

Graphic Design Portfolio

Narmeen Wasim

Artist Statement

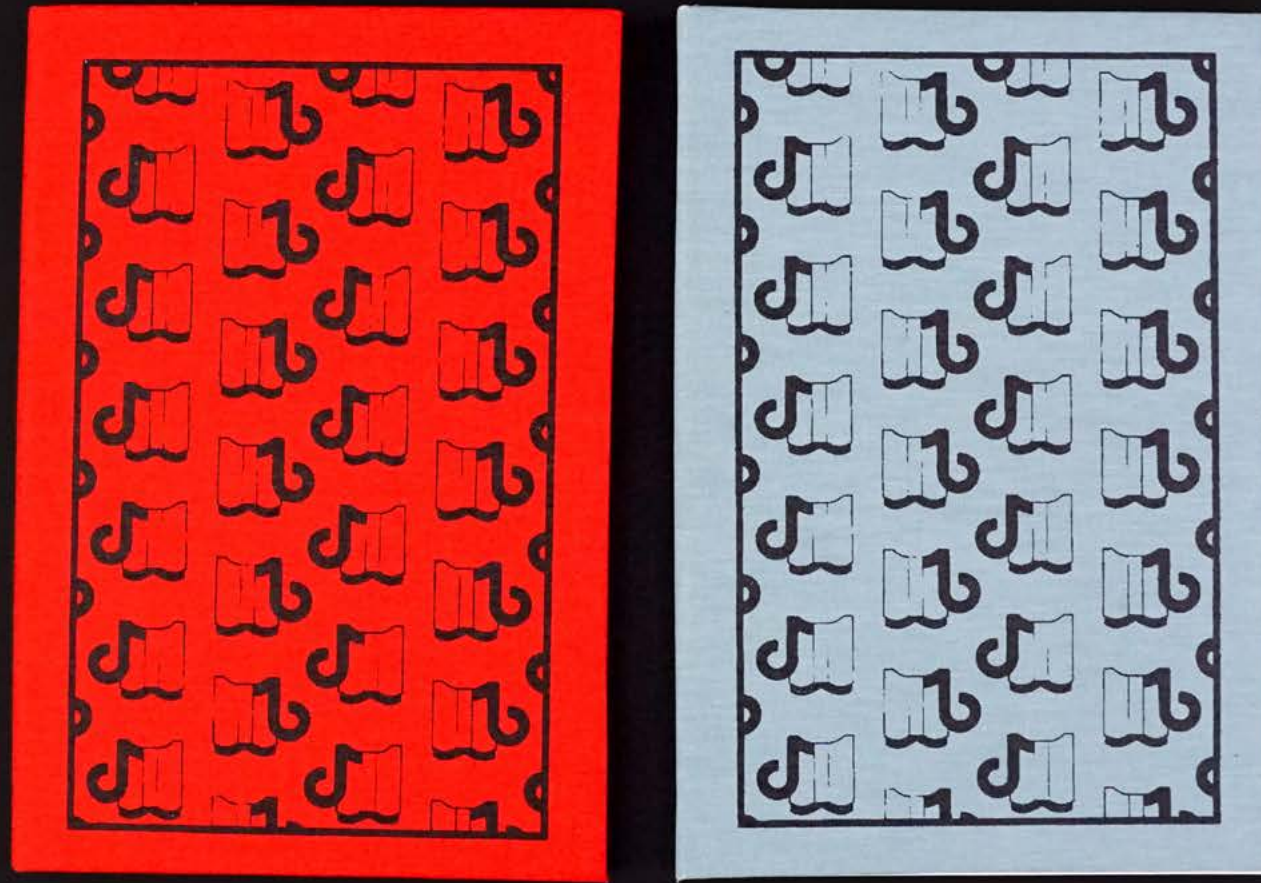
I am a graphic designer and artist whose interests lie in exploring how design can be used as a tool for uplifting marginalised voices and shedding light on the diverse range of stories and experiences that often go untold. My research includes the impact of emerging digital platforms on the traditional practices of authorship, book publishing and design.

My creative process is fuelled by curiosity, experimentation, and a deep love for the craft of design. I am committed to exploring new mediums and techniques beyond the scope of traditional graphic design; pushing the boundaries of what can be considered “graphic design”.

Would You Like A Side Of Plot With Your Tropes?

Student Project

A study of how BookTok's Trope Marketing has impacted authors and readers



PROLOGUE

is a fandom of users on TikTok whose content focuses on books and literature. One might even say it is "a sanctuary for the lovers of all kinds." (Lansom, 2022). With an extensive reach that hits almost 13 billions views, it is futile to deny its popularity. Content creators on BookTok have found their niche producing short videos about the novels they adore or have recently read; giving their audience a peek into the stories that have captured their attention. It would be false to imply that BookTok is one of a kind and the only social media platform to have gained a sub-community of readers when YouTube (BookTube) and Instagram (Bookstagram) also exist. Before BookTok, readers would provide thoughts on their current reads through long-form videos on BookTube, or captions under aesthetically photographed books on Bookstagram. However, BookTok should receive credit where it's due — the significant impact it has had on the publishing industry as compared to its predecessors. BookTok has influenced viewers who either read as children and want to rekindle their love for reading, or those who have not read much for leisure and are not sure where to begin. This new *mainstream* passion for reading has noticeably caused a rise in book sales where "four out of the top five young adult bestsellers in 2021 had been driven by BookTok rebels against the notion of reading being solely for academics or pretentious literary enthusiasts, and promotes the mindset of just reading what gives you joy. If picking a book with a cartoon cover like *The Spanish Love Deception* by Elena Armas is what gets you out of a reading slump, then that is as valid as someone who enjoys reading a classic like *Jane Eyre* by Charlotte Bronte. At this stage, it would be time to ask what makes BookTok different from BookTube? They are both video-based platforms, but BookTok is known for its 'unofficial' annotations, which are often written in a more casual, conversational style. BookTube, on the other hand, is more formal and academic, often featuring longer, more structured reviews. BookTok's annotations are often written in a more casual, conversational style, often using emojis and informal language. BookTube's annotations are often written in a more formal, academic style, often using more formal language and structure. BookTok's annotations are often written in a more casual, conversational style, often using emojis and informal language. BookTube's annotations are often written in a more formal, academic style, often using more formal language and structure.

Dissertation

Hand-bound hard cover book with a screen-printed cover design. The design was inspired by Clothbound Penguin Classics and its style of using icons inspired by the contents of the story as repeated patterns. An annotation format was used within the writing to mimic the current trend on BookTok (a TikTok sub-community of readers) of annotating books.

Full PDF can be found in [here](#).

Full of Tropes

Student Project

What if BookTok's favourite books followed a standardised trope list as the foundation of the story?



Interactive Flip Books

Interactive flip books that show the process of deconstruction and reconstruction of 4 of BookTok's favourite stories. Each flip book has a standardised trope list on tracing paper that overlays the original story. The new story that adheres to the trope list is revealed on acetate that overlays both the original story and the trope list.

The purpose of this project was to show the audience that if Tropes were the foundation of these popular stories, they would not have flowed as well as they did.



Isle of Tropes And Cliches

Student Project

A fictional world of genre islands.





Lino Print Map

A map of the fictional world where all its inhabitants have to live their days based on the genre of the island and the tropes common within those genres. Each Island represents a popular genre on #BookTok. The design was carved on lino and printed onto card stock.

Get Published! Or Get Screwed

Student Project

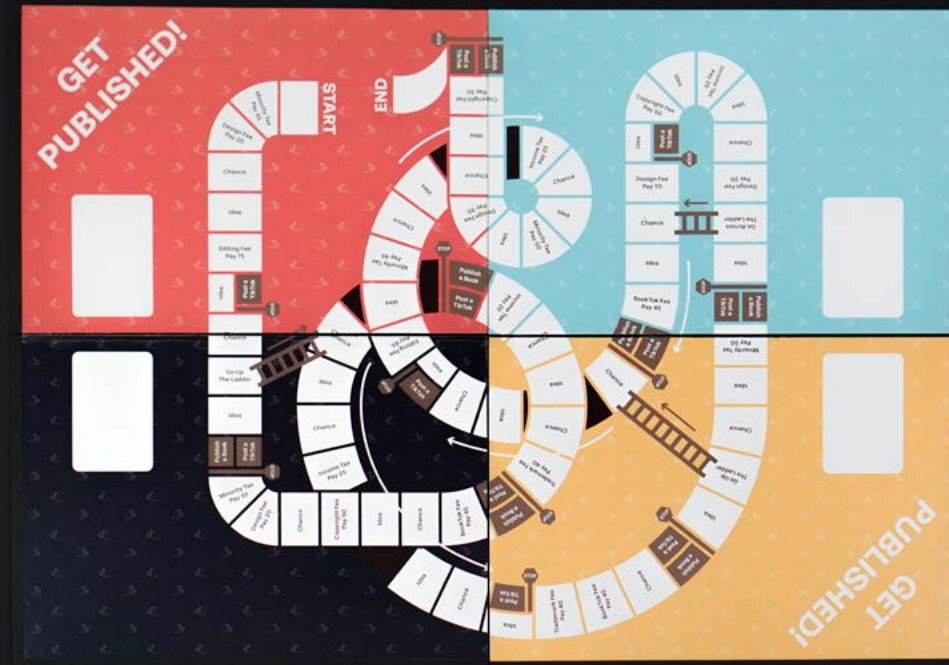
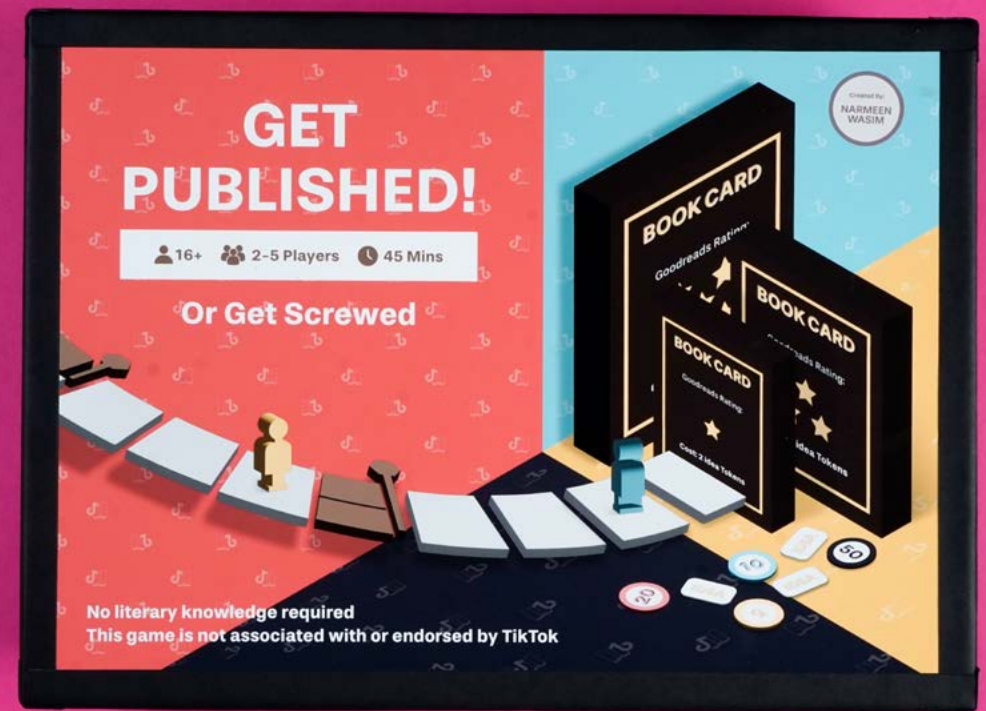
How bad is the bias against Marginalised Authors?



Board Game

This board game satirises the barriers faced by marginalised authors in the publishing industry. It uses common reasons why their manuscripts or ideas get rejected and gives players an insight into how a marginalised author has already lost the game before they have even stepped into the market.

Players have to collect Idea Tokens and exchange them to publish as many books as they can before they reach the end of the path. They can try their luck by posting TikToks to gain or lose followers. Followers are the currency of the game and are used to pay fees and taxes. The player with the most number of Book Cards and Followers wins!





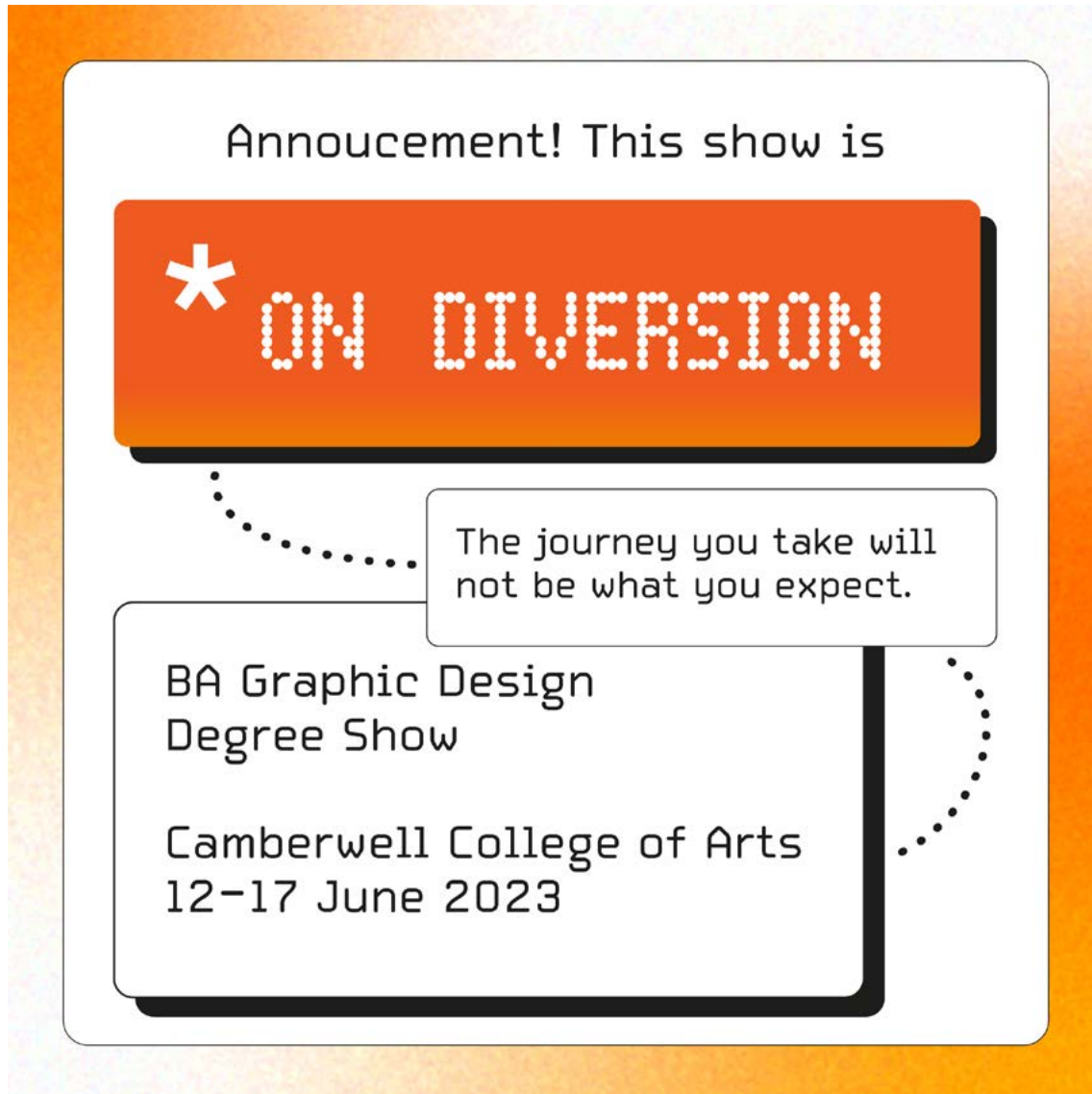
Post A TikTok

TikTok was chosen as an element in this game because it has become an increasingly popular platform for promoting and discovering new authors and books through #booktok. Books that gain traction on BookTok often see a surge in sales, leading to publishers playing closer attention to this emerging trend. BookTok has also provided a platform for under-represented authors and books to gain visibility and attention. It has become a powerful force in shaping the publishing industry and the way books are marketed and consumed.

On Diversion

Student Project

A pitch for the degree show concept

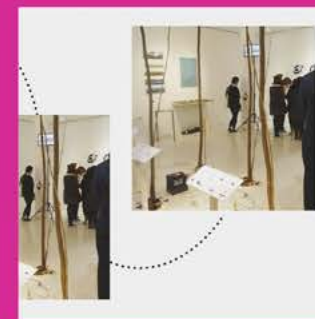
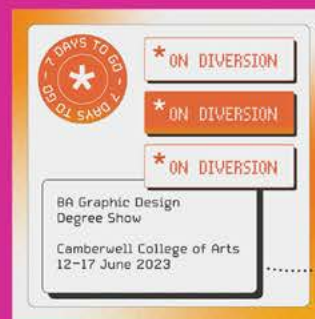




Social Media Marketing

My role during this pitch was to come up with an exciting social media campaign and design potential instagram posts. For the campaign, I pitched an idea for a treasure hunt type race that the year group could take part in where each group would be given a specific mode of transport that they are allowed to use, thus in keeping with the “on diversion” theme.

For instagram posts, I designed a few carousel posts that could include a behind the scenes of setting up the exhibition as well as sneak previews of student works in order to gain traction and excitement for the degree show.



Tartbox Brand & Packaging

Freelance Designer for TartboxByMeenbakes

Logo, brand collaterals, and packaging designs





Brand Collaterals

Business cards and poster for the shop front.





Cold Brew

Packaging design for Tartbox's house-made cold brew





Festive Treats

Label sticker designs for festive treats



Hong Bao

Design Intern at SPH Radio

Chinese New Year 2020 Hong Bao designs for SPH Radio's OneFM





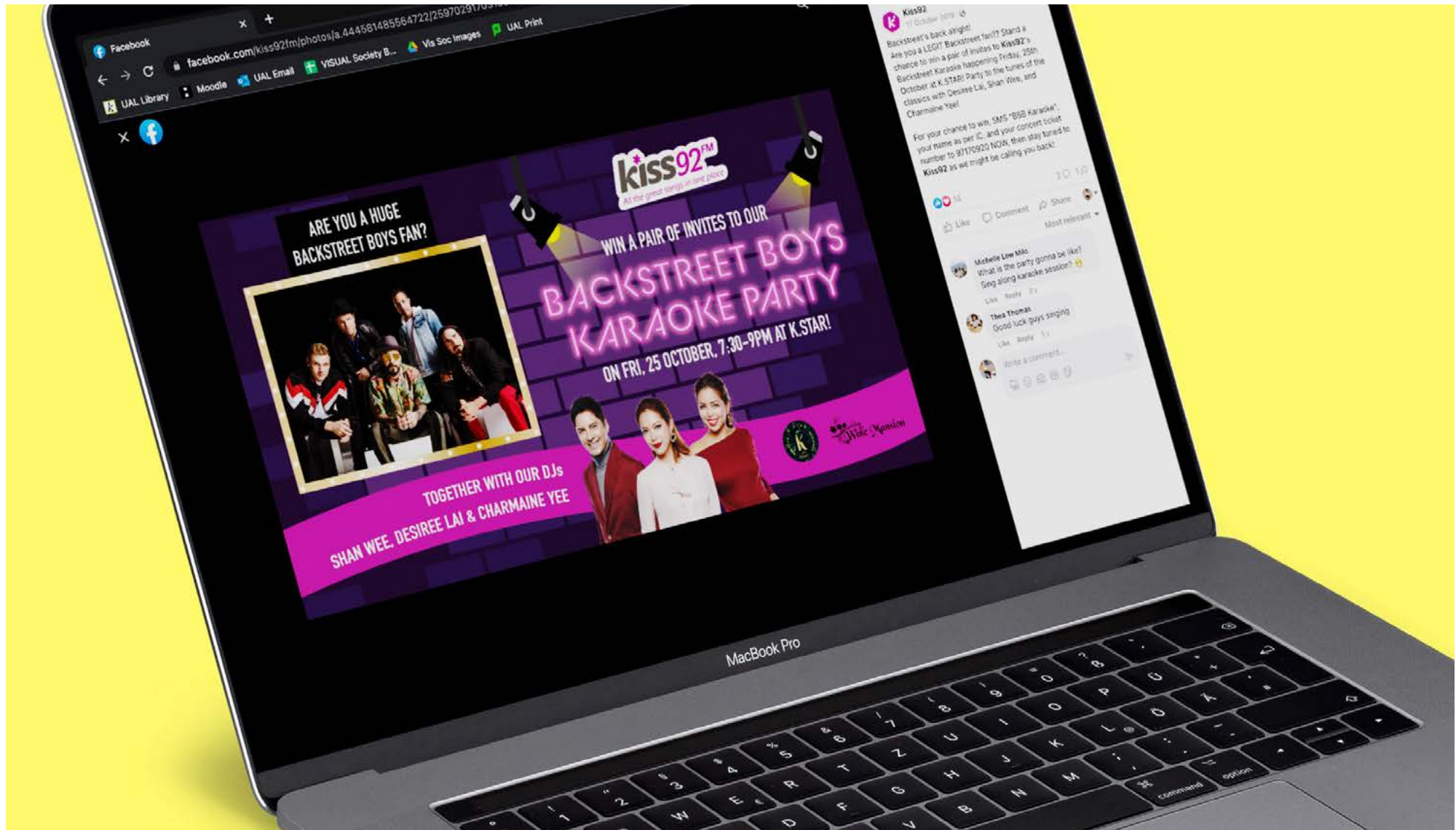
OneFM CNY Hong Bao

These were designed with the brand colours of the radio station and its tagline.

Kiss92 Social Media

Design Intern For SPH Radio

Social Media ads for SPH Radio's Kiss92 give-aways and events





ARE YOU A HUGE BACKSTREET BOYS FAN?



WIN A PAIR OF INVITES TO OUR

BACKSTREET BOYS
KARAOKE PARTY

ON FRI, 25 OCTOBER, 7:30-9PM AT K.STAR!



TOGETHER WITH OUR DJs

SHAN WEE, DESIREE LAI & CHARMAINE YEE



37

1 share

Like

Comment

Share



Write a comment...



Kiss92 · Follow

17 October 2019 ·

Backstreet's back alright!

Are you a LEGIT Backstreet fan?? Stand a chance to win a pair of invites to [Kiss92's](#) Backstreet Karaoke happening Friday, 25th October at K.STAR! Party to the tunes of the classics with Desiree Lai, Shan Wee, and Charmaine Yee!

For your chance to win, SMS "BSB Karaoke", your name as per IC, and your concert ticket number to 97170920 NOW, then stay tuned to [Kiss92](#) as we might be calling you back!

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14

2 comments 1 share

Like

Comment

Share



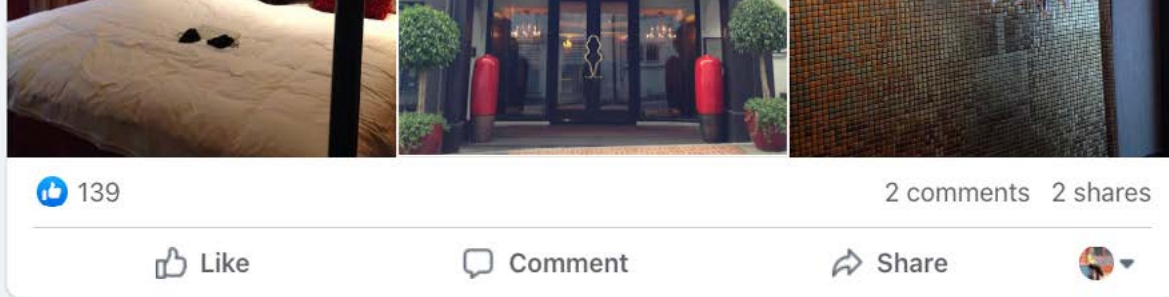
M Yus Ismail

25 October 2019 ·

One of those days while driving!

Just got to do it when the song came up. Thanks to Kiss 92

The back seat boy totally uninterested. 🤔🤔



139

2 comments 2 shares

Like

Comment

Share



Kiss92 · Follow

25 September 2019 ·

We only have FOUR invites to our SUPER EXCLUSIVE Girls' Night Out!

Score some invites by texting "GNO", with your name as per your IC to 9717 0920

***kiss92^{FM}**
Girls' Night Out

FRIDAY, 4 OCTOBER 2019, 6PM
SIX SENSES MAXWELL

Enjoy a night of spa, cocktails at Cook & Tras Social Library,
And private dining at Six Senses Brasserie
with MADDY, JASON & DIVIAN!

JASON **MADDY** **DIVIAN**

SIX SENSES MAXWELL

29

5 comments 1 share

Like

Comment

Share



Kiss92 · Follow

19 May 2018 ·

Yesterday was truly a fun filled night at [Hotel Jen Orchardgateway Singapore](#)! We hope all of you had a great time at Kiss92's Girls' Night Out! 🥳

Stay tuned to Kiss92 for the next by-invite only event! Or join Kiss VIP club to receive our

***kiss92^{FM}**
Girls' Night Out

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SIX SENSES MAXWELL

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JASON **MADDY** **DIVIAN**

SIX SENSES MAXWELL

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