

My portfolio



Hello, i am Anastasia

I was born in Nikaia in Athens and I'm a graduate of the Vocational Training Institute in Piraeus, majoring in Graphic Design. I finished the Art Highschool in drawing major.

Hobbies: • photography • drawing • theatre • pets

**I am looking for a company to fully complete my studies,
by doing an internship.**

Would you be the one?

1 Branding

FROUTAKI mean fruit in greek but in a cuter way. This brand is a natural juice company and i choosed to show it by using a fruit squeezer and a yellow free shape around it, shaped like a spilled lemon juice. The squeezer color was black in my first drafts, but then i settled on the blue color that is more vibrant and suitable for a food company.

This project started in my design class, when our professor assigned us to create a company by any object that we would find interesting.



MAIN IDEA



Squeezer



Spilled juice



Some of the drafts



More drafts



Final logotype



**Logotype in black
background**



**Logotype in white
background**

Black and White Background Application



Mockup Application

2 Magazine cover

I was so happy to make this magazine cover !!! Cause i get way too excited about pets. I choosed the specticular collors combination because in my research i found that dogs have a different color spectrum than people, and i found this shades of blue and orange to be great. Also i copied the outlines of different animals based to the title of the article.

This was a project in my Indesign class, we had to choose a type of magazine that we will like to design and ofcourse i choose PETS for my love for animals and cause i found it to be very playful to design.





Next as i did the cover of the magazine, i had to make a layout inspired from the-cover. Based on the dog picture i found, it inspired me to make the rest of it. It was perfect cause the dog background matched the colors that i wanted to use and also the dog pose was thrilling and cute for the article!!! Next i did wanted the two pages to be interrelated, so i managed to connect them by playing with the opposites colors in the other page. For the end as a final touch i made dog paws that give this layout exactly the playful thing i wanted to be.

I was very happy to participate in this project and by making many layouts, it definitely made me better at this.

Magazine layout

Artist event

Here i have three types of printed matter.

1 Poster , 2 Ticket , 3 Entry Pass . I designed each piece of them so that they could be connected to each other. I decided to choose the red dots, because they are the most recognizable way for people to notice that this event is about Yayoi Kusama, since the artist in question is painting with them.

In this project my favoutite part was that i had to repeat the same pattern in the three piecies but in a different way so it is not boring.



1



2

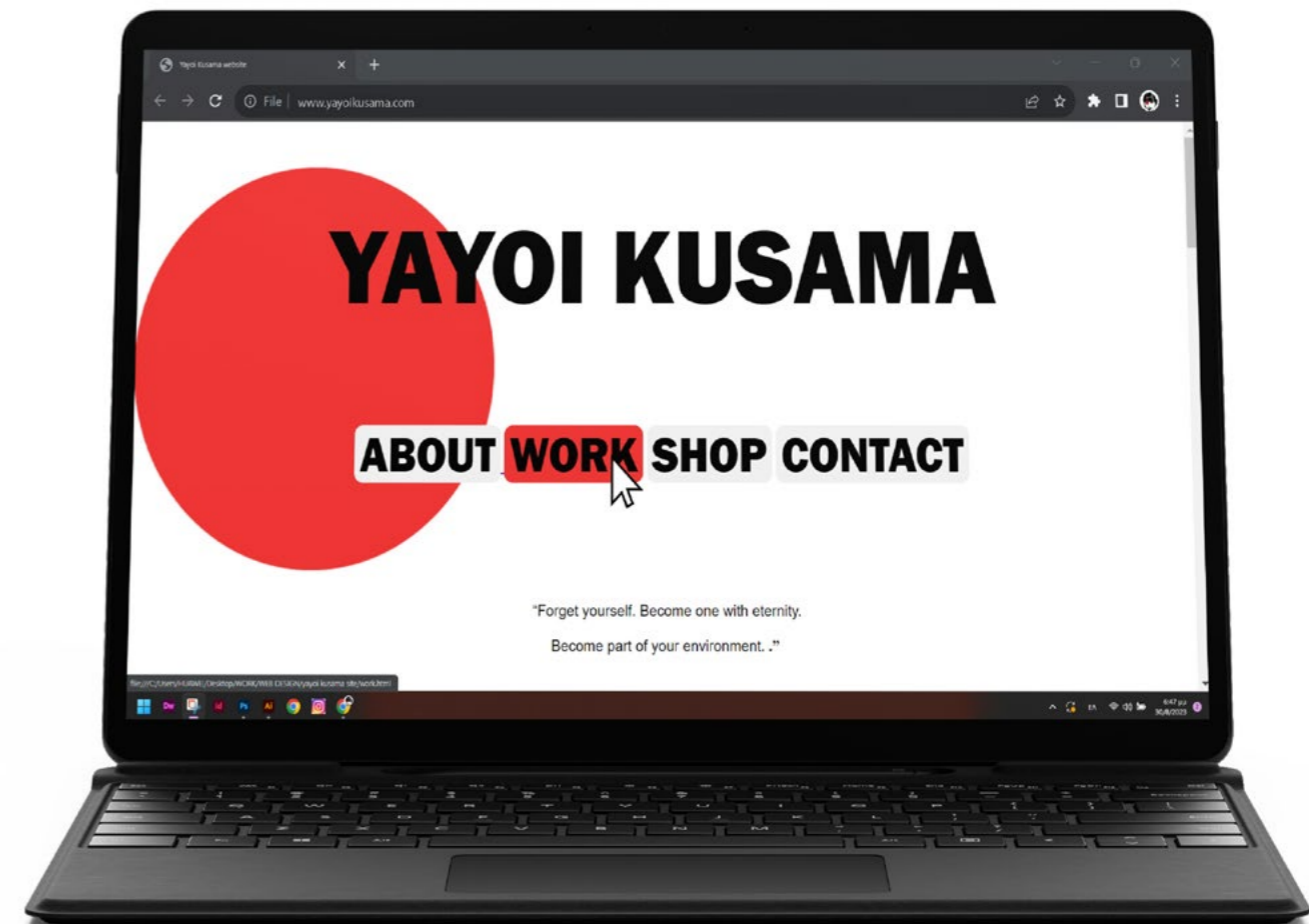


3

Artist website

Here i made a website for the Yayoi Kusama again and i used coding HTML. I emphathised in the characteritic dots that the artist use and in the black and red dynamics. Something i did to make this website more interesting , is the button hover effect, so when the viewer hovers its mouse in the menu buttons , they will change from gray to red color.

This is project was in my Website class and it was a challenge for me to combinate aesthetics with coding, cause i decided that i didnt want to use an existing template from the internet cause i wanted to try to experience trouble making by learning better the HTML language and by having to design something from the beggining.



Book cover 5

First proposal and second

The first design of the cover is my original proposal for the book "Blue is in fashion" this year. I had many ideas but the most gifted one was to literally use the title of the book by drawing little people from a baby to a middle aged man wearing something blue. Instead of just using a blue color in the clothing of the people , i used a blue fabric that gave the cover a nice realistic texture.

As a junior designer, being my first time designing a book cover, i found it intriguing that I had to have in the back of my head, that what I was going to design should catch the customer's eye immediately even from the book spine.



Themed calendar

The theme of the calendar was color. After several designs, I came up with the idea of putting industrial objects that we use daily in our house. For each month the calendar has an object, painted in a different color and with a pixelated texture. This way i made these daily objects more special and gave them a beauty that might not have been seen before.

Each object had a purpose, to match each month according to its function, and also the colors had to be accurate according to the weather.





All the calendar pages

Music album

This project is about "Phantom of the Opera" the famous musical. I decided to design the cover and the inside of the album, look like it was made the year it was published, so in 1920 . I did a research about historical books and fonts, and in the end i choosed for the cover a real fabric texture with golden text and decoration. For the inside of the album i choosed a yellowish thick paper to make it feel more old even if it is new. Last but not least , i made the photos from the musical to be black and white so they can overlay the paper texture.

I really loved that i had to make a deep research for all of this and aquire knowledge for not only designing the album but learn the ingredients of the real product.



Antiwar poster



This time, the theme of war was more sensitive than the other projects and I wanted to express something with power and resonate with the whole world, children and adults. As the main theme of the poster I put in the center a crying parent with a baby. I drew the figures without gender or something specific about them, so the viewer can picture him/herself in the same position and make a deep connection with the topic of war.

I drew this first by hand and then I illustrated it in Adobe Illustrator.



Magazine ad

This is a FILAS shoe add. My idea was to put the shoes in order to create a rainbow. This way i wanted to show that the spectacular shoe model, comes in many colors and at the same time supports diversity.

I made many designs about this project ,i made this spectacular design with light blue background and clouds, but i decided to keep it simple.



We love rainbow

Product Details
These Women's All Tonal Sneakers are Also All Leather.
Designed to Be Comfy, Styled to Be Seen. Iconic Everywhere. #FILASstyle

FILA

Coffee menu

and logo design

I had to design a menu for a coffee shop and i decided instead of rebranding an existing company, to make a new one. So i went for a cute, playful and colorful style!!! The logo represents a coffee bean ,with a face and a licking mouth that suits the name i gave the shop "Coffee Yum"

The main colors for the menu, sweet orange and sweet yellow, are stand ing for the expressing of appetite.

The triptych closes vertically, and when it does the logo with the contact communication shows in the front and a slogan and a scan menu on the back.



11

Jam design

The thing in this project was the creative jam design. My thought was to take advantage of the content of the product (the jam) and every single flavour, so after some various tests i endeed up to design every fruit of the jam with a cuter so that through the transparency that is created, the product can be seen better and to show the natural way of making jam.

I also made the same jam design in the flavors (strawberry, pineapple, fig, apple, cherry, peach)



12 Logo design

In this project i had to redesign the logotype for the "Greece Tourism Organization". By doing brainstorming, i found that the main elements for the logo is the sun and the sea. With these two elements i made many drafts and I ended up at the most modern logo that represents the sun, the sea and the waves of Greece!!!

I did a big research for this project, i serached for the history of the organization, made calls to "EOT" and made many drafts.





Final drafts



Original logo

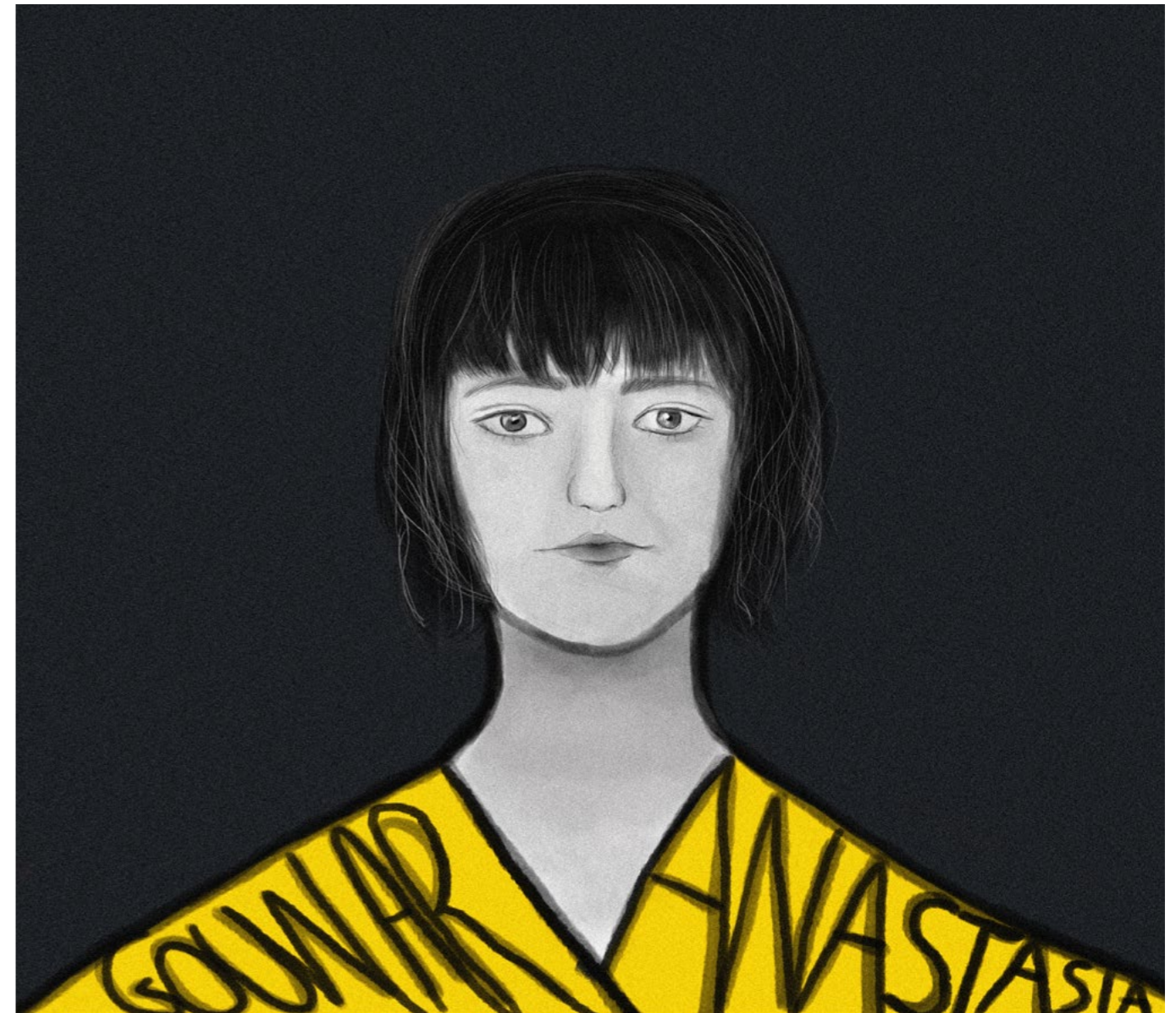


Final logo

13 Illustration

I've been drawing from when i was a small kid. I did drawing classes and went to an Art High School in drawing major, so from the time that i finished my Graphic design studies i bought an drawing tablet and started my illustration journey!!!

I love drawing, especially people and characters.



An illustration of me in Photoshop



An illustration of me in Indesign



The girl with the cat

14 Customized stickers

Something else i have tried is customized stickers!!! I made them by photoshooting myself with different face emotions, and i edit them in Photoshop and Illustrator, then, i uploaded them on Viber so all my friends, family and me can use.

It was a very fun project, and i even got to print my stickers and share them to my friends and even strangers. It was a very nice feeling to see my creations stuck in people's phones and laptops.



Tickets for Art Museum

These tickets were designed for the contemporary art show "Art Athina". I made two kinds without them having to be genderbased, just different so that the people will get excited. In the blue one, there is a one figure like it is going into the museum and in the pink on a couple.

I made them in an abstract style that i believe matched the theme of the show.



18 Photography

I possess proficiency in utilizing Photoshop software for photo editing, image enhancement, and retouching purposes. Moreover, I actively pursue Editorial Photography, aiming to express creativity while capturing both interest and aesthetics.



*If you don't appreciate me as a designer, you
can consider me as a model*



“A photography session I conducted with Marr Epstathiadi, focusing on the theme of Primary Colors”

**Thank you for staying
I would love to hear from you!**

