

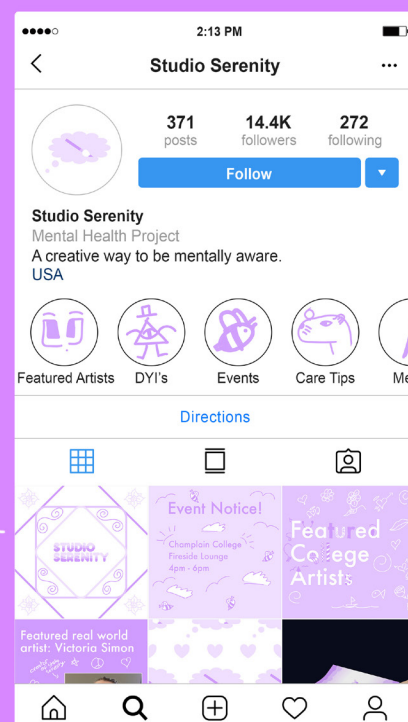
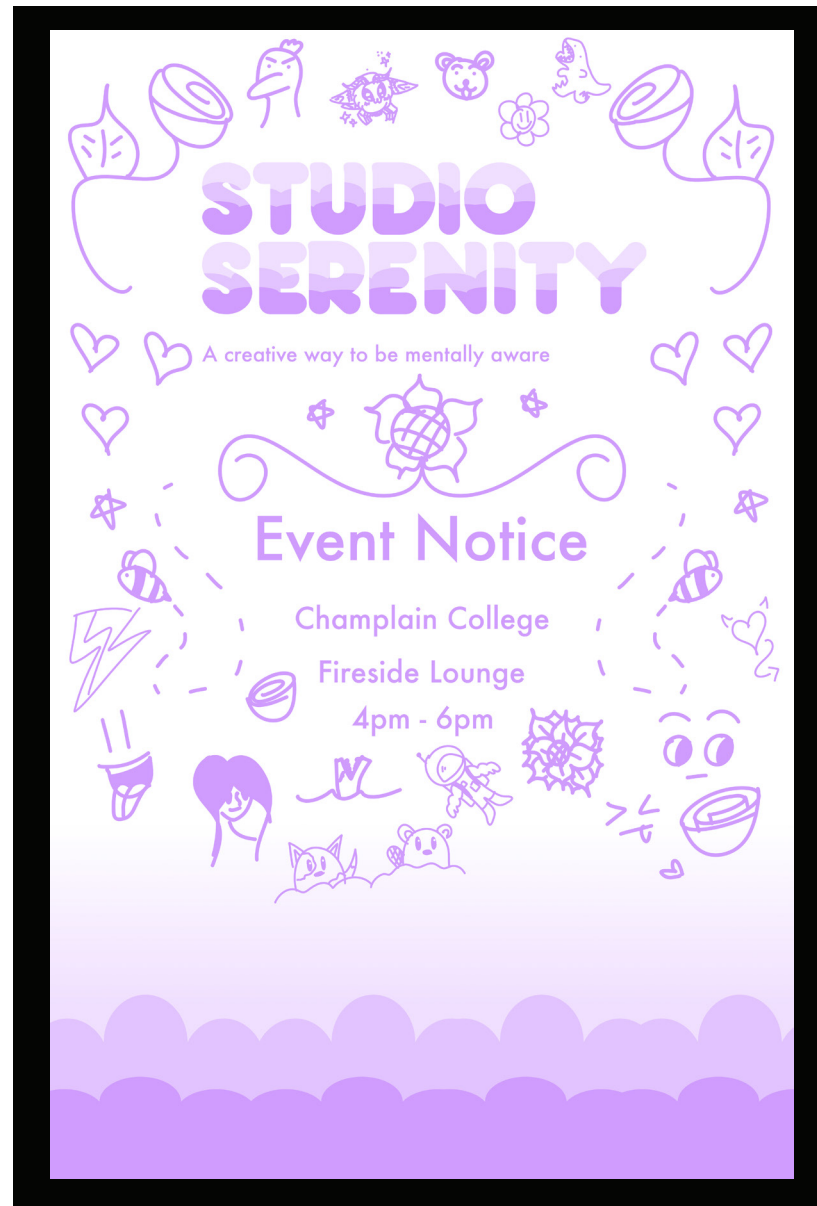
Victoria Simon
Portfolio

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Capstone Project: Studio Serenity

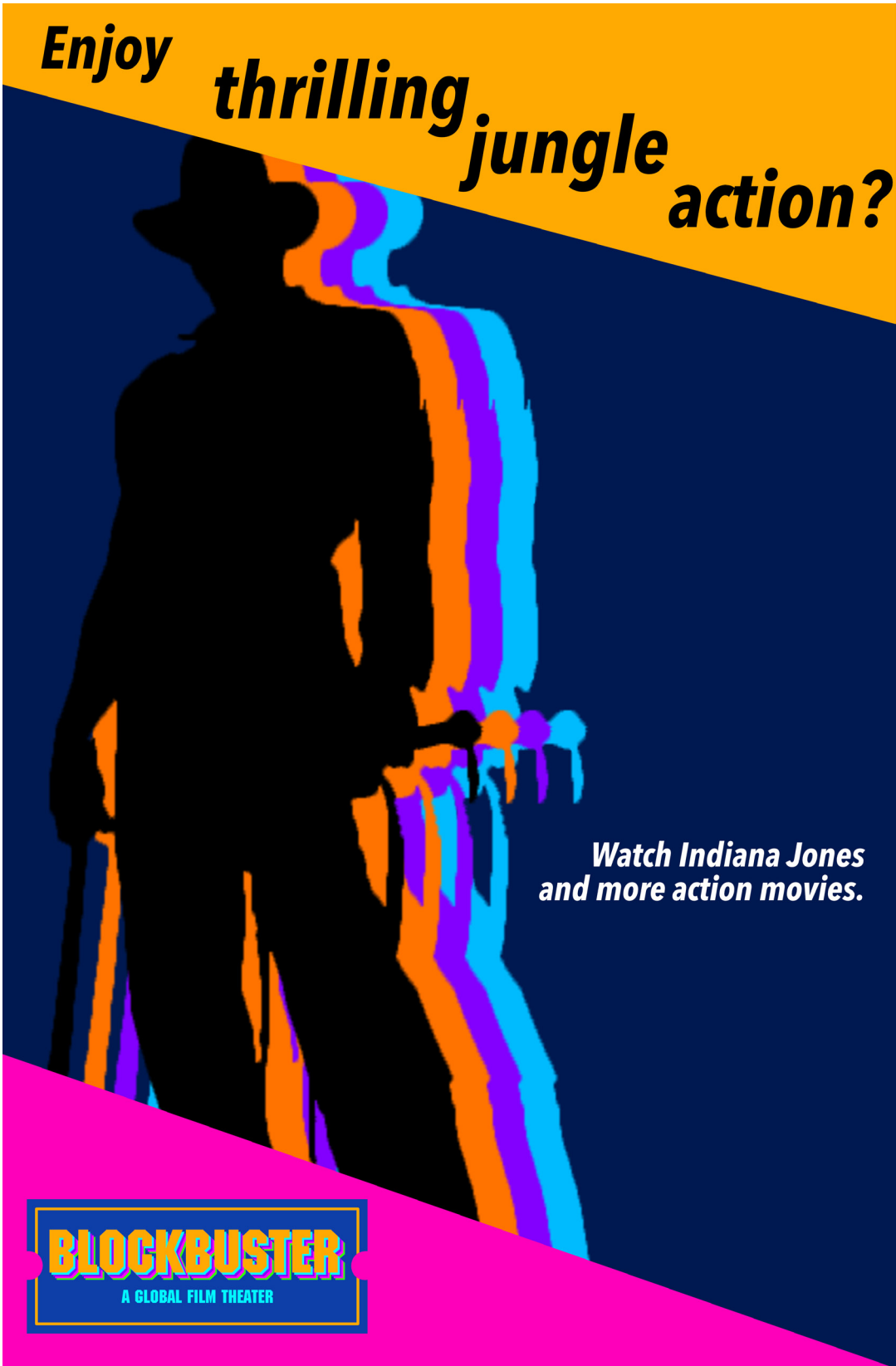
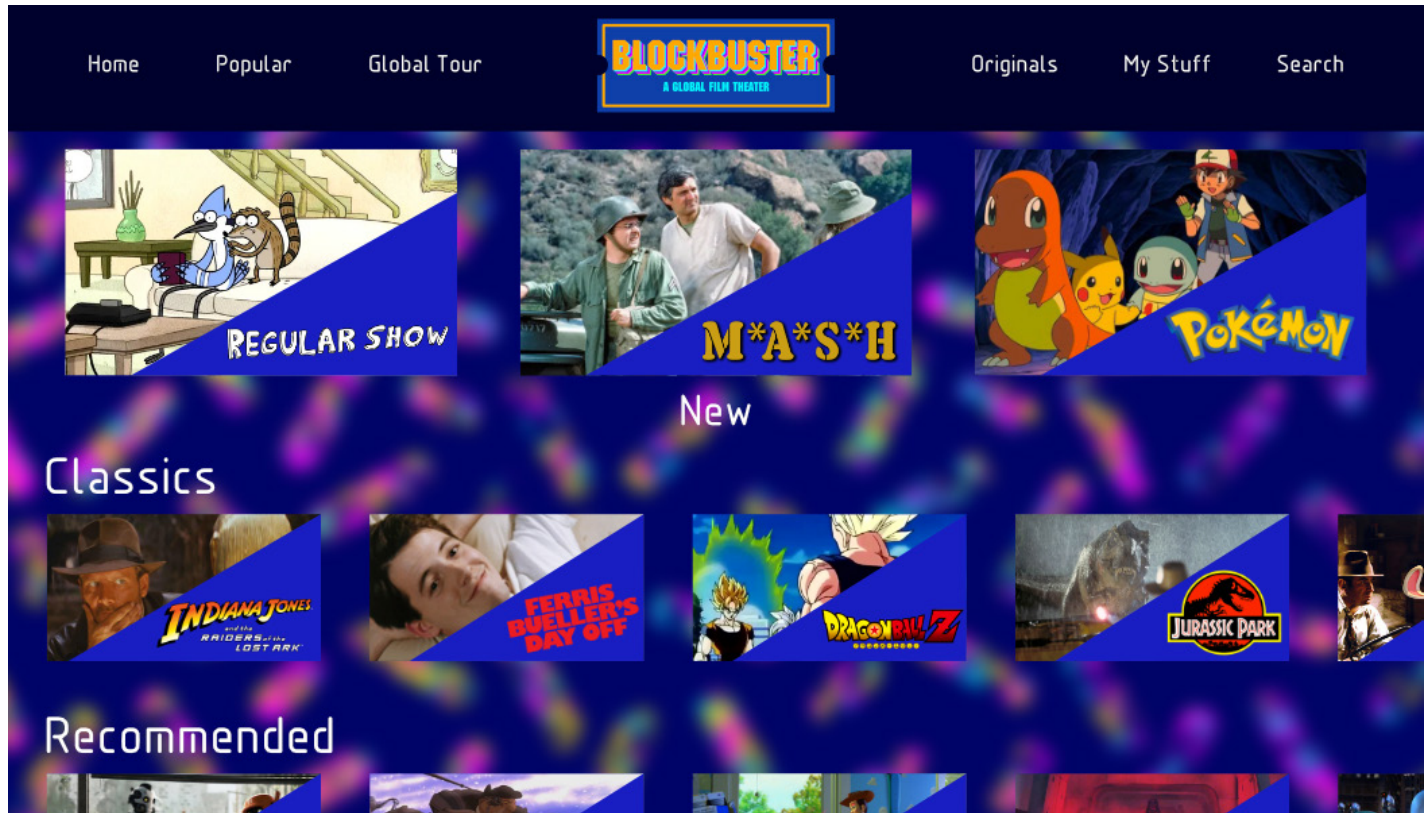
Capstone is a project meant to focus on designing around real-world problems. Studio Serenity was created to focus in on the issue of students and mental health, specifically students of the college grade.

STUDIO SERENITY



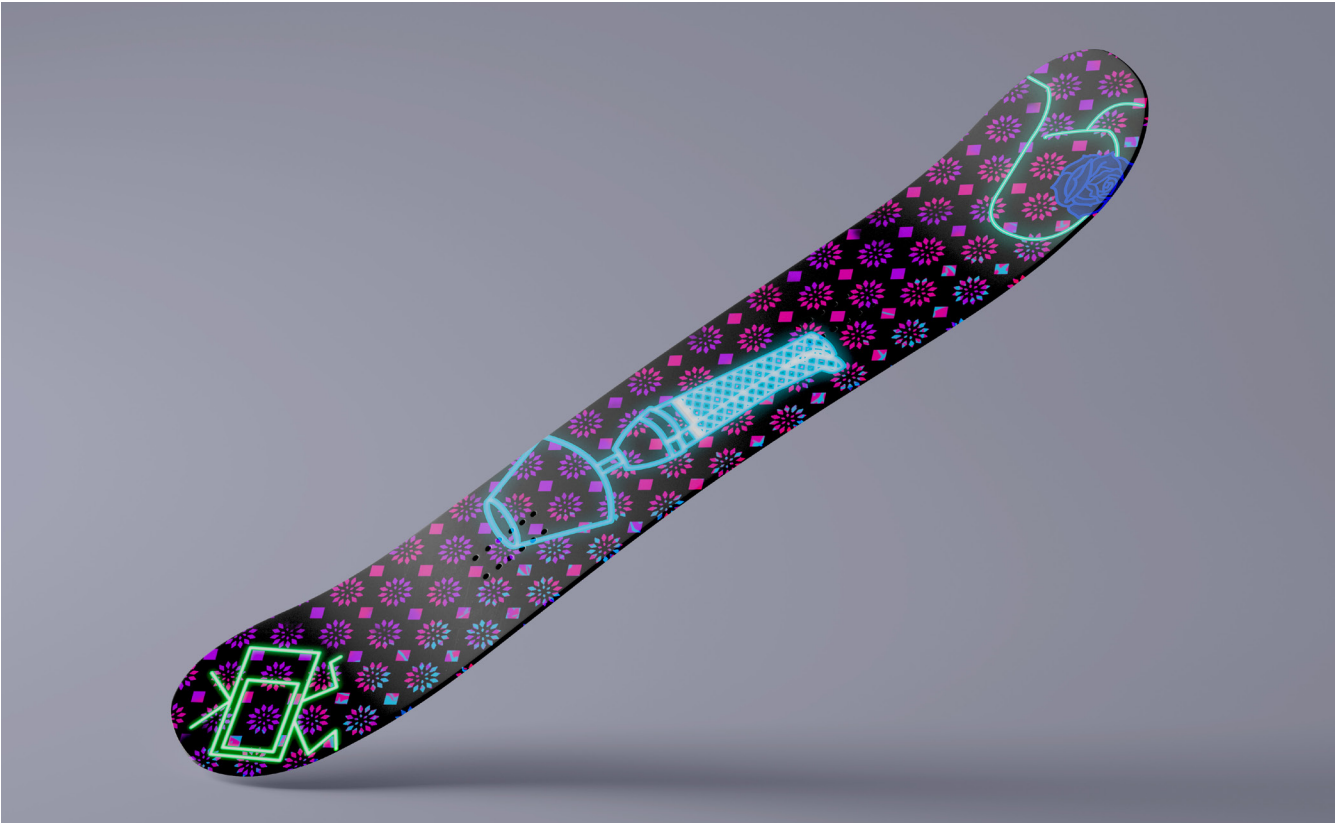
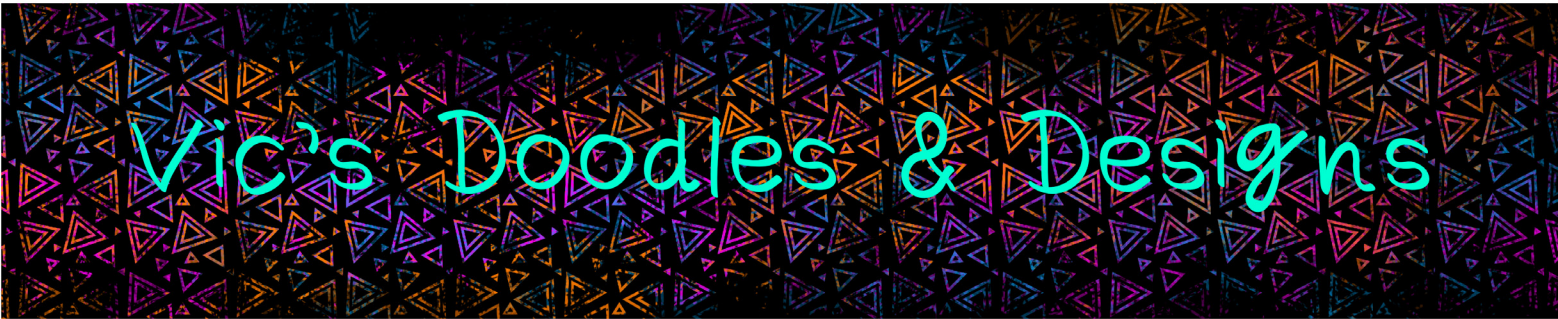
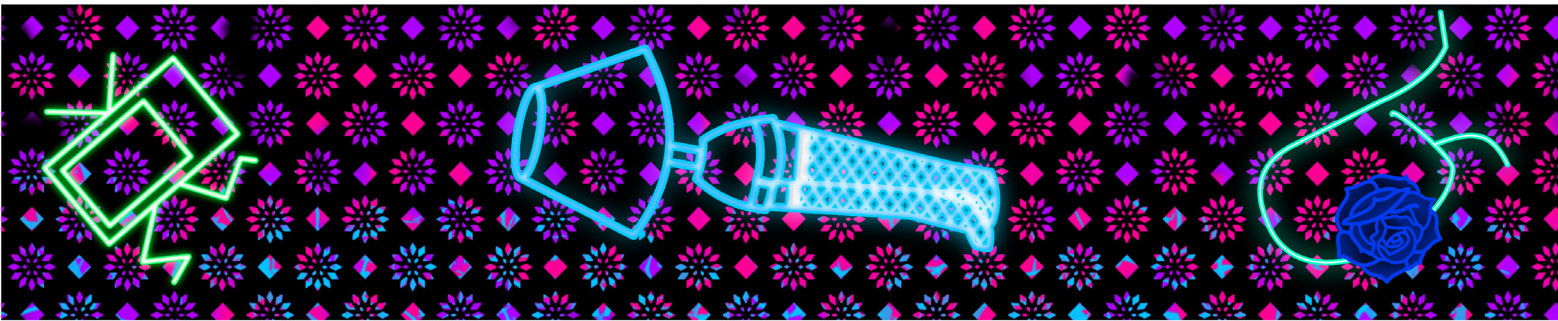
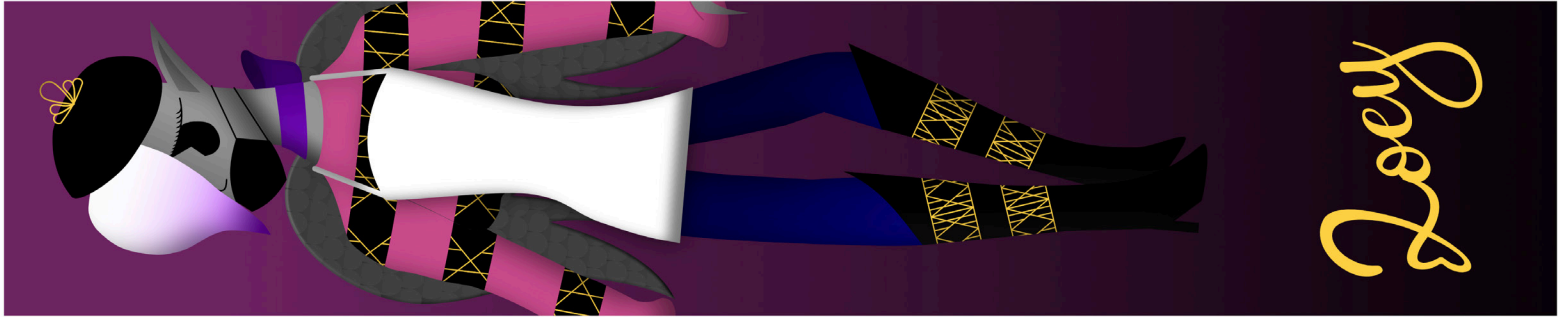
Blockbuster Redesign

The assignment for the project was to take an already existing brand and re-brand it as something else. Inspired by the ever-fading video rental brand Blockbuster, I decided to bring the brand into the modern age reusing the same typeface and still retaining its original 80s charm.



Snowboard Designs

This project was fairly simple and straightforward. Create two different snowboard designs, front and back. These designs utilize old art done in my high school days and is given new life in a different setting and style.



Mocha's Cafe

The assignment for this project was to design a menu for a restaurant. It could be about anything. Mocha's Cafe is a cute cafe located in the corner of the city which delights all who enters her doors.



Coco Bar

Coco Bar is a cafe that caters specifically to hot chocolate drinks, both alcoholic and non-alcoholic. The name inspired by the bean that makes this wonderful drink possible, the cacao bean.



Public Swearing

Public Swearing is a poster project in which we had to make a series of ten posters on any chosen topic. At the time of the assignment, I wasn't sure what topic I wanted to focus on, but then after some thinking, I came up with the bold idea of using swear words as the subject of my posters. "Public Swearing" as the poster series is called is meant to put swear words into physical form and put them in public spaces. My thought is that swearing is such an over exaggerated thing, it's not bad but it's good either; swearing in reality can be as casual as a compliment if you make it so. This poster series is meant to put those words out there to show everyone that there's nothing to be afraid of. The series turned out to be a massive success and with that, I decided to expand the poster series with ten more posters which I named "Public Swearing Part 2". With the expansion came with ten more posters.



Emotional Fizz

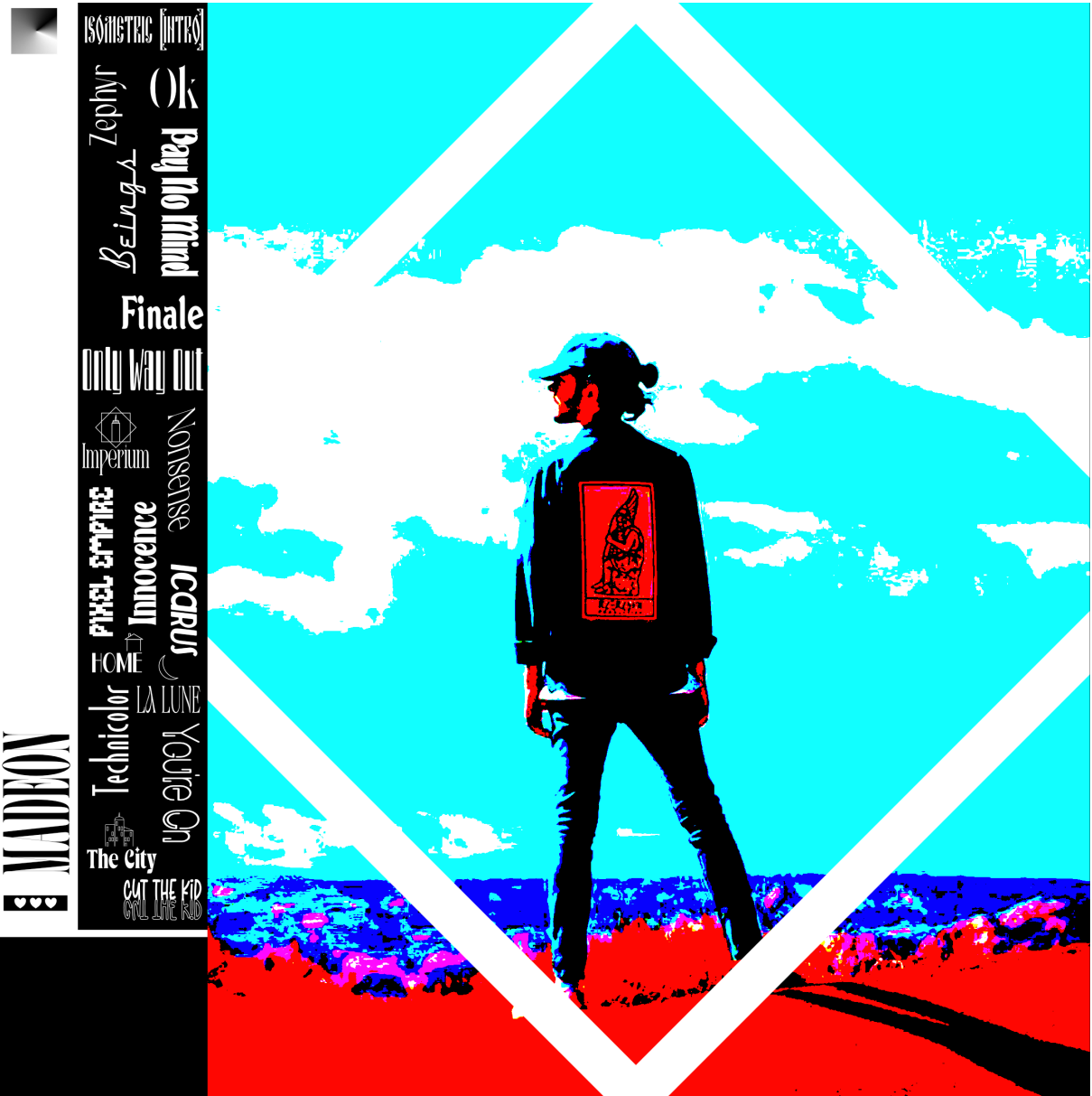
Emotional Fizz is a pack of six differently flavored soda pops based on different emotions. Inspired by the Doctor Who episode “Gridlock” the soda is meant to reflect the emotions it’s labeled as through fruity flavors and addicting fizz.



Record Sleeve Design

In this assignment we were asked to take a real life music artist and design or redesign album art for them. One of my favorite artists since childhood has been a male artist by the name “Madeon”. He recently came back to the music stage in 2019 to release his album “Good Faith” after a 4 year absence since the release of his last album “Adventure” in 2015.

The cover is inspired by his current style of album art to link the past to the present.



Printmaking

College for me was a time for experimentation and exploration. I enrolled in a one semester printmaking class to which I was able to put my creative skills to the test.

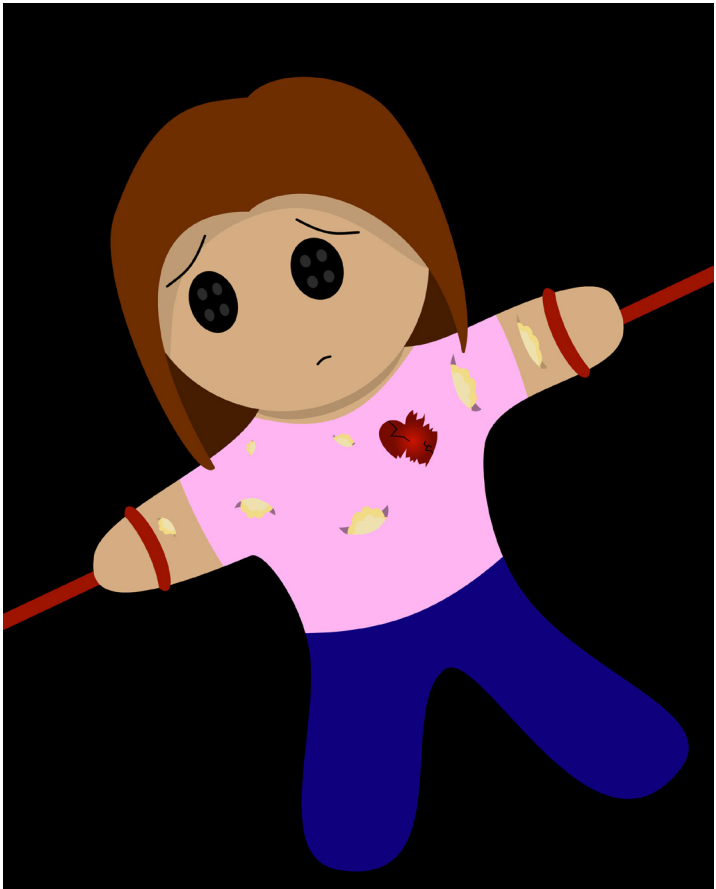


Tucker Simon
2010 - 2019



Illustration Work

Exploration of creativity through graphic illustration.



Art Work

This is personal work I've done outside of project work that covers both digital and physical mediums of art.

