a portfolio by **carolina** rocha

I'm Carolina, a Vancouver-based graphic designer and illustrator with a love for storytelling and anything creative. I'm a firm believer in the power of hard work, the Oxford comma, and design that is both beautiful and inclusive.
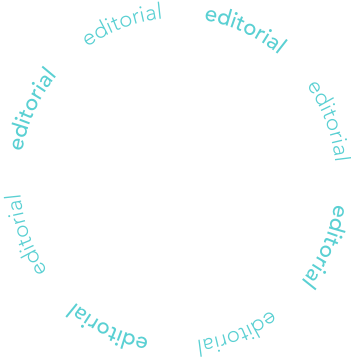
I enjoy long walks on the beach, and—nah, just kidding.

itscarolinarocha on instagram
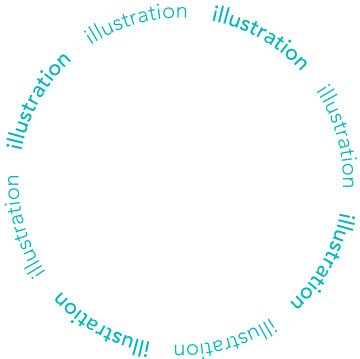
hello@carolinarocha.ca

604 612 5291

EDITORIAL

editorial

MAKING AN OLYMPIAN

Magazine Design

This typography-focused project required me to pick a topic of interest and design an award-winning article around it. Because of my love for the Canadian ice dancing duo, Virtue/Moir, and the fact that this project happened to coincide with the announcement of their retirement, I chose to design an article on their journey into the history books.

For this design, I was tasked with utilizing a preset placeholder copy in its entirety, which allowed me to employ text hierarchies as a way to navigate and to create visual continuity from page to page. Designing these spreads involded careful consideration of how text and design convey meaning in order to select appropriate typeface pairings, and how to create effective image and text combinations.

ILLUSTRATION

illustration illustration illustration illustration illustration illustration illustration illustration

THE SECRET to doing ANYTHING is BELIEVING THAT you can DO IT

BOB ROSS

MOTIVATIONAL QUOTE

Custom Lettering for Greeting Card

This project involved selecting a combination of typefaces to creatively convey an encouraging message to students nearing the end of the semester and facing their final projects and exams. Our final designs were then converted into greeting cards (see photos) and posters, the latter which were displayed at Langara College during exam week in the Fall 2019 semester. I opted for custom handlettering in order to best capture the joy and childlike wonder of the author of my quote, the incomparable Bob Ross.
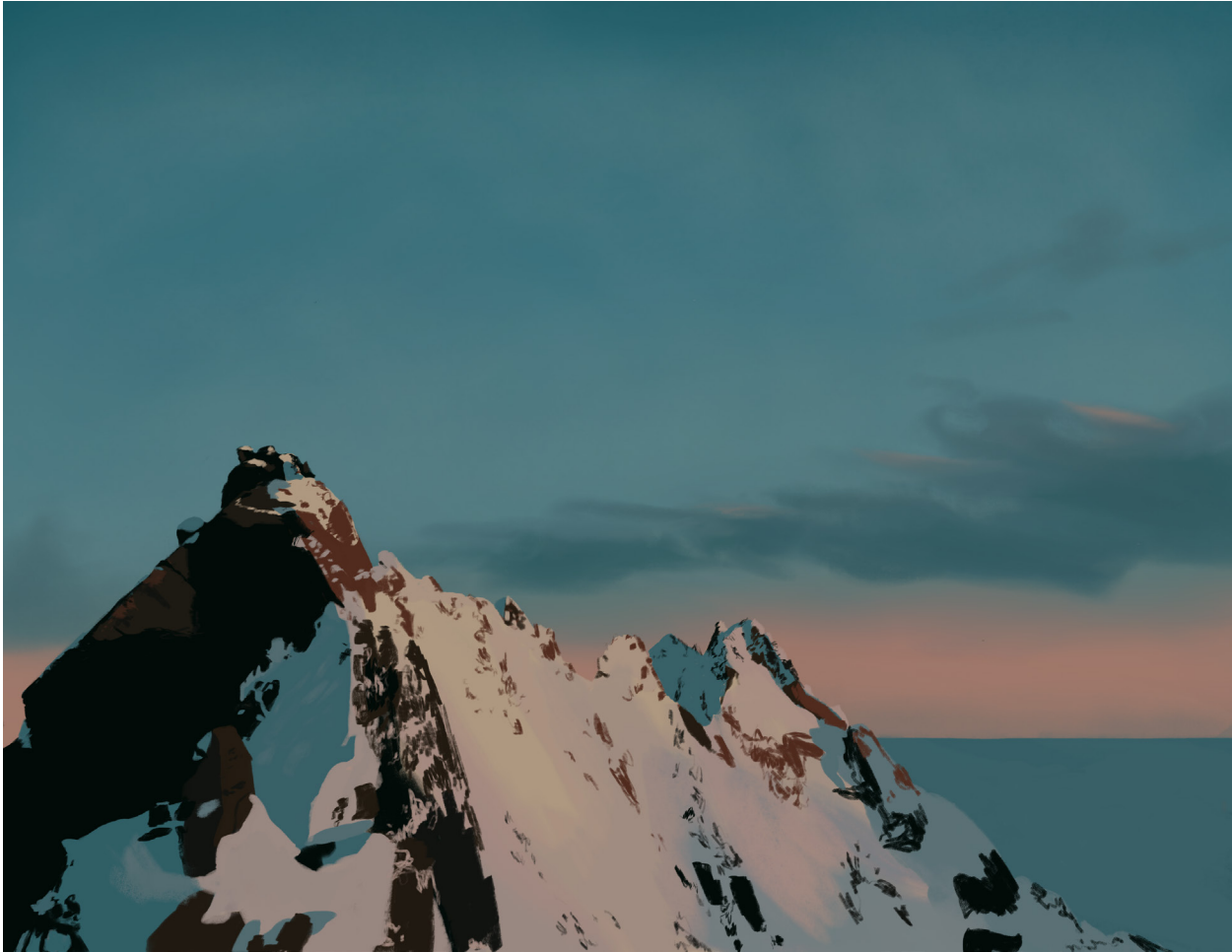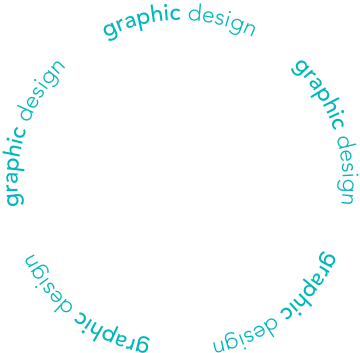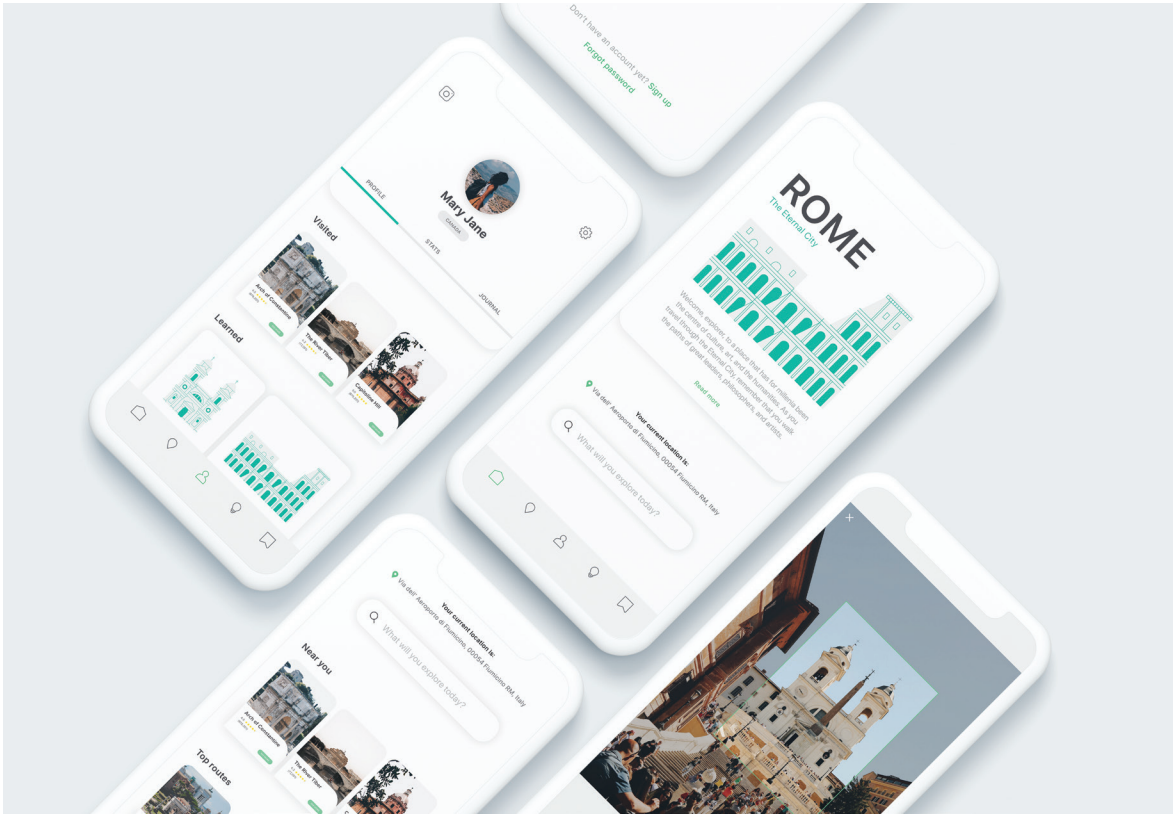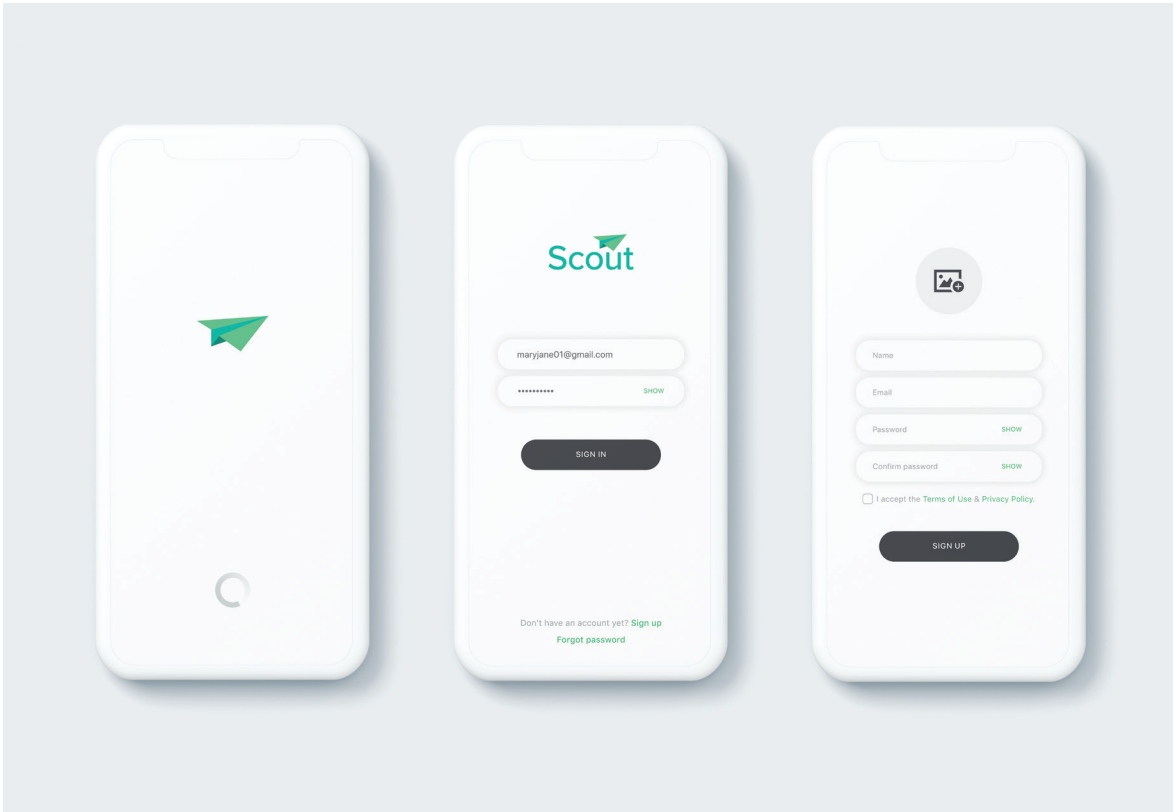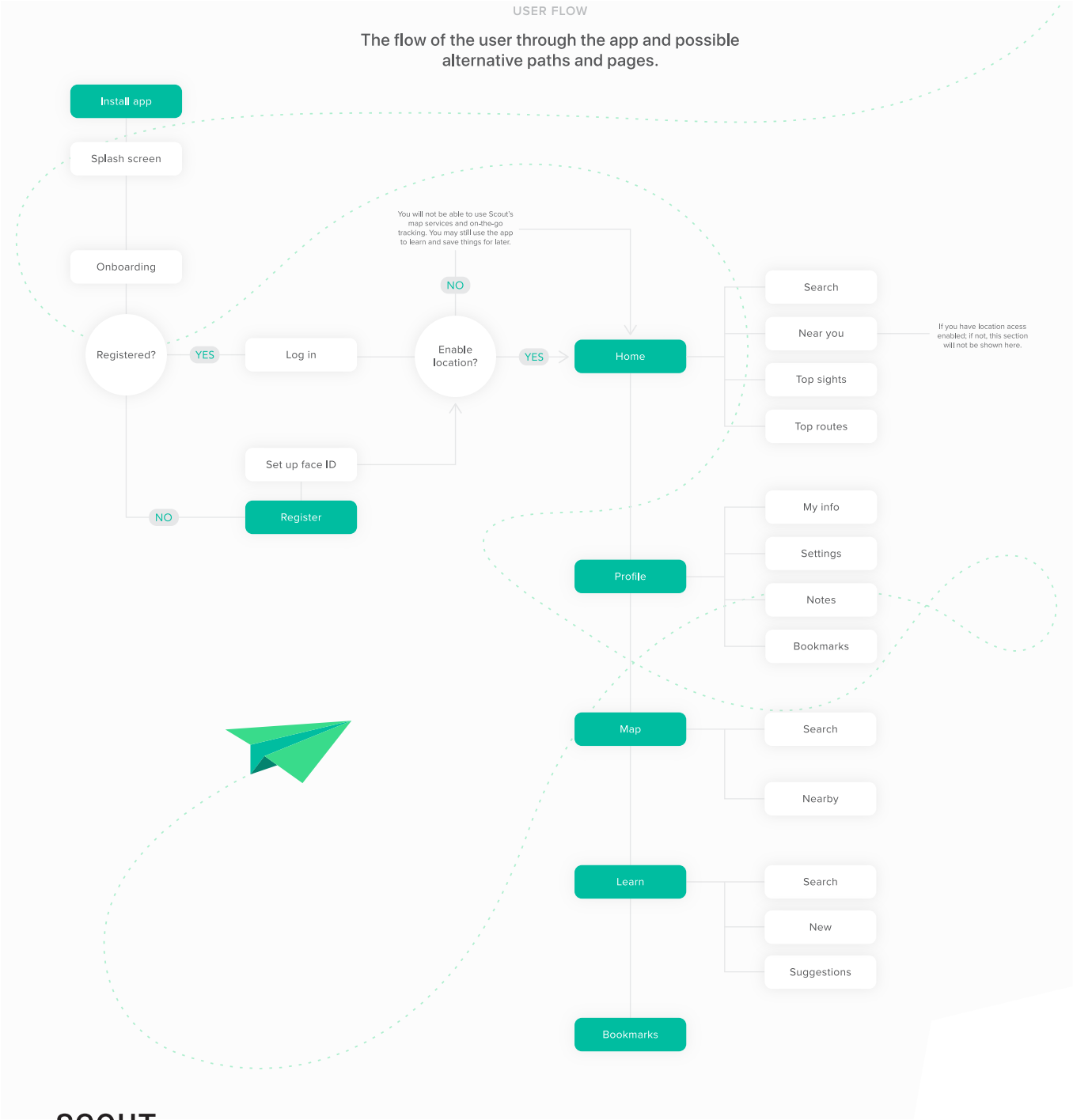
MOUNTAINTOP

Digital Painting

This painting was done digitally using Procreate on an iPad Pro and took two hours to complete, featuring a snowy mountaintop during a warm sunset.

GRAPHIC DESIGN

graphic design

USER INTERFACE

USER FLOW

The flow of the user through the app and possible alternative paths and pages.
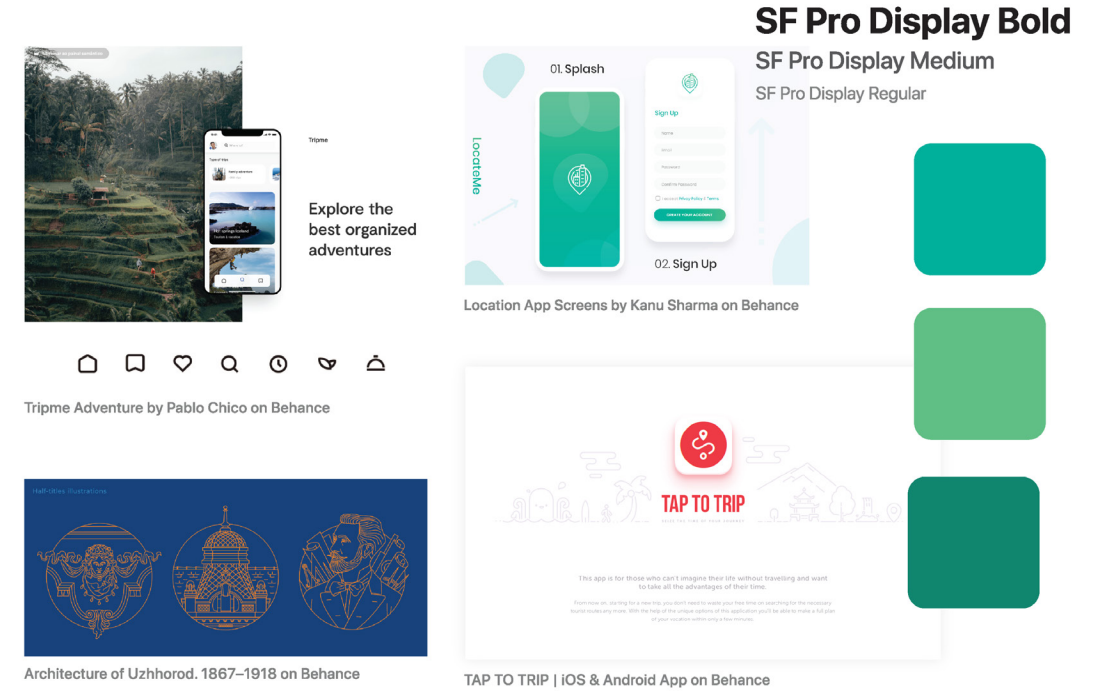

SCOUT

UI/UX Design

Scout is a history & culture-focused travel app intended to promote more meaningful tourism and to engage visitors, and even locals, with the rich background of the city or country. While this interface design focus on the app's appearance and functionalities in the city of Rome, the idea could easily be applied to more locations and reach a broader audience.

INITIAL RESEARCH

At this stage, my intention was to create a printed booklet, so my research consisted of looking through travel guides and getting better acquanted with tourism in the city of Rome. I also looked at a lot of maps. A lot.
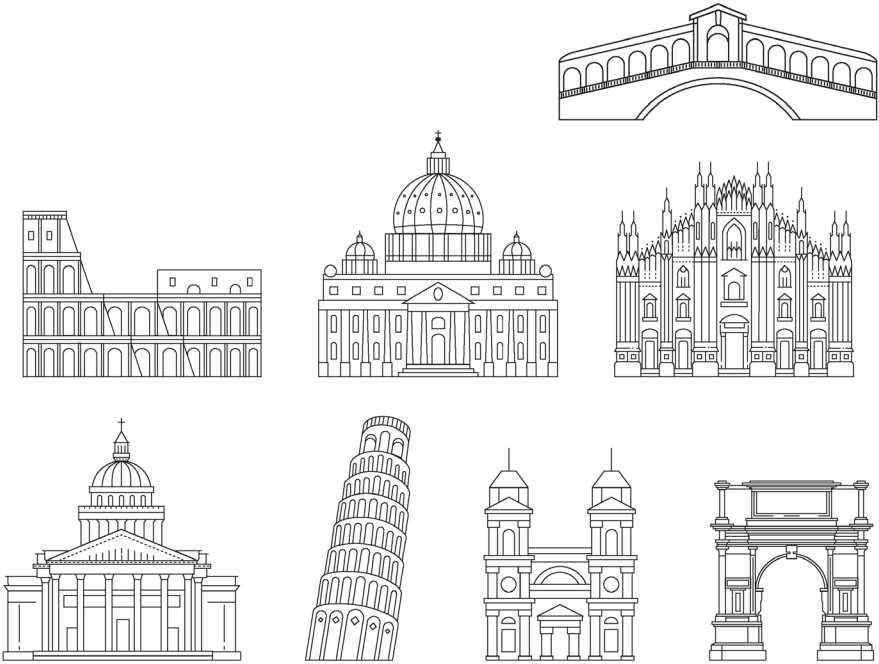

MOODBOARD

These are some of the precedents I referred to while designing the interface for Scout. As it was my first time designing an app, they were invaluabe to my process.
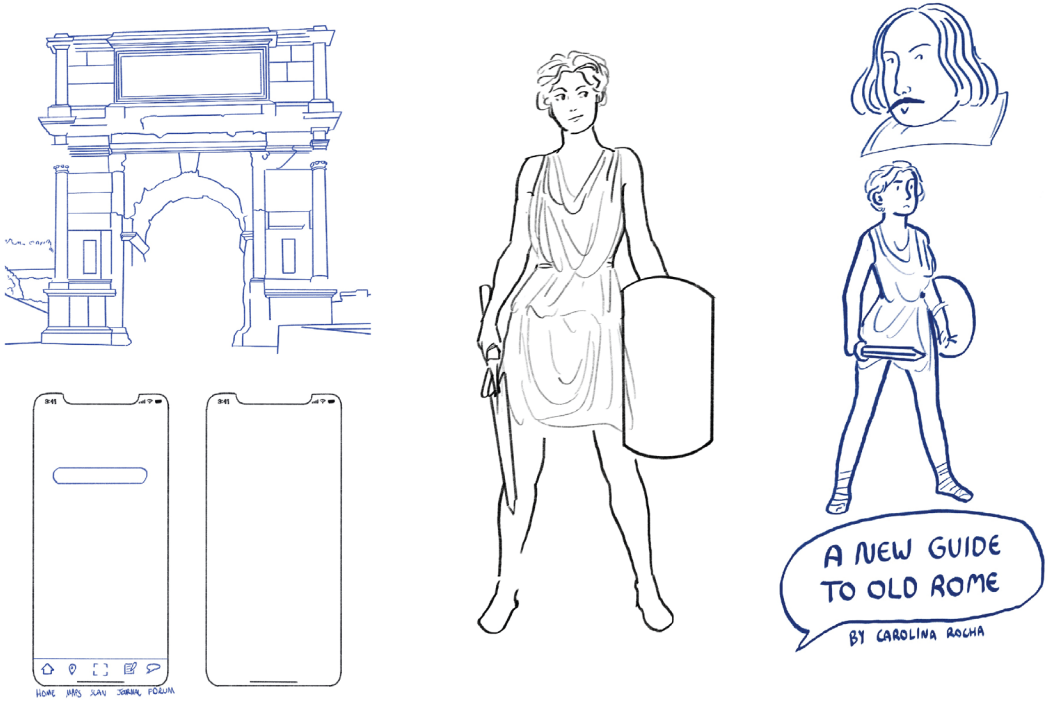
SKETCHES & ITERATIONS

The early stages of developing the illustrations, when my intention was to go for a very sketchy style for the graphics.

SKETCHES & ITERATIONS

Vector line art of Italian landmarks for the app; it was meant to be the final version, but something was missing to give them more personality.
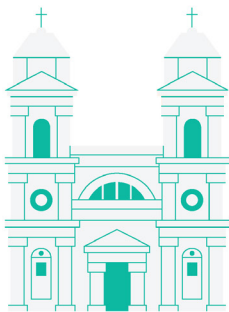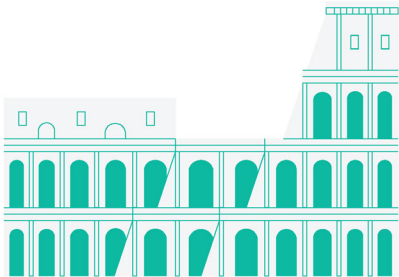
Scout

Scout   Scout   Scout
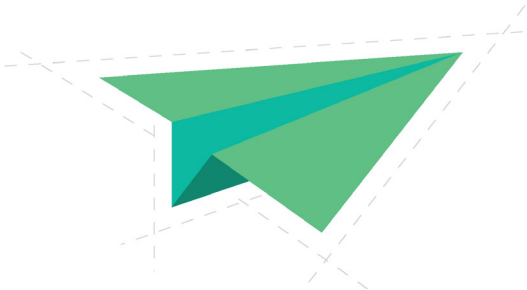
Why "scout"?

The act of scouting means to explore. A scout moves ahead to learn about and survey the area before the group can continue. The app will do just that: aid users in their explorations, promoting a deeper and more cultural experience of visiting the historical grounds of Italy.

SF PRO DISPLAY | REGULAR
MEDIUM
SEMIBOLD
BOLD

USER INTERFACE

VISUAL IDENTITY

PETRICHOR

Treehouse Concept Poster

For most people, regardless of time or place, there is something inherently nostalgic about rain. Many find that it brings them both comfort and renewed creativity, and want nothing more than to cuddle up with a novel or a sketchbook during a storm. Driven by this notion, the Petrichor treehouse functions as more than a shelter, but as a vantage point from which to appreciate the rain. This creative hub is an ideal hideaway for those who feel inspired by rainy days, and the thoughtful design allows for a multisensory experience.

When inside the house, one may cuddle up with a book and look out the large windows, or observe the calming movement of the water as it flows down a man-made waterfall. All the while the room is filled with the familiar sound of the rain as it hits the metal roof, drowing out the distractions. The outside deck in turn offers the possibility of stepping out into the downpour, hold out a hand and feel the raindrops on one's skin. Alas, the Petrichor treehouse is no mere observatory; without need for gears and levers, it tames the rain and effortlessly guides it through its angles and curves, almost like a living thing.

SHUT UP,
JUST VOTE

It's the vote that counts.

SHUT UP, JUST VOTE

Social Marketing Campaign in collaboration with Sarah Tan and Patricia Lin

This project was a collaboration with felow Design Formation According to Statistics Canada, our youth are more diverse, connected, socially engaged and educated than ever before. They are twice as likely to keep up with the news and current affairs than older Canadians, and the majority actively volunteer, donate to charitable organizations, or are part of some sort of association. And yet, youth aged 15 to 34 are less likely to vote in federal elections than their elders. *Shut Up, Just Vote* is a campaign that will change that.

This campaign will target primarily 18-24 year olds by taking a digital-based approach. Our targets are heavy users of social media, and are generally concerned about social issues and current news, so our aim will not be to make them aware of said issues, but to challenge the "like culture" that's now seen as a form of activism. Through this campaign, we will inspire real action by informing your people on the ways their vote can bring abour meaningful change, thus raising their commitment to the cause.
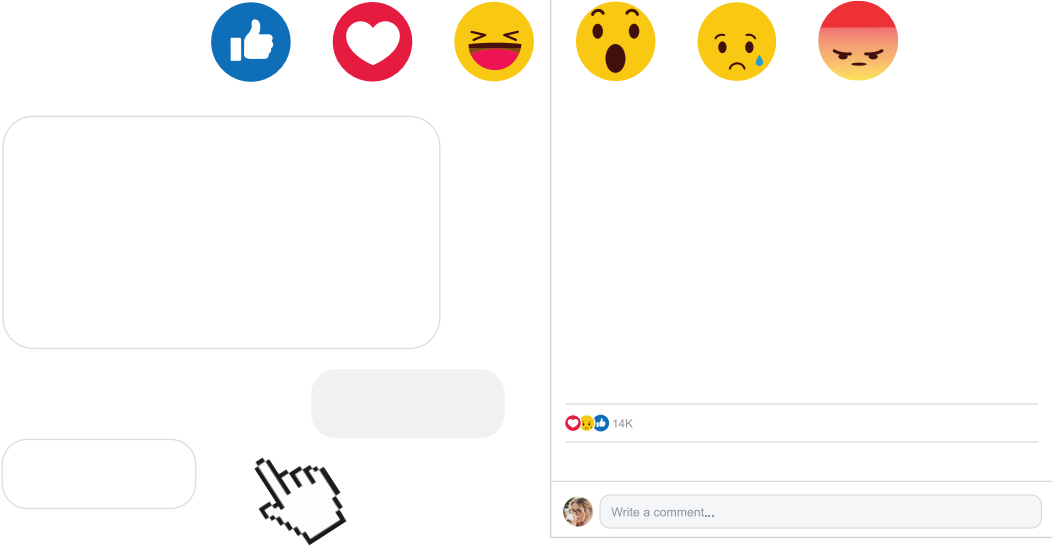
EVOLUTION

SKETCHES
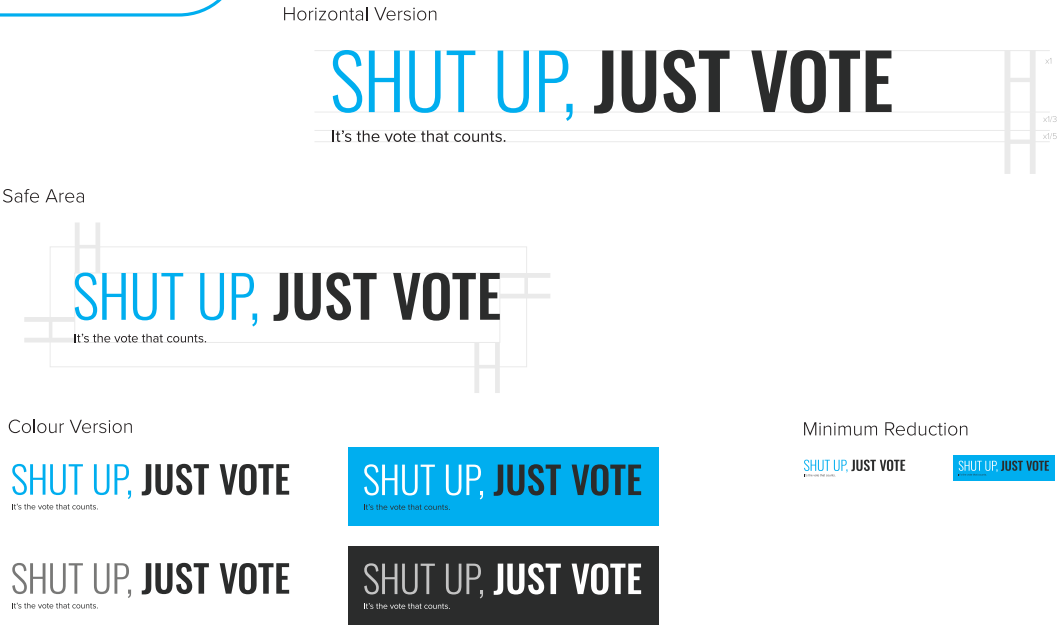

GRAPHIC ELEMENTS
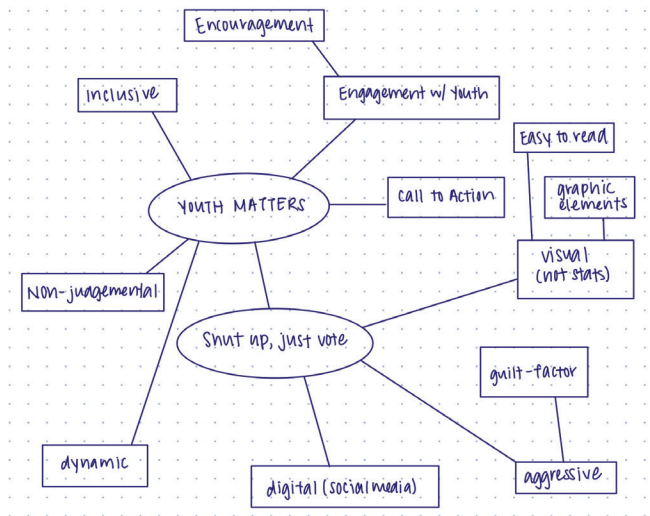
YOUTH MATTERS

Youth Matters is a Canadian non-for-profit organization that has been educating and empowering youth since 2010. We are committed to guiding young Canadians to participate and engage in the politics, environment, and people around them. We want the youth to take ownership of their own actions, strive for excellence, and ultimately, to create a lasting impact in the world.

Shut Up, Just Vote is their newest campaign which encourages young Canadians to exercise their right to vote by sheding light on the practical uselessness of today's social media "like culture."
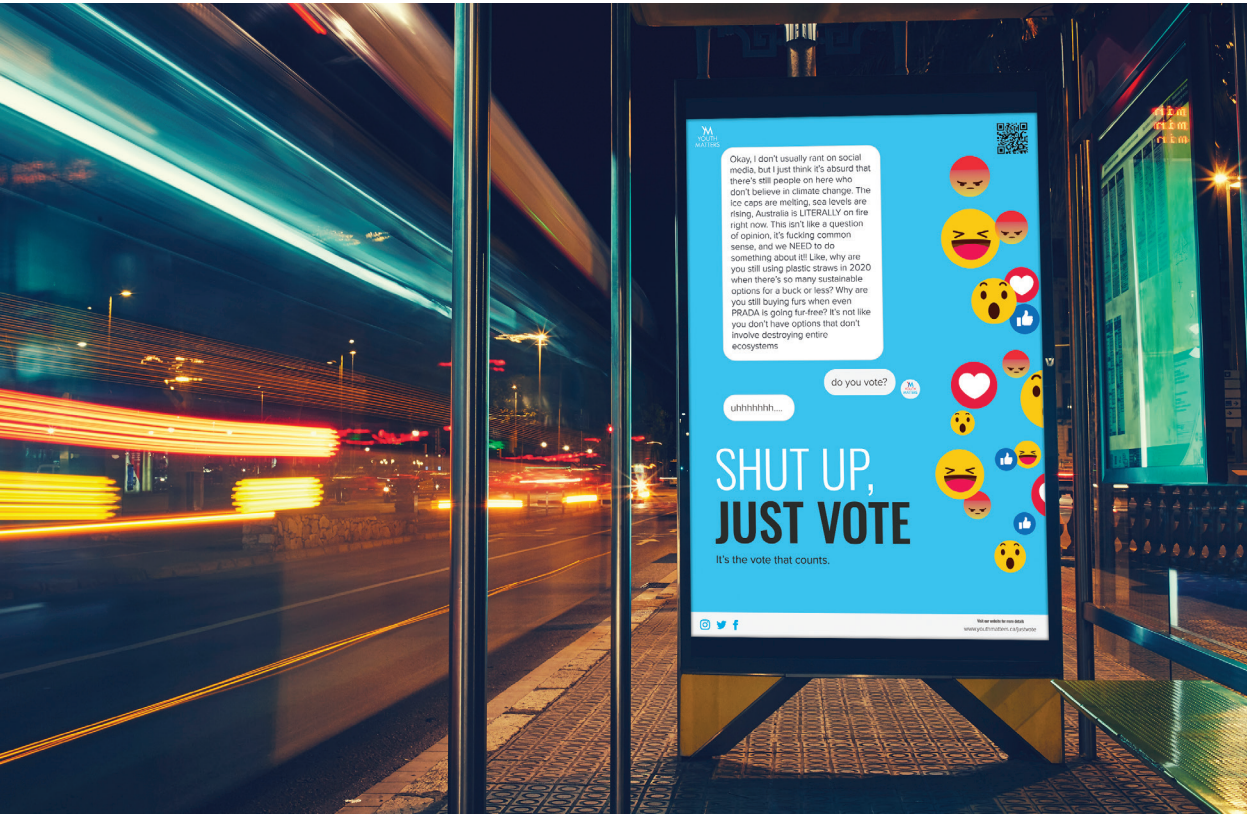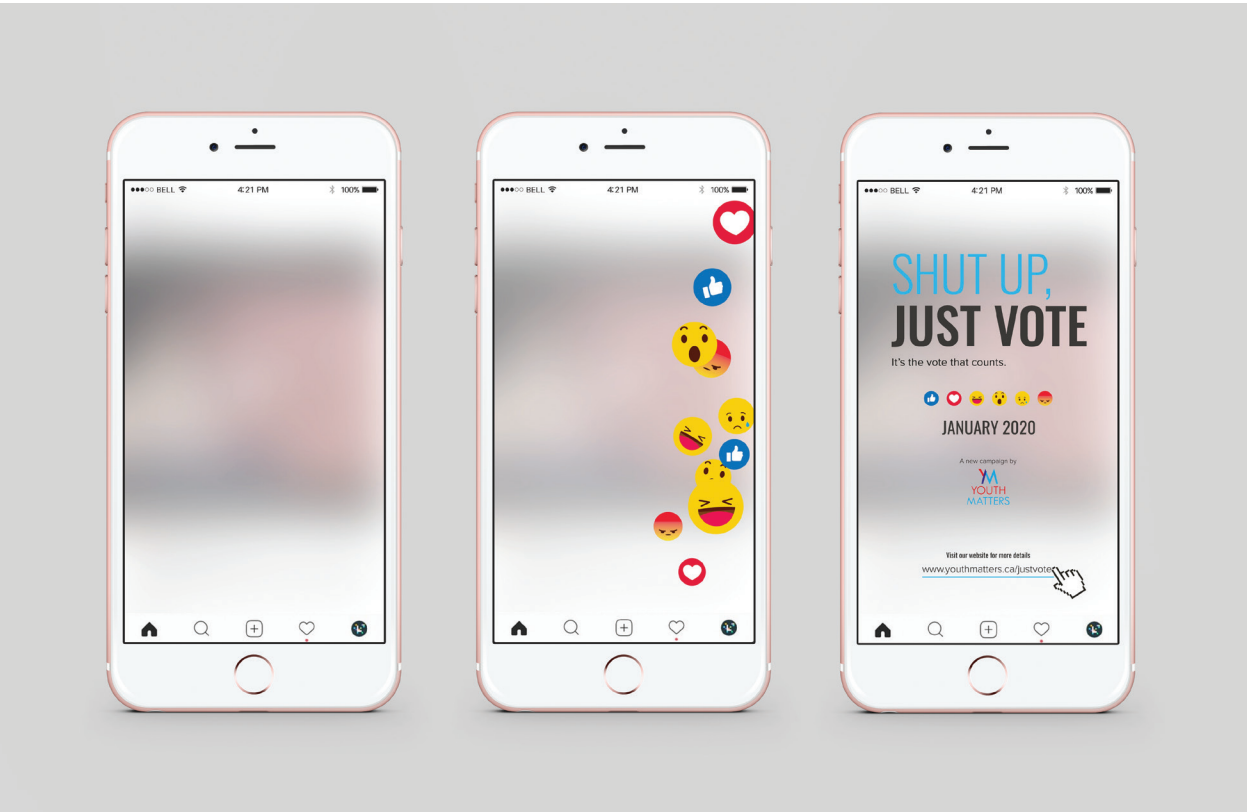
BRAND STANDARDS

Horizontal Version

SHUT UP, JUST VOTE

It's the vote that counts.

Safe Area

SHUT UP, JUST VOTE

It's the vote that counts.

Colour Version

SHUT UP, JUST VOTE
It's the vote that counts.

SHUT UP, JUST VOTE
It's the vote that counts.

SHUT UP, JUST VOTE
It's the vote that counts.

SHUT UP, JUST VOTE
It's the vote that counts.

Minimum Reduction

SHUT UP, JUST VOTE

SHUT UP, JUST VOTE

Lin | Rocha | Tang   7

VISUAL IDENTITY
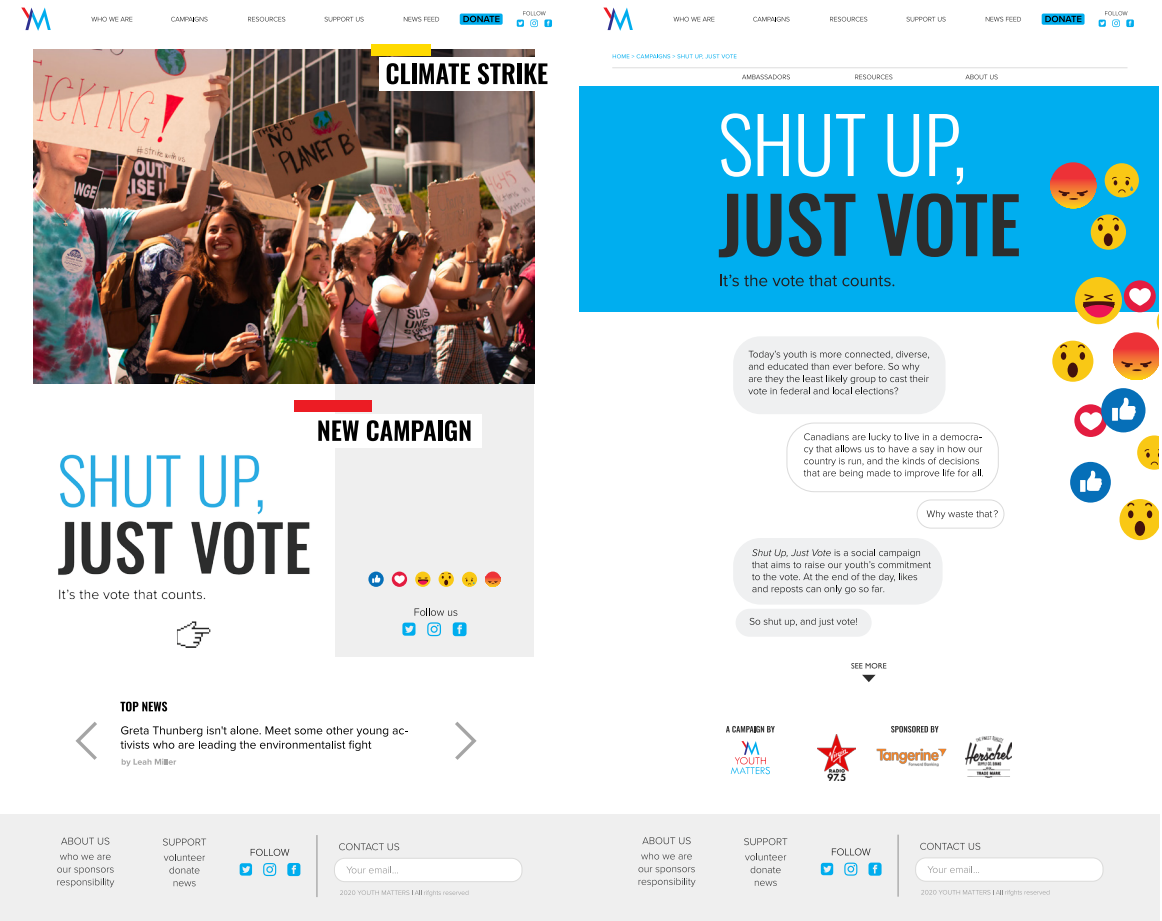
WEBSITE

POP UP MESSAGE & BUS AD

SPACIAL DESIGN
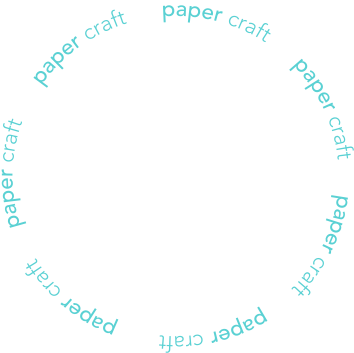
carolina rocha　　Portfolio
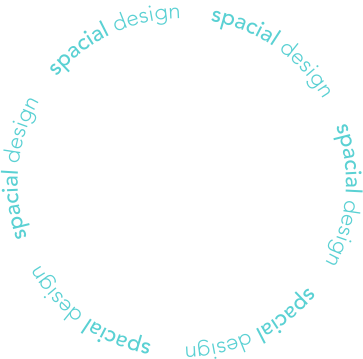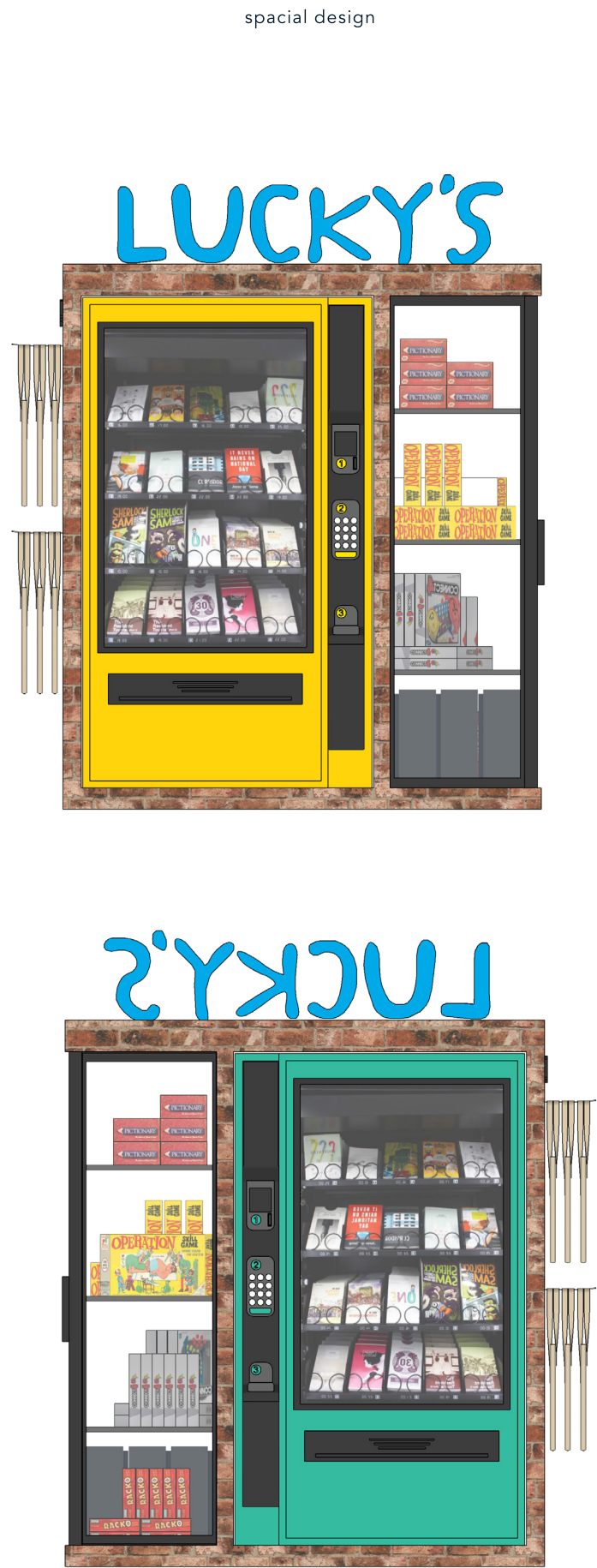
LUCKY'S TO-GO KIOSK

Commercial Space Design

The purpose of this project was to select a locally owned Vancouver boutique and create a 6'x3' kiosk booth for that brand. My pick was Lucky's, a small independent bookstore and publisher that for 25 years has sold graphic novels, games, comic books, and memorabilia from their downtown location. I selected Lucky's firstly because of my love for books and all things nerdy, ands secondly because the brand is overflowing with personality, and I knew I could create something fun. While I originally intended to design a Star Wars themed booth, the worldwide quarantine and demand for at-home entertainment led me to a new concept: a vending machine for books and games. Eliminating the need for a clerk, it would function much like a normal vending machine; make your selecton, pay for it, and take it to go in one of the Lucky's branded tote bags readily available at the booth!

PAPER CRAFT

paper craft

PAPER COUTURE 2019

High-end Prop Making

An ever-evolving staple of the Design Formation program at Langara College, this project calls for students to replicate a couture gown of our choice entirely in different stocks of brown and white paper, using things like glue, tape, and pins for embelishment. My gown, a Versace piece custom-made for Zendaya, an American actress, to wear to the 2018 Met Gala, was an interpratiation of the year's theme, *Heavenly Bodies: Fashion and the Catholic Imagination,* and made to resemble the armor of Joan D'Arc. This presented me with the unique challenge of making paper seem like metal, which I achieved by neatly layering clear tape and textured paper on a skeleton of brown tape and with many, many thumbtacks. I replicated the chainmail by attatching sheets of spray booth paper filters by their individual ends to create a seamless pattern.

THE YEAR OF THE PIG

2019 Lunar New Year's Wreath

Constricted to one sheet of red paper and half a sheet of gold, the wreath was to be a dimensional piece that reflected traditional paper cutting techniques along with classical Asian motifs. My wreath carried symbols of good fortune into the new year—kumquats, chrysanthemums, and the upside-down character Fú, which calls for good luck to arrive into a household— and celebrated the Chinese myth of the great race that determined the Zodiac, specifically how the pig came to be 12th. All its elements were handcut and assembled, with the background pattern in particular taking over 7 hours to cut, and the pigs were my own design.