

eleanor
osada

PORTFOLIO 2023





who is eleanor osada?

i'm a 26 year old designer based in sunderland, in the north east of england. i am both constantly inspired and always finding new ways to challenge myself creatively. i have a BA in interactive media design, and earned a distinction in my MA in design - in which i studied how visual design is utilised in the music industry.

i enjoy working in the realms of photography (both 35mm and digital), merchandise (shirts, posters, pins), album artwork, branding, illustration, tattoo design, videography/ video editing, journalism, photo editing and sound design — but i am very open to finding more creative outlets that i will probably love.

when i'm not working, i love to go to concerts and travel — and i often find ways to combine the two. i have also been playing guitar for over 10 years, and bass for about 5.

outside of music + design, i also like:

dogs

the simpsons

cooking

cinema

roller coasters

gaming

hair dye

reading

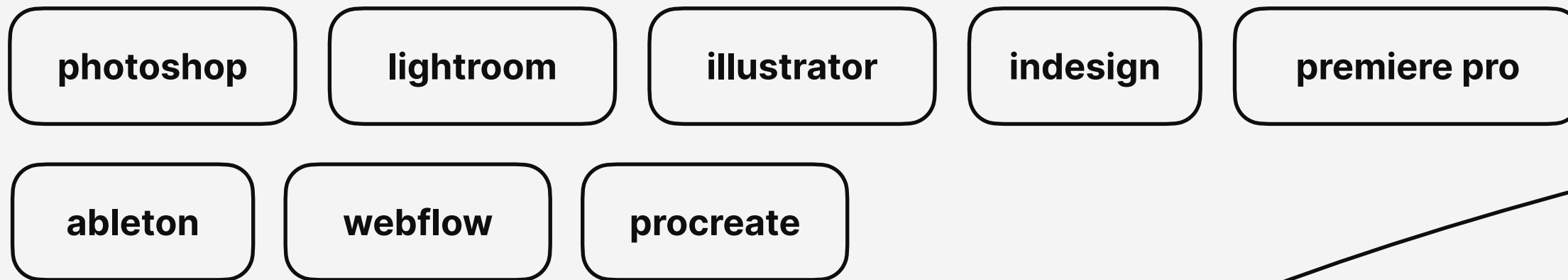
overthinking

vinyl





software



disciplines



- ◆ concert
- ◆ portrait
- ◆ product

- ◆ 'corrections'/obstructions
- ◆ colouring
- ◆ graphic (overlays)

- ◆ content curation
- ◆ feed design

- ◆ journalism (pop culture)
- ◆ copy

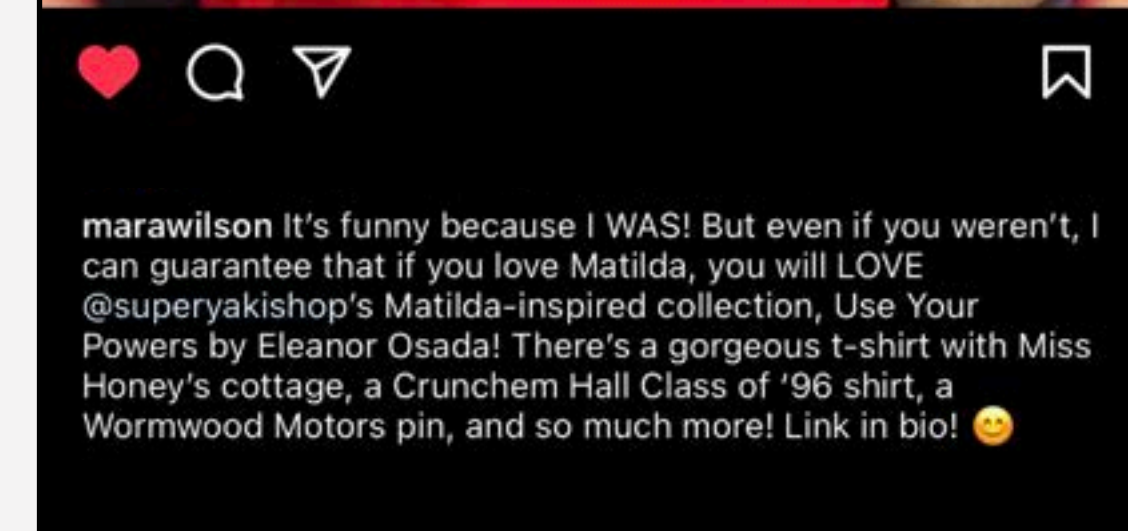
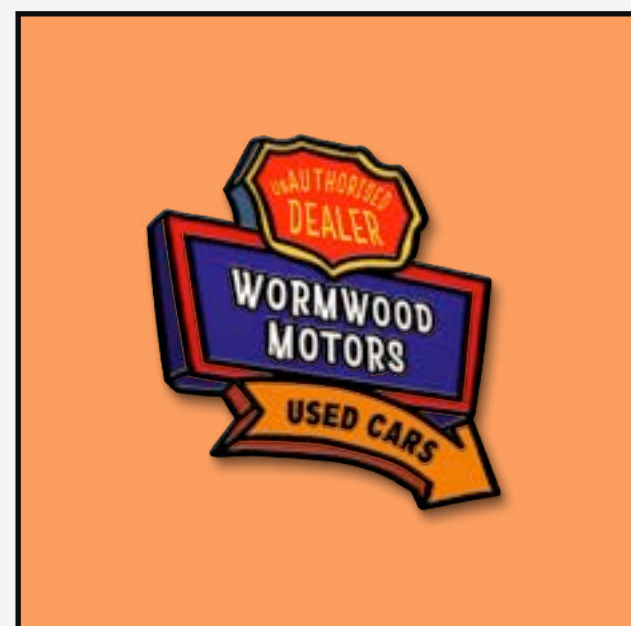
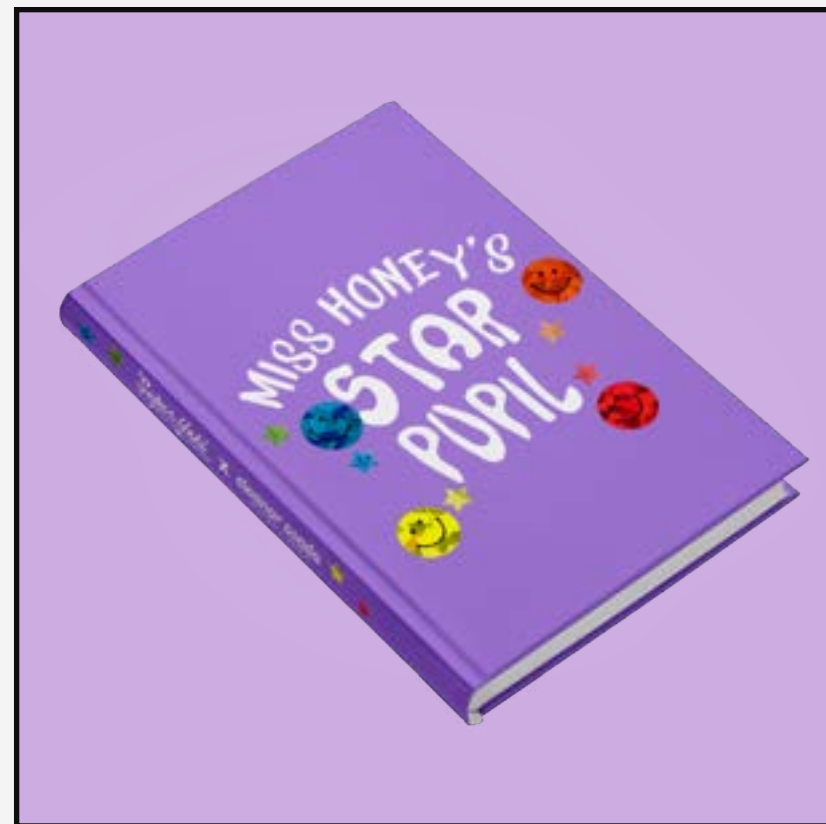
riot! - anniversary tees for paramore



fueled by ramen put out a call for merch designs to celebrate the re-release of 'RIOT!' on silver vinyl to mark the label's 25th anniversary. the band hand-picked one of mine as a favourite (marked with a star, the other three were more designs i nominated to match the brief). it got printed and was the paramore UK store's best seller.

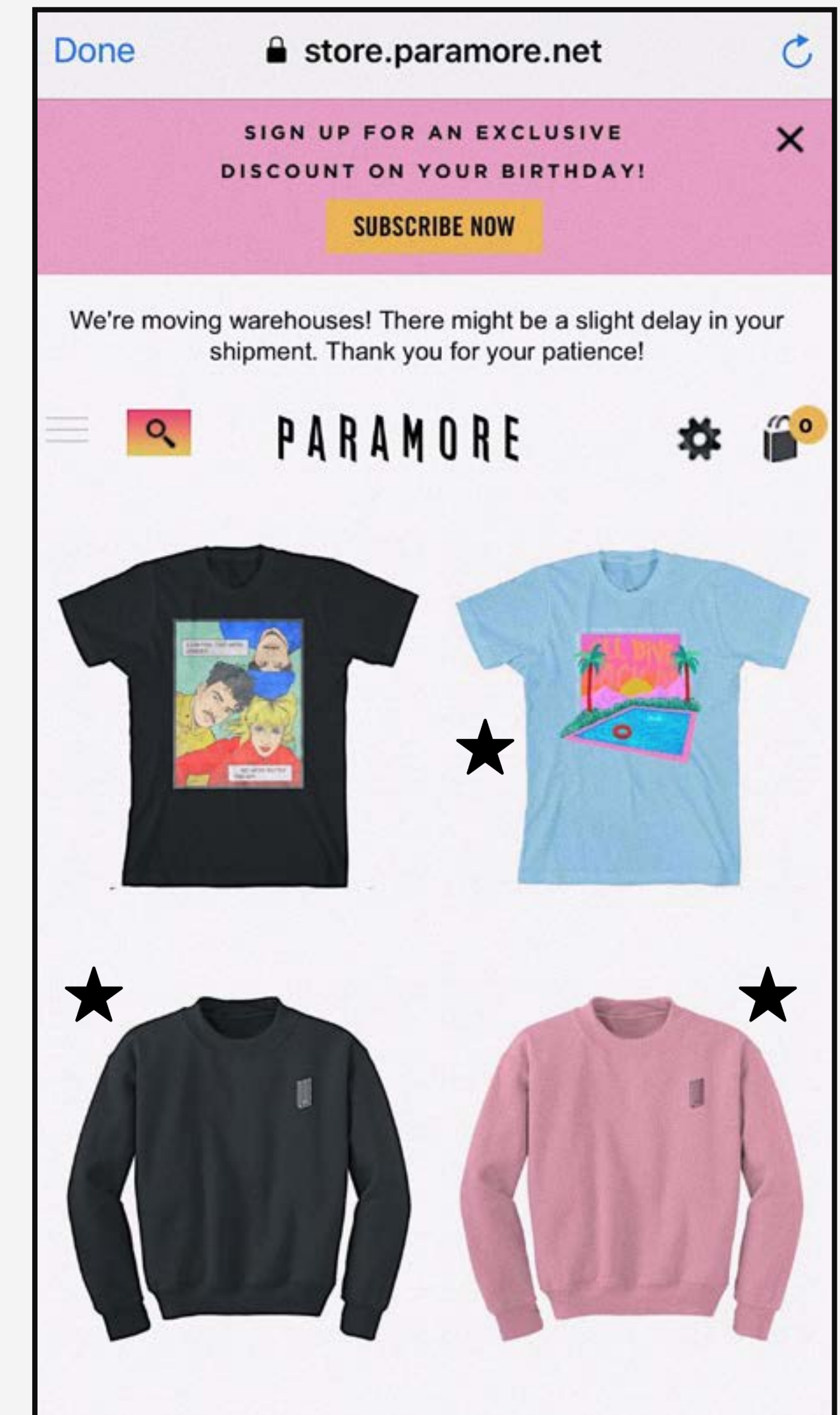


super yaki - matilda (1996) collection



i approached super yaki, a big cohort of movie lovers from austin, TX, to co-produce a merch collection inspired by the devito-directed classic. they gave me free rein, and i felt so excited about trying to encapsulate the film, i came up with 16 complete designs that we purposed for all sorts of apparel - sweaters, pins, tote bags, notebooks, hats. in november 2021, we both did a print-run from either side of the atlantic. matilda herself (mara wilson) copped a couple of things, which we were delighted about!

AL anniversary merch for paramore

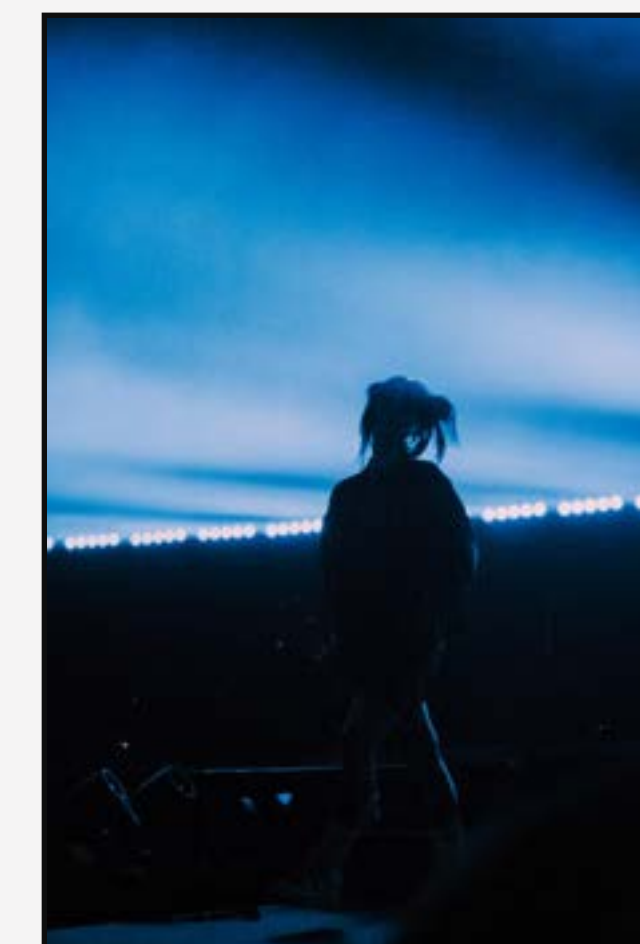


paramore's parent label, warner music, approached me in april 2019 to commission 3 design for their official webstore. hayley, the band's lead singer, expressed interest in the designs initially, before the management reached out to me. they went online to celebrate 2 years of paramore's 'after laughter'.

billie eilish - happier than ever tour tees



created from photos that i took at billie's live show in glasgow. a friend suggested i mock up some tee designs, as she didn't really like anything sold at the merch stand. taking the tour visuals and setlist into account, i tried to carry over the atmosphere of a billie eilish concert - as well as including all dates of her 2022 tour on the backs of each tee, to make all attendees feel included.



billie eilish - happier than ever tour tees



billie eilish - happier than ever tour tees



indigo waves - band tee



after a semi-viral post about my tame impala inspired poster designs, a band from utah reached out wanting to collab on merch. to parallel their indie-pop, synth-led sound, some funky colour usage, 'sampling' a traditional japanese woodblock print, and inventing a new logotype paid off.

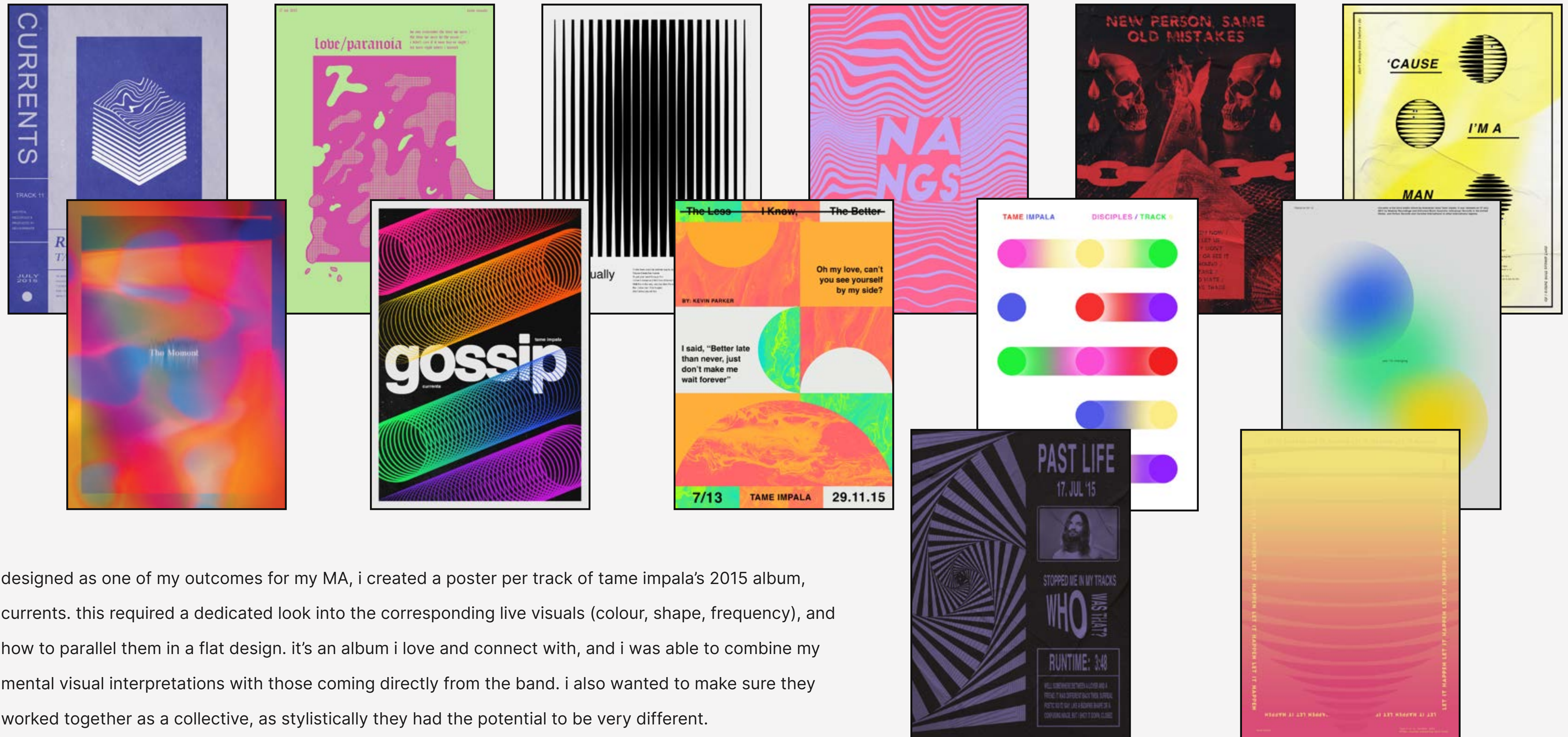
misc. merch designs



enamel pins



tame impala - currents poster series



designed as one of my outcomes for my MA, i created a poster per track of tame impala's 2015 album, currents. this required a dedicated look into the corresponding live visuals (colour, shape, frequency), and how to parallel them in a flat design. it's an album i love and connect with, and i was able to combine my mental visual interpretations with those coming directly from the band. i also wanted to make sure they worked together as a collective, as stylistically they had the potential to be very different.



tame impala - the slow rush poster series



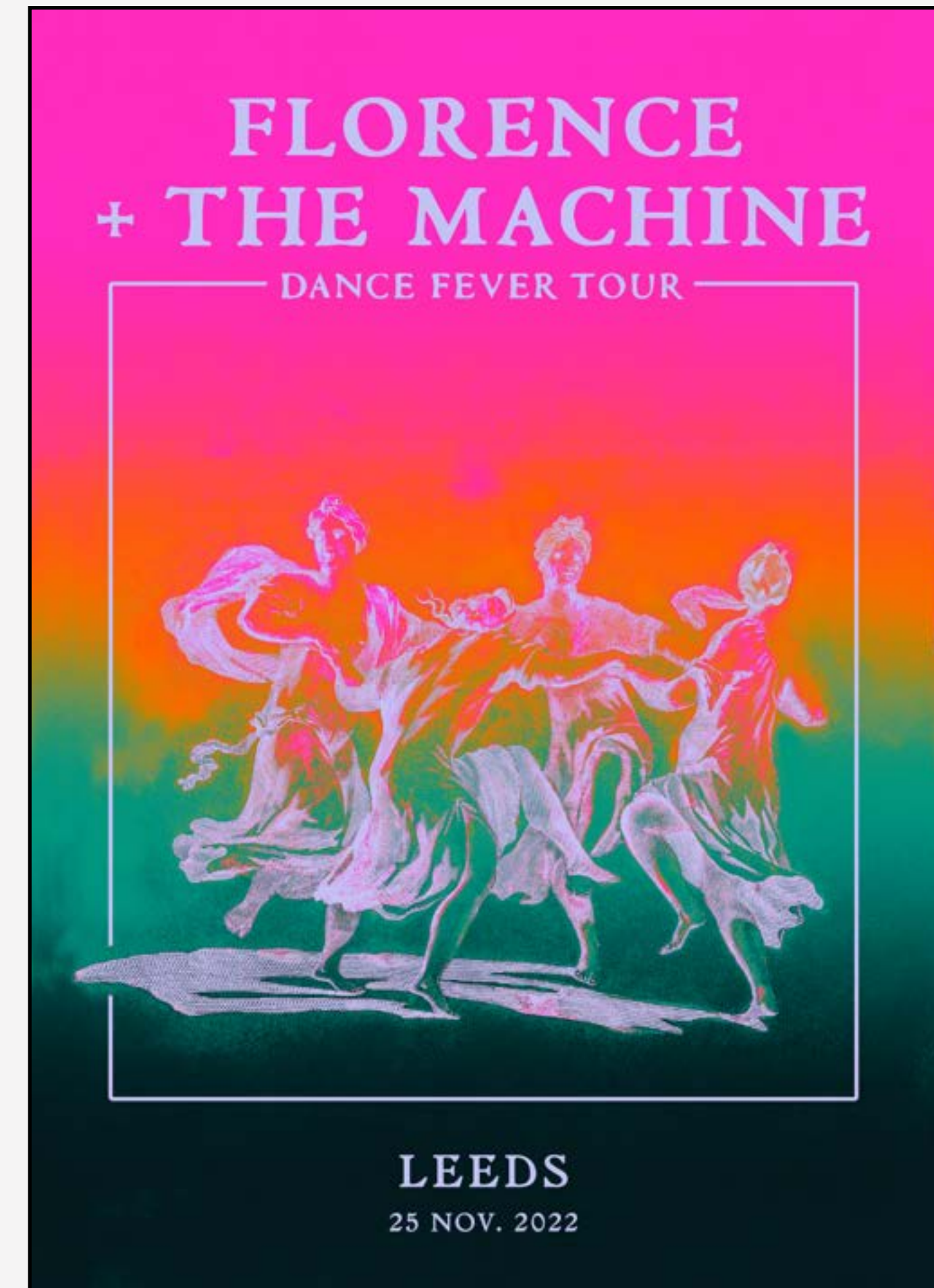
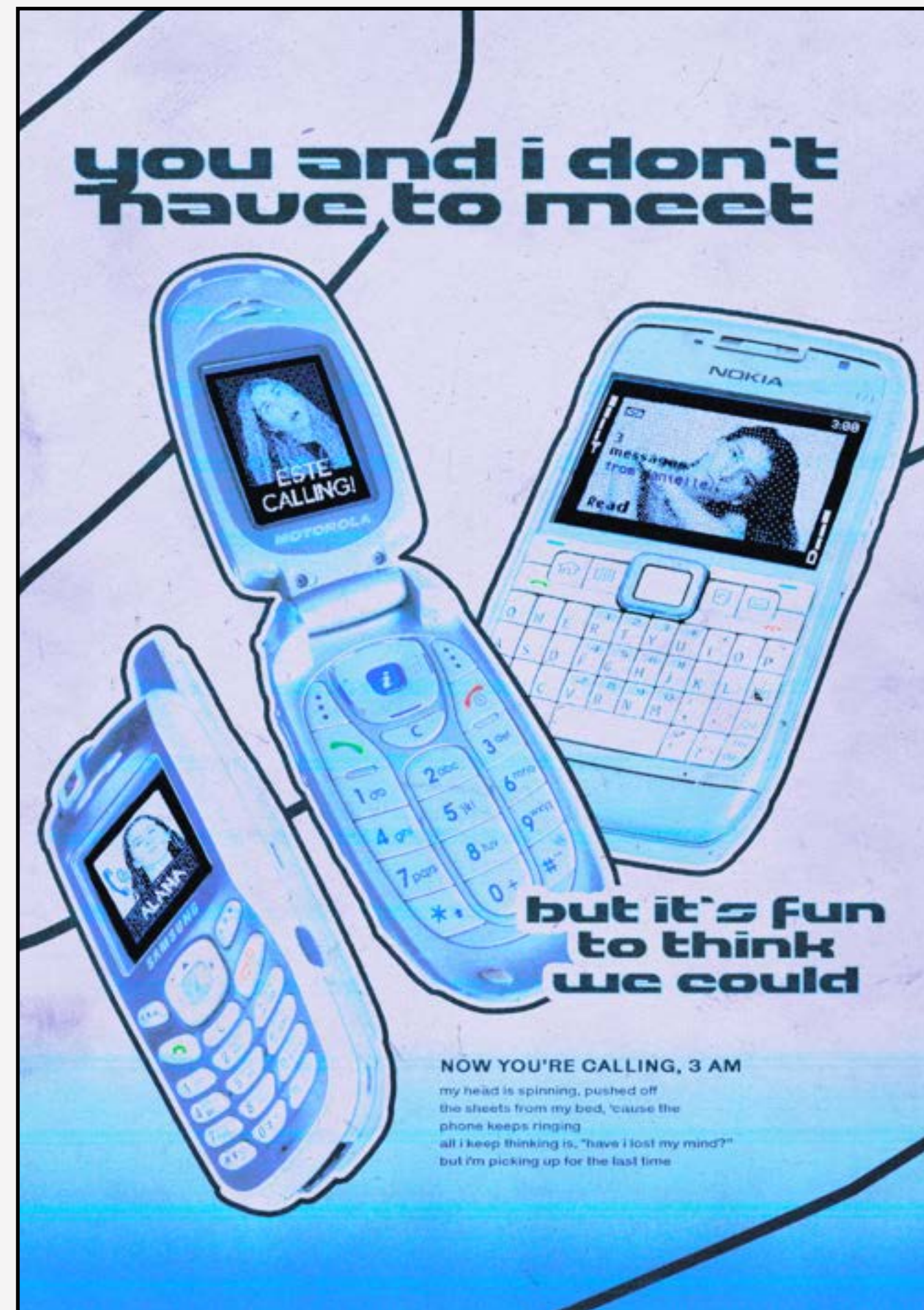
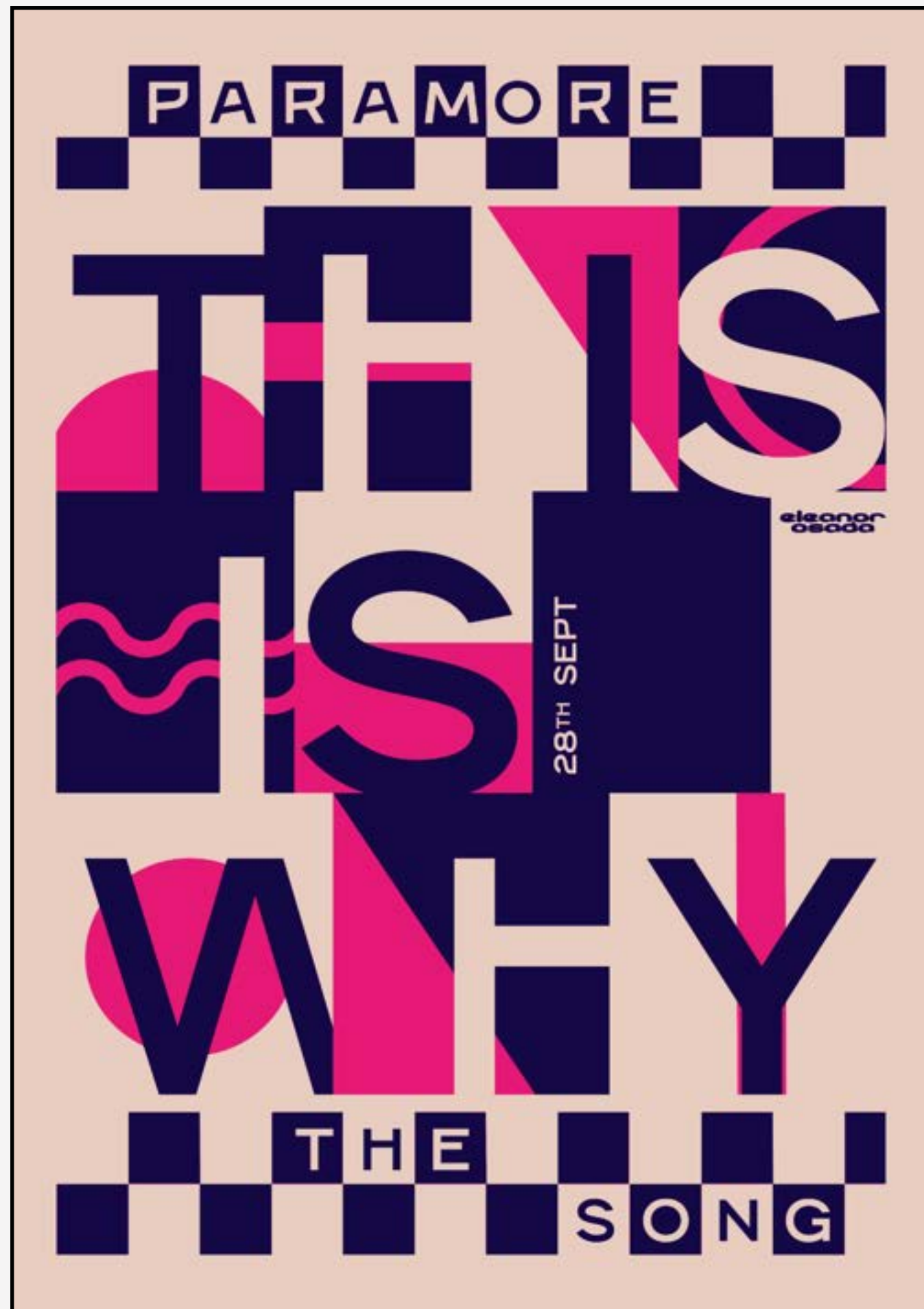
after the first poster set went down so well, i challenged myself to design another complete series: this time to tie in with tame impala's 2020 release - again, a lockdown project for me - 'the slow rush'. much like kevin's other work, this album was visceral for me, with the visuals and colours being lifted by the instrumentation, lyrics and production choices. stylistically, i'd argue that these vary a little bit more than the 'currents' series - but somehow still work as a collective. in both series, i've tried to include a whole rainbow of colour choices, while still staying true to the song's feel.

harry styles - fine line poster series

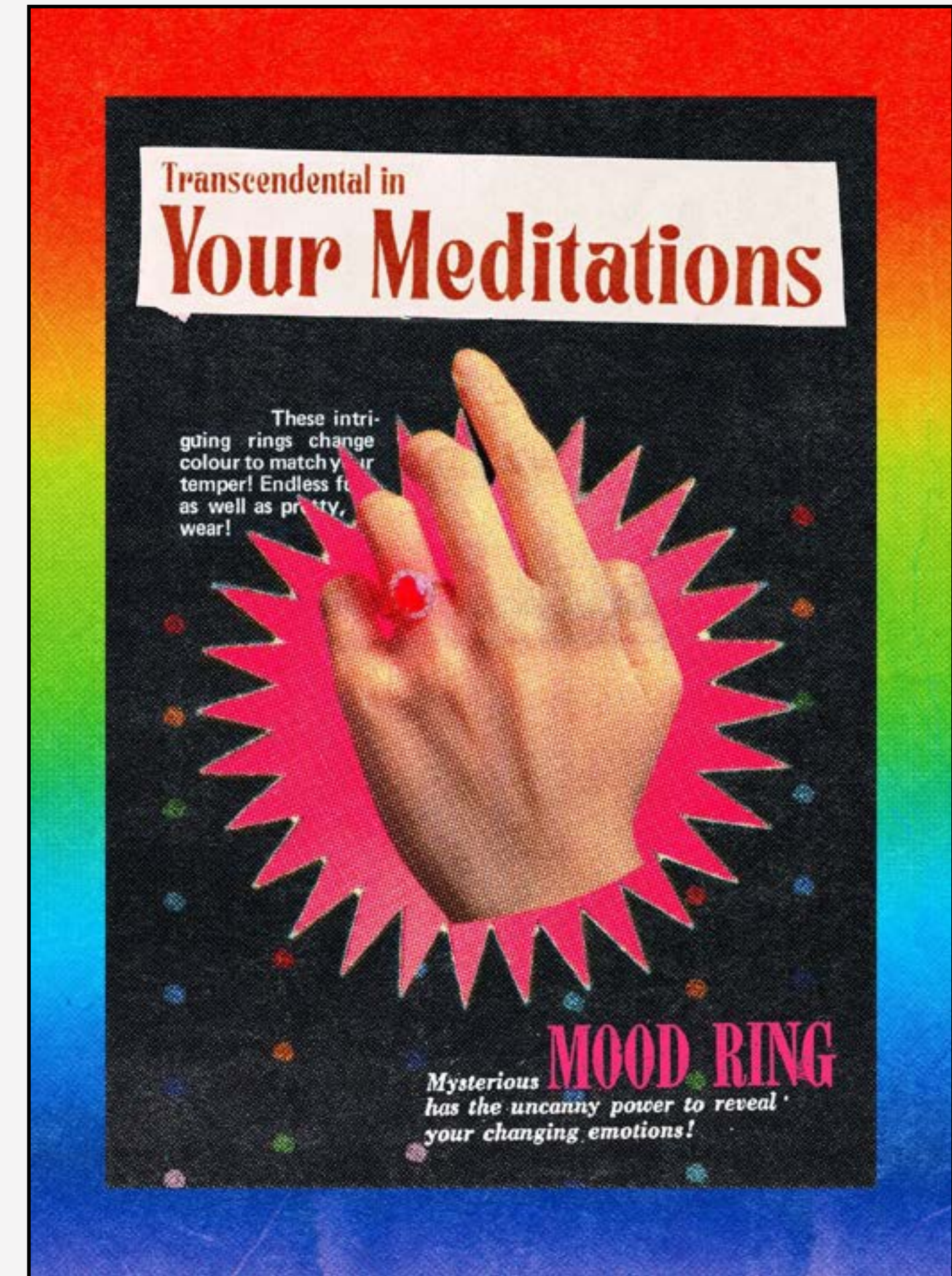
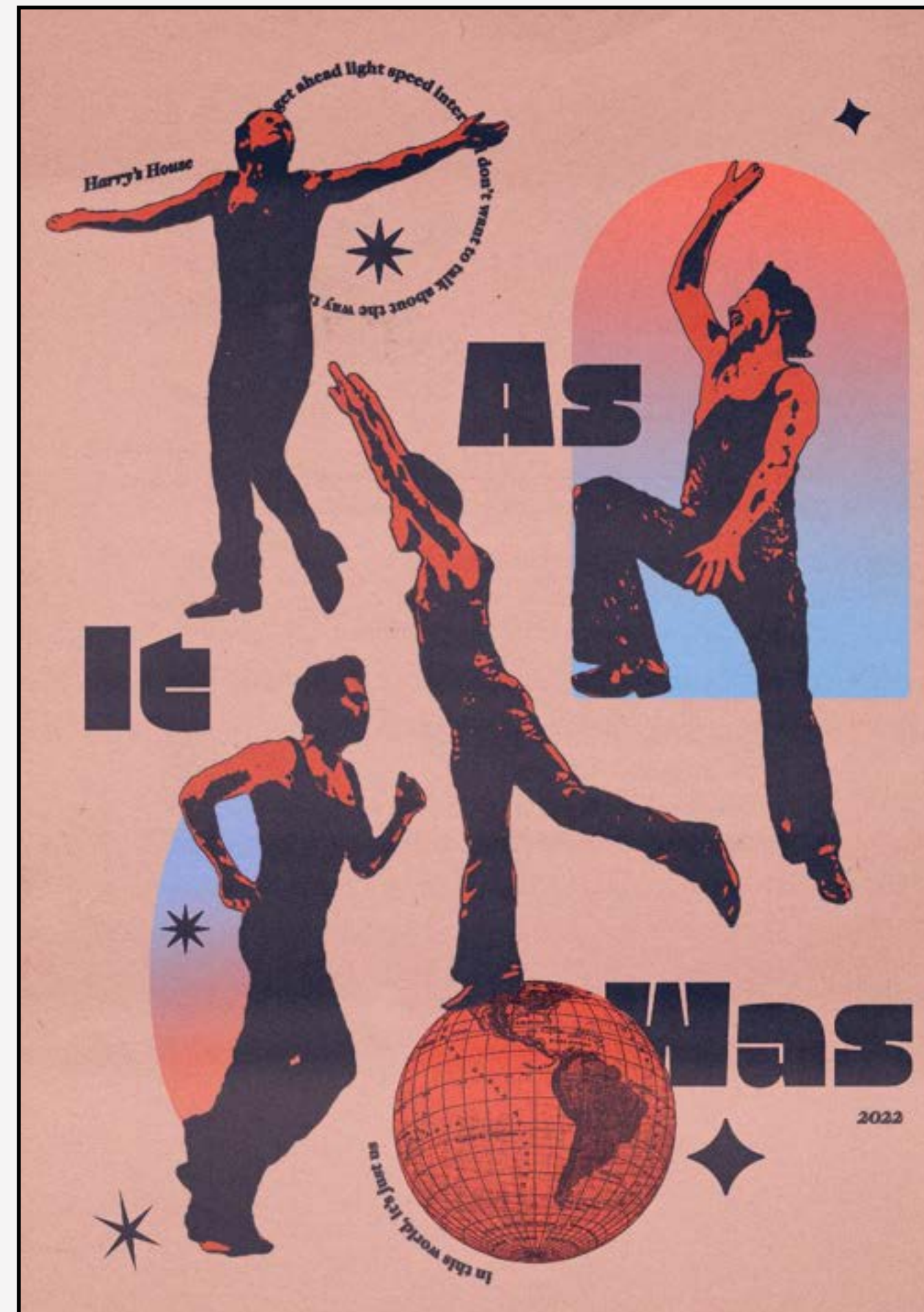
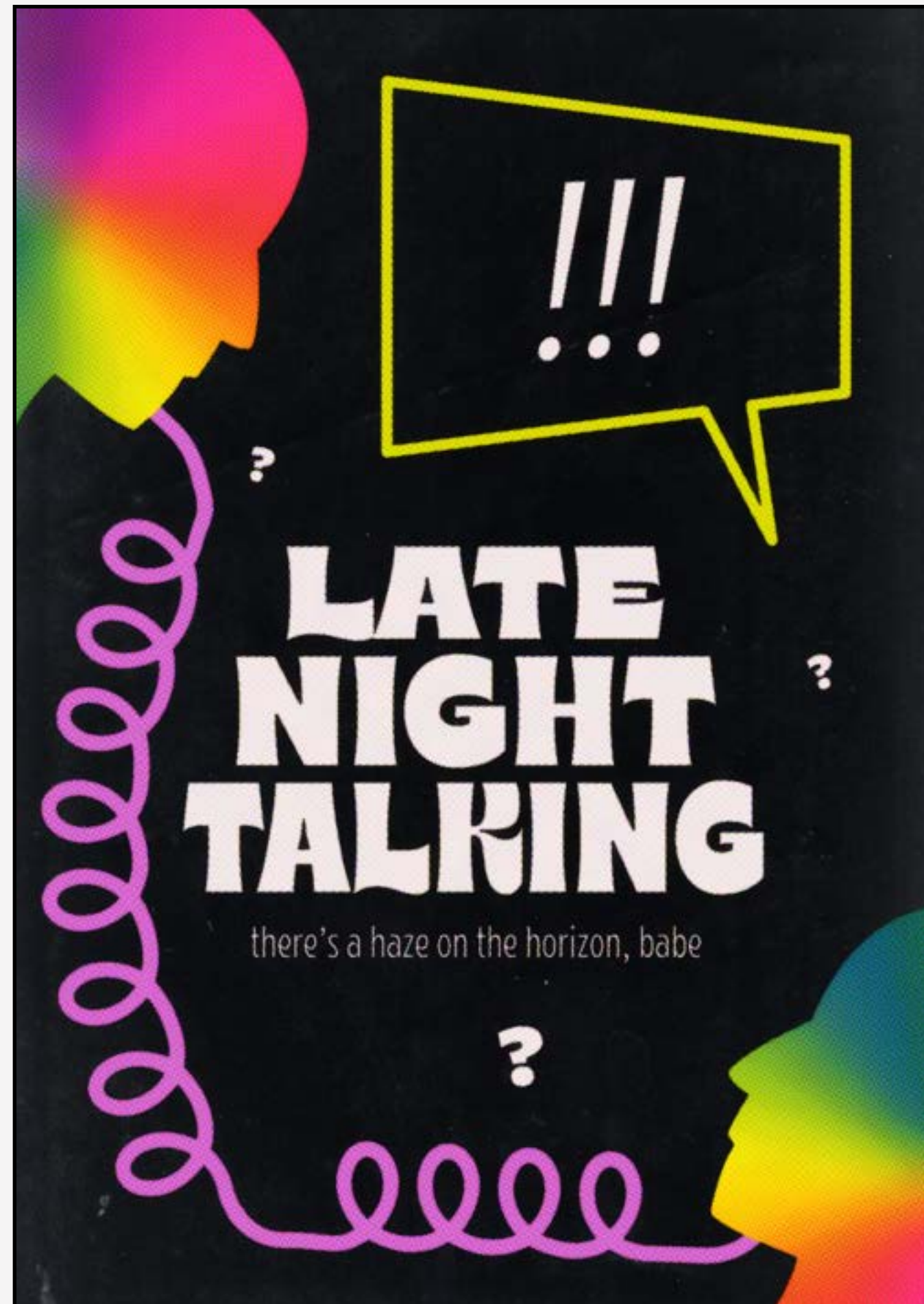


in the midst of lockdown, i turned to harry styles' (at the time) recently released sophomore album for inspiration - as well as picture books from my childhood. continuing the trend of a design-per-song, i utilised gradients and set a rule for three colours max per poster. it paid off, as they look both retro and ultra-modern too - similar to how harry's music pulls from eras gone by, but still keeps things fresh.

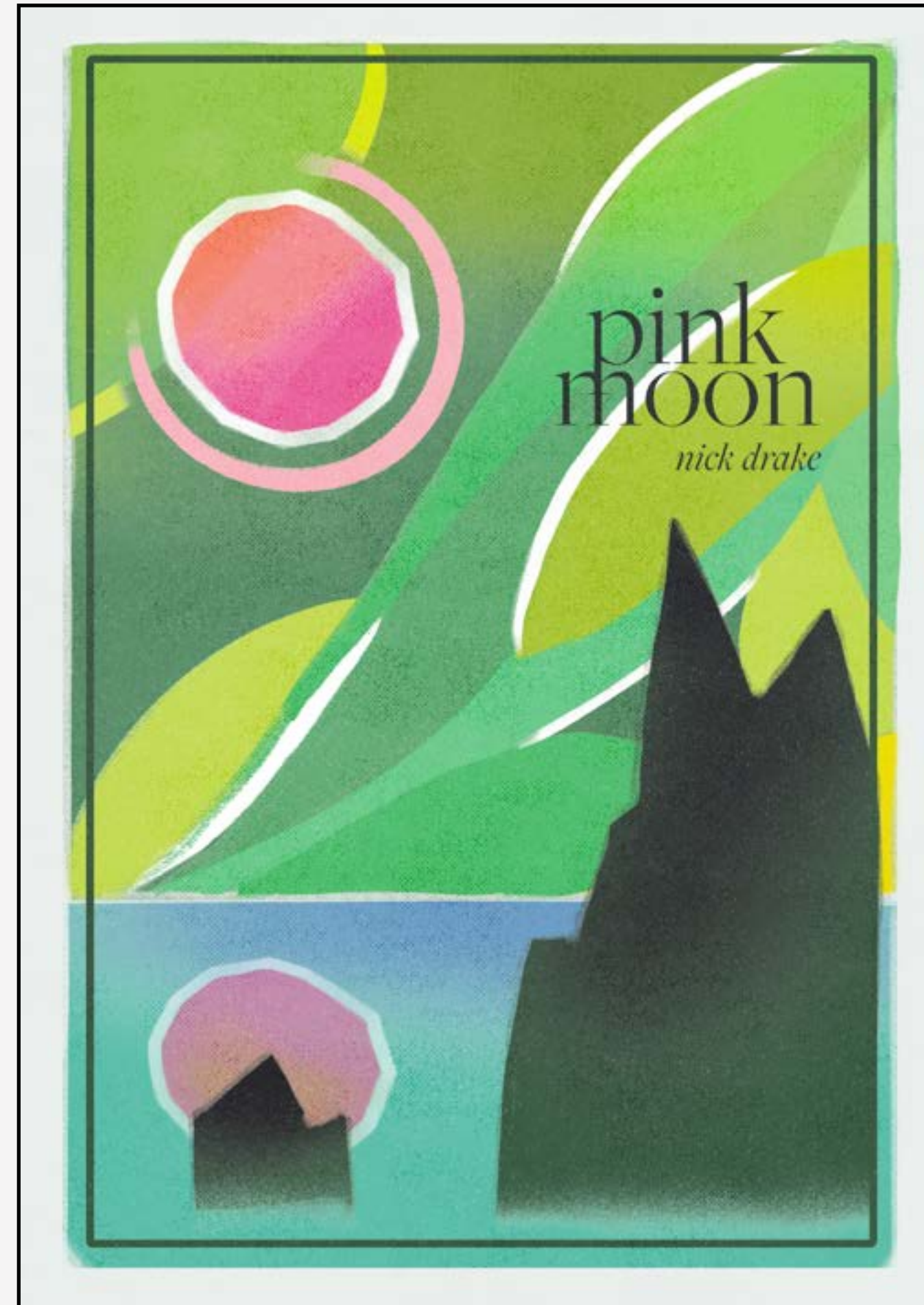
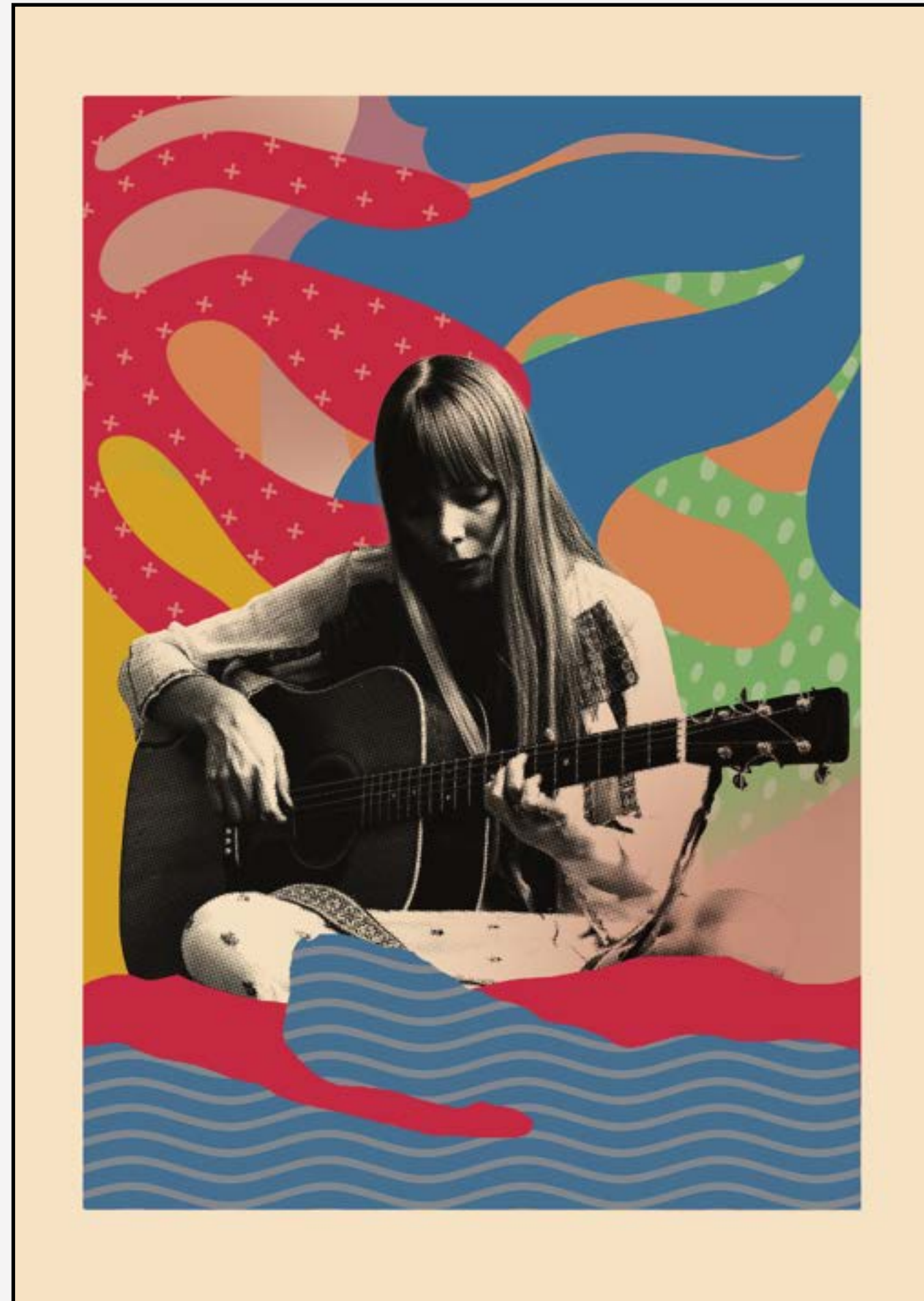
misc. poster designs



misc. poster designs



misc. poster designs



flowers for vases - packaging spread



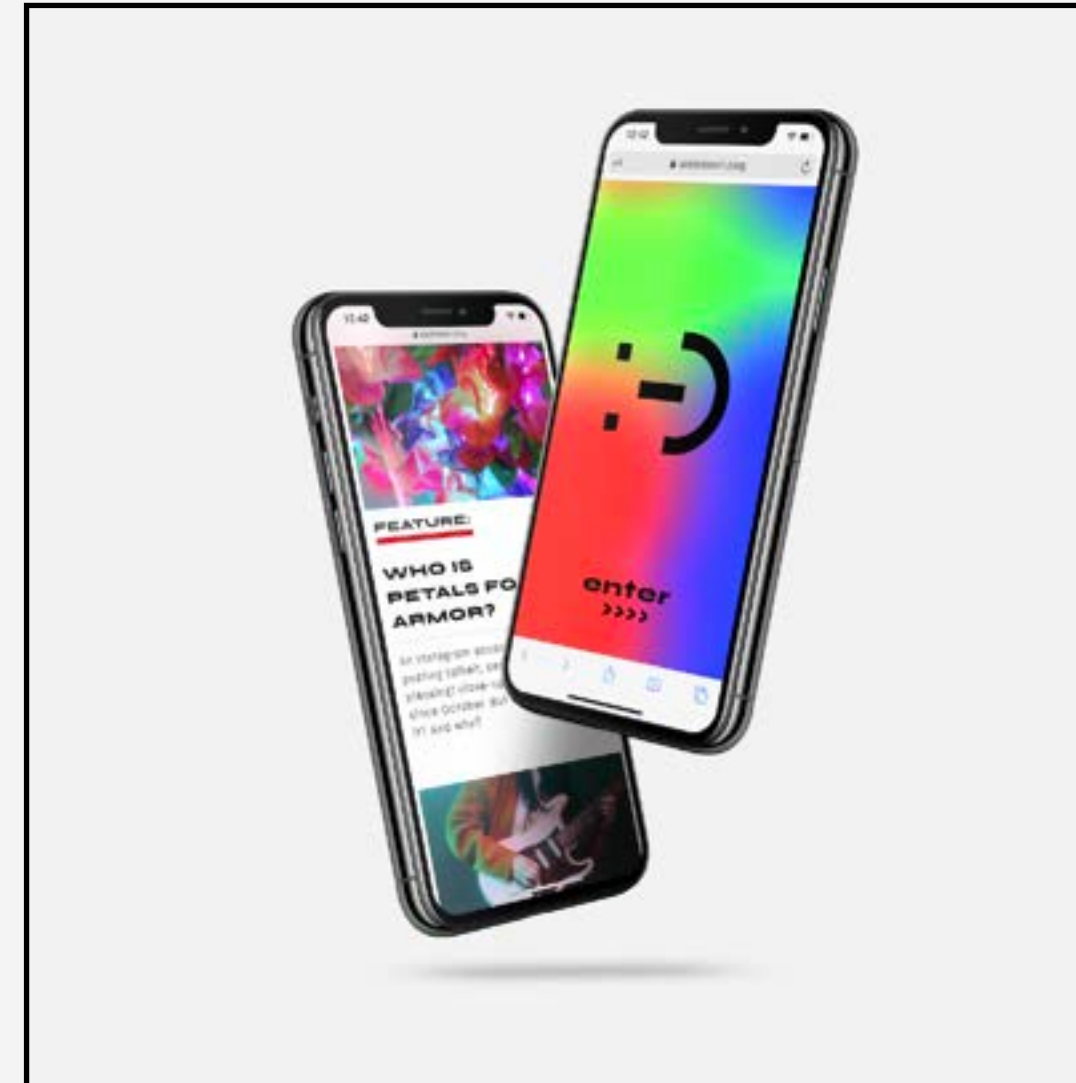
a few days after hayley williams released her second solo album, her audience demanded a vinyl release, so i set myself a packaging design exercise. with little visual or promo material available (to reflect the intimacy of the record), i worked within my means: teaser illustrations posted on the website and a shot-at-home hot-tub photoshoot by hayley's longtime collaborator, lindsey byrnes. using the deep hot pinks and blacks of the album cover, i crafted this spread. months down the line, a near identical vinyl colouring was actually pressed.

dot dot dash

in 2020, i established dot dot dash, a new wave online music/pop culture publication, borne out of the need to give brand new, budding, or burnt-out creators a platform. i designed and coded (and regularly modify) the website, write articles, do live music photography and i'm also in charge of the creative direction + general vision for the brand.

i saw so many talented friends hit a dead-end, simply because they weren't given a chance. ddd exists as an open door, or a stepping stone, for creative people who need somewhere to build. 'creative' could include - but is not limited to - journalism, photography, artwork and videography.

the site aims to challenge more conventional publications, going on to discuss and explore all sorts of mediums: from the popular, to the less appreciated.



visit us at <https://dotdotdash.blog/>



the pin that all contributors are sent

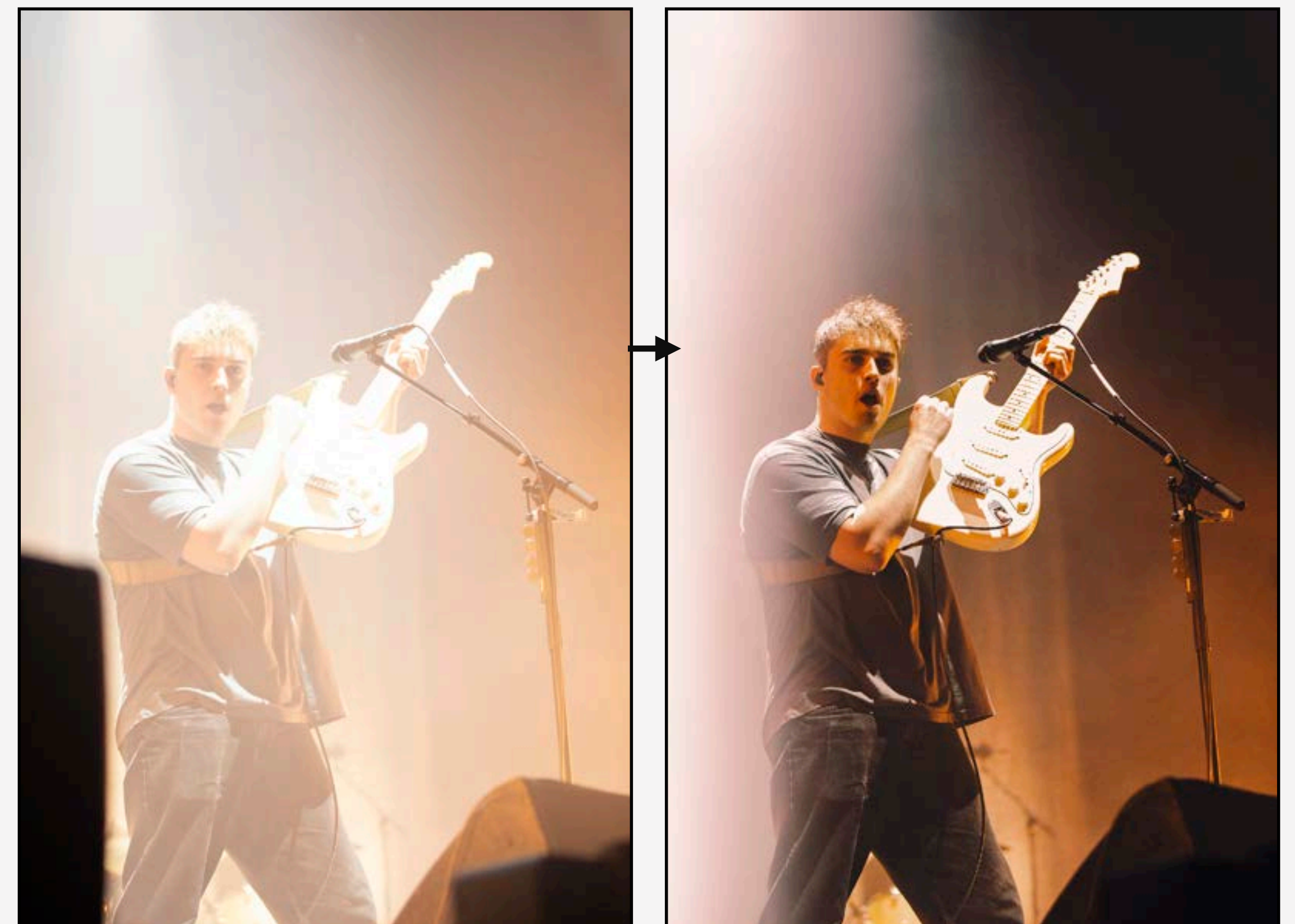


roxy moure x paramore: tour 5 edits

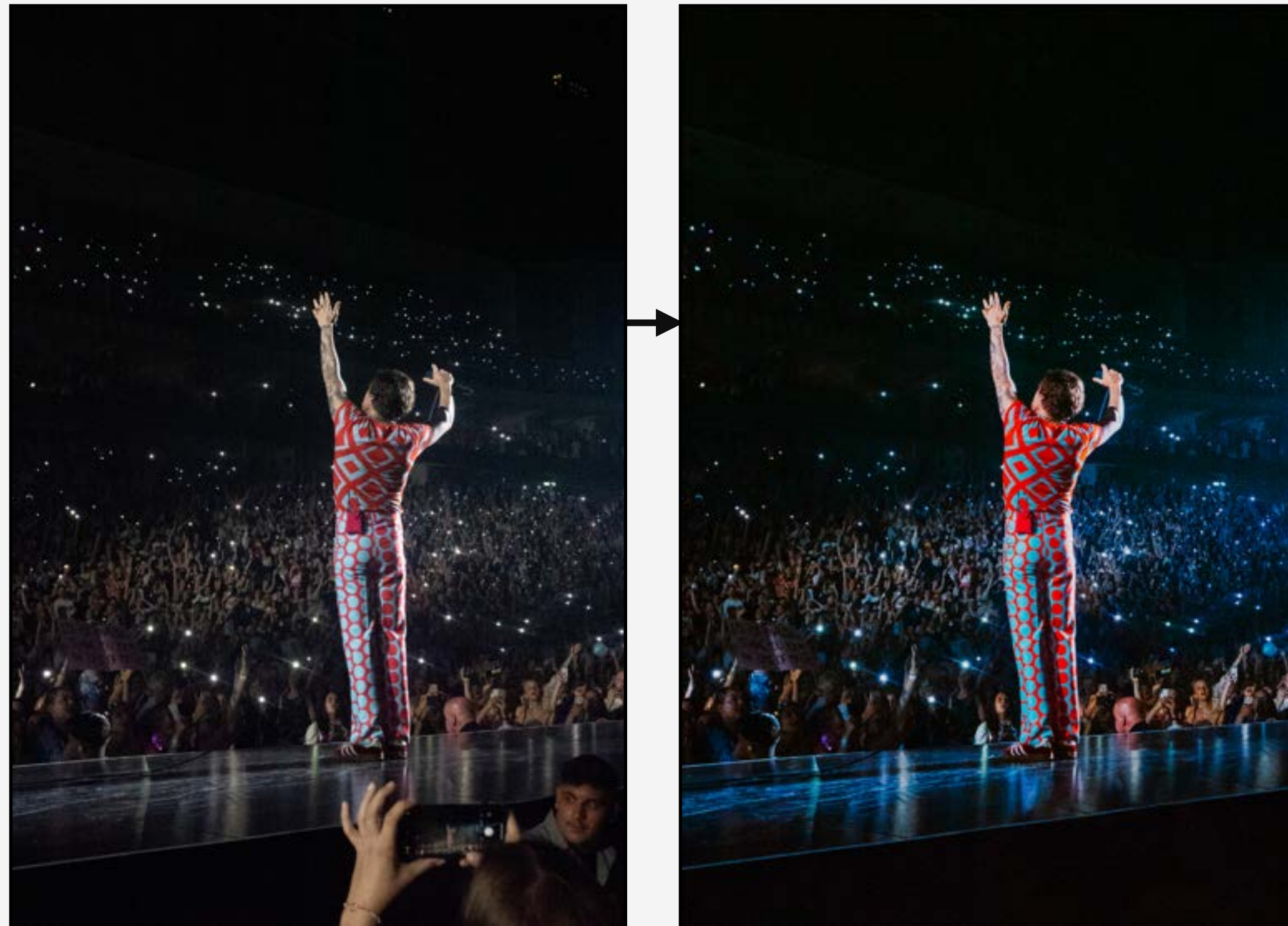


my friend, roxy moure, had accreditation to photograph paramore on their 2018 US tour. having previously collaborated on similar edits together, she sent me a dropbox full of images of the night. i wanted to make them leap out of the screen, and maybe translate a little bit of the paramore show magic into her wonderful shots, so i used my iPad to illustrate over the top - as well as the time-consuming process of cutting out backgrounds of some. hayley's response to these, via twitter, was "WHATT"!

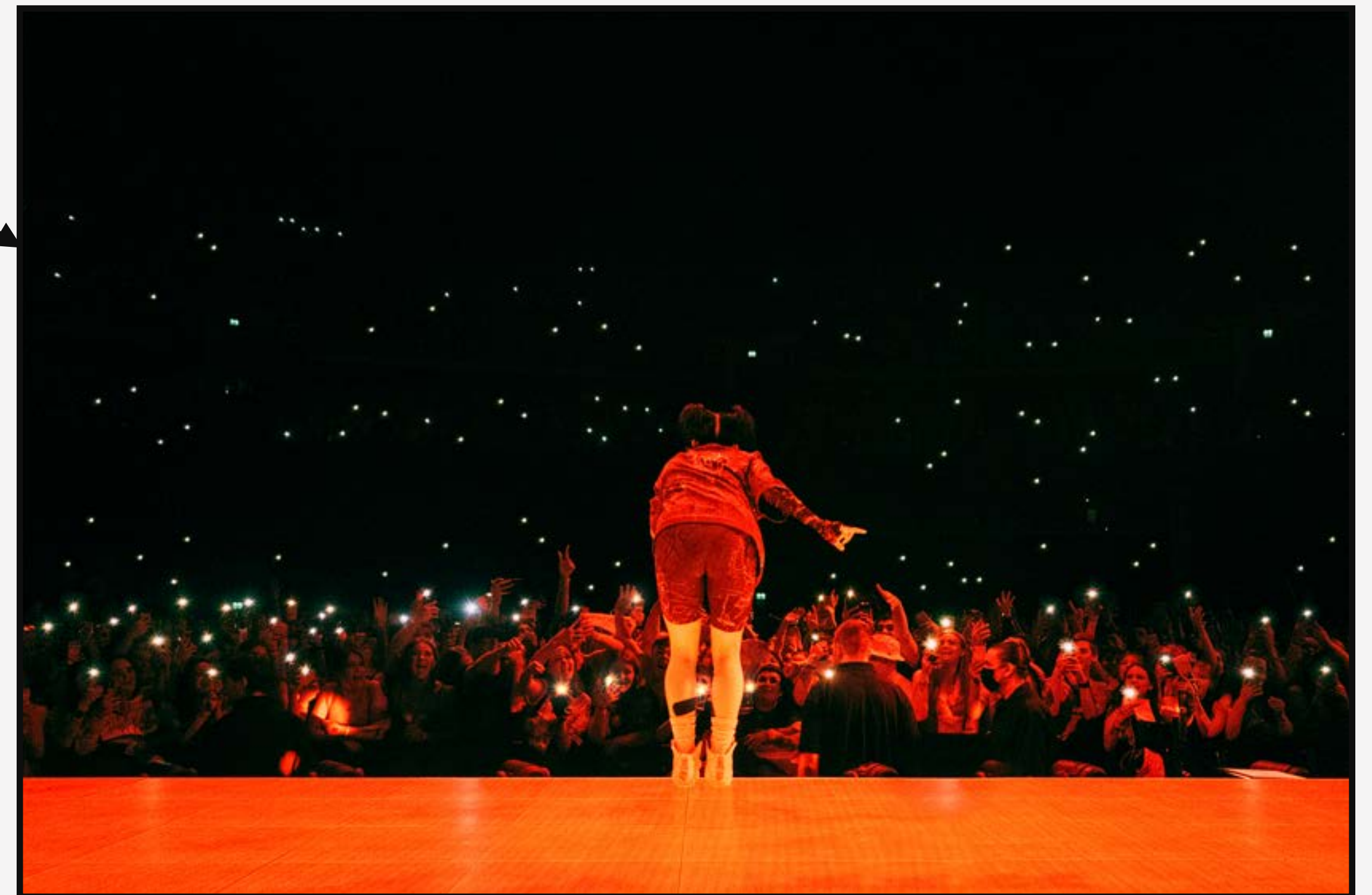
corrective photo editing



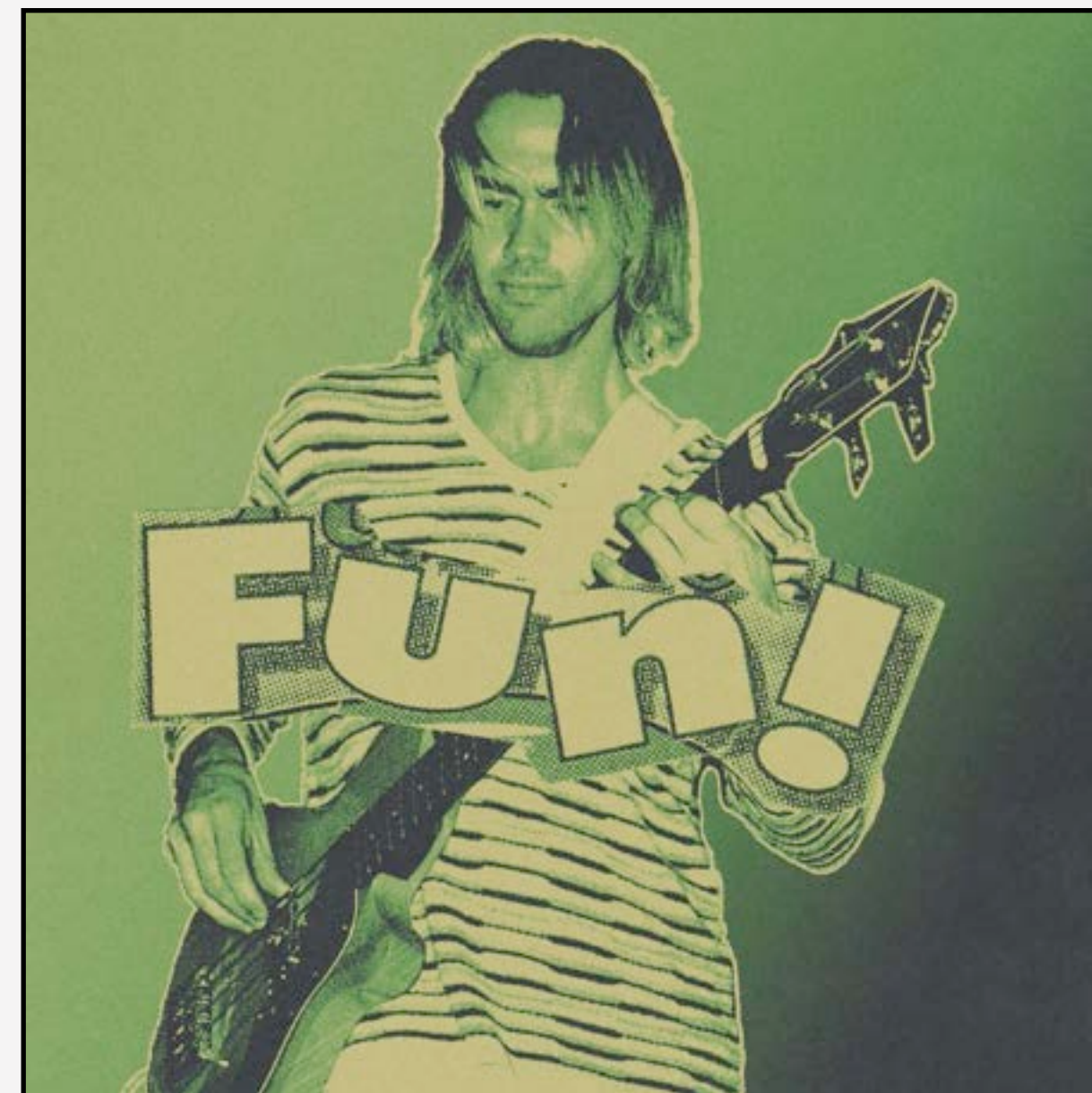
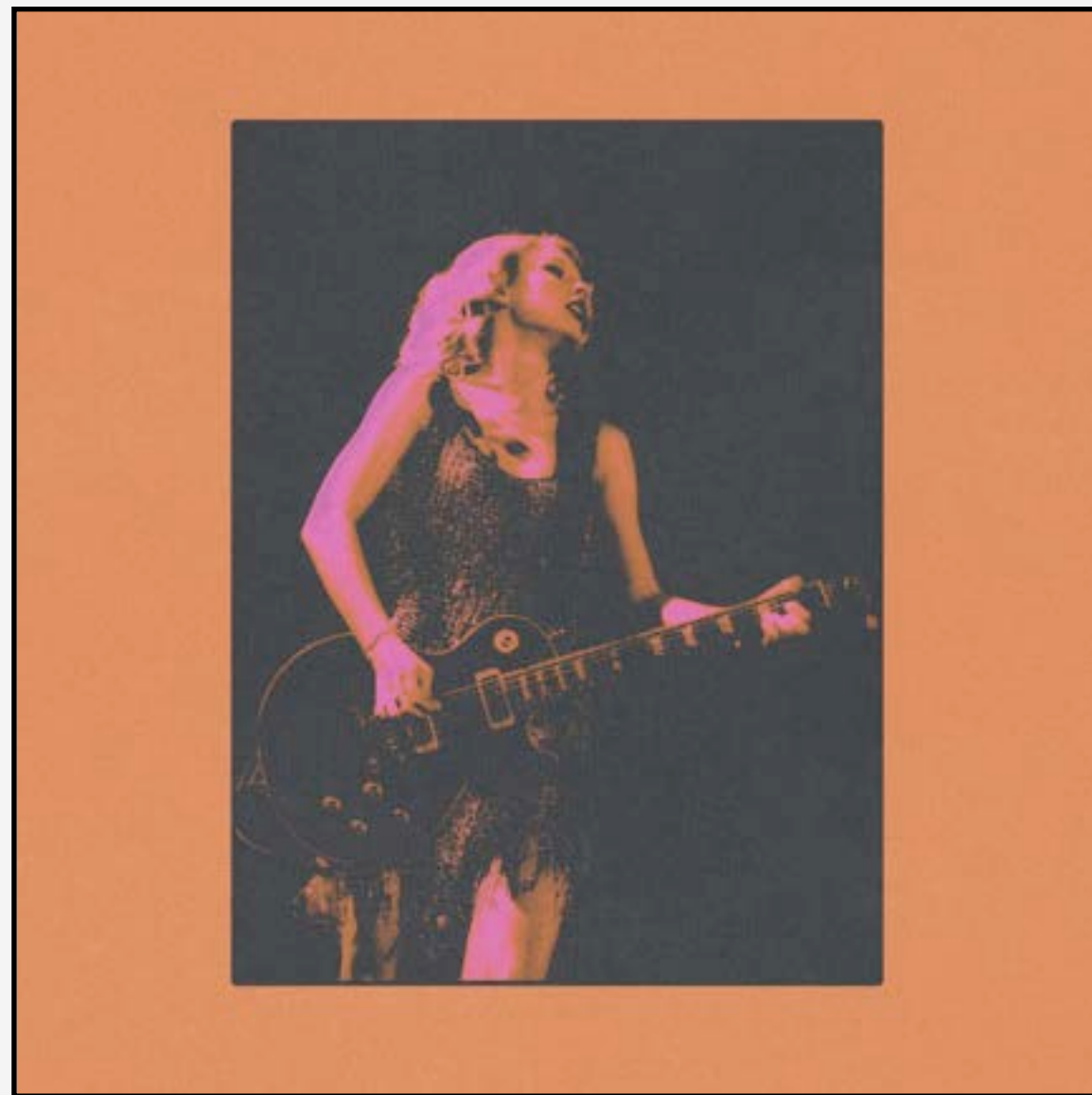
corrective photo editing



corrective photo editing

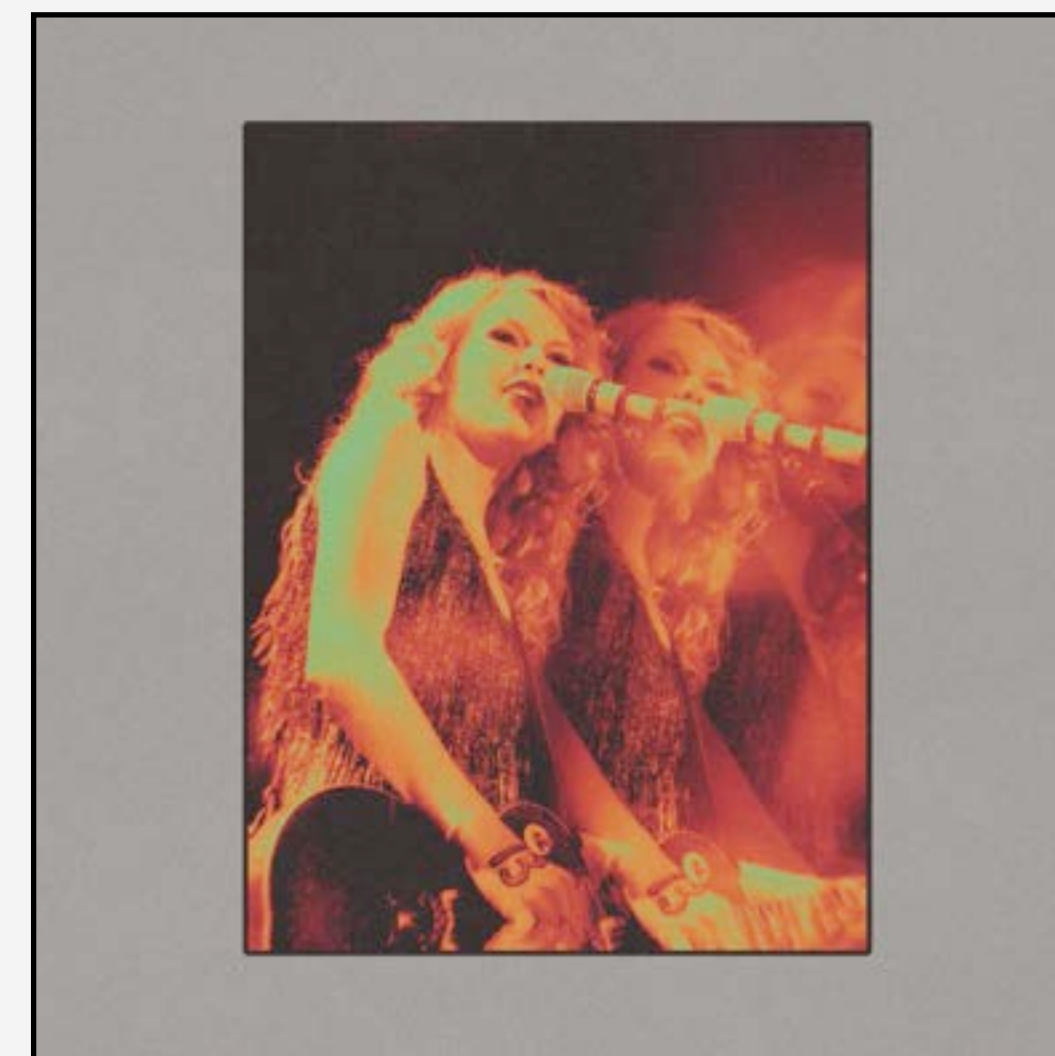
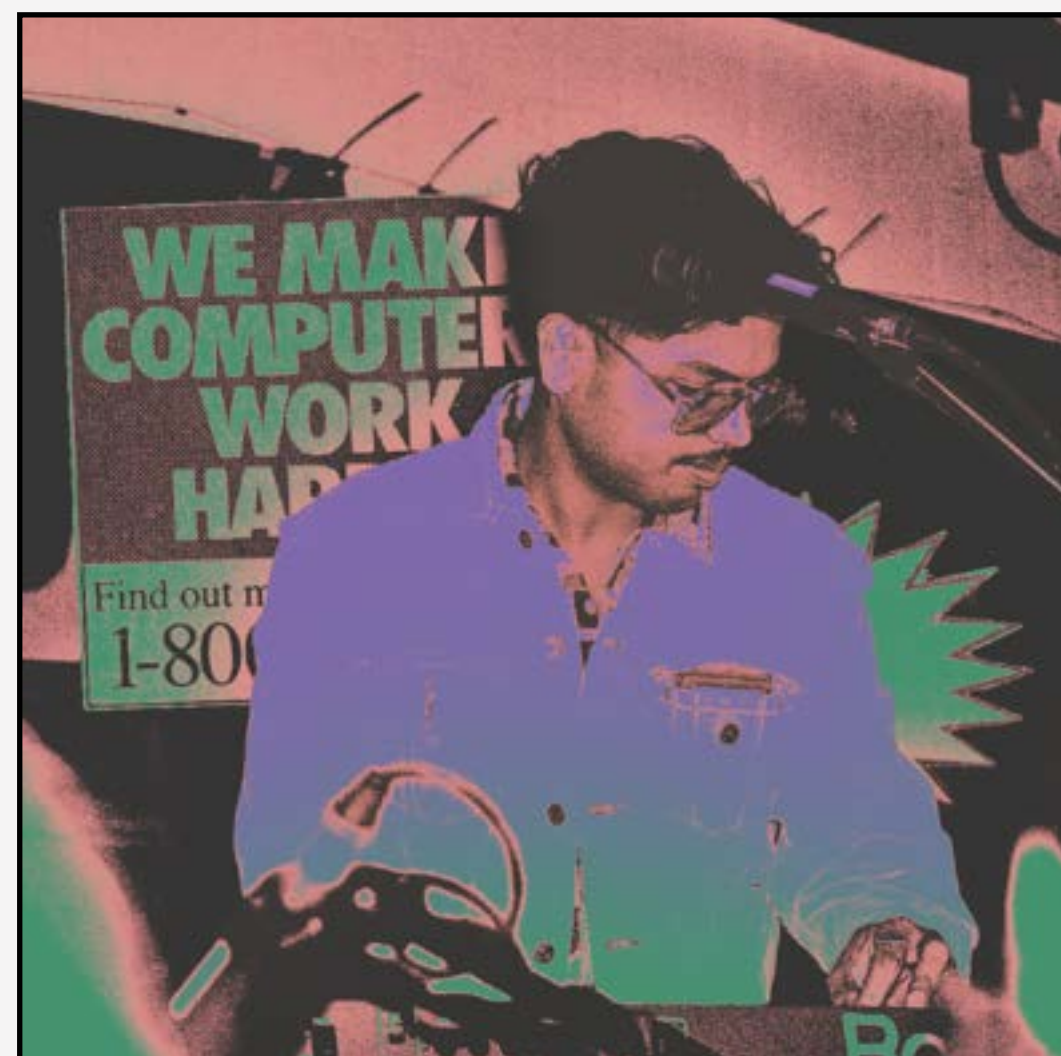


granular photo design

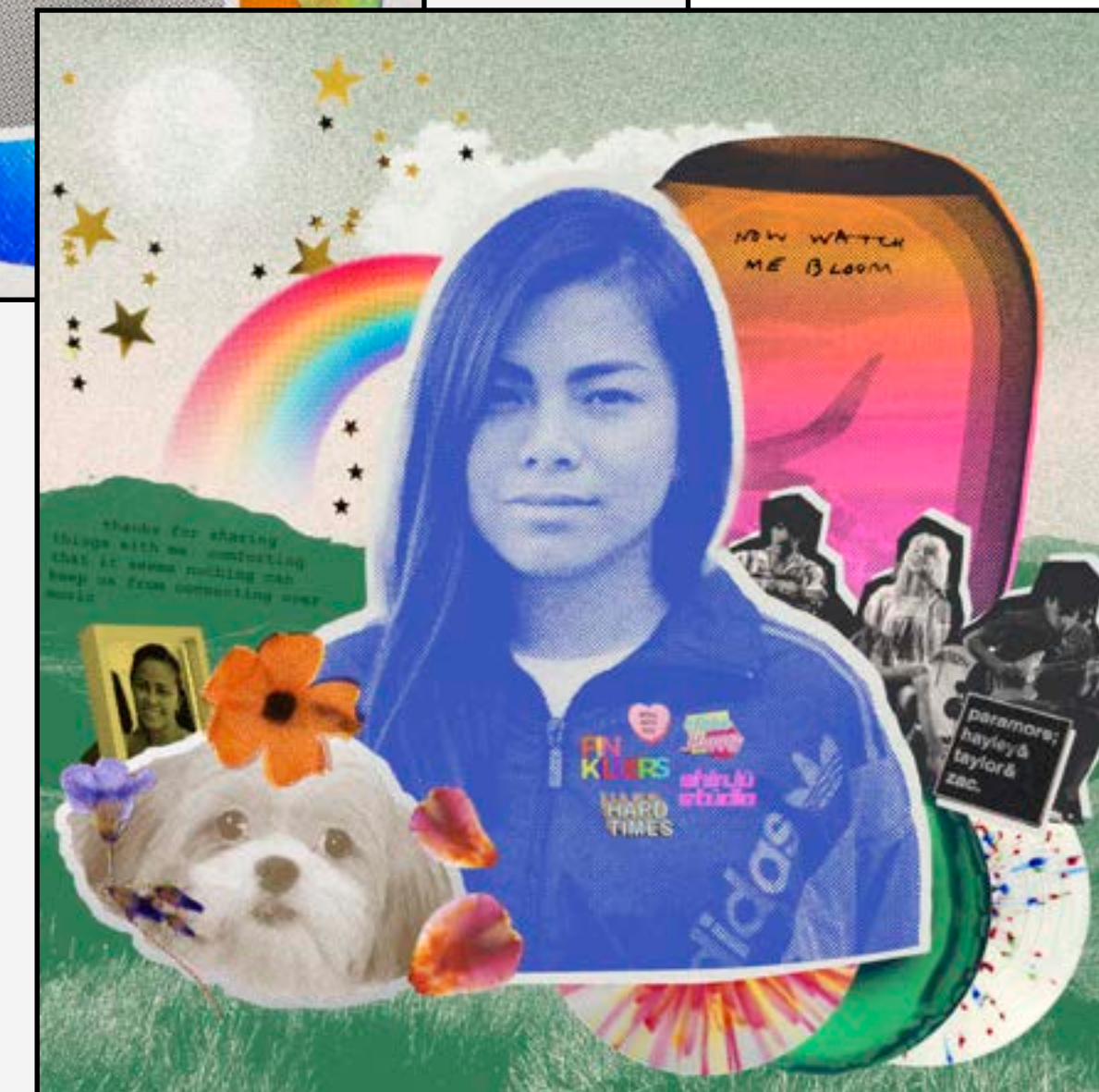


i'm a big fan of both gradients and grain, so gradient mapping photos i've taken to make them look filmic is a dream. it only feels natural to me to take a photo further, to push it more into the arty side of existence and give it the potential to wow someone. these are all captured by me, but edited with different software and (sometimes) loaded with collage elements.

granular photo design



digital photo collages



i digitised the age-old hobby of collaging, by using photoshop. after brainstorming for my nana's birthday present (upper right image), i wanted to make a large scale print for her to be able to see her husband on the wall. to make these, i use a central portrait photo, and build their personalities around them - with places, people and things they love, words that matter, and any colours or scenes that might be relevant. the aim of these collages is to be a conversation starter. it's a little window into what makes someone special, and surfacing stories you're able to reminisce on and share with others.

minor figures - social/poster graphic



plant-based coffee company, minor figures, posted a competition on their socials asking for people to send in a brand-centred poster (using a handful of their own assets), with a chance of your graphic being shared on socials, used in outdoor advertising + a monetary prize. they scrapped it after backlash, but mine was one of ten posted on their socials anyway. it was a fun little project and didn't take long - but it was definitely the right decision to listen to their audience.



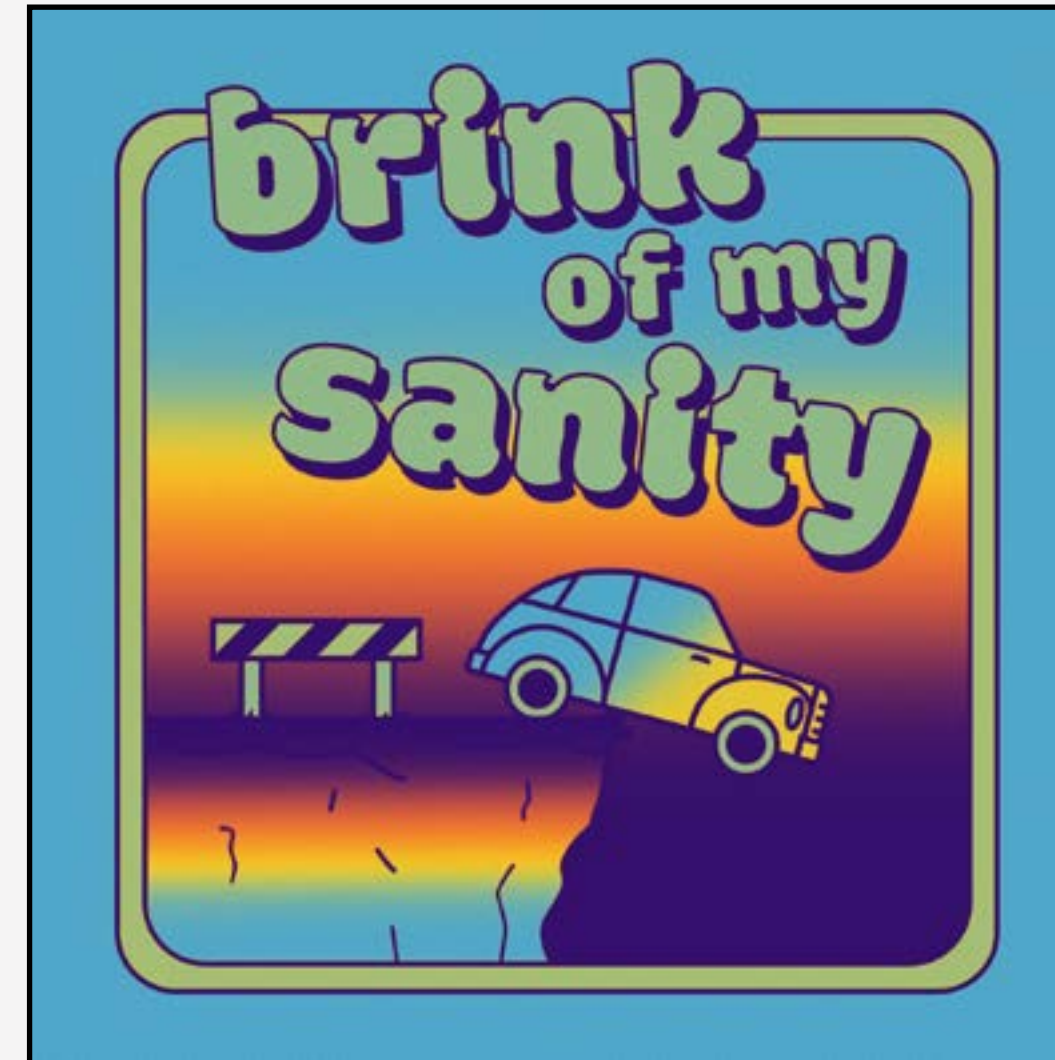
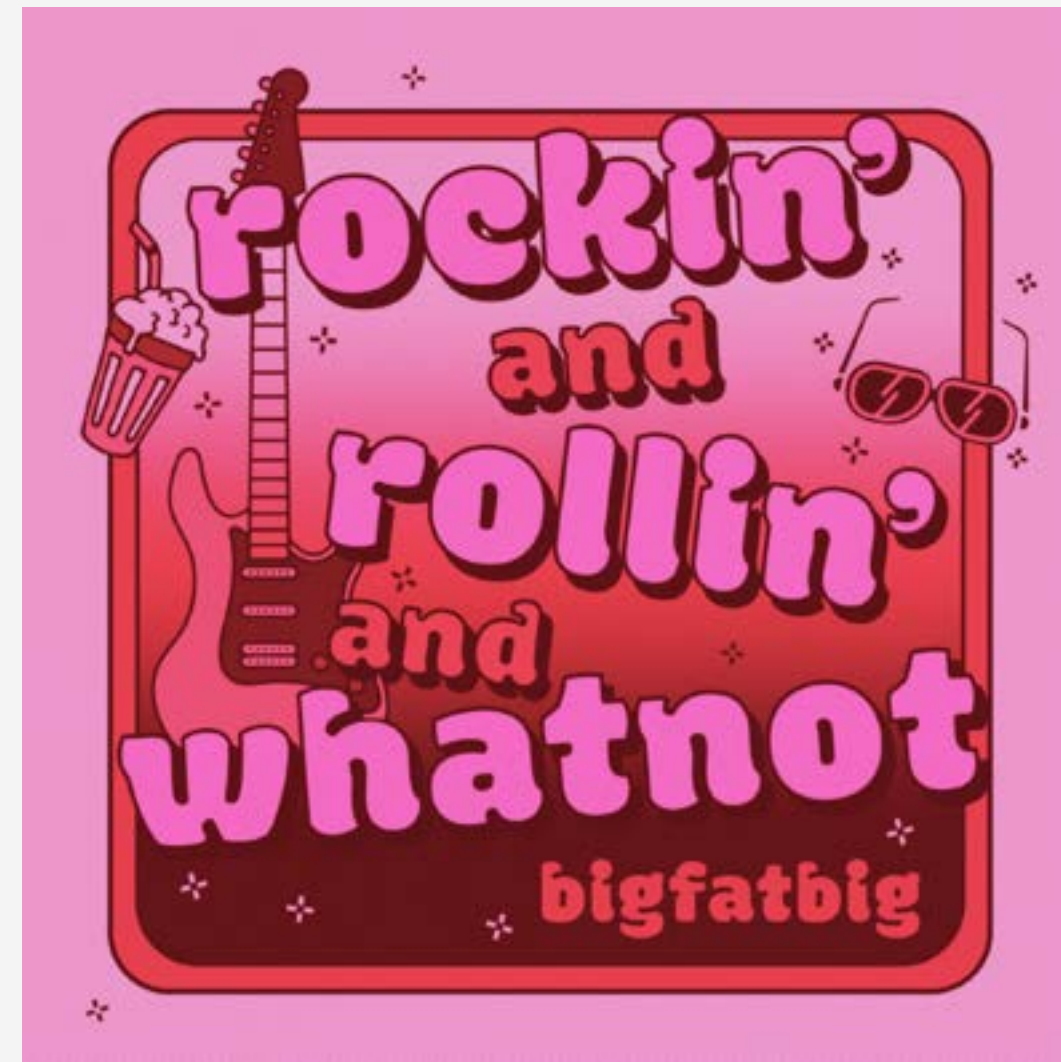
freed - australian beverage company

from the minor figures post came a message from a carbonated drinks company in australia - they liked what i did for MF, so also wanted a graphic for their feed that promoted their products. after some discussion, they preferred my proposal of a playful photo collage to the thick-line illustration of work they'd seen. i had a good vision using stock images of their cans, and highlighting the freshness of the fruits - also putting necessary emphasis on the "freed" brand name - it's freeing to drink their drinks. having them 'in hand' like the graphic shows also makes them feel attainable. the yellow background was the client's favourite.

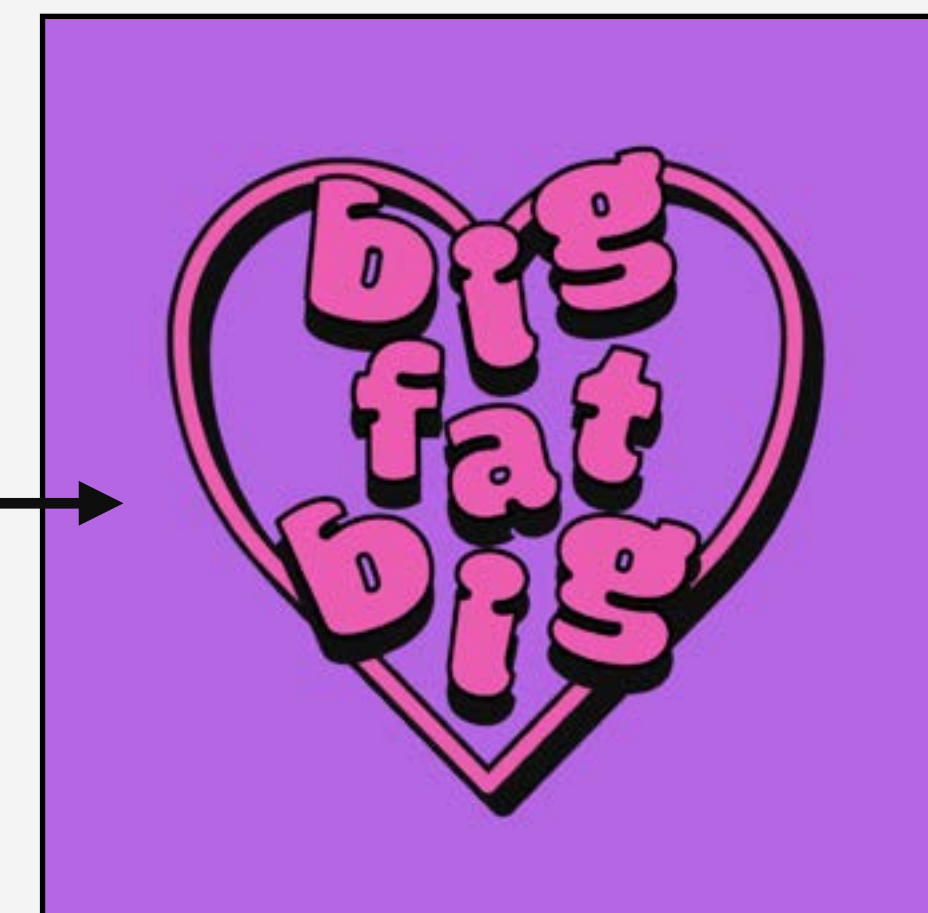


bigfatbig: logo, EP + single artwork

sunderland pop-rock duo, bigfatbig, got in touch with a bumper request - a new logo and three cover artworks: one for an EP, two for its lead singles. the title ("rockin' and rollin' and whatnot") comes directly from grease, so they wanted me to lean into the visual style of 50s america (diner-chic, sunglasses - all very 'grease') but make the type 'bouncy' and make the artwork approachable, fun, and - in their words - use a "groovy chick type colour palette" (early 2000s, commercial it-girl feel). with a bit of grain and halftoning over some simple linework + shadow on the type, i achieved exactly what they were envisioning.



old logo



new logo

råfabas: single artwork for socials

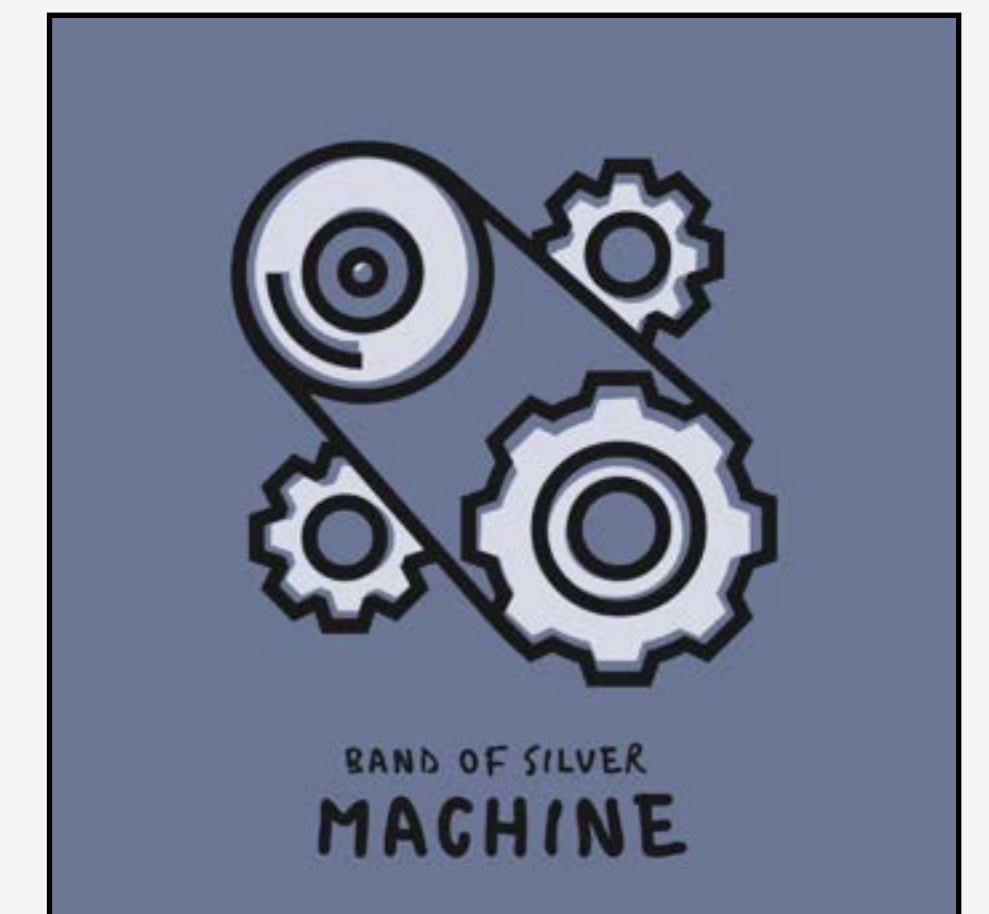


after my tame impala poster series took off a bit online, i was contacted by mitchell in australia. he has a kevin parker-esque project, and wanted some accompanying visuals for his socials. råfabas' album, 'disillusion' (which i also provided the artwork for, by repurposing a 'slow rush' poster) was due to have 11 tracks, and mitchell specified a square on his instagram feed for each song to be spotlighted. he loved the look and layout of my 'fine line' posters, so we set the same rule of no more than 3 colours in one design. bold lines acting as dividers, a chunky font and clear visual ideas from the client helped these pieces really come to life.

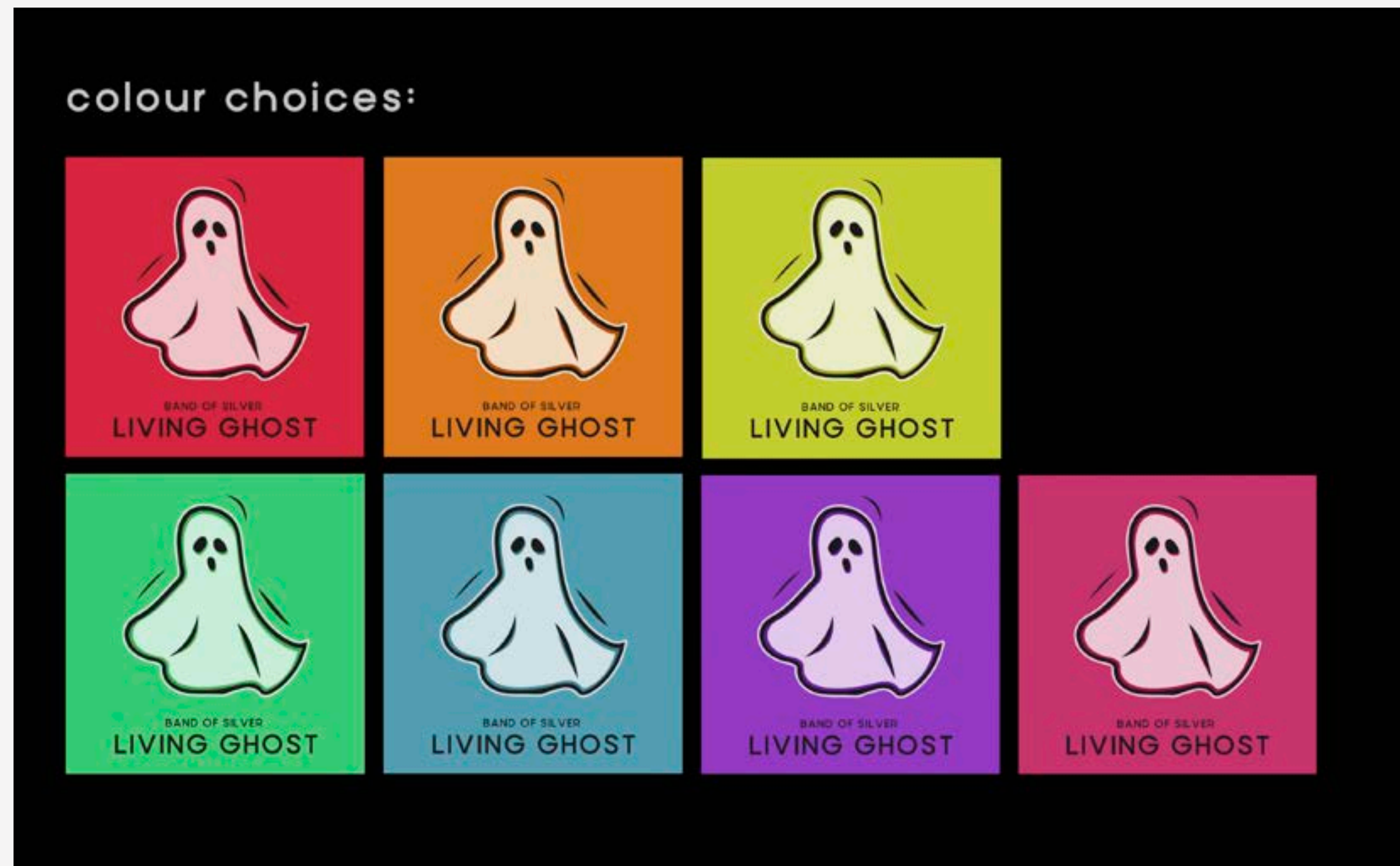
band of silver: single artwork



nashville-based brother and sister trio, band of silver, were referred to me by lindsey byrnes. they were looking for a new cover art designer, so i stepped forward. they originally had plans for a sans serif to match the doodle-y art, but my wildcard type suggestion ended up being their favourite. they have 200,000+ monthly listeners, and the artwork has taken precedence on their socials - which is cool to see!



band of silver: single artwork



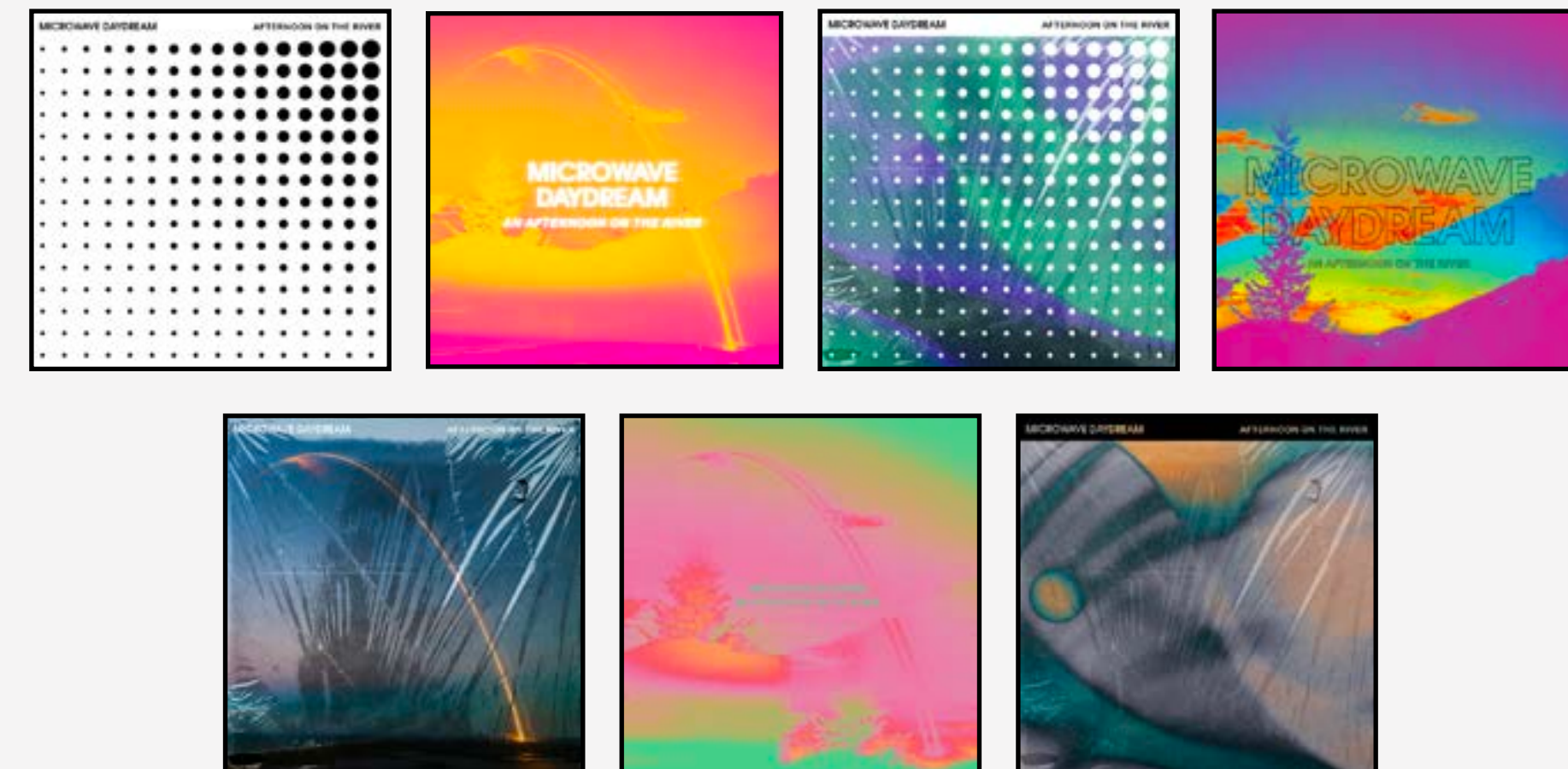
a small breakdown of the screens i send to clients so we can come to a decision. clarifying their options, and giving them choice, is essential.



microwave daydream: album artwork



another duo from the US got in touch after liking my tame impala graphics, this time wanting an album cover. leaning into psychedelia and all that is dreamy, i presented them with a range of options - all borne from a hilly landscape photo taken on the client's phone. i turned up the saturation and played with gradient mapping. then came a second round of revisions, with the central image being a rocket launch. this time, i focused less on a vibrant palette, and more on a pattern overlay. this clicked, and the band went with the artwork marked with a star as their final cover.



a vision: a celebration of music + visual design



a video made for my MA. it celebrates the visual design that has accompanied music for the last 50+ years, and how it has blossomed into the wild, immersive, colourful market it is now.

ft. a monologue made up of 151 soundbites from movies, TV and youtube videos.

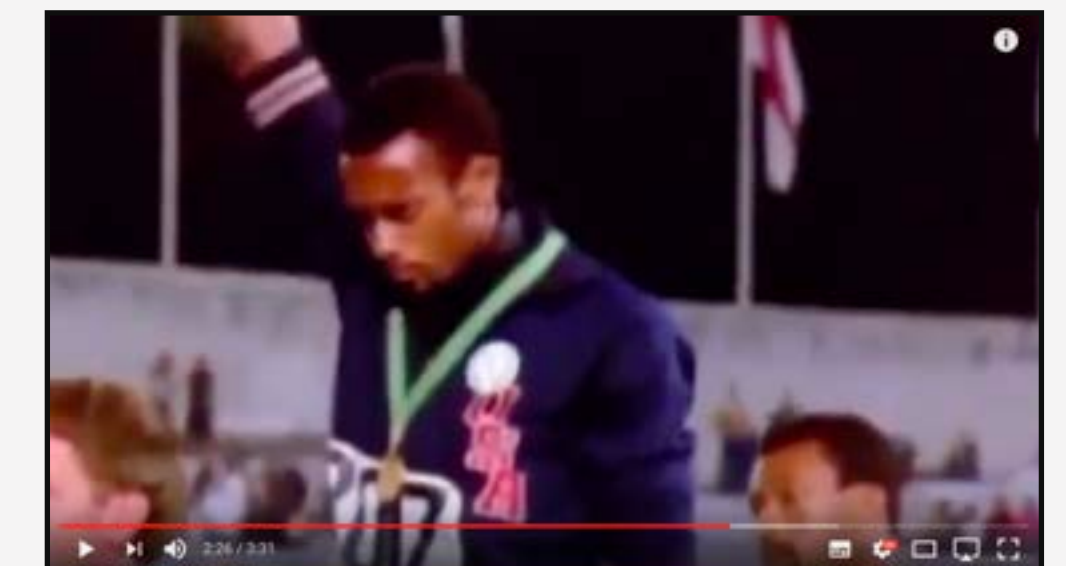


watch the video:
https://www.youtube.com/watch?v=7_Fr5pCiFDY

let us all unite: compilation video



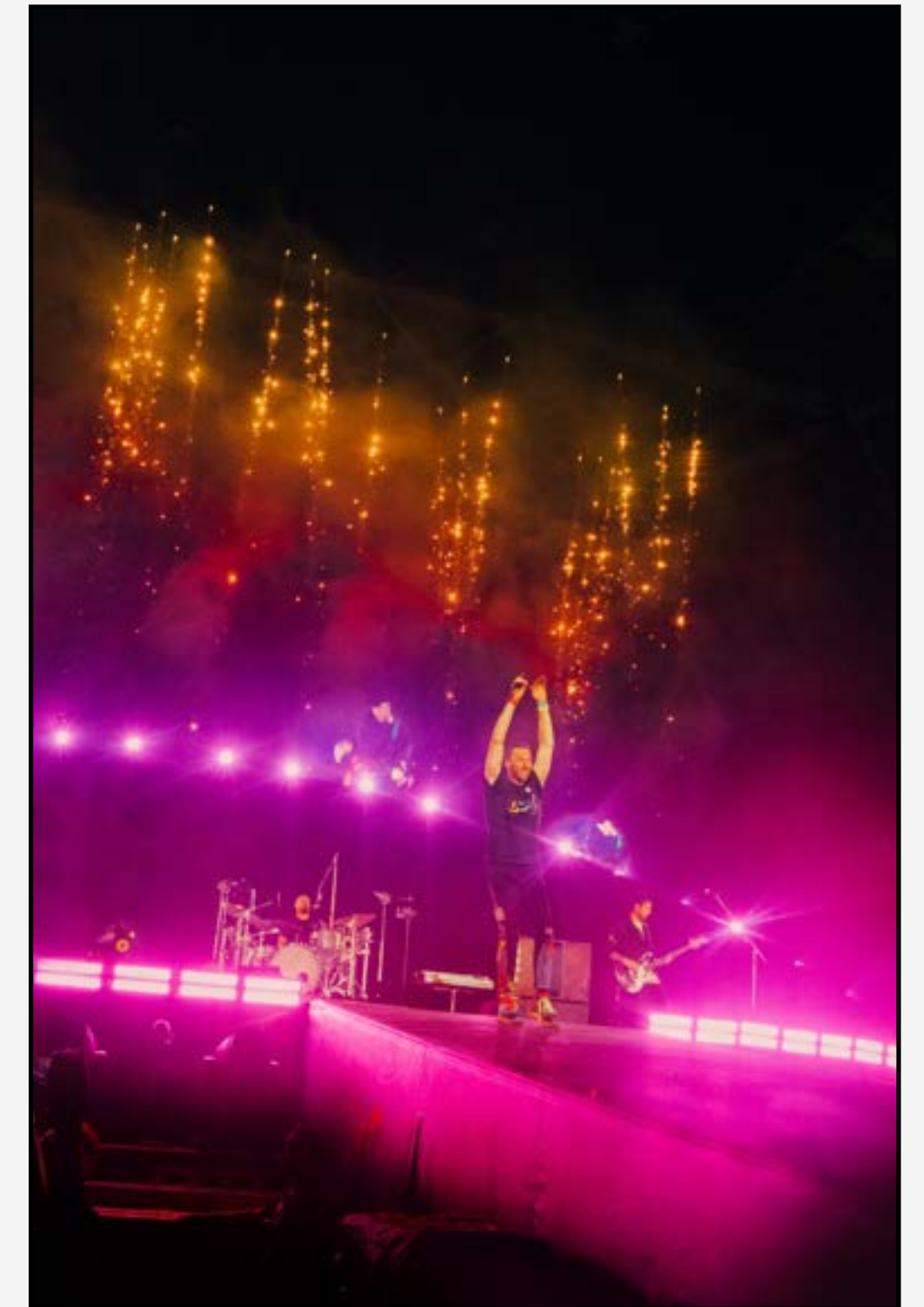
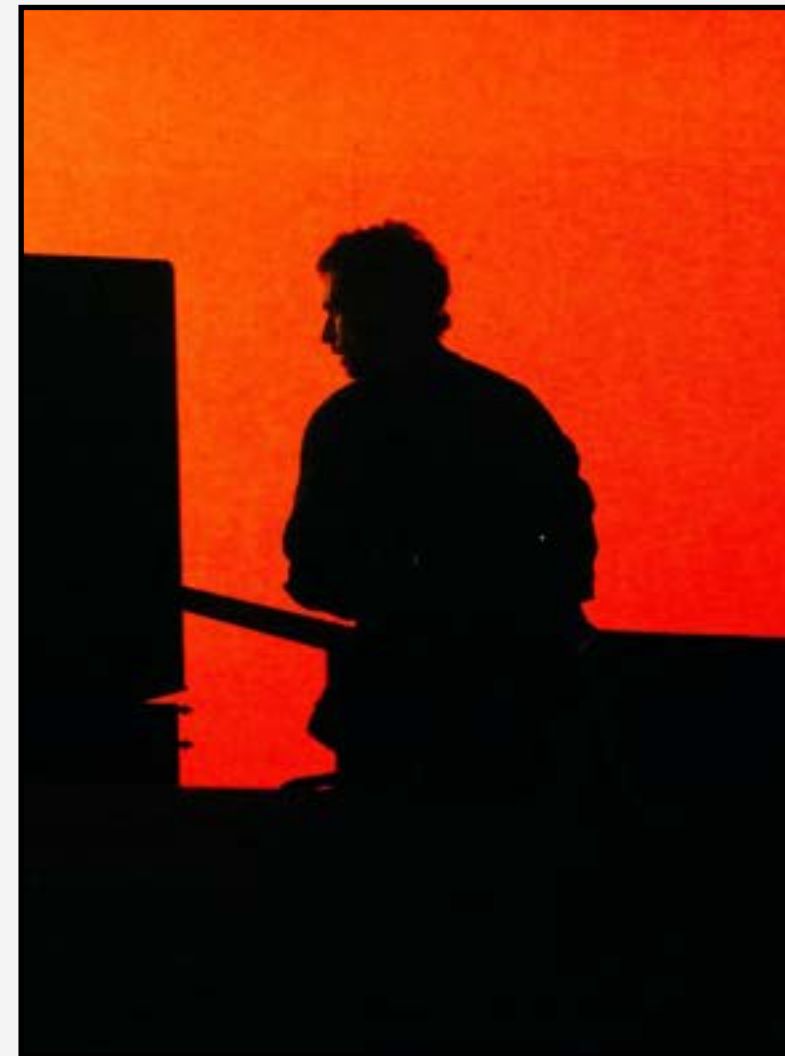
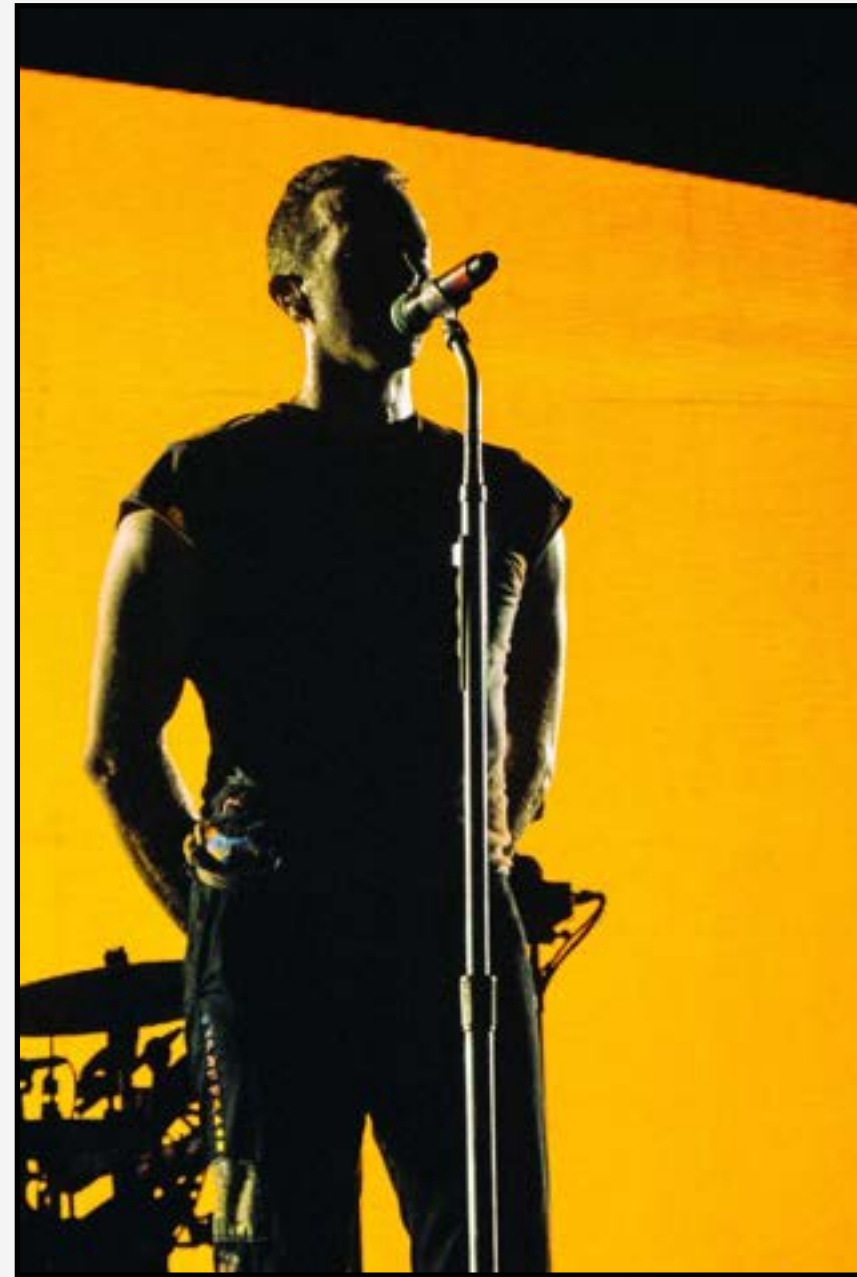
the annotated speech



i made this video in the second year of my BA, in which the brief was to “make an emotive video and corresponding audio using found footage”. i used ableton to make and edit the audio (instrumental AND speech), and spent hours on end sourcing over 520 clips to make this compilation.

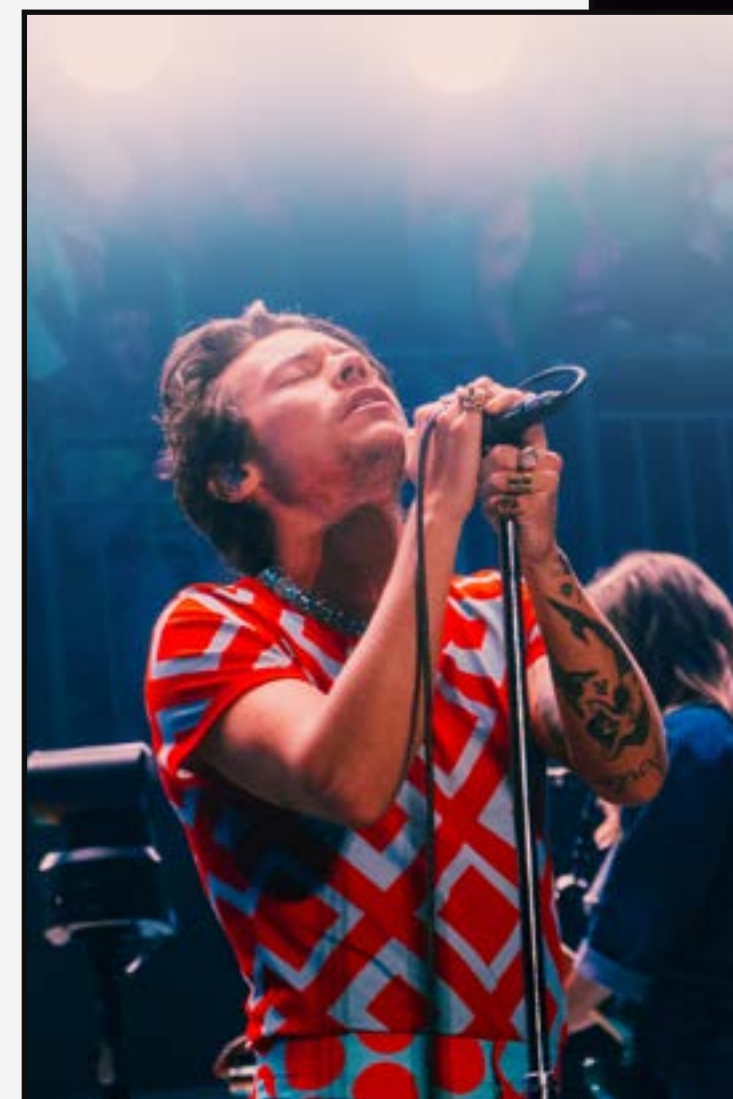
watch the video:
<https://www.youtube.com/watch?v=up2LvUWVNJc>

coldplay



taken at wembley stadium, london

harry styles



taken in berlin



khruangbin

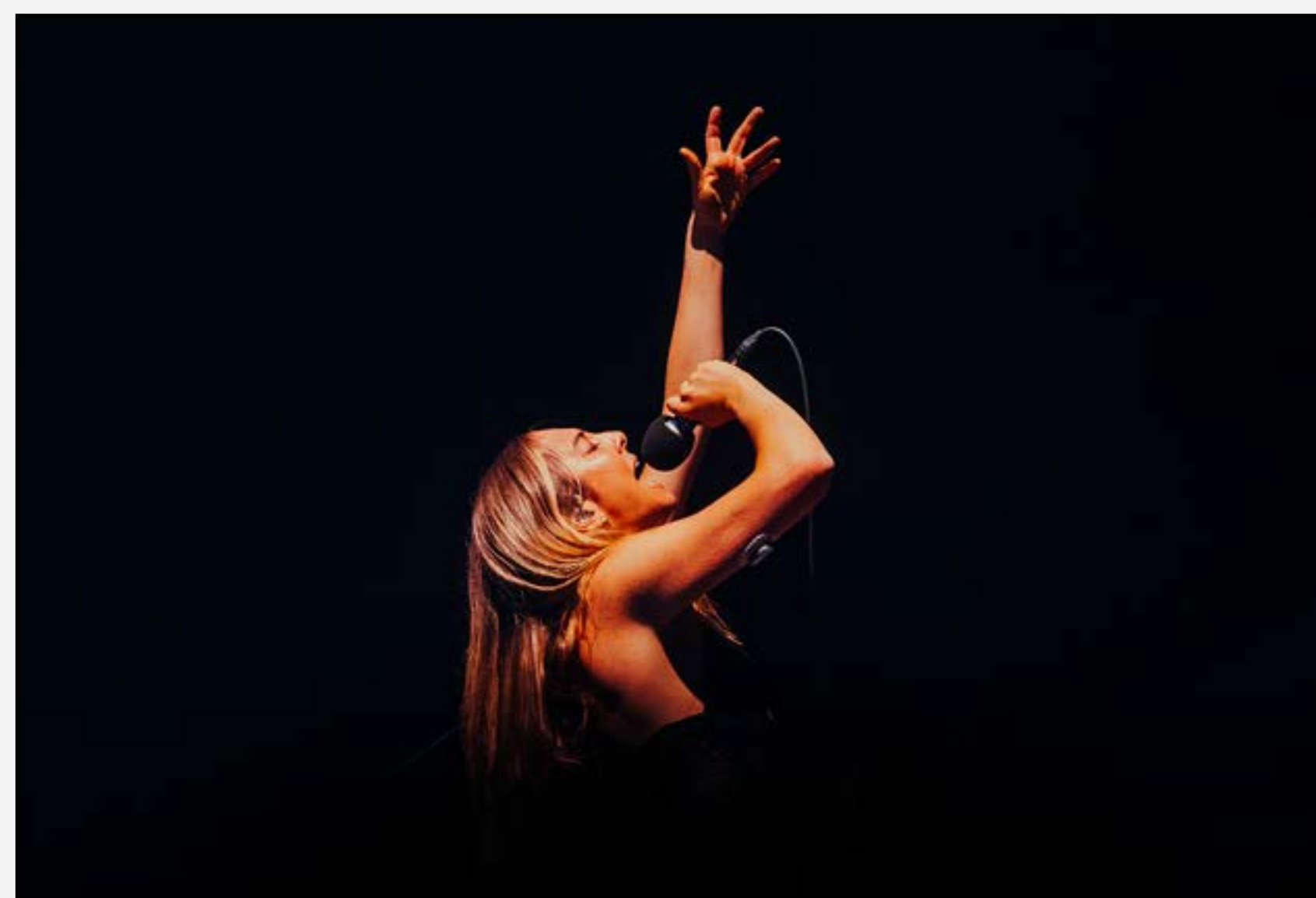


taken in leeds

haim

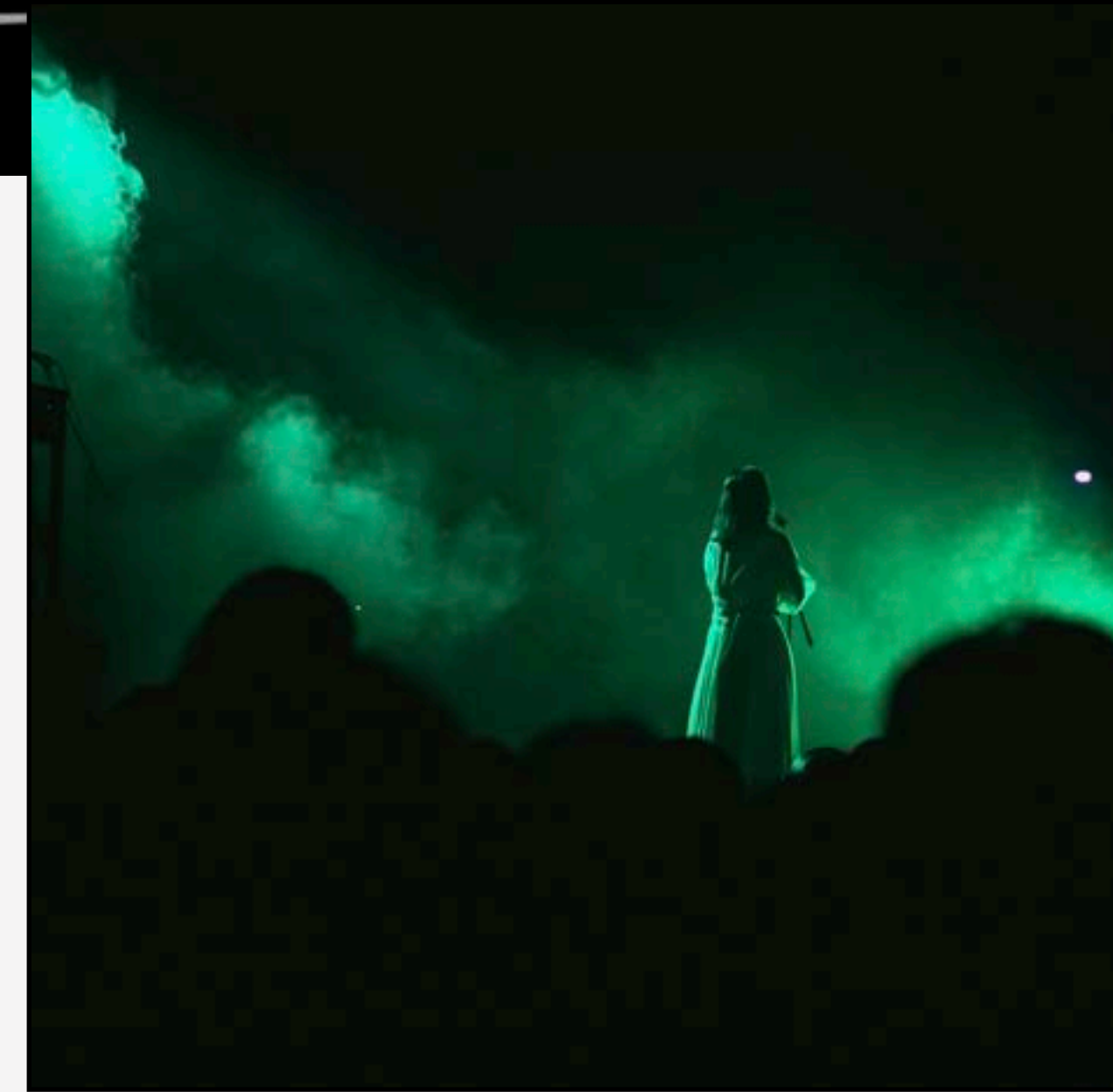
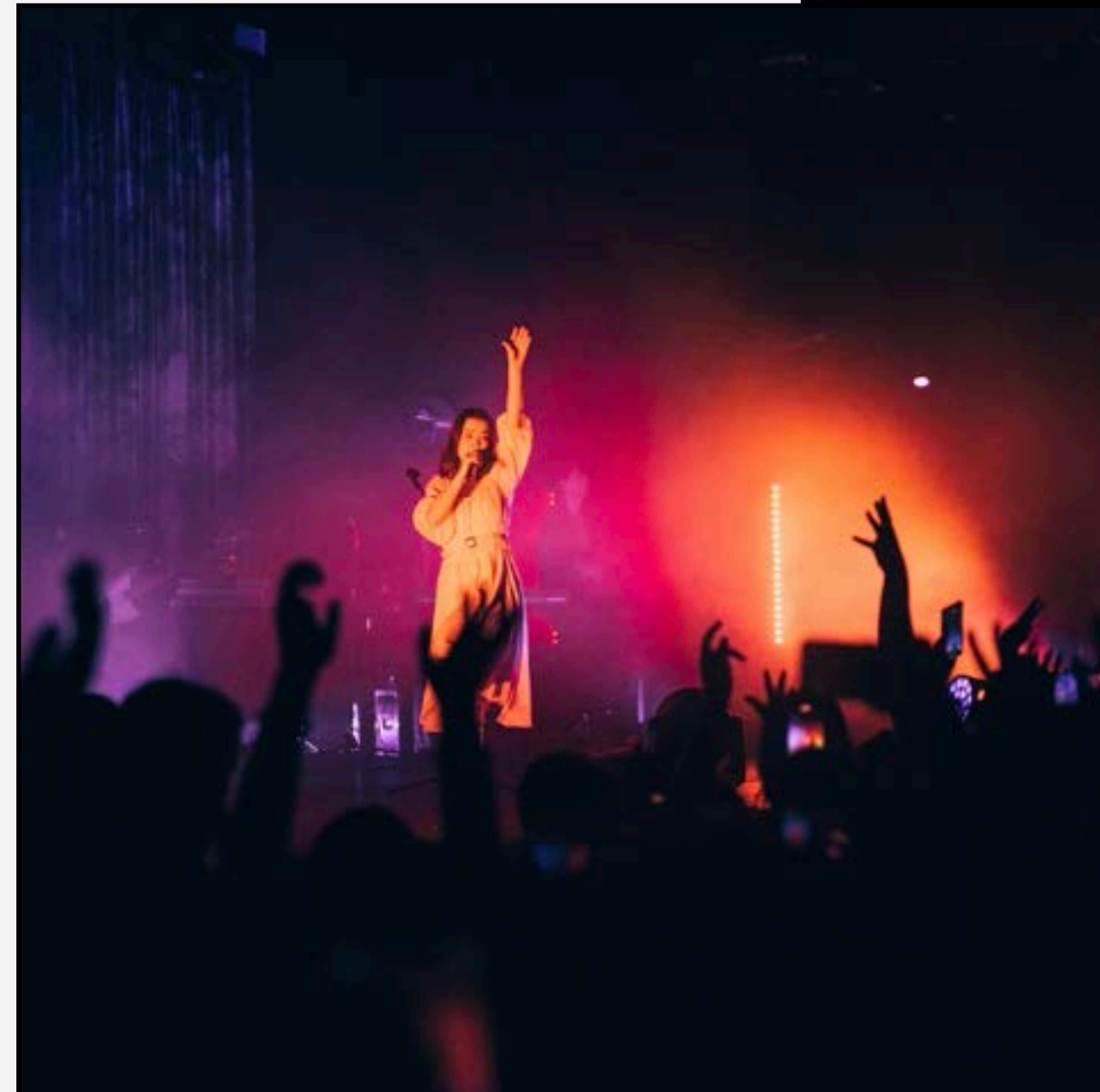
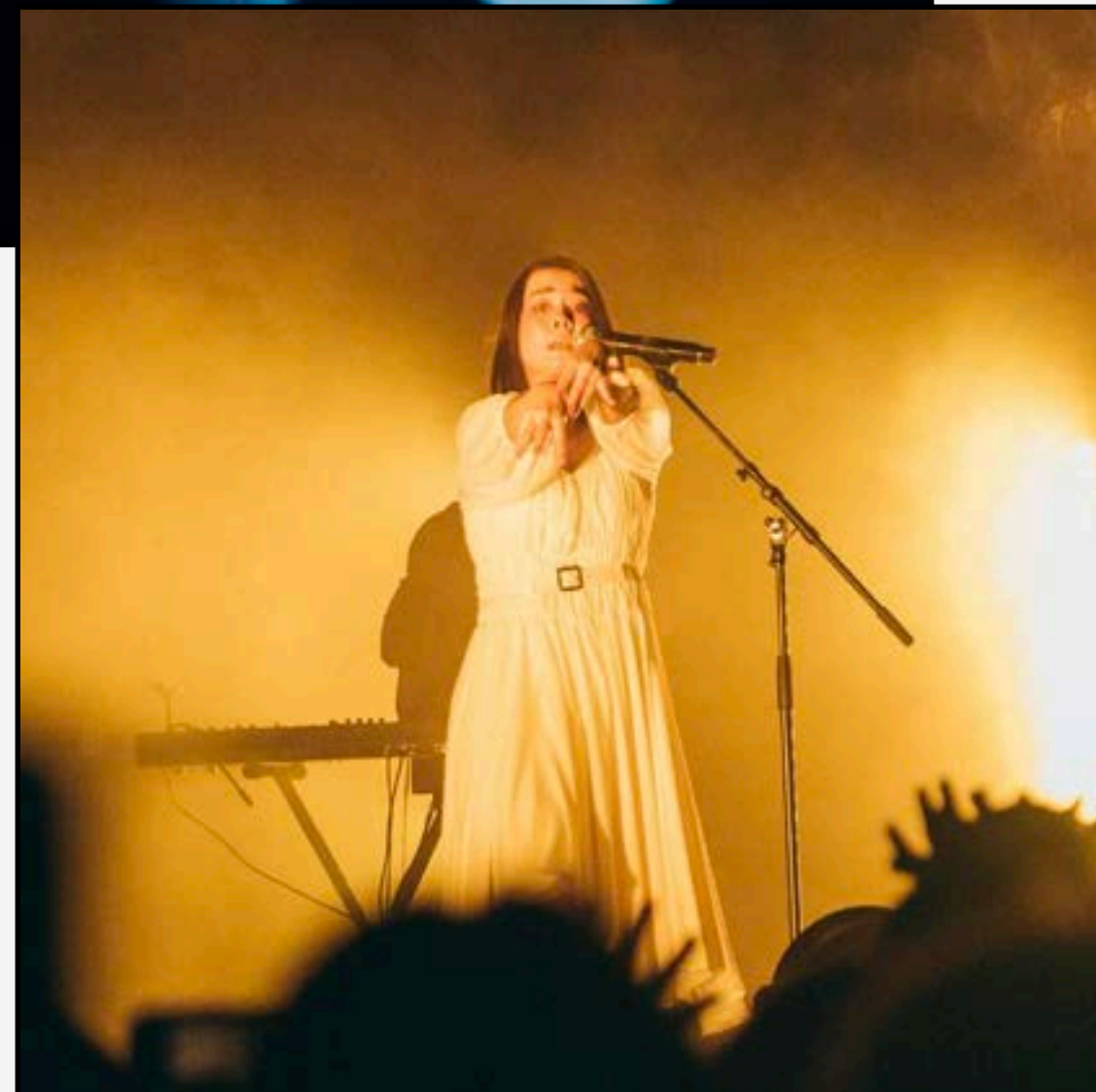
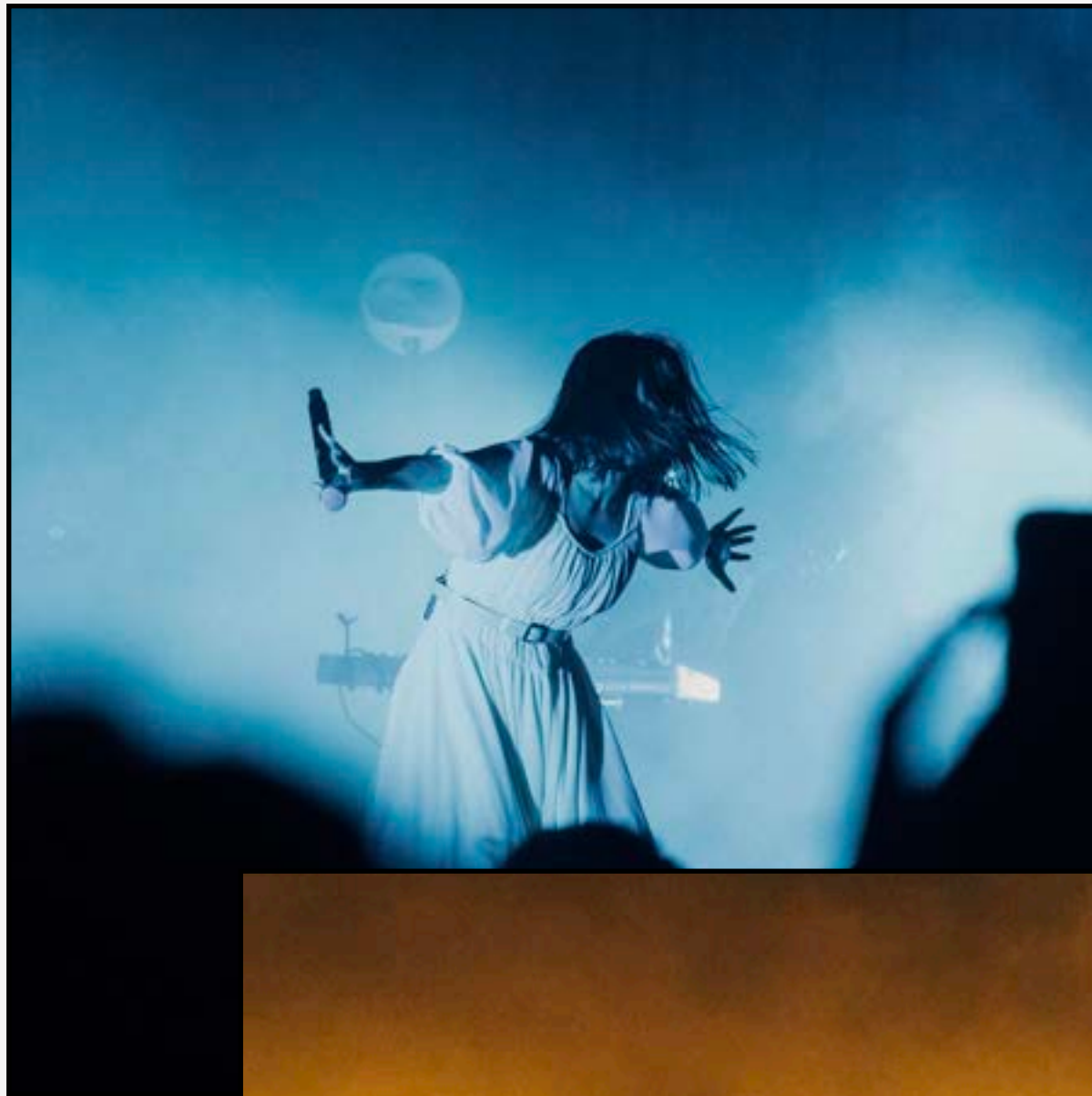


taken in glasgow + manchester

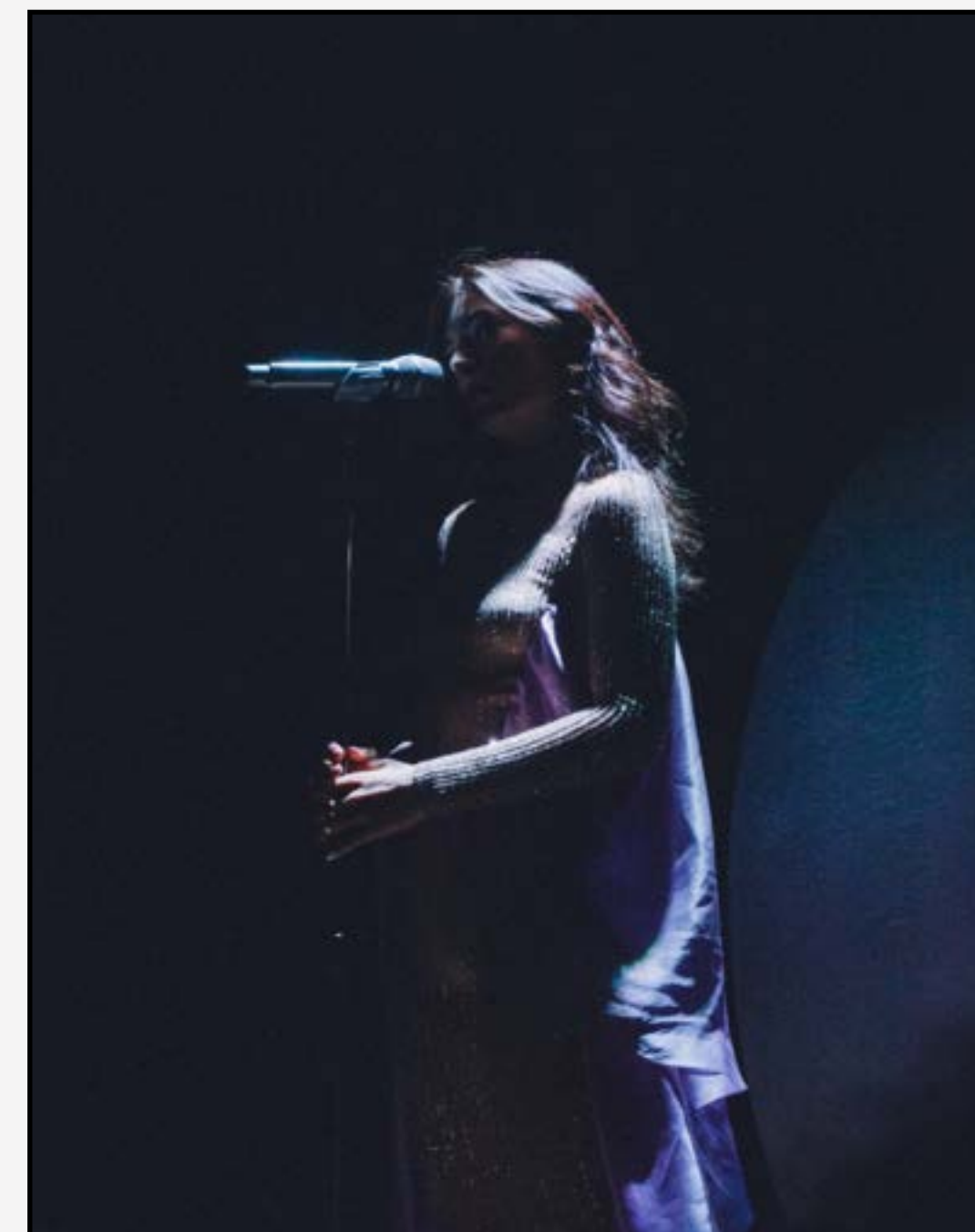


mitski

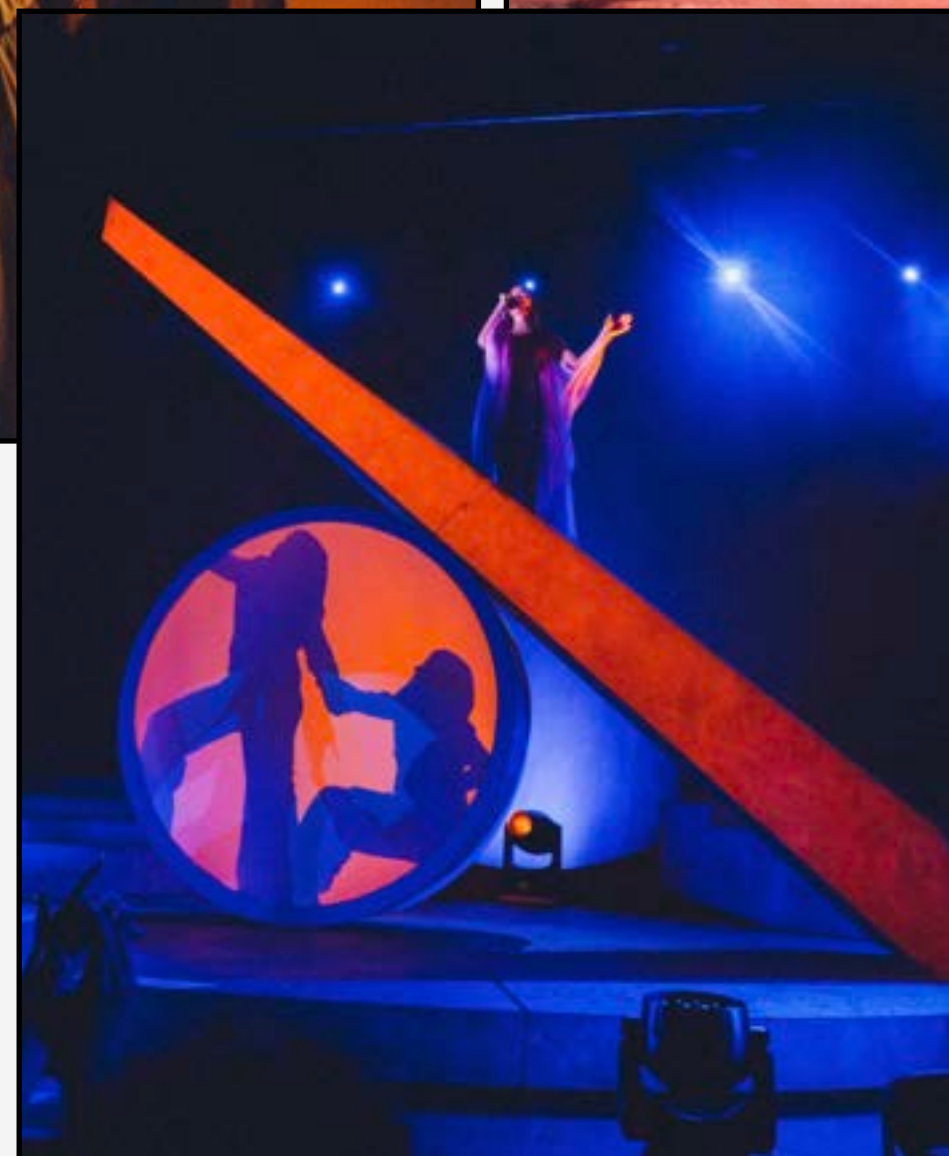
taken in manchester



lorde



taken in leeds



florence welch

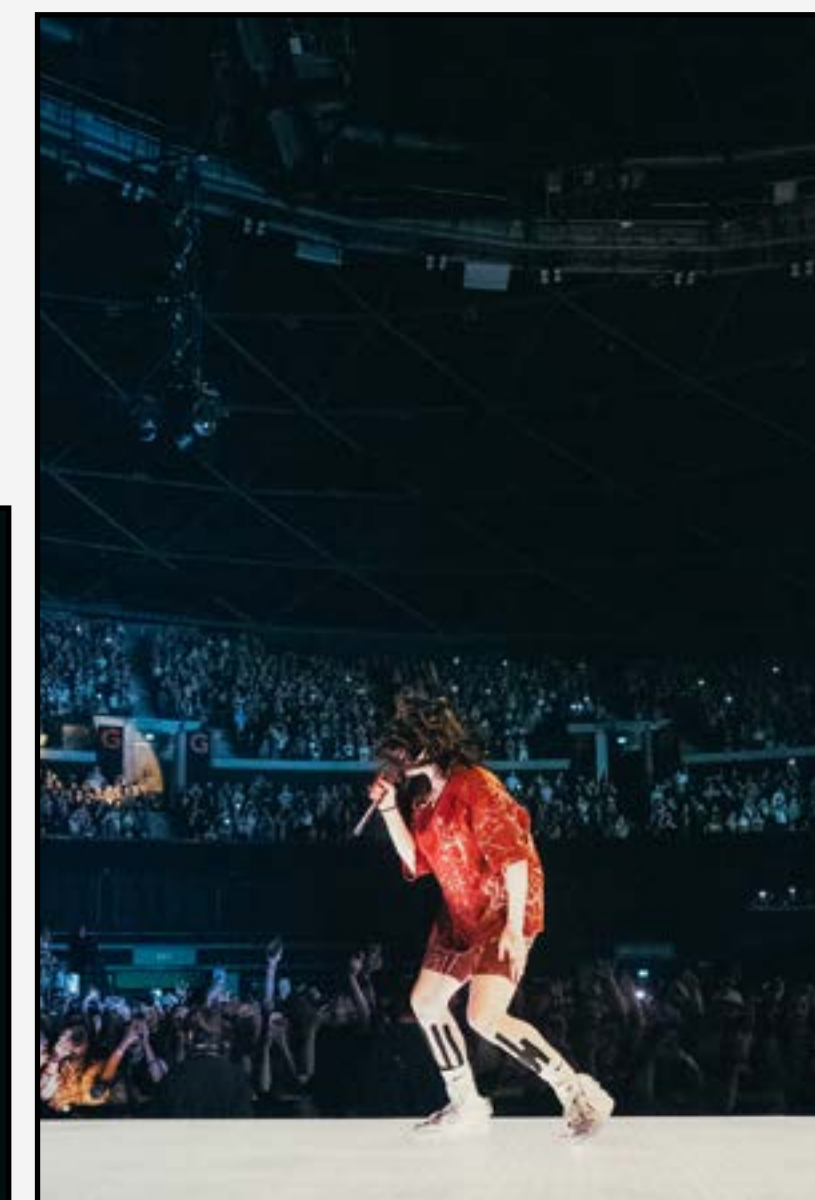


taken in newcastle

billie eilish



taken in glasgow



thank
you!



HIDE-O.DESIGN



  elearor