

# BIANCA PEREIRA

Portfolio 2021

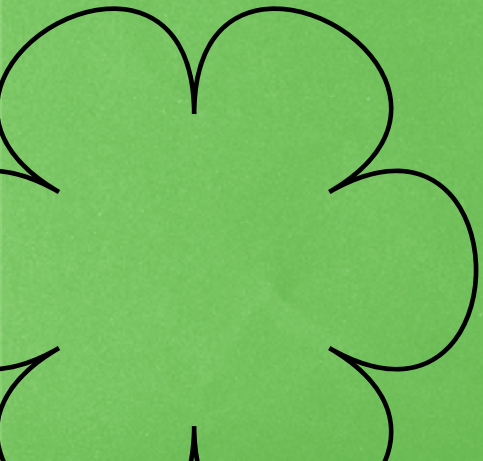


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# DESIGNER STATEMENT ✦

**BIANCA PEREIRA** is a graphic designer and illustrator based in New Jersey. Her work is impact driven and human centered. Through an interdisciplinary approach, she creates work that is empathetic, optimistic, light-hearted and brings joy to the viewer. She believes there is a sparkle in everyday moments.

Her work is versatile and she is proficient in print, web, motion, and more. Through the use of various media, she creates a layer and emotive experiences. She really loves to make illustrated poster campaigns, stickers sets, personal journals, comics and more!

Bianca Pereira is presently studying graphic design and psychology at Rutgers University- Newark (Class of 2022). When she's not designing you'll catch her nose in a graphic novel or playing Japanese role playing video games.

# DYSTOPIAN BOOK SERIES ✦

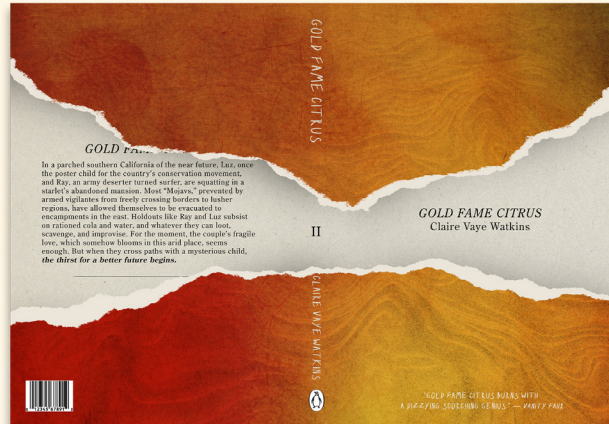
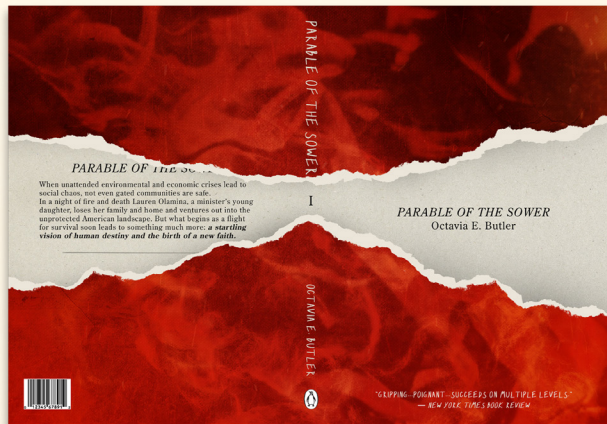
In this project, three dystopian novels were curated to be redesigned as a trilogy. The books in this series include *Parable of the Sower* by Octavia E. Butler, *Gold Fame Citrus* by Claire Vaye Watkins, and *The Road* by Cormac McCarthy. These books were chosen to be in a trilogy together because of their dystopian settings and common themes.

A common thread in the visual style is destruction inspired by fire, sand, and smoke. The primary color palette chosen for the series reflects the basic elements depicted in each texture.

To further the theme of destruction throughout the redesigns, there are rips on the front and back cover. The rips reveal the title and summary of the book. The rips on each cover create a visual pause from the elemental textures. All these elements create an oddly calm and atmospheric tone in the wake of destruction.



# DYSTOPIAN BOOK SERIES ✨



# BRITISH CURRENCY ✦

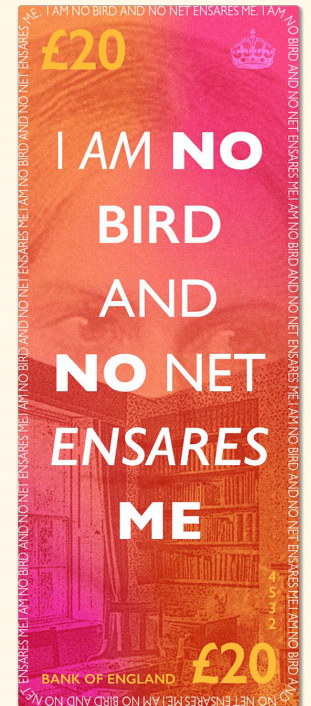
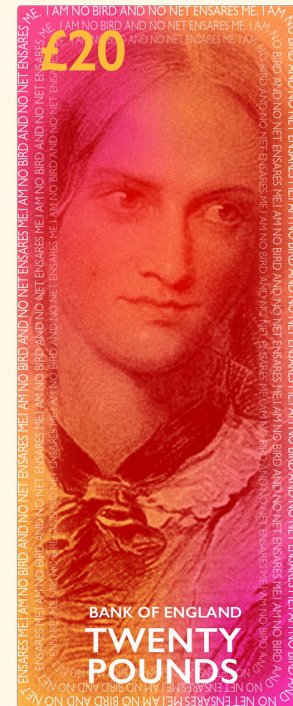
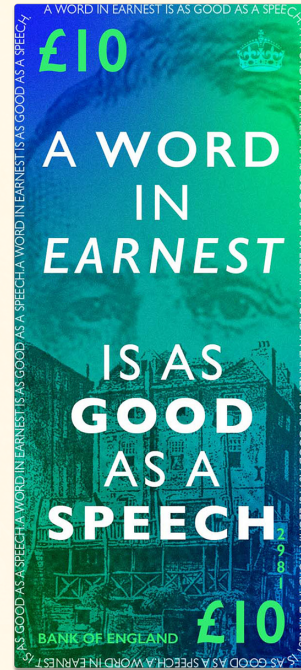
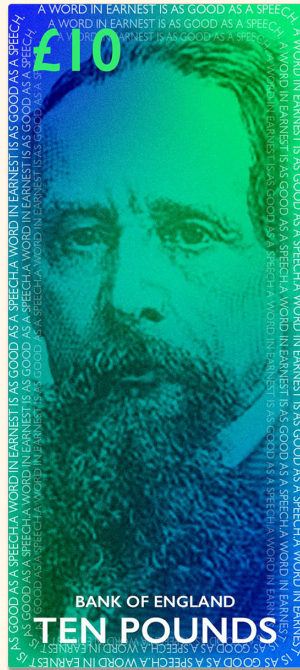
In this class project, England's currency was chosen to be redesigned. The banknotes are focused around famous English writers because England is known for its great authors that made huge contributions to literature. The writers included are William Shakespeare, Charlotte Brontë, and Charles Dickens.

The front of the banknotes includes an image of the author that is surrounded by a border that is a quote from that specific writer. On the back of the banknote also includes a place that holds meaning to each author. For Shakespeare it was his theater, Brontë it was her home office, and for Dickens the streets of London that shaped him as a writer.

The design of the banknotes have a modern feel to them to express how these writers and their work have transcended time. Even though their literature was written long ago their words are still relevant today.



# BRITISH CURRENCY ♣



# CALL ME POSTER ✦

In this project, I had to create a music poster based on my interpretation of a song and I chose "Call Me" by Blondie. This poster has a pop art aesthetic that expresses the fun and loud nature of the song. To add to this loud and bright aesthetic there are collage aspects such as the ripped paper and combining illustration with photography. The colors are inspired by pop art as well as the color palette that Blondie uses for their own albums. There is also a mystery to the poster by the blue hands floating in darkness. We do not know who is on the phone which alludes to the provocative nature of this song.



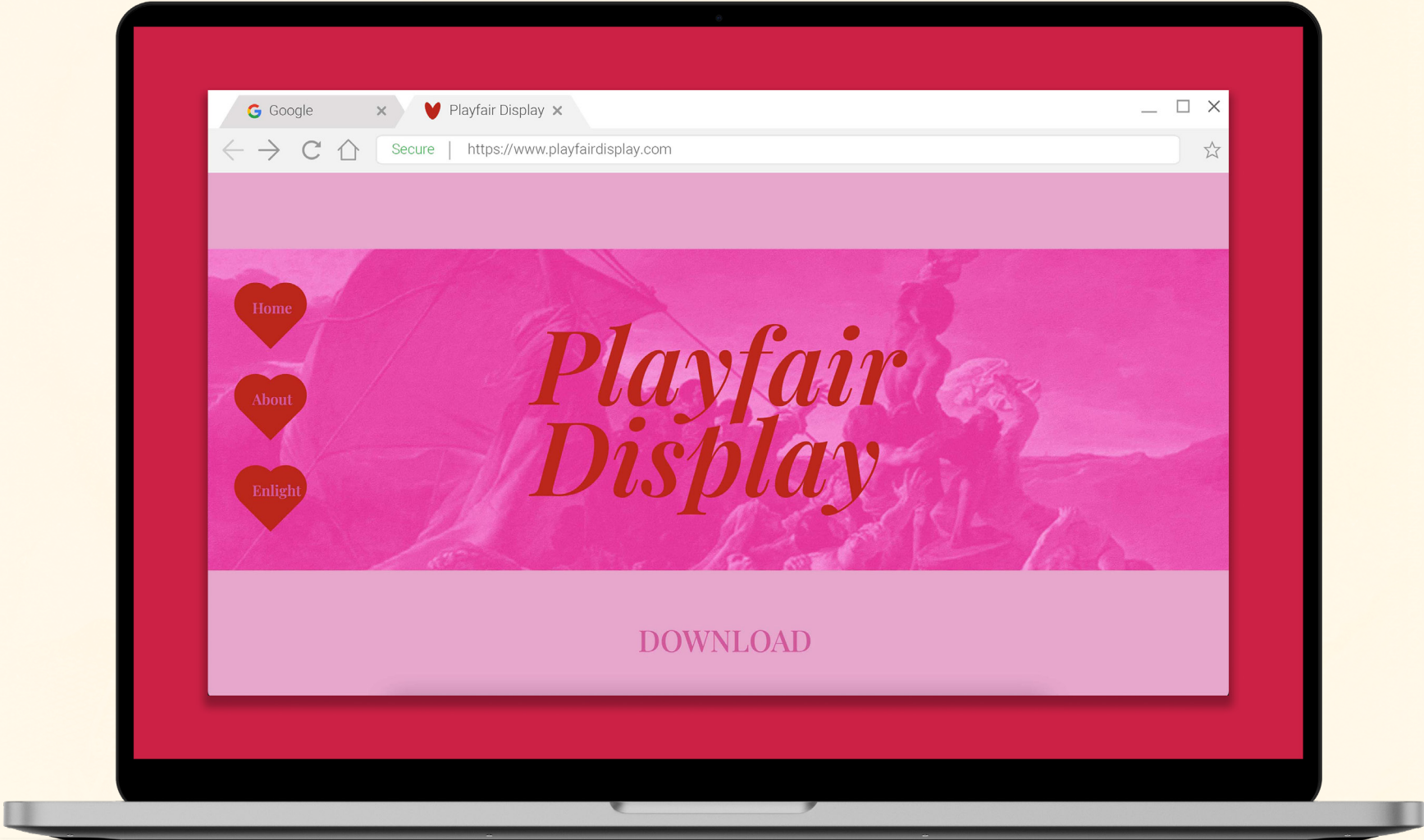
CALL ME POSTER AND VINYL ★



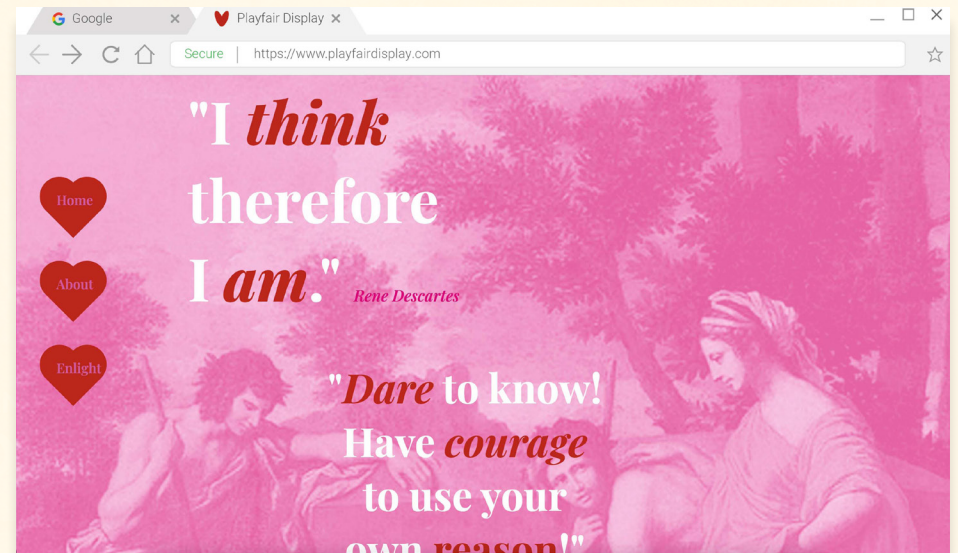
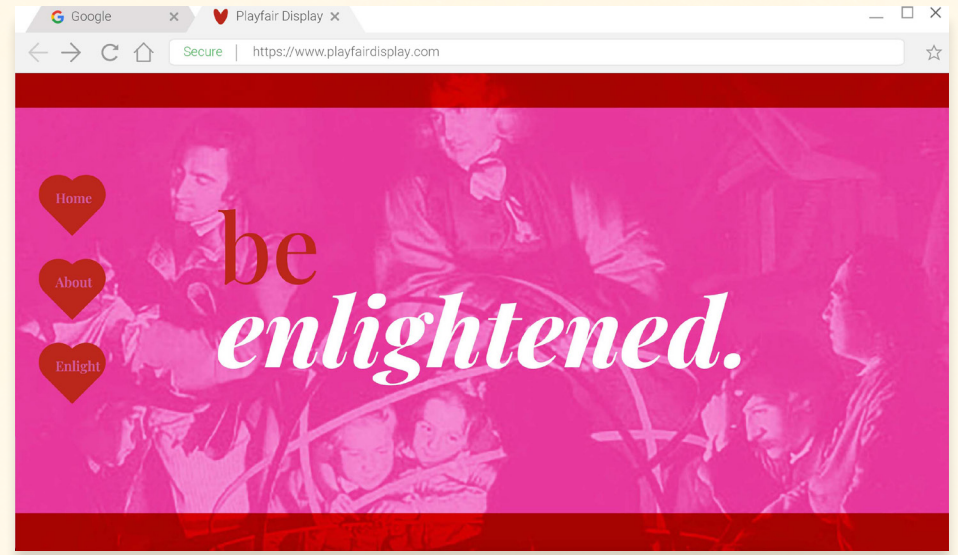
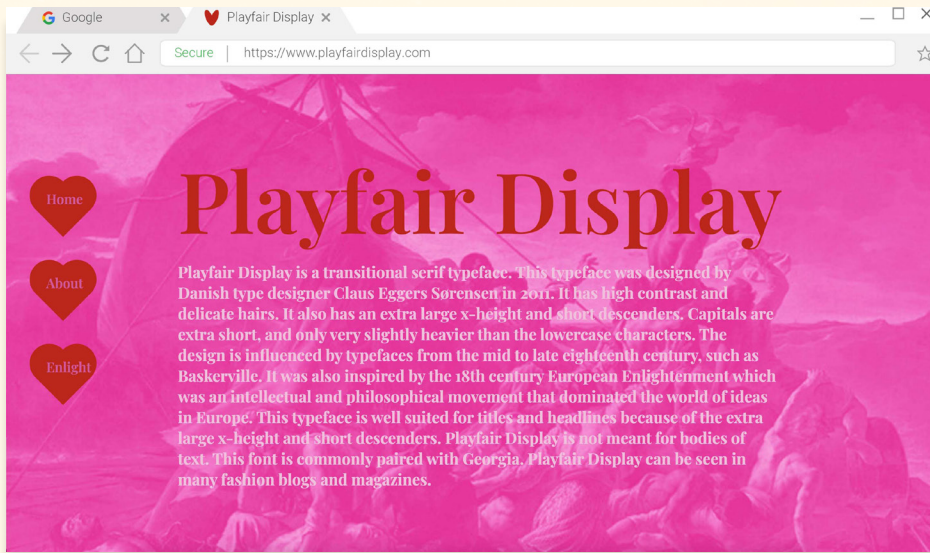
# HTML TYPE SPECIMEN WEBSITE ✦

In this project I designed a website using html and css. The website was focused on the typeface Playfair Display and showcases the history of the typeface as well as how it can be used. Before coding I created a sitemap and designed wire frames to know exactly how the interface would work. The aesthetic of the website is very romantic to reflect how Playfair Display was inspired by Romanticism. The use of paintings in the romantic style are displayed throughout the website to add to this theme.





# ABOUT PAGE ★



# THE SOCIAL RENEGADES CONFERENCE ✦

In this semester-long project, I created a conference that is focused on introversion. The aim of this conference is to educate people about introverts especially since we live in a world where we tend to devalue them.

This conference seeks to debunk the myths of introversion and to teach the strengths introverts have to offer the world. The identity of this conference and brand revolves around a calm and welcoming tone that appeals to introverts.

This campaign includes merchandise created for this conference along with how this brand would use social media.





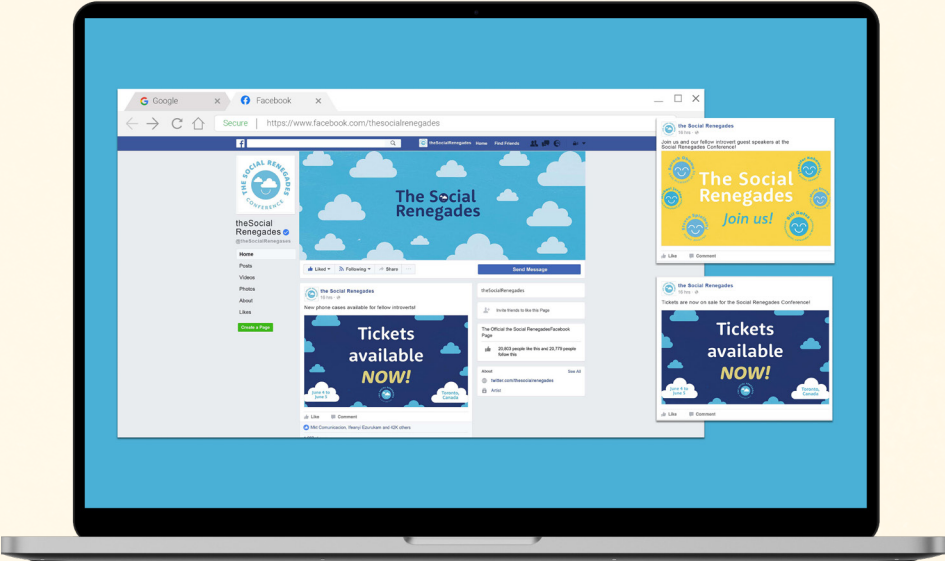
LANYARDS ✪



STICKERS AND NOTEBOOKS ★



# SOCIAL MEDIAS ✨



# SKY BLUE FC COLLAGES ✦

These were collages I made for my design internship at Sky Blue FC. Sky Blue FC is a professional women's soccer team that is based in New Jersey. These collages were made for them to post on their social media accounts. I had to showcase the players while also keeping the brand identity of the soccer team into account.



SKY BLUE FC COLLAGES ★



SKY BLUE FC COLLAGES ★

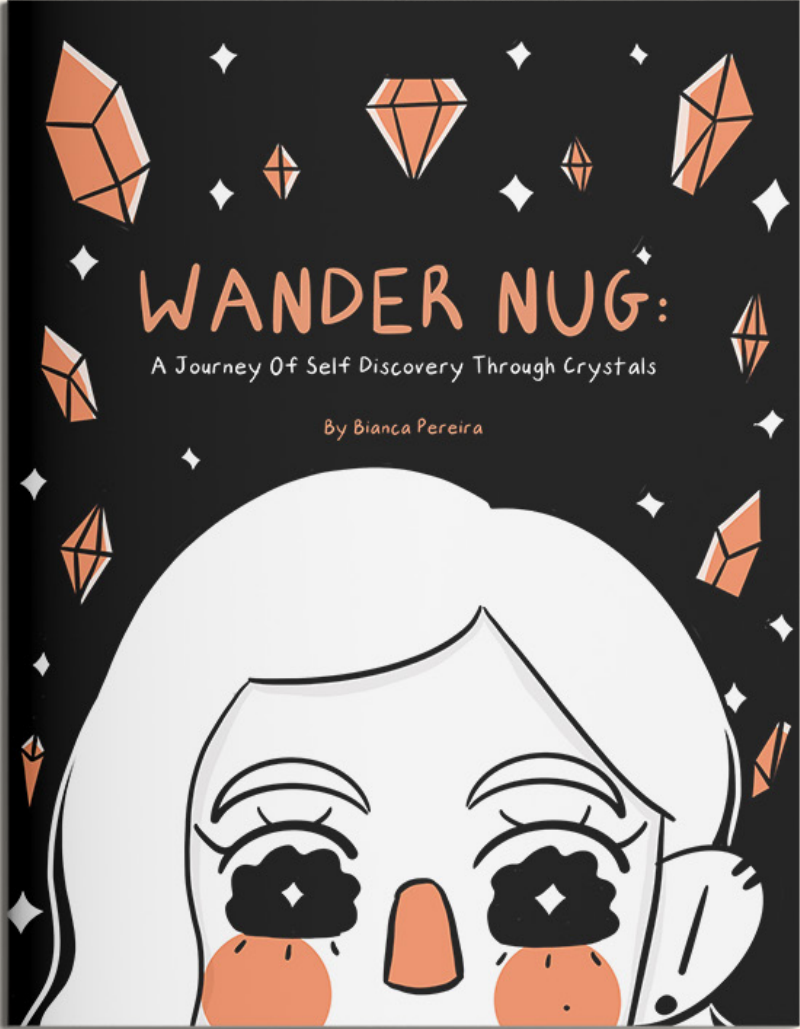


# ILLUSTRATION MEMOIR ✦

This is a memoir that I wrote and illustrated that is dedicated to my cousin. This memoir is written from her perspective. She shares the journey she had with crystals and how it impacted her life. This project consists of illustrations as well as a custom handwritten typeface.



ILLUSTRATION MEMOIR COVER ✨



# INSIDE PAGES ★



# INDIE GAMING EDITORIAL ✦

In this project I created an editorial and website all about indie gaming and how far it has come. This project uses many pixel art style to reflect the pixel art style that many indie games utilize.

At the heart of indie gaming are the individuals or small teams that create works of art. They work hard to create games that are beautiful and also rich in storytelling, wonderful music, and impactful themes.

Major gaming publishers have a heavier emphasis on how well a game sells rather than working on the quality of the game itself so they take less risks of innovating game play. Indie game developers are able to be more experimental and take more risks.

This editorial hopes to highlight the importance that indie games bring to gaming as well as showcase the beautiful work that these indie developers have created.



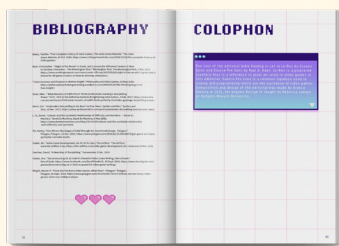
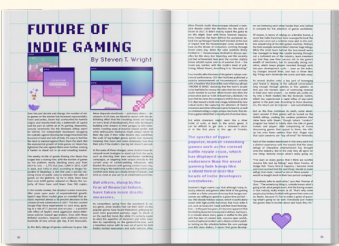
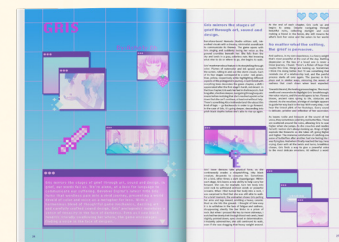
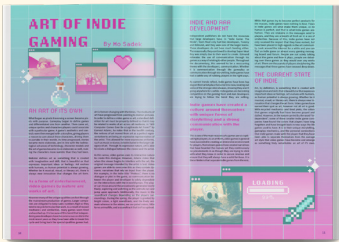
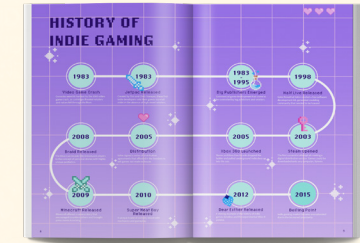
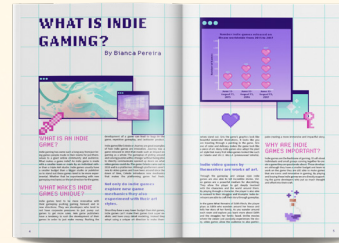
INDIE GAMING EDITORIAL COVER ✨





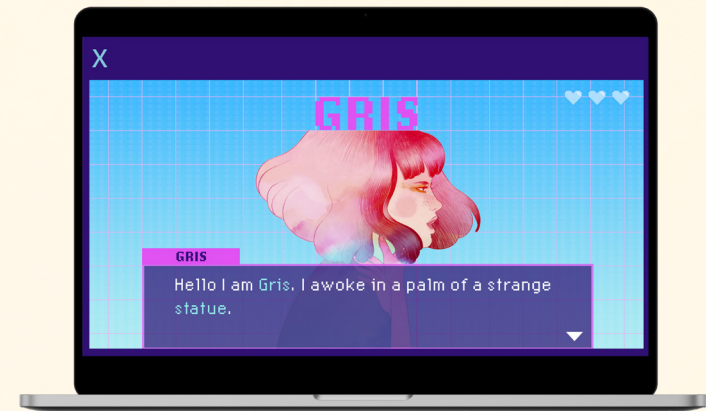
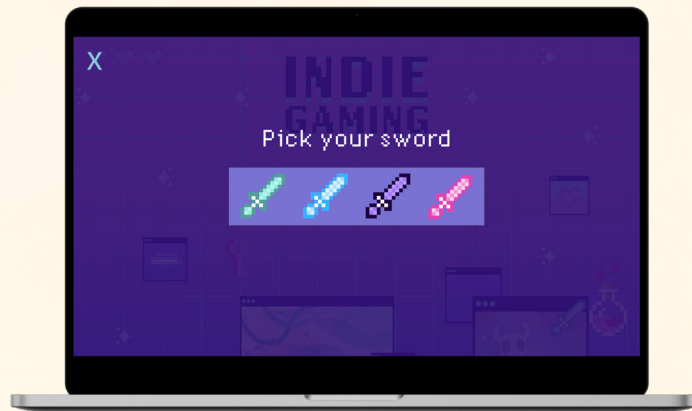
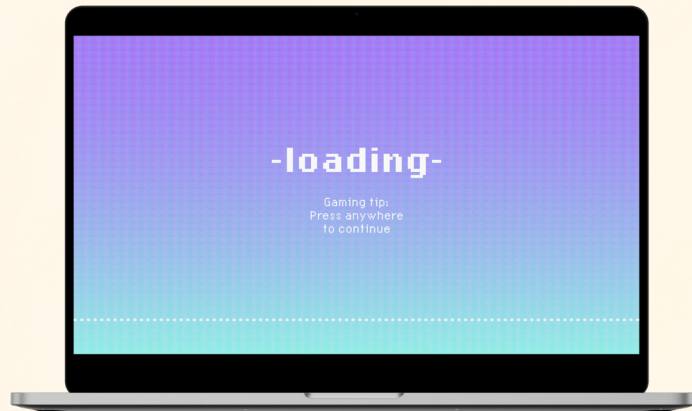
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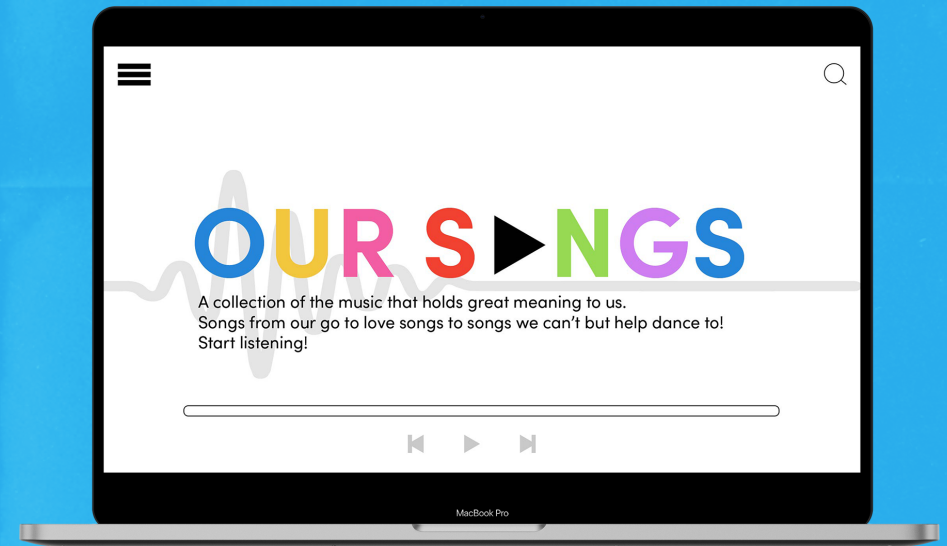


# SCREEN BASED MEDIA SUB PAGES ✨

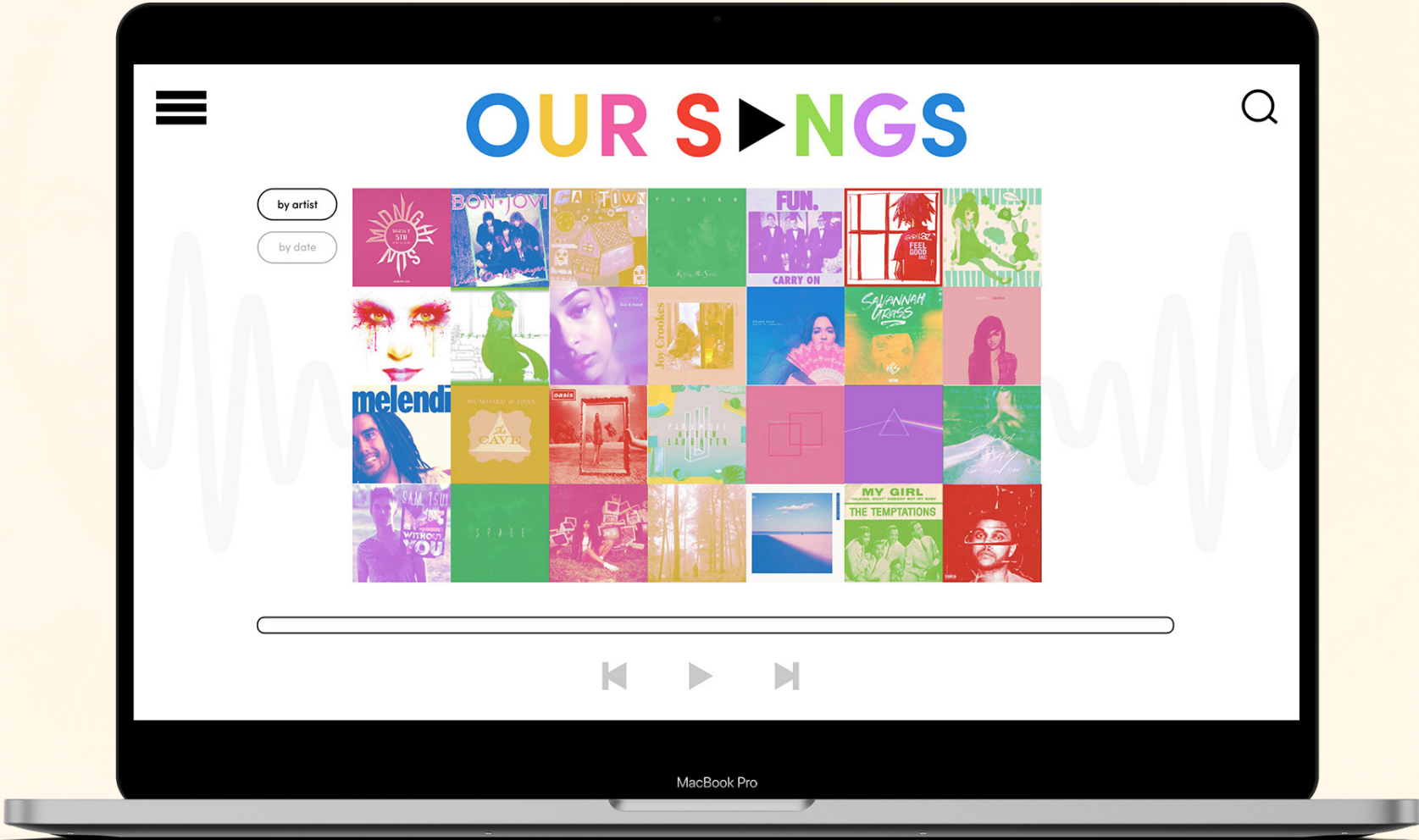


# OUR SONGS COLLECTION WEBSITE ✦

In this project I created a website that is a collection of people's favorite songs. The song collection ranges from "their" song, "their" happy song, "their" nostalgic song, or "their" go to dancing song. Users can share their personal memories or experiences with a song as well as see who else has shared similar experiences to them. This collection and website was designed based on research, surveys, and user testing.

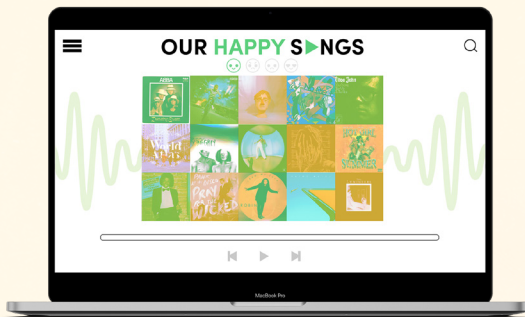


OUR SONGS COLLECTION PAGE ★




# OUR SONGS NAVIGATION AND THANK YOU PAGES ★





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My Type by Saint Motel




**About the Song**

This song is about a man who loves all different types of people and has to have them all. Lead singer AJ said he wrote this song after having an argument with a "lady friend" who said that everyone was his type.

▶ ▶ ▶

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My Type by Saint Motel



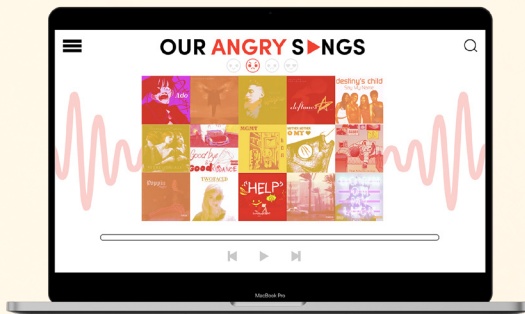
**Lyrics**

Ooh, ooh-ooh-ooh, ooh ooh

And take a look around the room  
Love comes wearing disguises  
How to go about and choose?  
Break it down by shapes and sizes  
I'm a man who's got very specific taste


You-you-you're just my type  
Oh, you got a pulse and you are breathing

▶ ▶ ▶



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Help! Oh Well... by SomethingElseYT



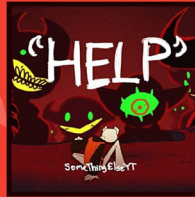
**About the Song**

On October 19, 2019 Adam Ortiz (better known as SomeThingElseYT) uploaded his 2nd ever song on YouTube called "Help!". Ortiz said that he only gave himself one day to write, produce, film, and edit the song and that he wanted to give himself much more time to fulfill the song's potential.

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Help! Oh Well... by SomethingElseYT

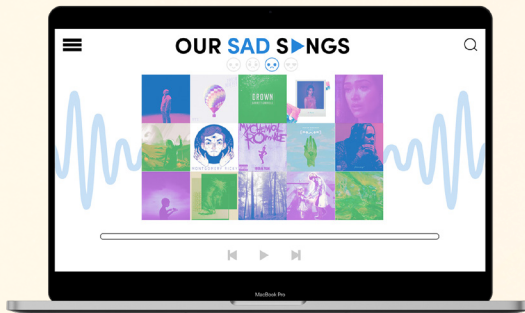


**Lyrics**

Help! Oh, well  
Everybody going up, but I'm going to hell  
I don't even give a fuck what I'm doing,  
who cares?  
I be thinking that I'm nuts, but who isn't?  
I stare, I stare screaming


Help! Oh, well?  
Everybody going up, but I'm going to hell  
I don't even give a fuck what I'm doing,  
who cares?

▶ ▶ ▶



←

Mr. Loverman by Montgomery Ricky




**About the Song**

Mr. Loverman was released on April 6th, 2016. The song is about Montgomery's father dealing with the loss/break-up of his partner using alcohol and questioning himself. Throughout the song, the man refers to himself as "Mr. Loverman" as he defines himself as a lover; he has lost his identity as any other being and now feels incomplete.

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Mr. Loverman by Montgomery Ricky

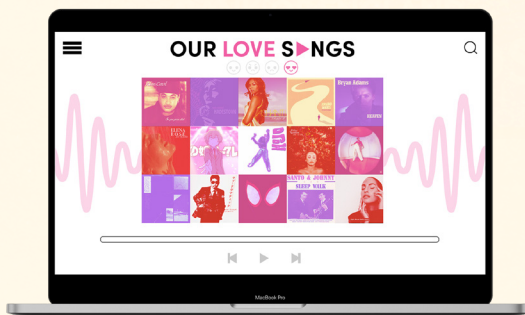


**Lyrics**

I'm headed straight for the floor  
The alcohol served its tour  
And it's headed straight for my skin  
Leaving me daff and dim  
I've got this shake in my legs  
Shaking the thoughts from my head  
But who put these waves in the door?  
I crack and out I pour


I'm Mr. Loverman  
And I miss my lover, man

▶ ▶ ▶



←

Just The Way You Are by Bruno Mars




**About the Song**

It was released in the United States to contemporary hit radio on August 10, 2010. The track was released in the United Kingdom on September 19, 2010, as "Just the Way You Are (Amazing)". The song's lyrics compliment a woman's beauty.

▶ ▶ ▶

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Just The Way You Are by Bruno Mars



**Lyrics**

You know, I was  
I was wondering, you know  
If you could keep on  
Because the force  
It's got a lot of power  
And it make me feel like ah  
It make me feel like... ooh!

Lovely is the feeling now  
Fever, temperatures rising now  
Power is the force, the view

▶ ▶ ▶

# THE STORY OF BOB ROSS ✦

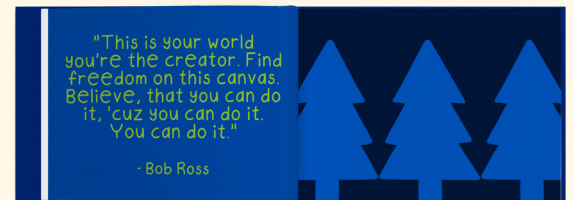
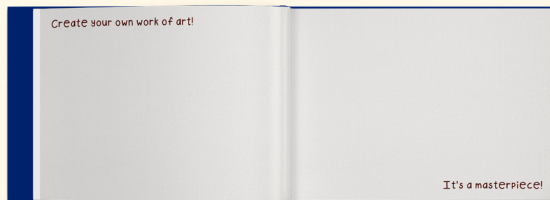
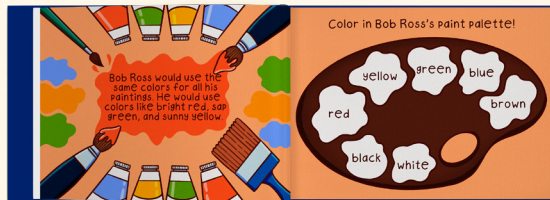
In this cross media project, I plan to explore the different perspectives of Bob Ross. This project explores all sides of Bob Ross through the use of two different medias an interactive children's book and a website.

When most people think of Bob Ross they think of a cheery and calm painter who enjoys helping animals as well as enjoying nature. But what many people don't know either is that harsh reality about his life. Although he has brought much joy to the lives of others through his television show he had many struggles behind the scenes such as: the effects of cancer on his life, and exploitation of his name as well as likeness.

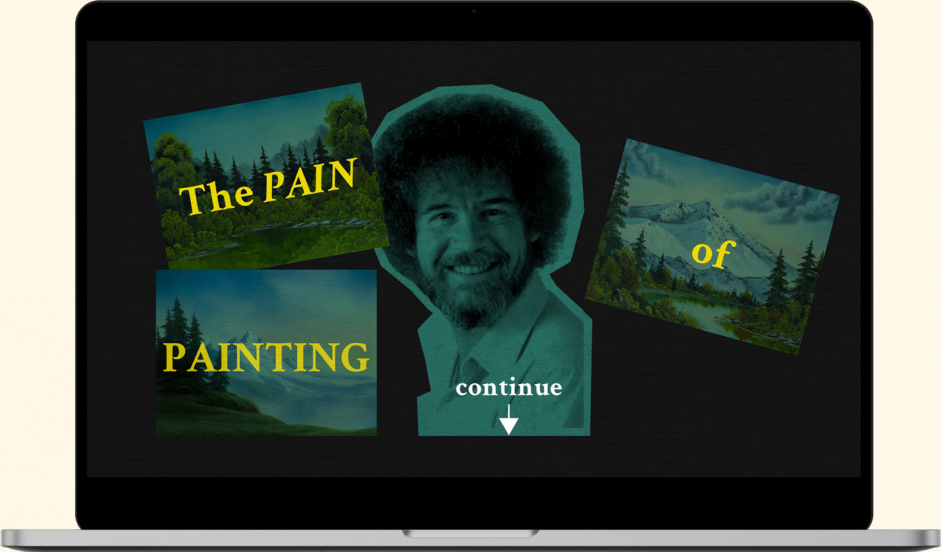
Each media explores these two sides of Bob Ross in their own unique way. Both medias combined together unfold to tell the complete story of the life of Bob Ross.



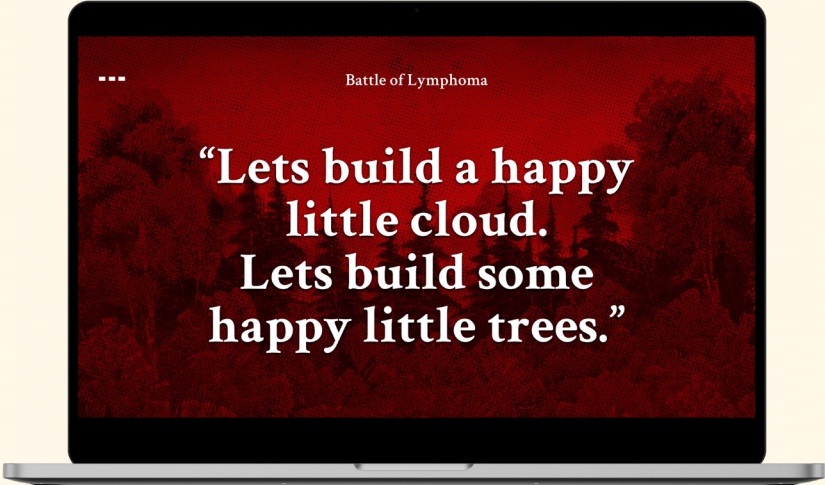




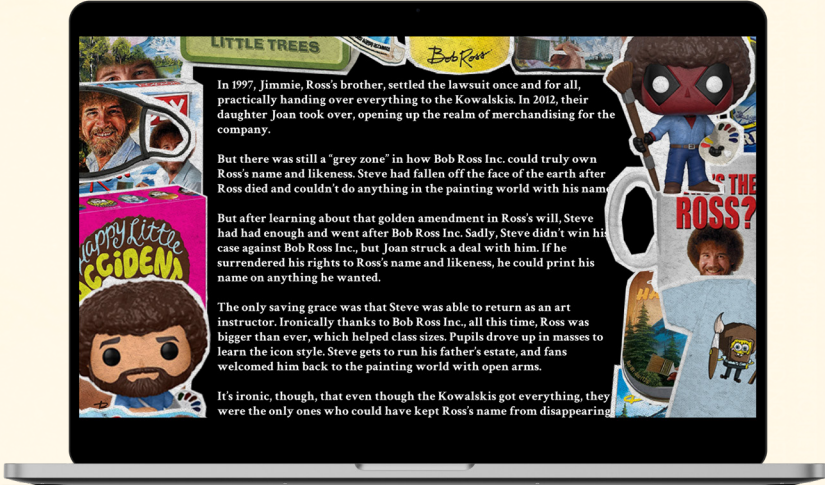
MEDIA 2 WEBSITE LANDING PAGE ✨



MEDIA 2 WEBSITE SUB PAGES ★



MEDIA 2 WEBSITE SUB PAGES ★





**Thank you!**

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