

2025 PORTFOLIO

Alyssa Beauclerc

Visual Design

HI THERE!

About me

I've recently graduated from the University of Canberra with a Bachelor of Digital Design, and I'm looking to increase my experience in the design field.

During my time at Uni, I discovered my love of Branding, Editorial design and Motion Graphics. I've been developing these skills further by taking on public design challenges, freelancing and volunteering as a designer at various charities.

Software

Illustrator

Photoshop

Canva

InDesign

Premiere Pro

Figma

After Effects

XD

Procreate

Experience

Lead Graphic Designer

Mantle Hospitality Group, Brisbane
2025

Freelancer

Working with various Charities, Indie Projects and Design Challenges
2025

Education

Digital Design (Visual Communication Major)

University of Canberra, South Bank
July 2022 - May 2025

Queensland Certificate of Education

Faith Lutheran College, Plainland
2014 - 2018

Contact

Email albeauclerc@gmail.com

Website <https://alysabeauclerc.myportfolio.com/>

LinkedIn [linkedin.com/in/alyssa-beauclerc-b415b7197](https://www.linkedin.com/in/alyssa-beauclerc-b415b7197)

VISUAL BRANDING

LOGO DESIGNS

YEAR 2022 - 2025

During my experience as a Visual Designer, I have created a range of logos for businesses, individuals and university projects



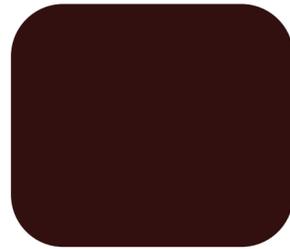
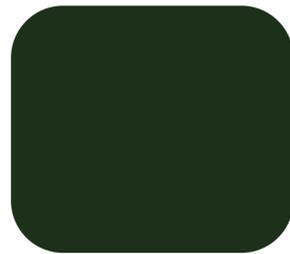
YOKŌ

YEAR 2025 **INDUSTRY** Café

Yokō is a Japanese inspired Matcha café, a calm place for busy people to enjoy a moment of stillness.

A fictional project created as part of @designbriefs weekly design challenges





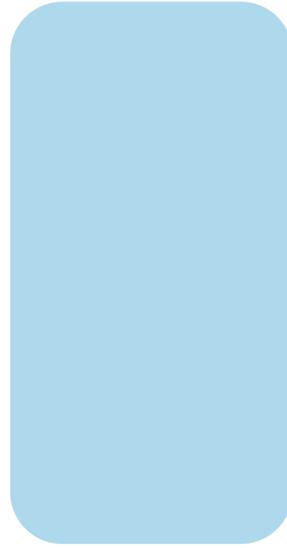
LOCKYER VALLEY

YEAR 2023 **INDUSTRY** Regional Council

The Lockyer Valley is the region that grows 40% of the vegetables eaten in Brisbane. The council for this region asked for a rebrand that represented the land and people within it.

A fictional project created as part of my Bachelor of Digital Design





EDITORIAL DESIGN

TRAFFIC BOOKLET

YEAR 2023

PAGES 28

Traffic is an event for creative writers, with speakers integral to the industry attending. The event runners asked for a booklet showcasing the all details an attendee may need. All the images were created by editing and combining public domain works.

A fictional project created as part of my Bachelor of Digital Design



Special Events

Creatives of the Future

31 August | 6pm-9pm
(Free — Bookings essential)
 TYF is unveiling the 2023 festival program to help prepare you for a month of discovery.
 Auslan interpreted | Wheelchair access

Launch Party

2 September | 6pm-til late
(Free — Bookings essential)
 The future is NOW. Let's begin a month of creativity, learning, and sharing with an extraordinary evening of storytelling.
 Auslan interpreted | Wheelchair access

Late Night Literature

4, 13, 16, 18 & 26 Sept | 4-5pm
 Reconnect with the writing community in person with an event all about friendship!

Luncheon Lectures

Tuesdays and Thursdays during the festival | 12-1pm
 Short talks on a variety of topics, drop in and be quickly astounded. Keep an eye out for speaker notices.



Rules for Writing

1 Sept | 11am-1pm
 Kicking off the Conference, our festival ambassadors share their rules for writing.
 Auslan interpreted | Wheelchair accessible

Sound & Story

Every Friday during the festival | 6-9pm
 Celebrate Fridays of the festival with musical and poetic partnerships. Keep an eye out for weekly performer notices.

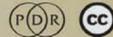


Public Domain Online Shop

Explore our Fine Art Prints, T-Shirts & Mugs, Postcard Packs and PDR Press Books.

Become a Friend of the PDR for 10% OFF OR use code: **TRAFFIC10** (must show festival registration)

www.publicdomainreview.org/shop



SPEAKERS

Adam Green

Appearing in: **Final Future** | **Rules for Writing** | **Short Stories**
 Adam Green, Editor-in-Chief of PDR presents Cats and Captions before the age of the internet. Before LOLCat, Grumpy Cat, Longcat, Nyan Cat, before all the famed kitties of the internet age, there were the felines featured in Kittens and Cats: A First Reader (1911).

Melissa N. Morris

Appearing in: **Design & Writing** | **Hot Off The (Small) Press**
 Melissa N. Morris is an Assistant Professor of History at the University of Wyoming. She has a PhD in History from Columbia University, where she wrote a dissertation on how plants mediated relationships between Europeans and Indigenous peoples in the seventeenth century Americas.

Jessica Boyall

Appearing in: **Customs & Culture** | **Editing for Writers**
 Jessica Boyall is an independent researcher and writer. She is currently a PhD candidate in the Department of Media Arts at Royal Holloway, University of London, where she specialises in film and television history and a researcher at the Victoria and Albert Museum. She has worked on a number of curatorial projects at the V&A, edited catalogue for the Design Museum in London, and written on art and literature for various publications including ARTUK and The Guardian.

Sam Dolbear

Appearing in: **Geometry & Diagrams** | **How to Interview**
 Sam Dolbear received his PhD on Walter Benjamin from Birkbeck, University of London and has since held a number of research positions at the Institute of Modern Language Research at London's School of Advanced Study and at the Institute of Cultural Inquiry in Berlin. He has two books forthcoming, one on the radio producer and composer Ernst Schoen (with Goldsmith Press) and one on the palmet and zoologist Charlotte Wolff (with Ma Bibliothèque). He has published and taught widely, including in the study abroad programmes of UC Berkeley and Stedmore College in London.



Patricia Mainardi

Appearing in: **Whimsy & Wonder** | **Short Stories** | **Hot Off the (Small) Press**
 Patricia Mainardi is Professor Emerita in the Doctoral Program in Art History at the City University of New York. She has published numerous books, articles and exhibition catalogue on nineteenth-century art, including Another World: Nineteenth-Century Illustrated Print Culture (Yale University Press, 2017).

Jon Crabb

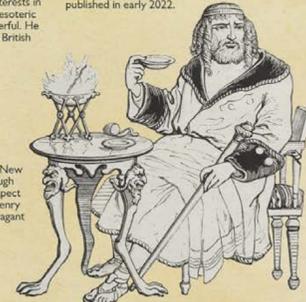
Appearing in: **Myth & Legend** | **Coven** | **Hot Off The (Small) Press**
 Jon Crabb is a writer and editor with interests in the fin-de-siècle, forgotten culture, the esoteric, and anything generally weird and wonderful. He lives in London and works as Editor for British Library Publishing.

Kevin Dann

Appearing in: **Geometry & Diagrams** | **Stories** | **Editing for Writers**
 Kevin Dann's books include Enchanted New York: A Journey Along Broadway Through Manhattan's Magical Past (2020) and Expect Great Things: The Life and Search of Henry David Thoreau (2017). He leads extravagant bike tours in New York City.

Kenneth Gross

Appearing in: **Whimsy & Wonder** | **Sound & Story** | **Editing for Writers**
 Kenneth Gross teaches English at the University of Rochester, and lives in both Rochester and Brooklyn, NY. "Of Puppet and Angel" is taken from the closing chapter of Puppet: An Essay on Uncanny Life (2011), which won the 2012 George Jean Nathan Award for Dramatic Criticism. Gross's other books include Spenserian Poetics: Idolatry, Iconoclasm, and Magic (1985); The Dream of the Moving Statue (1992); and Shylock is Shakespeare (2006). He is the editor of On Dolls (2018), an anthology of writings on puppets, dolls, and automata, and of The Substance of Shadow: A Darkening Trope in Poetic History (2016), a series of lectures by John Hollander. His most recent book, Dangerous Children: On Seven Novels and a Story, will be published in early 2022.



Writing Country

16 Sept | 5-8pm
 First Nations writers come together to talk about writing country.
 Auslan interpreted | Wheelchair access

Zine Scene & Fair

17 Sept | Fair | 2-6pm | **Speakers** | 4-5pm
 In this hybrid workshop/fair you will learn about how different types of accessibility can be incorporated into the zine making process. And check out some amazing zines! (To register for a zine stall contact: events@www.trafficreview.online)

Coven

23 Sept | 5-8pm
 How does magic infuse itself into the written word and into the lives of writers? Hear stories from a line-up of artists weaving their practices of writing and magic together.

Closing Party

30 September | 6pm-til late
(Free — Bookings essential)
 Final Future: Interactive. Farewell the festival for another year with a night of interactive readings.
 Auslan interpreted | Wheelchair access



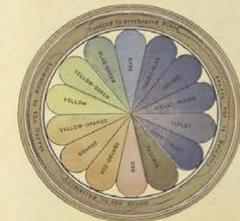
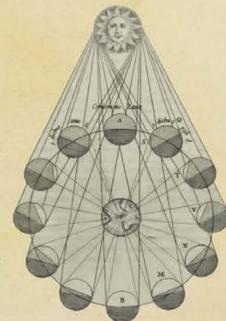
Geometry & Diagrams

7 Sept | 4-9pm

Kevin Dann discusses, *A Theory of Pure Design: Harmony, Balance, Rhythm* (1907), a book detailing the science behind harmony, balance, and rhythm in art. The author, Denman Waldo Ross (1853-1935), was an American painter, art collector, and professor of art at Harvard University.

How does one visualize history and chart time? Is it a line, moving forever outward in one direction? Hunter Duker extrapolates on the Polish educator Antoni Jazwinski, diagrams of history best represented by an abstract grid.

"If we wish to outline an architecture which conforms to the structure of our soul [...], it would have to be conceived in the image of the Labyrinth." — Friedrich Nietzsche, *Dawn* (1881). Sam Dolbear discusses *Mazes and Labyrinths*, a vast and richly illustrated encyclopedic portrait of these mysterious phenomena across time and space.



They say, the devils' in the details. Join writers, theologians, and scientists to look at what shapes our lives.

Final Future

30 Sept | 3-6pm

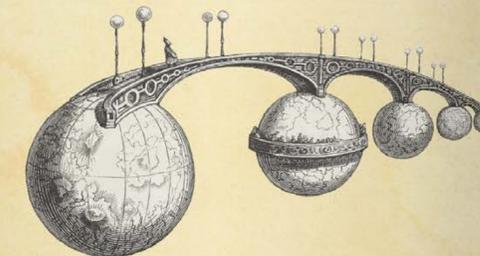
Adam Green presents *Cats and Captions* before the age of the internet. Before LOLCat, Grumpy Cat, Longcat, Nyan Cat, before all the famed kitties of the internet age was *Kittens and Cats: A First Reader* (1911).



"Every new medium is a machine for the production of ghosts." Julian Cheirian discusses John Durham Peters in his brilliant and strange 1999 history of communication (and its failures). Speaking to the Air.

At the time of the 2016 US presidential election, stationery shops did a brisk trade in entirely blank books, with covers bearing such titles as *The Wit and Wisdom of Donald Trump*, comprising of 200 blank pages. One of the finest examples of the genre is a tiny publication from circa 1917, *Why Women Should Not Vote*. Melissa McCarthy discusses, the future of writing.

The past and the future intertwined. A closing discussion with a difference.



Whimsy & Wonder

24 Sept | 11am-3pm

Patricia Mainardi explores the unique work of 19th-century illustrator French artist J. Grandville now recognised as a major precursor and inspiration to the Surrealist movement.

Kenneth Gross compares the enchanted objects to angelic figures, in Klee's artworks and the poetry of Rainer Maria Rilke, helping us dance as well as wrestle with their visions of innocence.

Dogs who shop, bury frogs, and take 800-mile solo round trips by rail – writer and broadcaster Frank Key gives a brief tour of the strange and delightful *Dog Stories* from *The Spectator*.

All around us are amazing spectacles to entertain and inspire. Let's see what the past can also offer.



2025 DIARIES

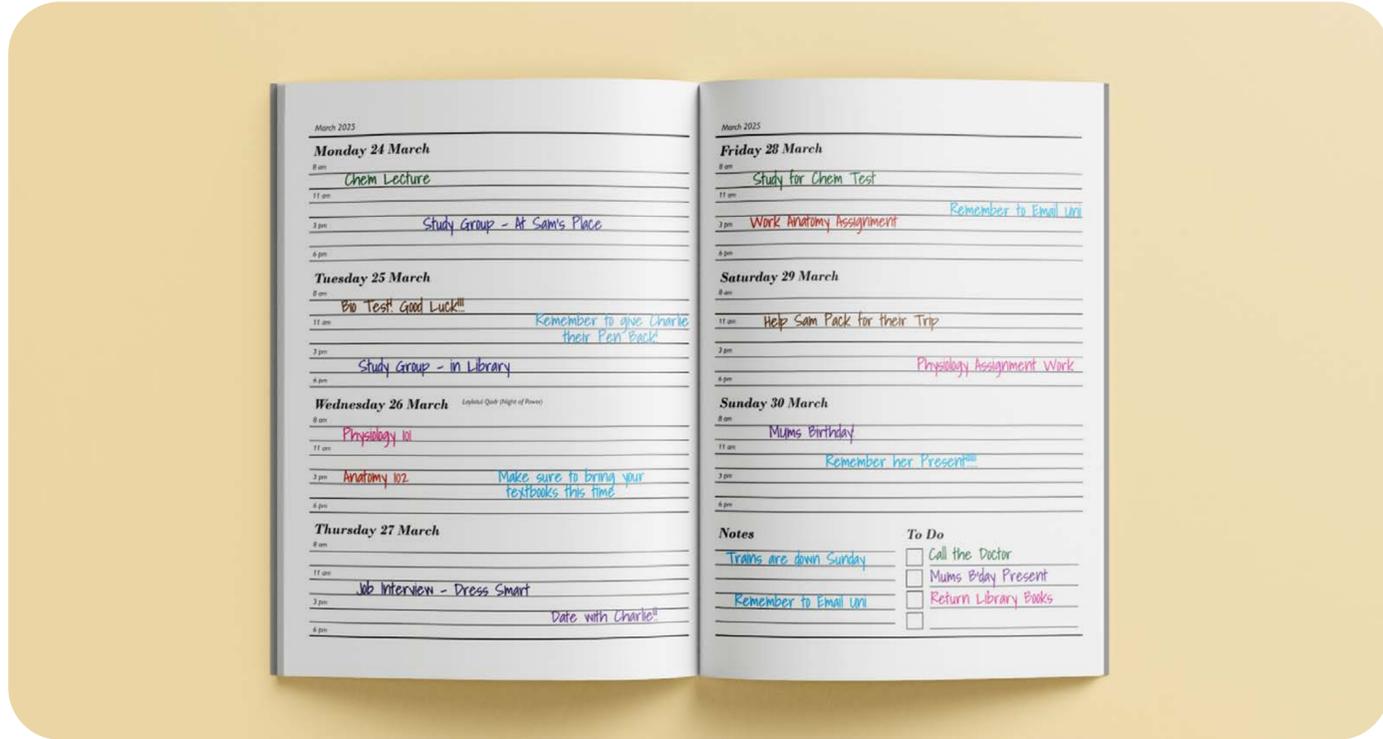
YEAR 2024

PAGES 136

A series of weekly Diaries that are currently available for purchase. The covers were inspired by psychedelic era posters, with colours picked from different pride flags.

A personal project currently available on Amazon





MOTION DESIGN

FONTS OF JAPAN

YEAR 2024 **TIME** 20 sec

The amount of fonts used in Japan is limited due to how many characters are in the Japanese language. This video talks about 2 of the more popular fonts currently in use.

A project created as part of my Bachelor of Digital Design



<https://youtu.be/OPzkGmgzqgU>

PLASTIC IS EVERYWHERE

YEAR 2024 **TIME** 1.15 min

Plastic has become a big part of everyday life, but it doesn't decompose like other packaging materials. This motion graphic aims to educate people on the failures of plastic and what can be done in the future.

A project created as part of my Bachelor of Digital Design

<https://youtu.be/mZbbn-5b0nU>



GET IN TOUCH

albea Clerc@gmail.com