

ABOUT

WORK

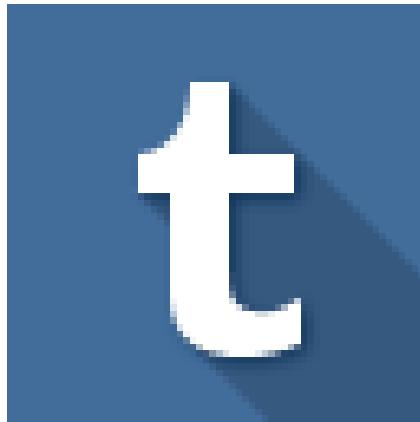
PROCESS

CONTACT



PARKER LUCAS

Graphic Designer | Illustrator



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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

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STUDENT

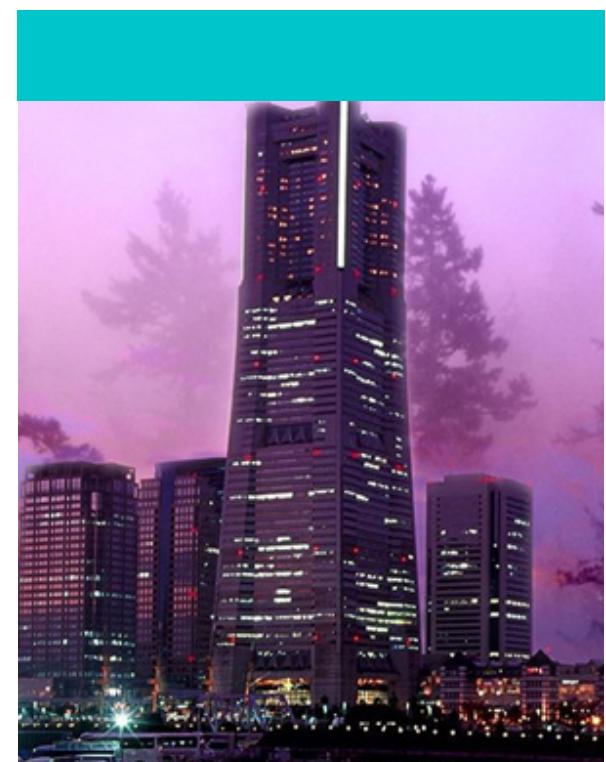
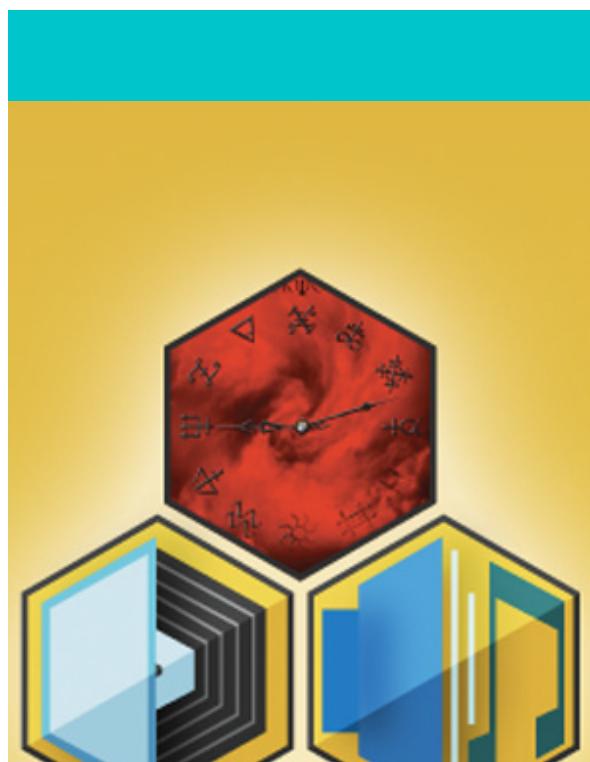
PERSONAL



PREPARE YOURSELF:
DIVING WITH SHARKS

Going Diving?
Diving with sharks can be fun and exciting, or extremely terrifying. If you fall into the "terrified" category,

What You'll Need
- Dull colored diving suite
- Oxygen tank or snorkel (depending on water level)



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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 letter-head, to Pandora Radio ads were designed. Check out the process of the logo.



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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



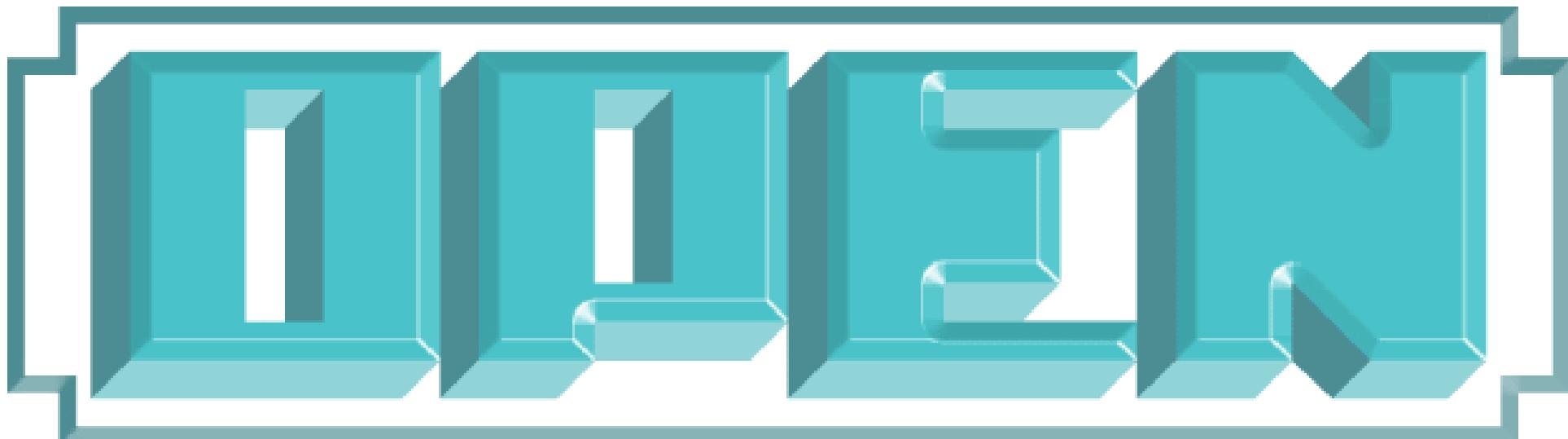
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..... FOR BUSINESS

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