
Nikayla G Sudyatmiko

Portfolio

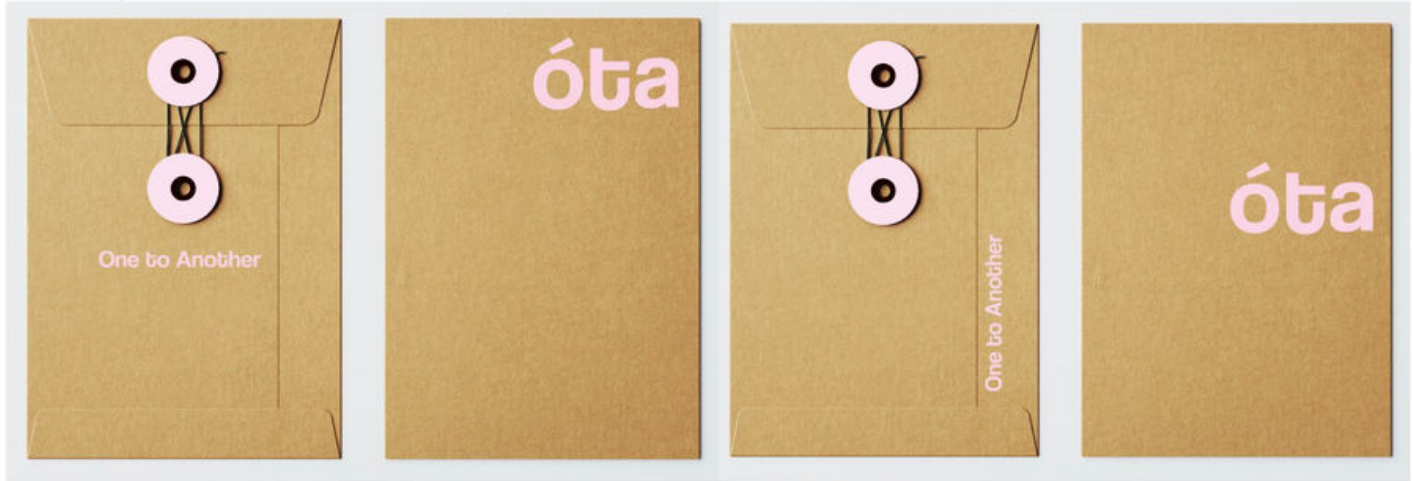
Ota



Pop up Tickets



Tags



Envelope

Zine



Pop up poster



A branding project for people with shopping addictions. This project I created the visuals for the pop ups such as poster, the zine, and also the tickets for the pop up and the tags

DANZ



ROOME tissue paper

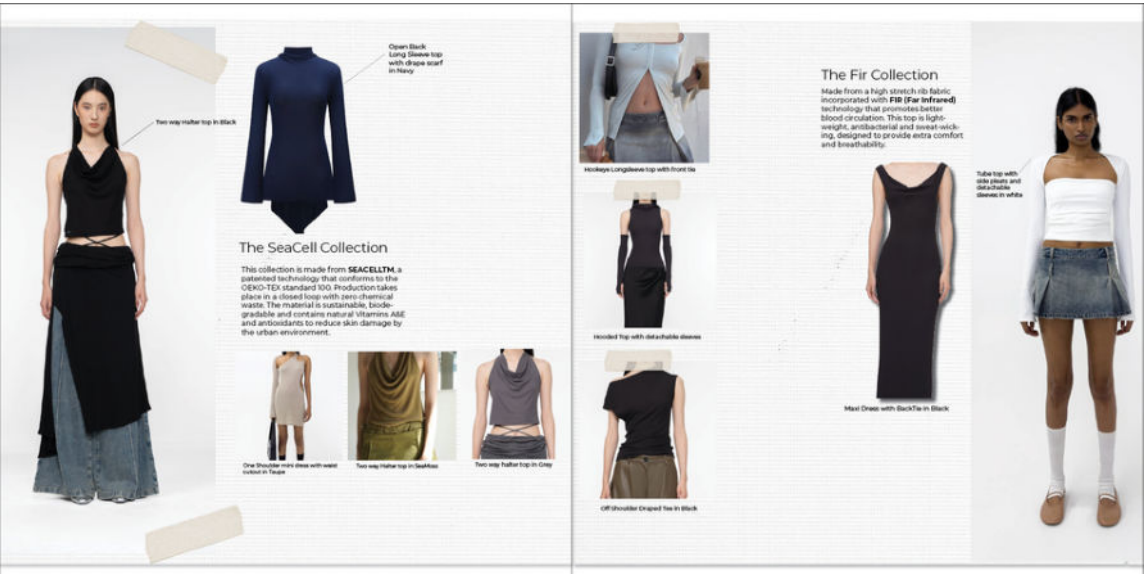
Medium: Adobe Indesign & Photoshop

I’ve created a brand identity for a store called ROOME which is under DANZ for the brands they bring to New York. I’ve also participate in making theri signature tissue paper

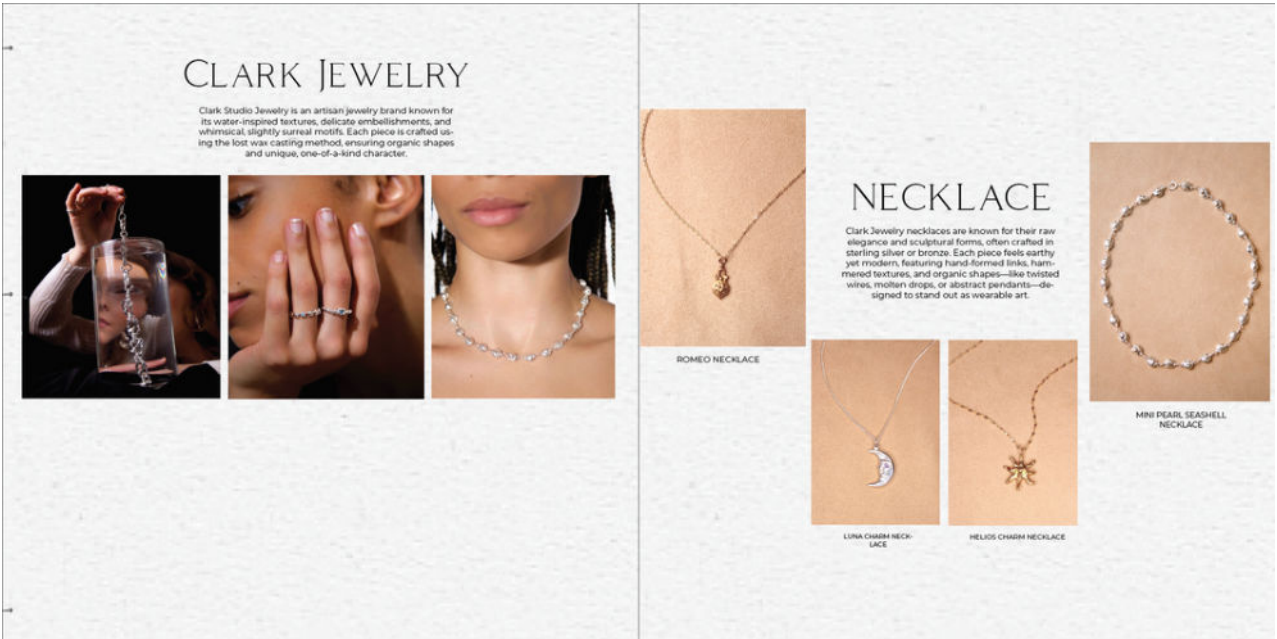
Catalogue Spreads Uniform Person



Catalogue Spreads DANZ



Catalogue Spreads CLARK Jewelry



Catalogue Spreads PROD



Kita tidak diam: Suara dari reformasi

**“Stabilitas
lebih
penting
dari
kebebasan**

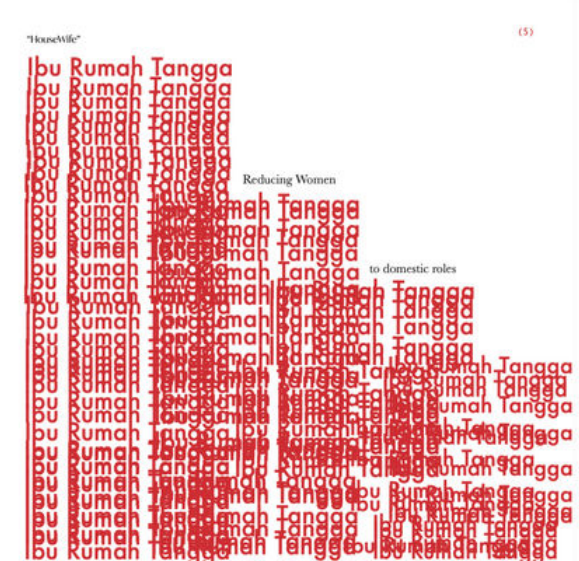
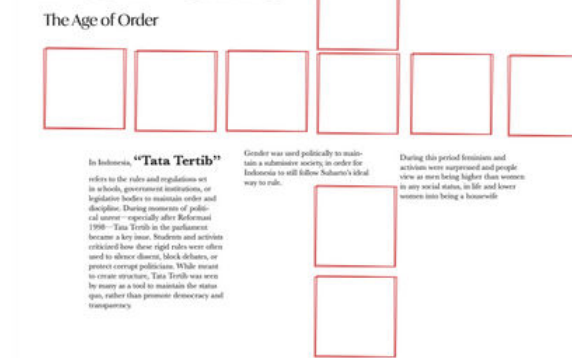


JARA EREMPUAN

"Suara Mereka Dihapus dari Sejarah"



Tata Tertib



Tragedi dan Rasialisme

“Kami Warga Negara juga.



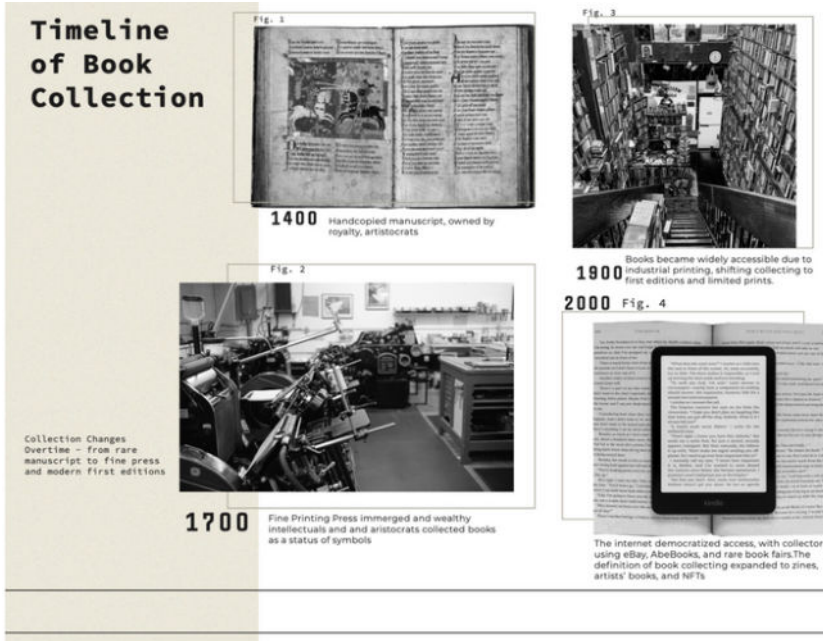
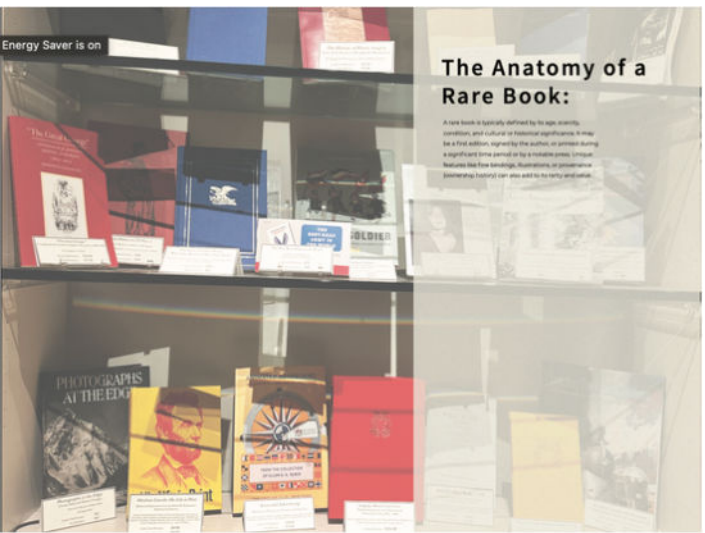
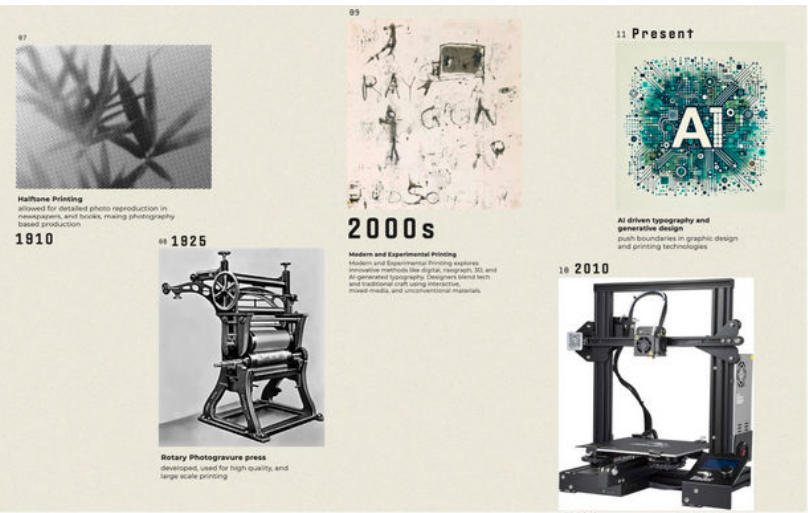
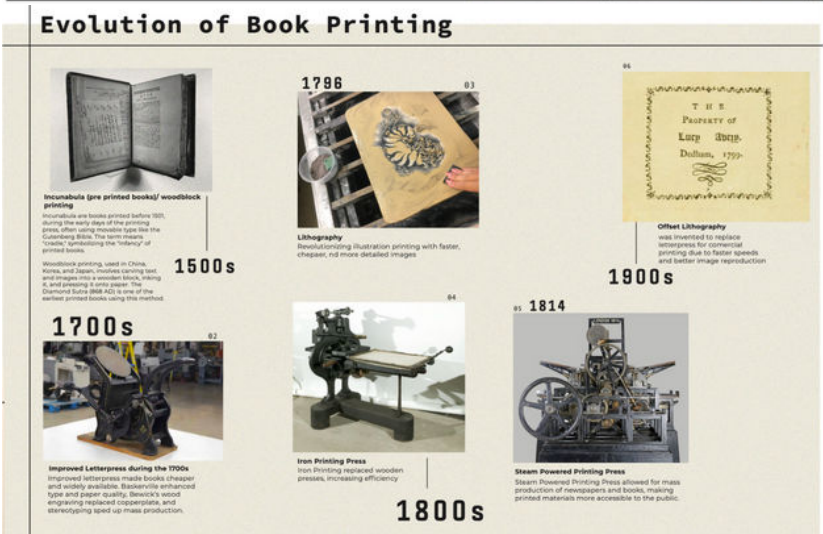
Medium: Adobe Indesign

Size: 9 x 12

I created my own typeface and implemented it on an album cover that was redesign to be type heavy by me

Mengapa dibakar?"

Collection from Past to present

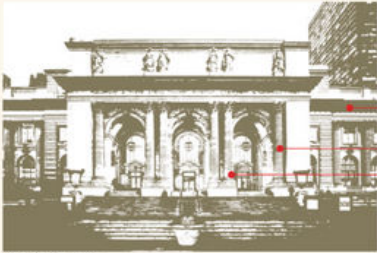


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Architecture of the NYPL



Large scale buildings with strong visual impacts



New York Public Library



Balance composition with strong emphasis on geometric precision



Grand Palais, Paris



Known for its grandiosity, symmetry, and elaborate ornamentation



Large imposing structures designed to make a dramatic impact



Ornamental and sculptural details

Design follow a strict symmetry, with evenly spaced columns, decorative elements, and grand staircase

Columns and Pilasters

Beaux-Arts is an artistic and architectural movement that flourished between the late 19th and early 20th centuries. Originating from the École des Beaux-Arts (School of Fine Arts) in Paris, this style merged classical traditions with grandiose ornamentation, influencing public buildings, urban planning, and fine arts. With its emphasis on symmetry, grandeur, and intricate detailing, Beaux-Arts became a defining aesthetic of the Gilded Age, particularly in France and the United States. By the mid 20th century, modernist architecture, with its focus on function and simplicity, replaced Beaux-Arts' decorative approach. However, Beaux-Arts influence remains influential in contemporary neoclassical and grand public designs.

architect of the Gilded Age, particularly in France and the United States. By the mid 20th century, modernist architecture, with its focus on function and simplicity, replaced Beaux-Arts' decorative approach. However, Beaux-Arts influence remains influential in contemporary neoclassical and grand public designs.



Provides a sense of grandeur and frame the interior space beyond



The Lion represent "Patience" and "Fortitude"



Design often appears formal and dramatic



Six massive corinthians column, which support and ornate entablature



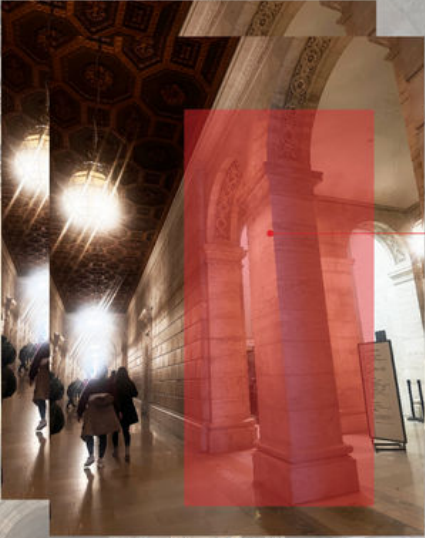
wood carved details with oak wood paneling



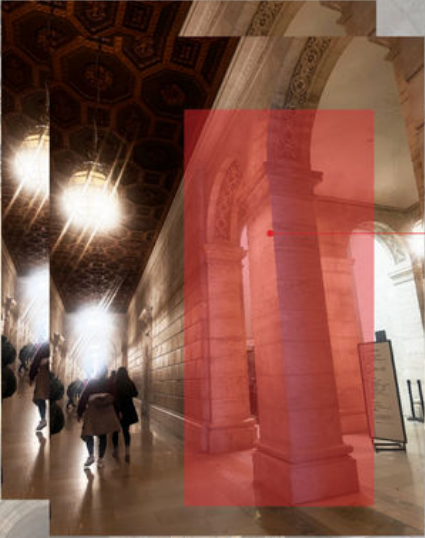
Use of luxurious materials such as marble, gold leaf, and finely detailed woodwork

The Reason they use Beaux Art

The New York Public Library (NYPL) was built in the Beaux-Arts architectural style because it reflected the grandeur, order, and cultural aspirations of the early 20th century. Emerging from the École des Beaux-Arts in France, this style was favored for major public institutions as it symbolized civic pride and intellectual achievement. The NYPL's main branch, now the Stephen A. Schwarzman Building, sculptural details convey a sense of permanence and enlightenment, aligning with the library's mission as a center of knowledge. The style's emphasis on monumental design and classical influences made it ideal for a library meant to serve as a temple of learning, inspiring visitors with both its architectural beauty and its vast collection of books and manuscripts.



symmetry contributing to a sense of order, structure, and harmony



conveys a sense of awe and permanence

Astor Hall

reinforcing its role as a temple of knowledge and culture

The grand entrance of the New York Public Library's Stephen A. Schwarzman Building, is a stunning example of Beaux-Arts architecture. Constructed primarily of white marble, the hall is characterized by its soaring vaulted ceilings, massive arches, and classical detailing, creating a sense of grandeur and timelessness. The space is illuminated by natural light filtering through large arched windows, which enhances the luminous quality of the marble and adds to the ethereal atmosphere. The grandiosity of Astor Hall sets the tone for the library as a place of intellectual prestige, evoking the atmosphere of historic. The hall also served as a threshold between the bustling city and the quiet contemplative space within. The way natural light filters through the arched windows and interacts with the stone creates a warm, almost ethereal glow, softening the imposing scale of the space and inviting visitors to explore further.



The Main Reading Room



Murals creates a sense of openness and airiness, making the already massive space feels more expansive and uplifting

Main Reading Room, with its soaring ceilings, chandeliers, and intricate moldings, fosters an inspiring and contemplative environment. The Beaux-Arts aesthetic aligns with NYPL's mission by making knowledge feel both elevated and democratic, welcoming the public into a space that is both awe-inspiring and functional. This architectural language not only enhances the library's historical and cultural significance but also reinforces the idea that learning is a noble and communal pursuit.

The reading room is illuminated by massive arched windows on both sides, allowing natural light to pour in during the day, reinforcing an atmosphere of clarity and focus. At night, the room is bathed in the warm glow of grand chandeliers, which add to the historic elegance of the space. The rich oak tables, each equipped with classic brass reading lamps, create a warm contrast to the surrounding marble, making the room both majestic and inviting.



Medium: Adobe Illustrator
Size: 11in x 17in
I created my own typeface and implemented it on an album cover that was redesign to be type heavy by me

Gotcha and Gamble

This consumer mindset is exactly what toy manufacturing companies are exploiting. Although Sonny Angels appear to be geared towards children, Dreams Co. Inc., the Japanese toy manufacturing company behind Sonny Angels and its sister line Smikis, recently revealed that the target audience for Sonny Angels is actually women in their

early to mid 20s

This age group is a gray area of people who have just hit the age to start making their own financial decisions, but often lack the proper education and experience to make wise decisions, according to the National Endowment of Financial Education, which is what toy companies are capitalizing on. Of course, just purchasing a few Sonny Angels out of curiosity can be harmless, at first. Each Sonny Angel

is marketed as a part of the collection, differentiated by unique accessories or clothing. These small variations generate thousands of dollars in profit and constant attention to the trend, trapping consumers. Soon, one doll becomes two, then ten, then before you know it, you have an entire shelf display of these dolls in your bedroom. Sonny Angels are not the first line of collectible toys catered towards young women. It's been working for generations now. The Beanie Babies teddy bear line launched in 1995 sparked a craze among younger women with rare collectors listed at over \$2,000. Since then, collectible series such as Funko Pops (2009), Shopkins (2014), and Hatchimals (2016) have continuously generated immense revenue for the toy manufacturing industry.

A Phenomenon of an Acceptable Gambling Addiction?

So, what's the deal with these blind boxes? You're not alone. If you're a fan of the "gotcha" game, you know how addictive it is. It's just fun to have them to complete your collection. You're not alone. If you're a fan of the "gotcha" game, you know how addictive it is. It's just fun to have them to complete your collection. You're not alone. If you're a fan of the "gotcha" game, you know how addictive it is. It's just fun to have them to complete your collection.



Think about it. These blind boxes are packed with the allure of a gamble. It's just fun to have them to complete your collection. You're not alone. If you're a fan of the "gotcha" game, you know how addictive it is. It's just fun to have them to complete your collection.



So, yeah, maybe there's a little bit of gambling in a little bit of gotcha. It's not just about the thrill of the hunt, it's about the thrill of the hunt. It's not just about the thrill of the hunt, it's about the thrill of the hunt.



This piece discusses the parallels between purchasing Sonny Angel figurines and gambling, highlighting how the element of chance in acquiring specific figures can lead to compulsive buying habits.

You may have seen it on social media: a tiny, naked angel baby with some type of hat on his head. The hat ranges from different colors and shapes, with designs detailing animals to plants. These Sonny Angel figurines come in ten different sets (not including the limited edition ones), ranging from five to twelve Sonny Angels wearing different hats per set. Their

Social Media influence

They are commonly sold in individual blind-box packaging, meaning you will be able to choose from what collection you want but not the specific figurine. For example, you can buy a Sonny Angel Set wanting to get the Lion Sonny Angel, but you might end up getting the Peacock one. Sonny Angels aren't the only figurine sets to

have. In Japan, these "chance gambles" are commonly known as gacha. The name originates from gashapon, or vending machines that dispense a random toy capsule. Gacha is not only a little reserved for these physical mystery items but also for video games such as Genshin Impact.

The thrill is in the randomness. You might get your desired item on the first try, or it might take a few more tries. That rush of excitement, that

"yes!" moment when you get what you want, is absolutely addictive – like winning a mini-lottery. And a huge part of the appeal is the collecting aspect.

Think of Pop Mart, for example. They release series of adorable collectibles, maybe six regular ones and one super-rare "secret" figure. The fun isn't just getting something – it's trying to complete the whole set. It's the joy of the hunt, the satisfaction of finally getting that last piece, and the bragging rights that come with owning the entire collection. It's like a treasure hunt for adorable little figures.

BLIND BOXES: THE NEW CRAZE

Ever heard about the blind box craze? You're not alone. If you're a fan of the "gotcha" game, you know how addictive it is. It's just fun to have them to complete your collection. You're not alone. If you're a fan of the "gotcha" game, you know how addictive it is. It's just fun to have them to complete your collection.



It's not just about the thrill of the hunt, it's about the thrill of the hunt. It's not just about the thrill of the hunt, it's about the thrill of the hunt.



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Image

Ever heard about the blind box craze? Who am I kidding?

It's a fun, slightly addictive phenomenon where you buy a mystery package, its contents a total surprise hence the "blind" part! Imagine unwrapping a little box, not knowing if you've scored the rare, limited-edition figure or just another common character. Some blind boxes are a complete gamble, a true mystery until you tear them open – like a mini Christmas morning! More

commonly these days, however, you get a sneak peek at the possibilities: a set collection of adorable figurines, trendy accessories, or quirky collectibles. Younger social media users especially are easily tempted as they see others buying this product on social media, especially by celebrities or influencers who are often paid to promote these products.

"I hope I pull the rare one!"

Type Heavy

A Sense of Eccentricity

Figures, for certain blind box collections such as the Lulubu or Sonny Angels, their eccentricity is part of why they're so popular. Who would've thought to collect figures of uncoordinated, awkward, or mythical Nordic characters? But that's the magic, isn't it? The unique, the things that make us tick, our heads and go, "huh?" Especially in today's world of rampant social media, where these

quirky creatures are often romanticized and amplified, the allure becomes even stronger. Seeing these little collectibles posed in hilarious situations or showcased in aesthetically pleasing displays can definitely give a collector a sense of "I need that!" It's even the most sensible among us.



Blind Boxes: For Adults or Children?

Now, when you think of toys, your mind probably jumps straight to kids, right? Little ones appealing to their parents for the latest action figure or doll. And while that's certainly a big part of the toy market, it's not the whole story. Some, some lucky kids can shower them with every kind of toy, plushie, or trading card their heart desires. But let's be real, that's

not the reality for most. So, who else is out there looking up these handsome, bewitching, and treasure? Enter the young adults, the millennials, the Gen Zers, the ones that's certainly a big part of the toy market. It's not the whole story. Some, some lucky kids can shower them with every kind of toy, plushie, or trading card their heart desires. But let's be real, that's

Type and Image

Medium: Adobe Indesign

I created a magazine about three different articles about how blind boxes equals to gambling. These articles are incorporated in three different way one of them is type heavy, Type and Image, and then Image heavy based

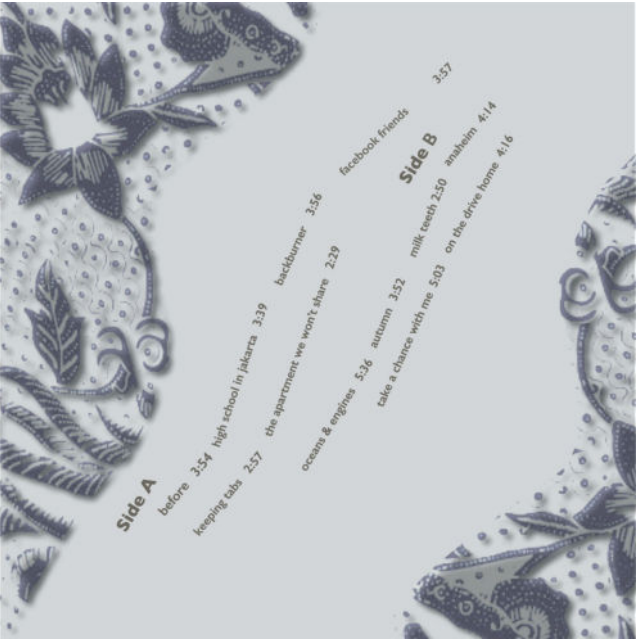
Niki Album Cover



Mockup Album



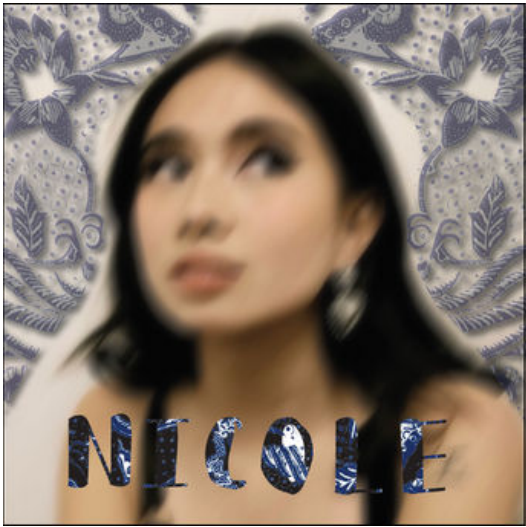
Front Cover



Back Cover



Original Album



1st draft



2nd draft



Nocturnal Typeface

Medium: Adobe Photoshop & Illustrator
Size: 7in x 10in
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Rupa Nusantara

Rhythm



Symbols



Type



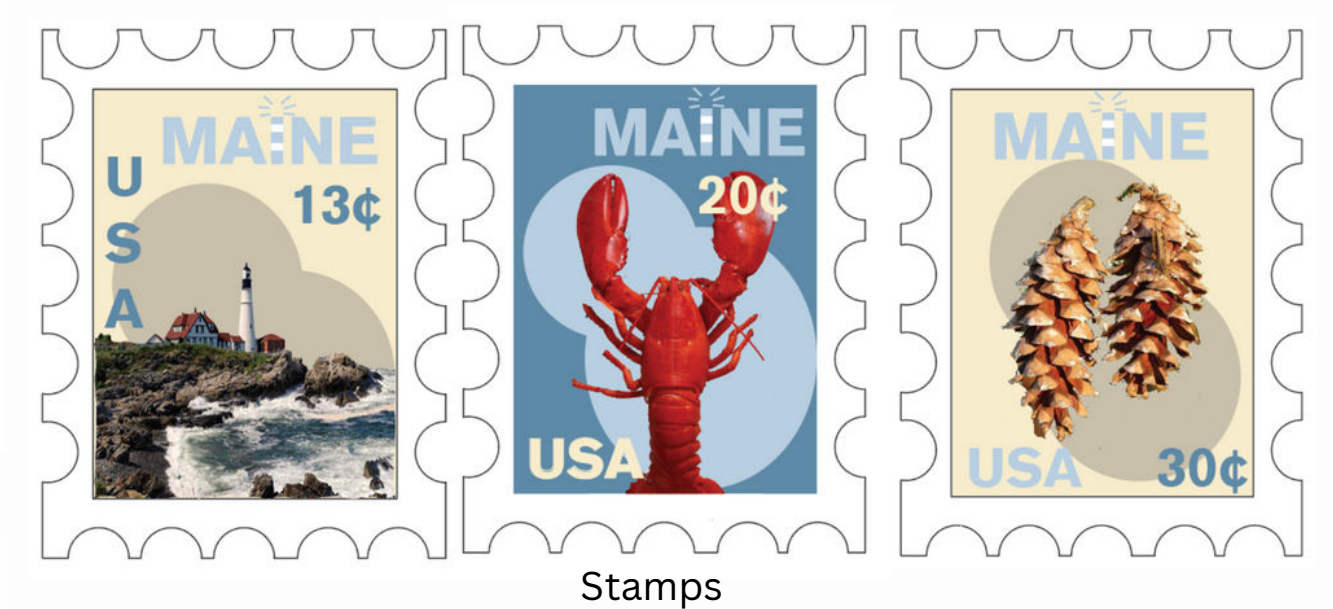
Medium: Adobe photoshop & Illustrator
Size: 24 x 36 in

A 3 sets poster event about bringing Indonesian culture to people in the states. There are 3 prompts from this set which were rhythm, manipulation of symbols, and type. The first one which is my rhythm was solely based on the hand gestures and the objects people used to make batik, wayang, and dancing. The second set which is the type set was inspired by the signage post of the warung in Indonesia, and the last set which are the mask is inspired by the a class assignment on making mask and I got inspired by it

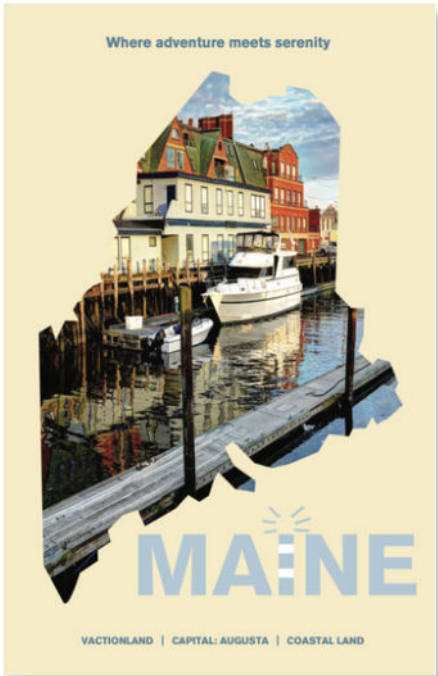
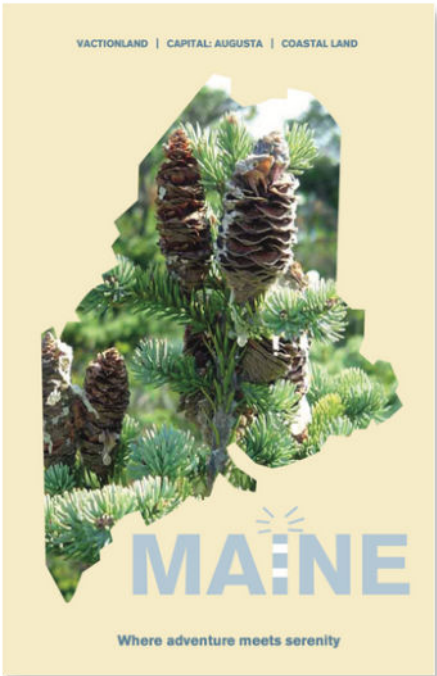
MAINE



Logo



Stamps



Posters

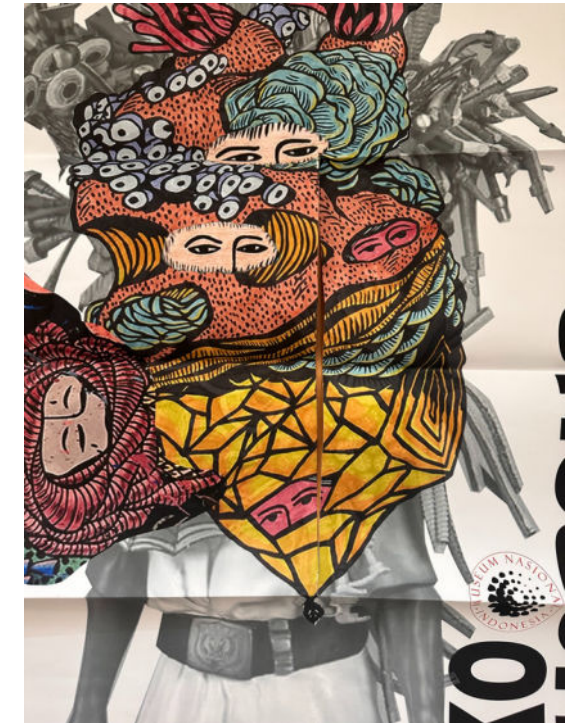


Waterbottle

Medium: Adobe Photoshop and Illustrator
A branding project for the state of MAINE and how to attract people to come and see the view of it. I've created the logos, water bottles, poster, and also the stamp post card to help give MAINE a more visual identity to people.

Event poster

The Prompt for this is to create an event related to air, I went a bit out of topic but somewhat still have something similar to air.



Medium: Photoshop

Size: 24 x 36 in

A poster event about Eko Nugroho exhibition in the Museum National Indonesia. The poster contains different kinds of his artwork into one collage and playing with the transparency mode and also the color of it to make it aesthetically pleasing towards the eye of the people.

zine



Medium: Adobe Indesign
Size: 24 x 36 in

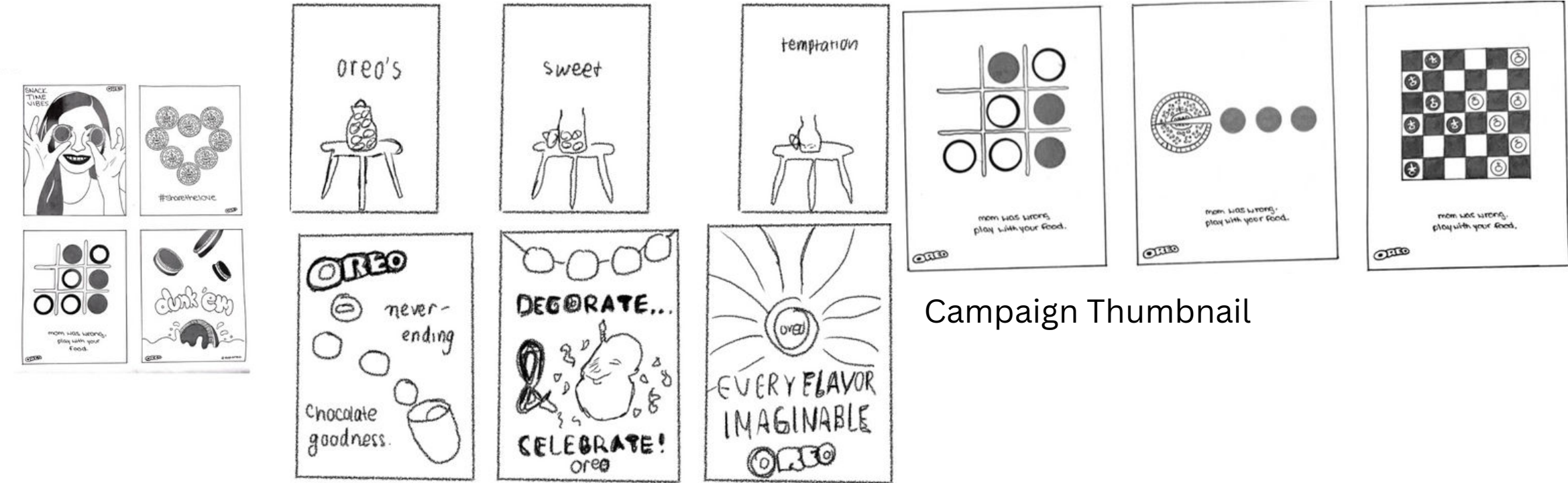
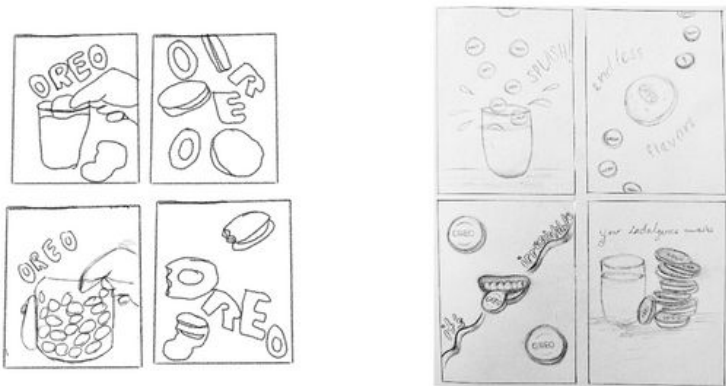
After the poster we made a zine and this zine is about the event of the poster I made a brief explanation about air being related to art and about the artist background and also the artist inspiration on his artworks. I implemented Indonesia's culutre in the zine because of the artist and it's theme of the overall artwork

Oreo Ad Campaign

Process

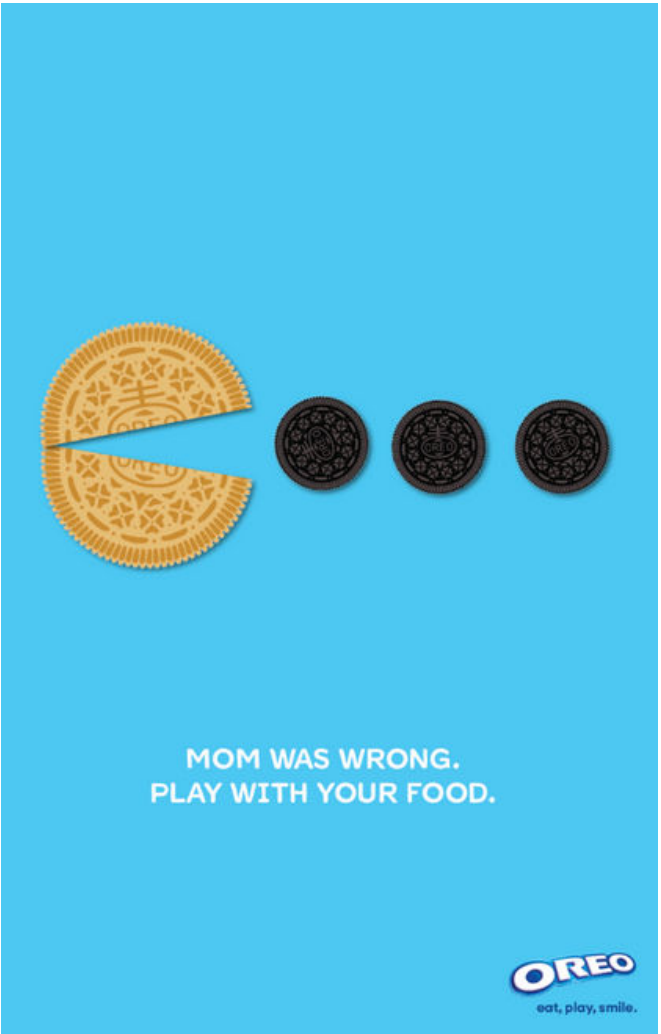
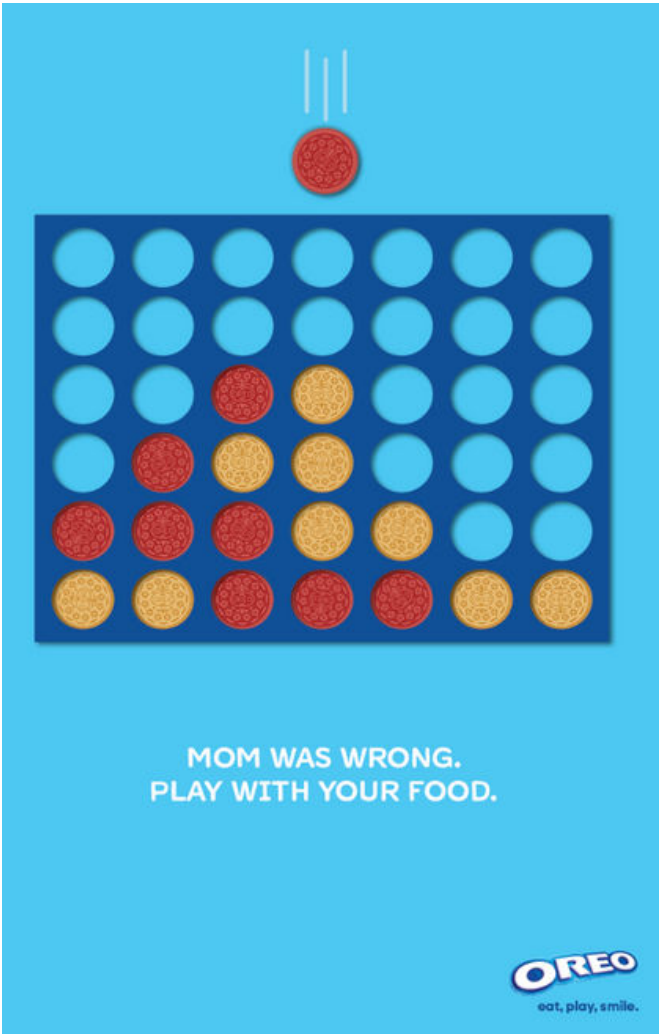
Concept Thumbnail

A



Ideas Development (Sketches)

Final Result



Medium: Adobe illustrator

Size: 11 x 17 in

An oreo ad campaign to promote the brand of oreos and how fun and delicious it could be for someone to eat oreo.