



THE DESIGN PORTFOLIO

Hello,

I am Ivanna Cerelia Suryo.



I'm a fresh graduate of Binus University
majoring in Graphic design.

I have a huge interest in visual identity design and
willing to learn more about another graphic design fields.

I'd be really glad if you gave me the chance to work
at your design agency.

Here are my short resume and mini portfolio. Happy reading! :)



IVANNA CERELIA SURYO



Solo / 30 . 12. 1990

FORMAL EDUCATION

SMP Kalam Kudus Surakarta (2003-2006)

SMA Regina Pacis Surakarta (2006-2009)

Bina Nusantara University, School of Design (2009-now)

EXPERIENCES

Consumption Division - TKH DKV Binus 2010

Head of Consumption Division - TKH DKV Binus 2011

Organizer - Seminar Aplikasi & Eksplorasi Tipografi dalam Desain Grafis di Industri

Public Relation Division - HIM DKV Binus 2012

Public Relation Division - Bantex Design Competition 2012

Design Division - Plaza Desain 2012 'Osmosis'



PERSONAL CONTACT

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SOCIAL MEDIA

[behance.com/cerelia](https://www.behance.com/cerelia)

[kreavi.com/ivannacerelia](https://www.kreavi.com/ivannacerelia)

[facebook.com/icerelia](https://www.facebook.com/icerelia)

twitter.com/i_cerelia

[instagram.com/i_cerelia](https://www.instagram.com/i_cerelia)

NICE

TO

HEAR

FROM

YOU



sneak
peak



SOME
WORKS

I'VE

DONE

S O F A R





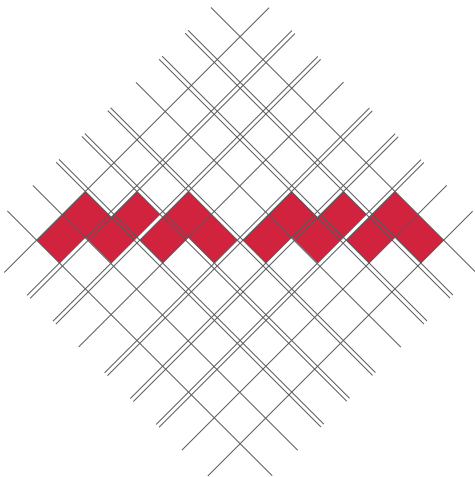
Visual Identity Design

NANA

A visual identity design of myself.

My fullname is Ivanna Cerelia Suryo, but a lot of my friends simply call me 'nana'.

The keywords of the identity are: energetic, bold, and simple.



 IVANNACERLIA









TAKSIPUTRA

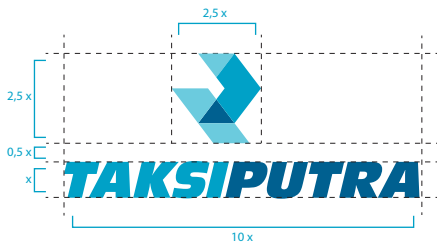
Visual Identity Redesign

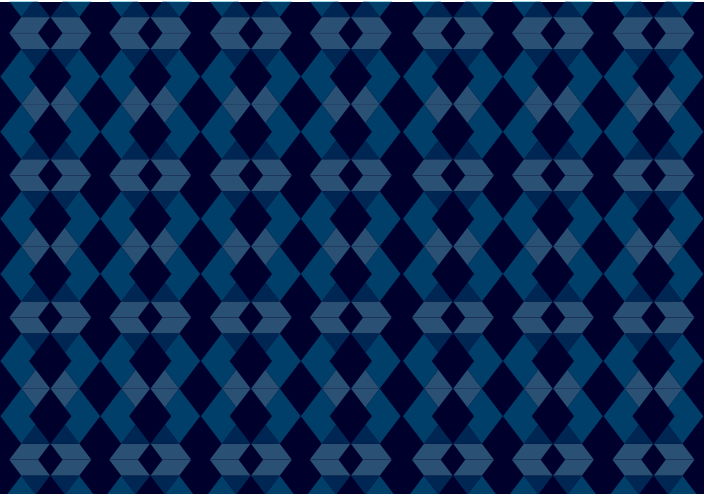
TAKSI PUTRA

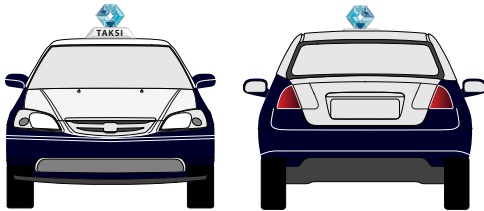
A visual identity redesign of one of the best taxi companies in Jakarta.

Taksi putra is quite famous for its good service based on the experiences of its old customers. Unfortunately, the identity design is not too convincing to new customers.

Based on the survey, the old design seems dull, boring, and suspicious. Therefore I try to make it more trustable to attract new customers.









TAKSIPUTRA



TAKSIPUTRA



TAKSIPUTRA

TAKSIPUTRA

DAFTAR ISI



TAKSIPUTRA
GRAPHIC STANDARD MANUAL



Sebarkan
kata-kata baik

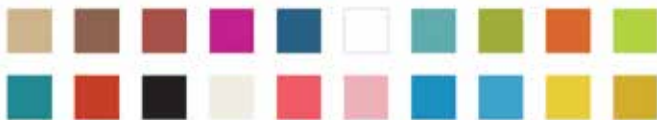
Social Campaign

SEBARKAN KATA-KATA BAIK

A social campaign which speaks about verbal abuse among elementary school students in Indonesia.

The idea of this campaign is to make students realize the power of words to other people feelings.

This campaign consist of weekly programs that persuade students to say something positive about their friends trough some interesting games, supported by interesting design. The idea of this campaign is just like the title, sebarkan kata-kata baik = spread the good words.



KEKERASAN VERBAL

DI KALANGAN ANAK SEKOLAH DASAR

94%

MENGALAMI KEKERASAN VERBAL

3% LUPA | 3% TIDAK PERNAH

PERNAH MENGALAMI KEKERASAN VERBAL OLEH SIAPA SAJAK?



PERASAAN SEBAGAI KORBAN?



TANG INGIN DILAKUKAN?



*Lambit: memukul/menampar/menendak/menampar/menendak

EFEK

TIDAK PERCAYA DIRI
MENJADI PENAKUT
INGIN BALAS DENGAN
SIFAT / PERILAH NEGATIF
JATI DIRI RUSAK

KATA KATA NEGATIF



26%
BOOOH



26%
TIDAK



19%
SIFAT



7%
HEWAN



6%
KASAR



4%
S.A.A.S



12%
DIL



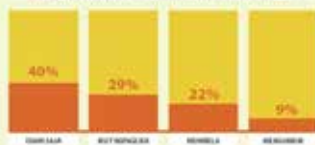
SETIDAKNYA

DELAPAN

DARI 10 RESPONDER

MENJADI PELAKU
KEKERASAN VERBAL

APA YANG DIJAWAB BILA MELIHAT TEMAN BERSUKA KORBAN?



CARA MENGATASI DAN MENANGGULANGI KEKERASAN VERBAL PADA ANAK-ANAK:

Berakrab baiklah positif | Jangan menyakikan | Tanggapi perasaan anak | Bangun jati diri anak | Adakan Pembinaan dan Konseling



SIJA SEGA PENYUNJAN KARTU ANAK JEMPOLAN

Siapa yang paling sayang dengan kartunya? 

Siapa yang paling sayang dengan kartunya? 

Siapa yang paling sayang dengan kartunya? 

Siapa yang paling sayang dengan kartunya? 



Sebarkan kata-kata baik



Siapa yang paling sayang dengan kartunya?



KEKERASAN VERBAL DI KALANGAN ANAK SEKOLAH DASAR

94%

Prevalensi anak mengalami kekerasan verbal di SMP dan SD di Kota Padang



Kategori	Prevalensi (%)
Prevalensi Kekerasan Verbal	94%
Prevalensi Kekerasan Fisik	18%
Prevalensi Kekerasan Psikis	12%
Prevalensi Kekerasan Seksual	1%

EFEK

Masa kecil yang penuh kekerasan verbal dapat menimbulkan dampak negatif yang signifikan terhadap kesehatan mental dan fisik anak.



Kategori	Prevalensi (%)
KATA KATA NEGATIF	28%
PERCANDAAN	26%
PERCANDAAN	19%
PERCANDAAN	7%
PERCANDAAN	6%
PERCANDAAN	4%
PERCANDAAN	12%

MEMORIAL DELAPAN

MEMORIAL DELAPAN

MEMORIAL DELAPAN

Kalau diejek, teman kamu bisa sedih, lho




100% TIONGHOA
100% INDONESIA

Publishing

100% TIONGHOA 100% INDONESIA

My final project for bachelor degree in design, a book about Chinese in Indonesia.

This book is mainly designed for young generation of Indonesian Chinese so that they can preserve their tradition.

I decided to design this publication because the majority of books that speak about Indonesia Chinese is too 'heavy' and 'texty' for younger generations.

I'm using bright colors and simple illustration style to make it easy-to-read so that it can trigger the targeted readers to learn more about this topic.

100% TIONGHOA
100% INDONESIA

100% TIONGHOA
100% INDONESIA









Skelly

Type Modification

SKELLY

A Typeface Modification based on Goudy Old Style - Bold, cut by a certain shape (shown next).

The name comes from the word 'skeleton' since the form of the typeface looks like some compositions of bones.

It is made for decorative purposes, therefore it is suggested to be used as headings instead of body text.

Skelly

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

The Quick Brown Fox
Jumps Over The Lazy Dog

The Quick Brown Fox
Jumps Over The Lazy Dog





Illustration

VARIOUS ILLUSTRATION PROJECTS

Some of the illustrations I've done so far, for academic and commercial purposes. Some done manually, some done digitally, some done by both methods.



Illustration for Nusantara, premium Indonesian spices



Illustration for Maxone Hotel in Sukabumi



Demi kenyamanan teman-teman, Ceritaceria selalu berupaya untuk memberikan pelayanan terbaik. Jadi, jangan ragu untuk menghubungi kami!



Buku-buku di Ceritaceria merupakan pilihan yang menarik dan mampu menambah pengetahuan teman-teman.



Ceritaceria sudah berbagi pengalaman dengan teman-teman sejak tahun 2002. Karena itu, jangan ragu untuk bergabung bersama kami ya!



WELIN!



Illustration for Cerita Ceria, book e-commerce website for kids



Various illustration projects

