

Ariana Choi

Portfolio

Created in:
2020–2021



Hello!

My name is Ariana Choi.

I have a passion for **Graphic Design**, & love making people smile through my works. I strive to learn new things to become a better designer.

Hope you enjoy reading my portfolio.

Cheers!



01 Digital Pieces

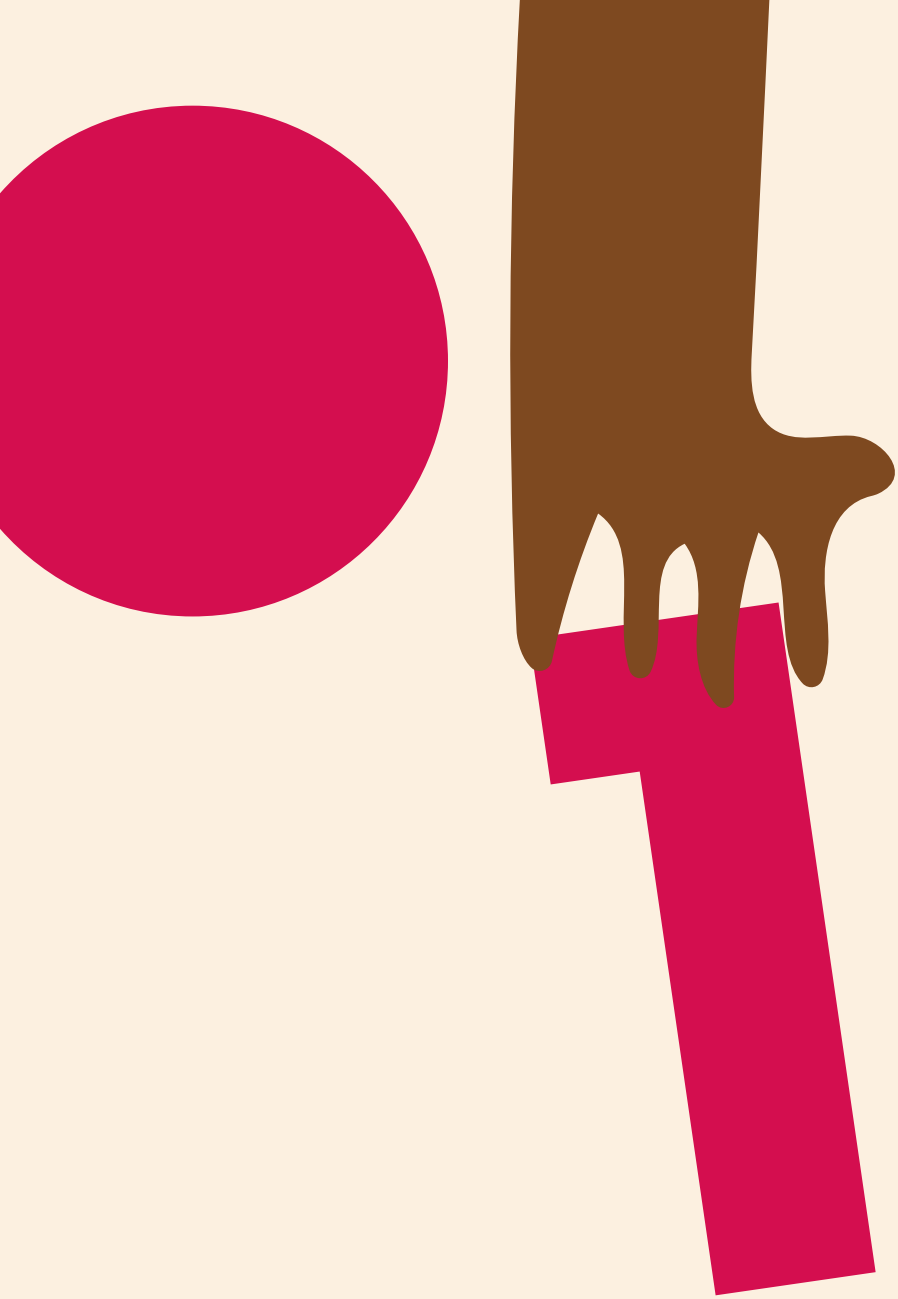
Pages: 2-12

02 Other Medium Pieces

Pages: 14-18

03 Sketches

Pages: 20-23



Digital Pieces

01

Ouioui

Packaging Design

I created a skincare packaging design for the Packaging Design Project. This was to be created based off of my style: fun, modern, and minimalistic.

As I was working with skincare, I figured keeping a nude color scheme with splashes of color would fit best. I came up with my brand name, “Ouioui”, as it is a saying my friends and I like to use on a daily basis.

Medium: Sketched & recreated in Dimension

Size: 17 X 11 in.





02

Lost

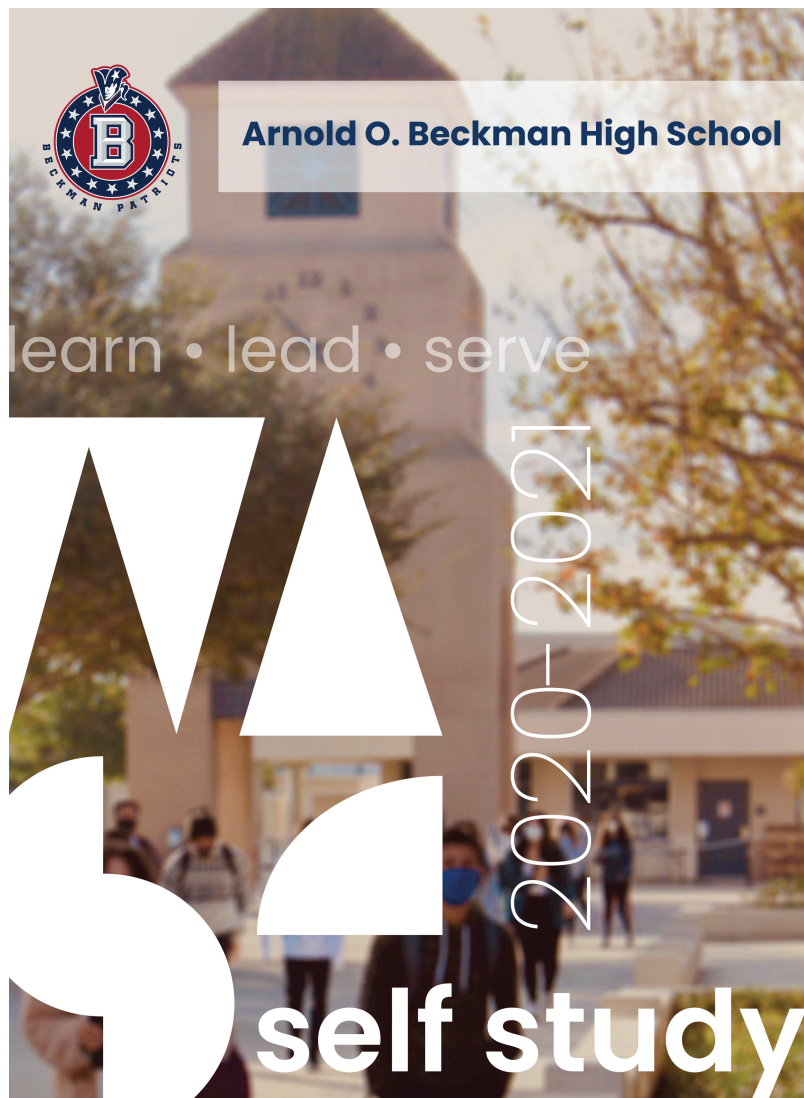
Sustained Investigation

For my Sustained Investigation of the AP Portfolio, I created pieces on the theme of lost: we become lost from genuine human connection as we become so immersed with technology. I focused on shape, space, emphasis, and contrast.

Each round, I reflected, asking questions like: How can I use contrast to make the emphasis feel out of place? I challenged myself and grew as a designer.

Medium: Sketched & recreated in Illustrator

Size: 12 X 12 in.



03

WASC

Multi-Page Media

WASC is the Western Association of Schools and Colleges.

The client requested for a cover, chapter, and sub pages based on the four traits of Beckman High School: Arts, Academics, Athletics, Activities, & including their statement: Learn, Lead, Serve.

Incorporating motifs of circles and lines, this communicates the theme of connection; each trait ties with each other.

Medium: Sketched & recreated in Illustrator

Size: 8.5 X 11 in.



04

Graceful

Foreign Language

The message of exhibiting an idea without the need to understand a language to grasp what is being conveyed is displayed through each piece.

I created posters based off adjectives describing people, using only Korean.

For the graceful piece, I found a makeup brush from a magazine, and transformed it into a ballerina.

Medium: Scanned magazine & designed in Illustrator

Size: 8.5 X 11 in.

05

Chasing Light Studios

Stationery Set

Chasing Light Studios is a creative film & photo production company.

I assisted in creating a logo for them, in which I designed a word-mark as the client desired a simple and modern style. The client also requested to have the color scheme as monochromatic blue and gray.

After completing the logo, I created a sample stationery set.

Medium: Sketched & recreated in Illustrator

Size: 17 X 11 in.



Limited time only at the Beckman Holiday Store!

blessing collection.

handcrafted earrings by Ariana Choi



materials: silver & acrylic

background:
Opening Night
is a dense and
difficult 1977 film-student favorite
directed by John Cassavetes, a
champion of improvisation, cinema
verité, and working outside of the
Hollywood system. Again, she picks
up on his face. "Yes, it's exhausting.
But with *Opening Night*, I think
the ultimate couple because they're
both beautiful and talented actors,
but she's a naive they're husband
and wife, made as to her, to me
that's the ultimate love. She's
so natural. She's doing the
you're told not to do. It's nice to see
someone throw away the rules away.
Not to mention there are a
quintessentially New York couple
and though Kravitz grew up in
Los Angeles, the East Coast is in her
blood. "I feel most at home in
L.A.," she says. "I've been her

only \$5.00

06

Blessing Collection

Advertisement

The Holiday sale at Beckman High School was where the Art Department sold crafts that they made.

I created flower earrings by laser cutting acrylic, designed to be small, simple, and cute.

With this, I created an ad to promote my earrings.

Medium: Laser cutted acrylic & designed in Illustrator

Size: 8.5 X 11 in.



07

Tru Blu Poster

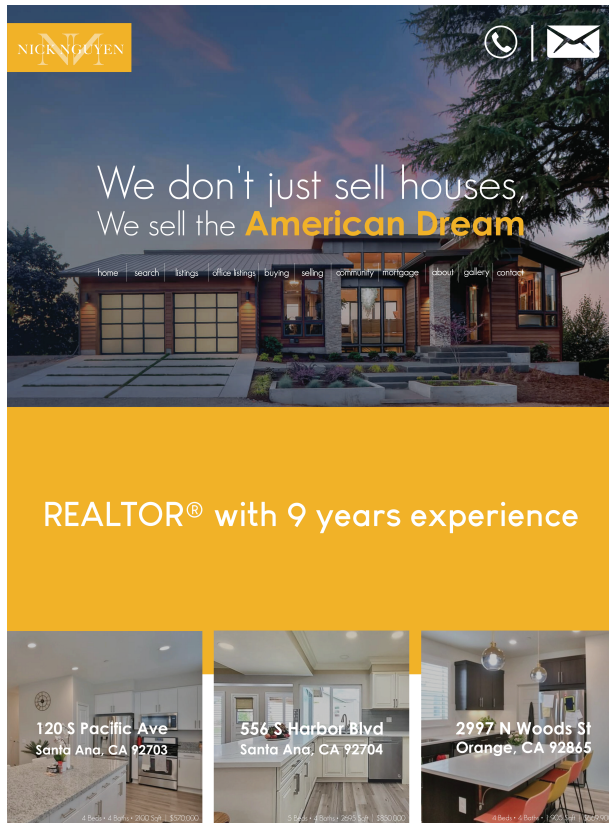
Poster

The Tru Blu Poster was a poster listing the traits of what makes an idea Beckman Student: Trustworthy, Responsible, Understanding, Benevolent, Leadership, and United.

I created the poster based off of the 80s style and included the phrase "Be Beckman". This poster was placed in teacher's classrooms.

Medium: Sketched & recreated in Illustrator

Size: 11 X 17 in.



LISTINGS —————>



08

Real Estate Website

Web Design

During my internship at Advent Pacific Technologies LLC., I assisted in creating a website in regards to real estate.

The client desired a modern, simplistic style, with only the color yellow throughout the website.

Medium: Sketched & recreated in Illustrator and Wordpress

Size: 1366 X 2134 px.



Technology



Innovation



Design



Entrepreneurship

09

Legacy Magnet Academy

Logo Design

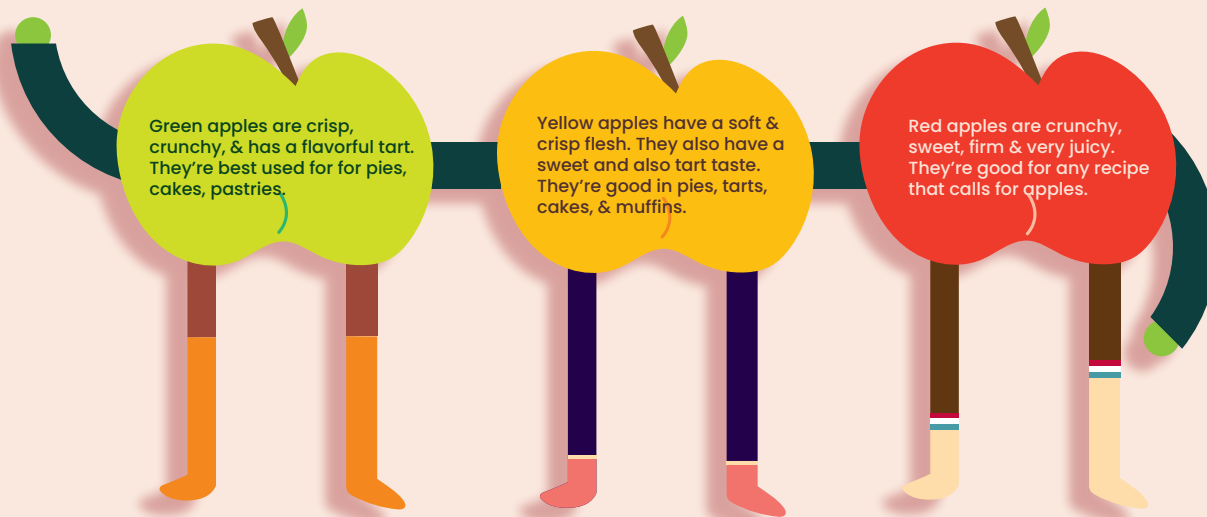
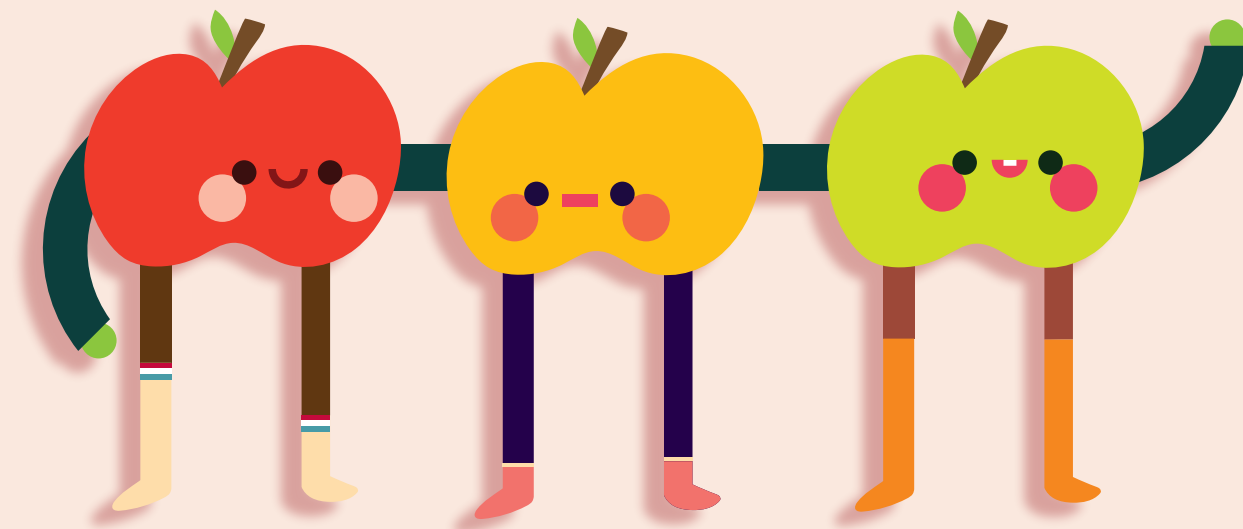
The Legacy Magnet Academy is the new magnet school in TUSD.

The client requested a logo and icons of their traits: T.I.D.E (Technology, Innovation, Design, & Entrepreneurship). Their symbol of the wave was also included.

For the logo, I made a combination logo of a pictorial and wordmark. Negative space was used to spell out T.I.D.E for the icons.

Medium: Sketched & recreated in Illustrator

Size: 11 X 17 in.



10

Apples, Apples, Apples!

Brochure

The "Apples, Apples, Apples!" brochure is an informational brochure about the differences between red, green, and yellow apples & what deserts/foods they're best suited for.

To make the brochure fun and interactive, I created them to be apple figures, each with different emotions.

Medium: Sketched & recreated in Illustrator

Size: 11 X 17 in.

feel the

CRUNCH!

Top 3 facts about apples

01

There's so many types of apples out there, ranging from their size, their taste, and color.

Despite these differences, Apples contain no trace of fat, sodium or cholesterol. They're also a good source of fiber.

There's so many ways you can incorporate apples into your diet, ranging from a light snack to a delicious desert!

02

Apples ripen 6 to 10 times faster at room temp. compared to when they are in the fridge.

03

The size in apples can vary from as small as a cherry to a grapefruit! The largest apple that was ever picked thus far weighed a whole 3 pounds!

11

Feel The Crunch!

Editorial Design

"Feel The Crunch!" is an extension to the apple project, and is an article about 3 fun facts about apples.

As the theme is fun and bright, I made the characters interact with the information, as well as tilting the title page.

Medium: Sketched & recreated in Illustrator

Size: 11 X 8.5 in.



Other Medium

12

School

Frank Stella

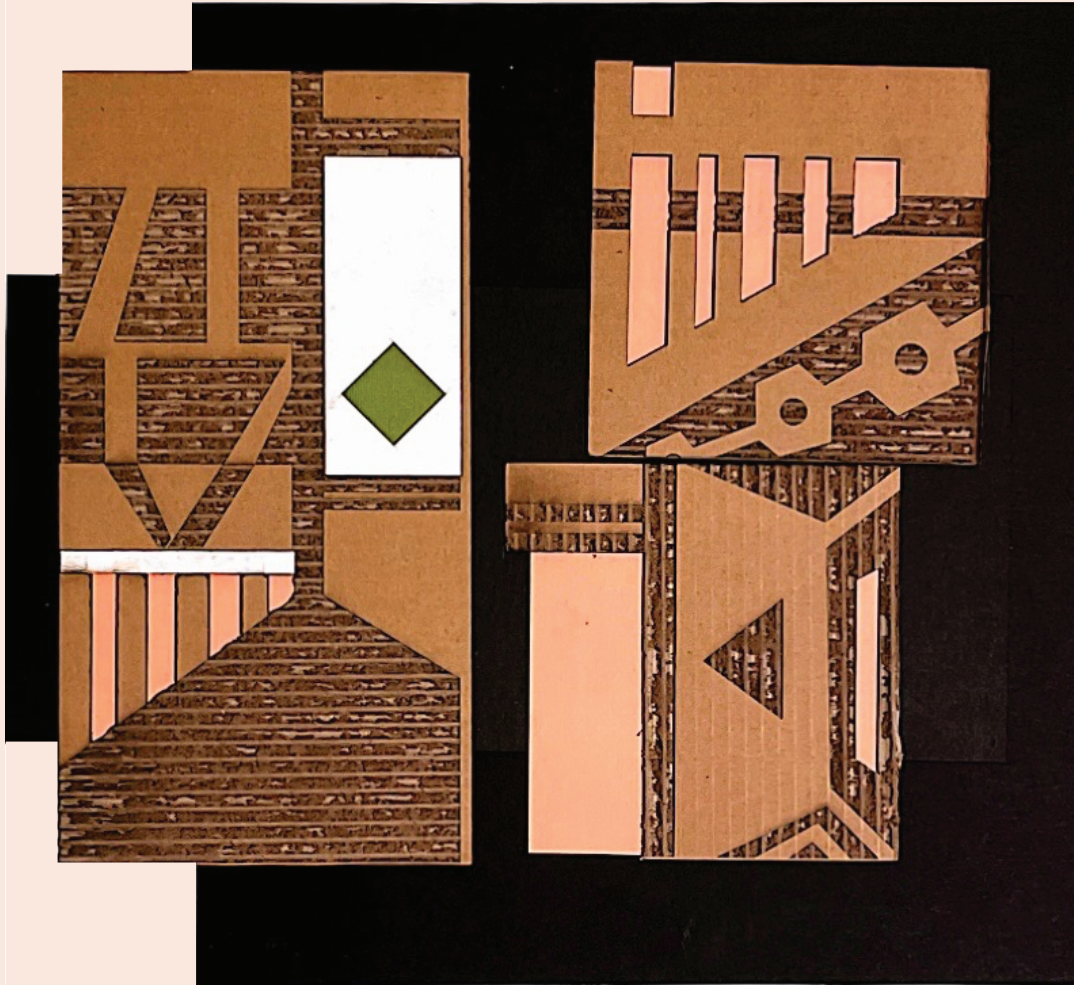
The Frank Stella Project was creating designs inspired by Frank Stella based off of the architecture of my school, Beckman High School.

I based my piece from the stairs, the handrails, and the school doors.

To create my own twist, I decided to split the designs up into 3, created asymmetry by placing the cardboard pieces unevenly, and made my designs more abstract.

Medium: Cardboard cut outs by laser cutter

Size: 16 X 14 in.





13

Name

Letters

The Name piece was created by taking my name and cutting them in random directions and sizes.

Scrambling and shuffling the pieces, I placed them however I desired, allowing my creativity determine which piece went where.

I utilized space, creating an asymmetrical work by crowding the pieces mostly towards the left.

Medium: Laser cutted colored paper

Size: 12 X 12 in.

14

Idaho

CMYK Poster

The Idaho piece was created through incorporating patterns based off of famous landmarks of Idaho such as Idaho Falls, the State Capitol, and mountains.

Using simple, geometric shapes, I created the basic shape of the state. 3 separate stencils for cyan, magenta, and yellow to silk screen were used. By overlapping the colors, secondary colors were created.

Medium: Silk Screen by using stencils

Size: 11 X 17 in.



Ariana Choi
"CMYK"
100

15

Beckman Ornament

Ornament

For the Holidays, the Beckman Ornament was created by laser cutting acrylic. The middle piece was hung on its own through a small jump ring, creating a simple, hollow design. The letter "B" stands Beckman and the number 19 represented the year (2019).

Medium: Laser cutted acrylic

Size: 4 X 4 in.





16

A Snake Spilling SsSecrets

Upcycle

The Upcycle Project was to create a piece out of scrap materials and random items around the house to create something gallery ready.

I used an old shoe box, a zipper, buttons, & magazine papers to create, "A Snake Spilling SsSecrets".

To add emphasis, I took a picture of my piece, and only kept the snake's tongue and pun in color.

Medium: Scrap materials & edited through Photoshop

Size: 9 X 11 in.

A stylized illustration of a brown hand with five fingers pointing down towards a large pink number 3. To the left of the number 3 is a solid pink circle.

3 sketches

OUI OUI (continued)

- Package design! :)

IDEAS →



- monochromatic
- "stack" products



- at an angle for camera view

emphasis



Simple →



Another way to showcase product = laid down



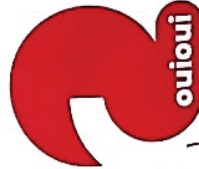
- keeps layout design consistent

New thing to try:

Adobe dimension *

→ ad model packaging design

- render + import to PS to get jpeg version



← logo for OUI OUI

- shape spell out "OUI"



- modern style (sans serif)

looks like smile (negative space)

- minimalist

QUESTION

What direction do I want OUI OUI to go?

- what products will I showcase?
- How do I want to show them?

IDEAS

- 3 items

- 1) moisturizer
- 2) eye cream
- 3) hand cream

- color scheme

- (note) tones since skin care



— eye cream design



— hand cream

moisturizer

Theme

- modern, fun, and cute!

17

Ouioui Design

Sketch

In the early stages of making my packaging design for OUI OUI, I evaluated how the products are displayed, what elements/art of design are used, as well as asking questions for myself.


I chose to go with a modern design as I related it to my logo, which was geometric and sans serif.

Medium: Sketched in sketchbook

Size: 10 X 9 in.

ROUND 3

New ideas!

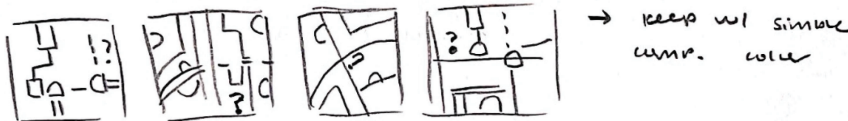
- Instead of circle, make emphasis into  ✓
↳ makes it clear to understand that it's lost

- Brainstorm about being lost = MAPS!



← something like this?

- make more simple ...
- try zooming in?



- make more abstract + zoomed in
- * Try using off the computer? maybe

include texture?

- still kept aspect of geometric shapes, emphasis, and space.

LOOKING AT PIECES

- much easier to tell that message of lost
- using texture (black) and off-screen made unclear? new?
- ↳ but is that necessary ...

QUESTIONS + REFLECTION

REMEMBER: convey message in simple way so don't need to use diff. medium
↳ just go back to digital.

- But what is it about being lost?
- Be more specific, deeper!

18

Sustained Investigation

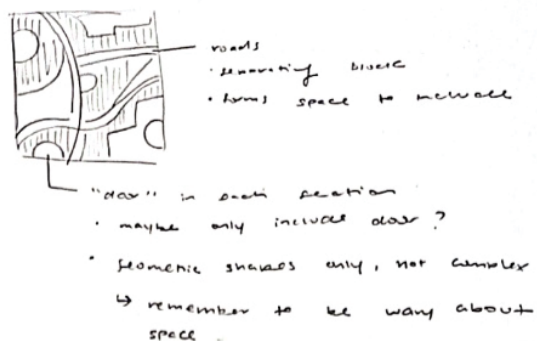
Sketch

Throughout my Sustained Investigation, I drew out my thought process in every round, based on the changes I made.

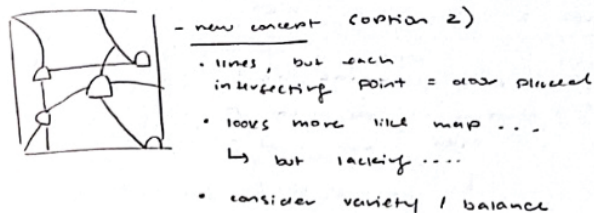
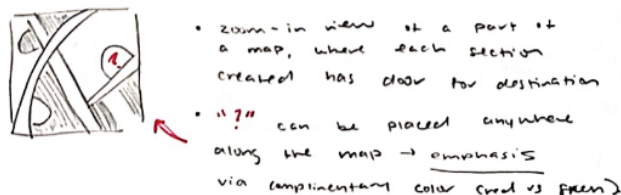
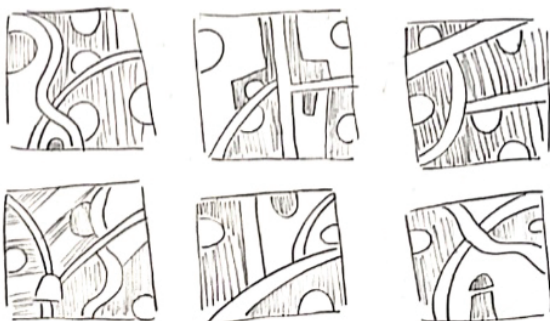
By sketching main aspects of what I wanted to do next, this allowed me to come up with guiding questions such as: What is it about being lost? Be more specific.

Medium: Sketched in sketchbook

Size: 5 X 9 in.



SKETCHES



- difference in size, shape
- still kept the "zoomed in" view of specific area of map
 → more simplistic / less lines / less crowded
- compared to previous sketches, more geometric, rather than shapes pieced together
- emphasis on lines and 1 shape (colour)

materials ideas)

- mixture of cardstock + colored paper?
- one of each?

19 Roads

Sketch

This sketch was also part of the thought process of my Sustained Investigation.

Coming up with the idea of roads in relation to being lost, I sketched a variety of ways how they can be shown.

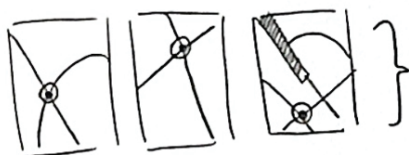
Medium: Sketched in sketchbook

Size: 10 X 9 in.

WASP cover design

- Pick up from last meeting: Lead • learn • serve
 - cover, sub + chapter pages
- ASK = How are they connected?
 - ↳ show that connection through line
- Use pictures from photography (will be shared later)
- Keep consistent so readers will know where each information will be.

ideas → geometric / line / minimal



take ideas I noticed
in last year + now
make it simple.

COVER



CHAPTER



↑
use something
like this
• simple
+ put
the lead
learn serve
throughout

SUB



↑
keep circle
fixed on
top +
word p
side
• allows
photo show
more.

20

WASC Design

Sketch

During the final stages of the WASC project, I wrote down the most important or final decisions that were made.

Doing so, I finalized the design layout for the cover, chapter, and sub pages.

Medium: Sketched in sketchbook

Size: 5 X 9 in.



Ariana Choi

Portfolio

End page