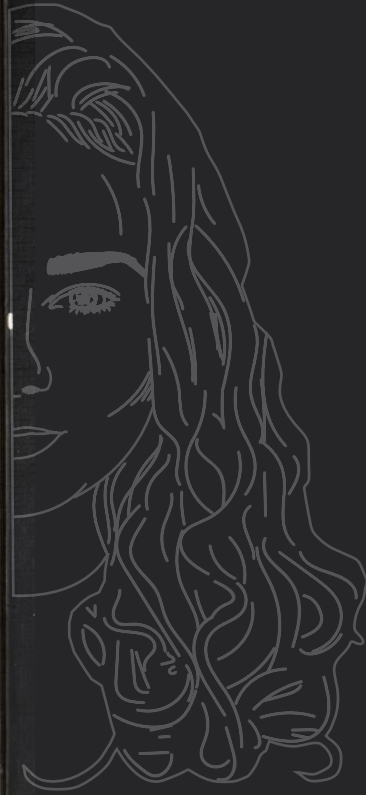


//PORTFOLIO

SIL VAN DOMMELEN



Click & go to  
the next page!







### WHO IS SIL II

I am Sil van Dommelen, a 20-year old girl with a deep passion for graphic design and a strong interest in the food industry. I am in the third year of my studies Trend Research and Concept Creation in Lifestyle. In this course I am working on creative processes to develop lifestyle concepts. I followed the minor in Graphic Design at the Fontys University of Applied Sciences in Tilburg last year. There I learned a lot about design and graphic design theories. This knowledge helps me to translate the concepts I have in my head into powerful visual expressions.



about  
VAN DOMMELEN sil



# portfolio

VAN DOMMELEN  
05 - 2020 // SIL  
SIL-VAN-DOMMELEN  
@HOTMAIL.COM



## INTRODUCTION

// Welcome to my graphic design portfolio. This portfolio is a representation of the graphic design work I did past years. Besides that, it is a representation of the gracious, interesting and surprising journey I experienced during the minor Graphic Design. It has opened doors to a beautiful and interesting graphic designs world for me. It feels like past year I made a little discovery trip in the graphic design world already and visited/experienced the most important sights which taught me new skills, created awareness and introduced me to a whole network of fantastic professional fellow design students.

// However, I also feel like there are still so many interesting places to discover. Luckily, online traveling is still valid and safe, so I think for my next holiday I will book an online flight to the graphic design world in order to expand my skillset, supplement my inspiration collection and broaden my graphic design knowledge. Enjoy my little travel journey!

## INSPIRATION

// Minor Graphic Design made me realize the importance of Graphic Design even more. It taught me to see rather than to look. Visual communication is everywhere, and yet again I realized how important it is. Where it all started in the caveman times, and where we are now with VR-glasses and ingenious and innovative design programs, it is all very important and useful as inspiration and as background knowledge. By analyzing the graphic design history, I recognize the importance of Graphic Design. It is everywhere and has such a great impact on perceiving things. By mastering these skills, you can play with perceiving people and influence their thoughts strategically.

// The Graphic Design history is not the only inspiration source for me. As a Trend Research student, I am used to always analyze my surroundings. To focus on Graphic Design, I put on my designer classes in order to focus on designs. For example, when I am sitting in the bus and drive past many cities and villages, I see lots of stores, logo's, branding strategies, products, posters and other designs.



Sometimes I take the time and energy to analyze them thoroughly and try to imagine why certain choices are made. Besides that, I love to wander around in the online boards on Pinterest. Watch YouTube videos from Graphic Designers and learn from the choices they make. With my project group I have visited multiple museums and walked through the cities on the search for inspiration. All the information I find, I save on my Evernote/Pinterest boards, so I can call them up whenever needed.

// Like I said, graphic design is everywhere, I try to keep my eyes open in order to find all these hidden doors to the graphic design world and let me get inspired.

WORK MGD

6

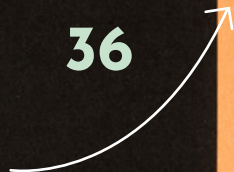
WORK ILS

27

NEXT.....

36

*PS. Within the whole portfolio, the tabs are interactive. Click on the tab and fly with me to the right destination in order to see more of my work.*



WORK MGD





## WORK MGD

## HERO FLYER

At the very start of my MGD trip in the Fontys I had to do research about one of my favorite graphic designers and create a flyer of this designer in his own style. I chose for Ricardo Jorge, a designer from [Studio Hey](#). Ricardo Jorge started a project

am. He posted every public figures in order became very popular. strating really inspired to Jorge. I found that o deserves an iconic y hard to find the head essful project but after some pictures of him. of studio Hey and with ge.

### DESIGN | I

WHO | MGD

WHEN | 02 - 2020

WHAT | FLYER OF RICARDO JORGE, A GRAPHIC DESIGNER IN HONOR OF HIS WORK AT STUDIO HEY.

WHY | RICARDO IS THE DESIGNER OF THE ILLUSTRATION PROJECT EVERY HEY ON INSTAGRAM. NOW HE GOT HIS OWN ILLUSTRATION IN THE STYLE OF STUDIO HEY.





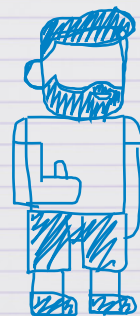
WORK MGD

DESIGN | 1  
FLYER

W MGD  
02.2020

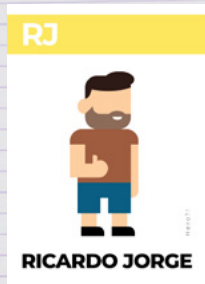
## HERO FLYER

At the very start of my MGD trip in the Fontys I had to do research about one of my favorite graphic designers and create a flyer of this designer in his own style. I chose for Ricardo Jorge, a designer from [Studio Hey](#). Ricardo Jorge started a project called [Every Hey](#) on Instagram. He posted every day an iconic illustration of public figures in order to honor them. This project became very popular. It's simplicity, and style of illustrating really inspired me. I wanted to honor Ricardo Jorge. I found that Ricardo Jorge is someone who deserves an iconic illustration as well. It was very hard to find the head behind this original and successful project but after some research I finally found some pictures of him. I created a flyer in the style of studio Hey and with the illustration of Ricardo Jorge.

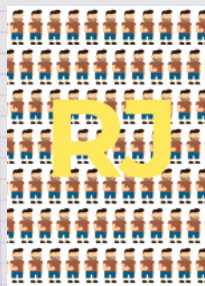


## Design 1 | Hero flyer

### Version 1

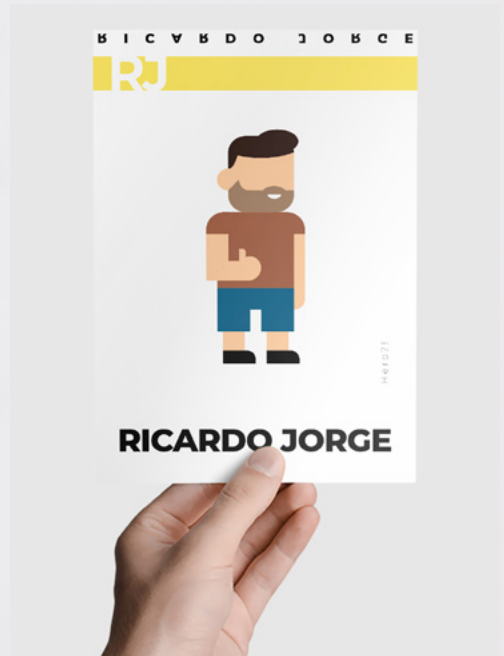


### Version 2



## Design 1 | Hero flyer

### Final version



## Design 1 | Hero flyer



## TAOZI

*I got the assignment to create my own brand. I started by thinking of a name. After some brainstorming, I chose for Taozi, the Chinese translation of my nickname 'peach'. I chose for the Chinese translation since I work in a Chinese restaurant of which the owners are very important to me. Peach is food, health and logo design.*

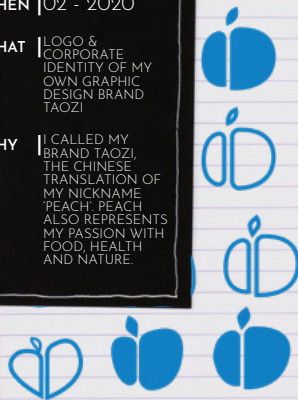
### DESIGN | 2

WHO | MGD

WHEN | Q2 - 2020

WHAT | LOGO & CORPORATE IDENTITY OF MY OWN GRAPHIC DESIGN BRAND TAOZI

WHY | I CALLED MY BRAND TAOZI, THE CHINESE TRANSLATION OF MY NICKNAME 'PEACH'. PEACH ALSO REPRESENTS MY PASSION WITH FOOD, HEALTH AND NATURE.





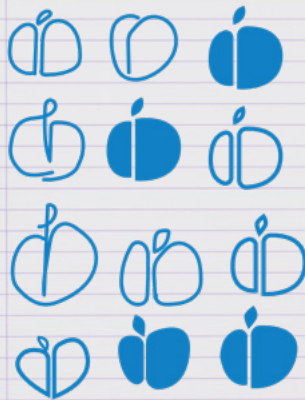
## Design 1 | Hero flyer



## TAOZI

*I got the assignment to create my own brand. I started by thinking of a name. After some brainstorming, I chose for Taozi, the Chinese translation of my nickname 'peach'. I chose for the Chinese translation since I work in a Chinese restaurant of which the owners are very important to me. Peach also represents my passion with food, health and nature. Then I started with the logo design.*

### Logo process



Design 2 | Taozi

First versions:



SF  
MD  
SD  
SE  
M  
Taozi



TAOZI

TAOZI

TAOZI

MITAO



TAOZI

SIL VAN DOMMELEN

TAOZI

TAOZI

DESIGN STUDIO

TAOZI

SIL VAN DOMMELEN

DESIGN STUDIO

Design 2 | Taozi

Final version:

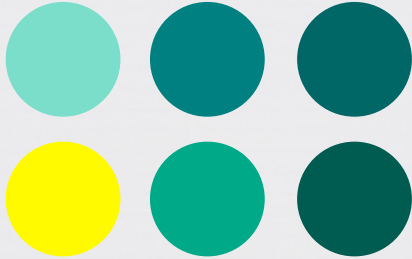


TAOZI

## Design 2 | Taozi

### Color palette:

I chose for a blue color since there is no natural food with a blue color. It shows that the brand is not only about food. Besides blue, the palette includes green colors to represent the sustainable and natural values Taozi has. The color yellow is chosen to make the creativity, happiness and young vibes visible. The yellow color is mostly used to create a pop effect.



## Design 2 | Taozi

### Brand Manual:

Here you can see the Brand Manual in which the Corporate Identity of Taozi is explained and visualised. In this manual you can find the typography, color palette and the logo with the right usage.

Click here to open the  
Brand Manual:





## Design 2 | Taozi

### Post Card:



### Business card:



## REFUZZER

Frans, the guitarist of the band Refuzzer, asked me to design a logo. Refuzzer is a new band with the sound of old spartan rock from the 60s and 70s. In order to create a logo that fits the identity of Refuzzer I went to a couple of their repetitions. During the sketches I listened to their music. In this style and music in the sneak peak of the rock hey.

### DESIGN | 3

WHO | REFUZZER

WHEN | 04 - 2020

WHAT | LOGO FOR THE ROCK BAND REFUZZER.

WHY | REFUZZER IS A STARTING ROCK MUSIC BAND WITH THE SOUND FROM THE 60S AND 70S. THEY ASKED ME TO CREATE A LOGO FOR THEM WHICH FITS THEIR SOUND AND IDENTITY.



## Design 2 | Taozi

Post Card::



Business card:



## REFUZZER

Frans, the guitarist of the band Refuzzer, asked me to design a logo. Refuzzer is a new band with the sound of old spartan rock from the 60s and 70s. In order to create a logo that fits the identity of Refuzzer I went to a couple of their repetitions. During the sketches I listened to their music. In this way I tried to capture their style and music in the logo. It was fun to get a little sneak peak of the rock world during my design journey.

Sketches:

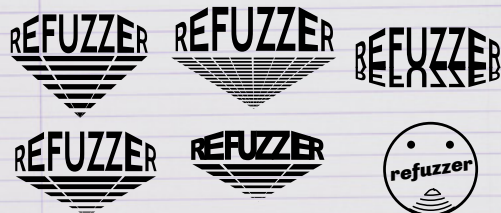


### Design 3 | Refuzzer

Versions 1:



Versions 2:



### Design 3 | Refuzzer

Final logo:

The band consists of 3 artists who create the unique sound of refuzzer. That is why I tried to combine 3 elements into 1 logo; RE FUZZ ER. Another unique element of Refuzzer is their setup. Due to their setup, the music reaches the public like a tunnel. I tried to create a tunnel effect by the diamond shape and the letters which are placed in perspective.





## Design 3 | Refuzzer

T-Shirt design:



## FOOD-FIT

Together with my project group Lucid, I received a question from Hanneke, a starting dietitian, to create a new corporate identity for her dietitian practice. Lucid and I designed a whole corporate identity. It was my job to create a Brand Manual rate identity and the

### DESIGN | 4

WHO | FOOD-FIT

WHEN | 03 - 2020

WHAT | A BRAND MANUAL FOR A NEW CORPORATE IDENTITY FROM FOOD-FIT, A DIETITIANS PRACTICE.

WHY | THIS STARTING DIETITIAN NEEDED A CORPORATE IDENTITY WHICH FITS HER VISION AND WORK.

Diëtistenpraktijk

Designed by Robin Hendriks

### Design 3 | Refuzzer

T-Shirt design:



## FOOD-FIT

Together with my project group Lucid, I received a question from Hanneke, a starting dietitian, to create a new corporate identity for her dietitian practice. Lucid and I designed a whole corporate identity. It was my job to create a Brand Manual in which we explain the corporate identity and the

Logo:



**FOODFIT**  
Diëtistenpraktijk

Designed by Robin Hendriks

## Design 4 | Food-Fit

### Brand Manual:

Click here to open the Brand Manual:



## FOOD SERIE

*In the middle of my journey I received the assignment to create a photo series of a subject or person that is important for me. For me, food is very important. It is not just one of the primary necessities of life, it is also the most inspiring and*

*me personally. My (and minor) with the king in the creative*

### DESIGN | 5

WHO | MGD

WHEN | 04 - 2020

WHAT | A PHOTO SERIE ABOUT FOOD.

WHY | I CHOSE TO CREATE A PHOTO SERIE AS A 'WHAT I EAT IN A DAY' SERIE. I TOOK PICTURES OF FOOD I ATE THROUGHOUT THE DAY. FOOD, BAKING, COOKING IS MY PASSION.

*normal ingredients tried to capture them variety and versatility photo series made me happy, which made me love*



## Design 4 | Food-Fit

### Brand Manual:

Click here to open the  
Brand Manual:



DESIGN | 5  
FOOD SERIE

\\ MGD  
04 2020

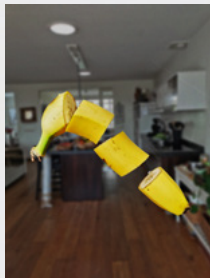
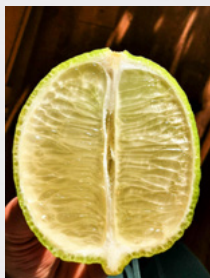
## FOOD SERIE

*In the middle of my journey I received the assignment to create a photo series of a subject or person that is important for me. For me, food is very important. It is not just one of the primary necessities of life, it is also the most inspiring and interesting industry/sector for me personally. My goal is to combine my study (and minor) with the food and eventually start working in the creative and innovative food industry.*

*With this photo series I show normal ingredients that I use almost every day. I tried to capture them on different ways to show the variety and versatility of the products. Making this photo series made me look at food in a different way, which made me love it even more.*



Design 5 | Food serie

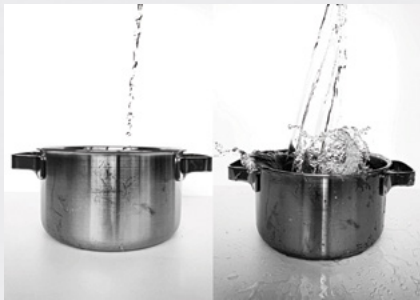


Design 5 | Food serie





Design 5 | Food serie



# LEERSCHOOL

My project group Lucid and I received an assignment from De Leerschool Uden. A place where youngsters get coaching and training in order to develop a more optimal education or labour market position. He asked us to create a logo. Within this assignment we designed the Brand Manual.

## DESIGN | 6

WHO | LEERSCHOOL

WHEN | 04 -2020

WHAT | BRAND MANUAL FOR THE LEERSCHOOL UDEN. A PLACE WHERE YOUNGSTERS ARE GUIDED TO A BETTER FUTURE.

WHY | TOGETHER WITH MY PROJECT GROUP WE DECIDED TO MAKE A BRAND MANUAL WHICH VISUALIZES THE CORPORATE IDENTITY.

# LEERSCHOOL UDEN

Designed by Joep Graber

Design 6 | Leerschool



# LEERSCHOOL

*My project group Lucid and I received an assignment from De Leerschool Uden. A place where youngsters get coaching and training in order to develop a more optimal education or labour market position. He asked us to create a new corporate identity including a logo. Within this project it was my task to design the Brand Manual.*

Logo:



**DE  
LEERSCHOOL  
UDEN**

Designed by Joep Graber

## Design 6 | Leerschool

### Brand Manual:

Click here to open the  
Brand Manual:



## INVOICE

*With my project group Lucid we wanted to have a clear and clean invoice which looks professional and fits our corporate identity. I tried to create a design which focusses on the most important parts of the invoice so in one look it is clear what to do.*

### DESIGN | 7

WHO | LUCID

WHEN | 03 - 2020

WHAT | THIS IS INVOICE  
DESIGN FOR MY  
PROJECT GROUP  
LUCID

WHY | LUCID, MY  
PROJECT  
GROUP, NEEDED  
AN INVOICE  
DESIGN IN  
ORDER TO SENT  
PROFESSIONAL  
AND CLEAR  
INVOICES TO  
CLIENTS.

Step Graber



## Design 6 | Leerschool

### Brand Manual:

Click here to open the  
report document:



## INVOICE

*With my project group Lucid we wanted to have a clear and clean invoice which looks professional and fits our corporate identity. I tried to create a design which focusses on the most important parts of the invoice so in one look it is clear what to do.*

### Logo:



Designed by Joep Graber

INVOICE

**TO**  
Clients Name  
E-mail  
Phone  
**NUMBER**  
XXXX

**FROM**  
Lucid Studio  
Lucid-Studio@hotmail.com  
+316-22 21 97 26  
**DATE**  
xx-xx-xx



ITEM DESCRIPTION	PRICE	QTY	TOTAL
<b>Logo</b> Alem aperferciout oraequit iam	€00,00	000	€000,00
<b>Flyer</b> Alem aperferciout oraequit iam	€00,00	000	€000,00
<b>Brand Identity</b> Alem aperferciout oraequit iam	€00,00	000	€000,00
<b>Video</b> Alem aperferciout oraequit iam	€00,00	000	€000,00
<b>Video</b> Alem aperferciout oraequit iam	€00,00	000	€000,00

BANK INFO	DUE BY	TOTAL DUE
<b>Name</b> Alem aperferciout <b>Number</b> Alem aperferciout	<b>xx Month '20</b>	<b>€000,00</b>

THANK YOU!

WORK ILS





## WORK ILS

DESIGN | 8  
REPORT

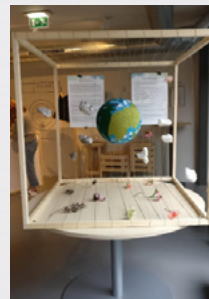
W TU/EINDHOVEN  
II 2018

## SHIFT

*In my third year of ILS, my project group and I received an assignment from TU/Eindhoven. They asked for a possible future scenario about the biodiversity. We focused on the worldwide travelers and their impact on the biodiversity, mainly within the food and leisure industry but with a cross sectoral approach. Our mentality group were Cultural Social Seekers, incoming travelers in the Netherlands with leisure purposes.*

*The goal of this pop-up studio is to show valuable possibilities to improve the QoL and the environment. We called our pop-up studio Shift 'we all want to take good care of the environment, but we just don't know how to do it. Now we are ashamed for not taking action. Shift to save the environment, yourself and humankind.' We created 2 future envisions, one good and one bad envision. It depends on the behavior of travelers which future will occur. We visualized these futures with a pop-up studio.*

*Within this project I created this pop-up studio and future envision together with my project group. Besides that, it was my task to create a report. I tried to show the beauty of nature by creating illustrations for this report.*



## Design 8 | Shift

Report:

Click here to open the report:



## TRECOIN

In my second year of ILS I created a concept called Trecoin. This concept is created for a bookstore called Artensen in Tiel. They wanted to have a concept about a more sustainable way of shopping. The concept is focused on eco-conscious mothers who feel like they do not have enough time, money and space to be sustainable because of the

### DESIGN | 9

WHO | ARENTSEN TIEL

WHEN | 01 - 2019

WHAT | CONCEPT BOOK ABOUT TRECOIN

WHY | THIS REPORT IS A BLUEPRINT OF A CONCEPT I CREATED FOR ARENTSEN, TRECOIN, A SUSTAINABLE ONLINE SHOPPING CONCEPT TO MAKE A SUSTAINABLE LIFESTYLE MORE ACCESSIBLE FOR ECO-CONSCIOUS MOTHERS.

ecoin with the concept  
Conducting a sustain-  
eco-conscious mothers  
their 'human-centered'  
yle will get easier when  
ental actions are comm-  
ggers on the short-term  
improve their human

users can grow their  
Trecoins can be  
online and will be  
nt. The coins can be  
products and services. Via  
nnect, challenge and  
help each other on a sustainable level.

This project was an individual project. This means I did the [research](#) and conceptualizing process myself.

Click here to see the research report.

## Design 8 | Shift

### Report:

Click here to open the report document:



DESIGN | 9  
CONCEPT BOOK  
W ARENTSEN  
01 2019

## TRECOIN

*In my second year of ILS I created a concept called Trecoin. This concept is created for a bookstore called Artensen in Tiel. They wanted to have a concept about a more sustainable way of shopping. The concept is focused on eco-conscious mothers who feel like they do not have enough time, money and knowledge to live sustainable because of the human-centered world.*

*I created a concept called Trecoin with the concept statement 'The eco ordinary'; Conducting a sustainable lifestyle can be hard for eco-conscious mothers since it does not always fit their 'human-centered' daily life. A sustainable lifestyle will get easier when human actions and environmental actions are combined. This will create new triggers on the short-term that activate the mothers to improve their human and earth quality of life.*

*Trecoin is a platform where users can grow their own tree with Trecoins. These Trecoins can be earned by acting sustainable online and will be saved on your Trecoin account. The coins can be redeemed for sustainable products and services. Via this platform, people can connect, challenge and help each other on a sustainable level.*

*This project was an individual project. This means I did the [research](#) and conceptual process myself.*

Click here to see the research report.



## Design 9 | Trecoin

Concept Book:

Click here to open the  
Concept Book:



## PHOTOS BLOG

*In my first year of ILS I had to write a blog. I chose to write a blog about The impossible burger. I am very interested in the food sector and specifically in sustainable innovations.*

*...a picture that visualized  
...mal burger and  
...that is why I took two  
...burgers with beef; the  
...ndings on the plate  
...with plants, it has clear  
...und the burger. On  
...the effects of the*

### DESIGN | 10

WHO | ILS YEAR 1

WHEN | 05 2018

WHAT | PHOTOS FOR A BLOG

WHY | FOR A BLOG ABOUT THE IMPOSSIBLE BURGER, I NEEDED PHOTOS WHICH VISUALIZES THE DIFFERENCE BETWEEN A NORMAL BURGER AND A BURGER WITHOUT BEEF.



## Design 9 | Trecoin

### Concept Book:

Click here to open the  
Concept Book:



DESIGN | 10  
PHOTOS BLOG  
\\ ILS  
05 2018

## PHOTOS BLOG

In my first year of ILS I had to write a [blog](#). I chose to write a blog about The impossible burger. I am very interested in the food sector and specifically in sustainable innovations.

For the blog, I couldn't find a picture that visualized the differences between a normal burger and the Impossible burger. That is why I took two different photos. One of a burgers with beef; the water is nasty, and the surroundings on the plate are dead. The other burger with plants, it has clear water and healthy greens around the burger. On this way I wanted to visualize the effects of the burgers on the environment.

### Beef burger:



Impossible burger:



## HYBRIS

*In my second year of ILS I received the assignment to create a trend report. I am more of a 'micro trend' trend researcher. I love to focus on new innovations instead big societal shifts. That is why I created a trend report with micro trends. Within these micro trends, I focused on hybrid innovations.*

*tions that tackle once.*

*a trend report. I love . For this assignment lanet called Hybris. part look like a real ations.*

### DESIGN | II

WHO | ILS YEAR 2

WHEN | 06 - 2019

WHAT | TREND REPORT

WHY | I NEEDED A REPORT WHICH VISUALIZED ALL KIND OF HYBRID INNOVATIONS



Impossible burger:

[Click here to open the blog.](#)



DESIGN | 11  
TREND REPORT

W ILS YEAR 2  
06 2019

## HYBRIS

*In my second year of ILS I received the assignment to create a trend report. I am more of a 'micro trend' trend researcher. I love to focus on new innovations instead big societal shifts. That is why I created a trend report with micro trends. Within these micro trends, I focused on hybrid innovations. Hybrid innovations are innovations that tackle multiple goals and sectors at once.*

*After my research, I visualized a trend report. I love to illustrate and think creative. For this assignment I wrote a story about a new planet called Hybris. Since I wanted to make this report look like a real story, I created childlike illustrations.*

Design 11 | Hybris

Trend report:

Click here to open the  
Trend Report:



NEXT.....

NEXT

## AFTER ALL...

//For myself, I am trying to find the right balance between the analog and the digital world. I wanted to visualize this feeling in my portfolio since it is an important part of myself as a creative student (or hopefully soon professional). My goal was a on- and offline experience. I created a real life portfolio, took pictures, made it digital, interactive and in the end created a webpage from it. I could have chosen the easy way, but I wanted to see what the Graphic Design world has more to offer for me. It was a lot of (new) work, but it was also a very taughtfull experience. A nice challenge to end the MGD trip with! I hope my concept behind the portfolio came across.

//I also hope that this portfolio showed my first graphic design experiences and my development of skills well. This portfolio is definitely not finished yet. It is a never-ending story. I hope to supplement this portfolio with more amazing graphic design assignments, and develop my design skills even further.

//I will always keep working on Adobe skills. I hope to master the Adobe programs to a certain level soon in which I can easily and quickly recreate my sketches and ideas into a high-quality visual expression. I will keep working with Adobe Creative Cloud, follow tutorials, watch other Graphic Designers and keep working on assignments. At the moment I mainly use Illustrator, InDesign, Photoshop and Lightroom. When I am confident enough with these programs, I will start experiencing with other Adobe programs like PremierePro and AfterEffects.

//My overall goal is to grow into an all-round creative designer, starting with planning, creating the idea, and creating a visual representation of my idea which is strategically and visually strong and well designed.





# THANK YOU!

*// Thank you all for this amazing trip to the graphic design world! This minor felt as a real journey where I had entered a new world in which is still so much to discover. I am definitely not done here yet. I have had a great time and learnt so much. Thank you for all the help, information, classes and support. I wish you all the best and hope to meet you soon in the working field.*

Kind regards,

Sil van Dommelen



