

LINN
ÉA BALT
GRAPHIC DESIGN PORTFOLIO



ABOUT LINNÉA

Linnea is a graduate of the Bachelor of Fine Arts program with an extended degree in Theatre and Graphic Design. She a curious individual with propensity to pick up new skills. She has prior experience in management, and performing. She is an individual centred person, and is looking for future employment that combines her people-centric personality and creative skills.



HOBBIES & INTERESTS

Linnea is intersted in film, literature, art, theatre and music. Her current hobbly is reading classic literature and researching and watching art house films.

ELEPHANT CONSERVATION DISPOSABLE COFFEE CUP

Objective

During the process of research, the discovery that the main loss of the Elephant populations was caused by deforestation, ivory trade, loss of habitat, loss of genetic viability, fragmentation and degradation. There were several sources of information on the topic arising from several conservation groups who were also committed to elephant population recovery.

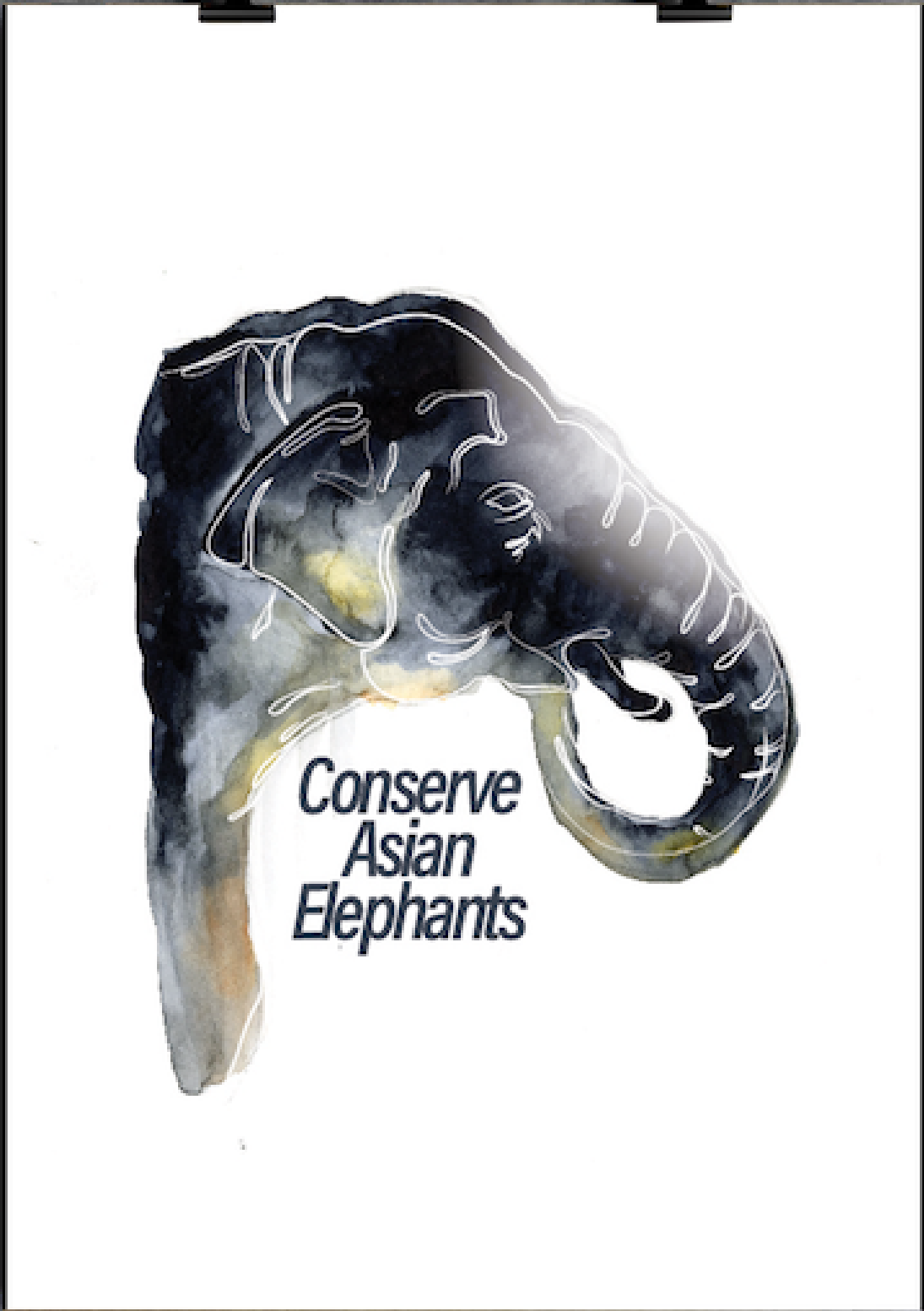
Research & Development

During the process of research, the discovery that the main loss of the Elephant populations was caused by the increase of deforestation, ivory trade, loss of habitat, loss of genetic viability, fragmentation and degradation.. There were several sources of information on the topic arising from several conservation groups who were also committed to elephant population recovery.

After brainstorming several solutions on how to present the issue in an impactful way the direction was decided on presenting the campaign in a graphical way on a commonly used

material created by deforestation; paper. To further this idea it was decided to use a commonly used item for the transportation of the issue; a one time use coffee cup.

Why a coffee cup? We live world were we take many things for granted and sometimes are not completely aware of our direct impact on our surroundings. The coffee cup symbolizes the convenience we take for granted everyday as we fuel ourselves to be productive. Sometimes that productiveness results in the destruction of other species. The

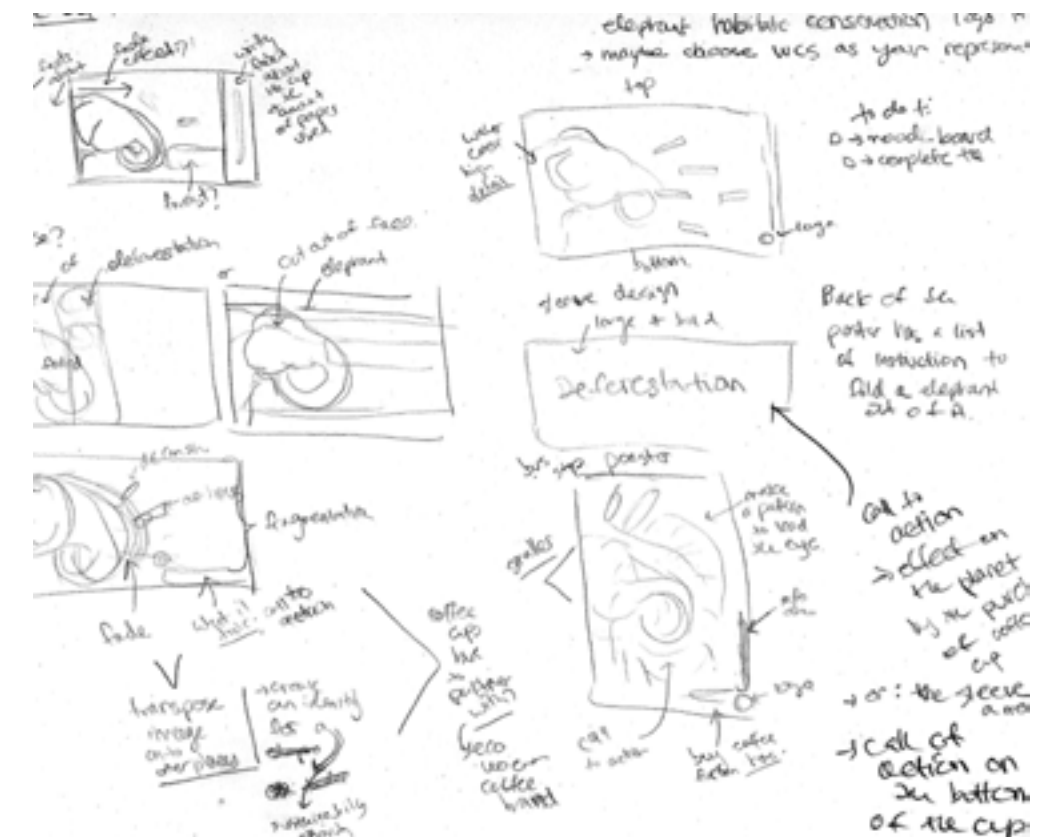




Research & Development Continued

coffee cup is a reminder that every little action results in something larger, for example the deforestation of eligible habitat of these elephants. The coffee cup uses paper which is a direct relation of why deforestation occurs.

Examples of Brainstorming



Conclusion

The final design conclusion was to create a fading elephant painted by the use of water colour on a disposable cup as an action of buying a one-time use product. In order to stop the destruction of wildlife and habitats we need to be more aware of how our actions have an effect on the planet.

INTERACTING WITH CONTROVERSY; PIPING IN NEW PERSPECTIVES

Objective

The goal is to education the audience on the LNG Pipeline in British Columbia.

Research & Development

During the portion of the research, we were mainly looking for the positive aspects of the LNG pipeline and how it could create a positive impact for British Columbia's economy. There was also the investigation of Canada's GDP and how that could be improved by the LNG pipeline. The outcome of the research was that there is a possibility of taking a certain amount of tax revenue off of the pipeline to fund social programs. The process of brain storming arrived at the solution of presenting the information through an interactive educational kiosk. The decision for this was based on the malls atmosphere of leisure and the target audience of a mall.

Process Work

<p>What is the Vancouver School Board facing in 2015?</p> <p>24 million dollar shortfall</p> <p>2 million bonus</p> <p>12 million dollar shortfall</p>	<p>Which province has the second lowest pre-person education funding in Canada.</p> <p>Alberta</p> <p>British Columbia</p> <p>Quebec</p>	<p>What is the Vancouver School Board facing in 2015?</p> <p>24 million dollar shortfall</p> <p>2 million bonus</p> <p>12 million dollar shortfall</p>
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60% right

BC currently have the second lowest education funding in Canada.

\$1.2 billion of tax revenue from the Norther Gateway pipeline could be used as investment in BC's education and other social servinces.

Vote yes this upcoming election

Try Again?

What can Northern Gateway Pipeline tax revenue beinvested in?

Healthcare

Child Welfare

Education

All of the above

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Conclusion

The final design resulted in an educational multiple choice game where the user could use the range of their body to interact with the kiosk.

GRAPHICAL USER INTERFACE MOBILE GAME; **DARK WAVE**

Objective

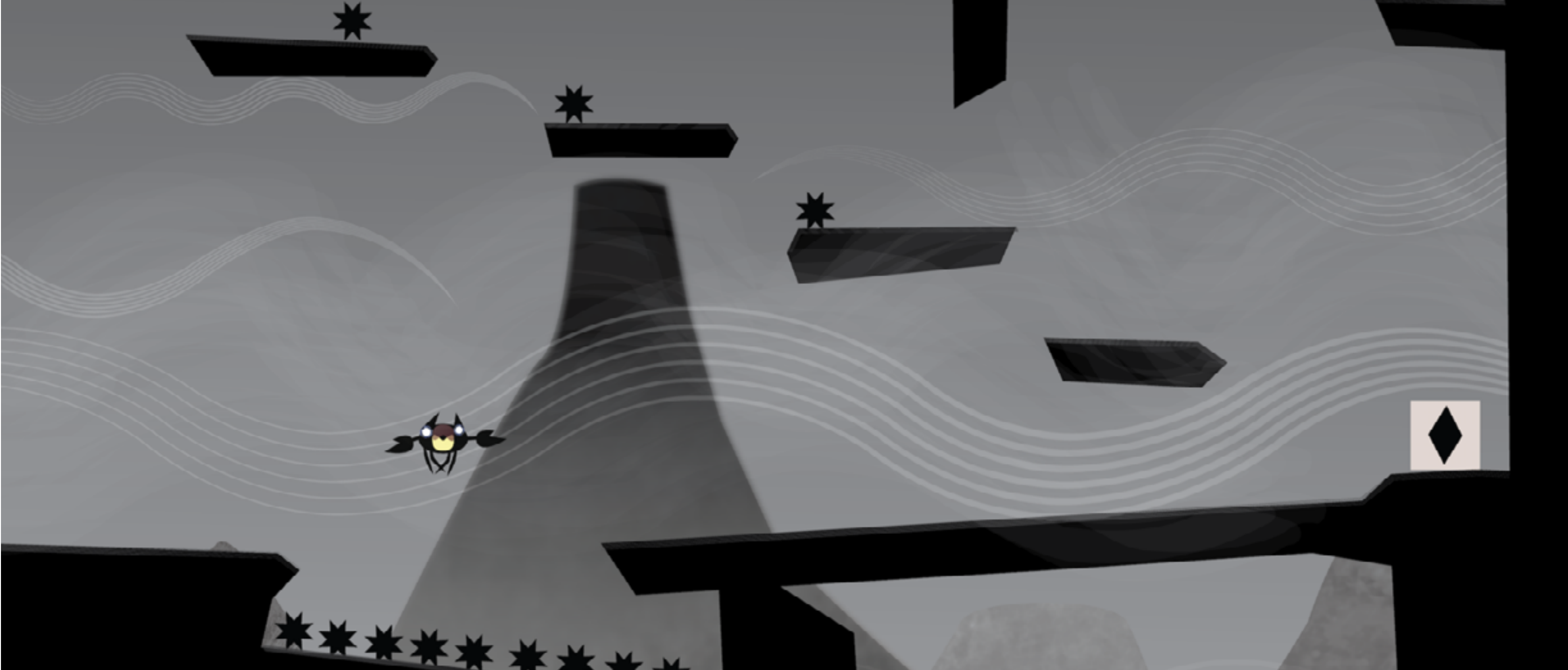
The goal is to develop a game which allows the audience to interact with it through the use of finger interactions and navigation of the maze.

Research & Development

The process of research focus on the target audience. The game is designed for causal gamers which is why mobile would be the best option for the process of presentation. Most of the research was an application of previously used skills used in Unity to develop the game. The layout art direction was determined by the game prompt "waves". The concept from the game design was a under-water puzzle platform based on the game prompt. Art direction only had to reflect the element "waves".







Conclusion

The final result was a cohesive design with a limited colour palette to reflect the mood of the art direction and game design, which was interactive and hosted on mobile.

ENGAGING WITH ANIMAL CONSERVATION; POPULATION PROBLEMS

Objective

The goal is to develop an interactive webpage and mobile app which acts as a search engine for animal populations.

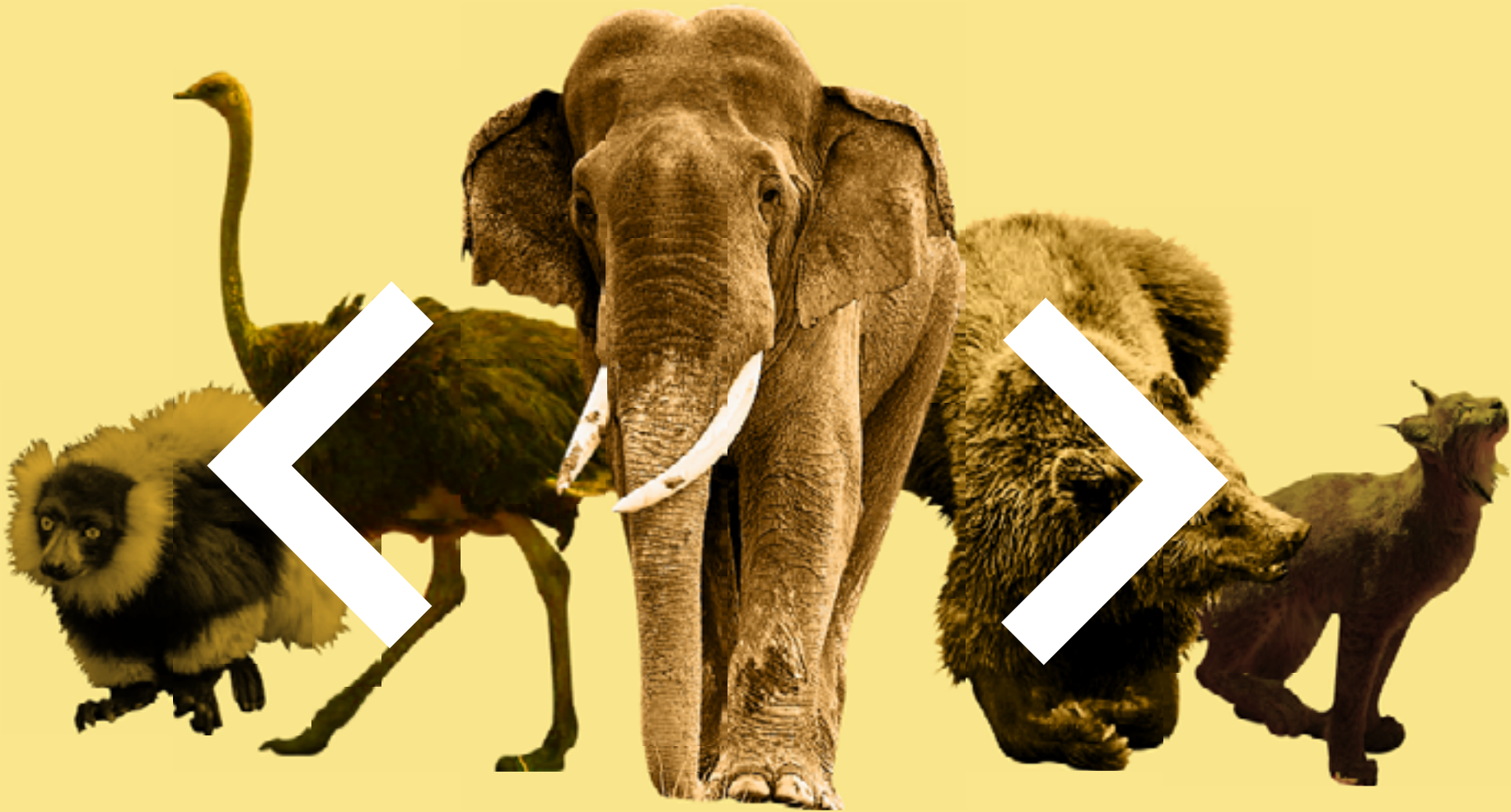
Research & Development

The process of research indicated that the use of an interactive system to display the information would be the best way to communicate the information due to its ever changing dynamic state. Most the of the information collect would be received be creditable institutions verified for accuracy. The reason for the existence of the app and website would be the lack of other search engines cohesion since other search engines do not curate the accuracy of information they provide to the audience.

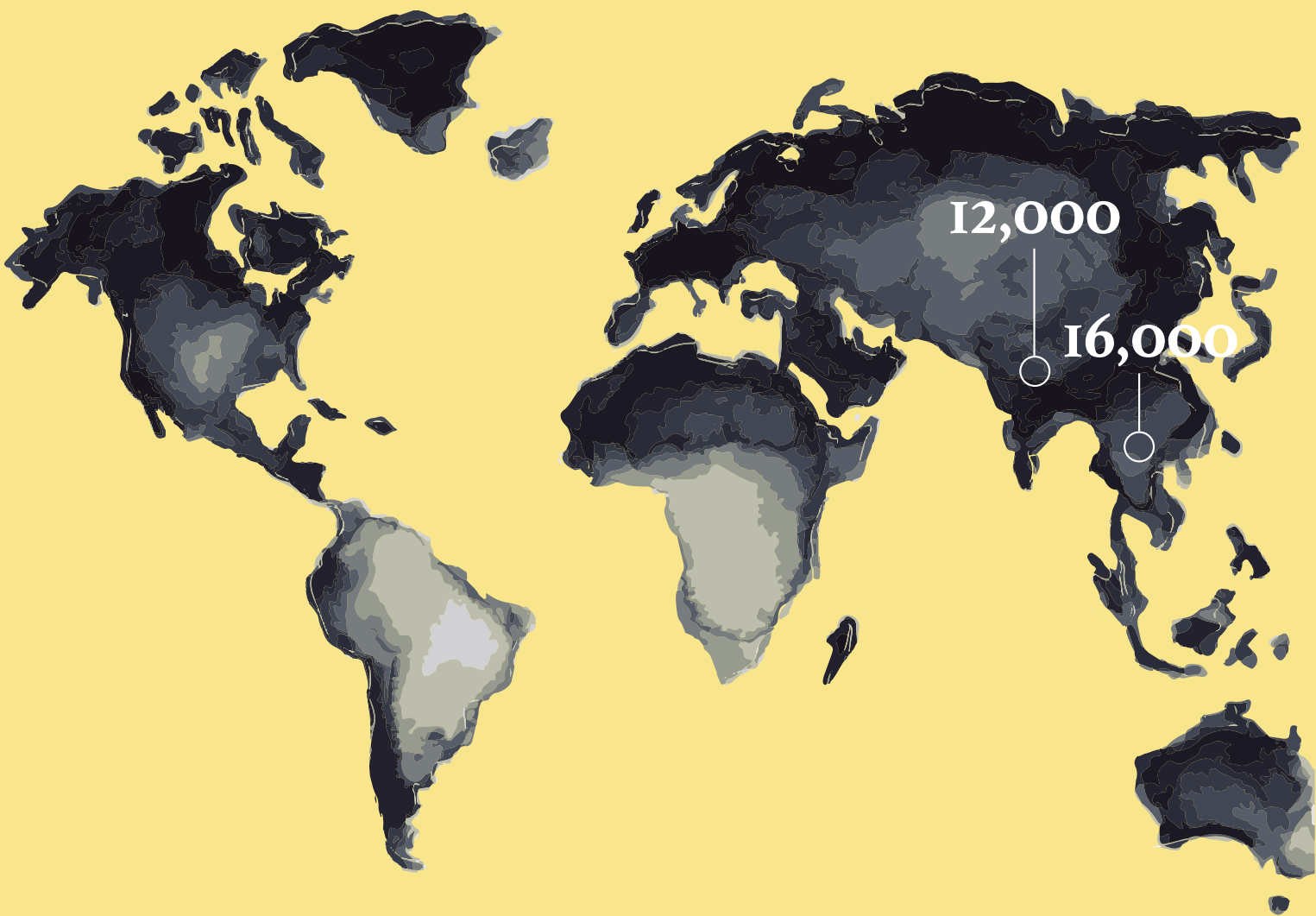
The process of development would begin with creating a wire frames and then developing a colour scheme, and layout.

How many are left?

 Asian Elephants|



Areas & Locations Effected

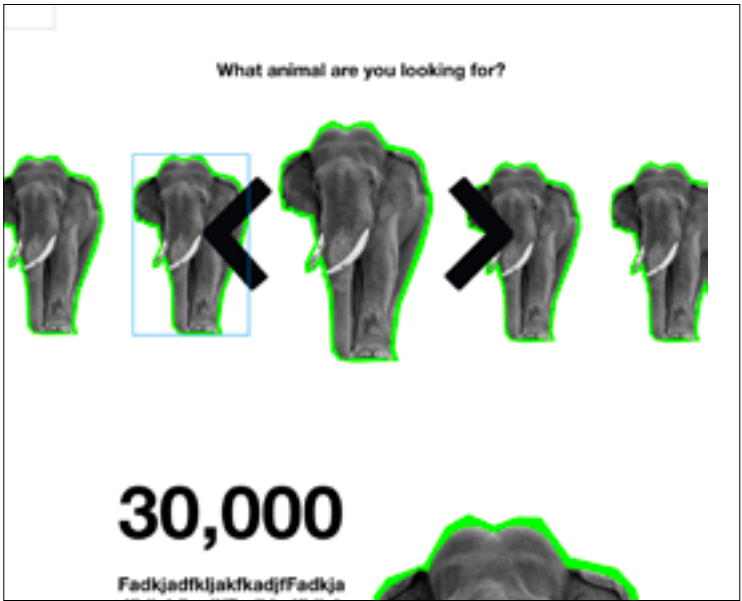


Ways to Help



Process Work

The examples of a rough layout. They eventually became developed into a full layout for ease of access to information.



Conclusion

The final result was a layout created to access the information in a pleasing and straightforward manner.

CAREER PORTRAITS

Objective

To create headshot for Advisors at University of Fraser Valley Advising Centre.

Research & Development

Research related to finding out the location of the previous shoot, scheduling the takes and estimating the best times for shoots based on the weather. The development of the piece included the use of retouching the RAW images in photoshop to the proper levels between each person.

Conclusion

Headshot were taken which reflected the quality needed to be presented online.





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