



PORTFOLIO

Jelle

ABOUT

Quirky and hybrid [interaction designer](#) from Nanyang Polytechnic. I do more on [graphic designs](#) and [illustrations](#) with a passion on filmmaking and photography because why not. Definitely enjoy adventures and travelling with the intend to gain more experience and being constantly inspired my new culture, designs and people. Never stop searching for new ideas and innovations.



MUHAMMAD FARHAN

INTERACTION DESIGNER

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SOCIAL MEDIA

 @FARHANSUPERFLY

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 @MFARHAN.KHLF@GMAIL.COM

EDUCATION

SENGKANG SECONDARY SCHOOL (2011-2015)

O-LEVEL CERTIFICATE

NANYANG POLYTECHNIC (2015-2018)

DIPLOMA IN INTERACTION DESIGN

EXPERIENCE

TIMBERLAND SHOP RETAIL

UNIQLO

SATS CREURS

FREELANCE PHOTOGRAPHER

AWARDS

DIRECTORS LIST SEM 1 - 2015/2016

DIRECTORS LIST SEM 2 - 2015 /2016

DIRECTORS LIST SEM 2 - 2017/2018

SKILLS

LOGO DESIGN

UX/UI DESIGN

BRANDING

CODING

VIDEOGRAPHY

ILLUSTRATION

INTEREST

FOOTBALL

TRAVELLING

FILMAKING

PHOTOGRAPHY

PEOPLE

GAMING

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PROJECT

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APPLICATION DESIGN



RECOIL



Your entry might also include interaction and intention to inform the user, such as experience design, kiosks, exhibits, or environmental graphics. Although entries should be largely digital, physical installations with an important digital component are also eligible.

HTML5 games delivered in-browser are acceptable; games powered by Adobe. Flash Player or Adobe AIR are acceptable but not required. Games and interactive experiences using third-party platforms are acceptable, if assets, animations, and creative worlds were constructed through Adobe technology.

RECOIL

2017
ADOBE DESIGN
ACHIEVEMENT AWARDS

OBJECTIVES.

To help locals in Singapore found their lost items including pets, wallets or even their phone in one single app.

With this app, you will also be able to create a community to help people find their items close to them, you don't need to post up posters across your whole block to find your lost pet dog, you do not need to search for local SBS transit contact to call for your lost ezlink, everything will be there for the convenience for you

JUDGING CRITERIA

30%

Originality

40%

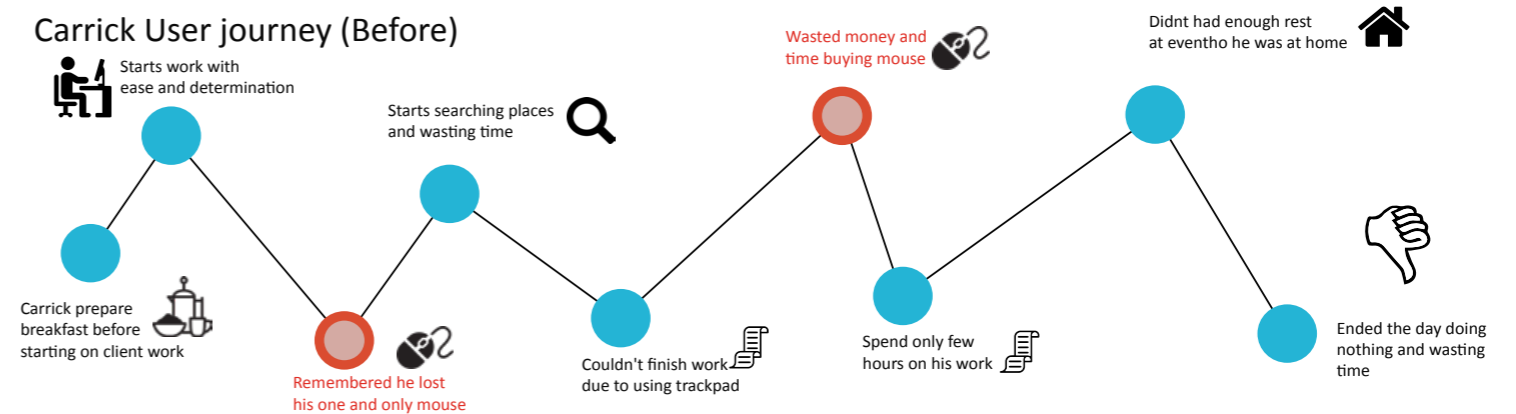
Effectiveness

30%

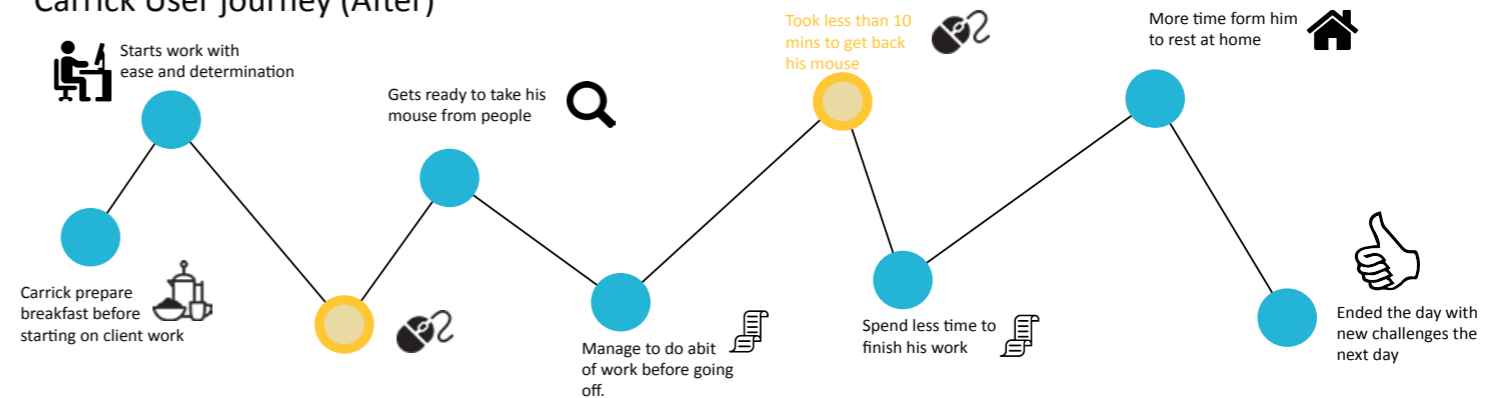
Skills

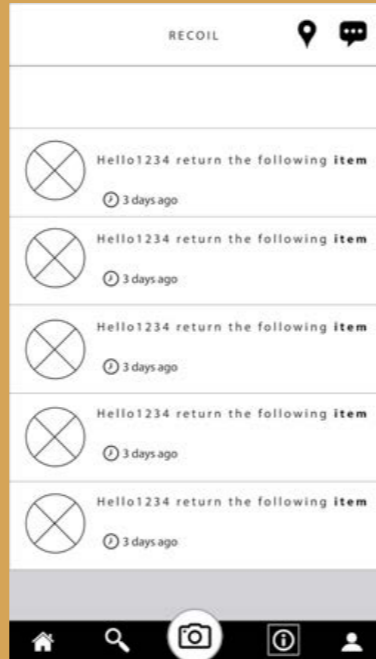
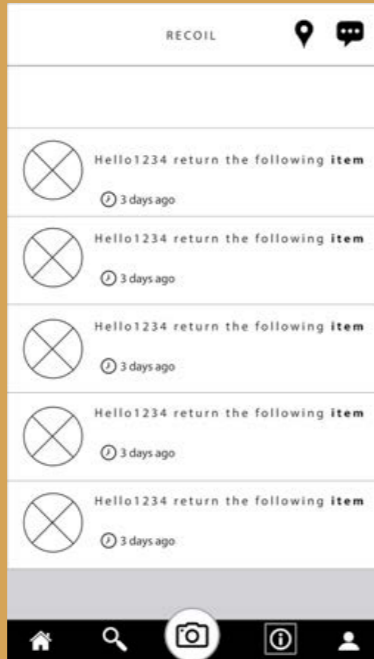
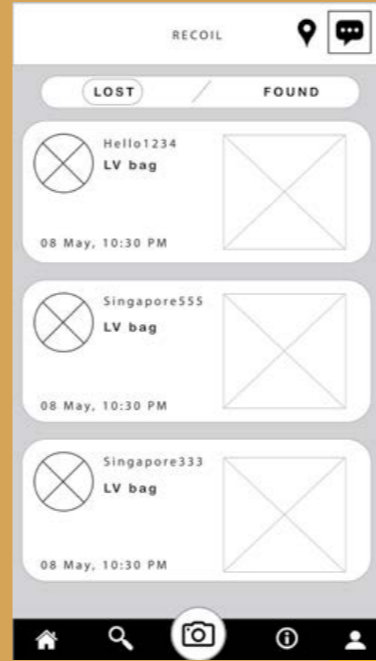
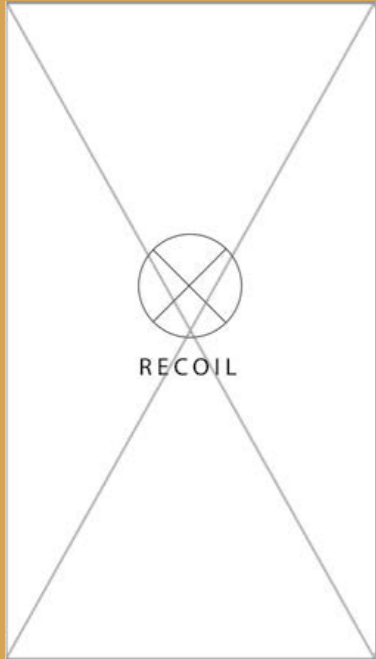
USER JOURNEY.

Carrick User journey (Before)

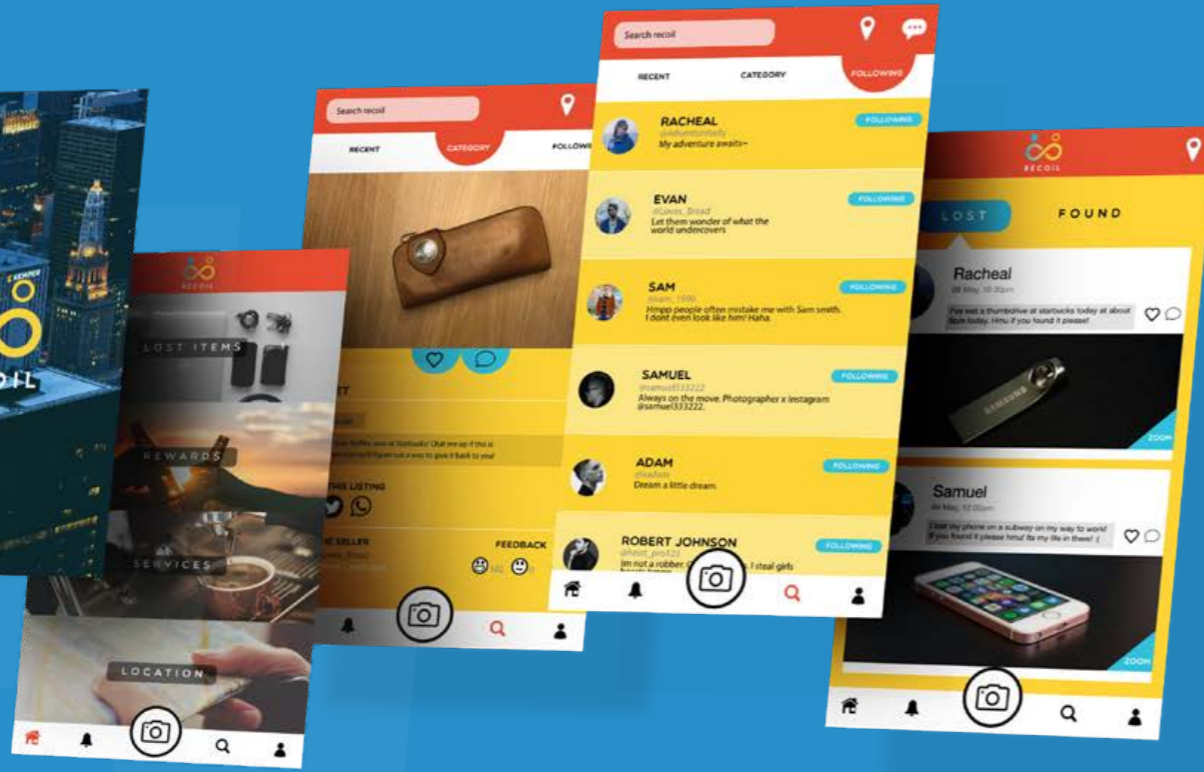


Carrick User journey (After)





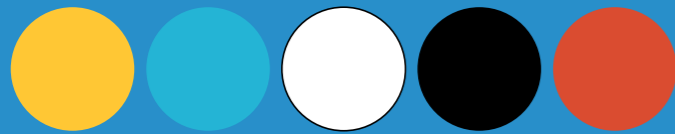
WIREFRAME DESIGN



IN APP DESIGN

LAYOUT DESIGN

COLOUR



#ffd434 #26c2e24 #ffffff4 #00000 #e74c304

LEMON MILK

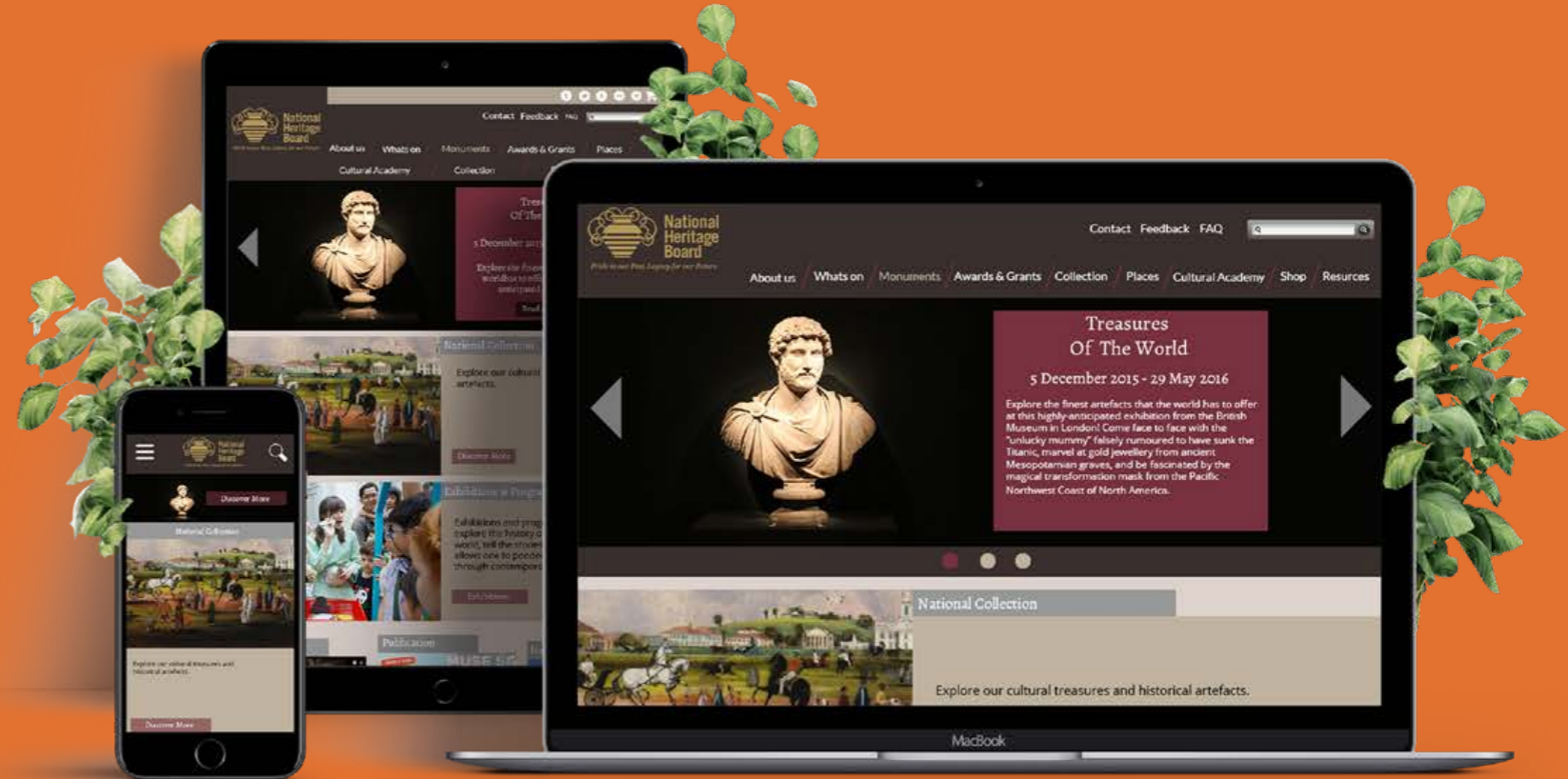
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

WEBSITE DESIGN (NATIONAL HERITAGE BOARD)



My design rationale is basically to focus on my target audience which are teenagers and teachers. Base on my research, both pages would rather look more on pictures rather than words itself, therefore I've designed my website with as minimal words as possible. Unless for important points, the words will be more and to be stressed on as these pages need information more compared to other people. Not only that, I designed my website to be very simple.

Easy navigations so that they know where they are and they know where to go next. To easily find their key important search points for their school or for teacher to their students. With the colors I've chosen, it is a very friendly color which will attract people easily especially my target audience. I have also put in an important piece to my website which is my social media icon.



who are your users?

The first step toward serving your users is identifying—specifically—who they are. Though the details you include will vary depending on the focus of your site.

demographics
 Age: 71% Under 18 30% 18–24 14% 25–34
5% 35–49 10% 50–64 15% Over 65
 Sex: 4% Male 60% Female
 Race: % African American 25% Caucasian
 % Asian/Pacific Islander 19% Hispanic
 % American Indian, Eskimo, or Aleut
 % Other
 Education: % Some high school % High school
 % Some college % College
 % Some post-grad % Post-graduate
 Status: % Single % Married
 % Widowed % Divorced/separated
 Income: % Under \$20,000 % \$20–49,000
 % \$50–74,000 % \$75–100,000
 % \$100–150,000 % Over \$150,000

psychographics
 What are the unique distinguishing factors of your audience?

webographics
 Access point: % Home % Work
 % School % Other
 Access speed: % Modem % Cable modem
 % DSL % T1/high-speed work
 Frequency of use: % <1 hour/week % 1–3 hours/week
 % 4–10 hours/week % 10+ hours/week
 Time of use: % Morning % Afternoon
 % Evening % Late night
 Years online: % First year online % 1–2 years
 % 3–4 years % Over 5 years
 Platform: % Windows % Mac
 % Unix % Other
 Browser: % Chrome % 6.1
70% Netscape % Internet Explorer
23.9% Other

activities
 What (relevant) online activities do your users participate in?

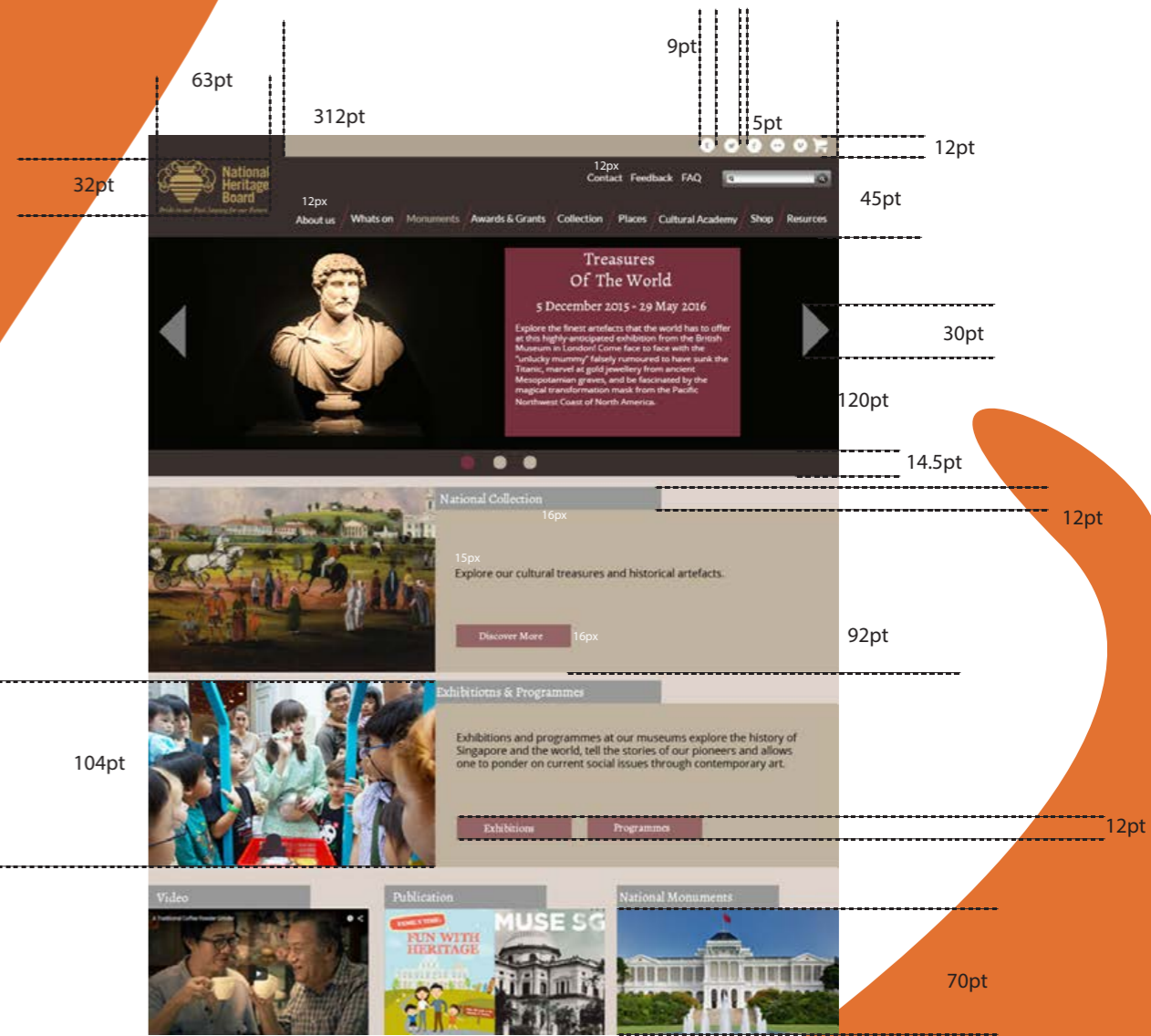
site-specific profile
 Who is your site geared toward?
 First-time visitors, new to your organization
 Offline customers, familiar with your company, NOT the site.
 Returning visitors, familiar with both your company AND your site.
 All of the above.

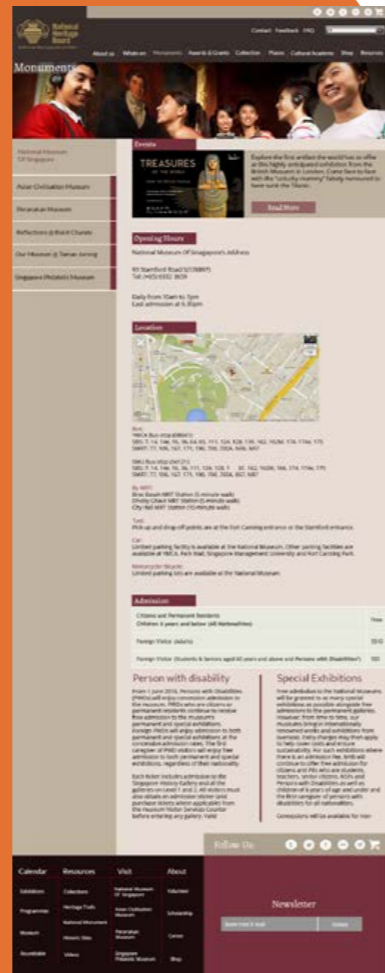
USER PERSONA

Psychographics: Students who comes to the website to search for information's base on school projects or either assignments

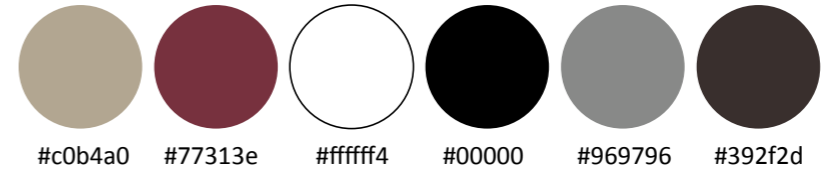
Primary Target audience: Local students from 18 – 24 years old

Secondary Target audience: Local teachers from 27 - 34 years old





COLOUR



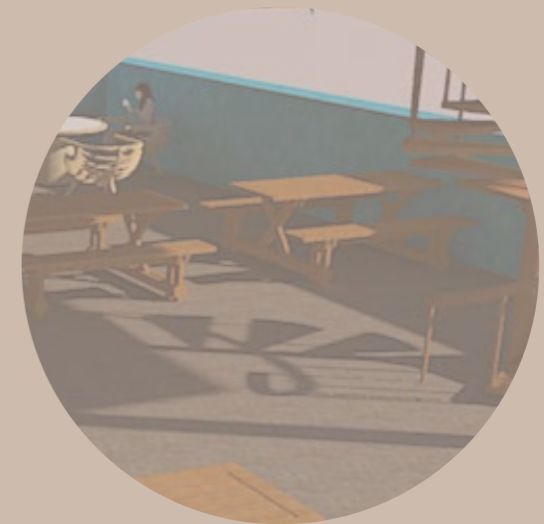
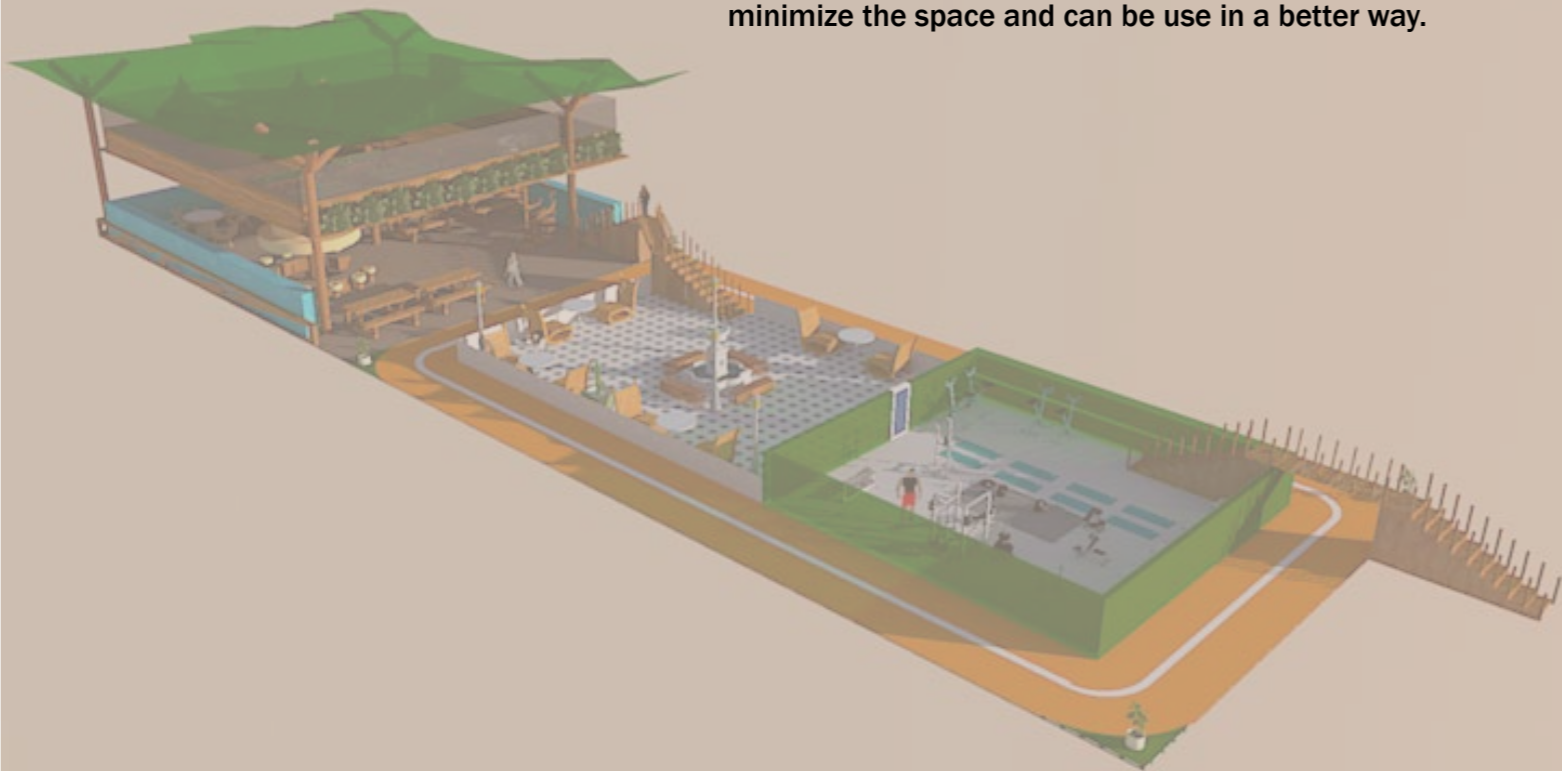
DESKTOP LAYOUT



3D DESIGN (NAXERCISE)



Revamping areas in Nanyang Polytechnic to allow students to be able to exercise and also chill out after a long a long day at school. Making one half of the area for exercise purposes and the other as a place to chill and relax or even for people who wants to finish up their assignments. Nurse students use them as part of their learning experience to help old people but it was not beneficial. Thus revamping this place can minimize the space and can be use in a better way.



IDEA

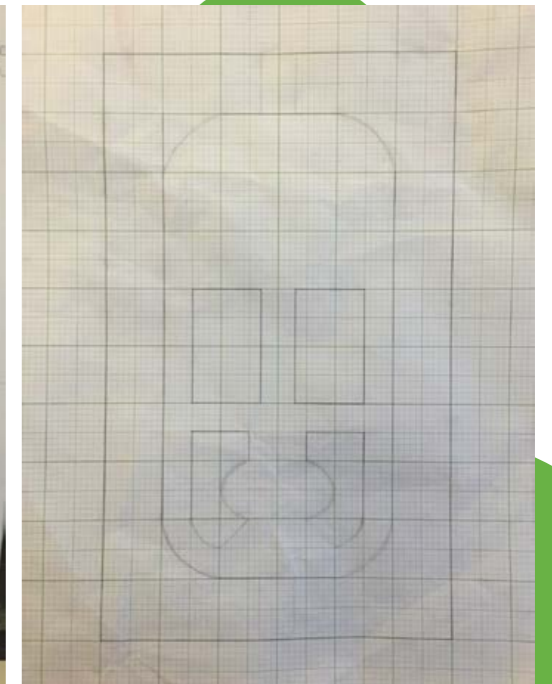
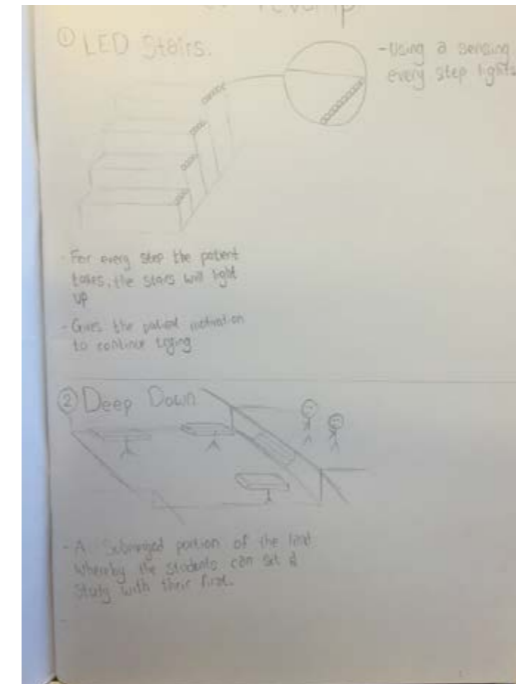
- To create a running track around the area where people can still chill and relax at the same time.
- Can also put a double story building that provides students to play pool etc.
- An automatic shelter for the gym during raining days so that the equipment will not spoil and that the students can continue exercising.

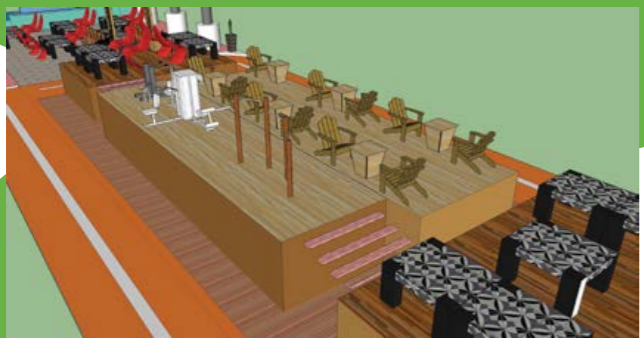
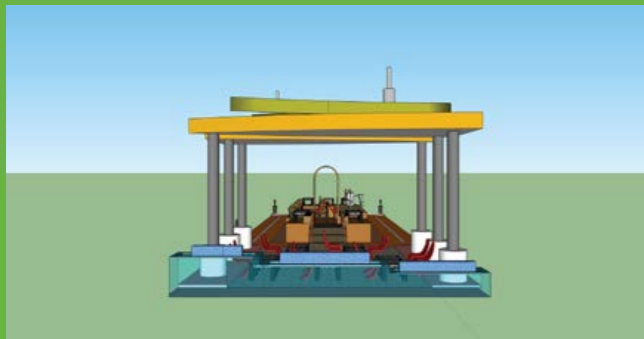
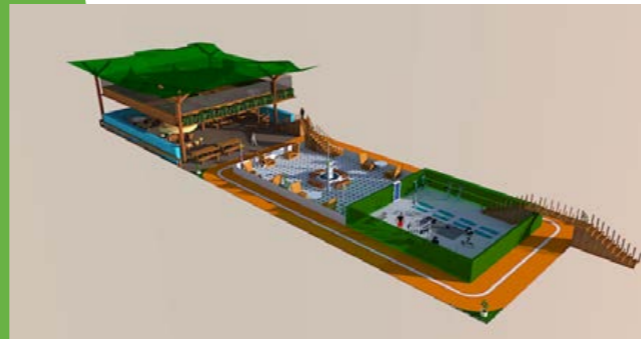


INSPIRATIONS

- Design by Benoy
- ION Orchard features Singapore's first monocoque facade and canopy structure.
- Inspired by the different patterns and textures found in nature.
- Enabling the use of the single-shell construction technique. The result is a practical and sculptural glass and metal structure that provides shelter to pedestrians and attracts shoppers to its retail core.

SKETCHES





IMPROVEMENTS

Newer design looks more eye catching and stairs looks more reasonable to walk with simple and relations to the theme.

Double story for the study corner and instead of using metal poles, I decided to use a tree-like pole and that more people can come by and relax.

Adding a cafe to allow people to buy drinks with additional nature chairs rather than plastic ones. More stairs and shelter especially for the sides so rain would not enter.

Added more items for the gym and a device that allows the room to close when raining.



NAXERCISE

"CHILL AND EXERCISE WHENEVER YOU WANT"

Synopsis
 I am planning to revamp all of the areas to provide student to be able to exercise and also chill out after a long day at school. The place could be put to other better use rather than just a place for nurse to learn, it will allow both nurses and students to use it. This will not only encourage student to exercise but also allow them to take time off. By also using nature theme and also concepts, it will give off a sense of relaxation to the student due to the green colours.

The exterior view of the overall proposed design using leaf structure for the shelter.



Side View



Top View



Front View



Overall View



Inspired by the different patterns and textures found in nature.



Gym with a sensory shelter for when it rains.



Paris style relaxing corner for students after school.



Simple overhead bridge.



Canopy seats for people to rest after a long day.

Muhammad Farhan
153971J

BRANDING (HATTER STREET)



This specific project was a branding project that lasted about 2 months. The objective of this project is to help companies or cafe with weak branding identity such as things like their website to their logo or even their packaging.

Here will be a series of timeline that I did when executing the project by finding out the issues the cafe is having. Proceeding on with a SWOT process to during a perceptual mapping and redesigning their logos with added touchlines.



INTRODUCTION/BACKGROUND

- Hatter Street was opened in December 14, 2013.
- Opens everyday from 1pm to 10pm.
- Hatter Street was open by a teacher who turned into a chef called Yvette.

MISSION/VISION

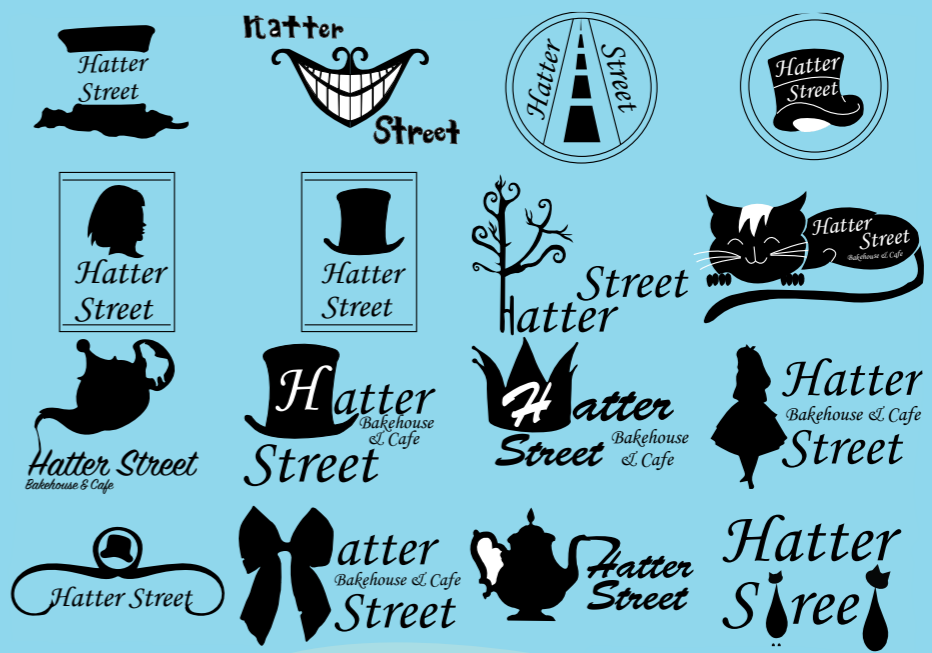
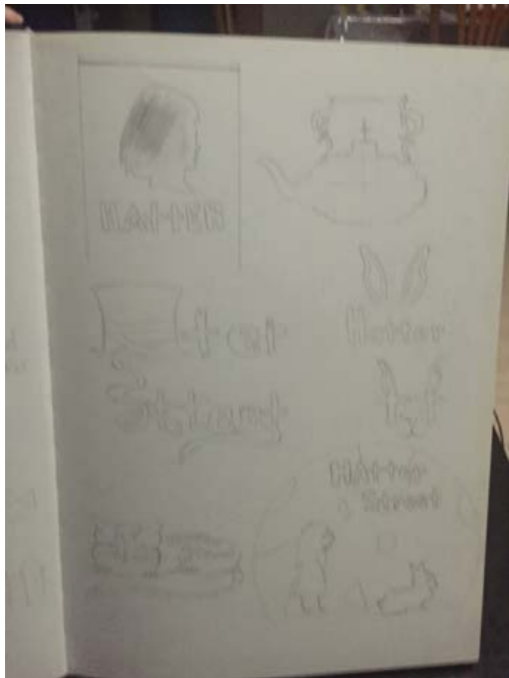
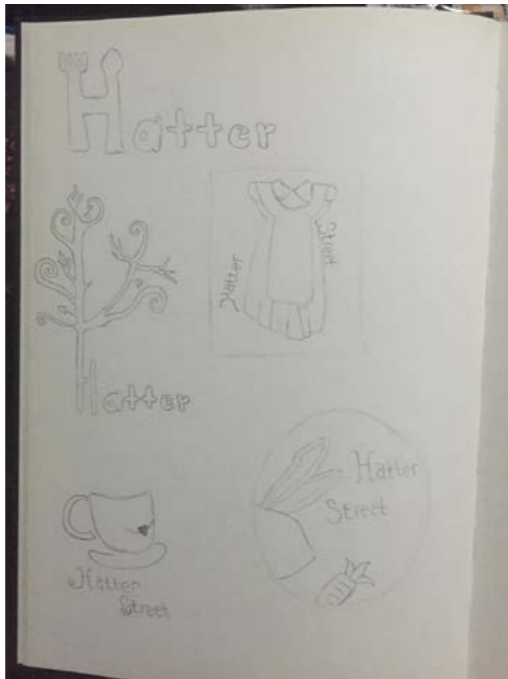
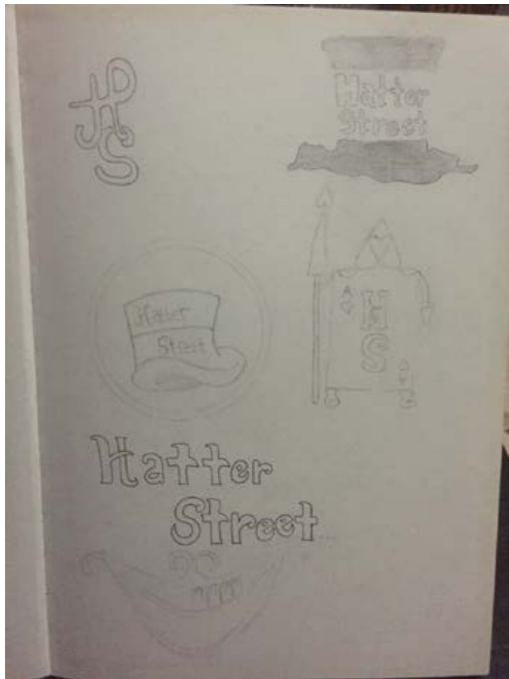
- Mission – To provide the highest quality product and best possible value.
- Vision – For each customer to leave Hatter Street with a distinct flavor, body of taste which would be ingrained in their memory

PROBLEMS FACING

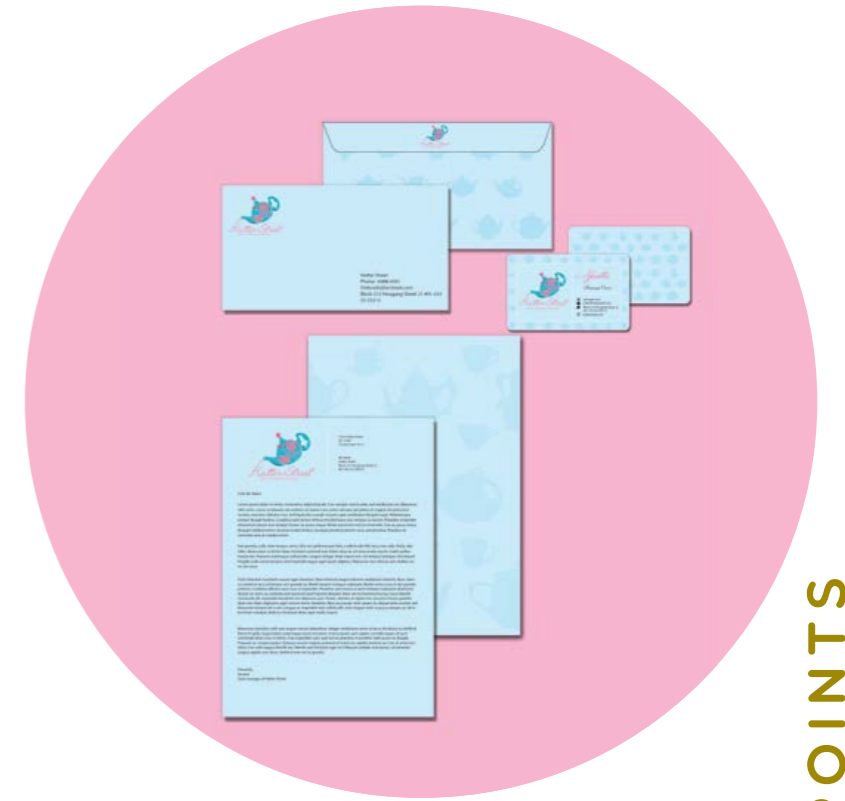
- Even though Hatter Street is based more on, “The Hatters”, they did not really show it in their shop and what they say in their website and what it is in real life is different.
- Based on their website, there are limited information. For example the menu is only based on cakes and there are also no pictures to show it.
- Their logo does not have any link to their inspired vision of the Mad Hatter.
- They have no tagline.
- Their menu is boring and I not eye catching.



SKETCHES



LOGOS DESIGN



TOUCHPOINTS

OVERSEAS PROJECT (JAPAN BOOKLET)



I went for an overseas program since my first year in polytechnic. Going to Finland, Helsinki during my first year, to Japan the following year and last but not least going to China for my final year project doing a group project together with the China students. However,

this Japan trip was the only trip with a solo assignments compared to the other two. Hence this project was base on the learning experience I had while i was there and also the cultural learning experience I gained.



JAPAN ON FEET



さようなら

Goodbye

また会いましょう

We will meet again

TIMELINE

DAY 1:
ARRIVE IN TOKYO
EXPLORING AKIHABARA

DAY 2:
MORI ART MUSEUM
EXPLORE HARA JUKU
MEIJI SHRINE

DAY 3:
TOKYO UNIVERSITY
OF THE ARTS
BIRDMAN
PARTY
EXPLORE SHIBUYA

DAY 4:
EXPLOR SHINJUKU
TOKYO DESIGN WEEK

DAY 5:
TEAMLAB
VISIT KOISHIKAWA KORAKUEN

DAY 6:
TSUKIJI MARKET
NATIONAL MUSEUM OF
EMERGING SCIENCE AND
INNOVATION

"THERES A FIRST FOR EVERYTHING"

DAY 1

They was definitely alot of question running through my mind after the exhibition. First of all, its amazing how technology has advance through time. Its amazing how human kind explore the unvers from the perspective of art history and cultural history.

Items from the museum like the Mandalas show a Buddhist worldview, a picture scroll of Taketori Monogatari of ancient Japan that depicts people's communication with the moon, and valuable astronomical equipment and materials from the Edo period. Not only that, the museum also showed manuscripts on astronomy and science by Leonardo da Vinci and Galileo Galilei.

I learned that during the past, human used mythology, religion, astrology and ancient astronomy to read and study about the universe. Now, times have passed and all it is are advance technology, yet there are still alot to learn out there.

GALLERY



TYPOGRAPHY (FUTURA)



A typography assignment given and I had choose the font “FUTURA” to execute my projects. Futura was design by Paul Renner better 1924 to 1926 and was inspired by BAUHAUS (German Arts and Craft school) philosophy. It is a geometric San-Serif with extended points. Used in display, headlines and also body text. Futura inspired several new typefaces such as Kabel and Century Gothic.



ABOUT FUTURA

- Designed by Paul Renner between 1924 to 1926 Inspired by the BAUHAUS (German Arts and Crals School) philosophy.
- It is a Geometric Sans-serif with extended points.
- Used in display, headlines and body texts.
- Inspired several new typefaces such as Kabel and Century Gothic.

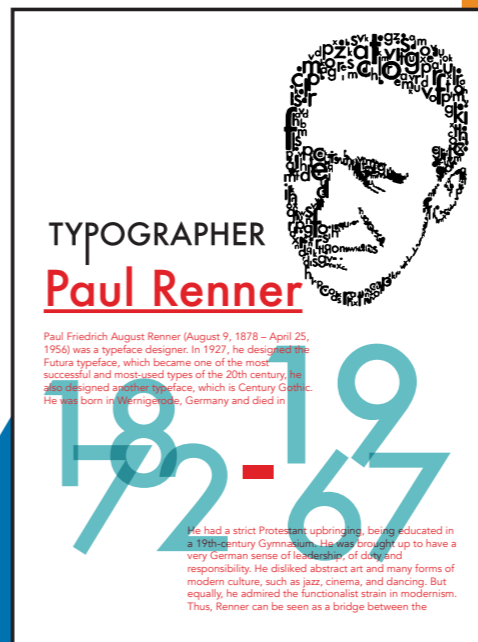
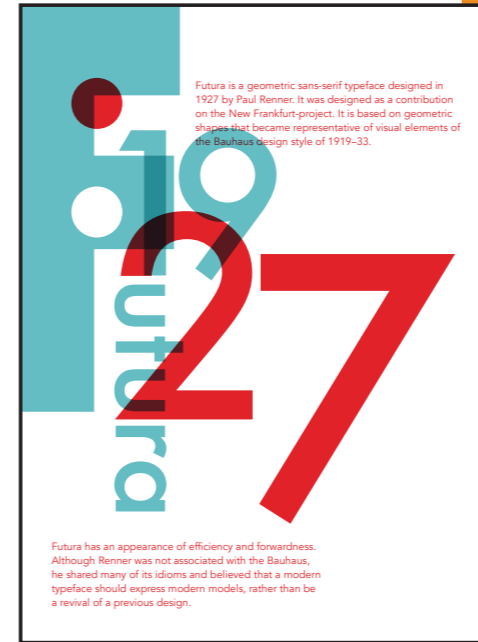
TYPES OF FUTURA

- Light
- Book
- Medium
- Heavy
- Bold
- Extra Bold

FUTURA USED IN?

- Ikea
- Volkswagen
- Vodka
- Redbull
- Domino's Pizza
- Calvin Klein
- HP print ads

19
27

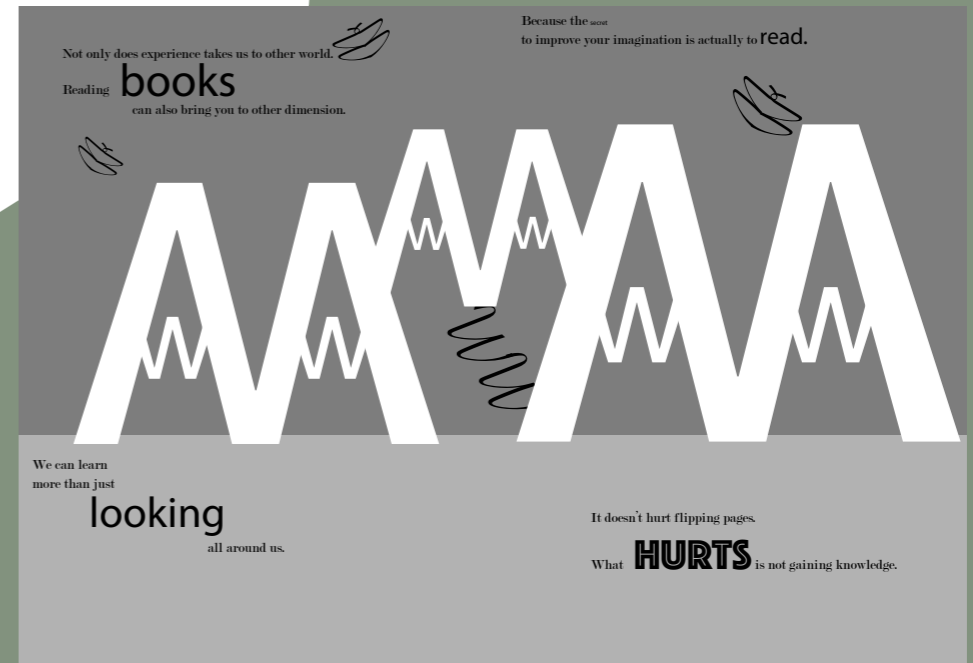
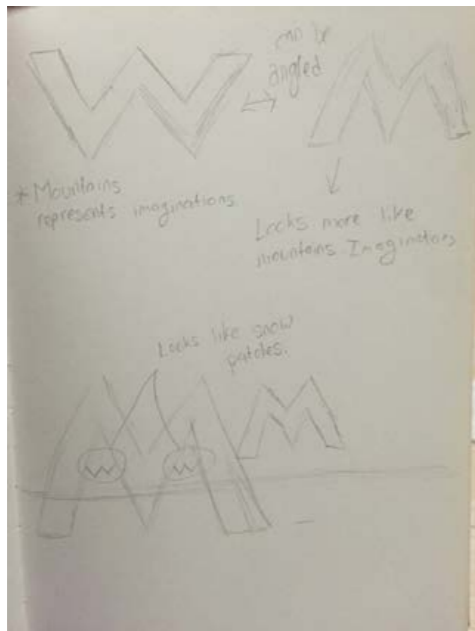
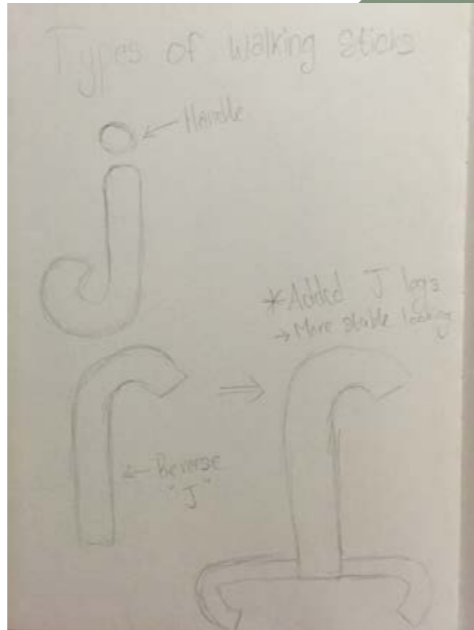


TYPOGRAPHY (WORD LETTER)



To design a lettering notebook based of the theme word "ADVENTURE". I did a mind map base on the theme word and came out with hiking, taking pictures, reading, travelling and last but not least experience, Base on all the keywords that I have brunched out, This is my process throughout my whole process.





INTERNSHIP



During my 3 month in intern, I did series of projects with them which includes , UI,UX design, poster design, programming, product photography and also animations. After my 3 months intern, I also did a series of freelance works with my boss before enlistment which helped increase my portfolio works and also my experience in the line.



VENTURE



PHOTOGRAPHY



UI/UX DESIGN



PHOTOGRAPHY

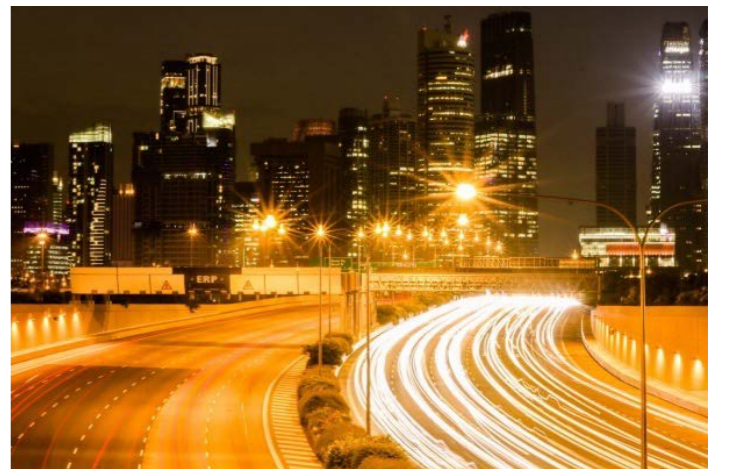
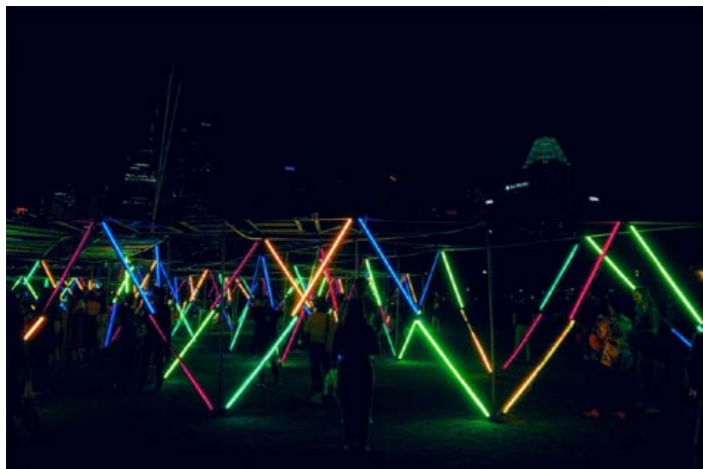


This is a series of photography that I took not only base on assignments but also during my free time. Some photos taken from a freelance job. Some style I love doing would be street photography, product photography, wedding photography and also night life photography.





PHOTOGRAPHY



FREELANCE



There are a lot of freelance jobs that I did during and after my time in polytechnic from designing poster for companies to creating banners for bars or even photography for events. However, this are the few projects that I was able to show because some of them were confidential and are not suppose to be out.



Camera UI/UX design

THANK YOU

