

Graphic Design Portfolio

Narmeen Wasim

Artist Statement

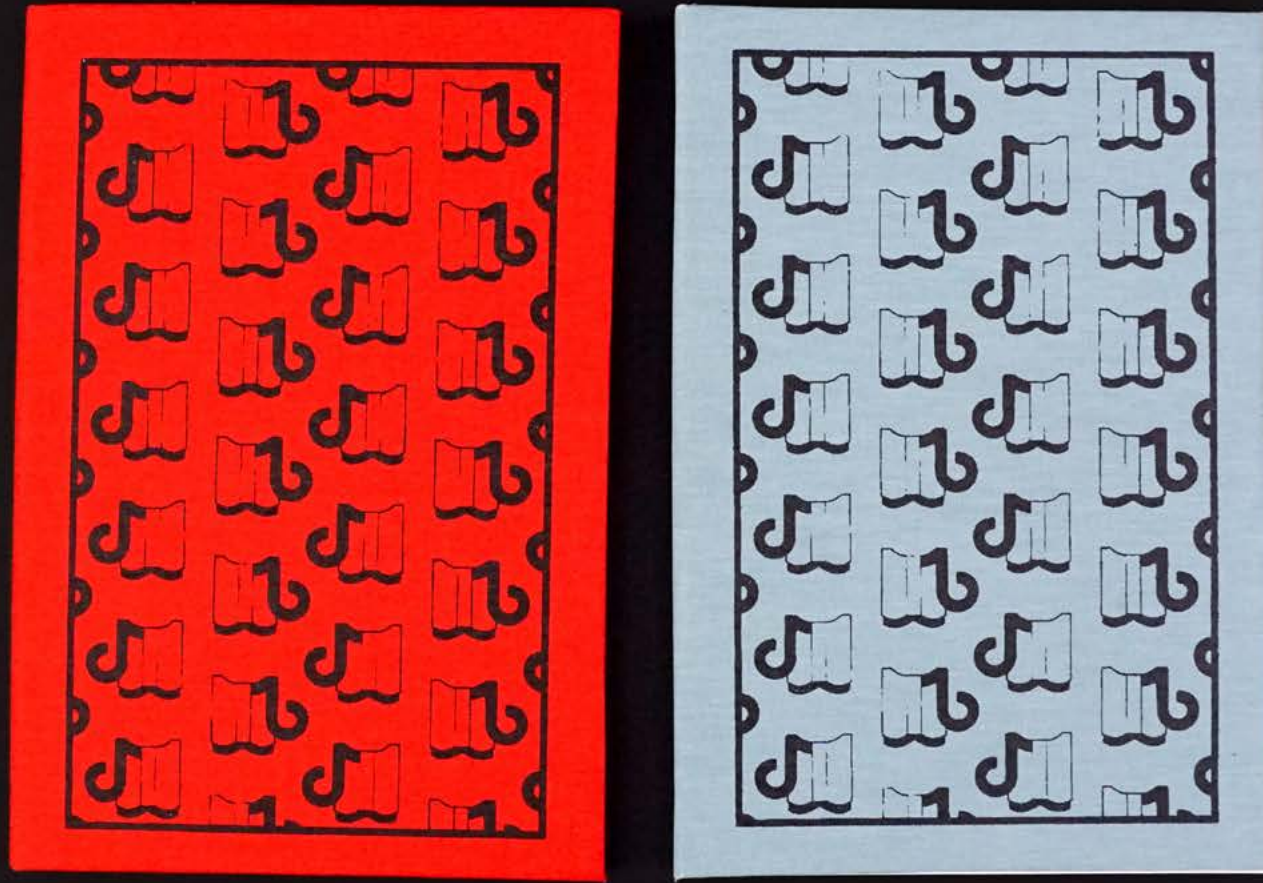
I am a graphic designer and artisan whose interests lie in exploring how design can be used as a tool for uplifting marginalised voices and shedding light on the diverse range of stories and experiences that often go untold. My research includes the impact of emerging digital platforms on the traditional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



is a fandom of users on TikTok whose content focuses
and literature. One might even say it is "a sanctuary for
e lovers of all kinds." (Lansom, 2022). With an extensive
ce that hits almost 13 billions views, it is futile to deny its
arity. Content creators on BookTok have found their niche
roducing short videos about the novels they adore or have re-
ptured their attention. It would be false to imply that BookTok
one of a kind and the only social media platform to have gained
a sub-community of readers when YouTube (BookTube) and Ins-
tagram (Bookstagram) also exist. Before BookTok, readers would
provide thoughts on their current reads through long-form vide-
os 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 publish-
ing industry as compared to its predecessors. BookTok has influ-
enced 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
the BookTok trend." (BBC, 2022)

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 Ar-
mas 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 Cha-
lotte Bronte. At this stage, it would be time to ask what ma-
ke BookTok different from BookTube? They are both video-bo-

BOOK TUBE TOSE \$9% TO 67 BILLION POUNDS (BBC, 2022)
BOOKS ARE BEING READ AT A RATE OF ONE PER PERSON EVERY YEAR IN THE UK.
OF BOOKS WERE SOLD IN THE US LAST YEAR.

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.

More Than Human

Student Project

Was this written by an author or an A.I.?



CHAPTER 1

The county of Cambridgeshire was not a place I had ever visited. I hadn't even ventured into the counties neighbouring it. From the day I was born, to the day I was applying for universities, there was only one option for me. Oxford. It was the university my father went to, and his father, and his father, and his father, and.. You get the gist..Day after day, as I walked through the halls of my family's alma mater, my will to live slowly ebbed away. My grades were dwindling and every moment of silence was filled with my father's monologues of what a disappointment I was. The sole highlight of my time there was the elective class I had chosen - Ancient Greek. I was fond of literature in high school and I hoped this elective would be enough to help me through the mind numbing lectures of supply and demand. I was sorely mistaken. The decision to switch my major to English Literature midway through the semester came easy. The decision to infuriate my father and transfer into an insignificant liberal arts college in Cambridgeshire was down-right effortless.

Arbury College of the Liberal Arts would not have been my first choice of universities. It was not grand like its great neighbour, Cambridge, nor as well known. I like to think it was a moment of nefarious temptation when the forgotten brochure caught my eye. And it was divine intervention when my application for the Ancient Greek elective was rejected. I should have taken it as a sign and left it alone.

"Professor Octavian is very particular about his students and I am afraid his class is already filled up." The admin said as I waited patiently for her to sift through her stack of papers. "There are still some spots available for French or Spanish."

did not have the air of sophistication and importance that Enzo had, but he did hold himself with a sense of haughtiness, as if the very act of acknowledging my existence would sully his reputation. He never spoke to me, and his gaze, when it fell upon me, would be one of disdain. I could not help but wonder what transgression I had committed to earn his contempt. I had thought we were getting along but I was sorely mistaken. Much like how Teddy never missed an opportunity to strike at the others with his words and actions, Frank never missed an opportunity to make me feel like an outsider in Octavian's class. What differed in this scenario was I had no idea what I had done to deserve this animosity. However, I decided not to let it get to me. I had bigger things to worry about, like Teddy's blackmails, Freira's crumbling spirit and everyone else's slow decline into insanity. I was lost in thought when Enzo pulled me aside after one of our lectures and said he needed to speak to me urgently. He dragged me by the arm to the corner of the hallway like a child being put in time out.

illed the beans on what's been going on. Tell me
To demanded.
farmer was found dead
interrogation.
to y

Parody Short Novel

This is a parody short story of the novel *The Secret History* by Donna Tartt. It is a continuation from my Full of Tropes project but with an A.I. twist. With the rise of A.I. generated fiction, I used chatGPT as my co-author for this novel as an experiment to see if readers could tell which parts were written by me and which were written by chatGPT.

The story itself follows the storyline created from the Flip Books in Full of Tropes. Fine the manuscript [here](#).

Get Published! Or Get Screwed

Student Project

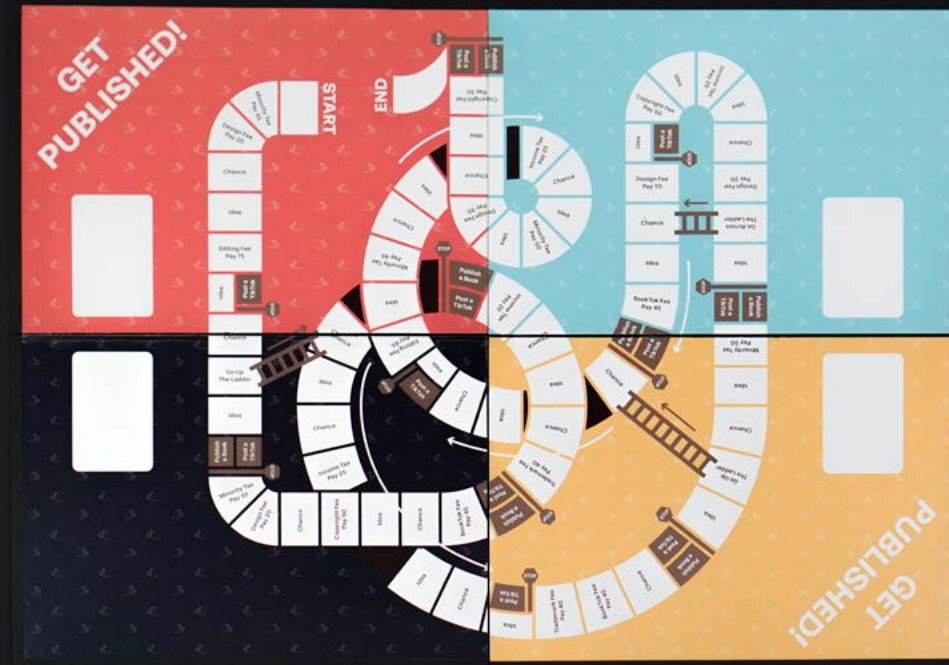
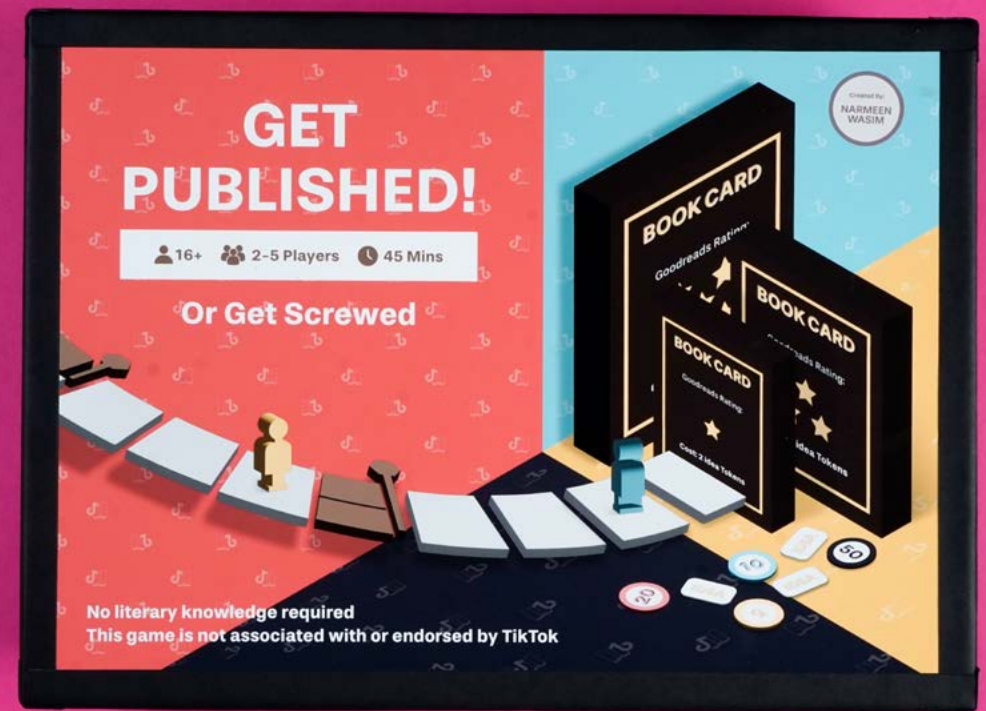
How bad is the bias against Marginalised Authors?



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!





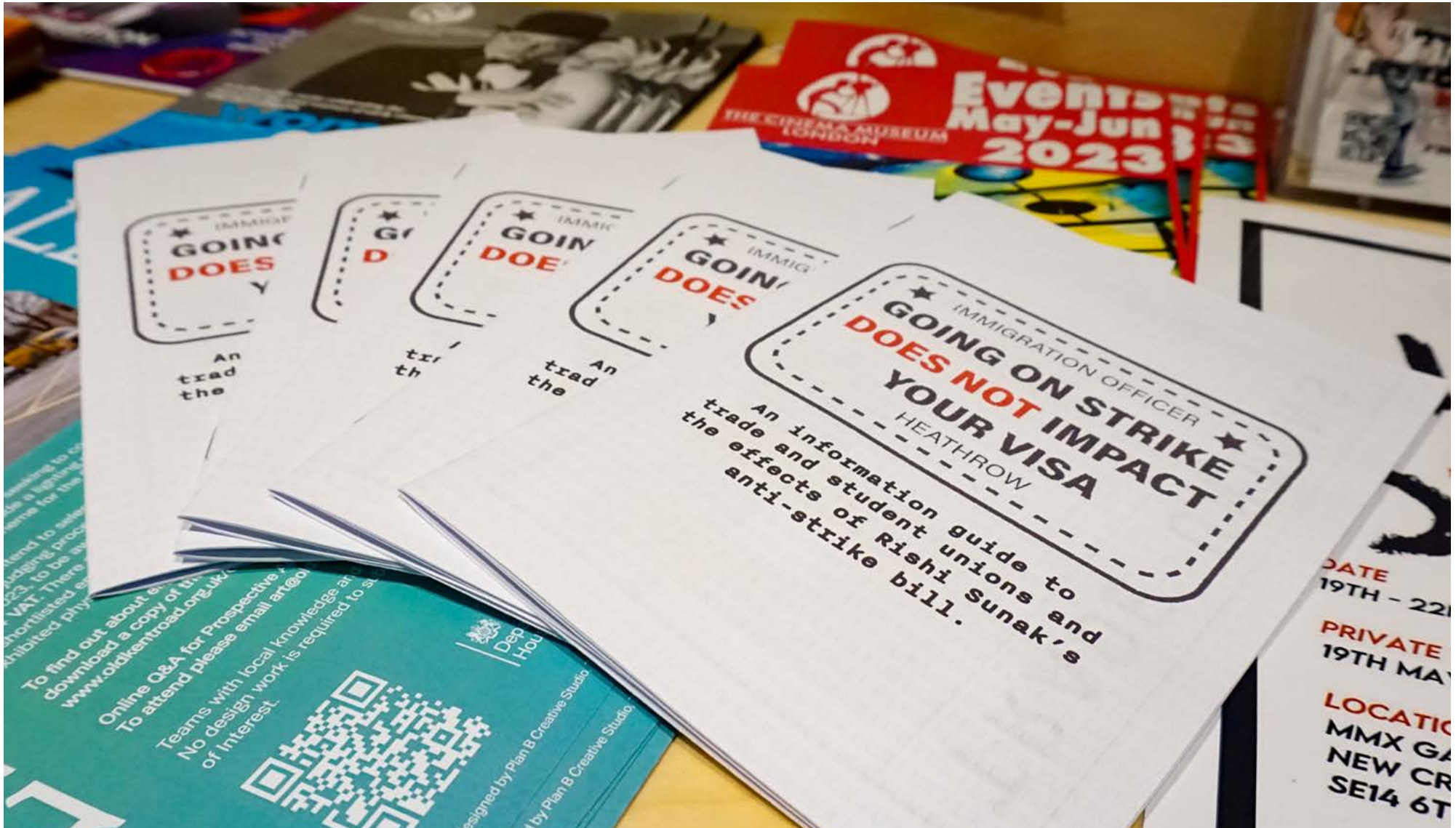
Post A TikTok

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.

Going On Strike Does Not Affect Your Visa

Student Project

“Defend The Right To Strike” a live brief set by Small Axe.



Informative Zine

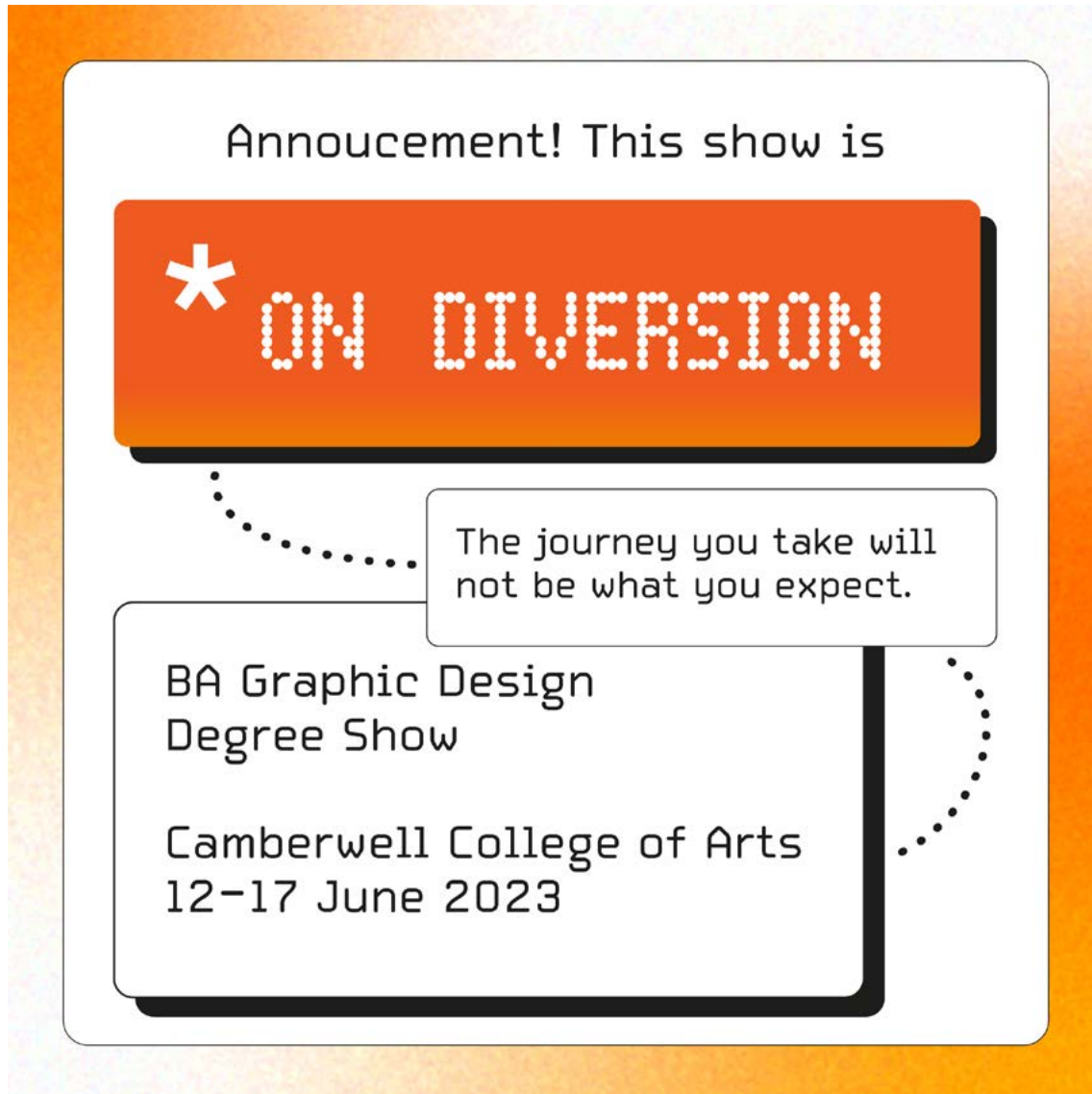
A zine that includes information for those on Visas in the UK regarding trade unions and the anti-strike bill. It gives them everything they need to know to make an informed decision to sign the petition against the bill and offers reassurance that if they adhere to the guidelines set by trade unions, their Visas are safe.



On Diversion

Student Project

A pitch for the degree show concept

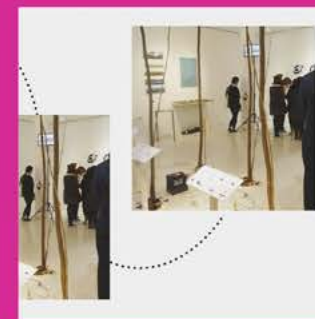
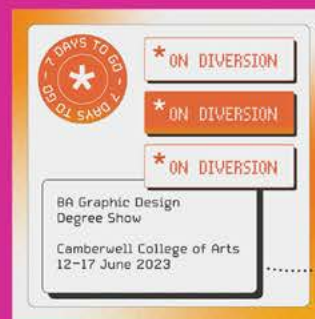




Social Media Marketing

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.

Made With Handcrafted Tart Shells

Order through our new website
for delivery or self-pickup!



SCAN ME



For updates
checkout:



@tartboxbymeenbakes



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





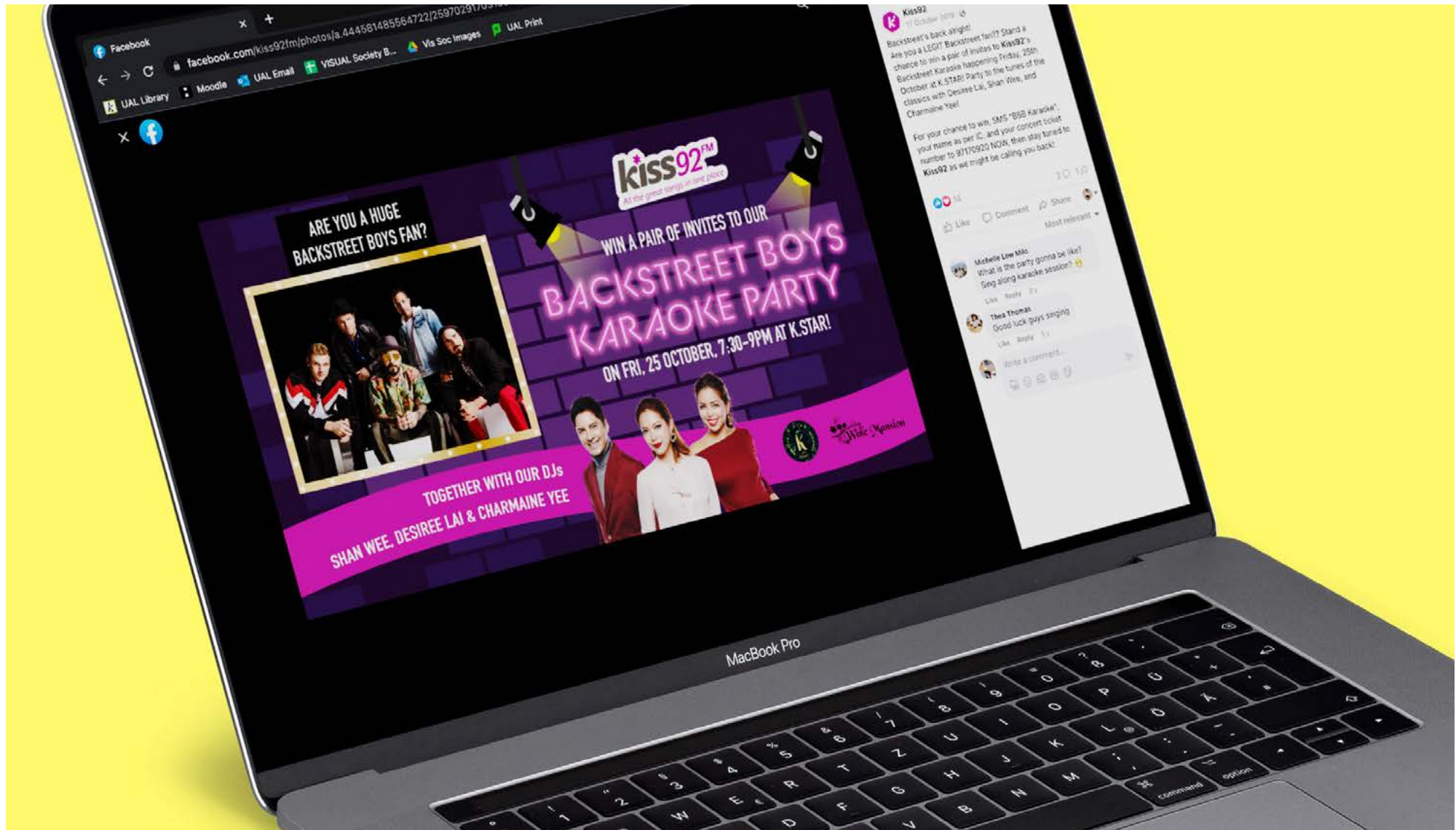
OneFM CNY Hong Bao

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?



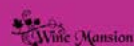
WIN A PAIR OF INVITES TO OUR

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!

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



14

2 comments 1 share

Like

Comment

Share



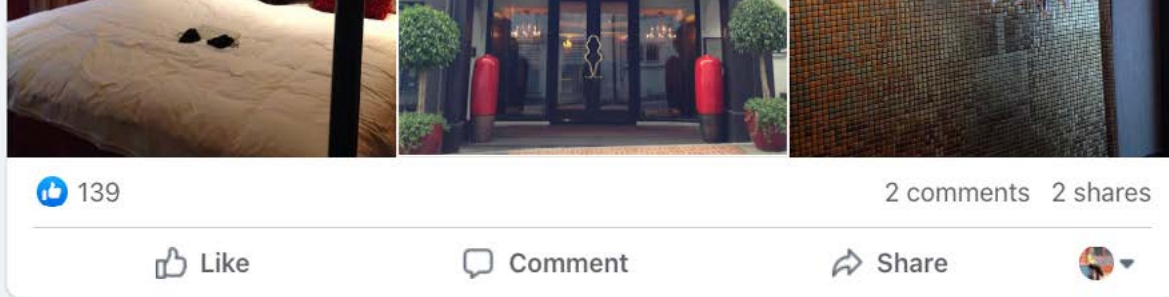
M Yus Ismail

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

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

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[https://www.linkedin.com/
in/narmeen-wasim/](https://www.linkedin.com/in/narmeen-wasim/)