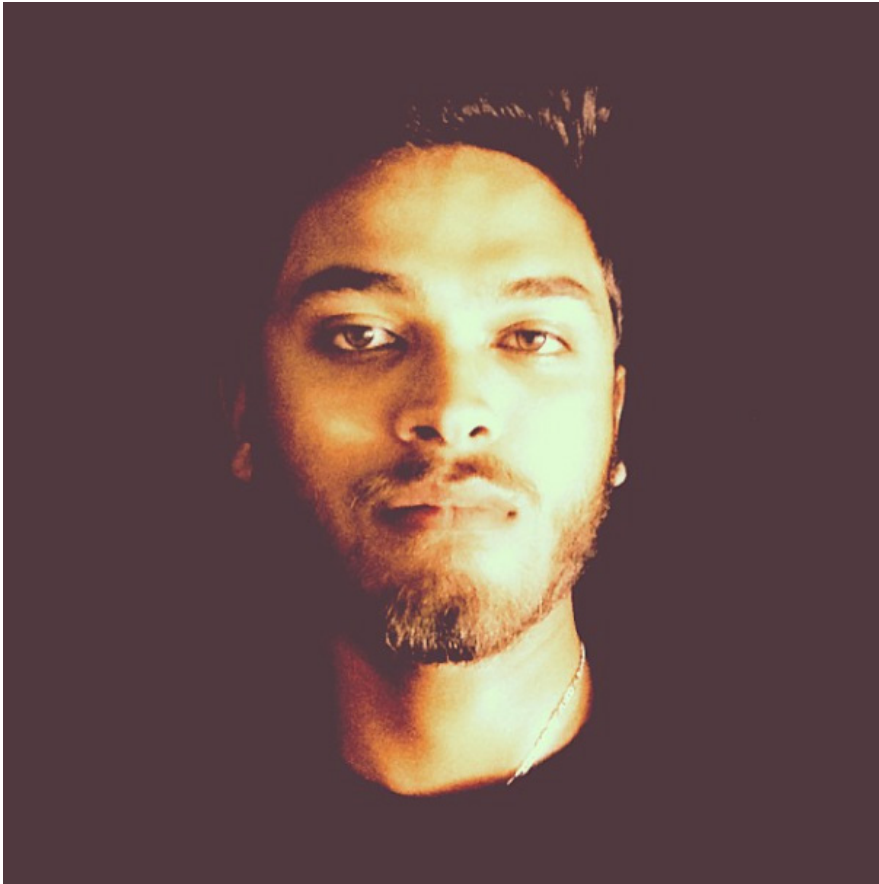




ARTISTIC DIRECTION
+
STRATEGY & CONCEPT DEVELOPMENT

FAIZ
TARIQ

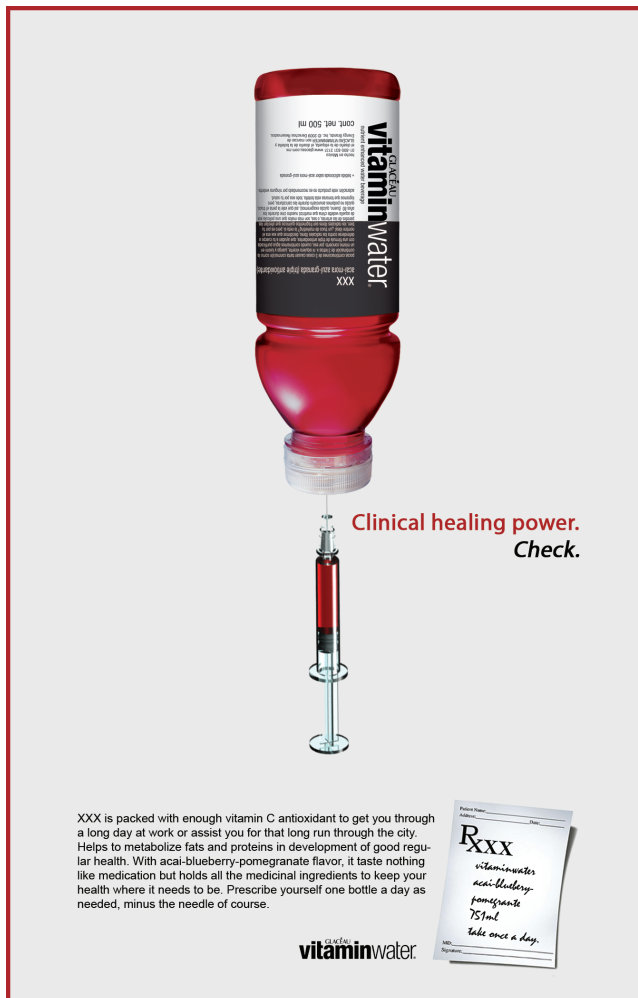


ABOUT ME

Before I even knew what the word meant, I was always told that I'm creative. I've always been very visual and have learned best from watching and studying through sight. I did realize one thing about myself from a young age; the fact that I possess a high opinion/standard of design and substance within physical existing matter. I've always had the urge to critique things like architecture, furniture, restaurant decor and menus and just about everything else that exists to the eye. My eyes have been trained to distinguish good aesthetic from poor aesthetic or lack thereof. Throughout the years I've learned good design principles with respect to content, proximity, colour palette and more.

I also pride myself on the ability to generate clever and unique ideas on instinct. I very much enjoy team brainstorming sessions and it has been one of the many things that I'm glad I learned in my college career.

I believe advertising should be just as beautiful as the product that it aims to convey to an ever-changing audience and market. I also believe in better stories that connect to the audience on an emotional level.



In this concept I wanted to first and foremost convey the health benefits of Vitaminwater. The brand makes different flavours which have their own respective effects for the discerning consumer. I chose to work on their 'XXX' flavour as one of my concepts for the brand. This specific flavour helps with tissue formation and healing wounds among balancing general body maintenance.

I wanted to stay consistent with the brand's edgy copy and overall vibe thus, the ad shows in exaggeration that the drink is powerful enough to heal the body as if it were medicinal.

I kept the layout minimal as I do with most of my ads and chose to add a small element by the copy that would replicate a doctor's prescription note.

FA I Z
T A R I Q

POP + TRANSIT

100% cravings.
0% calories.



Try our new, naturally sweetened,
grape-raspberry flavour
available now in zero calories.

**BUY ONE,
GET ONE FREE.**
FOR A LIMITED TIME ONLY.



This piece is a point-of-purchase poster for a grocery/drug store and/or for bus shelters. The layout remains consistent with the product colour palette and fonts are carefully selected to compliment layout and branding of the brand.

Vitaminwater zero provides all the known benefits with an added bonus of zero calories. I wanted to position the messaging towards fitness/health conscious women whom are looking for an alternative to pop.



Monster is one of the leading job classifieds on the web. Their mission statement is to provide a hub for people and professionals to find more than just jobs but rather, lifelong careers.

I wanted to replicate the feeling of happiness that occurs on a wedding day and relate that to the feeling of achieving a career where you can feel just as happy as your wedding day, every day.

The wedding dolls in this case are replaced with a bobblehead of someone at a director/manager level. The headline also works hand in hand with the visual to convey messaging completely.

FA IZ
TARIQ

PRINT + ONLINE

16 family members. 24,200,000 megapixels. 1,000 words. Unlimited years of memories.



D5100
Starting at \$529.00

Nikon

Nikon has been the trusted camera for great looking family pictures. For this strategy, I was able to source a photograph taken with a Nikon SLR camera to produce the ad.

Nikon cameras boasts high quality when it comes to megapixels. This gave me the idea to work with numbers, where numbers are important like the number of people in a family.



Pick proudly in Ontario.



Pick proudly in Ontario.



This objective of this campaign was to raise awareness of local farming operations and organizations as well as to increase sales of apples from Foodland.

The strategy for this campaign came from a personal place as I've been going apple picking with my family for the last ten years. Thus, I thought showcasing photographs of people apple picking will not only raise awareness of the benefits of apples yet also cross promote local apple farms where the apples are sourced from and available at Foodland. This strategy serves as more than just consumers resulting in purchasing apples but having potential consumers pick their own apples to convey the experience factor.

The headlines worked well with the visuals to showcase the different kinds of apples. The specific names/types of apples were also worked into the headlines to captivate a sense of story behind the photographs themselves. "Pick proudly in Ontario." was later developed as a slogan and branding for the campaign.

FA IZ
TARIQ

SINGLE ARTWORK COVER



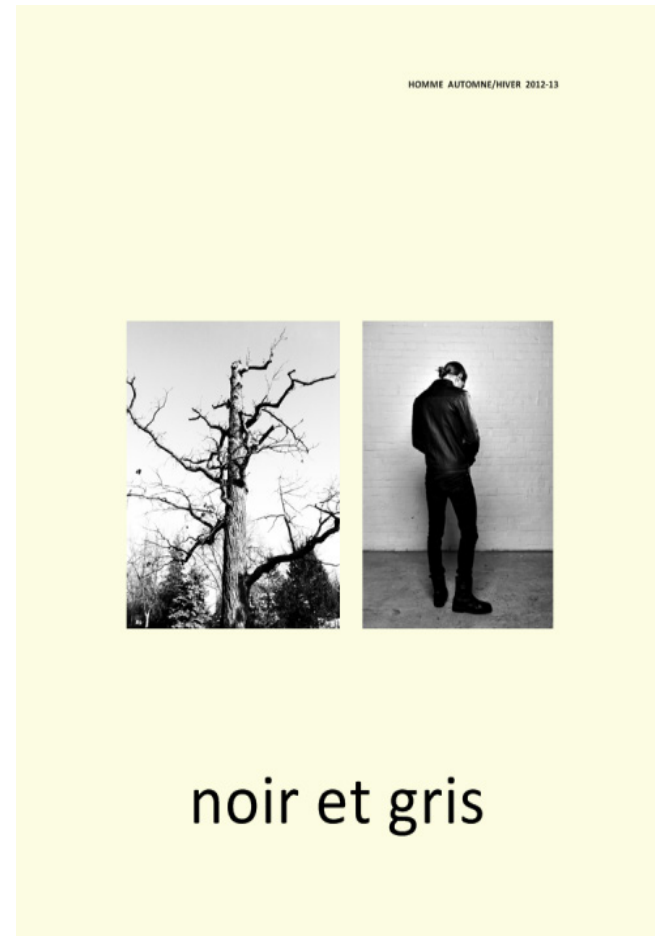
FAIZ
TARIQ



The following covers are for an artist signed to OVO Sound/Warner. These pieces followed a conceptual approach to typography. I love playing with letters to see how they can work in irregular harmony and still display the the artist's branding and audio/visual material. I also developed tour merchandise for PartyNextDoor's first tour and continue to update the online web experience for the R&B/Alternative singer.

FA IZ
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STREET LEVEL + ONLINE



FA IZ
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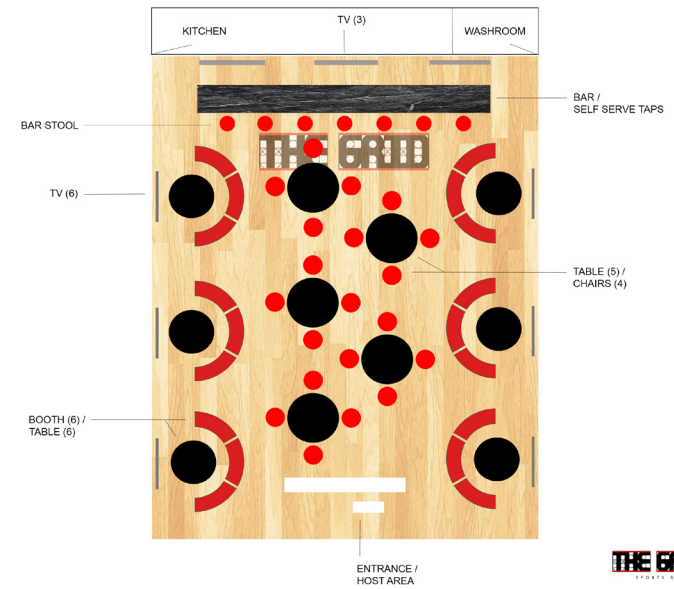
noir et gris

Noir et Gris is garment/lifestyle company I founded in 2009. I developed the branding and advertising after much research of some of the world's most sought after luxury brands. The positioning of the brand was a high-end streetwear segment with focus on minimal aesthetic. The advertising for the brand followed the same rule as the brand's products. The following pieces were used to raise awareness of new menswear/womenswear collections. They were used in two types of media; online and as glued street level posters.

Throughout developing the advertising for my own brand I learned a lot about layout and print and will continue to utilize those skills for projects in the future.

FA IZ
TARIQ

RETAIL CONCEPT



FA IZ
TARIQ

RETAIL CONCEPT (ADVERTISING)

COUPON



COME WATCH
GAMES ON
DEMAND.

ONLY AT
THE GRID.

Receive 10% off with this ticket.

GAME TIME!

THE GRID
SPORTS BAR

1011 Upper Middle Rd E,
Oakville, ON L6H 4L2
(905) 849-4722
THEGRIDOAKVILLE.CA



SECTION	ROW	SEAT
VIP	1	10



**FRONT ROW SEATS
ALL THE TIME.**

Watch all the Away
games at Home.

ONLY AT THE GRID SPORTS BAR
thegridoakville.ca

THE GRID

TRANSIT SEVENTY POSTER



The Grid is a retail concept for a fresher more modern approach to a traditional sports bar. Through personal experiences, I found that there weren't any sports bars that offered the consumer the control that we now have with other media platforms such as Netflix to watch what we want, whenever we want.

Thus came the idea for the The Grid; a restaurant that offers on demand sports watching per booth and allows the party full control to pick and switch simultaneously between games and also access the menu on the same screen.

The branding for the restaurant is very sports minded and uses sport references throughout. For example the logo was developed with hardwood courts, fields in mind. The logo features lines and circles that represent boundaries on the playing field.

The advertising for the restaurant was also very sports influenced; the coupon was to replicate a ticket to a hockey game. The seventy bus poster is the exact view you'd expect sitting front row at a hockey game through the glass, being the windshield on the driver's car in this case.



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