

GRAPHIC DESIGN

PORT

FOLIO

2020 - SELECTED

TASHIA POTTER

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Hello  
there !

MY NAME  
IS **TASHIA**

**I am a graphic designer.** I live in Port Alberni, BC, Canada. My love of art and creating lead me into a Bachelor of Arts in Graphic Design. It truly has been a fascinating journey so far. From one project to the next, I never get bored with the work because the clients are always shifting and so are design trends and technology. I'm always learning and shifting too, and I've said many times, "Learning is my happy place" and I mean it. I love a good challenge and I'm very resourceful at finding solutions and answers to problems I haven't solved yet. I fell in love with photography during my education and have pursued it mainly as a creative outlet and hobby. I love portraiture and faces fascinate me. I look forward to hearing how we might find creative solutions to your design problems.

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**Vancouver Island University**

B.A. Graphic Design // Class of 2013  
*Nanaimo, BC*

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**Tashia Potter Photo + Brand**

Graphic Designer + Photographer  
*Port Alberni, BC // June 2010 - Present*

**North Island College**

Faculty - Video + Multimedia  
*Comox, BC // Jan 2020 - Apr 2020*

**Coulson Group**

Marketing Manager  
*Port Alberni, BC // Apr 2018 - Sep 2019*

**Great Central Social Co.**

Owner + Digital Strategist  
*Port Alberni, BC // Jun 2014 - Aug 2019*

**D'Sign Guy**

Production  
*Port Alberni, BC // Jan 2014 - May 2014*

**Black Press**

Graphic Designer  
*Parksville, BC // June 2013 - Jan 2014*

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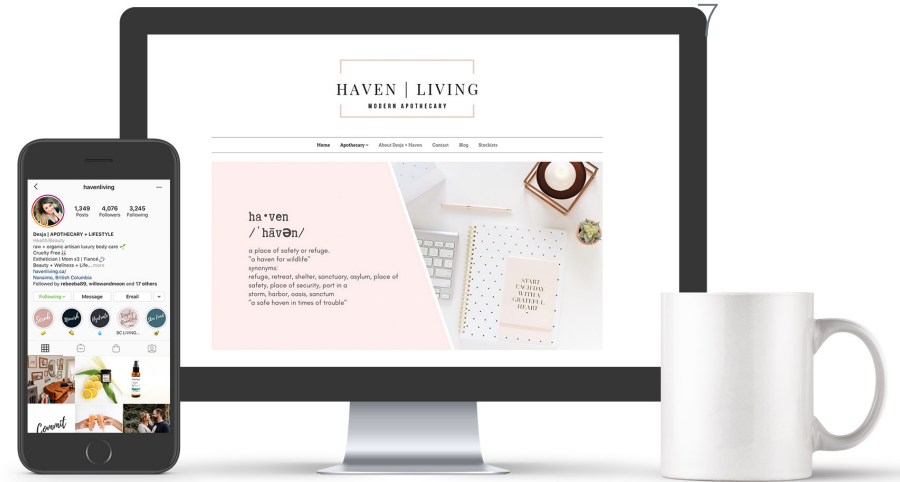
**Ai****Id****Lr****Ps****Pr**



## **BRANDING** Projects

Branding projects have been a main component of my design business and I thoroughly enjoy sinking into a new project. From concept through to the first sale a brand makes, branding needs to be consistent so the target market will build trust and loyalty.

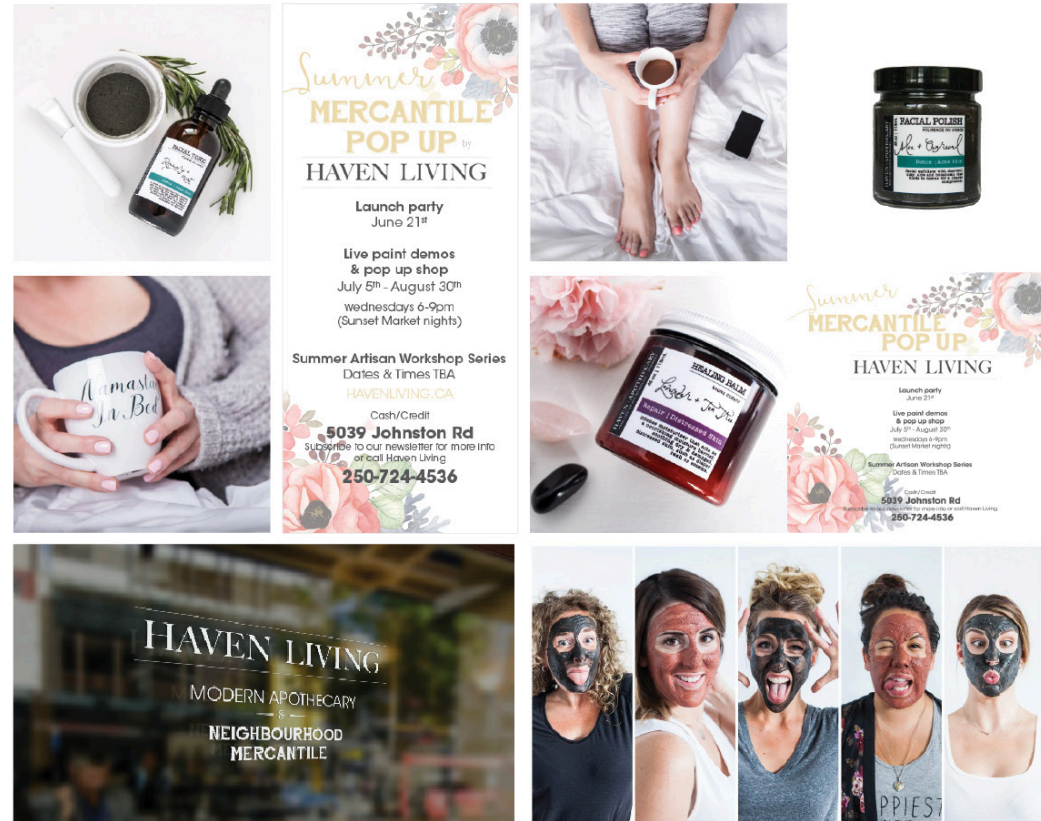
Working with clients to bring their brand to life takes a few months at the very least. Planning a strong foundation from which all other marketing materials can launch from is nothing to rush in to. Your brand needs to support you and your business with or without you. We'll work together through the brand journey to ensure all your needs are met and that you have strong foundation to launch a successful new business or level up an existing one.

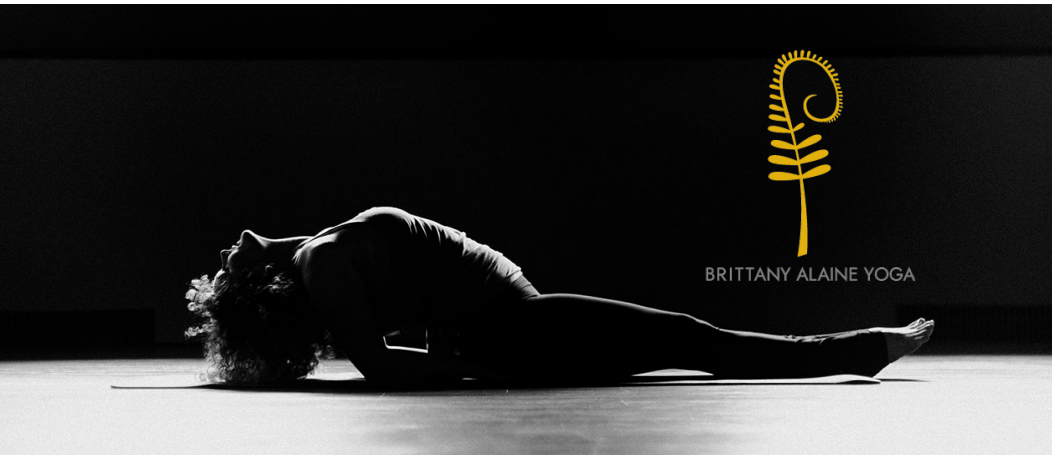


## HAVEN LIVING + HAVEN APOTHECARY

Made For : Desja Walker  
 Year : 2015  
 Concept : Marcantile + Modern Skincare

With Haven Living we developed the whole brand from logo to product line, digital strategy and execution. We planned launch parties, social media campaigns and collateral. Haven Apothecary is now available in retail stores across Vancouver Island and Vancouver and is currently a feature product in BC LIVING's Simply Beautiful Box.



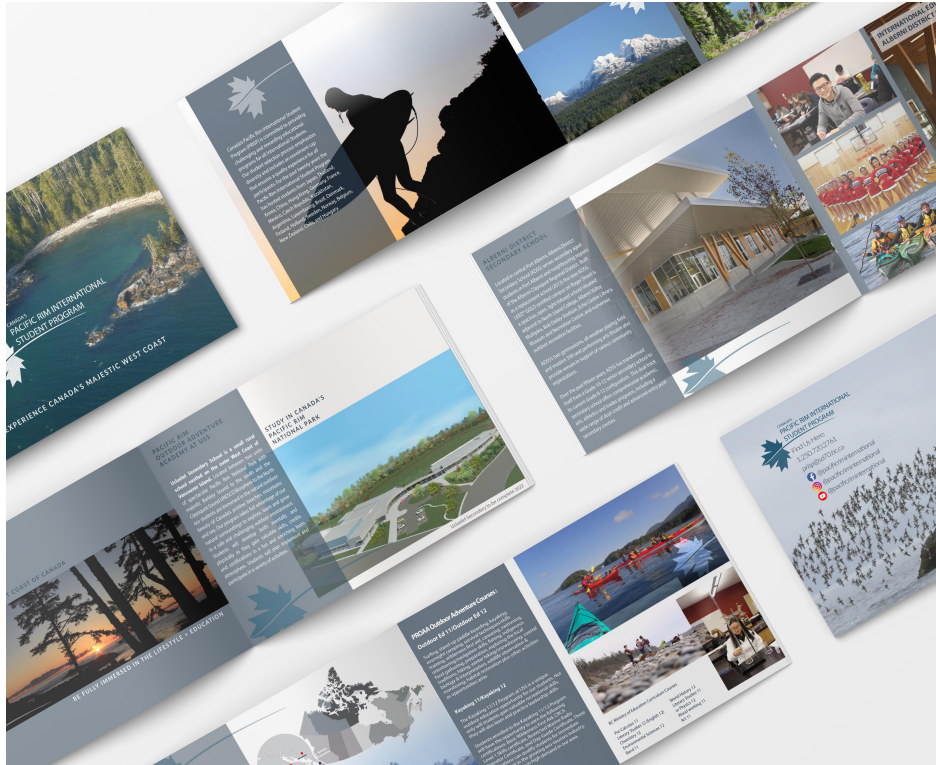


## BRITTANY ALAINE YOGA

Made For : Brittany Putsey  
Year : 2019/2020  
Concept : Natural, Quirky

Brittany Alaine Yoga is a growing yoga business in Port Alberni, BC. Brittany has unique yoga offers such a Divine Kirtan (indian chanting) and yoga + acupressure. I'm currently working with Brittany to develop + grow a unique brand to work under, to separate her from her competition and develop brand recognition for future growth and international workshops.





## PACIFIC RIM INTERNATIONAL ED. PROGRAM

Made For : School District 70  
 Year : 2019  
 Concept : Showcasing the West Coast



This project was to work with the local school district to brand and design marketing collateral to promote the Pacific Rim International Education Program. We needed to ensure that Canada and specifically the maple leaf was a dominant icon to ensure we were recognized as Canada's Pacific Rim, and not another country's. The leaf is split to represent the mountains and ocean as the focus of the West coast. The lines to represent the water element but also as pages of a book for the education element.



## LOGO Design

Not all my logo's are green, but they do look nice together. I work through a transparent and consultative process with my clients to find the right logo to represent their brand and business goals. We work through a variety of exercises to establish target audience and objectives and then work through concepts to final product.

### VARIOUS PROJECTS

**Made For** : Select Clients  
**Year** : 2010 - 2020  
**Concept** : Varies

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- Unity Construction was a rebrand to a friendlier look.
- Sunset Market is an riverside summer evening market.
- Leave Her Wild was a reproduction of a client concept.
- Alberni Natural Health is an multi-therapy integrative approach to natural community health care.
- SeaRogue is a vacation rental in Tofino.
- Fresh Coast Market is an organic market opening here in the Alberni Valley.





## **EDITORIAL** Design

Editorial design needs to lead the audience through the material and information in a comfortable and engaging way. Using design principles to make the content interesting and engaging is key to the success of these materials. I've done countless layouts for local brochures, programs, magazines, and leaflets. From cover photography to ad design we'll work together to get the content needed and presented in a manner appropriate to the subject matter.



# Do Your Heart a Favour, DON'T SMOKE

**Keep Tobacco Traditional**  
Brought to you by the Métis Nation British Columbia

For Information on the Métis Public Health Surveillance Program call Peter Hutchinson at, Phone: 250.215.0190 or email [phutchinson@mnbc.ca](mailto:phutchinson@mnbc.ca)  
Or for information on the Métis Citizenship Registry or anything Métis please contact MNBC at 30691 Simpson Road, Abbotsford, BC V2T 6C7  
Toll free: 1.800.940.1150  
Lower Mainland: 604.557.5851

# Share Your Strength

# Share Your Identity

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Toll free: 1.800.940.1150  
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## MÉTIS NATION BC - VARIOUS PROJECTS

Made For : Métis Nation BC  
 Year : 2013 - 2017  
 Concept : Health

I worked with Métis Nation BC on various projects over 4 years. Predominantly in their health deivision taking educational and often complex information and creating documents for their community. Ranging from rack cards to magazines, newspaper ads and mail outs, we worked to create material that kept their community informed and engaged about health statistics and incentives.





## THUNDER IN THE VALLEY

Made For : Alberni Valley News  
Year : 2014  
Concept : Drag Race promo + program

Thunder in the Valley is an annual tourist event that drives the local economy. I designed the program, cover and all the ads for the 2014 edition and was the onsite photographer for the event.

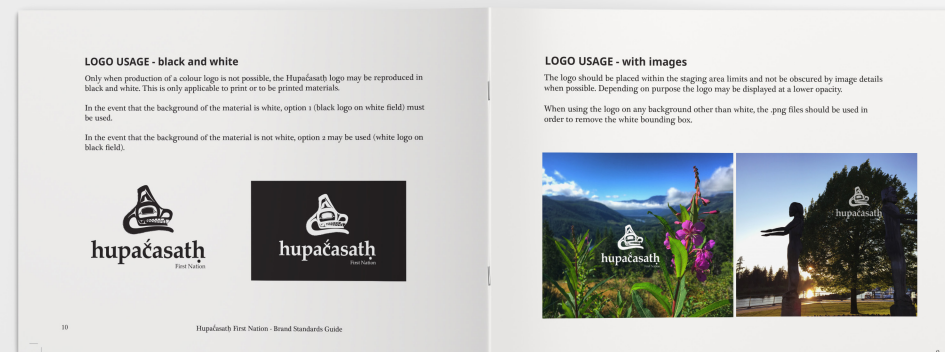




## HUPACASATH BRAND STANDARDS GUIDE

Made For : Hupacasath First Nation  
 Year : 2018  
 Concept : Brand Standards Guide

Hupacasath First Nation’s Communications Coordinator reached out for help in how they might start to get some consistency in their marketing. After reviewing their ads and online materials I suggest a brand standards guide might be helpful to ensure all departments are using the logo and brand in the same ways. We worked together to establish the guidelines and present it in a booklet that was distributed across all departments.



### LOGO USAGE - black and white

Only when production of a colour logo is not possible, the Hupacasath logo may be reproduced in black and white. This is only applicable to print or to printed materials.

In the event that the background of the material is white, option 1 (black logo on white field) must be used.

In the event that the background of the material is not white, option 2 may be used (white logo on black field).



### LOGO USAGE - with images

The logo should be placed within the staging area limits and not be obscured by image details when possible. Depending on purpose the logo may be displayed at a lower opacity.

When using the logo on any background other than white, the .png files should be used in order to remove the white bounding box.





## WEB Design

It doesn't need to be said that a website is imperative 2020, but I'm going to say it anyway. A well designed website is so important with today's market place; the audience is used to quick loading and intuitive sites that lead them directly to the content and information they're looking for.

Planning and research go a long in web design. UX/UI is a crucial part of a high performing website. Not only do you need to direct clients to the information they need, you may need to push them right into a sale. The way your website is designed will have a significant impact on lead generation, client acquisition or sales, depending on your market.



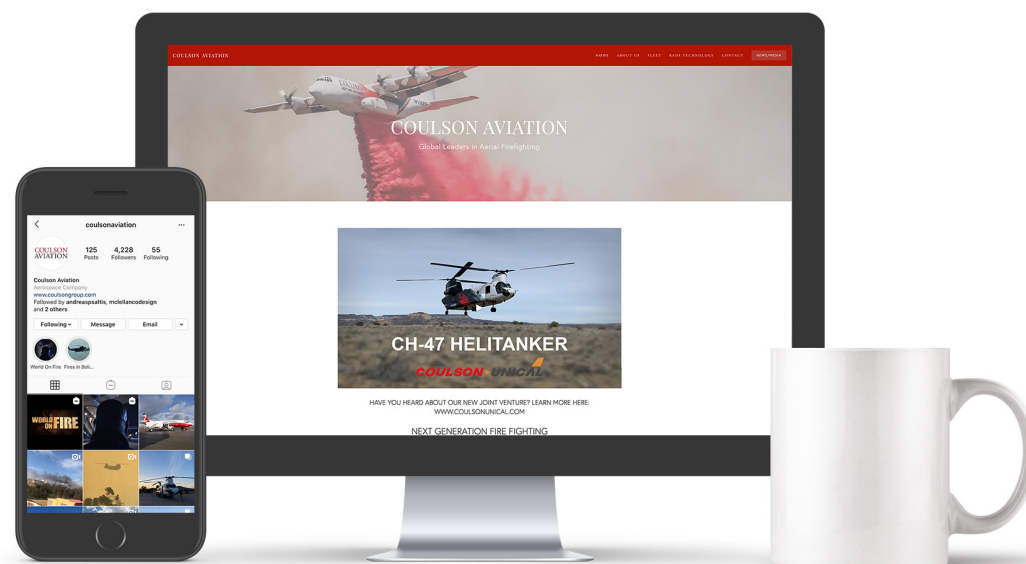
To Experience this website, please visit :  
[www.coulsonaviationusa.com](http://www.coulsonaviationusa.com)

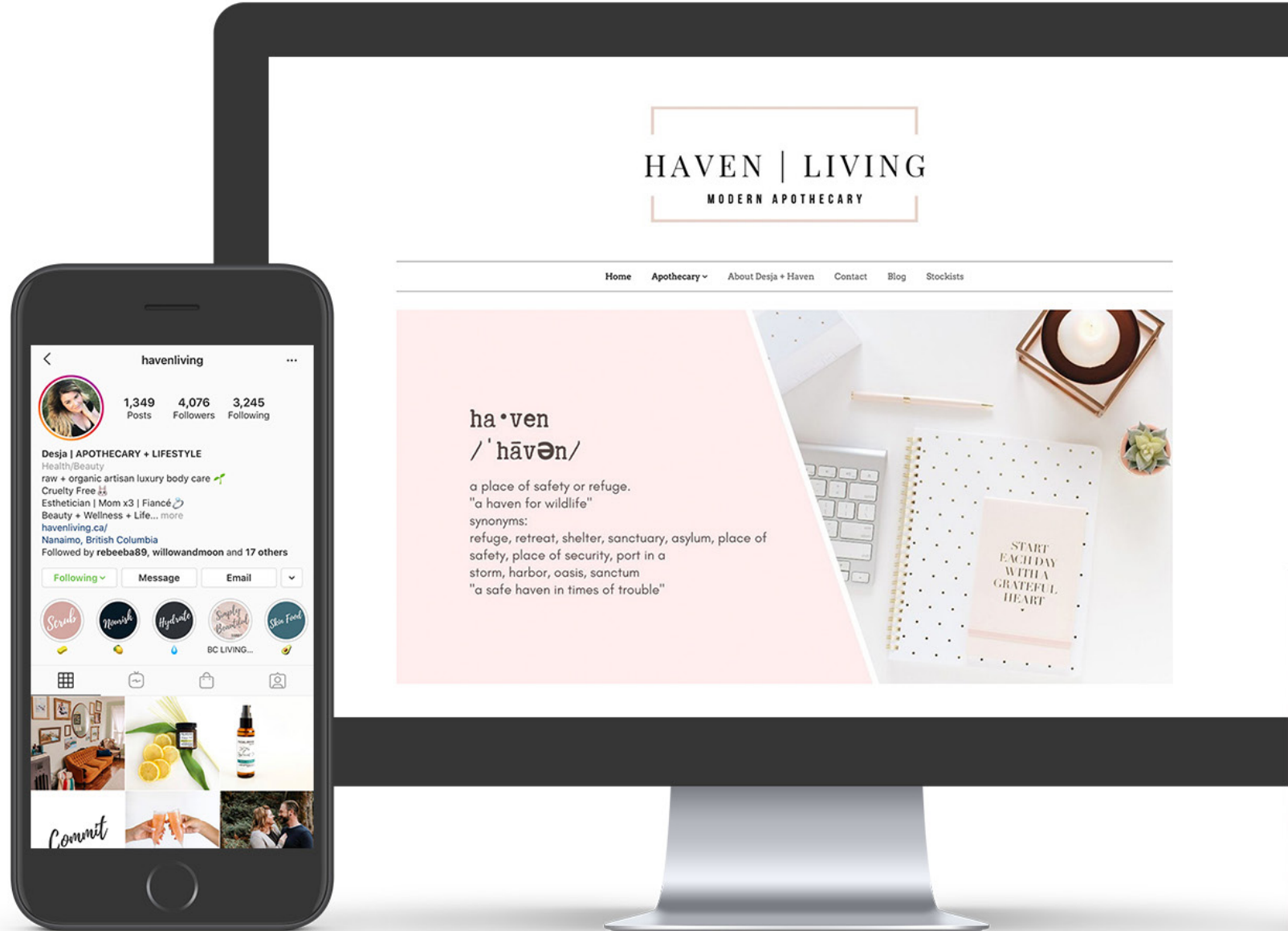
## COULSON AVIATION WEBSITE

Made For : Coulson Aviation  
Year : 2019  
Concept : Refresh

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Coulson Aviation's website was out of date and in need of a more modern and clean look. I worked with VP of marketing to create a squarespace website that had the capability of hosting an online store that would later be set up to sell branded merchandise.





To Experience this website, please visit :  
[www.havenliving.ca](http://www.havenliving.ca) (has changed a bit)

## HAVEN LIVING

Made For : HAVEN LIVING  
Year : 2017  
Concept : Refresh

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Haven Living was in need of an overhaul. We worked together to get a new Shopify website that would allow Desja to update the website and her inventory herself. We brought in new brand elements and listed all of her products for sale in the Shopify system.

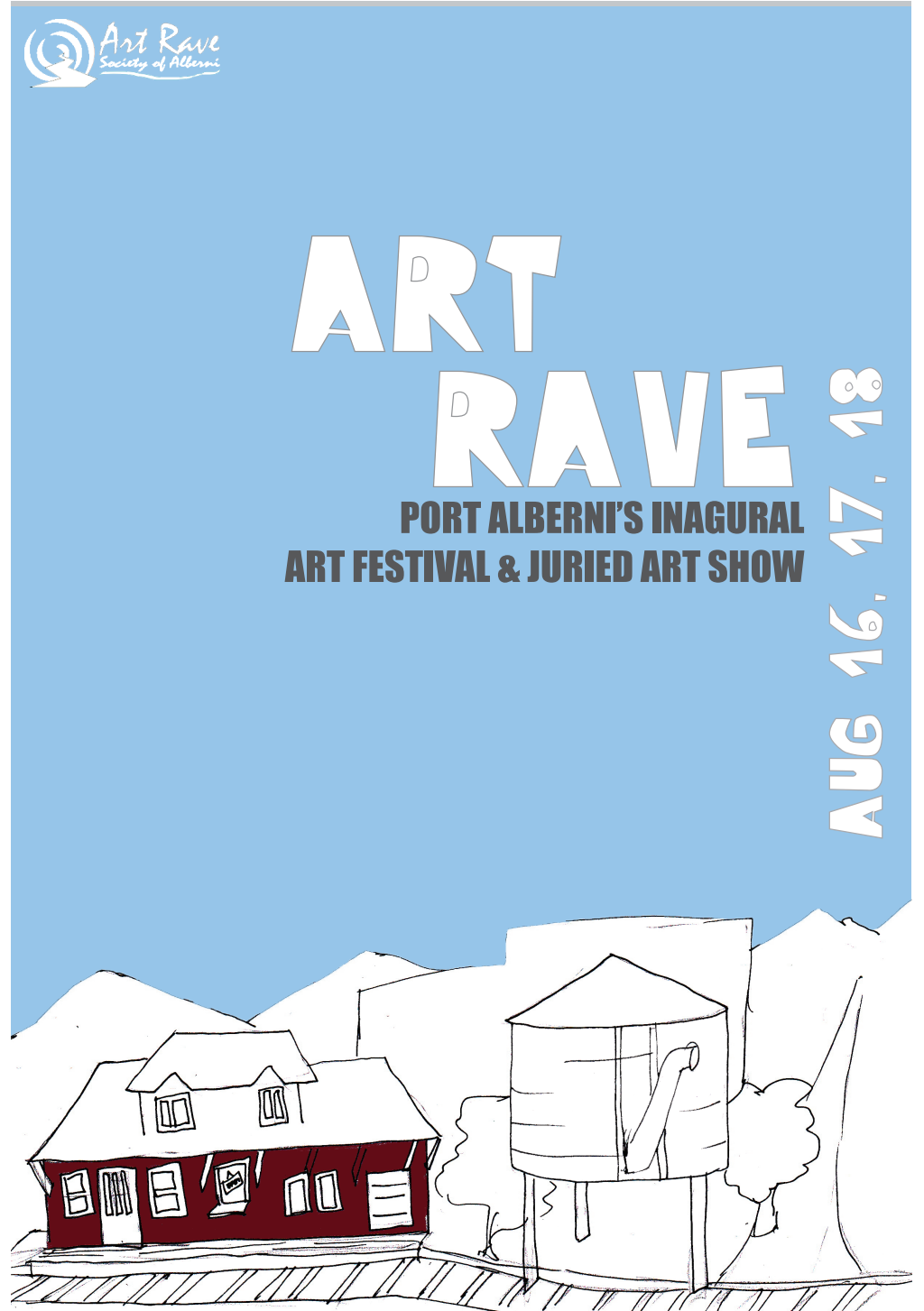


# POSTER Design

## ART RAVE POSTER

Made For : Art Rave Society  
Year : 2015  
Concept : Artistic

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# Summer MERCANTILE POP UP



# Launch Party

June 21<sup>st</sup> ~ 6 - 9pm

Hosted by

Tix \$35

**HAVEN LIVING**

TICKETS AVAILABLE AT HAVEN LIVING 4528 Adelaide Street

5039 Johnston Rd | 250-724-4536

## SUMMER MERCANTILE POP UP

Made For : Haven Living  
Year : 2018  
Concept : Summer Launch Party

Poster to promote a summer launch party for a group of vendors within Haven Living's new shop. The illustration in the center is done by Meghann Rader who is a local illustrator and was launching a product line and workshops.



# ILLUSTRATION

## Design

Something I wish I had more of. I haven't had many illustration projects come my way in recent years and it's something I'm looking forward to marketing under my new branding. Illustration can take on many different styles and can offer any mood or feel you're in need of expressing.



## MUSIC SERIES

Made For : Personal Project  
Year : 2015  
Concept : Musical Artists

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This was a personal and ongoing illustration project where I've illustrated musicians in this style as part of a collection for licensing. The use of light and shadow to capture the artists mood.





A Vancouver Island University Presentation of Max Frisch's

# THE ARSONISTS



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## MUSIC SERIES CONT.

Made For : Personal Project

Year : 2015

Concept : Musical Artists

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This was a personal and ongoing illustration project where I've illustrated musicians in this style as part of a collection for licensing. The use of light and shadow to capture the artists mood.

## THEATRE PRODUCTION POSTER

Made For : Vancouver Island University

Year : 2013

Concept : Illustrative Poster

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This poster design was used to promote the VIU Theatre department's production of The Arsonists. It was done while I was a design student at the school.



# PHOTOGRAPHY

## Project

Photography quickly became a creative outlet and passion for me and has been something I've enjoyed doing all of my life, but really became an active learner while in design school. I've worked in almost all genres now, starting with landscapes and products but once I started photographing people I was hooked. I've done weddings, families and lifestyle photography for 10 years and more recently started focusing on fine art female portraiture.



## RACHELE VAN ZOEREN

Made For : Rachele Van Zoren  
Year : 2020  
Concept : Influencer Head shots

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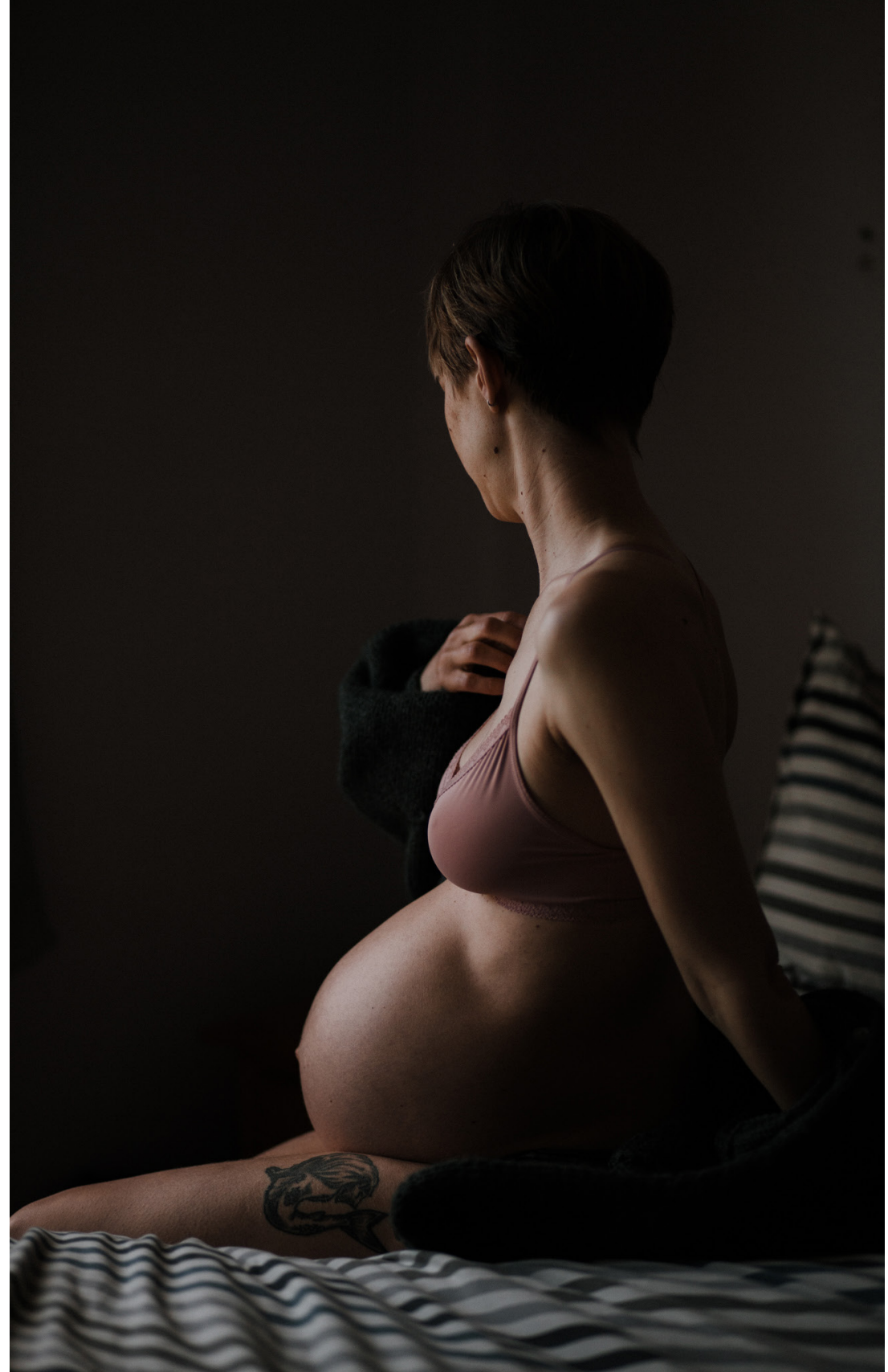
Rachele is a travel blogger + Instagram influencer who was looking for some new head shots as well as content for her social media channels.

## INTIMATE PORTRAITURE

Made For : Various  
Year : 2010 -2020  
Concept : Low light moody

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What is becoming my signature style for lifestyle and intimate portraiture. Is a low light, moody portrait of the female figure.



## CONTENT CREATION

Made For : City of Port Alberni  
Year : 2014-2020  
Concept : Tourism Destination

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Since 2014 I've been working with The City of Port Alberni of various social media campaigns and strategies and providing content for such streams. Mainly photography but videos, interviews and blogging as needed.



**TASHIAPOTTER.CA**

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## **TASHIA POTTER PHOTO + BRAND**

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Port Alberni, BC

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Email [hello@tashiapotter.ca](mailto:hello@tashiapotter.ca)

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