



KRISTI
GRAFTON



KRISTI

Hi! I'm Kristi Grafton, and this is my portfolio which outlines my graphic design work for this semester.

Before undertaking a Bachelor of Multimedia Design at the University of Queensland (UQ), I was (and still am) a sports-loving IT enthusiast who loves to design exciting websites, make small programs, take captivating photos of what's around me, and attempting to rectify my terrible drawing skills by enhancing my scribbles with Adobe Photoshop where possible.

While I'm not playing or coaching football, I'm always learning new practical, as well as theoretical design skills at uni. During my time at UQ, I've studied various programming languages (including HTML, CSS, Python, Java and JavaScript), been immersed in the world of databases and SQL, attempted to understand Discrete Mathematics, and have even studied marketing. Though I haven't yet mastered the art of graphic design, the concept of engaging an audience and being able to change their perspective of a certain topic through an illustration is fascinating. The thought of what is possible, either through graphic design, web design, or programming always makes me wonder what is yet to be developed within the world of IT, and where the uses of these developments may lie for

use in the 'real world'.

With regards to graphic design, most of my designs are kept fairly simple, which can be seen in both my football infographic and in the smaller infographics throughout this book. With a range of influences (including the few listed in the forthcoming pages) allowing me to explore different styles and techniques, my current style definitely isn't set in stone just yet.



I hope you enjoy reading my portfolio as much as I enjoyed making it.



QUEENSLAND EVAN-DENNIS

SQL
WEB DEV

INDESIGN

MULTIMEDIA

GRAPHICS

INFOGRAPHIC
HTML
WARHOL

SKETCHES

KRISTI

CSS

INSPIRATIONS
DESIGN VECTOR

DEVELOPMENT
ART PYTHON

GRAFTON

PHOTOGRAPHY
PROGRAM

BASS

JAVA
FOOTBALL

WELCOME

INSPIRATIONS	1
GRASSLAND IN THE U.S.	7
MARIJUANA MARKET	9
UNCLAIMED MONEY	11
TATTOOS	13
ALL THE BUGS IN THE WORLD	15
A LEAGUE: ROAR V VICTORY	17
CONTACT	22

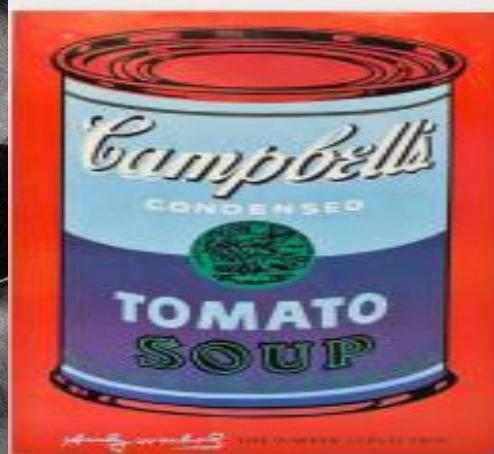
ANDY WARHOL

I found that Andy Warhol's work and use of simple colour attracted me to his style of design, as that simplicity is what I try to employ within my current designs.

Andy Warhol (1928-1987) was an American artist who was a leading figure in the visual art movement known as pop art. His works explore the relationship between artistic expression, celebrity culture and advertisements, that flourished by the 1960s. Warhol became the leading artist of the 1960s pop movement, and also ventured into a wide variety of art forms, including performance art, filmmaking, video installations and writing, and controversially blurred the lines between fine art and mainstream aesthetics.

Describing Warhol's work and introduction into the pop art scene, bio.com describes this stage in his life when he continued to expand on the techniques used in his whimsical style. "In the late 1950s, Warhol began devoting more attention to painting, and in 1961, he debuted the concept of "pop art"—paintings that focused on mass-produced commercial goods. In 1962, he exhibited the now-iconic paintings of Campbell's soup cans. These small canvas works of everyday consumer products created a major stir in the art world, bringing both Warhol and pop art into the national spotlight for the first time." - Biography of Andy Warhol (Bio.com)





2

NIGEL EVAN DENNIS

I first discovered Nigel Evan Dennis' work through a past student of the graphic design course, and thought that his style was one which I hoped would influence my own design choices. Due to this, it is difficult to find any detailed information regarding his life before undertaking design work.

In short, Nigel Evan Dennis is a graphic designer, illustrator, creative director and art director of Fetch SF based in Chicago. Though his work is largely unknown to many, it can be seen featured for well known companies and artists including Lipton, Nike and award winning American rapper, Common.





4

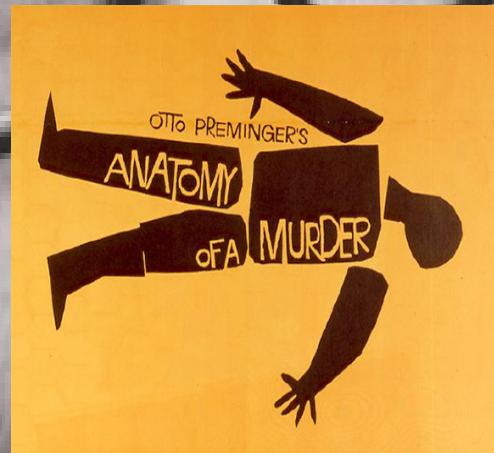
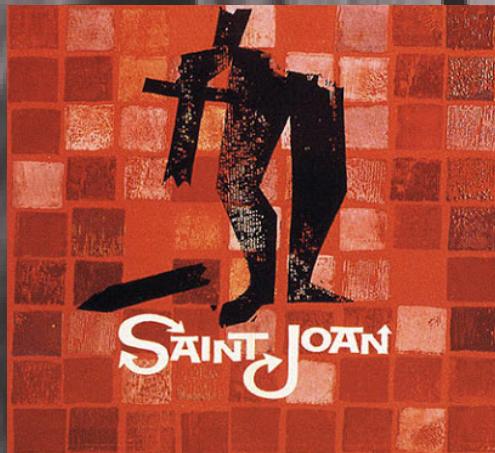
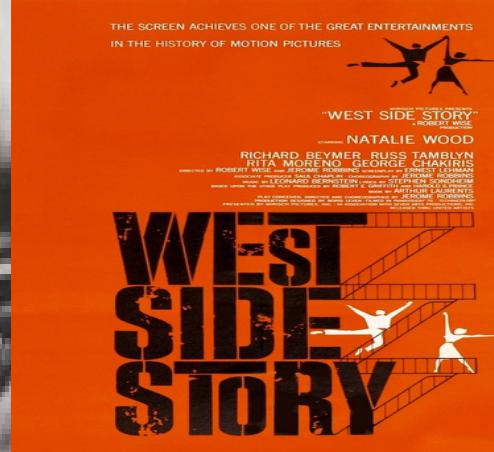
SAUL BASS

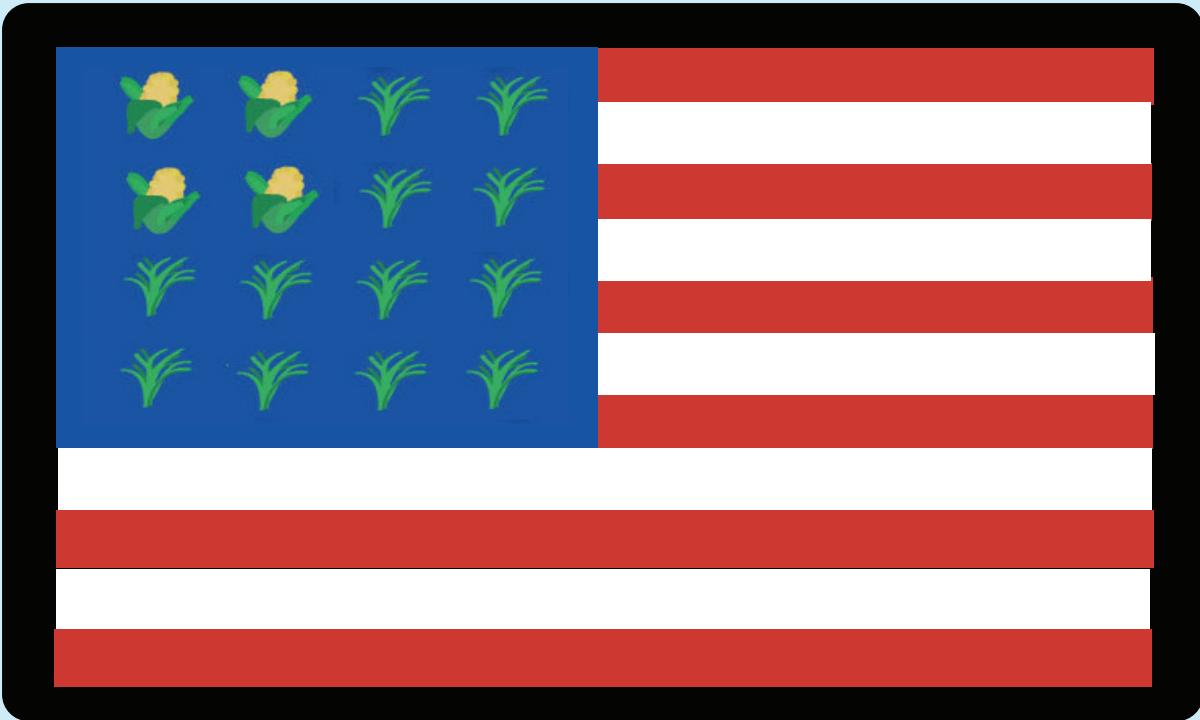
For me, Saul Bass' work is somewhat similar to Andy Warhol's, using mainly contrasting colours and simplistic design elements, such as block shapes.

Saul Bass (1920-1996) was a graphic designer and winning filmmaker, who is best known for his design of corporate logos, film posters and movie title sequences. During his exceptional career, he designed some of the most iconic corporate logos for companies such as AT&T, Minolta, and United Airlines. The reasoning behind me seeing him as a major influence is due to his minimalistic and simplistic designs, which I try to achieve in some of my works. He is easily able to visualise and create designs with few colours, basic shapes and thought-provoking typography in a way that is easy to understand.

The majority of Bass' work is centred around his wife, Elaine and their collaboration on much of some highly renowned works of art. This time in his life is described by Art of the Title.com as the following: "In 1955, Elaine Makatura came to work with Saul Bass and after the opening title sequence to Spartacus in 1960, which Elaine directed and produced, the two were married. Much of Saul Bass' work thereafter was made in close collaboration with Elaine. After the birth of their children, Jennifer in 1964 and Jeffrey in 1967, the Bass' concentrated on their family, short films, and title sequences."

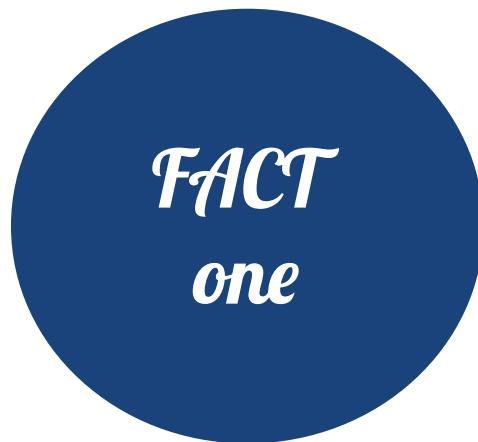






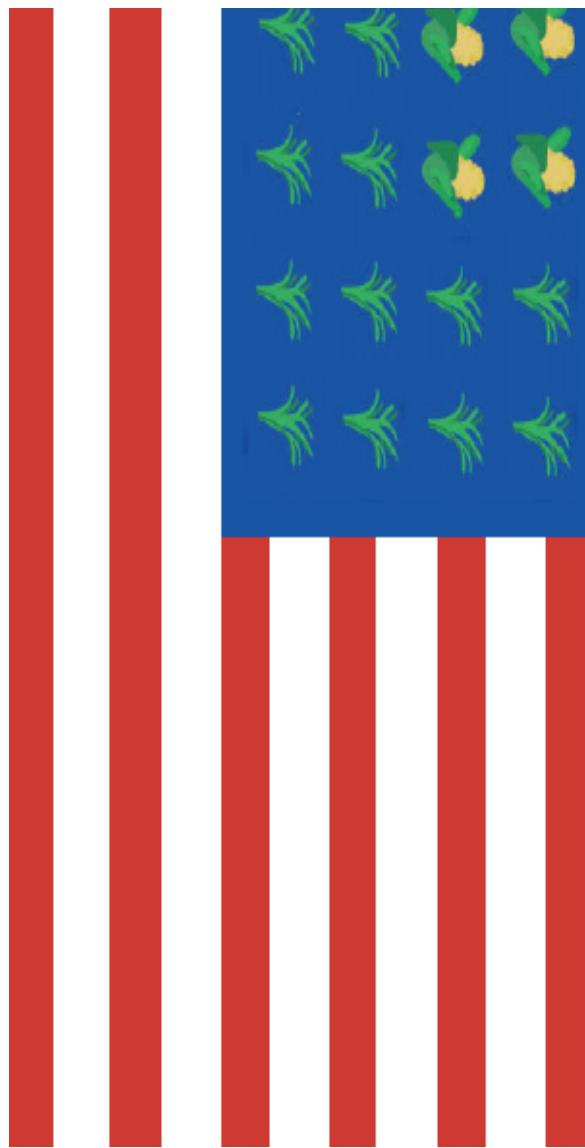
**Since 2006,
a quarter of grassland
has been converted to
soy and cornfields**

GRASSLAND IN THE UNITED STATES



Full Fact: "Minimum acres of U.S. grassland that have been converted to soy and corn fields since 2006: 1,300,000." - June 2014 - Reference: Harper's Index, Harper's Magazine Vol 328 Issue 1969 (2014) p11

For my first infographic, I chose to break down the fact so that it was easier understand, especially when trying to compare it to something else. With this, I choose to compare the amount of existing grassland with the amount of grassland which had been converted to soy and corn fields as stated in the fact. By looking into reports from the US Forest Service, I was able to find that the gross acreage of National Grassland plus the amount stated above came to approximately 5 566 600 acres. From there, I was able to find that 1 300 000 acres (which is the amount of converted acres) was 23% of the total, or around a quarter. The reason for using the US flag was to show that this fact only related to the US, and not be mistaken for an international or Australian issue. I found that by 'cropping' some of the flag, I was able to keep with a simpler design.



Projected Percentage Increase In The Legal Market



 *For
Marijuana
In The U.S.
For 2014*

63%

MARIJUANA MARKET

*FACT
two*

Full Fact: "Projected percentage increase in the legal market for marijuana in the United States this year : 63" - March 2014 - Reference : Harper's Index, Harper's Magazine Vol 328 Issue 1966 (2014) p9

I chose to represent the fact in this way because I felt that it would be the easiest way to portray it without the design becoming too illustrated. I tried to have the leaf filled with around 60% colour in order to help the reader view this fact, though I also initially included smaller leaves in the original design to show increase, however these made way for a more refined look while only keeping the larger leaf. In the final design, I chose to reword the fact so that the text took up less space on the page, meaning that I could include a small design of the U.S. flag. The font used for '63%' is called 'Alpha Smoke', which was able to contribute to the fact and subject of marijuana smoking itself due to its smoky look. The black background allows the green colours in the heading and leaf to stand out, while providing a more serious outlook on the fact.



**Currently, there are
\$13.2 billion dollars
worth of unclaimed money in
New York State bank accounts.**



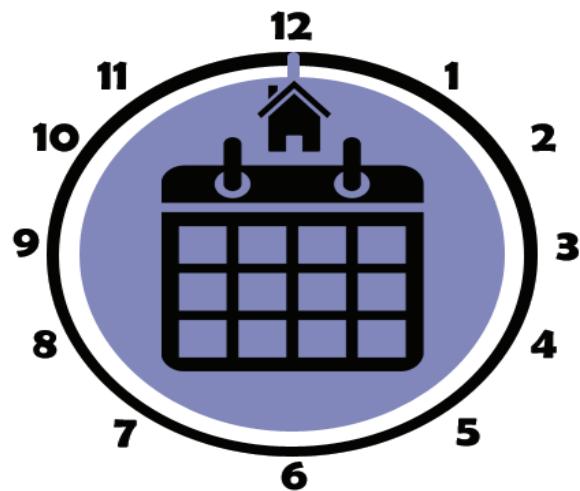
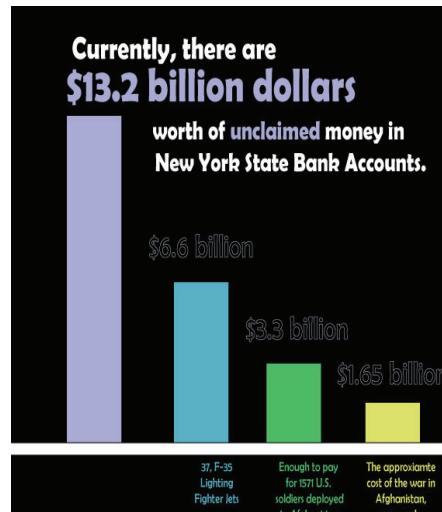
**Enough to pay the rent of every homeless
person in New York for 10 years.**

UNCLAIMED MONEY

FACT three

Full Fact: "Total value of unclaimed money in New York State bank accounts : \$13,200,000,000" - November 2014
- Reference: Harper's Index, Harper's Magazine Vol 329 Issue 1974 (2014) p9

This fact was initially quite difficult for me to try and compare other items of such high value to, as that much money is so colossal. For the first draft, I chose represent this fact using a bar graph (see right) as I thought it would be easy to show just how much money this really equates to, however was quickly proven wrong due as it is possible to buy such a vast range of items. I thought the best way to do this was to compare the fact with the cost of war for the US, as it also was able to show just how much it is costing the US government, as the fact did. In the end it was decided that it was best to equate this sum of money to just one other fact in relation to the U.S., which was chosen to be how much money each homeless person in New York would receive if they were to distribute the unclaimed money.



12

Chance that a U.S. Citizen Under 35 Has a Tattoo



2 out of 4

1 out of 4

TATTOOS

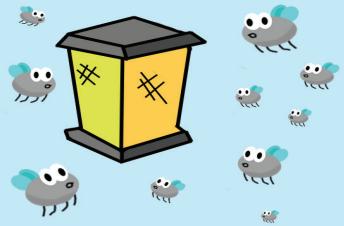
*FACT
four*



Full Fact: "Chance that a U.S. woman under age 35 has a tattoo : 1 in 2, That a U.S. man under 35 does : 1 in 4" - August 2014 - Reference: Harper's Index, Harper's Magazine Vol 329 Issue 1971 (2014) p11

I found this fact quite hard to portray, though I thought that showing it in a very simplistic manner would make the figures stand out more. I chose to show that this was definitely a fact that related to the U.S. by having the corresponding letters in American colours. I chose not to make the woman a typical female pink colour so that the portrayal of each gender was not so stereotypical. However, I did use red and blue for the woman and man respectively, as most other colours would cause confusion in relation to the differentiation of each sex. The eagle tattoo across the top of the fact (under the text) helps to illustrate the fact and immediately alert the reader to the general gist of the fact, showing them it is in relation to tattoos.





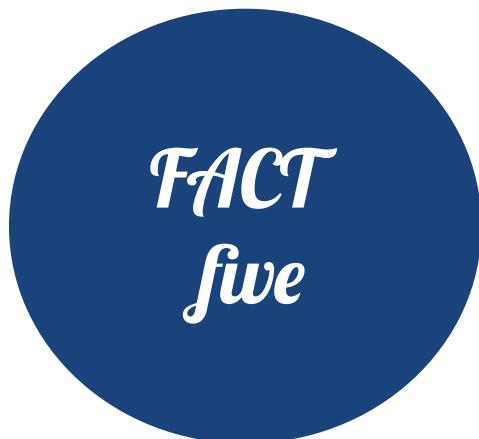
*How many bug zappers
would it take to kill all
the bugs in the world?*

Approximately 1 104 120 000 000

*At a kill rate of 900 000 bugs per zapper, each person on
earth would need to own 150 bug zappers each.*



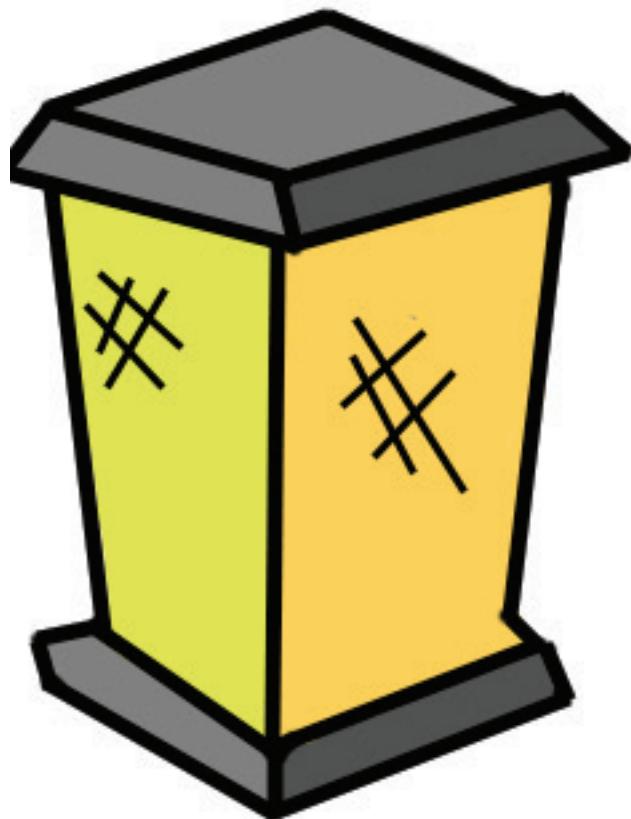
ALL THE BUGS IN THE WORLD



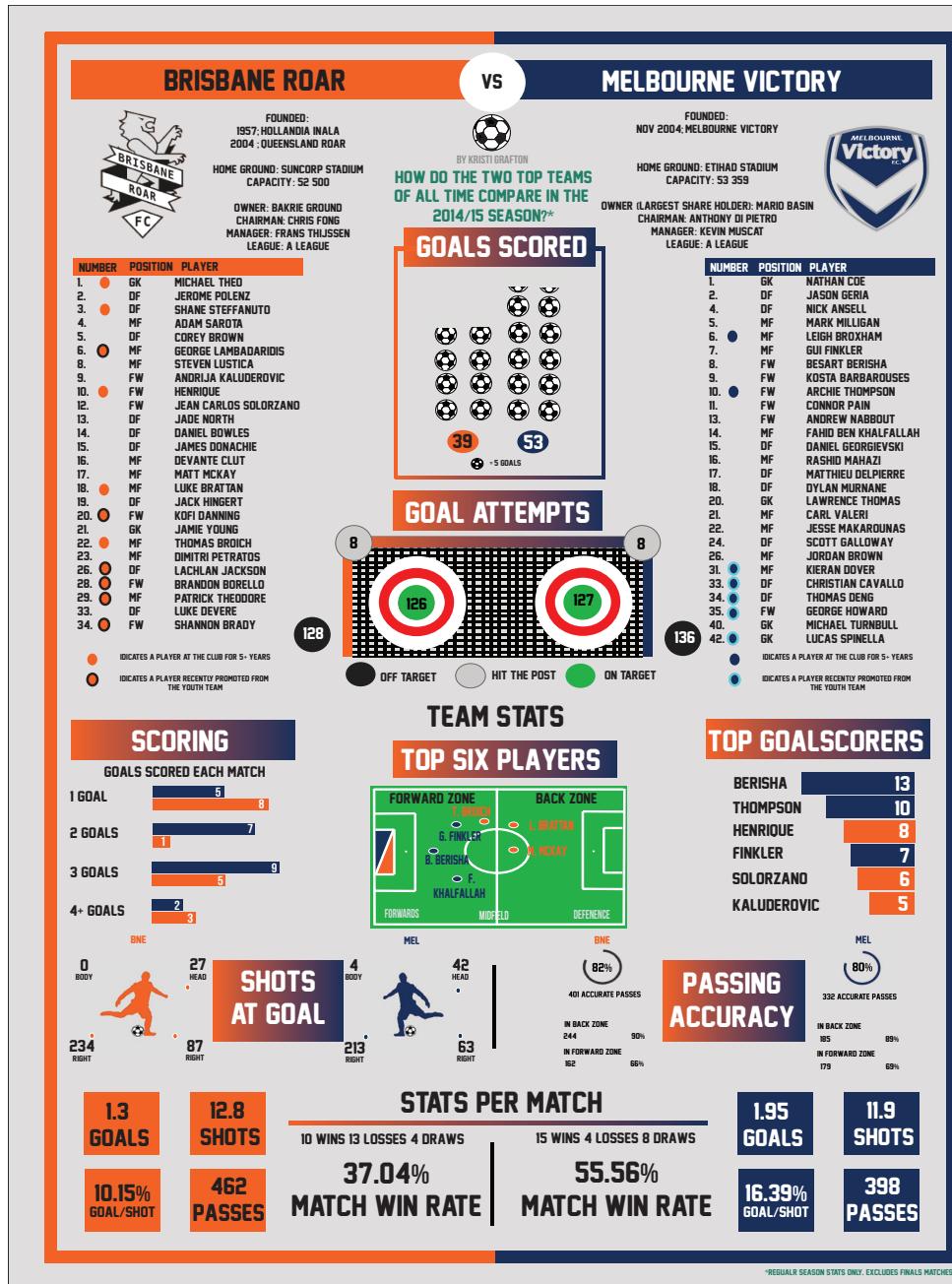
Full Fact: "Approximate number of bug zappers needed to kill all the bugs in the world: 1 104 120 000 000" -Harper's Magazine, January 1995

I chose this fact because it was such an interesting fact, although I'm still unsure if it would actually be viable to be able to kill all the bugs in the world... highly likely not.

At first, I chose to compare the number of bugs on earth with the approximate number of bugs which would be killed by a single zapper. However, this was a comparison that would be difficult to comprehend by most people. And so instead, it was easier to show the fact as how many bug zappers you would each need to own in order to meet the estimation given in the fact itself. Essentially, if you had to own 150 bug zappers each, your house would almost be covered with them. As for the background colour, it seemed to work nicely with the yellow, black and blue, and took some attention away from the 'killing' aspect of the fact.



WTFORGEONFC



A LEAGUE: ROAR V VICTORY

I chose to focus on the topic of football because it is one which I know quite a lot about, and would subsequently enjoy researching.

Initially, I was going to choose a more general topic of the top teams in one of the major football leagues, such as La Liga, the EPL, or even the A-League. However, it was quite difficult to narrow down the masses of information to be specific enough to create a detailed infographic. In the end, I chose to focus on teams within the Australian A-League, being the two top ranking teams (Brisbane Roar and Melbourne Victory) based on the number of premierships one to date.



ELEMENTS

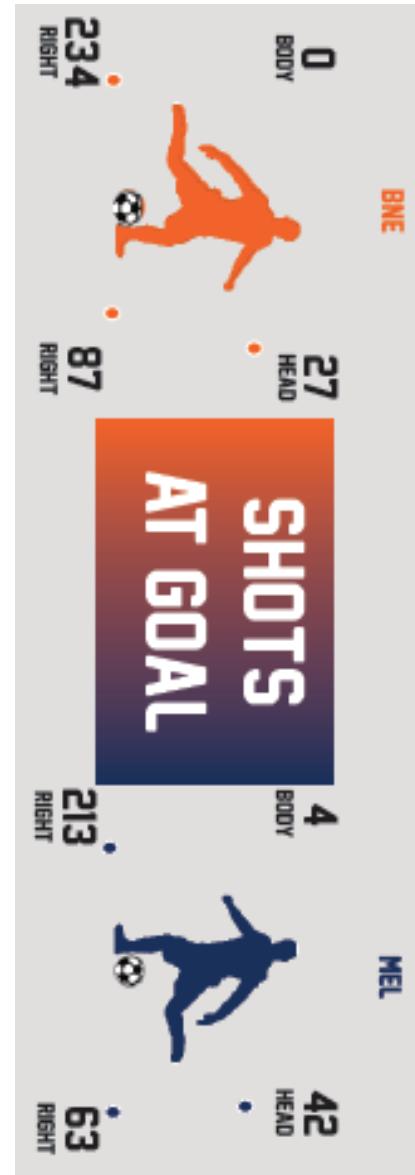


It was chosen that the elements on the page would be positioned in such a way that each team were compared by a split down the middle of the page, which can be seen from the image of the final infographic on page 17. As for the headings for each element, I chose to change the colour gradient so that it also reflected the split of the each team by colour. The colours chosen were the same colours which are featured on the Brisbane Roar and Melbourne Victory logos, creating a more professional feel.



*Brisbane Roar; 2011, 2012, 2014
Premiers.*

*Melbourne Victory; 2007, 2009
2015 Premiers.*



TEXT

The main font type used for the infographic is aptly named '**NEW ATHLETIC M54**', and can be seen to feature on every element, as well as its corresponding heading. This font was chosen due to the fact it resembled that of the font used on the back of many sporting jerseys, and can also be seen on advertising for many sporting events. Though this font is not widely used for most documents, in this situation it is highly relevant to the topic and helps to create a more 'sporty' feel surrounding the infographic. Where required, the font **BEBAS NUE** is used in place of commas and full stops, as these characters are not supported by New Athletic M54.

TOP GOALSCORERS

BERISHA	13
THOMPSON	10
HENRIQUE	8
FINKLER	7
SOLORZANO	6
KALUDEROVIC	5



MAIN FONT

NEW ATHLETIC M54

20



CONTACT

PHONE: 0421 434 717

EMAIL: kristicrozier@hotmail.com

CITY: Brisbane

FLICKR: [flickr.com/photos/
kristigrafton](http://flickr.com/photos/kristigrafton)

