Portfolio

Adele Packet

2023



Hello!

Welcome to my portfolio. Make yourself at home. Can I get you a drink?

My name's Adele. I'm a graphic designer with a strong interest in branding and design for the arts and culture sector, who is passionate about promoting community, not commodity.

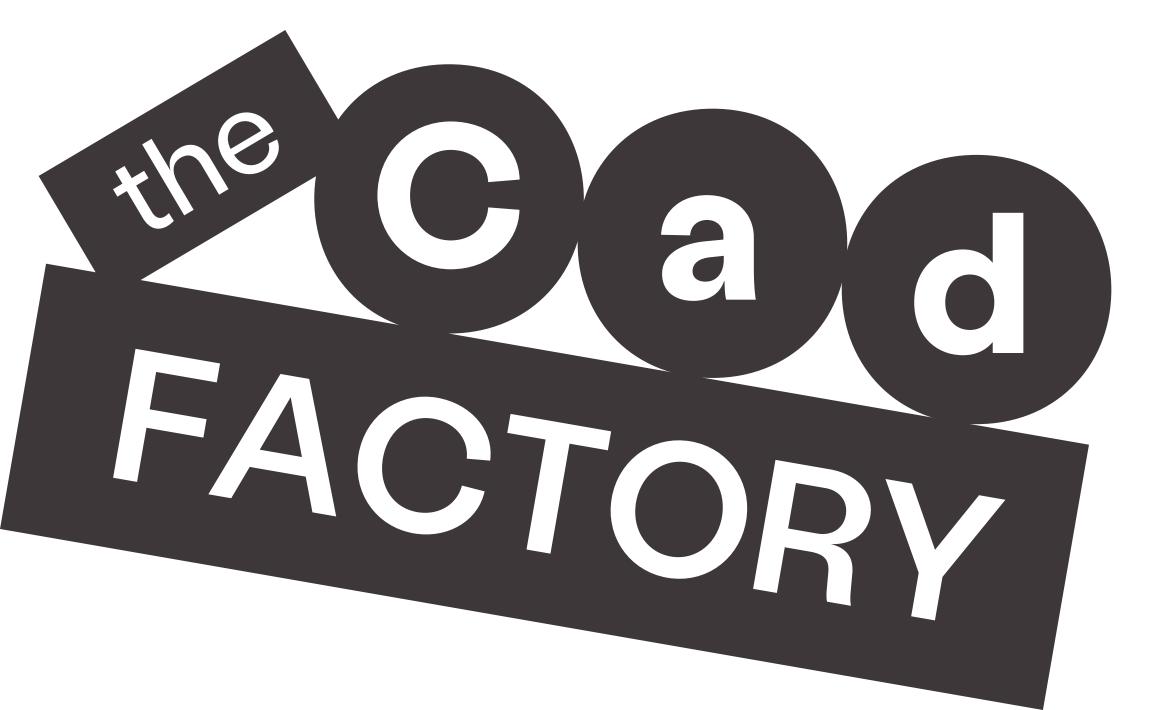
I've collaborated with clients ranging from small businesses to fashion brands to major arts organisations.

My design embraces bright colours and eccentric type to create bold and edgy, yet accessible and fun outcomes.

Go ahead, check me out.

I acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to lands, waters and communities. Always Was, Always Will Be Aboriginal Land.

The Cad Factory



Brand Identity

For artist led organisation, <u>The Cad Factory</u>. A balancing act that's edgy, yet joyful, light and playful.

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Waybali Murruway - Weaving Paths



Exhibition Identity & Catalogue

<u>An exhibition</u> of image, story and weaving by Wiradjuri communities, exploring culture and caring for Country.

Exhibition Identity & Catalogue







KH



An exhibition of image, story and weaving by Wiradjuri communities, exploring culture and caring for Country.

Waybali

ΚY



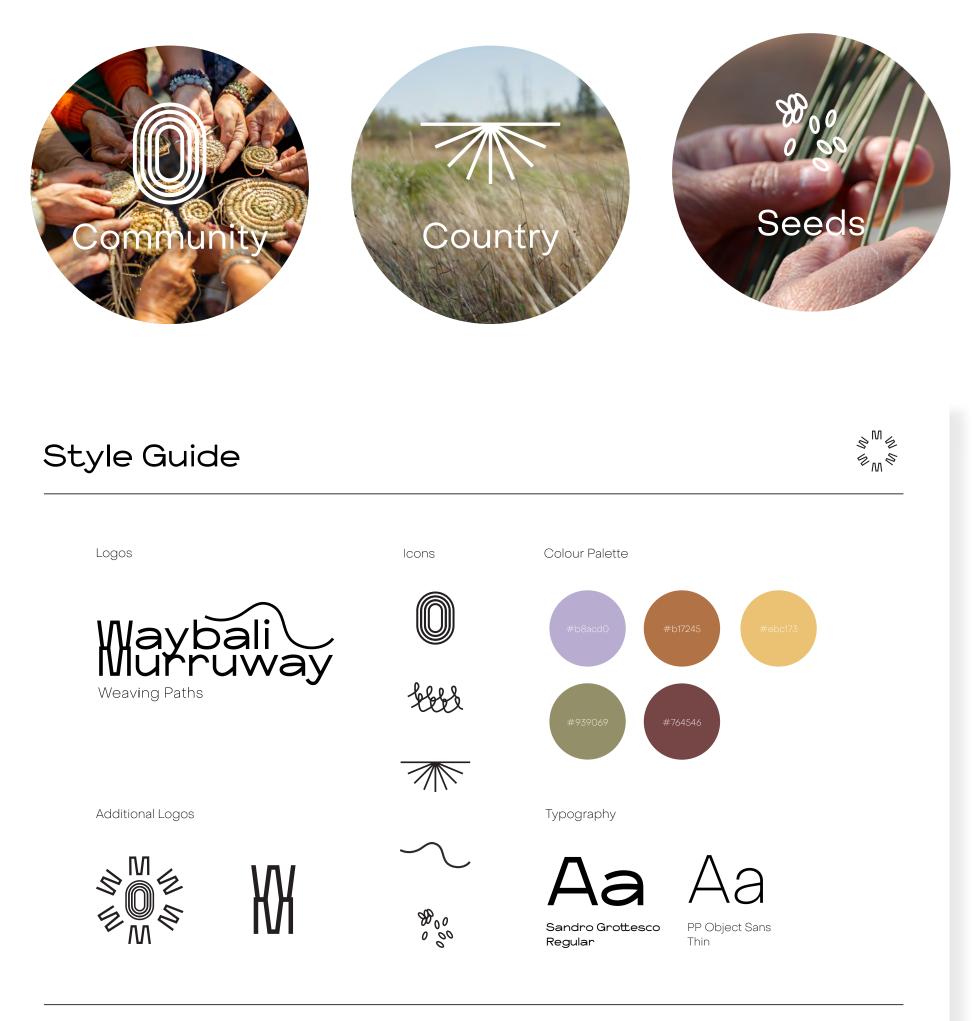
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Waybali Murruway Community Workshops





Exhibition Identity & Catalogue



Waybali Murruway

An exhibition of image, story and weaving by Wiradjuri communities, exploring culture and caring for Country.





FRESH 2023



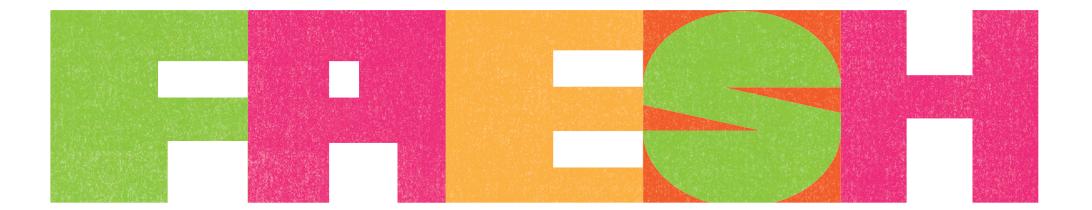
Event Identity

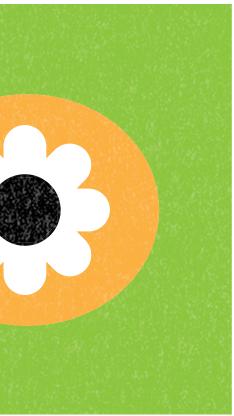
For an <u>intergenerational program</u> curated by Wagga Wagga City Council. Blending new and old through form, colour and texture.

Event Identity



For an intergenerational program curated by Wagga Wagga City Council. Blending new and old through form, colour and texture.





Halfway Print Fest Saturday i April | 12pm to 5pm Free | Visit: halfwayprintfest.com

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Paper Birds With Kim Barter Saturday 1 + Sunday 2 April | 10am to 1pm \$100 [+bf] | Limited places Tickets: wagga.nsw.gov.au/fresh

Bidgee Blues & Roots Club Inc. OPEN MIC AFTERNOON @ TILLY'S Sunday 2 April | 2pm to 6pm \$10 | Tickets at the door

Music Of Our Lives GORDON HALL [USA INC.] Monday 3 April | 10:30am to 11:30am Free | Bookings: wagga.nsw.gov.au/fresh

Man On The Twenty Dollar Note ANN BREWSTER [U3A INC.] Tuesday 4 April | 10:30am to 11:30am Free | Bookings: wagga.nsw.gov.au/free

Twin City Skate Wagga ROLLER DISCOS Wednesday 12 + Thursday 13 + Friday 1 + Saturday 15 + Sunday 16 April Various timings Tickets: twincityskate.com.au

Alison Brahe Daddo AUTHOR TALK Friday 14 April | 6pm to 7.30pm From \$20 [+bf] M Tickets: wagga.nsw.gov.au/fresh



Clay Mug Making Workshop WITH ANGELA CHAMP Sunday 16 April | 10am to ipm \$100 [+bf] | Tickets: wagga.nsw.gov.au/frea

FRESH EARS Ft. Tim Rogers INTERGENERATIONAL MUSIC GIG Sunday 16 April | 11am to 12:30pm Free | Places limited Bookings: wagga.nsw.gov.au/fresh

Wagga Wagga Zine Zine WOLLUNDRY DREAMING Monday 17 April | 10am to 12:30pm THE CURIOUS RABBIT Wednesday 19 April | 2pm to 4:30pm Free | Bookings: waggalibrary.com.au

Bush Animals: Sculpting Hay With Wool WITH AUNTY BRONWYN RAZEEM Monday 17 April | Gpm to Opm Tuesday 18 April | 10am to 1pm \$30 [*bf] | Tickets: wagga.nsw.gov.au/fresh

Twin City Skate Wagga ROLLER DISCOS Tuesday 18 * Wednesday 18 * Thursday 20 April Various timings Tickets: twincityskate.com.au

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Bespoke Lampshade Workshop WITH KATE MALFROY Saturday 22 April | 10am to ipm \$100 [+bf] | Tickets: wagga.nsw.gov.au/fres

How To Become An Activist Writer BOORANGA WRITERS' CENTRE Saturday 22 April | 1:30pm to 5:30pm \$40 [+bf] | Tickets: wagga.nsw.gov.au/fresh

Clay Mug Making Workshop WITH ANGELA CHAMP Sunday 23 April | i0am to ipm \$100 [+bf] | Tickets: wagga.nsw.gov.au/frest

The Curious Rabbit Presents EVICTED! A MODERN ROMANCE INDIE FILM SCREENING Wednesday 26 April | 7pm to 9pm \$22 [+bf] | Tickets: thecuriousrabbit.com.a

In Motion: OPEN BEGINNERS CONTEMPORARY DANCE CLASS Thursday 27 April | 10:30am to 11:30am \$20 [+bf] | Tickets: wagga.nsw.gov.au/fresh

Eastern Riverina Arts Presents WORKSHOP - FUNDING AN INDIE FILM BY THE MAKERS OF EVICTED! A MODERN ROMANCE Thursday 27 April | 6pm to 8pm RSVP: easternriverinaarts.org.au

Intro. To Screen Printing And Fabric Design PRESENTED BY SIMONE DECKERS Saturday 29 April | 10am to 4pm \$120 [+bf] | Tickets: wagga.nsw.gov.au/fresh

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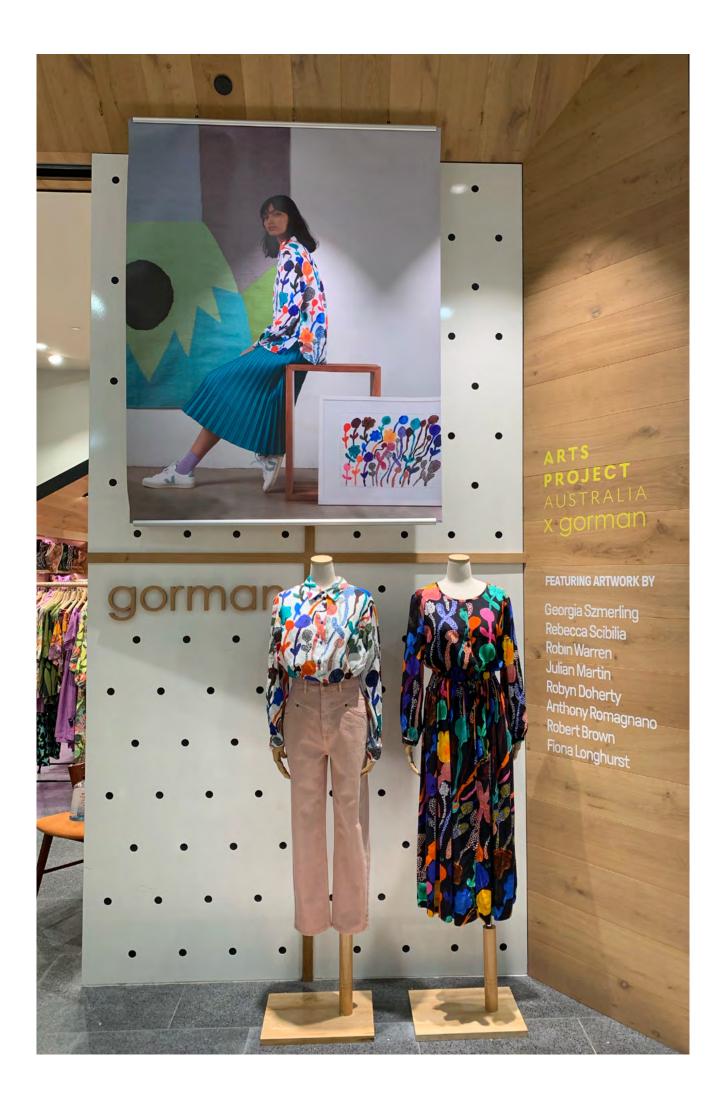
Gorman



Art Direction & Graphic Design

For the iconic Australian fashion label <u>Gorman</u>. Think bold, think print, think colour!

Art Direction & Graphic Design





Georgia SZMERLING b 1979, Melbourne

ia's artwork is featurer lolet Landscape, Flowing Florals



Rebecca SCIBILIA b 1980, Melbourne

cca's artwork is featu Felt Tip Forrest, Texta Moun and Texta Fields prin



Rebecca Scibilia is a Melbourne-based abstract artist who utilises a variety of media in her small and la paper and cam into the work.

les ceramics, painting

world. Ricl

ng, with a dor

zmerling has been a regular stu tist at Arts Project Australia nce 2003.

Scibilia has been a regular studio artist at Arts Project Australia since 1999

For the iconic Australian fashion label Gorman. Think bold, think print, think colour!

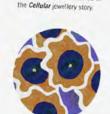




ARTS



Robin's artwork is featured in



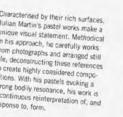
Julian MARTIN b 1969, Melbourne



centring his practice on oil pastel, paint pen and markers. His well paint pen and markers. His well established tonal aesthetic is similar to that of Rotiko's with a familiar softness and layered technique in ma-terial application. Warren is process orientated, creating dataited layered abstract pieces that resemble cellu-lar organisms natural and alien. His coflour choices and the transparency of layers create natural and luminous qualities that emphasise the sense of a living organism.

Robin Warren is an established artis

Warren has been a regular studio artist at Arts Project Australia for over twenty years.



Martin has been a regular studio artist at Arts Project Australia since 1988.



ARTS

PROJECT AUSTRALIA

x gorman

Art Direction & Graphic Design



For the iconic Australian fashion label Gorman. Think bold, think print, think colour!





castle gorman PLAY GROUND

Collection #6, AW21

Our newest collaboration is inspired by our love for silly words, big playful florals and rainbows in all the colours little minds can imagine.



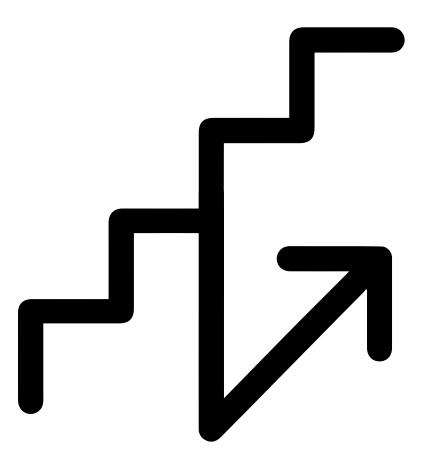


Australian artist Rachel Castle loves having a bit of fun. Her instantly recognisable art pops with visual energy and colour. An avid pop culture fan, she is known for her love of a good song lyric and an obsession with colour.





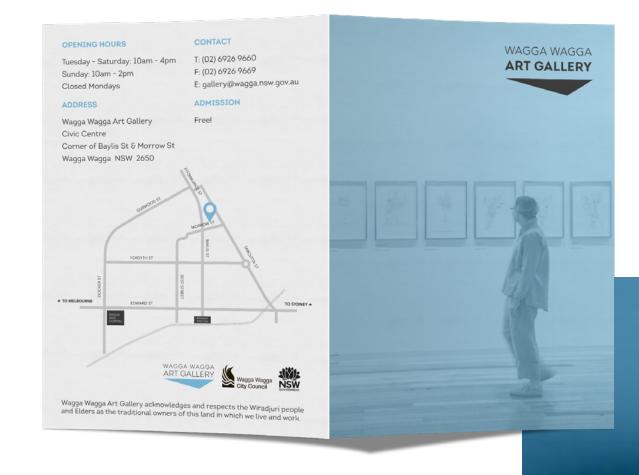
Wagga Wagga Art Gallery



Wayfinding

For a hard to navigate <u>art gallery</u>. Flexible and fixed signage in harmony with a simple map.

Wayfinding

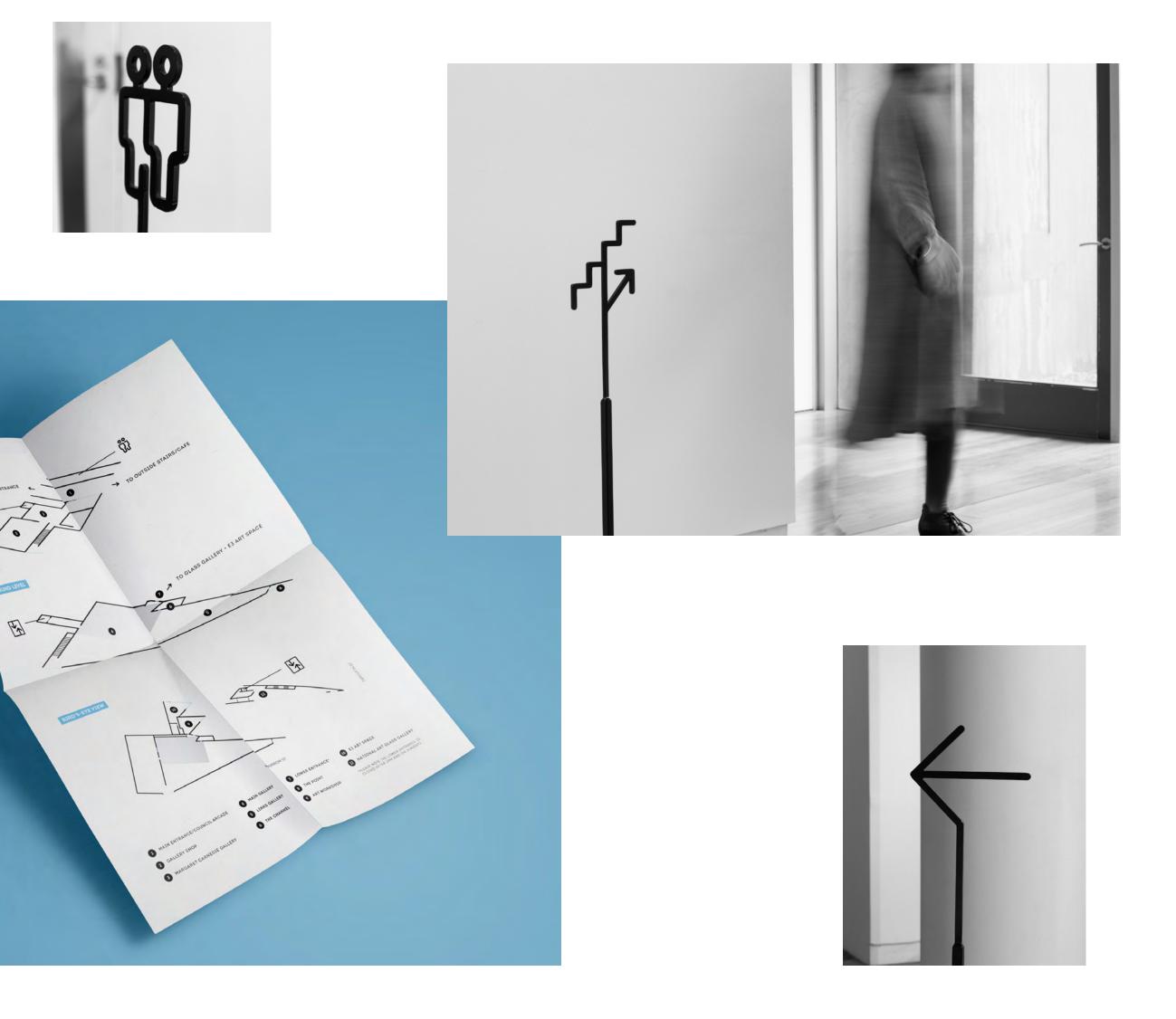


ARCADELEVEL

GROUND LEVEL



For a hard to navigate art gallery. Flexible and fixed signage in harmony with a simple map.



Halfway Print Fest



Event Identity

For an <u>independent publishing fair</u>. Fluffy, floaty and fabulous.

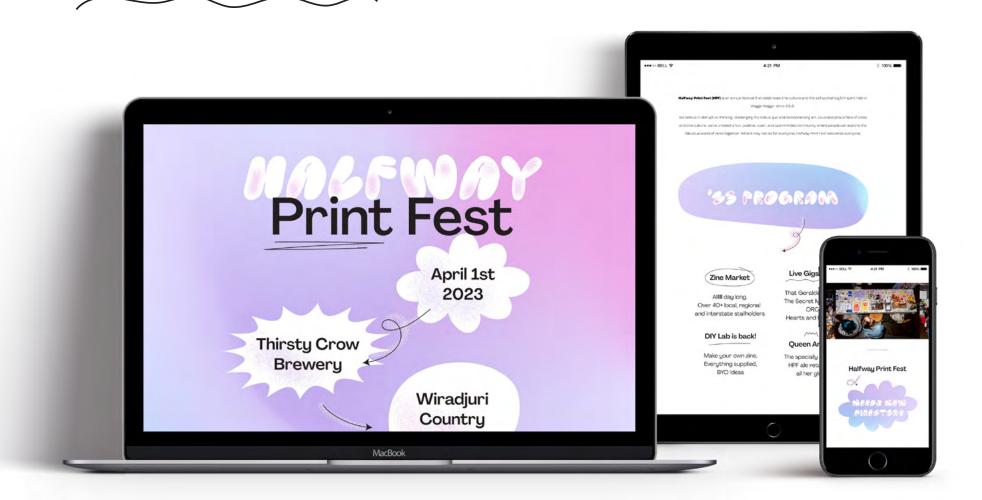
Event Identity







Feat. Live Gigs



For an independent publishing fair. Fluffy, floaty and fabulous.



Recipes I've Loved Before



Brand Identity

For a <u>recipe recommendation newsletter</u> by Sonya Gee. A mouthful of colour, fun and cheekiness.

Brand Identity



For a recipe recommendation newsletter by Sonya Gee. A mouthful of colour, fun and cheekiness.

