VARIYA TANNIRANDORN PORTFOLIO 2018 COMD 242-05

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PERSONAL STATEMENT

I'm a 5'0 ft girl with big aspirations, born and raised in "the land of smiles." Currently living in Brooklyn, New York. I took a huge leap forward and decided to graduate one year early in 2016 and took a gap year to focus on what matters the most to me – art and traveling. I spent a year solo backpacking in my 45L backpack across the globe. Since I cannot stop my urge to explore the 'unknown', I've spent months in New Zealand and lived in Japan, South Korea and India. Not only learning about myself, but the different cultures around the world. I spent a semester studying fashion design at Pratt Institute, but after doing graphic works, I've found my calling in Communication Design- Advertising Art Direction,

The ' life experiences' that I've gained while traveling has opened up my eyes and allowed me to understand different perspectives and see things around me differently.I believe that art creates questions, while designs creates answers.I just want to create art that would 'shook' my audiences and spread and communicate the awareness to the issues that is currently happening; Often on social issues or taboos that has been ignored in Thailand. I put a-lot of my personality into each work I create thus, whenever someone sees my work, they would be able to tell that I'm the artist.

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IF YOU LOVE CHICKEN LOOK HERE (GAI TOD)

01

To be honest, the idea of this project all started because I was hungry..... It was around three in the afternoon and I had a morning class with only a ten minute break in between the next class. All I could think about was chicken. That inspired me to create a menu of a restaurant that serves fried chicken. Since I'm a picky eater and I often get hangry due to slow service, I wanted to create a menu that is extremely efficient for people who hates reading and give options for the picky customers to choose what flavors they want to have in their chicken.

I didn't want to create a conventional menu. I wanted my chicken to be easily accesible and give the customers a unique experience while ordering from "Gai Tod". Most menus are often printed on paper and is filled with lots of words. Due to my 'hangry' nature, I hate reading through the menu to find what I want to order. Thus I made my menu simple; filled it with illustrations and icons. However, this wouldn't give the customers a unique experience that I wanted to create. Since I don't like waiting hours for my food, the solution was to create a vending machine that would provide fried chicken to the impatient and picky customers. Also the vending machine could be a mass product giving Gai Tod a lot of $$$$$$.

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These are a couple of my design iterations ranging from regular menus, vending machine to a grocery store map.

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The final menu is the vending machine of the 'Gai Tod'. I added the little chickens which are the mascot of the brand to make it visually more interesting. And had the menu re-arranged by steps to make it easier to order from.
I used Adobe Illustrator to create the graphics and InDesign to create the layout.

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WOW!1!! EMOJIS CAN CREATE ART within art!

In this project, we needed to create a mandela - a radical symmetry design using the hand drawn emojis we created using Adobe Illustrator. At first I was like ???? how would a emoji create art, but you guys we learn something new everyday innit. This honestly tested my patience and problem solving skills since the files kept crashing due to the 10000s emojis placed on the mandela.
Since the emoji itself is already an art piece, I wanted to create an art within another art. I decided to make the mandela visually interesting and into a image.

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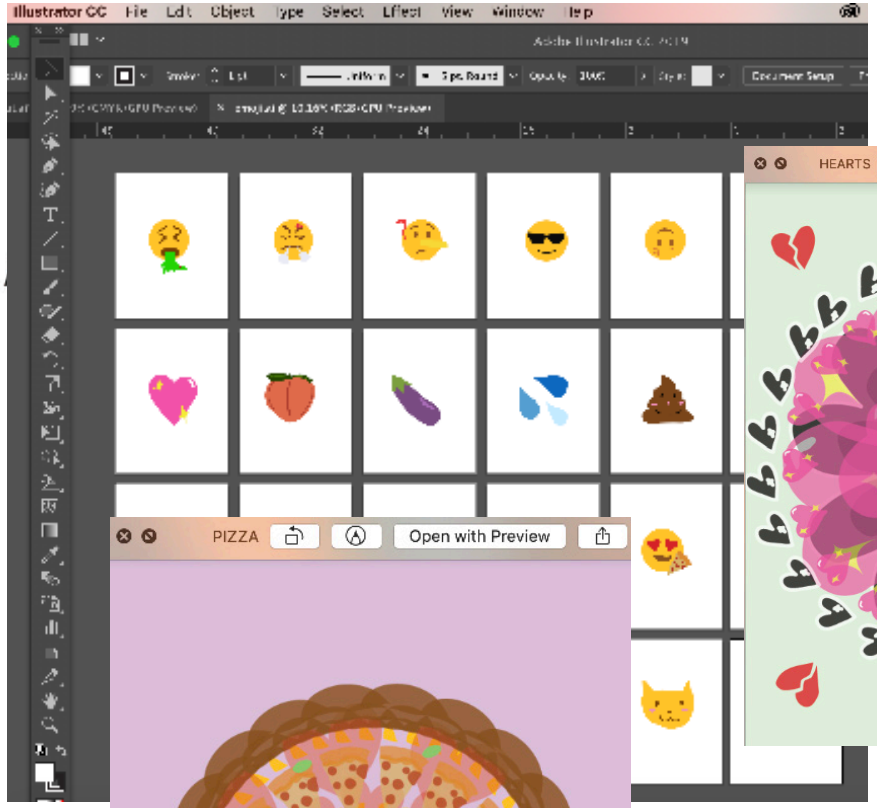

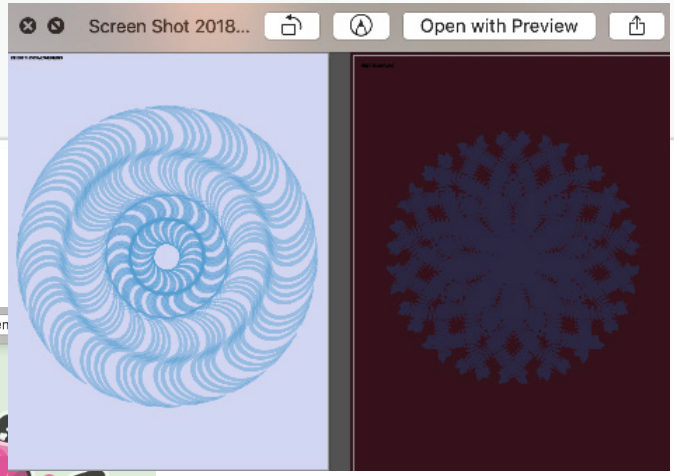

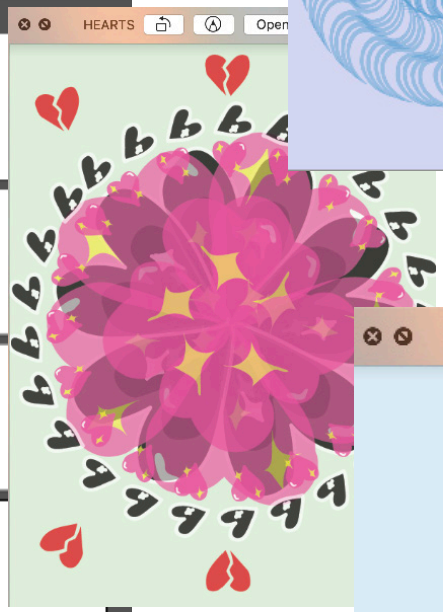

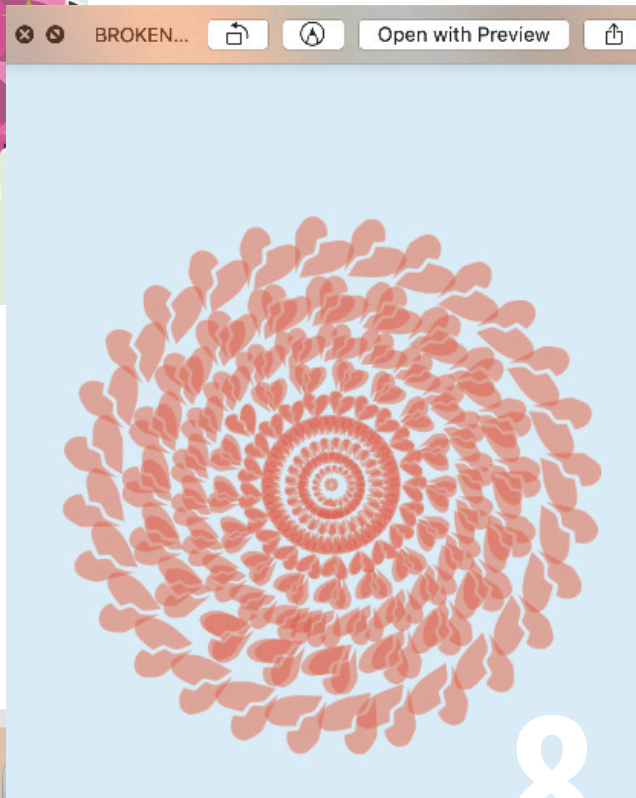

These are some of emojis and initial compositions I wanted to develop further.

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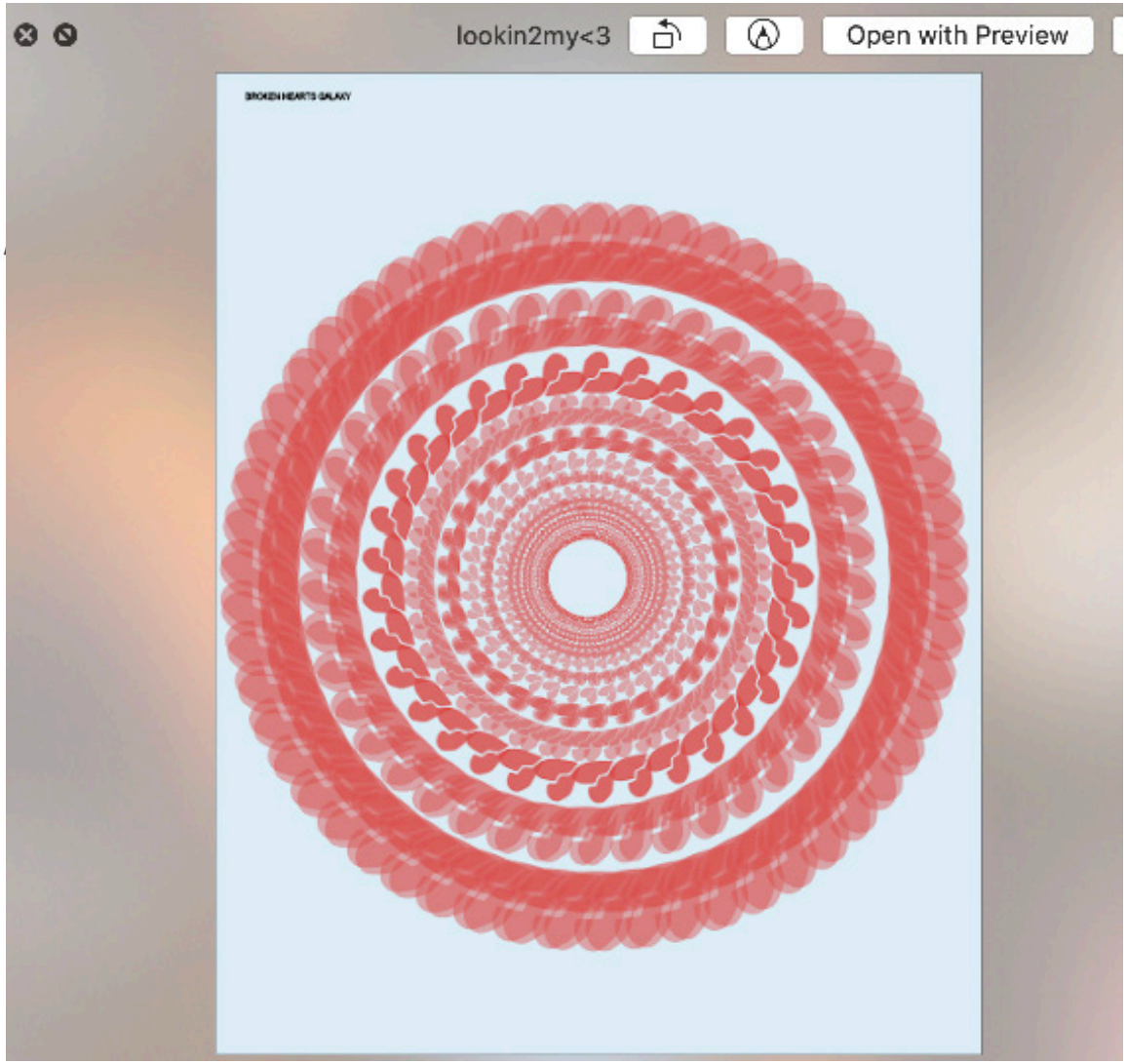

If you look into the heart and keep zooming in you will see the heart itself is extremely complicated and filled with lots of hearts that complete the entire image.

This was later on develiped as a gif

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FOR THIS LIFE I CANNOT change$ (if u love money look here)

03

Anyone who knows me knows I love Travis $cott. I originally intended to create a currency of myself since the world is surrounded by money, why not create money for myself?? That would've made life easier. I've been a victim on credit card fraud (like 4 times) with my face on the currency, nobody would be able to steal my money. But since Astroworld (Travis Scott's concert was comming up) the only music I've been listening to was his albums, I wanted to create a currency that would depict the mood/ vibe I was feeling with his songs and who he is. Tbh i just love travis and thought it would be cool. So this was one of the best projects I've done.

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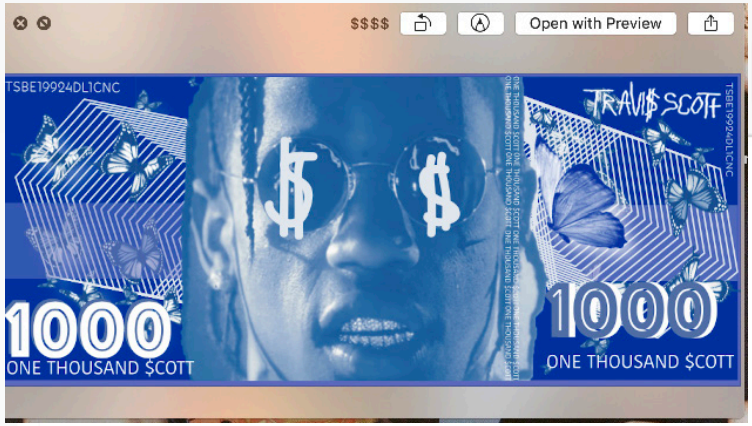

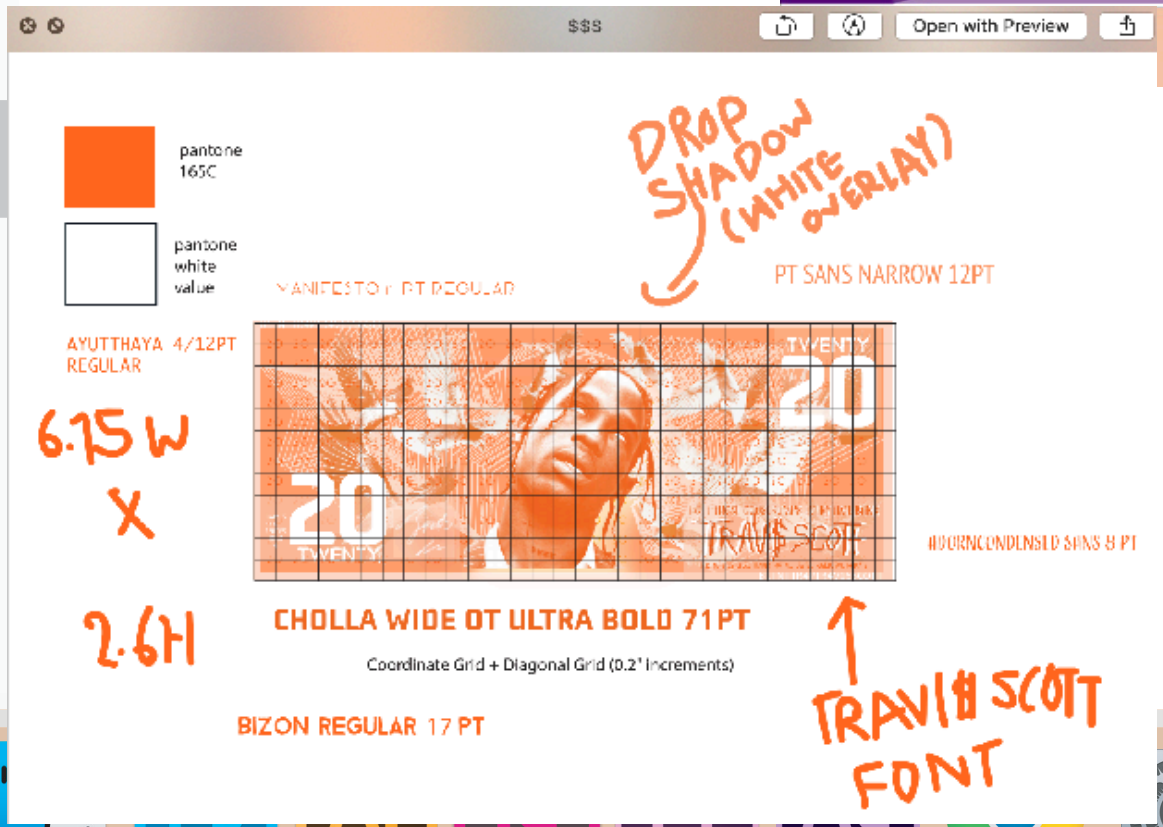

I went through like 10 compostions using different pantone swatch colors grids, type faces, to find the most balanced one I liked and wanted to develop further.

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travis$$ Open with Preview

travfinal Open with Preview

My final currency was focused on the album days before rodeo and birds in the trap sing mcknight. The butterflies, cactus and birds are the symbols that can be found. I used more drop shadow, type faces, blends and masks to make it look like a real currency.

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YEhhH ANOTHER TRAVIS SCOTT PROJECT PORTRAIT

04

I had to create a portrait of someone using illustrator and there was literally no one I wanted to spend hours looking at while creating their portrait. So I ended up with ..... another project on Travis Scott. I intended to do another portrait on another rapper, but since my previous project was about him, might as well continue the rythm of the travis scott pieces.
I wanted the portrait to look legit, but with my 'cartoon-ish' style of work, I had to incoperate myself into the piece using pastel-ish colors and cartoon-y vibes. And somehow have it convey who travis is as a person.

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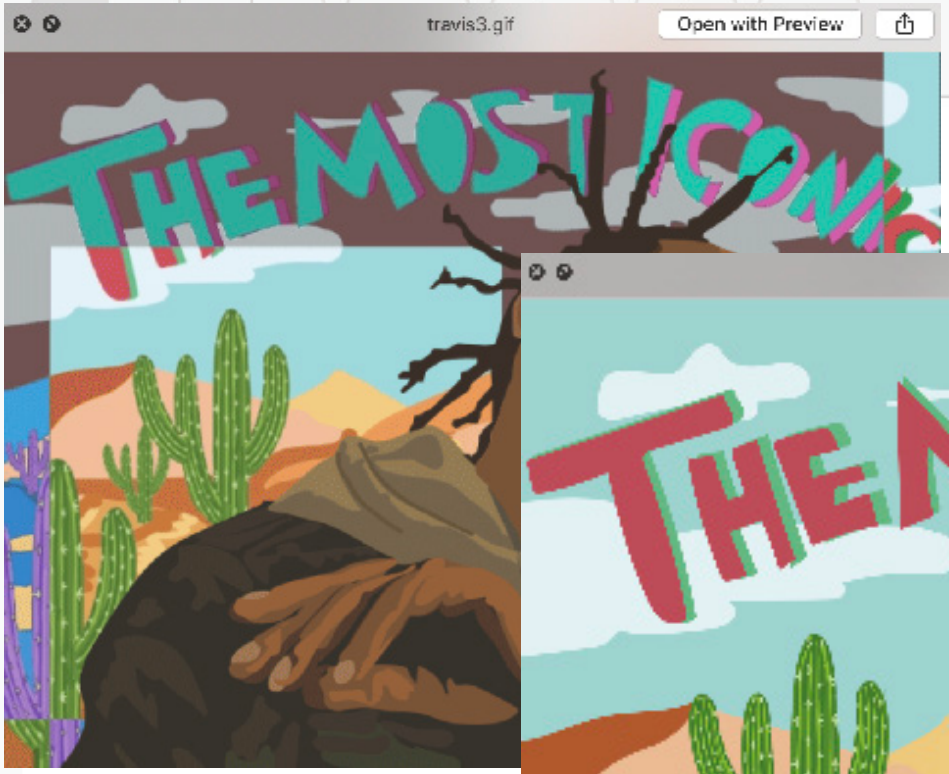

Maybe its the use of the colors, it gave me a toy story vibe, but I felt like the typography and the background details weren't there yet so I had to develop it further

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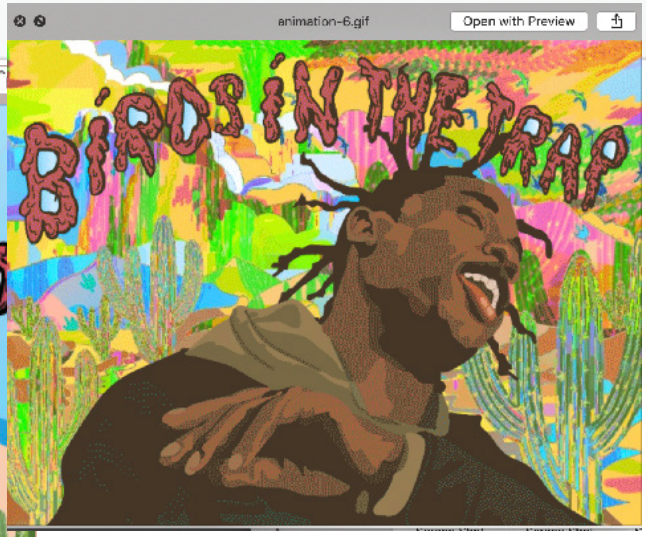

The image itself looks like travis is relaxed and is just chilling, I also created a gif with the portrait. The typography is based on his album (I created the typography) birds in the traps sing mcknight, but to me it looks like travis is singing so hes singing the mcknight part of the album title.

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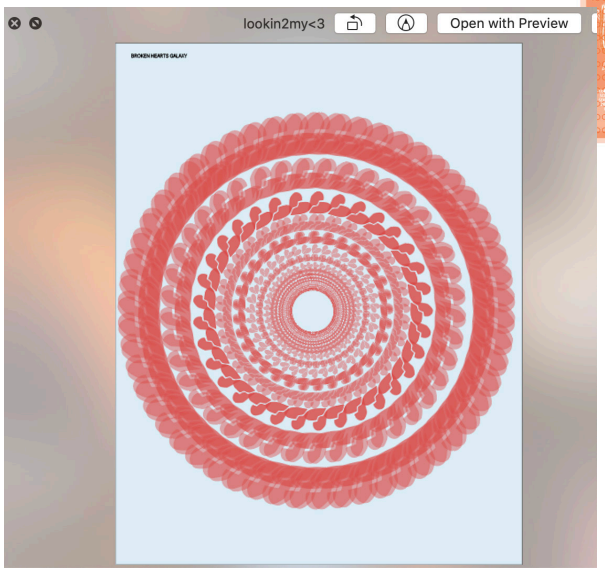

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