



Michael Foster
Graphic / Motion Designer

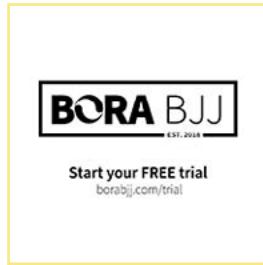
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Digital Portfolio

Motion Graphics



Logos & Branding



Digital Assets



Bora 3D Logo Promotional Video

The objective of this piece of work was to call attention to Bora Brazilian Jiu-Jitsu's free trial program through a visually engaging render of their existing logo.

The bulk of this project was completed using Cinema 4D and After Effects with support from Photoshop and Illustrator.

Takeaways from this project: minimize subdivision surface breaks and more carefully consider overall run time.



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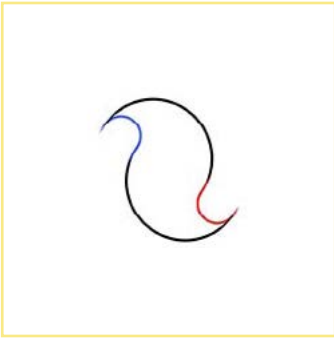
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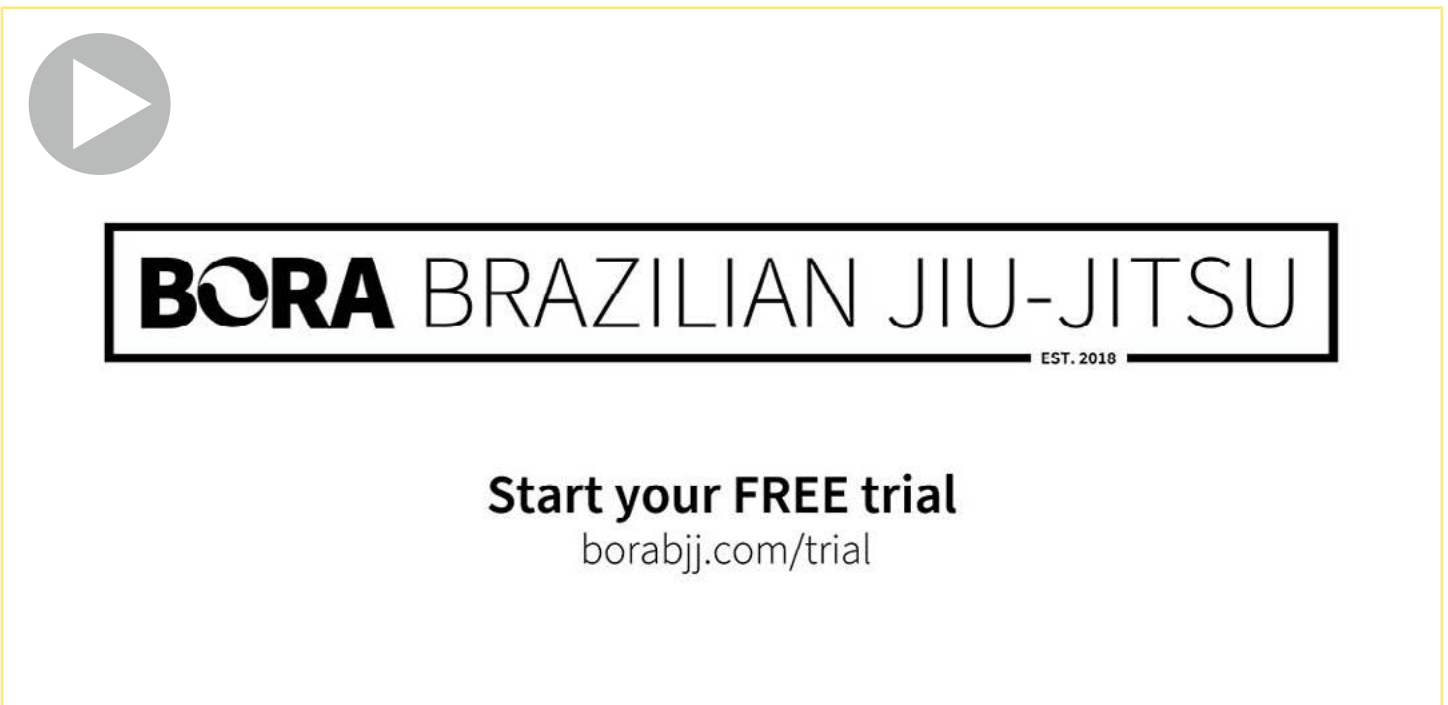
Bora 2D Logo Bookend Animations

Developed during my co-op placement with Bora BJJ, these pieces are intended to be placed at the beginning and ending of Bora BJJ's social media videos. Developed in both Full HD for YouTube and 1080p squares for Instagram.

See an example of the animations in use [here](#):



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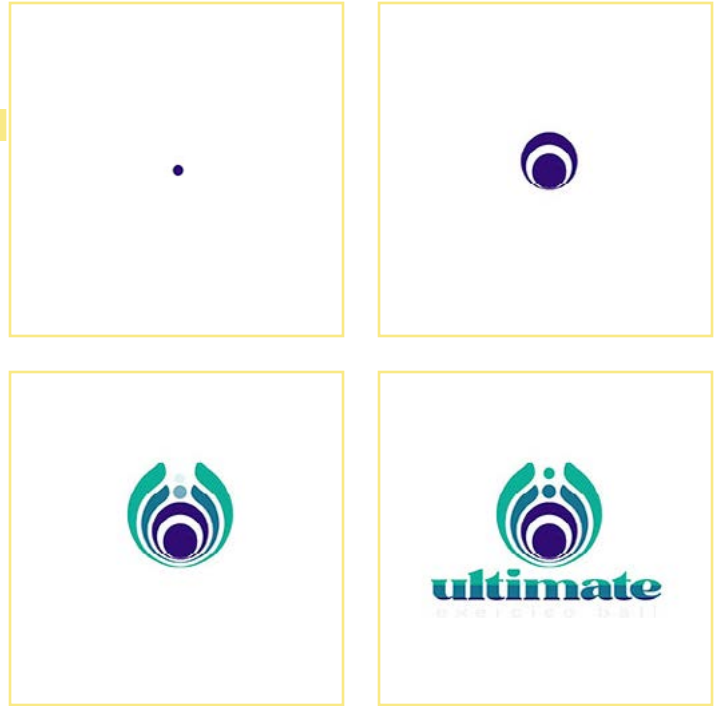
UEB Logo

Logo Reveal Animation

This was created as a part of a brand proposal for a prospective product called the Ultimate Exercise Ball. As a group, we were tasked with meeting with UEB's owner to gather information on their brand ideas and to take that to develop a brand RFP.

I was tasked animating the logo reveal for our pitch presentation.

Created primarily using After Effects with support from Illustrator.



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SHAW Logo

Logo Animation

This is a mixed 2D/3D animation. If you look closely, the extrude on the logo elements is actually a fully rendered 3D object with lighting.

After the rendering of 3D objects, I animated the fuse line and explosion in After Effects using masks and particle effects.

The objective of this project was simply to animate the logo's sparks as if it were exploding.



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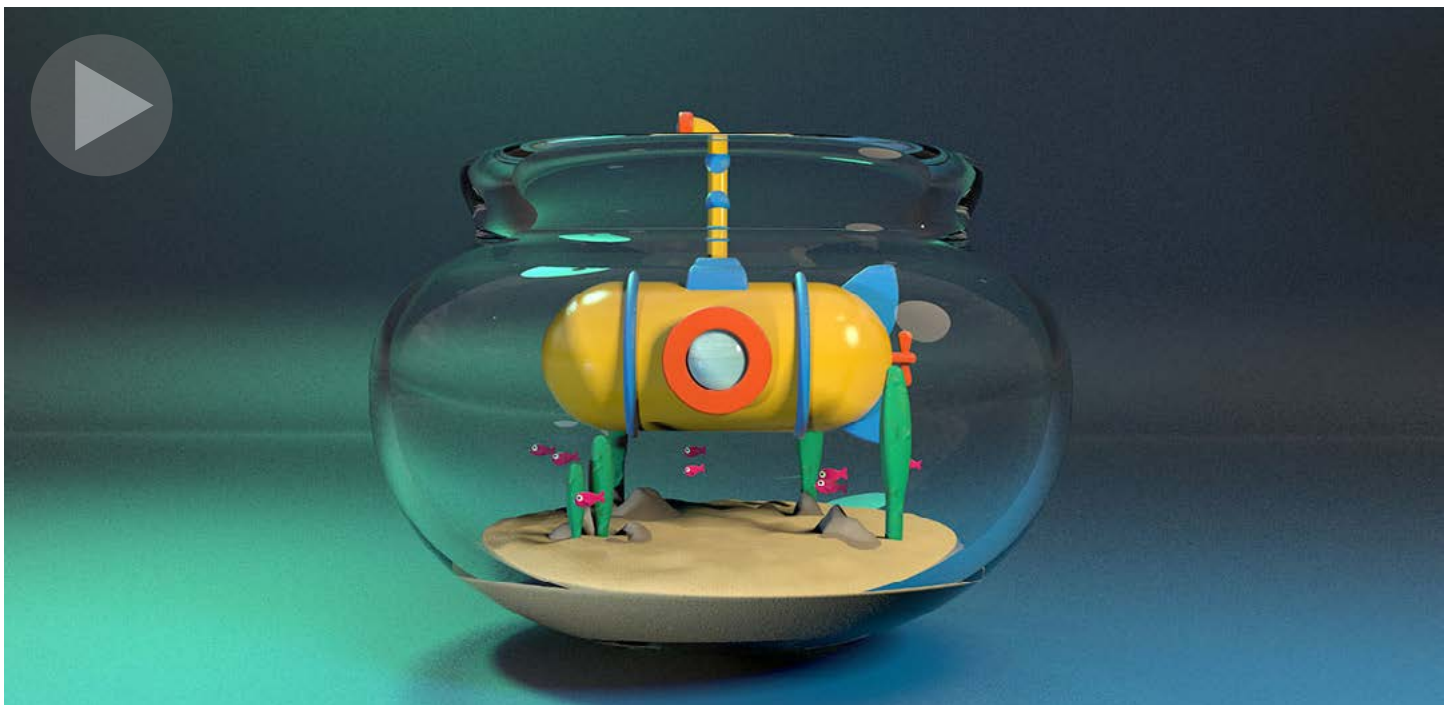
Yellow Submarine

Cinema 4D Learning Exercise

This was a summer project I had undertaken to learn how to use Cinema 4D and was made following along with Maxon's Intro to Cinema 4D series.

I learned how to use the Cinema 4D software to model simple objects, add deformers to objects, apply and edit object materials, 3D scene construction and lighting, animating via key frames, rendering, and compositing using After Effects and Photoshop.

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Foster Design

Personal Branding

This was a project done for my branding and design class. We were tasked with creating ourselves a personal brand for our design services.

I based Foster Design's brand identity around the feelings of calm and confidence. Calm through colour harmony and structure, and confidence through bold hot red text and creative use of the FD logomark.



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Price Training

Logo Redesign

The objective of this logo redesign was to bring more credibility to Price Training's social media content as his previous logo detracted from his quality content.

He wanted a black, white and red logo that said Price Training, had barbell imagery, and displayed his PT monogram prominently.

He liked it enough to hire me to design his business cards and was kind enough to refer me to a friend.



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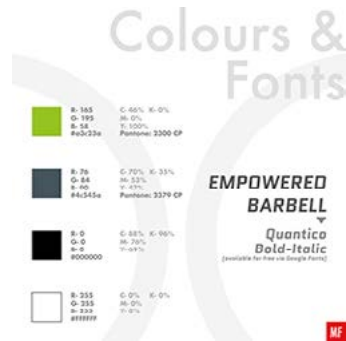
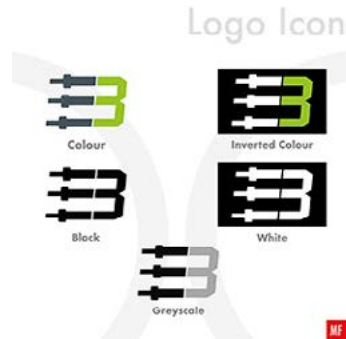
Empowered Barbell

Logo Redesign

And this was the friend I was referred to!

Mike is also a personal trainer and was looking to improve his visual identity on Instagram where he promotes his business.

The objective was to design a logo that was modern, displayed weights or barbells in the imagery, was smart, and athletic.



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Storey Construction

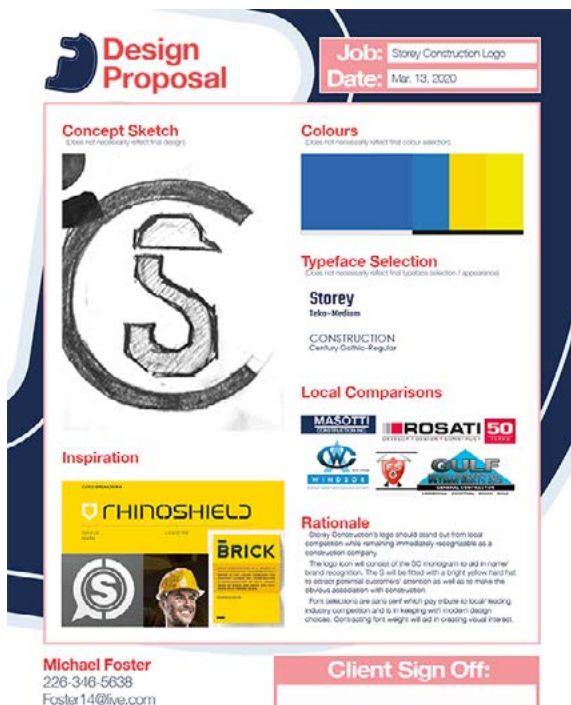
Logo Design

The owner of Storey Construction wanted a logo designed that said Storey Construction, and could be placed on T-shirts, otherwise, he gave me full creative freedom.

He signed off on my creative proposal and liked my initial design, but after showing his friends, decided it was too complex and would prefer it to be all blue and to remove all imagery, leaving only the words Storey Construction.



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Roughing The Drafter

Logo and Branding

Roughing the Drafter was a personal project/ Youtube channel where I made video's about my friends and I's fantasy football league.

It was made for an audience of 12 people, but through this project I was introduced to graphic design, video formatting, recording, live broadcasting software and video asset design.

Click the link below to see the show's opening animation.



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Nathan Dos Santos Seminar

Instagram Promotion

I was provided a few images and vector assets and was asked to develop promotional pieces for use on social media for a Brazilian Jiu-Jitsu seminar put on by Bora BJJ and Nathan Dos Santos.

I found promotional materials used by Bora previously for other seminars and used Photoshop's font finder to match the fonts previously used. I applied black and white filters to match the previous examples as well, though was sure to keep the cutout of Nathan holding his medals in colour to show off that gold!

In total, I made 4 Images for two different advertising dates (1 post and 1 story). The event sold out. More likely due to Nathan than these posts, but both he and Bora were very happy with how they turned out!

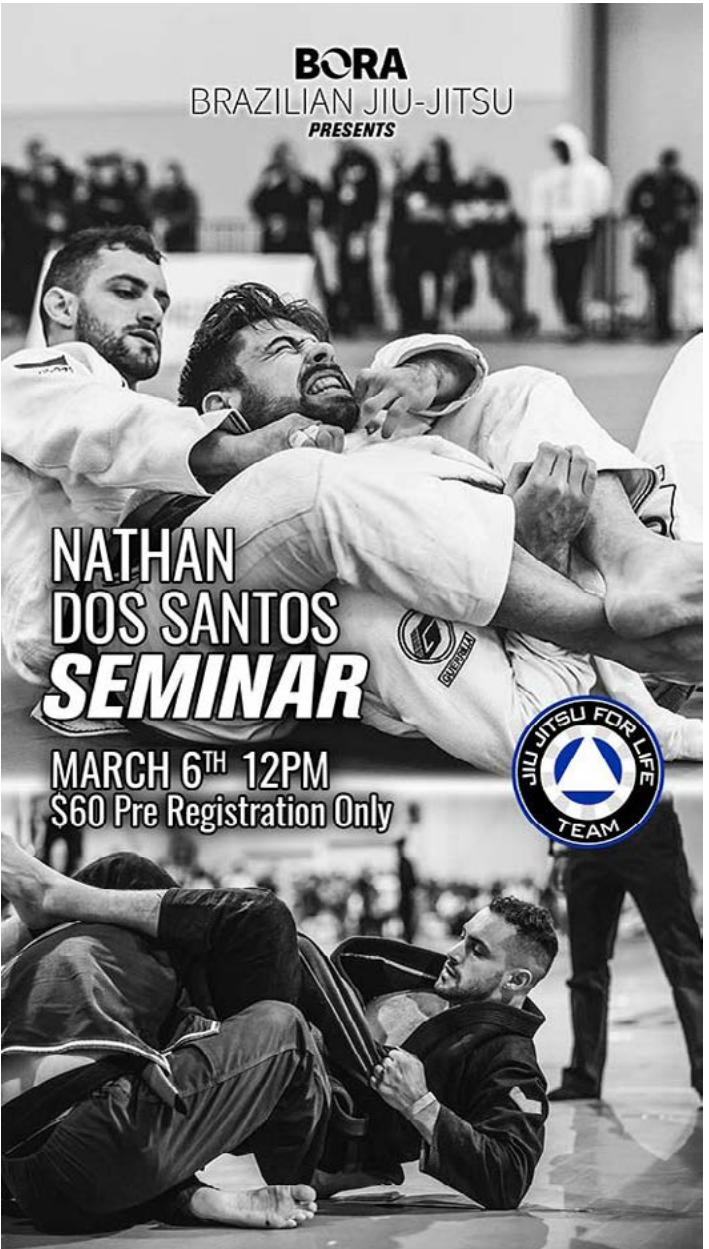
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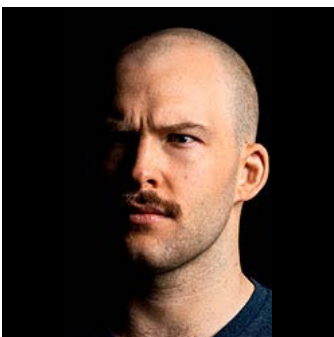
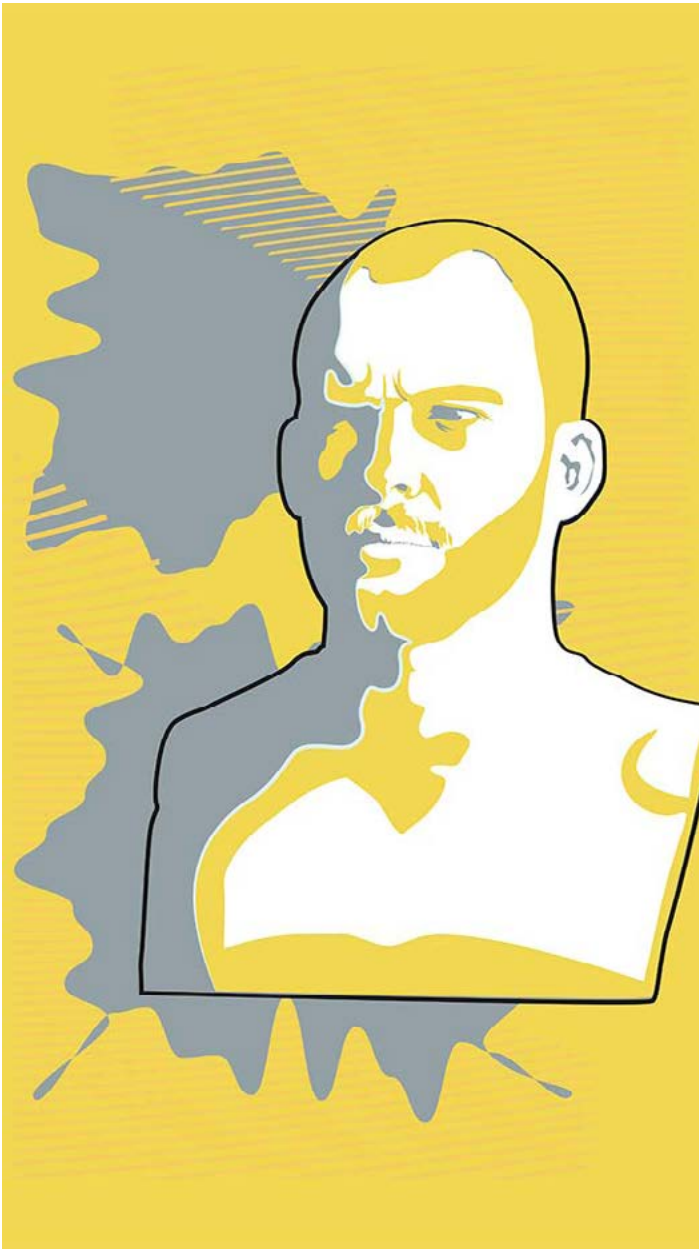
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Me

Vector Self Portrait

This was a project where we were to first photograph ourselves then render a vector version of our self portrait.

Through this project learned that I was capable of developing quality vector illustrations, refined my vector illustration workflow and developed proficiency using a Wacom Tablet.



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Optimy

Sales Slide Deck

This project was to develop sales collateral in the form of a slide deck for Optimy, an online sales/chat software for complex sales.

I tried out for this job by redesigning 1 page of their slide deck and was chosen to redesign the entire deck.

I designed this deck using Illustrator with some support from Photoshop. I am happy with the results, though for a similar project in the future, I feel InDesign would be a better choice.



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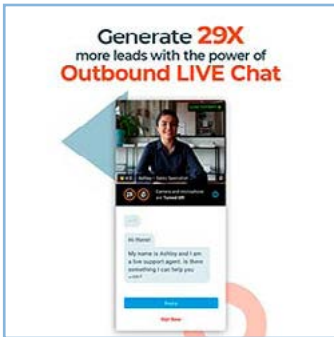
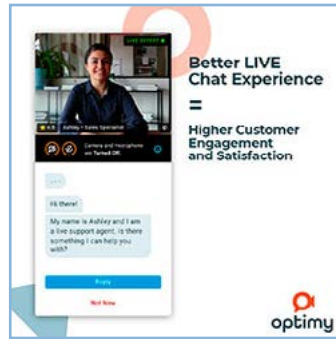
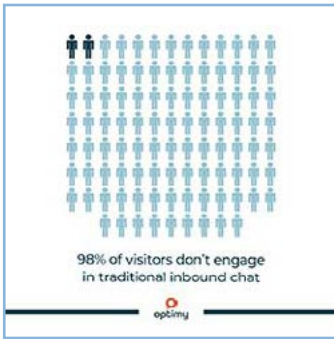


Optimy 2

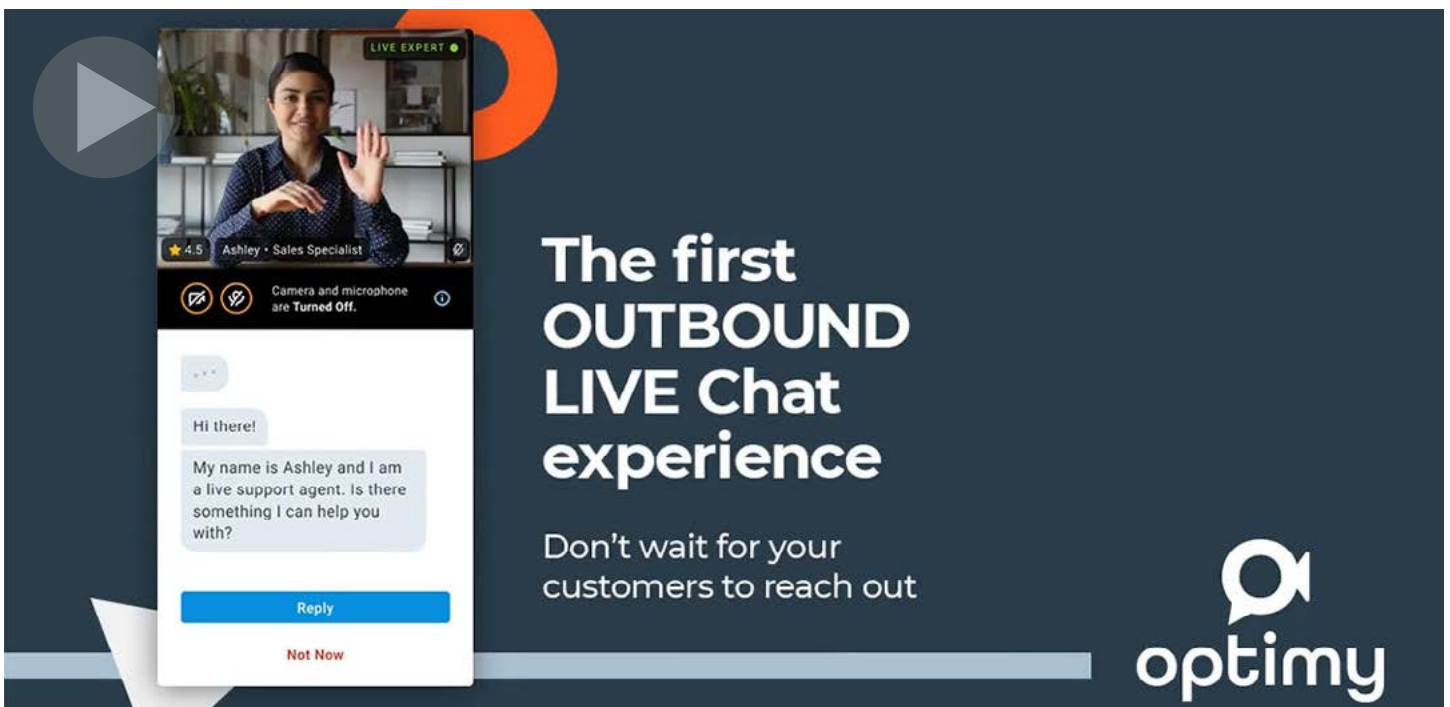
Social Media Advertising

I was contacted again by Optimy and was asked to develop 5 different social media posts (in two different aspect ratios), banners for Facebook, LinkedIn, and Twitter, and two LinkedIn Ads (each with two versions).

Click the link below to see one of the Linked In Ads on Youtube.



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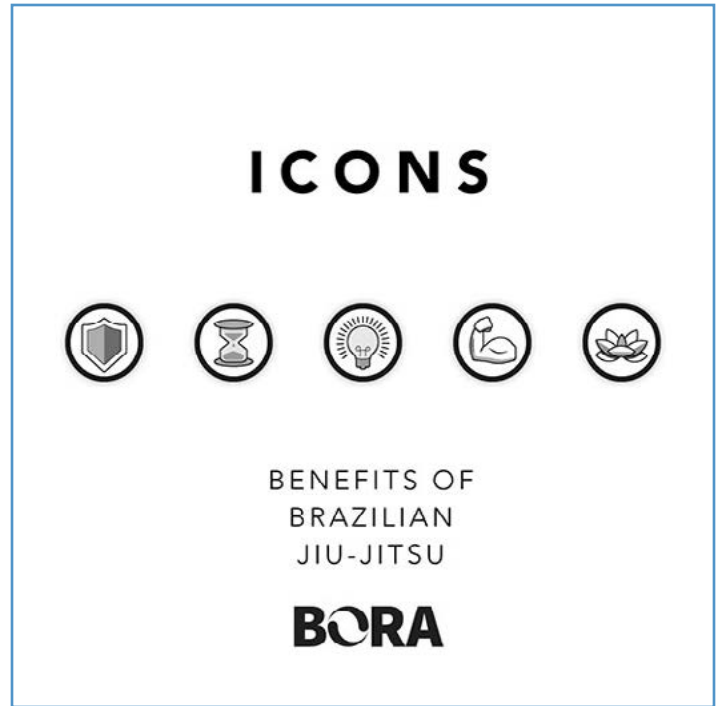
Bora Icons

Benefits of BJJ

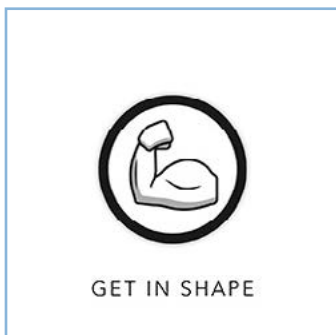
As a part of my co-op with Bora BJJ, I was tasked with developing icons for a portion of their website on the benefits of Brazilian Jiu-Jitsu.

The objective was to develop icons that matched Bora's aesthetic, worked in large and small scale, and did not distract from the text that they were associated with.

I learned that developing icons is very difficult! But that I am capable of doing it.



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