

Jessica Morrison

PORTFOLIO

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BRANDING

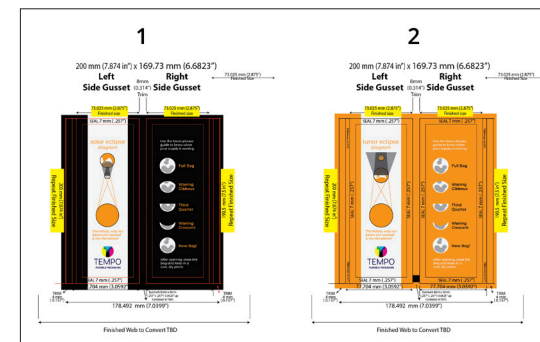
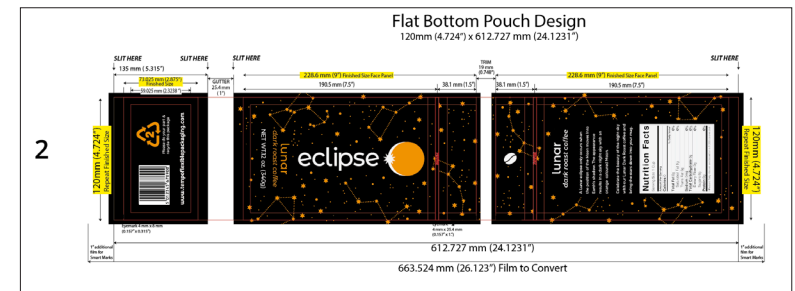
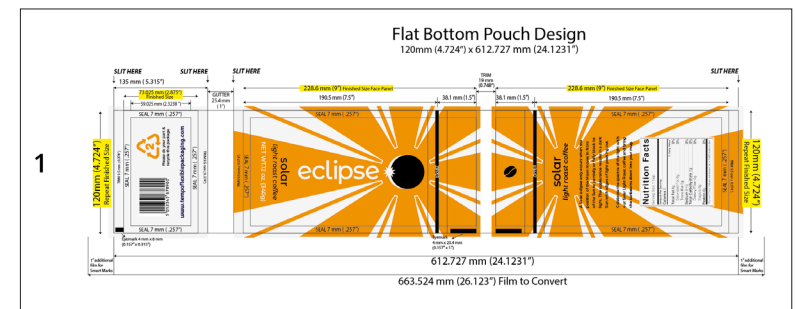
Developed detailed branding guidelines for a fictional life coaching company. Translated those into a brochure for the company.



PACKAGE DESIGN

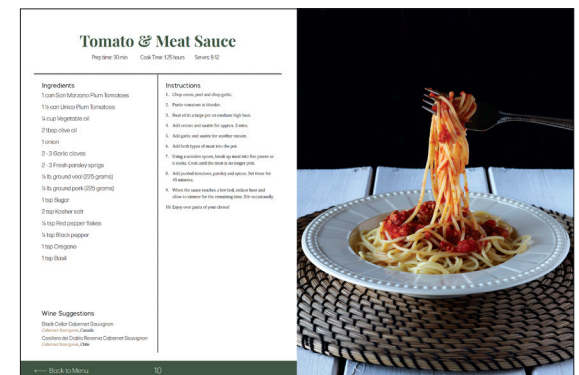
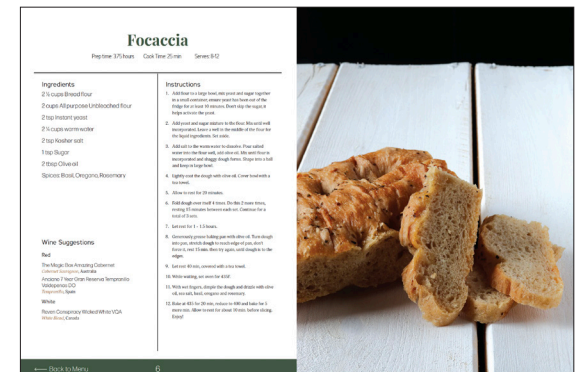
Utilised artistic knowledge to develop a set of shelf-ready coffee packages.

Won 1st place in Tempo Flexible Packaging competition.



EDITORIAL & PHOTOGRAPHY

Designed layout and copy for Italian cookbook.
All photos utilised were taken and edited by me.



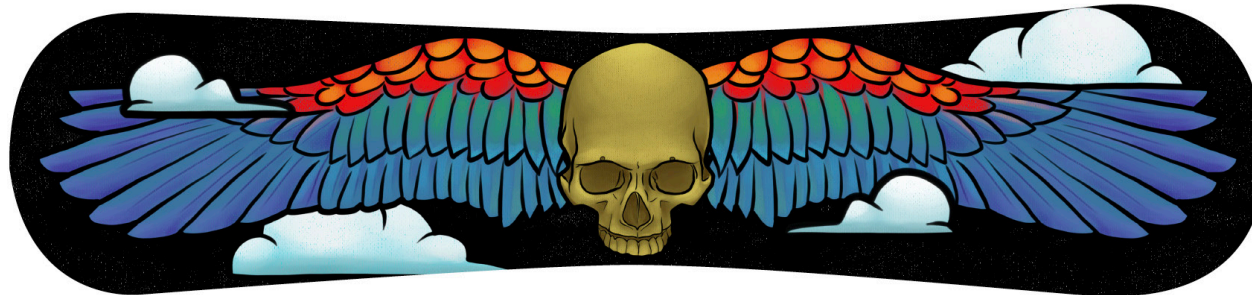
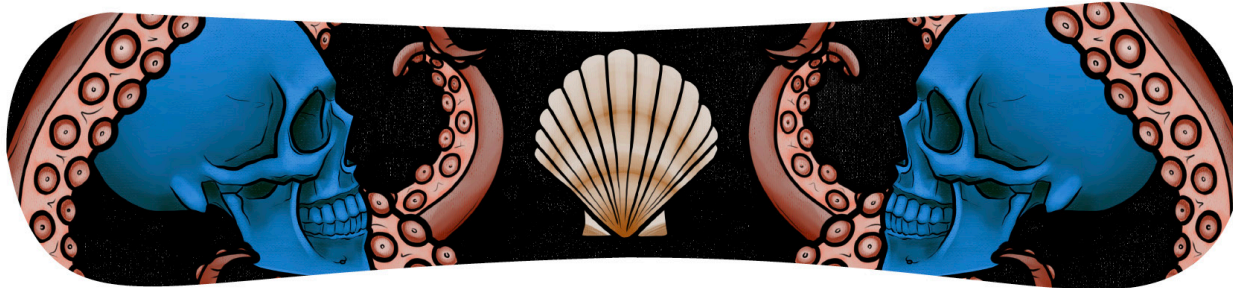
MENU DESIGN

Developed menu design and branding for fictional cafe



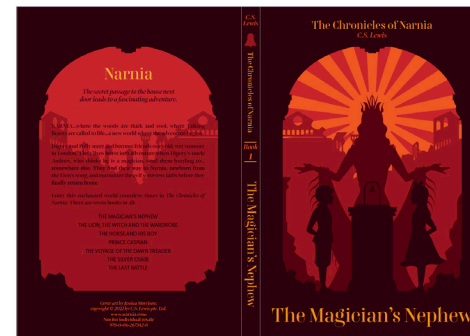
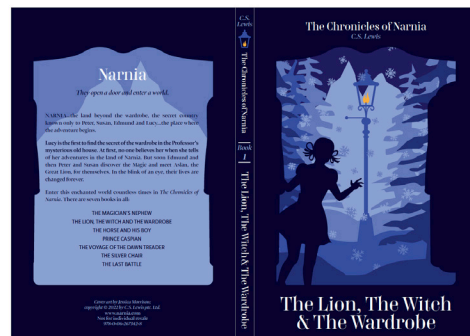
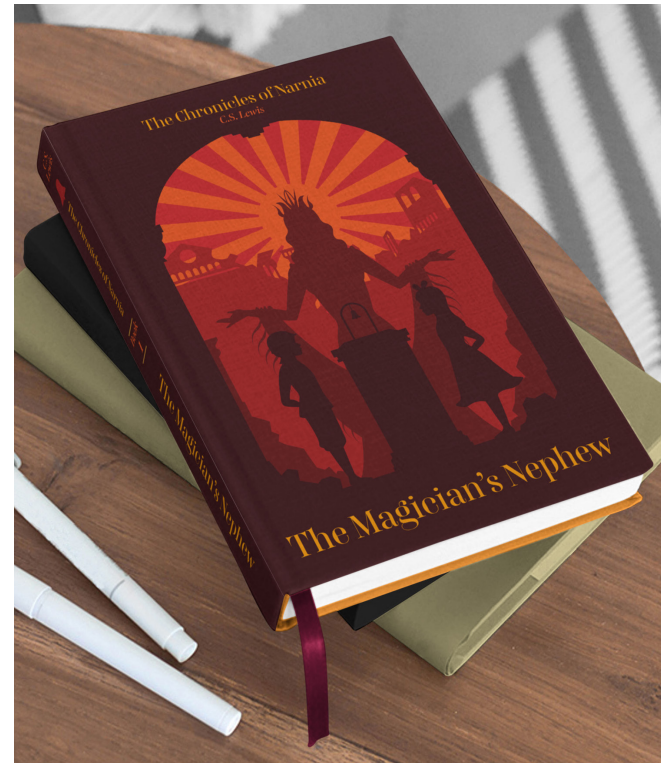
DIGITAL ILLUSTRATION

Utilised fundamental traditional art skills to create digital drawings of 3 cohesive snowboard designs.



DIGITAL ILLUSTRATION

Utilised fundamental art skills to create digital illustrations of 2 remade book covers.



PACKAGE DESIGN

Understanding of typographical hierarchy and negative space to develop a remade wine label.

