



HELLO!



DESIGN ESSENTIALS

Comprehensive training in graphic design covering typography, images, color, design principles, and the VistaPrint design styles.

The following pages show the presentation design as well as visual examples.



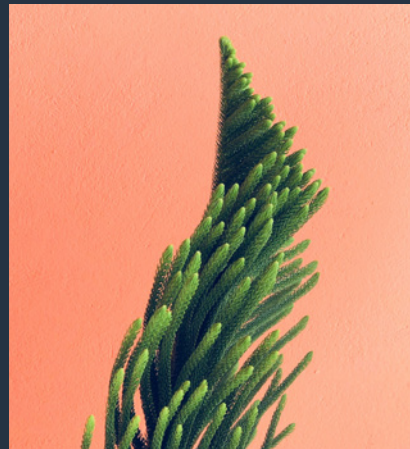
It's art if it can't be explained. It's fashion if no one asks for an explanation. It's design if it doesn't need explanation.

— Wouter Stokkel



DESIGN ESSENTIALS

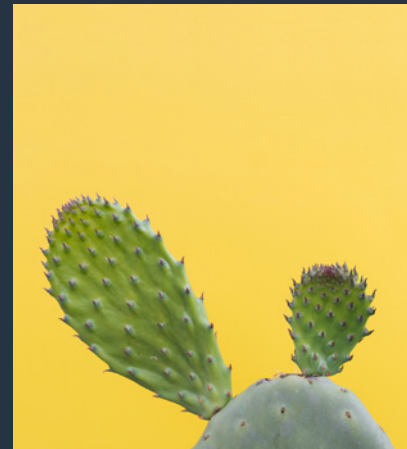
Photos
Style



the
succulent
store



the
succulent
store



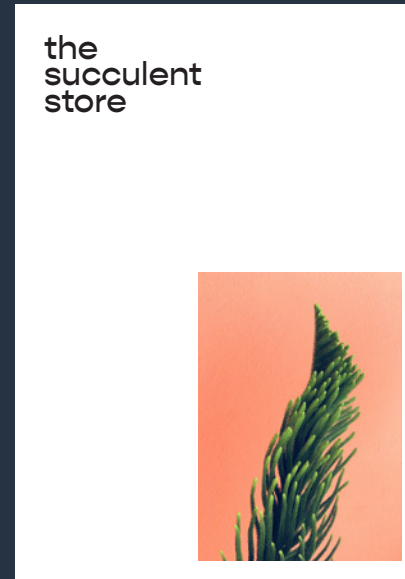
the
succulent
store



DESIGN ESSENTIALS

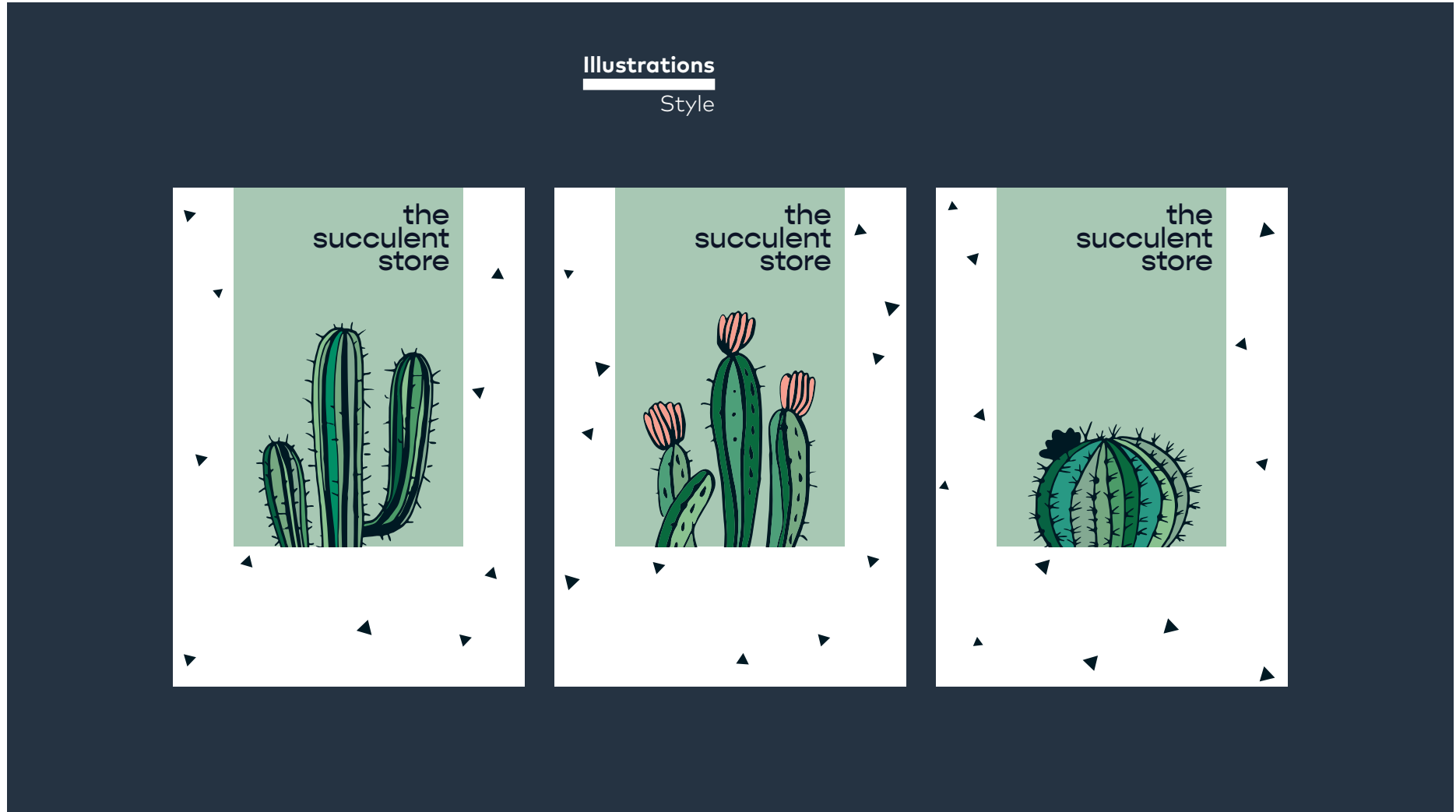
Photos

Style





DESIGN ESSENTIALS

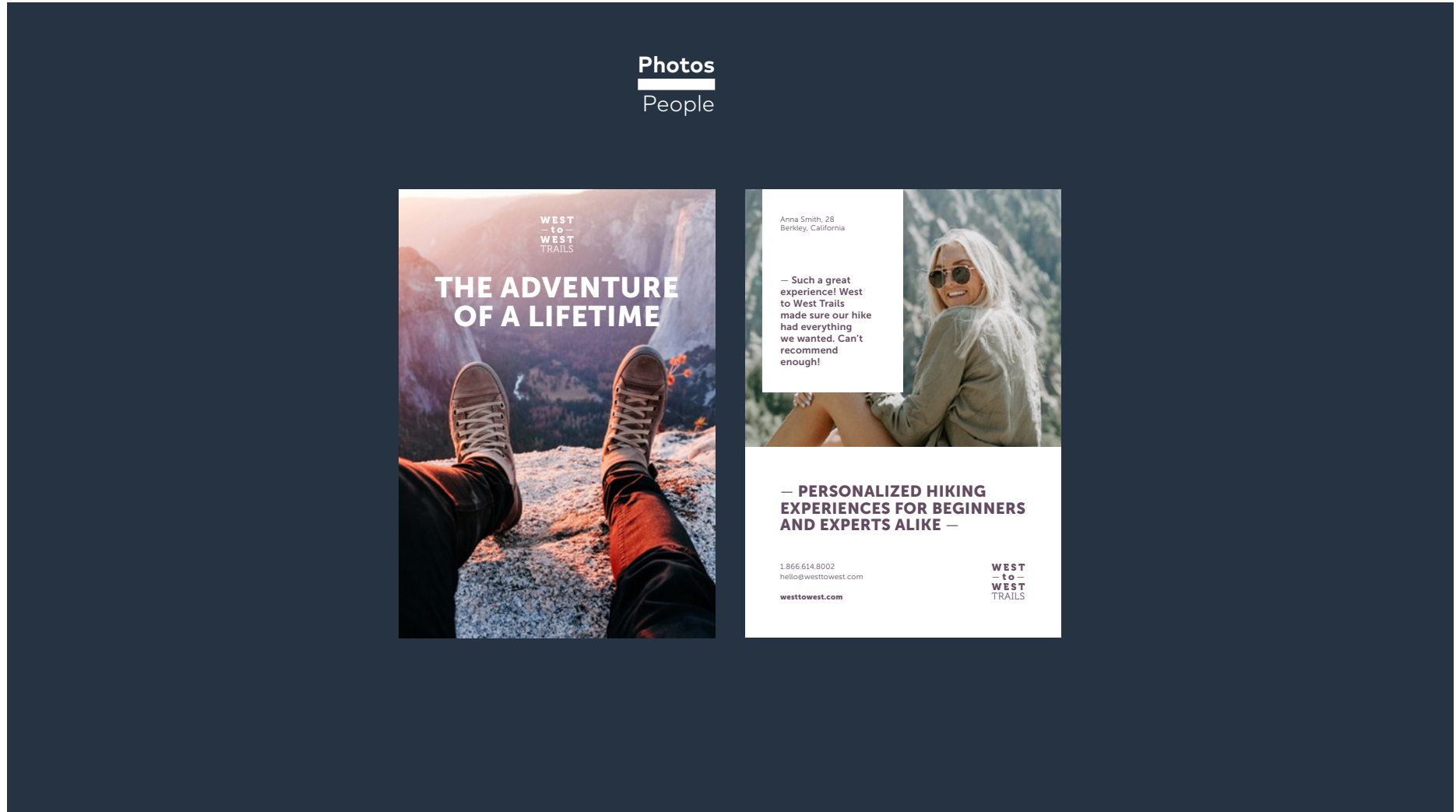


Illustrations

Style

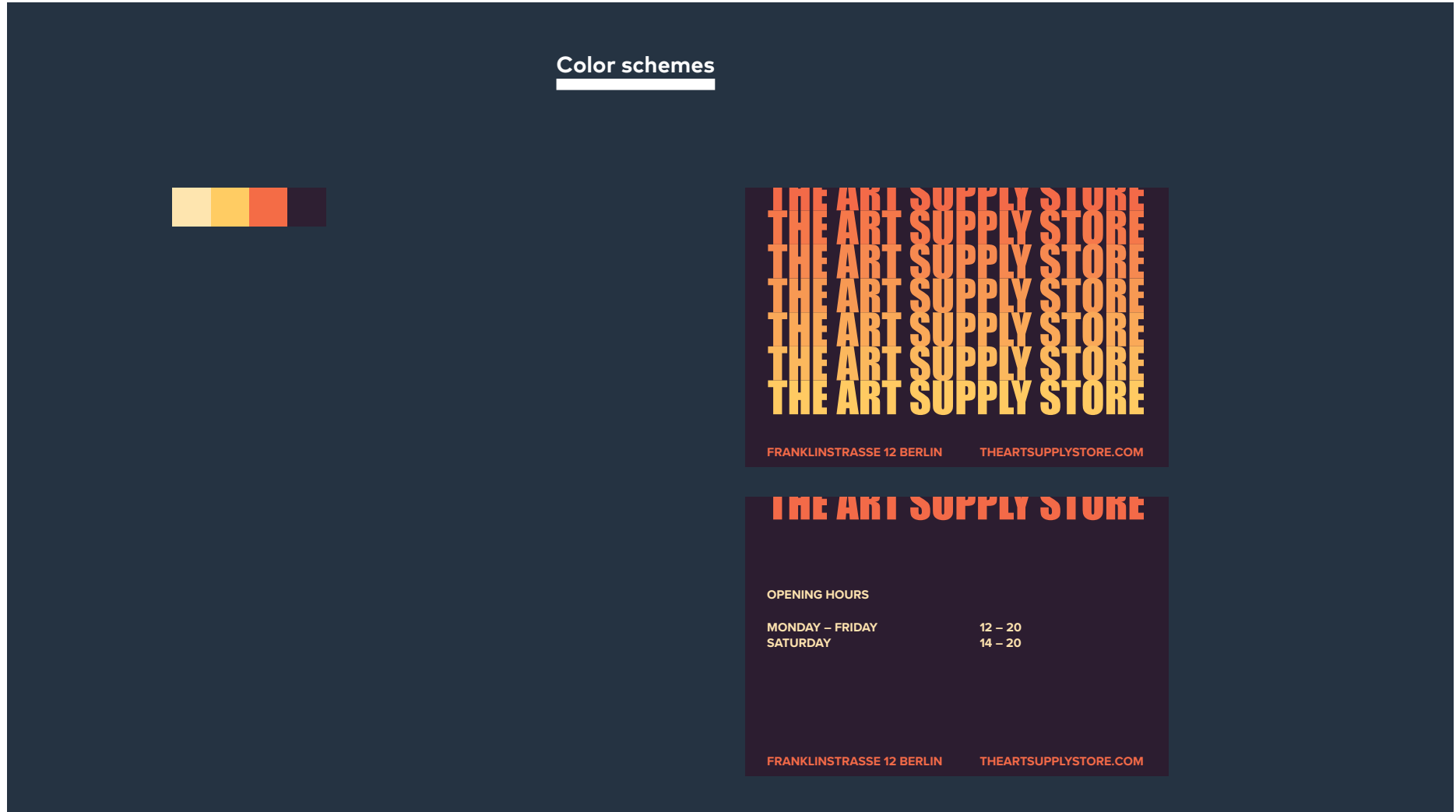


DESIGN ESSENTIALS



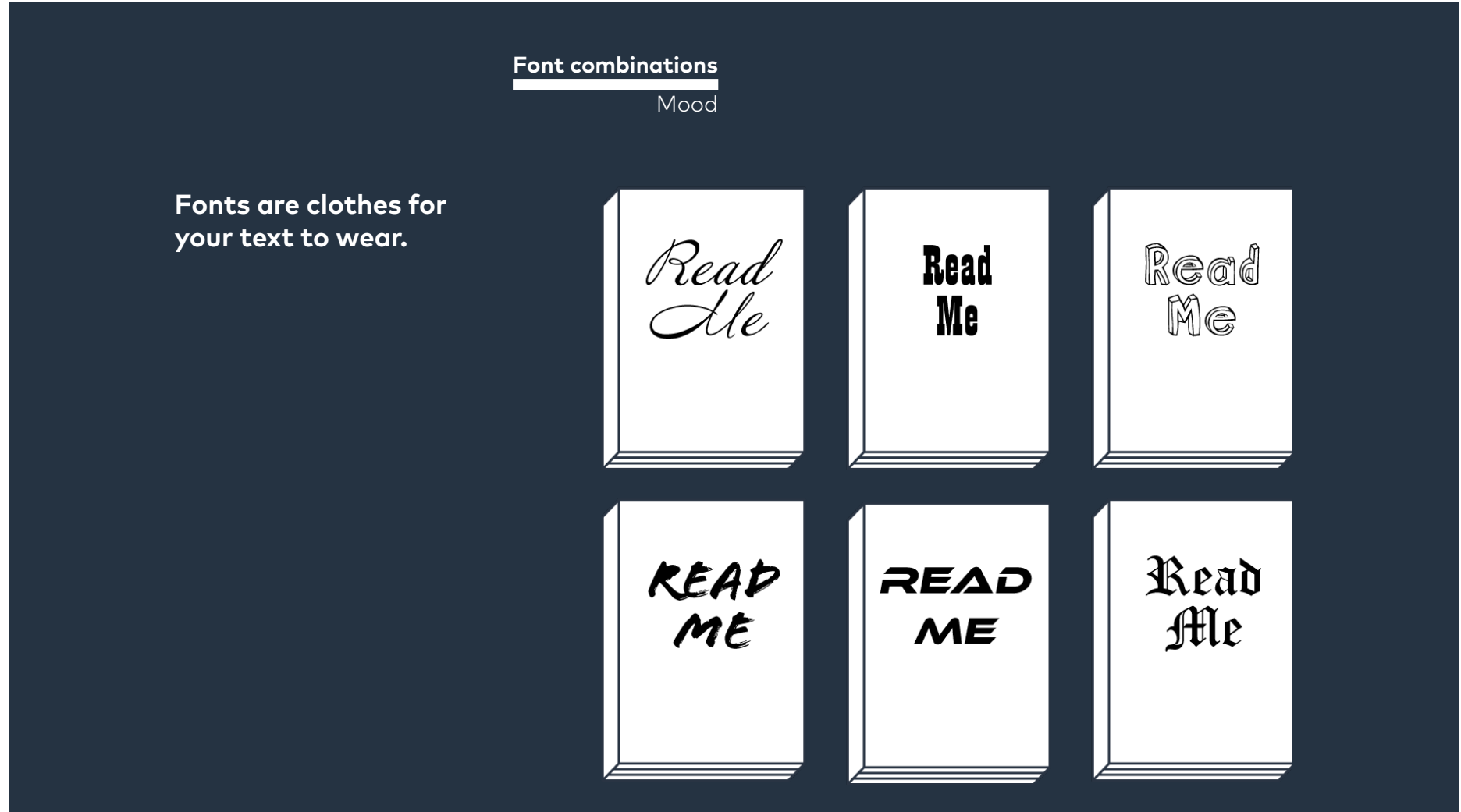


DESIGN ESSENTIALS





DESIGN ESSENTIALS





DESIGN ESSENTIALS

Alignment & Anchoring

QUIT EXAMINING
CREATIVE PROCESSES
IN DESIGN
CONTINUE

01.01.21–30.04.21
BAUHAUS ARCHIVE

knesebeckstr. 1-2
berlin-charlottenburg
bauhaus.de



DESIGN ESSENTIALS

VP design styles



MAJA WOLFF

FREELANCING PROOFREADER
AND TRANSLATOR



MAJA WOLFF

FREELANCING PROOFREADER
AND TRANSLATOR WITH 10+
YEARS OF EXPERIENCE

EXCELLENT REFERENCES FROM
TOP PUBLISHERS

ENGLISH / GERMAN / SWEDISH

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Clean & Simple

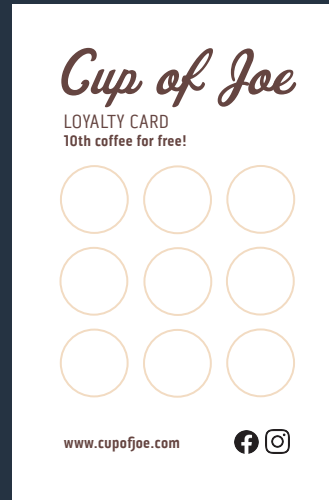
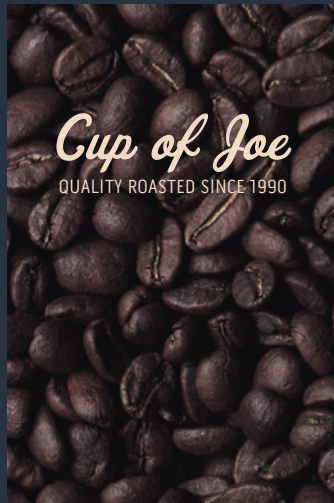
timeless
modern
professional/corporate
minimalist
simplistic
sophisticated
precise
sleek

Businesses that describe their style as “clean and simple” are uniquely contemporary and have refined tastes. This style is simplistic with a clean aesthetic – recognizable by a minimal color palette and use of white space for structure. These businesses know that “less is more” actually says a lot and can make a bold statement.



DESIGN ESSENTIALS

VP design styles



Rustic & Vintage

weathered

worn

retro

nostalgic

texture (wood, watercolor, chalkboard etc.)

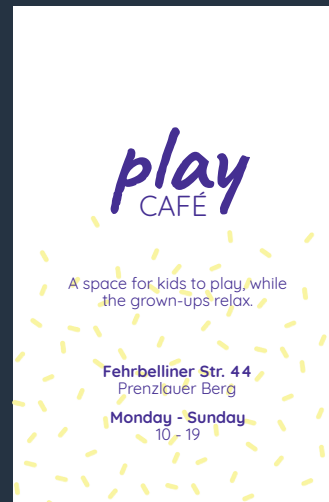
natural material

craftsmanship

Businesses that describe themselves as “rustic and vintage” aren’t flashy, but they still have a sense of style. They are authentic, dedicated to their craft and aren’t afraid to get their hands dirty. These businesses pay homage to hard work and an era when less was more.



DESIGN ESSENTIALS

VP design styles**Fun & Whimsical**

playful
quirky
unexpected
carefree
inviting
bright
informal

Businesses that describe their style as “fun and whimsical” are relatable, charming, warm and inviting. These businesses value being different and not taking themselves too seriously which allows them to stand out from their competition.



DESIGN ESSENTIALS

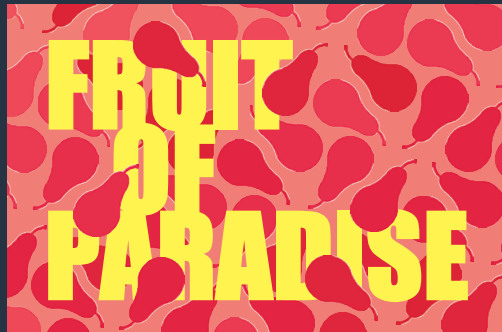
VP design styles**Elegant & Formal**

classic
chic
confident
polished
exclusive
luxurious
refined
dignified

Businesses with a style that is best categorized as “elegant and formal” are confident, refined and like to stand out. They want to be seen as premium and high-end. While they may like a bit of flash or shine, it is often balanced out by use of negative space.



DESIGN ESSENTIALS

VP design styles**Bold & Colorful**

vibrant
energetic
dynamic
exciting
extreme
modern
innovative

Businesses that describe their style as “bold and colorful” are innovative, fearless, adventurous and dynamic. This style can be fresh, youthful, eye-catching, and kinetic. These businesses aren’t afraid to make a statement.



DESIGN ESSENTIALS

Elements of design

Color Line Point Shape Form Texture Size Value Space Direction

Typography
Image



DESIGN ESSENTIALS

Principles of design

Proximity

White space

Alignment

Contrast

Repetition

RECIPE NO. FIVE

LEMON DROP MARTINI

INGREDIENTS

vodka or citron
vodka, cointreau,
lemon juice,
simple syrup

RIM THE GLASS WITH SUGAR

A classic lemon drop is served in a martini glass with sugar on the rim. This helps to balance out the tart flavor of the cocktail.

SHAKE IN A COCKTAIL SHAKER

Take the vodka, Cointreau, lemon juice and syrup, and shake it together in a cocktail shaker filled with ice.

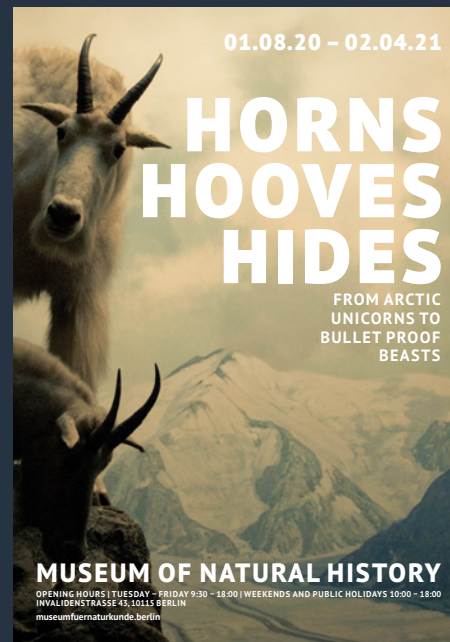
STRAIN INTO A GLASS & ADD GARNISH

Strain the drink into the martini glass and add a lemon twist.



DESIGN ESSENTIALS

Poster exercise





PANDEMIC DESIGN PORTAL

The Pandemic Design Portal was created as a response to the Covid outbreak.

The aim of the assignments in the portal was for CCO Specialists to explore the

continued importance of physical marketing materials for businesses suffering the consequences of lock-down, as well as practicing incorporating a company's visual identity into designs for various products.

The following pages show some of the visual examples I created for these assignments.



FOOD	Vish & Chips	10,00
	Fish & Chips	10,00
	Beefless Bastard Burger	8,50
	Chicken Bastard Burger	6,00
	Seitan Bastard Burger	6,00
	Chicken Wings	5,50
	Cauliflower Wings	5,00
	Fries	2,50
	Jalapeño-cheese Fries	4,00
Jalapeño-cheese Fries (vegan)	4,00	

2 METER DISTANCE, PLEASE
#STICKTOGETHER #STAYSAFE

SAUCE	Jalapeño & Date	5,90
	Scotch Bonnet & Caribbean Spices	5,90
	Chipotle & Pineapple	5,90
	Habanero & Tomatillo	5,90
	Ghost Pepper & Mango	5,90
	Trinidad Scorpion & Clementine	5,90
	Carolina Reaper & Blueberry	5,90
	Superhot Fatalii	12,90
	Superhot Naga	12,90
Superhot Reaper	12,90	



A6 postcard (left)

Poster for A stand (above)

Created in VP design studio



PANDEMIC DESIGN
PORTAL

ESHK

OPEN / FACE MASKS REQUIRED

THE RULES

- all clients are to bring and wear a mask or similar to cover nose and mouth at their appointment
- all clients will be asked to disinfect their hands upon arrival and to receive a shampoo / conditioner wash at the start of any appointment
- no waiting areas in the salon are allowed, we kindly ask you to arrive at the time of your appointment
- in the event you feel unwell, please call us, and we'll be happy to reschedule your appointment to a later date
- all our staff will be wearing a mask and gloves and adhering to set hygiene and disinfection guidelines

All measures are implemented to guarantee the safety of everyone. We kindly ask you to co-operate with these extensive measures; hopefully this will only be temporary and merely a transition back to normality.

The regulations are set by Berufsgenossenschaft für Gesundheitsdienst und Wohlfahrtspflege (BGW) to insure the safety of all staff and clients.

ESHK

ESHK

ONLINE / PHONE BOOKINGS

Online booking can be used for cut & blowdry or shampoo & blowdry.
ESHK-HAIR.COM/BOOK

To book any other services please call us, as a consultation and patch test might be required prior to your appointment.

NEUKÖLLN
030 23 91 90 31

MOABIT
030 28 65 63 76

ESHK

ESHK

OPEN

MONDAY – FRIDAY	10:00 AM – 8:00 PM
SATURDAY	10:00 AM – 6:00 PM
SUNDAY	CLOSED

ESHK-HAIR.COM/BOOK

Window decals (left)
Poster for A stand (above)

Created in VP design studio



PANDEMIC DESIGN
PORTAL

#LEAVE
NOONE
BEHIND

i + m
NATURKOSMETIK • BERLIN

**Solidarity instead of
selfishness!**

iplusm.berlin

#LEAVE
NOONE
BEHIND

While we practice home office, hand washing and social distancing, thousands of refugees have been suffering for months in camps without adequate hygienic facilities and without the necessary space to prevent the spread of viruses.

You buy and we donate.
Combine self-care with crisis assistance with a single purchase. Until the end of June 20% of our revenue will go directly to SyrienHilfe e.V.

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**FAIR
ORGANIC
VEGAN**

HELP OUT YOUR LOCAL COMMUNITY
wirgegencorona.com
quarantaenehelden.org
betterplace.org

#LEAVE
NOONE
BEHIND

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ORGANIC
VEGAN**

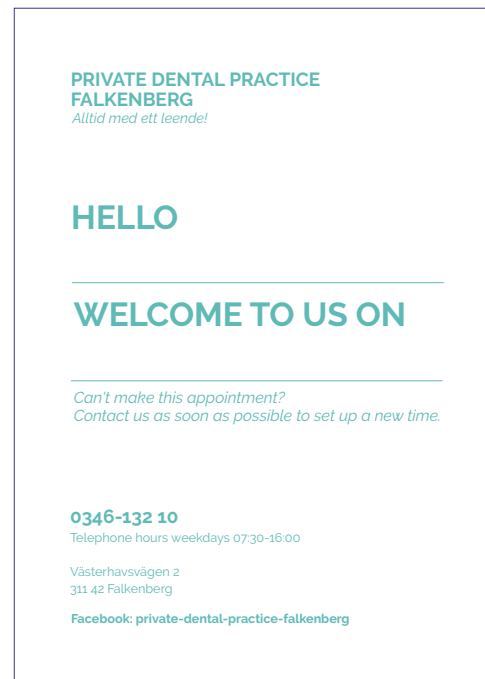
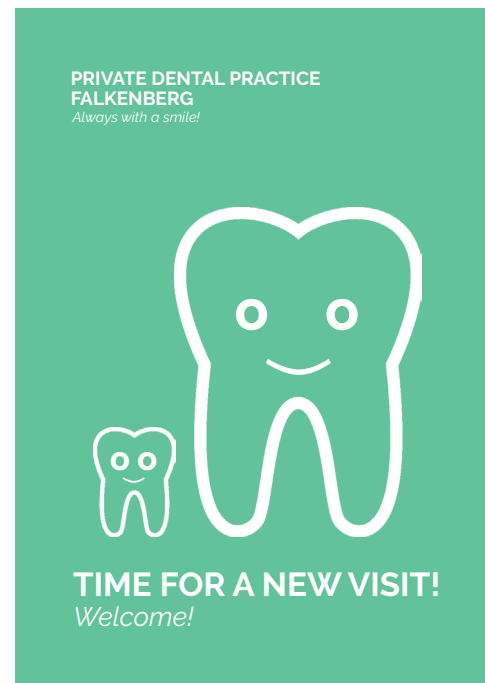
HELP OUT YOUR LOCAL COMMUNITY
wirgegencorona.com
quarantaenehelden.org
betterplace.org



FULL SERVICE STANDARD WORKSHOP

A multi-session workshop I created for CCO Specialists practicing all aspects of Full Service Standard - finding out and understanding customer needs, goals, target audience, and industry in order to create a suitable design suggestion.

Visual example created to summarize the group discussion about appropriate design choices and existing design conventions within different industries.





POSTER EXERCISE TYPOGRAPHY

A workshop created for CCO Specialists to practice working with typeface combinations, size, weight, and style while also exploring the format of a poster.

Visual example created to summarize the topics brought up in the workshop.





THANK YOU FOR
LOOKING!