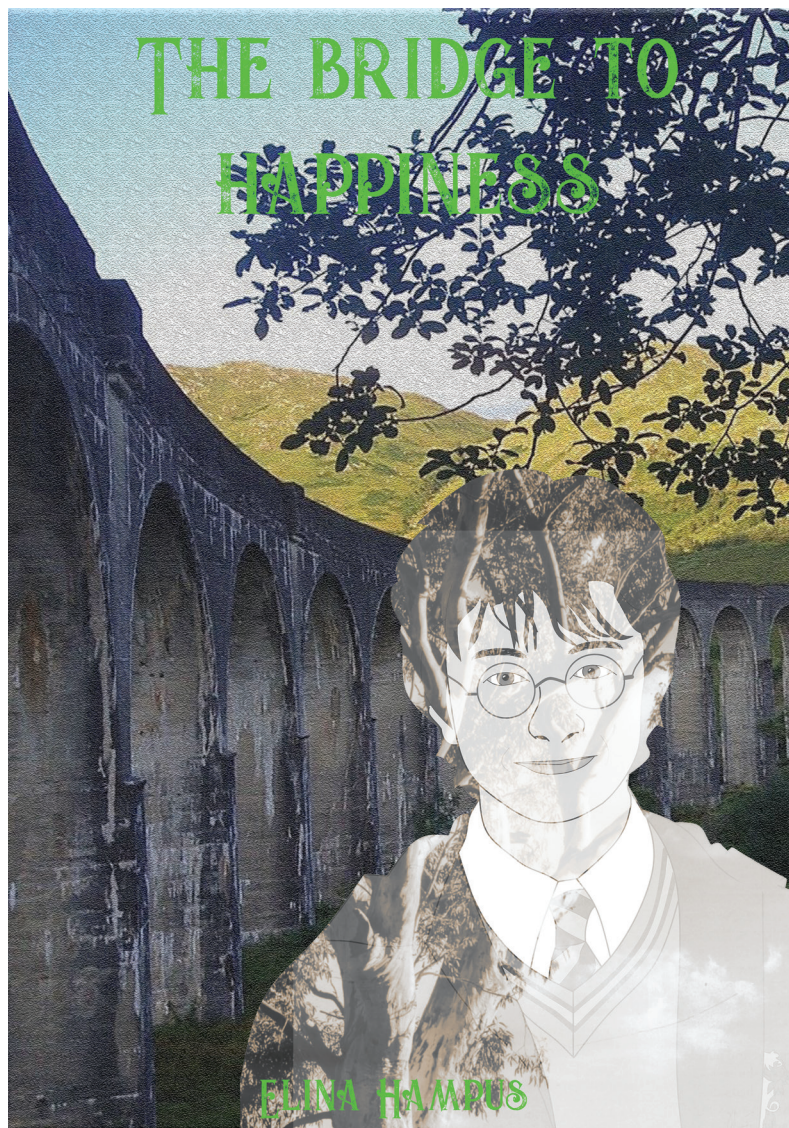




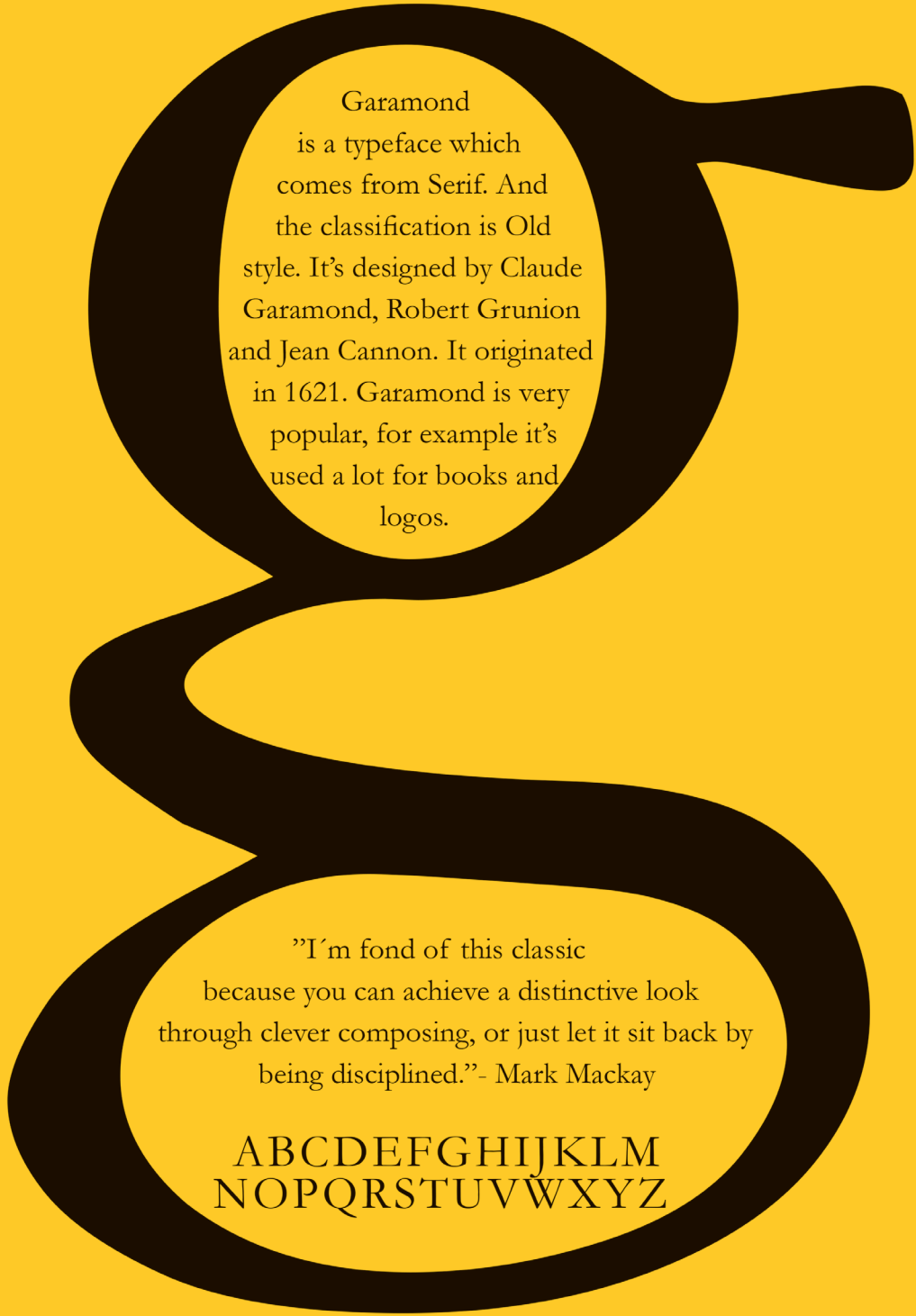
Elina Hampus



1

Photo media

I used traditional and contemporary photo media techniques to create an image for the book cover of a fiction novel. The writing genre was our choice. The photo media should maintain hierarchy and express the writing genre with the use of limited typography. Title and author text to be included in the design but as mentioned the image was to be the focal point.



Garamond
is a typeface which
comes from Serif. And
the classification is Old
style. It's designed by Claude
Garamond, Robert Grunion
and Jean Cannon. It originated
in 1621. Garamond is very
popular, for example it's
used a lot for books and
logos.

"I'm fond of this classic
because you can achieve a distinctive look
through clever composing, or just let it sit back by
being disciplined." - Mark Mackay

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

GARAMOND

2

Type specimen poster

I researched a typeface family developed prior to 1960. As part of the research I was to identify the serif or sans serif classification period and construct a poster to hang in an exhibition celebrating type.

Selecting a Yoga Program

Choosing your Yoga Class

You can choose from a wide variety of yoga classes offering different types of yoga and different teachers and styles.

See our brochure for information on these different styles.

- Ashtanga
- Bikram
- Hatha
- Iyengar
- Kundalini
- Power Yoga
- Sivananda
- Svaroopa
- Therapeutic
- Viniyoga
- Vinyasa
- Yoga For Fitness



Yoga provides a number of well-documented physical, mental and emotional benefits, including reduced blood pressure, enhanced feelings of relaxation, stress reduction, improved digestion, better posture, increased strength and flexibility and balance. Yoga also has been shown to benefit individuals with chronic diseases and disabilities through improved body awareness and orientation.

Choosing your Yoga Class

You can choose from a wide variety of yoga classes offering different types of yoga and different teachers and styles. Make sure to select an appropriate class and instructor for your skill level.

Types or styles of yoga vary in pace and emphasis from slower-paced practices that include breathing and meditation to faster, flowing movement sequences combined with rhythmic breathing.



Selecting a Yoga Program



3

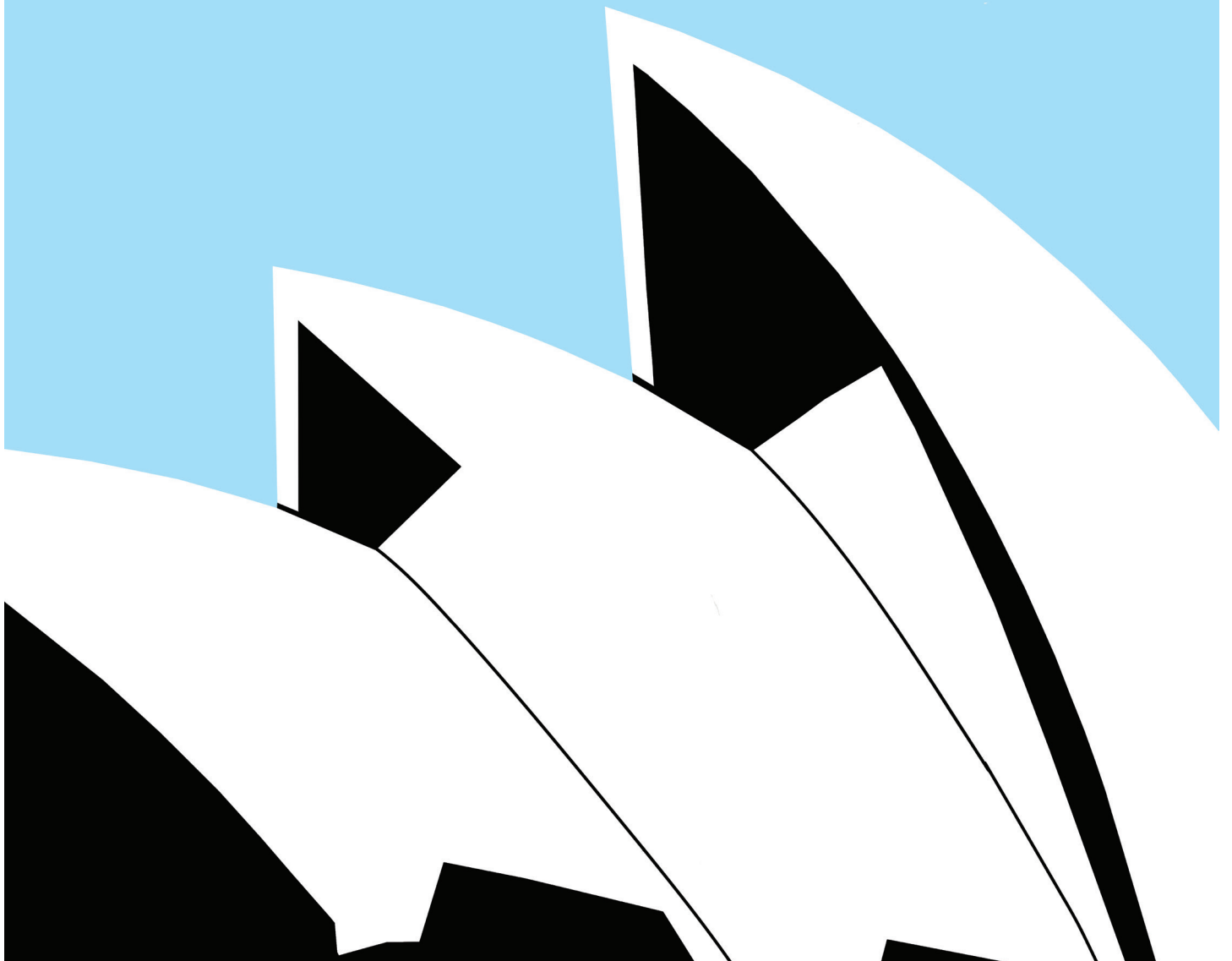
Folio of exercises

The Folio of exercises consists of an advertisement and a DL tri-fold brochure. I was to follow the instructions in the supplied briefs and complete all these designs to industry standard.

AUSTRALIA

SYDNEY

33.8688° S, 151.2093° E



4

Travel poster

I designed and produced a travel poster that celebrates a particular location. The poster should be designed as collectable piece that is desired by tourists and locals alike. It could be photographic or could make use of different illustration techniques.



5

Advertising campaign

I developed and completed an advertising print campaign from concept to presentation. My campaign was for binge watching. You could donate money to the company Beyond Blue and as a thank you, you could pick products such as waterproof iPad case.



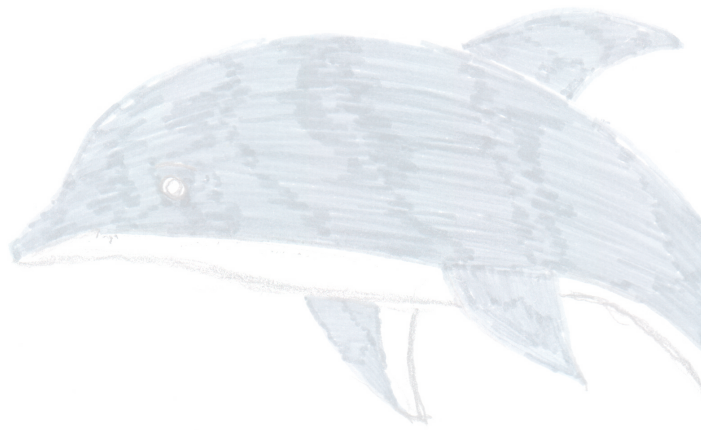
6

Phobia

My task was to research and select a “Phobia” to produce a 4 page editorial article for a magazine. Careful consideration of my selection was required, as I had to produce all illustrations and/or photography for my subject matter so consideration for imagery was required.



7



Small illustrations

Small illustrations are exactly as they sound. Their size means you can create a variety of illustrations in a short time frame. But they can be as simple or as detailed as you wish. I was required to select a technique (or mixed techniques) that I felt proficient in to use, to develop a series of small illustrations.



8

Patterns

Patterns are used for many purposes in the design world, from additions to brochures, menus and magazine spreads to wallpaper to textile applications. They can be fun to create but the tessellation process can be challenging. I was required to create a repeating pattern from three or more of my small illustrations.



9



Clothing company

There are many brands selling clothing, for example Gant, Ralph Lauren, Odd Molly and Tommy Hilfiger. Most of these companies promote clothing with prints and/or patterns. The clothing line that I designed has a minimalist approach while being very elegant. The company name is Lilly and the logo features simple text with an outline of a dolphin. I designed the clothing in a variety of single colours with the logo.



Elina Sofia Hampus

Email: elina.hampus@gmail.com
Instagram: [@eelinahampus](https://www.instagram.com/eelinahampus)