

Portfolio

Laura

GRAPHIC DESIGNER
DIGITAL DESIGNER

— Pais



ABOUT ME

I'm Laura Pais, a designer currently based in Porto, Portugal. I have a Master's and a Bachelor's degree in Design and Multimedia from the University of Coimbra.

My main areas of interest are graphic design, web design, web development and typography. My working method focuses on the digital domain, taking advantage of my technological proficiency. I also have strong capabilities in producing editorial materials, combining digital and print design.

Strongly motivated by what I produce, I consider myself creative and committed. Beyond the pixels and vectors, I enjoy working in a team, finding energy and inspiration in dynamic group environments. I'm passionate about music, cinema, traveling, and **designing cool stuff**.

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ALTA & BAIXA EDITORIAL

01

The *Alta & Baixa* editorial magazine and website mirrors the layers of Coimbra's *Alta* and *Baixa*. The two articles incorporated in edition 001 represent this part of Coimbra.

The article *Thirteen Ways of Looking at a Typeface*, by Michael Bierut represents the *Baixa*, associated with a more classic urban space. This article is illustrated by yellow page ads and numbered by collected door numbers from its streets.

Alta, on the other hand, covered in graffiti, is represented by the article *typEm - Adapting a Typeface to Text Emotions* by Catarina Maçãs, David Palma and Artur Rebelo. Here, the text is accompanied by striking illustrations and animations.

CONTEXT

Academic Project — MDM
Collaboration with Francisca Calisto

TOOLS/LANGUAGES

HTML, CSS, JavaScript, Adobe InDesign,
Illustrator, After Effects.

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ALTA & BAIXA

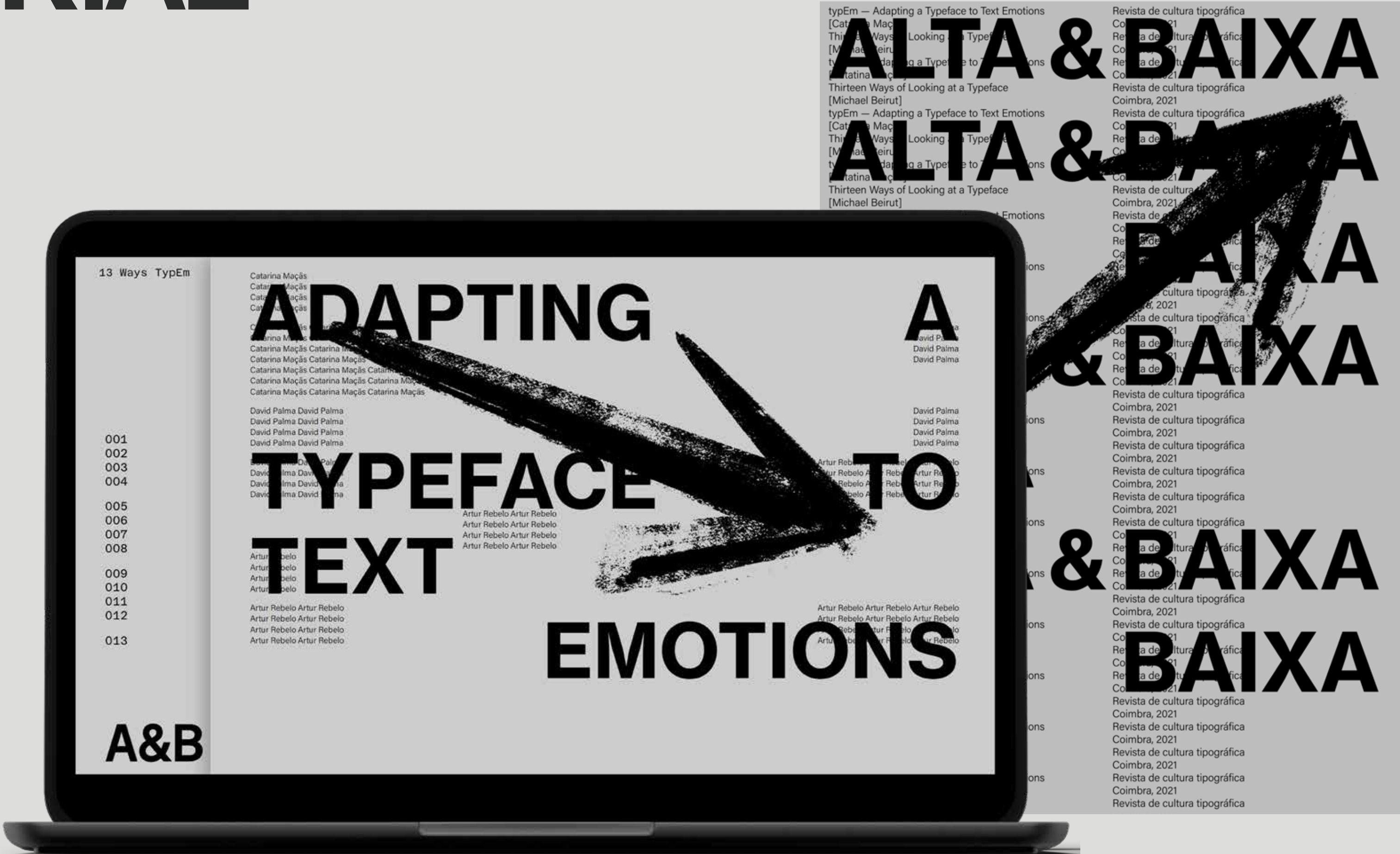
ALTA & BAIXA EDITORIAL

01



ALTA & BAIXA EDITORIAL

01



A LESTE VISUAL IDENTITY

02

Visual identity created for the chimney cake store *A Leste*.

A Leste brought the flavors of Eastern Europe to Coimbra. With it came a chimney cake store with an irreverent style.

It was built a modular system composed by geometric shapes to represent the chimney cakes in their different forms: Simple, Filled, with Ice Cream and Savory. This graphic system allows the composition of various promotional materials, such as videos and advertising posts, the store window, the representation of the cakes on the menu and the composition of the logo itself.

In this project wasn't only developed the visual identity and graphic materials, but also the execution and management of the social media content, whether it be a video, photo or a graphic composition.

CONTEXT

Freelance Project. Chimney Cake Shop.

TOOLS/LANGUAGES

Figma, HTML, CSS, JavaScript, Adobe
Illustrator, InDesign, After Effects, Premiere

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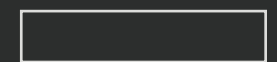
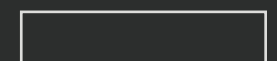
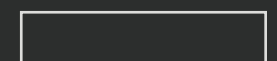
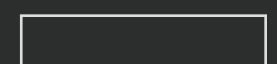
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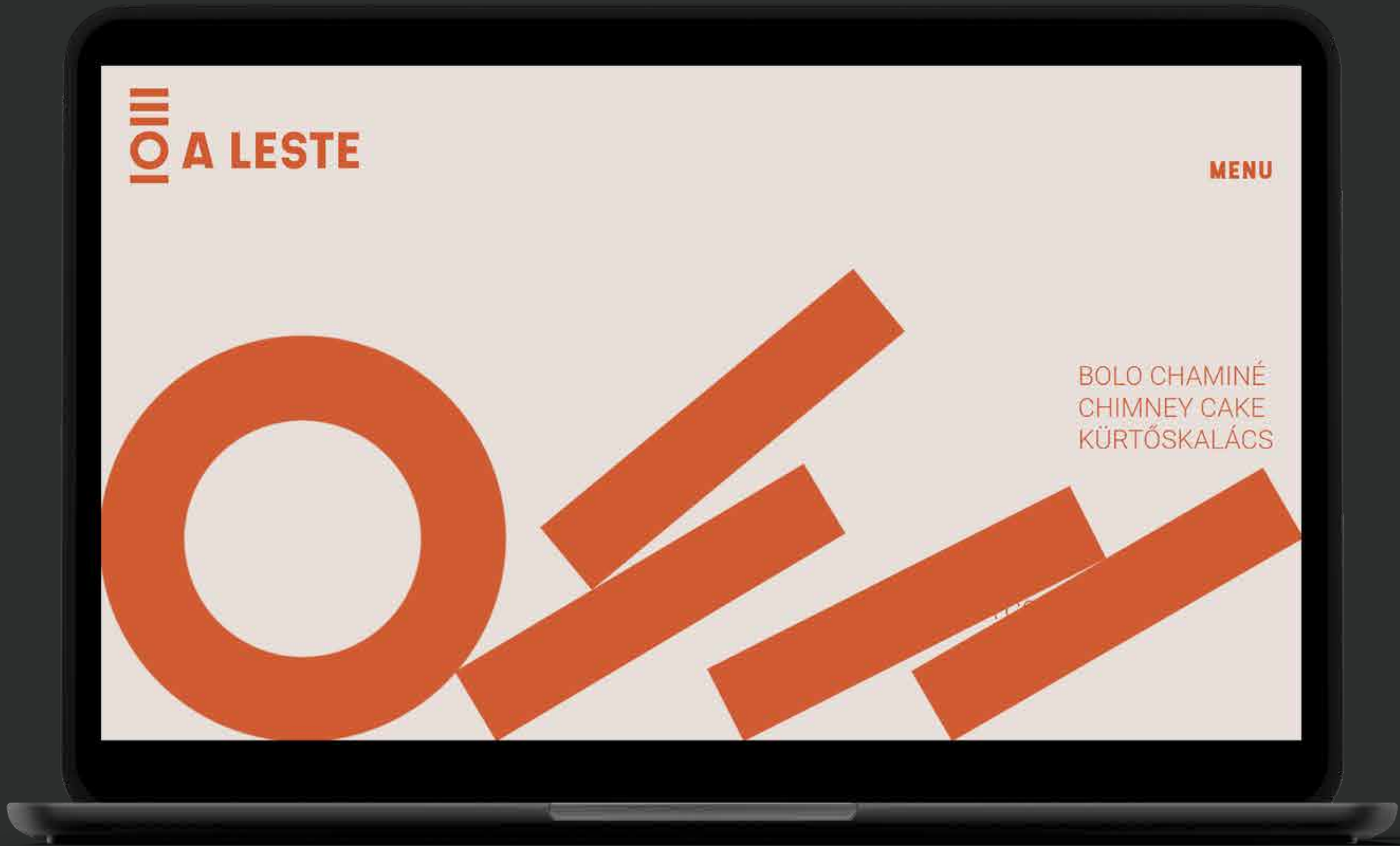
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A LESTE VISUAL IDENTITY

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CCDM VISUAL IDENTITY

03

It was created a visual identity for 2021 edition of the *Ciclo de Conversas Design + Multimédia* in the University of Coimbra

For that, it was created a modular, square, robust font present throughout the identity. All the communication materials are wrapped in the event logo that acts as a container. The website is also wrapped by the logo that adapts to all screen formats and receives the information on it.

CONTEXT

Freelance Project. *Ciclo de Conversas Design + Multimédia* 2021 Edition

COLLABORATION

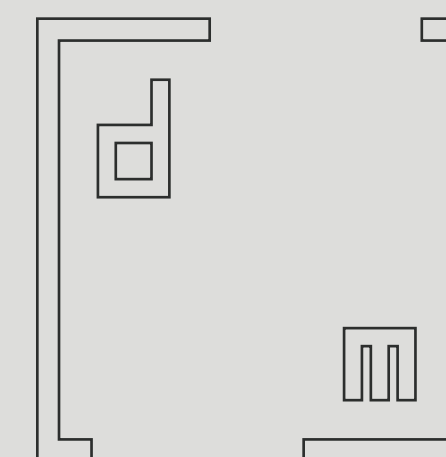
Fábio Gouveia

TOOLS/LANGUAGES

HTML, CSS, JavaScript, Adobe Illustrator, InDesign

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CCDM VISUAL IDENTITY

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CORRUPT WHITE INTERACTIVE EXPERIENCE

04

Interactive experience, activated by the user's mobile device, with imagetic expression of the exploration of emotions.

Tool with interaction from the user's mobile device that can be connected to the website on a computer. Several users can connect in the same room where they will be able to manipulate the brushes selected on the website's home page.

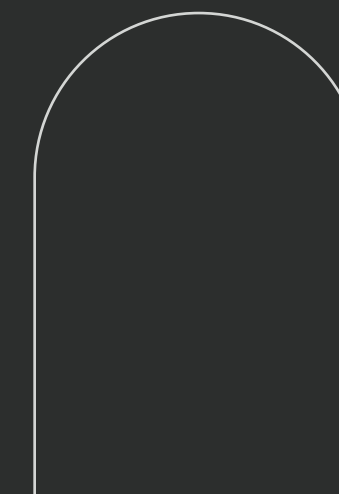
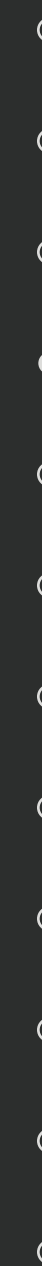
CONTEXT

Academic Project — LDM
Collaboration with Fábio Gouveia and
Marcelo Coelho

TOOLS/LANGUAGES

HTML, CSS, JavaScript, PHP, WebSockets,
p5.js, Node.js, MySQL

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CORRUPT WHITE INTERACTIVE EXPERIENCE

04



DISRUPTIVE EXHIBITION

Disruptive is the planification of a fictional exhibition that addresses the work of Wolfgang Weingart. It is the first edition of a series of design exhibitions at *Colégio das Artes*. This exhibitions has the purpose of promoting the discipline and revealing part of the history of graphic design.

Throughout his career, Wolfgang Weingart has become an internationally known designer and typographer that helped change the area of graphic design by influencing others to break apart the norms and to experiment more with their work.

The exhibition examines and distributes his work in 6 rooms according to its features and with the help of experimental technological devices that are inspired by his disruptive attitude towards design.

CONTEXT

Academic Project — MDM
Collaboration with Alexandra Oliveira,
Fábio Gouveia and João Neves

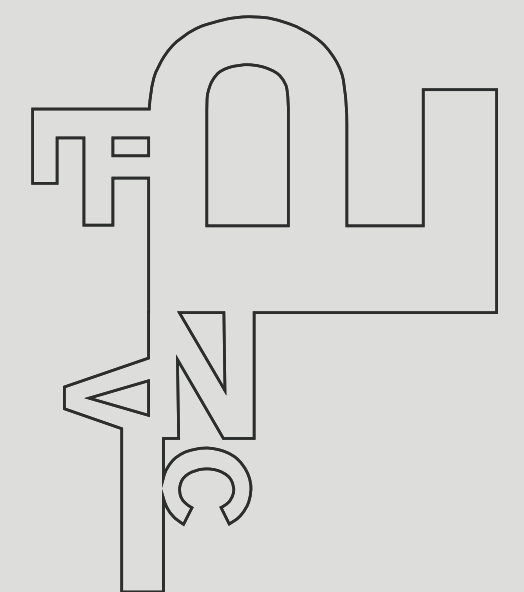
TOOLS/LANGUAGES

Blender, Processing, Adobe Illustrator,
InDesign, After Effects

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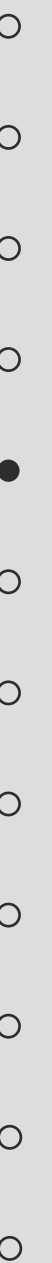
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DISRUPTIVE EXHIBITION

05



DISRUPTIVE EXHIBITION

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PROJECT ARQ COMMUNICATION MATERIALS

06

Communication materials developed for the event *Apresentação do Projeto de Arquitetura*, where the restoration project of the Department of Architecture (DArq) will be presented.

Inspired by the characteristic ceiling due to its triangular shape, a poster, stories, and posts for Facebook and Instagram were made to publicize this event, where its main element is triangular.

CONTEXT

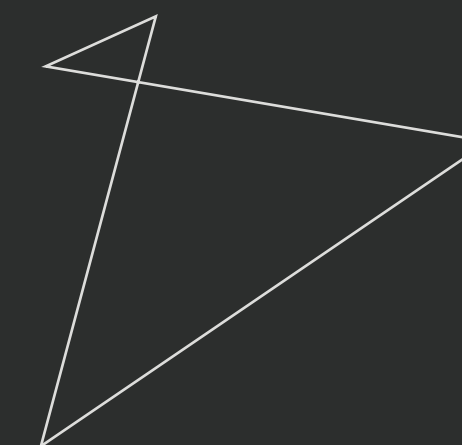
Freelance Project. *Apresentação do Projeto de Arquitetura*, Darq, UC

TOOLS/LANGUAGES

Adobe Illustrator, InDesign, After Effects

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PROJECT ARQ COMMUNICATION MATERIALS

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**APRESENTAÇÃO
DO PROJETO
DE ARQUITECTURA**

09.06.2023

**COLÉGIO
DAS ARTES**





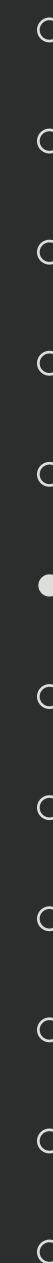
12h00
Inauguração da exposição, Sala de Exposições do Departamento de Arquitectura

15h30
Sessão de abertura, Student Hub / Auditório 2

15h45
Apresentação do projeto de Reabilitação do Colégio das Artes, por Paulo Providência e Alexandre Dias

16h30
Debate com João Carlos Santos, Alfredo Dias, José António Bandeirinha, Jorge Figueira, Susana Lobo, Pedro Pousada e Maria de Lurdes Craveiro, moderação de Luísa Trindade

**PROGRAMA
— 09.06.2023**



GRAPHIC DESIGN TIMELINE WEBSITE

07

A journey through the history of graphic design is created through the developed website *Graphic Design Timeline*. The user scrolls through several periods of graphic design.

Each web page represents a period in graphic design. Depending on the period where the user is, he can interact in different ways with the works displayed on the screen. The interactions were developed according to the time portrayed.

CONTEXT

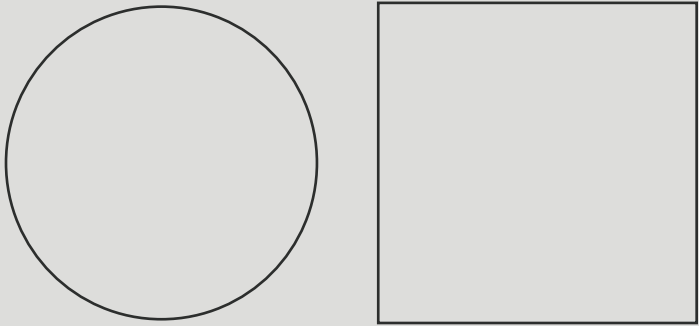
Academic Project — MDM

TOOLS/LANGUAGES

HTML, CSS, JavaScript

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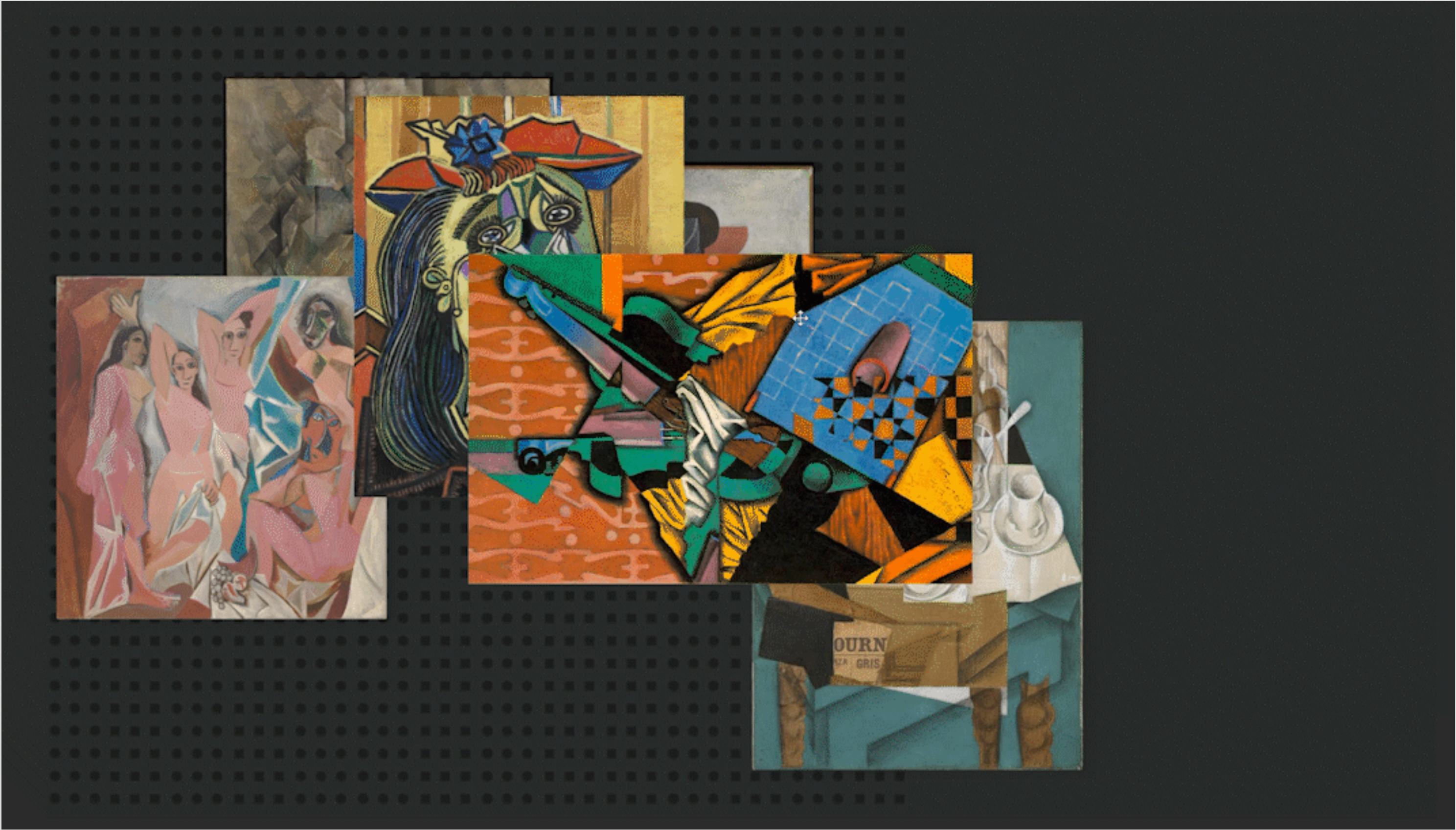
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GRAPHIC DESIGN TIMELINE

WEBSITE

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TAMARA TYPOGRAPHY

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Tamara is a modular typography made of modules contained in signs and inscriptions from the streets of Coimbra.

The modules together, with large contrasts on their stems, reminds the Art Deco style. Therefore, designating the typography as *Tamara* honors Tamara de Lempicka, a Polish Art Deco painter.

CONTEXT

Academic Project — MDM
Collaboration with Francisca Calisto

TOOLS/LANGUAGES

Adobe Illustrator, InDesign, After Effects

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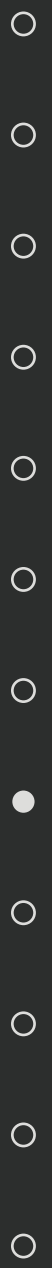
TAMARA TYPOGRAPHY

08



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OSSO WEBSITE

09

Osso is a website with BackOffice elaborated in an academic context based on the *Osso Magazine* and its content.

On the website, the user can browse through the various editions of *Osso Magazine* and its articles. A 3D element, shaped like a bone (osso in portuguese), was developed to accompany the user during his navigation through the website.

CONTEXT

Academic Project — MDM
Collaboration with Fábio Gouveia and
Francisca Calisto

TOOLS/LANGUAGES

HTML, CSS, JavaScript, WordPress

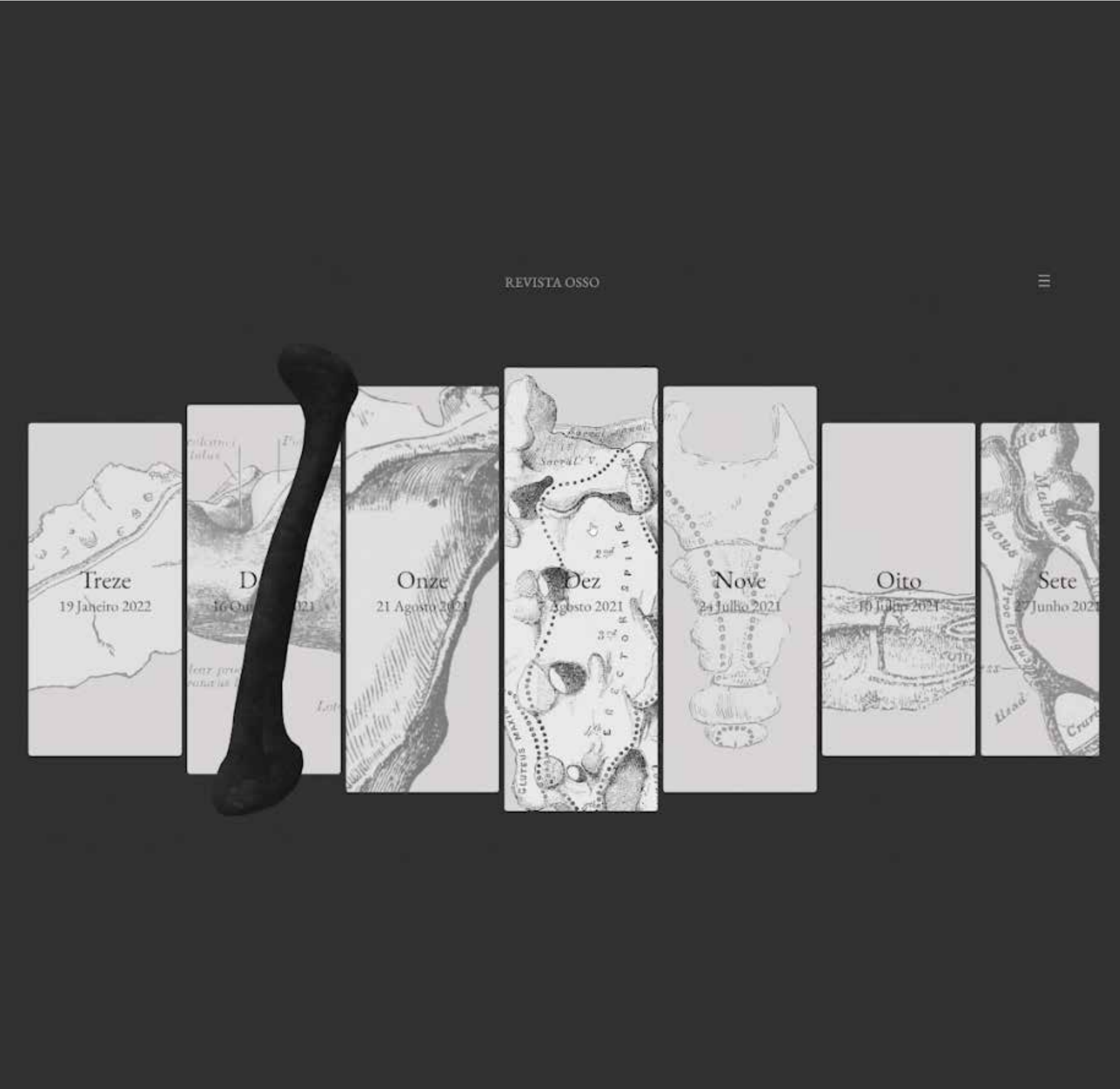
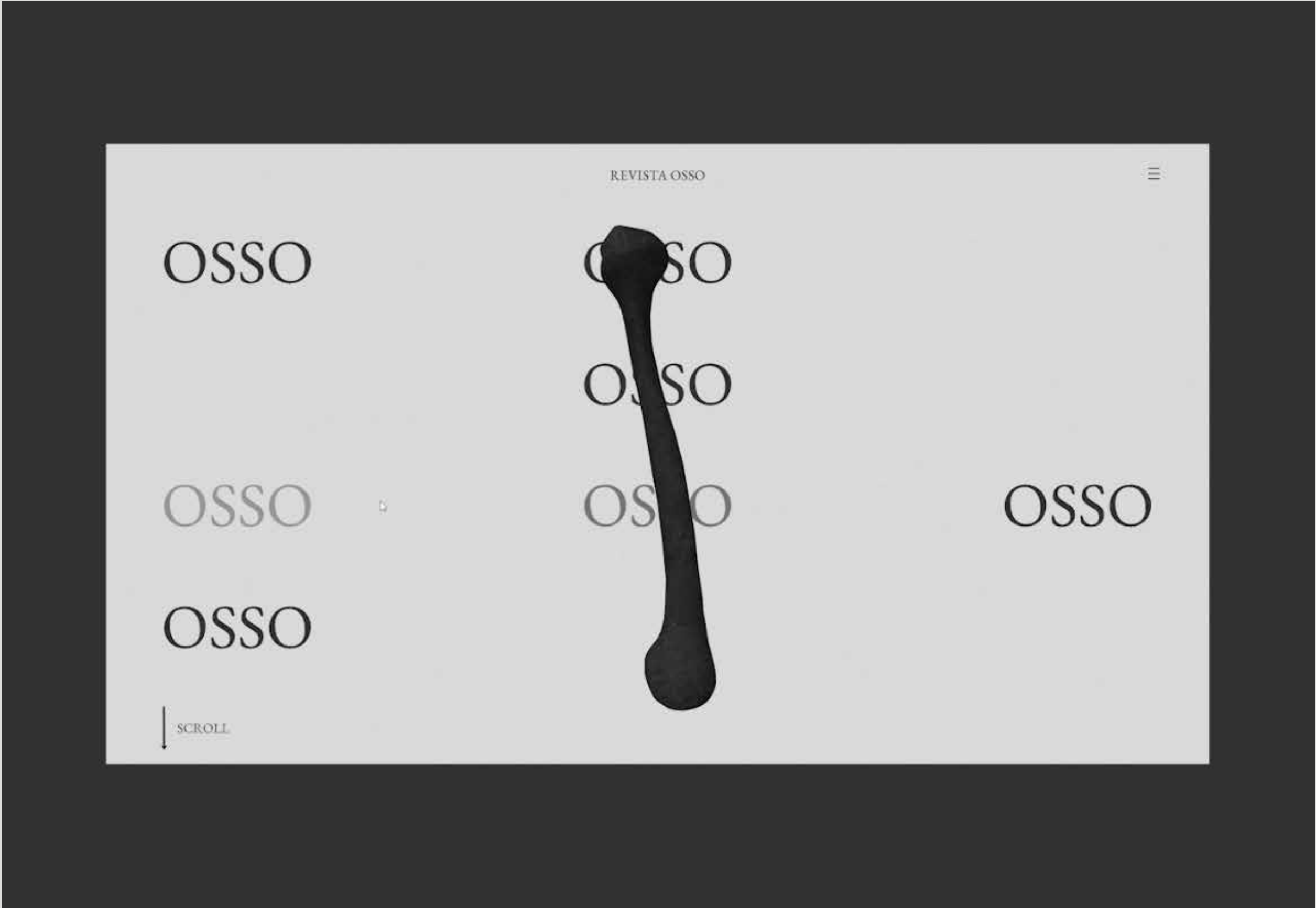
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OSSO

WEBSITE



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CRIMES EXEMPLARES TRANSMEDIATION

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Crimes Exemplares (Exemplary Crimes) is a literary work, composed of small texts, that report various crimes, in the most varied forms and situations. Mostly surreal in nature. These criminal acts have impulses of extreme violence, without an ethical or moral nature, and, with its sort of comic speech, it enhances the absurd.

Two transmedia objects of this stories were developed, a board game and an augmented reality poster. In both the objects developed, these contrasting dualities were explored: the sobriety and the madness, the animal and the innocent, the veracity and the unbelief, supported by elements that create a connection to the crimes.

This two objects were displayed at the exhibition *Formas: do Texto Tangível ao Imaterial* in *Convento de São Francisco*, Coimbra (from November 7th, 2021 until January 2nd, 2022).

CONTEXT

Academic Project — MDM
Collaboration with Fábio Gouveia and
João Neves

TOOLS/LANGUAGES

Unity, Adobe After Effects, InDesign,
Illustrator

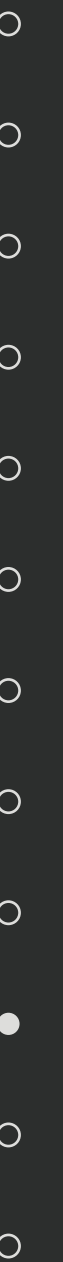
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CRIMES EXEMPLARES TRANSMEDIATION

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MC HOSPITALITY ADVISORS VISUAL IDENTITY

11

A visual identity and website were developed for *MC Hospitality Advisors*, a company in the luxury hotel segment in Portugal. Reflecting its principles, the materials developed convey sophistication and luxury.

The website was developed with a wordpress backoffice and parallax animations.

CONTEXT

Freelance Project

Collaboration with Fábio Gouveia

TOOLS/LANGUAGES

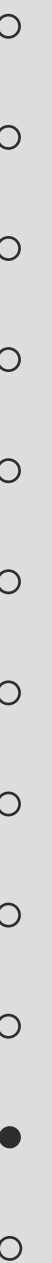
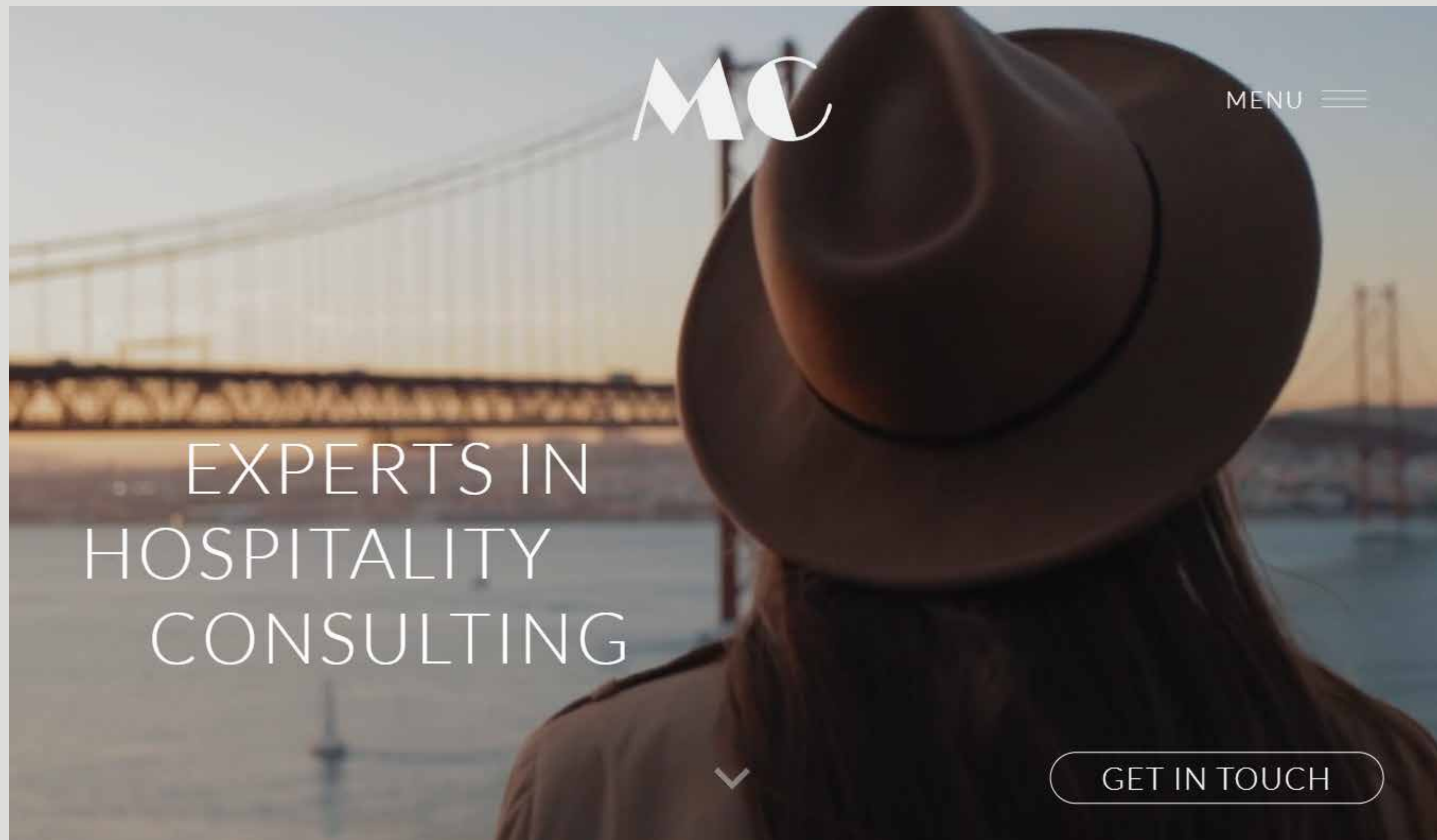
HTML, CSS, JavaScript, WordPress

+ VER MAIS



MC HOSPITALITY ADVISORS VISUAL IDENTITY

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GRAPHIC GROUND GENERATOR

12

Graphic Ground is the result of research carried out as part of the Master's Degree in Design and Multimedia at the University of Coimbra. This platform enables the automated generation of graphic materials for dissemination by users with no previous contact with similar tools, but also by designers with a creativity block.

By integrating the fundamentals of *Graphic Design* with Computational Generativity, it becomes possible for a wide variety of people, including designers with a creativity block, to generate visual communication materials. In addition to applying graphic design principles to the generation of materials, these are generated according to the choices and data entered by the user, who can also easily modify the material generated by the tool, participating as the author of the generated compositions.

CONTEXT

Master Thesis.

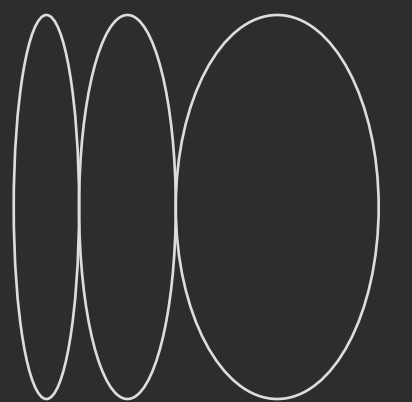
Advised by Ana Boavida, Tiago Martins.

TOOLS/LANGUAGES

Figma, HTML, CSS, JavaScript, p5.js

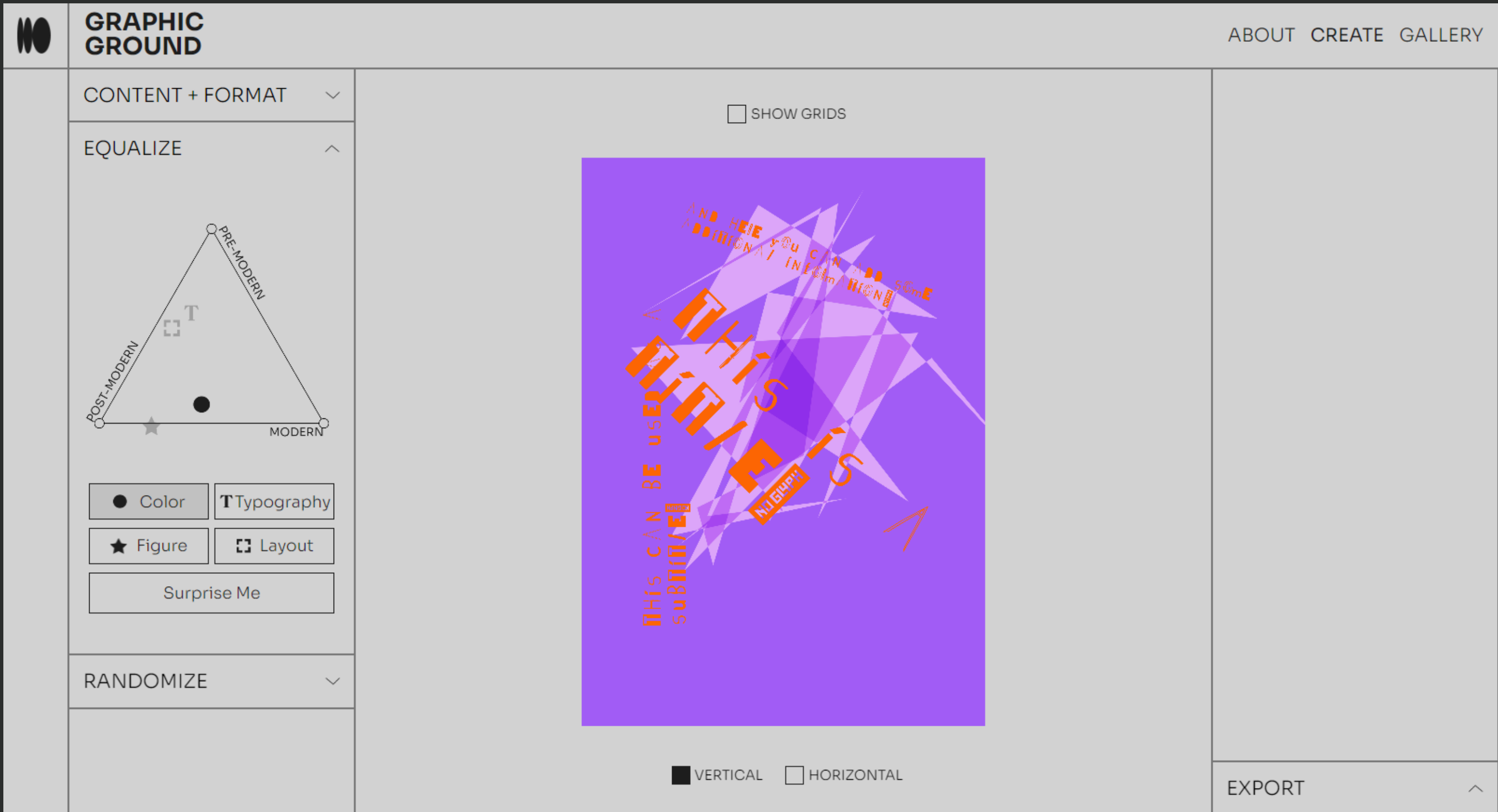
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GRAPHIC GROUND GENERATOR

12



GRAPHIC GROUND GENERATOR

12

