Beatriz Luna's Design & Art Portfolio

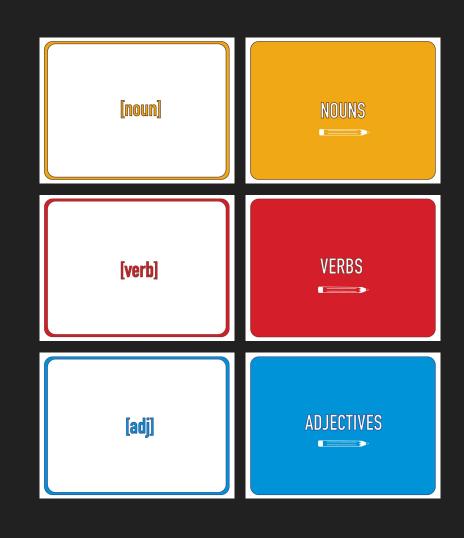
https://bealunala.github.io/

Sketchquential



A party drawing game where the players, given a randomized madlib prompt ("a [adjective] [noun] [present participle]), take timed turns completing one drawing on a single shared canvas.

one drawing on a single shared on Designed on Adobe Illustrator, 2023.



Two Spools of My Soul



Winner of the Greater Conejo Valley Juried Art Show's Greg Cole Memorial Award, this piece is an introspection of my identity as a Filipino-American.

Acrylic paint on canvas, 18x24", 2022.

Flame-Game Demo

I programmed a simple game about a little sentient flame who is stuck in the middle of a rainstorm. The goal is to survive in the rainstorm (and gain the most points) for as long as possible.

(SFX are not captured in the video)



Flame—Game Sprites

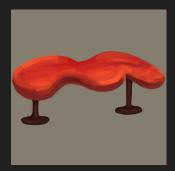


Locker Room Redesign

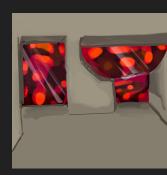
Envisioning an enhanced version of my high school women's basketball locker room, I redesigned certain aspects of the room to foster a fun. unwinding environment. While some facets of the redesign are not entirely plausible, the purpose was to create a fun environment given the restraints of the room's materials.





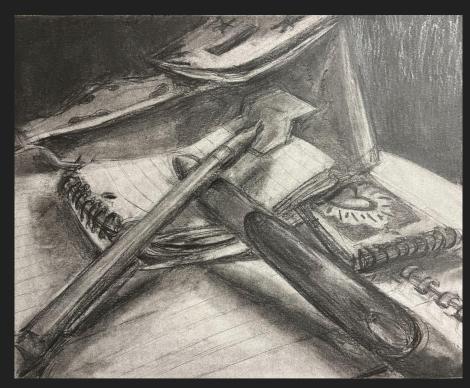






Designed on Procreate, 2024.

Objects as Self Portrait

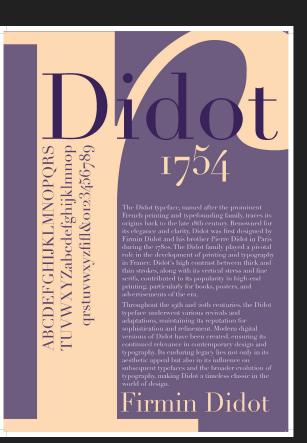


Value study.

Charcoal on paper, 14x17", 2023.

Typeface Posters

Further developed my
Adobe Illustrator skills, I
designed a pair of
informational posters on
the typefaces Didot &
Helvetica and their
respective backgrounds.



Eduard Hoffmann Max Miedinger 1957

Helvetica, one of the most used typefaces in the world, was developed in 1957 by Swiss typeface designer Max Midedinger with input from Eduard Hoffmann, at the Haas Type Foundry in Münchenstein, Switzerland. Originally amed "Neue Haas Groteski," its design was rooted in the Swiss design movement, which emphasized cleanliness, readability, and objectivity. By 1960, due to its growing international popularity, the typeface was renamed "Helvetica," derived from "Helvetia," the Latin name for Switzerland. This renaming marked a deliberate move to appeal to a broader global market and reflected its Swiss origins and values.

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz& 0123456789

> Throughout the 1960s and 1970s, Helvetica became synonymous with the ideals of modernist design and was widely adopted for corporate identities, signage, and governmental communications due to its neutral and clear visual impression. Its use exploded following its inclusion in desktop publishing software in the 1980s, particularly after becoming one of the core fonts in Apple's Macintosh operating system and later in Microsoft Windows, Over the decades, Helvetica has been adapted into numerous weights and variations, including the creation of the popular Helvetica Neue, an update that improved on the original's legibility and coherence. Its pervasive presence in public transportation signage, tech branding, and countless corporate identities underscores its continued relevance and enduring popularity in both print and digital media landscapes

Touching Grass

I programmed a website hosting a game I designed, critiquing the absurdity of the Internet and its tendency to radicalize & sensationalize anything & everything. I am currently developing a zine expanding on this concept and characters.





Prototyped on Google Slides, 2024. Hosted on GitHub, https://bealunala.github.io/touching-grass/