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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Scholarship Visual Arts 2025

93307 Design

SCHOLARSHIP EXEMPLAR

DESIGN SITUATION

Shroomery is an awareness campaign that promotes the incredible uses of mushrooms. While products are recognized by a variety of mushroom brands across different health and sustainable lifestyles such as backpackable packaging, many people remain unaware of how to prepare them. The lack of education means that they often end up in a compost bin instead of being used in a delicious and environmentally sustainable way.

Shroomery aims to address this problem by delivering an engaging and educational campaign that sparks interest and drives innovation. Through their creative, eye-catching and innovative packaging, the campaign highlights the numerous benefits of mushrooms, from their nutritional value to their versatility in the kitchen. The project requires a cohesive design identity and promotional materials that clearly communicate the campaign's message. Brand design is key to creating a strong and memorable visual identity across both digital platforms and physical applications, ensuring the message resonates with a wide audience, particularly youth, inspiring them to engage with and explore the world of mushrooms.

SHROOMERY

LOGO CONCEPTS

LOGO DEVELOPMENTS

LOGO REFINEMENTS

SHROOMERY BRANDING

PRIMARY LOGO SECONDARY LOGO SUBMARK LOGO LOGO MARK

BRAND ASSETS

ZINE CONCEPTS

ZINE FINAL DESIGN

Shroomery

HOW TO MAKE LEFTOVER SOUP!

Step 1 PREPARATION

Step 2 COOKING

Step 3 SERVING

ENJOY

STEP BY STEP GUIDE

PROMOTIONAL POSTER

SET OF 3 FINAL DESIGNS

SCROLLING WEBSITE

A SHROOM'S STORY

FEATURED MUSHROOMS

MAGAZINE COVER + DOUBLE PAGE SPREAD

THE HIDDEN KINGDOM

SHROOMERY YEARLY ISSUE 67

MUSHROOM MYSTERY GROW KIT PACKAGING

MUSHROOM MYSTERY GROW KIT PACKAGING FINAL DESIGN

DESIGN SITUATION

Shroomery is a mushroom and fungi brand. The brand is a mix of fun, whimsical, and educational. The brand is a mix of fun, whimsical, and educational. The brand is a mix of fun, whimsical, and educational.

SHROOMERY

OWN ILLUSTRATIONS

LOGO CONCEPTS

LOGO DEVELOPMENTS

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SHROOMERY BRANDING

ZINE CONCEPTS

ZINE FINAL DESIGN

HOW TO MAKE LEFTOVER SOUP!

STEP 1 PREPARATION

STEP 2 COOKING

STEP 3 SERVING

ENJOY

STEP BY STEP GUIDE

PROMOTIONAL POSTER

WE'RE COMING TO 2 ERIN STREET 26/07 TO 28/08

COMING SOON

DID YOU KNOW

SHROOMERY BITES ON 2025

SET OF 3 FINAL DESIGNS

SCROLLING WEBSITE

A SHROOM'S STORY

FEATURED MUSHROOMS

MAGAZINE COVER + DOUBLE PAGE SPREAD

Shroomery Yearly

THE HIDDEN KINGDOM

SHROOMERY YEARLY ISSUE 67

MUSHROOM MYSTERY GROW KIT PACKAGING

MUSHROOM MYSTERY GROW KIT PACKAGING FINAL DESIGN

DESIGN SITUATION

Shroomery is an awareness campaign that reimagines how we see mushrooms, transforming them from something overlooked or "gross" into a symbol of creativity, health, and sustainability.

While mushrooms are known for being versatile and nutritious, their full potential often goes unnoticed. They can enrich our meals, support wellbeing, and even replace harmful materials with biodegradable packaging, yet they rarely receive recognition in conversations about food, design, or the environment.

This project aims to change that. Shroomery uses bold visuals, storytelling, and interactive design to spark curiosity and shift perceptions. Through playful typography, retro-inspired colour palettes, and dynamic layouts, the campaign celebrates mushrooms as icons of possibility, living proof that small, natural things can make a big impact.

The outcome is a cohesive brand identity and promotional system that works across digital and physical spaces, from posters and zines to social media and pop-up installations. Every element is designed to engage a youth audience through excitement, education, and visual storytelling, inspiring them to see mushrooms not as something slimy or strange, but as a gateway to innovation and sustainability.

TARGET AUDIENCE

My target audience is teenagers and young adults, a group known for shaping trends, but also for forming quick opinions. Many young people today see mushrooms as "gross" or "boring" without realising how fascinating they really are. I want to challenge that.

Teens today are more conscious of sustainability, wellness, and culture than ever before, but mushrooms aren't often part of that conversation. Shroomery speaks directly to this audience by blending playful, nostalgic visuals with meaningful content that feels current and relatable. The tone is friendly, expressive, and a bit rebellious, showing that caring about nature doesn't have to feel serious or dull.

Through vibrant visuals, storytelling, and interactive experiences, I want to show that mushrooms are more than just food, they're a symbol of creativity, growth, and

PROPOSAL

HOW IT RELATES TO ME

I chose this theme because mushrooms completely changed how I think about food and design.

For most of my life, I thought mushrooms were just a weird, bland topping, something to pick off pizza. That changed the night my mum made a shiitake mushroom dish. I still remember how rich and savoury it was; it completely shifted my perspective. From that moment, I became fascinated. I started researching and discovered that mushrooms aren't just delicious, they're deeply connected to sustainability, health, and creativity.

Since then, I've realised that mushrooms are massively undervalued, especially by people my age. They can be transformed into eco-friendly packaging, used in medicine, and grown with minimal environmental impact, yet they're rarely talked about. That's what motivated Shroomery: to use design as a tool to change perception.

This project isn't just about food, it's about storytelling, curiosity, and reimagining something ordinary as extraordinary. I want my work to make people stop, look, and think differently. Just like that dinner changed my view, I hope my designs inspire others to see mushrooms as a powerful example of how nature and creativity can work together.

COLOUR PALETTE

GREEN

HEX	RGB	CMYK
#618E3E	97 142 62	67% 25% 100% 8%



BEIGE

HEX	RGB	CMYK
#F9EDD2	249 237 210	2% 5% 18% 0%



YELLOW

HEX	RGB	CMYK
#ECAF32	236 175 50	7% 33% 93% 0%



ORANGE

HEX	RGB	CMYK
#D95328	217 83 40	10% 82% 99% 1%



MAROON

HEX	RGB	CMYK
#8F2E26	143 46 38	28% 91% 90% 28%



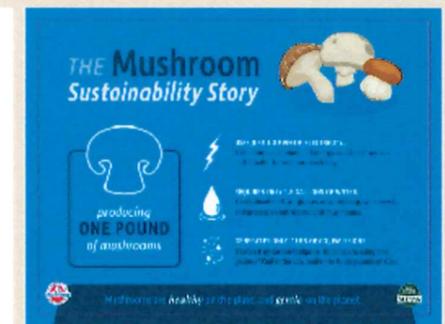
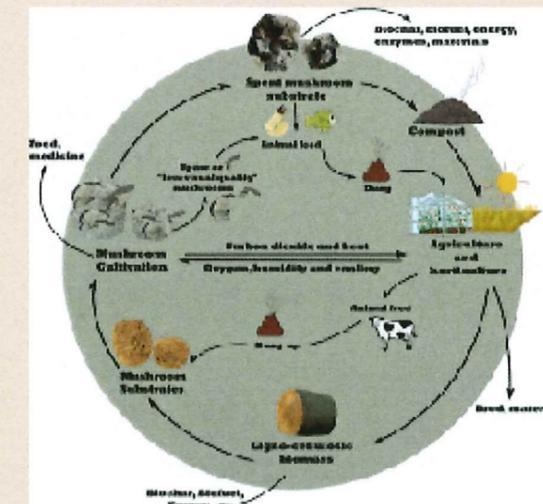
RESEARCH

Many young people today see mushrooms as "slimy," "weird," or "gross." The 2023 fresh Mushroom Consumption Attitude Study (Mushroom Council) found that mushroom consumption skews heavily toward older generations, with Gen Z and Millennials "far under-indexing" in eating fresh mushrooms compared to Boomers and Gen X. The study highlights a growing disconnect, younger people are less familiar with mushrooms, and many parents aren't introducing them to their children. Sensory barriers like unfamiliar texture, taste, and appearance have created negative perceptions that stop youth from exploring mushrooms' potential.



Pie chart of [redacted] students that like or dislike mushrooms

Sustainability research from MushroomCouncil.org also shows mushrooms are one of the most eco-efficient crops. They can be grown vertically, in compact spaces, and on compost-based soil, producing millions of pounds on just a few acres. Mycelium, the root structure of mushrooms, can even be used to create biodegradable packaging, showing their potential beyond food.



Mushroom Sustainability cycles and facts



Mushroom Culinary Guides

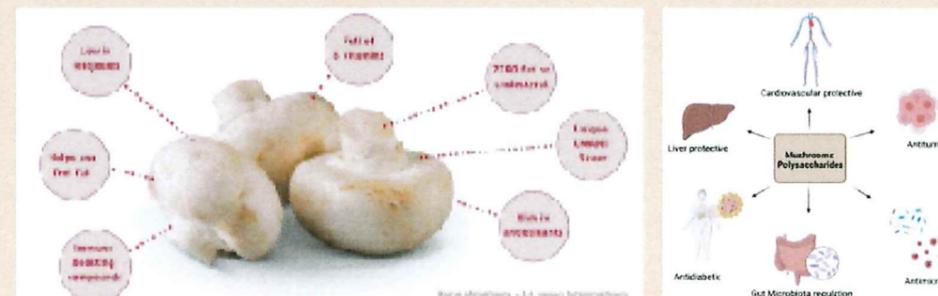


However, mushrooms have so much more to offer. My research from CookingHub's Ingredient Guide describes mushrooms as "mild in flavor" but exceptional at absorbing surrounding tastes, making them powerful "flavor enhancers." This quality explains why mushrooms appear in cuisines worldwide: they transform to match whatever culture or dish they're part of. From wood ear mushrooms with their satisfying crunch to shiitakes that deepen broths with umami richness, mushrooms are incredibly versatile and creative ingredients.

CONCLUSION

Nutritionally, a Harvard School of Public Health article notes that all mushroom varieties are low in calories and fat, yet rich in essential nutrients like B vitamins, phosphorus, and selenium. Even more interesting are their non-nutritive compounds, polysaccharides and polyphenols, which have antioxidant and anti-inflammatory properties. This positions mushrooms not only as a food source but as a superfood with real health benefits.

Mushroom Nutrition Diagrams

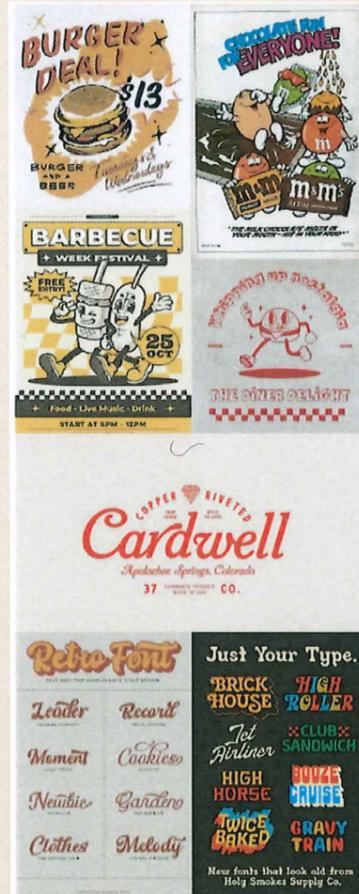


This research reveals a huge gap between what mushrooms are perceived as and what they actually are: sustainable, healthy, and incredibly adaptable. My project, Shroomery, aims to bridge that gap by rebranding mushrooms for a younger audience, transforming them from "slimy fungi" into symbols of creativity, sustainability, and future-forward food culture. Through playful visual design, tactile materials, and nostalgic branding, I want to spark curiosity and encourage youth to see mushrooms differently, as something exciting, modern, and worth celebrating.

VINTAGE

This design style uses rough textured brush work, muted warm colours, playful and exaggerated illustration to create a 'vintage' aesthetic that reflect the art style in 1950 - 70s age where the vintage style is inspired from. The purpose of this style is to create a sense of warmth, familiarity, and authenticity, making the promotion feel more personal and inviting. Unlike modern, clean-cut digital designs, this approach emphasizes craftsmanship, giving the impression of a locally owned, welcoming establishment rather than a corporate chain.

The Vintage design style typography is commonly a bold and curvy typography featuring smooth rounded edges. Handwritten/script influences give the typography a nostalgic feel, mixing playful and elegant aspects create a cause charm to the typography, subtle shading and layering in the lettering to symbolise the classic sign painting and old-school print techniques. These features combine to create a nostalgic feel and make the typography Vintage. The purpose of typography is to bring a sense of nostalgia, warmth, and personality. This typography is usually used in coffee shops, bakeries, barbershops.



INFLUENCES

EXPERIMENTS

After researching the design styles relevant to my brand, I began by creating a series of experimental pieces that replicated the essence of each style. This process allowed me to develop a deeper understanding of their characteristics and guided me in thoughtfully incorporating their key features into my own design work.



VHS TAPE PACKAGING DESIGN

The design style prominently features bold, highly saturated color palettes, often utilizing rainbow gradients or strips of contrasting primary and secondary colors (red, orange, yellow, green, blue, purple) set against deep black or stark white backgrounds. This use of color served to grab attention in a retail setting and symbolized the new, vibrant world of home video. Geometric patterns and clean, blocky typography are common, with fonts frequently being sans-serif, tall, or stylized to look futuristic or "digital," sometimes utilizing effects like outlines or drop shadows. The overall aesthetic often leans into themes of light, speed, and technology, as suggested by the rainbow patterns (which can evoke light passing through a prism, similar to optical media or light beams), linear stripes (suggesting movement or scanning lines). The design of these packages, especially in the context of the VHS and LaserDisc formats, blends consumer-friendly sleekness with a touch of nostalgia for a technological future that the products themselves represented at the time.

The typography on these VHS and early video media designs is a key component of their aesthetic, heavily reflecting the digital, technological futurism of the 1980s. Characteristically, the packaging employs bold, heavy, or blocky sans-serif fonts, which project strength, clarity, and a modern, machine-made feel. Letters are often tall, condensed, or given a wide, geometric presence to maximize impact. Common treatments include using outlines, shadows, or beveled edges to give the text a three-dimensional, "chiseled" or light-emitting quality, a technique popular in graphic design and early computer graphics of the era. Furthermore, the overall layout often prioritizes a hierarchy of scale, with crucial information like the tape length or format dominating the design in oversized, stark text, while brand names might use more refined or vertically stacked lettering. This typographic style successfully communicates both the high-tech nature of the medium and the commercial urgency of the product.

RETRO JAPANESE GRAPHIC DESIGN

This design style uses muted colours, halftone textures and shading to recreate old manga printing methods. The typography usually used in this design style consist of big blocky typography reflecting the food packaging, magazine covers, and product labels during the Showa-era(1926-1989). Retro Japanese graphic design also uses a mix of realism and cartoon illustrations usually having detailed illustrations of objects like food, cars, packaging etc, while using exaggerated cartoons elements to create a unique contrast that was a main technique used in vintage Japanese graphic design. Also the design style likes to combine playful yet gritty to make the design feel nostalgic. These techniques combine to create a design that a nostalgic look of Japan in the 1960s - 80s but with a modern and contemporary edge to it and giving a sense of comfort to the design.

Retro Japanese Graphic design incorporates a blend of Showa-era aesthetics (1926-1989), vintage Western influences, and traditional Japanese calligraphy. It has a unique look that expresses nostalgia, warmth, and a handcrafted feel. Elements that make up retro Japanese typography are, Bold letterforms the bold style is to mimic katakana-heavy signage which was commonly used in old Japanese advertisements, manga and food packaging. Playful and decorative letterforms are used to reflect the fun and energetic style of Showa-era pop culture. Thick outlines make the typography pop creating bold eye catching effect, having a mixture of Japanese and western is essential to creating retro Japanese typography since many design during the Showa era combined Japanese and Western fonts, as foreign brands became more popular. The purpose of restro Japanese typography is to evoke nostalgia, create a warm and familiar aesthetic, and capture attention. You usually can find this typography in Ramen shop branding, Old-school café signs, Showa-era inspired fashion & merch, City pop album covers (80s aesthetic), Retro game packaging (famicom, Sega, early Nintendo), Anime title sequences from the 70s & 80s.



ILLUSTRATION COLOUR PALETTE TYPOGRAPHY

ARTIST INSPO

The illustrative design I used throughout this brief was inspired by artist Ohn Mar Win. Her distinctive style resonated with me and match the look and feel of my mushroom awareness campaign. Ohn's design uses pastels, watercolors, thick imperfect outlines, and has a semi realistic approach to her illustrations. I've taken her style to my illustration and put my own unique twists to the illustrations.

In my illustration I've made sure to use reference illustration from Ohn Mar Win as a guide for my illustrations, making sure that I keep the designs styles of Shroomery in mind (Cozy, Vintage and retro Japanese). I start by creating a quick sketch on procreate using custom oil pastel and watercolor brushes, then I either colouring the illustration fully, or just colouring the outlines of the illustration while making the outlines vary in line thickness to give that rawness to the illustration. After I add a texture to give the illustration some depth and realism as if it were drawn on paper.



COLOUR PALETTE

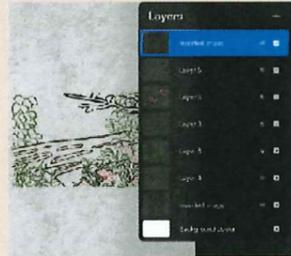
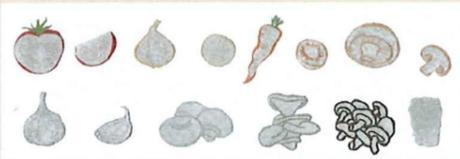
My colour palette draws from natural tones found in mushrooms, warm browns, soft creams, muted reds, and earthy greens, combined with retro-inspired accent colours like mustard yellow and faded orange. These tones create a cozy and organic feeling that aligns with Shroomery's values of sustainability and natural connection. At the same time, the slightly desaturated palette references vintage print materials and packaging from the 1960s-70s, reinforcing the nostalgic tone. This combination helps the brand feel grounded, approachable, and timeless while still appealing to a youthful audience used to bold, trend-driven design.

EXPERIMENTING TYPEFACE

To develop Shroomery's visual voice, I experimented with a range of typefaces that expressed different aspects of the brand, from playful and organic to bold and structured. I tested fonts such as Nectarine Regular, Retro floral, Gloomie Saturday, Cf Sulo Regular, and Gladolia Regular, alongside more neutral, functional fonts like Helvetica, Avenir Next, and Arial Black. Each font offered a distinct mood, helping me explore how typography could shift the tone of the brand from friendly and nostalgic to modern and clean.

During this process, I didn't just test fonts, I also manipulated and customized them to create more unique results. I adjusted kerning, stretched baselines, modified letter weights, and experimented with curve exaggerations to make the type feel more organic and hand-drawn. In some cases, I edited individual letterforms in Illustrator, adding soft curves or rounded terminals inspired by the natural shapes of mushrooms. I also tested layering effects, subtle warping, and shadowing to give the typography depth and a slightly imperfect, retro feel reminiscent of 1970s sign-painting and old Japanese packaging.

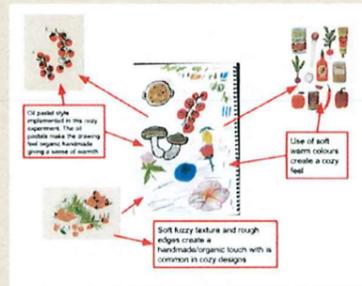
Through this experimentation, I learned how small typographic adjustments could completely change how the brand felt, whether cozy and handmade or bold and futuristic. Ultimately, I combined these insights to create a type direction that balances both warmth and readability, staying true to Shroomery's playful, vintage-inspired tone while remaining versatile across different formats and scales.



pro Create Layer tool

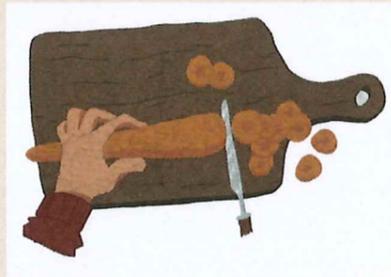
EXPERIMENTING

I initially experimented with traditional media like oil pastels and watercolours to capture the textured, organic feel I wanted for Shroomery. While these methods gave my illustrations a raw and tactile quality, I found it difficult to control details on smaller pieces, pastels would smudge easily, and watercolour layering was unpredictable. To improve precision and efficiency, I moved my process into Procreate. This allowed me to work digitally while still recreating that same traditional texture. I imported and customized brushes to mimic oil pastels and halftone effects, maintaining the handmade aesthetic that defines my brand. Working digitally also made it easier to adjust colour palettes, apply textures, and export high-resolution files directly to Adobe for layout and branding work.



BRUSHES

To make my digital illustrations feel authentic, I created my own brushes in Procreate. I combined oil pastel and halftone textures to capture that mix of softness and vintage grit seen in 1960s Japanese packaging and mid-century illustration. These brushes gave me the freedom to balance clean vector edges with rough, hand-drawn imperfections. This blend helped keep the illustrations warm and human while still fitting cohesively within a polished campaign identity.



MASCOTS

Because vintage design often features brand mascots that bring warmth and personality, I decided to create a Shroomery mascot. I was inspired by early rubber hose-style characters from 1930s-50s animation but didn't want mine to feel too exaggerated or "cartoonish." Instead, I experimented with softer facial features, rounded forms, and simplified expressions to make the mascot approachable and youthful. This mix of old and new gave the brand its own voice, nostalgic but modern, aligning with Shroomery's goal of reintroducing mushrooms in a fun, contemporary way.

typographies I used and experimented on

NECTARINE REGULAR

RETRO FLORAL

Avenir Next

GLOOMIE SATURDAY

Cf Sulo Regular

Helevetica

Gladolia Regular

Arial Black

Ncl Neovibes

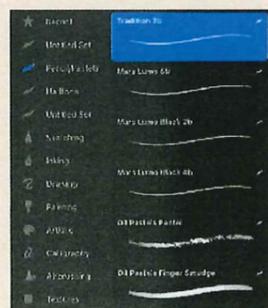
Cameliya



Eye Illustration tests



Half tone brush I made



Pencil and oil pastel brushes I made and downloaded



Shroomery's Mascots

IDEATION

For the Shroomery logo brief, I began the ideation process in Procreate, allowing for freehand sketching and rapid experimentation with visual ideas. This stage was intentionally exploratory and intuitive, focused on capturing the Shroomery's essence before moving into any logo iterations.

My goal was to translate Shroomery's core identity, a youthful, experimental pop-up eatery that celebrates mushrooms, sustainability, and innovation, into visual form. I explored a wide range of organic shapes and natural motifs, drawing inspiration from fungi structures such as gills, spores, and mycelium networks. Alongside these natural references, I experimented with symbolic and typographic compositions, testing how the letterforms of "Shroomery" could merge with illustrated mushroom imagery to create a cohesive and memorable mark.

Throughout the page, I tested different visual tones, from playful and character-driven to minimal and structured, to find the right balance between approachability and sophistication. The aim was to appeal to a teenage audience while maintaining the brand's organic and educational values.

This ideation page acted as a creative playground, where I developed not only potential logo compositions but also smaller visual assets and motifs that could later inform the wider brand identity system, including icons, mascots, and potential packaging elements.

Reflecting on this process, several visual directions began to stand out clean, rounded forms, hand-drawn type, and a friendly illustrative style that expresses both nature and personality. These recurring ideas helped define Shroomery's aesthetic direction and informed the next stage of design, where I refined, digitised, and tested the strongest logo concepts for further development.



Type only logo I created

TYPE ONLY LOGOS

Following my initial ideation stage, I moved into developing black-and-white, type-focused logo concepts that built on the ideas explored in my sketches. At this stage, my goal was to refine the visual identity of Shroomery by experimenting with typographic styles that captured the brand's playful, curious, and imaginative nature. I explored a range of retro, vintage, and psychedelic-inspired aesthetics, drawing on the organic and experimental qualities that align with Shroomery's celebration of creativity and sustainability.

Through this process, I tested different letterform styles, from bold, bubbly typography to more fluid, hand-drawn scripts, considering how each could convey a unique tone while remaining readable and distinctive. Working in black and white allowed me to focus purely on form, balance, and visual rhythm before introducing colour or additional elements.

This stage helped me define a clearer aesthetic direction for Shroomery one that blends nostalgia with a modern sense of fun and approachability. These experiments laid the foundation for my later logo refinements and digital iterations, where I began combining these type treatments with illustrated and symbolic elements drawn from my earlier ideation work.

LOGO AND ZINE



Ideation drawing on Procreate



Logo Concepts



Logo Developments

CONCEPTS

Building on the foundations set by the type-only stage, these logo concepts explore how colour, illustration, and layout can further enhance Shroomery identity. Inspired by 70s visual culture and psychedelic art and cozy design, the designs incorporate organic shapes, mushroom iconography, starbursts, and warm, earthy tones to reflect the brand's celebration of fungi and sustainability. Each concept plays with a different aspect of the brand, from quirky mushroom-focused logos to more cosmic, psychedelic visuals. The goal was to make designs that feel bold, youthful, and visually engaging, capturing attention while communicating the deeper message behind Shroomery: that mushrooms are not just slimy, grass fungi.



Zines during development

DEVELOPMENTS

These logo developments build on the initial concept stage, improving the designs into more refined, detailed, and brand-focused outcomes. I began combining the strongest elements from earlier concepts and experiments into cohesive and versatile logo options. A major focus of this stage was refining the mushroom mascot, creating new variations with more variety, personality, and charm. These updated mascots add a stronger sense of character and storytelling to Shroomery, making the brand more engaging and relatable, especially for a younger audience. I also introduced illustrated icons and playful faces that enhance this youthful, quirky identity. In terms of structure, I explored the use of banners, badges, and containers to create clearer separation between the words Shroomery and Bites, improving legibility while guiding the viewer's eye through the design. I maintained the core colour palette of browns, yellows, and reds but introduced a fresh green accent in select variations to reinforce natural, food-related values, even when "Bites" isn't present in the logo. Compositionally, I focused on achieving stronger visual balance, using centred alignments, the rule of thirds, and well-framed layouts. I tested different compositions, including badge-style logos, stacked layouts, and more horizontal formats, ensuring each version remained clear and adaptable across both digital and physical applications. Throughout this development process, I leaned further into creating logos that reflect Shroomery fun, youthful, and vintage-inspired spirit, designed to resonate with a 14-24 year-old audience.

ZINE DEVELOPMENT

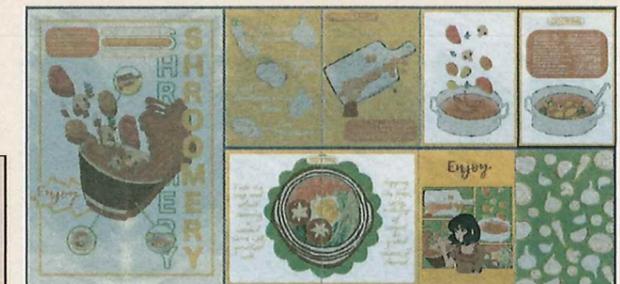
The Shroomery zine was developed as part of the wider campaign identity, translating the project's mission, to make mushrooms exciting, educational, and relevant to youth, into a tangible and engaging print outcome. I approached this piece as a way to merge storytelling and visual communication, creating an informative yet playful experience that reflects the brand's tone and purpose.

Throughout the development phase, I created multiple layout variations, experimenting with composition, pacing, texture, and colour to determine how the content could best guide readers through the step-by-step recipe narrative. Each draft tested how typography, illustration, and information hierarchy could work together to communicate both clarity and personality. I focused on maintaining a tactile, organic aesthetic through hand-drawn visuals, warm earthy tones, and paper-like textures, all of which connect to Shroomery's sustainable and natural brand values.

ZINE FINAL

For my final zine, I mixed and matched elements from earlier iterations, selecting the strongest visual and compositional features from each to create a balanced, cohesive design. This refined layout enhances readability while maintaining a sense of energy and charm. The inclusion of illustrated characters and dynamic type adds approachability, appealing to the teen audience by making the educational content feel fun and accessible.

The final outcome successfully communicates Shroomery's character, promoting mushrooms not just as food, but as symbols of creativity, sustainability, and innovation. By combining bold visuals, playful illustration, and informative storytelling, the zine reinforces the campaign's goal of inspiring curiosity and shifting perceptions around fungi, helping young audiences see mushrooms as something exciting and full of potential.



Zine final



Final logo with branding

PROMOTIONAL POSTERS AND WEBSITE

POSTER INSPO

For the Shroomery poster brief, I began my ideation process by collecting visual inspiration from Pinterest, exploring a wide range of poster designs that reflected the tone and energy I wanted for my campaign. I was particularly drawn to retro, psychedelic, and hand-illustrated styles, as these design movements use expressive typography, vibrant colour, and organic composition, qualities that align closely with Shroomery's identity as a youthful, creative brand celebrating mushrooms and sustainability.

By analysing how existing designers used layout, contrast, and visual hierarchy to engage viewers, I gained a stronger understanding of how to capture attention while communicating key messages effectively. Using these references as inspiration, I began sketching and planning poster concepts that translated Shroomery's values, curiosity, creativity, and environmental awareness, into bold and eye-catching visuals.

During this stage, I experimented with ideas such as mushroom-inspired motifs, natural forms, and playful type arrangements, exploring how illustration and text could work together to create rhythm and movement across the page. I also considered how the posters could connect with a teenage audience, ensuring they felt modern, energetic, and approachable. This ideation process helped establish a clear visual direction for my poster series, combining retro-inspired design elements with organic and hand-drawn features that reflect both the brand's personality and its sustainable message.

POSTER DEVELOPMENTS

Building on my concepts, the development stage focused on refining and testing my strongest poster ideas to ensure they effectively represented Shroomery's brand identity. I began digitising my layouts, adjusting colour palettes, composition, and typographic contrast to enhance clarity and visual appeal. During this phase, I experimented with mixing and matching elements from different concept drafts, combining successful illustrations, type treatments, and colour schemes to create more balanced and cohesive designs. I also explored how the posters could work as a series, ensuring that each one felt unique yet connected through consistent visual language and tone. By refining texture, alignment, and spacing, I was able to strengthen the overall readability and visual flow of the designs. The final outcomes capture the spirit of Shroomery as an innovative and youth-driven campaign, blending bold retro influences with organic, hand-drawn aesthetics to communicate sustainability and creativity in an engaging, accessible way.

POSTER CONCEPTS

After completing my initial ideation, I moved into the concept stage, where I began refining my ideas into more focused poster directions that clearly communicated Shroomery's message and tone. Drawing from my Pinterest research and sketches, I experimented with how composition, colour, and typography could work together to create visual impact and narrative clarity. At this stage, my goal was to express the campaign's core themes, curiosity, sustainability, and discovery, through engaging, youth-oriented visuals. I tested combinations of retro-inspired typefaces, bold graphic shapes, and hand-drawn mushroom illustrations, exploring how these elements could balance both playfulness and sophistication. I also considered the hierarchy of information, ensuring that the brand name, tagline, and key imagery were easily readable while still visually dynamic. Through iterative experimentation, I identified several promising directions that used layering, organic textures, and rhythmic layouts to evoke a sense of growth and connection to nature. These concepts established the foundation for my final poster series, which aimed to both educate and captivate the teenage audience in a fun and contemporary way.



Developments



Poster final Mock-up

Website concepts



Website developments



Concepts



Website Mockup



WEBSITE CONCEPTS

In my website concept designs, I focused on turning the playful, retro-inspired identity of Shroomery into an engaging digital experience. My aim was to make the website feel immersive and story-driven, encouraging users to explore and learn about mushrooms in a fun, accessible way.

Throughout my designs, I used bold, earthy tones and psychedelic-inspired gradients to maintain visual consistency with the wider campaign. The rounded typography and organic shapes echo the friendly, nostalgic tone seen in my logo and poster developments, helping create a cohesive brand identity across platforms. The combination of illustrative elements, such as hand-drawn mushrooms and flowing linework, adds a sense of movement and curiosity, reflecting the idea that fungi are alive, interconnected, and ever-growing.

Each page layout was designed to balance visual storytelling and readability, for example, the section "A Shroom's Story" uses character illustration and narrative text to personify the mushroom, turning scientific ideas into something relatable and memorable for a youth audience. This approach supports the campaign's goal of education through play, using storytelling to shift perceptions and make mushrooms feel exciting rather than overlooked.

Through this process, I learned how digital design can extend a brand's narrative beyond static visuals. The website concepts helped me explore hierarchy, interaction flow, and tone of voice, ensuring that the Shroomery campaign remains engaging, consistent, and youth-focused across both print and digital mediums.

WEBSITE DEVELOPMENTS

In my website development stage, I refined my concepts from initial ideas into more cohesive and interactive layouts that clearly communicate Shroomery's playful and educational tone. My main goal during this phase was to strengthen consistency across the campaign while improving the clarity, flow, and visual hierarchy of each page.

Building on, I focused on unifying the design through typography, colour, and layout balance. The bold, retro-inspired fonts were kept as a key identity element but were adjusted for better readability on screen. I also refined my colour palette, maintaining the warm earthy tones and psychedelic gradients that reflect the organic, nostalgic feel of the brand while ensuring stronger contrast for legibility.

I introduced structured content sections such as "Featured Mushrooms" and "A Shroom's Story" to create a clearer narrative and guide the viewer's eye through the page. These developments helped me establish a more purposeful visual rhythm, blending playful illustration with informative text to engage the target teenage audience.

Through this stage, I realised how small adjustments in hierarchy, spacing, and image-text relationships can make a big difference in user experience. My developments demonstrate a stronger understanding of how storytelling, interactivity, and design cohesion can work together to make Shroomery's message more memorable and visually dynamic.

PACKAGING AND MAGAZINE

PACKAGING INSPO

My packaging concept was inspired by Pop Mart blind boxes and mushroom grow kits, which together led me to develop the idea of "Mystery Mushroom Grow Kits." Pop Mart blind boxes are extremely popular among youth, known for their collectible nature and element of surprise. I wanted to capture that same sense of curiosity, excitement, and collectability within my design to make Shroomery feel relevant and appealing to a teenage audience.

Combining this idea with the concept of mushroom grow kits allowed me to merge curiosity with education and sustainability. The "mystery" element connects to the thrill of Pop Mart collectibles, while the grow kit format reflects Shroomery's environmental and educational values. This fusion of youth culture, sustainability, and discovery aligns perfectly with the campaign's mission to reimagine mushrooms as something exciting, innovative, and full of potential. By turning the packaging into an experience rather than just a container, I aimed to inspire curiosity and a deeper appreciation for fungi in a way that feels modern and meaningful.



Pop-mart blind boxes I got inspo from



Mushroom grow kits

PACKAGING DEVELOPMENTS

During the development stage, I refined my packaging designs to create a stronger sense of brand cohesion and storytelling across the Shroomery campaign. Building on my earlier concepts, I focused on enhancing visual balance, legibility, and consistency while still maintaining the brand's playful and educational tone.

I explored how different colour palettes and illustration styles could shift audience perception, from the warm, nostalgic tones of the earlier versions to the darker, high-contrast palettes of the later ones. This experimentation helped me clarify how each design could target slightly different moods or sub-audiences within the campaign. The softer palettes evoked comfort and approachability, while the darker designs felt more graphic and contemporary, appealing to youth culture and aligning with the campaign's retro influences.

Throughout development, I also refined layout and information hierarchy, ensuring the packaging communicated clearly while remaining engaging. Elements like "Did You Know?" facts, recipe imagery, and illustrated fungi were adjusted for better readability and flow. I paid attention to how text, icons, and patterns interacted across panels so the boxes would look cohesive from any angle once assembled.

This stage helped me consolidate Shroomery's visual language, confirming how earthy illustration, bold typography, and storytelling could work together to celebrate mushrooms in a way that feels educational, fun, and youth-focused. These refinements gave the final packaging direction a more confident and unified look, ready to extend across the campaign.

MAGAZINE CONCEPTS

The concepts for Shroomery Yearly explores how the brand's identity could evolve into a dedicated print format that feels tactile, youthful, and culturally relevant. My aim was to transform the perception of mushrooms from something "weird" or "boring" into something creative, desirable, and worth celebrating.

The early visual direction focused on warmth and authenticity, using earthy tones, soft textures, and hand-drawn imperfections to evoke natural tactility. This created an approachable and organic feel that reflected the Shroomery motives of reconnecting people with mushrooms. Illustrations of fungi and the mushroom mascot supported this friendly, narrative-driven aesthetic, helping ease the audience into the theme through playful familiarity.

As I developed the concept further, I recognised the need for greater visual impact to appeal to a youth audience. This led to a shift toward bolder, more graphic compositions inspired by retro Japanese print design and 1970s poster culture. I experimented with high contrast, simplified shapes, and condensed typography to create a publication that felt both nostalgic and collectable.

This balance between natural tactility and bold visual energy helped define the magazine's conceptual direction. It reflects my goal of positioning Shroomery not just as an educational platform but as a creative lifestyle brand that connects sustainability, design, and youth culture in a fresh, engaging way.

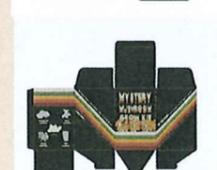
PACKAGING CONCEPTS

My packaging concepts explore how Shroomery could exist as a cohesive yet diverse brand that celebrates mushrooms through playful storytelling, nostalgic visuals, and eco-conscious design. Each concept aims to engage a youth audience by reimagining how mushrooms are perceived, transforming them from something "weird" or "boring" into something visually exciting, modern, and meaningful.

The first two designs use warm, earthy palettes and hand-drawn illustrations to evoke a sense of comfort and curiosity. The natural greens and browns reflect the organic nature of mushrooms, while the illustrated textures create a tactile, foraged feel. This approach communicates approachability and authenticity, aligning with Shroomery's mission of reconnecting people with nature in an engaging way. These early concepts explore how packaging can educate while still feeling fun, through subtle storytelling elements like recipes, fungi illustrations, and earthy textures.

In later iterations, I shifted towards a more graphic and contemporary aesthetic, using bolder contrasts, darker tones, and geometric motifs inspired by retro culture. This change was influenced by my goal to make Shroomery resonate with youth culture, blending sustainability with collectability and style. By incorporating conventions like high-contrast layouts, simplified icons, and layered typography, I kept the visuals cohesive while evolving the brand into a more future-forward direction.

Throughout the process, I maintained a balance between education and engagement, ensuring the designs didn't just look appealing but also communicated the versatility, sustainability, and health benefits of mushrooms. Reflecting on my process, exploring multiple stylistic directions helped me refine Shroomery's visual identity, ensuring it can adapt across packaging, pop-up installations, and digital media, all while staying true to the campaign's core message: mushrooms are symbols of creativity, sustainability, and positive change.



Packaging concepts



Packaging Developments



Packaging final and Mock-ups



Magazine Developments



Magazine final



Magazine Mock-up



Magazine concepts

MAGAZINE DEVELOPMENTS

During the development of Shroomery Yearly, I constantly reflected on how to stay true to the brief while making the magazine visually exciting for a youth audience. I experimented with different layouts, color palettes, and illustration styles, and noticed which combinations felt approachable yet impactful. Introducing modular panels and color-blocked sections helped me improve the readability of complex content, while high-contrast backgrounds and bold typography gave the magazine a stronger presence on the page. I enjoyed testing playful, hand-drawn motifs alongside graphic shapes to keep the personality of the brand. Through this process, I learned how to balance clarity, engagement, and style, refining the concept so it felt both educational and culturally relevant while staying true to my original vision.

WHAT'S NEXT?

SHROOMERY EDUCATIONAL GAME

A future step for Shroomery could be gamification. I could develop a mobile mini-game where players grow and cultivate mushrooms while learning fun facts about different fungi. Players could complete challenges, care for their mushrooms, and earn points for engaging with the game. To make it more connected to the real world, these points could be exchanged for discounts on Shroomery products or recipes, encouraging people to try mushrooms in real life.

I think this would make learning about mushrooms fun and interactive, while also creating a stronger connection between the brand and its audience. Games like Animal Jam show how much kids and teens enjoy collecting, customizing, and learning in a virtual world, and I think Shroomery could use a similar approach to make mushrooms feel exciting and shareable, rather than just "weird" or "boring."

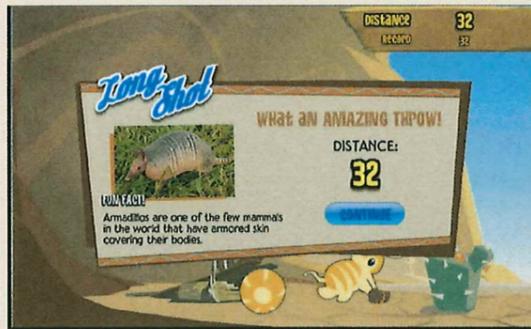


Image from the Game Animal Jam showing its educational side

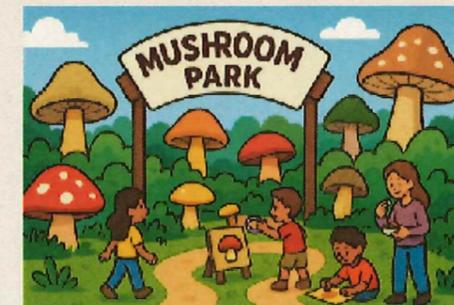


AI visualization of Shroomery's AR experience

SHROOMERY THEME PARK

Another future step could be a mushroom-themed pop-up park, where visitors explore interactive mushroom worlds, complete mini-games, and learn about fungi in immersive environments. Different areas could highlight edible, medicinal, and sustainable mushrooms, with hands-on activities like planting spores, tasting mushroom-based dishes, or creating mushroom art. Inspired by experiences like Super Nintendo World and Disney's Animal Kingdom, the park could combine learning and play, making mushrooms fun, memorable, and shareable. This approach would help Shroomery connect with a youth audience in real life, transforming mushrooms from something "weird" or "boring" into a cultural experience that's playful, educational, and visually exciting.

AI visualization of Shroomery's educational game



AI visualization of Shroomery's Theme park



Educational activity booklet from Disney's Animal Kingdom Theme park

Pokemon Go Ar feature



SHROOMERY AR EXPERIENCE

A future step for Shroomery could be using augmented reality (AR) to make learning about mushrooms interactive, immersive, and social. Users could explore their neighborhoods, parks, or schools through an app, similar to Pokémon Go, and discover virtual mushrooms growing in real-world locations. Each mushroom could unlock fun facts, recipes, or sustainability tips, and players could collect, trade, or complete challenges to earn rewards like discounts on Shroomery products or exclusive experiences. This approach would make mushrooms exciting and playful, turning something often seen as "weird" or "boring" into a cultural experience that encourages exploration, learning, and sharing online. By combining technology, gaming, and education, Shroomery could create a community of young people who are curious about fungi, while also reinforcing the brand's identity as innovative, fun, and socially relevant.

TRIALING AI

Since my future steps for Shroomery are hypothetical, I used AI as a tool to visualise these ideas and imagine how they could look in real life. It helped me explore possibilities like the mushroom-themed pop-up park, the AR app inspired by Pokémon Go, and the mini-game concept, giving me a clearer sense of how these experiences might feel and connect to my audience. Using AI made it easier to experiment quickly and translate abstract ideas into something visual and believable. However, I also realised its limitations, AI can sometimes create imagery that feels too idealised or detached from my personal style. This made me think more critically about how I would interpret these ideas myself if I were to design them. Overall, AI became a creative thinking tool, helping me visualise the potential of Shroomery's future direction in a way that felt imaginative and forward-looking.

Scholarship

Subject: Visual Arts – Design

Standard: 93307

Total Score: 16

Marker commentary

The Scholarship Design portfolio demonstrates logical development and intentional decision-making from the outset in the cohesive narrative brief “Shroomery”, centred on home mushroom cultivation. Beginning with a thorough and original investigation, they generate their own illustrations and imagery rather than relying on found sources, establishing a clear visual foundation. Their logo investigation is comprehensive and shows purposeful testing, refinement, and selection that evidences an ability to evaluate and reform ideas through an iterative process. This approach reflects critical thinking and perceptive understanding of how visual strategies communicate with clarity and resolution.

The transition into zine development shows how the candidate selectively employs methods and formulates visual and conceptual devices to advance ideas. Their workflow is lateral and well structured, demonstrating fluency with materials, media, and publication conventions. Rather than repeating imagery, they expand their visual language and apply typography with control, consistency, and communicative intent.

Research informs each stage of the portfolio, supporting contextual understanding and engagement with the subject matter. This integration extends into poster design, website development, and packaging, where the candidate adapts methods to suit different formats while maintaining conceptual cohesion. Interaction planning and scrolling behaviour in the website design demonstrate technical understanding and the ability to deconstruct and integrate media processes to realise complex outcomes.

Throughout the portfolio, communication strategies remain clear and audience focused. The candidate defines their target audience early and uses this understanding to guide tone, messaging, and visual language across all deliverables. Taglines, typographic hierarchy, and cohesive branding reinforce clarity, while contextual mock-ups establish outcomes within real-world environments.

Final works, including the zine, posters, website, and packaging, are fully resolved and crafted to a high standard, evidencing strong production values and conceptual resolution. The workbook is used effectively to clarify communication strategies, evaluate production steps, and identify subsequent stages, highlighting links between intent, process, and outcome. This sustained development and systematic refinement reflect independence and a critical perspective that elevates the overall portfolio to a Scholarship level of performance.

The volume of self-generated imagery, research-informed analysis, and typographic exploration is a notable strength of this portfolio and reflects deep engagement and a strong commitment to the subject matter.