

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

Christina





COLOUR PALETTE	COLOUR PALETTE		
	 <p>#232021</p> <p>CHARCOAL BLACK PRIMARY COLOUR</p>	 <p>#E5602E</p> <p>BURNT ORANGE ACCENT COLOUR</p>	 <p>#E5602E</p> <p>GREY BACKGROUNDS</p>
DESIGN ELEMENTS	TYPOGRAPHY		
	<p>Logo</p> <p>GANGITEM REGULAR</p> <p>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</p>	<p>headings</p> <p>COLGENT REGULAR</p> <p>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</p>	<p>body copy</p> <p>AVERTA FONT FAMILY</p> <p>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</p>
DESIGN ELEMENTS			

Nuera
skin transformed

Ripple

THE
FULL
LOO

T Tru-lite

EST 1880
Florida Rd.
DURBAN'S OLDEST HIGH STREET

ABANGANE
BRU



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 recycled. 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





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.



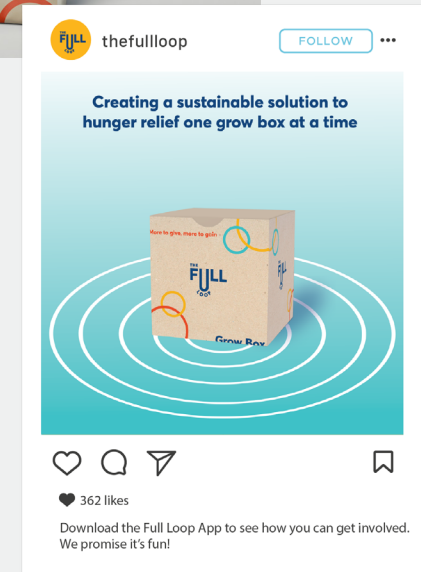
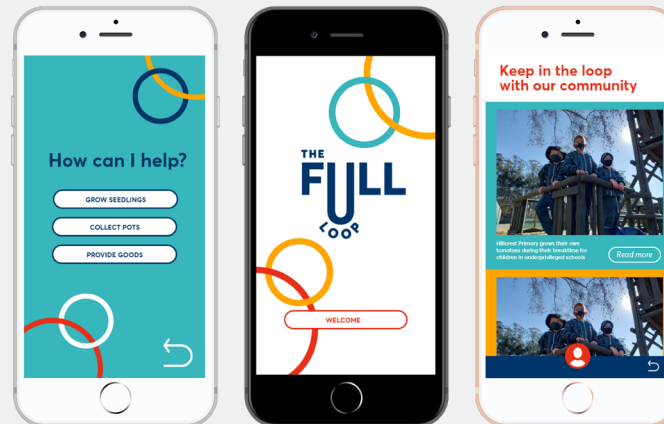
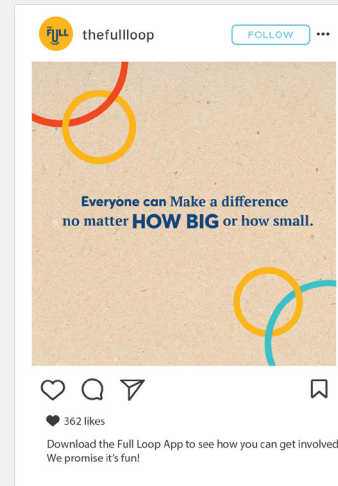
Home



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.



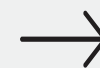
The series of unfortunate Events

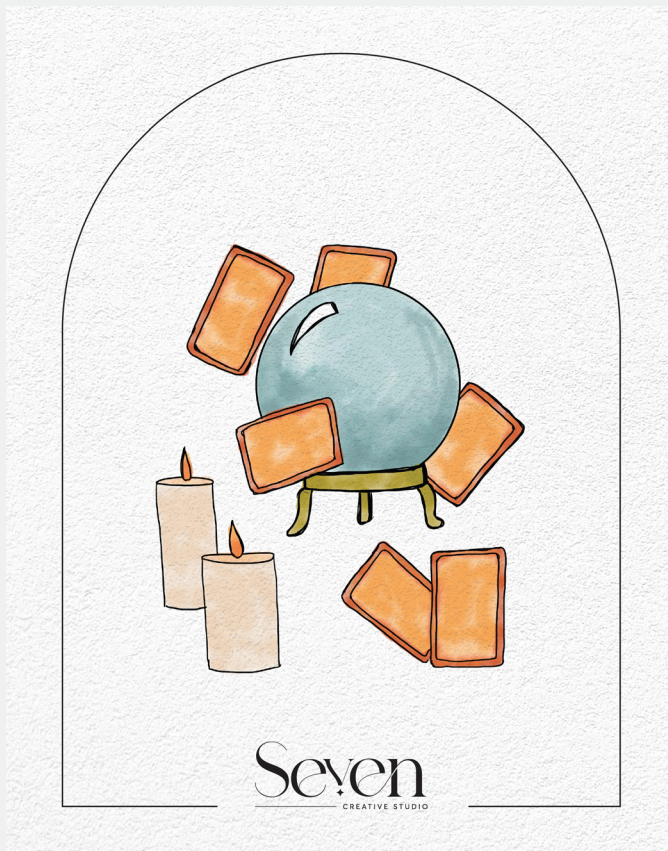
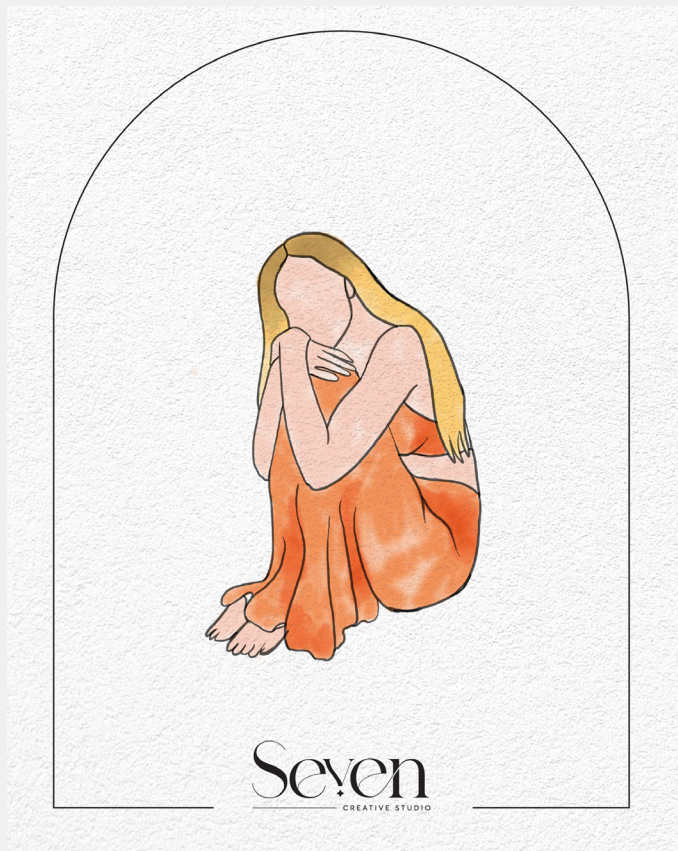
Book
Covers

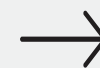


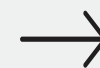






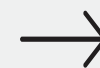








Food Photography

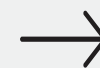


Portraits





Lifestyle Shoots



THANK YOU
FOR TAKING
THE TIME TO
SEE MY
PORTFOLIO

Seven
CREATIVE STUDIO

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