

jacgwd²⁰₂₃
#gwduates2023

Fatima
Mughal

Hello I'm Fatima Mughal

*I'm a graphic
& web designer*

Since a young age, I had a passion for doing anything related to visual arts. Whether it was drawing, painting and even doing various little crafts. The source of my inspirations came the strongest from my Pakistani South Asian background, which surrounded me with bold and vibrant colors, intricate patterns and its history of design.

Through the Graphic and Web Design program at John Abbott College, I gained more experience doing not only the visual arts. But I was also learned techniques in graphic arts, typography, photography, packaging, illustration, animation and designing websites. Thanks to the program, I met a lot of like-minded and creative people, especially teachers who kept inspiring me to grow even further.



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Packaging and Print

One of my favorite medias to design would be print, especially packaging. I enjoy the challenge of maintaining a balance of all the visual elements. Print allows for an almost limitless amount of creativity and experimentation.

With creating packaging, I also like how it intertwines with having a good branding identity and marketing to the consumer. Not only is it responsible to be simply a 'wrapper' for a product, but it can heavily imply a long lasting message or image to its audience.

- 01 *Astro Dinoo's***
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ASTRO DINOOS

multivitamines / multivitamins

Children's Multivitamins

Packaging

Astro Dinoos was created for the course on packaging. The purpose of the project had a challenge of designing a product geared towards infants to young children and more specifically for medicinal and general health. In the early development I took into consideration both, characters and colors that would attract more toddler age children. Thus came to mind, themes of space and dinosaurs.

This packaging project was the start of the astronaut dinosaur character, which later developed into a short animation uploaded to YouTube.

#2F2C65

#373F90

#595CA9

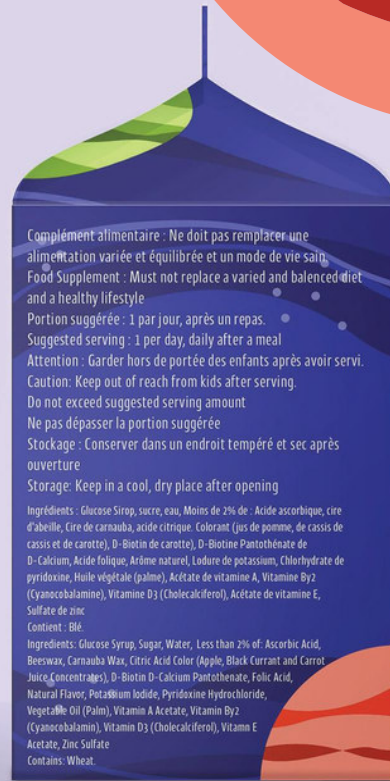
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#CEE074

#F6892E

#F15A2F

#D8422A



Operation Big Bang!

Follow the Astro Dino on his adventure

link: youtu.be/HKTfulip6To

or scan the QR code:



MISSION PROCRASTINATION

RESET YOUR GAME BEFORE ITS OVER

Retro Inspired Energy Drink *Packaging*

Mission Procrastination was created for my course on packaging. This task required us to produce a label for an energy drink brand while leaving the decision of the demographic to us.

The first inspiration behind my created brand, was the 404 error page that can found with an no Wifi error. From there, I reflect on like that 404 error page, creatives or general people with deadlines find themselves with procrastination. What if you treat that dreaded feeling into a game? Who wins when you race against time?

Most of the design elements from there, were then inspired by pixelated icons and retro video games.

#BC202E

#EB1F28

#F69220

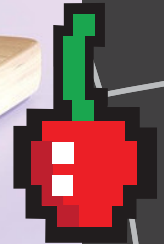
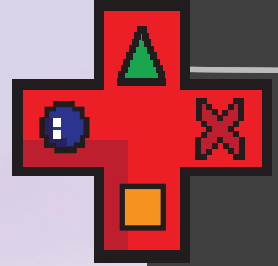
#FCEE1C

#00A54F

#00ADEF

#2B378D

#9F2063



MISSION PROCASTINATION
Reset your game before ITS over

BERRY ANGRY

Nutrition Facts		
Serving Size 8.0 fl. oz. (240mL)		
Servings Per Container 2		
	Per 8.0 fl. oz. (240mL)	Per 16.0 fl. oz. (480mL)
Total Fat	11g	22g
Sodium	250mg	500mg
Total Carb	25g	50g
Sugars	25g	50g
Protein	0g	0g
% Daily Values are based on a diet of 2,000 virtual bits		

energy drink

MISSION PROCASTINATION
Reset your game before ITS over

SAD TROPICS

Nutrition Facts		
Serving Size 8.0 fl. oz. (240mL)		
Servings Per Container 2		
	Per 8.0 fl. oz. (240mL)	Per 16.0 fl. oz. (480mL)
Total Fat	11g	22g
Sodium	250mg	500mg
Total Carb	25g	50g
Sugars	15g	30g
Protein	0g	0g
% Daily Values are based on a diet of 2,000 virtual bits		

energy drink

MISSION PROCASTINATION
Reset your game before ITS over

START?

COMPUTED CAFFEINE

Nutrition Facts		
Serving Size 8.0 fl. oz. (240mL)		
Servings Per Container 2		
	Per 8.0 fl. oz. (240mL)	Per 16.0 fl. oz. (480mL)
Total Fat	11g	22g
Sodium	250mg	500mg
Total Carb	25g	50g
Sugars	25g	50g
Protein	0g	0g
% Daily Values are based on a diet of 2,000 virtual bits		

energy drink

Tea Buddy biscuits



Eco Friendly Tea Biscuits

Packaging

Tea Buddy Biscuits had been one of the last brands created for my course in packaging. The main concern in this project, had been the obligation of keeping its environmental impact in mind. Relating to its packaging materials and how it would be to produce.

A lot of tea biscuits and cookies today are sold within plastic packaging, which may contribute to waste. Thus, I had to create a fresh idea to reimagine tea biscuit packaging. To consider its sustainability, the container would have a parchment liner to preserve freshness that can be recycled. To add, its cylindrical container can be made with seed infused cardboard to further improve its biodegradability, and lower production costs.

#E4B8D3

#E1B76D

#A2C8A3

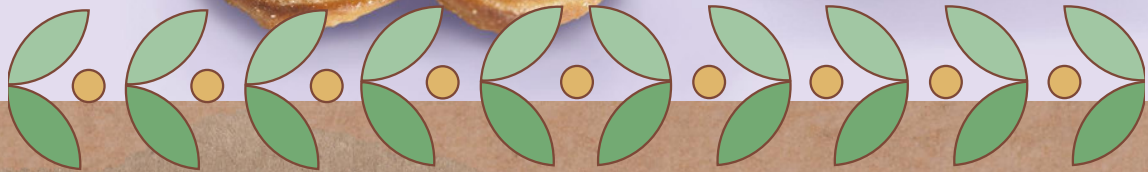
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#D1996A

#9C6954

#7D4A39







Alphonse Mucha Exhibition Card

Print

In my early course of graphic design, we created invitation cards to introduce an artist's exhibition in a fictional museum. The project highlighted several different famous artists throughout the years.

Amongst my favorite historical artists, I chose to spotlight the fine artist Alphonse Mucha. The invitation card details the life, goals, achievements, methods and timeline of the artist. As well as featuring seven of my own personal favorite artworks which heavily inspired the design of the end result, accentuated by rounded arches throughout.

#FFEBD3

#E4CE95

#E499A0

#BA7C6F

#7E5249

4 page square booklet





1897. Flower

"The purpose of my work was never to destroy but always to create, to construct bridges, because we must live in the hope that humankind will draw together and that the better we understand each other the easier this will become."



1908. The Star Epic



1897. Cosmorama de la Sagrada

"The purpose of my work was never to destroy but always to create, to construct bridges, because we must live in the hope that humankind will draw together and that the better we understand each other the easier this will become."

Alfons Mucha

After much research and exploration into the life of Alfons Mucha, the planning to create details in his work, inspired by his work and his own inspirations. An unexpected through his work, I would also take influence from his previous work to be included in the design to present art. To complete the composition of the design, initially in Mucha, I would like to see how influence from decorative elements found in Byzantine and Islamic design like stylized lettering.



Goal and Achievements

Over the course of his life, Alfons Mucha's designs have been known through the world. His reputation through his art shows his dedication and admiration in the place of his life. Mucha's style has been used in the past, and it is still used today. His work has been used in many different ways, from design to architecture, from his own designs to the designs of others. His work has been used in many different ways, from design to architecture, from his own designs to the designs of others. His work has been used in many different ways, from design to architecture, from his own designs to the designs of others.

Mucha's graphics had shown young women, with their hair and clothing working in patterns and influences by Byzantine and Islamic design, creating a feeling of unity. In his time, his work was not seen through of original and original compared to other art that was published then.

Timeline

The artist worked during the Art Nouveau period. In 1898, Alfons Mucha gained recognition as a professional designer in Paris. His recognition had been due to the success of his work Cosmorama, which Mucha decided to follow a Paris style that brought art. To working hard for new projects, the Star Epic, Mucha's first major work. It was a series of 12 scenes for his cinema, the artist spent 4 months on the creation of this Epic. Mucha and Cizek presented his series to wealthy French Catholics who in the mid-century. However, by 1901, with growing fear over a threat of war and increasing hostility, Alfons Mucha began working on a movement that led to his death. He died after the formation of Prague. With his work almost forgotten after death, it was however preserved and established by his son. His, after WWII.

Document design

After much research and exploration into the life of Alfons Mucha, the planning to create details in his work, inspired by his work and his own inspirations. An unexpected through his work, I would also take influence from his previous work to be included in the design to present art. To complete the composition of the design, initially in Mucha, I would like to see how influence from decorative elements found in Byzantine and Islamic design like stylized lettering.



1921. Poster for the Brooklyn Exhibition

Mucha was born in Brno and attended a secondary school in Brno and then moved to the Republic of Czech. Later he goes to Vienna, an admirably seen his job, and goes to Milan. With the funding from his parent Count Karl Eduard Mucha, they voyage to Paris for 1895, Vienna, Florence, Bologna and Milan. During the Art Nouveau period, Alfons Mucha lived in Paris and moved to New France in 1905. In the subsequent part of his work, Mucha had been 4 years old, returned to Bohemia Moravia region in Austria.

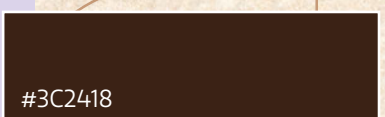
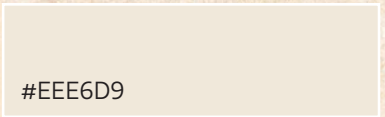
Museo Lisazo Galdiano
 Date: Sunday April 6th 2022
 Time: 9:30 am - 3:00 pm
 Address: Calle de Serrano, 137 28006 Madrid Spain
 Contact: +34 913 835 626
<http://www.lisazo.com>

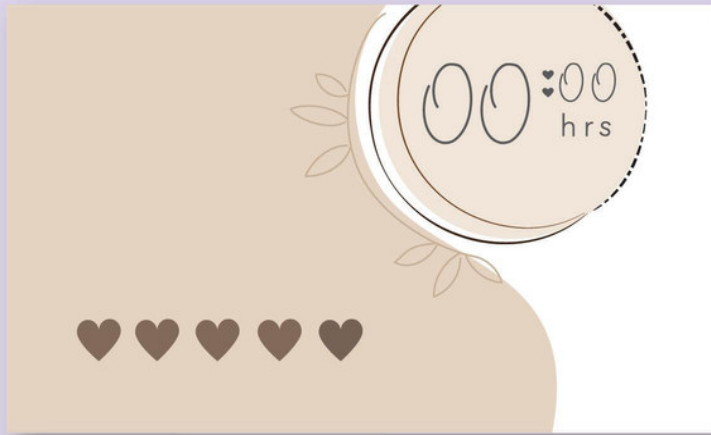


Zero Hours Trade Fair

Zero Hours was created as a brand for a trade fair project. Worked on as duo teams throughout the semester and later presented to the whole college. Our brand was made to be a cafe that would be open to all, for all hours of day to night.

The brand identity developed further as we designed business cards, buyer personas, a stationary letterhead, a postal envelope, packaging and advertising material.





How can insomnia and coffee boost up productivity?

While some people think of insomnia and relying on caffeine as a bad thing for productivity, they may be the booster for the productivity of others.

Some may ask "why is there a need for a cafe open late at night?"

What people may not consider is how many people are affected by insomnia, which causes people to have difficulty sleeping.

On top of that, doing tasks in the later hours of the night has been linked to having higher creativity, intelligence and productivity.

The American Academy of Sleep Medicine (AASM) reports

- 30-35%** Adults have brief symptoms of insomnia
- 10-30%** Adults have chronic insomnia disorder, occurring at least 3 times per week
- 75%** Adults ages 65 and older have symptoms of insomnia

Relationship between coffee consumption and energy level

An average coffee consumption usually spikes between these two times in a day

Come by for a late night coffee

Coffee stimulates adrenal glands, and "fight-or-flight" hormone cortisol is distributed.

15-20 minutes later, body enters survival mode, and obtains energy boost and hyper focus

2.5 hours after consumption, productivity levels return to regular level

Given the reasons that nighty tasks are linked to higher creativity and how, like coffee helps improve focus, it becomes easy to see why many people use them to their advantage and boost productivity.

Sources
www.sleepfoundation.org/insomnia
www.sleepfoundation.org/insomnia
www.sleepfoundation.org/insomnia
www.sleepfoundation.org/insomnia

Make the Night last

Stop by for a minute
Stay for hours

Come by the Zero Hours Cafe

Web Branding

Throughout the program I developed the skill to make beautiful and professional websites, necessary for any brand. Including learning coding skills like HTML, CSS, and a little JavaScript. Which also gave me the stable backing to further make websites with WordPress, and bootstrap.

Not only are websites one important tool going forward to get exposure, but another way for marketing would have to be to make email newsletters.



01 *Frosty Bites*


02 *Morocco Travels*

Frosty Bites

Web Branding

Frosty Bites was created as a frozen treats shop, selling ice creams, smoothies and milkshakes. Its website first used a bootstrap, which was later customized to better fit its soft color palette and branding.

Its branding was further marketed to later produce an email newsletter. The email newsletter was made with MailChimp, to inform customers about a Valentine's day sale and the holiday's featured products.



#F2E1D0



#FAC7D6



#E3D4F3

[View this email in your browser](#)

Frosty Bites

Melt into Valentine's Day love
With Great deals and Giveaway



We waited all year to be able to roll out our festive valentines day collection, and now it's finally here!

Come spread the love by joining our Giveaway! Post a picture of your favourite seasonal menu item, on your social media for a chance to win a 50\$ gift card.

We waited all year to be able to roll out our festive valentines day collection, and now it's finally here!

Come spread the love by joining our Giveaway! Post a picture of your favourite seasonal menu item, on your social media for a chance to win a 50\$ gift card.

Valentine's Menu Items



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Our mailing address is:
597 Black Avon Road, Heatherton, NS

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[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
Fatima Sketches - Sainte-Anne-de-Bellevue, QC H9X 3L9 - Canada

Grow your business with mailchimp



Morocco Travels


Web Branding

Morocco Travels was designed as one of my first few projects in web design. Produced as a travel agency to advertise the highlights, history and activities unique to Morocco. Its color palette was mainly inspired by the photography, intricate architecture and colors found within its cities.

The structure of the website and email newsletter were designed entirely from HTML and CSS using Adobe Dreamweaver.



#FFF8E5




#F9EAD3



#2CB CD4



#216BA3



Discover Morocco.

Welcome to your next greatest adventure

Experience cultural and beautiful views this country has to offer. Live through the best travel stories for yourself. Join a local expert and uncover hidden gems on this city adventure hand-picked by the world's leading travel publisher. There is so much to know and find out about Morocco.

Located in northwest Africa, Morocco covers the territory of the Western Sahara. Known, historically, as "The Farthest West," Morocco is home to famous cities and destinations, including Casablanca, Tangiers, and the Sahara Desert. Travelers to Morocco love the country's unspoiled beaches, majestic mountains, and picturesque ports of call.

When you visit Morocco, you not only experience a rich culture, you can travel over a diverse terrain – an area that spans from sea level on the Atlantic Coast and climbs to an elevation of 2,300 meters (13,000 feet) in the High Atlas Mountains. Morocco's attractions include Jbel Toubkal, Africa's twenty-second highest mountain; numerous World Heritage sites; and 11 national parks, all which feature a variety of wildlife.



Few countries in the world offer the ultimate escape like Morocco. Here, aqua waters caress white-sand beaches and snow glistens on the peaks of the Atlas Mountains. Rest assured that, behind city walls, an adventure waits – one that will lead you on a journey filled with interesting art, unique architecture, and savory cuisine.

For example, only in Morocco will you find alleys that open up to busy and bustling souks – each tent filled with spice baskets and lavishly colored silks. Hammams also allow tired travelers to indulge in salt scrubs and relaxing steam baths while desert vistas invite adventure seekers to climb or hike seaside cliffs or explore trails that lead to higher elevations.

Your Booking Details

Name:

Email:

Which activity would you like to book?
(Marrakech tour)

What time of these would you like to travel during?
Season: Summer Spring Fall Winter

What dates would you like to book? 1 May 2021

Sign me up for email updates

Your Review:

Name:

Email:

How did you hear about us? (Google)

Would you like to travel with us again?
 Yes No Maybe

Comments:

Sign me up for email updates

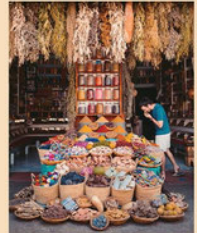
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Moroccan Travels
Home Activities Culture and Food References Validation

Best activities in Morocco


Marrakech Tour



With alleys within alleys, and line ways that lead nowhere, navigating Marrakech's medina alone is a one-way ticket to Planet Frustration. Join this private Marrakech tour to see it all, minus the sweaty confusion and language fall!


Experience the best travel stories for yourself. Join a local expert and uncover hidden gems on this city adventure hand-picked by the world's leading travel publisher. Lonely Planet Experiences powered by Urban Adventures bring stories to life in the best-loved cities around the globe.

Tajine Cookery Class



Receive a Moroccan masterclass on this private Marrakech tour that will send you home with supreme, inside knowledge of tajine making and the delicate art of market haggling. Smug home cook alert!

Now it's time to get your cook on! During your hands-on cooking class the chef will be giving you step-by-step instructions about how the locals cook the perfect tajine. You'll learn all about the key ingredients and spices needed to make it as authentic as possible, the perfect skill to take home from your Marrakech travel experience.




Classic Casablanca Mini Adventure

This quick two-day tour of Casablanca features all the highlights you just can't miss. Under the oh-so-knowledgeable guidance of a CEO, visit the Hassan II Mosque and the Notre Dame Cathedral, have lunch inside the Marche Centrale, enjoy a delicious pastilla, and lots more.

Prepare for a full day of exploring this fascinating city. Start with a visit to Hassan II Mosque, the largest in North Africa with its world-famous minaret rising nearly 700k high. Continue to the Habous district and stop by Patisserie Benneis for a traditional Moroccan pastry. See the striking Makhama Du Pacha, then head to Marche Centrale and select the day's best catch for lunch. Stop by the Art Deco-inspired Mohammed V Square and modernist Notre Dame Church. End the day with sky-high views of Casablanca, before heading back to the hotel. This tour ends at approximately 4pm. For travelers continuing on another G Adventures tour, your CEO will help facilitate the joining of the new group starting in the evening.


- Marrakech Tour
- Tajine Cookery Class

Moroccan Travels
Home Activities Culture and Food References Validation



Morocco is the 18th largest country in Africa (excluding Western Sahara and the Spanish Territories). It shares its eastern border with Algeria, the Pacific Ocean on the west, and the Mediterranean Sea to the North. The country is the closest in proximity of any African country to Europe, situated less than 13 km (8 miles) from Gibraltar which can be seen from both coastlines. Scattered along the Morocco's Mediterranean coast are three Spanish territories.

Morocco has 2,945 km (1,830 mi) of coastline (including Western Sahara) and 42 major rivers and streams. From north to south (vertical measurement), the country measures about 1815 km (1128 mi) northeast to southwest and 525 km (327 mi) southeast to northwest. Morocco is considered a strategic location due to its proximity to the Strait of Gibraltar which is only 20 km (19 mi) away.




Travel Tips

What currency is used in Morocco?

The official monetary currency of Moroccan is the Dirham commonly represented by the symbol (DH) and consists of coins and banknotes.

When is the best time of year to travel to Morocco?

Because of Morocco's diverse geography and climate the "best time of year" to visit will depend on where you will be traveling. Peak travel seasons are between April and October. In most major coastal cities in Morocco, January to May is the wettest, coolest time of the year. Average daytime temperature is about 70° F (21°C) with nighttime temperatures more than twenty degrees cooler. The climate varies by region from coastal cities such as Essaouira due to the height of the Atlas Mountains with elevations approaching 14,000' above sea level.

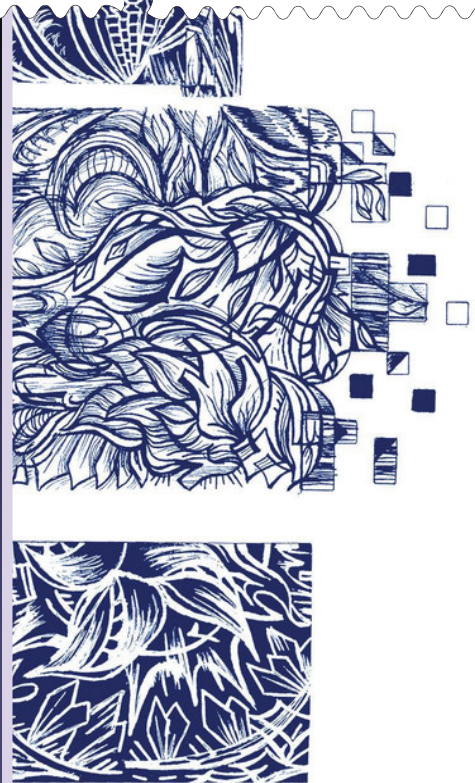
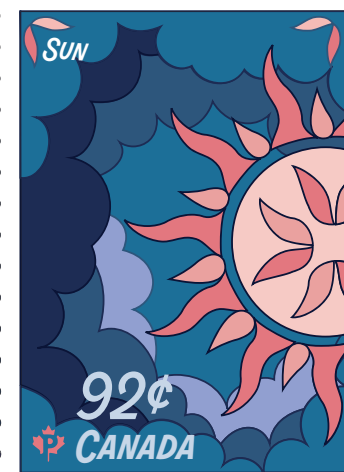
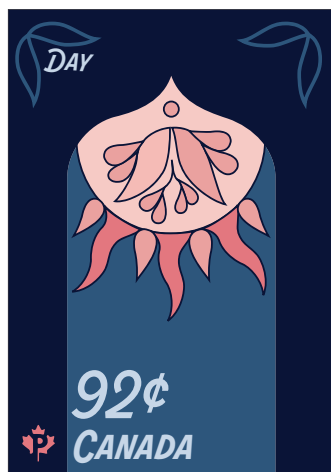
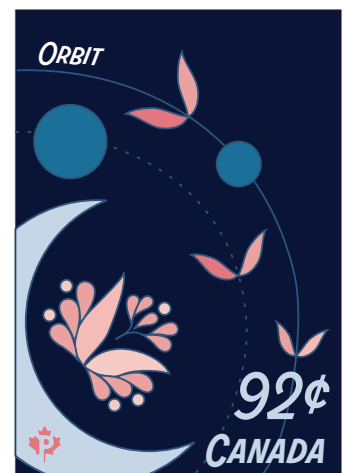
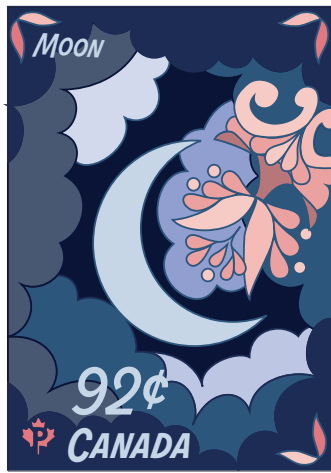


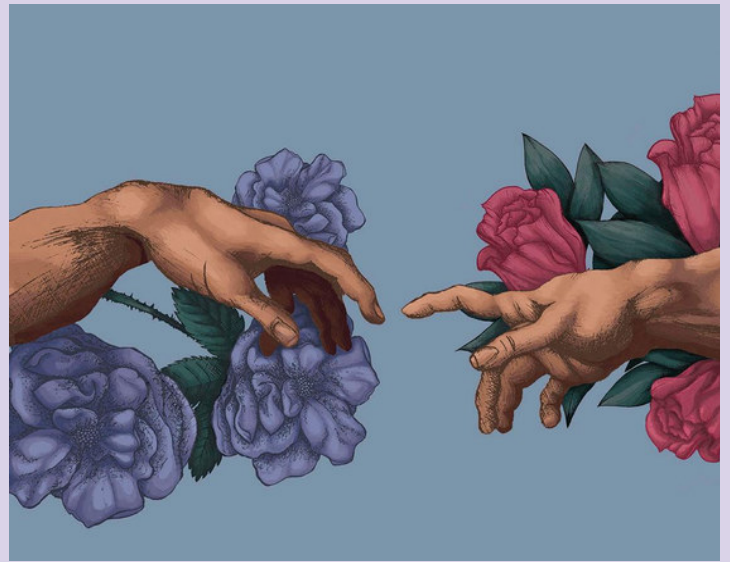
Art & Illustration

Miscellaneous Work

Since a young age, I had a passion for doing anything related to visual arts. Whether it was drawing, painting and even doing various little crafts. The source of my inspirations came the strongest from my Pakistani South Asian background, which surrounded me with bold and vibrant colors, intricate patterns and its history of design.

Ever since then, I've done drawing, large scale paintings, illustrations and even Photoshop work, all in different medias. Becoming the very reason I later continued to join the Graphic and Web program.





Photography

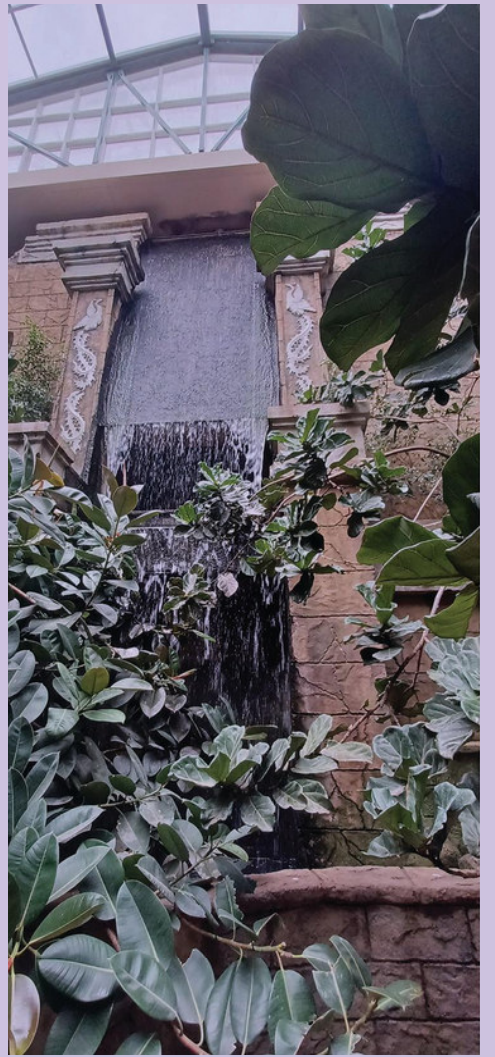
Miscellaneous Work

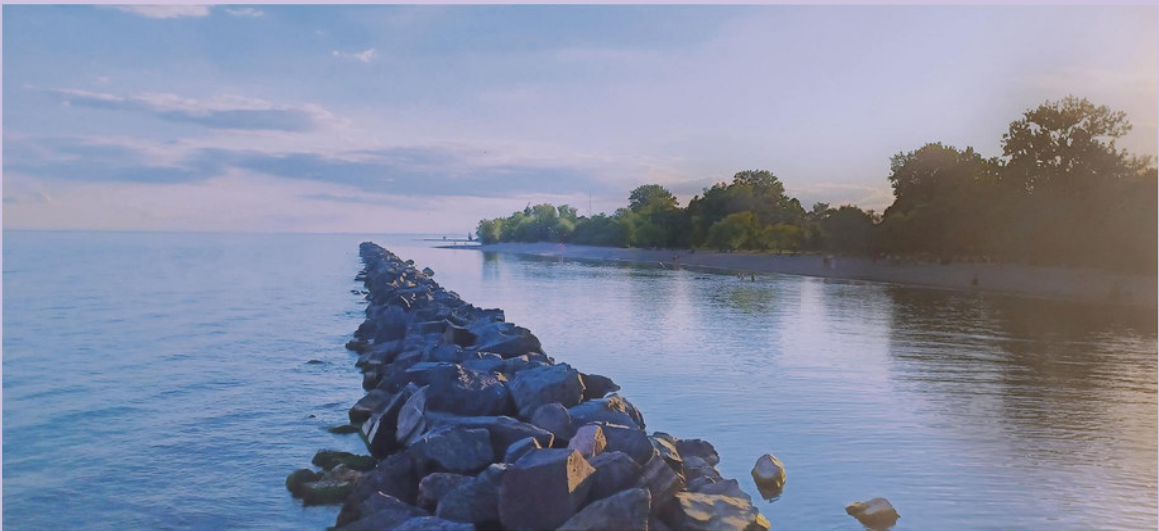
Photography has always been an outlet for me to capture my everyday. While still acting multimedia for me to still add personal touches.

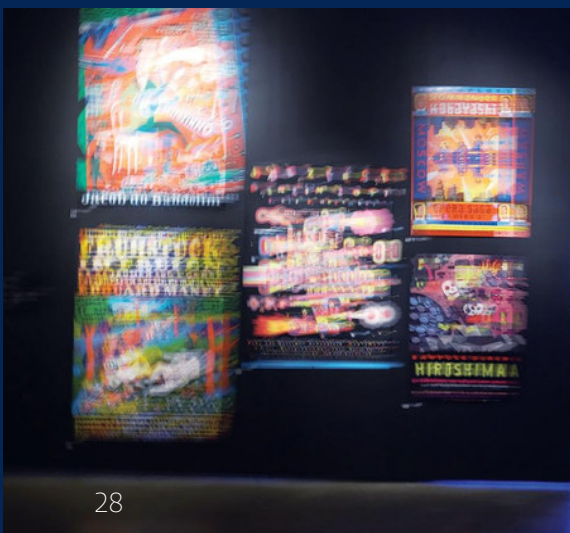
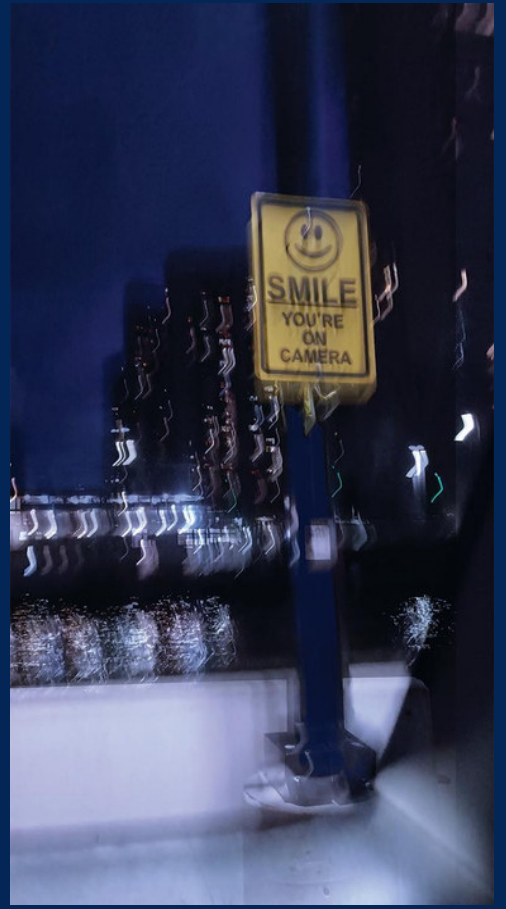
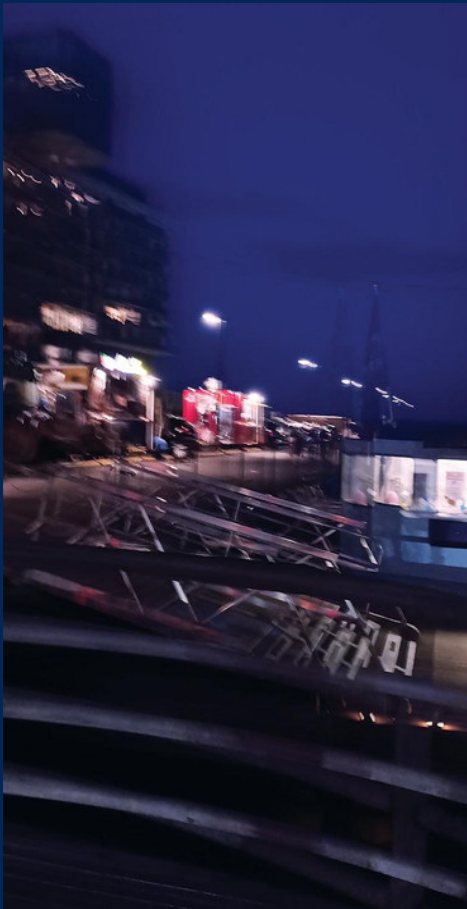
*Who said blurry
photos were all bad...*

My favorite subjects to photograph have always been landscapes, flowers, day skies, sunsets, and fluorescent lights.











Fatima Mughal

mughalfatima325@gmail.com

PORTFOLIO LINK

fatima-mughal.graphicandwebdesign.ca

LANGUAGES

- English
- French
- Urdu
- Hindi

INTERESTS

- Drawing
- Painting
- Photography

GRAPHIC & WEB DESIGNER

- Graphic Design
- Brand Development
- Business Cards
- Advertising Material
- HTML and CSS
- WordPress Sites
- Responsive Sites
- E-mail Campaigns

TECHNICAL & SOFTWARE SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Dreamweaver
- Mac OS Sierra
- Microsoft Windows 10
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Access

EDUCATION

DEC Web & Graphic Design (2023-2023)

John Abbott College, Ste-Anne-De-Bellevue, QC

High School Diploma (2015-2020)

Pierrefonds Community High School, Pierrefonds, QC
French Immersion Program

WORK EXPERIENCE

Sales/Cashier (06/2022 – 09/2022)

Provigo Joe Fresh, Boul. Saint-Jean, QC

Help customers complete purchases, locate items and join reward programs.

Restaurant/Cashier (09/2021 – 06/2022)

Domino's, 15480 Pierrefonds Blvd, QC

Responsible for serving customers, handling money, preparing food and cleaning.

Sales/Cashier (06/2018 to 09/2021)

Marche Pakeeza, Boul. Saint-Jean, QC

Provide friendly service and replenished sales floor merchandise for optimal appearance.

Fatima Mughal

mughalfatima325@gmail.com

PORTEFOLIO

fatima-mughal.graphicandwebdesign.ca

LANGUES

- Anglais
- Français
- Urdu
- Hindi

INTÉRÊTS

- Dessin
- Peinture
- Photographie

CONCEPTRICE GRAPHIQUE ET WEB

- Conception Graphique
- Développement de Marque
- Cartes de Visite
- Support Publicitaire
- HTML et CSS
- Sites WordPress
- Sites Réactifs
- Courrier Électronique

COMPÉTENCES TECHNIQUES ET LOGICIELLES

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Dreamweaver
- Mac OS Sierra
- Microsoft Windows 10
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Access

ÉDUCATION

DEC Conception graphique et web (2020-2023)

John Abbott College, Ste-Anne-De-Bellevue, QC

Diplôme d'études secondaire (2015-2020)

Pierrefonds Community High School, Pierrefonds, QC
Programme Immersion Française

EXPÉRIENCE PROFESSIONNELLE

Membre de l'équipe / Caissière (06/2022- 09/2022)

Provigo Joe Fresh, Boul. Saint-Jean, QC

Aider les clients à compléter leurs achats, à retrouver des articles et à participer à des systèmes de récompense.

Restaurant/Caissière (09/2021 – 06/2022)

Domino's, 15480 Pierrefonds Blvd, QC

Responsable de servir les clients, de gérer l'argent, de préparer la nourriture et de nettoyer.

Ventes/Caissière (06/2018 to 09/2021)

Marché Pakeeza, Boul. Saint-Jean, QC

Fournir un service amical et remplir la marchandise pour une apparence optimale.




Contact

 mughalfatima325@gmail.com

 [fatimamughal.designs](https://www.instagram.com/fatimamughal.designs)

 [fatimamughal.designs](https://www.facebook.com/fatimamughal.designs)



" Through the Graphic and Web Design program at John Abbott College, I gained more experience doing not only the visual arts. But I was also learned techniques in graphic arts, typography, photography, packaging, illustration, animation and designing websites. Thanks to the program, I met a lot of like-minded and creative people, especially teachers who kept inspiring me to grow even further."