

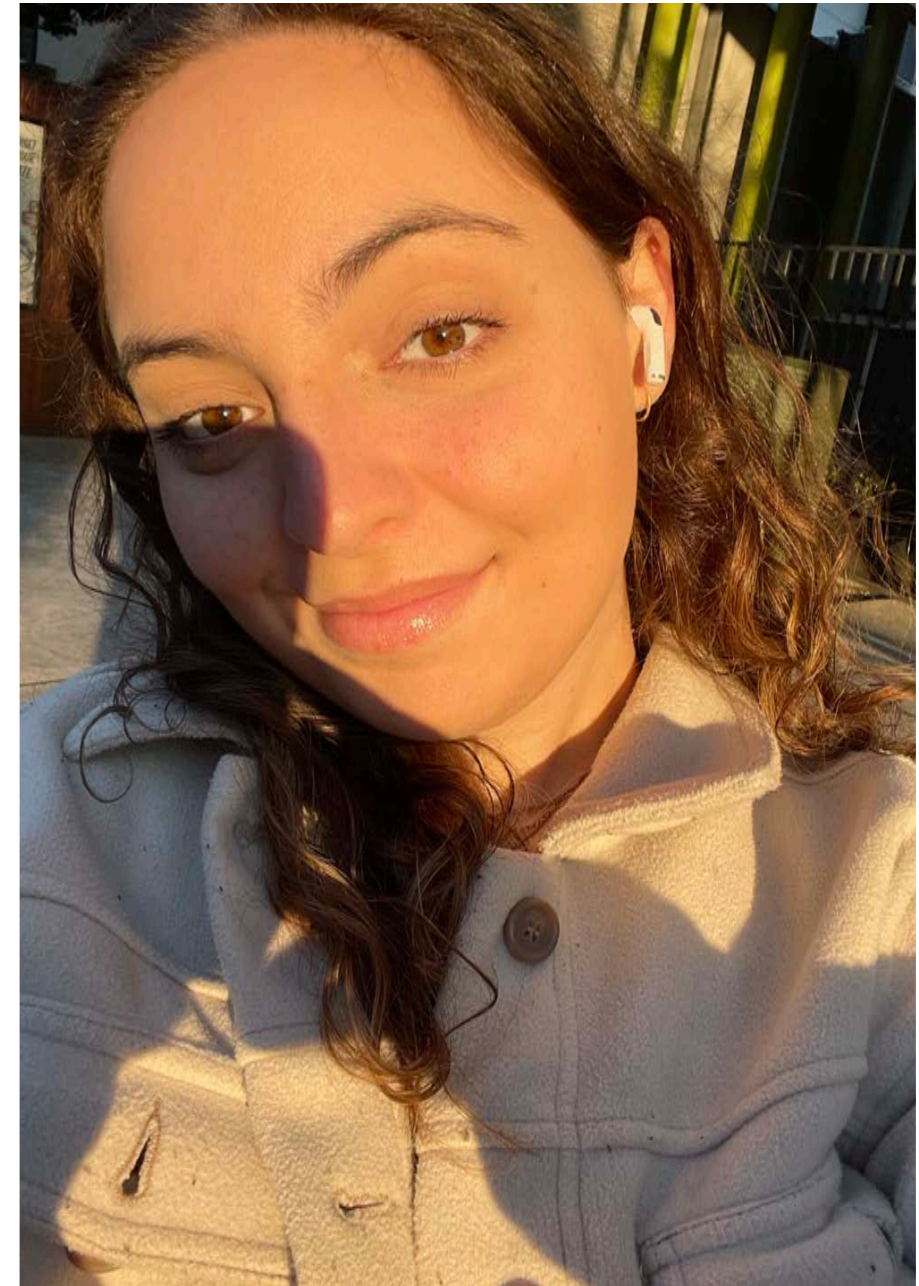
Portfolio



ABOUT THE AUTHOR

Rachel designs captivating graphics, capturing meaningful moments through her lens. Her goal is to elicit emotional responses and make a lasting impact on the audience.

Passionate, driven, and continuously evolving in her craft, she strives to deliver innovative and visually engaging work that surpasses expectations and leaves a lasting impression.



CHAPTER 1:

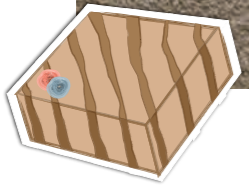
Bitter Sweet



Bitter Sweet is a decadent dessert cafe. The theme of food served is sweet, rich and delicious baked treats that make the customers dreaming of our place.



The words 'Bitter Sweet' evoke a sense of nostalgia or mixed emotions. Creating a cozy and sentimental atmosphere in the cafe, appealing to customers looking for a place to relax and reflect.





Some food that is sold at our cafe are moist cakes, soft cupcakes, delicate macaroons, irresistible donuts and chocolately brownie.

Mural - inside of a cake that is sold



CHAPTER 2:

#Unfiltered

#UNFILTERED is an insightful and thought-provoking campaign that aims to shed light on the impact of social media on our mental health.

This campaign aims to unmask the hidden filters and ideals projected through social media, while encouraging self-reflection and promoting a healthier relationship with these platforms.



UNFILTERED
UNFILTERED
#UNFILTERED

UNFILTERED
UNFILTERED
#UNFILTERED



36% of people feel they have been
cyberbullied in their lifetime

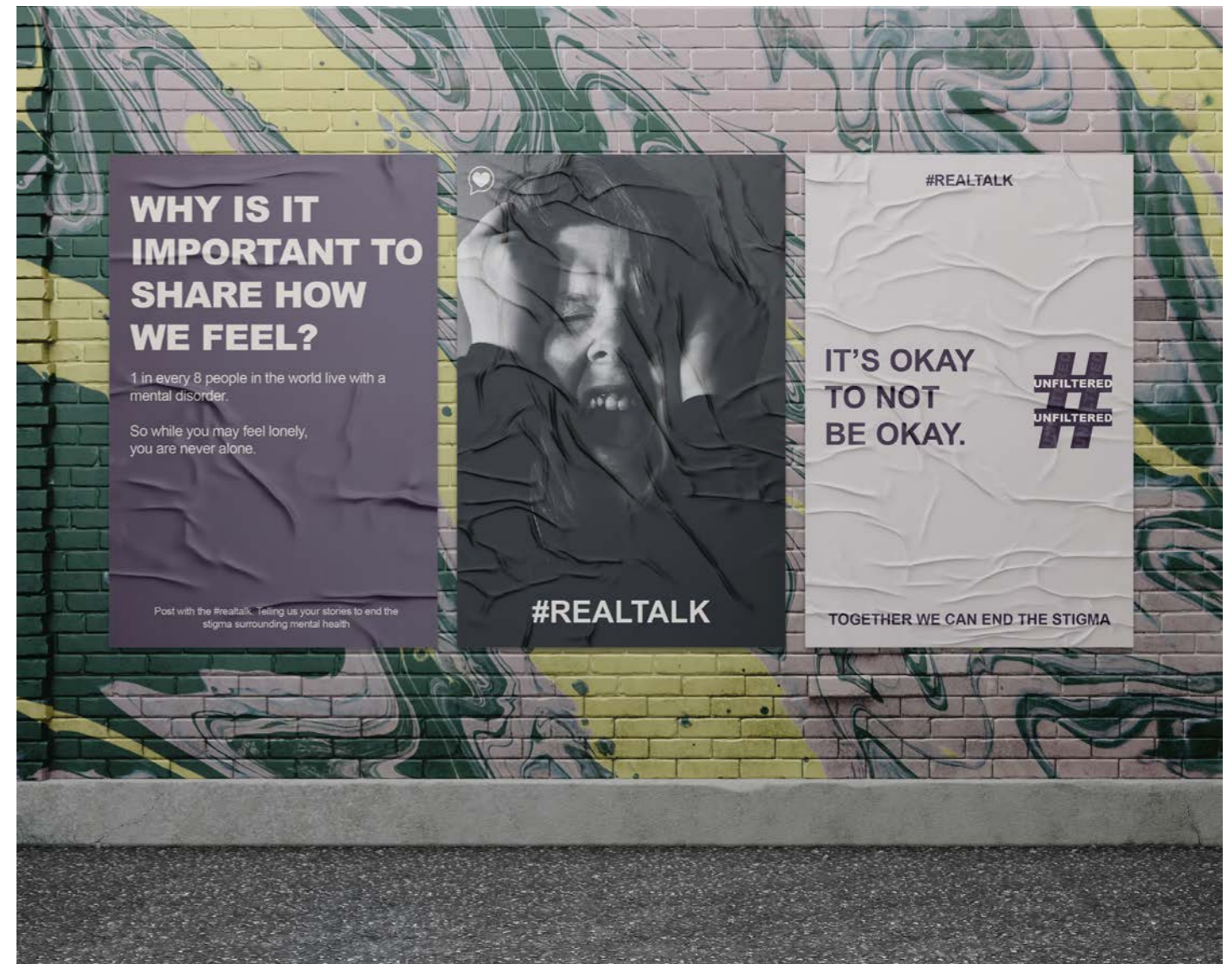


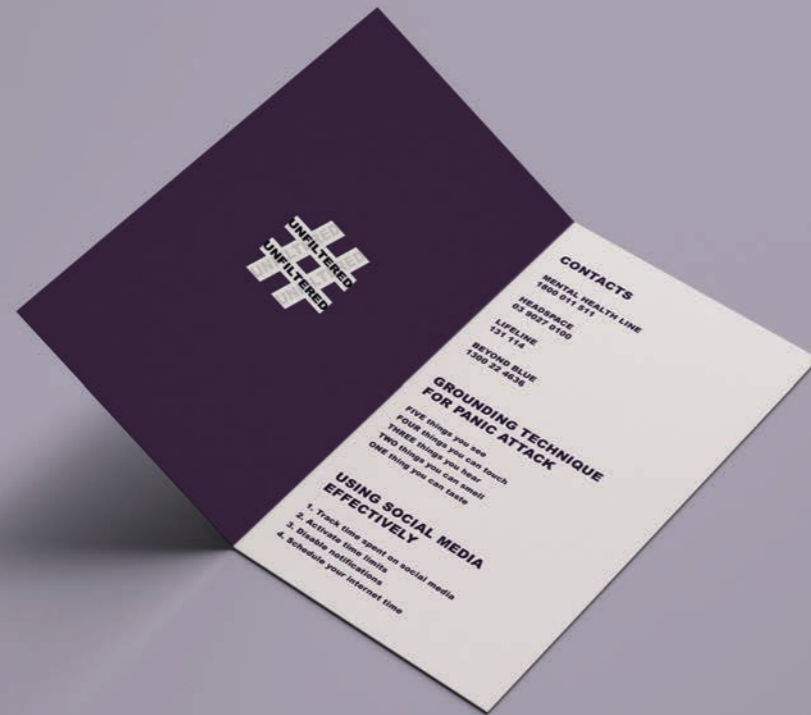
14% have reported it has happened at
some point in the past 30 days



Posters featured contain insight into the affects of social media on our mental health. Providing the audience with an overview into the campaign.

In today's digital age, social media platforms have become an inseparable part of our lives, influencing our thoughts, emotions, and overall well-being.





Pamphlet of resources for mental health help and strategies to overcome.



Notebooks for mindfulness with prompts on self reflecting and positivity.



CHAPTER 3:

Photography

Having a passion in photography for over 5 years has resulted in a large number of photographs. Collating my favourite ones from my last trips. From views of sunrises and nature to being surrounded in bustling areas. My aim of each photo is to spark a memory and thus the emotion that is associated with it.







ACKNOWLEDGEMENTS

Rachel Zwarenstein: "Thank you for taking the time to look through my first book. If you want to get in contact with me, my email is rachzwar@gmail.com."

PORTFOLIO
COMING OUT DECEMBER 2023

