

Student ID: [REDACTED]

Bachelor of Design Degree:
Communication Design

2016 / PORTFOLIO

INTRODUCTION:

STUDENT ID: [REDACTED]

PH: [REDACTED]

BACHELOR OF COMMUNICATION DESIGN

Hi There,

My name is [REDACTED] and I currently attend Epsom Girls Grammar School.

Throughout my 13 years of schooling, I have taken a huge interest in creative based subjects. I am currently studying level 3 Art Design, Printmaking, Design Technology, Geography and English. In Level 2, I endorsed Art Design, Printmaking and Design Technology with excellence, endorsed Geography and English with merit, passed level 2 with excellence endorsement and also won the level 2 distinction certificate for design technology at my end of year prize giving. I hope to maintain these endorsements in all subjects in level 3 and I am also in the process of completing Art Design and Printmaking scholarships.

I tend to focus my art on ideas that involve myself, including my Maori culture or personal issues. This year my idea for printmaking revolves around my personal anxiety and the process of how it affects me (and others) mentally and physically. My idea for art design is revolved around my passion for helping and supporting others in need and I have created a fundraiser event called 'Night till Bright' for the Fred Hollows Foundation.

Over the years I have been involved with many extra curricular activities/groups including: Cheerleading, Netball, Megaschools (Hip Hop dance group), Stage Challenge, Dragon Boating and Kotahitanga (Maori Committee). This year I am the leader of Megaschools, year level representative for Kotahitanga and also Arts and Culture Prefect. As part of Kotahitanga I have designed an artwork of 4 interlocking koru, which represent the 4 values we stand by at Epsom Girls Grammar School for the centenary next year. These extra curricular and leadership roles have given me the opportunity to experience and gain knowledge on a lot of different environments and people, which I believe has, and constantly will influence my creative approach to my designs and art. I am also currently working part time at Nosh as a Deli Assistant, which has given me new skills, as well as an understanding on how to manage my time efficiently as I have/am currently balancing work, school and also my extra curricular commitments whilst maintaining high grades.

"Choose a job you love, and you will never have to work a day in your life." – Confucious. This is a quote that both my parents live by and one that I would love to incorporate into my future working life. Design is something I am truly passionate about and I would love to further develop my skills in visual and conceptual design through the Bachelor of Design majoring in Communication Design at AUT. By attending both the portfolio day during April and the open day in August, I can confidently say that the practical, hands on environment accompanied by the conceptual emphasis on design is an atmosphere I would love to be amongst as it has the perfect conditions for me to thrive and achieve to the best of my ability. My ultimate goal is to graduate from AUT with a degree and a career that I love and am constantly learning from, that showcases the skills and knowledge I have attained from my studies at high school and university and evoke positive change on people's lives.

I am honored to present to you a collection of my work in this portfolio and hope you can gather from these selected pieces of work the love and passion I have for art and design.

Yours faithfully,

[REDACTED]

Level 3 Art Design

My idea for my level 3 art design board is revolved around my passion for helping and supporting others in need. I have created a fundraiser event called 'Night till Bright' for the Fred Hollows Foundation which restores people's eyesight in third world countries for \$25. I have applied a lot of hand drawn type and imagery into my designs for the branding and advertising of this event and have designed original briefs in order to keep my designs as unique as possible.

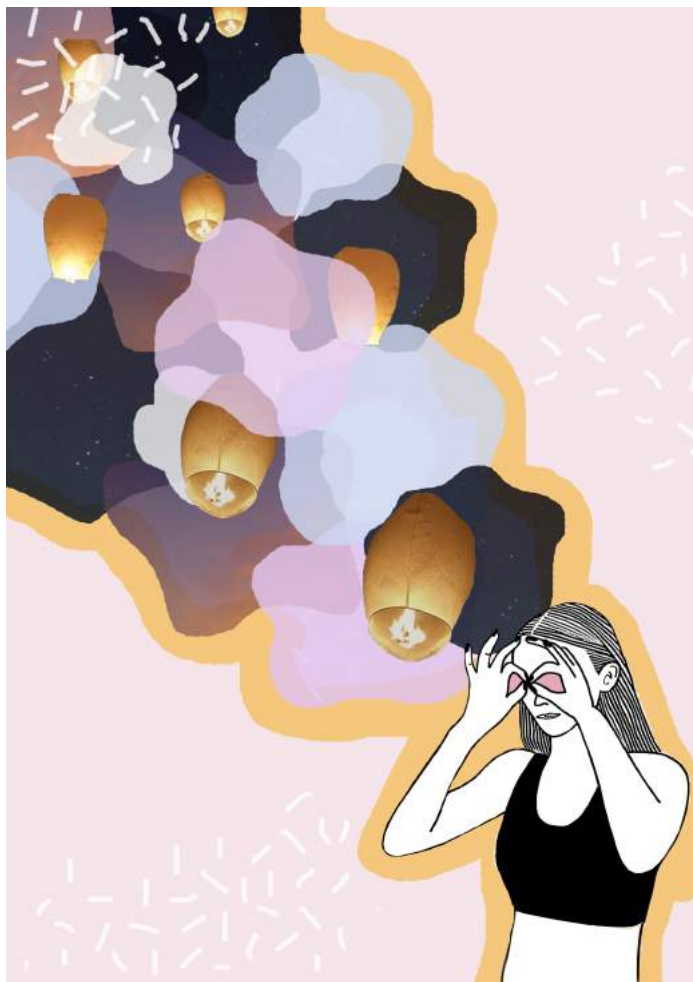


Image Making – Final Design 1

July 2016

Process – Hand Drawn (girl), Photography, Illustrator and Photoshop



Image Making – Final Design 2

July 2016

Process – Hand Drawn (girls) Illustrator and Photoshop





NIGHT TILL BRIGHT

It is an over night event to symbolise the change that occurs to the patients who receive this life changing opportunity of their sight being restored. It starts at night-time as it is dark, gloomy and your surroundings are unclear to you as you cannot see properly. But as the time passes and when the festival is nearly over, it will be early morning where the sun is just starting to rise, making it clear, bright and easier to see your surroundings.

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Night Till Bright

NZ Sight Foundation
Annual Fundraiser

JAN:

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SAVE THESE DATES

Auckland Domain
Tickets \$75 each

*Let other people see
what you see*

Magazine – Final Design

For my magazine design I have also made a detachable bookmark with important information regarding the event.

July 2016

Process – Hand Drawn (eyes), Photography, Illustrator and Photoshop

Typography Process – Art Design Level 3

I chose the event name, 'Night till Bright' as it is an over night event to symbolise the change that will occur to the patients who will receive this life changing opportunity of their eyesight being restored. It starts at night time as it is dark, gloomy and your surroundings are unclear to you as you cannot see properly. But as the time passes and when the event is nearly over, it will be early morning where the sun is starting to rise, making it clear, bright and easier to see your surroundings. This relates to the process patients will undergo when getting their eyesight restored.

Throughout the logo designing process I have done most designs by hand with slight editing on illustrator and Photoshop.

Logo – Hand Drawings

Process – Pencil & pen drawings



Logo – Concepts

Process – Hand drawn with minor editing on illustrator



Logo – Developments

Process – Hand drawn with editing on illustrator & Photoshop





Logo – Refinements

2016

Process – Hand drawn and edited on
Photoshop & Illustrator



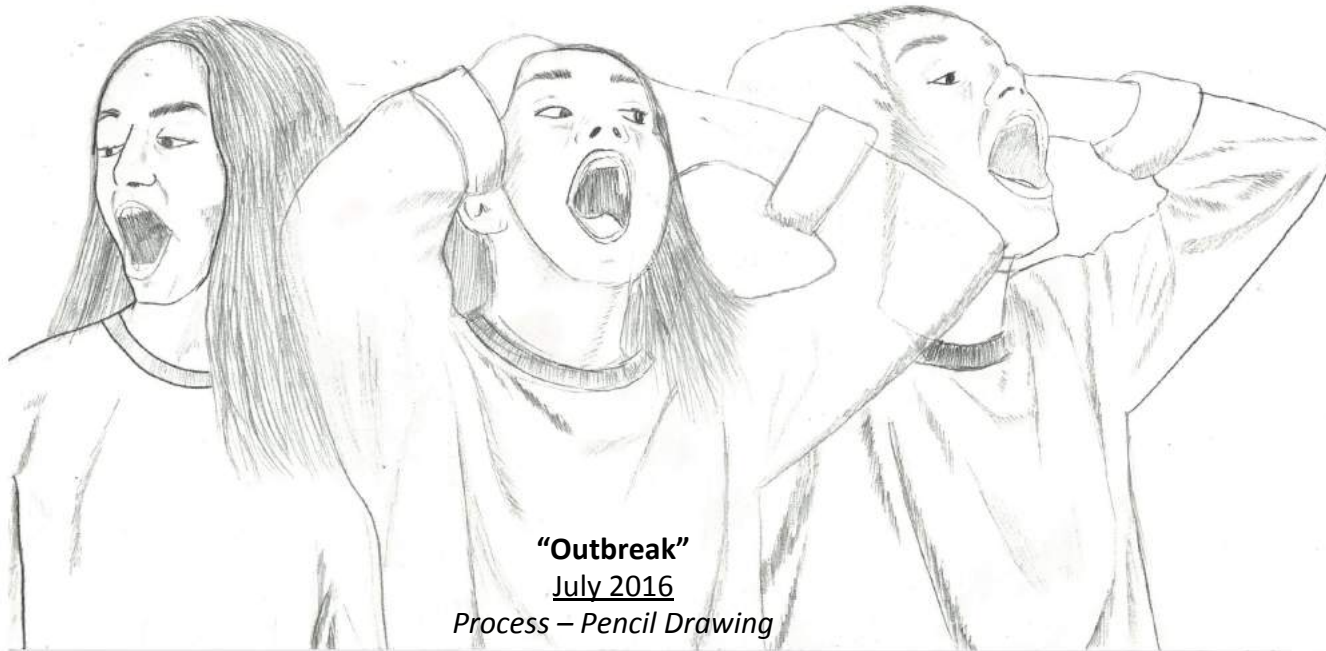
Logo – Final

2016

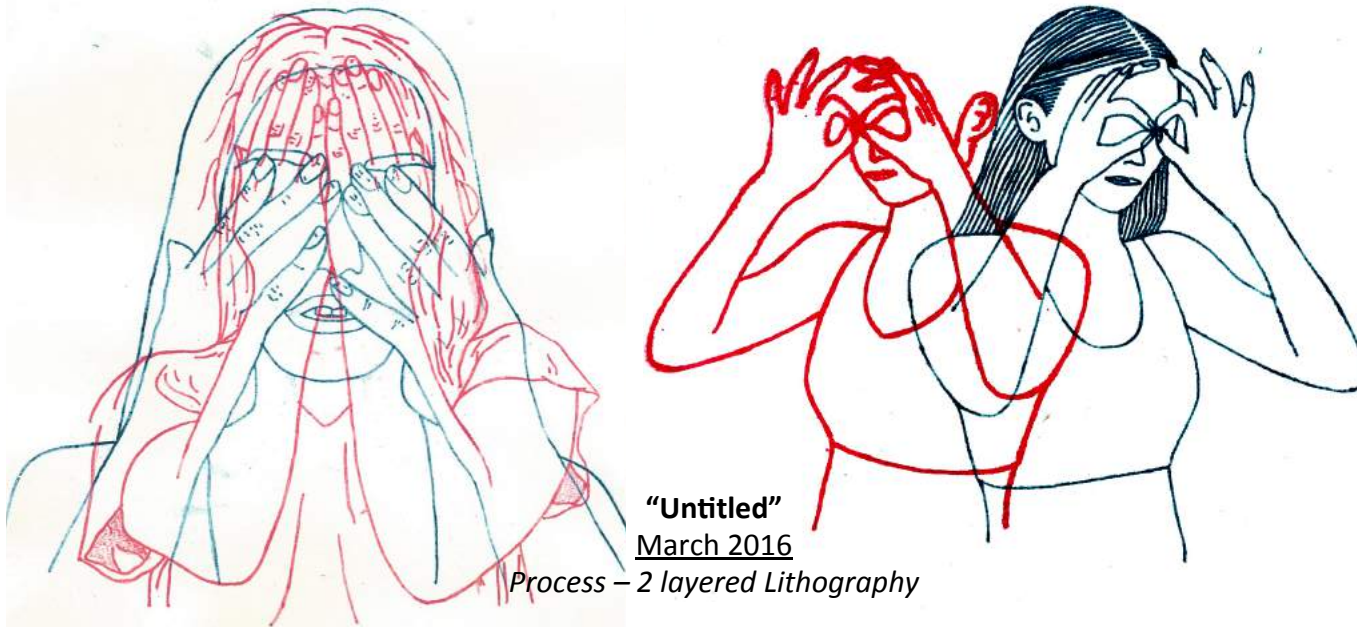
Process – Hand drawn and edited on
Photoshop & Illustrator

Art Design Level 3 – Metal Pin Designs
Process – Illustrator Drawings





"Outbreak"
July 2016
Process – Pencil Drawing

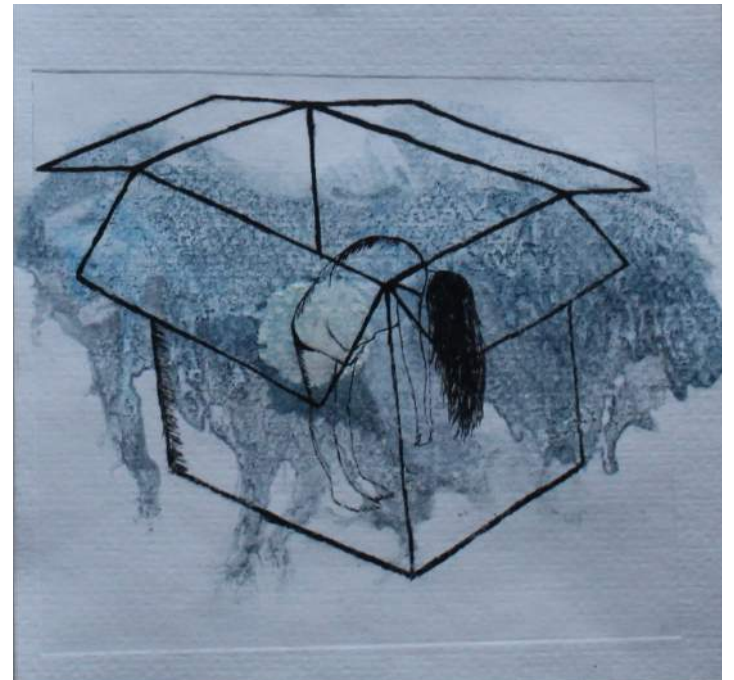
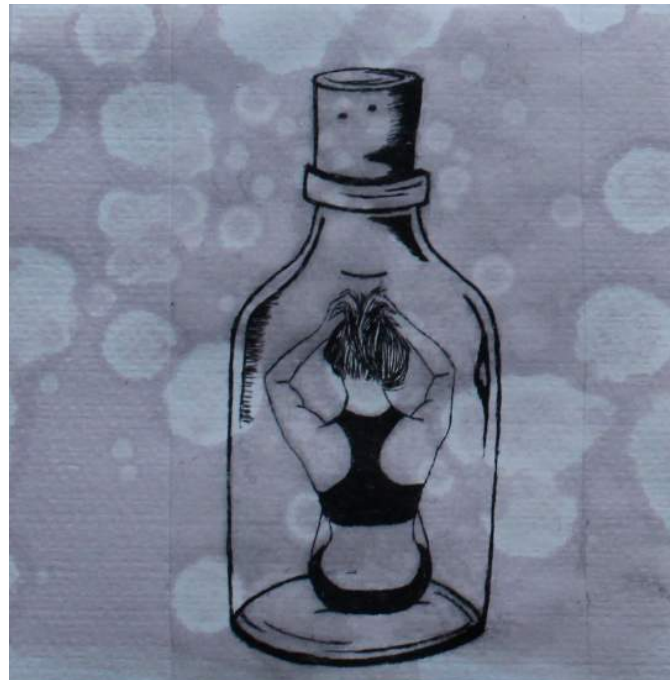


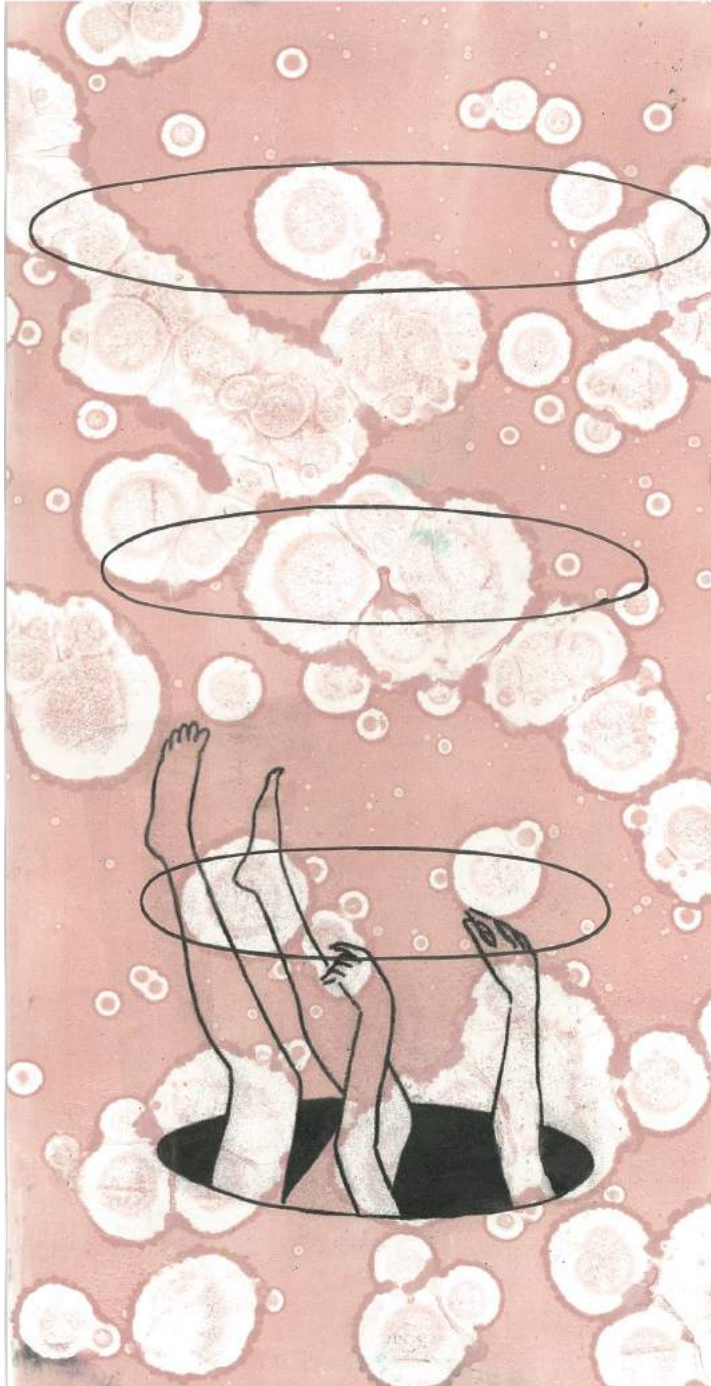
"Untitled"
March 2016
Process – 2 layered Lithography

'Anxiety'

The following series of work are segments from my printmaking board this year. The theme of my board revolves around my personal anxiety and the process of how it affects me (and others) mentally and physically. I enjoy the methods of etching, lithography and copper sulfate when printmaking and have utilized these processes and paired them with distorted images and compositions in order to evoke the common feelings associated with anxiety to my audience.

"Trapped"
July 2016
Process – Etching

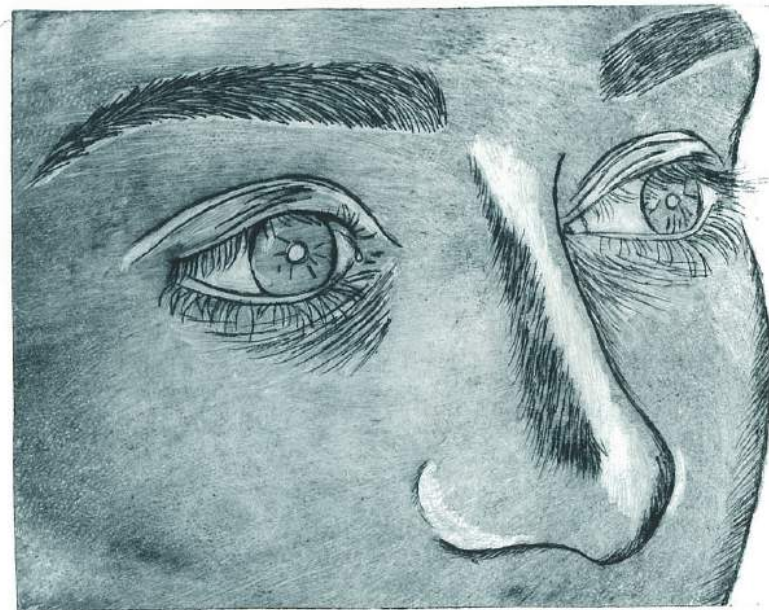




“Descend”

August 2016

Process – I used photoshop to draw the images and then went on to use lithography to print the images on to my textured ink backgrounds.

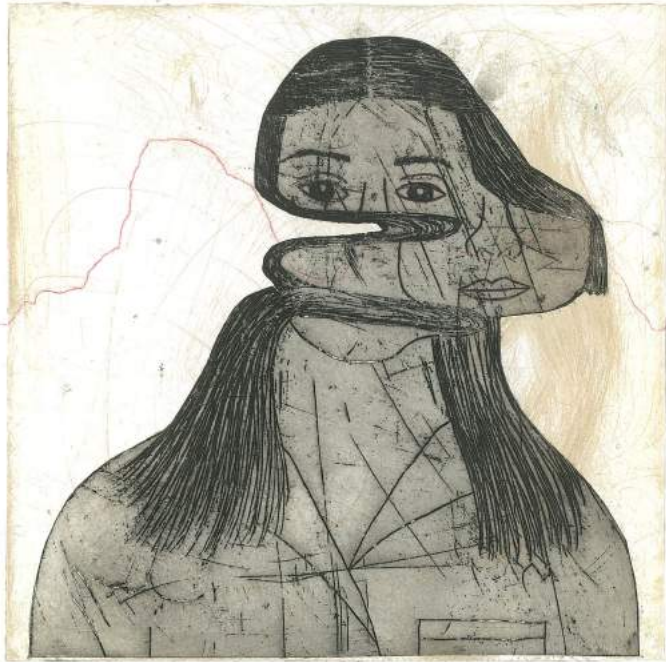


"Anguish"

September 2016

Process – I took close up photographs of myself pressed up against windows and with tape on my face to create an unusual and uncomfortable feeling. I then used these images and etched them to create this series.





“Breakdown”

June 2016

Process – I drew a distorted image of my face and used the process of copper sulfate to slowly erode and break my plate to appear as if I was breaking and disintegrating. I used sand paper on plexi plate to create a subtle scratched background.



"Overwhelmed"

September 2016

Process – I took photos of my face showing different, anxious expressions and then drew and used lithography to print them onto textured, collograph face shaped backgrounds. I also used the process of copper sulfate to add some ghostly and distorted face shapes/texture and etched the girl (me) sitting at the bottom.

Design Technology

Another form of design I take interest in is product design. At school I take Design Technology and have had the opportunity to design many conceptual and practical products including a kitchen utensil for people suffering from Arthritis, a wooden stool (right) and a concrete planter box and wooden frame (left).



**Wooden Planter Frame with Concrete
Plant Holder**

May 2016

*Joints Used – mortise and tenon joint,
corner joints & dowel joints.*



Wooden Stool with Tapered Legs

May 2015

*Joints Used – lap joint, mortise and tenon
joint & dowel joints.*



“Matariki Sisters”

10/06/15

In celebration of Matariki in 2015, I created an artwork based on the seven sisters.

The process involved making a woodcut of an image I drew myself (the black). I did a rainbow roll up to create the background. I then inked up the woodcut and printed it on the background.

This was an artwork I did in my own time for the purpose of exploring my Maori culture and for Matariki 2015.

'Identity'

The following artworks are extracts from my 2015 printmaking board. My artwork/designs explore the idea of my interests and culture and integrating them as one to form the person I am today. I focused on Dragon Boating and my Maori culture/myths as the main imagery in my artworks.



"Untitled"

March 2015

Process – Copper Sulfate



"Evolution"

April 2015

Process – Etching & Lithography

I designed the dragon head and Taniwha myself.



"Untitled"
July 2015
Process – Etching



"Warrior"
May 2015
Process – 3 layer woodcut
The original woodcut image was the light blue layer then I cut more background away until it was just my face remaining and printed it black.



"Untitled"

September 2015

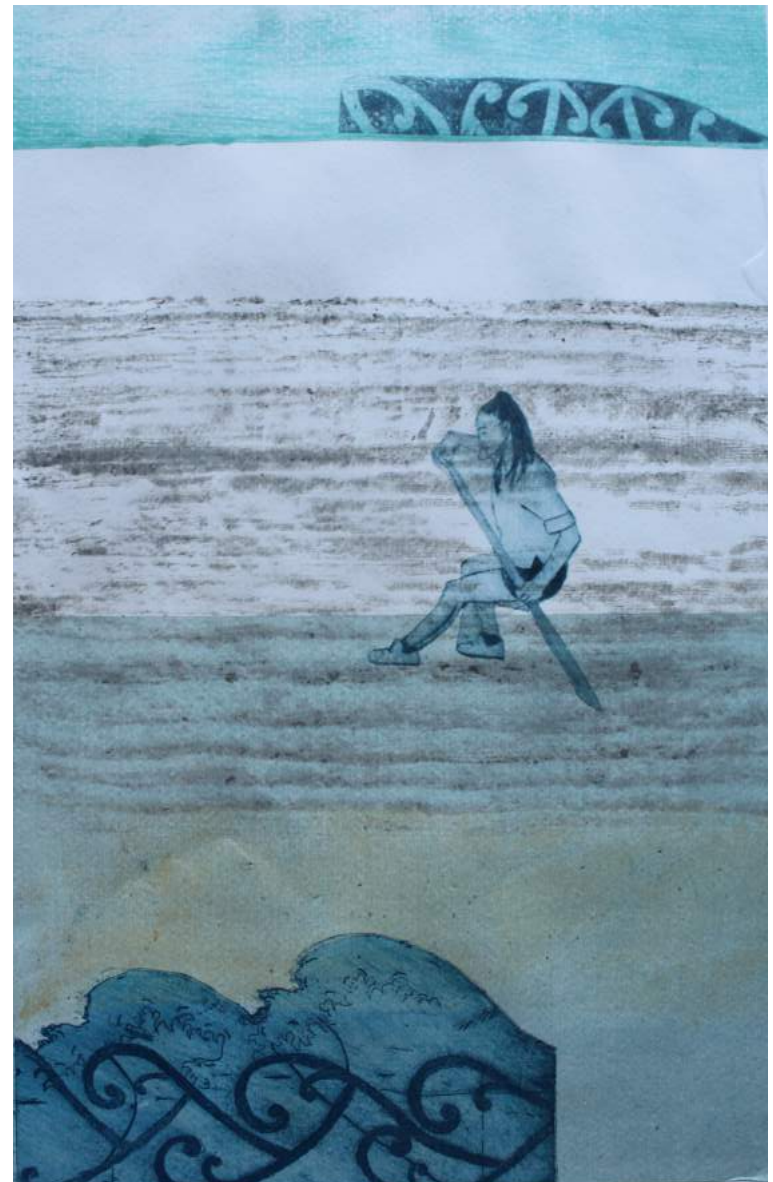
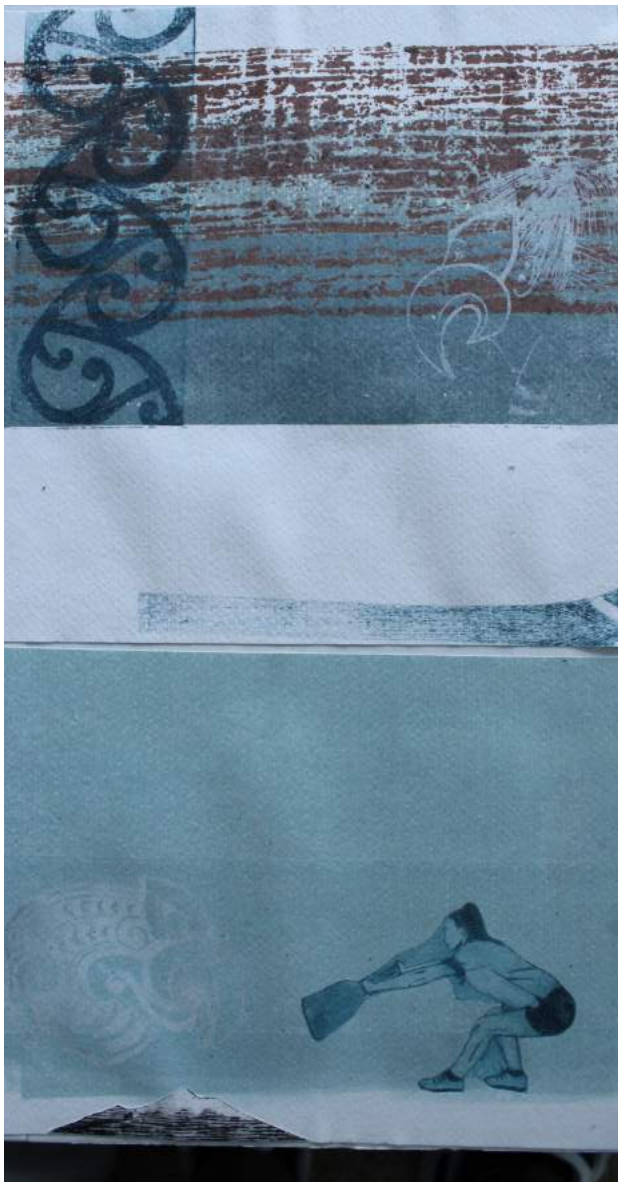
*Process – Lithography (Background Pattern) &
Etching (People and Plain Background)*



"Paddles of Identity"

July 2015

Process – Lithography (Left) Etching (Right)



"Identity"
July 2015

Process – I used old pieces of wood and inked them up to create textured strips and paired them with flat coloured strips to make up the background of these works. I re-used etchings and lithography plates and placed them as the final layer to the works to show the integration of culture and personal interest.



Final Poster Design
2015
Process - Photoshop

The following designs are extracted from my 2015 art design board. The designs on my board are to advertise my (pretend) event 'Bliss' which is a new florist stall opening at the Silo Park Markets.



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Final Magazine Design
2015
Process - Photoshop

