



# Graphic

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*design · 2018*

## PORTFOLIO

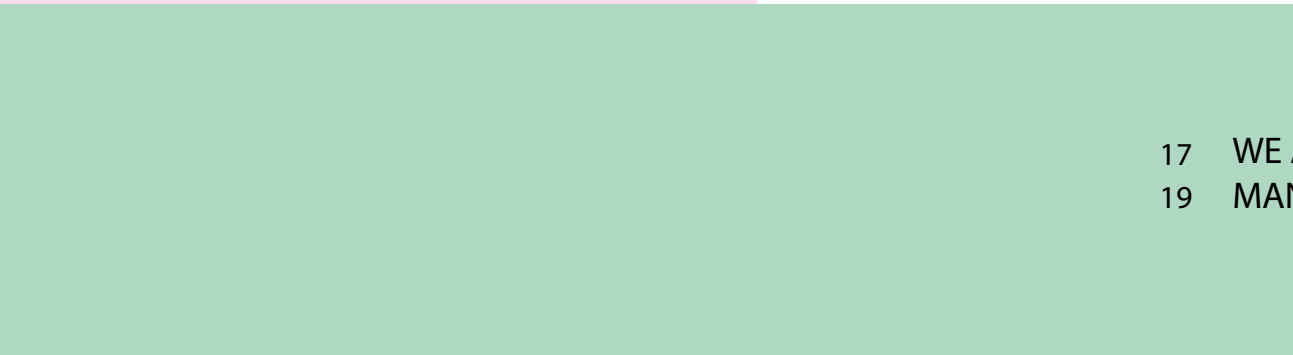
JANI BELL  
89LWXR3M6



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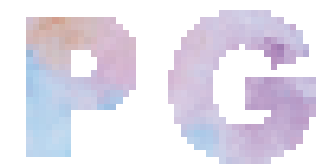
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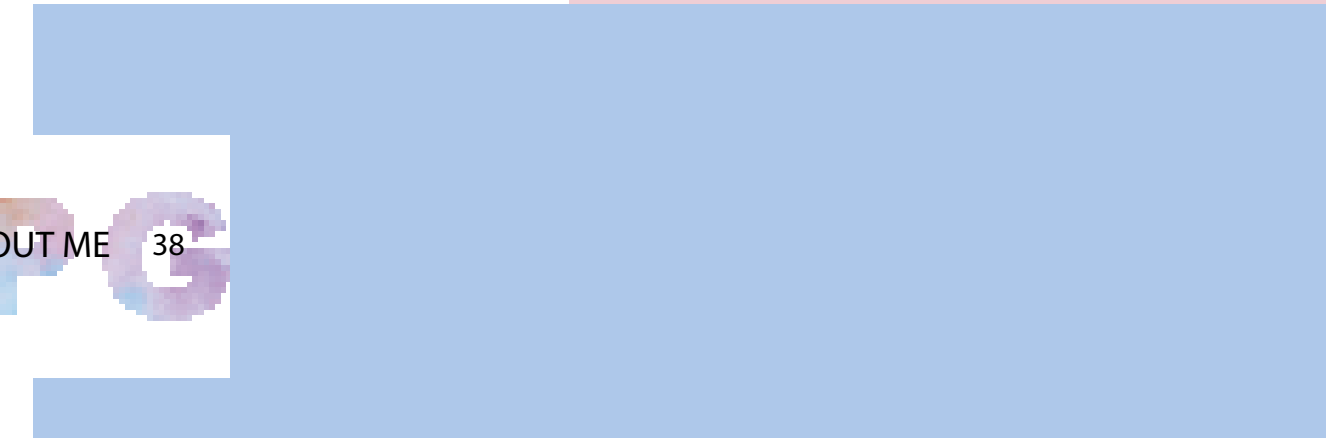
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DESIGN  
STUDIO

This subject was a year subject that started taking at the beginning of this year (2018).

I learnt to design using the design process and to document how I came up with my designs using a digital visual diary.

We handed in visual diaries (actual books) with our rough sketches and research.

I also learnt that no design can happen without a larger range of research and collected sources of inspiration.

This subject had a total of six briefs which each took me around four weeks to complete.

Each brief had a unique theme and specific guidelines that we had to follow.

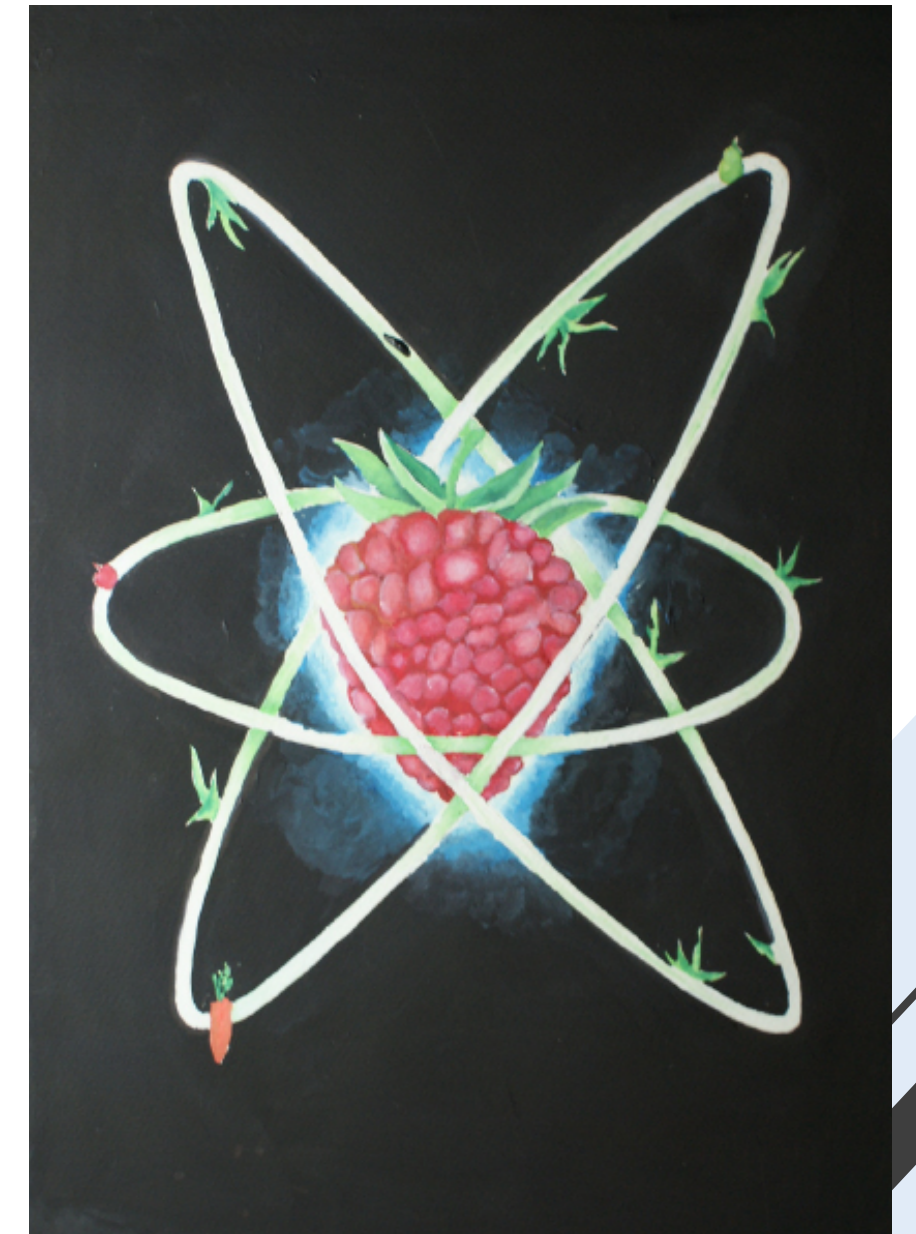
We started using software only from brief 4.

*Antithesis Reborn*

For this brief, we had to create an awareness poster against alcohol, drugs or veganism. The poster had to consist of only imagery and not typography that could explain the message.

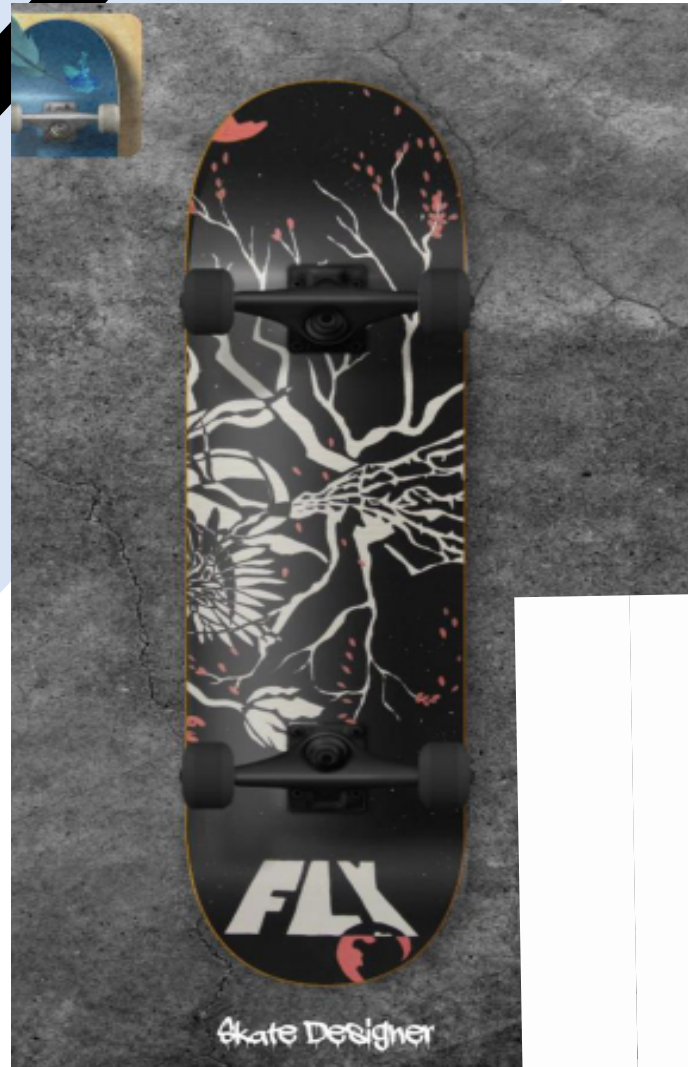
The image created to explain the message had to only consist of something symbolic of the topic chosen.

The message was clear that I am for veganism because it is a guarantee to having high and healthy energy levels.





## Make your Mark



For this brief we had to create a skateboard that conveyed emotion using interesting patterns and textures that were created for its underside.

We had to choose between jungle, city and cemetery to be the main topic of our design and our design was only allowed to contain three colours and typography if we wanted to include it.

The colours used were black, white and pink that I mixed myself using red and white gouache paint. The final had to be painted with gouache on oilboard and we took photographs of our final.



## A Picture Speaks a 1000 Words

For this brief we were informally introduced to Adobe Photoshop. We had to create a book cover for the book we wrote in Typography and advertised with the poster we made in Applied Colour.

The title of my book was "Supermarket Flowers" and was inspired by the song "Supermarket Flowers" by Ed Sheeran.

The barcode, title and blurb on the book cover was put in digitally using Adobe Photoshop.





## *We are family*



For this brief we had to create a logo for a social networking platform for our own families. There was research for this brief that had to be done for the previous history assignment about our family history. We had a workshop about the basics of logo and branding to help us conceptualise.

For this brief I created a logo for a social networking platform that revolved around mental and physical health for my family. I chose the name 'Green Apple' because it could be associated with the physical health side of the platform.

The image in the logo is associated with the mental health side of the platform, symbolising the care we have for one another. I chose to make my logo blue and green because those are the colours of health and growth which my family stands for.

My logo was a lock-up and was digitised using Adobe Illustrator.

## *Man vs Machine*

For this brief we had to create a corporate identity for a company invented by ourselves. The corporate identity had to include a logo, web banners, business cards and a letterhead. This all had to be designed using Adobe Photoshop and Illustrator.

We had to include font and colour choice in our corporate identity. I chose my company to be a textile distributor; Cotton frog textiles.

The logo was of a frog and contained the paint splat that we had to include as it was part of our inspiration.

I looked at a lot of web banners and collected business cards for further inspiration.



Corporate Identity redo

# TYPO

## g r a p h y

This module was a year module that I started taking at the beginning of this year (2018).

This module consisted of a total of 6 briefs plus this portfolio which all took me about four weeks to complete.

Each brief had a unique theme and different guidelines and specifications that we had to follow.

We started learning how to use software to complete our final only from brief 4 where our lecturer taught us how to design using Adobe InDesign.

### *Antithesis Reborn*

For this brief we had to do research on opposites and we had to find ways on how to symbolize the opposite.

My “life” word was Diurnal and my “death” word was Nocturnal. I wrote Diurnal inside the silhouette of a rabbit and nocturnal inside the silhouette of a fruit bat as I felt that these animals best represented my two words and the fact that they are opposites of each other.





## Make your Mark

For this brief we had to create a watch card consisting of 12 swatches on a twelve letter word.

The word I chose was "quinquennial" and meant that something occurs only once in five years.  
I started my swatches with pink on "Q".

These watches were all cut out and put on a giant keyring to make them more "accessible".  
I painted my swatches using gouache on Bockingford paper.

## A Picture Speaks a 1000 Words

For this brief we had to create five pages of a book, each with a different style manuscript.

I wrote my book with a real calligraphy pen and switched between red, blue and black ink depending on the manuscript style I was working with.

All of the pages in my book were decorated with gold leafing and the different designs that were associated with one of the 5 specific manuscript styles.



YOU **CANNOT**  
OUT-RUN  
YOUR **FORK.**

ESTHER  
BELL

## *We are family*

For this brief we had to create an image of our favourite quote. The brief consisted of three exercises that assisted us in developing our final idea for the quote.

The final had to be designed using Adobe InDesign.

## *Man vs Machine*

For this brief we had to create an eight-page 'zine' containing six stories that stood out from our own personal lives.

The other two pages of the zine were the front and back covers. The zine had to be compiled of only three colours that we sourced from an image that we thought was beautiful.



# DIGITAL

# DESIGN

This module was a semester module that only started taking in second semester or brief 4 in the other modules.

This module required for me to learn about two new softwares; Adobe Photoshop and Adobe Illustrator.

We only completed two briefs for this module plus this portfolio. The first brief taught us how to use Adobe Illustrator and the second focussed more on Adobe Photoshop where we had to create a movie poster using Photoshop.

For each brief we had to complete a series of exercises from the textbook as well as some exercises provided by the lecturer.

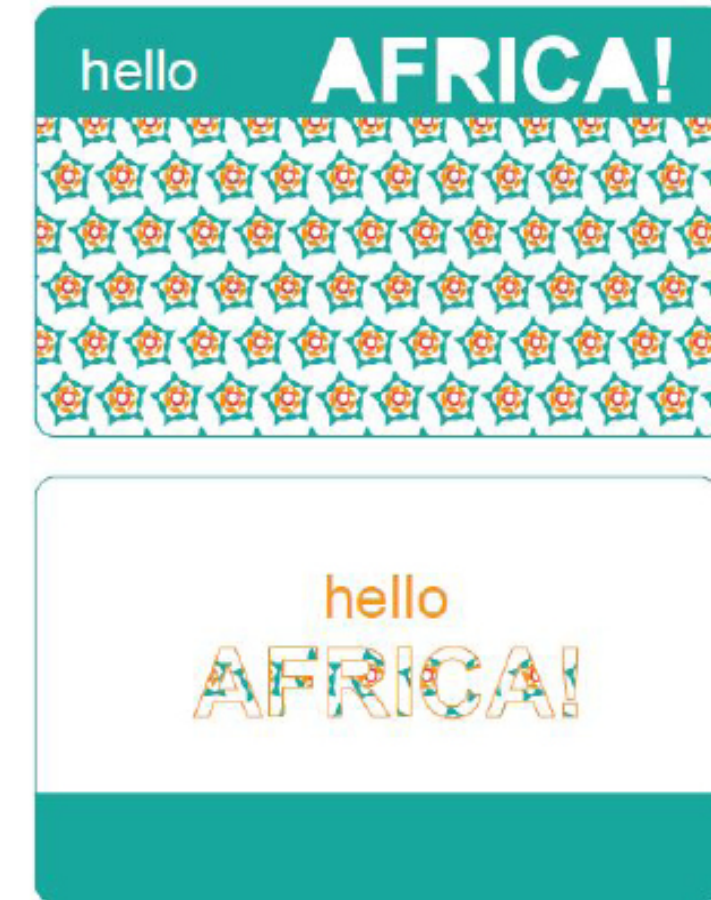
This module so far was really a struggle for me as I came to Pearson with no computer skills and had to learn everything in two weeks time.

## *We are family*

For this brief we were introduced to Adobe Illustrator and Adobe Photoshop. We mainly focussed on Adobe Photoshop for this brief and completed a series of exercises from the textbook that we had to upload on Google drive.

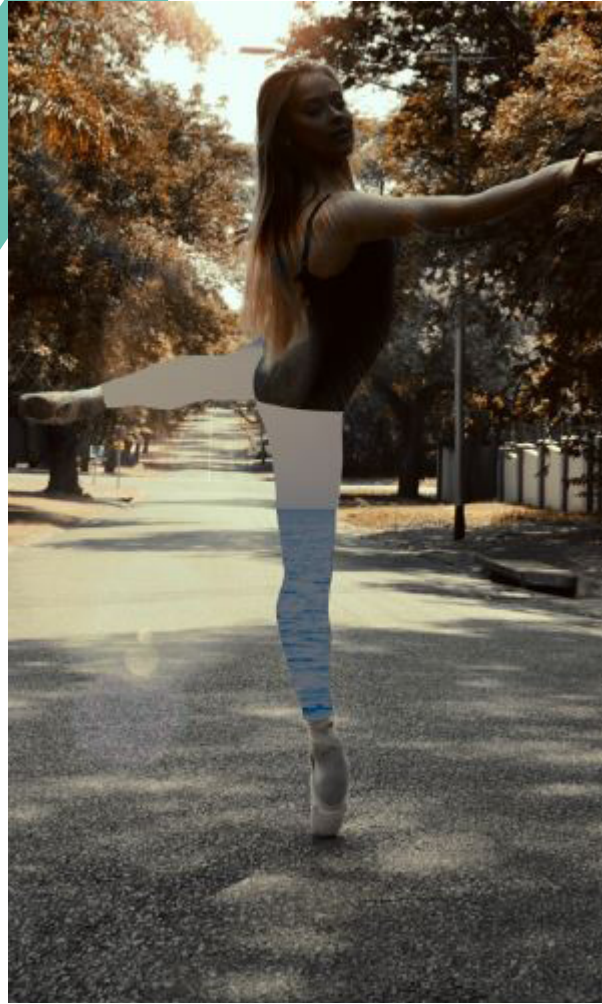


simple shape portrait



my post card





a new view



text



blending exercise



blending exercise redo

## Man vs Machine

IN THIS BRIEF WE STARTED WORKING IN PHOTOSHOP AND GETTING MORE COMFORTABLE IN ILLUSTRATOR





my sugar skull

*Keep on dancing*  
Jani



sugar skull re

*just keep on smiling*



my movie poster



movie poster redo



# Storyboarding

22

This module was a semester module that I only started taking in second semester.

This module consisted of two briefs plus this portfolio, each for which I had about four weeks to complete.

Each brief had its own unique theme and specific guidelines that I had to follow.

In this module we learnt a bit about photography and had to use Adobe Photoshop to create/edit our finals.

This module was my favourite module next to drawing because I felt that I had more freedom when coming up with ideas.

## We are family

For this brief we had to create a logo reveal of the logo we created in Graphic Design studio. The logo reveal had to be nine frames long, each with a filled-out D-block.

To complete this brief, we had to complete a series of exercises about camera shots and angles to help us in our final storyboard.

My logo reveal only revealed my logo in the last frame.



23

## Man vs Machine

For this brief I created a twelve page storyboard that contained different frames from the music video "Lollipop" by Mika.

Each one of the twelve frames had a complete filled-out D-block underneath it and all of the images were recreated as close to the original screenshots as possible.

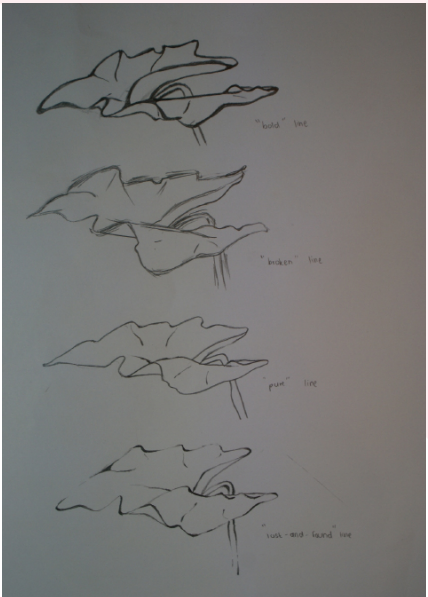
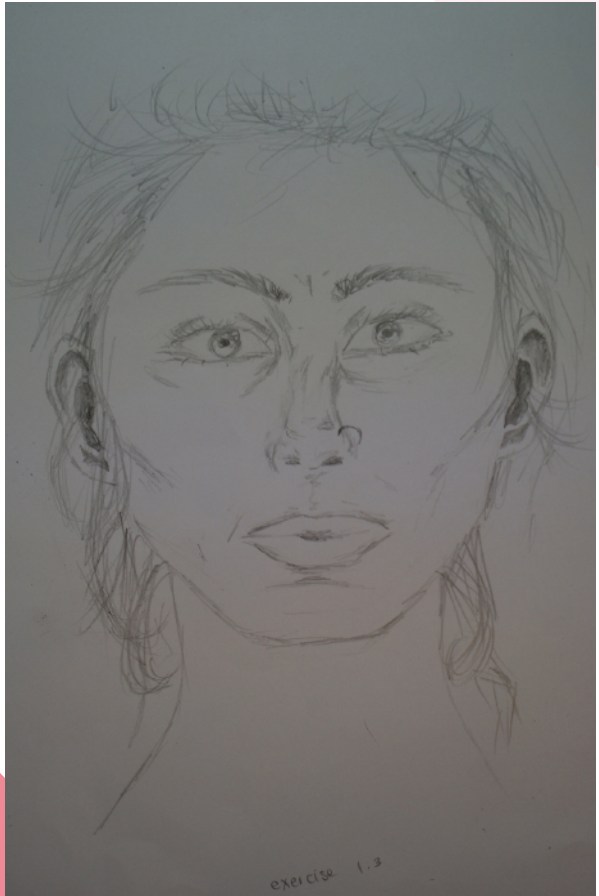
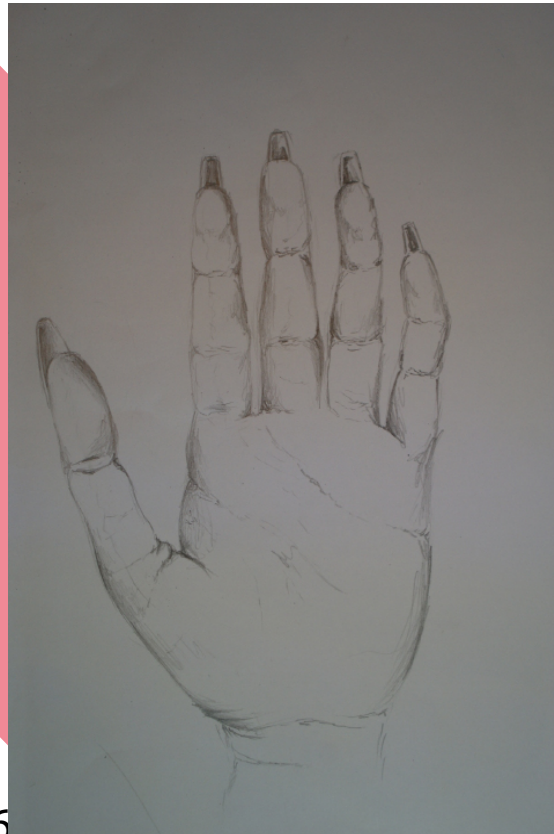
**“it’s kind of fun to do the impossible”**

**-WALT DISNEY**

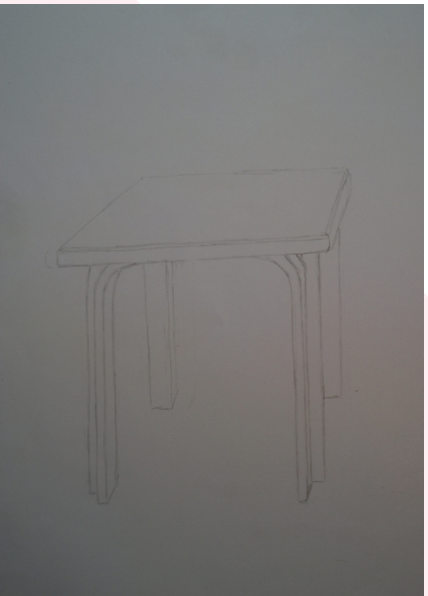


*Anthi-si-sis Reborn*

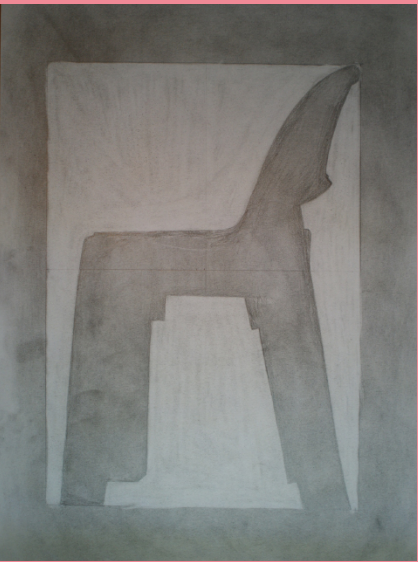
This brief focusses more on line and ways of construction



DRAWING 1



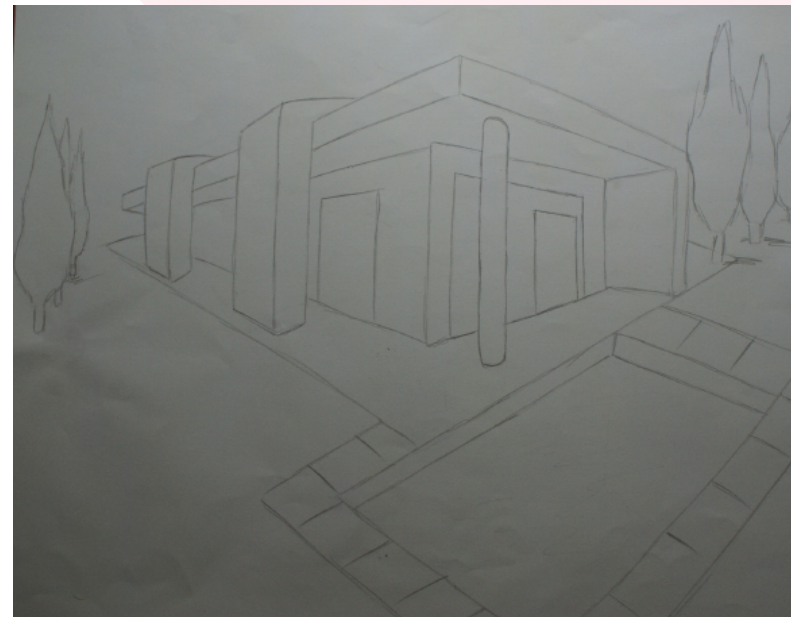
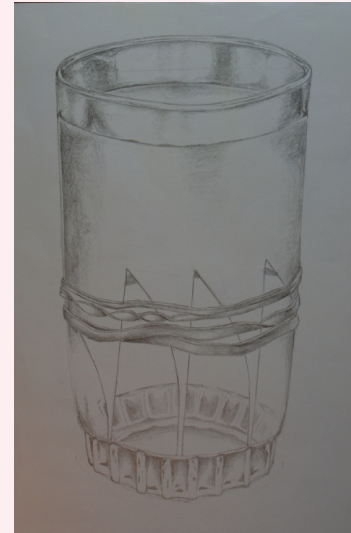
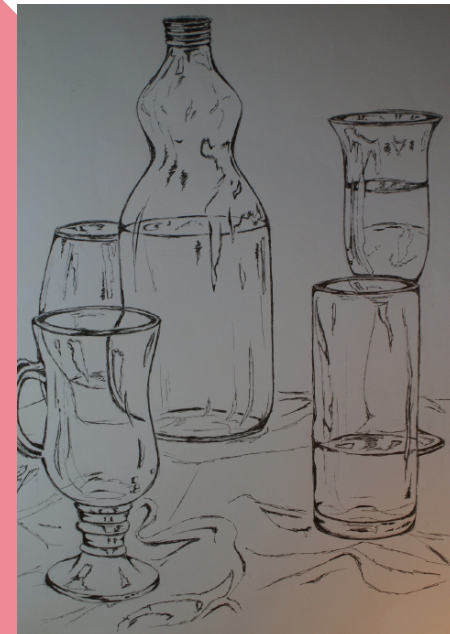
DRAWING 1





# Make your Mark

This brief focussed on perspective drawing



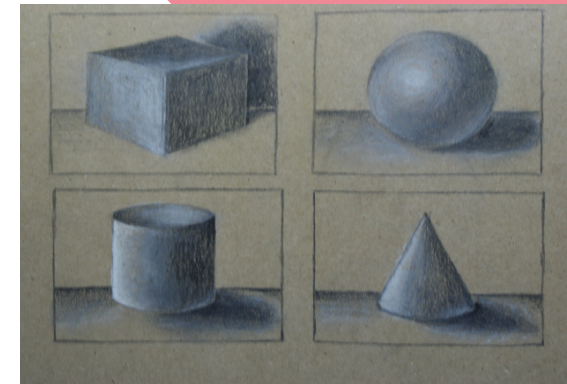
DRAWING 1

# A Picture Speaks a 1000 Words

In this brief we started learning about different ways to shade



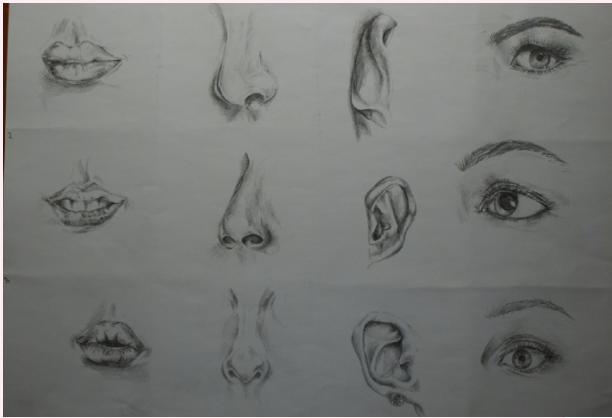
DRAWING 1





*We are family*

This brief taught me how to draw facial features and the correct proportions of the face



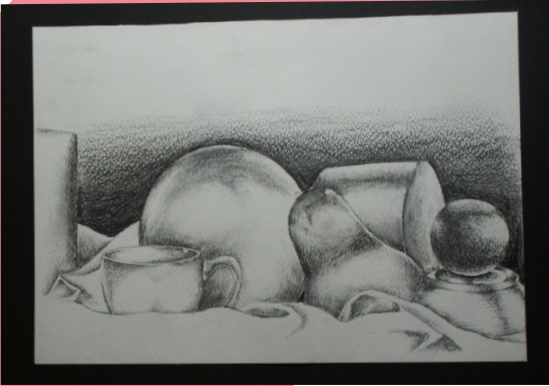
DRAWING 1

*Man vs Machine*

This brief focussed on the anatomy of the human body



DRAWING 1



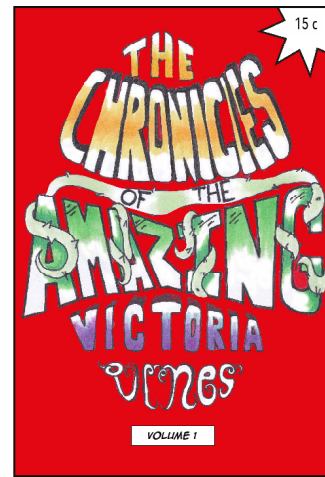
*Brief 7*

This brief focussed on the different textures of different objects

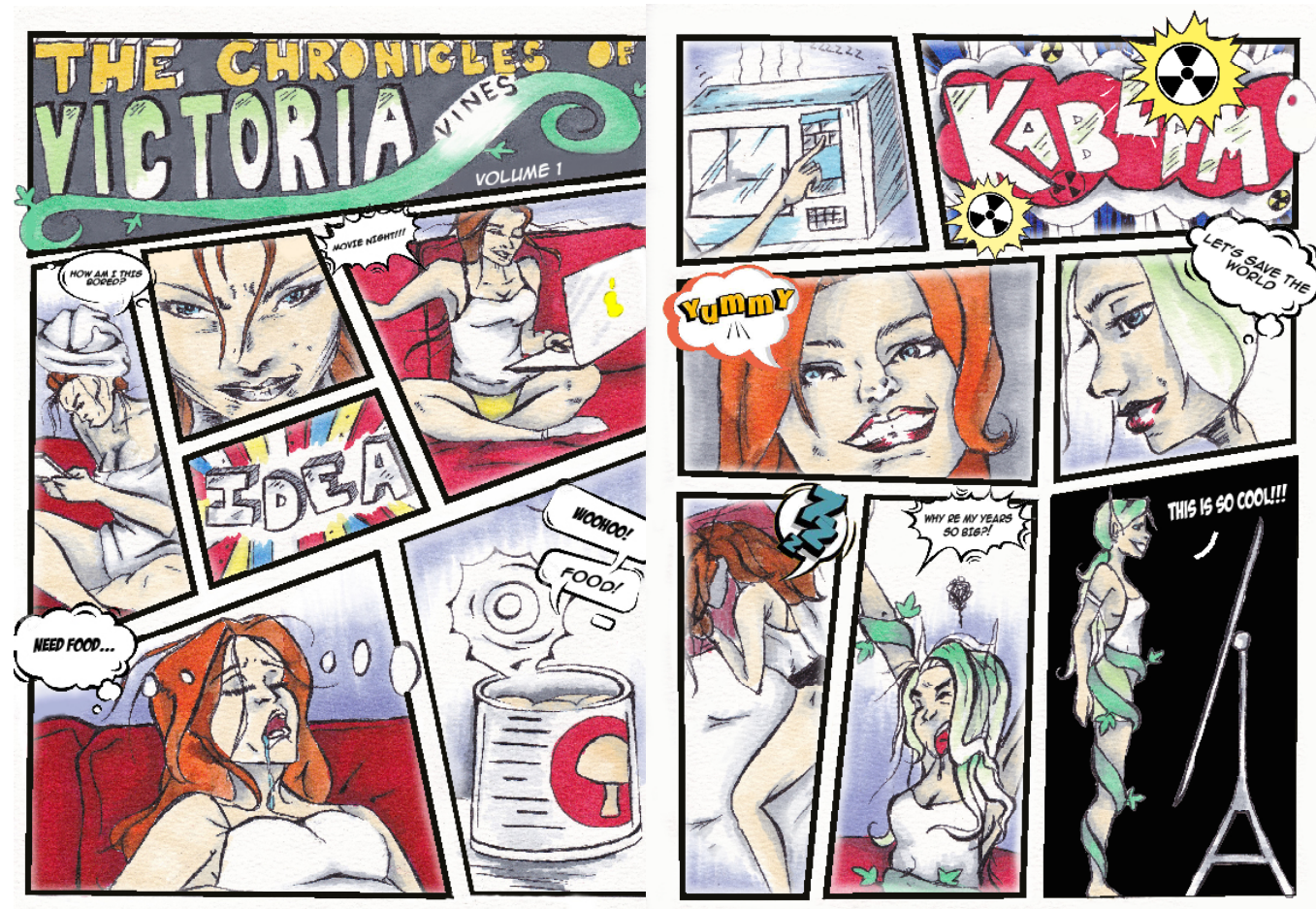


my superhero in

The cover page



For this module I created a two-page spread comic book about how my superhero, Victoria Vines, got her superpowers.



my superhero in

# TYP graphy

For this module I created a drink inspired by my superhero to advertise my superhero's movie in cinema. The drink I chose was a cucumber flavoured vodka.

top label



Top label redo



bottom label



bottom label redo





my superhero in

# DIGITAL

# DESIGN

For this module I created a movie poster that advertised the movie about my superhero. I posed as my superhero, Victoria Vines.



MY SUPERHERO

my superhero in

# design

# studio



Packaging

For this brief we had to create the packaging for the drink we invented. The photography that was based on our character from Storyboarding. The character was a superhero with plant-growing power called the Amazing Victoria Vines.



Packaging redo



# REFLECTION

## DIFFICULTIES I HAD TO OVERCOME...

SECOND SEMESTER WAS REALLY HARD FOR ME BECAUSE I JUMPED STRAIGHT INTO DESIGNING DIGITALLY WITH A BASIS OF ZERO COMPUTER SKILLS. IN ORDER TO PASS DIGITAL DESIGN AND GRAPHIC DESIGN, I BASICALLY HAD TO LEARN EVERYTHING IN TWO WEEKS TIME WHICH WAS REALLY EMBARRASSING FOR ME.

I ALSO HAD A HARD TIME COPING WITH STRESS WHICH STARTED SHOWING IN MY WORK IN BRIEF 5 AND 6.

TO SOLVE THIS PROBLEM I STARTED ATTENDING WORKSHOPS ON CAMPUS FOR STRESS HANDLING AND TIME-MANAGEMENT WHICH REALLY HELPED A LOT.

FROM BRIEF 1 UNTIL UP TO BRIEF 3, I MAINLY HAD PROBLEMS MANAGING MY TIME BECAUSE THE DESIGN PROCESS AND AMOUNT OF WORK WAS STILL VERY NEW AND STRANGE TO ME.

WITH BRIEF 4 I REALLY HAD A HARD TIME ADJUSTING DUE TO MY LACK OF TECHNICAL SKILLS; TYPOGRAPHY, GRAPHIC DESIGN STUDIO AND DIGITAL DESIGN WERE MY MOST FEARED MODULES DUE TO US NOW HAVING TO WORK IN DIFFERENT SOFTWARES BUT I LUCKILY DID ADJUST AND AM STILL BETTERING MYSELF IN USING ALL THREE SOFTWARES.

BRIEF 6 WAS NOT MY BEST BRIEF WITH A LACK OF TIME AND MISUNDERSTANDING I FAILED TO MEET THE BRIEF REQUIREMENTS FOR GD AND TYPOGRAPHY AND WILL BE RE-DOING FOR MODERATION.

## REFLECTION

# REFLECT

## I AM PROUD OF MYSELF...

I FEEL THAT I HAVE ALSO IMPROVED IN USING TYPOGRAPHY AS I DIDN'T EVEN KNOW IT WAS ONE OF THE MOST IMPORTANT THINGS IN DESIGN WHEN I STARTED LEARNING ABOUT IT.

I THINK THAT I HAVE HANDLED STORYBOARDING REALLY WELL CONSIDERING IT WAS A VERY NEW SUBJECT WITH A LOT OF NEW INFORMATION I HAD TO TAKE IN AND REFLECT IN MY WORD STORYBOARDING WAS A REALLY ENJOYABLE MODULE FOR ME AND HAD ME THINKING TO MAYBE ONE DAY BE A STORYBOARDING ARTIST!

I HAVE COME TO THE CONCLUSION THAT I AM STRONGER IN THE FIELD OF PHYSICALLY CREATING AND DESIGNING LIKE DRAWING AND STORYBOARDING AND WILL DEFINATELY TRY AND IMPROVE THOSE STRENGTHS EVEN MORE THAT IS DEFINATELY A FIELD THAT I WOULD LOVE TO GO IN ONE DAY.

## REFLECTION

THROUGHOUT THIS YEAR I HAVE SHOWN GREAT IMPROVEMENT IN MY CREATIVE FLOW AND DRAWING SKILLS.

I HAVE HAD A TASTE OF THE MORE "GROWN-UP" WORLD THROUGHOUT THIS YEAR AND I AM PROUD OF MYSELF FOR ACTUALLY SURVIVING IT!

I AM PROUD OF MYSELF FOR COPING WITH THE STRESS OF NEW MODULES AND BRIEFS AND ALWAYS COMPLETING EACH ONE OF THEM IN TIME FOR SUBMISSION.

I CAN EASILY SAY THAT THIS YEAR HAS TAUGHT ME A LOT ABOUT WHAT I AM CAPABLE OF AND TO ALWAYS BELIEVE IN MYSELF, NO MATTER HOW IMPOSSIBLE OR TOUGH A BRIEF OR MODULE LOOKS.

I AM THANKFUL FOR THE LECTURERS AND ALL THE EFFORT THEY PUT IN FOR US TO HAVE A GREAT OUTPUT.

# INFORMATION

*about*

# ME

## HOBBIES

BALLET  
DRAWING  
MEDITATION  
LISTENING TO MUSIC  
STUDYING FLOWERS

## STRENGTHS

DRAWING  
CREATIVITY  
PROBLEM SOLVING  
IMPROVISING  
INTERACTION WITH SURROUNDINGS

## PERSONAL TRAIGHTS

LOVEDRAWINGANDILLUSTRATING  
CREATIVE  
EASY TO INTERACT WITH  
GIVER OF INFORMATION  
GREAT AT IMPROVISING  
LOVING AND FUN

## ACADEMIC HISTORY AND INFORMATION

HONOURS CLOTHING IN ACADEMICS (HIGH SCHOOL AND MIDDLE SCHOOL)

FIRST YEAR GRAPHIC DESIGN  
STUDENT AT PEARSON INSTITUTE OF HIGHER EDUCATION

I N F O R M A T I O N   A B O U T   M E