

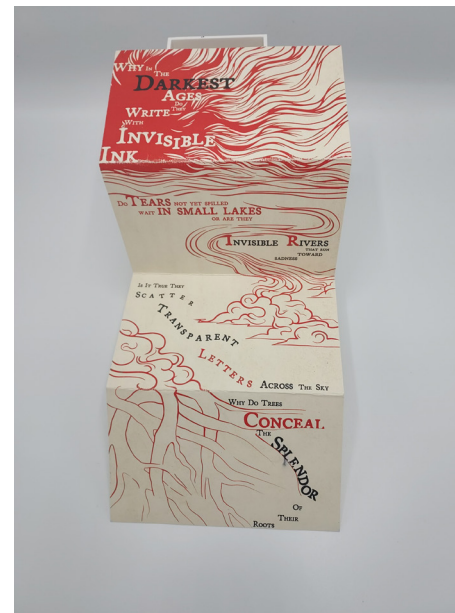


Alex Crow's Portfolio
2024

Book of Questions

Postcard design

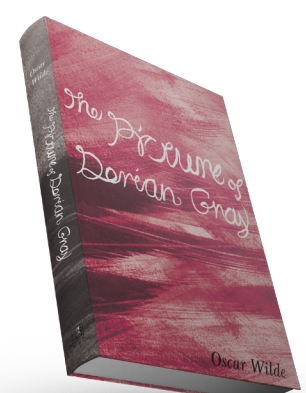
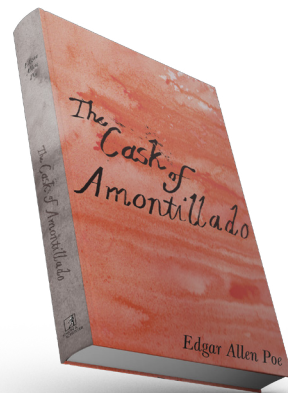
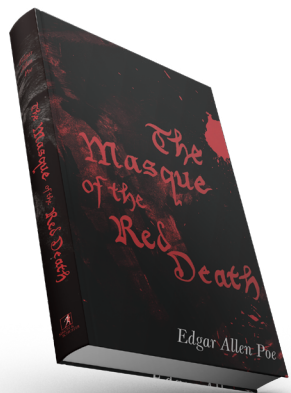
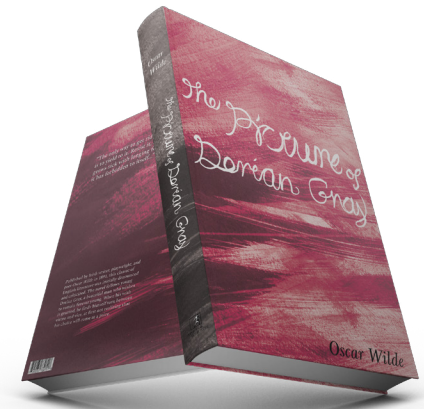
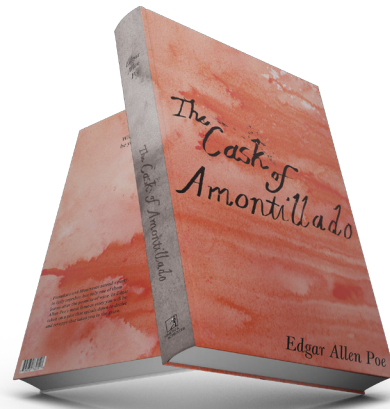
A series of typographic postcards inspired from quotes in Pablo Neruda's, Book of Questions. Taking some quotes about the unseen and an overview of the poet's life inside the according fold of the postcards. The goal was to capture the sense of a dark age since these poems never were published while he was alive. Using medieval inspired imagery and typographic layout.



Omen

Book Cover Design

Covers designed with the macabre in mind. Using painted textures and inky typography to evoke the sense of unease present in these books, going through and practicing over and over again to get the right version of these letterforms and textures.



Flights of Fancy

Product Design

Flights of Fancy is a whimsical look at the beautiful butterflies that migrate in the state of Texas. Using the letterforms as a paintbrush, the wings are designed with graceful curves. Using an orange holographic acrylic to mimic the scales of butterflies. Making the keychain to represent the migratory nature of the butterfly.



Ibn Sina

Brand Design

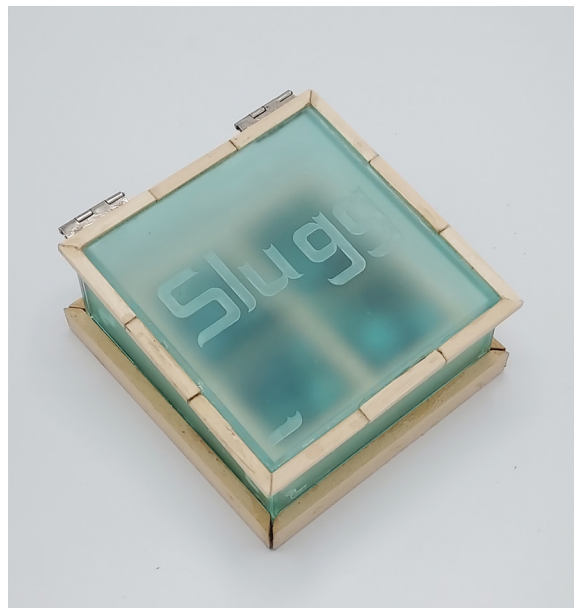
Making the uncertainty of going to a healthcare facility a more comforting experience with the outward face of Ibn Sina. Refreshing the dull green to be more bright and pairing it with an energetic pink and yellow. Inspired by the Islamic origin of the namesake of Ibn Sina, The father of modern medicine. Using the zig-zagging patterns from that culture to use as a baseline.



Slugg

Modular Letter Set

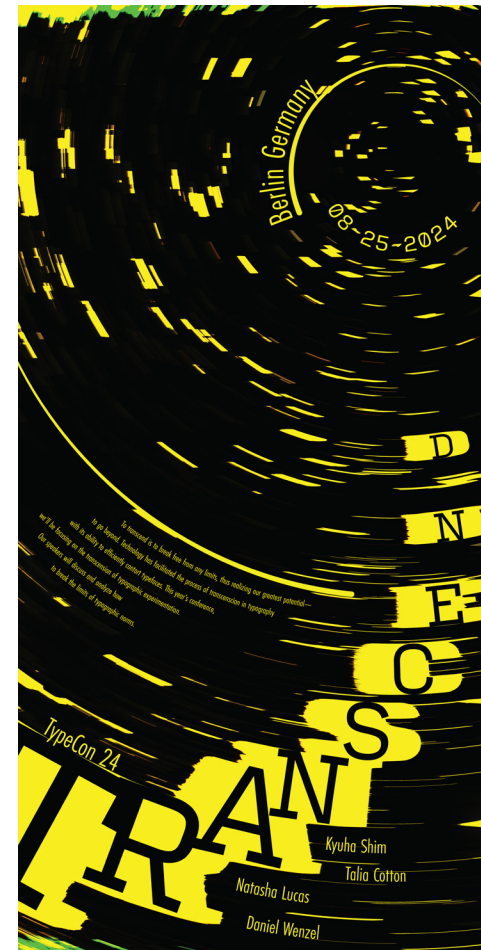
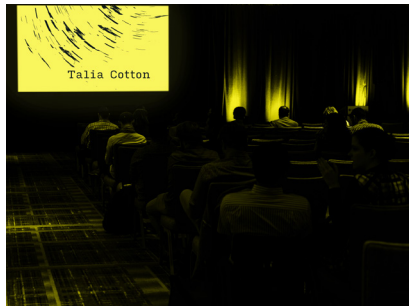
This modular typeface is inspired by its namesake! Taking the shimmering green to be an inviting take on the unwelcome creature, the jewel-like pieces persuade the user to see them as a treasure rather than trash. The box is a little greenhouse with a grid underneath to make the letterforms on the glossy, gooey looking surface.



Transcend

Typecon Branding Theme

The future is now! And the advancements we have made are exponential. The arts are no exception in this rush of technological advancement. AI being used for typography to make it responsive to your cursor, changing width and height, or even morphing into something else entirely being the topic of discussion in this convention. Using spacelike imagery and bright yellow to represent the cascade into the stars and a font straight from the computer screen.



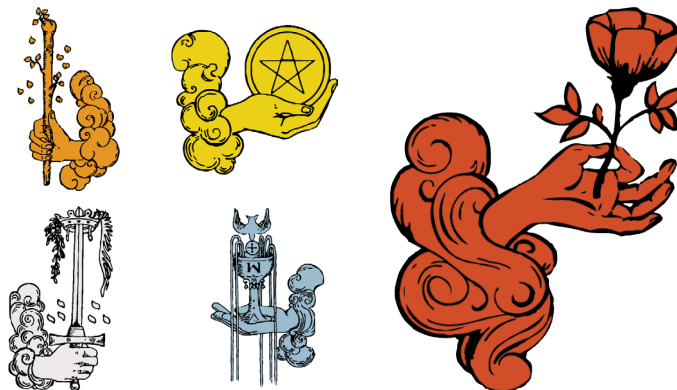
Tarot Seer

Tarot Reading App

Revealing the seen and unseen with Tarot Seer, an app with the goal to learn, log, and share the intricacies of all 72 Tarot cards. Basing the design on original Rider Waite Tarot Deck, using the details and stylings of Pamela Colman Smith. Painted with the bright blues, yellows, and whites seen in the cards.



Century Old Style Std
Interpol Correspondence



Telegraph Timeline

Timeline Website

Chronicling the patents of the telegraph and the code that came with it. Using a calm, deep blue for ease of use for the user and to match the older more elegant vibe of the patents. Each page being a filing cabinet for each and every patent in numerical order.

