

# Self Promotion Project

Iyla So



# Project Summary

Booklet comparing myself to pie

## Design Opportunity

Express to potential employers

- *creativity*
- *personality*
- *skill*

## Design Objectives

Skills to showcase

- *illustration*
- *typography*
- *layout*

Image to project

- *friendly*
- *capable*
- *excited to learn more*
- *passionate about well-being of others*

## Intended Audience

Impact-driven design firms

**\*SIGNALS**

Signals Design Group

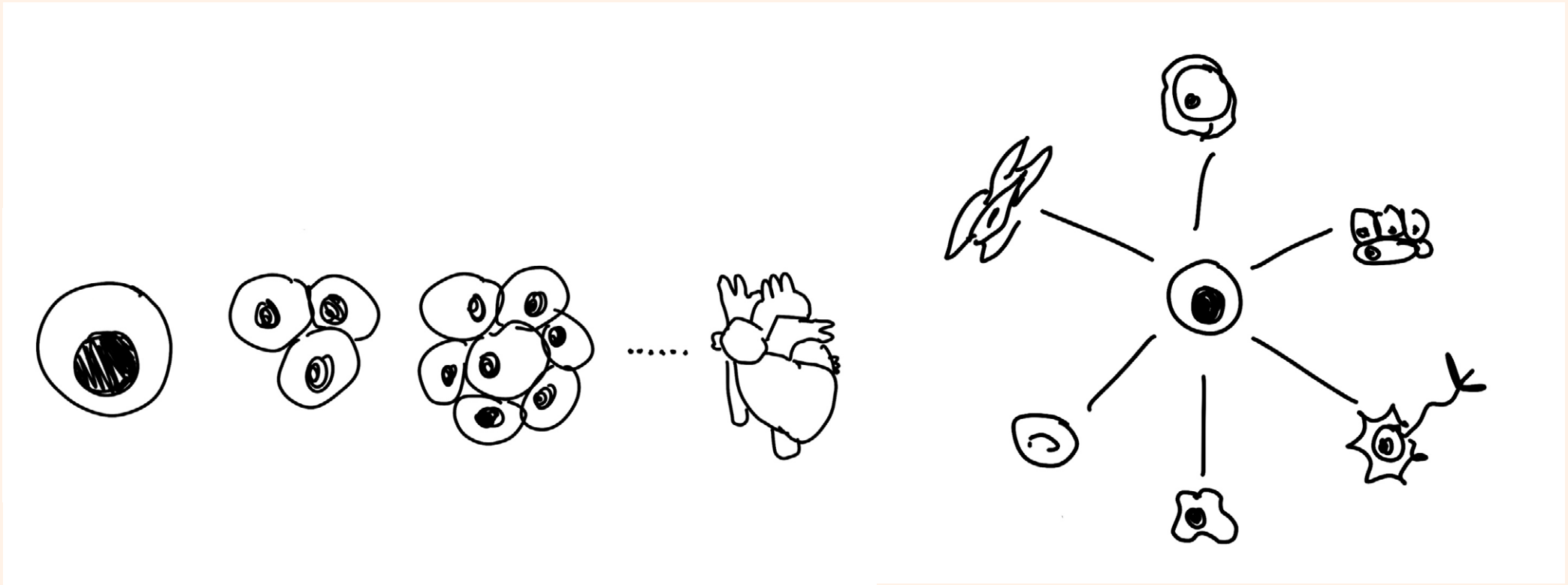


BriteWeb - Social Impact Agency

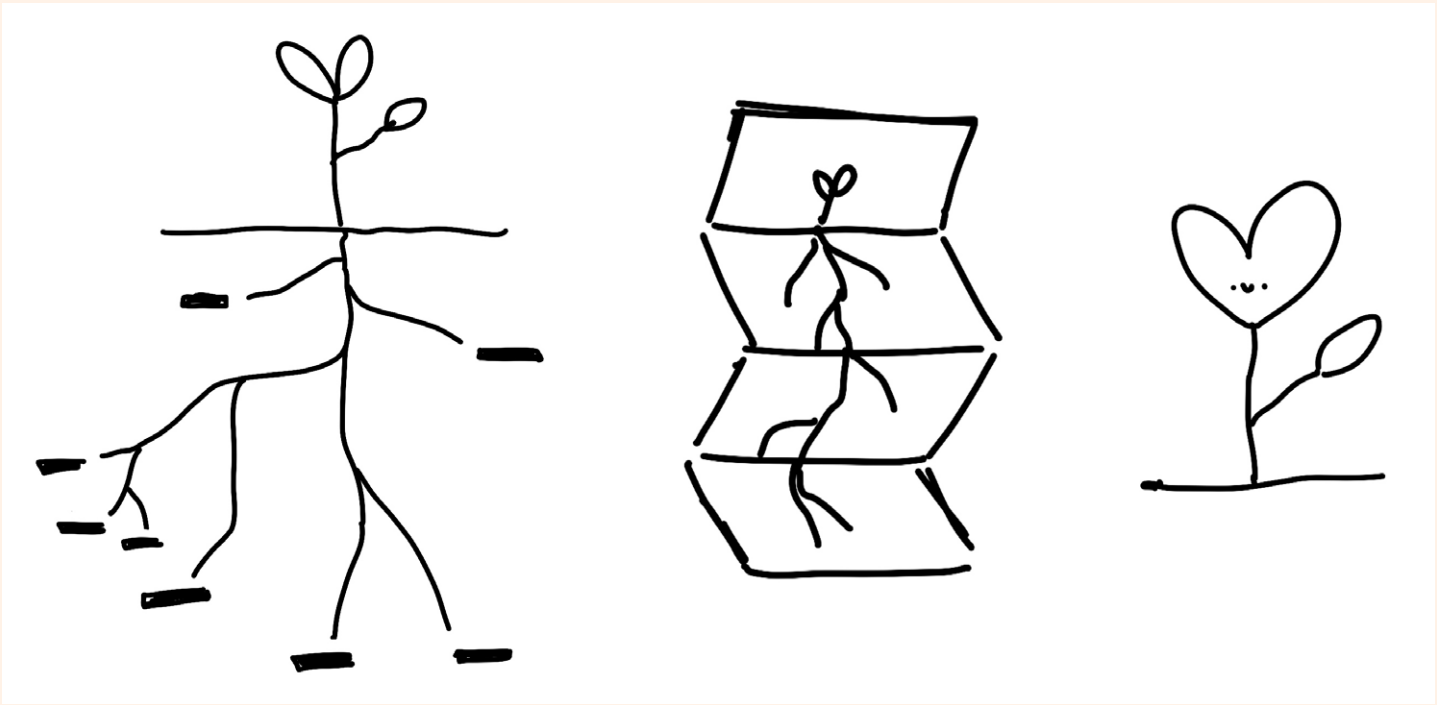


Ion Design

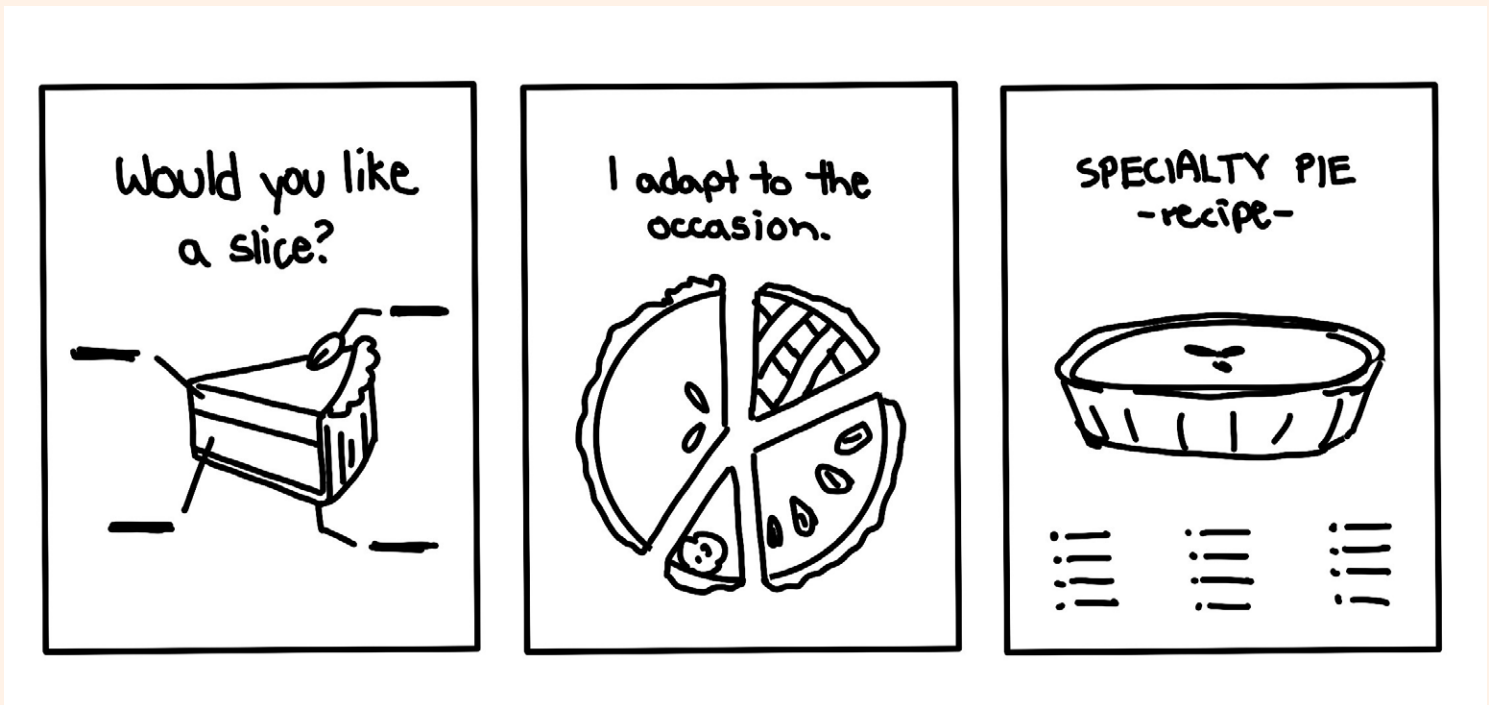
# Initial Concepts



stem cell



seedling



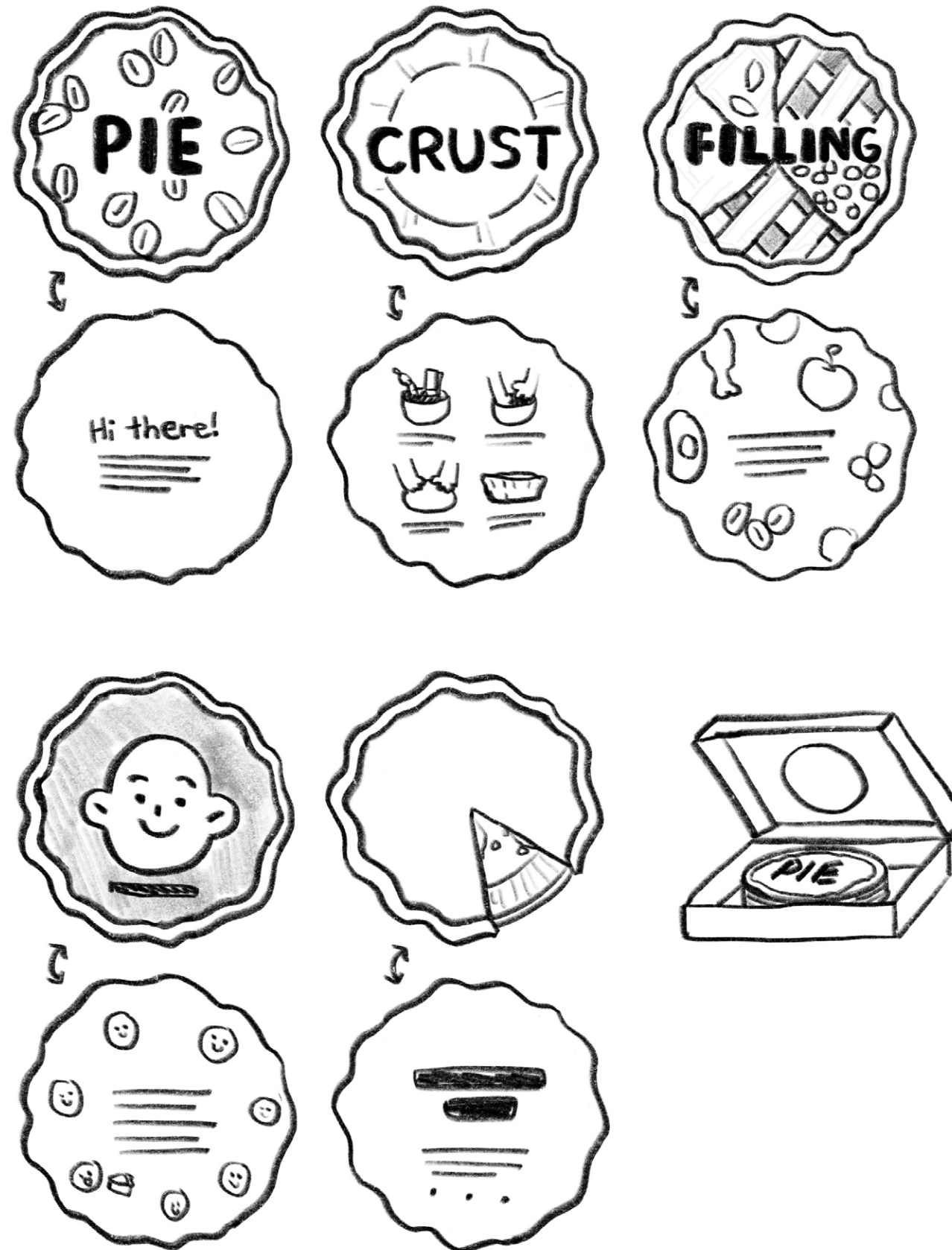
pie

# Idea 1: Pie Booklet



## Idea 2:

### Pie Cards





Idea 3:  
Pie Poster



**Concept**

**I am a Pie**  
**(booklet)**

# Inspiration



Lotta Nieminen – Cook in a Book



# Design

## Layout

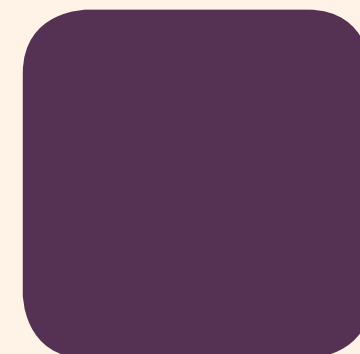
- 6x6" saddle stitch
- Picture-book style
- loose 3x3 grid
- rounded corners

## Typography

**Omnes Bold**

Avenir Roman

## Colour





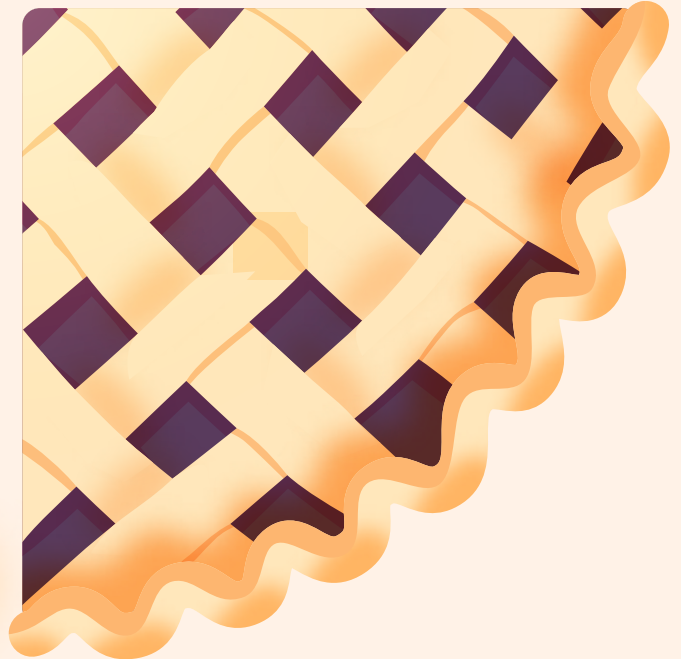
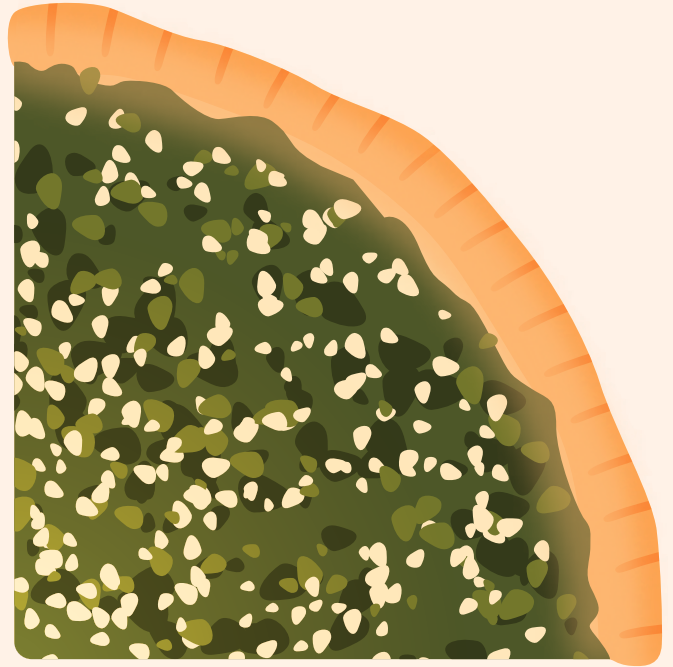


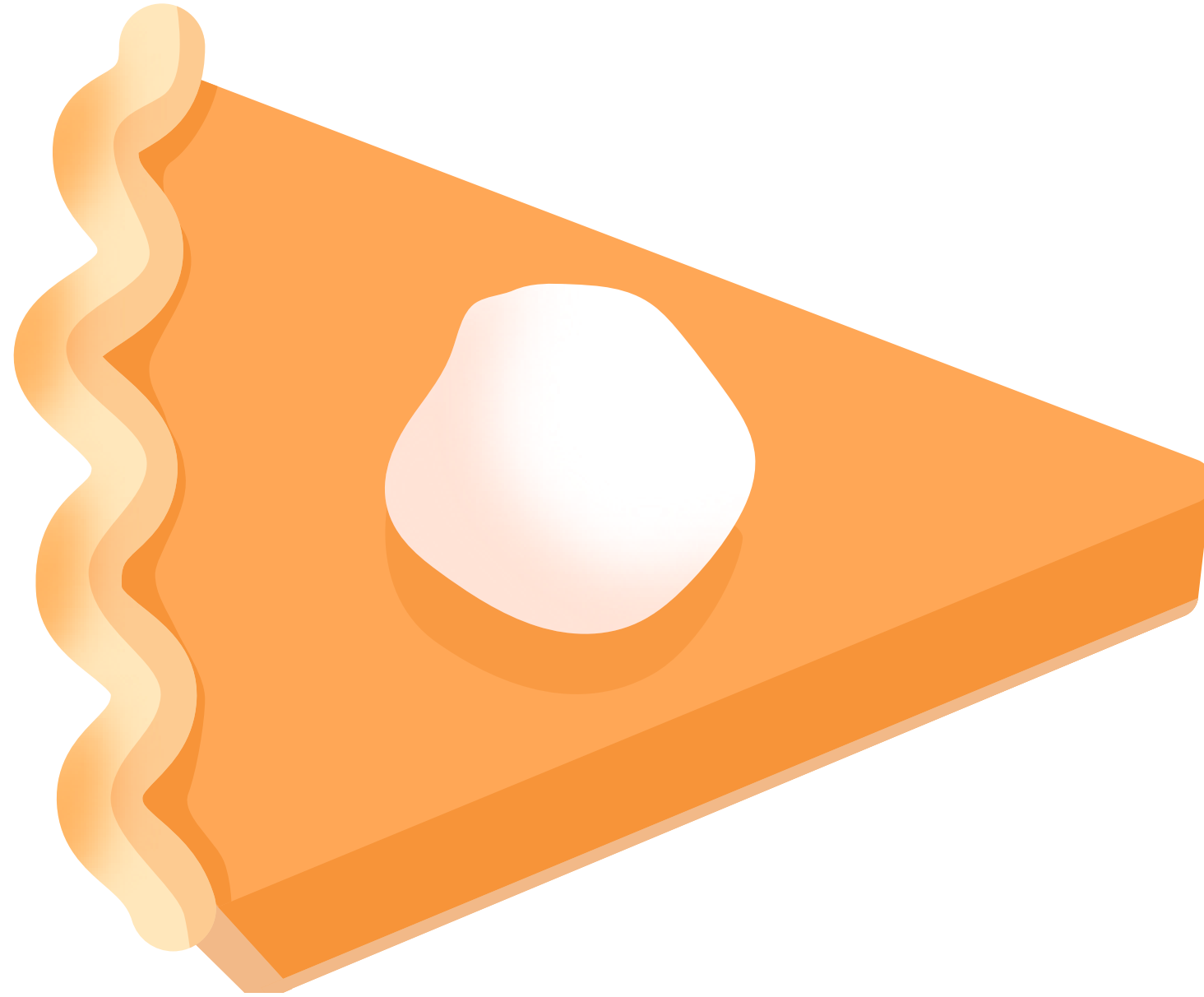








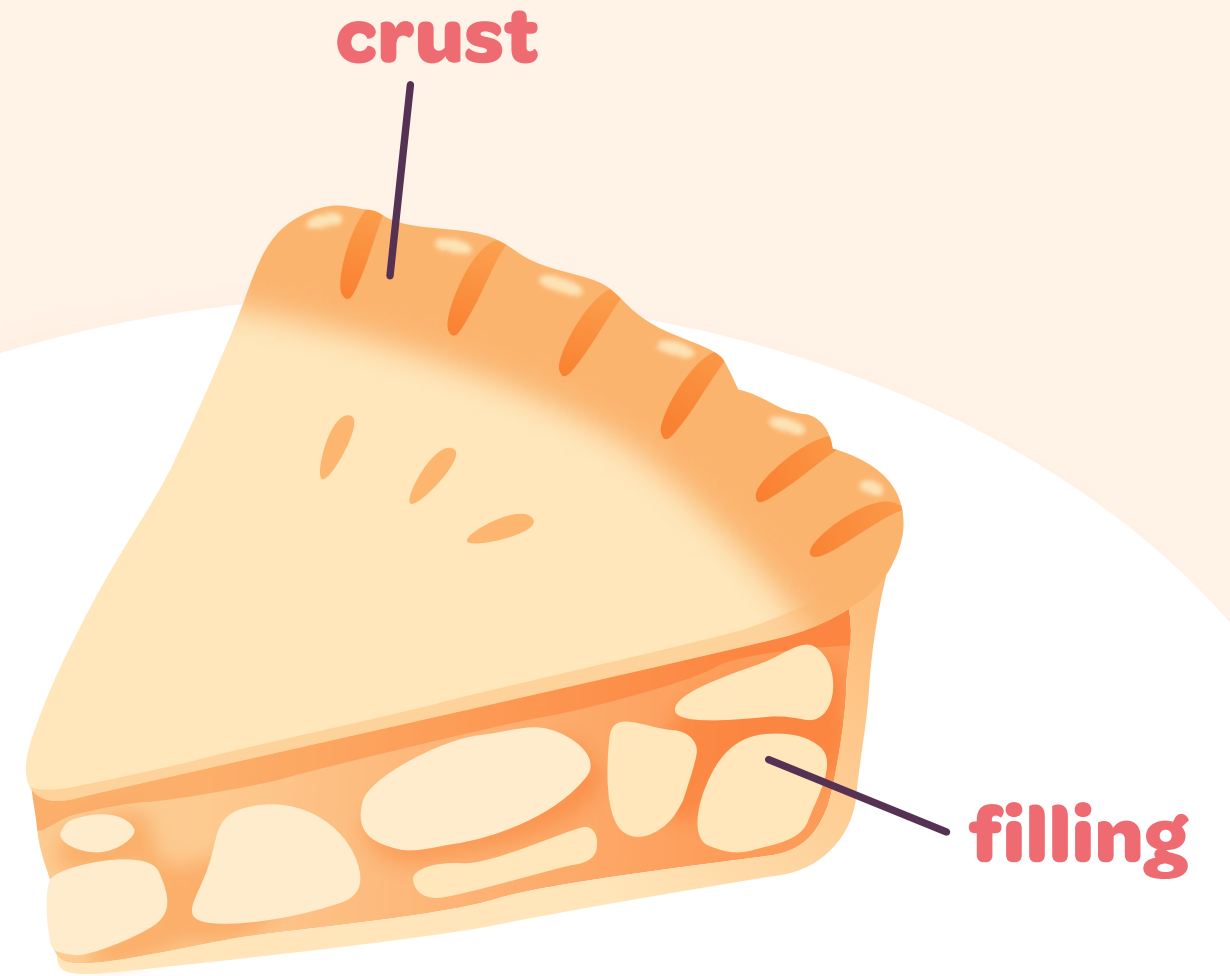




**Hi, I'm iyla.**  
**I am a pie.**

Please let me explain.

**Pie has  
two main  
components**







# Crust

is the foundation of pie.

I too have a **foundation.**





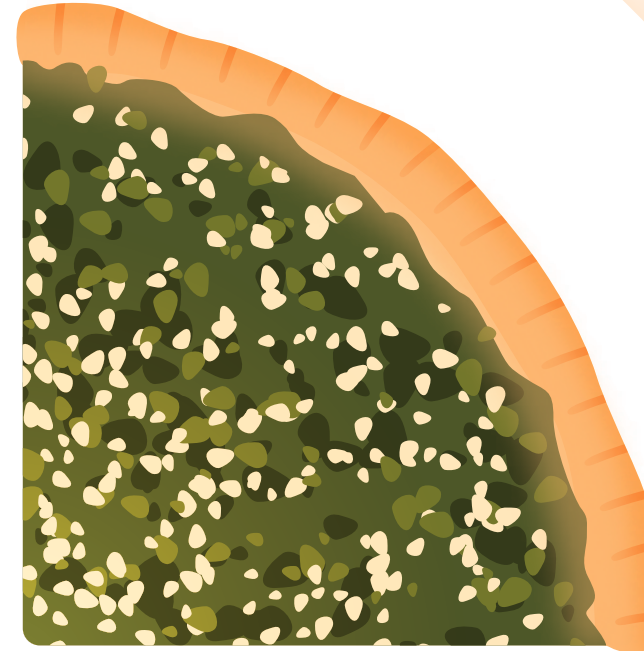
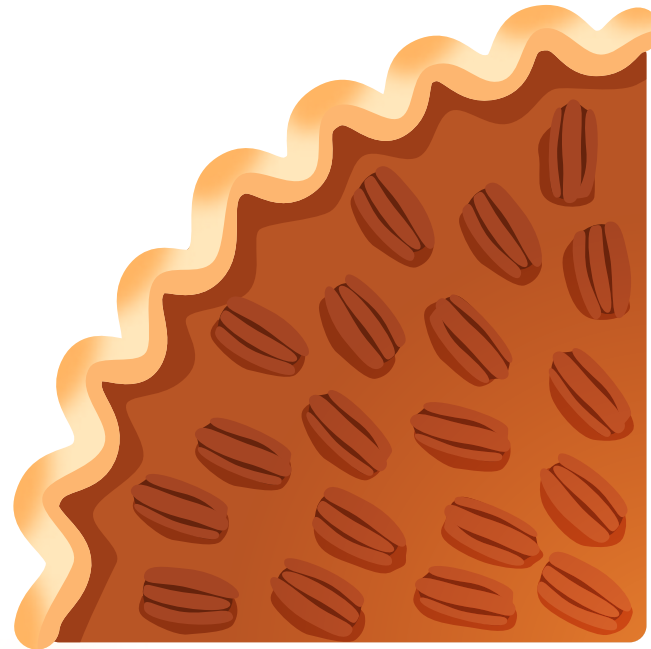
# Fillings

make pie flexible.

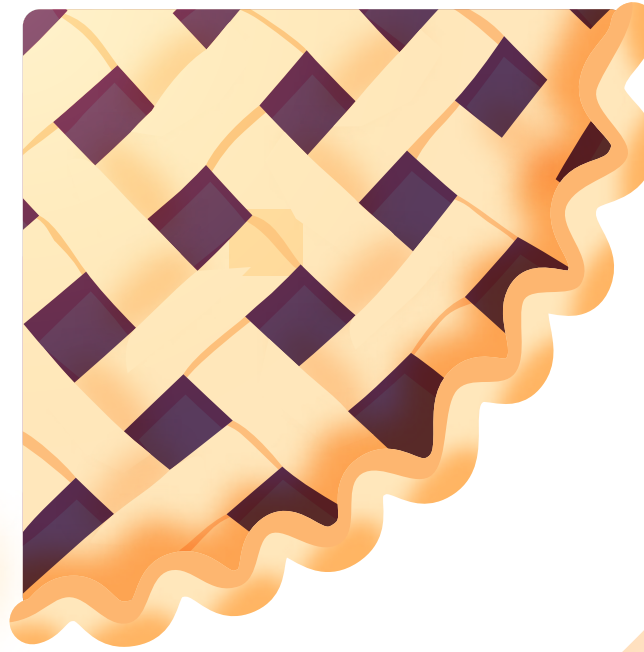
I like to think that  
I'm **flexible** too.

I'm **sweet** to  
work with and a  
great team player.

I can add that  
**spicy** kick to  
a design when  
necessary.



I can get down  
to business like a  
**savoury** pie.



My illustration  
can be **fruity**  
and playful, yet  
detail oriented.





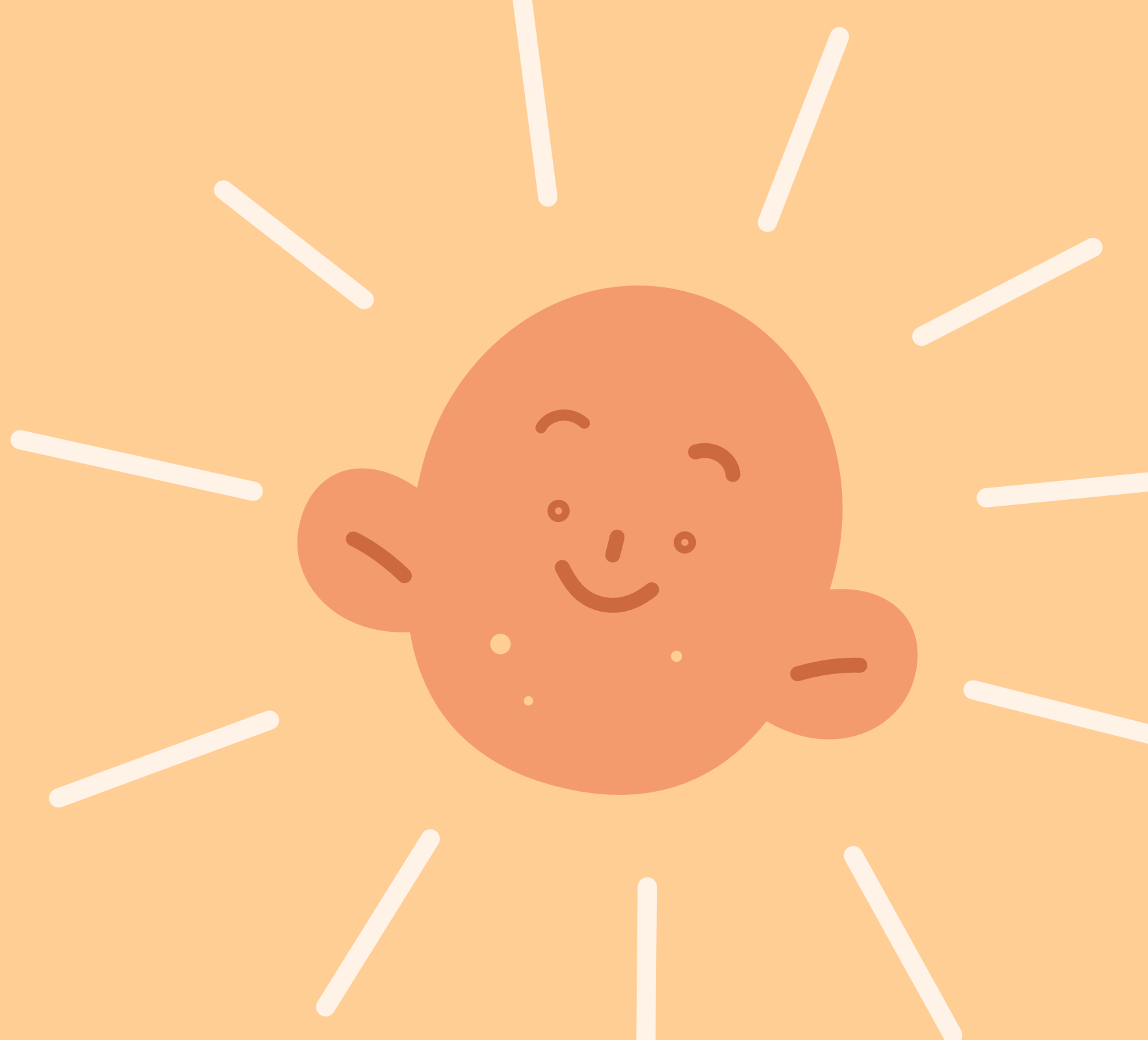
Pies  
**Nourish.**

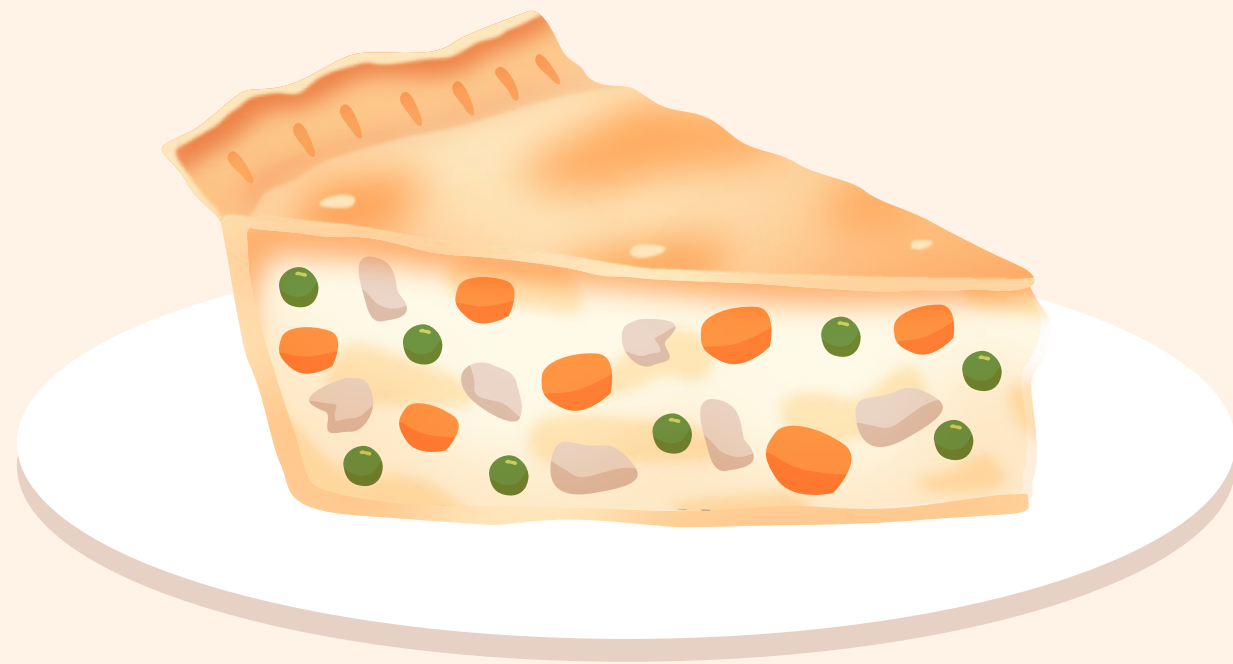
**They bring people together  
with warmth, comfort,**



**and best of all...**

**happiness.**





# Would you like a slice?

I'm passionate about enriching others' lives through design and I'm looking forward to growing as a person and designer. If you would like to connect over a (free) slice of pie or see my work, please feel free to contact me!

**iyla so**

Communication Design  
& Illustration  
[iyla.ca](http://iyla.ca)





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# Handmade Pie Crust

Recipe from [bonappetit.com](https://www.bonappetit.com)

## Ingredients

½ cup of cold butter  
1 cup + 2 tbsp flour  
1 tsp sugar  
½ tsp salt

## Steps

- 1 Mix the dry ingredients together (flour, salt sugar).
- 2 Cut the cold butter into any-size pieces, and toss it into the dry ingredients until evenly coated.
- 3 Transfer everything to a work surface and roll out the butter into long thin sheets. Scrape off excess from the rolling pin.
- 4 Scoop everything back into the bowl, add 3 tbsp ice water and toss until the water is distributed.
- 5 Roll out the dough, fold in thirds, turn 90 degrees, and repeat, until the dough it barely comes together.
- 6 Wrap the dough in plastic wrap, and shape it into a round. Chill in the fridge for at least 30 min, or up to 3 months in the freezer.

# Blueberry Ginger Pie

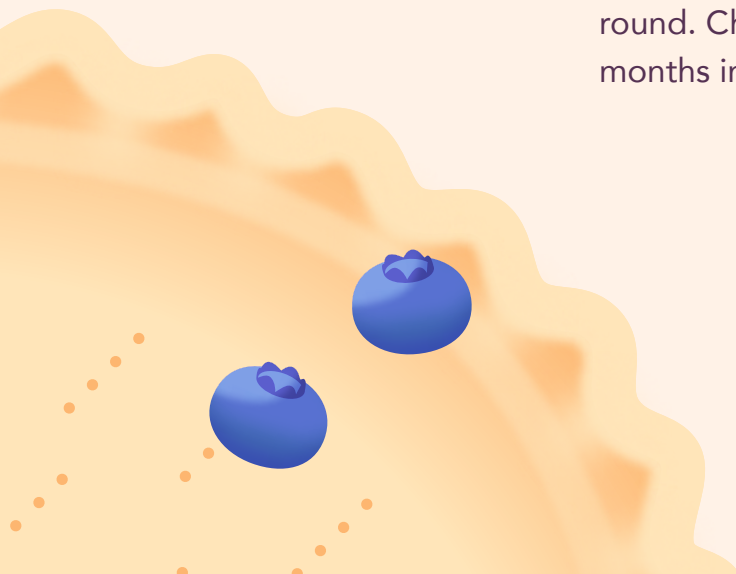
Recipe from [bonappetit.com](https://www.bonappetit.com)

## Ingredients

2x Handmade Pie Crust  
flour for dusting  
1¼ cups sugar  
¼ cup cornstarch  
1 tbsp grated lime zest  
1 tbsp grated ginger  
2 pounds fresh blueberries  
⅓ cup fresh lime juice  
1 large egg  
2 tbsp sugar for topping  
pinch of salt

## Steps

- 1 Preheat oven to 350°F. Roll out two disks of dough on a lightly floured surface to 13" each (about ¼" thick), and chill them in the fridge, stacking and separating with a sheet of parchment.
- 2 Combine sugar, cornstarch, lime zest, ginger, and salt, rubbing together to distribute ingredients. Mix in blueberries and lime juice.
- 3 Beat egg with 1 tsp water in a small bowl to make the egg wash.
- 4 Transfer and shape one round of dough to a 9" pie dish. Scrape in blueberry filling. Brush the edge of the dough with half the egg wash. Carefully transfer the remaining round of dough over the pie.
- 5 Press edges of dough together to seal, and crimp with a fork. Trim excess dough and cut several 3" long slits into the top of the pie. Brush with remaining egg wash and sprinkle with extra sugar.
- 6 Bake on a lined rimmed baking sheet ~1.5 hours. Let set for at least 4 hours before slicing.





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iyla.ca

Thanks for  
taking a slice!

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**iyla.**  
**pie.**  
explain.



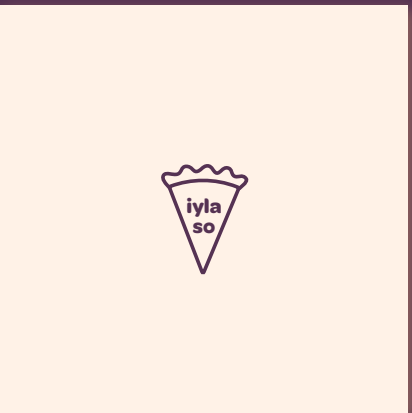
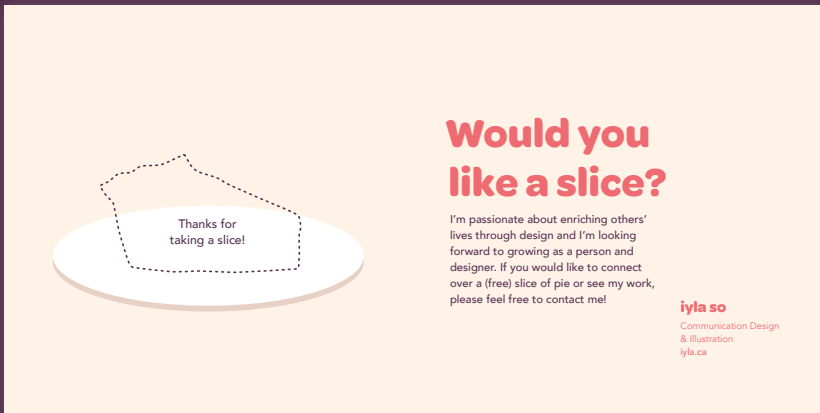
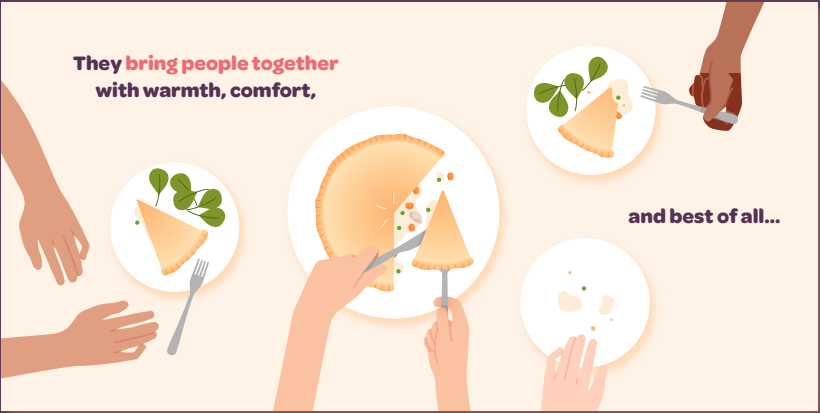
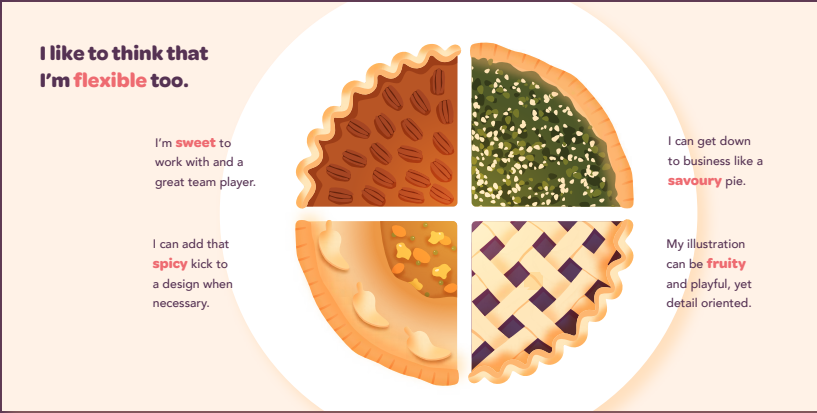
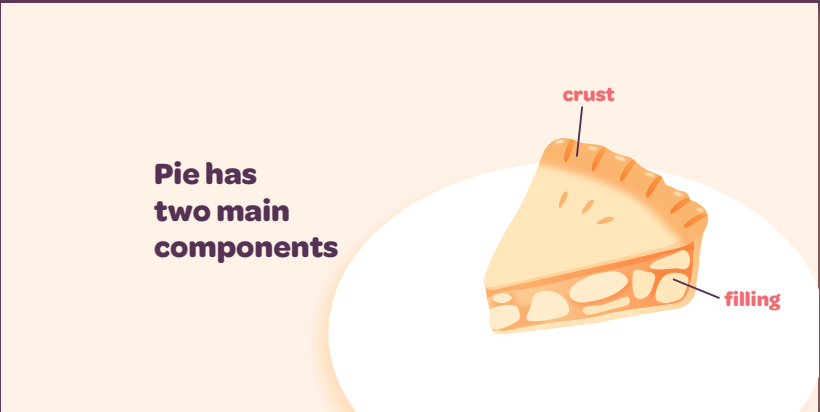


**Did someone  
say free pie?**

Please feel free to contact me  
to learn more!

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**thank you!**

