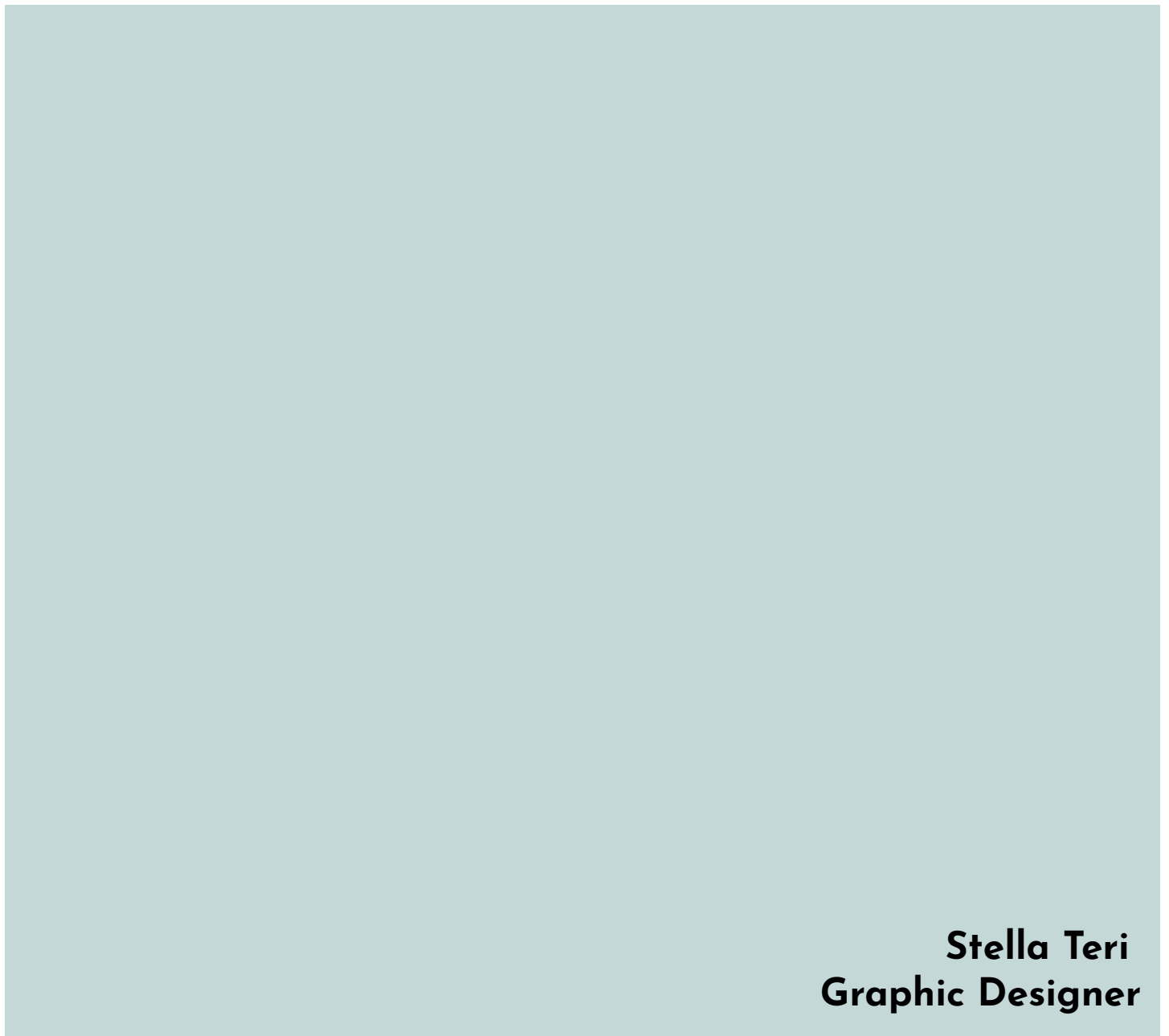




2024

PORTFOLIO



Stella Teri
Graphic Designer



HI!

Hi!!

My name is Stella. I live in Cairns and I am an Australian citizen.

I came to Australia in 2013, looking for an experience. I fell in love with this country and I decided to stay and try a new life in this beautiful place.

I have a degree in Fashion Marketing and Communication that I achieved at the University of Florence, Italy.

In Australia I had the chance to upgrade my digital design and illustration skills with a diploma of Graphic Design At TAFE, QLD.

With a real passion for fine arts and an understanding of digital communication, I can transform any concept into visual language..

SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe After Effects
Adobe Premier Pro
Adobe XD
Pacdora
Canvas

PERSONAL SKILLS

Dedicated and hard working
Analytical thinking
"Can do" attitude
Collaboration
Open to feedback
Adaptable

EDUCATION

Diploma in Graphic Design
Tafe Queensland

Bachelor of Marketing and
Communication Polimoda,
International Fashion School



Print Design
Brochure

page 4 # 1

Book Cover
Ty

page 9 # 6

Print Design
Brochure

page 5 # 2

Packaging

page 10 # 7

Printed Book

page 6 # 3

Pubblcation
Design

page 11 # 8

Type Design,
Skateboard

page 7 # 4

Location
Branding

page 13 # 9

Image
Manipulation

page 8 # 5

Digital Design

page 15 # 10



PROJECT #1

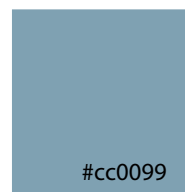
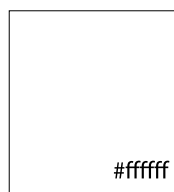
PRINT DESIGN
Brochure Number 1



For this project we were advised to source our own images on the web. In my design I utilised the principles and elements of design such as:

Balance Hierarchy Colour & Type Lines

- Any images were manipulated using Illustrator;
- All artwork was designed using Indesign;
- Logos/imagery were manipulated in Illustrator/Photoshop;

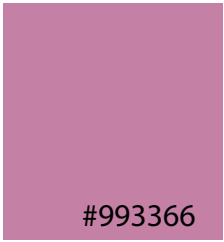


PROJECT #2

PRINT DESIGN

Brochure Number 2

- Any images were manipulated using Illustrator;
- All artwork was designed using Indesign;
- Logos/imagery were manipulated in Illustrator/Photoshop;



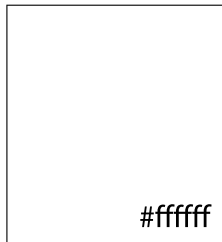
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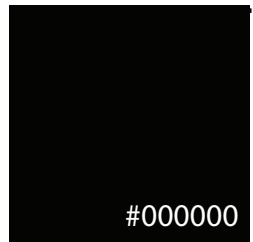
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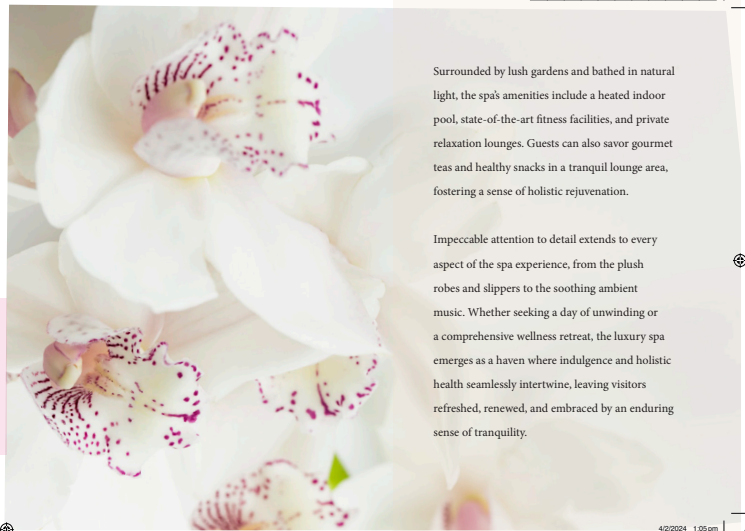


#000000

unwind with exclusive INDULGENCE

Nestled in an idyllic oasis, the luxury spa stands as a sanctuary of tranquility, promising an unparalleled retreat for the mind, body, and soul. Exuding opulence, the spa captivates guests with its lavish design, where muted tones and elegant furnishings create an atmosphere of sophistication and serenity.

Upon arrival, patrons are greeted by a team of skilled therapists and wellness experts, committed to curating a bespoke experience tailored to individual needs. The spa's menu boasts an array of indulgent treatments, from revitalizing massages to rejuvenating facials, all utilizing premium skincare products and techniques to enhance relaxation and promote overall well-being.



Surrounded by lush gardens and bathed in natural light, the spa's amenities include a heated indoor pool, state-of-the-art fitness facilities, and private relaxation lounges. Guests can also savor gourmet teas and healthy snacks in a tranquil lounge area, fostering a sense of holistic rejuvenation.

Impeccable attention to detail extends to every aspect of the spa experience, from the plush robes and slippers to the soothing ambient music. Whether seeking a day of unwinding or a comprehensive wellness retreat, the luxury spa emerges as a haven where indulgence and holistic health seamlessly intertwine, leaving visitors refreshed, renewed, and embraced by an enduring sense of tranquility.

welcome to the spa



let us treat you to the
ultimate indulgence

123 Horizon St
The Club Resort,
Barbados
0435 123 456
info@thespa.com.au

Rituals

Spa Awakening Ritual	Inspired by Australian Native Botanicals this treatment begins with a Stepanie's Intention Ceremony and Acoustic Meditation	2 HOURS \$305 PER PERSON
Spa Taster	Escape solo or with a friend for some precious spa time. Begin with a rose petal foot immersion and soothing signature massage to release tension and dissolve any symptoms of stress	2 HOURS \$300
Body Ritual	Allow us to take you on a journey with our signature spa body collection.	2.5 HOURS \$405
Spa Immersion Ritual	Using Native Australian ingredients to represent nature's elements, this luxurious body treatment brings to life a concept inspired by the Australian Bush.	3 HOURS \$480 PER PERSON
Hot Stone Crystal Massage	Your treatment journey will begin with a rose petal foot immersion and exfoliation. Lay back and enjoy skin brushing to prepare your body	100 MINUTES \$215

PROJECT #3

PUBLICATION DESIGN

Create 8 pages spread book about favorite elements and principles of design.

I chose **space, lines, balance, rhythm plus the Cover.**

I have placed 2 of my works in each page. The title typography was produced completely by myself together with the layout

SPACE

SPACE IN DESIGN

Space refers to the area that a shape or form occupies. It refers to the background against which we see the shape or form. Space can be defined as neither void or negative. The position and shape of a shape in the field space in the design—either the shape or the space in the design—determine the space in the design. Therefore, space is the background. The negative space is often as important as the positive one.

Space design is not an empty design to search for the elements that need to be placed around the design. For example, the designer is already working on the design and the space design. From this, the designer can probably show the viewer a specific design element.

Also called negative space, white space can be checked according to its use and use in particular design.

When space is intentionally left in a design, it is called **white space**. White space is a design element in a design, which is not a shape or form, but is a space between shapes and objects. White space is used to create a sense of balance and to guide the viewer's eye.

According to the primary design principle, objects that are placed close together tend to be seen as a single unit rather than individual, unrelated parts. Use white space to separate them.

By removing or obscuring space to create a sense of unity, space will be used to create a sense of unity. They will be used to create a sense of unity.

LINE

LEADING LINES IN DESIGN

Leading lines are a concept from typography that use the shape to direct the viewer's eye to a specific subject of interest. In a design, an image can be naturally occurring, such as a line of trees.

They can be as simple as a line of trees, or as complex as a line of trees that leads the viewer's eye to a specific subject of interest. They can be as simple as a line of trees, or as complex as a line of trees that leads the viewer's eye to a specific subject of interest.

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LEADING LINES IN TYPOGRAPHY

Typography is a visual design that uses the arrangement of type to create a sense of unity. In a design, an image can be naturally occurring, such as a line of trees.

They can be as simple as a line of trees, or as complex as a line of trees that leads the viewer's eye to a specific subject of interest. They can be as simple as a line of trees, or as complex as a line of trees that leads the viewer's eye to a specific subject of interest.

BALANCE

DEFINITION OF BALANCE IN DESIGN

An image achieves balance when the distribution of elements in a specific area or design. Our eyes naturally seek out a sense of stability in any design they see. This is the psychological aspect of balance. Balance is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

Visual weight is the perceived weight or the relative density of an object. It is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

Visual direction is the direction in which an individual element points the focus or attention to. To create a sense of balance, you can use various techniques like the golden ratio or the rule of thirds.

SYMMETRICAL BALANCE

The idea of balance has been used in many different ways. It is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

ASYMMETRICAL AND RADIAL BALANCE

Asymmetrical balance results from an unequal distribution of visual weight in the composition. Our eyes naturally seek out a sense of stability in any design they see. This is the psychological aspect of balance. Balance is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

BALANCE FROM COLOR

The color wheel is a tool that helps you to understand the relationship between colors. It is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

RHYTHM

DEFINITION OF RHYTHM IN DESIGN

Rhythm in design refers to the repeated use of elements. It is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

TYPE OF RHYTHM

Random rhythm - The repeated use of elements in a way that is not predictable. It is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

Regular rhythm - The repeated use of elements in a way that is predictable. It is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

Flowing rhythm - The repeated use of elements in a way that is smooth and continuous. It is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

Progressive rhythm - The repeated use of elements in a way that is changing and evolving. It is a sense of equilibrium that is achieved through the distribution of visual weight and visual effects.

PROJECT #4

PRINT DESIGN

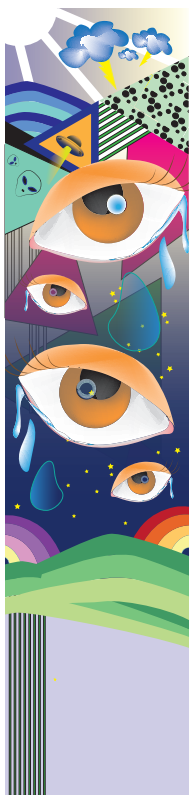
Skateboard Illustration

BRIEF

Produce the skateboard deck design.

PROCESS

Research
Moodboard
Sketching
Creating the artwork in
Adobe Illustrator



The illustration was drawn entirely by me. I worked mainly in Illustrator. First of all I drew the illustrations without drawing them and then I transformed them into vectors on Illustrator.

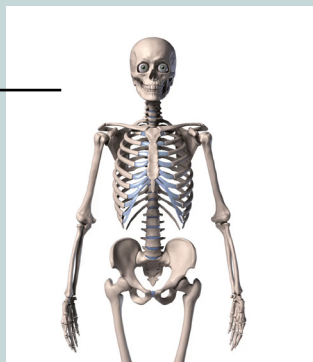
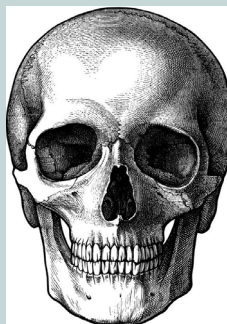


PROJECT #5

IMMAGE MANIPULATION

produce a 4 page (2 spreads)
Editorial article for a magazine.

Approx. 800 words including



produce a 4 page (2
spreads)
Editorial article for a magazine.

Approx. 800 words including
titles and quotes

TARGET

Health magazines focus on human health and fitness with an emphasis on living a healthy lifestyle. These magazines usually target individuals who want to prevent lifestyle diseases and medical conditions or who already have them but want to live a healthier lifestyle.

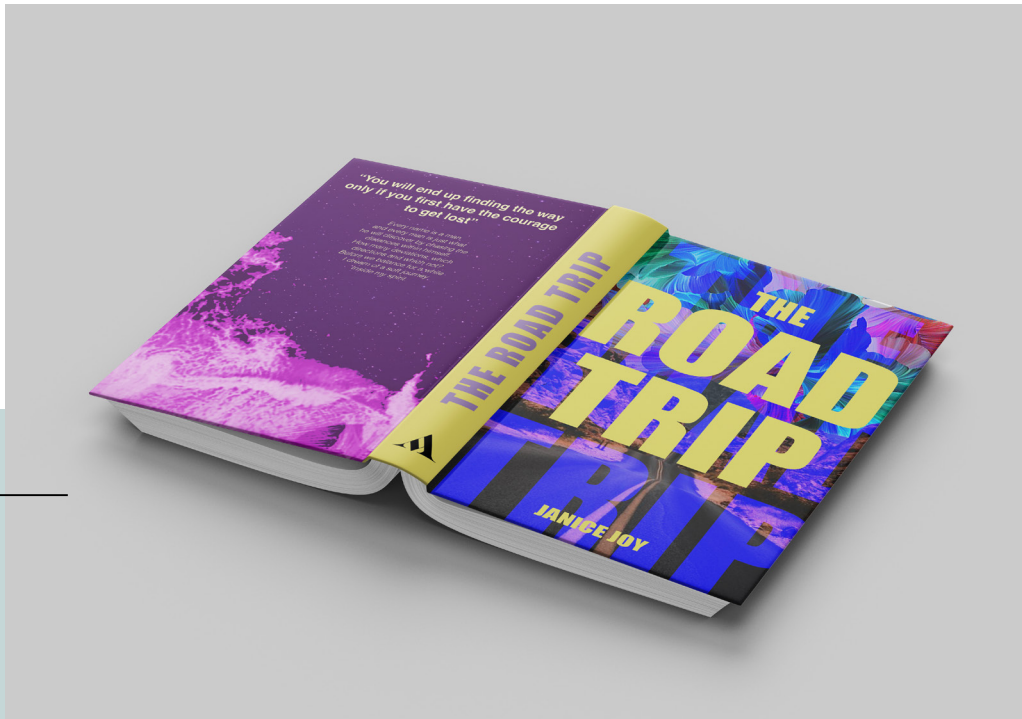
PROCESS

using of photoshop masks and blend modes



PROJECT #6

BOOK COVER



216mm x 140mm trim size
3 mm bleed
70mm wrap
CMYK

TYPOGRAPHY

IMPACT

BODY COPY

HELVETICA

BRIEF

Create a book cover artwork using supplied images.

GENRE

Adventure

TARGET AUDIENCE

Adults with interest in travels

PROCESS

Research
Ideation and sketching
Typography
Image preparation (advanced colour correction and colour grading)
Composite photography
Prepress.



PROJECT #7

PACKAGING

PROCESS

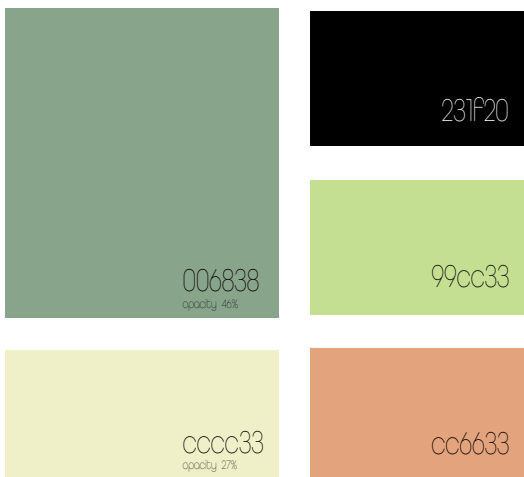
Research
Mood board
Logo design
Typography and colour palette
Digital mockups and presentation
Packaging research
Packaging research (3Ps and 1T, legal requirements, packaging elements, 3 possible construction styles)
Packaging Design
Prototyping and prepress



Typography

Acumin Variable Concept

IMPACT



PRODUCT

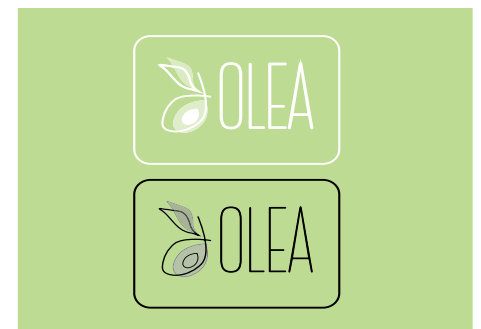
Extravirgin Olive Oil

TARGET AUDIENCE

Adults with healthy habits, 20 to 60 years old

DESIRED BRAND CHARACTER

A fun and light colour mood



PROJECT #8

PUBLICATION DESIGN

Print Book



BRIEF

A multi page type based layout for a printed publication.

SUBJECT

Bali Underwater

TARGET AUDIENCE

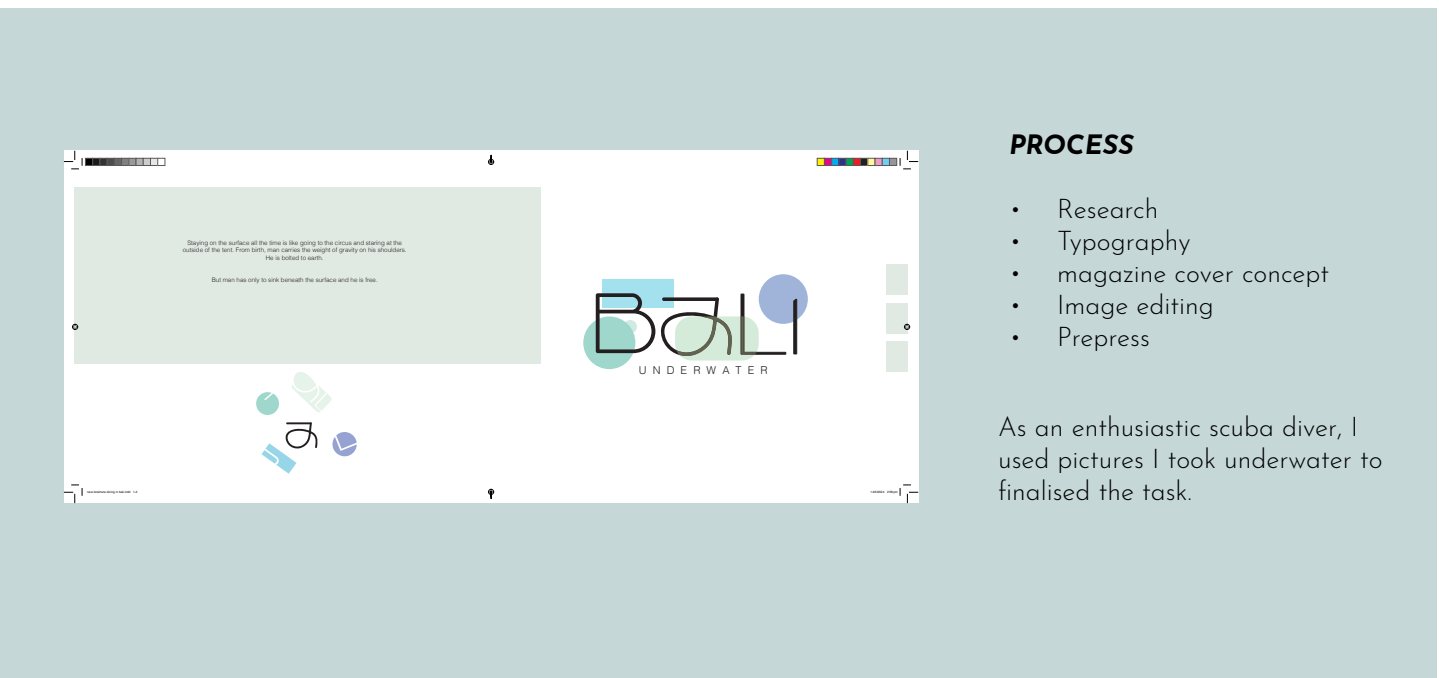
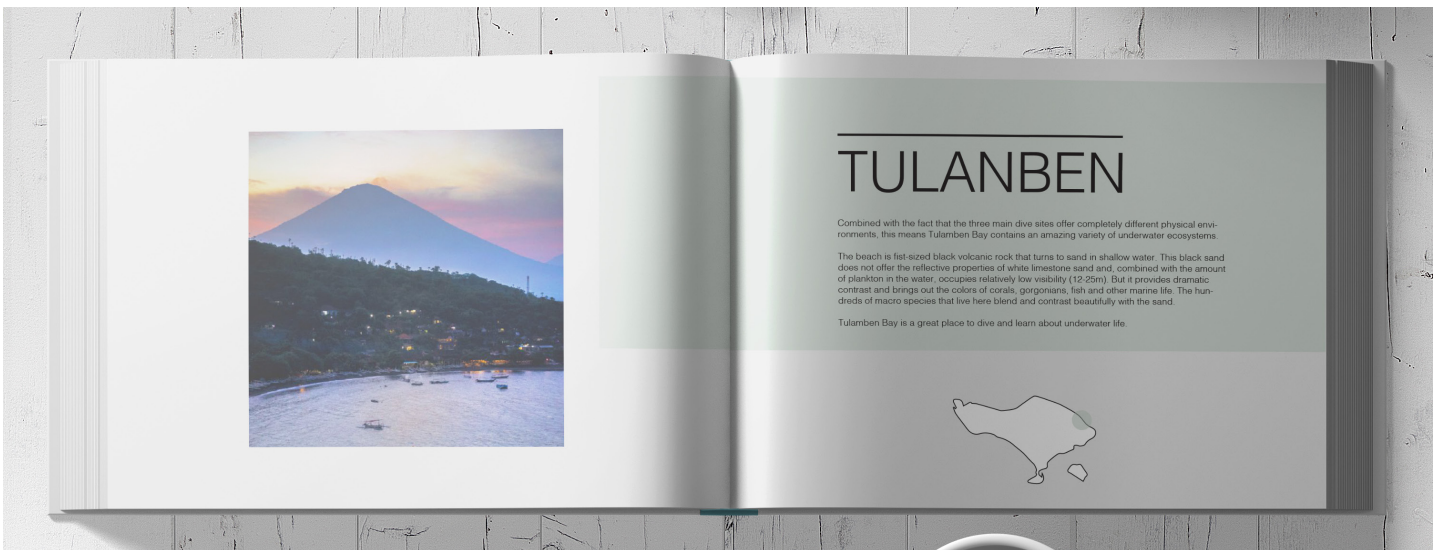
scuba divers, snorklers and free divers

TYPOGRAPHY

Helvetica Light

SPECIFICATIONS

A5, print ready PDF of the book including trim marks and 3mm bleed.



PROCESS

- Research
- Typography
- magazine cover concept
- Image editing
- Prepress

As an enthusiastic scuba diver, I used pictures I took underwater to finalised the task.





TULANBEN

- TULANBEN
- AMED
- NUSA PENIDA
- TAKE ACTION




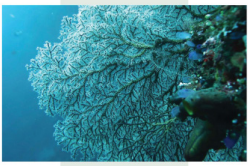
How to Get There
The island is located in the Sulu Sea, 100 km from the main island of Mindanao.

When to Visit
The best time to visit is during the dry season, from April to October.



TULANBEN

Discover the beauty of the island of Tulanben, a hidden gem in the Sulu Sea. This island is known for its stunning coral reefs and diverse marine life. The island is also home to the Apo National Park, a UNESCO World Heritage Site. Visit Tulanben to enjoy the best of both worlds: a beautiful beach and a world-class diving spot.


How to Get There
The island is located in the Sulu Sea, 100 km from the main island of Mindanao.

When to Visit
The best time to visit is during the dry season, from April to October.



CALENDAR

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sharks and Rays												
Seahorses												
Marine and Reef												
Best Time to Visit												




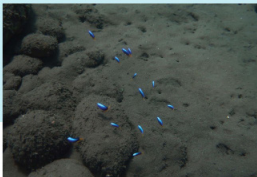
AMED

Discover the beauty of the island of Amed, a hidden gem in the Sulu Sea. This island is known for its stunning coral reefs and diverse marine life. The island is also home to the Apo National Park, a UNESCO World Heritage Site. Visit Amed to enjoy the best of both worlds: a beautiful beach and a world-class diving spot.


How to Get There
The island is located in the Sulu Sea, 100 km from the main island of Mindanao.

When to Visit
The best time to visit is during the dry season, from April to October.



CALENDAR

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sharks and Rays												
Seahorses												
Marine and Reef												
Best Time to Visit												





NUSA PENIDA

Discover the beauty of the island of Nusa Penida, a hidden gem in the Sulu Sea. This island is known for its stunning coral reefs and diverse marine life. The island is also home to the Apo National Park, a UNESCO World Heritage Site. Visit Nusa Penida to enjoy the best of both worlds: a beautiful beach and a world-class diving spot.

How to Get There
The island is located in the Sulu Sea, 100 km from the main island of Mindanao.

When to Visit
The best time to visit is during the dry season, from April to October.

CALENDAR

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Sharks and Rays												
Seahorses												
Marine and Reef												
Best Time to Visit												

Take Action

At least 14 million tons of plastic end up in the ocean every year, and about 8 million tons of that are microplastics. These tiny particles are found in our food, water, and even in our bodies. Marine species ingest or are entangled by plastic debris, which causes severe injuries and death.

Take 3 pieces of rubbish with you when you leave the beach, waterpark, or attraction, and you have made a difference. Plastic pollution is devastating oceans, killing wildlife, and changing the climate and threatening the health of our planet.



PROJECT #9

LOCATION BRANDING



BRIEF

Design and produce an identity and branding system for a location.

LOCATION

Dunk Island in Far North Queensland, Australia.

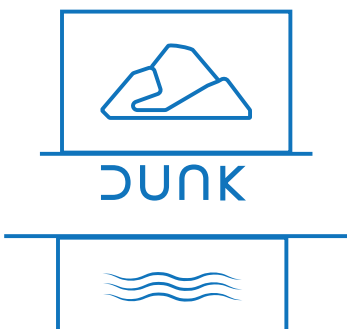
TARGET AUDIENCE

LOCALS, National and International travellers looking for unique and relaxing experience, either single or families that want to enjoy one or more days, surrounded by immaculate nature.

PROCESS

- Research
- The SMP brainstorming
- SWOT analysis
- Competitor analysis
- Brand philosophy
- Moodboard
- Logo development
- Device graphics, colour palette, typography
- Brand guideline document
- Wayfinding and directional signage
- Corporate templates
- Touch-points

LOGO CONCEPT IDEATION



FINAL LOGO



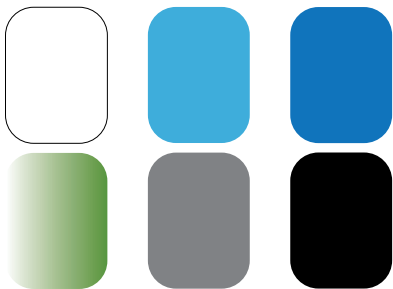
TYPOGRAPHY

All Round Gothic Xling

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Zz

Helvetica Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Zz



PROJECT # 10

DIGITAL DESIGN

BRIEF

Create an App for Location Rebrand



BRIEF

Build a mobile app.

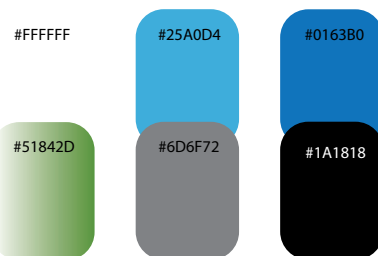
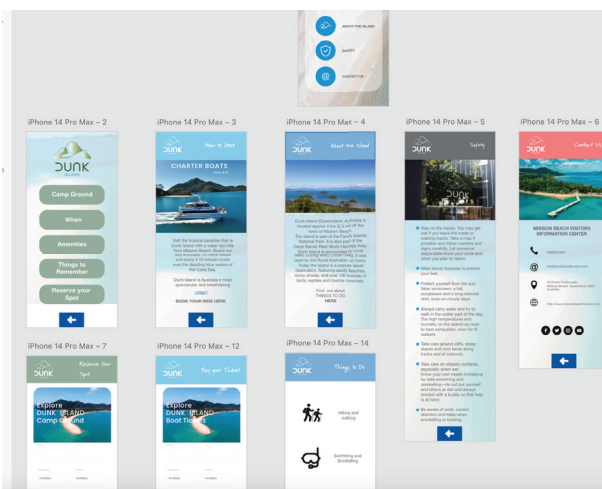
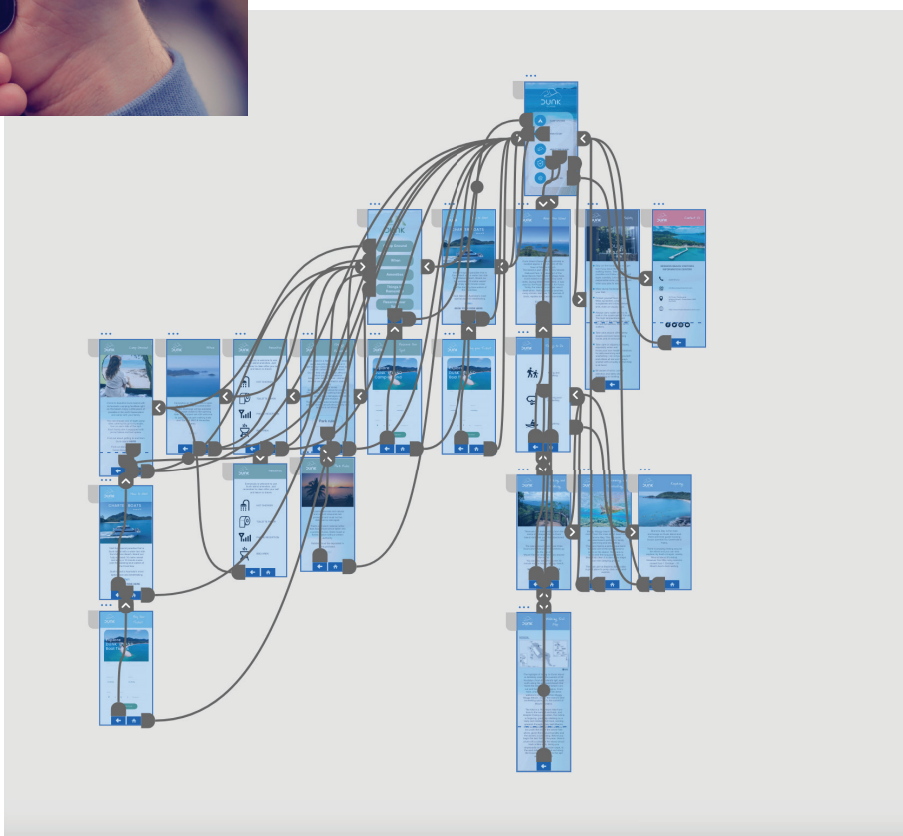
TARGET AUDIENCE

Our target audience includes people who love nature and seek adventure.

They appreciate the beauty of landscapes and enjoy activities like hiking, wildlife observation, and exploring the coral reef.

PROCESS

- Research
- SWOT
- Competitors
- Moodboard
- Logo ideation
- Interviews
- Features and functions
- Colour palette and graphic assets
- Userflow
- Wireframes in XD
- Testing
- Prototype in XD







2024

PORTFOLIO

Stella Teri
Graphic Designer

