

Claudia Miura-Schmidt

# PORTFOLIO



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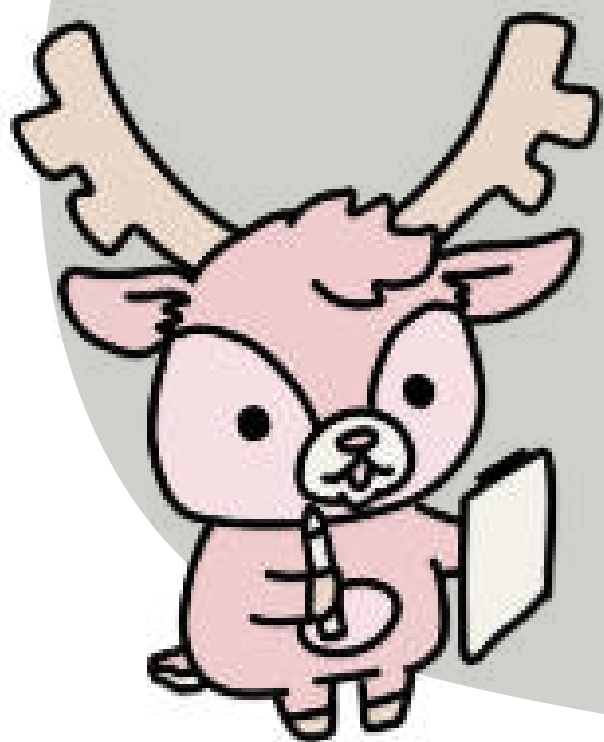
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## Graphic Design

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## Introduction

# Claudia Miura-Schmidt



illustration and graphic design  
with a touch of Japanese aesthetics.

Welcome to my illustration and graphic portfolio!

As an illustrator, my focus lies on comic mascot characters, and I've built a design brand around my self-designed character, Shikataro. My drawing style is a simple, comic-like style inspired by Japanese cute aesthetics. I enjoy using a limited pastel color palette to accentuate my style.

As a graphic designer and illustrator with a background in Japanese studies, my work is a celebration of East Asian culture. Specializing in Japanese aesthetics, I expertly integrate Japanese script and calligraphic elements into my designs.

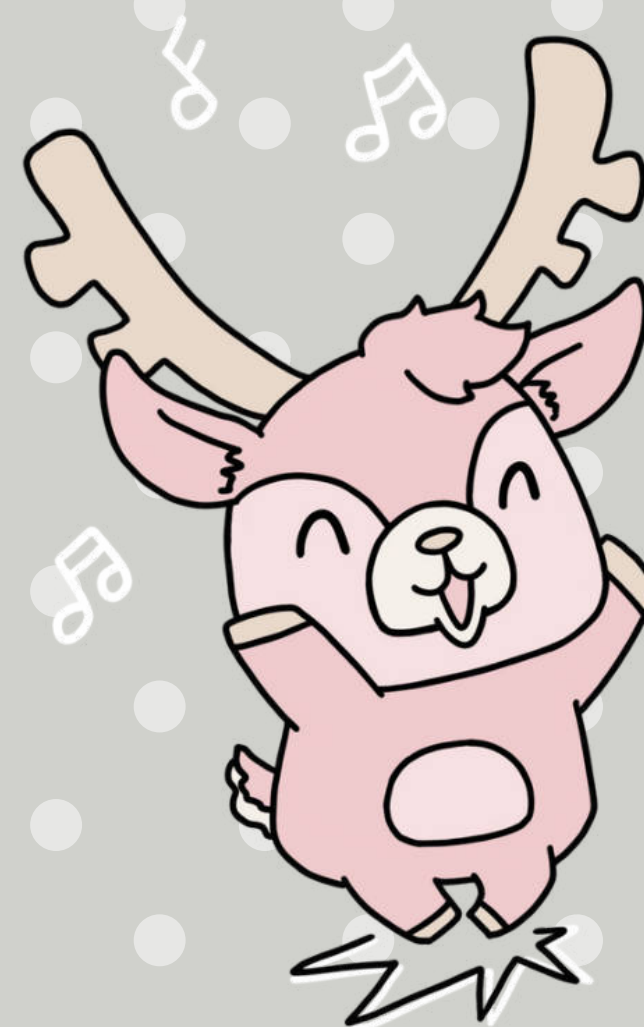
Having a basic knowledge of Thai and Chinese as well, I integrate these languages into my work, creating captivating and culturally rich visuals.

Additionally, my illustration style leans towards a charming comic aesthetic, where I excel in creating adorable comic elements, lively animal characters, and captivating mascots. Explore my portfolio to witness the fusion of East Asian inspiration and whimsical comic art.





# iLLUSTRATION



# Mascot character project "Shikataro"

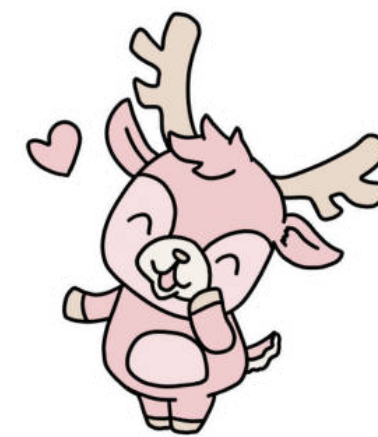
I established my brand around a cartoon character called Shikataro. For the Shikataro brand, I developed **character designs** for Shikataro and his three friends, hand-drew a **Shikataro font** for titles, curated a brand colour palette and established guidelines for body text fonts.

The brand consists of an Etsy **online shop** featuring self-designed **digital products** such as printables and files for the Goodnotes App, including a **digital planner** with hand-drawn stickers. Additionally, I designed **physical products** with my Shikataro mascot character series.

In a collaborative effort, I developed the Android app 'Shikataro Memo'.



## Character designs, logo and colour palette



### Shikataro

friendly and cheerful,  
sometimes clumsy  
loves: deer crackers



### Inocchi

loves a good laugh,  
fun to hang out with  
loves: ramen



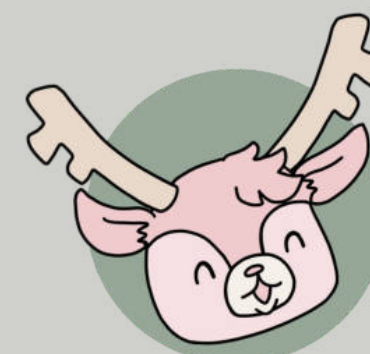
### PomPom

energetic,  
kind of neurotic  
loves: salad



### Dotty

very lazy,  
has a sweet tooth  
loves: cookies





# Original Shikataro font design

## Font design

A B C D E F G H I a b c d e f g h i  
 J K L M N O P Q j k l m n o p q  
 R S T U V W X r s t u v w x  
 Y Z ! ? . 1 2 3 y z  
 4 5 6 7 8 9 0 Ä Ü Ö ä ö ü ß  
 & + - = % \* / # @ ( ) < >  
 , ; ' " " "

## Colour variants

A B C D E F G H I	A B C D E F G H I	A B C D E F G H I
J K L M N O P Q	J K L M N O P Q	J K L M N O P Q
R S T U V W X	R S T U V W X	R S T U V W X
Y Z ! ? . 1 2 3	Y Z ! ? . 1 2 3	Y Z ! ? . 1 2 3
4 5 6 7 8 9 0	4 5 6 7 8 9 0	4 5 6 7 8 9 0

## Thought process and concept

I searched for a suitable font for the 'Shikataro' brand for a long time but couldn't find anything suitable that also has letters that are unique for the German language. As a result, I frequently used hand-drawn letters in my illustrations. To streamline the workflow, I created my own font (.otf file), based on these hand-drawn letters.

The font represents the brand's playfulness in its bold and rounded comic style using outlined letters that only consist of curved lines without any sharp corners.

At the moment, I have only created outlined letters. However, I plan to create letters with colour filling and additional special symbols in the future

**TO DO**

## Actual Shikataro font

! ? . 1 2 3 4 5 6 7 8 9 0  
 " " „ # % & ' , ( ) \* + , - . / 0 1  
 2 3 4 5 6 7 8 9 : ; < = > ?  
 @ 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  
 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 Ä Ö Ü ß ä ö ü

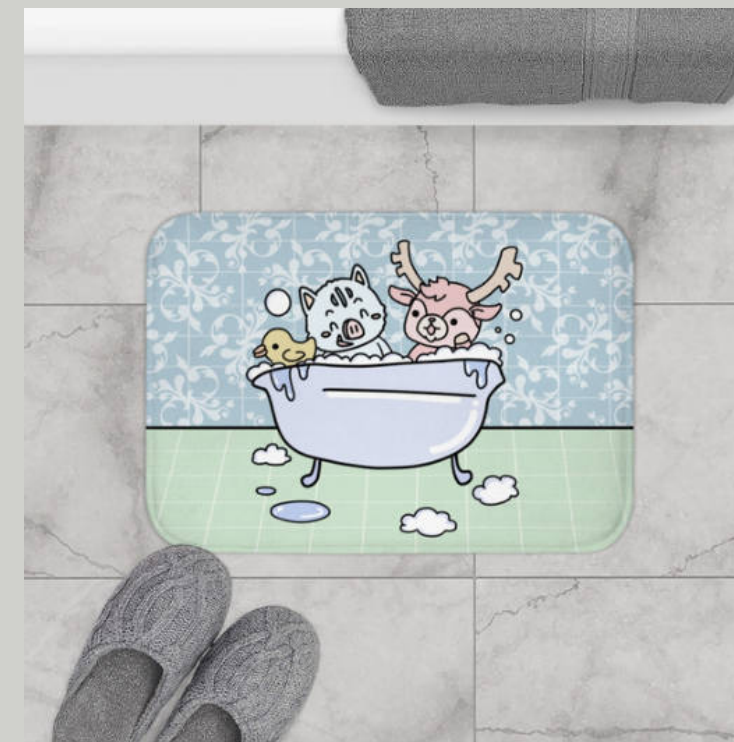
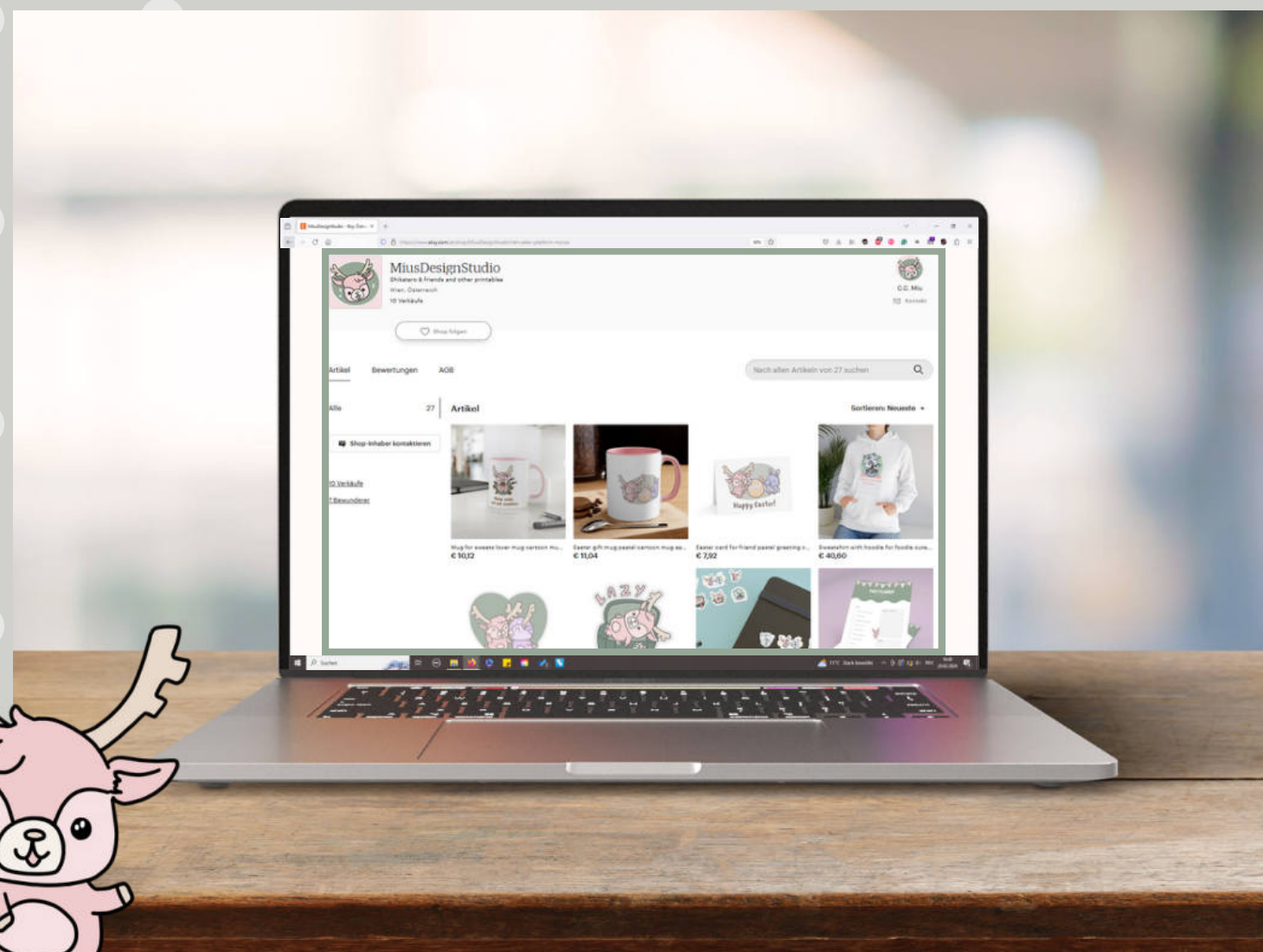


# Product design: physical products

## Concept

The Shikataro brand comes alive in the Etsy online store 'Miu's design studio' where I create physical and digital products featuring Shikataro and his friends.

I utilize the platform 'Printify' to design the products for my shop. My target audience comprises financially better-situated young urban individuals with an interest in pop culture ('Bubble tea people'), and my products reflect their aesthetic through their playfulness and coziness.





# Product design: digital products

## Concept

I use Canva to create the layouts for my digital products, which I then upload to my Etsy store. While the majority of my digital products are available only in English, offer one planner for school that is also available in German.

It's important to note that I created most of these products before changing my brand's font to 'Bryant', resulting in a variance from the current corporate design for these designs.

On the next page, I will introduce my digital planner and diary, which were my largest project.



Name: \_\_\_\_\_

Klasse: \_\_\_\_\_

Stundenplan

Uhrzeit	Montag	Dienstag	Mittwoch	Donnerstag	Freitag	Samstag

Notizen: \_\_\_\_\_





# Product design: digital products

## Concept

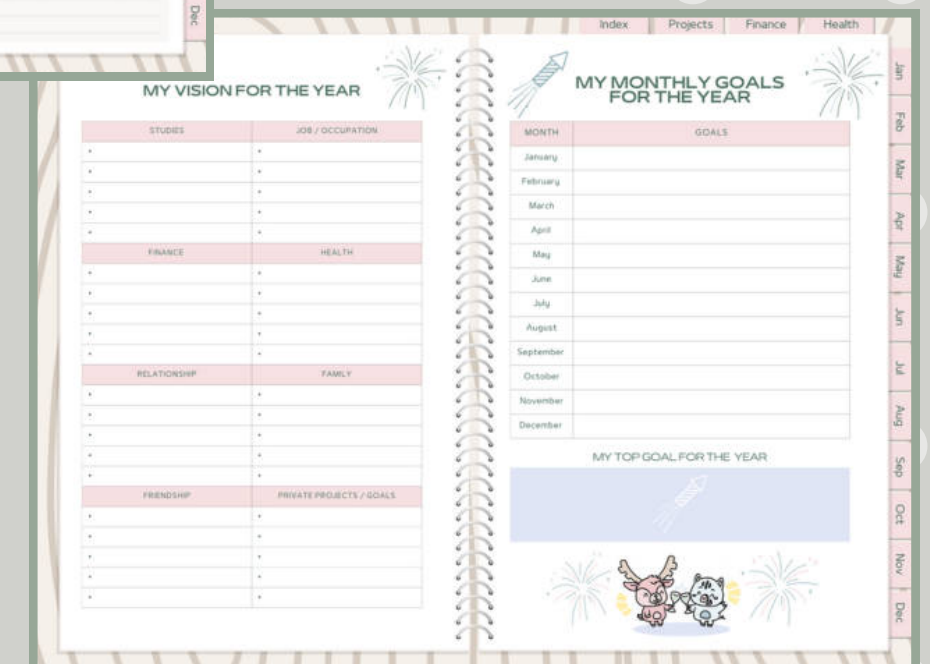
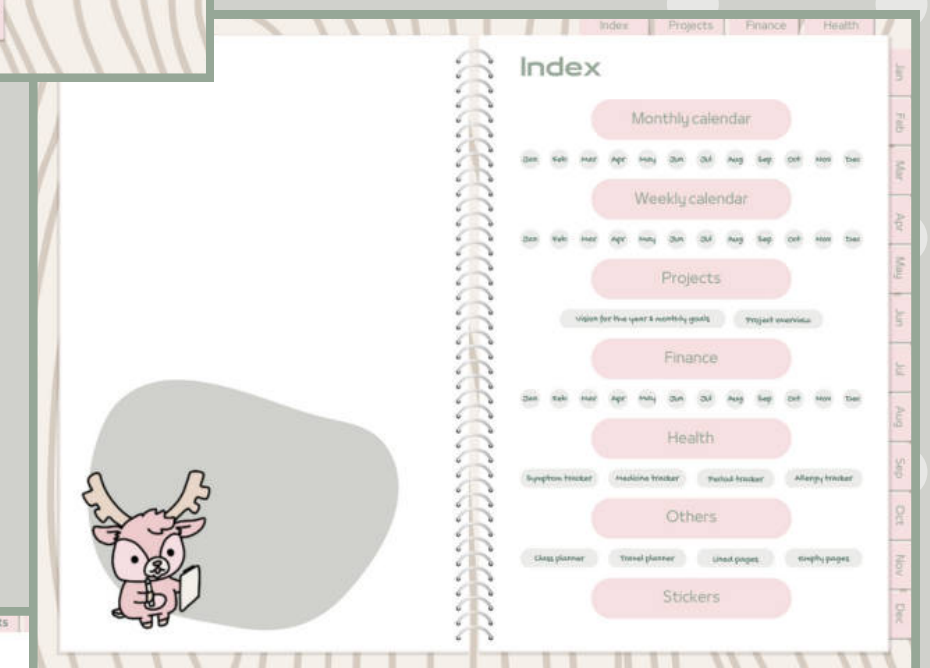
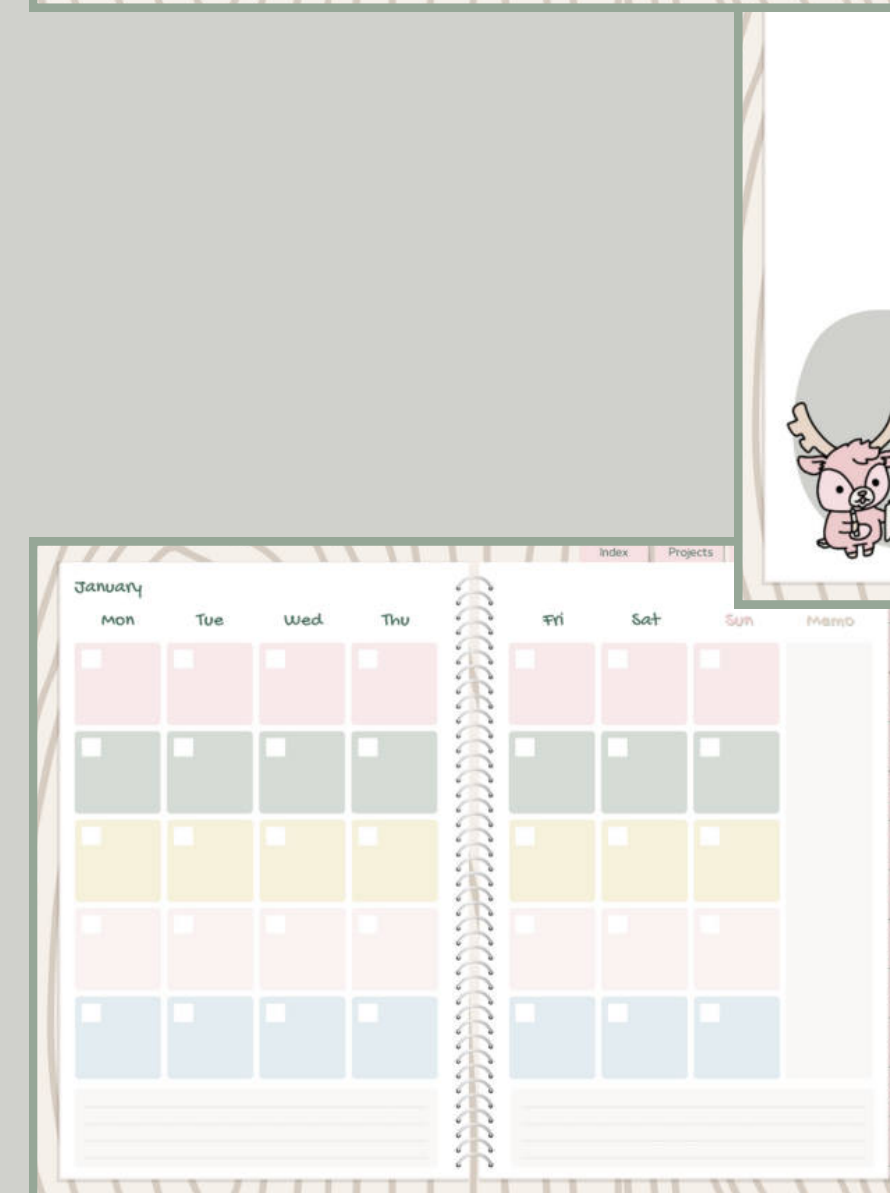
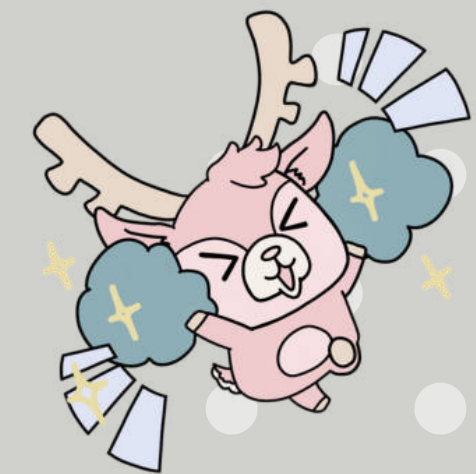
Initially, my goal was to design the perfect digital planner to save paper and space, which was also the beginning of this project.

I designed the Shikataro planner and diary on Canva as PDF files specifically formatted for use on the GoodNotes app for the iPad.

The concept for the planner originated from envisioning a 'real' planner placed on a wooden desk, which I then recreated on canvas using Canva's asset library. Beginning with the main layout, I proceeded to design the interior pages of the planner. Utilizing existing layouts from my Etsy store, I reconfigured them to align with my new design. Additionally, I introduced new pages to craft a comprehensive planner capable of accommodating a full year's worth of content, including monthly and weekly planner pages, health and finance trackers, among other features.

To ensure the planner's longevity, I structured it in a manner where users can input the dates in the monthly planner, allowing for its reusability year after year, rather than being limited to a single year's use.

Moreover, I enhanced user experience by incorporating hyperlinks to seamlessly navigate between pages. As an added feature, I included hand-drawn decorative stamps that users can import into the GoodNotes app and freely utilize within the planner.





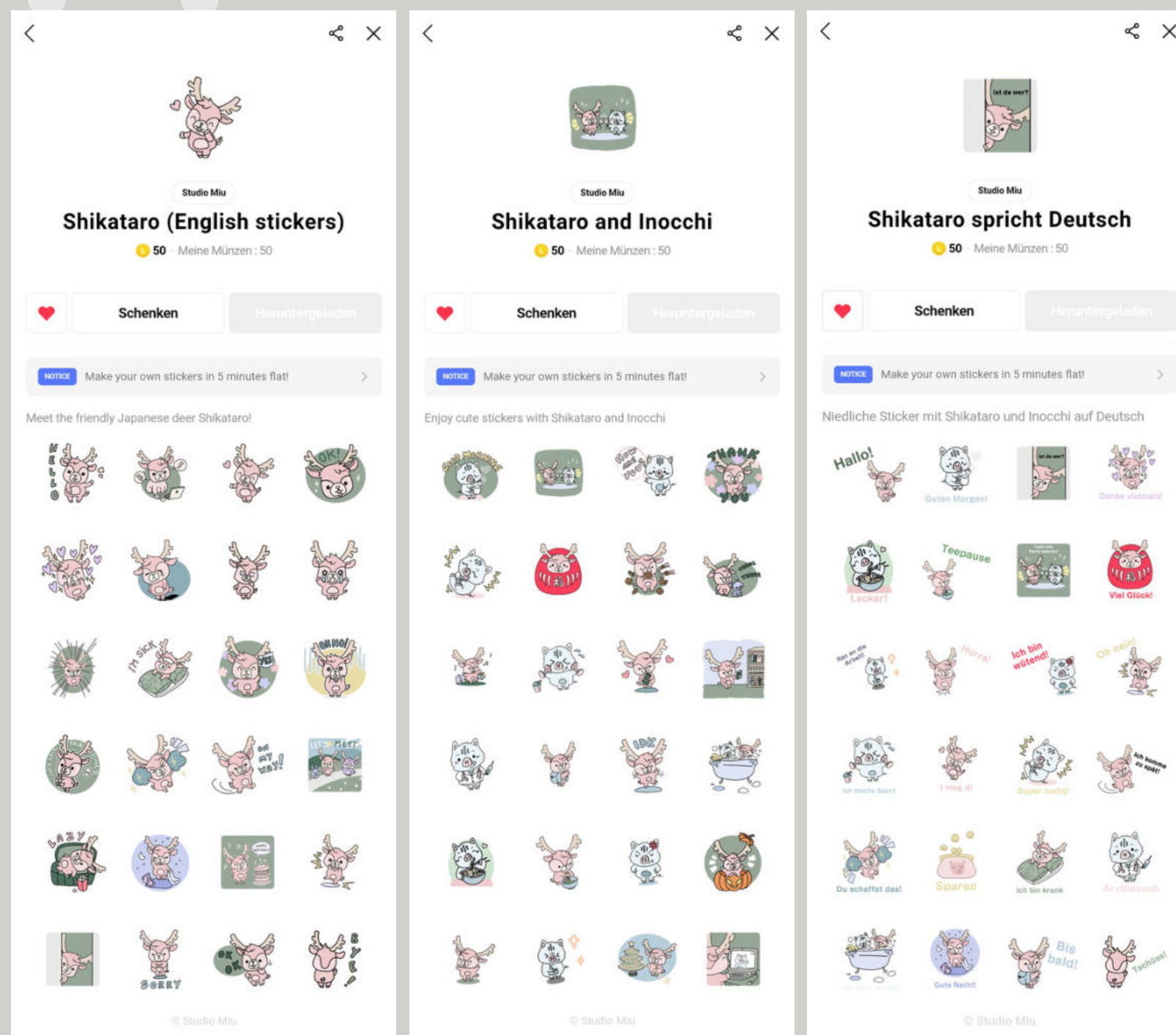
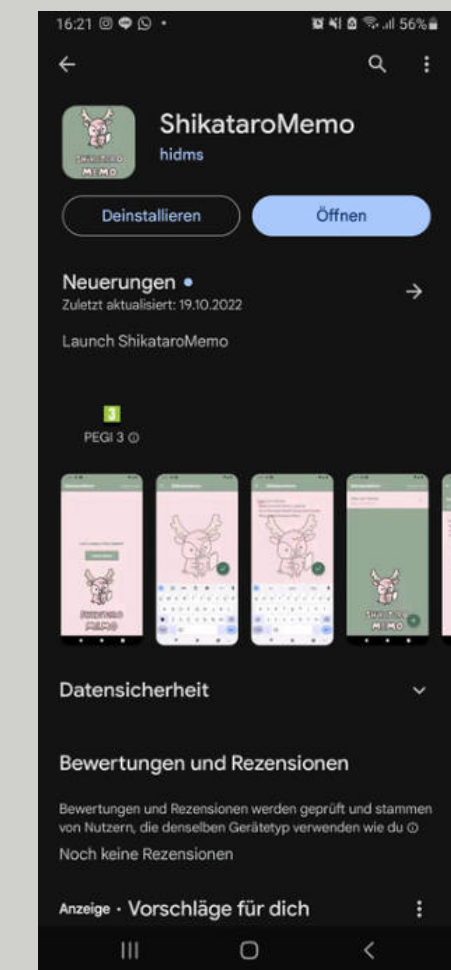
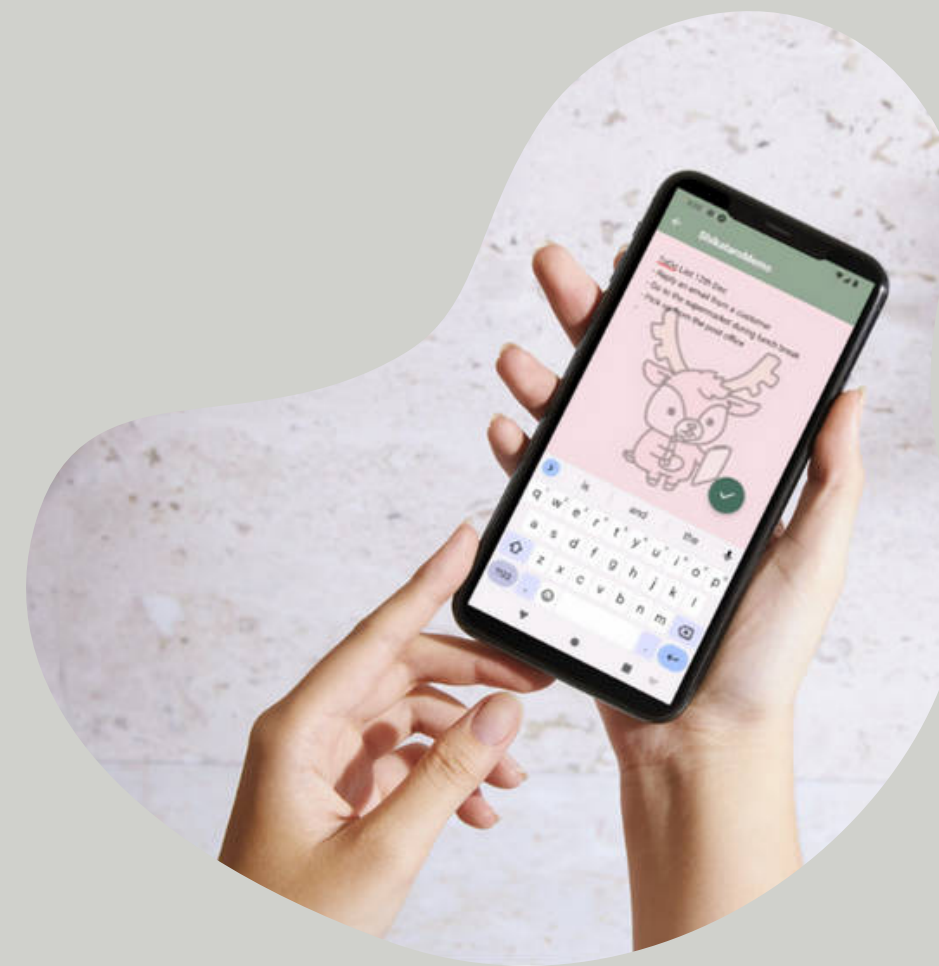
## Digital stickers

I designed three series of stamps featuring hand-drawn illustrations of my Shikataro characters specifically for the Japanese chat app 'Line.' These stamps are available for purchase by the app's users and can be used within chats. The first two sets of stamps are in English, while the last set is in German. My goal was to create cute stamps for international users of the Line app.

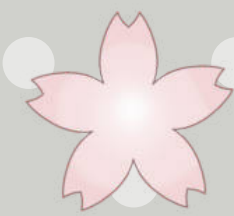


## App design

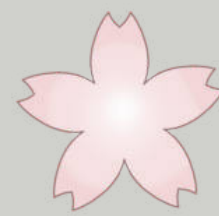
The Shikataro Memo app was a collaborative project between my husband, who is a programmer, and myself. He developed the memo app, which is available for free on the Google App Store, while I handled the design aspect also including my illustrations.



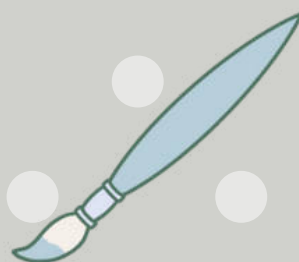




## Stamp illustration



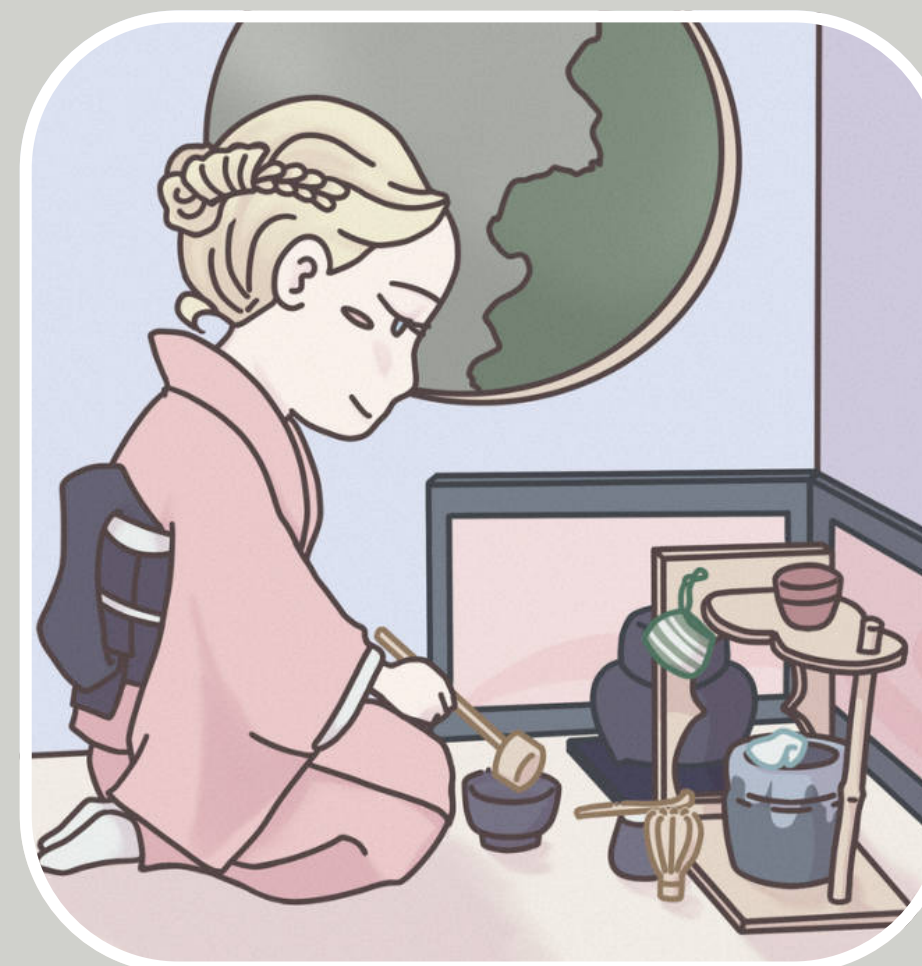
I have created numerous small illustrations, many of which serve as assets for my digital planner. These illustrations are characterized by a simple comic style and a limited colour palette, both of which are trademarks of my illustrative work.



## Comic style illustration based on Japanese motives

Many of my illustrations are inspired by Japanese themes and motifs, such as the tea ceremony depicted in the illustration below, or the Chinese zodiac (which is also common in Japan), as well as Japanese charms and floral themes, as seen in the illustration on the right side.

In these illustrations, I also integrate my simple comic style, which embraces the popular Japanese aesthetic of 'kawaii' (cuteness).







# GRAPHIC DESIGN

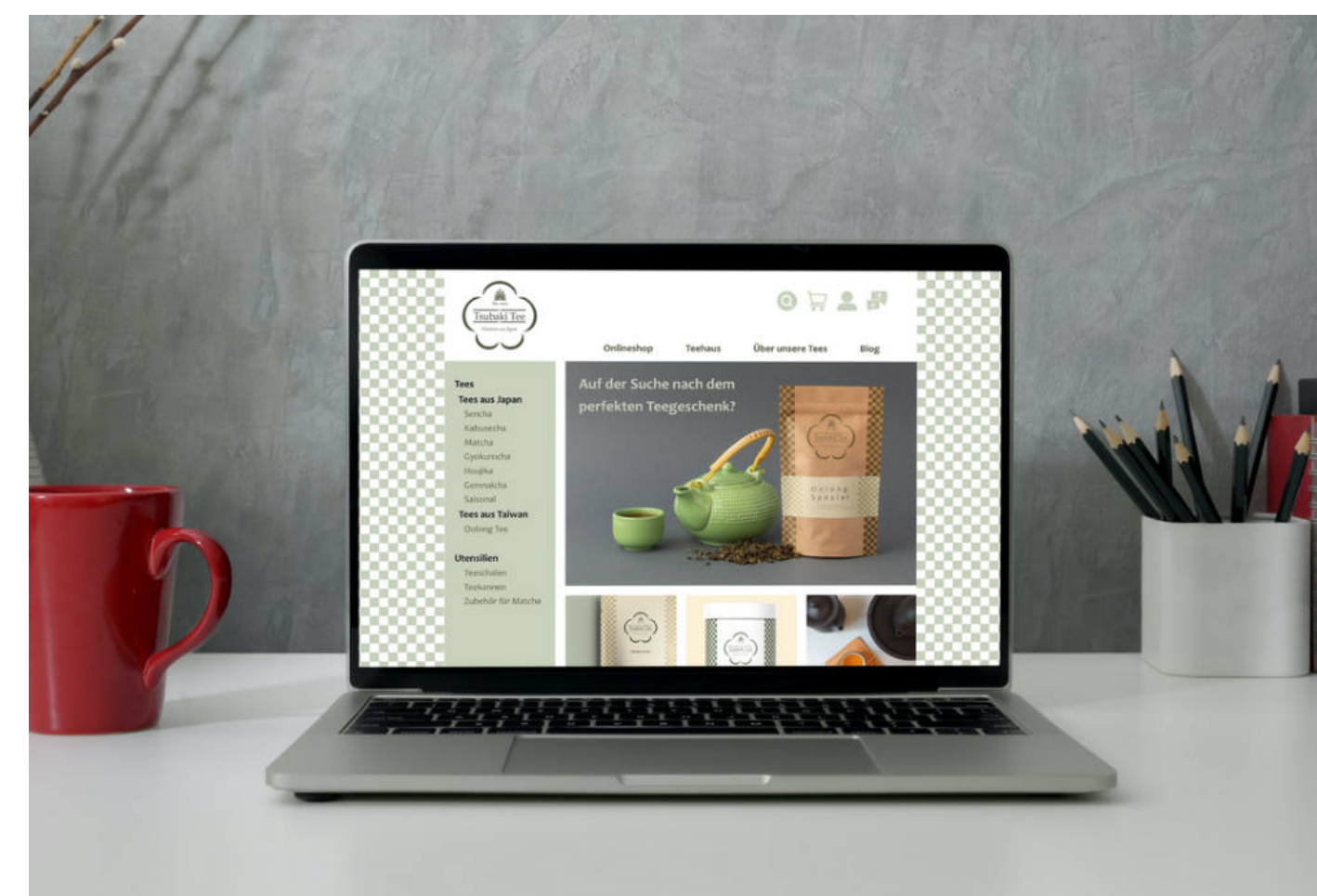
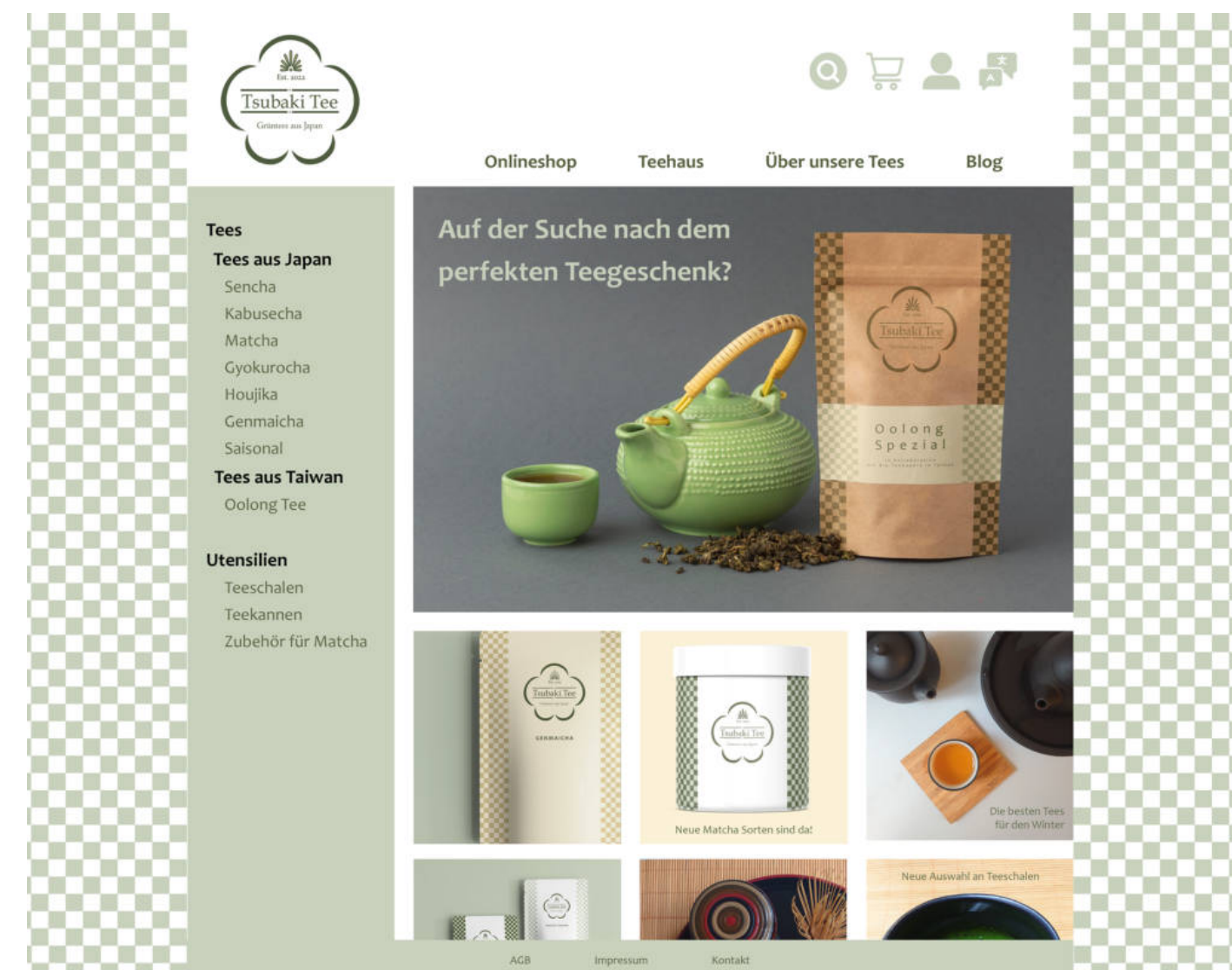


# Assignment: project teahouse

## "Tsubaki Tee"

For my final assignment, I created a fictional tea house called 'Tsubaki Tee' (Tsubaki tea) with its tea brand, which sells high-quality Japanese green teas and selected organic teas.

This project consists of the corporate design including colour palette font guidelines, a logo, a business card design, a postal letter design, and several packaging designs. Further, I also have created the design of the brand's homepage.





# Project: charity event

## "Band Fußball Cup"

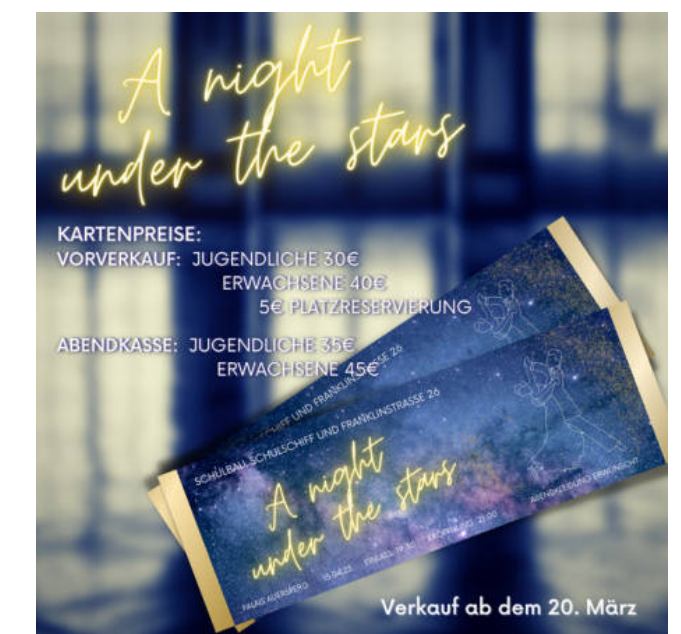
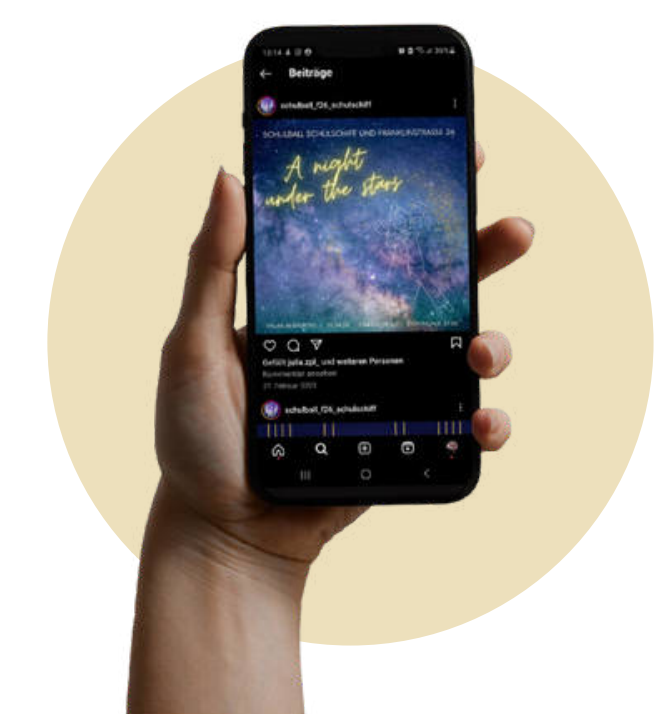
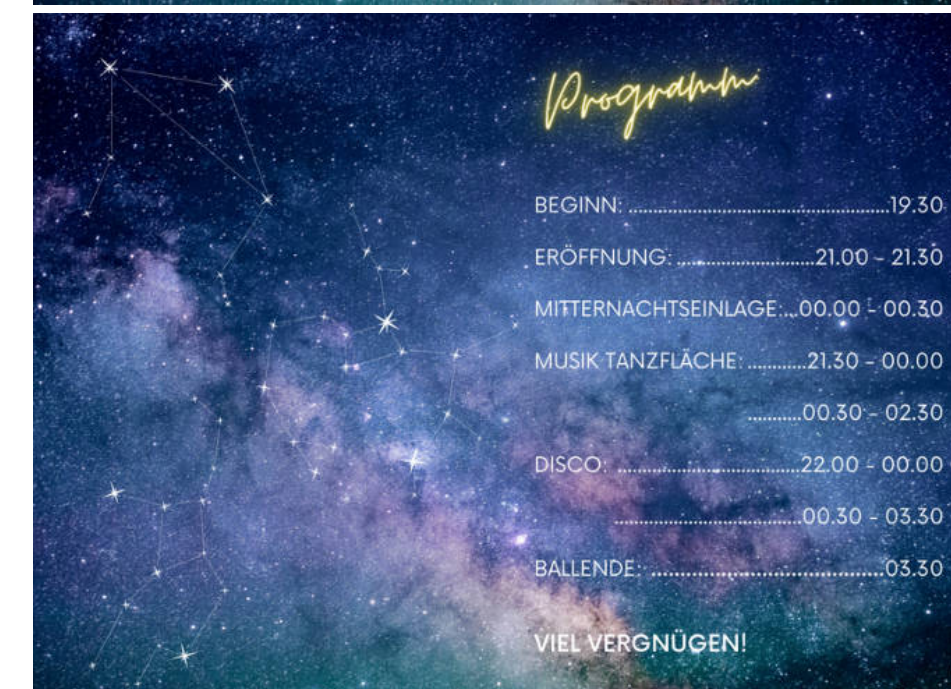
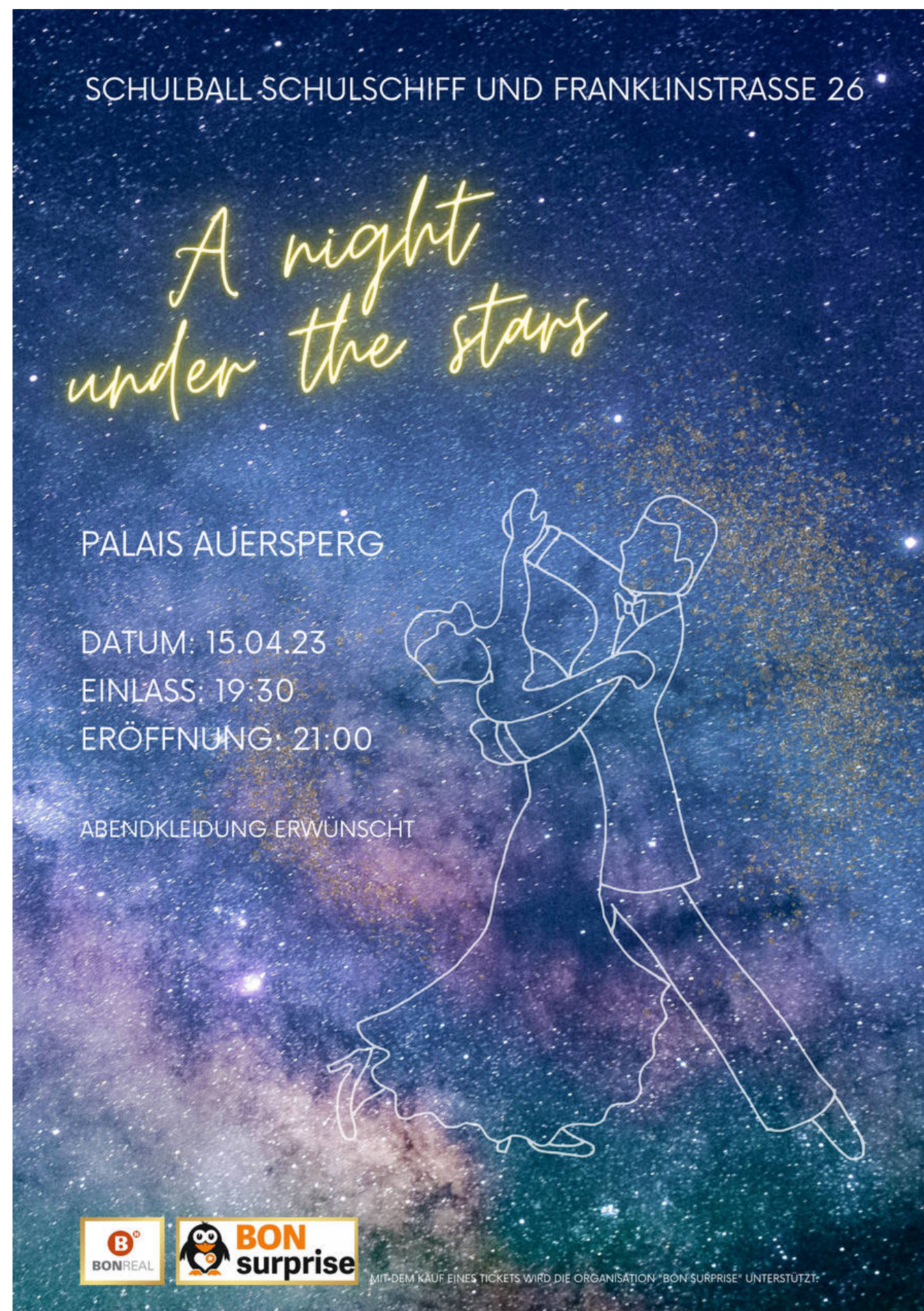
Based on already existing corporate design of the event's host, I developed the sponsorship map for the charity event "Band Fußball Cup 2023" (Band Soccer Cup 2023), featuring Austrian bands competing in a soccer tournament to raise funds for women's shelters. Inspired by the previous year's design, the 2023 layout embraced a newspaper aesthetic.





# Project: prom "A night under the stars"

FI created the design for a prom with the theme 'A night under the stars' containing print media: poster, entry ticket, wristband for re-entry, program, and table numbers as well as two graphics for Instagram posts as content for the screen.







## Assignment: cosmetic brand “Kinnaree”

Kinnaree are creatures of Thai mythology, half woman half swan and symbolise beauty and purity. The products of this fictional brand called 'Kinnaree' include essential oils, essences and facial creams, as well as body lotions with natural ingredients.

### Corporate colours and fonts



#241638   #3C1C49   #957C16   #gold  
   imprägniert

Font 1

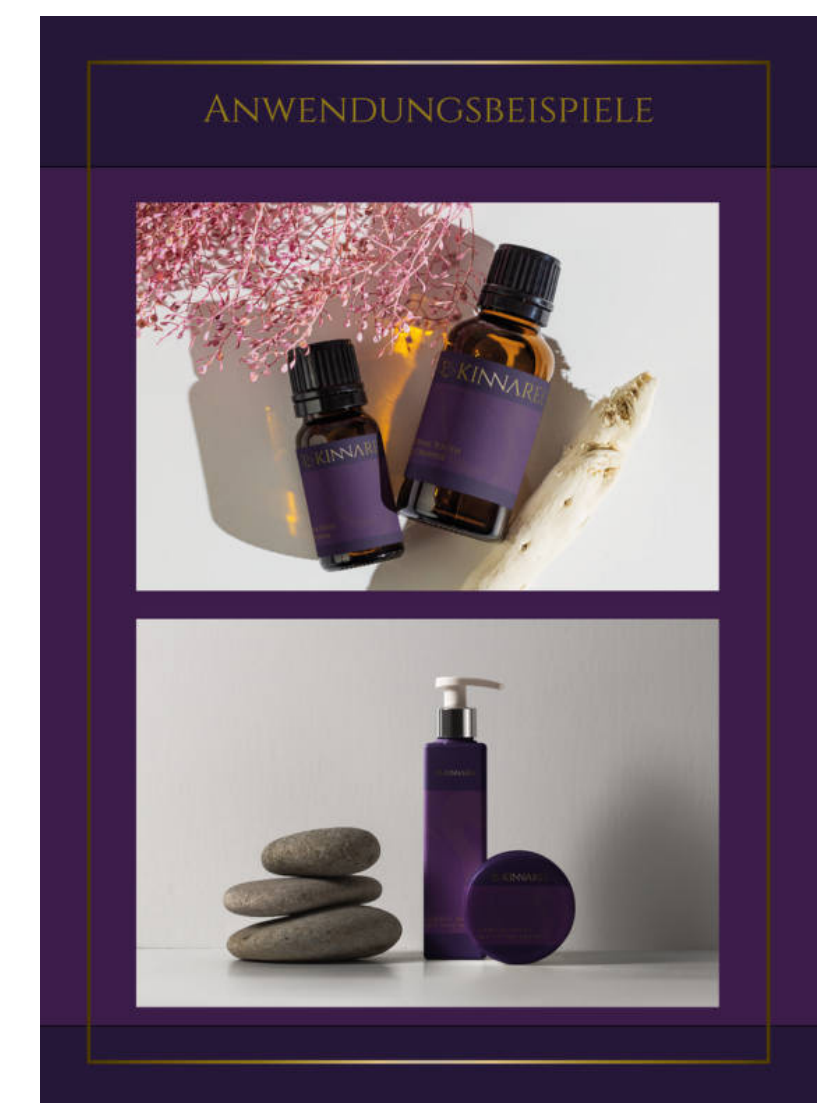
Title: Cinzel Regular

Example: **KINNAREE KINNAREE**

Font 2

Text: Eras Light ITC Regular

Example: Kinnaree KINNAREE





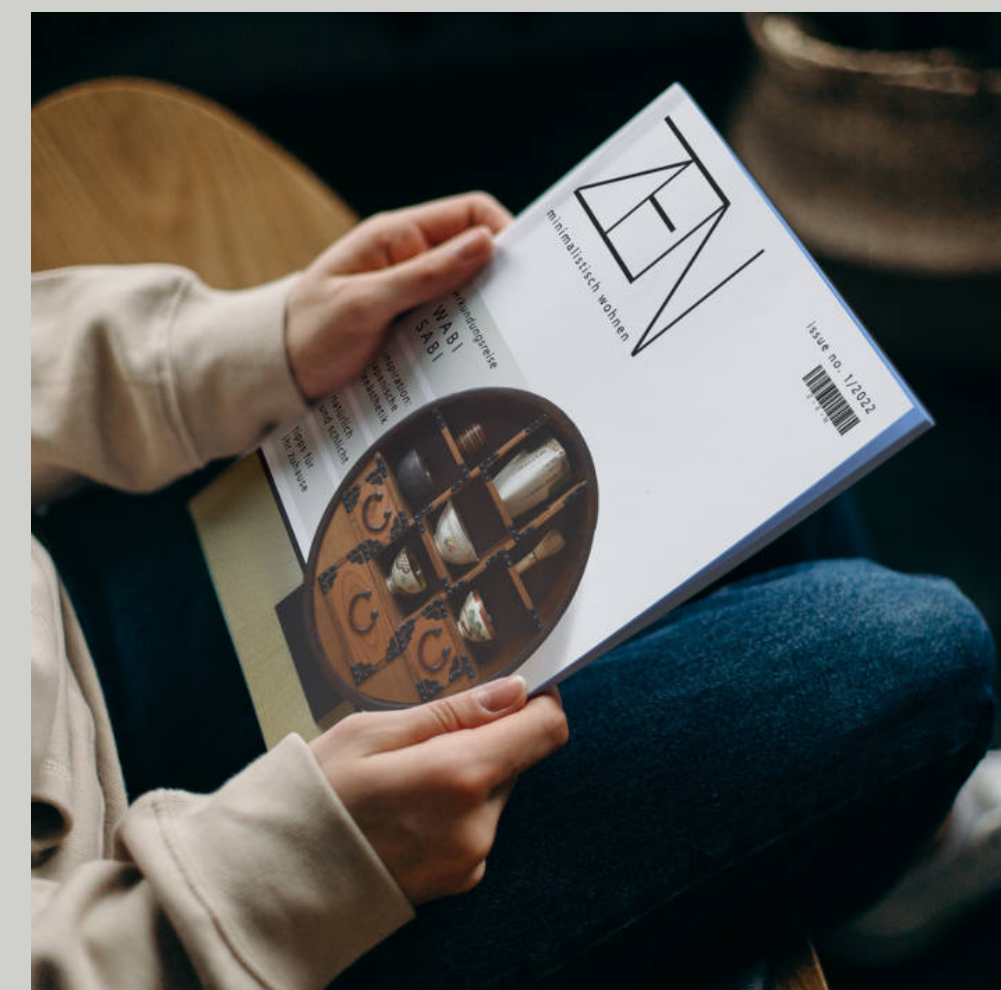
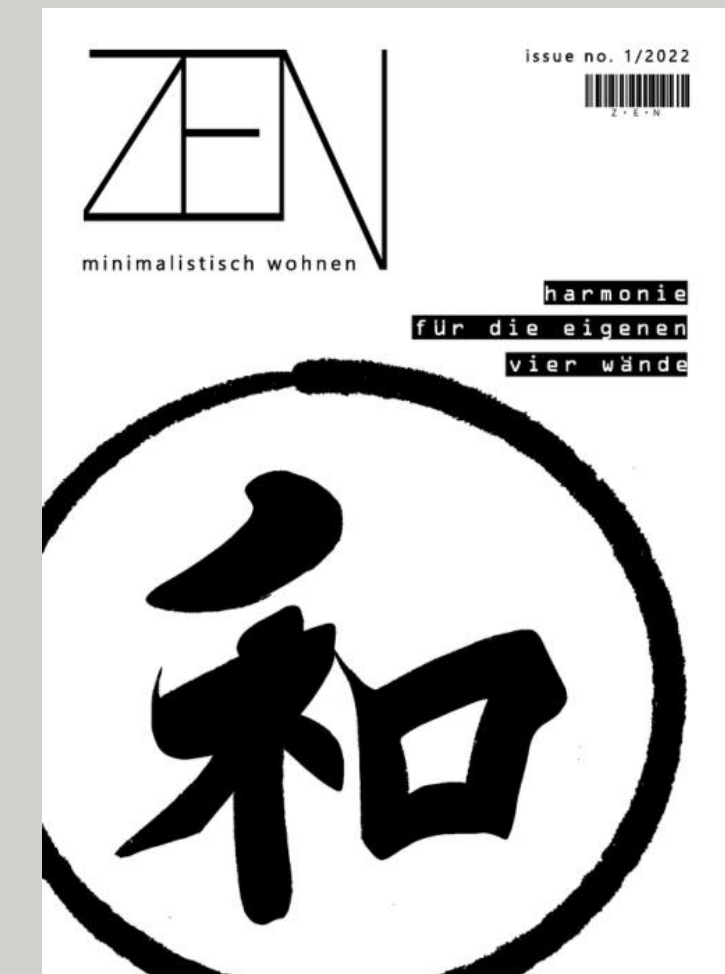
## Assignment: tourism campaign for Fukui City

In this assignment, I created a tourism poster campaign for Fukui City. Within Japan, Fukui is famous for its dinosaur finds and dinosaur museum. The advertising campaign is meant to attract tourists from other countries to the town, especially families with young children. I created three logo designs and a poster.



## Assignment: magazine layout "Zen"

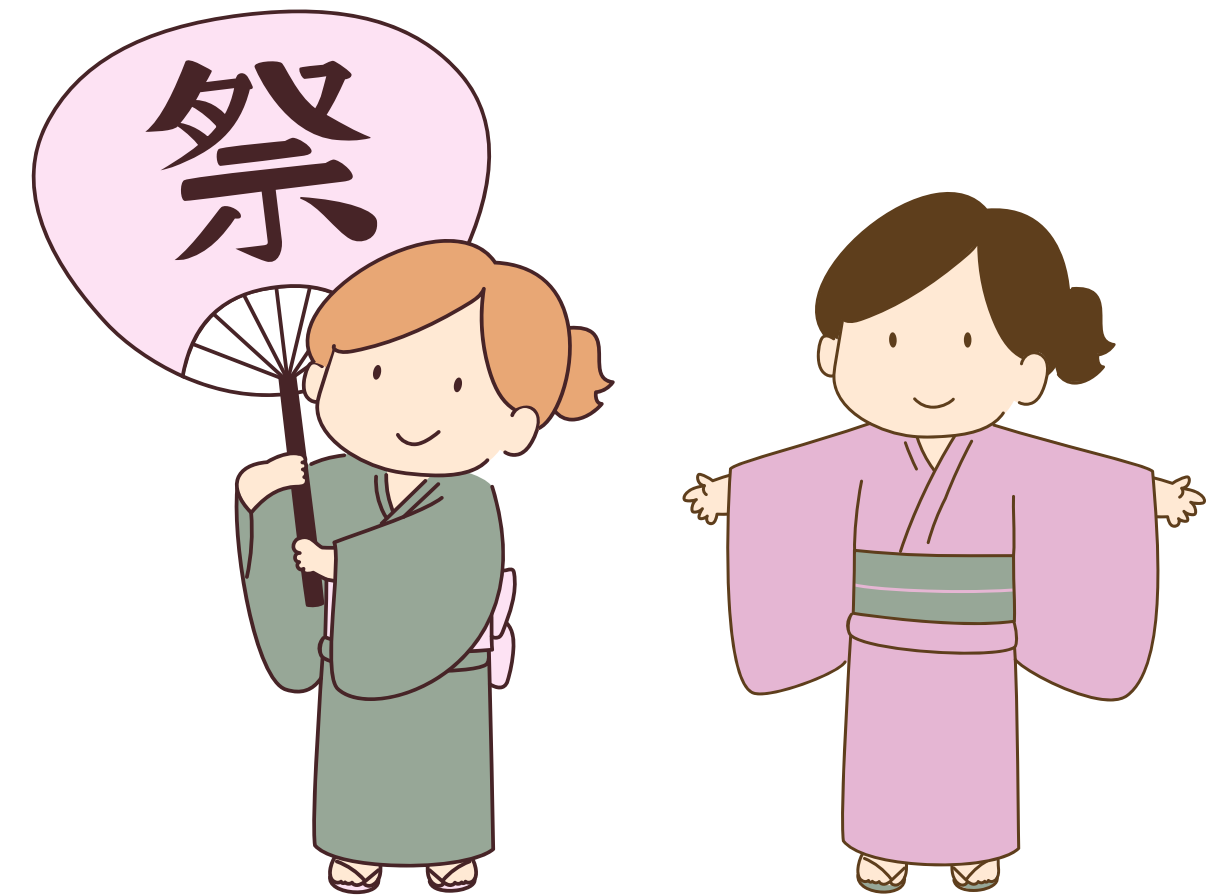
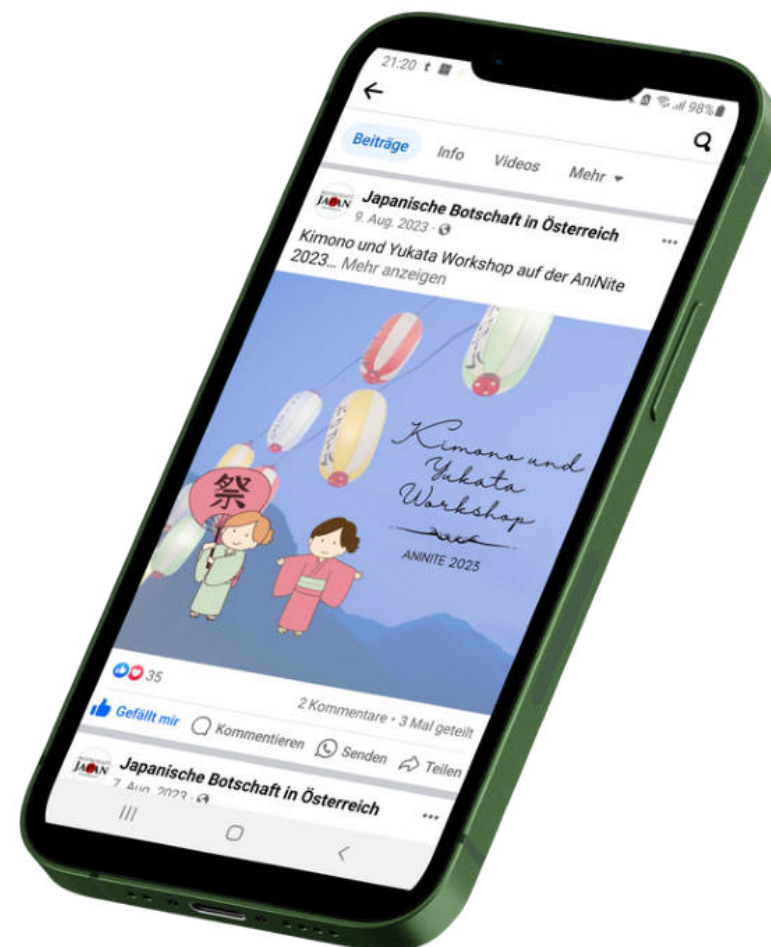
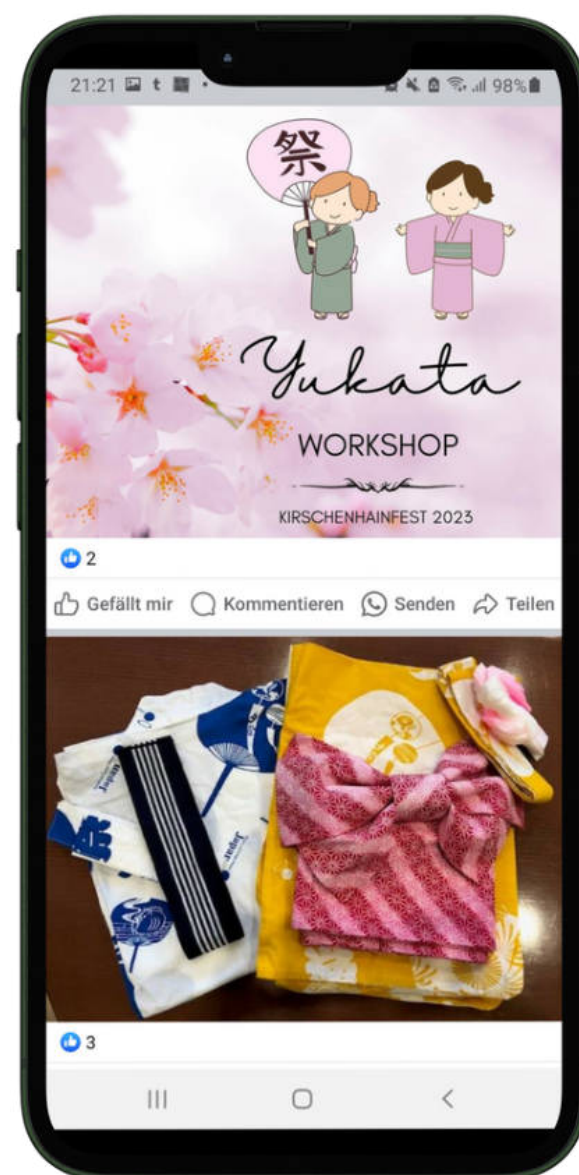
For this assignment, the logo for the fictional lifestyle magazine "Zen" was predetermined on the covers, as were the barcodes. The numbering of the issues should also be coherent. I designed one cover with a photographic design and the other with a typographic motif. For the photographic cover, I incorporated the theme of tea and the aesthetics of the Japanese tea ceremony, using a self-taken and edited photograph. On the typographic cover, I depicted the character "wa" (harmony) in calligraphy, keeping it minimalist and entirely in black and white.





## Project: social media content

I created these graphics to promote a Yukata (summer kimono) workshop at a Japan festival in spring and an anime convention in summer hosted by the Japanese Embassy in Austria on Facebook and Instagram.



Yukata  
WORKSHOP



## Project: logo design “wakai”

The wordplay 'Wakai' (わ会) combines the Japanese word for 'young' (若い/わかい) with 'wa' (和/わ for Japan) and 'kai' (会/かい for gathering), as well as the German letter 'Ö' (for Austria/Österreich) reflecting the association's mission. For the logo, I created two similar vector-based designs, one based on a font and one based on handwriting.

font based logo



logo based on handwriting



## Assignment: letter based logo

These logos were an assignment where I had to design three different types of logos based on initials (vectors).

logo with serifs



logo sans serifs bold



calligraphic logo





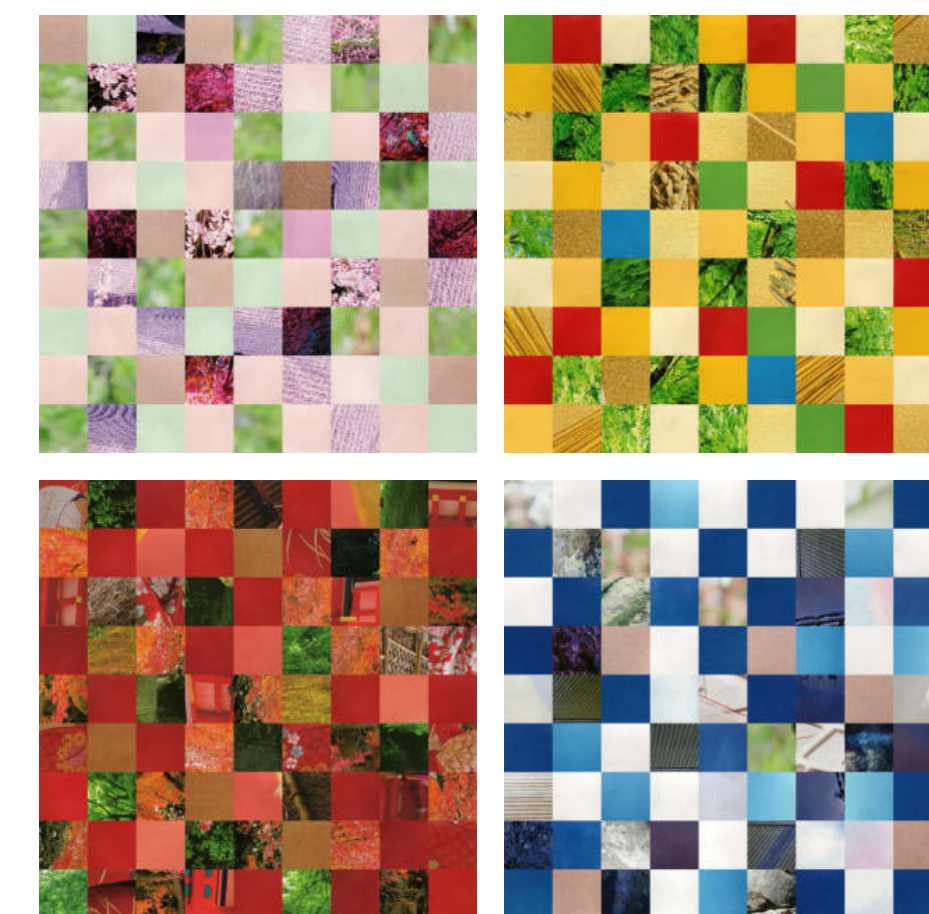
## Assignment: cat cafe

"I created three different logos for a fictional cat café called 'Coffee Cats.' The café's target audience is families with children, so I aimed for a playful vibe in the logo designs.



## Other assignments

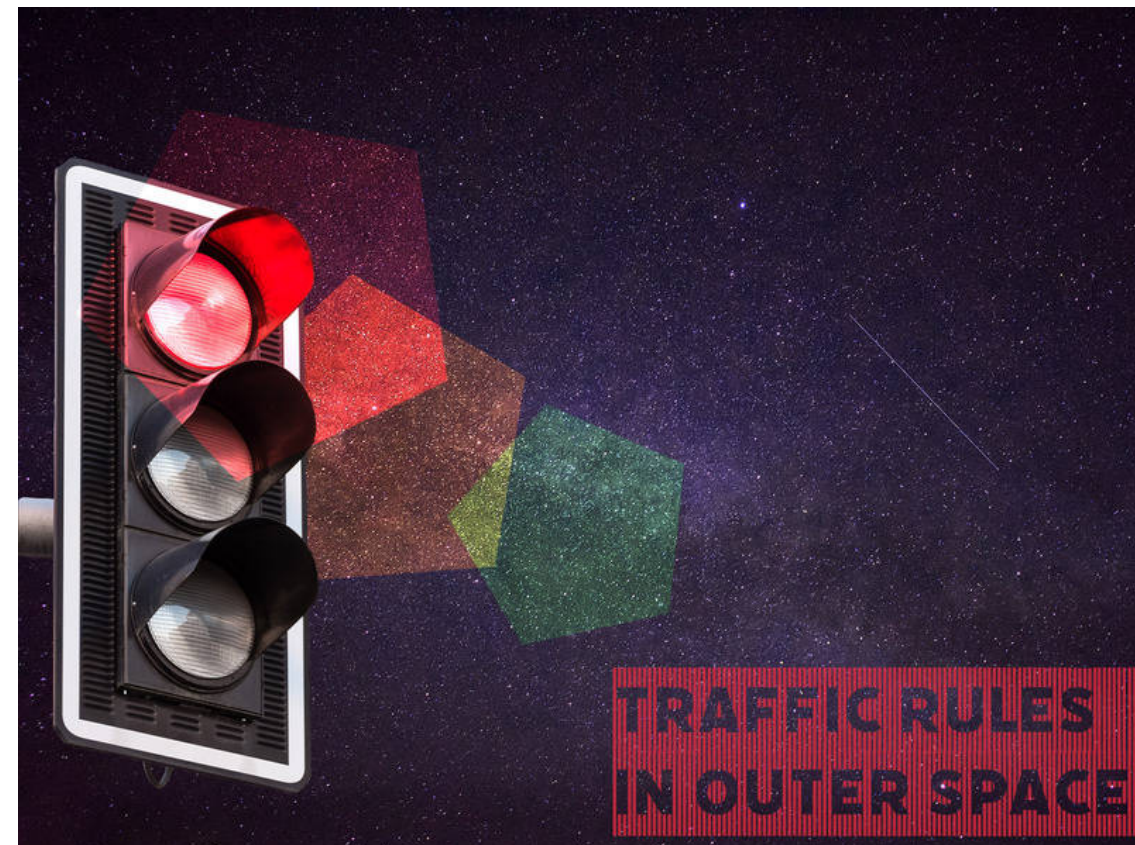
These works were assignments for graphic school. The first work is a collage of four vector graphics that illustrate the four elements using only black and white following the motto 'less is more'. The second work below is a series of colour mood boards for the four seasons.





## Poster design

The poster designs below were assignments from my graphic design school. One is a Photoshop collage, while the other is a vector-based poster created in InDesign.



## Photography and photo editing

For a photography and image editing assignment I created a series of 8 photos featuring Japanese kimono sandals (Geta). The focus on the assignment were employ intentional framing, varied perspectives, and adherence to the rule of thirds. I aimed to showcase the elegance and functionality of Geta sandals while demonstrating my understanding of photography principles and editing skills.





# References

**Band Fußball Cup:**  
Irena Blagojevic & Roman Gregory



[www.bandfussballcup.at](http://www.bandfussballcup.at)

**Morphs Media Studio:**  
Kevin Pabst & Miriam Edlinger



<https://morphs.media>

# Diploma

**OFG Onlineschule für Grafik (online graphic school)**  
**Diploma as graphic designer (graduation in January 2023)**

## OfG / Abschlusszertifikat

**Claudia Miura-Schmidt**

hat am Fernlehrgang Grafikdesign teilgenommen und dabei grundlegende und umfangreiche Kenntnisse in den Bereichen Grafikdesign, visuelle Kommunikation und Kommunikationsdesign erworben.

Mit den erlernten gestalterischen Fähigkeiten, mit gezielt eingesetzter Kreativität und deren professioneller Umsetzung wurde die Abschlussprüfung

## Grafikdesigner/in

erfolgreich bestanden.

**Der Lehrgang umfasste folgende Inhalte:**

- |                                  |   |
|----------------------------------|---|
| • Grundlagen der Gestaltung      | • Corporate Identity / Corporate Design |
| • Visuelle Kommunikation         | • Geschäftsausstattung                  |
| • Farbenlehre und Farbsysteme    | • Marketing und Werbung                 |
| • Bildkompetenz, Bildbearbeitung | • Claims und Slogans                    |
| • Fotografie und Bildkomposition | • Anzeigen und Plakate                  |
| • Schrift und Typografie         | • Screen- und Interfacedesign           |
| • Detailtypografie               | • Webseitendesign und Usability         |
| • Zeichen, Piktogramme und Icons | • Designmanagement                      |
| • Layout und Editorialdesign     | • Projektplanung                        |
| • Magazingestaltung              | • Präsentation                          |
| • Gestaltungsraster              | • Designgeschichte                      |
| • Logodesign, Signets und Marken | • Abschlussprojekt                      |

Die Entwicklung von gestalterischen Ideen, deren lösungsorientierte Ausarbeitung und praktische Umsetzung, monatliche Praxisaufgaben und ein professionelles Abschlussprojekt waren ebenfalls Bestandteile des staatlich zugelassenen Grafikdesign-Fernlehrgangs.



*[Signature]*  
Patrik Sneyd  
Schulleiter/Geschäftsführer

*[Signature]*  
Carina Linnemann  
Dozentin

01/2023