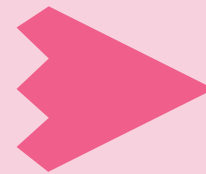


**karla engdahl** designs

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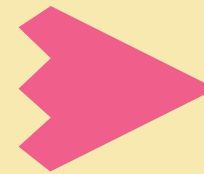
# hello!

**I'm Karla Engdahl.**

I'm a recently graduated graphic designer from Monash University. I design primarily for print across a range of disciplines including publication, poster and identity design.

This is a sample of my university and commercial work; further examples can be found at [karlaengdahl.com](http://karlaengdahl.com).

Please feel free to contact me at anytime.



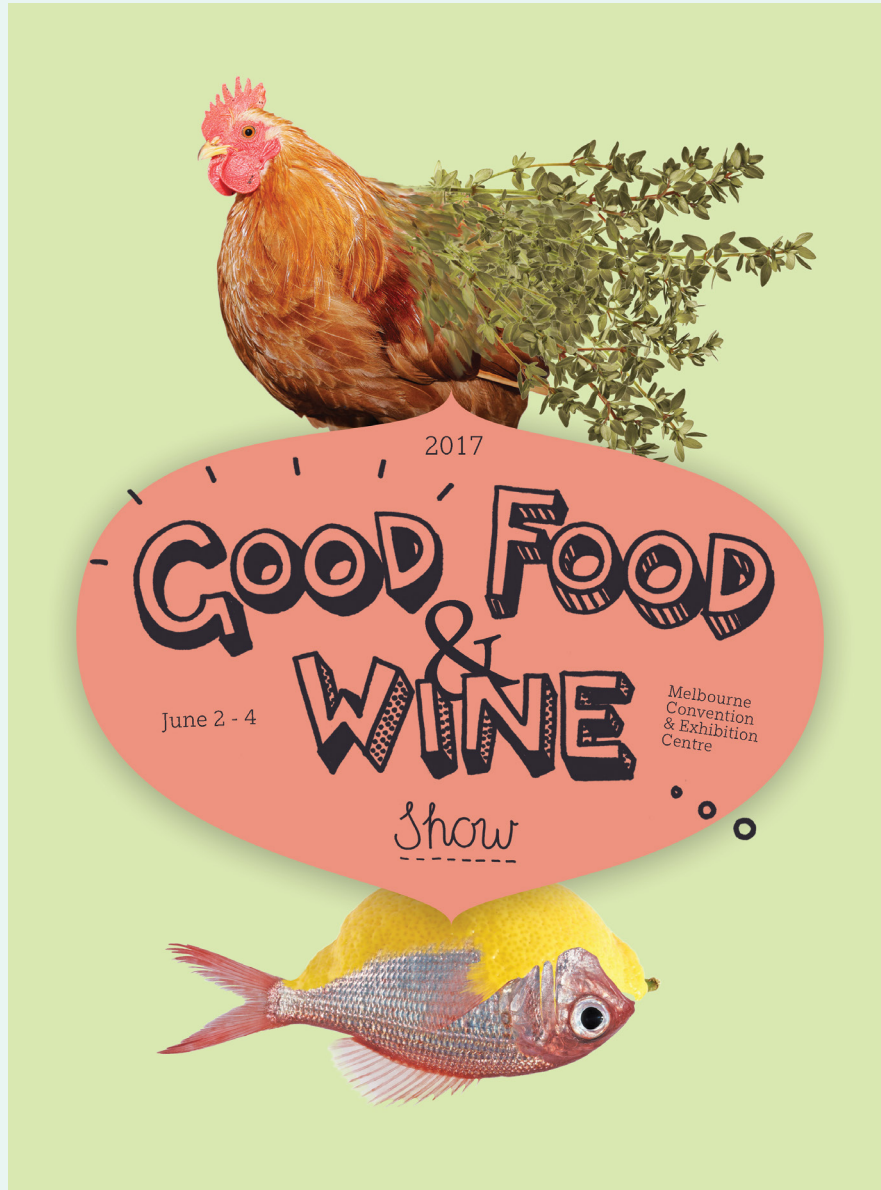
**+61 432 385 620 | [karlaengdahl@me.com](mailto:karlaengdahl@me.com)**

60°

Ikko Tanaka.

A typographic poster depicting the influences and connections associated with Ikko Tanaka. Poster design inspired by his iconic style; shapes used to house both western and eastern influences and contemporaries.





## event poster

**Good Food & Wine Show.**

A hypothetical poster solution for the Good Food & Wine Show 2017. Rustic hand lettering combined with image manipulation; designed to attract attention and intrigue while maintaining familiarity and aligning with the values of the Good Food & Wine Show.



# paper architecture

## Grass House.

As part of the Victorian Architecture Awards, Monash University students were given a brief to create a conceptually driven publication reflecting the various entrants in the competition. I chose David Luck's "Grass House" in Fitzroy North; using the tripartite form of the building and its focus on eco-friendly materials and design to inspire my publication. Hand bound coptic stitching.



# annual report

Marco Magellan.



Marco Magellan is a fictitious company in the luxury travel sector. Their 2016 annual report needed to reflect the young, adventurous yet prestigious spirit of the brand.





## swing tags

Salvos.



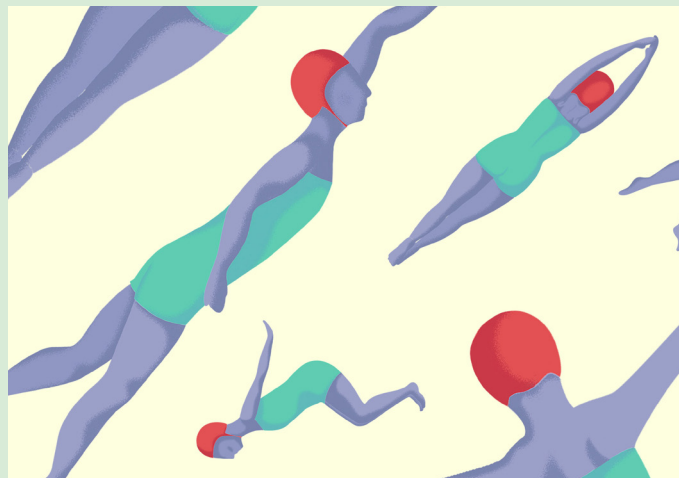
A hypothetical packaging solution for Salvo's swing tags including a button holder. The Salvation Army shield was used to produce an eye-catching pattern for the price tag, while an old family photo of a leopard print jacket was used for the button pouch.



# cultural identities

NGV Art Book Fair.

A hypothetical identity solution for the 2017 NGV Art Book Fair. Aimed to reflect the immersive experience of the fair, while avoiding 'book' related imagery as specified by the brief.





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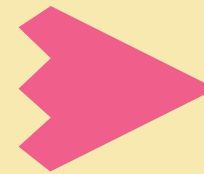
# thank you!

For taking the time to have a look at my folio.

As you can see, I love experimenting with colour, shapes and hand lettering.

I hope to work full time either as an in-house Graphic Designer or at a small studio. I'm also very interested in freelance work, as well as any internship opportunities.

Please get in touch!



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