

2023

CRISTHIAN

TILLERA

PORT —
— FOLIO

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LEVEL UP

REBRANDING

Level Up is a rebranding for GameStop.com, a video game, consumer electronics, and gaming merchandise retailer with many locations around the world. This new brand's core idea is to develop a more modern, bold, and friendly look to stand out in a digital global market.



Original Logo

GameStop

Concept

L

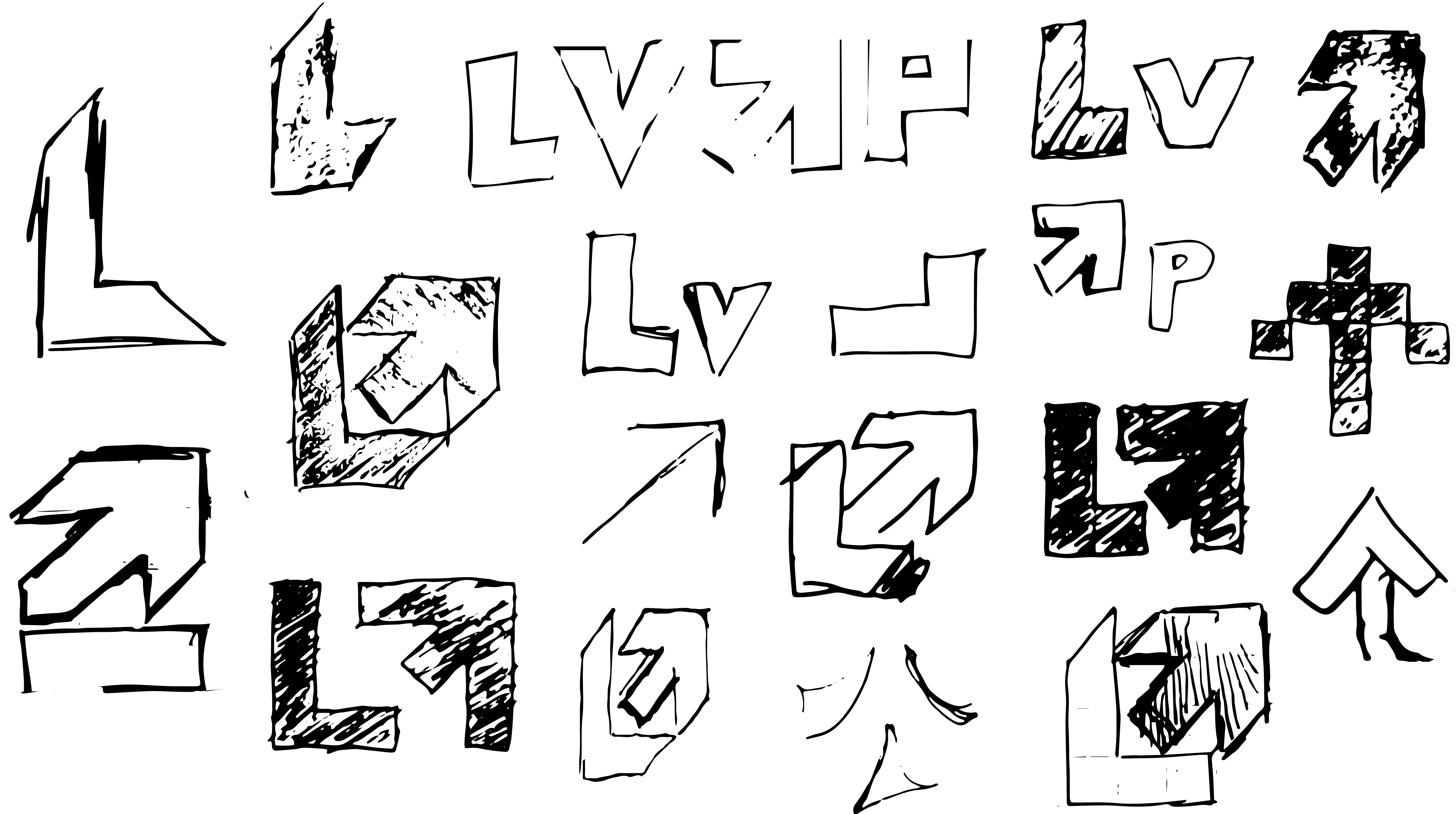
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Letter L

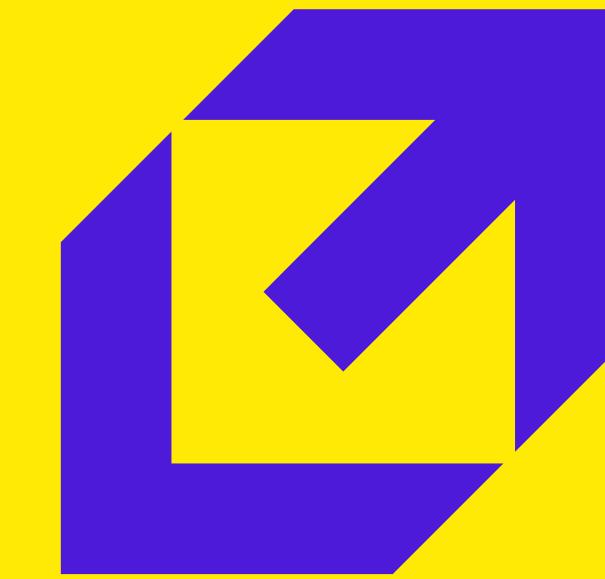
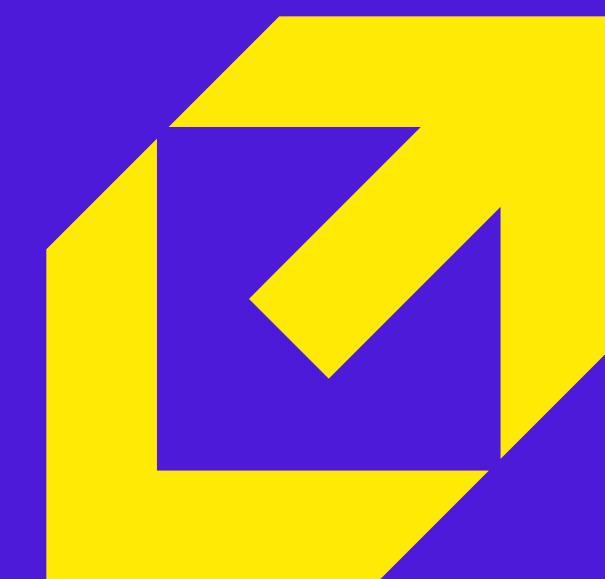
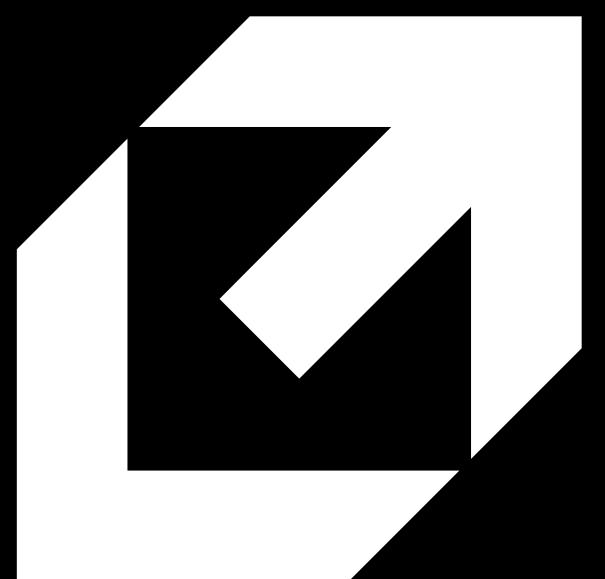
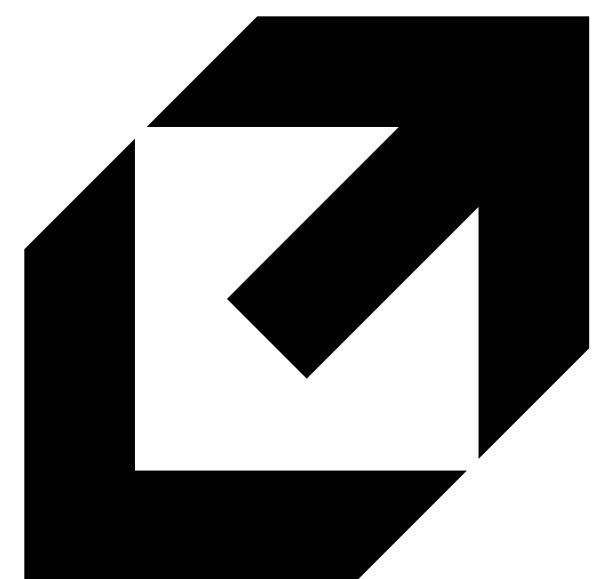
Rise

Thumbnailing



Final Logo





**Gear Up
for
Victory**

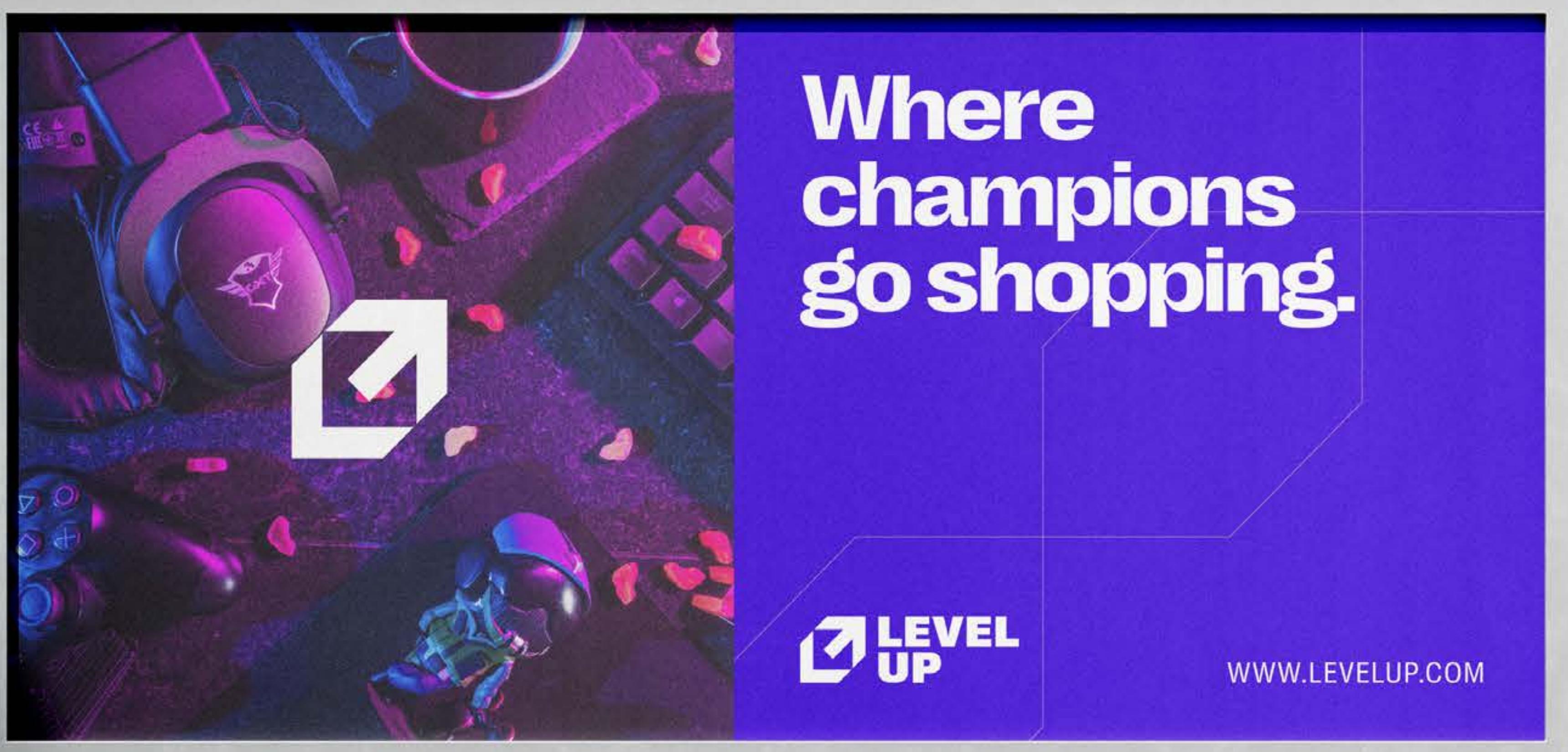
LEVELUP.COM
/ LEVELUP

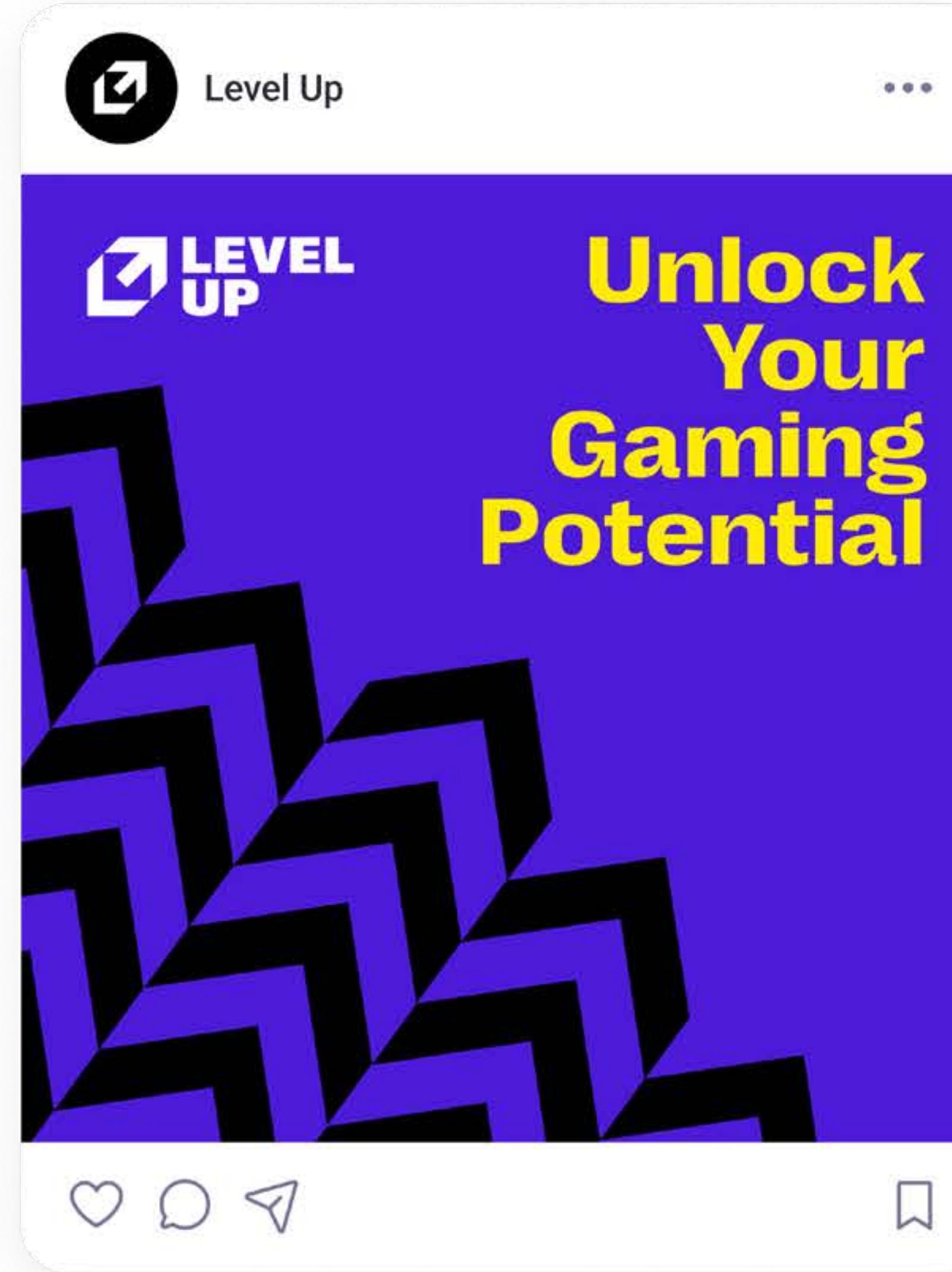
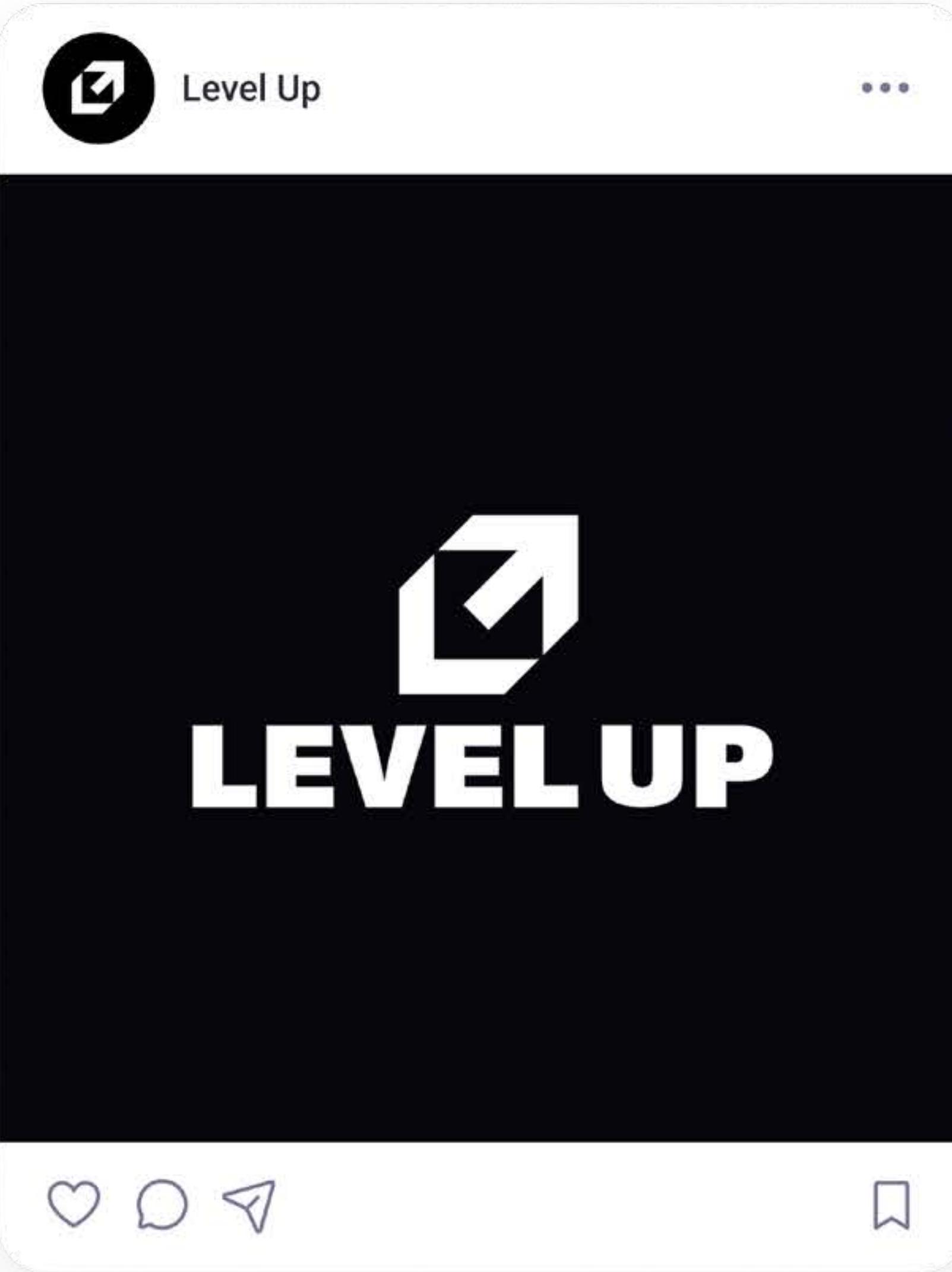
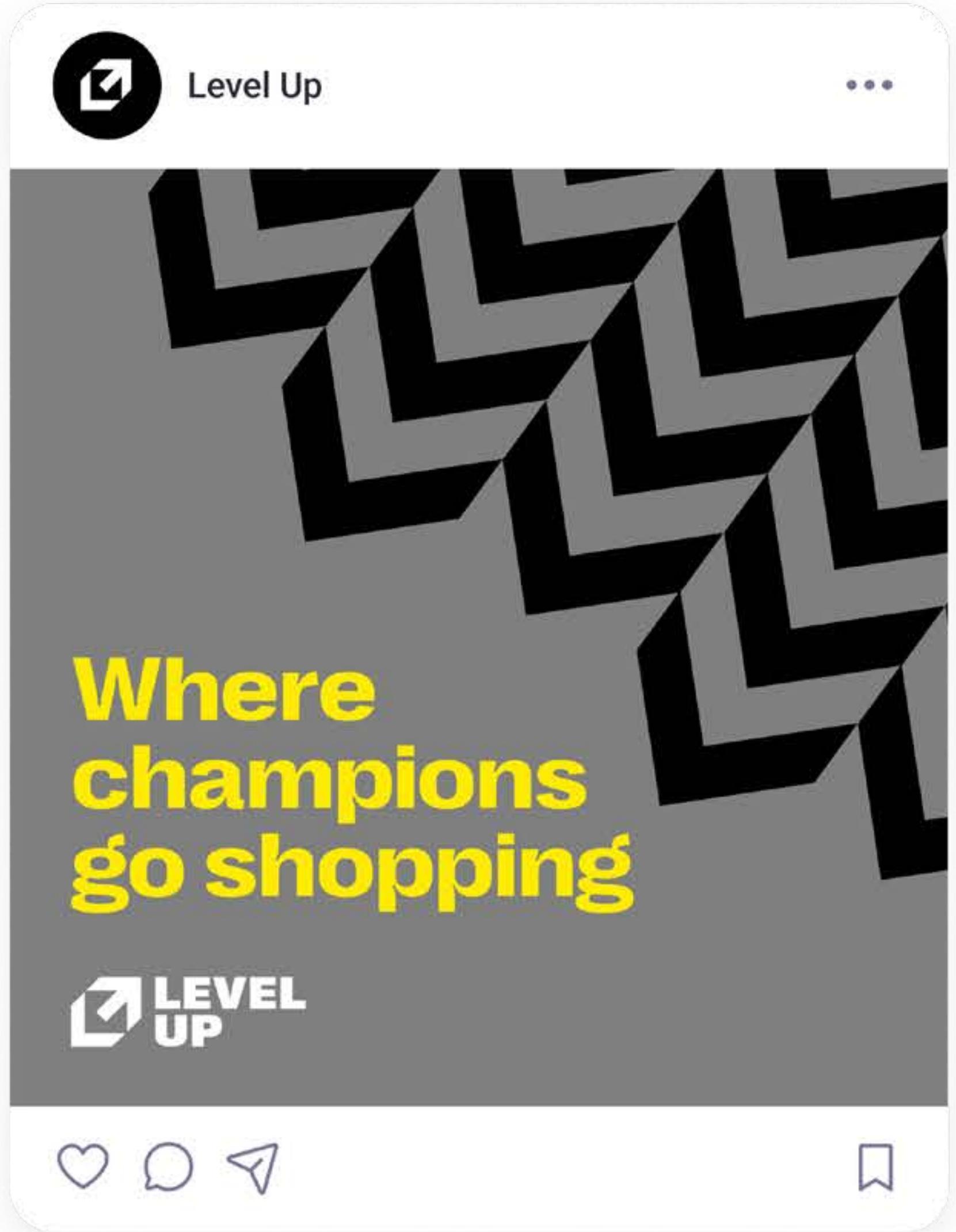
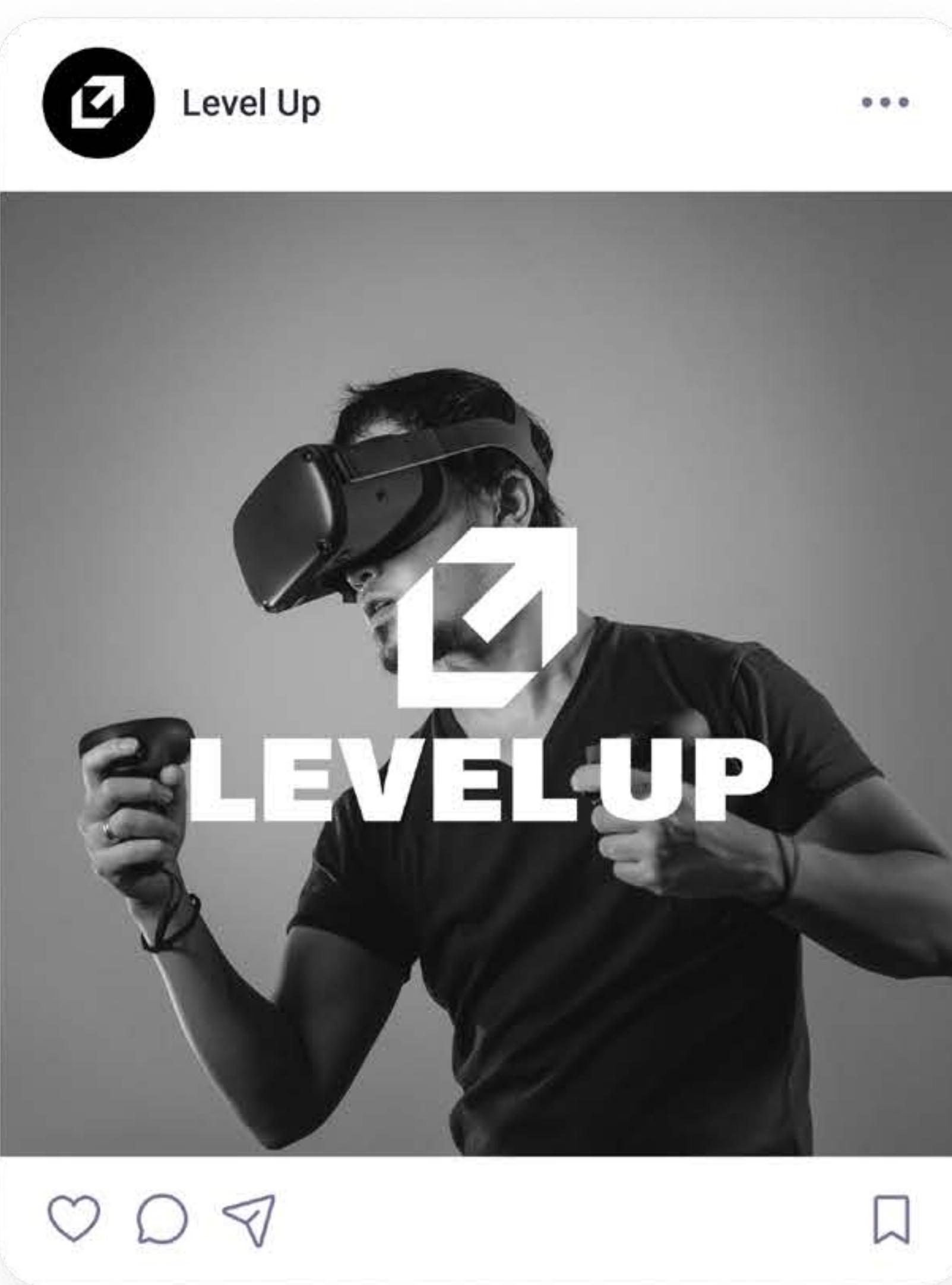
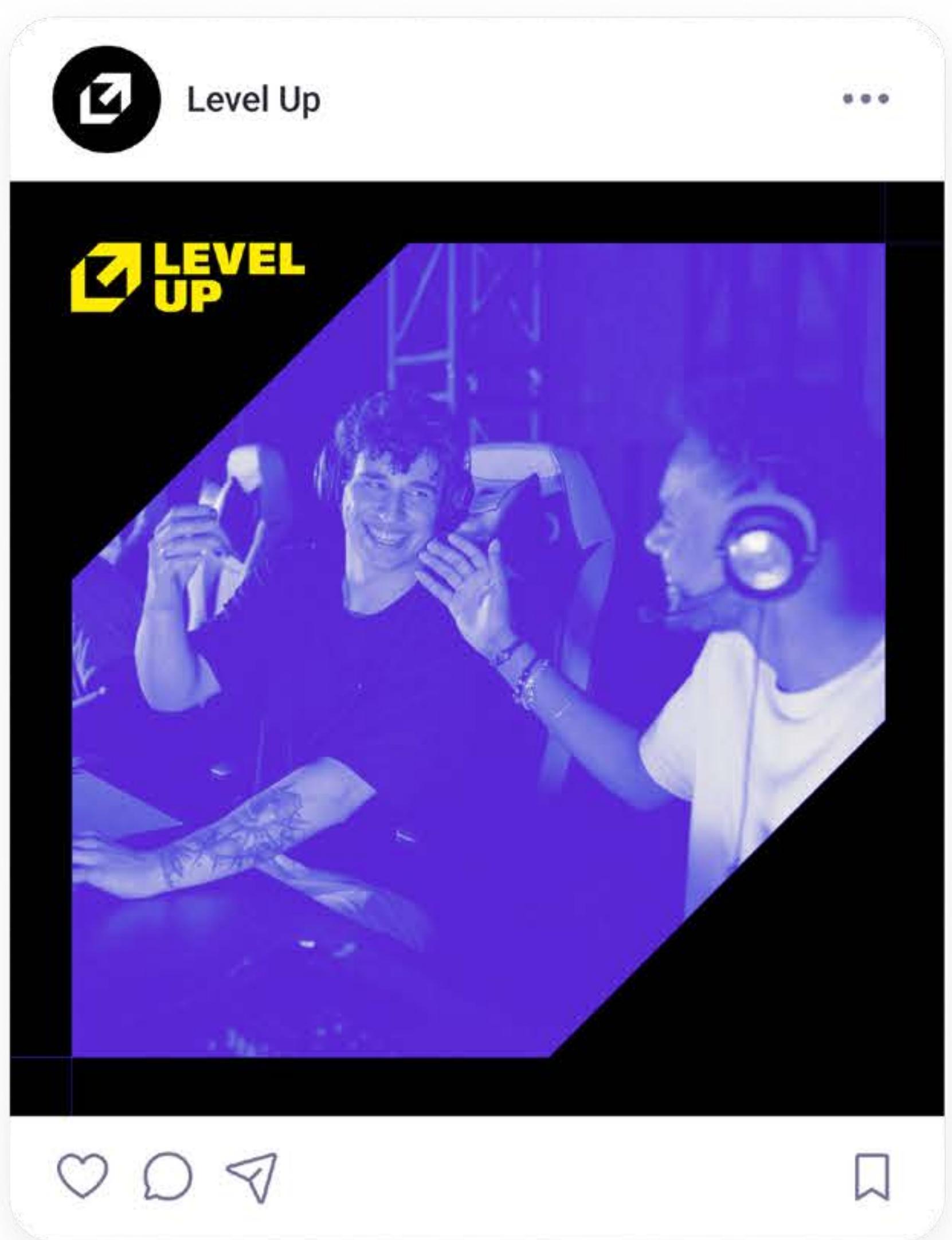


**Rise
to the
challenge**

LEVELUP.COM
/ LEVELUP



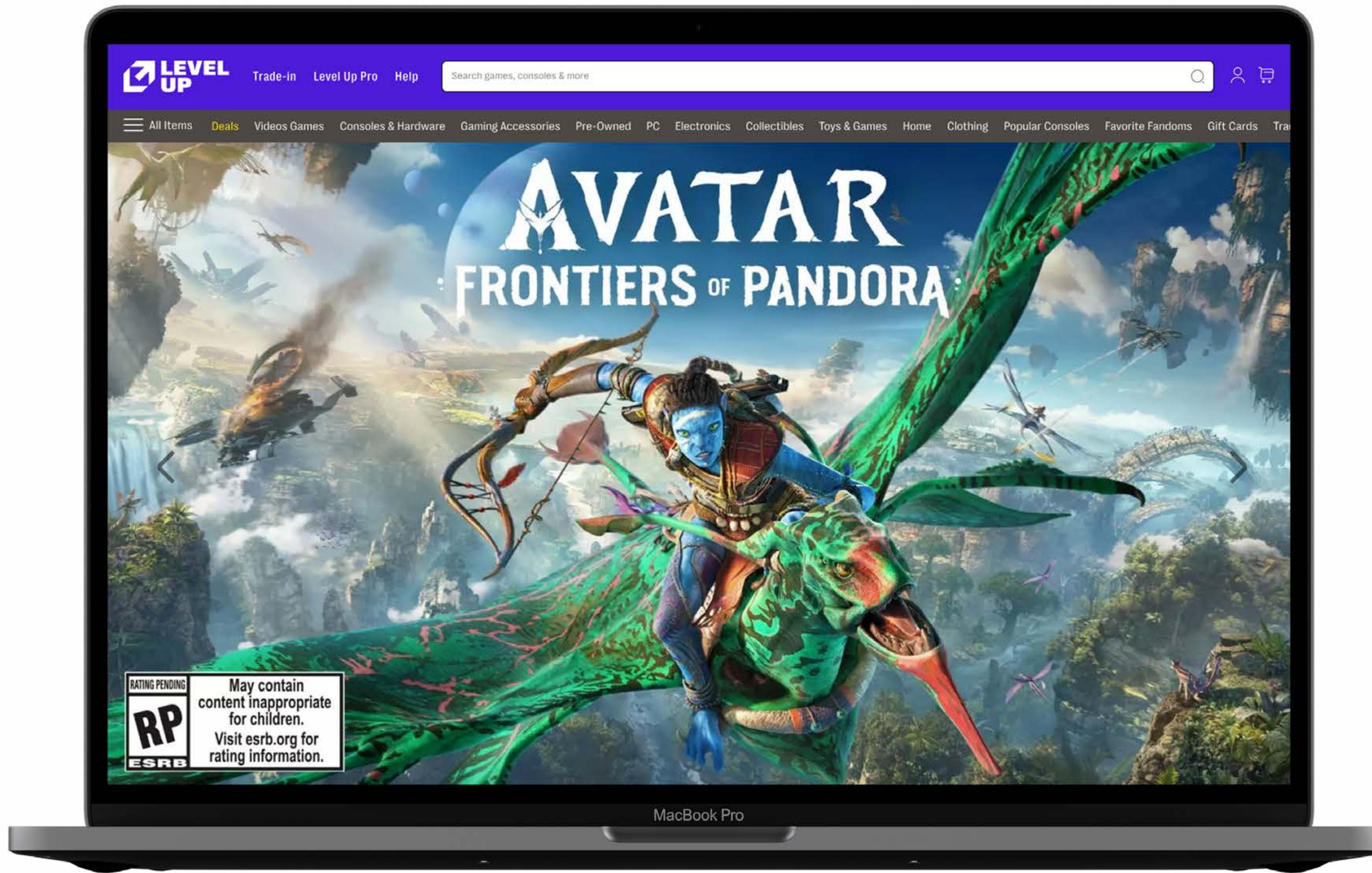


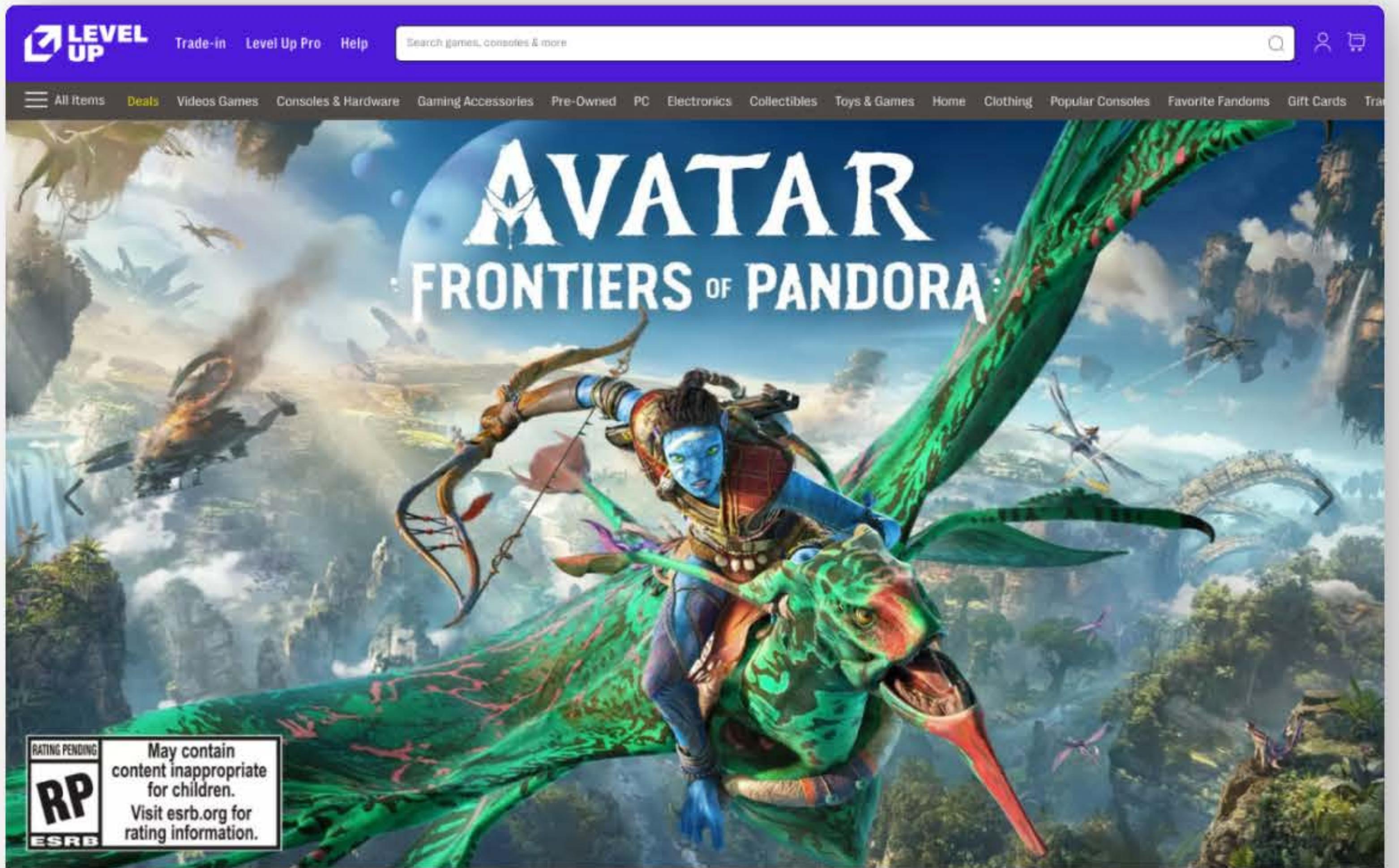




LEVEL
UP







New Releases



ARMORED CORE VI
FIRES OF RUBICON
Available 8.25

Pre-Order Now

Deals



Deal

Funko POP! Animation: One Piece Ror...
Naruto Ramen Still Life Short Sleeve...
Jujutsu Kaisen 9-Piece Rings Set Ga...

Top Brands. Take Your Pick

CLEARANCE SALE

HIDDEN GEMS

PRE-ORDER VIDEO GAMES

| | | | | | |
|-------------------|--|-------------------|--|-------------------|--|
| 10. 20. 23. | | 11. 14. 23. | | 08. 25. 23. | |
|-------------------|--|-------------------|--|-------------------|--|

| GET HELP | LEGAL & PRIVACY | ABOUT US | SIGN UP |
|--|---|-------------------------------|--|
| Frequently Asked Questions | CA Privacy Rights | Accessibility | Get Exclusive Promotions, Coupons, and the Latest Events |
| Order Status | CA Transparency Act | Affiliates | |
| Recall Notices | Conditions of Use | Careers | |
| Returns | Privacy Policy | Investors | |
| Store Feedback | Level Up Pro Terms & Conditions | | |

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CONNECT WITH US

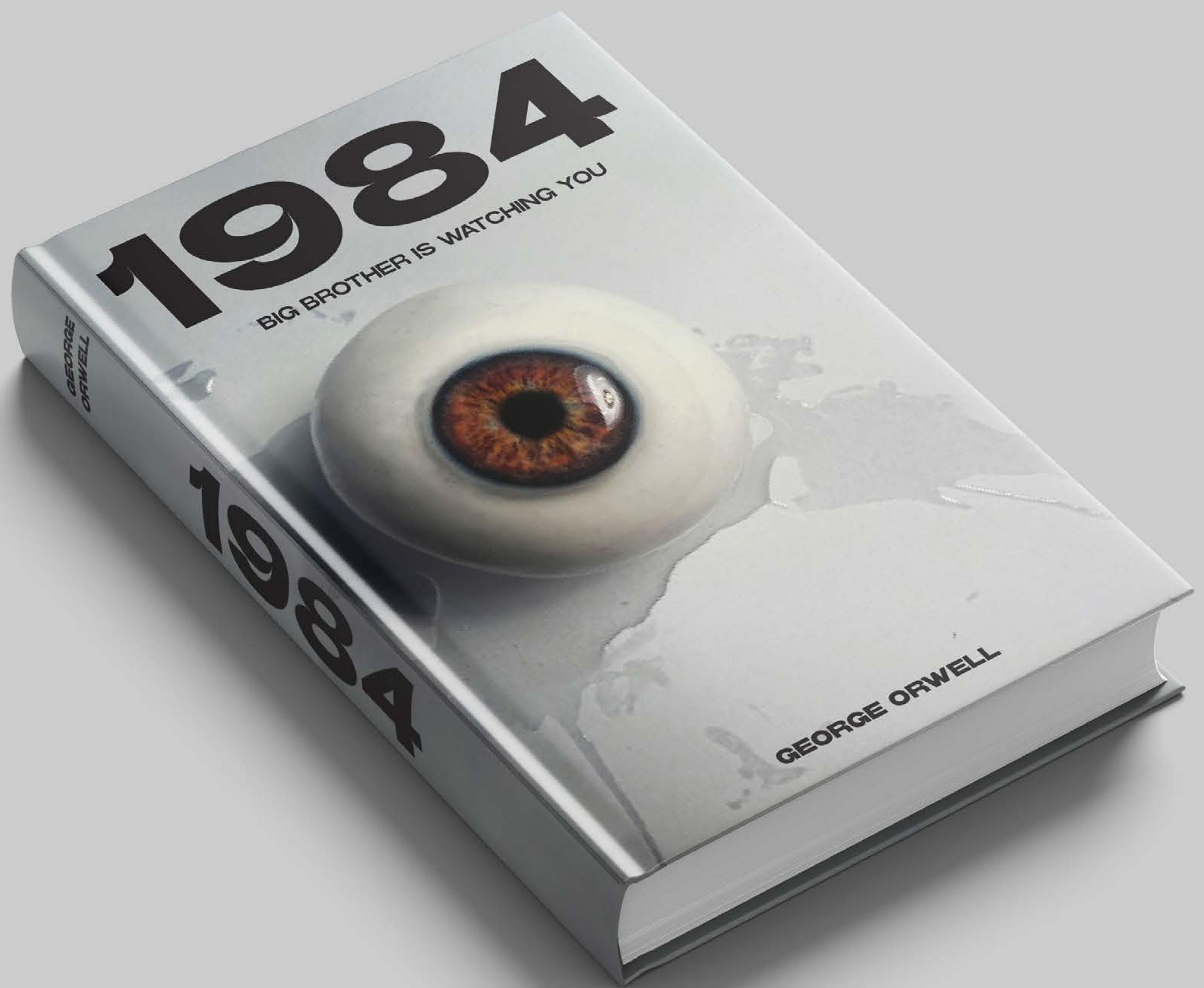
Enter your email [Join](#)

1984

PUBLISHING

This concept work embodies my artistic interpretation of George Orwell's '1984' as a book cover. It captures the unsettling presence of "Big Brother's eyes", and the perpetual feeling of surveillance. Through thoughtful design and symbolic elements, the artwork visually represents the themes of the novel, evoking a sense of constant observation.







FERMENTERS

UI/UX

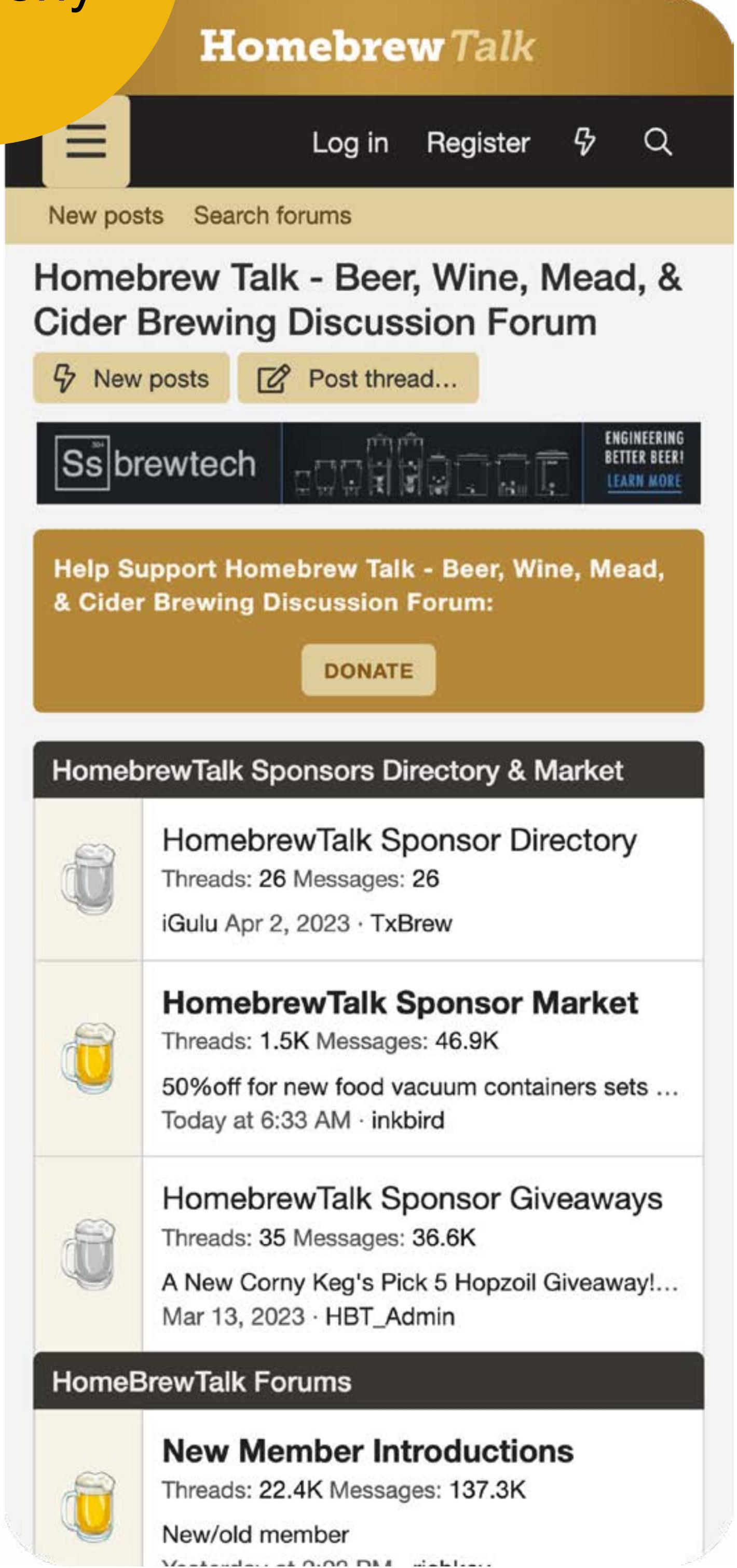
Fermenters is a mobile app that aims to bring together a community of Home Brewers. The app's mission is to make it easier for home brewers to share, collaborate and learn from each other.



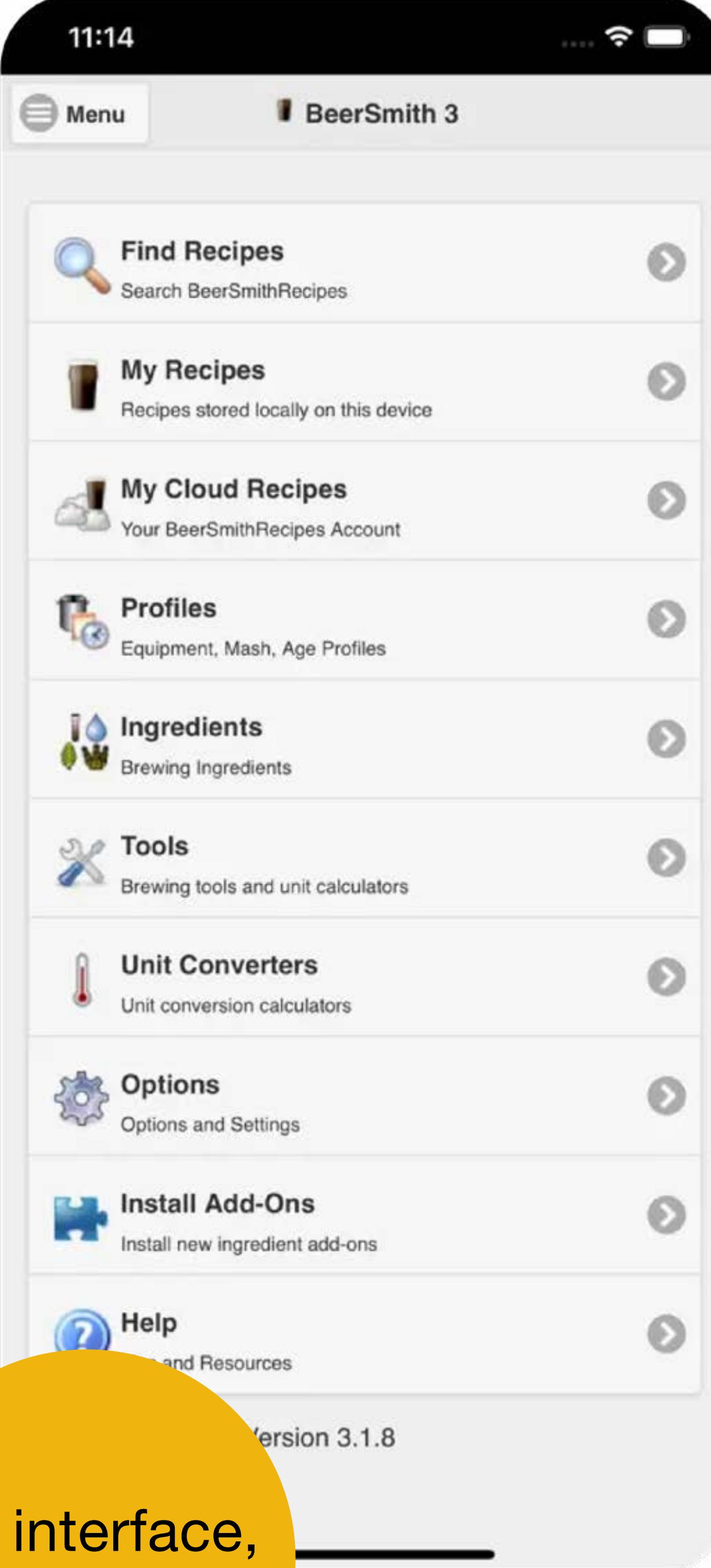
Research

1 - Competitors Analysis

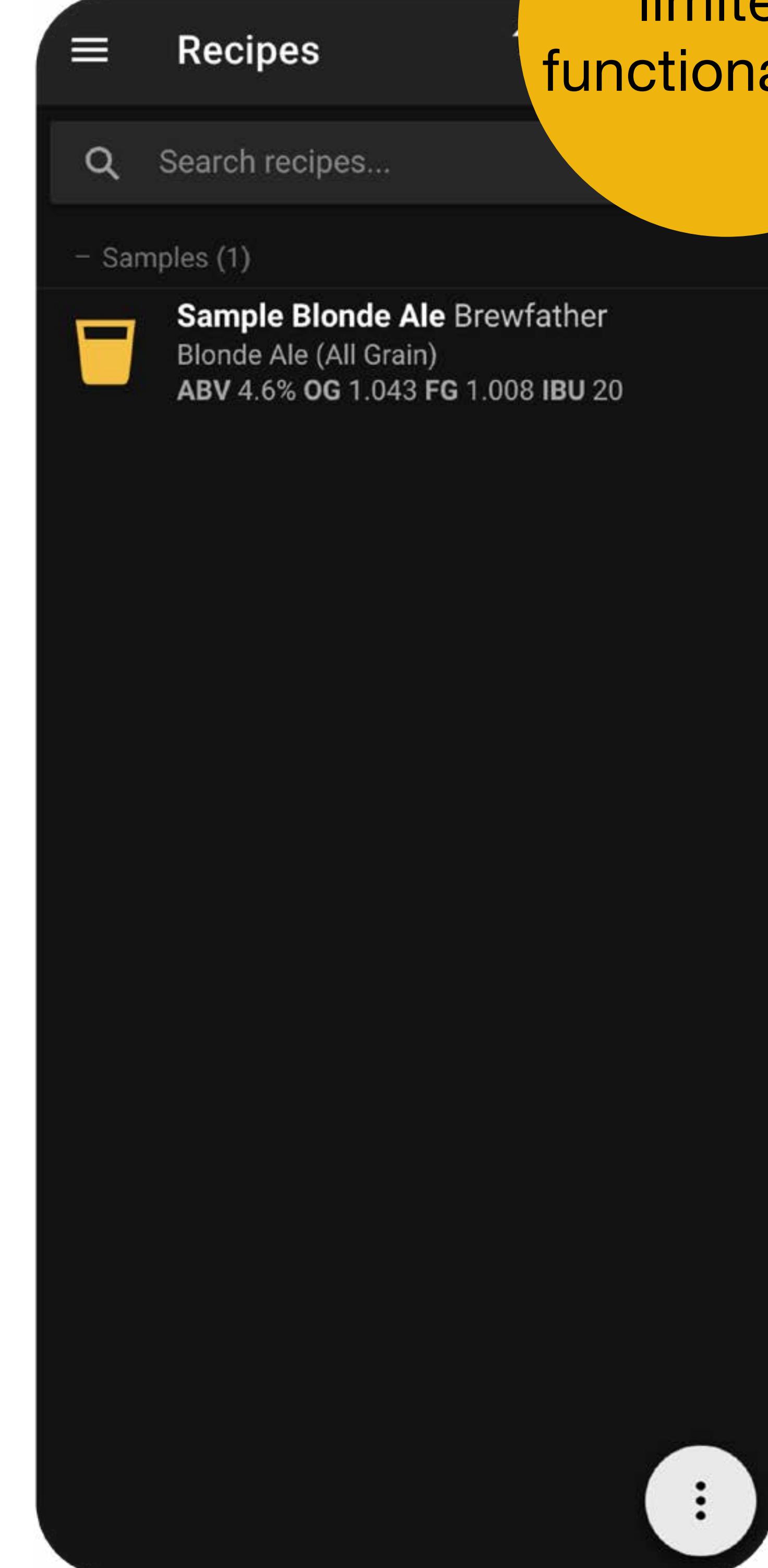
lack of hierarchy



old interface,
not intuitive



limited
functionalities



Understand

2 - User Persona

Persona 1

David Schaller



"I want to spend my hard earned on building my house, not on socializing with my mates. They come to mine instead"

About

David has worked hard since leaving School in year 10 to do a apprenticeship. In the past 5 years he's purchased land on the out fringe of Sydney and built his own house. In this time he has made many sacrifices to save enough money. He has found home brewing to be a good way to save money, and makes a good batch too. David now wants to share his knowledge and connect with others home brewing enthusiasts. Even enter a competition!

Demographics

Age: 38
Occupation: Handyman
Education: High School
Lives With: Single
Location: Sydney, New South Wales, Australia

Needs/Goals

Share Recipes Find Tastings
Find a Community
Share Knowledge

Persona 2

Bianca Porteus



"With all my skills as a scientist, I want to make the best brew ever!"

About

Bianca has always been a whiz at chemistry, spending all her adult life either in the lab or out in nature. While cooking a cake seems boring - she loves the idea of taking science to home-brewing. She believes all food should be is all-natural and preservative-free and she detests GE and farmed food. Before she starts on this adventure, Bianca wants to do the ground work and speaking with other home-brewers that have years more experience, gaining insider knowledge.

Demographics

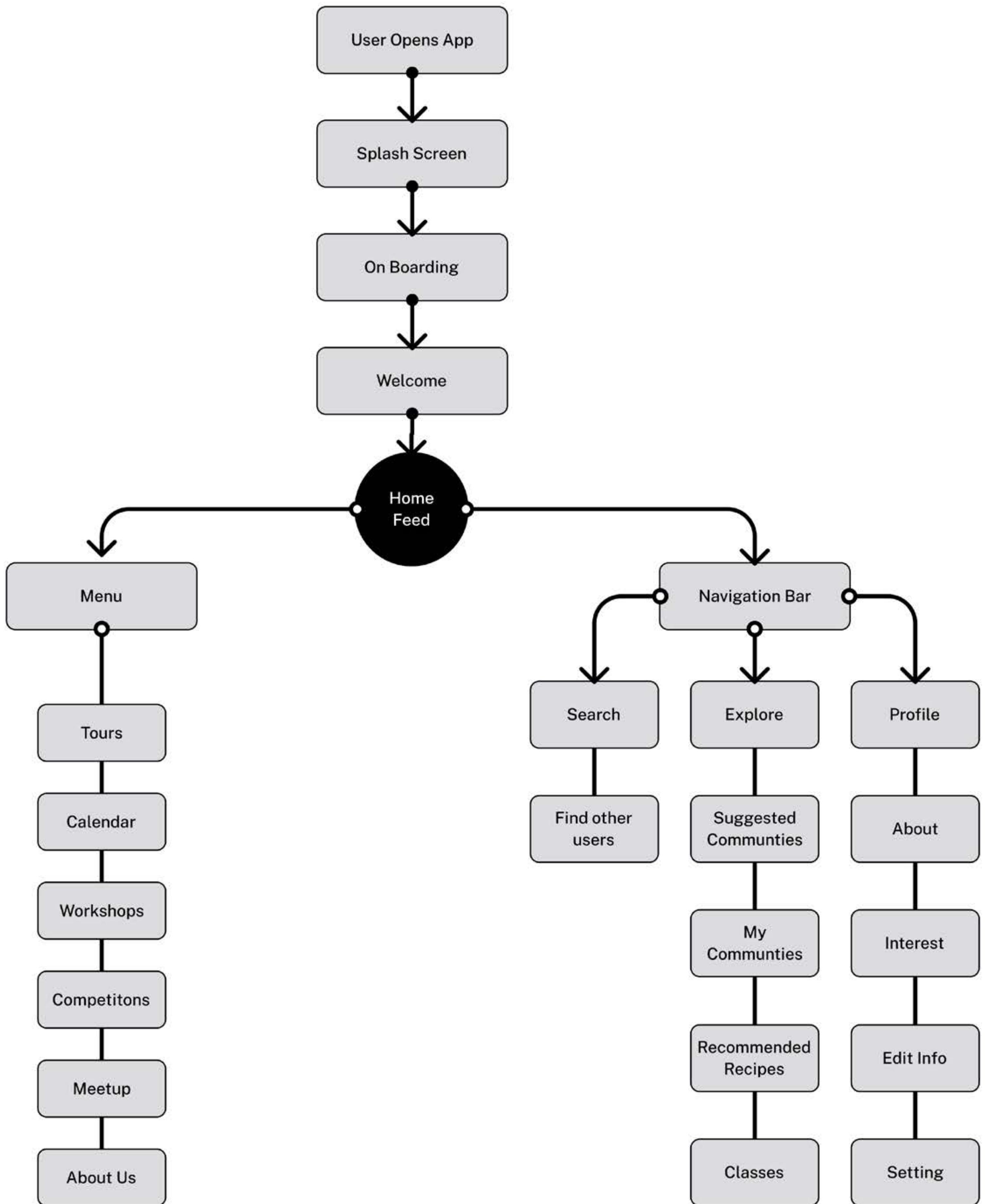
Age: 29
Occupation: Bio-Scientist
Education: Doctor of Philosophy, University
Lives With: Partner
Location: San Francisco, California, USA

Needs/Goals

Share Recipes Find Tastings
Find a Community
Share Knowledge

Ideate

3 - Task Flow & Card Sorting



| Login Page | Homepage | Onboarding |
|----------------|------------|----------------|
| Login | Feeds | Interest |
| Password | Status Bar | About |
| Menu | | Communities |
| Search Bar | | |
| Notifications | | |
| Explore | Profile | Hamburger Menu |
| My Communities | About | Tours |
| Suggested | Photo | Workshops |
| Trending | My Posts | Competition |
| Classes | Interest | Calendar |
| | Settings | Meet up |
| | | About Us |

Ideate

4 -Wireframes

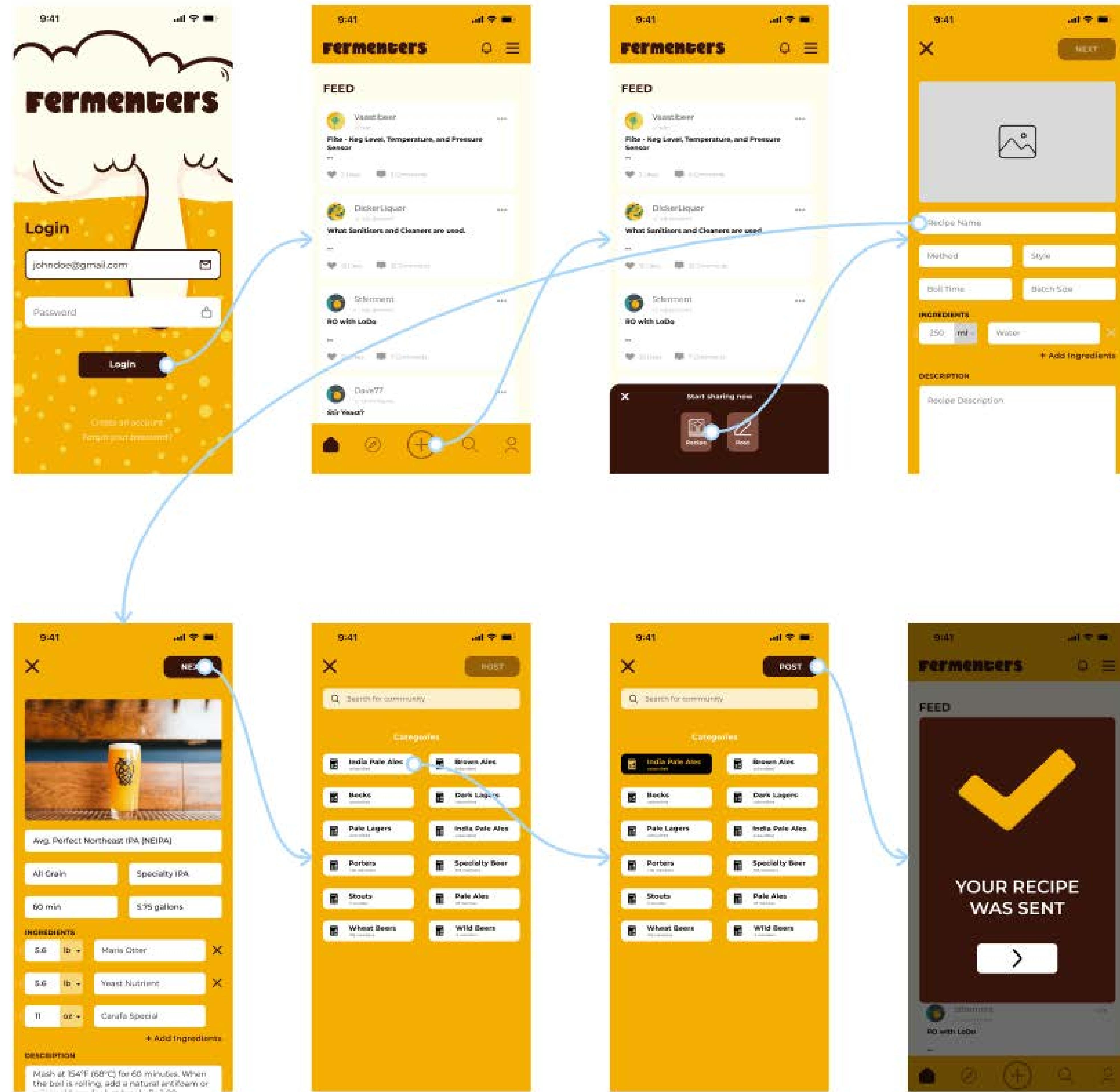
Wireframe journey for a login and posting a recipe

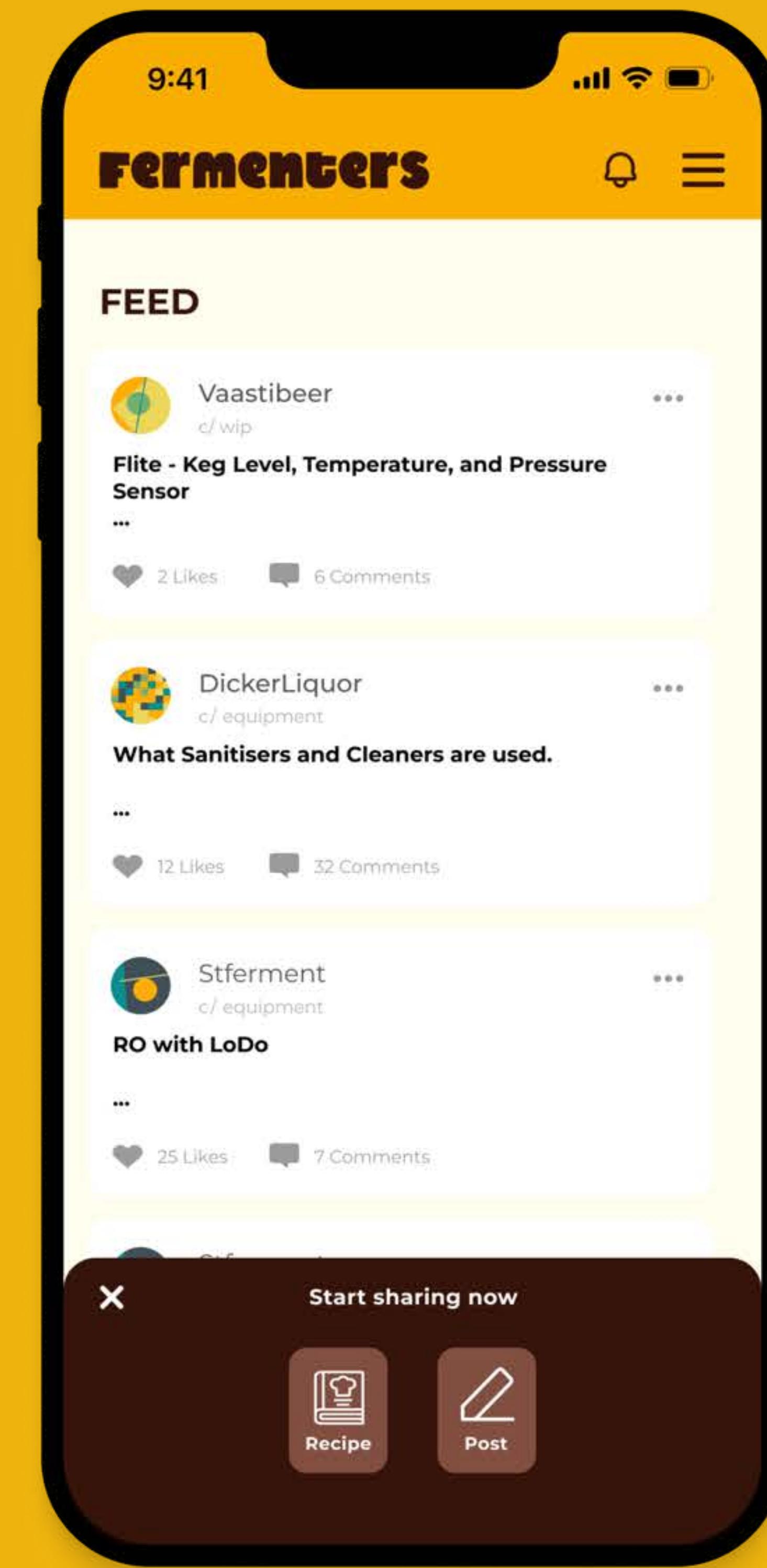
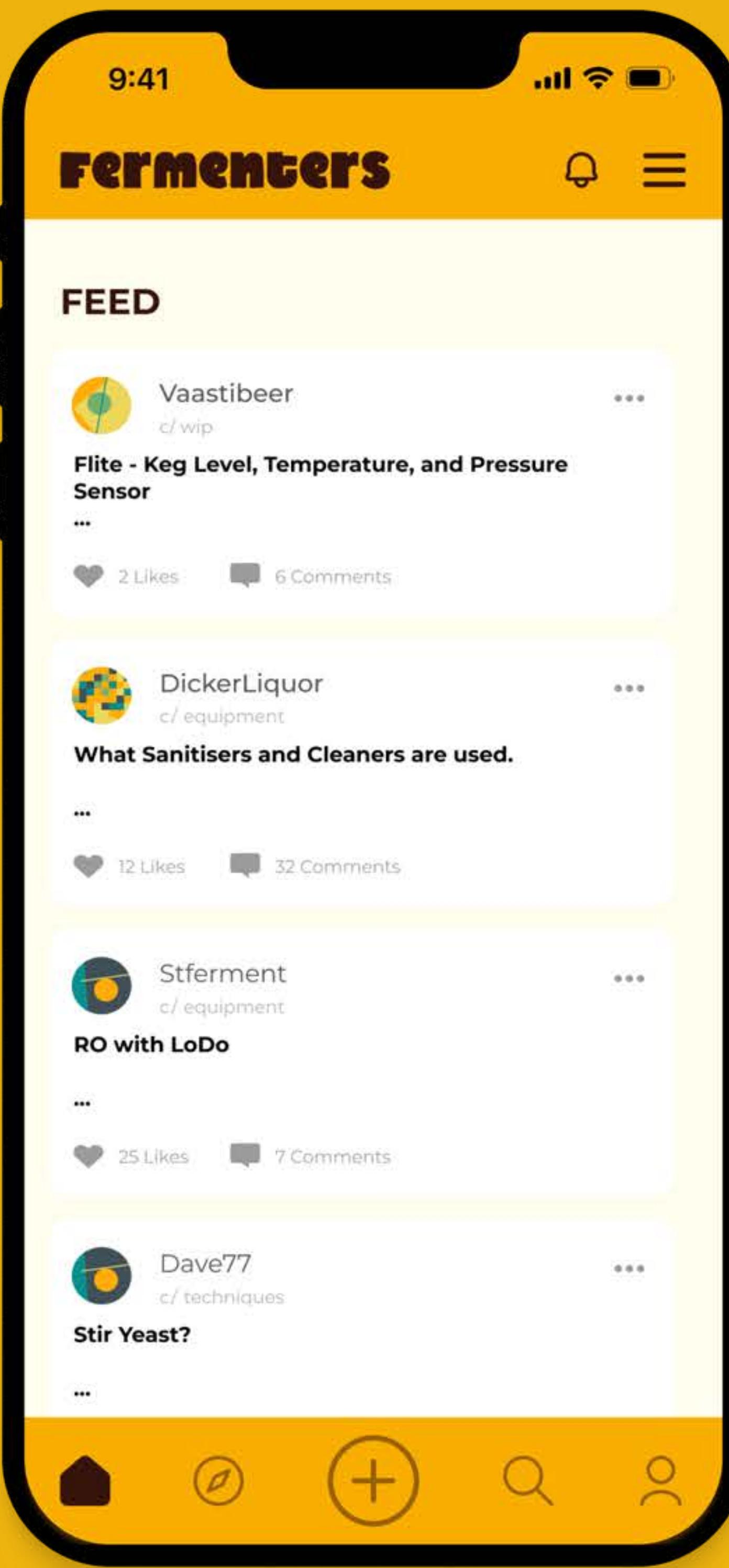
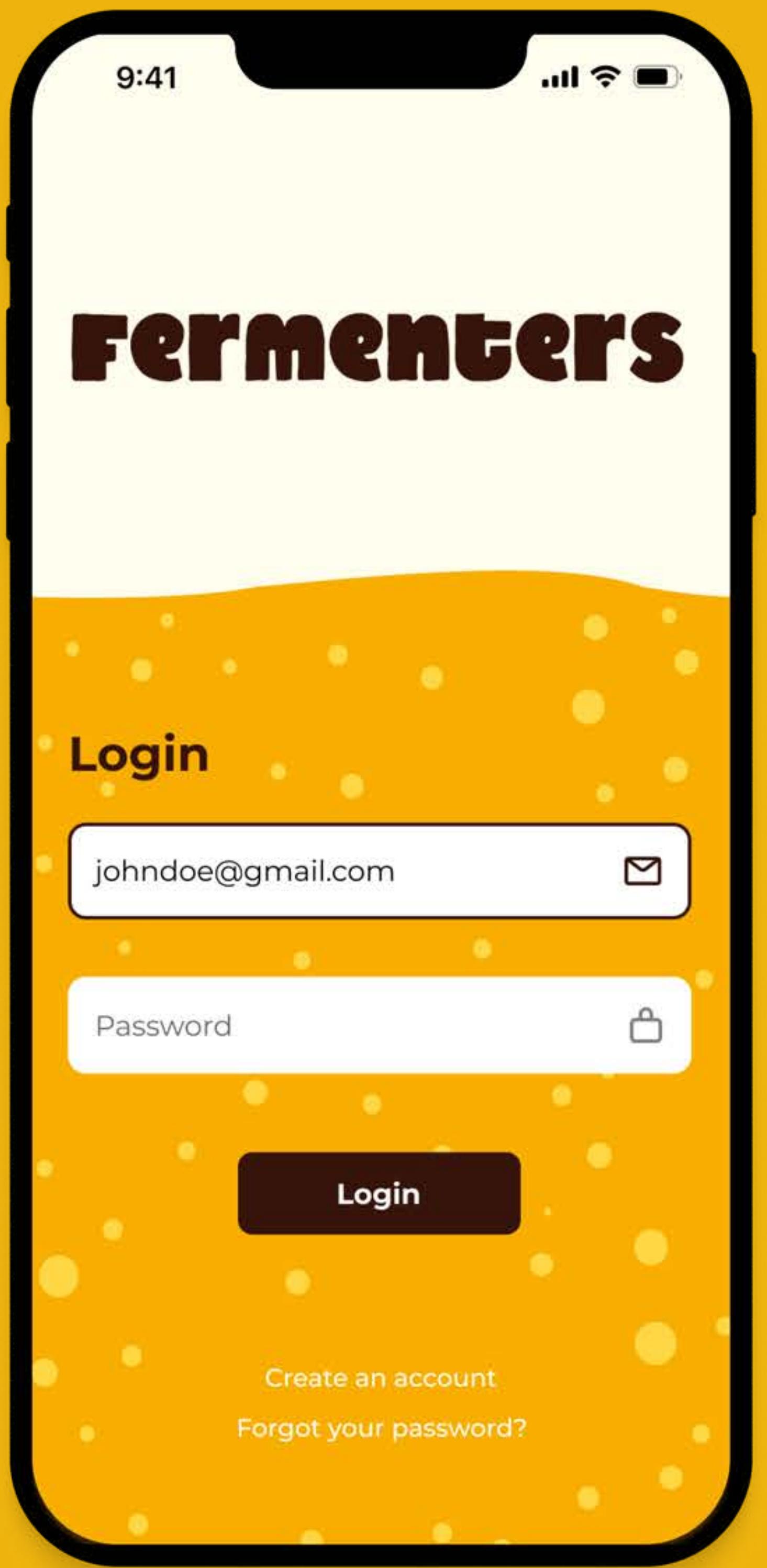
The wireframes illustrate a user journey through a mobile application interface:

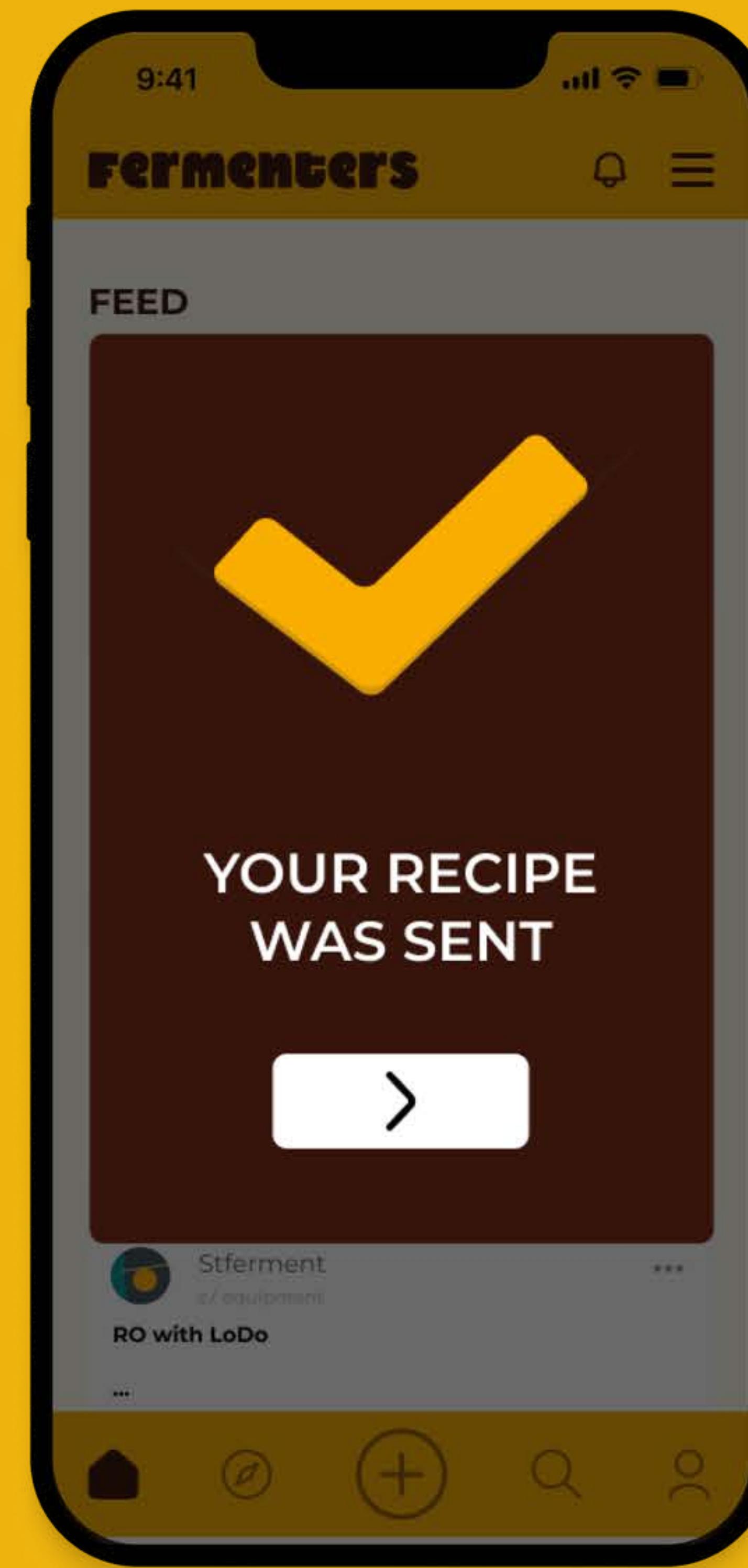
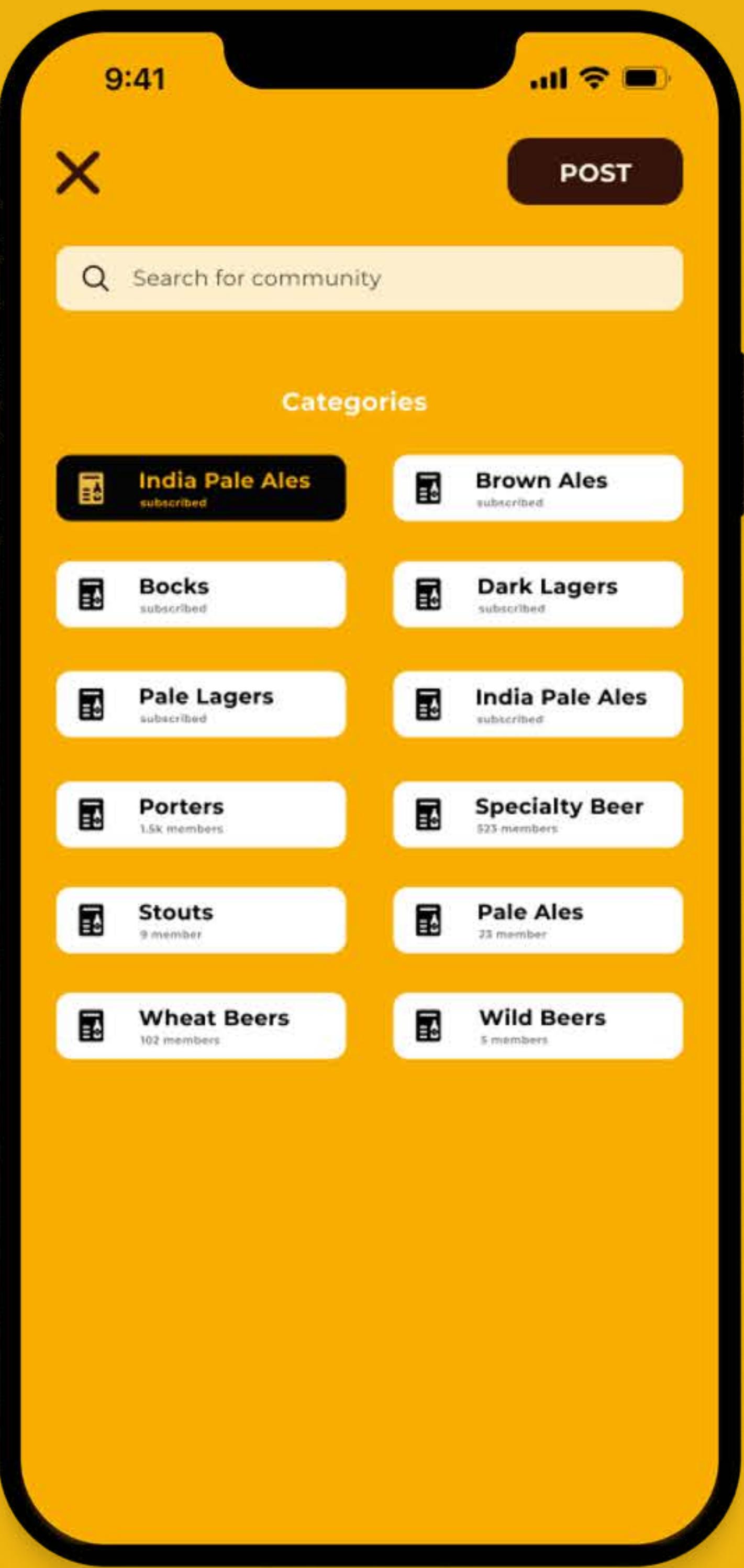
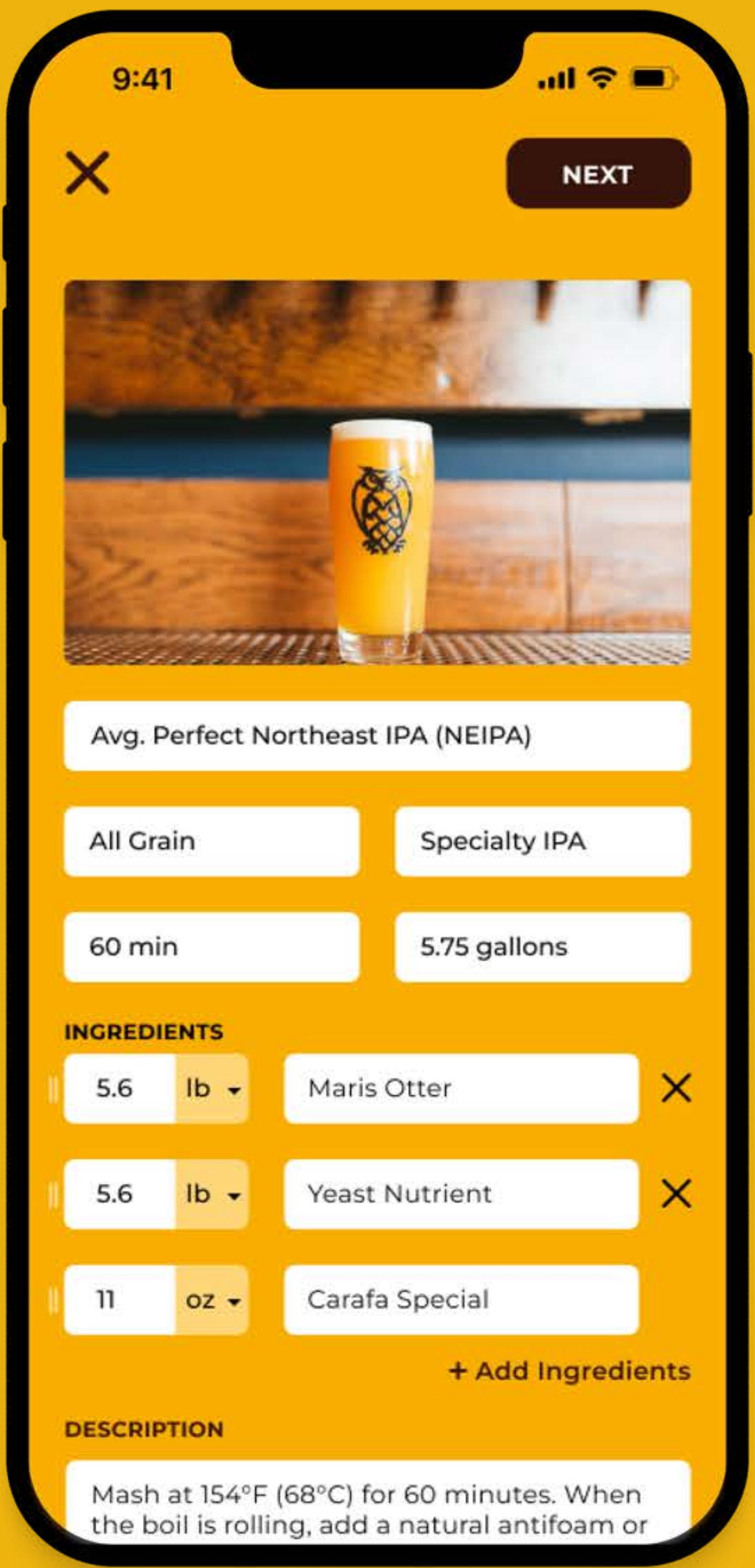
- Login Screen:** Shows a form with fields for Email and Password, and a large central "Login" button.
- Home Page:** Displays a "Feed" section with multiple user posts. Each post includes a profile picture, Username, a sample text, like and comment counts, and interaction buttons for Favorites, Explore, Add, Search, and Settings.
- Popup Menu:** A modal window titled "NEXT" containing a placeholder image, input fields for Recipe Name, Method, Style, Boil Time, and Batch Size, and a "Description" area. It also features an "INgREDIENTS" section with a dropdown menu set to "250 ml" and a "Water" entry, along with a "+ Add Ingredients" button.
- Category Selection:** A modal window titled "POST" with a search bar for "Search for community". It lists various beer categories with member counts: India Pale Ales (1.5k members), Brown Ales (823 members), Bocks (9 members), Dark Lagers (23 members), Pale Lagers (subscribed), India Pale Ales (subscribed), Porters (1.5k members), Specialty Beer (523 members), Stouts (9 members), Pale Ales (23 members), Wheat Beers (102 members), and Wild Beers (8 members).
- Confirmation Screen:** A modal window titled "Feed" displaying a large checkmark icon and the message "YOUR RECIPE WAS SENT". It includes a back arrow and a list of community posts at the bottom.

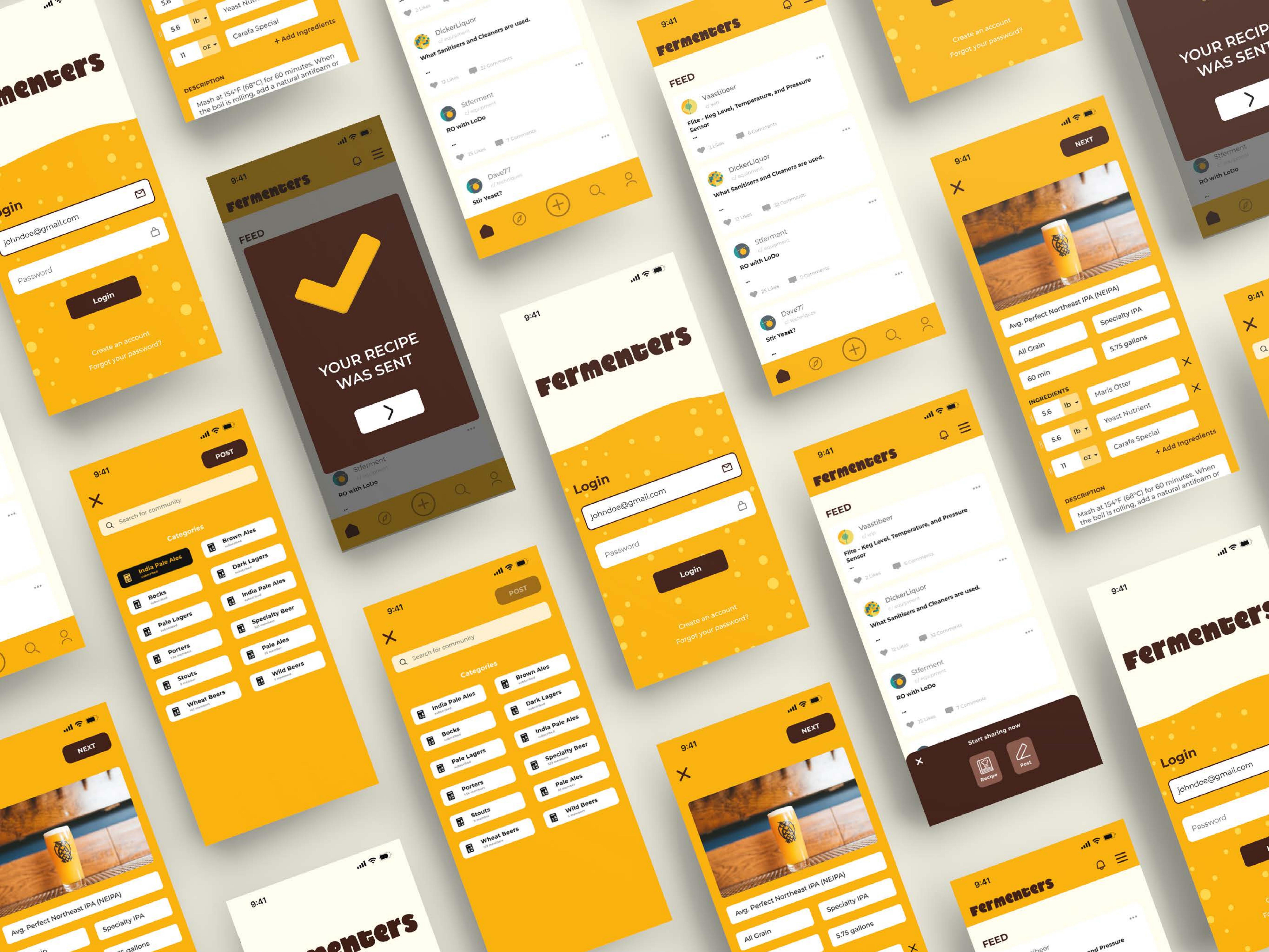
Prototype

5 -Prototyping









TEMPO

EDITORIAL

Tempo Magazine is a quarterly publication that shares interesting stories from music history, offers unique perspectives on music theory, and explores the creative process through interviews and profiles of artists.







Music & Culture
Jazz Music

Written by Alexander Poe and Jada Keita
Photo by Anonymous

Jazz: The Ever Evolving Genre

The history of jazz spans over a hundred years and has evolved into one of the world's premiere arts. From swing to experimental free jazz, the genre itself is hard to pin down into any one category. It pushes right to the limits of Western tonality and beyond. However, a single characteristic shines through across all the diverse expressions of jazz: improvisation.

Music & Culture
Foto: Music



"If you have to ask what jazz is, you'll never know."
— Louis Armstrong

**THE ROARING 20S
(1920-1929)**

After World War I, jazz became more popular than ever. It was a time of great social change and economic prosperity. Jazz bands like Duke Ellington's and Count Basie's were some of the most popular groups. The music was characterized by fast tempos and energetic dancing.

**THE SWING ERA
(1935-1945)**

The swing era was a time of great musical innovation. Big bands like Count Basie's and Duke Ellington's became very popular. The music was characterized by strong rhythms and complex arrangements.

**HARD BOP
(1955-1960)**

Hard bop was a form of jazz that emphasized rhythm and blues influences. Musicians like Miles Davis, John Coltrane, and Thelonious Monk were some of the most important figures in this genre.

**FREE JAZZ AND AVANT GARDE
(1960s)**

Free jazz and avant-garde jazz were experimental forms of jazz that rejected traditional musical structures. Musicians like Ornette Coleman, Sun Ra, and Charles Mingus were some of the most important figures in this genre.

**FUSION
(1970s)**

Fusion was a genre that combined jazz with other styles of music like rock, funk, and Latin music. Musicians like Weather Report, Miles Davis, and Herbie Hancock were some of the most important figures in this genre.

**CONTEMPORARY JAZZ
(2000s)**

Contemporary jazz is a broad term that includes many different styles of jazz. It often features electronic instruments and采样 (sampling). Musicians like Esperanza Spalding, Kamasi Washington, and Kamasi Washington are some of the most important figures in this genre.

THE FUTURE OF JAZZ

Jazz is constantly evolving and changing. New genres like fusion, acid jazz, and electro-jazz are becoming more popular. Musicians are also exploring new ways of playing jazz, such as using computers and digital instruments.

Conclusion

Jazz has been a part of American culture for over a century. It has influenced many other genres of music and continues to inspire musicians around the world. Whether it's a swing band or a fusion ensemble, jazz is a timeless art form that will永远活下去 (live forever).

Music & Culture
Jazz Music

*"If you have to ask what jazz is,
you'll never know"*
— Louis Armstrong

Jazz improvisation is the spontaneous invention of melodic solo lines or accompaniment parts in a performance of jazz music. It is one of jazz's defining elements. At the highest levels each time a musician plays a tune it takes on a life of its own and becomes an incredible vehicle for self expression. Improvisation and great jazz performance are truly one and the same.

The history of jazz shows us a genre that has never stopped evolving and growing. At its earliest stages in the 1920s, it was the pop music of that time and soon after it became a laboratory for musicians to perfect their virtuosity.

Today's jazz musicians have all the resources of this rich history, which has been almost entirely documented in recordings. A jazz musician is creating spontaneous art every time they play music. In fact, spontaneity has varied and exploring each of the ways can be a real treat for a musician's ear.

always characterized jazz music's flavor. "In jazz, improvisation isn't a matter of just making any of things up. It's like any language, has its own grammar and vocabulary. There's no right or wrong, just some choices that are better than others."

In the 1920s jazz emerged from the Chicago Dixieland and the New Orleans "Creole One" is the most prominent figures of this time is Louis Armstrong. The sound of this era featured blues and ragtime influences. The improvisation was based on the blues scale to construct

**THE ROARING 20S
(1920 - 1929)**

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by head-spinning tempos and constant shuddering, musicians started to look for new ways of expression. One of the looks for prominent figures of this movement was Miles Davis, who married his career playing bebop with Charlie Parker.

**HARD BOP
(1955 - 1960)**

Some of the most notable figures in Hard Bop were Cannonball Adderley, John Coltrane, Charles Mingus, Sonny Rollins, Miles Davis and Herbie Hancock. This genre relied heavily on gospel, blues and a more emotional approach to improvisation. During this era you can hear a shift in improvisational tendencies with musicians exploring scales and their modes in addition to playing the chordal changes like in the bebop era.

**THE SWING ERA
(1935 - 1946)**

During the "Swing" era jazz music made its way to the pop music charts and became large ensembles, known as big bands, and written arrangements. The improvisation within this era was arranged for certain spots within the arrangement and wasn't the main focus of the soloist. However it was still a time for a soloist such as Duke Ellington, to showcase and show off his chops (meaning instrumental virtuosity). The solos are played over the big band accompaniment and are fairly short in duration, lasting only one chorus each.

**FREE JAZZ AND AVANT GARDE
(1960S)**

This is perhaps where the common misconception about that improvisation is "playing whatever" comes from. Moving beyond the traditional sense of form and harmonic content, free jazz can be hard to follow for the uninitiated. Focus on the exuberance and direct, emotional expression rather than trying to figure out where you are.

**BEBOP
(1945 - 1950)**

From this point on, jazz entered the realm of art music. Bebop was first met with derision; it was impossible to dance to the tempo. The rhythms were extremely fast, and contrasts were unpredictable for the untrained ear. Bebop coincided with many cultural movements attracting an audience of avant-garde writers, painters and poets.

Pioneered by alto saxophonist Charlie Parker a.k.a. Bird, bebop became an outlet for musicians to show off their chops. Bebop pushes improvisation to the foreground, and features a trio, quartet or a quintet rather than a big band.

**COOL JAZZ
(1950 - 1955)**

The sound of "Cool Jazz" is what the name implies. To counterweight the bebop of the East Coast, the West Coast of the United States resorted to a more laid back and chilled approach. Overwhelmed

by head-spinning tempos and constant shuddering, musicians started to look for new ways of expression. One of the looks for prominent figures of this movement was Miles Davis, who married his career playing bebop with Charlie Parker.

Jazz, swing etc.) all blended together. Some of the tendencies in the contemporary jazz are the use of odd time signatures, experimentation with sound designers, and new textures using synthesizers, and mixing jazz and other genres.

THE FUTURE OF JAZZ

Composed music and improvised music may seem to be opposites, but in jazz they merge in a unique mixture. The challenge to jazz improvisation is playing music with both spontaneous creativity and intentional conviction.

The late jazz saxophonist Steve Lacy illustrated the challenge faced by his fellow kin by saying, "In fifteen seconds, the difference between composition and improvisation is that in composition you have all the time you want to decide what to say in fifteen seconds, while in improvisation you have fifteen seconds."

Any attempt to arrive at a precise, all-encompassing definition of jazz is probably futile. Jazz has been, from its very beginnings, at the turn of the 20th century, a constantly evolving, expanding, changing music, passing through several distinctive phases of development. Now, the unlimited possibilities of electronic sound design have reached new levels of spontaneous expression — with all these new possibilities, we can only guess the future of jazz.

ARTHIVE

CORPORATE IDENTITY

A hotel concept that caters to urban travelers of all ages in search of affordable accommodations that prioritize experiences and appreciate good design. The brand aims to provide a cozy and memorable stay, infused with a touch of creativity.

The logo consists of the word "Art" in a white serif font and "Hive" in a bold, white sans-serif font. The two words are stacked vertically, with "Art" on top and "Hive" on the bottom. They are centered on a solid orange rectangular background.







Art Hive

SOUND SCULPTORS

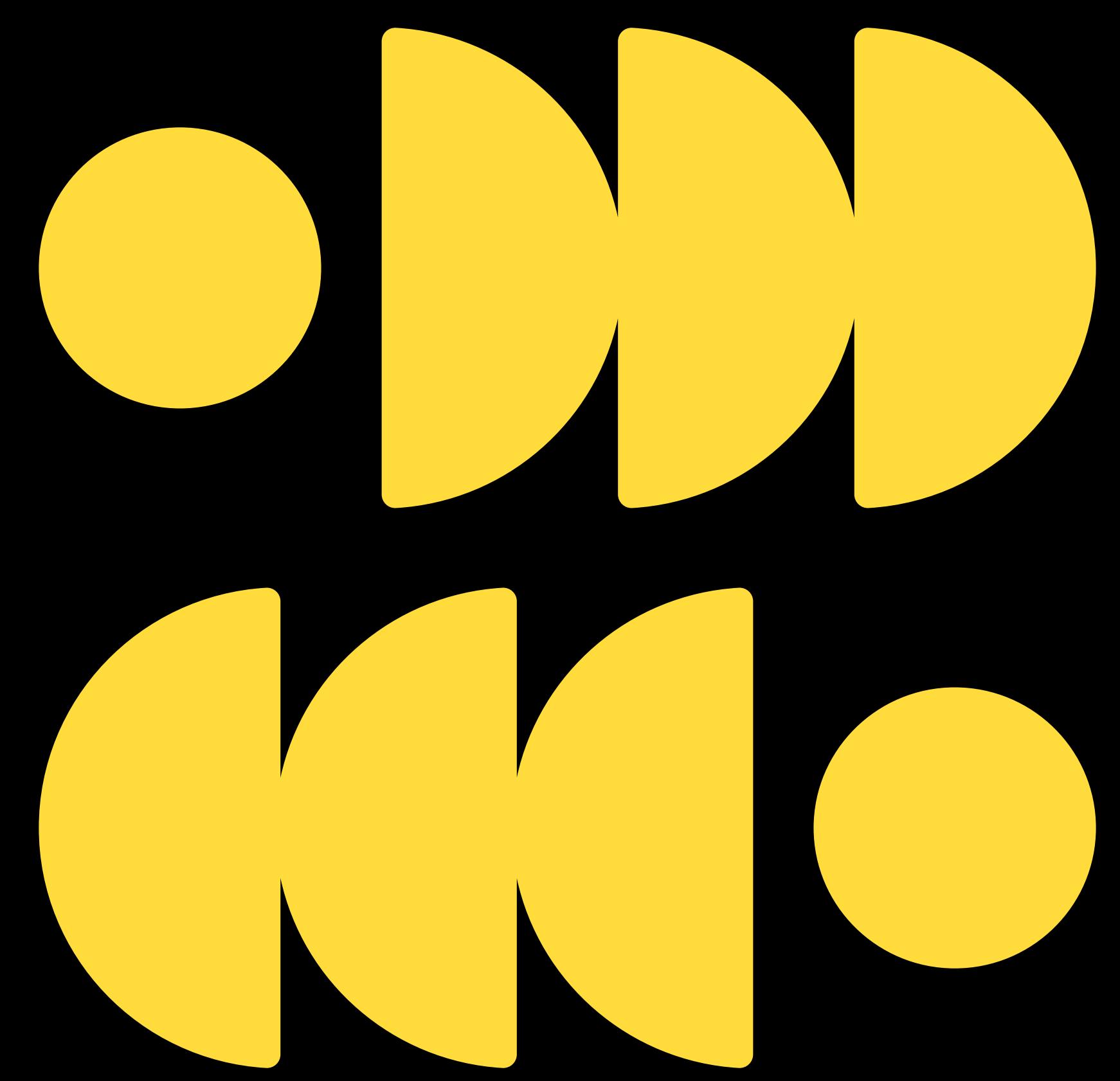
BRAND IDENTITY

Sound Sculptors offer dj-ing and music production courses for everybody. They believe in providing a fun, affordable, and laid-back approach to learning. The brand strives to stand-out from competitors by offering a contemporary look and experience.



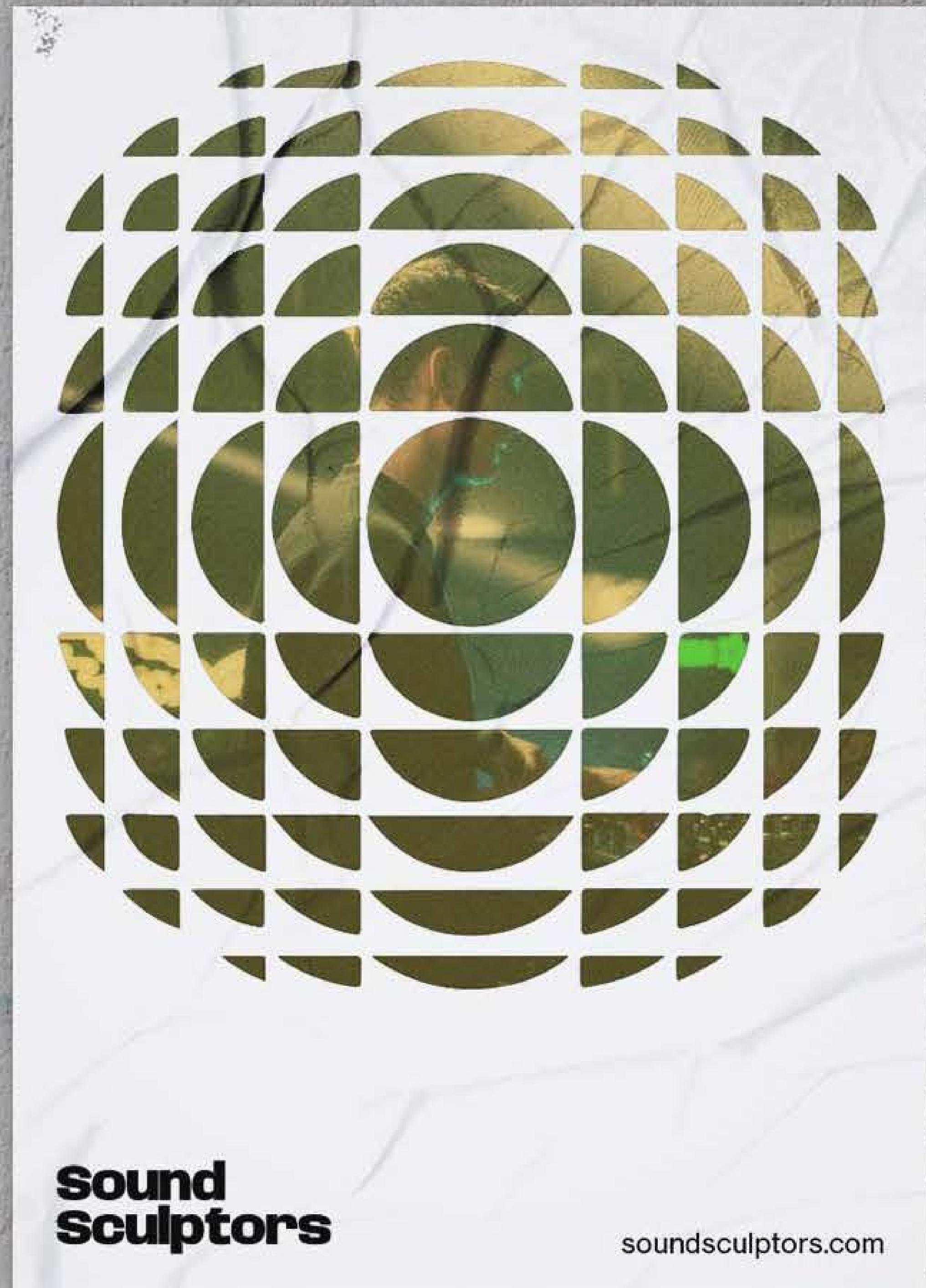
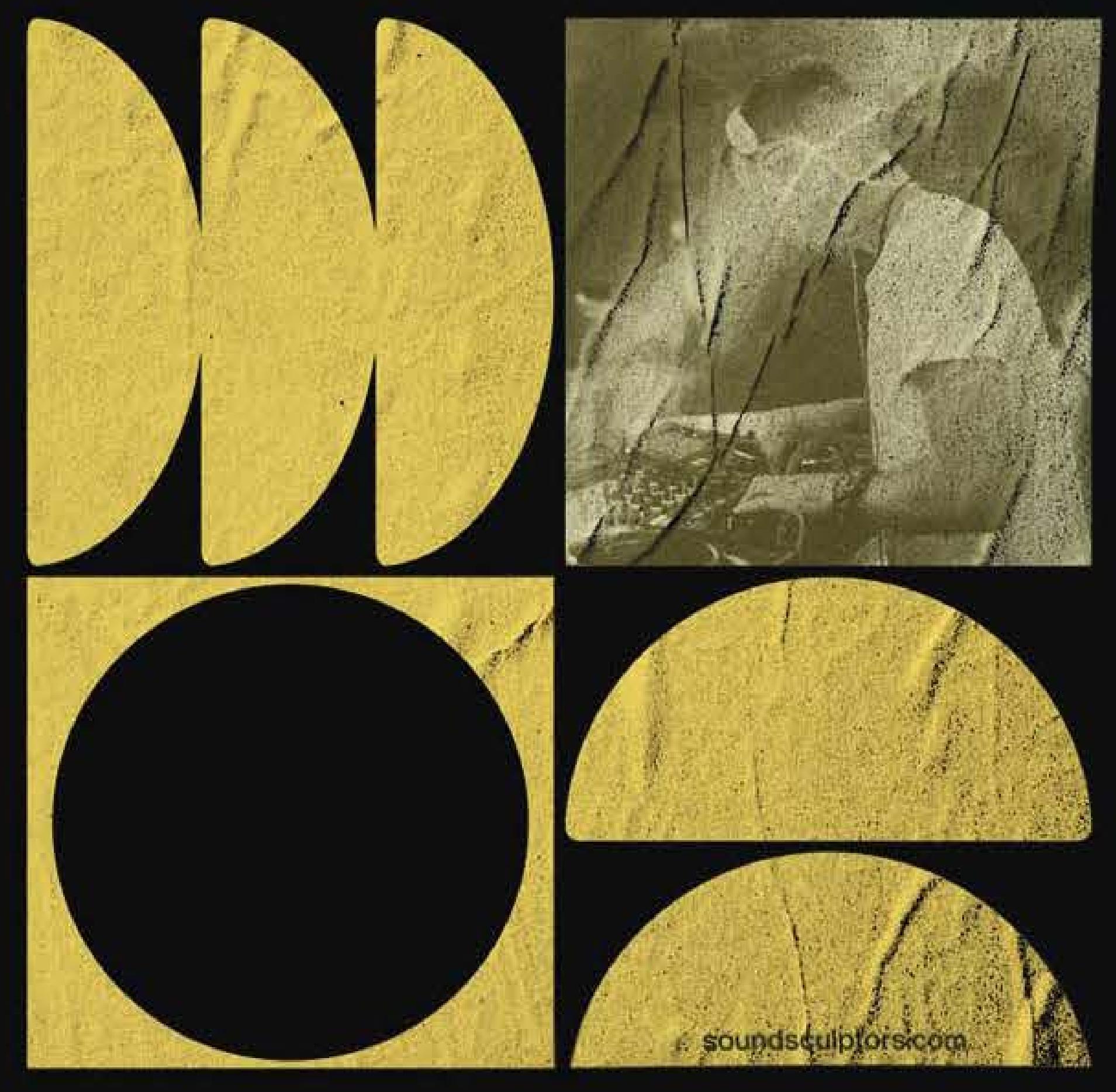
Sound Sculptors

sound sculptors



**Sound
Sculptors**

**LET THE
MUSIC
FLOW
WITHIN
YOU.**



**Sound
Sculptors**

**WHERE
WORDS
FAIL, LET
MUSIC
SPEAK.**





NINA HERBERT
CO-OWNER

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NINAHERBERT@SOUNDSCLPTORS.COM
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Premier school for DJs

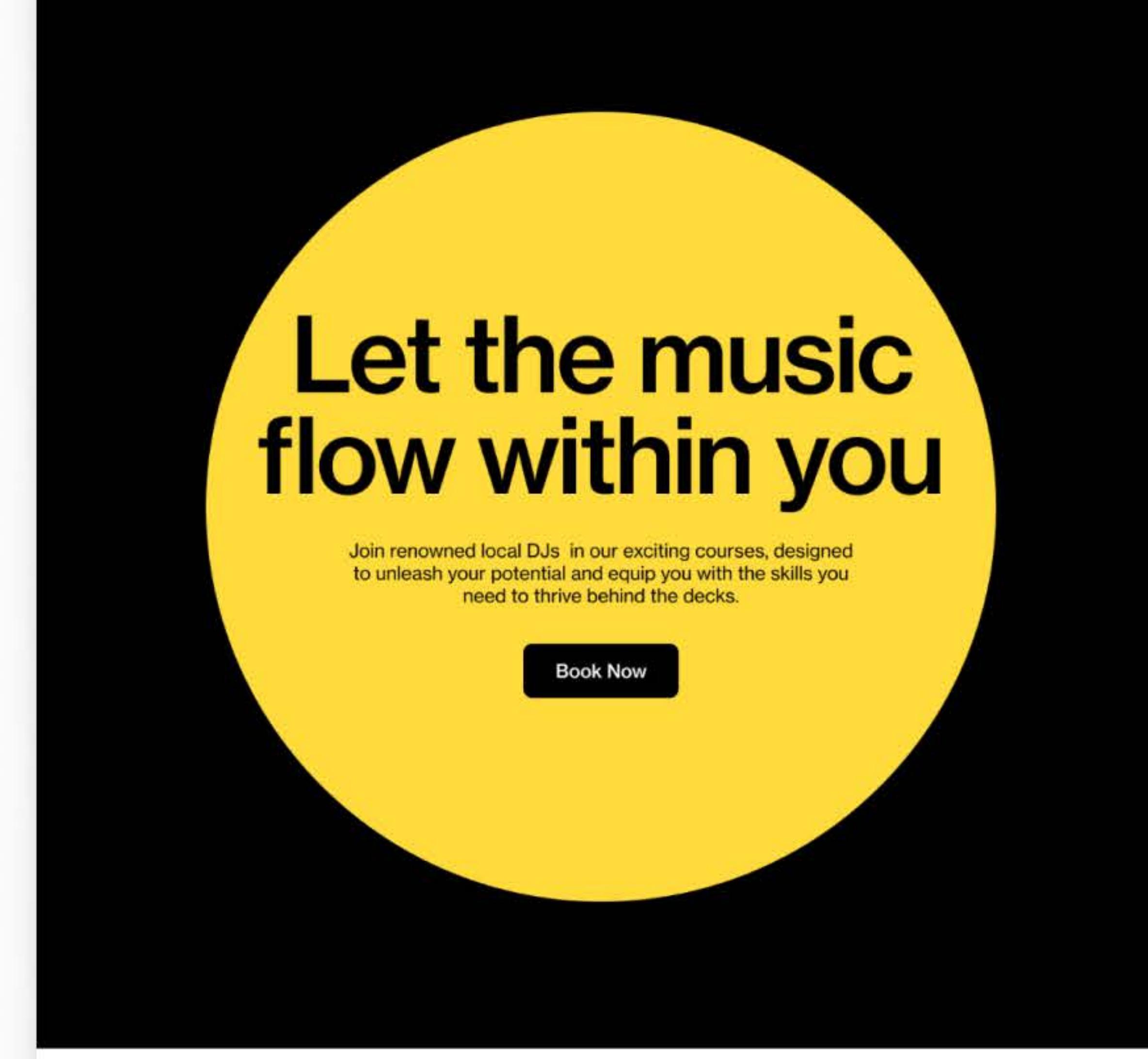
Whether you dream of ruling the clubs or igniting unforgettable house parties with your friends, this program will equip you with everything you need.

[Apply Now](#)[Book your call](#)

MacBook Pro



The screenshot shows the homepage of soundsculptors.com. At the top, there's a navigation bar with links for 'Courses', 'About', 'Contact', and a prominent 'Apply Now' button. Below the navigation is a large yellow section containing the text 'Premier school for DJs'. It includes a smaller text block about the program's purpose and two call-to-action buttons: 'Apply Now' and 'Book your call'. To the right of this yellow section is a black and white photograph of a DJ at a turntable. Below this main section is another image of a DJ in a club setting with stage lights. At the bottom of the page, there's a section titled 'From beginner to professional' with a brief description of the program's goal and two more call-to-action buttons: 'Book Now' and 'Learn more'.



This image shows a section titled 'Real people, real results' featuring three testimonial cards. Each card includes a circular profile picture of a person (Emma, Sophia, or Jim), their name, and a short quote. The background for this section is white.

Real people, real results

Emma
The Djing course I took was a game-changer for me. The instructors' expertise and supportive approach helped me gain confidence and perform at local events. Highly recommended!

Sophia
"Taking the Djing course was one of the best decisions I've made. The instructors' teaching style and personalized feedback made the learning experience enjoyable and empowering. Thank you!"

Jim
Thanks to the Djing course, I now feel confident creating my own mixes and Djing at local events. The instructors' guidance was invaluable. Don't hesitate to join this course if you're interested in Djing!

Start your musical journey now

The bottom of the page features a large black rectangular area with the text 'Start your musical journey now' in white. Below this is a yellow footer bar containing the 'Sound Sculptors' logo, links for 'Questions ?', 'Privacy Policy', 'Contact Us', 'Terms & Conditions', 'About Us', 'Legal', and social media icons for Facebook, Twitter, and YouTube. There's also a form for receiving updates via email.

THANK YOU

CRISTHIANTILLERIA.COM