



SARA BASAKHA

PORTFOLIO



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Sara Basakha

My love for drawing since childhood is what led me into the field of design. I am highly passionate about design, illustration, photography, and visual merchandising. I believe that good design creates a deeper connection between people and the products that they use. I like to combine beauty and simplicity with an artistic eye, and aims to help people understand the world better.



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Section One



GRAPHIC DESIGN

Brand Identity

Personal Identity:

The objective was to create a brand identity that reflects who I am and what I believe in as a designer.

My visual identity includes 3 main core concepts hardworking, artistic and friendly that describe my personality and style. In my first sketches, I started to make a combination of Persian and English calligraphy but it didn't covey the concept. So I decided to go with a simple and elegant design. I designed the letter "s" and selected a typeface that gives an artistic feeling and looks like handwriting.

Horizontal Version



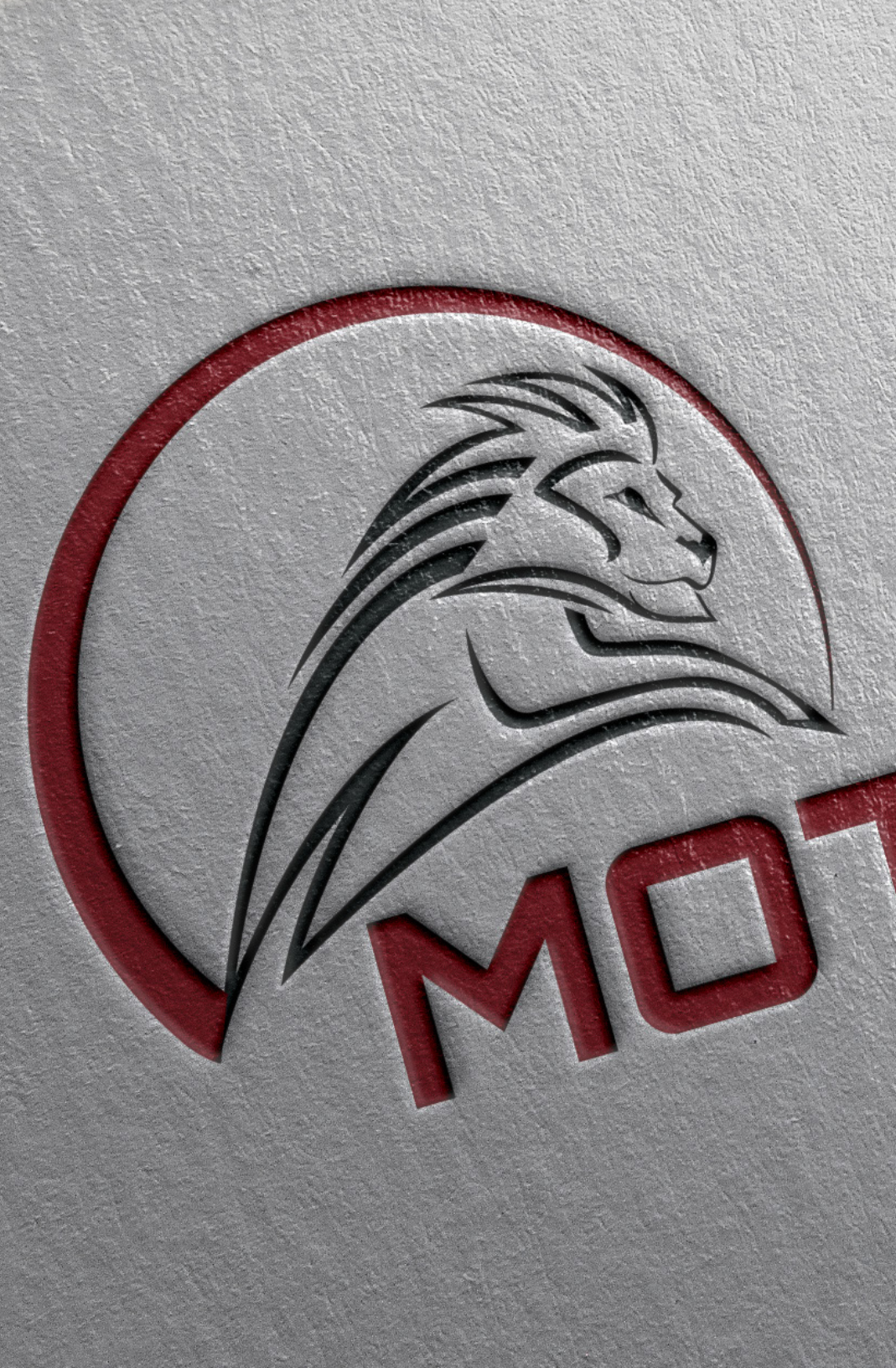
Arizona

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Moto Hero Brand

Objective:

Build a brand to show the quality of the motorcycle company.

Outcome:

The visual identity was designed to represent the speed and power of the motorcycle. The lion is the symbol of power and speed. I tried to exaggerate the speed by making a curved line on top of the lion. The typography has been selected to be simple and powerful.




Horizontal Vrsion




Vertical Vrsion

ORBITON | BOLD
ORBITON | REGULAR
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ + = " ' , . / < > ? [] \ { } |

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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 **C 21%** **R 177**
M 100% **G 32**
Y 95% **B 40**
K 13%
PANTONE 7621 C

 **C 71%** **R 61**
M 57% **G 69**
Y 61% **B 67**
K 44%
PANTONE 446 C

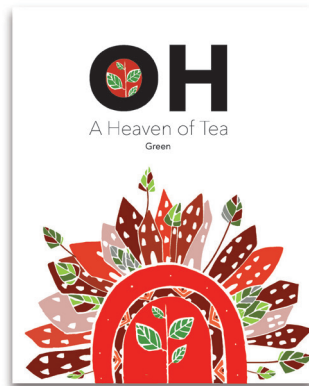
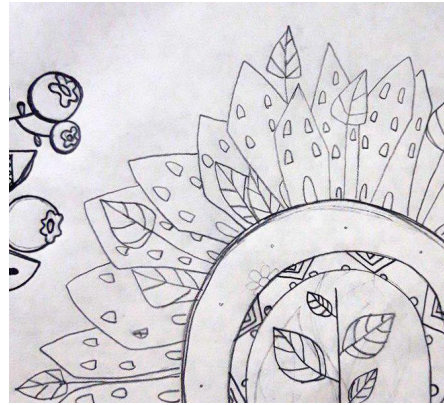
Packaging

Chocolate packaging

To create a cohesive packaging design for four different chocolate flavours.

I decided to make a luxury package design. Parmis means "Little Paradise" and is of Persian / Iranian origin. A submission from Germany says the name Parmis means "Door in the paradise", the feeling of being in paradise by having this chocolate was the main reason for choosing the name, as for the package geometric shapes and colours are working together well to show the flavour of each chocolate. The font is simple and elegant.





Process

Tea Packaging

Objective:

To Develop any design object for afictiouns client.

Outcome:

With the love that I have for designing the package. I chose to develop a tea packaging design. The brand name is OH "A heaven of tea" and the target audiences are adults who like this aromatic beverage. "OH" is the slang we use when we are overjoyed by seeing something or tasting something .the package illustration was mainly to show the freshness of ingredients. I showed garden for each flavour which contributes to the expression of nature and symbolizes renewal, calm, wonder and continuity in life.



Typography

Cook Book:
Group project (Siqi Chang,Sara Basakha)

The idea of the root cookbook was to inspire people to explore new plant-based recipes for every season and every taste. We tried to make a contemporary cookbook combining silhouetted graphics with commercial photography and Classy typography.





Crispy Smashed Potatoes

Description

Add rinsed potatoes to a large pot and cover with water until just submerged. Bring to a boil over high heat. Then reduce to medium-high heat to achieve a low boil. Cook uncovered for 15-20 minutes or until tender and a knife easily slides in and out.

In the meantime, prepare pesto by adding basil, garlic, nuts, lemon juice, and nutritional yeast to a food processor and blending to combine. Stream in 2-3 Tbsp olive oil (amount as original recipe is written - adjust if altering batch size) a little at a time until a thick paste is formed. If trying to reduce fat, thin the sauce with water instead of additional oil.

Ingredient

- 1 1/2 pounds baby gold/yellow potatoes
- 1 1/2 tbsp olive oil (or sub other neutral oil)
- 1 healthy pinch each sea salt & black pepper (~1/2 tsp as original recipe is written)
- 2 heaping cups loosely packed fresh basil (large stems removed)
- 2 cloves garlic (chopped // 2 cloves yield ~1 tsp chopped)
- 3 tbsp raw pine nuts or walnuts (for nut allergies, omit)
- 2 tbsp lemon juice
- 1 1/2 tsp nutritional yeast
- 2-3 tbsp extra virgin olive oil (or sub other neutral oil)
- 1 healthy pinch each sea salt & black pepper

Direction

Adding more lemon juice for acidity, nutritional yeast for cheesy flavor, salt and pepper for overall flavor, or garlic for zing/bite. Transfer to a small serving dish and set aside. Preheat oven to 450 degrees F (232 C) and line a baking sheet with parchment paper. When the potatoes are soft and tender, place on the baking sheet and smash down with the bottom of a saucepan. For any larger potatoes, cut in half and then smash so they are still "bite size." Drizzle the potatoes with 1 1/2 Tbsp oil and season with a healthy pinch each salt and pepper (amounts as original recipe is written - adjust if altering batch size). Roast for 20-25 minutes or until crispy and golden brown.

To serve, spoon the pesto over the potatoes (you will have leftovers). Garnish with chopped basil or parsley and additional pine nuts (optional). Best when fresh. Store leftovers separately in the refrigerator. Potatoes will keep for 3-4 days. Pesto will keep for about 1 week (see notes for uses for leftovers). Re-heat in a 350-degree oven until hot, then top with any leftover pesto.



Direction

1.Heat a skillet over medium heat. Add olive oil, followed by onion. Let cook until fragrant, about 3-5 minutes. Then add garlic, tarragon, and dill; cook one minute more. Add potato, turnip and carrot. Saut 2 to 3 minutes, then add water and cover. Reduce heat to low and let steam for 8-10 minutes. Remove cover and let caramelize 3-5 minutes more.

2.Make a small well in the middle of the vegetables and crack eggs in the middle. Cover and let cook until eggs are set but yolks are still slightly runny, about 5-8 minutes. Tips & Tricks: A smaller dice helps the vegetables cook more quickly. Also, be sure to cover the vegetables while they steam, it helps them cook more quickly and keeps them tender. Stock up: get the pantry ingredients you will need: olive oil, eggs. Nutrition: get the information.

Root Vegetable Hash Egg

Description

A perfect breakfast or lunch ready in 30 minutes, this hash skillet is full of root vegetables, eggs, and herbs. The slight bite from the turnips works well with the regular potatoes. Plus, it's the perfect companion for the dill and tarragon in this root vegetable hash. The potatoes which has manifested into a few different potato/egg recipes. Plus, it's the perfect companion for the dill and tarragon in this root vegetable hash. The potatoes which has manifested into a few different potato/egg recipes. The slight bite from the turnips works.

Ingredients

- 1/4 red onion
- 1 small potato (about 5 ounces)
- 1 small turnip (about 5 ounces)
- 1 small carrot (about 4 ounces)
- 1 clove garlic
- 1 tsp olive oil
- 2 tsp pea shoot
- 3 pc shitake mushroom (fresh or dry ones hydrated)
- 2 tbsp pinch of salt and pepper
- Chinese cooking wine
- 2 tsp black pepper
- 1 tsp sugar
- Feta cheese (for topping) corn buying tramadol starch

Lotus Root Cakes

Description

This is one of my favourite dishes at dim sum. Although not as notorious as shrimp dumplings or sticky rice wraps, those little cakes are packed with crunchy texture and wonderful flavour from lotus root. They are super easy to make at home, and just as delicious as what they serve at dim sum restaurants.

Cover and let cook until lotus root are set but yolks are still slightly runny, about 5 to 8 minutes. Tips & Tricks: A smaller dice helps the vegetables cook more quickly. Also, be sure to cover the vegetables while they steam.

Ingredients

- 1/2 lb lotus root
- 1/2 lb minced pork
- 1 egg
- 2 cloves garlic
- 2 tsp ginger
- 2 tbsp cilantro
- 2 tsp pea shoot
- 3 pc shitake mushroom (fresh or dry ones hydrated)
- 4 tbsp soy sauce
- 2 tbsp Chinese cooking wine
- 2 tsp black pepper
- 1 tsp sugar
- 1 tsp sesame oil
- 2 tsp corn buying tramadol online legal starch
- 2 tbsp peanut oil

Direction

Finely chop lotus root, garlic, ginger, cilantro, pea shoots, shitake. Place chopped vegetables and herbs in a big mixing bowl. Stir in minced pork, egg, soy sauce, cooking wine, black pepper, sugar, sesame oil, and corn starch, and mix it all evenly. Form 8-10 small cakes. Heat a large non stick frying pan with peanut oil with medium high heat. Sear the cakes 2-3 minutes on each side until it's nicely browned. Turn down the heat to medium low. Cover the pan and let it cook for another 10 minutes. The lotus root cake is just as delicious as what they serve at dim sum restaurants.





Magazine

Objective:

A four-page article about the fashion design topic

Outcome:

I designed a magazine spreads which represents a combination of fashion and fine art elements. Using a solid white colour against a body of text makes it more readable. Small and big fonts, relevant images along with the texts made a cohesive layout for whole spreads.



Photography

Advertising Photography

The aim of this advertisement was to make an object more attractive and creating pleasant feeling in the viewer's eyes, and make them to feel that they want to give it a try .

Photographing glass objects is always a complicated task because of the reflective surface, and translucent nature, of this material. I have tried to use a set up at the studio in order to control the reflection and at the same time creating the catalogue images with great glassware perfectly illuminated.





vauge

Objective:

To create a coceptual photography that represent an idea.

Outcome:

This style of photography is one of my favourites. It allows me to show the different concepts of social harm and cultural damages, women, in general, are intimately familiar with repression and segregation especially women of my home country, we have thought to hide our true nature to be acceptable by the public eyes, in this picture, I tried to illustrate this concept with a photograph and using Photoshop to edit and process. But most of the magic happened in Camera by using zoom in and zoom out technique.



Section Two

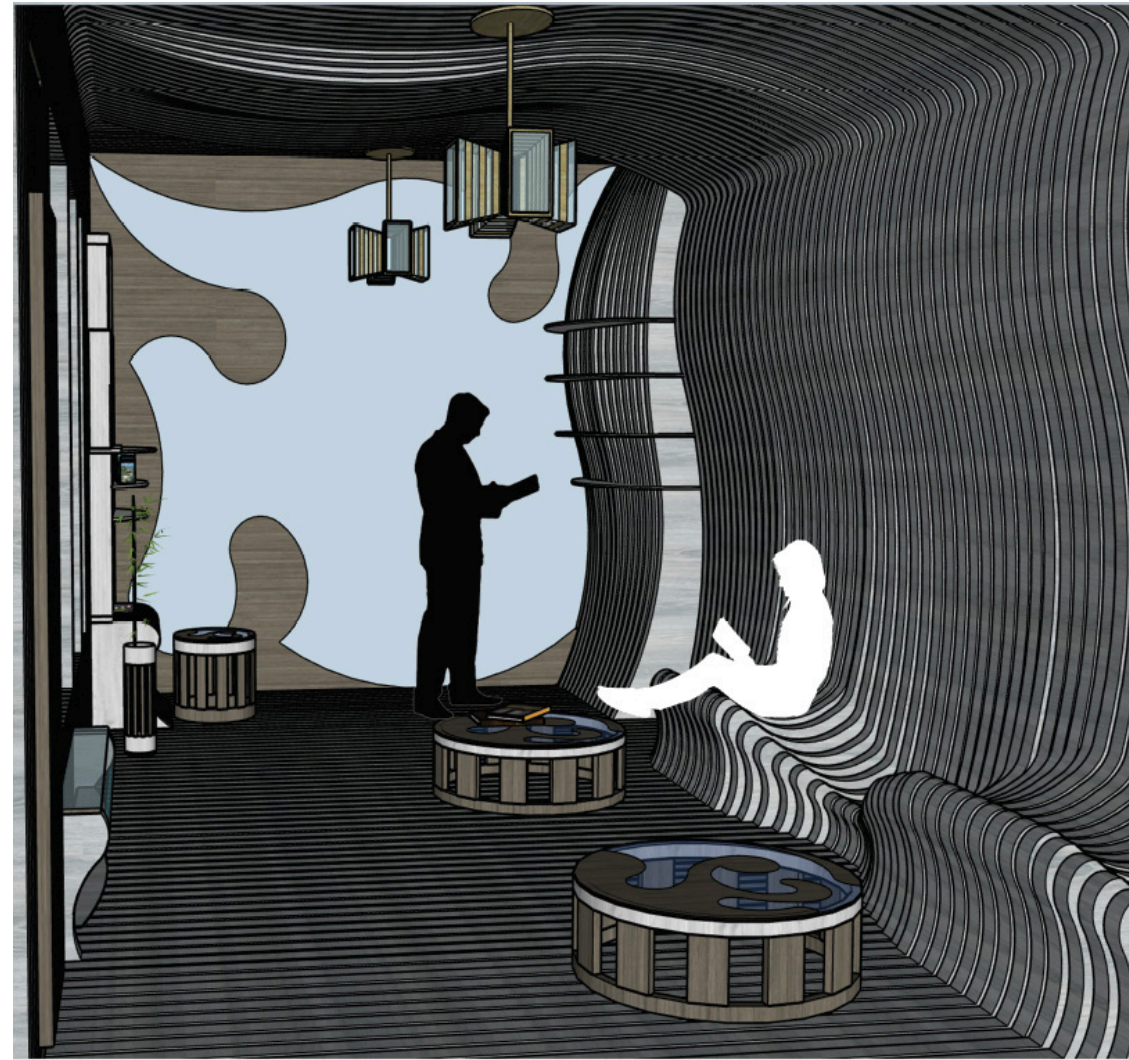


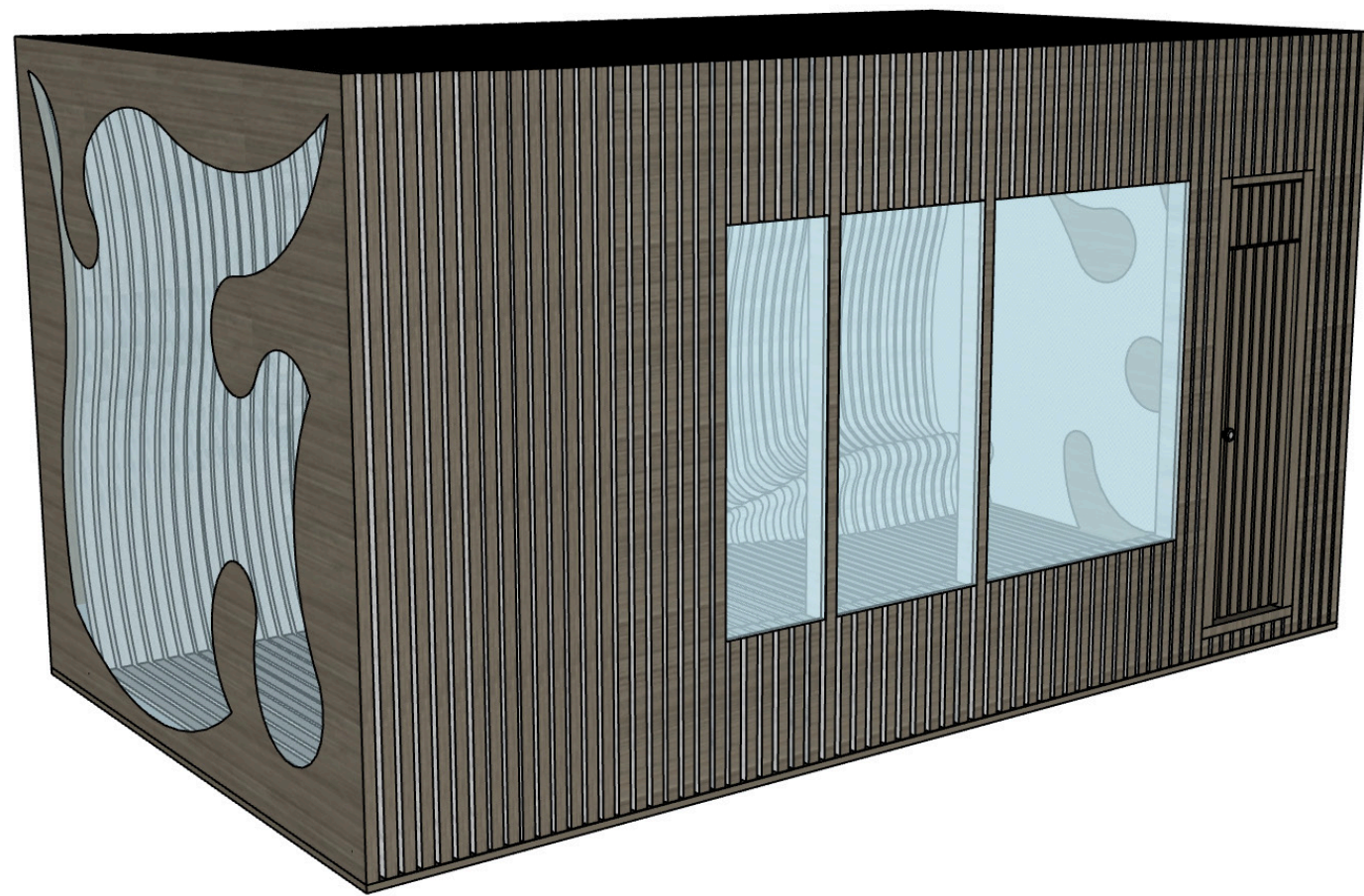
3D DESIGN

Interior Design

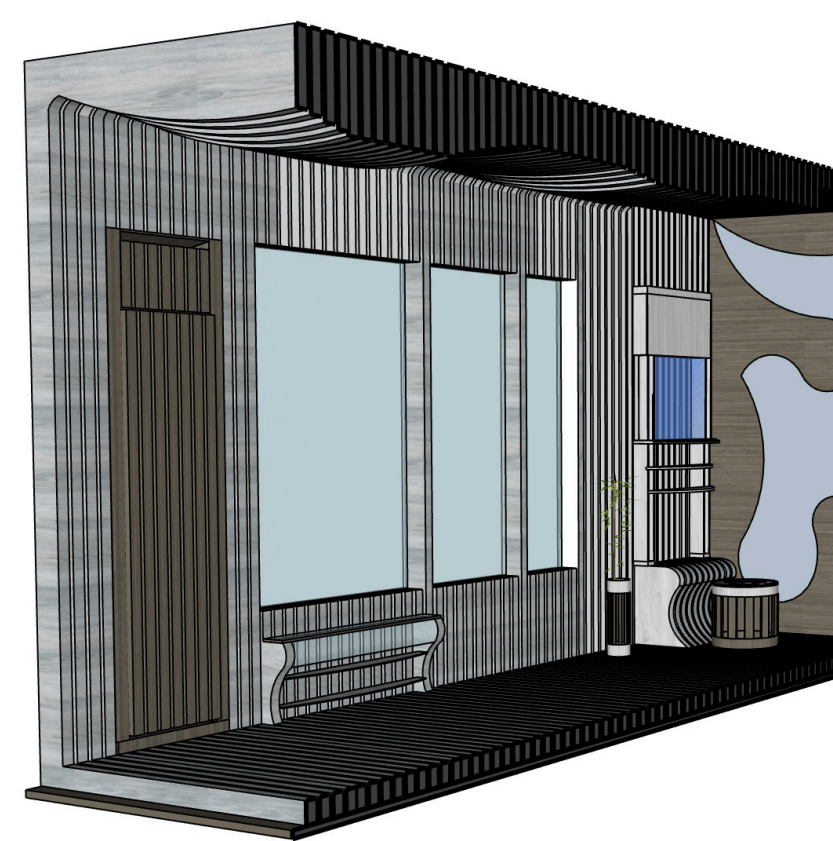
Tree House:

This space represents the concept of calmness. interior design inspired by ocean waves and the exterior design is only a cube. The major function is research and study. It is assumed that users who spend long hours in the library will spend some of their time not only studying but also for resting, socializing and relaxing.

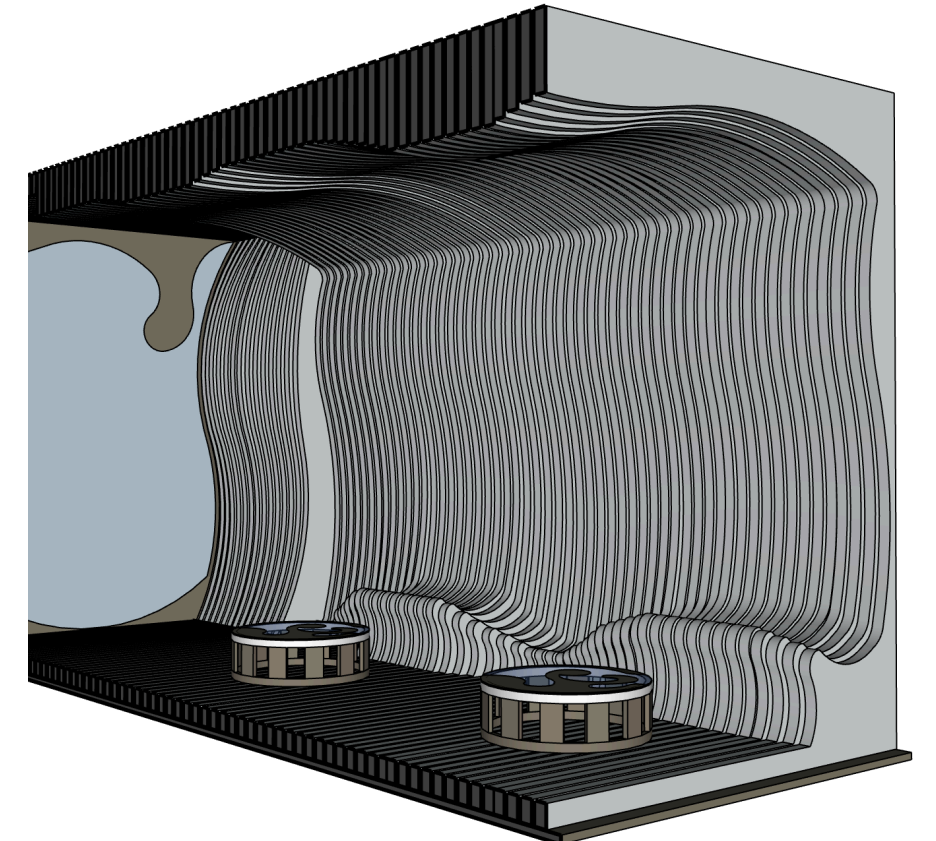




Perspective

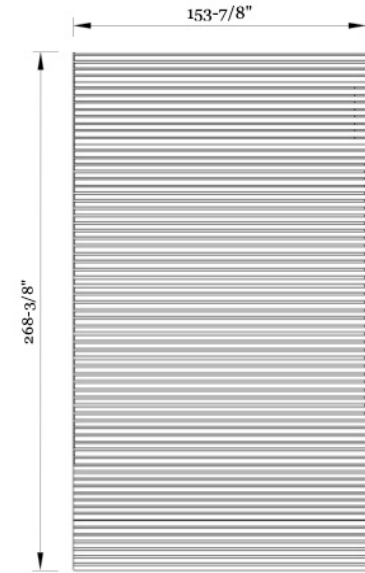


Left View

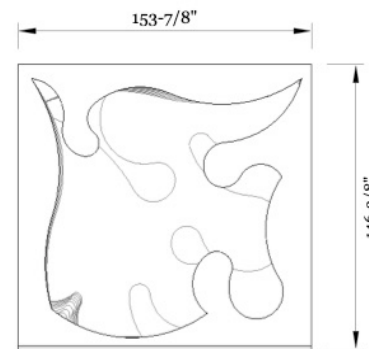


Right View

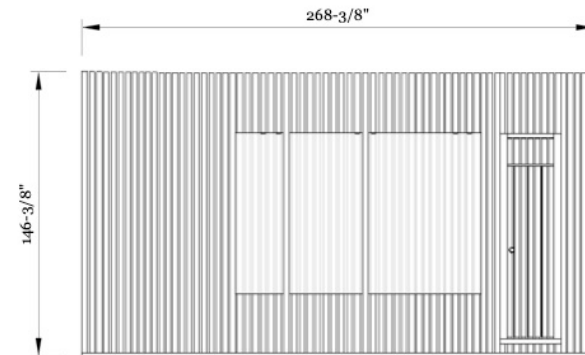
TOP
VIEW



FRONT
ELEVATION



RIGHT SIDE
ELEVATION



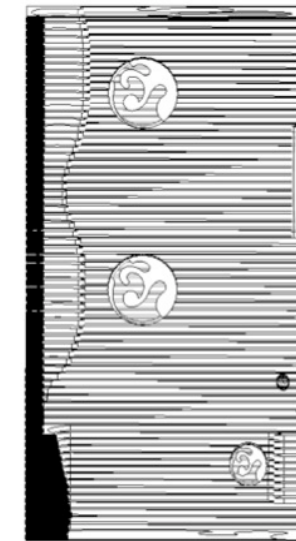
SCALE 1:64

SARA BASAKHA

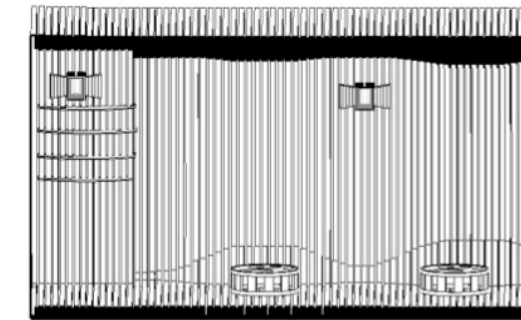
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DESIGN FORMATION :: TREEHOUSE PROJECT :: MARCH,7 2019 ::

SECTION VIEW A



SECTION VIEW B



SCALE 1:64

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DESIGN FORMATION :: TREEHOUSE PROJECT :: MARCH,7 2019 ::

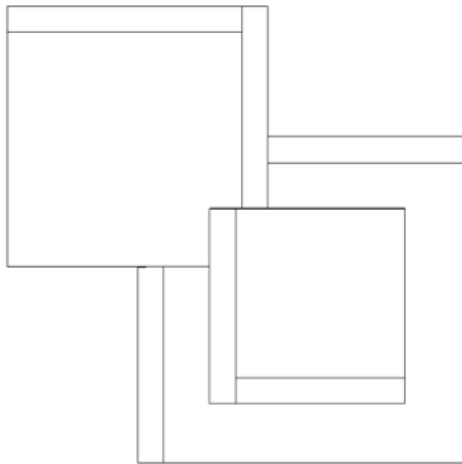
Bird House

Outcome:

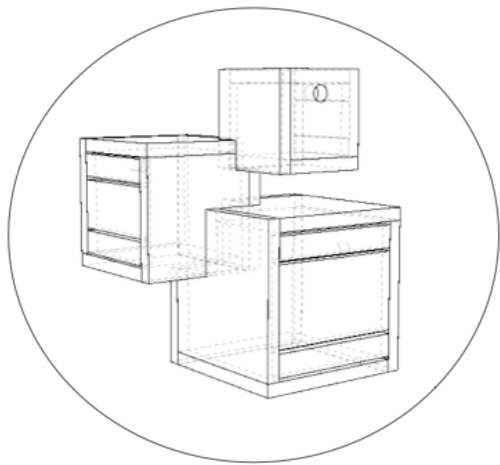
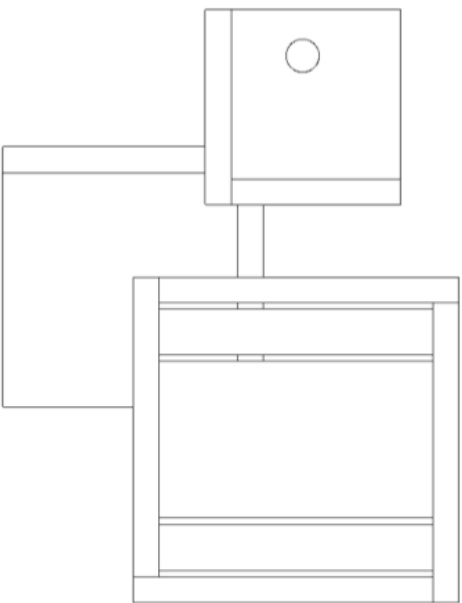
The objective was making a birdhouse for a specific bird.
This is a colonial birdhouse that is made for the Violet-Green-Swallow. The main materials are, Red Cedar and Using the elements and principles of design helped me to achieve a modern and organic look.



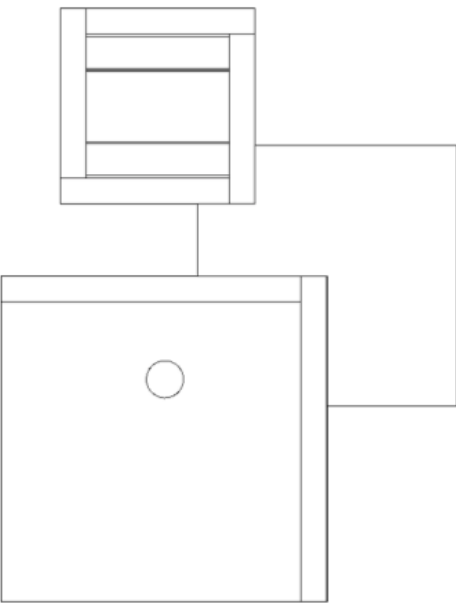
TOP
VIEW

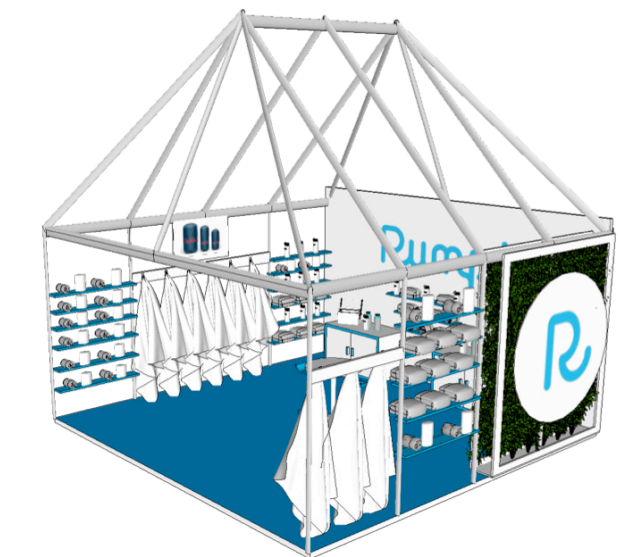


FRONT
ELEVATION



RIGHT SIDE
ELEVATION





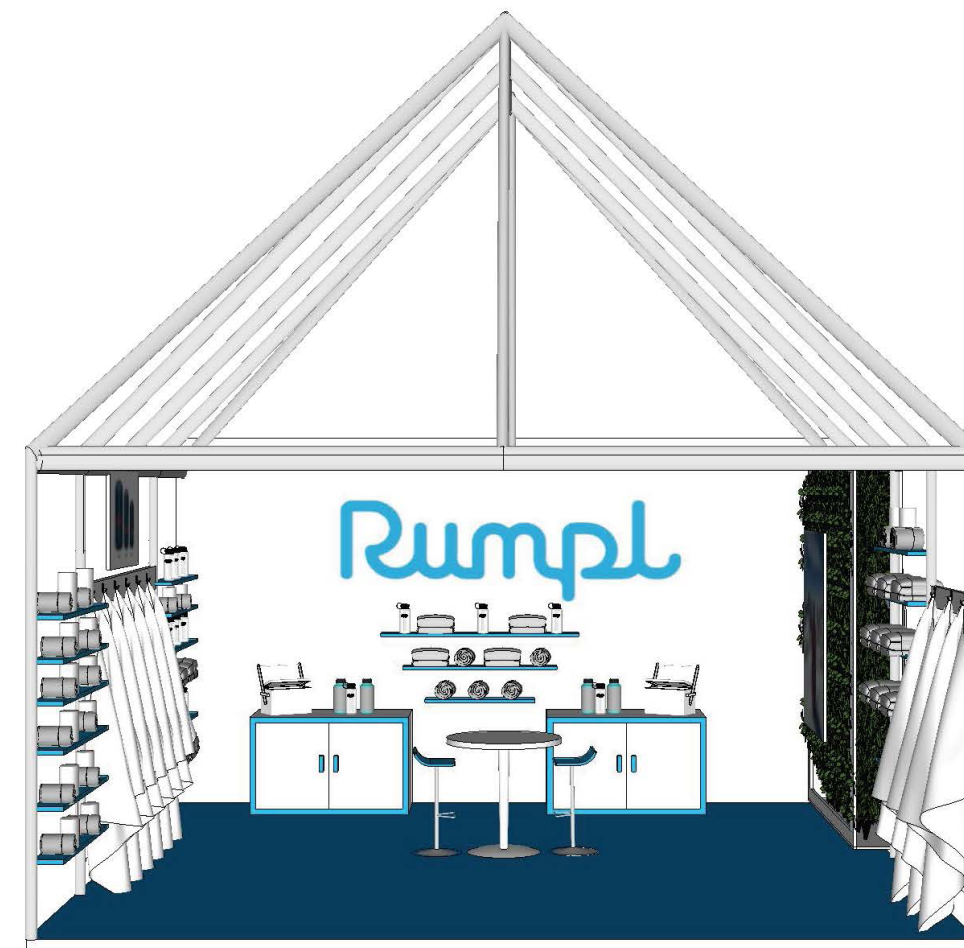
Trade Show Booth

Objective:

Enagaging in an exercise of “reworking” a trade show booth from the KNOWSHOW at Vancouver Trade and Convention Center East.

Outcome:

Rumple is the company of the outdoor blanket. Displays include all merchandise presentations, fixturing and lighting plans as well as the Rumple logo. All the materials and colours are exactly matched with the Rumple colour theme. I chose to use a green wall display and a tent fixture to bring the feeling of the outdoor inside.



Rumpl

Tradeshow Proposal 2020

Designed by Sara Basakha
February 14, 2020

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