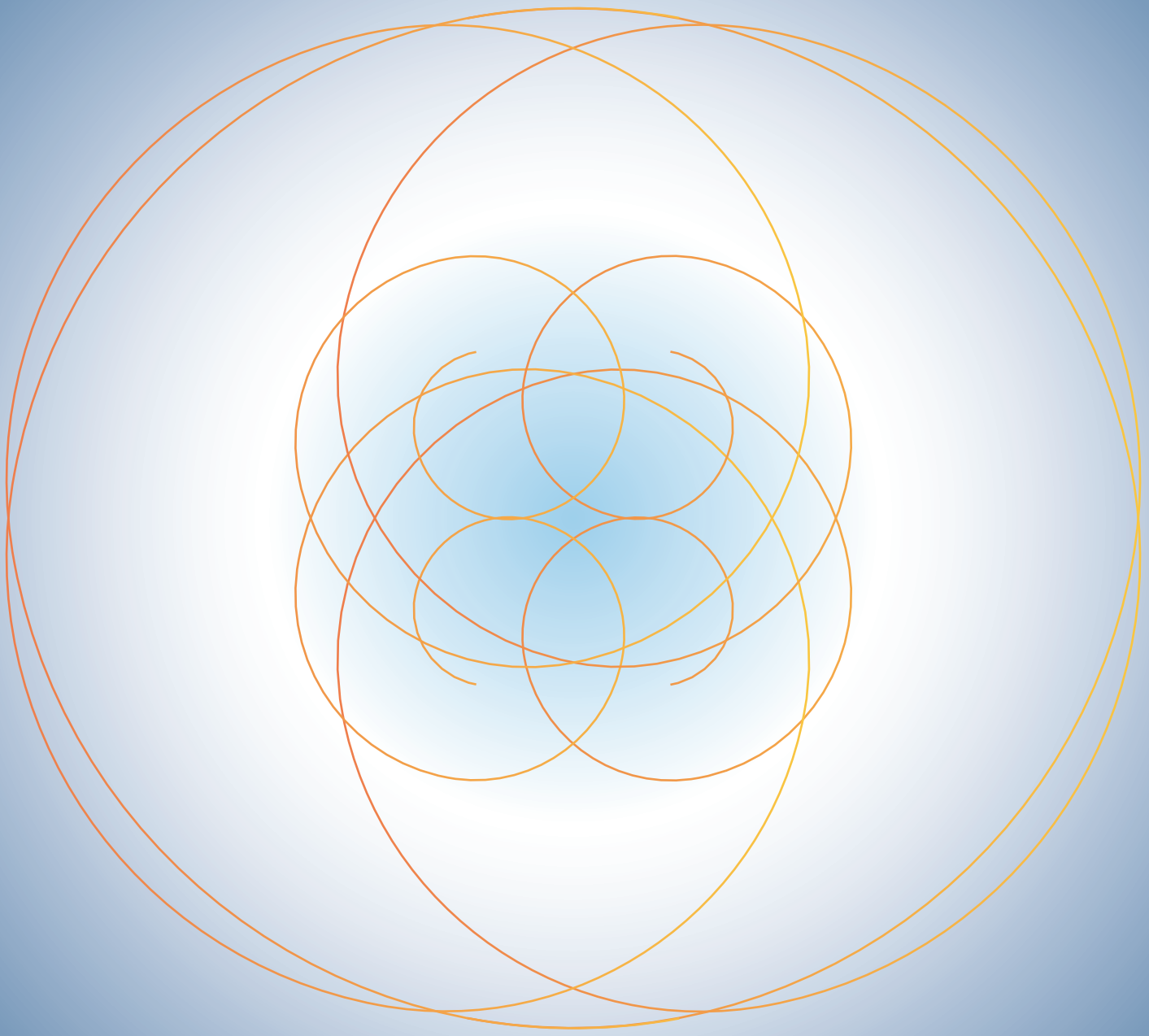
Art 102 Portfolio 2022



Alex Beckerman

BADGER
BUDDY

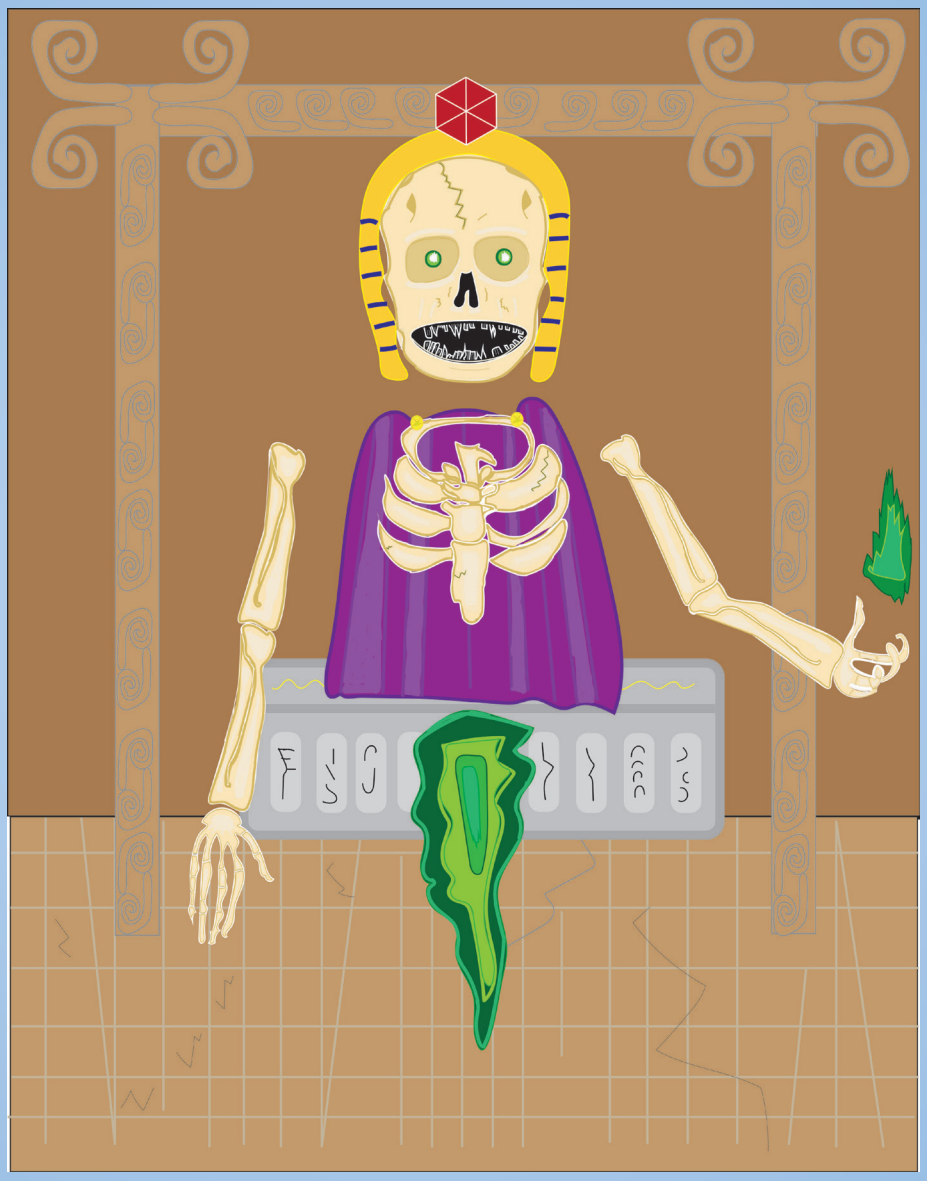
About Alex Beckerman

I am currently a senior at UW Madison, majoring in Computer Science, Psychology, and a certificate in Game Design

I have an interest in programming, art, and the design of user interfaces and experiences (UI/UX).

Some of my hobbies include running, reading, videogames, listening to music, and photoshopping random things.

Project 1: Character Design



This character is an undead sorcerer, who resides in a tomb. I focused a lot of the details of the skeletal body, using different shades and putting in lines to represent cracks.

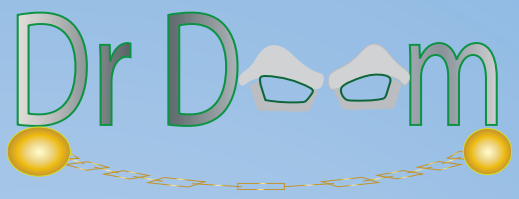
Project 2: Poster Design

This poster is a concept poster for a movie about Marvel villain Dr Doom. I went for simplicity in this poster, creating a simplified version of his mask.

I also used gradients to emphasize metal textues. You can find more info on the logo and typography on the next page

Logo

Initial



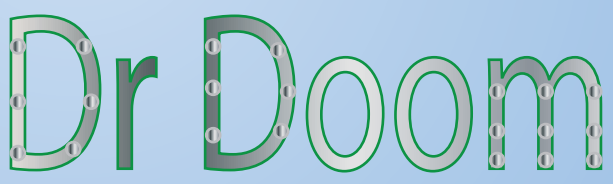
I originally wanted to incorporate Dr Doom's mask into the logo, but found that it was kind of hard to read and that I had already used the mask as the main subject of the poster.

Final

I decided to make use of the metallic theme, including metal studs and a gradient. I also added the green shade to make the letters pop out more while keeping with the color scheme.

Typography

Initial

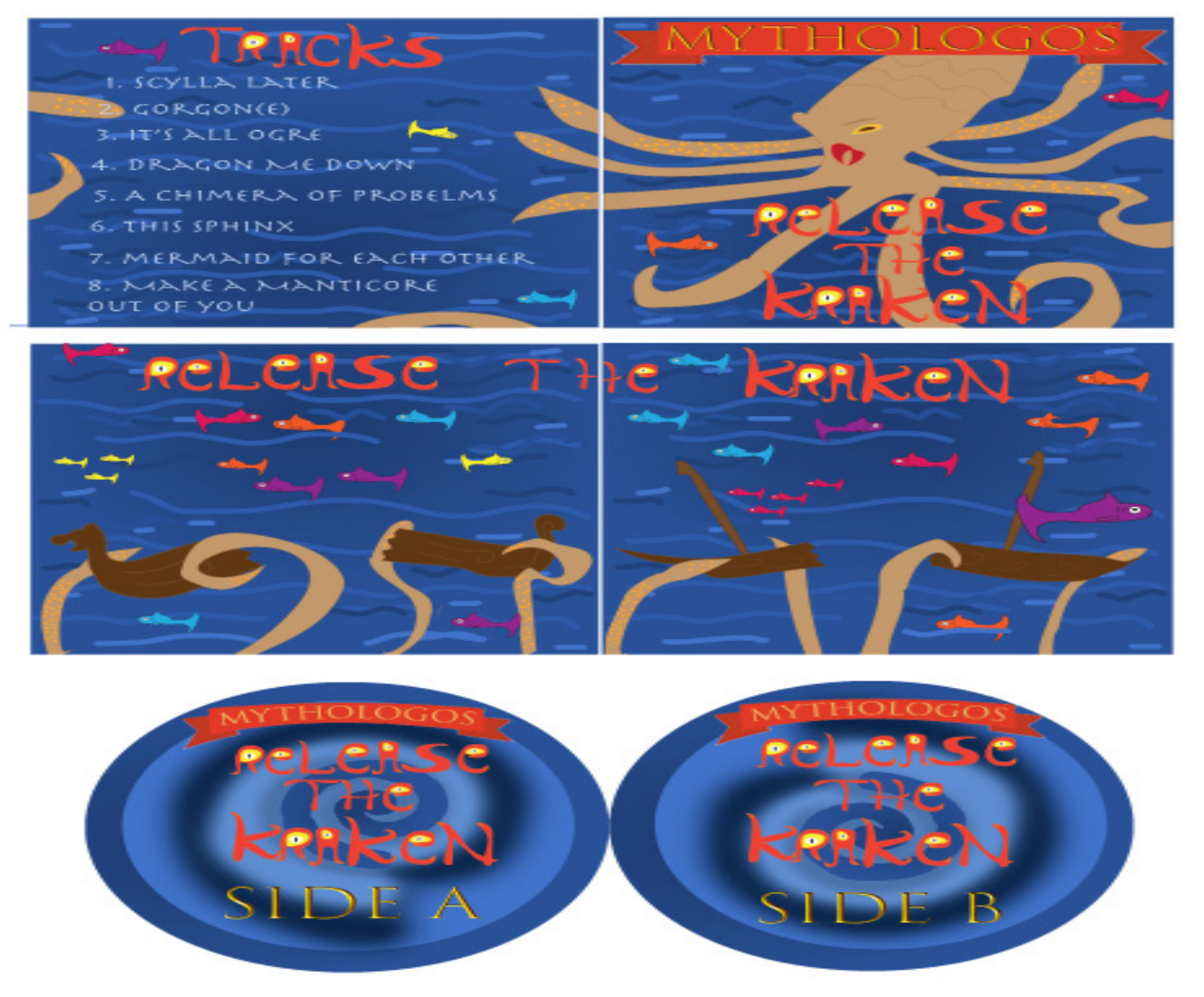


I initially wanted to make the text metallic, but decided that it would be kind of hard to read. The metallic studs used here are the ones I decied to use for the logo.

Final

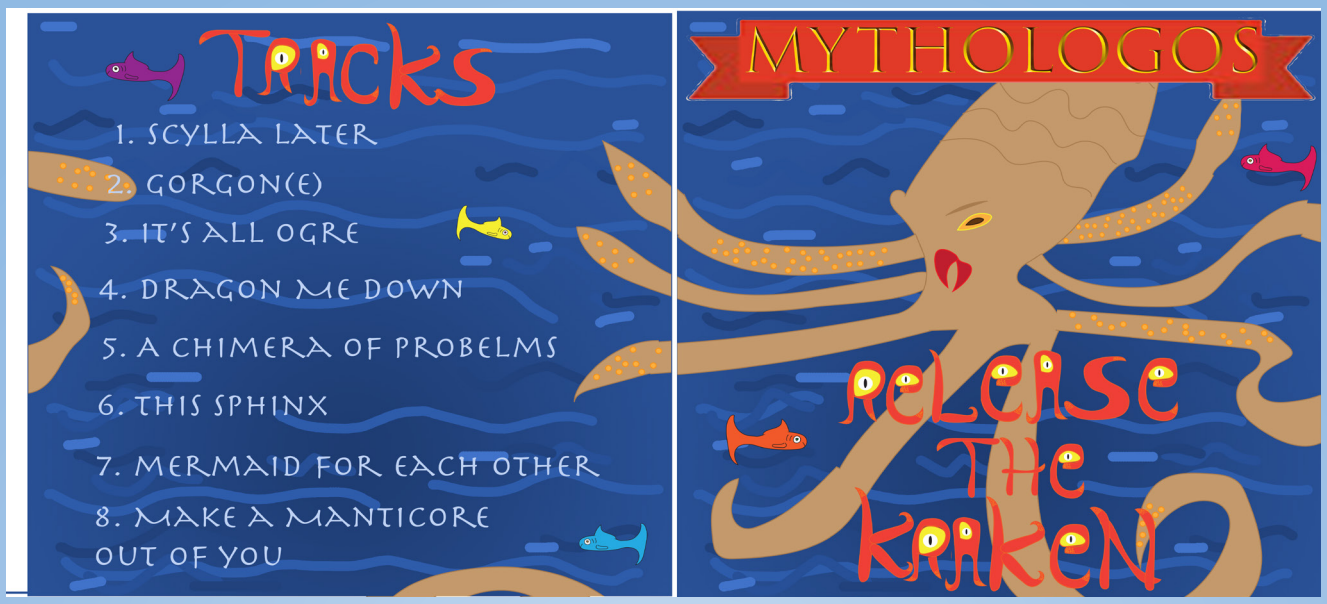
I decided to use a font that looked like the same text that Marvel uses, but still kept the gray color to give some sense of metal

Project 3: Album Design



The album I created was for a made up band called "Mythologos", with their album "Release the Kraken". Most of the content is themed around the ocean. You can find out more on the following pages.

Front/Back Cover



The main focus the kraken on the front cover, who's tentacles wrap around to the backcover, which contains the track listing.

Inside Covers

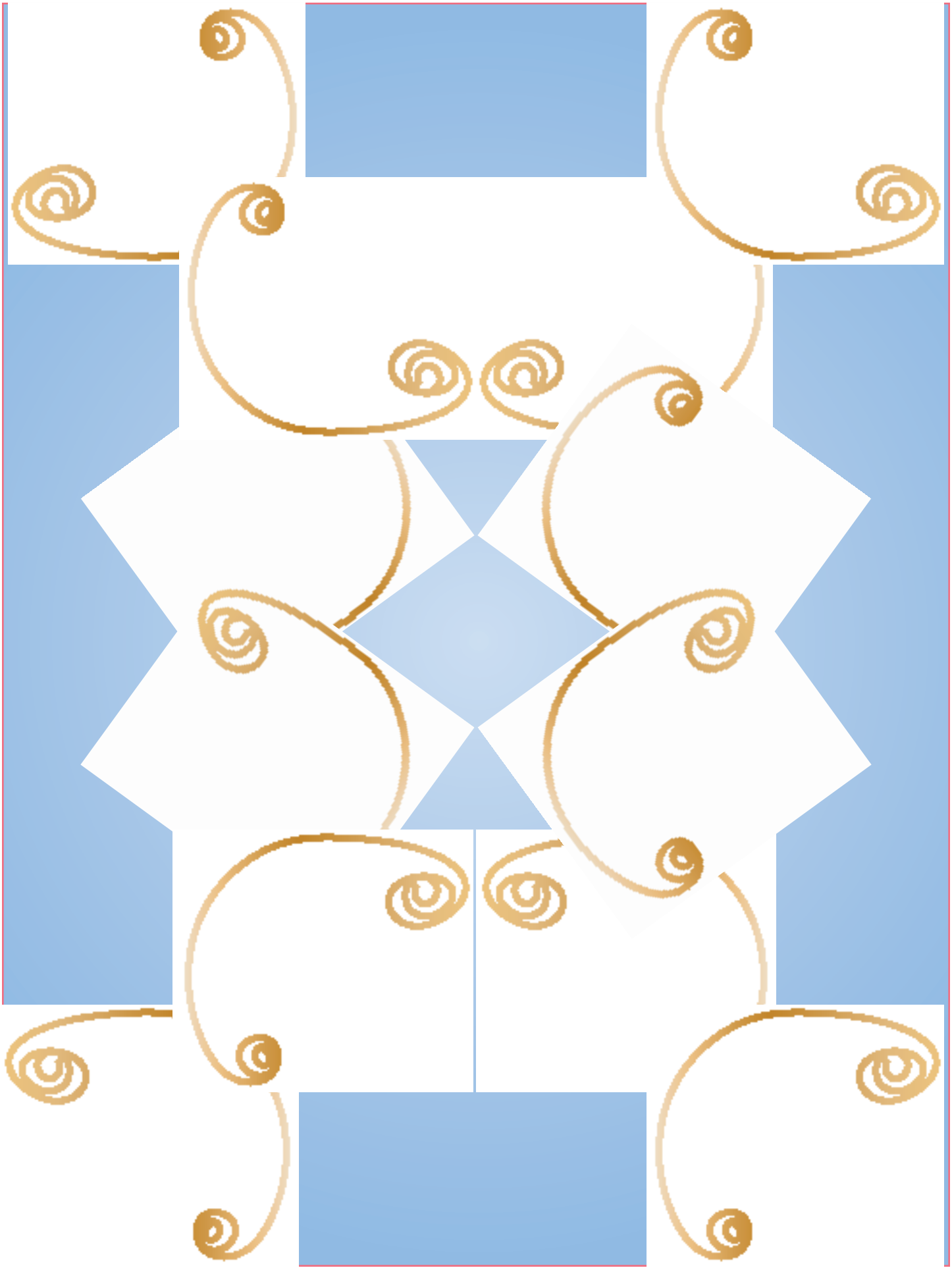
The inside cover expands upon the nautical theme of the album, featuring a lot of fishes, as well as parts of boats being pulled by the tentacles of the kraken
You can view more on the logo and typography used on the next page

Vinyl Covers

For the vinyl covers, I used a spiral to create a whirlpool effect, having the directions be different for each side. I decided to keep the same logo text so that someone would know what the album was by looking at the disk.
You can view more on the logo and typography used on the next page

Logo

For the logo of this project, I went with a font that looked like it was from ancient Greece or Rome, and paired it with a banner to make it appear like something found in ancient times.

Typography

For the typography of this project, I wanted to mimic the tentalces of a kraken. It is a bit difficult to see from far away, but the ends of the letters have dots on them to represent suction cups. I also added in eyes where they were holes to give the text a monstrous feel.