



Michael **Fabian** K.
Portfolio 2010 - 2014

{ HELLO! }

おはよう・こんにちは・こんばんは



Michael Fabian K.

Soon-Fresh Graduated Student Majoring in Visual Communication Design At School of Design Binus University.

As Creative, I'm amiable, passionate and have a **'can-do'** attitude.

"I am always eager to learn more."

But I quite sure we have many things in common. We both love art, and we grow up as a **human** being.

Thanks and this is the collection of my artwork so far,

Biography

FULL NAME	Michael Fabian K.
D.O.B	Djakarta, 07 08 1990
RELIGION	Agnostic Christian
ADDRESS	Taman Anggrek Kondominium Tower 6 Unit #21B Letjen S. Parman Kav. 21, West Jakarta, 11470
MOBILE	+62 817 66 11 858
EMAIL	michaelfabiank@gmail.com

Education

2010	School of Design, New Media Bina Nusantara University (expected Graduation November 2014)
-------------	--

Abilities



*Wacom User & Can Handle Microsoft Office

Experiences

3rd Place For Online Insane Poster Competition on Freelance Review.Net

Expo Commitee for School of Design Expo '10

PA
ST

2011

2012

JU
NY

SE
PT

Binus BLC Buddy Coordinator 2015

Humas Commitee for School of Design TKH '11

Paralel Creative Studio (Act as **Art Director** & **Business Director**)
Business Unit for "metode reproduksi grafika" College Assignment

Joined PT. Jababeka Tbk. as Graphic Designer
Working on Jababeka Event "**Jababeka on the Sky**"

Joined Plankton Labs
As a **Freelance** Motionographer x Art Director
L'Oréal "Volcano" Concept Development
Alto Network Campaign Concept Development
JKT48 "Mengarungi Samudera" Motion Opening Concert

AU
GST

SE
PT

2013

2014

SE
PT

JU
LY

AP
RL

PRE
SENT

Joined Plankton Labs
As a Producer
Line Producer for **XL Axiata** Social Media Launch
Line Producer for **TRESemmé** Video Quiz
Producer for **Listerine** "Pandji & FIFA World Cup 2014"
Producer for **JKT48** "DVD Pajama Drive Gen 01 & 02"

As a Motionographer x Art Director
Opening Movie for **Mika**
Brisbane Fest. "**Pesta Rakyat 2012**"
Pocari Sweat Motion Infographic Presentation
Listerine Tutorial: How To. "**Tantangan 21 Hari**"
TRESemmé "**Style Secret**" Opening and Ending Bumper

Winning Pitch - **Niro Granite** 2013 Campaign "Print Ads"

Joined **DDB Group Indonesia** x **Tribal Worldwide Indonesia**
As an Intern (July - Sept '13)
Handling **First Media**, [**J&J**] **Clean&Clear**, [Single] **Pixable**, [Fonterra] **Annum**
Participate on Pitch with **BII Syariah**

As a Jr. Art Director (Oct '13 - Apr '14)
Handling **First Media**, [**J&J**] **Clean&Clear** + **Listerine**, [Fonterra] **Annum**
[Indofood Fritolay] **Quaker Oats** + **Lay's** + **Cheetos**, **Pegadaian**, **Playboy**
Participate on various Pitch

Packaging

PAGE
7

パッケージング

keyword:
build a **consumer protection** //

9

Gendis

13

Indomilk
Kids

PAGE
8

GEN DIS

*about the
story behind*

Gendis is a fashion apparel boutique focused in mixing traditional and modern with a little bit twist.

The idea is to create a packaging that can represent the feeling and the senses of Gendis.

elegant // packaging // 4th semester // student work





INDOMILK KIDS

インド・ミルク・子供

about the story behind

Indomilk Kids is a milk specially targeted for children. Currently superheroes are in favor and children need role models to follow.

The idea is to redesign the packaging to express a new message to children. That there's a new superhero in town, and he brings milky goodness with fresh taste. Time to drink up the milk, kids!



original design

superhero // fun // packaging // 4th semester // student work





Promotional Design

PAGE
17

出版デザイン

keyword:
to **promote** //

19

Never
Shout Never

PAGE
18

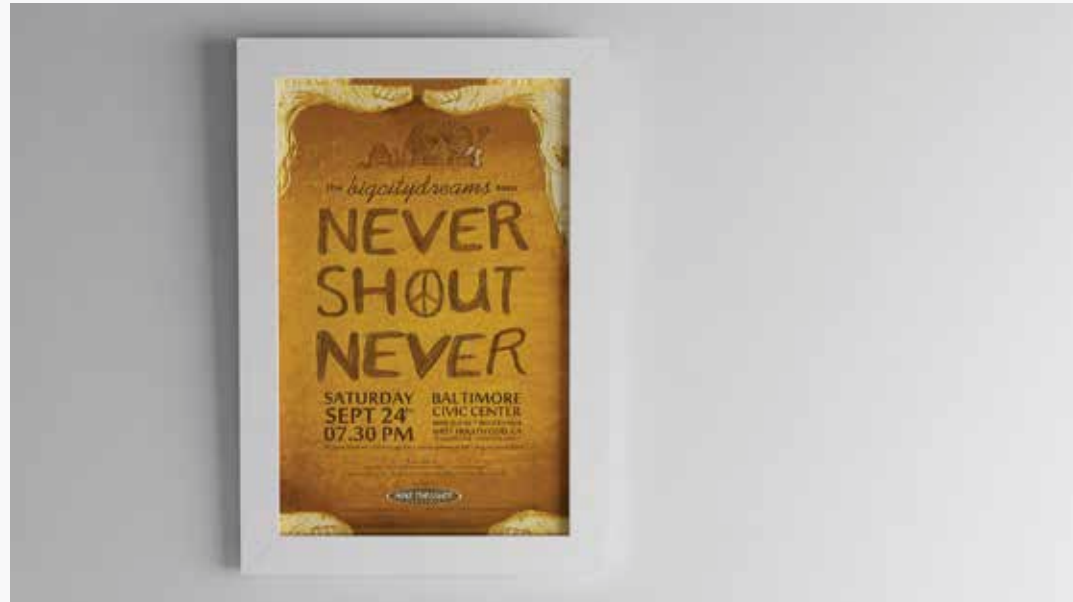
NEVER SHOUT NEVER

*about the
story behind*

Never Shout Never is an American Indie pop band formed in Joplin, Missouri in 2007.

The idea is to create a well-designed promotional item for their single "Big City Dream", so I came up with an art and craft style to simply denote and express their single in a visual form.

art&craft // promotional item // 3rd semester // student work





Advertising

PAGE
23

アドバタイジング

keyword:
to create a story with audience //

25

All Day I Dream
About Sneaker

29

Awal Sehat
Untuk Hidup Hebat

PAGE
24

ADIDAS

about the story behind

All Day I Dream About Sneakers was a global branding project created for adidas Originals, inspired by their brand creeds, 'Impossible Is Nothing' and 'Celebrate Originality'.

the idea is to re-create an advertisement from previous "adidas" advertising campaign with our own perspective point of view using only photography and digital imaging.

art direction // digital imaging // 3rd semester // student work





All Day I Dream About Sneakers 

QUAKER

about the story behind

Quaker Oats Company in Indonesia, owned by Indofood Fritolay

the idea is to create a new perspective campaign, so Indonesian people should start changing their "unhealthy" breakfast into quaker oats.

art direction // campaign // quaker oats // DDB Group Indonesia





Sarapan Pagi

UNTUK

ENERGI



SEPANJANG HARI

✓ SUMBER ENERGI BETA GLUKAN BAKTI TUMBUHAN
✓ SERAT TINGGI + KOLESTEROL



ANAL. SERAT UNTUK HATI HEBAT



KANDUNGAN SERATNYA



7X LEBIH BANYAK

DARIPADA

NASI PUTIH*

✓ SUMBER ENERGI BETA GLUKAN BAKTI TUMBUHAN
✓ SERAT TINGGI + KOLESTEROL

*BERDASARKAN 100g/100ml TERHADAP 100g/100ml NASI PUTIH, JENIS BAKING POWDER, 84% ASAM LACTIC



ANAL. SERAT UNTUK HATI HEBAT



JANTUNG LEBIH SEHAT

DEMAM



QUAKER OATS*

✓ SUMBER ENERGI BETA GLUKAN BAKTI TUMBUHAN
✓ SERAT TINGGI + KOLESTEROL

*BERDASARKAN 100g/100ml TERHADAP 100g/100ml NASI PUTIH, JENIS BAKING POWDER, 84% ASAM LACTIC



ANAL. SERAT UNTUK HATI HEBAT

Poster

ポスター

keyword:
proposing an idea //

35

Pocari
Sweat

37

Niro
Granite

POCARI SWEAT

about the story behind

Pocari Sweat (ポカリスエット Pokari Suetto) is a popular Japanese soft drink and sports drink, manufactured by Otsuka Pharmaceutical Co., Ltd.

The idea is to create a co-branding advertising between products and famous person (athlete).

pocari sweat // advertising // 6th semester // student work



NIRO GRANITE

*about the
story behind*

Niro Granite is ceramic company that manufactured in Switzerland since 1979.

The idea is to create an promotional launch campaign for their new tile collections.

niro granite // advertising // art direction // plankton labs



Motion Graphics

モーショングラフィックス

keyword:
to create a flow //

41

Pesta
Rakyat

43

Pocari
Sweat

PESTA RAKYAT

about the story behind

Pesta Rakyat is an event created by Indonesian Students abroad in Queensland, produced by the Indonesian Students Association of Queensland. This year Pesta Rakyat is taking the theme of "The Royal Wedding". You'll be escorted to a real Indonesian traditional royal wedding atmosphere that will indulge your senses with many wedding decorations and the philosophical meanings behind them.

In Plankton Labs, we create three teasers for this event, and I got the chance to animate two of the last series.

indonesian // brisbane annual event // motion graphics // plankton labs



POCARI SWEAT

about the story behind

Pocari Sweat (ポカリスエット Pokari Suetto) is a popular Japanese soft drink and sports drink, manufactured by Otsuka Pharmaceutical Co., Ltd.

In Plankton Labs, we create motion animation for pocari sweat company profile presentation as for my job is to make an one-third of the full motion and doing the final revision.

company profile // pocari sweat // motion graphics // plankton labs



Motion Graphics

モーショングラフィックス

keyword:
to create a flow //

JKT48: LIVE IN CONCERT

*about the
story behind*

JKT48: Live In Concert, is an annual tour that JKT48 Member doing all across the 34 countries in Indonesia.

In Plankton Labs, we create opening concert that will be played all over their concert, and i got the chance to take command for art direction and animating it.

jkt48 // art direction // motion graphics // plankton labs

PAGE
47



Web Design

ウェブデザイン

keyword:
to establish an up to date connection //

51

Bunbury
Music Festival

53

Annum
9Mums

BUNBURY FESTIVAL

*about the
story behind*

Bunbury Festival, LLC is a Cincinnati-based event production company. The company is owned by Bill Donabedian former managing director of Fountain Square and co-founder of the MidPoint Music Festival.

The idea is to create a layout suitable for music festival website, so I came up with a 960grid system layout as a base.

music festival // website // sixth semester // student work



ANMUM 9MUMS

*about the
story behind*

9mums is an ongoing Campaign where all mums can share their story.

The idea is to re-design their old website into something that more suitable to their image.

9Mums // website // Annum // Tribal Worldwide



Web Design

ウェブデザイン

keyword:
to establish an up to date connection //

57

Surveyor
Indonesia

59

Bloomberg
TV Indonesia

PT. SURVEYOR INDONESIA

*about the
story behind*

Surveyor Indonesia was incepted on 1 August 1991. Initially, this company mission was to assist the Government of Republic of Indonesia in expediting the flow of capital goods and equipment from all over the world to Indonesia, to the world class standard Pre-Shipment Inspection.

The idea is to redesign a layout suitable for a world class company website with a clean look and easy navigation, unlike the previous website.

government // website // sixth semester // student work



BLOOMBERG TV INDONESIA

*about the
story behind*

Bloomberg TV Indonesia is a 24-hour business news channel in Indonesia, the channel is 'not only deliver news in the numbers and data, but also provide insights and analysis on market movements, as well as the relevant decision-makers thought in Indonesia.

The idea is to make an insertion page for several new event from the previous website.

bloomberg tv // website // insertion page // DDB Group Indonesia

PAGE
59



PAGE
60



Social Campaign

ソーシャルキャンペーン

keyword:
rising people attention //



“TERTANYA, SI JAKAYA,
LEBIH DARI 150 RIBU ORANG
GESIT YANG TIDAK BAPAT
DIBAGAI BEKAS, MUNDI DAN
MINI BUS, BE-LOU KISA IT”

“GANG SEMPIT GAK JADI PENGHALANG, SI GESIT MENGANTAR PAKET ANDA TANPA BENTU IT”




“TERTANYA, SI JAKAYA,
LEBIH DARI 150 RIBU ORANG
GESIT YANG TIDAK BAPAT
DIBAGAI BEKAS, MUNDI DAN
MINI BUS, BE-LOU KISA IT”

“GANG SEMPIT GAK JADI PENGHALANG, SI GESIT MENGANTAR PAKET ANDA TANPA BENTU IT”



{FIN}
有難うございます。

