PORTFOLIO

Jason Basilan

ABOUT ME

Hey!

My name is **Jason Basilan**, and I am passionate about inspiring, motivating, and bringing a smile to people's faces through graphic design. I am always eager to learn and improve my skills in order to visualize my ideas and create a positive impact on the world with my work.

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NOV 2023

SERENODY

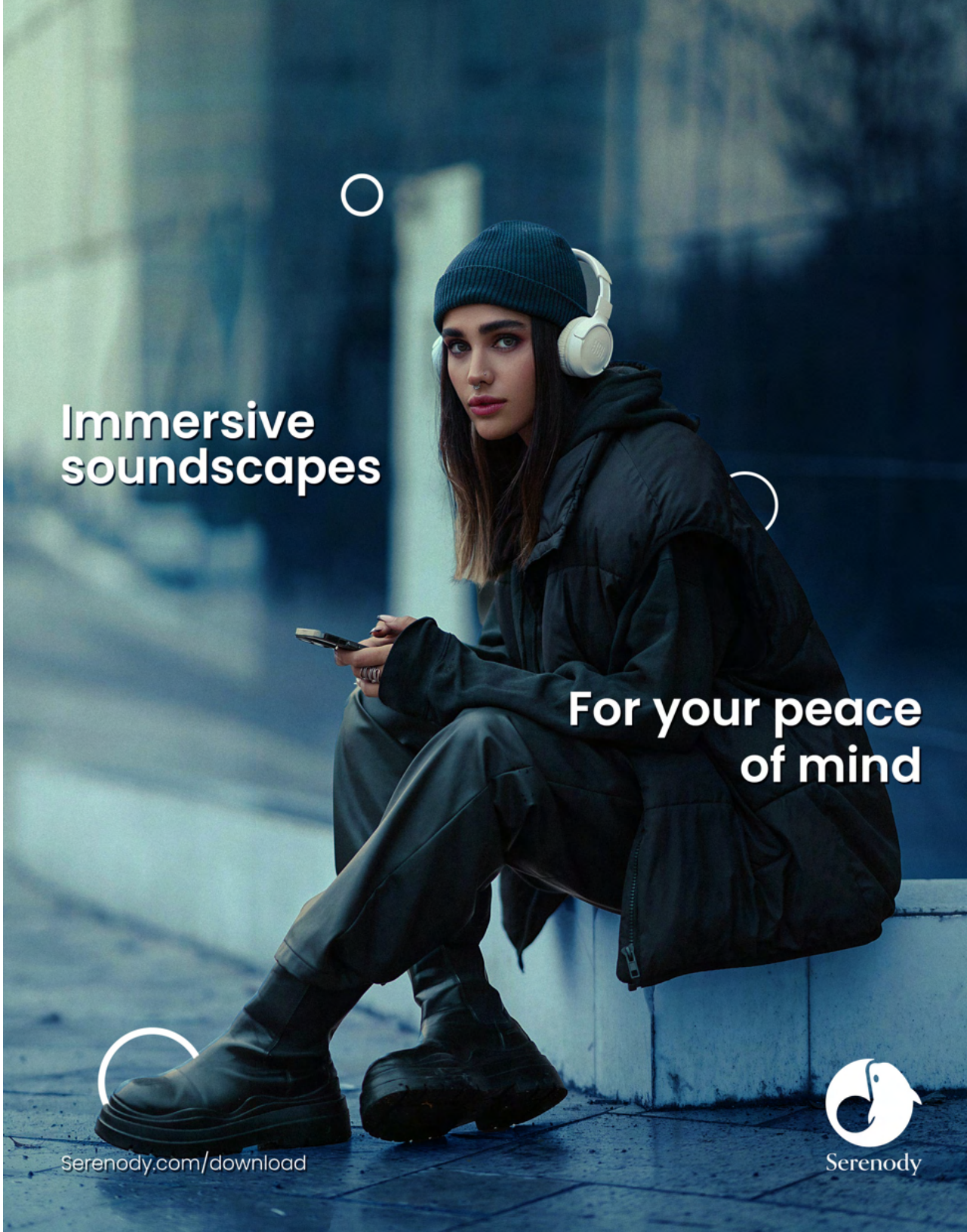
Brand Identity

ABOUT

Serenody aims to offer a transformative experience through soothing sounds inspired by nature. It aims to bring us back to our roots and help us find serenity in our daily lives. The app features playlists designed to reconnect users with the tranquil sounds of rain, ocean waves, rustling leaves, and more.

MEDIUM After Effects, Illustrator, Photoshop & XD

PROJECT School Project



NOV 2023

CHALLENGE

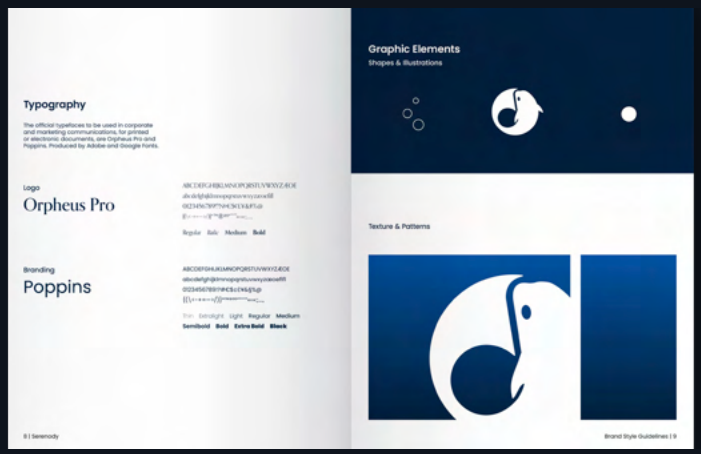
Create the identity of a brand from scratch that would set itself apart from the competition. The project entails the conception of a name, a logo, and a brand guideline.

SOLUTION

Creating a relaxing soundscape app that niches in sounds of nature. With this in mind, a dolphin was chosen for the logo as they are known for being in tuned with sounds and are associated to calmness.

Serenody

Serenity + Melody



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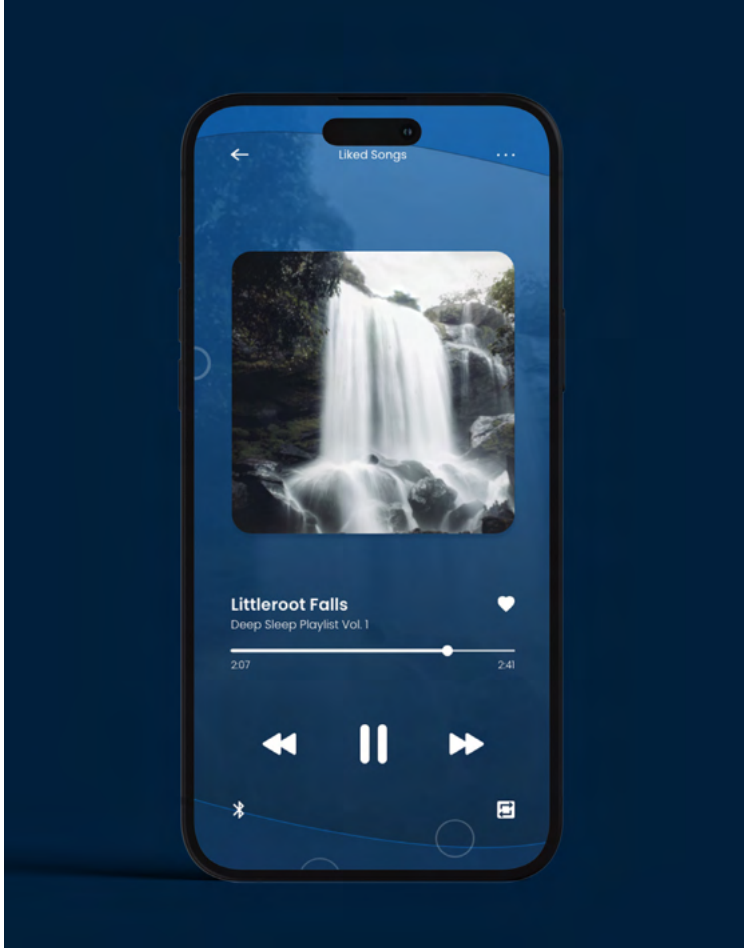
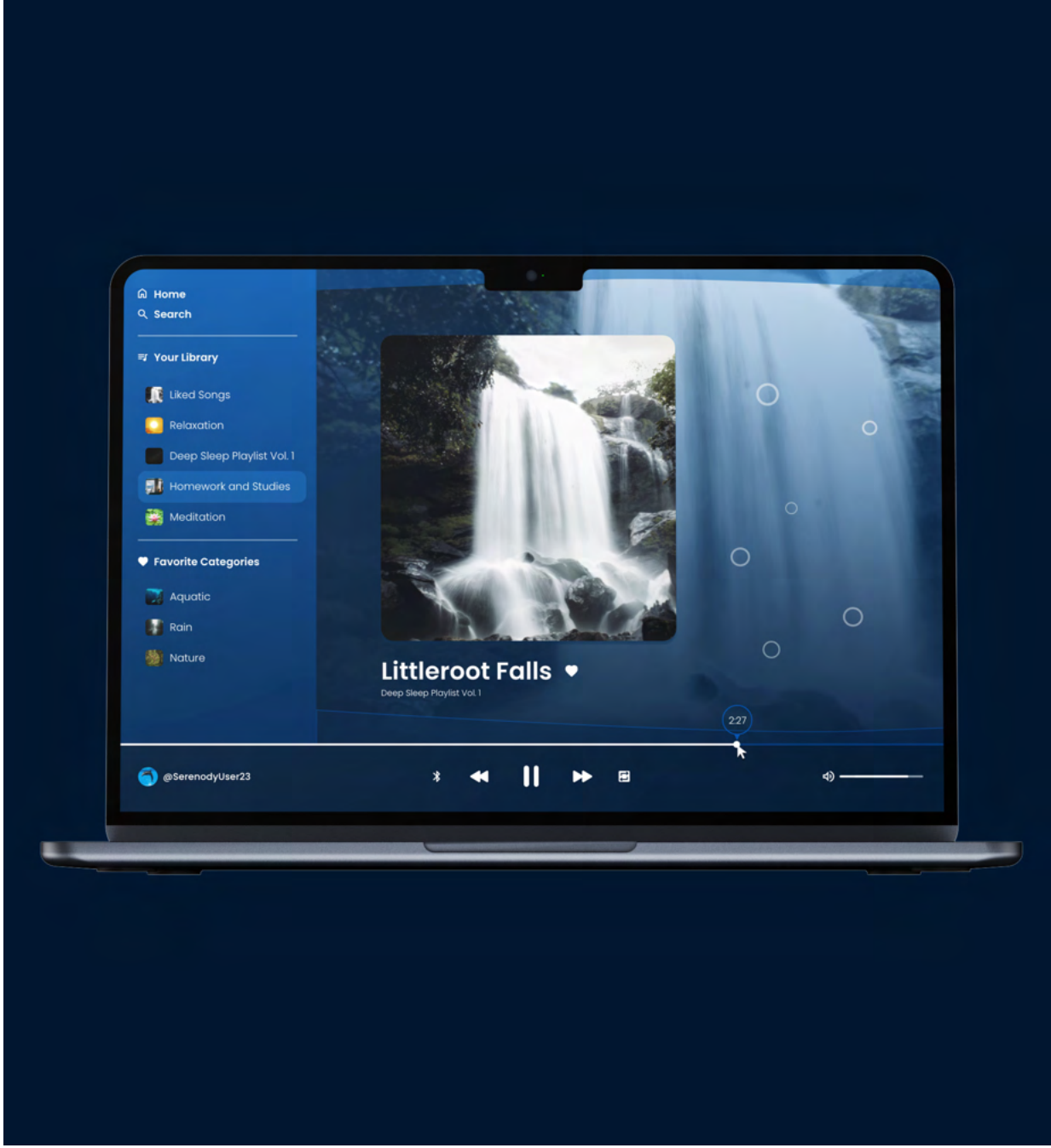

Liked Songs
Littleroot Falls
Deep Sleep Playlist Vol. 1
2:07
2:41


Home
Search
Your Library
Liked Songs
Relaxation
Deep Sleep Playlist Vol. 1
Homework and Studies
Meditation
Favorite Categories
Aquatic
Rain
Nature
Littleroot Falls
Deep Sleep Playlist Vol. 1
2:27
@SerenodyUser23

Serenody
Deep Sleep Album Vol. 1

Serenody
serenody,
your serenity
serenody.com/download

AUG 2023

VANIER CYBER TIGERS

Logo Design

ABOUT

The Vanier Video Game Club requested me to design the logo for their upcoming esports team. This design gives a tech twist to the college's original sports team logo.

MEDIUM Illustrator

PROJECT Vanier Video Game Club

CHALLENGE

Create a design for the esports team “Vanier Cyber Tigers” solely based on its name, while adhering to the established style of the school’s sports team logo.

SOLUTION

Use the color red to match Vanier College’s brand identity and a light blue color for the cybernetic feel of the logo. Additionally, to replicate the sport’s team’s use of the “V” behind their mascot, I did the same for the Cyber Tigers but gave the “V” a pixelated look to fit the aesthetic.

Vanier Sports Team Logo

OTHER VARIANTS

MAR 2024

THE WEIGHT OF DOUBT

Illustration

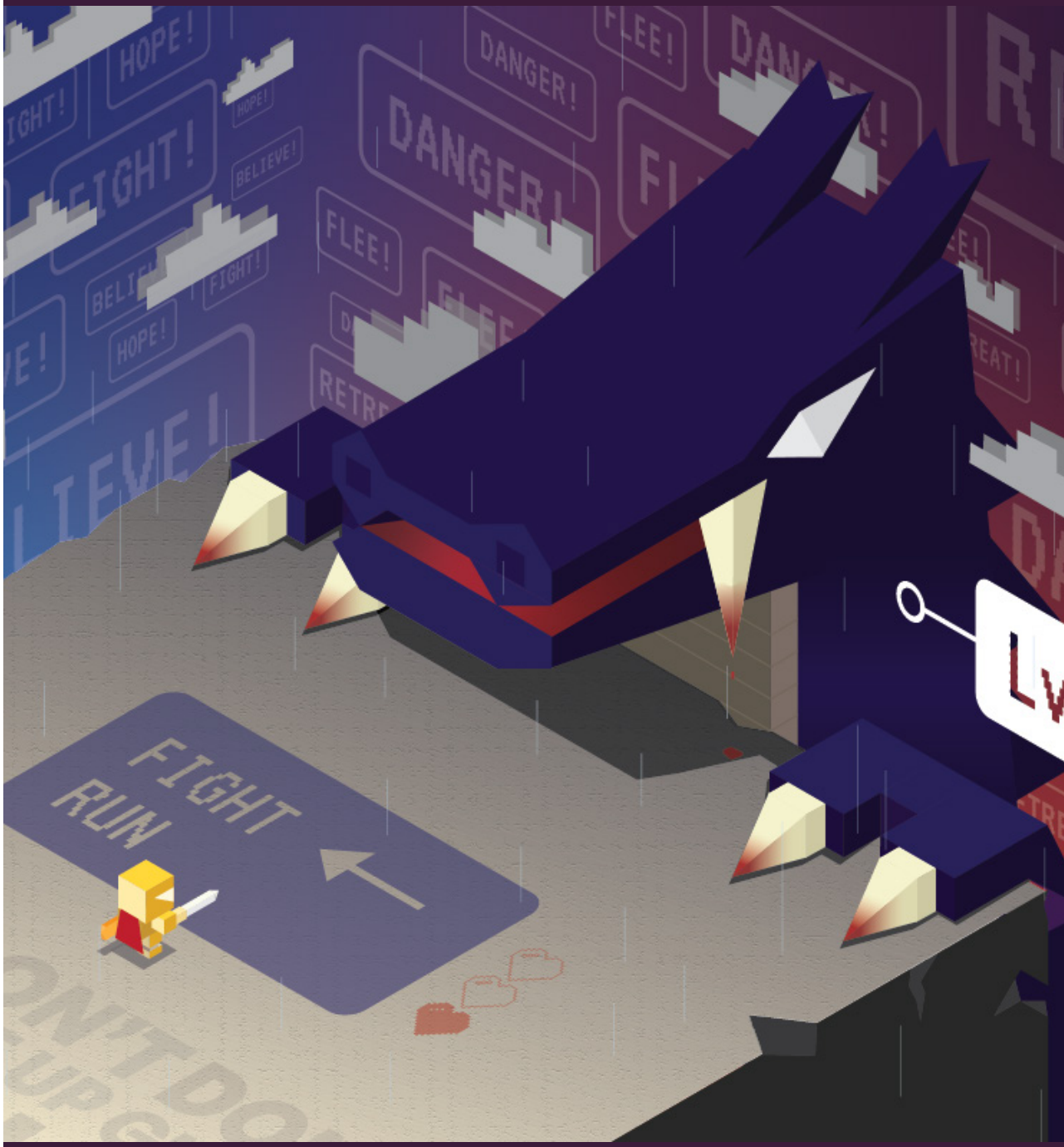
ABOUT

The Weight of Doubt is an animated isometric piece that depicts a knight lost in thoughts as his clouded judgment is getting the best of him in a face-off against a dragon. This piece shows the internal struggle the knight is facing in this do-or-die situation.

MEDIUM Illustrator & After Effects

PROJECT School Project

View more

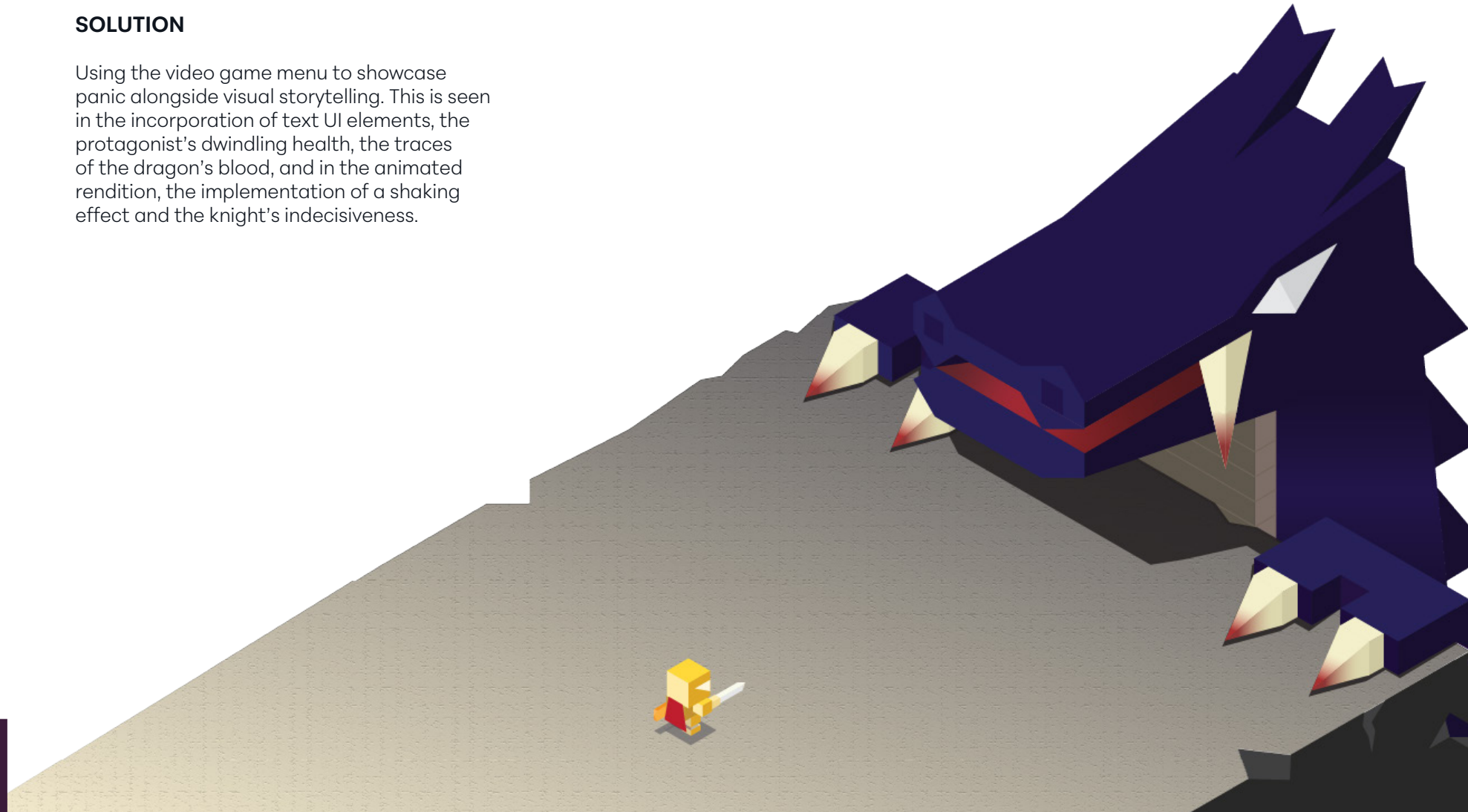


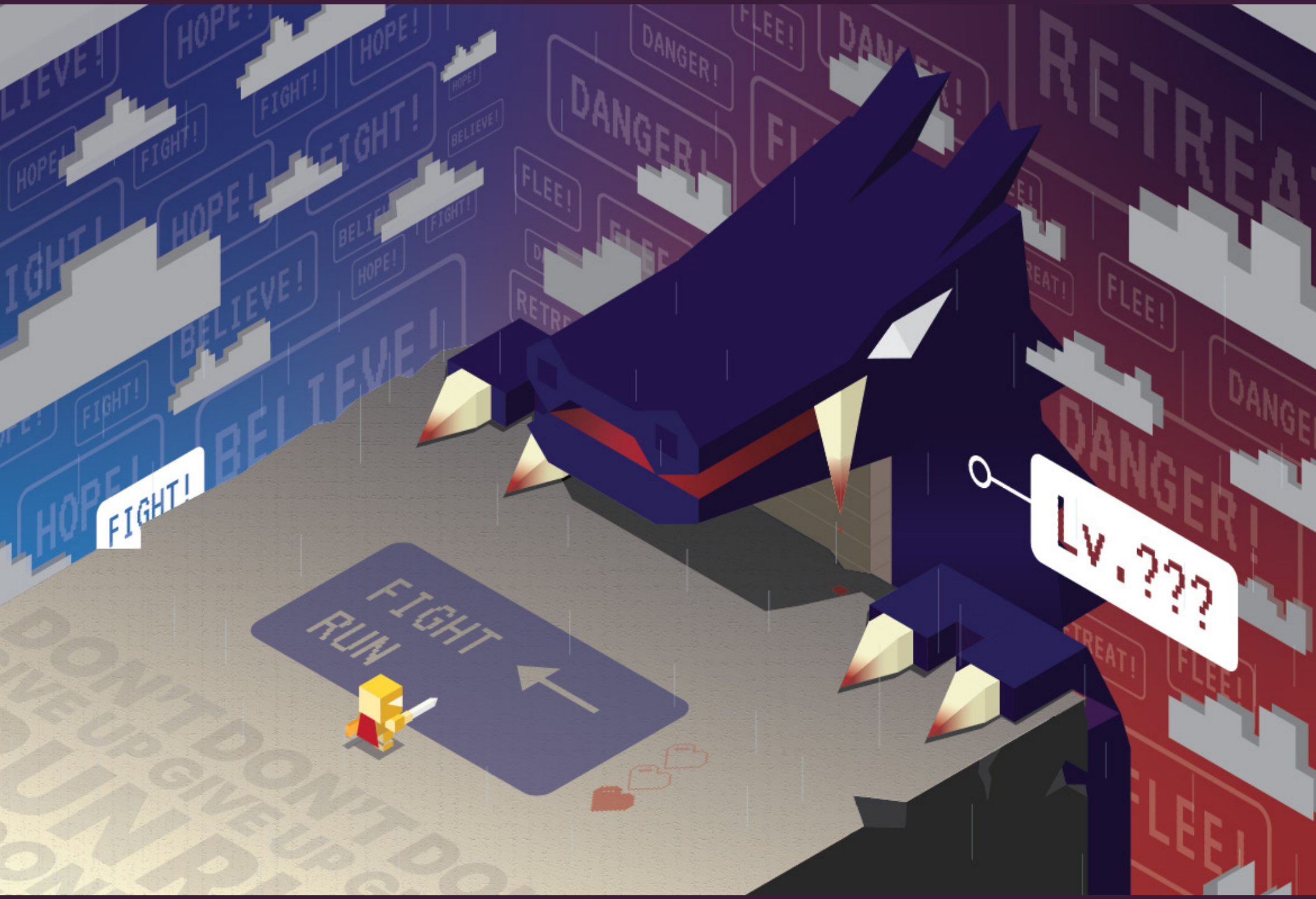
CHALLENGE

Evoking panic and intensity while maintaining a video game-like visual narrative.

SOLUTION

Using the video game menu to showcase panic alongside visual storytelling. This is seen in the incorporation of text UI elements, the protagonist's dwindling health, the traces of the dragon's blood, and in the animated rendition, the implementation of a shaking effect and the knight's indecisiveness.




HOPE!
FIGHT!
BELIEVE!
DANGER!
FLEE!
RETREAT!
FIGHT!
FIGHT
RUN
Lv.???
DON'T GIVE UP

MAR 2023

NOVEL BOOK COVERS

Publication Design

ABOUT

Design book covers for three different novels in a cohesive manner. I decided to use a simple design that would put heavy emphasis on the titles of the books.

MEDIUM Illustrator

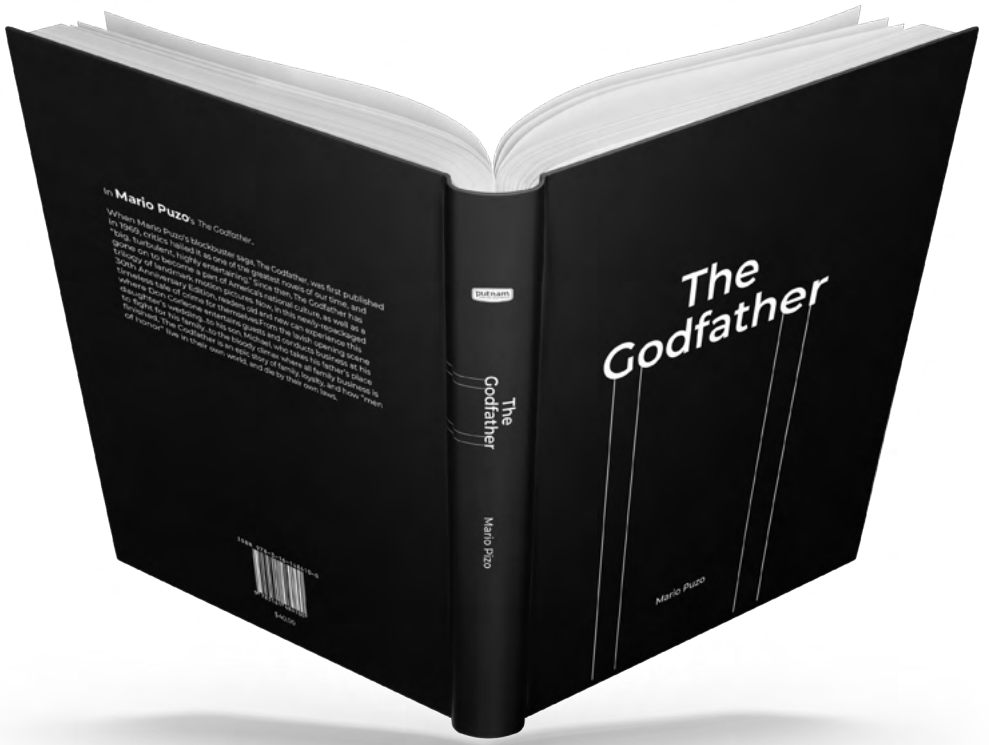
PROJECT School Project

CHALLENGE

Creating a unified look, despite the three novels having no relation to one another.

SOLUTION

Reuse the visual features throughout all the book covers to create a unified design. Each of them uses a black-and-white color palette and has the title in the center accompanied by a visual element that enhances it visually and metaphorically. Beloved uses a chain, The Godfather strings, and Moby Dick a harpoon.



NOV 2022

EVERMORE STRONGER

Animation & Web Design

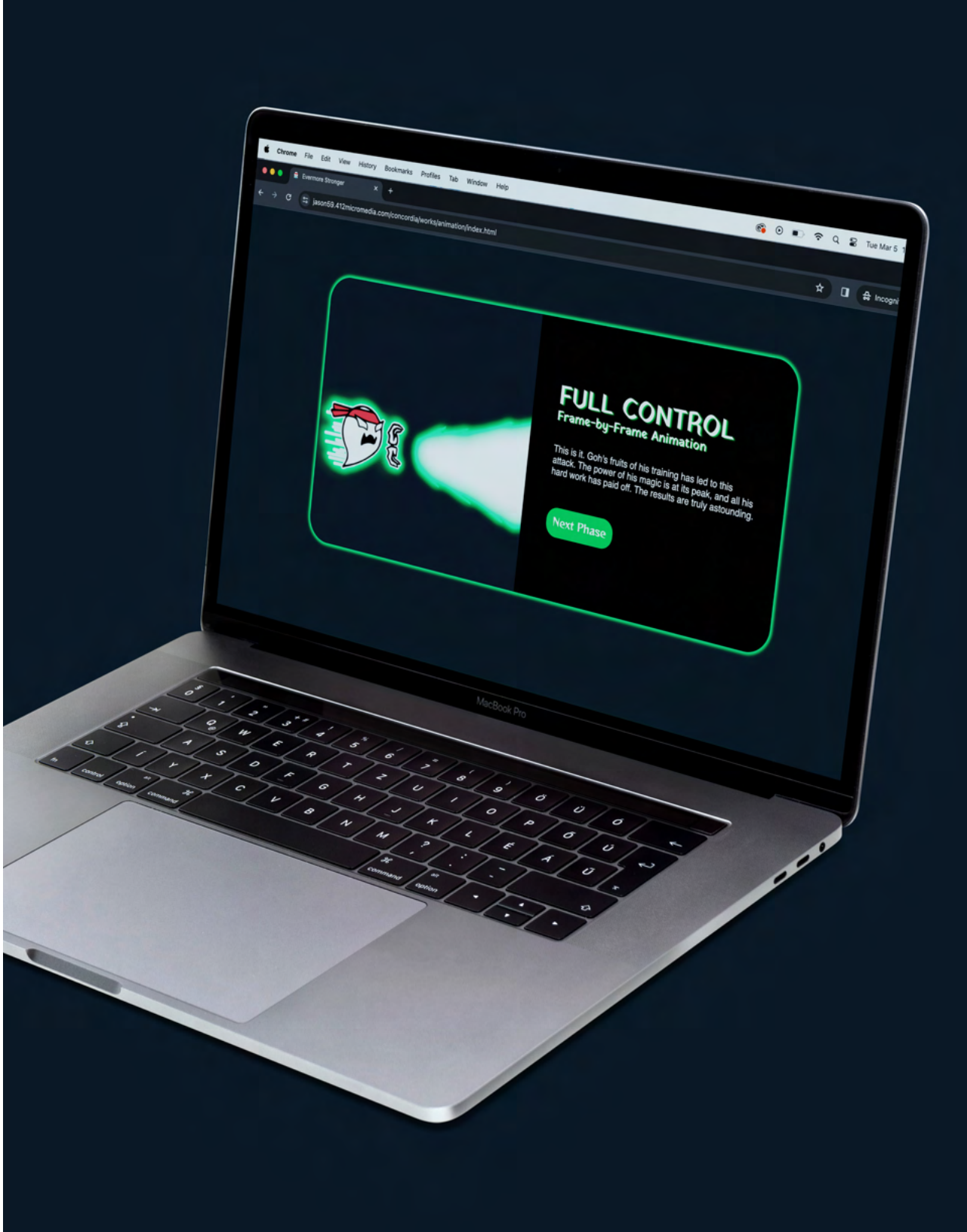
ABOUT

For this school project, I had to create four looping animations that would make a cohesive story. Evermore Stronger is an animation showcase that depicts the short story of Goh, a ghost, continuously training to become stronger despite being inthe afterlife.

MEDIUM Photoshop, HTML, CSS & JavaScript

PROJECT School Project

View more

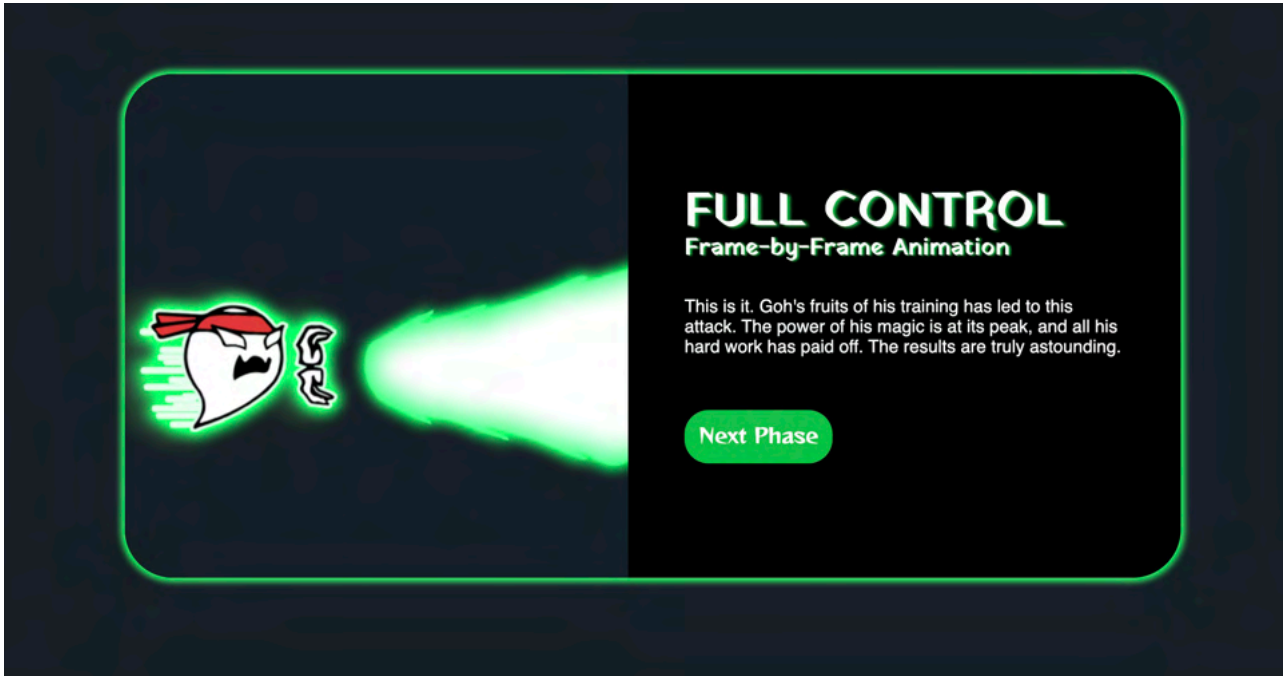


CHALLENGE

Maintaining consistency and coherence, ensuring that the animations and the website work together visually and conceptually while being flashy and visually stunning.

SOLUTION

Decide what to animate, and what story to tell. From then, a uniform look and feel would be ensured. The story decided was a ghost mastering magic. A ghost was chosen as the subject because its simple design would make the attack feel more grandiose.



Frame-by-frame animation

VERNISSAGE 2024

Branding & Poster Design

ABOUT

The Micromedia Vernissage is an event that celebrates and showcases the hard work and growth of the program's students. Our task was to design marketing materials that would work across various print and digital media applications, and effectively showcase the creativity and personality of the graduates.

MEDIUM Illustrator, InDesign & Photoshop

PROJECT School Project

CHALLENGE

Make my design inclusive of everyone involved in the Micromedia Vernissage through visuals, typography, and layout, while also representing my classmates.

SOLUTION

The idea was to use a flower to symbolize the growth of the graduates, with its design overflowing to represent our everblooming potential. The text will be in an anti-design style to create a texture that is visually appealing. Despite the chaotic look, the information remains legible and neatly placed for easy reading.

Multimedia

VERNISSAGE

April 18th

2024

5th floor

WHERE?

Vanier Library 5th floor,
821, Avenue Sainte-Croix,
Ville Saint-Laurent

WHO?

412micromedia.com
multimedia@vaniercollege.qc.ca
514-744-7500, Ext. 7118

YOU ARE INVITED. JOIN US.

RSVP

where creativity blooms

VANIER
CÉGEP/COLLEGE

HOPE AMIDST THE ABYSS

Photo Composite

ABOUT

A photo composite that depicts an average person facing off against a mythical shark. It displays the triumph of hope and determination over fear and adversity.

MEDIUM Photoshop

PROJECT School Project

CHALLENGE

Creating a photo composition that seamlessly incorporates various photographic elements to form a cohesive and pleasing artwork.

SOLUTION

Decide on what the final result will be from the start, then pick the appropriate elements to bring the composition to life. Proper shading with brushes was also important. The chosen scene to create was an ordinary man facing off against a deadly floating shark. The result is a showcase of an awe-inspiring and beautiful showdown.

APR 2024

ANOMALY ARCHIVES

Web Design

ABOUT

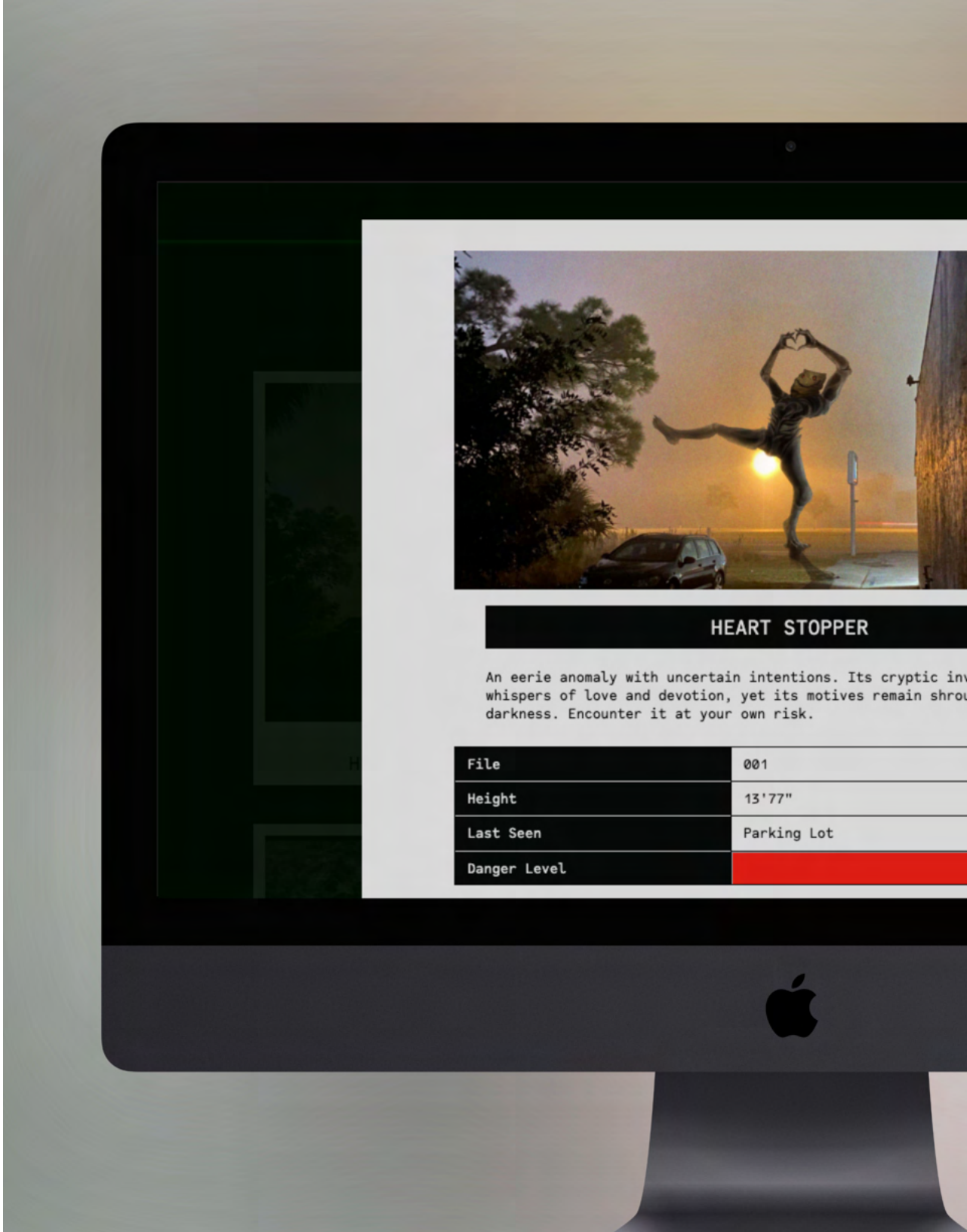
My goal was to assemble an immersive art gallery showcasing Lhymslabyrinth's anomalies. I aimed to create a cohesive space for viewing these creations while providing comprehensive documentation resembling an encyclopedia.

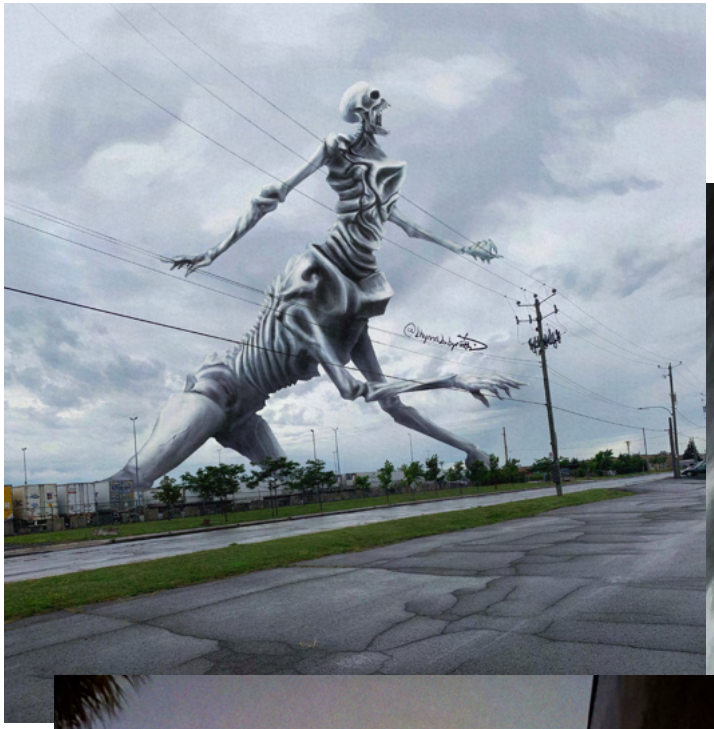
MEDIUM HTML & CSS

PROJECT Personal Project

View more

24



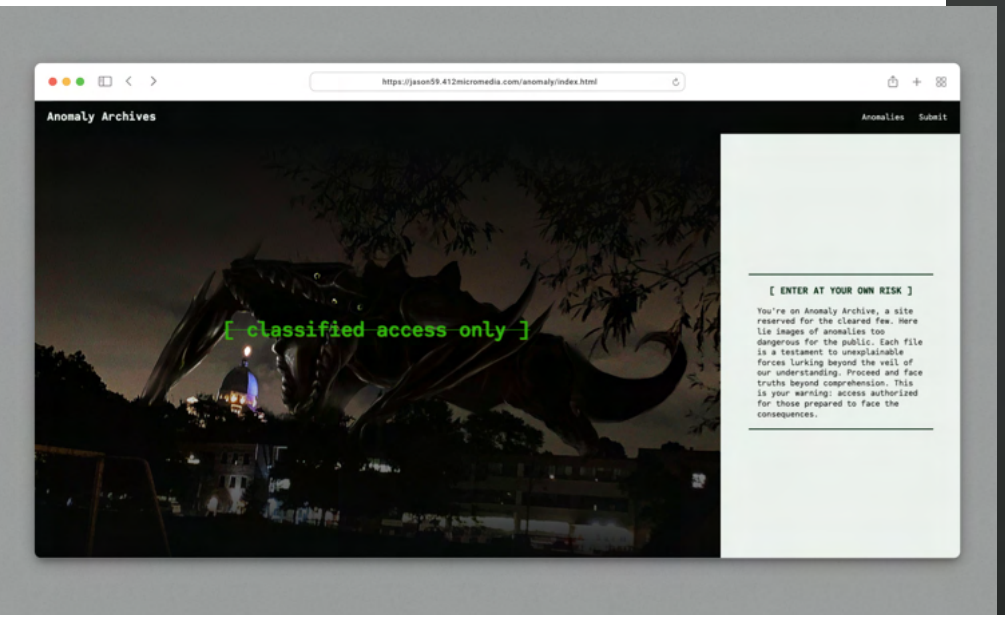


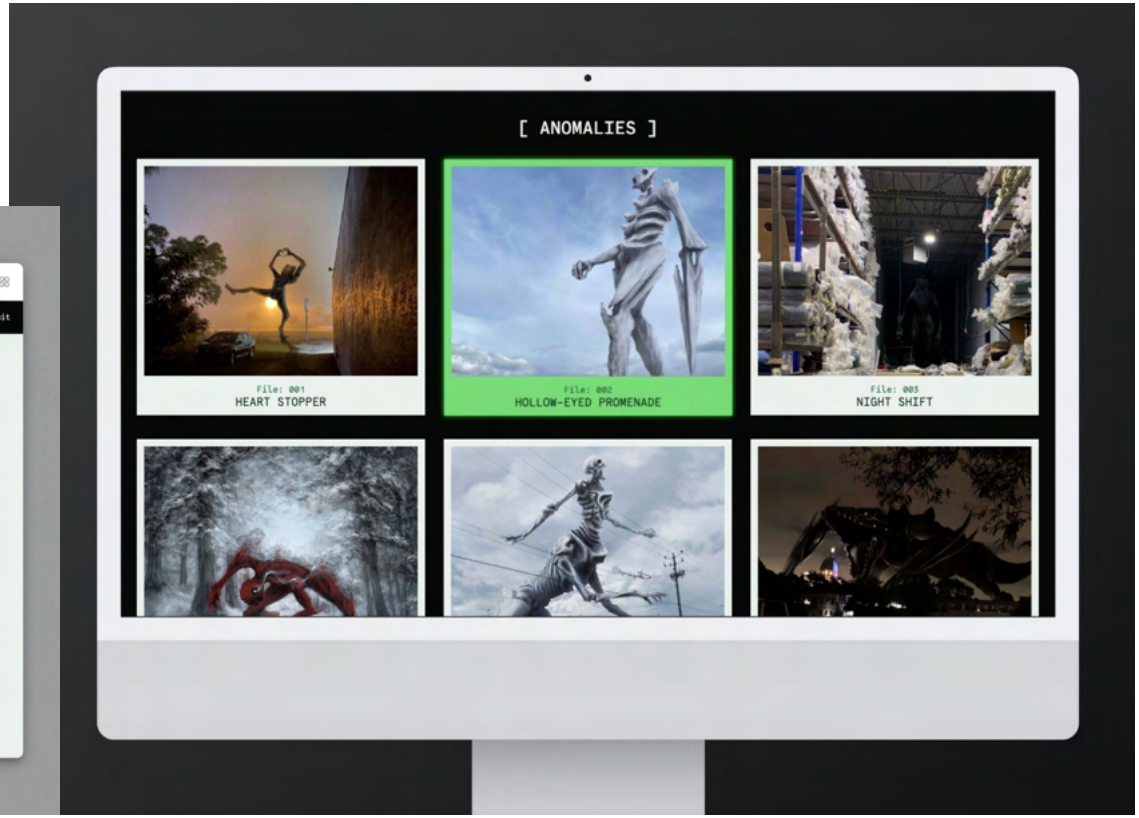
CHALLENGE

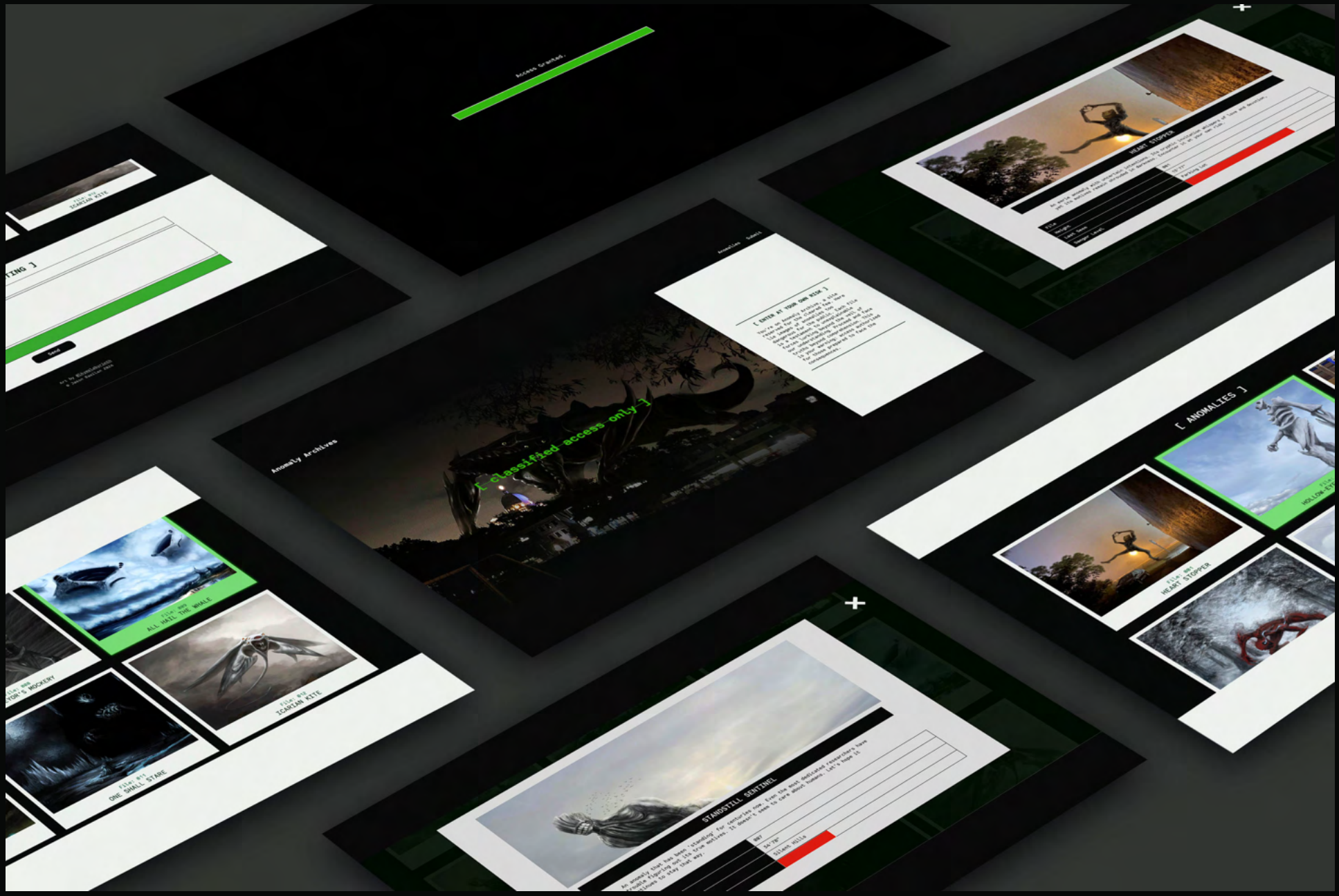
Designing a web interface that complemented Lhymslabyrinth's artwork without overshadowing its beauty. Striking a balance between an engaging user interface and allowing the anomalies to take center stage required careful consideration. The website had to enhance the anomalies allure rather than detracting from them.

SOLUTION

The solution was to create a web design inspired by espionage and government secrecy, conveying a sense of mystery around the anomalies. This minimalist aesthetic, using predominantly black and white tones with rectangular elements, complemented Lhymslabyrinth's artwork. It immersed visitors in an experience akin to uncovering classified information, enhancing the sense of discovery and intrigue.






Access Granted
ICARIAN KITE
Send
Anomaly Archives
[classified access only]
[ENTER AT YOUR OWN RISK]
HEART STOPPER
[ANOMALIES]
ALL HAIL THE WHALE
ICARIAN KITE
ONE SHALL STARE
HEART STOPPER
STANDSTILL SENTINEL

APR 2024

ANOMALY ARCHIVES PT. 2

Packaging & Card Design

ABOUT

This project is an extension of Lhymslabyrinth's Anomaly Archives website. In this project, I developed packaging for a trading card game for his captivating anomalies.

MEDIUM Illustrator & Photoshop

PROJECT Personal Project

CHALLENGE

The primary challenge in this project was to seamlessly translate the aesthetic of the website onto both the packaging and the trading card designs, while maintaining a sense of uniqueness. Additionally, another challenge was to create a set of packaging that appeared consistent but still allowed each artwork to stand on its own

SOLUTION

Design with a concept of organized chaos. This entailed incorporating numerous minimal elements that enhanced the artwork without overpowering it in the visual hierarchy. Each element was meticulously placed to ensure a sense of order amidst the chaos, allowing the illustrations to remain the focal point while still creating a visually dynamic composition.

As a nod to the influence of the Japanese branding aesthetic, Kanji characters were incorporated into the designs. Short words describing the anomalies were carefully selected and written as Kanjis.

ONE SHALL STARE'S LEFT EYE

左目

Left Eye

ELEVENTH HOUR

土壇場

Eleventh Hour

ICARIAN KITE

悪夢

Nightmare

ANOMALY ARCHIVES
[One Shall Stare's Left Eye]
01
ANOMALY ARCHIVES
[Icarian Kite]
03

ELEVENTH HOUR
STOLEN GAZE
ONE SHALL STARE'S LEFT EYE
VILE SHIFT
FIELD
Both players shuffle their hands into their decks and draw the same number of cards they shuffled.
ICARIAN KITE

APR 2022

KIRBY'S CLUELESS COOKING

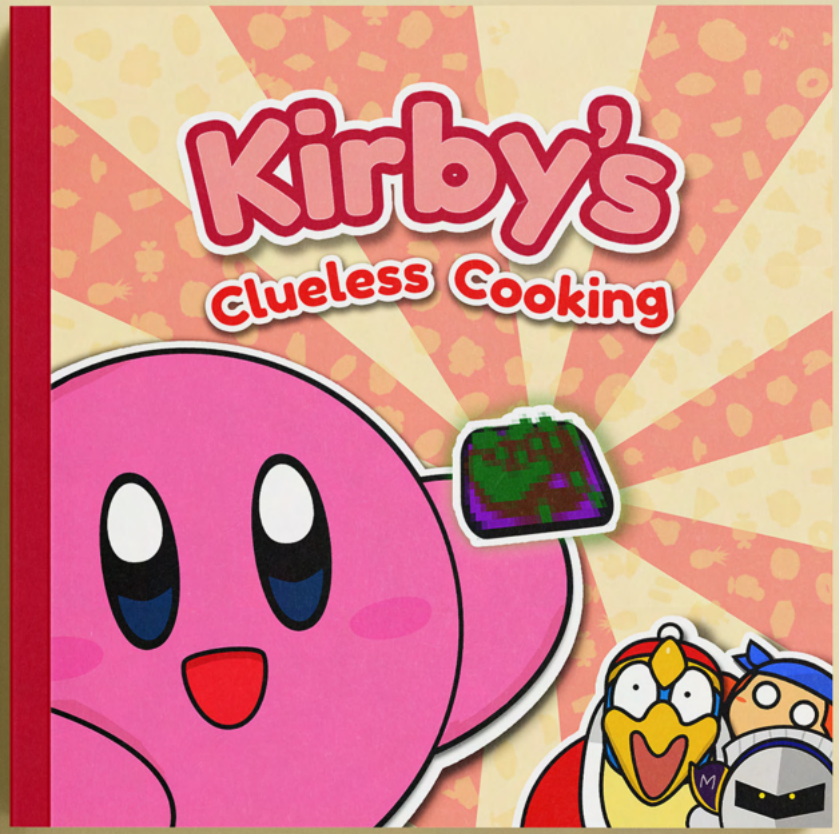
Publication Design & Illustration

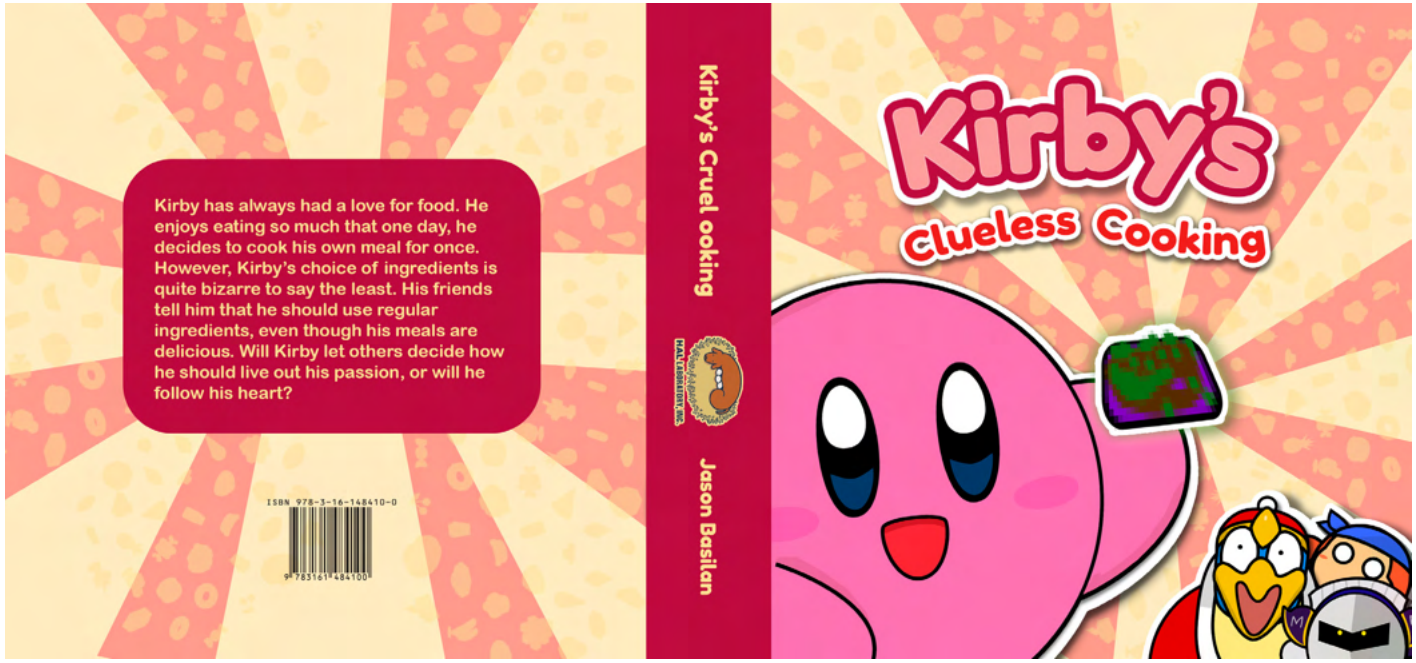
ABOUT

For this project, I had to design a cover for a children's book. Nintendo's Kirby franchise was chosen for its family-friendly appeal.

MEDIUM Photoshop

PROJECT School Project





CHALLENGE

Recreating the Kirby franchise's soft and happy aesthetic, while still designing an original piece that fits perfectly for a book.

SOLUTION

Illustrate the main characters of the Kirby franchise while keeping their personality and chemistry, all while using a rounded font and soft colors for a friendly and bubbly look.

VANIER VIDEO GAME CLUB POSTERS

Poster Design

ABOUT

For the Vanier Video Game Club, I designed promotional posters for their events. The goal of these designs was to include a variety of characters to represent the club members' tastes and favorite games, as well as to represent the event that is being promoted.

MEDIUM InDesign

PROJECT Vanier Video Game Club

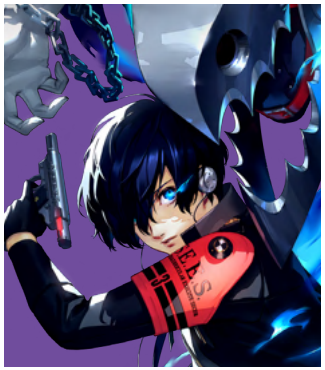
CHALLENGE

Including a wide variety of video game franchises, without overwhelming the design and making it cluttered, all while ensuring that the chosen games represent the Vanier Video Game Club members well.

SOLUTION

Choose game characters that are fan favorites among the club, as well as those that are played by our members the most. Games that were soon to be released and that members were excited to play were also included. A grid was used to neatly arrange all the elements.

Club Favorites


Upcoming Game

Latest Trend

Club President Request

Dedicated Fanbase

Currently Playing

CHALLENGE

Incorporating Pokémon characters into the poster, aiming for visual appeal while ensuring they harmonized with the tournament vibe and remained recognizable to our player base.

SOLUTION

Drawing on my franchise knowledge, I handpicked game characters that were fan favorites within the club and frequently played by our members, as well as appropriate ones that fit the prestige of a Pokémon tournament.

Rival & Ex-champion

Protagonist & Champion

Fan Favorite Champion

Recent Fan Favorite Champion

JAN 2024

THE BEAUTY OF PLAYING COMPETITIVELY

Video Editing

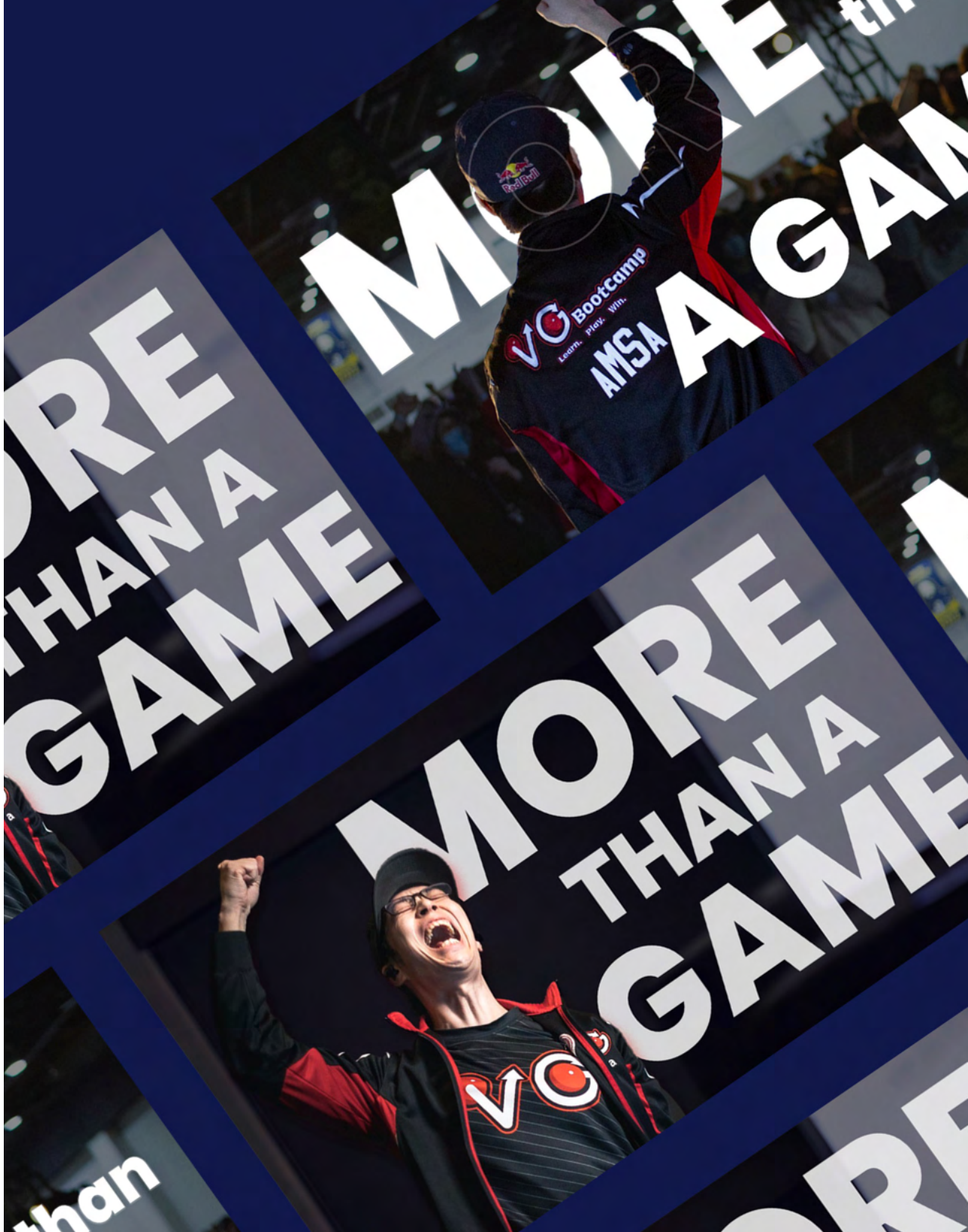
ABOUT

This is a personal video project I made that highlights the passionate community surrounding competitive gaming and shares one of my treasured passions in life.

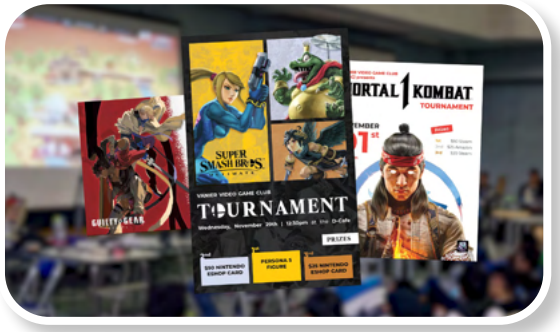
MEDIUM Premiere Pro & Photoshop

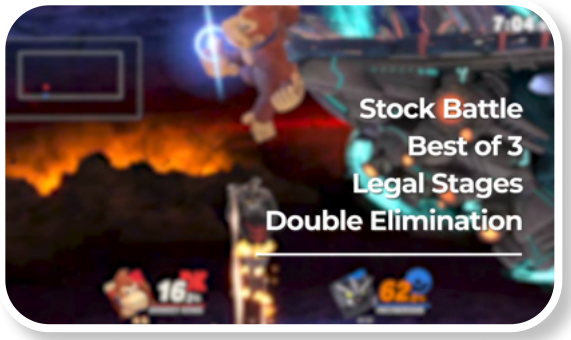
PROJECT Personal Project

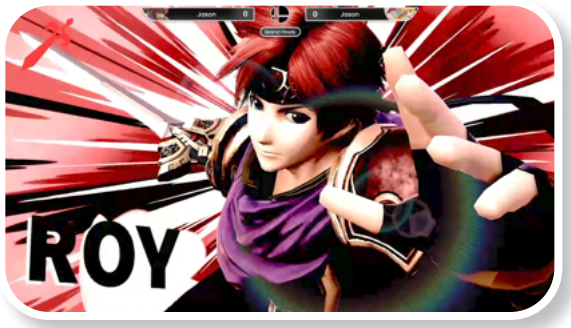
View more



Tournament Broadcast
Layout I designed







CHALLENGE

Creating a video detailing competitive gaming in both a welcoming and interesting way all while ensuring visuals are informative and entertaining. The aim is to welcome all audiences, regardless of their familiarity with the subject, and present the content clearly and engagingly.

SOLUTION

Mix a blend of comedy, and storytelling throughout the video to create an engaging piece. Intertwine the background music with my voice and the visuals to make a cohesive and smooth experience for the viewer. Each sentence would be accompanied by a visual matching what is being said for ease of understanding and entertainment.

WORRIED THOUGHTS

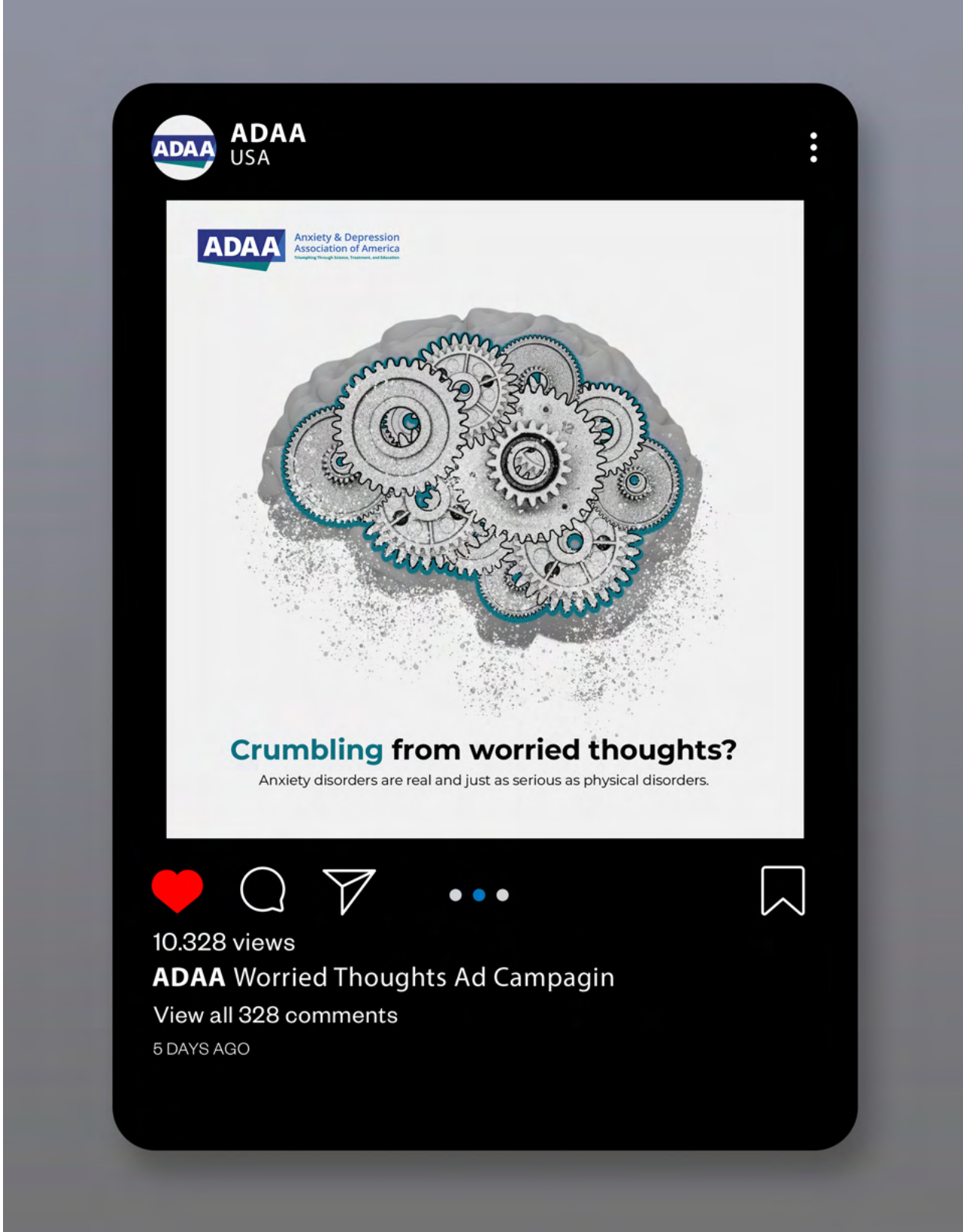
PSA Campaign & Photo Composite

ABOUT

Worried Thoughts is a PSA campaign that raises awareness for anxiety and its symptoms to help those who might be experiencing it without knowing it to seek help.

MEDIUM Photoshop

PROJECT School Project



CHALLENGE

Creating an original and cohesive concept that is adaptable across various media outlet.

SOLUTION

Have each ad contain a play of words with "worried thoughts" the name of the public awareness. The design of each ad would then match the text while taking into account the media format used.

ADAA
Anxiety & Depression Association of America
Confused in worried thoughts?
Anxiety disorders feel like attempting to fix a puzzle with an overwhelming number of pieces.

ADAA
Anxiety & Depression Association of America
Drowning in worried thoughts?
30% of adults will experience an anxiety disorder at some point in their lives.

ADAA
Anxiety & Depression Association of America
Wallowing in worried thoughts?
Don't dismiss it, an anxiety disorder is more than just stress.

Let’s create together.

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514-569-3715
linkedin.com/in/jason-basilan

Jason Basilan