



graphic designer
Gabriel
Design Portfolio

The Imperium

a chain of historical boutique hotels

brand identity • illustrative project

The Imperium is a line of hotels that required a branding initiative to reflect their unique business model. The various branches are situated in notable regions in what would have been the Roman Empire. As opposed to the decadence that most hotels offer, The Imperium aims to promote self-improvement by incorporating activities that would stimulate the mind and body; a form of quasi-training, if you will. These activities, which are primarily either athletic or scholastic, playfully mimics the various regiments those in the Roman Empire had. The purpose of the brand identity was to bring out the aspects of daily Roman life, expressed through symbolism and conflation, of the different classes in their society.

The logo is comprised of a battle standard that depicts a structure that is specific to the region it is in, denoting itself of a specification of the amenities and services it provides. Be it a focus on athletic, academic, or some other particular program, the historic location it is in is relevant to what the branch provides. Icons, artwork, and other elements are illustrations that pay tribute to the noteworthy and most recognizable aspects of the Roman Empire. These illustrations are utilized as analogous devices to associate mundane icons with aspects of their society, i.e the recreation centre being denoted by the Coliseum, or the library denoted by a scroll. Including the branding, collateral items include: energy bars, teas, scented candles, and amongst other things. The overall design was done in a structured manner as a reflection of the unparalleled order that the Romans employed.







Baguio

The Dawn of Easy Days

city branding • environmental design

This city branding project for Baguio, Philippines adopts the idea of “Dawn of Easy Days.” The concept statement reflects the “easy rural life” that the city boasts. Known as the “Summer Capital,” Baguio gets ideal and consistent sunlight, hence the use of the analogy of “Dawn.” Aimed to reinvigorate the region’s appeal to tourists and residents alike, it is an urbanized city that retains its bucolic nature and traditions; unseen anywhere else in the country.

The logo consists of an illustration of a winding road that’s adorned with a rising sun. Keeping the geographic location of the city in mind, it is situated atop a plateau and nestled inside a collection of valleys, the logo aims to reflect its unique placement. The style in which it’s illustrated is to portray the renowned dedication that the city has towards traditional locally produced and hand-crafted goods. The artwork consists of line work that mimics Kalinga tattoos, a culture of which hold great prominence in the region.




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Bagwio
the dawn of easy days.

Dear Mr. Johnson

Kindly accept this application from a highly enthusiastic, motivated, and knowledgeable professional who wishes to apply for your Marketing Manager vacancy. I can bring to your company real life experience leading multi-disciplinary teams in delivering actionable solutions in the form of marketing reports, overall campaign effectiveness, customer analytics, segmentation, and insights. Currently working with Claydon Heeley as a Business Consultant, I have successfully increased sales from \$8000 to \$25000 in ten months. I'm fiercely competitive in my approach to acquire business, and can handle complex situations from both a strategic and a tactical perspective. As a Digital Marketing Expert, I increased followers on social media by 150% resulting and grew the overall sales by \$45000.

Additionally, I am able to identify, exploit, take advantage of, and fully develop any marketing opportunity that comes my way. With my previous employer - The Boston Herald, I constantly exceeded all goals set for me, and was valued for my ability to deal with complex situations by coming up with unique and innovative solutions. I was responsible for managing sales projects, implementing advertising programs, and forging enduring relationships with local organizations.

Martin Johnson
Co-Founder

Wake Up To The

Tahoe
Vendor



Advent Shopping At The

Public
Market



Sprout Up To

PANAG
BENGA



Flushdrive

Don't let it bug you.

computer cleaning kit • packaging design

Flushdrive is a computer cleaning kit which is aimed to adopt the geek culture that surrounds the idea of computers and technology; the stereotypical IT person. The logo is comprised of thick glasses and a raised eyebrow, as to insinuate the complacent attitude a person of this character might have when approaching tech problems. The name “flushdrive” is a play on words of “flashdrive” that being “flush” is the act of cleaning in the context that it's in.

The brand artwork consists of stylized circuitry that one would immediately see when they open a computer to clean it. The colours used is a deliberate selection of bright blues and yellows since it is innately seen as clean or at least associated with it. The naming convention uses stereotypical geeky and/or quirky names to be coupled with the contents of the kit. Overall the style is made to be clean, simple, and ergonomic.







Miko

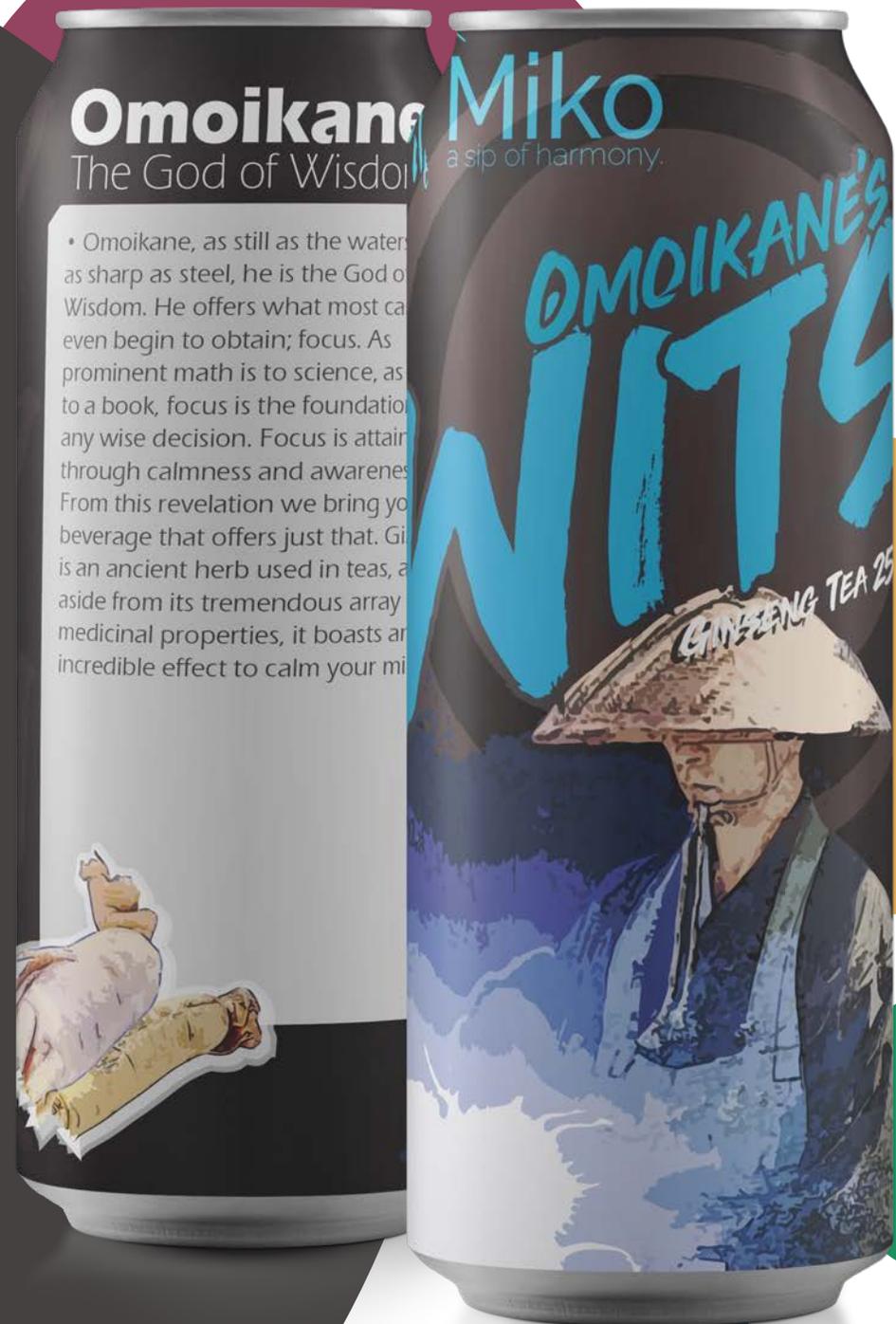
a sip of harmony

beverage design • conceptual development

Miko is a line of iced teas that borrows heavily from Japanese culture. The name “Miko” comes from the Shinto Title used for the Priestesses that guard and maintain the temple. The logo itself is an attempt to resemble Kanji, however the graphic itself is just an amalgamation of the letters that comprise the word “TEA”; jumbled together as pseudo calligraphy.

The Shinto faith is a pagan religion; believing in numerous deities. These deities are embodiments of aspects in nature, for instance Omoikane is the God of Wisdom. From this, a juxtaposition was made with the nature of the deity and associate that with certain benefits of the tea.

The art style utilized in the packaging reflects the idea of fabled characters, posterized and idealized. An approach that represents the deities with serene and foreboding visages.





Ikane

of Wisdom

As still as the waters and
feel, he is the God of
e offers what most can not
to obtain, focus. As
n to obtain, focus. As
nt math is to science, as ink is
ht math is to science, as ink is
ok, focus is the foundation of
se decision. Focus is attained
gh calmness and awareness.
n this revelation we bring you a
verage that offers just that. Ginseng
an ancient herb used in teas, and
side from its tremendous array of
medicinal properties, it boasts an
incredible effect to calm your mind.

Miko
a sip of harmony

OMOIKANE'S WITS



GINSENG TEA 250ML



1 234567 890128 >

Uzume

The Goddess of Dawn

Uzume, the sun that never sets, she who brings the dawn and reels the dusk, an ever waking goddess of pure sunlight. As is her nature, Uzume is the goddess of Dawn, the bringer of light. It is within her essence that we are granted persona, and from this shining persona, and from this world is built on her and her persona we've crafted a beverage that we feel reflects that. Chia has many properties and its most prominent is the aid of waking up. This jumpstart to a day is an uncanny resemblance to Uzume.

UZUME'S DAWN

CHIA TEA 250ML



1 234567 890128 >

Izanami

The Foremother

Here stands the essence of her grace, Izanami, the foremother. She who clasps at the greatest of hearts, an allure unmatched and unremitting. A zeal of whom drives all men mad, driven to a desire from her simple gaze. As is the nature of Izanami, the devotion in which she inspires is a potent one, and as is the tea that is attributed to her. Long and behold the beverage infused with raspberry, with its zesty flavour and a myriad of energetic effects, it is a flavour worthy to personify Izanami's captivating nature.

IZANAMI'S ZEAL

RASPBERRY TEA 250ML



1 234567 890128 >

Fukurokuju

The God of Longevity

Vitality is the primal nature of his honor, Fukurokuju is the God of Longevity. Life brought to lengths far surpassing its initial cause, Fukurokuju is the harbinger of everlasting life. As is his divine givings, one plant that can match the healing properties and extending benefits, such as with the fabled Fukurokuju.

FUKUROKUJU'S GOW



1 234567 890128 >

The Odd Squirts

Children's Bath Toys

toy packaging • dimensional design

The toy packaging made for The Odd Squirts adopts an infantile style that is directed towards very young children. Bright colours and cutesy graphics were paramount for this project. The toys inside were bath toys that squirted water, to which I took that idea for the brand's name. These toys were far from being anatomically correct and were heavily stylized, hence the use of the word "odd" in the brand. Using bright patterns and approachable characters, the packaging aimed to help characterize the toys that it housed, giving them names and attributes as well as caricatures of themselves.

Overall the toy packaging adopted an art style that coincides with the sort of appeal that little children tend to gravitate to, which is bright, colourful, and almost hand done.



The Ditzzu
Diver



the odd
squirts

The Strange
Stomper



the odd
squirts

The Bizarre
Burrower



the odd
squirts

The Queer
Quacker



the odd
squirts

The Weird
Wobbler





The Vault of Art

Resource Library

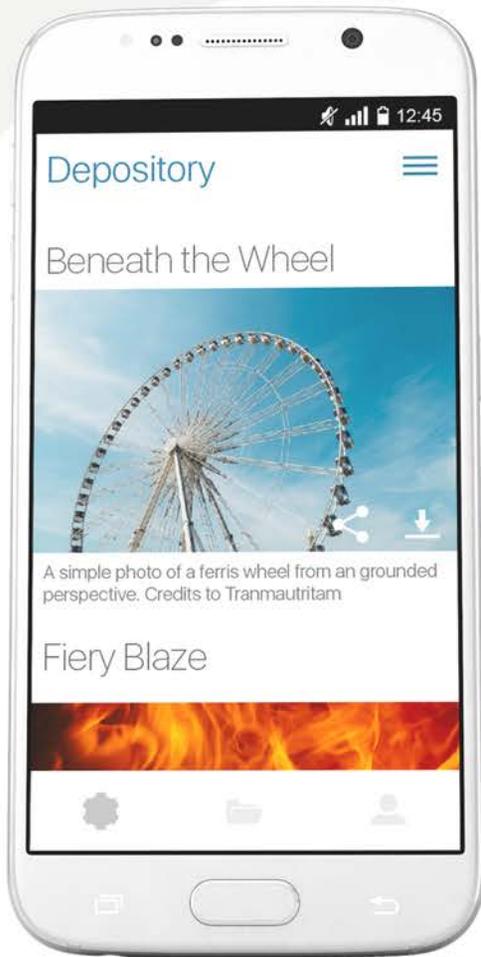
app design • UX/UI interface

The Vault of Art is an application that offers a vast library of stock photos, fonts, graphics, and many other resources in a convenient platform, provided by the community of users. Following the benchmarks of UX/UI design, the app adopts a minimalistic design that consciously avoids intrusive visuals. Avoiding distracting icons and overwhelming graphics, The Vault of Art adheres to the principles of an art gallery by staying paramountly neutral.

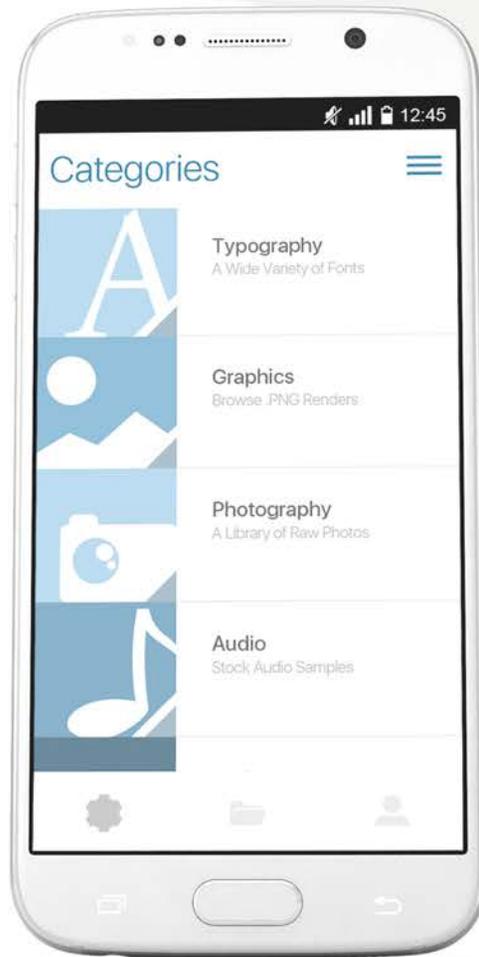
In terms of functionality, the app has an unprecedented manner of intuitive ease, making it as simple for the user to navigate and utilize as possible. The app is divided into three principal categories that are immediately accessible through the toolbar. Whereby the following categories are as such: The Files, The Depository, and The Profile.

The Files is a directorial hub where everything the user had downloaded and uploaded reside. The Depository is the gateway into the app's content where the initial screen would display recommended content based on the user's activity, presenting itself as a one scrolling page as to maximize content to showcase in the smallest amount of time. The Profile is where the personalization of the user's presence in the app, as well as directly communicating with other members present.

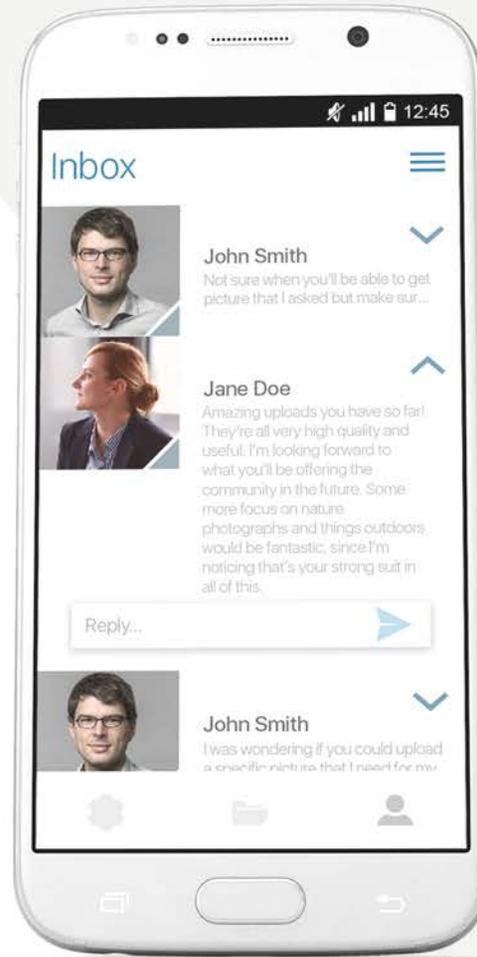




-The Depository screen offers recommended content based on the user's activity, presented as a one scrolling page for ease of download and viewing.



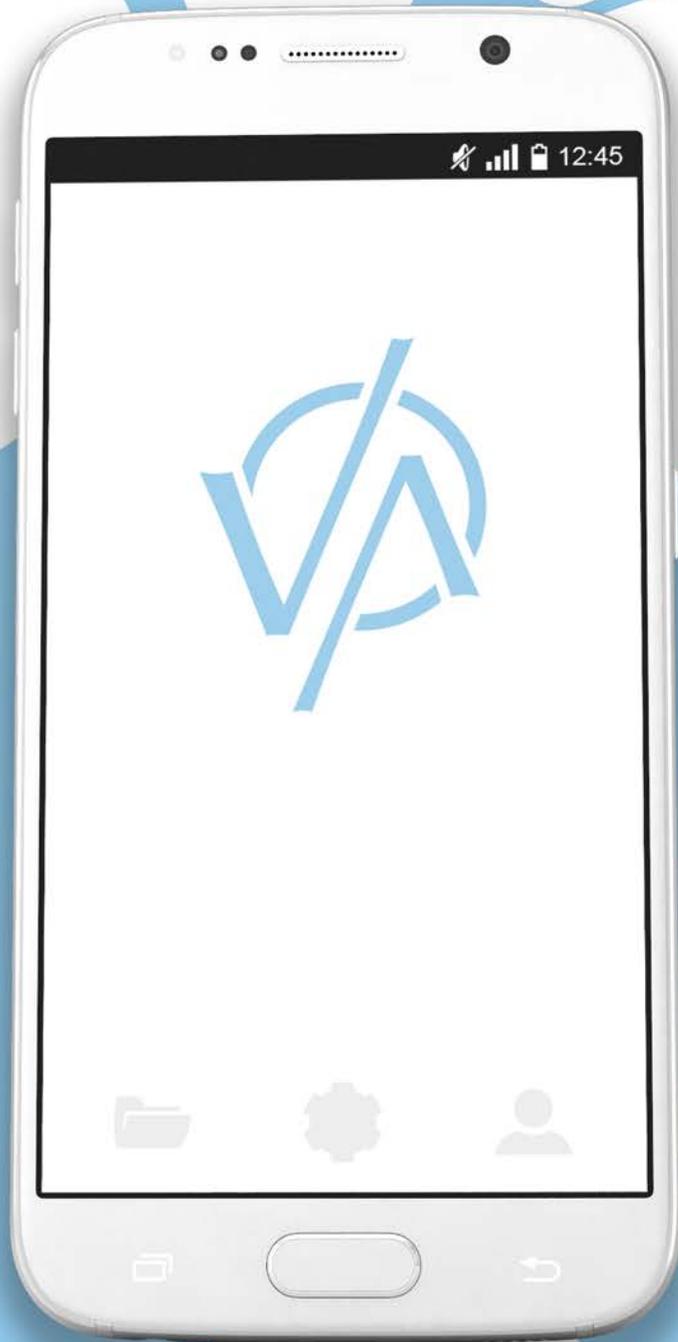
-Categories page serves as a gateway into the app's community provided content, divided into specific groups for optimal navigation.



-Inbox offers the user the capability to connect with other members and have discussions; giving way for constructive feedback and teamwork.



-If the user does not have an account, they will be prompted to a Sign In screen when they access The Profile tab.



Click It.

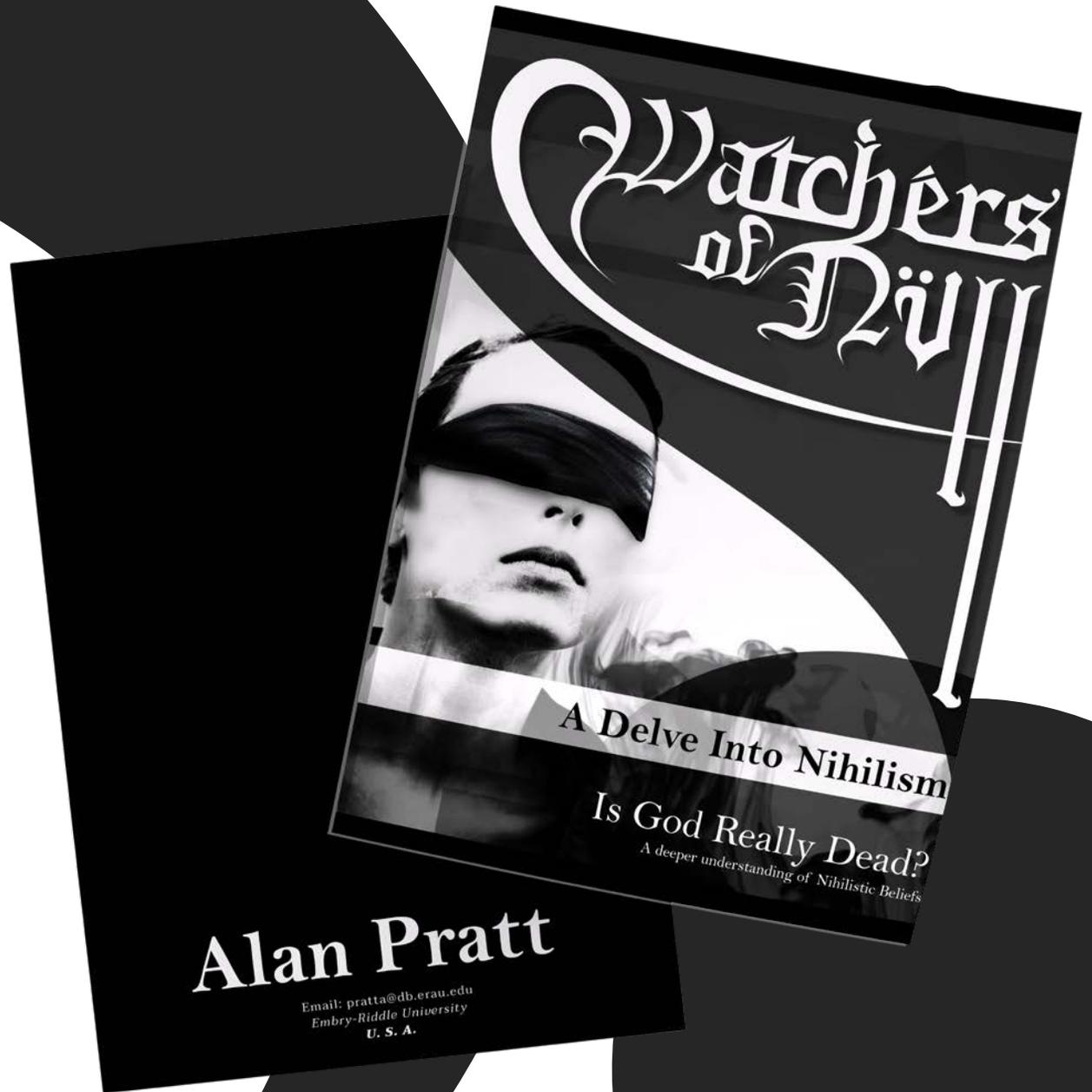
Watchers of Null

Nihilist Article

editorial design • interactive multimedia

Watchers of the Null is an editorial design made in multiple platforms, from print to interactive, which is predicated on the works of Friedrich Nietzsche; namely Nihilism. It explores the philosophy behind Nihilism and its often-misunderstood propositions. Taking into consideration that through its extreme pessimism and absent higher principles, it also sheds light the infinite possibilities and purpose it presents, and it is that very premise that's reflected on the design. Adopting a bleak yet pristine look by utilizing no colors and clear photography, it is an inflection to the absent platitudes of Nihilism and the liberating feeling it presents.

The interactive platform of the design incorporates a navigation bar in order to optimize the user's traversal within the article; utilizing clear and intuitive icons.



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U. S. A.



Nihilism Existential

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radical repu
belief that ev
plough; one c

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lacking, and
(Will) to Pow
will expose a
sacrosanct tr
a defective
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the greatest cri

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two centuries. I
what can no long
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headlong, like a ri
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Since Nietzsche's
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failure, value des
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//Watches of Null • A Delve Into Nihilism
//Watches of Null • A Delve Into Nihilism

While nihilism is often discussed in terms of extreme skepticism and relativism, for most of the 20th century it has been associated with the belief that life is meaningless. Existential nihilism begins with the notion that the world is without meaning or purpose. Given this circumstance, existence itself—all action, suffering, and feeling—is ultimately senseless and empty. In *The Dark Side*:

Thoughts on the Futility of Life (1994).
Alan Pratt demonstrates that existential nihilism, in one form or another, has been a part of the Western intellectual tradition from the beginning. The Skeptic Empedocles' observation that "the life of mortals is so mean a thing as to be virtually un-life," for instance, embodies the same kind of extreme pessimism associated with existential nihilism. In antiquity, such profound pessimism may have reached its apex with Hegesias of Cyrene. Because miseries vastly outnumber pleasures, happiness and subsequently philosopher suicide. Centuries later during the Renaissance, William Shakespeare eloquently summarized the existential nihilist's perspective when, in this famous passage near the end of *Macbeth*, he has *Macbeth* pour out his disgust for life:

Out, out, brief candle! Life's but a walking shadow, a poor player That struts and frets his hour upon the stage And then is heard no more; it is a tale Told by an idiot, full of sound and fury, Signifying nothing.

In the twentieth century, it's the atheistic existentialist movement, popularized in France in the 1940s and 50s, that is responsible for the currency of existential nihilism in the popular consciousness. Jean-Paul Sartre's (1905-1980) defining proposition for the movement, "existence precedes essence," rules out any ground or foundation for establishing an essential self or a human nature. When we abandon illusions, life is revealed as nothing, and for the existentialists, nothingness is the source of not only absolute freedom but also existential horror and emotional anguish. Nothingness reveals each individual as an isolated being "thrown" into an alien and unresponsive universe, barred forever from knowing why yet required to invent meaning. It's a situation that's nothing short of absurd. Writing from the enlightened perspective of the absurd, Albert Camus (1913-1960) observed that Sisyphus' plight, condemned to eternal, useless struggle, was a superb metaphor for human existence (*The Myth of Sisyphus*, 1942).



Tradition

By the late 20th century, 'Nihilism' had assumed two different castes. In one form, 'nihilism' is used to characterize the postmodern person, a dehumanized, contemptuous, alienated, indifferent, and baffled, directing psychological energy into hedonistic narcissism or into a deep resentment that often explodes in nihilism stripped of any hopeful expectations, leaving only the experience of sickness, decay, and disintegration.

In his study of meaninglessness, of Nothingness (1968, 1998) tells Donald Crosby writes that the source of modern nihilism paradoxically stems from a commitment to honest intellectual openness. "Once set in motion, the process of questioning would come to but one end, the erosion of conviction and certitude and collapse into despair" (*The Specter of the Absurd*, 1988). When sincere inquiry is extended to moral convictions and social consensus, it can prove deadly. Crosby continues, promoting forces that ultimately revised The Experience

//Watches of Null • A Delve Into Nihilism

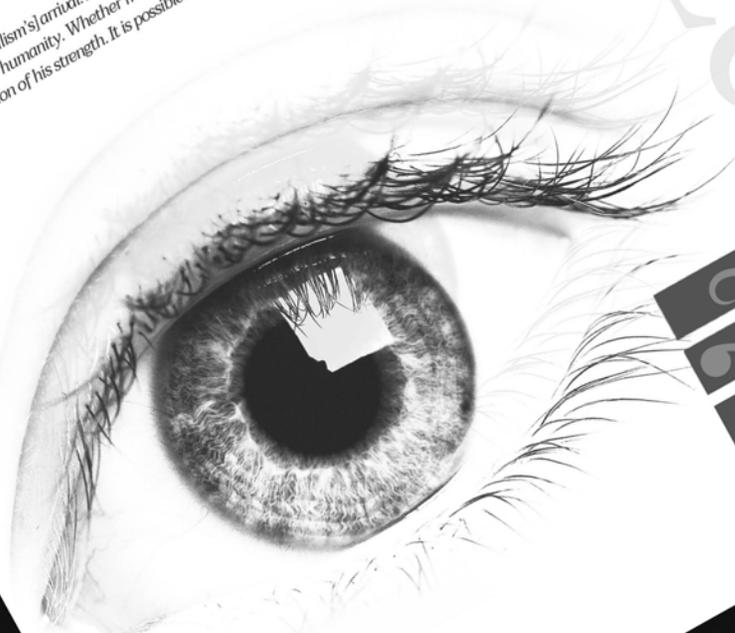
Traditionalist

5

Conclusion

It has been over a century now since Nietzsche explored nihilism and its implications for civilization. As he predicted, nihilism's impact on the culture and values of the 20th century has been pervasive, its apocalyptic tenor spawning a mood of gloom and a good deal of anxiety, anger, and terror. Interestingly, Nietzsche himself, a radical skeptic preoccupied with language, knowledge, and truth, anticipated many of the themes of post-modernity. It's helpful to note, then, that he believed we could—at a terrible price—eventually work through nihilism. If we survived the process of destroying all interpretations of the world, we could then perhaps discover the correct course for humankind:

I praise, I do not reproach, (nihilism's) arrival. I believe it is one of the greatest crises, a moment of the deepest self-reflection of humanity. Whether man recovers from it, whether he becomes master of this crisis, is a question of his strength. It is possible.... (Complete Works Vol. 13)



Cosmonaut

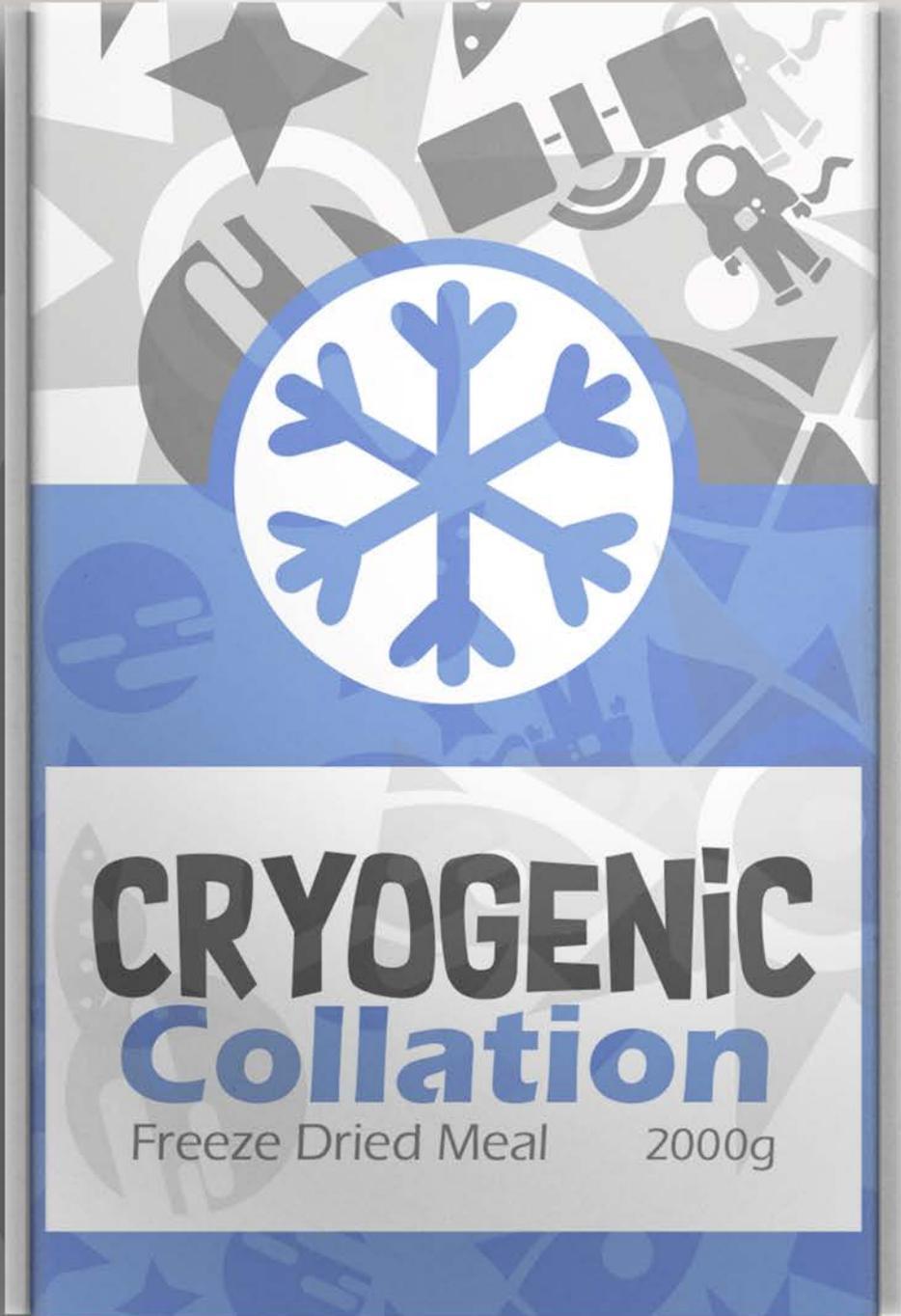
The Venturer's Supply Station

packaging design • corporate branding

Cosmonaut is a brand of long lasting and ready-to-eat foodstuffs; predicated on the theme of retro sci-fi stylings. The brand coincides with the fanatical optimism that the 1950's had with space travel. It follows the style of bulbous rockets, vacuum tubes, and other whimsical gizmos that were all exaggerated and borderline comical. This retro style is carried over in the brand by utilizing clean and playful typography, as well as incorporating clear vector graphics and icons that pertain to the established motif. Colours were carefully selected to not only portray a pop-retro impression, but also to serve as distinctions towards edibility. The applications of the brands, including the packaging, were specifically designed to be unconventional and almost child-like in order to bring out the naivete of the emergence of space travel of the 1950's.

The applications included in the brand range from various vitamin tablets to entire freeze-dried meals. It offers a diverse array of products that are all structured in ways that would fit each other perfectly in any given container; providing optimal storage solutions.





CRYOGENiC Collation

Freeze Dried Meal 2000g



Dollar Melon
150 Grams
Mint Melon Flavored Tablets