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Non Toxic Revolution

Poster Design
Illustration

Non Toxic Revolution is an organization whose main goal is to inform people about the toxic chemicals we are exposed to in our everyday life. It is a sister organization to the more known Keep-A-Breast foundation. These toxins are known to cause cancer and therefore there is a need for a series of call to action-posters that would gain the organization a wider audience. These four posters are inspired by the graphics of the red revolution era. All the posters rely heavily on Red and Black with its serious tone and call for attention. With this project I focused primarily illustration and ways to create movement throughout the posters.

Color scheme



Typefaces

Brauer Neue Bold



JOIN THE
RESISTANCE

NTR NON TOXIC
REVOLUTION



NON TOXIC PEOPLE
OF THE WORLD
UNITE



NTR NON TOXIC
REVOLUTION



California African American Museum

Logo
Brand Identity
Typography
Wayfinding
Promotional Campaign

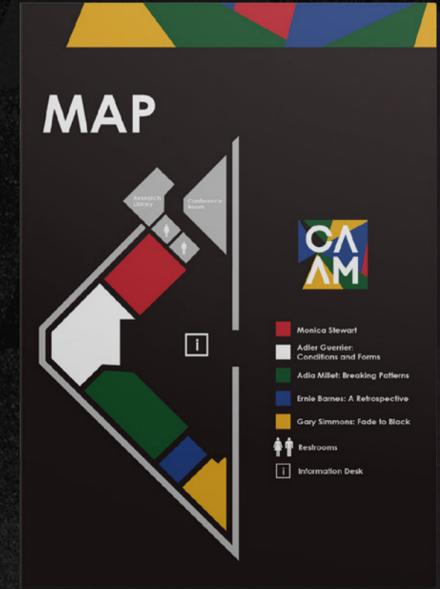
The California African American Museum's mission is to research, collect, preserve, and interpret for public enrichment the history, art, and culture of African Americans with an emphasis on California and the western United States. Me and my team redesigned their brand with an emphasis on colors and pattern. This is noticeable in the flexible logo, which can take on a square, as well as a vertical or horizontal form. The brochure is designed around a featured artist for a set period of time. This edition features Monica Stewart, whose artwork make up the graphics used, except for the logo and its background pattern, and the next edition will feature another artist, with the graphics containing his/her artwork.

Color scheme



Typefaces

Century Gothic



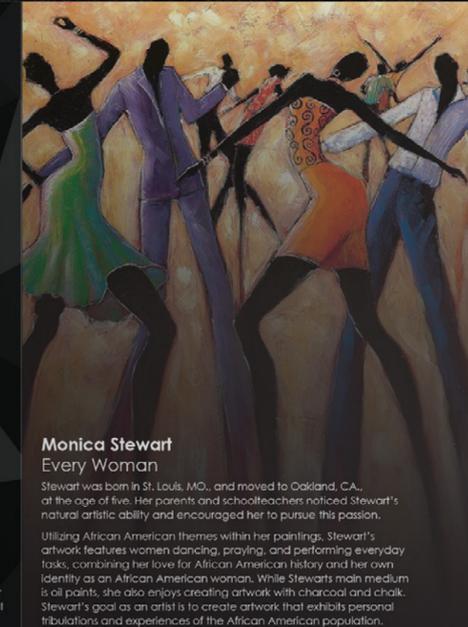
On view

Adler Guerrier
Conditions and Forms
Adler Guerrier (b. 1975, Port-au-Prince) is best known for his work in photography and printmaking that explores the poetics and politics of place.

Adia Millett
Breaking Patterns
In Breaking Patterns, Oakland-based artist Adia Millett delves into issues of identity, personal memory, and collective history.

Ernie Barnes
A Retrospective
Barnes created some of the twentieth century's most iconic images of African American life. Known for his unique "neo-mannerist" approach of presenting figures through elongated forms.

Gary Simmons
Fade to Black
Artist Gary Simmons references film, architecture, and American popular culture in paintings and drawings that address race, class, and memory.



Monica Stewart

Every Woman
Stewart was born in St. Louis, MO., and moved to Oakland, CA., at the age of five. Her parents and schoolteachers noticed Stewart's natural artistic ability and encouraged her to pursue this passion. Utilizing African American themes within her paintings, Stewart's artwork features women dancing, praying, and performing everyday tasks, combining her love for African American history and her own identity as an African American woman. While Stewart's main medium is oil paints, she also enjoys creating artwork with charcoal and chalk. Stewart's goal as an artist is to create artwork that exhibits personal tribulations and experiences of the African American population.

California African American Museum

For over thirty years, CAAM has created exhibitions, workshops, lectures, and events with the aim of engaging everyone — from families to history buffs to art lovers, seniors, and youth.

www.caamuseum.org

1-800-266-6883

info@caamuseum.org

[CAAM_LA](#)
[Caam LA](#)
[caaminla](#)

Hours

Galleries Open
Tuesdays-Saturdays
10 AM - 5 PM
Sundays
11 AM - 5 PM

400 State Drive
Exposition Park
Los Angeles
CA 90037

Parking is \$12 during the day, \$15 after 5 pm. CASH ONLY

Bombardier Recreational Products

INSIDE THE SKI-DOO QUALITY PROCESS AT BRP

In today's world we expect everything we purchase to be of high quality. What that means to you may mean something different to someone else. Quality could mean "exceptional fit and finish" or long lasting durability (less prone to failure or breakdown).

Some brands are associated with higher quality (Mercedes, BMW, Apple, etc.) than others. The manufacturers that have high quality associated with their name did not arrive there by accident. Ski-Doo snowmobiles (as well as all the other manufacturers) has quality systems in place from design through production to minimize problems on the trail, as well during the manufacturing process.

BRP manufactures over 200 variations in its model lineup for 2017, which includes models built for the international market (Europe, Russia, etc.). Ski-Doo for 2017 has 8 models in their lineup including Renegade, MXZ, Summit, Freeride, Grand Touring, Expedition, Tundra and Skandic. Within each of those are numerous models available with different engine options, track lengths, features and colours. Today's consumer wants their new snowmobile to literally be custom-built just the way they want it. To meet the customer (your) requirements, Ski-Doo's Quality Management Process at the end of the day is to provide the customer with a product that meets their expectations every time they ride their Ski-Doo.

1 EXPERIENCE

Understanding the customer's needs and problems first hand is done by spending time with them on the trail or in the mountains. It is paramount to get their wants and needs firsthand. After we understand the customer and expectation and the quality expected by our customer, we make sure to always improve our quality system to have the product right the first time we launch it.

2 IDEA

The Laurent Beaudin Design and Innovation Centre attracts talented designers from around the world. We welcome people from more than 15 nationalities. Innovation starts with passionate designers who create exceptional products that exceed the expectations of customers. This addiction to perfection has allowed them to win more than 75 awards around the world. The key: select the best to create the future.

3 DESIGN PROCESS

A critical part in New Product Development is to involve our Parts Suppliers in the process right from the beginning. We want to build in the quality in the design of the component with the supplier. As soon as we have a design intention and we start to design parts, we have already selected who will be the supplier of those parts. They will join the table and make sure from the start that everything we design and try is something that they will be able to build.

4 PPAP

PPAP stands for Production Part Approval Process which is a standardized process used in automotive for establishing confidence in the component suppliers and their production processes. We do an extensive manufacturing review and evaluation of the parts from the supplier to make sure conformance to every dimension and specification on our drawing is met," says Fournier. "Then we prove the process has the capability to consistently deliver the part as designed. The final phase is when the material certificate is issued to the supplier.

5 PRODUCTION ASSEMBLY

Once the product is cleared for production, the real fun begins. Production changes models every 2-3 hours based on volumes, so it is quite common to have 23 different models on the line at any given time. The plant will build a first run of every model offered, typically at least one model will be built three times during the year.

6 QUALITY-GATES

On the Assembly Line each unit passes through a number of Quality Gates. These gates are located at strategic areas identified by the Quality Assurance Dept. using a tool called PFMEA (Process Failure Mode Effects Analysis).

7 FINAL INSPECTION

At the end of the line each snowmobile enters Final Inspection. This sealed room is where each sled is started and run up to full throttle. It includes a safety test on the P.F.E.S.S. key, kill switch, handbrake, heaters, lights. Any issues are identified and the sled is frozen in the system until the problem is rectified. All models go through the same quality filters.

8 QUALITY IMPROVEMENT

The process is never a 100 percent and it could so happen that a product is not how we intended it after launch. For instance a few years ago we had a complaint where the instrument gauge needle would go all the way up and down while riding. These problems are difficult to find, as it was not happening on all machines and conditions. Based on feedback we went through the process to define the issue and find the root cause. We came up with a fix, we learn from this problem and implement a corrective action to mitigate problems in the future.

9 WHAT IS PFMEA?

PFMEA evaluates each process step to identify and evaluate potential failures in the process. Prior to each model year build, we look for all the new things on the sleds and how we will manage the risk. For example, say there is a new coolant hose routing. We identify what can happen with this new routing on the assembly line and issue a Risk Priority Number.

That takes into account:

- Severity:** Assesses the impact of the failure mode (the error in the process), with 1 representing the least safety concern and 10 representing the most dangerous safety concern.
- Occurrence:** Assesses the chance of a failure happening, with 1 representing the lowest occurrence and 10 representing the highest occurrence. For example, a score of 1 may be assigned to a failure that happens once in every 5 years, while a score of 10 may be assigned to a failure that occurs once per hour, once per minute, etc.
- Detection:** Assesses the chance of a failure being detected during production, with 1 representing the highest chance of detection and 10 representing the lowest chance of detection.
- RPNI:** Risk Priority Number = Severity x Occurrence x Detection. Our entire inspection plan comes from the PFMEA. This is a powerful tool, the right process, and the right, experienced people. Without this combination you could miss elements.

Annual Report Illustration Infographic Editorial Design

This is an annual report made for Bombardier Recreational Products, or BRP. BRP specializes in motorized recreational activities, such as snowmobiles, jet skis, ATVs, Can-Ams, tractors, and bandwagons. Their brands include Ski-Doo, Lynx, Sea-Doo, Can-Am, Evinrude, and Rotax, as well as engines for karts, motorcycles, and recreational aircraft. Since BRP is image-heavy in both their printed, and digital media, I saw it as a challenge to not have any photos at all. So the design relies heavily on typography and illustration to maintain visual interest throughout the spreads. The annual report has somewhat of a minimalistic layout with the larger typography and a few, but strong, vector graphics serving as the main focal points.

Color scheme



Typefaces

Sansation Light
Mont ExtraLight



Orange International Street Fair

Brand Identity
Wayfinding
Iconography
Typography



The Orange International Street Fair takes place every year, and every year they have new theme. The theme for 2020 will be "Find Your Inner Flavor." The idea is for the visitors to find whatever makes them happy, whatever makes them attend the fair, whether it being connecting with other cultures or just enjoying the food and activities. The concept is that of exploration, the two target personas in the poster are exploring the world beneath them, a world represented by the Orange International Street Fair. The color scheme is meant to mimic a sunrise, a visual associated with happiness and hope. The wayfinding brochure relies heavily on, apart from the schedule on the backside, iconography to let people know where to go.

Color scheme



Typefaces

Motherline

VOSTER

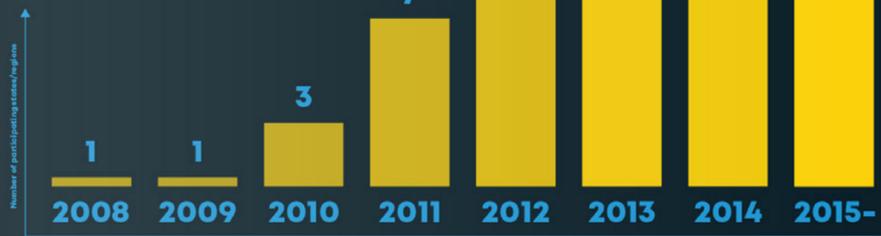
Montserrat

Schedule FRIDAY AUG 31 - SUNDAY SEP 2, 2020				
MAIN STAGE FRIDAY 5 PM COSMIC REACTION 6 PM OPENING CEREMONIES 8 PM MANGO SATURDAY 10 AM AROHA TAHI DANCE 11 AM MINOR SEITZ 2 PM ANI 3 PM WHIBERLEY 4 PM HELMGRASS BAND 5 PM THE FENWAYS 6 PM SAM MORRISON SUNDAY 12 PM ADVERTISEMENT 2 PM MARCH & KIDS 4 PM SPINNY & DALENE 6 PM ROCKY TOTT BLACKBURN 8 PM BLUE DICE	ALL-AMERICAN STAGE FRIDAY 6 PM THE OC BRITISH 7 PM KAUAI BAND 8 PM FREZZY SATURDAY 10 AM SWEET WATER 11 AM FRIENDLY INDIANS 1 PM ANI 2 PM COYOTES DEL BARRIO 3 PM COCKEYED OPTIMIST 4 PM WILD ADULTS SUNDAY 12 PM RAD MOON RISING 2 PM CATFISH JUNCTION 4 PM SPINNY & DALENE 6 PM APOLLO BEEBOP 8 PM BLUE MOON PROJECT	YOUTH STREET FRIDAY 12 PM KLOVE 1 PM KLOVE 2 PM KLOVE 3 PM KLOVE 4 PM KLOVE 5 PM KLOVE 6 PM KLOVE 7 PM KLOVE 8 PM KLOVE SATURDAY 10 AM SWEET WATER 11 AM FRIENDLY INDIANS 1 PM ANI 2 PM COYOTES DEL BARRIO 3 PM COCKEYED OPTIMIST 4 PM WILD ADULTS SUNDAY 12 PM RAD MOON RISING 2 PM CATFISH JUNCTION 4 PM SPINNY & DALENE 6 PM APOLLO BEEBOP 8 PM BLUE MOON PROJECT	MEXICO STREET FRIDAY 5 PM OC-BRITISH 6 PM KAUAI BAND 7 PM FREZZY SATURDAY 10 AM SWEET WATER 11 AM FRIENDLY INDIANS 1 PM ANI 2 PM COYOTES DEL BARRIO 3 PM COCKEYED OPTIMIST 4 PM WILD ADULTS SUNDAY 12 PM RAD MOON RISING 2 PM CATFISH JUNCTION 4 PM SPINNY & DALENE 6 PM APOLLO BEEBOP 8 PM BLUE MOON PROJECT	IRISH STREET FRIDAY 5 PM THE AMERICAN WAKE 6 PM THE AMERICAN WAKE 7 PM THE AMERICAN WAKE 8 PM THE AMERICAN WAKE 9 PM THE AMERICAN WAKE 10 PM THE AMERICAN WAKE 11 PM THE AMERICAN WAKE SATURDAY 10 AM SWEET WATER 11 AM FRIENDLY INDIANS 1 PM ANI 2 PM COYOTES DEL BARRIO 3 PM COCKEYED OPTIMIST 4 PM WILD ADULTS SUNDAY 12 PM RAD MOON RISING 2 PM CATFISH JUNCTION 4 PM SPINNY & DALENE 6 PM APOLLO BEEBOP 8 PM BLUE MOON PROJECT



ShakeOut™

Participation Growth Over Time Period 2008-2017



ShakeOut

Data Visualization
Social Media Content
Infographic
GIF

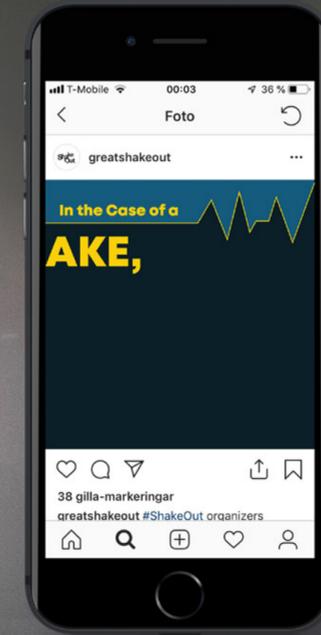
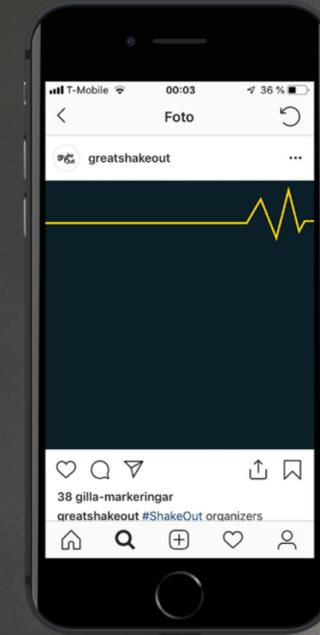
The Great ShakeOut Earthquake Drills is the leading organization in emergency management and disaster preparedness communities, as well as in schools and other institutions and companies. The infographic shows the growth of the organization from its start in 2008 to 2017. Each staple in the diagram represents one year. Placed below each staple is each of every region, shown in yellow, that started participating that specific year. Regions added previous years remain on the list in blue to create a negative staple of words to accompany the above numeric staples. A map with the participating regions highlighted in red shows a more geographically visual presentation of how the organization has grown since the start. The GIF design is a rhyme encouraging people to participate in the upcoming drill.

Color scheme



Typefaces

Mont Heavy





Omnia

UI/UX Design
Brand Identity
Logo

Omnia is a new app that takes social media connection to the next level. Instead of having to switch between apps on your phone, you can now access them all within the same app. You can choose which social media platforms you want to connect to your Omnia app, as well as other applications such as Google Drive, Amazon, or Yahoo to name a few. You can chat with your friends through Messenger just a click away when scrolling through your Instagram feed or exploring Pinterest. Essentially Omnia is there to gather all the information you need in one place, as well as saving time between clicks, and also clearing up some visual space on your phone. The layout is simple, when clicking on a certain app you get taken to that apps familiar interface, and you can explore everything within the app as usual, the taskbar at the bottom helps you navigate within that app, and everything at the top navigates within Omnia. The icons have been reduced to one color to keep the layout clean of junk. It is a breath of fresh air compared to the color chaos you see on the feed in every app. Omnia is a portal to the world, it is the launching site for you to explore and from this portal you can easily go back and forth between any destination you may chose.

Color scheme



Typefaces

Red Thinker Light



Andre Brewery

Illustration
Package Design
Typography

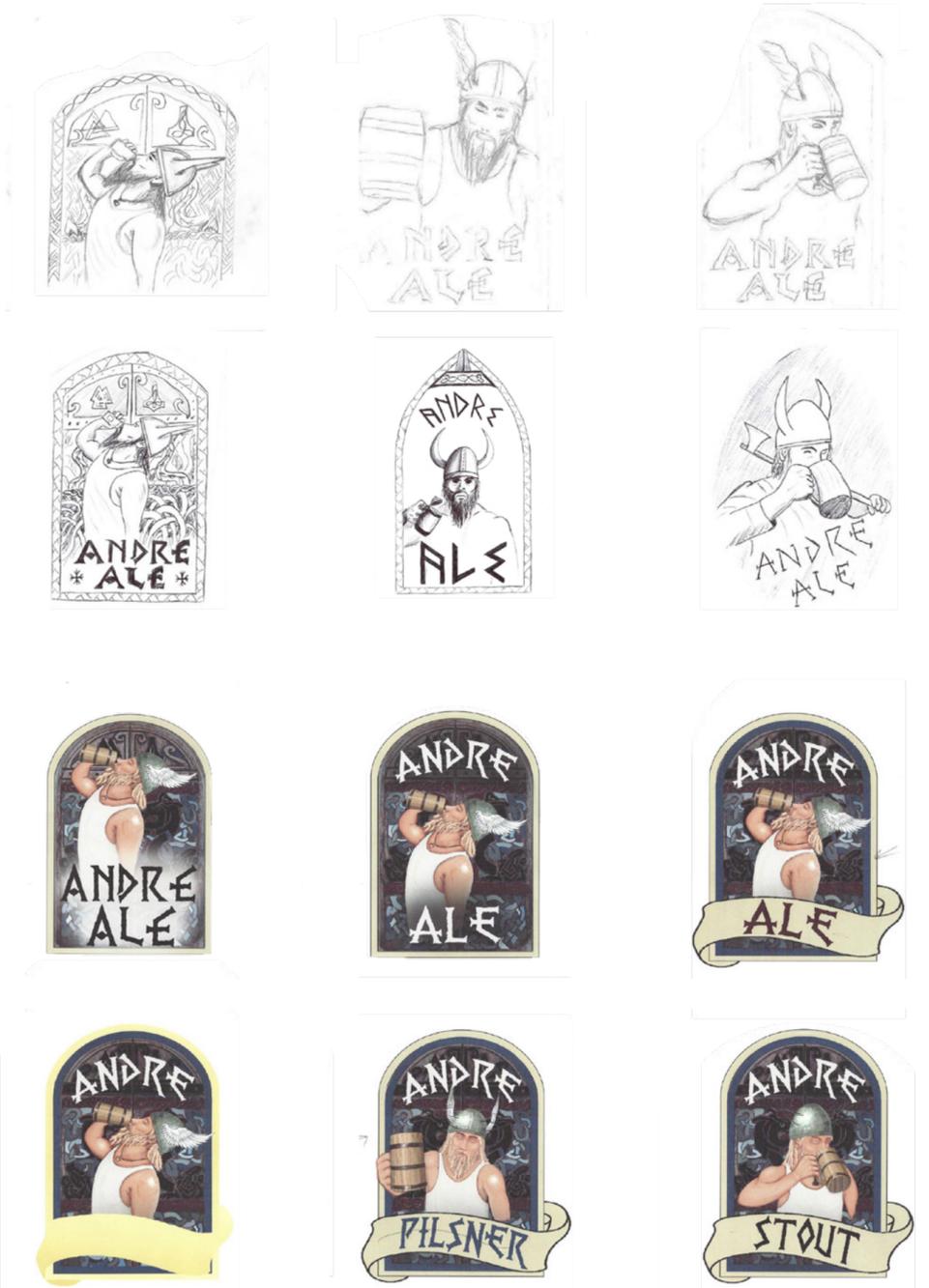
Andre Brewery is a microbrewery from Sweden based on my personal roots. It produces beer with a Viking touch playing on the conception that Vikings were heavy drinkers and had a lot of feasts incorporated into their culture. The labels all have the same character, me as a heavy bearded Viking, in different poses drinking Andre beer. The background of the label is the door to Valhalla. If you come across the door to Valhalla it means you are going to have a good time, same as when you drink this beer. The colors go in Gold, Silver, and Bronze since Vikings were very keen on appearance and often wore jewelry. Blue was added to the gold because Sweden's main colors are blue (along with yellow), and red because the main colors of Norway and Denmark are red, and lastly green because all three nations that make up Scandinavia mainly consists of wide green fields and deep forests.

Color scheme



Typefaces

PR VIKING



Ditu Diu

Packaging Design
Brand Identity
Iconography
Illustration
Logo

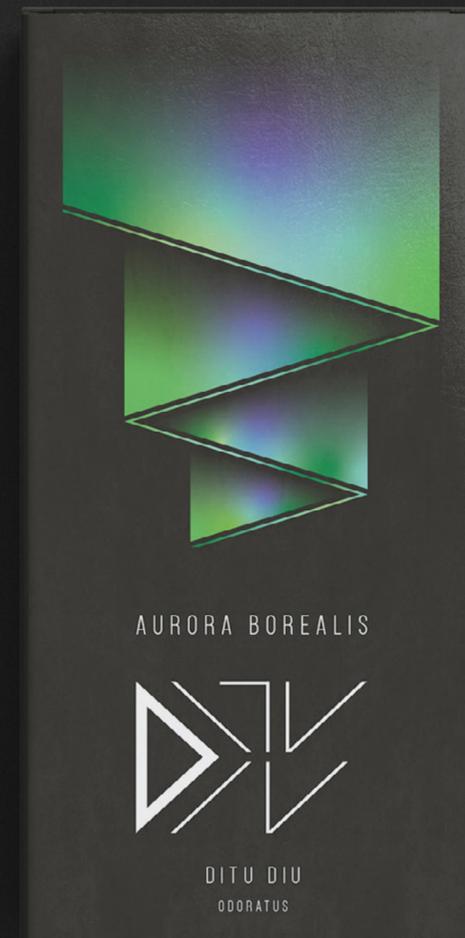
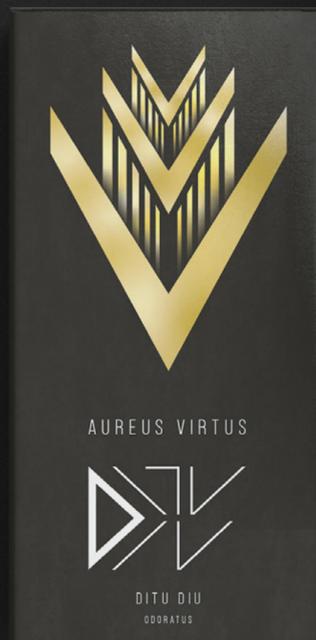
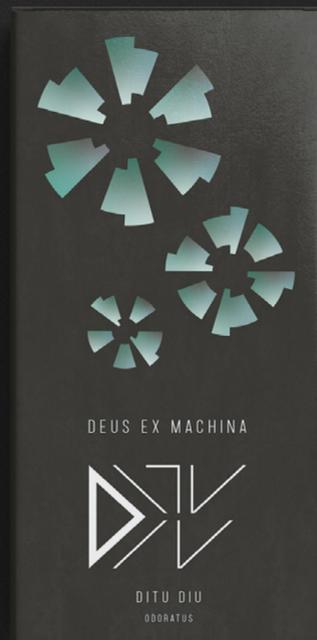
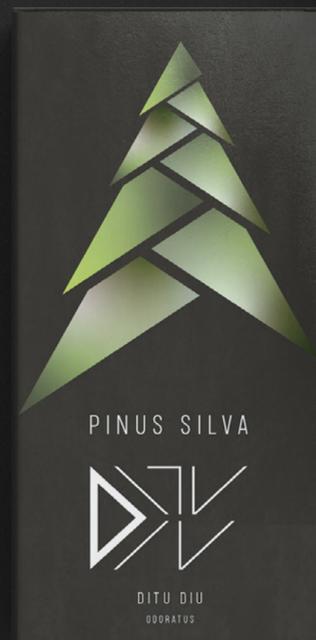
Ditu Diu is a men's cologne brand that are launching 6 new fragrances. The name "Ditu Diu" is Latin and means "Enrich (or make wealthy) for a long time," which is what every fragrance of this launch will do. Every package differs in color according to the fragrance. Every fragrance has its own Latin name with a meaning. Cruentus Cupio = I Want Blood, Aurora Borealis = Northern Lights, Aureus Virtus = Golden Bravery, Aqua Vitae = Water of Life, Deus ex Machina = Help from god (unexpected help), and Pinus Silva = Pine Forest. The branding focuses on color to differentiate between the products, as well as individual graphics, made similar in style but in different forms, relating to the name of the fragrance.

Color scheme



Typefaces

CARSON



Pattern Design

Image Editing
Photo Manipulation

These patterns follow a theme of tints and shades of a cool blue and a warmer red. The patterns can be seen as an extension of my identity, they are based on me and my personal taste. Inspiration comes from psychedelic patterns from the 60's, as well as the vibrant colors from the 80's and 90's, all time periods with fashion and music that I adore. The goal was to reach the standard of the beautiful patterns of Björn Borg menswear, and particularly their underwear collection. Björn Borg is notorious for the vast diversity and playfulness in their underwear patterns. With this project I got to execute what I know in color theory, as well as photo manipulation.

Color scheme



Comet - Typeface

Typeface Design

Something people might not know is that comets are full of colors. When you see them as a dot in the sky it is not as obvious, but comets have a wide spectrum of mostly cool colors. Each stroke in this typeface is made up from a single shape resembling a comet. Comets as a shape naturally have a lot of movement, which translates perfectly into this type design with each stroke appearing as a single brush stroke made up of several colors.

Color scheme

