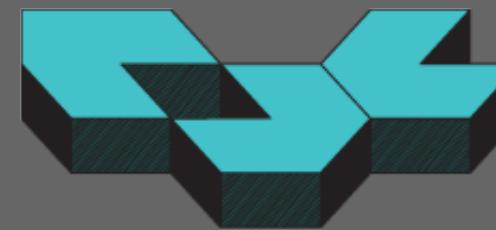


ABOUT

WORK

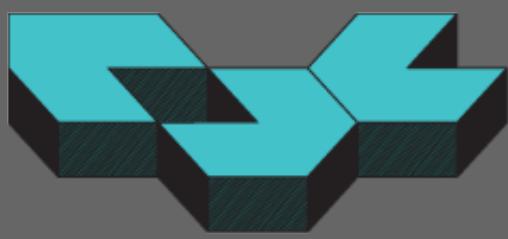


PROCESS

CONTACT

# PARKER LUCAS

Graphic Designer | Illustrator



## Who I Am:



23 Years Old

---

Graphic Designer/Illustrator

---

Comic Book Enthusiast

---

Ninja Turtle Mutated Into  
Human Being

## What I Do:



Photoshop



InDesign



Illustrator

Logo Design

---

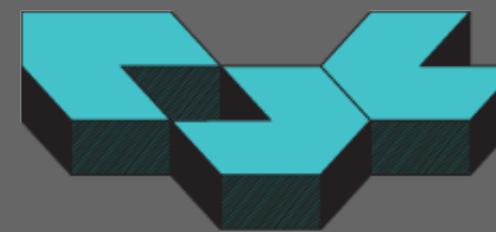
Print Design

---

Web Design

---

Digital Illustration

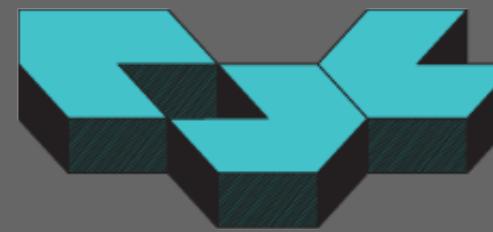


**Student | Personal**



## What You'll Need

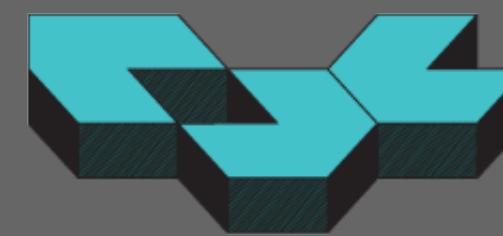
- Dull colored diving suite
  - Oxygen tank or snorkel (depending on water level)
  - Diving cage (for dangerous encounters)
  - Courage & taste for adventure

[\*\*< Back to Works\*\*](#)

## Kraken Cupcakes: Branding

Kraken Cupcakes is a theoretical company designed for families and children. The goal was to build a brand from the ground up, starting with the logo. From the logo, the building was designed along with the mascot "Kenny the Kraken". Everything from business cards and letterhead, to Pandora Radio ads were designed. Check out the process of the logo.





## Design Mindset

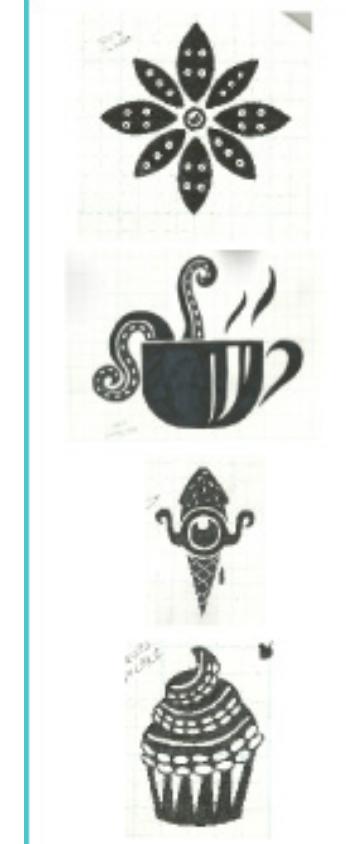
I consider graphic design to be a bit of a thrillride, with each arising opportunity bringing a new batch of challenges waiting to be solved. I cherish not only tackling each project with the unique set of steps required, but also the hunt for the steps themselves. I pride myself on giving each step the proper attention in order to yield the greatest final results.

## Process

1. Word List

SQUID  
FLOWER  
COFFEE  
ICE CREAM  
CUPCAKE

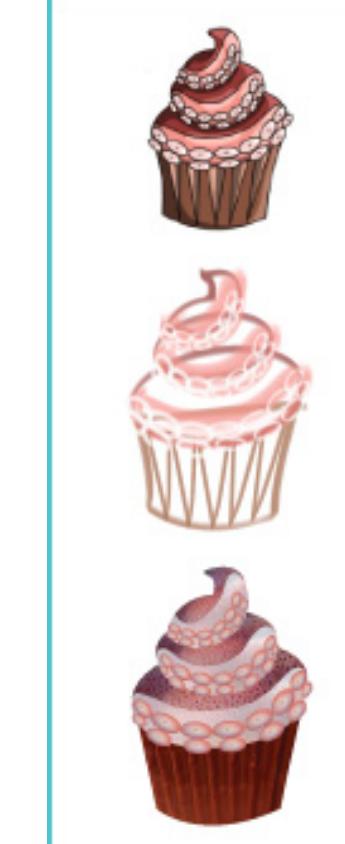
2. Sketch



3. Research



4. Style Exploration

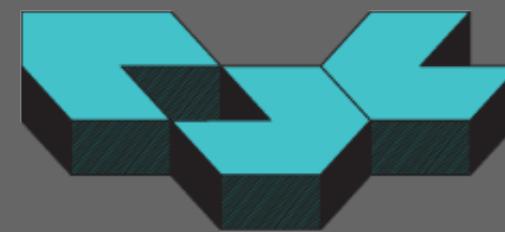


5. Final Design



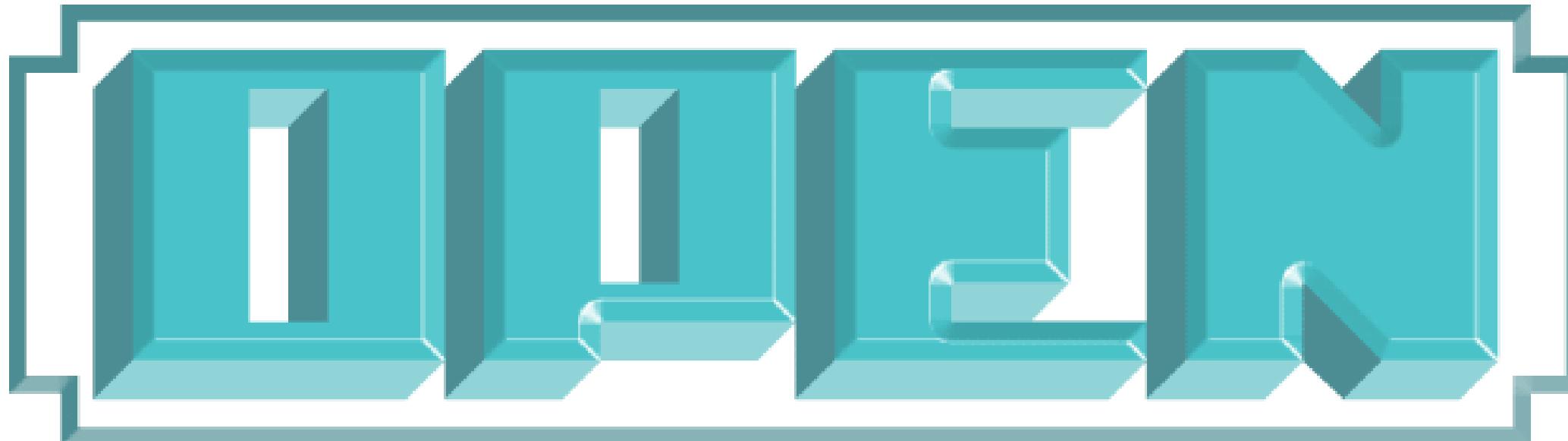
ABOUT

WORK



PROCESS

CONTACT



..... FOR BUSINESS .....

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