



Clara Fontenelle de Gouveia

GRAPHIC DESIGN PORTFOLIO 2024
VISUAL COMMUNICATIONS

ALBANY CAROUSEL



ALBANY CAROUSEL

Task: creating a meaningful and approachable identity for the Albany Carousel. They requested a rebrand for both their main logo and their sub-brand, Carousel Cares.

Solution: The color and logo choices reflected the target audience, for which I chose the mascot-style route when making the logos. The priority was making sure the client was able to create graphics in a non-specialized office setting, so I made sure to provide collateral that was economical to print.



Helping our friends & family of the Albany community since 2017!

Find out how to contribute here



Carousel Hours Changed!

Hey Carousel friends!

We're excited to announce that we have expanded our hours to:
**11am-4pm
Wednesday
thru Sunday!**



VOLUNTEER T-SHIRT



HONEYDEW
CREEK CARDS

HONEYDEW CREEK



Aoife Erdenebat

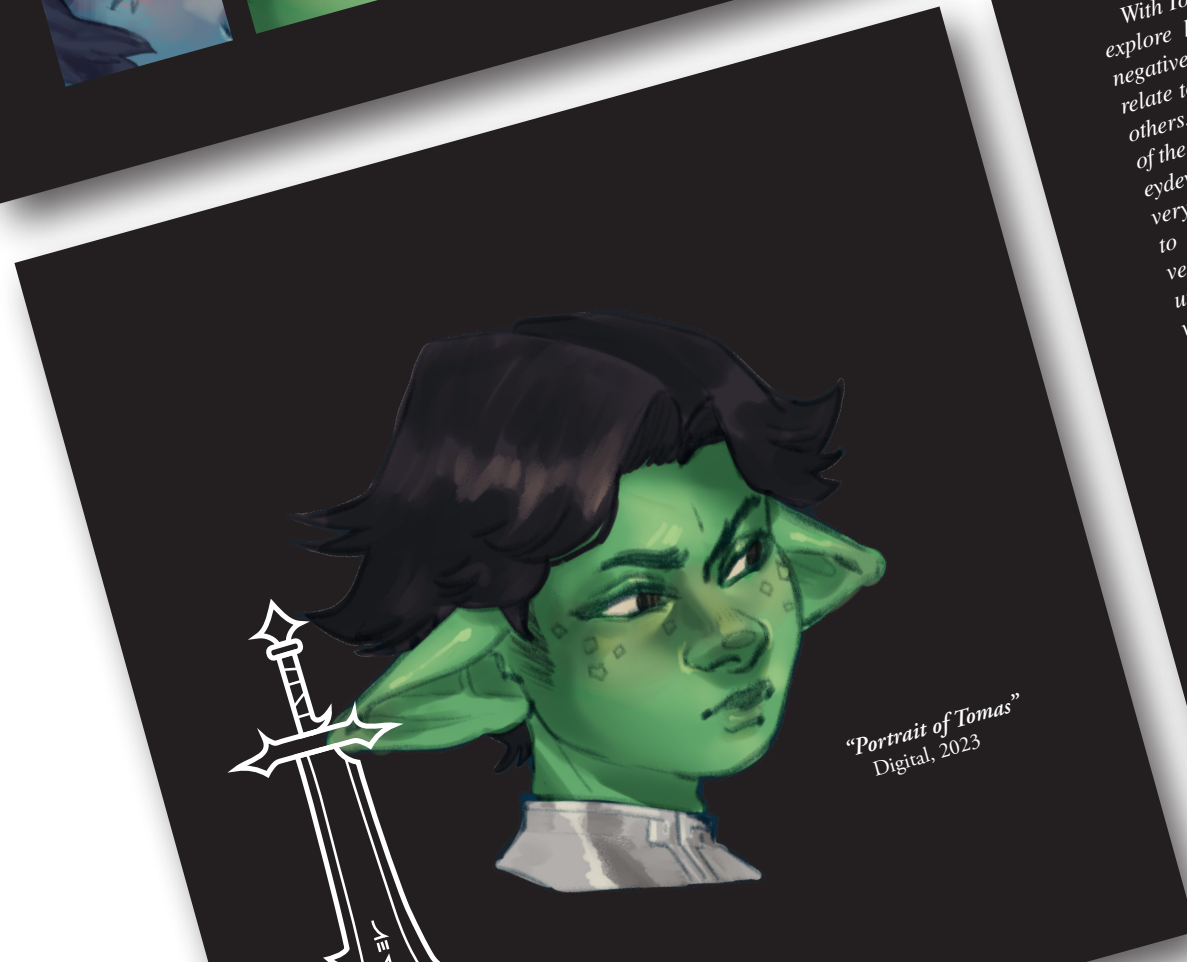
When Aoife came to, there was no fire, no burnt grass, no red sky. It was blue. Like it had always been. The air was fresh, if a little hot, and a warm breeze rolled through the field. She heard it in the grass. It seemed she was the last to wake, as she could feel Eli's presence leaning over her. "Aoife?" he said, unsure. She was afraid to open her eyes, but mumbled slightly to convey that she was conscious. "She's okay." His voice sounded farther now, and she heard the footsteps of the others gathering around her. She opened her eyes, and they were grey. The same grey that gazed up at the sky on hot nights in her home town. The same grey that watched for critters swimming in the rice paddies. The same grey that saw the world change around her through a caravan window as she shipped off for training. She didn't need to look to know the demon was gone, dead and dust. All she needed to do was keep her head flat, see her people looking down at her as she layed in the grass.

Task: create a series of character portraits and integrate them into additional media (cards, booklet, drink label etc.)

Solution: made a series of brushes to keep consistent, and rendered the illustrations in Clip Studio. This was a personal project for loved ones, save for the drink. The text was originally drafted for booklet sizing, so I reformatted it to fit a standard tarot card size.



Honeydew Creek



With Tomas, I wanted to explore how trauma can negatively impact how you relate to and interact with others. Growing up as one of the only goblins in Honeydew creek, Tomas was a very small boy compared to his peers, and from a very different culture; naturally, as children do, he was ostracised. Now Tomas resents anyone who he feels condescends him (regardless of how rational it is.) He was written off by the player characters as a prickly and mean-spirited person until there reached a breaking point in which the roots of his behaviour shone through, and people caught a glimpse of the "why," subsequently feeling more empathy for him and his situation. I'm very proud of how this ended up shaking out as I feel it emulates what happens in life.

TOMAS GUERRERO

Tomas carefully rolled his cart in front of the panel. He felt stupid. Had he known the judges of this competition were his boss, another idiot from the guild, and a dragon, there was no way in hell he was going to participate; it's too late now to back away now, though, so he tries to be as levelheaded as possible. He brought their plates to them quickly, dropping them on the table and tossing silverware haphazardly in their direction. afterwards, he stood stiffly in front of them.

"This is uh, paella. Topped with grilled sausages. I made them myself. The seafood is from the fish market but my mom raises hens. So uh, the chicken is from that. That's uh. Yeah. That's the dish." He watched all their faces anxiously as they ate.

Mordi was the first to react, his face lighting up as his eyes shocked as he bit into the sausage.

"Man this is amazing. Seriously. This is one of the meals I've ever had. You should really get into cooking because oh, my god. What is that?"

Tomas' ears drooped lower and his eyes began to up. It was difficult to pinpoint how he was feeling that was a problem for tomorrow.

Nutrition Facts

1 servings per container

Serving size1 Can (200ml)

Amount Per Serving

Calories220

% Daily Value*

Total Fat 0g

Saturated Fat 0g

Trans Fat 0g

Sodium 400mg

Total Carbohydrate 56g

Dietary Fiber 0g

Total Sugars 51g

Includes 51g Added Sugars

Protein 0g

Not a significant source of cholesterol, vitamin D, calcium, iron, and potassium

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Carbonated water, Sucrose, Glucose, Citric acid, Natural flavors, Taurine, Sodium citrate, Color added, Panax ginseng root extract, L-carnitine, L-tartrate, Caffeine, Sorbic acid, Benzoic acid, Niacinamide, Glycine max glucuronolactone, Inositol, Guarana seed extract.



ASTRA

CHERRY CHERRY LIMEADE

ENERGY DRINK



110%
Daily
Vitamins

Hydrating | Natural Energy Sources | Natural Flavors

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ASTRA

GABBIE'S BLUE RAZ

ENERGY DRINK



110%
Daily
Vitamins

Hydrating | Natural Energy Sources | Natural Flavors

FASHION MAGAZINE

FASHION MAGAZINE

Books, the Street, and the Runway

GET FASHION INSPIRATION FROM ALL SOURCES
Gouveia

quietly sips a cafe au
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FASHION HISTORY: A BRIEF OVERVIEW

After the extremely harsh Middle Ages, Renaissance-era France was a time of artistic self-discovery for the nation. A lot of folks were finding they had more free time to explore their artistic pursuits, fashion included, and this all culminated in France cementing itself as a fashion capital of Europe in the Baroque and Rococo eras. Gowns were elaborate, structured garments, whose skirts were so wide that women had to enter doors sideways. Self-expression's prohibitively expensive price point and lack of practical usage made fashion at the time a luxury saved for only the wealthiest of people in the royal courts. The culture changed slightly with the industrial revolution, as producing clothing got cheaper and was more available to the masses. This also meant fashion trends began moving faster, and for our time what is and isn't "trendy" is moving at a breakneck rate, though timeless pieces and outfit structures have remained the same for decades.

ACCESSIBILITY & FASHION

While fashion standards can change depending on class, with enough resources and knowledge, people with all budgets can enjoy good clothing and fashion. The cornerstone

Parisian Night
Rodrigo Pignatta

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ation. Most
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amongst Parisians is the stiletto heel. Gold is by far
most popular jewelry trend. Try a subtle pair of hoops,
acelet, and an understated necklace in your next look.

La Vie en Grande's Everyday Parisian Street Style With 25
Outfits article offers a fantastic second reference for read-
ers who desire further visuals and style inspiration.

PARIS FASHION WEEK & HIGH FASHION

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Another great strategy is
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Parisian Night
Rodrigo Pignatta

Books, the Street, the Runway

GET FASHION INSPIRATION FROM ALL SOURCES
Gouveia

...ian quietly sips a cafe au lait in a dark corner of a Parisian cafe. She's been in Paris for two days now; the difference between her attire and those of the local passersby is palpable. Her intention of blending in to the Parisian experience has frayed and completely fallen apart at the seams—her feet hurt from the heels, and the beret looks out of place. How do we fix this?

It's a common sentiment to want to be fashionable when traveling to Paris, and the best way to do that comfortably is to understand what makes fashion work. Let us guide you to a basic, holistic idea of French clothing, giving you the tools to feel comfortable blending into Parisian spaces. The historical backing behind clothing choices, what's happening on the runway, and the hustle and bustle of regular life look very different, yes, but keep them all in mind when developing your personal travel style.

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ACCESSIBILITY & FASHION

While fashion standards can change depending on class, with enough resources and knowledge, people with all budgets can enjoy good clothing and feel great wearing it. The cornerstone of European fashion is quality; the difference between a quality piece and a fast fashion one is astronomical.

FASHION

Examples from @ParisiensInParis



Fall/Winter '23-'24 Chanel look #7

There is no shame in sourcing your clothing, accessories, and materials second-hand. It will be harder, and take more looking, but finding quality pieces in second-hand and thrift stores is very feasible. Try aiming for true vintage pieces. It's very chic to wear the more period-agnostic pieces nowadays and the quality of materials tends to be higher on average the further back you go. Friends and family who are doing closet refreshes are often great sources of accessories, especially if they've also been to Europe. If online mass retailers are your only options, make sure to familiarize yourself with the fabrics being used to be able to find garments constructed with the best materials possible. These retailers usually take from multiple unlisted sources, so the better constructed ones are often the same price, it just takes investigating in the specifications list to find the better products. Most large clothing retailers should have a list of materials on the product page.



Chanel look #17
Fall/Winter '23-'24

"I just had to find something that looked good, and would go together. The tag on the inside didn't matter, just the fashion."

FASHION

STREET FASHION

For US-based readers, the term "street fashion" invokes imagery of New York City: bomber jackets, flashy accessories, and a youthful casualness underpinning the entire affair. For Europe, there's a different connotation. Most fashionable locals trend towards more professional, understated looks as compared to the more vibrant, in-your-face preferences of fashionable Americans. Both look great, but there are different cultures around clothing in different continents. For those who are proud of their personal curated style, feel free to confidently wear your usual look—a confident person will always be refreshing, no matter how different their fashion is to the locals.

For those of us keener to blend in, here are some insights on the locals: when observing the people of Paris, there is a noticeable trend towards chic outfits paired with sensible shoe choices. Converse and plain white trainers seem to be the most popular selections, with people pairing them with dark pants, blazers, and statement t-shirts. Boots and loafer-style shoes with subtle heels are also a great option. There is an observably Parisian habit to mix very casual pieces with lux, refined ones. What is most certainly not popular amongst Parisians is the stiletto heel. Gold is by far the most popular jewelry trend. Try a subtle pair of hoops, a bracelet, and an understated necklace in your next look.

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PARIS FASHION WEEK & HIGH FASHION

Runway fashion tends to have offerings not intended for the sidewalk. In 2023, Paris Fashion Week featured such as Chanel's day flower-clad cardigan, or Gucci's Project/Y piece which featured scraps of denim in an offset manner. Despite the kind of Avant-Garde of it all, scraps of good inspiration may be gleaned from these runway pieces. For example, Jun Takahashi's breathtaking terrarium dresses at fashion week were ballooned with an armature, light through from underneath the sheer fabric. These arrangements with a focus on roses, floral arrangements with pieces with high contrast, translate the lights into pieces of light or perhaps may give the illusion of light shining through the ethereal nature of light shining through a flowy, but short skirt will give a complete floral prints will evoke the same softness.

Another great strategy is to observe the attendees of these shows are wearing. Since Paris Fashion Week is a public event, returning attendees, their fashion choices are often ahead of the fashion of the Week is common. A popular tactic is to play with textures, making outfits in contrasting textures and patterns sourced from fast fashion, or even avoid it as inspiration. Most of the fun. After all, a more expensive piece is always better than a stolen one.

Now, with these tools, you can enjoy a trip to Paris with style.

The Clocktower
Jane Doe



PROJECT COVER



CHEMEKETA

MAP & ICONS



CHEMEKETA SIGNAGE

Task: create wayfinding signage for Chemeketa's Salem campus, then compile it into a leave-behind accompanied by a map and basic locations.

Solution: created a set of icons that had a unified shape language. From that, I pitched 3 logos that followed the visual theme of the icons. The client chose the one pictured. After the visual elements and aesthetics were decided, I combined all the created graphics into a postcard-sized leave-behind.

Health Services
First aid and medical services for small injuries.



Bookstore
School supplies and books. Can provide class-specific books by class number.



Information Desk
Hub for generalised assistance and wayfinding.



Counseling
Free mental health services for students.



Restrooms
Available in nearly every building, and most floors.



Food Services
Cafes and restaurant, snack food and meals.



Library
Both a collection of books and open computer access, free to all students.



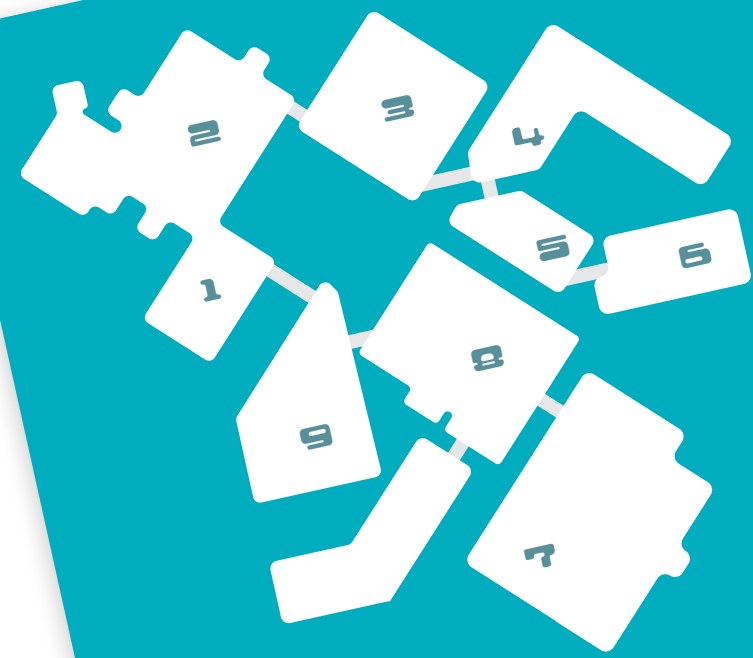
Security Office
Security and transportation services, parking passes.



Accessibility Services
Providing accommodations, physical or academic.



- Library**
Building 2, Second Floor
- Bookstore**
Building 1, First Floor
- Information**
Building 2, First Floor
- Security**
Building 2, First Floor
- Transportation**
Building 2, First Floor
- Accessibility**
Building 2, First Floor
- Health**
Building 2, First Floor
- Food**
Building 2, First Floor (Cafeteria)
Building 42 (Mexican)
Building 8, First Floor (Cafe)



PINK
RABBIT

PINK RABBIT

Task: create a playful, sci-fi themed logo that incorporates a rabbit and has a pink theme. This would serve as the main logo for an entertainment company.

Solution: sketched some early concepts, then narrowed down to its most successful iterations, where the shape language was at its simplest and most readable. The star is a bit of a hidden cherry blossom, as it's an iconically pink bloom; additionally, the company would be based in Salem, known for its yearly pink cherry blossoms at the capitol area.







+00-0000-0000-000
INFO@COMPANYNAME.COM
WWW.COMPANYNAME.COM
1234 YOUR LOCATION HERE
YOUR RD. YOUR STREET
POSTAL 00000

WWW.COMPANYNAME.COM



STYX
COSMETICS

STYX



KHARON OF STYX

Task: design a mascot for “STYX,” a costume makeup brand aimed at hobbyists. The character is to take inspiration from Charon, the boatman that ferries the departed into the underworld in Greek mythos.

Solution: created sketches that tried to capture the brand’s futuristic essence. Once the character and logo were created, the box came together easily. The character art was created in raster while the other elements were vector.

COSTUME
BLUSH
Mystery

For All Skin
Tones



For the right price,
the ferryman of the
dead, Charon, will
safely transport you
across the river Styx.
For a more reasonable
price, he'll deliver
Styx's premium blush
directly to you.
Unbox one of our
surprise shades and
brighten up any
party, be that in the
underworld, or
topside.

At STYX, we aim to
provide professional
grade products for
hobbyists, amateurs,
and pros alike.

STYX

COSTUME
BLUSH
Mystery Edition



This box may contain
one of six colors. +
pictured above. Find
these in our website
under:

1. Poseidon
2. Blue Sky
3. Starstruck
4. Aphrodite
5. Plum Blossom
6. Ochre

Mica, Jojoba Seed Extract, Silica,
Kaolin, Tocopherol, Acetate, Sea
Fennel Extract, Zinc
Naturally Sourced Ingredients



This box may contain
one of six colors +
pictured above. Find
these in our website
under:

1. Poseidon
2. Blue Sky
3. Starstruck
4. Aphrodite
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6. Ochre

Whea, Jojoba Seed Extract, Silica,
Kaolin, Tocopherol, Keratin, Sea
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CRIME & PUNISHMENT

CHAPTER

ON AN EXCEPTIONALLY HOT EVENING EARLY in July a young man, towards K. bridge. He had successfully avoided meeting his landlady on the staircase under the roof of a high, five-storied house and was more like a ghost. The landlady who provided him with garret, dinners, and attendance on the floor below, and every time he went out he was obliged to pass by her door of which invariably stood open. And each time he passed, the young man felt a frightened feeling, which made him scowl and feel ashamed. He was in debt to his landlady, and was afraid of meeting her. This was not because he was cowardly and abject, quite the contrary. At the same time past he had been in an overstrained irritable condition, very much so. He had become so completely absorbed in himself, and in his own thoughts, that he dreaded meeting, not only his landlady, but anyone at all. He was oppressed by poverty, but the anxieties of his position had of late ceased to weigh on him. He had given up attending to matters of practical importance; he had stopped on the stairs, to be forced to listen to her trivial, irrelevant gossip, to demands for payment, threats and complaints, and to rack his brain for excuses, to prevaricate, to lie—no, rather than that, he would creep down the stairs and slip out unseen.



crime & punishment

BOOK DESIGN

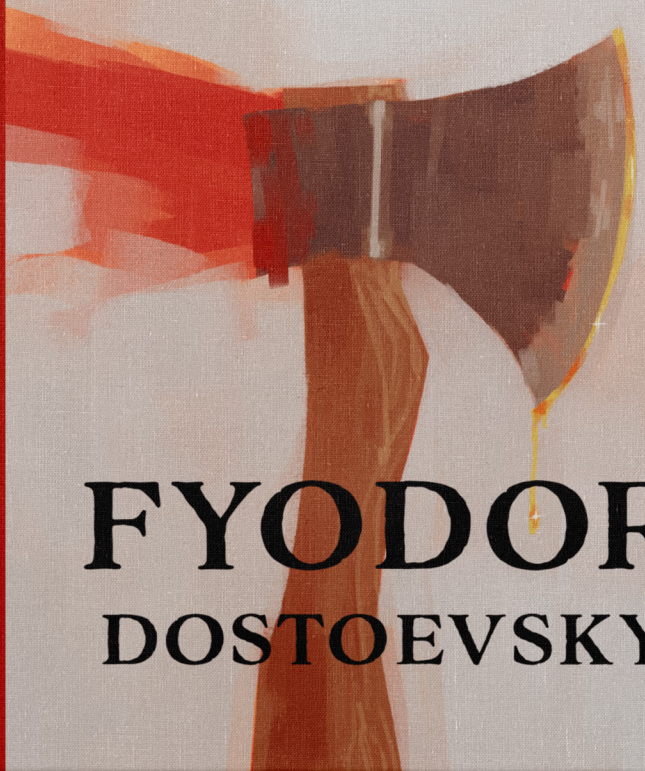
Task: design both the interior and exterior for a copy of Fyodor Dostoyevsky's Crime and Punishment.

Solution: kept the themes and narrative in mind when creating the concept of the cover design. The axe is an important symbolic piece of the narrative, so I carried it over into the interior layout's smaller details.

This project was the biggest multi-page document I've ever worked on, coming in at 426 pages.

Crime & Punishment

a Novel

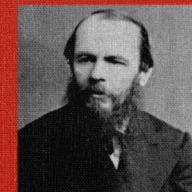


FYODOR
DOSTOEVSKY

"To go wrong in one's own way is
better than to go right in someone
else's."

Raskolnikov is a young man in St. Petersburg who finds himself wrapped in a moral struggle. He believes that with the right intention, a man can commit a crime without consequence. He decides to test this theory on Alyona Ivanova, the neighborhood pawn broker who has a reputation for exploiting her fellow community members. It was not a successful experiment.

Follow Raskolnikov as he wrestles with guilt, and the natural desire to do the right thing in consequence to extraordinary circumstances; the intersection between surviving guilt and learning to live and love despite it as he wrestles with his love for a woman named Sonya.



Fyodor Dostoevsky (1821-1881)

Dostoevsky was a Moscow-Born Russian author and philosopher whose thought provoking fiction novels changed the nature of fiction novels coming from the country as a whole. Originally a military engineer, he quit pursuing the craft to write and advocate politically.



Penguin
Random
House



[illegible][illegible][illegible][illegible]

NORTH SANTIAM **WATERSHED**

WATERSHED COUNCIL



NORTH SANTIAM
WATERSHED COUNCIL

Brand Guide

Task: develop a brand guide for the client's existing logo, including a business card, brochure, and yard sign.

Solution: took the existing strong color scheme and used it as the base of the design. Created a wave pattern that would be carried through to add brand consistency and recognizability. Through the project I made sure to emphasize the difference in web and print as the client would need materials suitable for both.



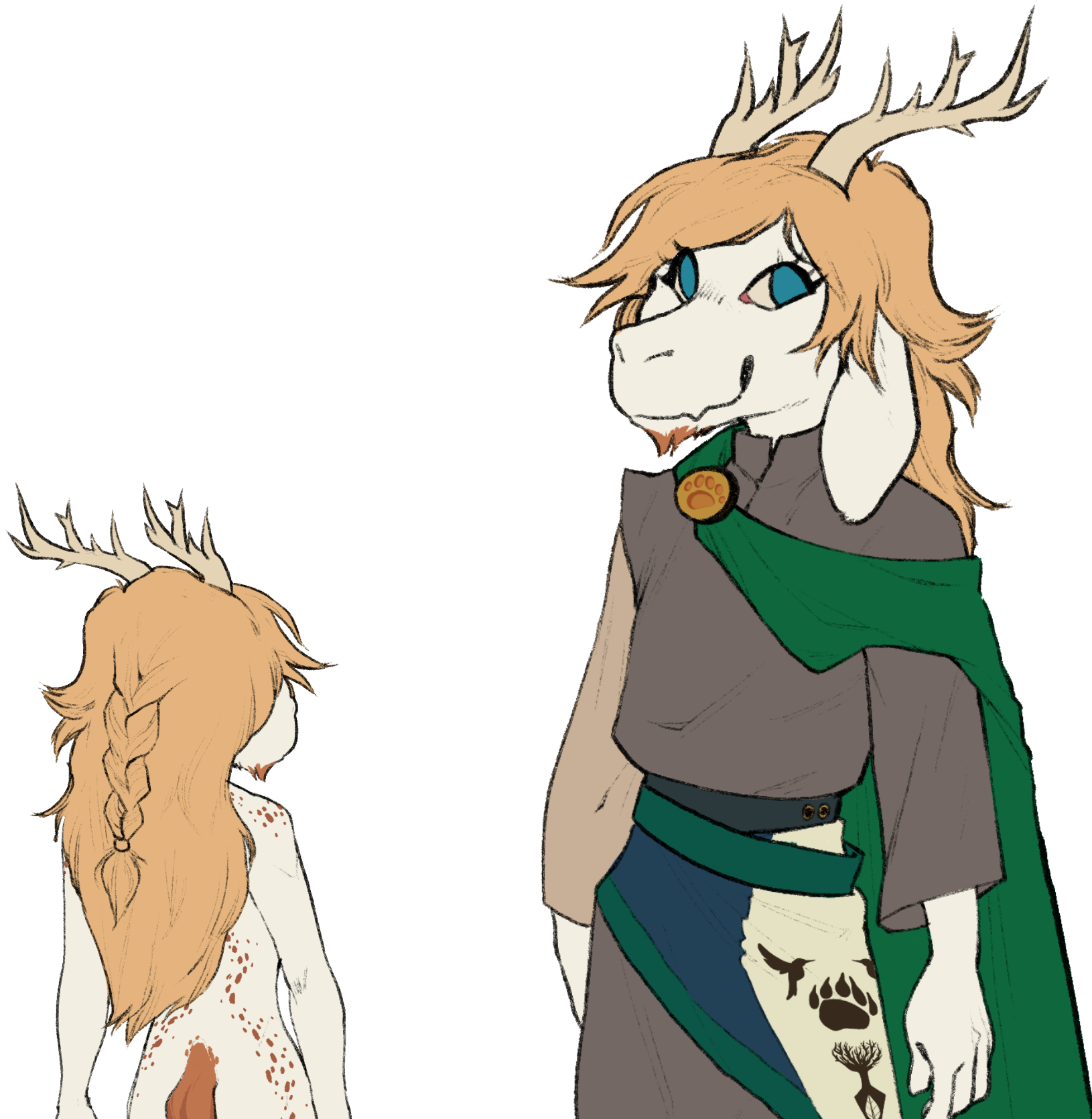


CHARACTER DESIGN

FANTASY CHARACTER

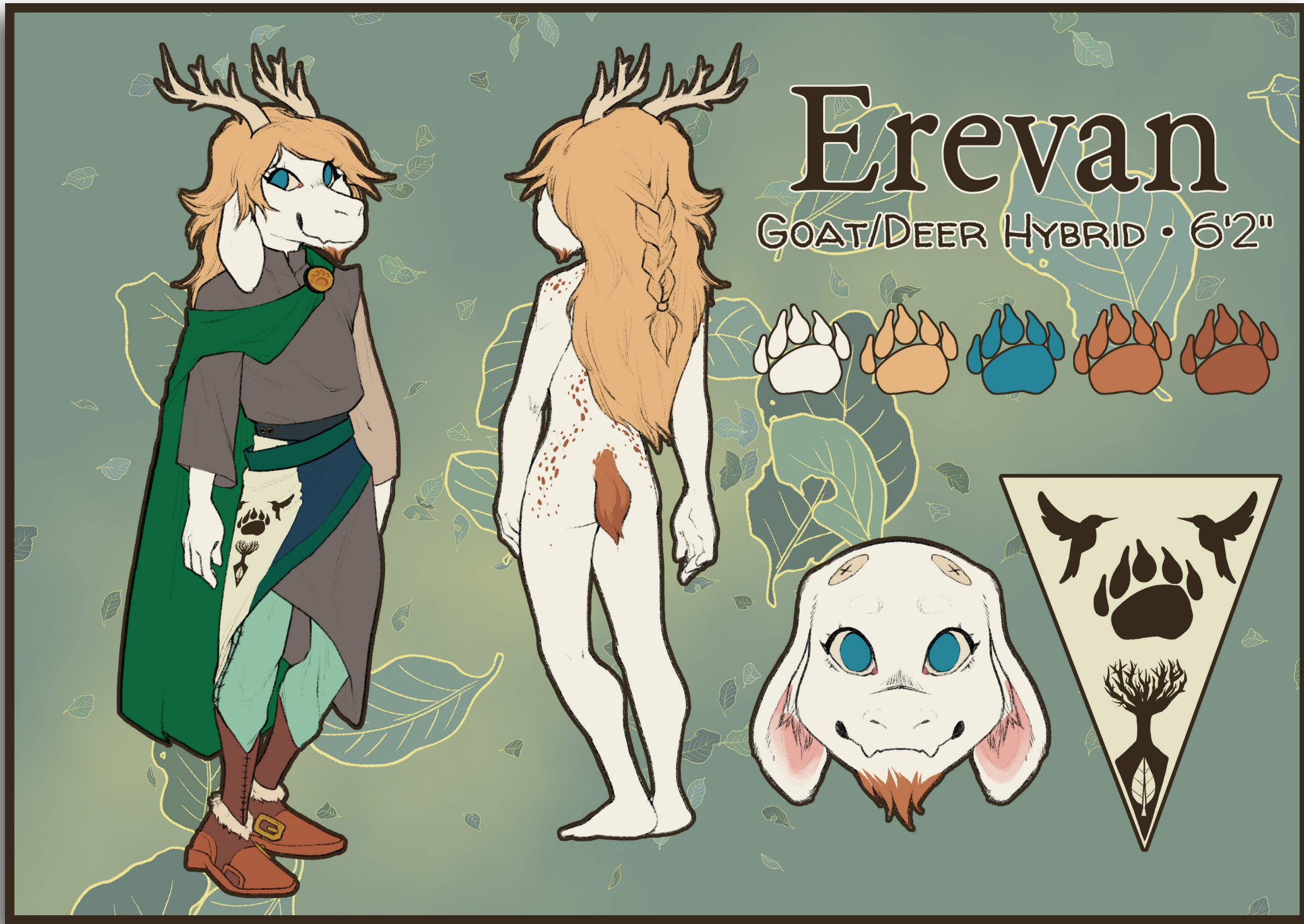
Task: design a satyr-like character for a fantasy setting. The client intends to use it for a novel. Create a reference sheet; afterwards, create splash art (a large, detailed painting to be displayed as a centerpiece) for the character within a genre-appropriate backdrop.

Solution: created sketches based on the description and aesthetic given by the client. When the sketch was approved, I then outlined and rendered in color after choosing a palette the client was satisfied with. I used textured brushes for a natural look.



Erevan

GOAT/DEER HYBRID • 6'2"





Thank you!

Please enjoy the efforts and work of all of us at Visual Communications, and have a lovely day. Take care!