



ANIQA DESIGN  
**PORT**folio



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## 01. LAZZY MOMMY BAKES

BRANDING, PACKAGE DESIGN AND  
LOGO SERIES

Lazzy Mommy Bakes is a small home based business in Melbourne. Their products are made with dedication and love, using high quality ingredients.





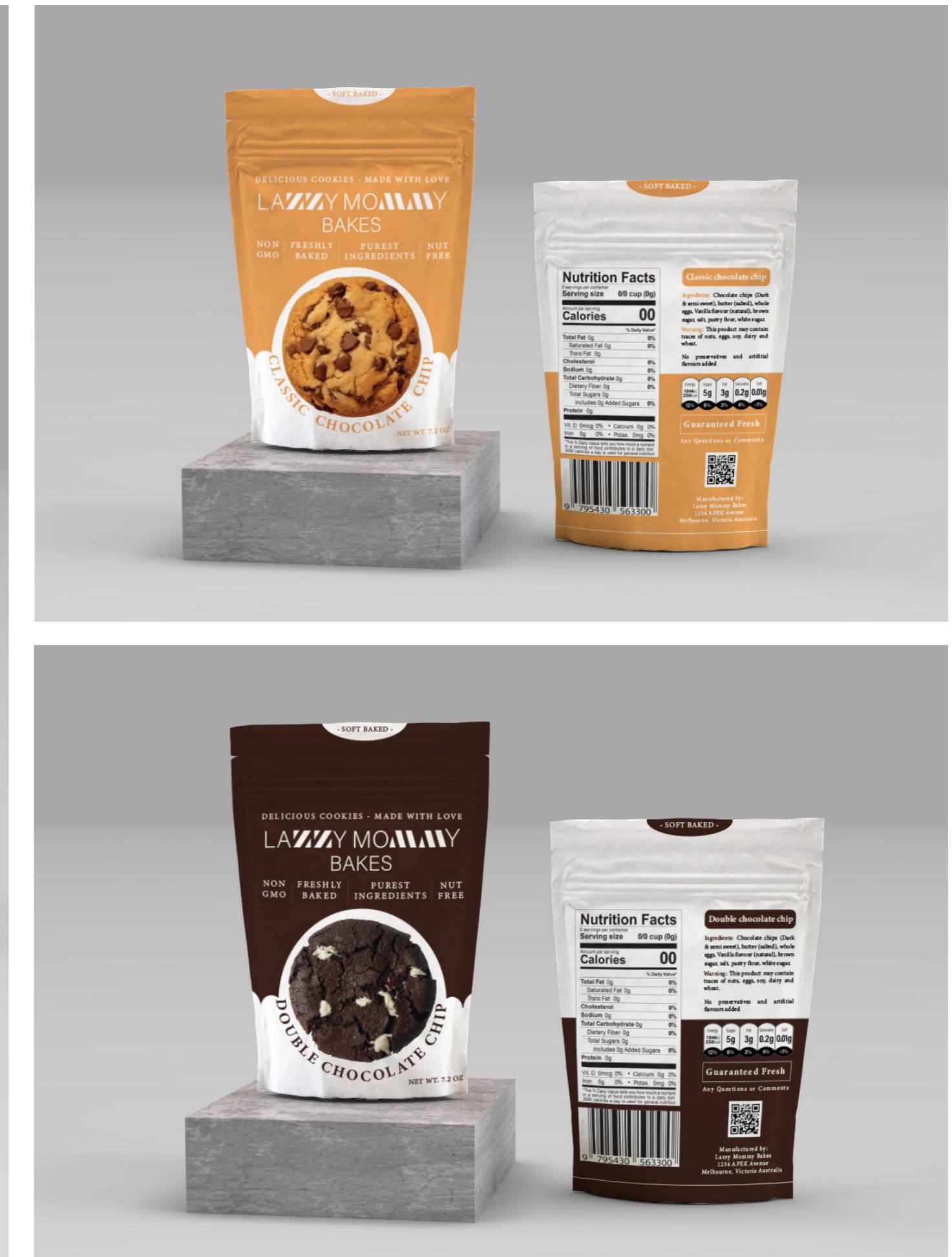


Business card, envelope and letterhead.



Sticker and apron.





Cookie bag packaging.



Cupcake box packaging.



## 02. SAVE THE CHILDREN

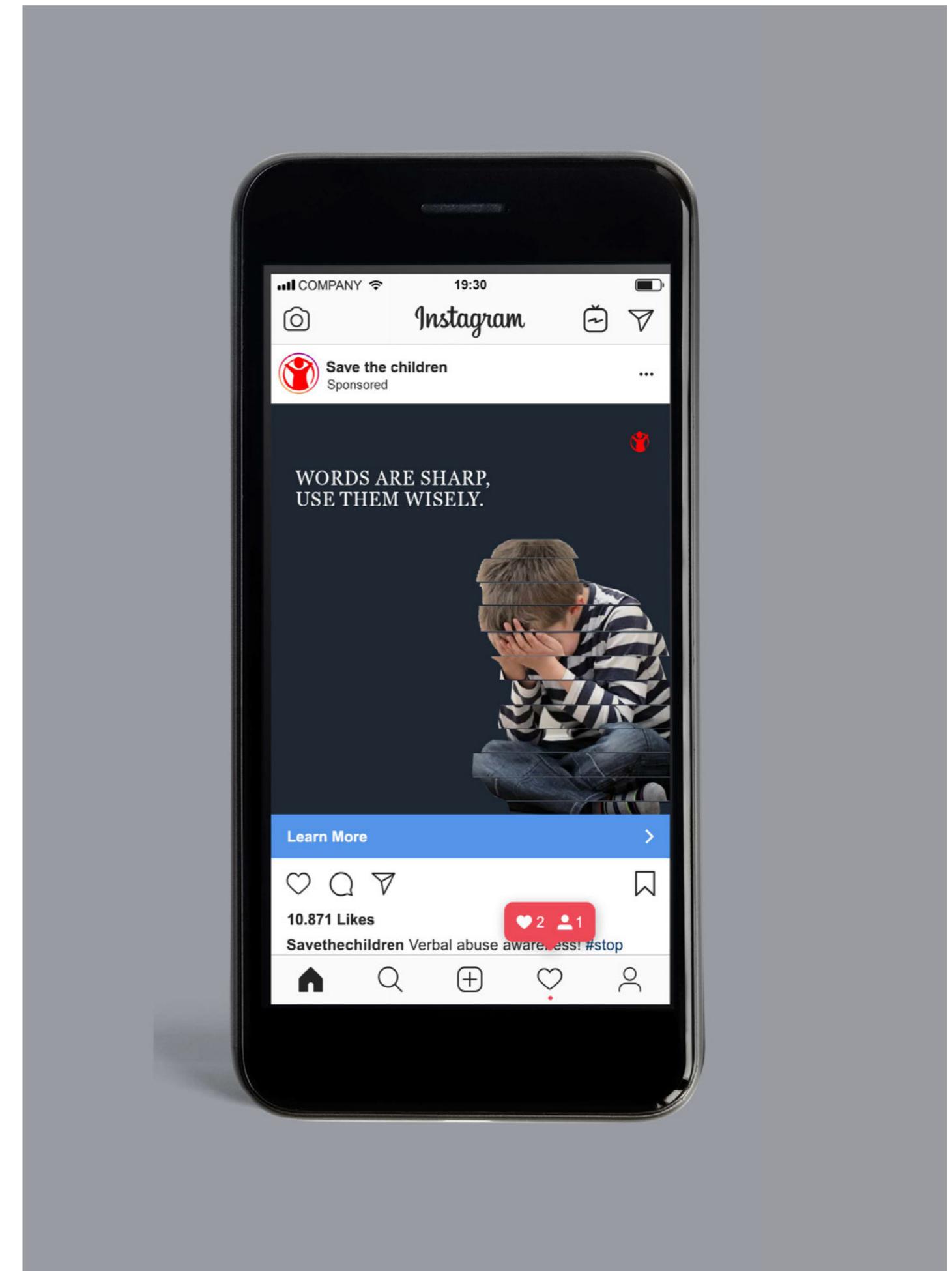
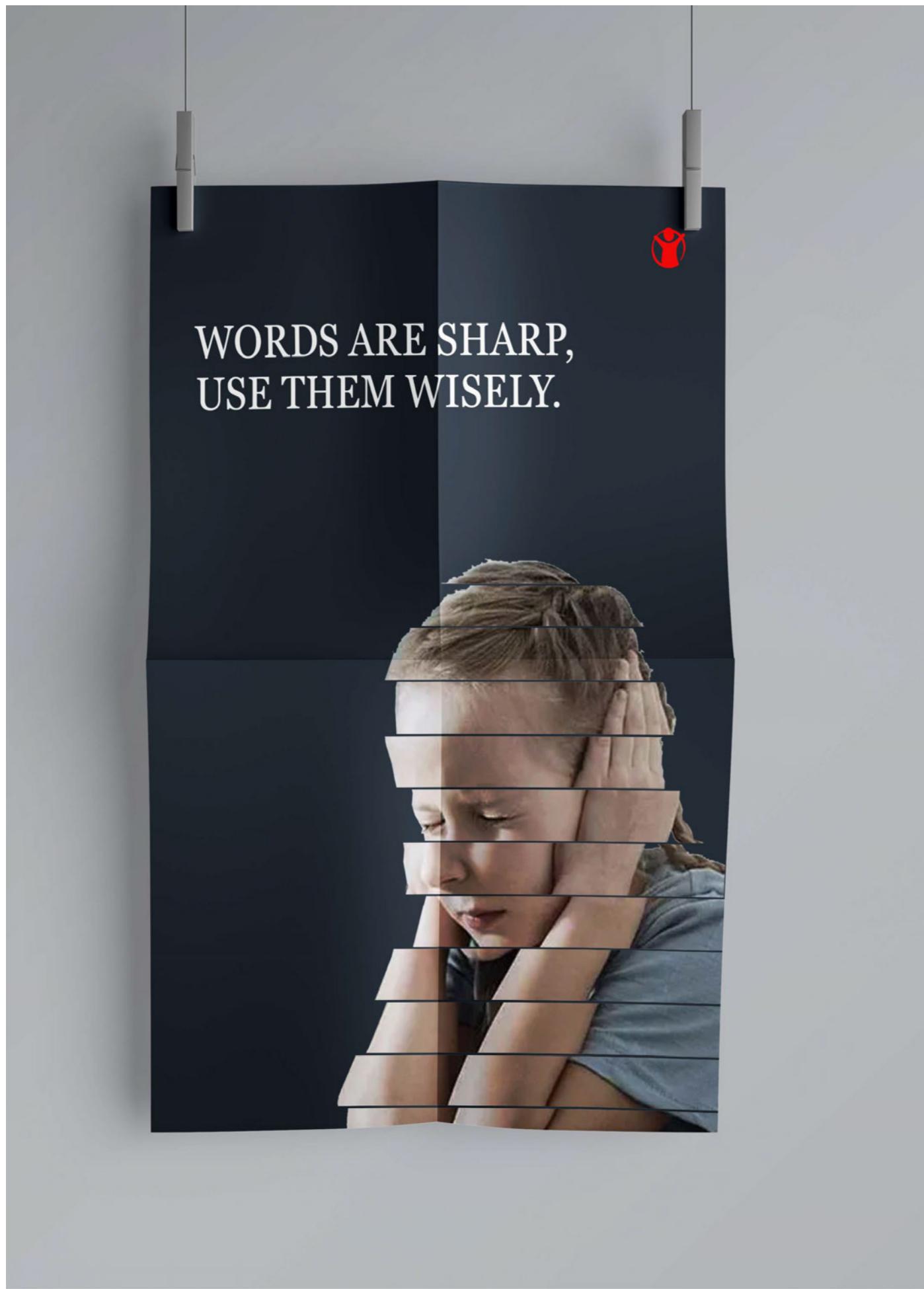
### CAMPAIGN DESIGN

This campaign was designed for a non-profit organisation. The purpose of this campaign was to spread awareness on verbal abuse on young children.





Billboard advertisement.



Poster and Instagram post.

## 03. THE ART OF CAKE DECORATION

### MAGAZINE LAYOUT

This magazine is a Step-by-Step Guide to the most satisfying cake decorating techniques that is collected in one place.



**B**aking a cake is the perfect way to express your creativity and artistic flair. Behind every exquisite and artfully decorated cake lies the expertise and dedication of skilled professionals. With this comprehensive guide on mastering the art of cake decorating, you can turn your cake into a unique and stunning work of art.

From understanding the right ingredients and tools to taking inspiration from colors and shapes, you'll be equipped with the necessary skills to create a delicious and beautiful masterpiece.

If you think a cake is just a cake, think again. In the world of cake decorating, your cake is your canvas, and your tools and techniques are your paint and brushes. In this guide, we'll introduce you to the art of cake sculpting – a method of turning ordinary cakes into extraordinary works of art.

Cake decorating is the art of decorating a cake for special occasions such as birthdays, weddings, baby showers, national or religious holidays, or as a promotional item. The possibilities are endless. Let's dive in!

# A step-by-step guide

Let's explore the amazing world of cake decoration!

## 1 Preparing the Cake for Decoration

One of the most important parts in cake decorating is to make sure that your finishes are smooth and even. Following are the steps:

- > Plan your decorating timeline in a good manner. Give yourself plenty of time to decorate your cake before an event.
- > Practice makes it perfect. You can make a practice icing with 1 cup of shortening and about 3 to 4 cups of powdered sugar.
- > Freeze the cake after cooling, before you start decorating it. Freezing helps prevent such disasters by stopping the moisture escape during preparation so you're guaranteed a better result.

## 2 Design Tips

When it comes to cake decorating, it can be both an art and a science. It's time to start designing. Think about the occasion and the cake theme, then start sketching. **Here's a tip:** it's best to start with the big picture before moving onto the details. Start by creating the main elements and working your way down from there.

For example, if you're creating a birthday cake, start with the shape of the cake and then add details like the age of the person, their name, and the type of frosting.

## 3 Colors & Shapes

When it comes to cake decorating, colors and shapes are essential components. With the right combination of colors and shapes, you can create visually stunning cakes that make a statement.

THE ART OF

# cake

DECORATION



**Tips & Tricks**  
These will be the foundation for a successful and enjoyable cake decorating journey.

**For Beginners**  
Easy step-by-step guide for every beginner who wants to be a professional.

EASY-TO-FOLLOW TECHNIQUES TO MASTER THE ART OF CAKE DECORATING.

Magazine cover and inside spread.

**Let's explore the amazing world of cake decoration!**

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### 4 Creating Patterns & Textures

The use of specialty tools such as airbrushes, piping bags, and stencils can bring a cake design to life. To achieve a dimensional look try using fondant to create flowers, ribbons, and geometric shapes. Another popular technique is cake lace, which can be used to create textured, delicate designs. With practice, you'll be able to master the art of cake decorating and create stunning works of edible art.

### 5 Garnishes & Toppers

Garnishes and toppers are essential for any creative cake decorating project. To create the perfect cake, it is important to use a variety of garnishes and toppers to give the cake a unique look. From edible flowers to sugar sprinkles, the possibilities for garnishing and topping your cake are endless. With so many options to choose, mastering the art of cake decorating is just a few garnishes away!

### 6 Finishing Touches

It is also important to keep in mind the occasion and theme of the cake when selecting these finishing touches, as each should complement the overall look of the cake. The most common ways to add finishing touches to a cake are:

- > Edible decorations such as sprinkles, colored sugars, and other edible decorations.
- > Sprinkles can be used to create patterns, stripes, and polka dots.
- > While colored sugars can be used to create beautiful designs and patterns.

Cake decorating requires passion, and patience.

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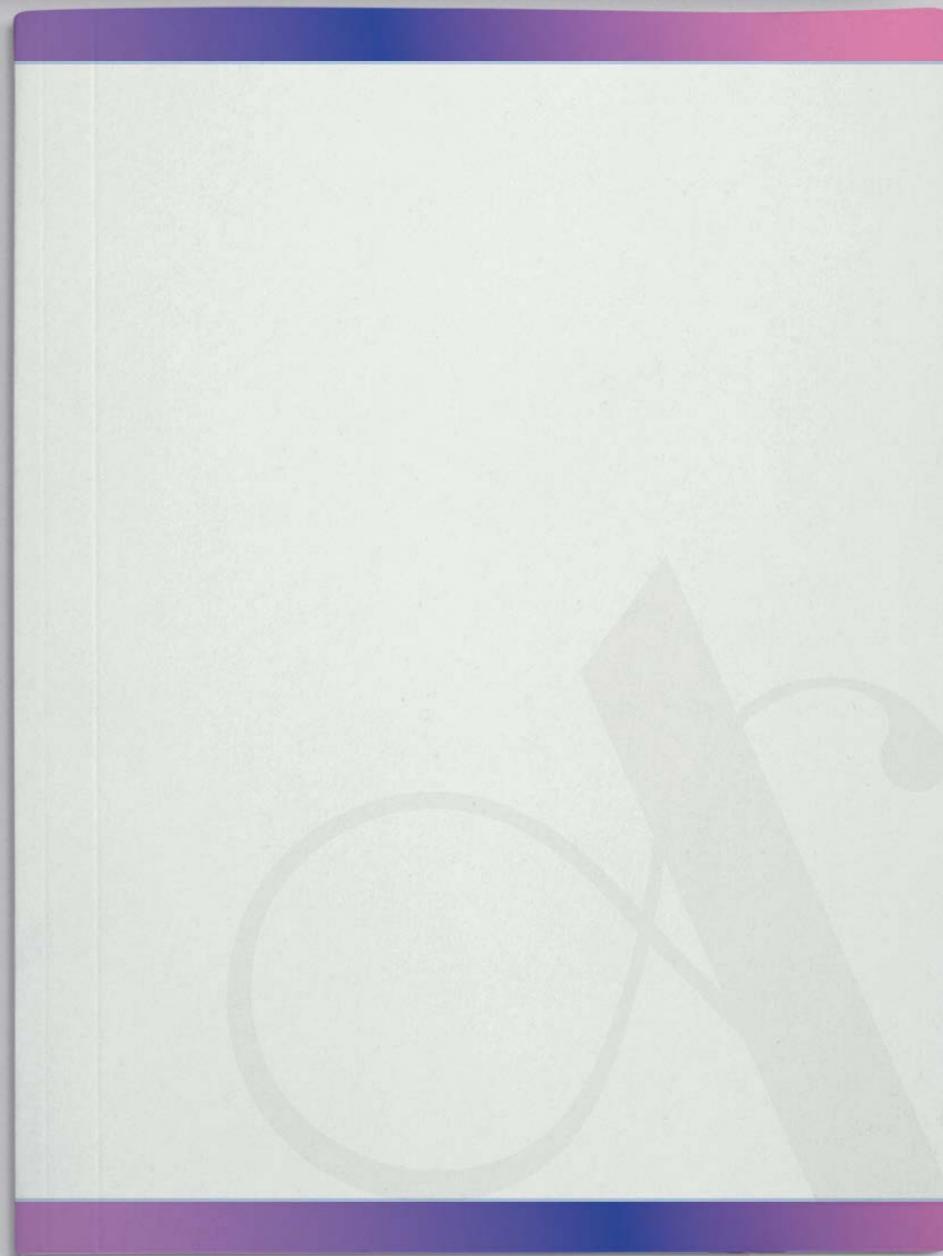
## 04. ANIQA DESIGN

### BRANDING DESIGN & LOGO SERIES

The scope of this project was to design a personal identity by creating a neat and clear design that will reflect my personality.



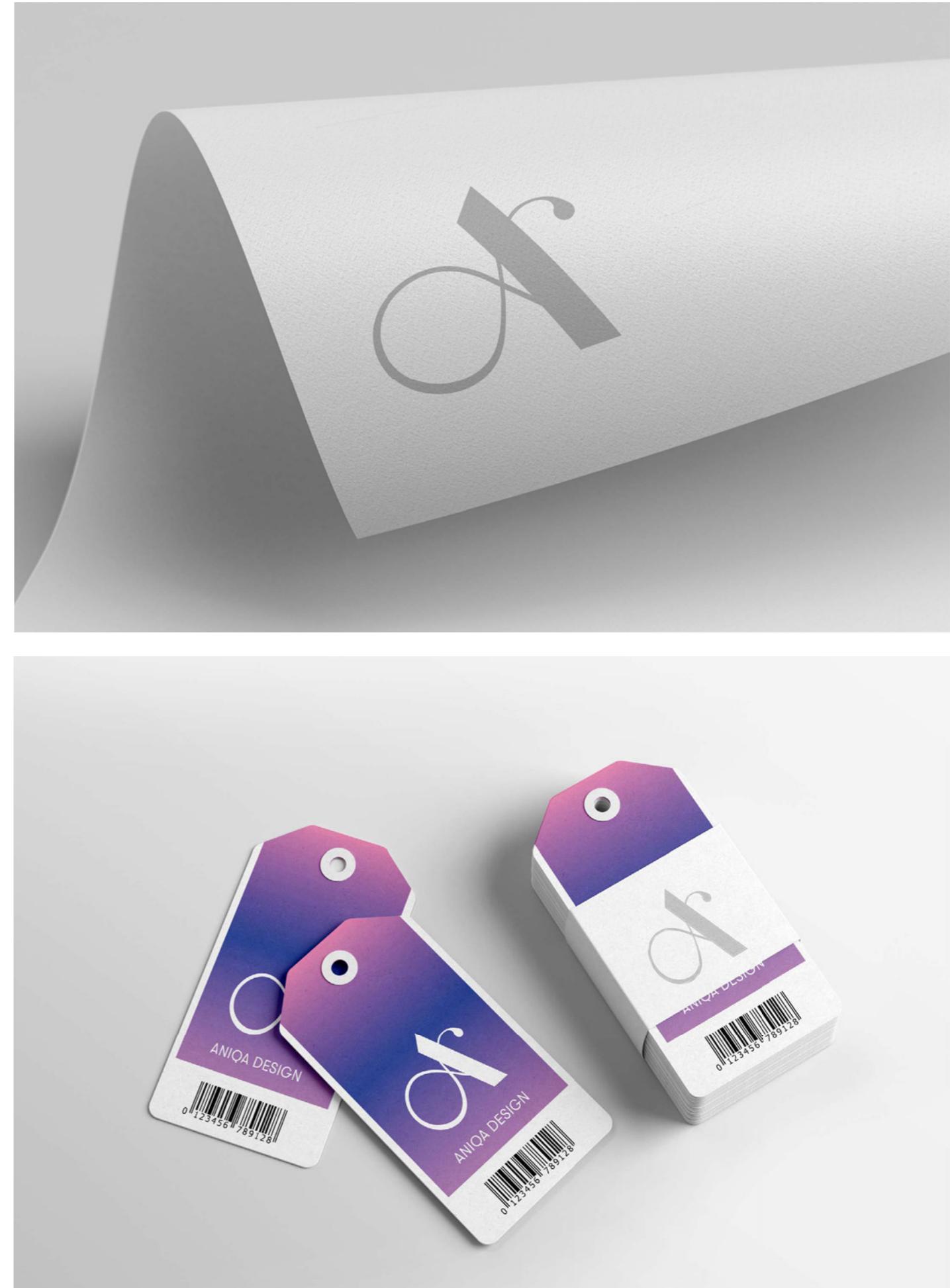


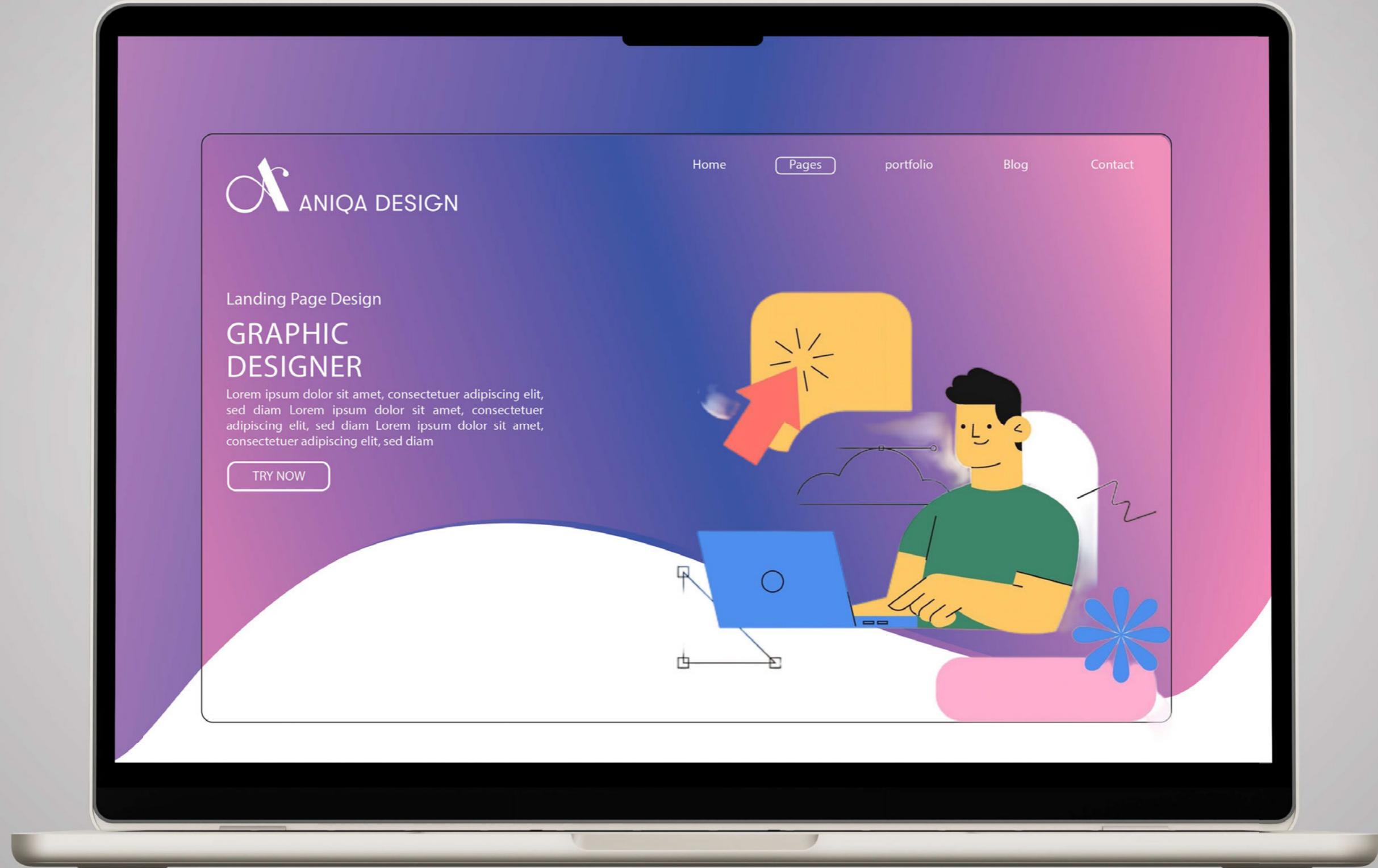


Business card, letterhead and envelope.



Notebook cover, landing page and tags.





Landing page.



# THANK you

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