



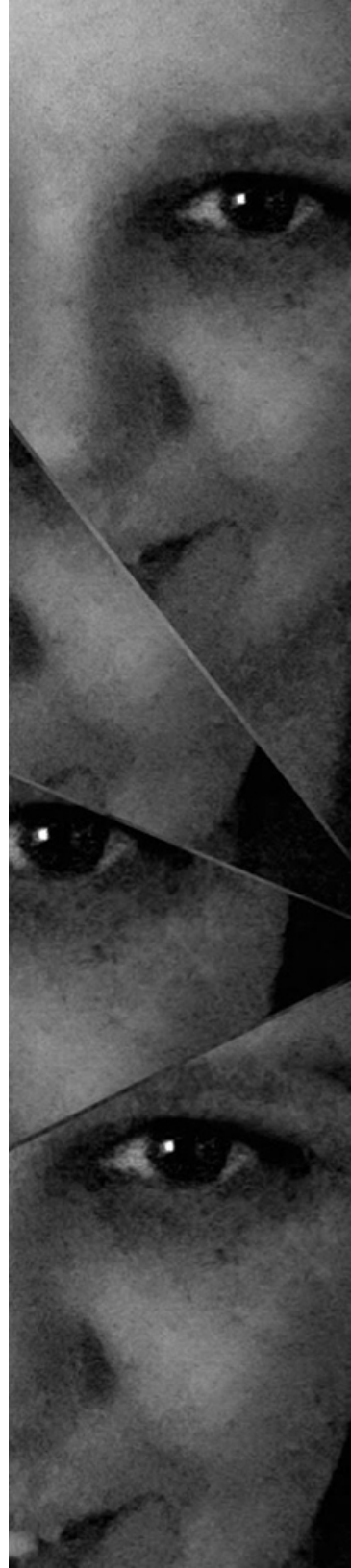
Portfolio of Carol Baque
New Media Designer
Graphic - Web - Video

www.carolbaque.com

I'm Carol Baque — a Graphic Designer, Web Designer and Photographer enthusiast currently located in Edmonton, Alberta but seeking new challenges and opportunities.

Art, illustration, web design, graphic design, photography, typography, printing, advertising, video production, editing — how can I choose just one? My wide range of interests mean I'm never bored — just the way I like it. The beauty of never stop learning appeals to me deeply.

"El arte nace de la mente y crece con el talento de las manos"
- unknown





Logos from left to right

Ay Caramba! : Ecuadorean Clothing Brand

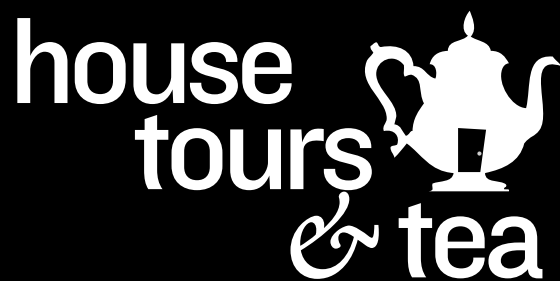
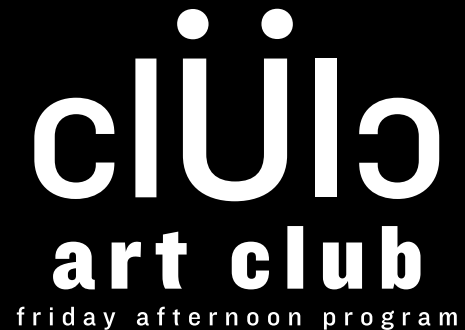
Domile: Ecuadorean Personal Chef

Micro Sounds: USA Techno Musician

ImagineLED: Edmonton Digital Billboard Company

Bannerz Canada Inc (sister company)

AR Stucco: Edmonton stucco contractor



Logos from left to right

J Roberts Superior: Bahamian Painting Company

Micro Sounds: USA Techno Musician

Art Club: Southern Alberta Art Gallery Friday afternoon program

House Tours & Tea; Southern Alberta Art Gallery yearly event

CABR: Personal Portfolio



Development of a concept to promote hotel rates and services that was represented as a 3D Structure (Pylon Sign) with a LED Display.

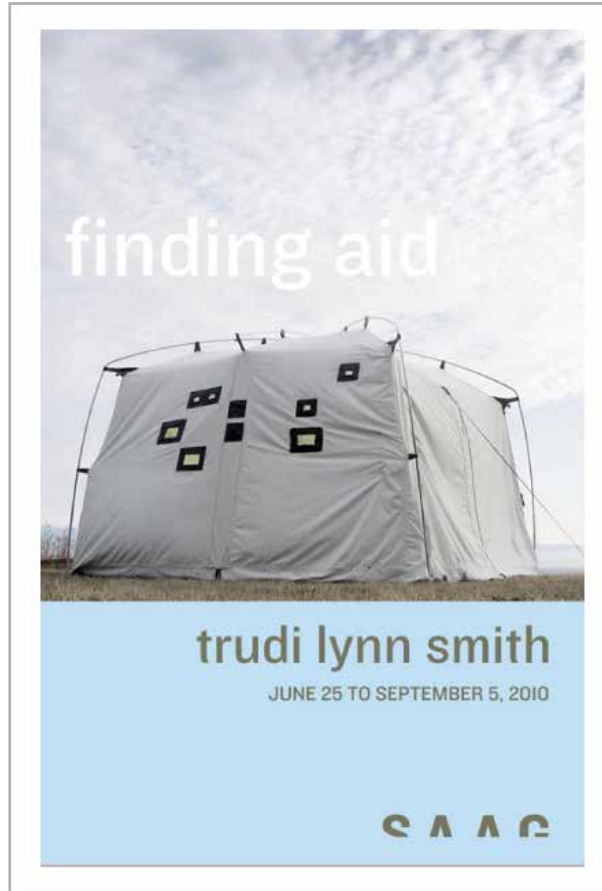
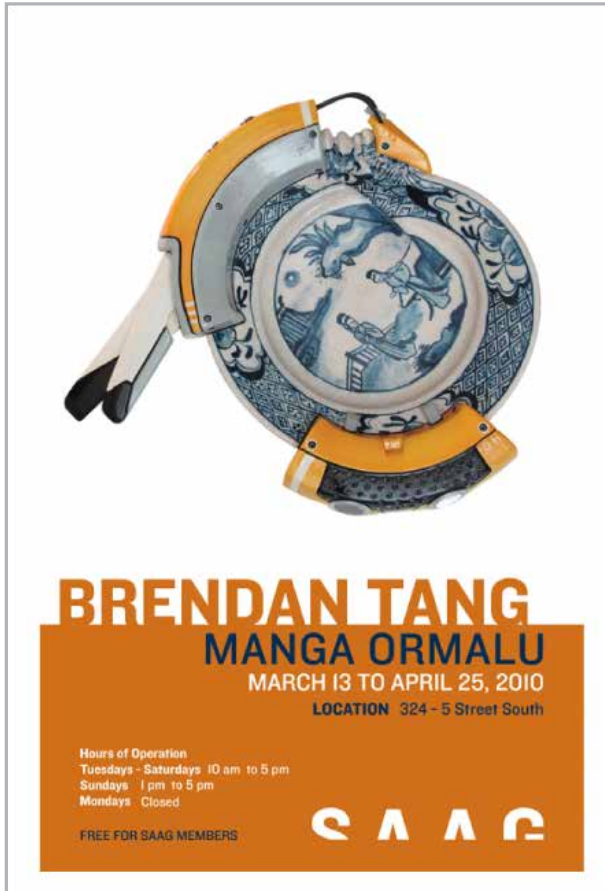
Development of a 3D concept, proofs, city permit, color scheme, logo.
From the sketching board to the installation proofs.



Channel Letters: Back Lit



Indoor 3D sign.
Materials used: clear and white acrylic, vinyl, and standoffs



Southern Alberta Art Gallery
 Exhibition Posters

Artist from left to right
 Brendan Tang - Spring 2010
 Trudi Lynn Smith - Summer 2010
 Cal Lane - Summer 2010



Southern Alberta Art Gallery
Ad Publications

Ads from left to right
 Bordercrossing Magazine
 Leisure Magazine and Canadian Art
 Recreational & Cultural Guide City of Lethbridge

I (heart) CAAAC

The campaign was created as an outreach initiative to promote increased memberships with the Gallery. In main purpose was to connect with the community. The Gallery is very well-known across Canada but within the City of Lethbridge at that time it was perceived as a tight group of individuals and demographics. Therefore, the goal was to open the doors for people to get to know the Gallery.

Props were created to have a wide range of material to use for different moments of the campaign. These props were used in billboards, benches, flyers, posters, online media and magazines, amongst other mediums.





Southern Alberta Art Gallery
Promotional Advertisement

Running on the quarterly Gallery publication.
Several ads were created to promote the gallery shop.



Southern Alberta Art Gallery
Fun Project

Thinking outside the box.



Southern Alberta Art Gallery
Promotional Material



Escuela de Negocios Formato Educativo (Madrid - Spain)
Masters Degree Class
Advertising Campaign Assignment

Create product brand and art pieces which targets environmental situation.

The premise of my work having billboards that could produce water from the air.

* Such project exists and has been tested in Peru.





University of Lethbridge

Poster Femicide Documentary Event (volunteer work)
T-Shirt for the Faculty of Fine Arts
Contest Design Winner



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