



design portfolio

tara dawn

August 2020

about me

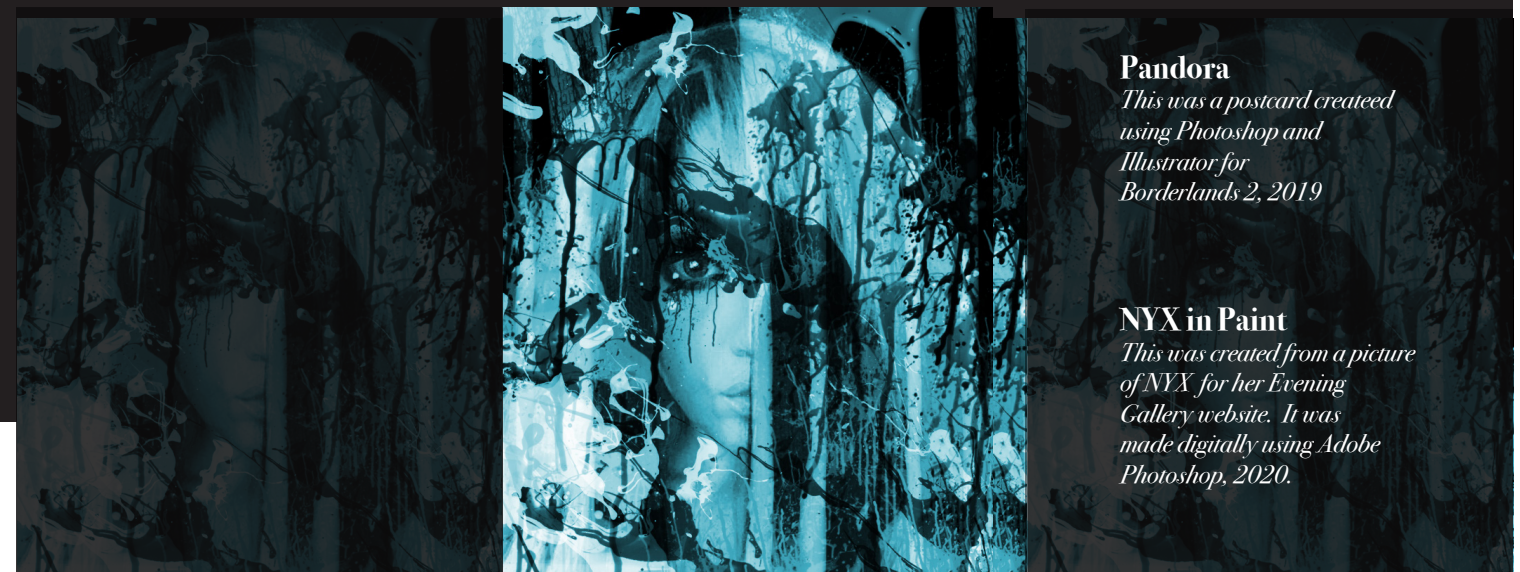
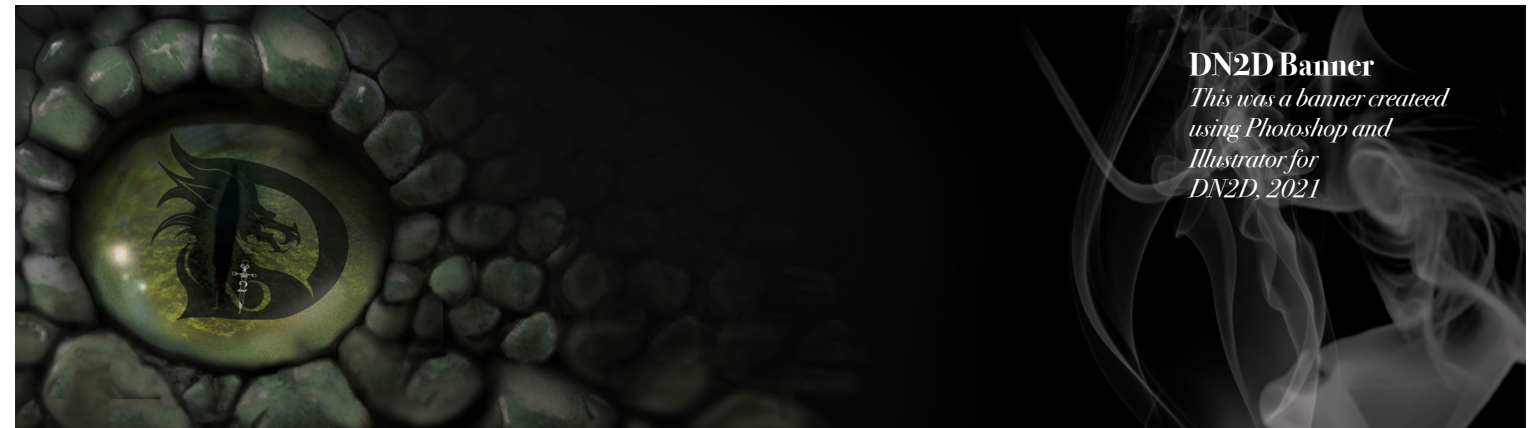
I create, I design, and sometimes I compose music. In 2020, I founded NIGHT TO DAWN.

After spending years in University, I realized that my real passion is ART. I now have my graphic design technology diploma and I'm ready to use it. Logo design, branding, photo editing, content creation, website design, digital art - Night To Dawn does all of that and more!

take a journey

Through Adobe Photoshop, Illustrator, InDesign, and IBIS Paint with Night To Dawn.

We have a passion for Designing and always enjoy the challenge of Custom Artwork. What can we Create for you today?





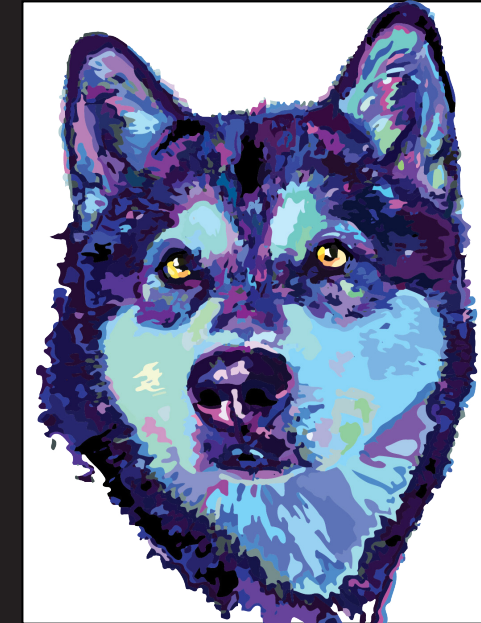
Night To Dawn Vegas Poster
 This was an event poster created for Night to Dawn using different Adobe and Paint programs, 2018

LAS VEGAS

FEBRUARY 2 - GRAPHIC DESIGN
 FEBRUARY 5 - SOCIAL MEDIA MARKETING
 FEBRUARY 6 - CUSTOM ARTWORK



www.nighttodawn.com



Bruno
 This is an example of something we designed for PetSTRACT in Adobe Illustrator, 2019



Pillow the Owl
 Custom digital art created for our client using Adobe products, 2019.

The logo, animated logo, branding guide, and website for PetSTRACT was also made by Night To Dawn in 2019



Taking the
Picture



Adding the
Background



Drawing
Falkor



Riding Falkor

*This was an advertisement created
for graphic design services from
Night to Dawn using Adobe
Photoshop, IbisPaint, and Adobe
Illustrator, 2021*



www.NightToDawn.com



Parasite (Top)

This was an advertisement created for graphic design services from Night to Dawn using Adobe Photoshop, IbisPaint, and Adobe Illustrator, 2021

Darius (Bottom)

This was an advertisement created for DN2D using Adobe Photoshop, IbisPaint, and Adobe Illustrator, 2021



Fish Kisses XOX

This was a Valentine's Day Picture based on the Umbrella Academy created with Adobe Photoshop, IbisPaint, and Adobe Illustrator, 2021

do you believe?

Photoshop and Paint can be magical with the right touch and attention to detail. Whether it may be restoring old photos, adding to adorable baby pictures, or removing that annoying person, we are able to manipulate your pictures to look *exactly* how you would like them. Other services include removing red eye, adjusting facial features, applying opital lens corrections to distorted images, extending the depth of field, combining pictures to create a panorama, and adjusting image perspective.



Photo Manipulation (Top)

In this photo, we brought out the brightness and vibrance in the background and the woman's skin. We also adjusted some facial features, added to the hair, and gave her a large smile, 2019.

Photo Restoration (Middle Left)

This is the original photo.

Photo Colorization (Middle Right)

This is the restored image with added color based on what the children were wearing in the original picture, 2020.

Photo Restoration (Bottom)

This is the restored photograph of the three children. It is still in the original colors, 2020.

Perfect
Teeth
IN ONLY
10
MINUTES!!!



Photo Manipulation | www.NightToDawn.com



NIGHT TO DAWN



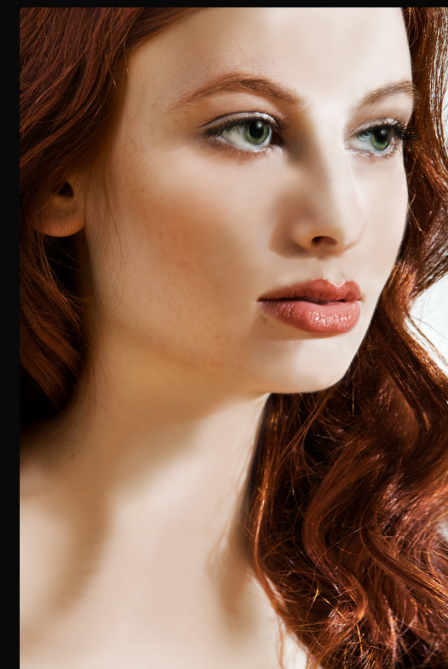
Removal (or addition) of Uncle Jimmy

*Art created using photoshop as an advertisement
for graphic design services, 2019*

Shadow Removal



Before



After

Shadow Removal
*Art created using
Adobe photoshop,
2020*

identity

Who are you? Whether it is you as a company or you as a person, defining your own identity is key to success!

What is a logo? they're the symbol that customers use to recognize your brand/you. Ideally, you'll want people to instantly connect the sight of your logo with the memory of what your company does – and, more importantly, how it makes them feel.

We also design animated logos (GIFs). Some examples are featured on our Night To Dawn website.



Logo Designs (in order from top left to bottom right)

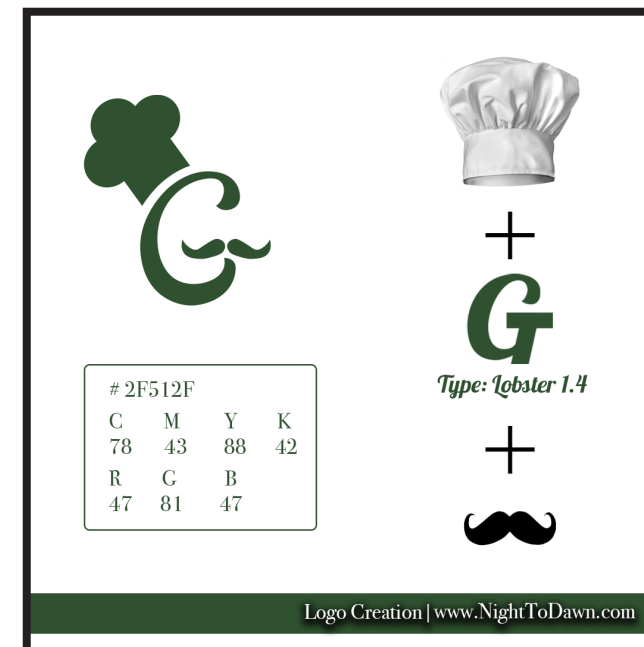
Evening Gallery (2021), The Green Chef (2021), MP Films (2021), DN2D (2020), Night To Dawn (2019), Heads in Bread (2020), PetSTRACT (2020), N2D Hair Extensions (2020), Serenity Yoga (2021)



It is important to pay attention to every detail when creating a logo design. At Night To Dawn we are aware of color choices and their special symbolic meanings. We also understand the importance of choosing a font (or fonts) wisely based on Typographic Elements that fit your specific brand. Visual images need to be incorporated into a logo that is simple for viewers to recognize but complex in all that it can portray for your company.



Morgantha's Dream Pasteries
Logo created using Adobe Photoshop and Adobe Illustrator, 2021



The Green Chef
Logo created using Adobe Photoshop and Adobe Illustrator, 2021





NIGHT TO DAWN

At Night To Dawn, we understand the importance of creating a memorable brand. Branding makes an business or individual influencial and consistent in how you are viewed, thought of, and portrayed.

Consistent messages, ideas for customer experience, and design elements guide the composition, design, and overall feelings of a brand. These key elements are then used for creating logos, websites, advertisements, and marketing messages. Make your brand stand out!

Logo Icons

The following are examples of color usage for the Night To Dawn icon design



White and Black
logo on black
background



White and Black
logo on white
background



Color logo on
black
background

Logo Space

The logo and the icon's exclusion space is equal to half of the height/width of the icon (marked "X") in the diagrams. Clear space surrounding the logo should be kept free of graphics and be a solid color that matches the logo icons.



"X" demonstrates
the space
required
surrounding the
full logo



"X" demonstrates
the space
required
surrounding the
full logo



"X" is equal to
half of the height
of the logo icon

Minumum Size

The Night To Dawn logo requires a specific size to maintain the impact and legibility of the logo.

50
px



NIGHT TO DAWN

18
mm

The full logo should never be smaller than 50 px in digital or 18 mm in print in height

30
px



10
mm

The Night To Dawn Icon should never be smaller than 30 px in digital or 10 mm in print in height



Logo Information from the Night To Dawn Branding Guide (Top)

This page of the Branding Guide was created to demonstrate the colors that may be used for the Night To Dawn logo and icon, the minimum space that should surround the icon, and the minimum size of the logo and icon that can be used for web and print. This page was created using Adobe Photoshop, Illustrator, and InDesign, 2019

Night To Dawn Business Cards (Bottom)

Original business cards created for Night To Dawn when the business was founded in 2020

Night To Dawn Branding Guide

This booklet was created using Adobe Photoshop, Illustrator, InDesign, and IbisPaint, 2019

This section of the booklet focuses on our promise of delivering high quality designs, content, art-work, and advertisements to all of our clients.



Examples of Gear in our Branding Guide

Top Right - Night To Dawn Black Hoodie

This demonstrates the logo usage and colors for our company on a hoodie, 2019

Top Right - Night To Dawn Go Mug

This demonstrates the usage of our logo and title on a thermos, 2019

Bottom Right - Night To Dawn USB

This demonstrates an alternate Title for Night To Dawn as well as the logo and title placement on a USB, 2019





Druid Booklet (Left)

This was an 8 page booklet based on Dungeons and Dragon Rules for being a druid. It was created using Adobe Photoshop, Adobe Illustrator, InDesign, and IbisPaintx, 2021

The Green ChefFlyer (Top Right)

This was created to advertise Lunch Specials for The Green Chef using Adobe Photoshop, Adobe Illustrator, and InDesign, 2021

Serenity Yoga Flyer (Bottom Right)

This was created to advertise free online classes for Serenity Yoga using Adobe Photoshop, Adobe Illustrator, and InDesign, 2021



Whether it is posters, booklets, flyers, business cards, brochures, postcards, tradeshow banners or more - We can design and print it for you!

We work alongside with multiple printing companies to assure you receive exactly what you are looking for.

Specialty printing for art is also available. We are able to design and print on clothing, pillows, wood, metal, glass, canvas, mugs, keychains, phone covers, and more. Let us know what you need printed and we will find it for you!

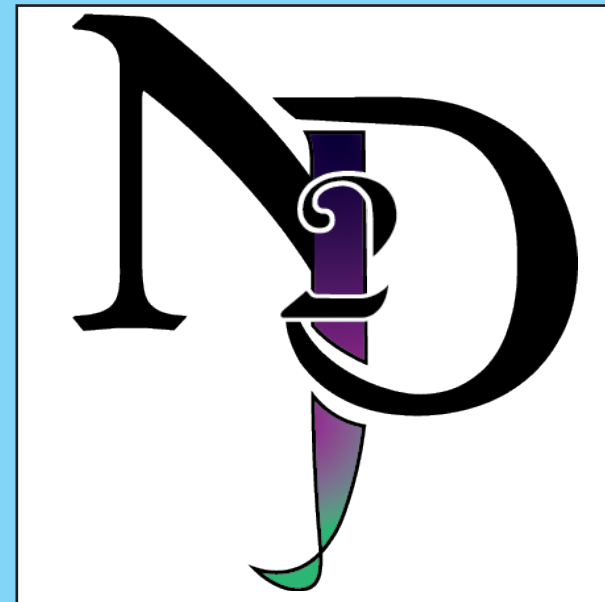
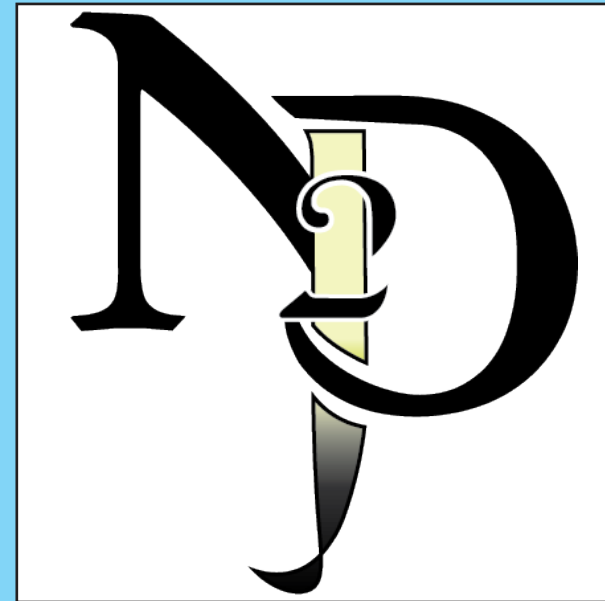
expressions with extensions

In 2020, we began working with a synthetic clip in hair extension company called N2D. We edited all of their pictures, created advertisements for Instagram, Google, and Facebook. We built the entire webpage and grew their business from the beginning until now. Check out their website at www.N2D.ca

N2D Expression Clip Ins

N2D.ca sells both Full head extensions as well as exciting single clip in pieces. Our Expression Clips are the ultimate hair accessory with unlimited mix and match potential. Every set includes 2 expression clips that are extremely easy to use. Simply clip the expression clips into your hair for an exciting change to your look!

Professional, Classy, Sexy and Fun. Its that easy!



Just The Tip - BLACK Products and Logo
Examples of pictures for the "Just The Tip - BLACK" products created for N2D. Original photography was also done through Night To Dawn. These photos were created with Adobe Illustrator and Photoshop, 2020



Aurora Products and Logo
Examples of pictures for the "Aurora" products created for N2D. Original photography was also done through Night To Dawn. These photos were created with Adobe Illustrator and Photoshop, 2020



Cotton Candy Products and Logo
Examples of pictures for the "Cotton Candyz" products created for N2D. Original photography was also done through Night To Dawn. These photos were created with Adobe Illustrator and Photoshop, 2020



FEELS JUST LIKE
REAL HAIR!

CLICK HERE TO FIND OUT MORE ABOUT OUR
NEW GENERATION SYNTHETIC HAIR



SHOP FOR BOMBSHELL TODAY



N2D Banners

These are some examples of the banners we have designed for N2D.ca. These banners demonstrate the importance of the image, placement of text, choice of color, and overall layout when creating content. Feel free to visit www.N2D.ca and check out more examples of banners created by Night To Dawn.

BIG NIGHT OUT?

LET US DO YOUR HAIR!

BEAUTIFUL LONG HAIR

IN ONLY

10 SECONDS



SHOP FOR ONYX TODAY!



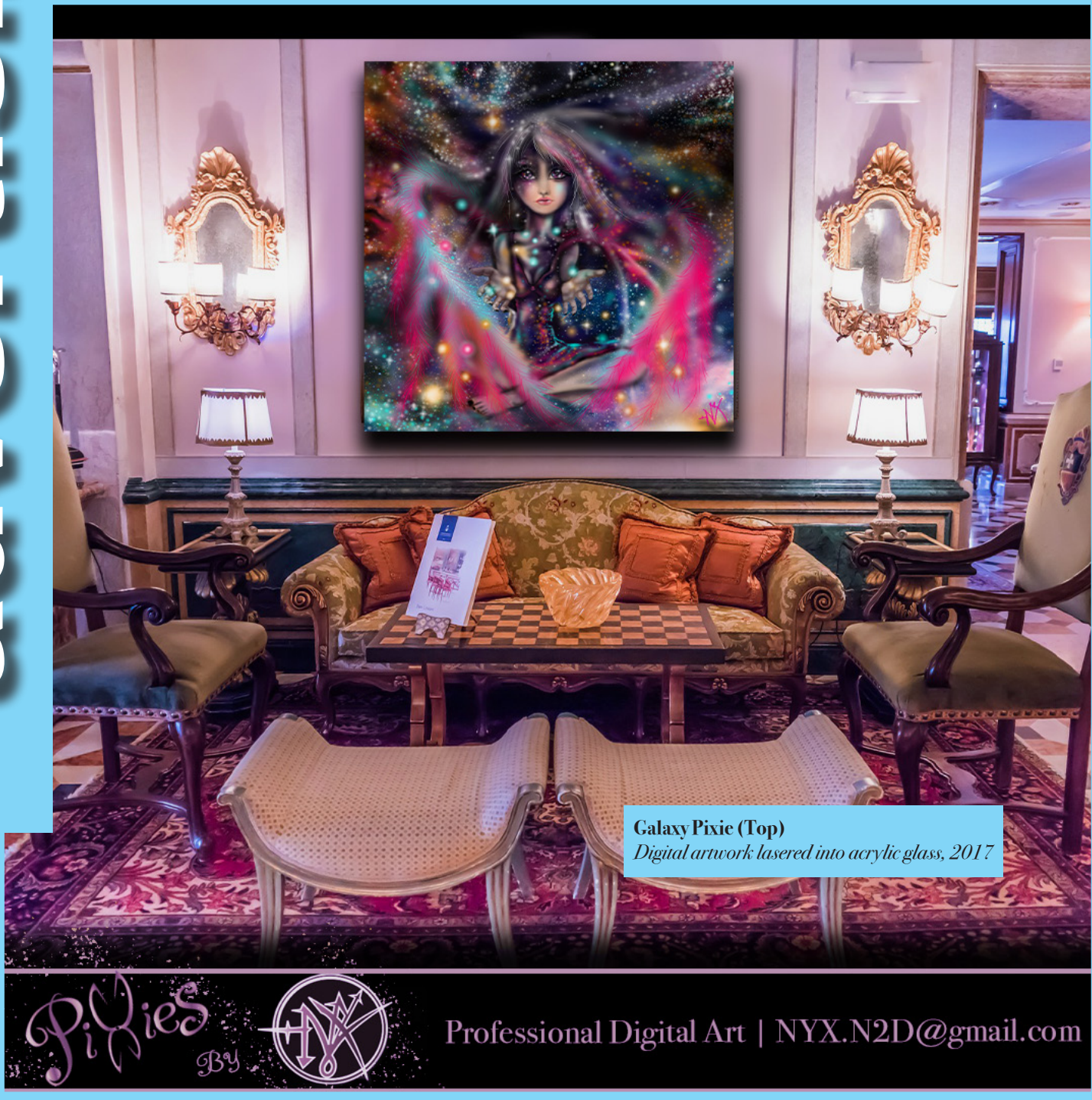
*Holiday
Savings
Event*

10%
OFF
ONYX
expression
and full head clips



Click here to shop now!





Galaxy Pixie (Top)
Digital artwork lasered into acrylic glass, 2017

Pixies By NYX Professional Digital Art | NYX.N2D@gmail.com



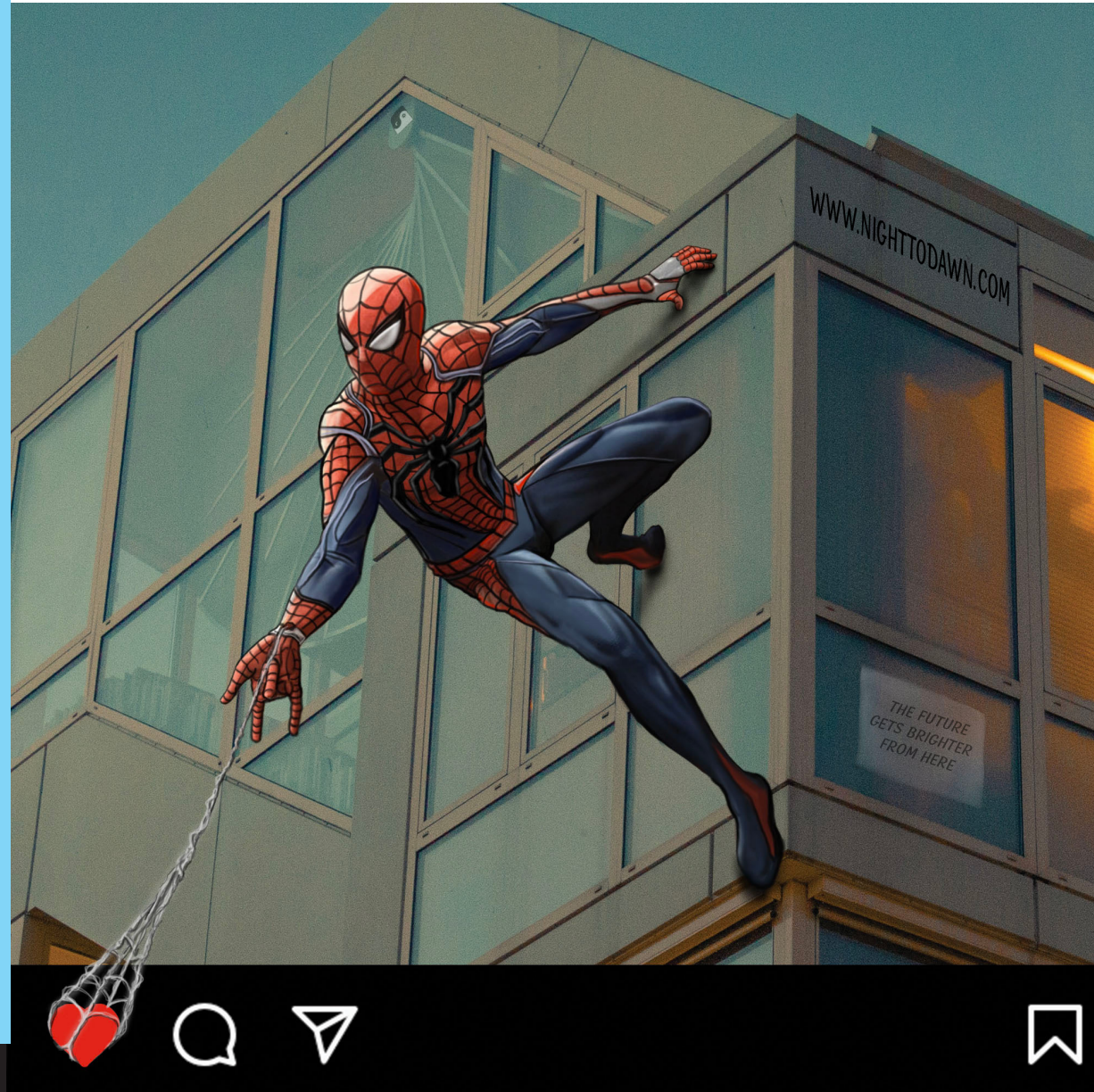
Pixies By NYX
The most recent collection of artwork by NYX includes over 40 pixies. Every pixie has its own unique look, style, and color scheme. Our goal for this advertising campaign was demonstrating how diverse the pictures are and putting the artwork in the type of room that would really highlight the piece.

Monroe Pixie (Top)
Digital artwork lasered into acrylic glass, 2017

Warrior Pixie (Bottom)
Digital artwork lasered into acrylic glass, 2016



Pixies By NYX Professional Digital Art | NYX.N2D@gmail.com



The Amazing Spiderman
*This was an Instagram Advertisement created for Night To Dawn
using Adobe Photoshop, Adobe Illustrator, and IbisPaintX, 2021*

NIGHT^{TO} DAWN

Our Business is dependent on Your Business being successful! When you Grow, we Grow!

Night To Dawn offers graphic design services including logo design, business card design, flyers, branding, content creation, and digital artwork.

We also offer social media marketing including Facebook advertising, Google advertising, Instagram advertising, SEO, SEM, Motion Advertisements, and Online Store Management.

**The Future
Gets Brighter
From Here**