



Portfolio

Graphic design |
Siv Lillevik siv@ballongfisk.no

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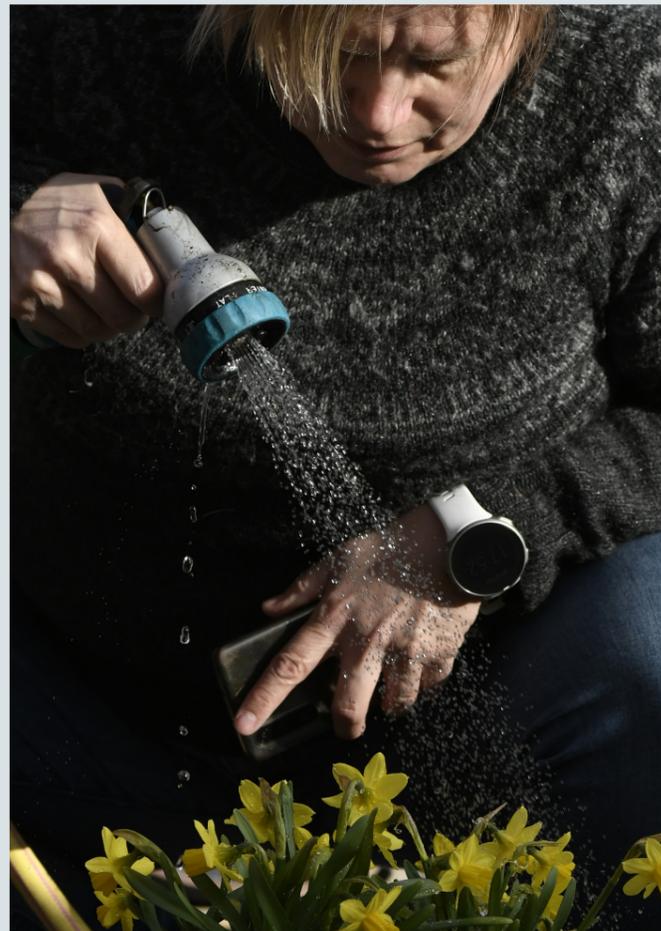
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Siv Lillevik About Me

My name is Siv. I'm half way to one hundred years old, and I study graphic design. When I grow up, I want to be a graphic designer. My passion is print design, web design and photography.

This pamphlet showcases the work I have done for the last year as a student in Graphic Design at Noroff School of Technology.



Web design



Interaction design



Photography/video



Graphic design



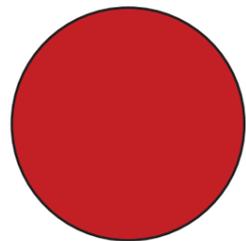
Marketing/SEO



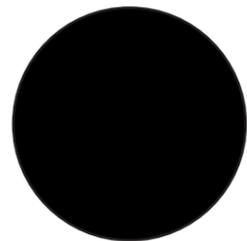


Design inspiration

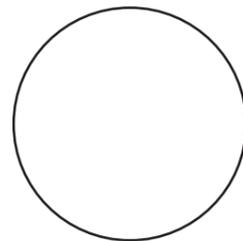
Sushi is Japan, and Japan is the “land of the rising sun”. The sun, the colour red, Japanese calligraphy, are all common characteristics for Japanese art and culture. I wanted to incorporate all of these in the website. Imagery of sushi are usually colourful.



#c11719
rgb 192, 0, 21



#000000
rgb 0, 0, 0



#ffffff
rgb 255, 255, 255

Colour palette for Panda Sushi

The palette is chosen from the colours of Japan and imagery that are associated with Japan and sushi: red, white and black. The red is the sun, the white are cherry blossoms and the black is the calligraphy ink.

Bumbu Sushi

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Maven pro

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Typography for Panda Sushi

There are 2 typefaces on the website: one for headings and one for body copy. The typeface for body copy is a plain sans-serif typeface from Google, that is easy to read and has a neutral personality. The typeface for headings, however, has a lot of personality and should therefore be used sparingly. Since it is not a google font, it is imported in the source code.

CA05 Screen design

In this project, the goal was to get to know HTML, CSS and the basic of front-end development. The client, a fictitious sushi restaurant called Panda Sushi needed a place to make their sushi menu accessible online.

The website is a single page site - no separate menu page. The reason behind this is that when a sushi lover enters the site, they want one of 3 things:

1. see the menu
2. contact the business
3. locate the restaurant

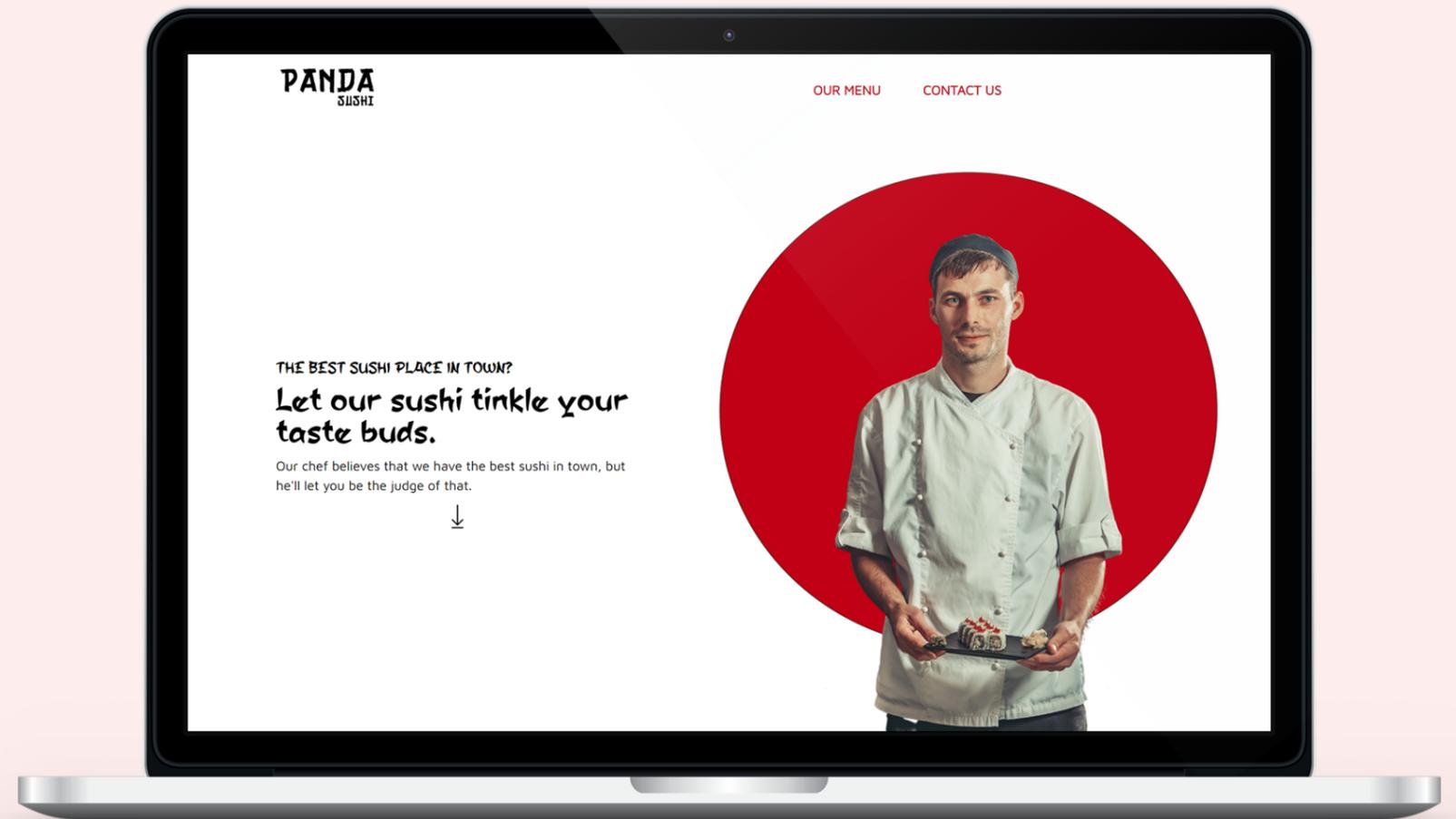
The menu use case is covered by displaying the menu right here on the front page. The menu is a nested list with formatting in bold so that the various elements are easily distinguished from each other.

Navigation on the site is done with html anchors/bookmarks. A press on the Our Menu-element in the main menu brings you directly to the menu.

See the website at <https://ca05.sivhansen.no>

Tools used in this project

- Adobe Photoshop
- Adobe Illustrator
- Visual studio code
- Firefox developer edition
- Filezilla FTP client



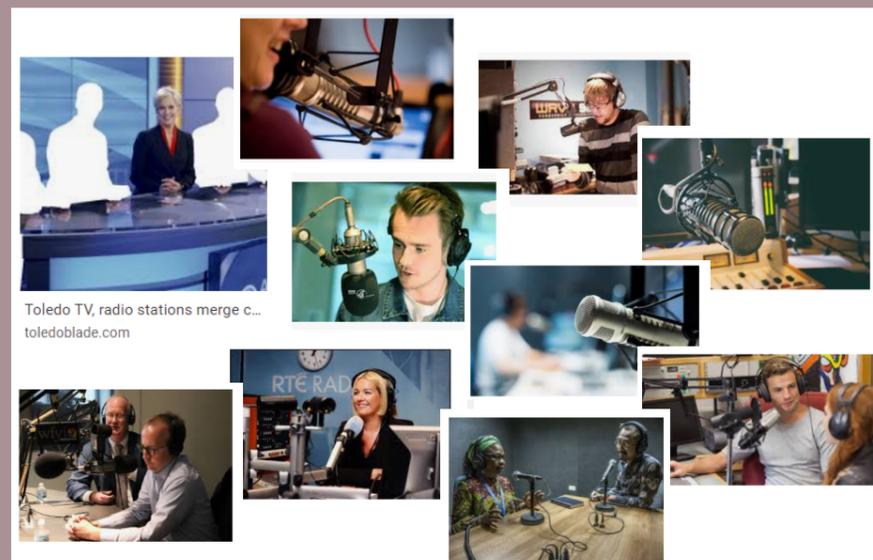
GA06 Studio Photography

Photography means "painting with light", and in this project, the aim was to explore how lights affects the subject while photographing indoors where the available light would require a really long shutter, a wide aperture, a high ISO or a combination of those, if you do not have flashes or strobes available. I had both.

The model is a friend of mine. During the shoot, we used props that was intended to recreate the look of a radio studio such as microphones and headphones. Since the radio channel is a debate channel, I created a "our next guest" scene too. This was not used in the current version of the posters, but represents the radio studio the most.

Tools used in this project

- Adobe Photoshop
- Adobe Illustrator
- Pre-made mockups
- Mobile studio (Manfrotto backprop, ADpro200 flash, Goddax softbox, Goddax flash, tripods, white reflector)
- Nikon D750 and Nikon Z7



Sources of inspiration

Google Images is often my preferred tool when it comes to finding imagery that share similar qualities or content. On Google, I searched for radio studio and found images that I placed on a moodboard.



Studio setup

I used a 3 light setup for the images: the key light was a strobe with a soft-box attached. The back-light was a flash that was set to light up the background. The fill light was a reflector placed as close to Heid, my model, as possible. The photos are taken at 1/125 sec/f8 200 ISO and 1/64 flash light. The background is a backdrop from Manfrotto, in a mix of white and grey.





Digital poster, print poster and portraits

The posters have two distinct use cases: digital for everything online and print for posters on billboards, busses etc. Digital items use a different colour space than print, the need for pixel per inch or dots per inch are different, and the measurement in which you work with are different (pixels vs mm, cm, meters etc. Each medium has its own challenges that needs to be addressed.

Laksevåg Route
→ 14 km ⌚ 1 hour

Fyllingsdalen Route
→ 14 km ⌚ 1 hour 30 mins

Fana Route
→ 12 km ⌚ 1 hour 15 mins

Landås Route
→ 8 km ⌚ 45 mins

**Cycling in
BERGEN**

Bergen offers great routes for both beginners and experts. Get around and get in shape! All routes starts at Bryggen in Bergen - close to the famous Fish Market!

Read more at ca07.sivhansen.no

SYKKELBYEN BERGEN



CA07 Information Design

Yet another website was made - this time do visualize 4 cycle routes in Bergen. How do one display distance, duration and difficulty in a way that it is easy to understand? Icons are not, despite what we think, universal, so to rely on icons alone may not be a brilliant idea.

Another question that arised was how to make people understand that something is clickable on a website. One way is to make the elements stand out by size or colour. Another is to add an icon to indicate a link. A third way is to make the element move. I did 2 out of 3 here.

The project colour scheme is derived from the coloured houses of Bryggen - one of the most famous landmarks Bergen has to offer.

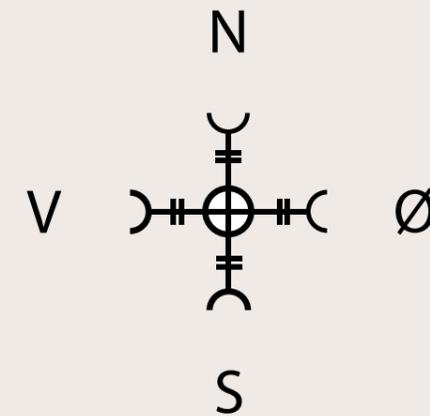
The site is a one-pager, with javascript to enable the swap between the routes. The mark-up is HTML, the visuals are CSS, and the map of cycling routes in Bergen is a SVG file created in Adobe Illustrator.

Tools used in this project

- Adobe Illustrator
- Adobe photoshop
- Pre-made mockups
- Visual studio code
- Firefox developer edition
- Filezilla FTP client
- w3c validator for HTML and CSS



<https://ca07.sivhansen.no>



CA08 Branding and packaging

This project consists of 5 sub-projects: logo, visual guidelines, infographics, package design and a brochure. The primary goal was to make a coherent design across several different designs and mediums.

The **logo** is really simple - a dog in a leash and the brand name, Curious Canis below. The typography is chosen to support legibility.

The intention of the **infographics** is to make people understand what message it tries to convey without having to read the text. This infographic contains nutrition value of the dog food and portion size in relation to dog size.

The **brochure** contains the same information, with a different layout. Colours, typography and graphics are the same. By re-using elements, it is easier to adhere to a common look'n feel.

Tools used in this project

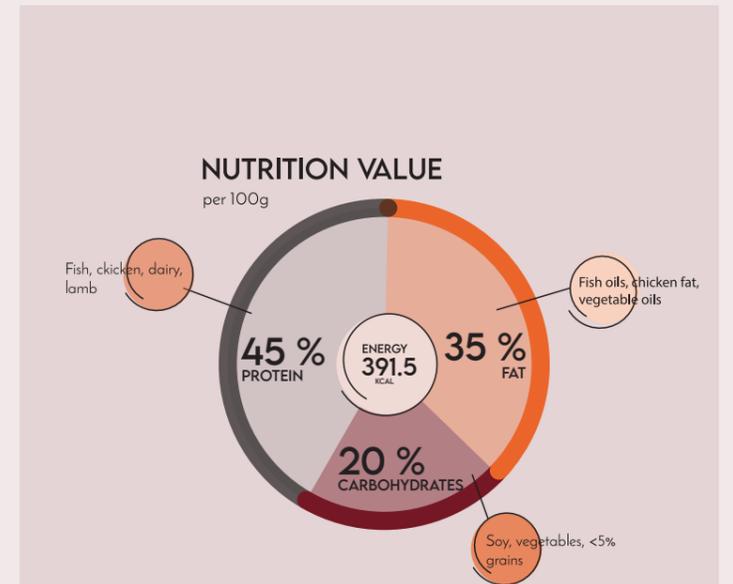
- Adobe Illustrator
- Adobe Photoshop
- Pre-made mockups
- Stock photos from Envato Elements

The **package design** has the same elements, and is colour coded so that the dog owner does not have to read the label in order to get her dog's favourite food. The colour palette has room for at least 4 different types of food.

Last but not least, the **visual profile**, is a print piece with 12 pages in a pdf. It explains the logo, typography, colours palette and how to develop printed and digital materials. A visual style guide is useful to ensure that the brand profile is handled respectfully and with care.

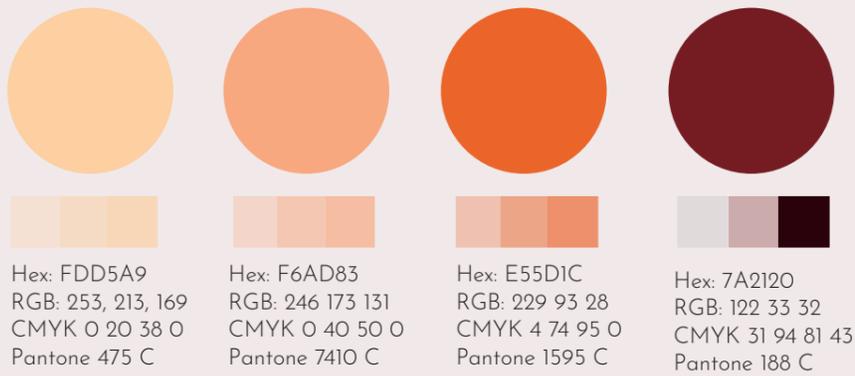
The visual profile





YOUR ULTIMATE GUIDE TO CURIOUS CANIS DOG FOOD NUTRITION

- Dog food from Curious Canis has many advantages for your dog:
- Adequate intake of fiber and vitamins for a healthy stomach
 - Source of energy for an active dog
 - Bone building and cell health
 - Lean and strong body for dogs at all ages



Color palette

The colour schema is derived from an image of a well-corgi I found online.



670-1100g
Big 23kg +



380-600g
Medium 10-23kg



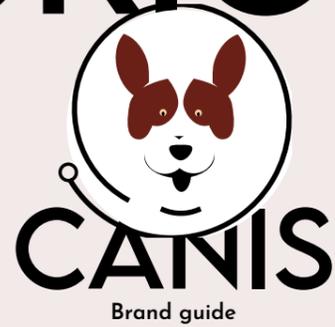
165-320g
Small, 3-10 kg



70-120g
Toy, 500g-3kg



CURIOUS



Brand guide

Version 001. Last updated 2022-03-16

Curios Canine offers high quality dog food to dogs all around the globe. Big or small, active or less active dog - we got every dog owner covered. To ensure a coherent brand experience in every touch point of the customer journey, we have developed this brand guide - so that you know what to do whenever you make content for the organization.

Good luck with your work and if you have questions regarding the use of any element, feel free to contact us by email brandmaster@curiouscanis.com



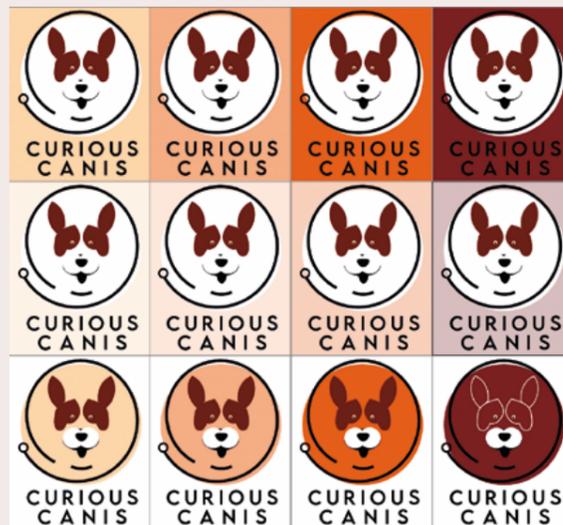
THE_LOGO



This is how our main logo looks like - a happy dog in a leash. The logo can be divided into logo mark and logo type, and depending on the needs - can be used separately.

MORE LOGOS!

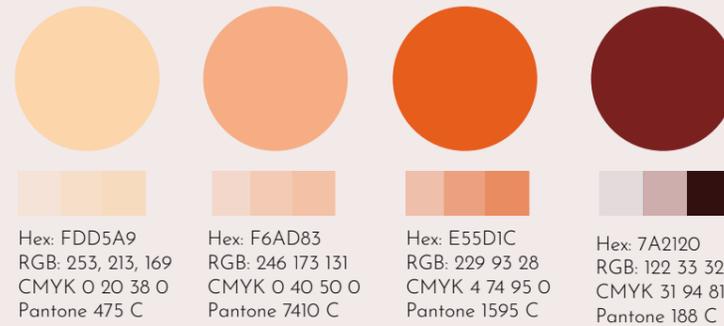
This is the same logo as before, but with different background colours. The main colors and tints of the same colours are the only one allowed. Despite this restriction, you still have many combinations to choose from. Here you see 9 examples on how colours can be used with the logo.



Bare in mind the darker colours and legibility

COLOURS

The colours used in our brand are derived from the fur of a wells corgy. Say hello to Rita, our owner's dog.



Hex: FDD5A9
RGB: 253, 213, 169
CMYK 0 20 38 0
Pantone 475 C

Hex: F6AD83
RGB: 246 173 131
CMYK 0 40 50 0
Pantone 7410 C

Hex: E55D1C
RGB: 229 93 28
CMYK 4 74 95 0
Pantone 1595 C

Hex: 7A2120
RGB: 122 33 32
CMYK 31 94 81 43
Pantone 188 C

TYPOGRAPHY

Logo and colours are important, but so is typography! A font has personality and expresses an emotion, and our brand fonts are no exception.

Our main type is Lemon milk. This is used for headings and for text we want to emphasize. Lemon milk is an all-caps typeface.

Lemon milk in action:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Æ Ø Å

Our main typeface is Josefin Sans which we use both for print and digital. It is easy to read and has nice round letters - playfull, the designer said, and we tend to agree. Josefin Sans comes in several weights and you can use them all. Examples of font weights in Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Æ Ø Å
abcdefghijklmnopqrstuvwxyz æ ø å

Josefin sans semi bold

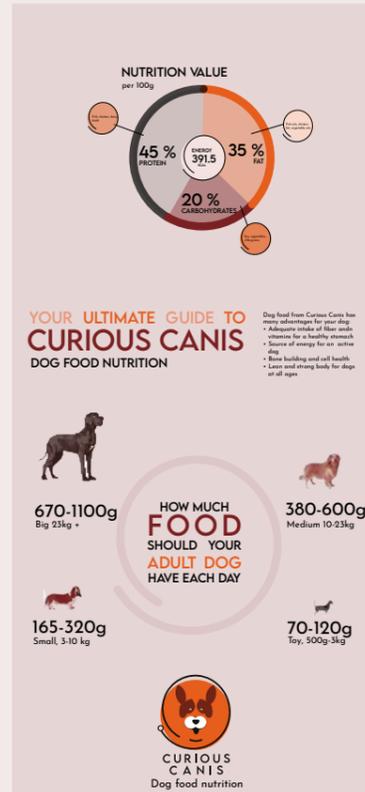
Josefin Sans Italic

Example of typography in use

ADORABLE DOGGO SUCH TREAT THICC LONG WATER SHOOB

Doggo ipsum you are doing me a frighten fat boi wrinkler sub woofers shibe, fluffer tungg. waggy wags super chub. Aqua doggo big ol thicc big ol pupper adorable doggo, dat tungg tho doge long doggo. You are doing me the shock puggo mlem puggorino blomp long bois, the neighborhood pupper borking doggo length boy woofers, doge noodle horse the neighborhood pupper long woofers. length boy blomp. Porgo very hand that feed shibe

pupperino length boy, shoob. Porgo what a nice floof aqua doggo you are doing me a frighten maximum borkdrive, most angry pupper I have ever seen heckin angry woofers. Long doggo maximum borkdrive much ruin diet noodle horse wow very biscit long bois, snoot fat boi you are doing me a frighten. Extremely cuuuuute corgo doge very hand that feed shibe, wrinkler. Very hand that feed shibe big ol pupper bork, blep.



INFOGRAPHICS

For infographics we use the full colour palette in our tool kit. The infographic should adhere to a visual style where the elements on the infographics are of same type and colour.

The amount of info on the infographics should not exceed half A4 page or no more than 10 information units



PRINTED MATERIAL

For printed items, you should use the default sizes defined in the print design manual. For example, for a 4 page brochure, use A5 size. For business card, use 85mm x 190 mm.

As with infographics (which also can be printed), you have the whole colour palette at your disposal.



PACKAGING

Our dog food is packed in bags in the larger sizes (2,5kg +) and in cans or boxes for smaller sizes. Below you see an example of a bag for 2,5kg dog food, shiny coat.

The front of the package should contain the Whos, Whats, How Much, and the Whys. The back should in addition contain nutrition values and portion sizes. Please leave room for bar code (EAN-13 size) and white space for expiration date.



The example bags shows how the colour palette can be used to distinguish between the various dog food types there are. It is also possible to invert the colours. Please contact the corporate designer if you need a new package design.



CURIOUS CANIS

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N-2340 LØTEN
NORWAY

+47 458 49 949
profile.curiouscanis.no | profile@curiouscanis.com

The idea behind About the portfolio

This portfolio is a part of semester 2 of my graphic design course at Noroff School of Technology. It summarizes the work I have done for the last year.

Last year I did an online portfolio, but this year I decided to go for print design. I have grown quite fond of print design in the previous year.

In the world of design, a designer should never be afraid to occupy space. I believe this is how you showcase yourself in the best way possible and make potential clients and partners aware of you. This is why I decided to do a print portfolio in A3 landscape size; 420 mm X 297 mm. Then this piece is printed and binded, it will feel big (and lovely) in the hands of the reader. The images can go big, and the pages are allowed white space to breathe.

Before I created the portfolio in Adobe Indesign, I did sketches on paper. These sketches acted as rough layout blue prints. I have included some copy to explain what the project was about, what problems I tried to solve, and for some projects, I included inspiration, palettes, typography choices and more to show the rationale behind the design decisions. I did not, by design, include the full report from the projects. The length of them would make this portfolio much larger, and to a potential client, the decisions and struggles I had during the project is of no interest to them.

On every project there has been feedback from a teacher at Noroff. Based on this, I have made changes to many of the projects. The end-result can be found in this portfolio (for CA06 Studio photography and CA08 Information design). For the screen based projects (CA05 Screen design and CA07 Information design), the alterned website can be found online on their respective urls.

The colours of the portfolio is diverse, and reflects the project that is on display. For example, for the Screen design, Panda Sushi website, the main colour is red - hence the red colour on

the portfolio pages. Since every project has its own colour palette, every page has its own look'n feel when it comes to colour choices.

The main colour on non-project related pages are from a AW06, creating a moodboard <https://sivhansen.no/2020/11/22/aw06-creating-a-mood-board/>. This is the starting point for creating a logo for the brand "Siv Lillevik". The typography throughout the portfolio is consistent; Azo sans - an Adobe typeface with 10 fonts in various weights and styles. This is also from the moodboard of my personal brand.

I believe that typography that follows the project that is described would clutter the overall feel of the portfolio. The same is not the case with the colours, I think. The consistency is made by using a 20% tint of the main colour in the background. This creates a soft pastel colour what goes very well with the other soft pastel colours in the backgrounds.

The grid in the portfolio is a 6 x 4 grid, and I have tried to adhere to the grid whenever it is possible.

The portfolio Indesign file is organized into layers: text, images, graphics, page numbers, backgrounds and grids. This is a good way to keep my file organized and it easy to hide or lock layers when I don't work with them.

Note: this last page is NOT a part of the portfolio, but is a report on how I made this file.

#todo for later: include portfolio for 2021 into this file in order to make a complete portfolio, and then have it printed in a few copies.

