

# Portofolio

Youetta Kunneman

Aug 2016

# Table of Contents



- 1** Dynamic Paper Documents  
Page 1



- Visual Identity for HyperLAN **2**  
Page 4

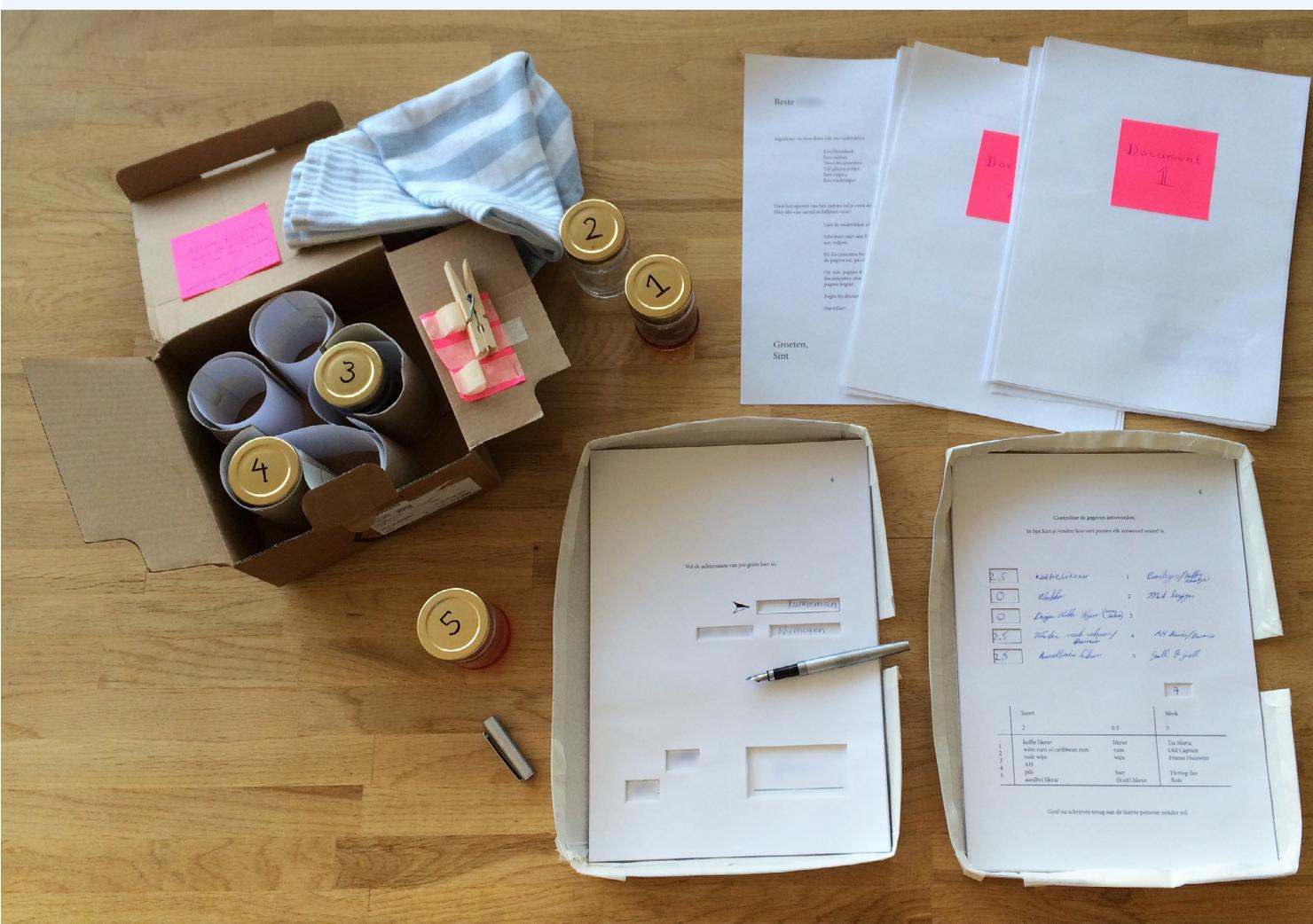


- 3** Miscellaneous  
Page 8

Youetta Kunneman  
[yj.kunneman@gmail.com](mailto:yj.kunneman@gmail.com)  
[www.you-et.com](http://www.you-et.com)  
[www.linkedin.com/in/youettakunneman](http://www.linkedin.com/in/youettakunneman)

# 1

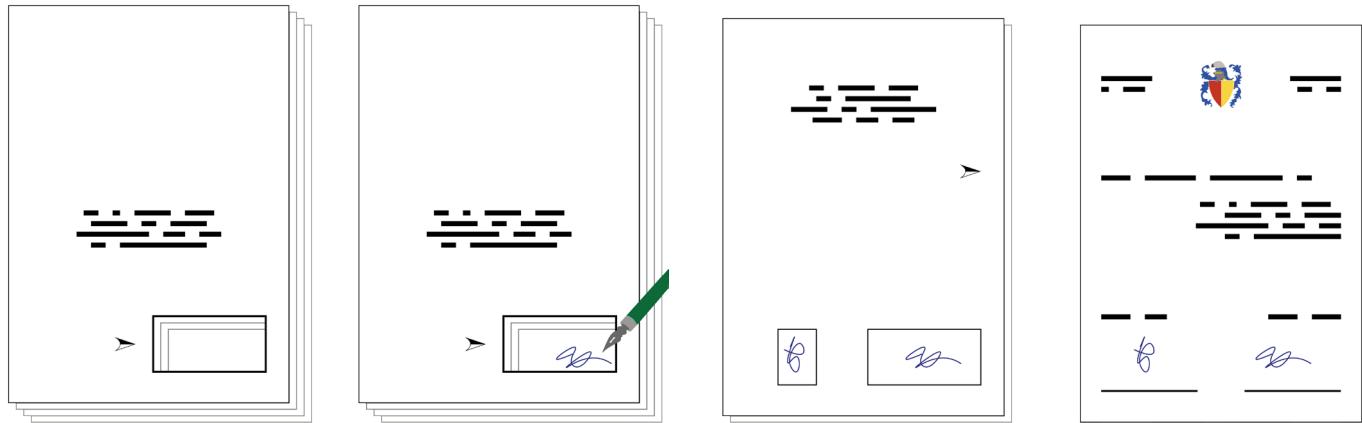
# Dynamic Paper Documents



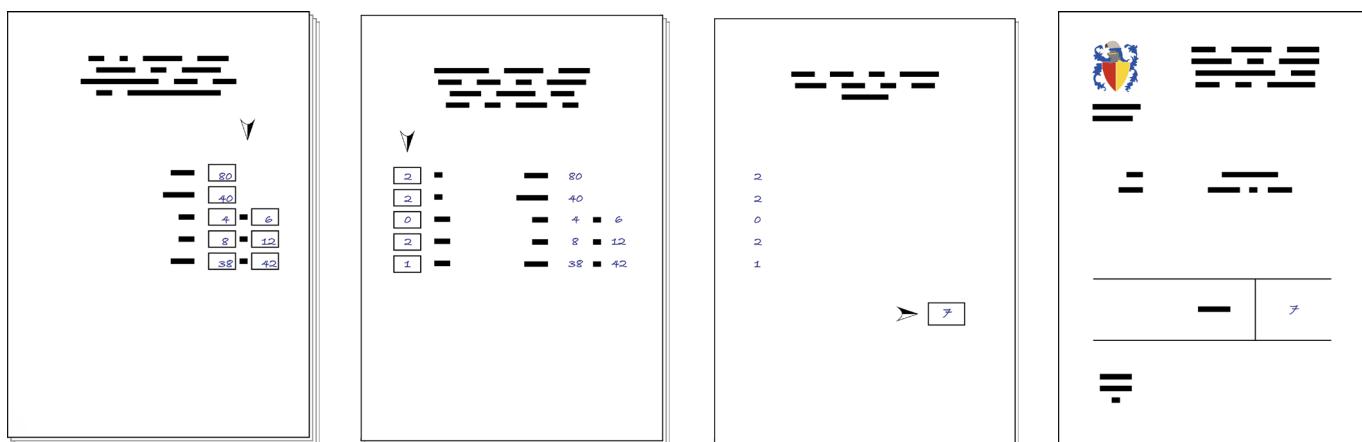
Dynamic Paper Documents are documents that contain assignments. By completing these assignments you create the final result.

The Dynamic Paper Documents were a gift. The player made two exams, which resulted in a diploma and a grade list.

# 1.1 The basics

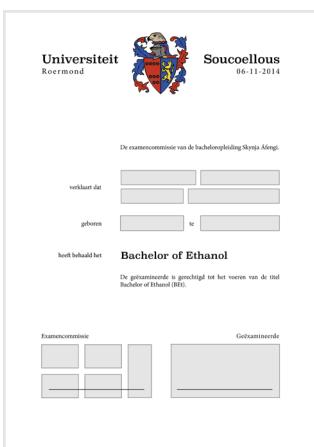


The holes in the pages allowed writings to serve multiple purposes throughout the document.

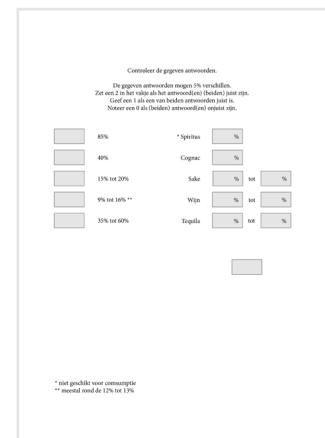


A series of assignments for the players creates a more dynamic and complex play.

## 1.2 The documents

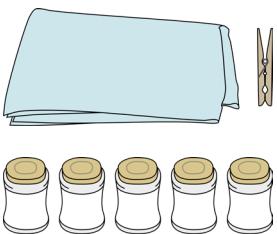


The diploma collected signatures of the receiver and “graduation board”. The diploma also included handwritten name and birth details.



The grade list was the result of two exams and calculation of their marks. One exam was theoretical and the other practical.

A ballpoint pen could push through the paper. Therefore a fountain pen was provided.



The practical exam required the player to be blindfolded. The player had to guess the types of five liquors solely based on taste.



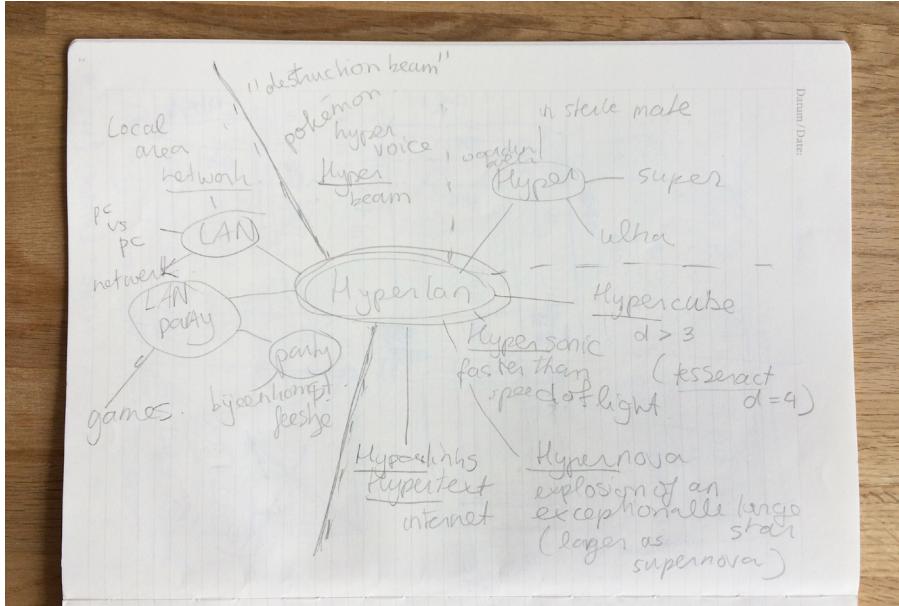
# 2

## Visual Identity for HyperLAN



HyperLAN organizes LAN parties for the region Nijmegen and is run by volunteers. A LAN party is an activity in which computers are connected via a LAN network, such that players can play games together.

The HyperLAN association was founded in 2014. As Commissary Media, it was my responsibility to establish the brand and visual identity. In this chapter I will show the development process of the logo.



## 2.1

### Mind Mapping

#### HyperLAN?

I started with a mind map of the name HyperLAN.



Examples of the first sketches, which were based on superheroes and the geometrical hypercube.

## 2.2

### Round 1

#### Getting ideas

**WAIT!**

These sketches are the result from inspiration based on the name HyperLAN,  
but have no connection to what HyperLAN does.  
What if you could only see the logo? Would you associate it  
with playing games?

## 2.3

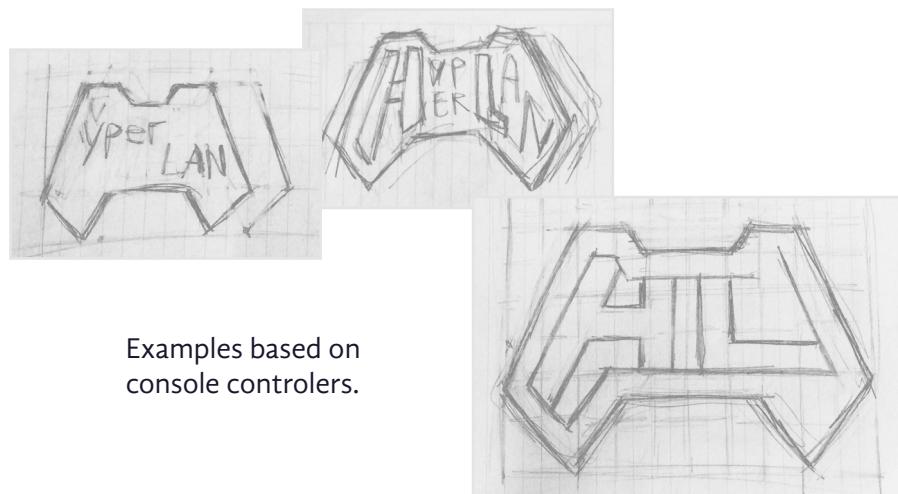
### Round 2

Gamers play games

We wanted hard-core and casual gamers to come play games with us. That is what HyperLAN stands for. Therefore I made a new round of sketches based on games .



A Xbox 360 controller by Microsoft.



Examples based on  
console controllers.

## 2.4

### Round 3

Color and texture

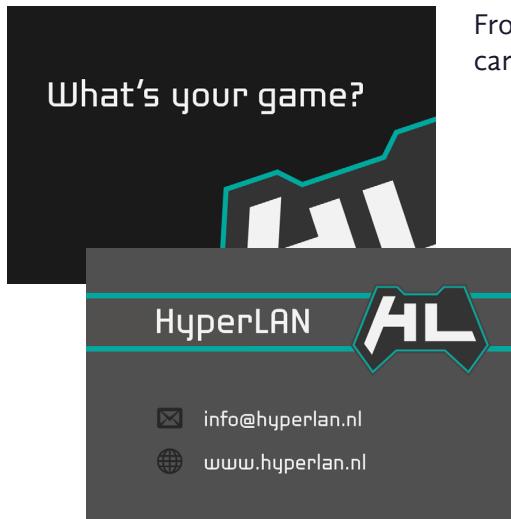


The lights are dimmed during a LAN-party, because it makes the computerscreens look more intense. Hence the visual style combines dark and intense colors.

The logo is clear on both light and dark backgrounds.

Other variations are also possible.





Front and back of the business cards.

## 2.5 Offline, online and props



For prints, a white background can be selected for environmental reasons.

Besides mobile, tablet and desktop design, the websites has an additional widescreen layout.

The fifth LAN-party “Man of Steel” had its own currency. These steel coins can be used in wagers or won by accomplishing achievements.

Each LAN-party has a theme, and attendees receive a themed mug at each edition.

Below are the mugs of the second en fifth editions; “Beta” and “Men of Steel”.



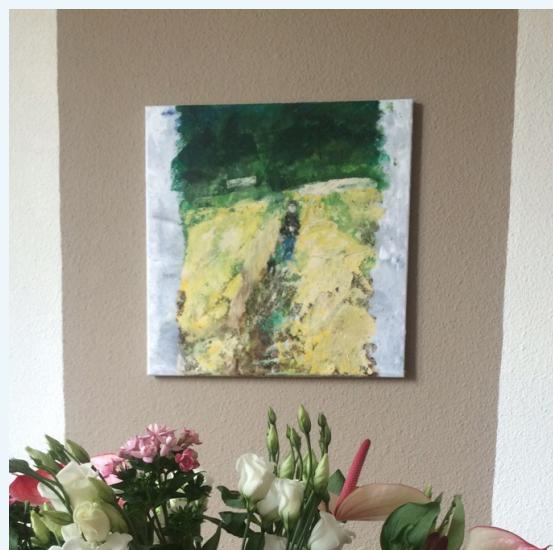
Every achievement had an icon, which was used on the score board and the local website.



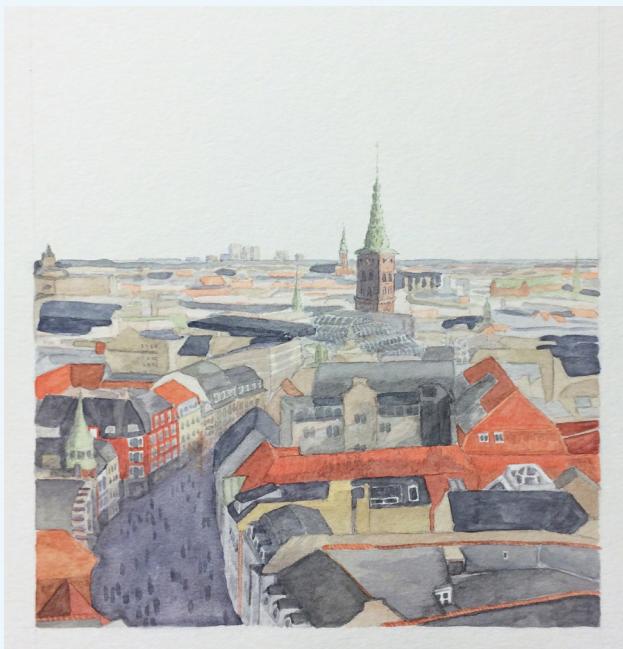
# 3

## Miscellaneous

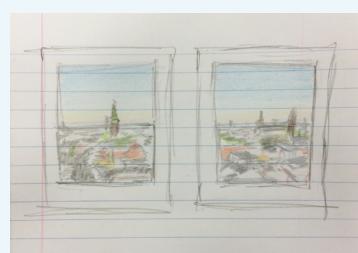
### Acrylic paintings



### Aquarelle painting



The original foto.



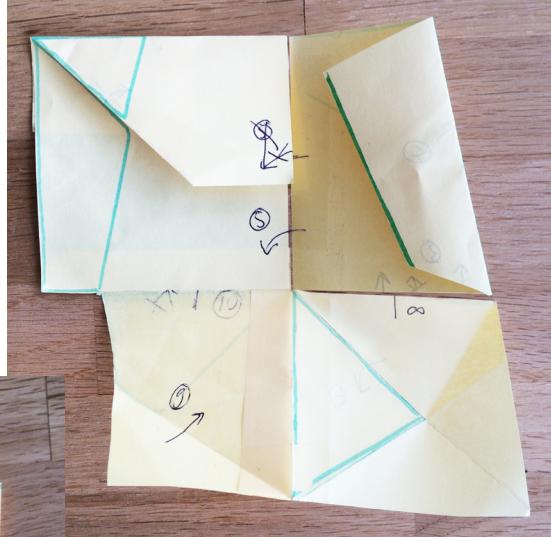
Aquarelle painting (work in progress).

Sketch for a diptych.

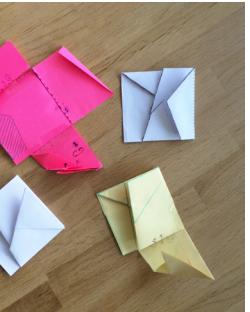
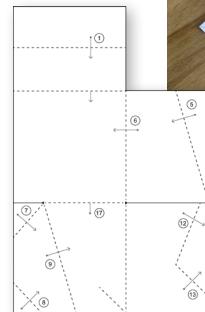
## Business card 2.0



The logo.



First prototype.



Other prototypes.

Download the lastest at:  
[www.you-et.com/business-card.pdf](http://www.you-et.com/business-card.pdf)

## Cat basket



I removed the electronics of this iMac G3 and filled it with a self-made pillow. Now it functions as cat basket.



iMac G3 by Apple.

## Fantasy card game

This fantasy tabletop role-playing game is played with cards. Both the characters and story can be composed by choosing cards.



The game is based on Dungeons & Dragons by the Wizards of the Coast.

## Crowded house



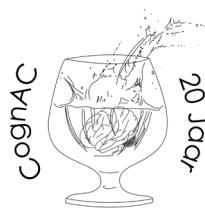
The crowded house is populated with stuffed animals. The animals are made of old clothes.



## Modelling clay



CognAC glass with brain based on lustrum logo.



Lustrum logo by CognAC.



An albino axolotl.



Guitar-playing axolotl.

## In-house vegetable garden curtain



Cucumber plant.

