

# Portfolio Laura

GRAPHIC DESIGN  
WEB DESIGN  
WEB DEVELOPMENT

— Pais



# ABOUT ME

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

Creative coding and graphic design operate together in my working method as a way of turning static design into dynamic design with the interaction and participation of the user.

My main areas of interest are graphic design, generative design, web design, web development, and typography.

Strongly motivated with what I produce, I consider myself creative, committed, dynamic and able to work in group or collaboration. I'm passionate about music, cinema, travelling, and **designing cool stuff.**

**PHONE:** +351 914 478 683

**E-MAIL:** pais.laura@gmail.com

**WEBSITE:** [laurapais.pt](http://laurapais.pt)

**PORTFOLIO:** [laurapais.pt/portfolio.pdf](http://laurapais.pt/portfolio.pdf)

**LINKEDIN:** [linkedin.com/in/laura-pais](https://linkedin.com/in/laura-pais)

# 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.

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## CONTEXT

Academic Project — MDM  
Collaboration with Francisca Calisto

## TOOLS/LANGUAGES

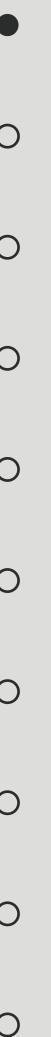
HTML, CSS, JavaScript, Adobe InDesign,  
Illustrator, After Effects.

[+ VER MAIS](#)

ALTA & BAIXA

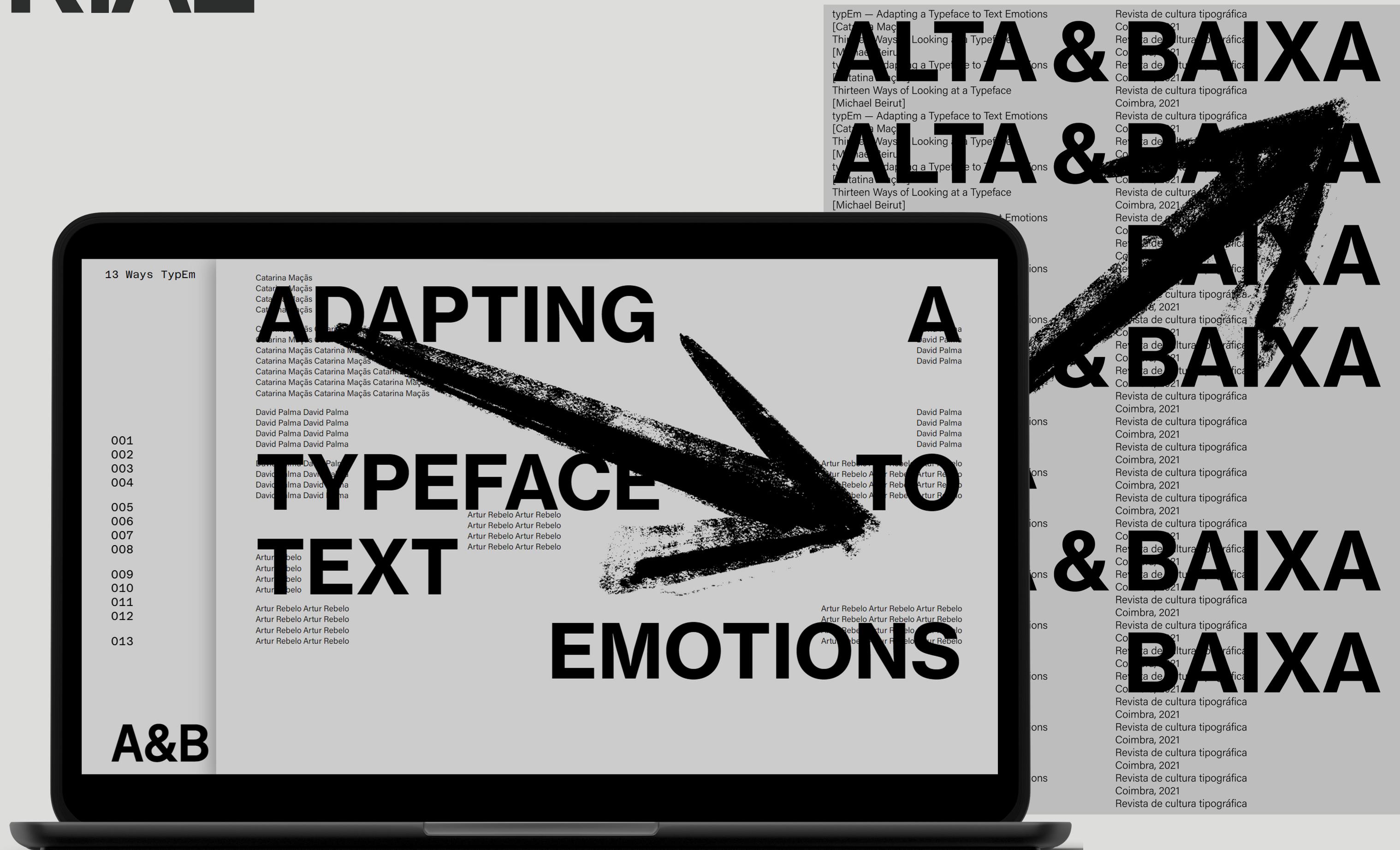
# ALTA & BAIXA EDITORIAL

01



# ALTA & BAIXA EDITORIAL

# 01



# A LESTE VISUAL IDENTITY

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.

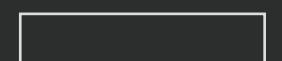
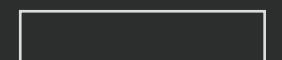
## CONTEXT

# Chimney Cake Shop — Visual Identity and Social Media Management

## TOOLS/LANGUAGES

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

**+ VER MAIS**



# A LESTE VISUAL IDENTITY

# 02



The image is a minimalist abstract graphic. It features a large, solid white circle centered in the composition. Around this central circle are several other geometric shapes: a thick black V-shape pointing downwards to the left, a thick black horizontal bar above the circle, and a thick black vertical bar to the right. To the left of the central circle, there is a cluster of white rectangles of varying widths and heights, some overlapping. To the right, there is a single white rectangle at the top and two white rectangles stacked vertically at the bottom. The background is a solid dark gray or black.

# CCDM VISUAL IDENTITY

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

*Ciclo de Conversas Design + Multimédia*  
2021 Edition — Visual Identity

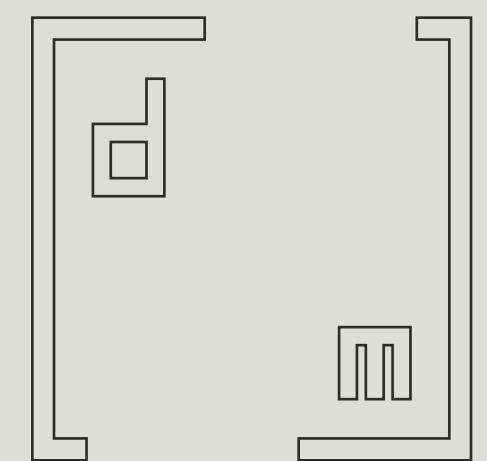
## COLLABORATION

Fábio Gouveia

## TOOLS/LANGUAGES

HTML, CSS, JavaScript, Adobe Illustrator,  
InDesign

[+ VER MAIS](#)



# CCDM VISUAL IDENTITY

03 :



# CORRUPT WHITE INTERACTIVE EXPERIENCE

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.

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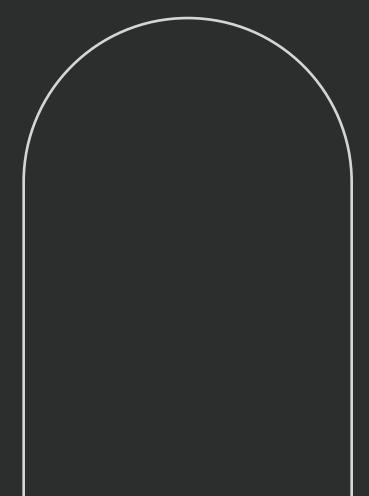
## CONTEXT

Academic Project — LDM  
Collaboration with Fábio Gouveia and  
Marcelo Coelho

## TOOLS/LANGUAGES

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

[+ VER MAIS](#)



# CORRUPT WHITE INTERACTIVE EXPERIENCE

04 :



# 05 :

## 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 exhibition 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.

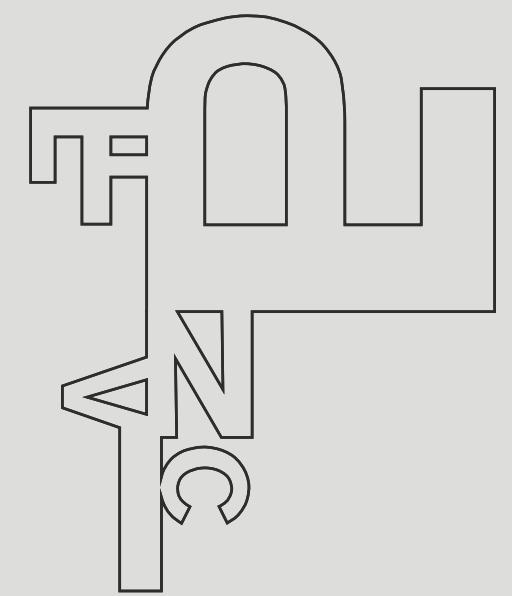
### CONTEXT

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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# DISRUPTIVE EXHIBITION

# 05



# DISRUPTIVE EXHIBITION

05 :



# PROJECT ARQ

## COMMUNICATION MATERIALS

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.

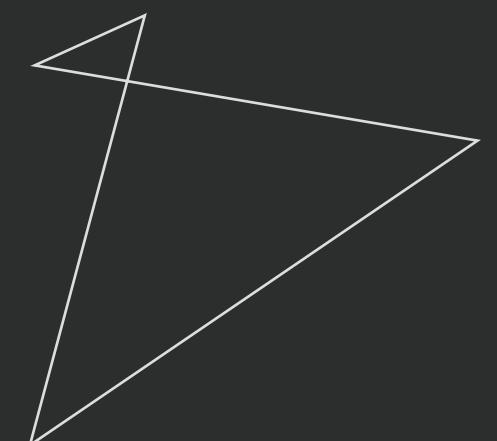
## CONTEXT

# *Apresentação do Projeto de Arquitetura, Darg, UC*

## TOOLS/LANGUAGES

Adobe Illustrator, InDesign, After Effects

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# PROJECT ARQ COMMUNICATION MATERIALS

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# GRAPHIC DESIGN TIMELINE

## WEBSITE

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.

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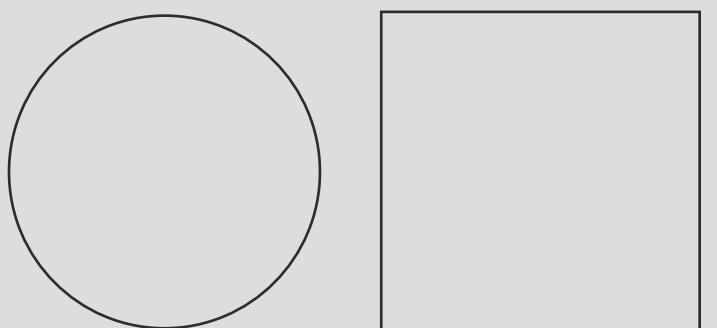
## CONTEXT

Academic Project — MDM

## TOOLS/LANGUAGES

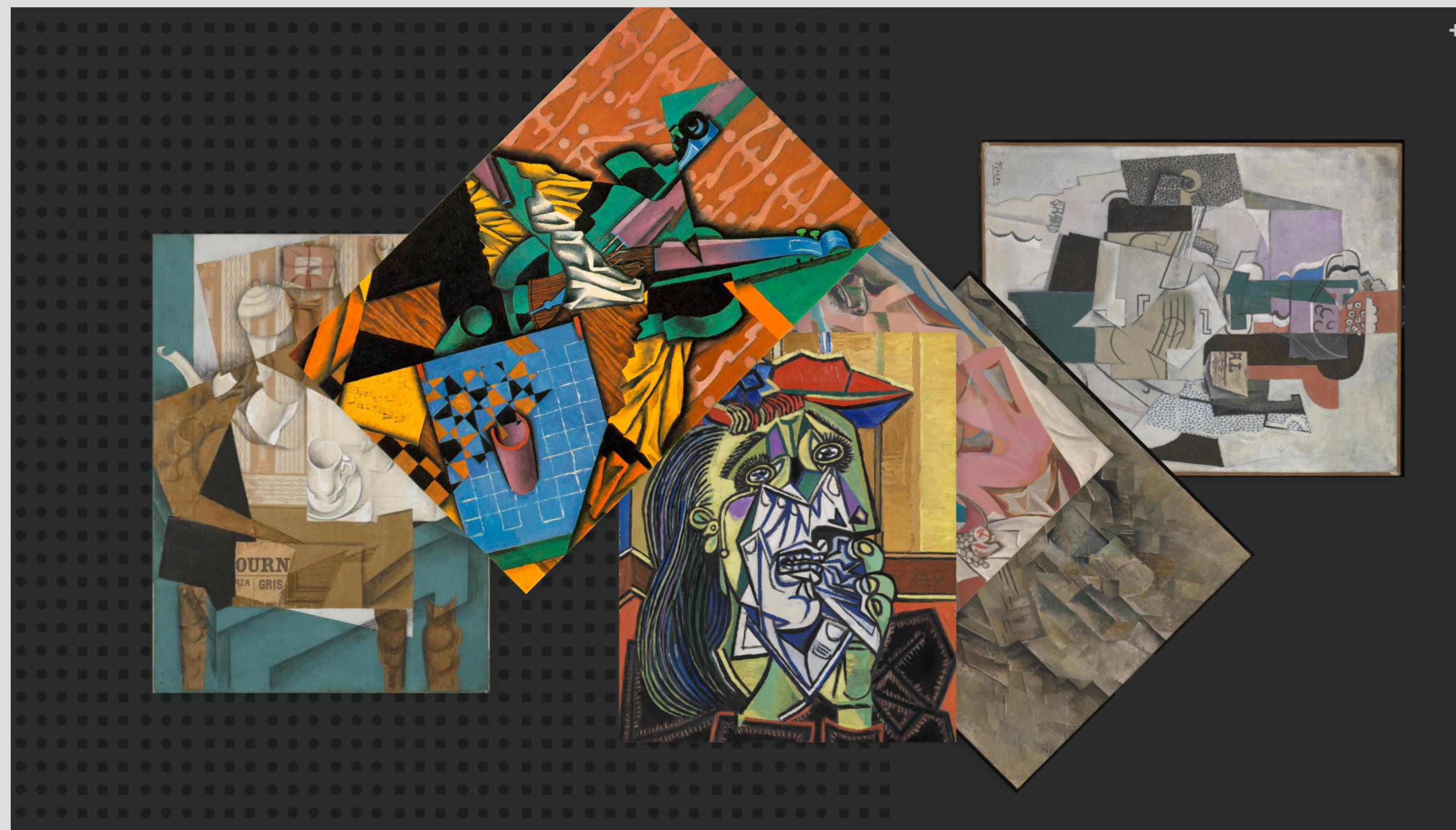
# HTML, CSS, JavaScript

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# GRAPHIC DESIGN TIMELINE WEBSITE

07 •



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# TAMARA TYPOGRAPHY

*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

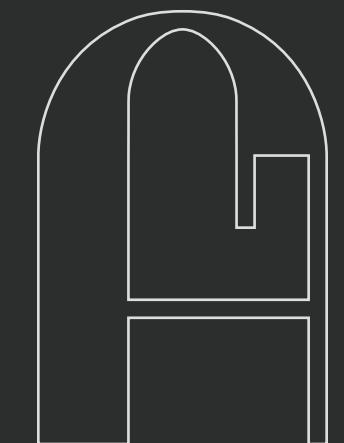
# Academic Project — MDM

## Collaboration with Francisca Calisto

## TOOLS/LANGUAGES

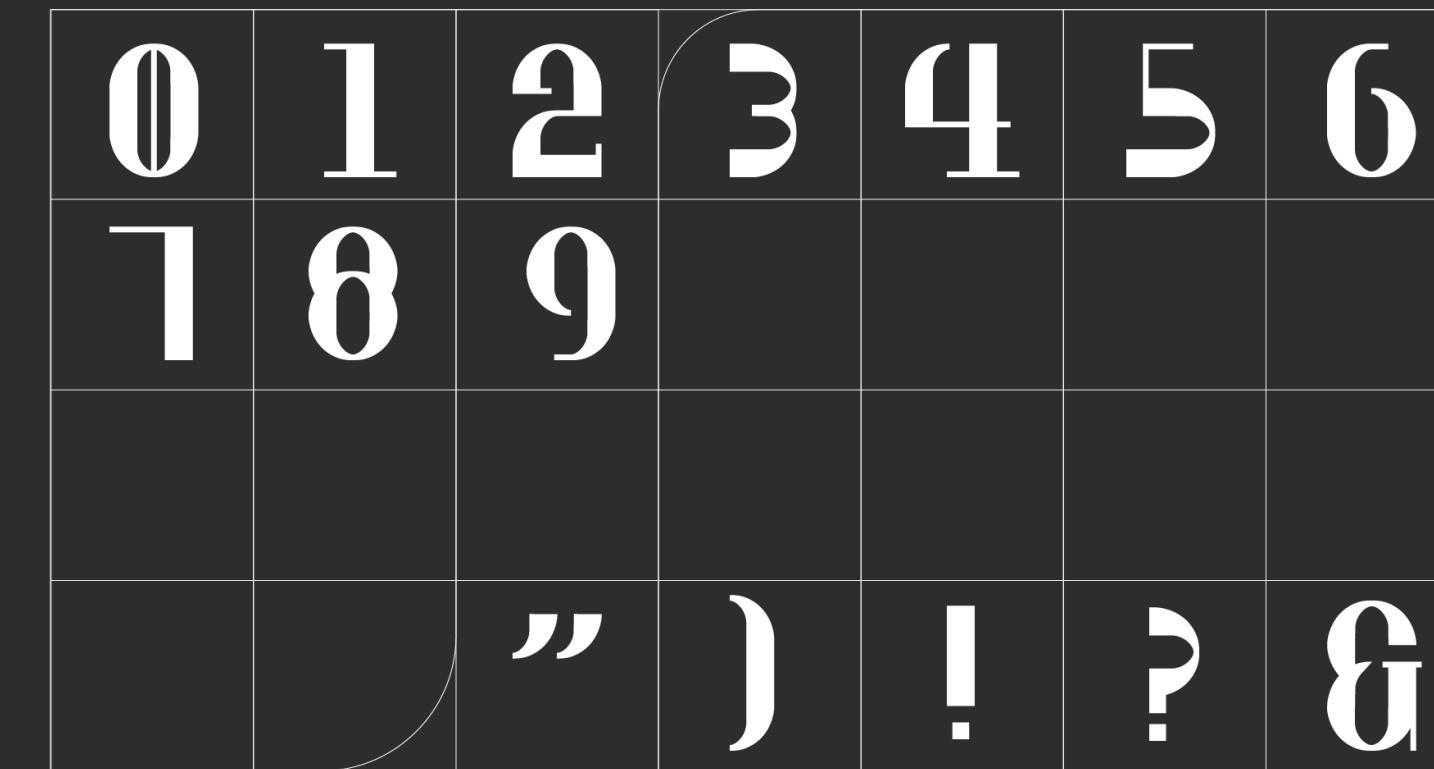
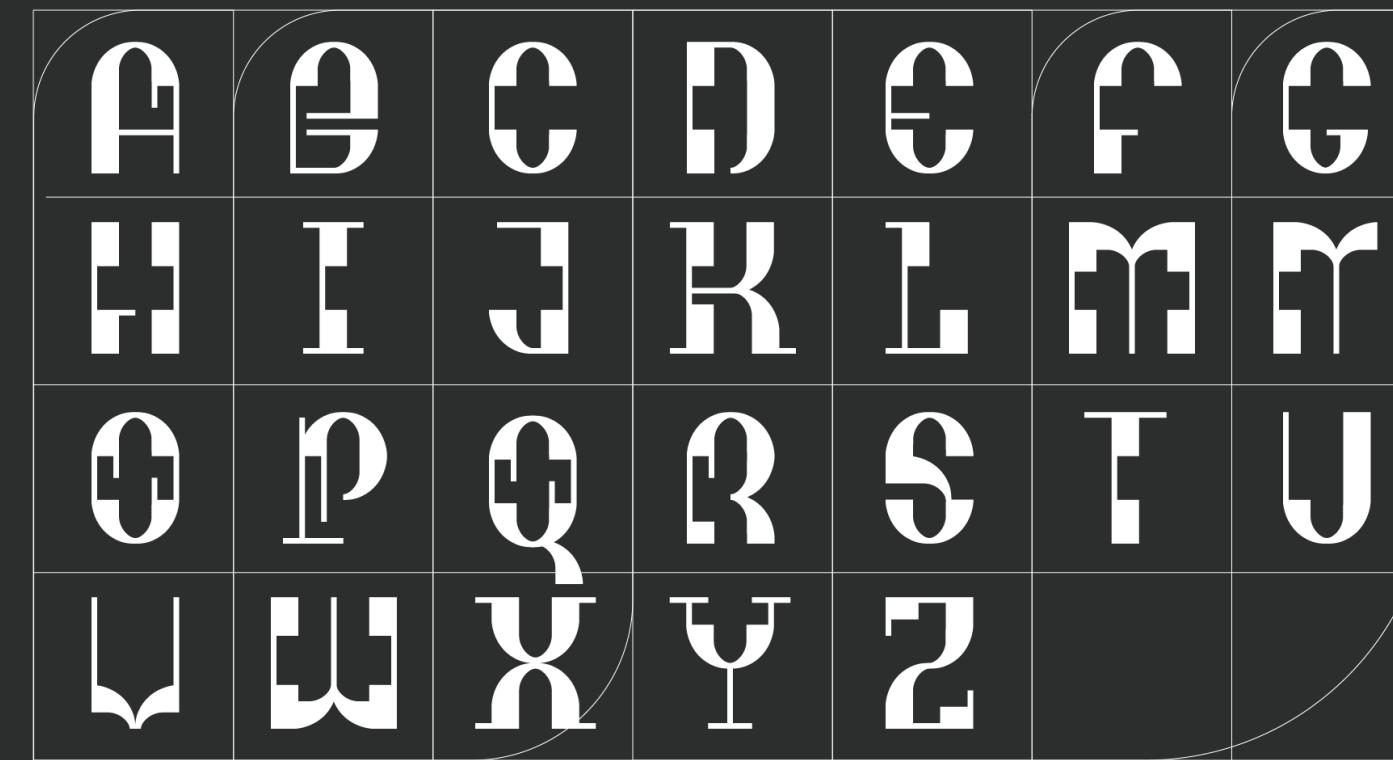
Adobe Illustrator, InDesign, After Effects

[+ VER MAIS](#)



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# TAMARA TYPOGRAPHY



# OSMO WEBSITE

*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

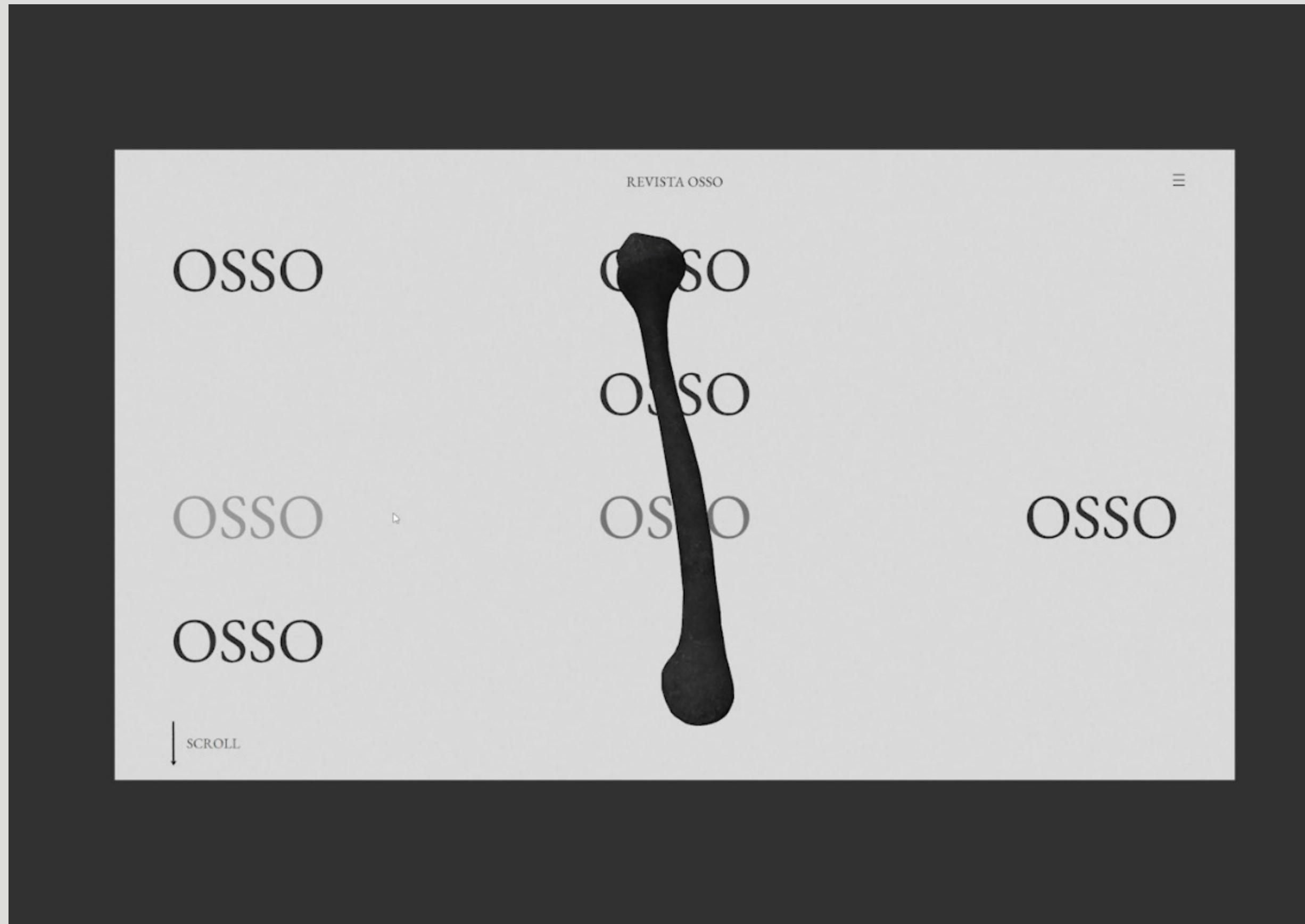
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# 09



# OSO WEBSITE

09 •



# CRIMES EXEMPLARES TRANSMEDIATION

*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 disbelief, 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).

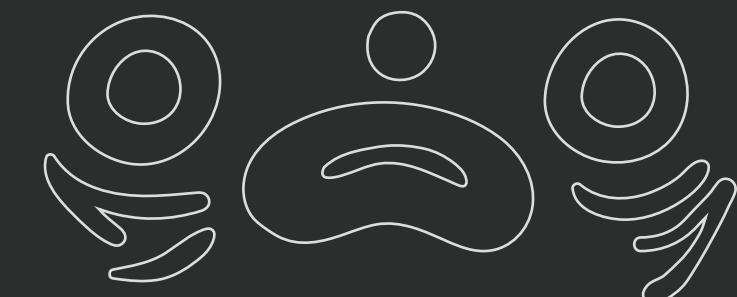
## CONTEXT

Academic Project — MDM  
Collaboration with Fábio Gouveia and  
João Neves

## TOOLS/LANGUAGES

Unity, Adobe After Effects, InDesign,  
Illustrator

[+ VER MAIS](#)



# CRIMES EXEMPLARES TRANSMEDIAL

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