

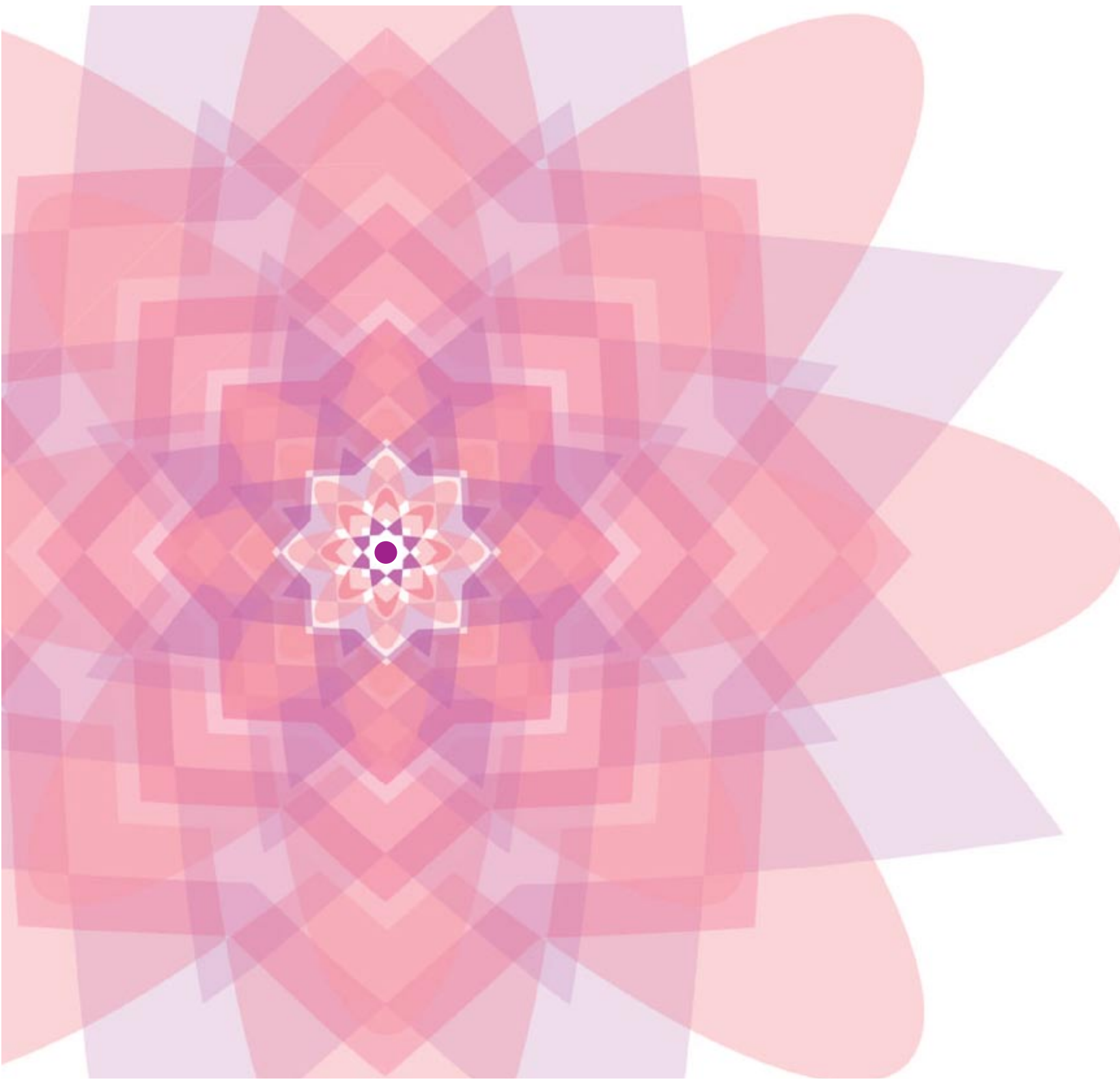
carine 

Carine Bouery
graphic designer | artist

+971 50 7358881
carine24b@gmail.com
cfbouery@gmail.com

Contents:
fine arts
corporate identity
typography
book design
animation
tradeshows





fine arts

Humanity

Humanity: Self
mixed media
1.1 m x 2.2 m
July 2007

The exhibition 'Stuck in Traffic' was held in Dubai at the Jam Jar Gallery and it was meant to display the thoughts and inspirations of the artists exhibiting. Mine was about human beings and humanity and how connected we are with ourselves and with the universe and in a way made of the same things.

Sarah Sze's work inspired me to begin the process with creating human sculptures made of the things that we humans created such as plastic, metal, wires, candy, lolly pops, wax, paint brushes, door knobs, industrial tools, CDs, mirrors, and so on.... and making associations of these human-made things with parts of our body. For example, I used a CD in the head of one of the sculptures to indicate our limited thought, memory and perception capacities; I used the long twisted marshmallows to reflect the intestines; colored nylon fish strings as our veins and arteries.... and it went on.

I then took these 3D sculptures to a construction site where I had a 25 ton steam roller roll over the sculptures to completely flatten them. The sculpture made of jelly beans, marshmallows, lolly pop and other candy types was covered with two plastic sheets, above and below, so that the candy would not ooze out to the ground or stick to the wheel when being rolled.

Finally, I took these flattened sculptures and sandwiched them between two plexy sheets, and over that juxtaposed other pieces of plexy with prints of my photography of the people and scanned/edited diagrams I found in biology books. The idea here was to show the world that we are not as clear-cut and neat as we think we are, as they try to show us in pictures and anatomy books. Moreover, my execution of having many plexy sheets come together was a representation of the idea that we have so many layers within ourselves and so many pieces that we tend to grab from our surrounding and try to put together so that we can make sense of who we are.

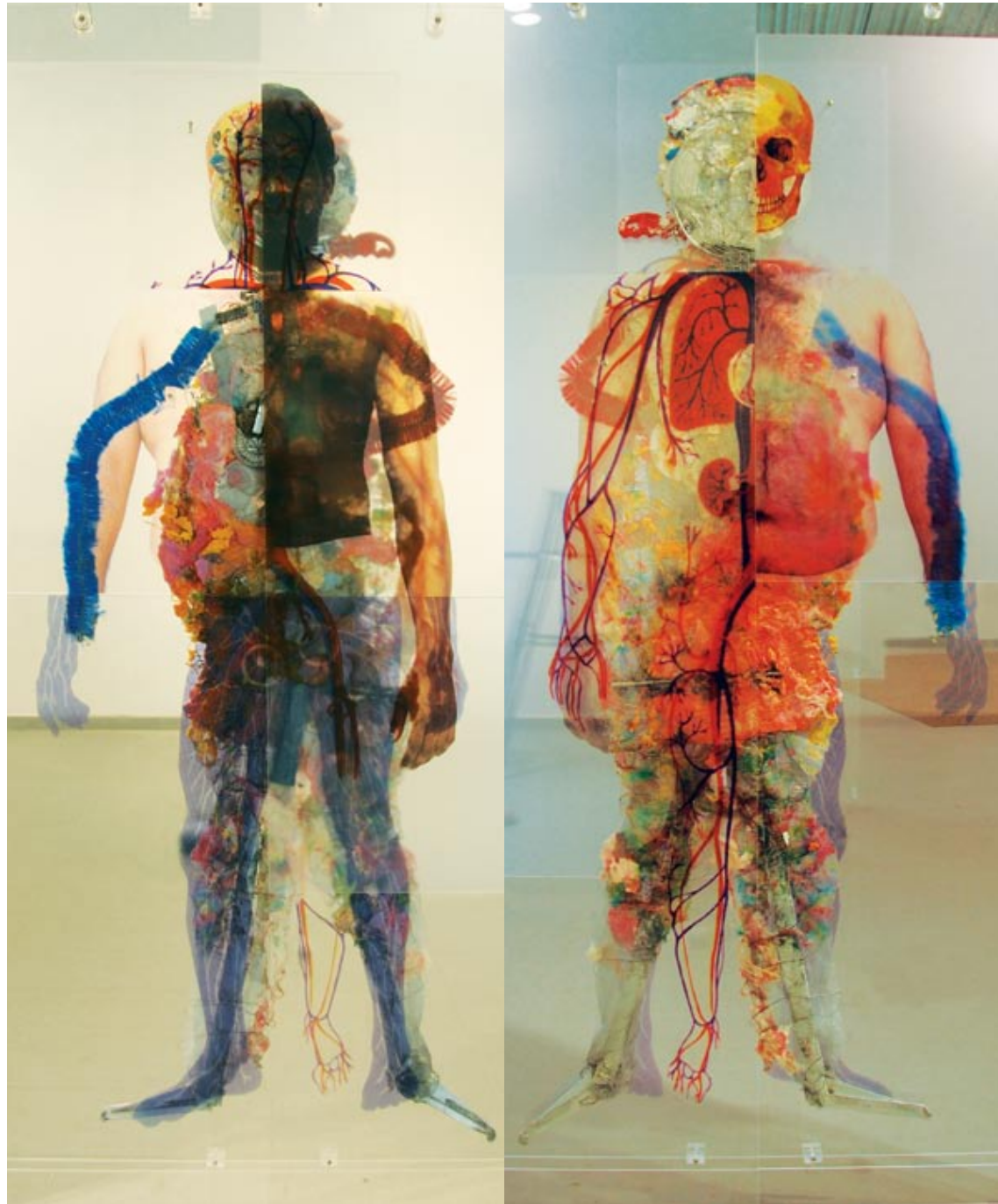


Though I tried to break the reality of humans being 3D beings into 2D, I still gave the viewer a chance to experience the being in 3D as it is hung from the ceiling. You get to move around the sculpture and see its other side, its other layer, its other reality. What adds to the effect is the small side-to-side movement created by their being hung and because of the air-conditioning in the hall, they were moving slowly as if they were alive.

Humanity: Creation
mixed media
1.1 m x 2.2 m
July 2007



Humanity: Mankind
mixed media
1.1 m x 2.2 m
July 2007



Humanity: Self
Carine Bouery
mixed media
1.1 m x 2.2 m
July 2007

Original Piece



Humanity: Creation
Carine Bouery
mixed media
1.1 m x 2.2 m
July 2007

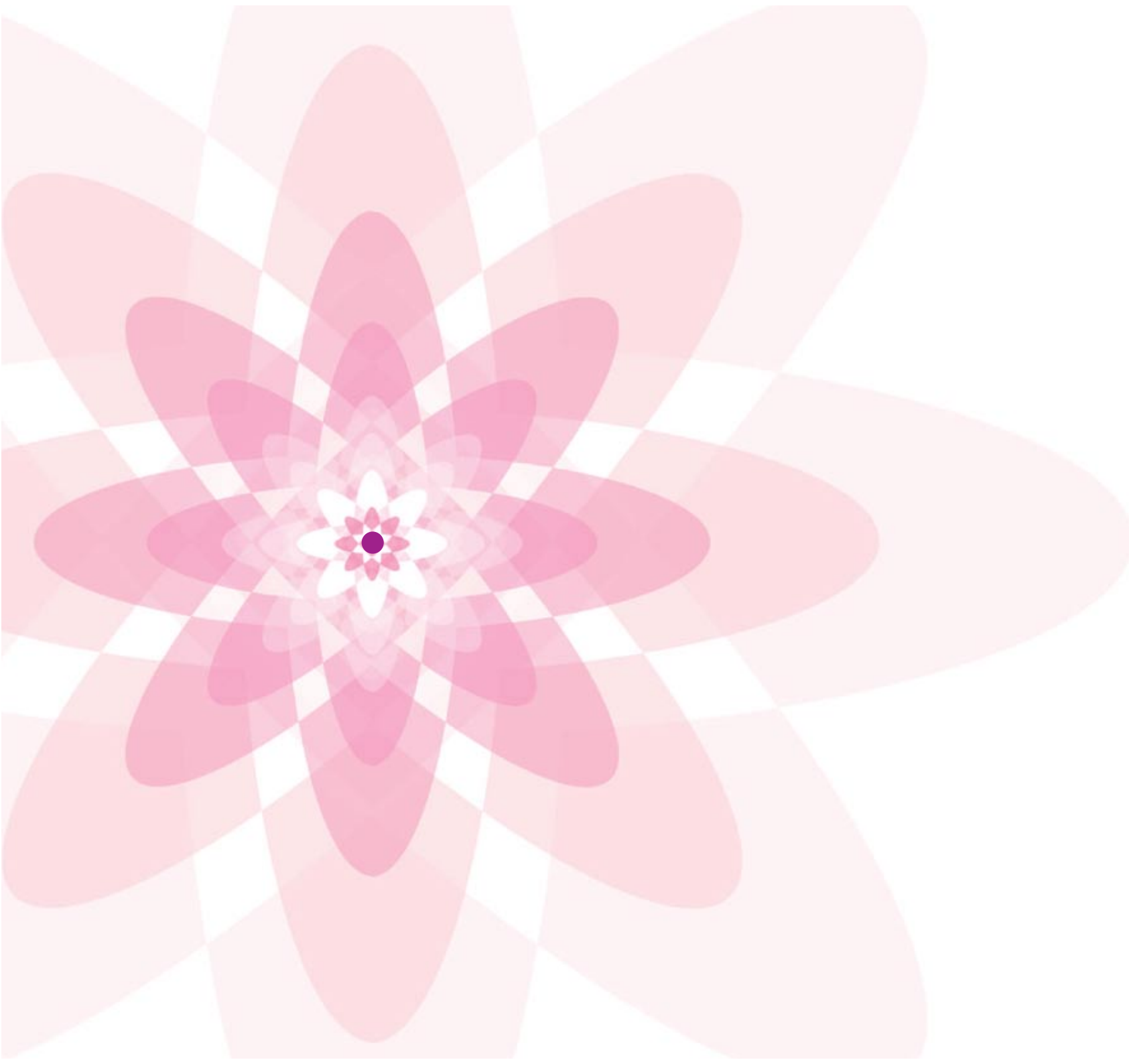
Original Piece



Humanity: Mankind
Carine Bouery
mixed media
1.1 m x 2.2 m
July 2007

Original Piece





corporate identiy

gebo angels express

dubai arborvitae:
new learning school



Gebo Angels Express

Gebo Angels Express is a courier and delivery service company that delivers messages of love and remembrance in the usual form of letters, gifts, packages, etc. from the living to the dead via a network of imaginary creatures, little cupids, clouds and most of all, angels, who are also known to us as messengers of the Divine.

- Angels
- Dignity
- Sophistication
- Transparency
- Purity
- Reliability

Gebo, also known as "X" in the alphabet of the Runes - an ancient Germanic language used for divination and magic to communicate with the gods - means gifts, exchange and relationships. The logo is an incorporation of the "X" and wings of angels in such a way that truly portrays dignity and reliability.

Below are two images - moodboards as we like to call them us graphic designers - that tell the story and give the 'feeling' about this company. Baby Cupid, the angel, the imaginary creature and the cloud are transportation / delivery methods applied by this company.

The typeface used for the logo is 'Paradox' designed by... in..... and the gold color is Pantone 8692 C



moodboards 1 & 2



*modes of transportation
cupid, angel, pegasus, cloud*







corporate identity

internal communications

internal communications

corporate identity



letterhead
fibrous material



business card (front & back)
fibrous material



folder
transparent plastic sheet



A4 envelope (rolled)
transparent plastic sheet



name tag
golden-plated metal



company uniform
logo embroidery



gift item (feather pen)
logo imprint





Dubai Arborvitae New Learning School

A project inspired by my sister Cynthia, Dubai Arborvitae New Learning School is a charter school that provides that extra support that regular schools do not; it is based on a specialized academic curriculum consisting of individualized educational courses, frequent assessments and parent involvement for children diagnosed with neurological disorders such as Borderline Intelligence, ADHD, Dyslexia, Dysgraphia, Dyscalculia and Autism, in Dubai, aged between 3 and 19.

**Growth & Development
Support & Guidance**



The bud represents my children who are not yet fully developed as regular children are in regular schools, but have the potential to be so; my school offers this extra support that today's traditional schools do not; and growth of my children is the message I would like to get across to the general public who either ridicule them or have lost faith in their abilities.

The logo developed for Dubai Arborvitae New Learning School was exactly the above.

The logo consists of a typeface with a symbol integrated within it. The symbol translates into the two letters "A" and "V" of "DUBAI" and "ARBORVITAE", respectively, which represent the concepts of support and growth. The "V" acts as a pot (support) from where the "A" is nourished and grows (growth). The symbol begins from the base of the logo, "ARBORVITAE", and extends upwards towards "DUBAI" and further up, showing continuation. The negative space created as a result of this relationship between the two letters further enhances the concepts of support and growth when three Thuja, or arborvitae, buds are formed with the bottom one acting as a support to the one on top and that to the one on top of it, and so forth. Their tips (in orange) fade out into depth to create this sense of continuation.

The overall look and feel of the "AV" logomark is complemented by a serif typeface used (A serif was preferred from a san-serif for legibility purposes, which will better help my children with dyslexia, for example). The typeface Meridien™ was designed by Swiss designer Adrian Frutiger in 1957; and according to him, was considered his best. According to Linotype, "Frutiger hoped to achieve a text face that takes the reader through a forest. Its slightly flared stems and triangular shaped serifs make the typeface sharp, graceful, arresting and sensuous; much like a forest"... and much like my arborvitae buds, the "AV" logomark!





corporate identity



new learning school



new learning school

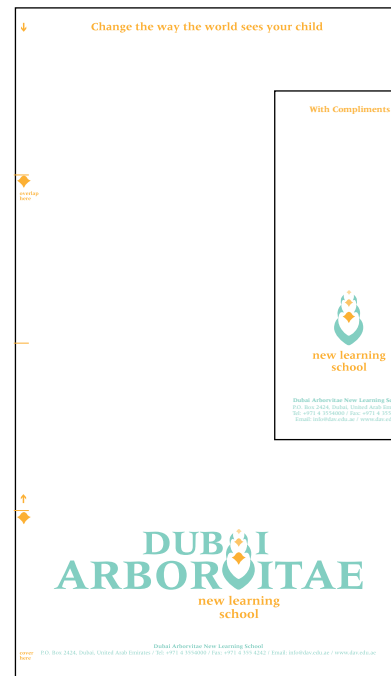


logo design

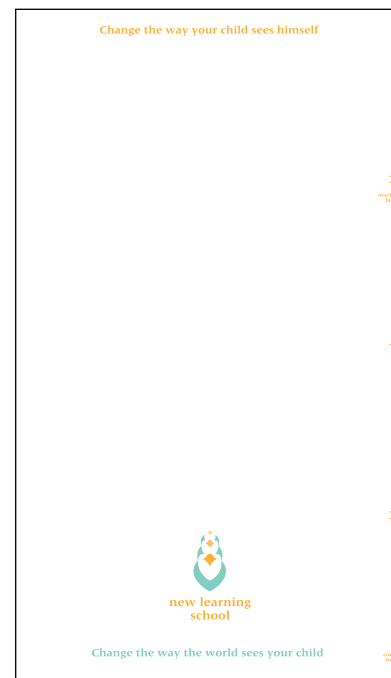


secondary logo

internal communications

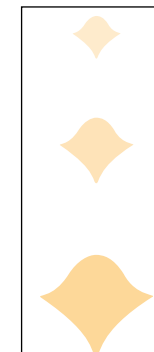


letterhead



continuation sheet

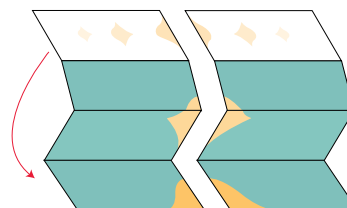
compliment slip



business card



letterhead & continuation sheet (back)



corporate identity





small envelope

student name tag

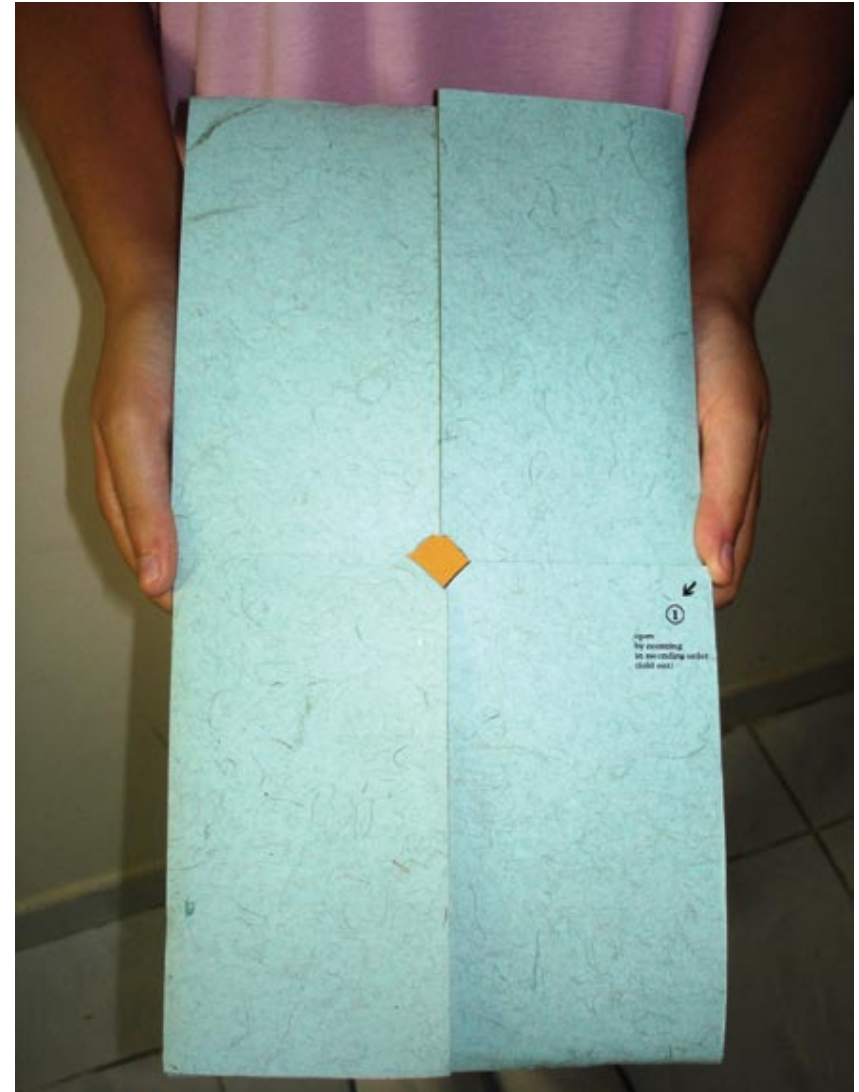
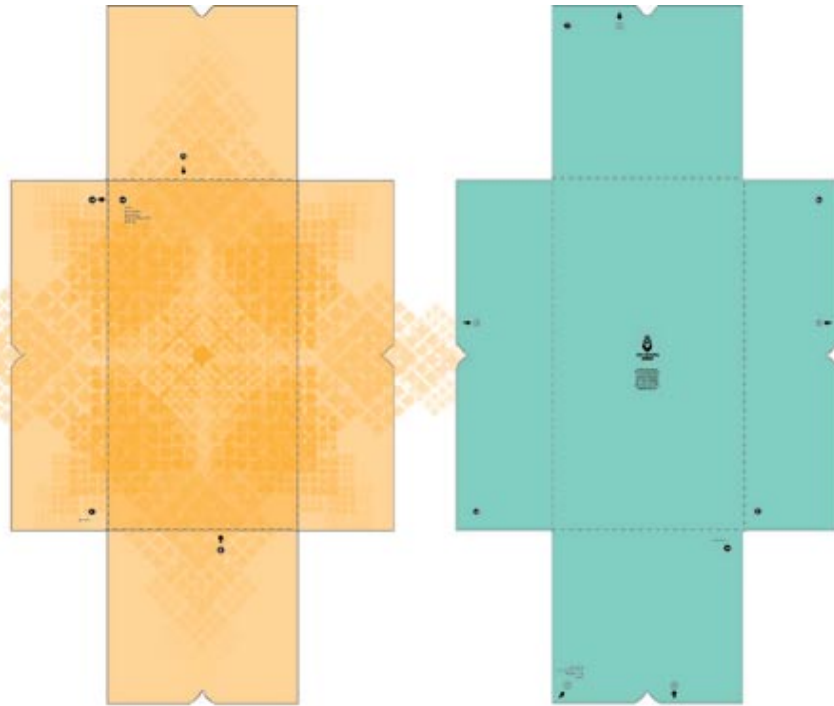


staff & teacher name tag



big envelope, letterhead, continuation sheet and complient slip
put together to create a continous (growing) relationship





school folder
informative design with guides for opening and closing





The school brochure is an embodiment of all the major elements that make DAV. We see the images of distortions, the images of frustrations and the patterns that differentiate each condition from the other; it entirely explains the students who enroll at DAV, what types they are, and how DAV can help them.

The brochure is based on a long piece of off-white matt paper of 200 gsm folded with 17 folds and made into in an accordion style to show growth. It is easily folded all together into a book. However, these folds create an additional “explosive” effect when the brochure is maneuvered in a different way; it becomes a playful 3-D model of a plantation in bloom, almost bird-like, with a center that is shaped as the bud of the school’s logo where all the energy outburst comes from.



school brochure

3-D interactive design; paper folded to create the bud logo in the center





An advertising campaign used to create awareness of the daily difficulties that dyslexics go through by seeing what they see and the frustrations and dangers that they can experience as a result. The graphics clearly and sometimes indirectly point these dangers out. Typeface used here is Meridien.

Public Awareness Campaign



Dyslexia is a learning disorder and is characterized with difficulties in accurate and/or fluent word recognition, spelling and decoding abilities. Its underlying cause is believed to be a brain-based condition that influences the ability to read written language.

I / a m o n p o t

One of the most obvious - and one of the most common - telltale signs of dyslexia is reversal. The writing on the notebook shows a dyslexic who has some dyslexics or learning-disabled individuals end up experimenting with drugs, stealing and cheating due to the strain and the frustration of underachieving.


Do you want your child to end up this way?

At Dubai Arborvitae New Learning School, we possess academic and therapeutic programs that can eliminate such frustrations your child may be experiencing with reading and we guarantee that underachieving becomes a thing of a myth.

Change the way your child sees things.
Change the way your child sees himself.

Enroll today by calling us on toll free 800-2424.

Dubai Arborvitae New Learning School
P.O. Box 2424, Dubai, United Arab Emirates
Tel: +971 4 3554080 / Fax: +971 4 355 4242
Email: info@dav.edu.ae / www.dav.edu.ae



Dyslexia is a learning disorder and is characterized with difficulties in accurate and/or fluent word recognition, spelling and decoding abilities. Its underlying cause is believed to be a brain-based condition that influences the ability to read written language.

One of the most obvious - and one of the most common - telltale signs of dyslexia is reversal. Can you imagine the dangers that dyslexics can come to themselves and others if they are unable to read traffic signs on the road? The Parking sign is a simple example.



Do you want your child to end up hurting himself and others?

At Dubai Arborvitae New Learning School, we possess academic and therapeutic programs that can eliminate such frustrations your child may be experiencing with reading and we guarantee the possibilities of danger to a minimum.

Change the way your child sees things.
Change the way your child sees himself.

Enroll today by calling us on toll free 800-2424.

Dubai Arborvitae New Learning School
P.O. Box 2424, Dubai, United Arab Emirates
Tel: +971 4 3554080
Fax: +971 4 355 4242
Email: info@dav.edu.ae
www.dav.edu.ae




An advertising campaign used to create awareness of the daily difficulties that dyslexics go through by seeing what they see and the frustrations and dangers that they can experience as a result. The graphics clearly and sometimes indirectly point these dangers out. Typeface used here is Meridien.

Public Awareness Campaign



Dyslexia is a learning disorder and is characterized with difficulties in accurate and/or fluent word recognition, spelling and decoding abilities. Its underlying cause is believed to be a brain-based condition that influences the ability to read written language.

One of the most obvious - and one of the most common - telltale signs of dyslexia is reversals. Here, a dyslexic is seeing and reading the "d" in "Iced" as "b" and the p's in "Cappuccino" as q's off a menu at a restaurant. Such situations for the dyslexic can cause immense frustration, and therefore can lead to behavioral problems and a lack in interest at tending to regular social needs such as getting together with friends for coffee, lunch or dinner.


Why does your child have to be deprived of that?

At Dubai Arborvitae New Learning School, we possess academic and therapeutical programs that can eliminate such frustrations your child may be experiencing with reading; and we guarantee his constant motivation to learn and be happy.

**Change the way your child sees things.
Change the way your child sees himself.**

Enroll today by calling us on toll free 800-2424.

Dubai Arborvitae New Learning School
P.O. Box 2424, Dubai, United Arab Emirates
Tel: +971 4 3554000 / Fax: +971 4 355 4242
Email: info@dav.edu.ae / www.dav.edu.ae


new learning school

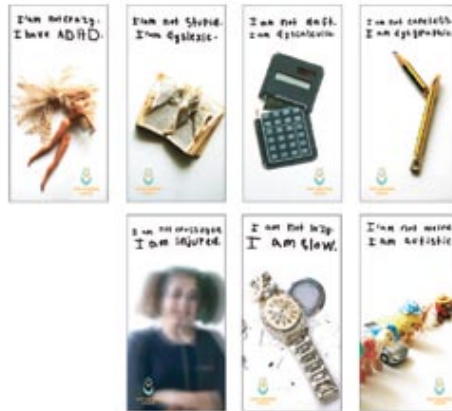




An advertising campaign used to educate the general public about conditions such as Dyslexia, ADHD, Dysgraphia, Dyscalculia, Borderline Intelligence and Traumatic Brain Injury by using images that explain the key elements and symptoms of frustration of each condition. At the same time, it instigates a sense of confidence within the person diagnosed with the condition in the messages seen at the top. The typeface used is Jessica, an almost child-like handwriting, as it clearly reflects the commonality of weak handwriting skills in all the conditions stated.

The Message: You need to understand that there are normal-looking people, but mentally challenged due to neurological disorders within themselves that explain why they are the way they are.

Public Awareness Campaign
I AM NOT WHAT YOU CALL ME





An advertising campaign used to create a change of society's distorted and comical views and perceptions about such children termed slow, dyslexic, hyperactive and so on.

The Message: Enroll your children at DAV so that they are treated with respect and seen as normal, creative and potentially productive human beings like everybody else.

Public Awareness Campaign
CHANGE THE WAY THE WORLD SEES THEM





The class signage system is based on the growth of a tree and contains imagery that helps the students understand in which level of growth he/she has reached. As they do well in their studies and pass on to the next level, the children become more excited and therefore encourages them to work harder to get the next level.

Some children, especially the learning disabled or the visually impaired, have difficulty in looking at things that are high in contrast. Their ability to learn is more welcoming when they interact with colors that are not very high in contrast.

As you noticed, class 1 has the least intense color of each color set of the 3 classes to indicate the early stages of learning. Each stage is lead to full completion when the color is in its most intense value.

Work in Progress



class grading system reflecting the growth of a fruit

school signage simple associations with chambers and their activities





corporate identity

signage system (internal)

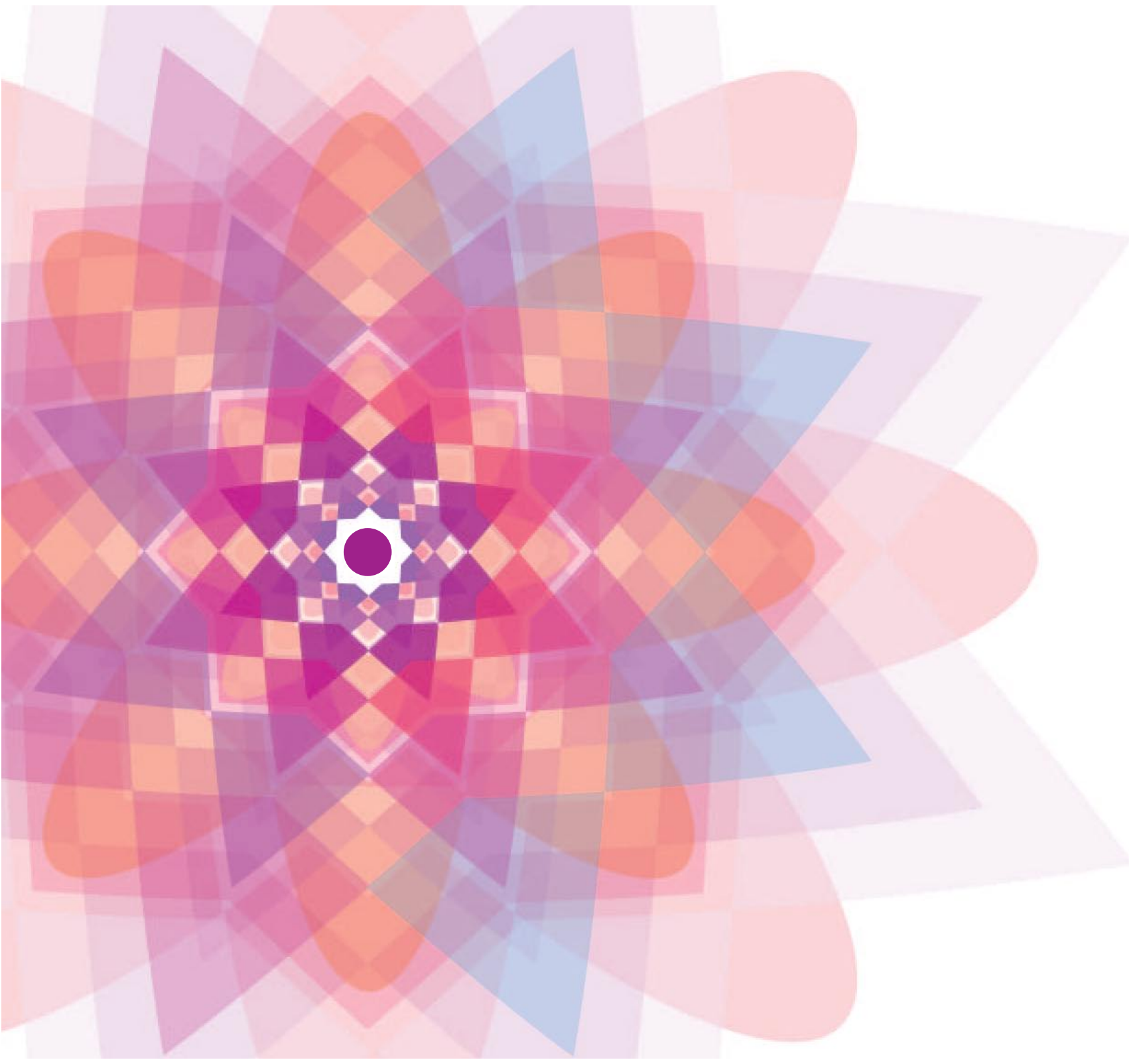
signage system (external)

corporate identity



'Buddy' signage further simplified to be used for horizontally-formatted signages usually hung from the ceiling





typography

arabic type design: **marsa**
research book design: **marsana**

Produced by a team effort of two, this handbook records the process that was taken to develop an arabic font / type inspired by the architecture design of the Dubai Creek Golf & Yacht Club. The name 'Marsa' was given to the typeface design as it reflects its meaning in Arabic as 'small harbor'. This book was named 'MarsaNa' meaning 'Our Harbor' to highlight this team effort.

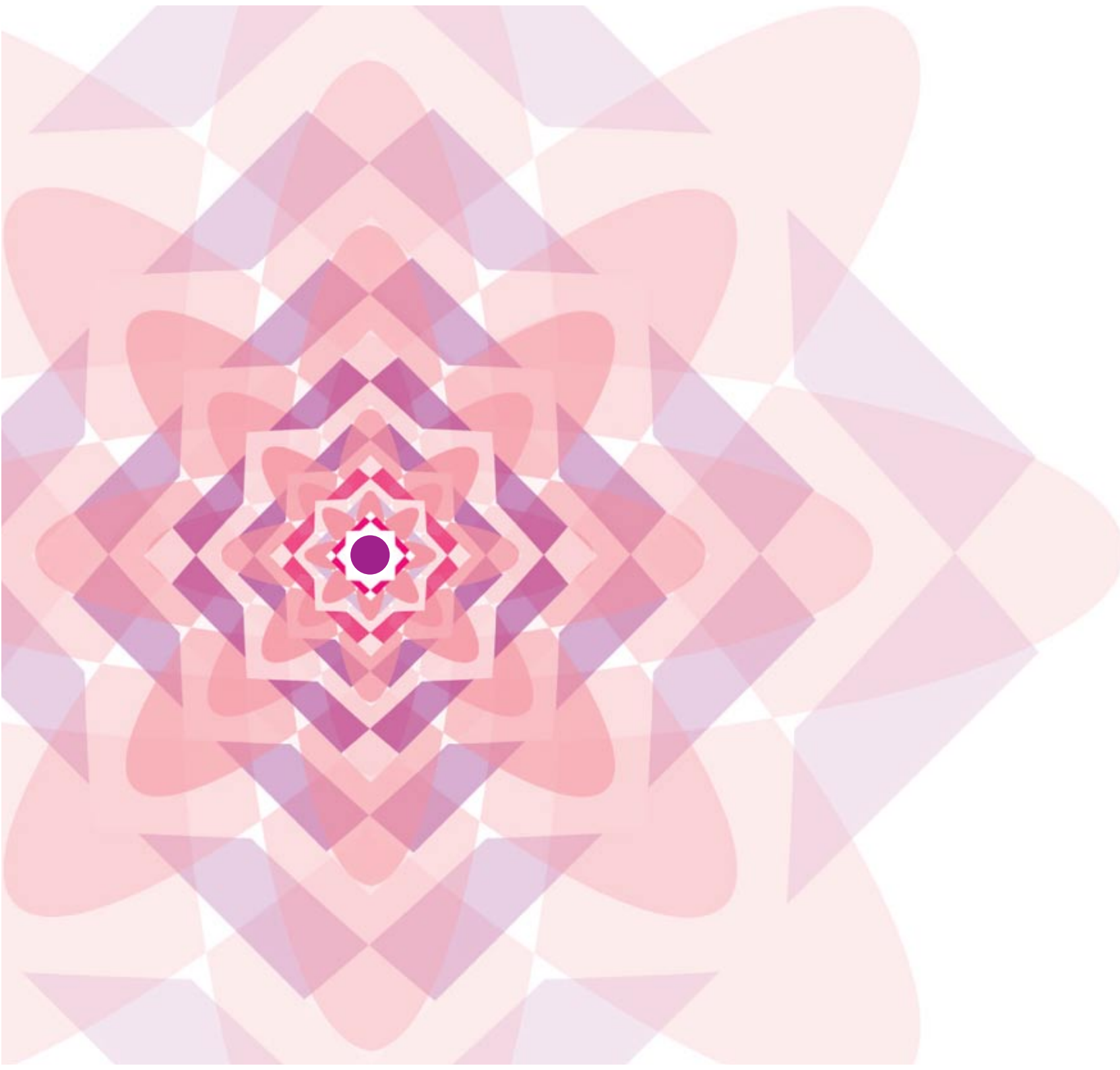
'MarsaNa' is divided into three main sections: the first being our research in the history of Arabic calligraphy and typography; our assesment of the combination of Arabic and Latin fonts in signage systems across the city of Dubai; and the process of the development of the 'Marsa' font (see next page) through the use of photographs and models that helped us determine the unique traits of 'Marsa'. The second and third sections displays my partner's and my own calligraphy exercises using the wooden stylus and other objects to create words.

The book and cover design and book layout were designed by me and the choice of canvas for the book itself was a unanimous decision that denotes the fabric of the sail of a boat.



مرسانا
MarsaNa





book design

New Typography (1920s)
Contemporary Design



This A5 booklet was designed to employ the style of New Typography, which was used by one of the pioneers of the time Georg Trumpp and whose father was known as Jan Tschichold. This style emerged in the late 1920s with a strong need for clarity versus beauty using asymmetry, functional design and sans serif typefaces.

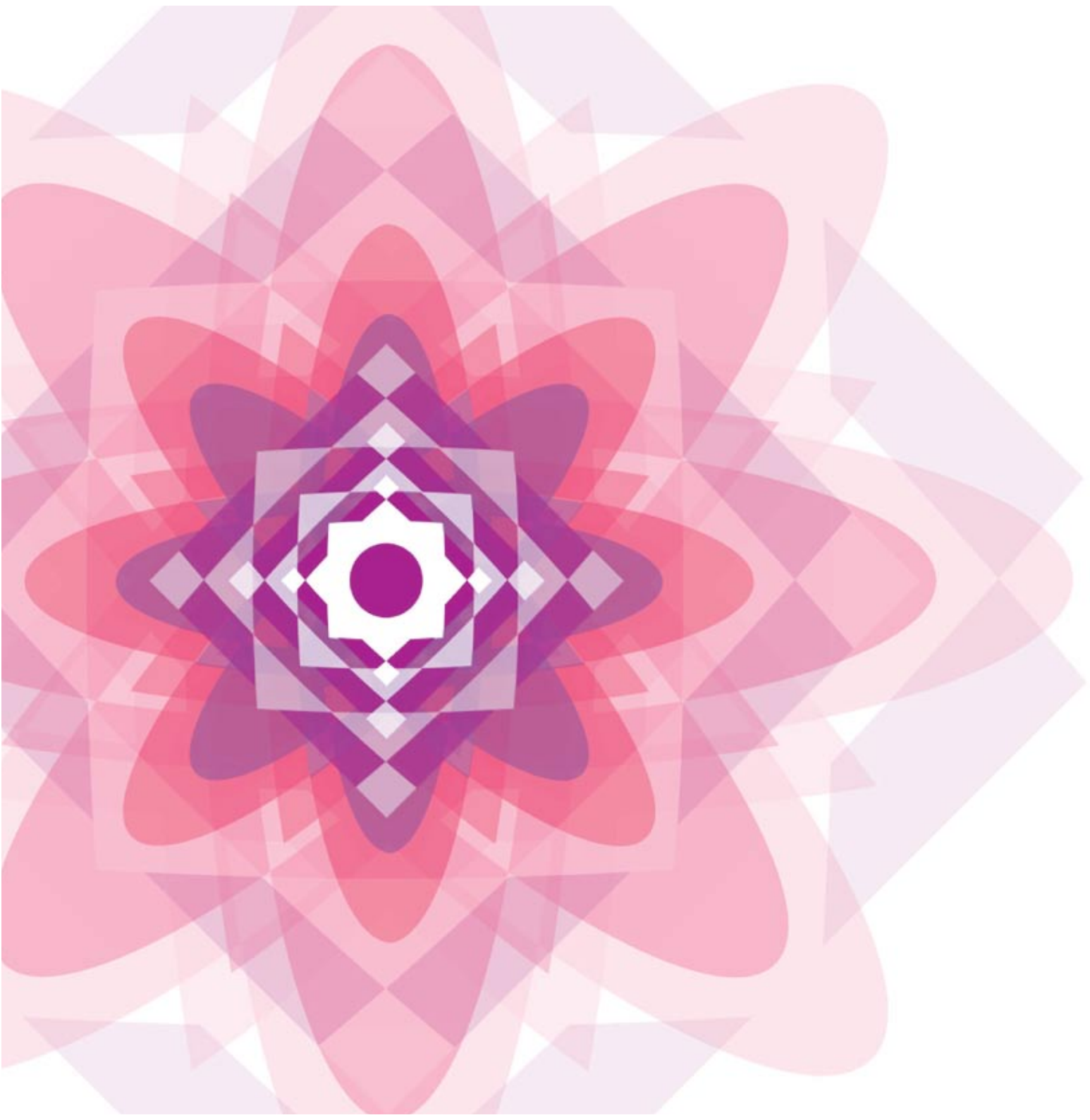
Georg Trumpp
New Typography



'Color in Graphic Design' is a thorough research about the history of color and its use in modern chromotherapy, in cultural associations and in graphic design. It discusses the functions associated with creating a meaningful and well-rounded piece by providing facts and examples to support its use.

Contemporary discussion on color in graphic design





animation

breast self-examination



This informative interface was designed to show working women the step-by-step process of breast self-examination in an animated fashion so that they recall them when they are back in their homes to repeat the steps at their own convenience.

Breast Self-Examination

STEP 1 { 1 2 3 4 5 } ●●●

Begin by looking at your breasts in the mirror with your shoulders straight and your arms on your hips. Here's what you should look for:

- Breasts that are their usual size, shape, and color.
- Breasts that are evenly shaped without visible distortion or swelling.

STEP 1 { 1 2 3 4 5 } ●●●

If you see any of the following changes, bring them to your doctor's attention:

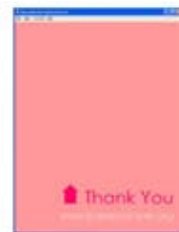
- Dimpling, puckering, or bulging of the skin.
- A nipple that has changed position or become inverted (pushed inward instead of sticking out).
- Redness, soreness, rash, or swelling.

STEP 2 { 1 2 } ●●

Raise your arms and look for the same changes.

STEP 3 { 1 2 3 4 5 } ●●●

While you're in the mirror, gently squeeze each nipple between your finger and thumb and check for nipple discharge (this could be a milky or yellow fluid or blood).





STEP 4 (1 2 3 4 5) ●○○

Feel your breaths while lying down, using your right hand to feel your left breast and then your left hand to feel your right breast. Use a firm, smooth touch with the first few fingers of your hand, keeping the fingers flat and together. Cover the entire breast from top to bottom, side to side—from your collarbone to the top of your abdomen, and from your armpit to your cleavage.

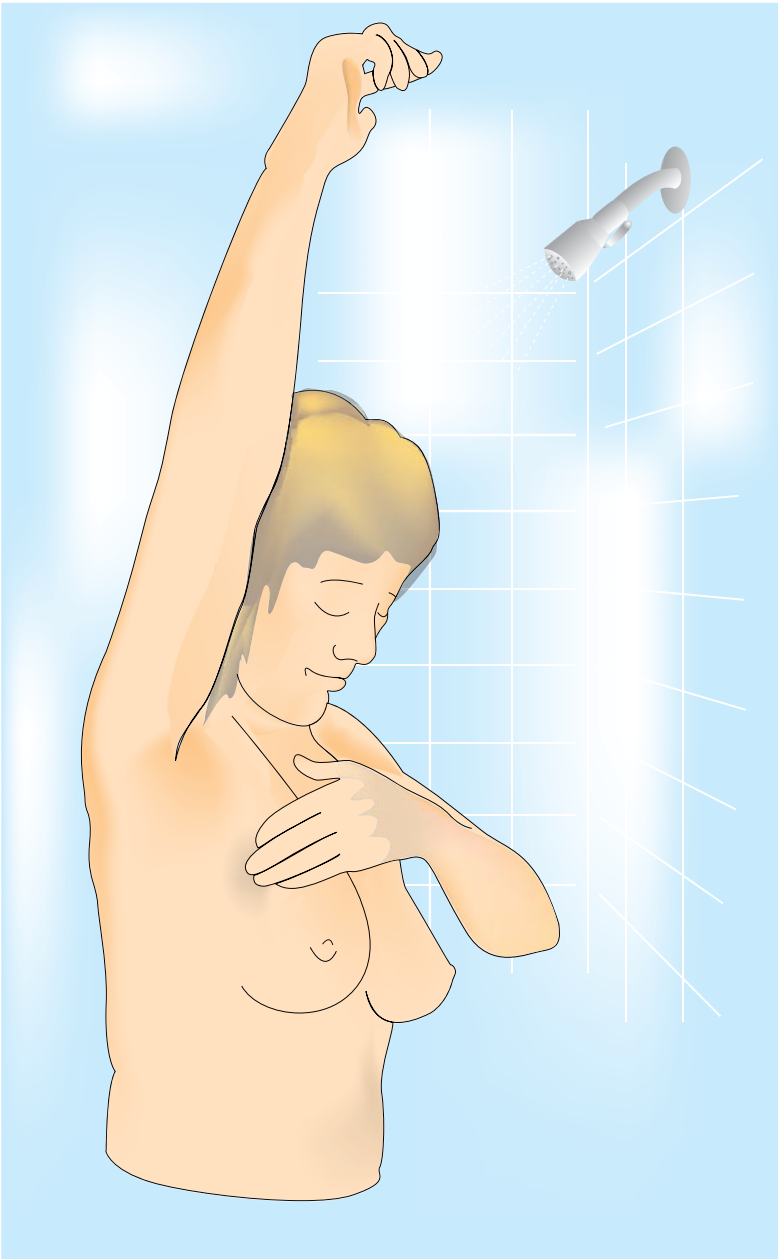
STEP 4 (1 2 3 4 5) ●○○

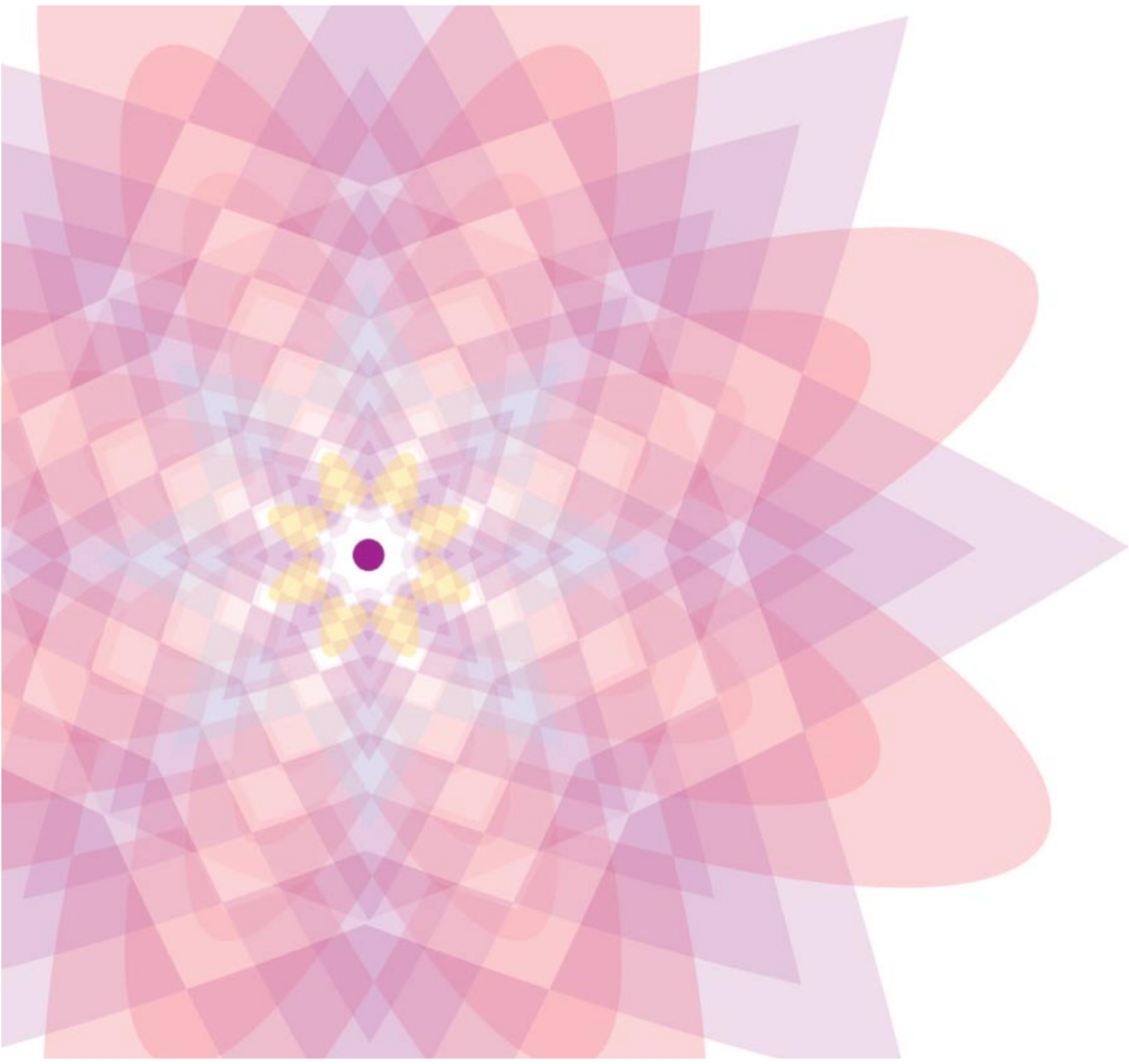


STEP 5 (1 2 3 4 5) ●○○

Stand, lean your breasts while you are standing or sitting. Bring your hand that the easiest way to feel that breast is when you are in a standing or sitting position. Use the tips of the fingers to feel the breast. Cover your entire breast using the same hand movements described in Step 4.

STEP 5 (1 2 3 4 5) ●○○





tradeshows

Weatherford

- GEO 2008 Manama Bahrain
- OGWA 2008 Muscat Oman

From planning to execution...

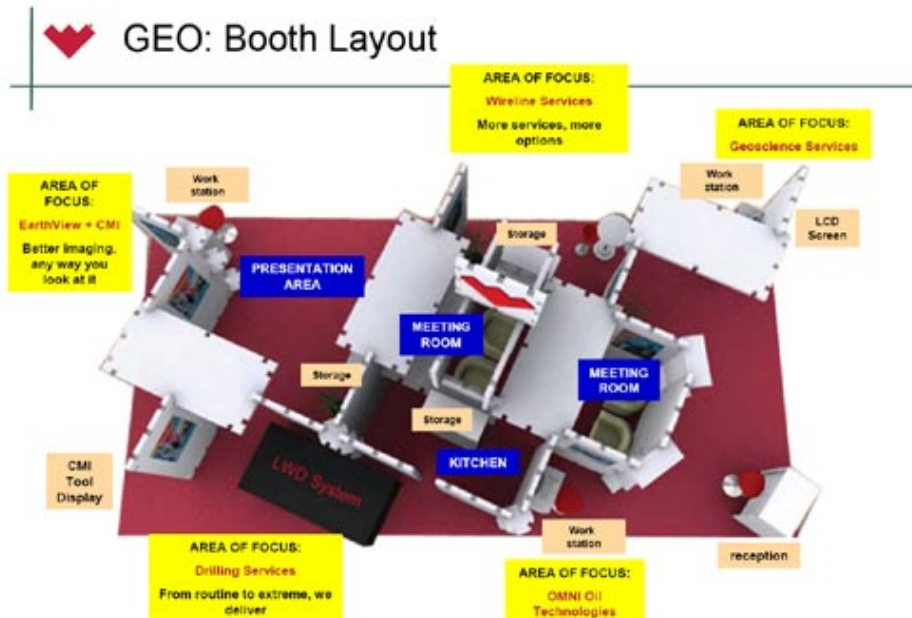
Weatherford is among the largest global providers of innovative products and services for the drilling and production sectors of the oil-and-gas industry. Its 2008 marketing campaign 'Build Better Wells', developed by the Marketing team based in the corporate headquarters in Houston, Texas, was built around Weatherford's continual commitment to growth and developing better opportunities for its clients and employees.

Being the regional marketing communications representative, I wanted a booth design that can reflect this growth, and its message would additionally work on a low budget. The concept was a form of lego where the entire design was based on only 2 major modules: the large rectangular panels and the panel connections with perforations of equal thickness for easy fittings. This design had various advantages:

- It reflects growth, continuity and building
- Its modularity could be adopted in any space, any layout and any theme (See Oman show)
- Its unnecessary need for screws and drills reducing the amount of time needed to construct it
- Its compact packaging reduced freight costs by approximately 50 %
- Its way of fitting makes it completely safe



Build

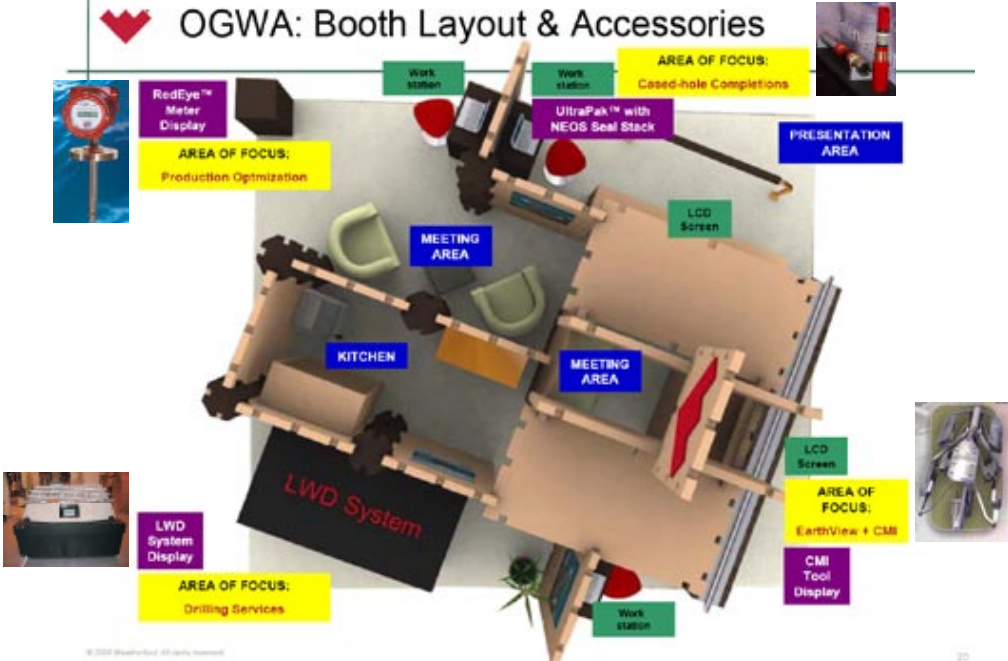


Due to the booth's modularity, we were able to develop a cultural feel by changing the color of the paint and adding details that wholly reflect the Omani culture and Omani forts in a modern-traditional way.

**Build Better Recovery
(Heavy Oil & Enhanced Oil Recovery)
Omani Culture**



OGWA: Booth Layout & Accessories



carine 

Carine Bouery
graphic designer | artist

+971 50 7358881
choco24_b@hotmail.com
carine.bouery@gmail.com

