

*Amma
AlQubaisi
Graphic Designer*

Designer statement

In my design practice, I initiate the process of designing by first building a concept to deliver a message in the most powerful way. I believe that through research on the subject, the purpose of the communication, and the audience, are essential in seeking and delivering a successful solution to the design problem. Through the process of taking an idea and transforming it into a visual image, I seek to keep my working process flexible to best fit the needs of my client.

Paekraajing

Grand Theft Auto CD design, 2019



This was a CD design and poster for a video game, *Grand Theft Auto* (GTA). The design's purpose differs from the original as it is based in the middle east, whereas the original is located in Los Angeles, California. I have chosen to represent the Kingdom of Saudi Arabia, specifically Saudi Bediouns and presented the CD, CD cover and poster relating to their historical sites, traditional clothing and tribes.



Swift, 2020



Swift is a game board design which includes a game board, instructions paper, 20 cards, 5 pawns and 2 dices. The game is all about moving faster as it is interactive and relates to sports. In addition, it has an educational purpose for teenagers and those who are interested in sports games.



Modernism deck of cards, 2019



These playing cards represent the modernism movement which arose in the late 19th and early 20th centuries. Modernism is a new way for creating new things while relating to simplicity and pure geometrical forms and my purpose for creating these cards is to bring back the history of modernism in which some special events happened during this time period.

Beyond the Controller campaign, 2020



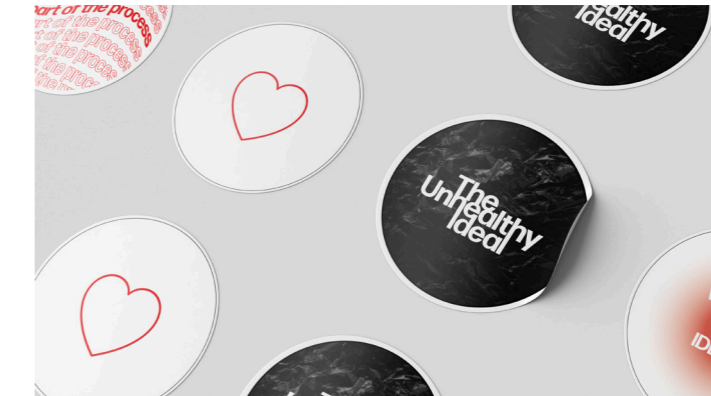
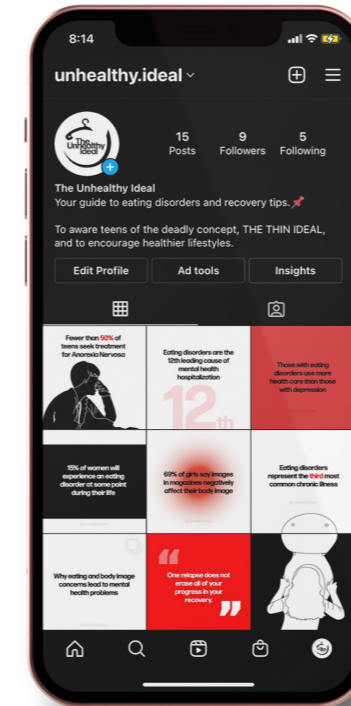
The goal of *Beyond the Controller* campaign was to help teenagers and kids to reduce and limit their gaming hours as it affects their mental health and social life. In order to help them do that, I have designed a logo that represents the main idea along with providing a backpack which includes stickers and motivational sayings to remind them about separating virtual from real life.



The Unhealthy deal, 2022



The Unhealthy Ideal is a campaign that consists of a booklet, a series of posters, an instagram account and a giveaway box to aware young teens of the “thin ideal” that they try to fit in which leads to the presence of eating disorders.



Visual Identity

Seeds brand identity, 2020



This is a brand identity for a coffee and flowers company, *Seeds*.



Serenities brand identity, 2021

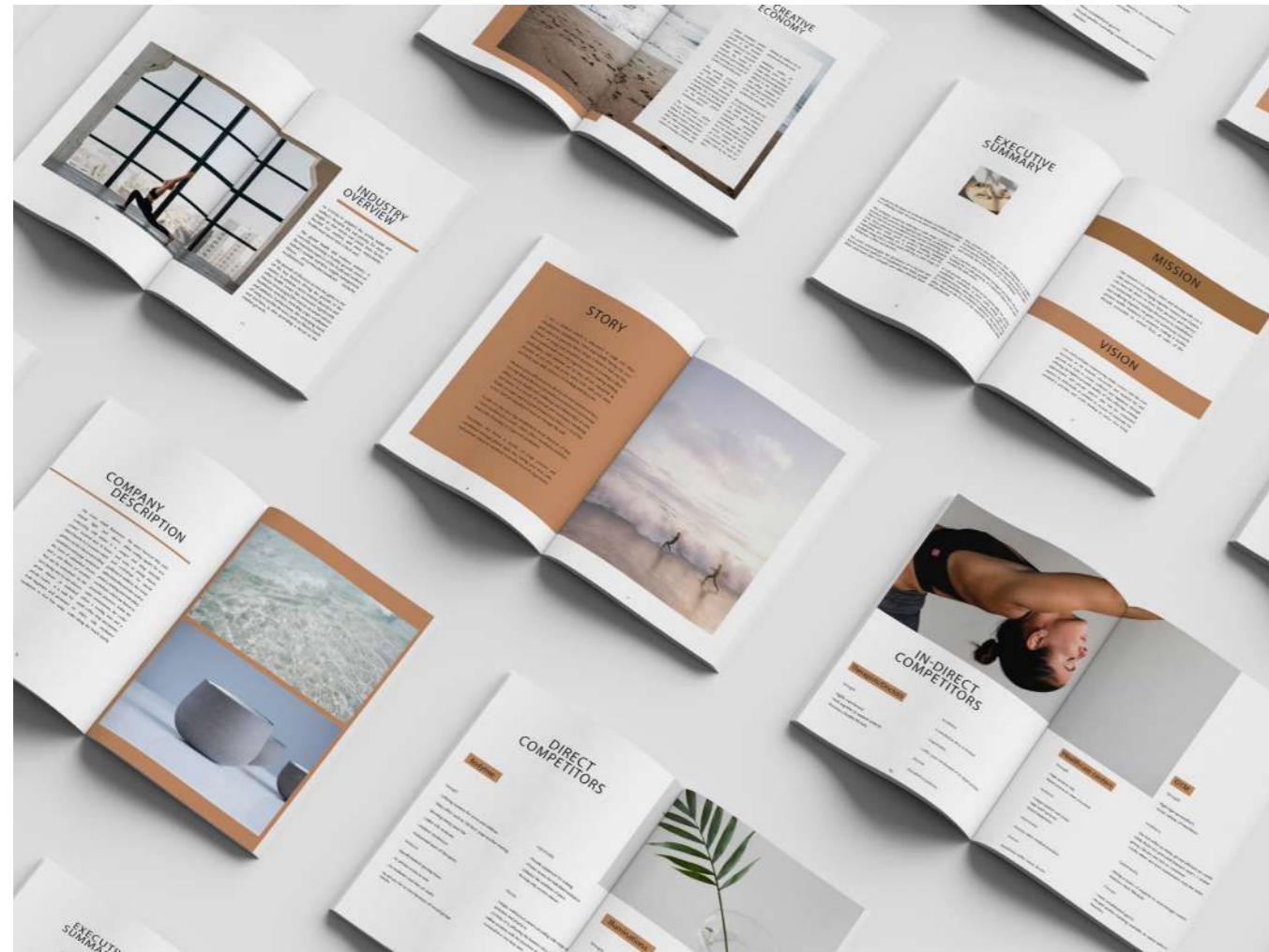


This is a visual brand identity for the company *Serenities*.

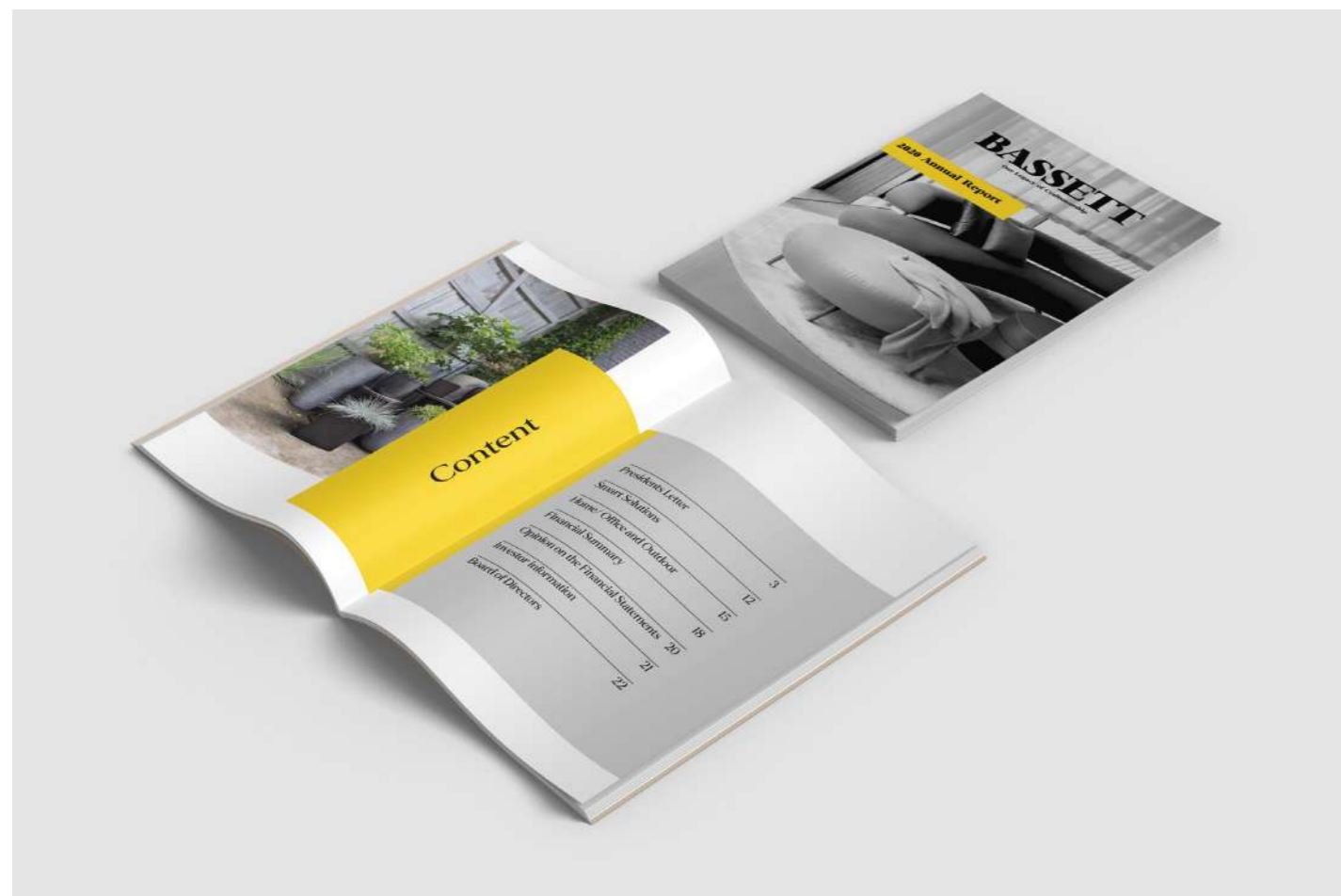


Publication

Serenities Business Plan, 2021



This is a booklet explaining my business plan for *Serenities*, a well-being and meditation center.



This is a booklet of an annual report for a furniture company, *Basset*.



The Unhealthy deal, 2022



This booklet is based on a research about fashion models that are pressured to lose weight as a requirement because of the fashion industry that promotes “The thin ideal” to young females.



Poster Design

Tourist guide leaflets, 2020



This is a leaflet showing the 10 best sunset spots in Abu Dhabi.



This is a leaflet showing the 10 best Ice-cream shops in Abu Dhabi.





This was a poster addressing the future for emerging graphic designers.



Five Things to do in Tokyo, 2021



The poster combines five places to visit in Tokyo, Japan.



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