

Sofia

Portfolio

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CV

Sofia Avagnano



Details:

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About me:

I am awaiting results of my third year of study as a BA Hons student at the University of Lincoln. Throughout my degree, I have worked on a range of briefs: course set and competition briefs. These briefs have given me the opportunity to improve and expand my skills in graphic design and to understand the fundamentals of being a skilled graphic designer.

In my experience, I have worked on briefs that have given me a chance to experiment with different methods. This ranges from print design, branding, user interface design and motion graphic design. These briefs have allowed me to become familiar with a range of Adobe software, to understand the importance of research and how to work in teams.

Education:

2015 - 2017 A Levels at Cedars Upper School Sixth Form
2017 - 2020 Graphic Design at The University of Lincoln

References:

References available upon request.

Skills:

GRAPHIC DESIGN

Print Design, Logo Design, Branding, Packaging, Poster Design, Editorial Layout, Business Cards & Stationery Design, Advertising, User Interface Design, Motion Graphic Design.

SOFTWARE

Proficient with Adobe Creative Suite, including; InDesign, Illustrator, Photoshop, Premier Pro and Adobe XD. Proficient in Microsoft Office, including; Microsoft Word, Microsoft Presentation and Microsoft Excel.

Experience:

Carphone Warehouse / July 2016 – April 2020 / Retail

Whilst in full time education, I worked part-time in Carphone Warehouse for close to 4 years. This job is customer-centred. In this role, I learnt to confidently build rapport with customers. Working in Carphone Warehouse improved my confidence, which benefited me in improving my presentation skills. The constant requirement to reach sales targets helped me manage my time and work well under pressure whilst consistently hitting targets.

Iris Worldwide / December 2016 / Work experience

I successfully applied for work experience with Iris Worldwide (a company that deals with an array of creative work) in London. Although the placement lasted for only a week, it gave me an insight of the creative industry. I understood the importance of correctly interpreting client's specifications and observed the design process from both the client's and designer's points of view. During this experience, I had the freedom to work with the projects they had at the time. I made sure to ask for advice from the accomplished designers in order to learn and further my development.

Wonder

Graphic Design

Wonder

Type – Graphic Design
Skills – Book Cover

This was my entry for the Penguin Student Design Award. My entry was for the children's book cover, 'Wonder' by R.J. Palacio.

The main theme of the book that I wanted to communicate through my book cover was the how Auggie felt. He felt that he stood out from the crowd however throughout out the story he mindset changes. He understands that he is different but not so different that he can't fit in. The use of birds portrays the children as they are innocent and the red bird represents Auggie in the crowd.



WANDER



You can't blend in when you
were born to stand out.

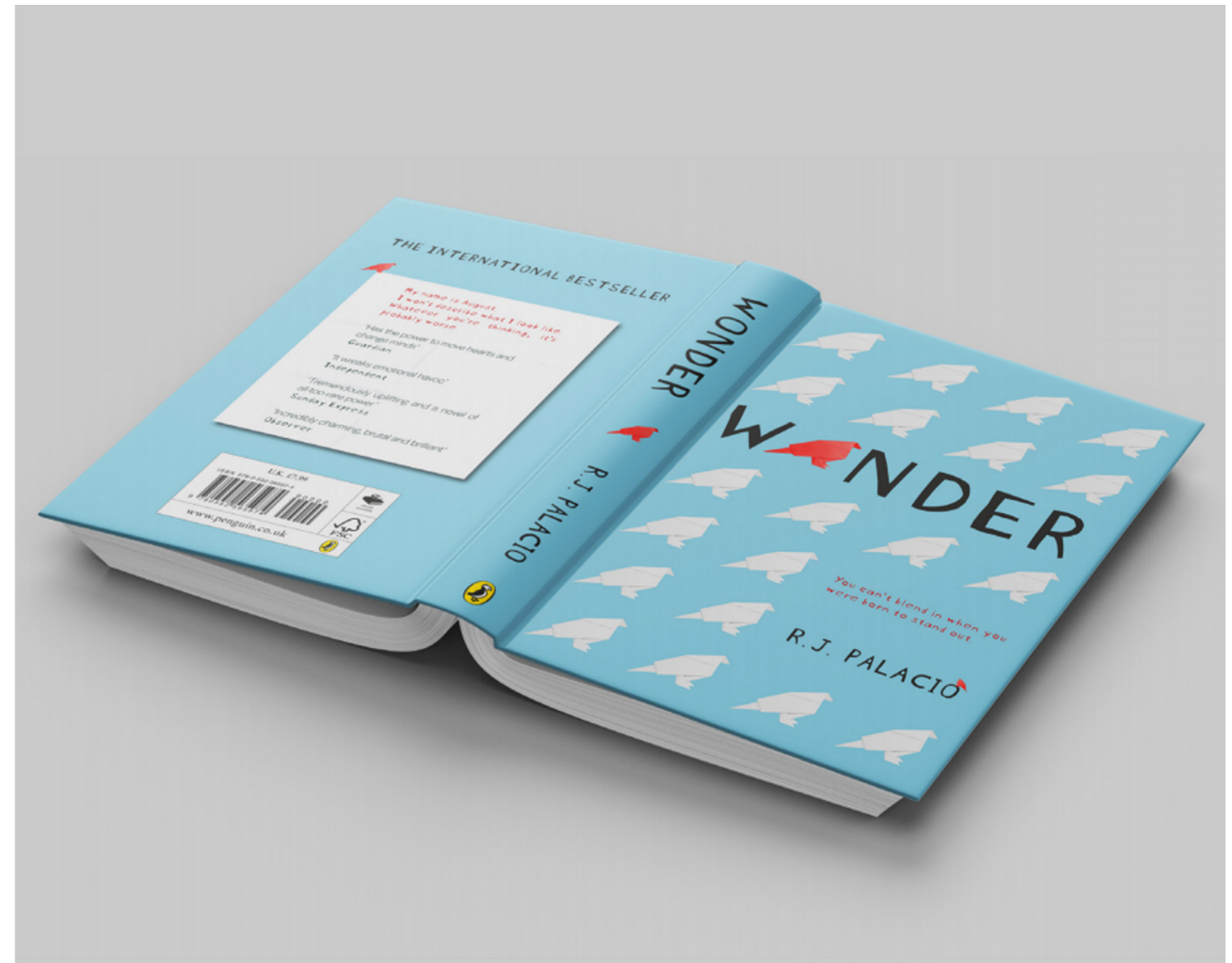
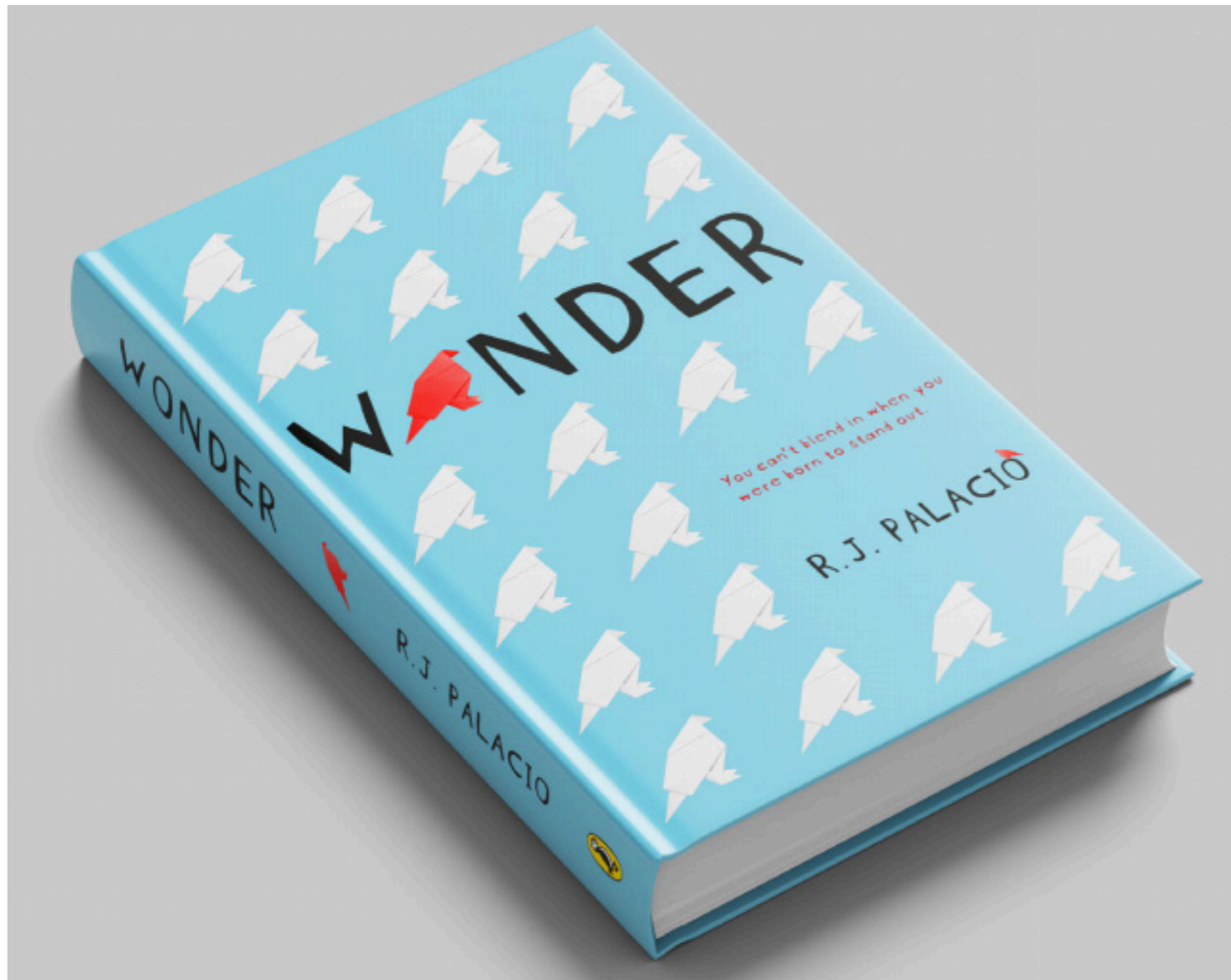


R.J. PALACIO 



Wonder

Graphic Design



Time is a concept

Graphic Design

Time is a concept

Type – Graphic Design
Skills – Production, Software

This was my entry for the ISTD 2019 Award.

My project goes into depth around the concept of time and how much time we spend doing menial tasks. The sundial is also designed with the intended purpose of telling the time. I used various software to design a sundial that would be placed in common spaces for people to read. The sundial I produced, through laser cutting, was to demonstrate what it would feel and look like. If it was used in common spaces with would be much bigger to fill a greater space.

US NOW. MEMORY. A MOST VALUABLE ASSET. BUT IT'S NOT ALWAYS EASY TO TAKE CARE OF. THAT'S WHY WE'VE CREATED THIS TOOL TO HELP YOU TAKE BETTER CARE OF YOUR MEMORY. IT'S A CIRCULAR TOOL THAT HELPS YOU TRACK YOUR MEMORY AND TAKE BETTER CARE OF IT. IT'S A CIRCULAR TOOL THAT HELPS YOU TRACK YOUR MEMORY AND TAKE BETTER CARE OF IT.

5 months

of missing doesn't sound like it's even close to amount we feel we need, but maybe as we're looking back on our lives, we'll realize we've missed a lot of things.

18 years

After the first year, you spend nearly 5 more years with them. Home is where the heart is.

We spend 15 days laughing which has added over **2000 hours** to our lives and has helped us burn thousands of calories.

The biggest portion of our lives are wasted online. **10,625 days** is spent scrolling, liking, tweeting and posting, it adds up to nearly a third of our lives.

336 hours

of purchasing those eye-yes, that even includes those bad ones. Now 14 days of kissing doesn't sound like a lot, but it works out to

1 year

of average you spend every day. Some habits that this year you're picking up are:

0.1 years

of your life is spent on your phone. That's 0.1 years, or about 365 days, or 8760 hours.

25 years

of your life is spent on your phone. That's 25 years, or about 9125 days, or 219000 hours.

11 years

of your life is spent on your phone. That's 11 years, or about 4015 days, or 96360 hours.

2.5 years

of your life is spent on your phone. That's 2.5 years, or about 912.5 days, or 21900 hours.

Time is a concept

Graphic Design



Cigarette Duet

Motion Production

Cigarette Duet

Type – Motion Production

Skills – Music Video

This project required me to work within a group of 5 to rework a current music video.

This is a music video for the song 'Cigarette Duet' by Princess Chelsea. We felt that this song had the potential for a more abstract music video instead of the simple theme. We pursued an abstract and edgy tea party theme for the final outcome. This video changed the whole tone of the song and shows how powerful graphic design is. My key responsibilities in producing this video was story boarding, sourcing products, production, editing sound and footage.

Watch this video here: <https://vimeo.com/408206339>

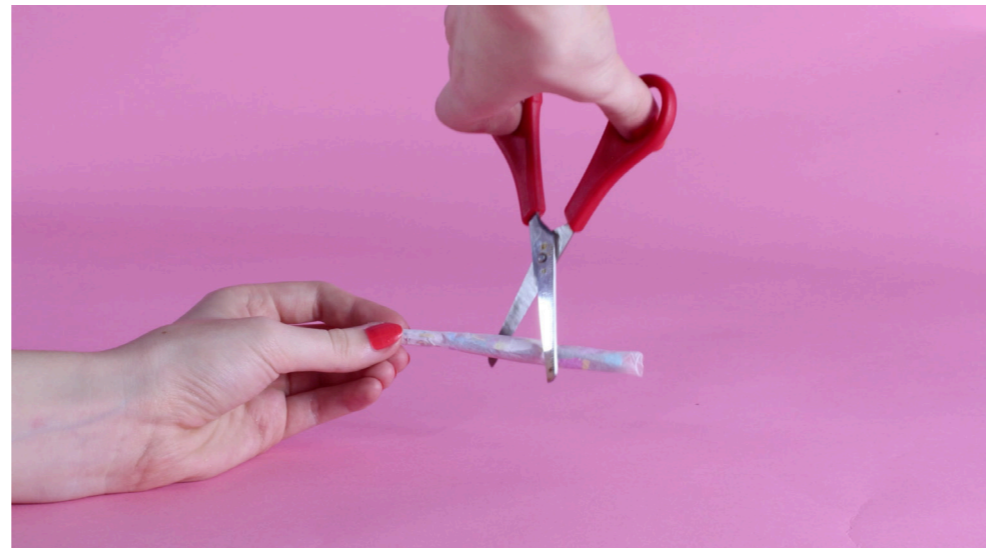
PRINCESS CHELSEA

Cigarette
Duet

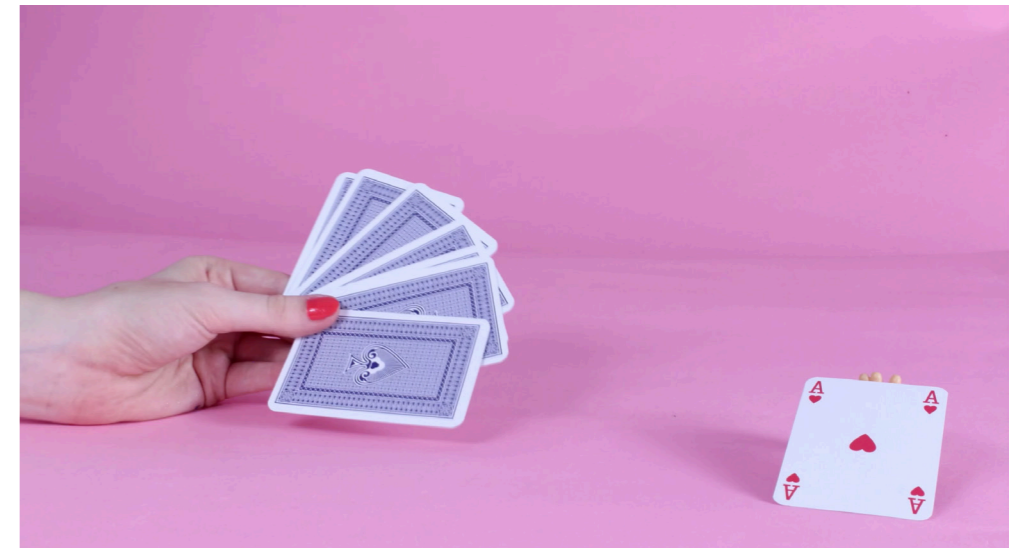
Cigarette Duet



Cigarette Duet



Motion Production



Period Taboo

Type – Marketing Campaign

Skills – Posters, Billboard, Concept Store, Instore Marketing

This project was a competition brief set by Dragon Rouge focusing on taboos.

I chose to focus on the very common taboo of periods. However, I chose to take a different avenue on the target audience. I chose to focus on tackling the period taboo with men. My aim was to make them feel comfortable talking about periods and being able to ask questions of how they can help or cope. I drew up a simple concept of the 'Period.' shop for all period goods and a place men could go for advice. Alongside this posters and billboards are also promoted to help tackle the stigma. Men are just as involved in periods as much as women are.

**IS IT OKAY TO TALK
ABOUT PERIODS?**

**YES, MEN ARE JUST AS MUCH A PART
OF PERIODS AS WOMEN. THEY DO
CALL IT MENSTRUATION AFTER ALL!**

ASK YOUR QUESTION ONLINE USING THE HASHTAG #MENSTRUATION

#MENSTRUATION



Period Taboos

Marketing Campaign



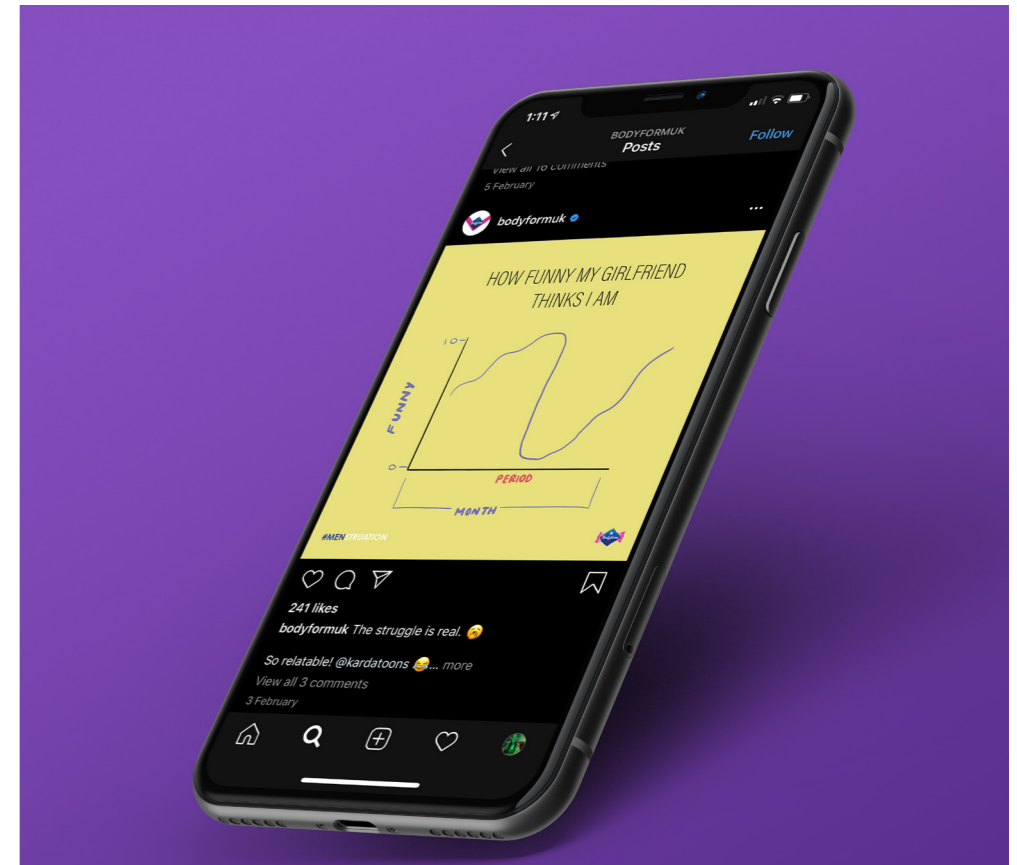
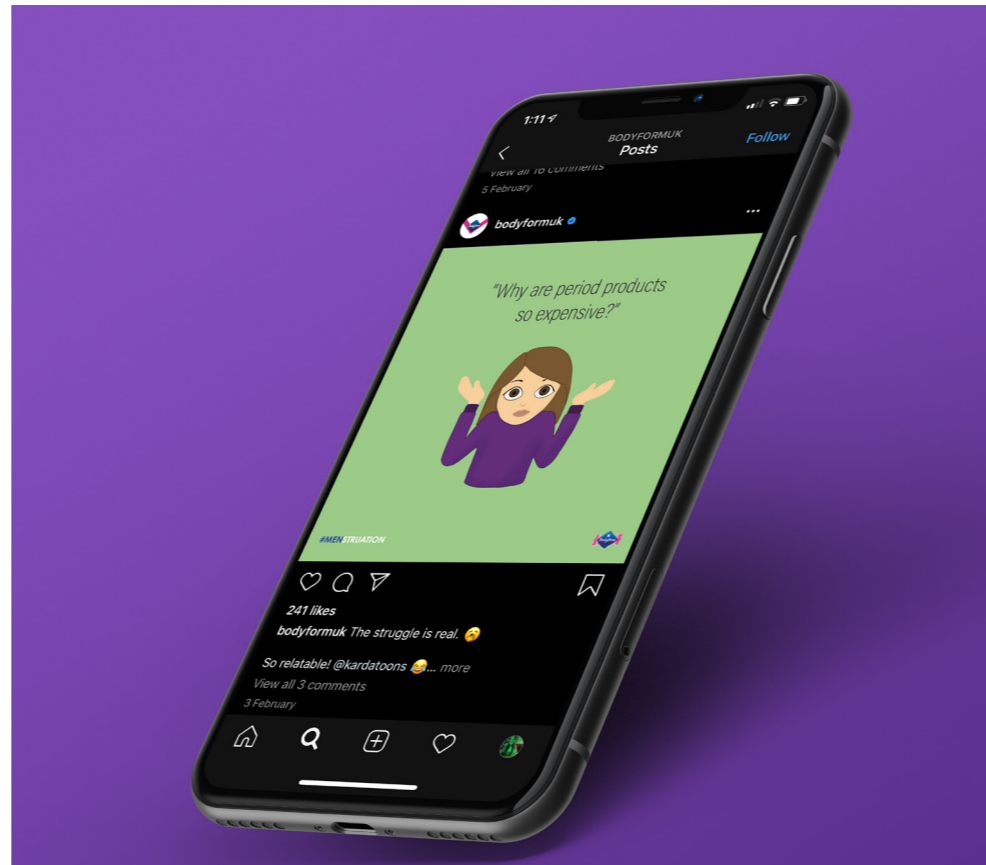
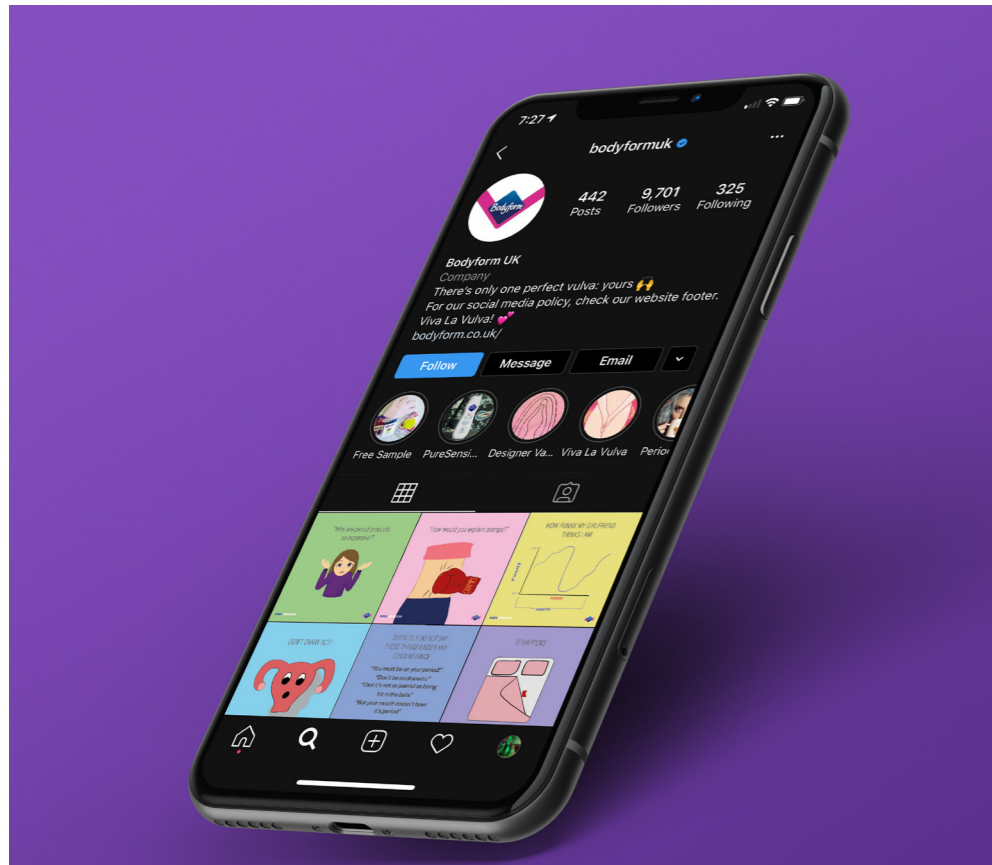
Period Taboos

Marketing Campaign



Period Taboos

Marketing Campaign



60 Seconds

Motion Production

60 Seconds

Type – Motion Production

Skills – Title Sequence, Poster

This project required me to work within a group of 4 to rework a current title sequence for a TV show.

Breaking bad is a very well known TV series watched around the world however doesn't have a very memorable title sequence and had more potential. We tried to capture a more upbeat feel of the show to convince a range of viewer to watch. The title sequence is made up of found footage and footage we shot ourselves. My key responsibilities in producing this video was story boarding, producing footage, finding footage and editing the footage.

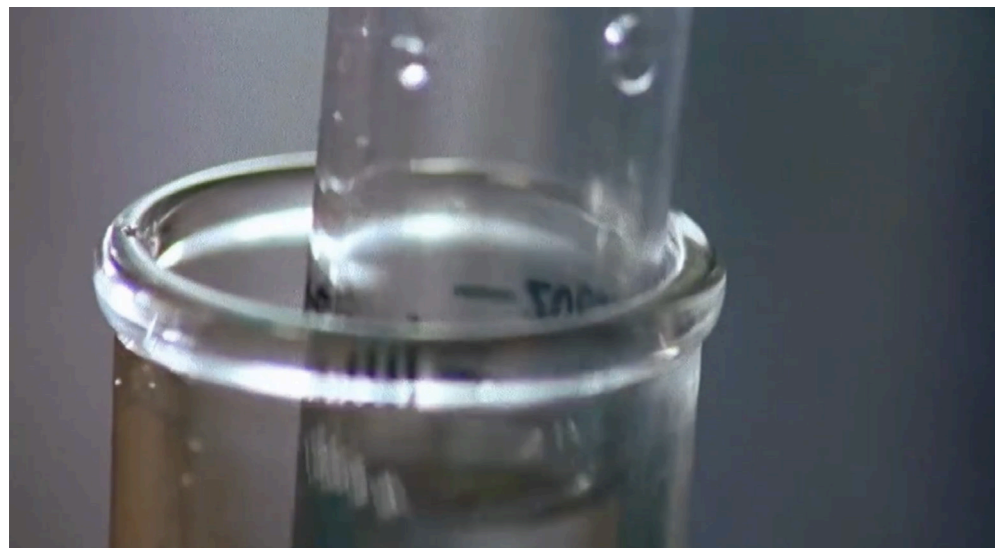
Watch this video here: <https://youtu.be/y4kA0LyaDgc>

DREAMING BAD



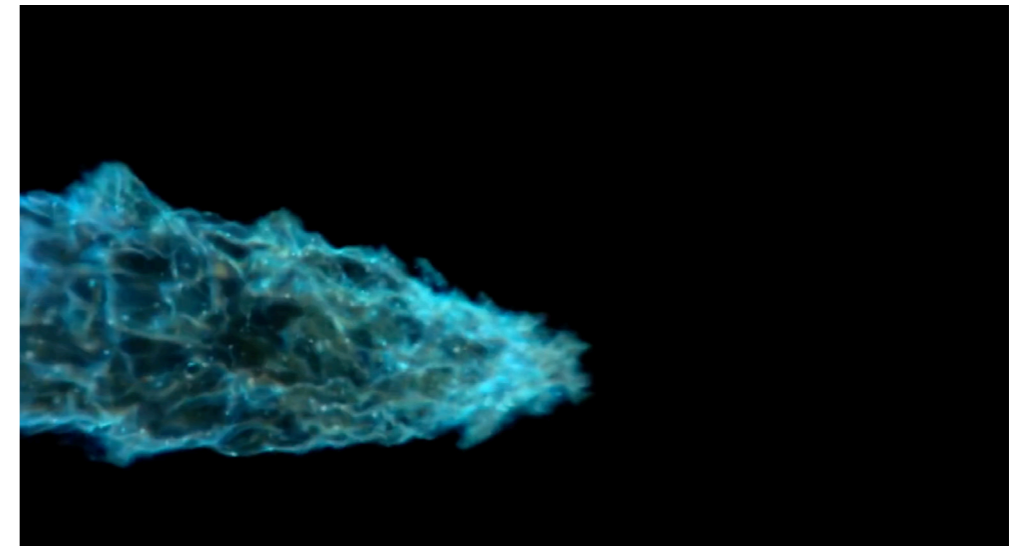
60 Seconds

Motion Production



60 Seconds

Motion Production



The migration of our language

Type – Graphic Design
Skills – Book binding, Print

This was my entry for the ISTD 2020 Award.

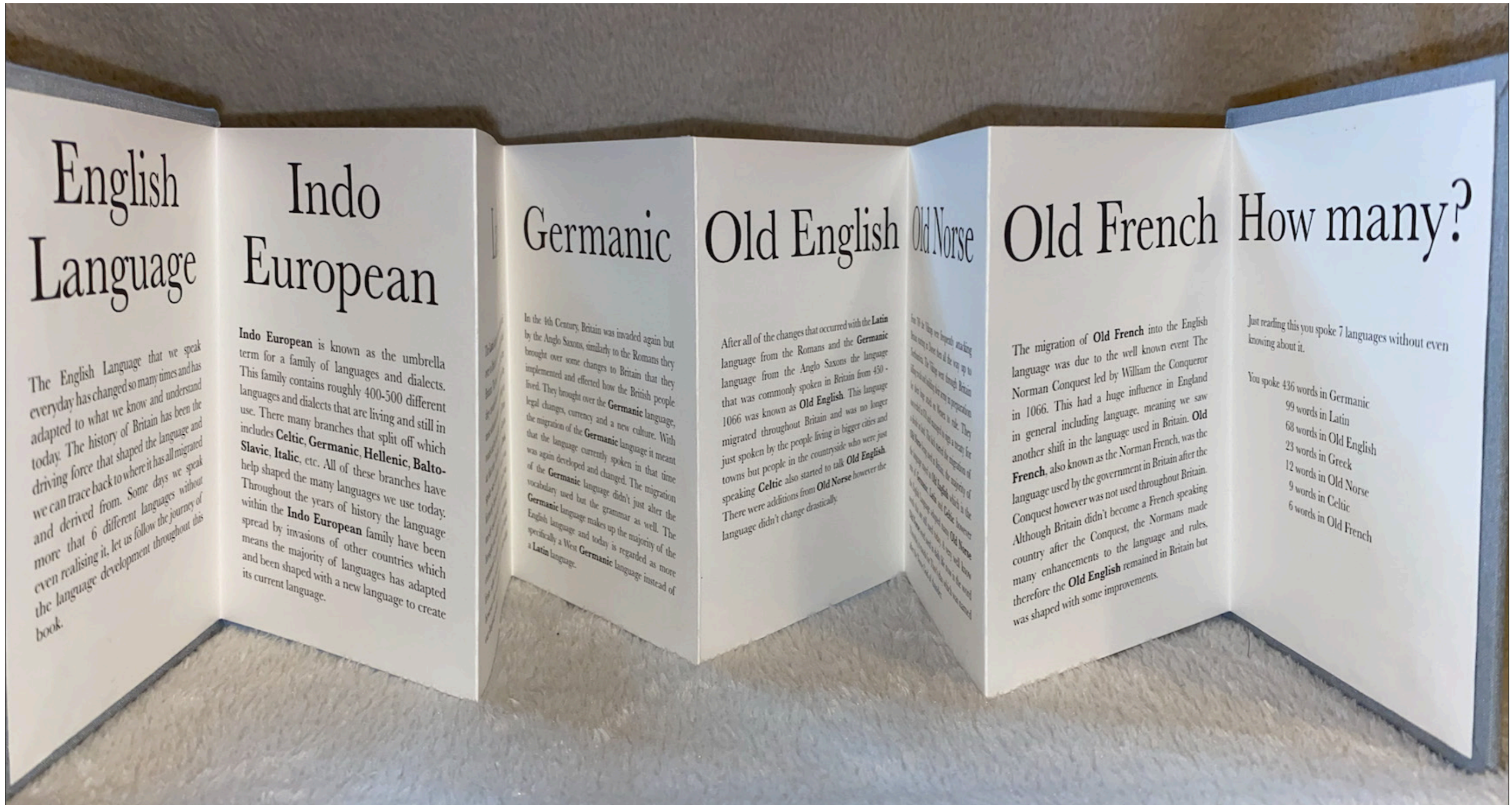
My project follows the theme of migration, I chose to focus on the concept of how our English language has migrated and changed. My accordion book is a timeline of how the English language went through many phases and how major historical events caused this. It is educational however is not for children, the target audience is people who are interested in either the English language or history. I bound the book myself and ensured that it fit perfectly in the adult hand.

tion

age, also known as **Latin**, was used in 55 BC after the Roman conquest. It made many changes in Latin and however the language was not affected by substantial changes, along with improvements and the main religion of the people at that time. The **Latin** language that the Romans used was a mixture of both Latin and Greek, formerly known as **Hellenic**, and used over big cities and towns whereas Celtic was used by people living in the countryside. With more migration the language altered again.

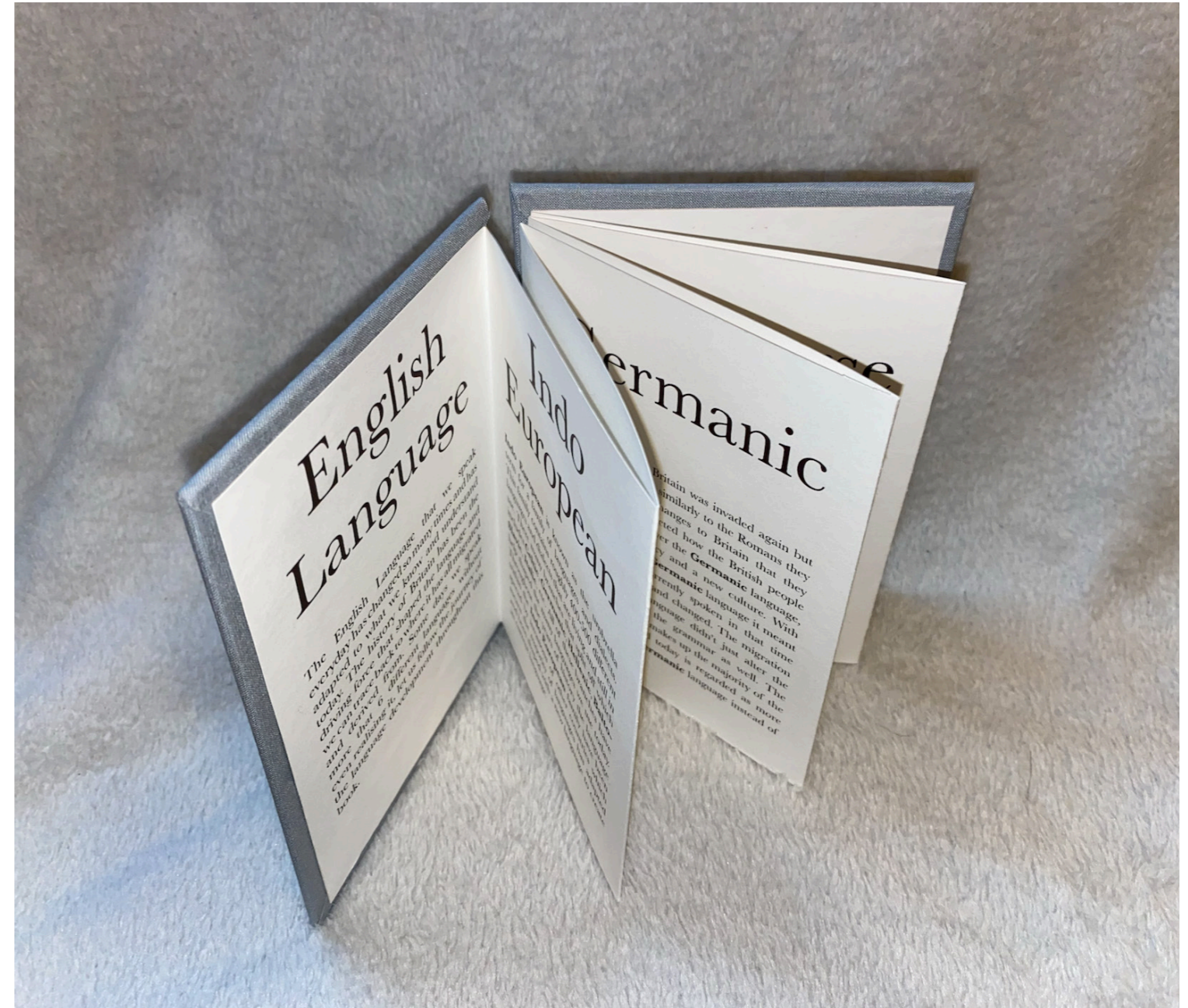
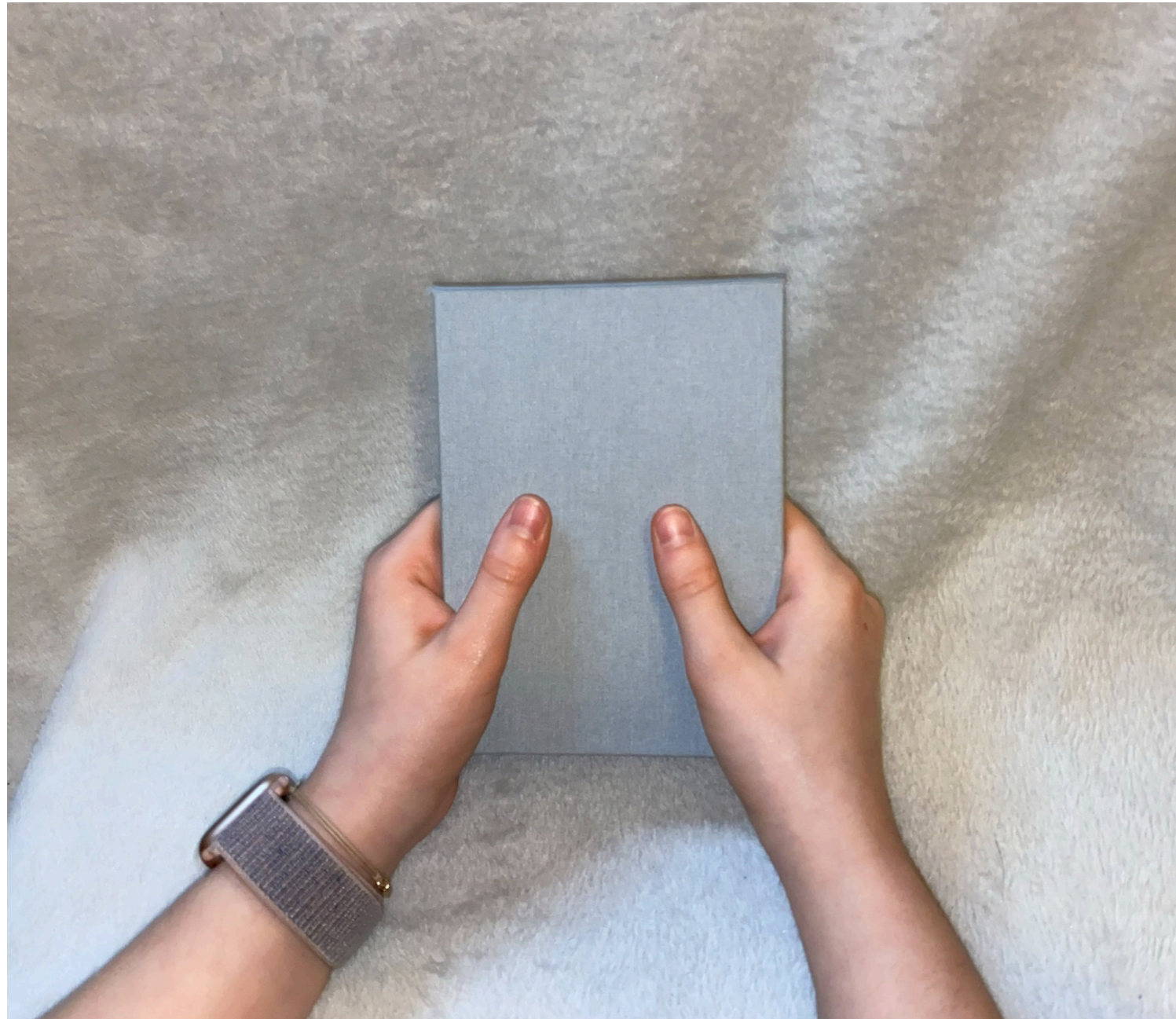
Germanic

In the 1st Century AD, the Germanic people brought over some changes to their language and implemented and offered new words and ideas. They brought over the Germanic language changes, especially the migration of the Germanic people that the language developed and changed. This was again developed and changed the vocabulary of the Germanic language. The Germanic language used for the English language is specifically a Germanic language with a Latin influence.



The migration of our language

Graphic Design



giffgaff

Graphic Design

giffgaff

Type – Graphic Design

Skills – Marketing, Brand tool kit

This project required me to promote giffgaff's amazing 5G service for new and exciting experiences due to the major improvements from 4G.

As giffgaff's main focus is community I tried to channel that through my festival concept. Not everyone can afford to go to a festival or are simply too far away, using giffgaff's 5G they can go to their nearest stadium and experience a festival with a VR headset. This brings the community who can't attend to the festival community whilst using the super fast speed of 5G. The 3 headset designs can be shared on social for exposure and the advert I made can help inform people about the event.

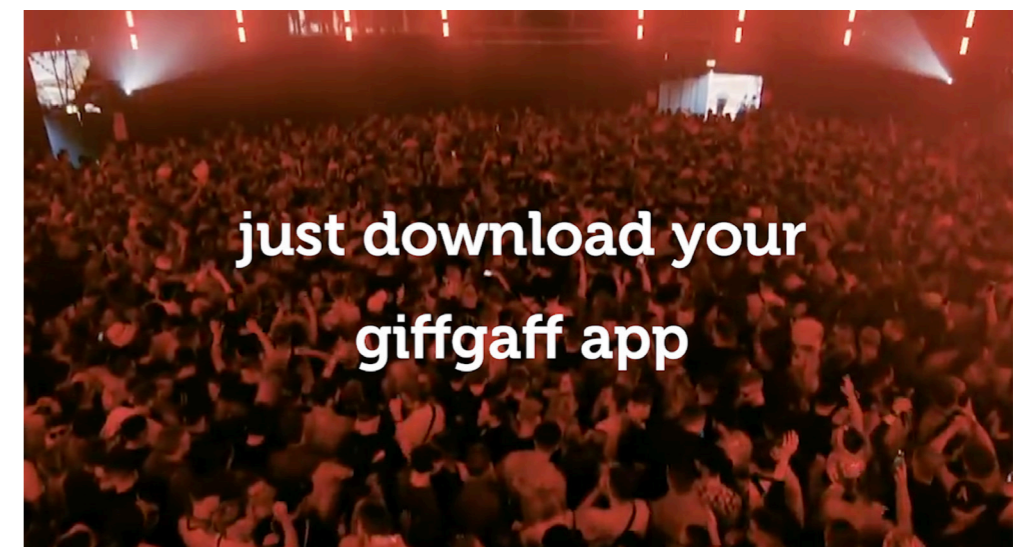
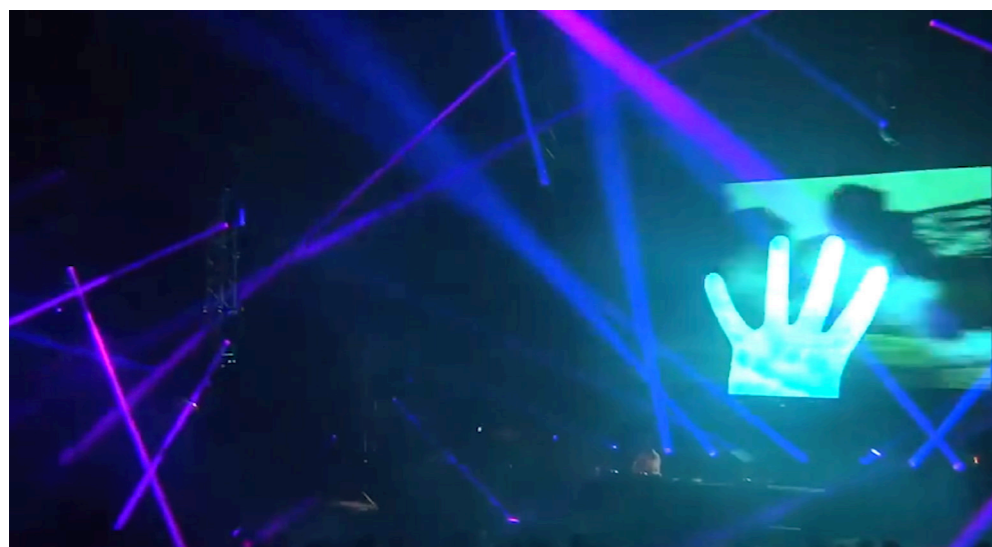
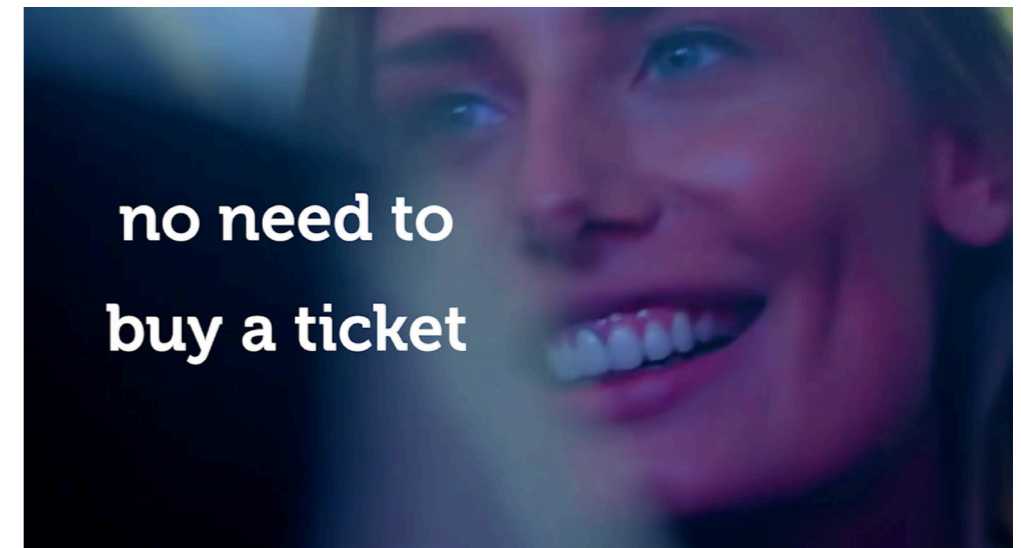
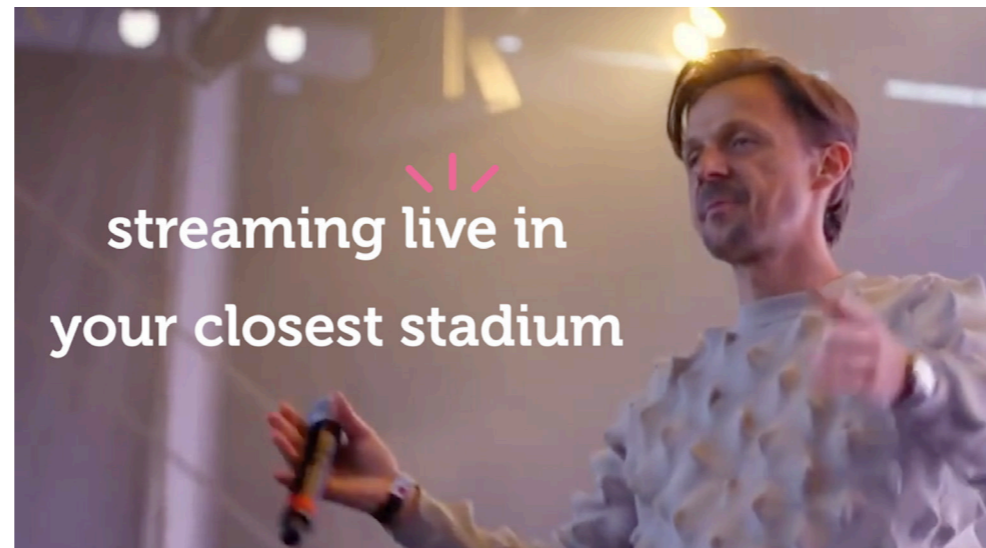
Watch this video here: <https://vimeo.com/408220856>

giffgaff

the mobile
network
run by you

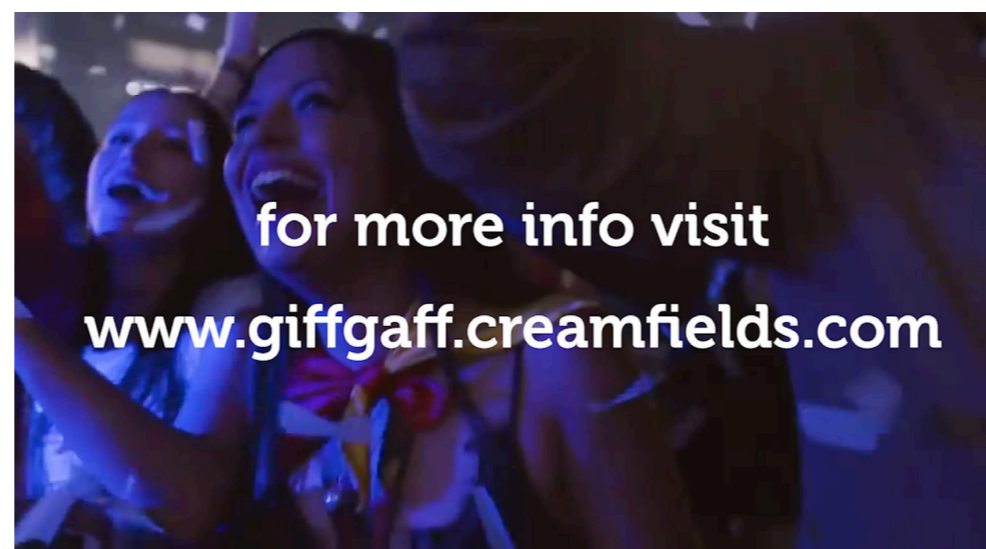
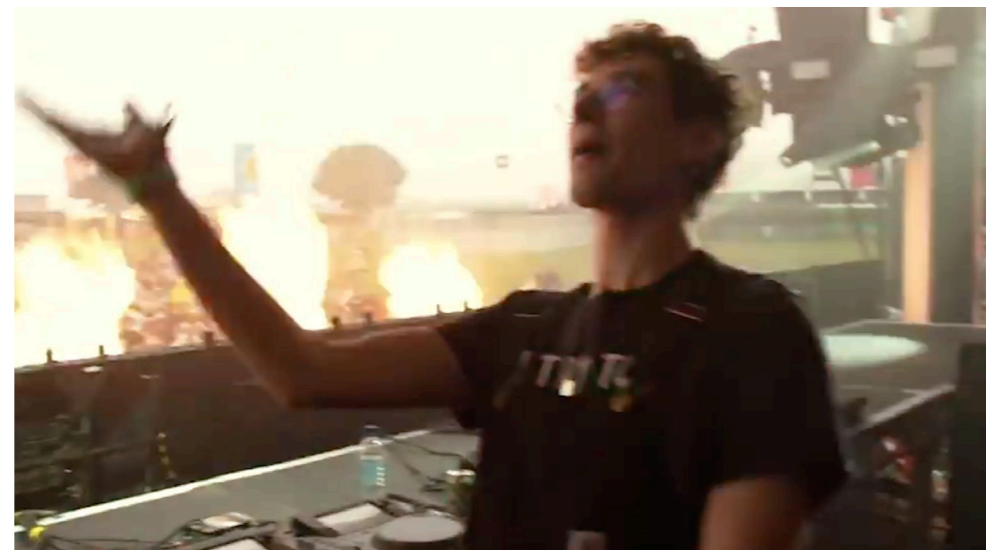
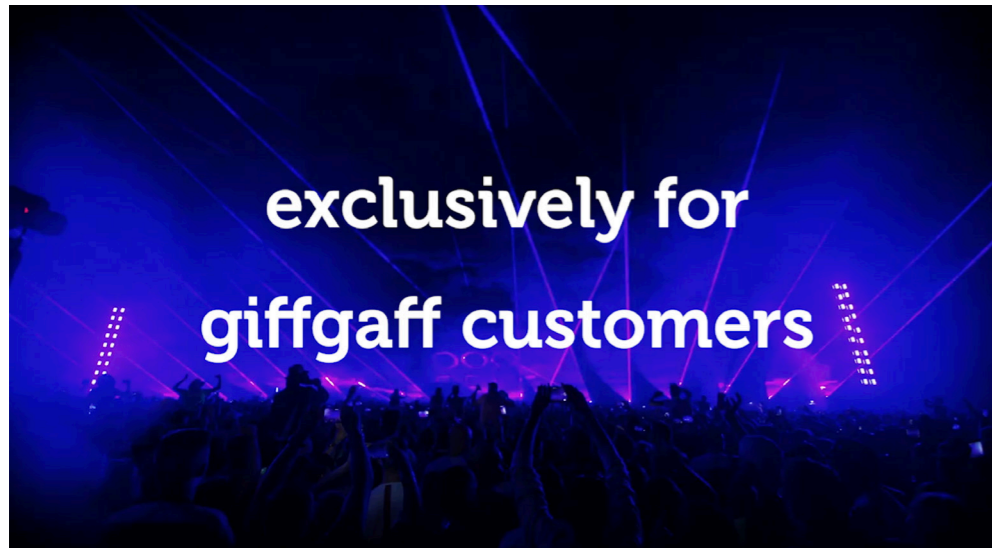
giffgaff

Graphic Design



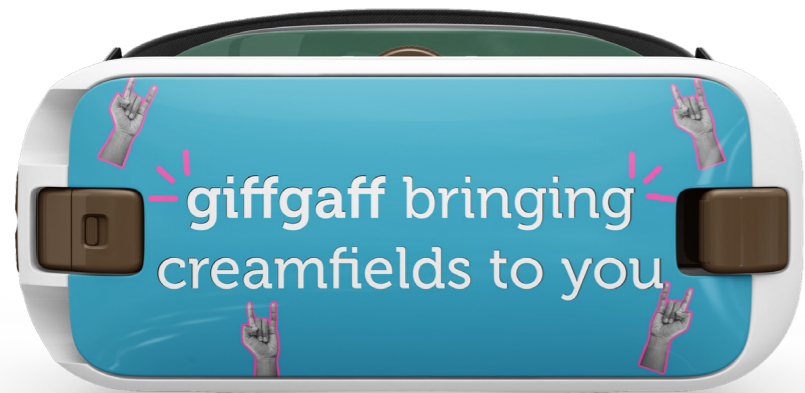
giffgaff

Graphic Design



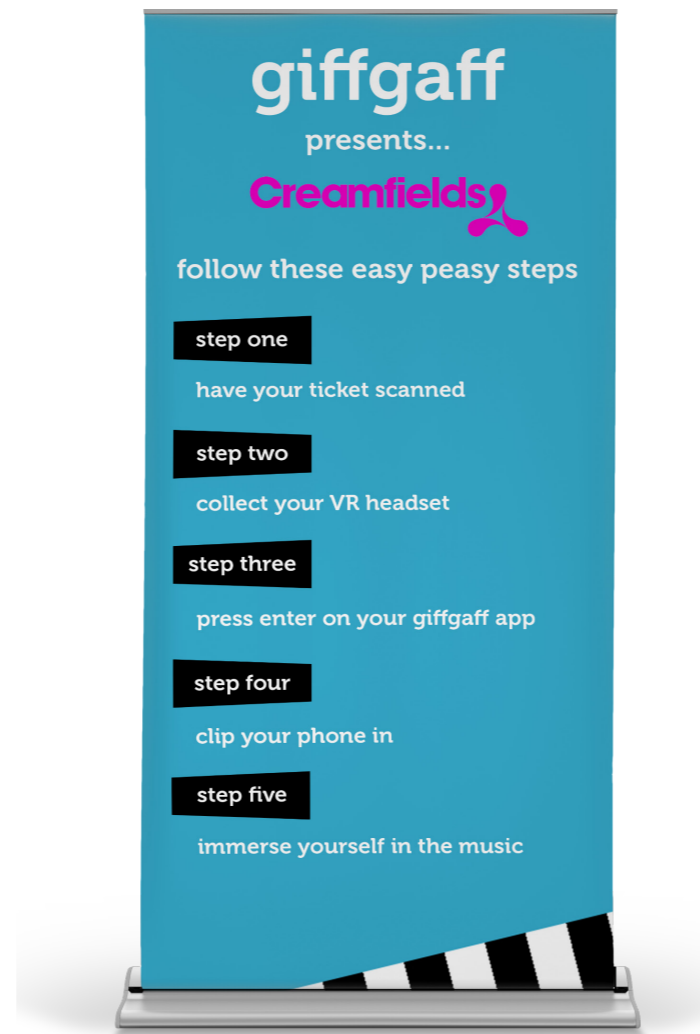
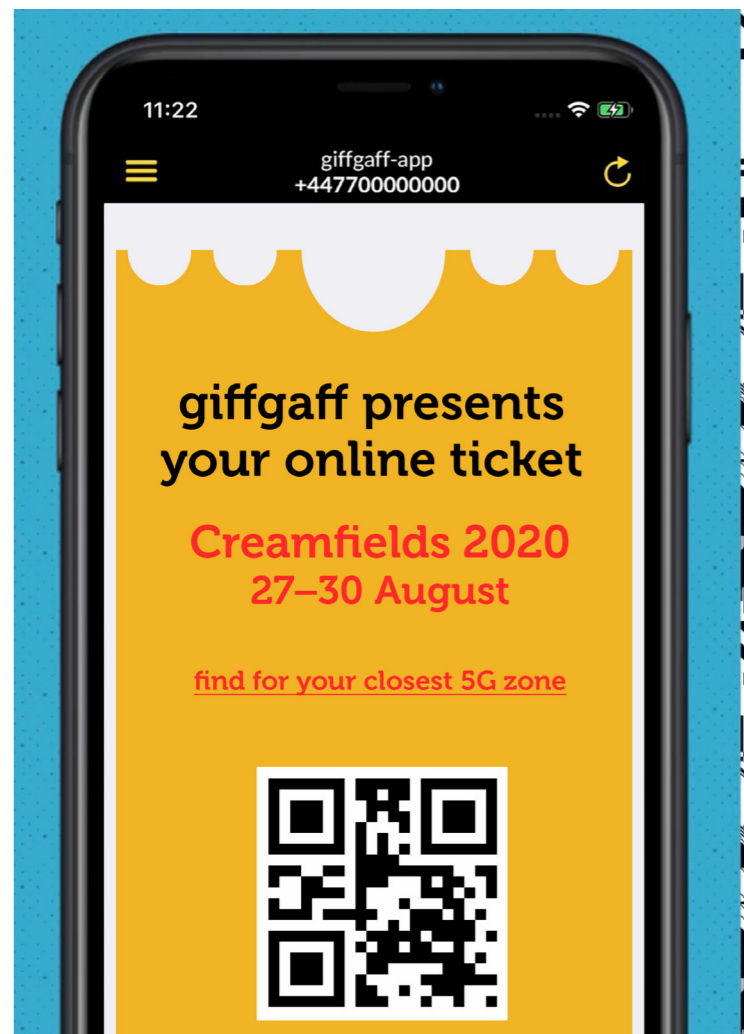
giffgaff

Graphic Design



giffgaff

Graphic Design



One way vinyl

Graphic Design

One way vinyl

Type – Graphic Design
Skills – Production

This project required me to design a vinyl cover for a current album.

I chose to redesign one of 6LACK's album covers. After analysing the lyrics to 'One Way' I tried to understand the meaning of the song to portray that in my album cover. It was dark and showed two different sides to him, the side that everyone sees and the deep down side that no one sees. The contrast of images and colours helps show that without the lyrics.

One way vinyl

Graphic Design



Lego

Graphic Design

Lego

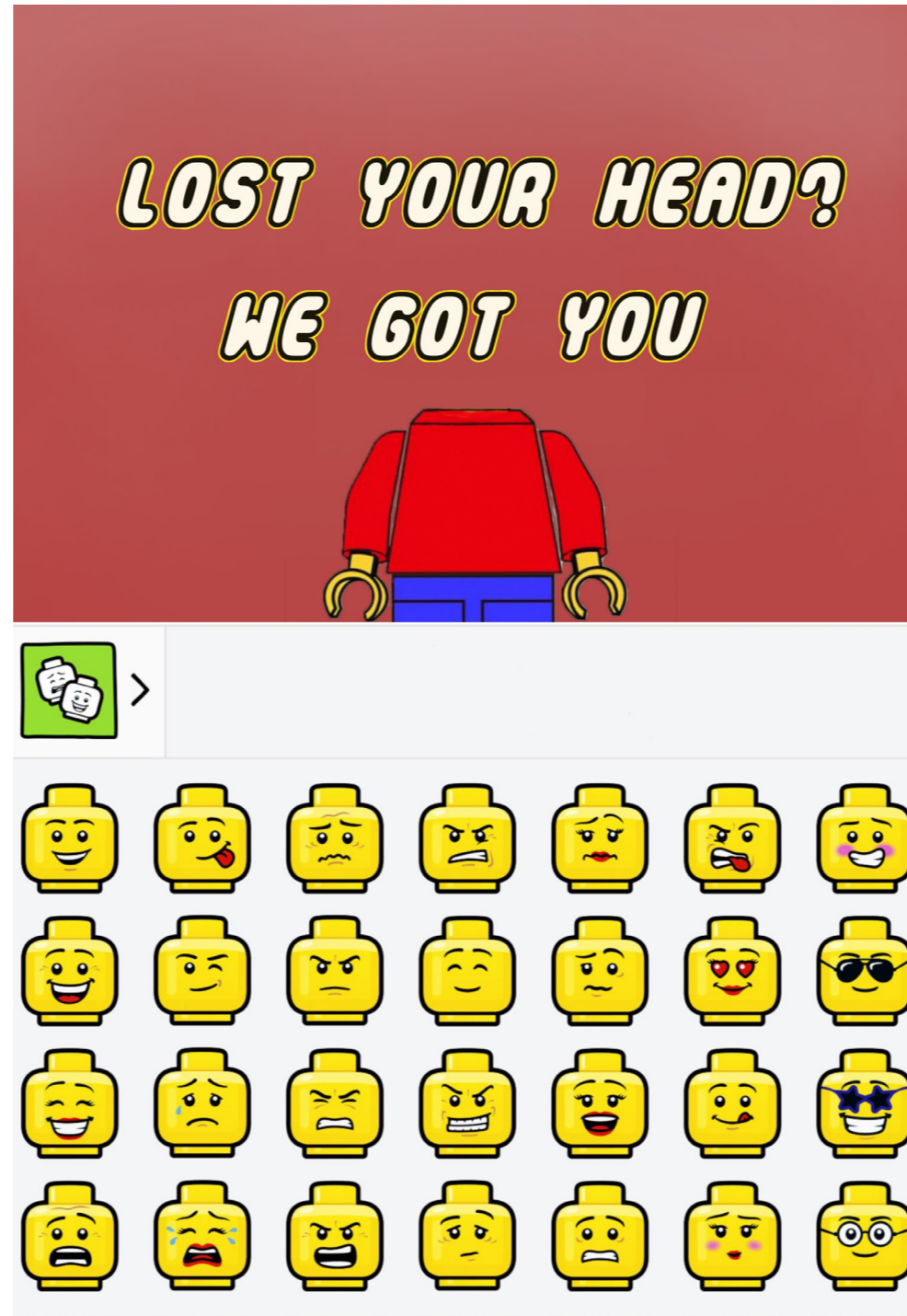
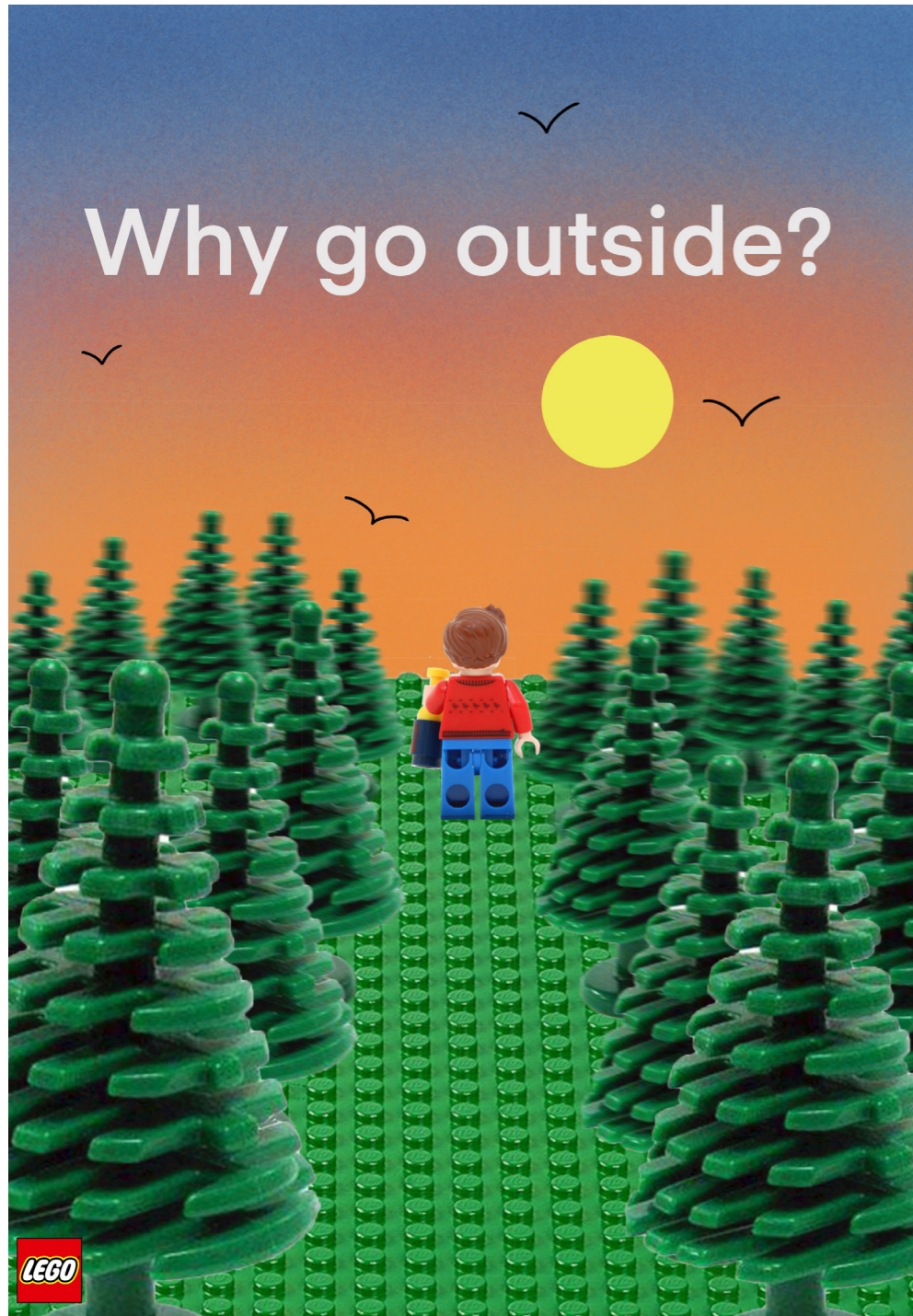
Type – Graphic Design
Skills – Posters

This project brief was set by D & AD with Lego as the brand in mind.

Through the posters I tried to promote Lego to an older audience. As Lego is well known for being a children's toy I had to ensure it was solely aimed at young adults to convince them that Lego is still 'cool'. These posters were three different avenues I explored whilst following the Lego brand toolkit.

Lego

Graphic Design



Adidas x Parley

Marketing Campaign

Adidas x Parley

Type – Marketing Campaign

Skills – Sustainable Packaging, Billboard

This project brief was to focus on redesigning packaging for a well known brand.

I chose to redesign Adidas' packaging and make my main focus of the redesign to be surrounded by sustainability. Adidas already work with a company called Parley and have a sustainable range of clothing with them that uses ocean plastic. I used this to do a campaign with both to inspire change. The packaging for clothing is designed to be reused to fold clothes even after the clothing has been removed from its packaging. Also promoting the partnership helps ensure customers are aware that the company is taking on a social responsibility.

SAVE SPACE
SAVE THE

OCEAN

PARLEY X



Adidas x Parley

Marketing Campaign



Adidas x Parley

Marketing Campaign



1



2



3



GO!

