

CASE STUDY

Personal Project

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CLIENT INTRODUCTION

The client is Brique, a brand in the textile and jewelry industry. They offer a range of clothing, accessories, and jewelry.

MY ROLE

I was responsible for creating a series of posters to showcase the chapkas.

The main constraints were time and the challenge of merging my own design style with the brand's existing visual identity.

THE DESIGN PROBLEM

Brique wanted to promote their chapkas, which were among their least sold products. The objective was to create visually appealing posters that aligned with the brand's aesthetic in order to draw attention to this underperforming item.

Solving this issue was important to increase the visibility of the chapkas and to help expand the audience and boost sales.

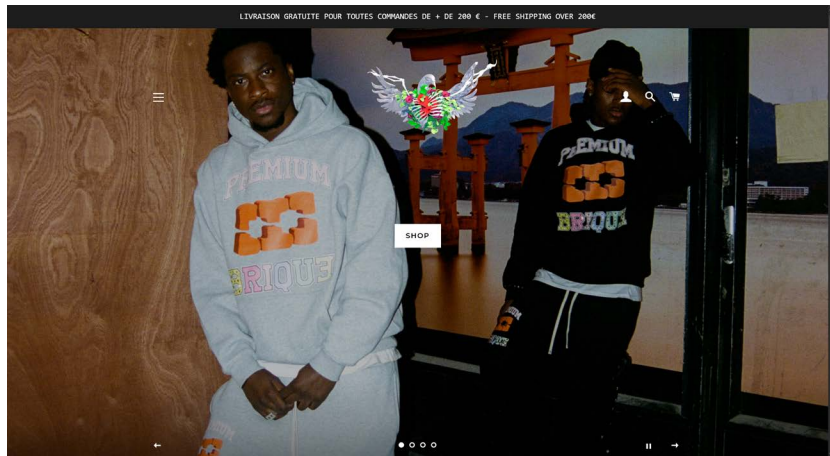
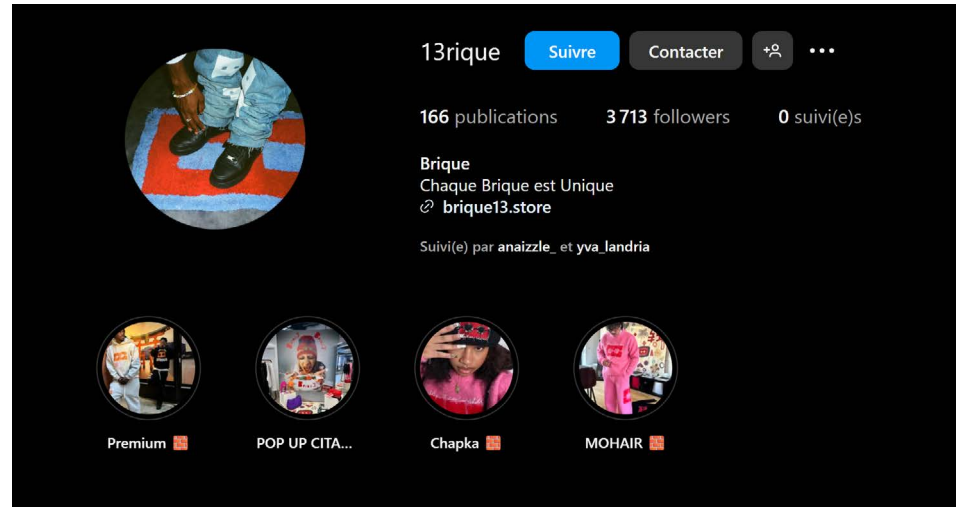
THE SOLUTION I DESIGNED

To achieve this project, I first conducted research on the brand's Instagram and website to analyze their style. I then looked for inspiration and created a moodboard with the style, colors, and typefaces I wanted to use. I sketched my poster ideas on paper, then selected and created the necessary elements in Photoshop, and finally designed the posters in Illustrator.

STEPS OF DESIGN PROCESS

DIGITAL RESEARCH

I researched the brand's Instagram and website to analyze their style and see how I could incorporate it into my own designs.



<https://brique13.store/>



STEPS OF DESIGN PROCESS

MOODBOARD

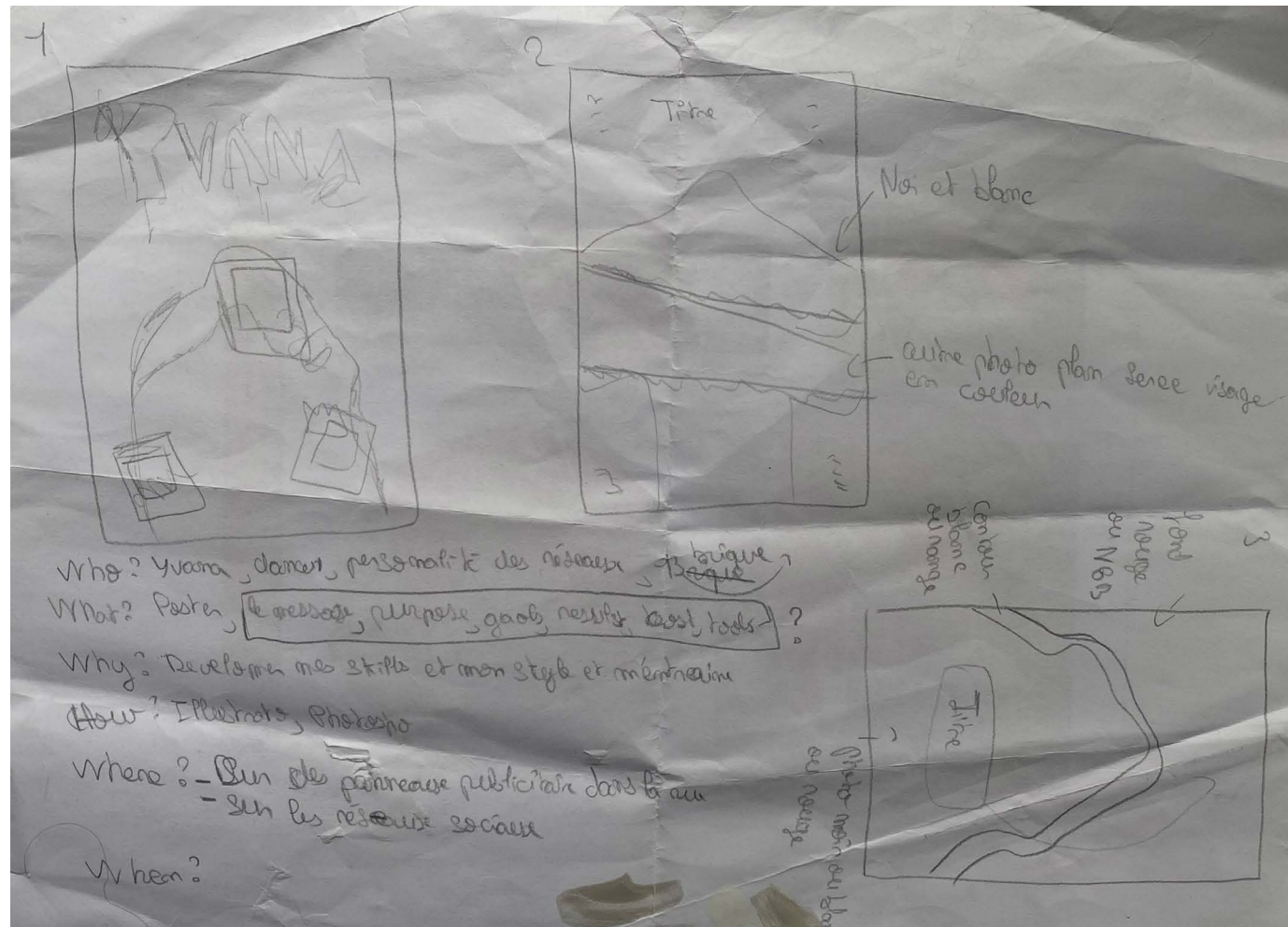
I looked for style and layout inspirations that I wanted to use for my visuals, as well as the colors I wanted to incorporate.



STEPS OF DESIGN PROCESS

DRAFTS

After gathering inspiration, I created drafts of my visuals.



STEPS OF DESIGN PROCESS

TYPOGRAPHY

For the typography, I selected the ones I liked most and that matched the style I wanted to use.

Brick

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Bambe

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Urban Graffiti

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A Dripping Marker

case study

I finally chose these two typography :

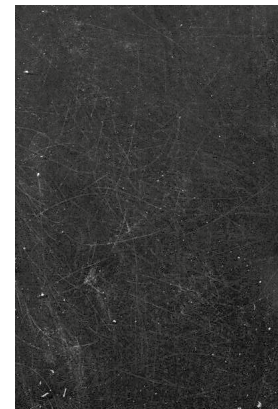
Another Tag

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Don Graffiti

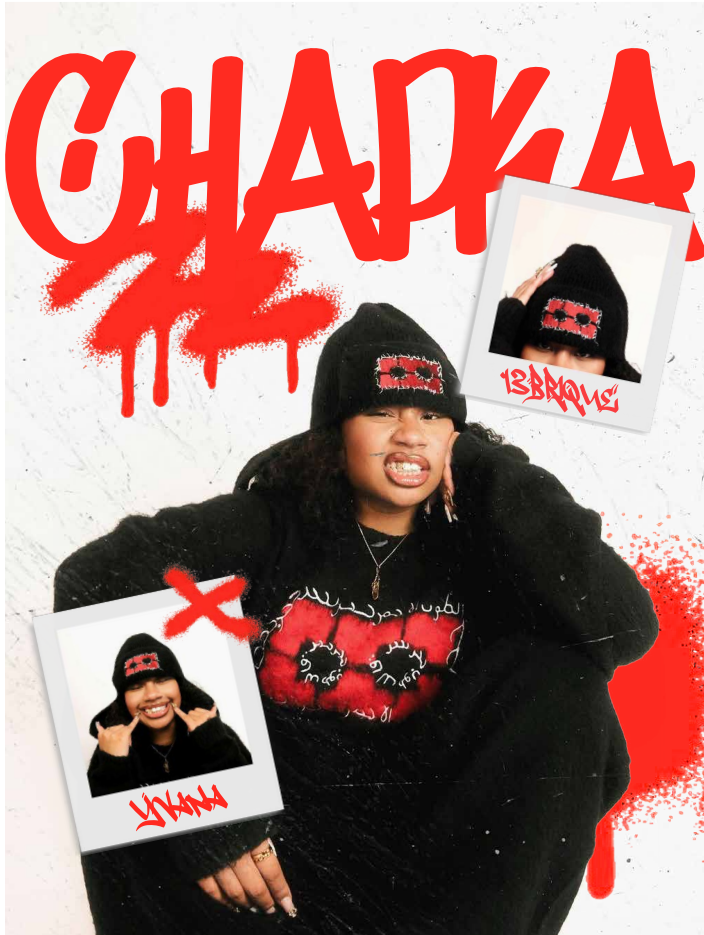
CASE STUDY

Finally, for the graphics elements, I used these graffiti patterns, a Polaroid frame, and textures to create a crumpled paper and vintage photo effect.



RESULTS & CONCLUSION

The final result consists of two eye-catching posters designed to promote Bique's chapkas. I'm proud of what I accomplished, from the initial concept to the final visuals. This project allowed me to sharpen my technical skills, particularly in Photoshop and Illustrator, and to explore new tools and techniques that will be valuable in future work. It also helped me better define and embrace my Design DNA.



While this case study is fictional, I am considering reaching out to the brand to share the work I've done, with the hope of receiving feedback and possibly opening the door to a future collaboration.