



Abby Stout

illustration / graphic design



hello.

I am an aspiring graphic designer with a focus on digital illustration. I am about to complete my Diploma of Graphic Design at Billy Blue College of Design in early May 2021. During my degree I have fulfilled numerous theoretical briefs, including product packaging, AGDA print advertisement, event branding, magazine layout, and brand creation/refresh. Outside of this diploma I have worked on t-shirt design and wedding invitations.

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Floral Wedding Invitations

Client

James and Beth Curren (personal)

Brief

An illustrated wedding invitation of the married couple with a floral wreath.

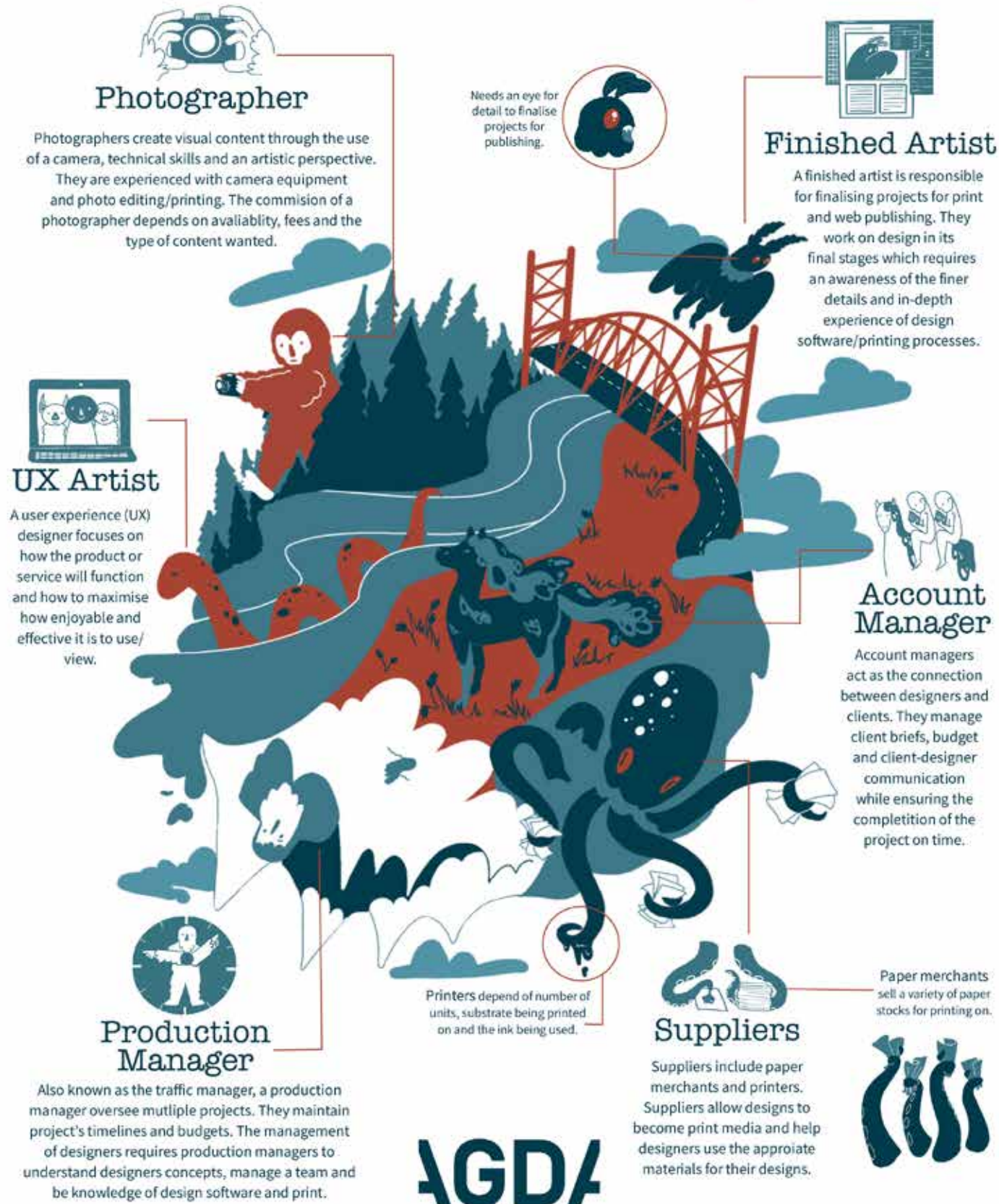
For this invite I used simple illustrations that focused on the flow of the lines and the warmth of expression to make the rustic, homely atmosphere of the wedding. The floral features match the wedding bouquets and the colours of the bridesmaid dresses. To not overwhelm the main illustration, the floral wreath used simple block colour shapes with minimal line detail. The title typography had a script font face that simulated brush strokes to continue this handmade, personal feel.

Software

Procreate, InDesign



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AGDA Infographic

Client

Billy Blue College of Design (educational)

Brief

Create an engaging original info-graphic to educate about networking and the roles in the graphic design industry.

The theme of seeking out cryptids parallels the challenge of finding and understanding other designers and their roles. The target audience of new-to-industry designers and design-interested people can clearly see each creature representing a different role in the design industry.

Software

Procreate, InDesign, Illustrator

Classy Crumbles

Client

Billy Blue College of Design (educational)

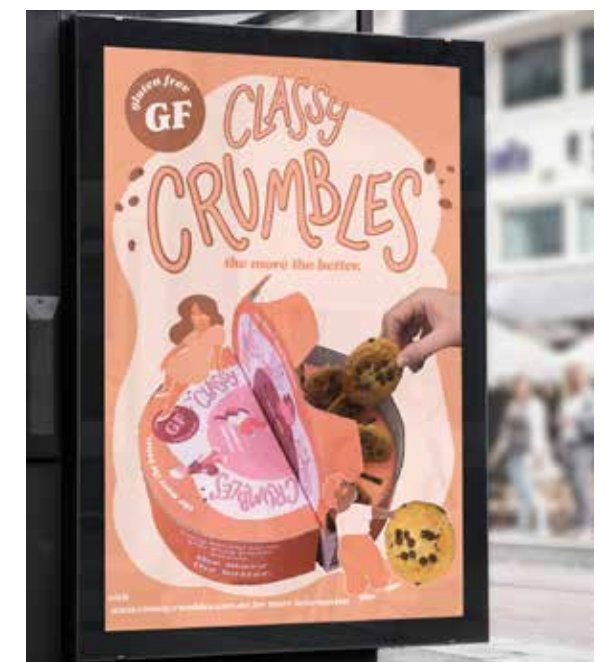
Brief

Create a sustainable packaging design and brand using human-centered design principals

A dual-choice gluten free biscuit box and brand was made in response to excessive single use plastic in snack packaging and the lack of choice for gluten free consumers. Using only sustainable cardboard, the packaging is an easily recyclable container and serving box for social, inclusive snacks. The brand created around the product focus on inclusivity and sustainability.

Software

Procreate, InDesign, Photoshop, Illustrator,



Woodford Re-brand

Client

Billy Blue College of Design (educational)

Brief

Re-brand an Australian music festival, including a main and horizontal logo and collateral (merch, advertisement, website design).

In designing a re-brand for the Woodford Music Festival, the values of the festival, the target demographic and the unique draws of the event were taken into account. The final design uses a heavy rustic typography in a bright orange to attract its youthful, environmentally-conscious audience. The mountain range at the top of the logo references the pristine bushland of the event grounds and form a 'W' shape to pull back to the event name.

Software

InDesign, Illustrator, Photoshop



STAY SAFE



SEMINAR 1 | Legal requirements – keeping you and your client safe.



SEMINAR 2 | Safe work practices in the graphic design studio.

AGDA Poster Campaign

Client

Billy Blue College of Design (educational)

Brief

A poster series for AGDA involving 3 attention-grabbing posters to advertise and inform about their design industry seminars.

Using visually strong illustrations and distinct but minimal palettes the posters are separate but cohesive. Due to the design-savvy but time poor target audience, the visually descriptive and simplistic illustrations work well to deliver information quickly and in an engaging way.

Software

Procreate, InDesign, Photoshop





Devolve Magazine

Client

Billy Blue College of Design (educational)

Brief

Establish a design-based magazine brand with a first issue cover, contents page and 6 spreads.

Devolve is a crafty style magazine that focuses on a more simple homely type of design with an emphasis on texture and shape. This is a response to futurism and cold minimalism that was popular in high design during the 2010s. It is a return to the tactile with simulated traditional textured backgrounds and emphasized white space.

Software

InDesign, Photoshop, Illustrator



Classical Kombucha

Client

Billy Blue College of Design (educational)

Brief

Design a creative die-cut label for Flux Kombucha's new raspberry and mint flavour.

Kombucha is a radically growing market and the task of creating a unique kombucha label is a challenge. Inspired by ancient Greece and the opportunity to use gold foil, A gold wreath die-cut encircles the label to create a unique shape to the label silhouette. The classical theme is continued with line-work of a Grecian woman that is detailed with soft spots of warm pinks. The paper stock is food/beverage grade textured thick paper to contrast the smooth foil and add to the sense of quality.

Software

InDesign, Illustrator, Photoshop



Galentine's Day shirt

Client

Yvette Angelinetta (personal)

Brief

A commemorative shirt for a celebration brunch with friends with a fun and energetic design that focuses on female friendship.

For this commission, curved illustrations in warm oranges and pinks were used to follow the brunch theme. The friend illustrations use the fluid lines, soft shapes and shades of orange to present the friends as mimosas spilling from the champagne glasses in excitement. Sans serif typography was used to continue the casual mood of the shirt. The font is heavy but rounded to match the illustrations.

Software

Procreate, InDesign



Thank you.
(call me)