

AnnaSophia

A.M. GOUW | GRAPHIC DESIGNER

PORTFOLIO



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I'm AnnaSophia Gouw, a Dutch graphic designer based in Edinburgh.

I love telling stories.

I really love stories. Visual stories, written stories.

Short, long, hidden stories. Stories found in history or just written yesterday.

Basically any kind of story.

And I like creating them.

In this document you can find what I believe to be some of the best examples of how I tell stories in a variety of techniques and media.

ONE LIFETIME

Concept, letter setting, press printing

I utilised this piece of text to increase my practical understanding of the letterpress technnique. By printing on a large scale and making use of two different colours, I learned a lot about composition.





Printed on handmade A1 paper in black and red printing ink.





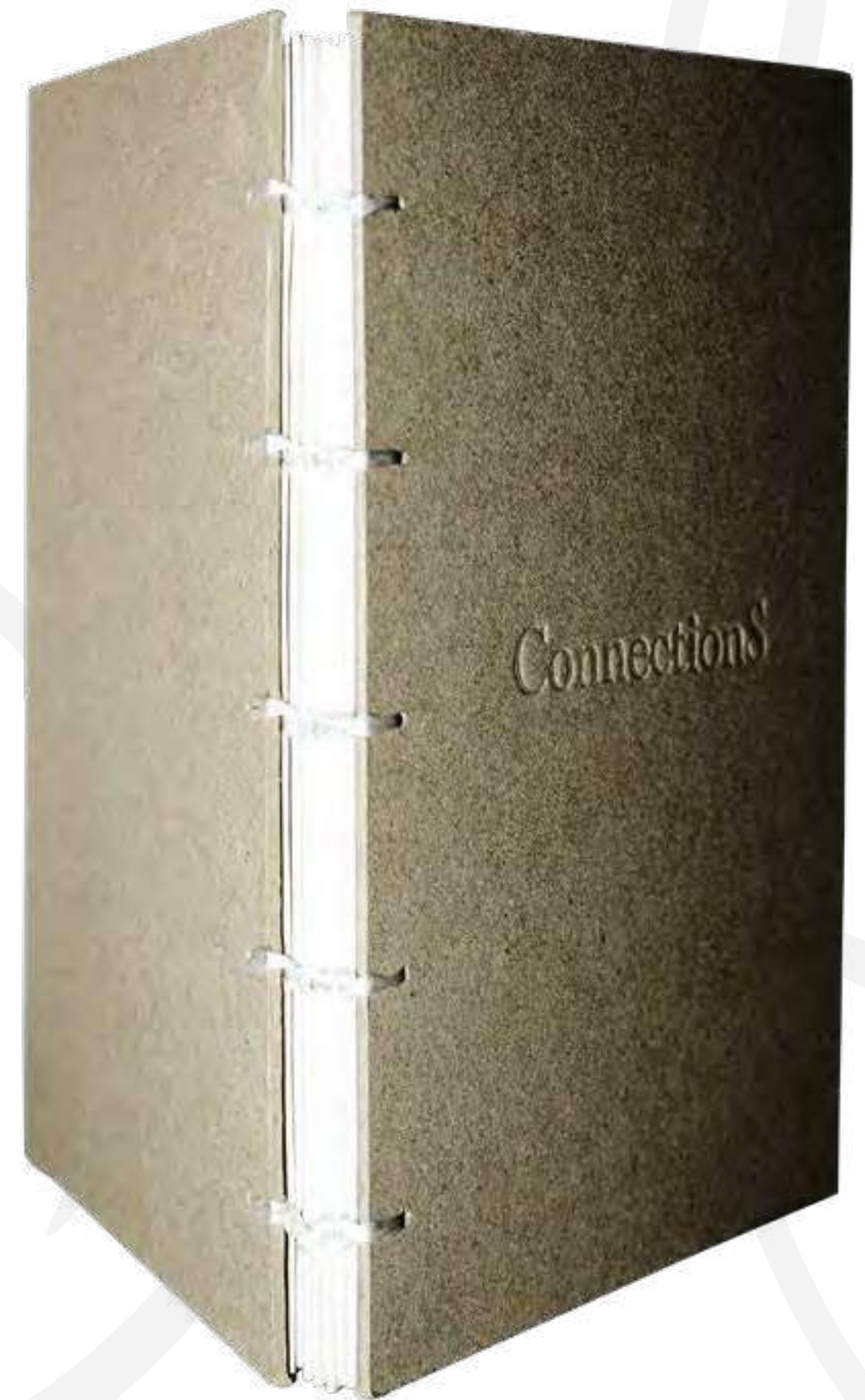
"I would rather spend one lifetime with you than face all the ages of this world alone."

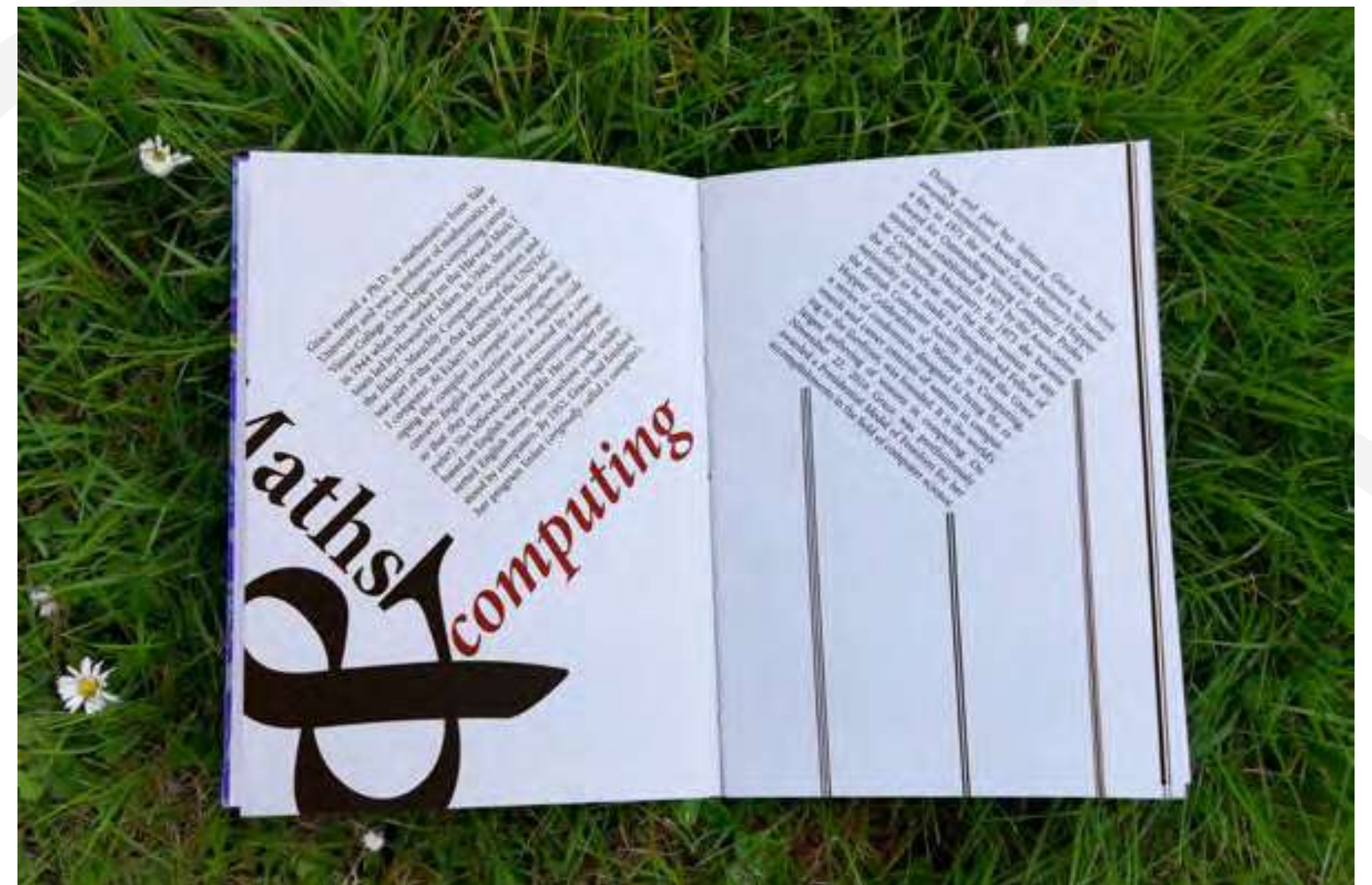


CONNECTIONS

Research, creative writing, layout design, screenprinting, book binding

This handmade book contains a body copy which is a story connecting the two random words: Hats & Computer. The story focusses on women's rights and starts in the 20th century discussing hat fashion standards. It then moves onto the Suffragette movement and ends with women in computing.





Still, not wearing a hat outdoors was so **unconventional** that even the most rebellious women of the early 20th century, were never seen without a hat. The Suffragettes protested, vandalised buildings, set post-boxes on fire and chained themselves to railings, but never were they seen in these situations without a hat. It just goes to show how strong the societal rules about hats were, that even when women were protesting against inequality and marching for the right to vote, wearing a hat was still a necessity.

vandalise
/vand(ə)laɪz/
verb

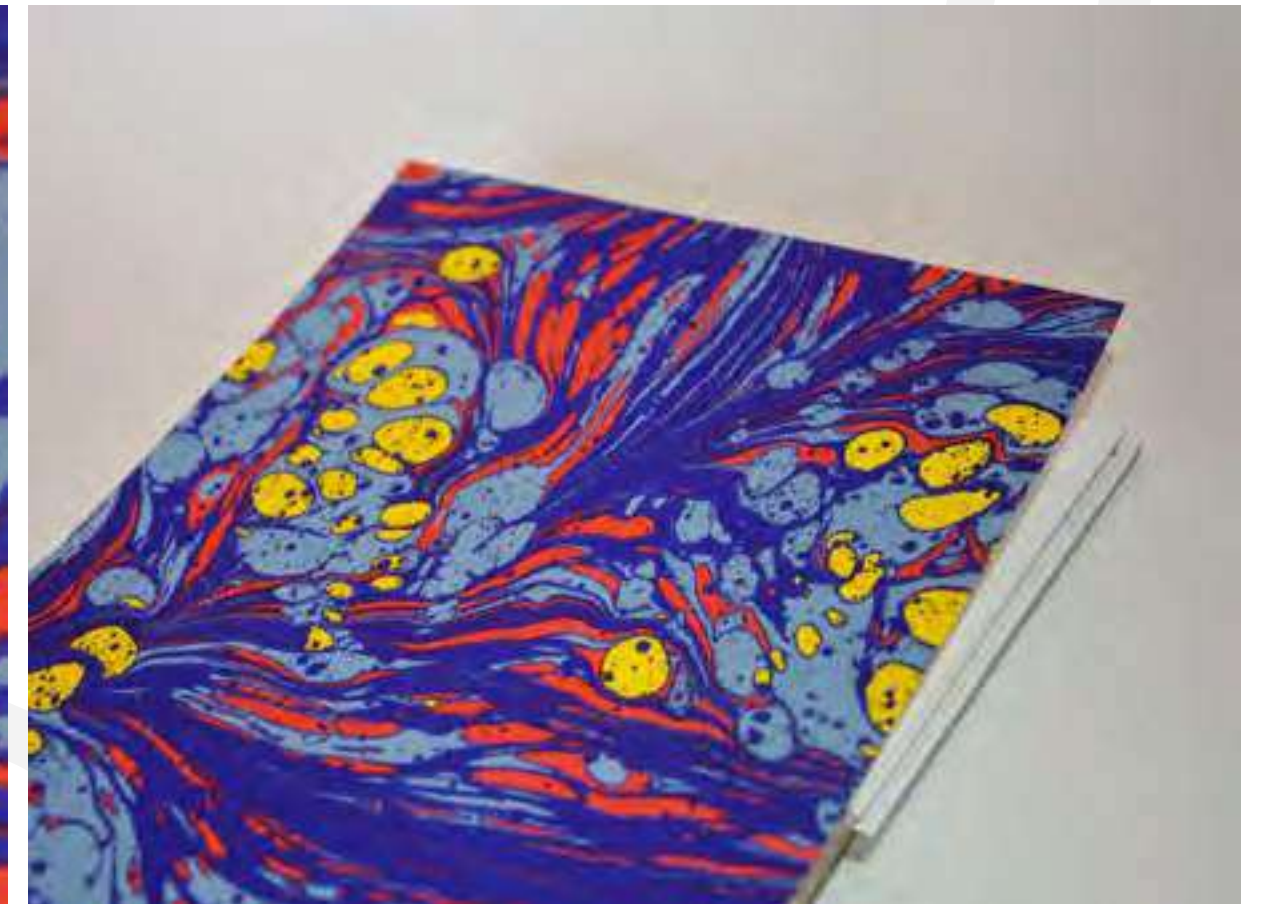
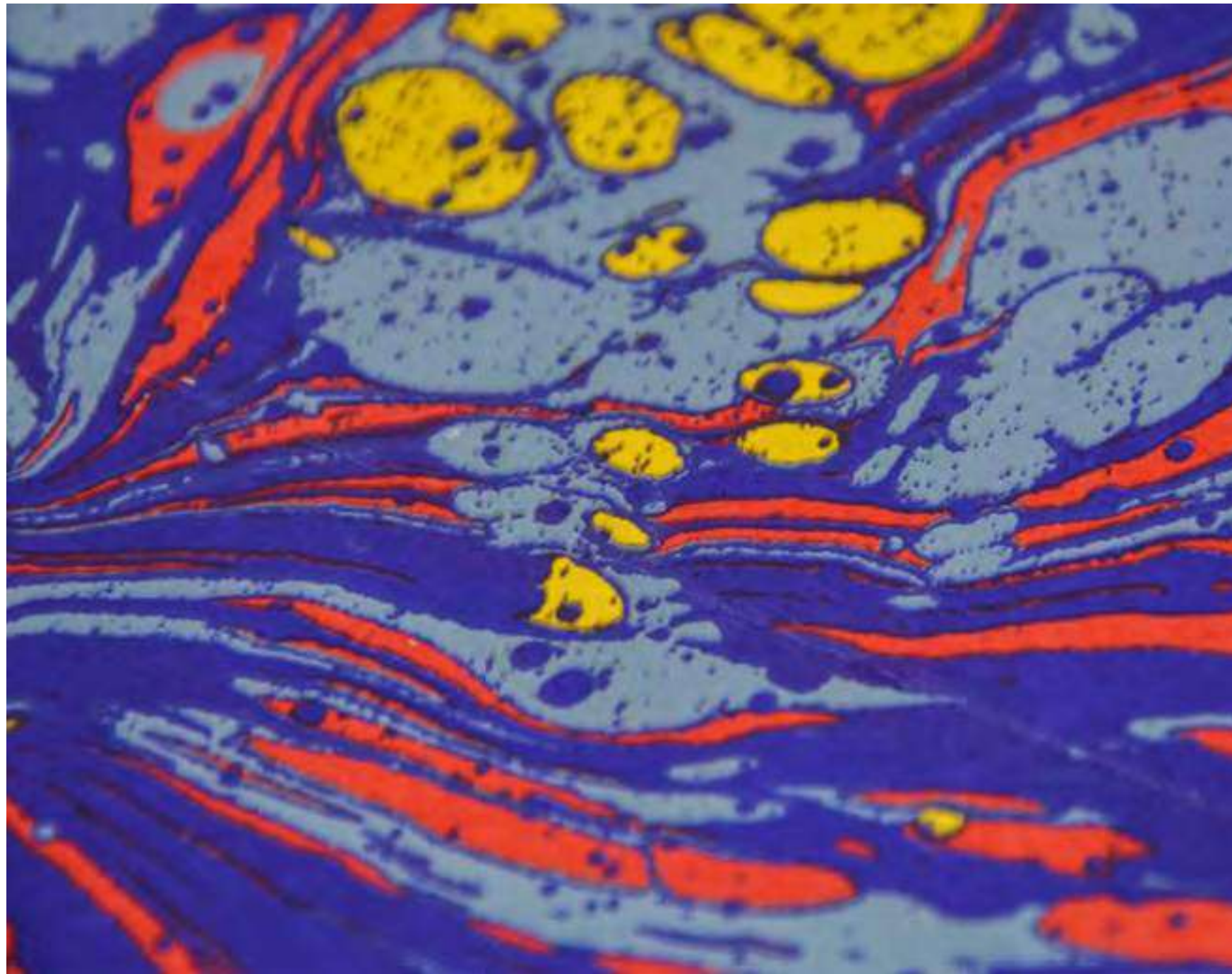
protesting
/prəˈtestɪŋ, ˈprəʊtestɪŋ/
noun

»

The Common English Bible states

1
CORINTHIANS
11:6

“If a woman doesn’t cover her head, then she should have her hair cut off. If it is disgraceful for a woman to have short hair or to be shaved, then she should keep her head covered.”

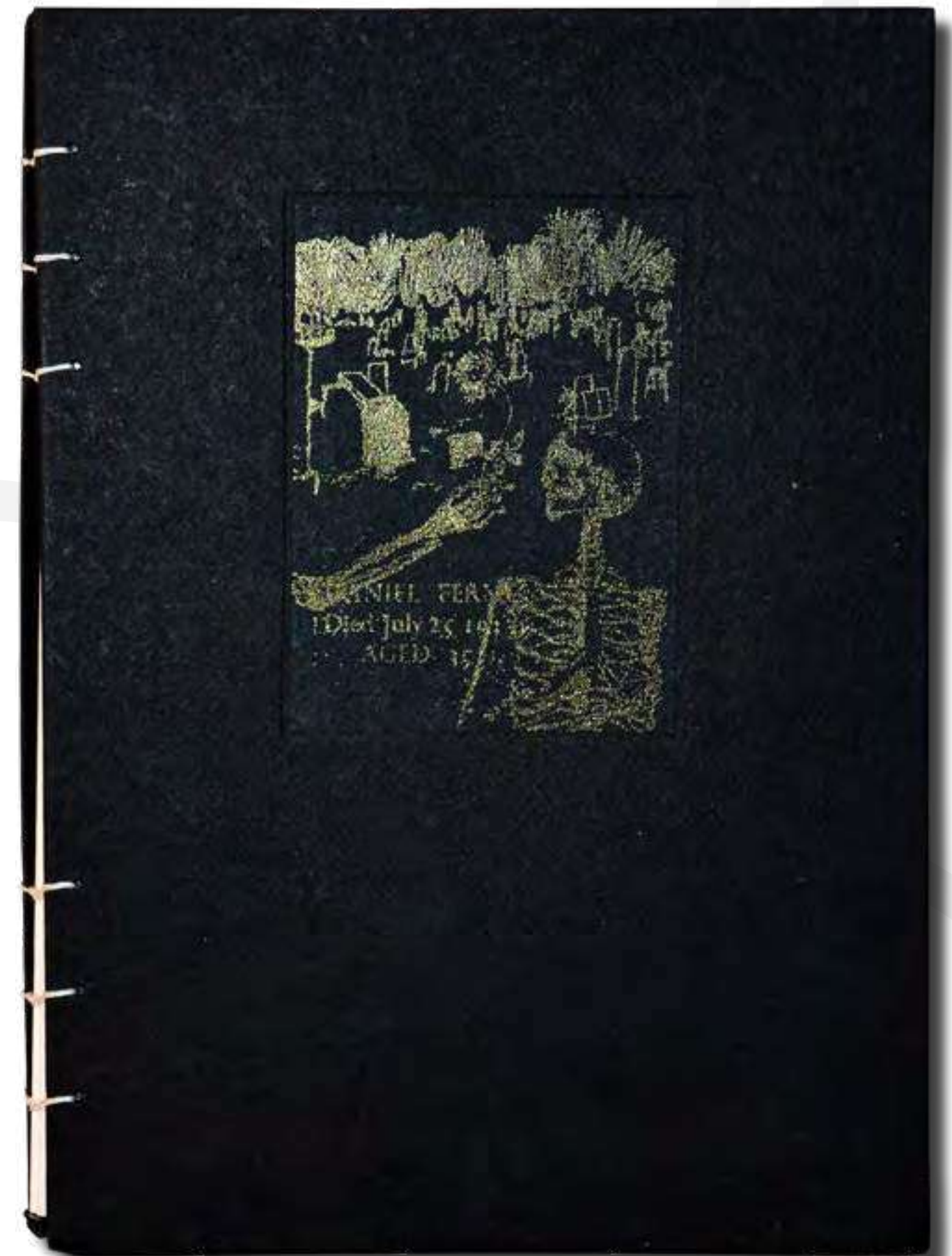


The final handmade book is A5 in size, has 32 pages with a blind debossed cover, screenprinted end papers and coptic stitching.

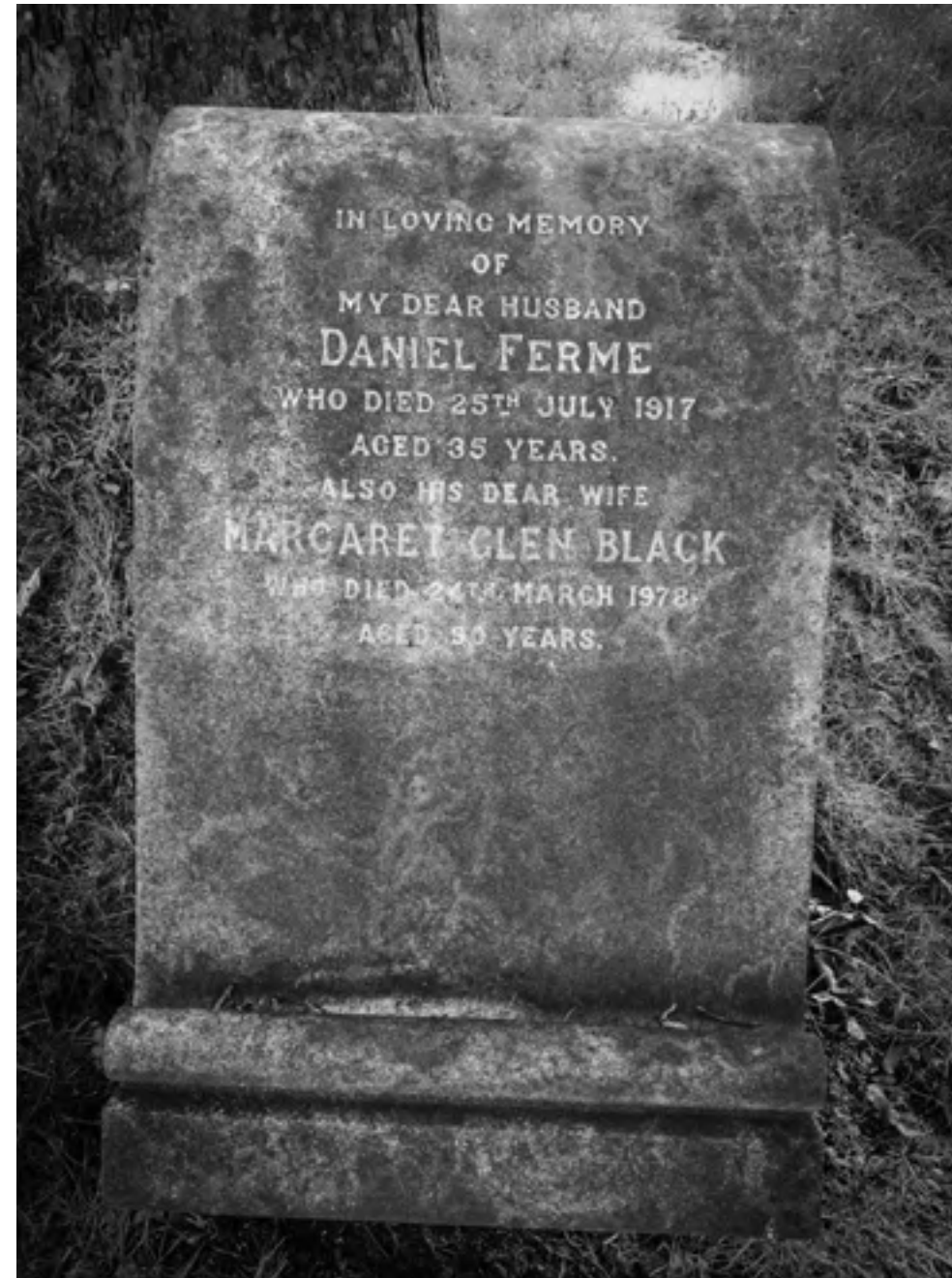
EVEN IN DEATH

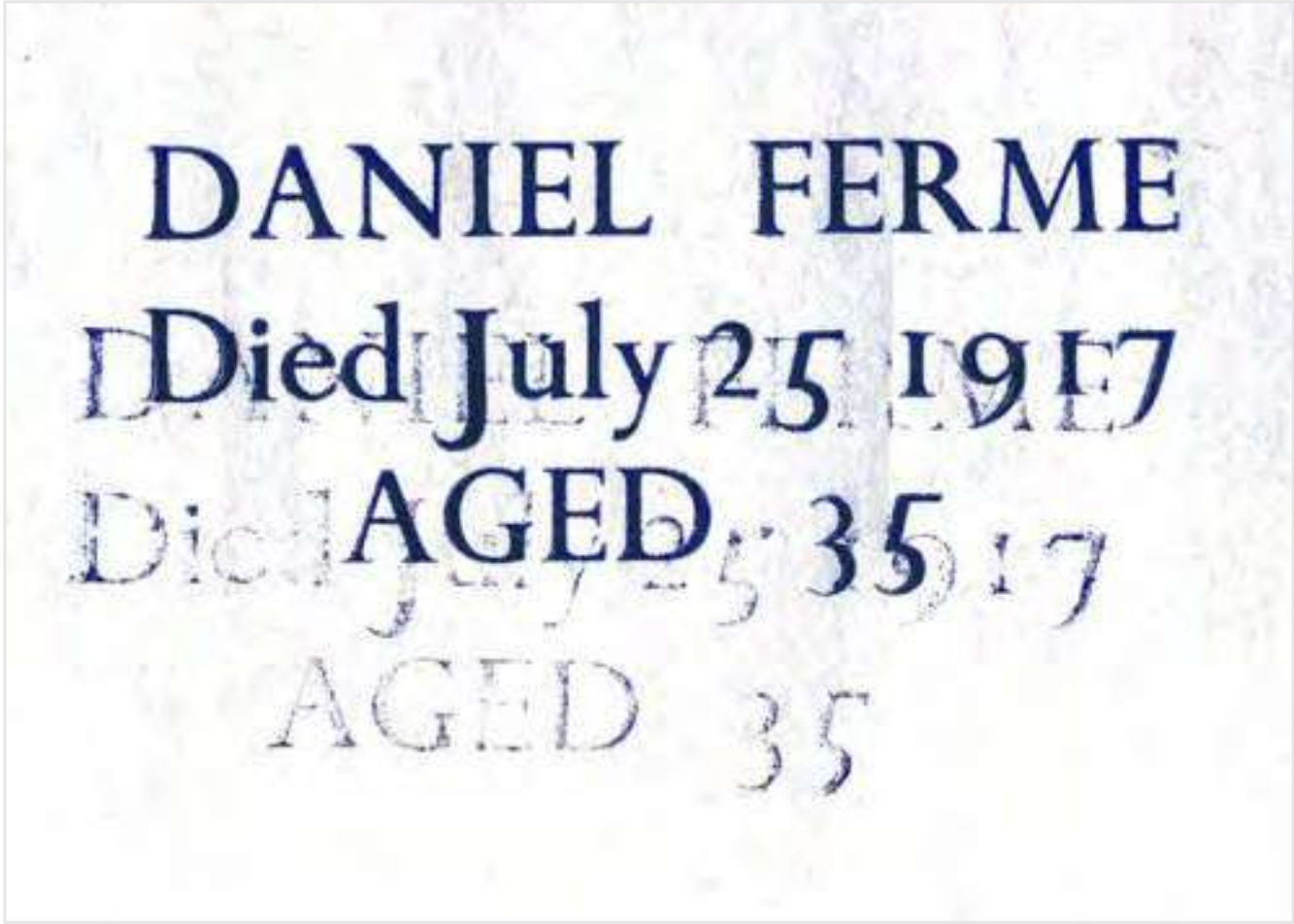
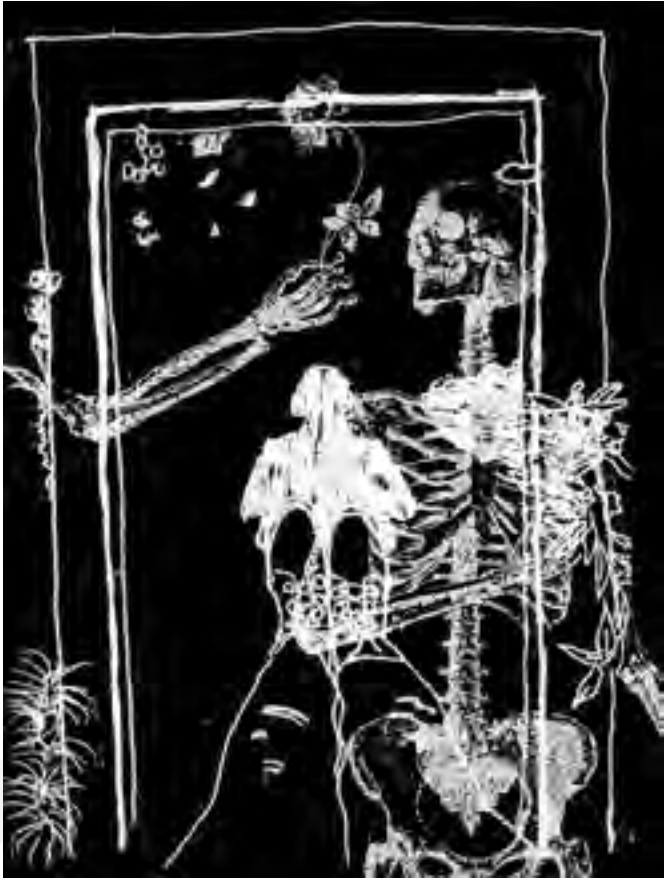
Research, photography, monoprinting, foil printing, book binding

Handmade artist book inspired by one single gravestone in Edinburgh Eastern Cemetery, looking at the theme around love & passing.











BOUNDFITNESS [@boundfitness](https://www.boundfitness.co.uk)

Social media content design, template design, art direction, action & portrait photography

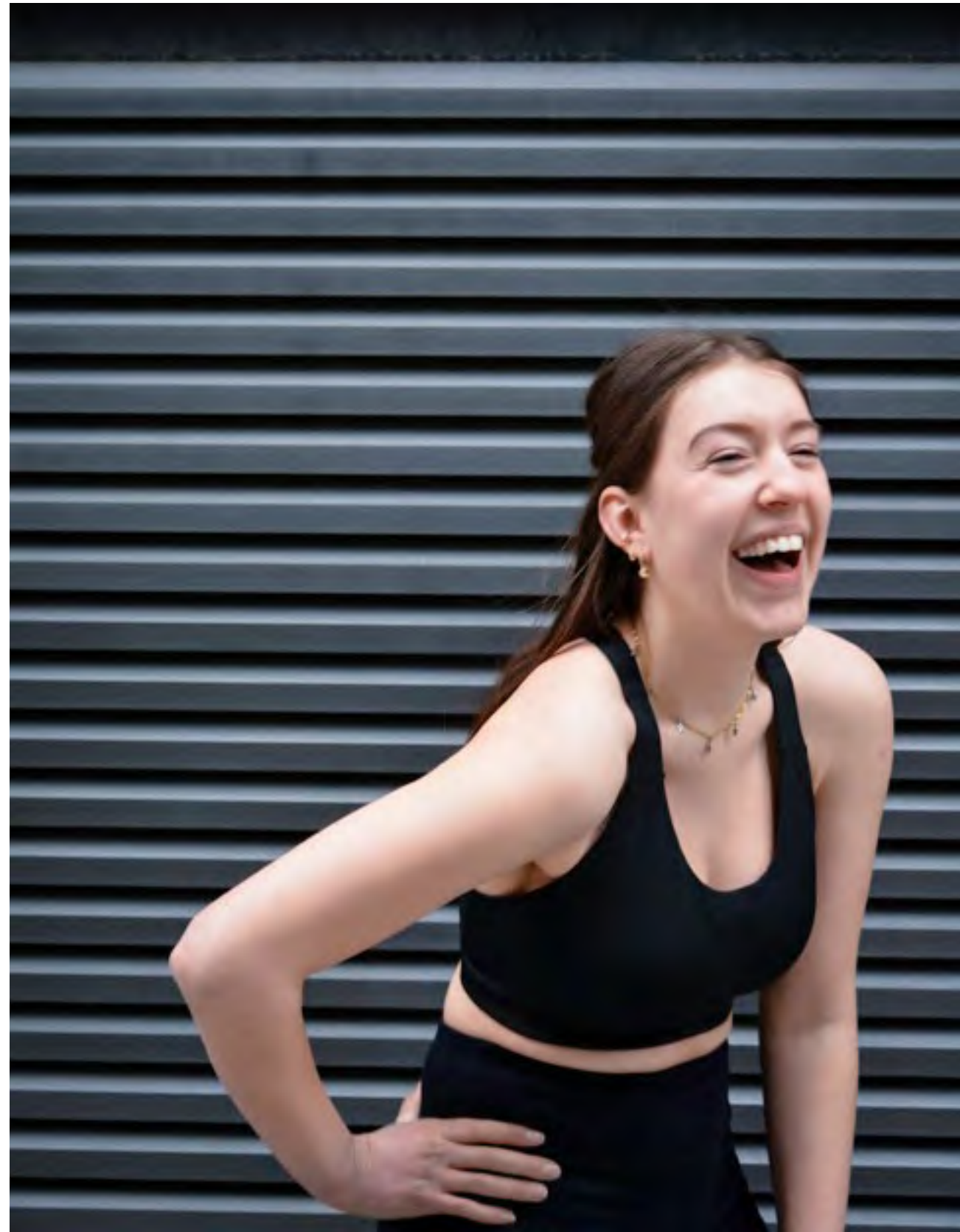
I started to work for this start-up during the Covid-19 pandemic. I create and post visuals to Instagram and Facebook and I'm in charge of two recurring weekly series: Mental Health Monday and Proper Form.

BOUNDFITNESS						
MARCH SCHEDULE						
	MON	TUE	WED	THU	FRI	
1-7	REST	Bound Burn Quick Whole Body HIIT Improves mood, sleep quality & reduces reaction to stressors	Bound Build Whole Body Strength Improves body confidence and self-esteem	Bound Bands Legs and Glutes Improves body positivity	Bound Bootcamp Metcon+, HIIT, Full body strength Builds mental resilience	Bound Breathe Yoga- Spinal Health Reduces depression symptoms
8-14	Bound Balance Thigh & Glutes Sculpt Reduces tension, anxiety & stress	Bound Burn & Abs Cardio + Core Strength Improves mood, sleep quality & reduces reaction to stressors	Bound Build Whole Body Strength Improves body confidence and self-esteem	Bound Burn Quick Whole Body HIIT Boosts mood and energises	Bound Bootcamp Metcon+, HIIT, Full body strength Builds mental resilience	Bound Breathe Yoga- Hamstrings Reduces depression symptoms
15-21		Bound Burn & Abs Cardio + Core Strength Improves mood, sleep quality & reduces reaction to stressors	Bound Build Whole Body Strength Improves body confidence and self-esteem	Bound Burn Quick Whole Body HIIT Boosts mood and energises	Bound Bootcamp Metcon+, HIIT, Full body strength Builds mental resilience	Bound Breathe Yoga- Hip flexibility Reduces depression symptoms
22-28		Bound Burn & Abs Cardio + Core Strength Improves mood, sleep quality & reduces reaction to stressors	Bound Build Whole Body Strength Improves body confidence and self-esteem	Bound Burn Quick Whole Body HIIT Boosts mood and energises	Bound Bootcamp Metcon+, HIIT, Full body strength Builds mental resilience	Bound Breathe Yin Yoga- Breathwork Reduces depression symptoms



My main goal to help BoundFitness was to streamline their brand identity. For recurring posts such as the weekly timetable and their monthly schedule, I created the designs in the online tool Canva. This way all team members are able to edit and post these designs without needing my help.

Click [here](#) for animated instagram content



Additionally I create the digital portrait and action photography for the cross-functional team and website.



HALCYON DAYS

Concept, research, digital image manipulation, photography, art direction, image editing

This live projection piece is the final outcome of a detailed project into digital technique and how it is used in art.



Click [here](#) to see moving image.



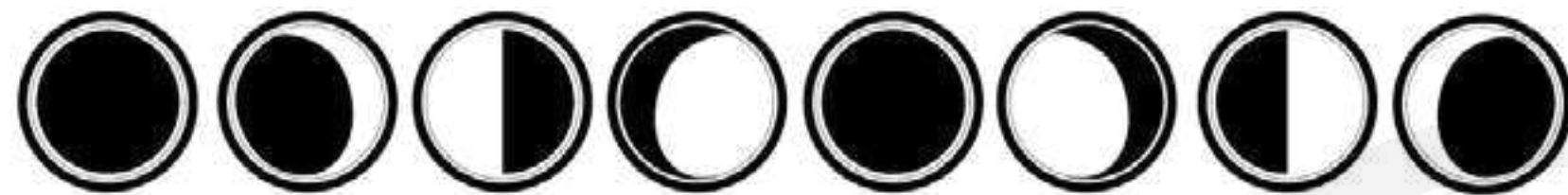
LUNA

Concept, packaging design, logo design, artwork

Luna is a non-alcoholic gin alternative created for the 2020 Chrysalis Brief by Brand Opus. The brief asked to create a new and original drinks brand that has an extra benefit apart from quenching thirst.





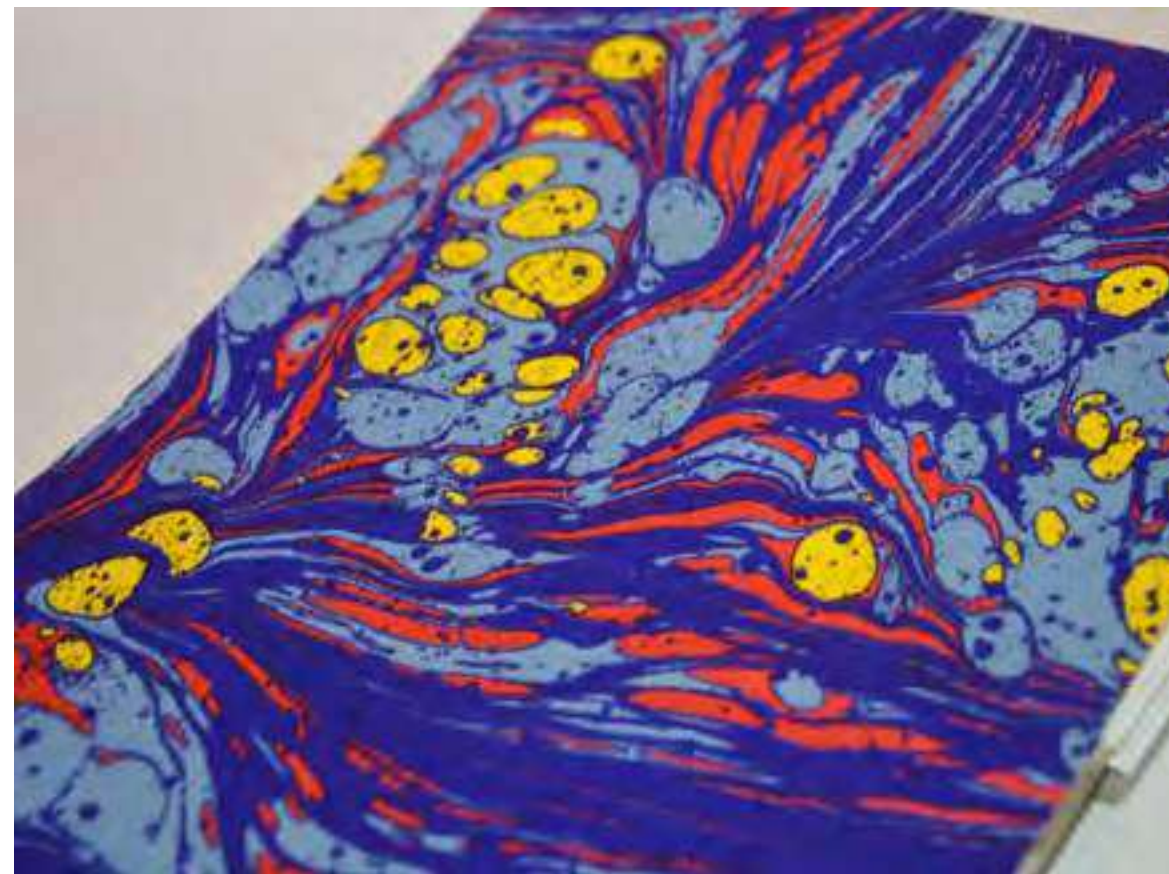


Luna is inspired by the goddess of the same name. Luna is the embodiment of the moon and its associations: femininity, fertility, motherhood & pregnancy. As well as the phases of the moon that correlate with the natural menstrual cycle.





The final design features a bright moon, an illustration of the moon in different phases in the border and flourishes inspired by the Art Nouveau advertisements.



FROM TOP LEFT CLOCKWISE:

LUNA concept, packaging and branding design.

HALCYON DAYS art direction and photography.

CONNECTIONS book binding, creative writing and layout design.

BOUNDFITNESS social media content design and photography.

EVEN IN DEATH book binding, mono and letterpress printing.

ONE LIFETIME letterpress printing and layout design.