

GRAPHIC

27 SITES

DESIGN

TABLE OF CONTENTS

10 Projects:

1. Magazine layouts - IND + Premiere + AE
2. Album Cover - AI
3. Packaging Design - PSD + PKG
4. Concert Posters - PSD + AI
5. Movie Poster - AI
6. App Design - Figma
7. Mall game campaign - MKT + PKG
8. 2D & 3D Animation with Story board - AE
9. Capstone Project/NPO campaign
10. Movie marketing campaign

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27 SITES

DESIGN



BIO

Hi, I'm Steven Truong

I am a passionate and innovative person with a keen eye for detail and a deep love for all things creative. I had a chance to take part in music performance in my highschool in Australia. My experience in the design also music industry during my time have honed my skills in delivering well-suited and visually captivating designs that leave a lasting impact.

As a graphic designer, my passion lies in creating thoughtful and visually striking designs that communicate my clients' message. From typography to color theory, every aspect of my work is carefully considered to craft a cohesive and impactful visual aesthetic. My portfolio showcases a diverse range of projects, from branding to web design, demonstrating my versatility and ability to approach each project with fresh creativity. I'm proud to be a young boy from Vietnam who can bring my talent to the world.

MAGAZINE LAYOUTS

OBJECTIVE

Gain an understanding of how multiple page documents are created and maintained in InDesign. Create good file structure and proper use of InDesign tools & workflow, plus some creative images work & typographic skill use in InDesign to produce a magazine.

PROCESS

We began by sketching ideas on paper and refining them using thumbnails to create the optimal layout for a magazine spread. Using InDesign, we followed print-specific formatting requirements to craft an engaging and professional-looking design.

We organized our work flow, created stunning products and made sure that the final piece is perfect and remarkable while the process is precise and flawless

MEDIUM/TOOLS USED

Adobe Illustrator, Adobe Photoshop, Adobe InDesign



2

Rolling Stone #027

THE TIME WHEN MUSIC BRINGS ALL THE TALENTS TOGETHER

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FIRST IMPRESSION

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“NO AMOUNT OF MONEY CAN BUY US A SECOND OF TIME”

- TONY STARK

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Nam qui que sunt la sequia eaturep non pre ime nobis expliquam, torem am re pa quae solorum, nndebissit odis esciis nihiciae es et et volor rem. Nam utecuptaqui voluptae.



Picture 2: Award Night Performance

ALBUM COVER DESIGN

OBJECTIVE

Cover art is the visual gateway to music. It's also the image listeners will associate with any music. First impressions are key to music discovery. Album art will often grab someone's attention before they listen to artist's music. Understanding how using Adobe Illustrator helps to create and improve the art work for the album cover. Creating good file structure and proper use of Illustrator tools & workflow, plus some creative images work & typographic skill use in Adobe Illustator

PROCESS

We sketched out our ideas on paper then refined our sketches in the thumbnail stage to create a most interesting design before setting our digital document inside Adobe Illustrator. Using Adobe Illustrator, we were able to make great vector files for our illustration that is scalable without losing any details when we brought it into any software or packaging and production. Using vector file, we were able to retain the quality of the artwork with those specifications & requirements of the document setting. We organized our work flow at the very beginning and checked again when exporting final PDF files for the project before handing in our work.

MEDIUM/TOOLS USED

Adobe Illustrator



PACKAGING DESIGN

OBJECTIVE

Gaining an understanding of how a package designs or labels are created by drawing in Photoshop. Creating good file structure and proper use of Photoshop layers, masking & workflow, plus some creative effect work & typographic skill use in Photoshop to produce a nice looking coffee bag package

PROCESS

Using drawing tablets and Photoshop, we created sketches and refined them during the thumbnail stage to determine the best layout for our projects. Utilizing various brushes, colors, and effects, we blended the design together to create a cohesive and print-ready document. Overall, our process involved a combination of digital tools and creative decision-making to produce a high-quality output.

On the other hand, using Adobe Illustrator helped us to create the mockup for the album cover sleeve and the beer labels.

MEDIUM/TOOLS USED

Adobe Illustrator and Adobe Photoshop



CONCERT POSTERS

OBJECTIVE

Adapting the original album cover art to a concert poster is to effectively promote and advertise the upcoming concert while leveraging the visual recognition and association with the album. The concert poster serves as a key promotional tool to inform potential attendees about the event and entice them to buy tickets. It's usually representing the Instant Visual Recognition, Brand Consistency, Creating Buzz and Excitement, Standing Out and Attracting Attention, Appealing to New Audiences, and last but not least Conveying Event Details and Encouraging Ticket Sales

PROCESS

We took the original artwork of the album cover and adapt that to a larger format of a poster and still keeping the elements of the album. We sketched out our ideas on paper then refined our sketches in the thumbnail stage to create a most interesting design before setting our digital document inside Adobe Illustrator. Using Adobe Illustrator, we were able to make great vector files for our illustration that is scalable without losing any details when we brought it into any software or packaging and production.

Using vector file, we were able to retain the quality of the artwork with those specifications & requirements of the document setting. We organized our work flow at the very beginning and checked again when exporting final PDF files for the project before handing in our work.

MEDIUM/TOOLS USED

Adobe Illustrator, Adobe Photoshop, Adobe InDesign



CONCERT POSTERS

OBJECTIVE

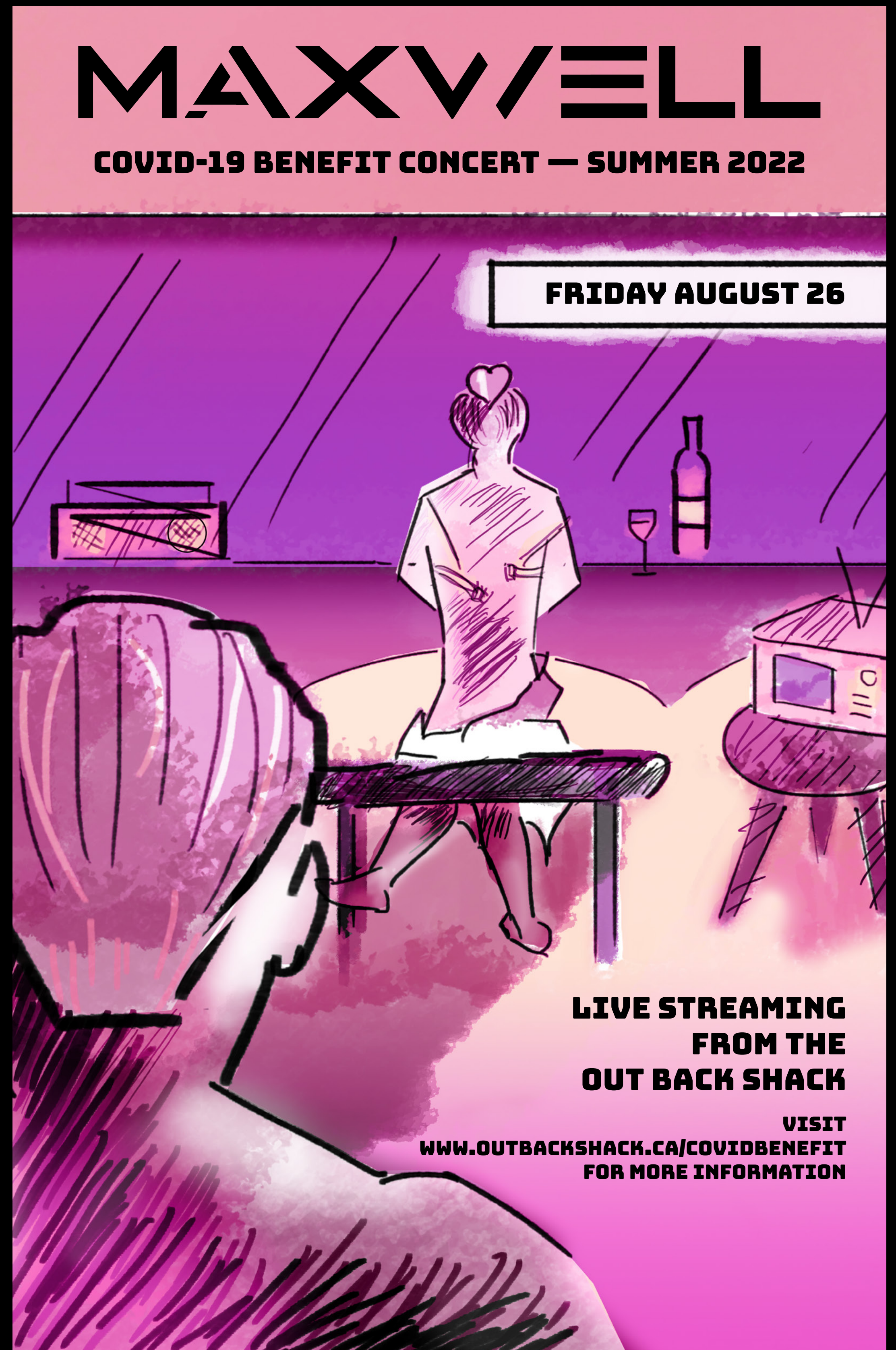
Gaining an understanding of how promotional concert posters are created and maintained in Photoshop. Creating good file structure and proper use of Illustrator also Photoshop tools & workflow to create the art work & typography using drawing tablets inside of Photoshop

PROCESS

We sketched out our ideas on paper then refined our sketches in the thumbnail stage to create a best possible layout before setting our digital document for the concert poster. We used Illustrator, following specific requirements for the document format that's best for print, to layout our artist name. Using Adobe Photoshop, we were able to draw great artwork. We organized our work flow at the very beginning and checked again when exporting final PDF files for the project before handing in our work.

MEDIUM/TOOLS USED

Adobe Illustrator and Adobe Photoshop



MOVIE POSTER DESIGN

OBJECTIVE

A movie poster needs to capture the audience's attention immediately, standing out among the many other posters and advertisements competing for attention. It should have a compelling visual and design that piques curiosity and entices potential viewers to learn more about the film.

PROCESS

We start the poster with brainstorming and conceptualizing ideas based on the movie's plot, genre, and target audience. Our next step is to collect reference images, create rough sketches, and finalize the design concept. The poster's artwork is then created using various techniques, with the artwork created in Adobe Illustrator and the texture is done by photo manipulations inside of Photoshop

MEDIUM/TOOLS USED

Adobe Illustrator and Adobe Photoshop



FIGMA, PROTOTYPE, UX/UI DESIGN

OBJECTIVE

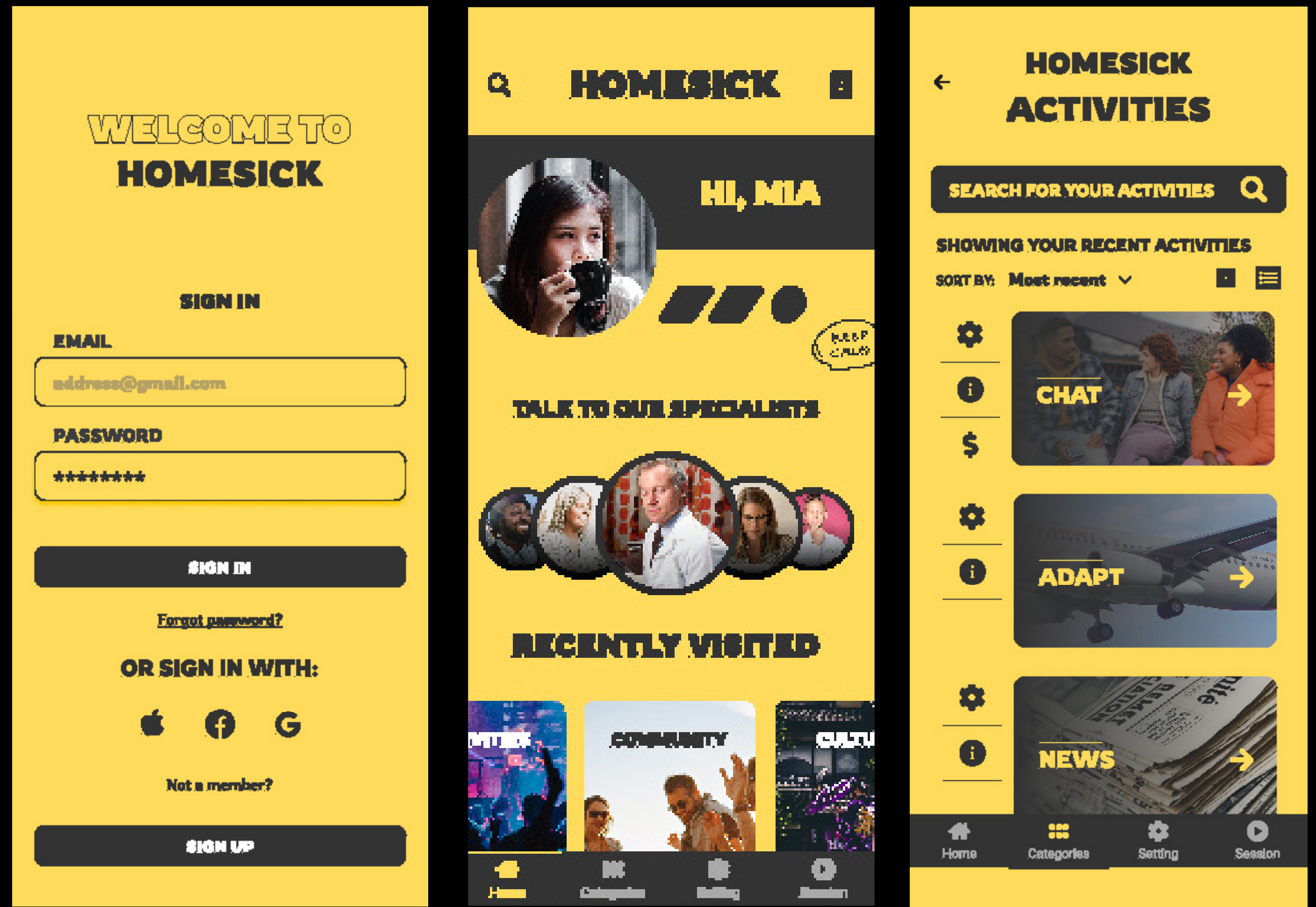
Gaining an understanding of how multiple specific screens are created and maintained in Figma to make up an application. Creating good file structure and proper use of Figma tools & workflow, plus some creative images work & typographic skill use in Figma to design an application

PROCESS

We went through out our ideas then refined our wirframe in the thumbnail stage to create a best possible layout. Then we created multiple specific screens in Figma to make up an application, following specific requirements for the document format that's best for web, with graphics and typography. Creating personas and goal for user to complete helps us understand the purpose of the app and to design the screen appropriately.

MEDIUM/TOOLS USED

Figma



MALL GAME MARKETING CAMPAIGN

OBJECTIVE

Gaining an understanding of how assets for a marketing campaign are created and maintained in InDesign, Photoshop & Canva. Creating good file structure and proper use of all the softwares' tools & workflow, plus some creative images work & typographic to produce proper promotional materials & mockups for the marketing campaign

PROCESS

Our team developed a game with the objective of increasing foot traffic to a local mall. We refined the mechanism of the game and created a visually appealing layout using Adobe Illustrator for a game board. By going through different revision stages, we were able to create the best possible design for the layout. Our goal was to effectively showcase the game and entice potential customers to visit the mall, increasing the foot traffic.

MEDIUM/TOOLS USED

Adobe Photoshop, Adobe InDesign & Canva



LYRICAL 3D ANIMATION & STORY BOARD

This project is a motion graphic promotional teaser featuring the theme songs of various “retro” TV shows to make viewers aware of the various shows on the network’s viewing schedule.

We develop our storyboard before using After Effects, a specialized tool in animation, to create the animation piece



SCAN HERE TO WATCH
THE ANIMATION

CHEERS THEME SONG LYRICS:

Making your way in the world today
Takes everything you’ve got
Taking a break from all your worries
Sure would help a lot
Wouldn’t you like to get away?

Sometimes you wanna go
Where everybody knows your name
And they’re always glad you came
You wanna be where you can see (ah-ah)
Our troubles are all the same (ah-ah)
You wanna be where everybody knows your name

Where everybody knows your name
And they’re always glad you came
You wanna go where people know
People are all the same
You wanna go where everybody knows your name



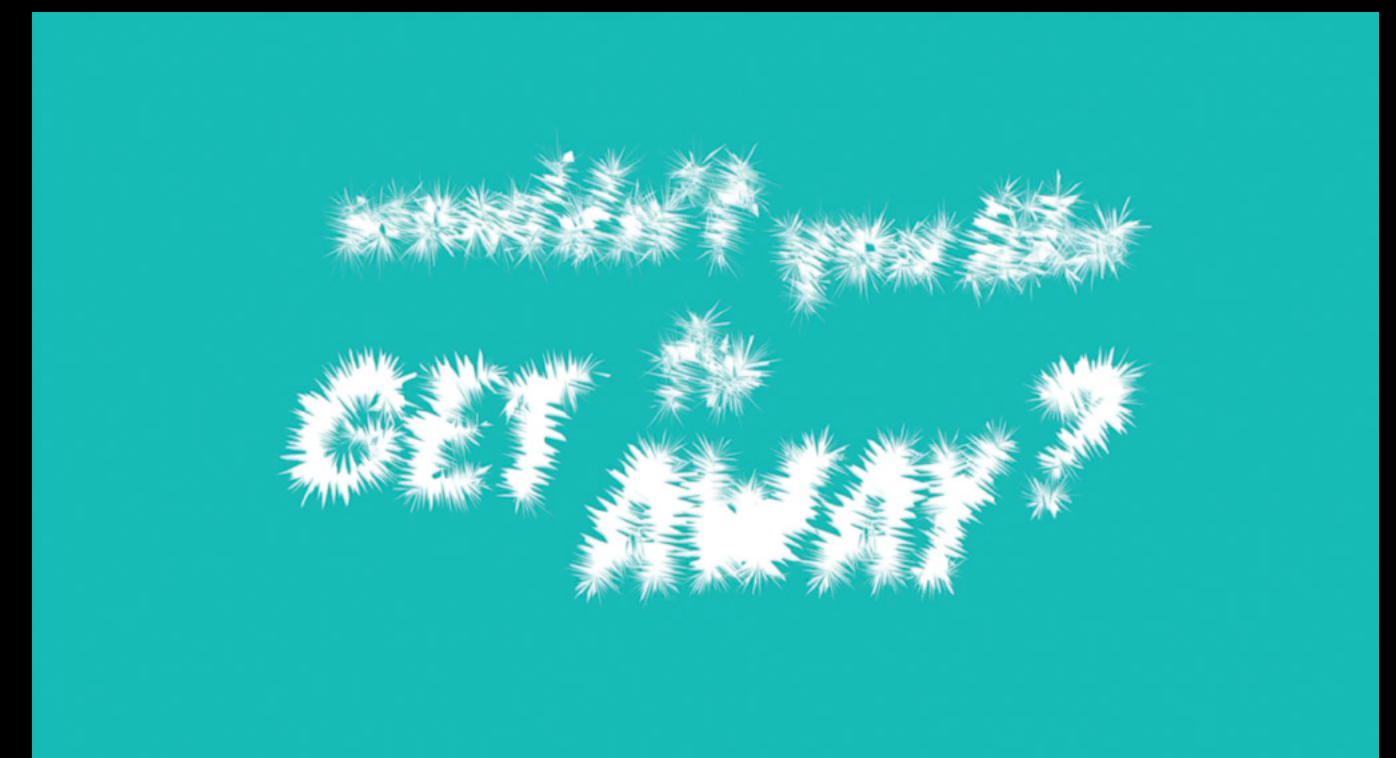
Take everything you got



Taking a break from all your worries



Sure would help a lot



Wouldn’t you like to get away?



You wanna go where everybody knows your name



Outro credit

ANIMATION & STORYBOARD

BOARD (CONTINUED)

OBJECTIVE

Gaining an understanding of creating a 2D animated infographic in After Effects. Infographics (data visualization) are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly

PROCESS

For this project, we create the storyboard to tell the fact. Then we create assets in Adobe Illustrator then bringing the layers appropriately to After Effect to create the animation. Our initial ideas were refined in the thumbnail stage to create the best possible layout for the horizontal motion of the animation.



SCAN HERE TO WATCH
THE ANIMATION

MEDIUM/TOOLS USED

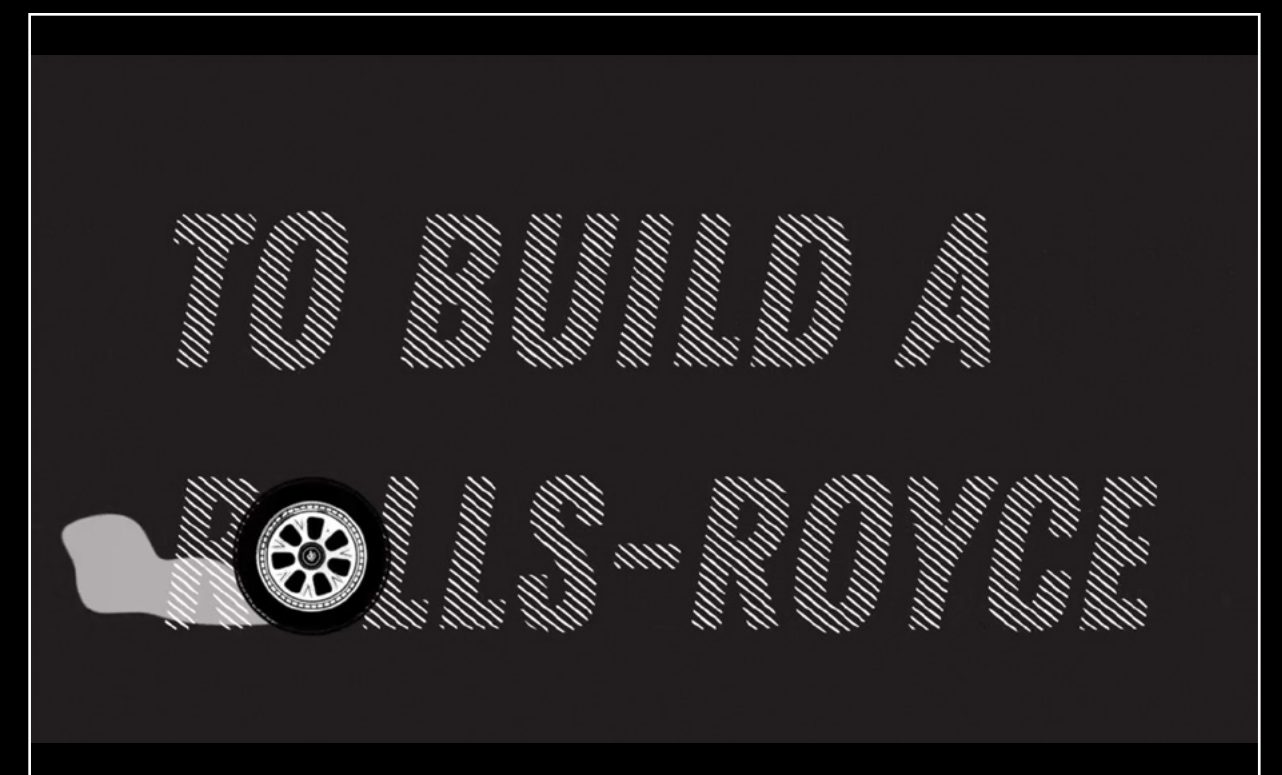
Adobe Illustrator, After Effects

1



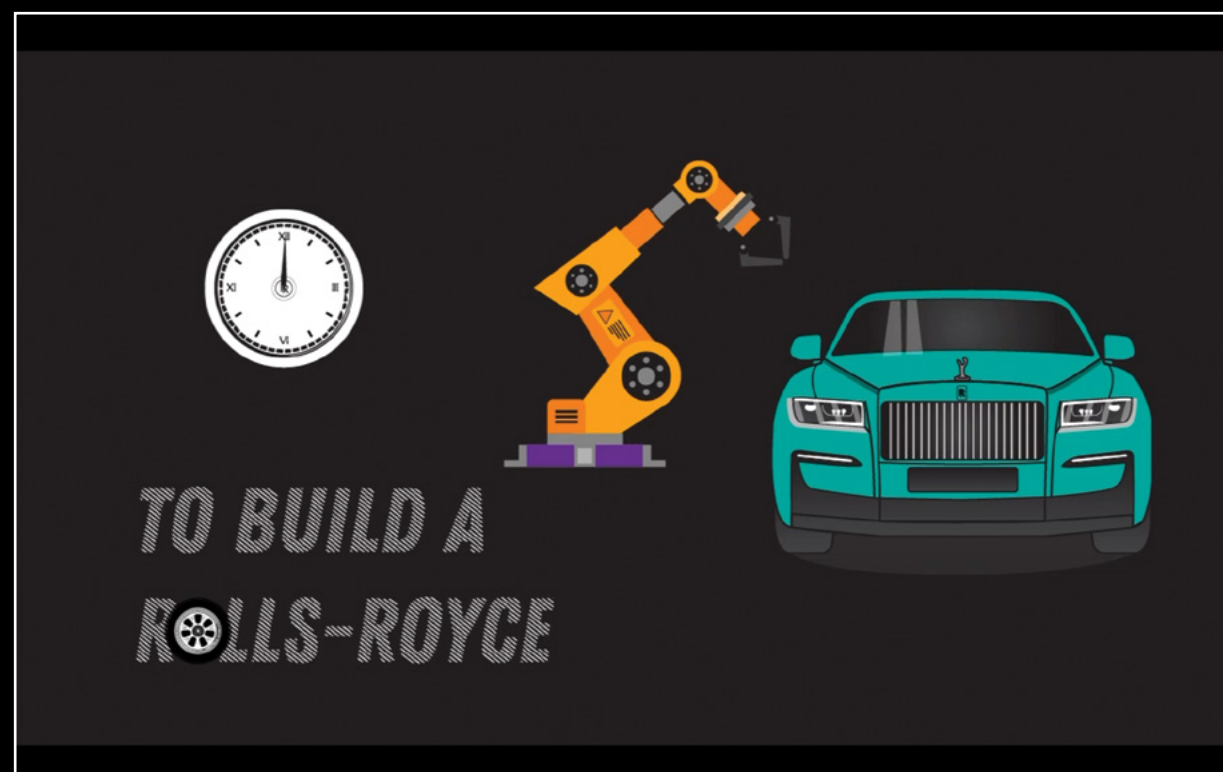
The clock drops from above, ticking, and rolling

2



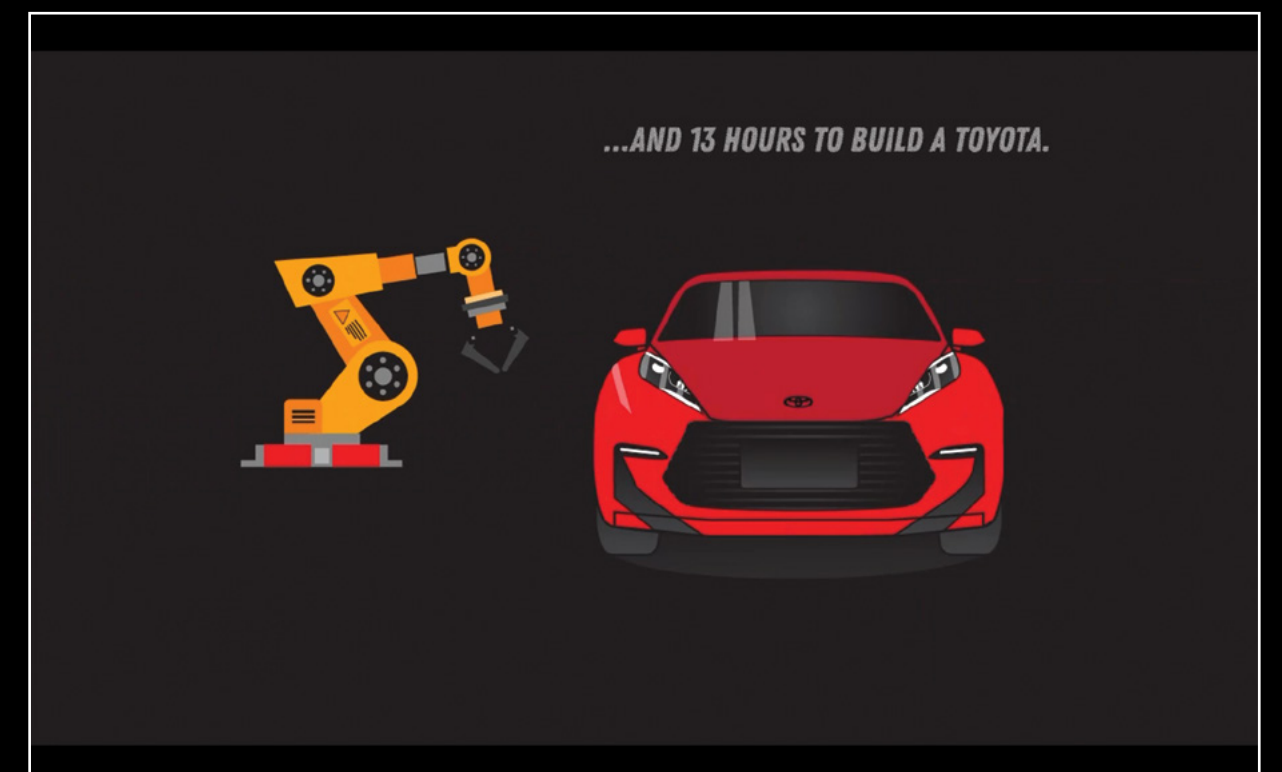
The clock changes to the wheel and stops

3



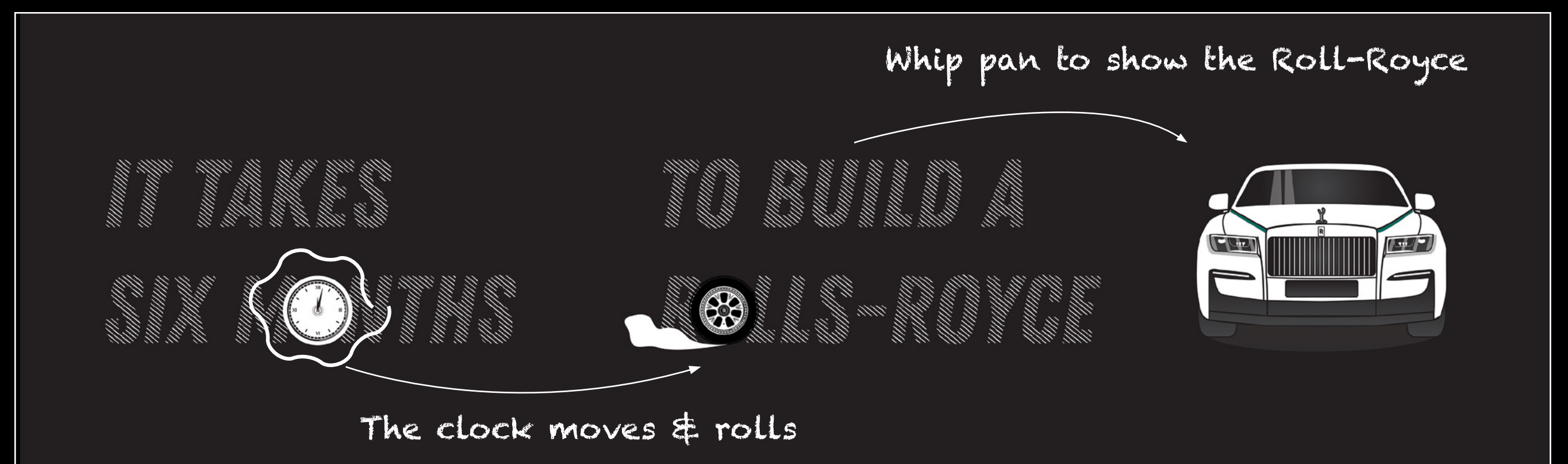
The text gets smaller and the Roll-Royce moves in

4



Then camera pan whips to the Toyota with the crane arm moving

INITIAL STORYBOARD



CAPSTONE PROJECT NON-PROFIT AWARENESS CAMPAIGN DESIGN

OBJECTIVE

A design project for a Non-profit Organisation named The Canadian Baseball Hall of Fame and Museum with their 30-Year Anniversary Awareness Campaign

- Use the upcoming anniversary to celebrate and generate buzz
- Use Tiktok as a channel to engage with a new audience
- Get people to think of them differently, generate more engagement
- Get people to donate and buy memberships – How do we manage to export our messaging across the country to get more people involved?

PROCESS

Every project is an opportunity to create something remarkable and leave a lasting impact. As one of the designers, who was part of the design project of the Canadian Baseball Hall of Fame's 30-Year Anniversary Awareness Campaign, I had the privilege of harnessing the power of visuals to help celebrate three decades of baseball greatness and amplify the mission of this renowned non-profit organization.

MEDIUM/TOOLS USED

Adobe Illustrator, Adobe Photoshop, Adobe InDesign



MOVIE POSTER DESIGN (BREAKDOWN)

Creating a movie poster using image bashing with specialized software such as Adobe Illustrator to creator vector logo, and Photoshop to put seperate images below together as the movie poster. With some colour grading and photo manipulation techniques, we created a poster that speaks to the audience.

MEDIUM/TOOLS USED

Adobe Illustrator, Adobe Photoshop



MOVIE POSTER DESIGN (MERCHANDISE)

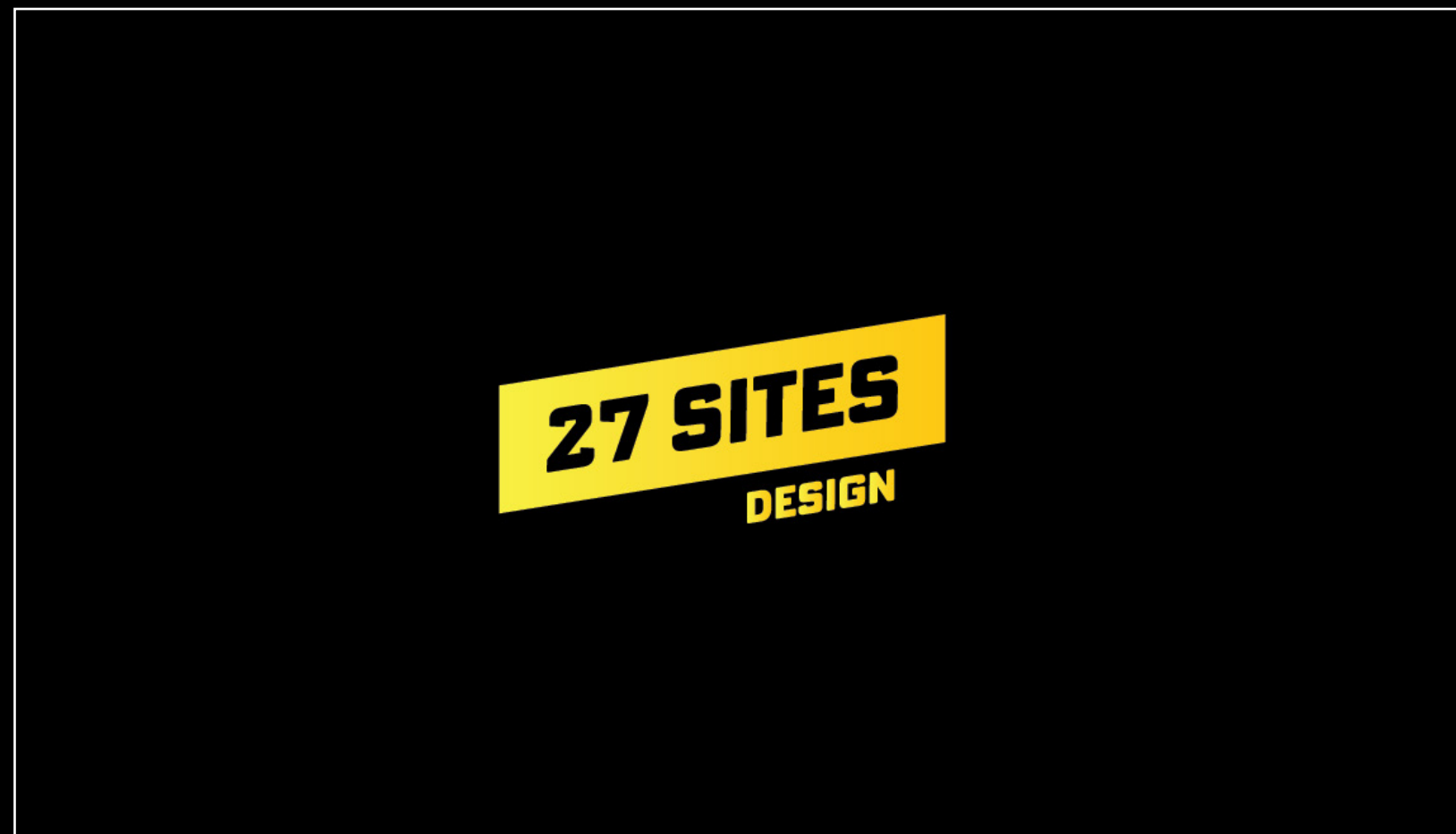
Helping promoting movies by creating merchandise branded accordingly with the film's logo, characters, or other elements related to the movie. This helps to build Fan Engagement, additional revenue stream, franchise and movie brand also memorabilia and souvenirs, cross-promotion and tie-ins, gifts and presents, and cultural impact

MEDIUM/TOOLS USED

Adobe Illustrator, Adobe Photoshop



Front



Back



ROLLOUT PLAN:

- Print out the promoting materials
- Posting my design work on social media
- Creating more art pieces

Social media: [steve_truong_278](#)

Website: [27sites.co](#)

Portfolio: [stevetruong278.myportfolio.com/](#)



THANK YOU