

# **Portfolio – Heratiki Rawiri**



# About Me



Kia ora! My name is Heratiki, I am a graphic designer and photographer. I have always shown a big interest towards visual art, specifically photography. I love the idea of telling stories through image, especially capturing candid images that invoke domesticity and displacement. Through this course, I have gained more knowledge with Adobe software which will help me progress as a graphic designer and photographer.

## Skills



Creativity



Motivation



Communication



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## Campaign Description



For my campaign, I am trying to introduce clothing brand that allows to be comfortable in their own skin while providing sustainable and comfortable materials, all the while, still being fashionable and fitting in to today's sense of style. My idea behind this is to reduce the usage of plastics and non-biodegradable materials. With the clothing that we create, we strive to use recyclable, reusable and biodegradable materials. Climate change is a big thing that is happening in the world and we are trying to move a little step closer to try and prevent any big changes and to hope to restore health to the earth. This campaign is a good way to spread awareness and get the younger generations/people involved and provide a voice for those who want to speak out on matters such as these.

## **Deliverable Description**



For my deliverables, I have decided to merchandise, poster and social media. I believe these would be good for my campaign for great promotion of my brand and gain exposure to my target audience. My campaign is targeted at young people around the ages of 16-25, so it would be a good idea to use deliverables such as these. The social media and posters will help with the promotion of my brand and can be shared around to others. Posters can also help with more information about my brand and how people can get engaged. Merchandise is a way for my target audience to become involved with my brand and shows support for my campaign as well.













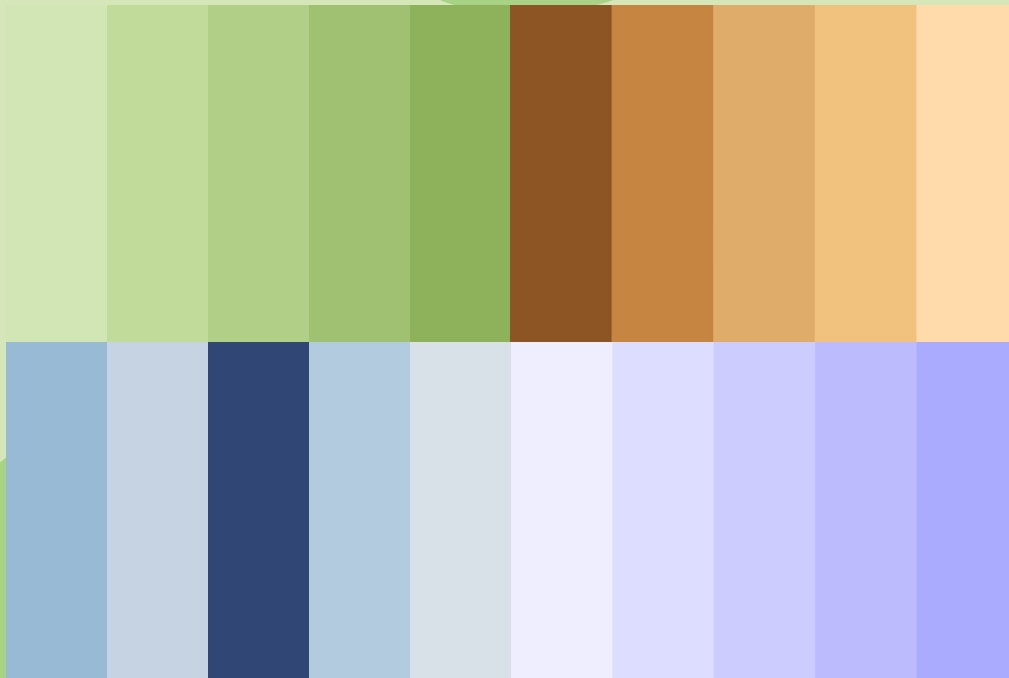






# **Design Process Libre Campaign**

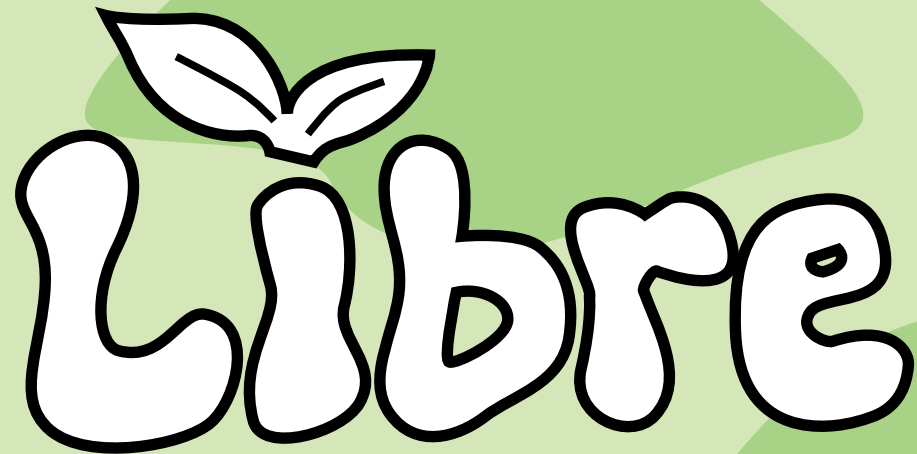




For my logo, I wanted to use, light pastel like colours and make the heading more bigger and bolder, I tried experimenting with different fonts and colours that I thought would work well with my campaign. I wanted the logo to be vibrant, eye-catching and have a younger feel to it.



Libre



Libre



Libre

For the design process for my logo, I wanted to use a bold and creativity font. I used different kinds of fonts and decided on the super dream font for my logo. For my colour palette I decided to add some colour to make it more vibrant and to stand out more instead of just black and white. I experimented with different shades of green and brown and I was set on a light forest green and I decided to use a black outline to make it more bold. I also experimented with different colours such as brown and white and black shades.



For my poster design, I was originally going to keep it in one colour and have my logo place in the middle, however, I didn't want it to be plain and boring so I decided to use a photograph that I had taken and inserted that instead. I thought it would work well as a poster because it fit the theme of my campaign brand.

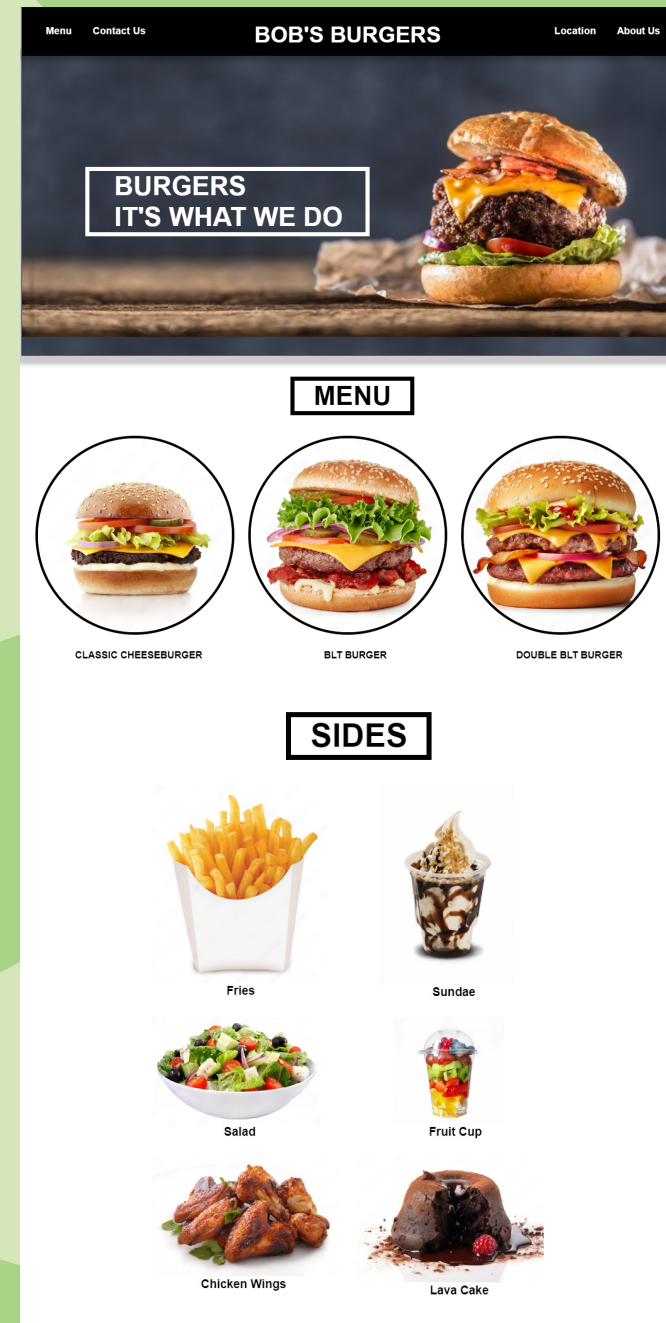
The background is a light green color with several darker green, organic, blob-like shapes scattered across it. These shapes vary in size and orientation, creating a textured, abstract effect.

## **Digital Creativity Projects**

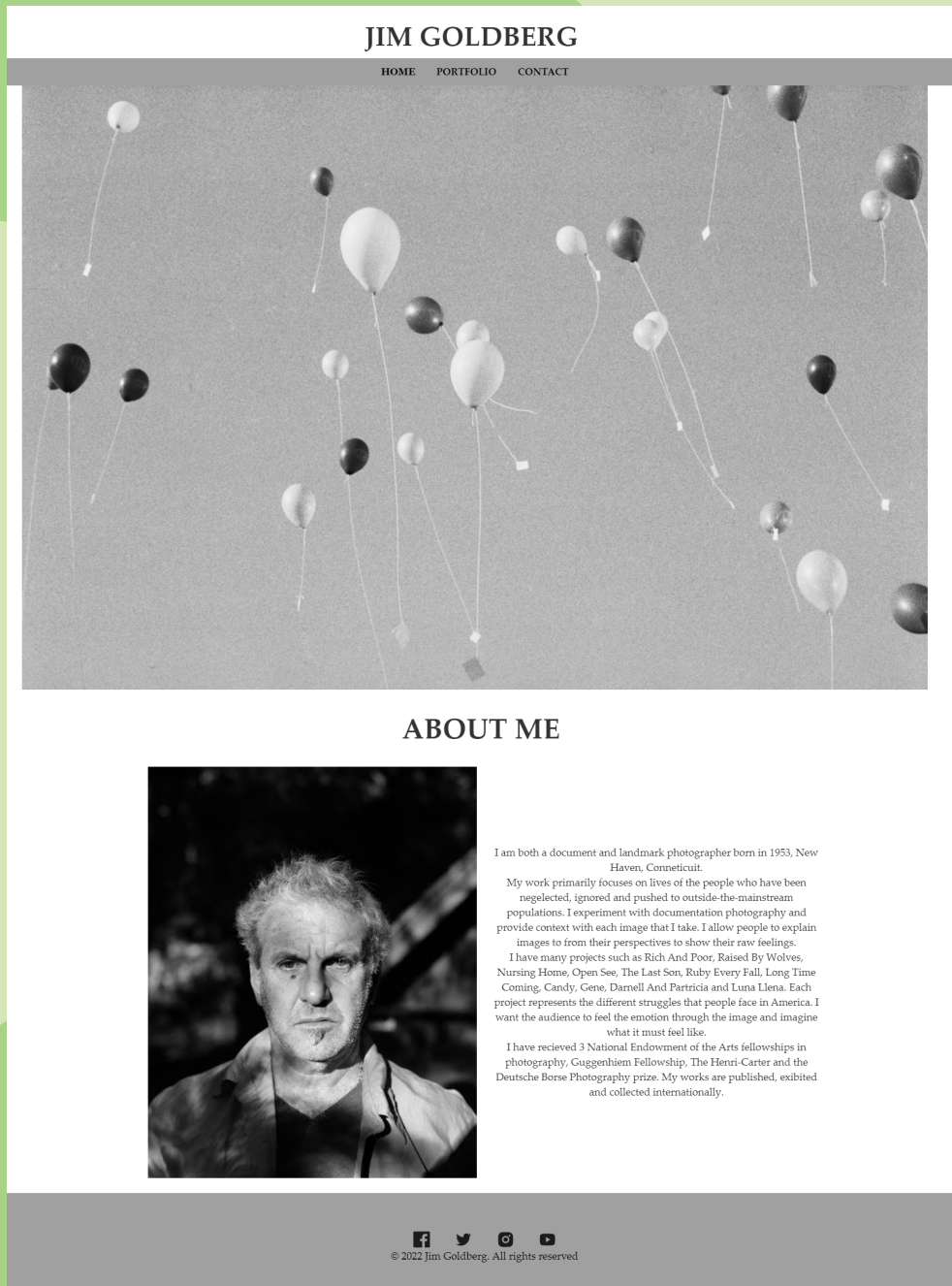


## Web Design – Formative 1

For this formative, we were to create a burger website called Bob's Burgers. This was the layout of my website design. I tried to replicate something similar to a real burger website and tried to do the layout similar to a menu. I tried to make it vibrant and fun. wwI used Webflow Website Builder to create this website.



## Web Design – Artist Website



For the artist website, I used a famous photographer, Jim Goldberg. With this I tried to create a website the resembles his works. Jim likes to work wiith shades such as grey and white within his works, so I thought I would use such colour palettes to represtn him within the website. The layout itself is simple and minimalistic and easy to navigate. I also used Webflow Website Builder to create this website.

The background is a light green color with several darker green, organic, leaf-like shapes scattered across it. These shapes vary in size and orientation, creating a textured, natural feel.

## **Personal Projects**





## **Contact**

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