



VANCOUVER COMMUNITY COLLEGE

VCC

SIMPLEXITY

DIGITAL GRAPHIC DESIGN
PORTFOLIO 2022



EVENT COMMITTEES

EVENT COORDINATION AND LOGISTICS

alice ly

fernanda wolfe

maria fernandez

INVITATIONS

andrea tate

immanuel lim

sally redecker

PHOTOGRAPHY & VIDEO

alice ly

chait singh

dylan padgett

pau pedraza

INSTRUCTORS

ashlea spitz

elaine smith

sigrid albert

SOCIAL MEDIA

jb urieta

lance barredo

mai phuong

quinn nguyen

sally redecker

SIGNAGE

lance barredo

maria fernandez

quinn nguyen

timothy lai

GRAD BOOK

fernanda wolfe

immanuel lim

jason jones

jb urieta

mai phuong



Simplexity is an emerging theory that proposes a possible complementary relationship between complexity and simplicity.



SCHEDULED EVENT FOR

SIMPLEXITY

**DIGITAL GRAPHIC DESIGN
PORTFOLIO SHOW 2022**

JULY 6, 2022, 4:00 – 9:00PM
The Bistro at VCC – Downtown



JOIN EVENT



SIMPLEX11



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DIGITAL MEDIA DESIGN
DEPARTMENT

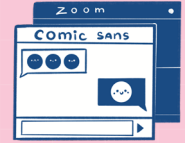
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LOVE THE FUTURE



In the past 2 years we have: moved across countries, created unbreakable relationships, changed careers, consumed way too much caffeine, tested ourselves, proved ourselves, failed and succeeded.

We have created the blueprints for our future, and the affected future of each other. This book is a quick glimpse into the countless hours we spent working not only on design but ourselves.



We dedicate this book to
~~sex, drugs, and rock and roll~~
our friends, family, and pets.



Vancouver
Community
College



Graphic Design

Class of

2022

2022

Craziest online class time:

Philippines: 12am - 8am

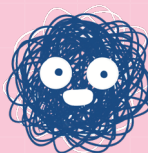
Vietnam: 11pm - 7am



Completed our
first year online
during the pandemic



16,000
total collapsing hours



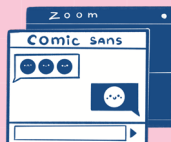
Once a week freakouts.

Worst day of the week:

Wednesday



1,834,989
Messages sent



Top 3 Coffee Shops
we spend money on:

1. JJ Bean
2. Tim Hortons
3. Starbucks



Having spent a couple of years improving
our craft as growing designers, this section
contains a diverse collection of select art
and design pieces, ~~which we finished the~~
~~night before it was due~~ the best exhibit
from the many disciplines we have learned.



ALICE LY


Hello! Welcome to my spread, I'm Alice, a junior graphic designer. I began photographing as a hobby, which led to my studying graphic design. Listening to music and watching cinematic films provide me with design inspiration.

I adore creating minimalist designs as well as performing research for the development of a brand identity. On the other hand, I'm a sucker for dry humour.

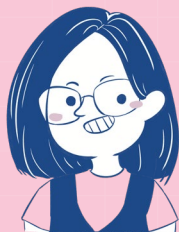
 Alice Ly

 @alice.inc

 Alice Ly

 ly.alice171@gmail.com

~ I'm not
sleeping
zzzzz ~

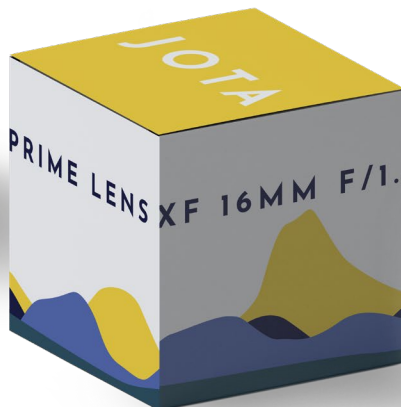


SOMNIUM

Editorial Magazine

Somnium is an interior design magazine I created during a one-month Editorial Design course. Local interior designers and artists are featured in the magazine, bringing them to the forefront. To incorporate a personal touch, the magazine's cover was captured by myself at Casa Loma on a trip to Toronto.





JOTA

Packaging

JOTA is a camera lens developer that focuses on individuals who appreciate travelling and taking risks. While creating this brand, I imagined two different packaging styles, each with a minimalist aesthetic.

One is a daring look that expresses adventure and encourages growth. The second is a style that incorporates mountains and resembles the use of a histogram in photography to obtain better balanced images.

WILDCARD

Album Collage

With a passion for music, I designed an album cover for KSHMR's song "Wildcard." While listening to the song's lyrics, I noticed a few terms that immediately conjure up a mental image. Using those words as a guide, I looked for photographs that represented them and put them together in a collage.





ANDREA TATE

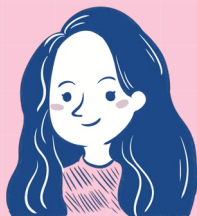
I'm a digital graphic designer especially interested in web & UI design. I love to balance the creative and technical aspects involved in design, and have found a lot of excitement in learning to add custom code for website projects.

I also have a passion for everything outdoors and I love using those adventures to inspire and influence many of my design decisions.

✉ andreamtate@gmail.com

in Andrea Tate

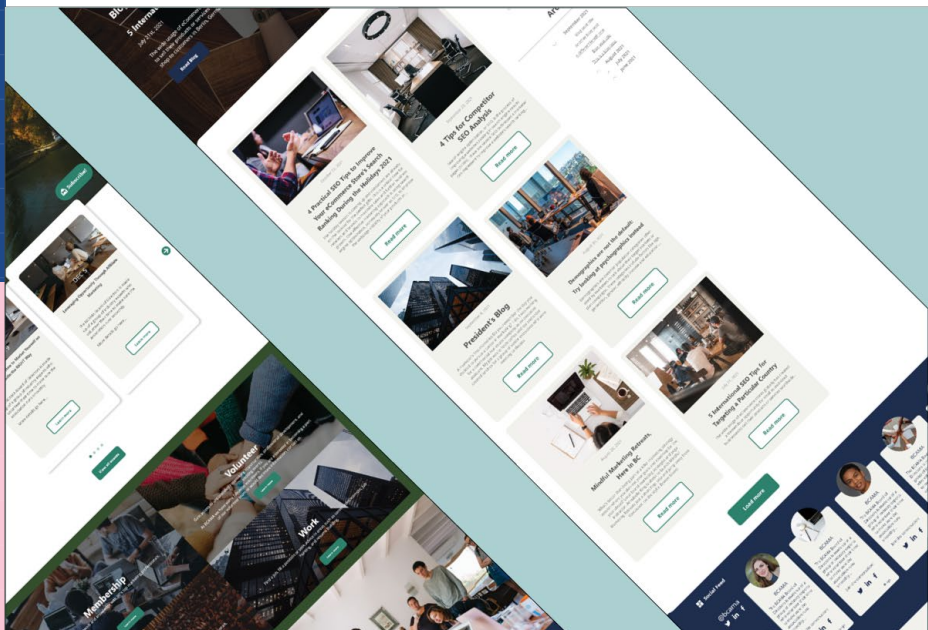
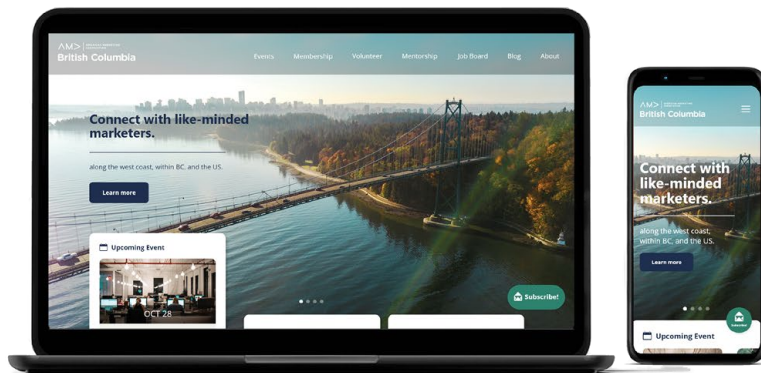
“One step
at a time.”

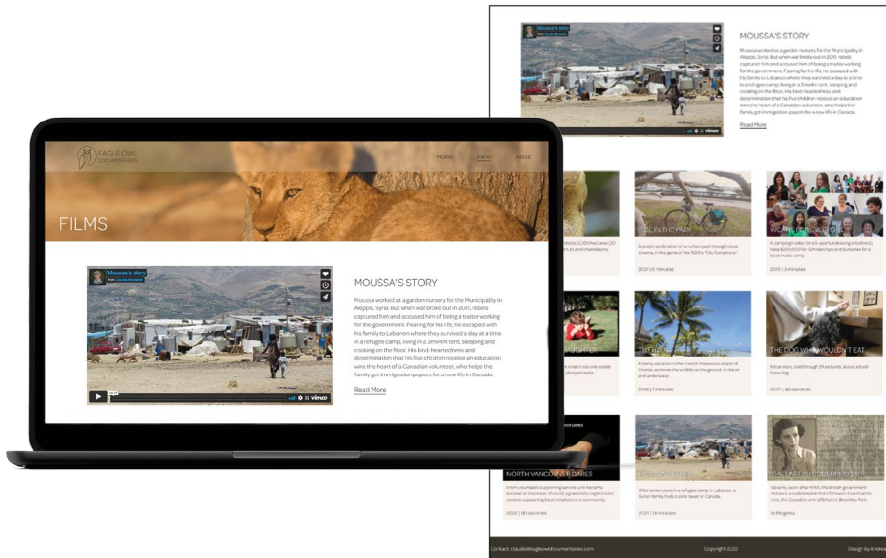


BCAMA WEBSITE DESIGN

Website design & Project Management

The BC branch of the American Marketing Association was looking for a redesign to their current website, and a better way to highlight their main calls to action. As the project leader on this team, I managed progress, communication with the client, and organized the team to produce a clean and well organized website that our client was incredibly satisfied with.





EAGLE OWL DOCUMENTARIES

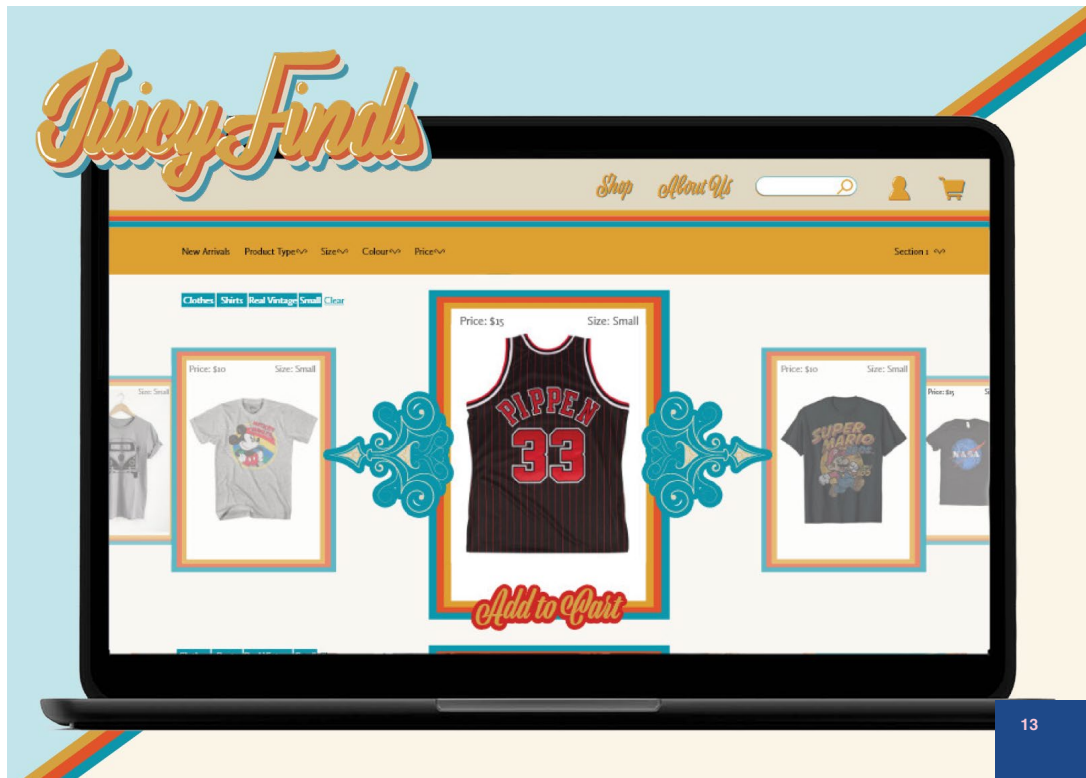
Website design & implementation

A local independent filmmaker was looking for a brand and website to boost their online presence and grow their brand. This project was a good experience for me in going through the entire design process including implementation of the website using custom code.

JUICY FINDS

UX/UI, Branding & Website design

The goal of this project was to create a unique UI design for an online thrift store experience. My team and I decided that a maximalist, bold, bright and slightly messy design was very fitting to match the feeling of thrift shopping, and so carried this throughout the entire project.





CHAIT SINGH

Chait is a Graphic Designer & Professional Photographer based in Vancouver, BC.

In design Chait loves to create content that connects with people and aspires to understand the client and deliver on their vision to his utmost capacity.

He loves listening to the clients' needs and communicating through visual media.

📷 @chait485

✉️ chaitsingh1@gmail.com

🌐 chaitpixels.com

"I didn't know
these quotes were
due today"

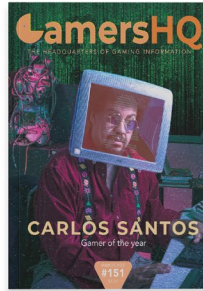


POUR-TEA ADVENT TEA BOX

Packaging Design

For this project I was asked to create a package and we were told to choose our product and concept of it. It was around Christmas season and having seen various advent products I decided to do a package for Tea around the concept.





GAMERS HQ MAGAZINE

Editorial Design

For this project we were asked to create a whole magazine from scratch and also to choose the theme of our magazine. I went with a video gaming themed magazine because it is a hobby I am passionate about.



WHAT'S IN A NAME CAMPAIGN

Poster and Social Media Content

In this project we were asked to work with a client, our client wanted posters designed for print and social media. The project requirements were to create awareness of people's names and how important it is to pronounce them correctly to pay respect to their background.





DYLAN PADGETT

Hello, I'm Dylan. I am a passionate and empathetic designer who specializes in branding. I started my design career in the culinary industry and enjoy transferring those skills to my design work.

I think every design has a story to tell and as a visual communicator, it is my responsibility to accurately tell those stories. I am always excited to find the next story.

 dylanpadgett

 @diddilyd

 dylanpadgett

 dylanpadgett.biz@gmail.com

" Yes. I am
incorporating
my cats into this
project...again. "



BRAIN BUCKET SKATEBOARD MAGAZINE

Editorial Design

Brain Bucket Skateboard Magazine is a Vancouver focused editorial magazine full of wit and personality. The main focus of this magazine was the culture and attitude behind skateboarding.





WAGNER INK AND SKINCARE

Packaging

Wagner's Ink and Skincare is a brand that focuses on individuality. My goal for the brand was to create a safe community for people who believe in self-expression.

IMPOSTER CAFE AND PROVISIONS

Branding

Imposter Cafe opened during the pandemic in 2021. They are 100% plant-based and located in the heart of Hastings Sunrise. It is a playful brand that focuses on increasing foot traffic and becoming a well known East Van staple.



we make
really good stuff.





FERNANDA WOLFE

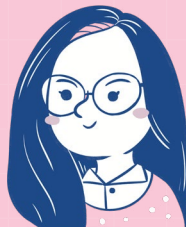
My design philosophy is to create bridges of communication between design and people. I like to work with the dreams of artists and creatives, and anyone who wants to make this world a better place. The values I express in my work are inclusivity, uniqueness and intimacy.

I communicate the soul of a company or individual. Passion is my core value and I believe that passion is a solid foundation for creators.

 fercwolfe@gmail.com

 Fernanda Wolfe

"Good ideas
are born from
bad ideas..
you just need
a lot of them."



IMAGINE SHAMPOO BAR

Packaging Design

Packaging that avoids plastic by all means! Imagine Shampoo Bar encourages kids to take care of the planet and to embrace self-love.





SNUGGLIES – MOM & BABY ESSENTIALS

Brand Identity

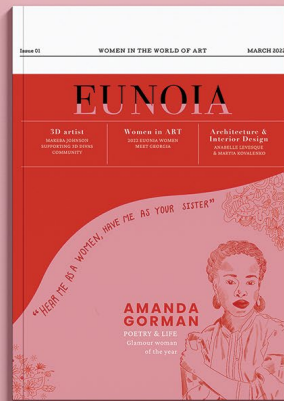
This project required the development of a logo as well as a strong brand identity. Mothers only want the best for their children, and we share that sentiment with this lovely brand.

Collaboration with:
Maria Fernandez

EUNOIA - ARTISTS WOMEN MAGAZINE

Editorial

Eunoia is inspired by the ancient Greek word that means “well mind and beautiful thinking”. This magazine focuses on the women involved in the world of art. It’s meant to inspire any woman to follow their dreams





IMMANUEL LIM

Hi, I'm Nuel. I'm a multimedia artist and designer specializing in illustration and user interface design.

Endlessly inspired by the beauty in the mundane and the lifestyle I consciously design, I love translating pop and synth-wave music into dreamy illustrations.

@art.by.nuel
immanuelvlim
artbynuel.com

"Too gay
to function
... sometimes"

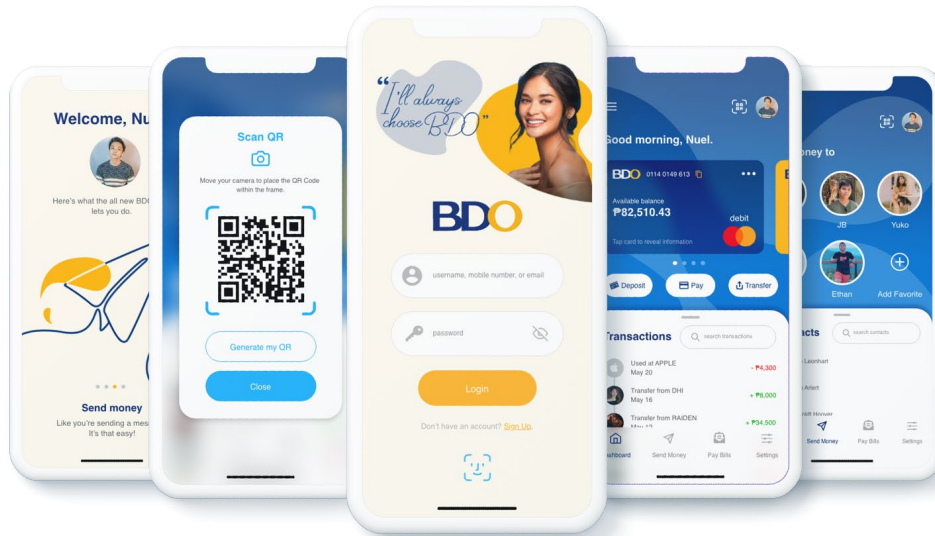


THE DYSTOPIAN

Illustration and Editorial Design

Drawing inspiration from Black Mirror, mainly San Junipero, for its vibrant portrayal of dystopian and transcendent romance, The Dystopian is an embodiment of inspired illustrations and designs created to the tune of Belinda Carlisle's Heaven is a Place on Earth.





BDO APP

UI/UX Design

BDO is the Philippines' largest commercial bank.

This project is a holistic overhaul that aims to effectively use good design as a means to solve the problem.

THE GOLD DRAGON

Digital Image & Illustration

A timeless currency design founded on the Westerosi Gold Dragon, designed by Immanuel of House Lim, for the evolving realm.





JASON JONES

I'm Jason, a graphic designer from Pitt Meadows. I like to create consistent, effective designs with a focus on communication. I have a background of studying various disciplines, from engineering to communications. It was these studies that inspired me to pursue graphic design, as it is a more hands on, practical approach to communication.

Design has changed my life. Being able to contribute to the field is an unbelievable privilege for me. I specialise in branding, stationary, print, and web page design.

📷 @jasonjones.gd

✉️ jasonjonesgd@gmail.com

"Anytime you're afraid
to try some new shit... just
remember, amateurs built
the ark, professionals built
the Titanic." - Drake



DISPEL PREMIUM CBD

Packaging Design

Boxes for 3 CBD oils. These oils vary in CBD strength and concentration. The packaging is consistent, but distinct enough to show that each oil is different. The product packaging follows all legal restrictions with respect to cannabis packaging in Nevada. This package aims to stand out on the shelf of a cannabis store, particularly to people of ages 21 – 34.





WEST COAST BROWS

Brand Identity

Logo, business card, social media posts and style guide for West Coast Brows.

West Coast Brows is a microblading service that targets women of all ages who want reliable/affordable service. Their customers value empowerment and confidence. This is a timeless identity that also represents west coast vibes.

QUÉBEC CURRENCY

Digital Image Creation/Editing

Four banknote designs for the “Dollar Québécois”, including the five, ten, twenty, and one hundred dollars Québécois. These bills were created with many factors in mind, such as visual impairment, counterfeit protection, material, and of course the rich history and culture of Québec.





JB URIETA

I am a multimedia artist specializing in graphic design, game design, and interface design.

I have worked in a variety of designer roles for local businesses to large multinational corporations.

I continuously educate myself in design and emerging technologies.

-  JB Urieta
-  @jburieta
-  JB Urieta
-  jbsurieta.com

EMI'S KICKS

Brand Identity

Emi's Kicks required a brand identity that communicates and represents the company's uniqueness, story, products, and goals as a company making high-quality, hand-crafted footwear.

Visit jbsurieta.com/emis-kicks/ to see more.



" Art bridges the gap between reality and imagination. "





ILUSTRADO MAGAZINE

Illustration and Editorial Design

Ilustrado was an editorial magazine school project. The magazine contains globally relevant editorials and news articles for young readers around the world.

Visit jbsurieta.com/illustrado-magazine/ to see more.

PHILIPPINE CURRENCY DESIGN

Digital Image & Illustration

Based on the idea: "What if the Philippines was never colonized?" The alternative country is called Maharlika, which means freedmen or warrior class.

Visit jbsurieta.com/currency-design/ to see more.





LANCE BARREDO

I'm your friendly neighbourhood junior graphic designer.

I have managed to gain a handful of experiences with poster design, branding, and UX/UI through client work over the years.

I love bringing imagination into reality.

✉ lanceebarredo@gmail.com

📷 @lance.pdf

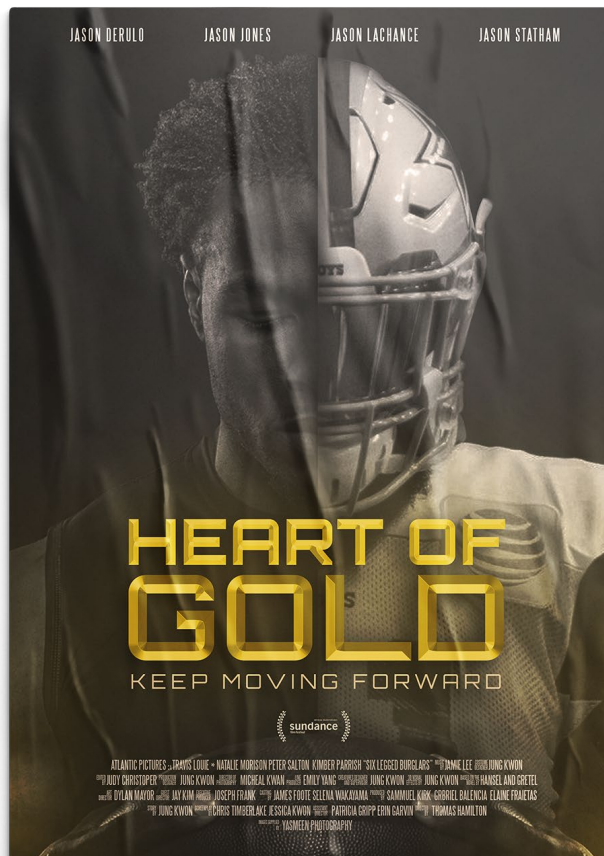
"It is what it is."

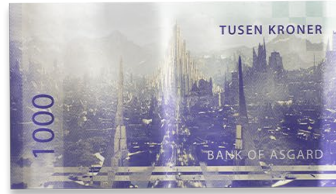


HEART OF GOLD

Poster Design

Poster design for "Heart of Gold," a fictional film about a football player who fails to meet the high standards of the big leagues. The story tells how he went from being the team's underdog to becoming an unstoppable force on the field.





ASGARD BANKNOTES

Photo Editing

Asgard banknotes from the Marvel Cinematic Universe. The goal was to incorporate elements of the Norwegian krone with Greek mythology.

URBANE

Packaging Design

Urbane is a high-end men's scent line that uses only natural and high-quality components. It's a floral scent that's excellent for a night out on the town. This scent is available in three different versions: Urbane EDT, EDP, and Parfum.





MAI DIEM PHUONG

You can call me Mai. A Vietnamese diligent self-motivated illustrator and graphic designer whose height and ambition are inversely proportional. I am 5'.

I love making designs enjoyable and alive; with me, there is no such thing as boring. My biggest goal is to keep exploring and developing myself, both as a designer and as human being

Instagram @hiam_mai

LinkedIn Mai Phuong

Website maiphuong.design

"That moment
when you save a
file as afkqjwj
and it already
exists..."

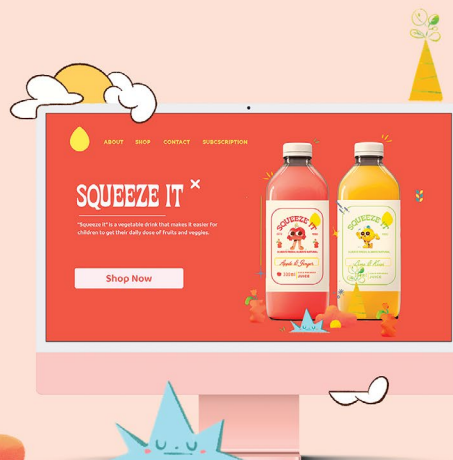
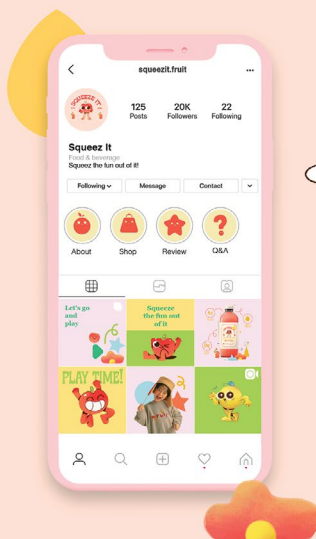


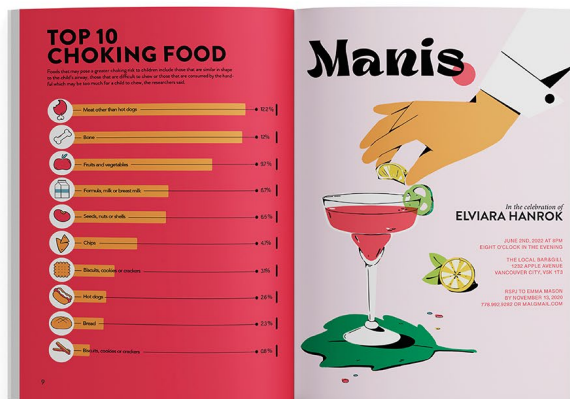
SQUEEZE IT

Branding & Packaging Design

Squeeze It is a cold-pressed juice brand specially made to appeal to both kids and their parents. I create the packaging design for Squeeze It new flavors and social media assets for the product launch.

The design has to be dynamic and vibrant enough to attract a new generation of clients.





TASTY

Editorial design/ Illustration

Tasty magazine is a food magazine that covers all the topics related to the food and beverage industry.

I illustrated simple and modern illustrations, icons related to each topic. I also design the template and prepare the print file using Adobe InDesign.

HARA HETTA

Branding

Hara Hetta is a Japanese restaurant based in Vietnam. They serve breakfast all day but offer lunch and dinner as well. Their target customers are children and teenagers from 6 to 20. I design a logo to represent their restaurant and branding elements to use for all platforms: packaging, menu, business card, uniform and website.





MARIA FERNANDEZ

Hello, I am Maria. I am a Junior Graphic Designer based in Vancouver, BC.

I specialize in vector art illustration and I create fun, cohesive, bright, bubbly designs.

My designs are heavily inspired by everything that makes me happy from shows, books, games and more.

-  designmmari
-  @mmaridesign
-  mariafernandez
-  mmaridesign.carrd.co

DONUT WORRY

Packaging, Advertising and Branding

Donut Worry is a unique shop with a small menu of 6 fun flavours and gluten free donuts. The idea for Donut Worry is to be a welcoming space for people of all ages and lifestyles at an affordable price.



The best ideas
always come

at 2AM ལ(ཨ་ཨ་)ཉ



VANILLA SPACE MAGAZINE

Illustration and Editorial

Vanilla Space is a local magazine and a space for all the coffee lovers to explore the artisan, new and hidden gem coffee shops in Vancouver.



VCC MENTAL HEALTH AWARENESS CAMPAIGN

Illustration and Advertising

These illustrations were designed to promote VCC's Mental Health Awareness Month. They were applied to hoodies for sale, as well as posters, social media posts, and stickers.





PAU PEDRAZA LECANDA

Hello! I'm Pau, a graphic designer with a professional photography background based in Vancouver. I'm originally from Mexico City, you'll find that the colors of my vibrant culture never shy away from my work.

There is no limit to my art, my ultimate goal is for the content I create to not only be visually appealing, but go beyond aesthetics, make the viewer feel and react.

 PauShootsandDesigns

 @paupedr

 paulinapedrazaec

 pauphotography.com

"Be bold, or italic.
Never regular."



MOON VEGAN ICE CREAM

Package design/Branding

Moon Vegan Ice Cream is a brand identity and package design project for a fictional vegan ice cream company. Inspired by productions like "back to the future" or "Stranger things". Moon is directed towards a nostalgic audience that looks for a retro-futuristic aesthetic. Its retro yet timeless look makes Moon Stand out among its competitors.





ALTER MAGAZINE

Editorial design/Photography

Alter is a fashion magazine that showcases 3 different editorial stories by the same photographer (me). This way I was able to connect both my photography and editorial design in a single issue.

EVERYONE CAMPAIGN

Photography / Graphic Design for [-ization] studio

Everyone is a campaign that celebrates diversity and the freedom to be, especially in a world that has been leading through exclusion. [-ization] a size and gender inclusive local clothing brand focuses on garments designed for everyone. With this editorial campaign we are proud to be an individual and proud to be part of a collective, enjoying our power of self as well as our unity.






QUINN NGUYEN

After four years in Marketing, I decided that the business world was not the best fit for me, so I started over again. And now, two years later, I am a graphic designer specializing in brand identity and illustration.

My goal is to grow even further as a brand expert who will help brands expand their presence through a variety of online and offline platforms, retire early, and become your next door crazy rich cat lady.

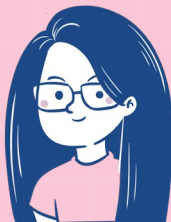
 Quinn Nguyen

 @qn0401

 Quinn Nguyen

 baoquynhnguyen0401@gmail.com

"My favorite pastime
is going to sleep
and hoping that
all problems will be
solved by the time
I wake up."



CEREUS BLOOMING TEA

Packaging Design

Cereus is a Vancouver-based tea startup company. The brand's main product line includes different herbal blooming tea blends.

The goal of this project is to create a packaging design that will represent the Cereus mission statement: "The Wonders of Nature, All in a Cup".





Beatriz Alvarez de la Cadena
Chief Technology Officer

345 - 555 Burrard Street
Vancouver, BC Canada V6V 4Y6
direct: 604.123.6543
office: 604.123.3322
cell: 604.876.3847
lab: 604.876.1234

bvalvarezelac@redact.com
redact.com



REDACT

Logo Design & Brand Identity

Redact is a company specializing in brain therapeutic technologies.

The challenge for this project is to create a logo that does not feature a brain while still conveying the brand value of healing and protecting the human mind.

Johanna Van Dusen
CEO

345 - 555 Burrard Street
Vancouver, BC Canada V6V 4Y6
direct: 604.123.456
office: 604.123.3322
@jvdusen

jvandusen@redact.com
redact.com



Richard Wu
Executive Assistant

345 - 555 Burrard Street
Vancouver, BC Canada V6V 4Y6
direct: 604.123.8902
office: 604.123.3322
cell: 778.899.0001
@rhwuredact

rwu@redact.com
redact.com



VANILLUST MAGAZINE

Editorial Design

Vanillust is a magazine aimed at the local art community of Vancouver. The publication is a platform for artists to come and share their ideas, to feature their works of art, and to host in-depth workshops that will help other aspiring students in the field.





SALLY REDECKER

I'm from Germany, which means that I love bread, potatoes and punctuality above all. When I started in graphic design, the only thing I knew was that I wanted to reach people and design for the community.

Sustainability is a big part of my life and I am always interested in how to be even more sustainable and eco friendly with my work. When I am not in front of my laptop you will find me writing postcards, reading a multigenerational book or looking for a restoration project.

@tidesofsally

Sally Redecker

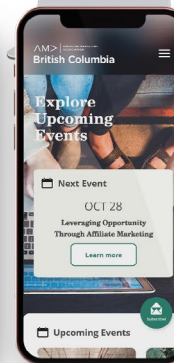
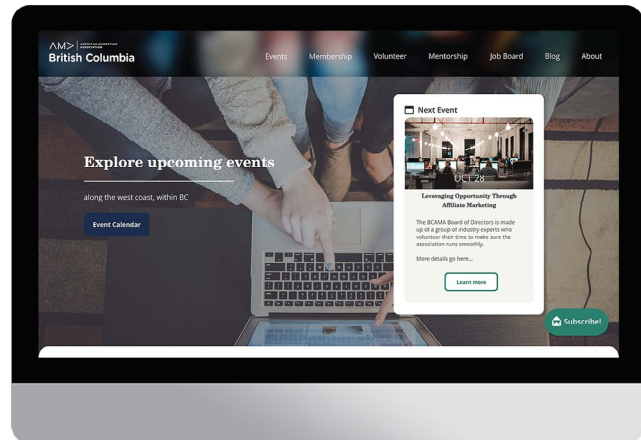
"No rain.
No flowers"



BCAMA

Web Design

BCAMA is a marketing association that wanted to differentiate themselves through their website design by highlighting BC's beauty and uniqueness. We created a modern website design with a team of 4 designers. The main goal was to increase measurable engagement based on event registrations, membership applications and newsletter subscriptions.





THE WATERING CAN SUPPLY

Advertising

The Watering Can Supply is a refillery & sustainable supplies store on Bowen Island, BC. They had recently updated their logo and branding and wanted to align their advertisement with the new style.



MINDBLOOM

Editorial

Mindbloom is a magazine focused on sustainable living and supporting small businesses. Each publication discusses a different environmental issue and features local businesses and artists.





TIMOTHY LAI

I am a multidisciplinary artist with a graphic design diploma from Vancouver Community College.

I mainly work in graphic design, but my background is in traditional media such as watercolor and drawing. The majority of my work is inspired by my culture as well as sports and music.

✉ timothylai0601@gmail.com

📷 @timothyylai

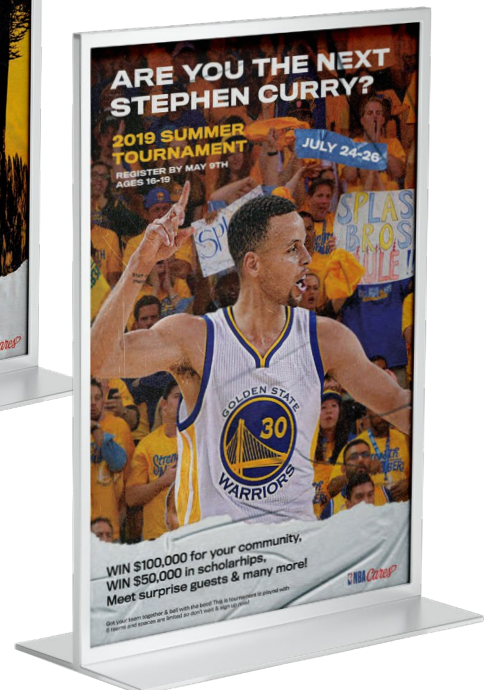
“Leave some
white space for
later to fill up.”



NBA CARES

Promotion Posters

A series of posters promoting a summer basketball tournament for youth in developing communities. My objective was to inspire kids and to believe that they can be just as good as their idols — if not better than them.





BACK TO THE 50s

Direct Mailer

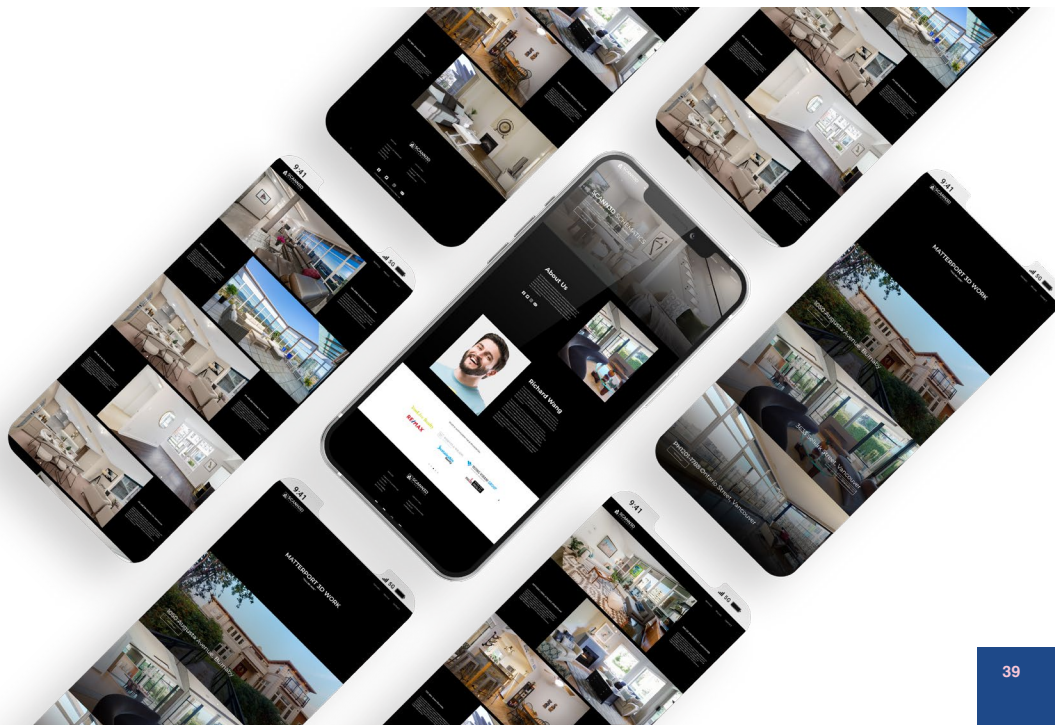
To promote an upcoming exhibit for the Museum of Vancouver, this piece showcases the beauty of Granville Street during the 1950s.

Focusing on the bright display of neon lights, I created a piece that would be unique, unforgettable, and keep the viewer interested in the exhibit.

SCANN3D SCHEMATICS INC.

Rebrand and WordPress Website

A re-brand, business card, and website for a real estate marketing company based in Vancouver. The logo and website have a 3D, animated version.



GRAPHIC DESIGN CLASS OF 2022



ALICE LY



ANDREA TATE



CHAIT SINGH



DYLAN PADGETT



FERNANDA WOLFE



IMMANUEL LIM



JASON JONES



JB URIETA



LANCE BARREDO



MAI DIEM PHUONG



MARIA FERNANDEZ



PAU PEDRAZA LECANDA



QUINN NGUYEN



SALLY REDECKER



TIMOTHY LAI



We would like to thank our teachers for their
hard work, guidance, invaluable teachings, and
running us into the ground sharing their
experiences with us.



We would also like to thank our wonderful classmates, for being so supportive, and helpful. Occasionally hearing some barks and meows on zoom made our day so much brighter. We really had a great group. We couldn't have done this without our families, and friends, who were so understanding and proud of us for all the hard work we put in.

Finally, we have to thank everyone who worked their hardest to run this program for us. We feel that the curriculum really helped prepare us for our futures in our oncoming design careers. It's been a great experience for us all, and we couldn't have done it without the support of this great program, our instructors, our families and friends, and of course each other.

DIGITAL MEDIA DESIGN DEPARTMENT**SIGRID ALBERT***Department Head (2022 – 2025)***JON BANTADOS***Acting Department Head (2021 – 2022)***ANNE EMBERLINE***Department Head (2019 – 2022)***ELAINE SMITH***Instructional Assistant***ASHLEA SPITZ***Instructor***CAROLINA BECERRA***Instructor***JANET MCDONALD***Instructor***JASON LACHANCE***Instructor***LORENA ESPINOZA***Instructor***VANESSA RUSU***Instructor***YIN MAUNG***Instructor*



Dear Design Graduates,

It has been a great honour for all of us instructors in the Digital Media Design Department to be your teachers. You have touched us with your unforgettable stories of resilience. You started the Design Diploma program in September 2020, at the height of a global pandemic, on Zoom. What was daytime in Vancouver, was the middle of the night for several of you in other time zones around the world. You all had to become friends on screen first, then finally in person. Your many talents, drive, and accomplishments, your sense of humour, your kindness and humanity, during a challenging time in human history, have forever impressed all of us. Now it's time for you to impress the rest of the world. Class of 2022, we hope to meet you again soon in the design community, this time as friends and colleagues.

All of us in the Digital Media Design Department congratulate you and wish you only the very best for the future.

A handwritten signature in black ink, reading "Sigrid Albert".

Sigrid Albert
Digital Media Design Department Head
Vancouver Community College



INDUSTRY-EXPERIENCED





The VCC Graphic Design Program offers a cutting edge curriculum that consistently reflects current industry standards. We also integrate a mentored studio environment, and students have the opportunity to work directly with public clients through Studio Nuvo. We teach our students a wide variety of skills using first class Mac technology, and the latest from Adobe's CC. Our staff includes numerous industry experienced designers who are there to help our students learn to focus their creativity in a professional environment, as well as refine their business skills.

We respectfully acknowledge that Vancouver Community College
is located on the traditional and unceded territories of the
xʷməθkʷəyəm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish),
and səliłw'ətaʔ4 (Tsleil-Waututh) Nations.

CUTTING EDGE

VCC

Digital
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Digital Media Design

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ILLUSTRATIONS BY: MAI DIEM PHUONG

**VANCOUVER
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Vancouver Community College - Downtown Campus

250 West Pender Street, Vancouver, B.C. V6B 1S9

Phone no. 604.871.7000 | 1.866.565.7820