



Liam Mills Creations

More samples of work available upon request.

Press Kit - Print & Digital

Makwa Carpentry & Exteriors

Given the graphic complexity of the request, I opted for a simplified drawing style that related to some of the indigenous-rooted inspiration images that were shared with me during the discovery phase. This simplified drawing style also allowed me to create a logo that was easily identifiable, rather than getting into a complex illustration of a bear.

The silhouette of the walking bear was drawn using straight lines, symbolizing the rigidness and strength of the bear. The house shapes were formed out of the counter shapes between the legs, with the bear acting as both the creator, and guardian of the homes. The chimneys and smoke were added to symbolize the comfort, warmth and peace of mind that Makwa provides their clients. The silhouette of the black bear also acted as a backdrop of the night sky, symbolizing that Makwa's clients can rest/sleep easy with assurance that Makwa has their concerns covered. The 3 stars in the sky are a special nod to the owners' request of incorporating a reference to his wife and daughters being a key inspiration for the business - the guiding stars.

The fonts were chosen for a variety of reasons - including versatility of the various font weights, visual balance with the bear icon, the straight lines and curves that relating to the work Makwa creates, and also conveying a bold and brave, yet comforting and inviting, well balanced feeling.

Full project overview and detailed rationale available on website.



The logo is centered on a light grey background. The background features a faint, repeating pattern of evergreen trees. The bear icon and text are in white. The text "MAKWA" is in a large, bold, serif font, and "CARPENTRY & EXTERIORS" is in a smaller, all-caps, sans-serif font below it.

The logo is centered on a dark grey background. The background features a faint, repeating pattern of evergreen trees. The bear icon and text are in white. The text "MAKWA" is in a large, bold, serif font, and "CARPENTRY & EXTERIORS" is in a smaller, all-caps, sans-serif font below it.



MAKWA

CARPENTRY & EXTERIORS

Name Surname
Job Position

MAKWA
CARPENTRY & EXTERIORS

AB 1234, Street Name 1234,
Country Name, Your City
T +4 123 456 789
E office@website.com

Your Headline Goes Here

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur?

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Mr. Name
Surname

M. Makwa

AB 1234, Street Name 1234,
Country Name, Your City

office@website.com
+4 123 456 789





Logo Design

Personal Project

This is a self-published branding/design exercise. I wanted to push my limits of critical thinking under pressure by challenging myself to create the following in under 8 hours. During this project I was a self-critique, but also to create a brand with no client or stakeholders other than myself, who would act as creative director, designer, and client. I wanted to push myself as a designer to create a minimal yet effective and recognizable brand that used a typographic logo with an altered letter to visually symbolize the word. I wanted the creative to be bold, powerful, memorable, and versatile, yet also embody the essence of the imaginary company I created through use of imagery and colour selection.

The added element of late night work was inspired by #18 of Bruce Mau's IMFG - "STAY UP LATE. Strange things happen when you've gone too far, been up too long, worked too hard, and you're separated from the rest of the world."

Full project overview and detailed rationale available on website.

This has no association with the public brand Peak Performance.



PEAK
PERFORMANCE





PEAK
PERFORMANCE

Mountain Material



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PERFORMANCE

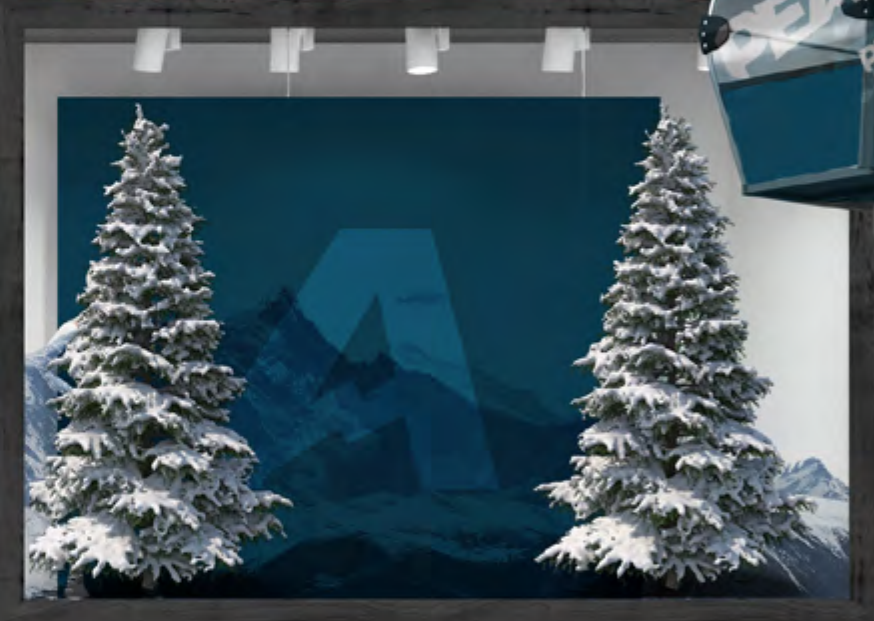


A

LOST



PEAK
PERFORMANCE



Package and Booth Design

Badlands Brewery - Hoots Nocturnal IPA

I was approached by a friend who was creating their own brewery - Badlands Brewery. I was asked to design the look and feel for the cans for their first beer, Hoots Nocturnal IPA, as well as a small event display. Here's the end result.

Full project overview and detailed rationale available upon request.



Press Kit - Print & Digital

DJ Charlie B

I was approached by DJ Charlie B's manager to design a Press Kit for Charlie. This 10-page press kit included a biography, a list of countries he has performed in, a timeline of features and accomplishments, a gallery, and a contact page.



Logo and Apparel Design

BigFish Wear

BigFish Wear was a personal project to push my limits on logo exploration. I challenged myself to step outside my traditional approach to logos and to create something different and exciting. This concept was inspired by a fishing trip with some friends.

Full project overview and detailed rationale available upon request.



Illustration & Can Design

Personal Project

Funny enough, the inspiration for this project came on a summer day while relaxing outside on a front porch - watching the bees, dragonflies and other insects buzzing around a nearby flower bed. I decided I wanted to draw something that played off the intricacy of the insects as well as the colours of the flowers they were currently calling home.

I started to sketch.

Then it hit me - these would actually make for some neat summer inspired beer can designs. Up the ante - time to make it a product mock-up.

Here's some photos of the creative journey.

Full project overview and detailed rationale available upon request.



3D Modeling + Animation

Personal Project

I wanted to learn more about 3D modeling so I downloaded the software Blender. After following along with a few YouTube tutorials to recreate specific scenes, I decided to create something on my own - this was one of my first solo projects. I also added animation that looped the LMC Icons spinning.



Full project overview and detailed rationale available upon request.



Album Cover & Art Direction

Dennis Clark

To keep a very long and deep story short - I was approached by a local musician to create the cover art for his EP titled 'PainKiller'.

In the album, Dennis openly writes about his personal battles with pain killers, the challenges with overcoming his addiction to them, and the thoughts of self-harm/suicide. I wanted to create an extremely impactful graphic that conveyed the complex subject matter.

After some very deep talks about this album and it's inspiration, I settled on an artistic approach that explored the multifaceted relationship between a revolver and pain killers.

Here is my preliminary sketch & the final artwork.



Full project overview and detailed rationale available upon request.

P A I N K I L L E R



D E N N I S C L A R K

PARENTAL
ADVISORY
EXPLICIT CONTENT

Illustration and Apparel

Personal Project

A personal project inspired by the relationship between pain, growth and balance - and the concept of growing from the perceived pain of failure rather than the delights of winning.

The eye in the center represents the exposed human experience.

The drips represent initial sadness associated with failure, but at the same time the water that fuels the growth of the flourishing plant.

The leaves represent quite literally the turning of a new leaf and positive growth.

Full project overview and detailed rationale available upon request.

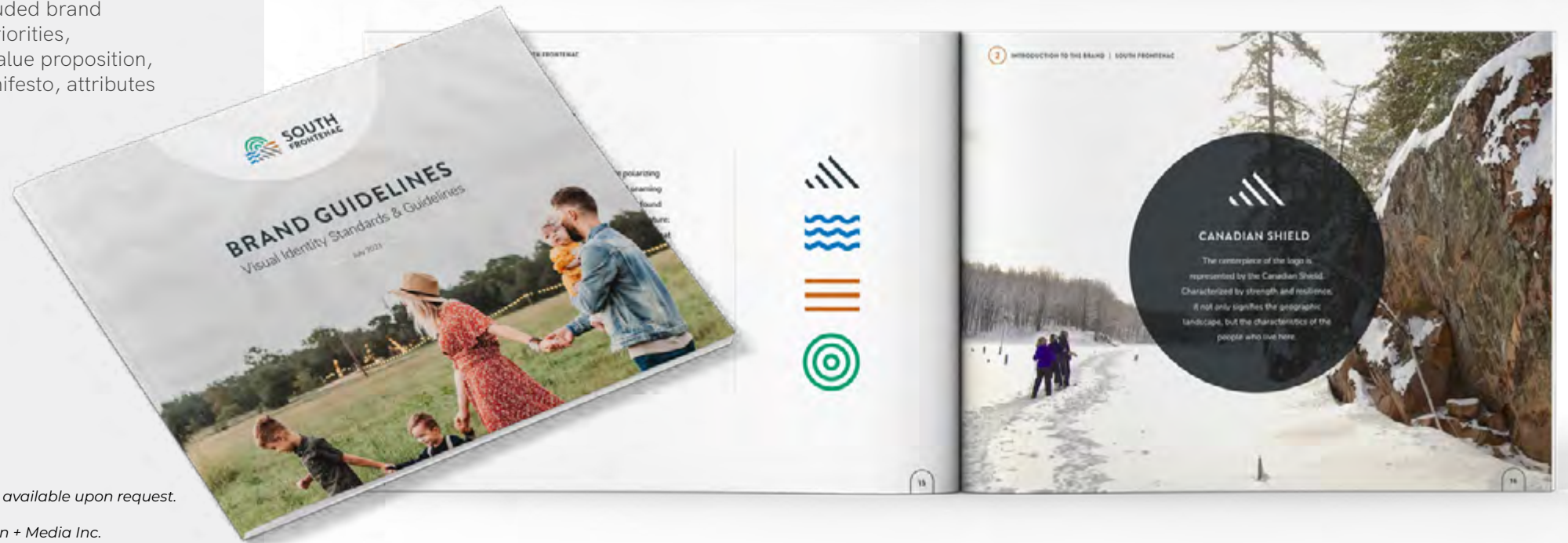
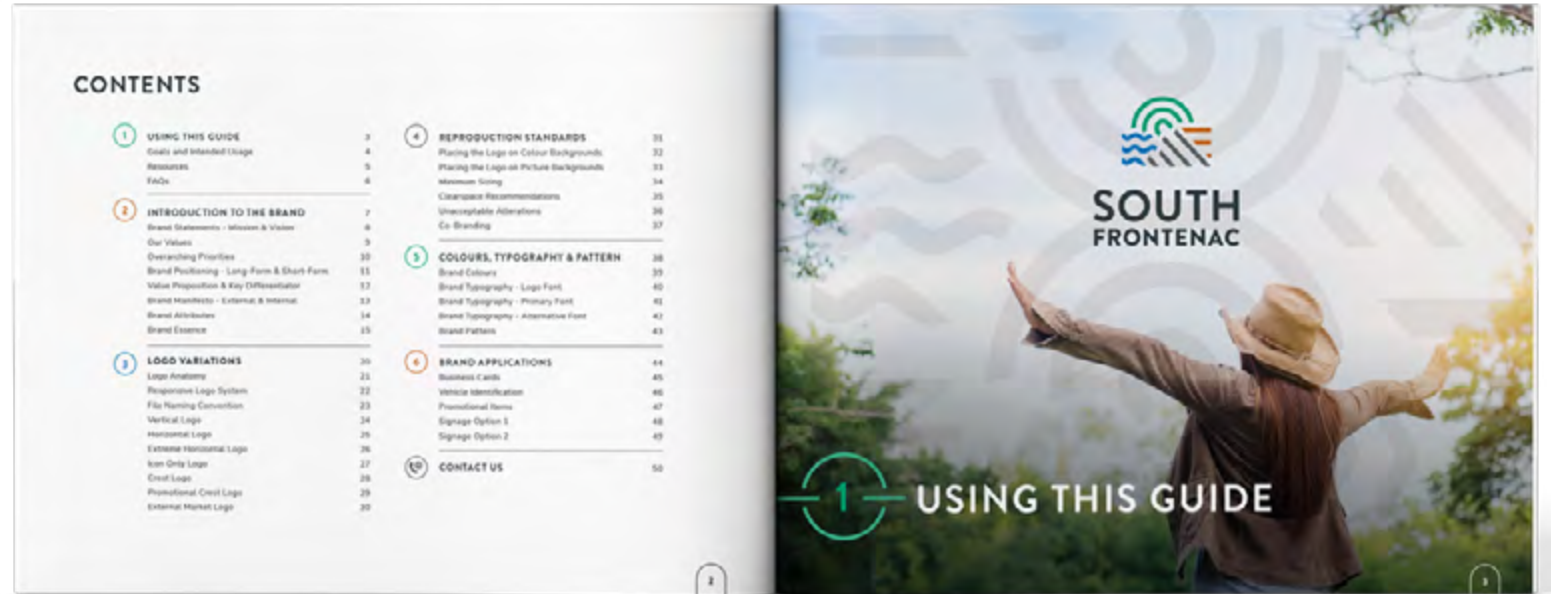


Brand Guidelines

Township of South Frontenac

This 50 page brand guideline included sections for the brand introduction, logo variations, reproduction standards, colour and type standards, pattern guidelines, and brand applications.

The introduction to the brand included brand statements, values, overarching priorities, short and long form positioning, value proposition, key differentiators, and brand manifesto, attributes and essence.



Full project overview and detailed rationale available upon request.

Made while under contract with Idea Design + Media Inc.

Full brand guideline available upon request.

Website Design

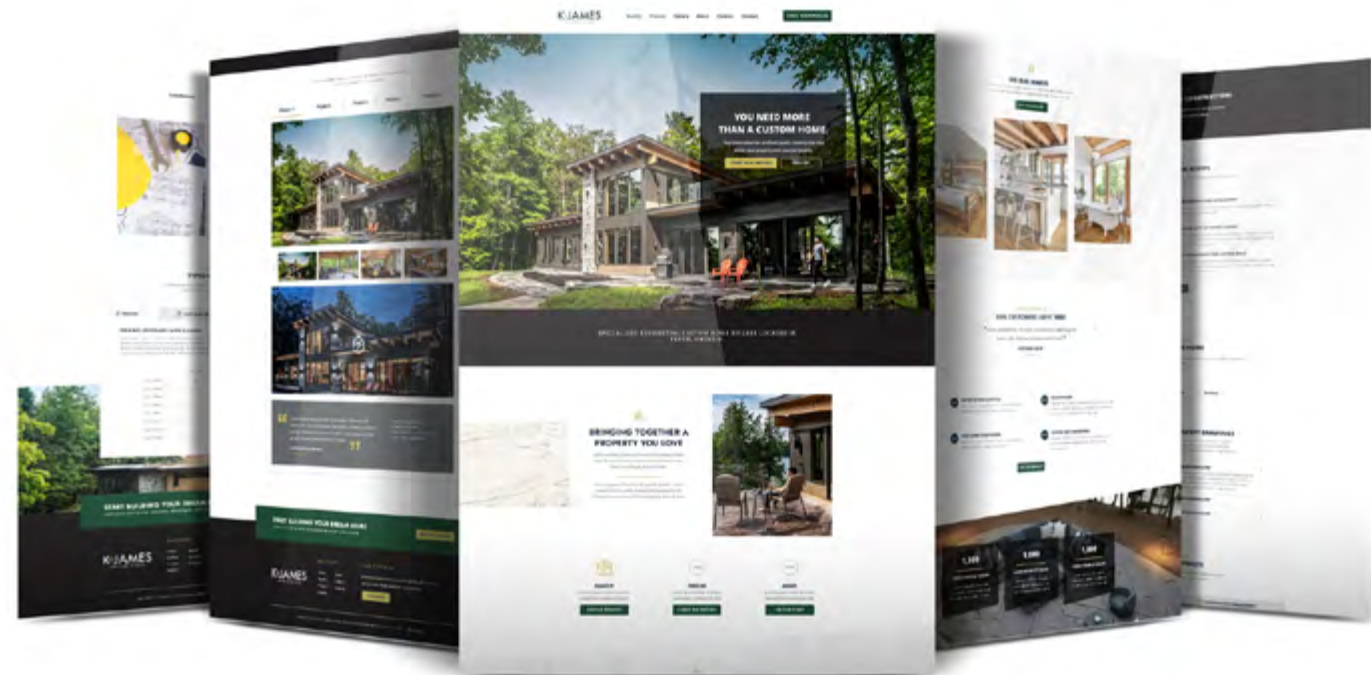
View here: kjamesconstruction.ca

I was tasked with creating design for K James Construction's new website to match their new logo and brand.

The look and feel of the K James website was based around the rich styling of their custom homes. This included textures, colours and shapes. Their existing website was very text heavy.



Original Website



Revised Design

Full project overview and detailed rationale available upon request.

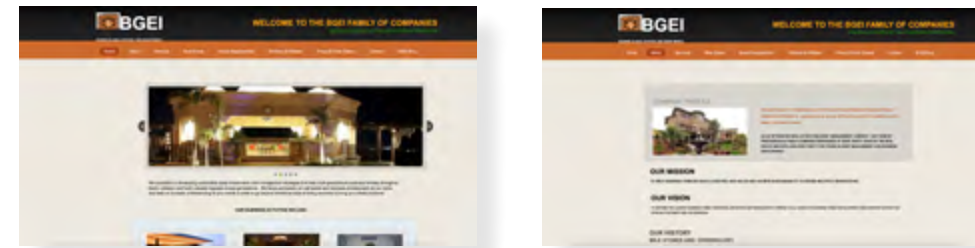
Made while under contract with Idea Design + Media Inc.

Website Design

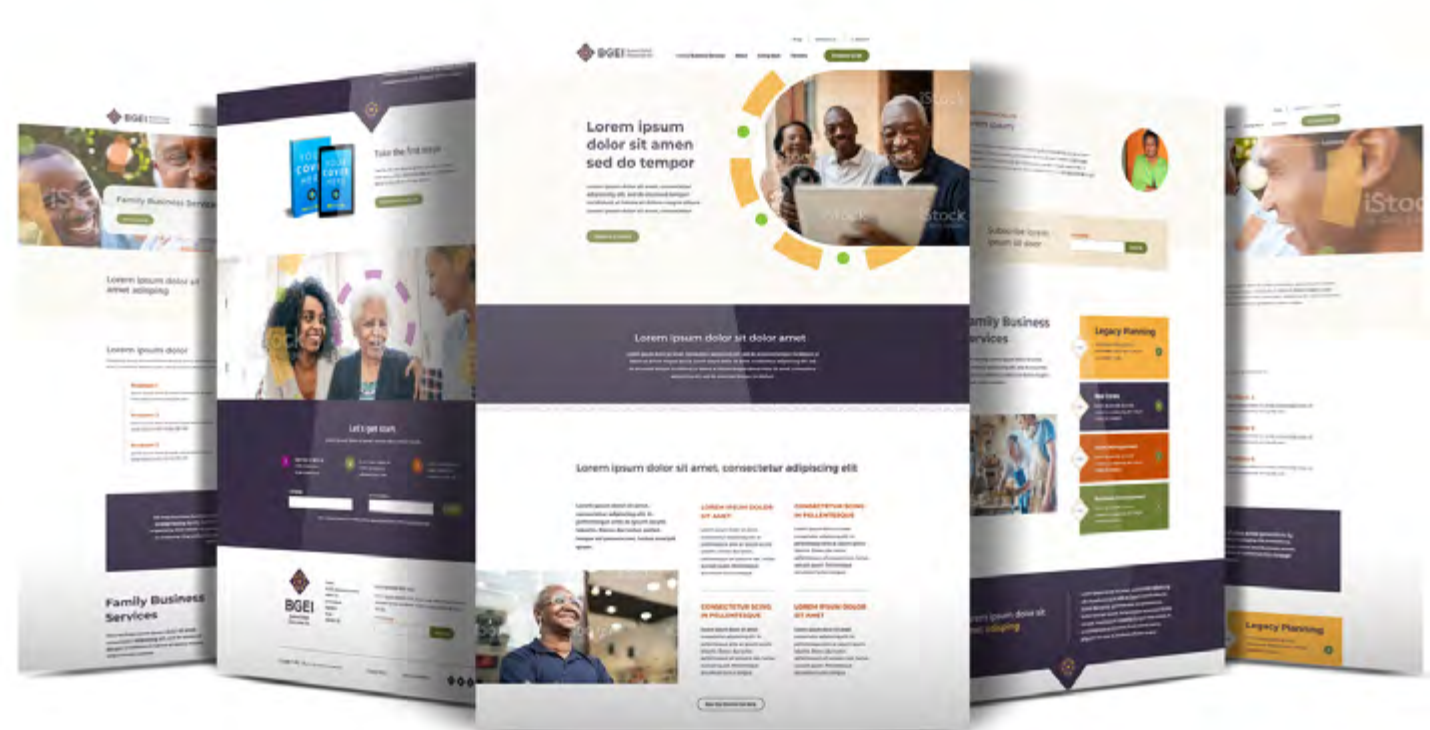
View here: [BGEI.ca](https://www.bgei.ca)

As a Family-focused enterprise, BGEI helps business families build legacies of value across generations by strengthening family harmony, proactively managing life Transitions, organizing their estate in particular their Real Estate and Business assets, in a manner that enhances valued growth and sustainability through multiple generations.

I was tasked with creating the new website for BGEI to match their new logo and brand. This website consisted of 22 pages,



Original Website



Revised Design

Full project overview and detailed rationale available upon request.

Made while under contract with Idea Design + Media Inc.

Website UX and Design

County of Bruce | Special Needs Intake

I was tasked to redesign the user experience and user interface for their management system. This project required mind-mapping and wire-framing out the existing website and all functionalities.

The Special Needs Resource Program supports the inclusion of children with special needs in Bruce County licensed child care setting, EarlyON programs, and authorized camps, children's recreation and skill building programs.

This portal allowed managers and caseworkers to easily monitor all cases, reports and more.



Full project overview and detailed rationale available upon request.

Made while under contract with Idea Design + Media Inc.

Logo Design and Visual Identity Guidelines

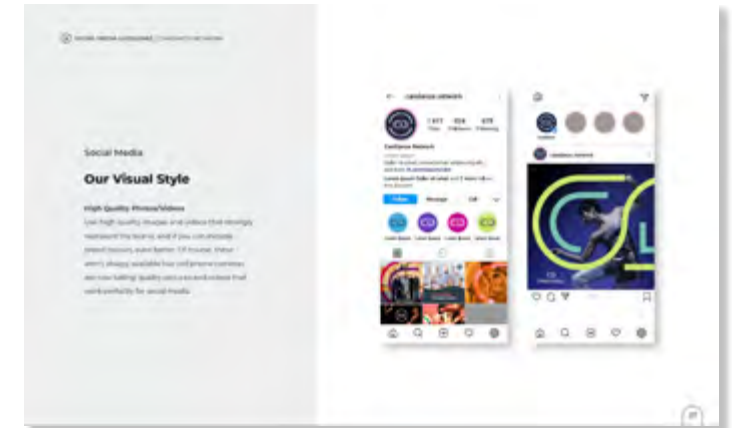
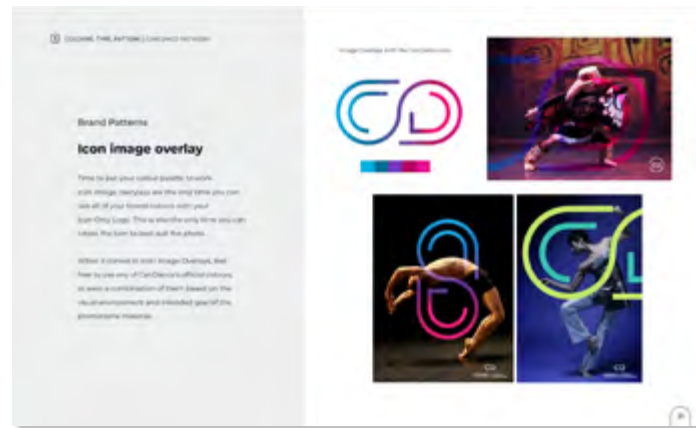
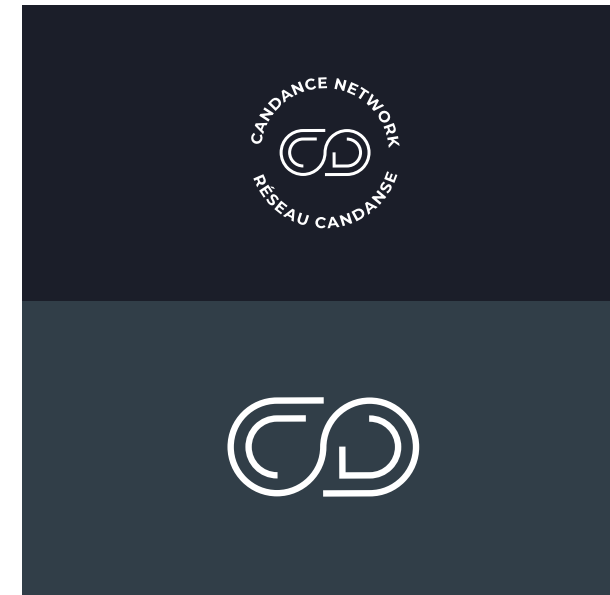
CanDance Network - View guide [here](#).

The essence of the CanDance logo is that of the ever growing connector. Designed to represent connection, embrace, movement, evolution, inclusivity, stability and balance. CanDance's logo resembles both a stylized infinity symbol, and a connecting link in a chain, to convey CanDance's position of connecting many groups together.

The outer lines convey embrace and support, providing nurture and safety for the inner letters of C and D. The stylized infinity symbol conveys the eternal evolution and growth, with both ends of the symbol being left open to convey an inclusive icon that is not cut off from the collaboration of outside forces and energies.

The brand guideline included sections for the brand mission/values (developed by CanDance), logo essence, logo variations, colour and typography standards, reproduction standards and generic social media guidelines.

Full project overview and detailed rationale available upon request.



Logo Design

Kingston School of Dance

Kingston School of Dance approached me to create a new and improved logo to be launched at their 50th anniversary.

They wanted the logo to be clean, abstract, and to visually represent movement and dance. They also wanted it to pay visual homage to their original logo. I incorporated elements of their original logo into the design, using abstract shapes that resembled a dancer moving.

I was able to create a hidden nod to an acronym of Kingston School of Dance (KSD) which gets used very often in conversation about the school.

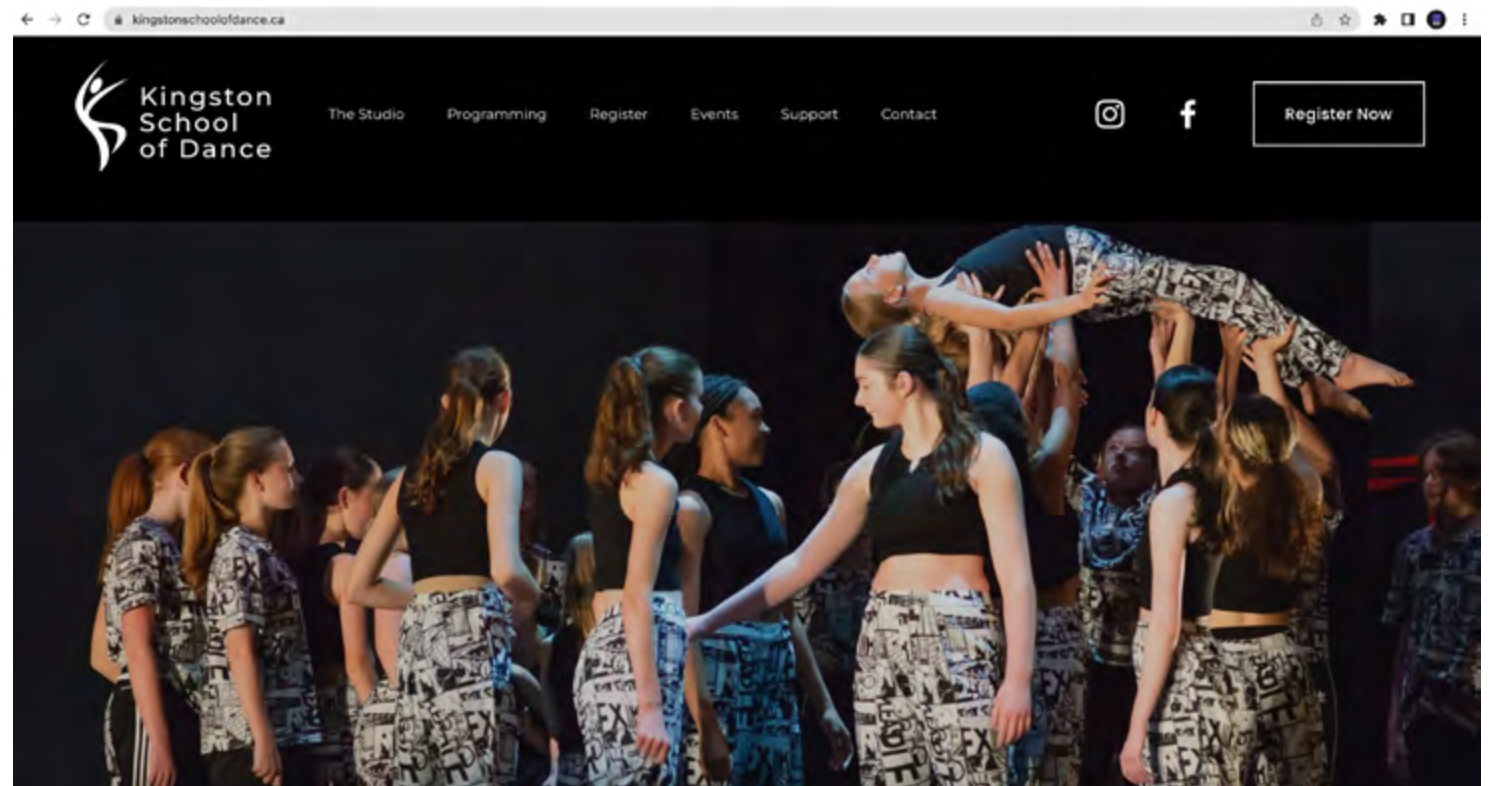
I was informed that the logo hit all the marks that KSD was hoping for with the logo re-design. The logo was received extremely well by KSD's Board of Directors, staff, students, external stakeholders, and members of the community, with comments around how everyone absolutely loves the new logo, look and feel.

Full project overview and detailed rationale available upon request.



Original Logo

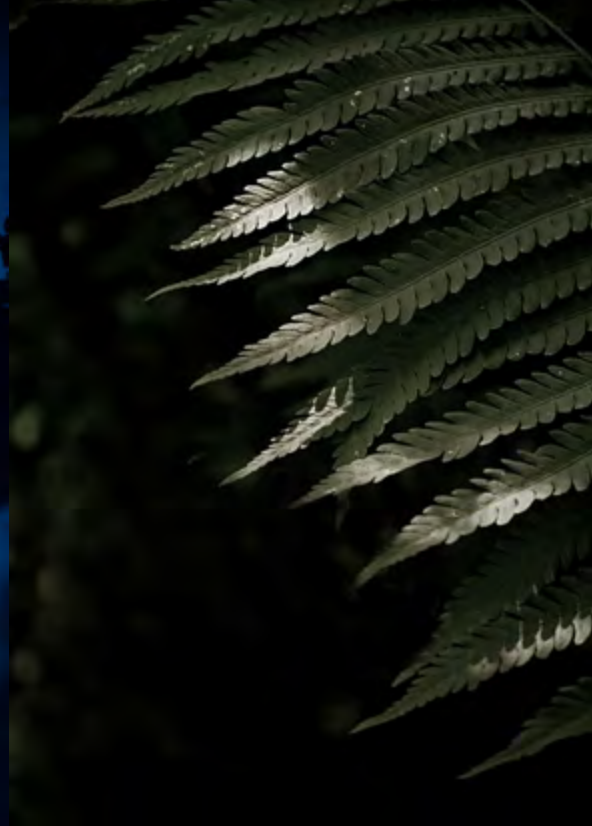
Revised Logos



Here is the logo in use on their new website (Website was not designed by me)

Photography | Nature

Personal photography



Photography | People

Various Clients

Some images are labeled with Entity Design watermarks/logos. Entity Design is my old freelance company, and some of these photos are from projects I took on under that name.

I was in responsible for the creative direction, photography and edits for all of these photos.



Photo Manipulation

Personal Work

The images on the left are the original photos I took with my camera, and the images on the right are the Photoshop edits I made with them.



My Paintings

Personal Passion

I've chosen to add in some of my personal artwork as an element of my portfolio to help provide insight into my love for creativity outside of graphic design.





Thank you for your time

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Instagram: [@liammillscreations](https://www.instagram.com/liammillscreations)

Website: liammillscreations.com