

hello

It is me you're looking for!

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Freelance experience
Agency experience
Design & Marketing
Made in Germany

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Hey there!

Let me introduce myself to you.

I`m Nathalie and I am addicted to chocolate. Chocolate bars, chocolate cakes, chocolate puddings - I really love all kind of chocolaty sweets. Oh...Sorry! Wrong topic! Let`s talk design...

I`m a German Graphic Designer, currently living in London. Back in Germany I have studied Design & Media Communications with a specialization in Art Direction.

I`ve just graduated my Masters in Visual and Digital Communications in the UK. *(87 % in the design part. Yay!)*

I`m passionate about design, creative ideas and the whole concept behind a brand. Basically I would say I match some typical German stereotypes: I am well organised, a strategic thinker, open-minded and of course I do love Bratwurst.

But simply **have a look at my portfolio** and get an idea of me yourself...

TYPOGRAPHIC INTERPRETATION

Macbeth by William Shakespeare

This typographic concept is a critical interpretation of the meaning of the *The Tragedy of Macbeth*. By using typography instead of images the main character and tragedy of the novel can be emphasized by carefully selected typograph.

See more on www.nathaliegoepel.de



ANNUAL REPORT DESIGN

Südzucker company

The German company Südzucker AG is the largest sugar producer in Europe and one of the largest major food corporations in Germany. For this company I created a fictive annual report. The copy text, design and concept of the whole report has been done by myself.

At Südzucker sugar places a special value on intensive contact with nature. In this report sugar is presented as a natural product. Small but a particularly important detail for our everyday lives.

The natural atmosphere of the sweetener is expressed by a pleasant and modern colour scheme with precisely tailored imageries. An annual report that suits the company and most of all, suits the target group.

See more on www.nathaliegoepel.de



TOURIST CITY GUIDE

Discover a modern city individually

I made this brochure as a university project. I choose to design a tourist city guide for my hometown Mannheim. It informs people about insider tips and helps them to discover the city on an individual and creative way. Provided with a mini pop-up dictionary to understand the city dialect, a map and more proposals to get to know the city from a modern and creative view.

See more on www.nathaliegoepel.de



ADVERT FOR SHAMPOO

ELVIVE SHAMPOO

A minimalistically presentation for flexible and healthy strong hair for the shampoo Elvive. I used popular and known comic characters in order to show the effects of the shampoo in a new, different and humorous way.

These eye catchers are excellent for grabbing people's attention and a campaign is more memorable because of the famous face on the poster. This series of ads is extendable by using more comic characters and the style of the advert can also be used for different media such as guerilla marketing.



ADVERT FOR EARPLUGS

Earplugs by Ohropax

The German cult product Ohropax stands for modern and practical hearing protection by using soft earplugs. I created a visually presentation of noise reduction for this brand. By keeping the visual language of the imagery in a minimalist way the attention of the customer is focused on the main message: Ohropax turns noises tiny small.



PACKAGING DESIGN

Packaging for children socks

How can buying socks be more fun for children? By combining the usage of the packaging with a playful enjoyment. I wanted to create a simple, environmentally friendly product with an additional benefit for children.

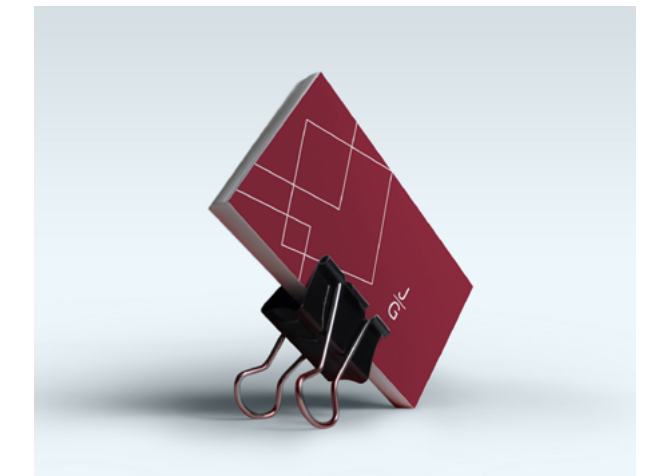
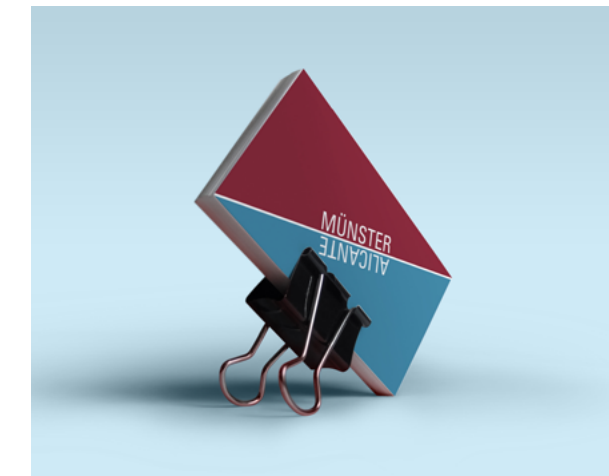
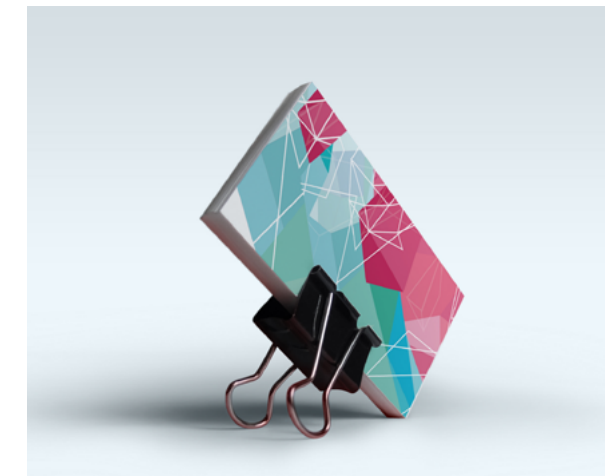
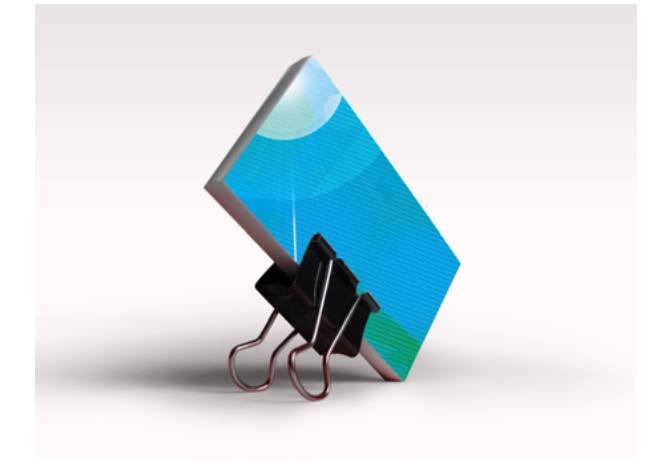
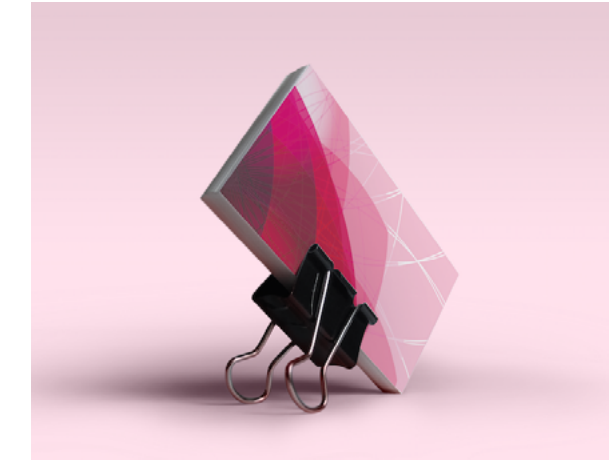
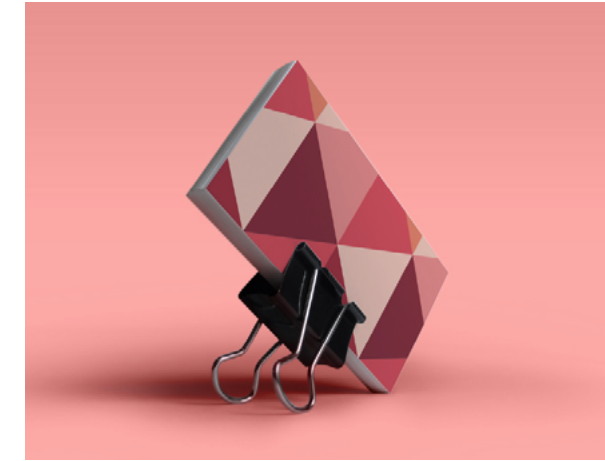


BUSINESS CARDS

Different business card designs

In the last couple of months I found myself having a lot of fun in creating business card designs. I believe attractive designed business cards leave a strong and initial impression and therefore are an indispensable element for everyone.

See more on www.nathaliegoepel.de



NATIONAL LAUNCH CAMPAIGN

Australian cult chocolate biscuit

Tim Tam is an Australian chocolate biscuit brand with a big national cult factor. For my diploma I created a fictive national launch campaign to introduce TimTam on the German market.

Based on a market, target and competitor analysis I developed a new brand concept. I redesigned the logo to adapt the brand to the German market and as well to differentiate it from the competition by making use of the unique selling proposition: an Australian product with a special way of consumption - The TimTam Slam. A modern, young and Australian way of life had to be presented - relaxed, humorous and a good mood.

The campaign consists of give aways, a website, a promotion event, a series of adverts and a tv-spot.

See more on www.nathaliegoepel.de



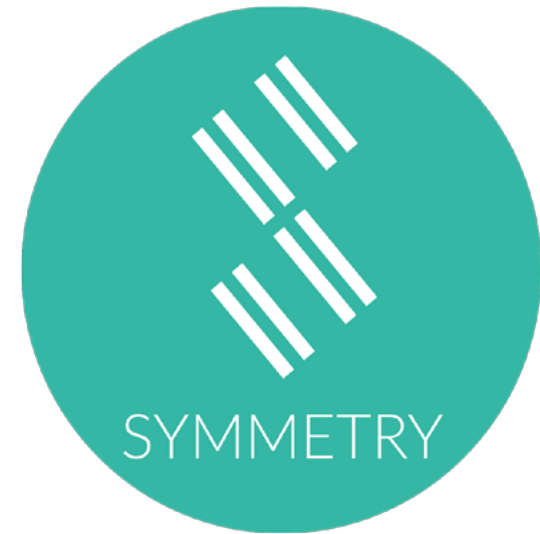
SOUND ON



Click on the image to see the TimTam Tv Spot!

SYMMETRY PROJECT

Applied Masters Project

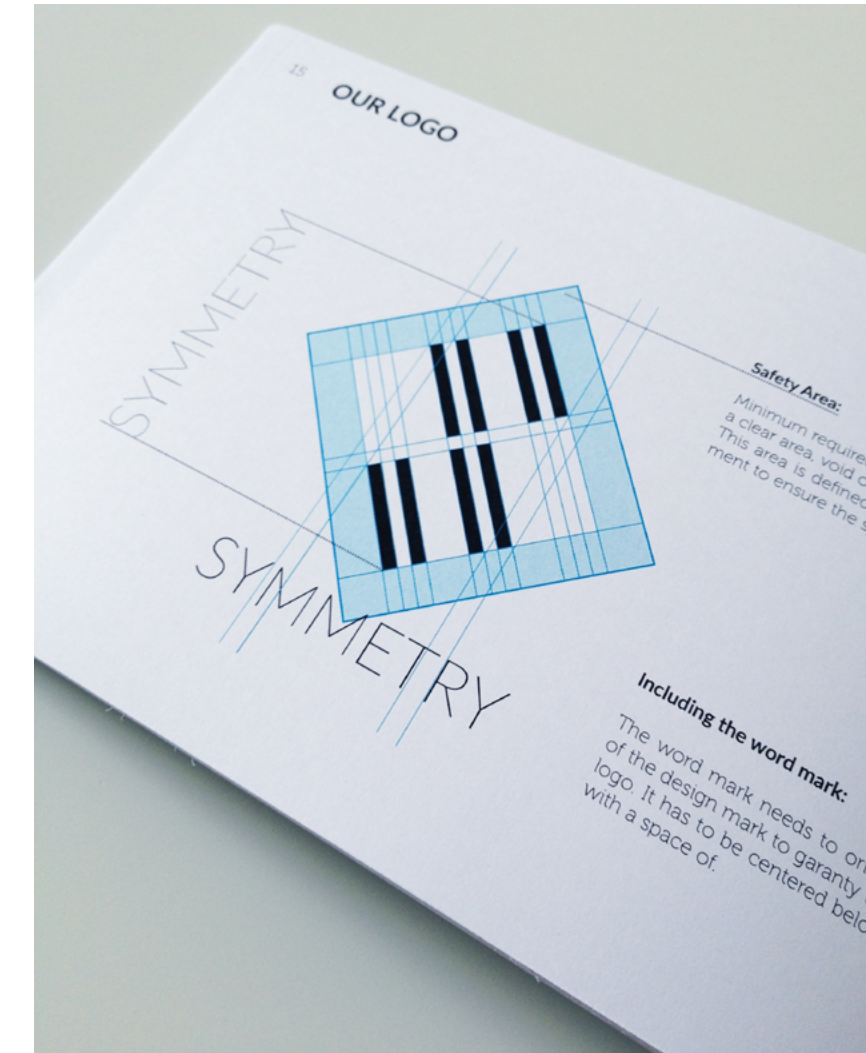


Imagine we're in the future and parents would now be able to go online and design their perfect offspring. Characteristics, talents and IQ can be customized due to one's individual wishes.

In order to develop a strong brand I started with a strategic approach. Based on a market and medical background research I created the brand SYMMETRY to make this vision look like it's already reality.

Therefore I addressed on a specific target group by using different types of touch points such as print, packaging, website and much more.

You can find a little overview on the next pages or see more on www.symmetry-project.com



PRINT PRODUCTS

SYMMETRY - design your perfect child

Designer babies created by my fictive brand SYMMETRY should not be seen as a money transaction. A child is a gift and this is how I wanted to brand to communicate. That's why I called it „agreement of love“ and not contract. The brand SYMMETRY should emphasize a natural love relationship between the parents and the child and be filled with happiness, love and trust.



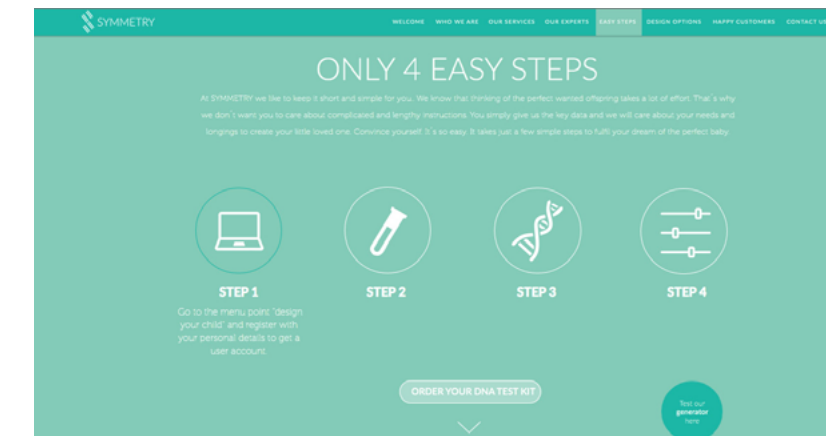
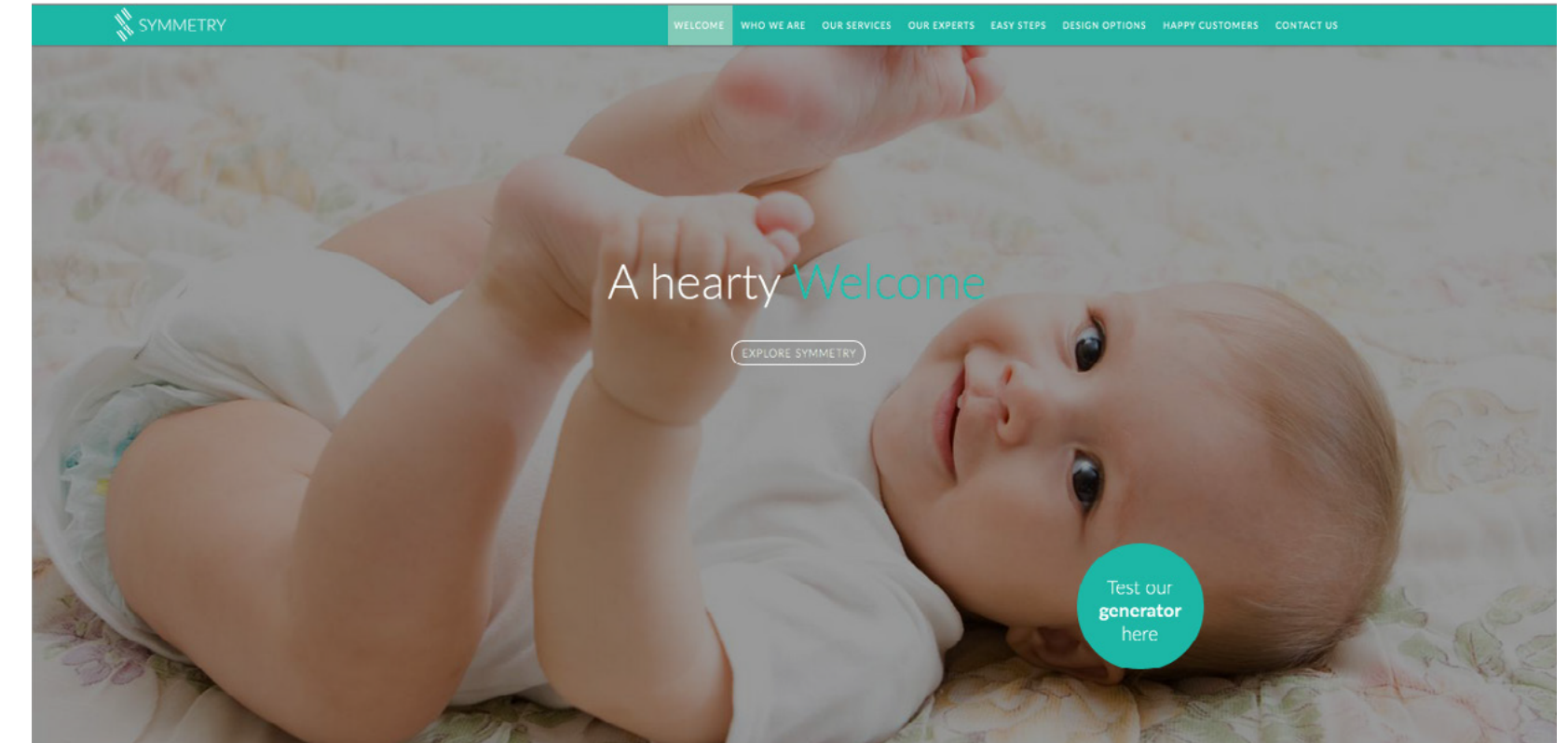
WEBSITE

SYMMETRY -INFORMATION & GENERATOR

The website is the heart of the campaign as it consists of the generator, registration form and all important informations for the costumers.

On this website I made a simulation of how it could look like to generate your perfect child. Parents can easily click on the wanted characteristics,talents and can even choose the IQ for their child.

See more on www.symmetry-project.com



Still here?

So quick, get in touch with me!

I'm happy to meet you!



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THANK YOU VERY MUCH
FOR TAKING YOUR TIME!

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