



SCROLL DOWN



# Illustration Aleksandar Janićijević

## Work

When in 2012 I took early retirement from the **Seneca College, Toronto**. I was planning to continue my creative path.

Until that date I was working simultaneously in the Media Production Department, Revitalization Institute, Centre for New Technologies in Teaching and Learning [CNTTL] and in Marketing Department. I was working in the position of Multimedia Specialist, covering Art Direction and Graphic Design both for print and on-line. Part of my duties was my favourite task illustrations!

From 2015 I am participating also as a founding member in **Resilience 2:1**, a multi-disciplinary non-profit, organization of educators, researchers and professionals focused on the issue of resilience for Canada during a changing climate.

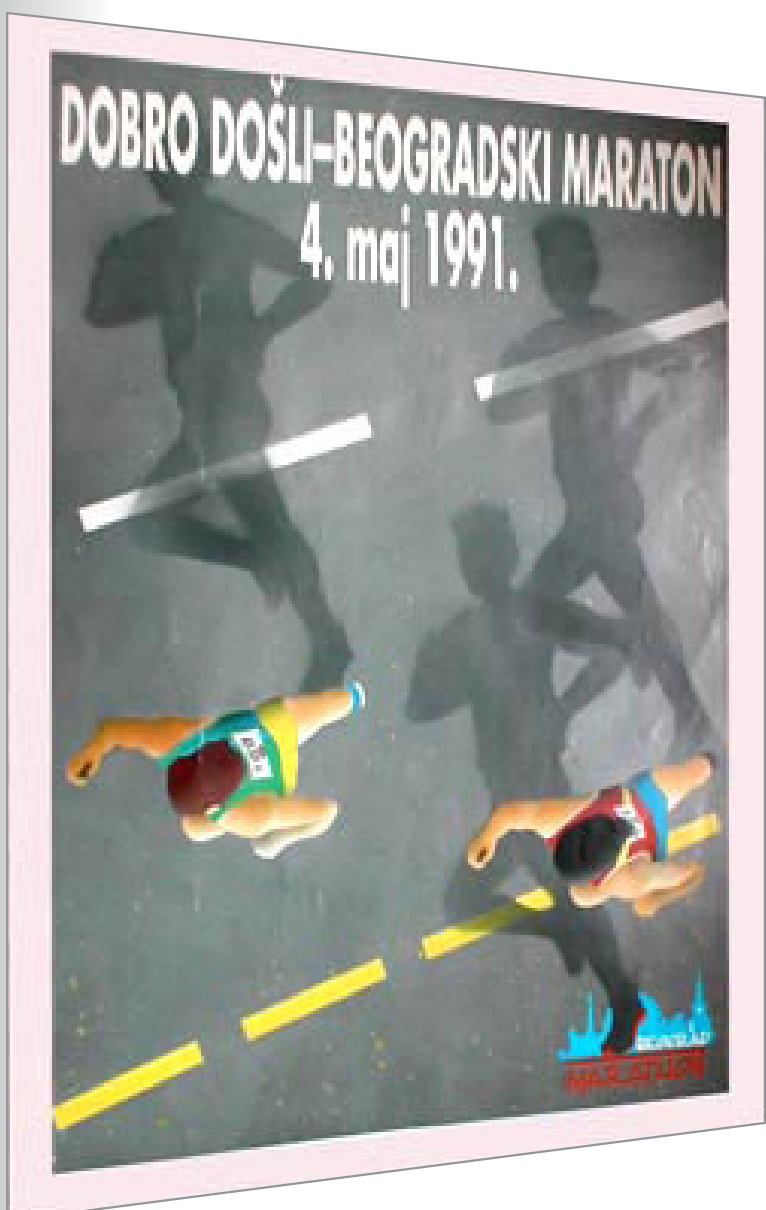
After retirement I continued to pursue exclusively my illustration and graphic design practice established in 2001.

From the examples of my work throughout my career you will see that my approach to illustration and design is rather unique.

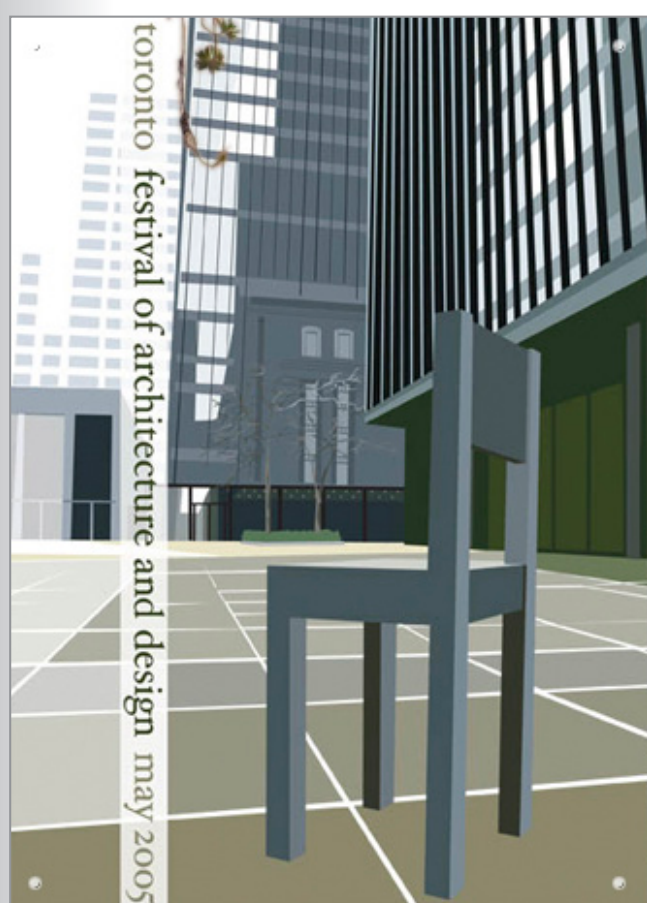
Working in the fields of architecture, urban analysis and design, frequently drawing upon deep understanding of architectural drafting, cartography and anatomy, with enough sensitivity, to capture more nuanced subjects like people and animals, helped me to achieve high level of professional understanding of the ever changing world.

In 2013, me and my daughter started **on-line shop, Whistle&Work**, offering limited edition prints made in our studio from an original ink drawing and framed in the shadow box.

Each art piece is having elements individually hand-cut and raised creating a 3D effect and casting playful shadows.



Air-Brush illustration, poster and logo for Belgrade Marathon, 1991.



Vector illustration and design, Chair, Poster, Toronto Festival of Architecture and Design, 2005, first prize winner.



Illustration and logo for Urban Squares Initiative, 2001



Nova C60, package design, logo, including illustration, Toronto, 2009.



Girl Flying, from the Whistle&Work on-line shop, 2016.

## Knowledge



- Expertise knowledge of all Adobe CC applications on Mac OS platform.
- Occasional teaching experience with Adobe CC, image preparation for web and print and guest teaching in various Colleges with multiple topics.
- Exceptional experience with vector illustrations for mathematical books used as a teaching material at the college and in high schools.
- Vector illustrations for maps, graphs, and other illustrative purposes, used in magazines, web-sites and mobile applications.
- Extensive knowledge and experience with GIF animations.
- Using traditional techniques like air-brush, pencil, black pen and water colours for illustrations.
- For digital free hand illustrations using Wacom Graphic Tablet and iPad Pro with Apple pencil.
- Applications: Adobe CC, Dreamweaver, Wordpress, Adobe Draw, Adobe Sketch, Photoshop Sketch, Affinity Photo, Art Rage, Krita and by far my favourite Procreate.



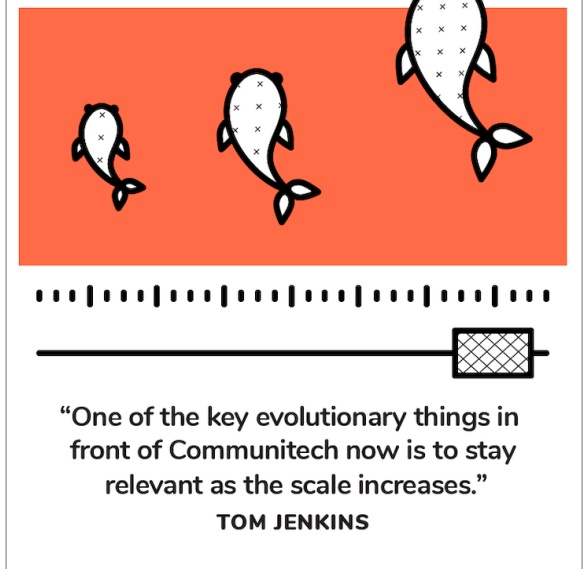
Between 2012 and 2022 hundreds of illustrations of Great Spaces were created for Toronto Life Magazine.



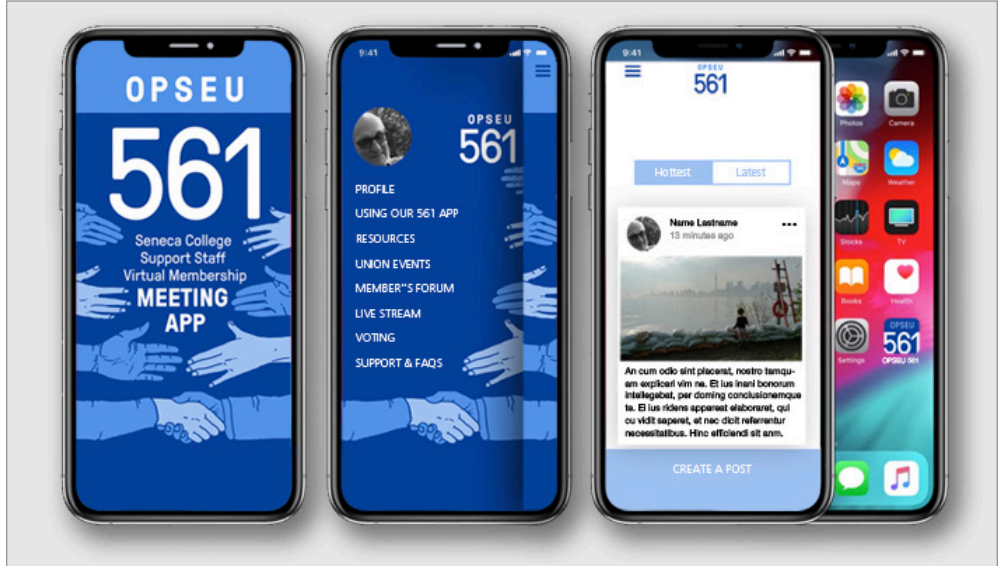
Full spread map of Toronto hot neighbourhoods was created for Toronto Life Magazine, 2016.



K'naan, portrait, illustration for Music Hall of Fame, Calgary, Alberta, 2015.



This illustration was converted to GIF animation for Communitech NEWS web site, 2013.



All creative assets including logo and illustration for Seneca College Support Stuff, OPSEU 561, meeting app, 2020.

## Education



- A Five-year Professional Degree, Architecture and Design, University of Belgrade, Yugoslavia
- A certificate course "Print to Digital Media", Digital Media Studios, Toronto
- Numerous workshops, courses, seminars and conferences with topics related to art, personal skills, software and urban related issues.
- Still following last software and hardware trends.

Complete illustration portfolio:  
<http://aleksandar.urbansquares.com>

Passion:  
<http://urbansquares.com>

Non-Profit:  
<http://resilience2to1.com>

My recent client list include:

- World Skills International
- Toronto Life Magazine
- Sage Real Estate
- World Wide Panorama, CA, USA
- Brewed for Food, Toronto
- Prince Edward Animal Clinic, Toronto
- National Music Centre, Calgary, AL
- J. Hilburn, Styling, Dallas, TX, USA
- Whistle & Work, father-daughter on-line shop
- Communitech, Toronto
- Resilience 2 to 1 Non-Profit Group, Toronto
- OPSEU Local 561, Toronto
- PAAR Design, Toronto
- D&G Accounting Services, Toronto
- Carlaw Industrial Centre, Toronto
- ReEconomics Institute, Washington, DC, USA
- The Listening Centre, Toronto



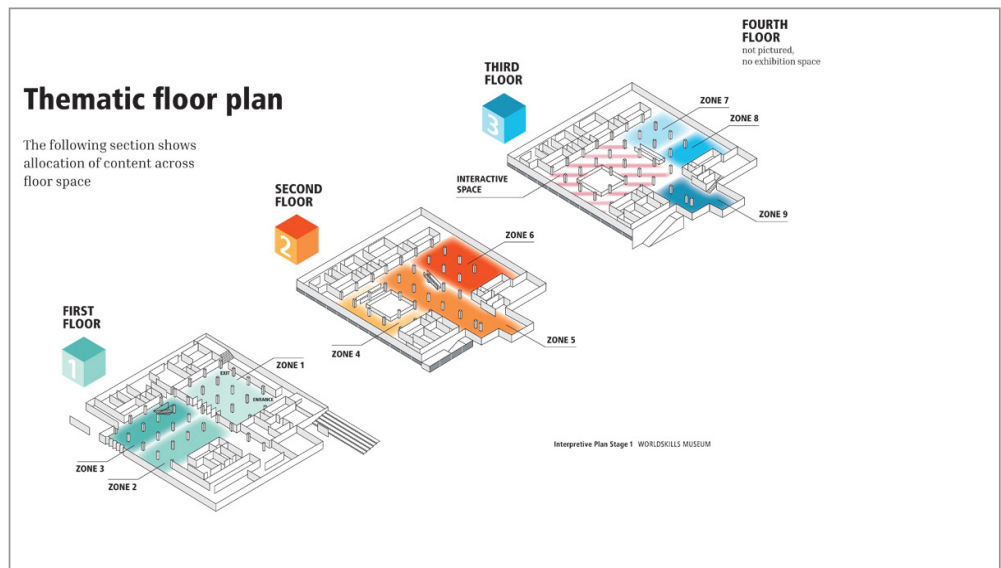
Last Supper, digital watercolour illustration after famous Leonardo da Vinci painting for the brochure of J. Hilburn Styling, 2017.



This map of Parc de la Cuitadella, in Barcelona, Spain, is one of few hundred maps created for the [urbansquares.com](http://urbansquares.com) website, 2004.



Concept illustration, Three Girls, combination of free-hand and computer generated graphics, 2022.



World Skills Museum, Shanghai, China, three floor plans and interpretive zones, used in a brochure, 2019.



Here - There [Tamo - Ovde] – diptych 2 times 50 x 50 x 4 cm, 3D mixed media, exhibited at Art Salon, Toronto, 2019.

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