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VERNISSAGE 2026

CASESTUDY

VERNISSAGE 2026

The Project

This project is about creating a theme alongside a variety of promotional material for the Vanier Multimedia program vernissage 2026.

The Client

The client for this project is in actuality every student that is apart of the graduating class of that year. This project had to be one that simultaneously resonates with and represents them as a collective, it had to show what that vernissage meant to every graduate.



VERNISSAGE
2026

THE BEGINNINGS

Key words

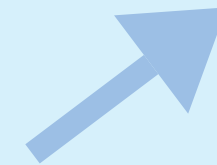
I started this project by writing down sentences and words that I thought would be representative of what the vernissage is. The more I wrote down, the more I was headed towards a definite result, culminating into the following: "A dynamic journey towards a destination".

- dynamic direction
- alive
- perspective (?)
- flow

has to make the image
feel like its going
somewhere, it isn't still
↳ guides the viewer?
focuses on a point with
energy

↳ every movement has
a goal/destination
↳ put emphasis on the
energy and process towards
that destination

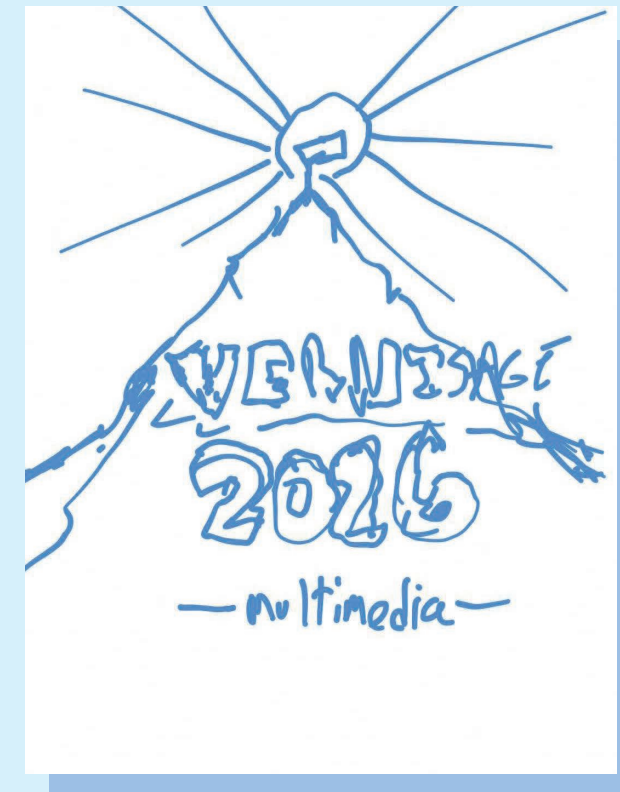
a dynamic journey towards
a destination



THE BEGINNINGS

Rough Drafts

After the sentence was determined, I opted to draw sketches of shapes or movements with a clear destination; It was mostly abstract. However, as I sketched more and more, I decided to try another approach. I tried illustrating the summit of a mountain, which was to me the first concrete concept that came to mind when I thought of a journey to a destination, as it represented reaching a peak that has been long desired and worked towards.



THE BEGINNINGS

Composition

Once I was satisfied with my rough drafts, I started creating a quick outline of the composition on InDesign to get an idea of where to place my elements and how to size them. This includes both text and the main components of my composition, including the hikers as well as the big snowy mountain.



THE NEXT STEP

Picking up the pen

Since my composition had been determined, it saved me a lot of time with creative decisions, allowing me to fully focus on properly rendering the poster. I decided to go with a hand-drawn style using Fresco, as that's the style I was most comfortable with, as well as it being quite unique compared to the styling of a typical poster. I made the poster mostly blue, with the hikers being orange to add hints of contrast to the composition, making the colors work well together.

Problem

After having drawn the poster, something felt off. It didn't feel as grandiose as I wanted it to be, especially as I wanted to depict the poster as this grand destination, an ambitious journey being embarked on. It lacked grandeur.



THE NEXT STEP

Solution

Seeing that something felt off, I went and asked for feedback from the teacher. He suggested that I simply remove the prominent hiker holding the flag. Having done that, it gave the scenery way more breathing room, putting needed emphasis on the grandeur of the mountain in the distance.

Poster completed

With the illustration being finished, all that was left was to add the typographic elements such as the date and time, the slogan, the vanier logo etc. Initially, the “VERNISSAGE” text was placed at the top without much thought. However, I later moved it behind the mountain, which really emphasized the mountain’s imposing height.



THE NEXT STEP

Different variations

The next step after having finished the poster was to modify the design to fit the various products that will be used for the vernissage. Those items included a screensaver, a badge, a pin, an invitation card, and a custom product of choice. For the custom product, I chose to make a sticker, as I could make use of the flag bearer I drew earlier before I improved the poster composition.



THE FINALE

Bringing the project to life

The final step for this project was to put all of my designs into mockups to get a realistic glimpse and preview into what the product would look like once completed. This really brought the designs to life, which made me proud of all the work and effort that has gone into this project. The results now felt tangible and complete.



THE TAKEAWAY

Capyskills

I would say that during this project, I have improved on my organizational skills. Having organized and sorted most of my files onto their own sorted folders, and regularly packaging my indesign files to keep every file in one place, I would say that I have become a level 8 in “HOS.1.3 Be Organized and prepared”.

Conclusion

In conclusion, this project has taught me that having many variations of one design that fit into multiple products truly enhances the vision of the project. Having made mockups for a wide variety of products, it made the project feel like a full fledged campaign, which felt really rewarding and brought the project to life.



