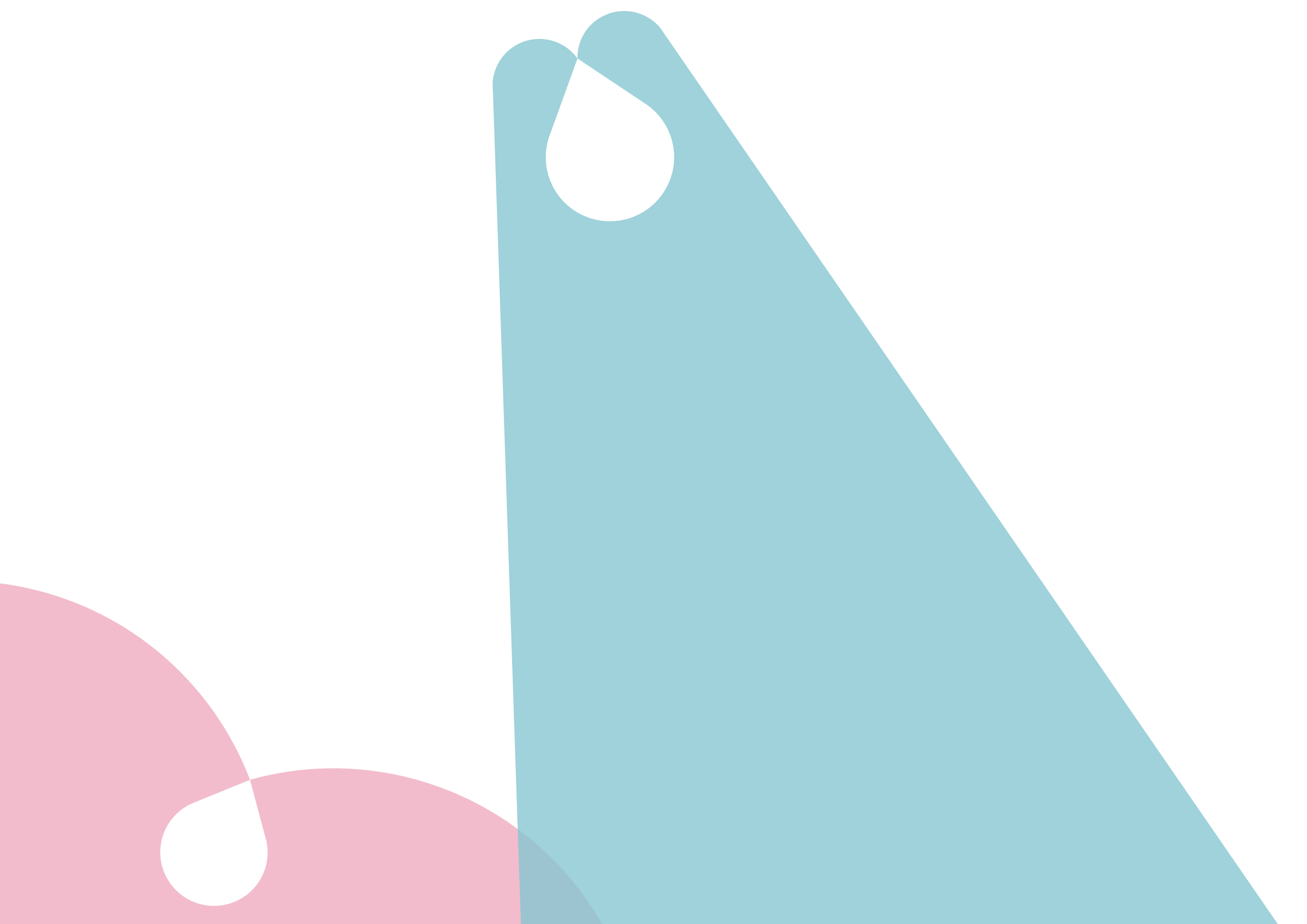




Brooke Alyss

Graphic | Illustration | Interior



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KTARC Re-brand

Client:

KTA RC

Brief:

This was a client brief where I was tasked to redesign the logo, as well as set up cohesive branding for KTA RC. I created a new logo for the brand and tire graphics to be used throughout their branding. I took some product photography to be shown off on their re-designed website that I created, as well as being shown off on their Facebook page. I also worked on creating t-shirts as well as updating their certificates for their different race challenges, including vector illustrations of different cars.

See more here:

<https://www.ktarc.com.au/>

Tools:

Illustrator
Photoshop
Indesign
Wordpress

The logo for KTARC is displayed in a large, bold, sans-serif font. The letters 'KTA' are colored in a dark red, while 'RC' is in a dark grey. The 'R' and 'C' are connected, and the 'C' has a textured, tire-tread pattern at its base.



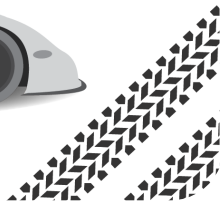
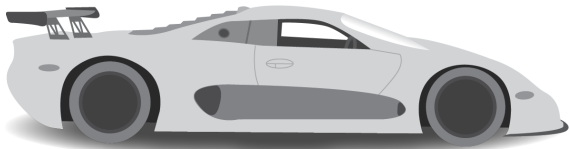
Winter Challenge 2020

1st Place Stock

Name Here

9.076 Seconds

100 Points



KTAR RC

HOME MY ACCOUNT SHOP CONTACT US



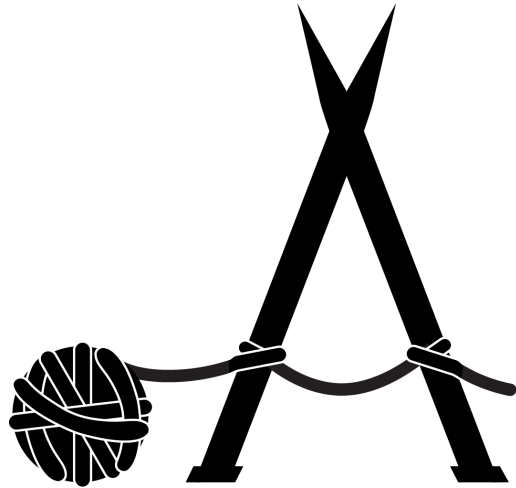
<https://www.facebook.com/ktarc/>

October 2020

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«Jun

Alison's Handmade Goods Branding



● Alison's
Handmade
Goods

Client:

Alison's Handmade Goods

Brief:

In this brief I designed a logo for a small business. The owner Alison, wanted a logo that represented her knitting business. I came up with the idea that turning the 'A' in Alison's Handmade Goods into knitting needles with a ball of wool. Alison loved this idea, and I further refined the design to be readable and professional. In the end I also used a simplified version for the full wordmark, both for readability as well as for the ease of printing the logo onto t-shirts.

Tools:

Physical drawing
Illustrator

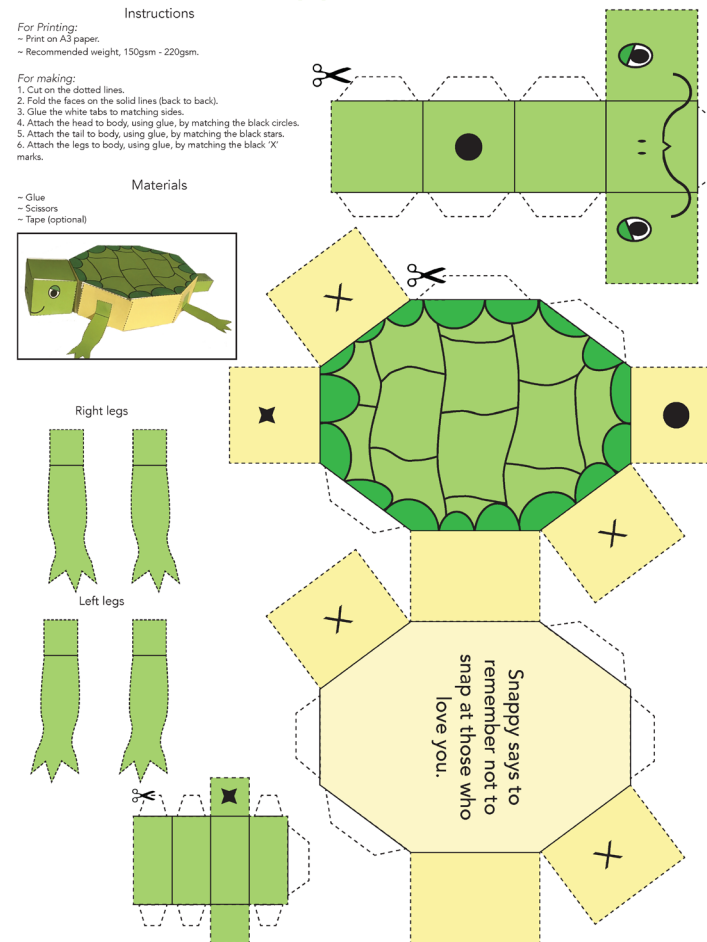
Turtle Paper Toy

Client:
University assessment

Brief:
I was tasked to create the paper flat lay on an A3 sheet, suitable for a child to be able to create with little help from adults. We had a choice of a few different animals to create into a 3D paper toy. I chose a snapping turtle and used bright child-friendly colours to appeal to children, as well as including a positive message on the turtle's stomach. The paper toy also features instructions on how to cut out and fold the toy together, as well as an image of how the final toy looks when constructed.

Tools:
Indesign

Snappy the Snapping Turtle



Mindfulness Journal

Client:

University assessment

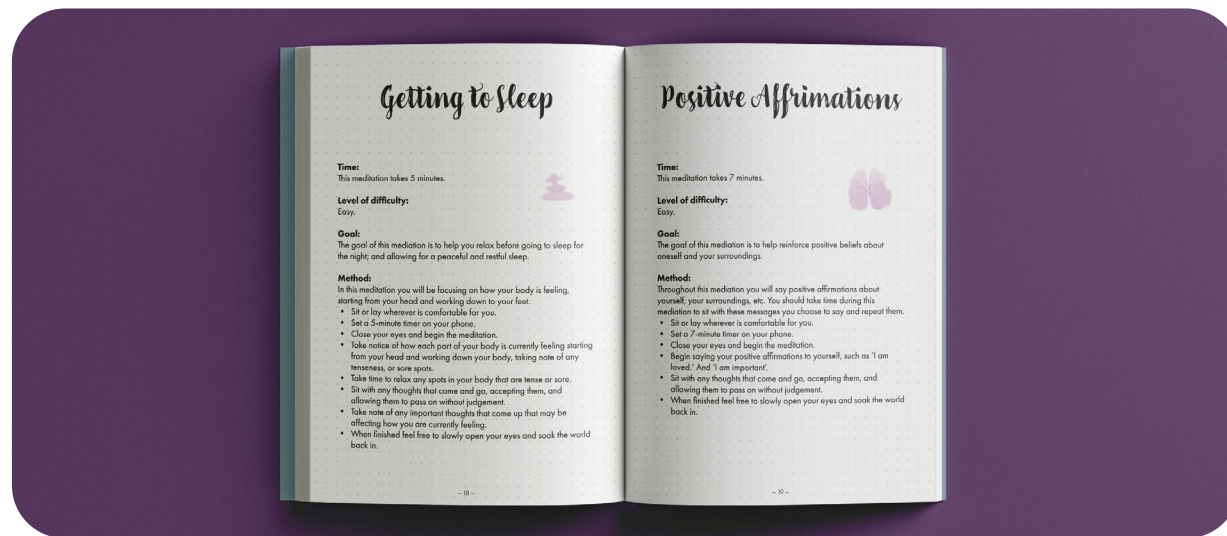
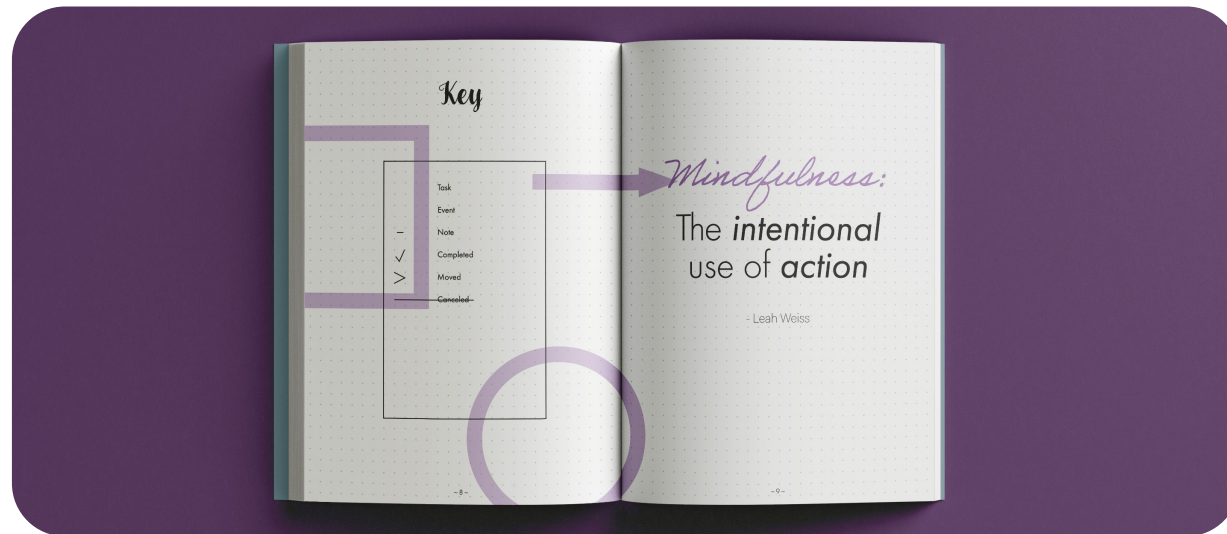
Brief:

This was my major project for University, where I created a mindfulness journal set based on the bullet journaling method by Ryder Carroll. The journal set includes a 166 page 6 month mindfulness journal for 2021, a 10 page sticker set, and 3 premium bookmarks. The goal of this set is to help improve the mental and emotional health of its users, teaching them how to be more mindful in their everyday lives, and allowing users to become more productive. I turned this project into a real product, which was for sale through my Etsy page.

Tools:

Hand drawing
Watercolour
Photoshop
Illustrator
Indesign





Anytime Tea Branding

Anytime
Tea



Client:

University assessment

Brief:

We were tasked with doing a 'makeover' of an old university project that we felt could have been improved upon in some way. I chose a product branding project, that upon reflection I felt could be really enhanced to be more modern and luxurious. I took a more simplified illustrative approach to both the logo and the packaging design, utilising a charcoal grey to enhance the design.

See full project:

https://issuu.com/brookealyss/docs/anytime_tea_style_guide

Tools:

Illustrator
Indesign
Photoshop



Radical Accessibility Branding

Client:

Jessica Olivieri, Urban Theatre Projects, and Dr Rachel Morley, Associate Dean of Engagement, School of Humanities and Communication Arts, Western Sydney University

Brief:

This was a live brief within the Rabbit Hole Studio for Radical Accessibility who required branding for their September event. This project was created in collaboration with other students in university as a part of the Rabbit Hole.

My role within this project was to help with the creation the logo, make some patterns for the branding, as well as creating tactile postcards that could have braille embossed into them saying the name of the event. I created three different double-sided postcards, featuring braille, vector patterns, the event dates, and links to the website. I also created the final presentation to the client with all of the finished work my group made.

Tools:

Illustrator
Indesign

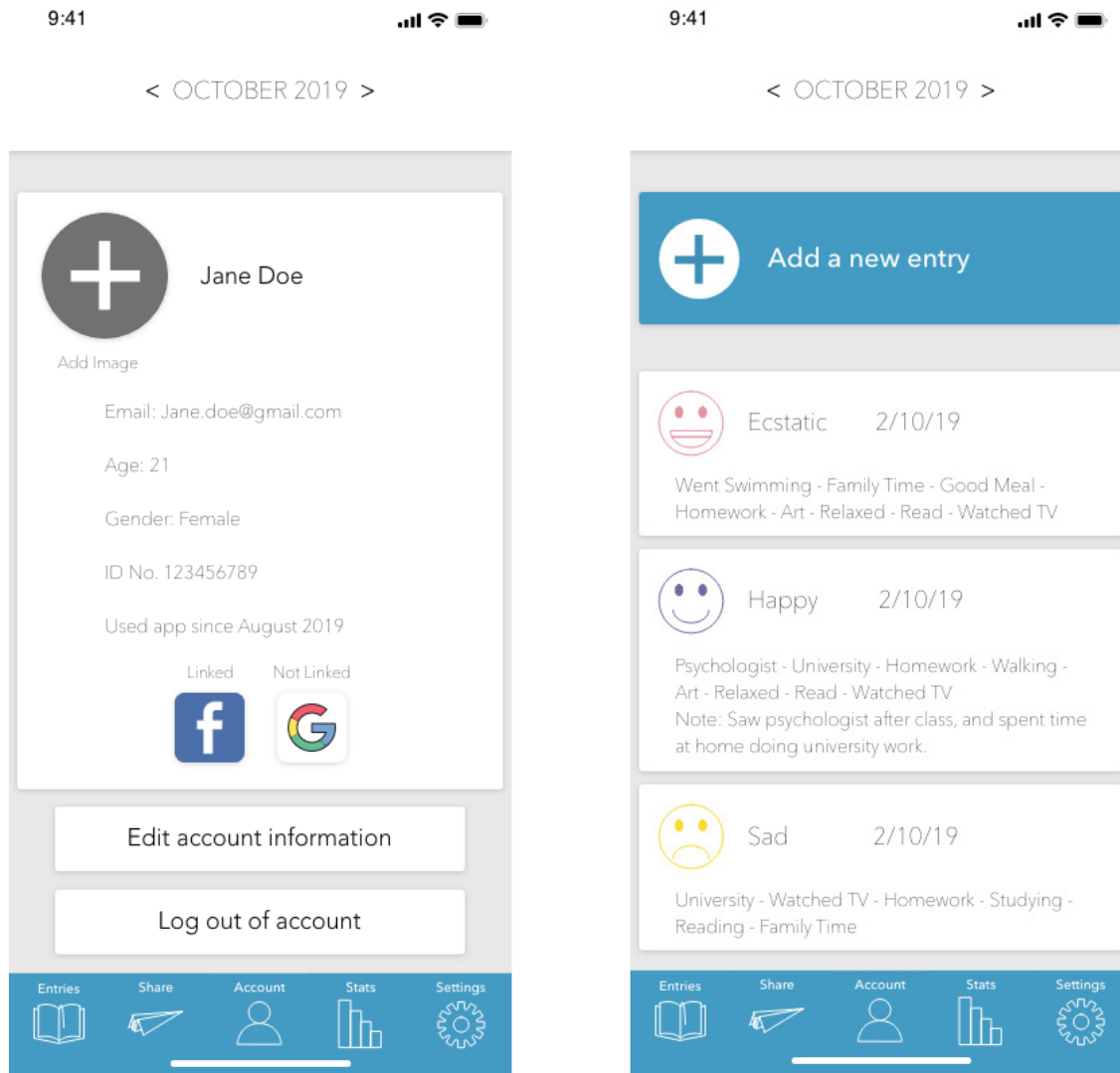
RADICAL
← ACCESSIBILITY →

RADICAL
← ACCESSIBILITY →

DIGITAL EMPOWERMENT AND EXCHANGE



My Moody Mind App



Client:

University assessment

Brief:

This was a University self-brief app design assessment at University. We were tasked to create an app that was designed to either better on an existing app design, or to fill in a gap in the existing market. I chose to make a mood tracker app, with the ability to share information with others (for example: family, friends, or medical professionals). As well as including the ability to see tailored personal stats, so that the user can see how a certain activity is affecting their mood.

See full project:

<https://xd.adobe.com/view/23401cb4-2354-45ec-8c37-2573d2366ff0-7613/>

https://issuu.com/brookealyss/docs/brooke_kalf_18965490_app_presentation

Tools:

Illustrator
Adobe XD
Photoshop



The Beauty of Books

Client:

University assessment

Brief:

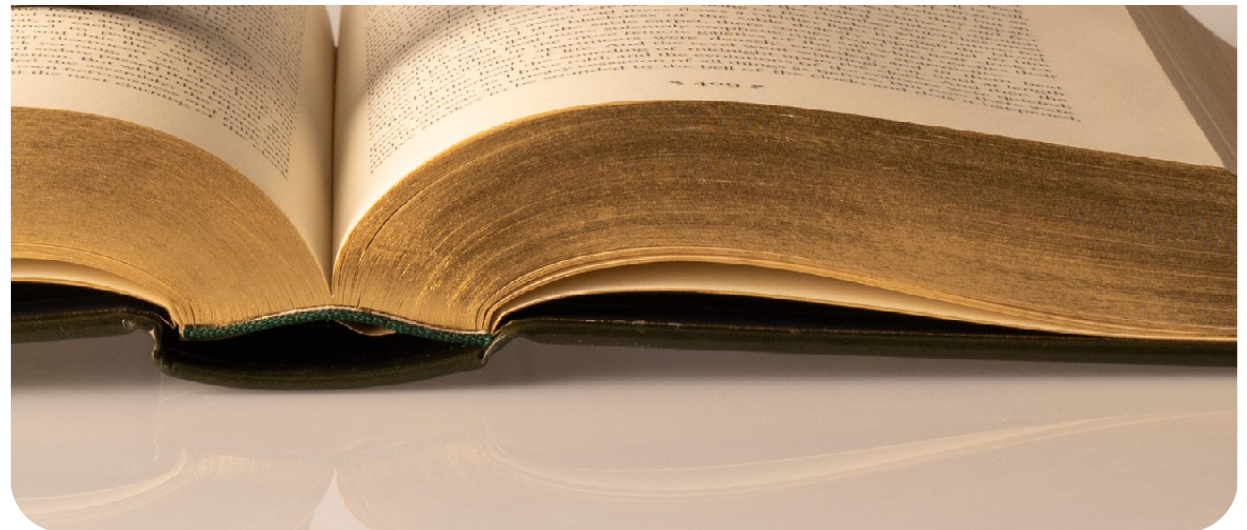
This was a University assessment where I created product photography using the studio. I created "the beauty of books" where I took up close photos of books and the textures within the pages. This assessment was turned into a booklet with the photography that we thought was our best from the shoot.

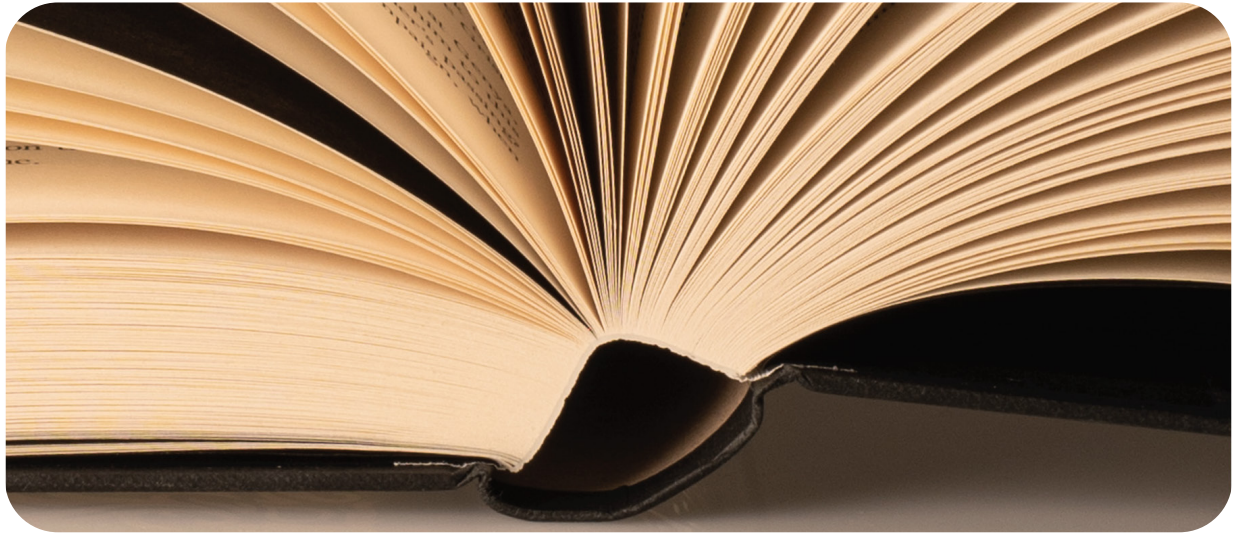
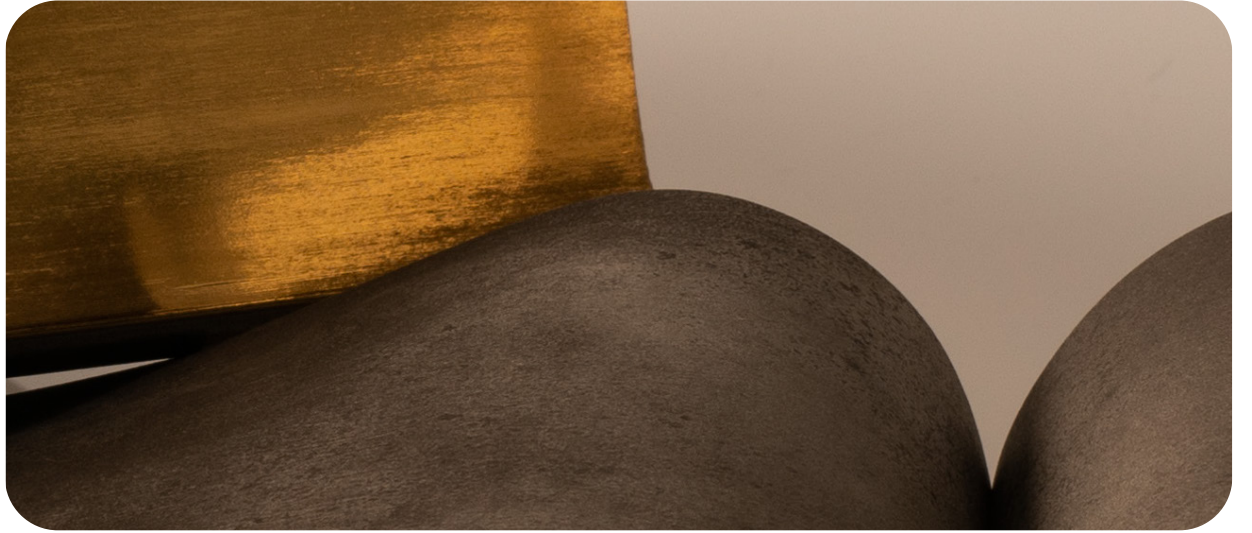
See full project:

https://issuu.com/brookealys/docs/final_layout

Tools:

Photoshop
Photoshop RAW
Lightroom
Indesign





Fashion Photography

**Client:**

University assessment

Brief:

This was a photography assessment where we were tasked to use fashion from a different time period, and style it, as well as the model for a modern audience. I chose to use a 1950's style dress and turn it into spring/summery modern fashion.

Tools:

Photoshop
Photoshop RAW
Lightroom
Indesign



Kitchen Design

Client:

University Assessment

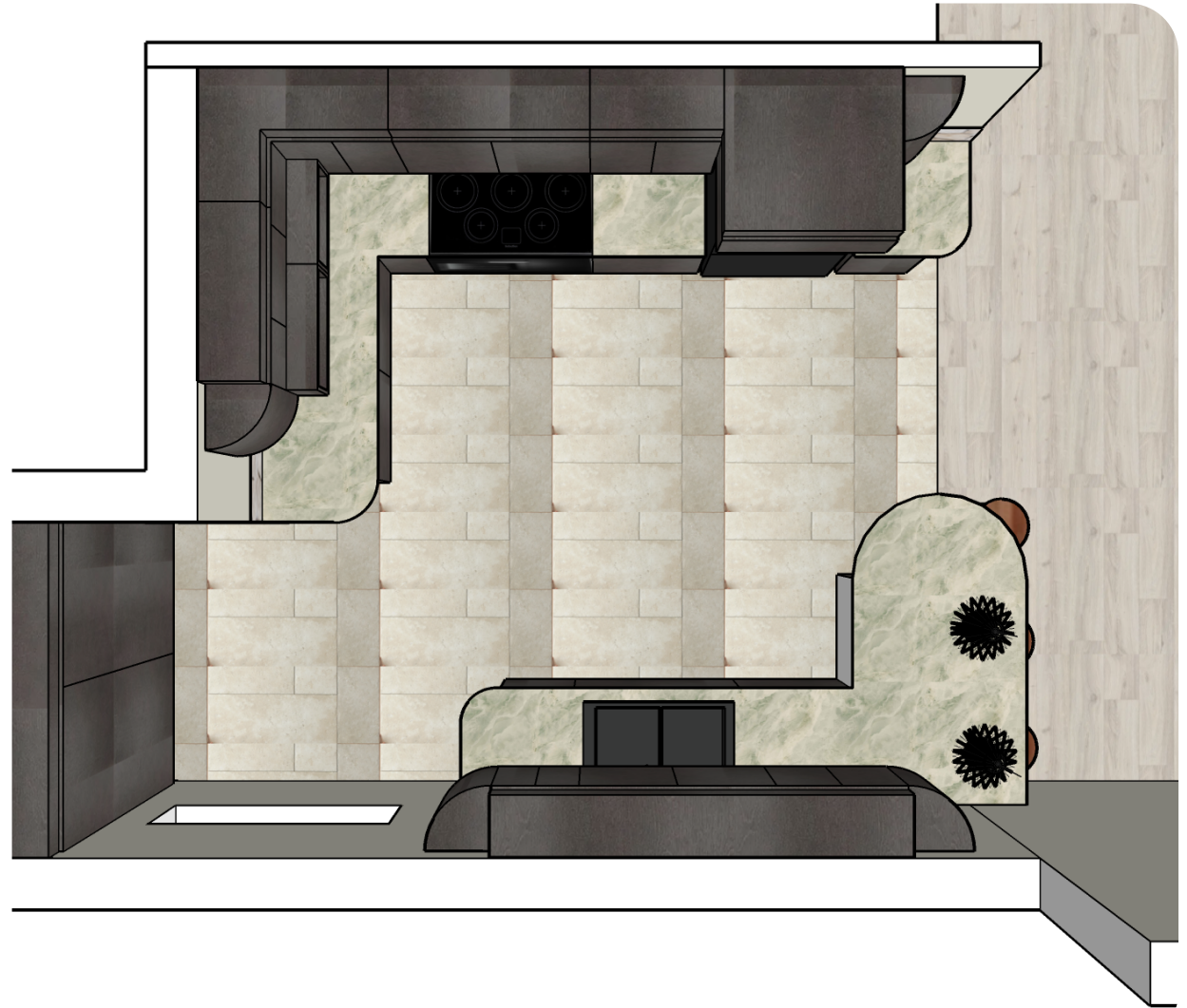
Brief:

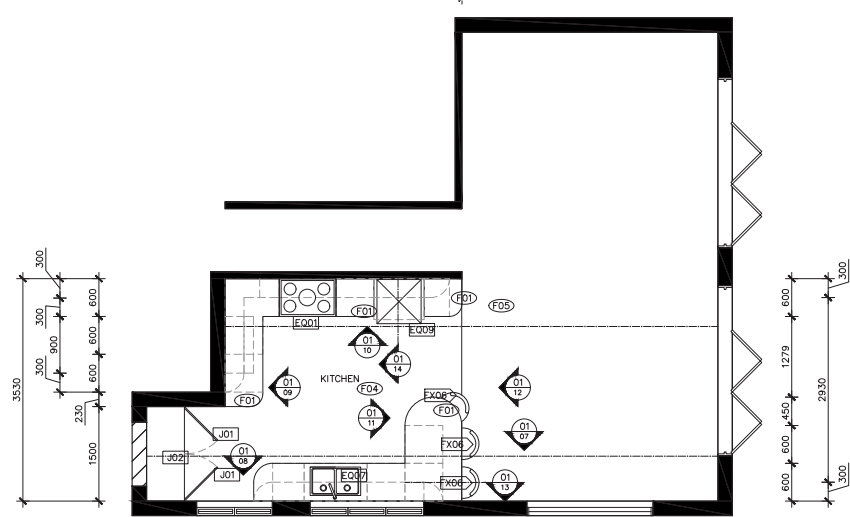
In this brief we were given a pre-made floorplan, where we had to design a kitchen within (as well as keeping space for a living room, and dining room). We got to choose our own clients and interview them.

Here I designed a kitchen with natural finishes (stone and wood), for a client who wanted the area to be central to entertaining. The client wanted to go all out with luxe finishes and appliances, to help them to cook, and serve dishes for their guests. This included a natural Quartz stone benchtop, stone backsplash, wooden cupboards, and even including a built in coffee maker.

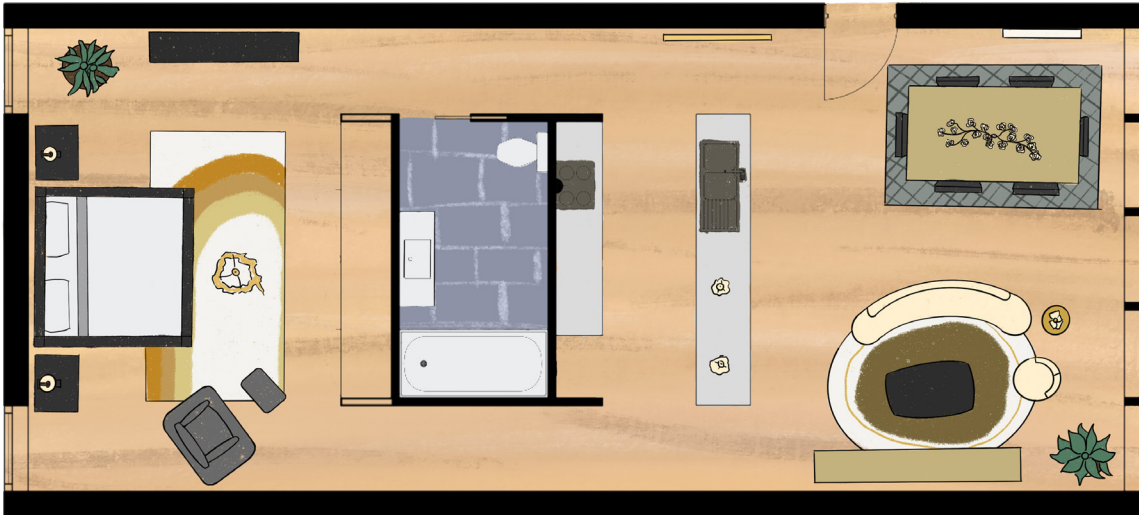
Tools:

AutoCAD
SketchUp





Apartment Design



Client:

University Assessment

Brief:

In this brief I designed an apartment with a pre-determined floorplan and client. I had to design the living room dining room, and the bedroom. The clients wanted the space to be a sanctuary for them, where they can relax after their days at work, and entertain for family and friends.

I designed the space to be warm with natural finishes to it, including: Boucle fabric, stone, wood, quartz, and metal. They wanted warm lighting to help them relax and unwind at night, and also needed some space for existing pottery and posters they owned. I decided to separate this open concept apartment into zones, to create some separation between relaxing, eating, entertaining, and sleeping.

Tools:

Digital Drawing (iPad)
Photoshop
Indesign



- BF01. Womb Chair and Ottomon - Knoll
- BF02. Smoky Diamond Ring Light - Christopher Boots
- BF03. Dawson Bed - Castlery
- BF04. Carrera Bedside Table Left - Snooze
- BF05. Carrera Bedside Table Right - Snooze
- BF06. Maya Shelf - Lounge Lovers
- BF07. ARDEN Matted Frame - Freedom
- BF08. Happy-plant-dracaena - Bloomspace
- BF09. Natural Stone Pot - Bloomspace
- BF10. Black orange rainbow rug - Miss Amara
- BF11. B318L Table Lamp - Contents International Design
- BF12. Washes Linen Natural Sheer Curtain Pair - Pillow Talk
- BF13. Mid Century Rod Carbon Brass - West Elm

- WF01. Spanish Cream - Dulux
- WF02. Cressida - Dulux
- WF03. Heartwood Eucalypt - Beaumont Tiles

Brooke Kalf

Hotel and Bar Fitout

Client:

University Assessment

Brief:

In this brief I was tasked to design a hotel and bar over 2 levels of a pre-defined building, based on an artist's works. I chose Erin Nicholls' work, with each bedroom being based off different artworks of hers.

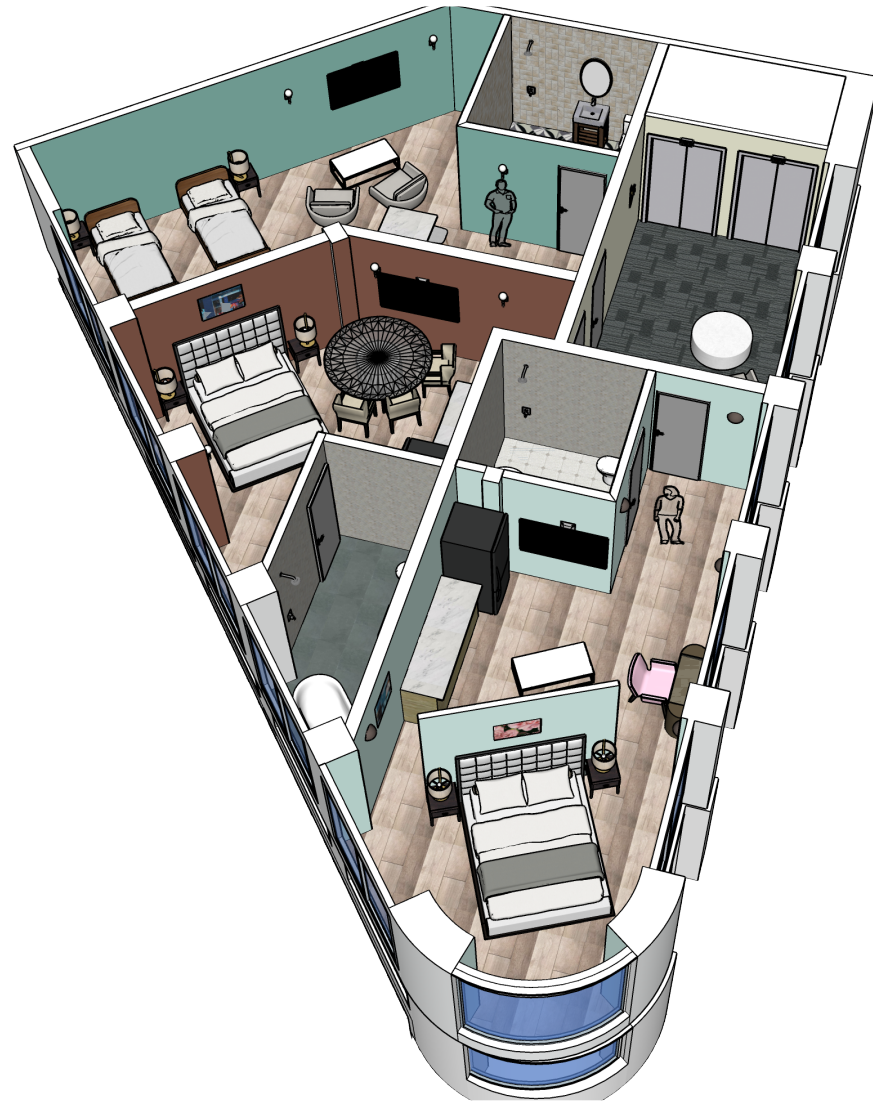
I have included an image of the design of one of the hotel rooms furniture scheme. Which includes some of the artworks that inspired it, and will be featured in the room. I have also included the reception design scheme and downstairs floorplan, which is based off some of her japanese street-scape artworks.

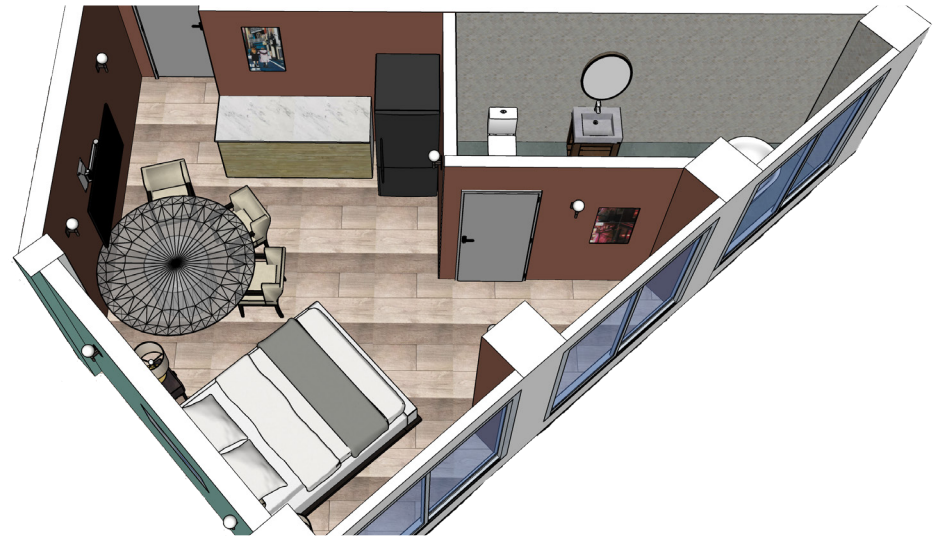
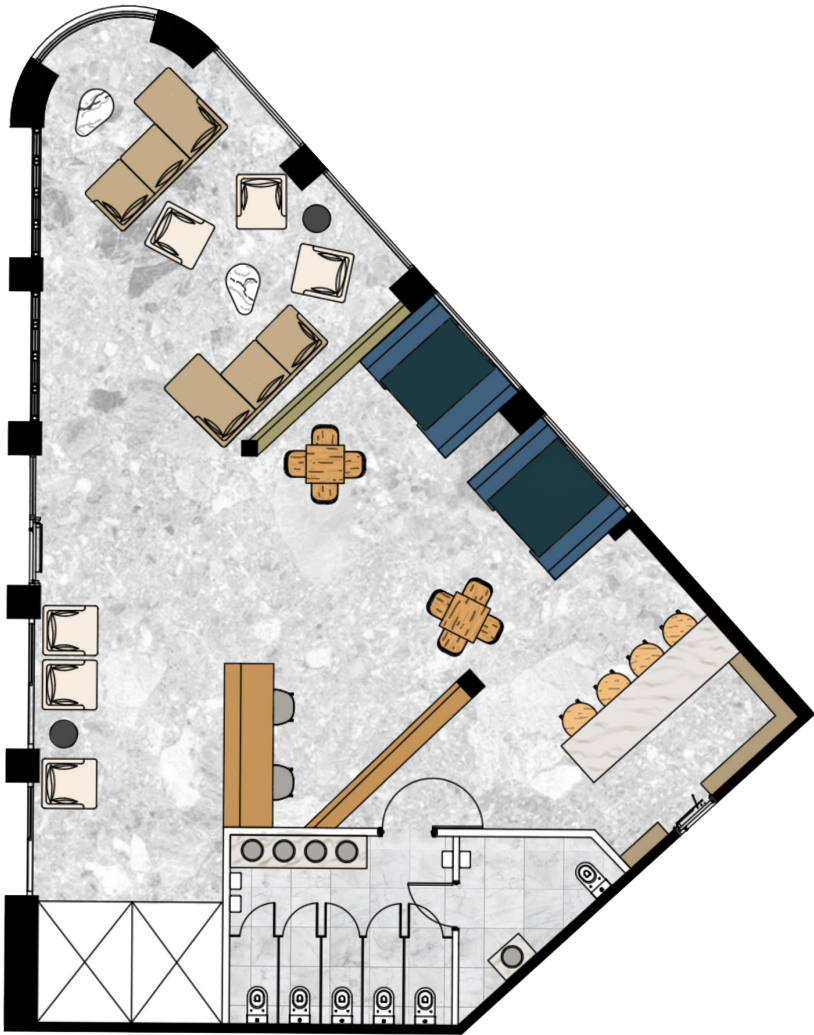
Tools:

AutoCAD

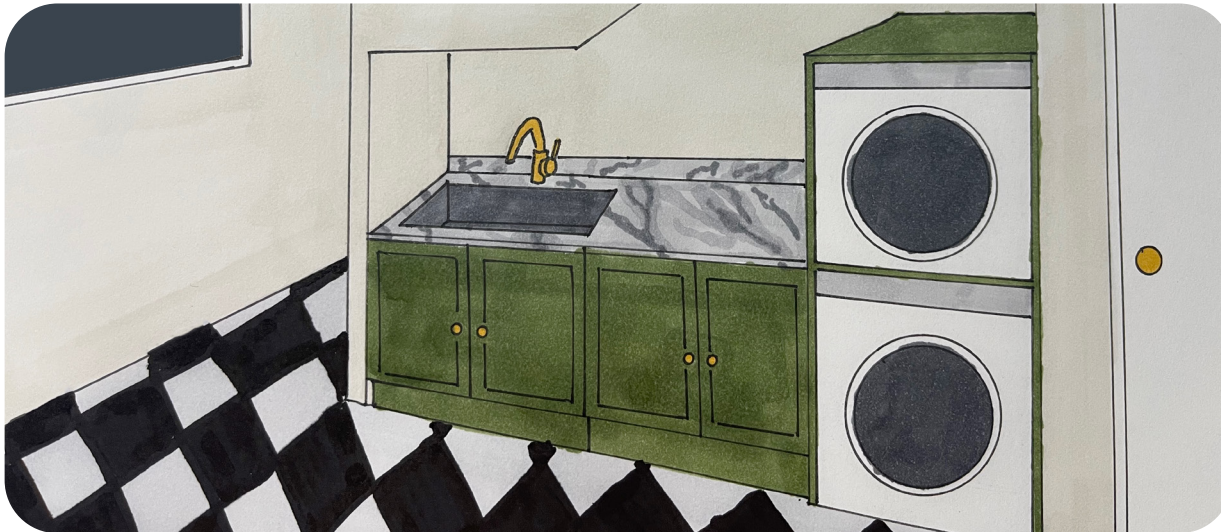
SketchUp

Digital Drawing (iPad)





Living Room, Laundry and Bathroom Design



Client:

University Assessment

Brief:

In this brief we were given a real client project, and were tasked to design a few rooms within the house of the client in teams. I was in a group of 4, and we were tasked to design the laundry (where we incorporated a powder room), bathroom, and living room.

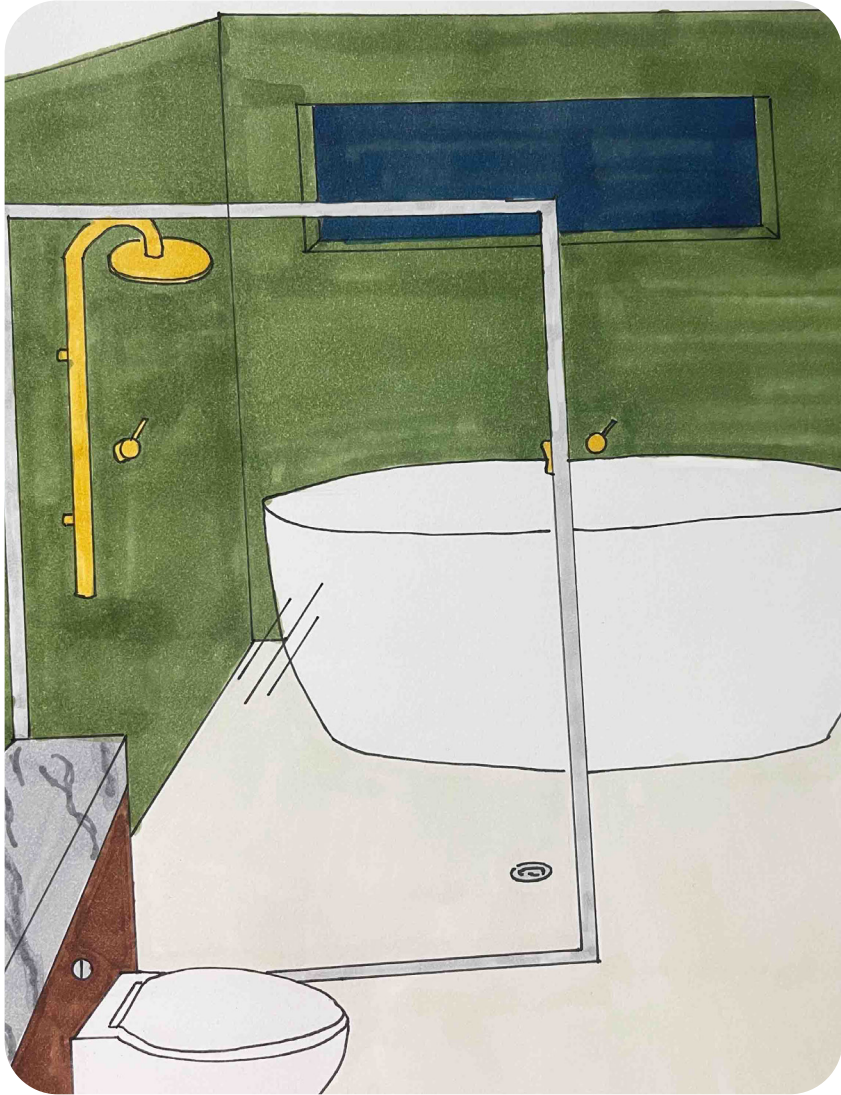
You can see here some of the elements of the work I contributed to this project, including hand drawings, 3D sketchup views, chosen furniture, chosen finishes, and layout design.

Tools:

AutoCAD

SketchUp

Hand Drawing (fineliner, copic markers)



Brooke Kalf

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E-mail: brooke.kalf@gmail.com
brookealyssdesigns@gmail.com

Website: brookealyss.com

Brooke is graphic and interior designer, who has great skill in branding, graphic design, illustration, interior decoration, marketing, and photo editing. Based in Greater Western Sydney.

Brooke has completed two graphic design degrees, an interior design degree, freelance work, a six-month internship, a three-month internship, and is currently working on her post graduate marketing and digital strategy certificate. This work has honed the skills to work well in a professional design environment.

Brooke has also spent three years working in an office as an administration assistant creating great in-office skills. Familiar with talking to clients, and communicating designs, works well in team environments, as well as working well alone, and being able to follow instructions. She is ready to work with a great positive attitude, and wants to share inclusive design with a positive impact on the world.

In her personal time Brooke loves to play with her pet rabbits, including Fluff Fluff, spend quality time with her family, draw, paint, go rollerskating, and playing video games.

