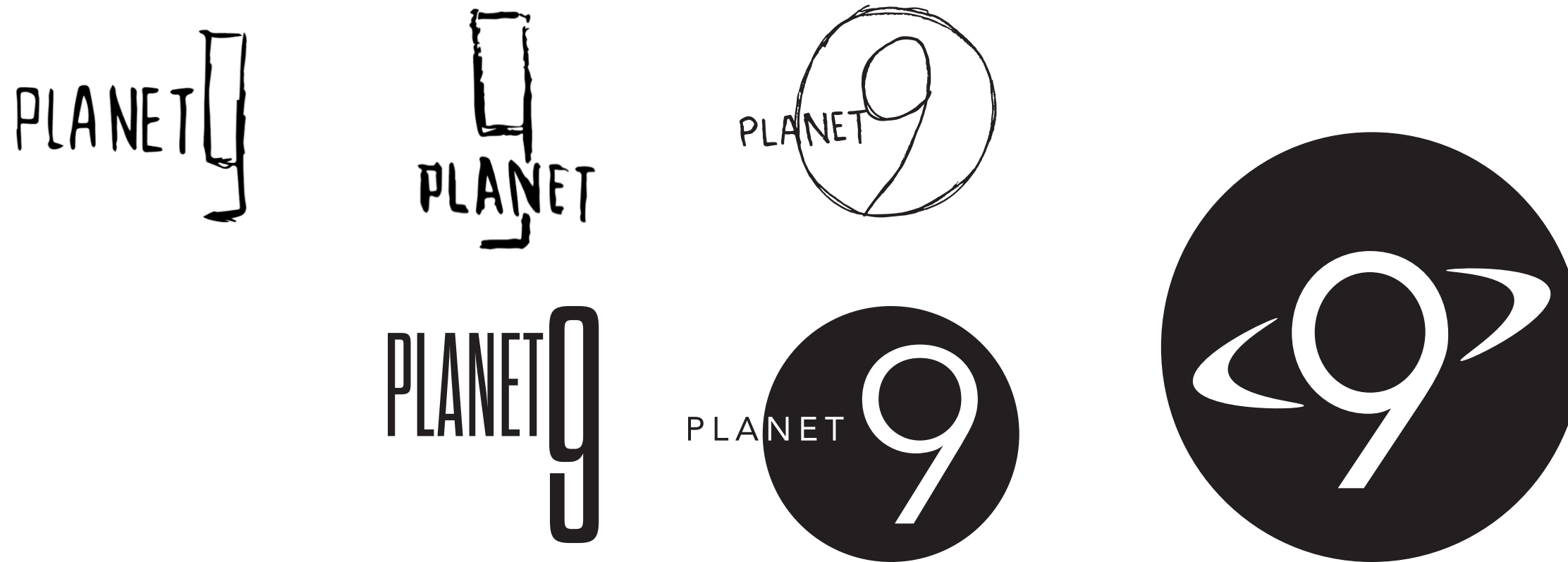


COMMUNICATION

DESIGN

PORTFOLIO

NICOLAS J. HARRIS



LOGO DESIGN & PROTOTYPING

Planet Nine is a fictional space hotel created for a larger team design project for a communication design course. The project explored concept development, logo design, branding, and identity.

The early prototypes of the Planet Nine logo were inspired by the early sketches. The final rendering combined elements and input from the team.



metrobank



THE METROBANK LOGO

emerged from a semester-long endeavor in Advanced Typography, where the task was to create an original design for the fictional client.

This comprehensive project entailed not only crafting a distinctive logo but also meticulously formatting a sample annual budget.

Designed to meet professional standards, the project served as a practical exercise in mastering the intricacies of large-scale copy formatting, adept use of character and paragraph styles, and use of tabs within Adobe InDesign.

The Metrobank logo, born from this rigorous process, manifests in both letter-mark and icon formats, reflecting a harmonious fusion of creative vision and technical proficiency.

This multifaceted exploration not only honed design skills but also underscored the importance of seamless integration between visual identity and practical application within the banking sector.



THE BLACK MUSIC ARCHIVE

BMA is a vibrant music education platform housed on YouTube, dedicated to celebrating the rich legacy of Black American music.

Through a diverse array of content including educational videos, documentary-style features, and insightful interviews, BMA delves into the origins, influences, and intersections of Black music with other cultures and genres across the world.

The versatile BMA logo is prominently showcased across published video content and social media platforms, ensuring a cohesive brand identity that resonates with the audience.

Designed with adaptability in mind, the logo seamlessly transitions across various applications, maintaining its impact and recognition regardless of the platform or context.

Whether it's featured on video thumbnails, social media profiles, or promotional materials, the BMA logo serves as a visual anchor across all channels.



HYDROX RE-DESIGN & MOCK COLLAB

This project gave the opportunity to relaunch the Hydrox Cookie. This cookie has been around for over 100 years and was acquired in 2014 by Leaf Foods.

The relaunch project created a campaign that explored recreating the original logo, redesigning original packaging, creating a marketing campaign, and brand extensions.



D&G JAMAICAN SODAS

needed a revamp to address outdated design concerns, untouched since the 80-90's. The current clashing color scheme on labels impedes readability, and lacks a consistent look from bottle to bottle.

A re-freshed design was inspired with some of the original design elements in mind. The new look and packaging aims to draw eyes and present itself to a wider audience.

The new sleek aluminum can is lighter and easier to recycle than glass. The Ginger Beer is now available in a 4-pack carton, and is perfect for parties.



D&G BRAND EXTENSION MOCK-UPS

TYPOGRAPHIC DESIGN SAMPLES

IT'S RUSH HOUR at Gold's Gym in Venice, California. Athletes and musclemen and actors of all shapes are gathered for their Tuesday lift: curling, benching, posing, flexing, taking refuge from an unusually cold and rainy evening.

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"Your body's transforming, your mind is transforming. And now my life transformed before my eyes." This line under siege, Mildred and Joe took a road trip, hiding out with relatives in Texas. Through it all—the probing eyes of the press, the ongoing pressure to stay inconspicuous—mother and son stood strong. "She was really the only person I had, and I was really the only person that she had," he says. "No one knew, and everyone wanted the details. We had each other's backs." (Baena declined to share exactly when he first talked to his dad after the revelation, and Schwarzenegger could not be reached for an interview.)

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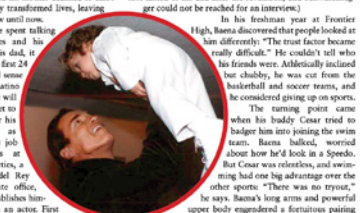
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the "mecca of California," couldn't be farther from the glitz of Hollywood. "It was a humble home, and we didn't have much," Baena says.

Still, the early years were happy: learning to cook with his mother (now a culinary-school graduate and a chef), speaking Spanish with his siblings (there are four on his mom's side, ranging in age from 32 to 42), celebrating his Guatemalan heritage through food, culture, and music. "That's a huge part of me," he says. "My mom's whole side is Guatemalan; we have a lot of Colombian family. Nearly everyone on that side is Latin American." The music of Vicente Fernández plays—loudly—over every family gathering, where Mom's take on tamales, baked in banana leaves instead of corn husks, is a favorite.

Into this period of relative tranquility, Baena recounts, the media frenzy came. "I remember the day very vividly," he says. "I was in the eighth grade. Fifth or sixth period. And I got called out of class to leave. And my mom's there, and she's like, 'We gotta go—everyone is finding out about you and who your father is.'" News trucks swarmed the house. Photographers hounded the family. "I'm 13," he remembers. "Your body's transforming, your mind is transforming. And now my life transformed before my eyes."

Their home under siege, Mildred and Joe took a road trip, hiding out with relatives in Texas. Through it all—the probing eyes of the press, the ongoing pressure to stay inconspicuous—mother and son stood strong. "She was really the only person I had, and I was really the only person that she had," he says. "No one knew, and everyone wanted the details. We had each other's backs." (Baena declined to share exactly when he first talked to his dad after the revelation, and Schwarzenegger could not be reached for an interview.)

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max miedinger

by cameron chapman

The original Helvetica was designed in Switzerland in 1957 by Max Miedinger and Eduard Hoffmann at the Haas type foundry (Haas'sche Schriftgiesserei). Haas was controlled by the type foundry Stempel, which was in turn controlled by Linotype.

Helvetica was originally called Die Neue Haas Grotesk, and was closely based on Schelter-Grotesk. It was created specifically to be neutral, to not give any impression or have any meaning in itself. This neutrality was paramount, and based on the idea that type itself should give no meaning.

The marketing director at Stempel decided to change the name to Helvetica in 1960 to make the font more marketable internationally. Originally it was proposed that the typeface be called Helvetia (Latin for Switzerland), but the designers didn't want to name it after a country, and so it was called Helvetica instead (which is Latin for Swiss).

The neutrality (or banality as many designers would prefer to coin it) of Helvetica is actually what made the typeface so popular for so many projects.

Light
Light Oblique
Regular
Oblique
Bold
Bold Oblique

Helvetica is one of the most widely used typefaces in corporate logo design. Including—BMW, Crate&Barrel, Fendi, Jeep, Kawasaki, Knoll, Lufthansa, Mattel, Nestlé, Panasonic, Scotch, Skype, Target, Texaco, Tupperware, and Verizon.

est. 1960

helvetica
helvetica

The designer who chose Helvetica for the New York Subway, Massimo Vignelli, remarked in Gary Hustwit's Helvetica documentary: "There are people that think that type should be expressive. They have a different point of view from mine."

Vignelli deliberately selected the typeface for its functional invisibility when he rejected Standard and replaced it with Helvetica for the 1989 redesign of the subway system's signage.



Virgil Abloh; born September 30, 1980, is an American designer, entrepreneur, and DJ who has been the artistic director of Louis Vuitton's men's wear collection since March 2018. Abloh is also the chief executive officer of the Milan-based label Off-White, a fashion house he founded in 2012.

VIRGIL ABLOH

by Jean Frampton

Efflorescence: the collection's name seems paradoxical for what appears at first to be solid blocks of reality to sit, gather, and look at oneself. Beyond the sharp fact that it is always fruitful to deal with paradoxes, this botanical term reflects the production method of the pieces.

Like these wildflowers that fit into the interstices and corners of urban space, the holes, formal accidents, and graffiti that cover and personalize—in different ways each time—the concrete surface offers a visual and emotional texture to recharge our immediate environment: a landscape where the rigidity of structures and urban planning meets the randomness of organic growth and human appropriation and mark-making.

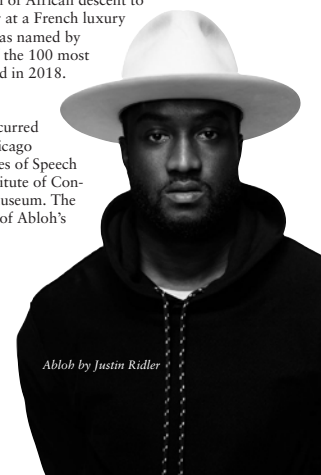
CHICAGO STREET FASHION

A trained architect, Abloh, who also worked in Chicago street fashion, entered the world of international fashion with an internship at Fendi in 2009 alongside rapper Kanye West. The two then began an artistic collaboration that would launch Abloh's career into founding Off-White.

The first American of African descent to be artistic director at a French luxury fashion house, he was named by Time magazine as one of the 100 most influential people in the world in 2018.

FIGURES OF SPEECH

Abloh's first solo museum art exhibition occurred at the Museum of Contemporary Art in Chicago in 2019. After Chicago, Virgil Abloh: Figures of Speech travels to the High Museum of Art, the Institute of Contemporary Art/Boston, and the Brooklyn Museum. The exhibition offers a mid-career retrospective of Abloh's endeavors in art, design and music.



Abloh by Justin Ridler

Zaha Hadid was born on 31 October 1950 in Baghdad, Iraq, to an upper class Iraqi family. Her father, Muhammad al-Hajj Husayn Hadid, was a wealthy industrialist from Mosul. He co-founded the left-liberal al-Ahali group in 1932. The group was a significant political organisation in the 1930s and 1940s. In the 1960s Hadid attended boarding schools in England and Switzerland.

Zaha Hadid

by Mark Linen



Hadid studied mathematics at the American University of Beirut before moving, in 1972, to London to study at the Architectural Association School of Architecture. There she studied with Rem Koolhaas, Elia Zenghelis and Bernard Tschumi. Her former professor, Koolhaas, described her at graduation as "a planet in her own orbit." Zenghelis described her as the most outstanding pupil he ever taught. "We called her the inventor of the 89 degrees. Nothing was ever at 90 degrees. She had spectacular vision. All the buildings were exploding into tiny little pieces."

After graduation in 1977, she went to work for her former professors, Koolhaas and Zenghelis, at the Office for Metropolitan Architecture, in Rotterdam, the Netherlands. During the early 1980's Hadid's style introduced audiences to a new modern architecture style through her extremely detailed and professional sketches.

The Welsh Government

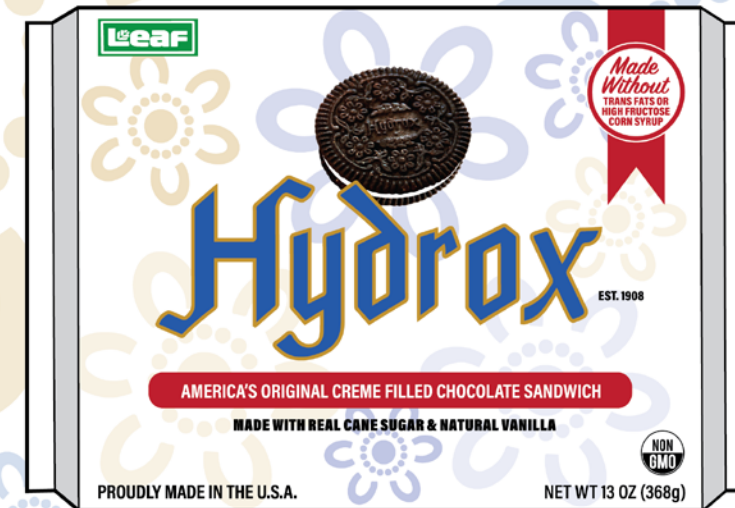
She then began her career teaching architecture, first at the Architectural Association, then, over the years at Harvard Graduate School of Design, Cambridge University, the University of Chicago, the Hochschule für bildende Künste in Hamburg, the University of Illinois at Chicago, and Columbia University. She earned her early reputation with her lecturing and colourful and radical early designs and projects, which were widely published in architectural journals but remained largely unbuilt. Her ambitious but unbuilt projects included a plan for Peak in Hong Kong (1983), and a plan for an opera house in Cardiff, Wales, (1994).

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GUILT-FREE, NOSTALGIC INDULGENCE.

New Look, Same Great Taste You Remember!



REDISCOVER SWEET TRADITION.

New Look, Same Great Taste You Remember!



JAMAICAN
GRAPE SODA

JAMAICAN
GINGER BEER

JAMAICAN
PINEAPPLE

RE-FRESHED.
SAME GREAT TASTE!



Jamaican
GINGER SNAPZ
COCOA DRIZZLED COOKIES
NET WT 3 OZ (85g)

OH SNAP!
UNLEASH THE SWEET!



JAMAICAN
FRUIT JUICE BARS
PINEAPPLE • LIMEADE • SORREL
MADE WITH REAL FRUIT JUICE & GINGER
15 INDIVIDUALLY WRAPPED
FROZEN FRUIT JUICE BARS
10 FL. OZ (302 mL)

REAL FRUIT.
REAL COOL.

