

Graphic Design Portfolio

Blanka Bathory
2022



CENSORED

Preface

For this project, I was asked to create a portfolio with a narrative being told in the background. It took me a while to come up with a narrative. After juggling with many options, I wanted to base my backgrounds on various art movements that I like to pull inspiration from when working on any creative project.

Before starting any project, I like to go online and search through other artists' work. I believe this is an important part of the creative process. Drawing inspiration from various sources is essential for me to create a concept around my project. By looking through various art, music, and political movements I am able to figure out what designs I should incorporate.

This portfolio takes viewers through a timeline of some of the most important art movements in history. The cover page starts with the Renaissance movement that lasted from around 1400 until 1600. It then jumps all the way to the impressionist movement that began in 1865. The other periods include art nouveau, surrealism, abstract expressionism, pop art, minimalism, contemporary and

street art. Lastly, on the back cover I included some of my works and my favorite styles to combine. Throughout this portfolio, I have included the works from some of my favorite artists.

In addition to showing the various art movements in history, I wanted to add my own touches to each slide. The end result is a mix of various art movements with bold colors, modern design, pop art, and street art combined. I truly enjoyed having unlimited creative freedom in this project and having the possibility to contribute my spin on these various art movements.

-Blanka Bathory



iv

Biography.....	1
Statement of Intent.....	3
Typography Composition	5
Poster Series.....	7
Infographic	11
Visual Identity.....	13
Sketches.....	15
My Work.....	17



ontents

v

Impressionism : 1885-1910



Biography

My name is Blanka Bathory, and I am currently a student at the University of North Carolina at Chapel Hill. I was born in Alexandria, Louisiana, but I grew up in Winston-Salem, North Carolina. I am currently majoring in advertising and public relations with a minor in history. However, prior to studying advertising and PR, I was a STEM major.

When I came to college, I was very science and math oriented and determined to go to medical school. Over the course of my first two years at school I began to feel depressed and felt that I was missing something. I had no creative outlet in any of my science classes and felt that I had no time to take classes I was interested in because I needed to focus on setting up my future in the medical field. I struggled to balance my parent's expectations while trying to remain happy with my studies. Finally, I came to terms with the fact that my true passions did not lie in the STEM field, but elsewhere.

Growing up I had always been a creative kid, and I loved painting, fashion and traveling. I

knew that becoming a doctor would not fulfill those passions, but I had been told that the only way to be successful was to go into a "secure" field such as medicine. It took me almost 20 years to have the courage to tell my parents that I was unhappy and wanted to pursue other things in life. At the end of my sophomore year in college I decided to put myself first and apply to the Hussman School of Journalism at UNC. Since that decision, I have never looked back.

I have no regrets about taking science and math classes in high school and college. I truly believe it helped shaped who I am today and has given me life-long skills. Because of my past, I am grateful for any opportunity to learn new skills in the advertising and PR fields and the chance to be creative in my classes. In addition to this, I now have time to peruse some of my other interests such as history and writing for my school's fashion magazine. My decision has ultimately made me a much happier person and someone who is genuinely excited for my future.



Statement of Intent

My main goals for the future are to have a successful career and to travel.

I believe that traveling and experiencing new cultures is invaluable. I hope that once I graduate college, I will be able to travel for some time. If I am unable to do that, I want a job that allows me to travel internationally. I want to be able to have a career that lets me express my creative outlet.

Fashion, traveling, and art are some of my

main passions, and therefore I want to focus my career in these areas. A job that allows me to utilize my organizational, creative, and communication skills would suit me best. I would love to work in the fashion industry one day or at an advertising agency.

Whether it is creating campaigns and ads, event planning, or working as a creative director, I believe I could be successful. I intend to work my hardest to be successful in any field that I end up and to stick to something that makes me happy.

Acknowledgments

I would like to thank my mom first and foremost. She has always supported me and encouraged me to pursue my creative endeavors. Without her I would not have had as much courage in pursuing a career in a creative field.

I would also like to thank Dr. Barnes for helping me this semester in graphic design. He has taught me many skills in this field that I can now utilize in my future career.

Surrealism : 1917-1950

Typography Composition

Gestalten

Berlin, Germany
est.2003

Gestalten fonts is the
type founding division
of Gestalten in Berlin

Robert Klaten
- Robert Klaten, founder. As publisher and editor-in-chief of Gestalten, Klaten founded Gestalten Fonts as an offshoot of the publishing house. Klaten has always kept a sharp eye on choosing typography for his own publications, even designing bespoke fonts by in-house designers at times. At a time when there were few foundries offering cutting-edge and experimental fonts and with many book buyers inquiring about where they can purchase these fonts, starting a small foundry to sell and distribute fonts was a logical step.

Michael Mischler
- Michael Mischler, co-founder. Hailing from Bern, Switzerland, Michael Mischler is a graduate of Schule für Gestaltung Biel where he studied graphic design. One of the first graphic designers and editors at Gestalten, Mischler conceived, edited, and designed over 20 publications on graphic design, typography and visual culture while working at Gestalten between 1998 and 2006. Mischler co-founded Gestalten Fonts in 2003 and continues to scout fresh type designing talent for the foundry. In 2006, together with Nik Thonen, he also founded the independent font platform Binnenland.ch. He currently lives and works in Bern

Critzla
- Critzla, co-founder. Critzla started out as a sign and poster painter in East Germany. Deeply rooted in the Berlin music scene, he became an independent designer in 1994, designing flyers, record sleeves, and posters, not to mention the first 12 issues of Flyer, a magazine about Berlin's club scene. Critzla is a founding member of Pfadfinderei, a graphic and motion design studio that doubles as one of the world's most popular groups of VJs. Having designed the typeface Localizer for the book of the same name - Gestalten's first release - Critzla released many other fonts through Gestalten Fonts, for which he has been a contributing editor since 2003.

Typeface Selection
- Calcine
- Maksim
- Malaussene Translation
- Nautinger
- Sensaway PRO
- T-Star PRO
- Treza

Info -
Why? Gestalten specializes in developing content for aficionados of cutting-edge visual culture worldwide. Keeping with the Gestalten philosophy, firmly committed to presenting design excellence in visual culture, Gestalten Fonts was founded in 2003 to offer a versatile selection of contemporary typefaces by designers for designers. Handpicked by the in-house graphic design and editorial team, the independent font foundry now features over 120 contemporary typefaces that range in style from refined, elegant, and minimal text fonts to more experimental display, ornamental, script, blackletter, monospaced, stencil and typewriter fonts.

People on staff 6
Type designers on staff 3
Type families Approx. 120
Designers represented 50
Web shop www.gestaltenfonts.com
Webfont services In development

The objective of this project served as an exploration of typography and its importance. It was meant to create a better understanding of typography and how it can be effectively utilized.

I chose the font family Gestalten. I decided on Gestalten because it was founded in Germany, and I liked the font types. I have always admired German design. With its sharp and clean design I was inspired.

I wanted to imitate the clean and modern design that many German designers use. The colors I used were inspired by various German-designed posters I studied.



Abstract Expressionism : 1940-50s

Poster Series



07

The objective of this project was to focus on poster design. Our focus was on two objectives of graphic design: the synthesis of typography and imagery, and representation.

The subject matter is based on an organization at UNC Chapel Hill that we are part of. For this project I chose the school's fashion and lifestyle magazine, Coulture. I created this first poster based on a significant event in the organization's history. In this case, it was the

fourth issue of the magazine which was titled "Dreamland."

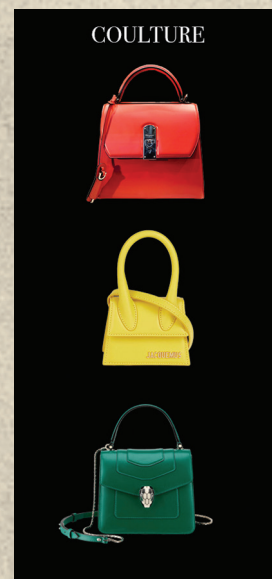
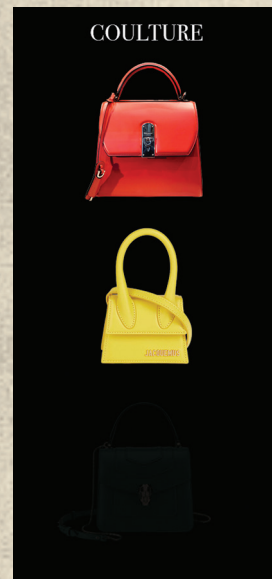
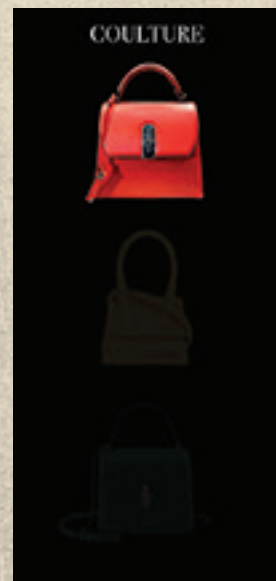
The second poster that is below was based on a current event happening in the organization. The issue "oo: Reset Issue" was the one that was created this semester. Lastly, I created a social media graphic for the current event, which is also on the next page.



08

Pop Art : 1950s-60s

Poster Series



Minimalism : 1960s-70s

Infographic

Contemporary : 1970-present

»POKER«

HISTORY

POKER IS BELIEVED TO HAVE ANCIENT ROOTS THAT GO BACK NEARLY 1,000 YEARS. HOWEVER, POKER'S CLOSEST EUROPEAN PREDECESSOR WAS POQUE, WHICH CAUGHT ON IN FRANCE IN THE 17TH CENTURY. FRENCH COLONISTS BROUGHT POQUE TO THEIR SETTLEMENTS IN NORTH AMERICA. ENGLISH SPEAKING SETTLERS CONVERTED THE NAME TO POKER AND ADOPTED FEATURES OF THE

MODERN GAME BY 1834. FROM THERE, POKER SPREAD UP THE MISSISSIPPI RIVER AND THROUGH THE COUNTRY. IT BECAME A STAPLE OF WILD WEST SALOONS IN THE 1870S AND 1880S. IN THE 1920S ITS POPULARITY EXTENDED TO BOTH SEXES AND ALL LEVELS OF SOCIETY.

GAME PLAY

- ◆ IN POKER THE OBJECTIVE IS TO BE THE LAST PERSON WITH ALL OF THE CHIPS. CHIPS IN POKER REPRESENT MONEY, AND EACH COLOR REPRESENTS A DIFFERENT CASH VALUE. THE GAME USES A DECK OF CARDS. IN POKER YOU LOOK TO MAKE THE BEST POSSIBLE 5 CARD HAND. TO WIN YOU EITHER HAVE TO BLUFF YOUR OPPONENTS OR HOLD THE BEST HAND AT THE END.
- ◆ AT THE START OF EACH ROUND EACH PLAYER IS DEALT TWO CARDS, WHICH SHOULD REMAIN HIDDEN TO OTHER PLAYERS. EACH PLAYER MUST PAY A BLIND. A BLIND IS A SMALL AMOUNT OF CHIPS. THE PLAYER TO THE RIGHT OF THE DEALER MUST PAY A LARGER BLIND WHILE THE REST PAY A SMALL BLIND.
- ◆ THE DEALER THEN REVEALS THE FIRST 3 COMMUNITY CARDS REFERRED TO AS THE FLOP. ALL THE PLAYERS CAN USE THESE CARDS TO MAKE THE BEST POKER HAND. PLAY CONTINUES WITH A ROUND OF BETTING. EACH PLAYER CAN BET, RAISE THE BET, CALL (MAKE AN EQUIVALENT BET), OR FOLD. FOLDING MEANS DISCARDING YOUR HAND BECAUSE YOU DO NOT HAVE STRONG CARDS.
- ◆ AFTER THE FIRST ROUND OF BETTING, A NEW CARD IS DEALT, ONCE AGAIN A NEW ROUND OF BETTING TAKES PLACE.
- ◆ NOW THE LAST CARD, AKA THE RIVER, IS DEALT. A FINAL ROUND OF BETTING TAKES PLACE. ONCE ALL BETS ARE PLACED, THE PLAYER WHO PLACED THE LAST BET MUST SHOW THEIR HAND FIRST.
- ◆ THE PLAYER WITH THE BEST 5-CARD HAND WINS THE POT OF CHIPS.

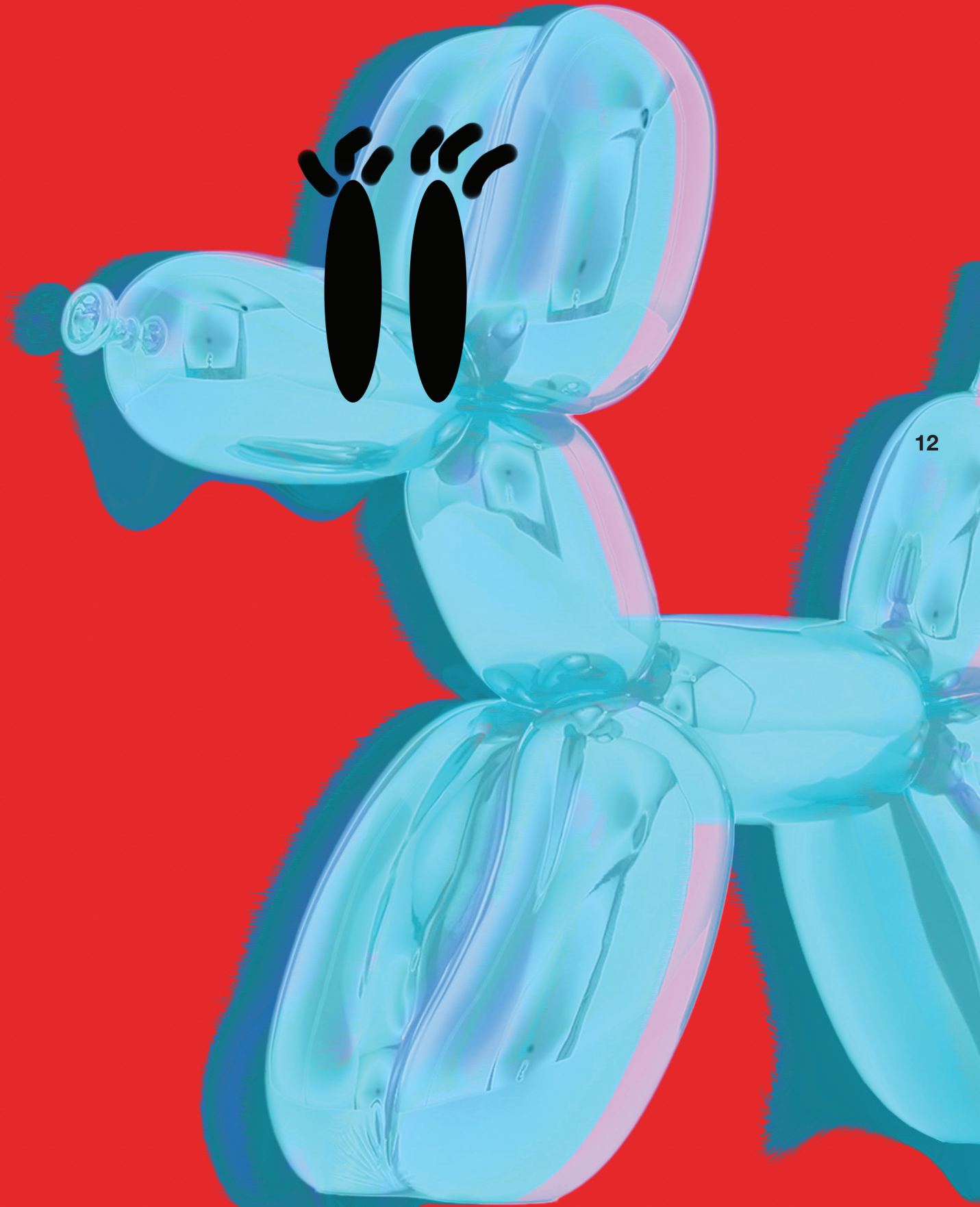
HANDS

10 J Q K A	ROYAL FLUSH	Nothing beats a royal flush. This is a hand of 10 to ace of one suit.
5 6 7 8 9	STRAIGHT FLUSH	The 2nd best hand. 5 consecutive cards of the same suit.
A A A A 2	FOUR OF A KIND	Four of the same cards.
A A A K K	FULL HOUSE	A combination of a 3 of a kind with a pair.
2 4 6 8 K	FLUSH	5 cards that are all the same suit.
5 6 7 8 9	STRAIGHT	5 consecutive cards that are not the same suit. Ace = 1 or above king.
A A A 2 7	THREE OF A KIND	3 cards of the same kind.
K K Q Q J	TWO PAIR	Two sets of two cards of the same kind.
A A 9 8 7	PAIR	Two cards of the same kind. The hand is filled with the 3 highest cards that are left.
A 8 6 4 2	HIGH CARD	You have none of the above and only a single card. The highest card counts.

- 1 Pay the big and small blinds
- 2 Players are dealt two cards each
- 3 The flop is revealed on the table
- 4 First round of betting, folding, and raising
- 5 The next card is dealt
- 6 Second round of betting, folding, and raising
- 7 The last card, the river, is dealt
- 8 The last round of betting, folding, and raising takes place
- 9 The player who bet last must reveal their cards, and then proceeding players who are still in the game. Winner takes all the chips, or the pot.

My third project for this semester was to create an infographic. I practiced the synthesis of information visualization and information design. We had to select either a board game or a casino-based card game for this assingment.

I decided to choose poker, which has a rich history to it, and became popular during the 1920s. This is an era that I like to draw a lot of inspiration from, and I have always liked the “Great Gatsby” aesthetic.





Visual Identity

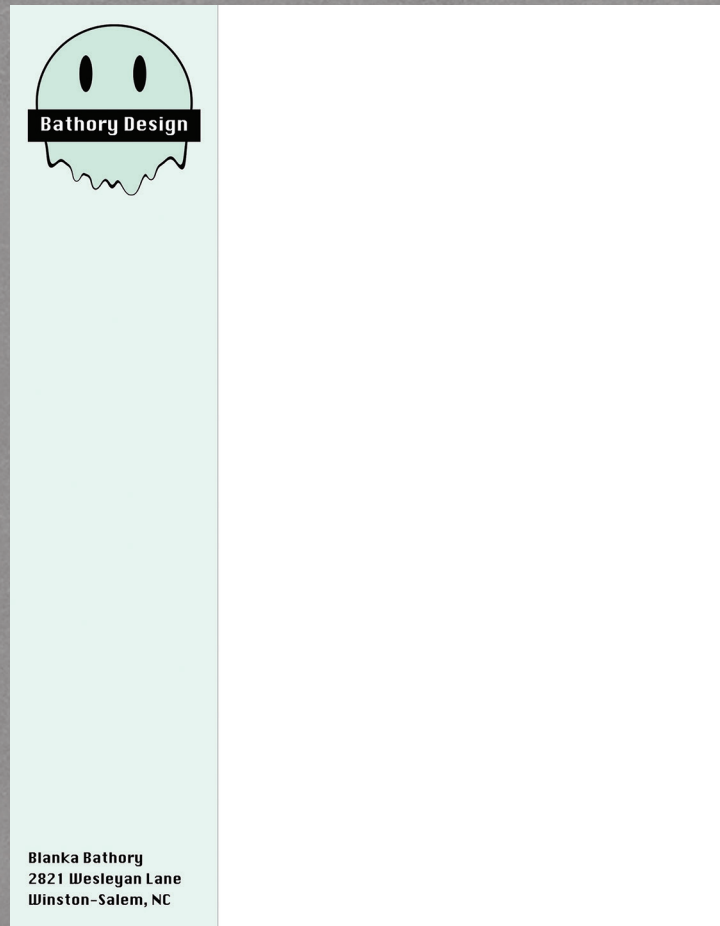
We were asked to create a visual identity system for this semester. I created a logo after reflecting on more core values and characteristics.

I consider myself to be a social person who cherishes their friendships. I think it is important to try and keep a positive attitude and good energy. I also love to discover and experience new cultures and places. The five words I used to describe myself are: outgoing, energetic, caring, organized and adventurous.

I wanted to create a logo that blended pop art along with street art. This is meant to be a playful logo that is also simplistic.



Street Art : 1990s



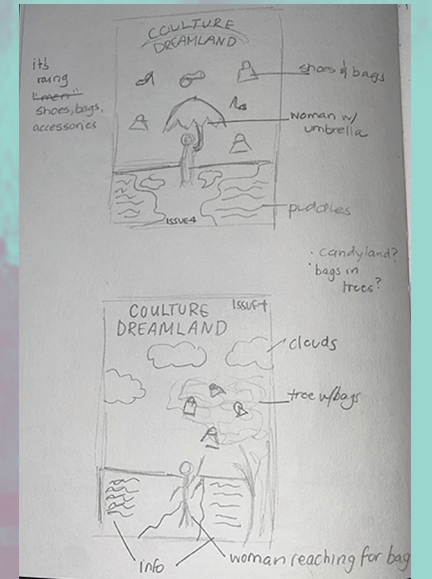
Sketches

Poster Series:

Typography Composition:

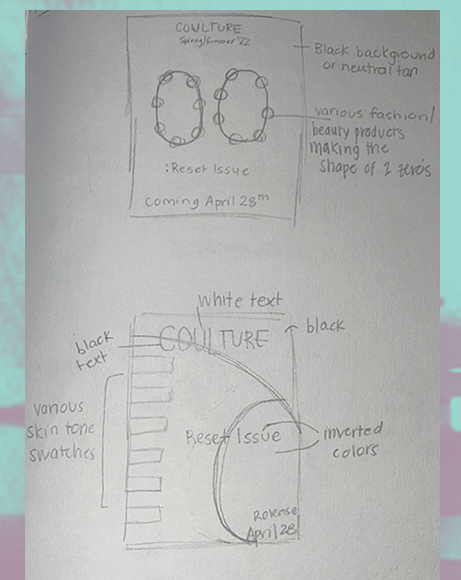
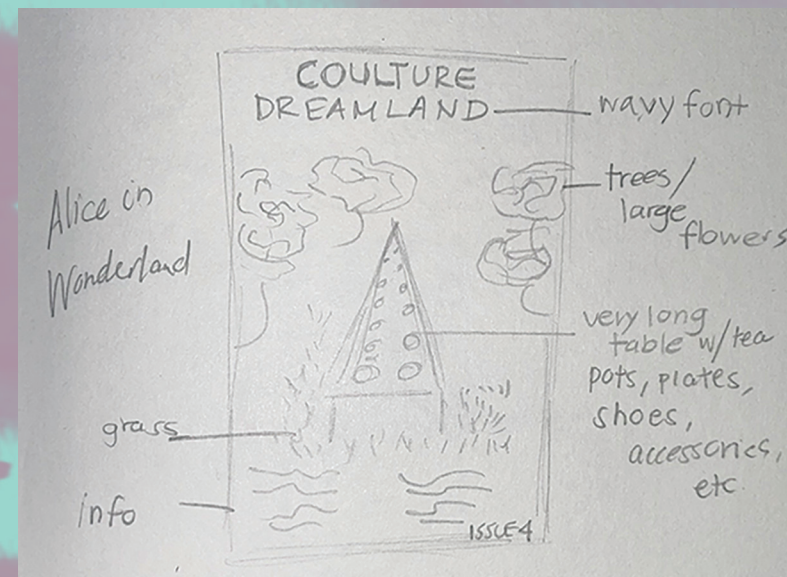
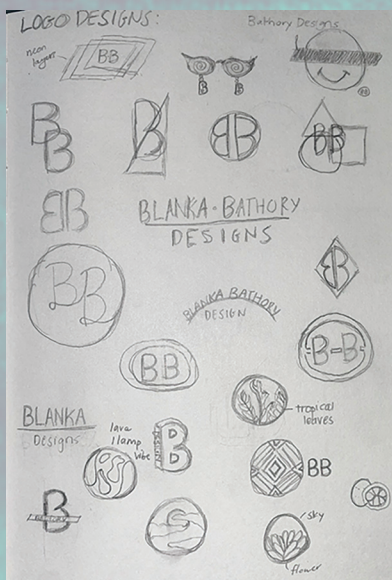
15

Infographic:



16

Visual Identity:



My Work

This page shows some of my own paintings that I have done. I love combining modern art, pop art, and street art. However, I draw inspiration from all times periods.

I typically paint whenever inspiration strikes me and enjoy it as one of my hobbies. The painting to the left is a clean and bright design. I made it for my current apartment. The painting below is the Rolling Stones logo. Growing up my family and I listened to them quite often and I have always enjoyed their music. This was the main inspiration behind the piece.

Blanka Bathory

blankabathory@gmail.com

(336)-618-0276

