BEAUTY PROJECT PRESENTATION





SERENITY DESIGN BY JESS



INTRODUCTION

Hi, I’m Jess, a creative digital designer who loves bringing ideas to life through design. I mainly work in Canva, creating invitations, flyers, posters, banners, business cards, logos and presentations. I enjoy experimenting with different styles, layouts, colours and typography to create designs that are both beautiful and easy to understand.

I especially enjoy creating invitations and event designs because I love being able to turn someone’s idea or special occasion into something visually meaningful. I also enjoy creating professional designs for businesses, from promotional flyers and branded materials to presentations and other digital content.

I’m passionate about learning, developing my skills and trying new creative ideas. I pay attention to the small details that help make a design feel polished and professional, while still keeping it practical and easy to use.

This portfolio showcases some of my work, creativity and the different styles I can create. I’m excited to continue growing as a designer and to have the opportunity to bring my creativity into new projects and collaborations.

BACKGROUND



For this project, I wanted to create something that felt beautiful, feminine and luxurious. I chose the deep red and nude colours because I think they work really well together and give the design a rich and elegant look.

I added the perfume bottles, flowers and soft shapes to bring the beauty theme through the presentation and make it more interesting to look at. I also wanted the design to feel clean and organised, so that the information is still easy to read.

I really enjoyed putting this project together because it allowed me to play around with different colours, images and layouts while creating something that feels stylish and professional.

GOALS



- GOAL 01
- Create a strong visual identity
- I wanted the presentation to have a clear beauty and luxury feel from the first page.
- The colours, perfume imagery, flowers and typography were chosen to create a style that feels elegant, feminine and memorable

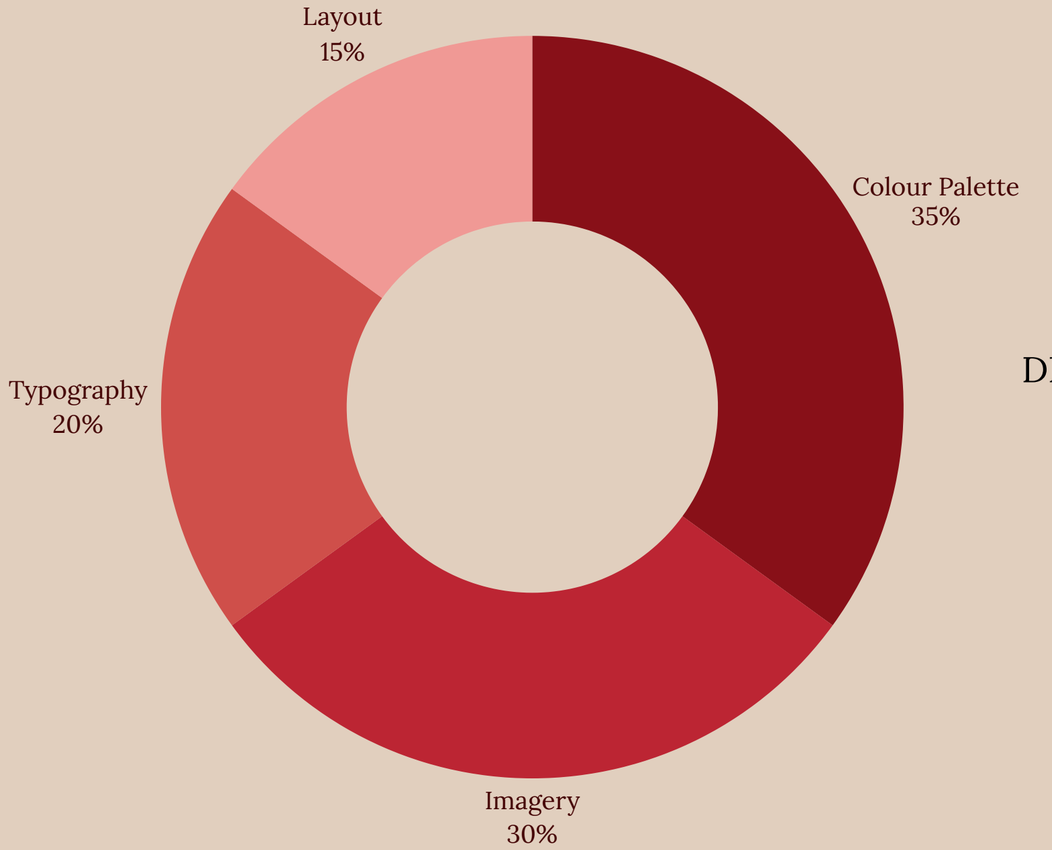
- GOAL 02
- Make the presentation clear and engaging
- I wanted the information to be easy to follow while still keeping the presentation visually interesting.
- My goal was to balance the text and visuals so that each page feels polished without becoming too crowded.

FINAL DESIGN

The final design was a beauty presentation that feels elegant, feminine and luxurious while still being clear and easy to follow

The final result was a beauty presentation that feels elegant, feminine and luxurious while still being clear and easy to follow. I wanted every page to feel connected through the same colours, imagery and typography.

I focused on creating a design that looks polished without making it feel too complicated or crowded. The final presentation brings the beauty theme through consistently while allowing the information to remain the main focus.



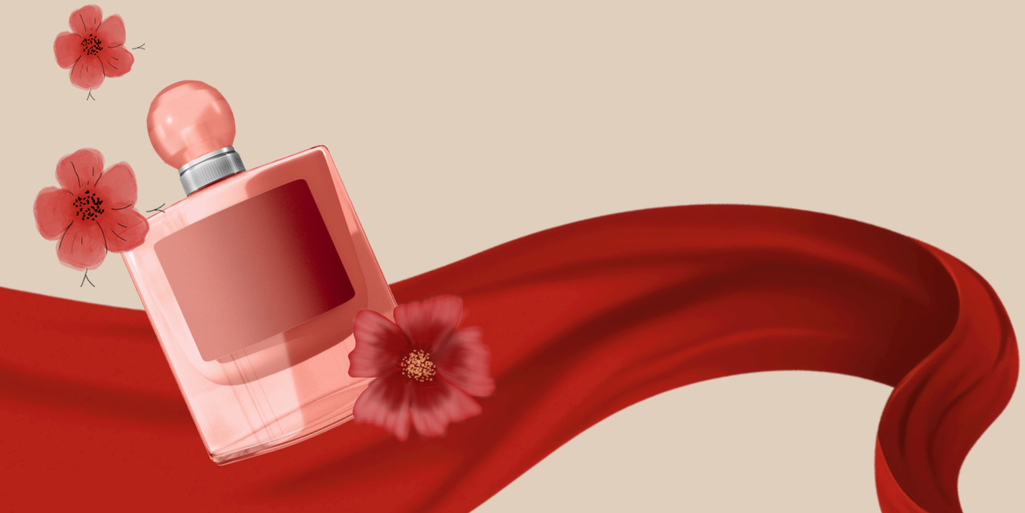
DESIGN BREAKDOWN

COLOUR PALETTE — 35%

IMAGERY — 30%

TYPOGRAPHY — 20%

LAYOUT — 15%



THANK YOU



