

**ANDREW TRALONGO**





Hey there! I'm Andrew Tralongo; although technically my name is Andrea, I usually go by Drew. I'm 21, born and raised in Melbourne, Australia and a graduate of Communication Design at Monash University. I have covered many fields of design, specialising in digital, web and UX. Additionally, I have experience in both branding and photography. In my spare time I enjoy taking photos, playing my electric guitar and going to gigs (it's a rare moment in the day that I'm not listening to music!) I am also the creator of a small t-shirt screen-printing company called *RE.verb Society* where I design and print all the tees myself.

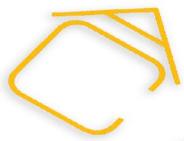
# ANDREW TRALONGO

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# ALLURE CONSTRUCTIONS



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# ALLURE CONSTRUCTIONS



## TYPE

Rajdhani

A B C D E F G H I J K L

M N O P Q R S T U V W

X Y Z . , ? ! @ # & % \$

\* ( ) 0 1 2 3 4 5 6 7 8 9

## COLOUR

PANTONE 10-8 U

PANTONE 109-16 U

I developed the logo, brand identity and print-material for a new independent construction company Allure Constructions Pty. Ltd. The client wanted a modern yet strong brand identity which would communicate their authenticity and reliability in both consultation and construction.

*"In creating the design, I followed a simple grid system to reflect architectural drawings and blueprints; additionally by matching the typeface directly to the iconography, it will create a cohesive relationship from visuals to text in other products like business cards and letterheads."*

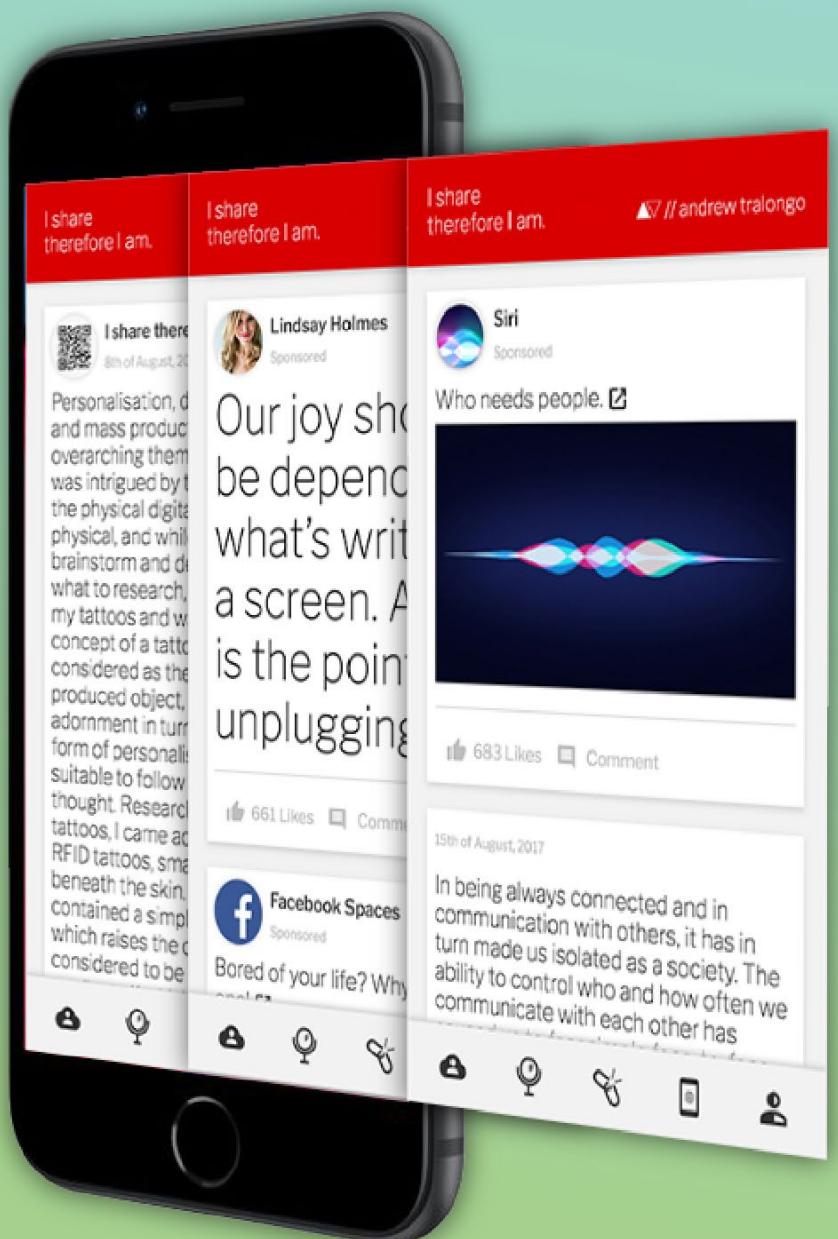


# IT'S A HARD WOG LIFE

*It's a Hard Wog Life* is a zine about Italian grandparents. Inspired by the craziness of their behaviors and habits, such as keeping playing cards in the fridge and sewing up a new pair of ripped jeans thinking they are on the brink of being thrown away, it explores the playful and caring nature of these lovable characters.

All images used I shot on my Canon 70D.





# I SHARE THEREFORE I AM

A research essay about the concept of a digital presence, an avatar, how it has quickly intertwined itself into the everyday, and furthermore exploring the consequences which have developed from it. The essay has been presenting to mimic a social media website to reflect the dependency that social media has developed into our everyday.

WE'RE LONELY YET AFRAID OF INTIMACY,  
DESIGNING THE ILLUSION OF COMPANIONSHIP  
WITHOUT THE DEMANDS OF FRIENDSHIP.

# PORTAMI VIA

In 2016, I was 1 of 30 students selected to be apart of the Prato exchange program where we would study abroad for a month, including a week in Venice for the V&A Biennale. Wanting to watch Italy vs. Spain in the FIFA Club World Cup, we found it difficult to find a local bar which was airing it as Prato is a small town. So myself and two other students and I proposed to design an app as a part of our exchange program named *Portami Via*.

Translating to ‘take me away’, this travel companion would show users what was going on around them; events, attractions, places to eat or shop. It was to act as a community-driven guide for people in an unknown town and you could simply press ‘Take Me There’ and it would automatically suggest places to go determined by the specified search radius from the user’s current location. Local business’s would sign up to be apart of the app to drive more customers to visit their store, restaurant or attraction.



# ADORNMENT

Everyone in one way or another participates in the act of body alteration and decoration. From harmless ear piercings to full neck tattoos, this art form has existed throughout civilisations and meanings can differ from aesthetic to religious symbolism. This publication explores tattoos, jewellery, piercings and scars with the stories associated to them.

All the photographs throughout the zine, I shot myself.





Goddess ring  
From home  
Costa Brava, Spain

Rose St Markets  
From home  
Family



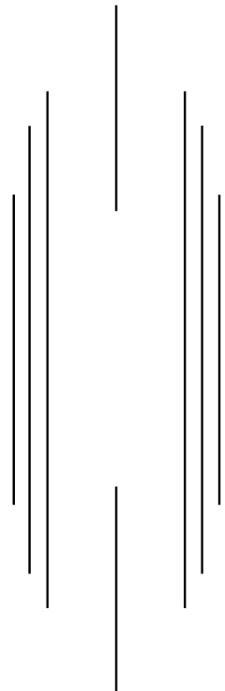
# DÍA DE LOS MUERTOS

A series of hand painted sugar skulls used as promotional material for Día de Los Muertos, an annual mexican tradition celebrating the lives of those who have passed away. These photographs are intended to be used as postcards and additionally promotional material for the festival.



RE.VERB SOCIETY





# RE.verb Society

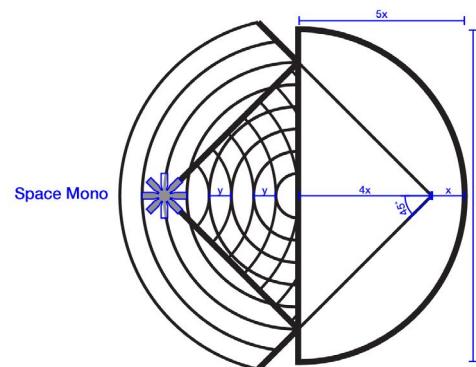
I am a sucker for geometric illustrations; I think it is the nerd in me coming through that loves all the maths, angles and grid structures. I have designed tattoos and illustrations in this style before but could never find it on clothing. Simple t-shirts with geometric illustrations. Alongside having countless conversations with friends quoting funny one-liners saying ‘That would be great on a t-shirt!’, I started *RE.verb Society*, my own small independent screen-printing t-shirt company. I create every design and screen-print all of the t-shirts myself. Many of the designs are inspired and related to sound, whether that be though music, idioms or typography.

I have designed the logo and brand identity, including all of it’s promotional material.



I came up with the name *RE.verb Society* because the brand is inspired by sound. My first guitar pedal was a Boss Reverb pedal, and since it partly originated from talking with my friends, the brand would initially grow out of word of mouth. I wanted those who wore it to feel like they were apart of a unique group, as each t-shirt is hand-crafted.

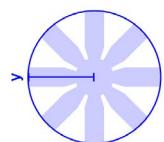
This design, named *figure 1.*, is inspired from a scientific reverberation diagram and incorporates the asterix from the typeface used in the logo.



## TYPE

Space Mono  
Bold

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z a b  
c d e f g h i j k l m n o p  
q r s t u v w x y z . ? ! ( ) \* \$ 0 1 2 3 4 5 6 7 8 9



# PHOTOGRAPHY

SPRINKLER ISOLATING VALVE



HE  
IND





I simply love the anticipation of it all. Once you put a fresh roll in and take your first photo, you are forced to wait a week or even a month till you finish it to see how each and every photo turns out. And once you finish your roll, I love hearing the motor in the camera work its little heart out to wind all the film back into its canister. With digital photography being so quick, easy and disposable, I find that film is more thought out and therefore has more character to every image as it costs you to buy, develop and scan every roll. Additionally, I admire the mistakes, its imperfections from the film grain to light leaks and accidental double exposures. You never know how a photo is actually going to turn out.

I use a Minolta 110 Zoom, another point-and-shoot with Kodak UltraMax 400 film, but I want to soon buy an SLR or Rangefinder.

BRIGHTON BEACH, AUSTRALIA  
SHOT ON 35MM FILM

I would consider myself a flâneur of sorts. I enjoy taking photos of strangers in public, people posing while they get their boyfriend to take the perfect photo for them to upload to Instagram.

I like laying down and simply looking at the sky, which why the sky is so prominent in most of my photography. The soft clouds slowly moving across the deep blue gradient; through the lush green leaves of the trees, while the sun shines down to warm your skin as the grass simultaneously refreshes you. Seeing planes, helicopters and sky-writers make their temporary mark across the sky signifying our technological evolution. It's so peaceful. Tranquil. Relaxing.

It's the ultimate field of negative space. A void of infinite possibilities.

ROYAL BOTANIC GARDENS MELBOURNE, AUSTRALIA  
SHOT ON 35MM FILM





FEHMARN BELT, BALTIC SEA  
SHOT ON 35MM



**CONTACT** —————



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