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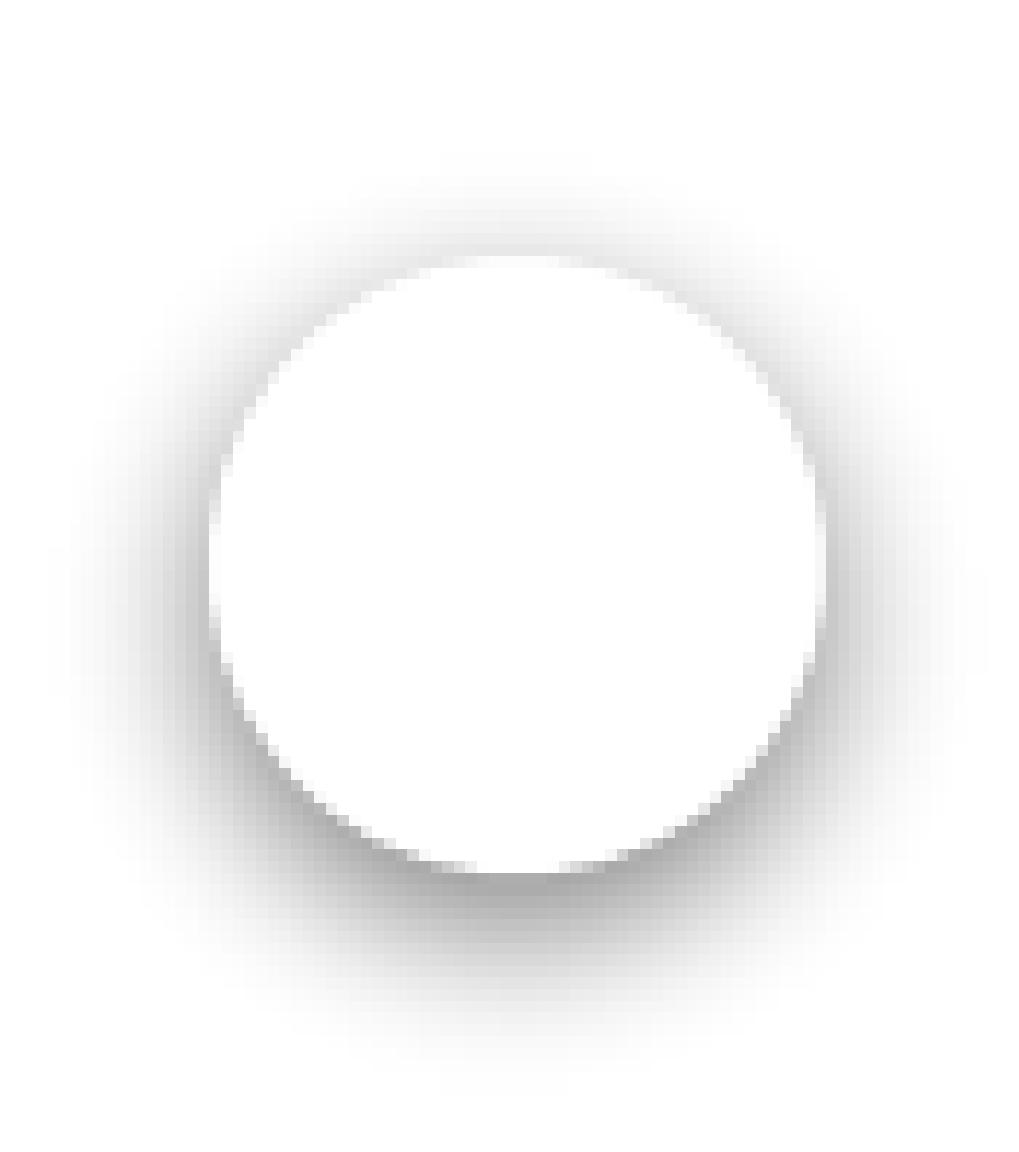
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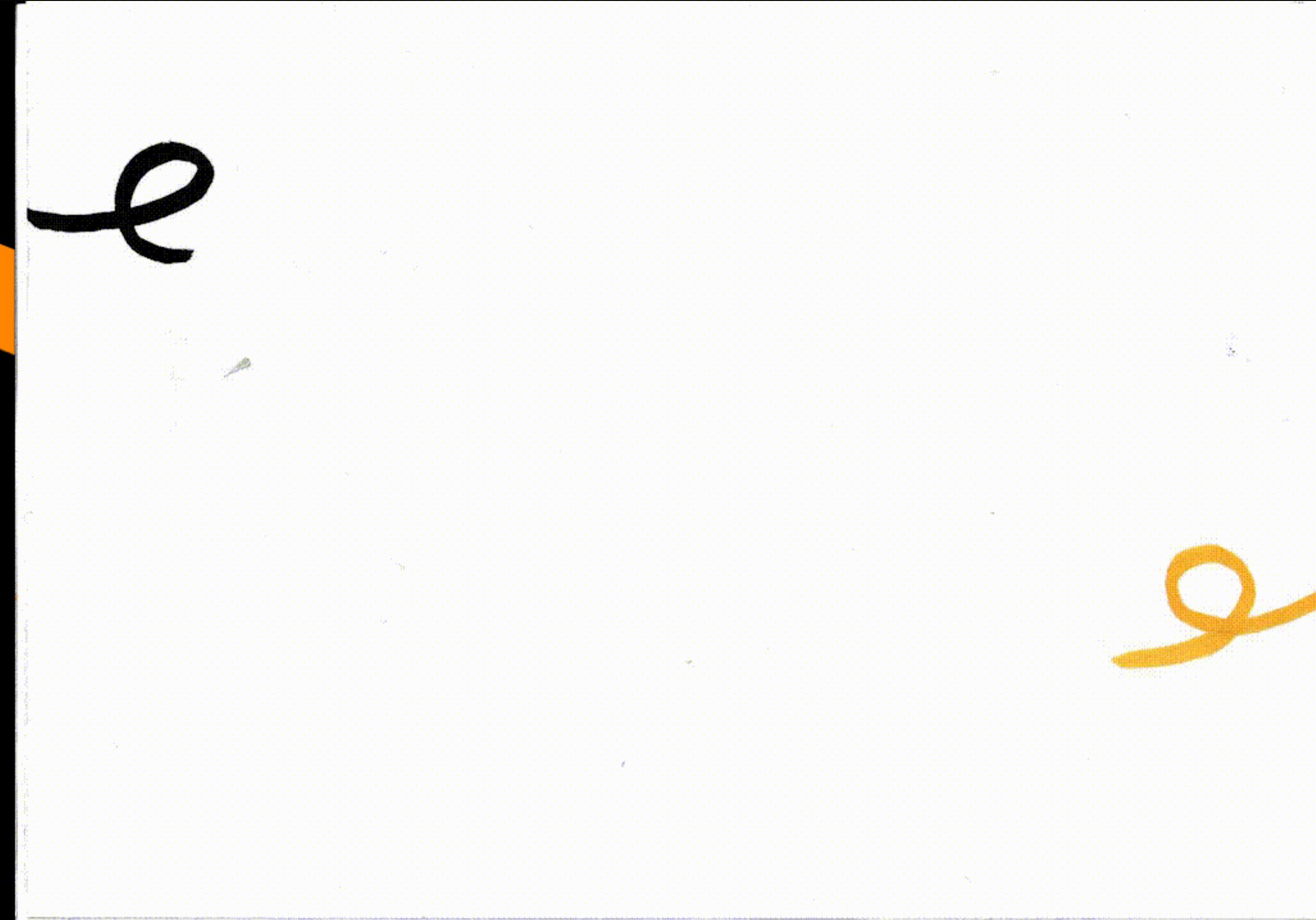




arşaluis negrişan

# identities

this project is a way in which i introduced,  
through a medium of choice, two persons  
to each other, without them ever meeting in real life.



## about

i'm a graphic design student at Minerva Art Academy, Groningen. i am curious and always have the desire to learn. i like my designs to be energetic, clear and powerful, sometimes with a fun touch. in my design process i usually take analog as the first approach. experimenting with different mediums and tools helps me get into the flow and gives me free rein to express myself. it also makes it clear for me as of what steps to take next in order to create a digitalised version.

\* this website was made in Keynote, so in case of error while trying to play the videos you can access them through the link down below :)

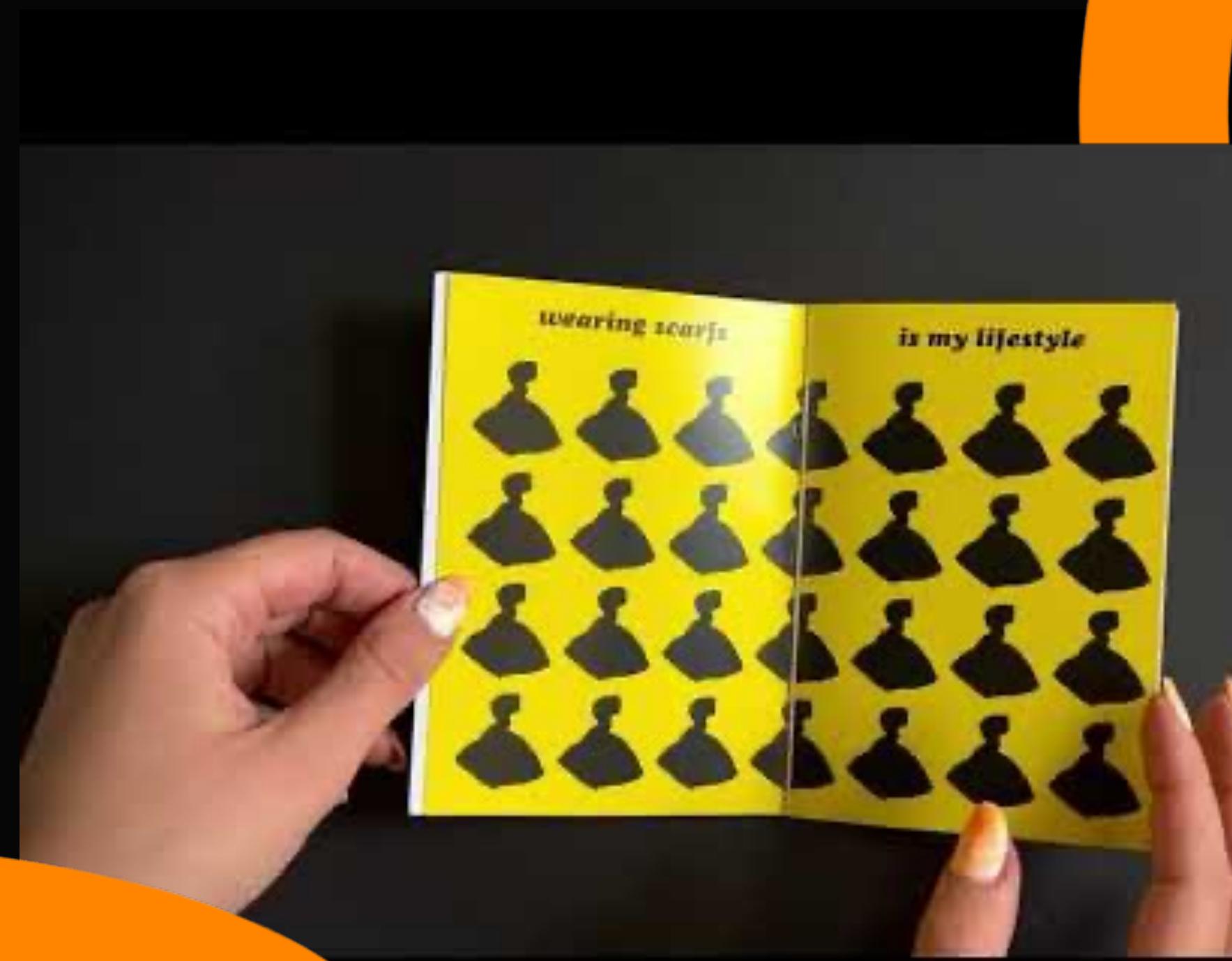


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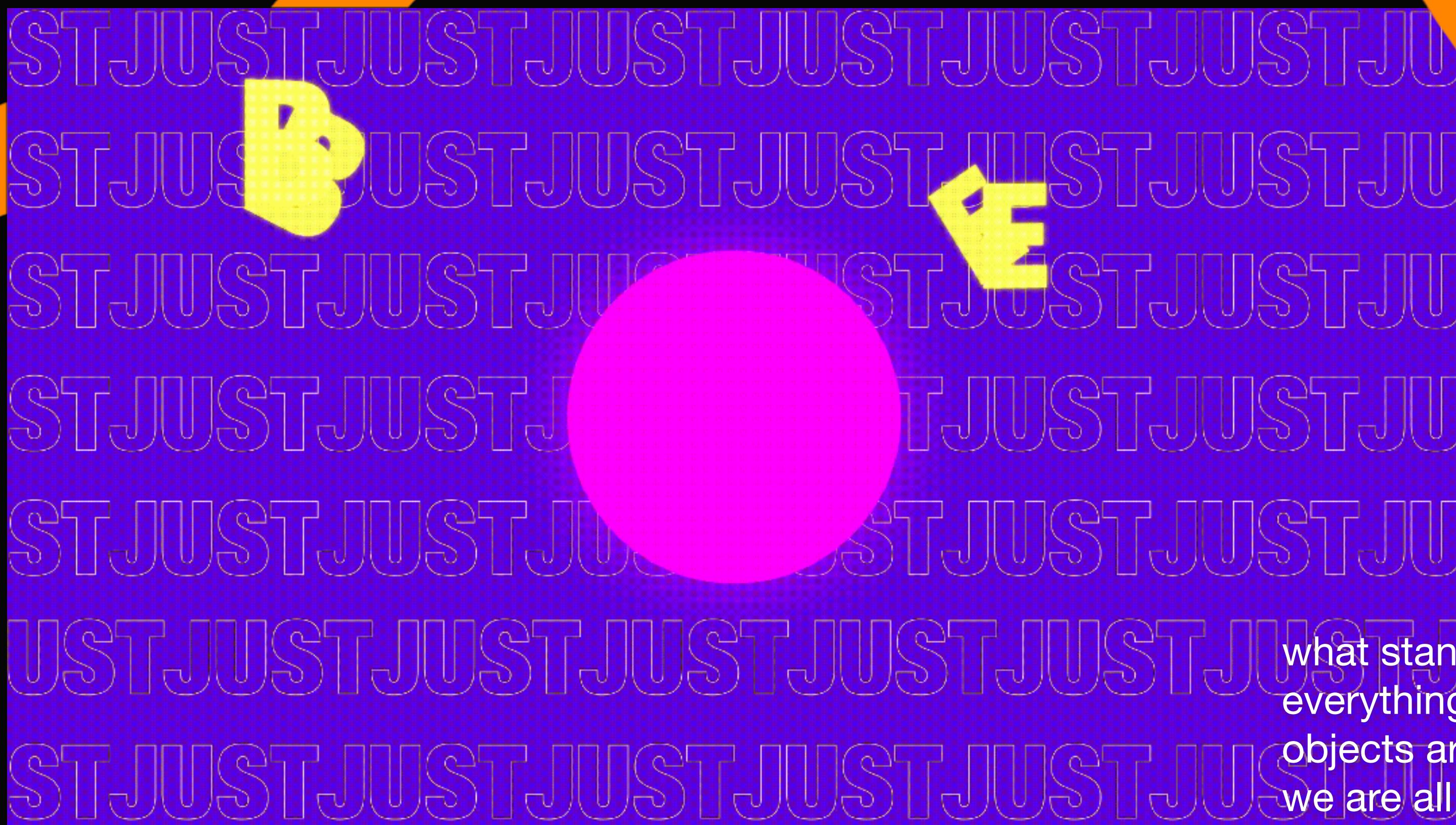
# arşaluis negrişan

i started by interviewing the persons, asking basic questions people usually use when they get to know each other (like “what’s your favorite food/drink/animal/music genre?” etc.). based on their answers, i created and designed statements, wanting to let both persons wonder about each other after reading the zines, instead of getting a straight piece of information.



the previous animation is based on these zines.  
the concept remains the same: introducing two  
persons to each other through a medium of choice.

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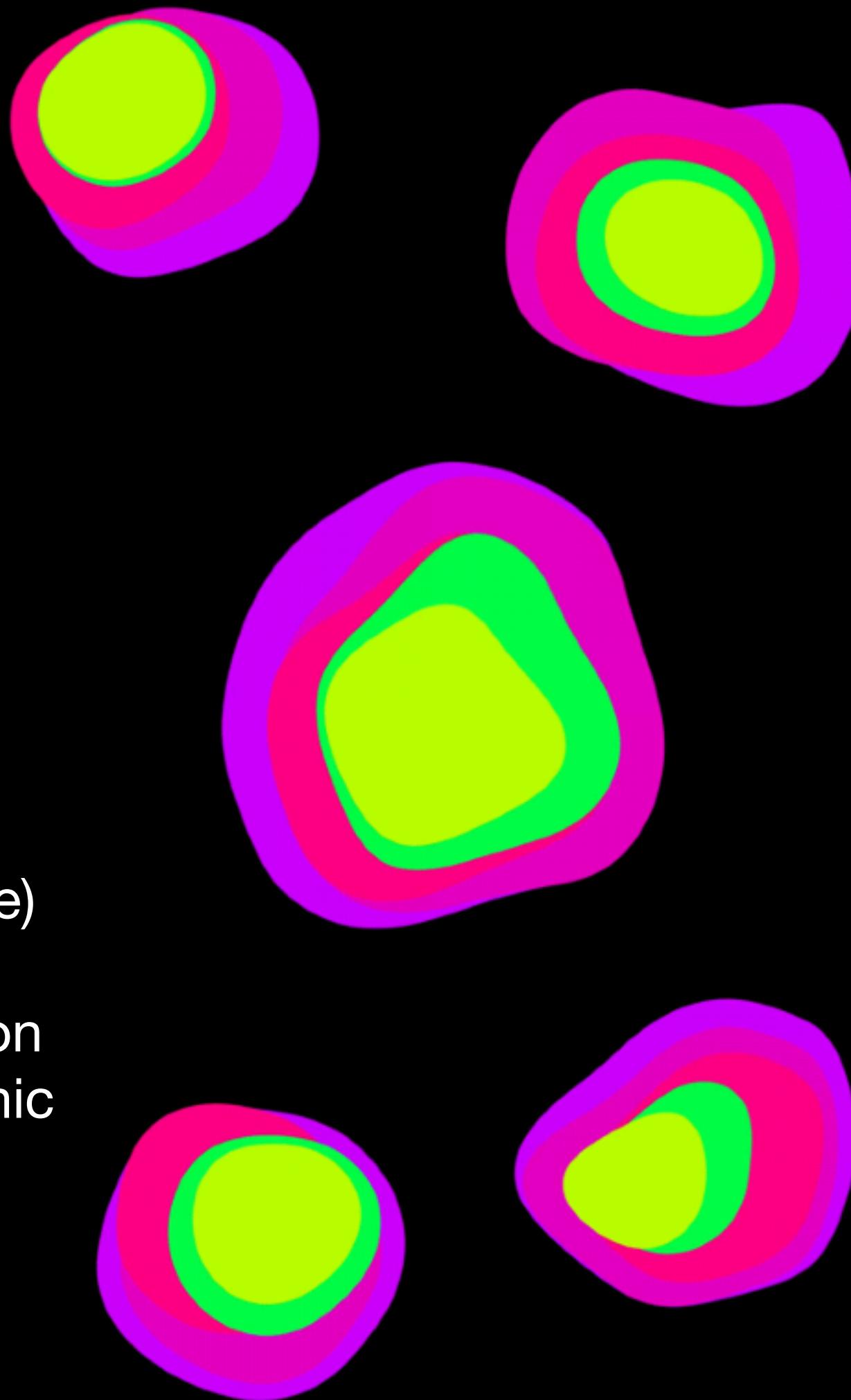
just be

what stands at the base of  
everything? of you, of the people,  
objects around you? at a tiny level  
we are all made of atoms with  
subatomic particles orbiting around  
their centre. so let's just be.

# open day - masters

## campaign

the concept represents the (at that time) five masters of Minerva Art Academy. five spirited communities which meet on a common ground, the lively and organic space the Academy has to offer.



they might take different paths, but at their core they all share the same passion and desire to express themselves.



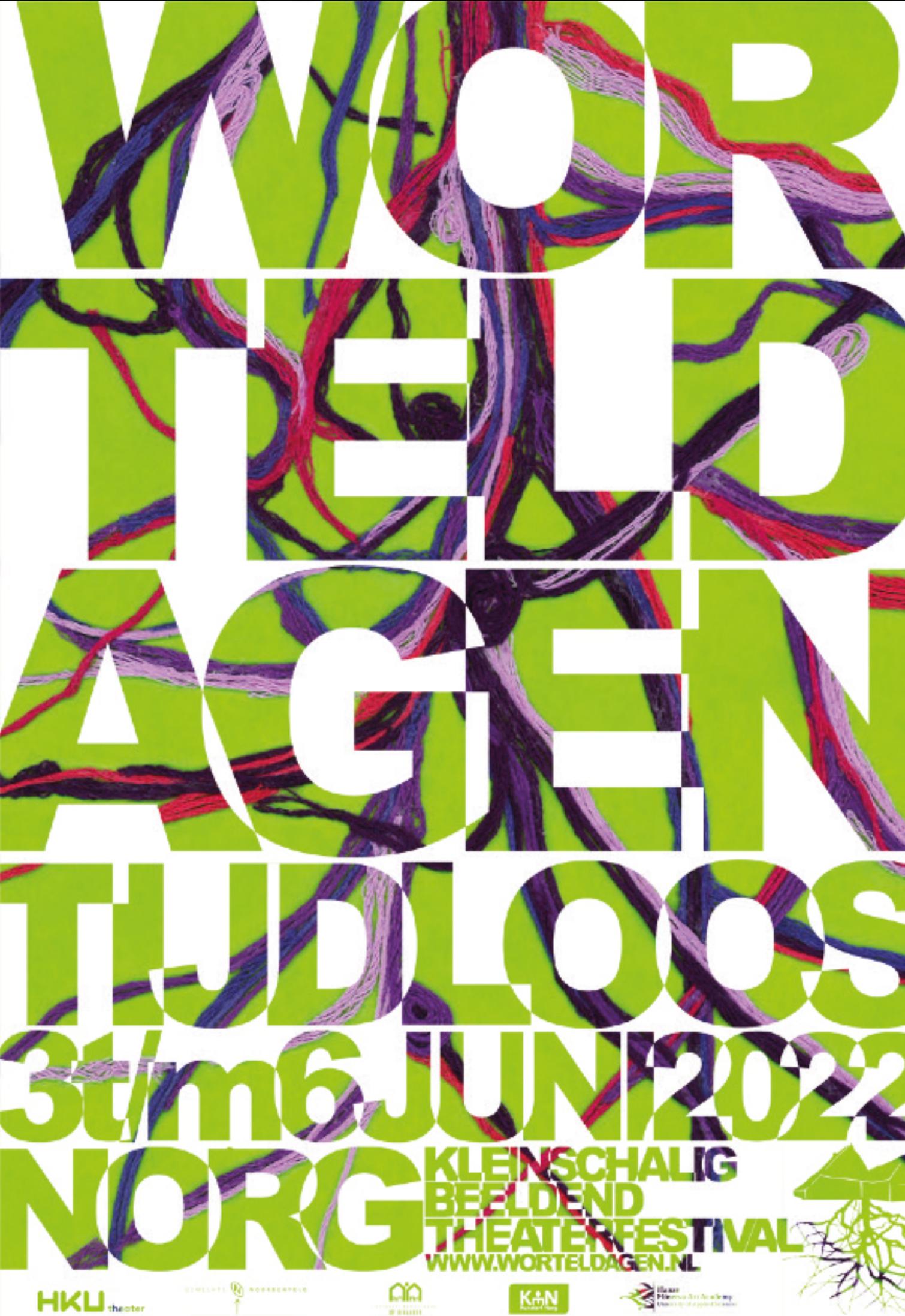
# arşaluis negrişan portfolio





## storytelling

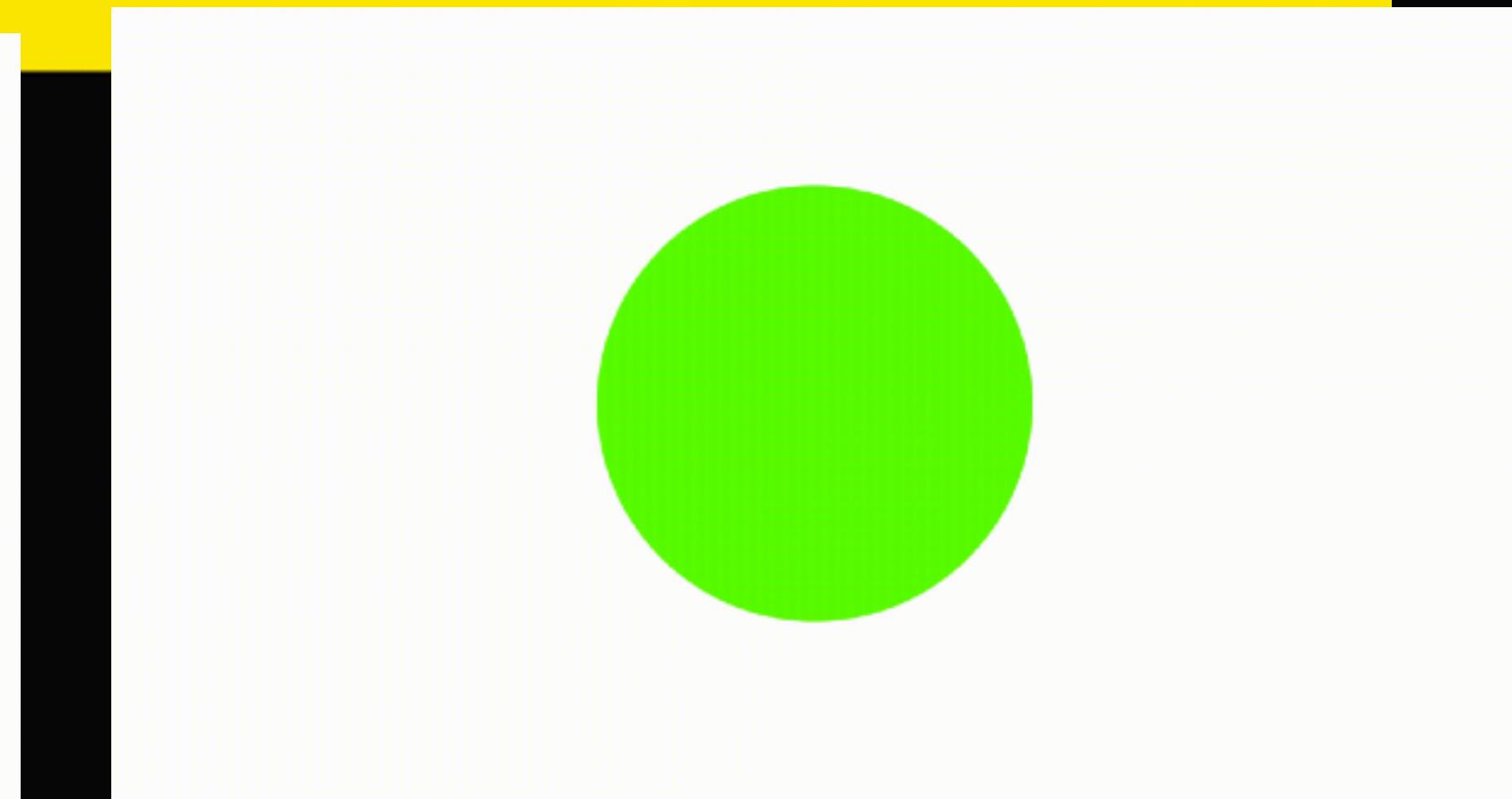
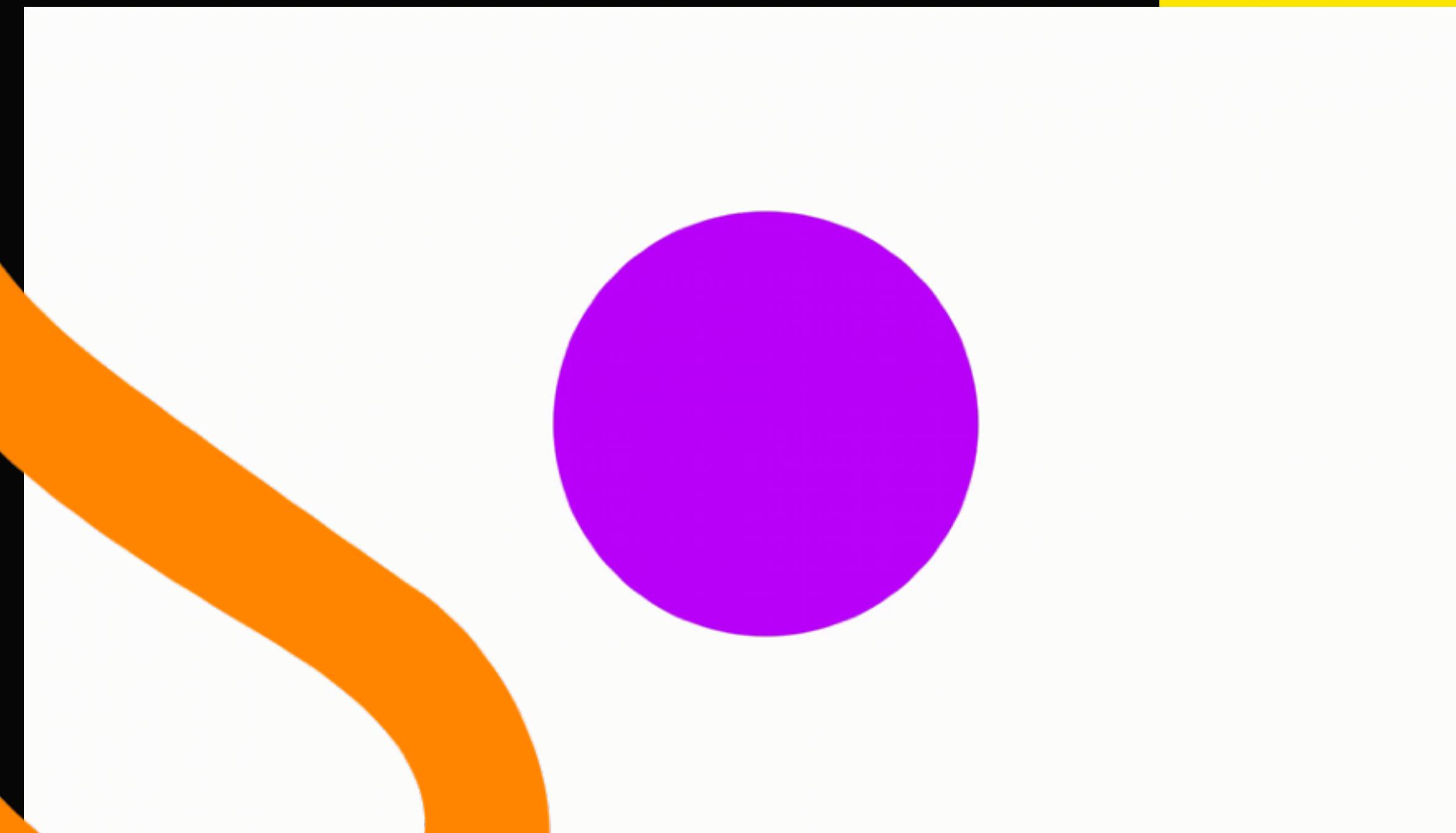
the idea behind this project was to create (out of random and messy sketches) zines whose designs have continuation, carrying you through a visual story.



worteldagen  
theater festival  
poster proposal

the roots in the background represent the theme of the festival's latest edition, "timeless", through their continuous expansion. from a core, to infinity, they spread through the earth, exactly like our universe expands through the fabric of space and time. not affected by time, but rather representing it.

click on the images and  
wait for some seconds



## emotions

animating emotions such as joy, anger, curiosity,  
surprise while getting used to Adobe After  
Effects. can you guess which one is which?

# this never happened



what happens if we close our eyes for a second and let our mind do its thing? usually, a tumult of thoughts takes up the empty space with a speed faster than light. we cannot face them all in the same time, sometimes not even one by one. this can lead to us feeling worried or overwhelmed.

once we open our eyes though, we get distracted by something else and we forget for a moment. it was just in our mind, it never actually happened, did it?

