JAN JIRÁČEK

I am a junior graphic designer specialized in logo design, typography, corporate identity, graphic design, illustration and photography. I love to learn new things and have a creative

about

contact

porfolio

porfolio

2022

software

photoshop
design
adobe
illustrator
figma
blender 3D

education background

2014–2018
Střední průmyslová škola strojírenská nad Orlicí
computer technology

2018–2020
Gymnázium Česká a vyšší odborná škola multimediální a informační
computer art & design

2020–now
Vysoká škola kreativní komunikace
graphic and media design

Kostelec beerfest

A real job, where the client requested a redesign of the logo of the Kostelec beer Festival, as well as the promotional posters and merch.

KOSTELECKÝ PIVNÍ FESTIVAL

→

KOSTELECKÝ PIVNÍ FESTIVAL

This new logo is created from top and bottom which are connected by an elegant line.

Hop represents beer, or beer is hand brewed by workers.

If you look at the poster I took the line from logo to create a visual element to represent a surface of beer.

KOSTELECKÝ
PIVNÍ
FESTIVAL
23. 4. 2022
PROGRAM:
Kostelecký pivní festival
Kostelecký pivní festival
Kostelecký pivní festival