Naomi Rebosapca 2017167

NAOMI

Feixen Studio

20 Minutem

Feixen Studio was asked to redesign the 20 Minutem which is the most widely read newspaper in Switzerland as part of a collaboration with Samsung. What I liked most about this particular project was that they redesigned it in a way that was "intended to be looked at, than read."

I also really like the way it is structured and how clearly the grid is used. It's all very well organised and has a clean layout.
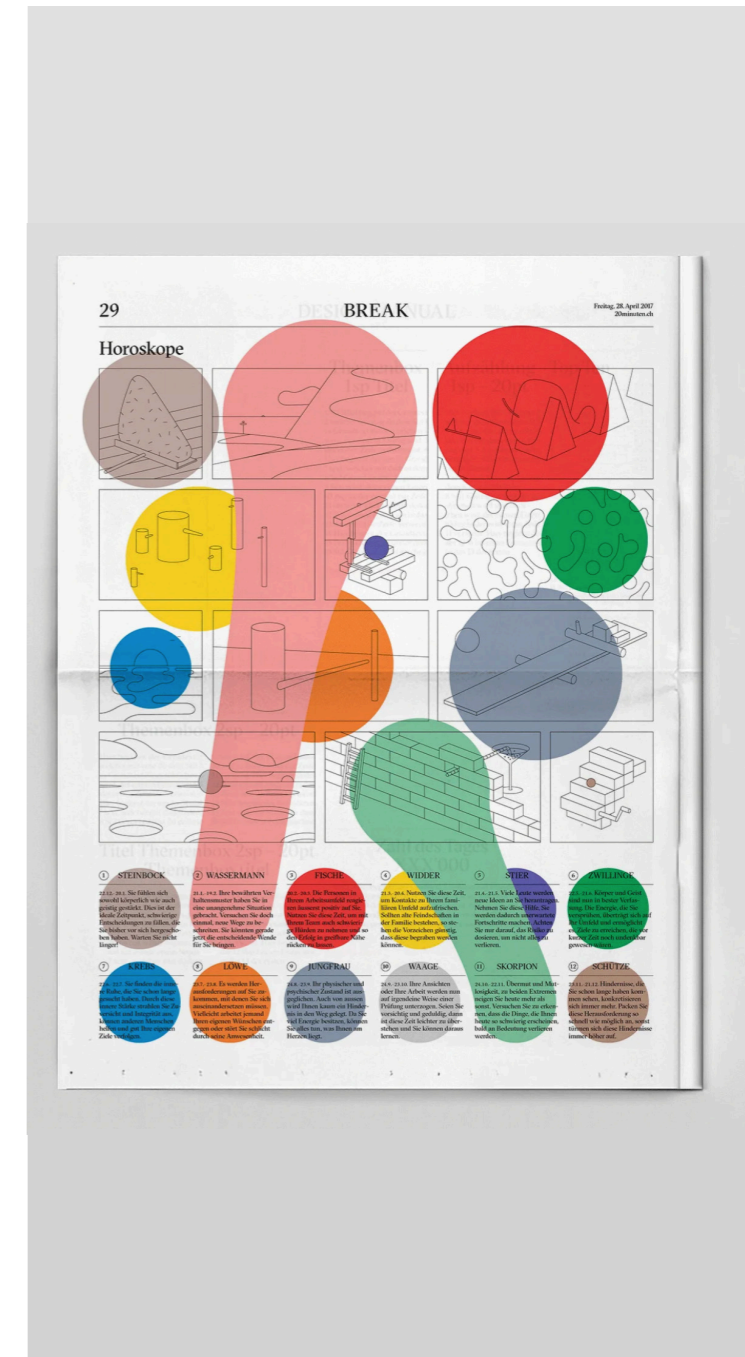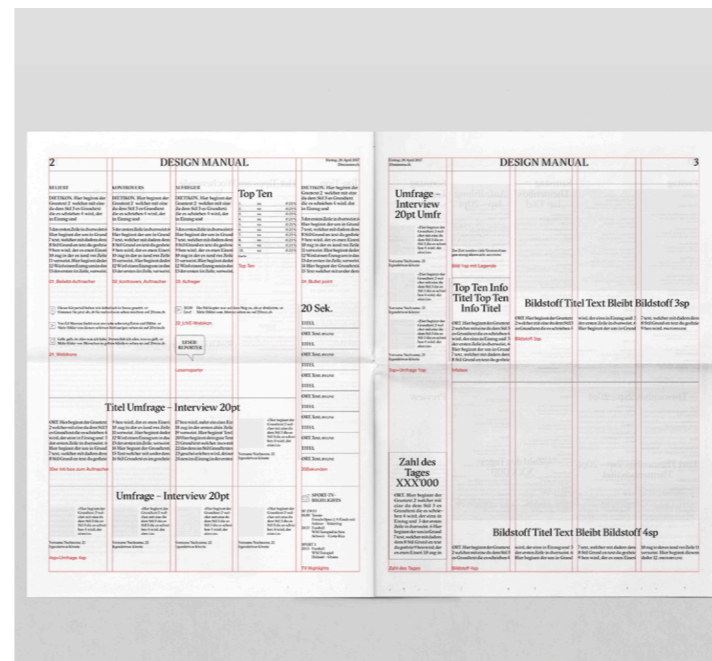
Marina Veziko

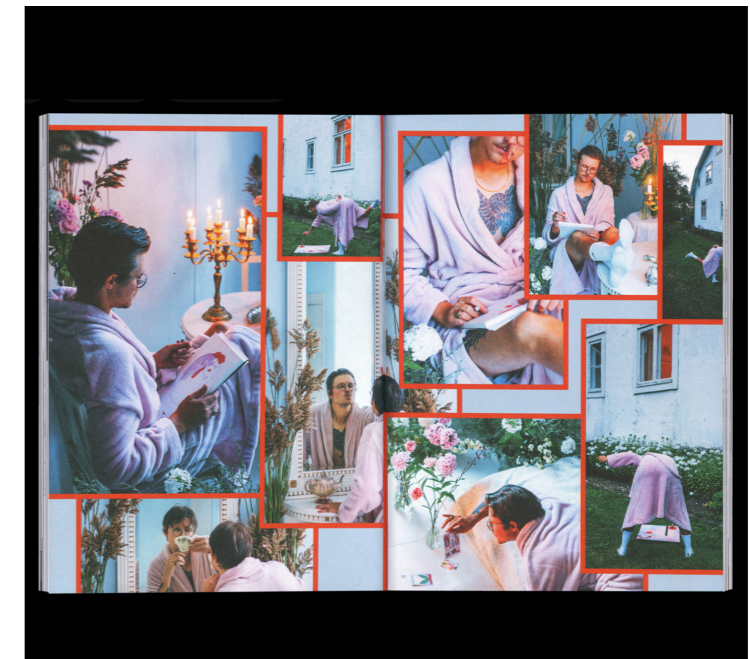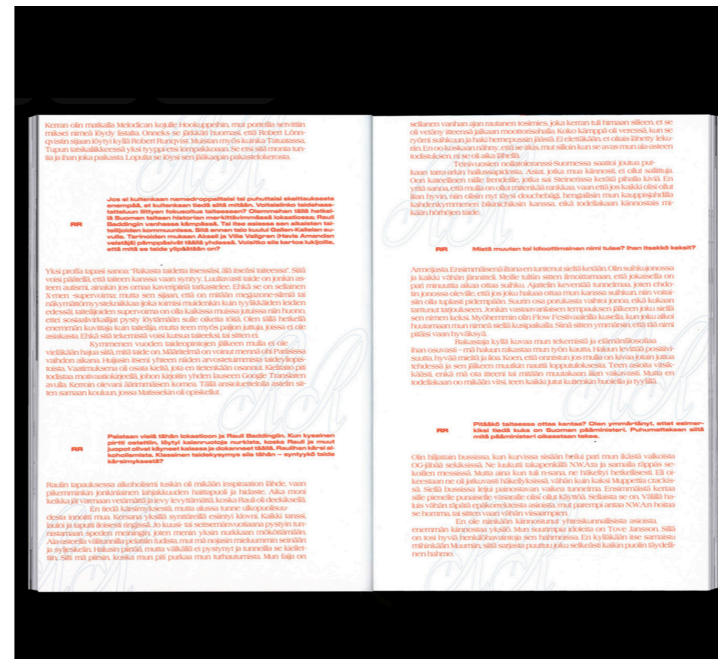## Melu Magazine

I absolutely love this mgazine design. It's a little different to what I usually like, but it encourages me to be a little more experimantal in my own work. The typographic treatment is also really beautiful.

Jeremias Diekmann

My favourite thing about Jeremias' work is its simplicity and minimalism. His work is really well structured which is probably why it really draws me in.

Hey Studio

Hey is a creative studio based in Barcelona since 2007. They mostly work on graphic design and illustration projects for clients around the world.

I especially love their packaging design because which they keep simple but also make it looks fun by designing it in a colourful, compact and geometric style.

My brand values

The aim for my brand was for it to represent me and my work. I want my brand to reflect my design principles/values which are "simple, structured and creative"

Simple

I have chosen the word "simple" because generally I like to keep my work very simple and I don't like to over complicate or decorate my work, however I don't like to think of "simple" as "boring."
I find beauty in simplicity.

Structured

I have chosen the word strutured because I have been told by my peers that it's a word they associate with me and my design pactice. Personally I agree with this, I like it when work is well structured and I'm a slight grid fanatic which is probably why I feel like this word.

Creative

As mentioned, I like keeping my designs simple but that doesn't mean they have to be boring. I'd say I'm quite a creative person because I like to explore and design things to look apealing and fun.

Naming

I wanted my brand to reflect me. I thought of different possibilities for the brand name such as initials, nicknames and my full name.

I've tried combining initials and making a name out of those but I didn't think it'd be very memorable and I just didn't like them very much. I also thought of using my full name but that would've been too long and I wanted something simple and memorable.

After much consideration I decided it'd be best if I went with my first name, "Naomi" because it's what most people know me as and I happen to like my name.

Initials

N.
NBR
NR
NB
NaBe

Name

Naomi
Bea (short for Beatrice)
Nao (short for Naomi)
Naomi Rebo (first half of my family name)
Naomi Beatrice Rebosapca (too long)
Naomi Rebosapca

Nicknames:

Nemo
Nana
Omi
Nona
Neno

Logo inspiration

I looked at logos that I thought were interesting and that I found appealing and took inspiration from those.

Initial logo development

I went through a lot of development before choosing my final logo.

I wanted my logo to reflect my brand values and design principles (simple, structured and creative). However, I didn't want it to be boring.

Initially I worked with different typefaces and I tried typing my name and making small ajustments to them until I got something I was pleased with. However, I moved on from that and I looked at putting shapes together to make the letters in my name.
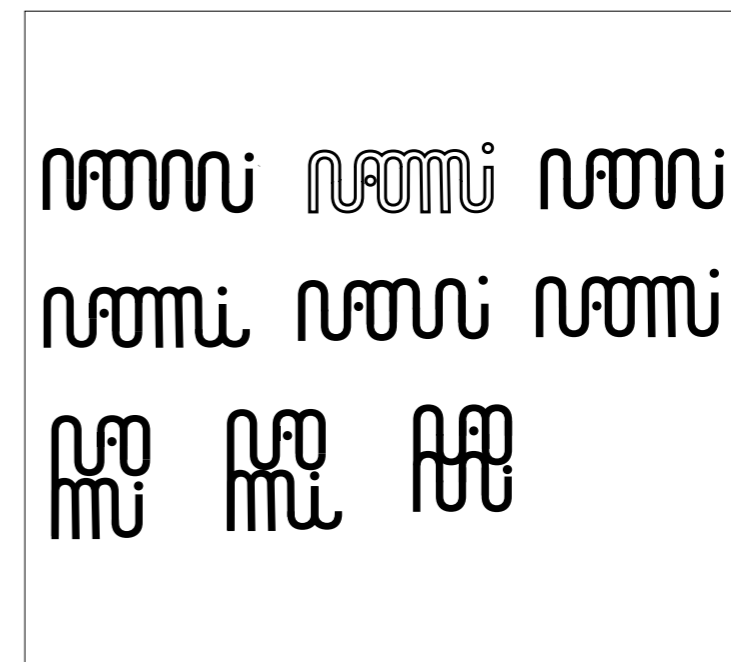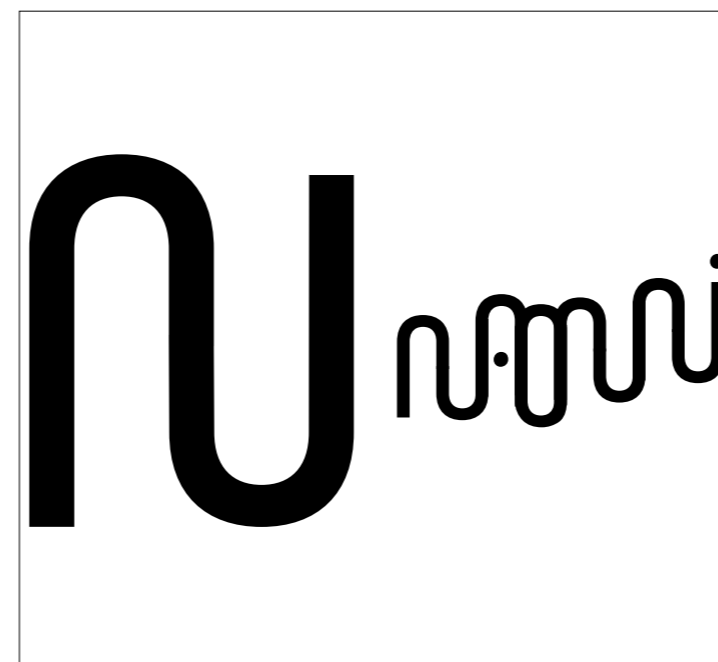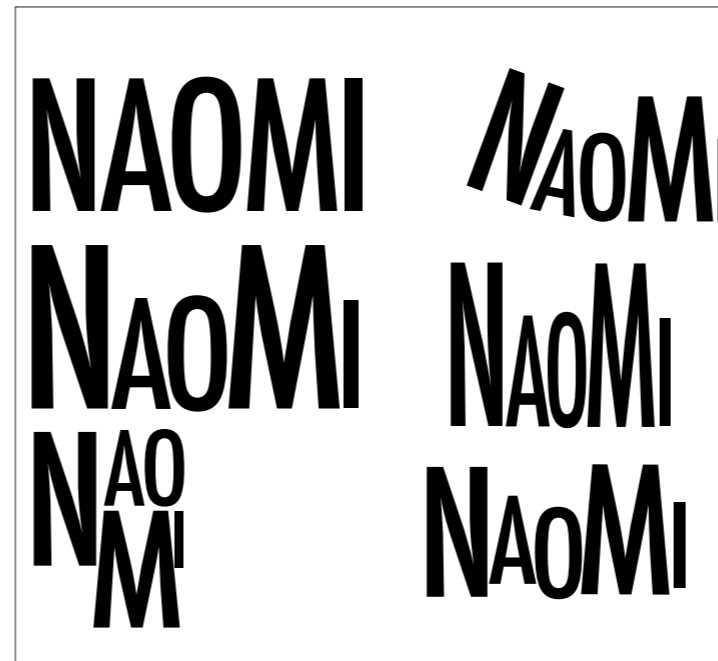
Final logo concepts

Thes are my final three logo concepts. For a long time I was undecided between the first two concepts.

I liked the rounded elements of the first but I didn't want it to look like it was handwritten. The second was nice too but I felt like it it didnt represent me as much as I would have liked it to. I prefer a bolder look rather than an elegant one which is what the second one does.

The third concept was inspired by It used elements from my first logo concept and the letter forms (especially the 'n' and 'm') were very apealing. I made tweaks to the 'n' and 'm' such as rounding some of the corners and reducing the cap height and thus I created my final logo.

concept 01

concept 02

concept 03

Final logo development

The third concept (which I ended up using as my final logo) was inspired by a design for the museum of natural history (Amsterdam).

Final logo

Monochromatic logo

Colour logo
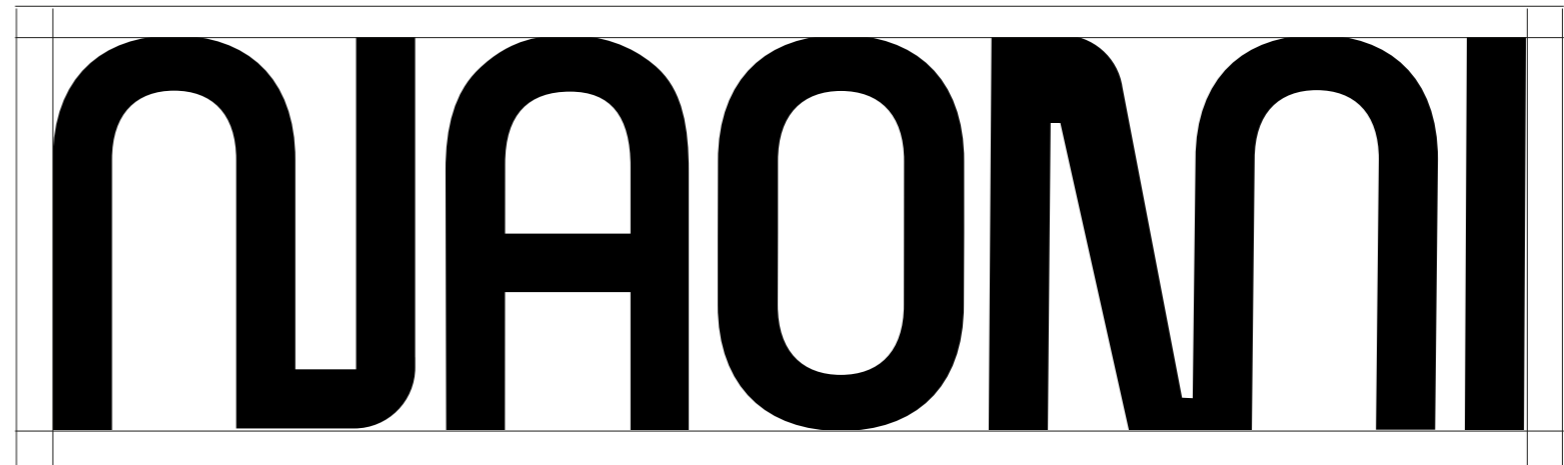
Cardinal Red
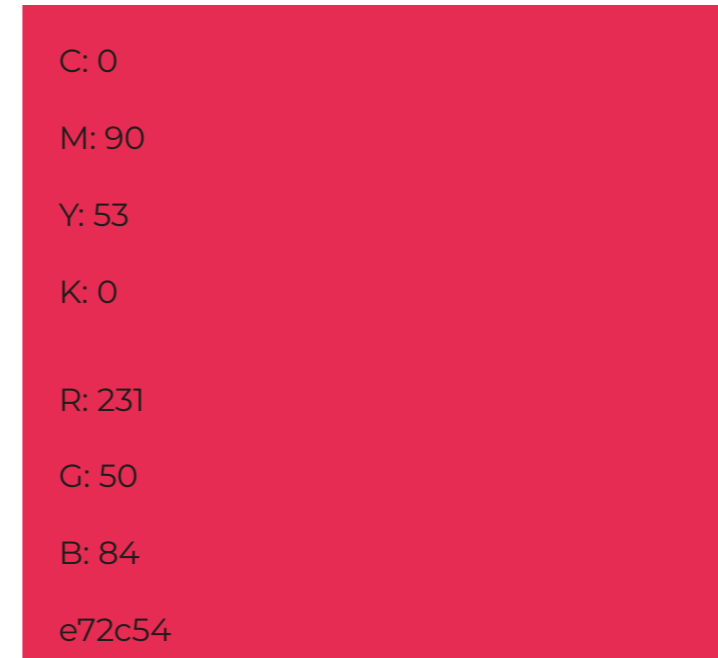
Flamingo Pink

Colour Palette

After much consideration I decided to pick two colours along with black and white for my logo and overall my whole brand.
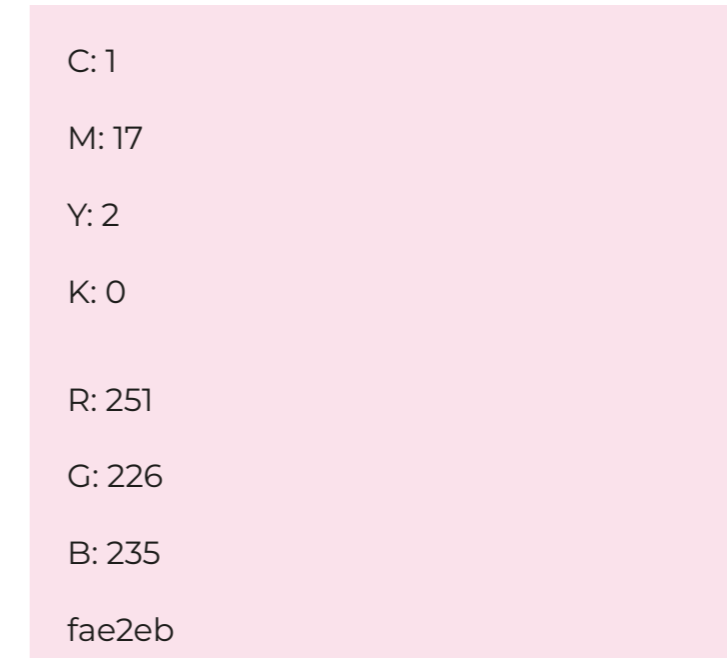
"cardinal red' and "flamingo pink"
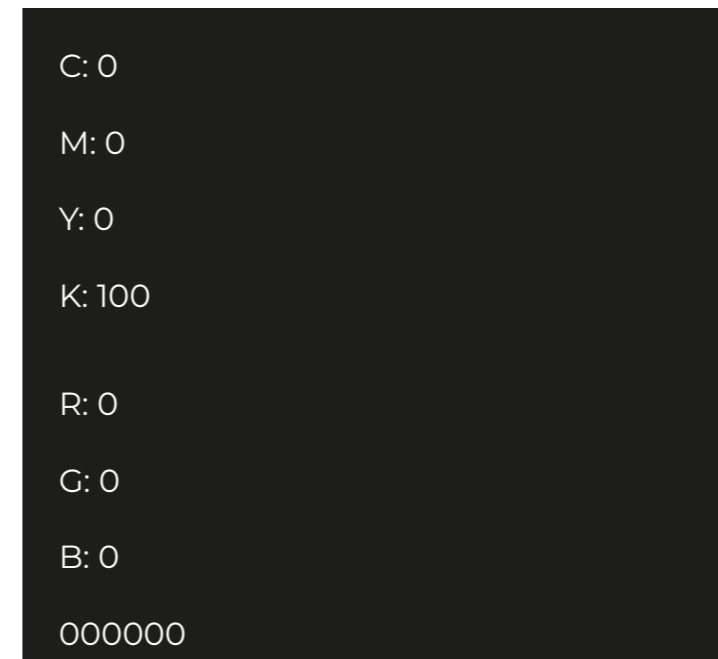
C: 0

M: 90

Y: 53

K: 0

R: 231

G: 50

B: 84

e72c54
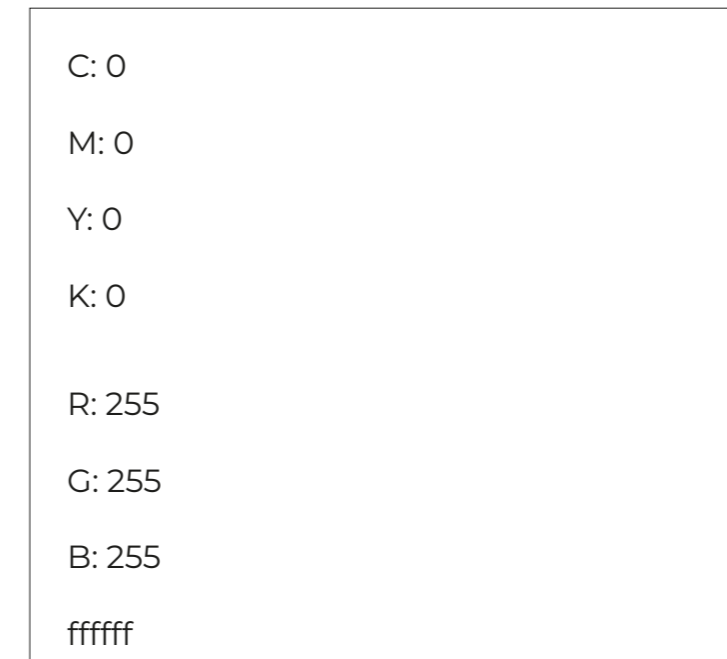
C: 1

M: 17

Y: 2

K: 0

R: 251

G: 226

B: 235

fae2eb

C: 0

M: 0

Y: 0

K: 100

R: 0

G: 0

B: 0

000000

C: 0

M: 0

Y: 0

K: 0

R: 255

G: 255

B: 255

ffffff

Logo colour application

When the logo is in the "cardinal red" colour it must always have the "flamingo pink' background. It must never be red on a plain background.

When on it's own the logo must be in black or white.

Graphic Elements

I've created a graphic element that I'm using on some assets across my brand.

This element is made using copiesof the letter "N" in my logo. It is mainly used in my website and in my self promotionla piece.
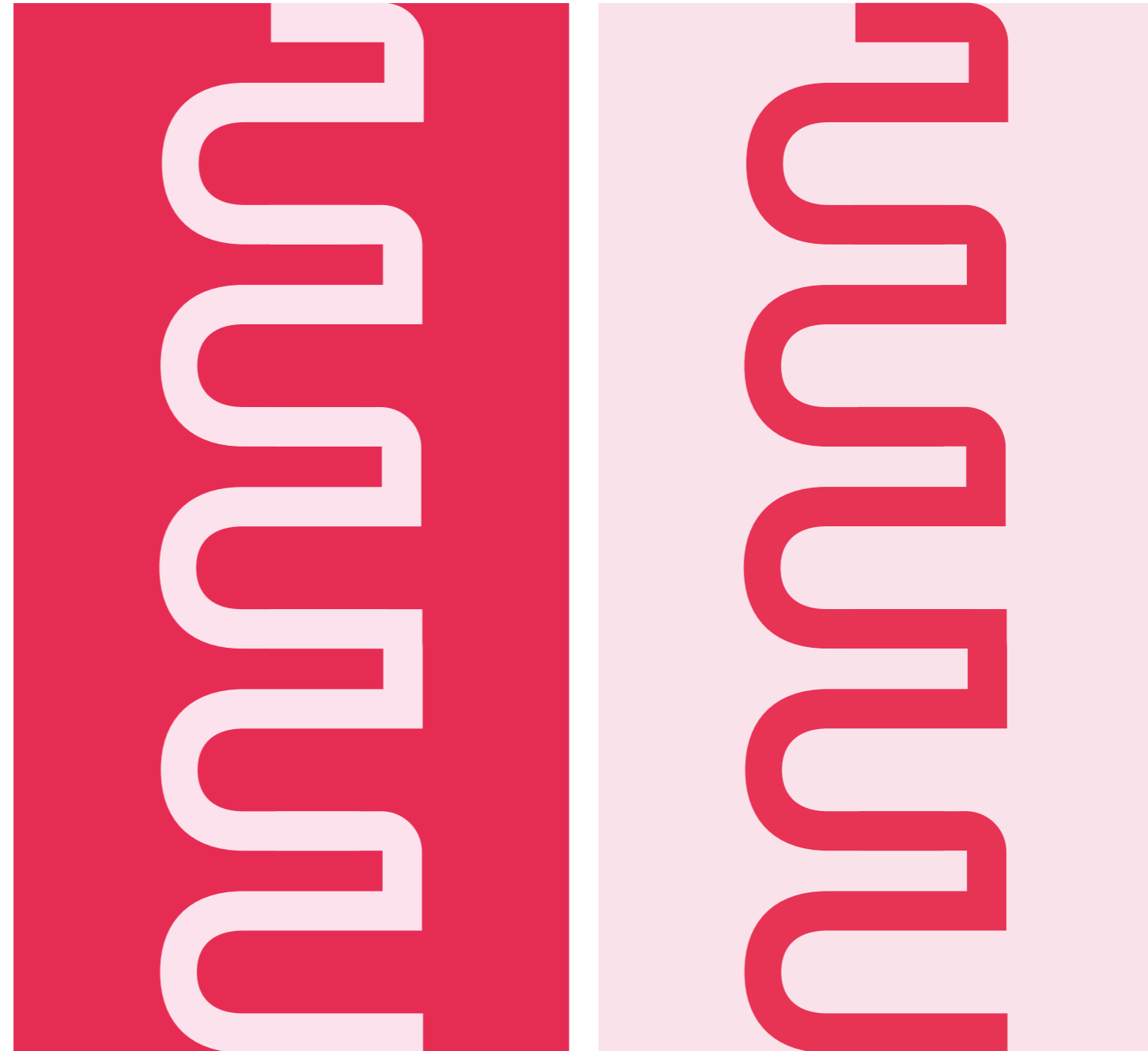
Social Media Profile
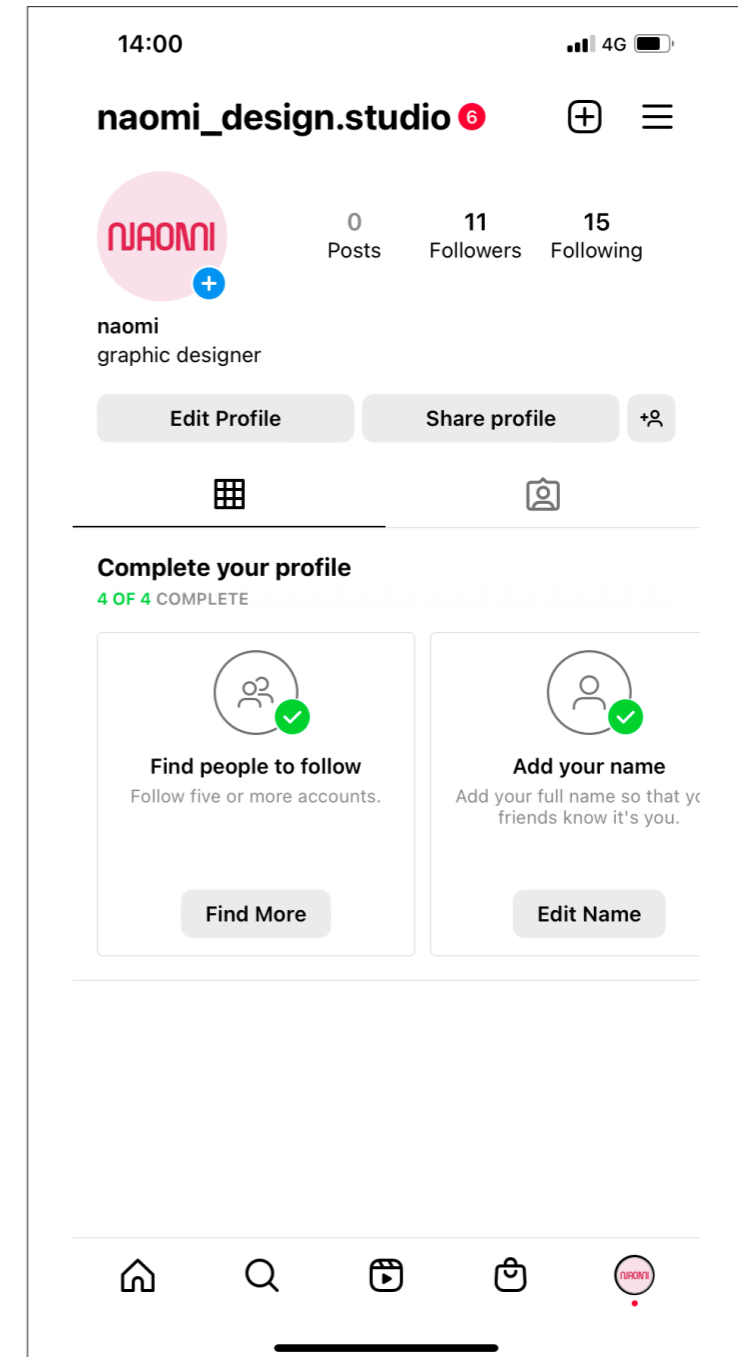
Typographic Palette

As my secondary/ supporting font I chose to use "Monteserrat" because I wanted to use a simple sans serif typeface to go with my logo.

I found that it actually goes well with all three of my final logo concepts so I decided to go with that.

Throughout my brand I'm using four weights, semi-bold, medium, regular and light.

Monteserrat

Aa Bb Cc
Aa Bb Cc
Aa Bb Cc
Aa Bb Cc

Typographic Grid

The typographic grid I have used consists of 9 colums and 9 rows with a 5 mm gutter and 10mm marind.

I have chosen this because I feel it gives me a lot of freedom to layout my work.
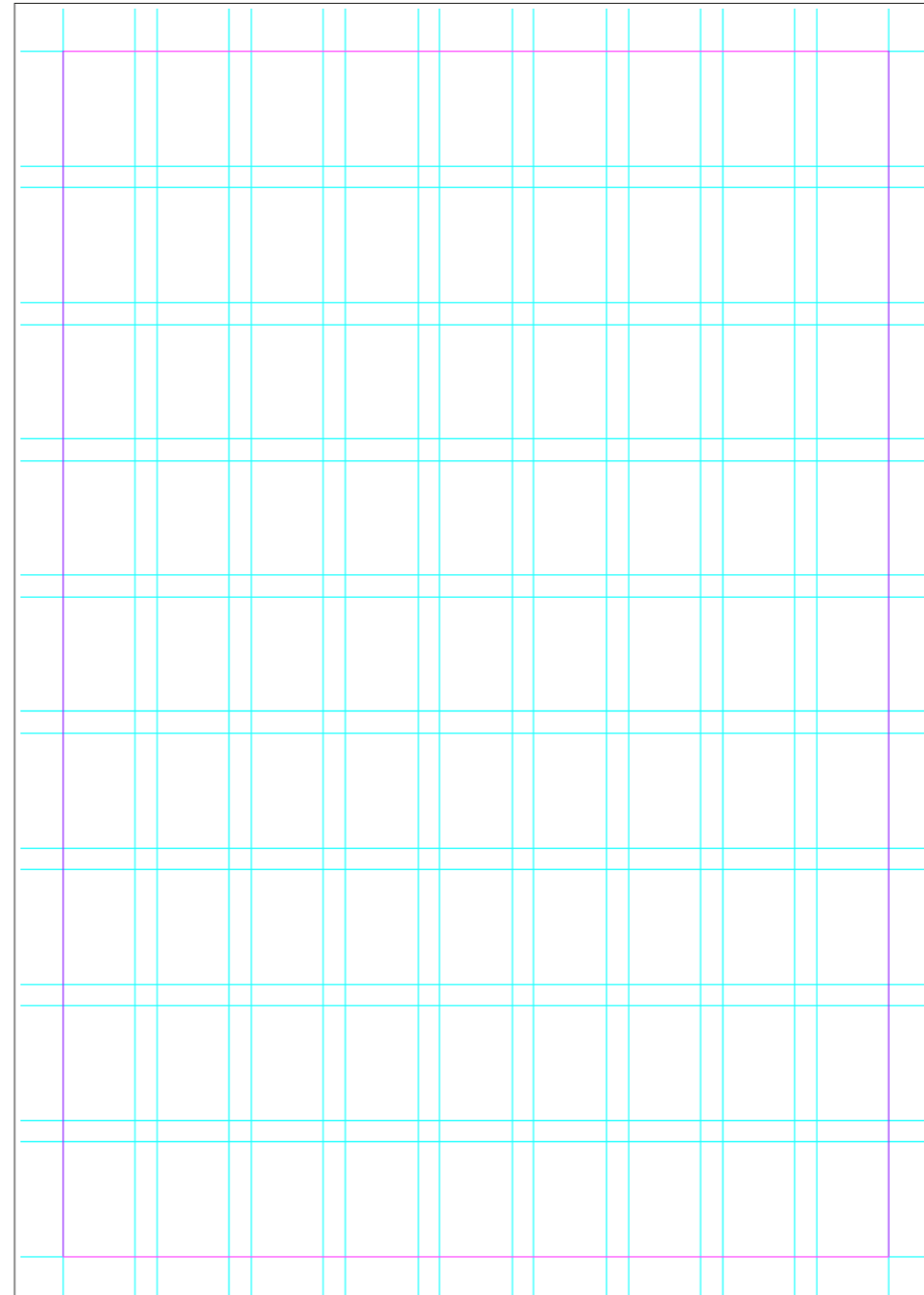
Letterhead & CV

I have used the same grid for both the CV and the letterhead.

NAOMI

23 January 2023

20 Unknown Street,
London, Stanmore
H** 2**

Dear Sir/ madam,

quo ommo ex etur mil iur sinctem comniaerum, qui ius dolum ressinveles ate consed molorum quatur, vollor acidemque core sequae. Solut audam alit et acepuda quam sequamus qui volupta turehenimus, tet lature ercient que alit voloreped quibus sam re eossequ iditin nem illacer ioreictis ut duntibea num quiant.

Ullupta erferaeris andebissum estiscid modis ut fuga. Nat auci derioru ptaspit ape sed quam, tem fugi aepere velesto ilique vendant ibusam ut que ernat.
Xim etur am, tcrro bea dolcrepero iust, et explignis et volupta speiissequos aligendes eosti velenda meturias verum voluptur?

Vid et, con nisciist, nimpers perissunt essi as et eaturit quam quatus in rent excestorio te am velectat modi secepta et ea consediost ea quodit hil mosti derumen diorepel.

Et essit experchicil et fugia cone pa sitatiustis dis aut volorest et demquarn et asperibusam, comnim videllent volo maior reperibusdae nonsed quod et illupta corendaes digris dendipsam hitatenis maios apis digenis mi, omnitis simpor suntis mod quo esto modi te volorem rendeniae ipsum que doluptatur se vellatora dolupti officipsa paribus serciunti od est et as excerum intium voluptassed ut apedi ut faces ape solorestia prepudi blam debis dolenda ntemporum, quaspeliquia ad et ut etur, adit expere, sitiate volorecaepta aut et animpore cus.

Kind Regards,

Naomi Rebosapca

(+44) 750 7102 858
naomirebosapca@yahoo.com

NAOMI

20 Unknown Street,
London, Stanmore
H** 2**

Profile

My name is Naomi Rebosapca. I am an independent and hard working student, eager to learn and utilize my skills. I have a passion for design and making things look pretty. Recently graduated from the University for the Creative Arts with a BA in graphic design.

Education

University for the Creative Arts (UCA)
BA Graphic Design

Harrow College
BTEC Art & Design

Canons High School
GCSE Maths
GCSE English
GCSE Art & Design
GCSE Religious studies
BTEC Level 3 Health and Social Care

Skills

Adobe Softare Skills (Illustrator, Indesign, XD, After Effects & Photoshop).

Microsoft Skills (Word, Powerpoint, Excel)

Effective communication Skills

(+44) 750 7102 858
naomirebosapca@yahoo.com

Front   Back

Letterhead

NJAONNI

23 January 2023   Dear Sir/ madam,

20 Unknown Street,   quo ommo ex etur mil iur sinctem comniaerum, qui ius dolum ressinveles ate consed
London, Stanmore   molorum quatur, vollor acidemque core sequae. Solut audam alit et acepuda quam
H** 2**   sequamus qui volupta turehenimus, tet lature ercient que alit voloreped quibus sam re
                         eossequ iditin nem illacer ioreictis ut duntibea num quiant.

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                         quam, tem fugiaepere velesto ilique vendant ibusam ut que ernat.
                         Xim etur am, torro bea dolorepero iust, et explignis et volupta spelissequos aligendes
                         eosti velenda meturias verum voluptur?

                         Vid et, con nisciist, nimpers perissunt essi as et eaturit quam quatus in rent excestorio te
                         am velectat modi secepta et ea consediost ea quodit hil mosti derumen diorepel.

                         Et essit experchicil et fugia cone pa sitatiustis dis aut volorest et demquam et
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                         corendaes dignis dendipsam hitatenis maios apis digenis mi, omnitis simpor suntis
                         mod quo esto modi te volorem rendeniae ipsum que doluptatur se vellabora dolupti
                         officipsa paribus serciunti od est et as excerum intium voluptassed ut apedi ut faces
                         ape solorestia prepudi blam debis dolenda ntemporum, quaspeliquia ad et ut etur, adit
                         expere, sitiate volorecaepta aut et animpore cus.

                         Kind Regards,

                         Naomi Rebosapca

(+44) 750 7102 858
naomirebosapca@yahoo.com

Letterhead

Front   Back

CV

NAOMI

20 Unknown Street,
London, Stanmore
H** 2**

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Skills

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Microsoft Skills (Word, Powerpoint, Excel)

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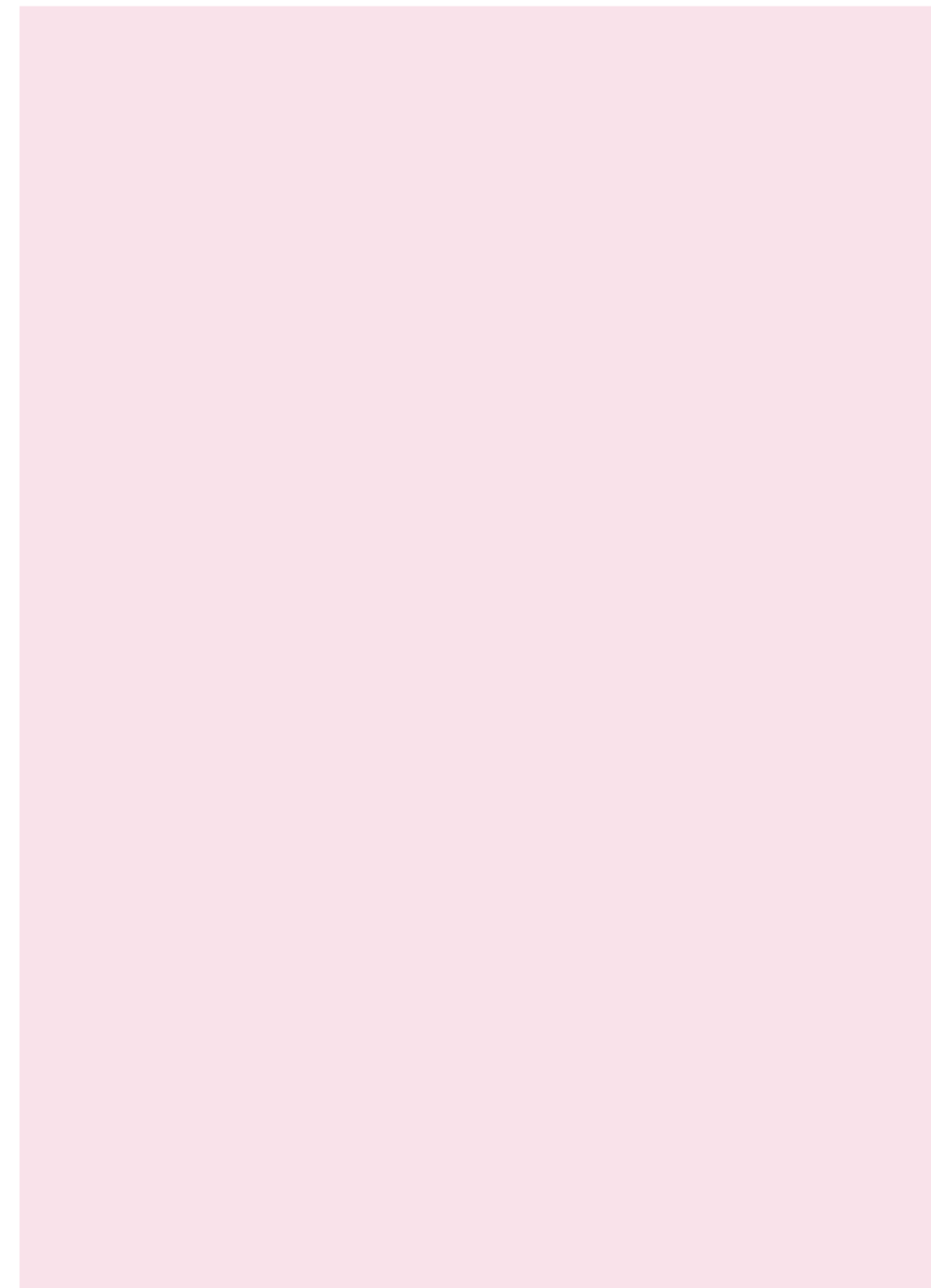
CV

Business cards

My business cards consist of my logo on the
front and my contact details on the back.

NAOMI

Naomi Rebosapca

(+44) 750 7102 858
naomirebosapca@yahoo.com
@naomi_design.studio

Business cards

Website

The aim for my website is to be fun and engaging. I want it to relect my design values and myself as a person.

The home page consists of a short description about myself and the way I like to work.
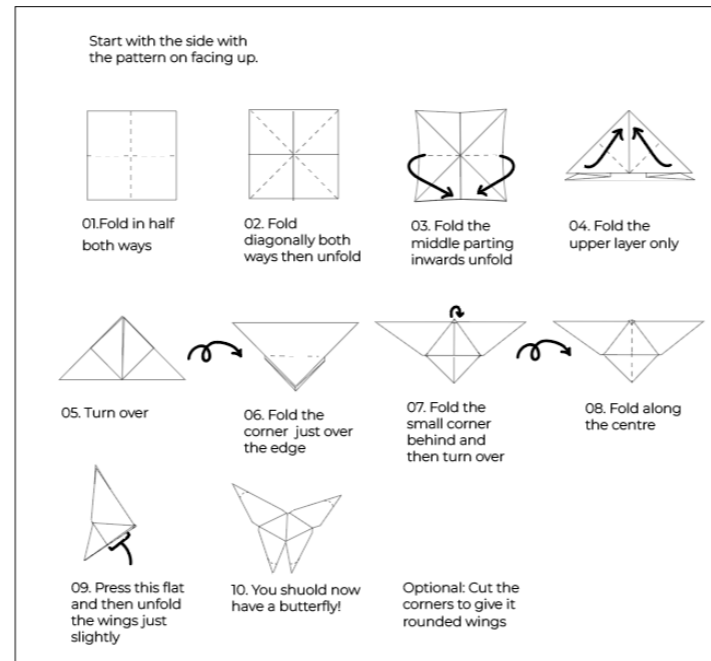
link to website:

https://xd.adobe.com/view/8bd8c9d7-82ac-440d-bc4a-218cd7b01e7a-de8b/

link to mobile prototype:

https://xd.adobe.com/view/958180f3-cfac-4575-82fa-317a0438bb1c-c0d2/

Origami

For my self promotional piece I thought of origami. The reason behind this idea is that one of the three words to describe me is "creative" this way I would be able to show that and also I thought it'd be fun.

Start with the side with
the pattern on facing up.

01.Fold in half
both ways

02. Fold
diagonally both
ways then unfold

03. Fold the
middle parting
inwards unfold

04. Fold the
upper layer only

05. Turn over

06. Fold the
corner just over
the edge

07. Fold the
small corner
behind and
then turn over

08. Fold along
the centre

09. Press this flat
and then unfold
the wings just
slightly

10. You shuold now
have a butterfly!

Optional: Cut the
corners to give it
rounded wings

Origami

Evaluation

Research

The research stage of this project was actually really helpful to me. I was able to look into areas of design that I thought were interesting and gained new knowledge and understanding about different design practices.

I found different designers and platforms which have been a great source of inspiration to me particularly in this project, but I know these will be useful references in the future.

Logo development

The logo development was probably the longest stage in this project. At first it was a little daunting because I had to come up with a logo that represented me. I was able to get through this by breaking it down into small steps and thinking of words that related to the way I like to work. I came up with the words "simple, structured and creative." This gave me a little insight into creating the logo and because I knew that it had to represent these three words. Looking back at the initial sketches and then my final logo is really surprising because they look very different to each other.

Decision making has never been easy for me, so choosing a final logo was really difficult. This might also be because I'm never truly satisfied with my work and I'm always tempted to make changes. To help me get through the logo development stage, feedback from my tutors was key. I was able to get constructive feedback about

my work which enabled me to establish what was going well and what wasn't.

I'm hoping I can come back to it in the future and play around with the colour and choose something that says "me" better.

Conclusion

In conclusion, I think this was probably my favourite project out of the three. I was able to discover more about my own work ethic and my likes and dislikes. I've also discovered platforms and designers which I know will be great sources of inspiration in the future. One example would be 'Studio Feixen'. I can't stress enough how much I love their work.

I've faced a few challenges during this project. One that really got to me was converting RGB colours ro CMYK. It was really dissapointing to find a beautiful colour in RGB but when converting it to CMYK it would come out dull and muted.

One thing I would have done differently is spend more time choosing the colours for my brand. I'm not unhappy with the ones I have chosen, however they don't really represent me. I like working in black and white and then adding a pop of colour. I wanted to try something different this time but now looking back at it I realised that that probably wasn't the smartest t hing to do considering this is my personal brand and is supposed to represent me. I would have also liked to make my logo animate but my Adobe AE skills are not my strongest and my time management also

needs improvement.

Overall, I'm really pleased with this project. The process was very time consuming, but I really enjoyed working on my personal brand.