



SYLWIA CMIĘCZEK

CREATIVE PORTFOLIO

WHAT
DOES IT
MEAN



inquiry

Exploration of meaning behind self-made tattoos.
(self-made: both designed and committed by self).
How the experience can be explained to the audience?









action

Cards explaining my tattoos;
followed by a tattoo workshop.



Box with cards explaining the meaning and placing.

WHAT ARE THESE?

	#4fd2c0	
Ear	Chinese	Ear + Earing
		
Paving Slabs	Jelly fish	Ice Cream
		
Shapes	Headphones	Sun

YOUR SYMBOL FOR:

DON'T WORRRRY, IT CAN BE WHATEVER AND HOWEVER

FRIENDS	BASKETBALL	BACKPACK
		
YOUR LOGO	MUSHROOM BURGER	ANT
		
SOCK	BUS	HOME
		

In order to engage with my audience I conducted questionnaires asking: what they think my tattoos mean; how they picture values of my tats; what tattoo they would have and what would it look like.

IF YOU WERE TO GET A TATTOO

- WHAT WOULD THAT BE (VALUE/OBJECT):
- FAMILY
- FRIENDS
- HOME
- ANIMAL
- DATE
- NAME
- TRAVEL
- FOOD
- PROGRESS
- EDUCATION
- NATIONALITY
- PLACE
- BOOK
- FASHION
- SPORT
- OTHER:

HOW WOULD THAT LOOK LIKE:



IF YOU WERE TO GET A TATTOO

- WHAT WOULD THAT BE (VALUE/OBJECT):
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- OTHER:

HOW WOULD THAT LOOK LIKE:



nature / beauty

expression of art

(UN)REAL TATTOO #0 EXPERIENCE



inquiry

Approach the *embarrassing* notion of committing mistakes in more human and **humorous** way.

action

A5 size book full of **authentic** situations of myself and my friends followed by illustrations that explain the context of specific mistakes.



NICE
TOO
MEAT
YOU!

CELEBRATING LANGUAGE MISTAKES

this book is a celebration of language mistakes, which might have been embarrassing at the time, but now seem like a great reason to smile;

making mistakes is normal;

crying over them isn't;

unless, they're tears of laughter.



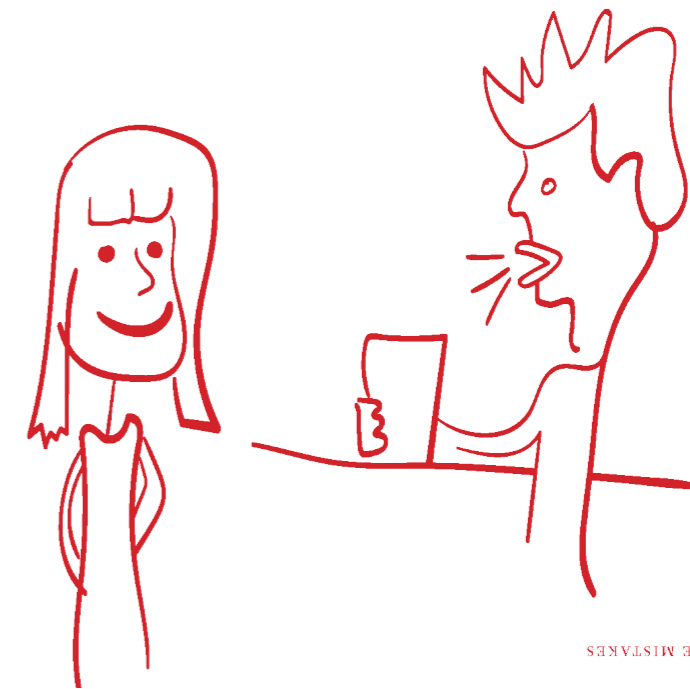
-hi how is it going?

-yyy... eeee...
I'm going to toilet

-it tastes different..

-yeah, she put
simon in this one

-who the heck
is Simon?



Imagine, for once you could
use digital tools in Real Life.

inquiry

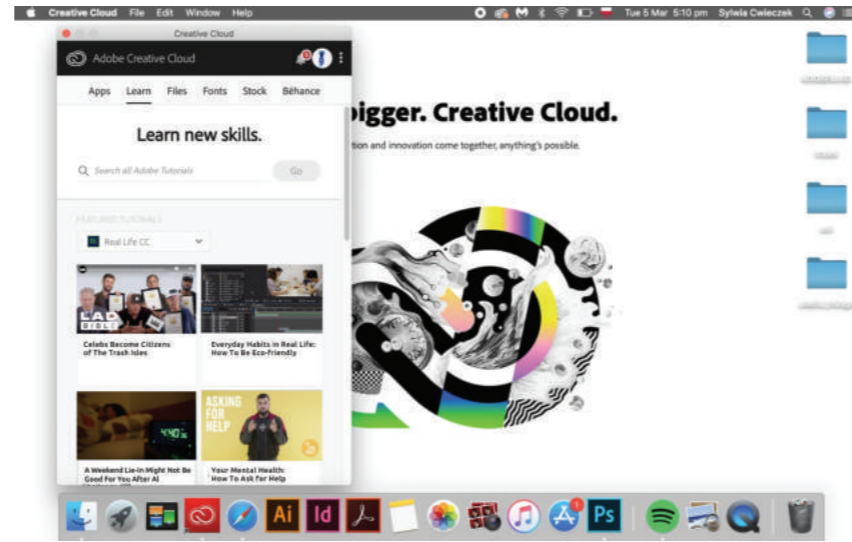
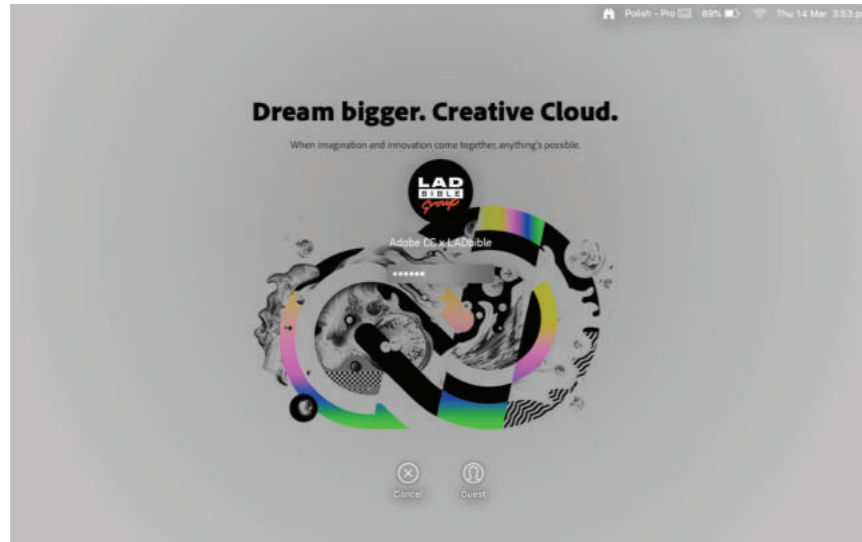
Create a photo story/film/animation using **Adobe CC**;
to spread a positive message through **LADbible** channels.

action

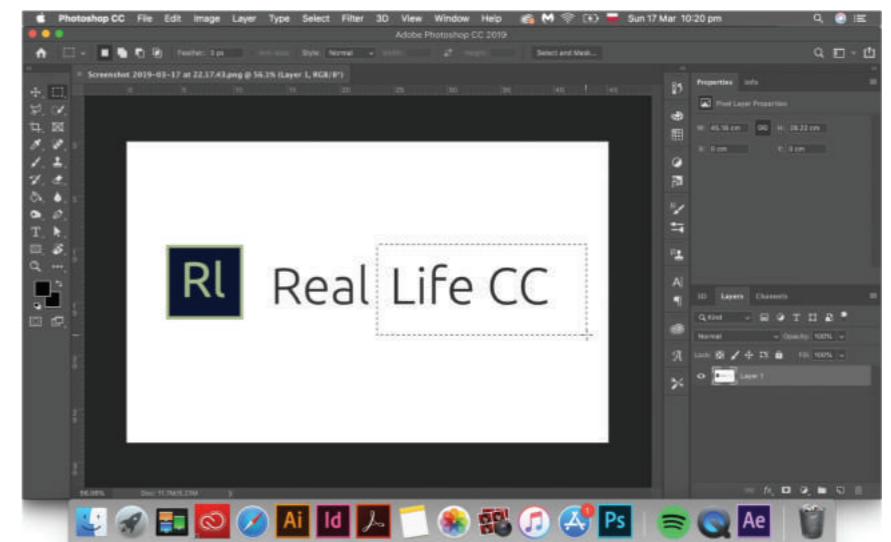
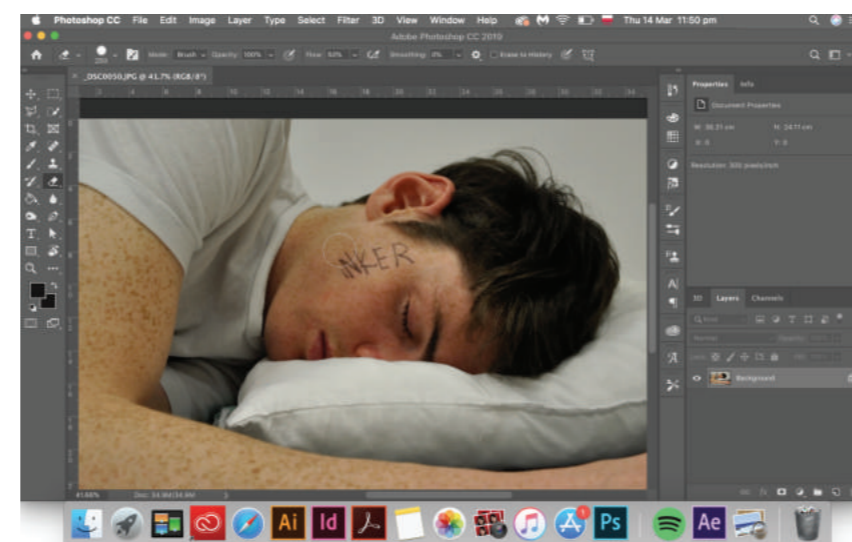
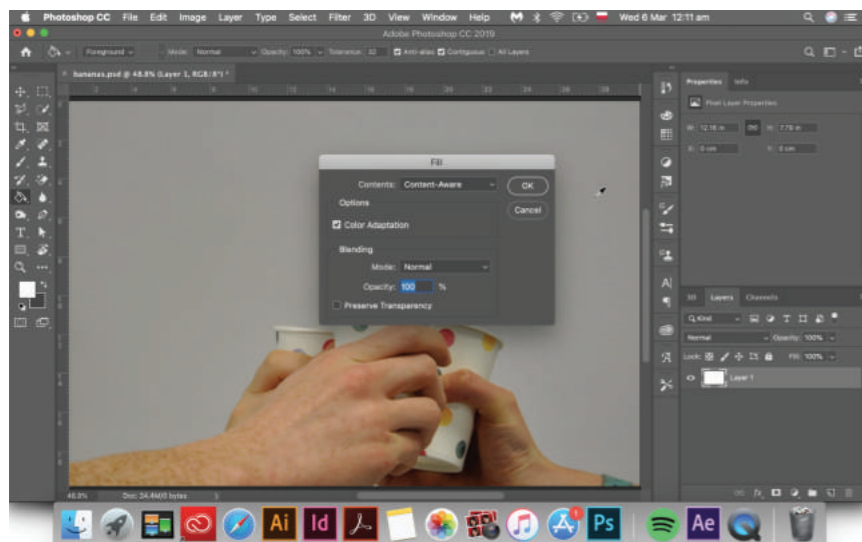
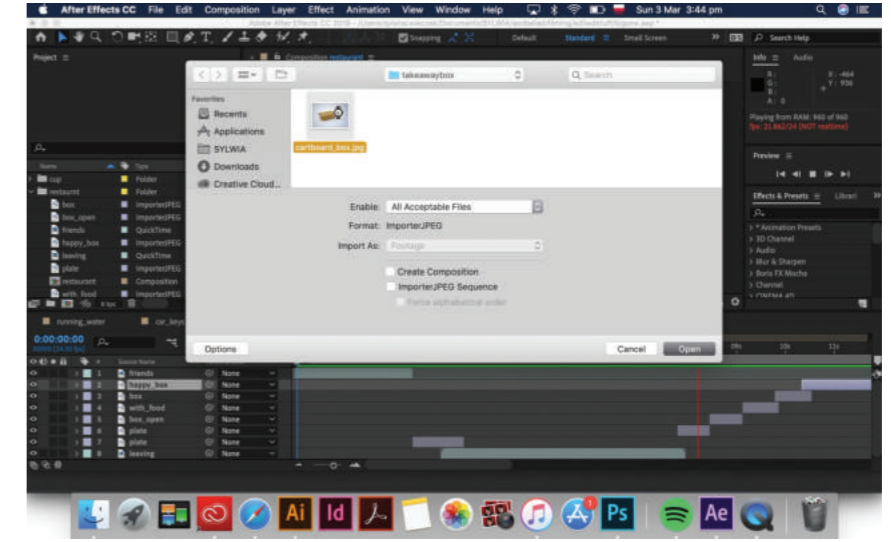
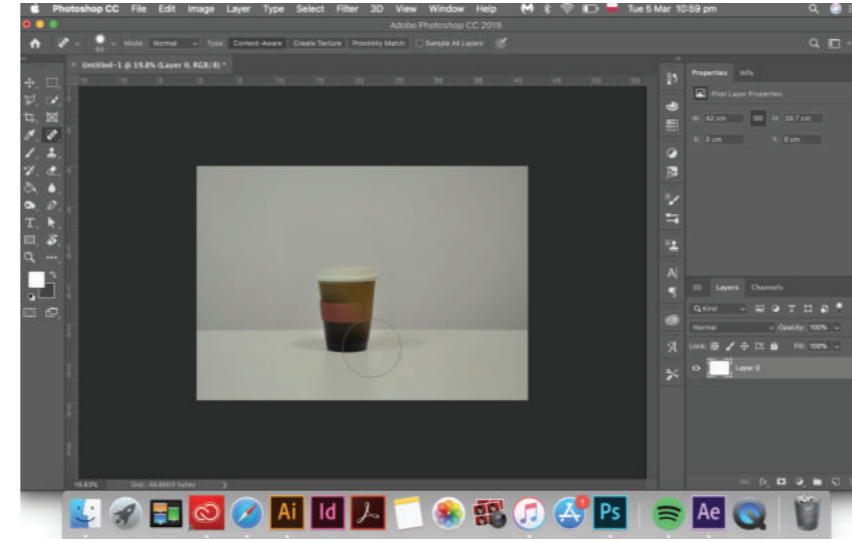
Looking at the world through Adobe programs.
Real Life CC is a new application introduced
within Adobe CC, bringing examples from
everyday life inside the digital world.



Real Life CC



PLAY THE VIDEO





inquiry

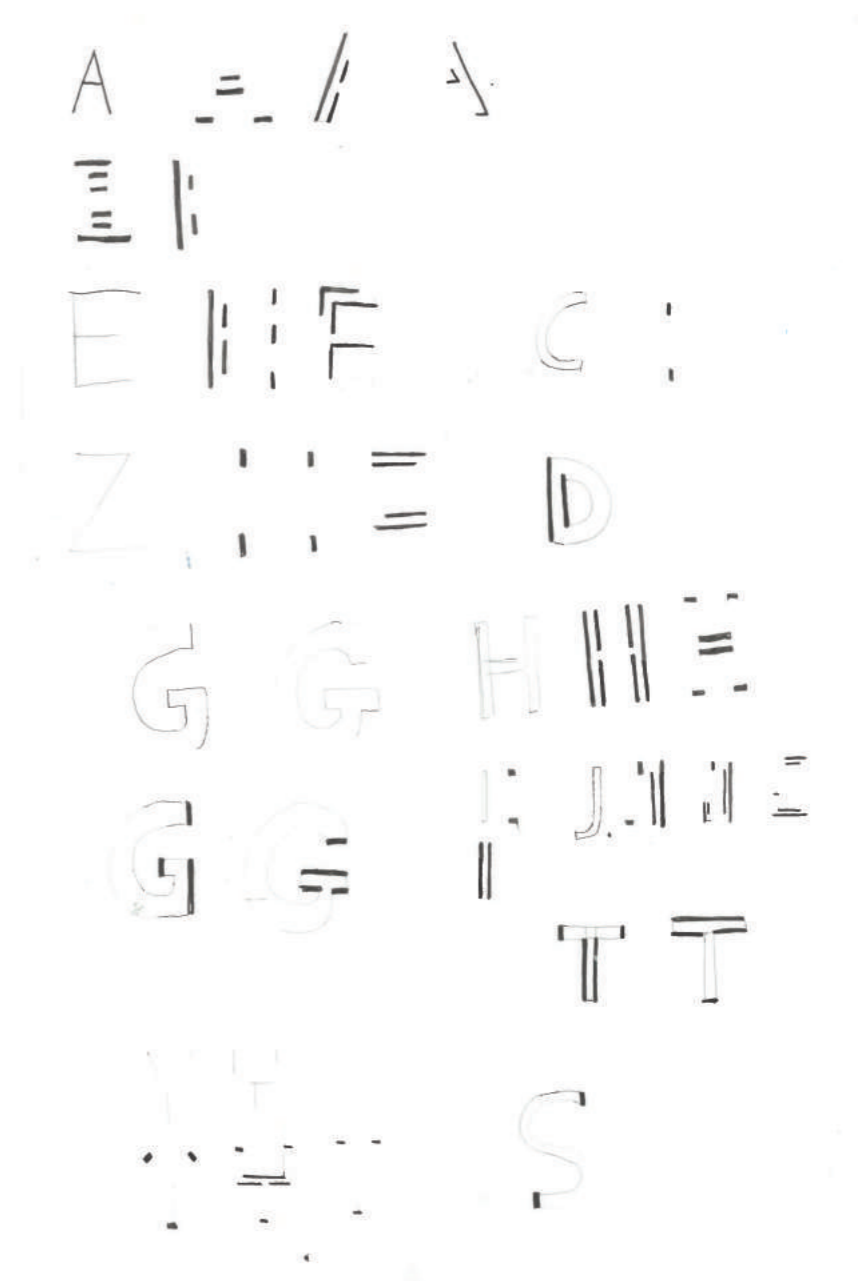
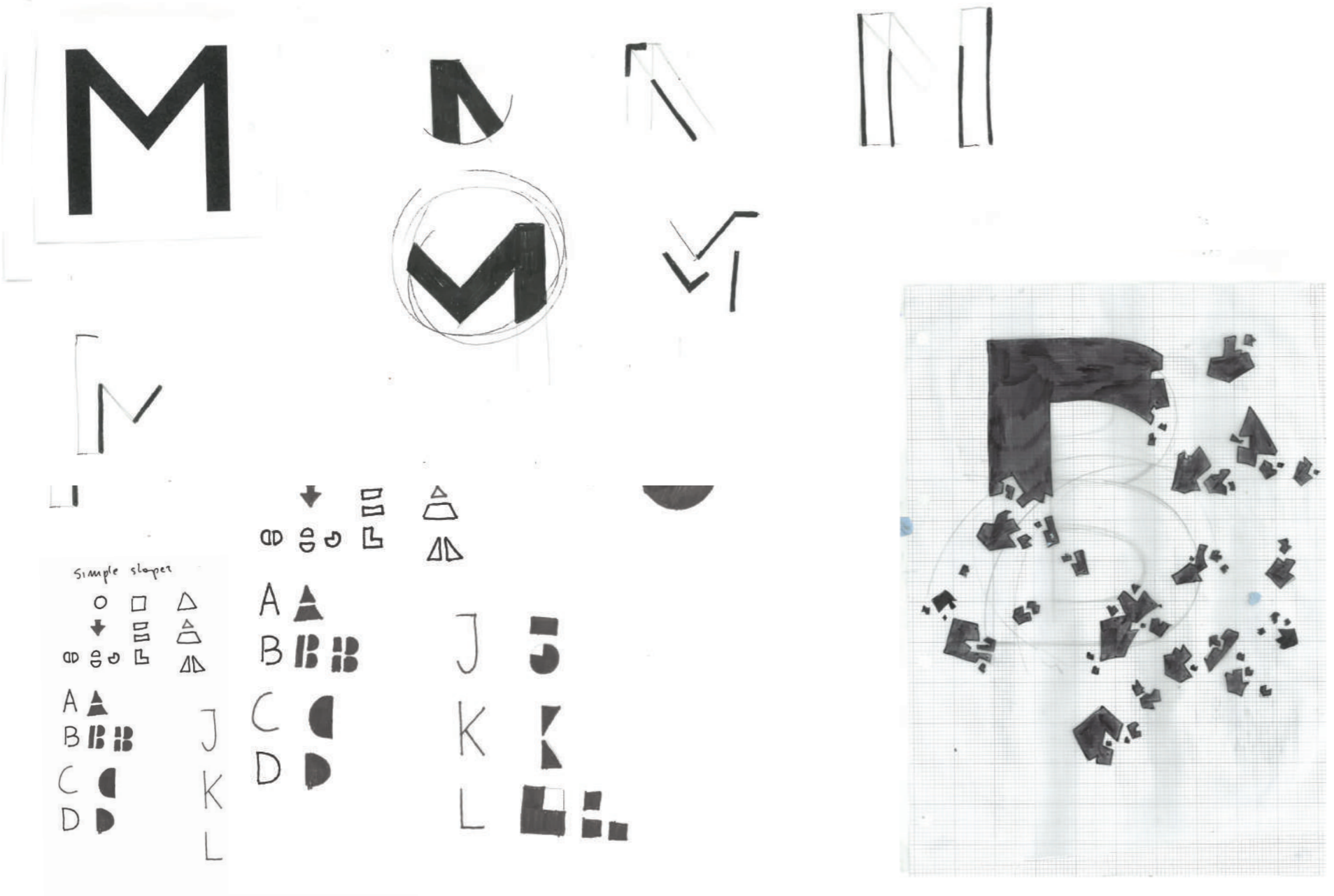
Typeface which explores the usage of specific letters within English language.

action

XYMUTA is based on two keywords coming from an anonymus booklet: *cracking aquarium* and *tunnel vision*, former inspires the level of destruction; latter defines most important part of letters.

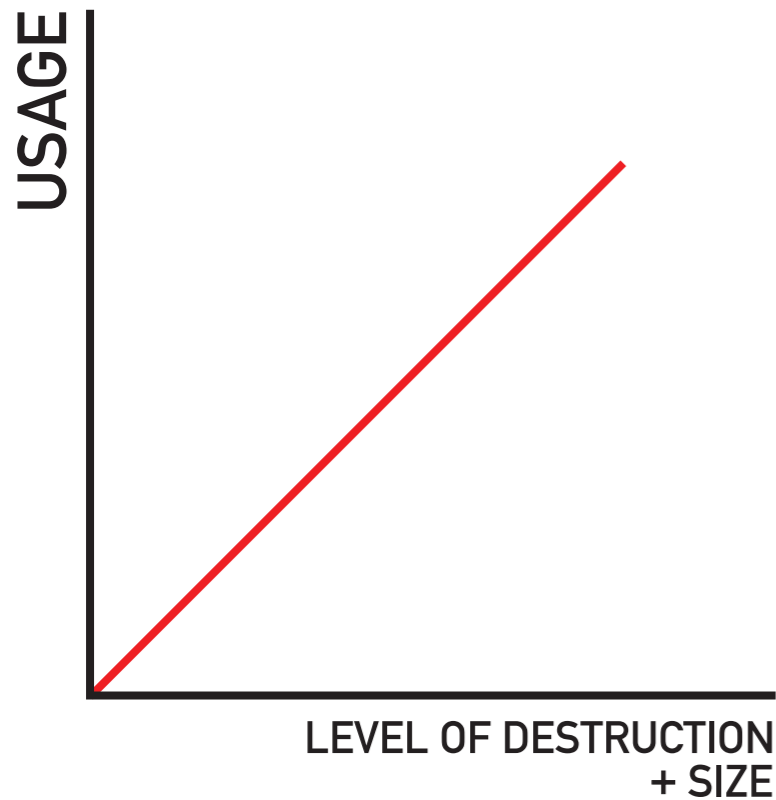
even tho
lieves ' is
expandir
understo
and prim
design ar
What dis
order to
and look

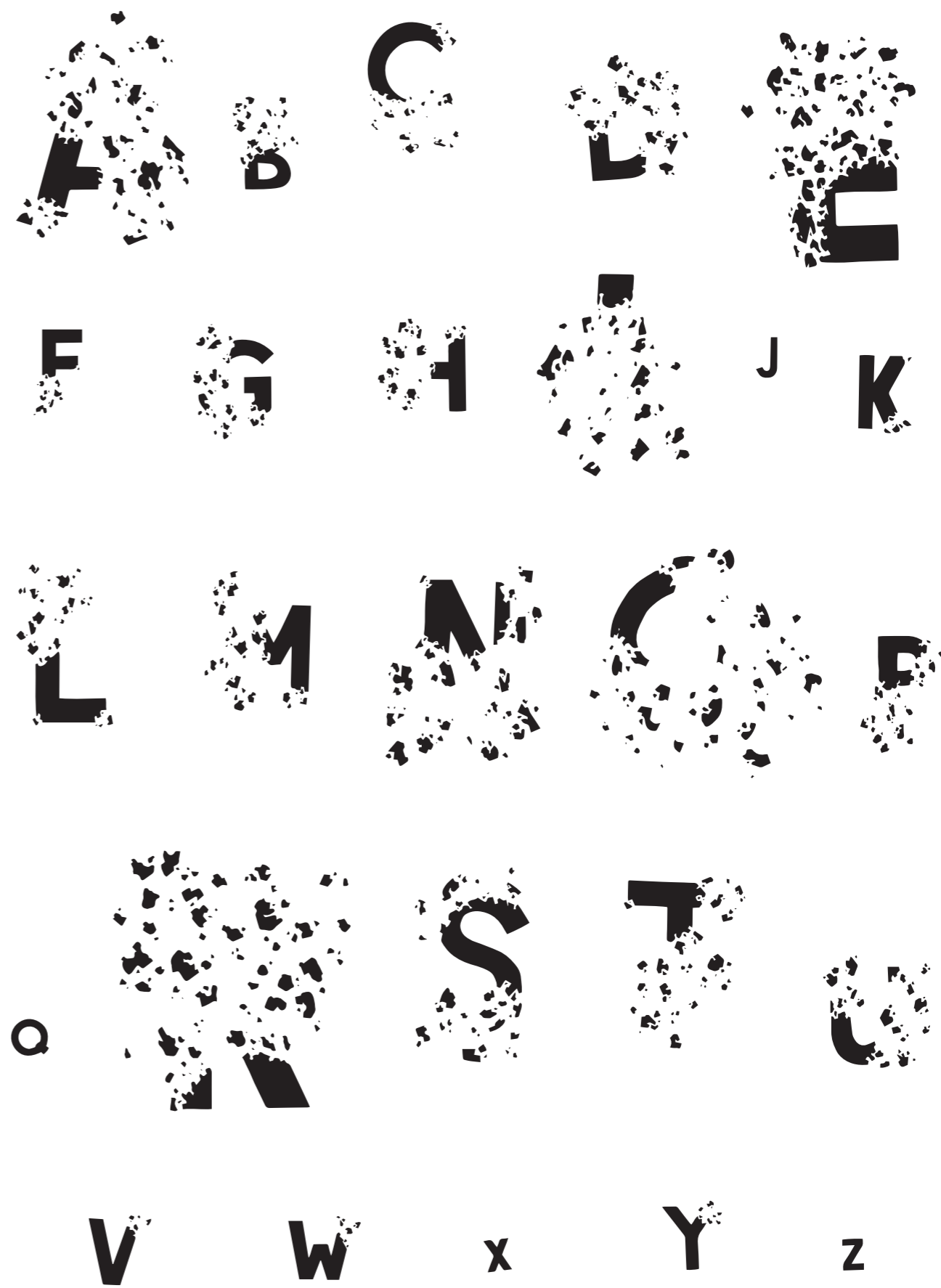
What are the most important parts
of letters for them to be recognised?



A B C D E
F G H I J K
L M N O P
Q R S T U
V W X Y Z

E A R I O
T N S L
C U D P
M H G B
F Y W K V
X Z J Q







inquiry

Design guidelines for personal brand **EMBRACED**.
Create solution that makes the brand stand out.

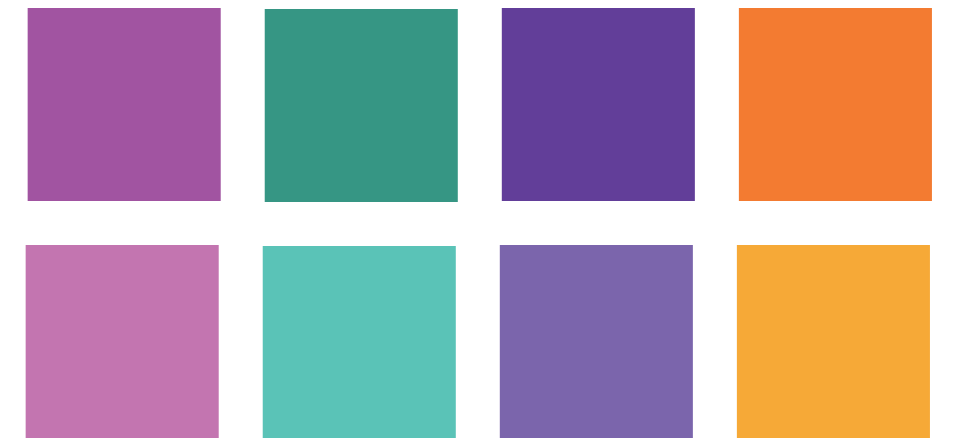
action

Apart from the esthetic part (which is super personal),
I looked at how clothing industry can be more sustainable.



curious
ambitious
brave
dedicated

motivated
enthusiastic
energetic
rather humorous





BROKEN
DOESN'T
MEAN
UNFIXABLE



The solution focuses on fixing over than replacing.
STITCH NOT DITCH is a fixing/customizing kit.
It can be attached to brand new clothes or buy separately

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