The logo consists of the letters 'TMS' in a bold, black-outlined, sans-serif font. The 'T' is a simple vertical bar with a horizontal top bar. The 'M' is formed by two vertical bars connected at the top and bottom by a horizontal bar. The 'S' is a simple, blocky shape. The logo is positioned in the upper left quadrant of the page, with a small blue rectangular bar extending to the right from its top right corner.

TMS

A large blue arrow pointing to the right, containing the text 'The Mad Scientist' and 'Clyde Labbe's portfolio'. The arrow is positioned in the middle of the page, with its tail on the left and its tip pointing towards the right. The background of the arrow is a solid blue color.

The Mad Scientist

Clyde Labbe's portfolio

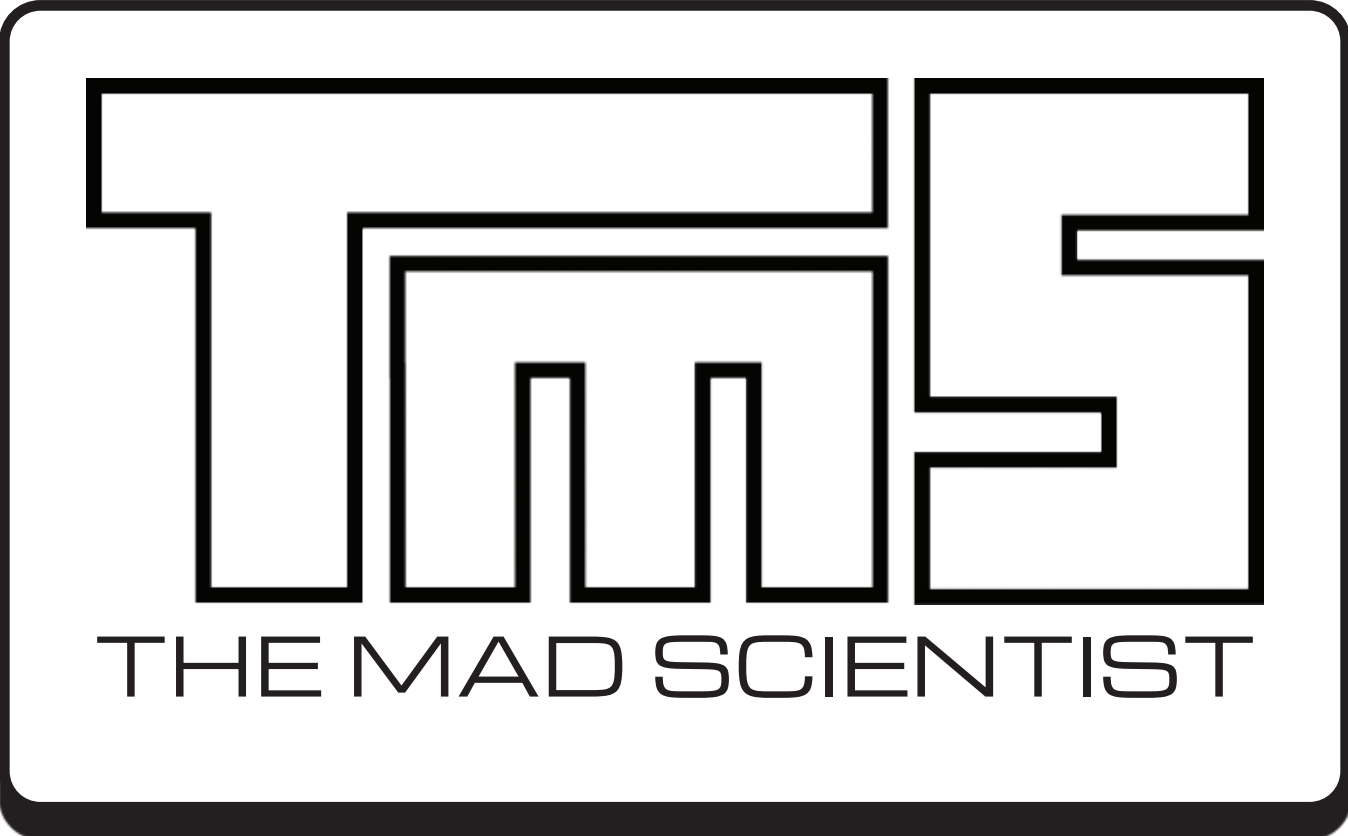
## Content

Vernissage Event Project	4
Yearbook Front and Back Project	6
Movie Poster Project	7
Fictitious Brand Project	8
Exploring the fundamentals of Graphic Design Project	10
Alternate Album Cover Project	12
Magazine Cover Project	13
Capython 2026 Project	14
Capython 2025 Project	15
Restaurant Website Project	16
Crystals Project	18
Faussaire Project	19
Soda Packaging Project	20
Who's idea was it to go in a cave with a monster? Project	21



Hi, my name is Clyde Labbe, I design under the brand The Mad Scientist (TMS). Creativity keeps me moving. I'm always exploring new ways to express ideas, whether through design, storytelling, or interactive experiences.

In college, I developed skills in graphic design, 2D and 3D motion design, photography/videography, and web programming using Adobe Creative Cloud, Blender and TouchDesigner.



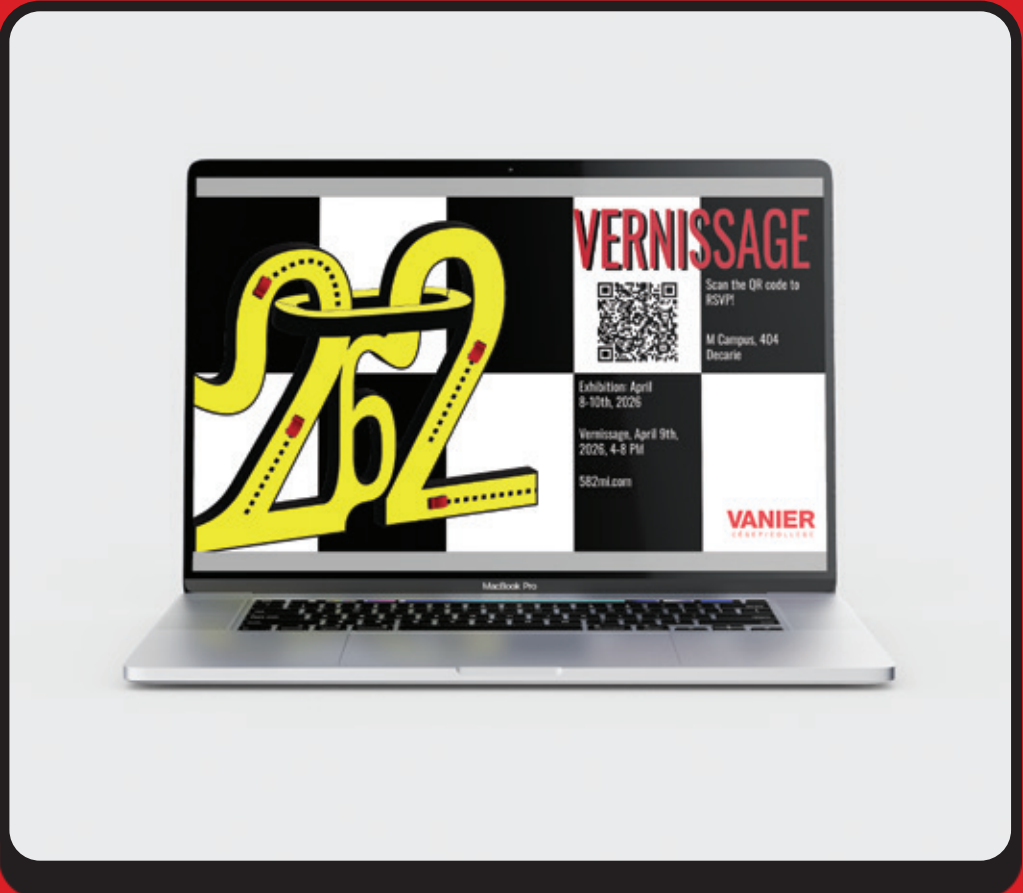
# Vernissage Event Project

Challenge: Create a distinctive brand identity for the 2026 Multimedia Integration Vernissage that can be used in print and digital marketing materials, reflecting the program's alumni' creativity and personality. My personal challenge was my indecisiveness to stick on my first idea for the project.

Solution: On the due date, while heading to class, I had a second concept and was completely convinced that it was the correct design for the event. I finished my first design and started creating the second, which gave birth to this.

This project was part of a contest for the chosen poster for the Vernissage event. My Vernissage poster was in 3rd place.





Web Wallpaper mockup



Button mockup



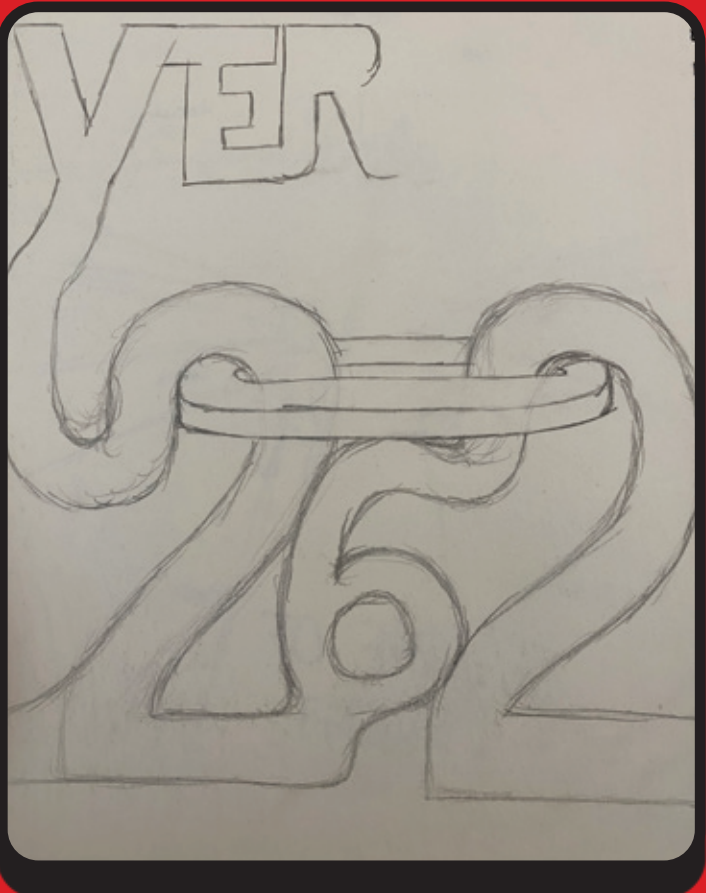
Flyer mockup



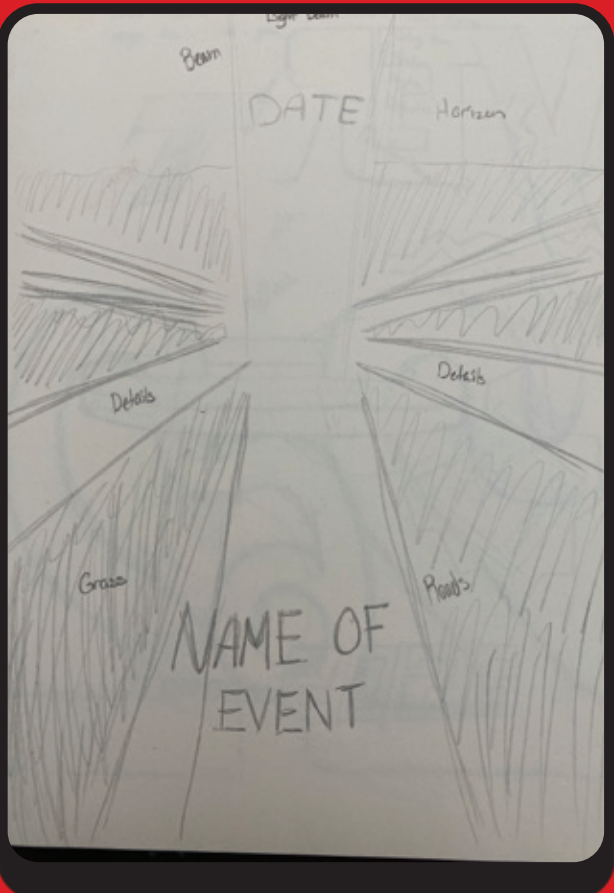
Badge mockup



First version



Sketch of second version



Sketch of first version

# Yearbook Front and Back Project

Challenge: Create the front and back covers for the 2026 yearbook. Use the winning style guide as inspiration for the design and use ideas from your studies.. The cover had to be appealing, imaginative, and appropriate for the yearbook's tone.



Solution: The project helped me figure out my design process, which is to start a first design, ditch it, and go with a second one. I used a moodboard linked to the winning style guide photography style: Y2K aesthetic.

This project was part of a contest for the chosen Yearbook front and back covers of the graduating students. My design won the contest.



# Movie Poster Project

Challenge: Finding an idea of design for the poster, the right typography and graphics to represent the key notions of the movie.

Solution: Asking for feedback, watching the movie to find an inspiration of the vibe, and make the typography more visible.



Original version



Alternate version v1



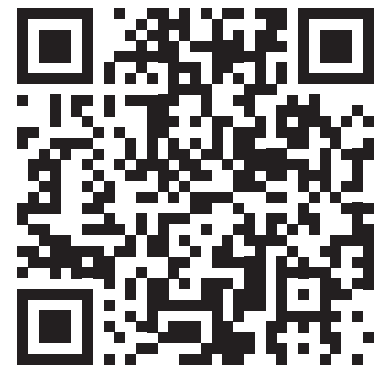
Alternate version v2

# Fictitious Brand Project

Challenge: Create a name and a logo for a fictitious brand, while bringing it to life with a message and animations. Then, create a Brand Style Guide that would communicate the brand's identity, mission, and visual language.

Solution: Respecting the brand's identity in order to create a playful and friendly video game brand while creating an animation for it that fits its visual language.

Scan this QR code to watch RePlay's logo animation.



# REPLAY

STYLE GUIDE

Version 1.0



## MISSION

...the past and future  
...video games,  
...while advancing  
...believable and  
...experience through  
...gy.



## TABLE OF CONTENTS

**BRAND MISSION 2**  
**TABLE OF CONTENTS 3**  
**LOGO 4**  
**LOGO GUIDELINES 6**  
**TYPOGRAPHY 8**

**SOCIAL MEDIA**  
**COLOR PALETTE**  
**GRAPHIC ELEMENTS**  
**APPLICATIONS**

2

RePlay logo - Figure 1



RePlay monogram - Figure 2



RePlay in white - Figure 3



RePlay in black - Figure 4

4

Visual idea of the VR Goggles - Figure 7



Visual idea of the Portable console - Figure 8



...by  
...displays  
...goggles  
...ents  
...cter, RE.

RE shooting a basketball - Figure 10



RE taking a crane fighting pose - Figure 11



RE running - Figure 12

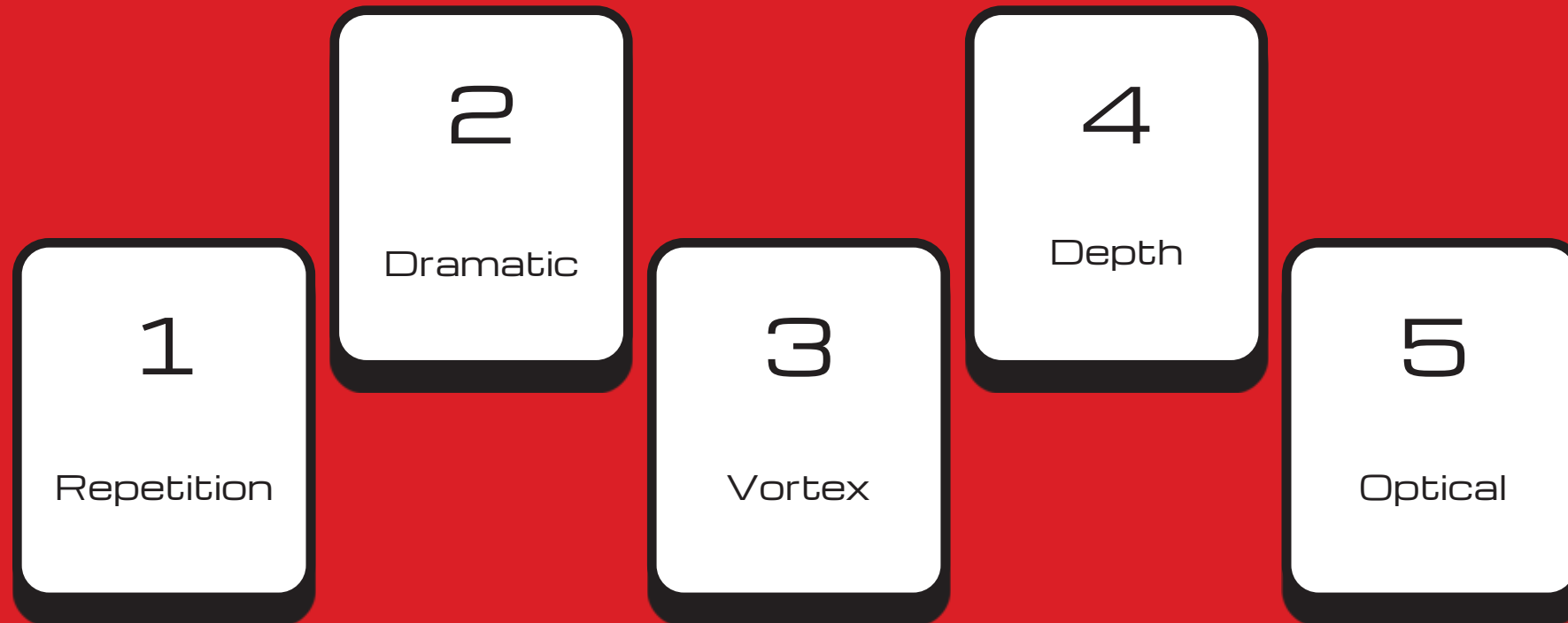


RE using a gun - Figure 13



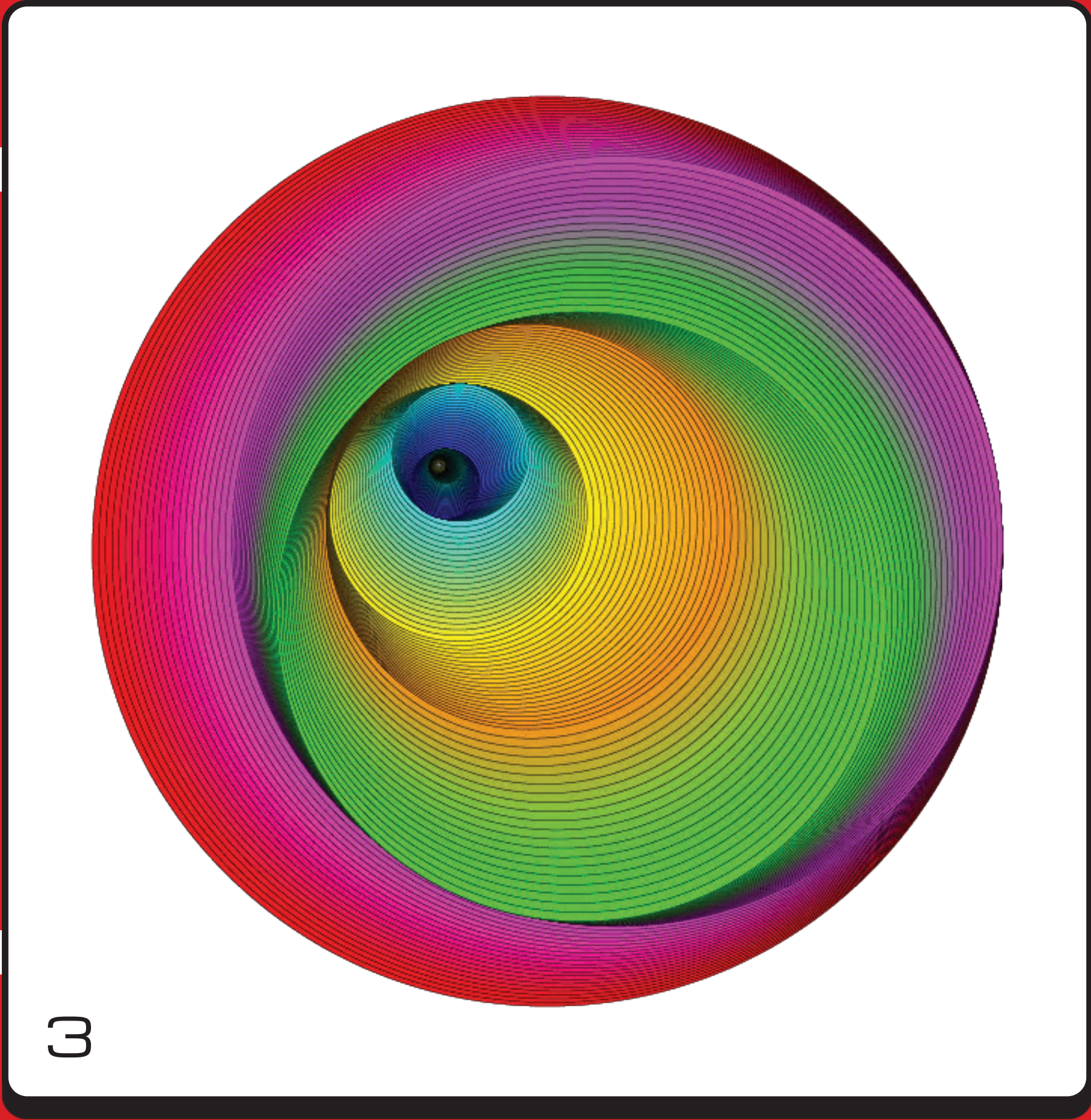
12

# Exploring the fundamentals of Graphic Design Project



Challenge: Experiment with the foundations of graphic design by exploring five key elements and create five artworks each representing an element, while developing a deeper understanding of visual composition and expression.

Solution: Creating five images reflecting the essence of the key elements (Vortex, Repetition, Optical, Dramatic, and Depth).



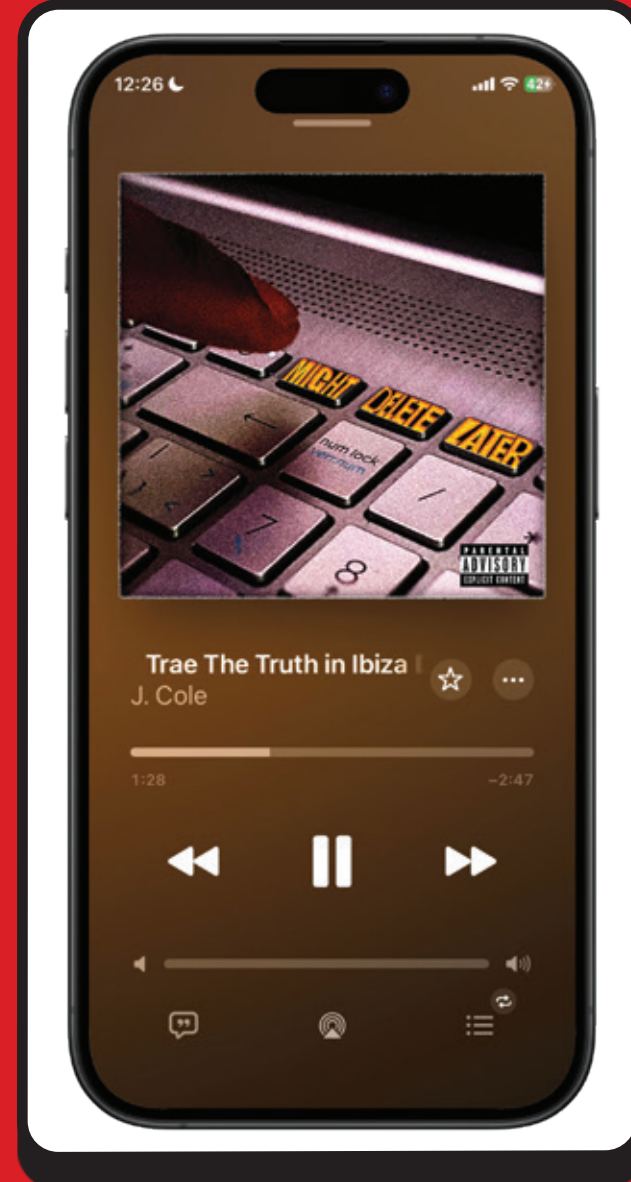
# Alternate Album Cover Project

Challenge: Create an alternate version of an album cover.

Solution: Think of an original way with the album's name to design the cover.



Alternate version v2



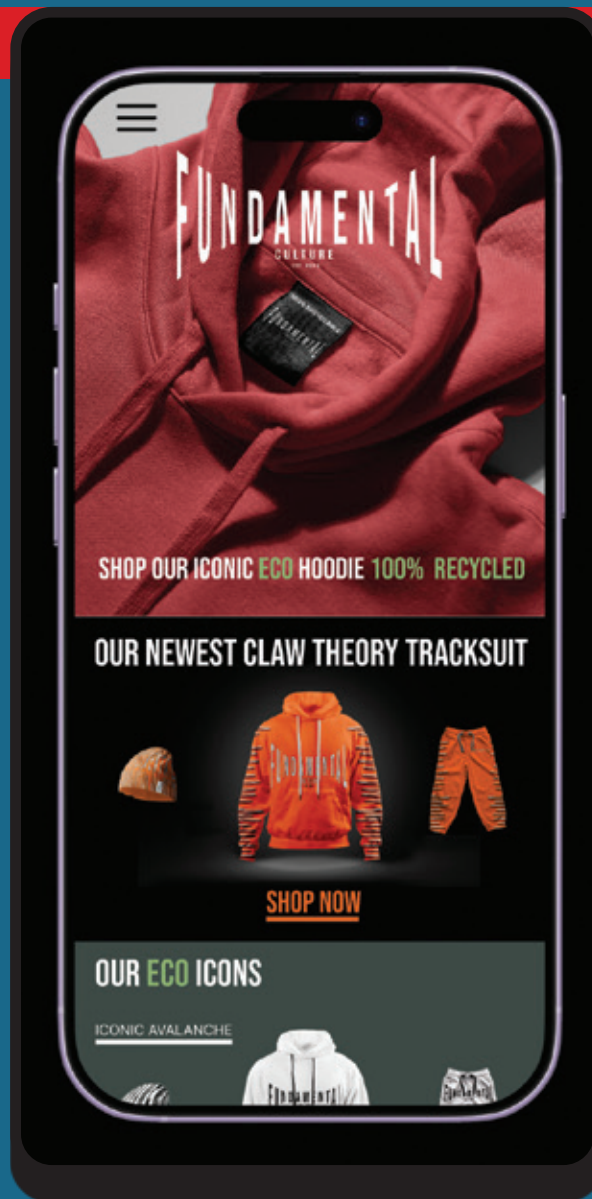
Original version    Alternate version v1

# Magazine Cover Project

Challenge: Come up with an idea for a publication and design a sample cover. Create a publication name, cover image, dateline and coverlines, plugs, etc.

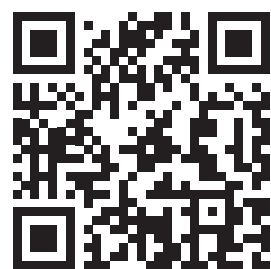
Solution: This magazine cover targets film and theatre audiences who want early previews of current and upcoming movies. The design highlights a clear main subject, key film information, and visual teasers. All elements work together to create a cohesive brand, with a logo that reflects the emotional experience audiences feel after leaving the theatre.





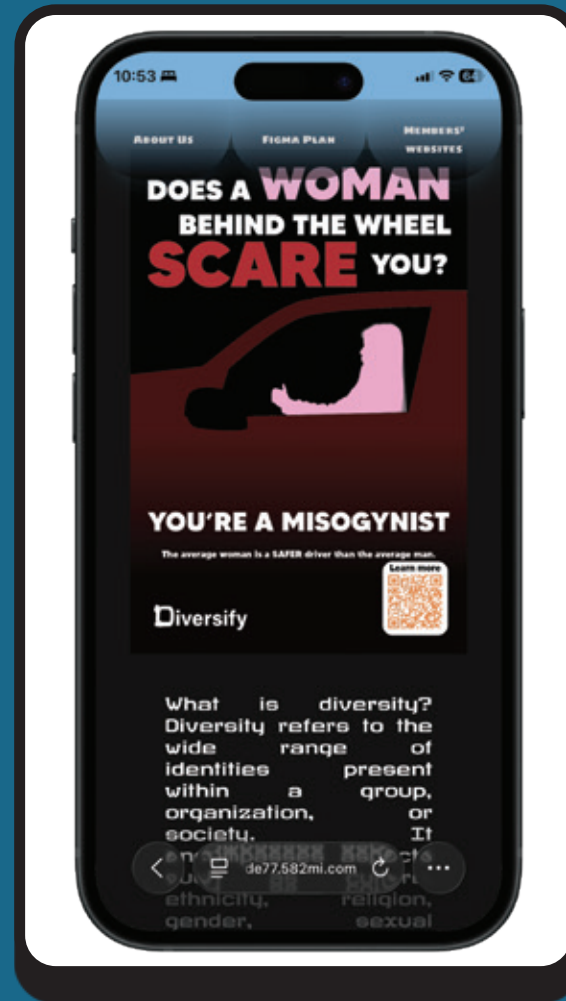
## Capython 2026 Project

Scan this QR code to visit the agency's website.



**Challenge:** With a team, launch a new ethical fashion brand entering the market with a strong sustainability message that includes an immersive space to illustrate the brand.

**Solution:** Each student had a part to do for the project. Mine was to create an immersive space with VR to display the brand's products.



# Cap Python 2025 Project

Scan this QR code to visit the Diversify website.



Challenge: Create a multimedia project that uses design thinking and theory that includes an immersive or interactive component to illustrate diversity.

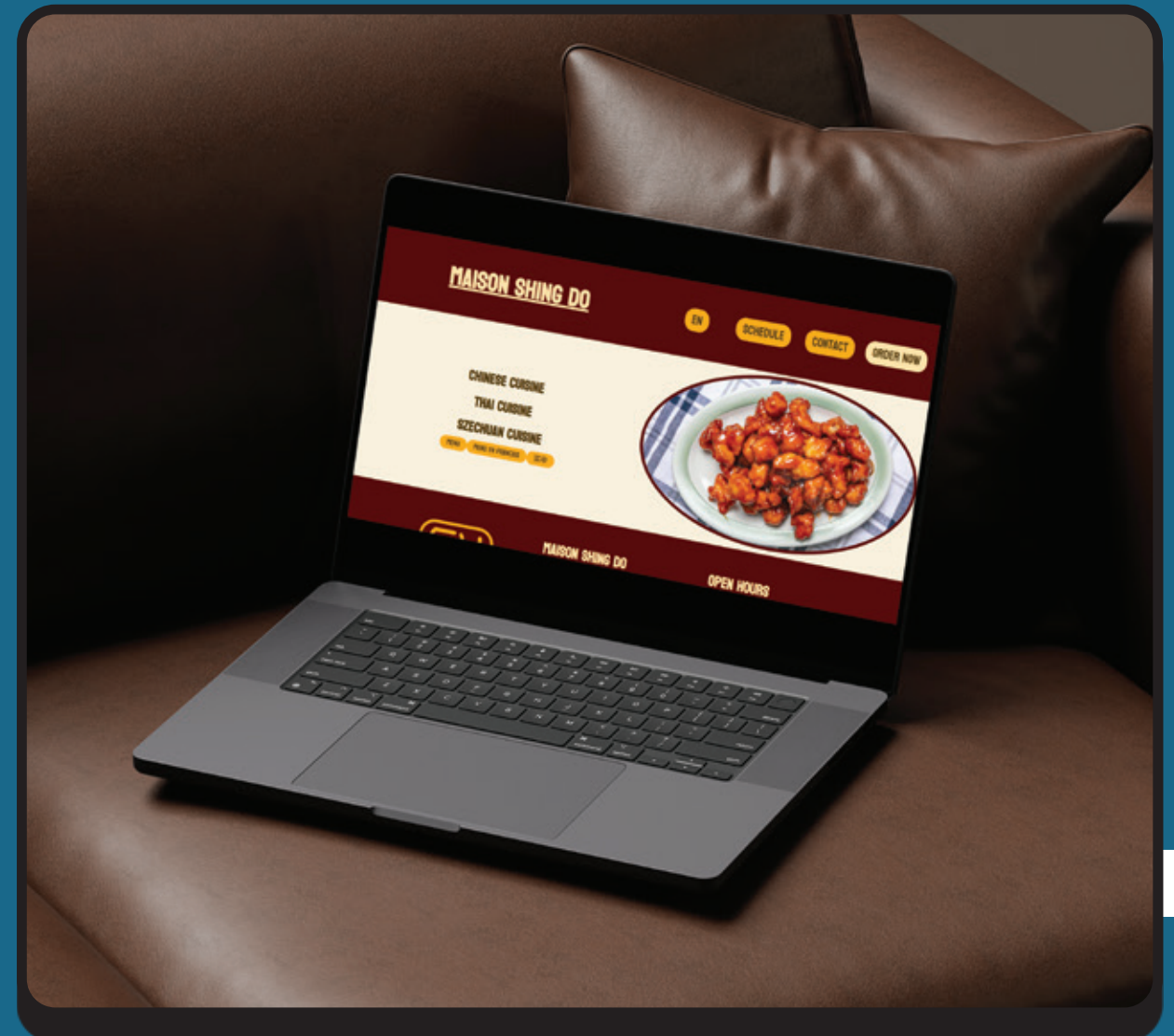
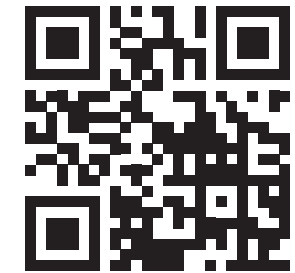
Solution: Each student had a part to do for the project. Mine was to create a welcoming website that illustrates diversity.

# Restaurant Website Project

Challenge: Code a website using Vue.js with a headless WordPress for a restaurant and add the requests of the restaurant owners.

Solution: Learning how to use WordPress plugins and finding smart ways to display the restaurant's menu and translate the website language.

Scan this QR code to visit Maison Shing Do's website.



# Wireframes and Moodboard

Menu + Bottom page v2

Menu items and bottom page layout:

- #4 SOUPE AUX LEGUMES / VEGETABLE SOUP / 瓜菜汤 15\$
- #6 SOUPE TOM YUM AUX CREVETTES / TOMYUM SOUP WITH SHRIMP / 冬荫虾汤 15\$
- MAISON SHING DO
- OPENING HOURS EVERY DAY: 11H-22H

Menu v2 2nd option

MAISON SHING DO

SOUPES / SOUP / 汤

- #1 SOUPE WONTON / WONTON SOUP / 云吞汤
- #2 SOUPE AUX POULETS ET AUX MAIS / CHICKEN AND CORN SOUP / 鸡茸粟米羹

Shing Do House 成都美食阁 maisonshingdo.com

Project details and moodboard:

- Client: Maison Shing Do 成都美食阁
- Project: Make a website to reach more clients in a digital way
- Post Types: Plates (CPT)
- Taxonomies: Plate Categories, Plate Tags
- Field Groups: For Plates (Price, Description, Plate Image)
- Color palette: 5A0000, FFAE00, FFE4AB, 543A00, F7EEDB

Menu (Main Option)

MAISON SHING DO

SOUPES

Grid of menu items with placeholder images and text.

Bottom page + menu

MAISON SHING DO

Grid of menu items with placeholder images and text.

Options to buy from

MAISON SHING DO

COMMANDEZ AVEC

Uber Eats

OU VENEZ A NOTRE RESTAURANT A L'ADRESSE SI-DESSOUS

Main page

MAISON SHING DO

CUISINE CHINOISE SZECHUANAISE THAILANDAISE

COMMANDEZ MAINTENANT

Main page v2

MAISON SHING DO

CUISINE CHINOISE SZECHUANAISE THAILANDAISE

REGARDER LE MENU!

Menu v2

MAISON SHING DO

SOUPES / SOUP / 汤

- #1 SOUPE WONTON / WONTON SOUP / 云吞汤 15\$
- #2 SOUPE AUX POULETS ET AUX MAIS / CHICKEN AND CORN SOUP / 鸡茸粟米羹 15\$

iPhone 16 - 2

MAISON SHING DO

COMMANDEZ AVEC

Uber Eats

iPhone 16 - 3

MAISON SHING DO

SOUPES / SOUP / 汤

#1 SOUPE WONTON / WONTON SOUP / 云吞汤 15\$

iPhone 16 - 1

MAISON SHING DO

CUISINE CHINOISE SZECHUANAISE THAILANDAISE

COMMANDEZ MAINTENANT

iPhone 16 - 4

#3 SOUPE WONTON / WONTON SOUP / 云吞汤 15\$

#4 SOUPE WONTON / WONTON SOUP / 云吞汤 15\$

#6 SOUPE WONTON / WONTON SOUP / 云吞汤 15\$

Options to buy from v2

MAISON SHING DO

COMMANDEZ AVEC

Uber Eats

OU

DOORDASH



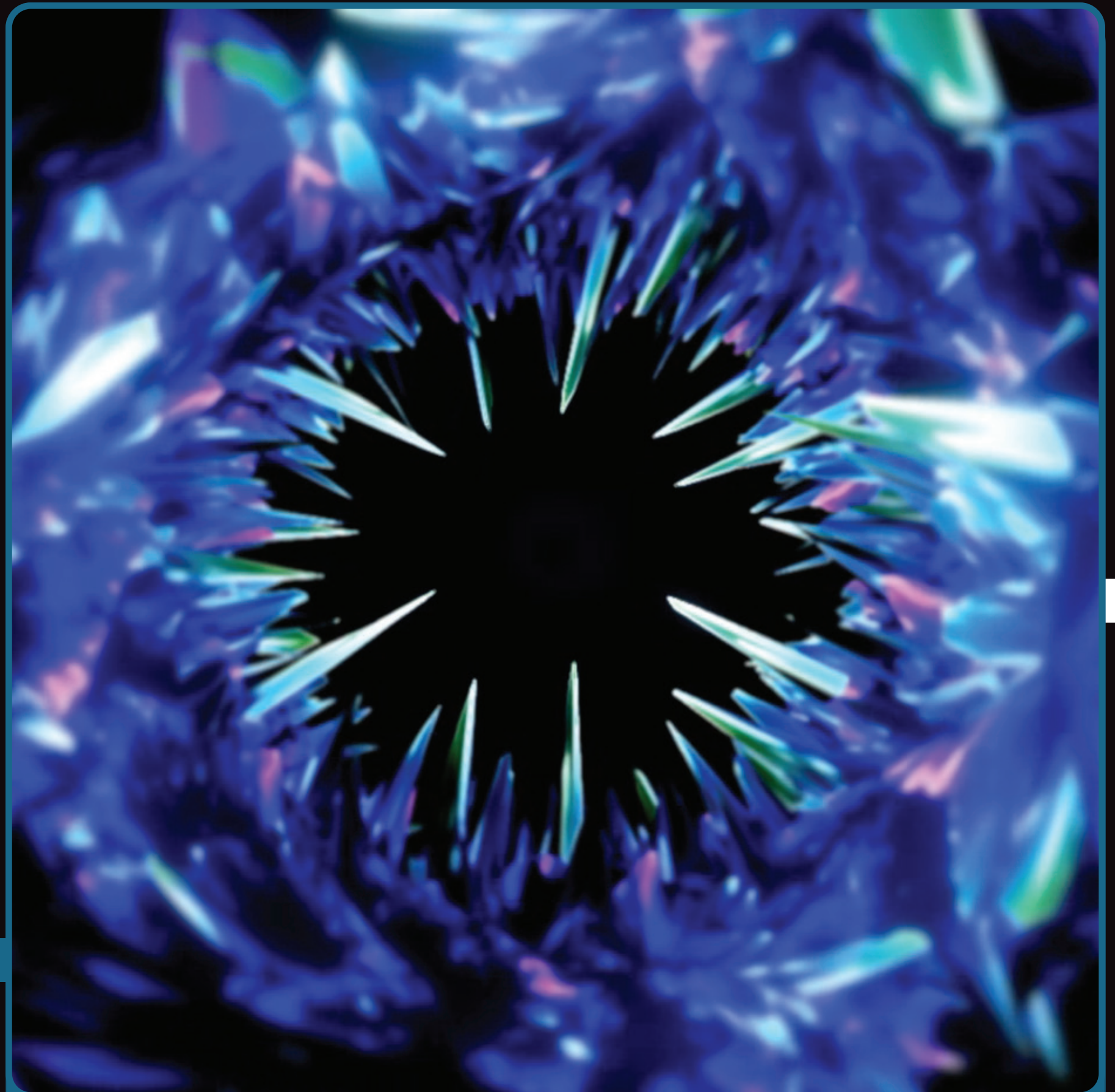
Fonts: KOULEN

# Crystals Project

Challenge: Create a digital artwork using a technology like TouchDesigner.

Solution: Taking inspiration from tutorials found on the internet.

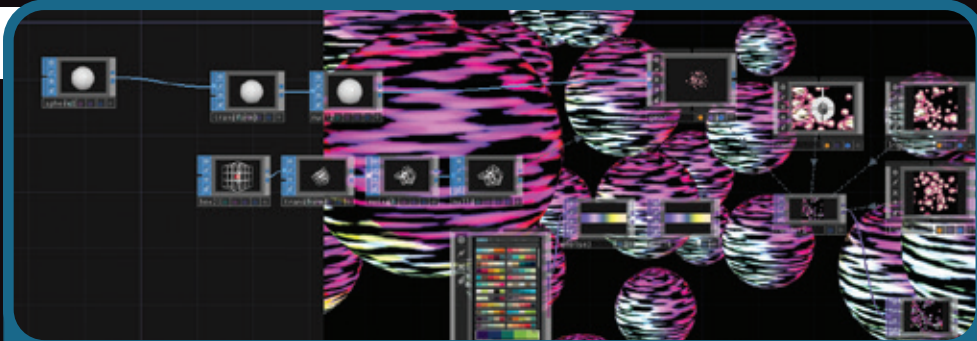
## Process



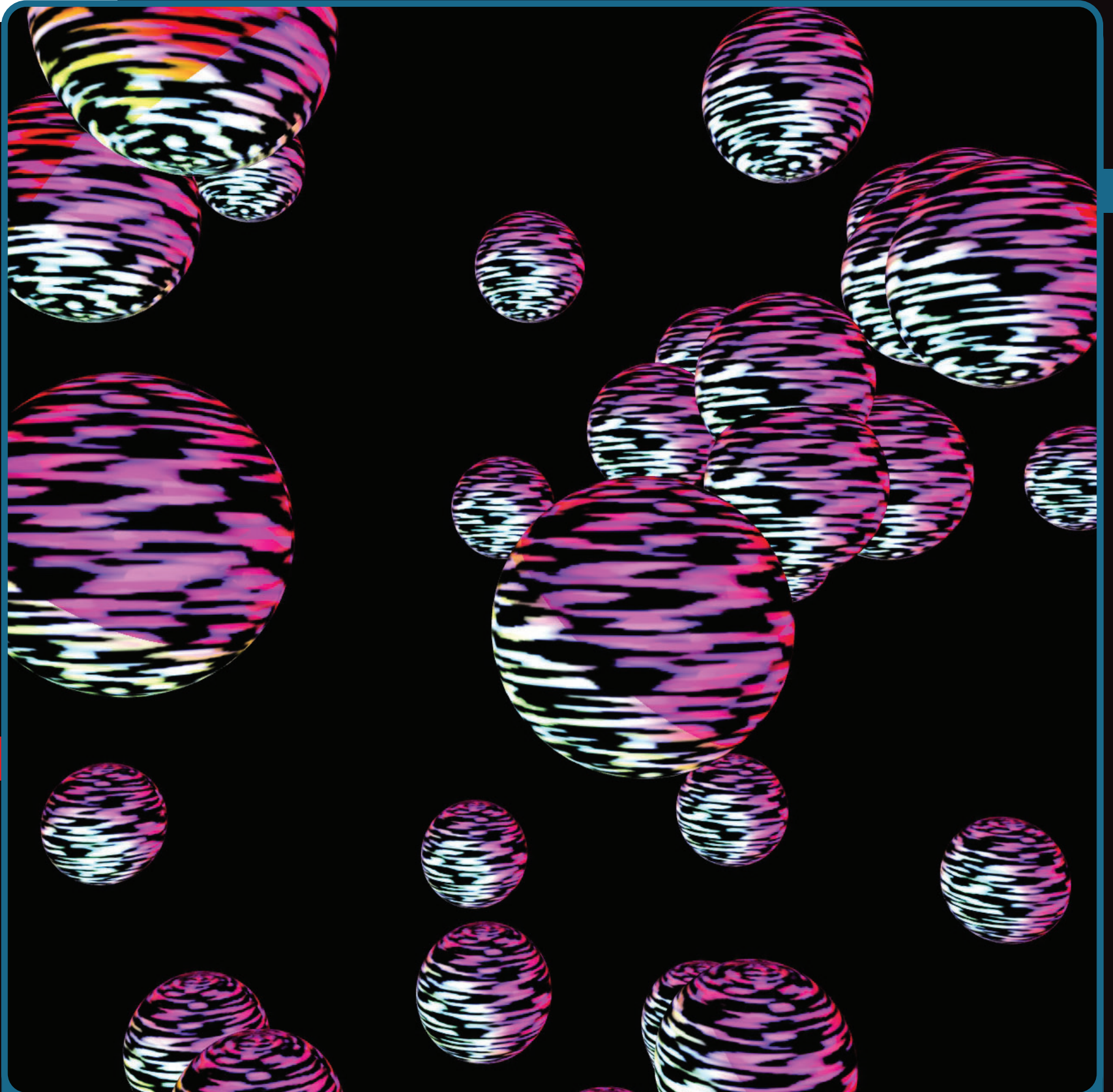
# Faussaire Project

Challenge: Create a visual composition inspired by the Faussaire theme of Yayoi Kusama's artwork: Infinity Mirrored Room.

Solution: Testing new operators to give a similar but unique look to the artwork.



Original version

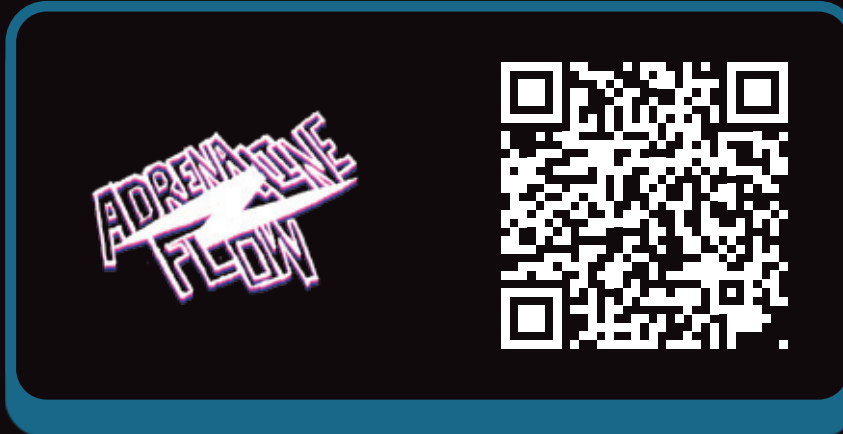


Alternate version

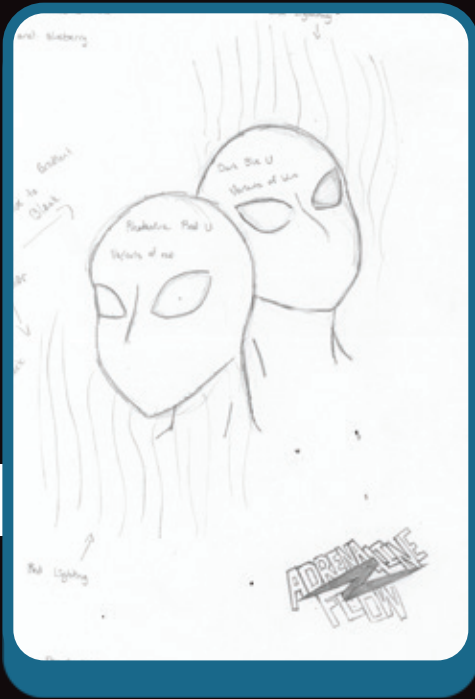
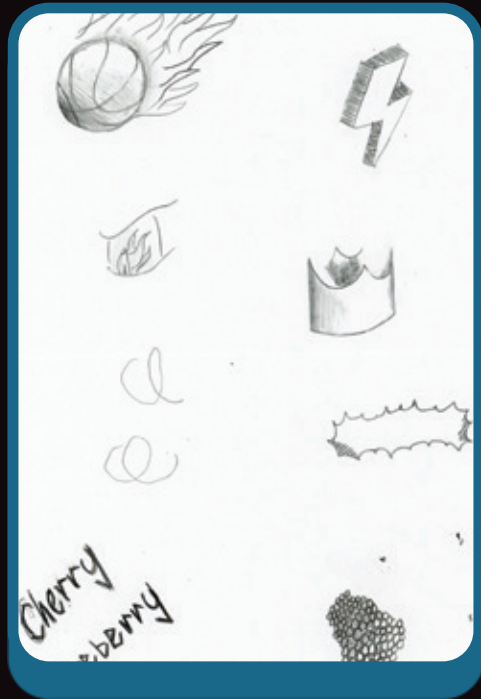
# Soda Packaging Project

Challenge: Create a unique soda can label using only hand-made illustrations.

Solution: Taking inspiration from sports and existing soda labels. Scan the QR code to watch its animated commercial.



## Process



# Who's idea was it to go in a cave with a monster? Project

Challenge: Create an original animated short video by movies using a 3D modelled monster.

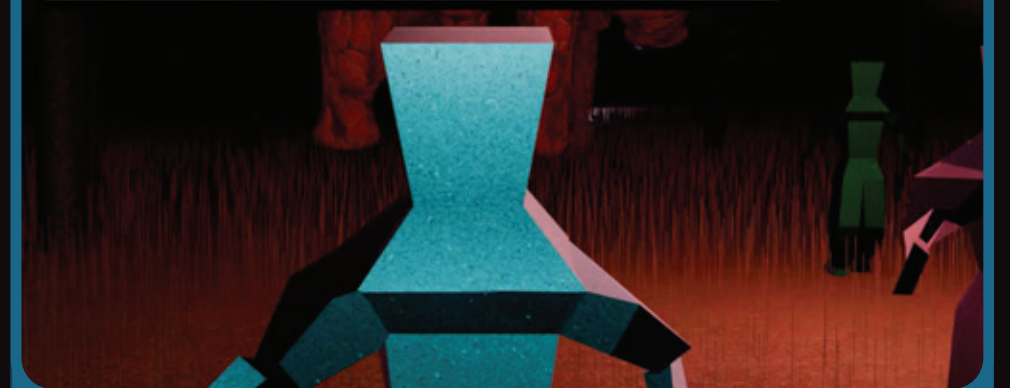
Solution: Using inspirations from movies and looking up tutorials in 3D modelling.



Scan the QR code to watch the short movie:



Yeah this is me, Party, a young, charismatic, intelligent, scientist. Sadly I'm in this forest running from a mutated alien that ate a spider and a horse (we don't know where it found a horse).





To contact me, reach out in  
LinkedIn: [www.linkedin.com/in/clydelabbe](http://www.linkedin.com/in/clydelabbe)  
Instagram: [themadscientist\\_099](https://www.instagram.com/themadscientist_099)  
Email: [themadscientist099@gmail.com](mailto:themadscientist099@gmail.com)



Scan the QR  
code to visit my  
website!

