



2023

NICOLAS WONG PORTFOLIO

email:

nicolaswong99@gmail.com

phone:

1+ (847) 347-9295

website:

www.nicolaswongdesign.com

Table of Contents

Page	Content	Page	Content
3	Introduction	55	UI/UX Design
4	Visual Branding	56	Boost Mobile
5	Volufixion	63	Maggie Miley
16	Boost	72	Dcode
27	Olympics Infographics		
35	Graphic Design		
36	Chicken Addiction		
43	Inhalt		
48	Charlie Jobson Park		

Hello there!

I'm Nicolas Wong. I am a designer with over 7 years of experience and a self-taught social media marketer. My skills includes visual brandings, front end developing, social media marketing, and many more. I am dedicated to do more than what I am capable of, providing the best of the best design solutions.

I will be going over a few of my projects and go over some concepts and goals behind each design project. Scroll for more info about my works and details.



Visual Branding

Visual branding is the art of creating a distinctive and unique identity for a brand, using a cohesive and intentional combination of colors, imagery, and overall aesthetics. Focusing on the visual elements that sends out a specific emotional response and essence of a brand. Consistent use of unique visual elements, such as logos, fonts, and imagery helps creating a recognizable and unified look that sets a brand apart from competitors.

In short, it's the unique visual language that speaks volumes about a brand's personality and values.



CREATED BY NICOLAS WONG

Volufixion

Timeline:

~ 3 weeks (30 hours)

Software Used:

InDesign
Photoshop
Illustrator

Project Description:

Volufixion is an electronic music festival that features many music artists. Crafting comprehensive design package to promote the festival, starting from logos to posters, badges, merchandise, and social media posts. Harmonizing the brand identity with the music style.

Project Goals:

Improving organizational skills and ensuring consistency across the entire festival brand, including layouts, colors, and typography. Exploring and implementing diverse grid systems across various mediums while retaining uniform content.



#4C286D

#EF4374

#2E388D

#AC99C8

#F3D1E4

#C9EAFA

#FFFFFF

#F6EE63

#57C5CA

Avant Garde
DROOG

DOS

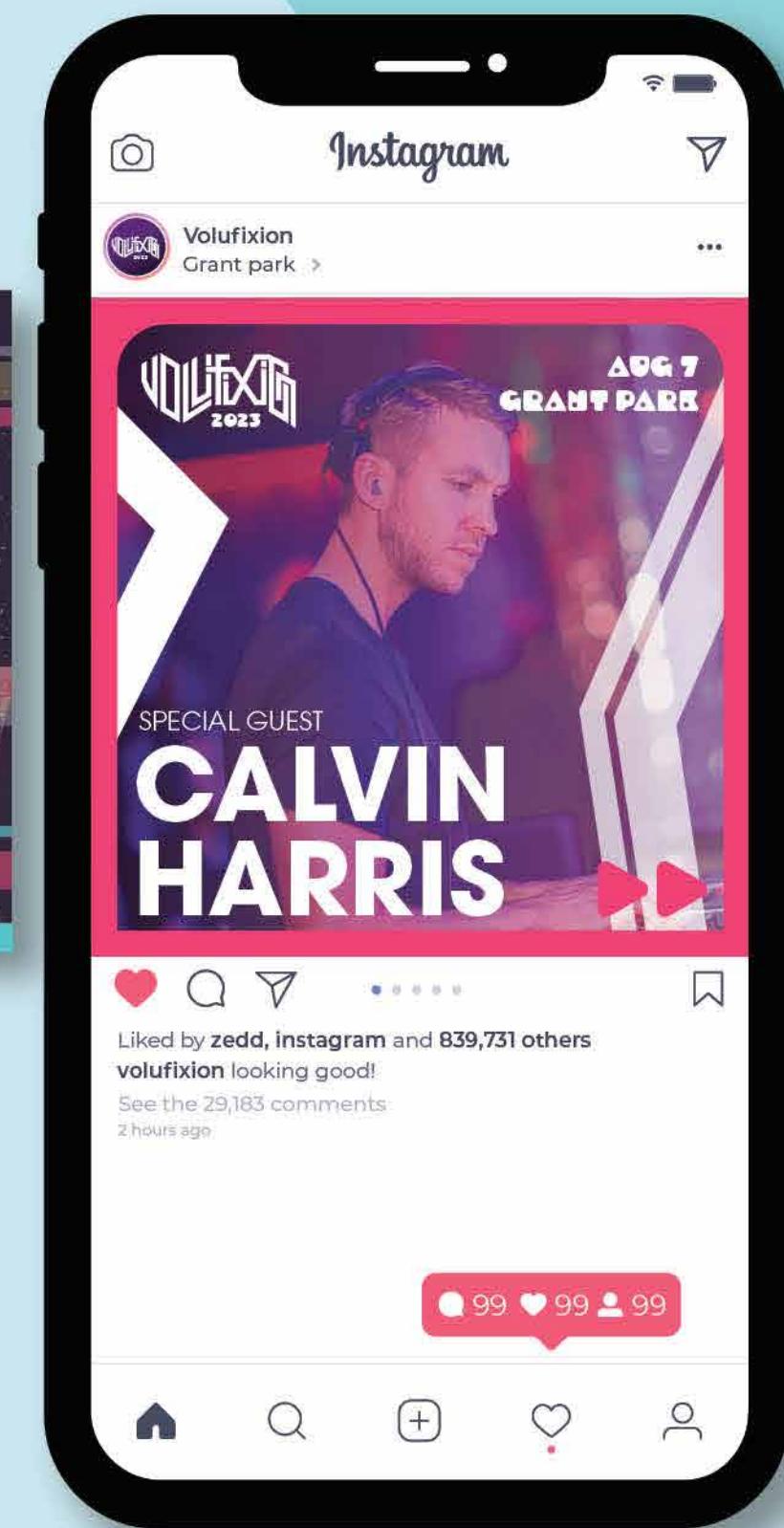
The use of light colors on dark background,
vise versa



DON'TS

The use of light colors on dark background,
vise versa



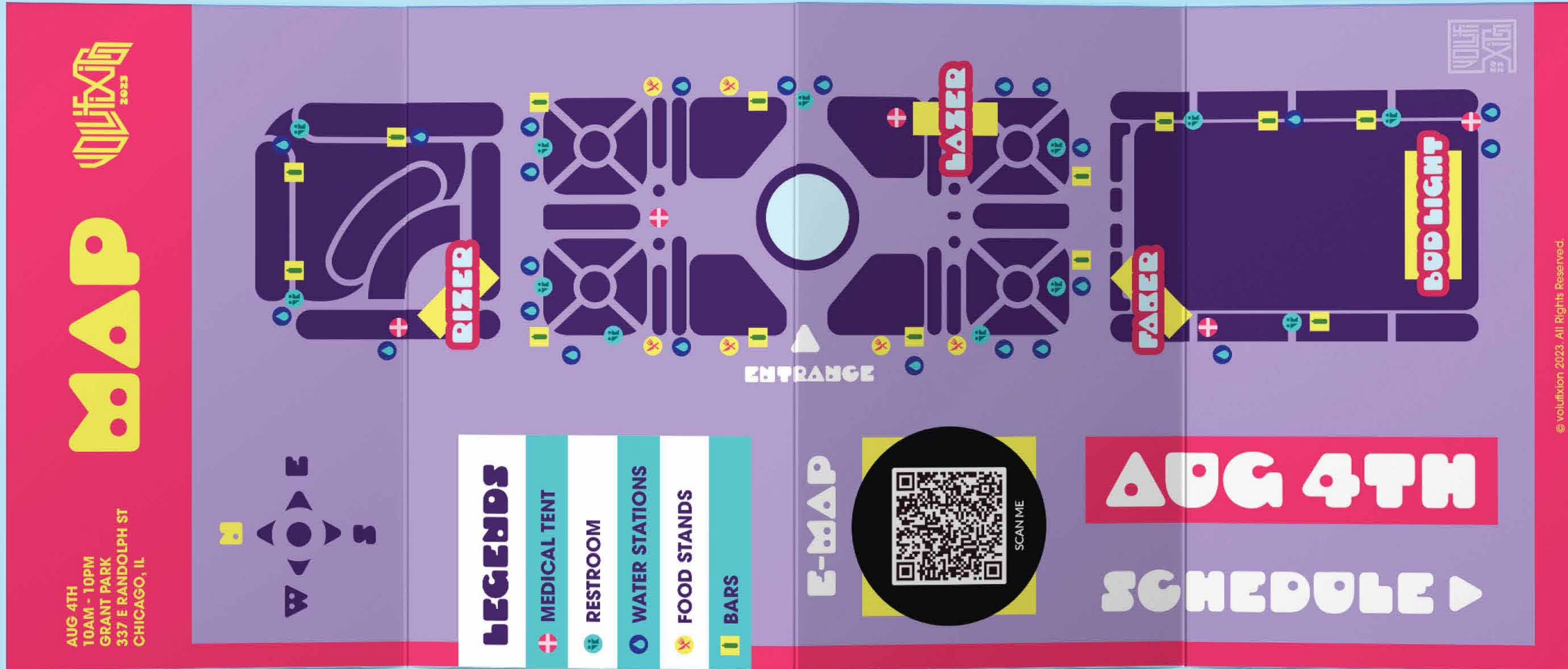




PASSES



MAP



SCHEDULE



AUG 4TH

ONLINE SCHEDULE

SCAN ME

© volufixion 2023. All Rights Reserved.

TIME	BUDLIGHT	FAKER	LAZER	RIZER
10:00 AM				
11:00 AM	DEORRO 10:30 - 11:15	ALESSO 10:15 - 11:00	ATB 10:15 - 11:00	LITTLE BIG 10:45 - 11:30
12:00 PM	R3HAB 11:30 - 12:15	PURPLE DISCO MACHINE 11:15 - 12:00	HARDWELL 11:15 - 12:00	NICKY ROMERO 11:45 - 12:30
1:00 PM	THE PRODIGY 12:45 - 1:30	DYNOMORO 12:15 - 1:00	VICETONE 12:15 - 1:00	GABRY PONTER 12:45 - 1:30
2:00 PM		RITVIZ 2:00 - 2:45	DISCLOSURE 2:00 - 2:45	MOBY 2:30 - 3:15
3:00 PM	DEADMAU5 2:30 - 4:00	RUDIMENTAL 3:00 - 3:45	DIMITRI VEGAS & LIKE MIKE 3:00 - 4:30	ARONCHUPA 3:30 - 4:15
4:00 PM		SICKICK 4:00 - 4:45		MEDUZA 4:30 - 5:15
5:00 PM	THEFATRAT 4:30 - 6:00		ROBIN SCHULZ 4:45 - 5:30	SHOWTEK 6:15 - 7:00
6:00 PM		IMANBEK 5:45 - 6:30	TOPIK 5:45 - 6:30	KSHMR 7:15 - 8:00
7:00 PM	MARSHMELLO 6:30 - 8:00	A7S 6:45 - 7:30	NIGHTCRAWLER 6:45 - 7:30	AFROJACK 7:45 - 8:30
8:00 PM		SKRILLEX 8:00 - 9:30		FLUME 8:45 - 9:30
9:00 PM	ZEDD 8:30 - 10:00			DAVID GUETTA 8:30 - 10:00



Volufixion Reflections

What I learned:

At the beginning of the project, I made a mistake by not keeping the style consistent. Fortunately, I quickly fixed this by revisiting the main style and create an element that could be applied across different mediums. **Finding a flexible element and colors helps maintain brand consistency, cohesion and unity.**

What could be improved:

The main logo could be significantly improved and aligned using a grid layout. I have also considered making a secondary logo to be used in a vertical layout. This leads to the idea of creating a brand guideline that others can use. More poster variations can also bring different type of audience.



Bcost
Bikeshare System

The logo features the word "Bcost" in a bold, black, sans-serif font. The letter "c" is stylized with a red bicycle icon riding across it. Below "Bcost", the words "Bikeshare System" are written in a smaller, italicized, black, sans-serif font.

Boost

Timeline:

~ 4 weeks (40 hours)

Project Description:

Made to solve the campus transportation challenge, a new bikeshare system that allow efficient travel for students and faculty. Boost not only saves time but also contributes to a healthier environment, reducing the overall carbon-dioxide number in the campus.

Software Used:

InDesign
Photoshop
Illustrator
XD
After Effect

Project Goals:

Creating a brand startup, my goal was to extend the mission across various mediums, such as posters, a mobile app, and bike stations while maintaining a consistent, engaging design. I also aimed for a clean and straightforward aesthetic throughout the entire brand.

| LOGO CONCEPTS

CONCEPTS

Our logo embodies our core values, committing to enhancing time efficiency and providing accessible transportation solutions for our customers. Highlighting our bicycle, a simple yet eco-friendly mode of transport. This logo reflects our dedication to making daily commutes smoother, more sustainable, and less time-consuming.

Previous Idea



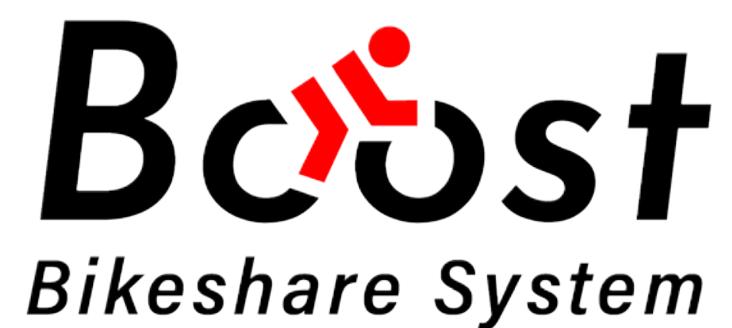
Motion Typeface

Motion Icon

Motion Logo

| LOGO USAGE

PRIMARY



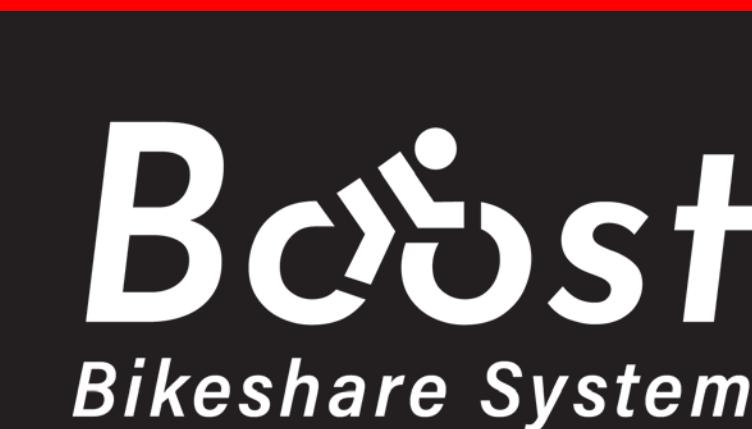
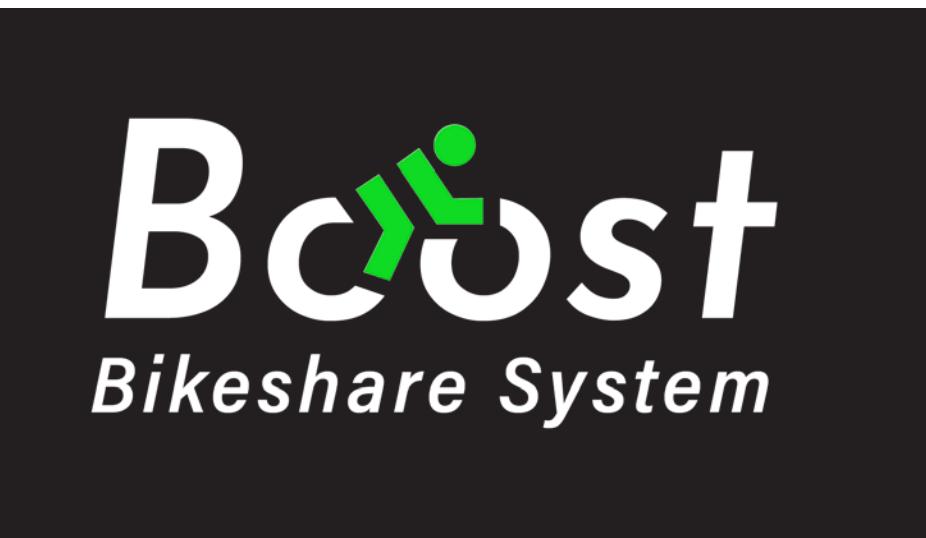
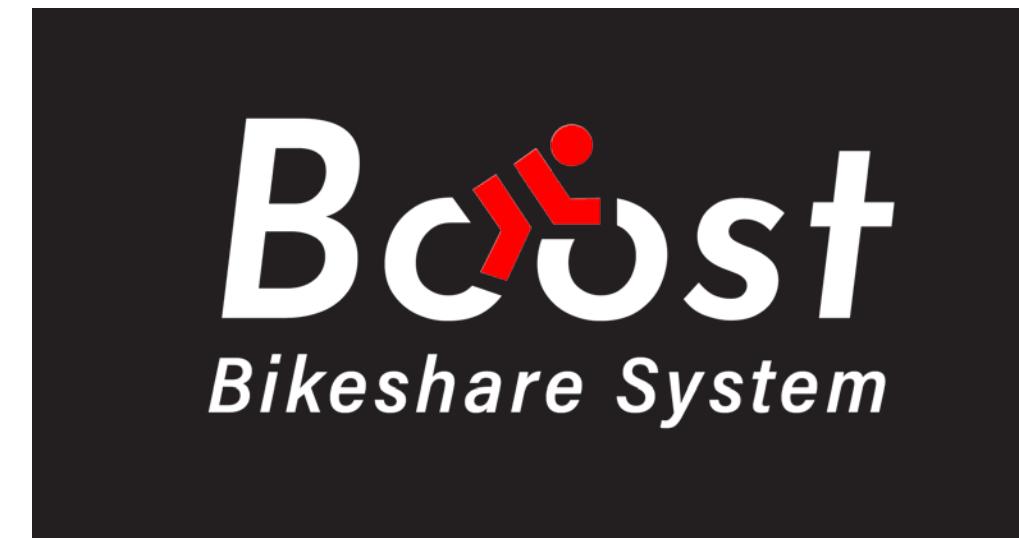
SECONDARY



ICON



| LOGO VARIATIONS



TYPOGRAPHY

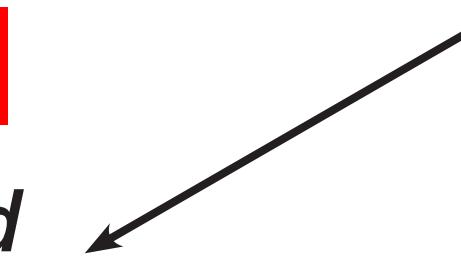
LOGO TYPEFACE

*Josefin Sans
Semibold Italic*



LOGO SUBTYPEFACE

*Acumin Pro SemiCondensed
Semibold Italic*



HEADER

**Acumin Pro
Bold (ALL CAPS)**

TEXT

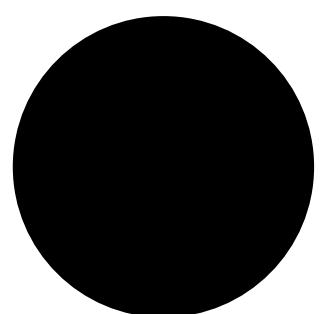
Elza Regular

LOREM IPSUM

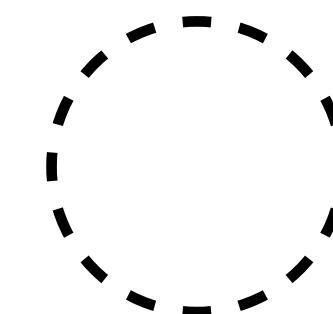
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quis massa sed tortor rhoncus sodales. In et lorem ac justo porttitor luctus. Morbi maximus nibh tellus, sit amet suscipit orci porta vitae. Proin quis hendrerit est. Sed id tristique nisi. In eget finibus ante. Pellentesque et massa tincidunt, pulvinar neque quis, egestas risus.

COLORS

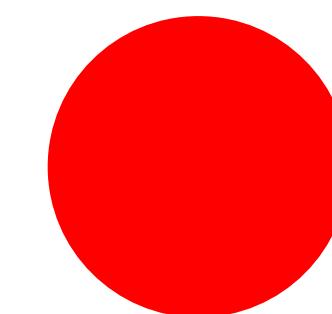
PRIMARY



HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

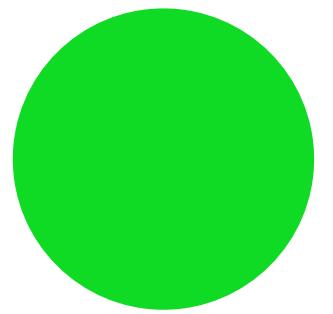


#FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

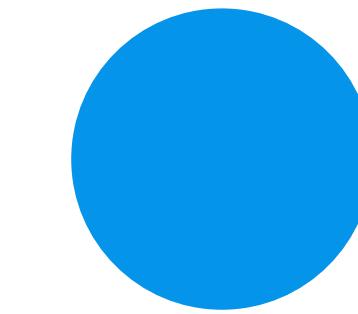


#FF0000
RGB: 255, 0, 0
CMYK: 0, 100, 100, 0

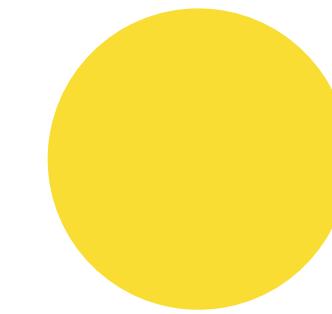
SECONDARY



#0FDB24
RGB: 15, 219, 36
CMYK: 93, 0, 84, 14

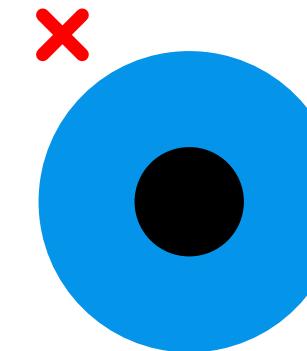
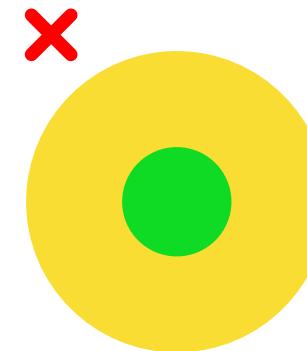
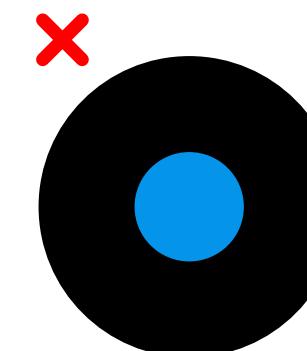
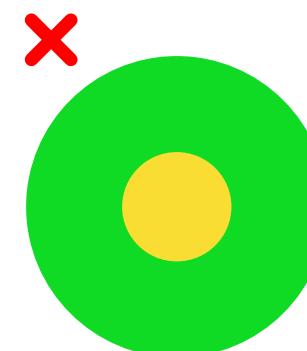
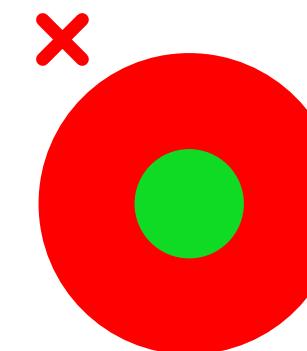
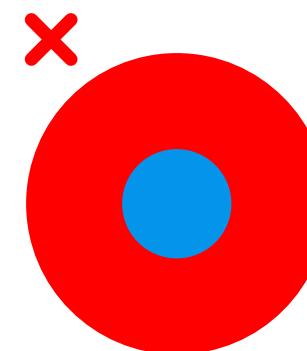


#0494EA
RGB: 4, 148, 234
CMYK: 98, 37, 0, 8

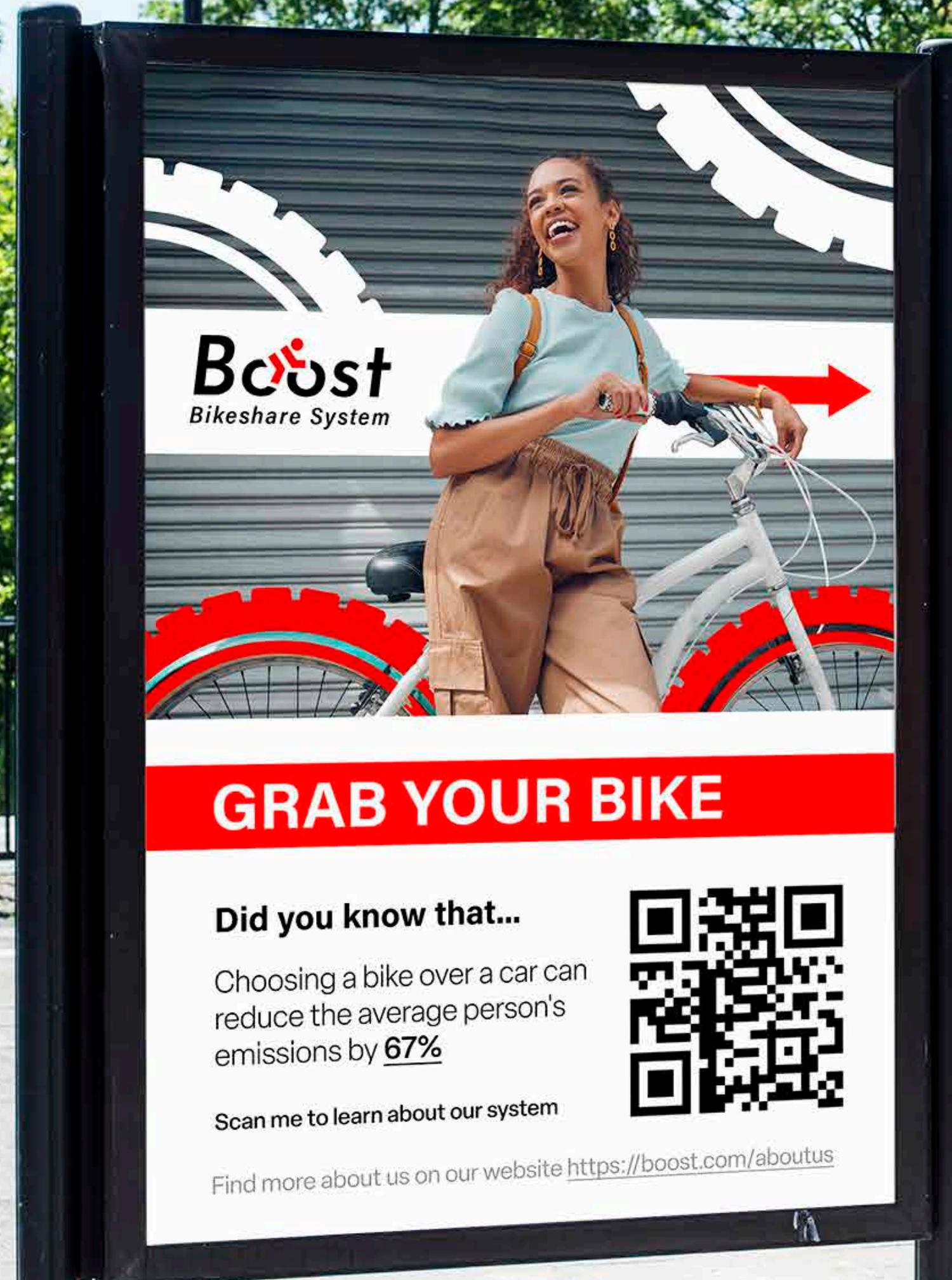


#FADD33
RGB: 250, 221, 51
CMYK: 0, 12, 80, 2

AVOID









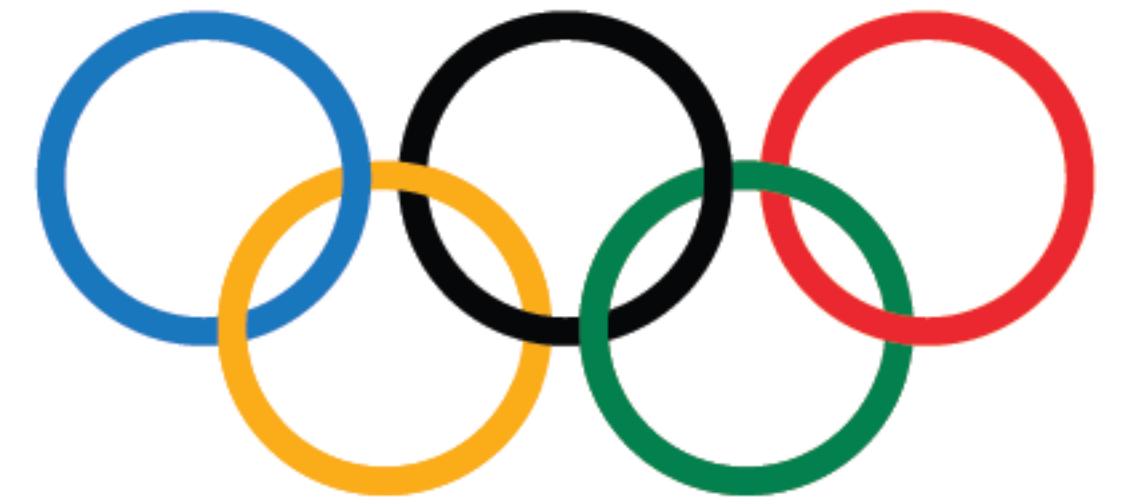
Boost Reflections

What I learned:

Building a brand goes beyond just creating a logo. A great brand always use a style familiarity that extends beyond the logo. **Understanding how we deliver the brand to the audience and consistently capturing their attention is crucial.**

What could be improved:

The brand could be further expanded through a social media campaign, for example Instagram or twitter posts. Unfortunately, due to time constraints, I couldn't fully design the app, which need the map to be more detailed and extra features that are not included yet. However, I made sure to include essential elements that are needed for consumer use.



OLYMPIC SOLIDARITY & PEACE 2022



Olympics Infographics

Timeline:

~ 2 weeks (20 hours)

Project Description:

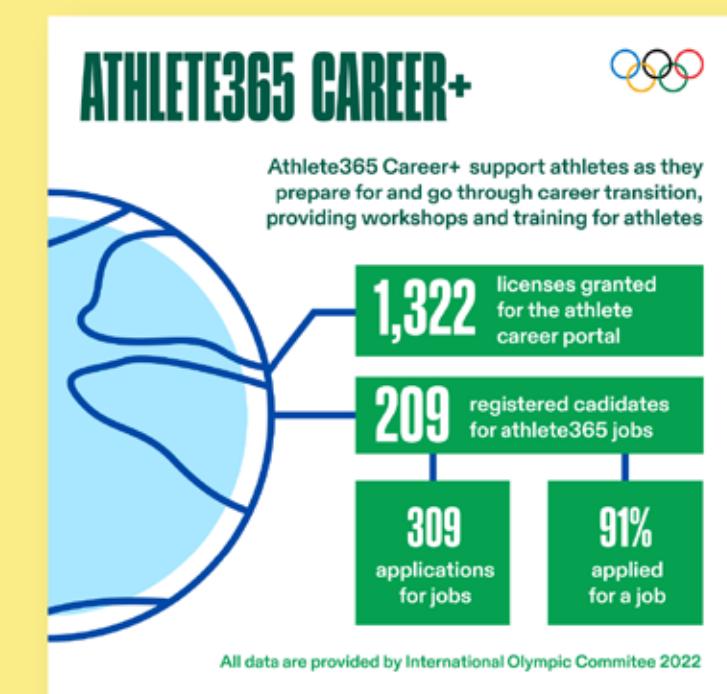
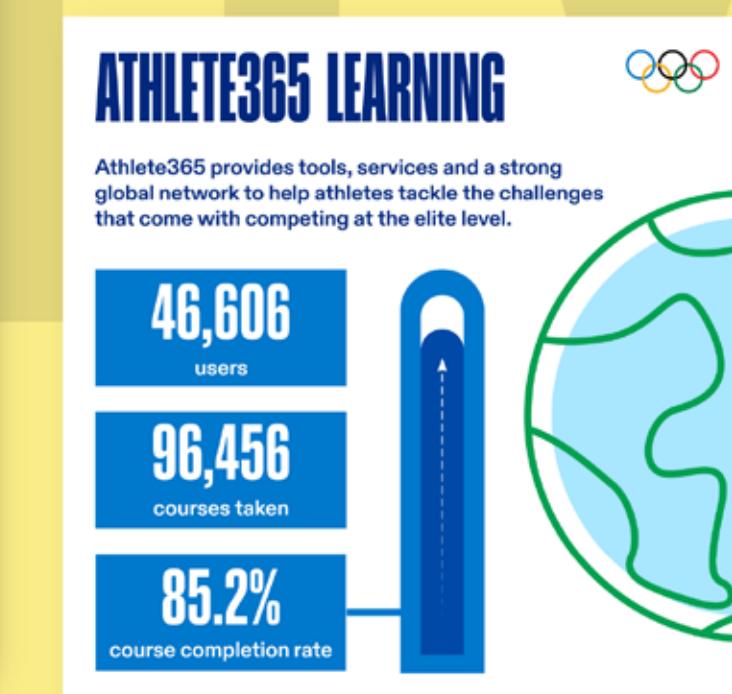
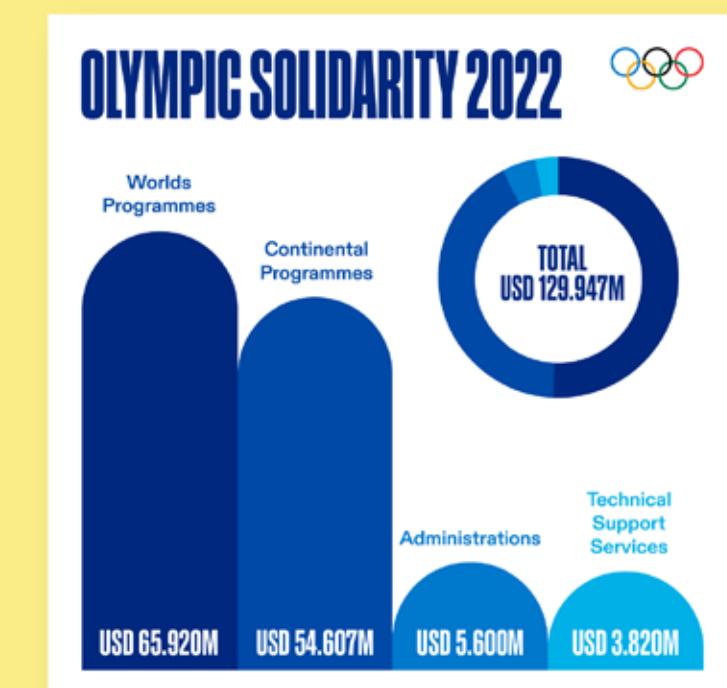
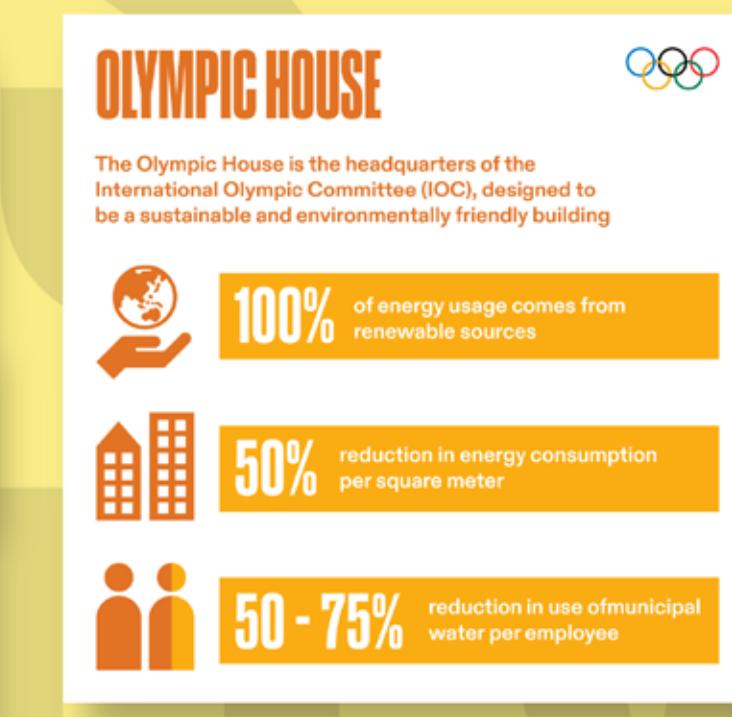
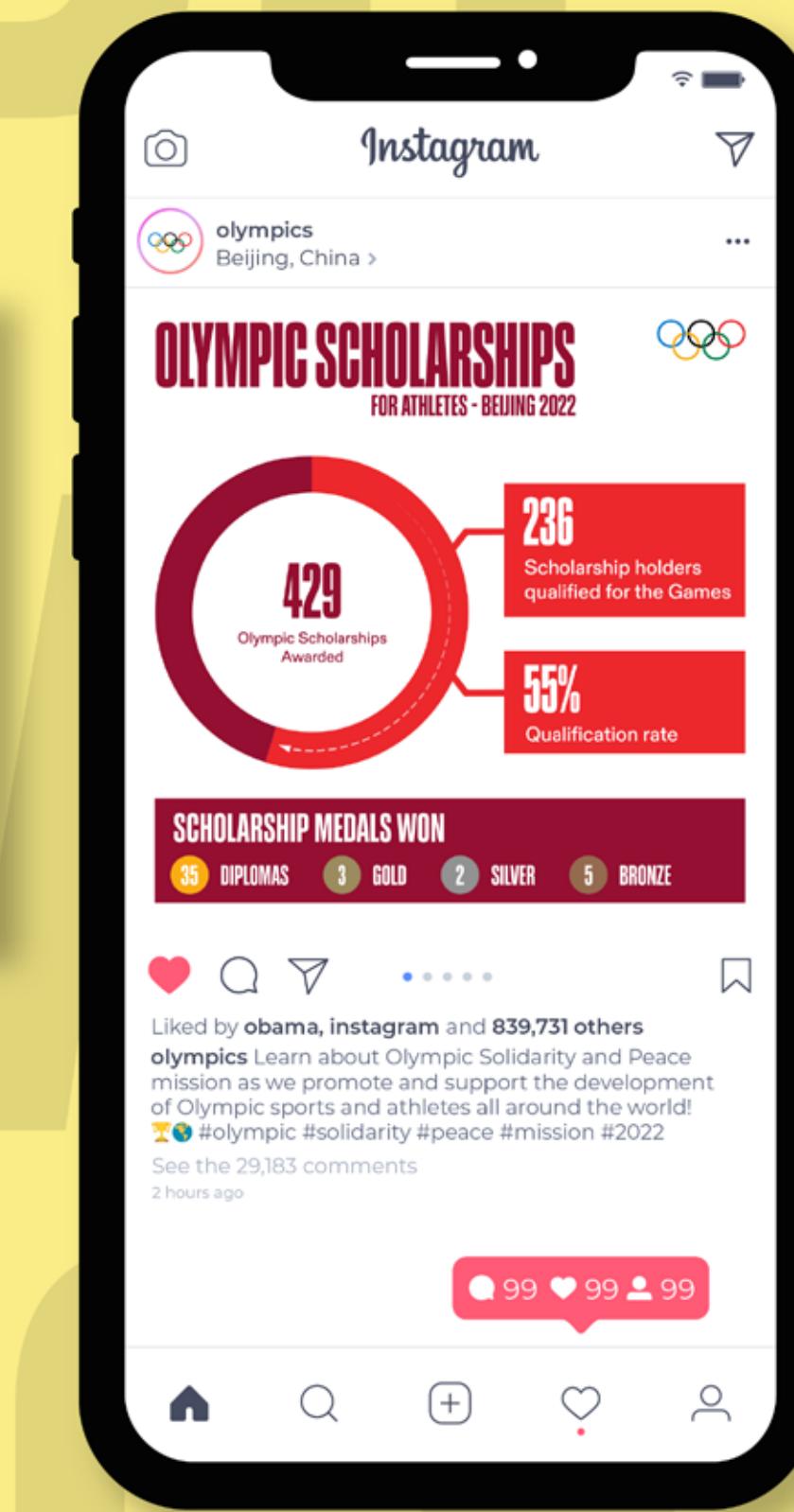
Creating social media posts showcasing 2022 Olympics solidarity statistics. These stats include information on Olympic spending for scholarships, early careers, athlete learning systems, Olympics house investment, and different areas where the money was spent on.

Software Used:

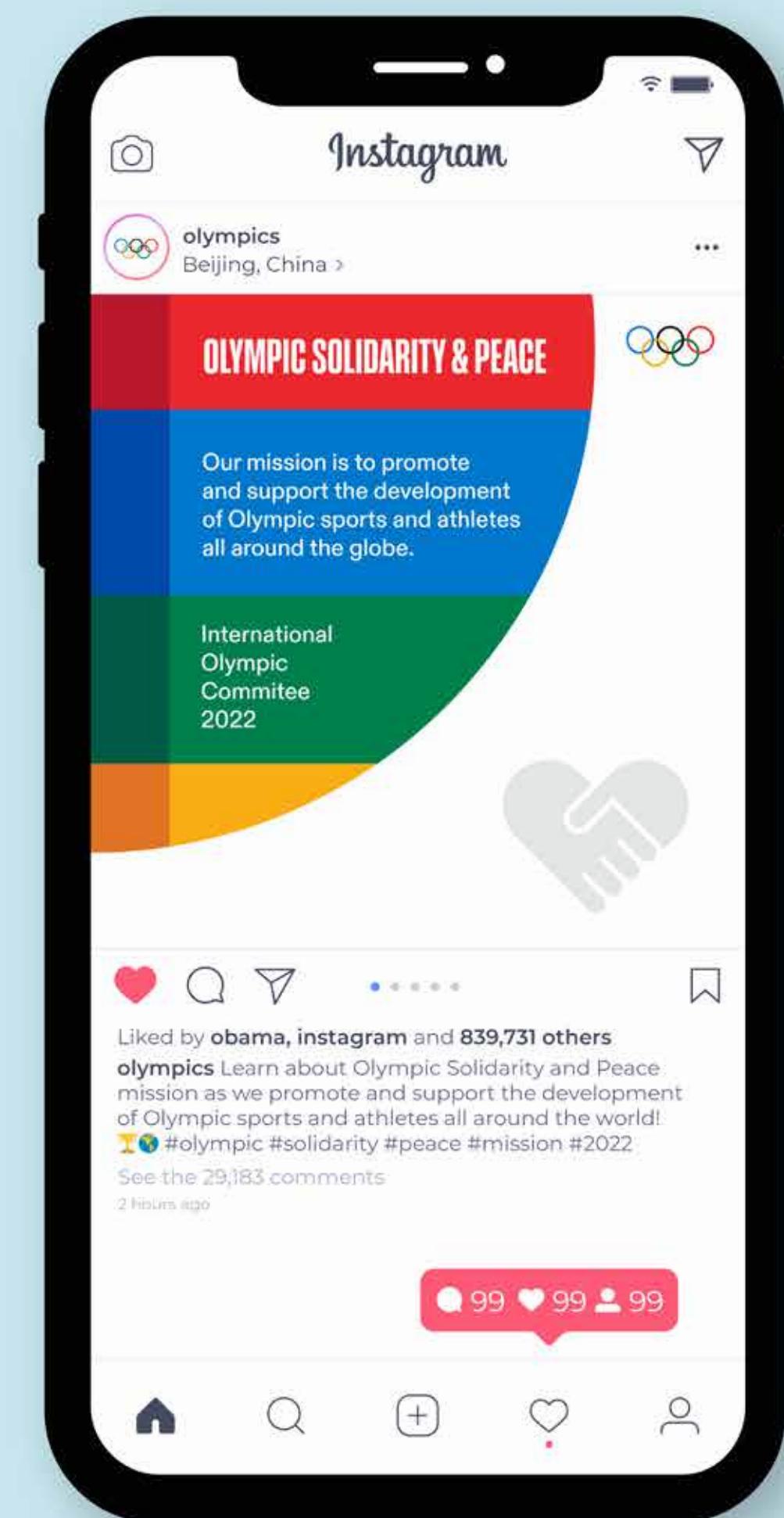
Illustrator

Project Goals:

Given that this project is an extension of the Olympics infographic, following their guidelines is crucial. My aim is to learn how to follow guidelines effectively and appropriately, as many bigger brands often have strict predefined boundaries.

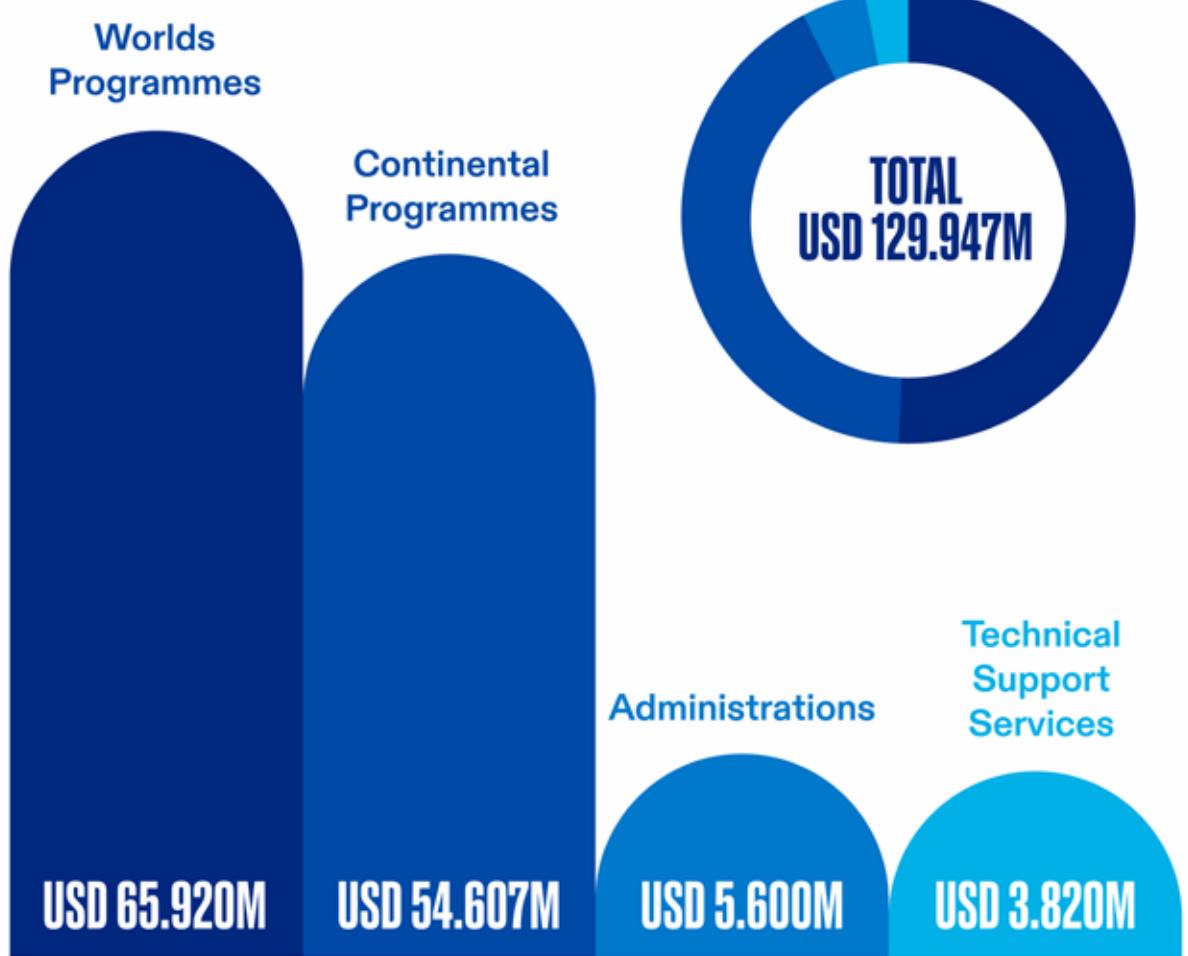


CLOSE - UP

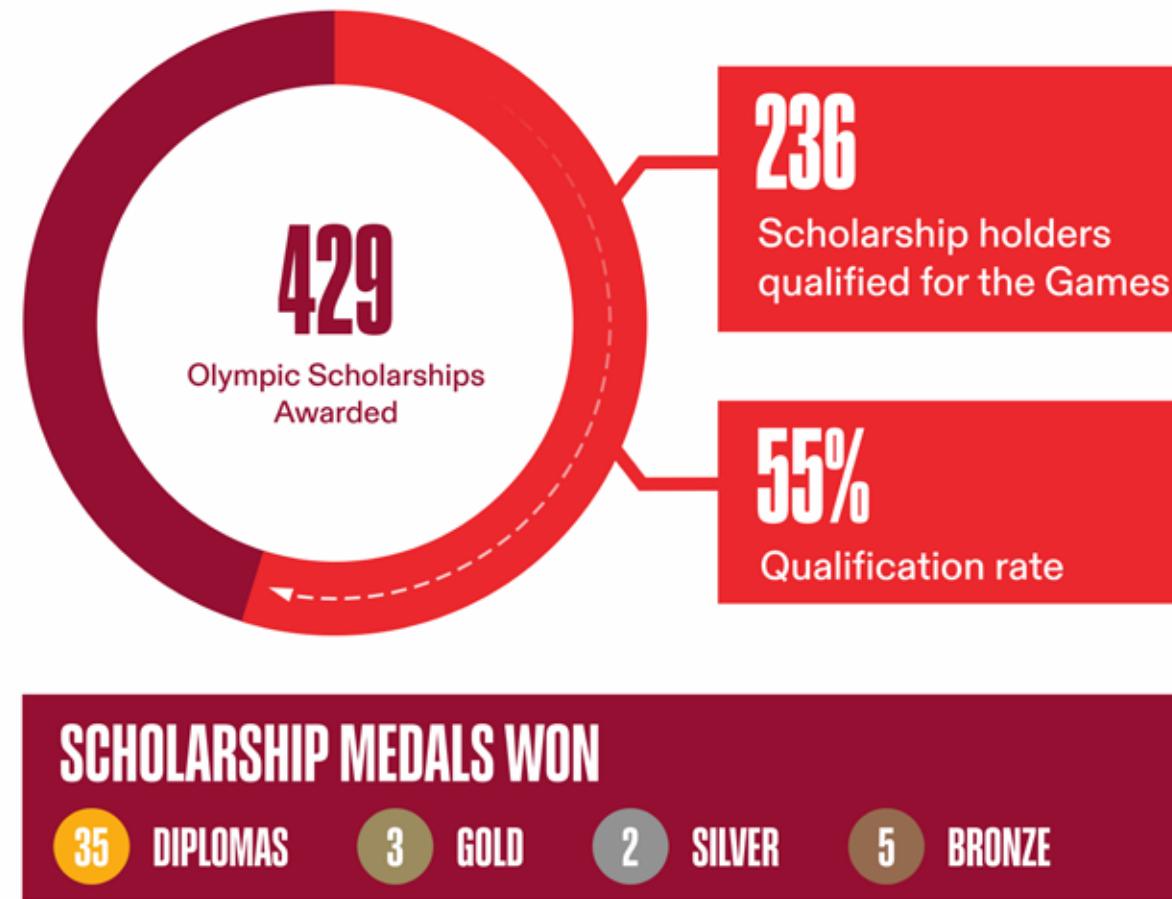




OLYMPIC SOLIDARITY 2022



OLYMPIC SCHOLARSHIPS FOR ATHLETES - BEIJING 2022



OLYMPIC HOUSE



The Olympic House is the headquarters of the International Olympic Committee (IOC), designed to be a sustainable and environmentally friendly building



100% of energy usage comes from renewable sources



50% reduction in energy consumption per square meter



50 - 75% reduction in use of municipal water per employee

ATHLETE365 LEARNING



Athlete365 provides tools, services and a strong global network to help athletes tackle the challenges that come with competing at the elite level.

46,606

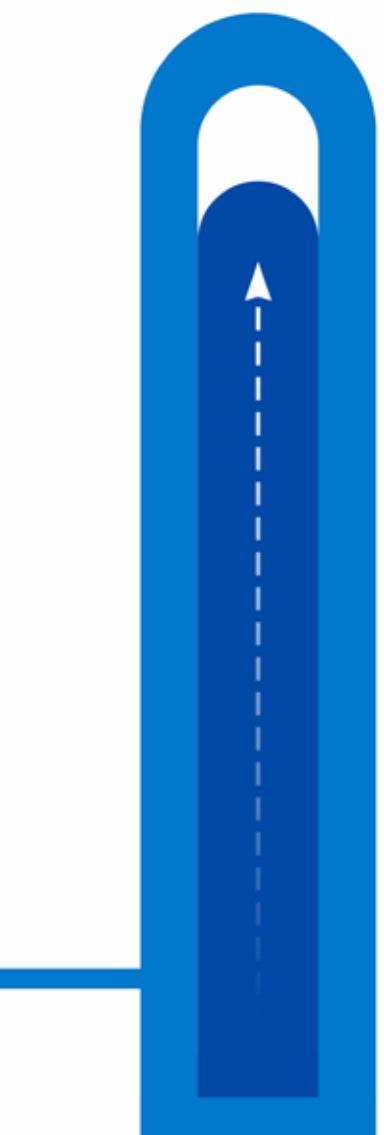
users

96,456

courses taken

85.2%

course completion rate



ATHLETE365 CAREER+



Athlete365 Career+ support athletes as they prepare for and go through career transition, providing workshops and training for athletes

1,322

licenses granted for the athlete career portal

209

registered candidates for athlete365 jobs

309

applications for jobs

91%

applied for a job

All data are provided by International Olympic Committee 2022

Olympics Infographics Reflections

What I learned:

I picked up valuable skills in managing my designs to align with the guidelines and restrictions. Following these guidelines taught me how to space logos appropriately, a skill that can apply to any logo design. I also learned effective spacing between content elements to prevent overcrowding.

What could be improved:

I think creating smoother transitions between each post could enhance the sense of unity. While each individual post included a color from the Olympics rings, using more colors could better represent the diversity of the Olympics palette.

Graphic Design

Graphic design is the art of combining text and images to send out a message or idea visually. It involves the use of typography, colors, shapes, and layouts to make information more engaging and easy to understand. Focusing on the skills to create eye-catching designs for various mediums, such as posters, handouts, and books.

In short, it's about transforming concepts into visually appealing and communicative designs.



Chicken Addiction

Timeline:

~ 2.5 weeks (20 hours)

Project Description:

Creating a recipe cookbook centered around chicken, exploring and rediscovering popular recipes from around the world. Why chicken? Because I have a profound love for food, especially various chicken dishes. The motto derived from the cookbook itself is “*Life without chicken has to be the worst life decision.*”

Software Used:

InDesign
Photoshop
Illustrator

Project Goals:

My objectives for this project include learning and mastering pages and prints layout, maintaining consistency in display and style throughout the cookbook, and selecting appropriate typefaces for different hierarchy systems.



2

Chicken Addiction

Chicken Addiction

About Me

Nicolas Wong was born in Jakarta, Indonesia. His food life revolves around Asian cultural food. Chicken is one of the most eaten meat in Indonesia, therefore his love for chicken is incomparable. He is very excited to share his knowledge of chicken recipes to the world.

"Chicken is a world wide comfort food and can be found in high end cuisine to soulful home cooked recipes. The dishes within this recipe book have been gathered together to present the best of the best chicken dishes around the world. Top-quality food can be easily reproduced with the combination of bold flavors and love. Everyone can be a chef if they have the passion for it."

3



KungPao Chicken

Serving: 6 Time: 50mins

Ingredients

28 oz	boneless/skinless chicken breast (1inch cubes)
1tbsp	shaoxing wine or dry sherry
1tbsp	light soy sauce
2 tsp	baking soda
1tsp optional	cornstarch / corn flour
	cooked/fried rice

Stir Fry:

4 tbsp	cooking oil divided
1½ tbsp	garlic (or 4-6 cloves)
1tbsp	ginger
½ piece	red bell pepper, seeded and diced
½ piece	green bell pepper, seeded and diced
8 pieces	dried chilies (½ inch pieces)
1tbsp	Sichuan peppercorns, lightly toasted
4 pieces	green onion (1-inch pieces)

Sauce:

½ cup	low-sodium chicken stock (or broth)
5 tbsp	light soy sauce
2 tbsp	Chinese black vinegar (or balsamic vinegar)
2 tbsp	Chinese Shaoxing wine (or dry sherry)
2 tsp	dark soy sauce
2 tsp	hoisin sauce
2 tsp	sugar
1tsp	cornstarch / corn flour
½ cup	roasted/unsalted peanuts
2 tsp	sesame oil

Instructions

1. Combine all ingredients for the chicken in a bowl; cover and marinate it for at least 10 minutes.
2. Mix sauce ingredients together until they all dissolves; set aside.
3. Heat up a large pan/wok over high heat. Add and heat up 2 tablespoons of cooking oil, then mix in the marinated chicken. Fry chicken for 3-4 minutes while stirring constantly, until their edges are browned. Remove from heat and set aside.
4. Add the rest of the cooking oil into the same pan/wok. Throw in garlic, ginger, dried chili, diced peppers, and Sichuan peppercorns and stir fry for 1 minute.
5. Pour and mix the sauce into the pan and bring it to a boil while stirring.
6. Wait until the sauce to be lightly thickened, add chicken back into the pan/wok and mix all of the ingredients through the sauce until the chicken is evenly covered (around 2 minutes).
7. Mix in green onions, peanuts and sesame oil. Continue to cook for 2 more minutes for the flavors to be soaked in.
8. Serve immediately with cooked rice/fried rice and enjoy!



Chicken Pot Pie

Serving: 8 Time: 60mins

Instructions

1. Heat up oven to 425°F.
2. Melt the butter in a 12-inch cast iron (or other oven proof) skillet over medium heat. Throw in the onion, celery, carrots over the butter and sauté for 5 minutes, mix until the onions are browned.
3. Add flour, salt, pepper, celery seed, garlic powder and thyme to the butter and vegetables until it creates a thick paste. Sauté for 2 minutes.
4. Slowly pour the milk. After the milk is fully mixed, slowly add the chicken stock. Simmer, whisking continuously until mixture has slightly thickened.
5. Add the peas and chicken to the sauce.
6. Roll out one pastry sheet into a 16-inch square on a lightly floured surface. Cut into 26 (3-inch) squares. Place the squares, slightly overlapping each other on top of the chicken mixture.
7. In another bowl, whisk the egg with 1 tablespoon water. Brush the egg wash over the puff pastry. Put it in the oven for 25 minutes until the pastry is golden brown and the filling is bubbling.
8. Take them out and serve immediately to enjoy!

Ingredients

½ cup	butter (1 stick)
2 cups	carrots, 1/4 inch sliced
1 cup	celery, 1/4 inch sliced
1 cup	onion, chopped
½ cup	flour
1 tsp	salt
½ tsp	black pepper
½ tsp	celery seed
1 tsp	garlic powder
1 tsp	fresh thyme, minced (optional)
1 cup	whole milk
2 cups	chicken stock
2 cups	peas, frozen
4 cups	cooked chicken (3 chicken breasts, pre cooked or rotisserie)
1 package	frozen puff pastry, (slightly thawed)
1 egg	(for pastry wash)



Curry Chicken Skewers

Serving: 4 Time: 255 mins (4h prep)

Instructions

1. Combine all ingredients (except chicken) in a bowl. Stir and combine well until they all dissolve.
2. Add chicken to a large ziploc bag with the mixture and let it marinade.
3. Let it marinate for at least 4 hours (or overnight).
4. Heat a grill or grill pan to a medium-high heat. Arrange chicken skewers in a single layer and cook, rotating occasionally, until chicken is no longer pink in the center (around 10 minutes).
5. When ready, serve immediately and enjoy!

Ingredients

1lb	chicken thighs (cut into one inch pieces)
2 tbsp	vegetable oil
2 tsp	agave (or honey or brown sugar)
1 tsp	salt
1 tsp	black pepper
2 tbsp	curry powder
1 tbsp	sriracha
2 limes	(juiced)
**	green onions (for garnish)
**	lime wedges (for garnish)

** As you desire

CHICKEN CHICKEN CHICKEN
CHICKEN NACHOS CHICKEN POT PIE
PIRI PIPI CHICKEN LEMON CHICKEN
KEM GRILLED CHICKEN RICE

CHICKEN ADDICTION

“Life without **chicken**,
is gotta be the
worst life decision”

Chicken Addiction Reflections

What I learned:

Entering this project with enthusiasm, my primary goal extended beyond exploring chicken recipes. As I did research for diverse recipes, I encountered challenges involving both modest and extensive amounts of cooking ingredients and instructions.

It is crucial to create a grid system that is not only flexible but also visually appealing (this also makes my life easier).

What could be improved:

After printing the final product and have it as a bounded book, I noticed minor issues that became apparent in the physical format. The binding seems to have little breathing room, resulting in a slight sinking of the inner pages. Resolving this concern involves going back to the grid layout to ensure the inner sections have enough breathing space.

THE

LIEBLINGE

08 EDITORIAL
10 ZUM ABSCHIED FAREWELL

PRODUKTION

16 DAS NOVUM COVER DA 02.21 PAPER, DRUCK, UND GESTALTUNG
17 PAPIERPROJEKTE

FOCUS

19 ALLES, WAS RECHT IST VON ANDRIANA KOLIC WIE GRÜNDE ICH EINE GESELLSCHAFT
20 YOUNG TALENTS

SERVICE

80 COVERFINDER
81 IMPRESSUM / PRINT ABO / NEMNUNG SUBSCRIPTION
82 COVER STORIES BY HORST MOSER

ORIENTATION SYSTEMS

22 IZMO (GER)
B9Z ETTLINGEN: MEHR ALS NUR WEGWEISER
ALL-ROUND GUIDANCE

26 BLANK STUDIO (POL)
GESTALTUNG MIT STIL UND SPAS
AN OPPORTUNITY TO HAVE FUN

29 STUDIO LEH (DEU)
ASTHEMISCHE UND LEICHT VERSTÄNDLICH
STUDIO LEH'S EXPERIENCE-BASED WAYFINDING

32 DSD (GBR)
ALTES ZITIERN, NEUES SCHAFFEN
GRAND JUNCTION: HONESTY IN DESIGN

34 MONTEURS (GER)
WAS LANGE WÄHRT
SIGNAGE FOR BERLIN BRANDENBURG AIRPORT

38 NETECHE WERK (MLD)
NET PREDIKHERIN: AUFRÄGEND UND FRÖHLICH
A LIBRARY ENTERS A NEW ERA

40 WIPBRANDS (FRA)
EINE RUNDE SACHE
THÉÂTRE DE MONTRÉAL: ART AS SIGNAGE

THIS IS PACIFICA (POR)
TRANSFORMATIVE MATERIALS
THE NEXT LEVEL IN GRAPHIC DESIGN

Zur den wichtigsten Themen unserer Zeit gehören für die Autoren von This Is Pacifica Umwelt, Gender und Nachhaltigkeit und ihre Aufgabe sehen sie darin, als Mediator zwischen Marken und Konsumenten zu agieren.

For the creators of This Is Pacifica, data protection, gender and sustainability are some of the most important issues of our time. Therefore, they believe, it is as a mediator between brands and consumers.

MAURO BUBBICO (ITA)
ARTS LIGHT GERMANY
ARTISTIC MESSAGES

Maurizio Bubbico stammt aus der süditalienischen Region Basilikata und interessiert sich historisch für die Volks- und Handwerkstraditionen seiner Heimat. In den Arbeiten des auch politisch und sozial engagierten Gestalters finden sich diese Erfolice eingefügt.

Maurizio Bubbico, who hails from the region of Basilicata in southern Italy, is passionate about the folk and craft art and the oral traditions of his homeland. These influences are interpreted in a contemporary way in the work of this politically and socially engaged designer.

LEÓN ROMERO (ESP)
THE CHANCE AS CHANCE
A CONSTANT SEARCH

Kurz vor dem Ausbruch der Corona-Pandemie gründeten Jorge León und Mikel Romero in Barcelona ihr Designstudio. Wichtige pioniergrüne für einen Neuanfang, doch mit Mut und Durchsetzungsfähigkeit. Sie bringen die Designerschaft vor allem durch ihren starken und unkonventionellen Umgang mit Typografie.

Shortly before the Corona pandemic started to rage, Jorge León and Mikel Romero set up a design studio together in Barcelona. Not the best time for a new launch, but with courage and determination, combined with powerful and unconventional use of typography, these creatives are carving out a path for themselves and enriching the design landscape.

ESTHER NOYONS (NLD)
DESIGNS WITHOUT DISTANCE
ENCORE!

Bei Esther Noyons spielen nicht nur Typografie und eine starke Bildsprache eine wichtige Rolle, auch die Theatralität und ein großer Griffus auf die Gestaltung aus und die Autoren der niederländischen Designer sind entsprechend regelrecht choreographiert.

Esther Noyons places great emphasis on typography and strong imagery, and the influence of the theatre is also unmistakable in her rich and diverse output. In fact, you could say the work of this Dutch designer is positively choreographed.

DIEGO BERMÚDEZ (COL.)
PARENTHETIC WORKS WITH FRIENDS

Die Brüder Diego Bermúdez und Felipe Bermúdez sind einzigartig in ihrer klaren Farben und klaren Schriften, welche einen sofortigen Eindruck im Gespräch mit Felipe Bermúdez plaziert sich der Größere der beiden "Als vierter von sechs Brüdern und Kind zweier Designer bin ich derjenige, der am schlechtesten aussieht".

The work of Colombian designer Diego Bermúdez is quite unique – strong colors and clear messages immediately capture the attention. In conversation with Felipe Bermúdez, Bermúdez as senior modestly: "As the fourth of six brothers, and with parents who are both designers, I am the one who looks the worst".

JOSEPH & SEBASTIAN (GER)
JENSESTS DER TECHNISCHEN WACHSTUMSKurve
THE WORLD IS GOING MORE AND MORE VISUAL

Joseph Schmidt-Klingenberg und Sebastian Dommereyer bevorzugen eine fundierte Ausbildung in Design Thinking gegenüber ausgleichsreichen Wissensweisen. "Wir zu kann man mit einem analytischen Auge innovative Lösungen für komplexe Probleme finden".

Joseph Schmidt-Klingenberg and Sebastian Dommereyer prefer a well-founded training in Design Thinking to highly specialized niche knowledge. That's the only way you will be able to look analytically at complex problems and find creative solutions.

50

56

62

68

74

Inhalt

Timeline:

~ 2 weeks (15 hours)

Project Description:

Redesigning the table of contents for a random magazine, maintaining the original page and content while giving it a more appealing look. The table of content, or “Inhalt” (meaning content in English), contain both English and German language content.

Software Used:

InDesign
Photoshop
Illustrator

Project Goals:

My aim was to learn how to organize content effectively. I explored various ways to create hierarchy in a text-only context, experimenting with lineworks, and selecting suitable typeface combinations, including both sans serif and serif fonts.

RELEVANT

LIEBLINGE
09 EDITORIAL
10 ZUM ABSCHIED FAREWELL

PRODUKTION
16 DAS NOTOM COVER DU 02.23 PAPER BACK AND GESTALTUNG

FOCUS
17 PAPIERPRODUKTE
18 ALLES WAS RECHT IST VON ANDRIANA KOCIC WEIRICHES EIGENE GESELLSCHAFT

SERVICE
20 YOUNG TALENTS
80 COVERFINDER
81 IMPRESSION IMPRINT ADRONEMENT SUBSCRIPTION
82 COVERSTORIES BY HORST MOSER

ORIENTATION SYSTEMS

22 L2M3 (GER)
BILDETTUNGEN: MEHR ALS NUR WEGWEISER
ALL-ROUND GUIDANCE

26 BLANK STUDIO (POL)
GESTALTUNG MIT STIL UND SPAB
AN OPPORTUNITY TO HAVE FUN

28 STUDIO LEH (DEN)
ASTHETISCHE UND LEICHT VERSTÄNDLICH
STUDIO LEH'S EXPERIENCE-BASED WAYFINDING

32 (SDS) (GBR)
ALTES ZITIEREN NEUES SCHAFFEN
GRAND JUNCTION: HONESTY IN DESIGN

4 4 THIS IS PACIFICA (POR)
TRANSFORMATIVE MATERIALESTAT
THE NEXT LEVEL IN GRAPHIC DESIGN

4 4 Noam Novak (NLD)
WHAT THEY DON'T TALK ABOUT WHEN THEY TALK ABOUT THE BUSINESS OF DESIGN
Novak from the Netherlands has been working with the design agency Rethink about the future of the business of design. He says: "We have to change the way we do business, data prediction, global communication, and more."

5 5 MAURO JUBICO (COL)
ANSICHT UMLAUF
AMERICAN NAVY

5 5 Mauro Jubico (Colombia) has undertaken a series of illustrations for the American Navy's website. Jubico's illustrations are bold and graphic, reflecting the values of the military.

6 6 DIE KUNST DER ZEICHNERIN
LLON ROMERO (ESP)

6 6 DIAS HERMÁNEZ (COL)
TAMBORRONE ARQUITECTURA MET TETUANG

6 6 Luisa and Alvaro Hermánez from Bogotá have created a series of architectural drawings for the Colombian designer Diego Hermández, who has won several awards for his work.

8 8 JOSEPH & SEBASTIAN (GER)
JONSETZ DER TECHNISCHE MACHMARKT

7 7 THE WORLD IS BEING MADE AND MADE VISUAL
JOSEPH SCHMIDT KIRCHBERG & SEBASTIAN CHOMBERGER

7 7 Joseph Schmidt Kirchberg and Sebastian Chomberger, two young designers from Austria, are challenging the world of design. They believe that design can be used to solve complex problems.

4 4 Joseph Schmidt Kirchberg and Sebastian Chomberger create a world around them in design. Their work is highly specialized and analytical, yet complex problems are often best solved through creative intuition.

LIEBLINGE

08 EDITORIAL
10 ZUM ABSCHIED/FAREWELL
16 DAS NOVUM COVER 01/02/21, PAPIER, DRUCK, UND GESTALTUNG
17 PAPIERPROJEKTE

FOCUS

19 ALLES, WAS RECHT IST VON ANDRIANA KOURI WIE GRÜNDEN EINE GESELLSCHAFT
20 YOUNG TALENTS
21 COVER FINDER
80 IMPRESSUM / MPW7 ABONNEMENT SUBSCRIPTION
81 COVER STORIES BY HORST MOSER
82 COVER STORIES BY HORST MOSER

ORIENTATION SYSTEMS

22 L2RQ (GER)
BBZ ETTLINGEN: MEHR ALS NUR WEGWEISER
ALL-ROUND GUIDANCE
26 BLANK STUDIO (POL)
GESTALTUNG MIT STIL UND SPAB
AN OPPORTUNITY TO HAVE FUN
28 STUDIO LEH (DEN)
ÄSTHETISCHE UND LICHT VERSTÄNDLICH
STUDIO LEH'S EXPERIENCE-BASED WAYFINDING
32 DSD (GBR)
ALTES ZITTERN, NEUES SCHAFFEN
GRAND JUNCTION: HONESTY IN DESIGN

ESTHER NOVOS (NLD)
GELEGENHEITSPROJEKT

29 THIS IS PACIFICA (POR)
TRANSFORMATORE MATERIALCITY
BLACK & WHITE / GRAPHIC DESIGN

Zum den 20-jährigen Jubiläum interviewt das jüngste Team für die Ausstellung von This Is Pacifica, bestehend aus Studio und Nachwuchsdesignern und ihrer Kolleginnen, einen Designer aus dem regionalen Markt mit ihrem Projekt in eigenen Worten. Für ihr Studium ist Heidi Andrade eine preisgekrönte Designerin und verantwortliche Projektleiterin an der Hochschule für Gestaltung und Kunst Ulm. Sie erklärt, «this is a mixture of our past and our future. They reflect, they evolve, they are a mixture of our past and our future».

MARIO BURBICO (ITA)
ANSUCHERBRICHT

AMERICA THE UNKNOWN
Kolumbus und Columbus und der kolonialistischen Begeisterung, die ihn und seine Kollegen in Amerika entzündete, sind ein zentraler Teil des neuen Covers. Diese beiden Entwicklungen und die Kritik daran führen zum Titel, der auch politisch untermauert wird.

Mario Burbico, who has been running the studio of Illustration and Design since 2012, is a specialist in the field of book illustration and editorial design. In his studio, he also teaches students at the Hochschule für Bildende Künste Braunschweig. These influences are reflected in his designs, which are characterized by a mix of traditional and contemporary forms in his work, as well as in his personal projects.

LEON ROMERO (ESP)
A CONSTANTE SEABRACH

Die ARKE ALS CHANCE
Kurt vor dem Auslaufen der Karriere: Professionsgründung. Jorge Luis und Milán überzeugen im Besonderen, die Überzeugung, dass sie gemeinsam mit einem Teamwerk die allerfurchtigsten Situationen bewältigen können. Zusammen mit «Young & Rubicam» startet die Designagentur «Seabrach» mit Jorge Luis und Milán zusammen mit Young & Rubicam. Shelly Johnson, das Studio partnerete, schreibt in einer Pressemitteilung: «Shelly Johnson has joined forces with Young & Rubicam to form the new studio, which will work on design studio together with partners. In the short time of the new studio, our work is already taking off & developing. Our creative creatives are working hard for themselves and contributing to a complex problems and yet creative solutions».

ELIOGO BERMEDEZ (COL)
FABRICANTES AMÉRICAS MIT TERRANOVA

THE PARADE OF MEXICO CITY 1927
Sie präsentieren den Kollektivausstellung «Latin American Art» zusammen mit dem Kulturfestival «Feria del Libro». Sie zeigen die Arbeit von mehreren Künstlern und Designern aus Lateinamerika, die am «Mérida Book Fair» teilnehmen.

The work of Colombian designer Eliogo Bermez is clearly defined, as are the illustrations of Mexican artist Daniel González. The work of Colombian designer Daniel González is clearly defined, as are the illustrations of Mexican artist Daniel González.

JOSEPH & SEBASTIAN (GER)
INSELN DER TECHNISCHE MACHBARKEIT

THE WORLD IS SMALL AND MOBILE WORLD
Joseph Schmid, Klingenberg und Sebastian Schmid aus «Engineering Design» im Interview mit «Young & Rubicam» über die Arbeit am System. Joseph Schmid erläutert: «Engineering für Kunden mit kleinen Anwendungen kann leichter sein als Engineering für Kunden mit großen Problemen».

Joseph Schmid, Klingenberg und Sebastian Schmid erläutern: «Engineering für Kunden mit kleinen Anwendungen kann leichter sein als Engineering für Kunden mit großen Problemen».

«Young & Rubicam» ist ein neuer Zusammenschluss von «Young & Rubicam» und dem Büro für Design «Engineering Design». Die beiden Unternehmen haben sich zusammengetragen, um komplexe Probleme und schwierige Lösungen zu finden.

Inhalt Reflections

What I learned:

Providing enough breathing space between sections, be it headers or content, is crucial. Overcrowding can lead to a loss of consumer focus and engagement. It is important to keep consistency while adding unique elements to every section in order to make them cohesive and retaining the audience's attention. Experimenting with different sizes helps emphasize specific hierarchy power.

What could be improved:

Regarding layout and style, I'm happy with the outcome. However, I would like to explore designing more pages and consider incorporating new layouts while maintaining interest. This could include elements like illustrations or interactive features to enhance the overall table of content experience.

ILSE & CHARLES JOBSON
NATURAL PLAY PARK



COLENE HOOSE ELEMENTARY SCHOOL

GRAND
OPENING

COMMUNITY

Charlie Jobson Park

Timeline:

~ 3 weeks (30 hours)

Team:

Brandon Gilliland
Emma Tully

Software Used:

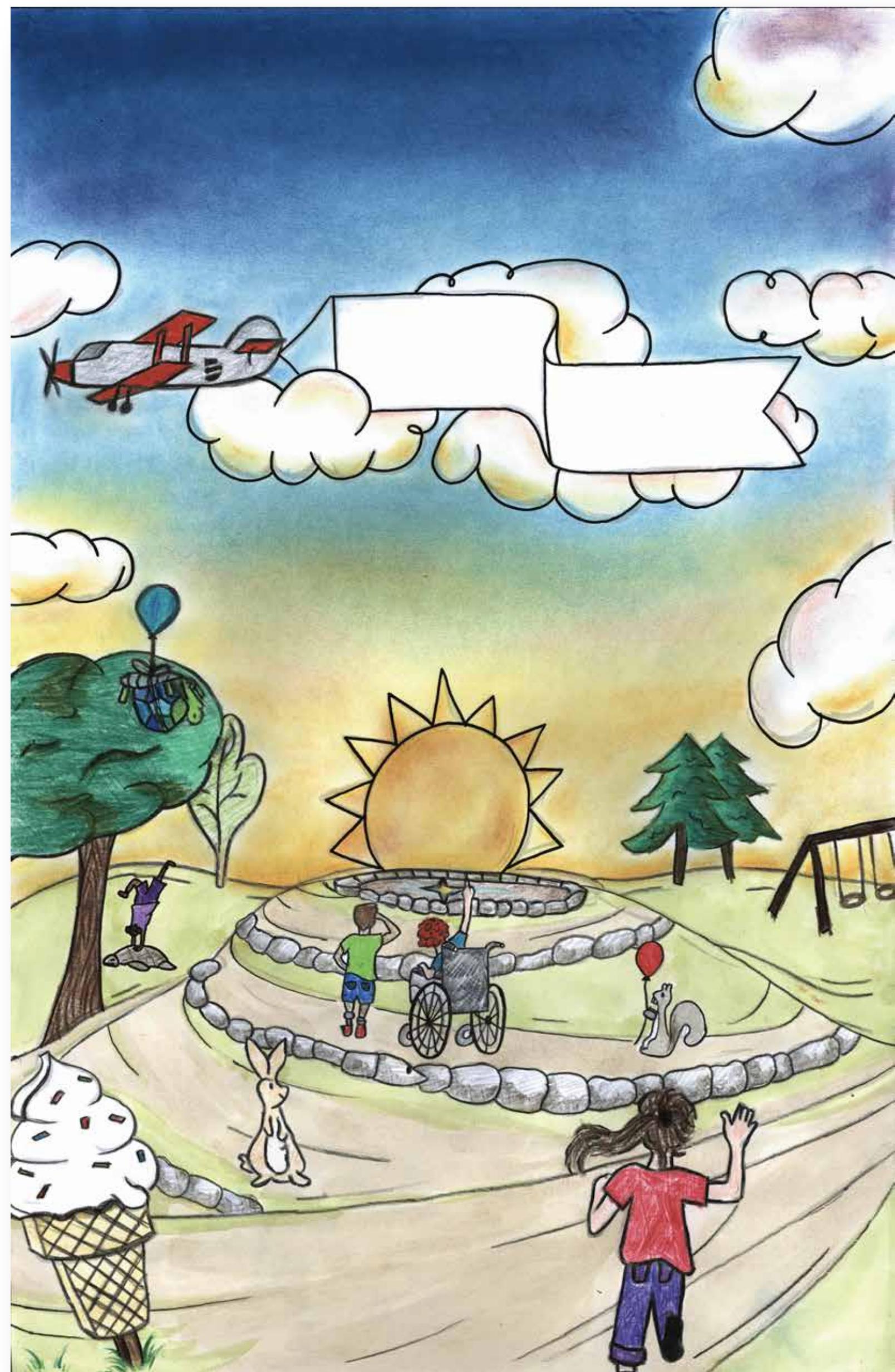
Photoshop
Illustrator
Procreate

Project Description:

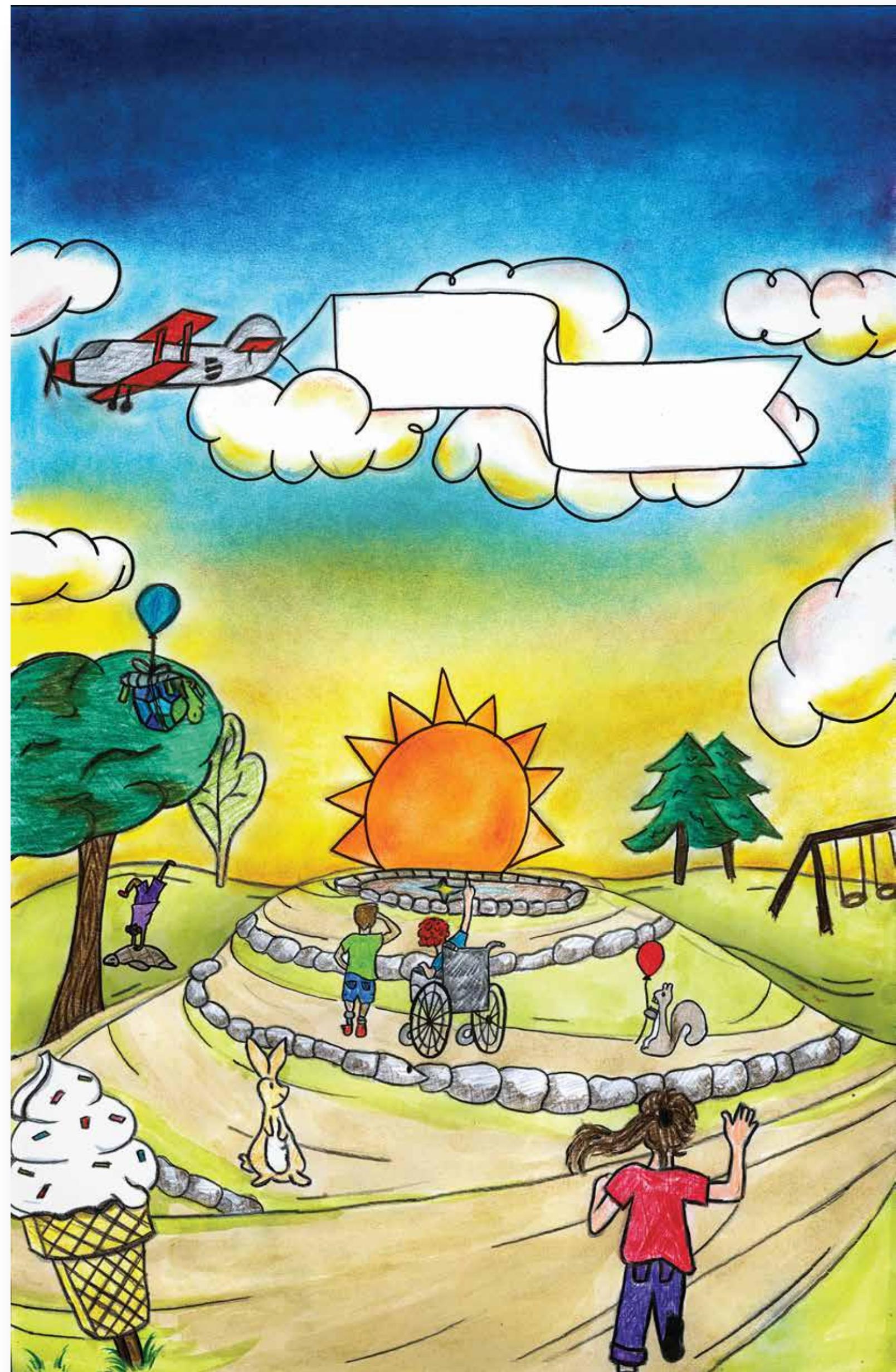
This is a client project, our design team competed with two other groups to create promotional advertisement for Charlie Jobson's new natural play park. Charlie, the funder, invested a significant amount in this park so it is accessible to students and the community. Our responsibility was to create an opening day advertisement, which included a park poster, signage, digital banner, and animation.

Project Goals:

The primary objective was to design a meaningful and engaging park poster and banner for elementary families and the local community. Our focus is to explore the use of realistic materials on paper while maintaining authenticity.



This is the original poster we crafted using colored pencils, crayons, and pastels. Unfortunately, after scanning it, the colors appeared diluted, making the whole poster less appealing.



This is the edited poster processed through Photoshop, using color correction to increase saturation and vibrancy. Additionally, shadows and dark spaces were added to introduce a sense of depth into the design.



This is the completed version of the poster, featuring added text and images that include logos, the park's name, opening date, mottos, and additional information.

SATURDAY, OCT 7

12-4PM

**ILSE & CHARLES JOBSON
NATURAL PLAY PARK**



**GRAND
OPENING**

COMMUNITY

COLENE HOOSE ELEMENTARY SCHOOL

Charlie Jobson Park Reflections

What I learned:

Bringing materiality in this poster adds an authentic touch that makes it more meaningful to the audience. **Understanding the audience, in this case, families and community members, is crucial.** Creating the design towards the targeted audience allowed us to design a poster that appeals to the aesthetics of kids and the community.

What could be improved:

Given the time constraints, there wasn't extra time to refine typography and text placements. However, with the available time, we made sure that they were appropriately positioned. While there are minor details in characters and colorings that could be refined, they adds charm to the poster, giving it a childlike and characteristic quality.

UI/UX Design

UI/UX design is the thoughtful process of enhancing user experience and interaction by creating seamless designs within digital products. It involves understanding the user needs, behaviors, and goals to design interfaces that are both easy to navigate and enjoyable to use. Focuses on the look and feel of the product, to make sure it is visually appealing and user-friendly. It also concentrates on the overall experience and functionality, aiming to make the user's experience through their task as smooth and satisfying as possible.

In short, its about creating smooth digital experiences by blending user-friendly interfaces (UI) with satisfying user journeys (UX).

Boost

Bikeshare System



Boost Mobile (branding extension)

Timeline:

~ 4 weeks (40 hours)

Project Description:

Made to solve the campus transportation challenge, a new bikeshare system that allow efficient travel for students and faculty. Boost not only saves time but also contributes to a healthier environment, reducing the overall carbon-dioxide number in the campus.

Software Used:

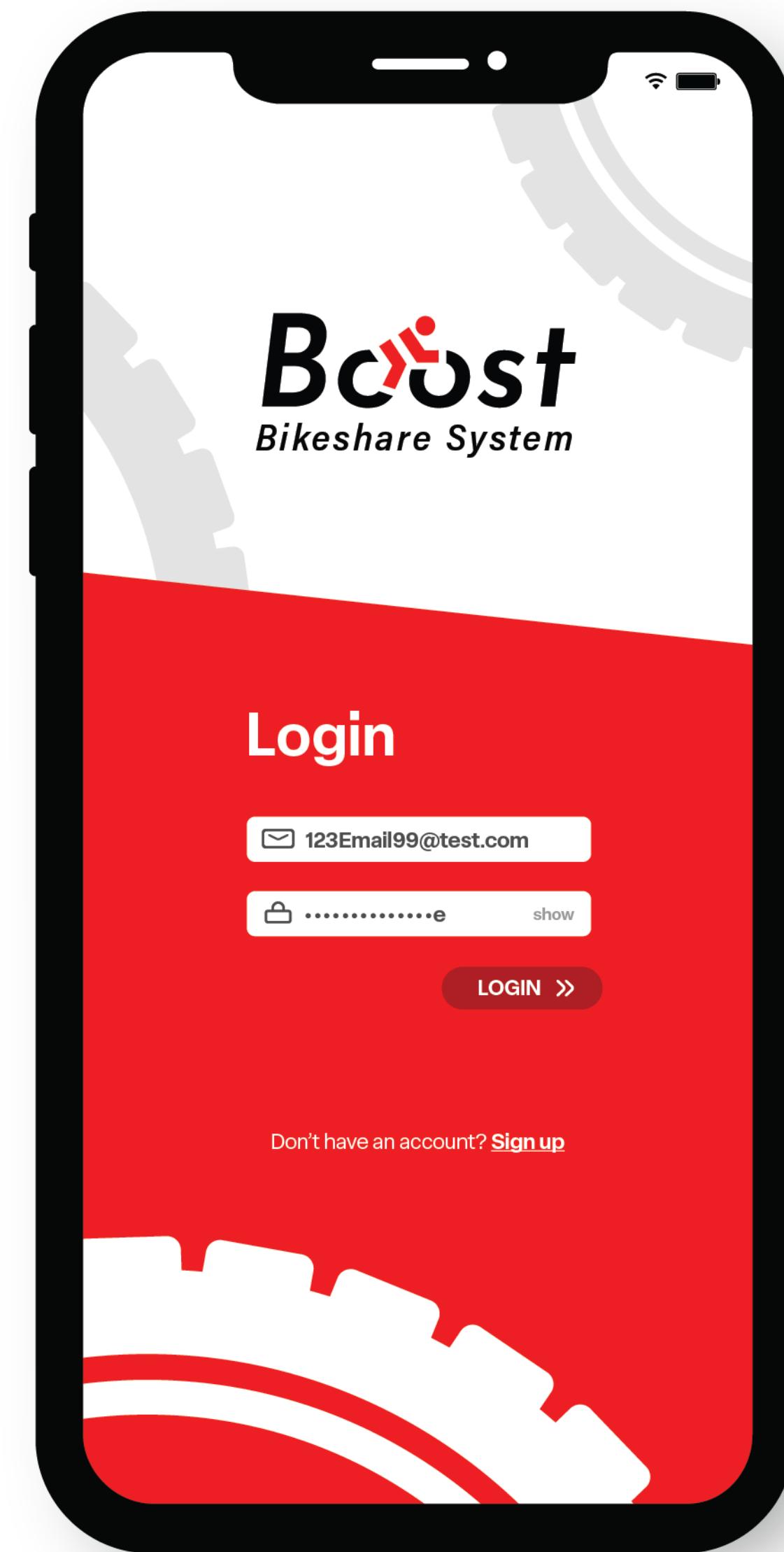
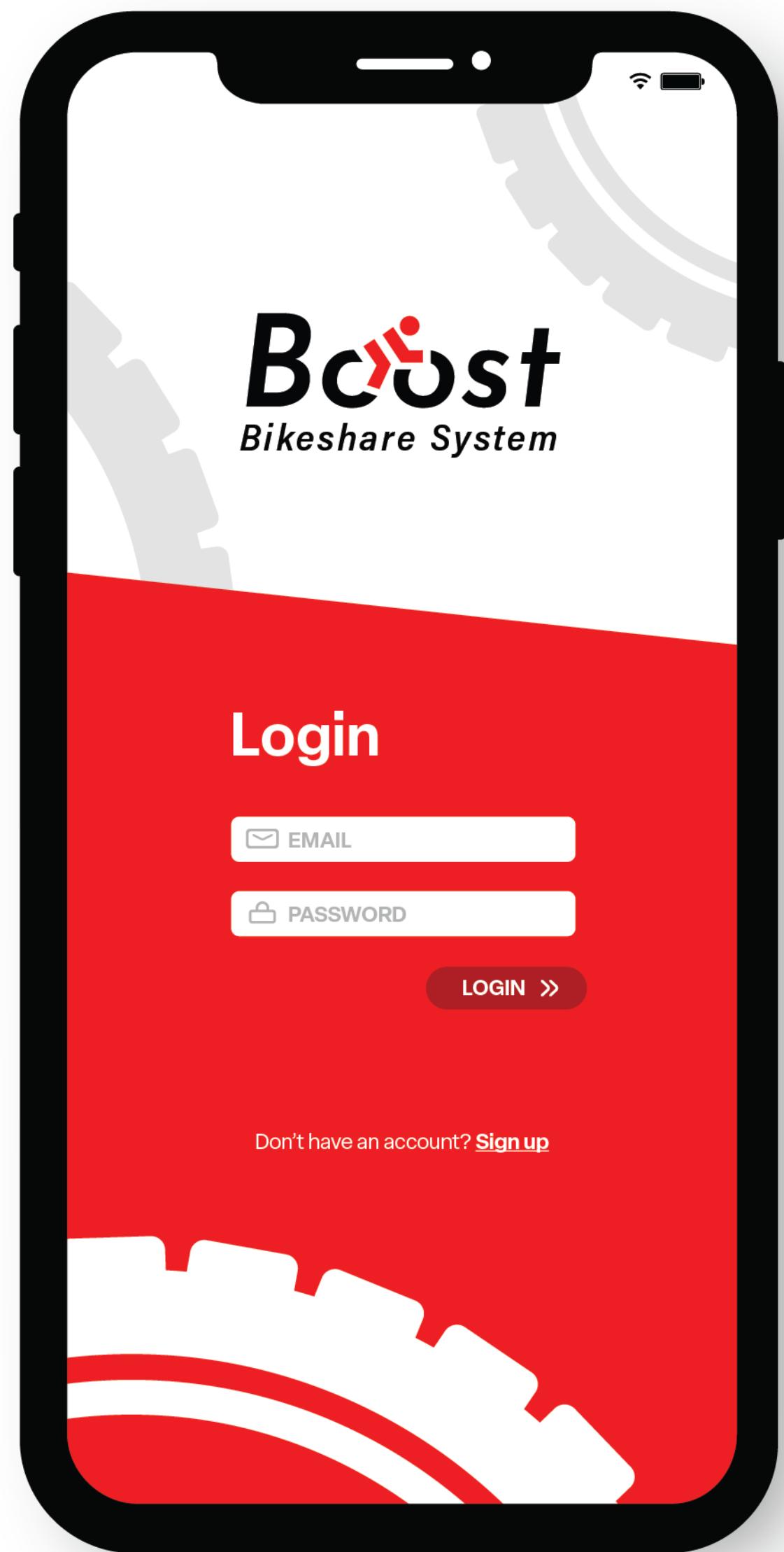
InDesign
Photoshop
Illustrator
XD
After Effect

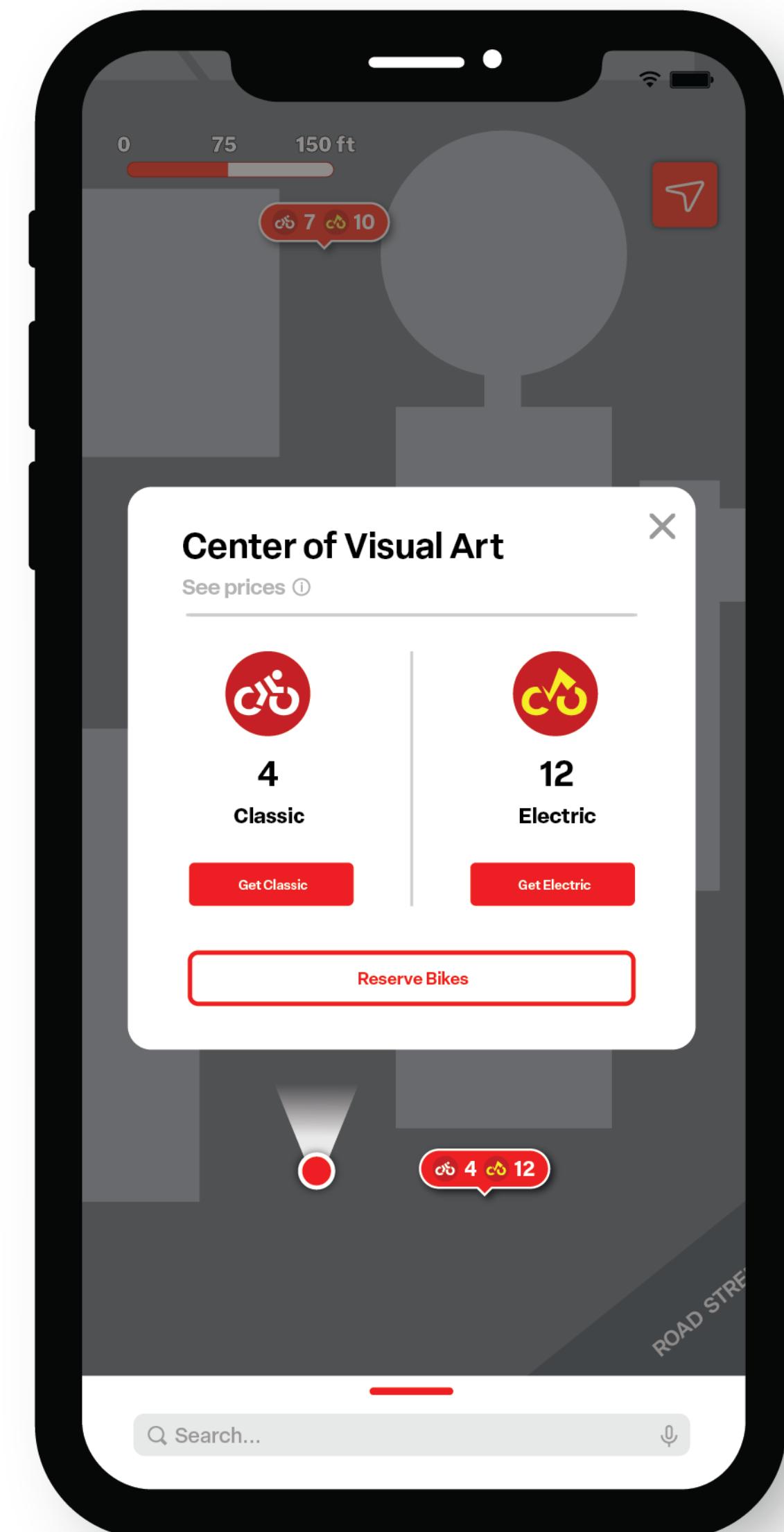
Project Goals:

Creating a brand startup, my goal was to extend the mission across various mediums, such as posters, a mobile app, and bike stations while maintaining a consistent, engaging design. I also aimed for a clean and straightforward aesthetic throughout the entire brand.



For a functional bikeshare system, it needed a user-friendly app to navigate locations and check bike availability. Understanding the user flow was crucial to ensure a seamless experience.







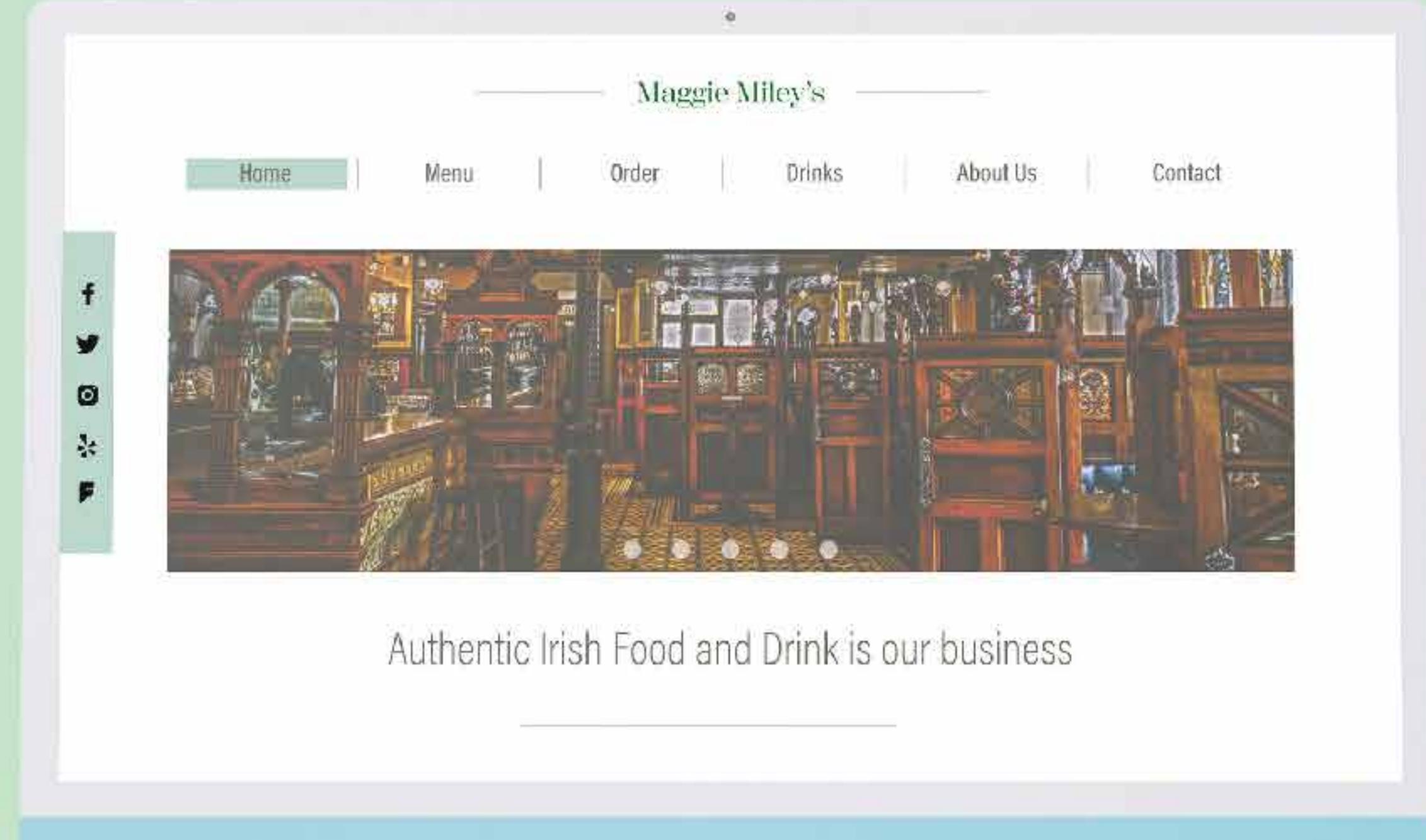
Boost Mobile Reflections

What I learned:

Building a brand goes beyond just creating a logo. A great brand always use a style familiarity that extends beyond the logo. **Understanding how we deliver the brand to the audience and consistently capturing their attention is crucial.**

What could be improved:

The brand could be further expanded through a social media campaign, for example Instagram or twitter posts. Unfortunately, due to time constraints, I couldn't fully design the app, which need the map to be more detailed and extra features that are not included yet. However, I made sure to include essential elements that are needed for consumer use.



Irish Pub
Maggie Miley's
Redesigned

Maggie Miley

Timeline:

~ 3 weeks (25 hours)

Software Used:

XD
Photoshop

Project Description:

I redesigned a local business's website that appeared unappealing and outdated. Instead of recoding the entire site, the focus was mainly on redesigning the layout for a more pleasing and user-friendly appearance. **The primary goal was to simplify the customer's experience, making it both visually appealing and user-friendly.**

Project Goals:

The project aimed at learning how to redesign a website without altering its content, focusing on the consumer's perspective to understand their overall experience. Specifically, the main focus was on **improving the customer's experience with online food ordering.**

Maggie Miley's

Home

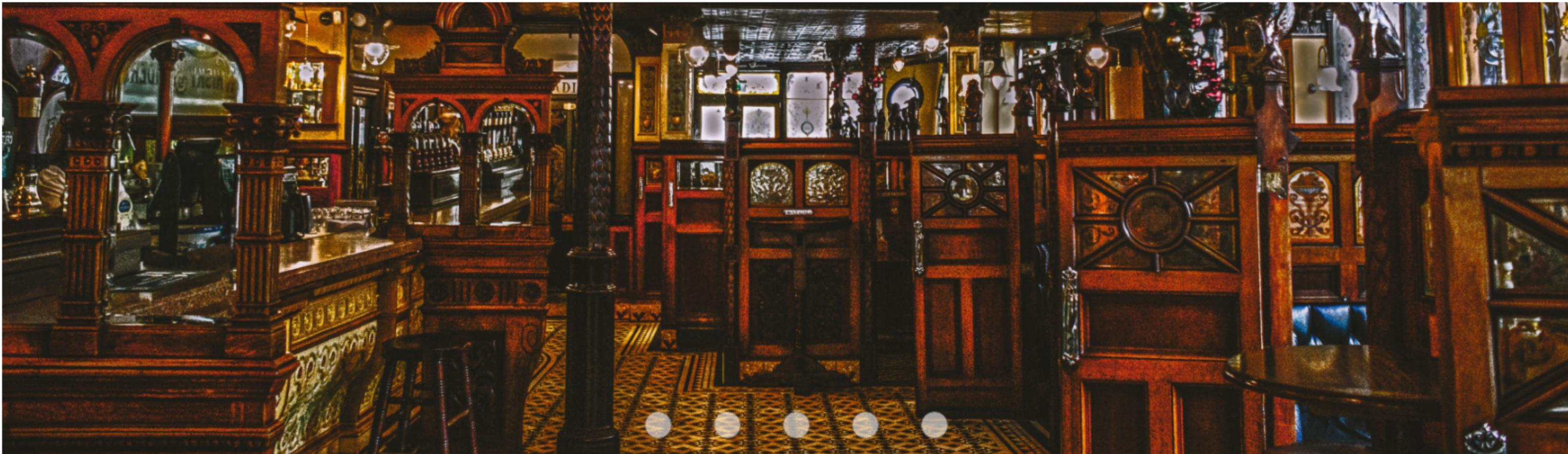
Menu

Order

Drinks

About Us

Contact



Authentic Irish Food and Drink is our business

MENU

For over 12 Years, Maggie Miley's Irish Pub has continued to bring great food and spirits to the Bloomington - Normal area.

Open 7 days a week, Maggie's brings you constant football matches and an incredible Irish atmosphere.

[view full menu](#)

[ORDER HERE](#)





DAILY SPECIALS

Monday



Tuesday



Wednesday



Thursday



Friday



Saturday



Sunday



Maggie Miley's

Home | Menu | **Order** | Drinks | About Us | Contact



Place Your Order



Appetizers

Start with our amazing starter food and taste every bit of the golden touches

[See more](#)



Soup

Try some of our delicious home-made soups, with many varieties of flavors on every sip

[See more](#)



Sandwiches

Our sandwiches are made with layers of the best combinations and layers of love from our chefs

[See more](#)



[See more](#)



[See more](#)



[See more](#)

Entrees

Want to try something to bless your tongue? Try out signature dishes straight from the heart.

[See more](#)

Desserts

End your meals with our savory desserts. The cherry on top of everything.

[See more](#)



126 Beaufort, Normal IL 61761

Mon-Thur: 11am - 1am

Fri-Sat: 11am - 2am

Sun: Noon - 1am

MaggieMileys@gmail.com

309-807-4301

© 2022 Maggie Miley's

Maggie Miley's

Home | Menus | Contact

Choose a Menu

APPETIZERS

Wings O'Fire

A generous portion of our fine chicken wings served with celery, carrots and your choice of blue cheese or ranch dressing.

\$10.99

Add a note...

Wings O'Fire
A generous portion of our fine chicken wings served with celery, carrots and...
\$10.99

Sweet Potato Chips
Freshly sliced and deep fried these chips are perfect for dipping or eating on their own. Served with ranch dressing.
\$4.99

Cork Fries
A generous portion of our chips (fries) tossed in a blend of seasoning and...
Half - \$2.99, Full - \$4.99

Smoked Salmon
Thinly sliced chilled smoked salmon served with lemon, diced onion, capers and...
\$11.99

Boxty Cheese Dip
A wee twist on a traditional favorite. This boxty appetizer has potato pancake...
\$9.99

Battered Sausage
Straight out of Dublin. This is a favorite of many Irish people. Irish pork sausage...
\$9.99

Chicken Tenders
Breast meat breaded and deep-fried to a golden brown. Served with your choice...
\$9.99

Onion Rings
Our onion rings are made with Guinness beer batter and served with Maggie's Dip
\$6.99

Add to Cart

btotal:
total:
Checkout

Maggie Miley's

[Home](#)[Menu](#)[Order](#)[Drinks](#)[About Us](#)[Contact](#)

Thank You!

We received your order!

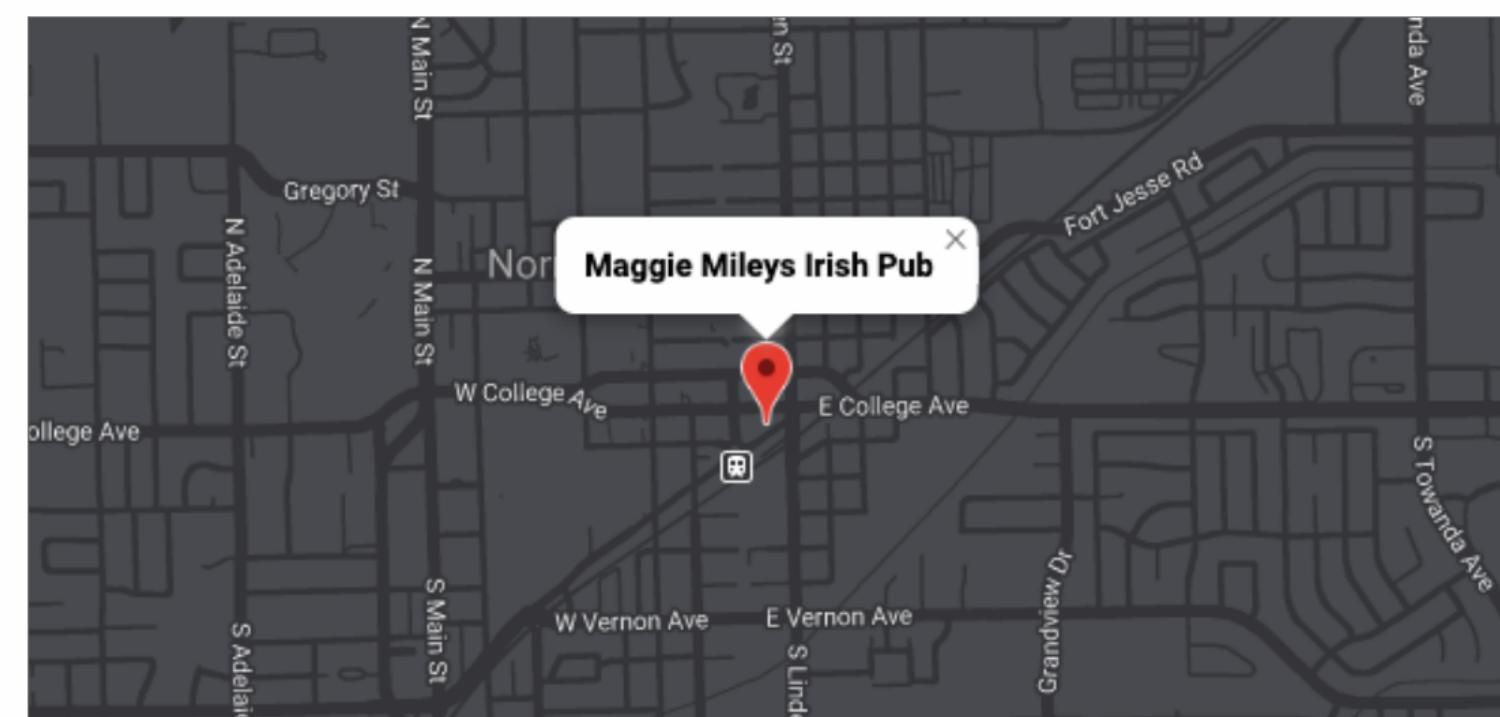


126 Beaufort, Normal IL 61761

Mon-Thur: 11am - 1am

Fri-Sat: 11am - 2am

Sun: Noon - 1am



© 2022 Maggie Miley's

309-807-4301

MaggieMileys@gmail.com

Maggie Miley Reflections

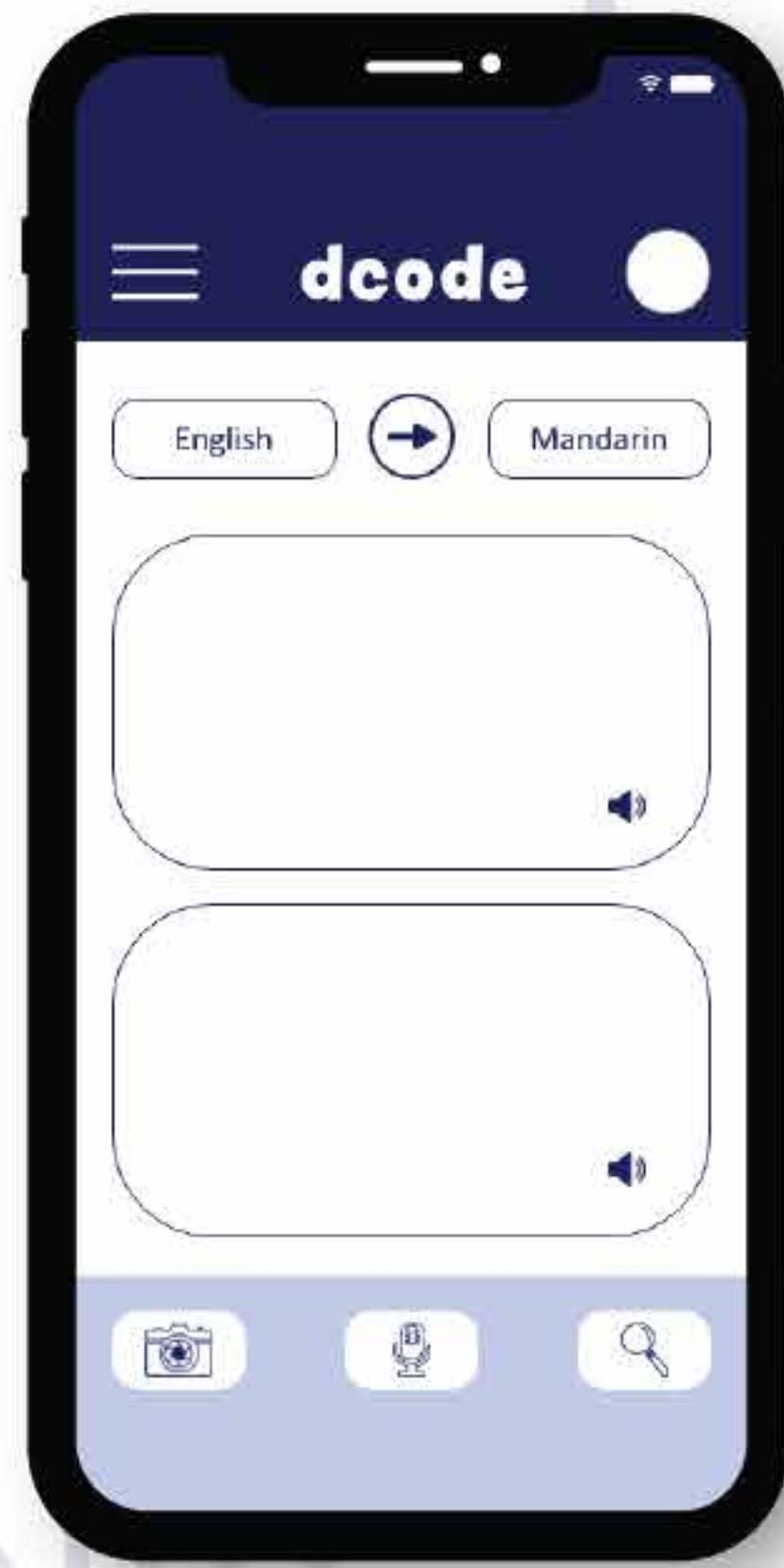
What I learned:

While redesigning the site layout, I always kept in mind the importance of readability, legibility, and accessibility. A key focus was on enhancing the overall customer interaction, considering:

- How easily users can find tasks.
- How quickly tasks can be completed.
- The number of clicks required to finish a task.

What could be improved:

The project's functionality came closely with how I vision it, but I noticed the need for attention to font choices and sizes to better harmonize with the entire site. The online order page presents inconsistencies in page layout and footer, which require adjustments for better uniformity. Despite these, the online order task is generally straightforward and easy to navigate.



dcode

Привет

Hallo

Ciao

Hola

Dcode

Timeline:

~ 1.5 weeks (10 hours)

Team:

Evan Schuller
Maddie Chilton

Software Used:

XD
Illustrator

Project Description:

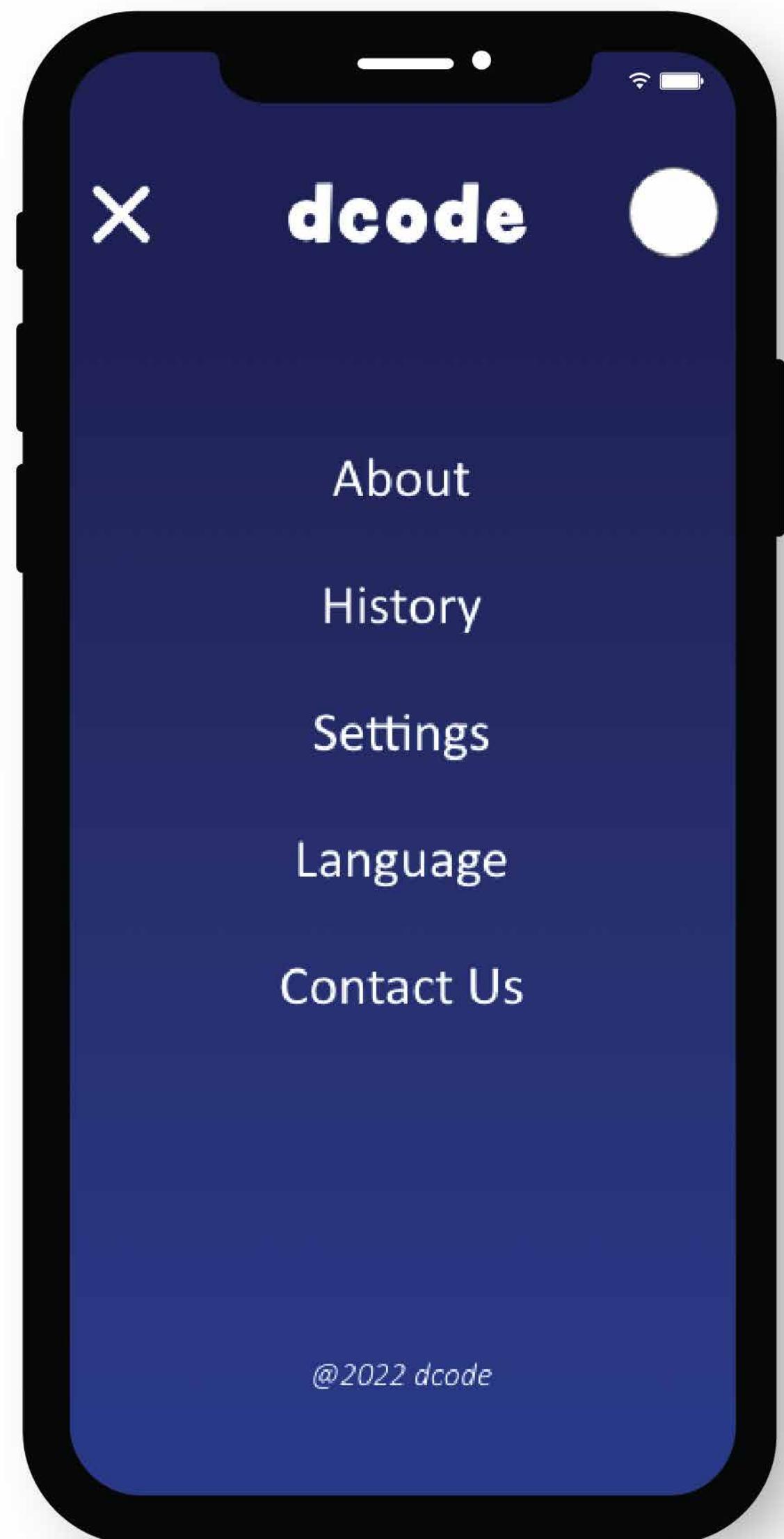
Dcode is a specialized LIVE translator app designed to solve various user language challenges. It offers multiple functions, including translating images, voice, and common slangs. The app features a text-to-speech function and employs colors suitable for users with visual disabilities.

Project Goals:

This short project prioritizes functionality over aesthetics, so we aim to make the app operational. The goal is to explore multiple functions that bridge language barriers in real-time, using user challenges as the guide. We try use user research to identify and plan the essential features the app needs.



When opening the app, it makes more sense for users to select their preferred language first. Some apps lack this feature, leading to confusion for users.



In a translator app, it's crucial to include an easy navigation. Placing a hamburger menu enhances user experience, making it simpler compared to understanding icons.





Dcode Reflections

What I learned:

Conducting sample user research significantly speeds up the process of figuring out the needed features for the app. Putting functionality first over aesthetics in the initial stages is crucial; **thinking from the user's perspective and addressing their challenges helps solve future issues.**

What could be improved:

Since our attention focused on functionality, we had limited time to improve the app's aesthetic. Future improvements can be made in typefaces, spacing for better readability, and adjusting colors for overall cohesion. Beyond functionality, our future goal would be to expand the app's features to solve additional challenges such as physical disabilities and other language barriers among our users.

2023



Work with me, or let's be friends!

nicolaswong99@gmail.com

1+ (847) 347-9295

www.nicolaswongdesign.com

