



PORTFOLIO



BACHELOR OF DESIGN DEGREE
COMMUNICATION DESIGN
(MAJOR)

STUDENT ID:



2016

Hello, my name is [REDACTED] and I am applying for a Bachelor of Design, Communication Design (Major) as I am a dedicated and committed student who always aims for excellence and my grades and achievements are a testament to my fortitude, dedication and drive to always perform to my best ability, and to produce outstanding results.

I am currently studying Level 3 Art Design, Product Design, and Design and Visual Communication, at Diocesan School for Girls, as well as submitting for Scholarship for these three subjects. As well as the arts, I also study level 3 Accounting and Optimisation (Statistics/ Calculus). In previous years, I have also studied these three design subjects at Level 2.

My artistic flare started at a very young age, and at 5 years old my art was displayed at a community event, and I won the Fine Young Artists award. Since then, my desire and love for art and design has blossomed, and has become a great passion of mine. Previously, I have taken extra-curricular art lessons from the age of 6 - 14 at The Auckland College of Education Children's Art School, where I learnt various skills such as painting, drawing and sculpture, which enabled me to apply these skills to my personal and school work.

This year, I am the Community Service Prefect at Dio, and my deputies and I have changed service by introducing a new initiative called 'Service Learning' where each year level is assigned to its own charity and are challenged to embrace a 'heads, hand and heart' approach when working with their charity. As this initiative was new to the whole school, I took the opportunity to use my design skills to present the 'Service Learning' initiative in an engaging, fun and interesting way that all ages can comprehend. I did this by creating an 'Emoji' stop motion video along with aesthetically pleasing PowerPoint slides.

My future aspirations include developing and changing the world of visual communication through professional design practise in a range of marketing, business and advertising related activities for various large companies, which would be a gateway for me to being an entrepreneur in my own design company. My passion towards art and design will fuel my inspiration and motivation to continually push myself, so I can attain this goal.

As the world of design is evolving and playing a larger part in our everyday lives, the environmental impacts of design are reducing due to the increase of advanced advertising techniques, in which I highlight in my Design Brief, Kakara, an organic perfume that celebrates the natural world around us and is proudly made with wholesome ingredients, in New Zealand.

This portfolio is a collective representation of who I am and my fascination towards visual communication that is becoming more present in our everyday lives. I believe that AUT is the university for me as it will provide me with a great opportunities and resources for me to utilise throughout my studies, as well as providing me with a welcoming atmosphere to produce excellent results.

Thank you for your time in considering my application. I am honoured to present a collection of my works, and I look forward to hearing from you.

Regards,
[REDACTED]

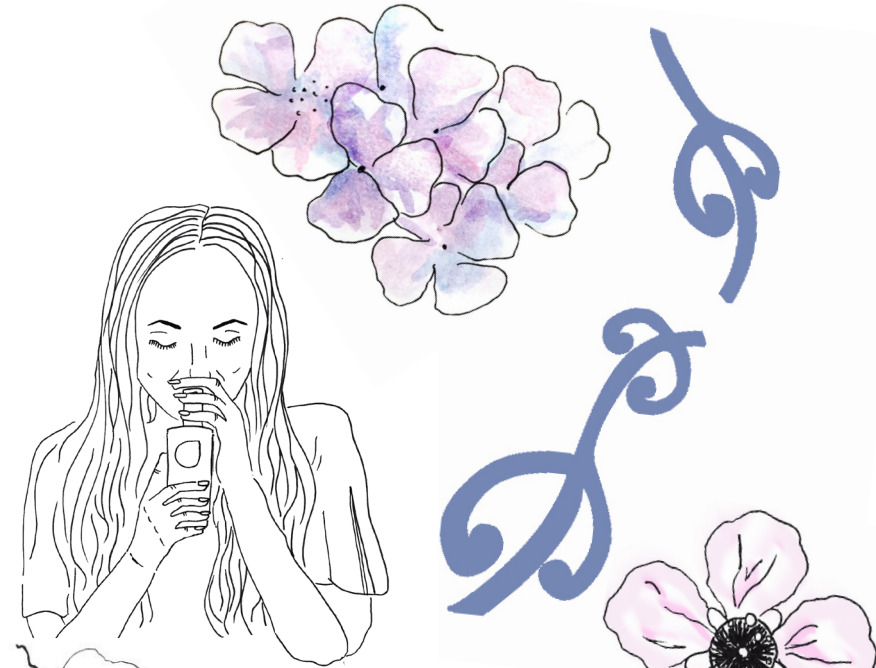
VISUAL ART DESIGN

2016

Raw imagery for Design Brief: (2016)



Photographs
Line drawings
Paintings
Digital Illustrations



2016
Design Campaign: 'Kakara'

Kakara is an organic perfume brand, sourced and manufactured in New Zealand. The word Kakara means aromatic, fragrant and 'sweet smelling' in Maori. As the brand is inspired by New Zealand culture, the name Kakara embraces this. Made with only the best local and organic ingredients, the fragrance is inspired by native flora and fauna of New Zealand.

I love to showcase a variety of my skills in my work such as drawings, paintings, photography and digital illustration, and compose them in visually creative ways, in order to communicate meaning, and be aesthetically pleasing.

VISUAL ART DESIGN

2016



Logo Concepts

VISUAL ART DESIGN

2016

Logo Development



-Kakara-



2016 Design Brief

Throughout my logo, poster and animation brief, I used soft pastel colours which represents the natural and organic brand. The use of the manuka flower (large pink flower in final logo) was a main element present in my logo and poster brief as it is a native flower to New Zealand, which immediately tells the user that it is a New Zealand made product and is a unique fragrance.

Final Logo

VISUAL ART DESIGN

2016

Poster Design



In my poster brief, I experimented with different textures such as grainy paper, crumpled paper and painted backgrounds to further develop the natural and organic theme, working in correlation with the fluid watercolour flowers and line drawings which are not perfect, adding to the main themes of a wholesome, pure and unprocessed product.

Poster Concepts

VISUAL ART DESIGN

2016

Poster Development



2016 Poster Development and Final

In my development and final posters, I further explored the use of fluid circles by extending the shape into 'blob' or 'drop' shapes, as a circle can be quite restrictive, therefore, by repeating a 'blob' shape, this enabled me to carry on the theme of organic shapes, representing the liquid and natural perfume. My final poster was a collective item of various elements that were showcased in my poster concepts/ development as I regenerated the use of water colour flowers, photography and the blob shape, to create an organic flow, symbolising the liquid fragrance and the trustworthy, natural perfume brand.

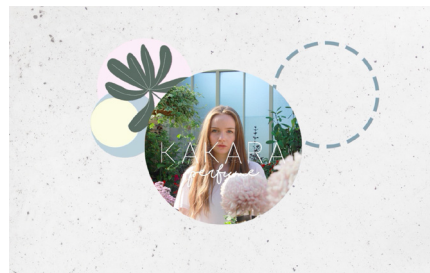


Final Poster Design

VISUAL ART DESIGN

2016

Animation Concepts



DIGITAL PORTFOLIO
- ANIMATION
- SCHOOL VIDEO

PORTFOLIO

BACHELOR OF DESIGN DEGREE
COMMUNICATION DESIGN

STUDENT ID: 16945891

Animation Design Youtube Link:

<https://www.youtube.com/watch?v=YIK10hrM3W0>

Animation Concepts: 0:04 - 0:38

2016

Product Animation Advertisement Screenshots

For my product advertisement, I used software such as Adobe Photoshop and Adobe After Effects to produce my animation. This allowed me to experiment with different shapes and Maori patterns, in order to display the overall brand values of 'Kakara', and to entice customers to buy it through interesting visuals.

VISUAL ART DESIGN

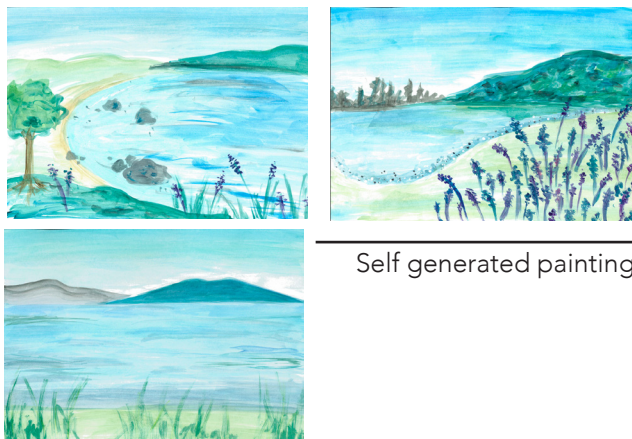
2016

Animation Design Youtube Link:

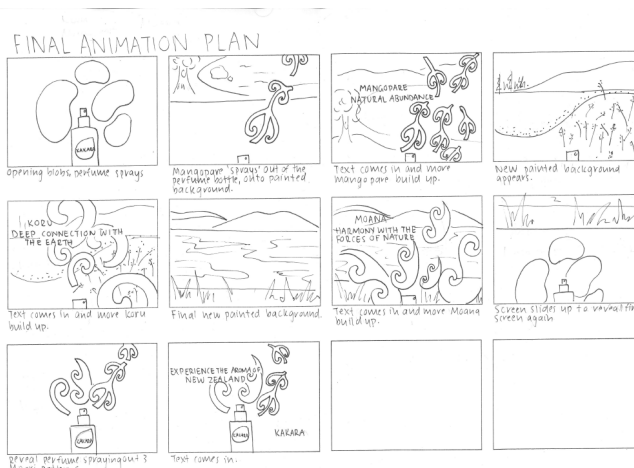
<https://www.youtube.com/watch?v=YIK10hrM3W0>

Final Animation: 0:38 - 1:08

Screenshots from Final Animation



Self generated paintings



Planning for Final Animation

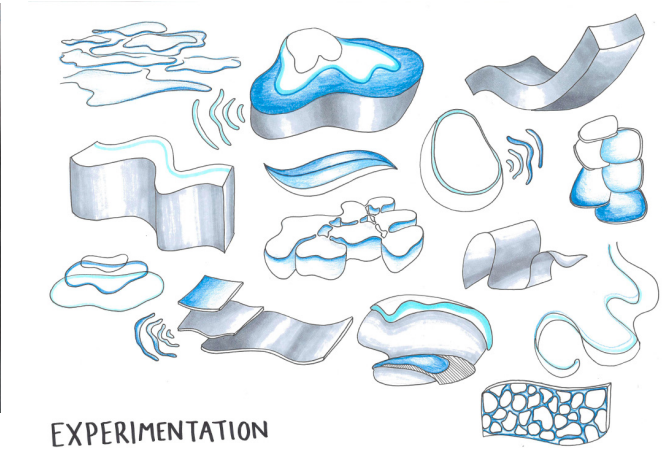
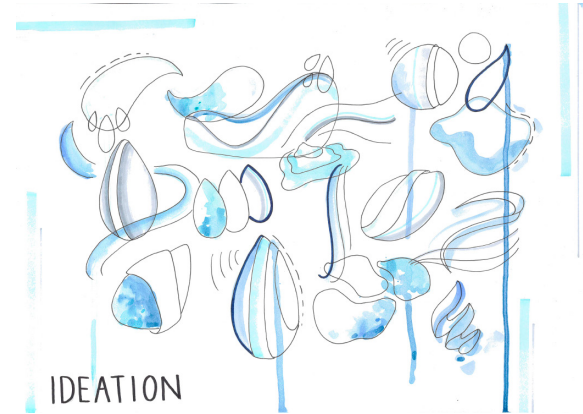
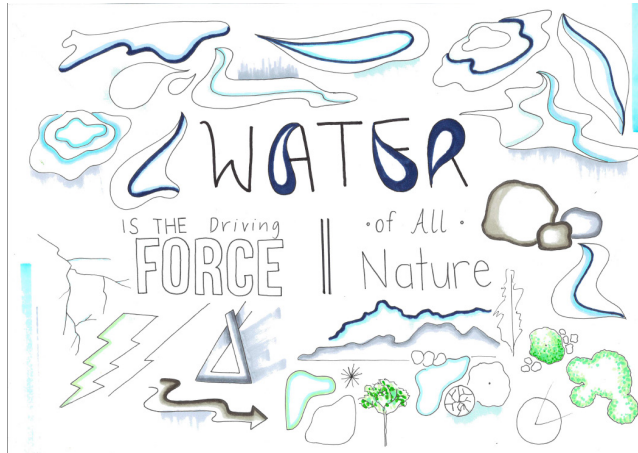
2016

Product Animation Final Advertisement

For my final advertisement, I wanted to regenerate various elements such as the Maori patterns and soft colours from the animation concepts, however synthesise this by painting my own backgrounds, and creating small frame by frame animations of the Maori patterns Mangopare, Koru and Moana, so they look as if they are spraying or coming out of the perfume. I purely used Photoshop for this animation.

DESIGN AND VISUAL COMMUNICATION

2016



Modelling



2016

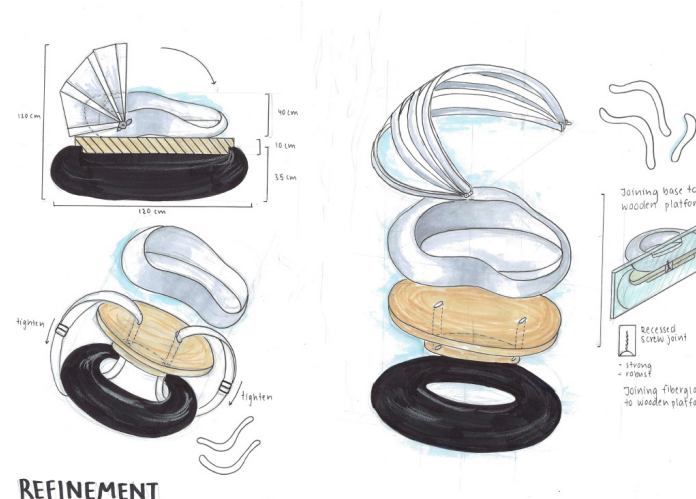
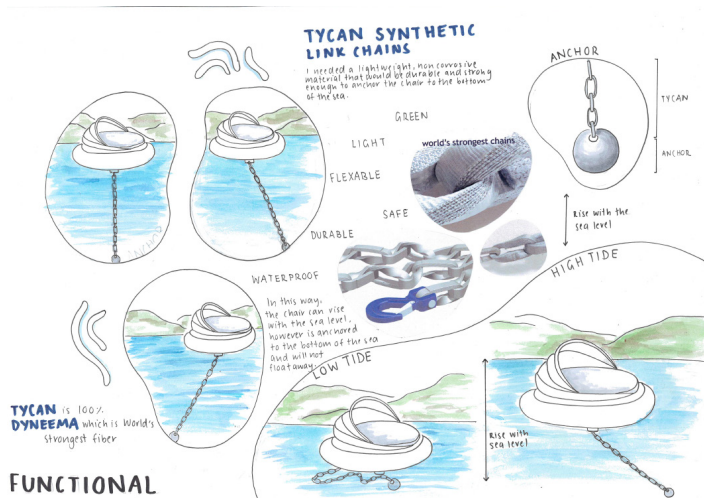
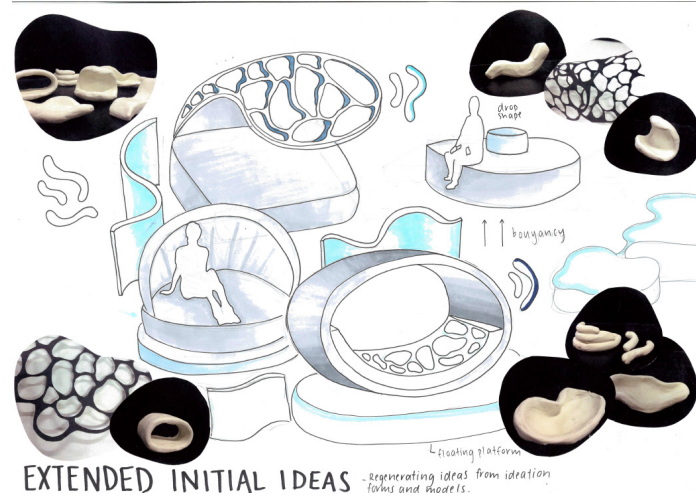
Design and Visual Communication- Product

This year, I am currently undertaking an urban product brief, where I am designing a floating chair where users can unwind and relax. My inspiration when designing was water and the fluid structure of it. The chair is to be located at the end of Onetangi Beach in Waiheke Island, and is anchored to the bottom of the sea, where it can rise with the sea levels, creating a unique experience. Made to fit 2 people, the unique urban product is an attraction to many.

DESIGN AND VISUAL COMMUNICATION

2016

Concepts and Refinement



Experimenting with fluid shapes to create the ultimate 'relaxing experience', whilst still being functional and practical.

PRODUCT DESIGN

2016



Final product in situation. My cousins really love the final outcome of the laptop table, as they are very busy students who find it hard to find time to do their homework within their busy schedules, therefore, I created a table for them to do so, while being comfortable at the same time, meaning they can complete more homework with a greater amount of focus. The laptop table also protects their legs from any radiation that may harm them in the future.

OTHER WORK

2016

Cowie
2016



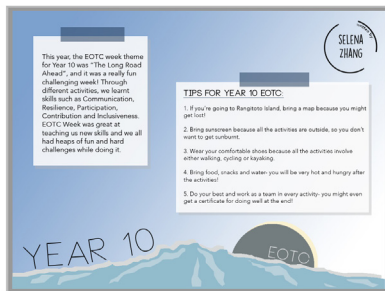
Cowie House Chapel Cover



Diocesan School for Girls 2016 theme logo I created.



Spring Clean Sale logo 2016



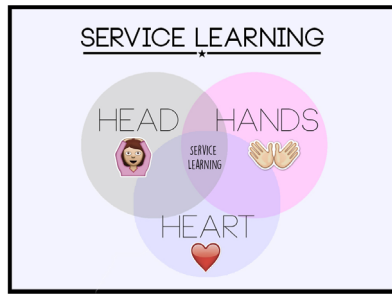
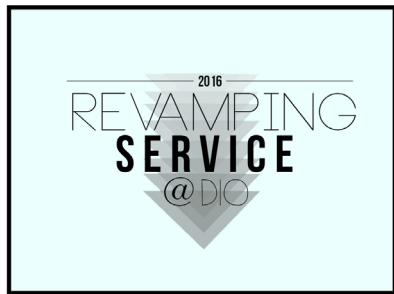
Guest Layout Artist for our Student Newspaper, Ink 2016



I have been asked by my school, Diocesan School for Girls, on a number of occasions to create logos or covers for various events. Here is a collection of three from this year. First is the annual Cowie House Chapel cover where I showcased teamwork for few events from throughout the year, the second is the 'Dio All In' theme logo which is our school aim this year, and finally the Diocesan Spring Clean Sale logo which will be placed in various occasions like the weekly Dio Beat Newsletter, in emails and posters around the school.

OTHER WORK

2016



»»»» SERVICE PLAN ««««				
TERM 1	TERM 2	TERM 3	TERM 4	
Y7: St Christopher's Fig	Caring Shed & Menne Cecilia Trust	Caring Shed & Menne Cecilia Trust	ATWC Hampers (Making Christmas brighter in Auld)	ATWC Hampers
Y8: Pacific Anglican School (Service Trip project)	Ronald McDonald House	Ronald McDonald House	ATWC Hampers	ATWC Hampers
Y9: Pacific Anglican School (Service Trip project)	William Pea Service Challenge (Heart Foundation)	William Pea Service Challenge (Heart Foundation)	ATWC Hampers	ATWC Hampers
Y10: Pacific Anglican School (Service Trip project)	Lifeline (Baby Clothing for Charity)	Lifeline (Baby Clothing for Charity)	ATWC Hampers	ATWC Hampers
Y11: Pacific Anglican School (Service Trip project)	Fostering Kids NZ & Bikes (In 11 Leadership)	Fostering Kids NZ & Bikes (In 11 Leadership)	N/A Exam Leave	N/A Exam Leave
Y12: Pacific Anglican School (Service Trip project)	Alameda City Mission (Poverty & homelessness)	Alameda City Mission (Poverty & homelessness)	N/A Exam Leave	N/A Exam Leave
Y13: Pacific Anglican School (Service Trip project)	Slive (Making NZ homes violence free)	Slive (Making NZ homes violence free)	N/A Exam Leave	N/A Exam Leave

2016

Community Service Prefect Role

As a prefect at Diocesan School for Girls, I lead the first Full School Assembly, where I informed the school about the new initiative we were going to undertake for the year. This was a big announcement to the school as for the past 15 years, the giving focus initiative was something students had to do, whereas, this year I wanted to change students' mindsets and want them to be willing to serve others. I introduced the 'Service Learning' initiative which is where students are encouraged to use a 'heads, hand and heart' approach when working with their own charity, creating engagement and involvement of every member of our school. I did this by creating a visually appealing powerpoint, and a stop motion video that enabled students to understand the change, before leading into my speech.

My Community Service Council Prefect Full School Assembly powerpoint to launch new Initiative, 2016

Animation Design Youtube Link:

<https://www.youtube.com/watch?v=YIK10hrM3W0>

Community Service Prefect Video: 1:09 - 2:11



Full School Assembly Prefect Video- Stop motion screenshots

Purpose of using Emoji:

When planning for my prefect Full School Assembly, I wanted to create something that was engaging, fun, interesting, yet meaningful. I thought of using Emoji, as Emoji are currently commonly used in our everyday lives by young and old, therefore target all ages, meaning that I could easily communicate a message as Emoji's are fun, yet significant. This was highly appropriate as my assembly was attended by the youngest members of our school (3 years old) to teachers and parents. Therefore, I experimented with the use of Emoji in my presentation, so my new initiative would be easily comprehensible.