Graphic Design Works

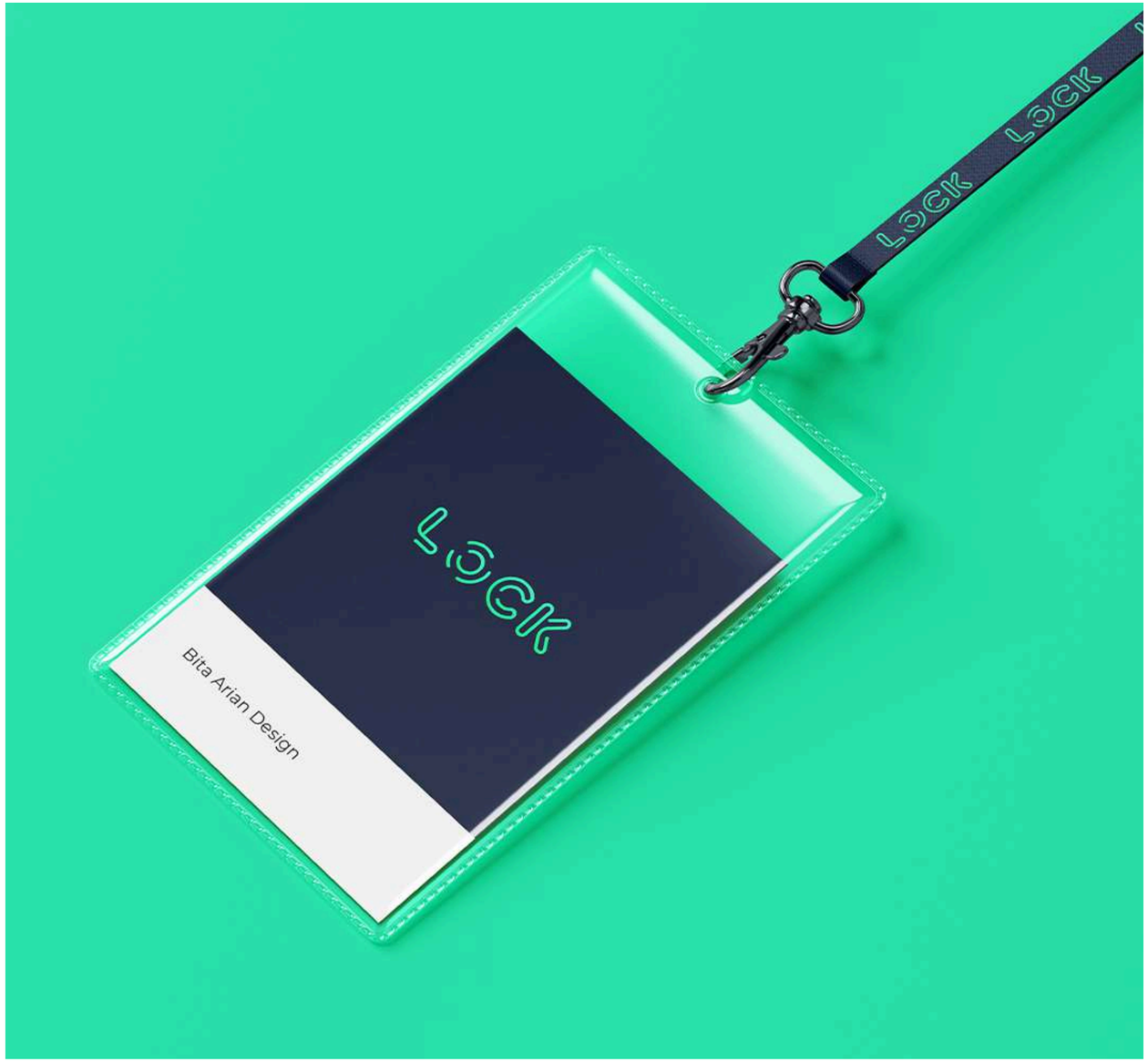
PORTOFOLIO

Bita Arian

Hello, I’m Bita.

I feel the most alive when a lightbulb above my head illuminates an idea, or when I think about the initial concept of everything, or when imagining people and words in shapes and forms. That’s why I’ve studied what provides me with all three: Design.

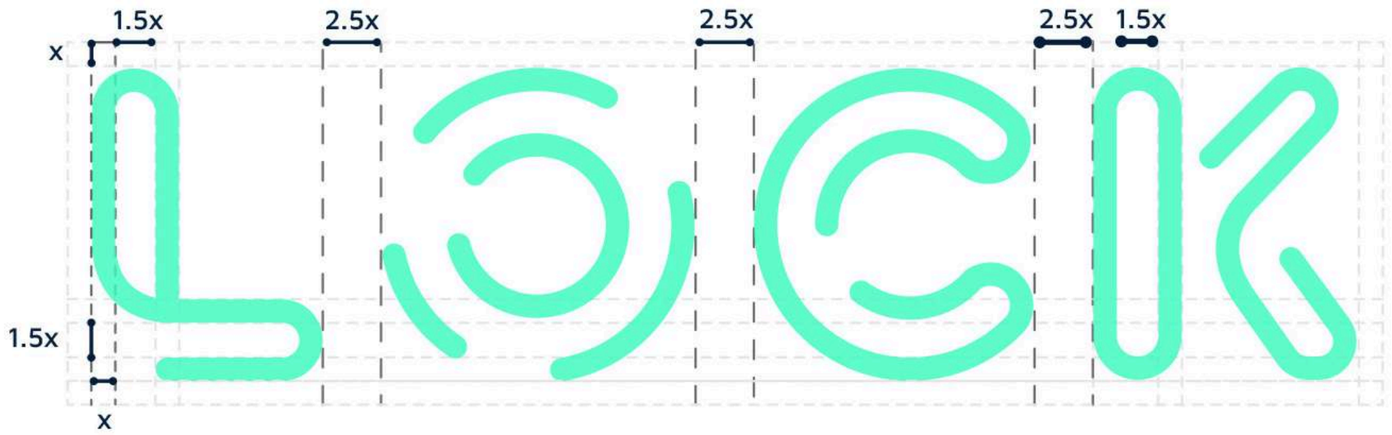
Lock



Design Brief :

“Lock” is an Iranian online platform offering a wide range of locks, including digital lever locks, pad locks, bike locks, etc.

The platform focuses on providing customers with diverse market options, ranging from economical to luxurious and from traditional unlocking methods to digital locks. Therefore, one of the primary objectives in designing their logotype was to avoid using the shape of a conventional lock.



Ideation

I aimed to align the brand logo's style with its industry by creating an impression of coupling and uncoupling of connectors in the operating position, essential for the mechanism's functionality.

Maven Pro

ABCDEFGHIJKLMNOPQRSTUVWXVY

abcdefghijklmnopqrstuvwxyz

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Anjoman

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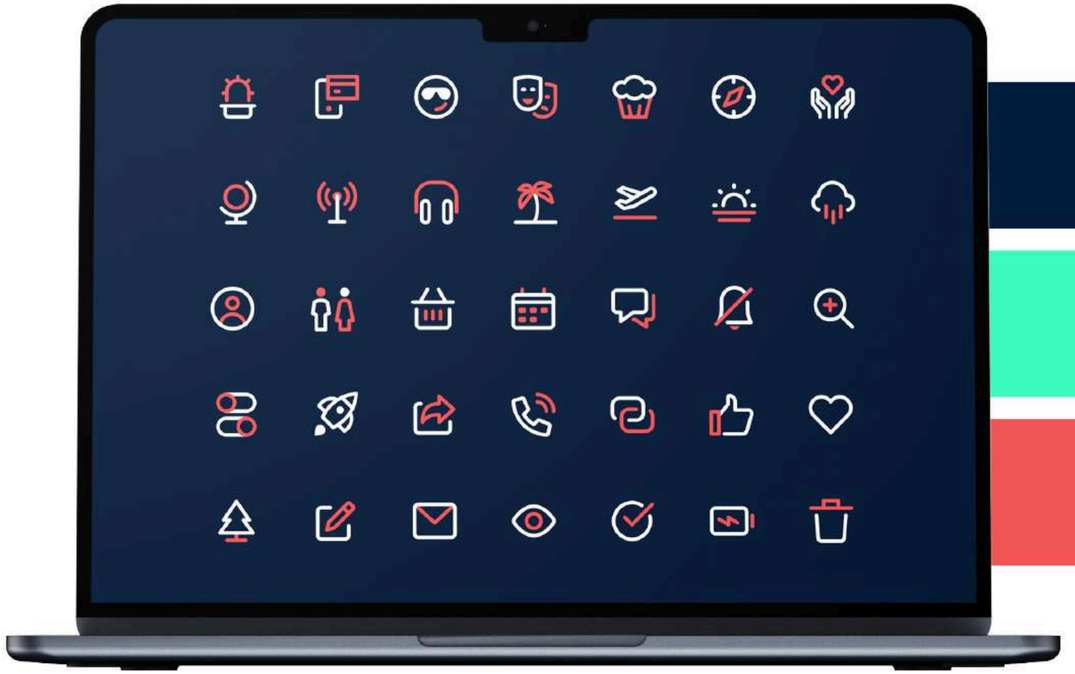

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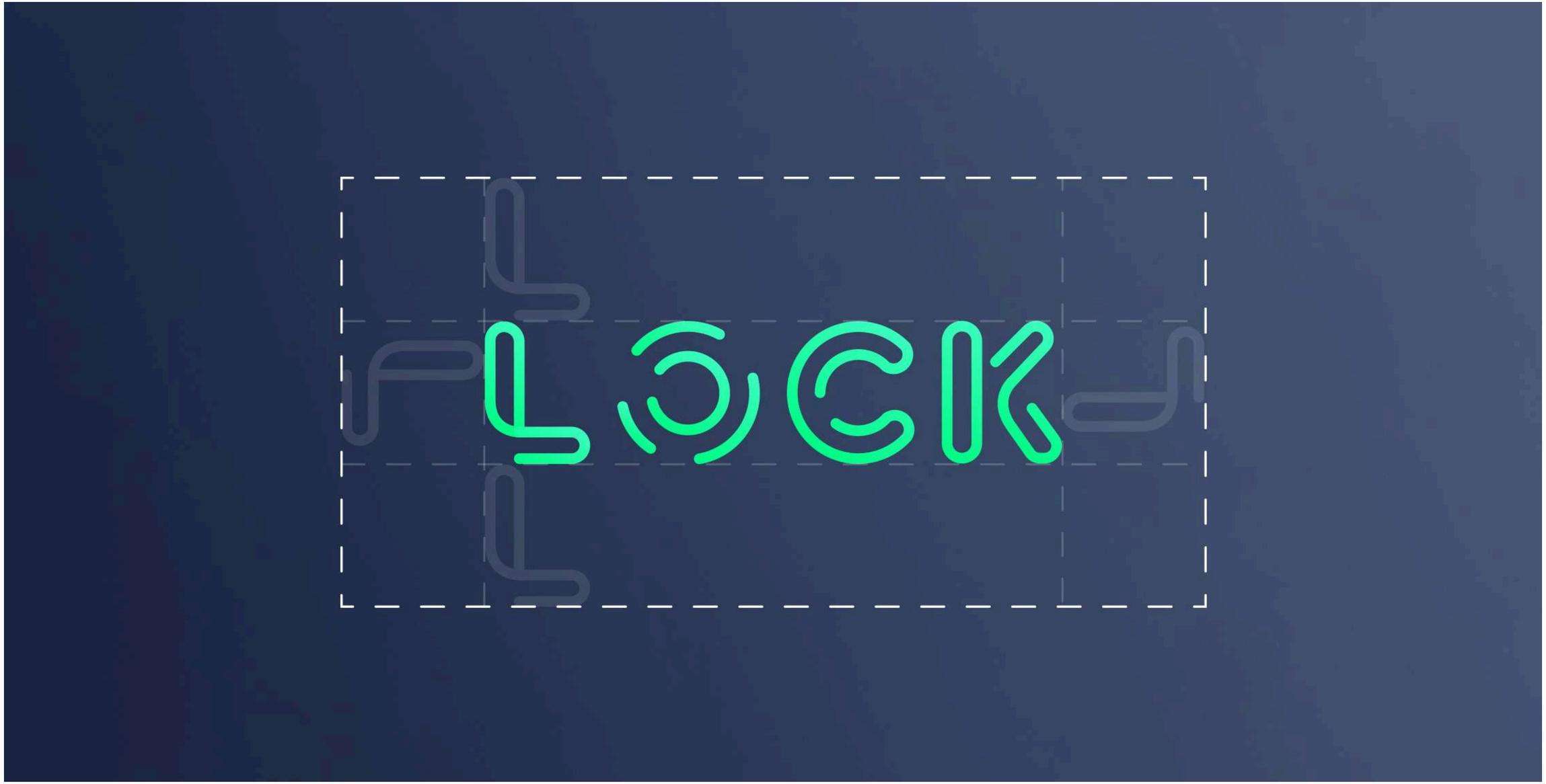

LOCK

Final Work

I transformed the initial idea into a more abstract concept by cutting the lines of the logotype to convey dynamism. My goal was to make the audience perceive that by introducing motion into the desing and creating alignment, a symbolic unlocking mechanism could be visualized

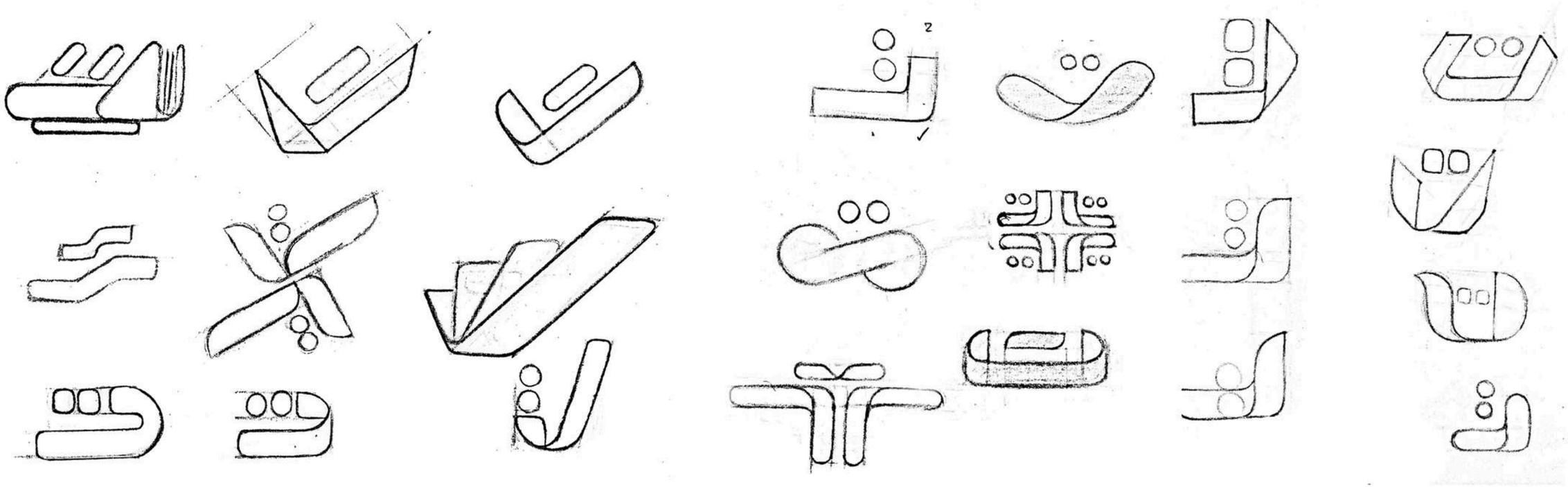
Design Brief :

Taraz operates as an E-learning system group with a “ House of Brands “ strategy, which houses Hamdars application as its sub-brand.

The team sought a drastic change in their visual identity that align with the dynamic pulse of the modern market while reflecting their brand's intelligence, modernity, and forward-thinking.

Ideation :

During the ideation phase, I sketched three types of
those with the ,ت monograms: those featuring the Persian letter
T letter, and those incorporating simplified education-related
.elements



Final Work:

with the shape of a ت the combination of the Persian letter check mark represents the trustworthiness, accuracy, and .quality of the brand's service

Maven Pro

ABCDEFGHIJKLMNOPQRSTUVWXVY

abcdefghijklmnopqrstuvwxyz

0123456789@#$%

IranYekan

ژ ز ر ذ د خ ح چ ج ث ت پ ب الف

گ ک ق ف غ ع ظ ط ض ص ش س

ی ه و ن م ل

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تاریخ : .....
شماره : .....
پیوست : .....
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Shekari

Design Brief :

Shekari is a food product manufacturer, founded in 1940, and specializes in in producing a variety of food products, including syrups, marmalades, chocolates, and more.

Regarding the design of the packaging of their flavored chocolates, a metal container was considered to replace the current package. Also, two unique labels were ordered to distinguish their two different chocolate flavors.

Instructions for the packaging design emphasized avoiding the use of cocoa fruit illustrations and floral patterns. The client also stressed the need for the package to stand out from local Iranian confectionery, like Persian Nougat Candy.

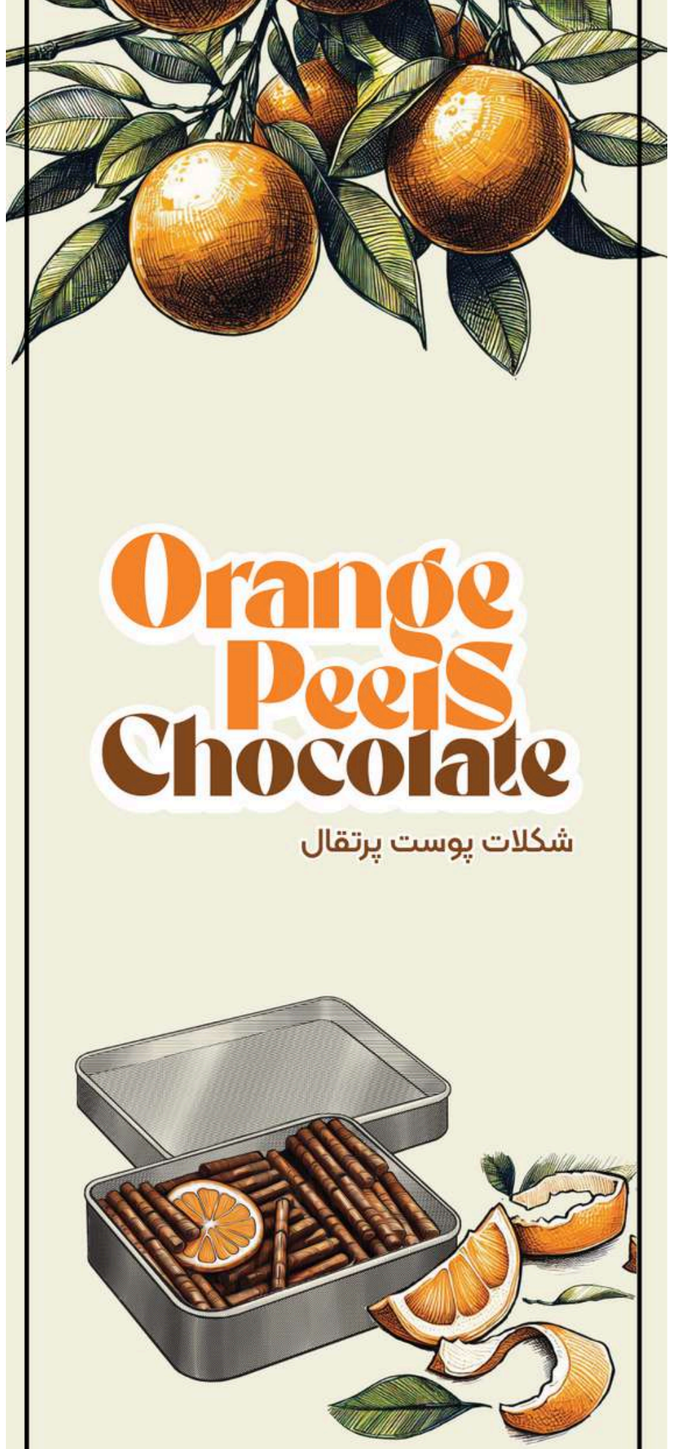
Ideation :

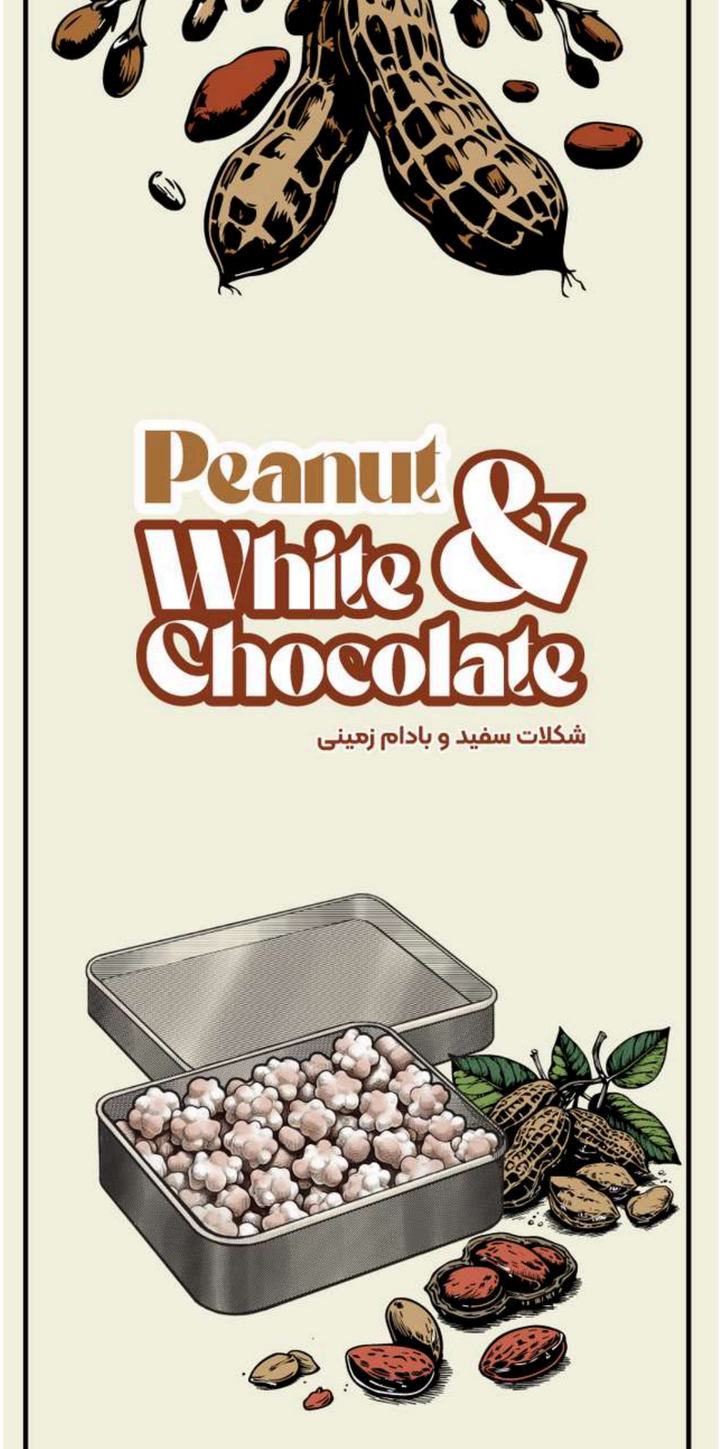
with having different tin boxes and chocolate packages benchmarked, and carefully considering the brief, I portrayed an illustration of the cocoa harvest scene in lithographic style. This approach not only preserves the brand's heritage but also harmonizes with the style of its logo.

Final Work :

To design the labels, I avoided using product photographs as I wanted to create a vintage look for the whole package. Drawing inspiration from retro product posters and using a color palette accordingly, I illustrated the product within a tin box, capturing its authentic appearance, and then designed the top labels using these frames.

The design has now exceeded the client's expectations, and we are in the process of making final edits to ensure optimal printing results.





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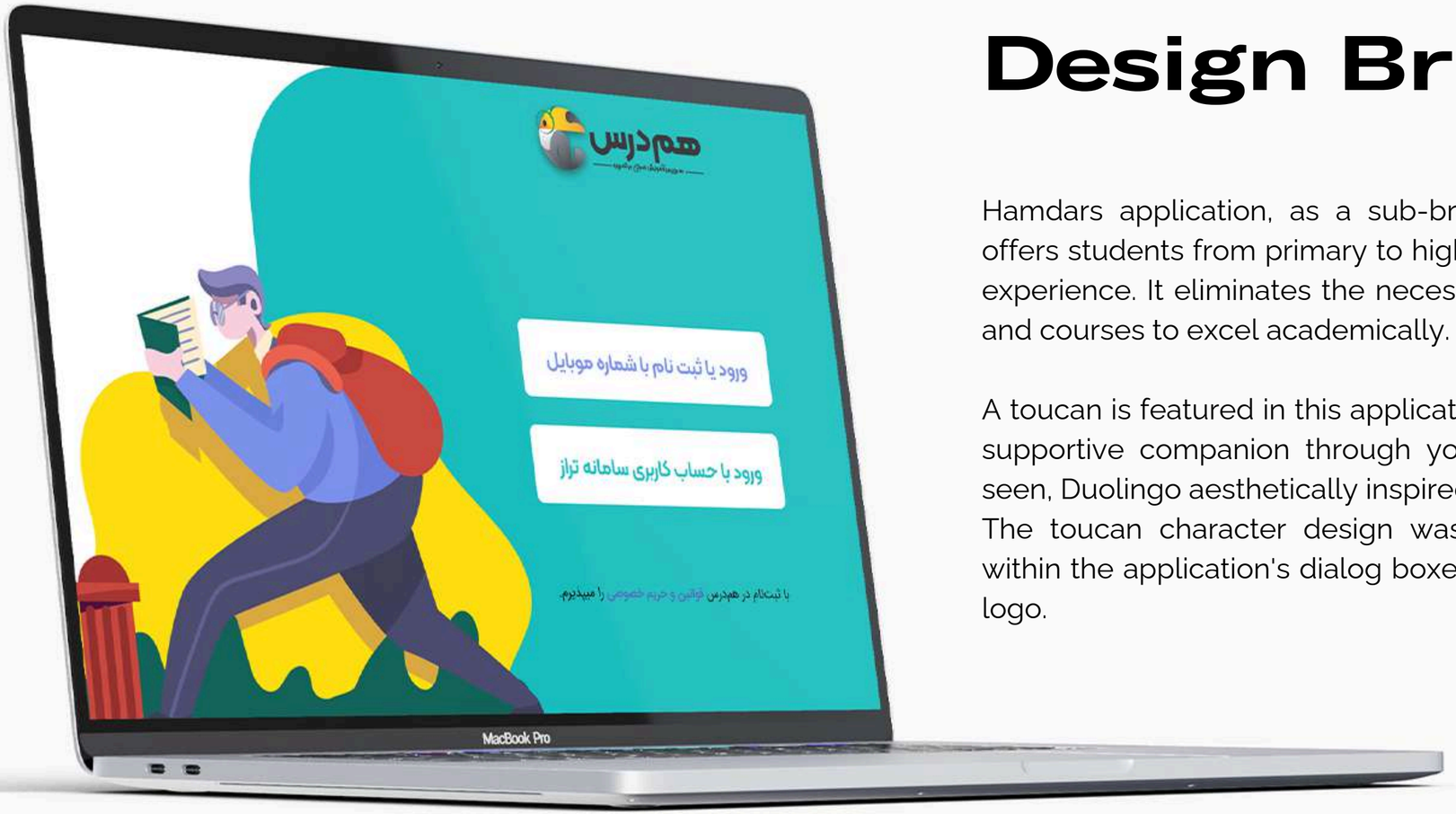
Hamdars



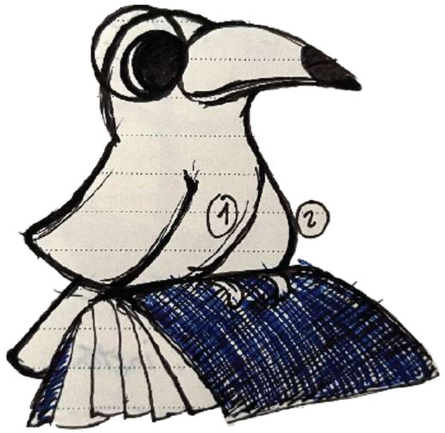
Design Brief :

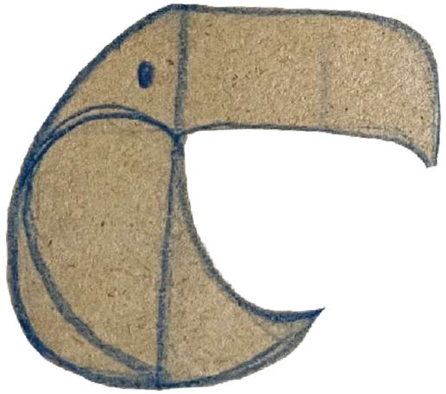
Hamdars application, as a sub-brand of the Taraz E-learning system, offers students from primary to high school a comprehensive educational experience. It eliminates the necessity for multiple supplementary books and courses to excel academically.

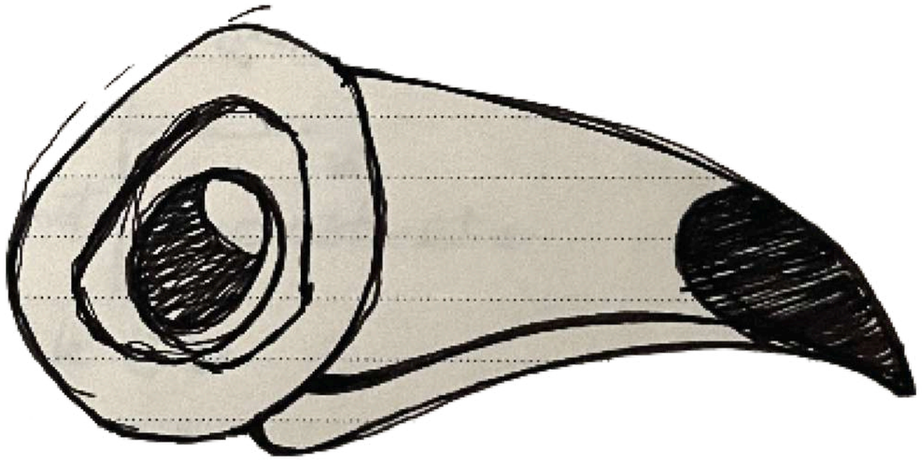
A toucan is featured in this application, symbolizing a knowledgeable and supportive companion through your educational journey. As it can be seen, Duolingo aesthetically inspired the application.
The toucan character design was completed and has been featured within the application's dialog boxes, making it ideal to also appear in the logo.

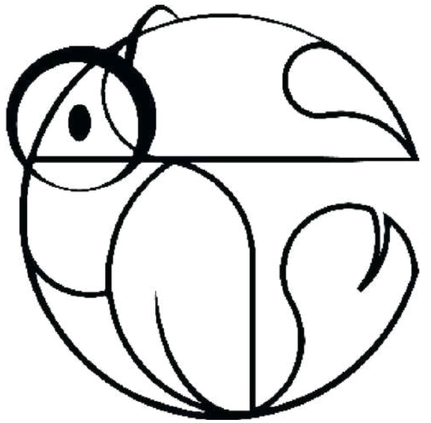
Ideation :

I initiated the ideation process by sketching toucans to capture traits like kindness, cuteness, youthfulness, and intelligence. Then, I refined the sketches by adding educational symbols like question marks, books, and glasses.





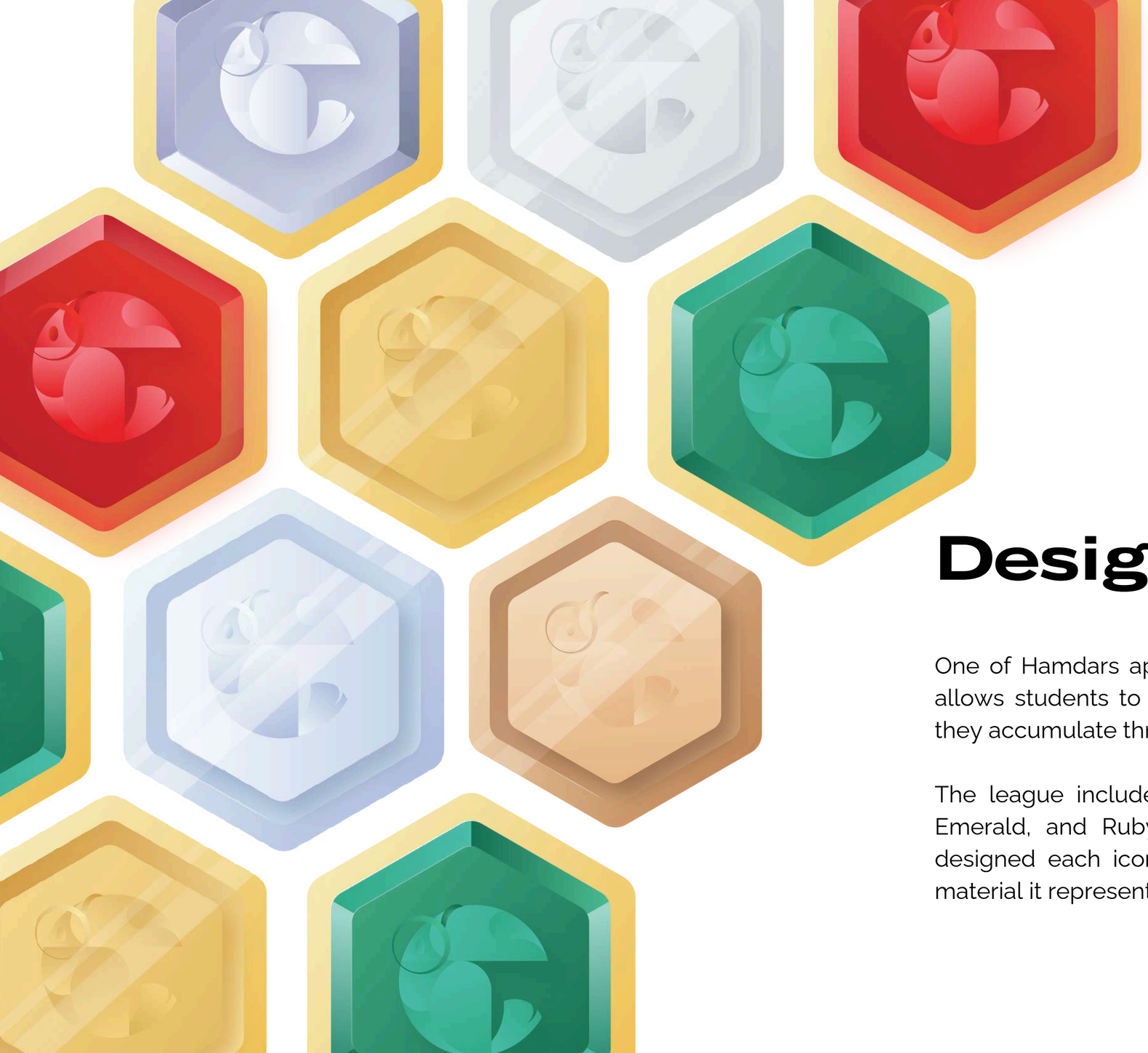




Final Work

After refining various sketches, we settled on a circular composition of the toucan wearing glasses. This design embodies a friendly, supportive, and intelligent.

League



Design Brief :

One of Hamdars application features is called 'League of Hamdars' which allows students to engage in a friendly competition according to the XPs they accumulate throughout a week.

The league includes 7 stages : Bronze, Silver, Gold, Platinum, Diamond, Emerald, and Ruby. To create an engaging and pleasant look, I have designed each icon with a distinct carved aesthetic , reminiscent of the material it represents.

Bronze

Gold

Silver

Emerald

Ruby

Diamond

FX AI Campaign

Design Brief :

The “ Fx AI campaign” highlights FX as a symbol of innovation, blending cutting-edge technology with visionary design. The project invites enthusiasts and designers to explore and interpret the future through AI-assisted creations, emphasizing the fusion of creativity and technology.

The goal is to position FX as a platform at the intersection of art and technology, inspiring a diverse audience of creatives, designers, and tech enthusiasts to participate and connect with the campaign’s vision of the future.

Inspiration :

Final Work :

مسابقه طراحی آینده گرایانه اف ایکس
FX
AI DESIGN
CAMPAIGN
آینده را اکنون تصور کن

Tiggo 7 Plugin Hybrid

Design Brief :

Objective:

Designing a key visual for the Chery Tiggo 7 PHEV car that showcases its modern, eco-friendly, and innovative features. The visual will be used for Delivery Ceremony and social media content.

Visual Style:

- Imagery: The visual should feature the Tiggo 7 PHEV prominently, with a strong emphasis on its design and Eco-Firendly performance. The car can be placed a natural environment and landscape. The use of water and reflection is ideal.

- Color Palette: The visual concept for Tiggo 7 PHEV includes the colors sky blue, grey, light blue, and yellow green.

Final Work :

Click here to view the design process in detail

Thanks for you time and attention

Feel free to contact me

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