

POR'TOFOOLIO

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Why Design? Why not marketing, law, medicine or anything else?

That is the question they constantly asked her. Well, the answer is always quite simple, art and design have always been her passion. Since an early age, she always been intuitive regarding colours, shapes, constantly asking questions to herself about the style of design and its meaning to the designer. The meaning to her is freedom from the boundaries of life and the expression of freedom.

Art for her has a powerful meaning, it is more than words could describe. Not only has she grown in and around the industry of design because of her father, but it also has allowed her to express herself and escape from reality in her darker days.

The impact of her father's profession as an Industrial Designer growing up and still to this day, he is her biggest inspiration.

Development of her own personal style is important to differentiate herself from the norm. Illustration, Product design, Colour theory and editorial design are her main focus. However personally, she would like to take her knowledge of design further. By studying other types of design, she further expands her knowledge base and unique style.

Amalia



Sustainability and Ecology are now two important factors that are been respected and needed by our society. Amalia is a company that believes in the beauty of nature and brings in its natural products' health, beauty, and environmental respect.



Development

Why Amalia ? The meaning and thought progress

The name "Amalia" was selected for the meaning of the word in Hebrew (Queen bee).

This name represents nature and the environment. Not only the name has a beautiful meaning but it also has a deeper meaning for myself, because my grandmother and sister are called Amalia and this brand is dedicated to both of them.

My grandmother is the one that passed me all these natural recipes that she received from her grandfather who was one of the most important Valencian's biologist and Naturist doctor in the 1800s. Because of this, I wanted to ensure the logo would represent the deeper meaning that this brand has for me. The logo is a very personal aspect of the brand and the compromise that what is offered in the brand represents all the biological research of my great-grandfather.

When I started to play with the name "Amalia". Two sketches were created, both with strong details. One was a "queen bee" and the other was an "angel". Both representing different meanings of that word to me.



Logo
idea
2



Logo idea
1

Both this sketches where created in procreate

Illustrating the sketches. Realisations and difficulties

Ones starting with the next step : Illustrating the sketches, I realize that the Bee needed to look very real and natural, which required many details to express all the beauty in the nature of that animal.

To help customers understand that was not a normal bee, but a queen bee, I focused on the details of the crown-making adding the mayor details to avoid printing issues like the crown disappearing and becoming just a black spot. I created 4 different crowns, to test all the results and to be able to select the one that I believe will show the correct results while printing.

On the second sketch (the angel) I found the results more unrealistic and more similar to a drawing than to a logo that could express the nature of my product. Due to this, I mainly focussed on the initial sketch.

In the end, I selected the “queen bee”. Making sure the logo expressed as many details possible, a realistic, and natural animal that would show the nature of the product.





Packaging and extend design

My main focus was the external view of the packaging but nevertheless I decided to extend the design to the bottle and containers of my product, understanding that this would be a very important aspect of the brand. Firstly, because I enjoy all aspects of design and because the presentation is a big appeal for potential customers.

Decided to use the combination of gold and black to make the words and design staut. Catching the client's attention by providing wa feeling of warmth and richness.

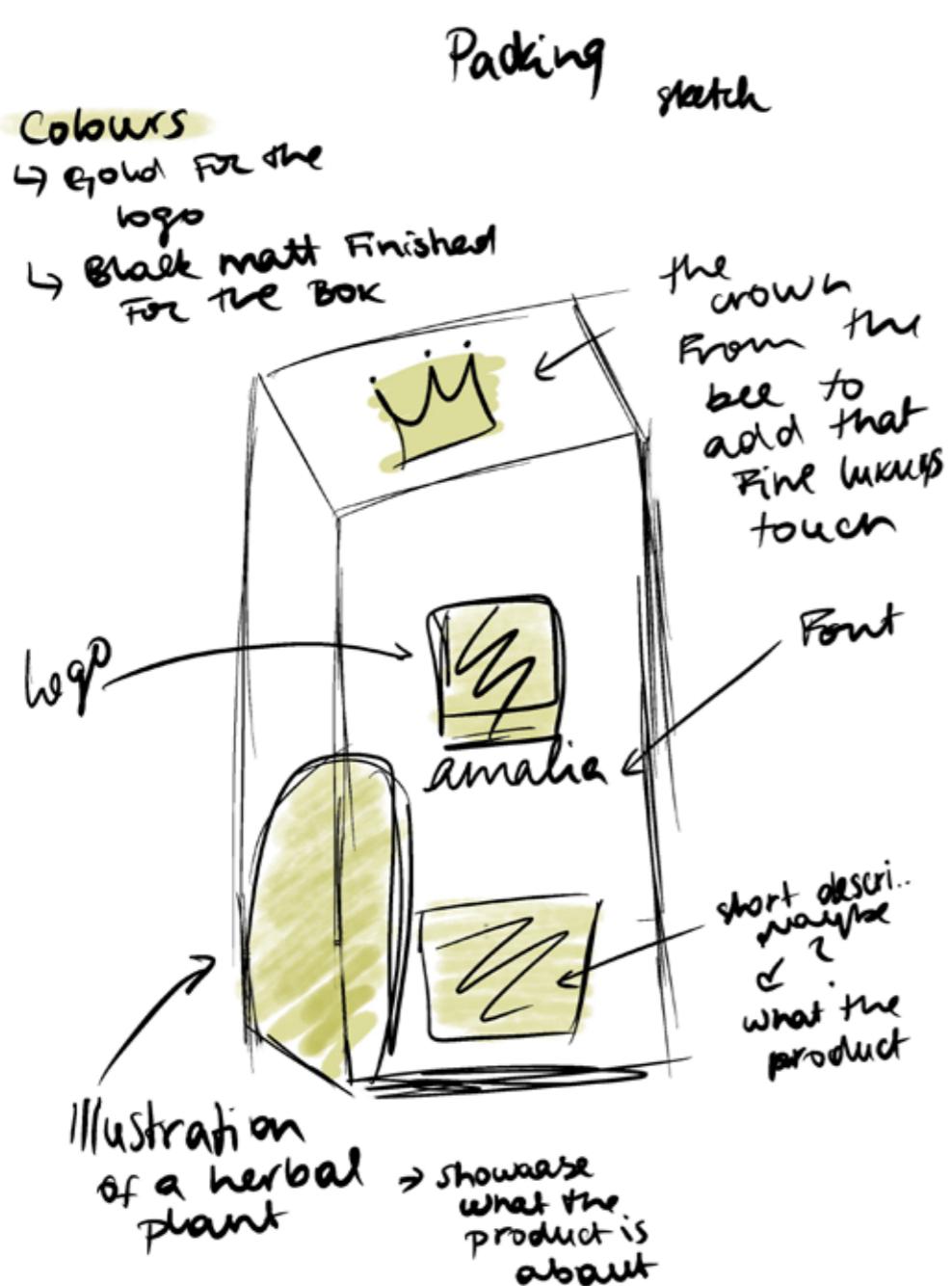
In the packaging, plants and a beehive were added in gold but soon later realized that the beehive could give the wrong idea to the potential customers, due to this, The beehive was removed , keeping only the plants.

I used an old type hand found for the words to show an old ambient to the product that would represent my great-grandfather.

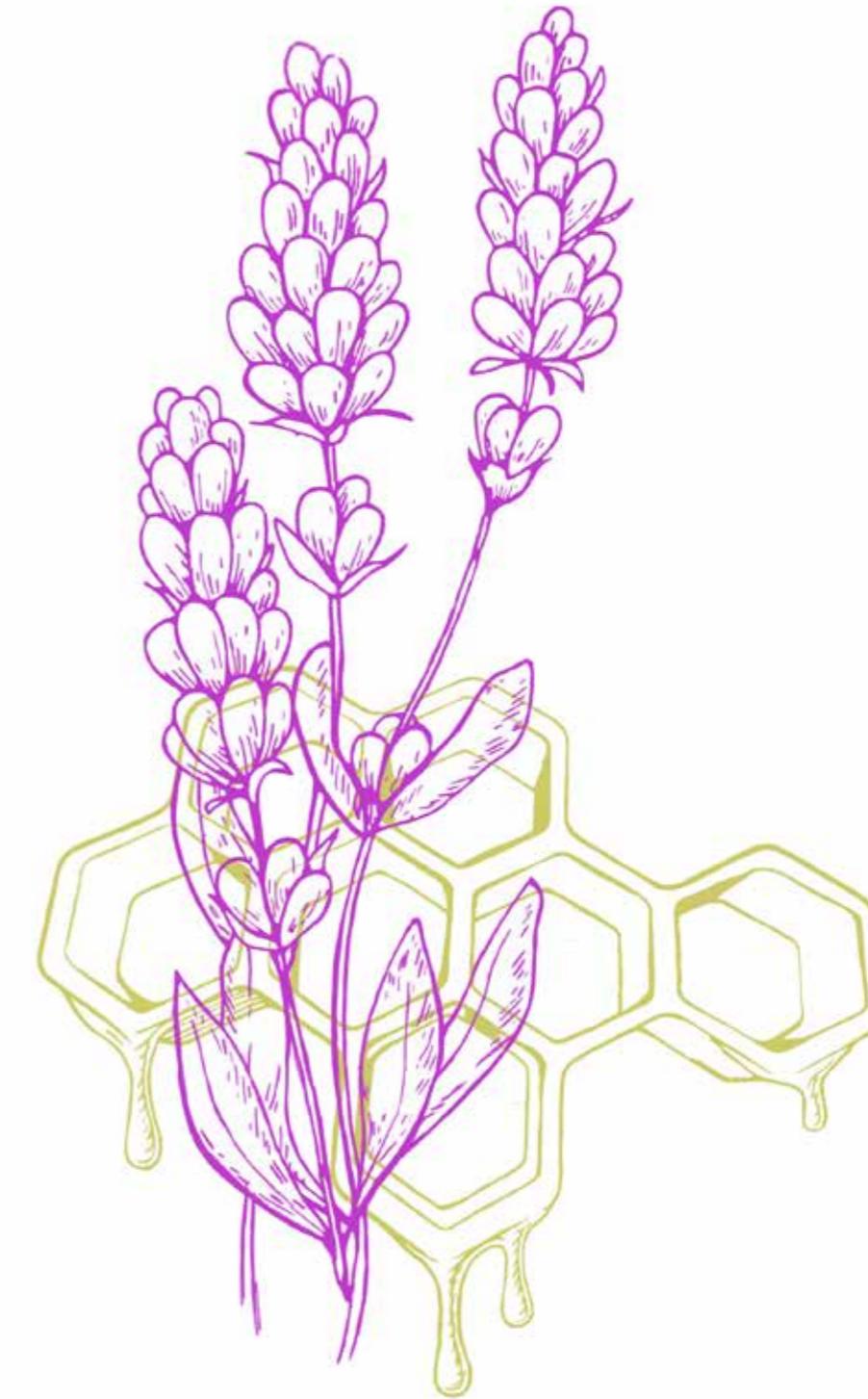


*“Be your inner Queen”
Slogan of the company*

Packaging sketch



The Illustration for the packaging



Brand DNA



Great Vibes

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Authentic

- Traditional herbal remedies handed down from generations
- Uses only natural/ local ingredients
- All Natural / Eco friendly/ Cruelty free/ Vegan (plant based) /Bio detrital

Brand strategy and goals

Beginning

- Would start selling their products in amazon
- Start up with just selling one product (Toner) with 3 different formulas (acne, dry, oil, combination skin)
- Join beauty events. Were sample products would given for free, in exchange of date (Email details on)

1-2 years later

- products would increase to a total of 9 products (Toner, face wash, moisturiser) with 3 different formulas/ just like before
- Have their own website

5 years later

- Stores stands – like Selfridges, galerie kaufhof and ect. / were products could be refilled and new products could be test out

Final Goal

- Being recognise Worldwide known
- Owing a couple department shops worldwide

Brand story

- Herbal remedies being hand down from generations- From great great grandfather who was a well know doctor in Valencia, Spain
- Authentic products

Brand essence

- Natural beauty

Brand differentiation

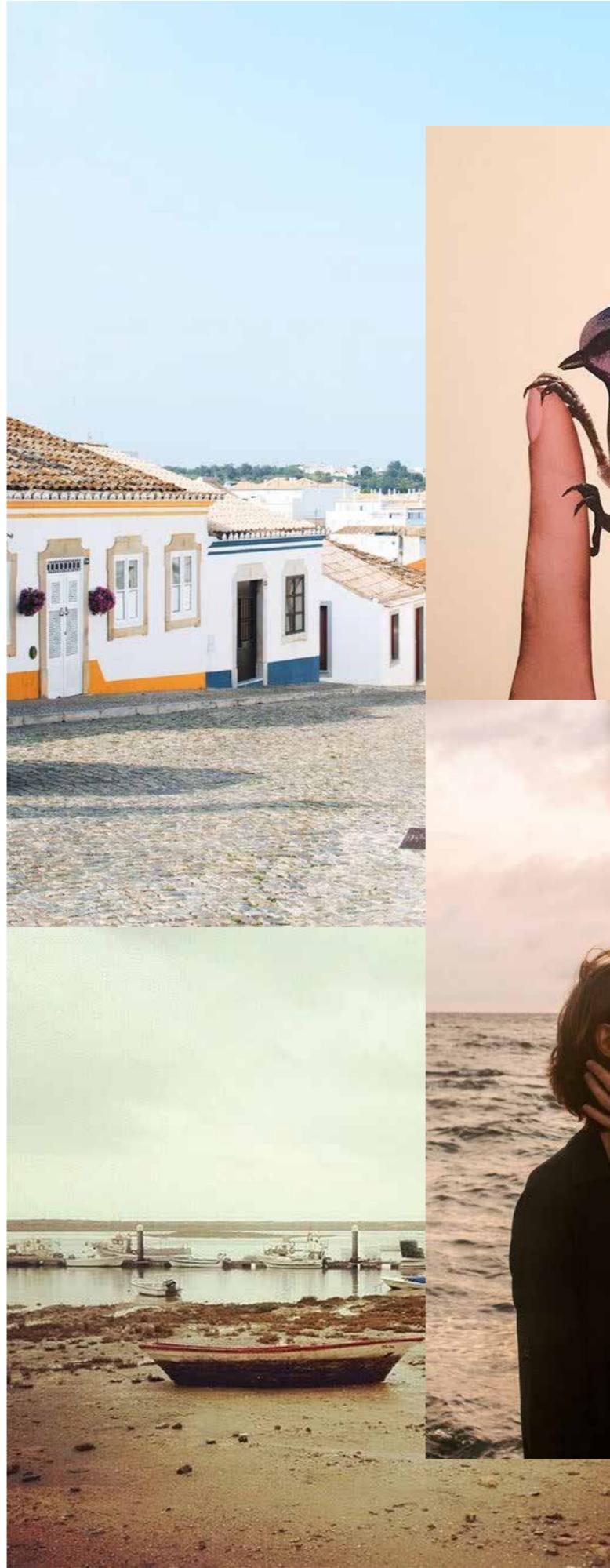
- Personal attachment and touch
- Homemade remedies that really work

Final outcome



En Tavira

**The book is originated in the south of Portugal.
In a place called Tavira that is located by the natural
union of the Mediterranean Sea and the Atlantic Ocean.
This is a small biography of selected time in author's
youth in which she learned the meaning of friendship,
betrayal, and love.**



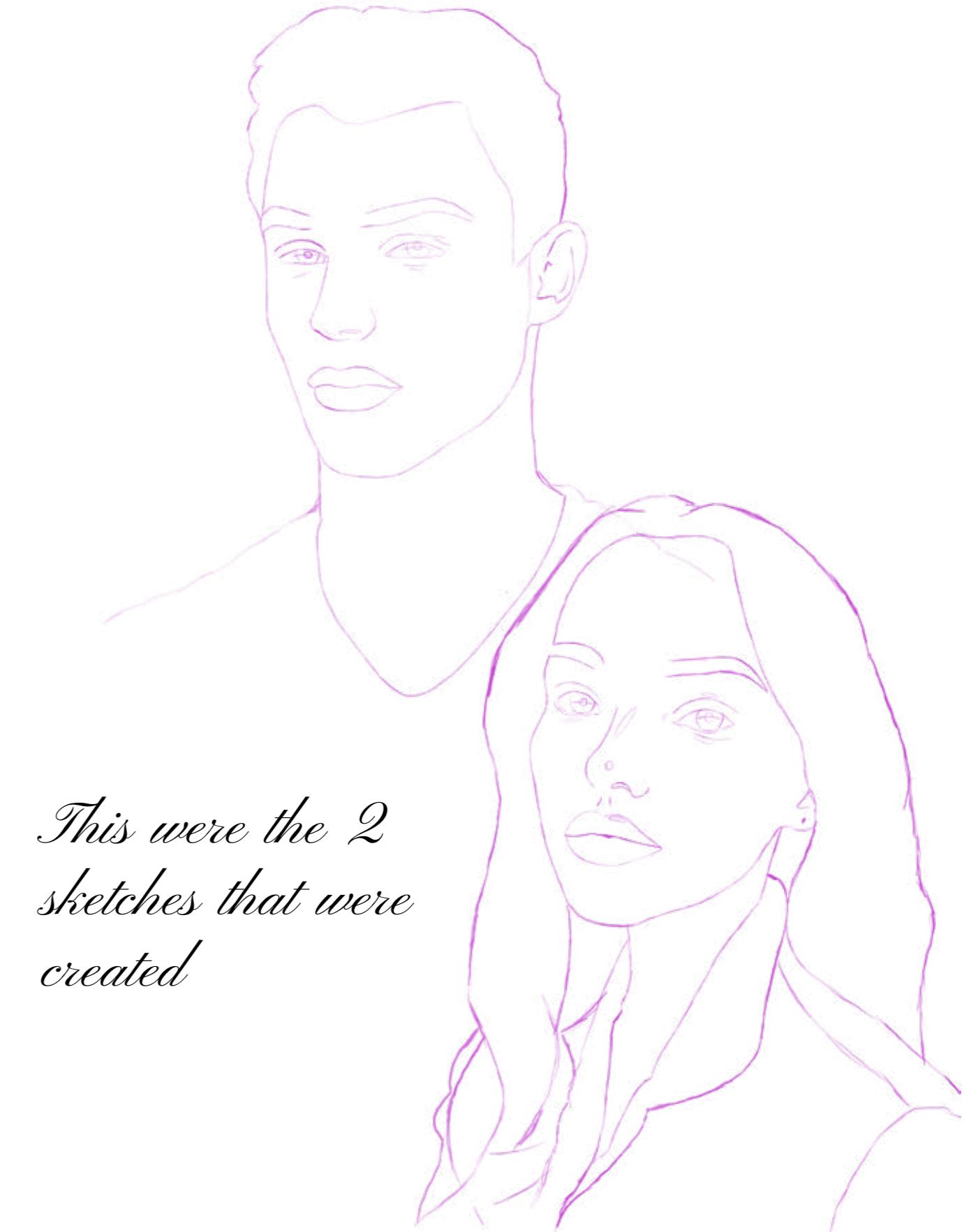
Development

Realistic illustrations. Clients request

The author made a big remark on the aspect of the main personages of the book. Bringing high importance to the youth and what this youth represents.

The client already knew previous work of mine, knowing I have done illustrations that remark and express the character in faces. Due to this, I was requested to develop two images, one for a young female and one for a young male with the exact details indicated in the book.

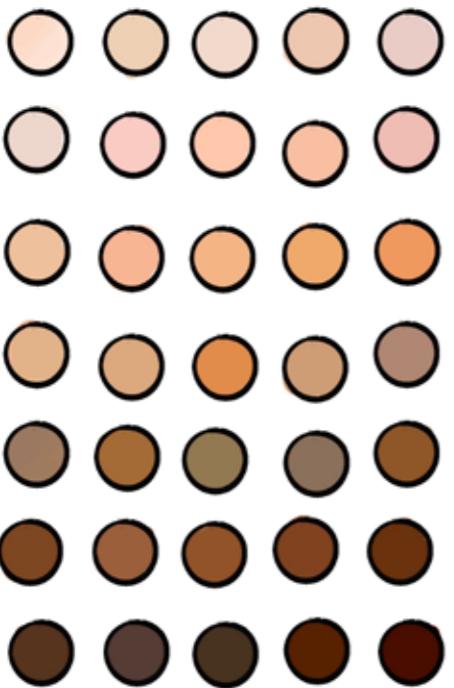
Two sketches were created with the features explained in the book. Having a clear image of what was requested and knowing the time frame for the work, there wasn't any time left to loose



*This were the 2
sketches that were
created*

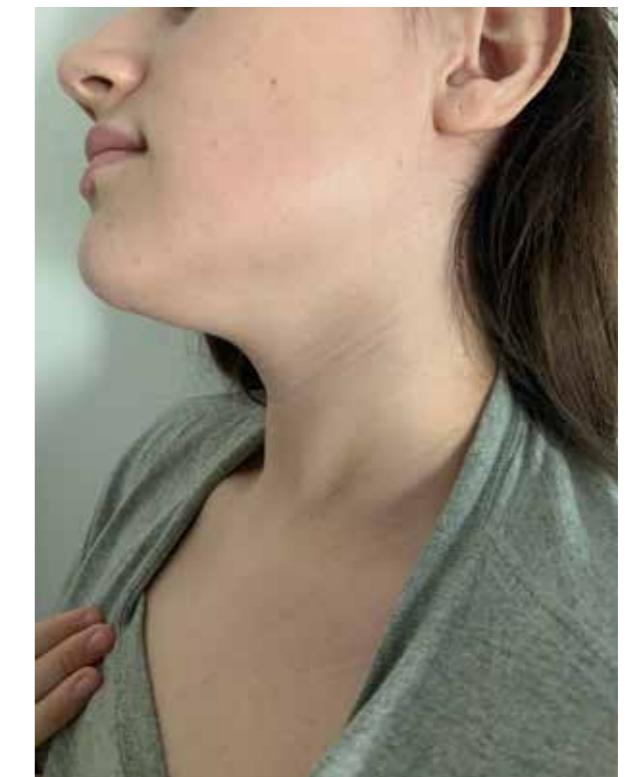
Skin and under tones

Skin Tones

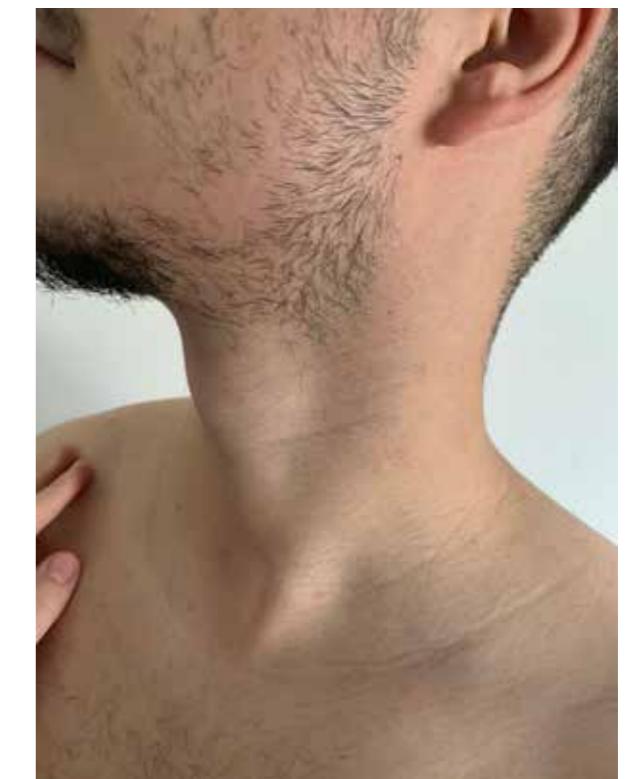


To improve my skills further from last trimester, I created my own skin colour pallet.

Taking pictures of myself and my partner help me to capture and understand the general undertones of the skin. transferring that reality into my illustrations



Studying closey shadows, highlights and undertones



01

Step by Step

My personal staggery when it comes to realistic illustrations may seem different to others or even too much unnecessary work.

Nevertheless, we all have different techniques and this is mine.

First phases always start by adding the based colours in the canvas and adding darker and lighter tones to create the shadows and highlights. This time my technique was a bit different because undertones were also added at the beginning.

Second phase has to be the longest and hardest task. Colours are being added and blended nonstop until the skin has the right texture and complexion.

The last phase (phase 3) is where everything comes together, details are added e.g. Hair texture, eyebrows, eyelashes, highlight and more.



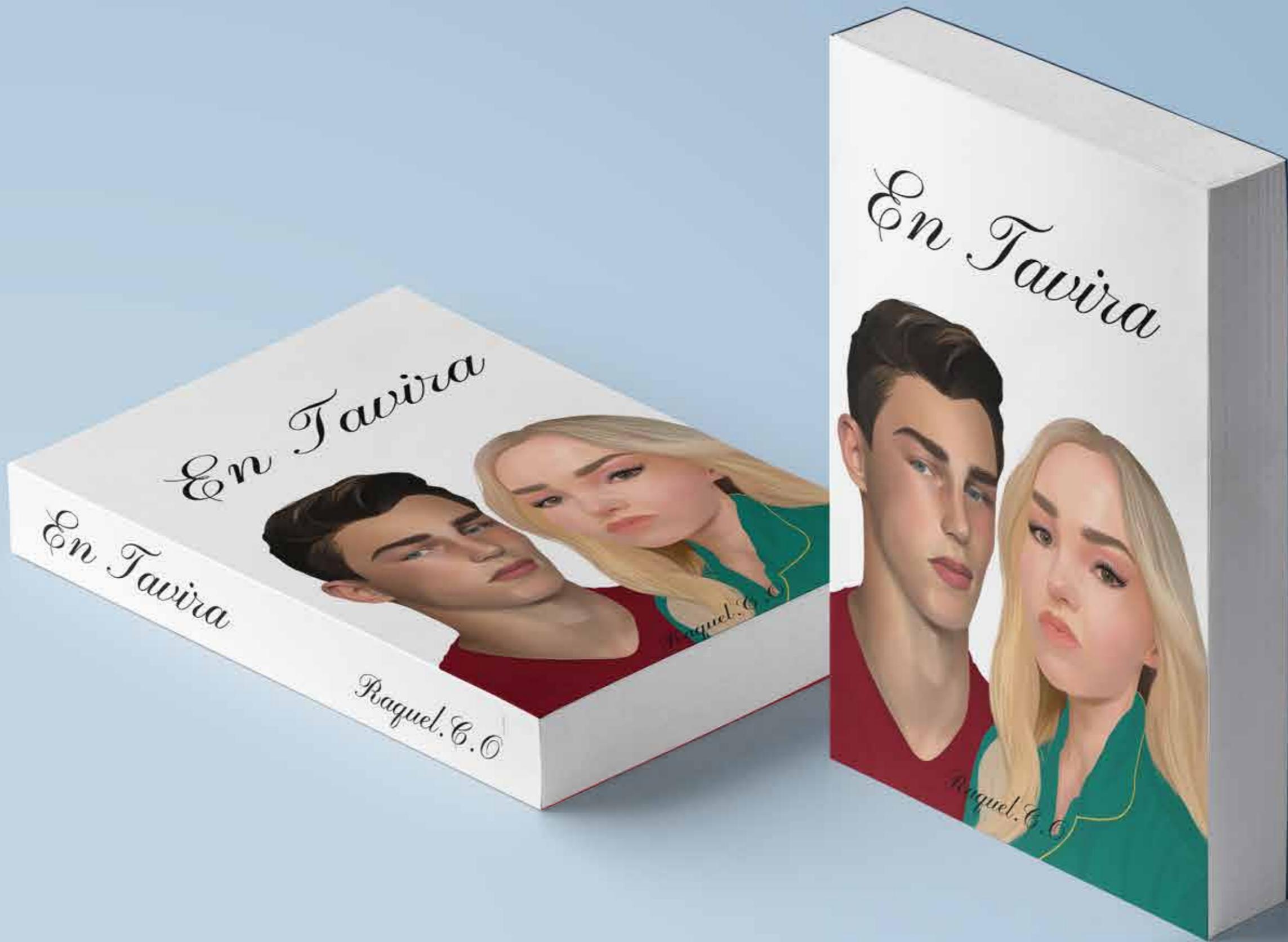
02



03



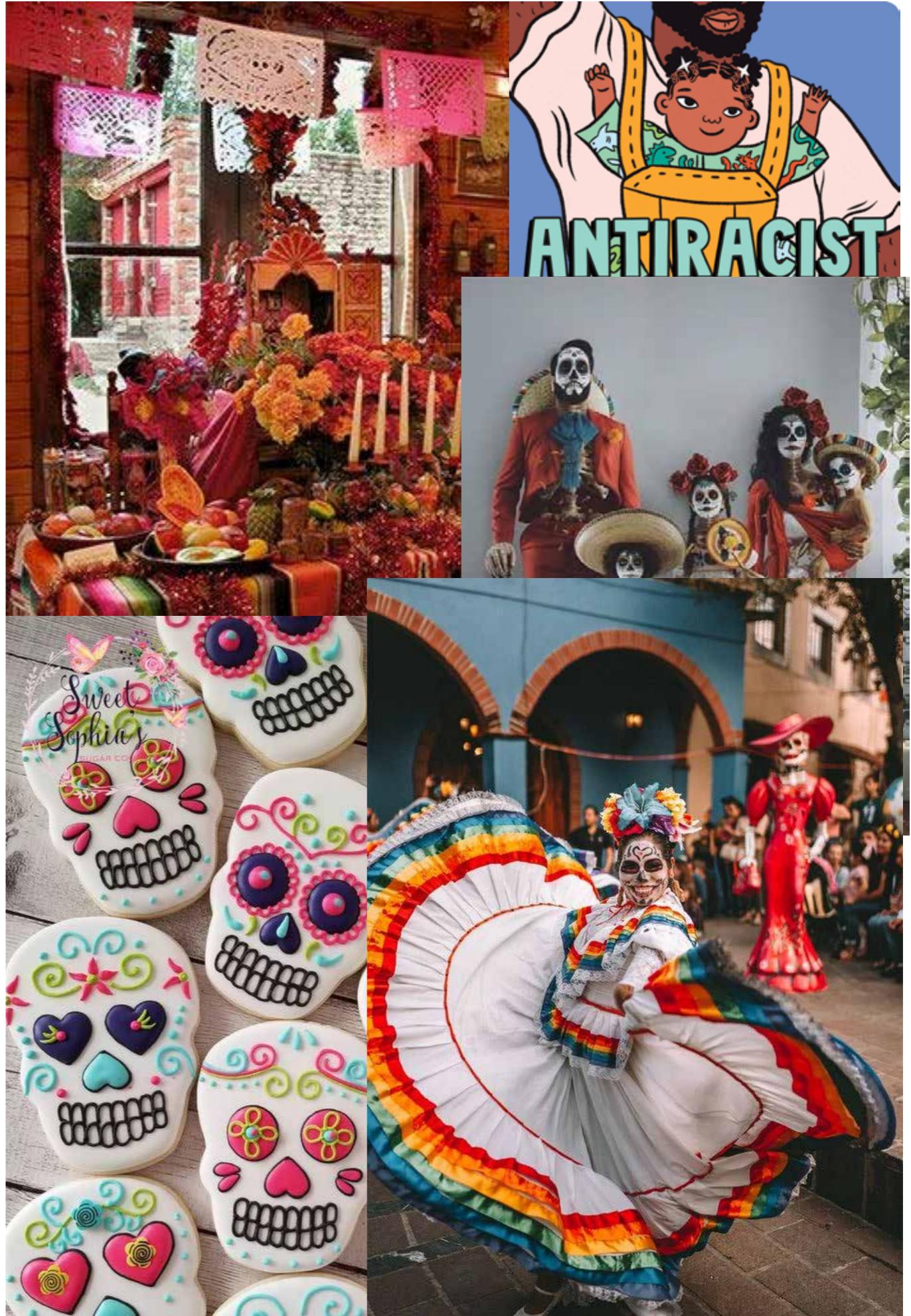
Final outcome



VIOLET A AND HER BEAUTIFUL FRIENDS



This is a children's book series that focuses on Violeta's experiences around the world. This book aims to reach the richness in diversity in different cultures and the importance of traveling and learning about other countries and people.



DEVELOPMENT

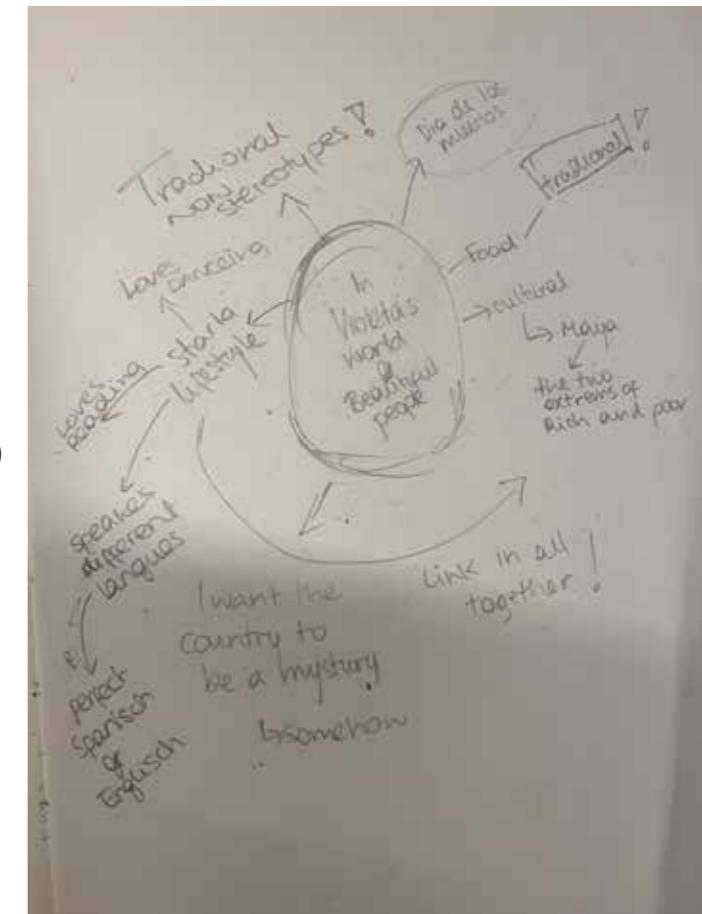
First time attempting story boarding

This was the first time that I have done a child's book so I created a storyboard to guide my thoughts into how to express and reflect in the right tone and feel into the book.

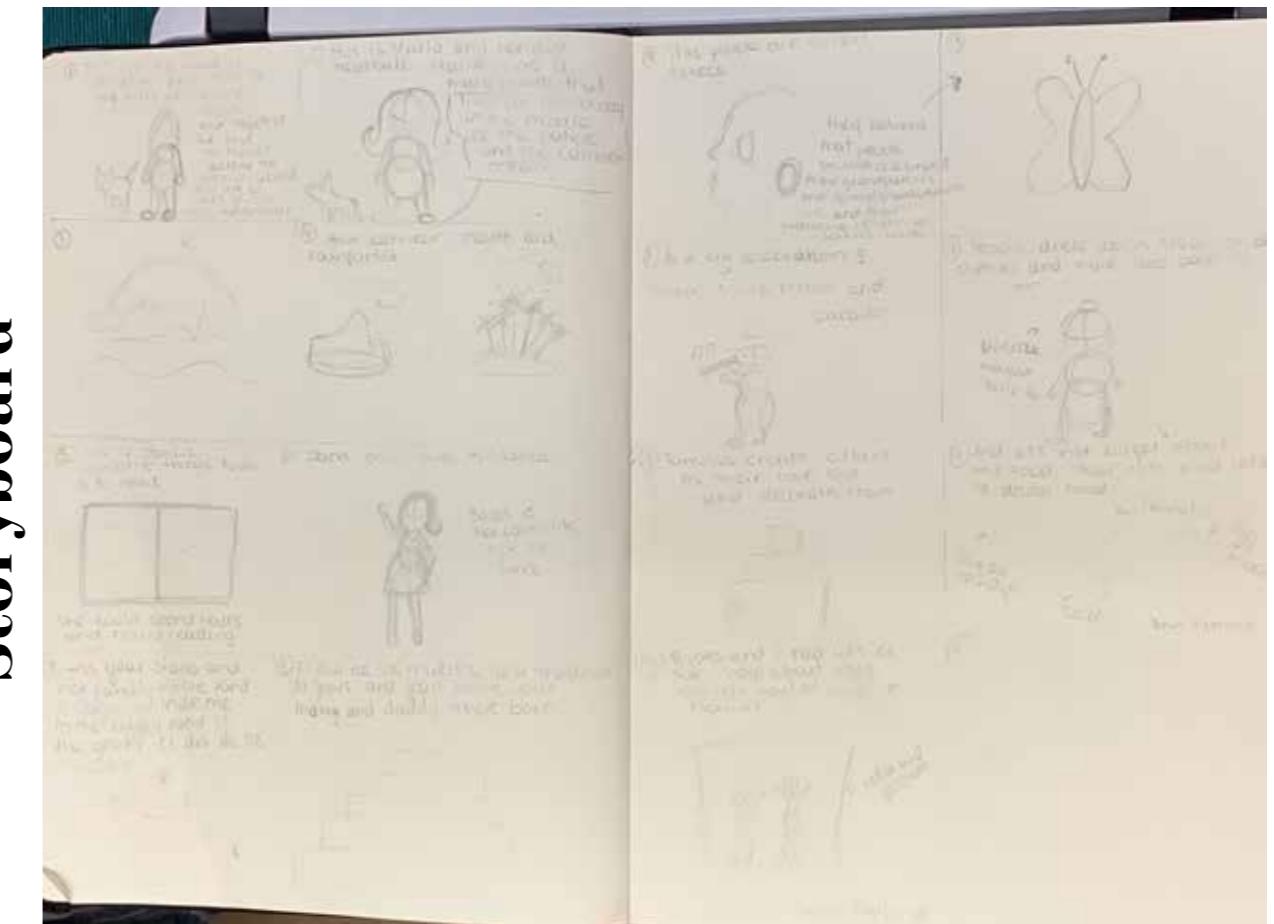
I created a storyline where Violeta is the main character with her cat. She visits one of her friends, not wanting to reveal until the end a strategic way where is Violeta's friend from. I want to make sure, a book does not judge for the cover but for the content.

I made sure that who reads the book will learn some aspects of the country and culture. The main intention is to reflect the beauty of the place and culture that Violeta is visiting. If the series of books was to continue, Violeta will visit another friend in another country, showing in the new book the aspects of the country and culture, helping, in the end, the reading to define which country is the one that Violeta is visiting.

Mindmap



Storyboard



Sketches

The reason why the characters will not have normal skin or hair colour is to take that topic out of the book and only focus on the importance of friendship, diversity, and the richness that other cultures can bring.



Stark



Bijots



Extra sketches



Once I was done with my storyboard, I came to the realization that there was too much detail and a child will not be able to focus that long on the story. shorting it down from 15 pages to 12 pages (excluding covers) personally think that made the book more entertaining, fresh, and fun.

Next step was to created all the other sketches and finished them for the last step, layout.



Layout

The last development step was about the layout of the book. Originally created the layout of the background with white, but after assembling all images together gave a cold feeling.

By changing the background to a warm light off-white cream colour that depending on the lighting looks beiger or off-white. Warming in this was the book and illustrations and making it more appealing to the children the content of the book. The same method was used for the Book cover.

One major thing personally needed to make sure that the font used in the book writing was child friendly, large, and easy to read for children and parents. Using for the illustrations the same ideology used in the font, I made the images big, simple, colourful and child friendly.

The font used for the front cover is called Curely. Personally felt that the font gave a playful, pretty aesthetic image and tone. That was lacking at the beginning.

The other font that was Granstander. She was used for the story telling. Curly would have not work because it's structure, making difficult to read



Starla and her family have invited all of us to the biggest celebration of the year



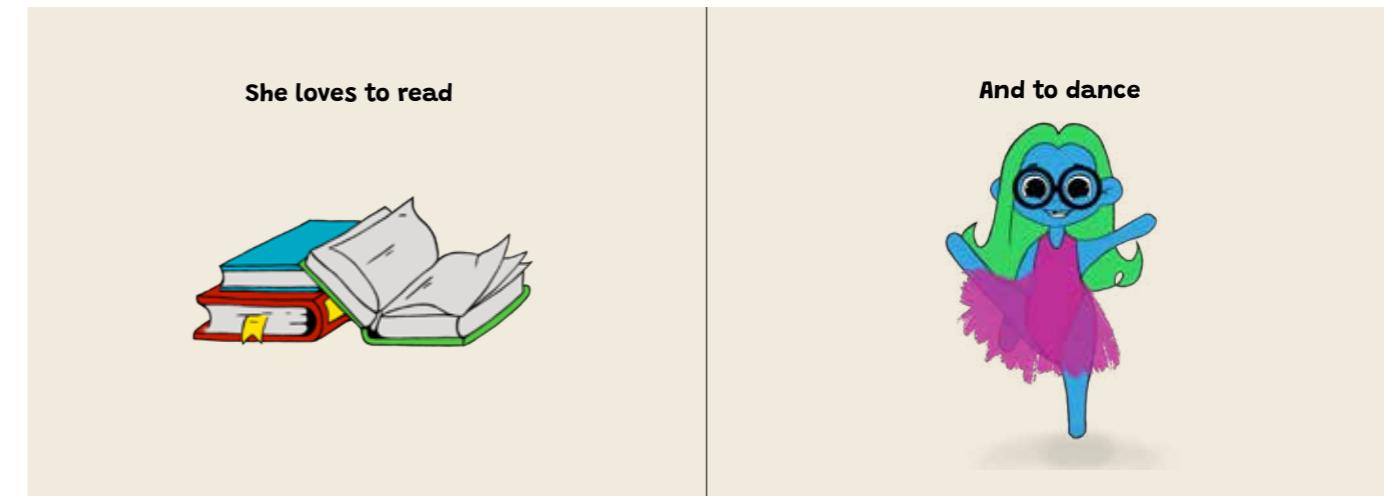
This Starla and her dog Meatball



Dia de los muertos is a big tradition where families celebrate their love ones



*Different approaches for layout design/
Background colour*



VIOLET A
AND HER FRIENDS
BEAUTIFUL





Chapter 1

The first of many adventures

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This is Starla and her dog Meatball



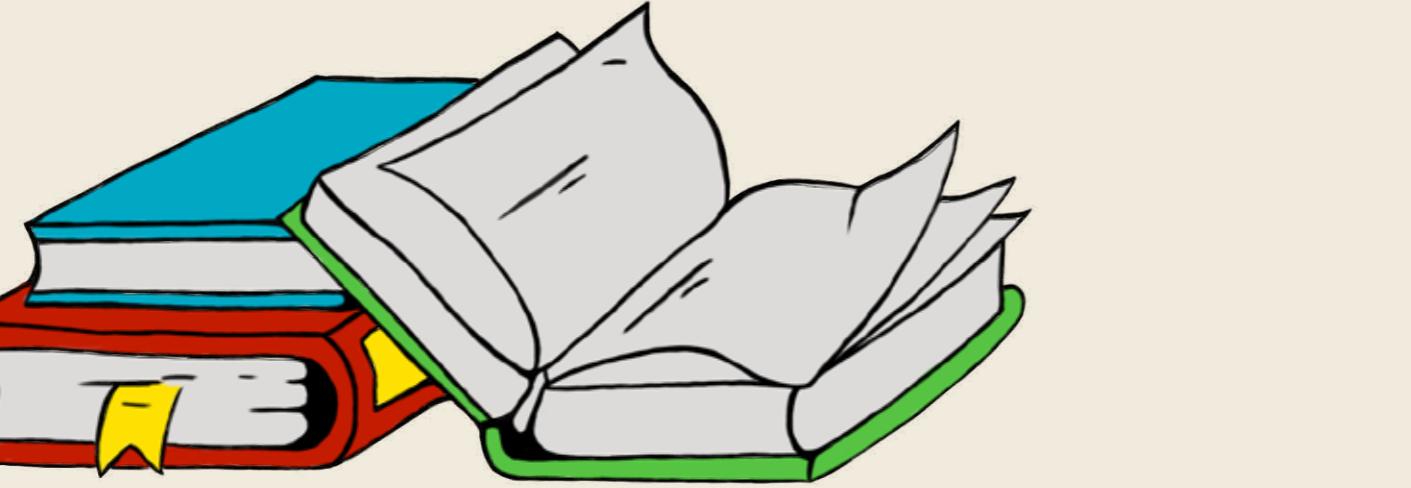
She lives far away



Between rainforest and deserts



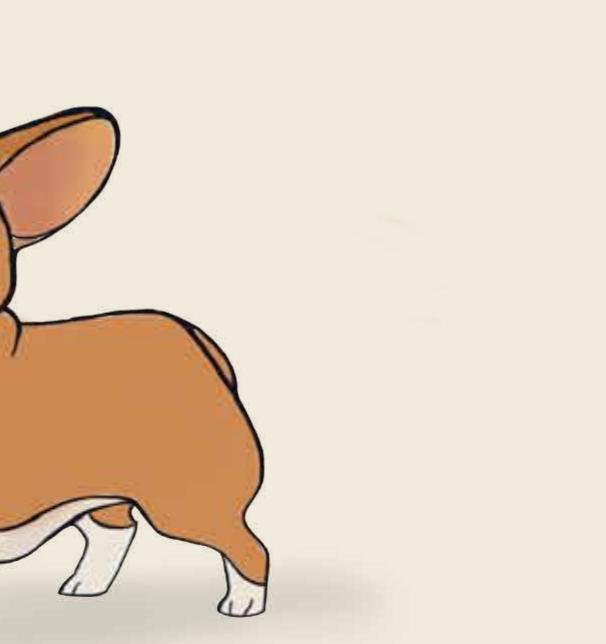
She loves to read



And to dance



Starla and her family have invited all of us to the biggest celebration of the year



Dia de los muertos is a big tradition where families celebrate there love ones



There is live music and parades



People dress up and wear face painting



And let's not forget about the yummy food



**Bijotes and I had a great time
Did you guess which country we visted ?**



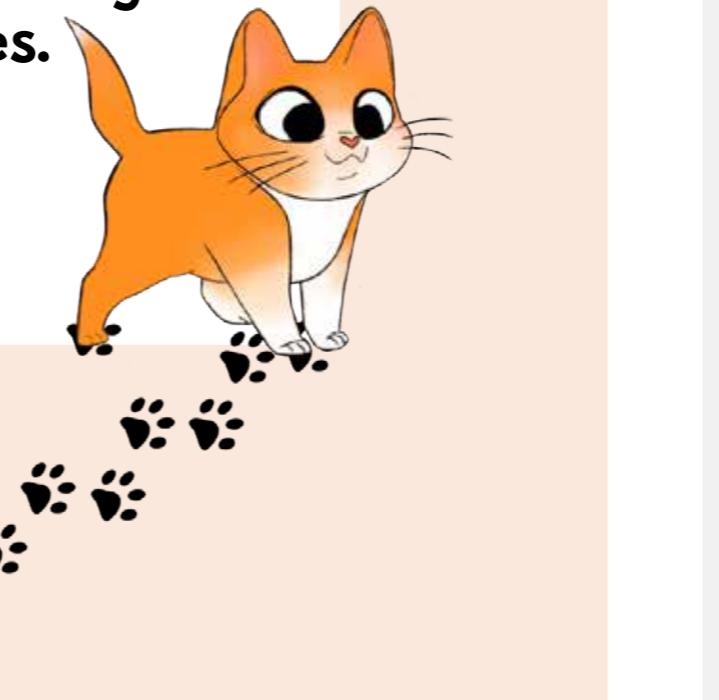
See you soon Mexico ✌



40181 700982

Violeta and her beautiful friends is book series were you will adventure into new destinations and cultures.

Overall a fun experience



Final outcome



