

PORTFOLIO

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Graphic Design

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FRUITIONARY

140-page double-bound book on the topic of Fruit Symbolism. **Fruitionary** covers both the Western and Eastern interpretations of fruit. The double spiral allows the reader to make side-by-side comparisons of various meanings of the same fruit.

I wanted this book to act similar to a dictionary. Hence the name, **Fruitionary**.

I included quiz-like spreads to engage the reader as well as summarise the chapters. It's all about making the topic easier to digest (just like fruit).

Fruits are mentioned in a wide variety of idioms and phrases. Their origins of use stem from beliefs and superstitions from all over the world. **Frutionary** celebrates both the differences and the commonality in these metaphors.





THE FRUITIONARY WAS CREATED AS PART OF A SECOND YEAR NCAD GRAPHIC DESIGN PROJECT – EVERYTHING ABOUT ONE THING: FRUIT SYMBOLISM.

DOCUMENTING THE SHARED USE OF FRUIT AS SYMBOLS IN THE WESTERN AND EASTERN SIDES OF THE WORLD.

PUBLISHED 7TH MAY 2024

FRUITIONARY

DIGGING DEEPER INTO THE FRUIT BOWL





ON THE WAY HOME!

As part of an entry for Creative Conscience 2024, I designed a card-style approach to help Third Culture Kids (TCKs) with their sense of belonging and to demystify the concept of 'home'.

The box contains a set of instructions, two dice and four sets of cards - each covering a different aspect of the TCKs' journey to belonging and finding home. As the user completes the prompts, they piece them together to form a 'home'.



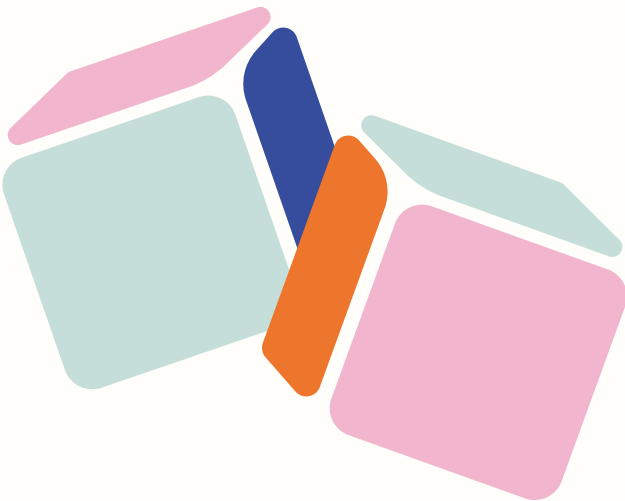
Who is this for?

By definition, Third Culture Kids (TCKs) are people who were raised in a culture other than their parents'. Due to their multicultural background, TCKs struggle with answering the question of 'Where is home?'

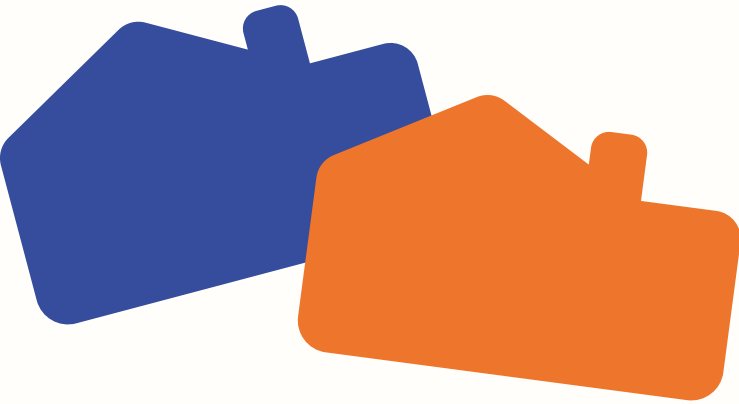
How does this help?

On the Way Home! approaches this question by prompting the user to connect with both their current environment and their parents' cultures.

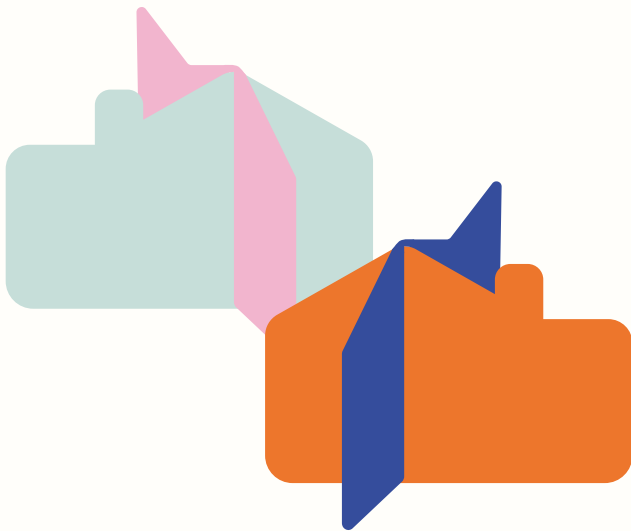
As they act out the prompts, they realise that home is not a singular place. Home is found all around you.



Roll the dice



Act out the prompts



Build up the homes!

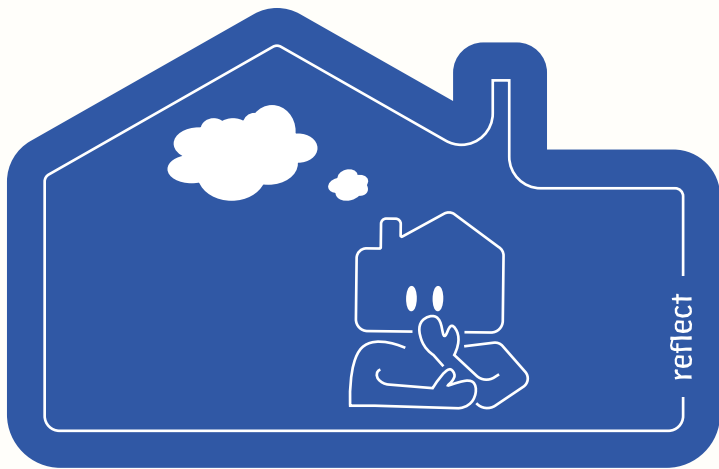
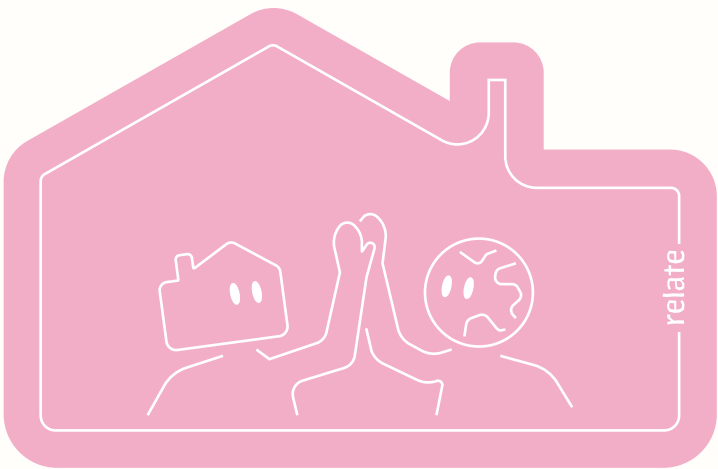
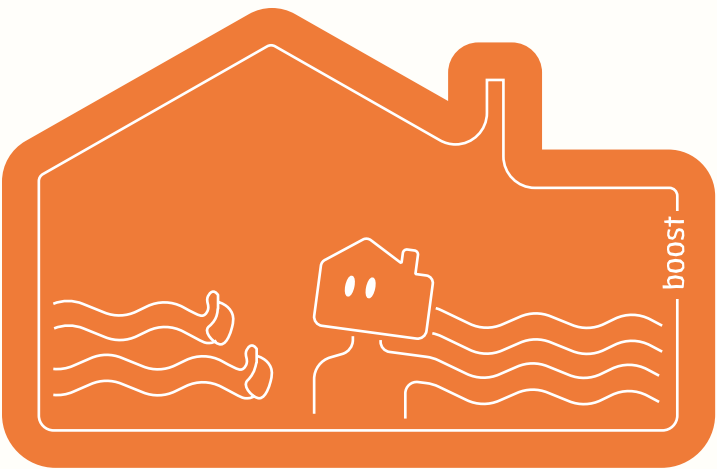
Font

LosLana Niu Pro



Palette

Categories



Boost - Motivational

Relate - Relatable

Connect - Engaging

Reflect - Personal

SCENT OF THE LIBERTIES

In this community-focused project, we designed a visual identity for a sensory experience that would take place in The Liberties Festival this summer. Working together with my tutor, Claire, and fellow student, Érne, we created a visual that speaks of scent and translates across both digital and print.

From gradients to textures and solid colours, we ended up taking a modular approach to show how the ingredients of the scent, as well as the stories behind them, build out on each other.

holding _____ space
SCENT OF THE LIBERTIES

ELDER

NAME OF

Childhood

1. What

2. Do you

3. What did w

4. Were there a

5. What was a hap

Streets & Markets

5. What did the Liberties

6. Do you remember the sc

7. Were there particular smells

8. How did the air change with the s

Work & Daily Life

9. What were your favourite sweets grow

10. Do you remember the smells of factories, t

11. Were there any scents associated with public h

itions & Community

ELDER'S – Liberties Scent Workshop Questionnaire (Please fill in before workshop and bring along)

NAME OF PARTICIPANT:

Childhood & Home Life

1. What were the familiar scents of your home when you were growing up in the Liberties?
PINE dettol

2. Do you remember the smell of your mother or grandmother's cooking or the perfume they wore? What did that smell like?
cabbage ~~bro~~ APPLE Tarts.

3. What did washing day smell like in your house?
Percal.

4. Were there any particular scents associated with childhood play or the streets you grew up on?
Guinness Liffey Keys and Rucklers.

5. What was a happy smell for you when you entered your house? Baking/cooking/cleaning products?
Apple Jam Tarts.

Streets & Markets

5. What did the Liberties smell like when you walked through it as a child or young adult?
Horse Horse Manure

6. Do you remember the scent of local markets like Meath Street or Thomas Street? Any scent memories?
Must

7. Were there particular smells from local shops, bakeries, butchers, or breweries that you still recall today?
cakes

8. How did the air change with the seasons—did the Liberties smell different in summer versus winter?
Summer was worse

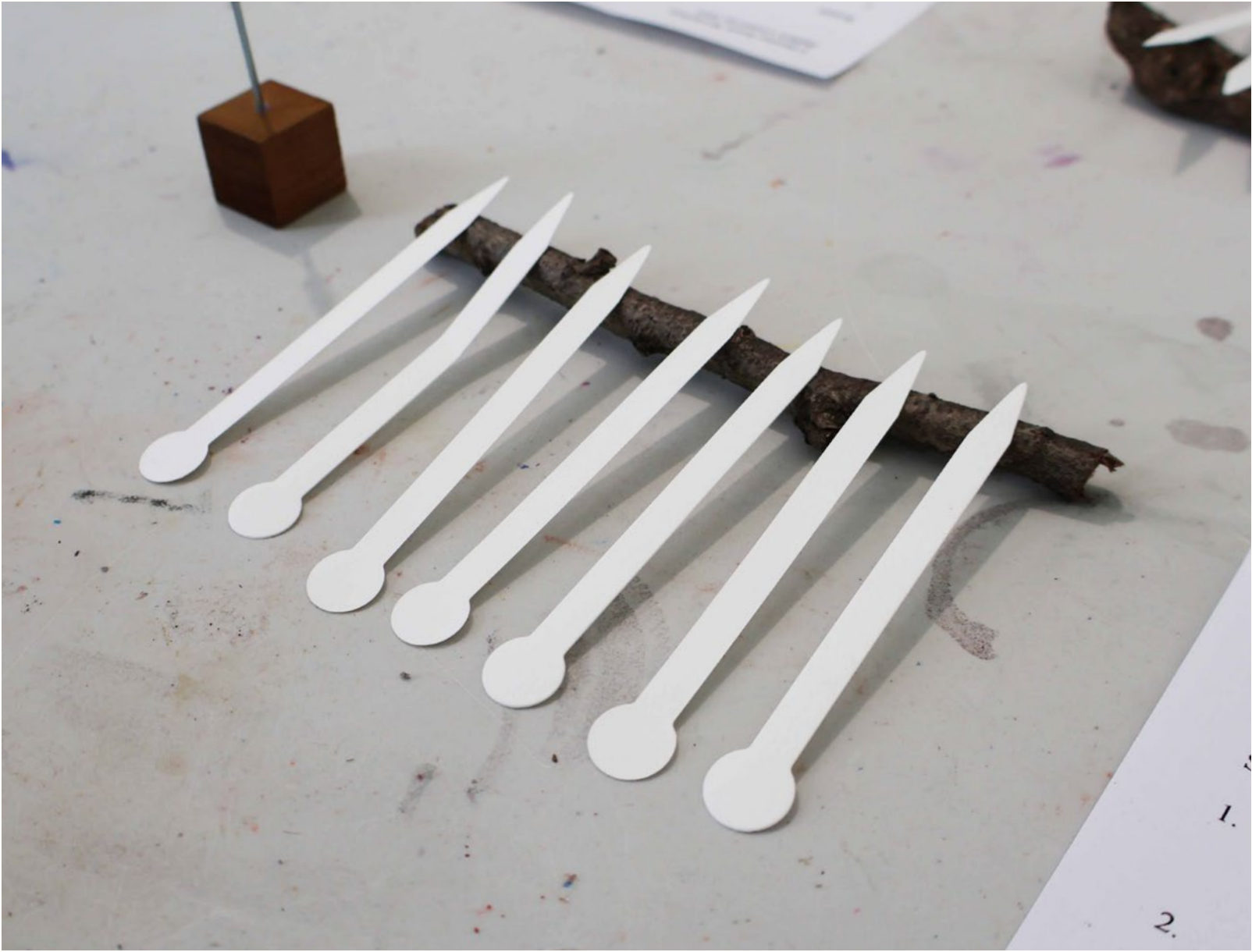
Work & Daily Life

9. What were your favourite sweets growing up and what did they taste like?
honey Bee caramels

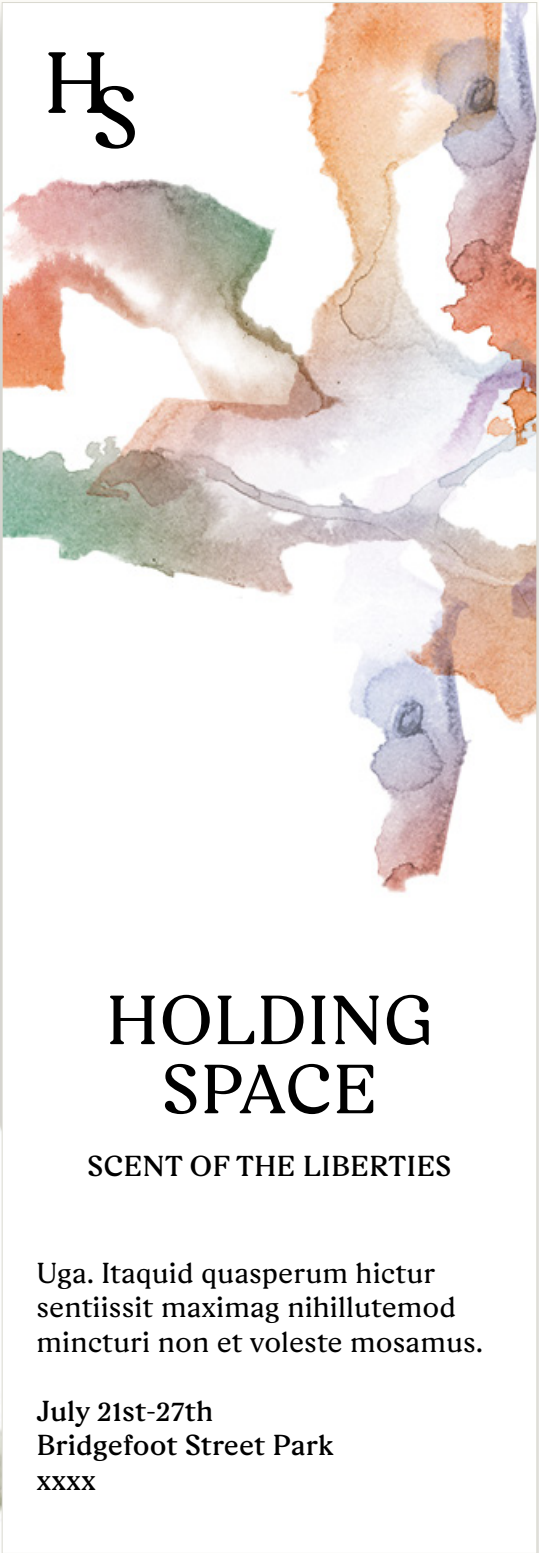
10. Do you remember the smells of factories, tanneries, or other industries in the area?
Guinnesses

11. Were there any scents associated with public houses, social clubs, or gathering places?
smoken.

Traditions & Community

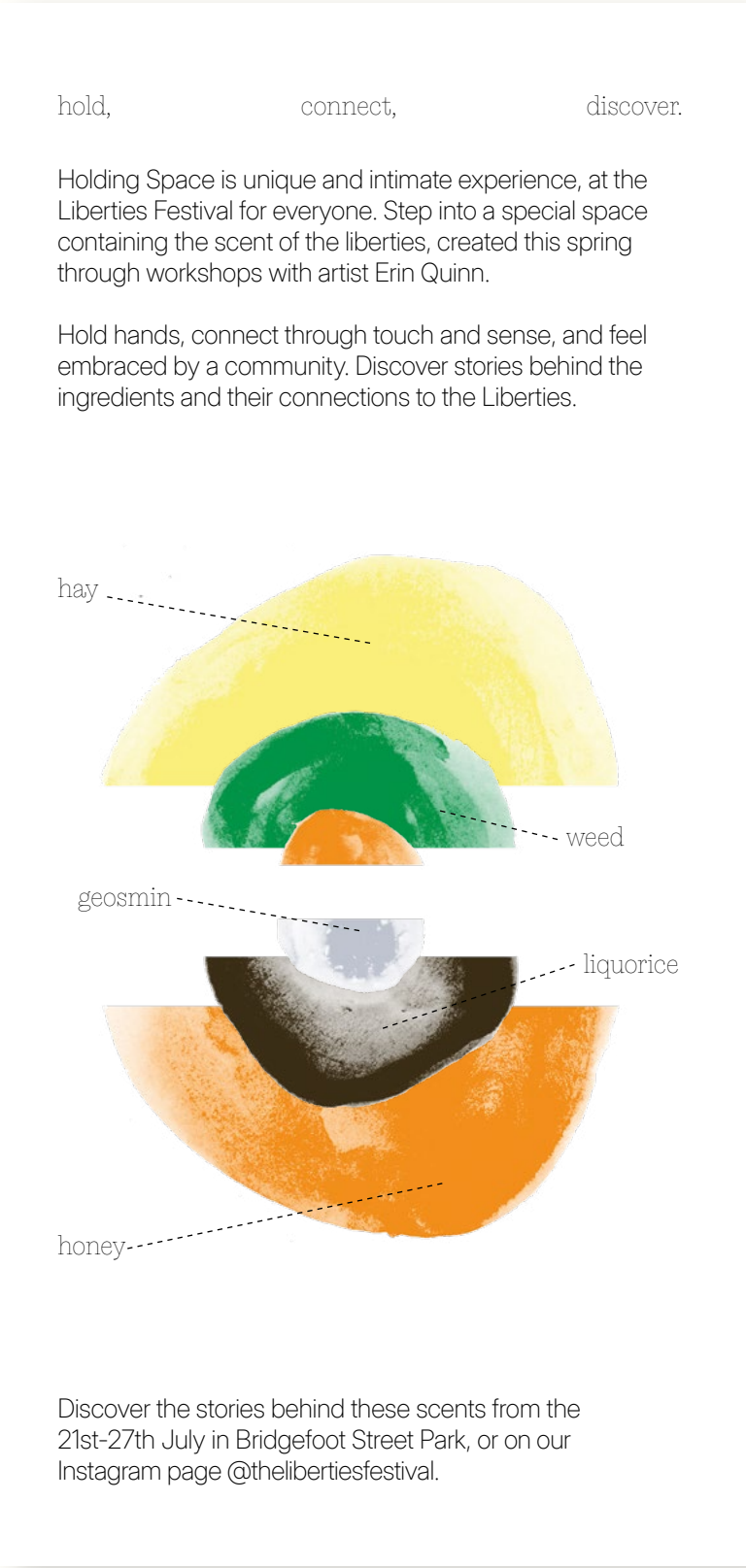


Building the scent that would be contained in a porcelain pebble (right). This pebble became a prominent motif for the visuals.

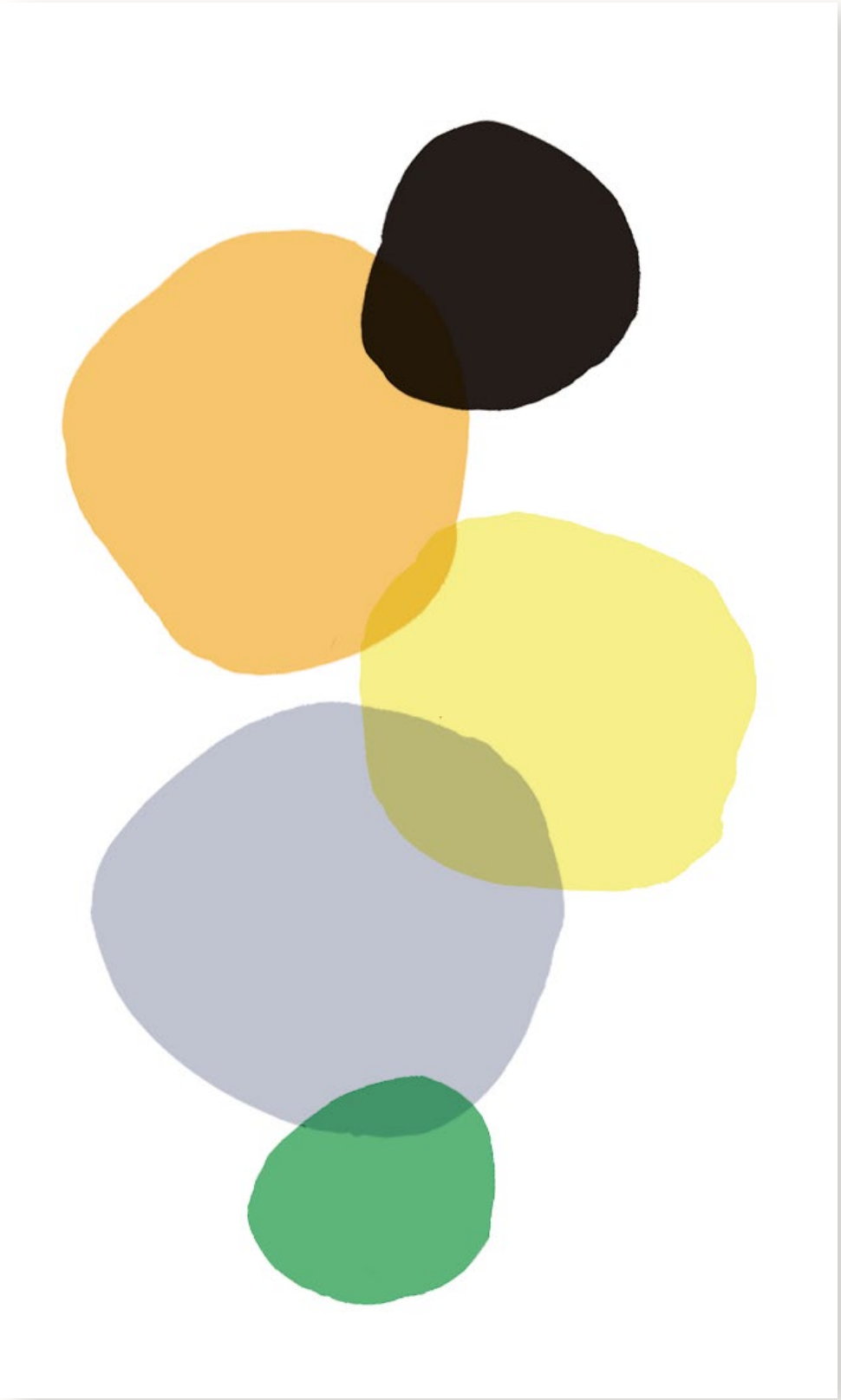




'Scent-pocket' flyers



Scent diagram



Colour palette extracted from ingredients



FILINCHEN-REBORN

For one of my modules in my exchange semester in Bauhaus Uni-Weimar, I had to rebrand a food brand. I chose to do it on Filinchen, a beloved cracker made in a town twenty minutes away from the university.

The rebranding involved not only packaging and logo design but also slogan-making, photography, social media reels, and exhibition curation.

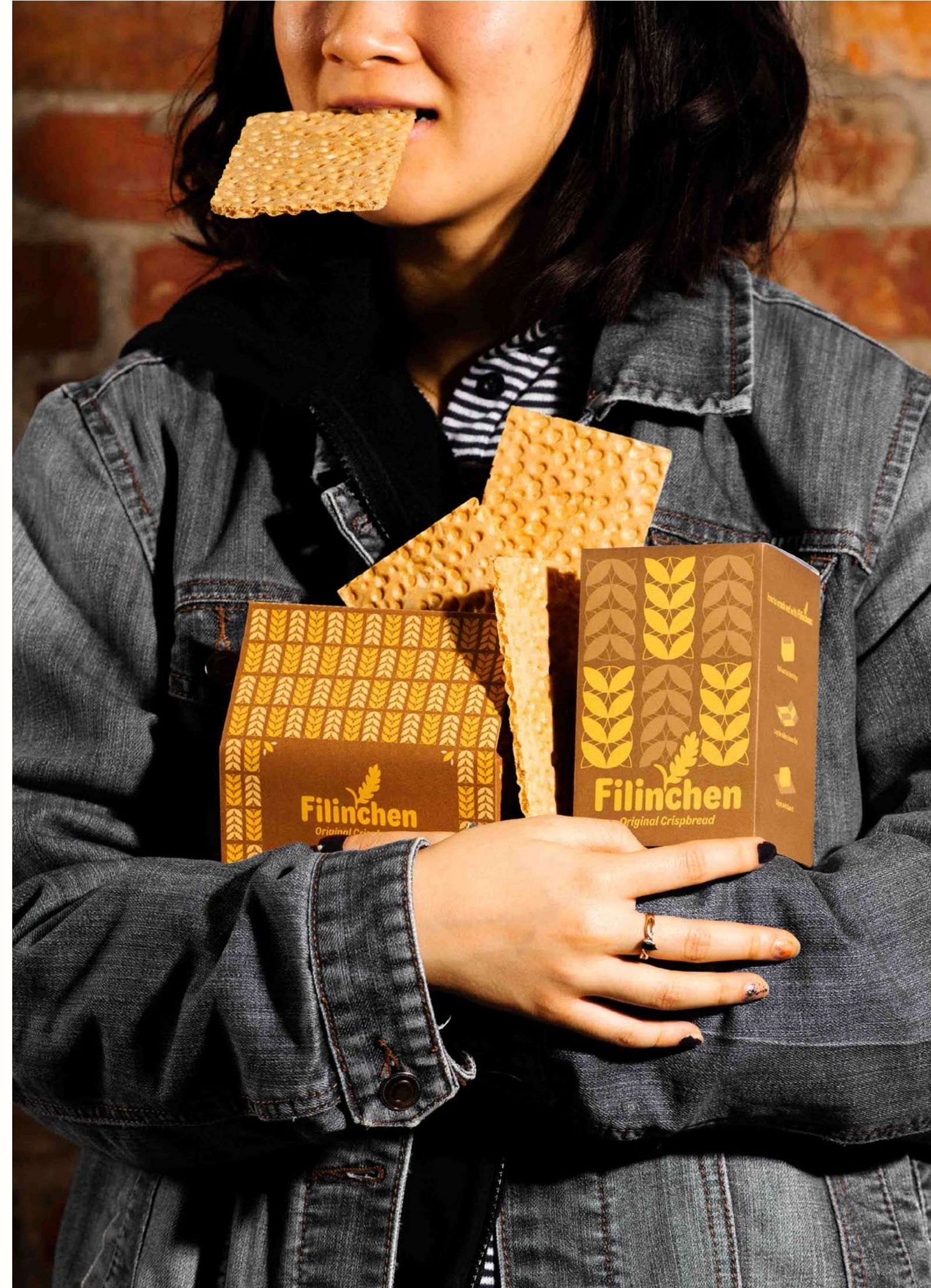
While refreshing the look of the brand, my designs still paid homage to its history and founders, referencing GDR patterns and former packaging.



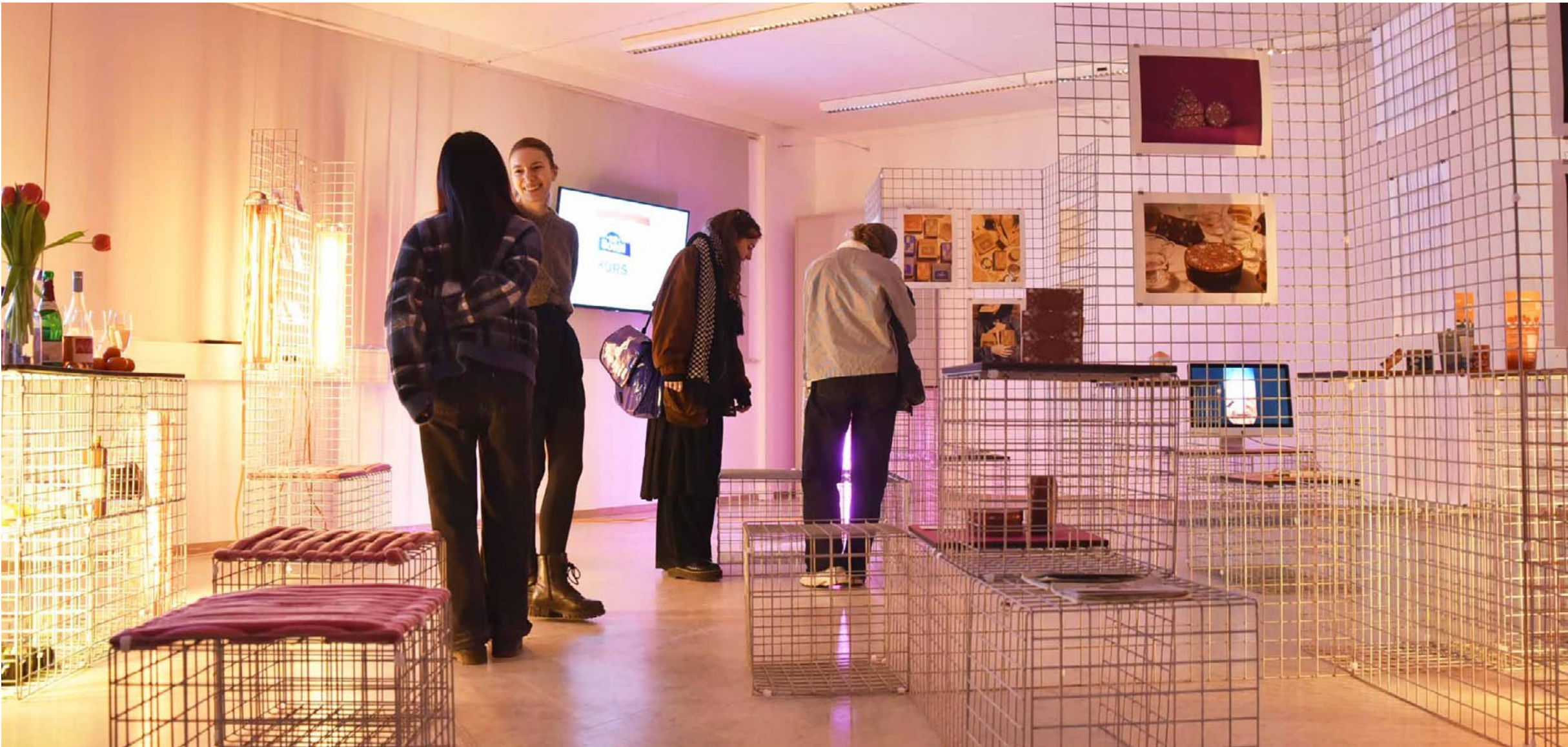
Previous logo
(1990-2025)



'Reborn' logo
(2025-???)



Showcasing the packaging redesign. References an [advertisement](#) from 2008. The slogan I had created for this brand was 'Crisp, crunch, crack on!', so I wanted to promote this product as a versatile, healthy snack that not only satisfies your cravings, but also helps you get productive.

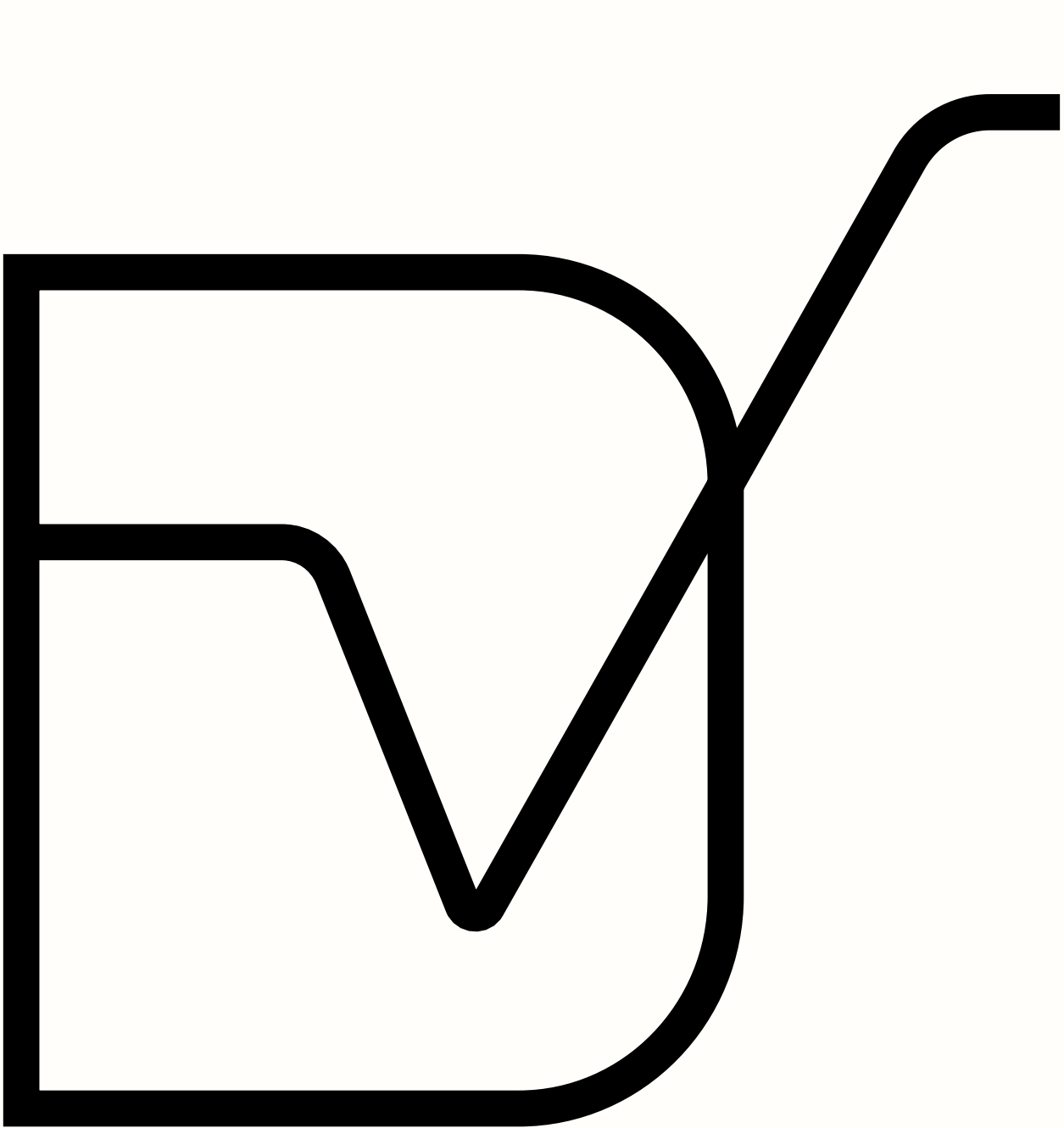




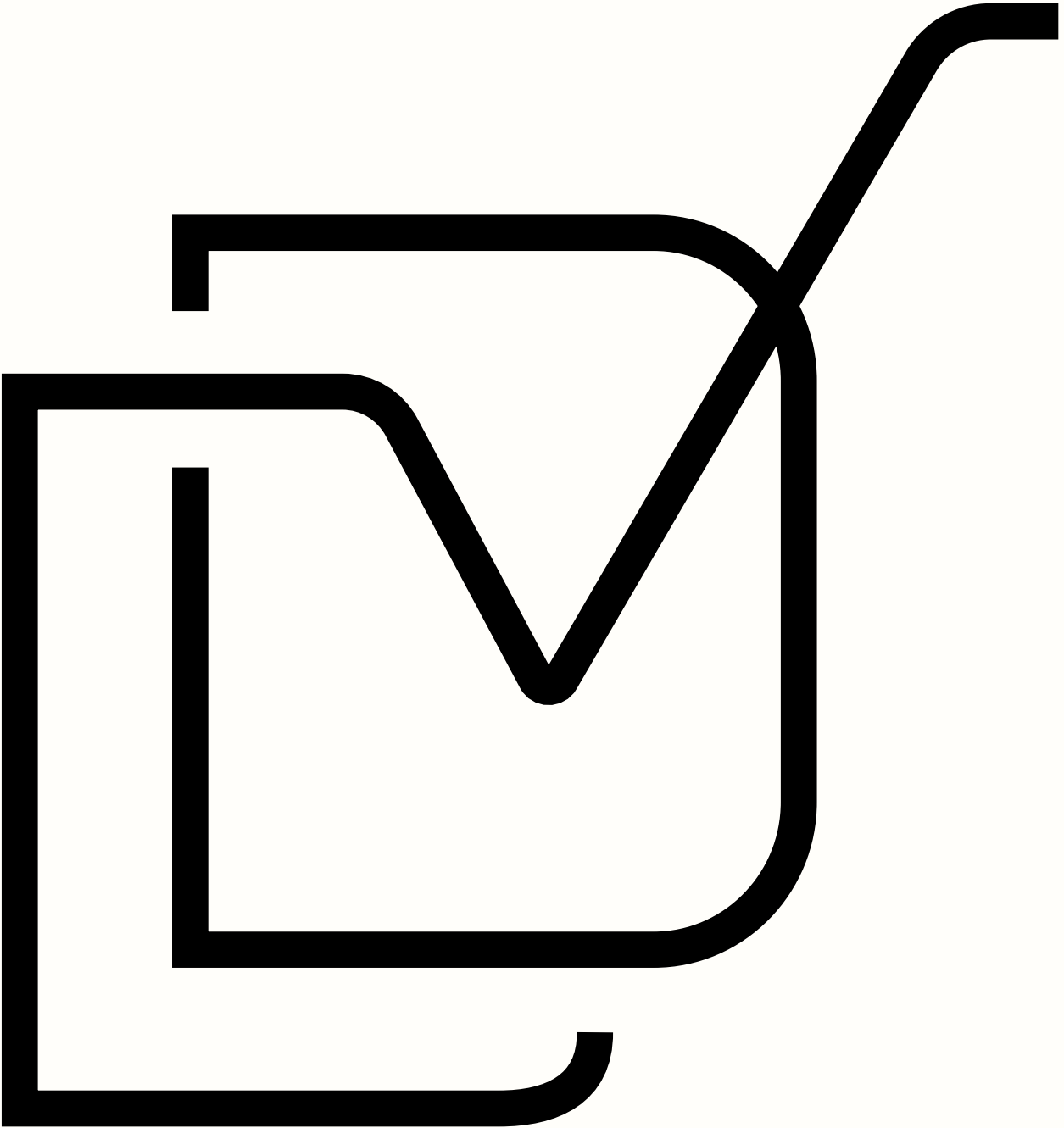
FAMILY MONOGRAM

In our typography module, I created a monogram of my mother's initials, D+V, in the shape of a tick box. One key trait that I wanted to convey was my mother's ability to multi-task and get things done.

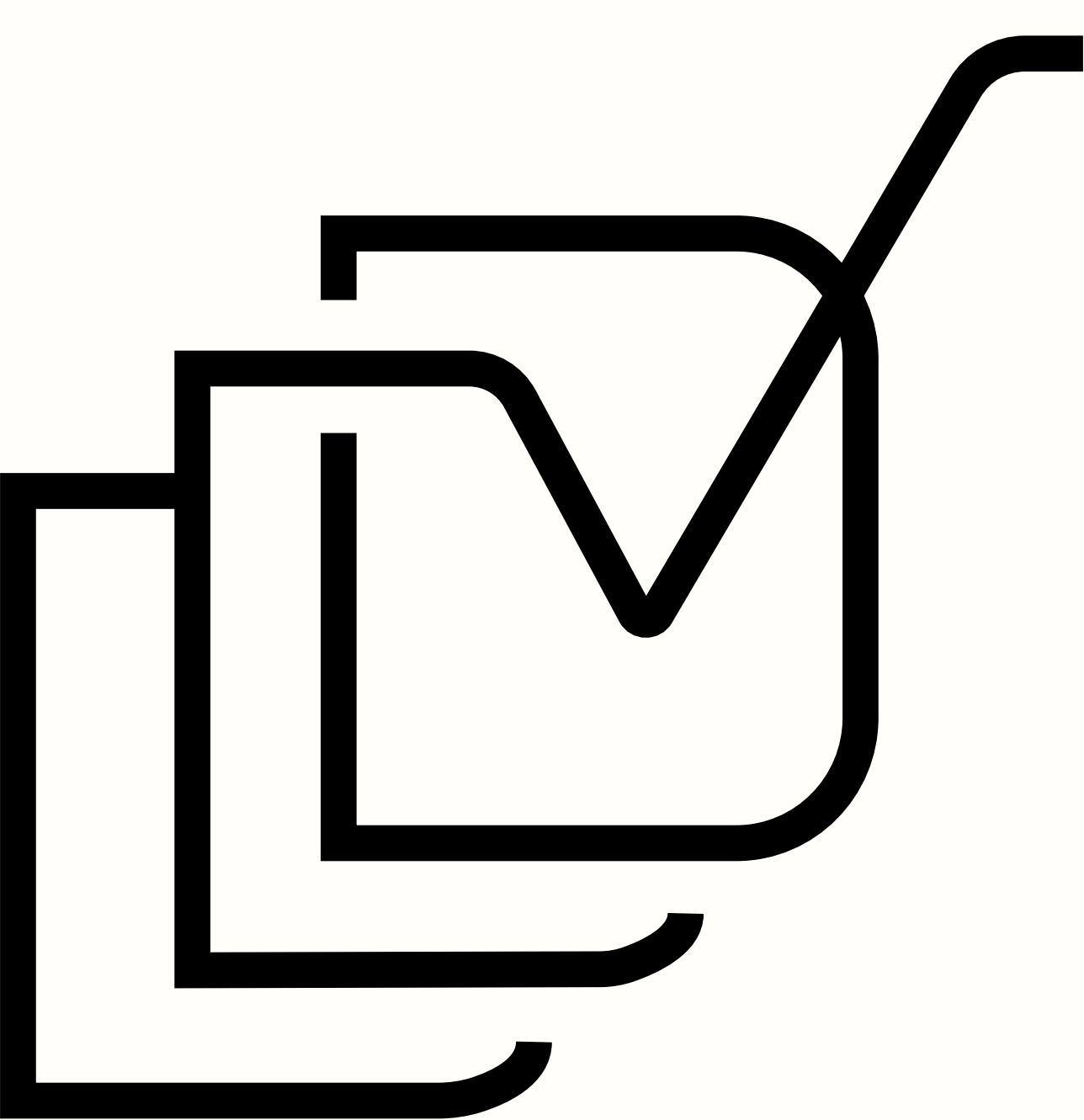
Later in the project, I realised this into a wooden stamp to show her hard-working nature and mark out all of her achievements.



okay that's out of the way

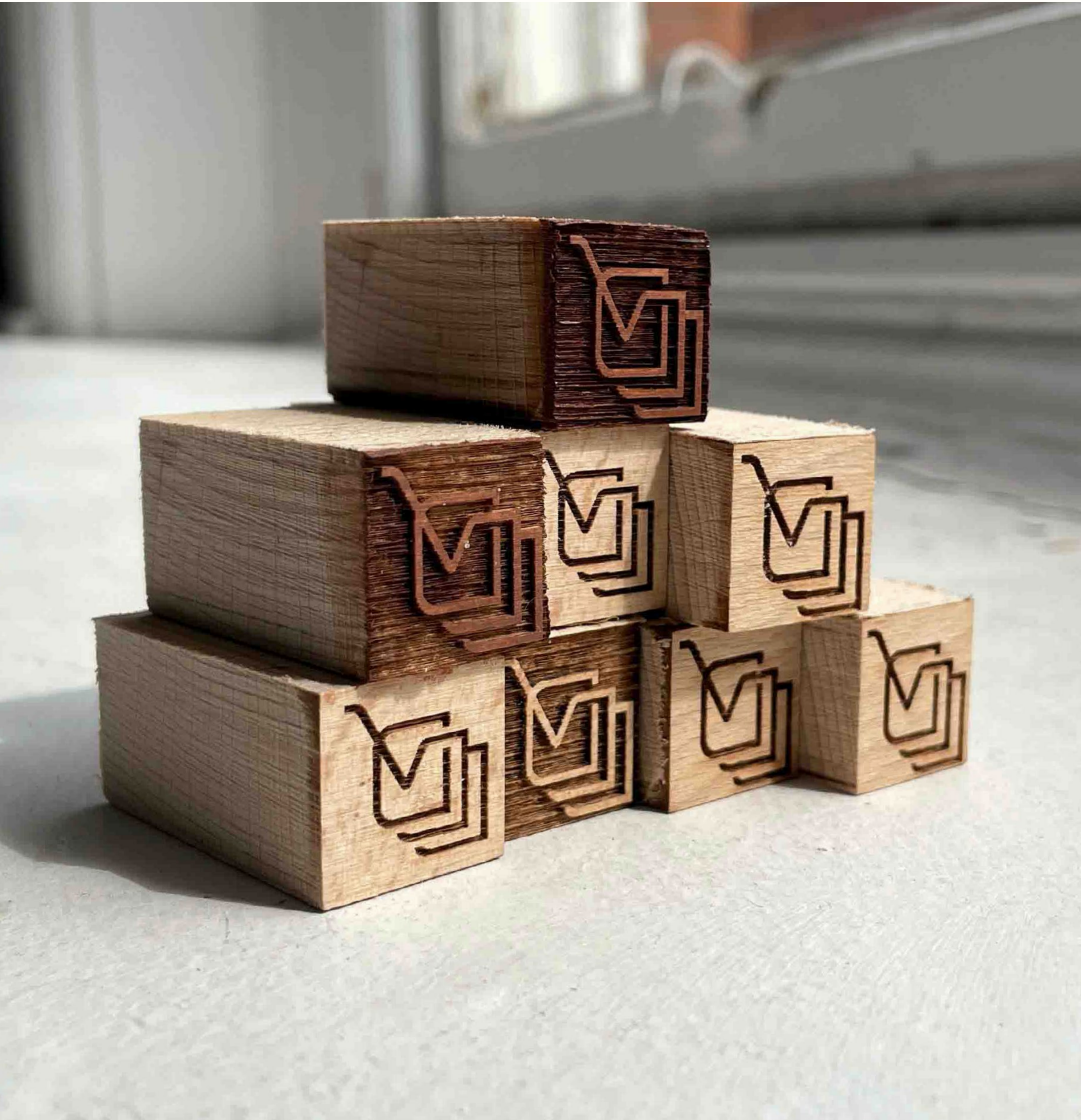


things are getting done



she's on a roll!

FAMILY MONOGRAM



IN SITU





the slant

THE SLANT

I designed this logo for one of my close friends who is part of **The Slant**, an up-and-coming collective that interviews Irish artists. They wanted a minimalistic logo for their social media pages. I decided to use the **Heal the Web** typeface as its geometric character perfectly reflects the alternative scene that they are currently capturing.

We are working on further developing the branding as their content builds out so this is what we are using in the meantime.



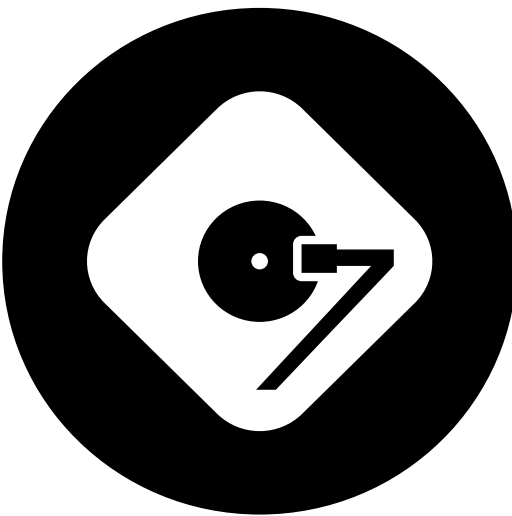
Icons for social media pages



simple



stacked



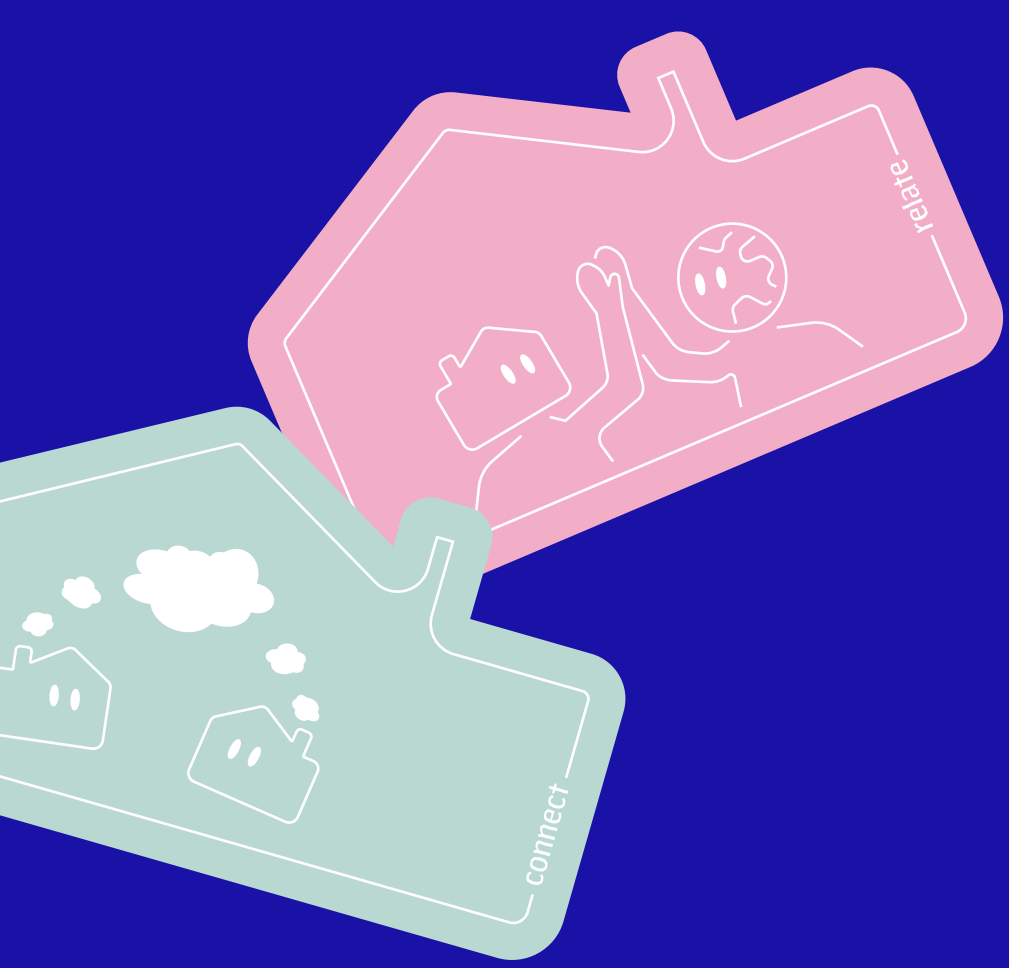
main motif

YouTube Banner



Font

Heal the Web A
Heal the Web B



THANK YOU!

