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POLNISIĄK
DESIGN
PORTFOLIO**

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■ 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

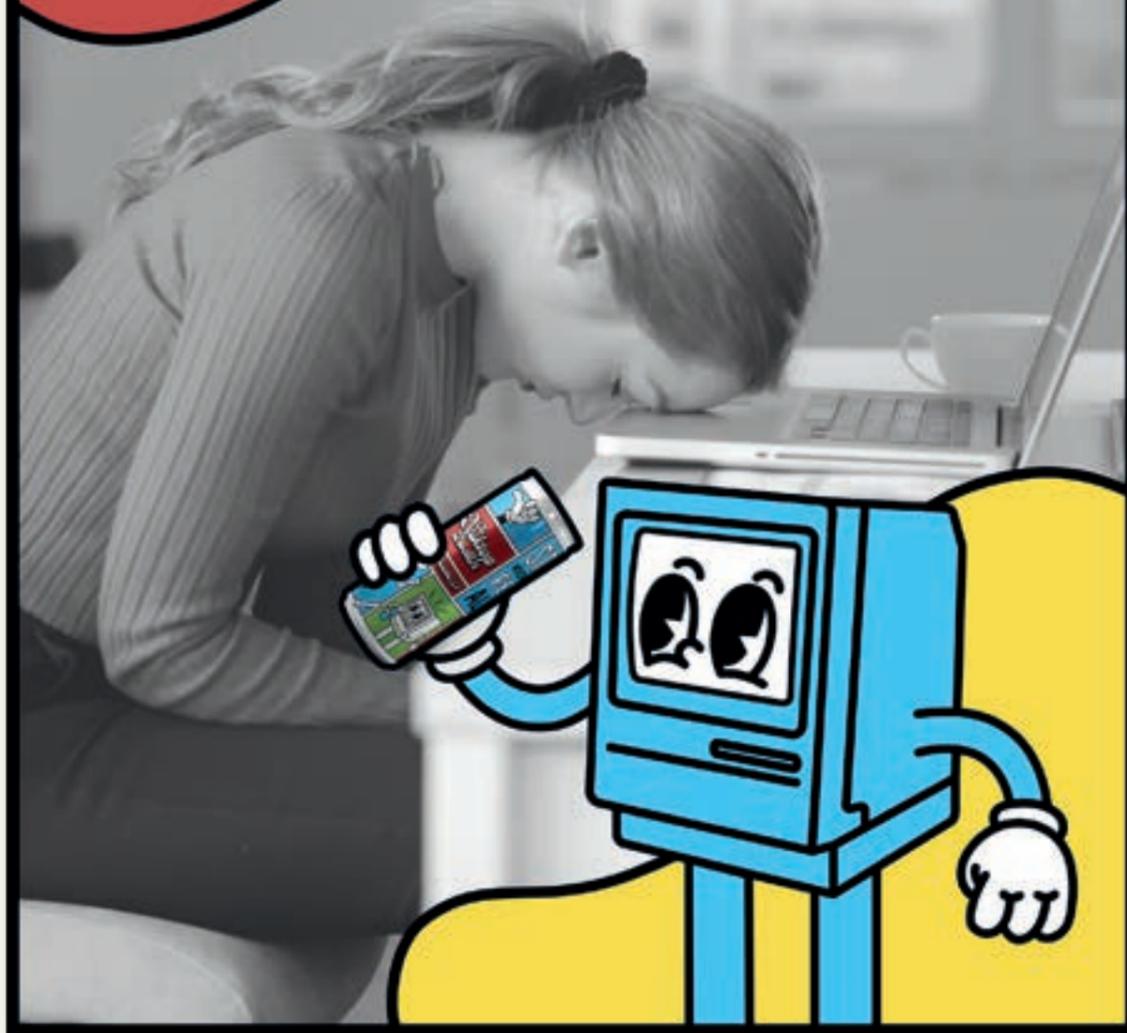


OUT NOW!!!

DON'T FORGET TO HYDRATE



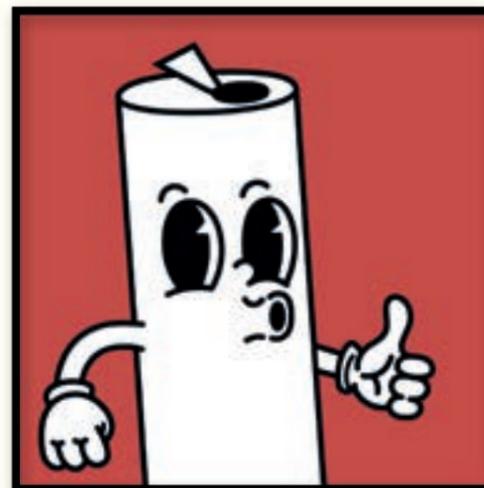
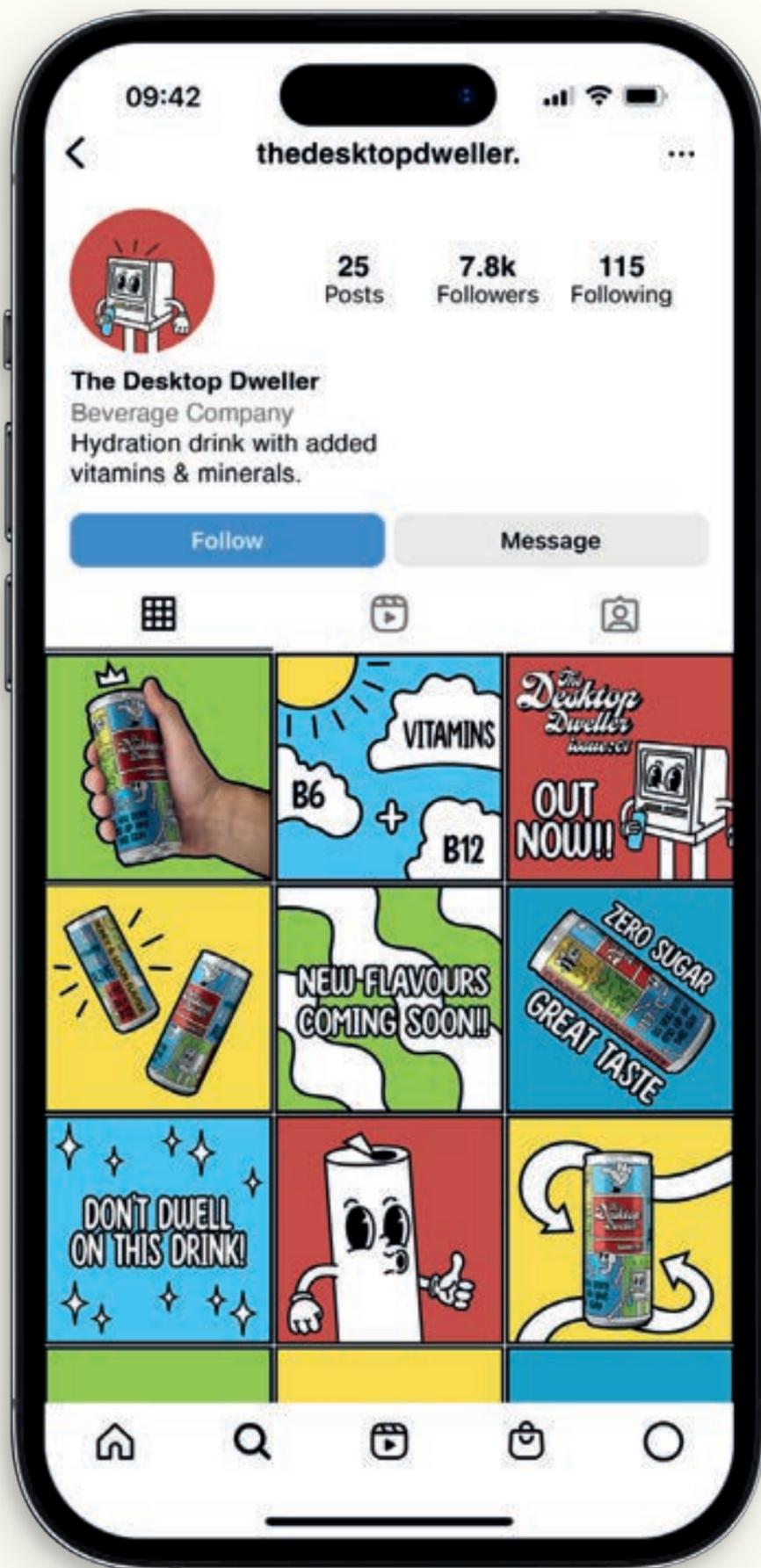
**WE ALL
FORGET TO
HYDRATE**



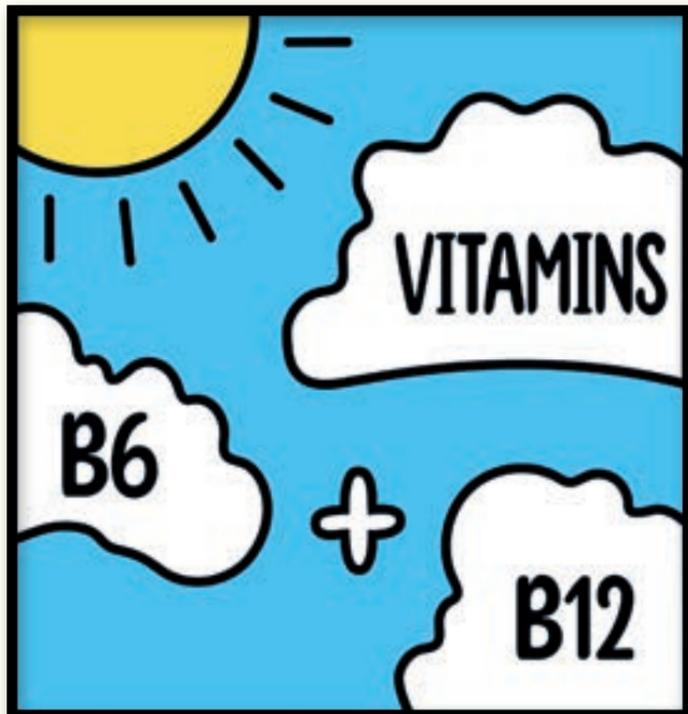
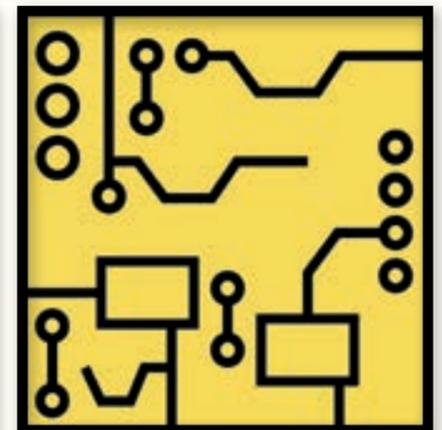
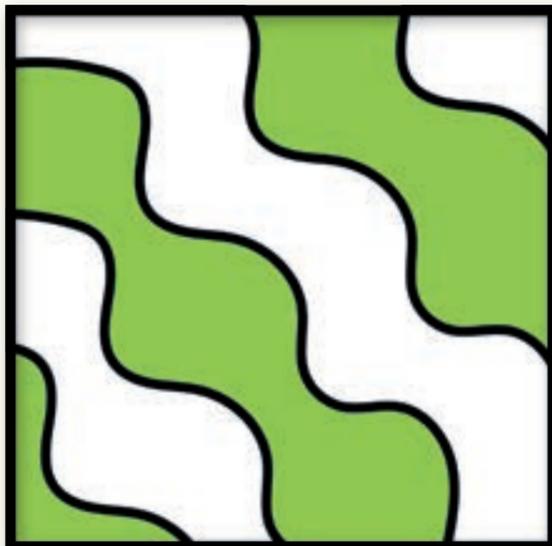
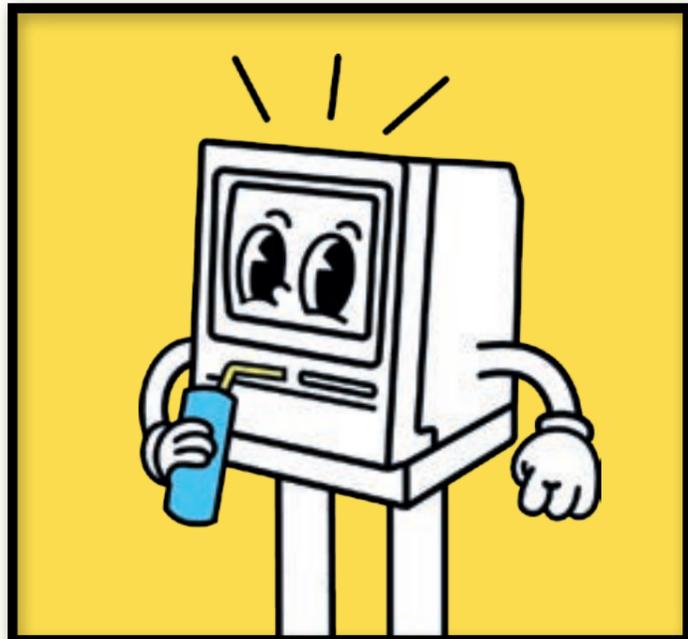
**DONT DRY UP
IN FRONT OF
THAT SCREEN**







The Desktop Dweller



STAY HYDRATED

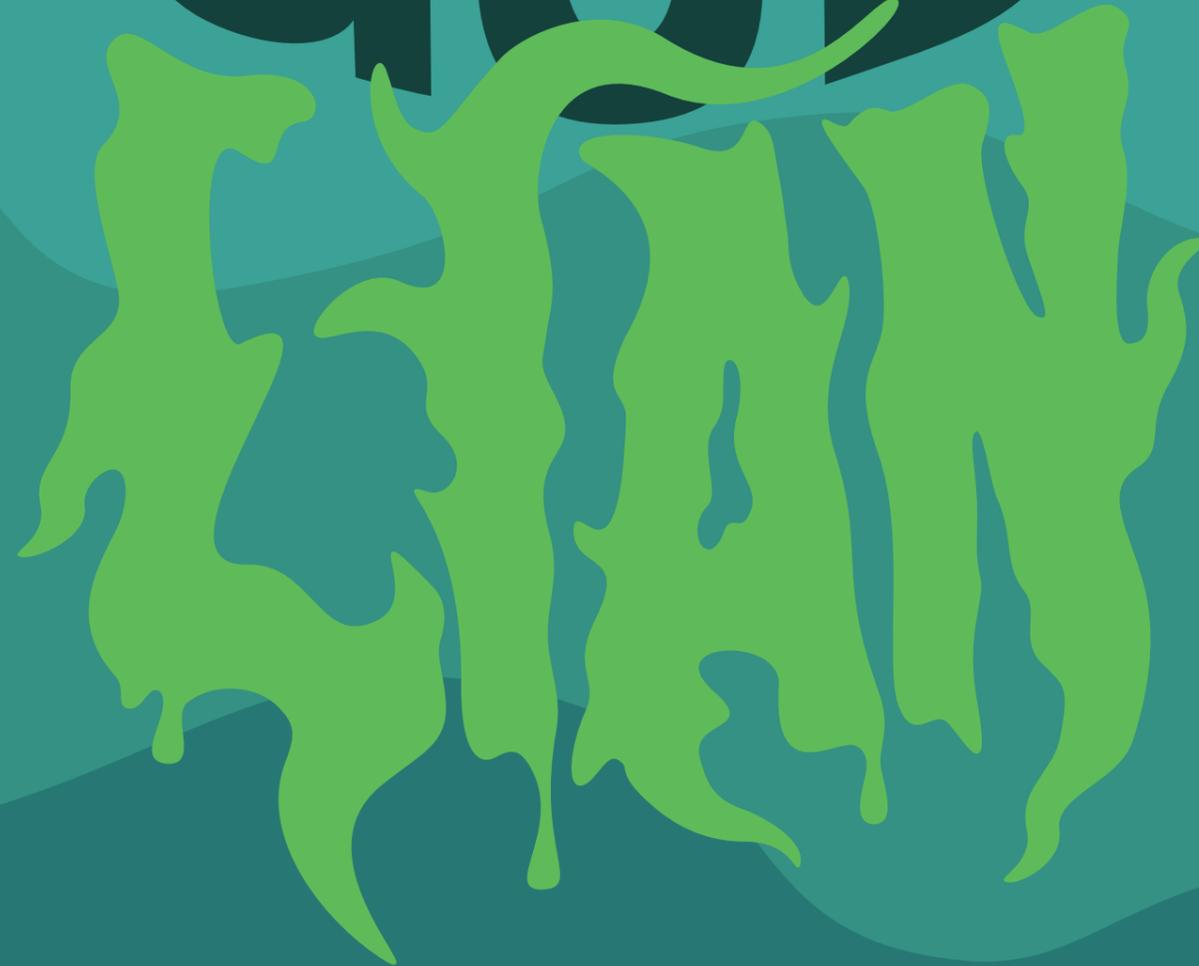


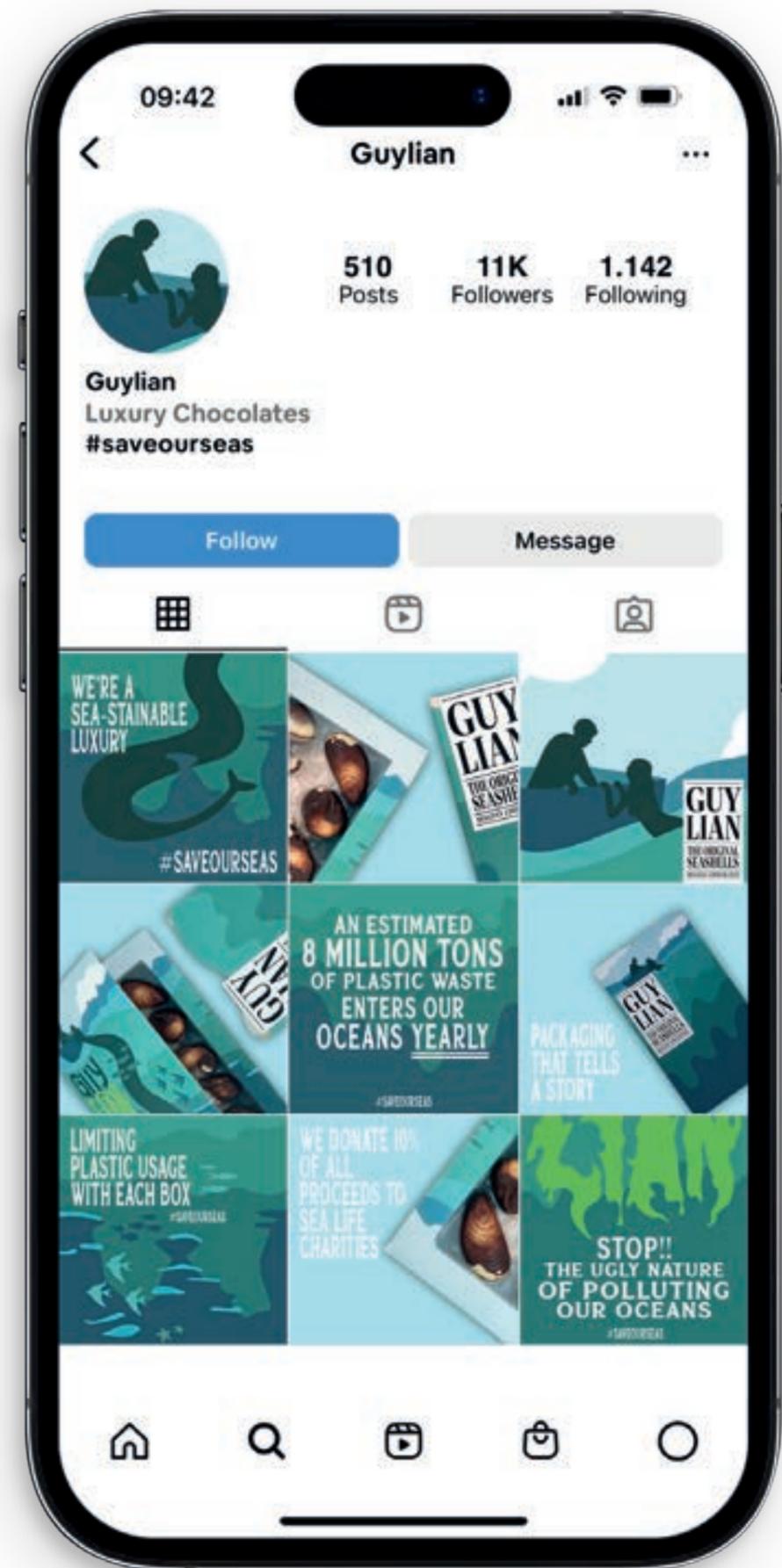
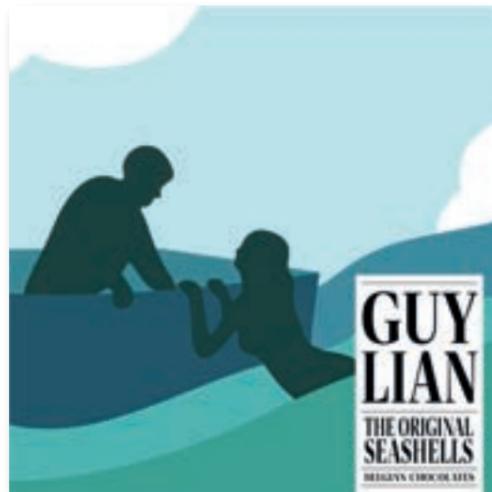
VIT-C 
for strong
BONES  



■ 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

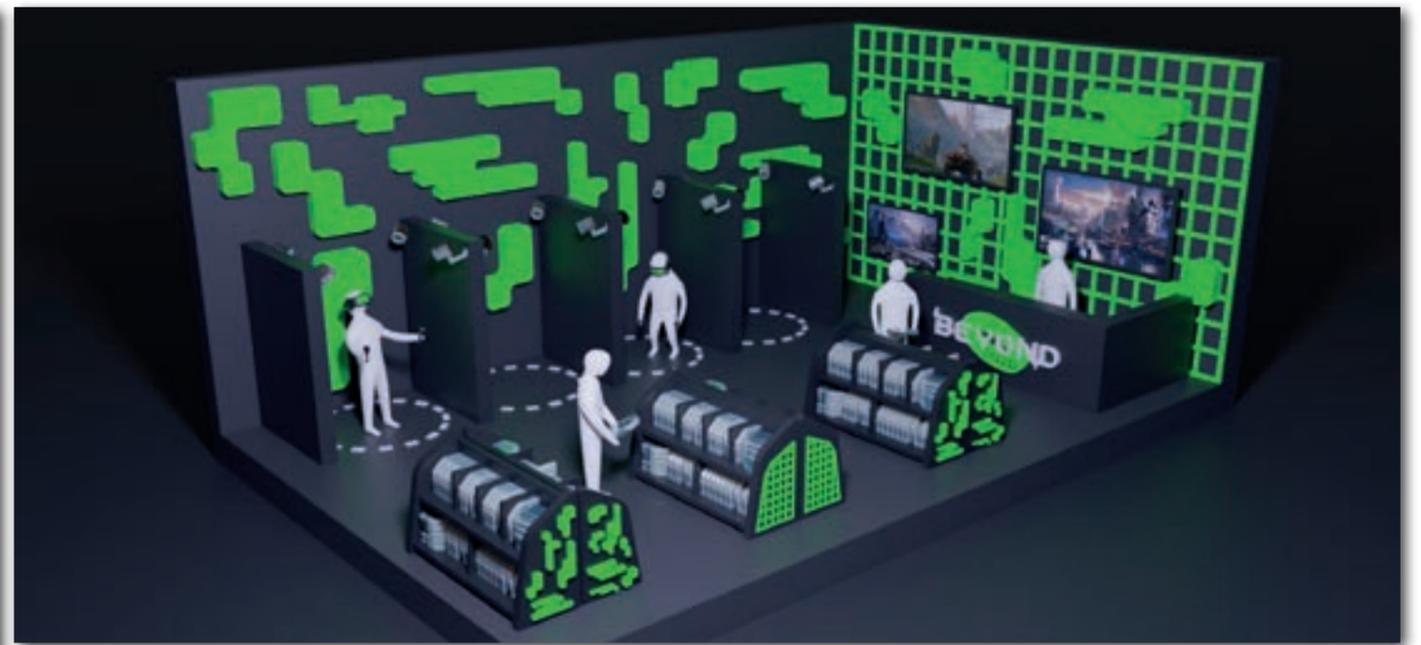


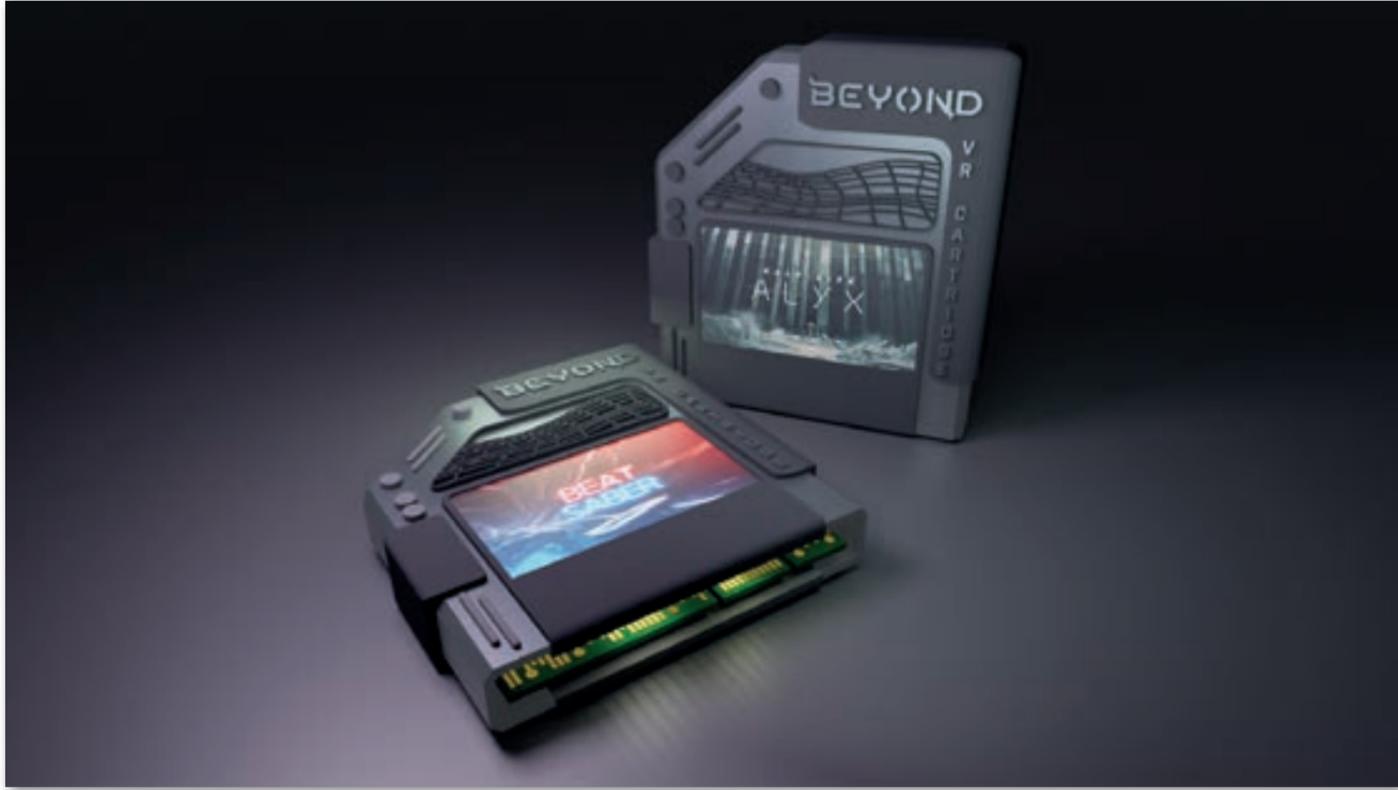
■ Visual Identity Design for a Virtual Reality experience & video game store with its main purpose being to entice people to experience the world of VR.

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", and "O". 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

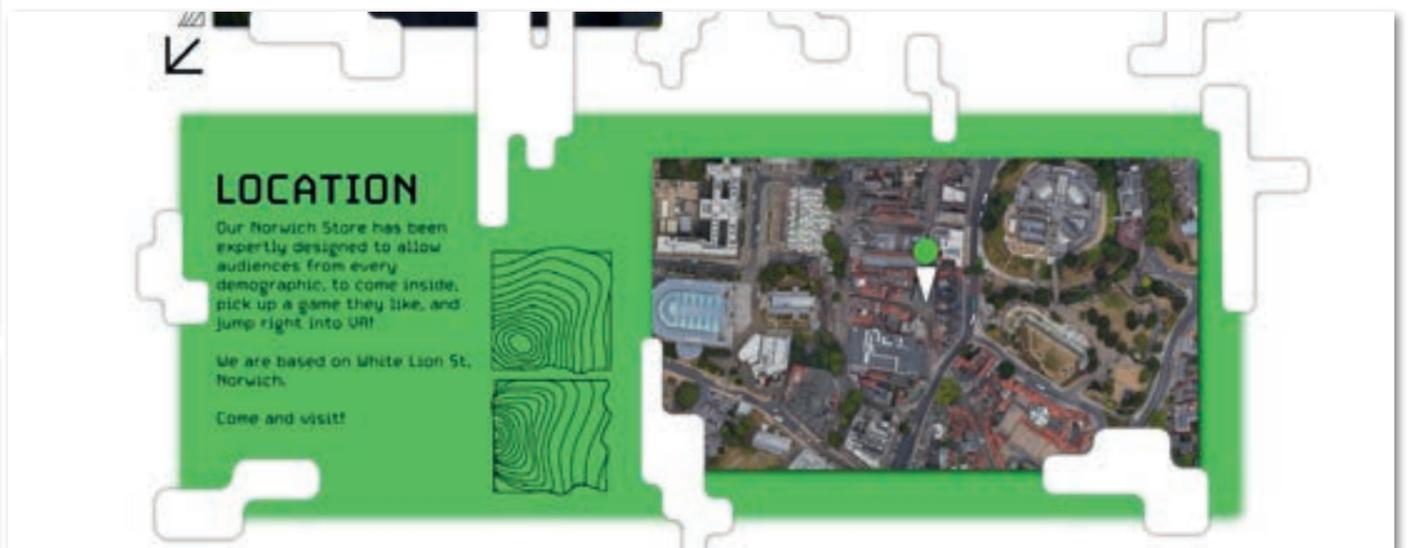






Website mockup for the online section of the store as well as booking service for in-store experience.

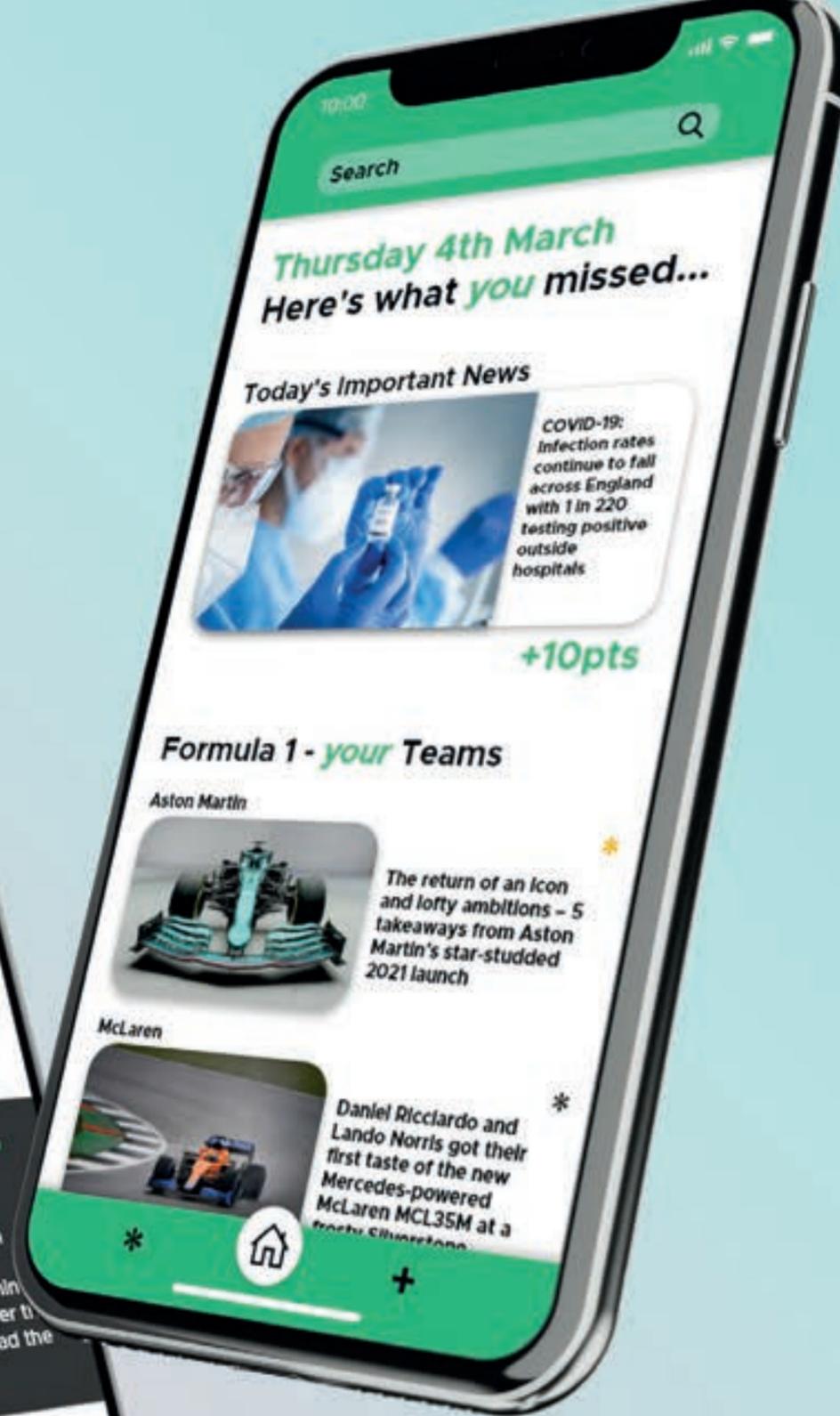
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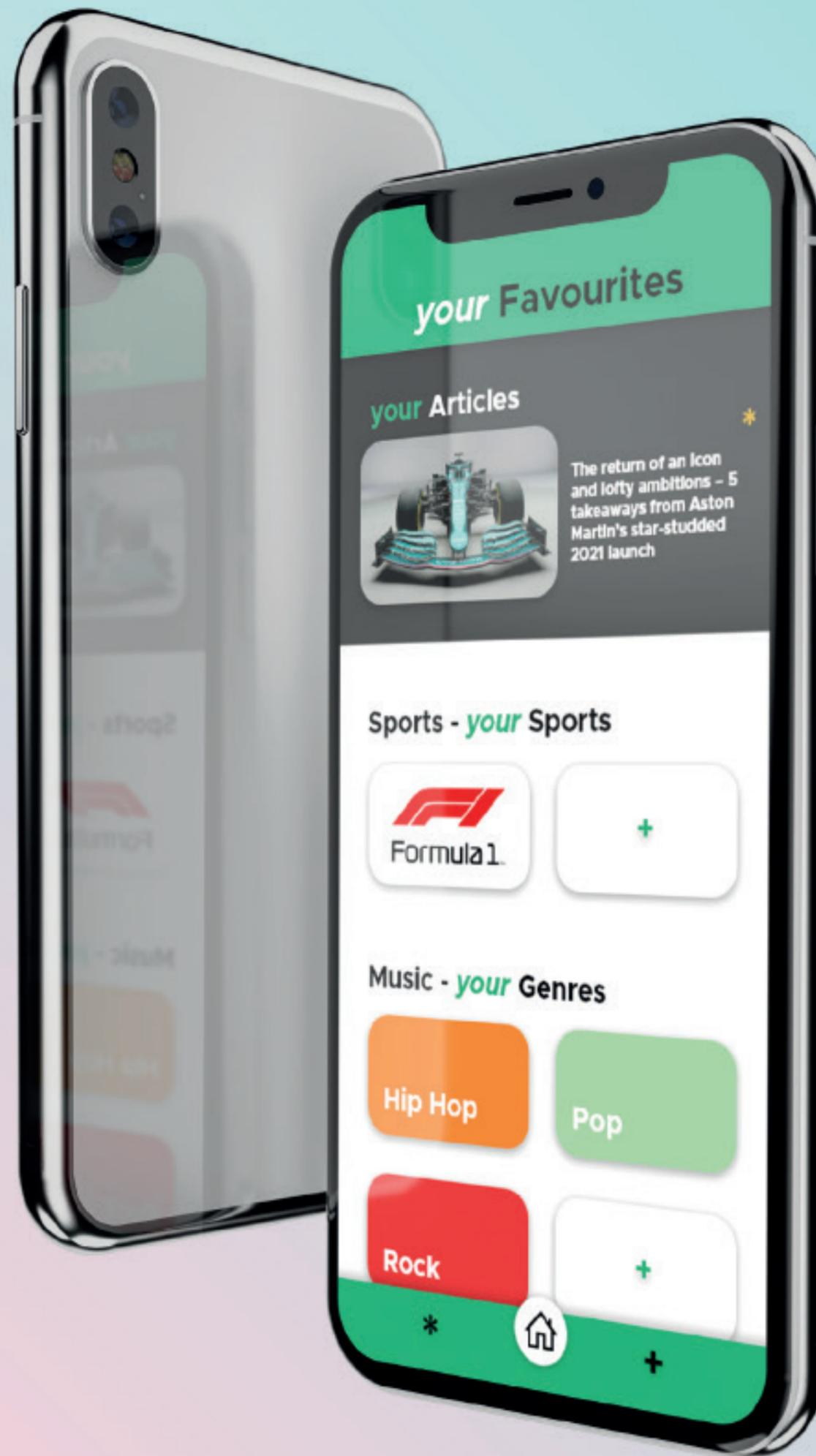


- An app to encourage youth to engage with the news with a slight twist of rewarding you with cosmetic options for the app.

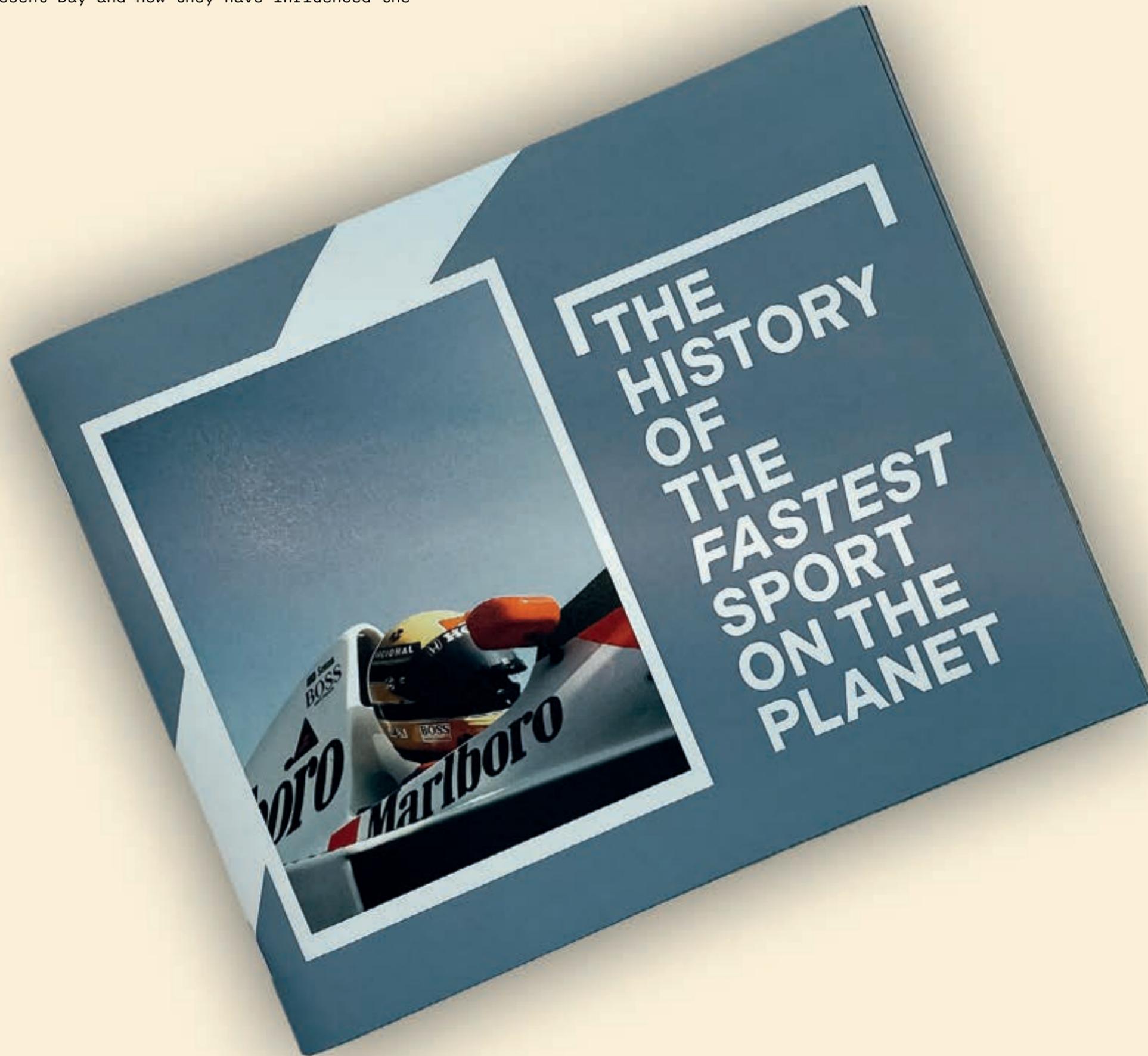


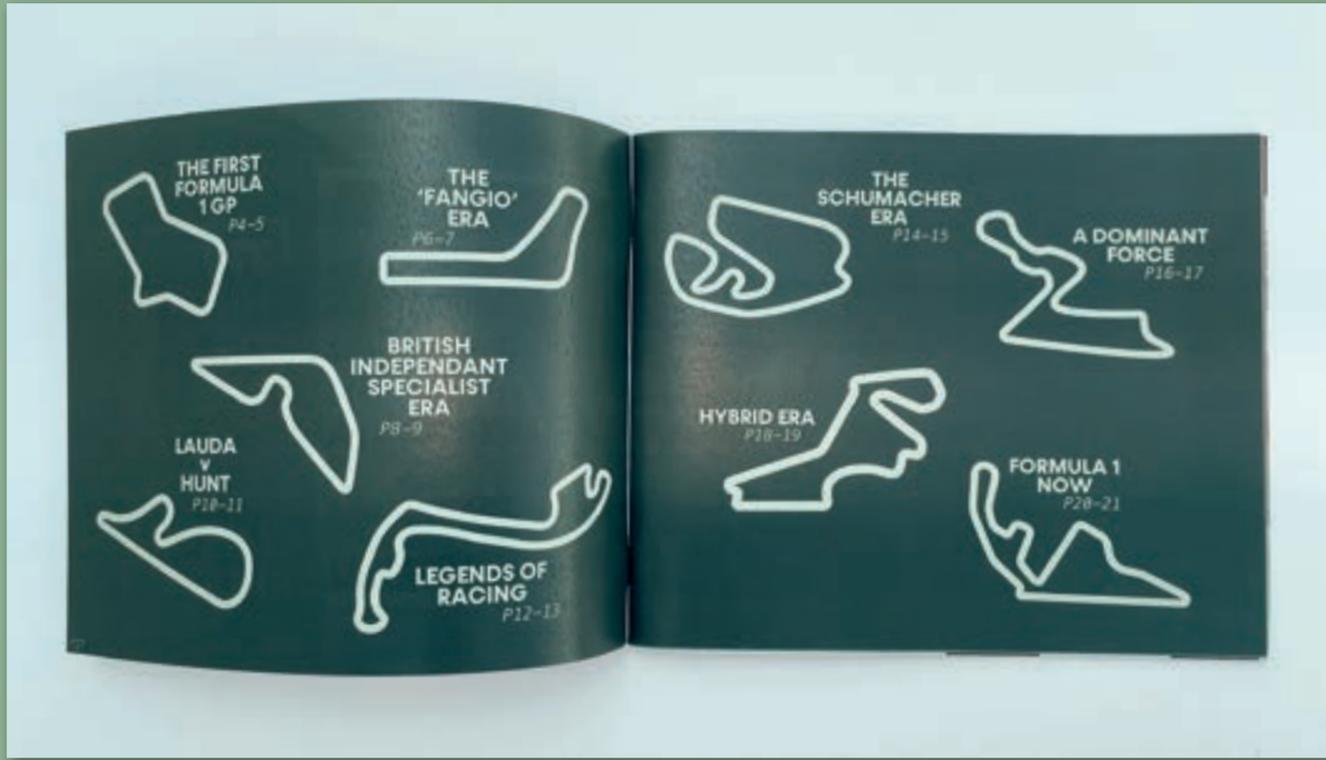


- The news can be effortlessly catered towards you and sorted into a simple and clean list.



■ 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.

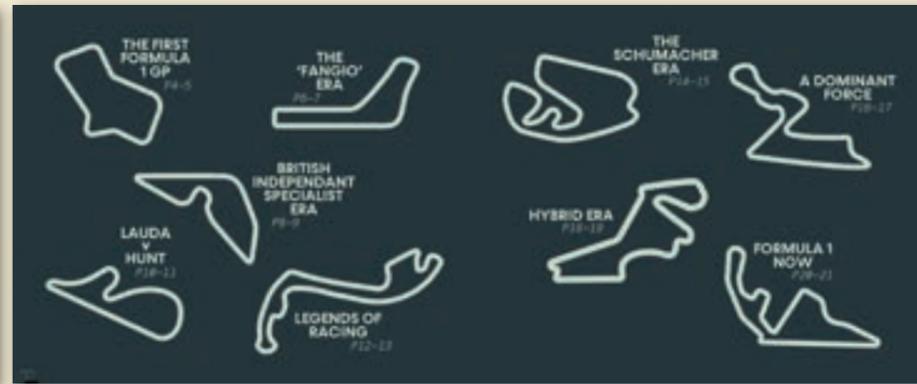








THE HISTORY OF THE FASTEST SPORT ON THE PLANET

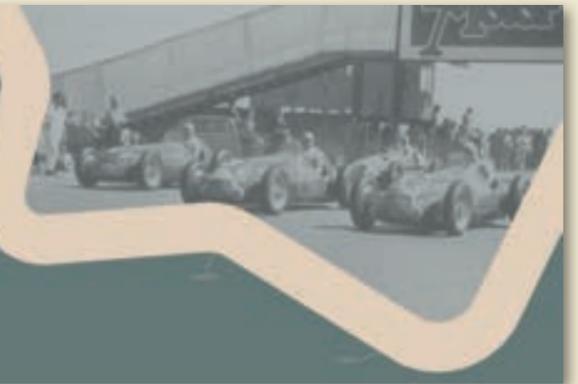


- THE FIRST FORMULA 1 GP 1950-51
- THE 'FANGIO' ERA 1956-7
- BRITISH INDEPENDANT SPECIALIST ERA 1958-9
- LAUDA V HUNT 1976-81
- LEGENDS OF RACING 1972-83
- THE SCHUMACHER ERA 1984-2008
- HYBRID ERA 2010-19
- FORMULA 1 NOW 2022-21
- A DOMINANT FORCE 2000-2003

THE FIRST FORMULA 1 GP

HELVETIA 1950

In 1950, the first Formula 1 Grand Prix was held in Switzerland. It was a 300km race on a 10.5km track, with 28 drivers competing in 22 different cars. Juan Manuel Fangio won the race in a Ferrari 125C.



THE 'FANGIO' ERA

WDC 1956-1957



Fangio dominated the entire field with his driving expertise.

The championship series, for the first time, was won by a driver from outside the United Kingdom. Fangio's dominance was a result of his exceptional driving skills and his ability to adapt to different tracks and conditions. He won five of the seven races and secured the title with a commanding margin.

BRITISH INDEPENDANT SPECIALIST ERA

1958-1967



This era was characterized by the dominance of British drivers and teams. Jim Clark and Jackie Stewart were the most successful drivers, both winning the World Championship. The British Independent Specialist Era was a period of intense competition and technological advancement.

LAUDA V HUNT

1976-1981 Era



This era was defined by the rivalry between Niki Lauda and James Hunt. Lauda won the title in 1977, while Hunt won in 1976 and 1981. The competition was fierce, with both drivers showcasing exceptional driving skills and strategic thinking.

LEGENDS OF RACING

1968-1975 Era



This era featured some of the most iconic drivers in Formula 1 history, including Jackie Stewart, Clay Regazzoni, and Denny Hulme. These drivers were known for their exceptional driving skills and ability to push the limits of their machines.

THE SCHUMACHER ERA

1984-2008



Michael Schumacher's dominance in the late 1990s and early 2000s is unparalleled. He won seven World Championships, a record that stands to this day. His era was characterized by his exceptional driving skills and his ability to adapt to different tracks and conditions.

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

A DOMINANT FORCE

2000-2003 Era



Sebastian Vettel's dominance in the early 2010s is a testament to his exceptional driving skills and his ability to adapt to different tracks and conditions. He won four World Championships, a record that stands to this day.

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

HYBRID ERA

2014-2021



Lewis Hamilton's dominance in the late 2010s and early 2020s is a testament to his exceptional driving skills and his ability to adapt to different tracks and conditions. He won six World Championships, a record that stands to this day.

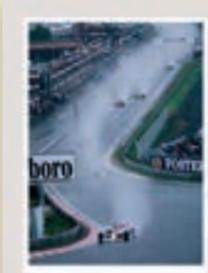
"This era is Formula 1 was the most influential era in attracting new audiences to the sport and appealing to the younger generation"

2022 - Present FORMULA 1 NOW



The current era of Formula 1 is characterized by technological advancements and a focus on sustainability. The sport has become more competitive and exciting, with a focus on attracting new audiences and sponsors.

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



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 initiatives, with a focus on environmental efforts. With pioneering passion and dedication, we embrace a future where Formula 1 remains a pinnacle of human ingenuity, inspiring generations to come. Let us embark on this journey with hope, excitement, and the belief that the best is yet to come.



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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