anastasiia leshchenko
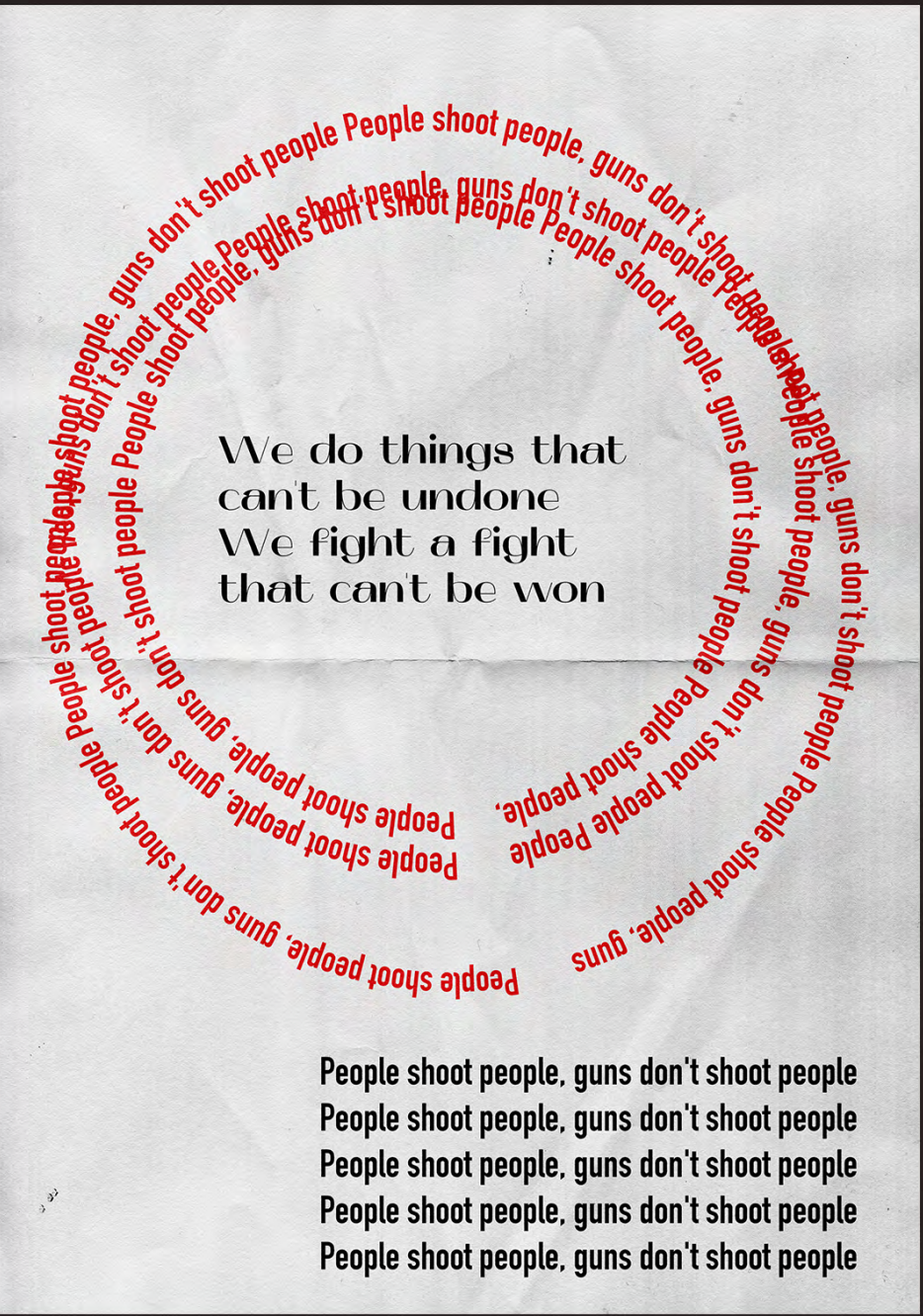
Table of Contents

MOZAÏKA
Album Cover

MOZAÏKA by a Ukrainian electro-folk band Onuka combines electronic music with traditional Ukrainian folk motifs and instruments. "MOZAÏKA" in Ukrainian means "mosaics". Each of the twelve songs of the album represents a separate piece of music but combined together, all the compositions symbolically form a whole intended plot.

The album cover is using the color palette of Ukrainian traditional embroidery rushnyk. The black squares and red rounded shapes that are broken apart represent part of mosaics that will eventually come together.

Side A

1. VIDLIK
2. Vsesvit
3. GOLOS (Live) feat. NAONI Orchestra
4. Guns Don't Shoot
5. VATRA
6. ALL FRIENDS (Live) feat. NAONI Orchestra

■ Side B

7. XASHI (Live) feat. NAONI Orchestra
8. ANIMAL
9. STRUM (Live) feat. NAONI Orchestra
10. XTO
11. Alone
12. ARKA (Live) feat. NAONI Orchestra

MO ZA ÏKA

ONUKA

Side 1

■ XASHI (Live) feat. NAONI Orchestra
■ ANIMAL
■ STRUM (Live) feat. NAONI Orchestra
■ XTO
■ Alone
■ ARKA (Live) feat. NAONI Orchestra

MO ZA ÏKA

Side 1

■ VIDLIK
■ Vsesvit
■ GOLOS (Live) feat. NAONI Orchestra
■ Guns Don't Shoot
■ VATRA
■ ALL FRIENDS (Live) feat. NAONI Orchestra

Я. Дихати. Припиняти. Натискати.
Хотіти Розмова Відлік

Тільки. Майбутнє. Готовий

ліворуч-праворуч
далеко і поруч
знову і знову
навколо по колу
лише одні
лише одні
лише одні
Часи не обирають В них живуть та помирають

ЖИТТЯ
триває
тримає
минає
триває
тримає
минає
триває
тримає
минає
триває
тримає
минає
триває
тримає
минає
і укриває і укриває

We do things that can't be undone
We fight a fight that can't be won

People shoot people, guns don't shoot people
People shoot people, guns don't shoot people
People shoot people, guns don't shoot people
People shoot people, guns don't shoot people
People shoot people, guns don't shoot people

2

Craftwork Brewery Label Design

The Craftwork Brewing Company is about selecting the best in locally sourced fruit and blending it into beers inspired by the world's great brewing traditions.

The colorful and refreshing gradients combined with old-style illustrations represent the brewery's approach to creating special and unique seasonal artisan ales using old classic recipes and fresh Oregonian fruits.
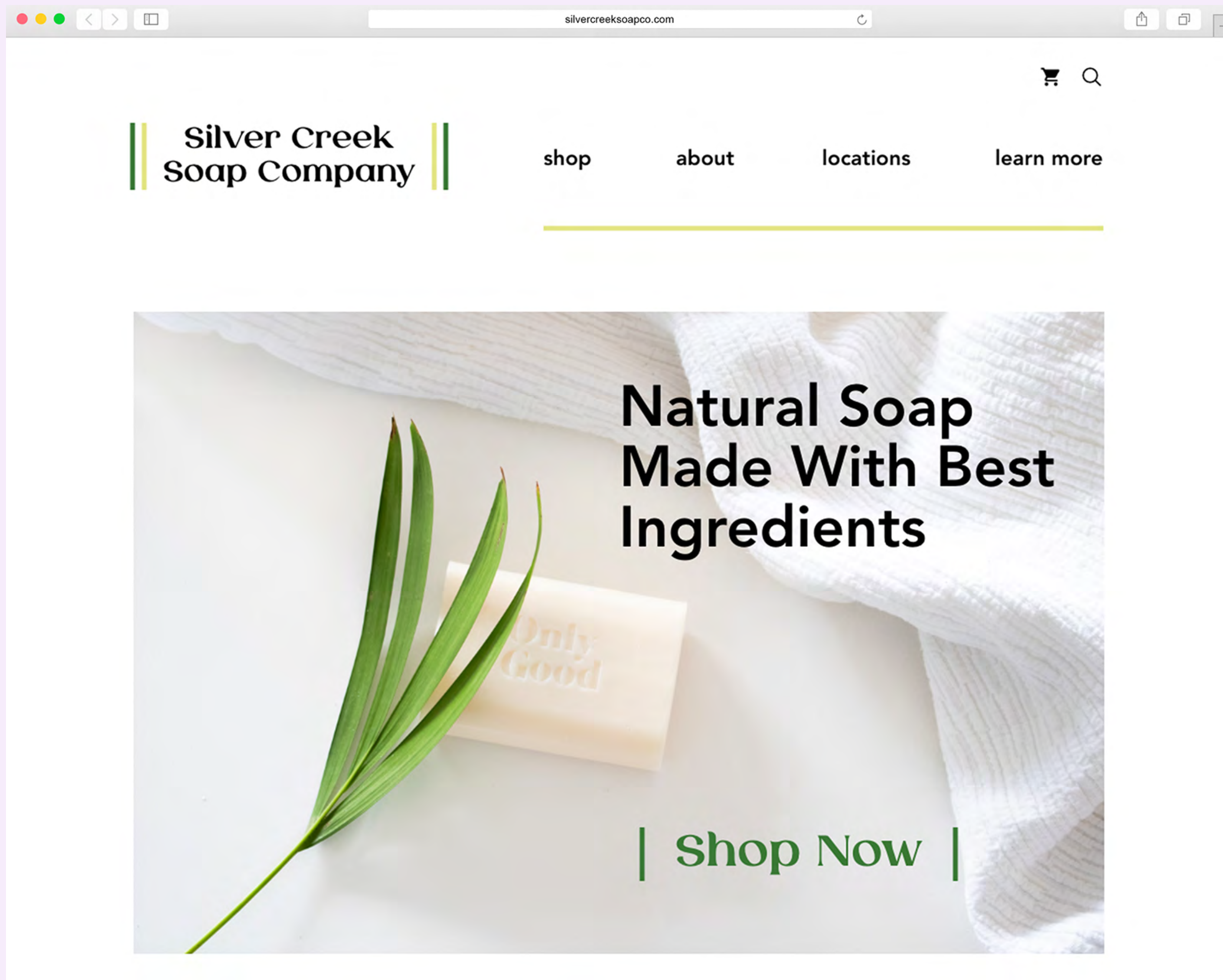
Farmer's Reserve Blueberry

Blueberries are all about the color: that deep, luscious purple reminds us of summer blueberry cobbler, still-warm pie on a window sill and perfect blueberry muffins. We set out to capture that summer in a glass feeling in our barrels, and the result is this delicious beer. We selected the very best Oregon grown hand-picked blueberries and added them to oak barrels with our sour blonde ale. Blended for a bright color, delicate fruit flavor, refreshing sourness and a touch of wine barrel oak. The resulting beer is infused with delicate blueberry essence, a reminder of long summer days.

FRESHEST WITHIN 4 MONTHS
PKG ON 04/20/2021

craftwork
BREWERY

farmer's reserve

BLUEBERRY

7% ABV
16 oz/ 473 ml

craftwork
BREWERY

farmer's reserve

BLUEBERRY

7% ABV
16 oz/ 473 ml

Silver Creek Soap Company Website

3

Silver Creek Soap Company is a local business specialized on making natural soap. The purpose of the project was to design a website for the company reflecting the identity of the brand.

The company creates natural soap with simple and elegant design. Since the soap is natural and plan-based, the color palette of the website was decided to be green. To emphasize the purity and cleanliness of the product, and make accent on the most important information, no other colors were added. Overall, the design of the website is very clean, with lots of negative space allowing the information and the photos of the product to get a lot of attention.
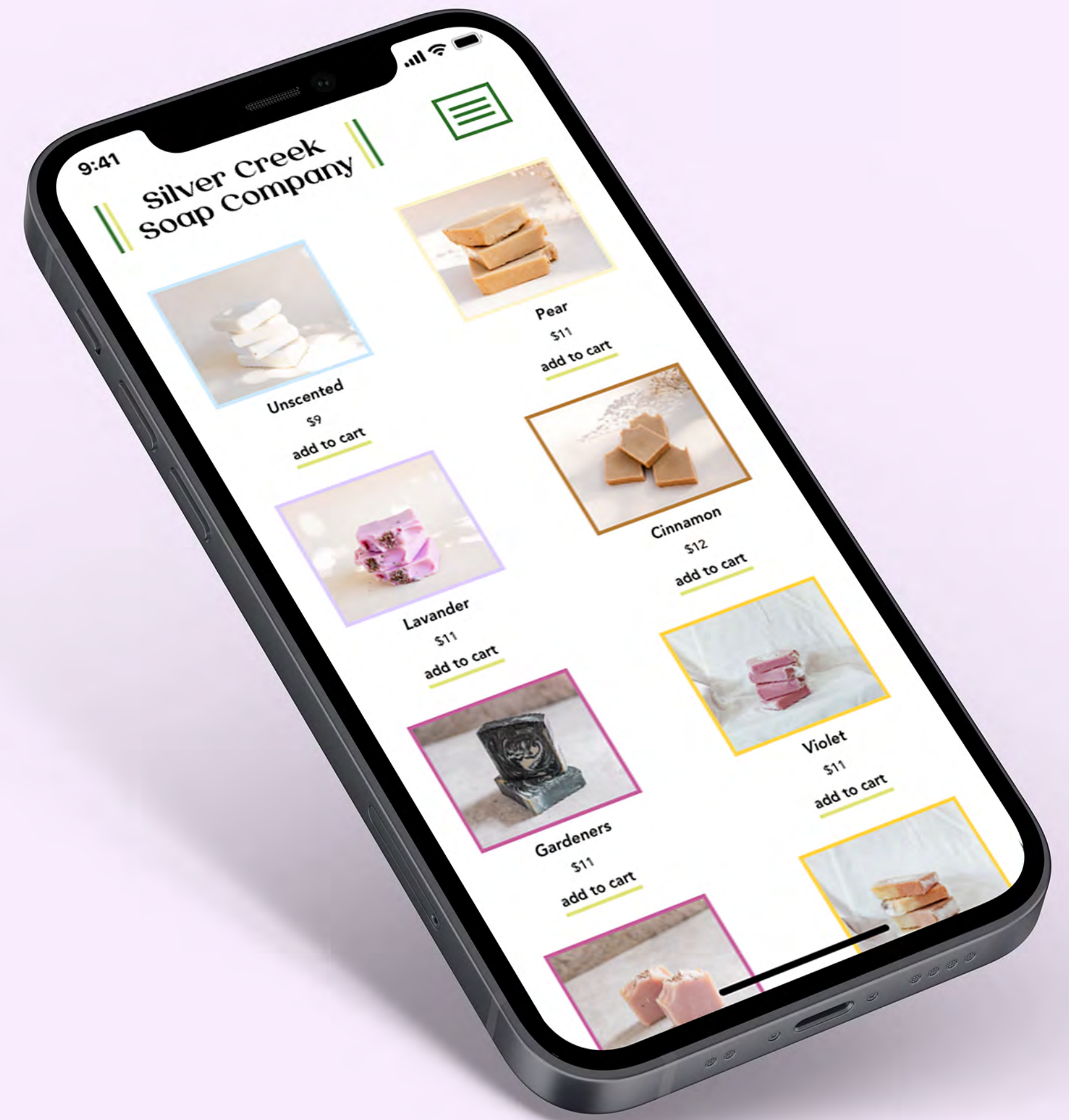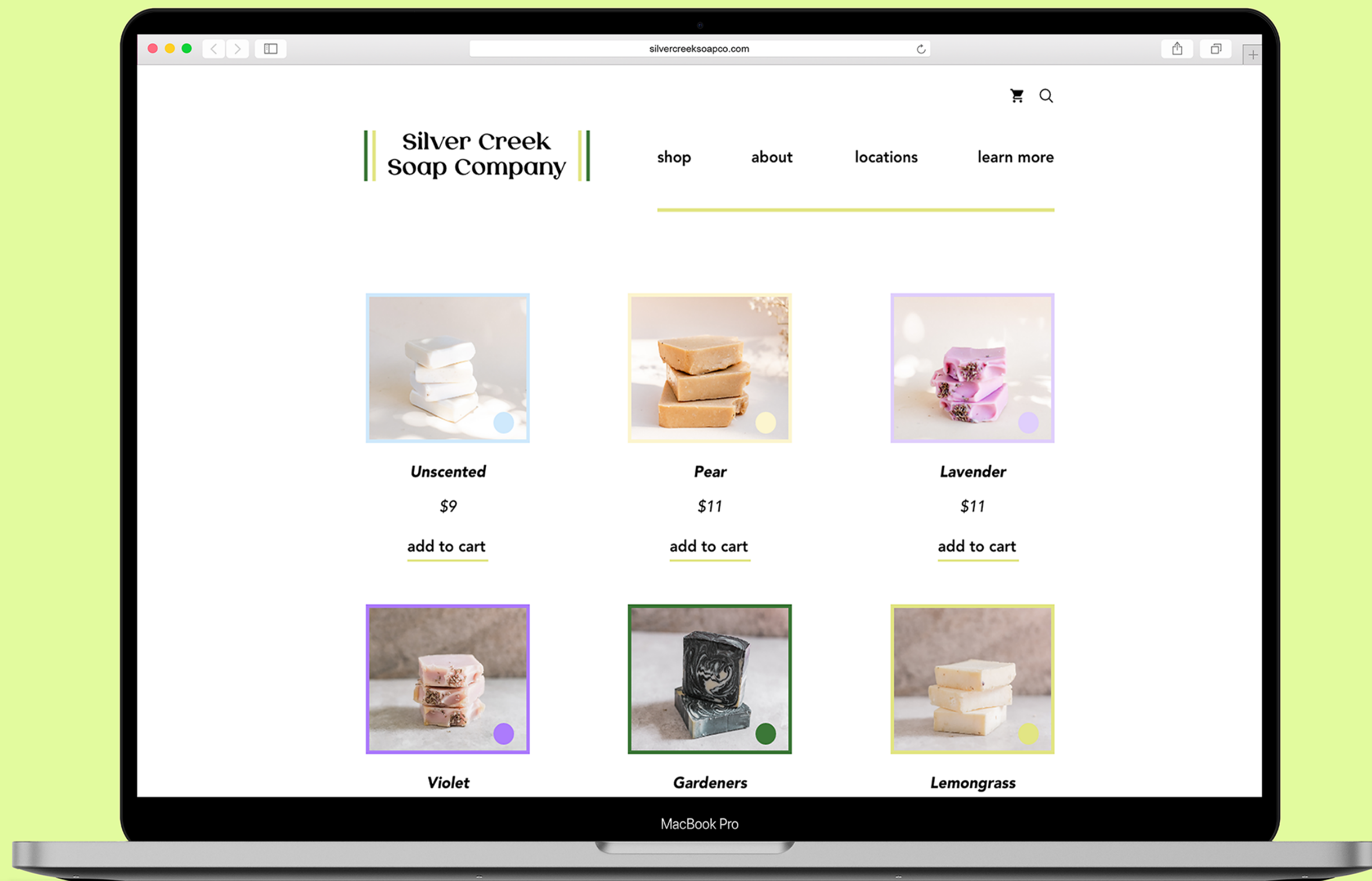
4

The Forest Song Book Cover

The poetic play "The Forest Song" poses and tries to solve eternal questions: life and death, love and hate, fidelity and betrayal. The book is full of poetic images of the complicated relationship between people and nature. The large green leaf represents the power nature hold upon us and how important it is in our world. Among different plants, one of the leaves is colored gray, and it slightly resembles the rib cage. This leaf shows the organic intertwining of life of two worlds - human and nature.

Lesya Ukrainka

The Forest Song

Lesya Ukrainka

The Forest Song

The play "The Forest Song" embodied the people's perception of the world around them, the ancient mythological thinking of Ukrainians. There is an acute problem of the relationship between people and nature, which is often not harmonious. People are accustomed to treating nature as a means of making their life more comfortable. Using natural gifts, a person overlooks their harmful actions.

Mavka, the spirit of the forest, is the embodiment of the beauty and insecurity of nature and the spiritual beauty of people. This beauty cannot be destroyed in everyday small worries; thus, Mavka is forever reborn.
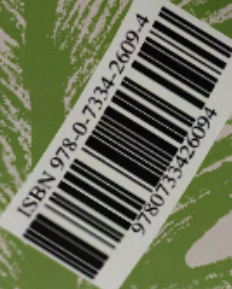
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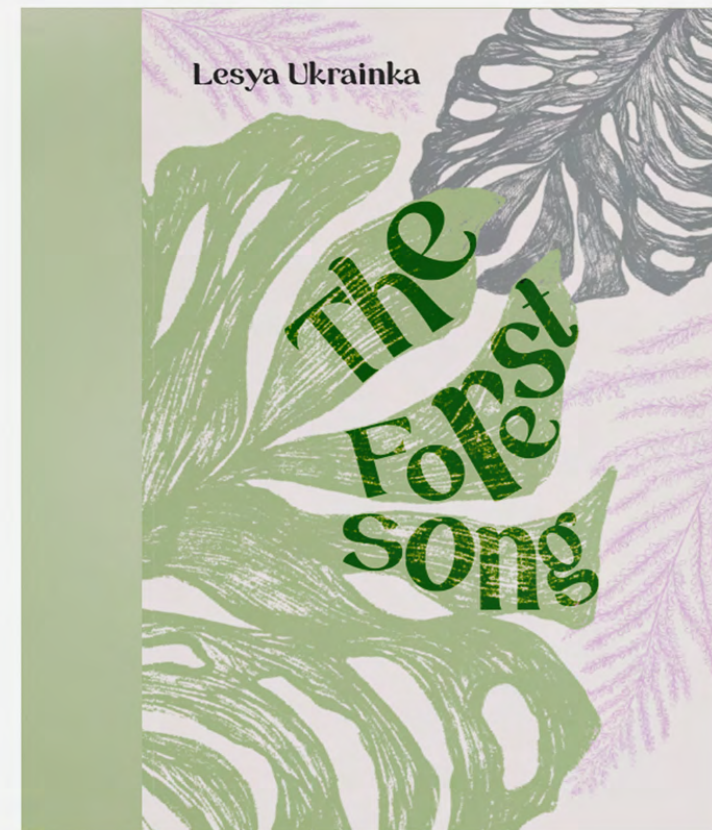
The Forest Song

Lesya Ukrainka

Discover the beauty and mysteries of Ukrainians' ancient mythological thinking and traditions in the poetic play "The Forest Song."
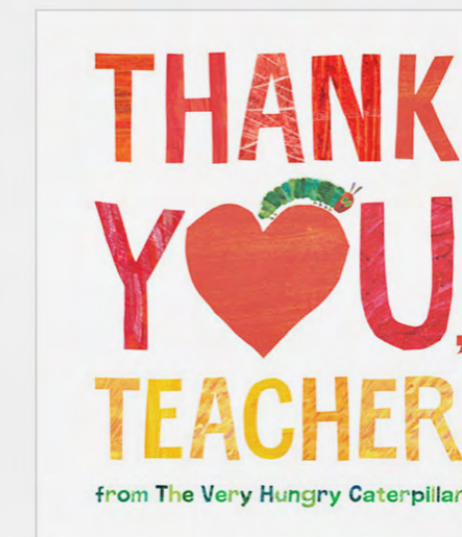
START READING
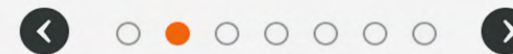
COMING SOON   See More ▸

BESTSELLERS   See More ▸

Thumbs Up! Album Cover

Thumbs UP! by Pentagon is a very bright and colorful album created to bring people happiness and positive energy. The title song "Naughty Boy" is full of mischievous, fun, and humorous parts. The name of the title song in Korean "청개구리" literally means "green frog," and is also used to describe a person who does everything in the opposite way. The message is to find harmony in mismatch and enjoy each day without worries.

To represent the harmonious mismatch of the songs, the album cover and a sleeve have completely different illustration styles. The front cover is a colorful illustration of the lotus leaves, while the sleeve is full of playful frog footprints. The green frog is not actually shown anywhere in the album design, but its presence is noticeable everywhere.
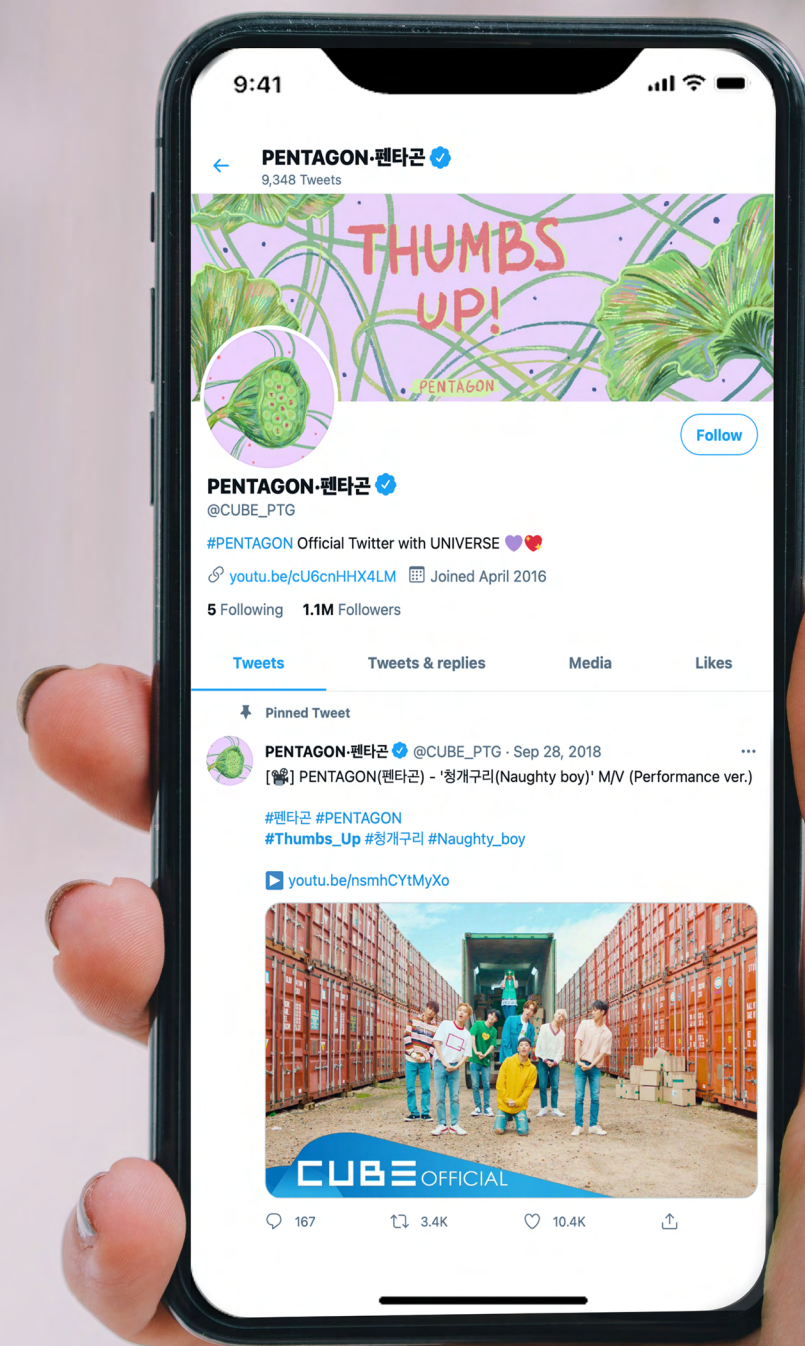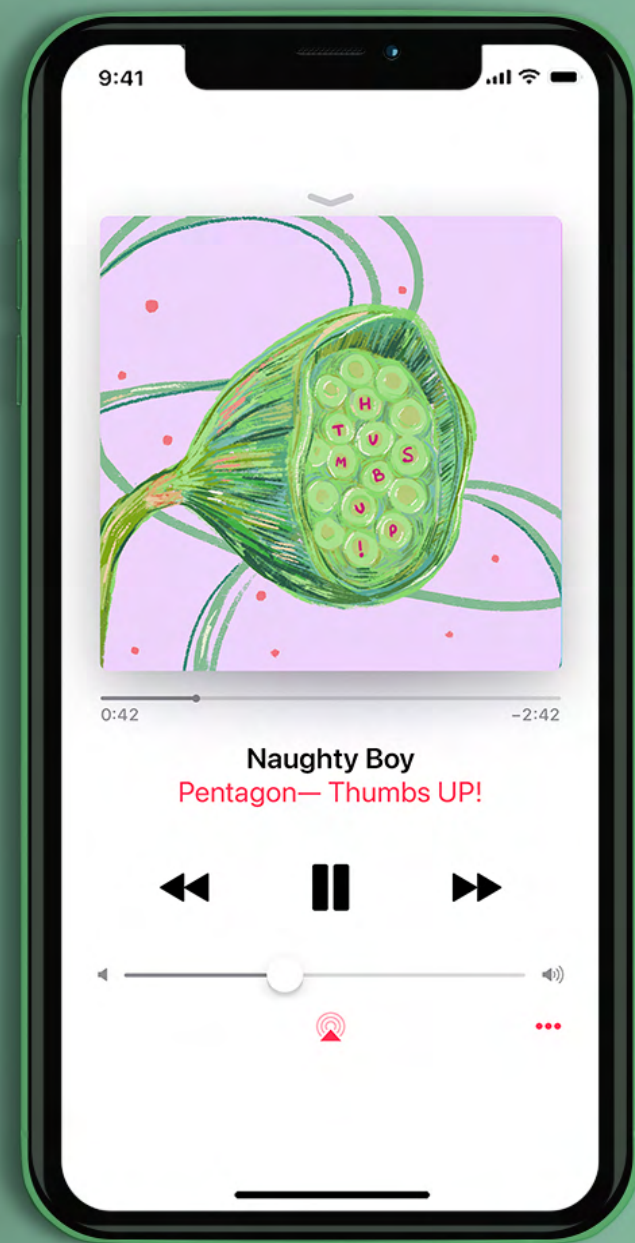
TRACKLIST

🐸 Naughty Boy title

🐸 Just Do It Yo!!

🐸 Skateboard

🐸 When it rains in night

🐸 Thumbs Up!!

Graphic Design Guidelines Booklet

The goal of this project was to explore making and breaking the type grid by working with an open source content about graphic design strategies. Working on this booklet I was able to explore fundamentals of arranging text using baseline grid, the rhythm of columns and experiment with other alternative type organizations.

Gestalt Principles

Proximity of elements is part of Gestalt theory, which is a framework of spatial relationships developed in the 1920s by the German psychologists Max Wertheimer, Wolfgang Kohler, and Kurt Koffka. The term Gestalt means unified whole, and points to the underlying conceptual structure of this framework. Gestalt works because the mind seeks to organize visual information. A composition created using Gestalt principles predetermines how each of the elements within it interacts with the others spatially. In this system of relationships, close proximity of objects, regardless of shape, size, or content, indicates a connection.

When visual elements have a similar shape or look as one another, a viewer will often connect the discrete components and see a pattern or grouping. This effect can be used to create a single illustration, image, or message from a series of separate elements. Similarity of medium, shape, size, color, or texture will trigger a sense of similarity. The sense of grouping will be strengthened or weakened by increasing or decreasing the commonality of the individual elements.
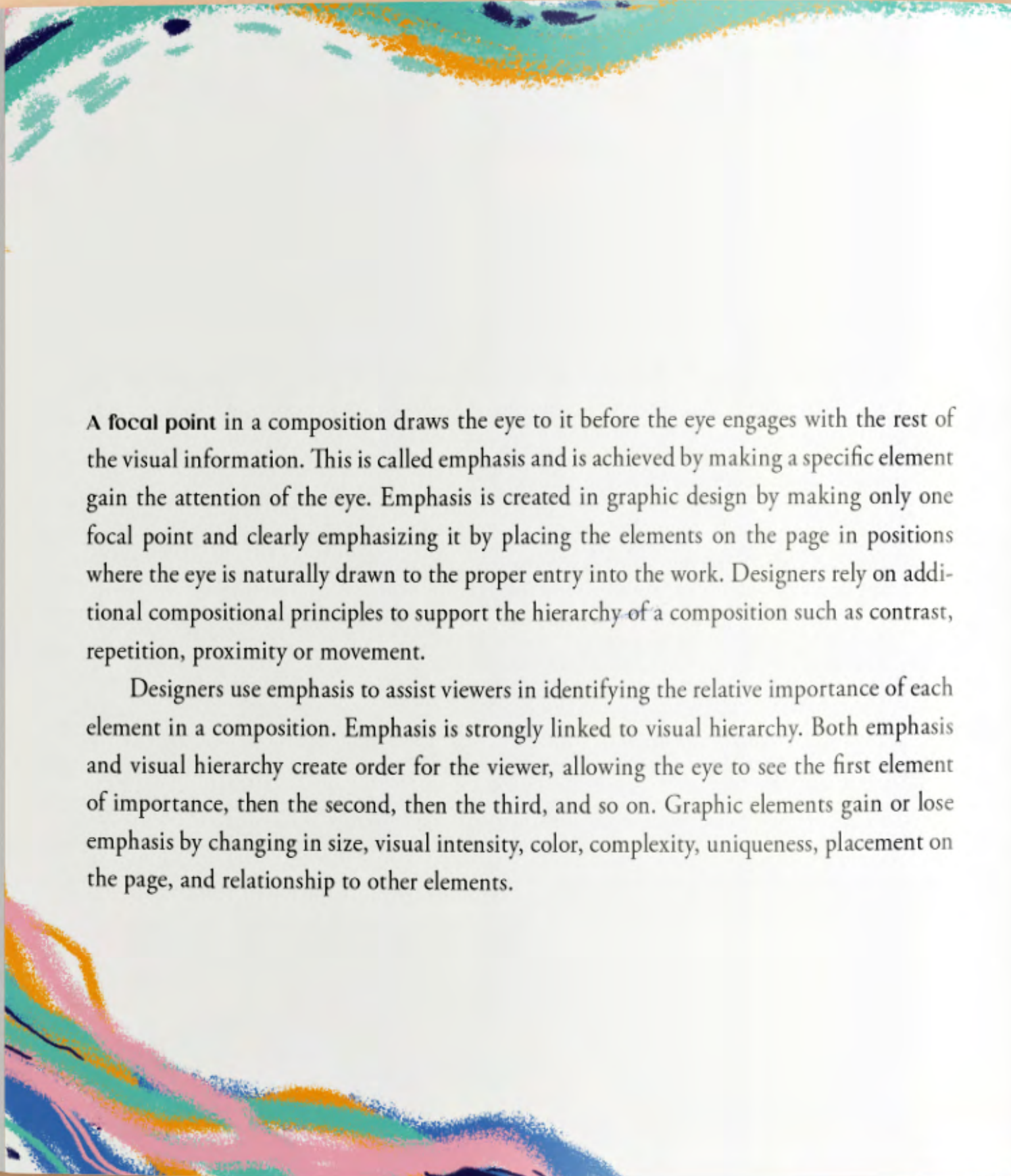
Continuation is the tendency of the mind to see a single continuous line of connection rather than discrete components. The eye is drawn along a path, line, or curve, as long as there is enough proximity between objects to do so. This tendency can be used to point toward another element in the composition, or to draw the eye around a composition. The eye will continue along the path or direction suggested by the composition even when the composition ends, continuing beyond the page dimensions.

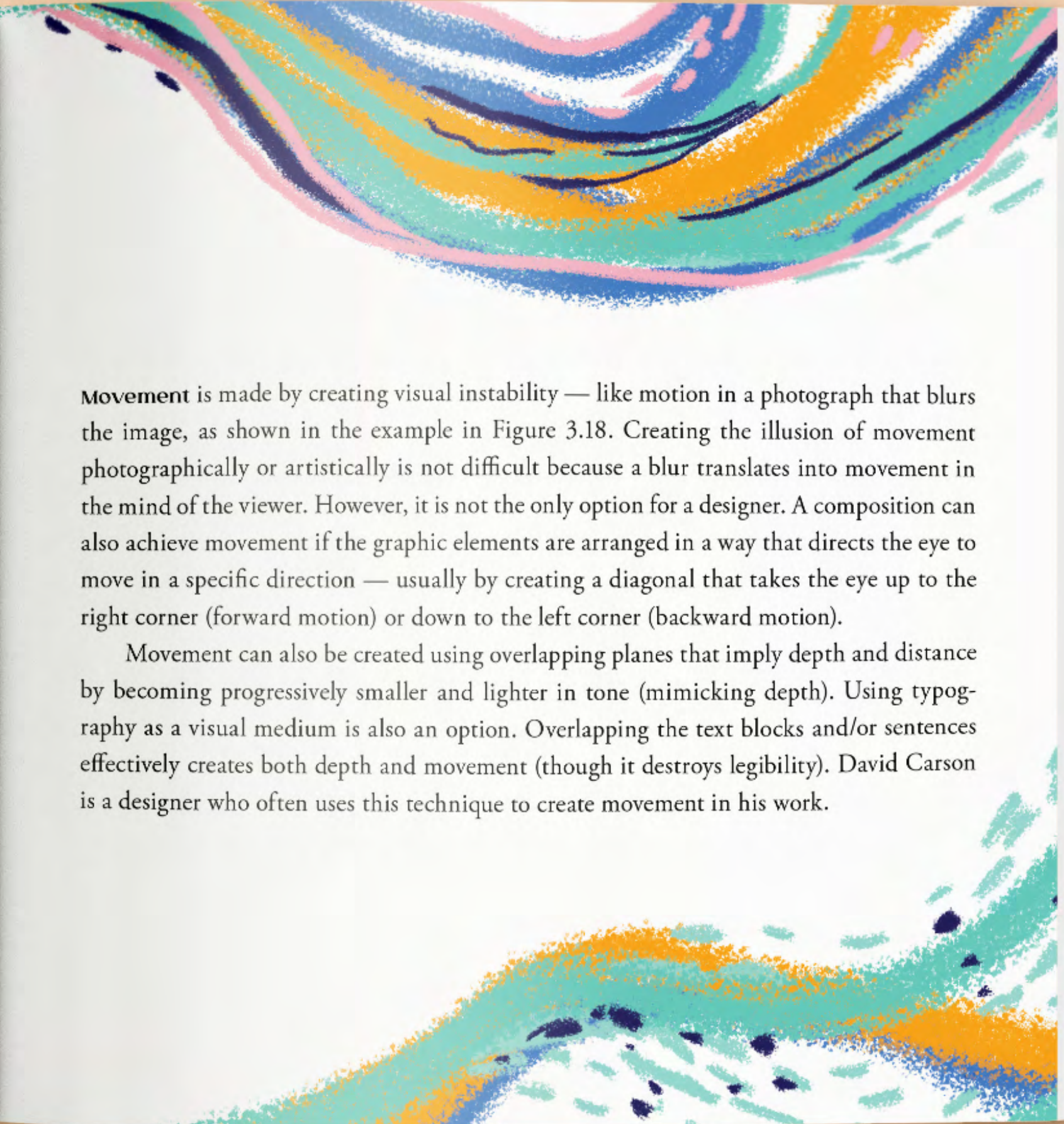In a composition created using Gestalt principles, close proximity of objects, regardless of shape, size or content,

Closure is a design technique that uses the mind's tendency to complete incomplete shapes. The principle works if the viewer is given enough visual information to perceive a complete shape in the negative space. In essence, the mind 'closes' a form, object, or composition. In the example above, the triangle is formed by the viewer's mind, which wants to close the shape formed by the gaps and spaces of the adjacent circles and lines. The partial triangle, outlined in black also hints at the missing shape.

indicates a connection.

A focal point in a composition draws the eye to it before the eye engages with the rest of the visual information. This is called emphasis and is achieved by making a specific element gain the attention of the eye. Emphasis is created in graphic design by making only one focal point and clearly emphasizing it by placing the elements on the page in positions where the eye is naturally drawn to the proper entry into the work. Designers rely on additional compositional principles to support the hierarchy of a composition such as contrast, repetition, proximity or movement.

Designers use emphasis to assist viewers in identifying the relative importance of each element in a composition. Emphasis is strongly linked to visual hierarchy. Both emphasis and visual hierarchy create order for the viewer, allowing the eye to see the first element of importance, then the second, then the third, and so on. Graphic elements gain or lose emphasis by changing in size, visual intensity, color, complexity, uniqueness, placement on the page, and relationship to other elements.

Movement is made by creating visual instability — like motion in a photograph that blurs the image, as shown in the example in Figure 3.18. Creating the illusion of movement photographically or artistically is not difficult because a blur translates into movement in the mind of the viewer. However, it is not the only option for a designer. A composition can also achieve movement if the graphic elements are arranged in a way that directs the eye to move in a specific direction — usually by creating a diagonal that takes the eye up to the right corner (forward motion) or down to the left corner (backward motion).

Movement can also be created using overlapping planes that imply depth and distance by becoming progressively smaller and lighter in tone (mimicking depth). Using typography as a visual medium is also an option. Overlapping the text blocks and/or sentences effectively creates both depth and movement (though it destroys legibility). David Carson is a designer who often uses this technique to create movement in his work.

A Clockwork Orange Book Cover

A Clockwork Orange is a shocking and violent novel about a fifteen-year-old boy Alex. The novel follows Alex through his acts of ultra-violence, his imprisonment, and his reformation. His time in prison was one of the turning points in his life, and that's why his number 6655321 is constantly repeated on the cover. This repetition with a bright contrast of colors creates tension and makes one wonder what connection it has to a clockwork orange.
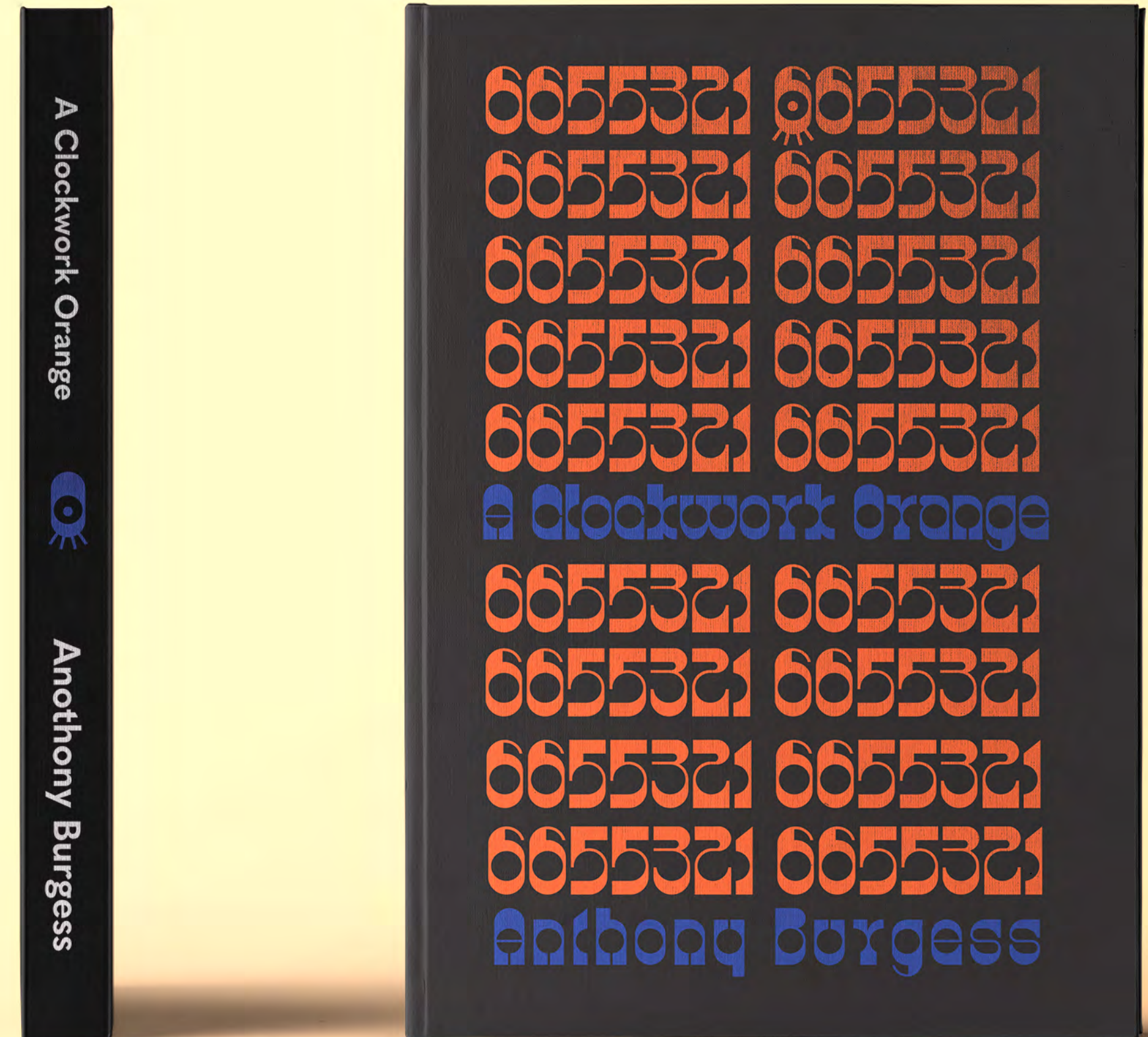
A vicious fifteen-year-old droog is the center character of this 1963 classic. In Anthony Burgess's nightmare after dark, the story is told by the central character, Alex, who talks in brutal invented slang that brilliantly renders his and his friends' social pathology. A Clockwork Orange is a frightening fable about good and evil, and the meaning of human freedom. And when the state undertakes to "reform" Alex to "redeem" him, the novel asks, "At what cost?"

This edition includes the controversial last chapter not published in the first edition and Burgess's introduction "A Clockwork Orange Resucked."

"A brilliant novel... a savage satire on the distortions of the single and collective minds."
— New York Times

"Anthony Burgess has written what looks like a nasty little shocker, but is really that rare thing in English letters: a philosophical novel."
— Time

665532ꓝ

A Clockwork Orange

Anthony Burgess

665532ꓝ

A Clockwork Orange

Anthony Burgess

amazon

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Select your address

All ▾

Hello, Sign in
Account & Lists

Returns
& Orders

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Cart

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A Clockwork Orange Paperback – May 21, 2019

by Anthony Burgess ▾ (Author)

★★★★⯪ ▾   **4,012 ratings**

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"A brilliant novel…. [A] savage satire on the distortions of the single and collective minds."—*New York Times*

In Anthony Burgess's influential nightmare vision of the future, where the criminals take over after dark, the story is told by the central character, Alex, a teen who talks in a fantastically inventive slang that evocatively renders his and his friends' intense reaction against their society. Dazzling and transgressive, *A Clockwork Orange* is a frightening fable about good and evil and the meaning of human freedom. This edition includes the controversial last chapter not published in the first edition, and Burgess's introduction, "A Clockwork Orange Resucked."

6 illustrations

Print length	Language	Publisher	Publication date	Dimensions	ISBN-10
240 pages	English	W. W. Norton & Company	May 21, 2019	5.5 x 0.7 x 8.3 inches	0393341763

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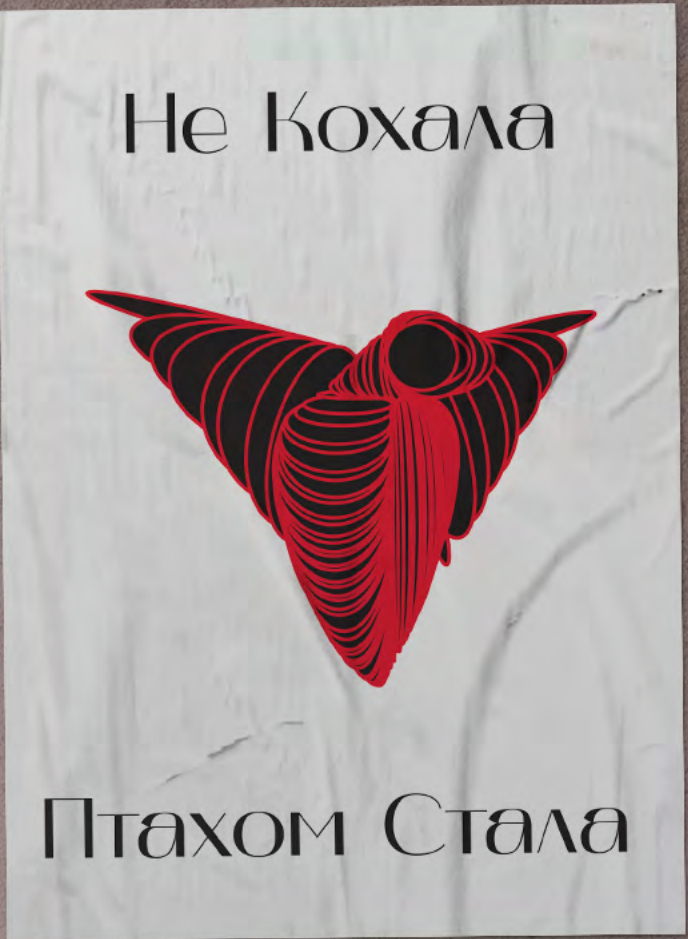**Enjoy fast, FREE delivery,**

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8

Poster Series

This poster series represents my exploration of working with experimental typography and new color palettes. This project helped me to get out of my comfort zone and explore different ways of working with type. In this series, I combined different quotes and lyrics both in Ukrainian and English that are meaningful to me and visualized them using type and colors. Some of the illustrations don't have a literal connection to the quote. Most of the posters are based on my emotional response to the text that I captured using abstract shapes and lines.

khto ty ye?.

"Our life is frittered away by detail... simplify, simplify"

Журба

чекай чекай чекай
чекай чекай чекай
чекай чекай чекай
Н чекай
чекай чекай
чекай чекай чекай
чекай чекай чекай

Не Кохала

Птахом Стала

Hello!

My name is Anastasiia Leshchenko. I am a Ukrainian graphic designer living and working in Woodburn, Oregon.

My primary focus is digital illustration, book cover, and poster design. In my work, I like to combine abstract organic shapes and bold color palettes. I draw a lot of inspiration from nature and often incorporate natural patterns, textures, and simple organic forms in my designs.

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Thank You!