



Portfolio



INTRODUCTION PAGE



Hello! I'm Aldejon Napalla Labastida.

I am a student studying Graphic Design at Saskatoon Business College. Throughout my diploma I have worked on a range of briefs including branding, magazine article, book cover, music album cover, movie poster, Instagram ad, and etc.

By working on different types of project this has helped me gain knowledge and helped me understand what is going on into a design.

I have gained basic computer knowledge ever since I was young, I took keyboarding classes when I was in elementary. In which it helped me in my classes during my time in the college.

During my studies in Saskatoon Business College, I have learned to become a more coachable person than I ever was because it opened up a lot of opportunities for myself.

I am a gamer and sports fan as well. I love to compete and is fond of the camaraderie that goes with it.

ABOUT ME



Since I was a child, I have been very fascinated by how a certain figure can mean something. How a picture can portray someone's story. I was born in the Philippines but is raised in Canada. I came from a very small city in which cellular data is hard to come by. I read lots of manga/manhwa during my free time for me to refresh myself.

I studied Graphic Design at Saskatoon Business College, and I have been enjoying my journey as it progress. I do part time working as an equipment operator.

Why graphic design? I studied visual arts when I was young and the joy of putting something unique in paper sparked my interest into graphic design. It is a very fulfilling job as to you can present something you imagined in your brain to someone else's. The joyful feeling of making a client satisfied is incomparable.

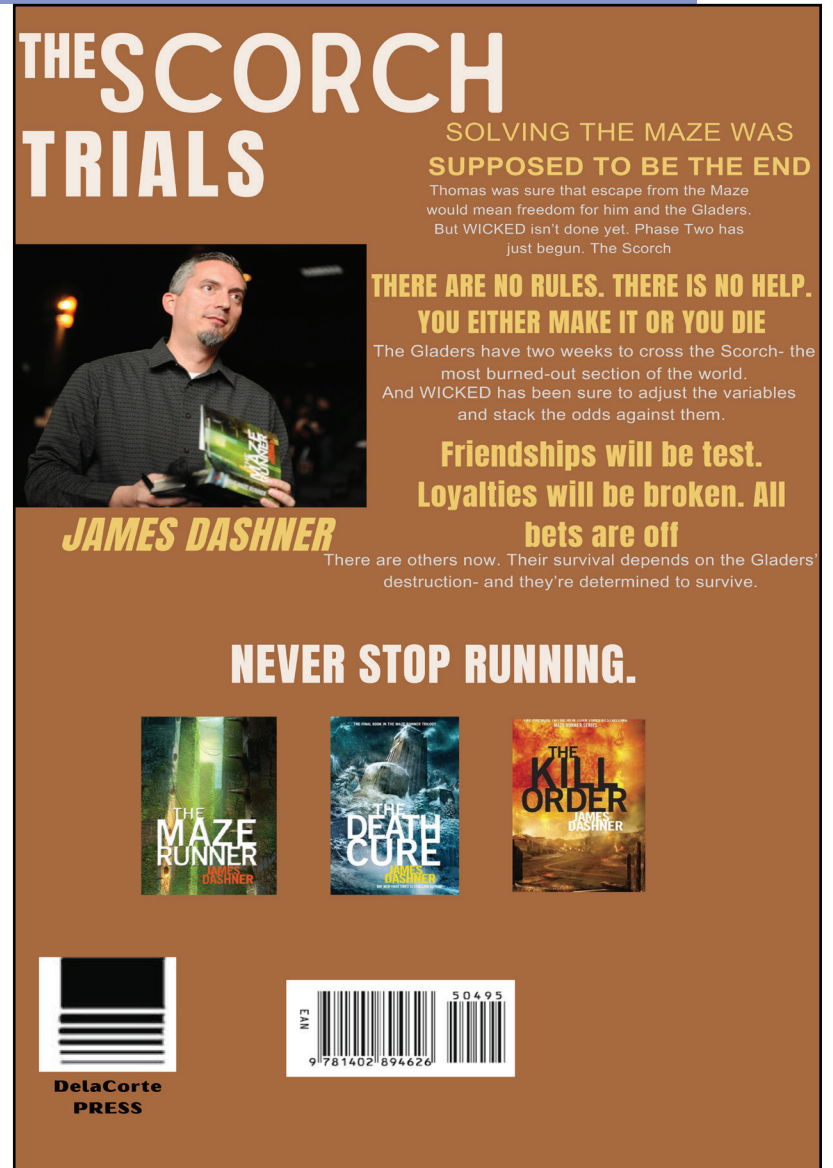
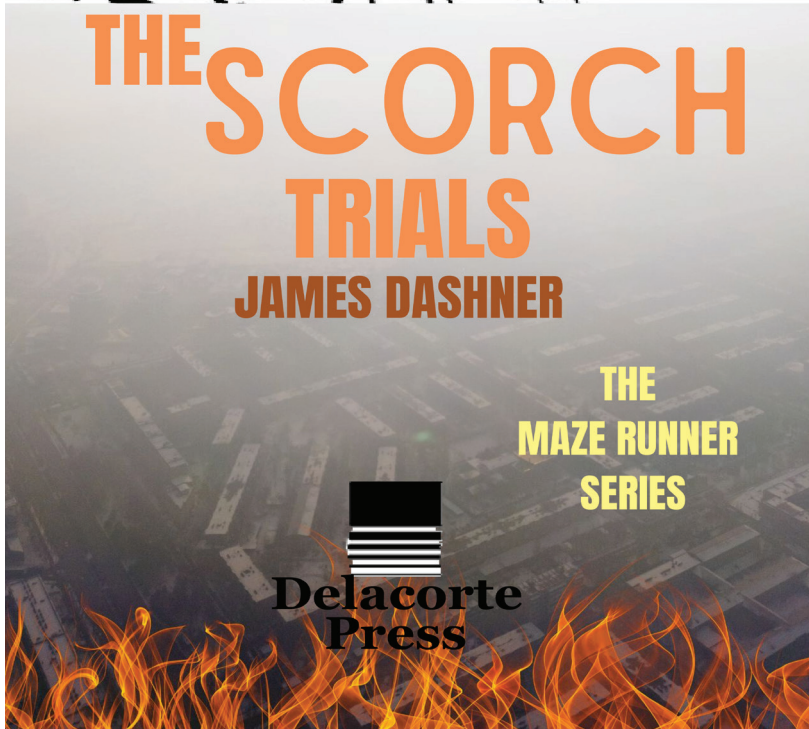
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The main objective of the book cover design was to showcase basic editing skills using software such as Canva.

BOOK COVER



THE SCORCH TRIALS

SOLVING THE MAZE WAS SUPPOSED TO BE THE END

Thomas was sure that escape from the Maze would mean freedom for him and the Gladers. But WICKED isn't done yet. Phase Two has just begun. The Scorch

THERE ARE NO RULES. THERE IS NO HELP. YOU EITHER MAKE IT OR YOU DIE

The Gladers have two weeks to cross the Scorch- the most burned-out section of the world. And WICKED has been sure to adjust the variables and stack the odds against them.

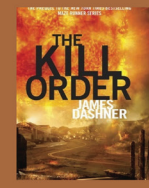
Friendships will be test. Loyalties will be broken. All bets are off

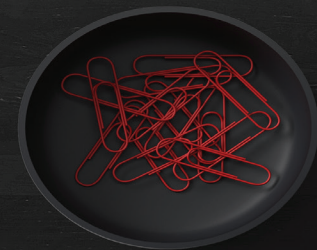
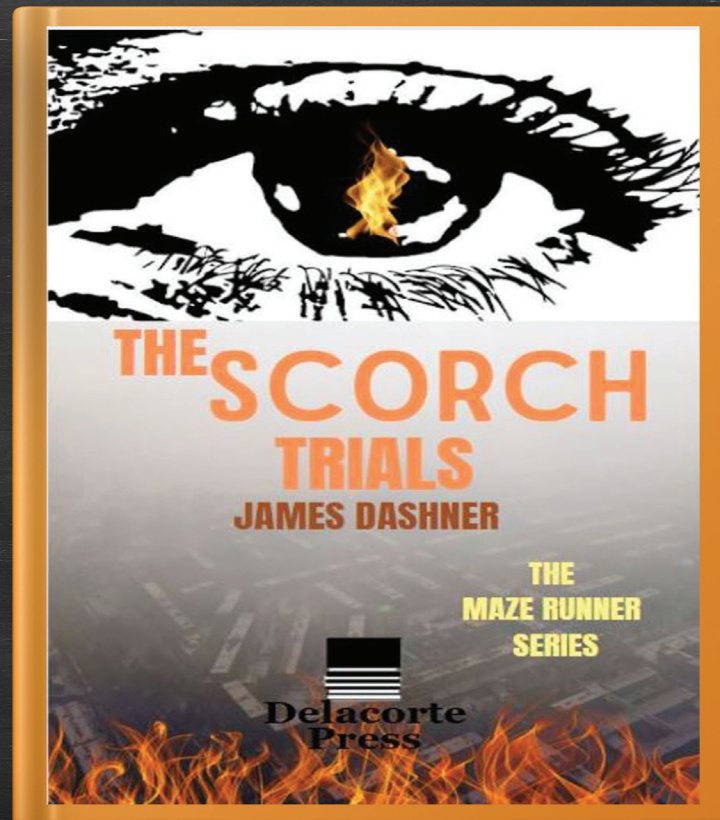
There are others now. Their survival depends on the Gladers' destruction- and they're determined to survive.



JAMES DASHNER

NEVER STOP RUNNING.





The main objective of the Instagram Ad was to promote Anthony Edwards of the Minnesota Timberwolves as an MVP candidate for the NBA.

INSTAGRAM AD

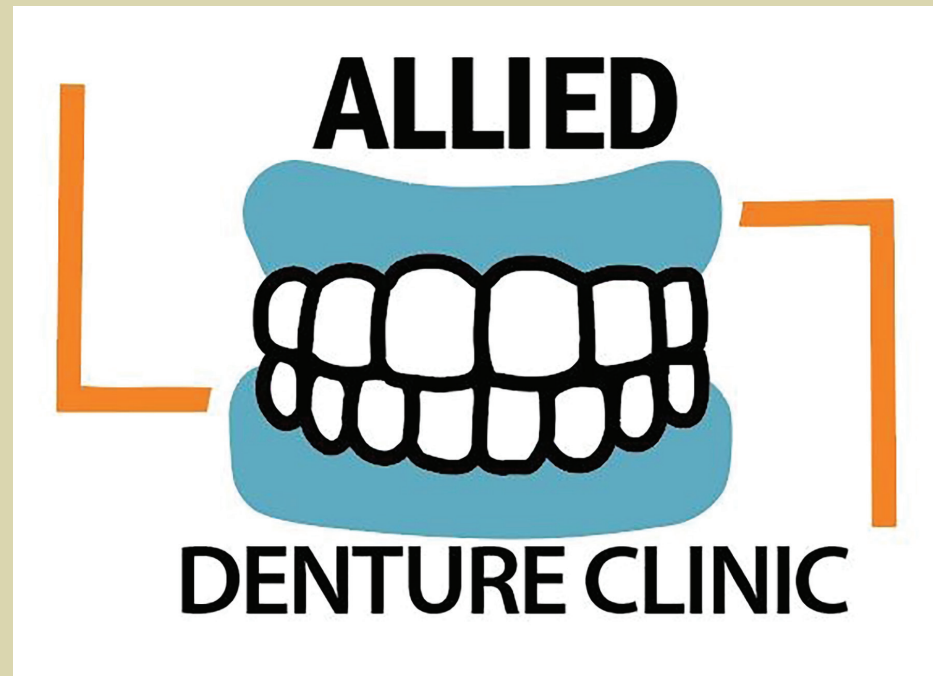
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The main objective of the design was to demonstrate a well balanced teeth that was helped by one of their services.

VISUAL IDENTITY

5



The main objective of the design was to raise awareness of health issues surrounding the society.

BILLBOARD DESIGN

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The main objective was to showcase typographic design that would improve the outcome for the article.

I chose to put a shiny orange yellowish kind of color to reflect gold as to being rich.

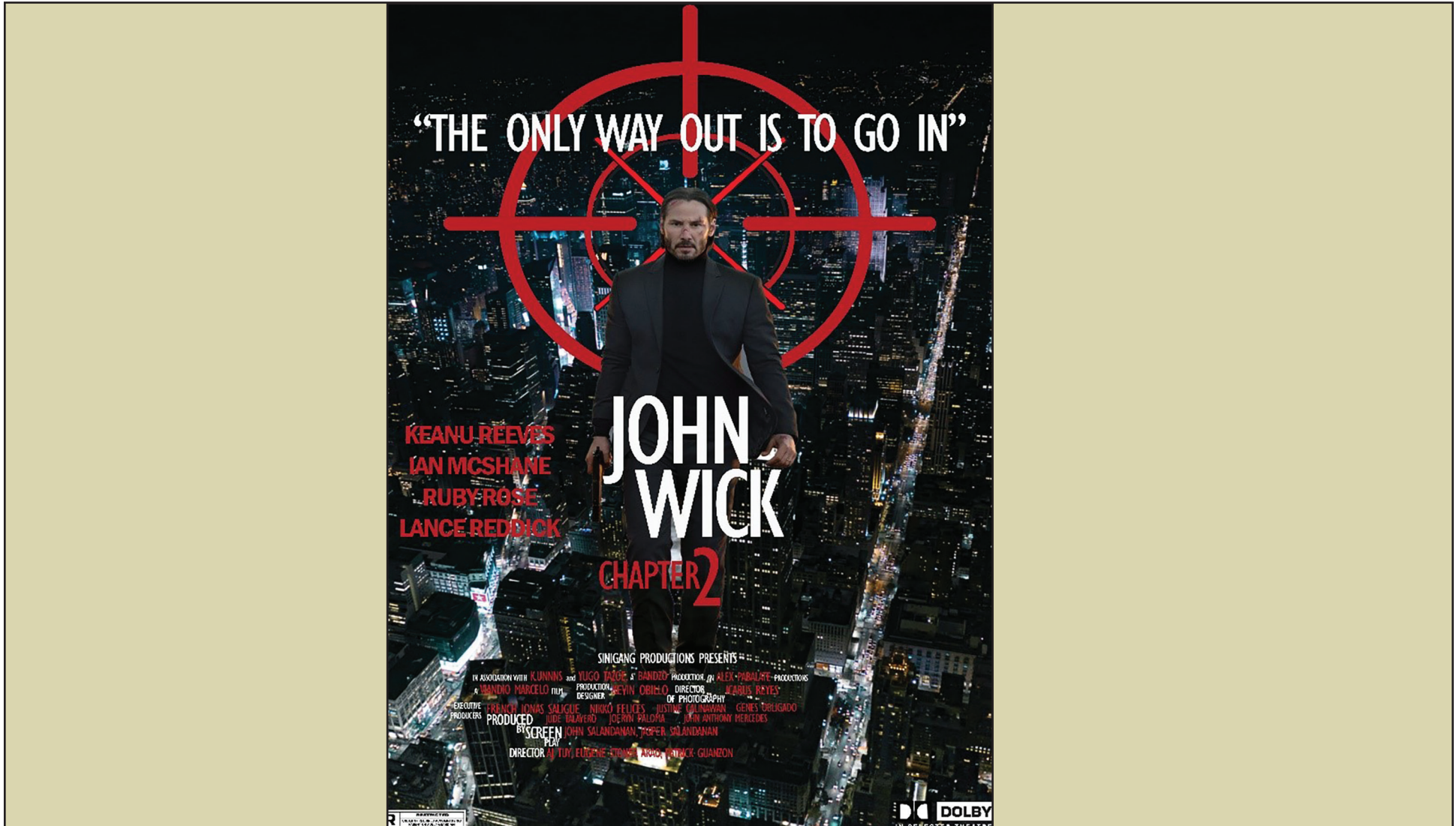
ARTICLE TITLE

7

HOMEOWNERS Refuse
to Accept the
Awkward Truth:
They're Rich

The main objective of the movie design was to promote the upcoming John Wick movie that features Keanu Reeves as its protagonist.

MOVIE POSTERS



The main objective of the article was to promote and honor LeBron James as one of the best basketball players of all time. The article is a 2-set column and 2 pages.

MAGAZINE ARTICLE

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SLAM

The First-Ever LeBron James Museum in Akron Gives Fans an Immersive Look at the Life of the King

For the King.

The LeBron James Family Foundation (LJFF) has announced that they will be opening the world's first and only official museum dedicated to the journey and milestones of LeBron James. The LeBron James Home Court, located at House Three Thirty in Akron, Ohio, will open on November 25, 2023.

The immersive multimedia experience will take visitors through LeBron's life, from his Spring Hill Apartment #602 curated by LeBron's mother, Gloria James, to his "Fab Five" years at St. Vincent – St. Mary' and ten throughout his legendary career so far in the League, from the '03 NBA Draft to his championship runs in Cleveland, Miami and Los Angeles, plus his gold-medal winning Olympic years.



"My dream was always to put Akron on the map, so to have a place in my hometown that allows me to share my journey with my fans from all over the world means a lot to me," LeBron James said via an official press release. "I've been known to hang on to a lot of things over the years, and I always knew there would be a time and place to bring them out. I'm so proud that place is House Three Thirty, a space my Foundation created to serve my I Promise families and the entire community." The exhibit will give fans a walk-in-the-footsteps view of James' life through items from his personal collection, including the iconic all-white '03 NBA Draft suit, the infamous 3-1 drum set, his high school McDonald's All-American jersey and the original TV from his Spring Hill apartment. There's also a recreation of St. Vincent – St. Mary's LeBron James Arena which includes the original rim and backboard LeBron played on his time at St.V

It also feature a collection of fan art he's received over the years, the original shoes he's played his biggest moments in, James family photos in his replica office, and notes from his journey along the way. There's also moments that touch on his business and philanthropy, plus a self-guided tour that tells the story of the LeBron James Family Foundation's evolution from a bikeathon to a world-renowned model for community building.

Reservations for LeBron James' Home Court are available now for presale [here](#), with the first public tours beginning on November 25. General admission tickets are \$23.

To celebrate opening weekend, the original paintings of Dirk Rozich's LeBron art that is featured inside the Home Court entryway will be available for sale inside House Three Thirty's Retail Shop as well as reproductions.

All proceeds from tickets sales go back into House Three Thirty's innovative job training program that provides I Promise students, parents, educators and family members with new skills and employment opportunities.

For more information on House Three Thirty and all of its year-round offerings, please visit housthreethirty.com.

References: [Here's Everything You Need to Know About the LeBron James Museum | SLAM \(slamonline.com\)](#)

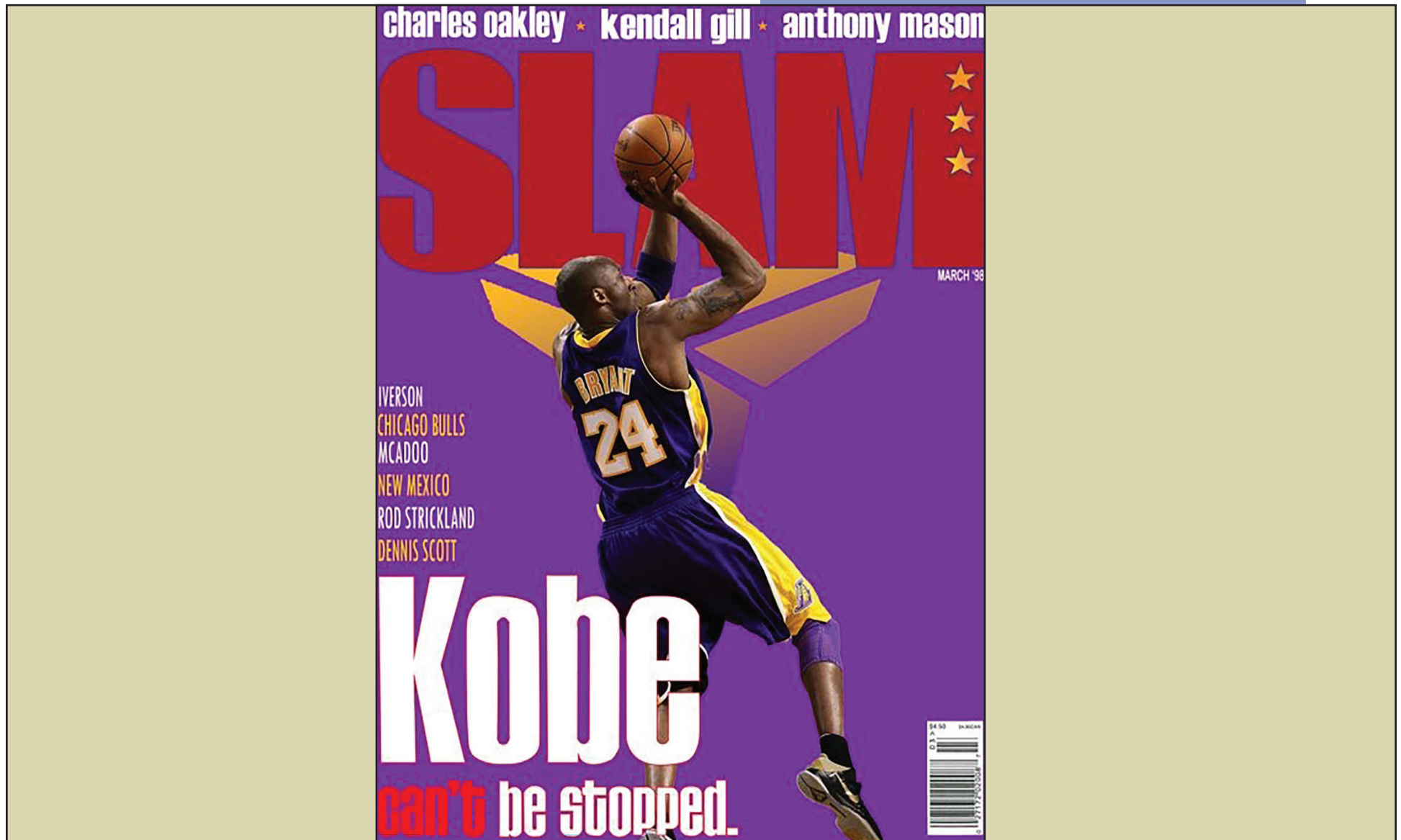




The main objective of the cover was to showcase how dominant Kobe Bryant was during his early years.

SLAM MAGAZINE

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I created this T-shirt design as an example of being a simple design yet a strong one. The main objective of the design was to sell products that are simple, nicely designed and is an adjective.

MISCELLANEOUS (T-Shirt Design)

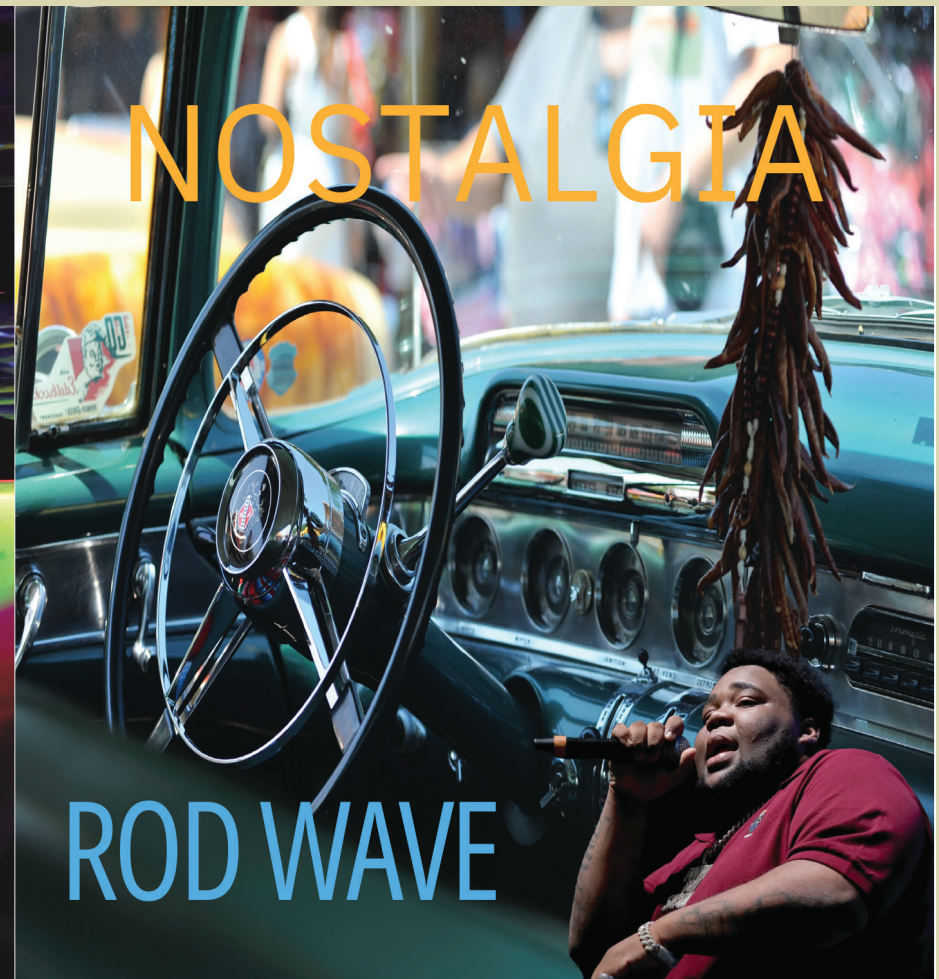
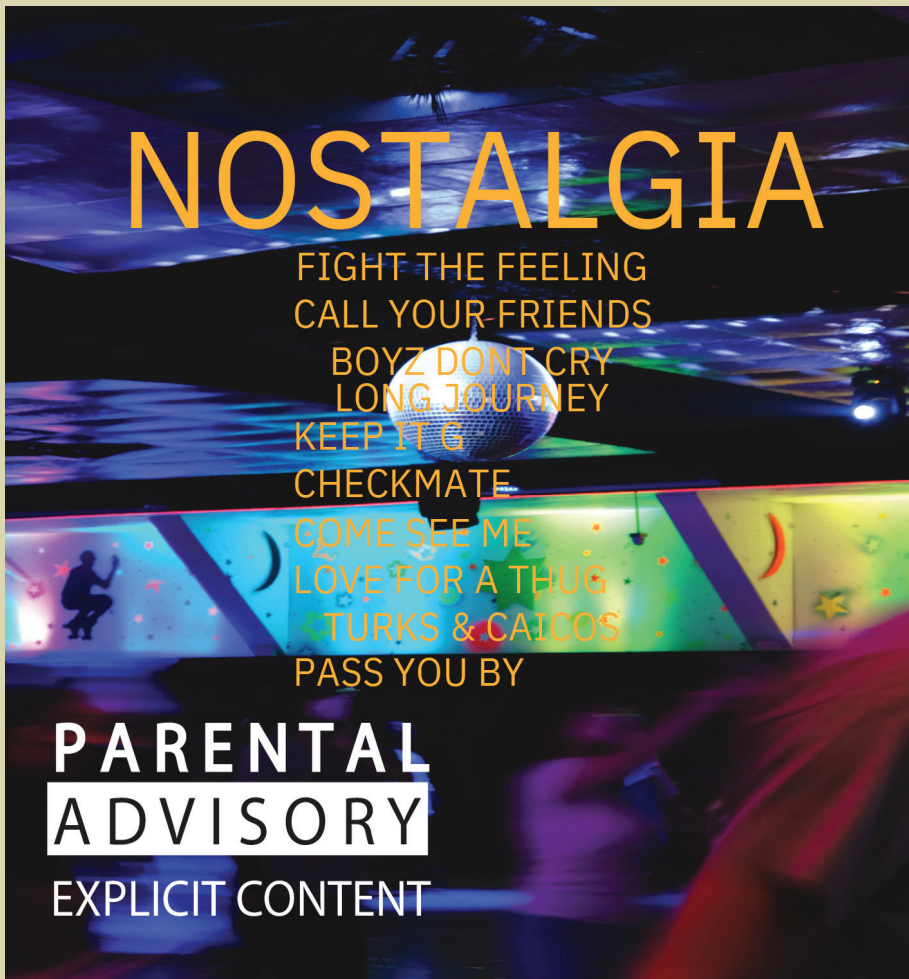
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I created an album cover featuring Rod Wave and this is my first design ever. This was a good learning experience because it opened opportunities for me to express my editing skills.

MUSIC ALBUM COVER

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I created an illustration for a friend who is a music artist.

ILLUSTRATION

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An incredibly crunchy snack with a distinct barbecue taste that makes it the barkada's go-to comfort snack. Chippy is a barbecue flavoured corn based chips.

FOOD PACKAGING DESIGN

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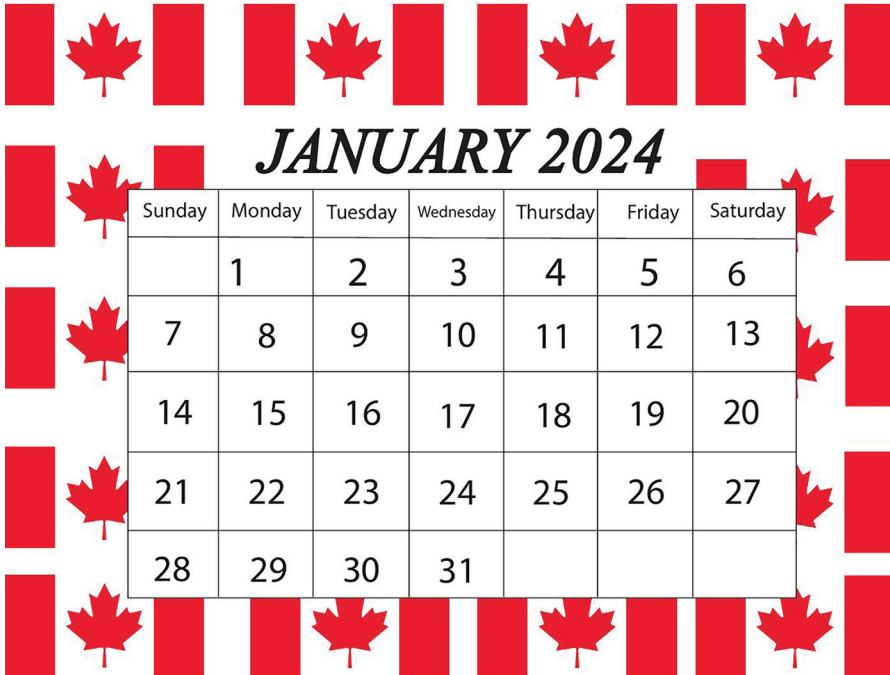


I created an advertisement for Canada Goose as a project. This was a very interesting design because it is one of the first designs I have created.

ADVERTISING DESIGN

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JANUARY 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

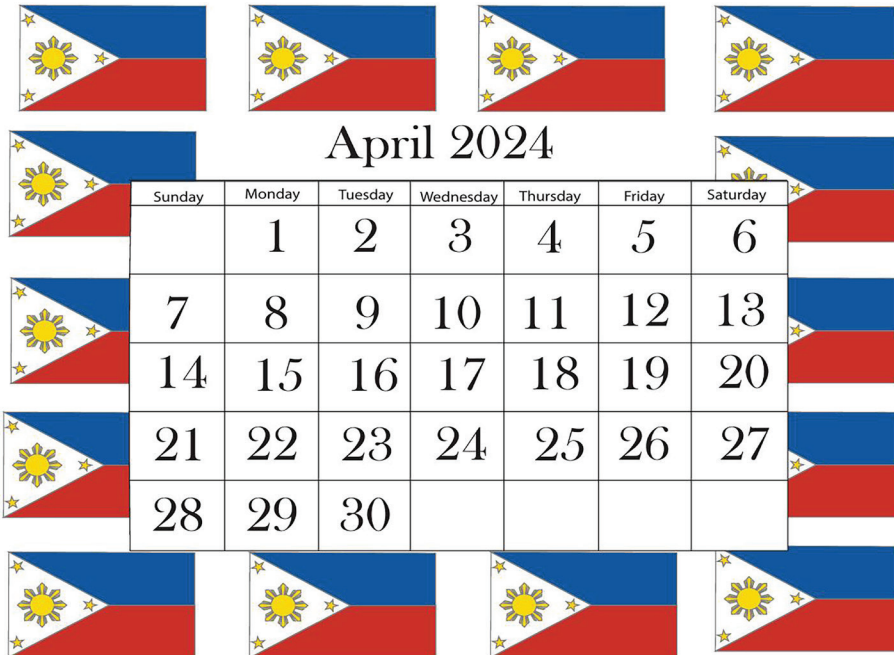


MAY 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

The idea of the design was to showcase countries that I have been fascinated or amazed by their geographical landscape.

CALENDAR DESIGN



April 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				



JUNE 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						



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