



PORTFOLIO

DE ANGELI PUA



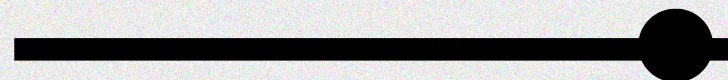
ABOUT ME

Hi my name is De' Angeli Pua, As a passionate graphic designer, creating visually appealing and innovative designs is my ultimate joy. With a natural talent for aesthetics and a love for technology and art, graphic design has become my true passion. I thrive on the constant potential for creativity, the challenge of bringing ideas to life, and the ability to communicate effectively through visual elements. I am a problem solver, a perpetual learner, and I continually seek to push the boundaries of design to leave a lasting impact on viewers.

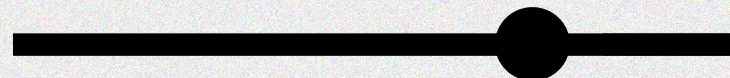
SKILLS



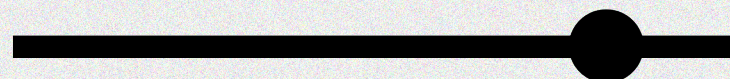
CREATIVE



MOTIVATED



DETERMINED



CONTENTS

PORTFOLIO - 1

CAMPAIGN - 5

DESIGN PROCESS - 12

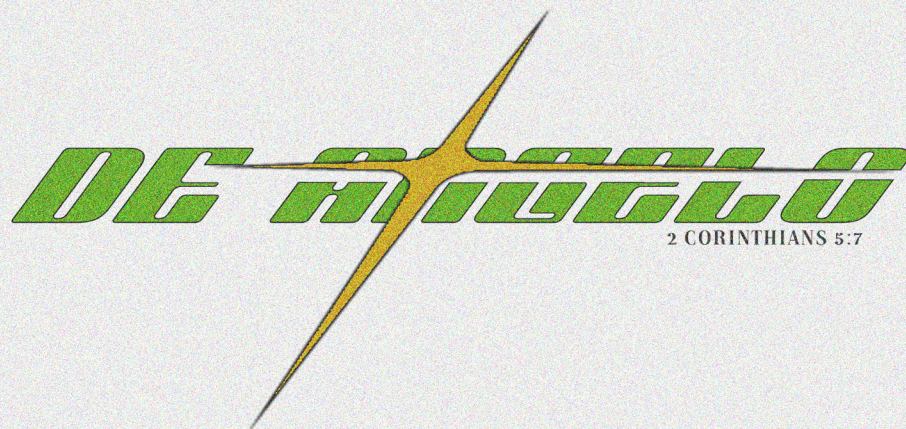
DCF WORK - 16

CONTACT - 22



2 CORINTHIANS 5:7

CAMPAIGN



Our De Angel campaign is all about encouraging and support- ing people who follow Christ but struggle to express their faith through clothing. We understand that representing your beliefs in a way that feels comfortable and authentic can be challeng- ing, which is why we want to help. Through our campaign, we aim to inspire and empower individuals to confidently show- case their faith through clothing, whether it be through subtle symbols or bold statements. By doing so, we hope to create a community that celebrates and respects diversity in religious beliefs, while also encouraging a more open and accepting society. Join us in spreading the message of love and faith, one outfit at a time.

DELIVERABLES

I choose these deliverables because they are the most effective in my opinion to reach my audience better. The posters will draw in people to not only look at the art style but also the message, this way the posters can be put anywhere so that people in the streets or driving can look at it. Merchandise will also be a big factor in these deliverables because it allows people to wear clothing that will stand out and draw in people's attention when looking at it from afar or up close. I think that the quotes that will be a conversation starter as its different, Christians all over the world will be able to wear this and spread the word not only about the story behind the company but also the company itself. In terms of social media, it is one of the biggest platforms to use to be able to have connections and have other communities and people be able to follow and look at new designs or inspiration for them. Using social media I could promote both my Posters and also my Merchandise on there which would help boost them. One of the main platforms that would be good is TikTok as this platform is mainly used world wide and is already one of the biggest social media platforms to promote anything

GOOD
IS
GOOD



NEW ZEALAND - BASED STREET WEAR





NEW ZEALAND - BASED STREET WEAR





10.328 views

De Angelo New clothing OUT NOW [#GODISGOOD](#)

View all 328 comments

5 DAYS AGO



De Angelo
CLOTHING



10.328 views

De Angelo New clothing OUT NOW [#GODISGOOD](#)

View all 328 comments

5 DAYS AGO



De Angelo
CLOTHING



De Angelo New clothing OUT NOW [#GODISGOOD](#)

View all 328 comments

5 DAYS AGO



De Angelo
CLOTHING



10.328 views

De Angelo New clothing OUT NOW [#GODISGOOD](#)

View all 328 comments

5 DAYS AGO



De Angelo
CLOTHING



NEW ZELAND - BASED STREET WEAR

10.328 views

De Angelo New clothing OUT NOW [#GODISGOOD](#)

View all 328 comments

5 DAYS AGO



De Angelo
CLOTHING



10.328 views

De Angelo New clothing OUT NOW [#GODISGOOD](#)

View all 328 comments

5 DAYS AGO



De Angelo
CLOTHING



MERCHANDISE



[HOME](#)

[CONTACT](#)



[SEARCH](#)

[SHOP NOW](#)



SOLD OUT



SOLD OUT



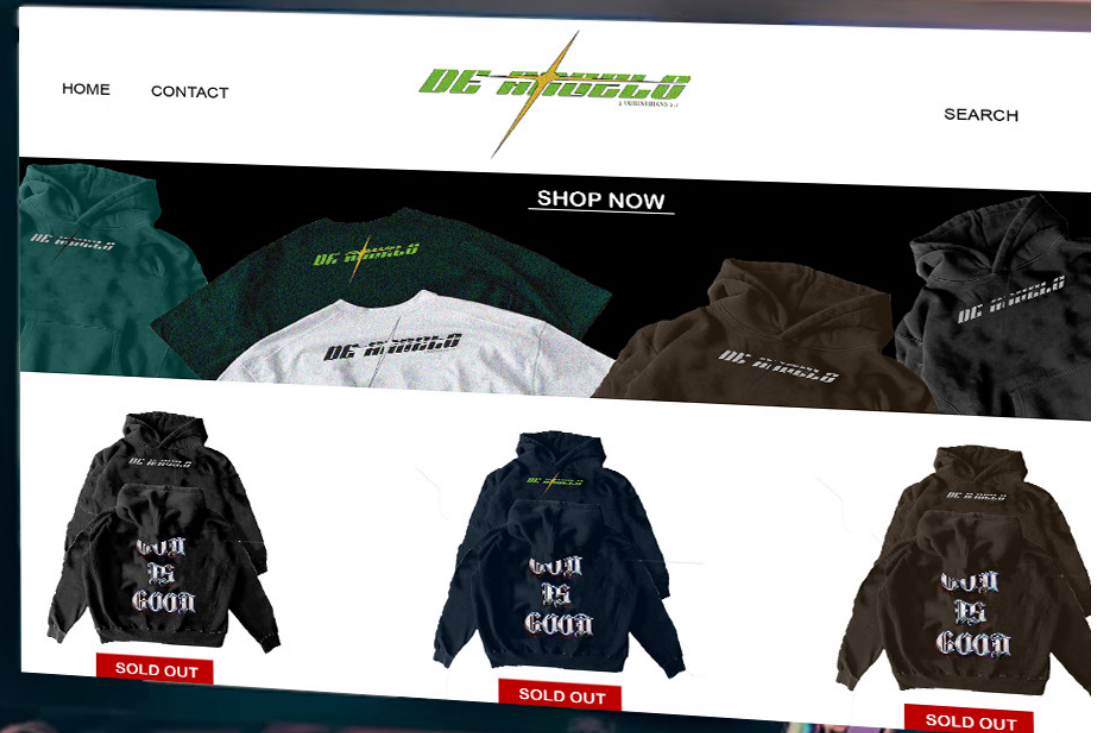
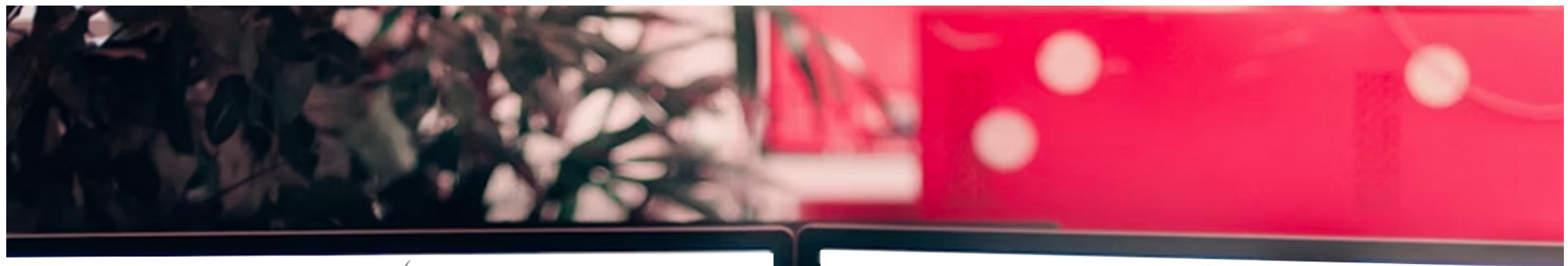
SOLD OUT



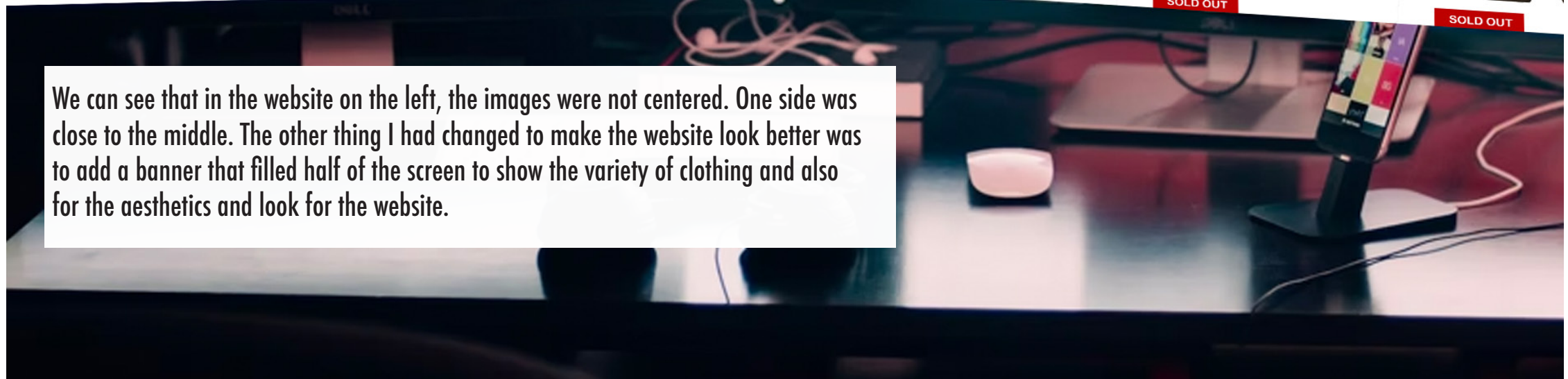
DESIGN PROCESS



Through my first concepts of my posters, I had a rough idea what I wanted and had let Juno and I look at it and try fix some small things that would make it look better. the first things we had agreed to change was the big logo at the top, this caused a few issues with the poster. The main issue was that at first glance you read the logo first then go to the main image, this was not attended as The image in the middle is the first thing the viewer is suppose to look at. So in the final design for my poster I had resized the logo and put it at the bottom so the the middle image is the first thing we look at.



We can see that in the website on the left, the images were not centered. One side was close to the middle. The other thing I had changed to make the website look better was to add a banner that filled half of the screen to show the variety of clothing and also for the aesthetics and look for the website.



My old concepts for my logo were not suiting my type of style I was going for. The first two logo concepts I had used a cross but I felt like the cross could be better which is why I used a star to represent that. I felt like they're were alot of stuff going on in my concepts so I decided to do a simple version where I only used my name and the cross.

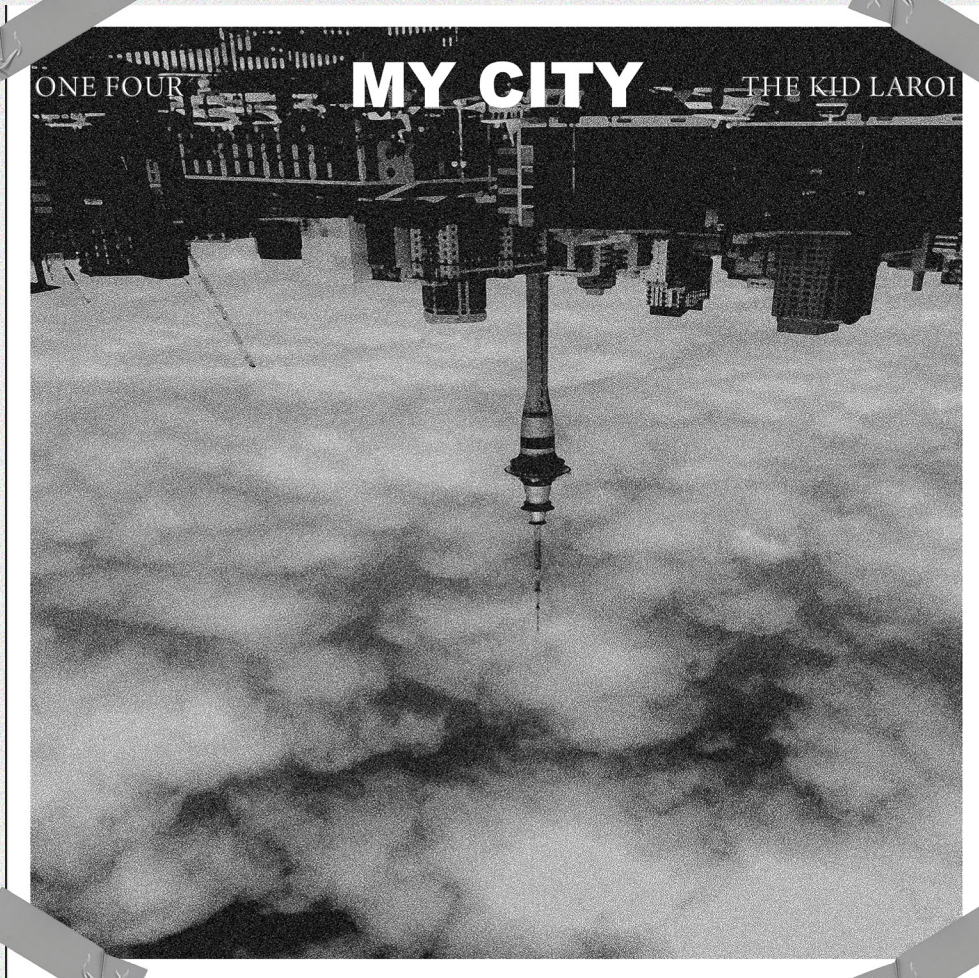




DCF WORK

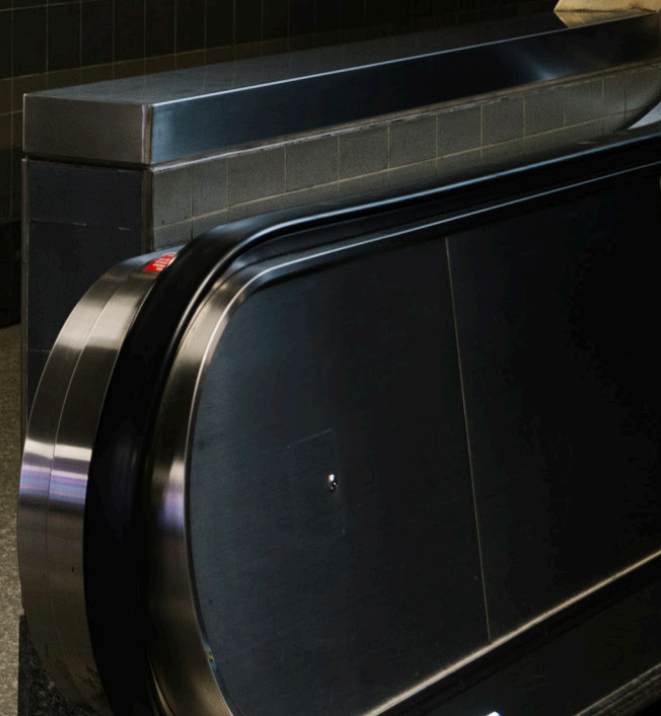
MY BEST STAND ALONE WORK



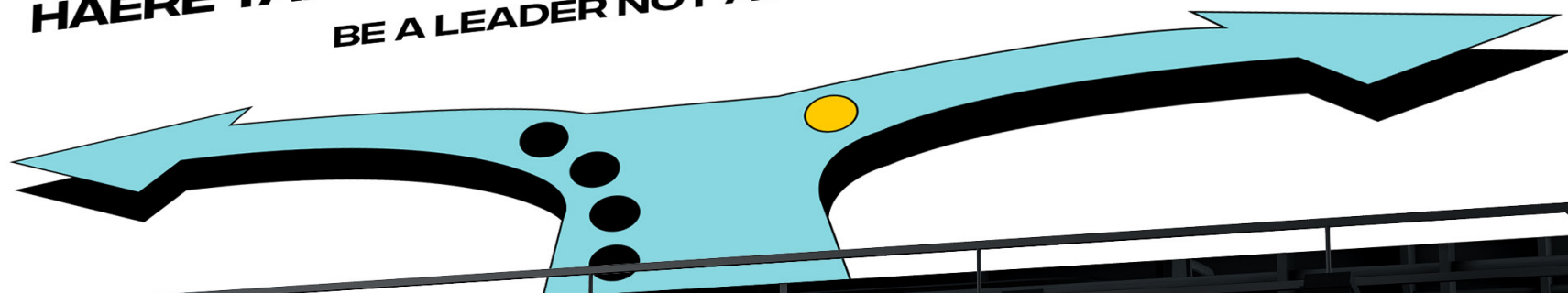




AVATAR
THE LAST BLOOD BENDER



HAERE TAKA MUA, TAKA MURI; KAUA E WHAI
BE A LEADER NOT A FOLLOWER



He rā ki tua
Better times are coming

FUTURE

PAST

PRESENT



CONTACT



deangeli.p3@gmail.com



@Dx.angel0