

**KACPER
POLNISIĄK
DESIGN
PORTFOLIO**

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07387168007**

■ A Visual Identity Design for a hypothetical hydration drink worthy of a cult following - targeted at people who spend too much time at their desk due to Work, Education or Hobby.

The Desktop Dweller

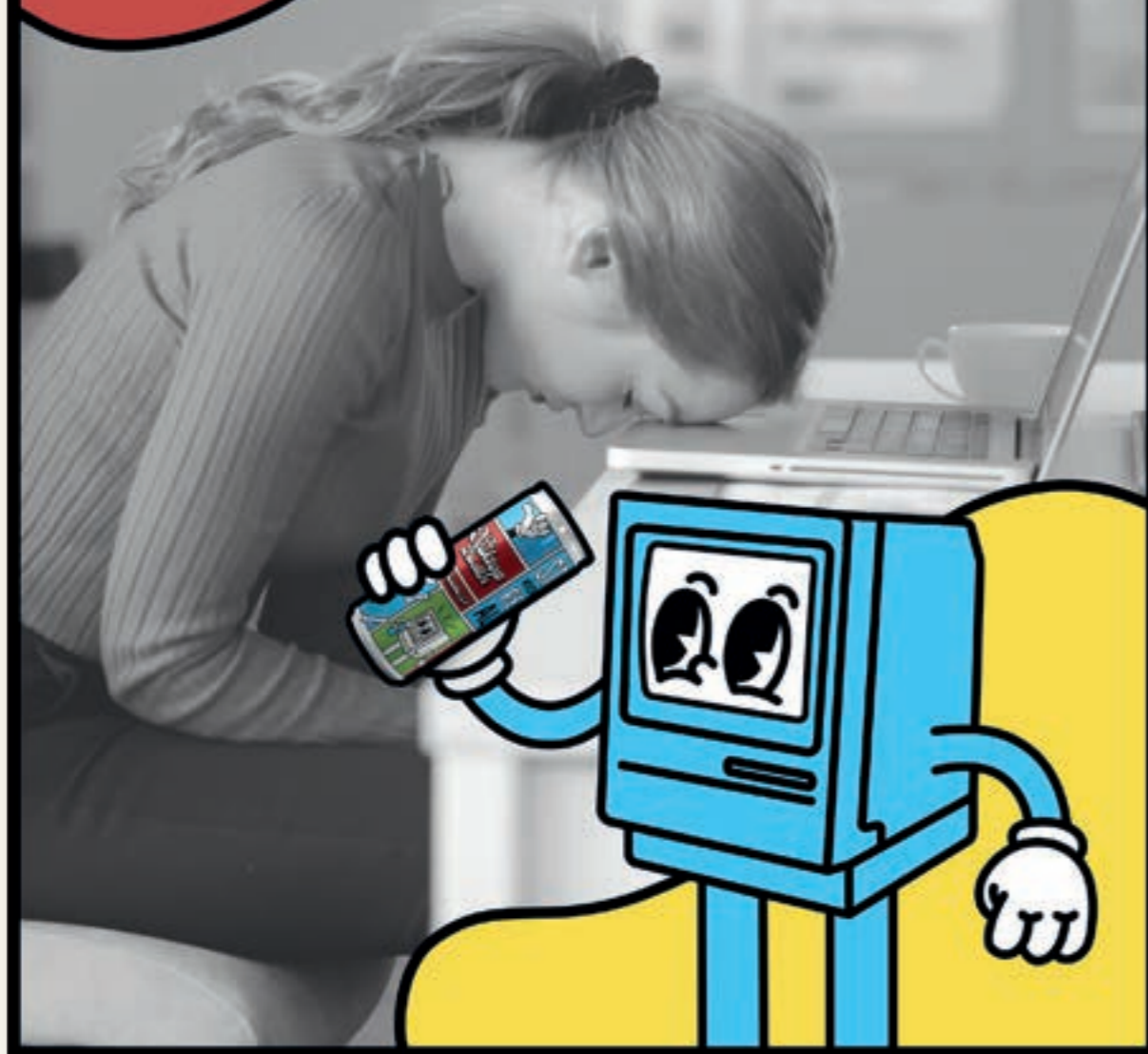


OUT NOW!!!

DON'T FORGET TO HYDRATE

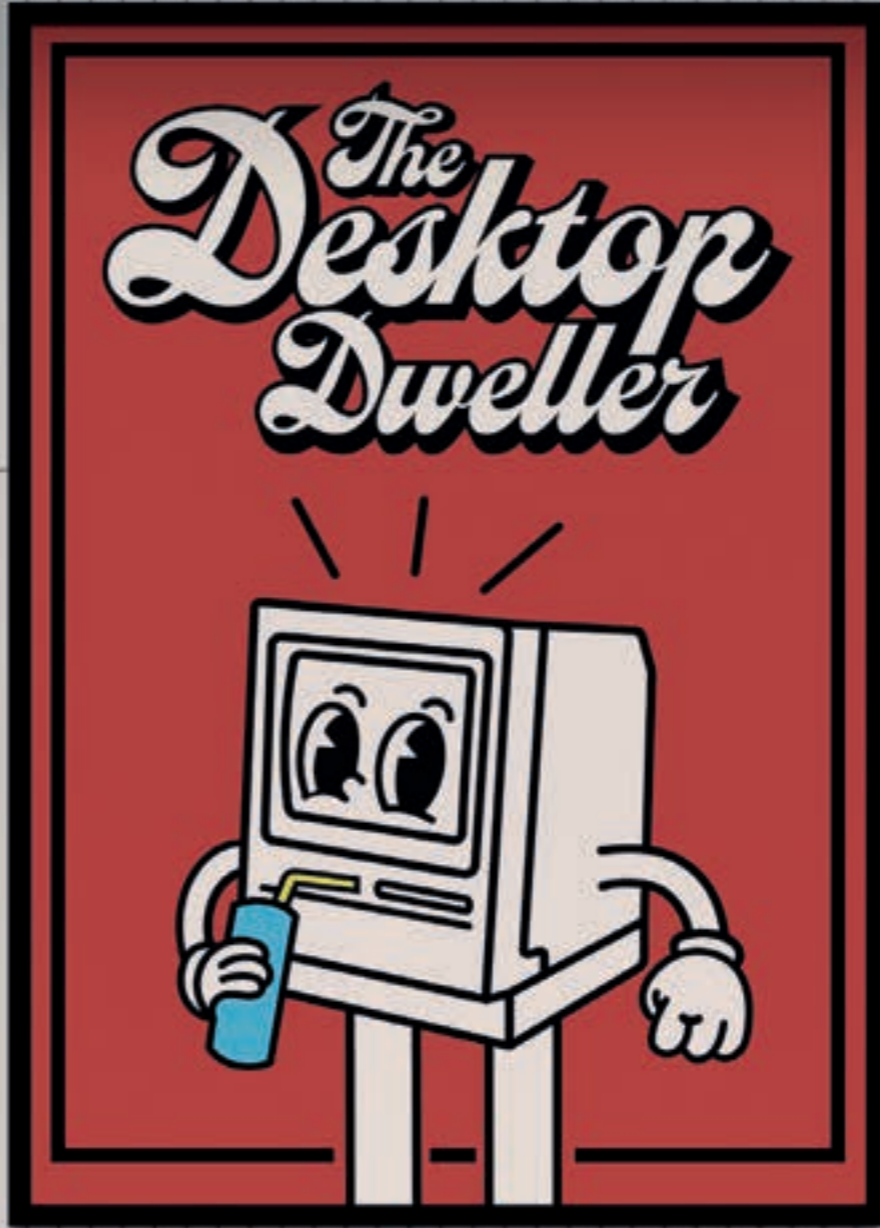


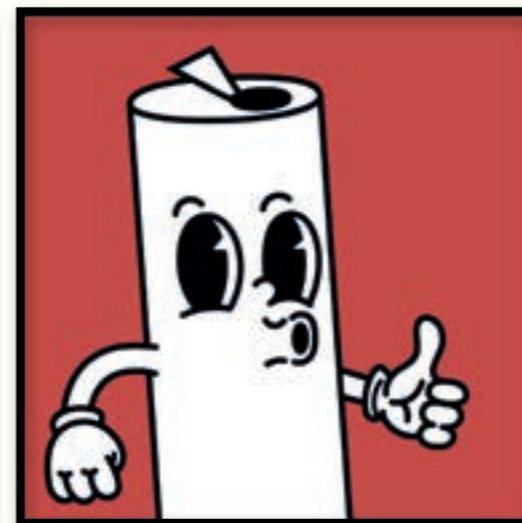
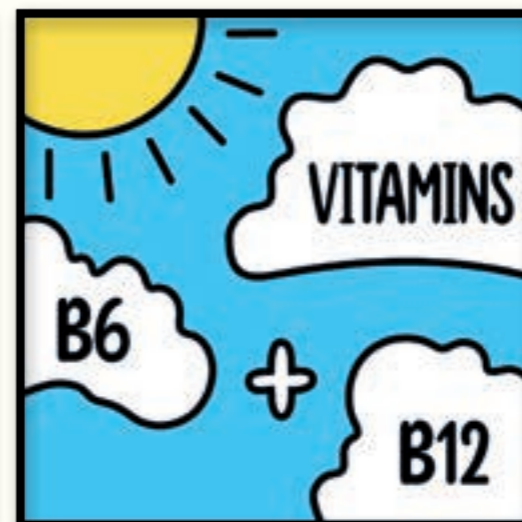
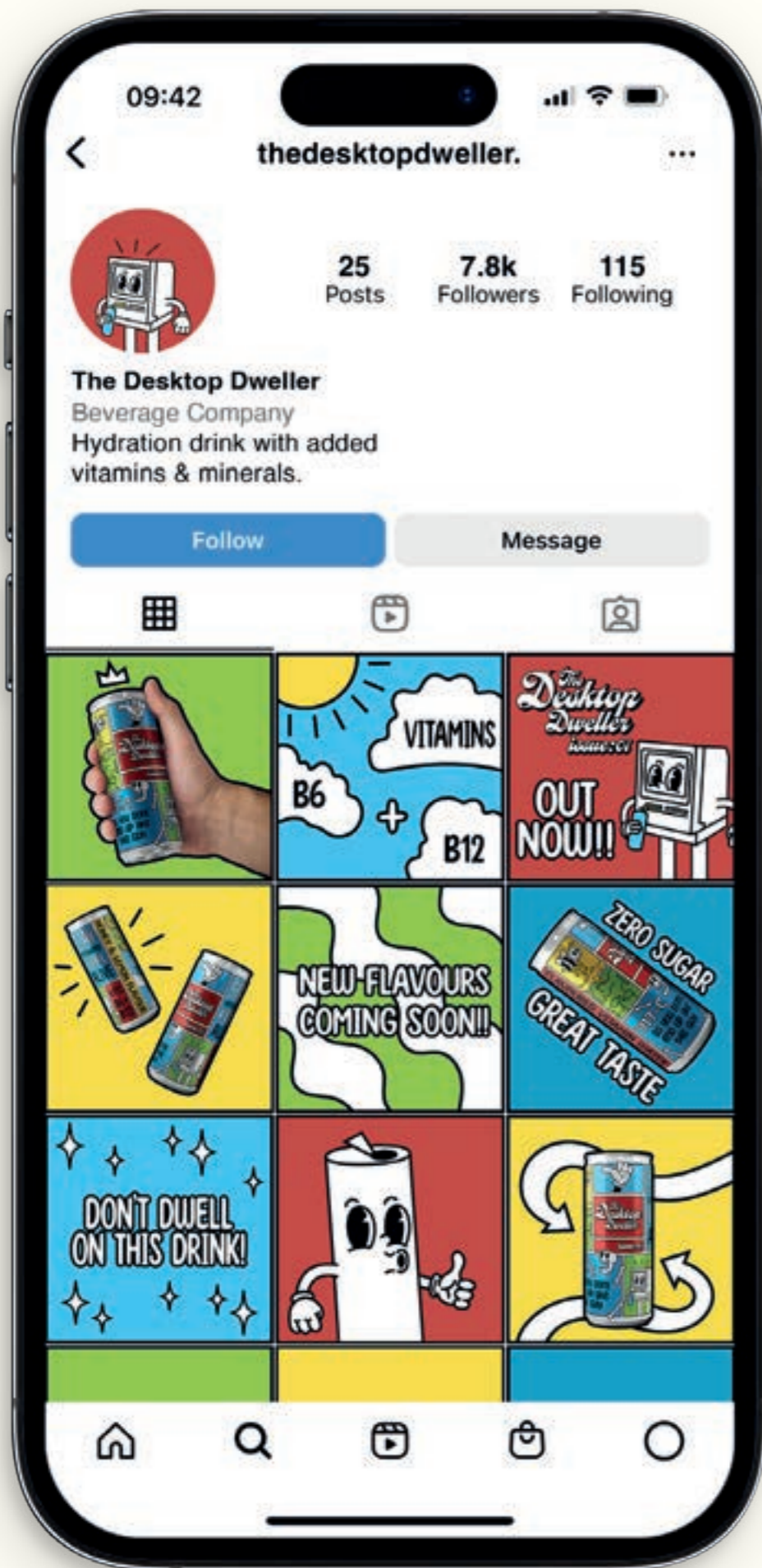
WE ALL FORGET TO HYDRATE



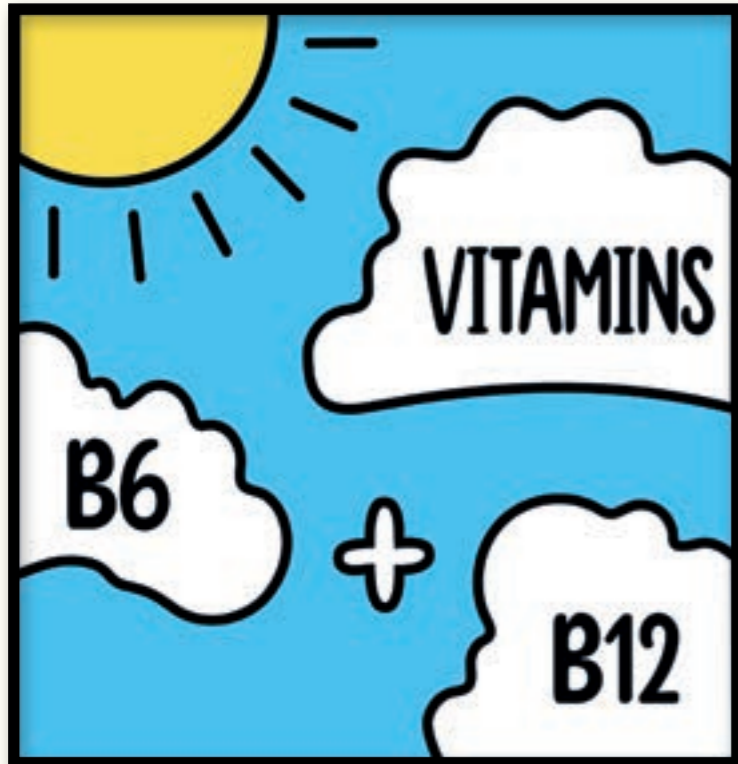
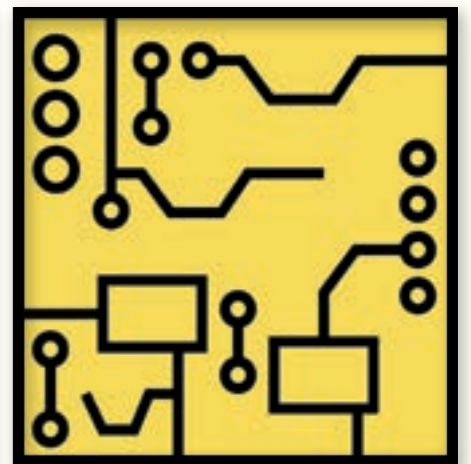
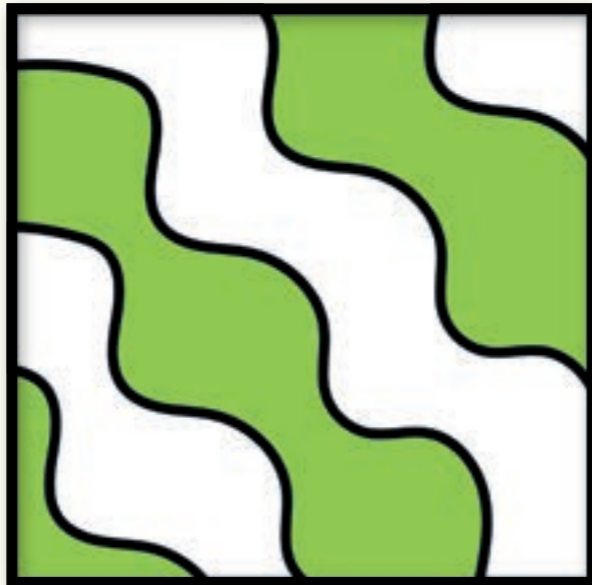
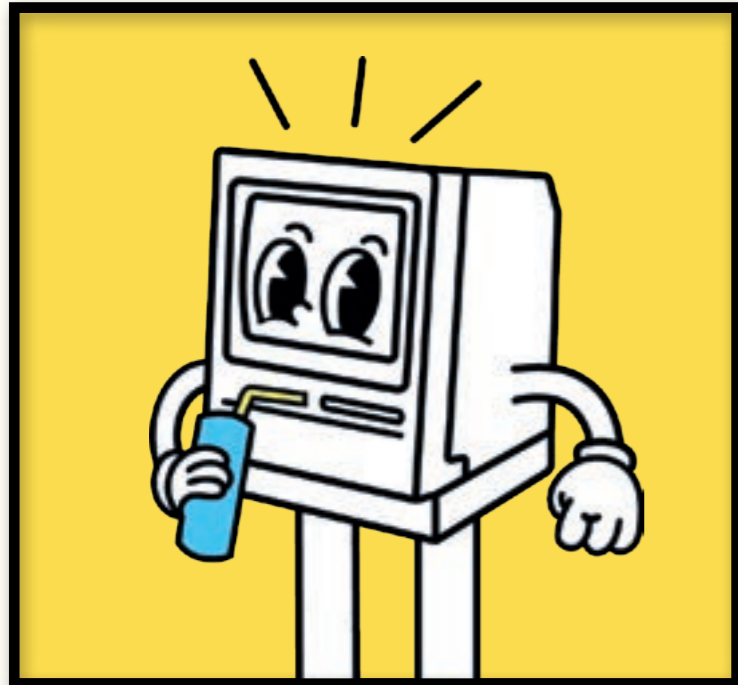
DONT DRY UP IN FRONT OF THAT SCREEN







The Desktop Dweller



STAY HYDRATED

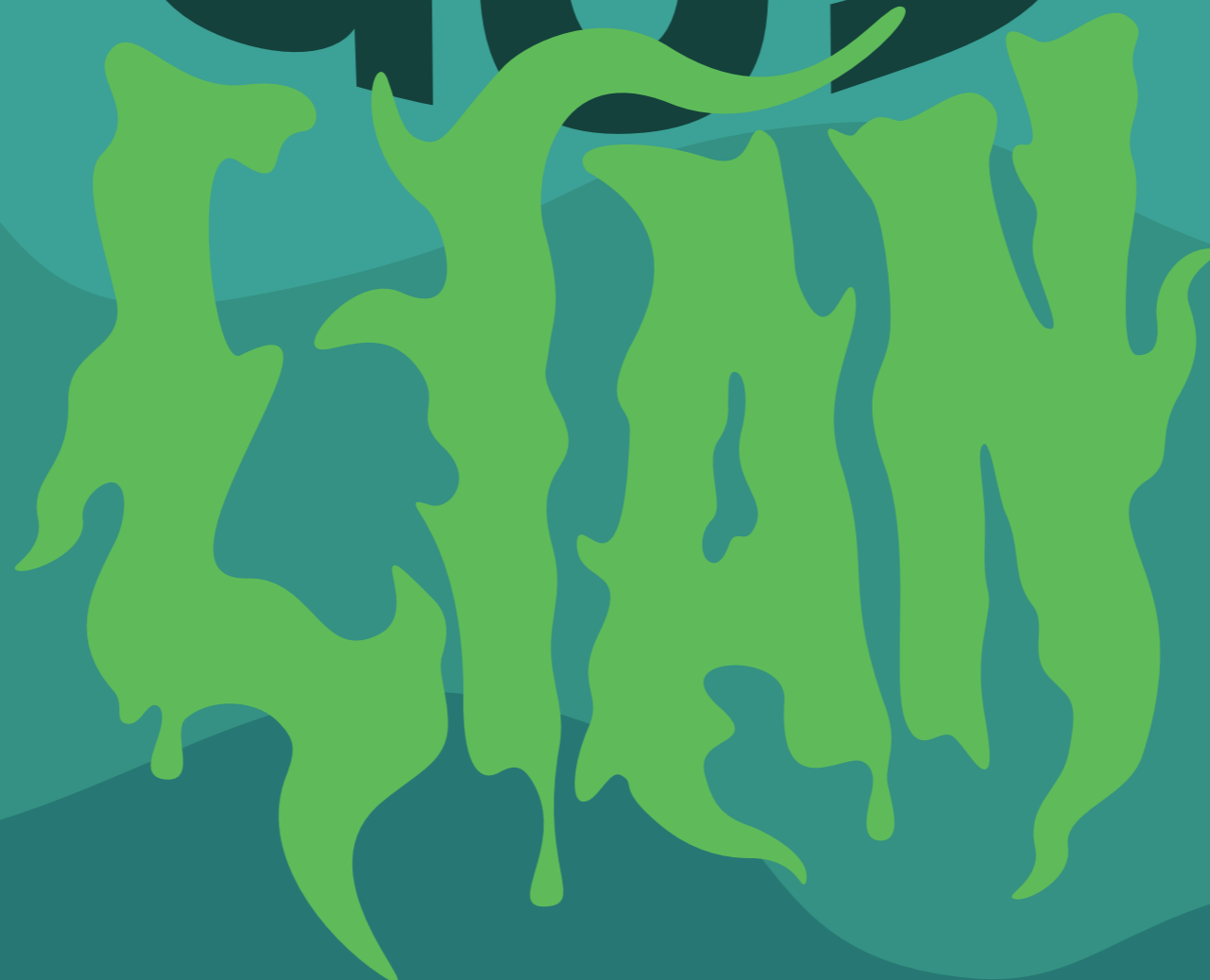


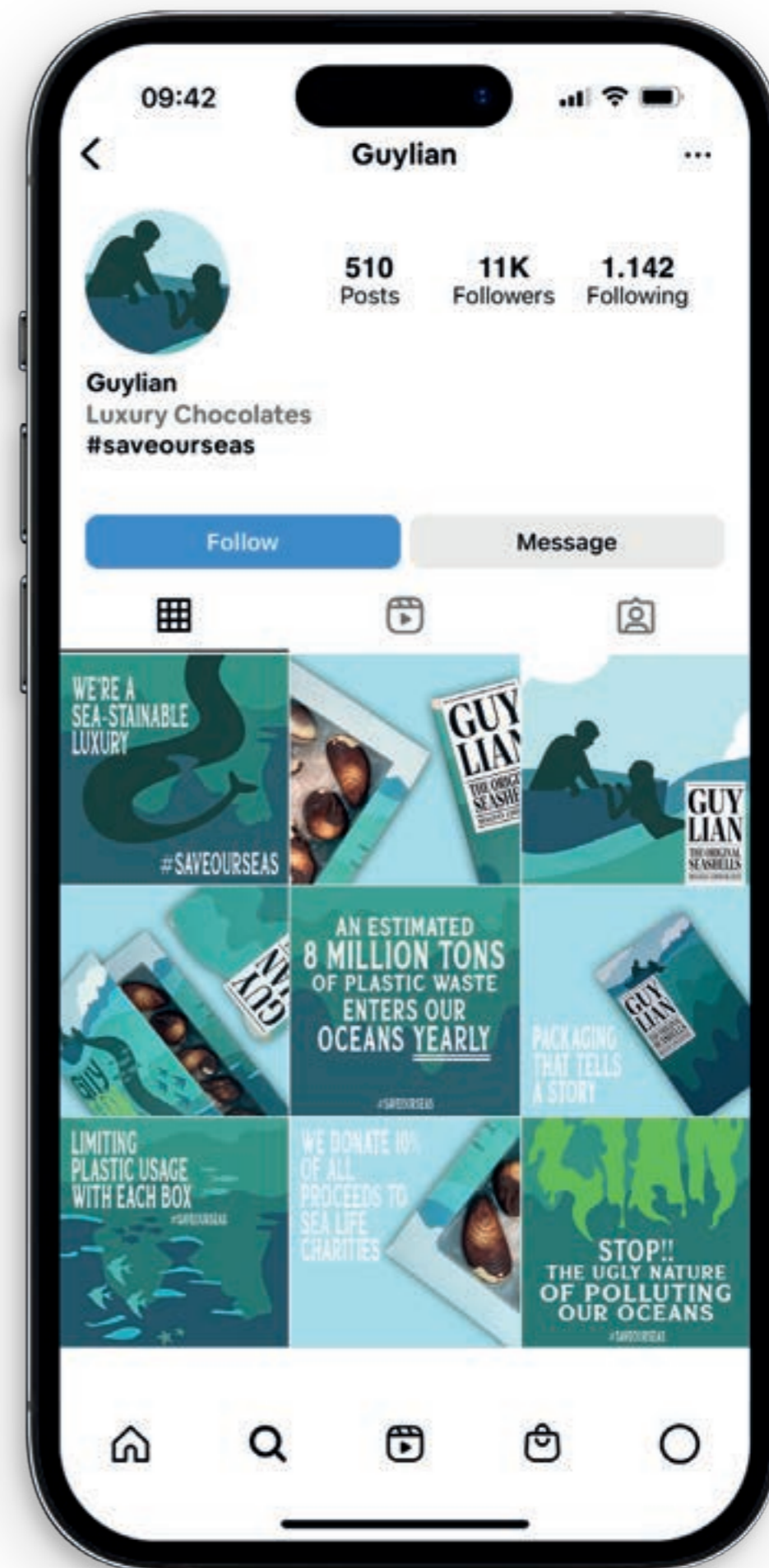
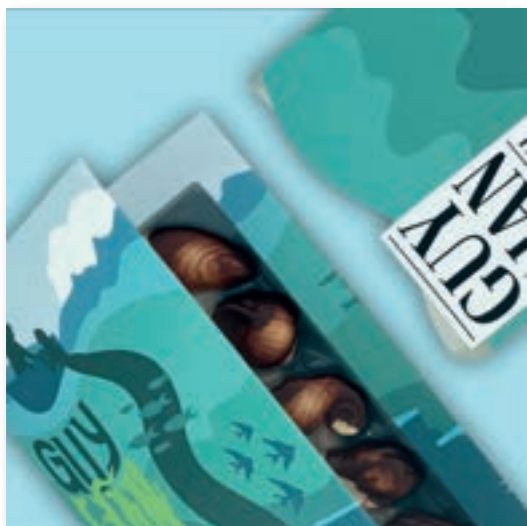
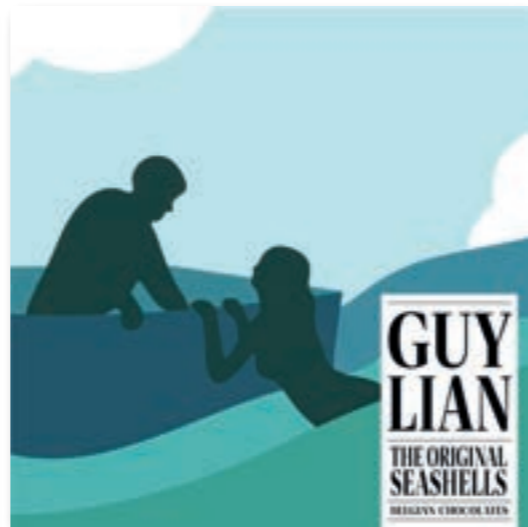
VIT-C 
for strong
BONES  



■ A Packaging and Social Media, Chocolate Re-Brand Project with a positive message and campaign to save our seas and reduce plastic waste - whilst telling a fairytale style origin story of the belgian coast.

guy

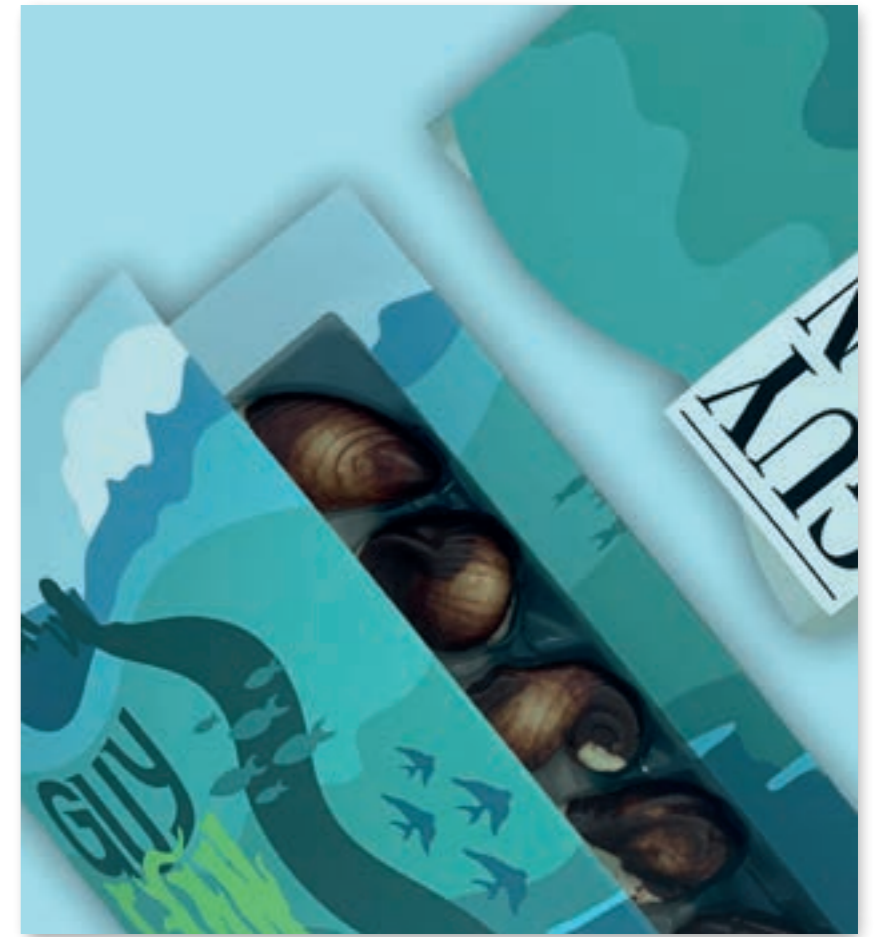




**WE'RE A
SEA-STAINABLE
LUXURY**


#SAVEOURSEAS



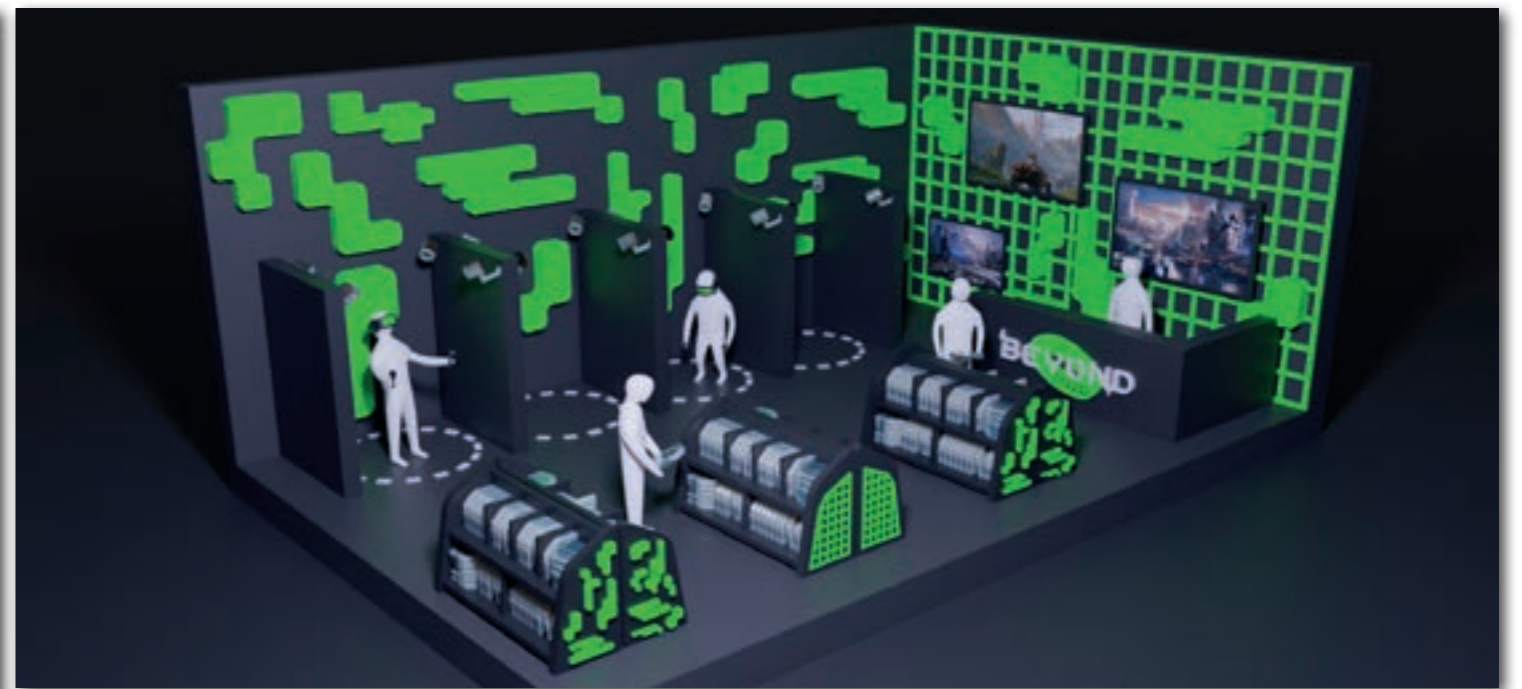


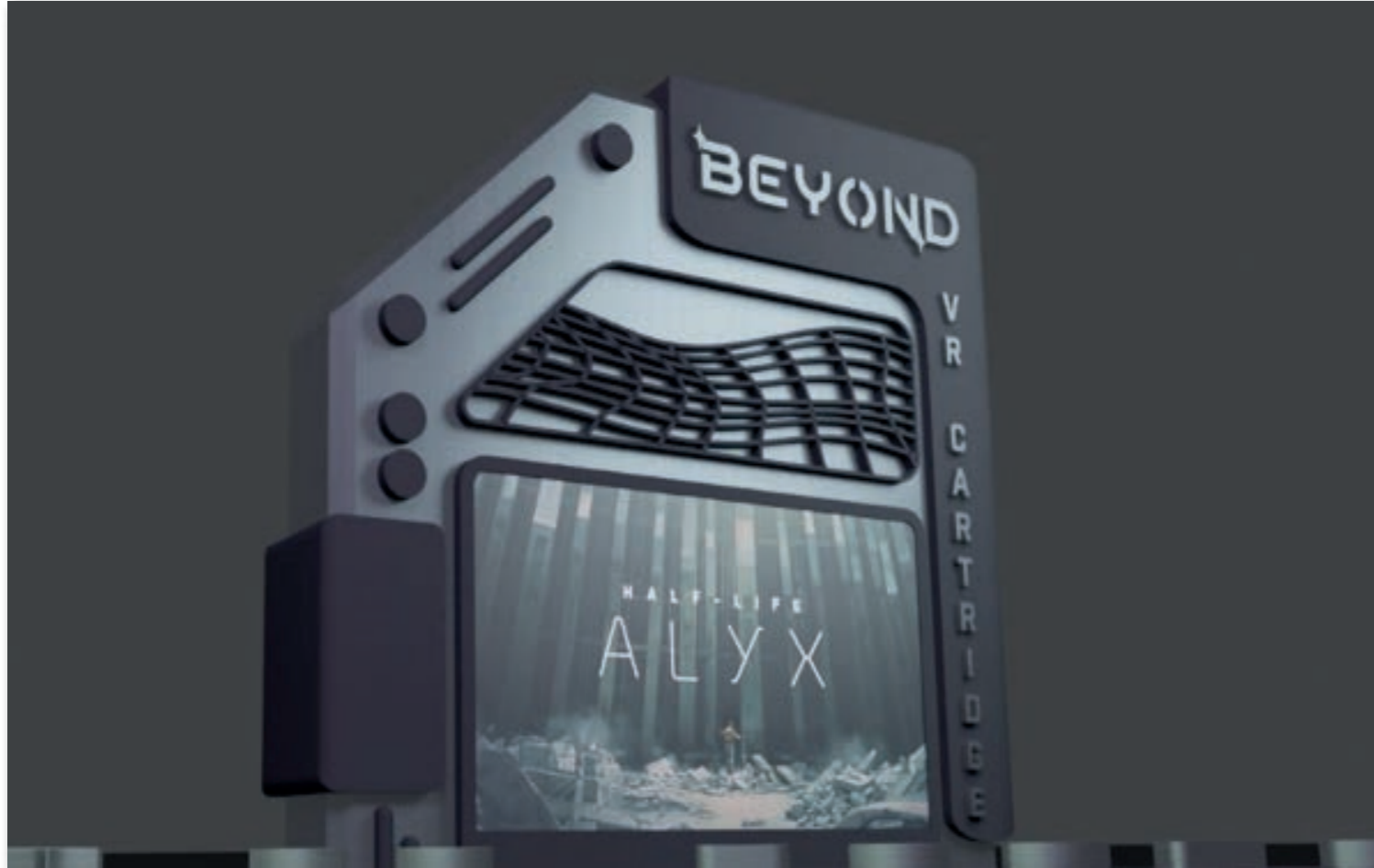
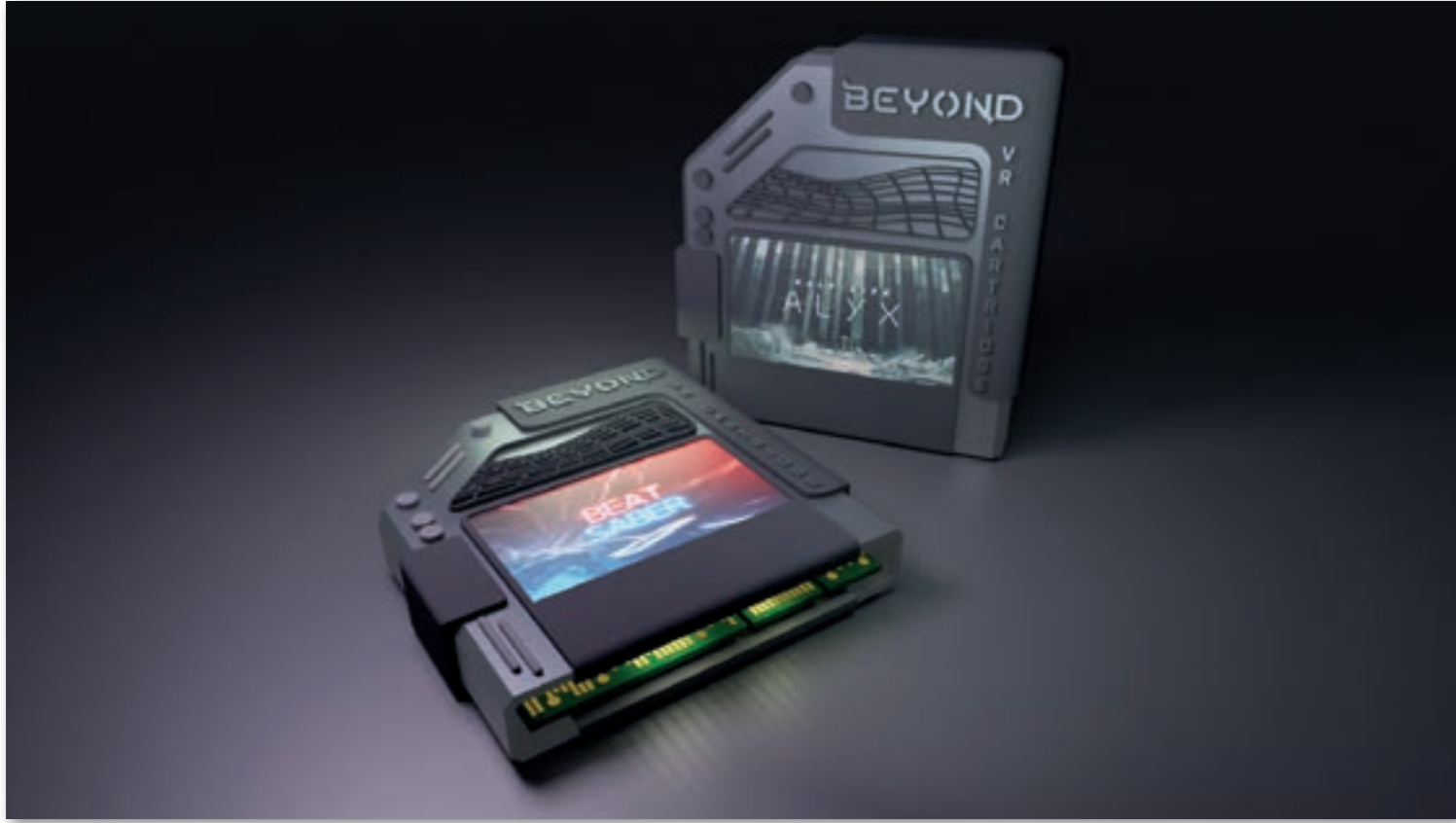
■ Visual Identity Design for a Virtual Reality experience & video game store with its main purpose being to entice people to experience the world of VR.

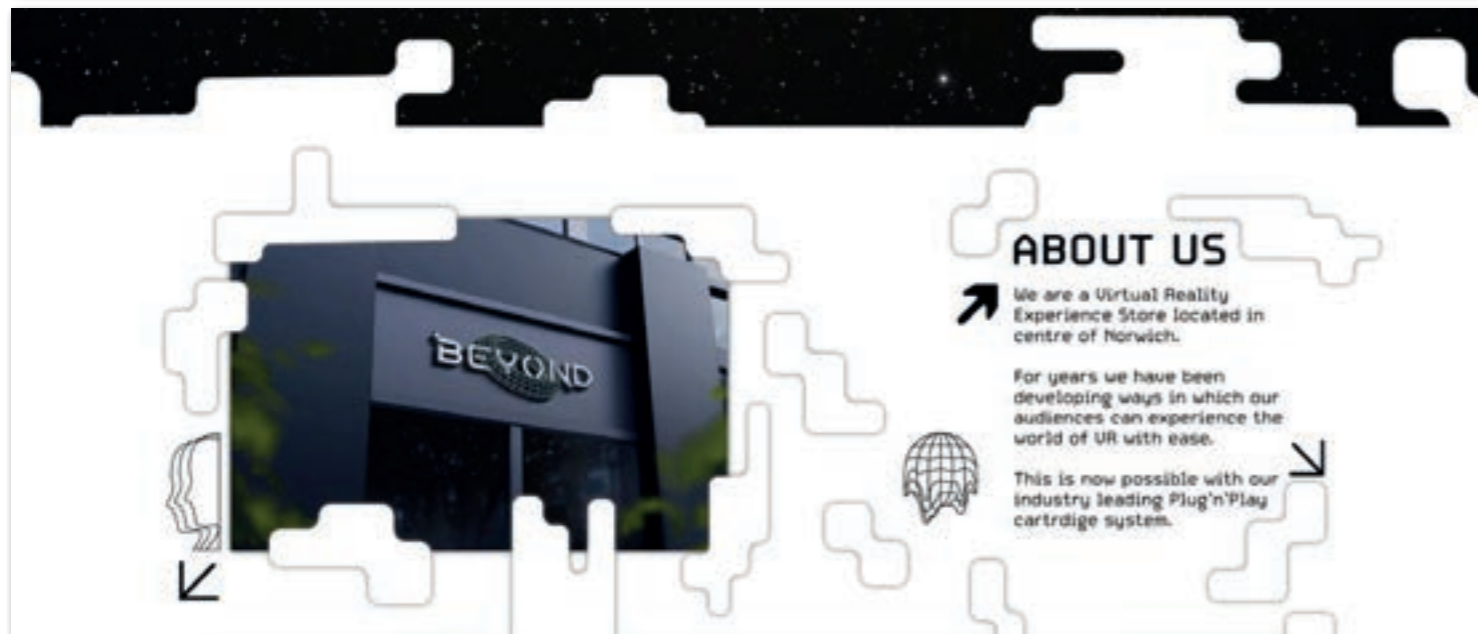
BEYOND

The image displays the word "BEYOND" in a bold, white, 3D sans-serif font. The letters are set against a dark, textured background. A prominent feature is a green wireframe globe that encircles the letters "E", "Y", "O", and "D". The globe is composed of a grid of intersecting lines, creating a mesh-like structure. The lighting on the letters and the globe gives them a three-dimensional appearance, with highlights and shadows that suggest depth. The overall aesthetic is futuristic and digital, consistent with the theme of virtual reality.

A B C D E F G H
I J K L M N
O P Q R S T U V
W X Y Z

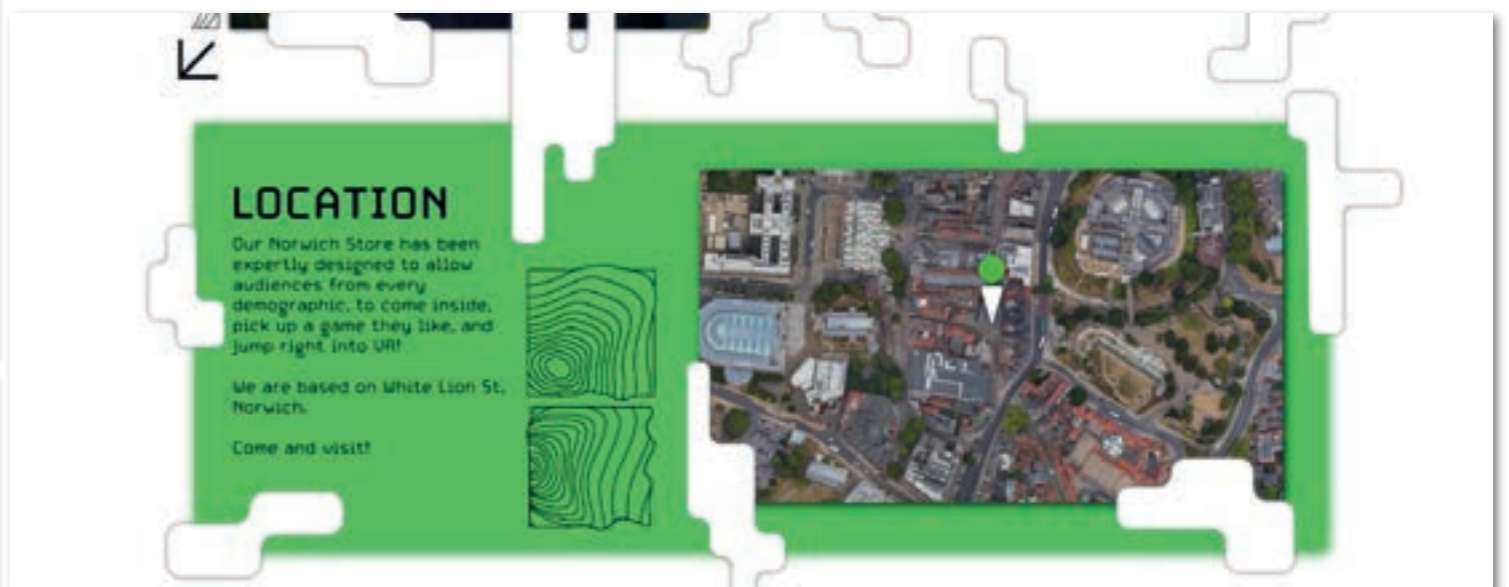






Website mockup for the online section of the store as well as booking service for in-store experience.

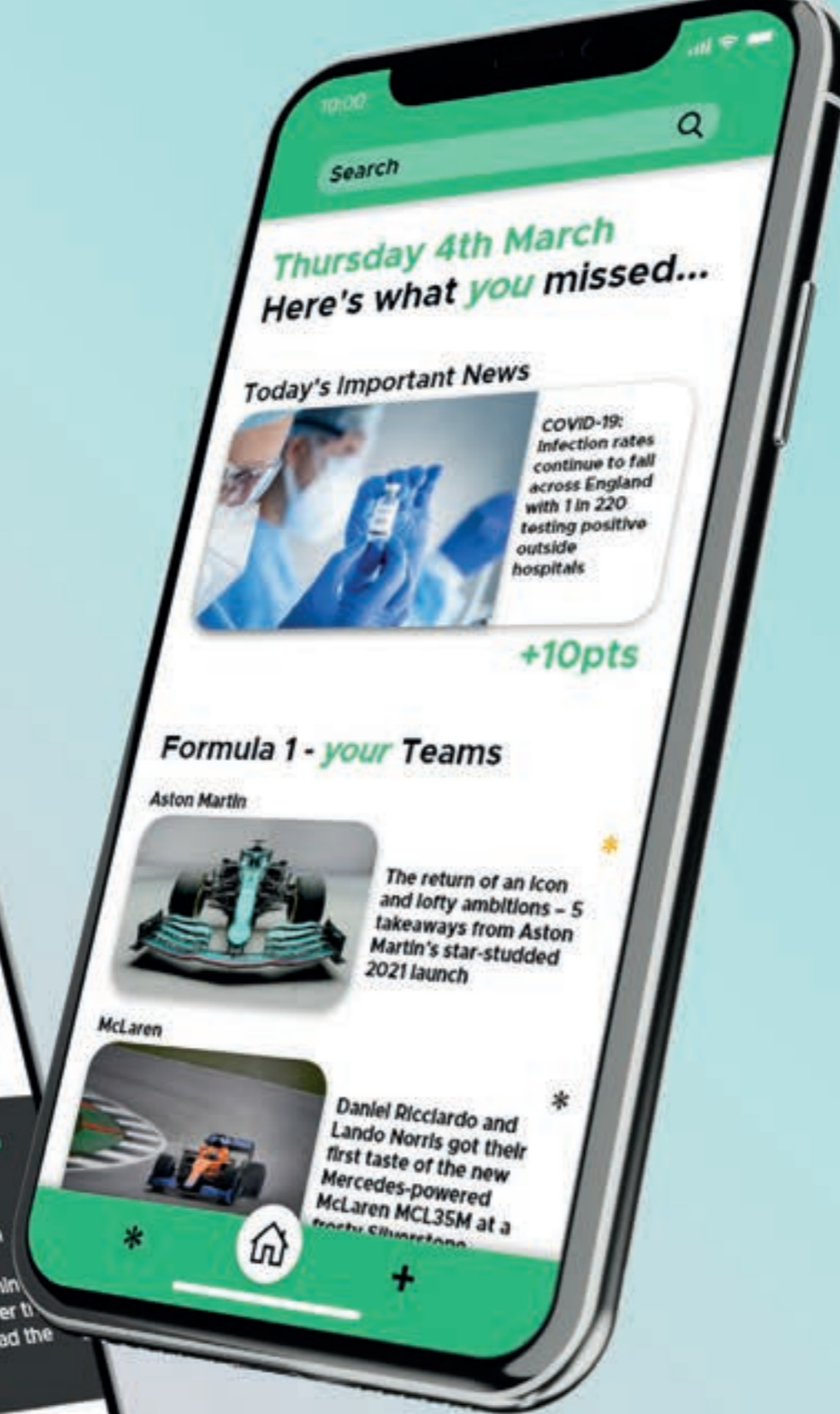
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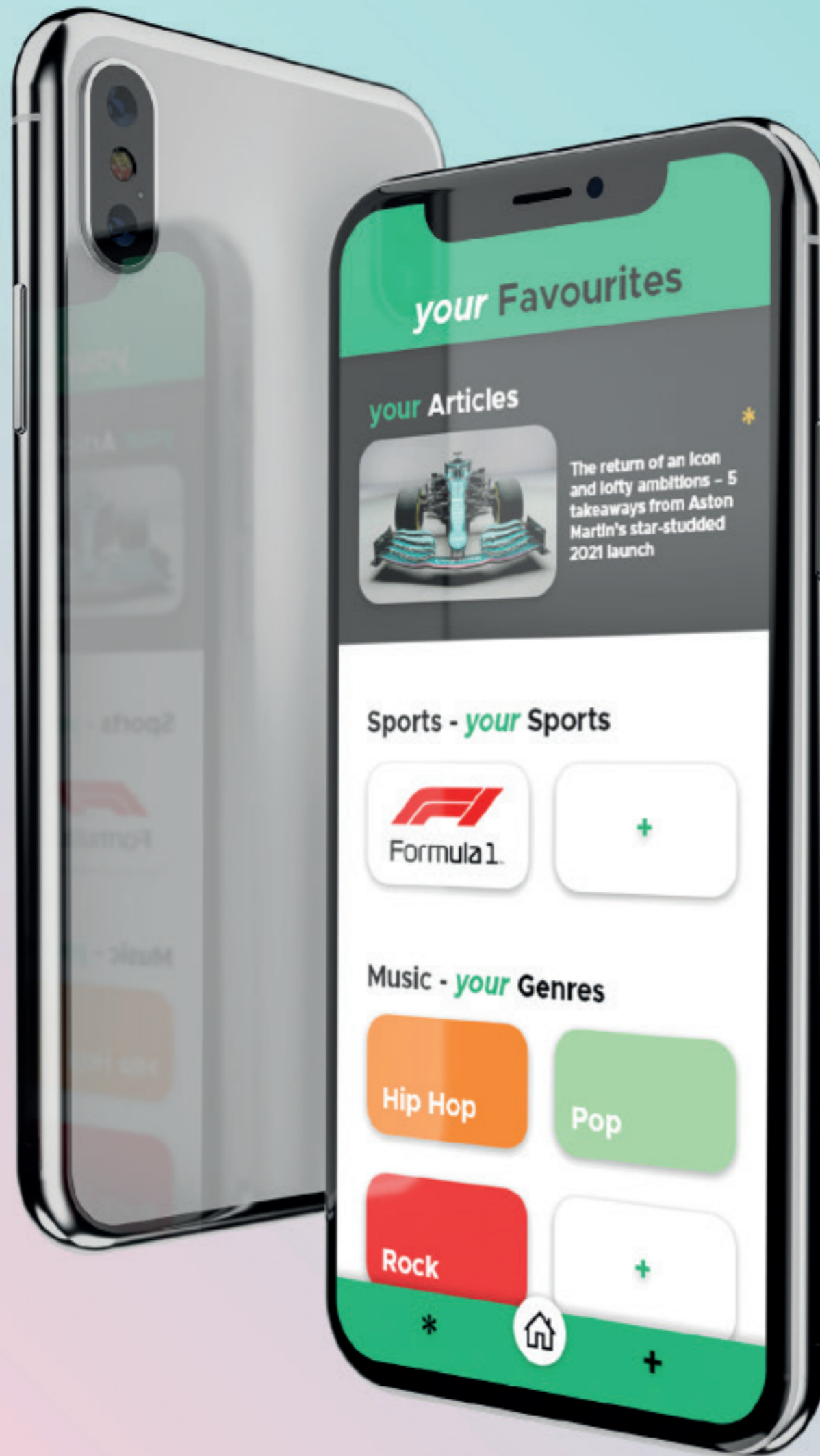


- An app to encourage youth to engage with the news with a slight twist of rewarding you with cosmetic options for the app.



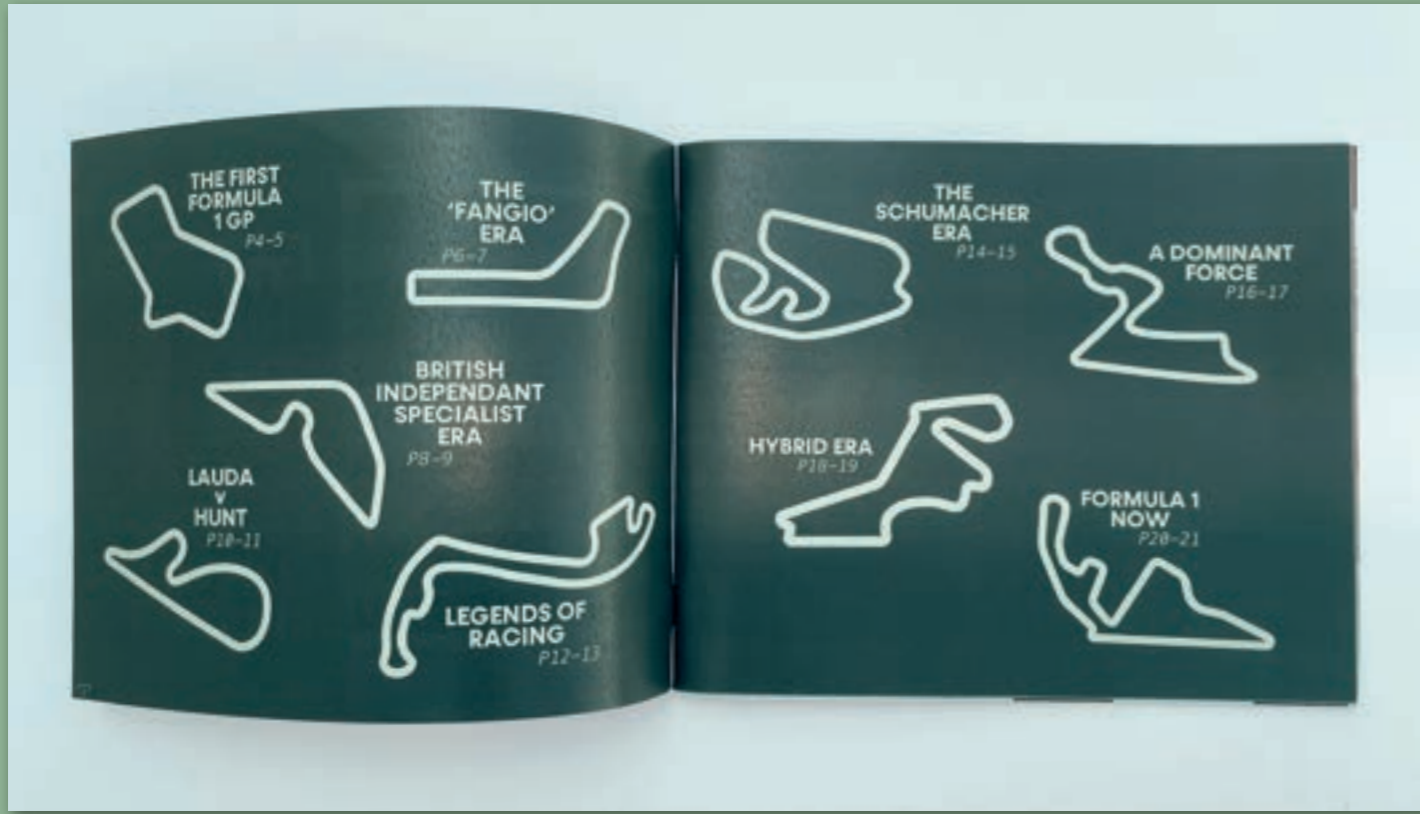


- The news can be effortlessly catered towards you and sorted into a simple and clean list.



■ Editorial Project that goes through the various Eras of Formula 1 ranging from 1950 to Present Day and how they have influenced the sports popularity.

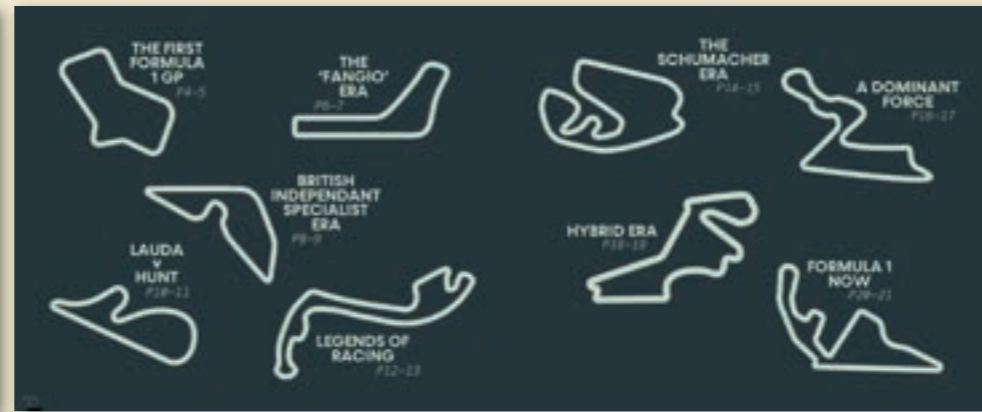








THE HISTORY OF THE FASTEST SPORT ON THE PLANET



- THE FIRST FORMULA 1 GP 1950-51
- THE 'FANGIO' ERA 1956-7
- BRITISH INDEPENDANT SPECIALIST ERA 1958-9
- LAUDA V HUNT 1976-81
- LEGENDS OF RACING 1972-83
- THE SCHUMACHER ERA 1984-2005
- HYBRID ERA 2010-19
- FORMULA 1 NOW 2022-23
- A DOMINANT FORCE 2008-2013

THE FIRST FORMULA 1 GP

HELVETIA 1950

In 1950, the first Formula 1 Grand Prix was held in Switzerland. It was a 24-hour race, the longest ever, and was won by Juan Manuel Fangio in a Ferrari 125 F1. The race was a test of endurance and strategy, with drivers competing in a variety of cars from different manufacturers.

24 drivers were entered for the race, competing in 22 different cars.



THE 'FANGIO' ERA

WDC 1956-1957



Fangio dominated the entire field with his driving expertise.

The championship series, for the first time, was held on the 'wet' Grand Prix of Monaco, with the skillful of the Italian-born Argentine driver a demonstration of what can be achieved from driving in wet conditions. Fangio won the 1956 and 1957 titles, with Ferrari's cars being dominant in the latter part of the season.

BRITISH INDEPENDANT SPECIALIST ERA

1958-1967

This era saw the emergence of British independent specialist teams, such as Cooper, BRM, and Lotus. Drivers like Jim Clark and Jackie Stewart dominated the sport, with Stewart winning the 1969 title in a Lotus 49.



LAUDA V HUNT

1968 - 1982 Era



This era was dominated by the rivalry between Niki Lauda and James Hunt. Lauda won the 1975 and 1977 titles, while Hunt won the 1976 title. The 1976 season is particularly famous for the 'Swedish Death Race' at Silverstone, where Lauda suffered a severe crash but returned to win the title.

LEGENDS OF RACING

1968 - 1982 Era

This era saw the emergence of several legends of the sport, including Niki Lauda, James Hunt, and Jody Scheckter. Scheckter won the 1979 title in a Ferrari 126C.



THE SCHUMACHER ERA

1984 - 2005

In 1984, Michael Schumacher became the youngest driver to win the World Championship, aged 26. He went on to win five titles in total, with Ferrari's cars being dominant in the latter part of the era.

"Till this day regarded as the greatest driver that ever lived"




A DOMINANT FORCE

2008 - 2013 Era

Sebastian Vettel also made history as the youngest ever World Champion in 2010.

In 2010, Sebastian Vettel became the youngest driver to win the World Championship, aged 23. He went on to win four titles in total, with Red Bull's cars being dominant in the latter part of the era.



HYBRID ERA

2014 - 2020

Lewis Hamilton has won several of Schumacher's records in some years.

This era is Formula 1 was the most influential era in attracting new audiences to the sport and appealing to the younger generation.




2022 - Present FORMULA 1 NOW

"F1 is bigger than it has ever been with millions watching each race week."

The sport has grown significantly in popularity, with millions of fans watching each race week. The sport is now a global phenomenon, with fans from all over the world watching the races.



As we reflect on the rich history of Formula 1, we witness a sport that has evolved through various eras, pushing the boundaries of engineering and capitalizing time with thrilling battles. Looking ahead, Formula 1 promises innovation, sustainability, and clean racing, with new technologies and efforts, with a commitment to safety and a focus on the future.




KACPER POLNISIAK

ABOUT ME

I am a 20 year old Graphic Design Student at Norwich University of the Arts.

I've always been passionate about design. As far as I can remember, the entirety of my early to late teenage years (and till this day), I've admired other peoples work and have been excited and intrigued about different designs on packaging and advertisements.

I find design challenging, but in a good way. It amazes me how many directions design can take and how many outcomes are able to be produced from just a single idea.

I am a very individual worker, but i do think that sharing your ideas with peers can lead to even greater ideas and beautiful work therefore i do also enjoy working in groups. I look up to other designers as they go through different thought processes to me and will tackle challenges in different ways to me which fascinates me.

EDUCATION

Norwich University of the Arts:
BA(Hons) Graphic Design

Stowupland High School:
A Levels in Product Design, Business and History.

WORK

Biga Napoletana Pizzeria
Front of House Staff & Designer
May 2021 - Present

Passione D'Amore Italian Cafe
Designer & Social Media Management
April 2023 - Present

Stowupland High School
Design Support Teacher
2 Weeks - Work Experience

CONTACT

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