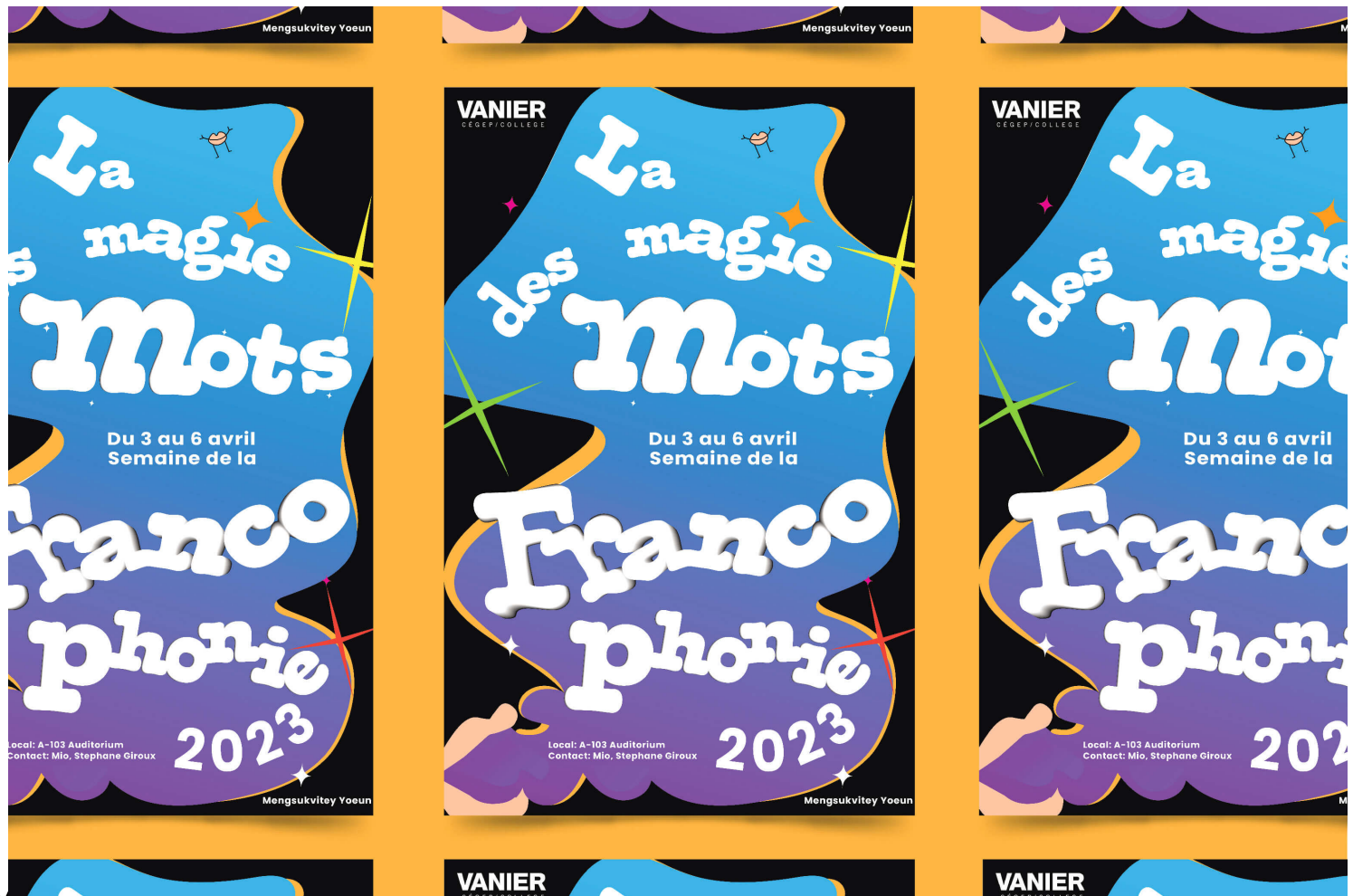

Blue Lemonade Flavor

LA SEMAINE DE LA FRANCOPHONIE

Type : Promotional Poster Design

THE PROJECT

Every year, the french department at Vanier college organize an event for "La Semaine de la Francophonie", to celebrate and promote the french language. The project is to create a captivating and striking visual identity for the 2023 Francophonie Week.

THE CHALLENGES

Create a poster and a web banner for "la Semaine de la Francophonie" following the theme of : La magie des mots. The poster should reflect the theme and should include information of the event such as dates, location and contact.

THE PROCESS + SOLUTION

Conduct research on previous Francophonie poster to understand the overall idea of the event. Engage in brainstorming sessions to generate ideas and keywords associated with the chosen theme of magic.

Translate these ideas into digital sketches, outlining the basic design elements. Define a suitable font, color palette, and layout for the poster. Finally, create a captivating banner for web that aligns seamlessly with the established poster design.

Software used:
Adobe InDesign & Illustrator

Sketches

Web Banner

CORNDOGS MAKING VIDEO

Type : Filmimg & Video and Sound Edition

THE PROJECT

First part of the project is to create a short montage video showcasing the making of a corndog. This involves capturing various shots of the preparation, cooking, and final presentation of corndogs in a visually engaging and appealing manner.

Second part of the project is to improve the video of the corndog making and make it more engaging and visually appealing.

THE CHALLENGES

Conceptualizing and capturing shots that are visually appealing and engaging. This involves meticulous planning in terms of shot selection, filming techniques, timing, and synchronization with sound editing. Additionally, incorporating music and sound effects to enhance the viewing experience and maintain viewer interest during the video. A challenge, when improving the video was to ensure that the video is fast-paced and dynamic, along with finding muisc and sound effect to match the video.

Software used:
Adobe Premiere Pro & Media Encoder

THE PROCESS + SOLUTION

I started with creating a detailed shot list outlining key stages of cooking video and corndog preparation. I did research on cooking-related videos for insights and inspiration for shot composition and storytelling techniques. Prior to filming, I conducted a test shoot to experiment with different angles and camera movements to determine the most effective shots. I prepared all the necessary ingredients and equipment in advance to ensure a smooth filming process.

When I had to improve the video, while editing, I focused on the music and synchronized the footage to the beat to maintain a flow. Using quick cuts and transitions between shots, I managed to keep the video fast-paced. I synchronized the footage with upbeat music and sound effects to create a lively and engaging atmosphere.

E Quick Corn Dogs

Copy link

Watch on ▶ YouTube

REVOLT! MAGAZINE PUBLICATION

Type : Editorial design & Layout

THE PROJECT

The project involves working as team to design a magazine layout featuring a story of any subject. Each member should contribute to the concept and the design making of the magazine.

THE CHALLENGES

Balancing the individual creativity of each teammate to create a unified magazine layout involves finding a compelling subject for the publication, understanding both the editorial and visual aspects, and crafting a design that resonates with the readers. Collaborate to develop the magazine layout, where the goal is to maintain a harmonious appearance and ensure consistency in design elements, including fonts, colors, and styles, across various pages and sections contributed by each team member.

THE PROCESS + SOLUTION

First ensuring effective communication and engagement of every team member is essential. We initiated the project by brainstorming our ideas on paper, conducting research on potential magazine concept. Subsequently, we agreed on a suject and we collectively worked on developing a title and concept.

For the designing process, we've established shared design goals and objectives, documented essential elements like fonts and color palettes, and divided responsibilities by section. Each team member is working on two spreads, ensuring a cohesive and visually pleasing magazine layout. This structured approach allows us to efficiently integrate diverse design elements while maintaining unity across the entire publication.

Software used:
Adobe Indesign, Photoshop & Illustrator
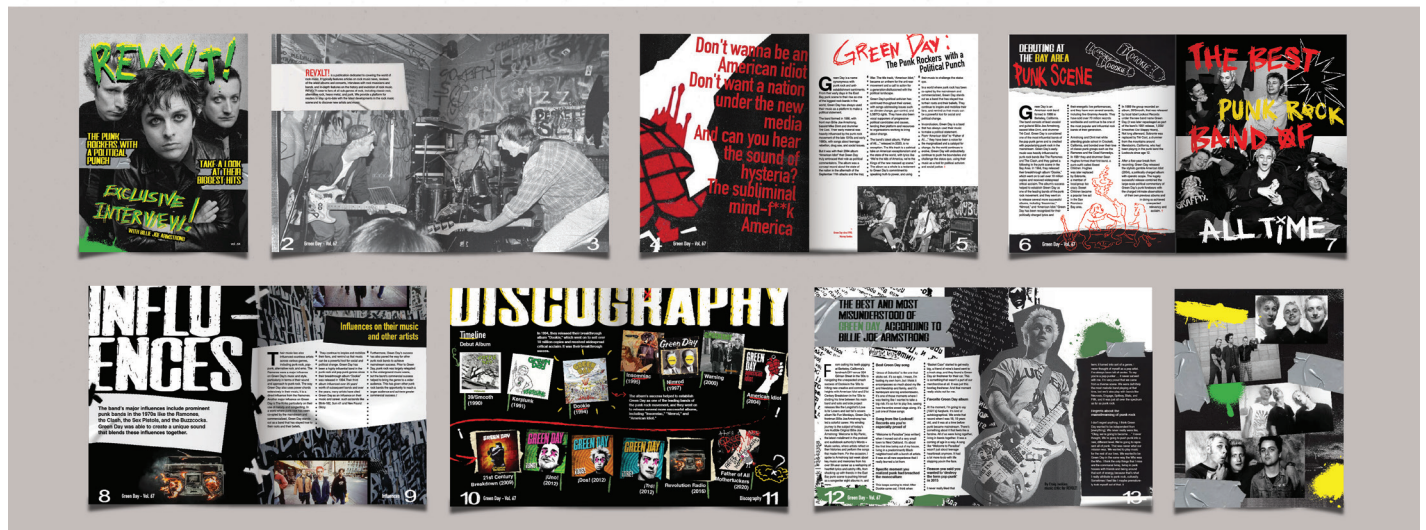
My spread design,
Influences P. 8-9

INFLU—ENCES

Influences on their music and other artists

The band's major influences include prominent punk bands in the 1970s like the Ramones, the Clash, the Sex Pistols, and the Buzzcocks. Green Day was able to create a unique sound that blends these influences together.

Their music has also influenced countless artists across various genres, including punk rock, pop-punk, alternative rock, and emo. The Ramones were a major influence on Green Day's music and style, particularly in terms of their sound and approach to punk rock. The way Green Day also uses power chords extensively in their music, it is a direct influence from the Ramones. Another major influence on Green Day is The Kinks particularly on their use of melody and songwriting. In a world where punk rock has been co-opted by the mainstream and commercialized, Green Day stands out as a band that has stayed true to their roots and their beliefs.

They continue to inspire and mobilize their fans, and remind us that music can be a powerful tool for social and political change. Green Day has been a highly influential band in the punk rock and pop punk genres since their breakthrough album "Dookie" was released in 1994. Their third album influenced over 25 years' worth of subsequent bands and over the years, many artists have cited Green Day as an influence on their music and career. such as bands like Blink-182, Sum 41 and New Found Glory.

Furthermore, Green Day's success has also paved the way for other punk rock bands to achieve mainstream success. Prior to Green Day, punk rock was largely relegated to the underground music scene, but the band's commercial success helped to bring the genre to a wider audience. This has given other punk rock bands the opportunity to reach a larger audience and achieve greater commercial success ♪

My spread design,
Discography P. 10-11

DISCOGRAPHY

Timeline

Debut Album

In 1994, they released their breakthrough album "Dookie," which went on to sell over 10 million copies and received widespread critical acclaim. It was their breakthrough succes.

39/Smooth (1990)

Kerplunk (1991)

Dookie (1994)

Insomniac (1995)

Nimrod (1997)

Warning (2000)

American Idiot (2004)

The album's success helped to establish Green Day as one of the leading bands of the punk rock movement, and they went on to release several more successful albums, including "Insomniac," "Nimrod," and "American Idiot."

21st Century Breakdown (2009)

¡Uno! (2012)

¡Dos! (2012)

¡Tré! (2012)

Revolution Radio (2016)

Father of All Motherfuckers (2020)

CATS FACTS WEBSITE

Type: Website Design & Developpement

THE PROJECT

Create a single page app (SPA) website that should integrate an SPA features and technologies. Make the app interesting, informative and entertaining.

THE CHALLENGES

Think of an app that has learning compenents and can be fun. Make it user interactive with an appropriate UI and clear and easy to use UX. Use an API effectively as a content for the app. As well as learning how to integrate and fetch many API through error free coding for dynamic pages. While coding, I had to think of a way for the page to generate new content on every load.

THE PROCESS + SOLUTION

First started with a brainstorming session and researching potential API that I could use. I decided to do a very basic app that does not require much understanding to use but still entertaining. Which is to create a random cat pic generator at refresh based on a demo used in class of an API that generate images on refresh.

To make it informative, I had added facts of cats that would generate at random along with the cat emages. The page reload when you click anywhere in the page!

Software used: Visual Studio Code
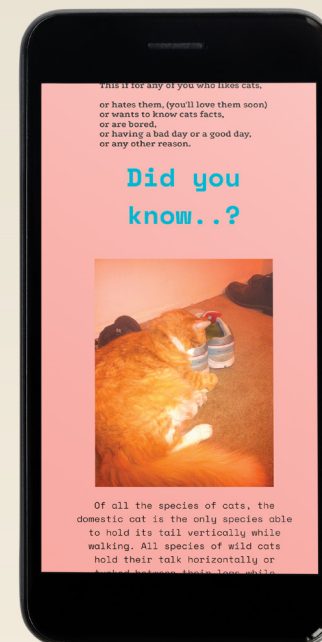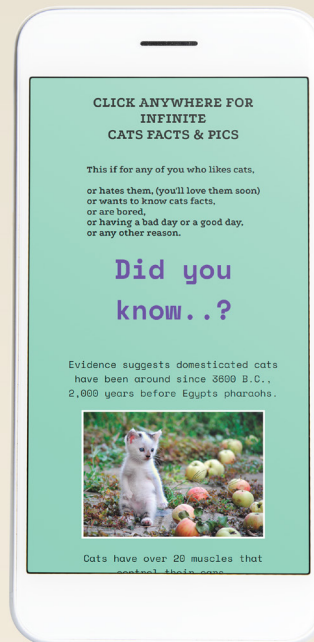
PRAHOK DIPPING SAUCE POSTER

Type: Personal Project Poster

THE PROJECT

For my personal project, I designed a poster that embodies my style and passion for cooking. The concept behind the poster is to break down and deconstruct the elements of a dish, employing a blend of illustrations, imagery, and visual elements to convey its essence.

THE CHALLENGES

The challenge is selecting a recipe that resonates with my style, and strategizing how best to showcase my vision and execution. Making a decision on whether to depict the ingredients through drawing, and whether to rely solely on illustrations, incorporate images, or a combination of both mediums. As well as ensuring the design of the poster along with the photographs taken, the chosen images, and the drawn illustrations seamlessly integrate and complement one another.

THE PROCESS + SOLUTION

I started with brainstorming potential food recipes to break down and create a moodboard for references and style ideas. Once a dish is chosen, I compiled a list of ingredients and had to determine which would be depicted through drawing and which through images. I chose to employ a multi-medium approach to create the poster through various software tools.
I gathered the completes assets into Photoshop for editing before transferring them to Illustrator for final design and text incorporation. I maintained consistency in the compositing with a specific color palette and playful fonts. Additionally, I prepared the Prahok dipping sauce and photographed it to include in the poster after further editing in Photoshop.
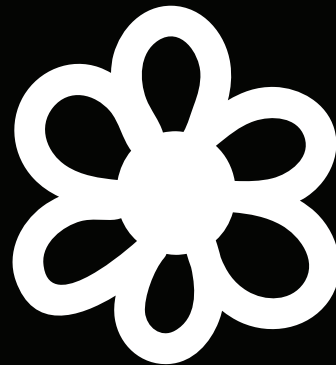
Software used: Adobe Photoshop, Illustrator & Fresco

Drawings Ingredients

Cilantro

Mint
MASK THAT FISH SMELL

Kaffir Lime
COMPLETE FLAVOR OF LIME?

THIS TASTE LIKE SOAP TO PEOPLE, HOW?

Galanga
THIS IS NO GINGER, BUT SOMETIMES I'M CONFUSED

ADD A GENEROUS SPOONFUL OF SUGAR

Thai Chili
PLEASE MAKE IT SPICY

Palm Sugar

LIGHT ON THE LIME UNLESS?

Lime

Lemongrass
CHOP THEM AND ADD THEM
THE MORE THE MERRIER

☑ INGREDIENTS USED

HELPS WITH THE FISH SMELL

Garlic

Thai Eggplant
NOT MY FAVORITE BUT A MUST

Mud Fish
MAKE INTO PASTE EITHER OR BOTH

THE SMELL

MUD FISH SAUCE

PRAHOK
DIPING SAUCE

🌸 EAT WITH
SPECIAL INGREDIENT

Gourami Fish

CUCUMBER DIP CAN NEVER GO WRONG

Rice
NO RICE NO LIFE

Steak
MEDIUM RARE IS BEST

Cucumber

Lettuce

LETTUCE WRAP WITH STEAK AND DIP IT

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