VICTORIA ROSS

PORTFOLIO

2019 - 2020

LOGO DESIGN: Operand

Software Used:
Autodesk Sketchbook for iPad
Adobe Illustrator

DESCRIPTION AND PROCESS

Discussed with a small group of students on a potential logo design for a startup project.

Project name: Operand - an operand is "the quantitiy on which an operation is to be done" and is a mathematics term. Based on this discription as well as proposed reference images, I designed the following piece to represent what I felt an "operand" was.

The group also helped to rearranged and organize the shapes used in the final design to settle on a final piece that worked well with their project's intentions.

Addtional colour schemes were also explored but the group settled on the toned down blue-green colours.

COVER ART: Big Chillin'

Software Used:
Autodesk Sketchbook for iPad
Procreate for iPad
Figma
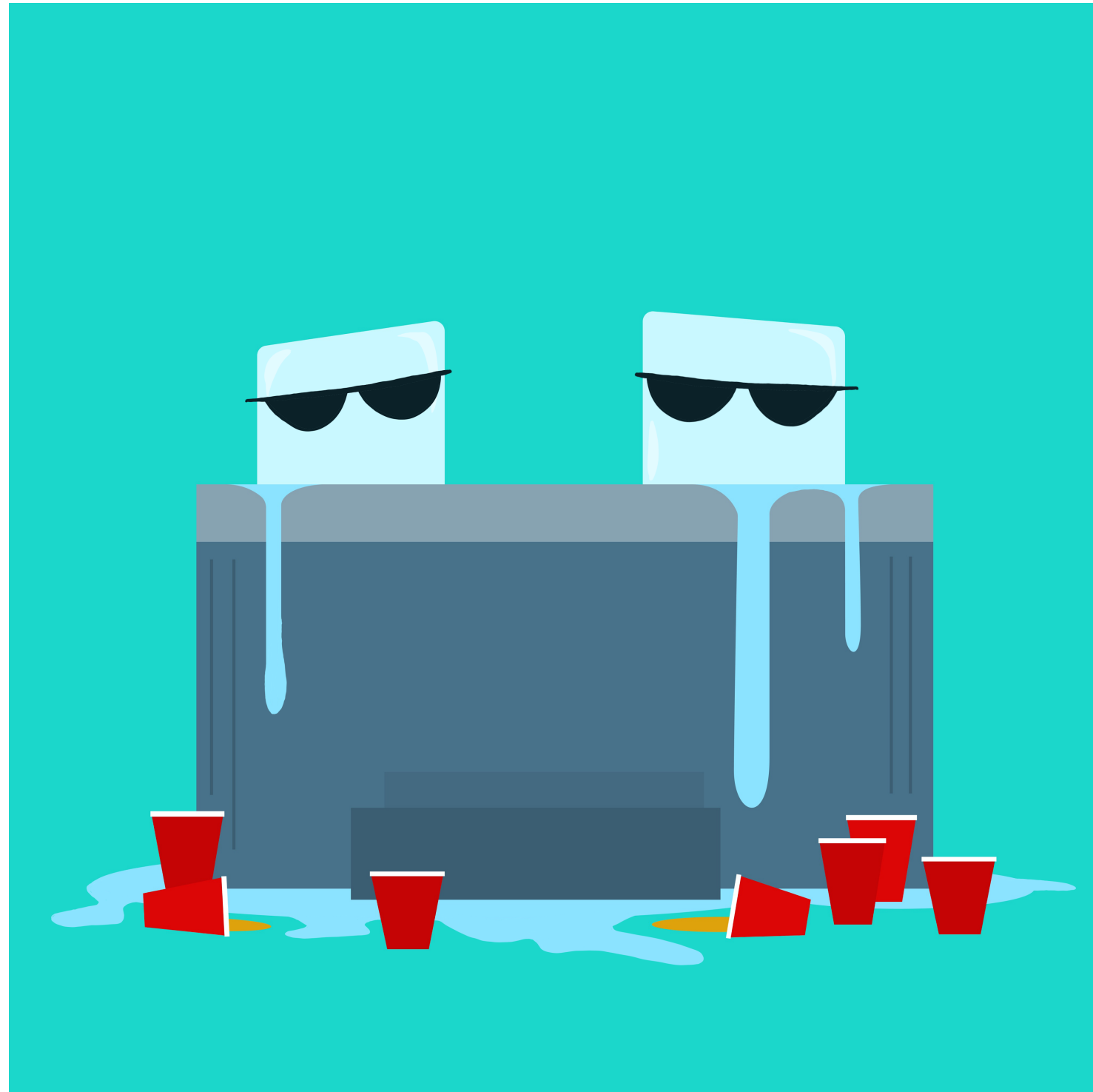
I worked closely with a close friend and their music group to design cover art for an upcoming release. Their group writes and produces hip hop music and reached out with some ideas for cover art.

After a couple discussions I proposed the following rough design: two ice cubes in a hot tub that were essentially... 'big chillin'. I felt that the design was humourous and eye catching, as well as worked well with the sound and production of the song.
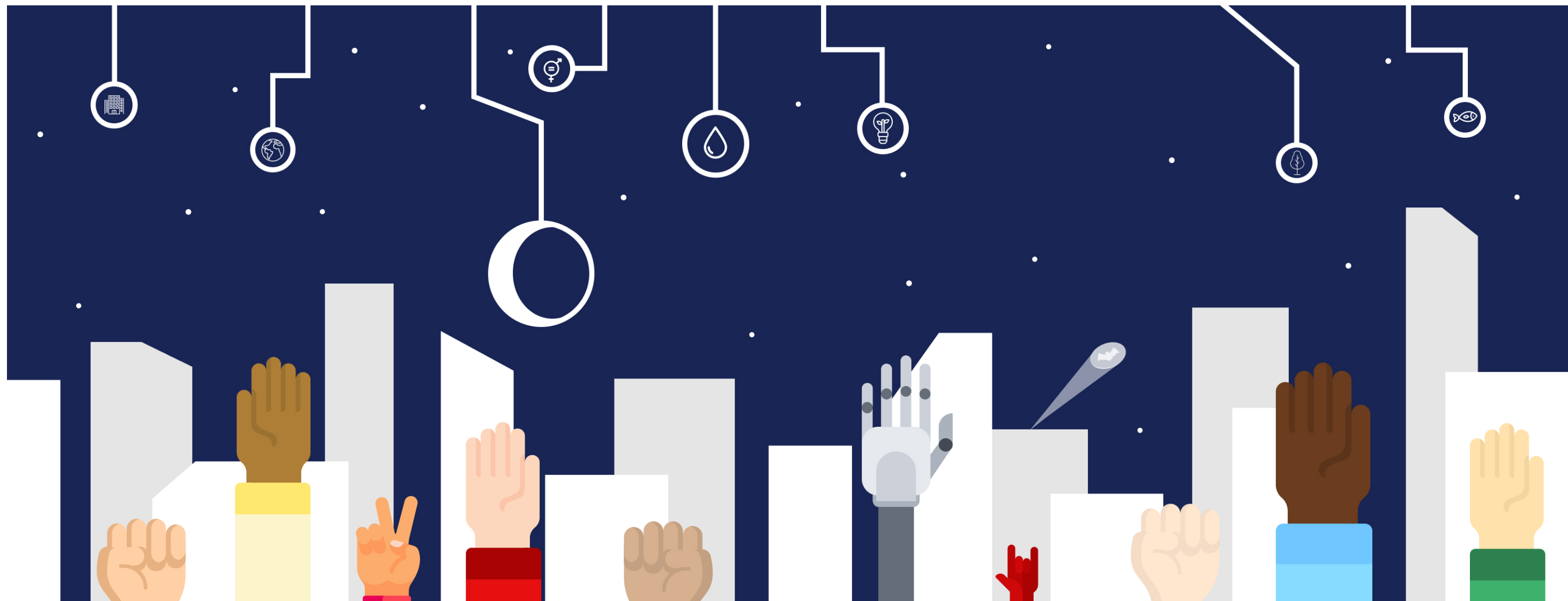
The creation of this piece was made with illustrations done on Autodesk Sketchbook and Procreate for iPad, and overall assembled together on Figma using vector graphics.

THINKTUM - Mural Design (on hold)

At the beginning of January 2020, myself and a close friend were approached by Thinktum (an innovative company based in Waterloo) to design a mural for their office space. We visited their office several times to discuss with the owner and other employees what sort of ideas they wanted represented in their space.

We proposed them with two concepts outlining what their vision was and after a discussion this was the final proposal we presented. In our eyes, it represented all the values the company stood for while still including some personality and uniqueness to the design. This was designed and put together in Figma.

Unfortunately, this project has been put on hold due to Covid-19 - we would have begun the painting in early March 2020.

CHOCOLATE LABELS: Portal Promotion

Software Used:
Adobe Illustrator
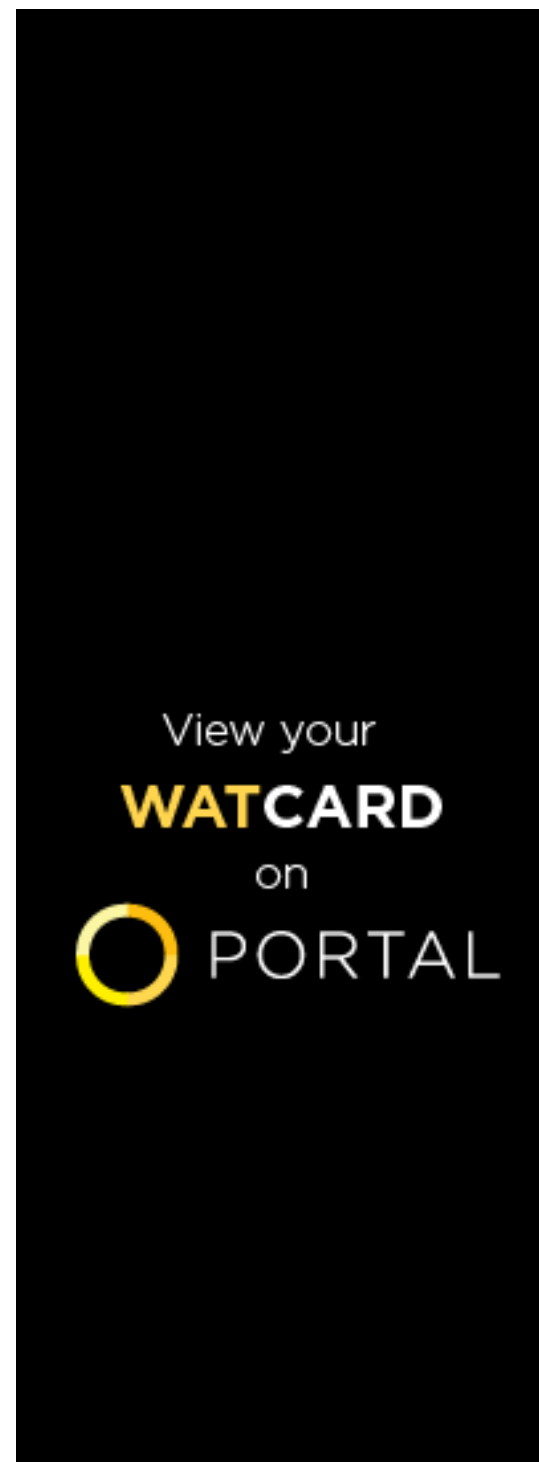
To promote Portal's Watcard feature, the Portal team organized for labels to be created for small chocolates. I was given a template for the sizing and organization of the chocolate labels and prepared a few options for the Portal team (which are shown below).

These chocolates were wrapped in the final label (shown on the left) and given out to students at DC, and are also handed out to students who visit the student success office.
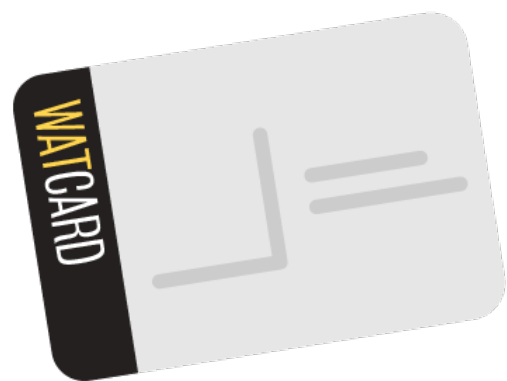
**NOTE: this project was intended for print at a very small size thus please mind the lower quality images.

Cultural Relativism

What is Cultural Relativism?

Cultural relativism is not judging a culture to our own standards of what is right or wrong, strange or normal.

What can international students do?

Don't shy away! Canadian music, food and life experiences may be different, but remember culture is relative. Try not to judge Canadian practices by what you know back home. Instead ask questions and be open minded.

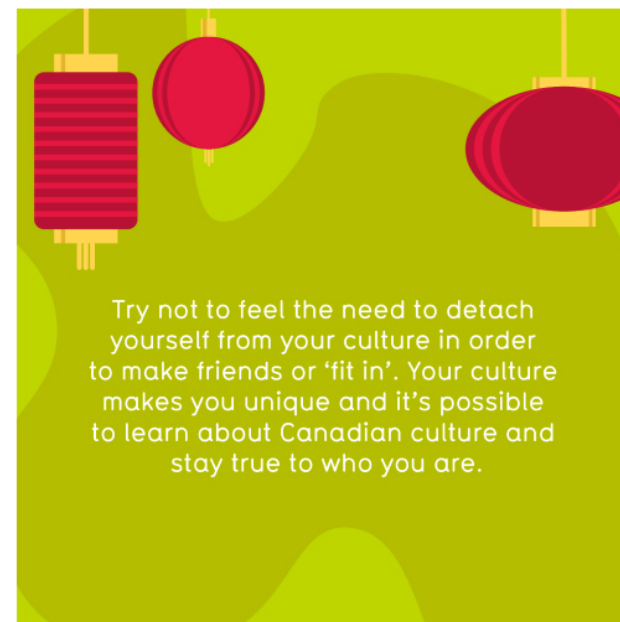Try not to feel the need to detach yourself from your culture in order to make friends or 'fit in'. Your culture makes you unique and it's possible to learn about Canadian culture and stay true to who you are.

What can domestic students do?

Don't mock – your international friends may have an accent or difficulty understanding your references, but don't belittle them for it. Instead of making a joke, take the chance to engage in a cultural exchange. Ask them about their culture and vice versa.

Call out other people that may mock or belittle your international friends for their culture. Whereas you might not think anything of it, knowing that there is someone in Canada that is willing to stand up for them and their culture is extremely powerful.
Be a voice!

INSTAGRAM GRAPHICS: Cultural Relativism Micro Blog
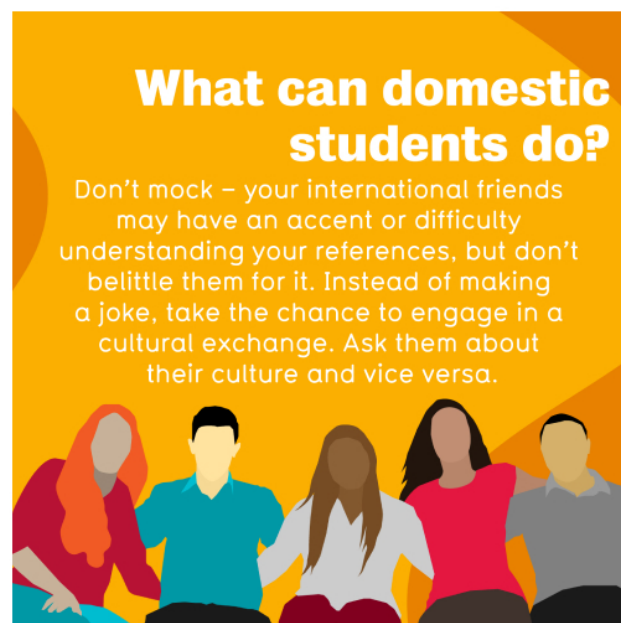
Software Used:
Adobe Illustrator

DESCRIPTION AND PROCESS

These graphics were created for the @UWaterlooLife instagram's upcoming microblog post to recap the Cultural Caravan. The content and visuals were inspired by Western University's post acknowledging how to welcome international students.

Each piece and their graphics was individually built in Adobe Illustrator. I began searching for free stock images and icons to get an idea of what the style of the graphics should be. I was aiming for something simple and colourful that would catch the student's eyes when scrolling through their instagram feed.

The colour choices used were taken from a couple of the University's faculty brand colours to still have an element of the school present in the visuals. The colours are familiar to the student body but still have a fresh and vibrant look to them.

The 2020/2021 parent calendar was the highlight of my Winter 2020 co-op term. Each year, the University of Waterloo provides parents and famillies with a parent calendar that outlines their student's first year. The calendar lists helpful resources and important dates, and also acts as a souvenir and piece of UWaterloo swag.

During the 4 months of my co-op term at the University of Waterloo, I worked on this project from start to finish, and controlled the entirety of the redesign.

Upon the completion of the project, the leading supervisor on the design request was preparing to submit my final design for design awards under the CASE (Counsil for Advancement and Support of Education).

Software Used:
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Acrobat

NEW STUDENT TRANSITION: *Parent Calendar 2020-2021*

September 2020

SUN	MON	TUES	WED	THURS	FRI	SAT
	1	2 International Orientation	3 International Parent Orientation	4 First Year Orientation Begins / Parent Orientation	5	
6	7 Labour Day (University Holiday)	8 Classes Begin	9	10	11	12 First Year Orientation Ends
13	14	15	16 WUSA Welcome Week	17	18	19
20	21	22 First day of Fall	23	24	25	26
27	28	29	30			

COACHING FOR SUCCESS

- University academics typically require more independent learning than high school, more readings and more assignments. How is your student adjusting to their classes and workload?
- This might be the first time your student has lived with people outside of the family. Have they introduced themselves and begun to set ground rules with their roommates?
- Home sickness is common, but it doesn't happen to everyone. How are they adjusting to their new home?

SEPTEMBER 2020

uwaterloo.ca/sso/parents

January 2021

SUN	MON	TUES	WED	THURS	FRI	SAT
					1 New Year's Day	2
3	4	5 Classes Begin / Co-op Work Term Begins	6	7	8	9
10	11	12	13 WUSA Welcome Week	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

NEW YEAR, NEW TERM

- Ask your student how they feel about their first term. Is there anything they'd like to focus on in the upcoming term? If they have specific goals in mind, encourage them to create SMART goals.
- Starting university can feel overwhelming, so many new students try to prioritize academics in the beginning. Now that they have some university experience, encourage them to explore different clubs, student societies or perhaps a part-time job.
- Some students will be starting their first co-op work term and might be feeling a bit nervous. Check in about how their first work day went!

JANUARY 2021

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PARENT TOOLBOX

Resources to know about based on FAQS from students

ACADEMIC

If your student...	Refer them to...
Has questions about their academic program, including: pursuing a minor, changing majors, dropping classes	Academic Advisor
Has questions about course registration or transfer credits	The Centre
Needs accommodations for an assignment or exam	AccessAbility Services
Will miss an exam or assignment deadline due to illness	Campus Wellness
Is having difficulties keeping up with course readings, preparing for tests, or balancing their time	Student Success Office - Peer Success Coaching
Needs help with a writing assignment or presentation	Writing and communication Centre / Instructor's office hours
Needs support in a specific course	Drop-in tutoring / Tutor Connect

HEALTH AND WELLNESS

If your student..	Refer them to...
Feels ill	Campus Wellness - Student Medical Clinic
Has questions about their student health and dental insurance	Campus Wellness / Waterloo Undergraduate Student Association

FINANCIAL

If your student...	Refer them to...
Has questions about OSAP, other provincial funding, awards and bursaries, scholarships, work-study, emergency loans, tuition fees, promissory notes, tax receipts, RESP or UHIP	The Centre
Is looking for scholarship opportunities	Undergraduate Awards Database

CULTURAL

If your student...	Refer them to...
Has questions about their visa or immigration status	Student Success Office - Immigration Consulting
Wants to learn more about Canadian culture and connect to an intercultural community	International Peer Community / International and Canadian Student Network / International Student Guide
Wants to connect with other students who share their cultural background	Waterloo Undergraduate Student Union - Clubs
Is looking for spiritual connection and support	Waterloo Chaplains
Wants to connect with the Waterloo Indigenous Student Community	Waterloo Indigenous Student Centre
Is interested in study abroad or exchange opportunities	Student Success Office - Go Abroad / Student Success Office - Global Experience Certificate

uwaterloo.ca/sso/parents

SUPPORTING HEALTHY STUDENTS

The University of Waterloo is striving to enhance the student experience and prepare to world-ready graduates of tomorrow. We are inviting parents to join us in supporting students through this crucial initiative.

The University of Waterloo has made it a priority to help out students thrive. Donations in support of student wellness will fund programming aimed at stress management strategies that encourage health promotion, and tools to help students navigate the resouces available on campus.

Donor support has allowed us to:
- Provide 78 additional staff and faculty in advising roles, with mental health first aid training
- Create two programs for our student-athletes to provide mentorship and opportunities.
- Fund "Thrive Week" each October

To made a donation call: **1-800-408-8715** or visit: **waterloo.imodules.com/studentwellness**

RECOGNIZING THE SIGNS OF MENTAL HEALTH CONCERNS

It is not uncommon for students to need help from a mental health professional at some point during their time at University. There are many different signs of mental health concerns:

- A sudden disinterest or absence from class
- Patterns of perfectionism
- Deterioration in physical appearance
- Excessive fatigue
- Noticeable self-harm marks
- Statements indicating distress or intent to self-harm
- Difficulty controlling emotions
- Sudden social withdrawal
- Expressions of hopelessness

University of Waterloo has several resources available to support students in different situations. Campus Wellness offers medical appointments, individual counselling, workshops, seminars, group therapy, and peer-to-peer support. If you are concerned about your student's health and need urgent help contact UW police services at 519-888-4567 ext. 22222 or check this listing: uwaterloo.ca/campus-wellness/urgent-help-and-emergency-contacts

HOUSING

Waterloo Residences and Housing Staff can help with topics like:
- The difference between living on campus and off campus
- Living in residence as an upper year student
- Finding and securing a place to live
- What to expect when it comes to lease agreements, deposits, utilities etc.

Full sample PDF available upon request

I am KNOWLEDGEABLE APPROACHABLE AVAILABLE

I am your **ADVISOR.**

I care about your success.
I respect you.
I want to help you meet
your goals.

I am your **ADVISOR.**

I support student learning and development. I provide students with curricular advice, guidance in exploring options, a place to communicate questions and concerns, and the opportunity to receive referrals that fit with their individuals needs.

I am your **ADVISOR.**

ACADEMIC ADVISING supports students' learning and development by providing students with academic advice, guidance in exploring options, a place to communicate questions and concerns, and the opportunity to receive referrals that fit their individual needs.
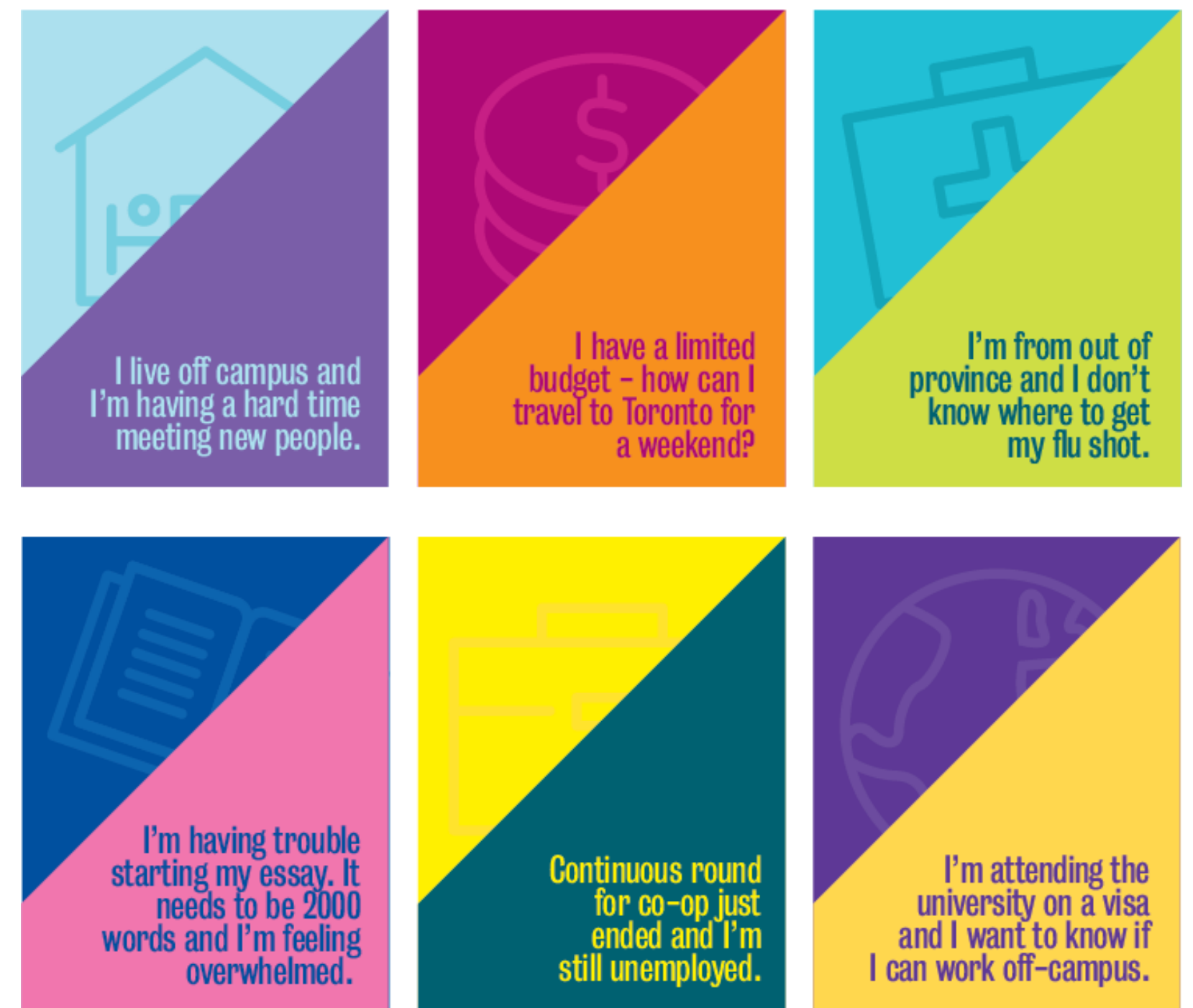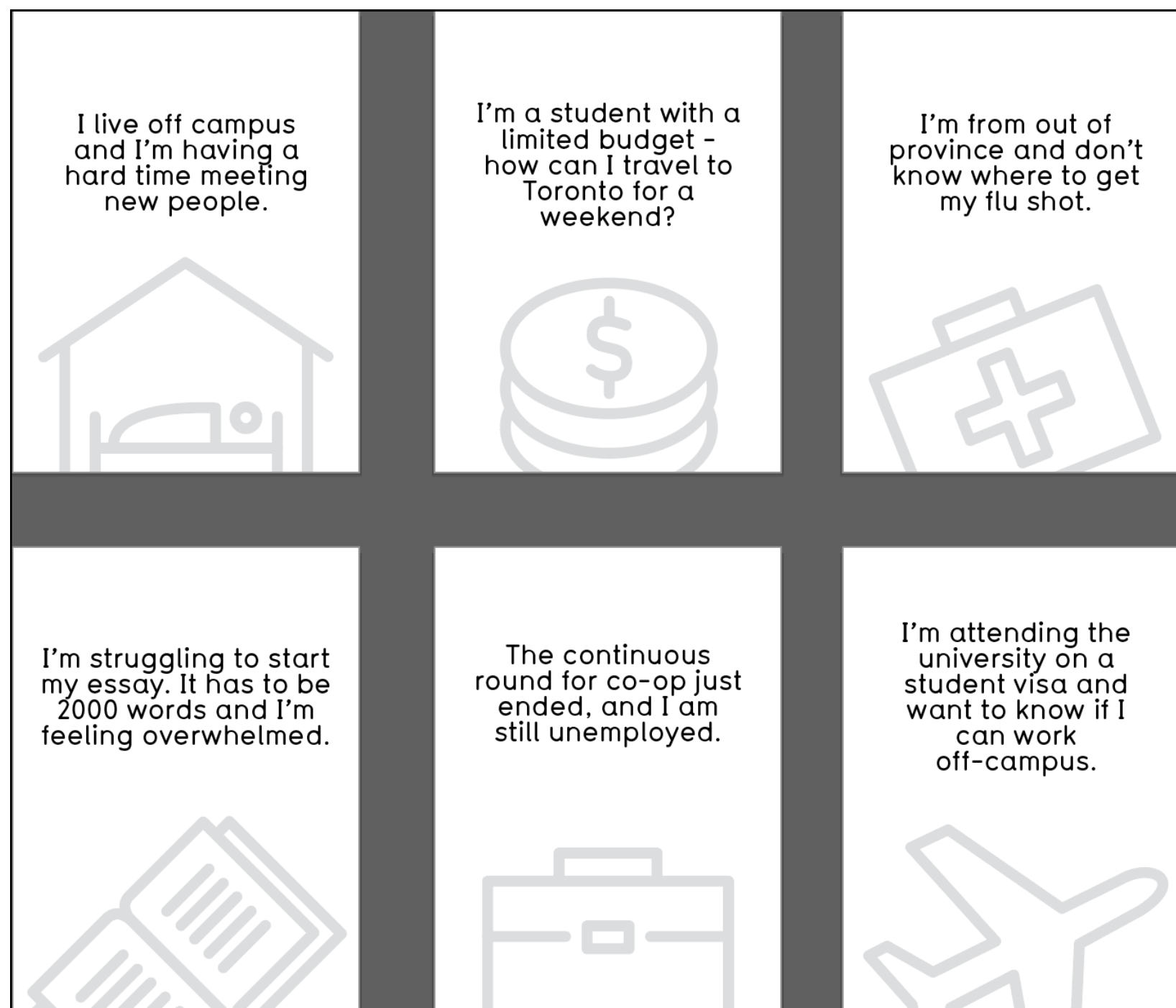
POSTER DESIGN:
Academic Advising Posters

These posters were designed for an upcoming Advising conference in late April (printing on hold due to Covid019).

My supervisor challenged me with this project to design a poster utilizing only typographic elements - and these 4 posters were the final designs.

Software Used:
Adobe Illustrator

PLAYING CARDS: Conversation Scenarios

I live off campus and I'm having a hard time meeting new people.

I'm a student with a limited budget - how can I travel to Toronto for a weekend?

I'm from out of province and don't know where to get my flu shot.

I'm struggling to start my essay. It has to be 2000 words and I'm feeling overwhelmed.

The continuous round for co-op just ended, and I am still unemployed.

I'm attending the university on a student visa and want to know if I can work off-campus.

I live off campus and I'm having a hard time meeting new people.

I have a limited budget – how can I travel to Toronto for a weekend?

I'm from out of province and I don't know where to get my flu shot.

I'm having trouble starting my essay. It needs to be 2000 words and I'm feeling overwhelmed.

Continuous round for co-op just ended and I'm still unemployed.

I'm attending the university on a visa and I want to know if I can work off-campus.

These two concepts were proposed for an existing activity update. These cards list scenarios that student may experience while attending University. The conversation cards are used to help promote discussion and open conversation for students who are struggling.

The full deck contains 42 cards with different prompts and scenarios categories into 6 common areas: Housing, Finance, Health and Wellness, Academic, Co-op and Employment, and International Student Support.

These two concepts were submitted for the activity redesign - one more simplistic and undertoned and the other more vibrant and colourful.

PERSONAL ILLUSTRATIONS

FOR MORE PLEASE VISIT:
https://www.instagram.com/vic.took.this/