

Portfolio 2020

AMANDA FRANCES

HELLO!

My name is **Amanda Frances** - a Graphic Designer who practices the art of expressing thought through visual communication.

Welcome to my portfolio!



designer statement

WHO AM I?

I am enthusiastic and adventurous, I let myself be guided by my imagination and I often draw inspiration from nature. I skillfully portray my own style using illustrative touches, typography, layout, and visual aesthetics to articulate design with a purpose. I like to consider myself well organized and highly motivated with excellent communication skills. I am independent but will pour a lot of energy into achieving artistic and professional success.

My travels have taught me a lot about adaptability and time management, which translates into my creative work. I believe in design as a discipline capable of helping people, businesses, and institutions in working together to create a better world, for everyone.



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The Evolution of a Serial Killer

EDITORIAL

The Evolution of a Serial Killer exhibits the progression of famous killers from the last century, examining the many aspects of how they have evolved.

The editorial and interactive website dives into the psychology of the men and women behind the crimes and helps the viewer understand what drives these individuals to commit such infamous crimes. Through a visual pattern, mimicking the criminal patterns and signatures of the killers, the publication exhibits timelines, maps, newspaper articles, photography, and video footage.

Ultimately, The Evolution of a Serial Killer unfolds my findings in an organized methodical manner that creates a visual language evocative of the notable killers themselves.





The Evolution of a Serial Killer

WEBSITE

I created a website that evokes the environment and era in which infamous serial killers committed their crimes. Through an interactive map, the user is able to explore the history of the individuals and their crimes.

Specific locations and dates are available for the user to get a more in-depth look at the event. Aspects of the site include; short clips, methods of murder, location of crimes, and a brief summary about the specific crime the user chooses to explore.



The Manifestival of Living Well

BRANDING

The Manifestival of Living Well is an annual, three day, holistic health festival held at Hunter Mountain, NY. It brings together a rich community of the best integrative and holistic practitioners in the field. This event is for like-minded individuals who will be engaged through classes, mini treatments, and psychic and intuitive readings. Topics include insights into a healthy lifestyle, ancient healing practices, aromatherapy, natural pet care, sustainability, and organic product vendors.

This branding project required me to devise a visual language for an event that spanned across multiple design disciplines. This includes the creation of a logo, a multi-page brochure which folds out into a promotional poster, a series of social media advertisements and banners, the of packaging for multiple products to be given out at the Manifestival, as well as supporting visual elements that create an identity system for the event.

the
manifestival
of living well



The Manifestival of Living Well BROCHURE

To promote the event, I designed an 18" x 24" fold-out poster that contains information about the program. I collected data and wrote the content for the brochure which includes information about the speakers, activities, schedule, dates, and location.

This piece is meant to promote The Manifestival of Living Well as well as serve as a guide for the event's program.

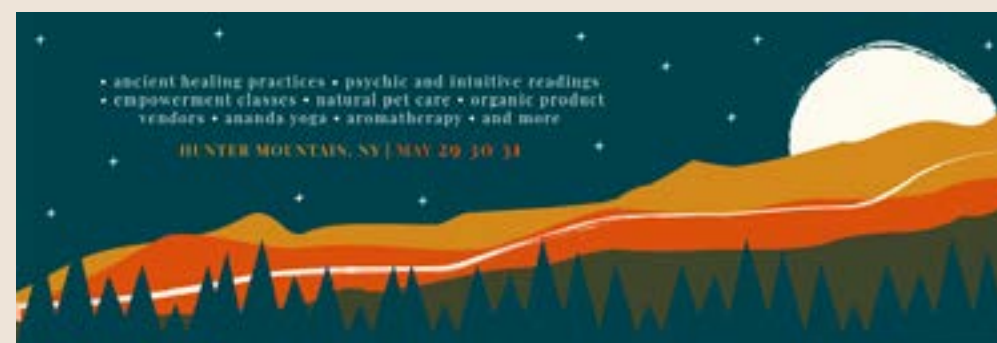


The Manifestival of Living Well

SOCIAL MEDIA

I expanded the events identity to engage the audience's participation in hopes of securing a long-lasting relationship to the event. I aimed to preserve the existence of the Manifestival after it has happened through social engagement.

I considered how the brand could expand visually, emotionally and technologically, into various social media platforms. I applied multiple principles of composition (balance, visual hierarchy, rhythm, unity & scale) to abstractly defined spaces across multiple platforms.



The Manifestival of Living Well MERCHANDISE

To further develop the brand identity and promote the event, I chose to design a series of holistic and organic products that each Manifestival go-er would receive at the beginning of the three-day event.

Each recyclable box contains products from a few of the Manifestival's vendors, which includes a healing herb seed starter kit, a bar of organic handmade soap, a reusable insulated water bottle, and all natural pet treats.



The Four Waves of Immigration

CROSS-MEDIA

The Four Waves of Immigration creates a narrative of how Immigration has shaped America, highlighting the unique experiences that each foreign group faced during their era of migration.



The Four Waves of Immigration

HERITAGE JOURNALS

The three Heritage Journals follow the stories of three migrant women, each during a different wave of immigration; an Irish weaver, a Chinese student, and a Mexican mother of two.



The Four Waves of Immigration

HERITAGE JOURNALS

Early immigrants had a very different experience than those in the current wave.

The second media is a motion graphic video focusing on the Fourth Wave of Immigration. The motion piece includes why people migrate today, where they migrated to, and how they are shaping American Society.



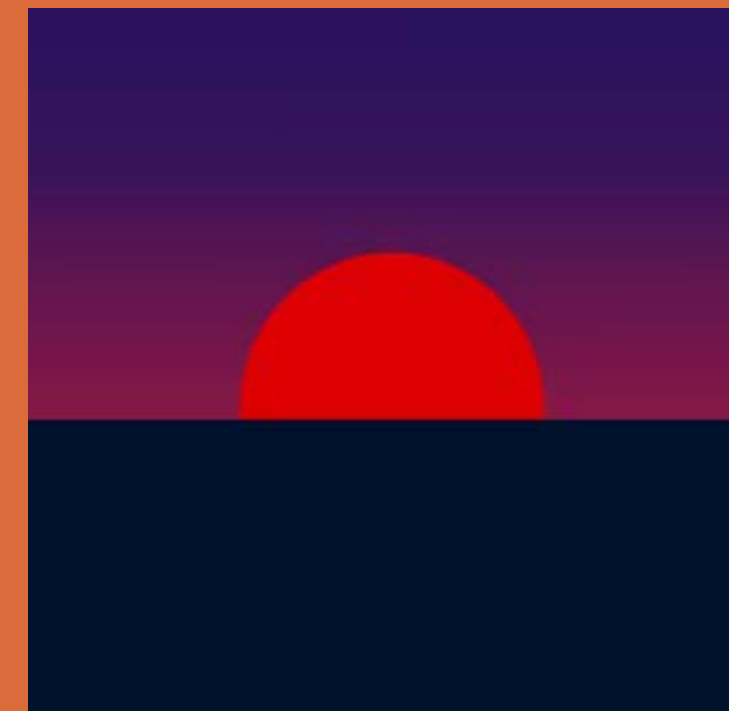
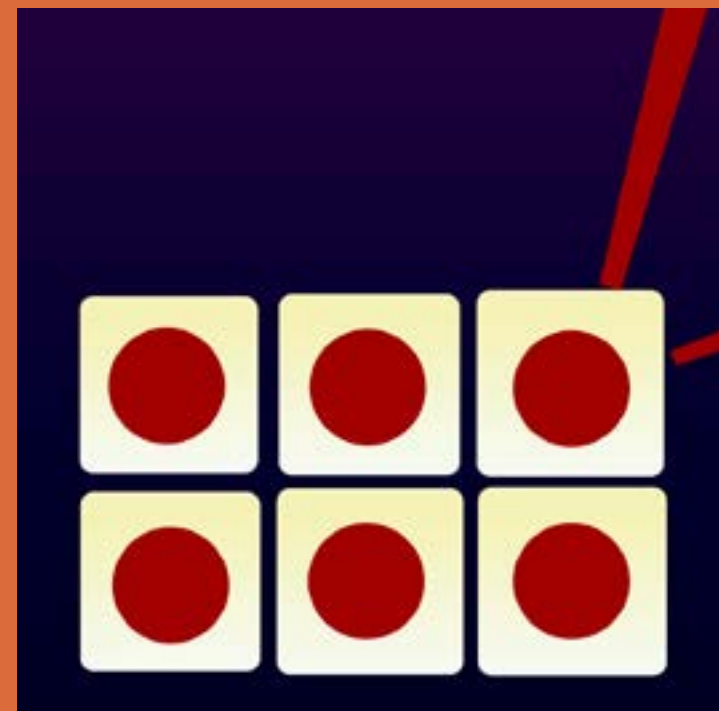
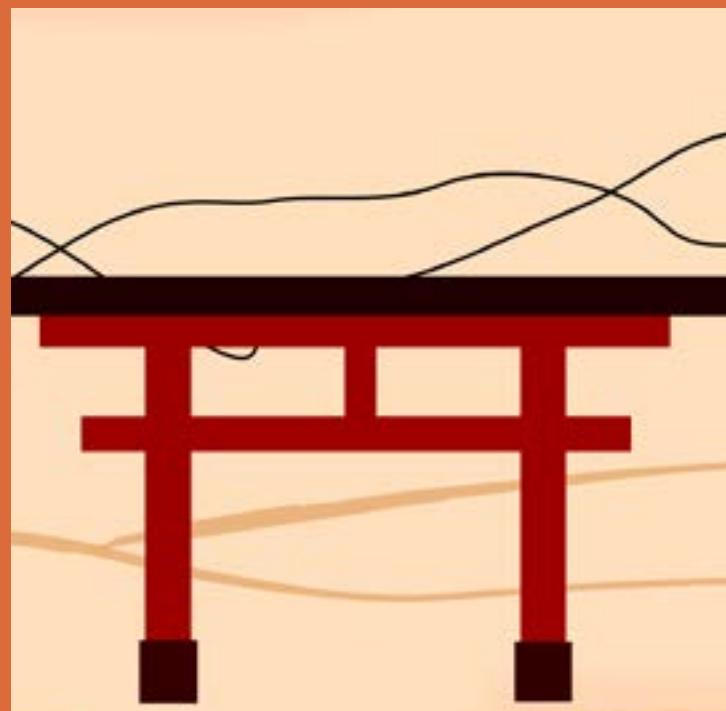
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Series of Gestalt Principle

ANIMATIONS

Using the principles as a point of departure from which to develop the concept and design for a series of five short motion sequences. The goal of the sequences is to communicate the principles, utilizing traditional design attributes of composition, color, shape, depth, tension, and contrast, while exploring time-based attributes such as pacing, rhythm, and sequence.





Broad City: Type in Motion

KINETIC TYPE

This project explores the process of combining “traditional” graphic design elements (such as composition, color, shape, depth, contrast, etc.) with time-based design elements (such as pacing, rhythm, and sequence), with a specific focus on typography and the dynamic, unique communicative potential of type in motion.

I chose a clip from one of my favorite shows on Comedy Central, Broad City. The color palette is evocative of the main character’s style and energy. I used type as a narrative tool where in certain instances the composition of letters mimic the object being talked about.



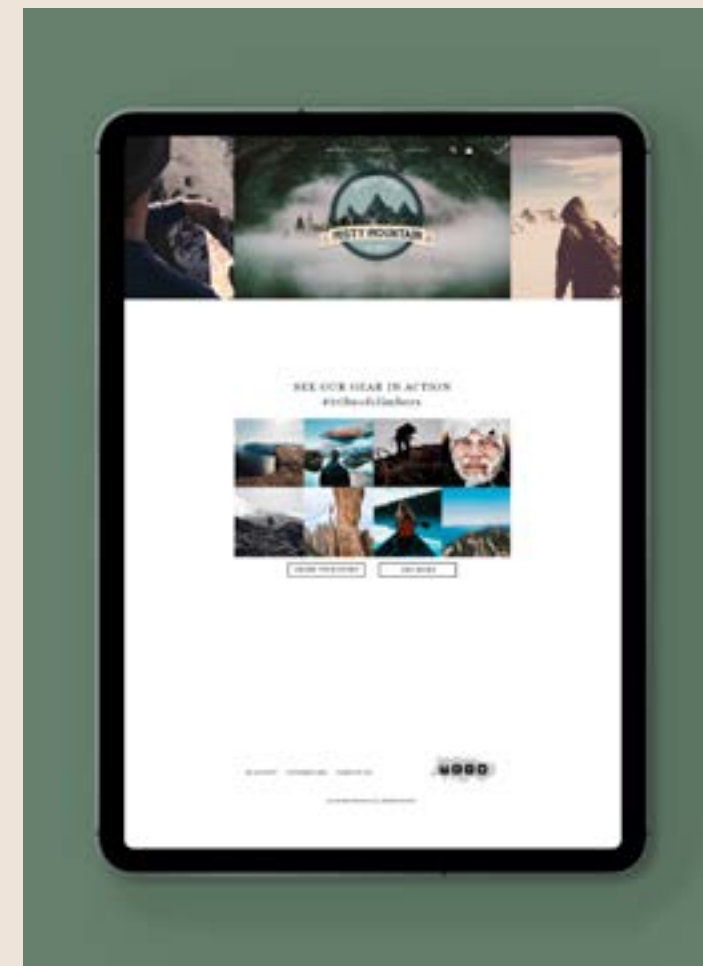


Misty Mountain: Innovative Climbing Equipment

LOGO / WEBSITE

Misty Mountain is a brand I created for innovative rock climbing equipment. I was assigned to design a logo, homepage for a website, and one product page.

My intentions for the logo and brand are to make it have a sense of nostalgia, while also feeling clean and modern.



POSTER/ BOOK COVER/ RETRO MODERN TYPE

PRINT SELECTIONS



THE TIME KEEPER: BOOK COVER

I was assigned to redesign an already existing cover for a novel.

I used the piling of gear elements, like ones you'd find in a clock, and the silhouette of a man who almost appears to be trapped in the gear.



RETRO MODERN TYPE

An exercise in Typography, I was assigned to hand render type, where I then scanned and mocked-up.



SAUL BASS IN AMSTERDAM

I designed an exhibition poster for a famous artist (Saul Bass) at the Stedelijk Museum in Amsterdam. My goal was to design a poster that mimics Bass's signature style and include elements of his infamous work and the location of the exhibition.

THANK YOU!

full portfolio of work available at amandafrances.design