

# **ANNA BELEVSKI**

# **PORTFOLIO**

**GRAPHIC DESIGN**

**CREATIVE DIRECTION**

**BRANDING**

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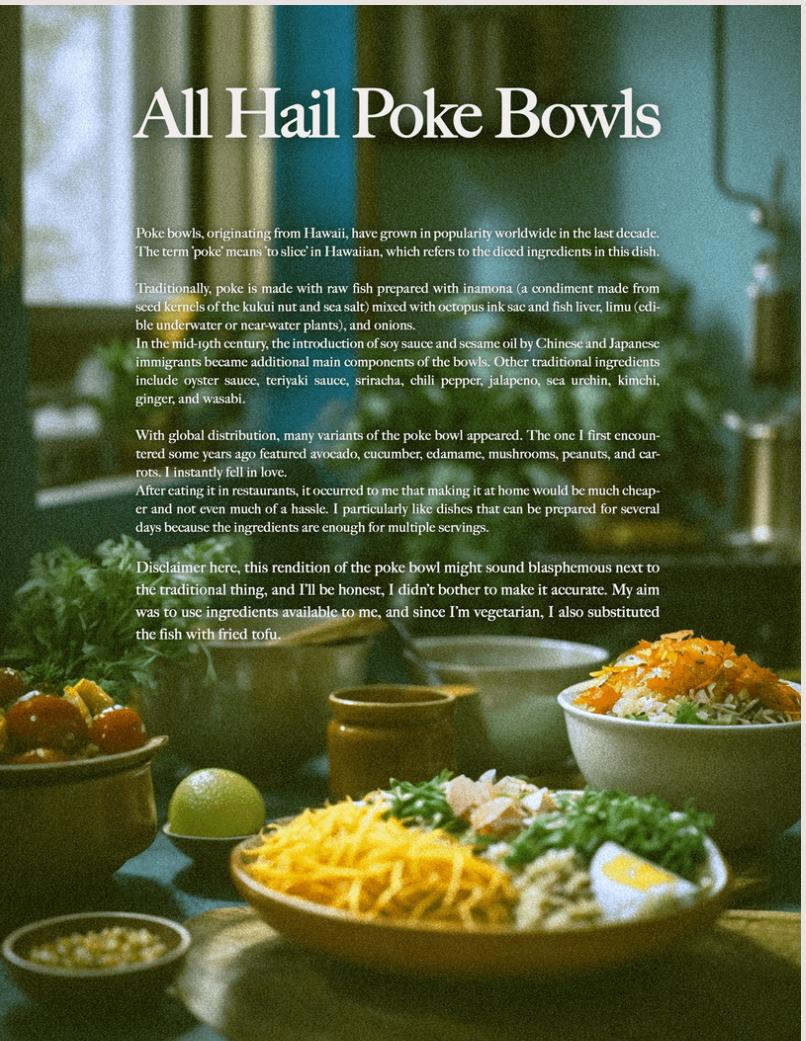
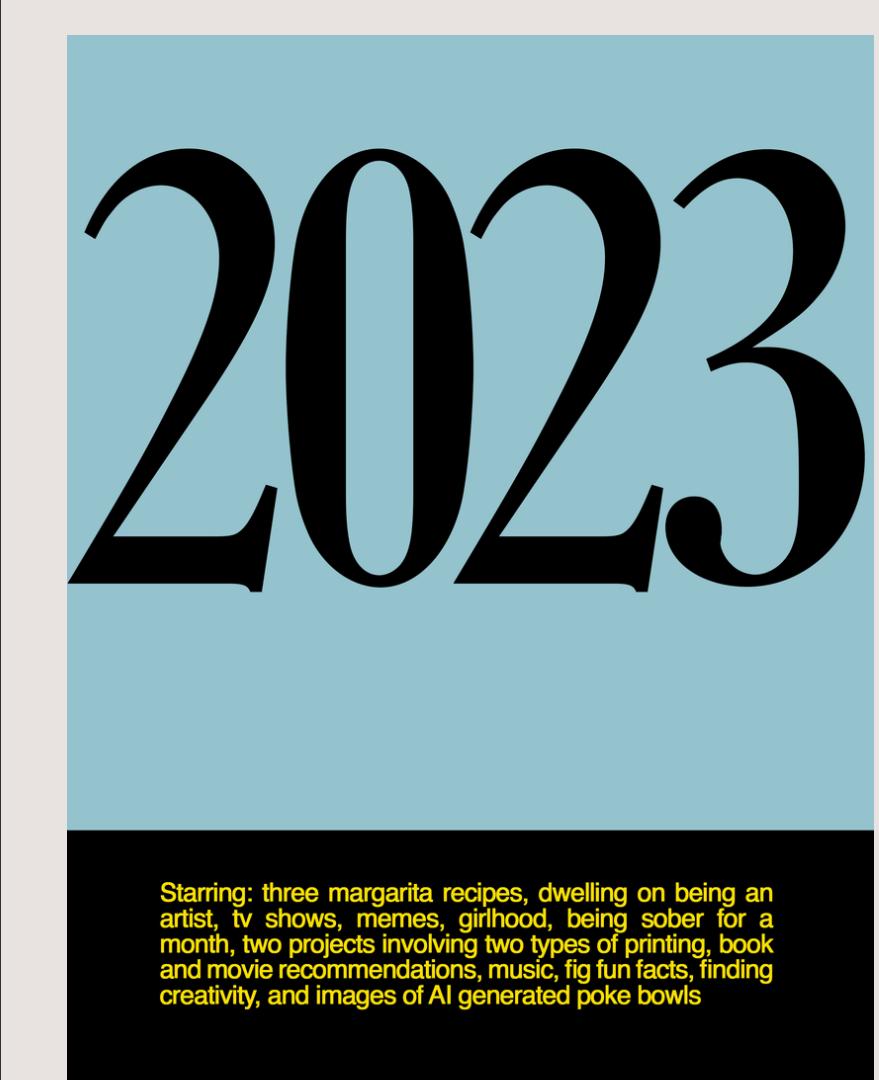
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# 2023 ZINE

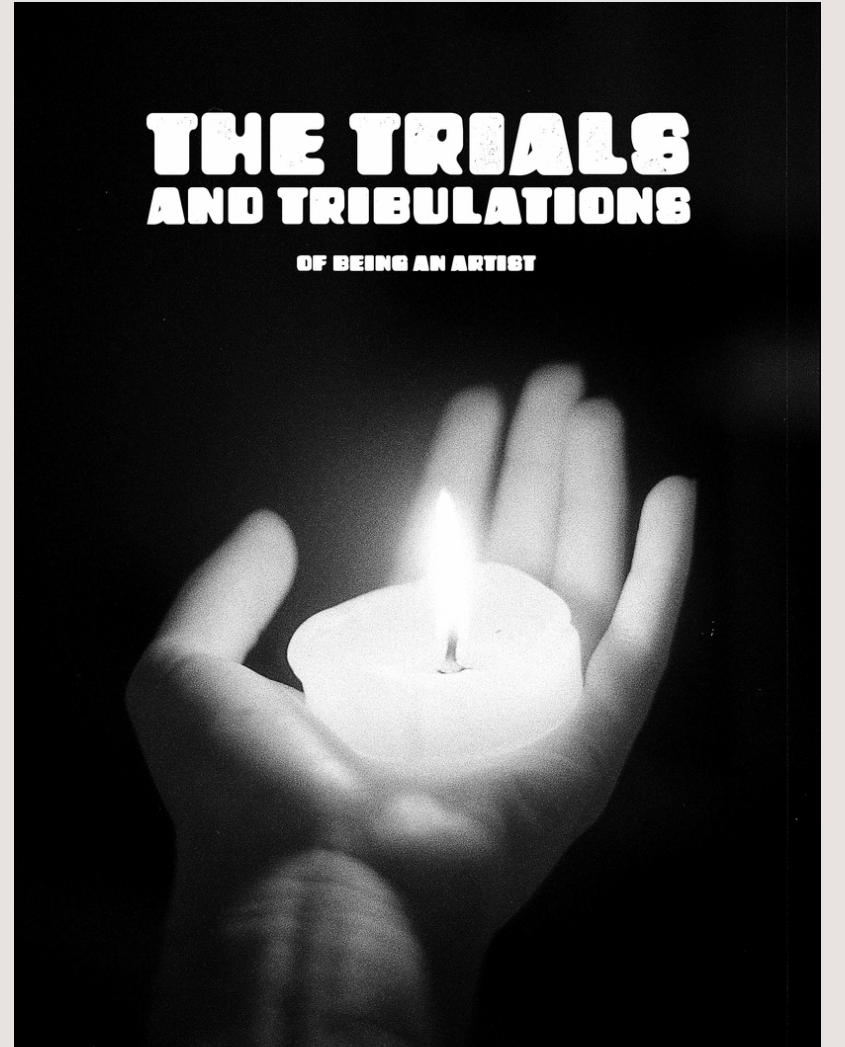
GRAPHICS, PHOTOGRAPHY, LAYOUT, WRITING

A PERSONAL PROJECT, IN WHICH I TURNED MY 2023 INTO A MAGAZINE - WITH ARTICLES WRITTEN BY ME, VISUALS CREATED BY ME, AND EVERYTHING ELSE DONE BY ME, FROM PRE-PRODUCTION TO FINALIZING THE PRODUCT.

YOU CAN SEE THE WHOLE DIGITAL VERSION [HERE](#)



# 2023 ZINE



**THE TRIALS AND TRIBULATIONS OF BEING AN ARTIST**

A hand holds a lit candle, symbolizing the challenges and light of creation.

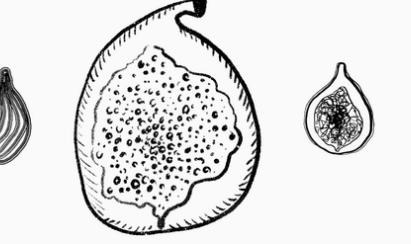
**The figs and the wasps**

"The relationship between figs and wasps is a fascinating example of mutualism in nature. Figs and wasps have coevolved in a highly specialized manner. The fig fruit is not actually a fruit in the conventional sense. It's an inflorescence, which means it's a cluster of flowers. These flowers are arranged in a hollow, pear-shaped structure known as the syconium, with a small opening called the ostiole. The true flowers are inside the syconium. Each fig species has its own specific wasp species that it relies on for pollination. When the female wasp is ready to lay her eggs, she enters the syconium through the ostiole. In doing so, she passes over the fig's female flowers, depositing her eggs into some of them. She also carries pollen from her original fig to the new one, pollinating the fig in the process. After the wasp completes her task, she dies inside the fig. The fig's enzymes break down her body into protein, which is absorbed by the developing seeds within. This mutualistic relationship benefits both the fig and the wasp. The fig gains efficient pollination, and the wasp's offspring have a place to develop. The wasps are highly adapted to this relationship. They are often tiny, with specialized body parts that allow them to navigate the fig's intricate structure. The fig wasp's life cycle is intricately tied to the fig's growth and ripening."

**Figs**  
Figs, scientifically known as *Ficus Carica*, are a member of the mulberry family. They grow on the *Ficus* tree and are botanically classified as a type of inverted flower, with the seeds inside the fruit. They are one of the few fruits that develop without pollination, thanks to a unique symbiotic relationship with a tiny wasp.

**Fig history**  
They are amongst the oldest cultivated fruits, dating back to at least 9000 years ago in the Middle East. Figs have been a staple in Mediterranean and Middle Eastern diets for millennia and have been mentioned in ancient texts, including the Bible.

**Symbolism**  
Figs have had symbolic and cultural significance in various societies. In some religions, such as Christianity, figs are associated with knowledge and temptation. They are also considered a symbol of peace and prosperity in other cultures."



## LIFE IN PLASTIC IS FANTASTIC!

Arts and crafts section  
How to 3D print?



All text by Panni unless stated otherwise

**The Margo**

Illustration: Panni  
Recipes: Priscilla Varga, Panni

**The Trials and Tribulations of Being an Artist**

Photo: Panni

**Fig1, Fig2**

Illustration: Panni  
Text collaborator: ChatGPT

**If Came Unexpectedly**

Photos and labels: Panni

**Where is Creativity?**

Reference: Csikszentmihályi Mihály - Creativity

All Hail Poke Bowls

Photos: Generated with Leonardo AI

**TV Shows of the Year**

Photos: Pinterest

**Life in Plastic**

Photos: Hubert Kurkiewicz, Panni

**Girl Dinner**

Photos: Pinterest

**Memes**

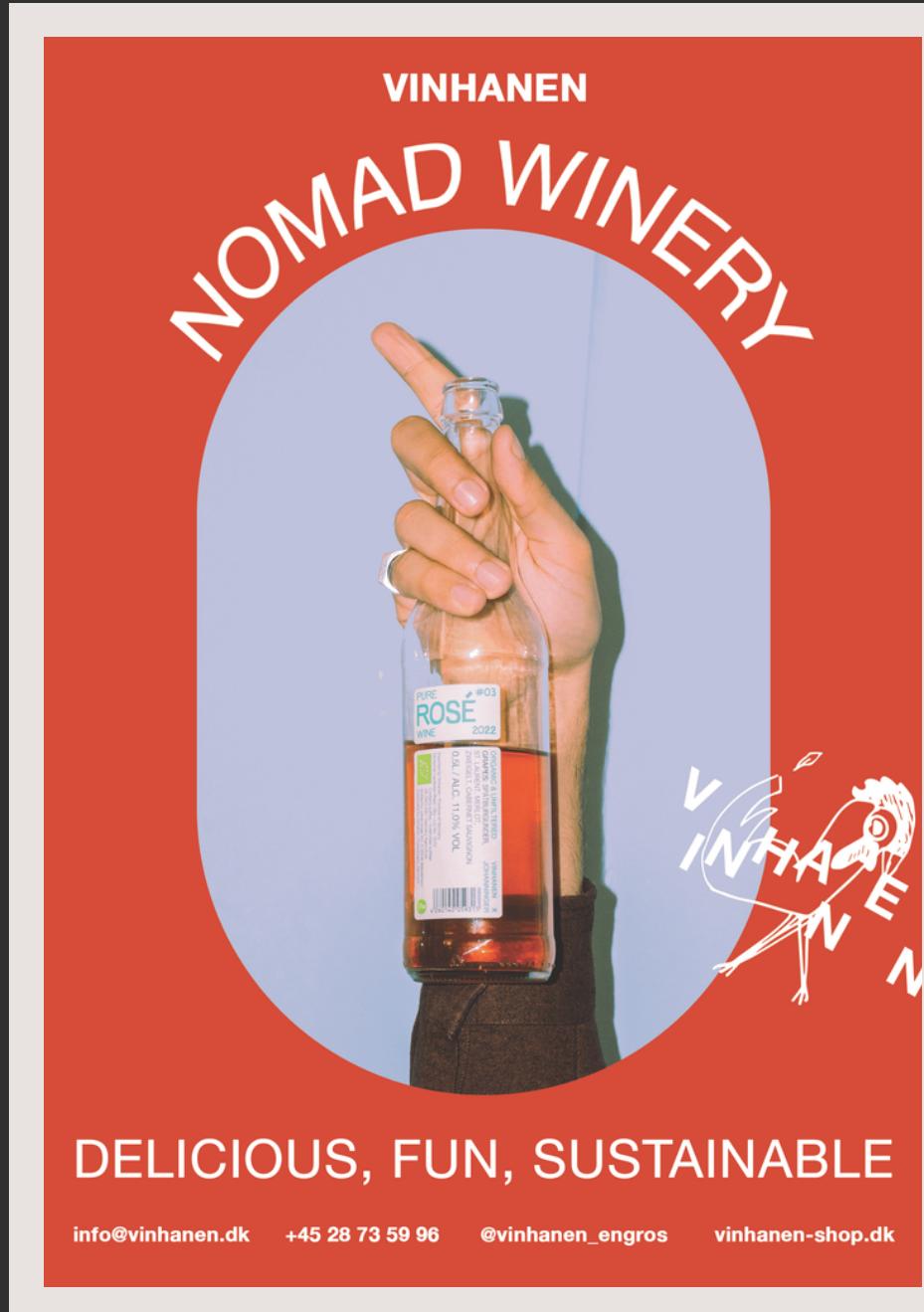
Photos: Instagram and Pinterest

**Sobertober**

Photos: Panni

# VINHANEN

EXPANSION OF VISUAL IDENTITY, MARKETING MATERIALS, PHOTOGRAPHY



MARKETING FLYER  
2023

STICKER DESIGNS  
2023

IN THE BEGINNING OF 2023 I STARTED WORKING WITH VINHANEN, A COPENHAGEN-BASED WINE IMPORT COMPANY, FOCUSING ON THE SUSTAINABLE PRODUCTION, TRANSPORT, AND DISTRIBUTION OF NATURAL AND ORGANIC WINES FROM EUROPE. THEY ALREADY HAD A VISUAL IDENTITY, HAVING STARTED IN 2013, BUT ONLY NOW BEGAN TO AIM FOR A MORE CONCISE LOOK.



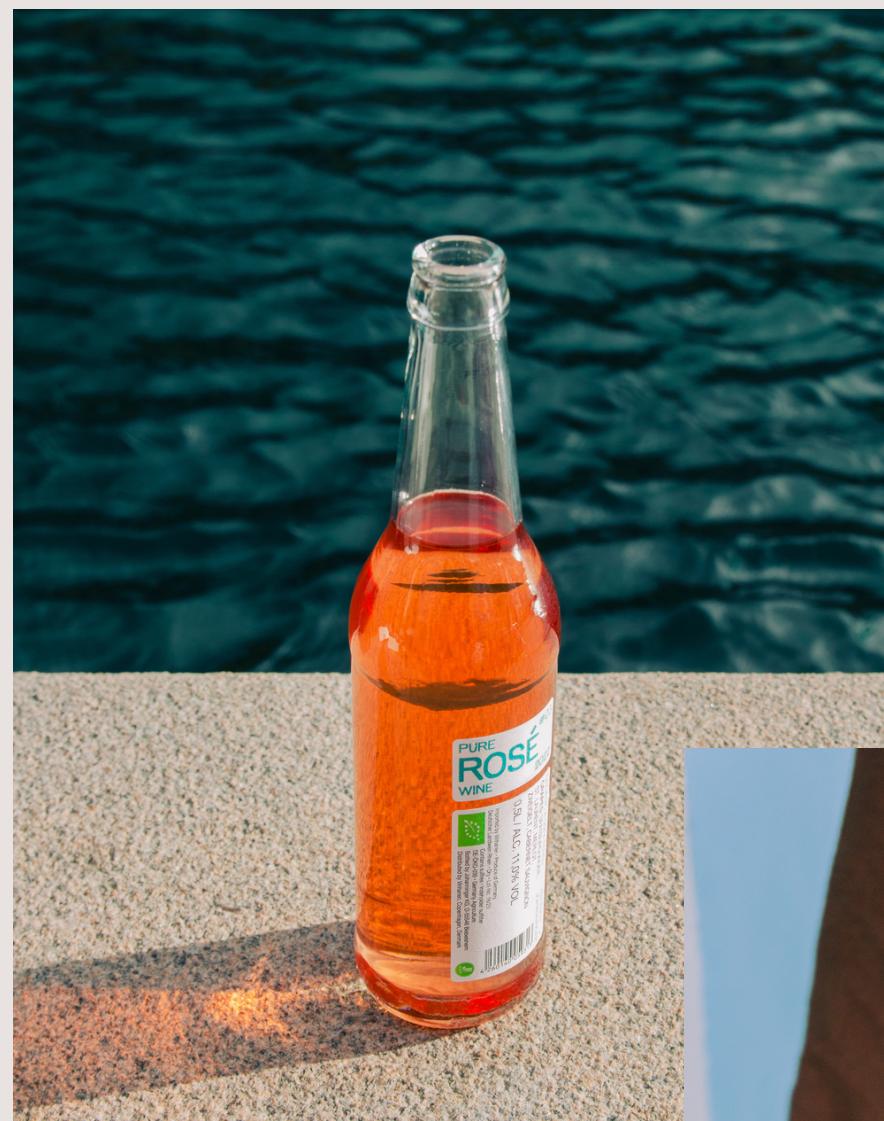
TRANSPORT BOX PATTERN DESIGN  
2023

# VINHANEN

MY MAIN TASK WAS THE EXPANSION OF THIS VISUAL IDENTITY, WITH SPECIAL ATTENTION TO COMMUNICATING THE SUSTAINABLE AND ORGANIC ASPECT OF THE COMPANY. THE GRAPHICS CREATED FOR THEM WOULD BE IN EVERYDAY USE – FROM REUSABLE WINE BOTTLES, THROUGH GUERILLA-



MARKETING STICKERS, TO TRANSPORT CARDBOARD BOXES. THEY ENCOURAGED ME TO HAVE FUN WITH WHAT I'M DOING, DON'T RESORT TO CONVENTIONAL SOLUTIONS, AND USE MY CREATIVITY FREELY.



IN-SITU PHOTOS  
2023



# VINHANEN



VINHANEN BAR 10TH BIRTHDAY BOTTLE LABELS  
2023



STICKERS AND BOTTLE LABEL DESIGNS  
2023

# THE ZOO AND THE JANE

DEVELOPMENT OF VISUAL IDENTITY, DIGITAL MARKETING MATERIALS, PRINT, VIDEO



BANNER DESIGNS FOR EVENTS

2021-2022

I JOINED THE TEAM OF THE ZOO AND THE JANE – TWO DOWNTOWN COPENHAGEN BARS-SLASH-CLUBS – TO HELP THEM WITH VISUAL AND GRAPHIC MATERIALS. ALTHOUGH UNDER THE SAME MANAGEMENT, THE TWO PLACES HAVE THEIR OWN SEPARATE IDENTITIES.

# THE ZOO

FOR THE ZOO, WE AIMED FOR A DARKER, NEON, SOMETIMES TROPICALS-INSPIRED LOOK WITH EACH DESIGN. FOR THE INDIVIDUAL EVENTS, I MIXED THIS WITH THE THEME OF THE EVENING, OR THE PERFORMING DJ'S OWN STYLE. THE FALL MENU MOSTLY CONSISTED OF TROPICAL VISUALS.



BANNER DESIGN FOR THE 'STREET AFTERPARTY' EVENT DURING DISTORTION

2022



THE FALL MENU

2021

# THE ZOO



BANNER DESIGN FOR THE 'HOPHIP'  
EVENT  
2021

# THE JANE

FOR THE JANE, THE VINTAGE INTERIOR OF THE BAR GAVE THE BASE LINE, BUT THEY WANTED TO SPICE IT UP WITH THE ATMOSPHERE OF 1970'S DISCO, AND THE COLOR PINK. THE GRAPHICS CREATED FOR THEM REFLECT A MIXTURE OF THESE ELEMENTS. THE MENU ESPECIALLY, WHERE I DECIDED TO USE THE DISCO BALL AS A MAIN MOTIF, WHILE KEEPING THE VINTAGE PROFILE.



BANNER DESIGN FOR THE 'FREDAGSBAR' EVENT

2022



THE FALL MENU

2021

# THE JANE



BANNER DESIGN FOR THE 'FESTIVAL WEEKEND' EVENT  
2022



FRONT VIEW

# COPENHAGEN T-SHIRT

EXPLORING TYPOGRAPHY, PRINTING ON FABRIC

AT MY SCHOOL WE HAD A T-SHIRT PRINTER. EVER SINCE I LEARNED THIS, MY DREAM WAS TO DESIGN AND PRINT AS MANY T-SHIRTS AS POSSIBLE. I LOVE PRINTED TEES. THEN I FOUND THE TYPEFESSE TYPEFACE ON VELVETYNE.COM AND I INSTANTLY KNEW I HAVE TO USE IT FOR A T-SHIRT. EVIDENTLY, THE COPENHAGEN T-SHIRT WAS BORN, CONVEYING THE SPIRIT OF THE CITY AND THE DANES – SIMPLE BUT UNIQUE, PLAYFUL, FREE-SPIRITED. DON'T BE SURPRISED TO SEE HUNDREDS OF BUTTS AND BOOBS AT THE BEACH IN THE MIDDLE OF THE CITY IN THE SUMMER. IT'S A SAFE SPACE TO LET EVERYTHING OUT.



# HAKNI

(PERSONAL PROJECT)



(THE ACTUAL WINDOW EXHIBITION ENDED UP BEING AN ACRYLIC UV PAINTING )

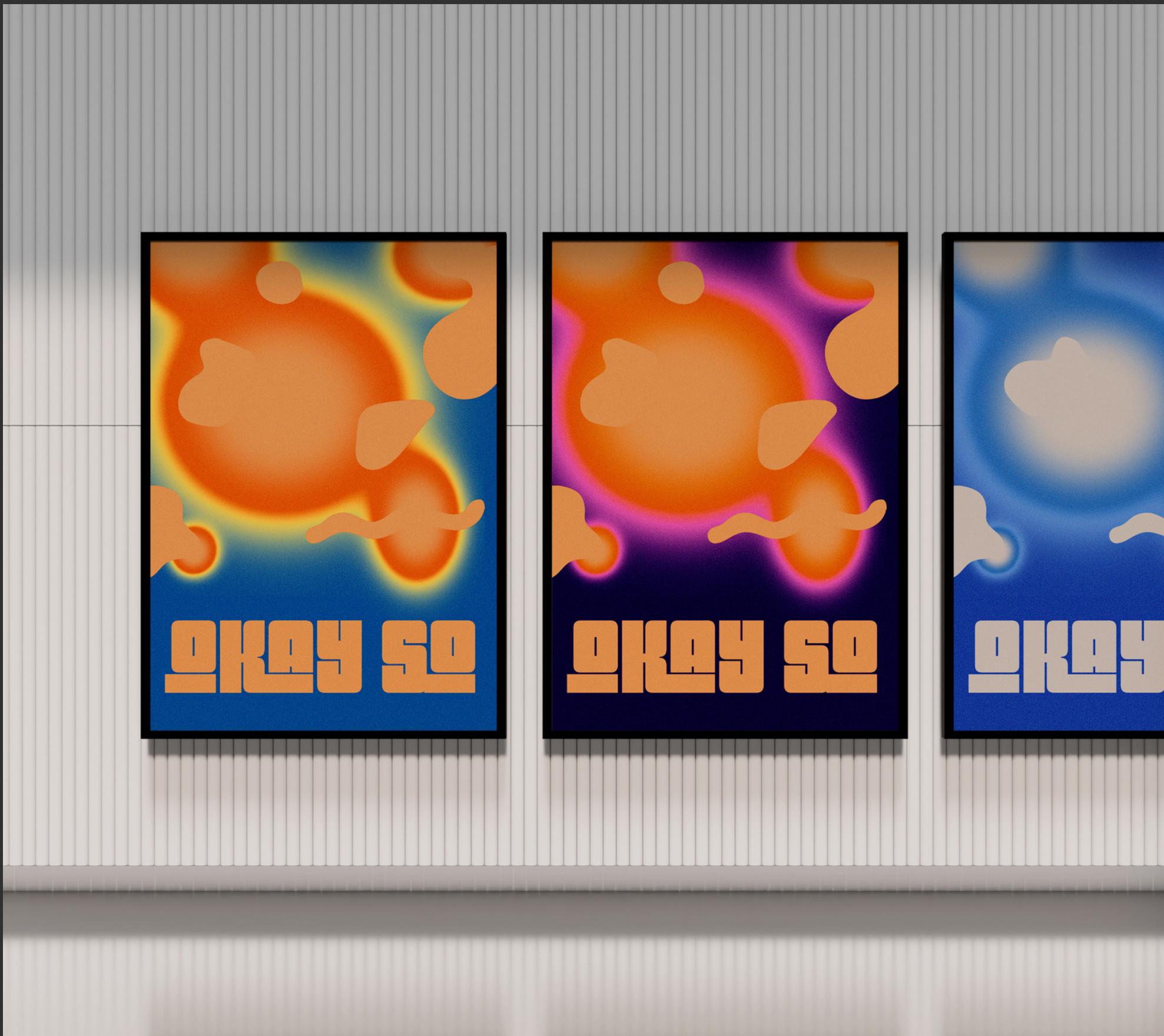
DESIGNS MADE TO PROMOTE  
AN EXHIBITION I HAD AT  
BAGGEN IN COPENHAGEN  
EARLY 2023.

# HAKNI



# OKAYSO MAGAZINE

(WORK IN PROGRESS)



THIS PERSONAL PROJECT STARTED OUT AS AN EXERCISE TO COME UP WITH A COVER DESIGN AND A VISUAL IDENTITY FOR A MAGAZINE. STILL FRESH, SO RATHER THAN CREATING A MAGAZINE MOCKUP, I WANTED TO SEE HOW THEY'D LOOK AS ADVERTISEMENT POSTERS FOR THE FINAL PRODUCT. MORE VISUALS COMING SOON!

# OKAYSO MAGAZINE



# HAKNI

(PERSONAL PROJECT)



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