

carolina garcia portfolio

Hi!

I am an enthusiast of communication and creativity as agents of big and micro revolutions.

With a bachelor degree in Social Communication at University of Brasília and one semester abroad at Aarhus University (Denmark), I've worked as a multidisciplinary creative profile in different project types and scales during my academic and professional experiences.

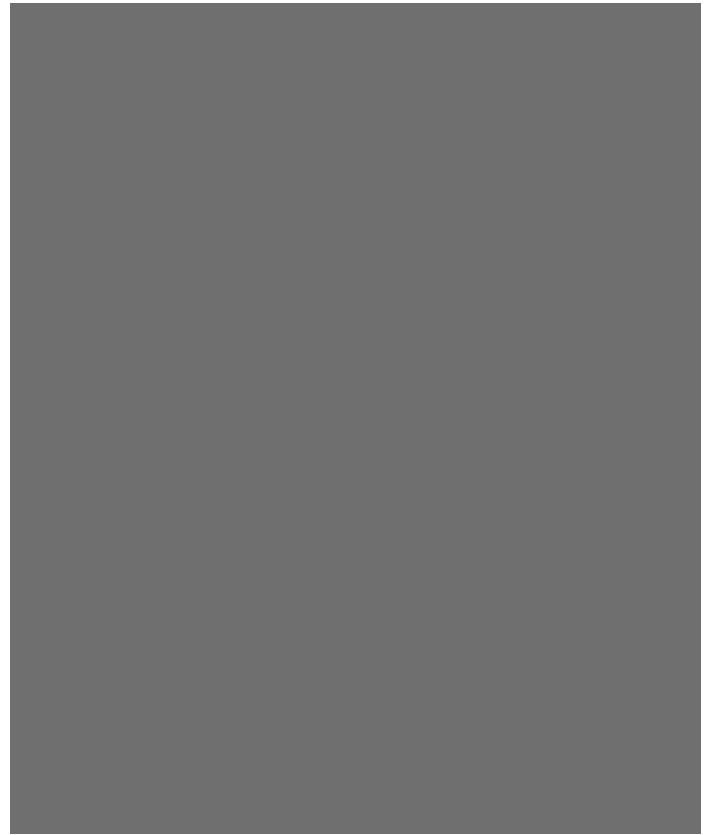
This portfolio seeks to show some of the work I have done on this journey so far. Hope you enjoy it!

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You can also view this portfolio in the mobile version at bit.ly/carolina-portfolio or in this qr code:



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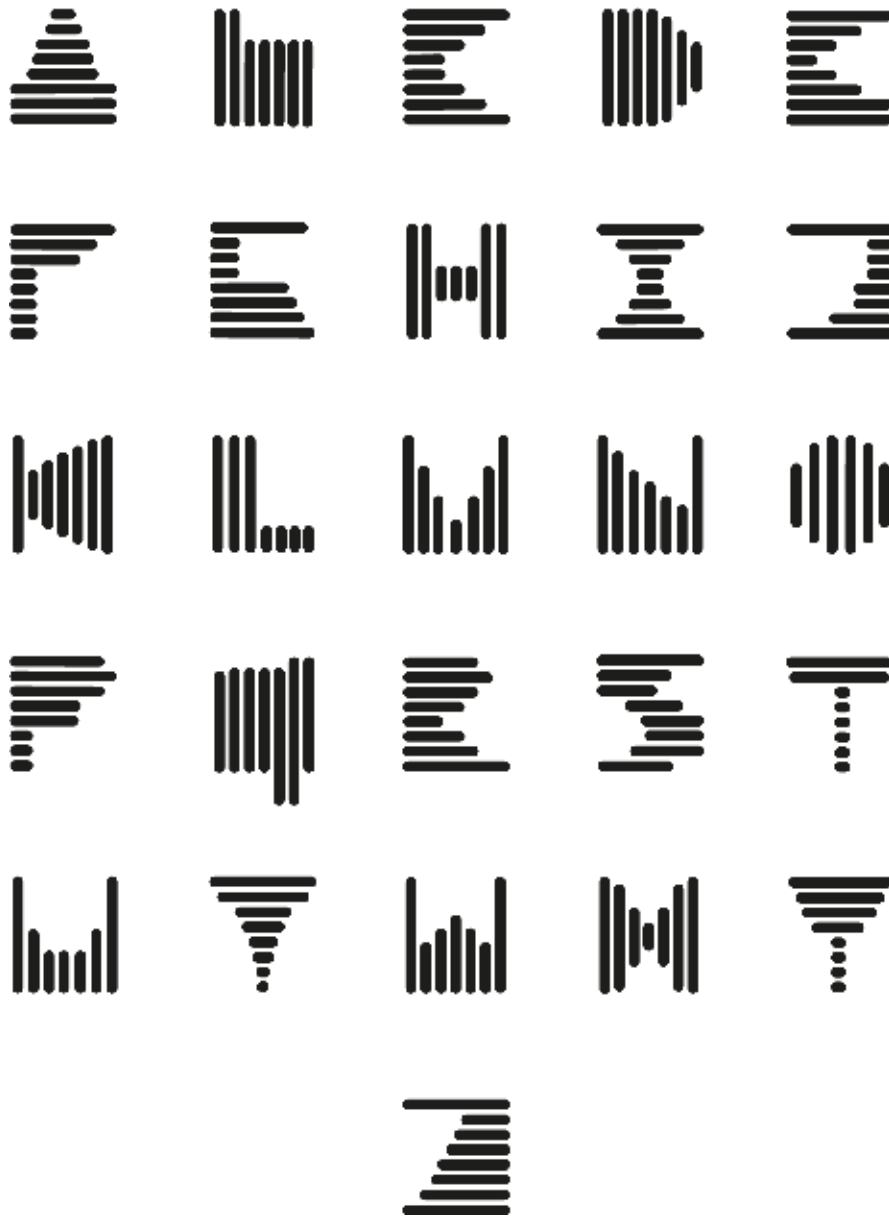
design

My bachelor degree is Organizational Communication and during the University I had the chance to experience classes of journalism, advertising and also audiovisual. But those classes were broad, giving me provocative feelings to invest my time on the subjects I wanted to learn the most. With that in mind, I decided to learn by myself some new skills, specially design and visual communication. I see design in everything I do and this insight has transformed my professional life. In 2016 I started to do some freelancer work as designer, from ppt keynotes to logo creations.

bauhaus summer school

We had to create a new typography family in 2 days,
and it had to be related to Bauhaus Universitat in some way.
My idea was to record audios of everyday life at the University and create typography from sound waves.

Bauhaus Sounds Typeface



This work was inspired by sound waves of Bauhaus student's life.
I recorded sounds of our classroom (Design Basics), lunch at Mensa,
bathroom and stairs of the main building, our professor Carsten Giese
and our tutor and Bauhaus master student Ina Klein.

bauhaus summer school

Our last project was designing posters about climate change, inspired by friday for future. During the course Amazon was facing a huge burning on the forest. I decided to use this phrase to protest. We were allowed to only use letters/typography.

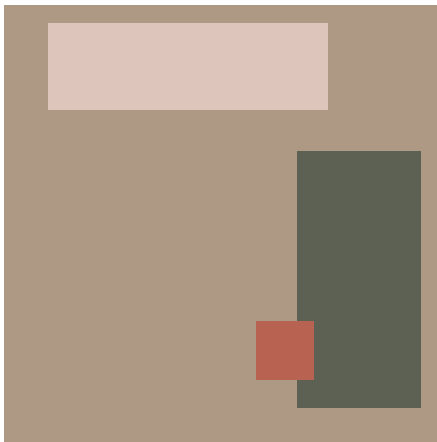


a casa das duas


A casa das duas (in english, “The house of Two”) is a portal for connecting information and people interested in the health of our future and new ways of seeing the world. Their asked me to choose the brand’s new colour pallete, develop geometrics patterns and also create some eco-bag options for selling in they events.



logo with the new palette



colour palette

A hand is holding the top handle of a white tote bag. The bag features a quote in Portuguese, several abstract geometric shapes in red, black, and brown, and a social media handle at the bottom. The background is a plain, light gray.

O planeta não precisa de mais pessoas bem-sucedidas, o planeta precisa desesperadamente de mais pacificadores, curadores, restauradores, contadores de histórias e amantes de todos os tipos.

- Daniel Lerner

@acasadasduas

pacu studio

Pacu is a remote multidisciplinary studio currently based in Brasília, Brazil. The project goal was to create the whole visual identity of this new brand, based on the name “Pacu” - a famous fish only found in the rivers of northern Brazil, Paraguay and Uruguay.



logomark



logotype



colour palette



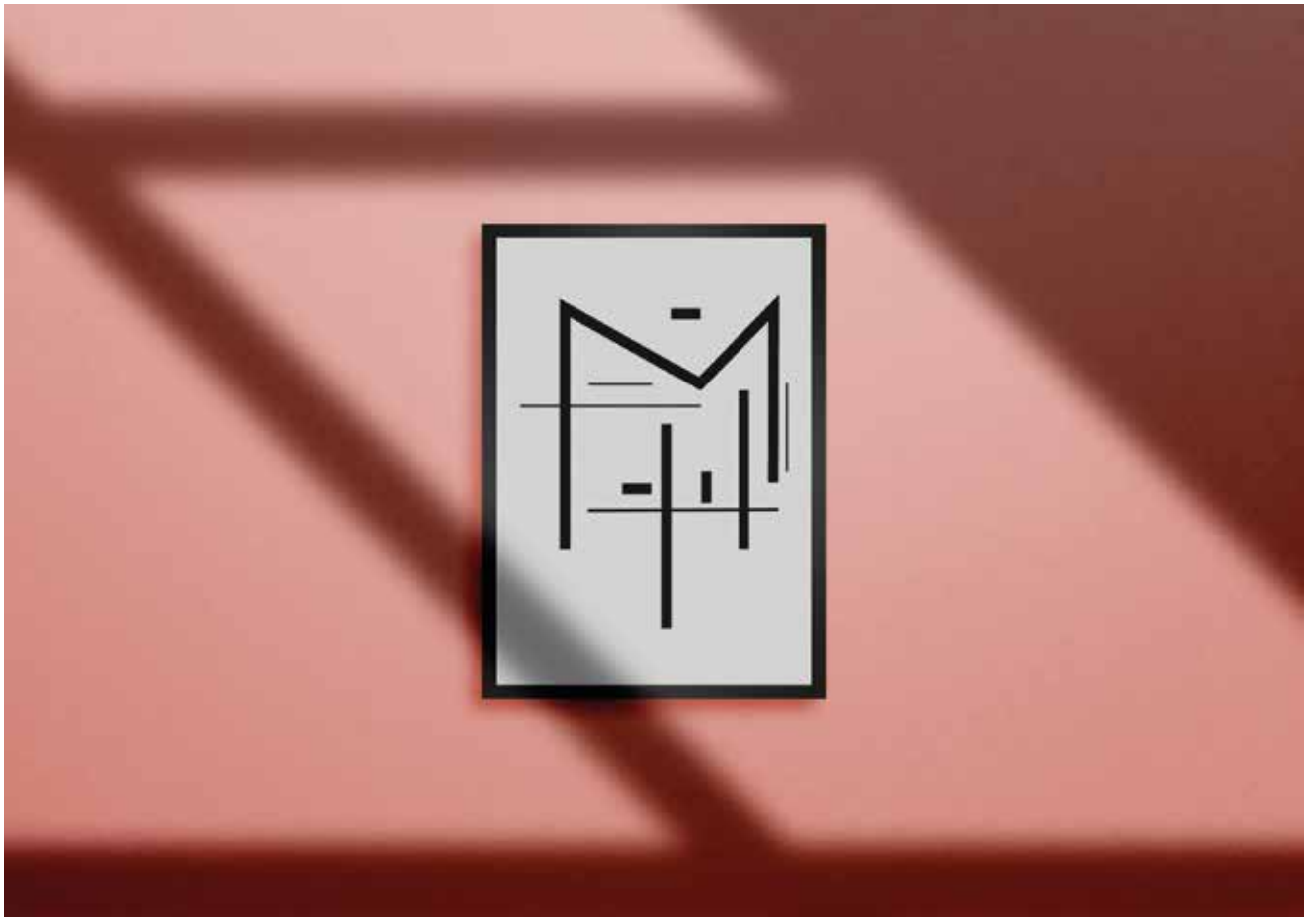
milaré architecture studio

Caroline Milaré is a brazilian architect who started a new studio in 2019. She asked me to develop her new brand called "Milaré" with simple, modern and mature features. In a few months the result was a new logo, the brand guide and a geometric pattern.



moodboard

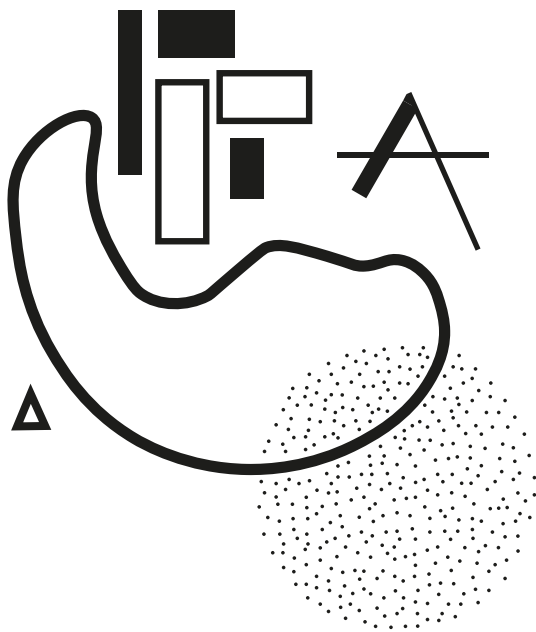


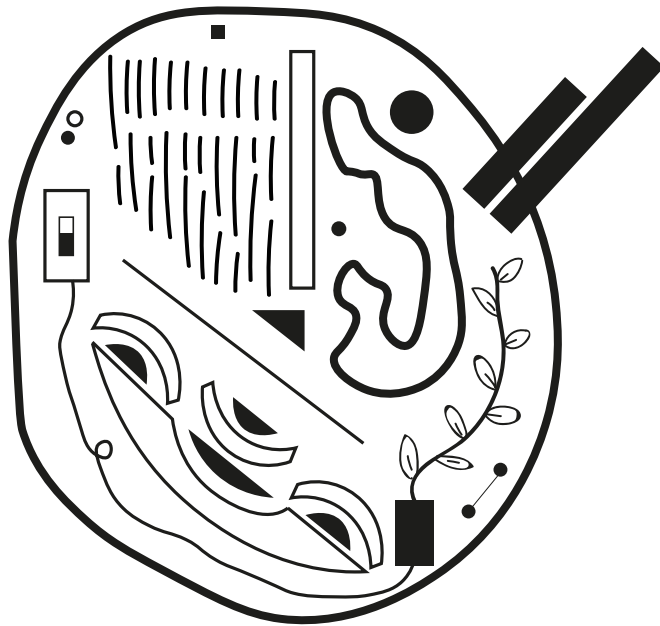


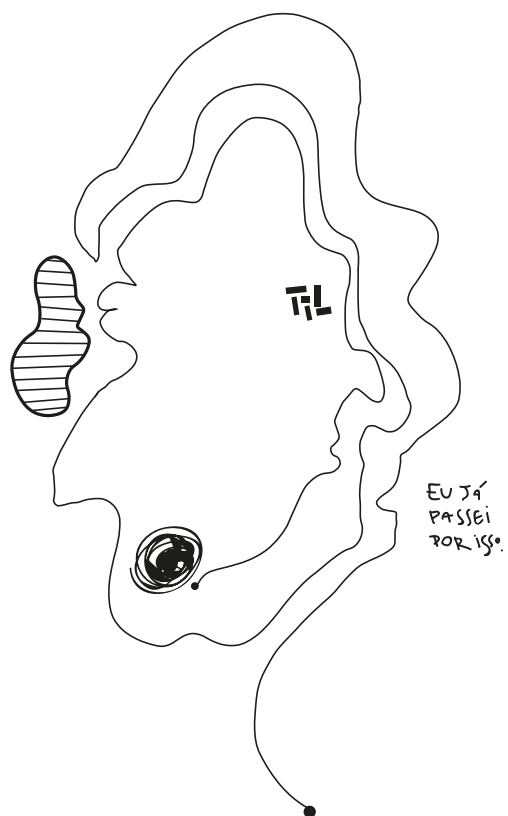


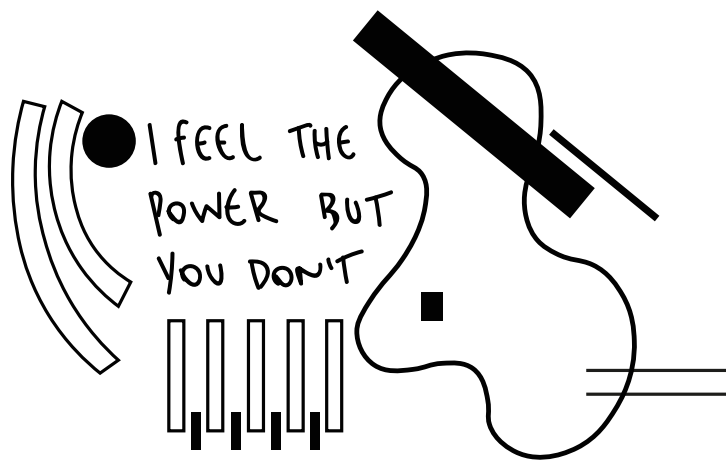
drawings

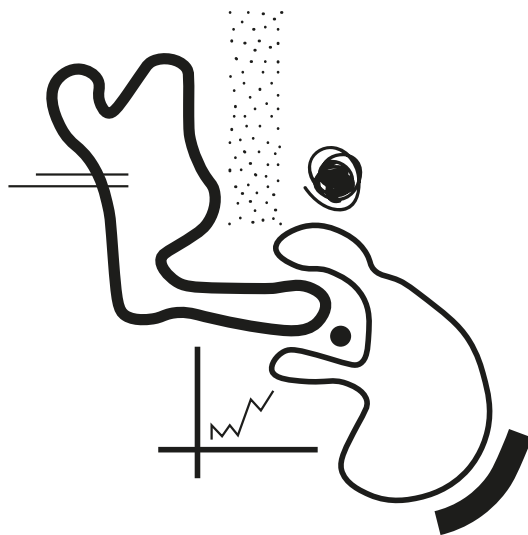
I draw since childhood with my father's encouragement but I never took it seriously. At Bauhaus Summer School I saw a lot of diversity on cultures/identity and that made me think about my drawing process (and also about why I didn't show it to anyone). Now I understand that expressing ourselves is letting our history and experiences communicate by themselves. My drawings manifest my emotions, which I can actually see in abstract forms, and some biology references - the subject I hated the most in high school because I wasn't good at memorizing all the plants/cell's names.













patterns

I'm passionate about experimenting new formats to express my creativity. But I'm even more passionate about ancestrality. My mother loves to sew and we thought about creating some projects together. Last year I made a design stamp course and had the opportunity to create my own stamp patterns portfolio.









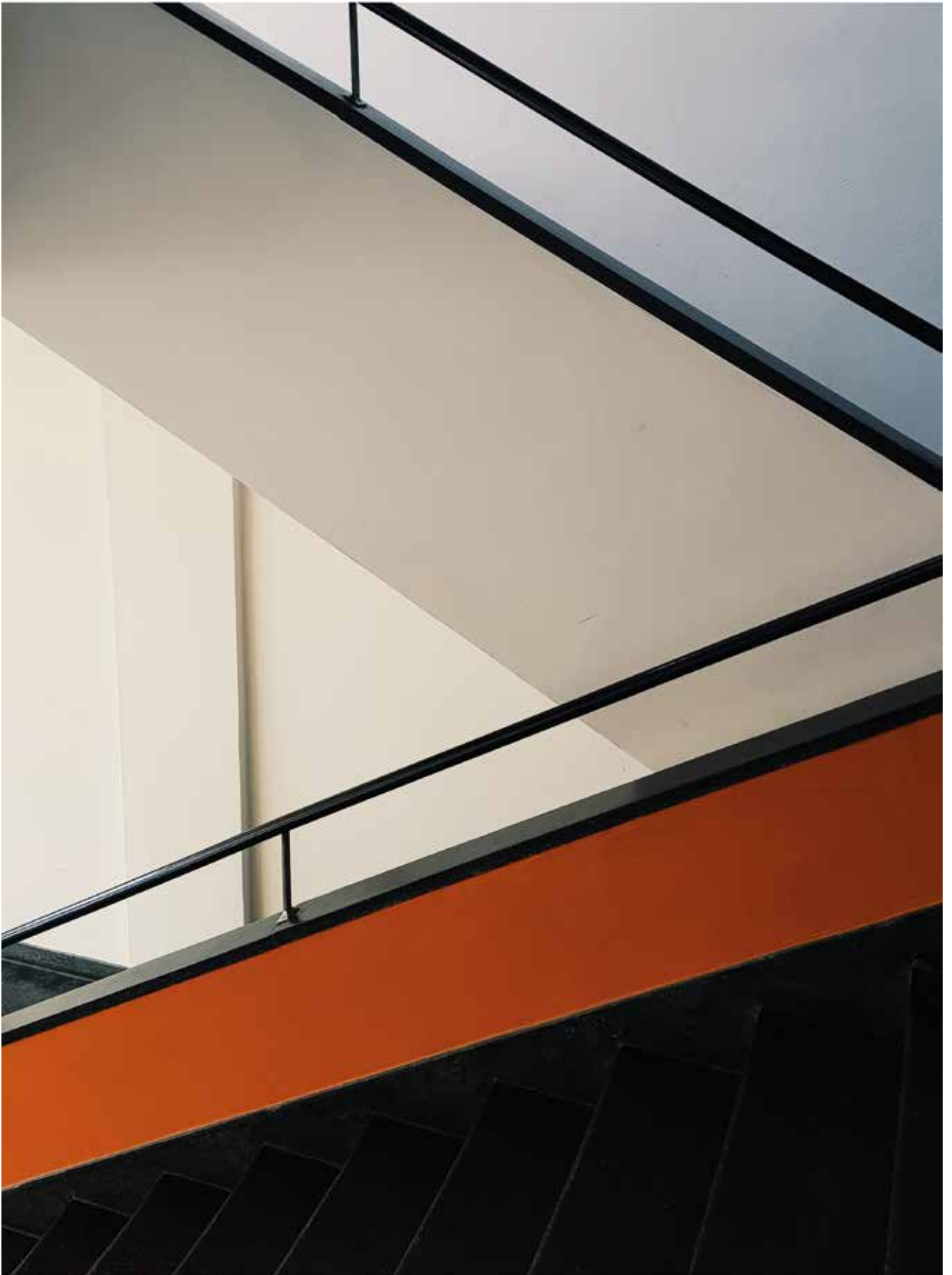
mobile photography

I live in a country where only a few people can afford a professional camera. For me, everyone who has a mobile inside the pocket is a potential photographer. I believe those tiny and sensible lenses on each mobile cell phones are democratizing photography and letting everyone have the chance to share their own view of the world.

dessau, germany
2019
galaxy s8







brasília, brazil
2018
galaxy s8







amazonas and par , brazil
2019
galaxy s8







audiovisual

The same way I wanted to learn designing tools, I've decided to invest my time on learning audio-visual tools - precisely on video editing. I've also linked this skill with mobile photography, being able to do some freelance works with mobile video producing and live content for social media. Digital media gave me the possibility to experiment different formats like vertical and short videos.

vertical and short videos

Creating content for social media is a great challenge. After working in a few projects as social media manager, I ended up getting interested in Instagram's stories. For me, being able to tell one story in just 15 seconds on a small screen is an amazing way to try some creativity experimentation.



*Dance Short Video.
Edited with Premiere at 70mm School
Short Video Course.
Brasília, Brazil.*



*Esfihas Short Video.
Recorded with Sony RX10 III.
Lebanon.*



*7 de Setembro Teaser.
Recorded with Samsung S8 and S9.
Brasília, Brazil.*



You can check all the videos
on this QR Code or at
<http://bit.ly/carolina-videos>.

video shooting and editing

Those are two works I've done last year in the Amazon. I was responsible for shooting and editing the videos. The first one is an institutional video for the NGO Casa do Rio during the workshop's week. The other one is a teaser launch of Teçume's - a handmade Amazon brand - first online campaign.



Video edited to Teçume da Floresta, Handmade Amazon Brand | Filming and editing | Sony RX 10 II.



Video edited to Casa do Rio, Amazon NGO | Filming and editing | Sony RX 10 II.



You can check all the videos
on this QR Code or at
<http://bit.ly/carolina-videos>.

creative interventions

Working with communication is trying to be creative all the time. During the last few years I've worked on some projects of advertising planning, design, event production, photography, audiovisual, business communication, social media content and other areas related with communication. At some projects me and my team had the chance to develop ideas that went to the streets in a nonconventional way.

almanaque de criação

The Almanaque de Criação (in english "Creativity Almanac") was the biggest creative event in the Brazil's midwest region. During the communication planning we had to reach young people in universities and this idea came up.



almanaque de criação

The event's concept was to "inspire change", so the action below wrapped around advices cards that people could take it and deliver it to friends, inspiring good changes in their behavior.



lambe lambe

In Brazil it is very common to find posters on the streets of fortune-tellers saying "I can bring your love in 3 days". To promote a creativity course, we adapted this idea with the phrase "I can bring your creativity back in 12 days" and spread around the city.

We used 12 because it was a 12 day course.



3 LIGUE JÁ! LIGUE JÁ!
9225 7863 9225 7863

3 TRAGA SUA
DE CRIATIVIDADE
A DE VOLTA
AS EM 12 DIAS
3 LIGUE JÁ!
3 9225 7863

brasilia sound map

To collect sound fragments, creating a compilation of collective memories of our home.

The Soundmap is a project produced by me and the audiovisual producer Vivi Moraes, being part of Pacu Studio. Nostalgic about the resonances of our hometown, Brasilia, this project was born to share our perceptions of it and discover the sounds of other's lives.

Trying to subvert the original use of Instagram, we wanted to make this mostly pictorial social media a platform for sound, suggesting the user to turn the smartphone to the horizontal and experience the whole map as a virtual installation.

It is still a work in progress but you can listen to the first region done using this QR code:



short manifesto

About being present.

Close your eyes and forget for a minute the images that come to mind when we talk about memories.

Listen to them.

About using the other senses.

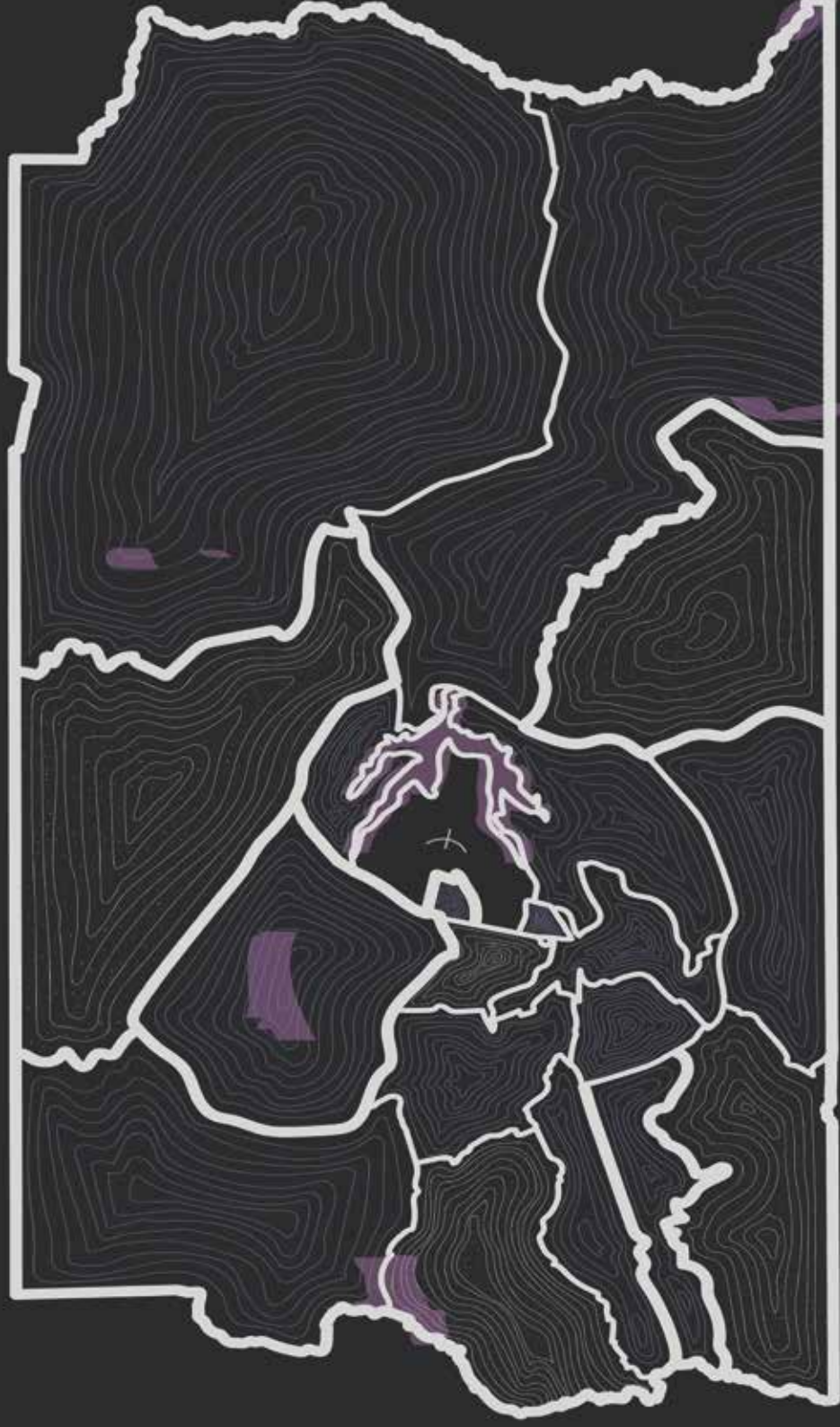
Can you remember the sound of arriving at your grandmother's house? Does a bird sing at your window when the morning begins? What's the sound of the transport you use to get to your work everyday?

About [saudade]

If us Brazilian people cannot translate properly the word « saudade », we intent to present the meaning of it through the power of sound.

THE SOUND MAP

an album of sound memories



event production

I've got into University at only 17 years old and with the intention to have some hands-on job experience. The start was with event production and I was part of more than 20 projects since then. From being part of staff on international academic conferences to producing and organizing big events such as TEDx.

Event Production

I work with event production since 2012 and in various positions. In the beginning I was only part of the staff in approximately 6 academic conferences at my faculty but then I started to work professionally. Those are the main events I've been in the production:

- _NASA Space Apps Challenge: organizer, producer and team leader
- _TEDx University of Brasília: organizer, producer and communication team
- _Perestroika Creative School: course producer, experience designer
- _O pavilhão: producer of events - from Facebook training courses to parties
- _Campus Party Brasília: "Entrepreneurship and Startups" stage staff
- _Dribbble Meetup: curatorship and logistics production
- _Almanaque de Criação: producer and media planning
- _TEDx Brasília: producer staff



TEDx Brasília 2017



"madre" party at O Pavilhão



Perestroika's class



campus party brasília 2018



You can find more info about
my event production here:

visual production

After working with event production for a few years, I discovered other possibilities like photography and audiovisual production. Working as a producer developed my skills on problem solving, assertive communication, organization and also improved my attention to visual composition and details.

Photos: Maya

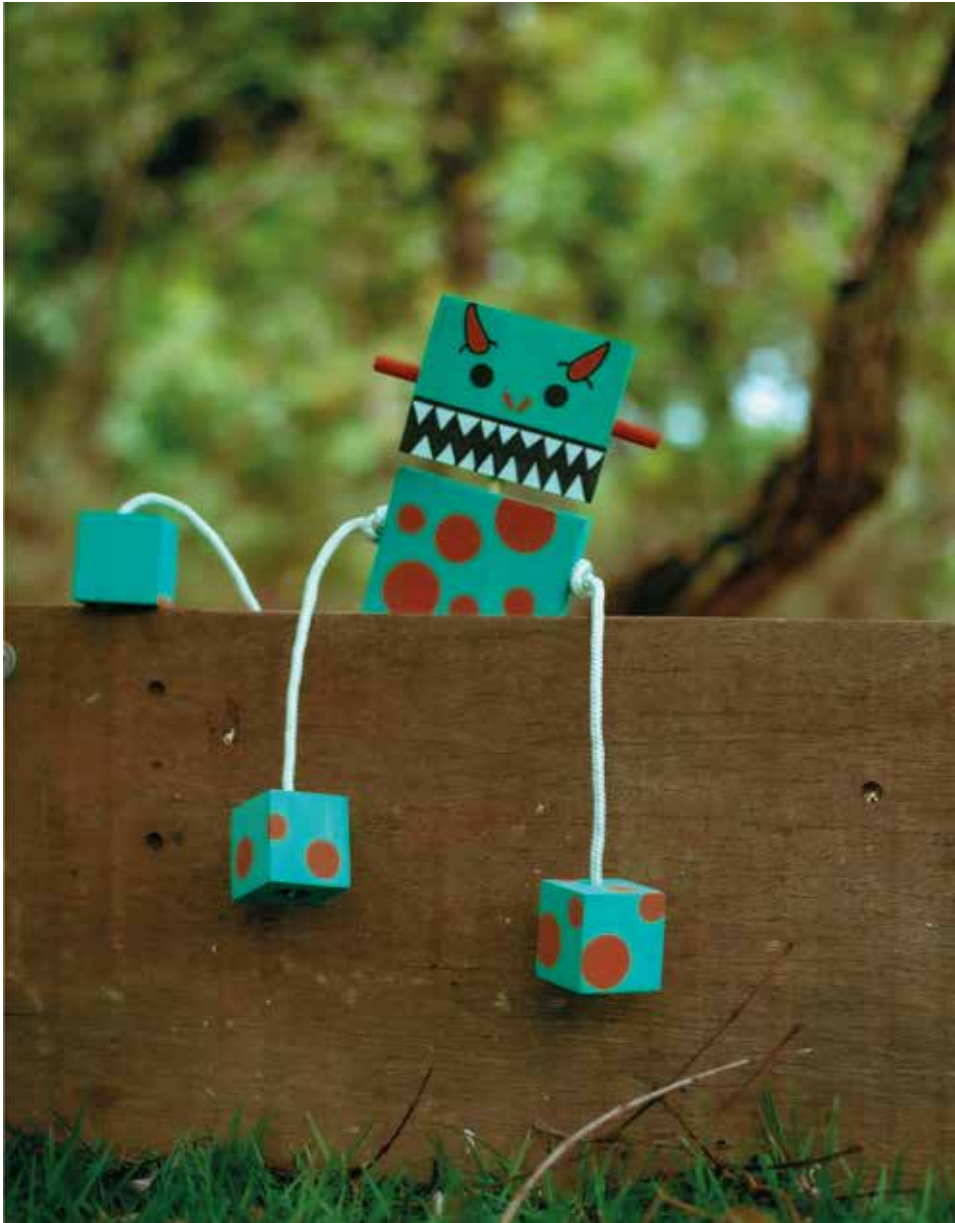
Maya is a project made by Pacu Studio. The purpose was to create a modern mystical vibe, related to the model's personal life. Photos by Vivi Morais, styling by Vivi Morais and Luiz Felipe Ferreira, production by Carolina Garcia and model Maya Macario.





Photos: Enave

Maya is a project made by Pacu Studio. The purpose was to create a modern mystical vibe, related to the model's personal life. Photos by Vivi Morais, styling by Vivi Morais and Luiz Felipe Ferreira, production by Carolina Garcia and model Maya Macario.





Photos: Divino Maravilhoso F.C.

Divino Maravilhoso is a Brazilian brand of cloths, accessories and costumes. All collections are created by season, and this one was designed specifically for the 2018's World Cup. Styling by Luiz Felipe Ferreira, Photos by Vivi Morais, production by me.







Video: Avance and Com.Org.

Avance is an association of prevention and intervention in burning accidents which me and some colleges were responsible for rebranding.

In this institutional video I was responsible for the sketches and production. The other one is also an institutional video, this time about the organizational communication course at University of Brasília.



<http://bit.ly/comorgvideo>



<http://bit.ly/avancevideo>

group facilitation

I had the opportunity to work for almost 3 years at Perestroika, the largest creative school in Latin America, which was also a school for my professional life. There I was project manager, communication and design professional, producer and also group facilitator. At each course coordinated by me I was the responsible for creating an inclusive and fun environment, communicate clear the guidelines and instructions, lead creative group dynamics, conduct and connect the content dots and facilitate conversations.

perestroika creative school

Coordinated courses about creativity, facilitation, trend research, data science, leadership, entrepreneurship, architecture, gastronomic market, presentations (storytelling) and contemporary communication.



sputnik corporate school

Management of free course experiences inside corporate environment. Companies served: Bank of Brasil, Ministry of Social Development, National School of Public Administration, Federal Court of Accounts and National Confederation of Industry.



about me



carolina garcia

brazilian, 25 years old
multidisciplinary maker

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education

Bauhaus Universitat, Germany
Summer School
Design Basics
2019

Aarhus University, Denmark
Exchange student, one semester;
Business Communication
2014

University of Brasília, Brazil
Bachelor Degree in Social Communication,
specialization in Organizational Communication
2012 - 2016

languages

English
_IELTS: 7.5/9, dec/2019
_English School (Cultura Inglesa),
from 2005 to 2011, in Brasília.

German
_Goethe Institute: extensive course level A1





