



RATIONALE:
Use of shape as a character.
Colour used to highlight key areas.
Custom typography gives words / a logo a custom and memorable impact.

TYPEFACES
The curves in 'Quiche' are softly dramatic and add a little spice, which is something I like to bring to a design. 'Montserrat' is universally flattering like the clothes I like to wear.

COLOUR:
A combination of trustworthy and down to earth colours infused with a bit of quirk and energetic shades. I wanted to harmonise the contradictory aspects of myself.

Quiche	MONTERRAT
ABCDEF	ABCDEF
GHIJKL	GHIJKL
NOPQRS	NOPQRS
TUVWXYZ	TUVWXYZ

I WANT TO BE KNOWN AS A GRAPHIC DESIGNER WHO IS CREATIVE AND METICULOUS WITH SOME EDGE

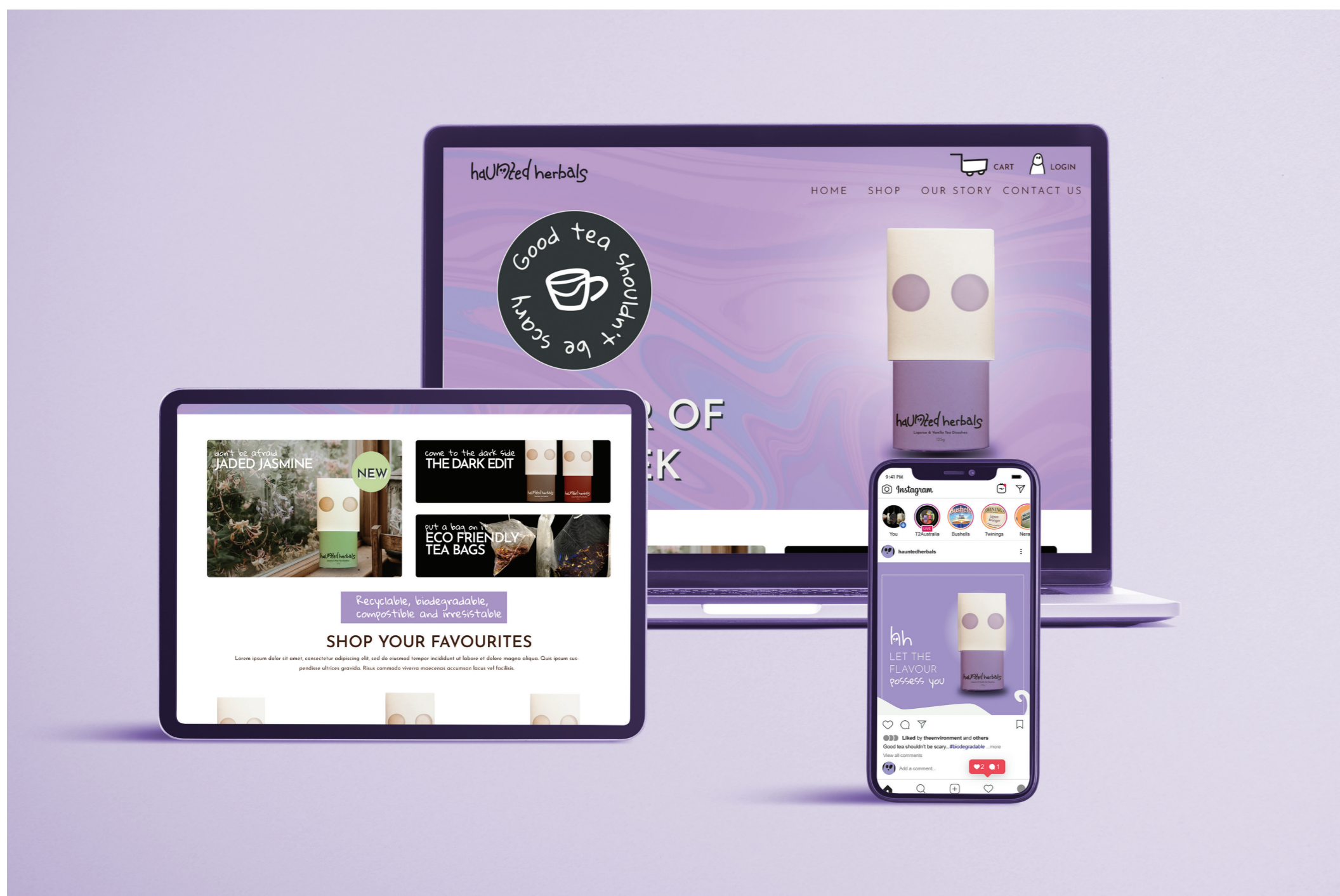
Personal Identity

In order to build a brand identity for myself, I needed to research and reflect on myself and my design. Mind-mapping elements of my work ethic and style gave me a series of key words to explore.

Overall I feel I have explored myself factually, conceptually and visually to create my professional identity. Research and ideation has defined the professional and personal aspects of my brand as:

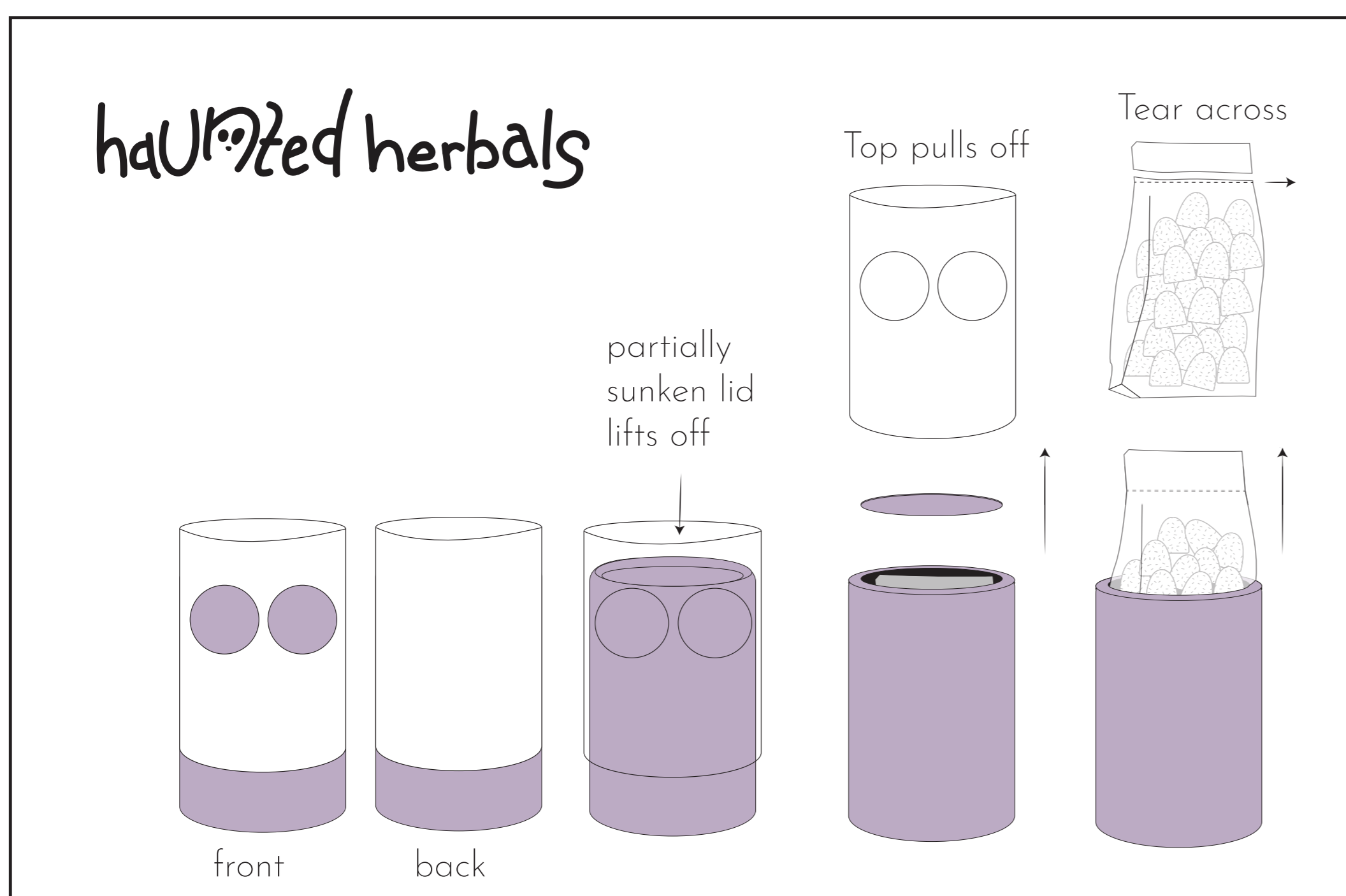
- Professional
- Quirky
- Hardworking
- Efficient
- Creative

I really wanted to emphasise the research aspect of what I do in design, as this comes from my background in Psychology and interest in human behaviour. Designing for the audience is key to everything I do, and this has shaped my design style - how can I best communicate a particular message to the people it needs to reach?



Merchandising

Extending the brand experience to cute stickers, mugs and phone cases. These are inexpensive items which can communicate personality traits and preferences, and would be popular among the demographic age range. The branding is subdued and uses attractive colours for everyday use.



Tea Packaging and Branding

A solution to a problem: designing innovative packaging for the tea industry, addressing common frustrations for tea drinkers.

The packaging which has been constructed is a cylindrical box made out of recycled cardboard. A liner sits within the cylinder to protect the tea, keeping it fresh. The round shape is stackable and fits nicely on the shelf, standing out against the square shaped packaging which dominates the aisle.

It's recyclable, biodegradable and compostable. Special care has been taken in constructing the product itself, opting for a 'tea dissolve' instead of a teabag (which has extra packaging), and is easier than looseleaf (no additional accessories are required to prepare). This product has been crafted for the user, prioritising simple packaging to reflect the easy to prepare tea inside. This is not at the expense of the outer shell, which has been given its own character and personality with eyes that look at you. This in itself has been designed to take advantage of the innate bias humans have to focus on a face or find a face in similarly shaped objects.

Anna Bubner

annabubner@gmail.com

annabubner.flywheelsites.com

Diploma of Graphic Design