

Portofolio

Youetta Kunneman

Table of Contents



Dynamic Paper Documents
Page 1



Visual Identity for HyperLAN
Page 4



Miscellaneous
Page 8

Youetta Kunneman

yj.kunneman@gmail.com

www.you-et.com

www.linkedin.com/in/youettakunneman

1

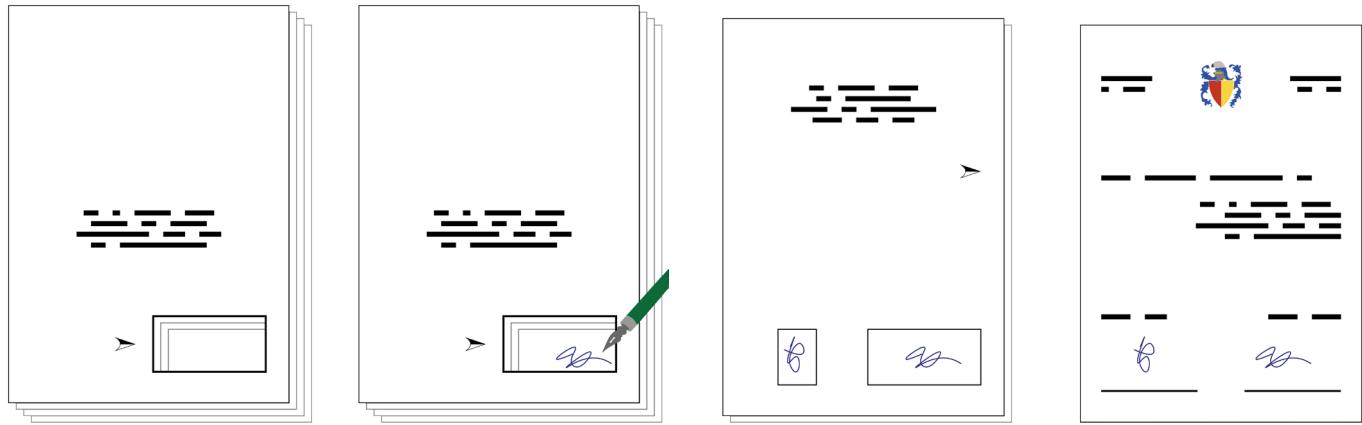
Dynamic Paper Documents



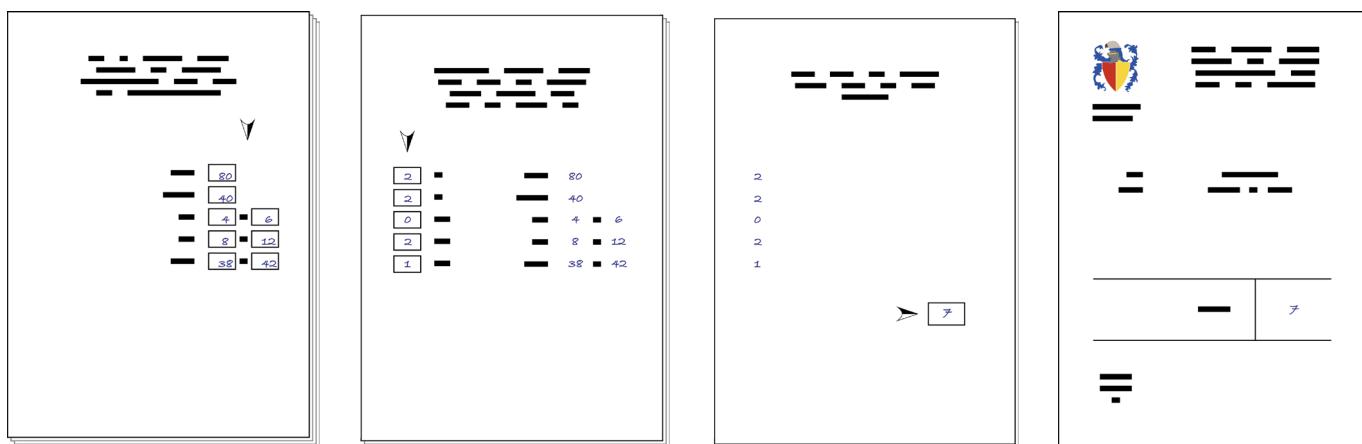
Dynamic Paper Documents are documents that contain assignments. By completing these assignments you create the final result.

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

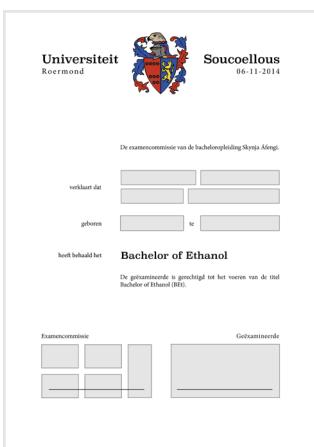


The holes in the pages allowed writings to serve multiple purposes throughout the document.

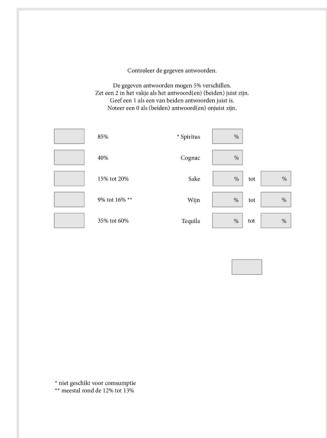


A series of assignments for the players creates a more dynamic and complex play.

1.2 The documents

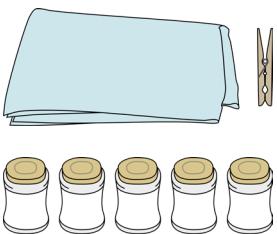


The diploma collected signatures of the receiver and “graduation board”. The diploma also included handwritten name and birth details.



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.



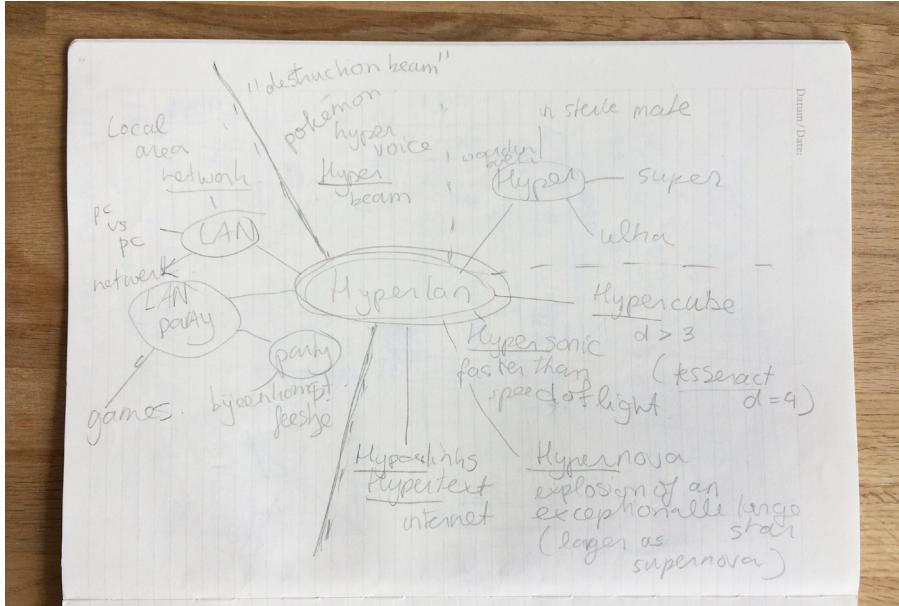
2

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

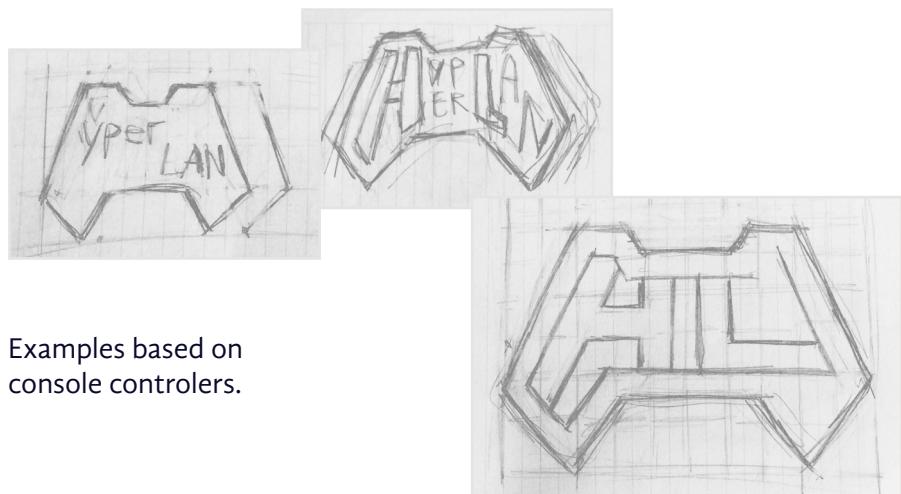
Round 2

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

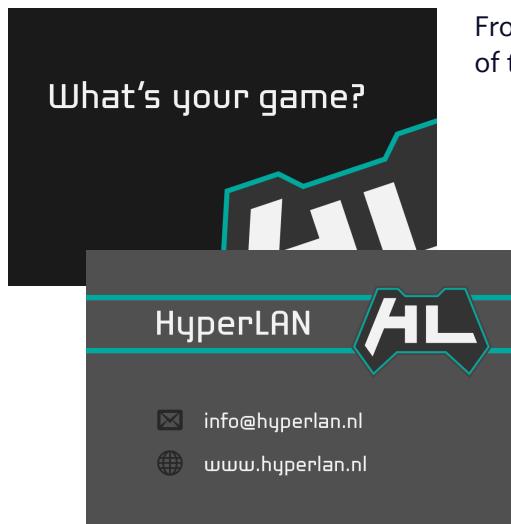


The lights are dimmed during a LAN-party, because it makes the computerscreens look more intense. Hence the visual style combines dark and intense colors.

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



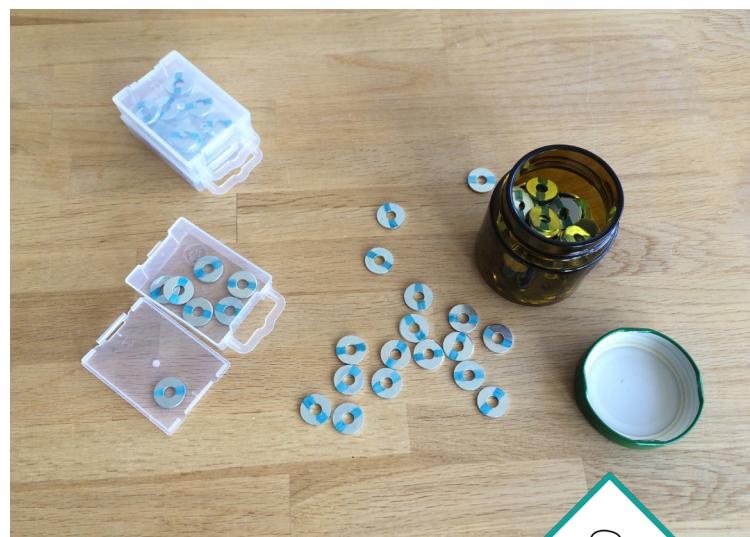
For prints, a white background can be selected for environmental reasons.

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 and fifth editions; "Beta" and "Men of Steel".



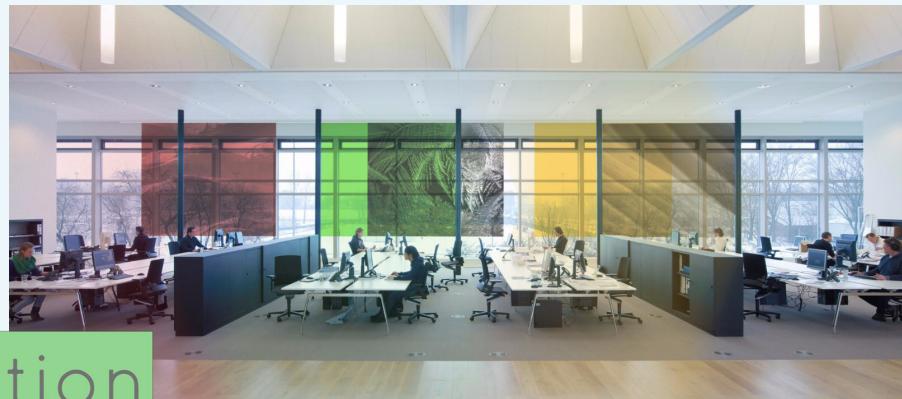
Every achievement had an icon, which was used on the score board and the local website.



3

Miscellaneous

Glasspiration



Team included Xinmeng Lei (Eric),
Jule Geißler, Rick Uilkema and me.

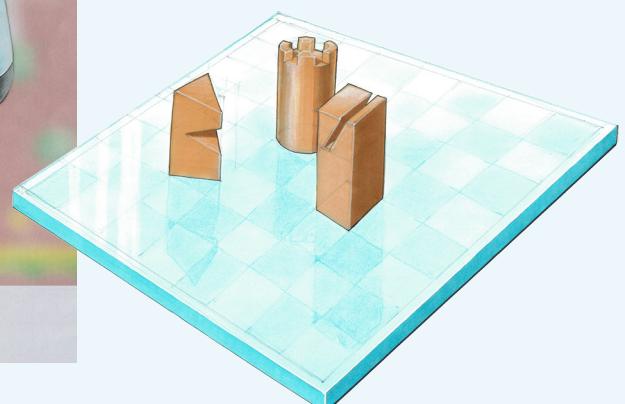
Glasspiration is designed to inspire people with new ideas, through a simple change of perspective while using the incoming daylight. Glasspiration consists of glass panels with different scenes, which substitute each other during the day.

Design sketching

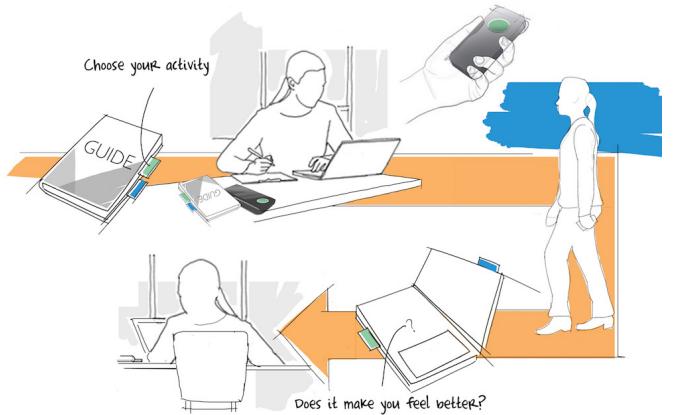


Case study: Materials

Original PlayStation 4 Wireless Dualshock Controllers by Sony.



Do-it

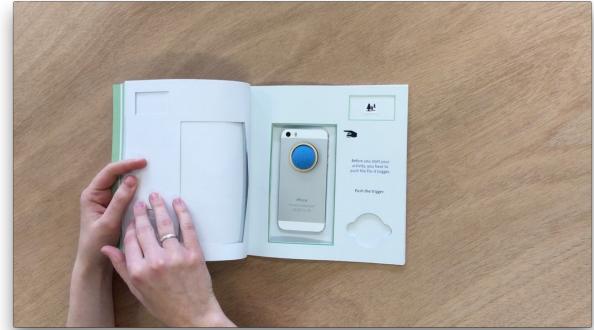


The Do-it system contains a trigger that is designed to stimulate positive experiences throughout daily life. My team members focused on the trigger while I designed a guide. This guide helps the user interactive through setting up the trigger and learning new behaviour.

Team included Evelyn van de Bildt, Marlin Bloemberg and me.

For the development of the Do-it guide I made use of an agile process. The iterations contained brainstorming, prototyping and evaluation. One of the first iterations is shown in the photo below. I made three prototypes in total.





This is me starring in our vlog about the Do-it.

Fantasy card game

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

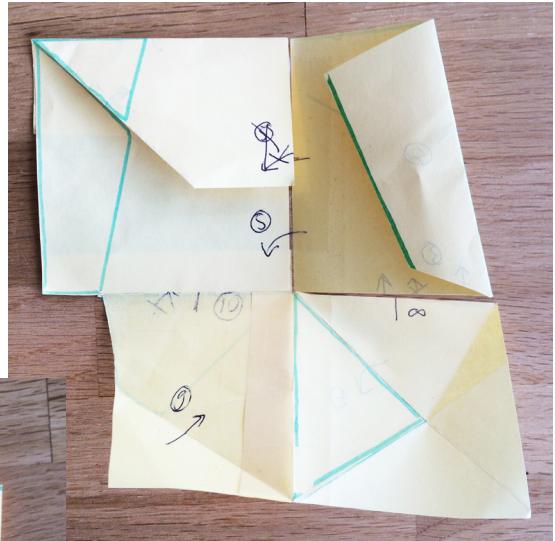


The game is based on Dungeons & Dragons by the Wizards of the Coast.

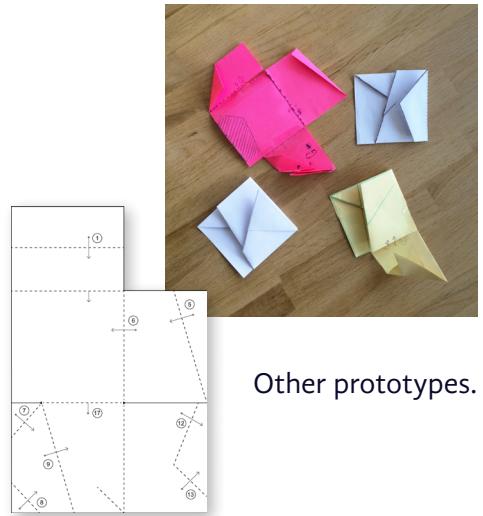
Business card 2.0



The logo.



First prototype.



Other prototypes.

Download the lastest at:
www.you-et.com/media/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 a basket for my cat.



iMac G3 by Apple.