



# Adam Bůžek

**Branding and Social media designer.**

*Let's make your social media more social.*



## Where can you find him?

When you don't meet Adam Bůžek at school in studying bachelor's degree Graphic and Media Design classes, he is probably working out, training his clients in the gym or on outdoor training parks.

He also competes in natural bodybuilding competition, sometimes participates in a modeling, organizes public lectures or appears on social media.

As topic for his bachelor's thesis he would like to design a Fitness app, that could help people to get in shape.

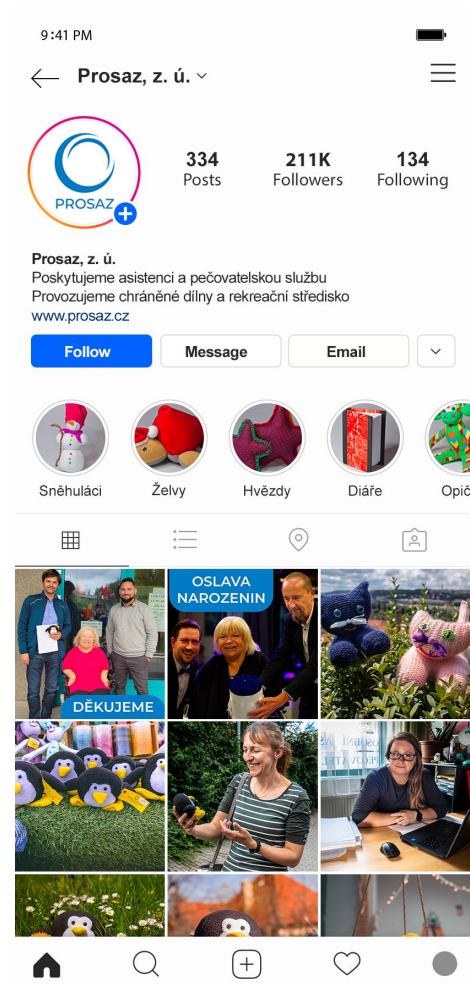
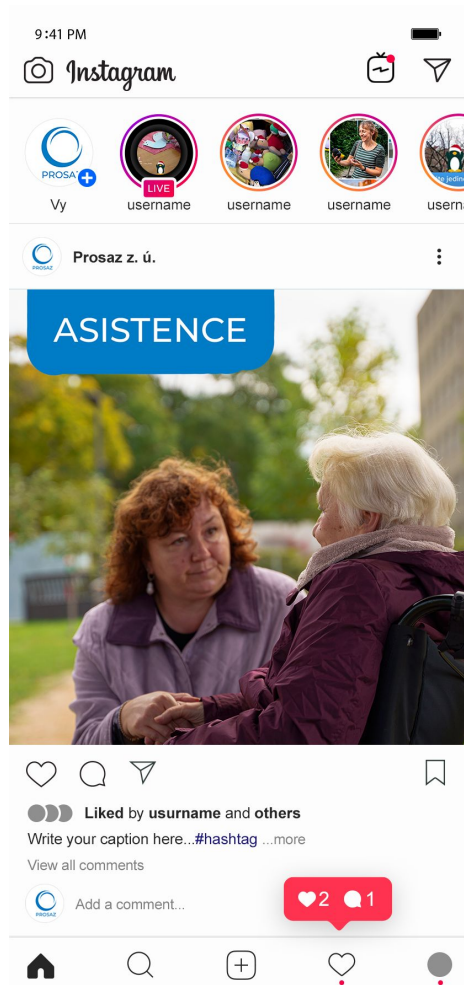


## PROSAZ, society for social rehabilitation

This graphic task was really hard for me, because society for social rehabilitation was a part of society, that I have never been in touch with before. So I was actually curious if the collaboration will be actually successful. Luckily I was in my second year of university at VŠKK, so I told them, that I am still learning and that there are still some things, that I have no idea how to do.

My main focus is always social media, because I am really familiar with them, with all the algorithms and I know exactly what to expect from each social media, so mostly from my experience, people don't want only graphic design, but also to take care of their social media.









# 1.KŠPA

## High school redesign

This was one of my first projects at this university. Because I really didn't like my high school (not only from the study procedure they have, but also from the design point of view), I decided that I will do redesign for them.

Their name sounds and also looks really weird, some people are even calling this school “KAŠPÁRNA” that means something like a circus. Because of that, I wanted the design to look actually really grown and not childish as it looked before.

I had to choose blue because it evokes calmness, stability and trust. Also I used thick underline that can be used also in other parts of design as we could see in other photos.



1.KŠPA





1.KŠPA



## Campaign against pedophiles

This was one of my latest projects done simultaneously with my amazing classmate Anna. I am really proud of this project, because I think that it really has big potential and I think people would actually use this app.

Apart from the design itself, I was mainly focused again on social media. Because the campaign had to be focused on younger children. And unfortunately kids these days spend all their time on social media. I think that is really unhealthy, but that would be definitely on another article.

So when they are already there, why not to educate them properly about safety and prevent them talking to strangers and potential pedophiles. In my opinion the easiest way is through a fun game that actually includes looking for strangers in pictures, similarly to finding in waldo game.



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NEJDIVNĚJŠÍ FAKTA O VAŠEM TĚLE O K...

Pozastavit (k)

0:03 / 7:22

Selassie a Jirka Král - TAJNOSTI čo nikdy nezdíeľajú? Súkromie a influenceri

5 583 zhlédnutí • před 1 rokem

Selassie sa pripojil k projektu Buď safe online! Spoločne s Jirkom rozoberajú sociálne siete, súkromie a to, aké to je byť influencer. Zisti, ako sa bezpečne pohybovať na sieťach a po si znalosti otestuj 🍷 SK kurz: <https://budsafeonline.sk/kurz> alebo CZ kurz: <https://budsafeonline.cz/kurz>

✓ 2:07 Čo Jirka nikdy nezdíeľá... <https://budsafeonline.sk/kurz>

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