



PORTFOLIO

Anna Nicola Johnson

HI THERE!



I'm Nicola, a graphic designer and illustrator based in Brisbane.

Thank you for the opportunity to share a selection of works from my portfolio.

For more, please visit
nicnic.design

If you enjoy what you see, I'd welcome the opportunity for a face-to-face chat.

Give me a buzz on
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I look forward to hearing you!



The challenge

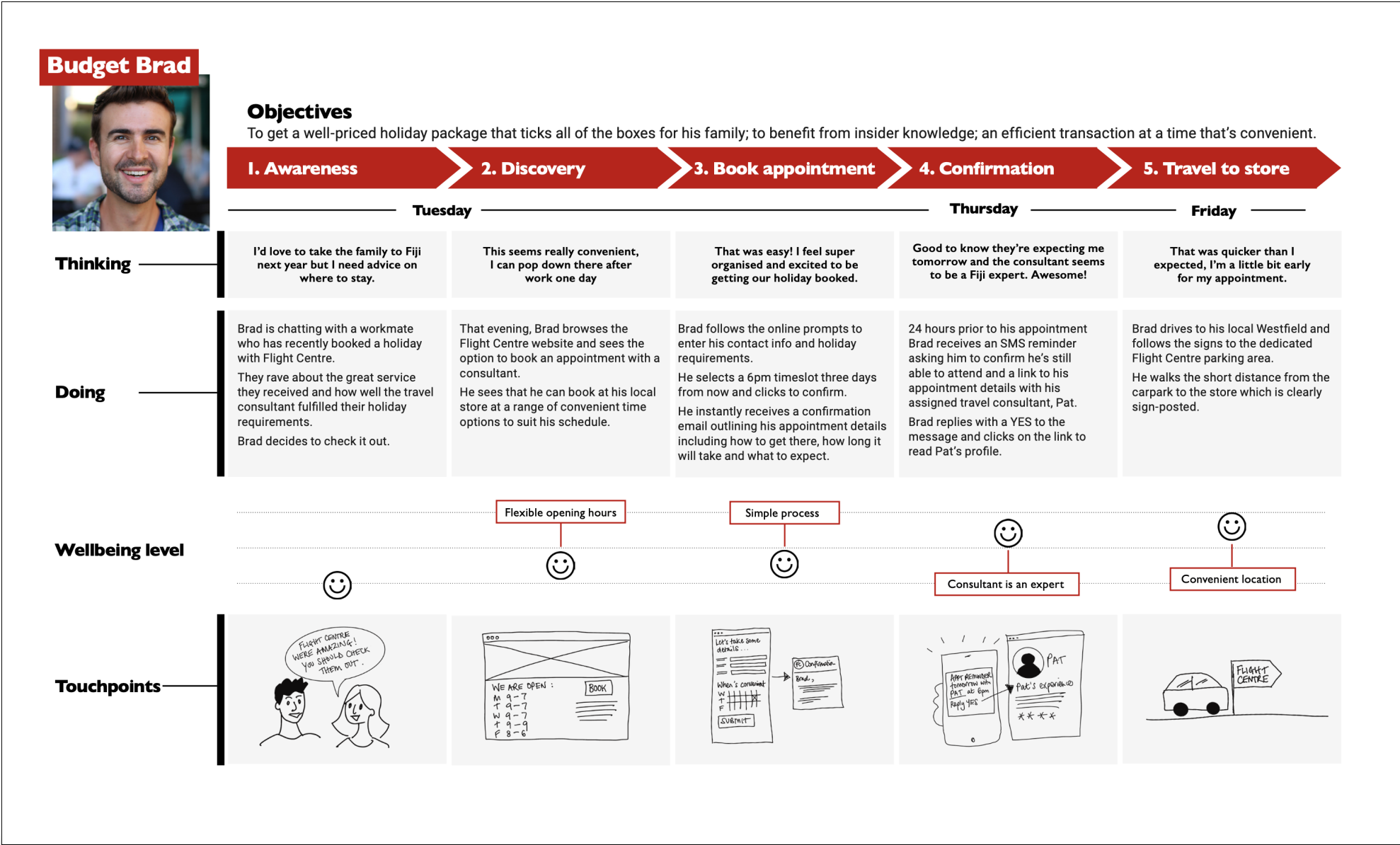
To create a social media ad that would raise awareness of the 2023 festival dates, and highlight the different types of events on offer, across the areas of light, music, art and ideas.

The solution

A 20-second branded animation that takes the viewer on a light-filled journey around Circular Quay, showcasing the iconic Sydney Opera House, Harbour Bridge and city skyline.

The results

A vibrant celebration of Vivid Sydney's light projections which adorn the city's building facades after dark.



The challenge

To redesign the in-store experience for Aussie travellers to make it worth the effort of visiting a Flight Centre store.

The solution

A personalised travel booking experience that transforms the in-store booking process by providing personal insights and inspiration, unlike any other travel agent.

The results

Key experience principles and new brand identity to be rolled across in-store and online touchpoints.



The challenge

To raise awareness of the issue of deforestation in relation to toilet paper production and convince Australians to make the switch to a recycled product.

The solution

An educational video that contextualises the issue from an Australian perspective and makes it personal by highlighting the individual's contribution to the problem. A call-to-action then provides the audience with a solution.

The results

A lighthearted video with a serious message that makes people stop, think and act - by switching their loo paper.



The challenge

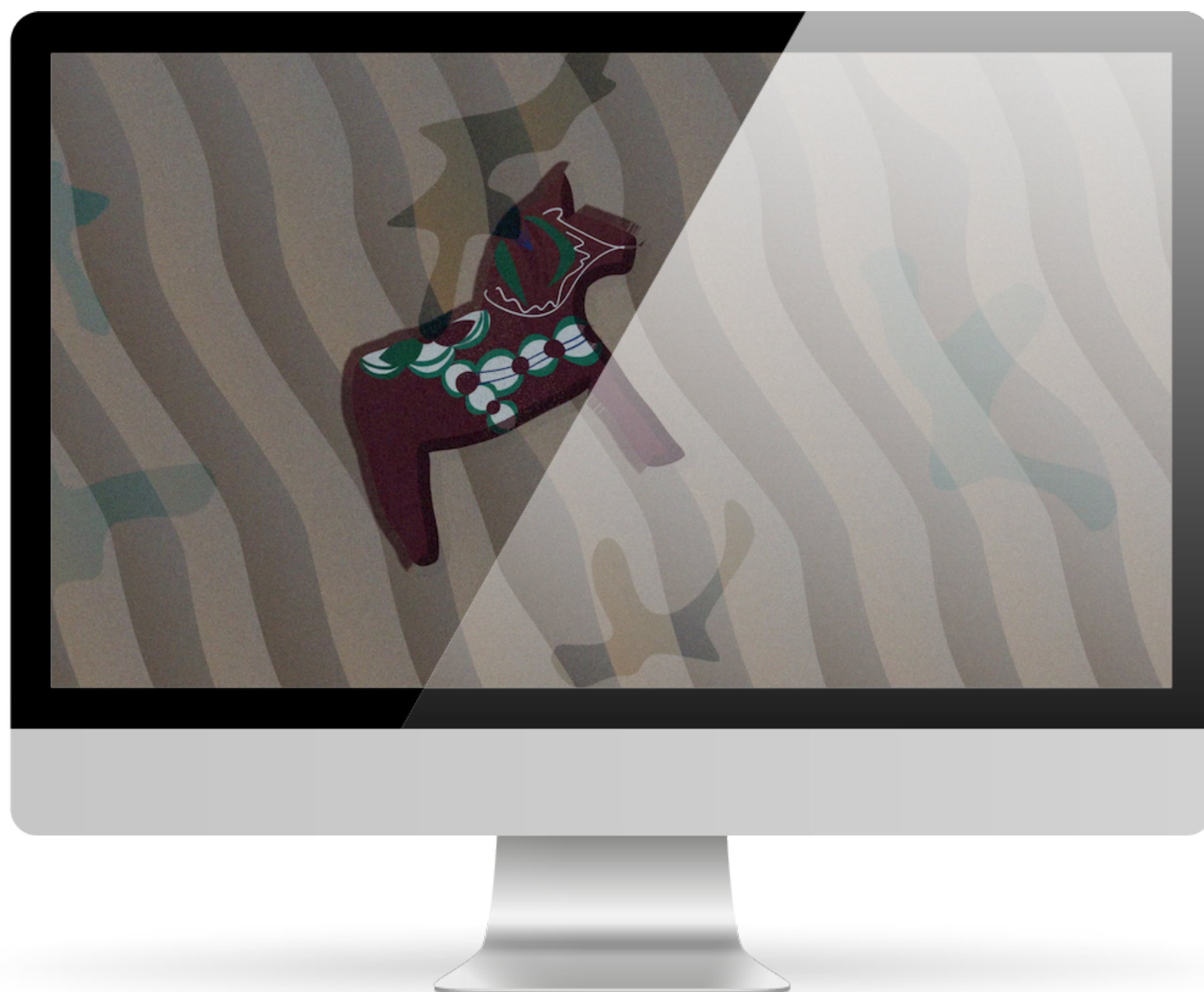
To develop a visual identity and typographic system for a redevelopment of the old Bulimba Barracks site in Brisbane.

The solution

A logotype and typographic visual language for a mixed-use recreational parkland located at the site.

The results

A cohesive system of colours, patterns and typography that echo the site's maritime history and architecture, applied across a range of touchpoint.



The challenge

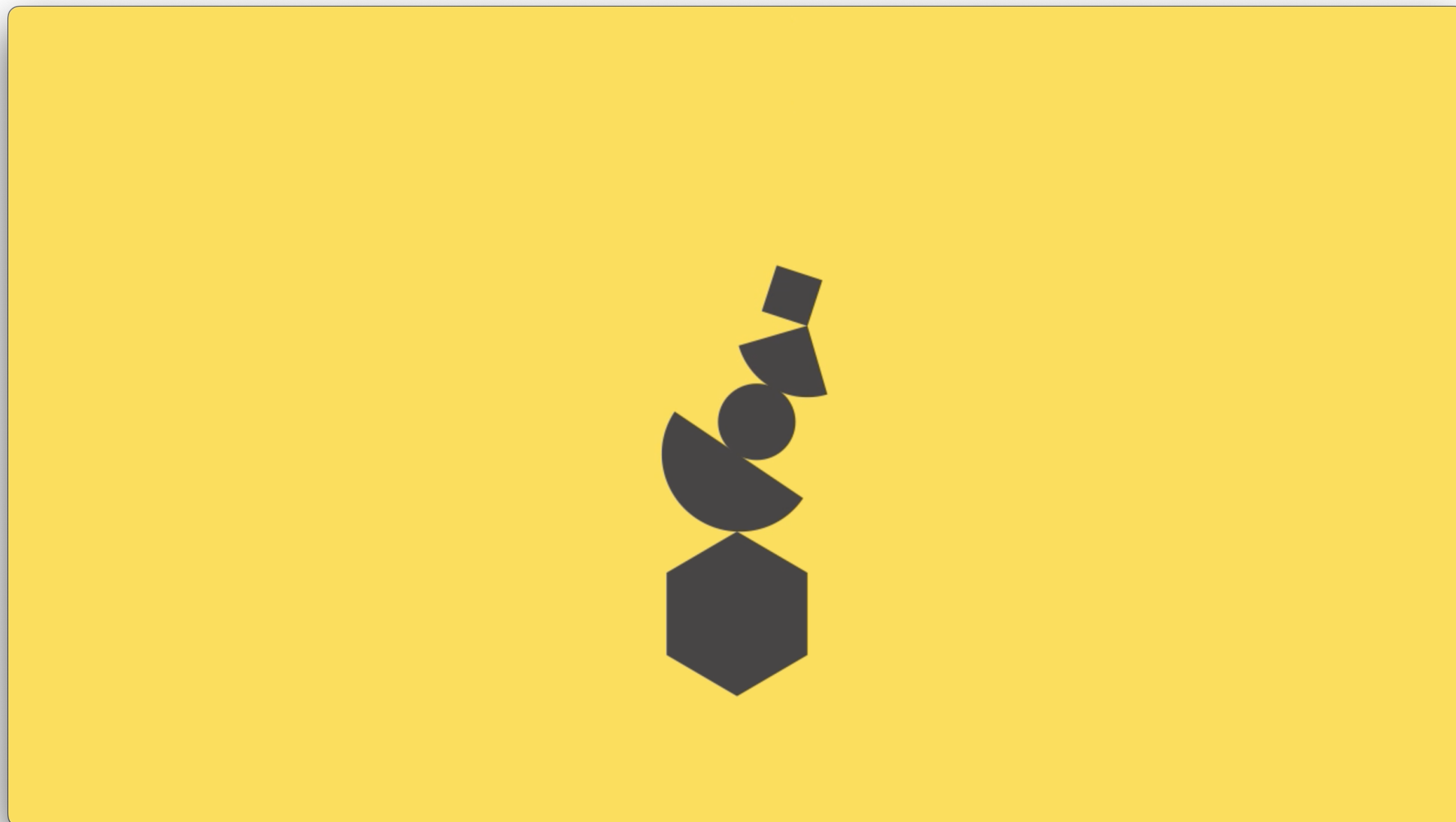
To produce a piece of storytelling with the goal of building up my knowledge and experience of After Effects.

The solution

An animated title sequence for an imagined film adaptation of the book 'Remarkably Bright Creatures'.

The results

A 60 second animation that hints at the story, sets the tone of the book and conveys emotion through movement and music.



The challenge

To bring to life static brand assets and illustrations for Divide By Zero, for use on LinkedIn and at Divide By Zero's 10th birthday event.

The solution

Branded animated loops and a 60 second motion graphics sequence set to music.

The results

A library of animated assets for use in client collateral, on social media and DBZ events.



The challenge

To develop and brand a new wine product to address a gap in the market for a premium alternative to traditional glass bottles.

The solution

A range of locally produced Australian wine in single-serve, embossed aluminium cans, offering a sustainable and portable alternative to glass.

The results

Chic branding evokes the premium nature of the product, while tactile packaging differentiates from regular wine-in-a-can and makes for a memorable consumer experience.