



EKA

Eesti Kunstiakadeemia
Disainiteaduskond
Meediagraafika eriala



Alexandra Rascovan
Portfolio



2021



1





FOREWORD

The book in your hands is the result of my studies at the Estonian Academy of Arts for 4 years. In fact, this is a report on my work and progress during my studies from 2017 to 2021. During this period, I learned a lot here and discovered the world of graphic design. It turned out to be so multifaceted and interesting that it never ceased to amaze and delight me during my studies. There are possibilities to embody so many interesting ideas, solve problems in a new, interesting way. These 4 years are just the beginning of my journey and understanding of how to solve problems with design. I understand that more knowledges and experience are needed in this area. And I am really glad that my beginning has already been made in order to continue to develop in this direction and become a real professional graphic designer.

typeface: Franklin Gothic Medium
typeface: *Franklin Gothic Medium Italic*

font size: 10 pt, 39pt, 50pt
page size: 297x297 mm



1. «Emotional contact», 2020
Teacher - M. Haavamägi.
Poster for Haapsalu Graphic Design Festival 2020, topic – contact.
This poster was represented on the festival.



2. «Gimme love», 2021
Mood poster of the song «Gimme love» by Joji.



Alexandra Rascovan
graphic designer

posters
logos
animations

3. «Creation». 2020
Teacher - M. Haavamägi.
Self-promotion poster.



Save your love

Come to psychologist consultation and get help to
come over the barrier between you

+372 56346325

www.psychologisttallinn.ee

4. «Save your love». 2020
Teacher - V. Järmut.
Psychologist advertising poster for
helping couples.





5. Dyptich «Posi Nega Tive». 2020

Teacher - M. Haavamägi.

*Positive and negative are opposites,
which can't exist without each other.*

*I decided to show them as a life – cells,
which will become as one combined cell.*

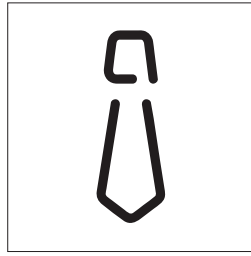




6. Mall pictograms. 2021
Teacher - V. Järmut.



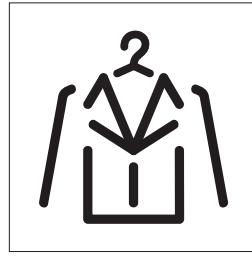
Women's Clothing



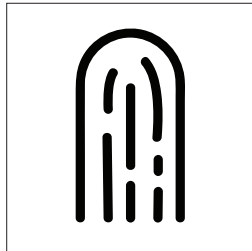
Men's Accessories



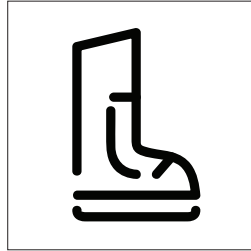
Women's Accessories



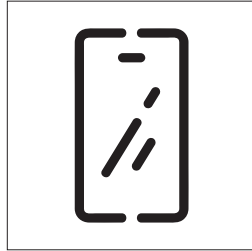
Men's Clothing



Hair Extensions



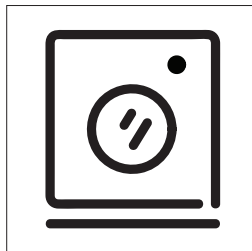
Motorcycle boots



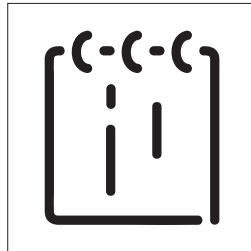
Phones



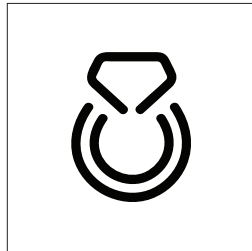
Computer



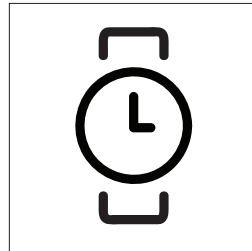
Consumer Electronics



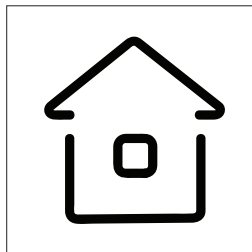
Shower Curtains



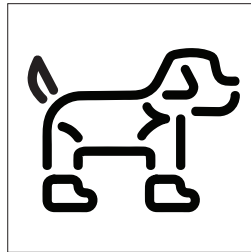
Jewelry



Accessories



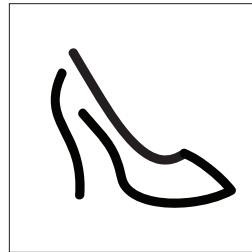
Home



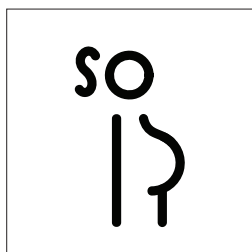
Dogs Clothing & Shoes



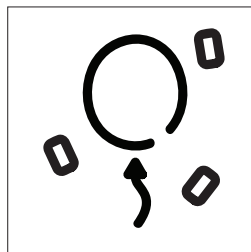
Garden



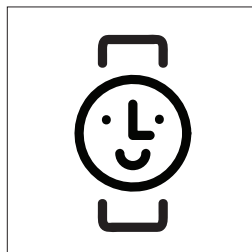
Shoes



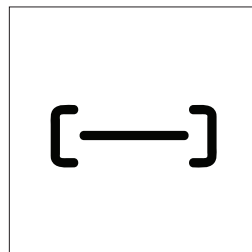
Mother



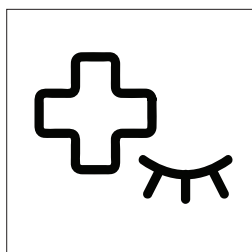
Event & Party



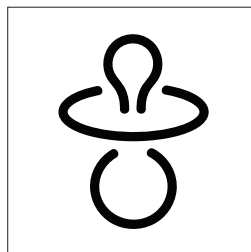
Children's Watches



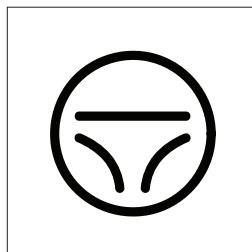
Sports



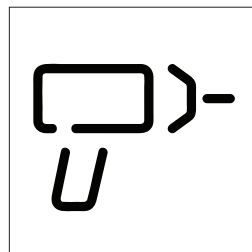
Health & Beauty



Kids

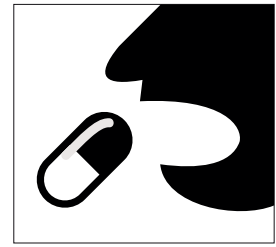


Automobiles & Motorcycles

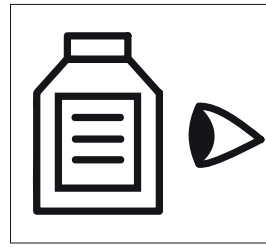


Home Improvement

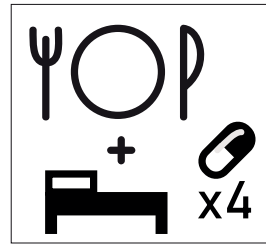




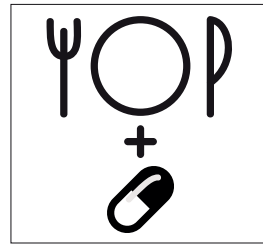
Take by mouth



Read the label



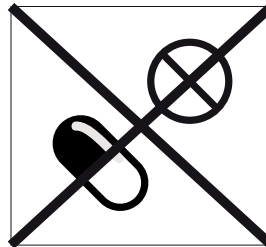
Take medicine four times a day, with meals and at bed time



Take with meals



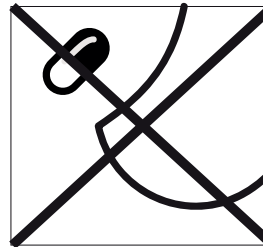
Do not store medicine where children can get it



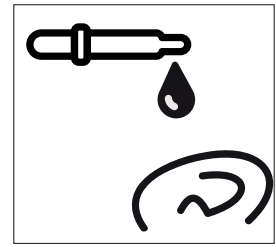
Never take with other medicines



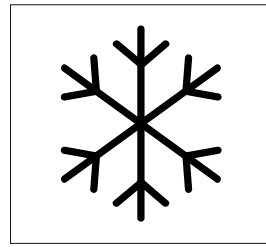
Do not drink alcohol while taking this medicine



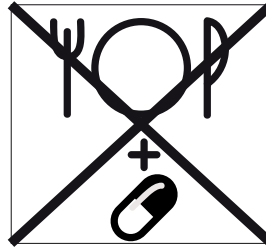
Do not take this medicine if breast-feeding



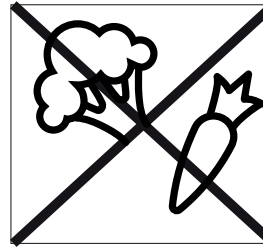
Place drops in the ear



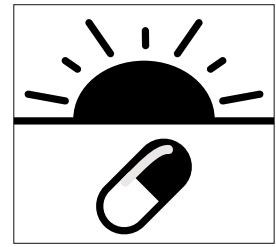
Store in the refrigerator



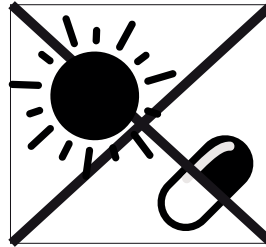
Do not take with meals



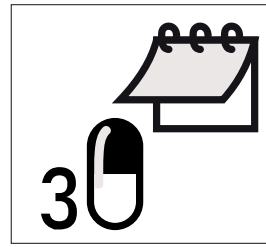
Avoid green and yellow vegetables



Take in the morning



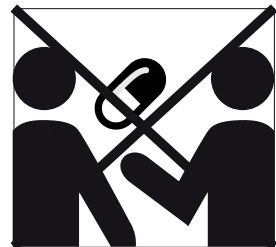
Do not store near heat or in sunlight



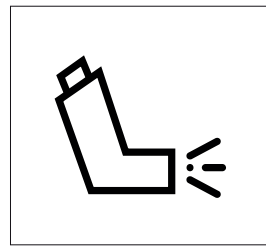
Take 3 capsules by mouth



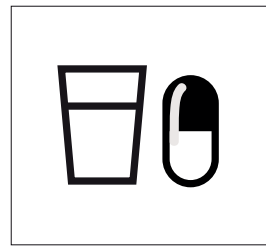
Do not give medicine to babies



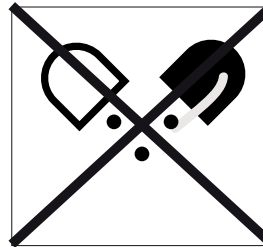
Do not share your medicine with others



Inhaler



Take with water



Do not break or crush tablets or open capsules

7. Medicine pictograms. 2021

Teacher - V. Järmut.

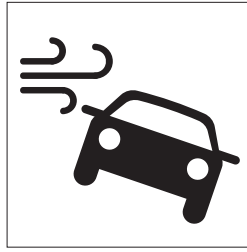


8. Medicine pictograms. 2021

Teacher - V. Järmut.



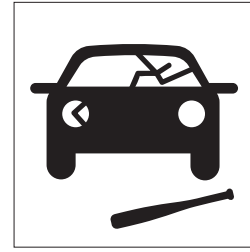
Пожар



Шторм



Наводнение



Вандализм



Кража



Грабёж



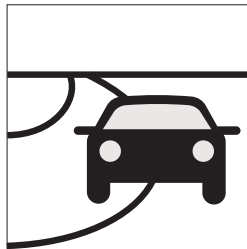
Самовольная эксплуатация



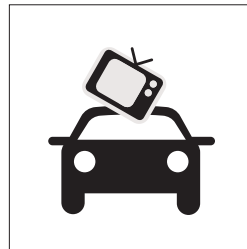
Кража ключей



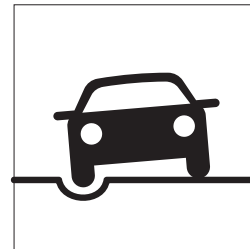
Страхование стёкол



Съезд с дороги



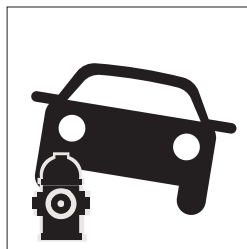
Падение на автомобиль
каких-либо предметов



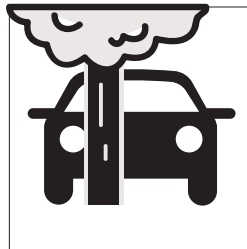
Выбоина



ОСАГО



Наезд на любое
препятствие



Столкновение с
любым предметом



Наезд на
дикое животное







Third Degree

1. Thursday 2_55 Pm
2. 4 Berth Out Front
3. Atsui Sugoku
4. The XX Meter Decoder
5. Alfred In Wonderland
6. Tuesday 8_12 Pm
7. If You Live Them Cats Alone, They'll Play Nothing But Shit
8. Bunch Of Banners
9. Inner Logic
10. Jump Over! And Join The Party
11. Tuesday 3_35 Pm
12. Sometimes It Snows In April
13. Guiro
14. Rumpuvalssi
15. Allusion I
16. Finale (Friday 12_15 A.M.)

9. «Third degree». 2021

Teacher - M. Haavamägi.

CD Cover design for «Third degree» album by Tome XX.







Intro 1:36
Blood Machines Theme 3:21
Attack Of The Amazons 3:19
The Ceremony 2:24
Mima 0:29
Souls Wreck 2:29
Touchdown 0:42
Heart Ship 3:06
The Last Season 1:33
Bloody Kisses The Swift 4:22
Lago`s Sleep 1:41
Grand Final 6:45
Gone Now 3:38

10. «Blood machines», 2021

*Vinyl cover design for «Blood machines» album by
Carpenter Brut.*





11. «Nature pollution». 2020
Teacher - V. Järmut.
Social poster about nature pollution.



12. «Vicious circle». 2021
Teacher - V. Järmut.
Social poster about gadgets addiction.



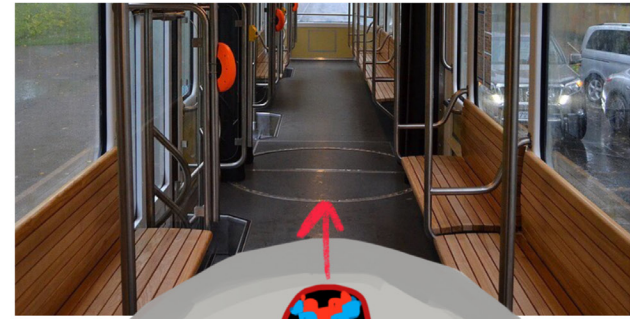


13. «Connect with music». 2021
Teacher - V. Järmut.
Music subscription advertising poster.





NIKE
SB



14. Nike SB advertising campaign. 2020

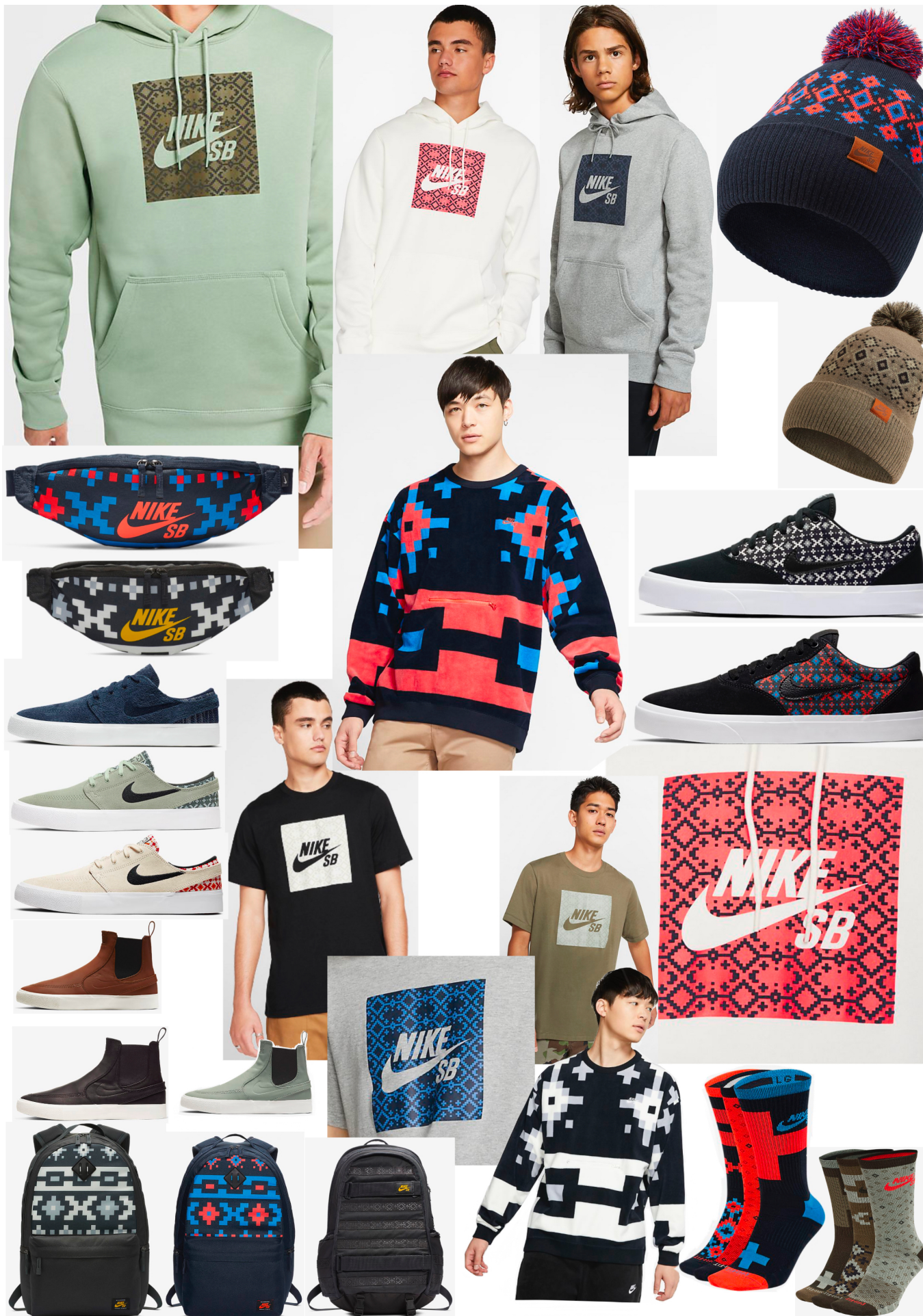
Teacher – D. Tokranova.

This project is an advertising campaign for Nike SB Tundra collection. It's a young clothing line for skaters.





14.1. Nike SB Tundra collection.

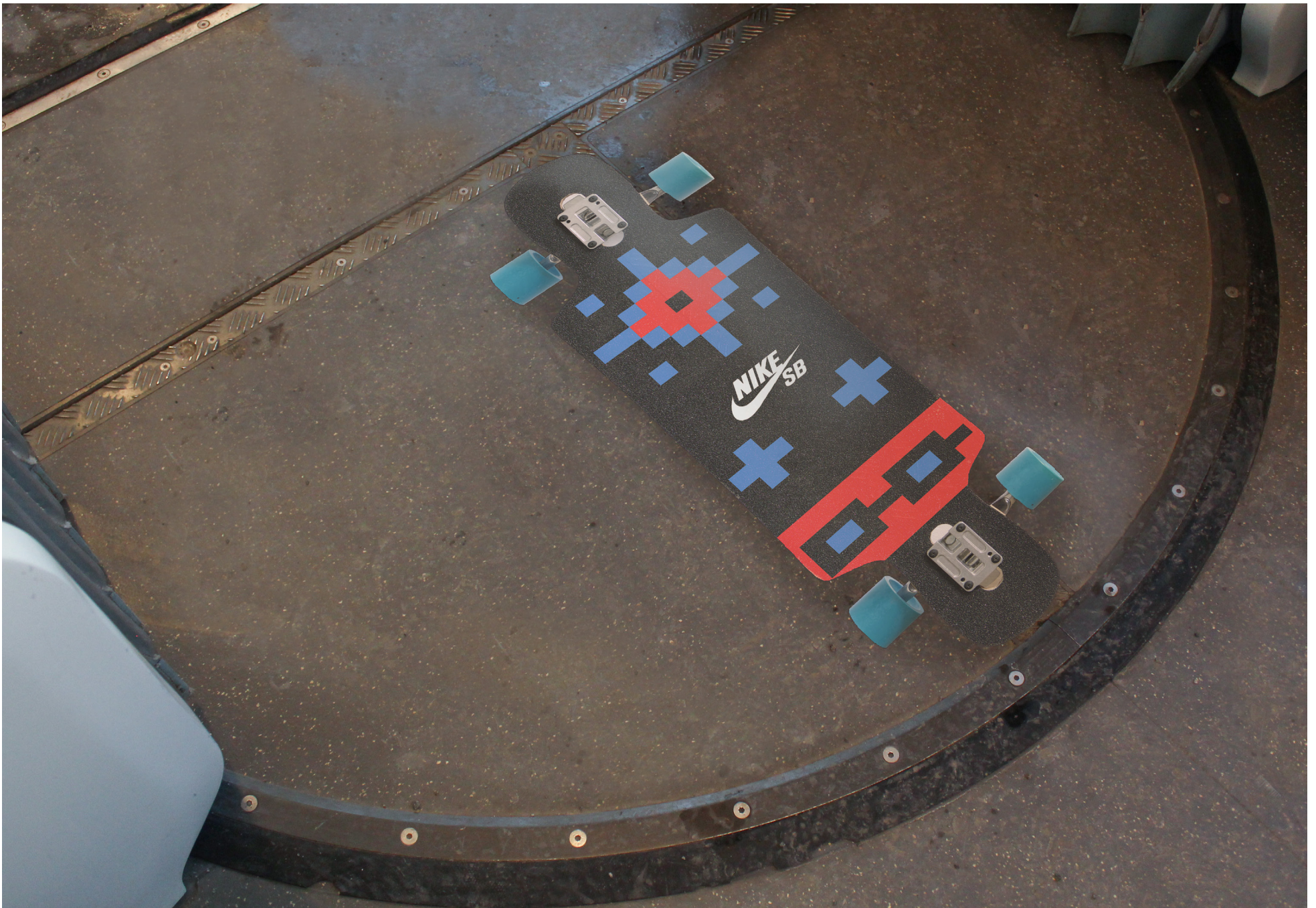




15. Poster for Nike SB campaign.



16. Advertising on non-standards media.



16.1. Advertising on non-standards media.

This tram floor part was chosen as place for non-standards media because it turns the skate-ad sticker. People can stand on the sticker and turn on it like on a real skateboard. Young skaters often use trams, so this place is perfect for this ad.





17. «Type», 2021
Teacher – J. Kass
Graphic design and typographic magazine
cover.



sci.

scientific magazine

feb. 2021



Vaccine link to serious
clotting disorder firms up

p.7

Anesthesia impaires
memory in mice

p.13

How cancer spreads
to the brain, models

p.28

Viruses: our pain and evolution

They kill us by the millions but
without them, life is impossible

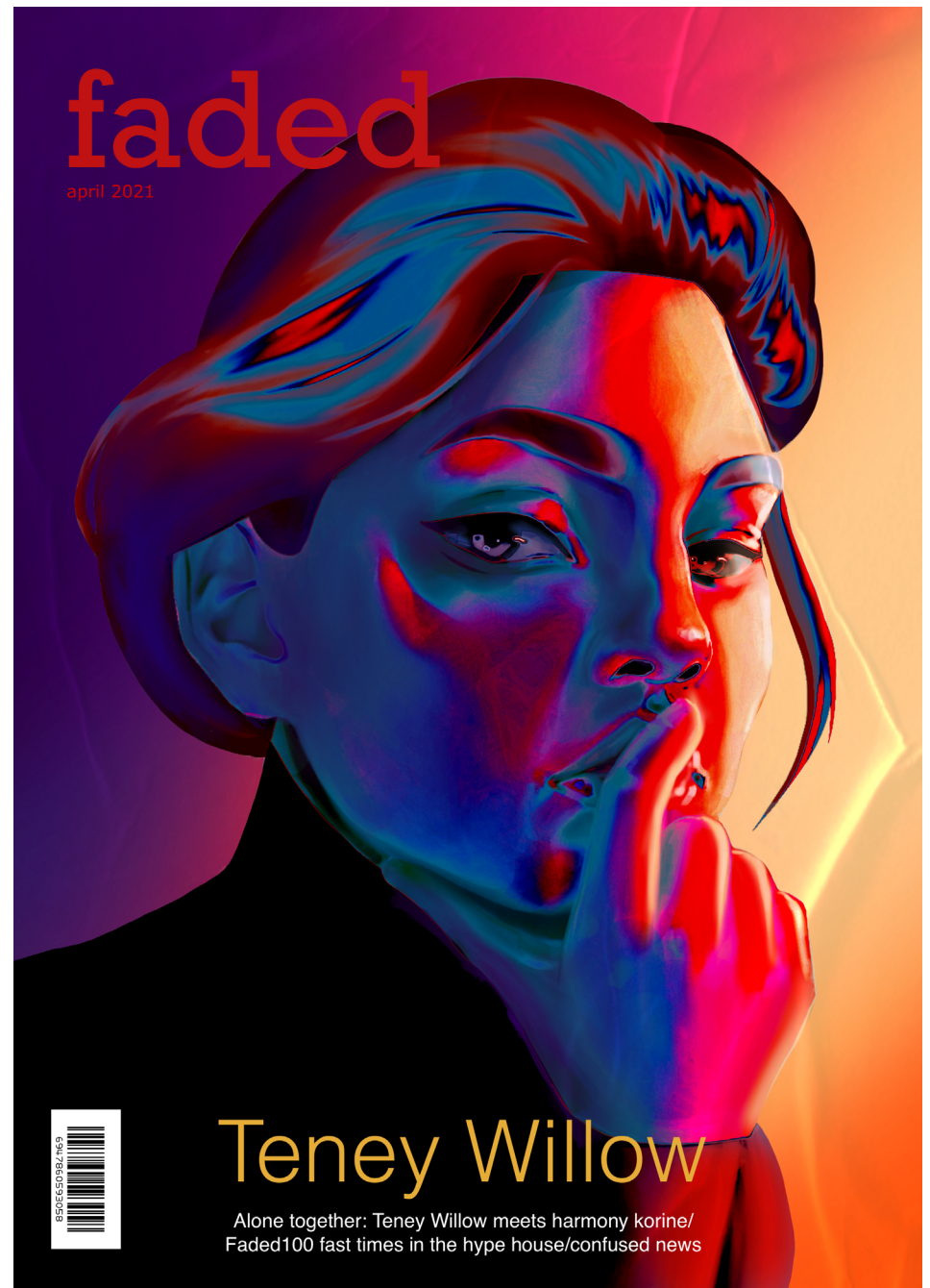
p.4

18. «sci.», 2021
Teacher – J. Kass.
Scientific magazine cover.





19. «90's films». 2021
Teacher – J. Kass.
90's films magazine cover.



20. «faded». 2021
Teacher – J. Kass
Fashion and pop culture magazine cover.





21.1. Stamp in it's actual size.
27,5 x 33 mm

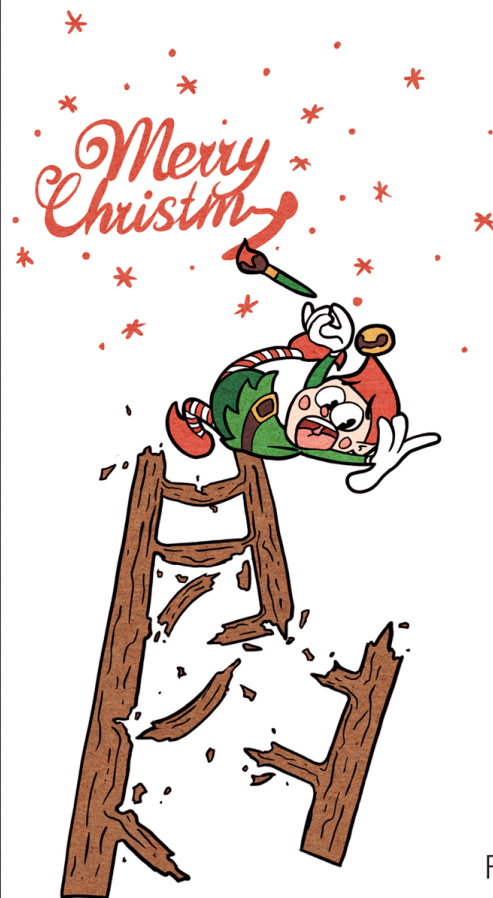
21. Christmas stamp. 2021

Teacher - J. Kass

*Christmas design of stamp and envelope
in old cartoonish style.*

22

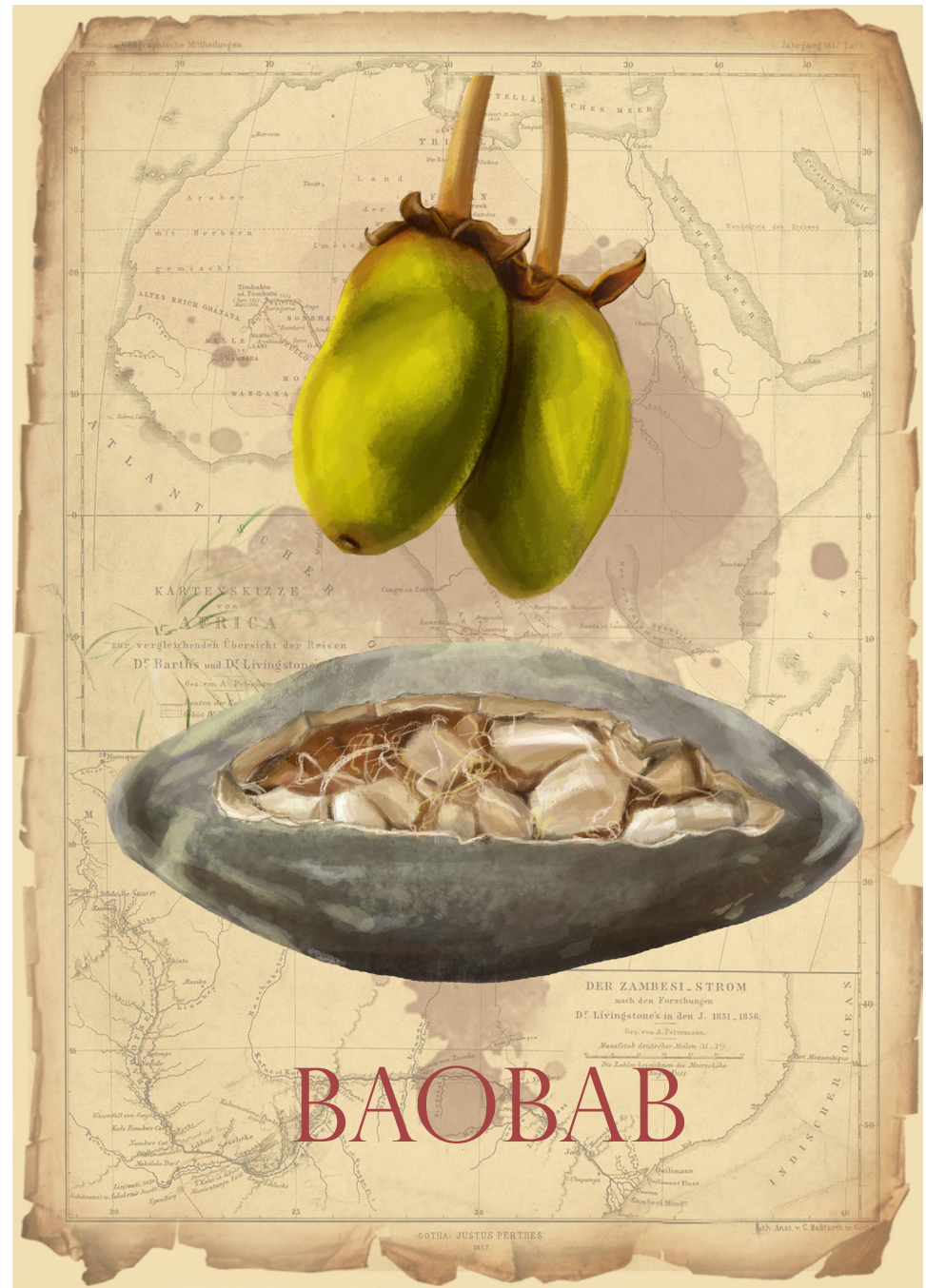
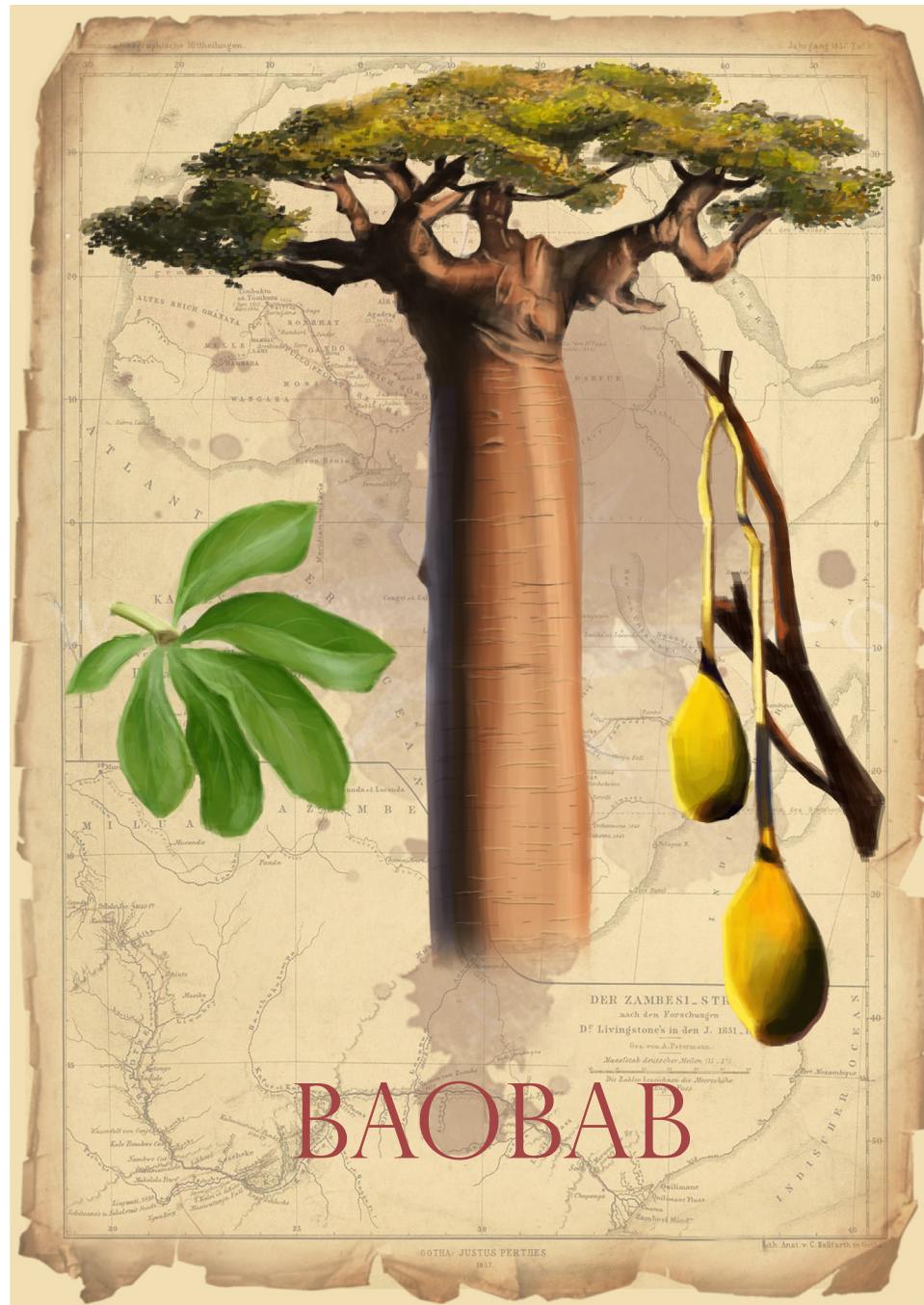




FDC

21.2. Envelope design.





22. Baobab. 2019
Teacher - A. Mäger.
Baobab illustration as A3 posters.



22.1. Puffin. 2019

Teacher - A. Mäger.

Puffin illustration as a A3 poster.





23. Coin «Hansalinn Pärnu». Outlined version. 2021

Teacher – I. Sakk.

Coin design dedicated to Pärnu as a Hansa town.

Created for the competition announced by National Bank of Estonia.





24. Coin «Hansalinn Pärnu». Coloured version. 2021
Teacher – I. Sakk.
Coin design dedicated to Pärnu as a Hansa town. Created for the competition announced by National Bank of Estonia.





24.1 Coin «Hansalinn Pärnu». Coloured version. 2021
Teacher – I. Sakk.
Coin design dedicated to Pärnu as a Hansa town. Created for the competition announced by National Bank of Estonia.





23.1. Coin «Hansalinn Pärnu». Outlined version. 2021

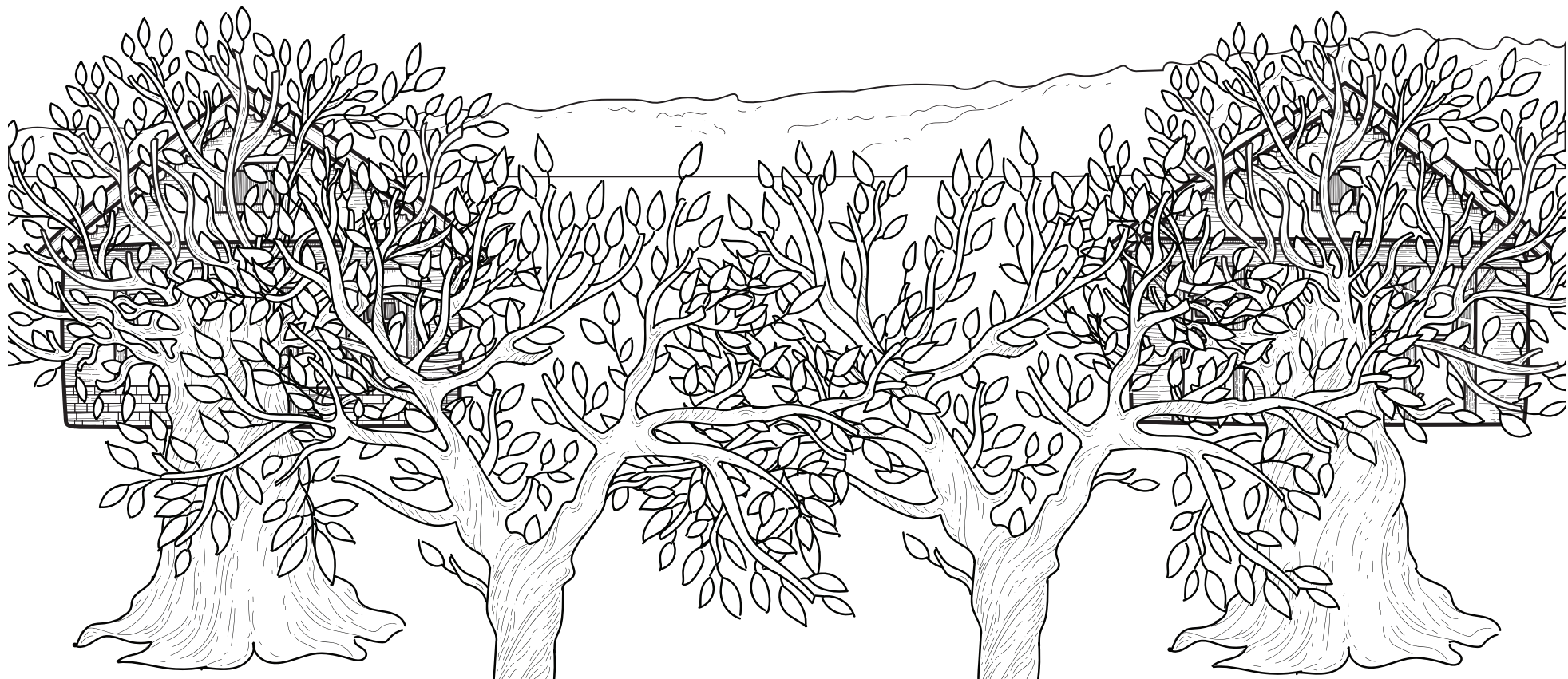
Teacher – I. Sakk.

Coin design dedicated to Pärnu as a Hansa town. Created for the competition announced by National Bank of Estonia.



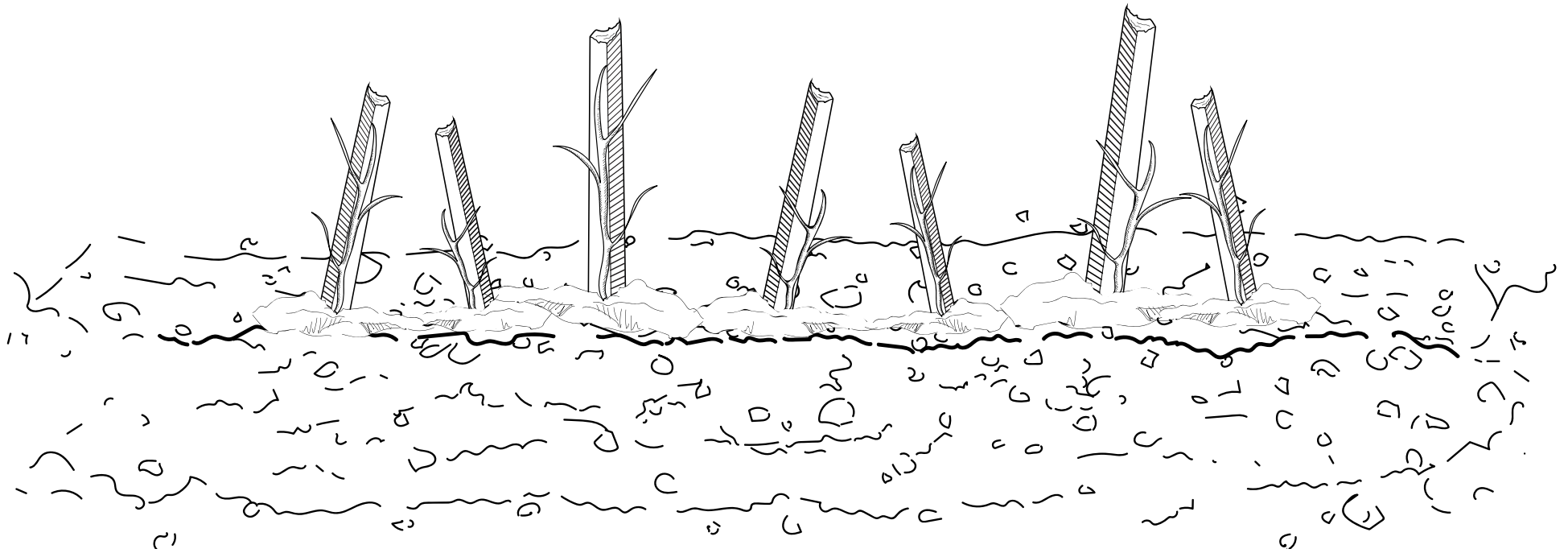


25. Case of one village. 2019
Houses of the main characters of the cartoon.

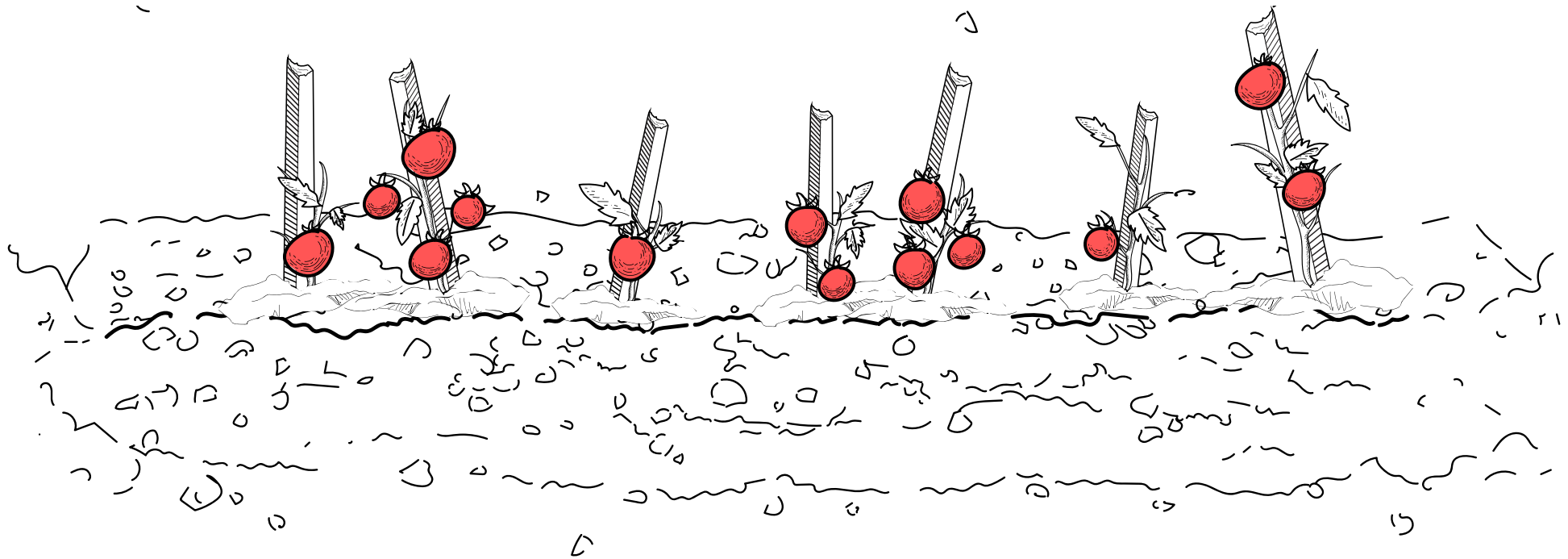


25.1. Case of one village. 2019
One of the cartoon scenes.





25.2. Case of one village. 2019
Empty garden bed of the protagonist.



25.3. Case of one village. 2019
Bloomed garden bed of the protagonist.



25.4. Case of one village. 2019
QR code to watch video.



CV



ALEXANDRA RASCOVAN

Contacts:

alex510535@yandex.ru

Education:

EKA Media graphics BA Tallinn, Estonia 2017-2021

Languages:

Russian



English



Software skills:

Ps



Ai



Id



An



Pr



Experience:

TV banners design 2019-2020. Created advertising banners for TV broadcasting, for Kartina TV company. Poster design 2020. Created poster for Haapsalu Graphic Design Festival which was chosen by jury and participated in the exhibition. Animation 2019 Created advertising animation for agricultural company.



CONTENTS

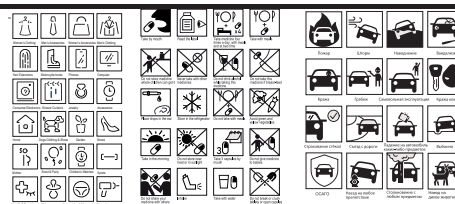
3

FOREWORD

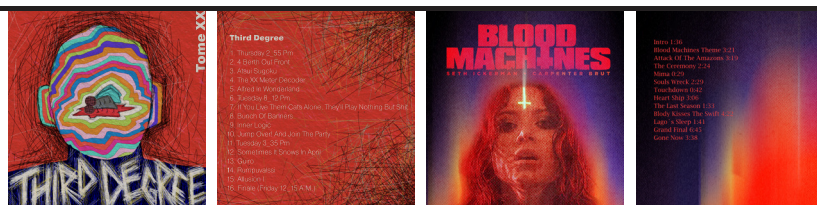
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7-9



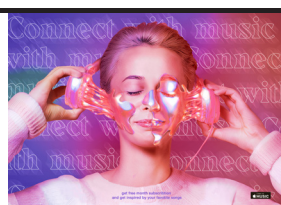
10-13



14



15





16-19



20-21



22-23



24-25



26-29



30-31



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CV

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