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## DESIGN PORTFOLIO

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NELLA CIARAPICA

# CALAVERAS

Nacho kit

## FOOD PACKAGING

Calaveras is a nacho snack kit based on The Day of Dead in Mexico, a day that precisely honors their ancestors and the deceased ones.

The kit includes limited editions of two-cheese sauce, three salsas and two packs of nacho chips. They were inspired by the Mexican culture and the decorations on the streets during the festivities. The challenge was to translate the Mexican enthusiasm and folk art into the package design.

The name for the logo, Calaveras, means skull in Spanish and it was decided based upon sugar skulls, typically placed in front of houses as an offering to the departed soul. The package includes bold colorful hand-done illustrations in an all-black package, styled like traditional Oaxaca patterns. A grungy font was used for the product names in order to incorporate the Latino flavor and spices.

Watch the animation here!







# MY SUNSHINE Photobook

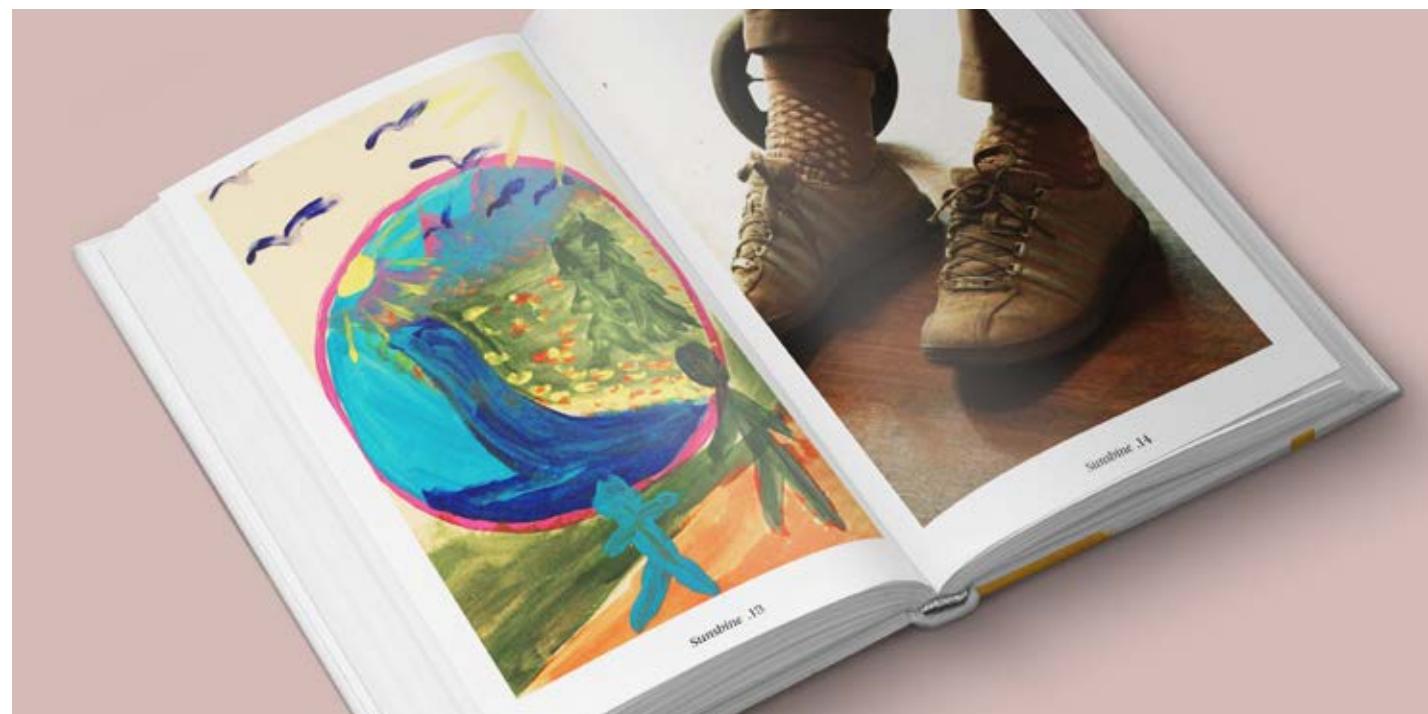
## PSA CAMPAIGN

My Sunshine is a photo book designed to portray not only the effect of art therapy in seniors but also explores in depth the routine, the good memories and personal endeavors of seniors living in a home. The Title "My Sunshine" is a reference to the song by Johnny Cash, You Are My Sunshine. The underlying reason behind this title's pick stems from the therapeutic benefits of music and art therapy in elderly life.

Using watercolor, the typography on the front cover represents the sun and the sky. The book contains imagery from the elders' daily basic activities, their artwork and illustrations. In a minimalist one-column design, a short biography of each resident is displayed on some of the pages.



• SHARING STORIES OF SENIORS LIVING IN A HOME •





# SIAM TOUR Brochure

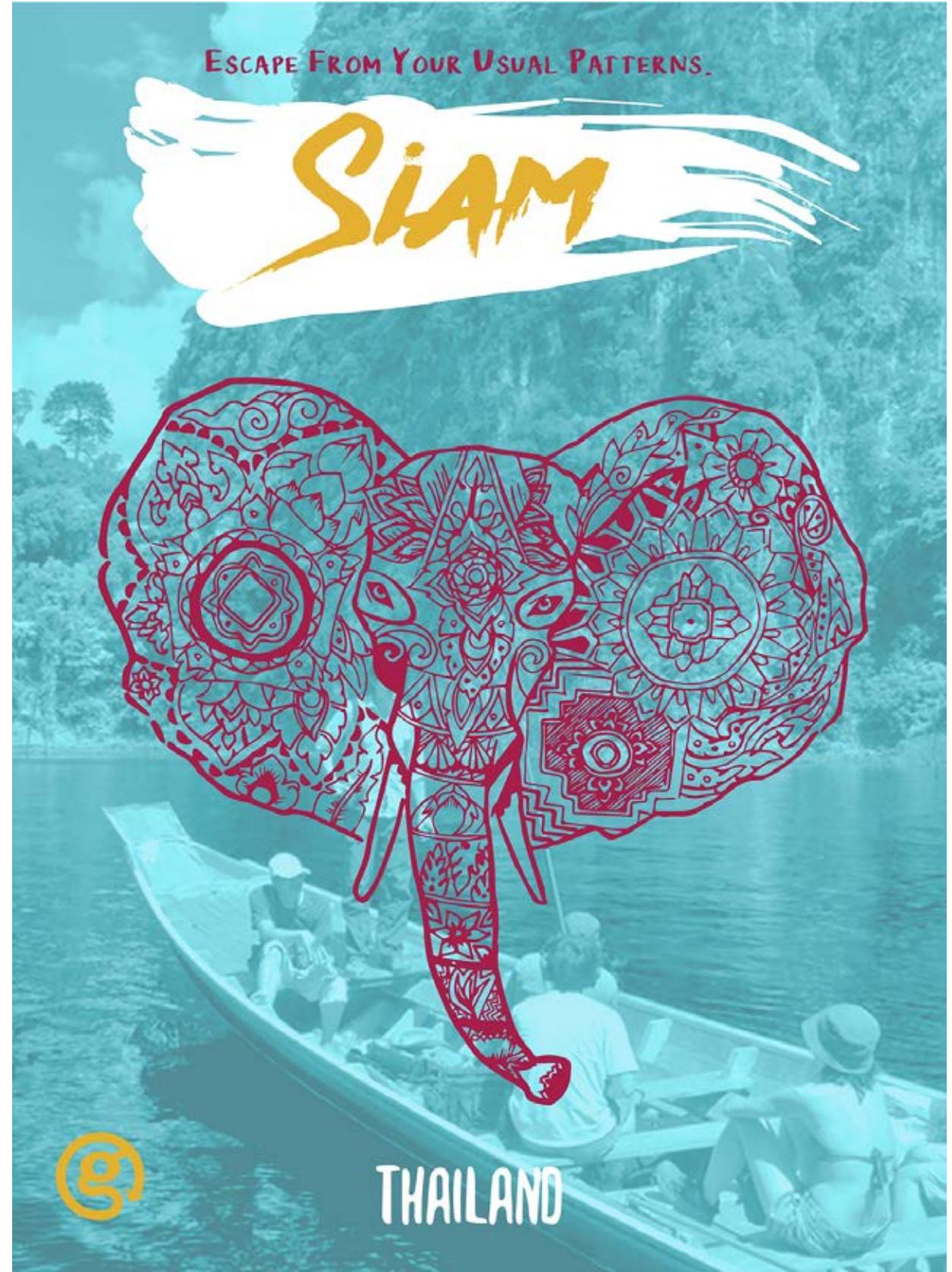
## BROCHURE DESIGN

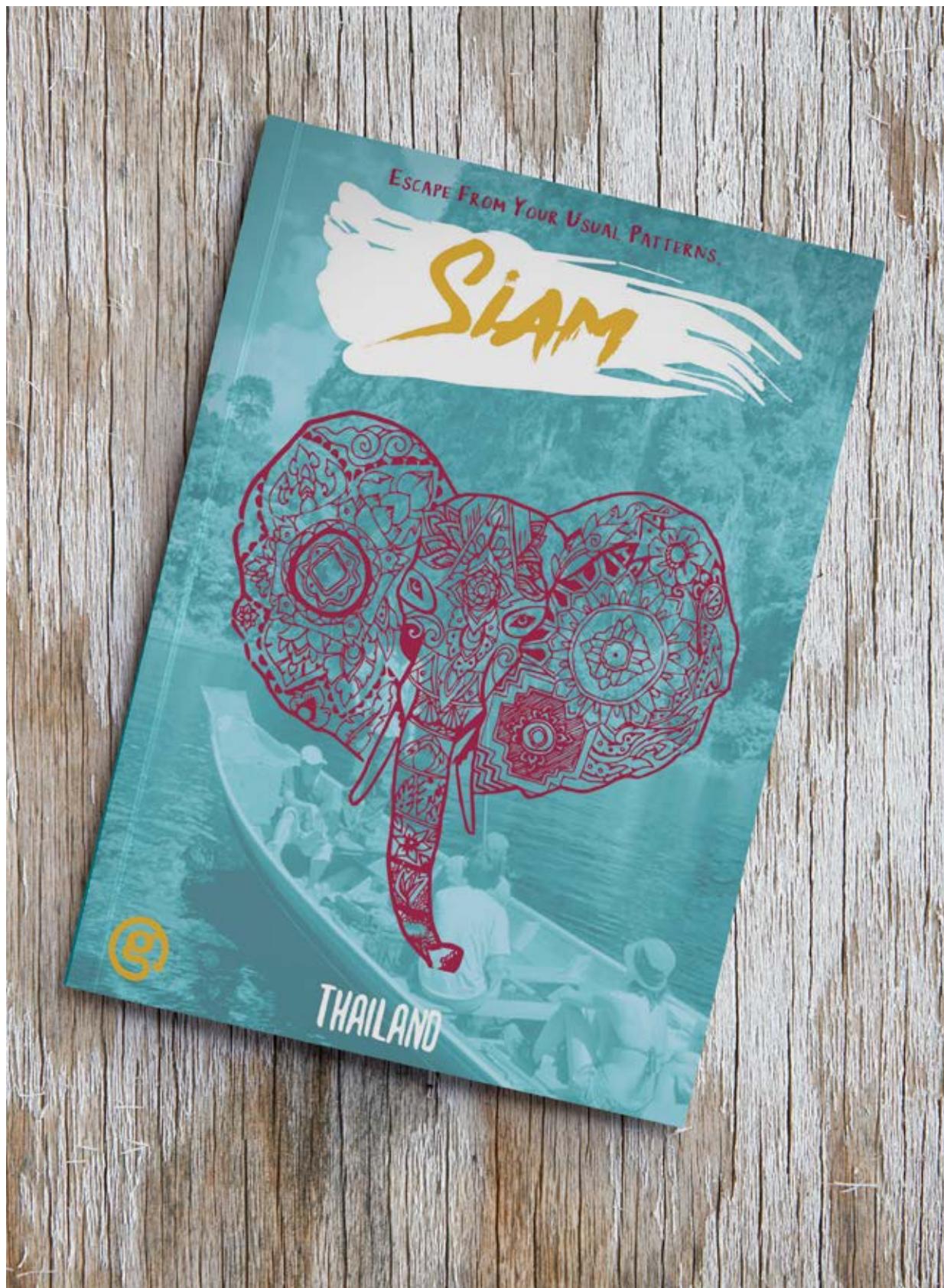
Siam is a travel brochure designed for the company G Adventures. The tagline 'Escape from your usual patterns' is a play of the word 'patterns' intended to combine the double meaning of the word ("getting off our usual beaten path" and "textures and decorative art") in one context.

The brochure showcases an illustration of an elephant on the front cover as a symbol of the Thai culture. Elephants are viewed as sacred animals from their special connection to the practice of

Buddhism. The illustration includes a variety of patterns tying in directly with the brochure tagline.

Each spread contains a map designed in the same style as the front cover elephant to reinforce the conceptual theme. Tour content is isolated from the photography using drawn silhouettes of elements a traveler might see while in Thailand. The colour scheme of dominant cyan is symbolic of the tropical beaches and waters which Thailand is famous for.





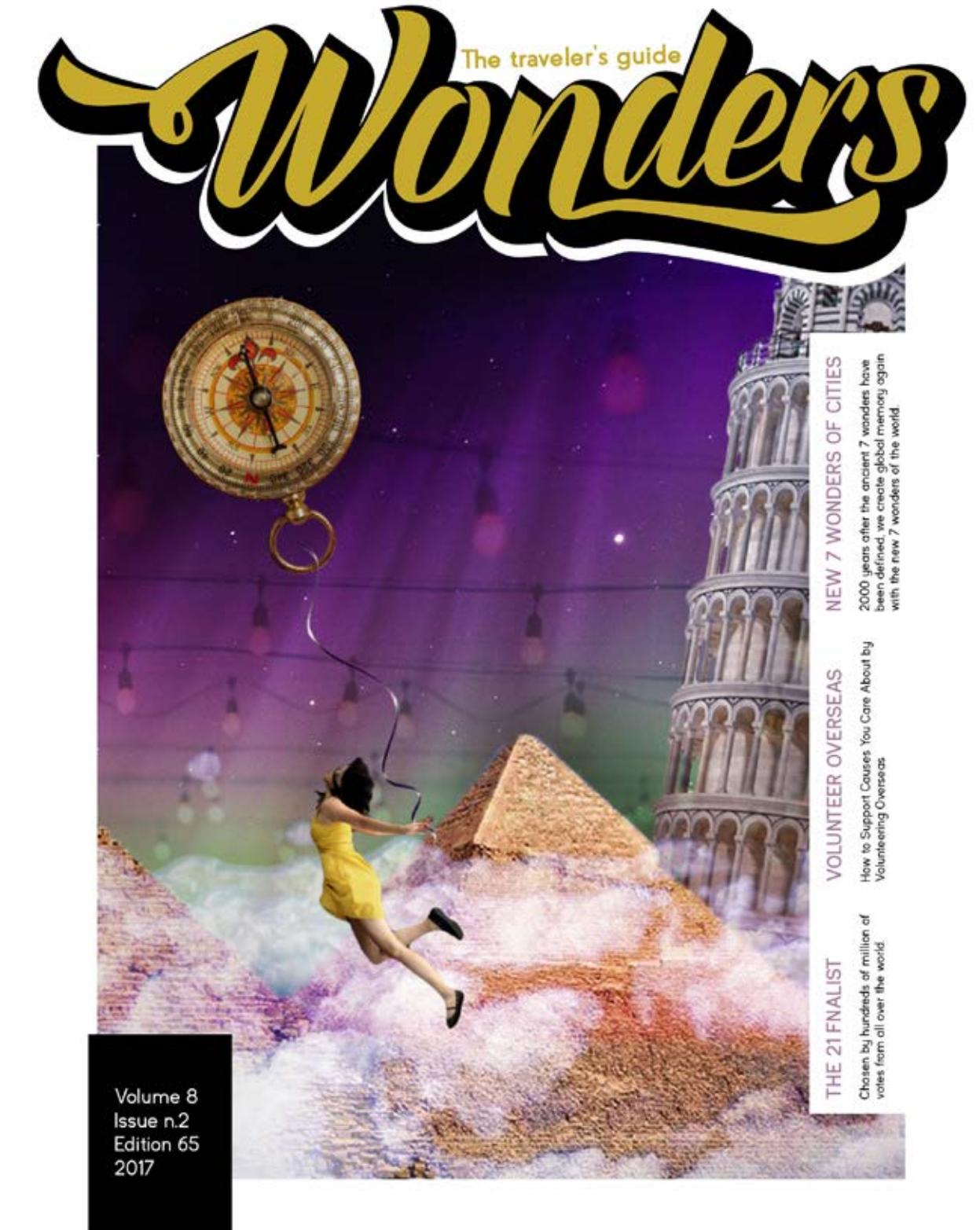
# WONDERS Magazine

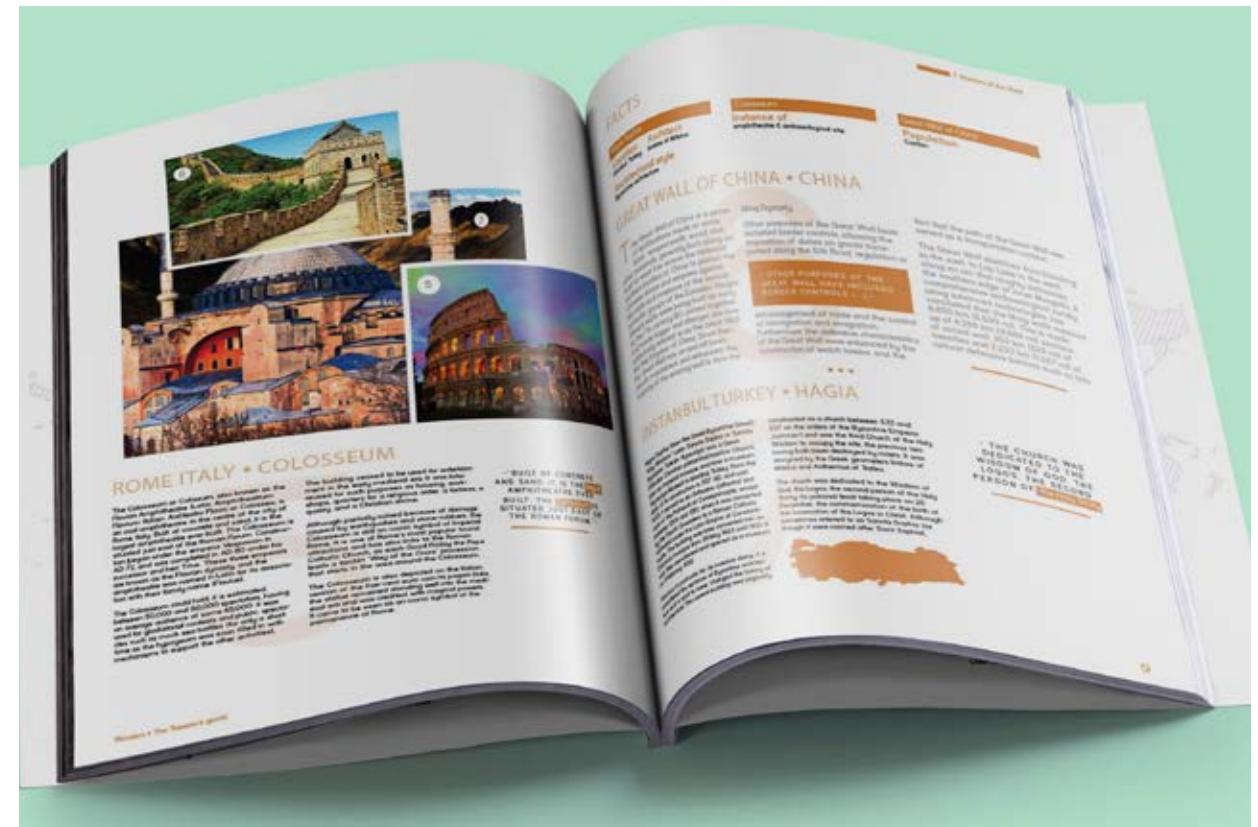
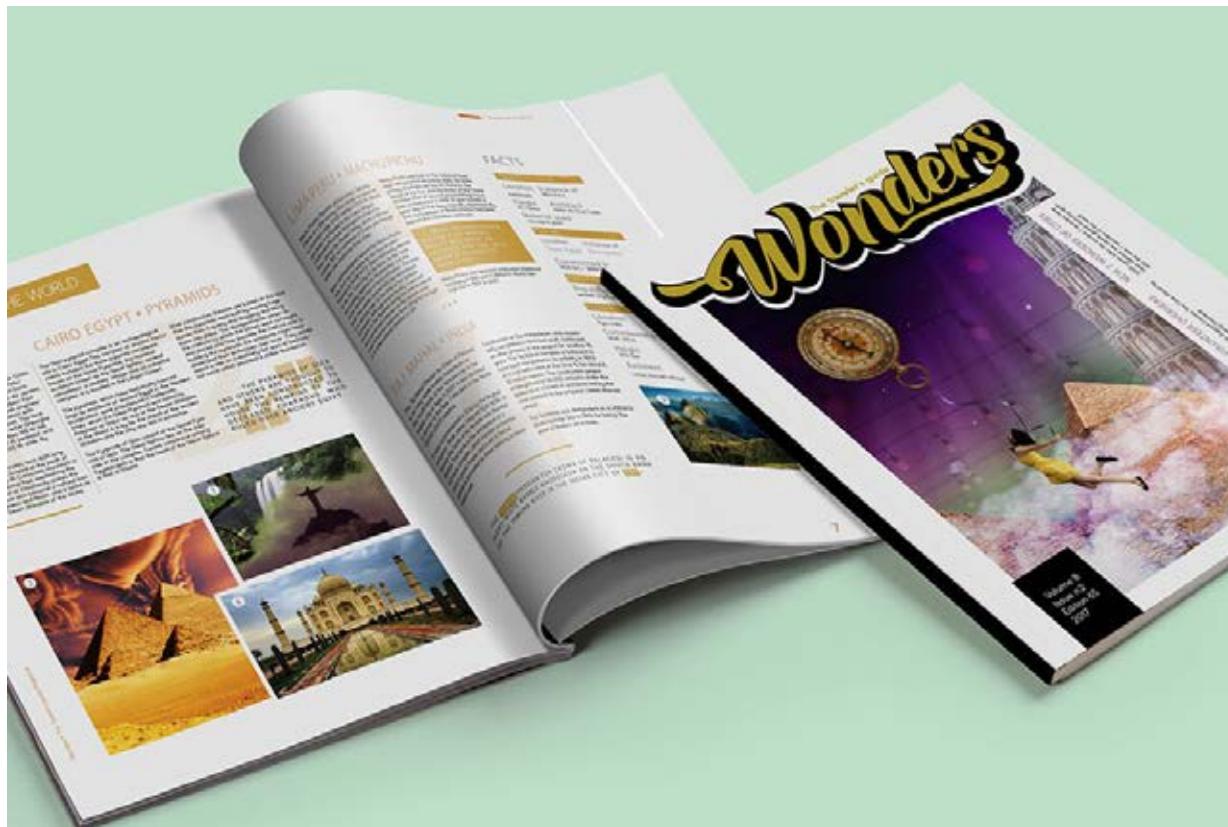
## MAGAZINE DESIGN

Wonders is a seasonal magazine designed to offer travel hacks and guidance to all the travelers out there. The name "Wonders", is meant to be a subtle reference of the 7 wonders of the world.

The layout was significantly inspired by Wired magazine and consists mostly of photographs; the goal was to lure a travel

audience and to keep the design consistently clean and geometric throughout the magazine. The knocked out numbers behind the text are used to connect the text with the pictures. The color palette chosen for this project was based on warm tones, in which each color is used to separate chapters.





# FREE GEEK

Non-profit

## BRAND DEVELOPING

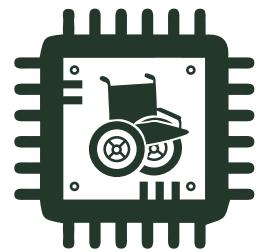
The motivation behind the brand development for Free Geek came through the need for organization and an aesthetic revamp in the design of the brand. The team requested a new concept for icons, a brochure, a poster, business cards, and merch that would intertwine with the idea of being environmentally friendly and computer savvy.

The goal was to give a corporate feel, as well as keep consistency throughout the design. The color palette chosen to represent the brand was based on shades of green to signify the recycling and reuse; therefore, following the logo design and its identity. The icons on the poster and merch were designed to look like a computer chip and carry a dark hue of green as the signature color.

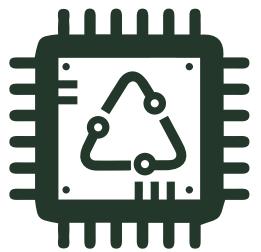




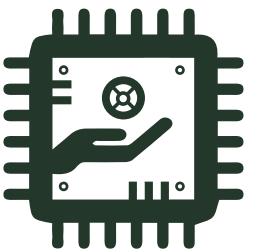




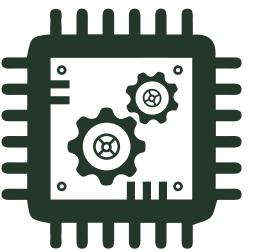
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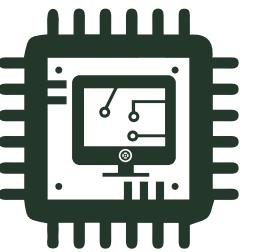
Recycle



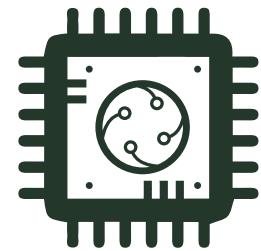
Donate



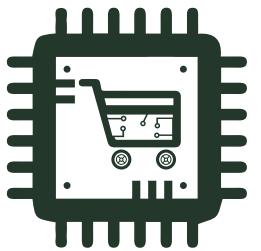
Services



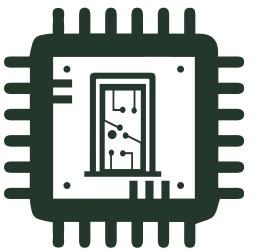
Electronics



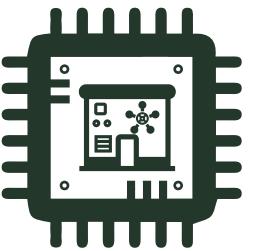
Reuse



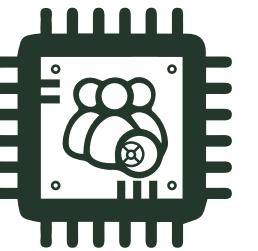
Shop



Back Door



Organization



Volunteer



# MARRAKESH

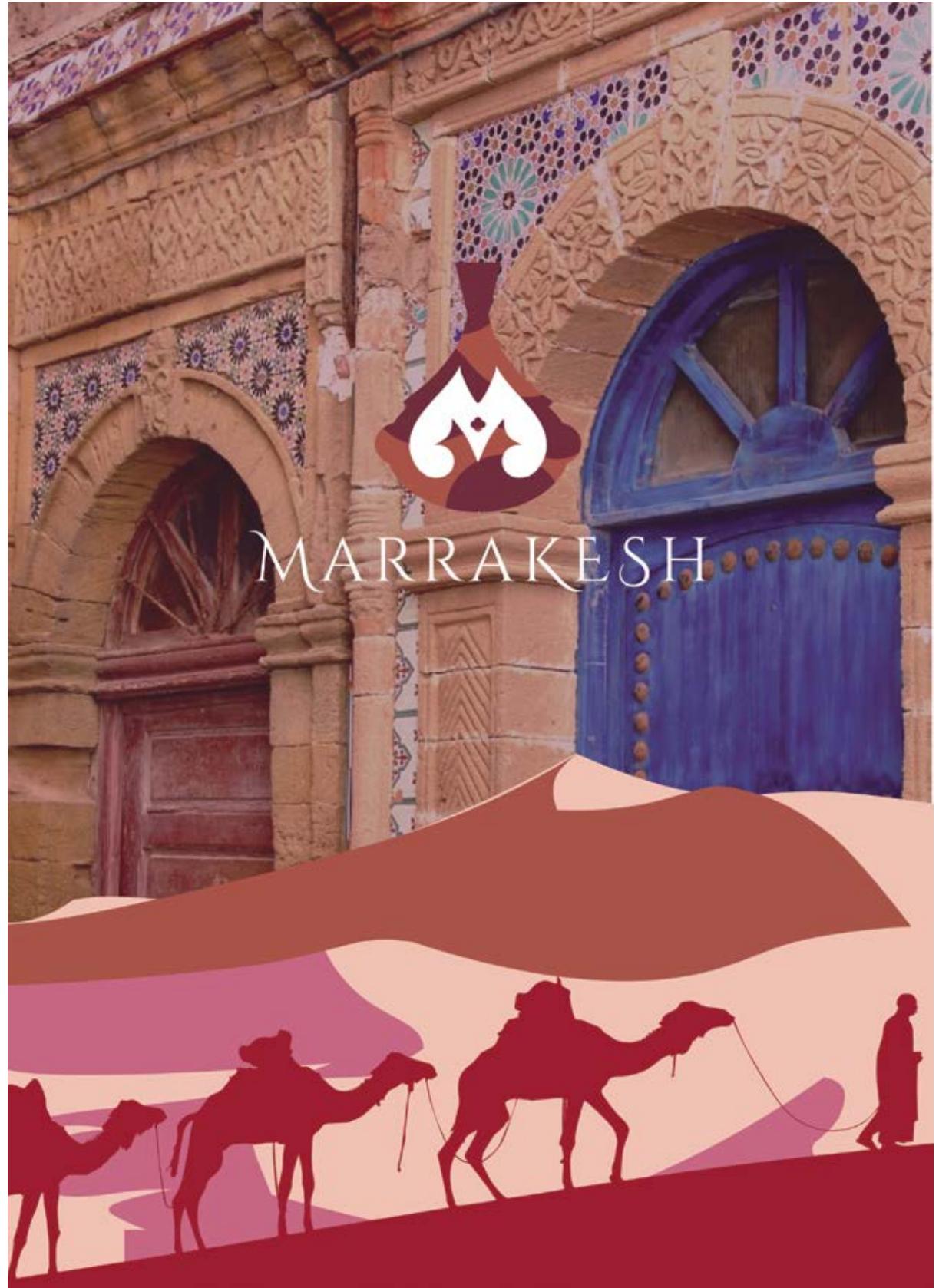
## City Branding

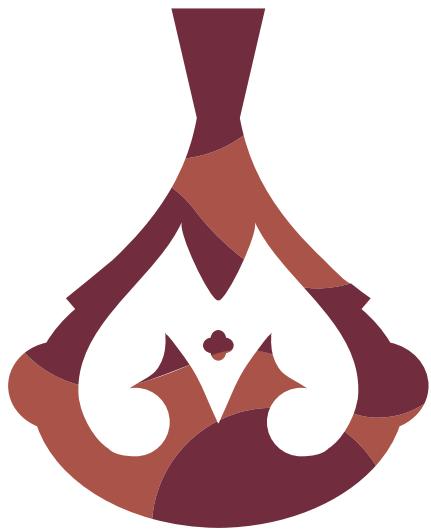
### THE CHALLENGE

The City of Marrakesh re-brand project involved developing a visually cohesive city guide that includes logo development, UI design, and stationery. The idea was to rebrand a middle eastern city that exudes a vibrant eclectic community, history and culture. The challenge was to elaborate a brand that addresses history while it incorporates a contemporary look. When the city of Marrakesh was looking for a designer to develop their branding, they were faced with the challenge of making a name for themselves with no marketing strategy to back them up.

Therefore, a visual language system that convey the signature patterns, colors and city attractions were used as brain storming tools and a solid starting point. A full brand solution was required to market the city.

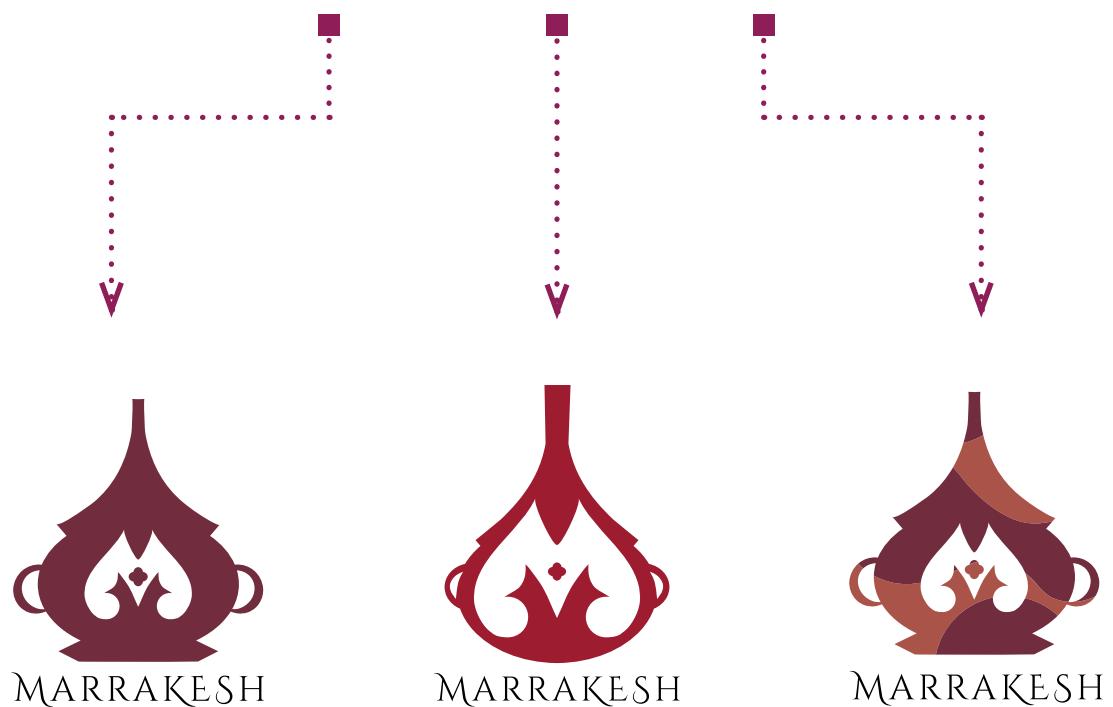
The main components of the city were unified and turned into a consistent and cohesive language system composed of a set of subsidiary icons, logo variations and merch. The idea was to create a sense of pride and unity for the people that lives there.





# MARRAKESH

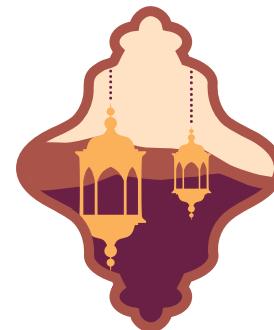
## LOGO VARIATIONS



## ICONS



RIAD MOTION



SOUK WALKS



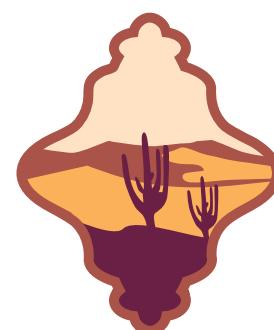
DUNES FOOTSTEPS



TOMB TRAMPS



MOSQUE MARCHES



SAHARA STRIDES

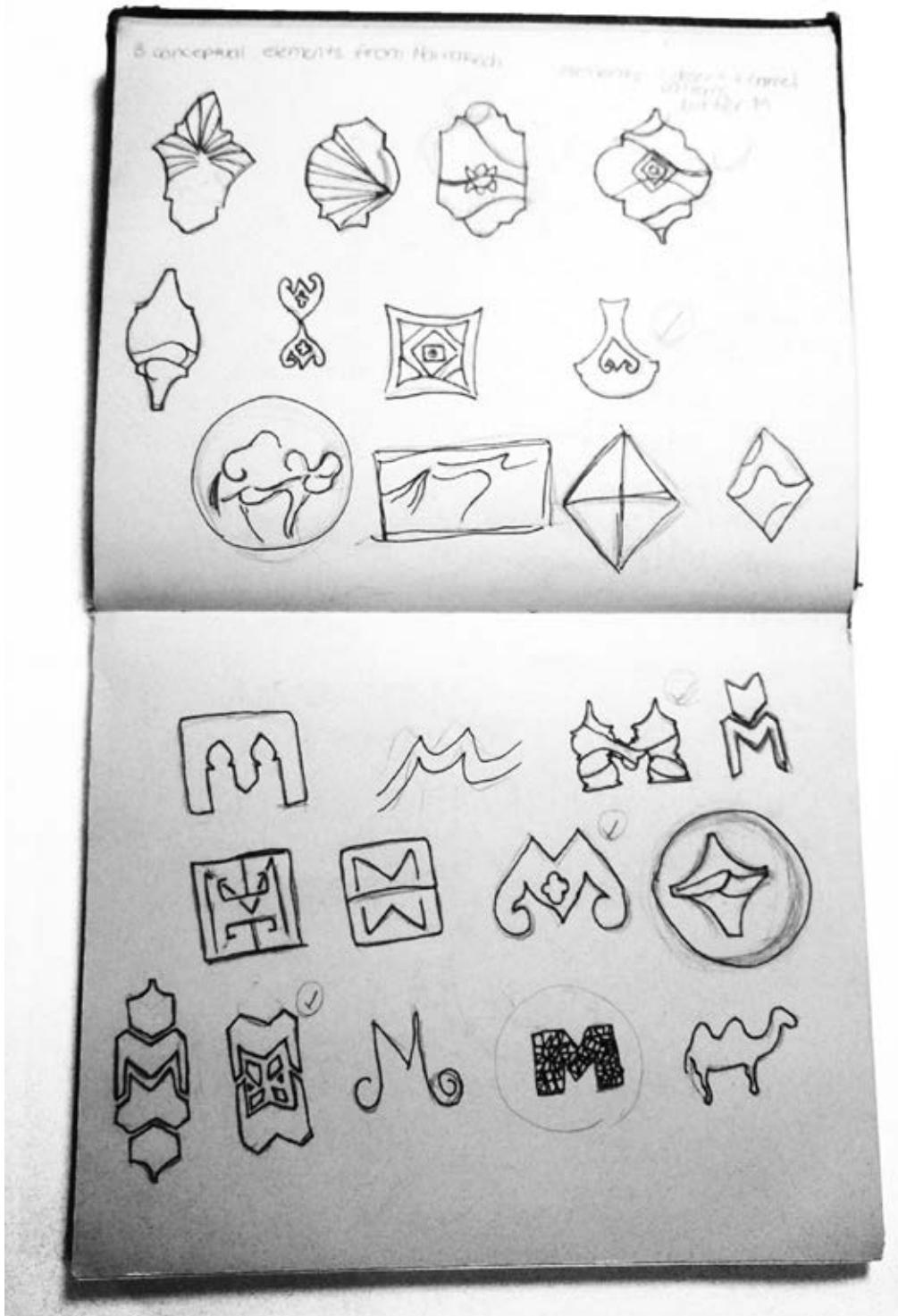


PALACE PARADE



TODRA GALLOPS

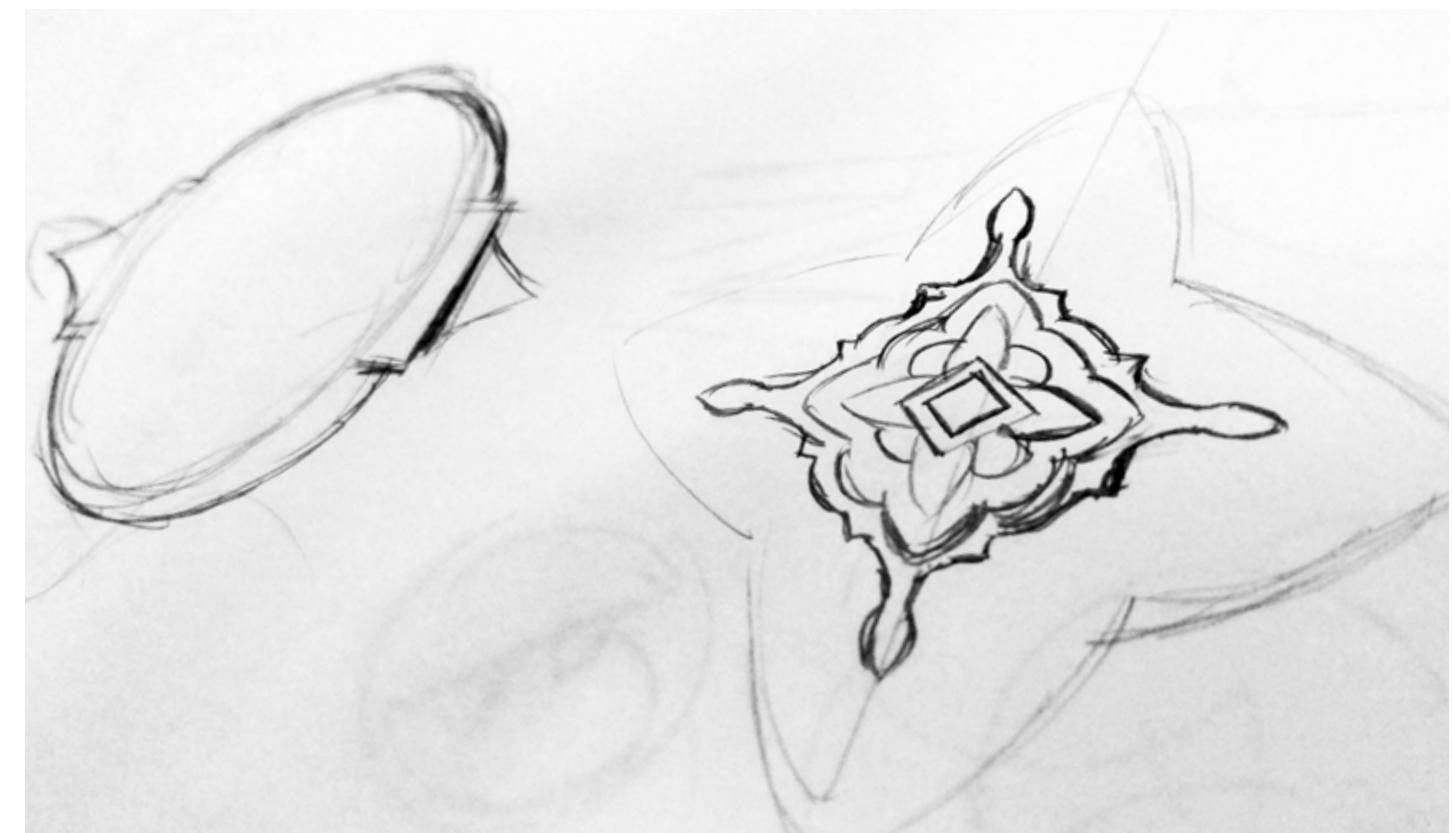
## LOGO DEVELOPMENT & PROCESS WORK

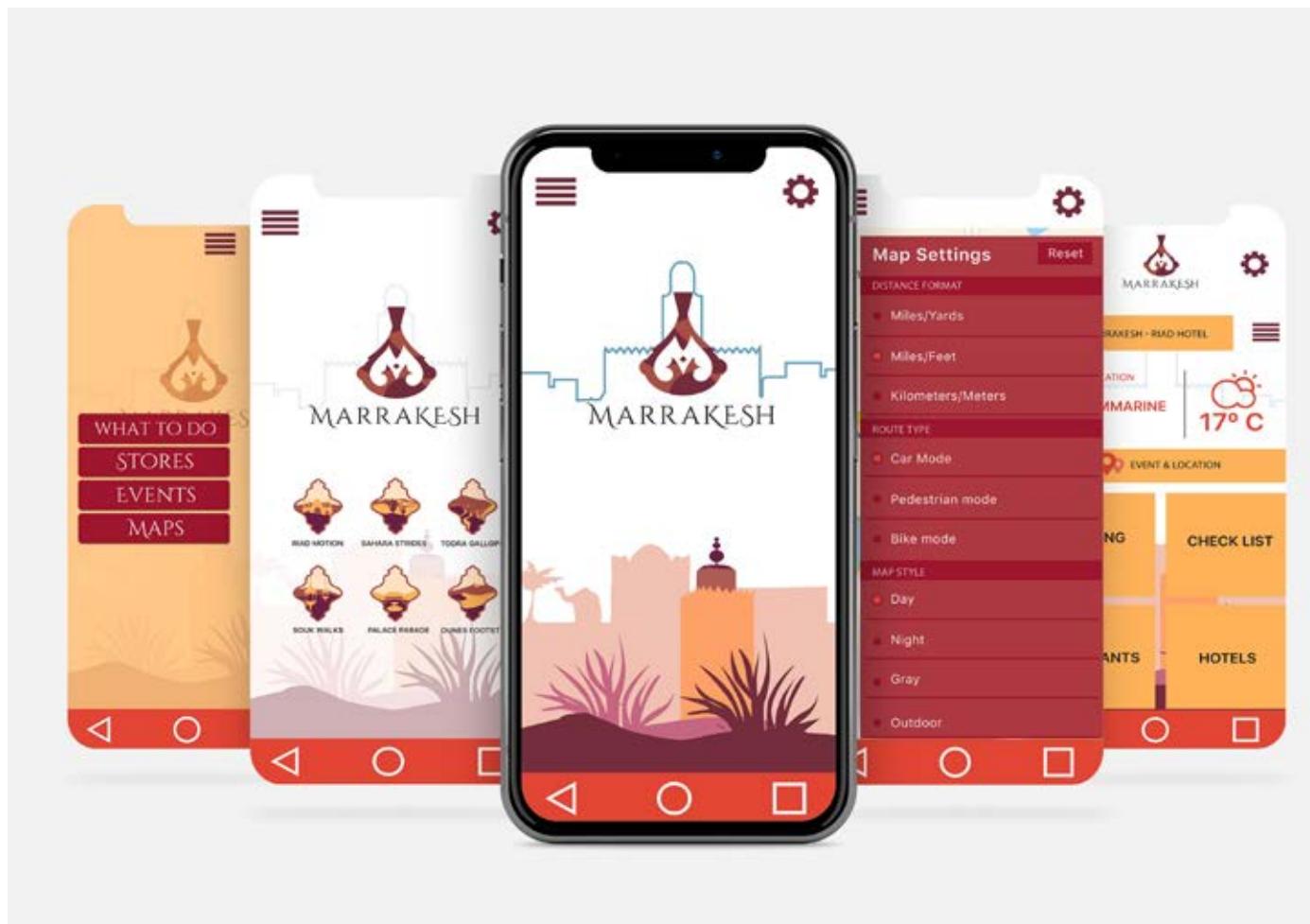


### THE PROCESS

The process includes a lot of research into cultural events and practices to find inspiration for meaningful icon development. Shapes from imperial architecture and floral patterns were used and broken down into basic elements as part of the icon development.

The objective was to make the brand relevant to the city atmosphere and to be able to reach out to those who are there long and short term. This was achieved by combining a heritage concept with contemporary visuals. The key to this objective was the need to create communication materials that explained to all people the background strategy.

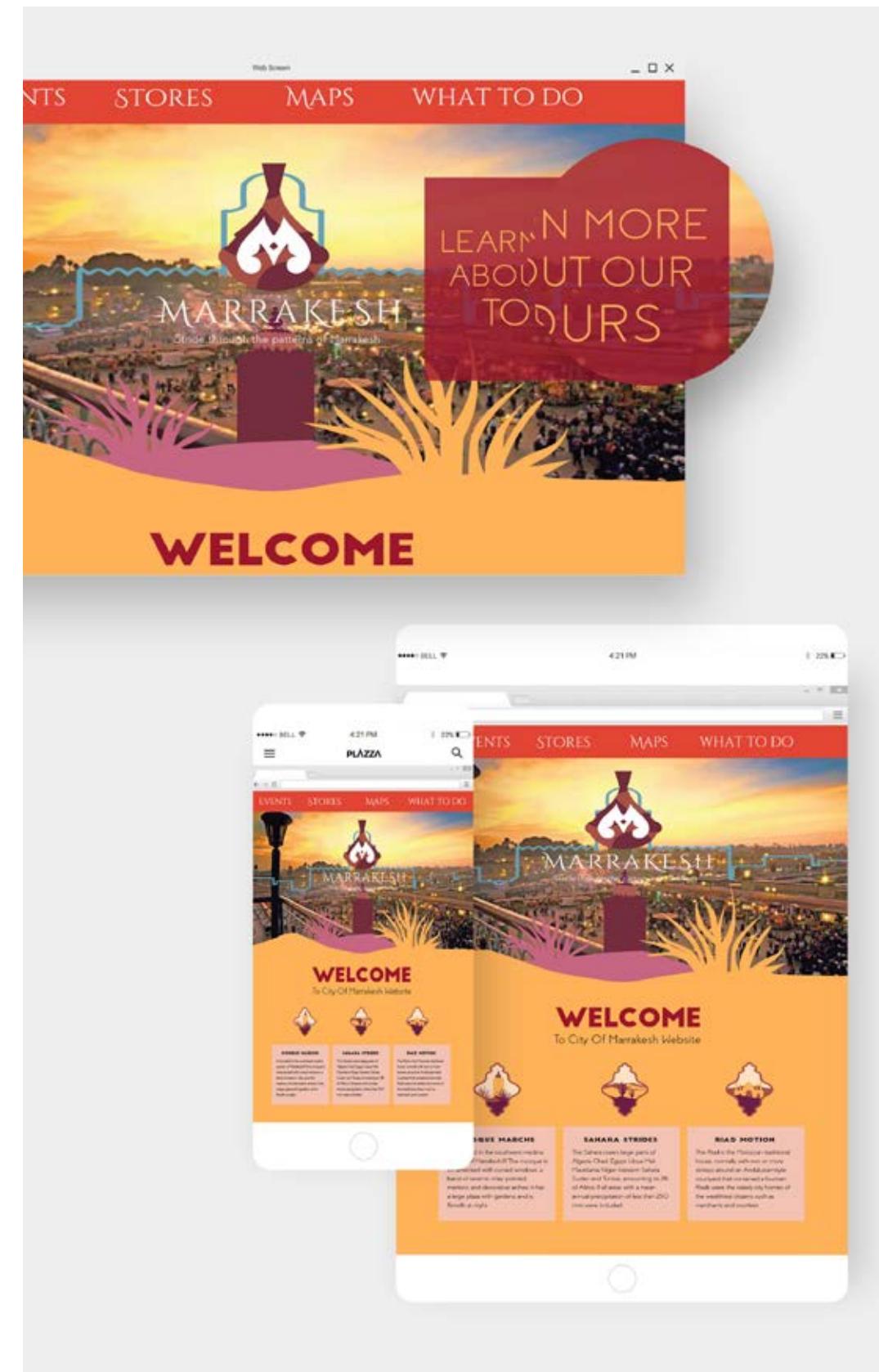




## THE SOLUTION

The logo was inspired by three basic elements that are the signature of Marrakesh. The first element is the pattern that imitates the waves of the Sahara desert. The second element would be the vase itself. This element represents the souk markets (a well-known attraction and foundation of the Moroccan culture). And the last one is the letter M that stands for the word Marrakesh. Logo variations were developed to identify the main areas and attraction of the city and are incorporated/used on the merch.

The color palette for this project was based on the earthy-tones of the medina and buildings made out of beaten clay. The icons are conceptually developed to interact with the logo style. Their names are based on the 10 most popular attractions of the city and the icons conceptual names are a play of the word "stride". Primarily a tourist town, Marrakesh hosts many historical points, therefore, this project was designed to appeal to a demographic that favors a Mediterranean style.







# Roomies

## Interactive App

### APP DESIGN

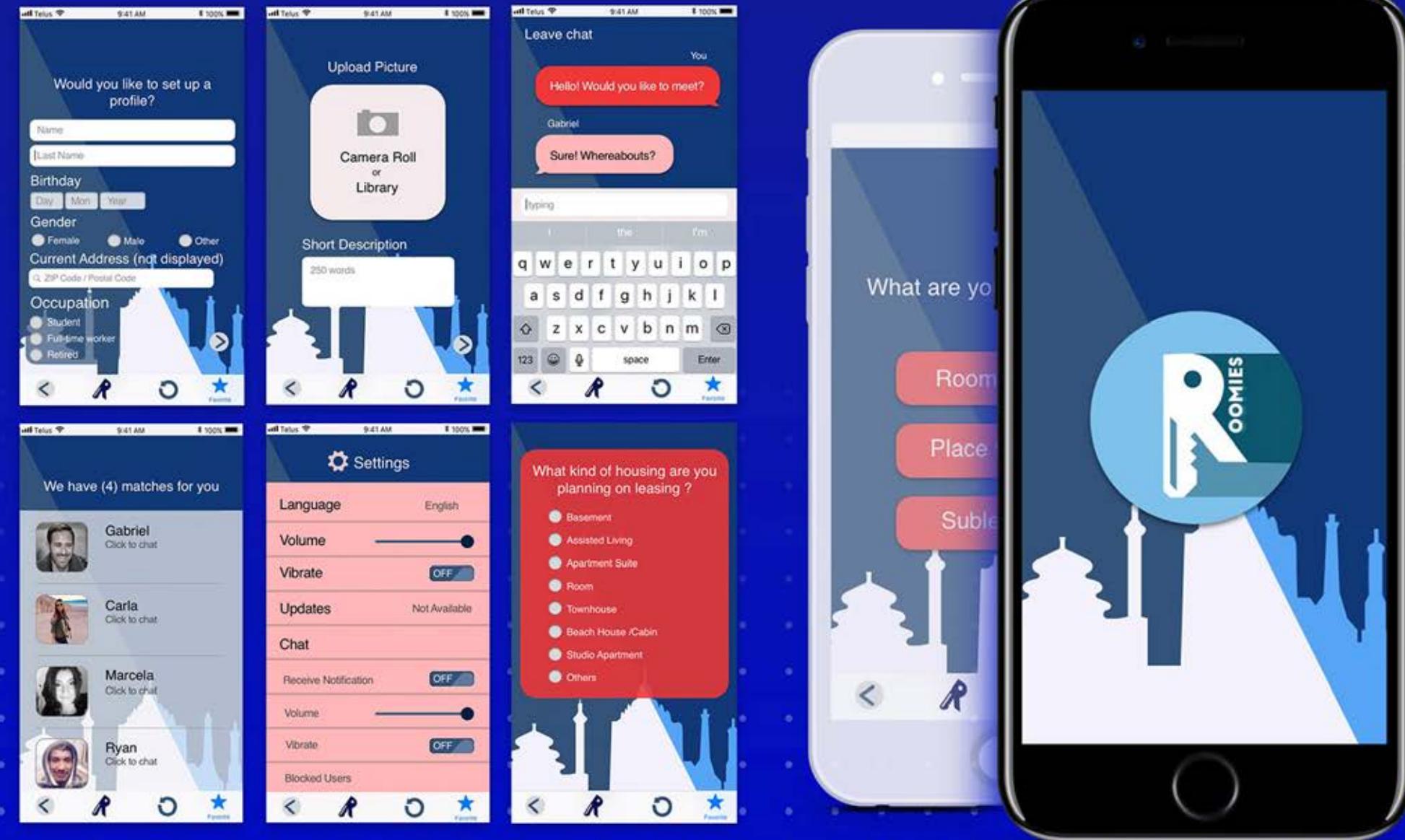
Roomies is classifieds app that creates an algorithm to match a suitable roommate for your home.

The app can come up with an algorithm based on a questionnaire that is thoroughly elaborated to find out what the user is looking for. The questions revolve around personal preferences and whether they are looking to lease or sublet and personal preferences.

Basic information is gathered and the users' compatibility is analyzed. Candidates who are most likely to be compatible (based on location, university level, career, gender, and pets) are then streamed into a list of matches. After all the questions are answered then a profile is created. The overall design consists of a combination of hues of blue and, in white, cutting through the background a silhouette of the city.

[Check the app here!](#)





# SALEM WITCHES

## Collectible Toys

### TOY DESIGN

The Salem Witches is a series of five collectible cornhusk dolls sold in separate unique collectible containers. The concept for the packaging was to tie the dolls to the historical period to which they are from. Each doll reflects the story of the five main people sentenced to death.

The containers were designed to look like vintage flour bags from the 1600's. The bags are made out

of canvas materials and sewed by hand to create a sense of authenticity. The packaging is kept closed with a tag labeled with the witches' information.

The logo is derived from the style of newspaper from that period. On the front of the bag, portraits of the sentenced victims were characterized and on the back, their -sentence and year of death are shown.





# THE OLYMPIANS

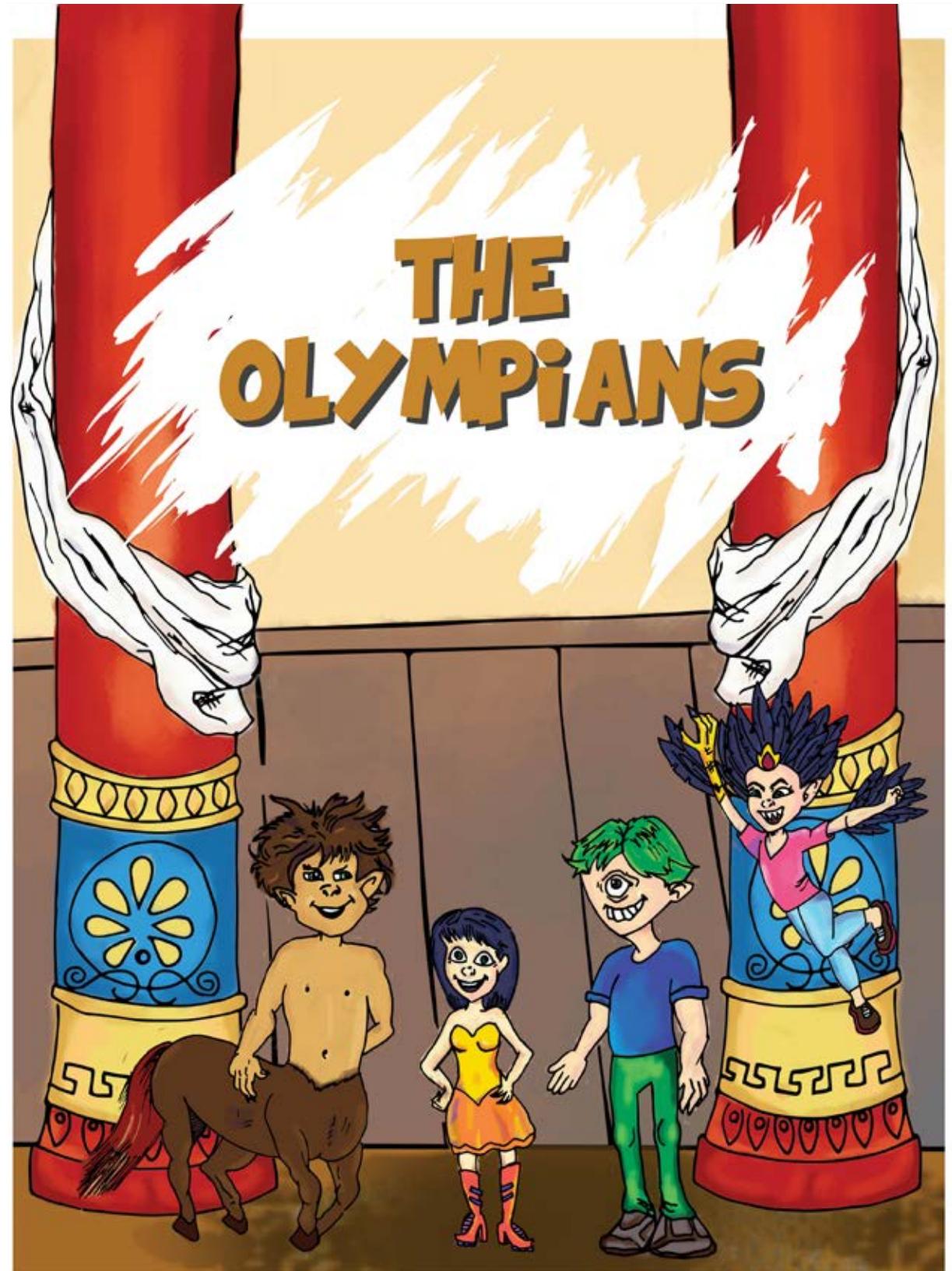
## Kid's Book

### BOOK DESIGN

The book offers an original story line and artwork directly from my own. The inspiration derives from the historical visions of the Almighty Greek Olympian Gods and the Centaur. A group of young teenagers coming of age in today's modern educational system; however, in the world of Gods and Demi Gods.

Illustrations and artwork stem from my passion of watercolors and the ease and flow of this particular style. The artwork is

hand crafted and is intended to give the feeling of imagination coming to life and the world of fantasy that lives behind our minds. The story revolves around a girl who is the main character. Upon first glance, she seems pretty normal and doesn't offer much other than her basic human qualities, but underneath those regular ordinary clothes harnesses immense skills and power waiting to be discovered.







# RIDDIMS juice Mix

## BEVERAGE PACKAGE

Riddims is a beverage design project for a Jamaican booster juice company. The package consists of six bottles and an outer container.

The name for the logo "Riddims" is the Jamaican Patwah pronunciation of the English word "Rhythm"; the term is mostly used for the Jamaican style of dance, dancehall. The logo was based on the colors of the Jamaican flag and aims to mirror the traditional graffiti found in the wandering streets of Kingston, Jamaica.

The conceptual name for each flavor was given after some famous Dancehall moves. A vibrant color palette was selected in order to convey the tropical feel of the Jamaican beaches. The illustrations were created so the characters would be performing the dance moves featured in each label.





