

DANIEL CARLMARTZ

BIOGRAPHY

Daniel Carlmartz is a designer and art director from Stockholm. In 2017, he challenged himself to create typographic logos based on commonly used words using his wordplay skills. He uses little things such as a letter or a simple shape and his designs are based on 'Simplicity'. Carlmartz decided to design a new logo based on a common day to day word for 365 days and successfully completed this challenge. His designs are an inspiration to graphic designers all over the world and prove that there is inspiration all around us and designs can be simple, yet creative.



Daniel Carlmartz decided to work on simple words using simple day to day life objects around him. Here is a showcase of some of his designs that have inspired graphic designers and other artists around the world, including me. For design/presentation purposes, I have reversed the colour scheme used by the original creator of the following images, Daniel Carlmartz.

nudist

UP

hike

imposter

drink

WOODS

DESIGN LANGUAGE

Daniel Carlmartz used an approach which not only made a strong statement in the design world but also impacted countless designers. His idea of design was to develop work that is simple, yet breathtaking. He challenged himself to a 365 day challenge in which he decided to design 1 typographic logo everyday, for 365 days. The concept of 'minimalistic' is what drew my attention towards the work of this designer. To further aid his purpose, Carlmartz used a consistent and fairly simple colour scheme of grey and black. This also allowed him to utilize the design principle of negative space for the typographic logos.



ADAPTATION

The feature of Carlmartz's work that inspired me the most was 'minimalism'. I came up with two different methods in which I could get inspired by the work of Daniel Carlmartz. First, I thought of using a minimalistic way to create designs for news headlines. By doing this, I was able to convey news with just one simple design. Second, is a direct adaptation of Daniel Carlmartz's work. He challenged himself to design a new word for 365 days. My adaptation was to take up a similar challenge for 7 days.

WOLF



wolf

MY DESIGNS

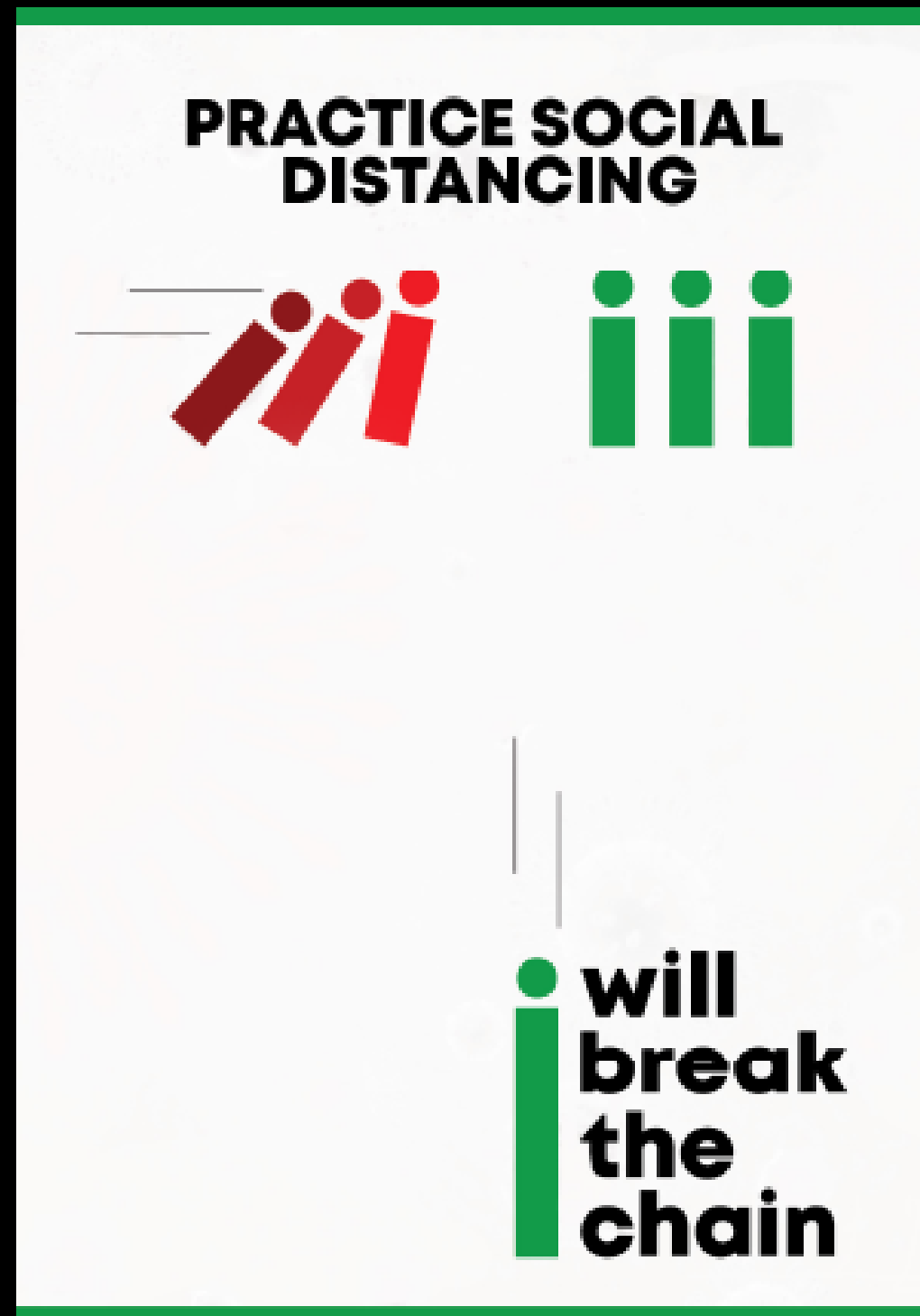
TIK-TOK BAN (INDIA)

TØK

WHATSAPP IS A WEAPON



MAINTAIN SOCIAL DISTANCE



LIGHT

light

SPLIT

SPLIT

BORED

bored



TREND

TREND

MIND

MIND 

DIE

D*ie*

KEY

KFY

REFERENCES