

Portfolio ✨

Luna Nelson



Hello!

I'm Luna, a Graphic Designer and self-taught artist who loves all things celestial. I have always been a creative person since I was little, and the need to create has only grown.

My main focuses are logo design, illustration, layout, and package design, but I am up for learning a new skill if the task calls for it.

Thank you for looking through my portfolio.

Personal Branding



Challenge

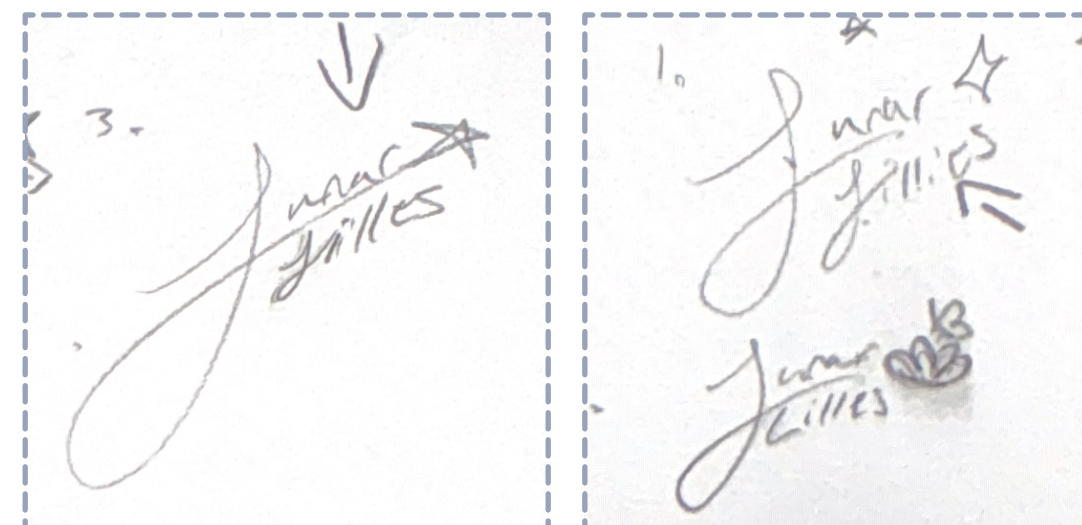
Develop a logo for myself as a graphic designer, representing you as a design professional when entering the workforce.

Solution

Stars have been a part of my signature for years. Lilies represent passion, an example of my passion for art. Stars symbolize hope, guidance, and aspirations, a representation of the future of my career. Bears are an example of courage and strength, which is why I'm here today.



Sketches

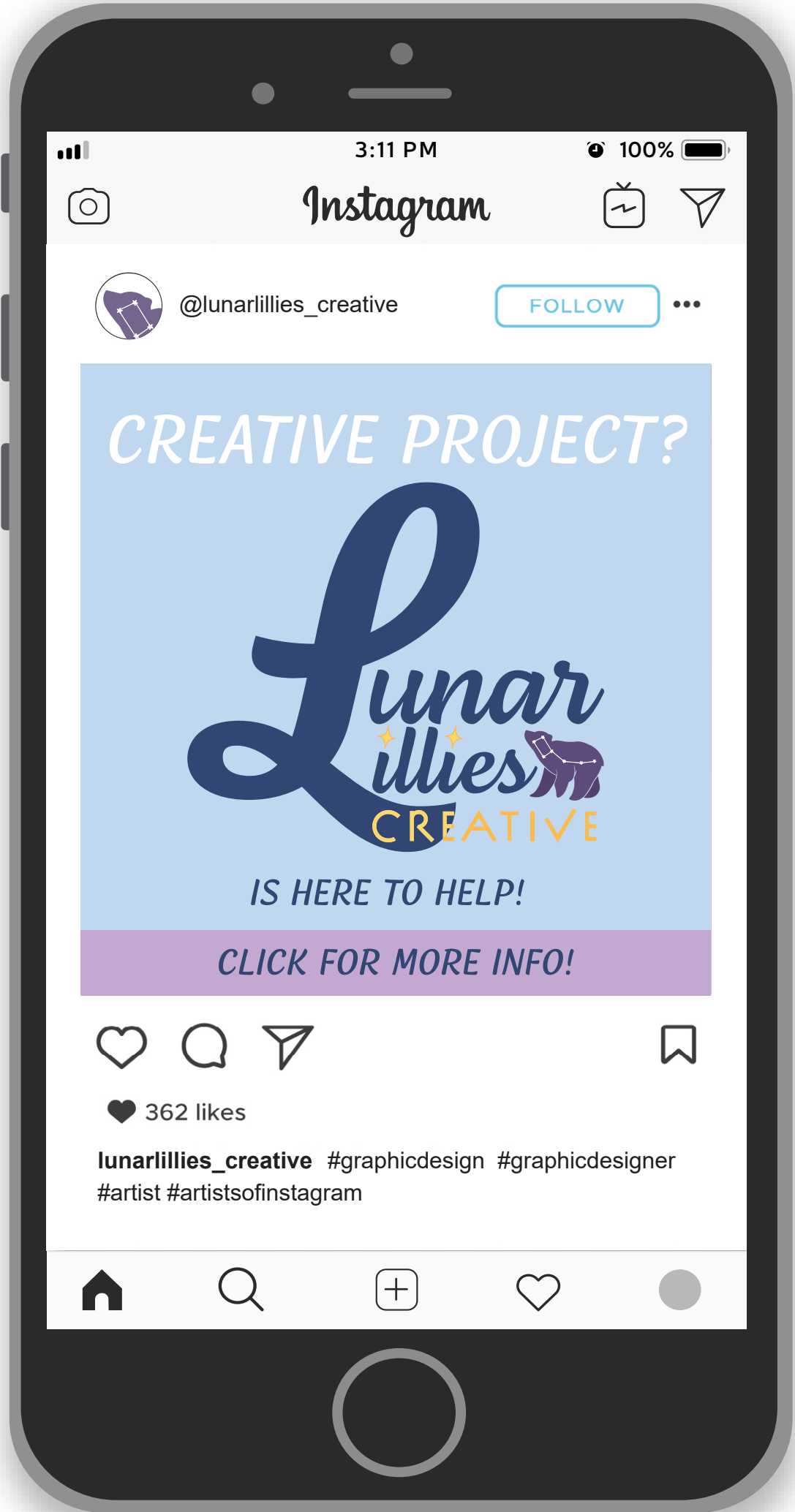
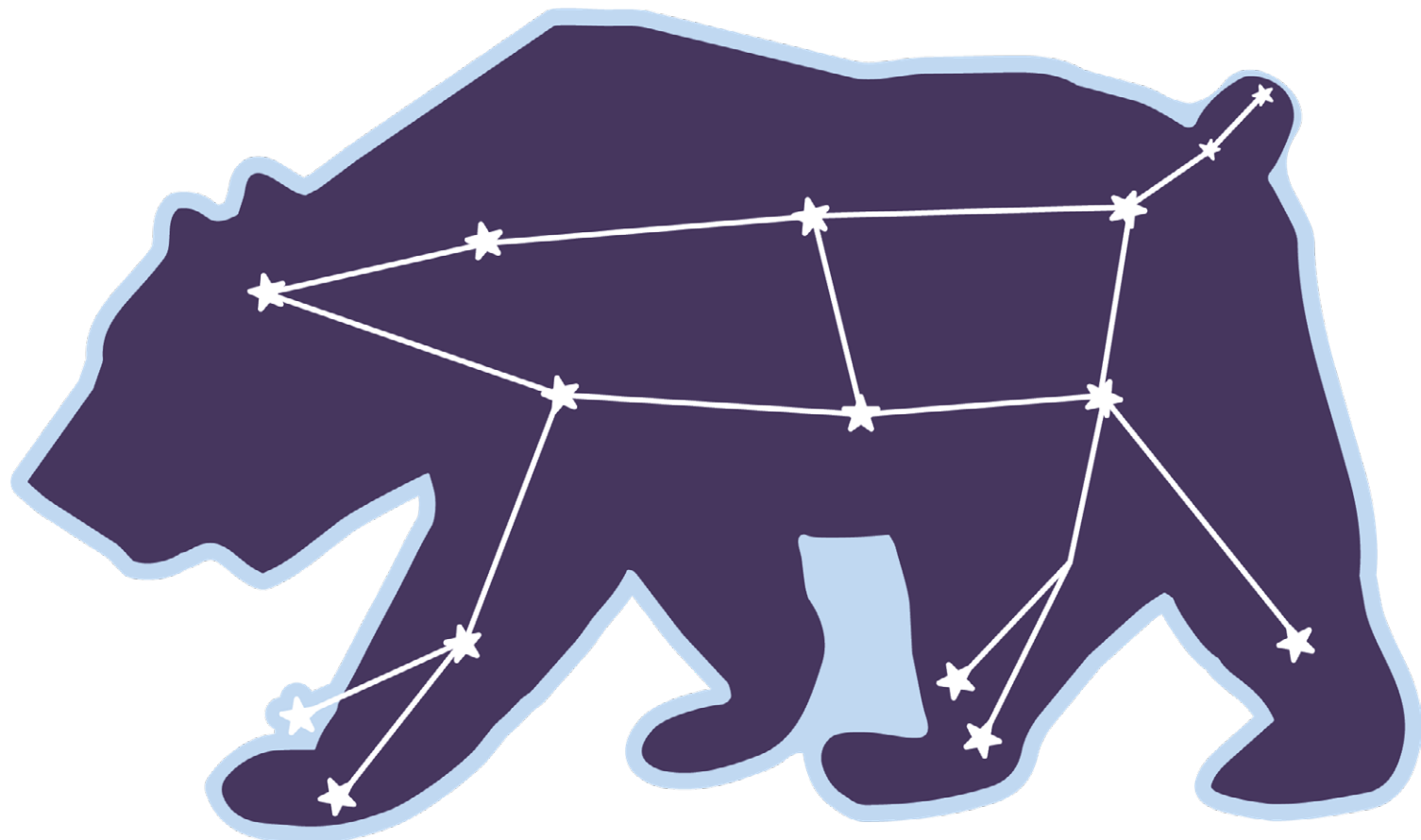


First Version



Second Version





Magazine Layout



Challenge

In a group, work together to create a magazine based around a theme. My group's theme was crafts, ranging from button bracelets and paper making to carousel horse making.

Solution

My interest of carousels and how they work led me to picking it as my article topic. Following the theme guide we put together, I used the colors to differentiate sections. With the layout itself, finding a balance of readable and having a fun layout was a challenge. Images felt like they had to be included to understand the topic, while getting a good balance of images and text.

CAROUSEL TERMS

Menagerie Figures- Refers to the creatures one rides on a carousel.

Trappings- Finer details such as the saddle or flora decorating the figure.

Lead Horse- Fanciest horse on the machine, normally found on the outside row and occasionally marked with the carver's signature or initials, making it a signature horse.

Romance Side- The side facing outwards, usually more decorated than inside figures, in America the romance side is on the right, and on English machines it is on the left.

Jumper- A figurine with all of its feet off of the carousel platform, moves up and down as the platform turns.

Prancer- A figurine with the back feet on the carousel platform while the front legs are raised.

Stander- A figure with at least 3 legs on the carousel's platform.



CAROUSEL CARVING STYLES

PHILADELPHIA STYLE

People typically think of highly detailed and realistic carvings when thinking about carousel horses, this highly realistic and detailed style is referred to as The Philadelphia style, most commonly found in America and taking after European designs.

One of Dentzel's woodworkers, Salvatore Cernigliaro, helped the Dentzel's really shape the style as we know it, achieving the detailed and realistic look. Cernigliaro's carvings had extreme detail, with fancy harnesses, saddles, trappings, and much more, leaving a lasting impact on the Dentzel's and Philadelphia style, giving figurines a playful and friendly style, making them more inviting to a younger audience.

Daniel and Alfred Muller were family friends of the Dentzel's, as their father, Heinrich Muller, was a carver for the Dentzel's until his passing in 1890. Daniel showed great potential within the arts, as he attended the Pennsylvania Academy of Fine Arts, where he was formally trained, which enabled him to carve with great detail. In 1903 the brothers opened a small carousel manufacturing firm, D.C. Muller & Brother Co., the carousels were small, and after making 12 carousels and supplying many figurines to frame builders, they closed their factory in 1914. Both brothers were then hired by William Dentzel in 1918, working there until the business closed in 1928.



The Mullers created some of the most exquisite examples of carousel carvings, such as adding a ribbon tangled into the mane of a horse, carving out stitching holes and adding heavy thread to real worn leather. The final noteworthy carver for the style is PTC. The company started producing later than the others, but their carousels are noted for their elaborate themed designs. The menagerie figures were impressive in their own right, the PTC also had extremely intricate chariot designs. PTC carved a total of 74 carousels from 1904 to 1933. After 1928, PTC only had two carousel employees on payroll, and produced 10 carousels, before production stopped in 1933 after being bought by the Dentzel factory in 1929.

Carved by Daniel Muller circa 1910, notable for its expressive eyes not commonly found in other carvers work.

Carved by The Philadelphia Toboggan Company's John Zalar, circa 1919. Unique for its bandolier.

Fun fact! PTC had many master carvers such as Charles Carmel and Salvatore Cernigliaro.

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Dentzel Tiger
circa 1910.
Restored by
Maurice and
Nina Fraley



Jumper



Prancer

Prancers and Standers are normally stationary and do not move with the carousel as it turns.

CONEY ISLAND STYLE

One of the most recognizable of the styles is the Coney Island style, known for its flashy, fanciful and romantic carvings. A notable carver for this style is Charles Loeff, who created the first carousel on Coney Island in 1876. Loeff's carvings were detailed and often included gems supposedly the first to carve a tail for horse hair tail.

M.C. Illions was another notable carver for this style, who began working in Loeff's factory in 1886, where the flamboyant horses of the style originated from. The flowing manes and exciting poses that were occasionally covered in gold or silver leaf, gems embedded in the wood, his carvings are fairly recognizable, as he signed a majority of them. Charles Carmel is another carver who used gems, certainly bringing out the "flashy" side of the style with the amount of gems he used.



This American Beauty was the lead horse on Illions' last carousel, installed in the lobby of the Prospect Hotel at Coney Island, New York.

Carved by
M.C. Illions
circa 1927.



Carved by Charles
Loeff circa 1910. Last
operated at Ocean Beach
Park, New London,
Connecticut.

Chapbook Cover

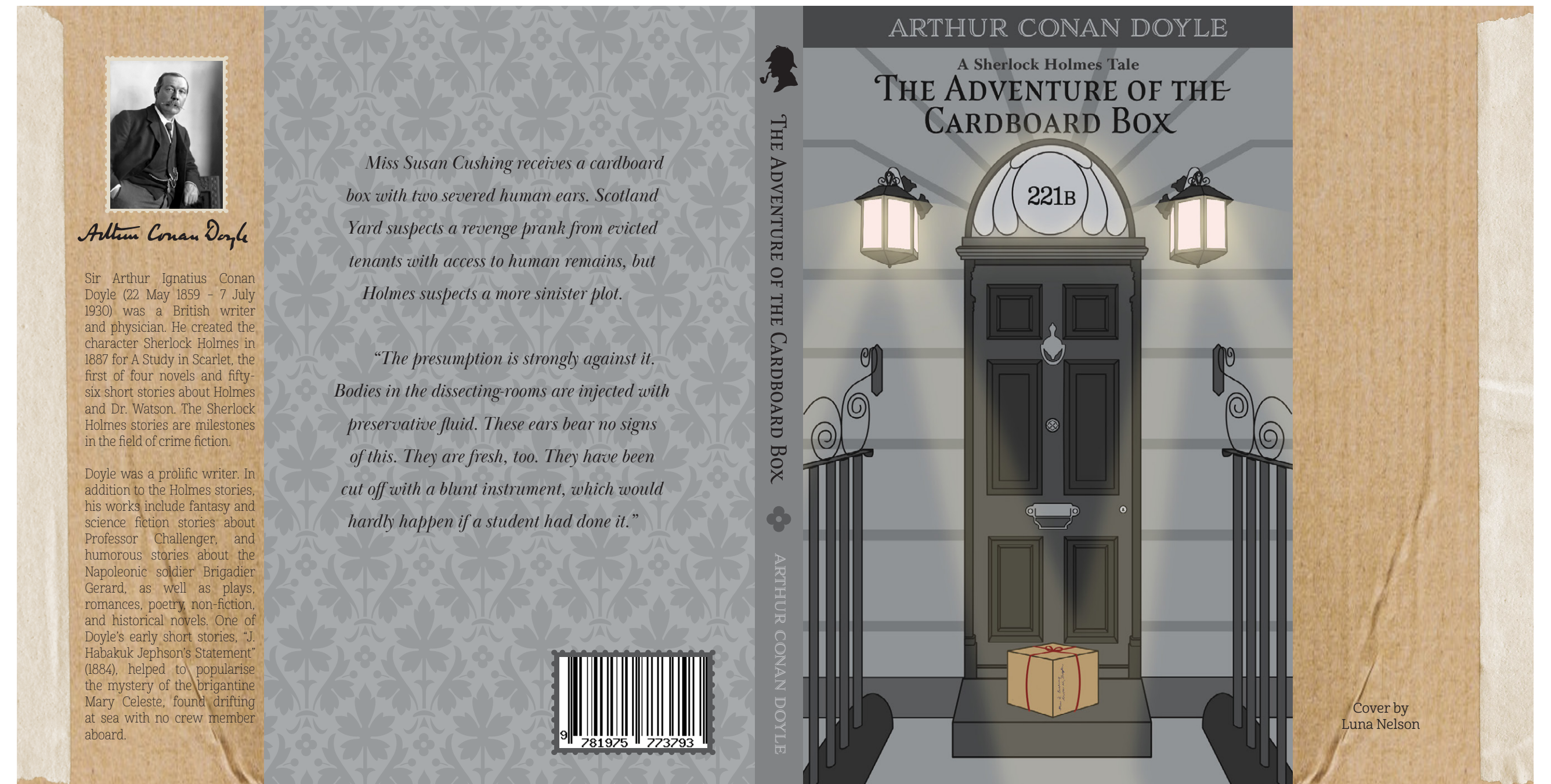


Challenge

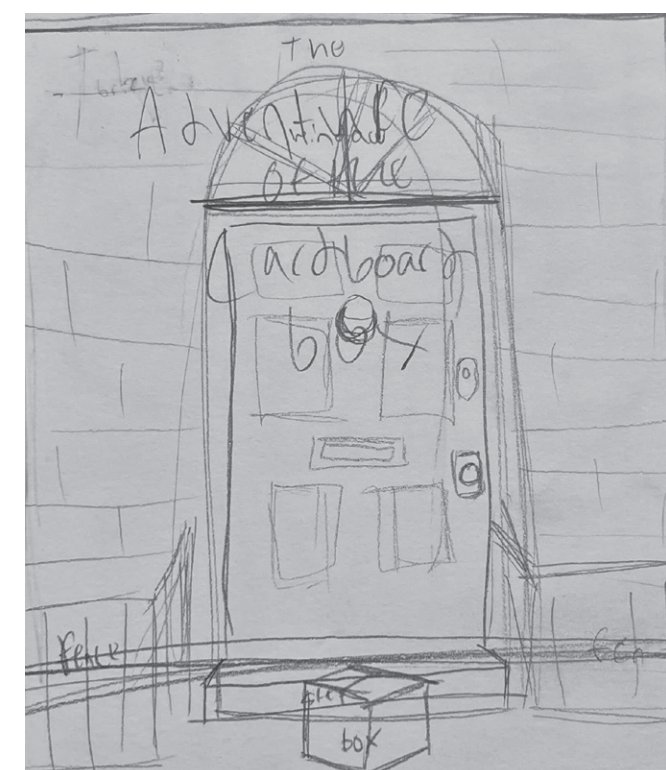
To work on page layout skills, pick a short story from the public domain to work on page layout skills, and design a cover with french flaps with custom illustrations.

Solution

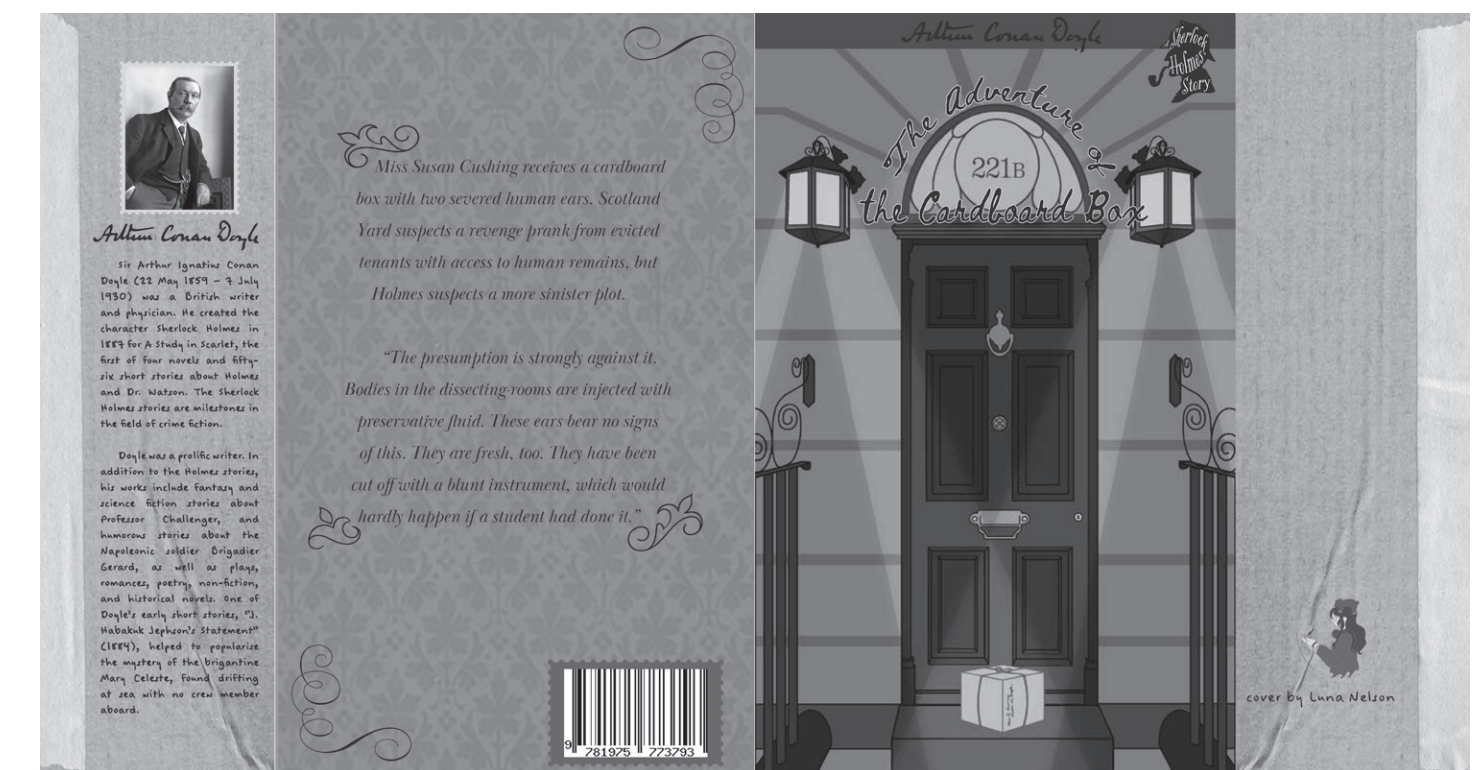
I wanted to put emphasis on the cardboard box, so I set it on 221B Baker St.'s doorstep to help associate it with Sherlock Holmes. The back cover is the wallpaper pattern in the 221B home, vectorized. For the french flaps, I decided to make them look like a cardboard box still sealed with tape, and frames resembling postage stamps.



Sketch



First Version





Anniversary
Logo



Challenge

In celebration of the Oregon Garden's 25th anniversary, we were tasked with adding onto the current logo to separate it from the standard logo.

Solution

When initially meeting with the client she brought up the heritage tree, our tour guide also mentioned it, and how they wanted it to be a focus. When designing, I decided to make that a part of the logo. Trees symbolizes growth, new and continued adventures, tying to the journey the garden has had over the 25 years and the adventures to continue within the gardens.



Sketch



First Version



Second Version





Food Truck



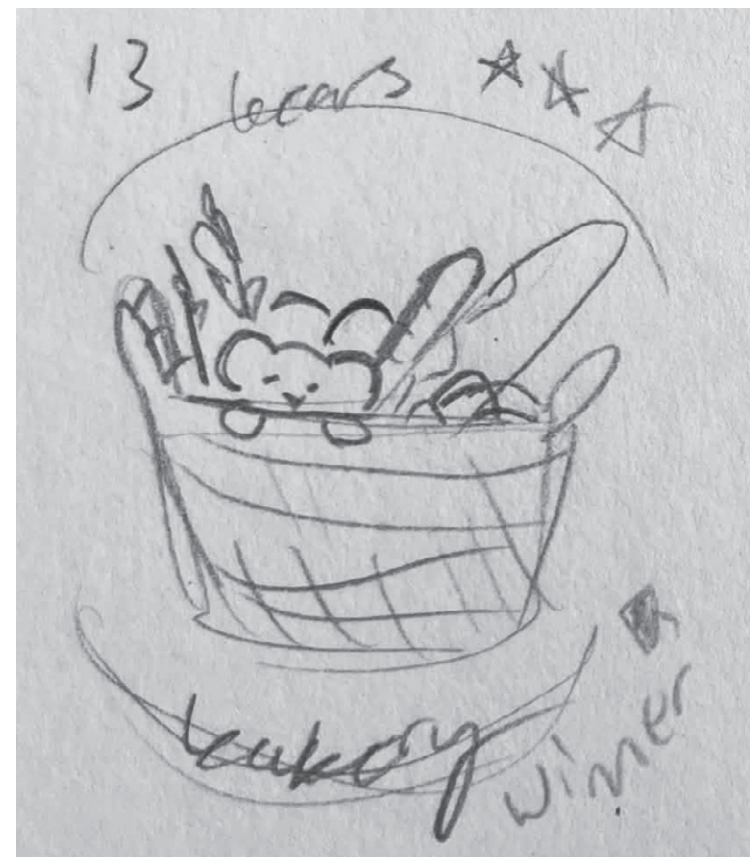
Challenge

Create a logo for a food truck of your own creation, and apply that branding to the truck.

Solution

I came up with Bear's Bakery. My idea started out as bear bread, and evolved into a bakery, keeping the catchy alliteration. Bear's Bakery sells various pastry's, breads, cakes, muffins, croissants, cookies, and more! I had several ideas at first, liking many of them and struggling pick one, so I asked for my peer's input. The one I went with is a bear in a basket with several baked goods inside. While keeping it simple, I wanted to keep some of the baked items recognizable.

Sketches



Bear's
Bakery

Black & White



Bear's
Bakery

Reverse



Bear's
Bakery



Website Design



Challenge

Create a website for Silver Creek Soap Company, showcasing products they sell and where you can purchase them.

Solution

Website design was a learning curve. After getting over that hurdle, working on it felt natural. I've learned a lot more about layout and web design since the initial project, and I could feel the difference when working. It was fun to align everything and make it look nice, I'm happy with the outcome along with the journey it took to get there.

Wire Frame



Mobile & Desktop Version





Cereal Box



Challenge

Design the packaging for a cereal box, with a theme and cereal type of your choice.

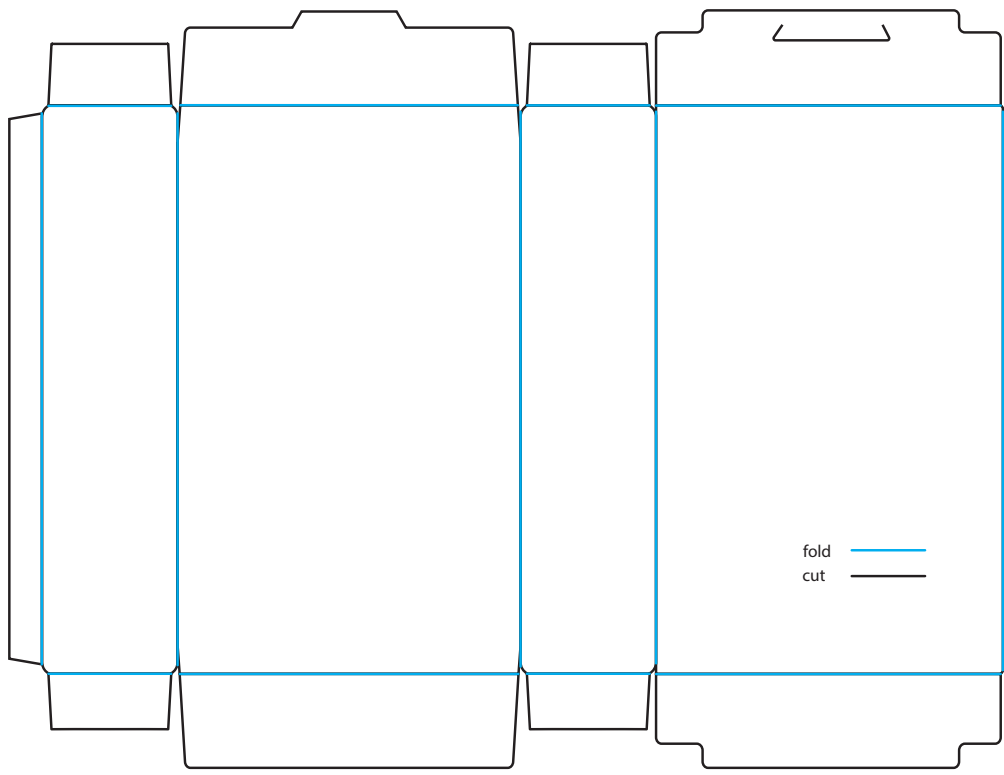
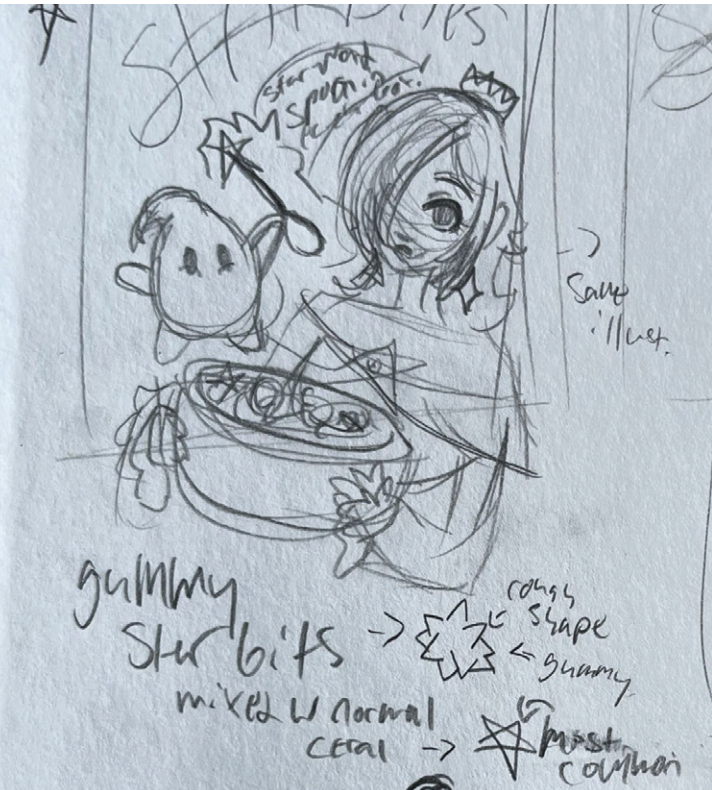
Solution

Inspired by Mario Galaxy and the Mario Galaxy Movie, Princess Rosalina was on my mind. I thought it was perfect to take the in-game currency, Star Bits, and make it Star Bites. Working on this was fun, it was the first packaging project and it felt good to draw and do something physical with my hands when assembling it. I spent much longer on the drawing than I thought I would, around 8 hours in total, and I think its shows. Adding the text wasn't bad, I mostly knew what to write down.



Sketch

Die Line





Lineage Poster



Challenge

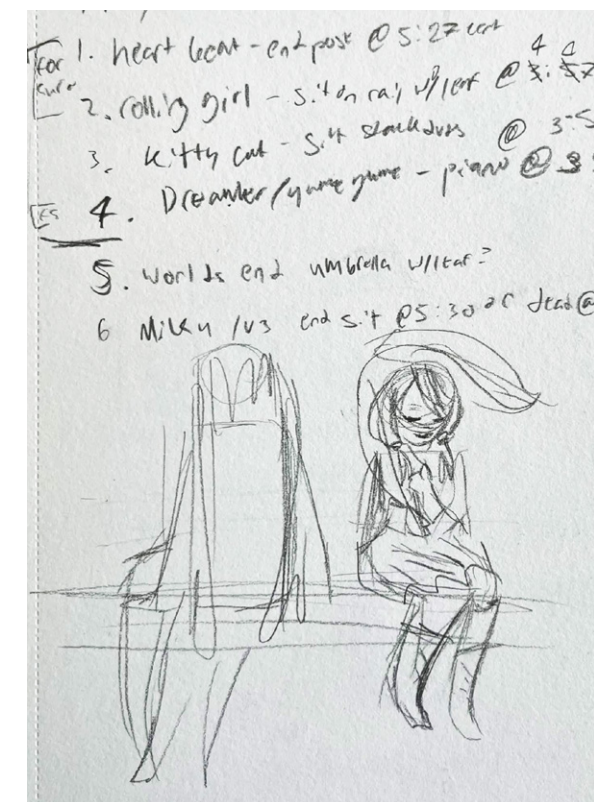
Choose something that influences your approach as a designer, and make a poster emulating that aesthetic. Then write a short essay about the subject and how it influences you.

Solution

The subject as my inspiration is Vocaloid, and this poster is dedicated to the song, *Odds & Ends* by ryo. All imagery is in reference to the music video in-game, along with other characters that are referencing other significant songs. I took several screenshots of the music video as reference, watching the video multiple times in the process.



Sketches



How video games and cartoons inspired my art

when Miku “dies” in the music video. A single tear falls next to Miku before a flash of light and color appears, and Miku returns to sing for him once again, and then the song is over. This song and its melody just stick out to me and there’s a good reason why it’s a popular and liked song. It’s good and tells a story, and the visuals add to it all and just make me feel things.

A majority of the poster is based off the music video alone. I took so many screenshots for references! The CDs, keyboard, desk, computer, almost all of it is taken from the video and drawn into a cohesive scene. At one point in the music video many different scenes play shortly after one another and that is where three of the poses come from, the other two being during the flashback-esc part of the song and the last one is from the very end of the video, standing in the (literal) spotlight. I chose the poses based off how much I liked them and chose the final pose as I felt it was strong. As for the outfits the different characters are in, I chose those purposefully. Going from left to right on their positions in the poster, here are the outfits and what song they originate from;

- Luka Megurine in "Cybernation" for the song "Luka Luka★Night Fever" written by samfree and released March 7th of 2010.

- Hatsune Miku in "Rolling Girl" for the song of the same name, written by wowaka and released February 14th of 2010.

very much. As for the inclusion of Heartbeat, I think it's self-explanatory why it's included, as it's from the song the poster is based on. Not including it would feel a bit silly to me so that's why it's included, other

- Miku in "Memoria" for the song "WORLDS END UMBRELLA" written by Hachi and released June 25th of 2009.

- Miku in “Kitty Cat” for the song “Nekomimi Switch” written by daniwellP and released September 14th of 2009 (also the one who made Nyan Cat!)

- Miku in "Heartbeat" for ODDS&ENDS by ryo, released August 14th of 2012.

As for why these outfits were chosen, the songs relating to them all mean something to me, and that's why I included them. *Luka Luka* + *Night Fever* is the song that I'm 90% sure got me into Vocaloid, so of course that is the reason it's included, also I really just like *Luka* and the song itself. *Rolling Girl* holds a place in my heart that's hard to explain without going into too much detail, to make a long story short; song is about a girl wishing she was no longer alive, and I related heavily to that song when finding it, don't worry as I'm okay now - but that's the reason I included it, along with the fact I couldn't just leave a wowaka song from here, he's touched my mind with some of his music. For *WORLDS END UMBRELLA* I included that I really have loved it since I found it, I really like the song and I think it's one of my gorgeous bops to the eyes and ears, *Okay* was for Nekomiimi Switch I not only really like the song because yeah it's got ketties in it but it was also the first song I ever got a full combo on so it's special in that regard! I also have a plushie of Kitty Cat Miku and I wuv her!

The main influence for this poster is a song
 from the Project Diva series, DDDENDS, written
 by ryo in 2012 as his last song before retiring from
 the Vocaloid series. Why did I choose this song?
 The song is a mix of
 comes to drinking / tried to go / more established
 that it is really done in the characters but they also
 be done in the characters.
 Sources
 My brain (infinite knowledge)
<https://www.youtube.com/watch?v=d5N0cL5Gm0U>
 (video used for reference)
 All vocaloid work done by me, I am Nelson
 that he famous, before he starting to his real feelings
 music, he began singing saying it's not her doing

[illegible]

How video games and cartoons inspired my art

Beverage Labeling



Challenge

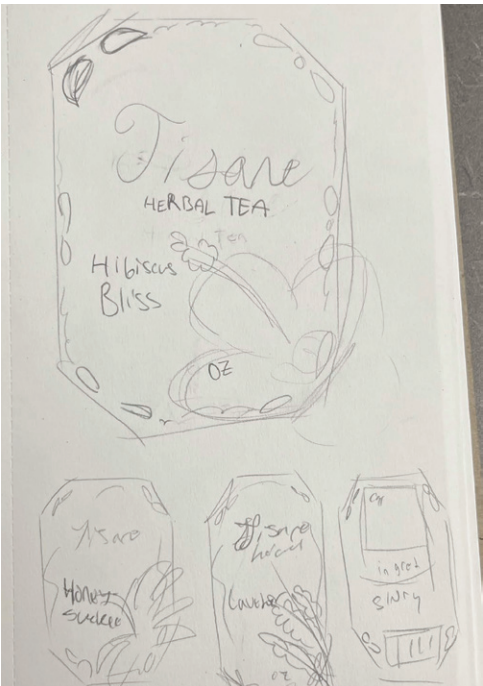
Design a series of labels for a beverage. One of the labels should be a special edition that stands out against the other two labels, while still being cohesive.

Solution

Tisane (Tis-Ann) is a herbal tea company, focused on simple and clean ingredients. Tisane is often seen in glass bottles, but uses recycled bottles and can come in varying shapes and sizes. I wanted to design something more high-end and elegant for this project, and I think it came out well. Finding a good size for the labels was a bit difficult and I made several prototypes. For the flowers I went for something stamp-esc. Finding references for the standard labels was relatively easy, while the special edition was harder. So I ended up using my tattoo as reference for it.



Sketch



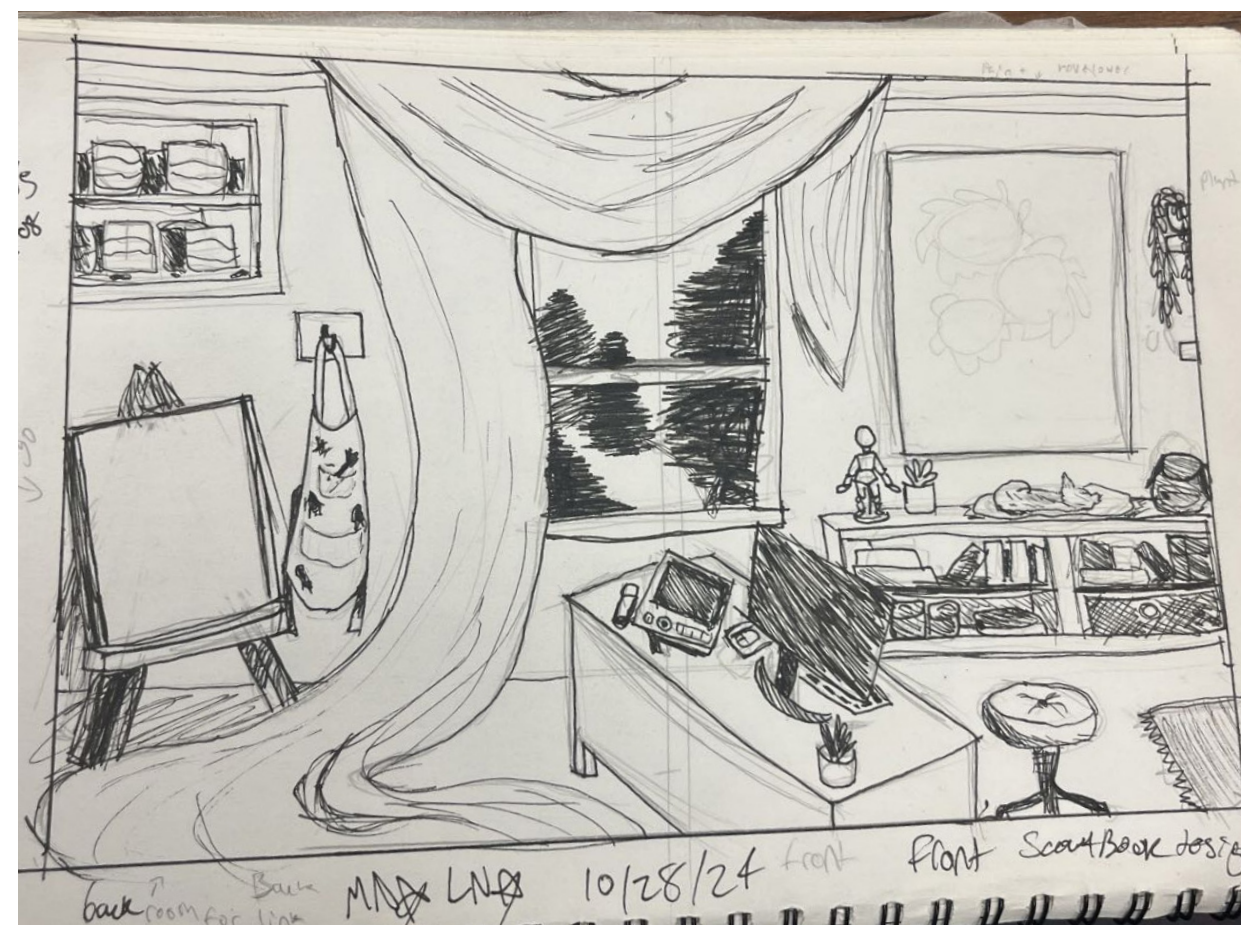
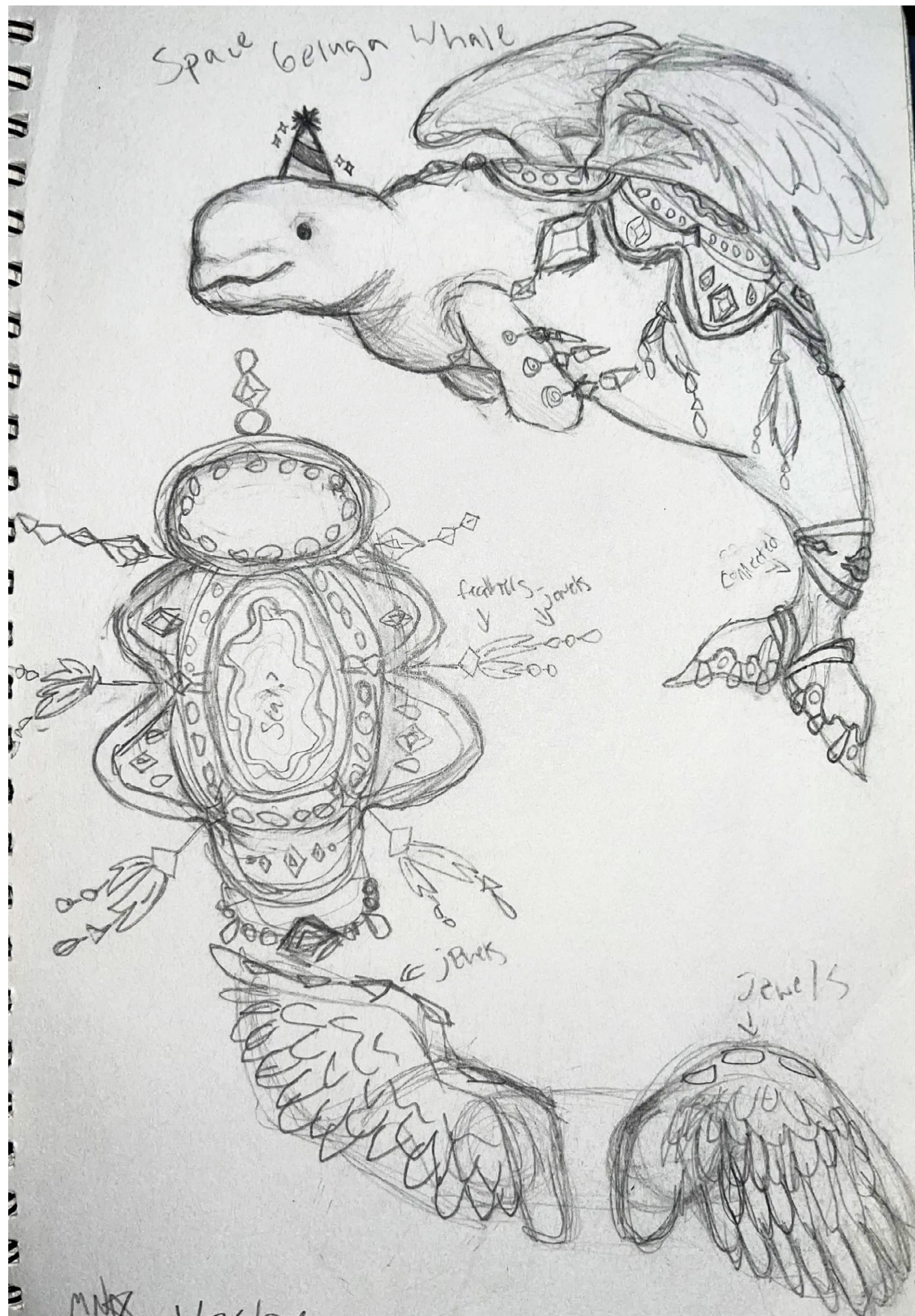
First Version

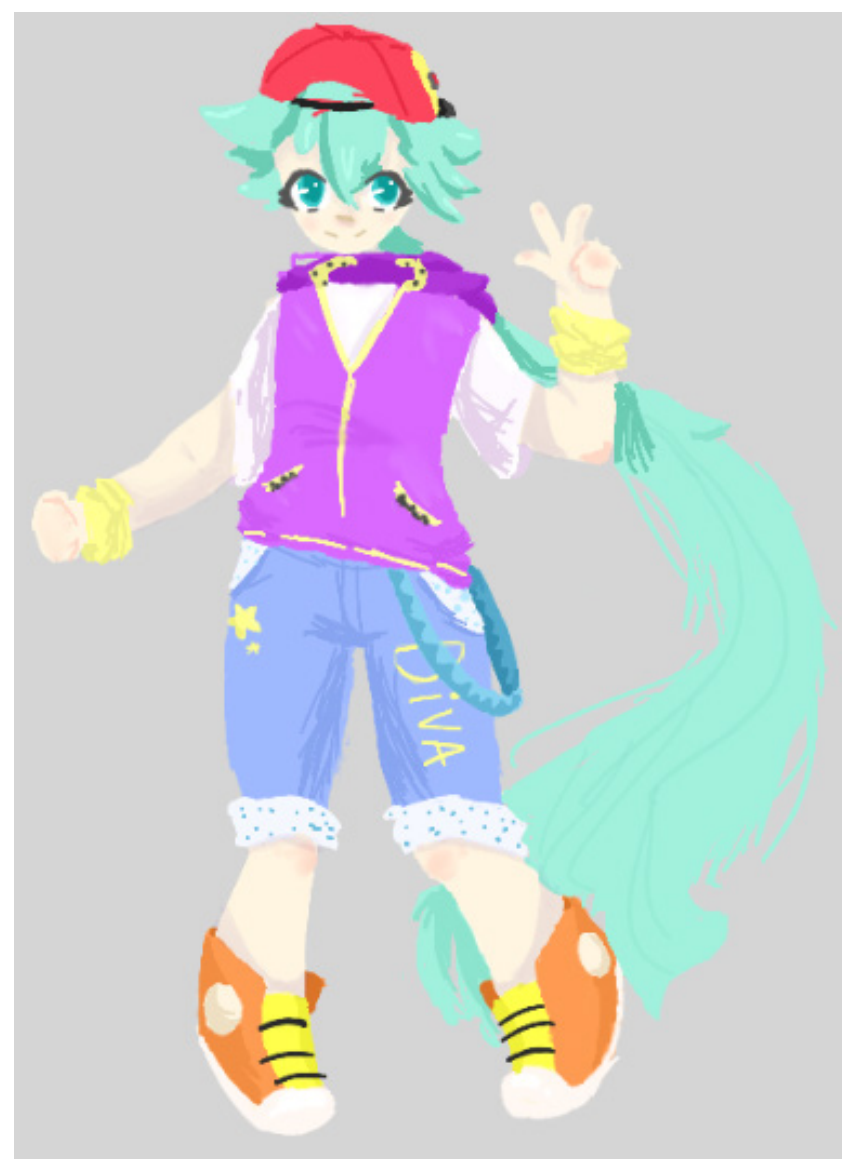






Illustrations







Thank you

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