



**COSTIN**  
CONSTANTINESCU



GRAPHIC DESIGN  
PHOTOGRAPHY



PORTFOLIO



I am a creative freelance graphic designer, based in Montreal, Canada with love for all things digital. First steps in graphic design were in 2016, keeping the same philosophy for my clients and their customers.

What makes me different? I treat each project as unique, ensuring a bespoke solution to every brief. And whilst I always ensure I make use of the latest technologies in my development, I don't forget my roots – great design, attention to detail and a creative approach to the digital space.

I have been a photographer for more than ten years, who love portraits and product photography and with a very deep feeling for the artistic side of a second.

Photography is a very important part of my space... it is to discover, it is to capture giving flow to what the heart feels and sees in a certain moment, experiencing, understanding, learning and, essentially, practicing the freedom of being, of living, of thinking...

And what else makes me tick?  
Music, tea and beer!

ABOUT ME 

# BRANDING

A brand can be described as a company, service, product, or person, that has a voice and personality of their own.

A designer can't "make" a brand. Or design a brand. Designers design a brand identity that reflects a brand.





# EVEREST

JASON CLARKE   JOSH BROLIN   JOHN HAWKES   ROBIN WRIGHT   EMILY WATSON

THE MOST  
DANGEROUS PLACE  
ON THE EARTH

BASED ON THE INCREDIBLE TRUE STORY  
a film by Baltasar Kormákur



## POSTER

Posters are one of my favorite design projects because you can bend the rules so many different ways.

They're creative, bold, groovy and can provoke so many emotions too. Some posters get you excited and pumped up such as music or event posters.

And then others are chock full of information. Some may contain much more information than others. The key is finding the right balance with headline, copy, images and logos.

When you've achieved that, you've got one sweet poster.



Tickets on sale now

CENTRE BELL  
1.04-25.04

www.jazzfestival.ca







# ∞ FLYER

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# PACKAGING



Why did you purchase that specific brand? Was it an impulse buy, or something you genuinely needed?

Now that you're thinking about it, odds are, you bought it because it was interesting. Yes, you may have needed shampoo, but did you need that specific brand? The one with the sleek, expensive looking bottle? No, but you bought it because you thought it would make you feel fancy, even if it's the same product as what's in the discount bin.

This is the purpose of packaging. Packaging, when done correctly and creatively, is ultimately what sells your product. It's more than just putting your logo on a package. It draws attention, sends a message, and makes consumers feel a certain way.

Knowing how to make your product stand out amongst all the others on the shelves can be hard, so take a look at these 50 creative and unique packaging examples and tips to draw inspiration and learn how to make your packaging appeal to the masses.







# ILLUSTRATION

An illustration is a decoration, interpretation or visual explanation of a text, concept or process, designed for integration in published media, such as posters, flyers, magazines, books, teaching materials, animations, video games, and films. The illustration also means providing an example; either in writing or in picture form.

The origin of the word "illustration" is late Middle English (in the sense 'illumination; spiritual or intellectual enlightenment'); via Old French from Latin illustratio, from the verb illustrate.





Product photography is everywhere. Every time you shop on Amazon, go to McDonald's or flick through a magazine - product photography is there.

Even fashion photography is showing your products to buy. Ninety-nine percent of all purchases come from an emotional response, not a need. People buy things based on how that product will make them feel. This tells you that moods and feelings in product images help to create something successful.



# 8 PRODUCT PHOTOGRAPHY 8







# 8 PORTRAIT PHOTOGRAPHY 8

Portrait photography is one of the most popular genres of photography, with good reason. Good portrait photographers are able to capture the personality and emotion of people around them.

Capturing our likeness has been a pursuit of the human race for thousands of years. From paintings of gods in Egypt and Greece, to portrait paintings of royalty, to the unabashedly narcissistic selfie of today.





“  
**It's through mistakes that you actually can grow.  
You have to get bad in order to get good.**  
”

Milton Glaser

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1183 Boul. Hotel-de-Ville, Laval, QC H7X 3N9  
office@xphotography.ca  
514 949-7944