

1/9 **THE ARK**

We all are THE ARK, we must take care of them.



Solution

The ark is a story full of love and faith, animals were saved from a flood a long time ago, but now is our time to keep them safe.

Status: 15.06.2018

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THE ARK

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Which animal(s) did you choose as a visual and why?

Elephant, tiger, flamingo, zebra, giraffe, squirrel, dove, rhino, toucan, crocodile, sheep, horse and a lion, because all of them are easy to recognize as part of the ark.

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What culture or region does the animal stand for?

International culture.

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What story does your design tell?

An Ark full of beautiful animals, they want to take refuge in your hands so this way you will never forget the importance of take care of them.

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What style did you choose for your design and why?

illustration, to highlight each animal.

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Please make sure you have filled out your country of origin in your profile! It's important that the regional Victorinox team understands the cultural background of your design.

Mexico

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Have you used any third-party material? Even if you've modified or combined it, please know that in this project no stock material is accepted. See "Guidelines, regulations & comments" (in the brief)

All design is mine, work made in Ai (vectorized illustrations)

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To be featured on facebook as the Victorinox "Pick of the Day" please write a short statement about you (see more details in the brief).

Hi everyone, I'm Dizaini, I'm 30 years old and I live In Mexico City where I work as a graphic designer since 8 years ago, I love nature and wild life. This design is based on the well known story "The Noah's Ark" Which is a story full of love and faith, it talks about some animals that were saved from a flood a long time ago, and my design want to emphasize the importance of protecting our ecosystem, We all are "THE ARK", now is our time to take care of them.

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THE ARK

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Creative's profile



Luis Gutiérrez PRO

Graphic Artist / illustrator / designer

Mexico City, Mexico

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Communication Concept,
Service Design