



# ME

# 01.



1

Hi,

I'm a creative person that constantly look for the next project, whether it is about art, music or diy-projects. I like to look for beauty in things and experiment with visual combinations

//Linnea Yu Hammarsten, 23

## EDUCATION

Civilengineering, Industrial Design, 300 hp  
**Chalmers Tekniska Högskola**  
2023-2028

## SKILLS

Alias (CAD)

Illustrator

Photoshop

InDesign

VRED

Canva

## INTERESTS

Music

Knitting

Running

Dark chocolate

## CONTACT

linnea.hammarsten@telia.com  
070-831 98 37  
Gothenburg

# CONTENTS.

- |     |                 |     |                  |
|-----|-----------------|-----|------------------|
| 01. | ME              | 07. | SCHAMPOO BOTTLE  |
| 02. | BRUSH BASICS    | 08. | AC75 RACING BOAT |
| 03. | CONCEPT SKETCH  | 09. | BACKPACK         |
| 04. | 2D TO 3D        | 10. | SKETCHING SHOES  |
| 05. | PHOTO ILLUSION  | 11. | FONT POSTER      |
| 06. | VECTOR GRAPHICS | 12. | WAY OUT WEST     |

# **BRUSH BASICS**

**02.**

3

**Outcomes:**

Getting comfortable working with drawing tablets in Photoshop and also learn about brush techniques

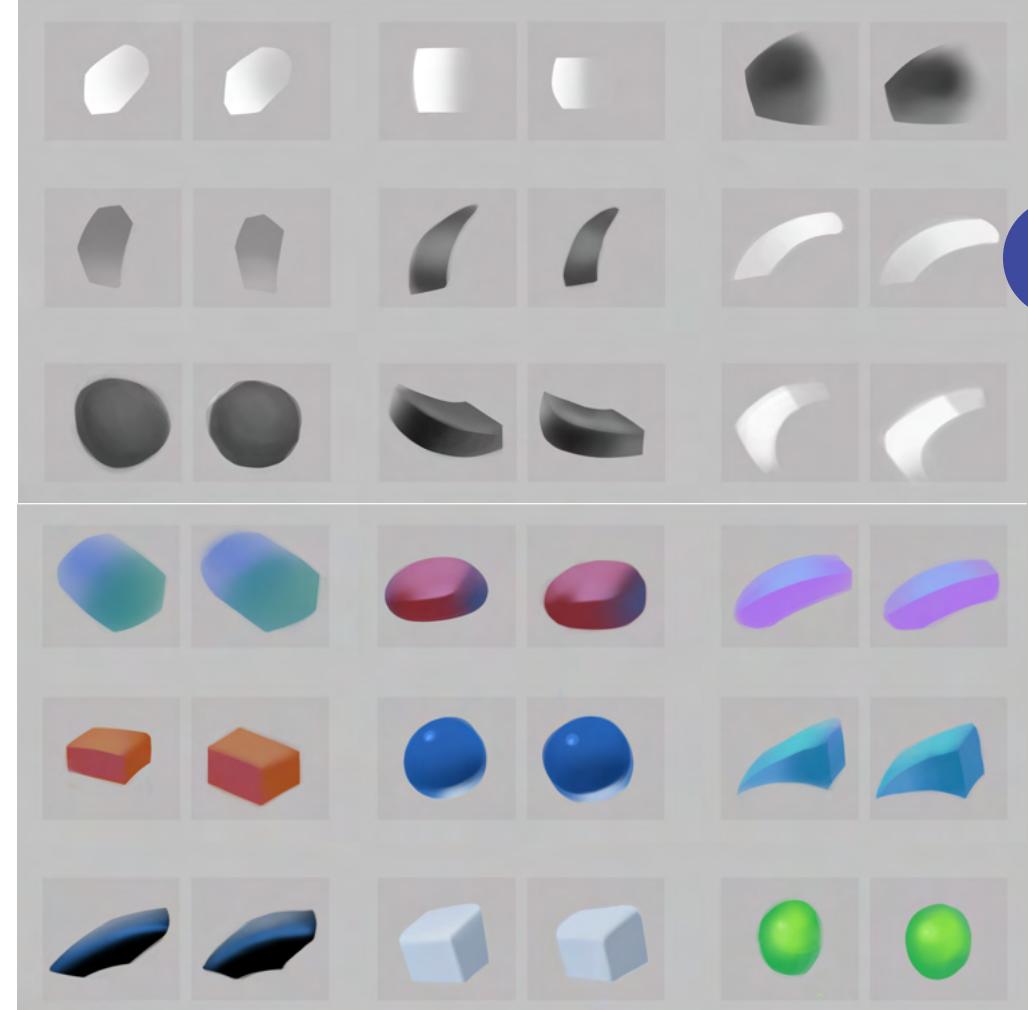
### The Dome

This exercise consisted of colouring a dome with shades of gray using short commands like shift click/shift drag to make straight lines easier and alt click to pick a colour



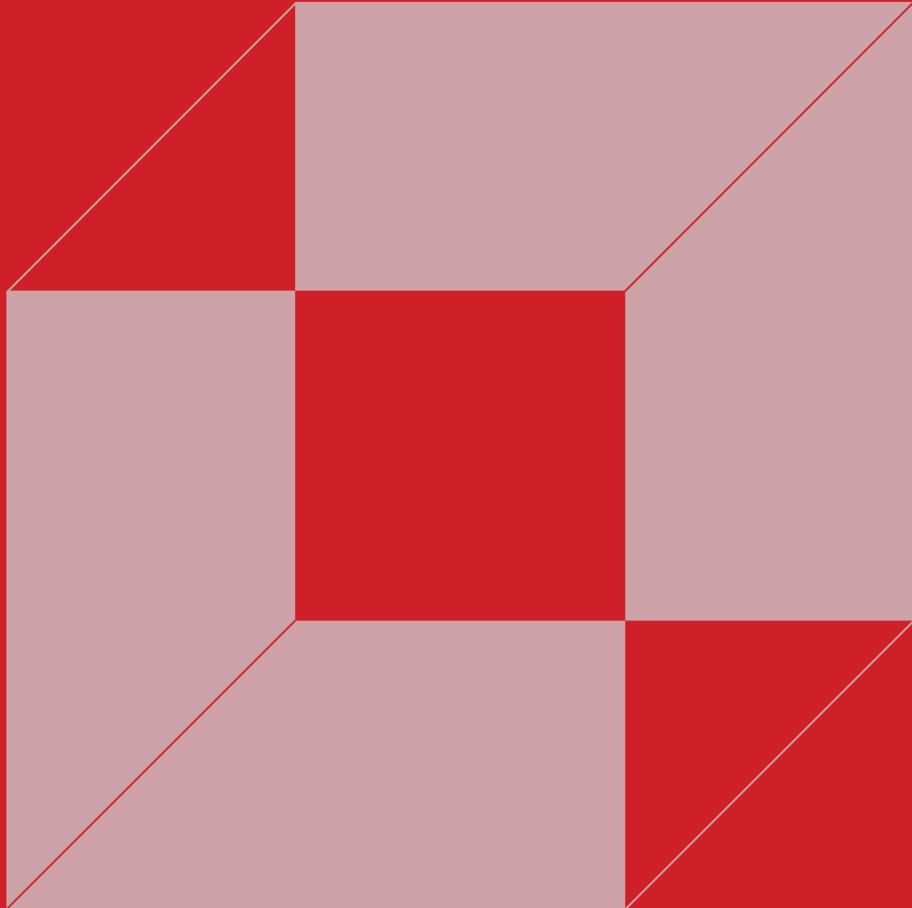
### Gray scale and colour samples

This task was about mimicking the left figure by drawing a copy to the right. The challenge was to use different brushes and have organized layers



# CONCEPT SKETCH

03.

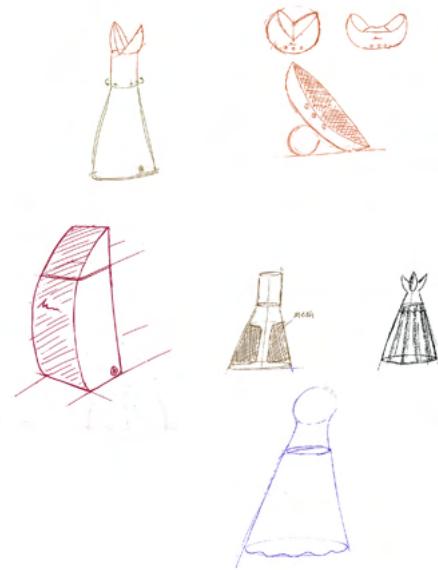


5



## Outcomes:

Parallel work with the course Product semiotics. Learning how to make transparent backgrounds and changing colour of sketches in Photoshop



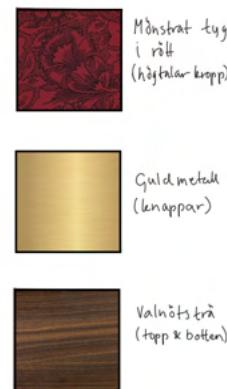
### Speaker

Early sketches of speakers that have been modified in Ps by having a transparent background and different colours

Trästammen

### Final concept

Pattern and materials was chosen and visualized in photo-shop

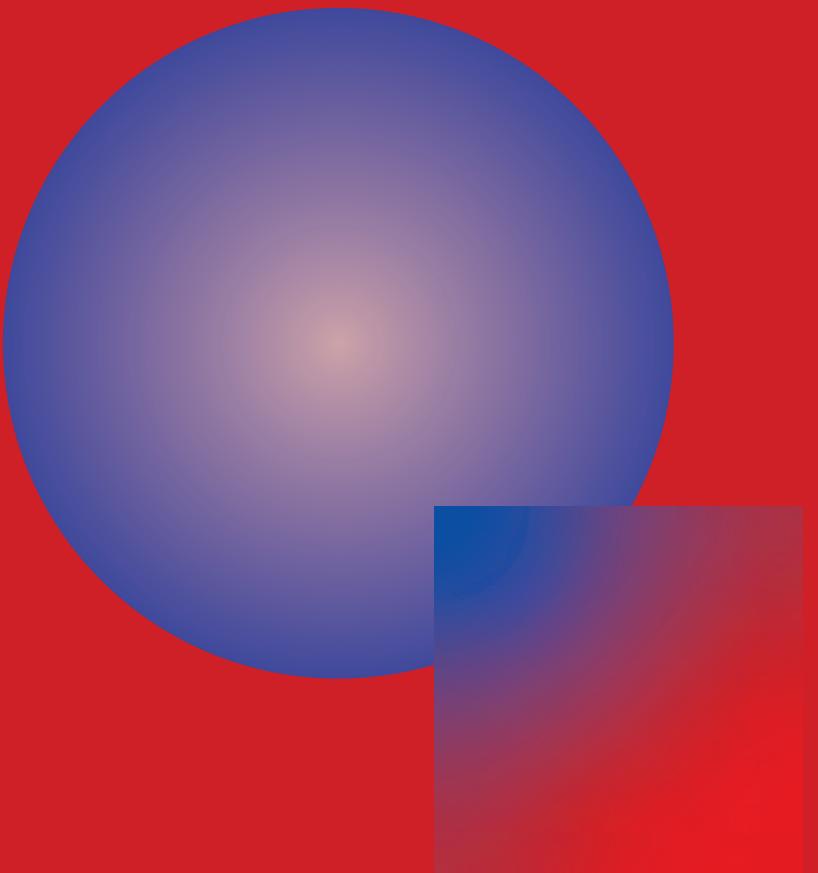


### Final visualization

After 3D modeling in Alias, the speaker was rendered in Vred

# 2D TO 3D

04.



## Outcomes:

Improving skills of shading 15 sketches to enhance a “3D-feel”. Encouraged to play with both colours and grey scale

## Sketches

The shaded sketches consist of provided sketches on the left and sketches of speakers of my own.



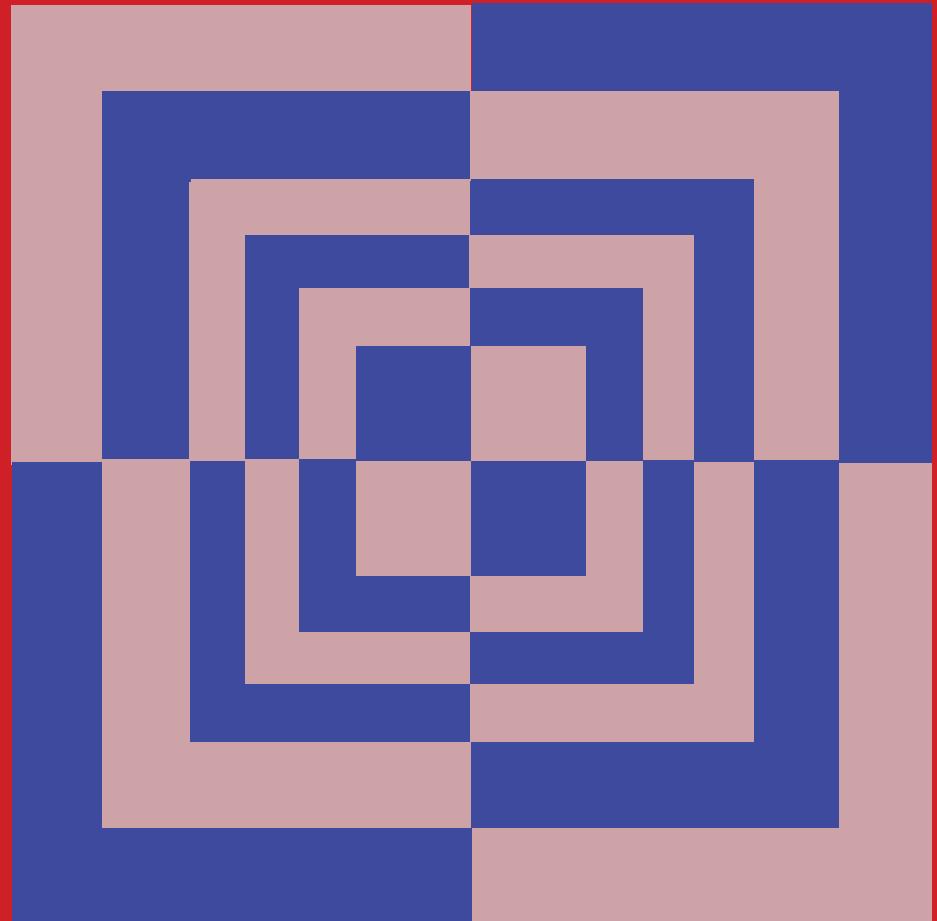
# PHOTO ILLUSION

05.

9

**Outcomes:**

Create an imaginary world with  
ourselves as the main character  
in Photoshop





### Little Linnea's

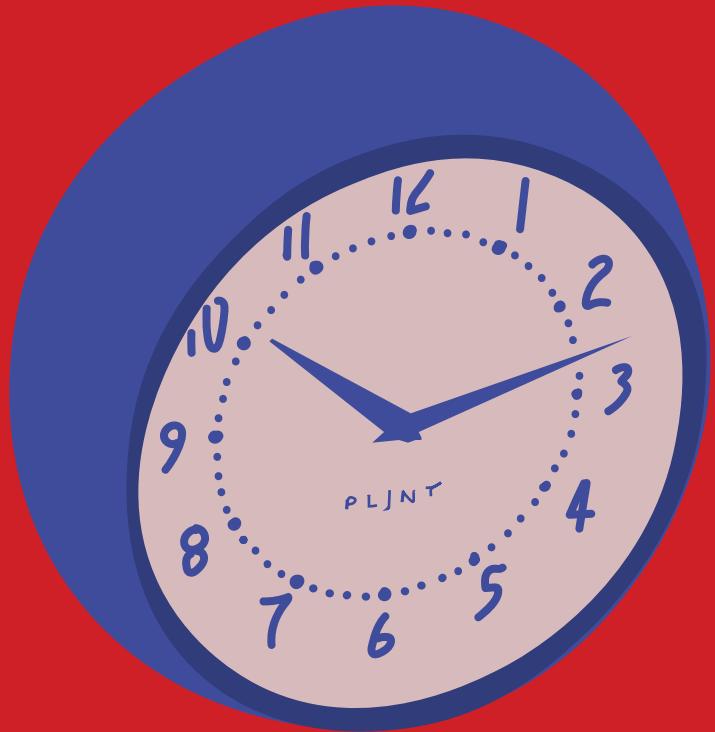
The main idea was to make mini versions of myself and place them in a nature environment. The background is a roof for bicycles with moss and other plants. The picture was composed by using the masking tool and shading with the brush tool



# VECTOR GRAPHICS

06.

11



## Outcomes:

Getting to know Illustrator by recreating a picture using vectors. The task required a minimum of 10 colours/gradients

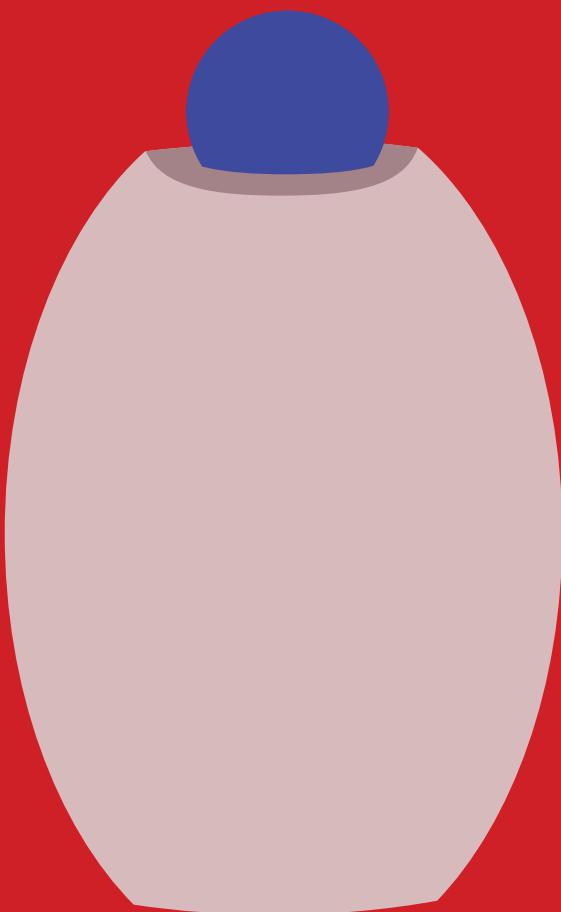


## Clocks

For this task I chose a picture of beautiful clocks I found in a store one time and recreated two of them. A challenge was to create the right light reflections of the shiny surfaces. It was also important to keep a structured layer system so the elements would not get lost or removed

# SCHAMPOO BOTTLE

07.



## Outcomes:

Learning the stages of visualizing concept sketches and making quick versions that differ in colour and expression

1.

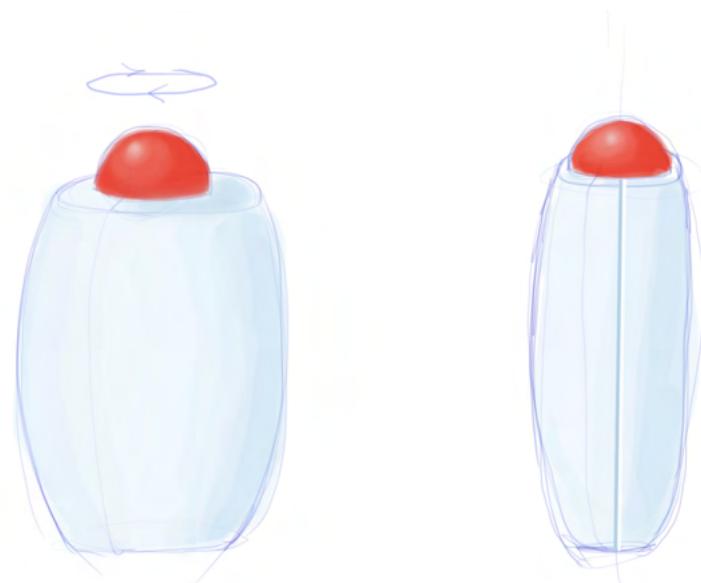


### Schampoo bottles

This time the sketches were made digitally in Ps instead of analog which was a fun challenge. The task was supposed to be quick to simulate a real work scenario. First a couple of different shampoo bottles were sketched before choosing one of them to be further visualized

Here on the bottom right is the final product

2.



3.

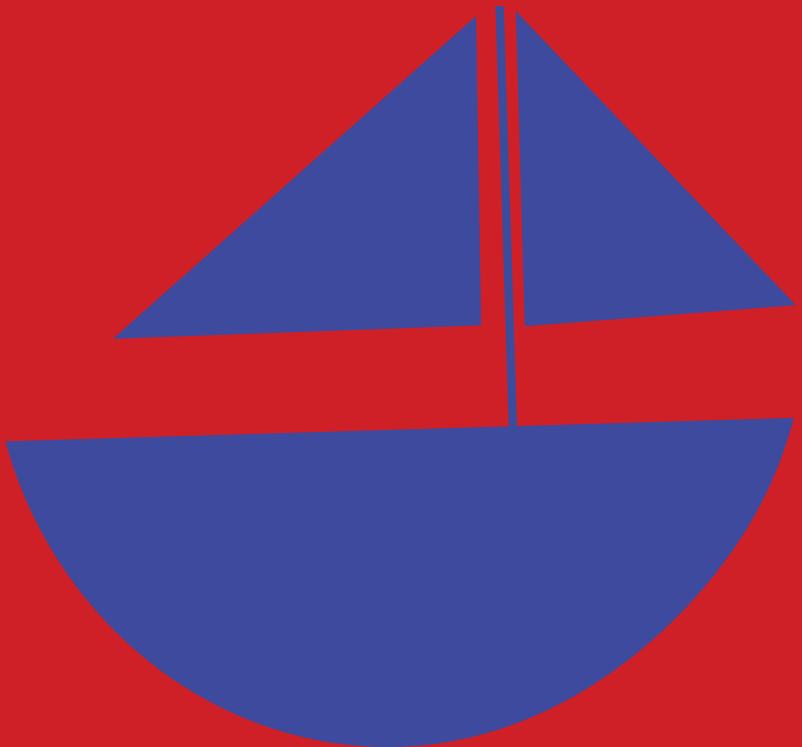


# VOLVO AC75

08.

## Outcomes:

Design a racing boat for a brand using the brand's design principles and colour palette and visualizing it in a poster



## Volvo AC75

I chose to design for Volvo and use their design principles. They had many different colour palettes but ultimately I chose to work with the green and grey palette.

The most important was to follow their rule of how to use the logo's. For example, the logo must not be rotated or have too little space from the edges.

To get a realistic look, sponsors were added and the America's Cup logo were placed at the top of the sail

## WHERE INNOVATION MEETS THE OPEN SEA

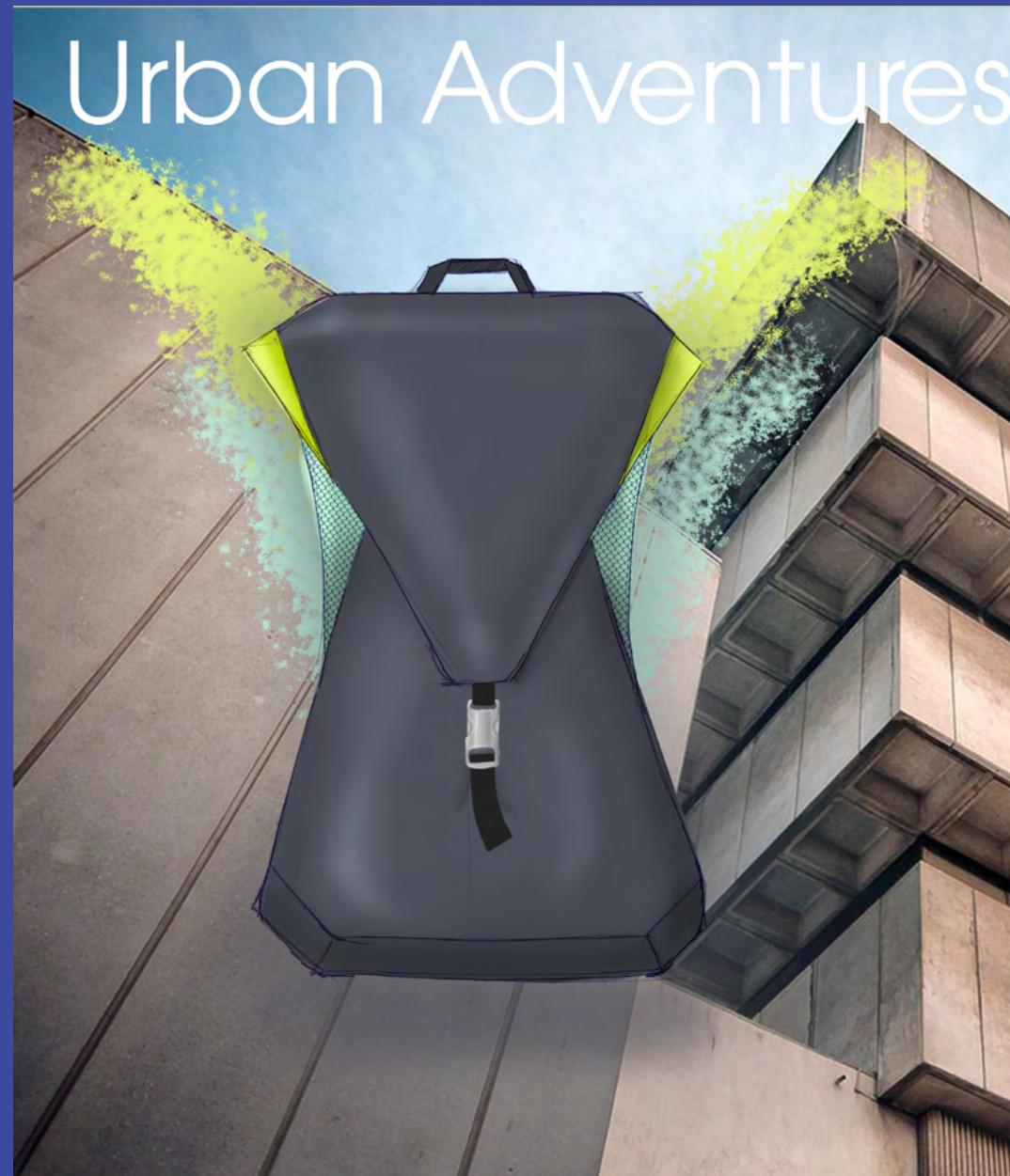
Volvo AC75  
Redefining sailing precision

Volvo brand colour palette



# BACKPACK

09.



## Urban Adventures

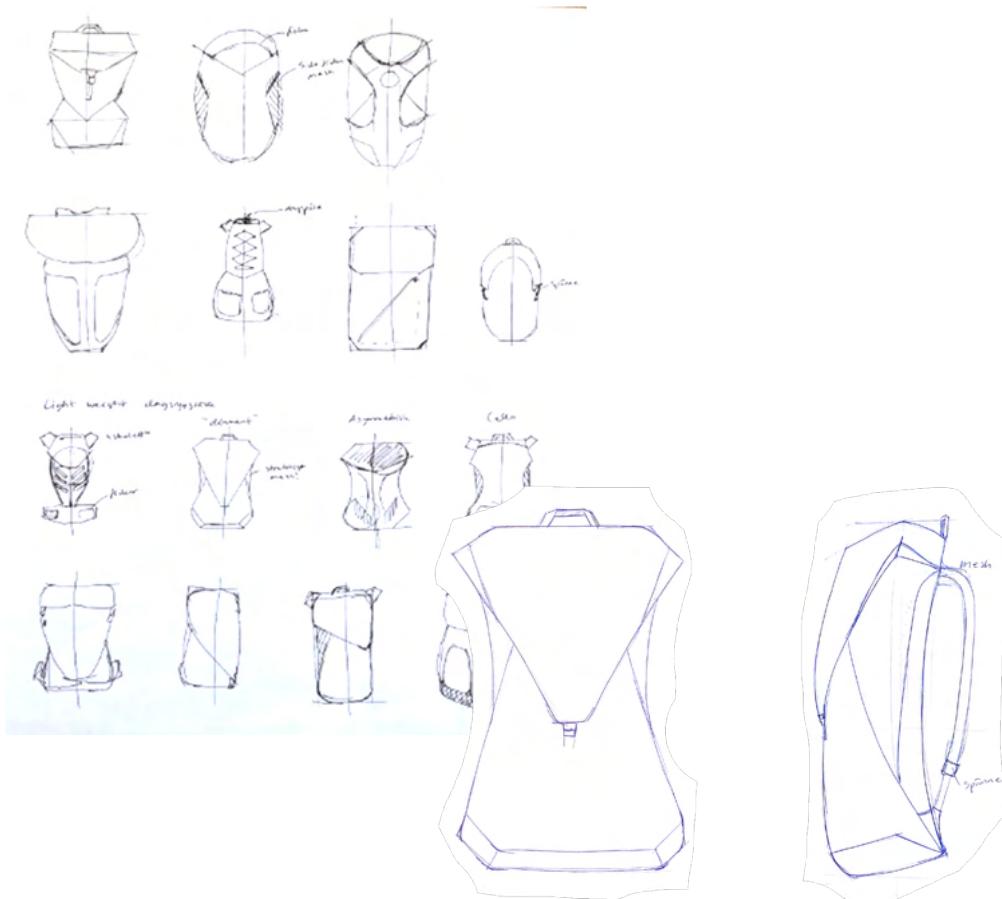
Comfortable fit with space  
for your city essentials



## Sketching

The exercise was to design a backpack by analog sketch and working in Photoshop.

The first step was to sketch many different variants quickly and from there chose one of the design.



## Variants

The chosen design was then made into two variants



Variant 1



Variant 2

## Final product

Variant 1 was chosen for the final product. I changed the colours and picked an environment. My backpack is for city adventures and will have enough space for city essentials

# SKETCHING SHOES

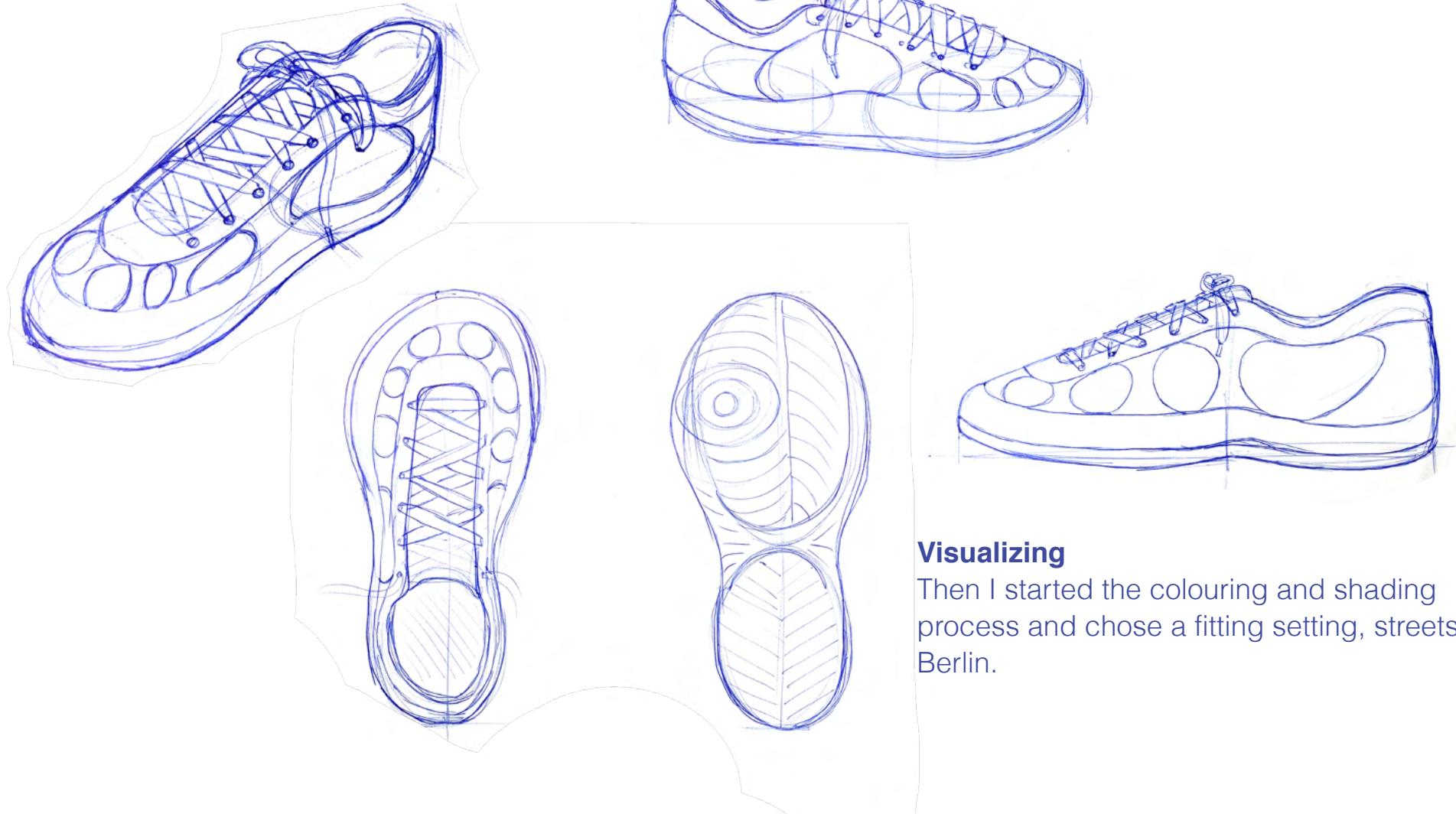
10.



## Sketching

Similar to the backpack exercise, the task was to design a pair of shoes of your own choice.

I chose to focus on sneakers and started sketching. These were the final sketches:



## Visualizing

Then I started the colouring and shading process and chose a fitting setting, streets of Berlin.

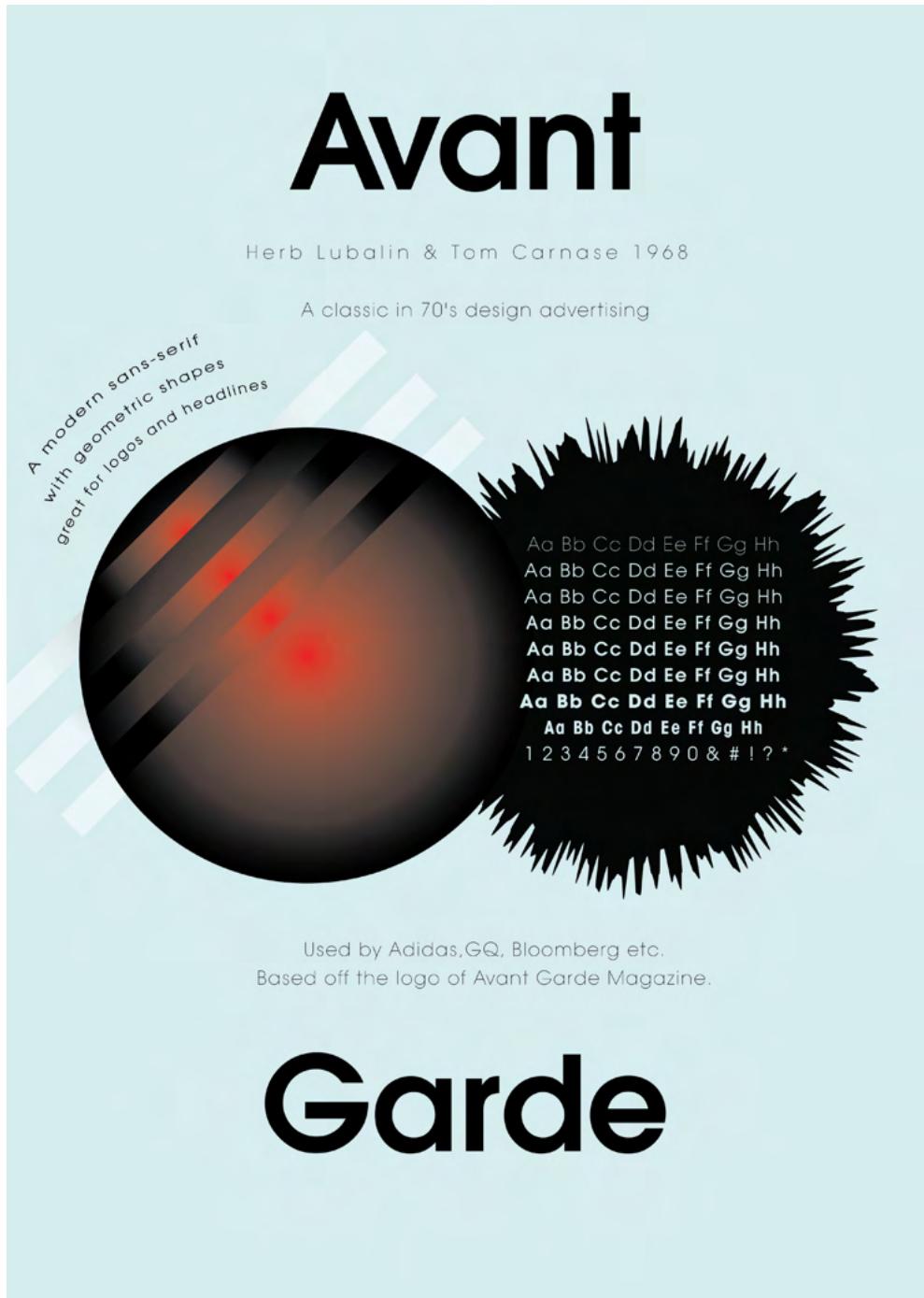
# FONT POSTER

11.



## Outcomes:

Learn about characteristics of fonts by doing research and choosing one font to visualize in a poster



## History of Avant Garde Font

Avant Garde designades av Herb Lubalin och Tom Carnase omkring 1968. Den är baserad på Lublins logotyp för Avant Garde Magazine. Originalen var bara stora bokstäver. Det var det första typsnittet som lanserades av ITC när företaget skapades 1970. Förutom att det användes mycket i konstpublikationer var det en klassiker i 70-tals design reklam. Den har använts mycket i logotyper, affischer och andra varumärkesmaterial. Den är känd för sin tydlighet och läsbarhet, vilket gör den till ett utmärkt val för dem som vill skapa effekter med hög effekt. Vissa typsnitt som liknar Avant Garde inkluderar Raleway, Helvetica, Futura och Gotham.

22

## Characteristics

Avant Garde är ett modernt sans-serif typsnitt. Den har ett rent och geometriskt utseende vilket gör den lätt att identifiera.

## Famous users

Några kända användare är adidas, Benetton, GQ och Bloomberg.

## When should you use Avant Garde

Till rubriker, logotyper och till längre texter. Eftersom det sticker ut så mycket gör det att det blir svårt att läsa i längre texter och funkar bra som en headline.

# WAY OUT WEST

12.

**Outcomes:**

Create a poster for Way Out West 2025 by working with grids, layout and proportions

23





## Theme

I wanted to have some sort of metallic early 2000s theme where the circles is suppose to mimick the texture of metal. I also made two other versions with different colours because I could not decide

24



# THANK YOU!



A handwritten signature in blue ink, likely belonging to the person whose photo is shown above.