

# WELFOUNZINS

Slug  
Gutter  
Pica  
Black  
Registration  
Spot-Color  
Separation  
Trapping  
Anchor  
Playground  
Building  
Reasoning

Imposition  
Overprint  
Knockout  
Makeready  
Balance  
Parent  
X-height  
Harmony  
Grayscale  
Hickey  
Moiré  
Set-Off  
Halftone  
Dots  
Points  
Glossary  
Tweak  
Paper  
Voice  
Impact  
Focus

Ink-Density  
Proof  
Press-Check  
Holdout  
Smoothness  
Opacity

Baker, Eimi  
Burke, Emely  
Dodin, Laureline

Strategy  
Hierarchy  
Concept

Trim-Size  
Die-Cut  
Scoring

Interval  
Coherence  
Randomness

Doolan, Natasha  
Fraser, Cahleil  
Kang, Linna

Creep  
Emboss  
Deboss

Saddle-Stitch  
Perfect-Bound  
French-Fold

Gate-Fold  
Laminate  
Aqueous-Coating

Foil-Stamp  
Spot-UV  
Varnish

Cycle  
System  
Solution

Graph  
Color  
Layout

Type  
Label  
Texture

Contrast  
Composition  
Image

Shape  
Exploration  
Magazines

Space  
Dynamics  
Grid

Persona  
Recognition  
Syntax

Thinking  
Context  
Outcome

Brief  
Curation  
Gestalt

Research  
Audience  
Structure

Experience  
Storytelling  
Awareness

Imprint  
Status Quo  
Archetype  
Symmetry  
Gamut  
Spectrum

Journey  
Framework  
Subversion  
Perceptual  
Psychological  
Sociological

Struggle  
Reliability  
Constraints

Hand-Feel  
Geometry  
Cohesion  
Logo  
Signature  
Blindprint

# **SPIN OFF**

DAWSON COLLEGE  
GRAPHIC DESIGN 2026

## **BRID NIC NIOCAILL** DEAN, CREATIVE AND APPLIED ARTS

I started working at Dawson in 2010, and at the end of that first semester, I remember being very impressed by the Graphic Design graduating vernissage; in fact, I still have the catalogue of that exhibition. Now, 16 years later, I find myself being asked to contribute a few words to that catalogue as another cohort of graphic designers graduates.

Your journey to graduation may have been as circuitous as mine to becoming Dean, or perhaps it's been straightforward, driven by a passion for design. I have no doubt that it required devotion, late nights, and some determination to make it this far, and it's likely that it'll take more effort to fully master your craft.

Your three years at Dawson have provided you with the foundation to achieve your vision, but as with any craft, you will refine and develop your talents for many years to come.

As Milton Glaser said, “There are three responses to a piece of design—yes, no, and WOW! WOW is the one to aim for.”

I look forward to hearing about your “WOW” for many years to come.

Congratulations.

## **MARVIN HARDER** CHAIRPERSON, GRAPHIC DESIGN

This exhibition presents finished work, but it also reflects the process behind it. Getting here has not been straightforward. There have been challenges, uncertainty, and moments when ideas resisted resolution. Much of that work happened in relation to others—through critique, conversation, and shared space.

This is a group made up of many distinct personalities. That range brings energy and different ways of thinking through problems. Engaging with those differences has strengthened the work, and it's consistently rewarding to see students learn from one another through discussion and feedback.

A consistent challenge in design is knowing what to do when something isn't working. The most rewarding approach is to stay with it: identify what's unclear, define the problem, and make it functional. That thinking is evident throughout this exhibition, and it's one of the most important things to carry forward.

We've had the opportunity to watch that development unfold over time—seeing ideas sharpen, confidence build, and each of you establish your own way of working.

As you move forward, keep that approach. Your work is for the client—but it has to hold up for you. Make it work—and make it worth it.

Congratulations.

AAHD DRABI	6	HEEWON KIM	32
ADEL BOUDADI	8	JEANNE KITBALIAN	34
AKI PHAM	10	JOANNE GIL	36
AMY YI	12	JULIANA WU	38
ANDRIANA VASSILAKIS	14	LAM KY ANH (FALÉ) DO	40
ARIANA PARDAVÉ TELLO	16	LAURELINE DODIN	42
CAHLEIL FRASER	18	LINNA KANG	44
CHRISTINE SY	20	MAY-LEE ABEL	46
ECATERINA KIOSSE	22	MEHDI LALLAOUI	48
EIMI BAKER	24	MIA KYLA SALAZAR	50
ÉMÉLY BURKE	26	NATASHA DOOLAN	52
EMILIA PIAZZA	28	XHALIA MARTINEAU	54
GURDEV GREWAL	30	YASMINE MERABTI	56

**CITY TALKS**  
A poster promoting a series of talks  
hosted by Heritage Montreal.

Promotion



**BELOW THE SURFACE**  
A seafood cookbook for the more  
refined palate.

Publication

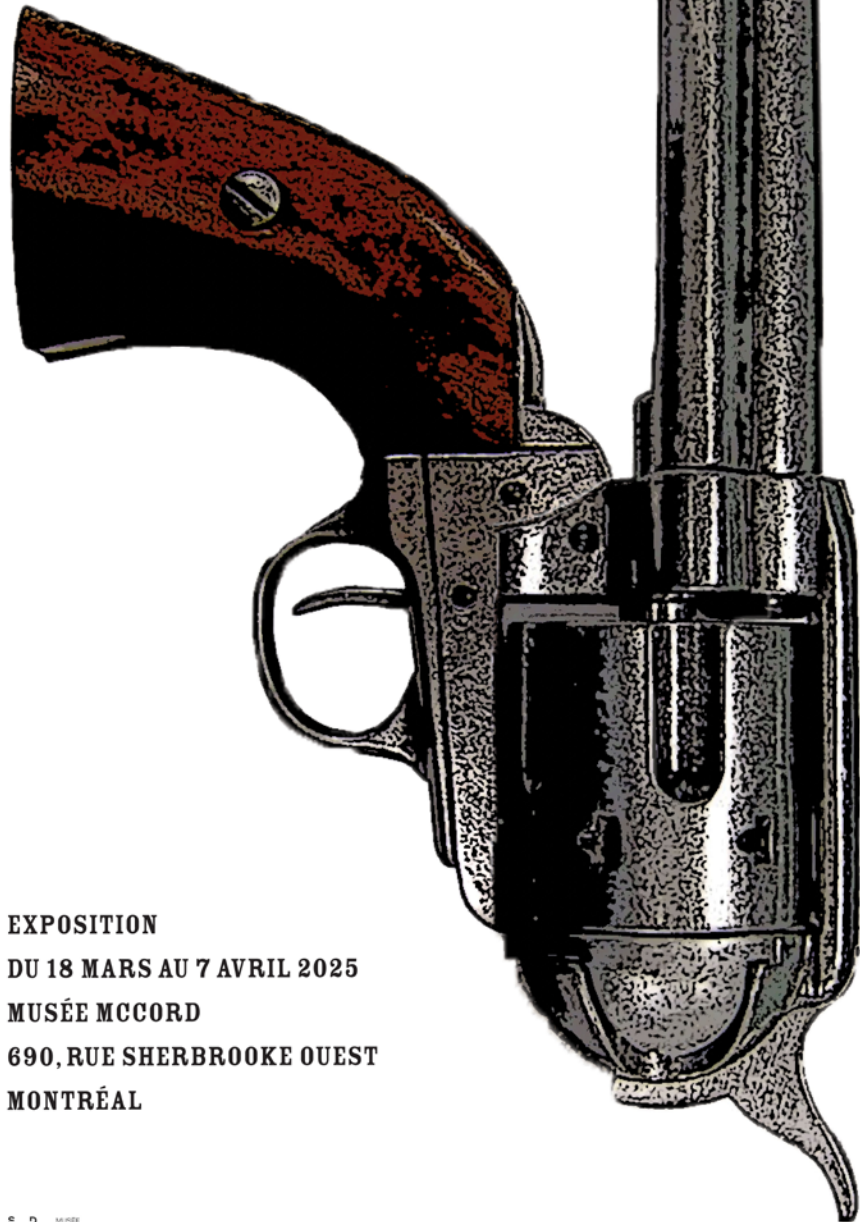


**NÉO-ROMANCE**  
Conceptual vinyl design inspired by  
Stréllaki's album "Néo-Romance".

Promotion



# POUR UN MONDE SANS ARMES



EXPOSITION  
DU 18 MARS AU 7 AVRIL 2025  
MUSÉE MCCORD  
690, RUE SHERBROOKE OUEST  
MONTREAL





Promotion

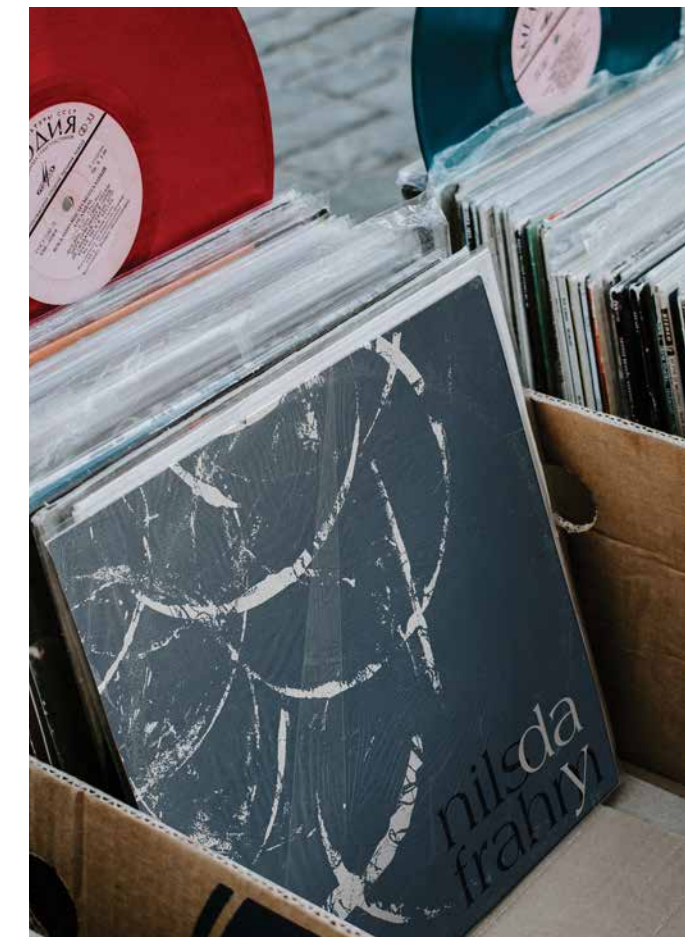
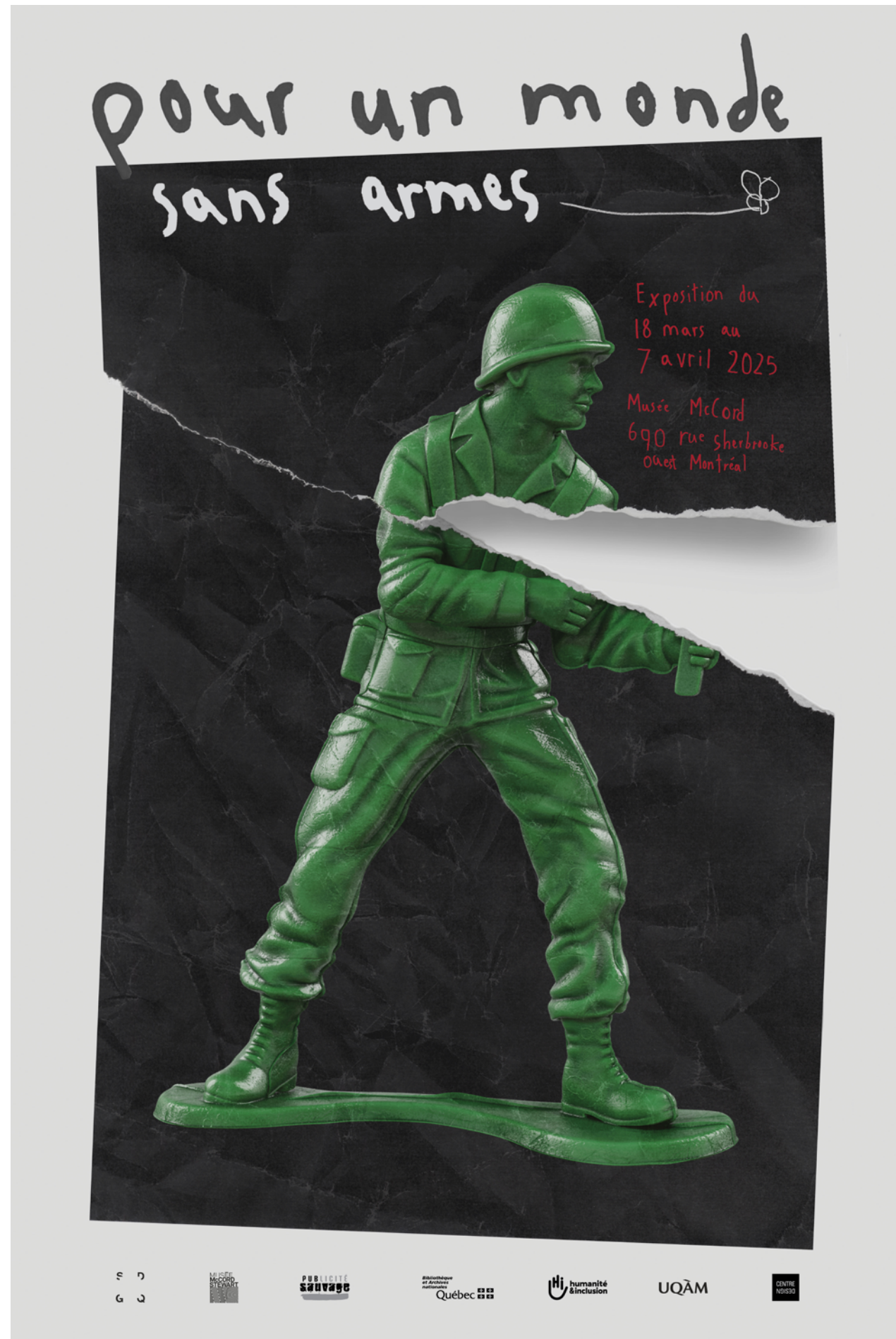


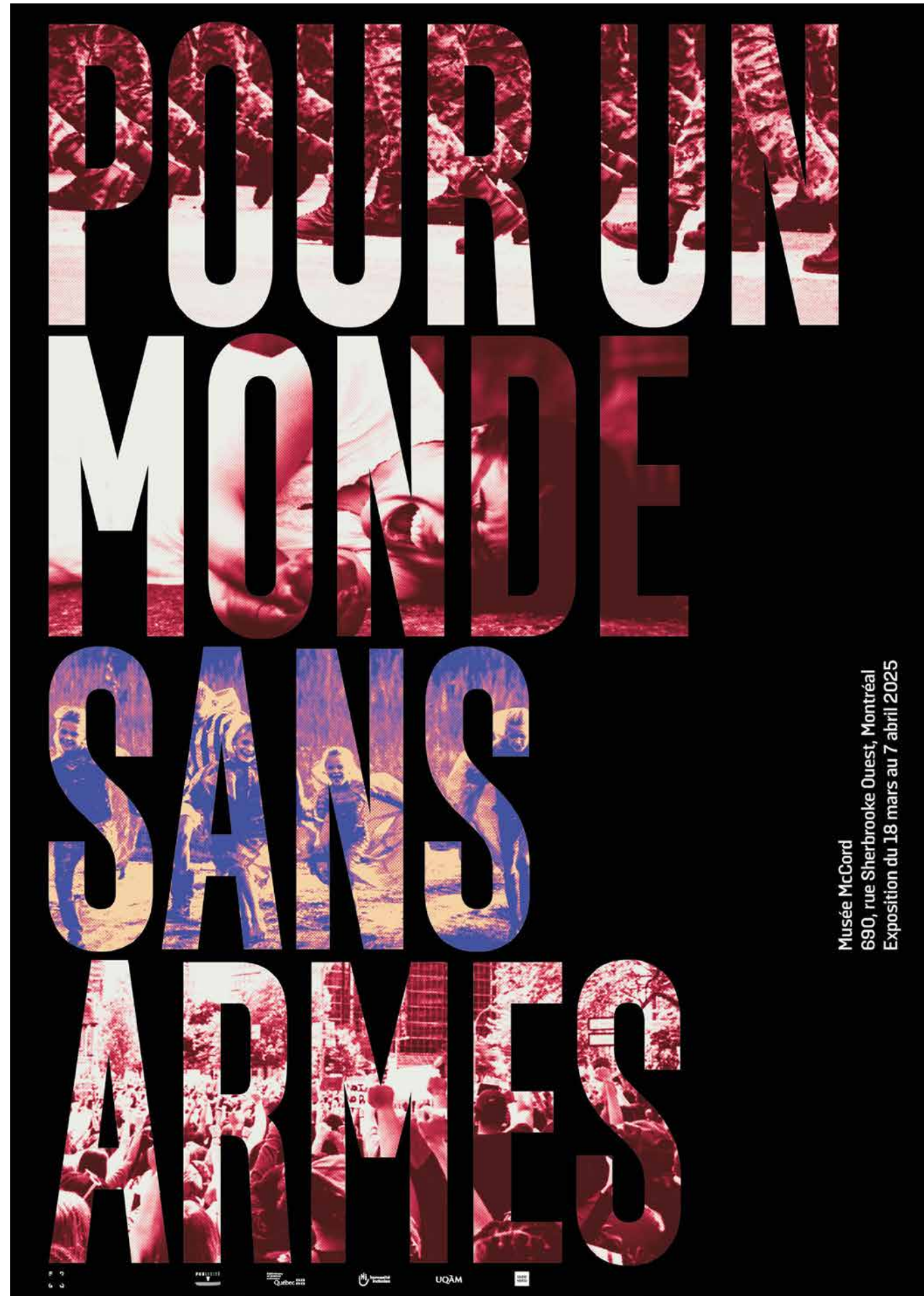
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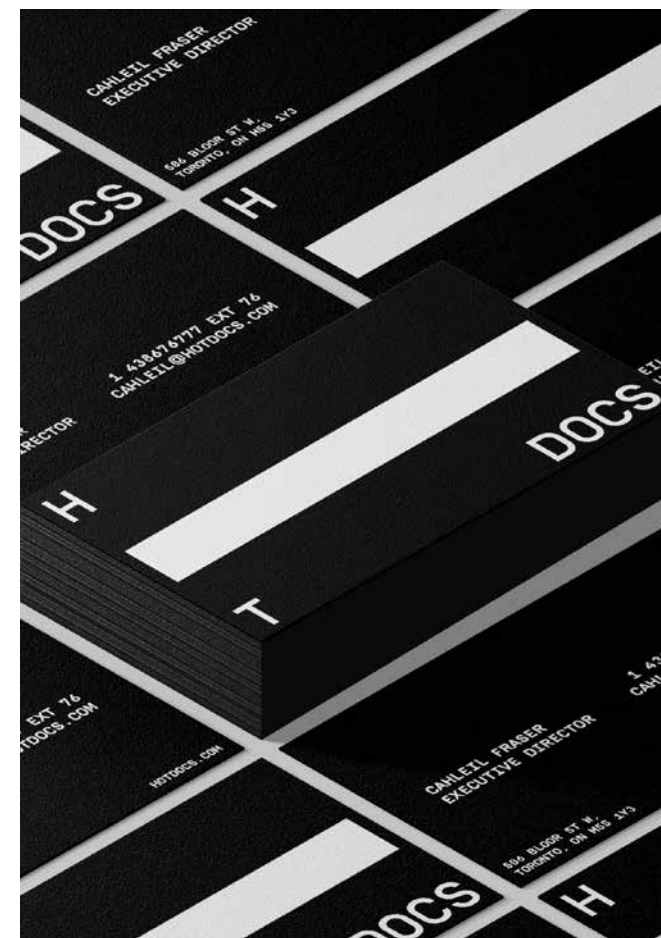
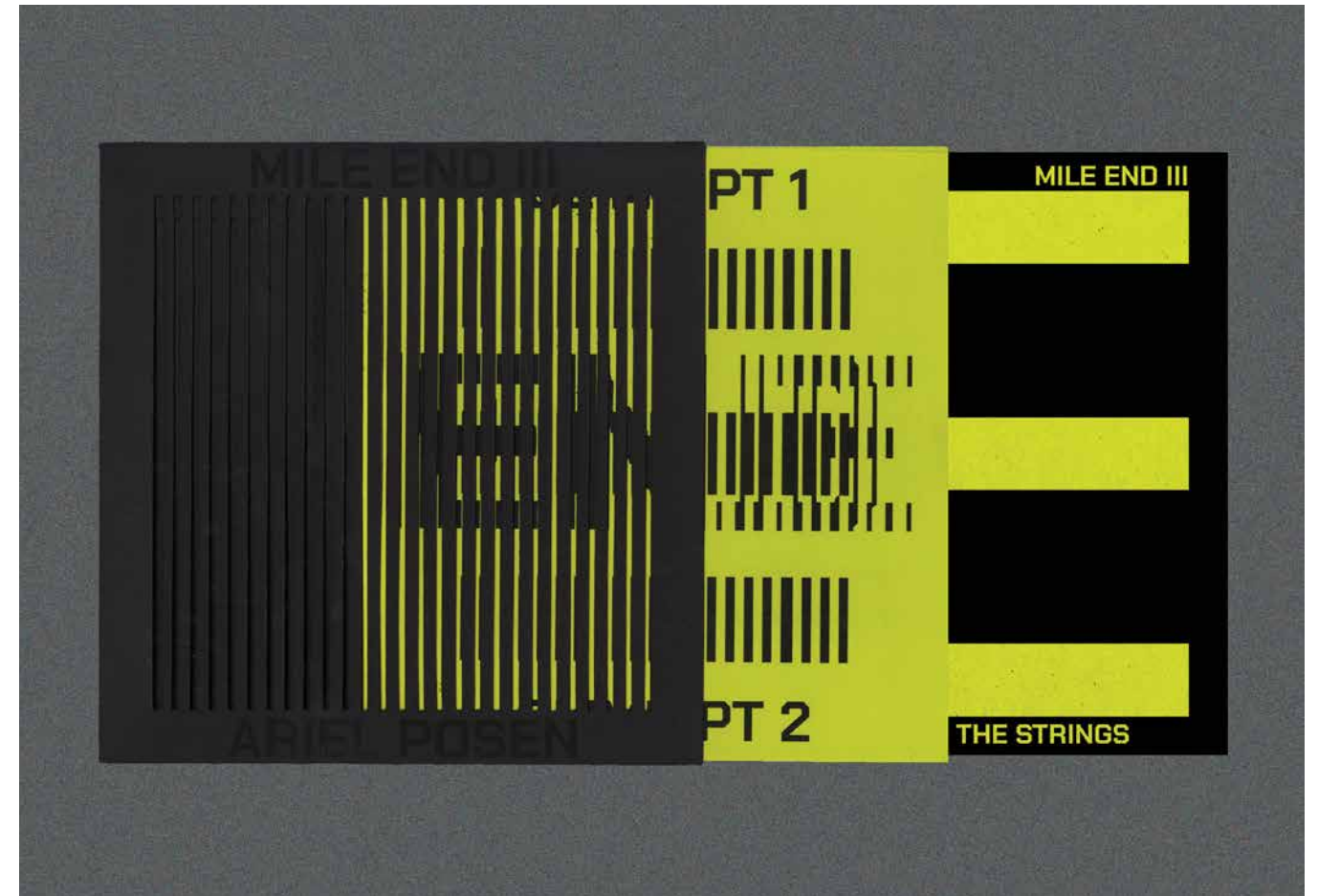
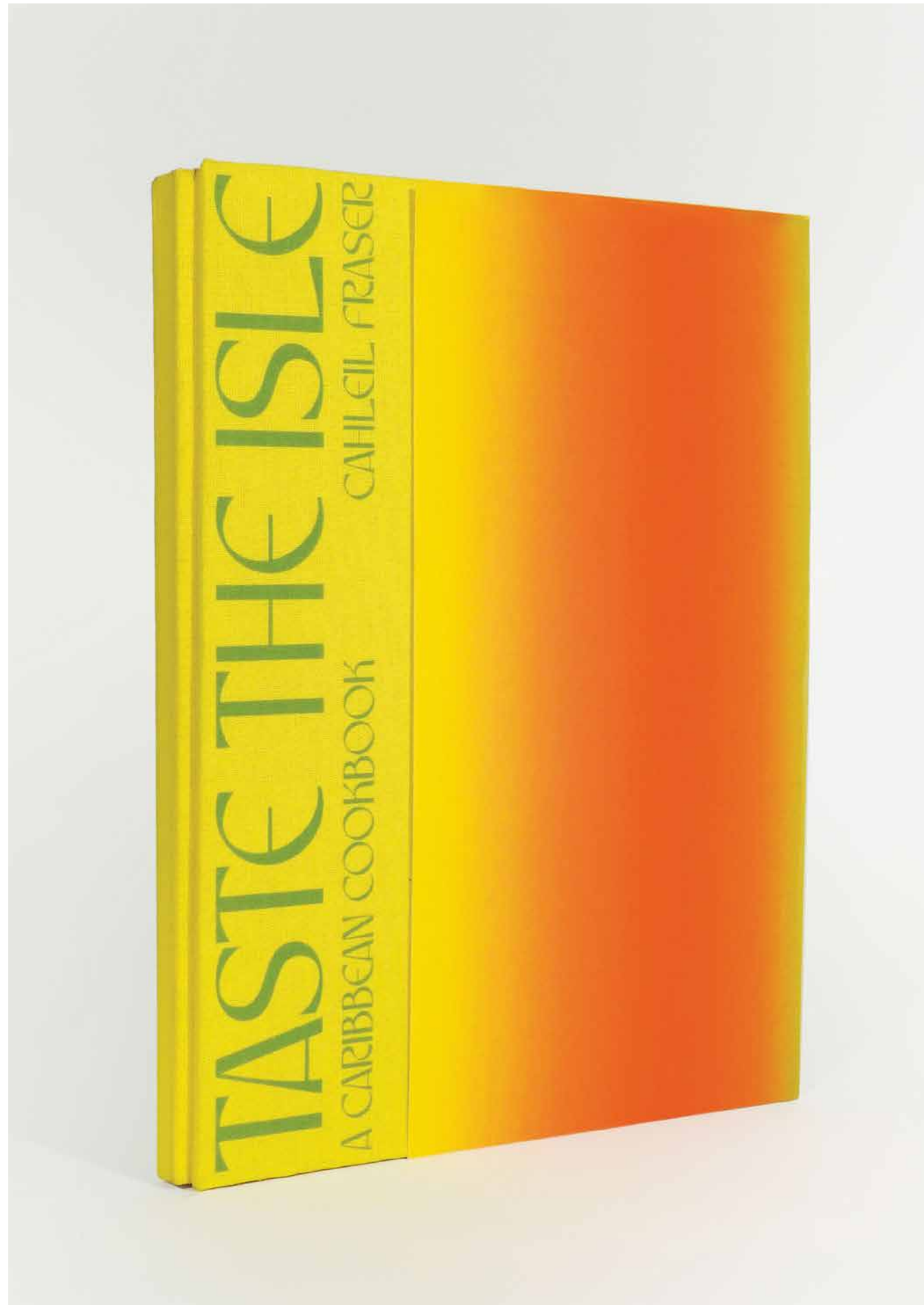
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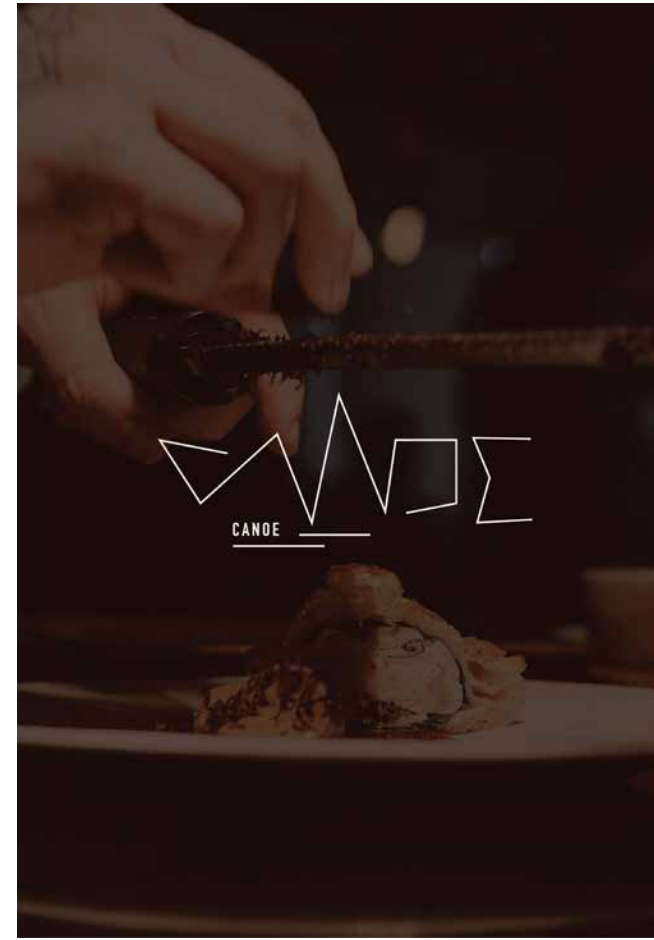
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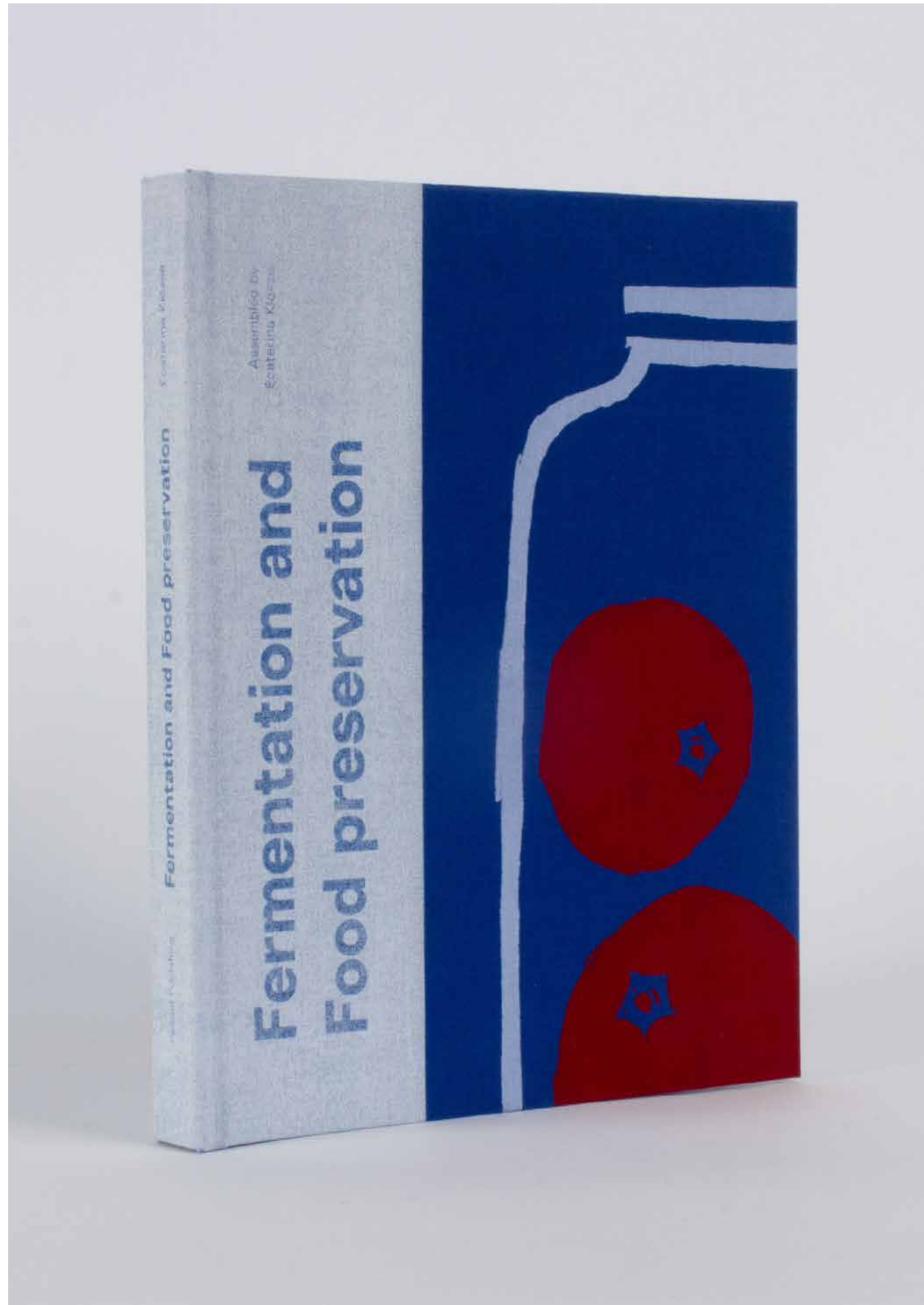








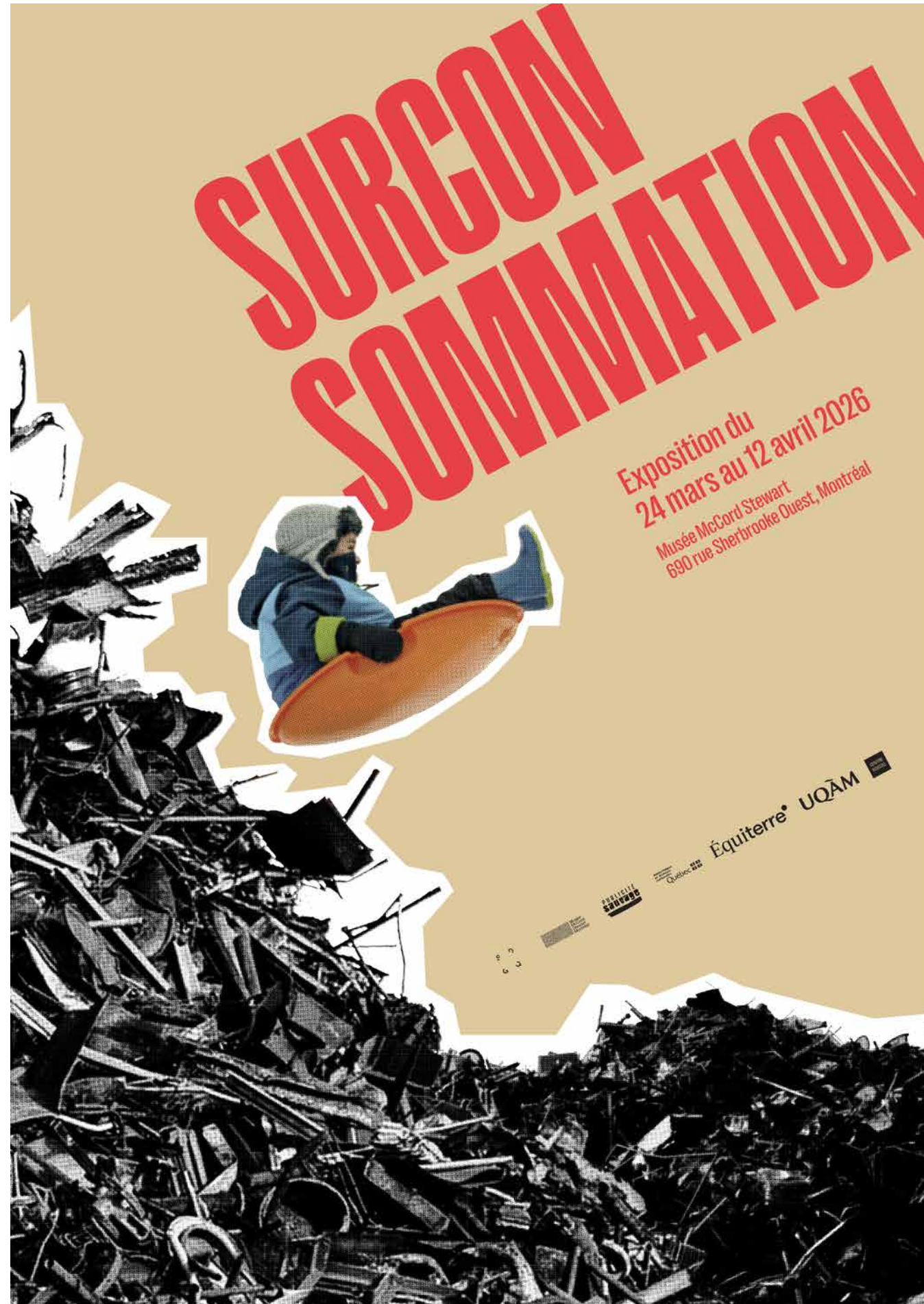
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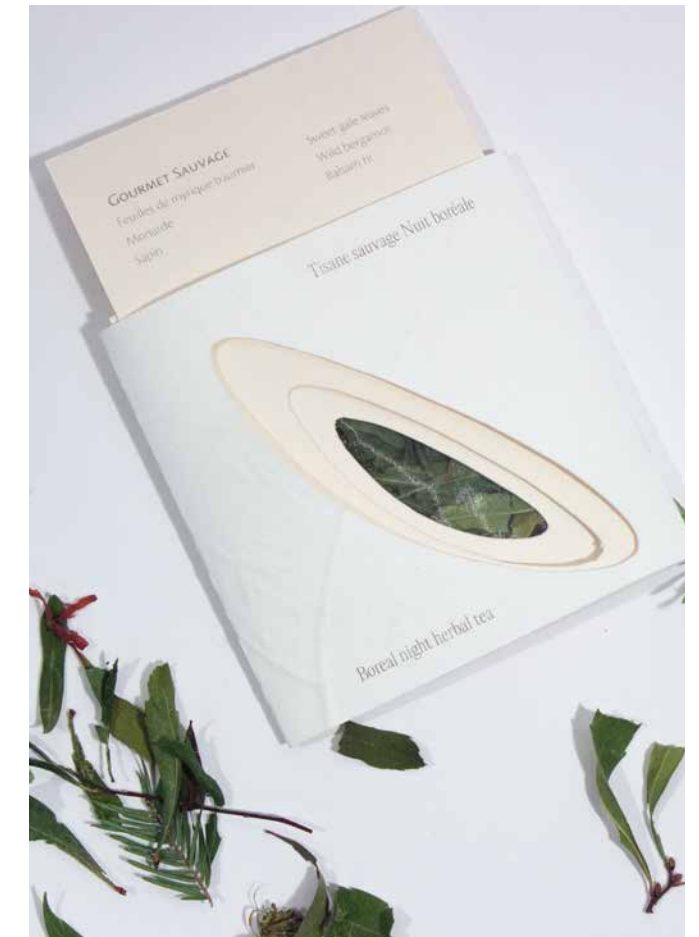


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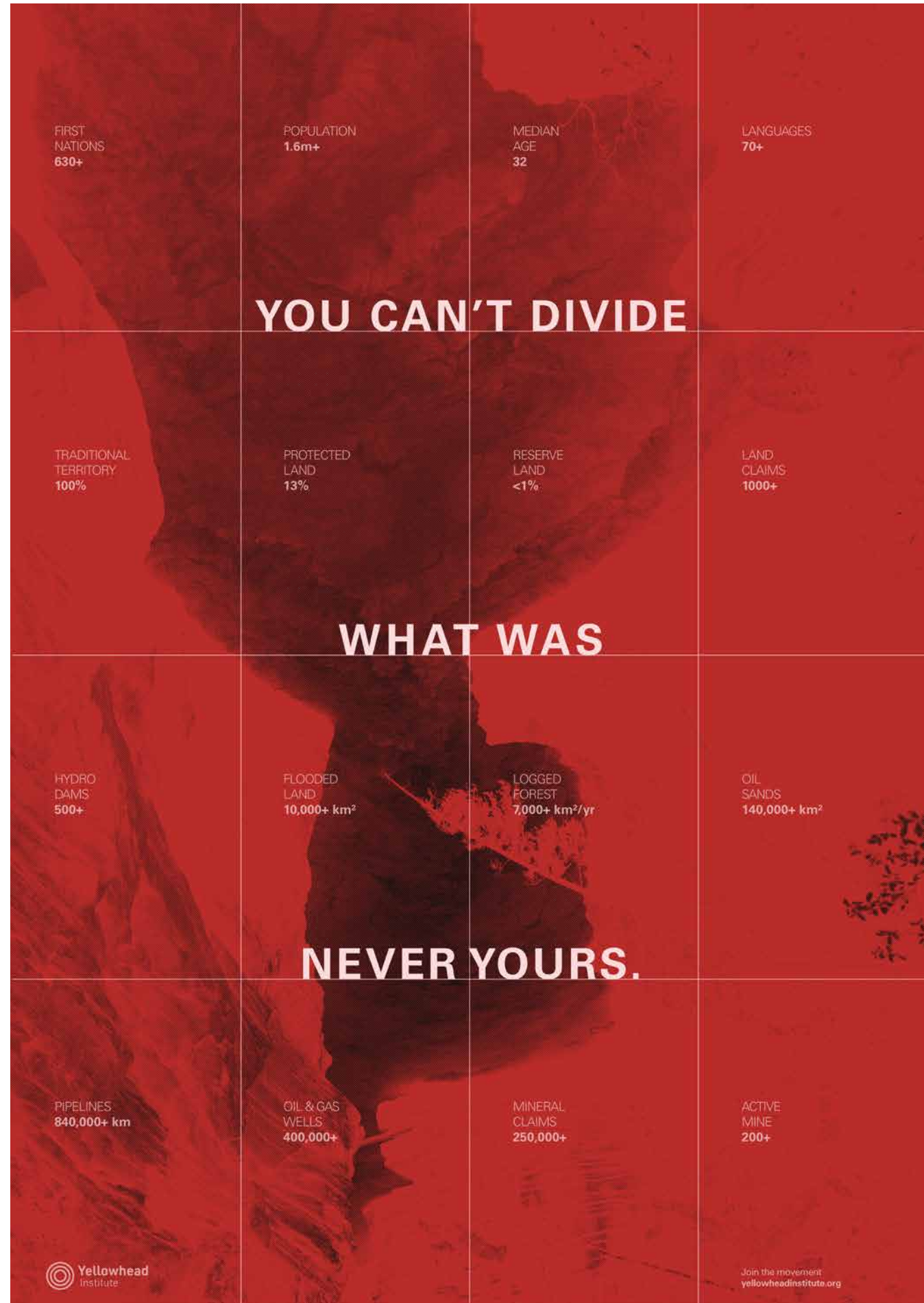
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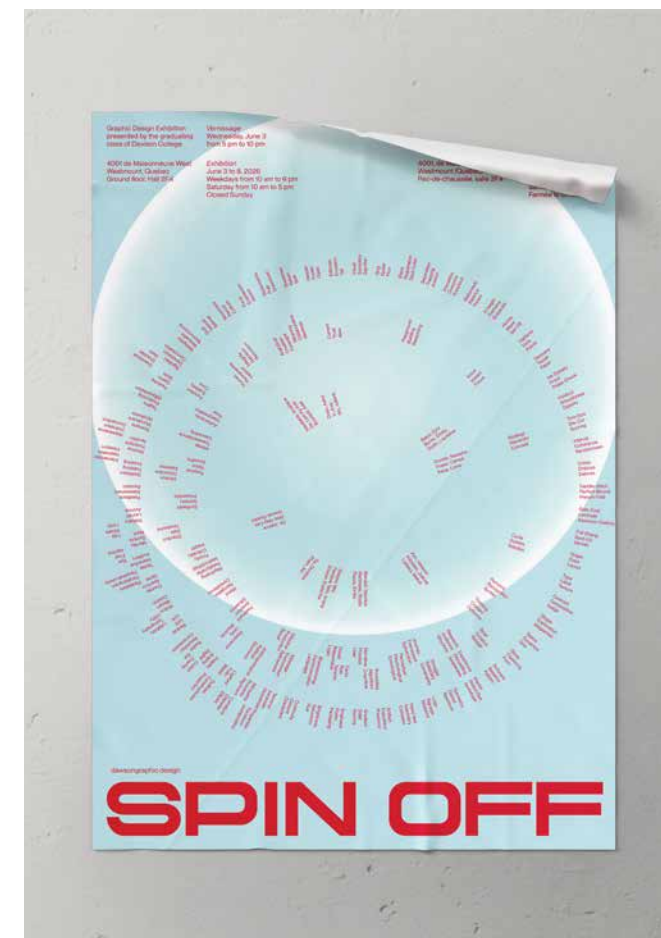


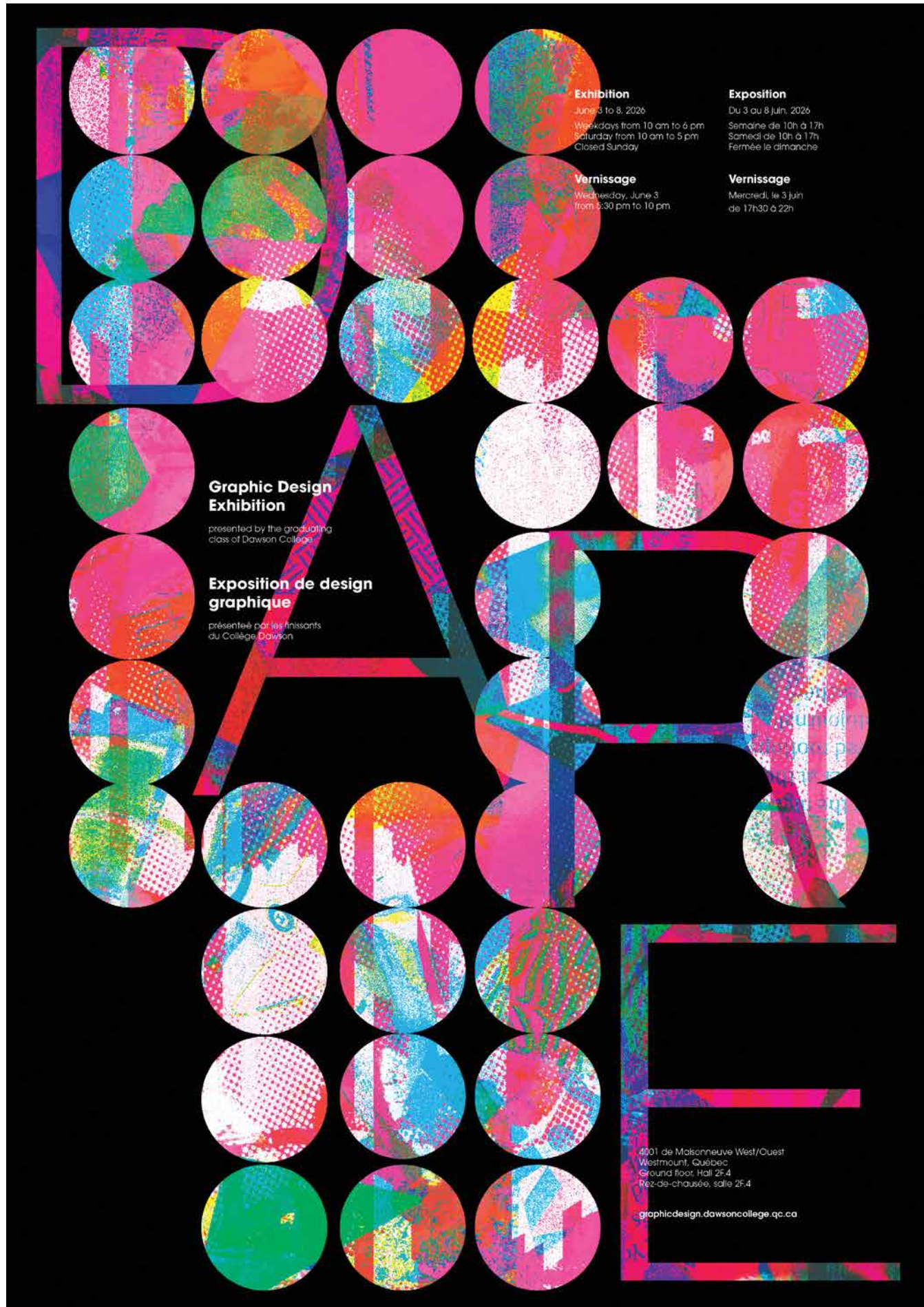


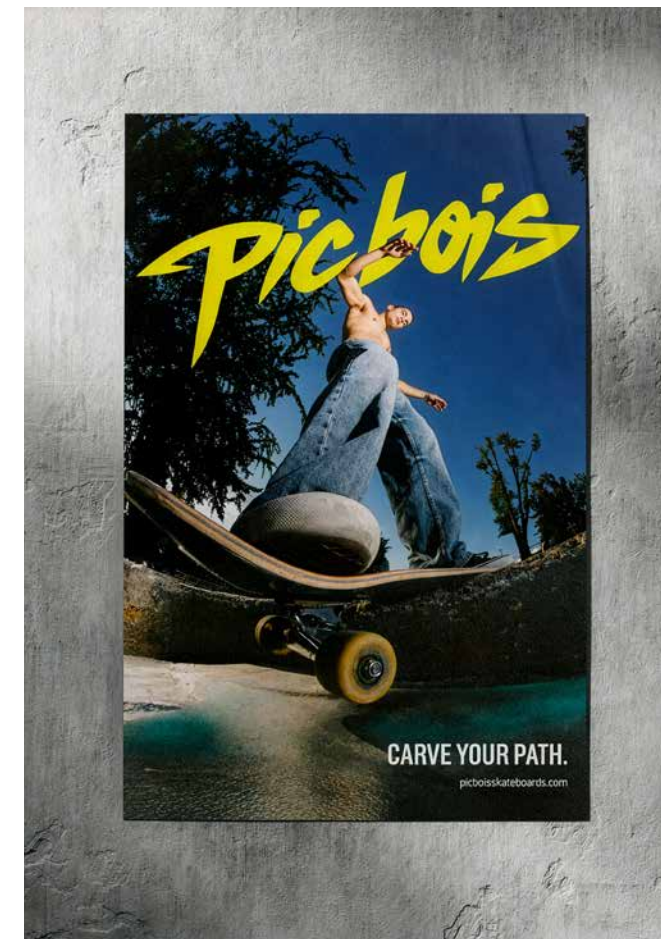
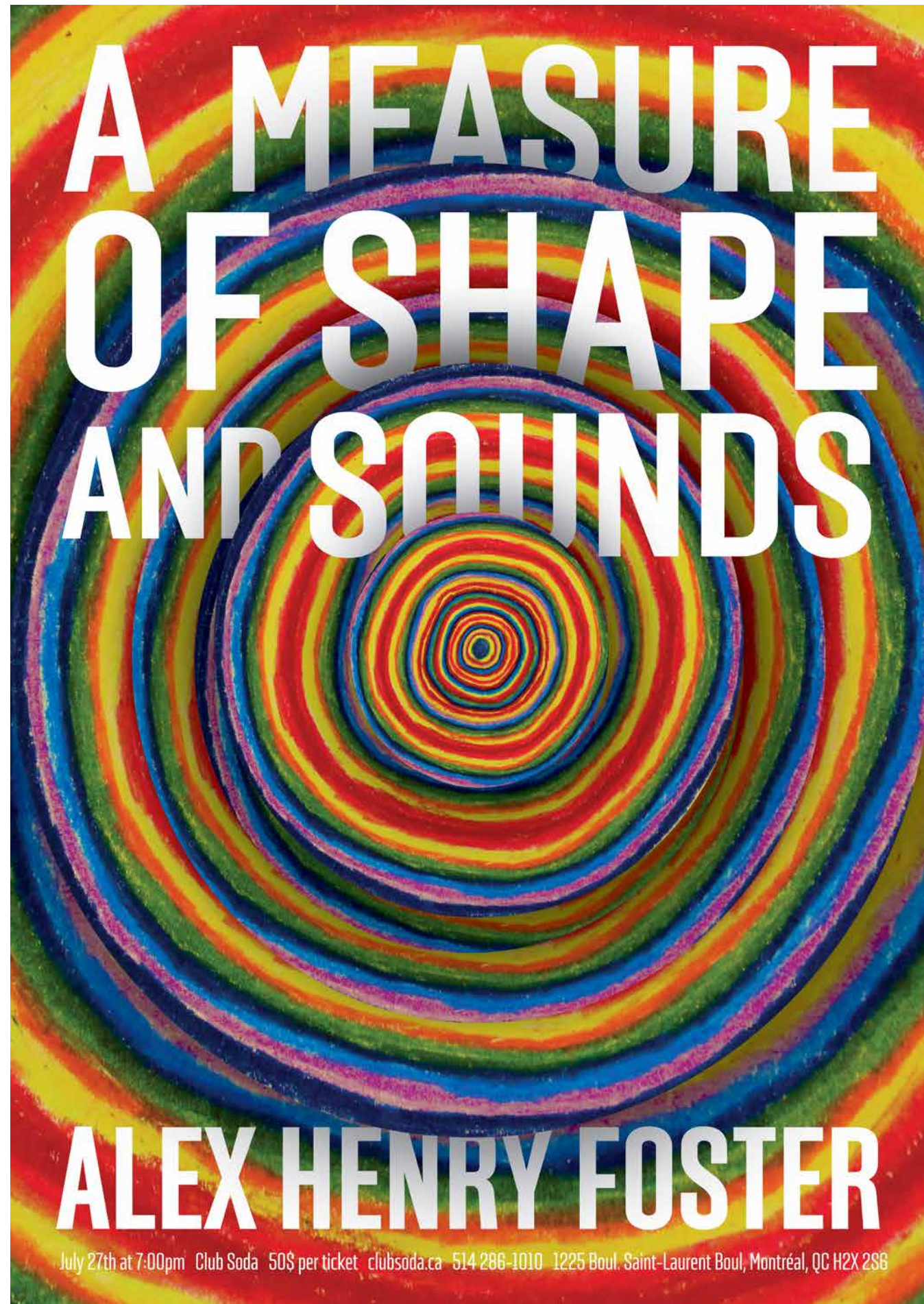


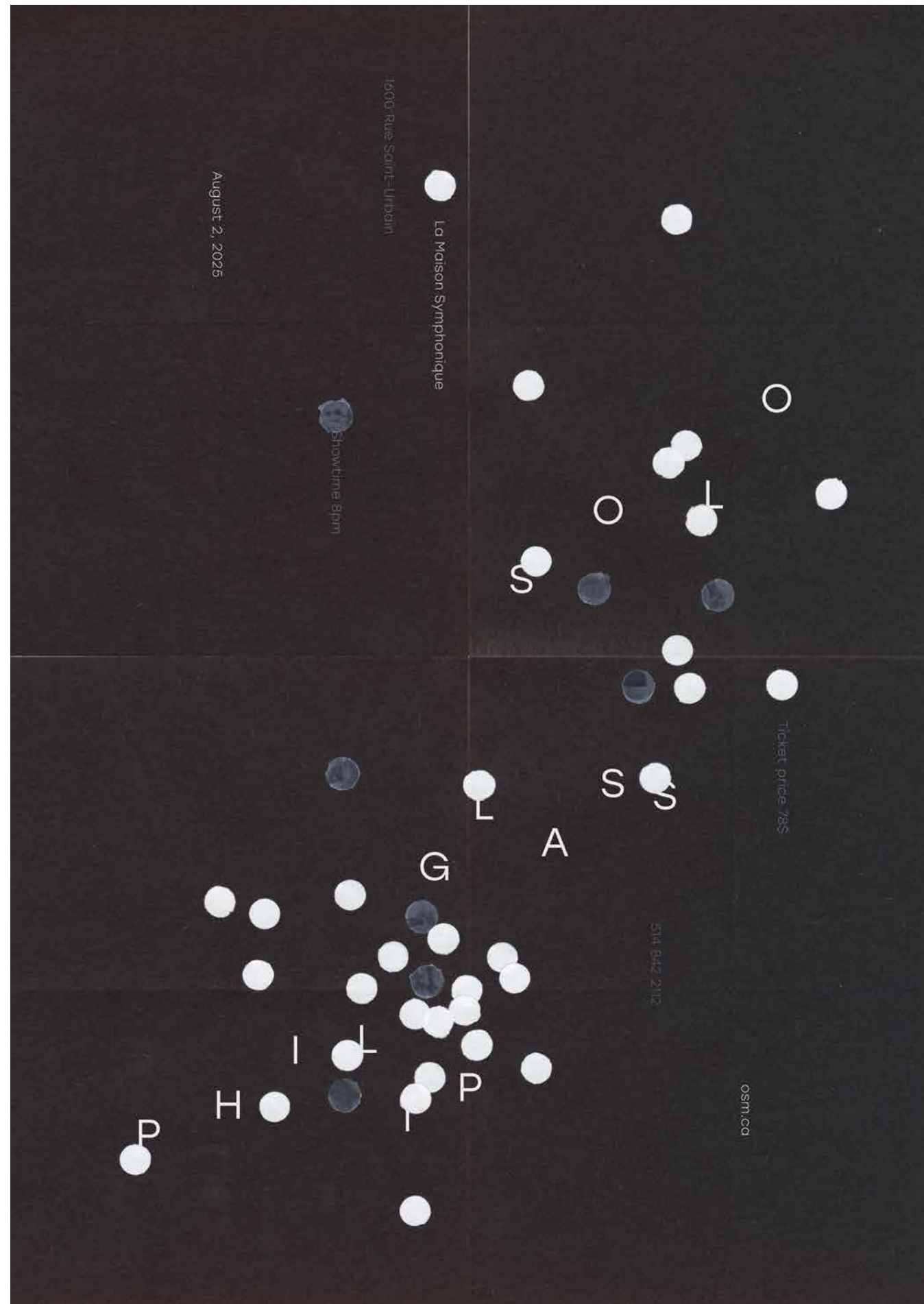




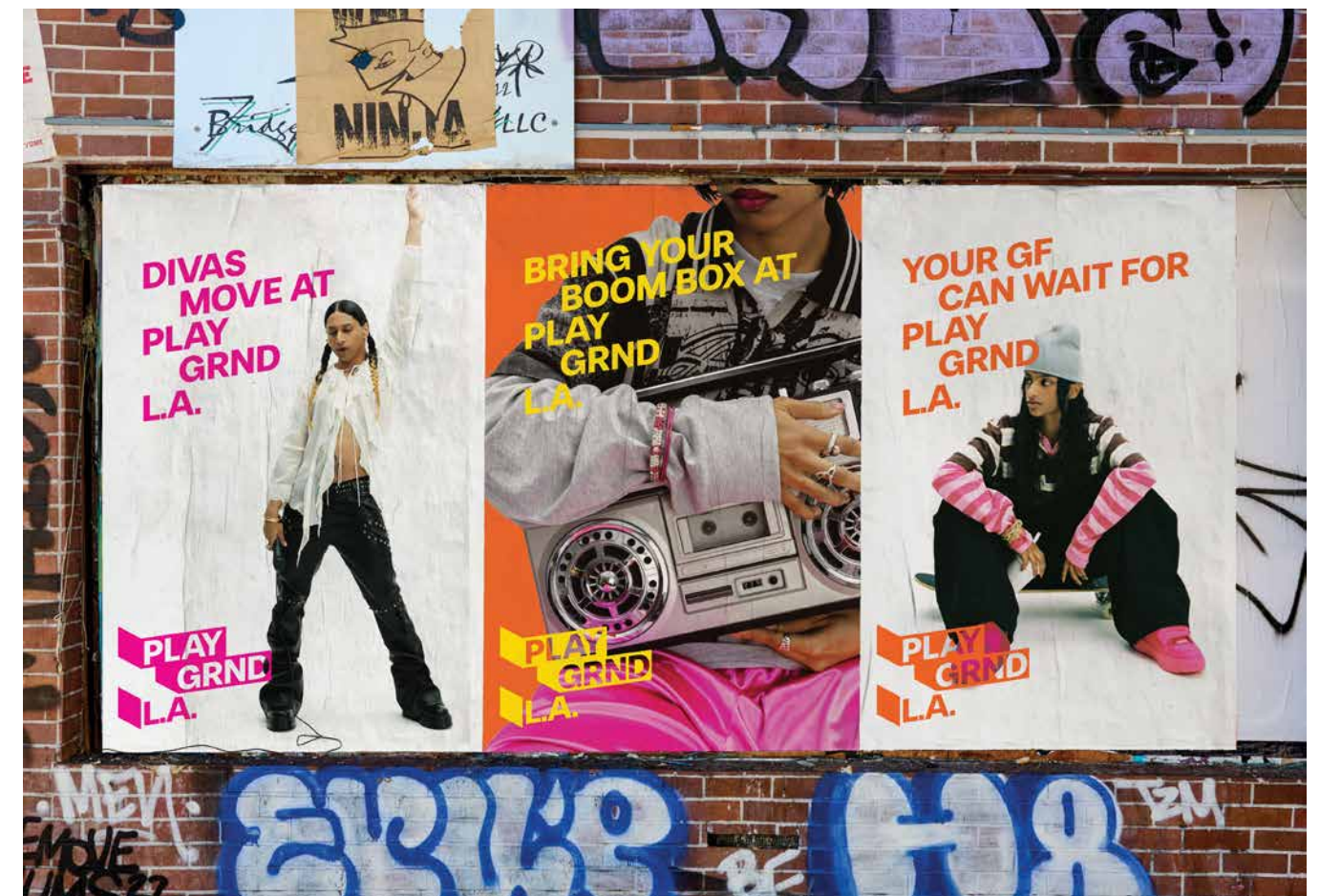
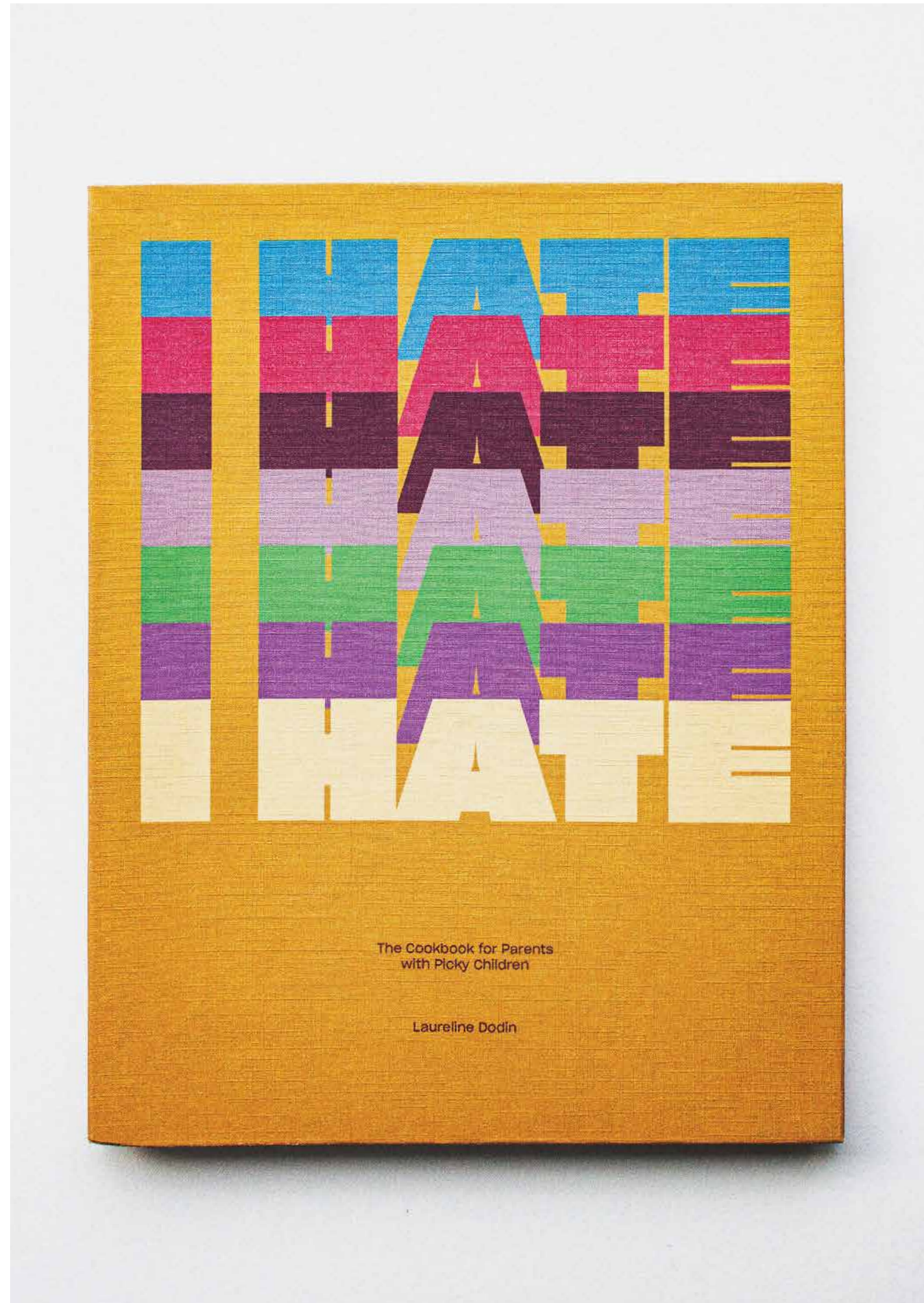


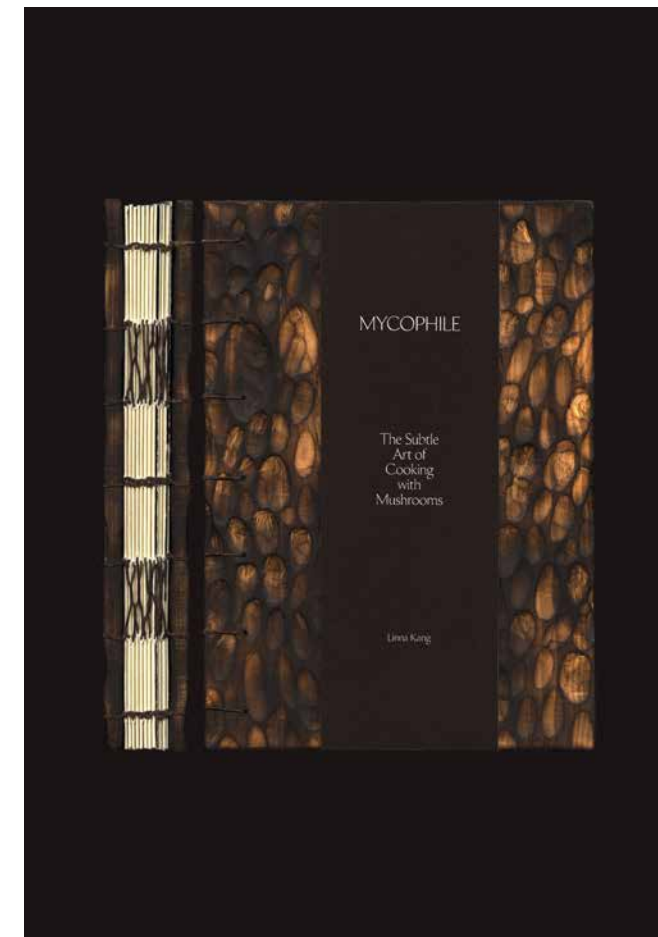


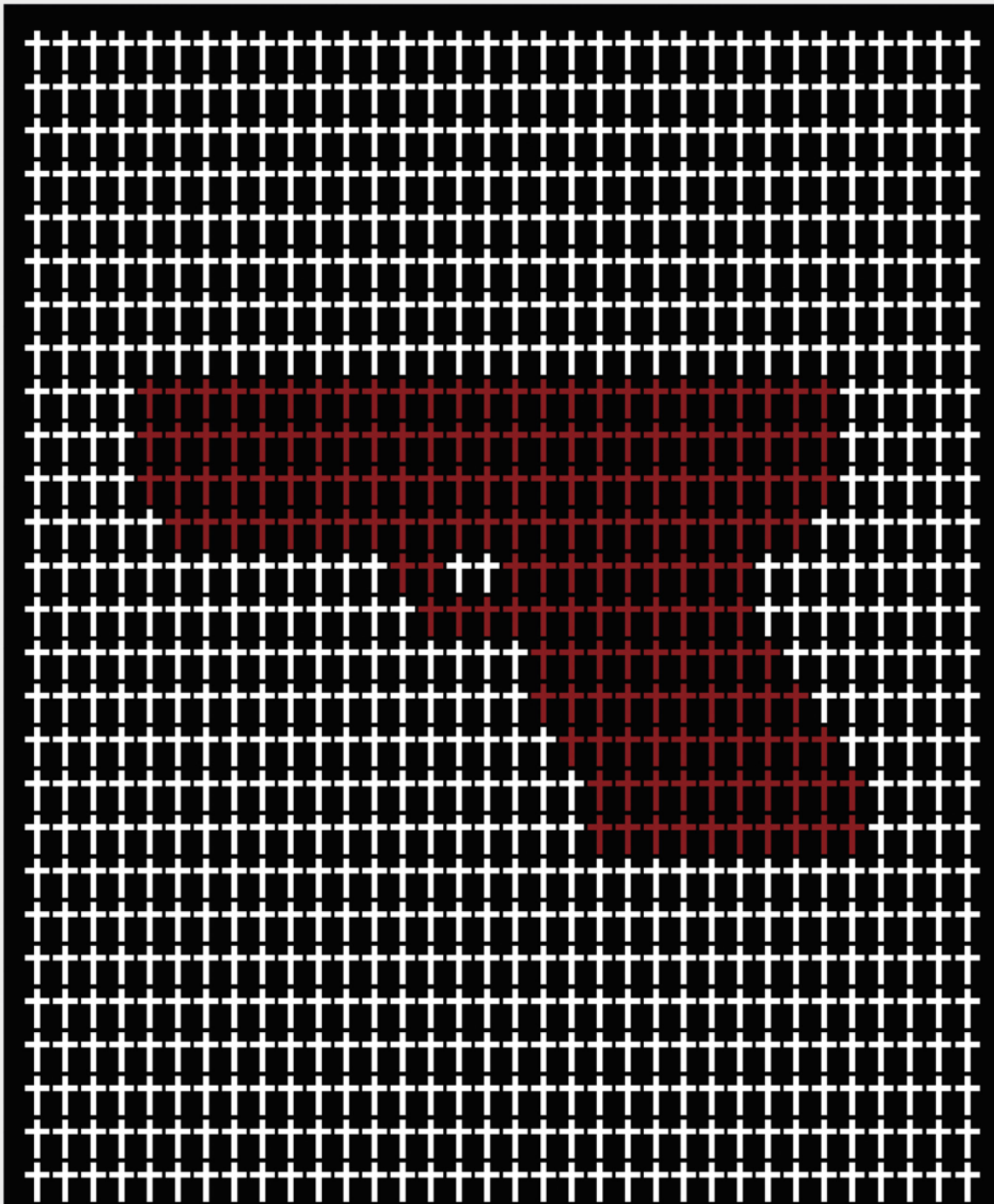








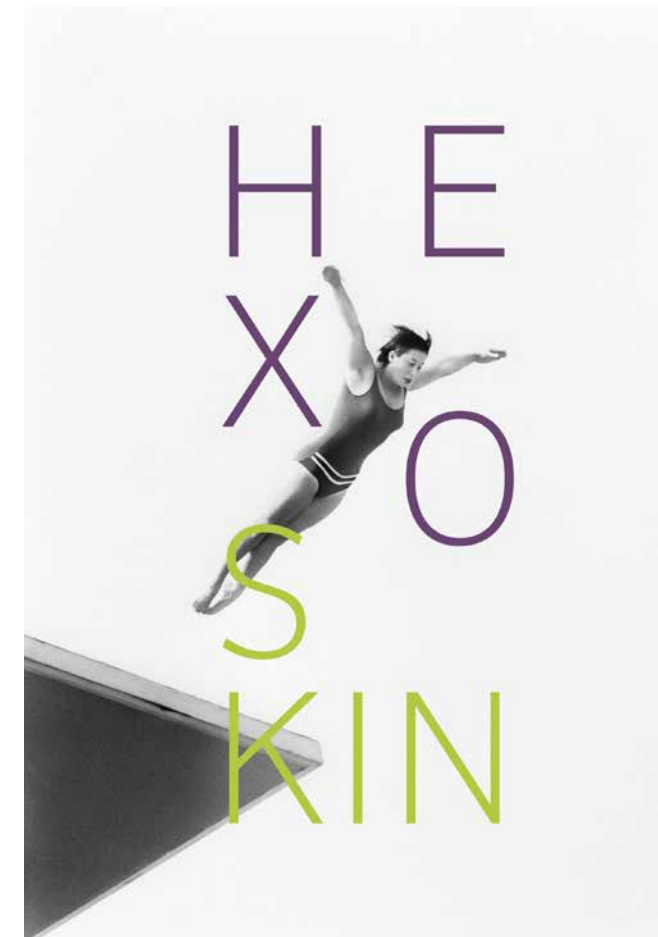


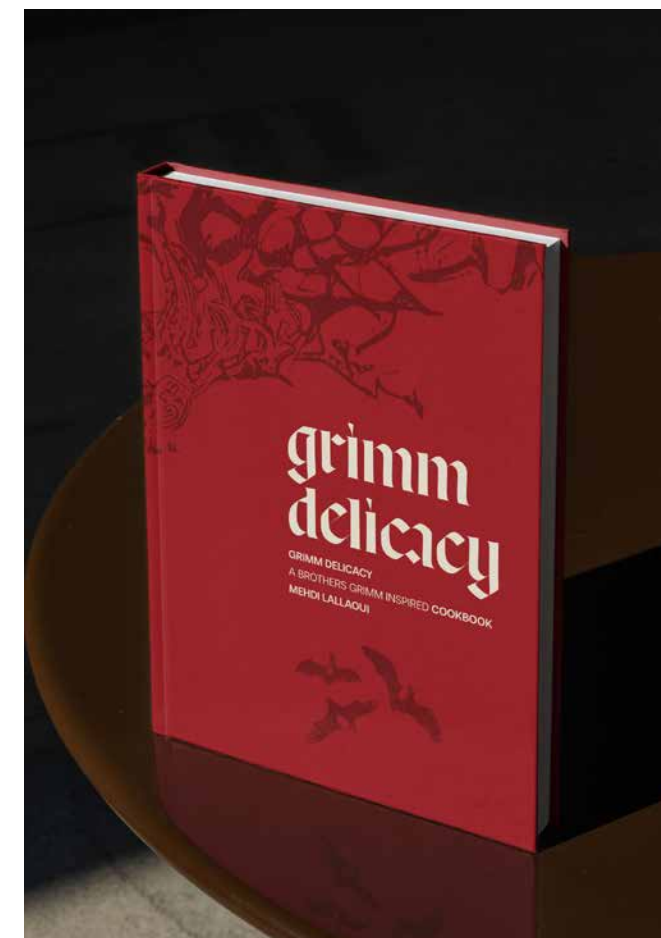


POUR UN MONDE  
SANS ARMES

Exposition  
du 18 mars  
au 7 avril 2025

Musée McCord,  
690, rue Sherbrooke O.  
Montréal





# GRAPHIC DESIGN EXHIBITION

## EXPOSITION DE DESIGN GRAPHIQUE

PRESENTED BY THE GRADUATING  
CLASS OF DAWSON COLLEGE

PRÉSENTÉE PAR LES FINISSANTS  
DU COLLÈGE DAWSON

**VERNISSAGE**  
WEDNESDAY, JUNE 3  
FROM 5:30 PM TO 10 PM

**VERNISSAGE**  
MERCREDI, LE 3 JUIN  
DE 17H30 À 22H

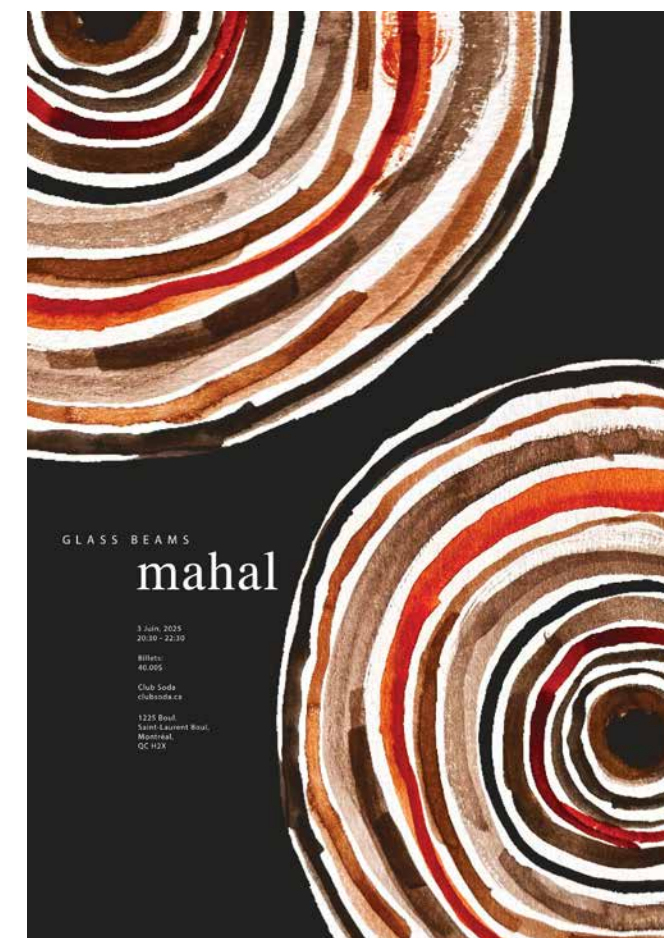
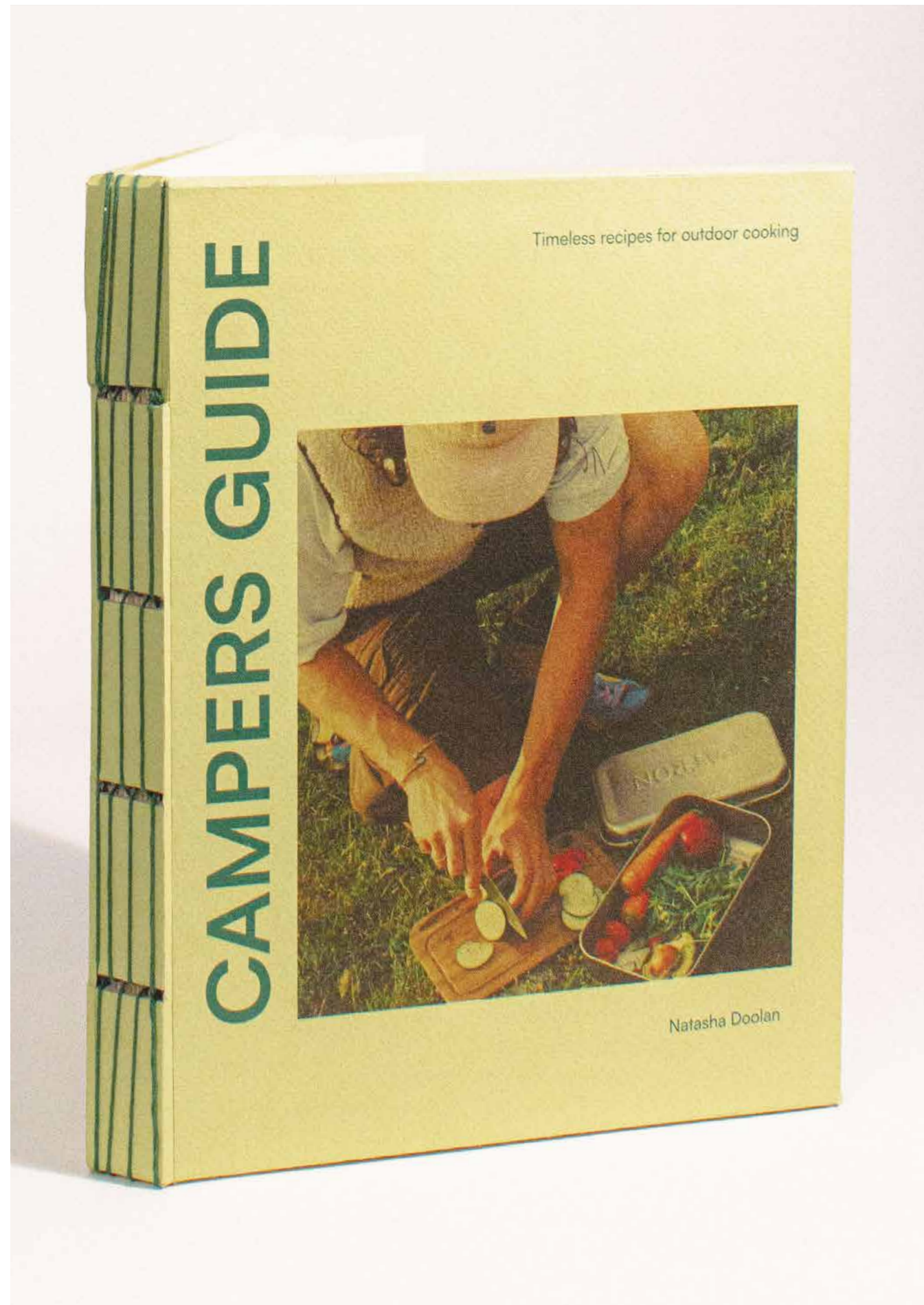
**EXHIBITION**  
JUNE 3 TO 8, 2026  
WEEKDAYS FROM 10 AM TO 6 PM  
SATURDAY FROM 10 AM TO 5 PM  
CLOSED SUNDAY

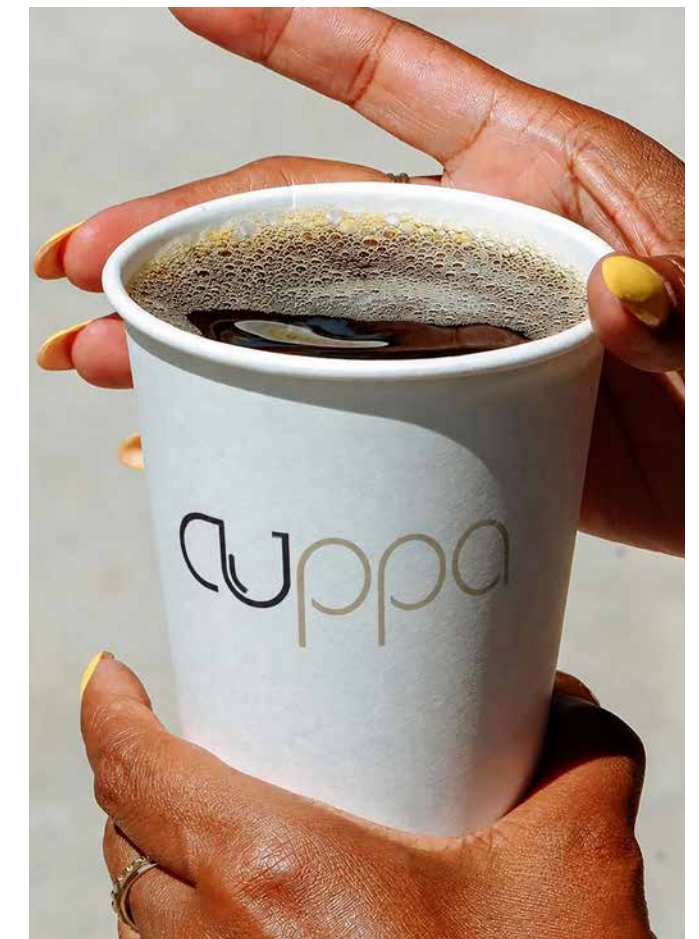
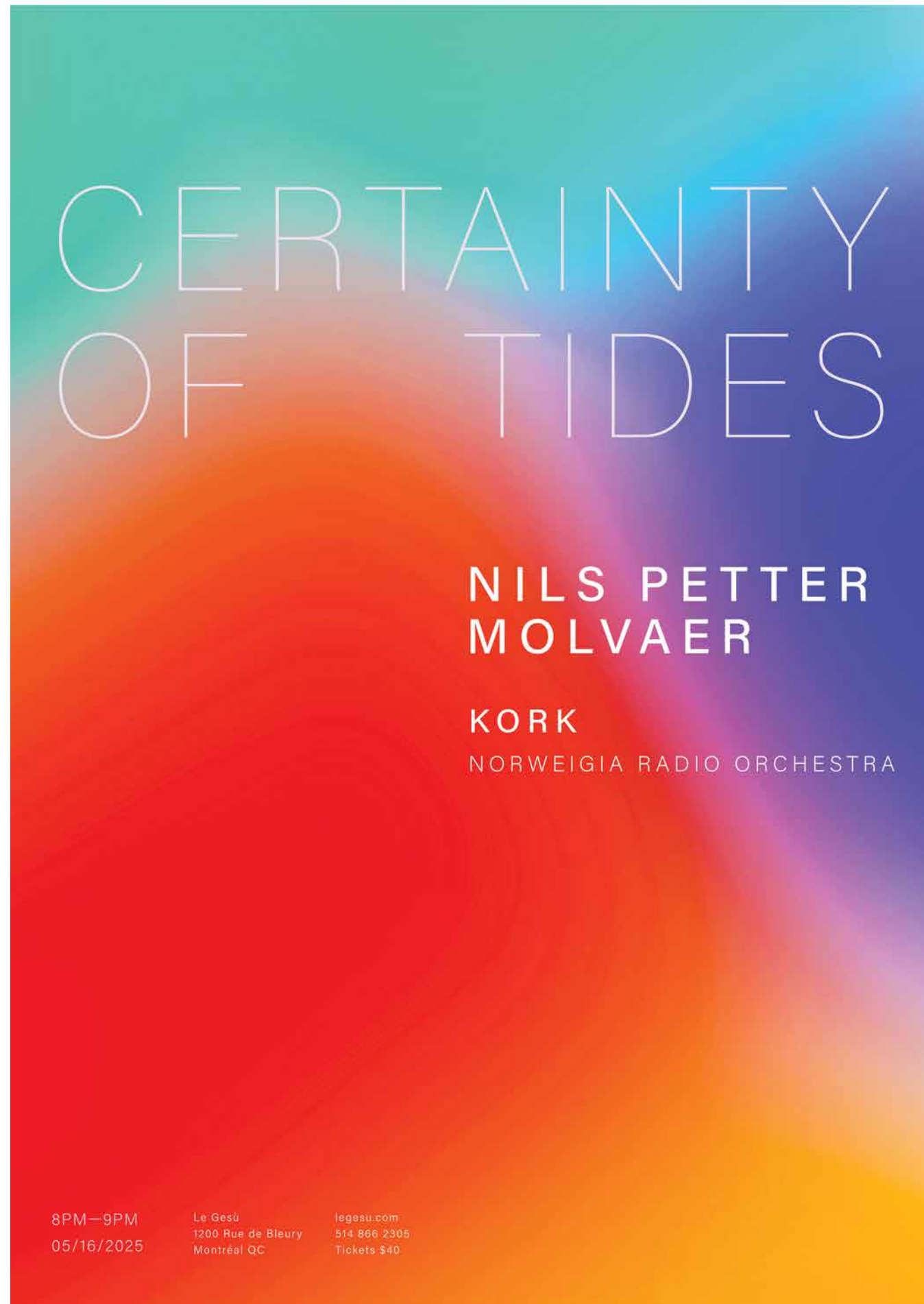
**EXPOSITION**  
DU 3 AU 8 JUIN, 2026  
SEMAINE DE 10H À 18H  
SAMEDI DE 10H À 17H  
FERMÉE LE DIMANCHE

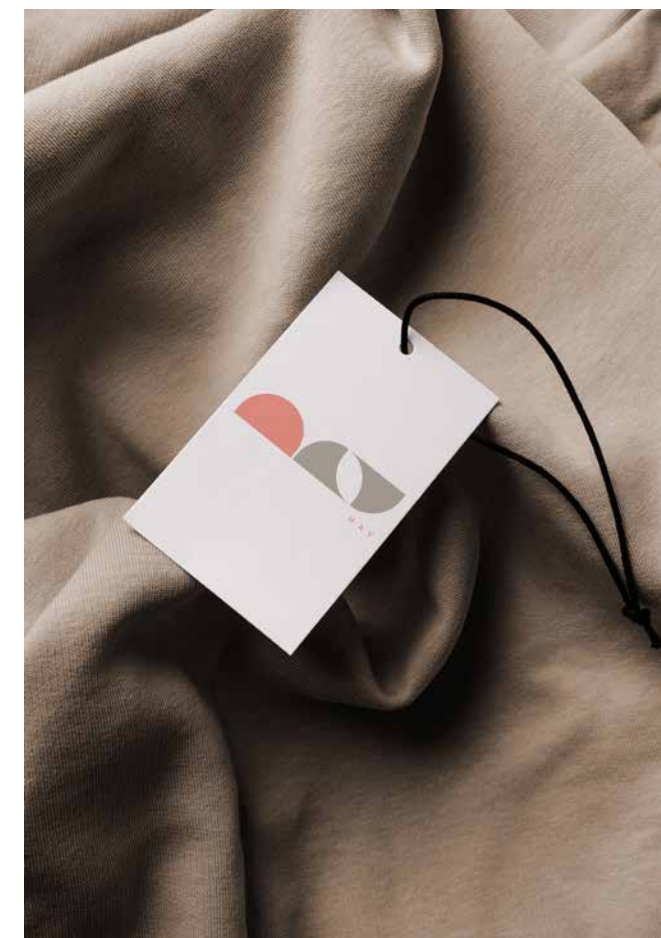
4001 DE MAISONNEUVE WEST/OUEST  
WESTMOUNT, QUÉBEC  
GROUND FLOOR/REZ-DE-CHAUSSÉE  
HALL/SALLE 2F.4

GRAPHICDESIGN.DAWSONCOLLEGE.QC.CA

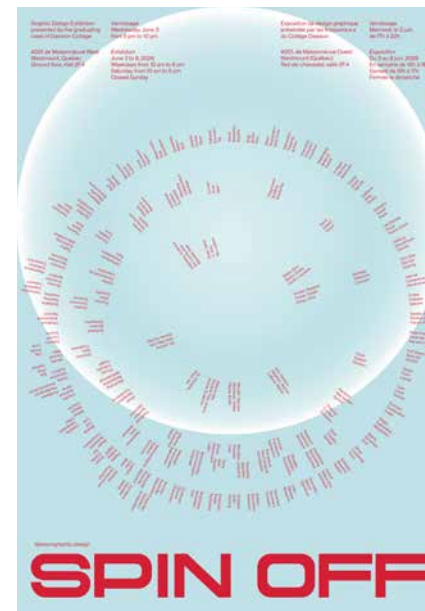




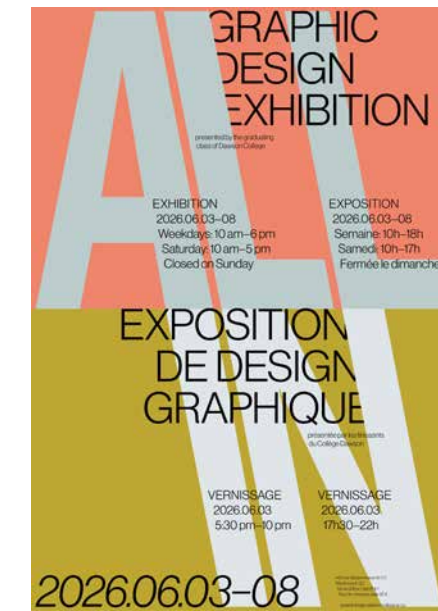




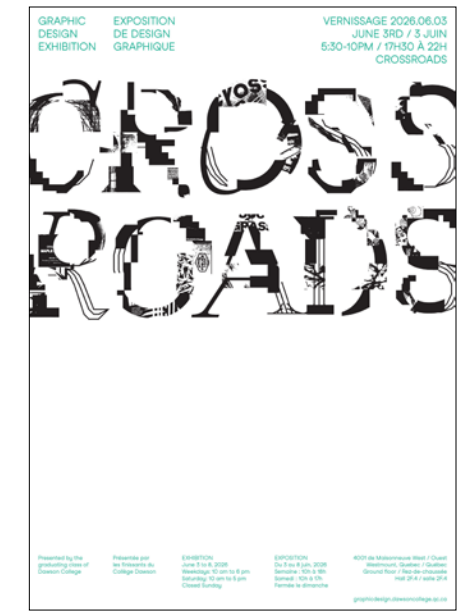
EVERYONE'S SPIN OFF



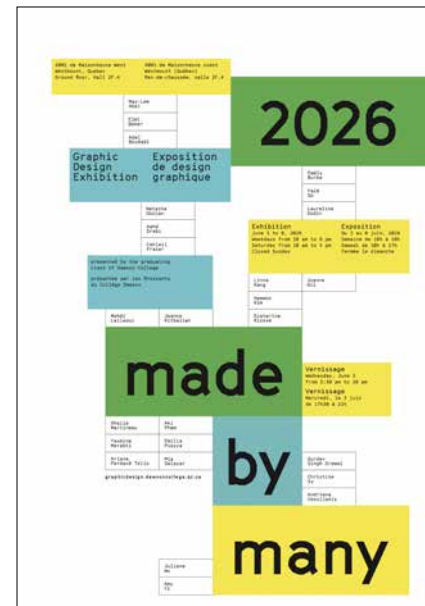
HEEWON KIM  
Finalist



AMY YI  
Runner-Up



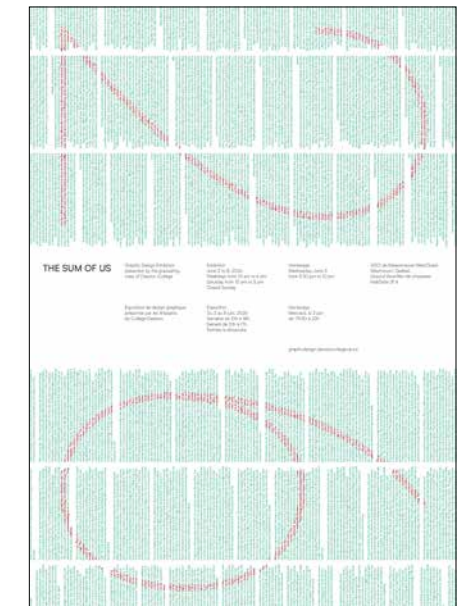
LINNA KANG  
Runner-Up



AAHD DRABI



ADEL BOUDADI



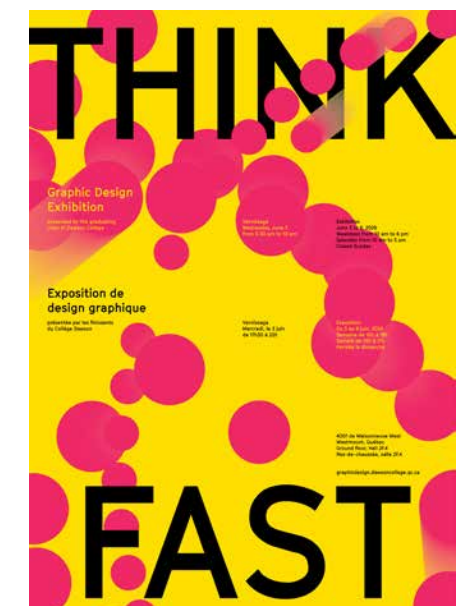
AKI PHAM



ANDRIANA VASSILAKIS



ARIANA PARDAVÉ TELLO



CAHLEIL FRASER



CHRISTINE SY



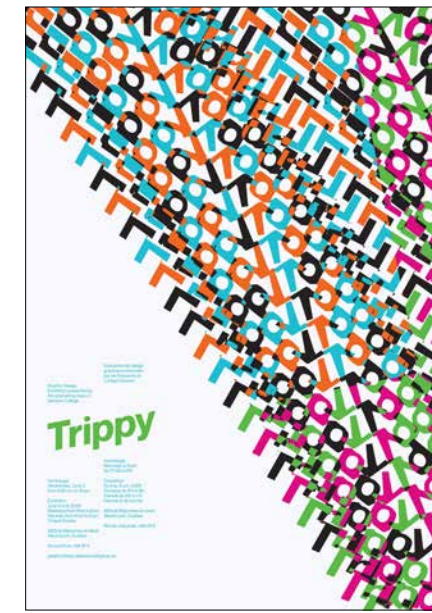
ECATERINA KIOSSE



EIMI BAKER



LAM KY ANH (FALÉ) DO



LAURELINE DODIN



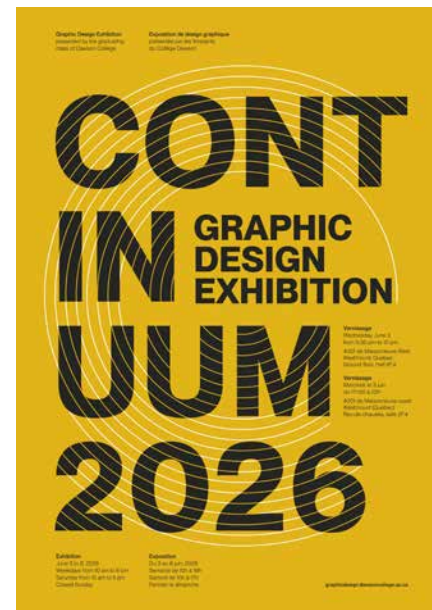
MAY-LEE ABEL



ÉMÉLY BURKE



EMILIA PIAZZA



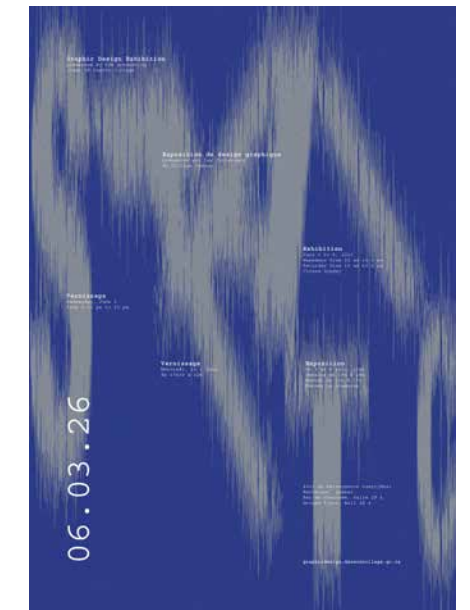
GURDEV GREWAL



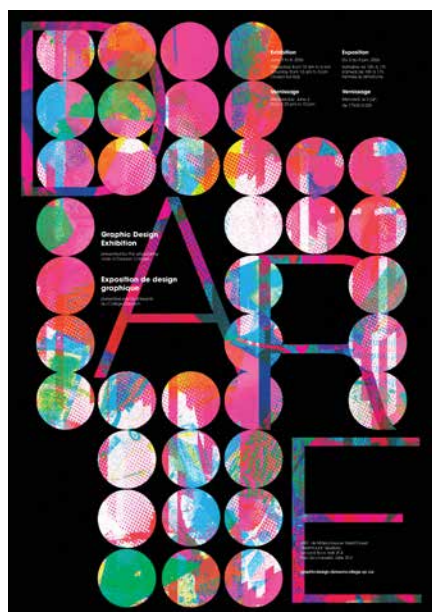
MEHDI LALLAOUI



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JOANNE GIL



JULIANA WU



XHALIA MARTINEAU



YASMINE MERABTI



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May-Lee Abel

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Heewon Kim  
Jeanne Kitbalian  
Juliana Wu  
Mehdi Lallaoui

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Yasmine Merabti

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Gurdev Grewal  
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Yasmine Merabti

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**SPECIAL THANKS TO**

John Vowles  
La Campagnola  
Mikel Vowles



