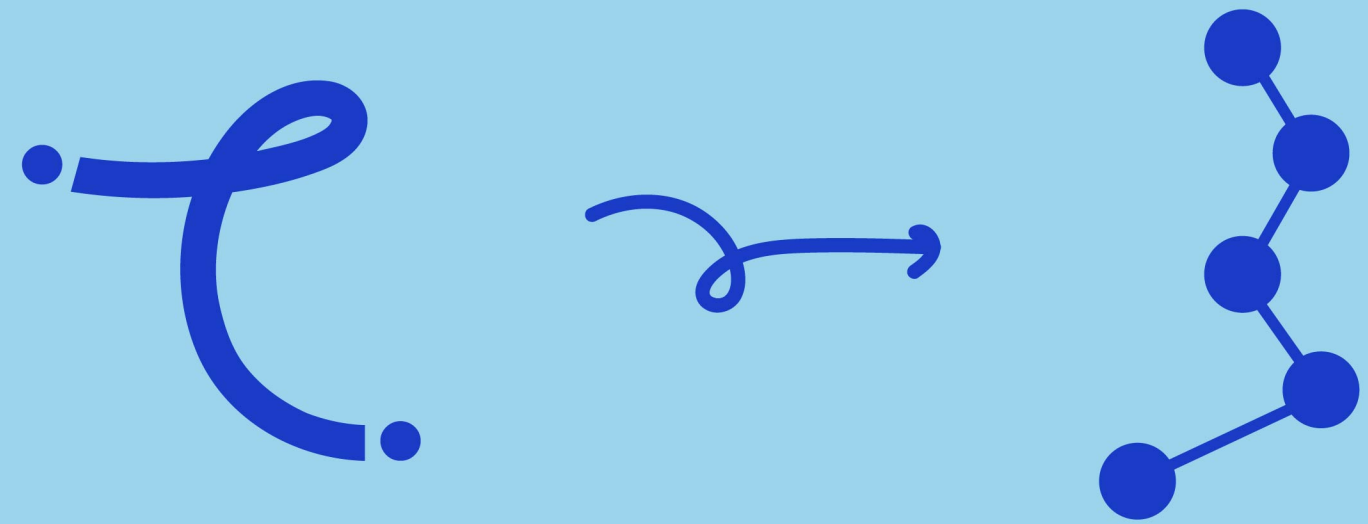


# INSIGHT ON MY BRAND STYLE



# WHAT IS MY LOGO DESIGN MOTIVE?

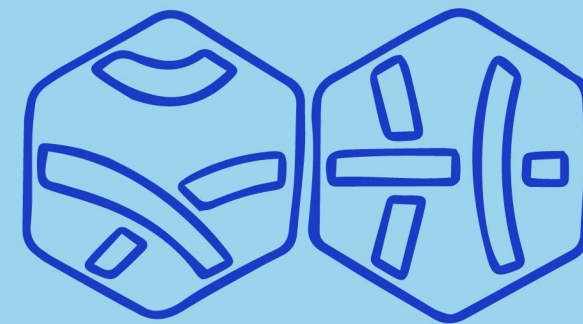
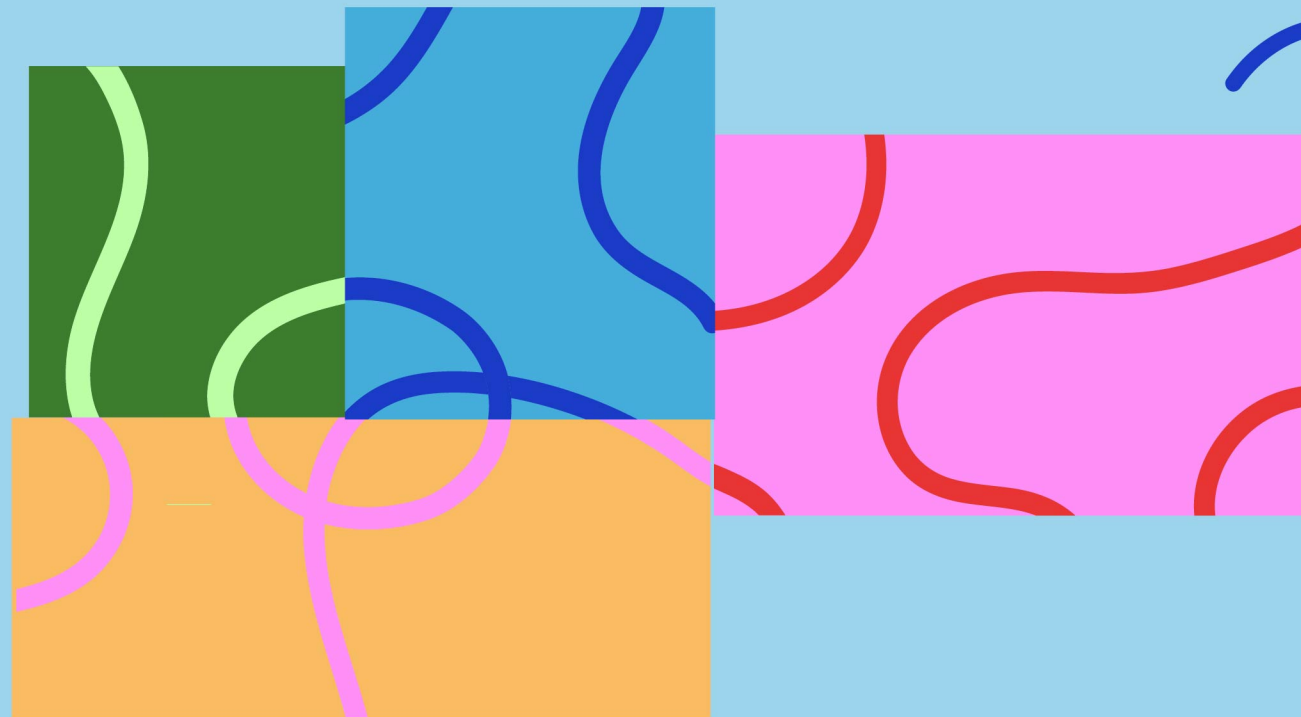


The importance of a brand is to connect to their clients. I was inspired by the game of connecting the dots. This illustrated my adaptability to connect, and create beautiful designs that answer the needs and expectations of my clients. It showcases the idea of a step-by-step development during the design process and thus, showing the thinking and execution process of design.

# WHAT IS MY VISUAL MOTIVE?

The use of organic lines and bold colour was inspired by the game of tantrix where one can fit the same puzzle pieces in many ways. This is important as it resembles me as a versatile designer, who is able to give deep thought and make bold decisions within my design solutions. The organic nature reflects my adaptability and ability to work in many instances. It shows the organic nature of my workflow and my ability to understand, communicate and learn naturally as I develop my design ideas.

①



②

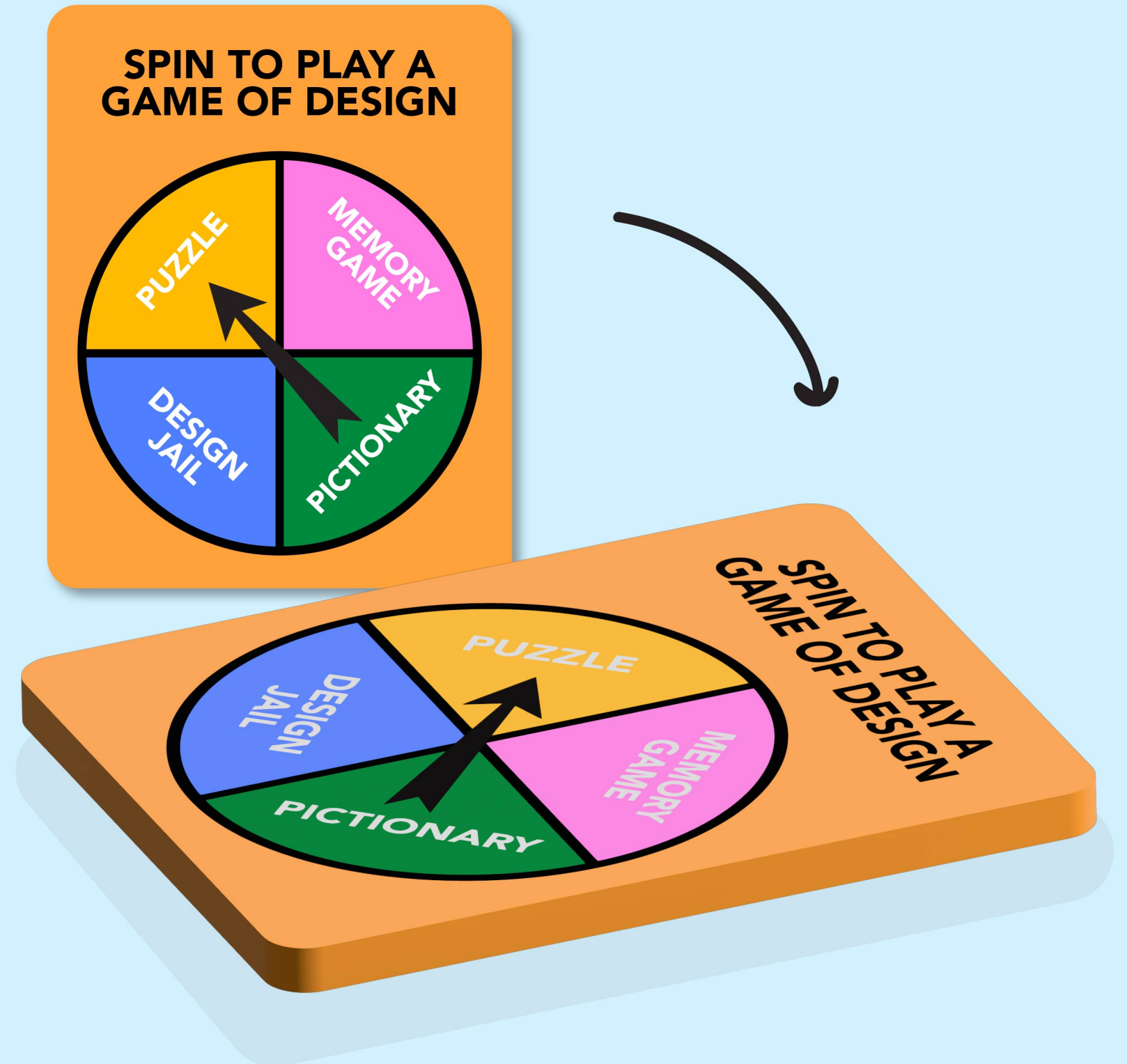


# SPIN TO PLAY!

There will be an A4 spinner layed out on my table where employers are prompted to spin to play a game of design.

Once the arrow lands on a game, the employer will be directed on the rules of the game.

The spinner is a reminder that my branding is comparing the design process to a game, with similar rules, structure and FUN!



# THE 4 GAMES:

①

**PUZZLE GAME**

②

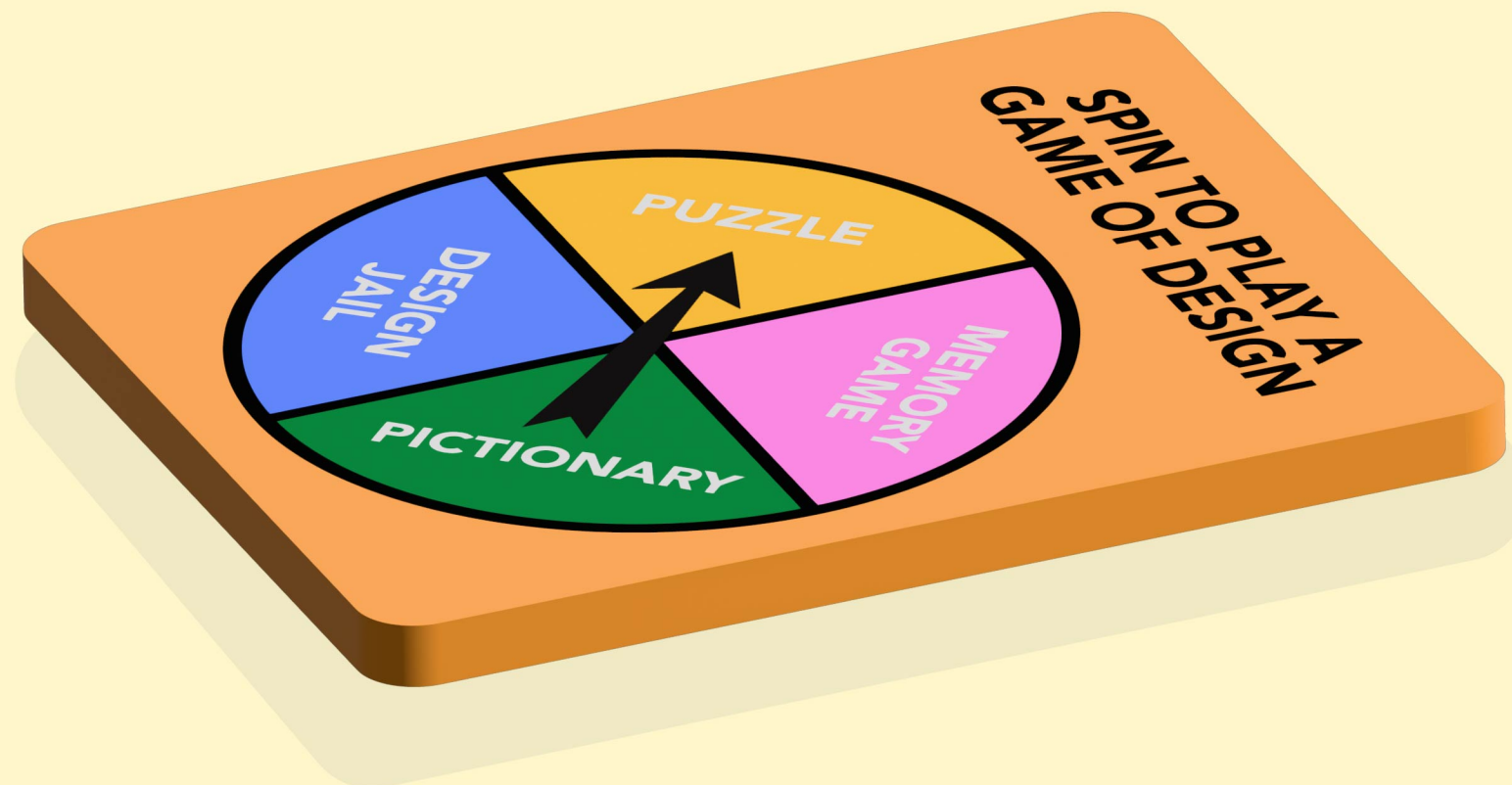
**PICTIONARY**

③

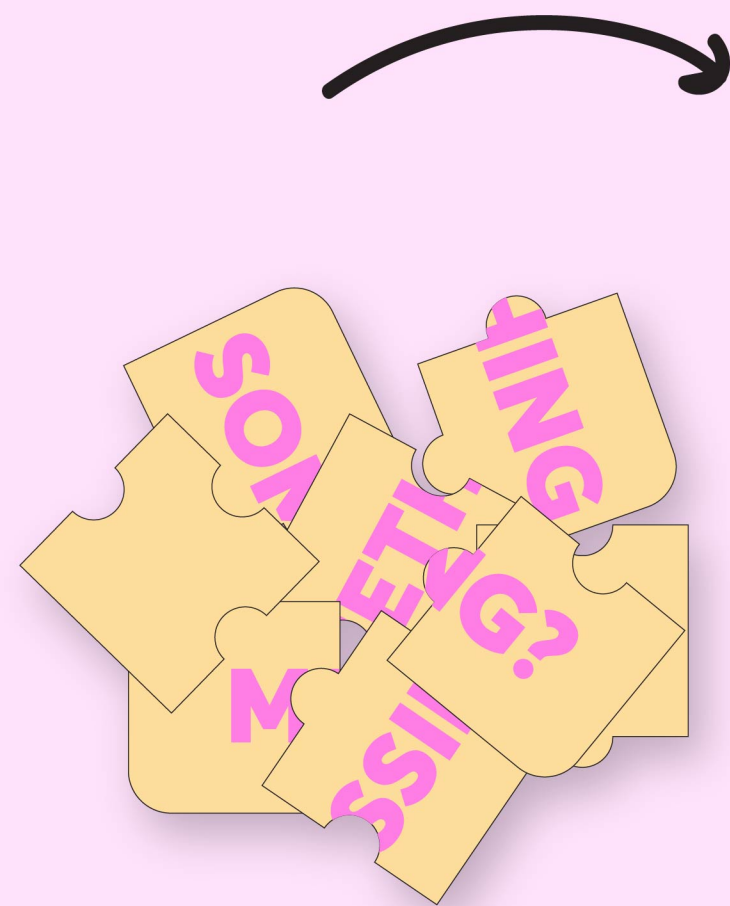
**MEMORY GAME**

④

**DESIGN JAIL**



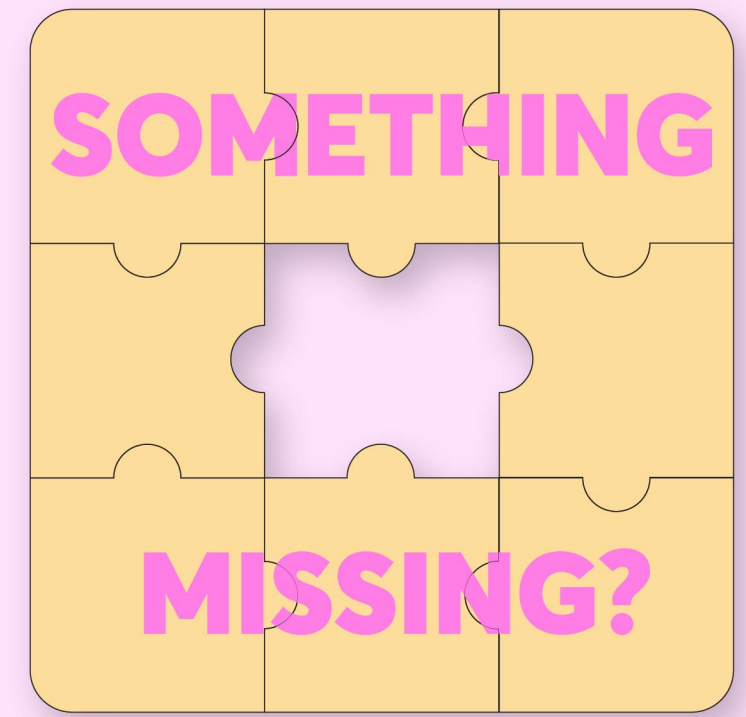
# THE ROLL-OUT



let's build  
the puzzle.

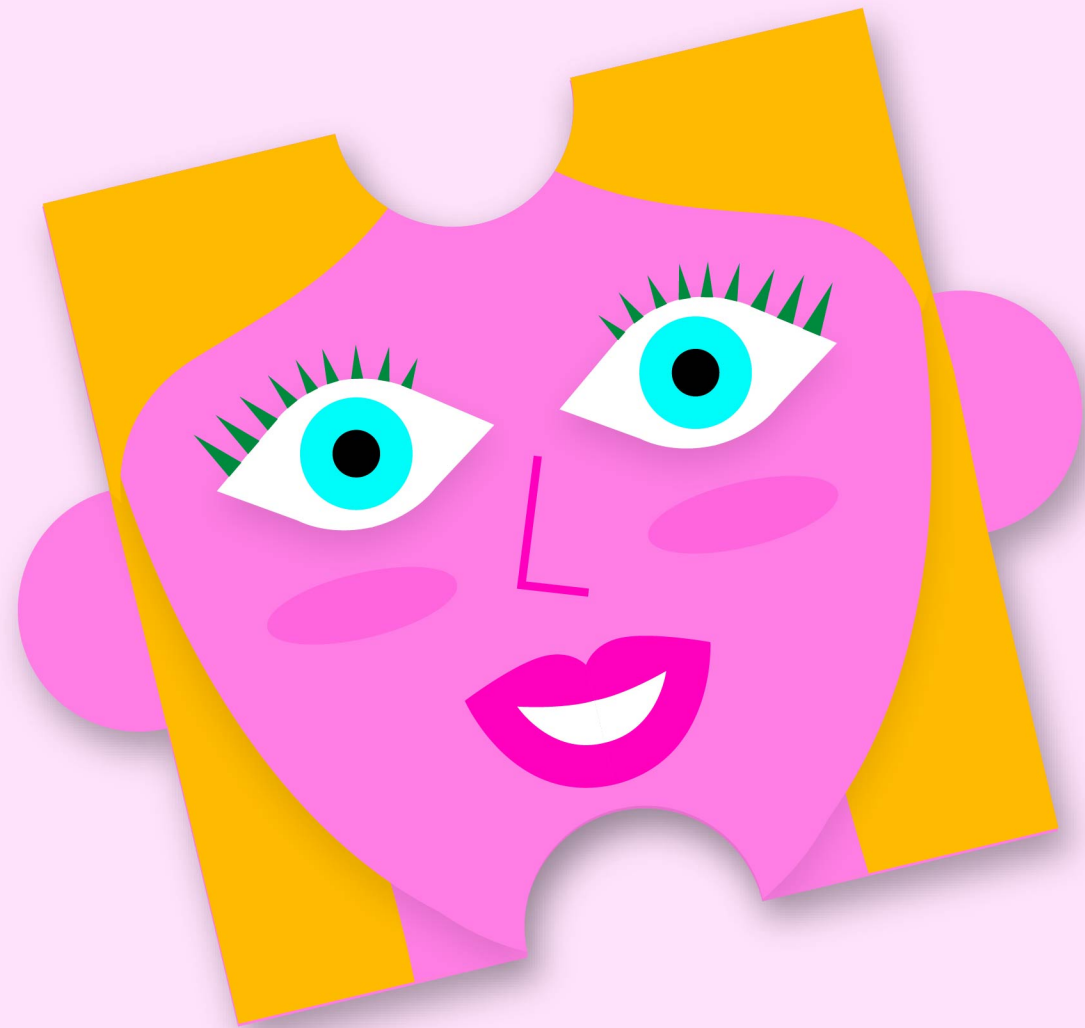


It's coming  
together.



Wait...  
something is  
missing!

**I'M THE  
MISSING PIECE!**



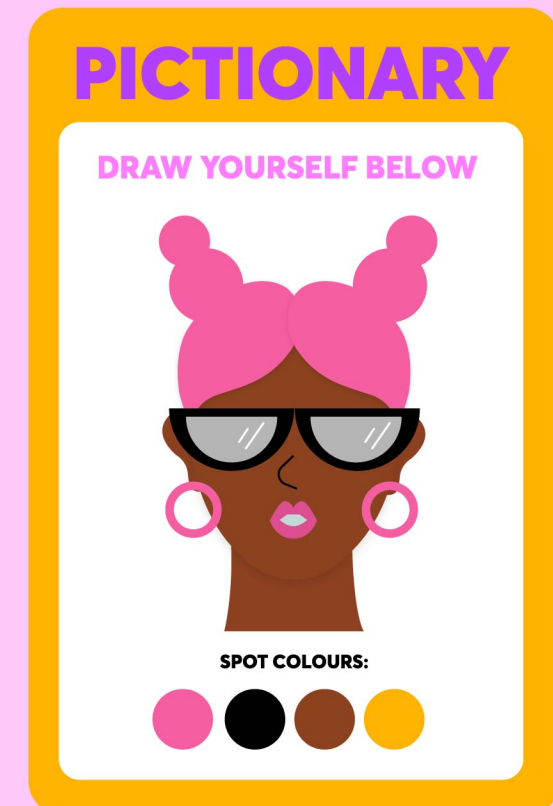
When the employer builds the puzzle, they will realize there is a piece missing. I will provide them with the missing piece. The piece is a magnet that can be placed on a fridge as a constant reminder of my brand

# PICTIONARY CONTACT CARDS

There will be 4 variations of Pictionary contact cards. This gives employers the option for varied colours to choose from. This showcases my versatile style as a brand and designer.

The employer will be provided with a card and prompted to draw themselves with pens provided.

The cards play on the idea of being "drawn", drawn in literally and drawn to my design skills.



**BEFORE...**



**AFTER.**



**THE EMPLOYER WILL BE ABLE TO DRAW THEMSELVES ON THE BUSINESS CARD WITH PENS PROVIDED.**





# PICTIONARY CARD 1

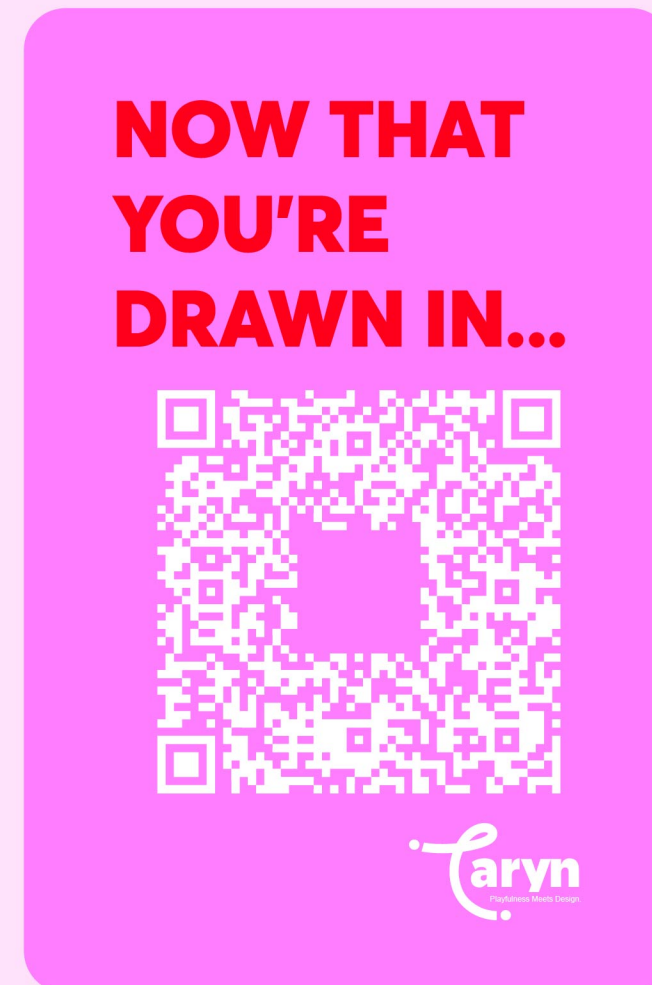
BEFORE...



AFTER.



THE BACK



THIS IS A PLAY ON THE GAME "PICTIONARY" WHERE EMPLOYERS CAN BE "DRAWN" TO MY BRANDING.

# PICTIONARY CARD 2

BEFORE...



AFTER.



THE BACK

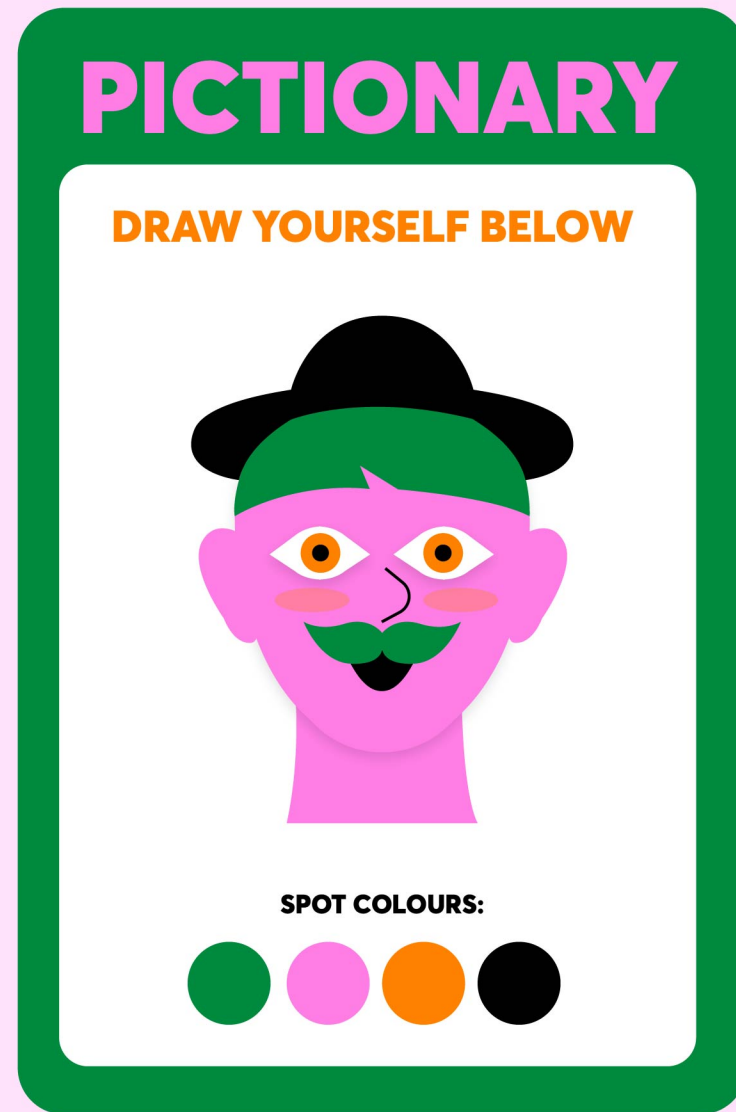


# PICTIONARY CARD 3

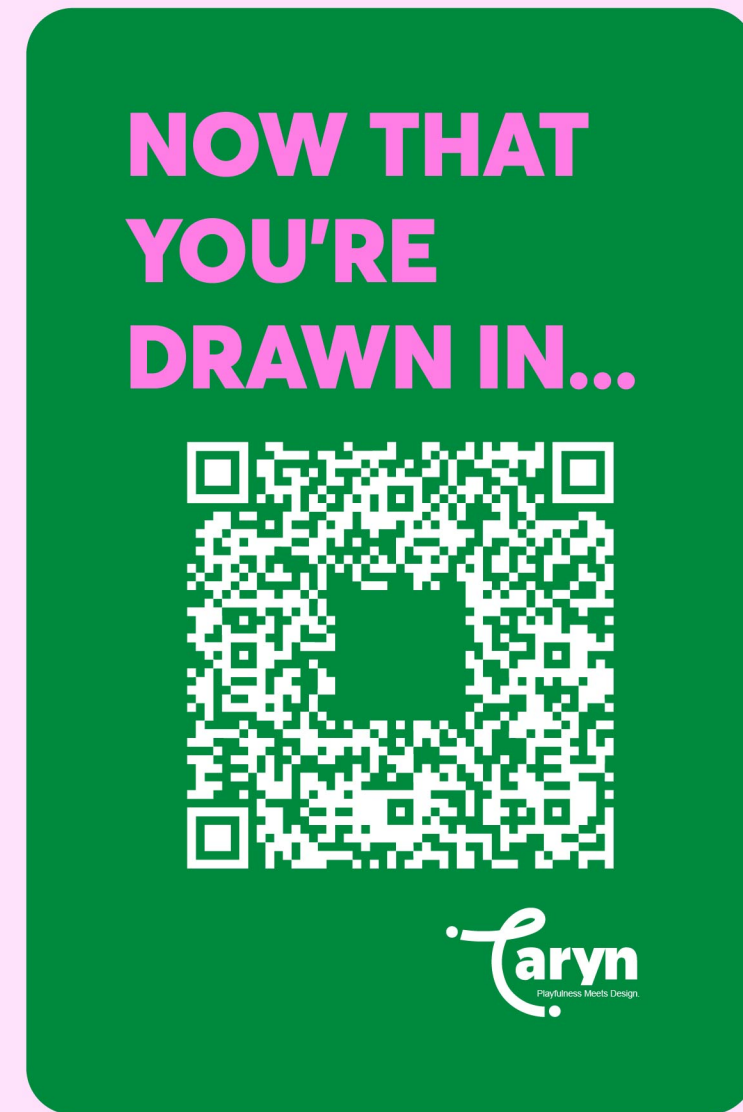
BEFORE...



AFTER.



THE BACK

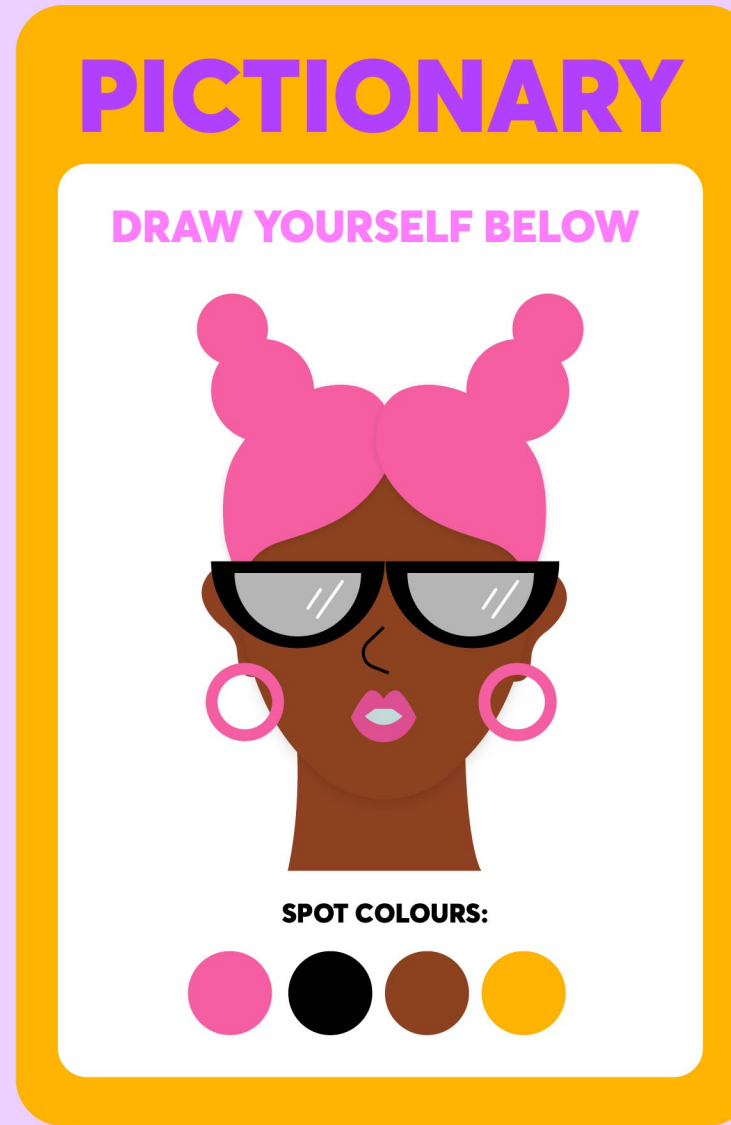


# PICTIONARY CARD 4

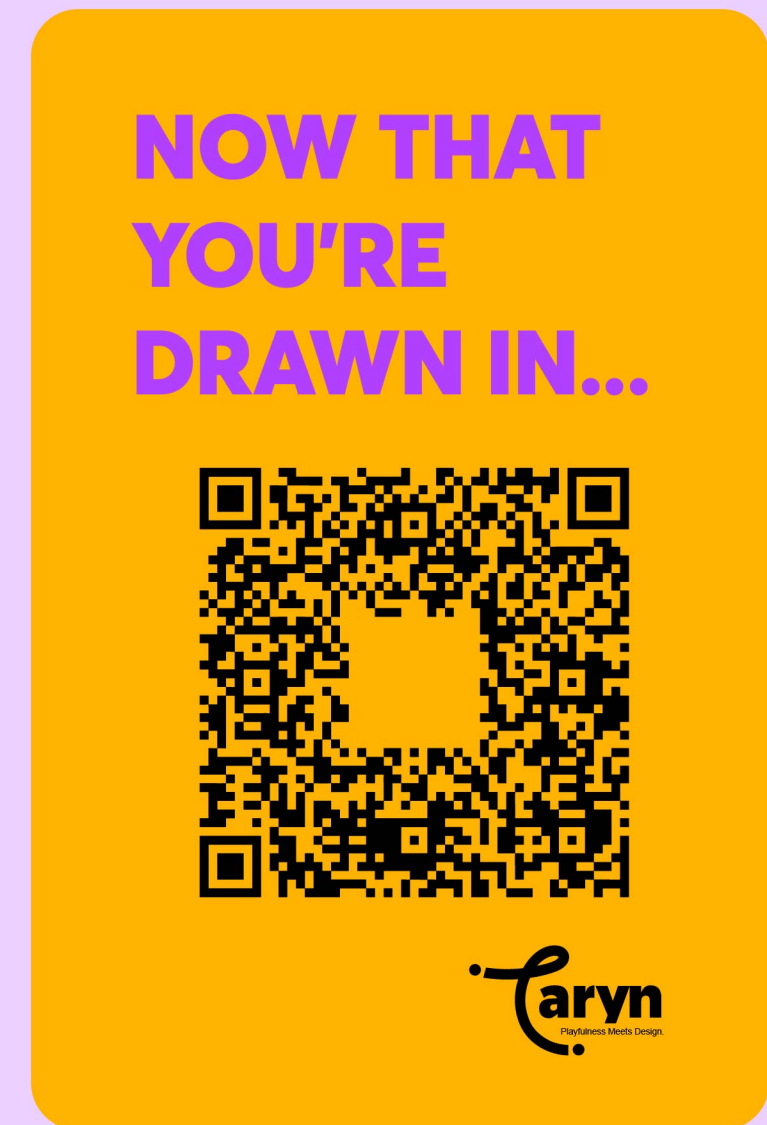
BEFORE...



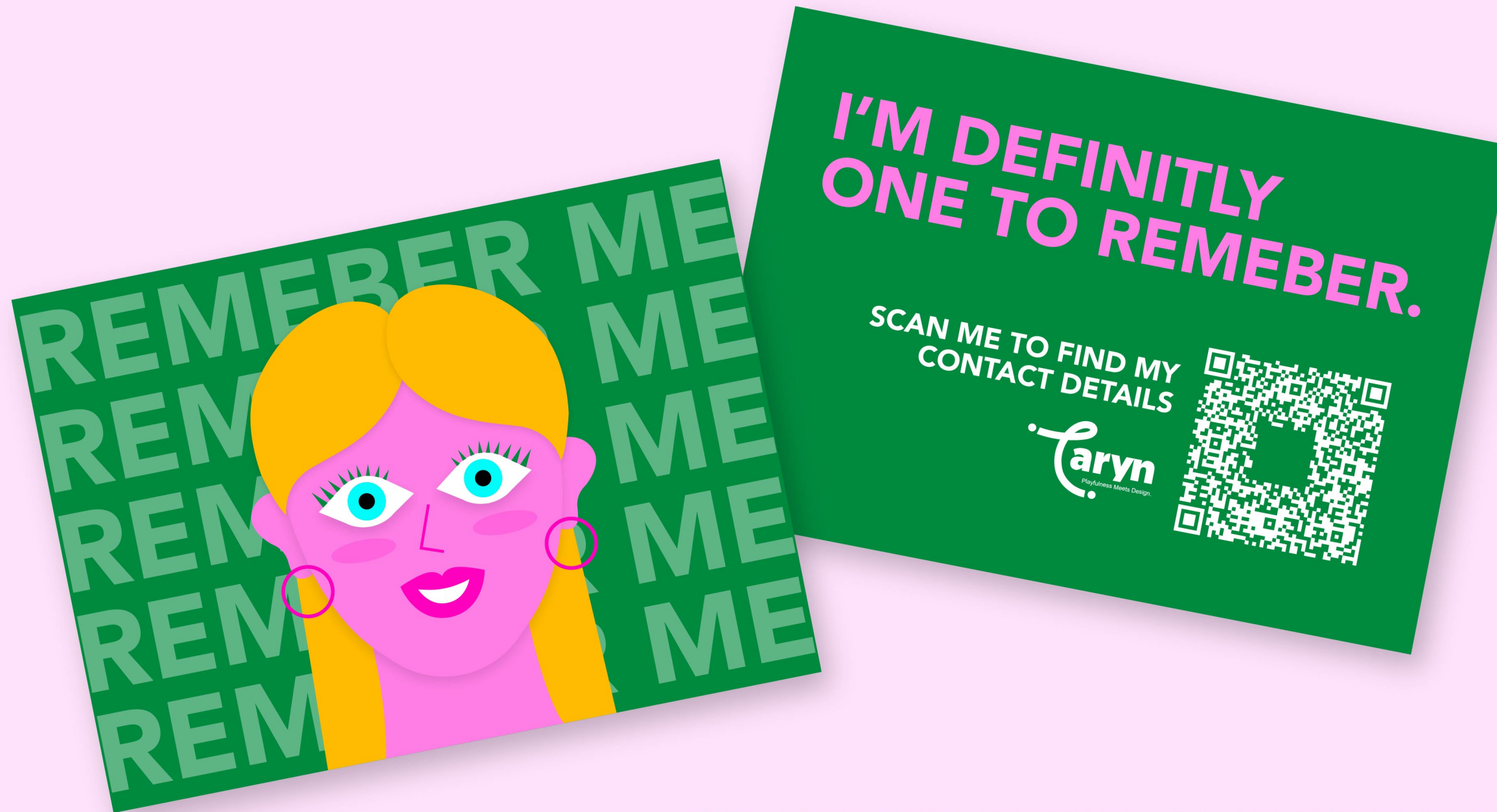
AFTER.



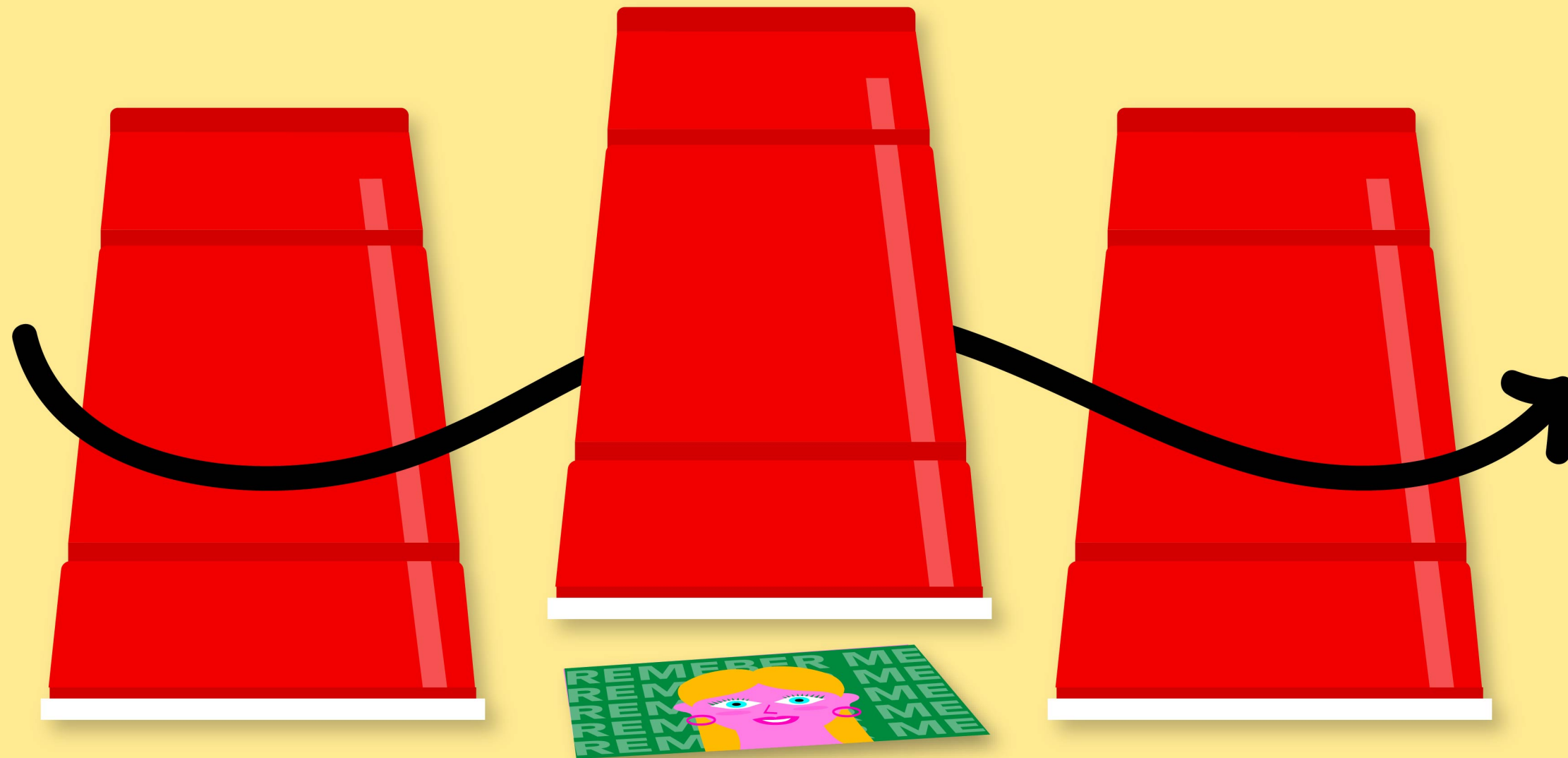
THE BACK



# THE MEMORY GAME

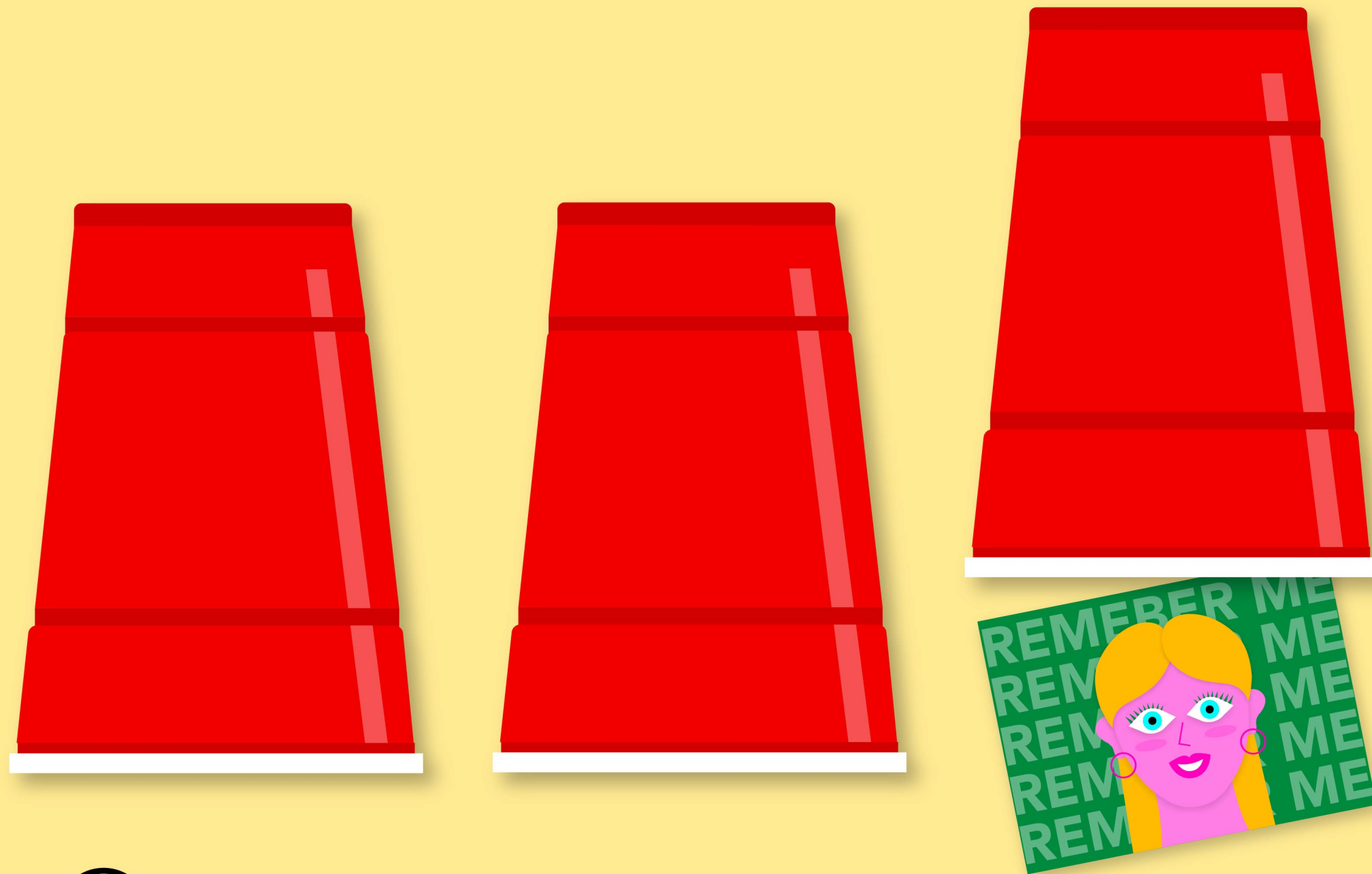


THE AIM IS TO REMEMBER WHAT CUP THE CARD IS PLACED UNDER... BECAUSE IM A DESIGNER TO REMEMBER.



**① THE CARD WILL BE PLACED UNDER A CUP**

**② THE CUPS WILL BE SHUFFLED, EMPLOYERS WILL HAVE TO REMEMBER WHAT CUP THE CARD IS UNDER.**



③

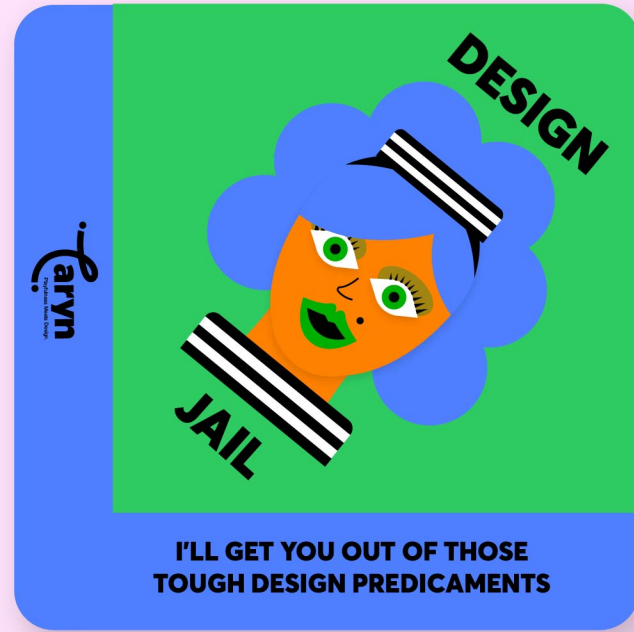
**THE EMPLOYER WILL GUESS WHICH CUP THE CARD IS UNDER AND WILL BE GIVEN THE CARD AS MEMORABILIA**



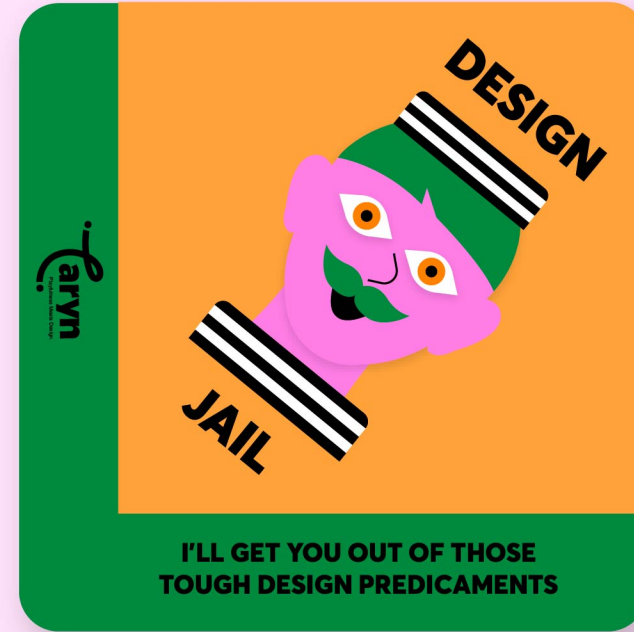
**THIS IS A PLAY ON THE GAME OF MANOPOLY. THE IDEA PLAYS ON THE FACT THAT I AM THE SOLUTION IN HELPING EMPLOYERS GET OUT OF TOUGH DESIGN SITUATIONS. THIS EXECUTIONS IS A "TIME OUT" ILLUSTRATION, WHERE EPLOYERS CAN PLACE THEIR COFFEE MUG ON THE GAME TILE AND REMEBER I CAN HELP THEM AS A CREATIVE EMPLOYEE.**



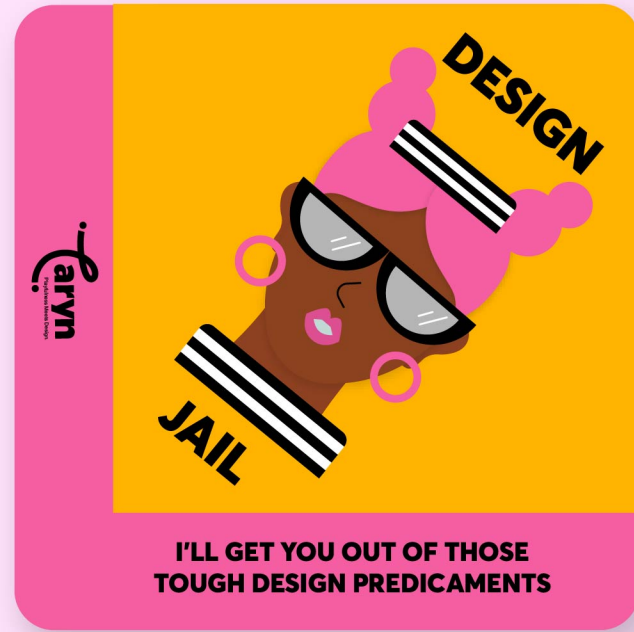
1



3



2



4

