

Biography

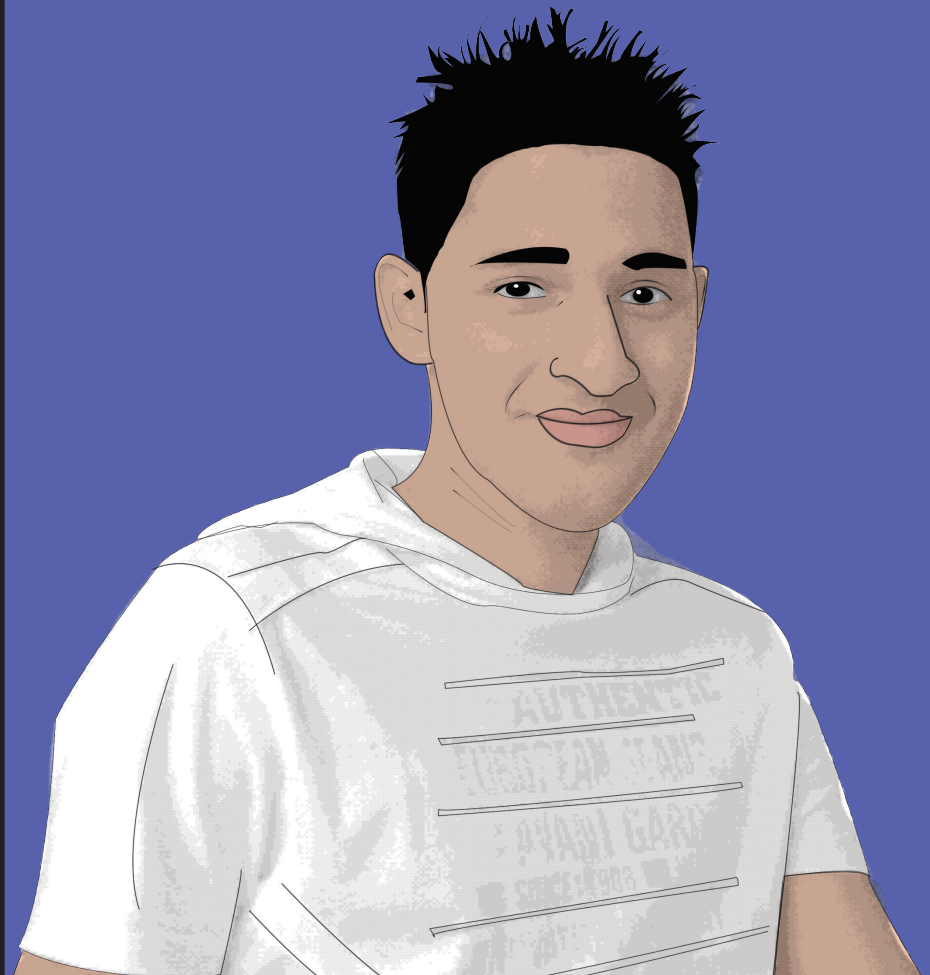
Assaf was born on March 12, 1985, in Ramlé, Israel, at Assaf Ha'Rofe Hospital at 2:30 P.M. As a big brother he was overprotected over his little sister. Everyday after school he'd pick up his sister from kindergarten and go home. On the walk home, he'd hold her hand until they got to their street.

In 1994, Assaf got his first computer. Assaf learned MS-DOS all alone, from loading a game from an 8 inch diskette to making directories. It was a simpler time then. As 1995 rolled by, the first computer was long gone. He had to keep himself entertained by playing G.I. Joe action figures and video games. His first system was the Sega Genesis. It was sold with a CD-ROM drive extension which was one of the first systems to carry the technology. In 1997 Assaf got a Pentium 2 and was determined to learn the features of the new technology. A friend of the family got him hooked on a PC game called FIFA 1997. To this day Assaf still plays the series, noticing every little change and feature that were changed and added. After playing FIFA 97, he knew he'd be getting involved in the multimedia industry.

In 1999, Assaf's parents made a huge decision, to move to Canada. His parents knew Assaf's time was coming to join the army; the political situation was getting worse each day. Since his mother's sister had already been living there for five years with her family, it made an impact on the decision. By March 2000 they'd be immigrants. Assaf had a big decision to make, since his parents and sister would have to come back from Canada to Israel in order to pack all their belongings and send it on a ship container, Assaf had the choice of staying with his aunt in Toronto or coming back home. He chose to stay back. To this day he's glad he had made that decision. He wouldn't be where he is today if he'd gone back to Israel with his family.

In March 2000 Assaf and his family were all ready and packed to move to Canada. Everybody got very emotional at the airport. It was a hard to say goodbye, not knowing when the family will be together again. When they landed Assaf's uncle picked them up from the airport, it was exciting seeing the Canadian family again. The next day Assaf was registered in high school, he started off the semester in the middle of the ninth grade. It was really hard adjusting to a whole new environment.

A year later they got their first house in Canada; it was a few blocks away from their family. By now Assaf was well adjusted socially. After high school, Assaf went to George Brown College for the Foundation Arts program, where he successfully completed within a year. The following year he attended Humber College for the Packaging and Graphic Design program. Assaf was not happy or interested in the field of packaging a product. He decided to take a different approach and applied to Seneca College for the Digital Media program, where as of now he is in his fourth semester, loving every bit of the school and the program.

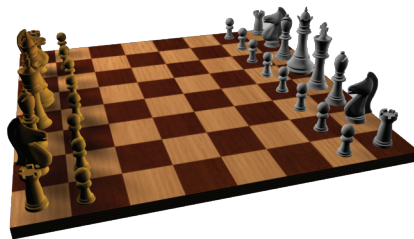


Index

Vector Art -----	2-3
Photography -----	4
Digital Painting -----	5
Logo Design -----	6
Biography -----	7

Contact:

aisaac@isaac-designs.com



Logo Design

The following logo was made for a Cuban dance site. It was made to promote Afro Cuban dancers, it can be found in the following URL:
www.danzaeriera.com



The logo below was made for Exotic Fruits, which imports mangoes. It was done in Adobe Illustrator and Photoshop and it can be found in the following URL:
www.exoticfruits.ca

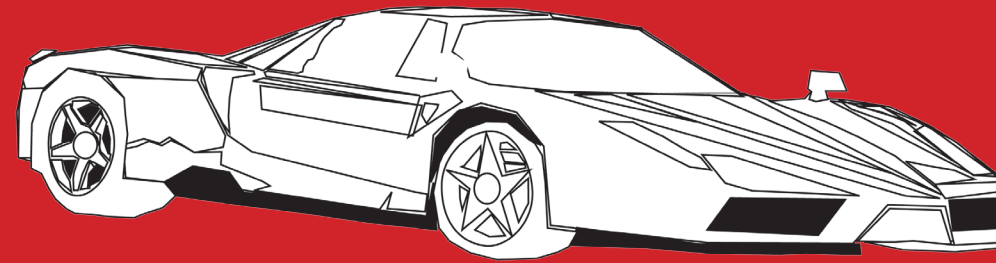


Digital Painting

The Digital Gladiator was part of the MLG poster contest. The wireframe was done in Adobe Illustrator and then painted in Photoshop.



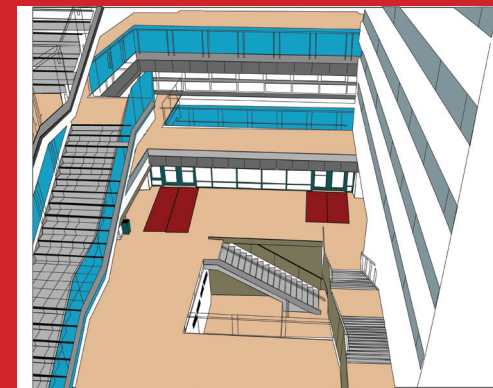
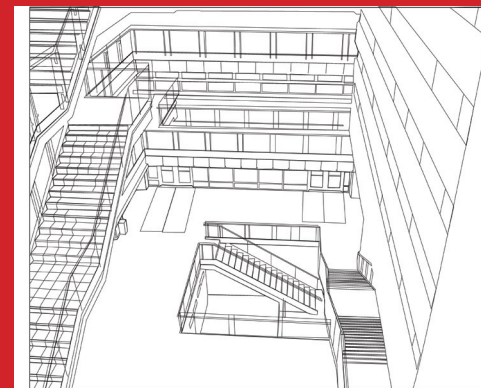
Vector Art



The Ferrari vector art is one of my first traces made in Adobe Illustrator. Part of the exercise was to grasp the concept of gradient effect in the software.



The piece of art below was done multiple steps. The first step was to find a building with special architecture and snap a high quality picture. Second step was to bring the image into Adobe Illustrator and trace it. The final step was to colour the image. This exercise was very enjoyable.



Photography

The photographs below were shot in order to capture texture, colour and unity.



The following vector art is a skate deck, its original size is 8 x 32 inches. The first step after research was to draw the art work on paper and scan it in. The second step was tracing it in Adobe Illustrator and then add the effects in Photoshop. The challenging part was cutting the edges to be round and to fit the skate deck without any air bubbles.

