

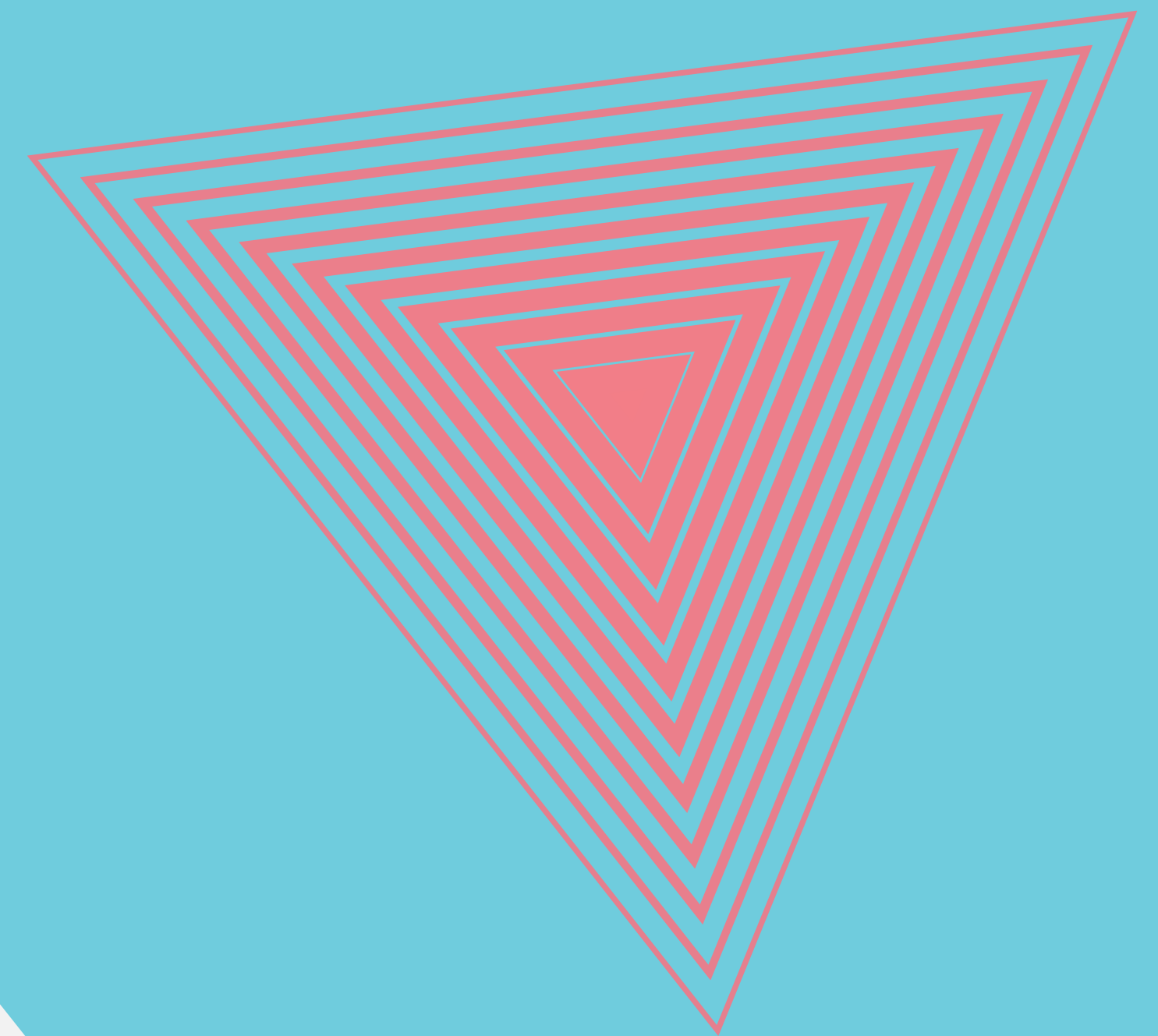
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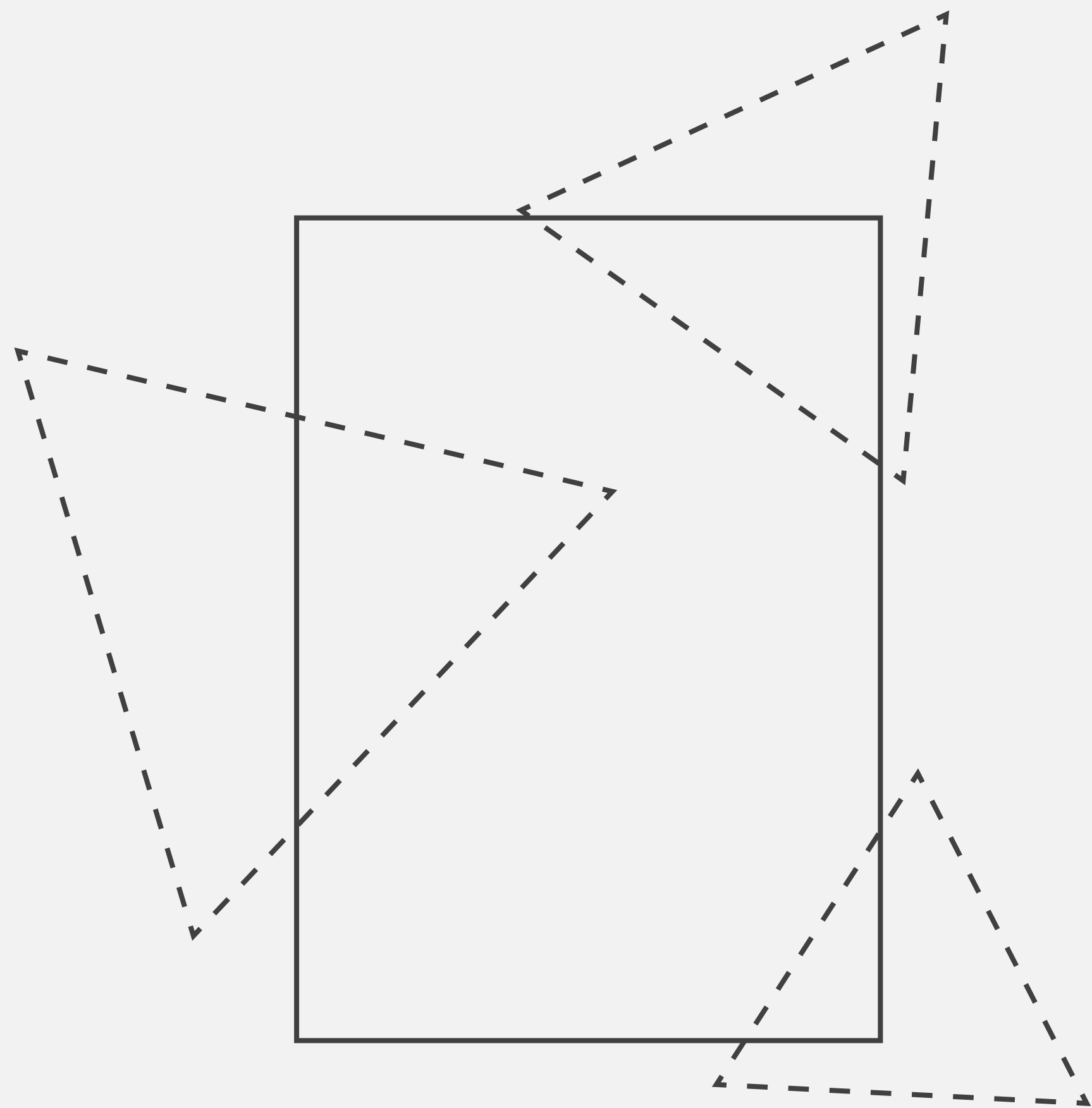
course sum-up portfolio

Week 1

Axinite Fitness poster design

Axinite is the first project of the course that required a poster design for new fitness place opening in town.





I am especially happy about the composition of the poster: Usage of energetic shapes that align well with the model; And the contrast between bright colours of geometries and gray scale photography.



AXINITE
FITNESS

GRAND OPENING!
at the end of the month



first 2 months
-40%

Open Everyday 5 am to 11 pm

www.axinitefitness.com | info@axinitefitness.com | 28 Kume Avenue, Miami, Florida | (305) 468-5405

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I am also very satisfied with the final look of the mock-ups.

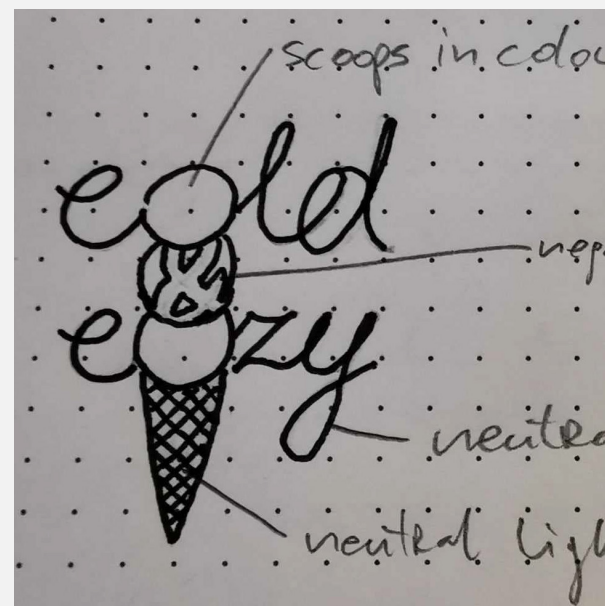
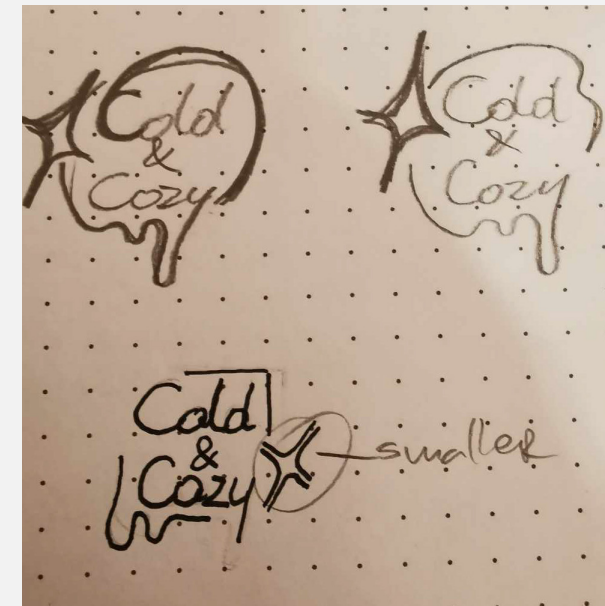
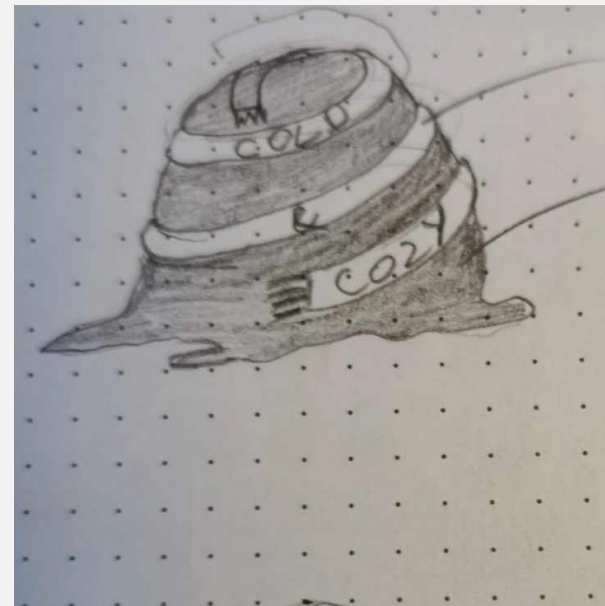
Week 2

Cold & Cozy logo design

Cold & Cozy brand design was a group project and I decided to take the challenging task of designing the logo.



I really enjoyed the process of sketching different ideas before establishing the final design.



In that project, I am especially happy about the result of typeface modifications.

Cold & Cozy

Cold & Cozy

Cozy

Week 3 & 4

Vitalia Skincare brand design

For the 3rd assignment we were asked to design a branding for a skincare company. I decided to make the assignment solo and then continued with the project into the 4th week after implementing the feedback.



initial design



after feedback



I am especially happy with the concept of the brand and usage of logo mark as a brand shape across designs.



Overall, I created a strong content and learnt a lot about making mock-ups and photo compositing.



THANK YOU

