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PRESENTS

VNVSVAL

DESIGN
PORTFOLIO

Captain Ka-Bam
What is he shooting?

Don't you want
some free extra
Cookies?

Sometimes, you shouldn't.

Companies,
Cars and Carbon
Did you know how much
Europe's industry relies on
industries with terrible
environmental balance?
Check out this infographic
and be surprised!

Introduction

Hallo!

I am VCT and this is my digital design portfolio.

As an assignment for the digital design classes of my game design studies at the Hanzehogeschool Groningen, I have created this portfolio, knowing that it may well be useful for future applications.
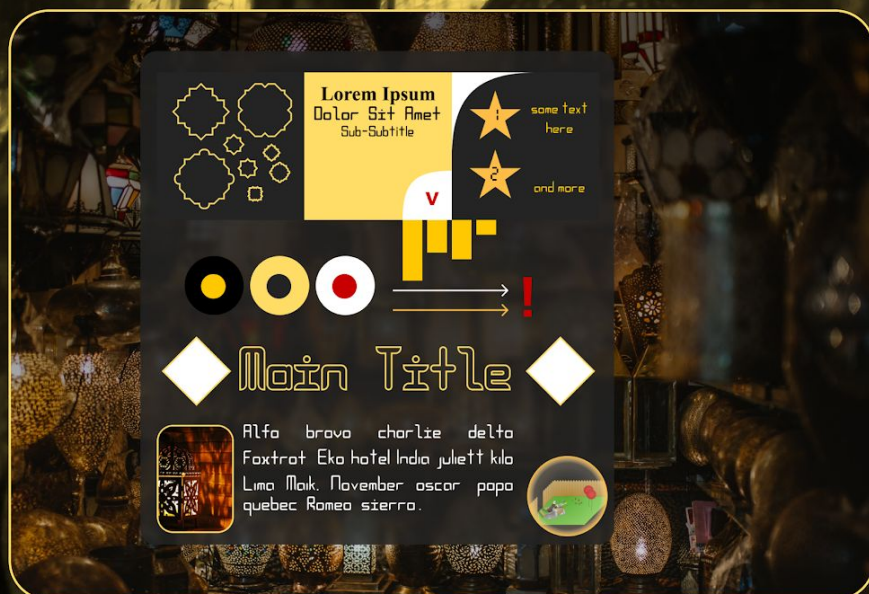
The portfolio contains the following elements:

and a reference list at the end.

To find a style for this portfolio, I first made the following moodboard:

Moodboard

Lorem Ipsum
Dolor Sit Amet
Sub-Subtitle

some text here

and more

Main Title

Alfa bravo charlie delta Foxtrot Eko hotel India juliett kilo Limo Maik. November oscar papa quebec Romeo sierra.

Cover

The cover of this portfolio combines inspirations from several posters, covers and art styles. It also includes many recurring stylistic elements from this portfolio, such as these three colors, the fonts Times New Roman, Vindicator and VeeCiTy, and white, rounded corner elements.

Coincidence

(Firaxis, 2010)

After having finished the cover, I showed it to some people.

Someone told me, that it reminded them of the cover of the 2010 complete edition of the game Sid Meier's Civilization V (Firaxis, 2010).
They were right. I have therefore included an image of that cover here.
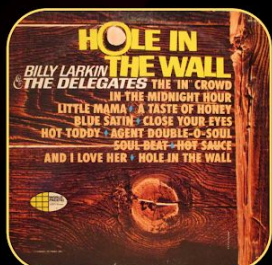
Inspiration

My use of non-rectangular, small "windows" in the background to show off the later contents of the portfolio was inspired by the cover of Billy Larkin & The Delegates' 1965 album "Hole in the Wall".
The shapes of my "windows" are taken from traditional Moroccan architecture.

The structure and color scheme of my cover take inspiration from the classic 1926 movie poster for "Metropolis". It creates an imposing, grand impression, giving the cover some feeling of importance.

Another inspiration for the color scheme, as well as my use of triangular shapes, was the cover art "Omucho" by Prateek Mishra.

Design Theory

For this assignment, I shall talk about Logos, Ethos and Pathos in digital design, and how it applies to my cover.

Logos refers to logical arguments being used to convince the audience. These could be statements such as "Statistics show, that reading this will improve your design skills by more than 50%." Because I do not want to lie to the audience, though, I decided not to make up such claims.

Ethos describes the ethical integrity of a work. To include ethos in the cover, citations of experts could be made, to provide my claims with "scientific authority". As a mere student of a design subject, I do not yet count as an expert myself, though. The cover therefore also doesn't incorporate ethos.

Pathos appeals to an audience's emotions. Regarding my cover, it depends on individual assessment, whether it contains pathos or not.
It does not contain pathos in the sense, that it directly targets common emotional reactions. Some people however, might feel strongly about a certain element of it.

All in all, I opted not to work with this design theory in my cover, in order to preserve the portfolio's overall integrity and honesty.

(Larkin & Delegates, 1965)

OMUCHO

(Mishra)

(Schulz-Neumann, 1927)

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Monogram

I have been using "VCT" as my pseudonym since elementary school. While I originally used only the three letters on their own, I quickly started stylizing them as a monogram. My current monogram therefore has quite some history.

My first ever monogram looked like this:

[ca. 2006]

It was a simple combination of the letters. But I only drew it on paper.

Few years later, I made my first digital monogram, which was a red text on white ground in 2008, and a yellow text on black ground in 2009.

[2008] **VCT**   **VCT** [2009]
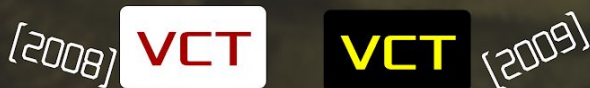
In 2010 I switched to using italic letters [not pictured]. 2011 I chose to use the font "Blazed" by "Bright Ideas".

I used this logo in different color variants, with slight adjustments until 2018.

In 2017 I made my first own font called "VeeCiTy", [It is also used in some places in this portfolio.] which I used for my monogram. Alongside the new font I also added a star inside the C, and I encircled the text in a red radial gradient. This became my logo in 2018.

In the beginning of 2019 I created the main part of my current monogram, by combining dropping the background image in favour of displaying an image on the letters and the star. I also made the C smaller, reversed the rotation of the red gradient and merged the V and the T into one shape.

Firstly, I used an image of a canal in Hamburg. When I moved to Groningen in August of 2019, I switched to an image of the Groninger Vismarkt.

In my digital design classes at the Hanzehogeschool, I then used the opportunity granted through the monogram assignment, to further optimize my monogram. I finally made it a scalable vector graphic, gave the letters sharper endings, made the bottom right of the C rounder, and improved the way the letters work together with the red circle. The result is now my monogram.

[2018]

[2019 pre-August]
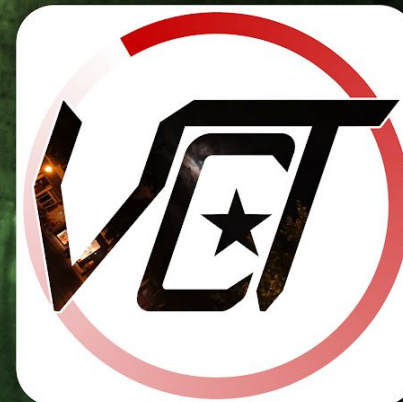
[2019 August]

[my current monogram]

In this section I shall analyze the monogram regarding the principles of Gestalt theory.

Gestalt Theory primarily asks for simplicity, which my monogram fulfills, because it consists of only three shapes. It is easily recognizable amongst others.

My monogram does not adhere to the "law of symmetry". It is not symmetrical, because it is supposed to spell VCT, and that is not symmetric. In an attempt to create a symmetrical logo, I once came up with this design, which I decided not to use, due to its unfortunate similarity to unwanted political iconography:

Figure-ground organization and closure are not applied in my monogram. Your mind does not need to "fill in the blanks", to see an image in it. I really enjoy the idea of using figure-ground icons, I did not yet come up with a way of implementing it in my logo, that I appreciate more than my current monogram.

My monogram applies the "law of continuity". The letters are grouped together by a literal connection of the V and the T, by using the same style, by resembling the style of a mathematical square root equation, and by being grouped inside the red circle. One can also perceive the red circle as an extension of the V's top left end, continuing its path.

The letters V, C, and T adhere to the "law of similarity", because all their lines follow the same four directions and have the same font with the same sharp ends.

The main colors of my monogram, black and white, are calm, balanced colors. They are neutral, and can therefore be used independently from their context, which is why I decided to use them for the main part of the logo.
The red circle makes the logo more exciting, less stale and neutral.

Character: Captain Ka-Bam
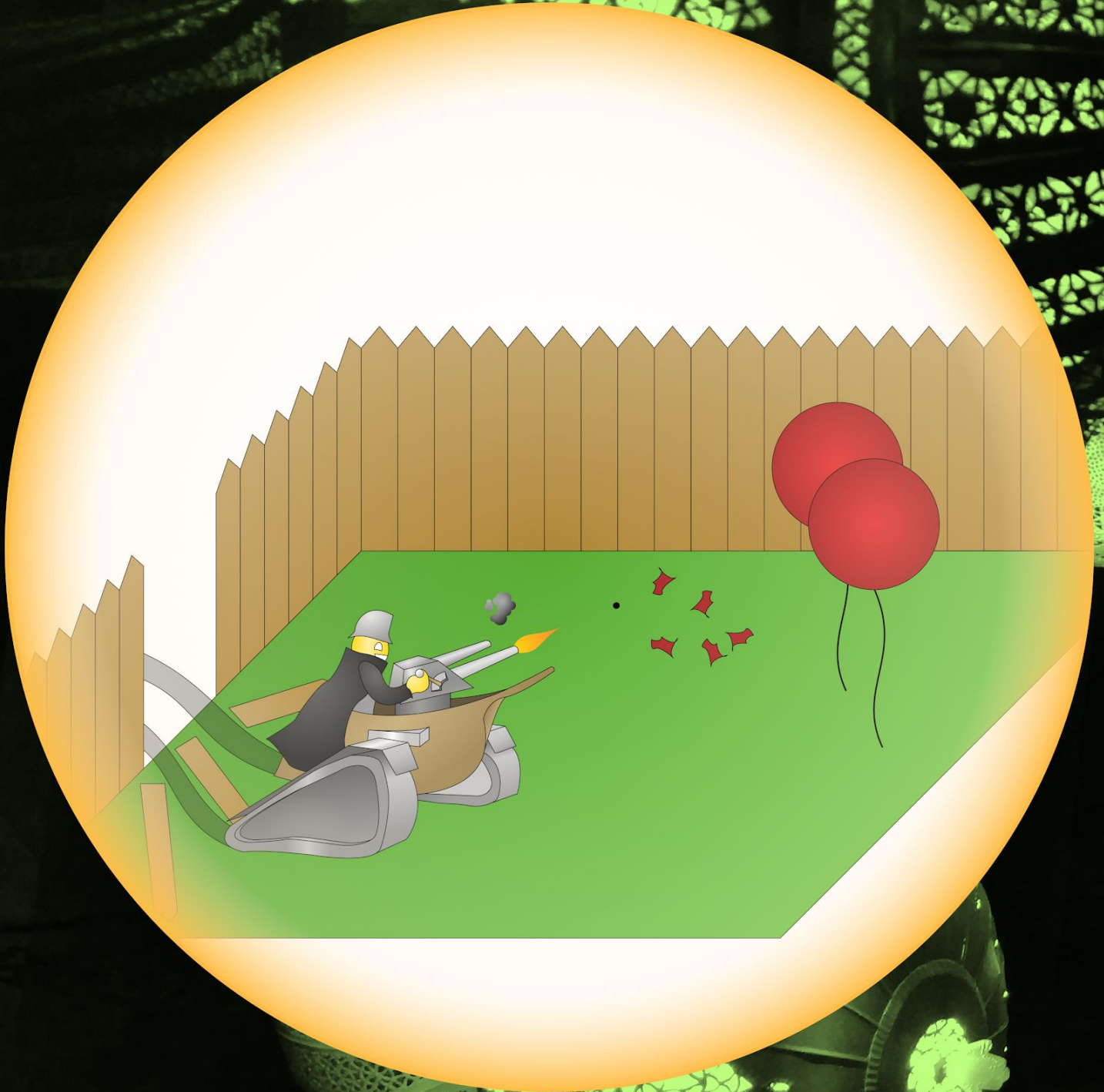
I imagined this character, named "Captain Ka-Bam", being the playable character in a video game. It is driving its little boat-tank through its neighbours' gardens, shooting balloons.

Design Theory

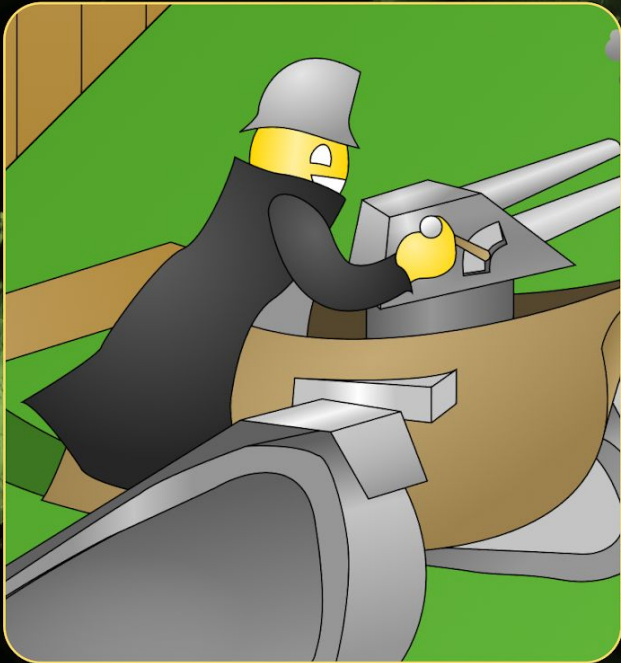The character is made of mainly round shapes, making it more fun and cheerful. It's facial expression further contributes to this, although it also adds a note of madness to its personality.

The grim black and grey of its clothing contrast with the bright and optimistic yellow of its "skin".

Overall, the character does not match the colorful yet normal world surrounding it.

It is enjoying the mayhem and destruction its vehicle creates.

Backstory

Here are some possible story ideas for this character:

1.] Captain Ka-Bam lives in a world of colorful balloon-ish people and competes against them in a balloon hunt contest.

2.] It is a mad child, who felt ignored by the others and decided to dress up as its alter-ego Captain Ka-Bam, crashing its neighbours' gardens to ruin the fun.

3.] It is an environmental activist driving an electric boat-tank, combating pollution by removing plastic balloons from the world.

Explanation

Internet cookies are an essential tool for website development, allowing sites to store information on their clients' devices, so they won't have to ask for everything to be transferred to the website manually again and again.

However, many websites use cookies for more than just storing your login information and the items in your virtual shopping cart.
They store identification numbers on your computer and use those in combination with info stored on their databases to show you targeted advertisements and track your online behaviour even across different websites.

Thanks to EU legislation, websites must now provide their clients with a choice to accept only specific ones or none of such cookies.
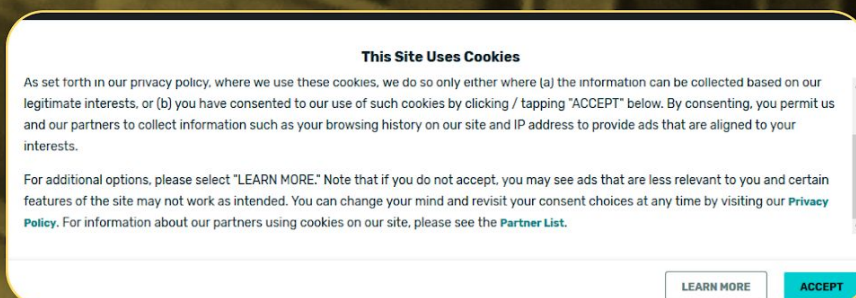Often, this choice is not given appropriately, though. Many websites also restrict access to them to only clients who accept all their cookies.

This poster is meant to raise awareness about the issue.

Design Theory

The cookie on the plate in the center of the poster is a metaphor for an internet cookie. The hand and the red shape symbolize the rejection of that cookie, while the hand is also meant to represent one's willingness to accept something that sounds as tasty as "cookies", especially when they're not well informed about them.

The rounded rectangles around the words "Accept" and "Agree" have a similar shape to buttons on websites asking their users for permission, such as these:

This Site Uses Cookies

As set forth in our privacy policy, where we use these cookies, we do so only either where (a) the information can be collected based on our legitimate interests, or (b) you have consented to our use of such cookies by clicking / tapping "ACCEPT" below. By consenting, you permit us and our partners to collect information such as your browsing history on our site and IP address to provide ads that are aligned to your interests.

For additional options, please select "LEARN MORE." Note that if you do not accept, you may see ads that are less relevant to you and certain features of the site may not work as intended. You can change your mind and revisit your consent choices at any time by visiting our **Privacy Policy**. For information about our partners using cookies on our site, please see the **Partner List**.

LEARN MORE   ACCEPT

[Fandom, 2019]

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MEER INFO   JA, IK ACCEPTEER ZE

Je kunt je voorkeur altijd wijzigen via "Cookie-instellingen" onder aan de pagina. Lees het Privacy- en cookiesbeleid voor meer informatie.

[Nike, 2019]

Infographic

The biggest companies of every country in

EUROPE
by revenue*.

*As long as reliable data could be found. For some countries that is not the case.

Colored depending on the companies' industries.

Industries:
- Fossile Fuels
- Car Manufacturing
- Mining / Minerals / Metals
- Electricity
- Telecommunications
- Professional Services
- Other Industries

presents

Description

The infographic shows the highest revenue companies of each European country and colors the countries based on the respective company's industry.

By doing the research for this infographic, I discovered that a shockingly high amount of those companies are conducting their main business in industries with a terrible environmental impact.

In almost twenty European countries, the largest company by revenue is part of the fossil fuels industry.

European countries are often seen as relatively progressive and successful regarding their measures against climate change.

A fact often recited by non-environmentalists is, that Europe is only responsible for 12.7% of the world's carbon emissions [statista, 2019], so it should be other regions, that have to fix things.
Considering that Europe makes up only 6.7% of Earth's total land area [Enchanted Learning, 2018], though, that is quite a bad statistic.

The infographic is meant to show off how much Europe thrives off industries contributing to climate change, and labels all countries with the logo of a company the locals know very well.

Creative Process

I saw an incomplete map / infographic of the largest companies in Europe, and decided to produce an improved version of it, featuring more countries, more information and more appealing visuals. The added layer of information is the [main] industry of each company.

I used a vector graphics editor to create a map of Europe and then added the company logos and colored everything. In the end I added the texts, decorations and key, and added a kind of shadow to the map, to further improve its look.

Raven Me

As a fun little photoshop exercise, I replaced my head with a raven's.

And I made it three creatures, to fill more space.

Now it's my raven gang.

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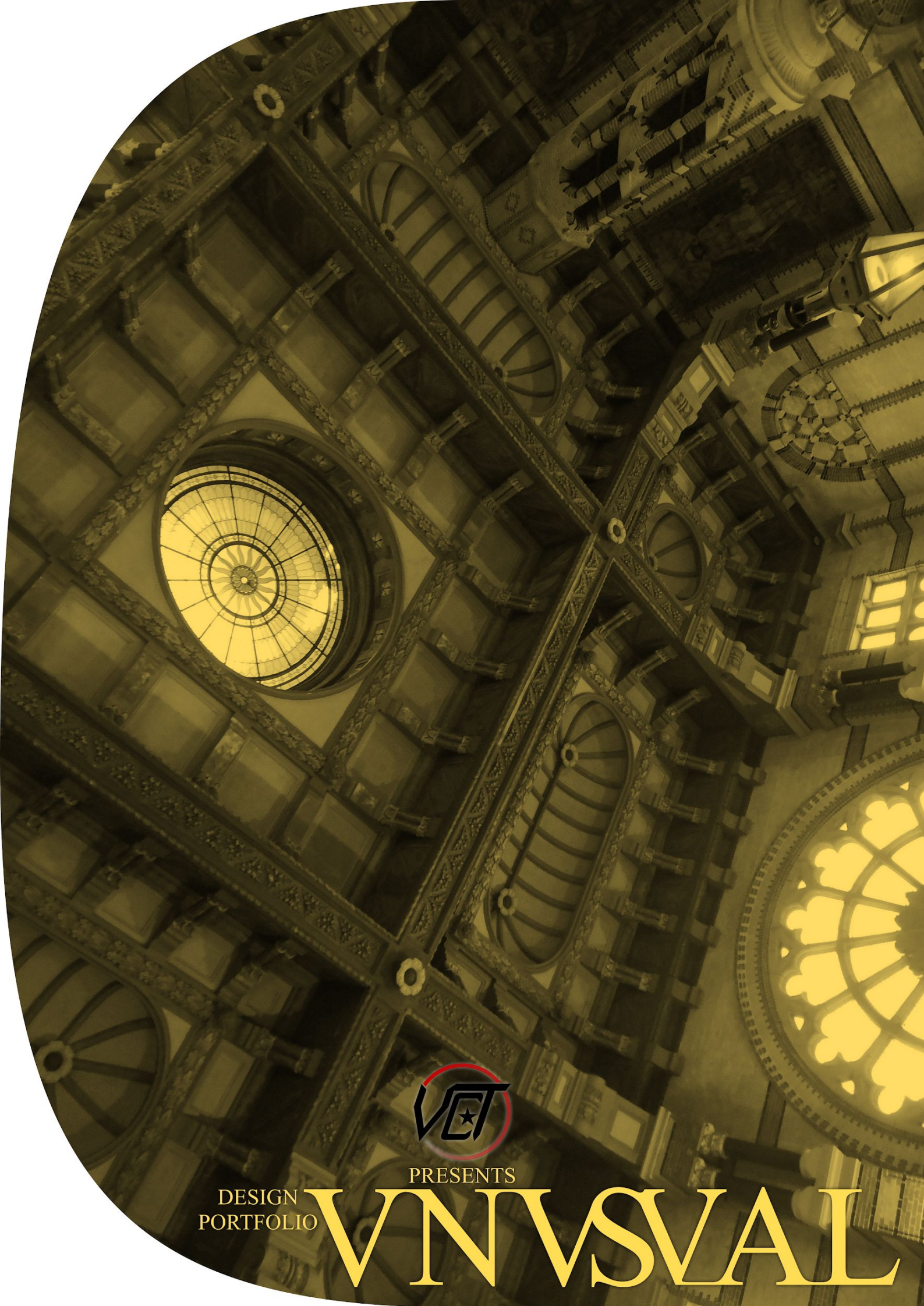
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