



T-shirt Graphic Design

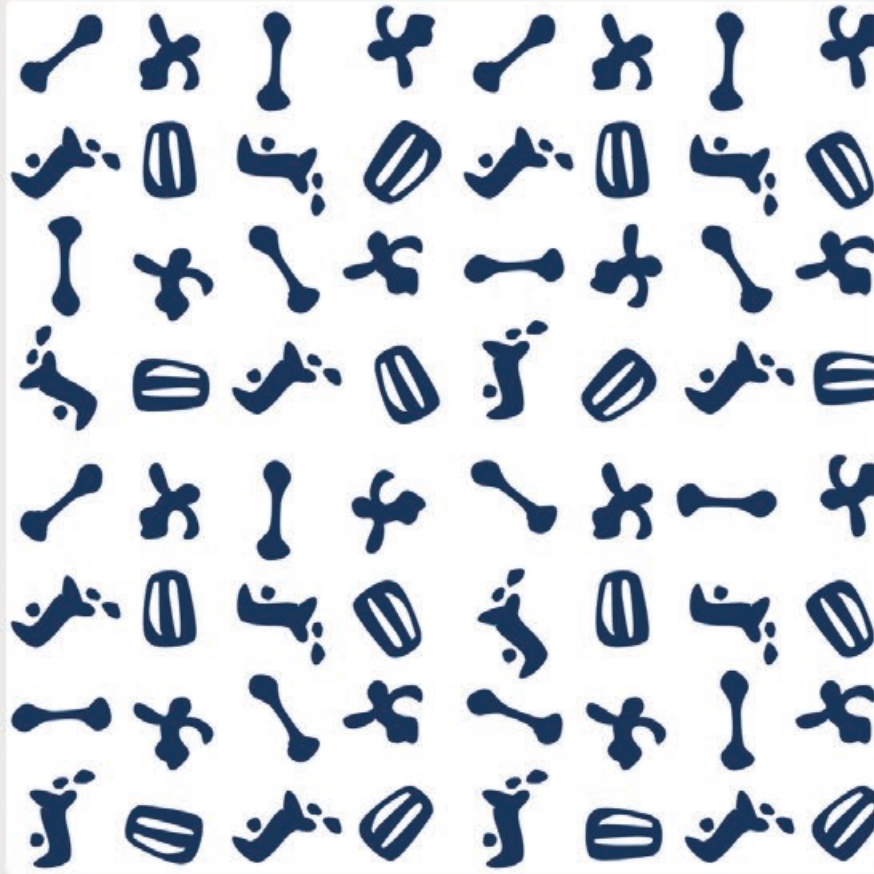


S/S - HISTORY 2.0 // REWILDING

The inspiration for the design is based on one of the 2015 trends, History 2.0, which is about looking back to our roots to the origin of man.

For the graphics applied to this T-shirt, I have therefore taken as a starting point some of the well-known Australian cave paintings, where the colors are kept natural and the drawing imitates the use of limestone, berries and other natural resources. The cave in Australia is also associated with an inexplicable mystery surrounding the origin of man, and therefore this particular graphic is intended as a transition from 2013's Super Natural trend to 2015's History 2.0

T-shirt Graphic Design



S/S - HISTORY 2.0 - REWILDING

As in the previous post, this design is also based on the 2015 trend History 2.0 and draws inspiration from the past and human history.

In this all-over print, I have taken Brazilian petroglyphs from Inca stone as a starting point, and reproduced this pattern on a shirt to achieve a combination of rawness that meets elegance.

The graphics are drawn in Illustrator



T-shirt Graphic Design



A/W - HISTORY 2.0 // MODERN MYTHS

Inspired by the Modern Myths trend, I have designed a T-shirt which has its roots in the tribal culture of the North American Indians, here characterized by iconic pearls, feathers and fur.

The graphics are illustrated by hand and drawn in Illustrator.

T-shirt Graphic Design



S/S - FOCUS // HD

Inspired by the Focus/High Definition trend for 2015, I have developed an all-over print that imitates a crocheted look. Since the HD trend is based on making one texture look like another, or in other words 'to touch with the eyes', the processing in this case supports that the graphics are clearly printed rather than real.

The graphics are drawn in Illustrator.

T-shirt Graphic Design



A/W - HISTORY 2.0 // MODERN MYTHS

This graphic is also based in the multi-ethnic trend Modern Myths, and is inspired by an Indian-style paisley coin. The crooked woven stitches are intended to give the design a more informal look than a paisley pattern originally has.

The graphics are illustrated by hand and cleanly drawn and processed in Illustrator



T-shirt Graphic Design



A/W - WOODLAND

With the current Woodland trend as inspiration, I have illustrated a set of owls for use as a graphic print. So that the look wasn't too polished, I misprinted the design on the T-shirt and used the graphics in a more simple and raw way on the shirt.

The owls are illustrated by hand, drawn and colored in Illustrator, after which the graphic processing is also carried out in Illustrator

T-shirt Graphic Design



S/S - BIO-DYNAMIC // FREE-FORMER

In the trend for Bio-Dynamic// Free-Former, the graphics are inspired by the invisible microorganisms that mutate endlessly in complex patterns- among other things as shown at Kenzo.

I have used this trend as inspiration for a graphic pattern, thought of as a fusion between animal print and microorganisms, here used in a more discreet location on the pocket of a T-shirt.

The graphics are drawn in Illustrator

Personal Project

VISVIM TRIBUTE DENIM



// INSPIRATION BOARD

This is my personal project, where I have been inspired by the Japanese brand Visvim to develop my own light moccasin/sneaker model in denim. The modern textile combined with the look of the moccasin is intended to achieve the fusion between new and old.

The soles are the only thing that is preserved from a pair of old sneakers, the rest of the shoe is constructed, sewn and assembled by hand.



// FÆRDIGT PRODUKT



// IDÉ & DESIGN

Personal Project

ETHNIC INSPIRED SNEAKERS



// INSPIRATION BOARD

This is also a personal project, also inspired by the History 2.0//Modern Myths trend for 2014 to merge new with old, where I have modified a pair of modern shoes with an ethnic look. After the idea development, I procured the materials for the modification, including pearls, natural cord and a used South American bag, which should give the feeling of a poncho placed over the shoe. Then it was all sewn together with a pair of my sneakers.



// FÆRDIGT PRODUKT



// IDÉUDVIKLING

Men's A/W *Modern Myths*



Modern Myths is an idea for a set with roots in North American Indian culture, adapted to the Scandinavian style with a toned down look

Men's SS *Jungle / Safari*



Jungle /Safari is an idea for a street set based on the upcoming trend for SS '14.

Women's SS *Exotic*



Look: braceletes usado no braço direito e esquerdo, tudo Stella Jean. À direita, vestido e camisa, Stella Jean. Chapéu, Mich Dulce. Óculos, R\$ 450, Absurda; colar, Tory Burch; braço direito, braceletes, R\$ 325, cada Francesca Romana Diana; braço esquerdo, pulseiras Senhor do Bonfim, R\$ 205, cada, bracelete, R\$ 160, bolsa, R\$ 110, tudo Francesca Romana Diana.

Inspired by the Exotic trend for '14, I have tried to hit on a street style that would suit one summer day

Women's SS *Americana Style*



Inspired by the American colors, I made a comfortable in-and-out one, intended for the shopping trip and the fitting room

inca

NATIVE



İNCA Native - Men's Collection

A/W '14 - HISTORY 2.0 // MODERN MYTHS

The following pages show my own conceptual idea for a collection.

The street-wear line "İnca Native" is inspired by African and American tribal cultures, and this common thread is meant to run through both the men's and women's collections.



inca

NATIVE



INCA Native - Women's collection

A/W '14 - HISTORY 2.0 // MODERN MYTHS

inca

mystic

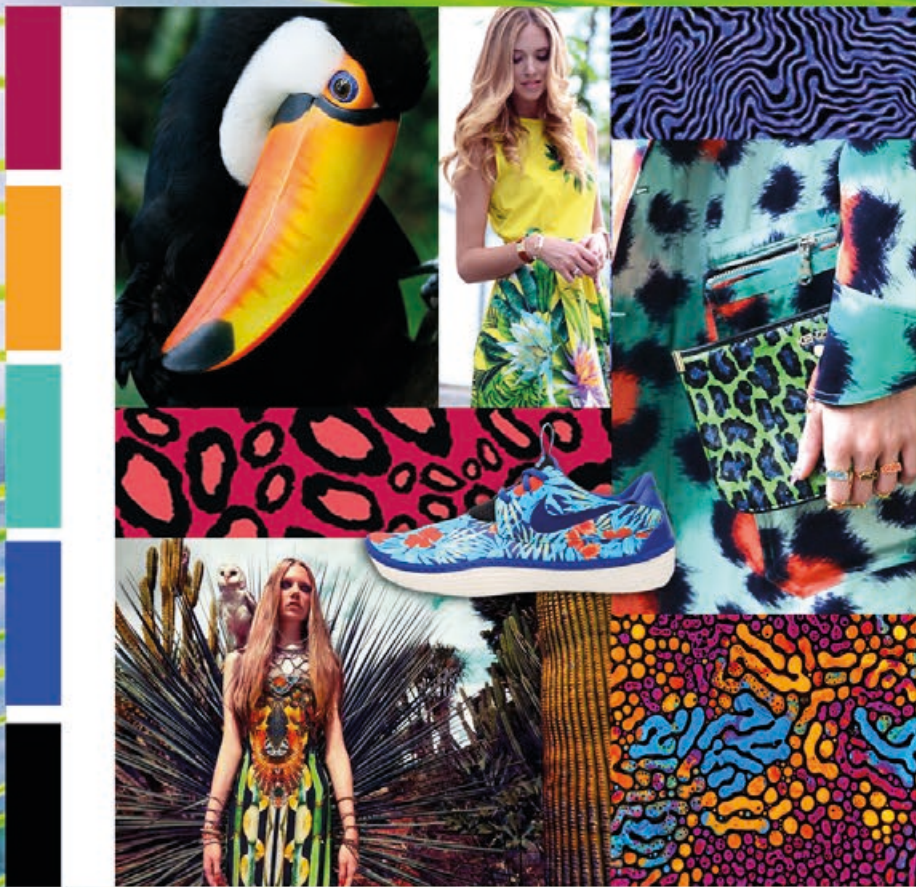


İNCA Mystic - Men & Women's collection

A/W '14 - HISTORY 2.0 // MODERN MYTHS

The 'İNCA Mystic' Street-Wear line is also my own conceptual idea for a collection inspired by the mysticism and culture of India. The Indian design language has been used here in a sporty and simplified way.

Teen // Pige



EXOTIC // BIO-DYNAMIC

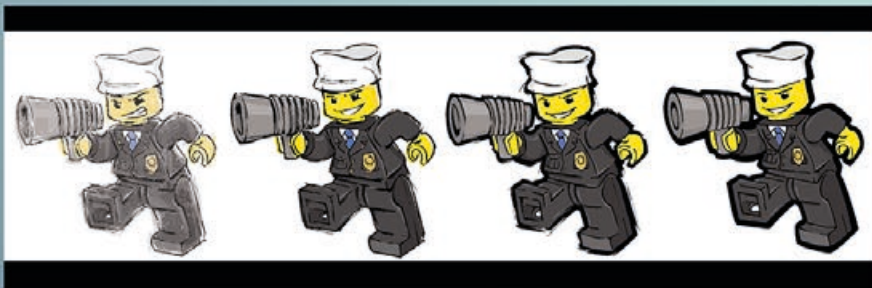
The graphics here are inspired by microorganisms, among other things as shown in Kenzo's animated Resort Collection 2013 lookbook, merged with the Exotic trend, so that the classic animal prints are expressed in new shapes and colors.

The collection here is targeted at a teenage girl both through the strong colors and through the selection of items.

Clothing shapes and illustrations drawn in Illustrator and the layout in Photoshop.



LEGO® CITY Style pitch



The graphics shown were prepared for a pitch, where the brief was to bring LEGO CITY up to date on the apparel part. Through the sketches, I have tried to achieve a more raw look at the same time that the characters appear more heroic and ready for action through the poses. The clothing examples are kept in a few, toned-down but still iconic colors that are characteristic of LEGO CITY'S police look.



LEGO® DUPLO Dino



Examples of use

For the Dino assortment on LEGO DUPLO, I supplied illustrations, wordmarks and patterns for the style guide reserved for our license partners.

Since the target group at DUPLO is mothers with children aged 1½-4 years, it is a criterion that the graphics and tonality appeal to the mothers.



Wordmarks, illustrations & patterns

Examples of use

The Construction collection on LEGO DUPLO was especially intended for boys aged 2-4 years, which is reflected in both the graphics and the tonality of these.

A criterion for developing graphics for LEGO style guides is also that a strong brand DNA is shown in both wordmarks, illustrations and patterns, either in the form of bricks, buttons and/or figures.



LEGO® DUPLO Zoo



Examples of use

Zoo is a theme that appears every few years in the LEGO DUPLOS range.

In addition to signaling with the iconic colors, here it is a criterion to focus on the new animals that have joined the range, which for this collection were the tigers, bears and a new giraffe



Wordmarks, illustrations & patterns

0-12 mdr // Dreng



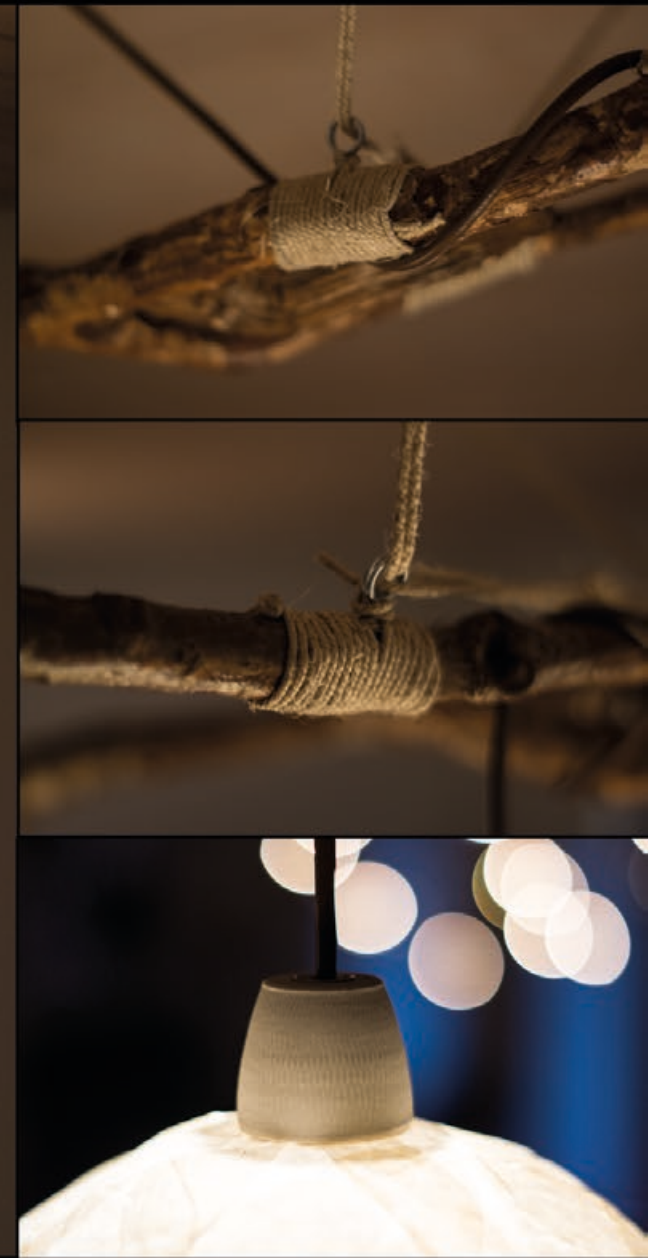
HISTORY 2.0 // MODERN MYTHS

The design on this page is based on one of the upcoming ethnic trends, History 2.0, which is about rediscovering our roots. The inspiration for the colors, graphics and icons is taken from it North American Indian culture, and since the target group is intended to be mothers of boys aged 0-12 months, the emotional aspect is reinforced through the use of a baby wolf on selected parts.

Clothing shapes and illustrations recorded in Illustrator and the layout in Photoshop.

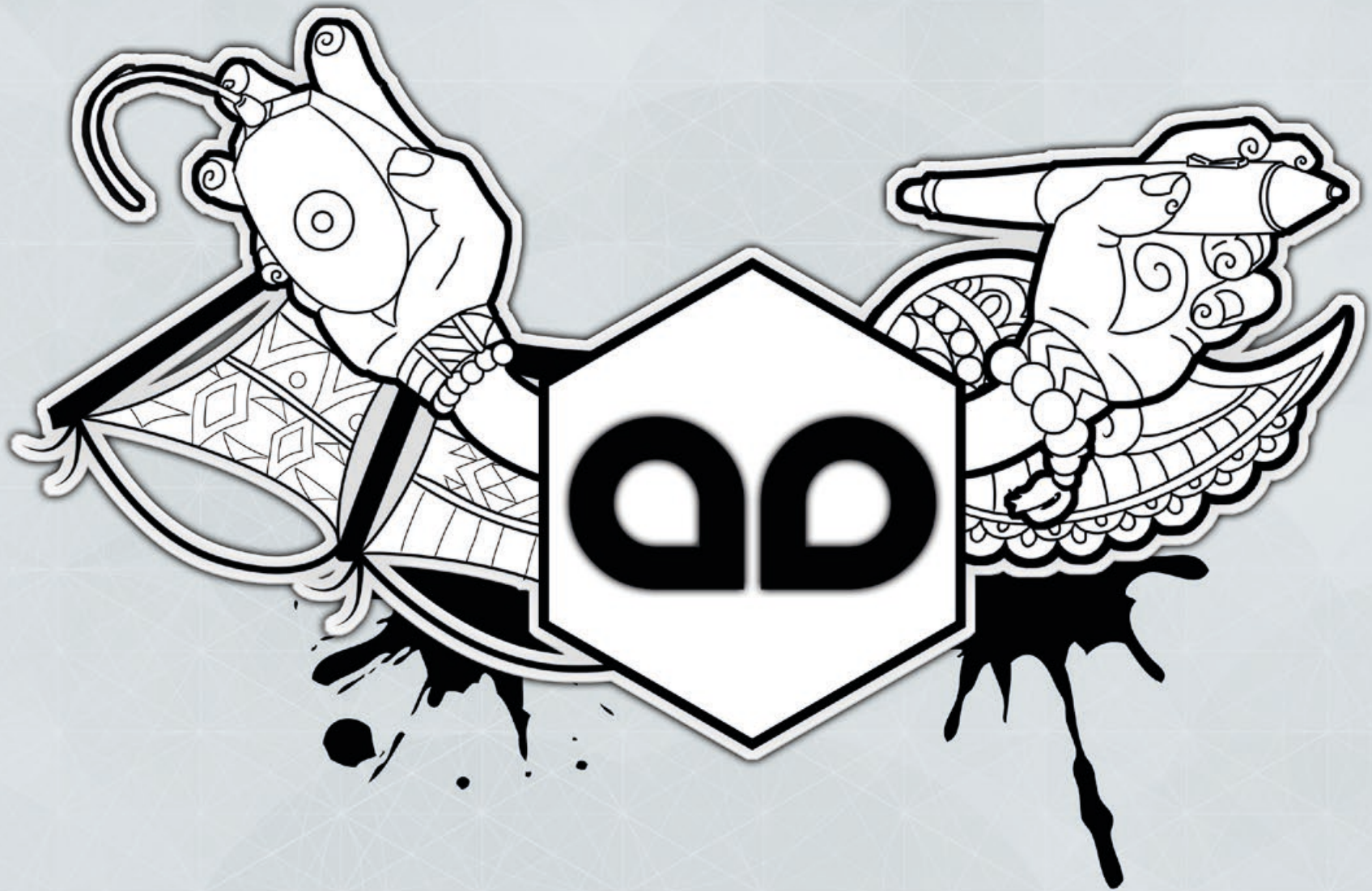


Woodland Lamp



Woodland Lamp Design

The lamp is a personal project that I designed and prepared as a prototype when I was looking for an object for the living room based on raw, unique and organic materials.



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