

CREATIVE PORTFOLIO OF CHRISTIN GRACE GODDARD

Seven
CREATIVE STUDIO

Creative Portfolio 2019 - 2021



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Hi there,

I am Graphic Designer that has recently graduated from Vega. I have years of experience in the marketing and advertising space and recently illustrated my first children's book. I have an eye for design and a passion for illustration. What sets me apart is my dedication and drive to always grow my skill-set and provide clients with a fresh solution for their creative problems.

2021

Christin







Ripple

THE
FULL
loop

T Tru-lite



Abangane Bru

sustainable beer
brand concept

Abangane meaning friend in Zulu and Bru slang for friend is a sustainable beer brand brewed in Durban. A portion of the profits go into ocean conservation and the sustainable packaging is easily recyclable. This brand aims to target the Durban youth and surfing culture.



Nuera

Skincare Packaging

Nuera is a gender neutral skincare brand that focuses on sustainability. The packaging is made from natural materials and the ingredients are locally sourced which is kinder on





Nuera skin transformed

COLOUR PALETTE

LIGHT SEA GREEN	LAPIS LAZULI	PUMPKIN	FLAME	JUNGLE	SHELL	BLACK OLIVE
R: 46 G: 166 B:157	R: 55 G: 98 B:143	R: 247 G: 147 B: 33	R: 221 G: 85 B:48	R: 43 G: 75 B:56	R: 239 G: 235 B:224	R: 57 G: 56 B: 44
C: 75% M: 13% Y: 14% K: 0%	C: 85% M: 62% Y: 23% K: 5%	C: 0% M: 50% Y: 98% K: 0%	C: 8% M: 82% Y: 92% K: 1%	C: 78% M: 46% Y: 76% K: 46%	C: 5% M: 5% Y: 11% K: 0%	C: 65% M: 58% Y: 72% K: 58%

TYPOGRAPHY

LOGO Ranille Regular Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	HEADINGS OPEN SANS SEMIBOLD (Upper Case) A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	BODY COPY <i>Open Sans Condensed Light</i> Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
Caviar Dreams Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz	OPEN SANS ITALIC (Upper Case) A B C D E F G H I J K L M N O P Q R S T U V W X Y Z	<i>Open Sans Condensed Light Italic</i> Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

DESIGN ELEMENTS




Florida Road

Place branding

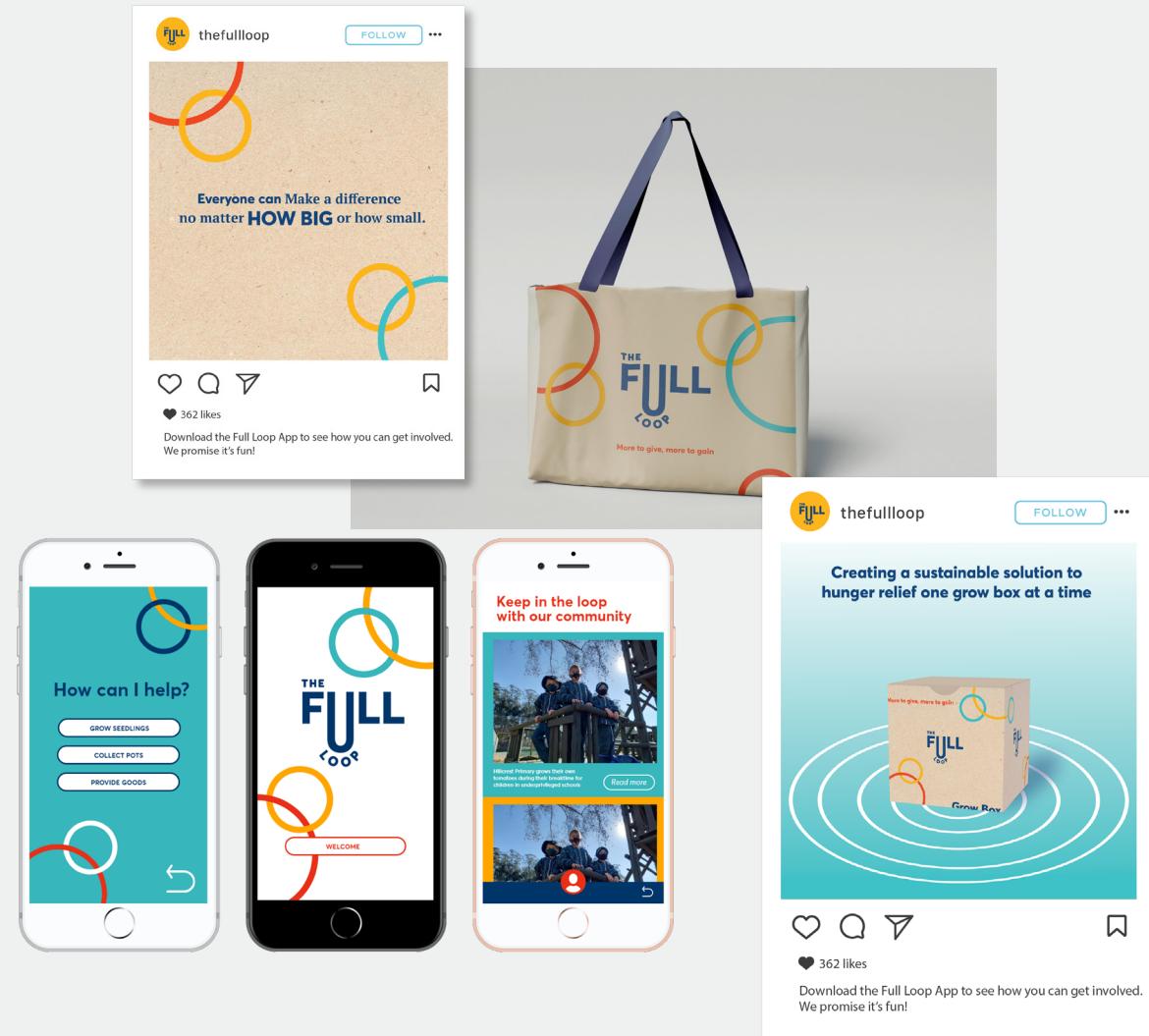
Concept branding of the iconic Florida Road. This branding was inspired by the history of the road being a tramway that was trampled by elephants in early years. The amalgamation of old and new buildings inspired the concept of retrofuturism and patchwork.



The Full Loop

Reduce Hunger Project

The full loop is a solution to hunger relief using design. This is a school project where children in privileged areas can collect items they would find at home in order to put together grow boxes for children in underprivileged to grow vegetables to ensure they get their nutritional intake and prevent stunting.



The series of unfortunate Events

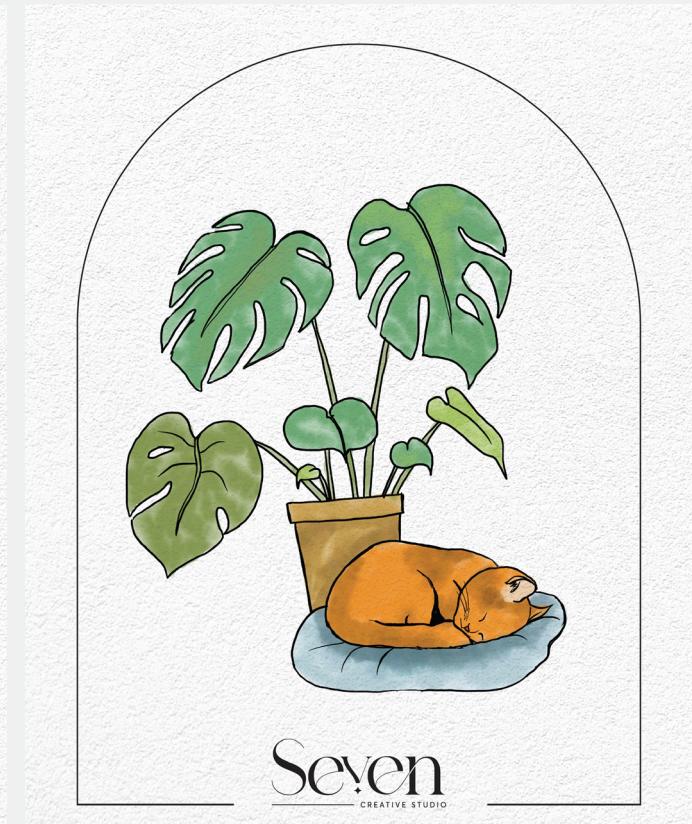
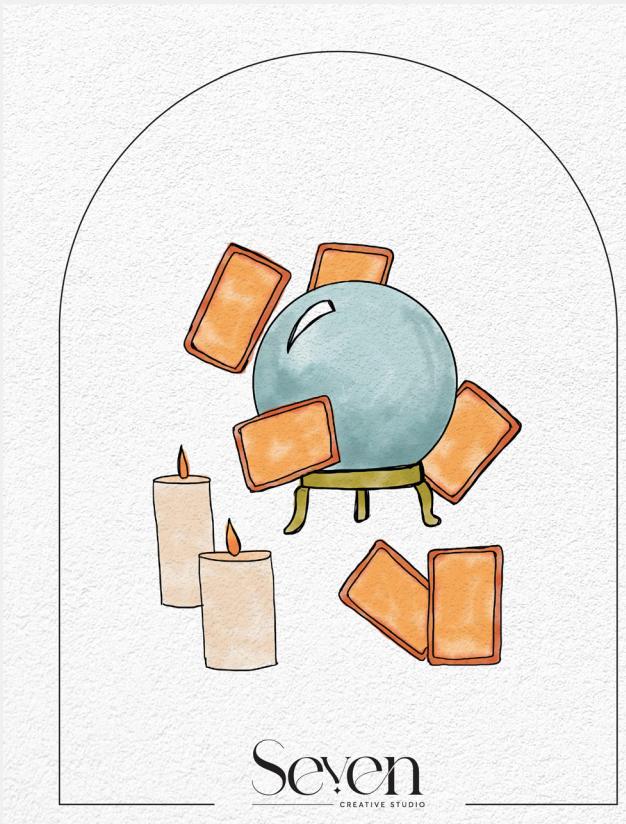
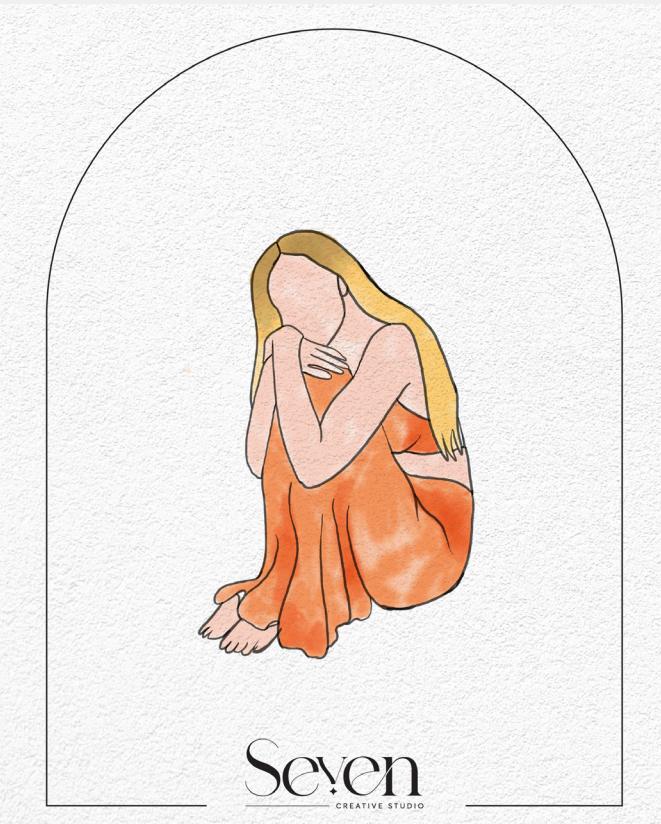
Book
Covers

















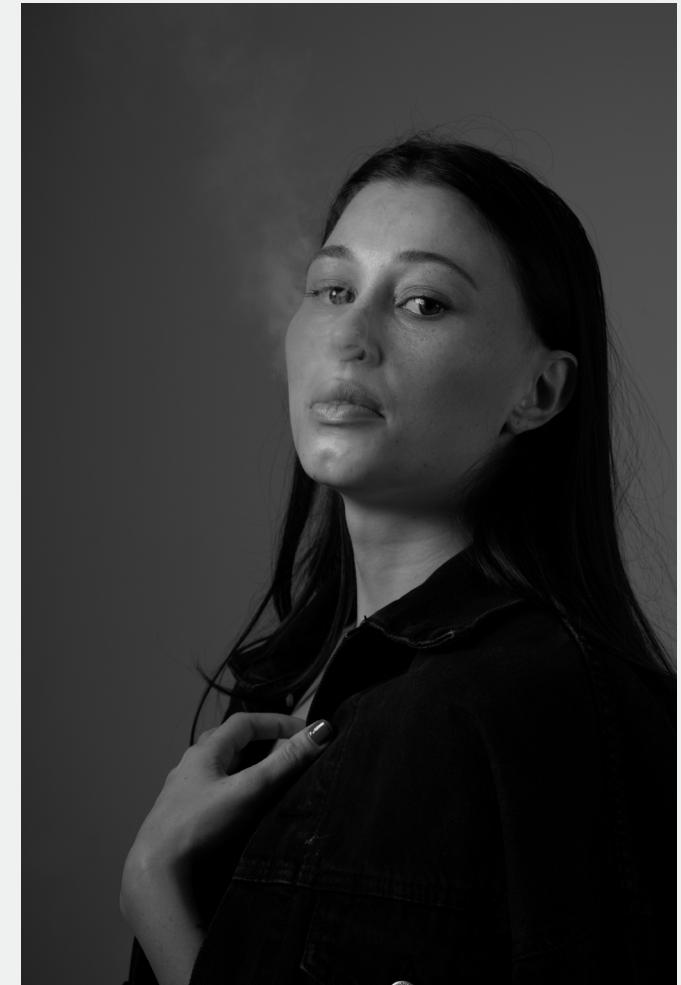
Food Photography



Home



Portraits





THANK YOU
FOR TAKING
THE TIME TO
SEE MY
PORTFOLIO

Seven
CREATIVE STUDIO

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