

SELECTED WORK 2020–2024







HI, I'M GERALD

Originally from Indonesia, Gerald Sastra recieved his B.F.A degree in Graphic Design at the University of Houston. His interests lie in illustration, brand identity, and environmental graphics. He seeks to create meaningful design by being inspired with the extrinsic content of each design and how it affects us emotionally. He enjoys working with modular systems and parts that make up a whole. This book is a curation of work from the spring of 2020 to the spring of 2024.

7 BRAND IDENTITY 17 ENVIRONMENTAL DESIGN 45 PRODUCT DESIGN 59 CAMPAIGN IDENTITES 75 PRINT 95 UX/UI DESIGN 105 MOTION DESIGN 111 OTHER SELECTED WORK

BRAND IDENTITY



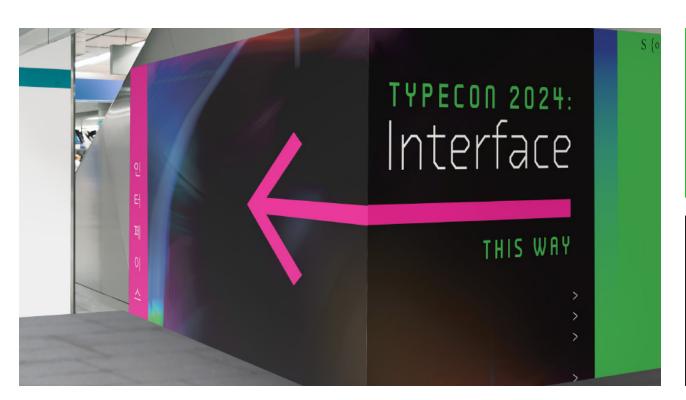




TYPECON: INTERFACE

2022 Brand Identity

Typecon: Interface centers on forging a unique and compelling brand identity for a conference that celebrates the realms of typography, and coding. Blending the art of type with the logic of code, Typecon: Interface is a captivating exploration of the intricate relationship between the two. The project consists of a cohesive visual language that resonates with the essence of the conference: inspiring curiosity and fostering a sense of community. The envisioned brand leaves an impression on attendees and creates a harmonious blend of the analog and the digital.





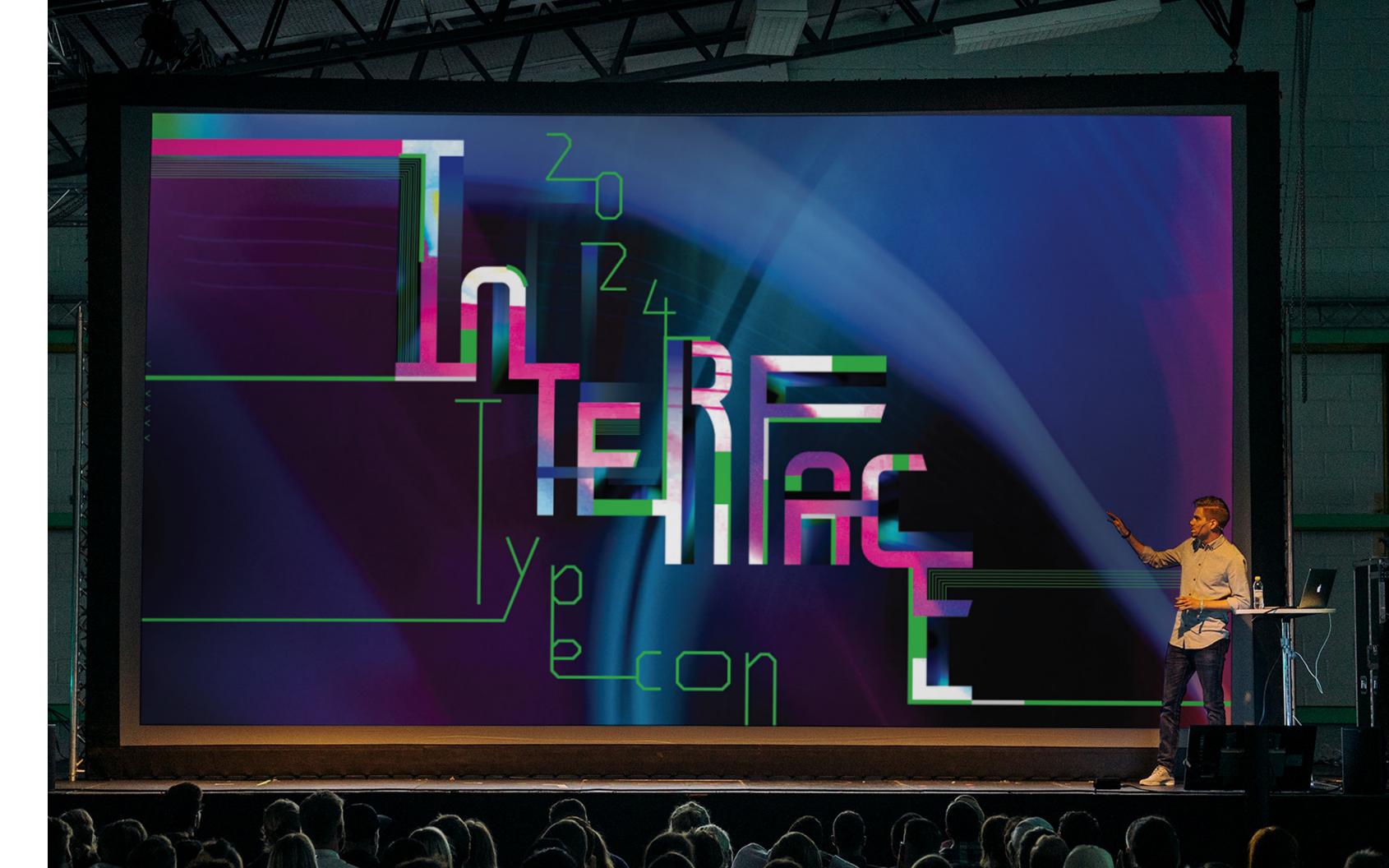


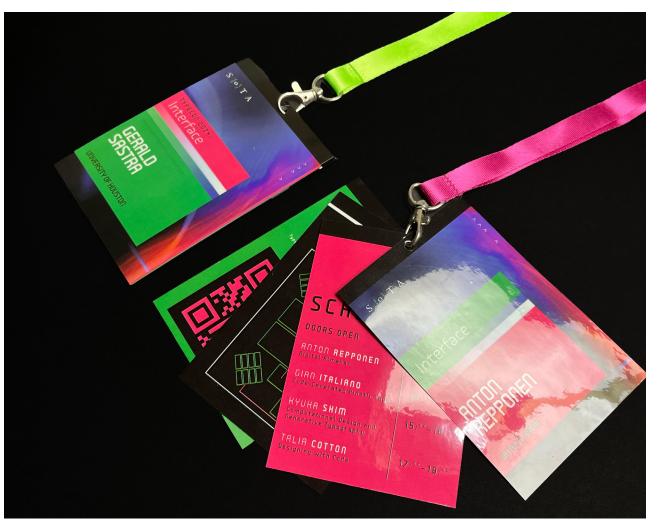


















IBN SINA FOUNDATION

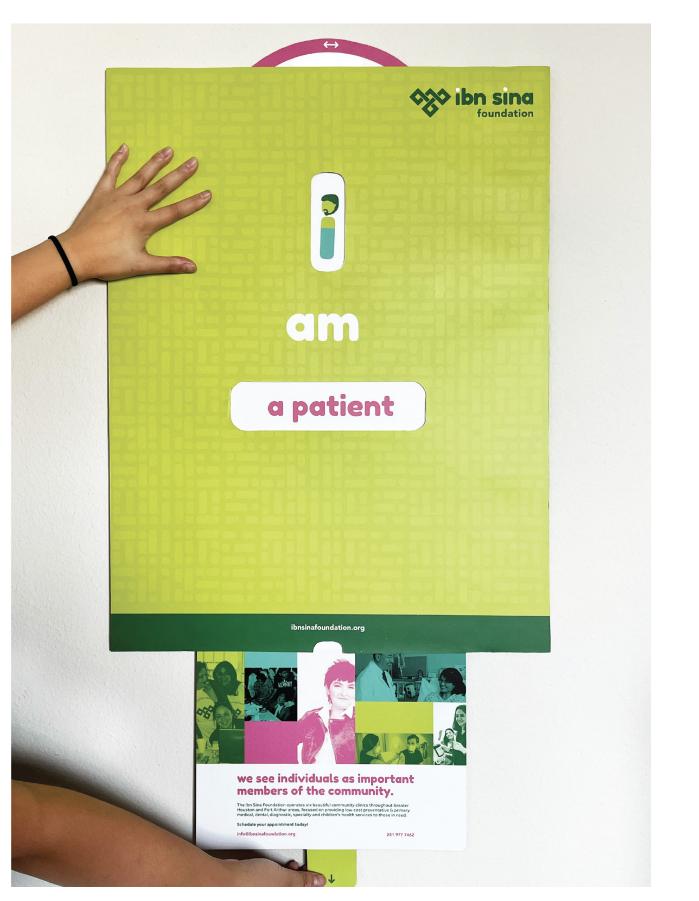
Brand Identity

The Ibn Sina project is a brand identity refresh that highlights the organization's core values and fosters connections with their diverse audience. As a dedicated healthcare provider, the logo uses the "I" as a central element to represent belonging and the individual as an integral part of the foundation. The project comes with a persona report, a set of three brochures, and an interactive poster. This project focuses on creating a story for a brand and establishes visual guidelines to ensure the cohesiveness of its brand collateral.





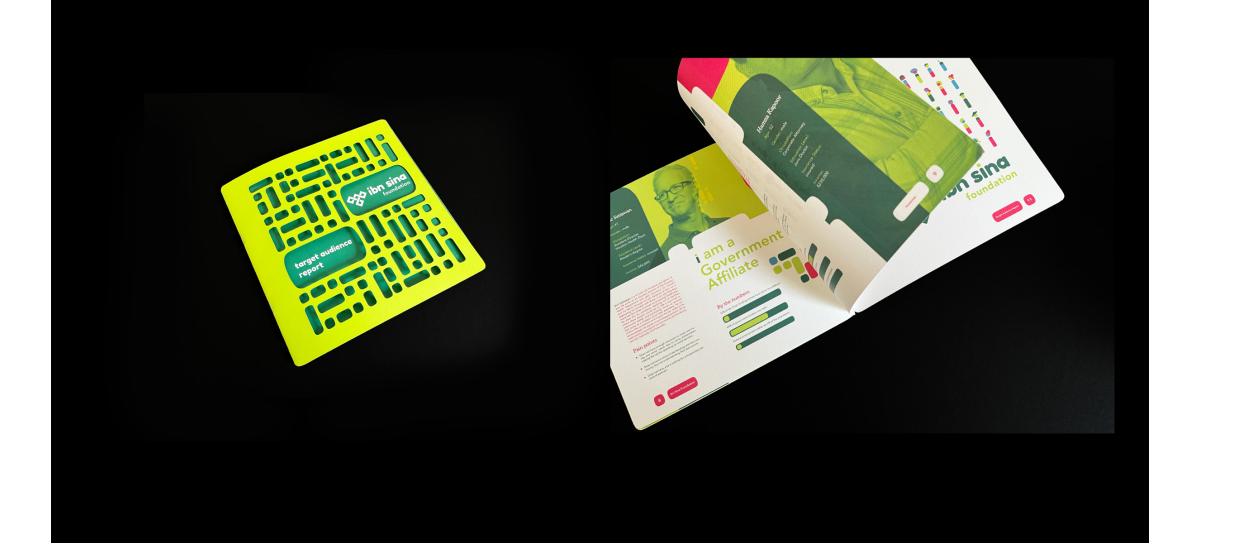














ENVIRONMENTAL DESIGN



IBN SINA FOUNDATION HEADQUARTERS

Signage & Wayfinding | Environmental Design

A hypothetical headquarter space for the Ibn Sina Foundation, a non-profit health organization. By incorporating the brand to a physical space, this experiential design project aims to engage, inspire, and impact their stakeholders.









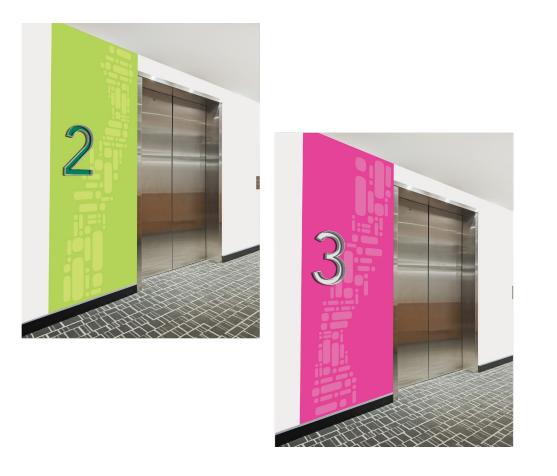


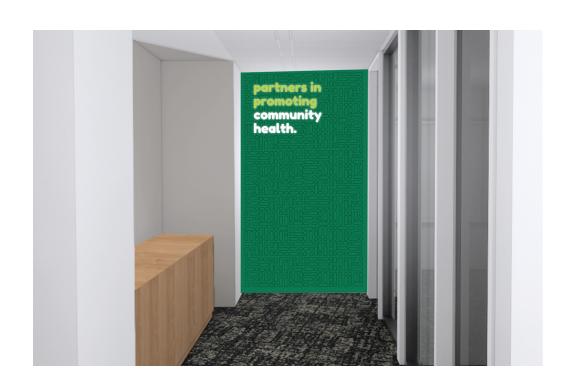






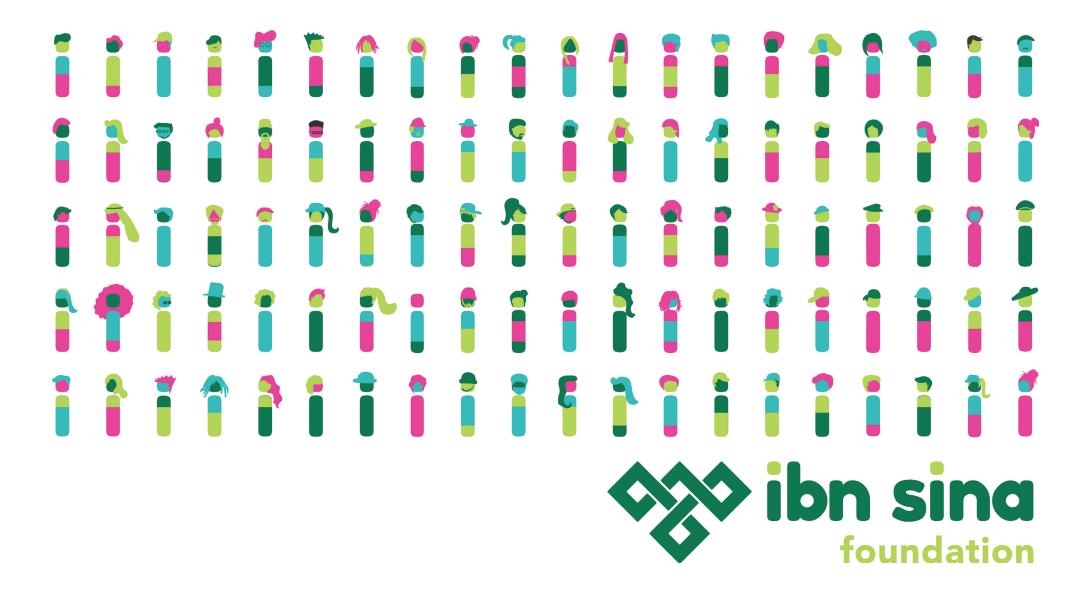














COLUMBIA TAP TRAIL

2022

Signage & Wayfinding | Brand Identity

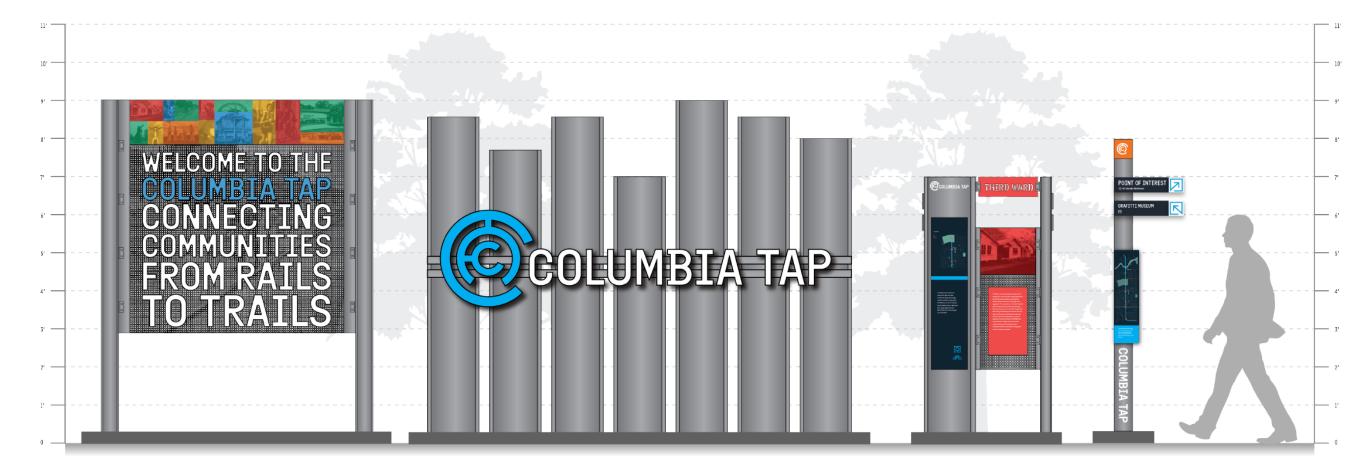
The Columbia Tap trail is a historic rail to trail in Houston Texas. Crafting a versatile wayfinding system, the brand and signage concept honors the Columbia Tap's rich history and neighborhood personalities. Through color connection and photographic collage, the system aims to connect and enrich the three super-neighborhoods along the trail. Sign package includes two trail head gateways, an interpretive node, and wayfinding.











Type A1 | Interpretive Gateway Trailhead

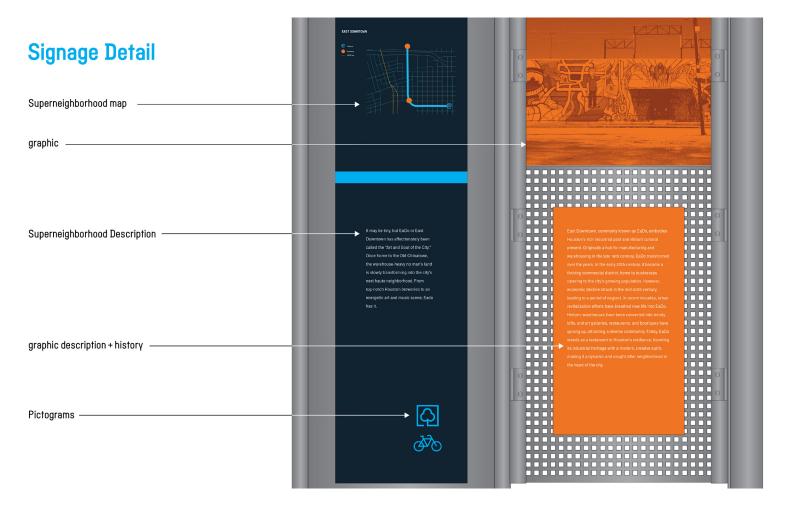
Type A2 | Timeline Gateway Trailhead

Type B1 | Interpretive + Directional Node Signage (MacGregor)

Type B2 | Directional Signage (East Downtown)







Signage Detail







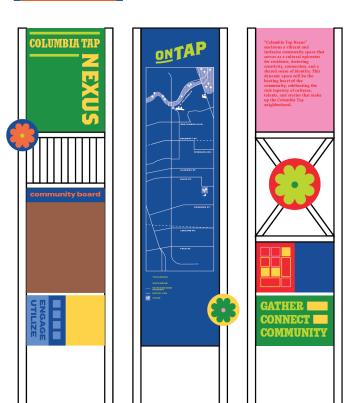
ON TAP

2023 Signage & Wayfinding | Brand Identity

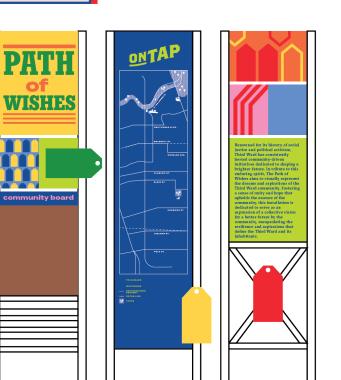
A series of six stops along more than two miles of Columbia Tap Trail. The installations celebrate the stories, histories, and communities traversed by the trail and increase awareness of current trail features, adjacent destinations, and future amenities. ON TAP is a collaboration between architecture and graphic design students at the University of Houston and is funded by the Cynthia Woods Mitchell Center for the Arts. The installations were developed in partnership with the Friends of Columbia Tap and their ongoing effort to strengthen the connection between people and place.

Six beacons made out of wood and printed corrugated plastic identify these installations to the friends of the trail.

HOLMAN street sign



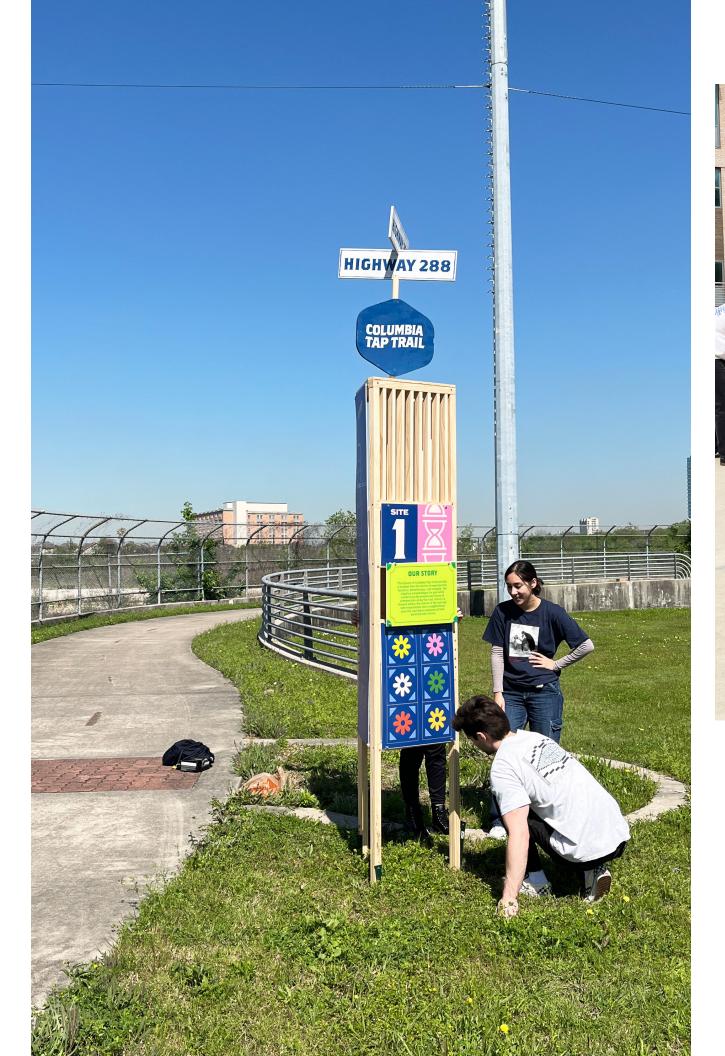
BLODGETT street sign

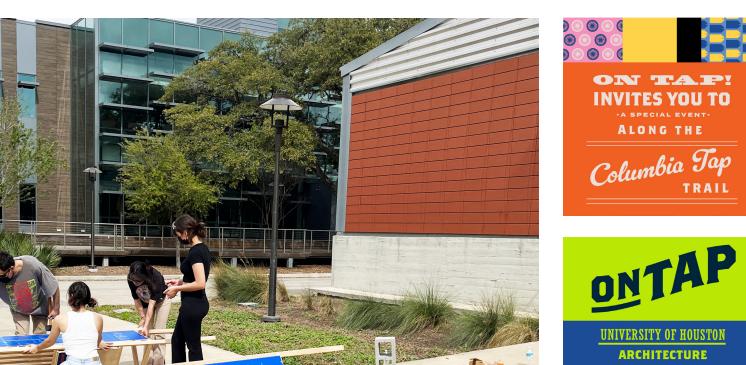




















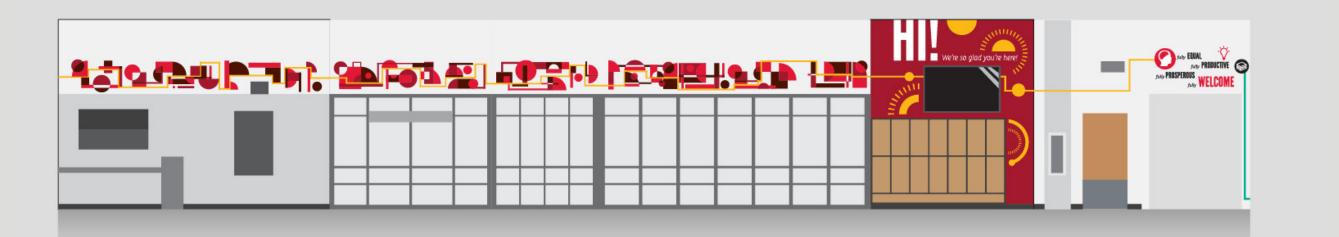


JUSTIN DART JR. ACCESSIBILITY CENTER

2022 Wall Graphics

An experiential installation for the University of Houston's Justin Dart Jr. Accessibility Center. An expressive identity based on the University's brand guidelines that attempts to capture diversity and community in the student body. The project also plays homage to one of ADA's heroes: Justin Dart Jr.











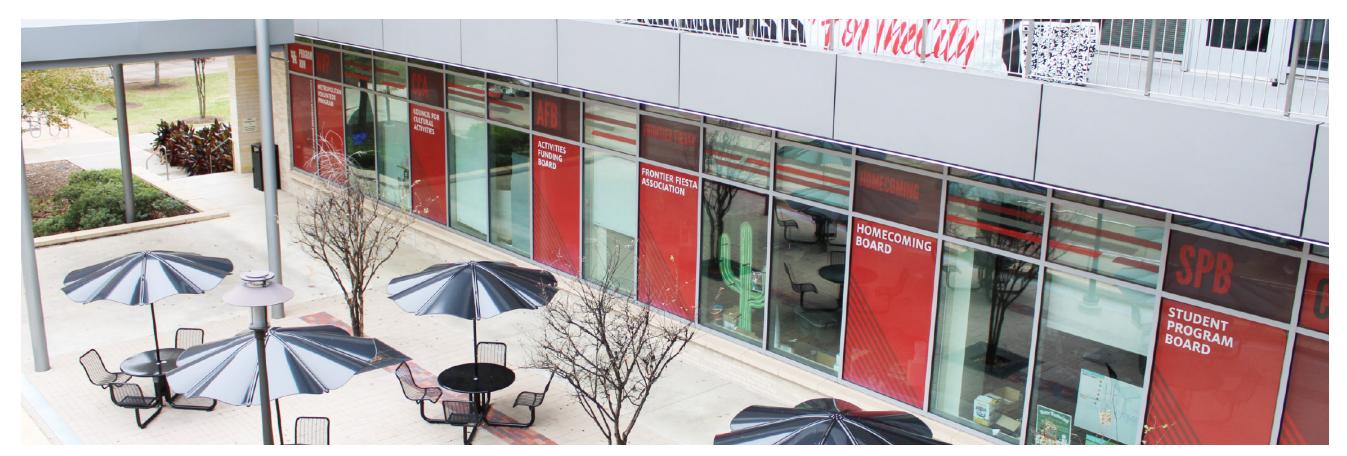




UHSTUDENT CENTERS

2023 Environmental Graphics

Environmental graphics for the University of Houston Student Centers. Includes a window decal for the Center for Student Involvement and recycling bin covers throughout the buildings.









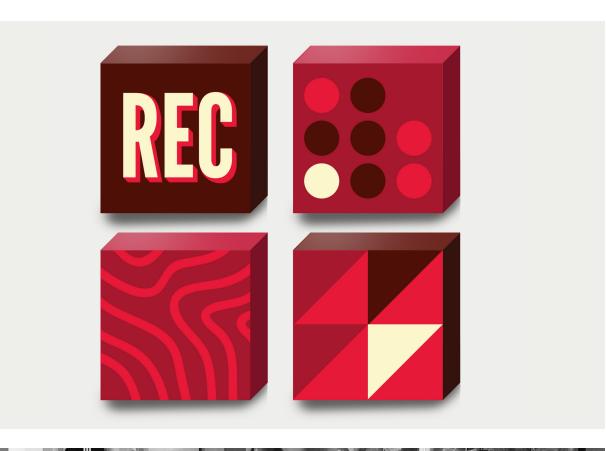
UH CAMPUS RECREATION

2023

Environmental Graphics

Enhancing the University of Houston's campus recreation center, the window decals strategically placed throughout the facility breathe new life into the newly renovated space, promoting health and wellness while creating visually engaging focal points for the campus community.









UH CENTER FOR STUDENT ADVOCACY & COMMUNITY

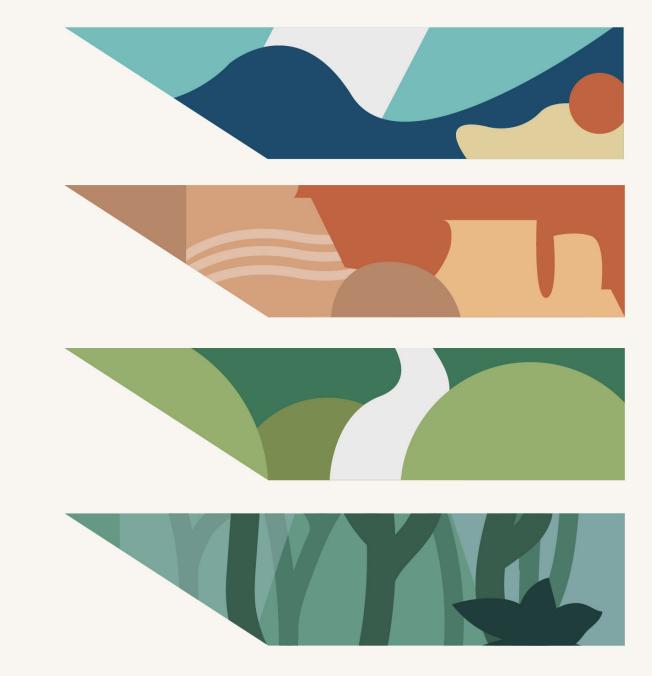
2023 Wall Graphics

The #IAMUH wall is a decal installation for University of Houston's Center for Student Advocacy and Community's #IAMUH campaign. The mural is inspired by street signs and is designed to be structurally fluid so new pieces can be added as needed.

As a newly established center, abstract graphics serve as a fresh branding approach, symbolizing a new beginning and emphasizing our commitment to supporting student success as a dynamic, non-linear journey







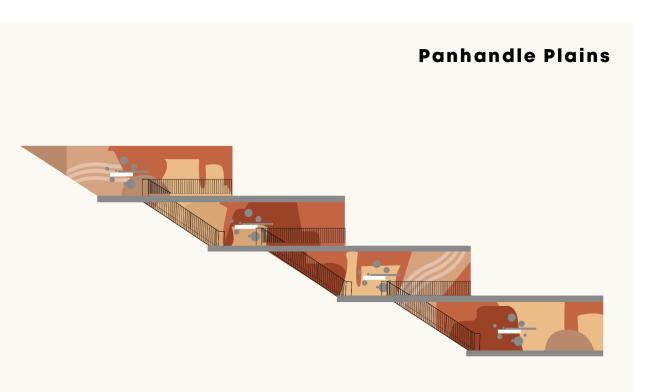
TEXAS CAPITOL GARAGE STAIRWAY

2022

Environmental Graphics

Case Study staircase graphics for the Texas State Capitol in Austin, TX. Each design captures the essence of Texas's varied landscapes and cultures, employing a simplified, semi-abstract style to evoke a sense of intrigue and discovery. As visitors ascend the staircase, they are enveloped in a tapestry of imagery that celebrates the natural beauty of each Texas region, inviting them to connect with the state's unique identity.









PRODUCT DESIGN

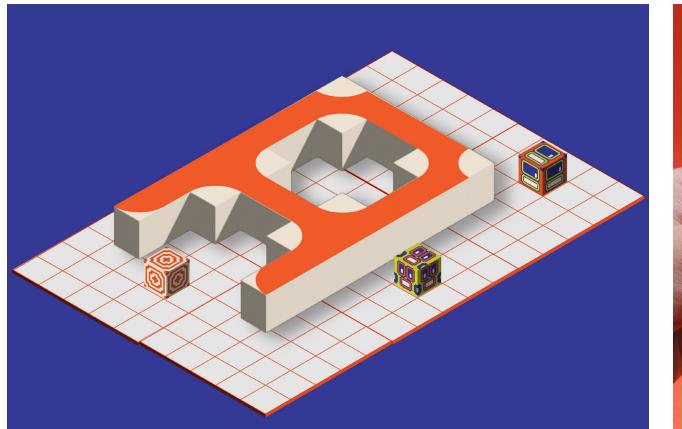


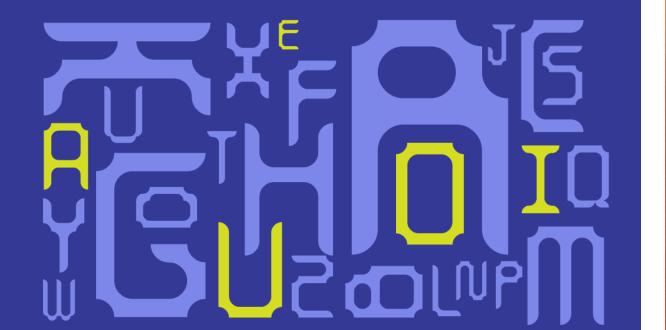
ROOT: A MODULAR TYPEFACE GAME

2023 Type Design | Product Design

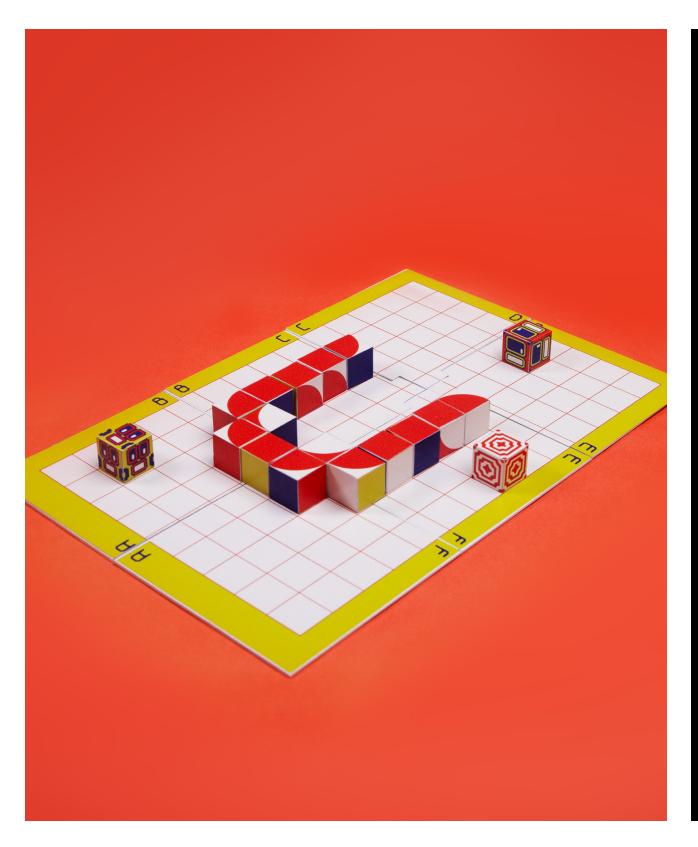
Root is a modular typeface comprised of three module types (square, quarter-circle, negative quarter-circle). The name Root is defined as an origin or basis of something and that is the main philosophy behind this typeface. Root is also a two-player board game that allows the exploration of typographic form while having fun.















ARCHIRAMA: HOUSTON

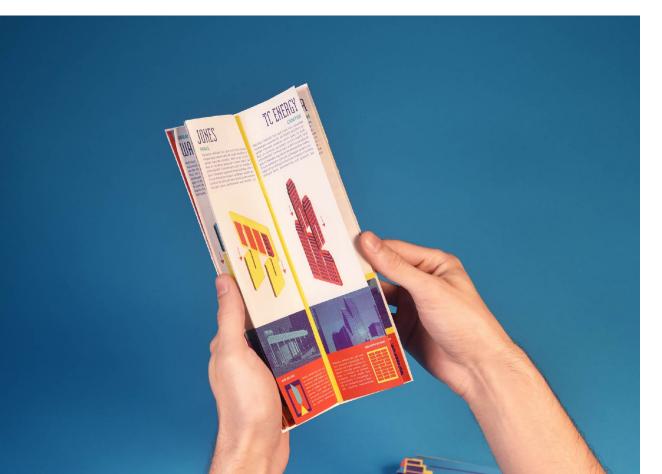
2023 Product Design

Archirama: Houston lets you bring the iconic skyline home with buildable wooden replicas of its landmarks like Pennzoil Place and Centennial Gardens. It's a homage to Houston's vibrant energy, perfect for architecture enthusiasts and imaginative play.











POSTCARDS: THE BOOK OF QUESTIONS

2022 Product Design | Typography

Inspired by Pablo Neruda's Book of Questions, this set of four postcards brings together oceanic themed poetry and expressive typography. The project aims to offer an emotionally resonant experience, with words taking on a visual form, enhancing poetic verses. Emphasizing key phrases and typographic rhythm brings life into the questions.









TYPOGRAPHY COASTERS

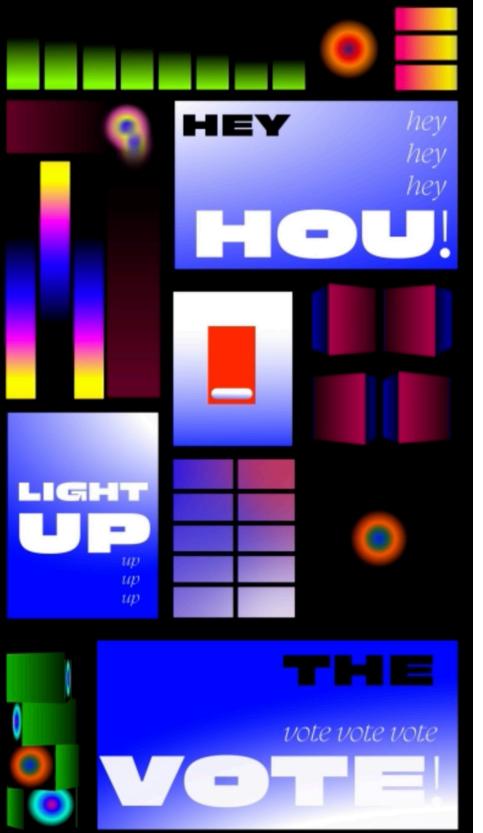
2022 Product Design

A set of alphabetic typography coasters in an open-faced packaging. An exploration of different type classifications and an understanding of type history, through the curation of various fonts.

56 | Gerald Sastra Portfolio | 57



SAMPAIGN IDENTITIES



LIGHT UP THE VOTE

2023 Campaign Identity

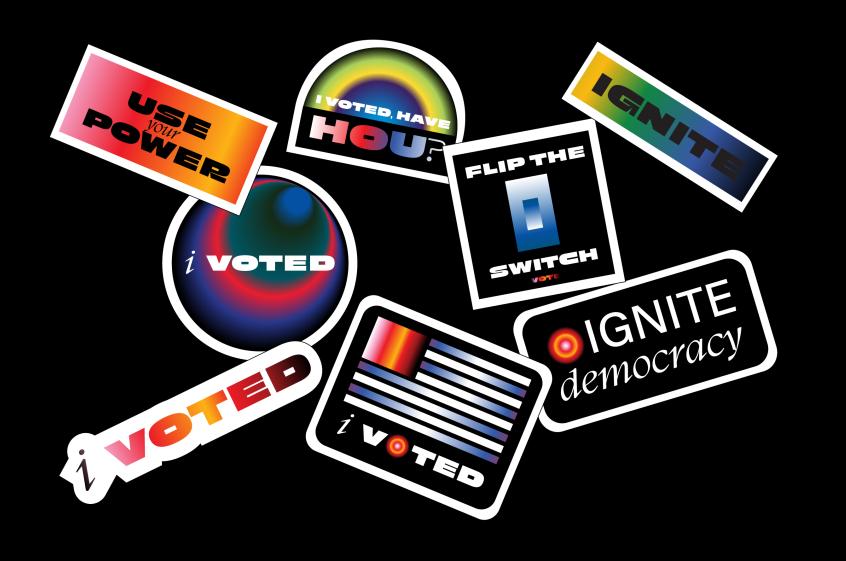
Light Up The Vote is a voting campaign aimed towards the teenage demographic in Houston, TX. Surrounding the theme of light and power security, the campaign provokes interactivity through custom gradients and movement. Campaign also includes a photo light that encourages awareness through social media exposure.





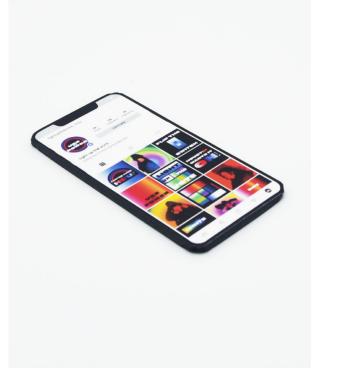
















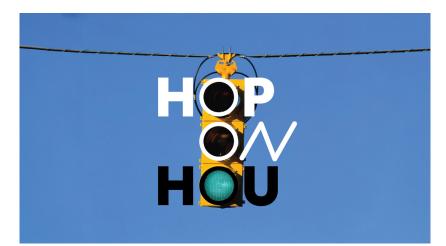
HOP ON HOU

2024 Campaign Identity

Hop on Hou is a social awareness campaign designed to promote and incentivize public transportation ridership in Houston, Texas. At its core, this campaign recognizes the detrimental impact of traffic congestion on the local community and the environment. By encouraging more individuals to utilize public transportation, the campaign seeks to alleviate traffic congestion, reduce carbon emissions, and foster a more sustainable urban environment.

Hop on Hou demonstrates how harnessing the power of data can drive impactful social change. By leveraging data-driven insights to inform targeted outreach, optimize transportation services, and evaluate performance, the campaign stands to make a tangible difference in reducing traffic congestion and promoting sustainable mobility in Houston, Texas.













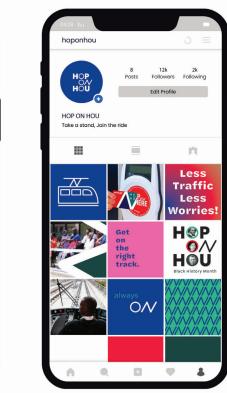




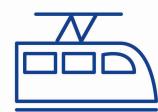
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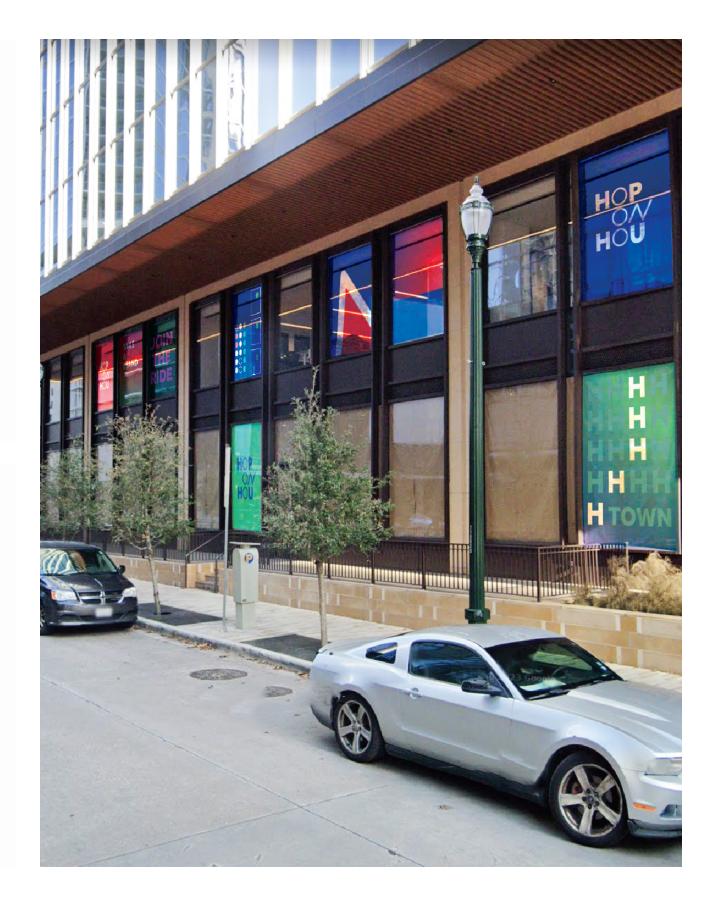






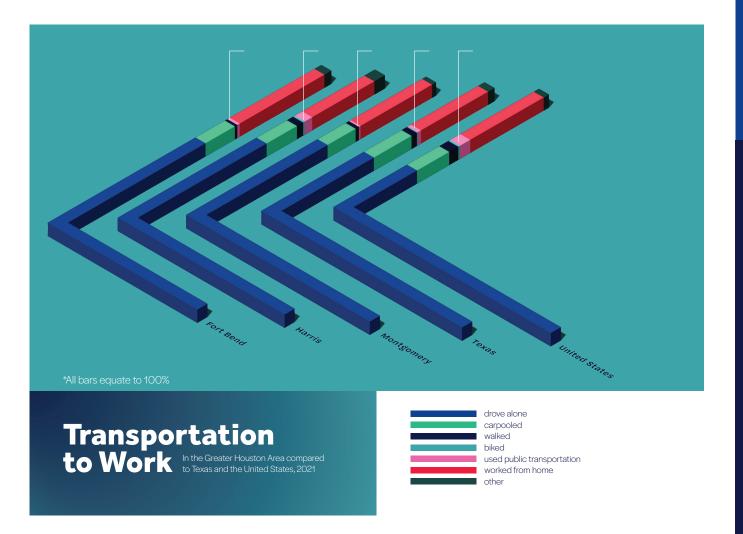








HOP PUBLIC TRANSPORTATION IN HOUSTON, TX

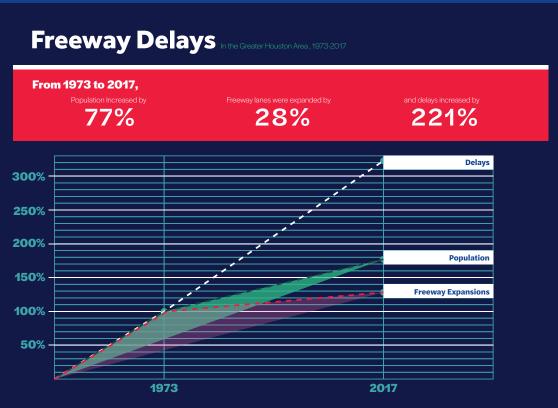


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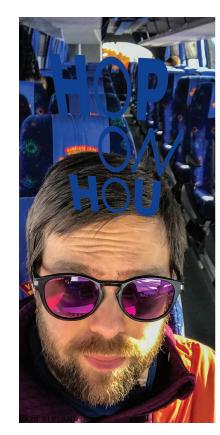
Central to the effectiveness of Hop on Hou is its data-driven approach. The campaign leverages extensive data analysis to inform its strategies and tactics. This data encompasses various aspects,

including commuter behaviors, traffic patterns, and demographic information.

Moreover, data analysis plays a crucial role in optimizing the accessibility and efficiency of public transportation services. By analyzing commuter patterns and demand trends, the campaign can identify areas with the greatest need for improved transportation infrastructure or expanded service coverage. This insight allows for informed decision-making regarding route planning, scheduling adjustments, and the implementation of innovative technologies to enhance the overall commuter experience.





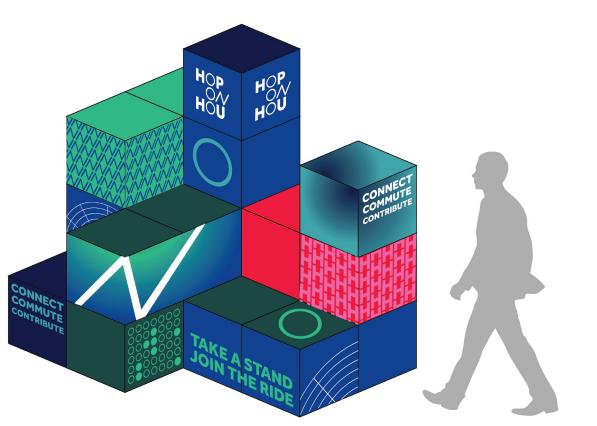


Scan me:

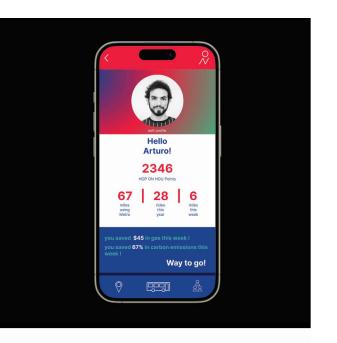


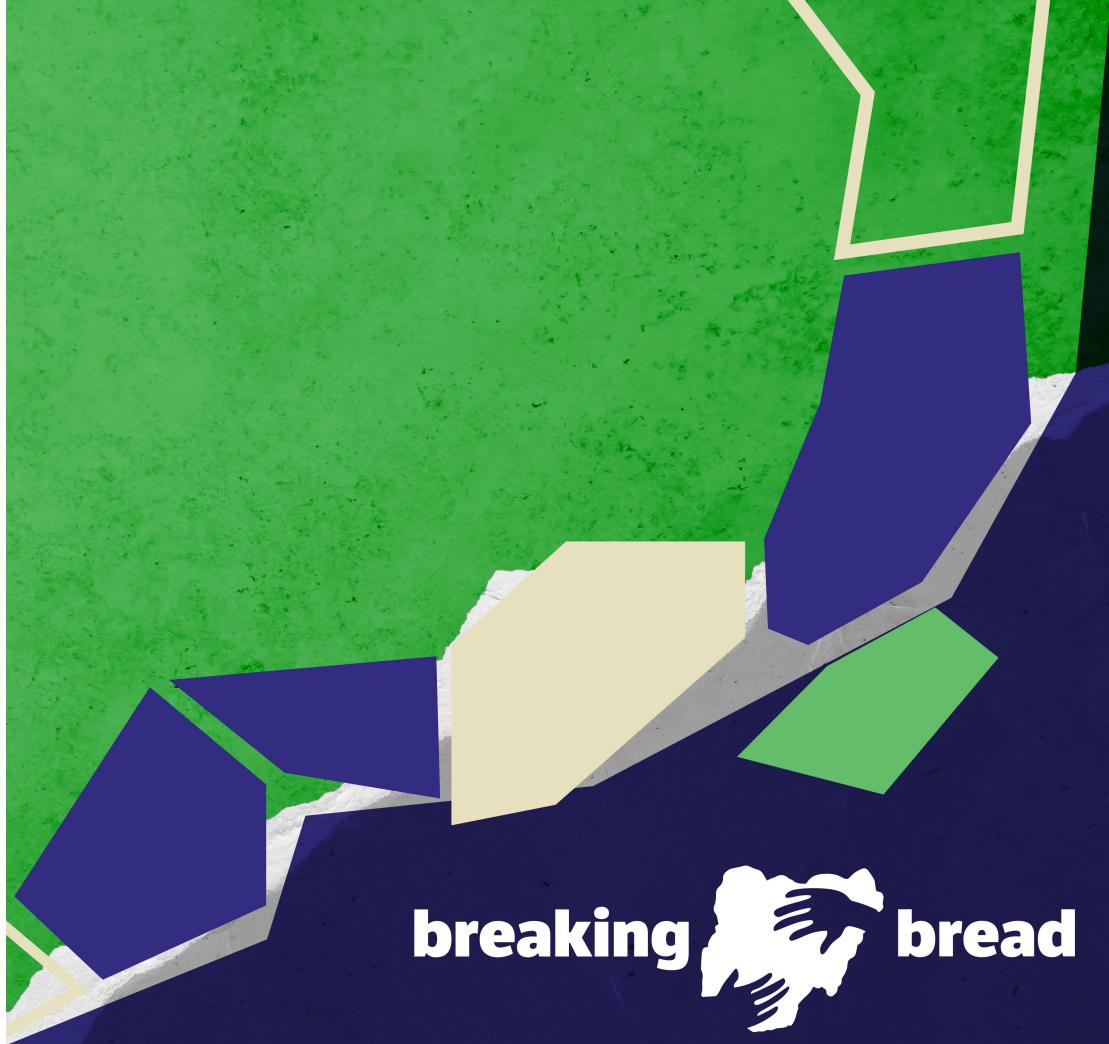












BREAKING BREAD

2024 Non-Profit | Campaign Identity

A branding kit for a non-profit organziation that focuses on leveraging food equity for children in Nigeria. Through the primary concept of sharing and community, graphic elements allude to pieces and parts that form a whole. The logo, a map of Nigeria, resembles a flatbread that is shared at the table.



















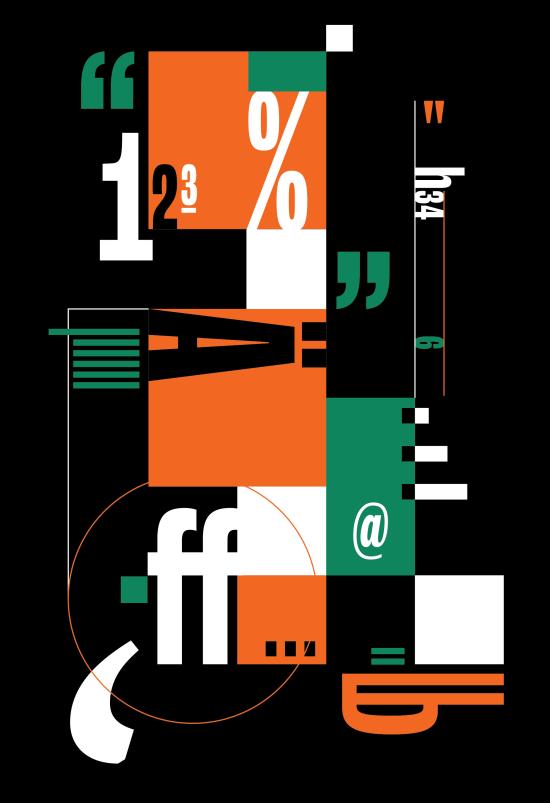
PRINT PRODUCTION WORKBOOK

2022 Book Design

Based on the ambivalence of brazenness and calculation, this workbook serves as comprehensive guided study, inviting readers to explore the intricacies of print production rules and principles. Blending a passion for type, image, and form. It is a journey that delves into the art and science of printing. The book nurtures a profound appreciation for the craftsmanship that breathes life into every printed work.









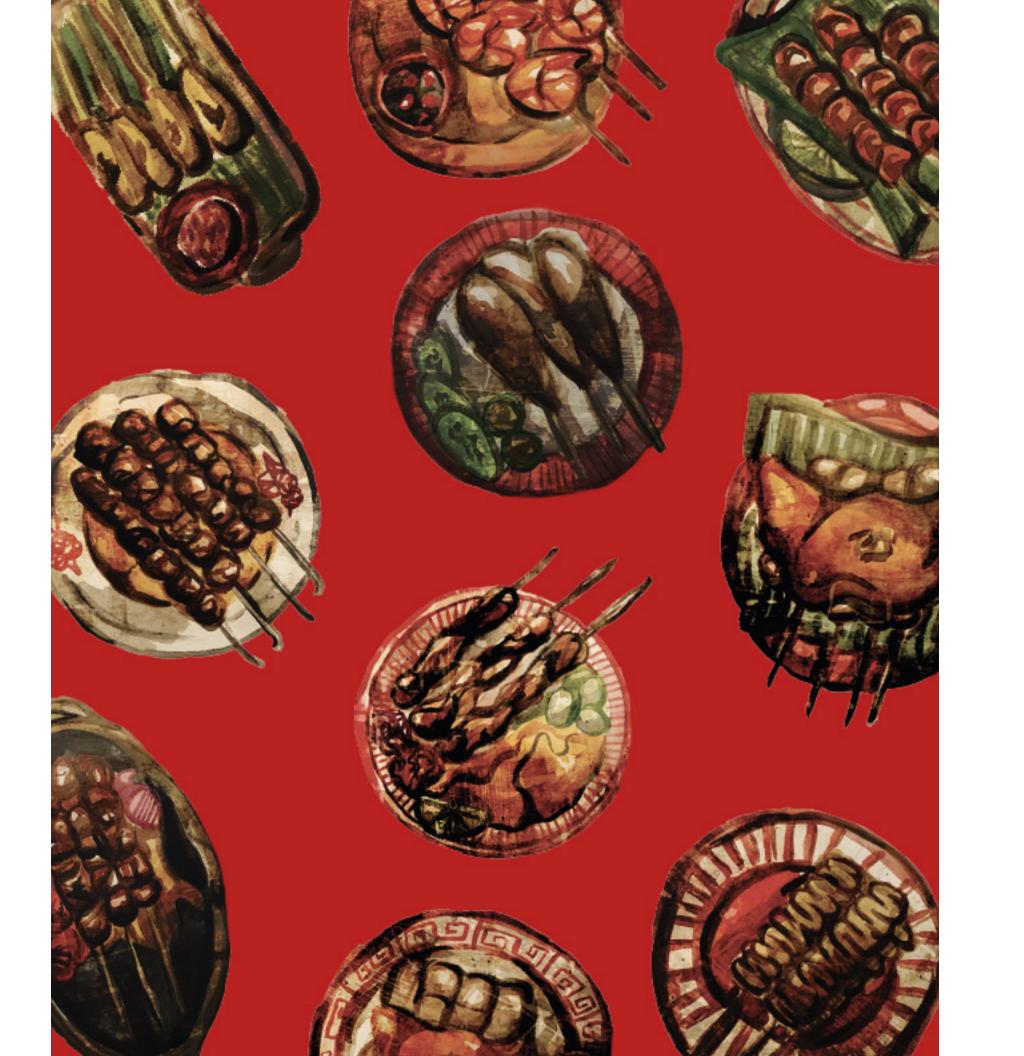
SATAY: FIELD GUIDES

2022 Book Design

A set of three field-guides and an accompanying website that informs readers about the distinct types of Indonesian Satay. This project is an exploration of layout grids, illustration, and typographic hierarchy. All illustrations were hand-painted.









STUDIO RVKSP

2023 Poster Design

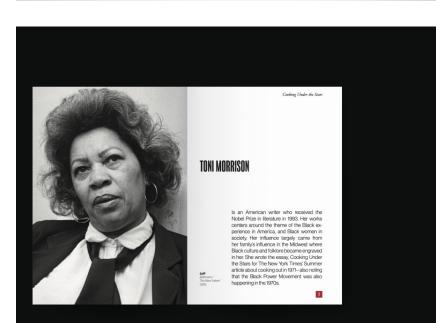
PLANT RVKSP is a design studio based in São Paulo and Reykjavik. This risograph poster aims to capture the essence and energy of their studio and to explore compositional experiments of printed matter. Poster printed by Jose Romero



COOKING UNDER THE STARS

2022 Book Design

Cooking Under the Stars is a bookazine project that focuses on page layouts. This zine is based off Toni Morrison's Cooking Under the Stars short story while highlighting art from African-American artists.





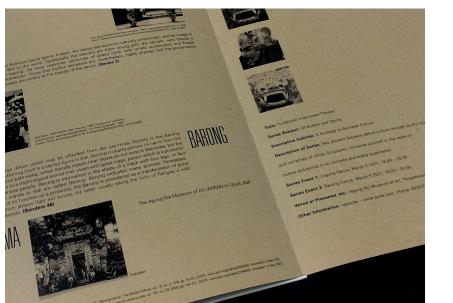




A.R.M.A. POSTERS

2021 Poster Design

A set of two posters with a focus on typographic experimentation. An Integration betweencultural elements with a knowledge on hierarchy and visual harmony. Includes a supplemental process book.





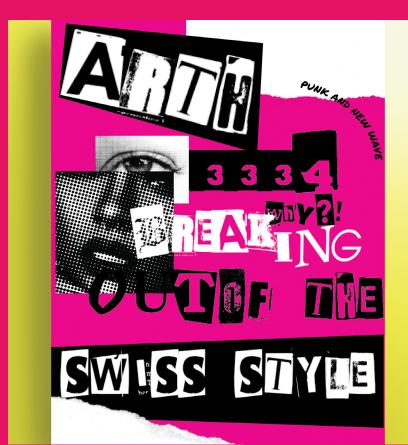
THE HISTORY OF GRAPHIC DESIGN

2022 Book Design

This project is a journal of compiled entries from different periods of graphic design history. Each entry is a reflection of a significant period in design history along with an accompanying graphic based off the style of a particular period.

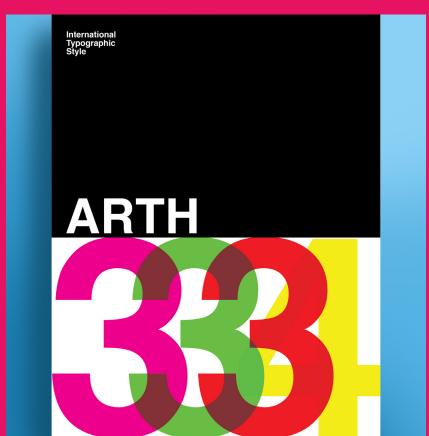


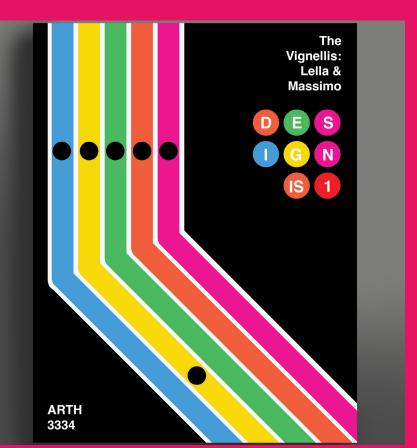


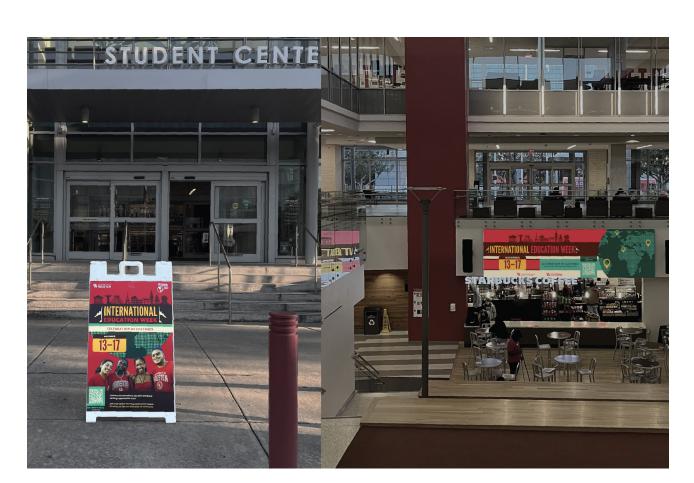












UH DEPARTMENT OF STUDENT AFFAIRS

20234 Print Design

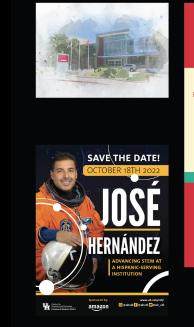
Selected work for the University of Houston Department of Student Affairs. Collateral based on the UH Brand style guide ranging from posters to tote bags.



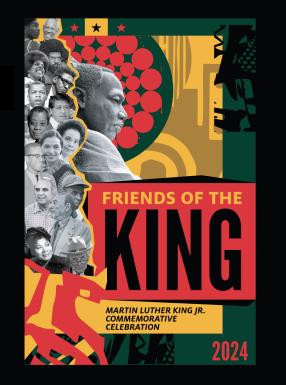


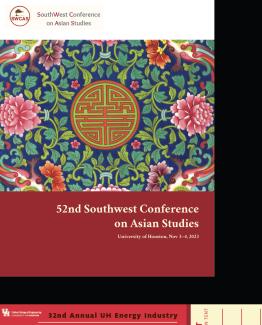










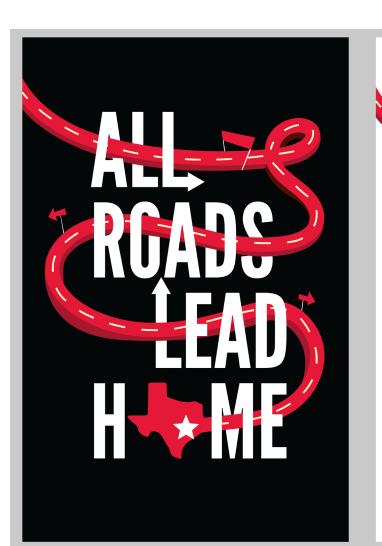


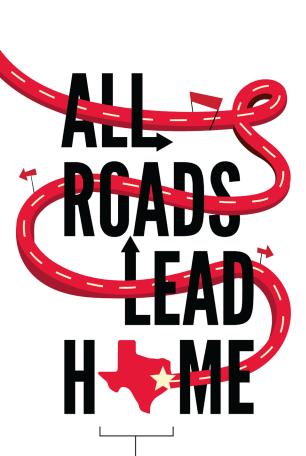






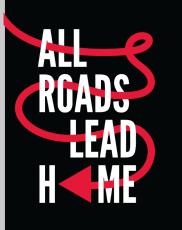


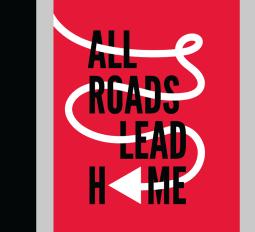


















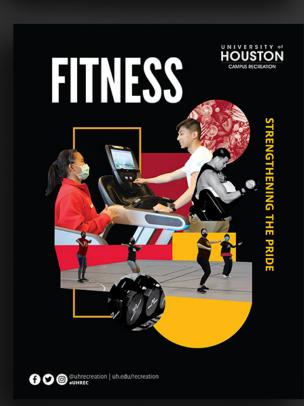
OUTDOR ADVENTURE STRENGTHENING THE PRIDE STR

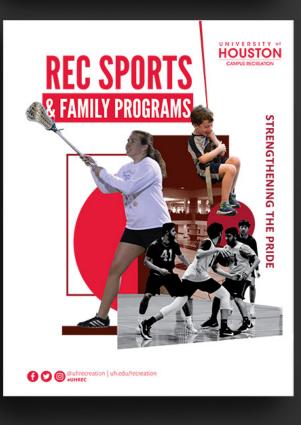
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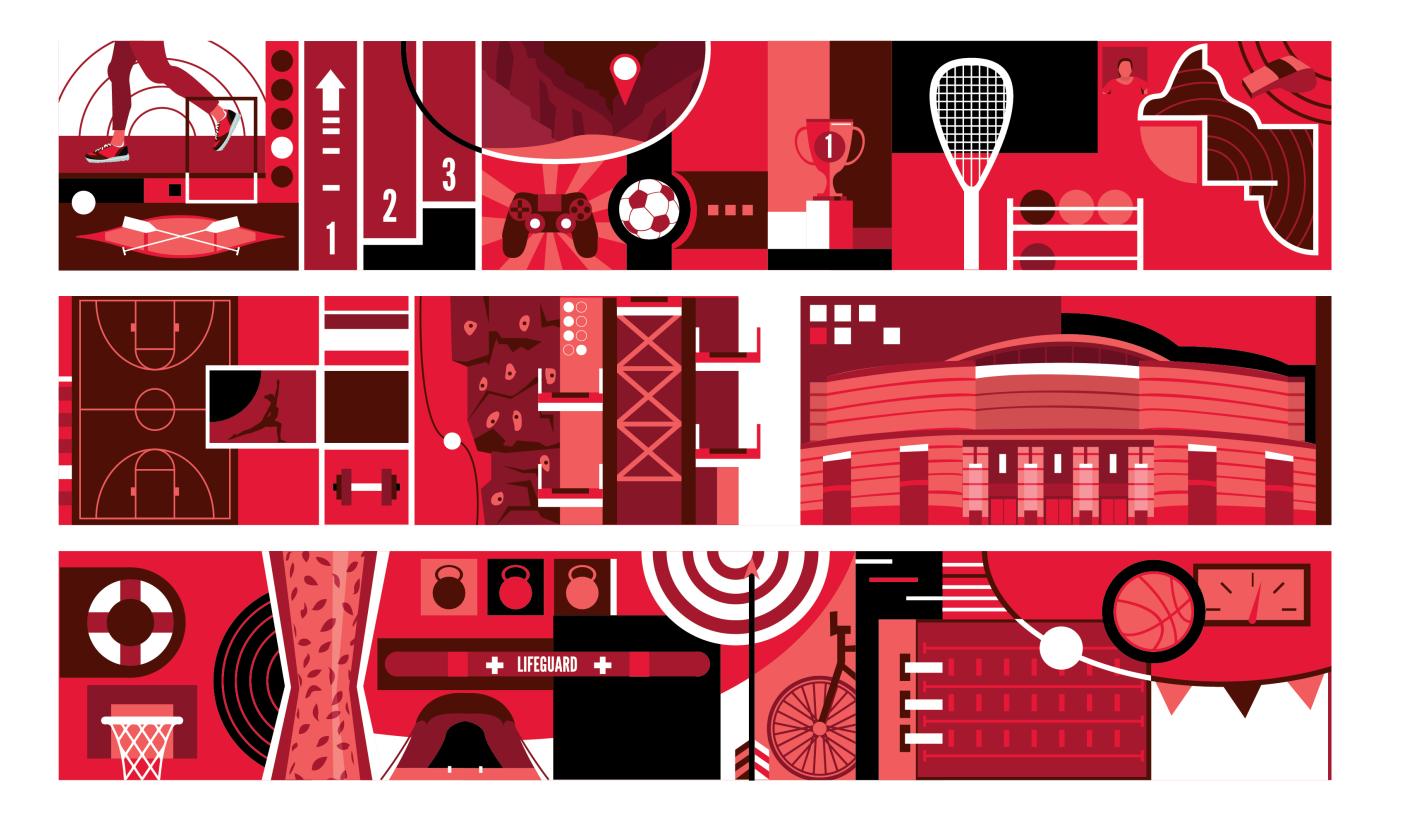
UH DEPARTMENT OF CAMPUS RECREATION

2022 Print Design

Designs created for University of Houston's Campus Recreation department including (but not limited to) posters, flyers, bulletin boards, informational sheets, digital screens. Designs based on The University of Houston's branding style.















PROCESS SKETCHBOOKS

20

Signage & Wayfinding | Brand Identity

A set of curated sketchbooks from college coursework. A playful approach to book design and an exploration of different packaging and binding techniques.



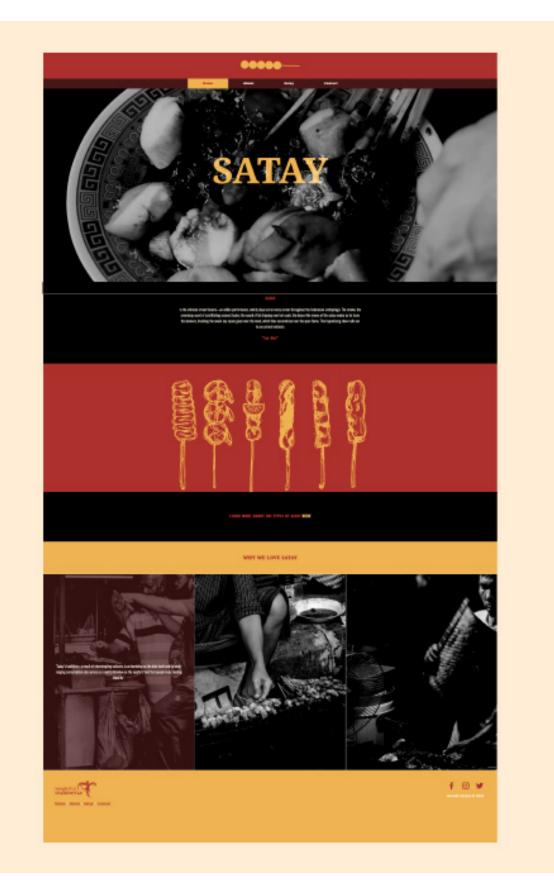
JA/UI DESIGN



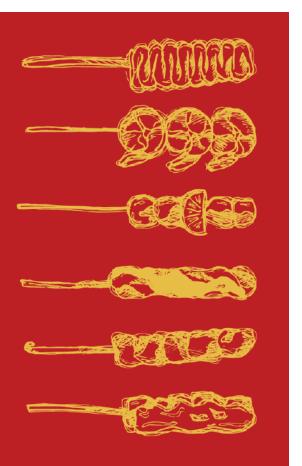
SATAY: A WEBSITE

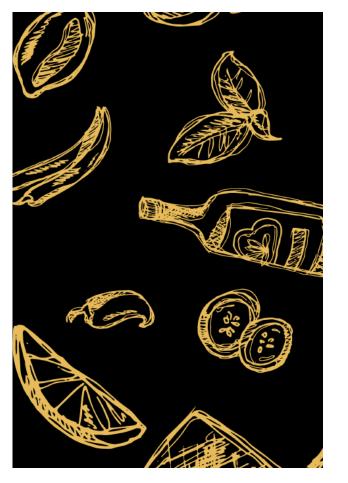
2022 Web Design

An extension of the Satay Field Guides. The website includes details of the history and cultural significance of satay and serves as an explorative study of HTML and CSS coding.









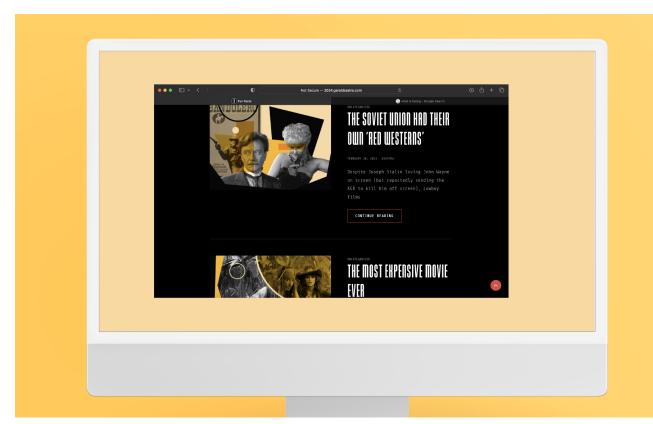


THE INVENTION OF MOVIES

2023 Web Design

A timeline website highlighting the pivotal periods in world cinema. The website's engaging interface and graphics invites users to explore the richness of film culture and history. Website includes a page that highlights key people in cinema history as well as a blog that highlights news in the movie industry.





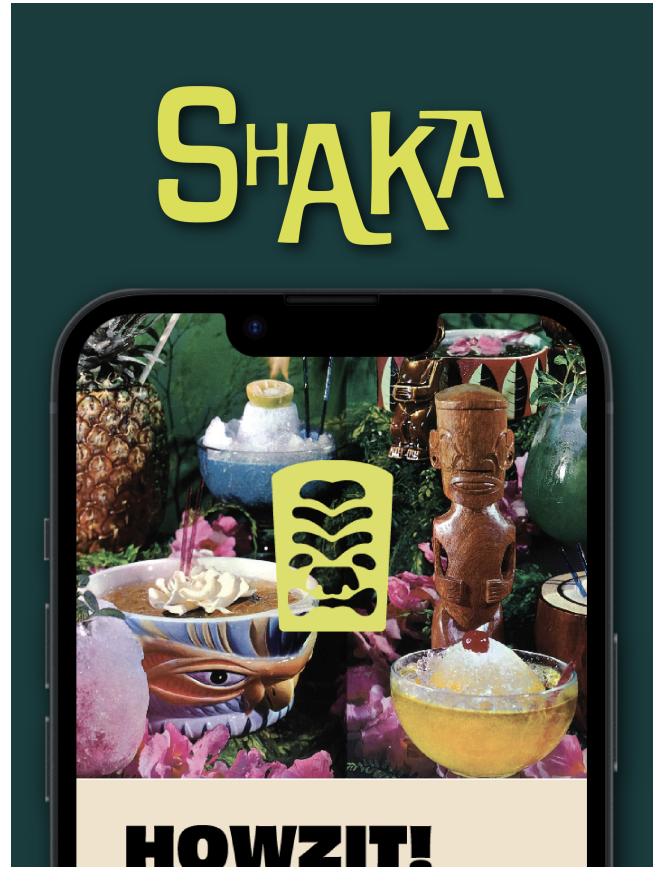


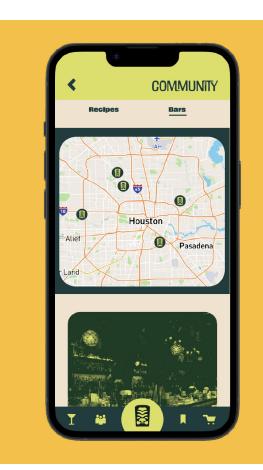


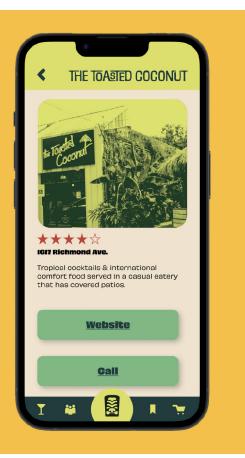
SHAKA: A COCKTAIL APP

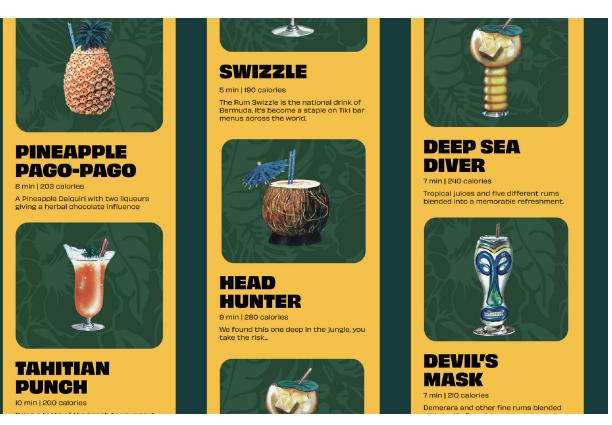
2023 App Design

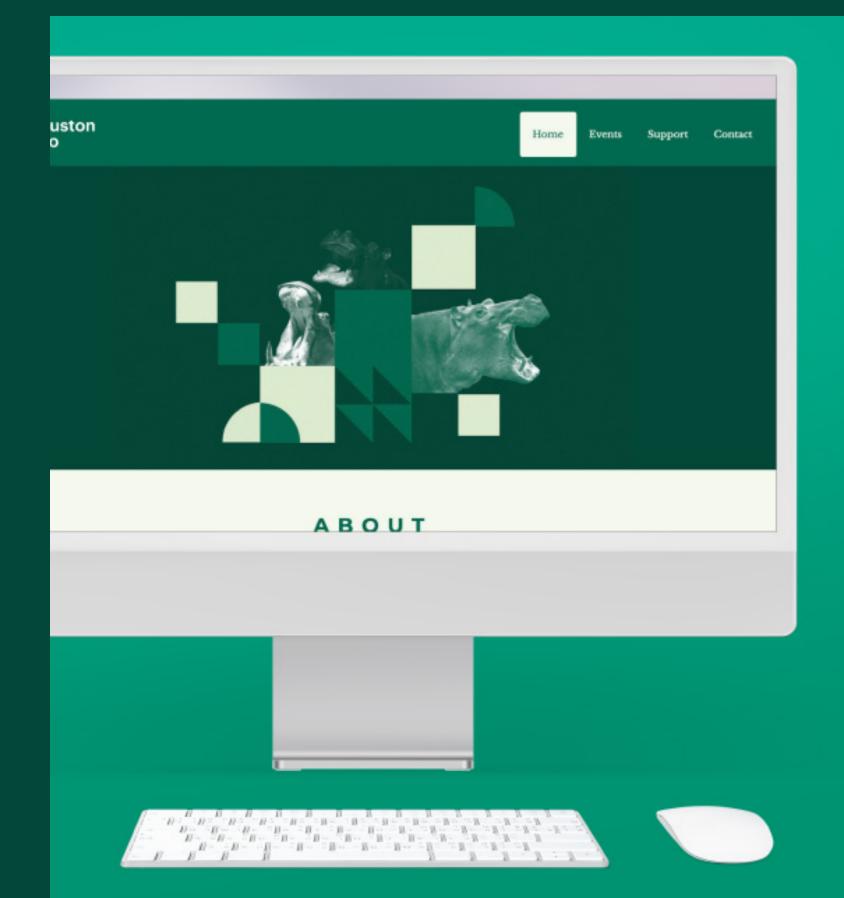
Inspired by mid-century tiki culture, Shaka is a cocktail recipe app that allows users to generate tiki-inspired libations. Using 70s advertising graphics, the app favors a highly personable experience. Other features include a community tab where users can locate tiki bars in their area and connect with other tiki afficionados. App also features a shopping tab with recommendations on tiki related items.







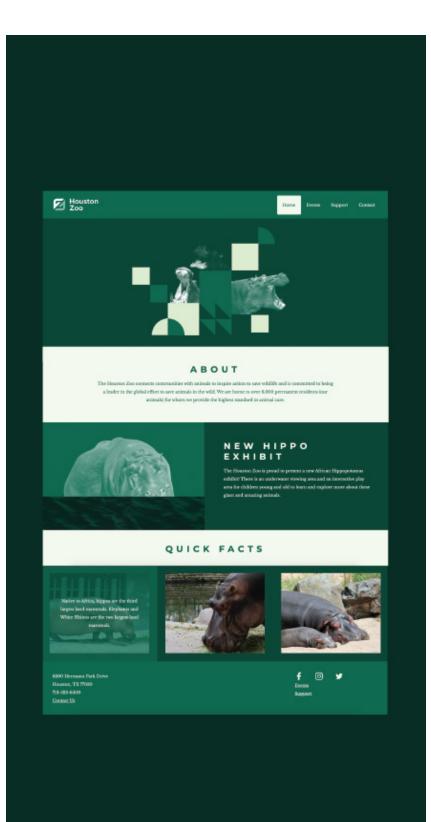


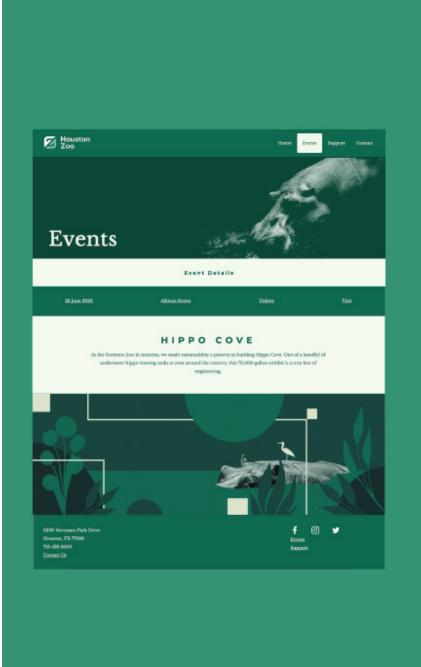


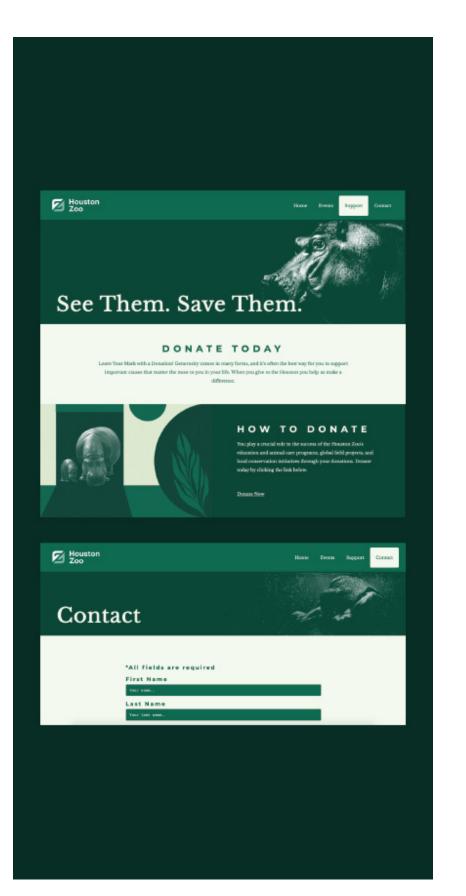
THE HOUSTON ZOO

2022 Web Design

This Project focuses on web design using raw code (html and css). The goal is to create a mini website that is linked to a non-profit organization. This website aims to promote the opening of a hippopotamus exhibit at the Houston Zoo through the Houston Zoo's brand colors.











A HAIKU IN MOTION

2023 Motion Design

An expressive motion graphic that interprets a haiku using typographic manipulation and color relationships. The motion graphic attempts to emulate the sensations one experiences by eating wasabi through delicate gradients and blurriness.





AIGA HOUSTON: AAPI HISTORY MONTH

2023 Motion Design

A bumper ad created for AIGA Houston to commemorate Asian American Pacific Islander heritage month, celebrating AAPI creators and their legacy in Houston.















TIUN R**ald Sastra**





100 ICONIC WOMEN

Illustration | Exhibition Design

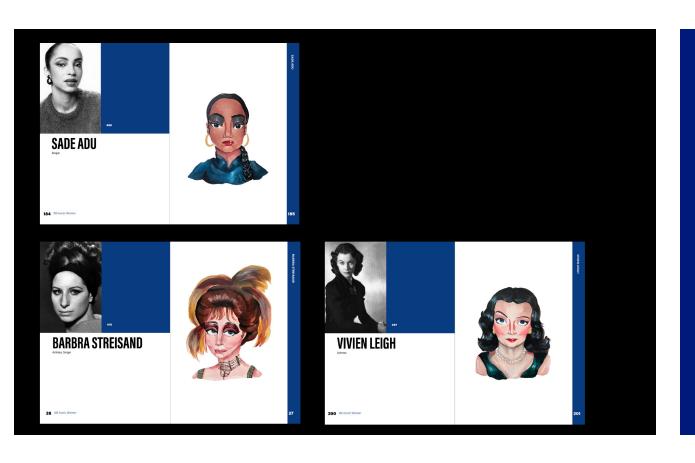
#100iconicwomen is a series of 100 portraits that seeks to honor and capture the essence of iconic divas from various fields of art and entertainment. I aim to pay homage to these remarkable women who have left a lasting mark on our collective cultural consciousness.

Each portrait in this series is a visual exploration of the divas' unique personalities, talents, and contributions. From singers and actresses to comedians and activists, these women have not only excelled in their respective fields but have also become powerful symbols of empowerment, resilience, and creativity. Through the careful study of their facial expressions, body language, and fashion choices, I strive to encapsulate the spirit and energy that have made these divas unforgettable.











Beyond the surface-level aesthetics, my project is an exploration of the interplay between identity, femininity, and artistic expression. These divas have shattered conventions and defied societal expectations, fearlessly embracing their unique personas and leaving an indelible legacy. Through my work, I aim to capture the spirit of rebellion and authenticity that has empowered generations to embrace their true selves and pursue their dreams.

Moreover, this project is a celebration of diversity and inclusivity. The selection of subjects in this series spans various cultures, eras, and genres, highlighting the rich tapestry of talent and influence that these women represent. By showcasing a diverse range of women, I aim to challenge narrow definitions of beauty, talent, and success, inviting viewers to appreciate the multitude of paths to greatness and to embrace the richness of our shared human experience.

#100iconicwomen is a tribute to the women who have captivated our hearts and minds through charisma, uniqueness, nerve and talent! Through this series of 100 portraits, I invite viewers to immerse themselves in the captivating world of these divas and to reflect upon the transformative power of art, identity, and the enduring legacy of exceptional women.







HIGH NOON: A STUDY IN LETTERING

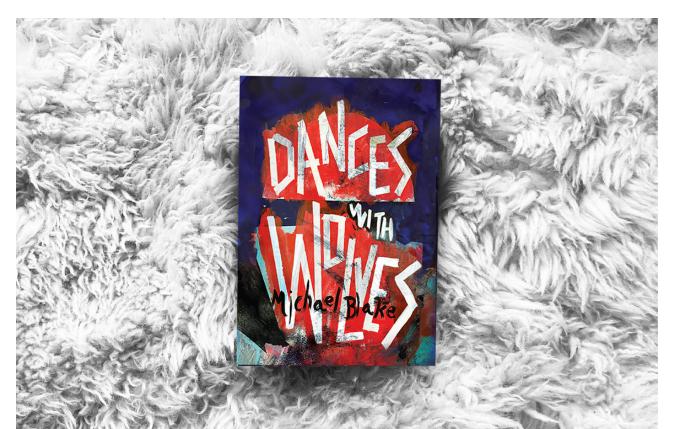
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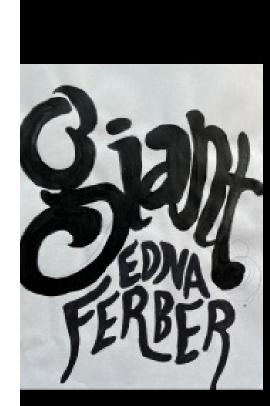
Lettering | Typography | Book Cover Design

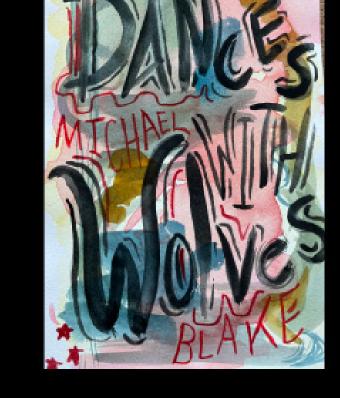
The spirit of the western frontier encapsulated in three book covers based on three great western epics. Project focuses on different mediums and applications of lettering and illustration into a cohesive series through experimentation and research. Using traditional tools, the organic strokes in lettering attempts to evoke the authentic plotline of the epics.



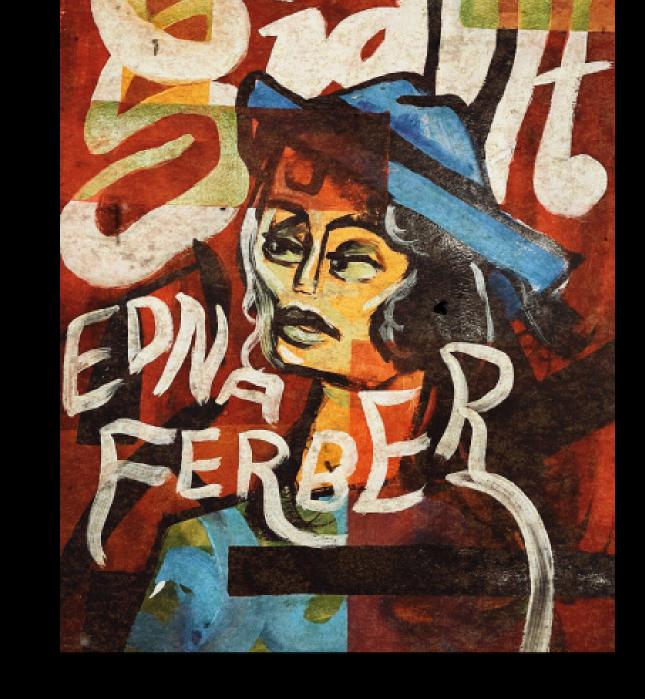




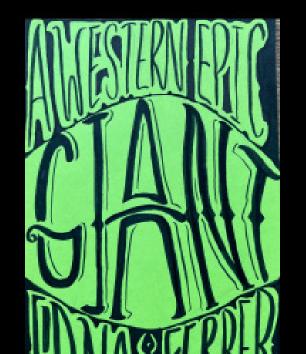






















KABUKI!

2021

Poster Design | Illustration | Typography

A documentation of a poster-making process. Design elements inspired by the organic, yet composed movements of the Japanese Kabuki theater. Emphasis placed on poster tactility and stylizations. Includes a set of five supplemental process books in a box.













KNOBBED HORNBILLS

20

Poster Design | Illustration | Typography

A poster made using traditional media based on the knobbed hornbill. This project puts anemphasis on process and documentation, while also aiming to create meaningful compositions using color and typography.

Portfolio | 125











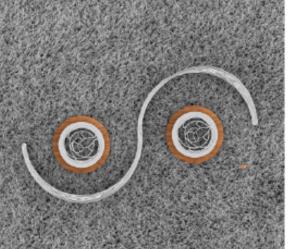


BIOVERGE

2022 3D Modelling

BioVerge is a permanent sculpture piece that makes one consider their relationship within the physical world, and the dualities of nature. Project includes 3D models rendered through rhino and a 3D printed model.















THE DAILY COUGAR

2021 Illustration

A series of article graphics and covers for the University of Houston's Student-led newspaper, The Daily Cougar. Graphics lie within different categories of News, Opinion, Sports, and Lifestyle sections.

















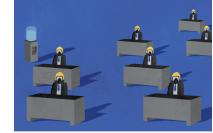




















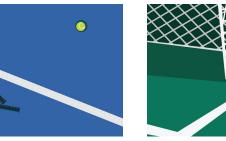


























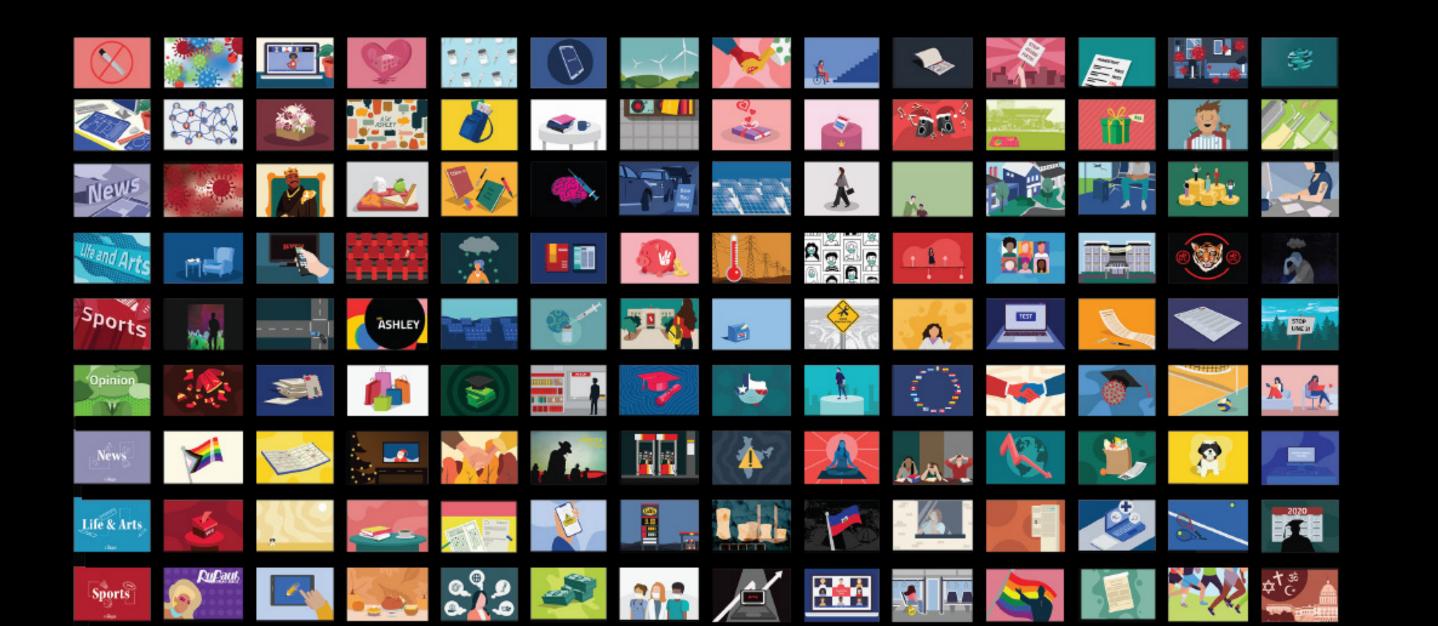


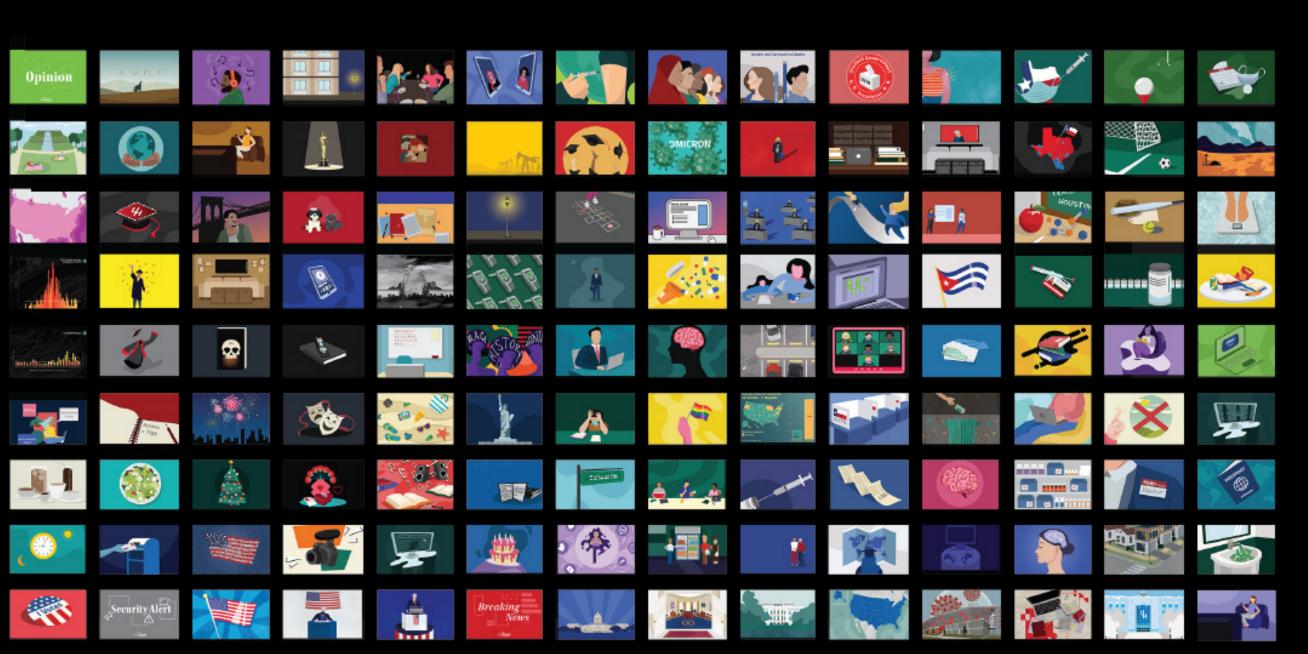






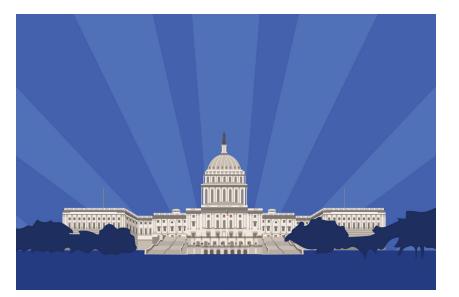


























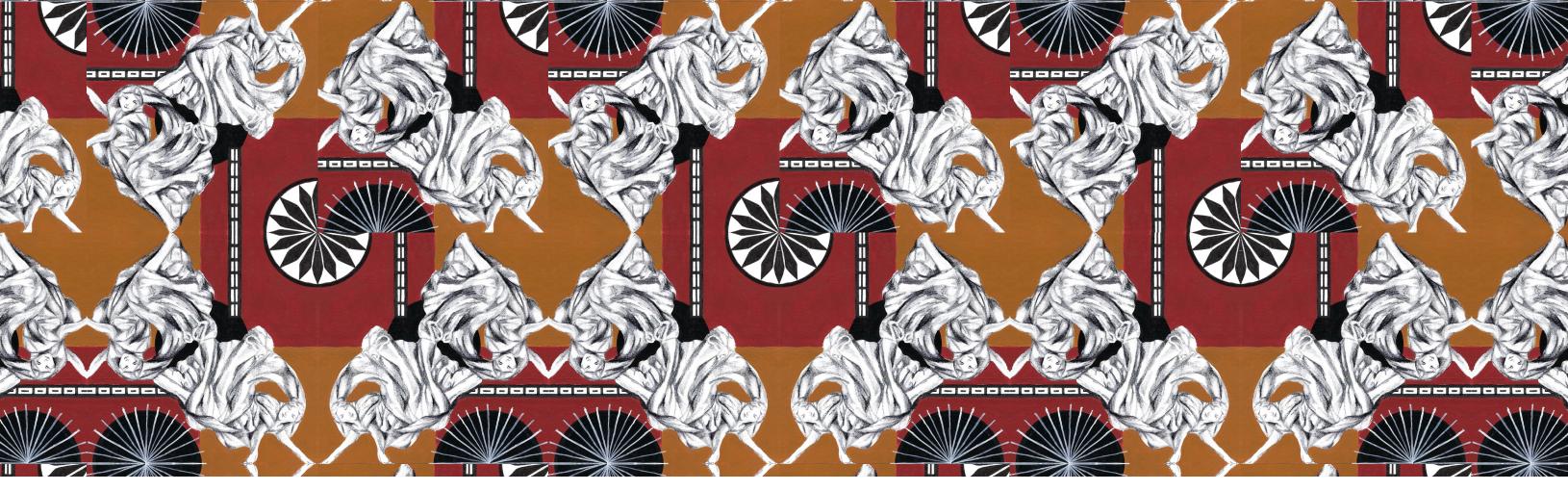
PATTERNS PATTERNS PATTERNS

2021

Illustration | Pattern Design

Pattern design project inspired by the early 20th century circus aesthetic. A configuration of open and semi-closed spaces with dynamic forms to create a cohesive singular line of pattern.

A second pattern uses classical Greco-Roman elements with the same principles.

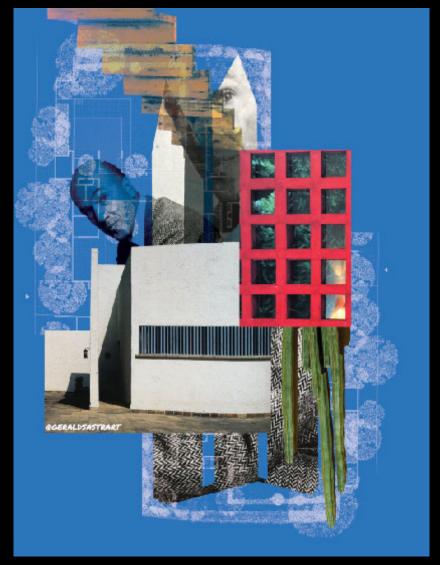






MISCELLANEOUS PROJECTS





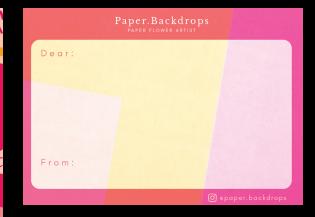






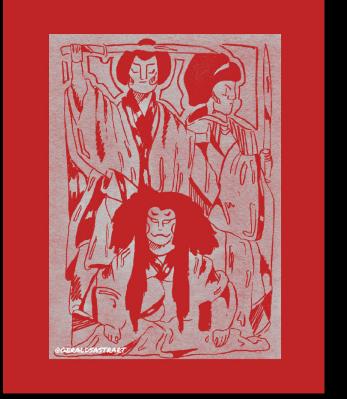


























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Jose Romero Joshua Unikel

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Virginia Patterson

Vyckie Avila

Weston Porter

Yoon Kim

