



Edge Repair

Beginner
Supplies: garment, chalk or pencil, embroidery thread, scissors

This tutorial is for extending the life of small holes and fraying edges of the article being repaired or bring new using bright, contrasting colours

- 1
- 2

Basting & Straight Stitch
The difference between a basting stitch and a straight/running stitch are the width of the spaces in between. The basting stitch is a widely spaced stitch that can easily be removed. It can be used to keep something in place so it is easier for the sewing machine to go over and be removed afterwards.

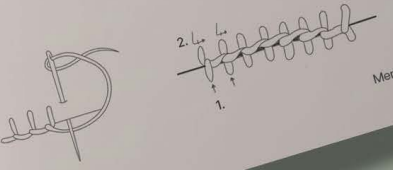
1. Push the needle through the fabric up and down from one side to the other repeatedly. Decide the spaces in between and keep the stitches as similar in size as possible.



Blanket Stitch (Edge Stitch)

The blanket stitch is a stitch used to reinforce the edge of thick materials. It is a decorative stitch used to finish an un-hemmed blanket or edge. The stitch is visible on both sides of the fabric.

1. Start with a two-loop stitch (refer to one and two-loop stitch knot) 0.5 cm away from the rip or the edge.
2. Bring the needle through the last stitch and make a thread goes over the edge.
3. Lace your needle in under the last stitch and make a new stitch on the other side of the edge. With the next stitch, pick up the last stitch so it covers the side again. Repeat all along the rip.



Funky Fresh

Maggie Jayne

maggie jayne
Maggie Jayne creates patterns. They are a channel alternative

Our Top 3 Stores

Shot Gun Vintage

\$\$\$

Shotgun vintage is especially cool because they take custom makes them into new pieces. They are high quality. They are of clothes, but

Design Portfolio

Graphic design, branding, UX/UI, and more!

CAITLYN GASS | CAITLYNSCREATIVITY  

2024



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Introduction

Intent as an Artist

Caitlyn is a multi-disciplinary designer and illustrator focused on concept art, with a specialty in character design. Based out of Halifax, NS, her work is inspired by nature's bright colors, plus-size artists, and the many women in her family. Caitlyns love for a character's story helps bring her projects to life.



About my own brand

Caitlynscreativity was created to encompass all the different ways I create. I wanted it to easily fit art and design together in a fun cohesive way, that represented my artist statement and personality.

Colors



Tangerine

Grass

Sand Dollar

Terracotta

Iconography



Wordmark



Characters/Art

Fonts

This is an example of headers...

All Round Gothic Bold

This is an example of descriptions...

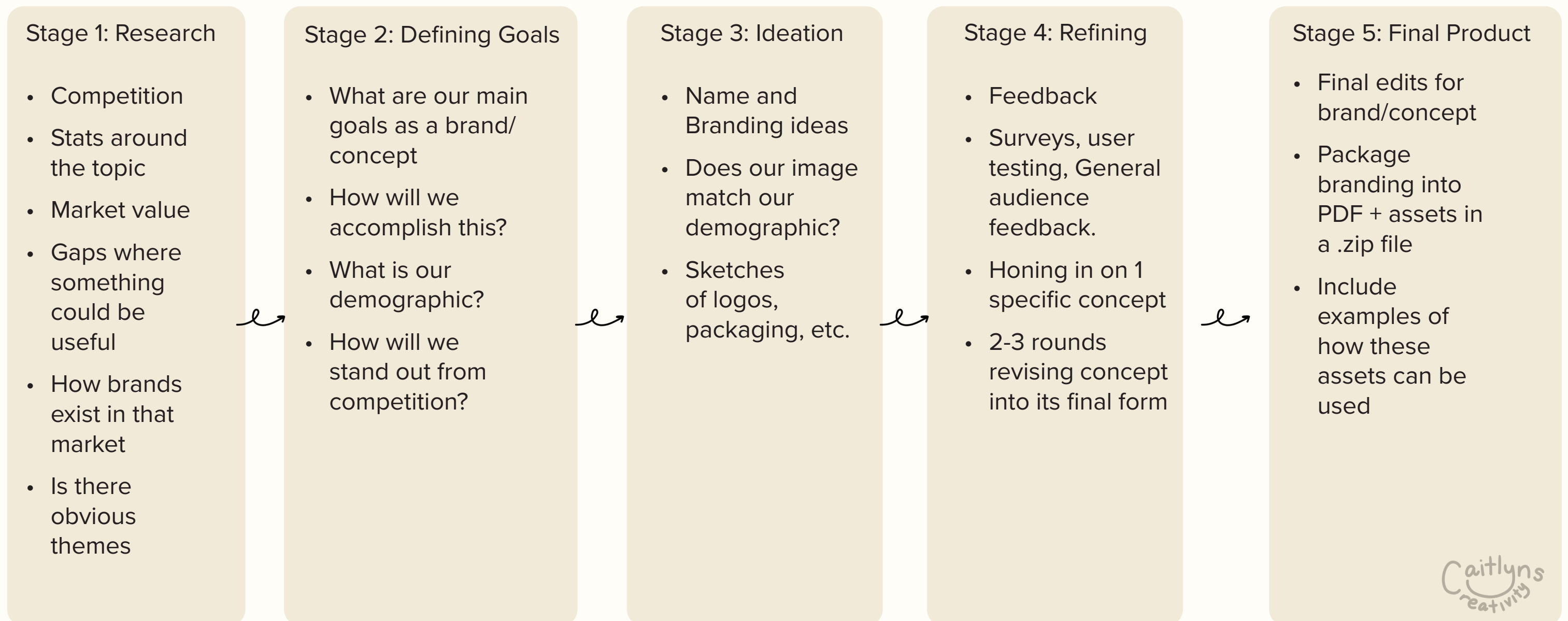
Proxima Nova Regular

Application Example



My Process

Typically, especially if starting from scratch for a design project, this is the process I follow from start to finish. In this portfolio you will find highlights from each stage varying from project to project.





Mending Matters

Combining book design, education, and sustainability.

Editorial Design

Graphic Design

UX/UI Design



A digital and printed guide for students around Nova Scotia to learn about basic mending techniques and existing programs in HRM. A collaborative capstone project for my final year in NSCAD University.

Branding

Logo

Primary



Secondary



Fonts

Gelica Semibold Italic

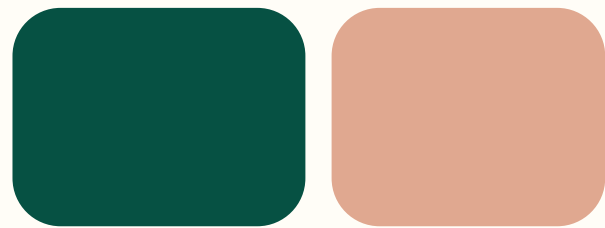
This is a example of headers...

This is a example of descriptions...

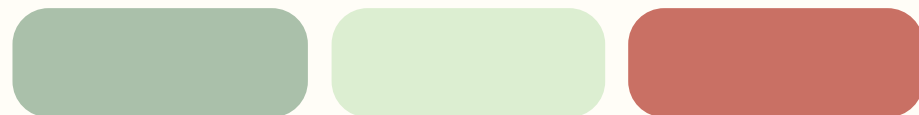
Articulat Cf Regular

Colors

Primary Colors



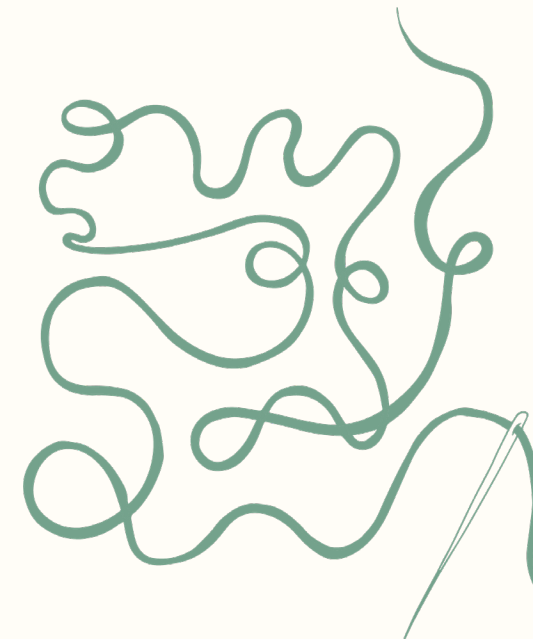
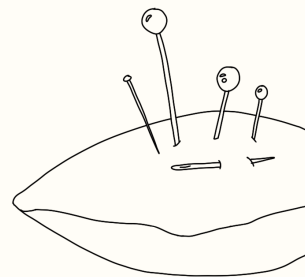
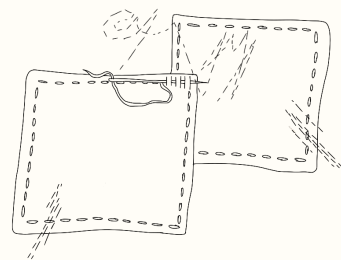
Secondary Colors



Accent Colors



Graphics



Imagery



Process behind the concept

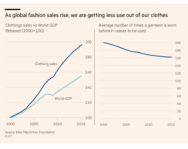
SUSTAINABLE FASHION: THE EDUCATION GAP IN NOVA SCOTIA

Diving into various studies on sustainable fashion around the world, with a comparison to what the Nova Scotia education system currently offers, we were able to provide evidence that there is a gap in sustainable fashion education, and it is something that is a much needed change in the market.

According to Divert NS, a recycling non-profit, "Over 7,000 tonnes of textiles are recycled annually. However, another 30,000 tonnes still end up in Nova Scotia's landfills."

That amount of waste in Nova Scotia on its own calls for a change, but how?


Insights
According to a study on fashion sustainability, its impact on the environment is a low concern for consumer choices. Price, value, and size impact that choice much more. (Mandarin)



We want to target this lack of concern by honing in on young adults and teens in high school. To start reimagining the purchasing narrative.

Social media and micro trends have also affected young peoples relationship with clothing. Organization Caine states that these micro trends have increased sales but shortened the life of the clothing, which ties into the importance and need for changing the future generations opinion on fast fashion promptly.

Lack of Education
Comparing the curriculum for textile education for Grade 7, 10, and 12, only Textile Production 10 starts to touch on consumer choices when it comes to clothes, and this course is not often taught in schools.



Where education lacks, social media fills in the gaps, and is filled with skewed purposely marketable ads for kids to buy more and more. A study written by Anguelov states that young people don't truly understand sustainability and companies realize this, which is where green-washing comes into play.

Solution:
As a group we will develop a service to educate young adults and teens on sustainable fashion history, and DIY solutions, in a fun simple way that could be implemented easy to any class, or online.

"SUSTAINABLE FASHION IS NOT A TREND BUT THE FUTURE."
- Antonio Böhne

Caitlyn & Katherine Case Analysis | Jan. 2023

Identifying a gap

Amber Laing

40 years · High school Art Teacher

Creative **Hard working** **Productive** **Curious**

Verbatim
Educating the future generation of artists is what gives me joy in life!

About
Amber has been teaching art for 10 years. She loves unique funky clothes and art challenges.

Goals
List of others user goals

- Wants to educate and help future generations of kids learn about different aspects of art and textiles
- Needs more unique resources about art to keep her students engaged

Expectations & needs
List of things that may be required to use the product or service

- A flexible service to fit the specific class, age, or class unit depending on the day.
- A way to view the information online before or after the guest speaker
- A easy to navigate service that's user friendly

Digital culture
Estimation of the user's abilities to use digital tools

IT & Internet

Software

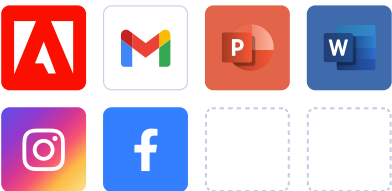
Mobile Apps

Social Networks

Pain points & objections
List of points of frustration that the user has encountered

- Knows basic sewing techniques, but does not know all the history behind sustainable fashion
- Has a hard time engaging students and getting them interested in the topic
- Is not totally tech. savvy

Applications friendly
List of apps she knows and likes



Building a persona based on targeted audience

Target Audience

Our main target audience are teens / young adults (aged 14-18) who would be reading our guide and partaking in workshop activities to learn about initiatives. Currently students are using social media and online resources to learn about sustainable fashion if they are interested.

Pain points our service will solve

- Current text is too heavy in existing resources, we will make it fun and approachable
- Lack of community, bridging the gap and connecting teens to our local textile community and their initiatives.
- Lack of Nova Scotia specific information, we will connect more local projects.

The benefits and our motivation
In the long run reducing their shopping consumption habits, gaining new sewing skills and consistent education on the subject will start to shift the over consumption habits, and change the amount of textile waste in NS.

How Ours is Different
Our solution takes a different approach from existing initiatives concerning sustainable fashion education. Our service is dedicated to engaging Nova Scotians with local initiatives in their communities they might not have been aware of. We are also emphasizing the importance of teaching Nova Scotians about extending the lifecycle of their current wardrobe and the reality of textile waste in the province. The merging of these ideas and taking that local approach is what we think makes our concept unique to currently existing services.

Another existing service is "Sustained" (<https://web.mit.edu/sustained/index.html#orgs>) a website and plugin that guides users into making sustainable fashion choices. It's dedicated to explaining terms involved with sustainable fashion and connecting visitors to action based projects and resources. This is more of a global approach compared to our local approach and doesn't delve into maintaining the longevity of our current wardrobes like our concept emphasizes.

Design Brief Caitlyn and Katherine | 3

Design brief to pitch our concept

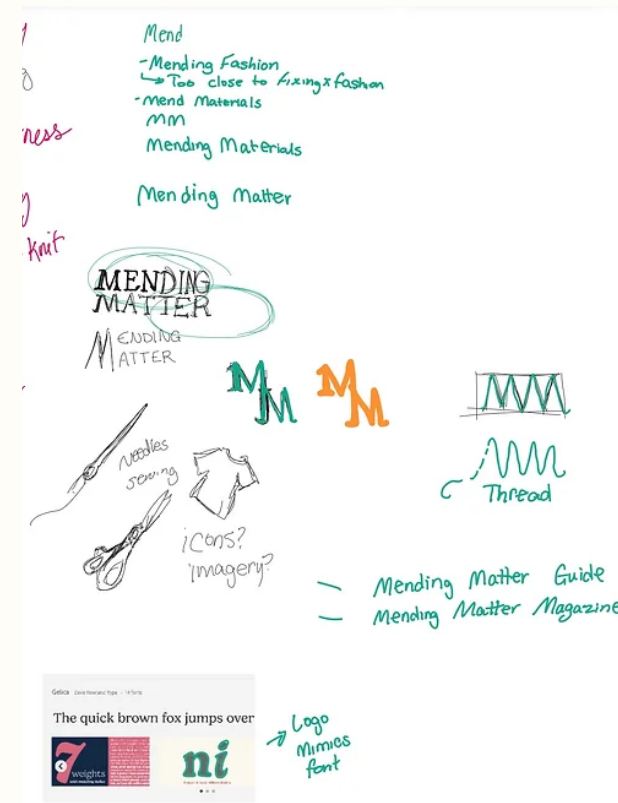
We wanted Mending Matters to be easily accessible and understandable to teens and young adults, and be used in classrooms, So we had two target audiences to reach. Not only having a unifying brand that is recognizable but easily being able to transfer the branding from a printed booklet to a free online resource.

The entire process of how we built the website and the book, curated the content, and even just how we decided on the name, can be found in our blog [here](#).

Brand Ideation



Brand ideation

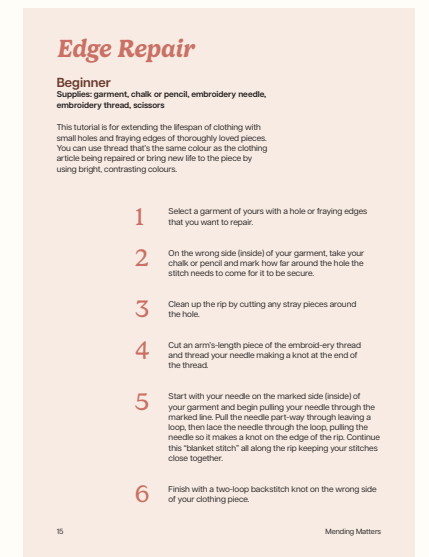
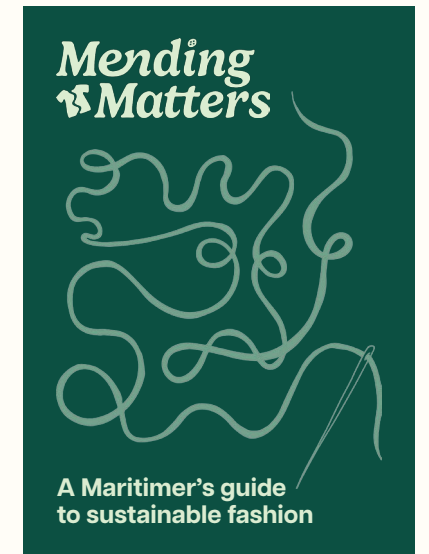


Playing with alliteration and relating back to our original goal: How mending clothes is important.



The branding process on its own can be messy, with lots of revising. Here I included a snapshot of the brainstorming and sketches created before landing on our finalized version. A much more indepth process can be found on the Mending Matters website.

Final Product



Mending Matters is an educational service that aims to teach teens and young adults in Nova Scotia how to mend and repair their clothing, while also educating them on existing sustainable fashion. Our service offers a range of skills and techniques to help people repair and upcycle their own clothing.



Mending Matters Website!



Rifai Nuts Rebrand

Looking at existing branding and putting a contemporary spin on it.

Package Design

Graphic Design



A redesign concept of the existing Rifai Nuts company, owned and operated in Lebanon. With the goal to look at how it performs in a North American market, and how to elevate that presence.

Branding

Brand Identity

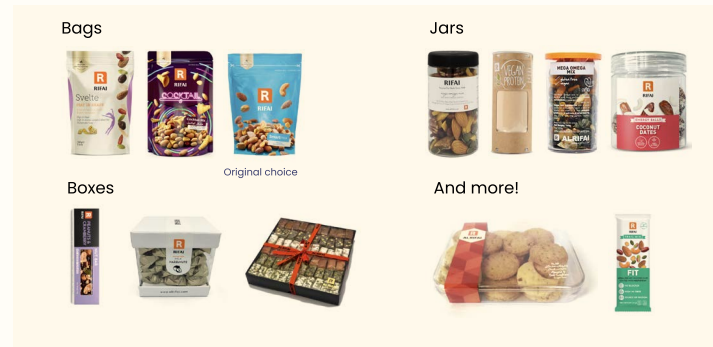


We came up with a system where the design and layout could be applied to all of their packages, unifying the packages, while also adding Lebanese elements.



Final Brand Identity Package

Process behind the concept



Existing Logo(s)

Another key part of their brand that has inconsistencies is their logo, or in this case logos.

All of the logos included here are for their various demographics, and depend on if the product is being sold in Lebanon vs North America.

We wanted to simplify this aspect as well.




Existing Branding/Logo(s)

Inspiration

Looking at the opportunity to bring in more Lebanon heritage.

We looked at existing Lebanese packaging concepts, and noted key elements they all used, such as:

- Intricate patterns
- Bright lively colors
- Natural materials



More information can be found on our miro board. Link: https://miro.com/app/board/uxjVPynYw8Q=?share_link_id=888249411771

Our Inspiration around Lebanese food packaging



Annotations for sketches include: 'lid indicating flavor', 'Simple unified text', 'peek hole could be shape of nut.', 'Traditional geometric pattern?', and 'rounded'.

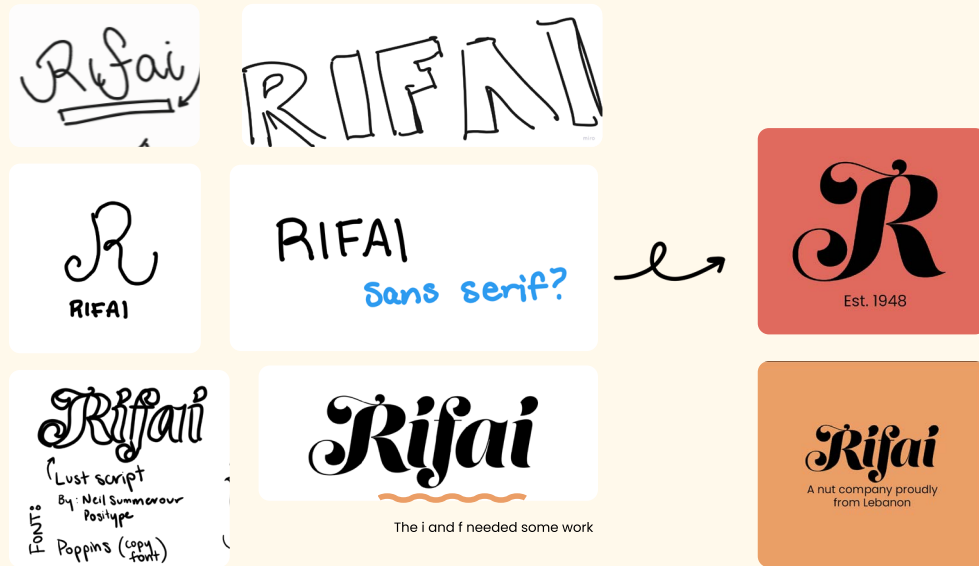
First sketches

We looked at Rifais history, diving into their core values and how the brand represents itself around the world.

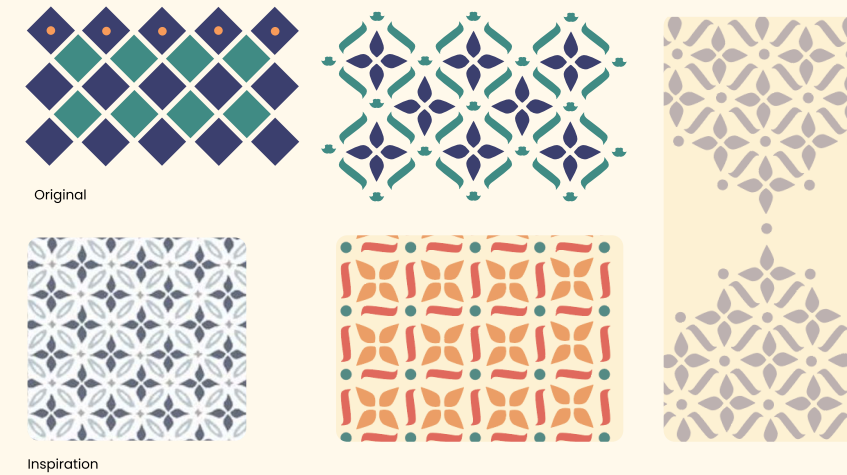
We thought it was interesting that their number one value is heritage, but it is not evident in its packages. They portray themselves very differently internationally vs in Lebanon.

Brand Ideation

Logo Revisions



Pattern Iterations



These are excerpts from my process book that goes into detail on how we re-designed the Rifai brand into something that could fit the North American Market a bit better.

To read more about our research into existing nut companies, pros and cons to redesigns, and our final designs, click [here](#).

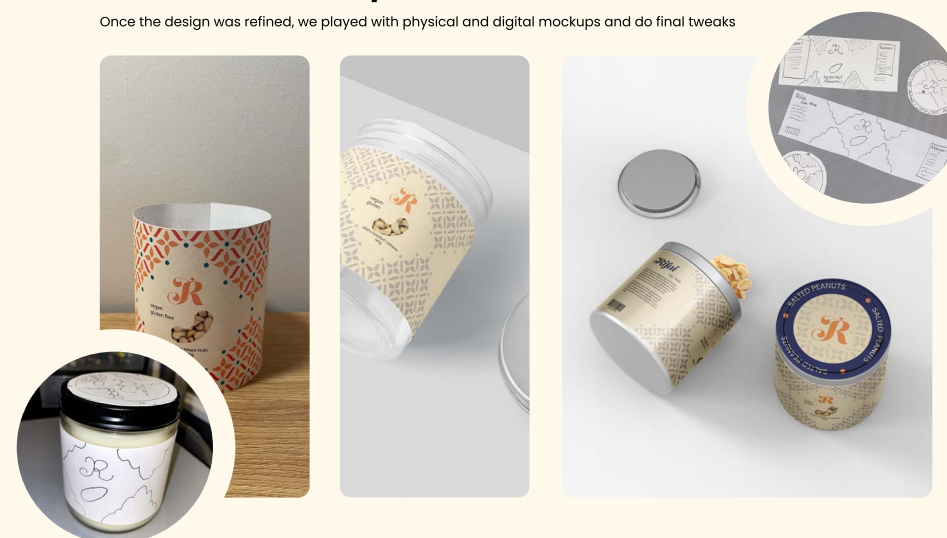
Packaging Iterations



We went back and fourth between the pattern and how it interacted with the package, drawing from our original inspiration on page 9 of this document.

Various Mockups

Once the design was refined, we played with physical and digital mockups and do final tweaks



Final Product



This packaging redesign took a lot more than just a face-lift. We looked at their current goals/values, market insights, and over all brand image as different elements to address when redesigning Rifai. Producing four varieties of packaging designs.



Always Rebrand

Taking feminine hygiene packaging
to a new sustainable level!

Package Design


Graphic Design



A redesign concept of Always Brand pad products with the goal of using less waste around packaging.

Branding

Logo



Fonts

New Hero
Designed by Miles Newlyn. From Newlyn.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam,

Materials

- 100% Organic Cotton Backsheet and Core
- Bioplastic Backsheet
- Non Toxic Adhesive
- Carboard Packaging
- Cotton Fabric

Graphics

PANTY SIZE	FLOW				
	LIGHT	MODERATE	HEAVY	MODERATE	HEAVY
XS	1		2		4
S	1		2		4
M	2		3		5
L	2		3		5
XL+	3		3		5

DAY

NIGHT

Colour Palette



Reduce Waste

Bring your plastic free pads anywhere with a reusable pouch.

What's in your Pad?

An organic cotton surface holds done the natural fluff pulp and Japanese Sumitomo super absorbent polymer - bringing you a super absorbent, fluffy, and comfy, period experience as the name suggests!



Final Brand Identity Package

Our redesign is a concept geared towards Always pad products, and how we think they could address their plastic waste. We removed the pad wrapper, and suggested a cotton travel bag, alongside new materials for the pad itself.

Process behind the concept



Existing Always Packaging

Material Research

Product Breakdown

Many traditional pad brands use plastic not only in the product itself but the packaging, recyclable materials can make a big impact on reducing waste.

There are several different parts to a pad, and the material used in each is important:

1. Top Sheet - The inner part that makes direct contact with the skin. Often made from plastic-based materials but organic pads will use natural materials.
2. Core - The absorbent core of the pad. Sometimes made from petrochemical-derived foam, sometimes made of wood cellulose. Also bleached; it's important that this is bleached with chlorine-free methods.
3. Back Sheet - Moisture-proof back layer to keep fluid inside. Often made from polypropylene and polyethylene, petroleum-derived plastics but organic pads will use natural materials.
4. Adhesives - Used to keep the layers of the pad together. Organic pads often use more eco-friendly and non-toxic glues.
5. Fragrance - Unnecessary chemical fragrance that should be avoided but often used in traditional pads.
6. Wrapper - Keeps the product individually wrapped. Often plastic or non-recyclable but organic pads often use recyclable packaging.

Looking into existing material usage

Sustainable Competitors



Lola

Made with sustainable materials, and no chemicals, Lola provides an alternative pad product to Always.

<https://mylola.com/>



August

Similar to Lola, August provides a organic cotton pad as well. Their individual packaging still uses plastic.

<https://www.itsaugust.co/>

Researching Competitors

These products are not be as accessible because they are only available online. They also are not well known, and can be more expensive compared to shopping at a Walmart.

This is why it is crucial to revamp Always, and encourage mainstream products to adapt these practices.

Our goal was to eliminate the amount of waste significantly for pad products. Research into pad users brought up issues like accessibility and its environmental impact - which is why we opted to try and just eliminate/swap plastic for cardboard, and pad material to cotton. Rather than trying to get people to switch menstruation products entirely.

Existing branding was all over the place and clunky, and other smaller brands took on a much more modern approach - which is the direction we took for this redesign.

Brand Ideation



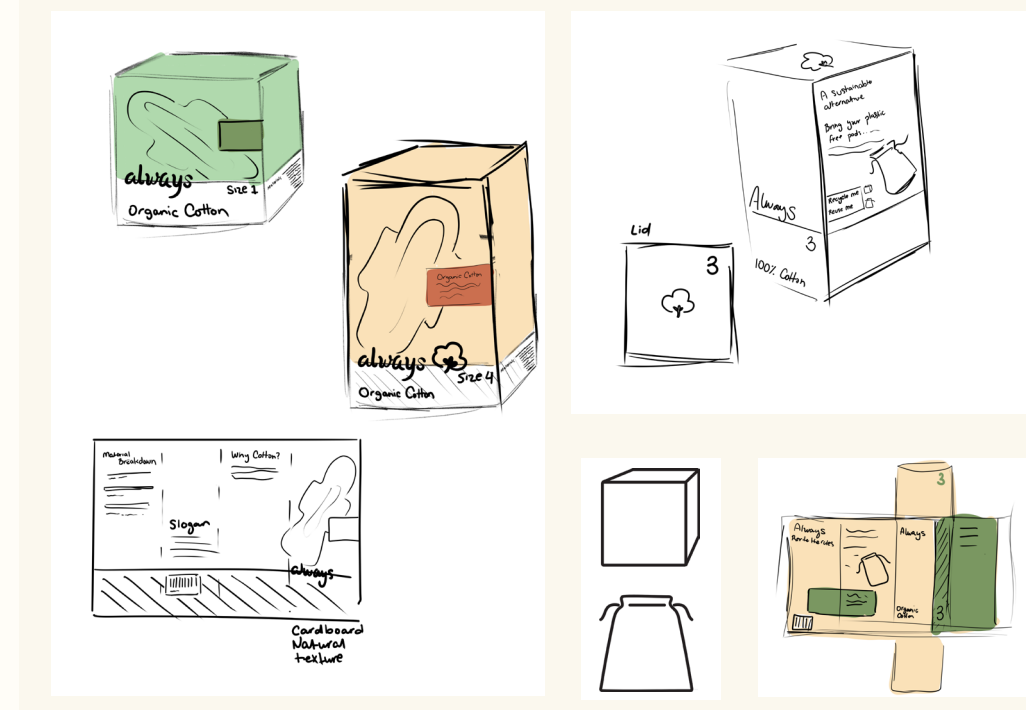
Option 1: Strong Typography, Emphasis on materials, muted colours



Option 2: Linear dividers, colourful, minimalistic, white background.



Moodboard ideation based off of competitors



First sketches

These are excerpts from my process book that goes into detail on how we re-designed the Always brand into a more eco-conscious option without stepping out of its current position in the market.

To read more about our research into existing pad companies, material reseearch, and our final designs, click [here](#).

Final Product



The biggest take away from this project is holding the brand accountable with the amount of waste it produces.

Even with a small manufacturing change like getting rid of the plastic wrapper, would change its amount of waste drastically.

PROSPERING WITH PARKINSON'S

FUNDRAISER HOSTED BY PD CYCLE. HALIFAX PUBLIC LIBRARY, NS.

TOGETHER

Join our "Smash-a-thon" to fundraise and share your stories with Parkinson's as a woman.

Supports and heal souls! [withParkinsons](#)

DO YOU KNOW?

Women with Parkinson's took part in a survey and said their symptoms got worse the week prior to their menstrual bleed.

More women need more data!

JOIN US!

Learn more about this fundraiser, follow us on our Instagram [@PDCycle](#)

This campaign is run by PD Cycle, a group of women determined to bring women with PD together, providing resources, and community.

Learn more online about PD Cycle by scanning the QR code.



PROSPERING WITH PARKINSON'S: SMASH-A-THON

FUNDRAISER HOSTED BY PD CYCLE. HALIFAX PUBLIC LIBRARY, NS.

PROSPERING WITH PARKINSON'S: SMASH-A-THON

FUNDRAISER HOSTED BY PD CYCLE. HALIFAX PUBLIC LIBRARY, NS.

ABOUT US

PD Cycle is a group of women determined to bring women with Parkinson's together, providing resources, and community.

Learn more about PD Cycle by scanning the QR code.



Prospering With Parkinsons

Creating an awareness campaign within the sister brand "PD Cycle"

Graphic Design

UX/UI Design



Prospering with Parkinsons is a campaign that exists physically and digitally with the end goal to bring more awareness and community around women with Parkinson's Disease via a "Smash-a-thon" fundraiser.

Branding

Logo

Primary

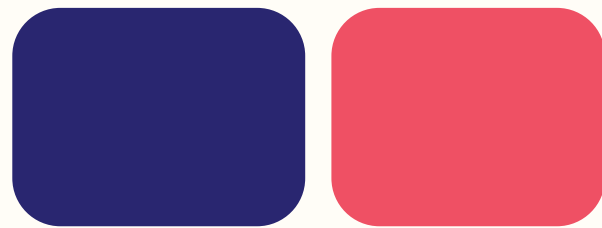


Secondary

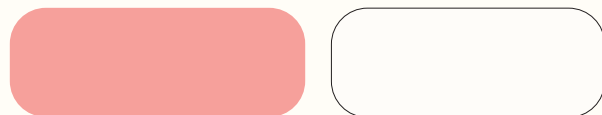


Colors

Primary Colors



Secondary Colors



Fonts

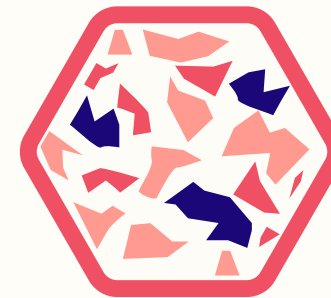
Poppins Extra Bold

THIS IS A EXAMPLE OF HEADERS...

Poppins Regular

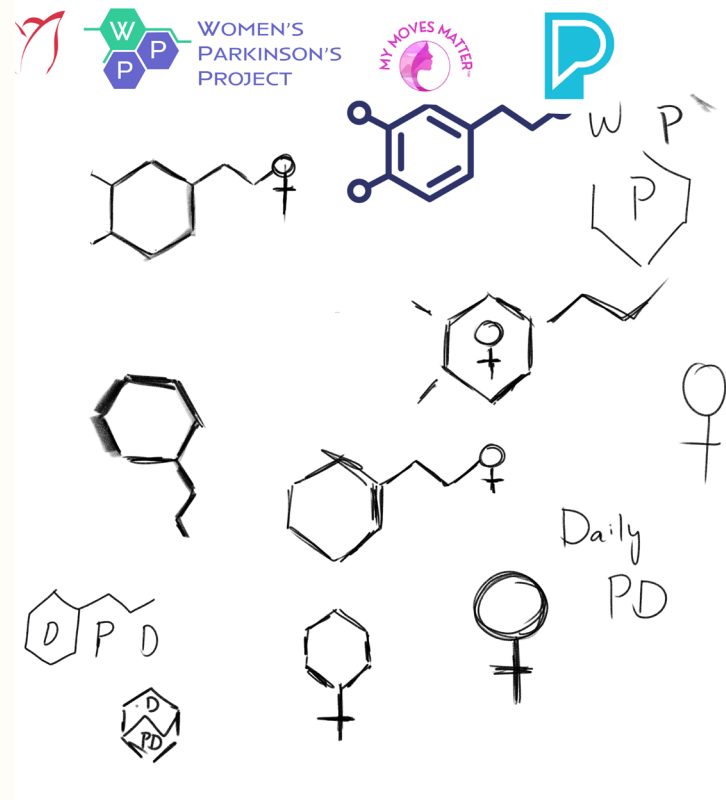
This is a example of descriptions...

Graphics

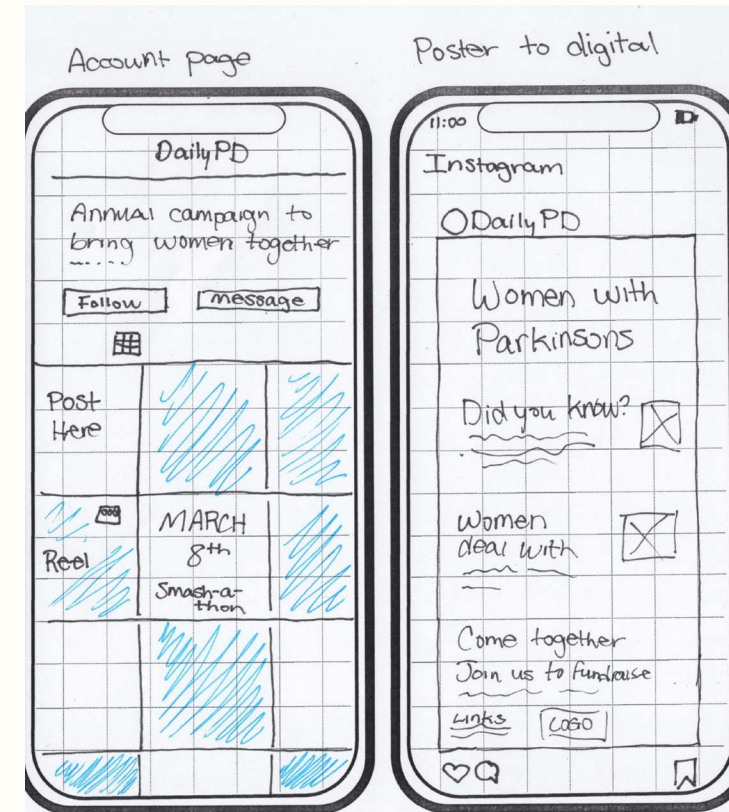
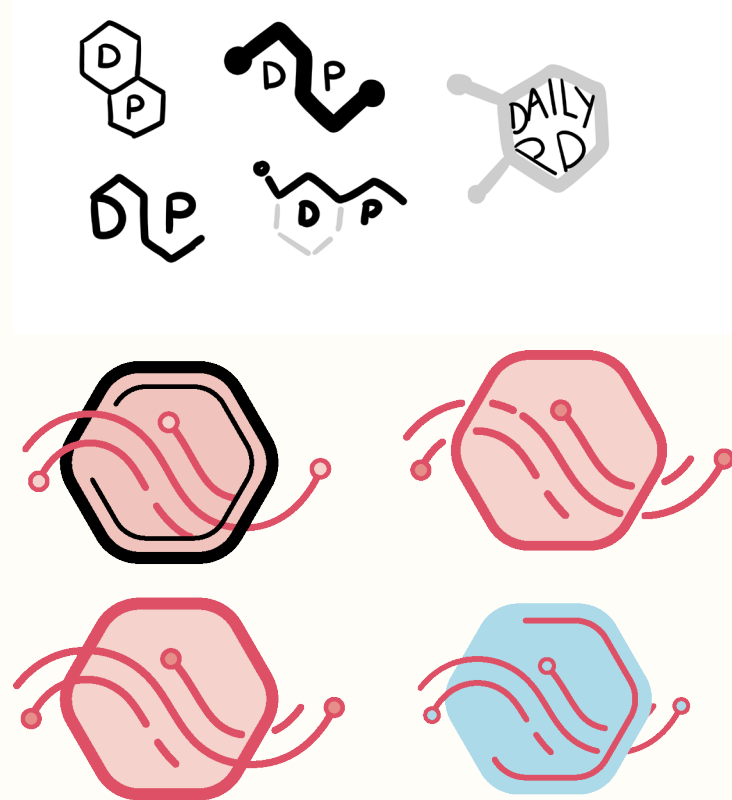


For this project, as a group we designed the PD Cycle brand, and I adapted it to my own individual concept. The Campaign is considered a “Sister Brand”, that links back to other parts of the company.

Process behind the concept



Logo sketches



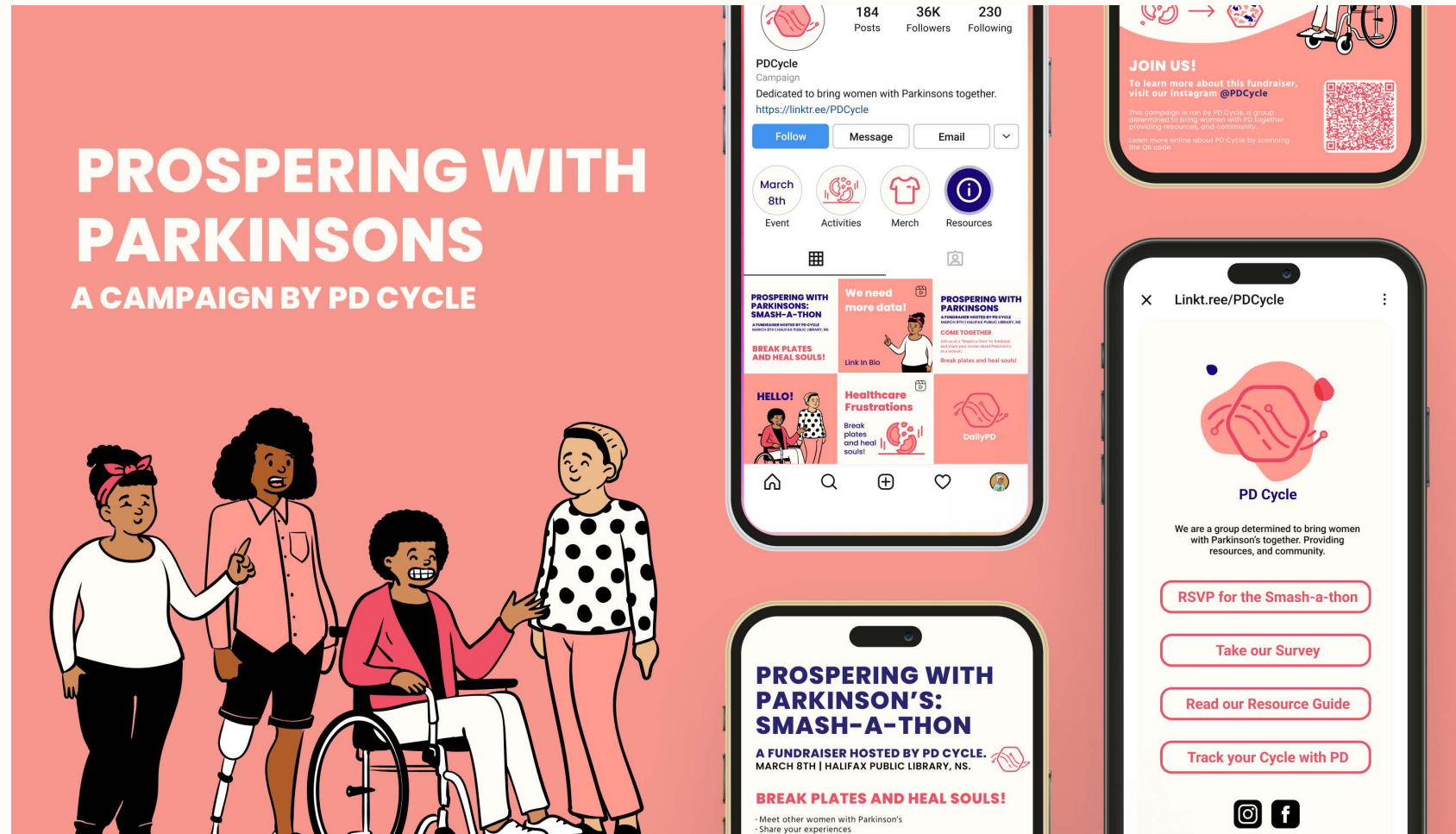
Paper drafts



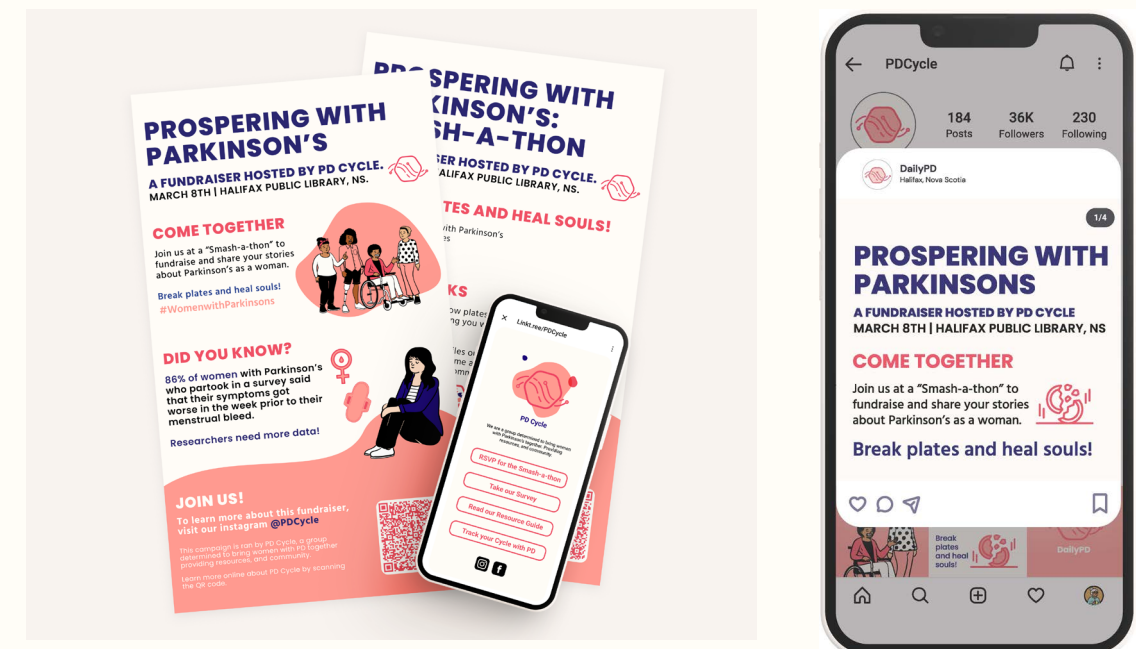
First digital draft

Developing the name and brand as a group allowed me to easily work out what I needed for content for the campaign I wanted to design. I started with paper sketches and went into indesign with the developed brand and easily created a first draft with the created elements.

Final Product



Prospering with Parkinsons is a campaign that can exist online and in person. The graphics are purposefully kept simple to be able to transfer it to a variety of posts or posters. This Smash-a-thon concept shows my ability to take existing branding and apply it in diverse methods.



WE'RE HIRING!

Project Coordinator

Social Media Assistant

Graphic Designer

Follow the link in our bio for the full
job description and how to apply!



Flaxmobile

Adapting existing branding to
social media

Graphic Design

UX/UI Design



I created digital assets for publications, social media posts,
and helped establish a market display following existing brand
guidelines for the Flaxmobile Research Project.

Social Media Work

Header
Lust Script
Social Media*
RALEWAY


Subheader
Merriweather

Body
Montserrat


Colors

Main colors		Social Media*
#C8B4DC	#F68E61	#D895C7
#5A546E	#F2B268	#FCC7C7
#EFC0A1	#EDED3	

Logo





Primary



Secondary

Imagery

Taken from shared onedrive

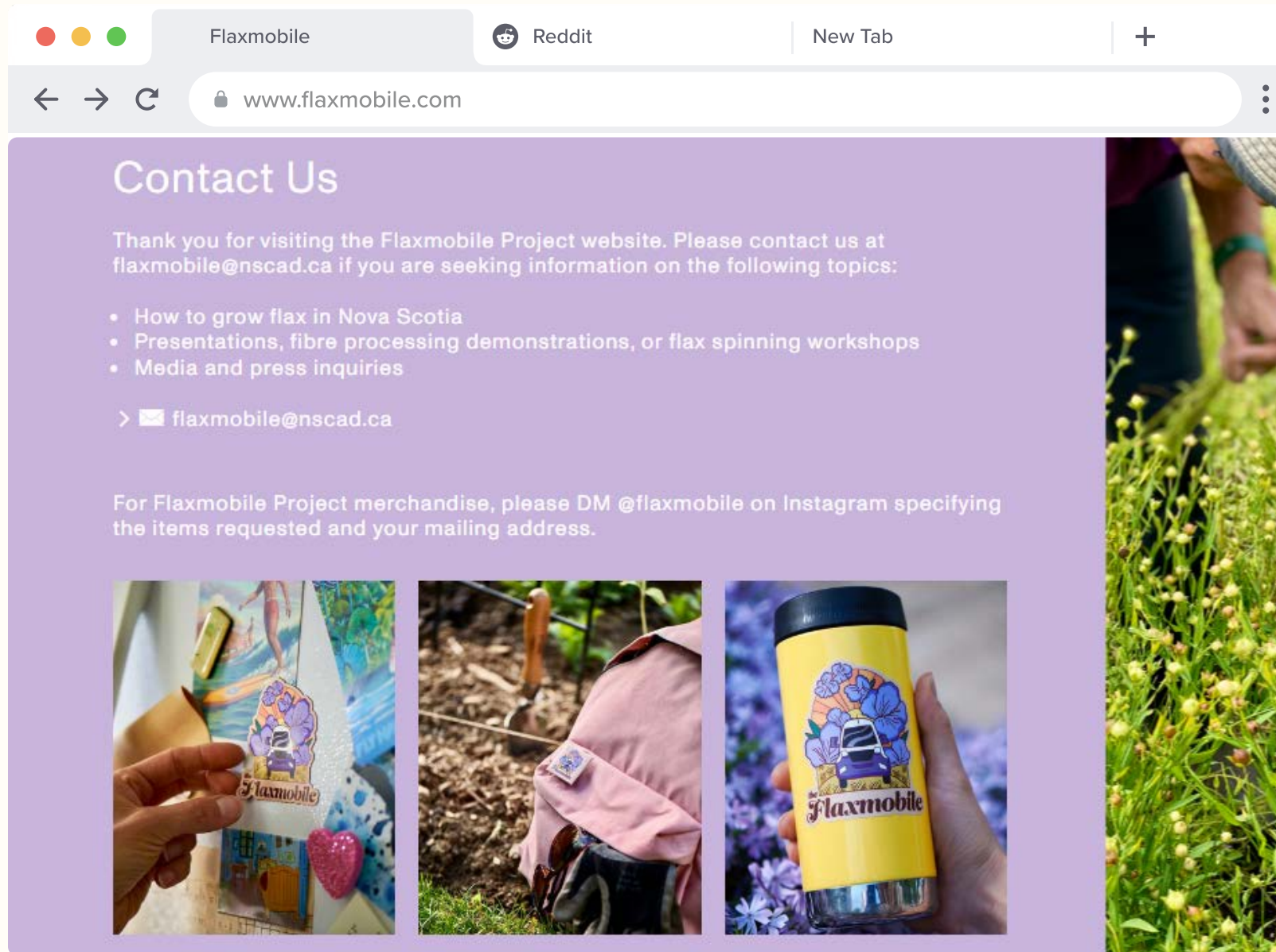



Based off of already set branding, I was tasked to create various posts for Flaxmobile's social media.



Designed primarily in Canva

Adapting Branding



Created on Cargo



Concept Mockup of merch stand

I was also tasked with adding this branding to the Flaxmobile website, and creating a concept for the merch stand.

Thank You

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