



GRAPHIC DESIGN

PORTFOLIO

MOHAMMED USMAAN SULEMAN

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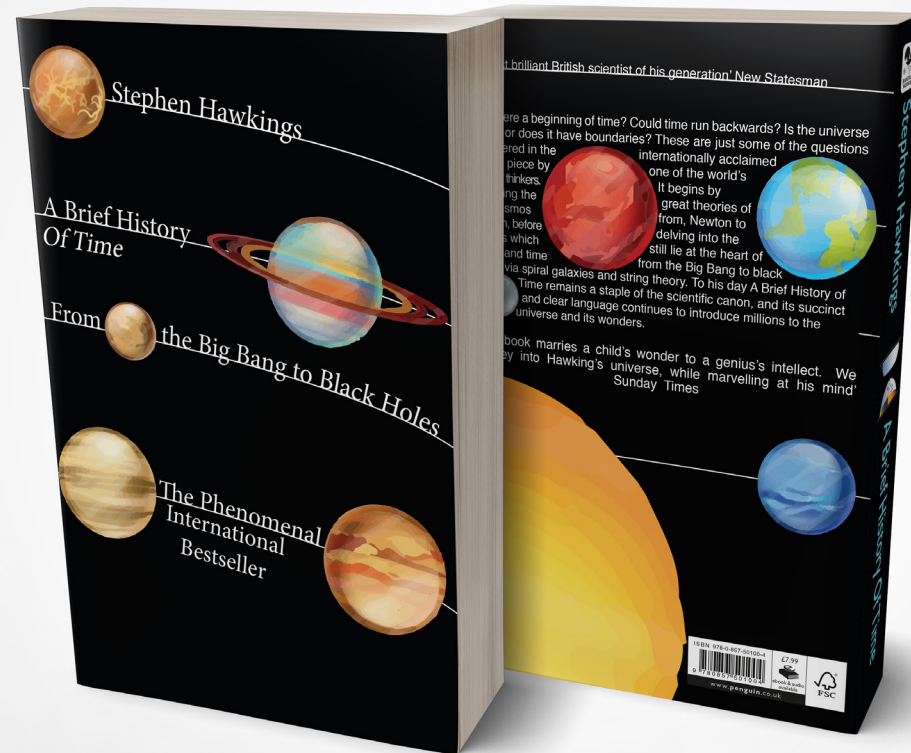
ILLUSTRATIONS





These are illustrations which I do in my spare time as a hobby. I have a passion to make illustrations for different artists. I find doing this interesting and it helps me develop my design work and gives me more experience within the design industry. I also find this very therapeutic to do as a hobby.

STEPHEN HAWKINGS BOOK DESIGN



This brief is based on "Stephen Hawking" which involved me to redesign a book cover for one of his books called "A Brief History Of Time". I decided to show my artwork within my illustration work, by using some of the different planets on the front and back page of the book. I learnt a lot within this project such as a broader knowledge on book design and layout of books and felt this was an interesting project to work on. I completed this piece of work mostly with Illustrator and Photoshop.

ALBUM COVER ARTWORK



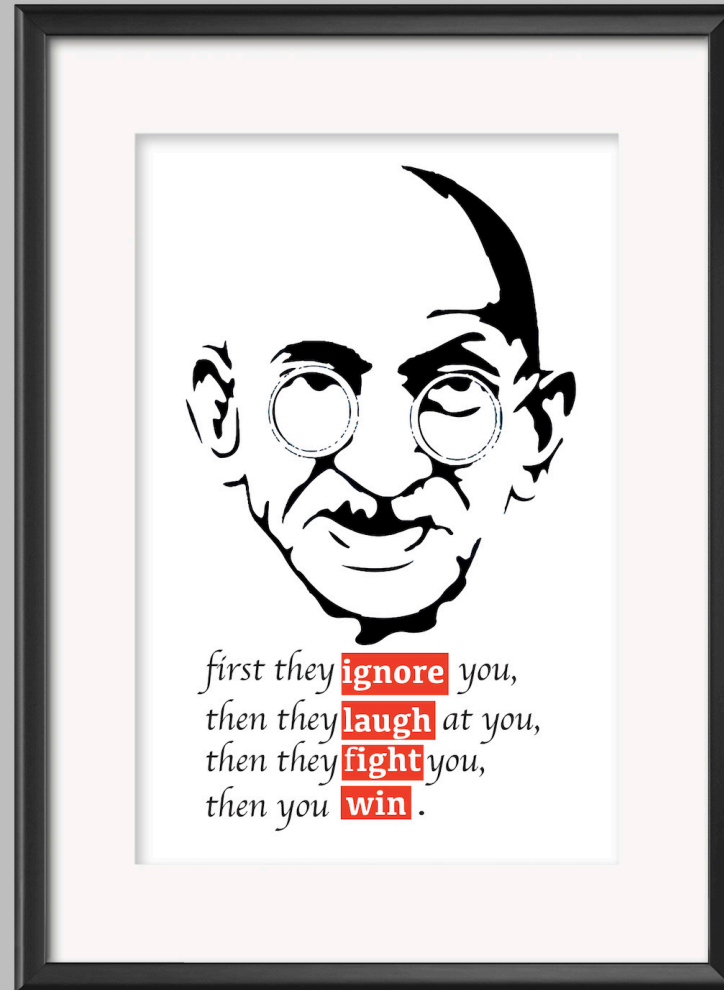
This is showing some artwork which I have designed for a clients music cover. He requested me to come up with an idea which combines with his song called "End Game". Again, I made a few different designs for him to choose the one he liked the most. The final result was to use a cinema 4D affect. I mostly worked on Photoshop and illustrator software and to finalise everything I worked on using the cinema 4D effects. This is a really strong set of artwork which I designed and felt pleased with.

BARNBROOK PROJECT

“First they *ignore* you,
then they *laugh* at you,
then they **fight** you,
then you **win**.”



*first they **ignore** you,
then they **laugh** at you,
then they **fight** you,
then you **win**.*



This demonstrates my work for my BarnBrook project. I based my brief on Gandhi because he is a simple pious man who won millions of people's hearts by simply the way of non violence. He is a role model and sets out very good examples to many people. This task involved me to use the method of stencilling throughout my work and therefore I developed this skill of learning how to stencil. It also involved me to use photoshop and illustration within different types of imagery which also enabled me to enhance my skills in this area. I have illustrated a strong piece of work by using different texts and colours to demonstrate a strong meaning behind the words.

MET TRANSFERS
LOGO DESIGN

Met transfers



Met Transfers





I was asked to design a logo for a mini bus company for one of my clients. The part of the process involved me to design him a variety of different sketches in which he chose the one he most liked. During this time, I kept up to date with my client and kept him informed on the progress of his logo and he thanked me for being so professional and organised. Due to my high performance in this, my client requested for me to work on making him a company website which also resulted in a very positive outcome. Although it can be challenging to keep within meeting deadlines for clients when handling a variety of different bookings, I ensured that I was organised and set myself strict time frames of finishing a few days before the expected due date to ensure that I have enough time to make any changes if requested by my client. My client also allowed me to add my logo to his website as a source of promotion due to meeting his expectations.

PARALLEL LIVES POSTER



Many
of
the
modern
day
diseases
are
airborne

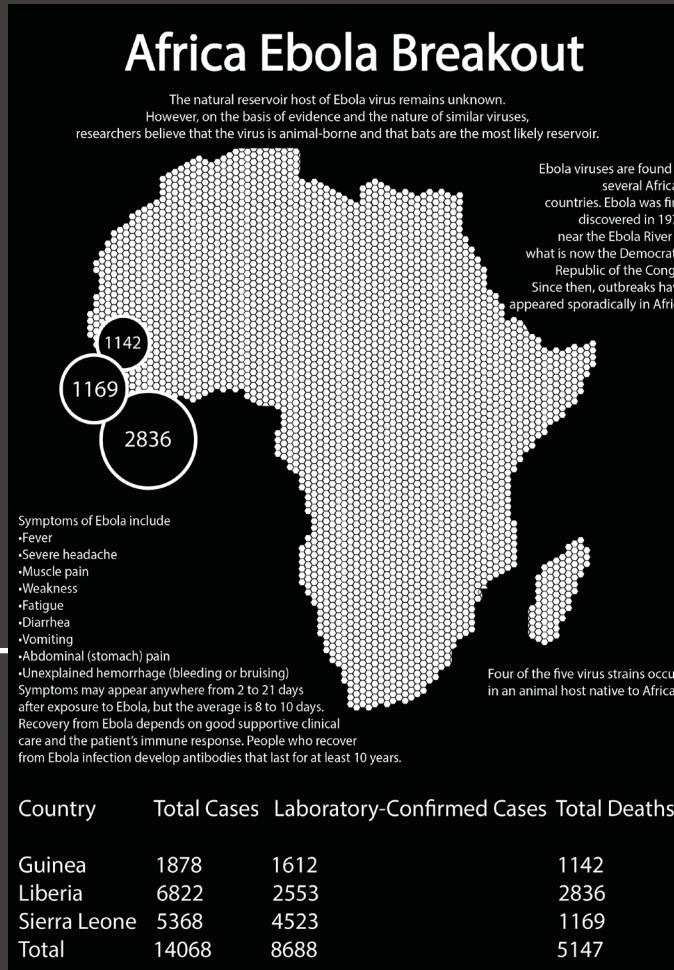


How to stay safe from Ebola disease: Wash hands frequently or use an alcohol-based hand sanitizer. Avoid contact with blood and body fluids of any person, particularly someone who is sick. Do not handle items that may have come in contact with an infected person's blood or body fluids. Do not touch the body of someone who has died from Ebola.



The topic I have chosen for this piece of work is "Ebola". The reason I have chosen this topic is because it is a deadly virus which is spreading around the world. Ebola is a rare but deadly virus that causes fever, body chases, and diarrhoea, and sometimes bleeding inside and outside the body. As the virus spreads through the body, it damages the immune system and organs. This is a topic of discussion which I feel society needs to gain awareness on. Throughout my work, I demonstrated a use of different techniques. I have mainly used illustrator and photoshop to make my art work. I have also learnt quite a lot within this brief such as developing my knowledge on Ebola and also learnt how to use Illustrator and photoshop in more depth.

PARALLEL LIVES INFOGRAPHIC





I made an infographic to show the different places all around "Africa" that the virus "Ebola" has hit. I have shown the symptoms of the virus and what it can do to you, and how one can prevent themselves from getting it. I worked on this mostly in illustrator and used my creativity skills to demonstrate where the virus has mostly been infected by showing a picture of the affected areas of the globe. I experimented quite a lot of different ideas before choosing the final design. Eventually when my final design was chosen, I strongly felt as if this was the most affected design to catch the public's eye as it shows a lot of information about the virus and brings out awareness.

**KENZO & H&M
COLLABORATION**



KENZO X **H&M**



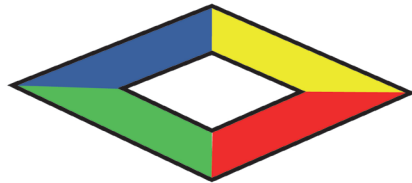
**ANIMALISM COLLECTION
LAUNCH PARTY
8PM, 23RD OCTOBER 2017
H&M, ARKET STORE, 224 REGENT ST,
SOHO, LONDON W1B3BR**



This is now showing a collaboration I have made with Kenzo and H&M. I decided to go with the theme of using animals with humans as both companies use both these resources. This shows an image of a woman combined with a tigers facial features. This is a strong illustration because it gives out the meaning that women are also powerful and promotes equality between women and men. It was very time consuming working within InDesign and Photoshop to create this strong piece of work however I enjoyed making an image to promote equality.

SOCIAL MEDIA ADDICTION

We are trapped in the world of socialising



Social Media
is like drugs
too much of
it makes you
lose your
senses

We are trapped  in the world of socialising





This is demonstrating a social media addiction poster which I created. This again involved me to create a multiple of different designs until I finalised the most eye catching and meaningful one. I have attempted to illustrate the idea that social media can be understood in different perspectives and can be used for different things. This also shows that social media is very powerful because it has the ability to reach a huge number of people in any parts of the globe. This also shows an image of injections being injected into someone's head. This is showing that social media can be very addictive in terms of people in today's society being driven by an uncontrollable urge to log on to or use social media and devoting so much time and effort that it impairs other important life areas. Using Illustrator and Photoshop software helps me with making my work stand out as it gives out a stronger message with its effects that the software offers.

ALPHA BEARDS
LOGO DESIGN

AlphaBeards

AlphaBeards[©] Ltd
TURNING BOYS TO MEN

★ ★ ★
AlphaBeards[©] Ltd
TURNING BOYS TO MEN





This image shows that I used my creativity skills to design a beard oil logo placed in box layouts promoting it for customers to buy. This piece of work involved me making several changes to get a strong piece of work. Again, I mostly used illustrator and photoshop due to the high standards it gives for use of affects. My client was very pleased with his designs and promoted my page for me on social media. He also shared that he recommended me to his family and friends.

REDESIGNING CAMPAIGN

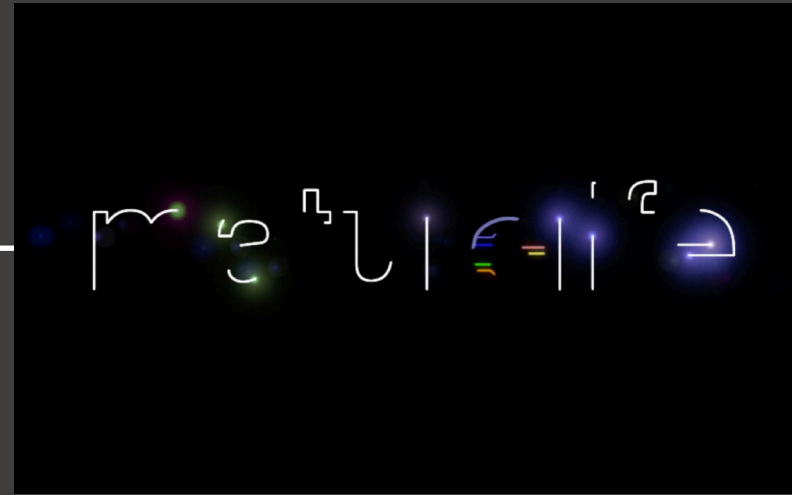
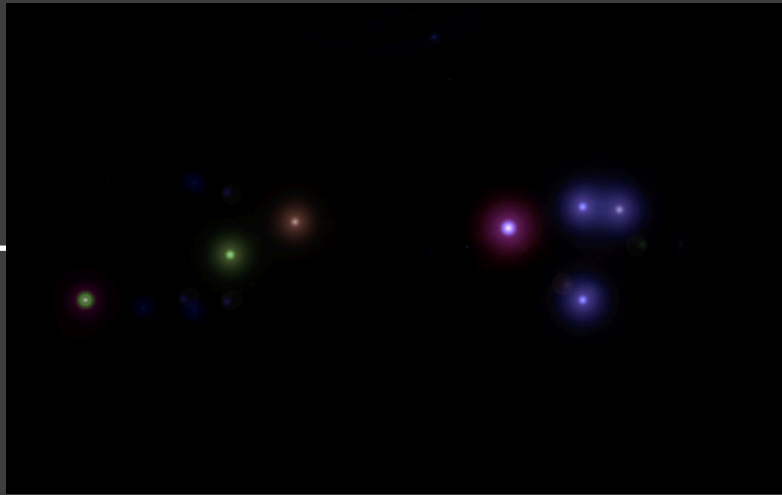




During the redesigning of a campaign, I decided to choose premier league as in today's society there has been a lot of racism going on in football. This piece of work is trying to promote an end to racism. To help me do this, I went out in the environment and took pictures which looked good but were not at a high standard so I could redesign this. I then made an illustration of a full team, which shows eleven players and wrote "stop racism" on the back of each player's jerseys. I used different colour jersey's for different teams but with the same message to indicate that we should all work together. This was a creative piece of work illustrating a positive message of unity leading to a strong awareness for those who watch football.

MATUROLIFE ANIMATION





This is another piece of art-work I created for a client for their upcoming company called 'Matur@life'. This is a company who make different fabric clothing to help the older generation. The idea of this was for people to be able to press the logo button on the clothes which helped the older generation do things such as, warm up their bodies and also massage their bodies. A lot of research and science was involved within this project. The client wanted me to make him an animation to show an intro and outro for the 'Matur@life' logo. I decided to place the logo on the fabric and make an animation which glows so it shows the animation sewing on the logo. My client was very pleased with this work and was amazed by the result. During this, I was able to use my animation skills and by completing this task it made my animation skills become stronger than before and built my knowledge with using Adobe AfterEffects which has now made me feel more comfortable for the future.

COVENTRY REFUGEE





This shows the 'Coventry Refugee' client work which involved me to make an annual report for them. I decided to use animals within the artwork piece however the client had requested me to expand on the idea. This took a few attempts for me to come up with better ideas however eventually I did and my final result came out successful as the client was pleased and took the design forward.

TYPOGRAPHY





Here is my typography project which was on a male who got a life-sentence. To demonstrate this, I decided to make a jail cell and wrote 'freedom is priceless' as the male who went to jail regretted his mistakes and became very emotionally and mentally affected by his wrong decisions which resulted in him asking for another chance to make a change for his children and wife. He made billions of dollars undertaking the crime of money laundering. As shown on the image, I stenciled 'freedom is priceless' and a hundred dollar bill on my art-work to show the emotion of his pain and his worth. This piece of artwork would be promoted on the streets because it targets the youth of today's generation and gives out the message of "think before you do". It also shows the struggle of the male in jail and shows that wrong decisions can escalate to punishments.