

TMUTAGA

BRANDING: UNITY

Last year, we focused on **emerging** into something new— **TMUTAGA**.
This year, we asked **who** is TMUTAGA?

What makes TMUTAGA are the individuals who make up our team.
Those who bring us together. Those who are the future of our industry.

Inspired by neon lights and street art of our home: Toronto, Canada...

YOU are TMUTAGA.



CATEGORIES

This year, we're competing in:

- Technical Paper Publication
- Journal Design
- Publication Production
- T-shirt Design & Production
- Package Production
- Website Design



TECHNICAL PAPER PRODUCTION

Selected Papers:

- Impact of Fluorescent Toner On Profiling and Extended Colour Gamut. *By Rebecca Karton*
- Exploring an Inclusive Digital Experience for Individuals With Disabilities: Leveraging Generative AI For Web Accessibility on Digital Assets. *By Aisharja Chowdhury*
- An Analysis of Sustainability and Sustainable Material Options for 3D Printed Prototypes. *By Jasmine Dawdy*
- Braille Standardization In Pharmaceutical Packaging: Advantages, Disadvantages and the Potential Benefits for Canadians. *By Sophie Dreu*
- Implementation of Reverse Vending Machines in Toronto to Improve Circular Economy. *By Sara Khalili*

JOURNAL DESIGN

Overview:

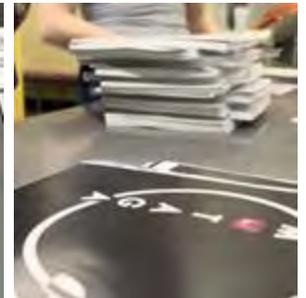
- Each executive team member designed a **U** which is featured throughout the journal
- 8 different versions of our cover
- Black & white, with vibrant pops of colour
- Canadian emblems
- We are united, while being individually **U**



PUBLICATION PRODUCTION

Overview:

- Cover: 8 different versions, printed on a Landa press, clear varnish embellishment
- Dust jacket: die cut reveal window, printed on a Landa press, soft touch laminate, clear varnish embellishment
- Sticker sheet bound in at the end of the journal
- NFC tag attached to inside front cover
- In-house production:
 - Printed interior pages and sticker sheets, perfect bound and trimmed
- Outsourced production:
 - Covers & dust jackets printed and finished at Brodnax C21 Printers



T-SHIRT DESIGN & PRODUCTION

Design:

- Back design *unites* both Toronto and Boulder
- Front design incorporates branding
- Bright bold colours on a black t-shirt



Production:

- Customized size of design based on shirt size
- Entirely in-house production
 - Printed on heat transfer vinyl, applied with heat press



PACKAGE PRODUCTION

Design:

- Black outside, vibrant inside
- Call to action icons on sides of package (NFC)

Production:

- Two level custom insert for journal & t-shirt
- Die cut reveal window for U designs
- Double sided lamination
- 2 NFC tags embedded inside each package
- Entirely in-house production
 - Printed on vinyl, laminated, die cut & assembled



AUGMENTED REALITY DESIGN

AR Components:

- Respective NFC tags connect to different AR experiences & our website
 - 2 per Package
 - 1 per Journal
- Corresponding icons to prompt scanning
- Created in-house
 - Womp & Zapworks



WEBSITE DESIGN

Design:

- Animated intro video
- Enhanced user experience
- Cross-media interactivity
- Consistent with branding
- Focus on accessibility and user-friendliness:
 - Streamlined organization of information
 - Audiobooks for each publication, centralized on one page



Scan to view our website!



OUR DONORS

BRODNAX
21C Printers

Landa DIGITAL PRINTING

Spicers

 Penguin
Random
House

LEVELUP VR
TORONTO

Graphics Canada

KK PURI

Graphic
Communications
Management
at The Creative School

Toronto
Metropolitan
University

SOCIETY of
CREATIVE
SCHOOL

The image features several decorative wireframe ribbons. One blue ribbon curves from the bottom left towards the center. Another blue ribbon curves from the top right towards the center. A red ribbon is intertwined with the blue ribbons in the top right corner. A grey ribbon is also visible, intertwined with the blue ribbons in the top right corner. The ribbons are composed of overlapping circular or elliptical shapes, creating a mesh-like appearance.

THANK

U