

Portfolio

GETTING IT DONE



**YOUNG
AND
UNJADED**

WITH SPECIAL EXPERTISE IN PACKAGING
AND EDITORIAL DESIGN



PERSONAL

NAME Hedda Oetting
08.09.1987 born in Minden, Germany
RESIDENCE 30 Horeb Road
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EDUCATION

01.12.2013 - 31.10.2015 Junior Art Director at the Agency
»Melters Werbeagentur« in Dusseldorf, Germany
15.05.2013 - 15.11.2013 Internship at the Agency
»Fan Factory« in Dusseldorf, Germany
07.07.2012 Degree: Bachelor of Arts
01.03.2010 - 31.08.2010 Practical semester at the Agency
»G73« in Hanover, Germany
01.09.2008 - 07.07.2012 Studies in Visual Communication at the
University of Applied Sciences and Arts
in Hanover, Germany
01.10.2007 - 31.02.2008 Internship at the Agency
»Profil Design« in Minden, Germany
1998 - 2007 Grammar school in Petershagen, Germany
Graduation: A-levels

SKILLS

Photoshop
InDesign
Illustrator
Flash
Final Cut Pro
Premiere Pro
After Effects
Audition
Dreamweaver
Processing
Vectoraster
Microsoft Office
LANGUAGES German, English (business fluent)
DRIVING LICENCE Class B

CONTACT

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MÜLLER – BLINK
Müller is one of Germany's biggest pharmacy chains. I made a refresh for their instore brand »Blink«, applied to the whole product line, including but not limited to 240 detergents and other cleaning utensils. And, yes! Their slogan really is: »If it blinks, it's Blink.«



ARTIST
From layout to shelf.
Relaunch for a hair care
and styling brand.



BODY & SOUL
Shower creams, deo-
dorants and handsoaps
in different flavours.



SENSIDENT
»Captain America« is what
the client likes to call my
relaunch for the dental care
series SensiDent.
Nice to look at; a pain in the
ass for print production.



When branded products are launched, they are accompanied by huge campaigns to boost their popularity. In-store brands aren't. The customer makes his purchase decision in front of the shelf – eye to eye with the product. Customers in the retail industry are touch-and-feel buyers. They want to take the products in their hands before they come to their decisions. The packaging influences that decision directly. If the layout of a product's packaging works, it will soon show in the number of sales. That makes my designs measurable and pushes me to always achieve the best standards for each client, regardless of whether it's a **(re)launch or refresh**. For instance after the refresh of Müller's instore brand »Blink«, the product range achieved a 20 % increase in sales.

Unleash the pack! From market analysis over various layouts, including shelf simulations in order to judge their woof compared to the neighbours, to the finished packaging – I develop **big ideas for small products**.



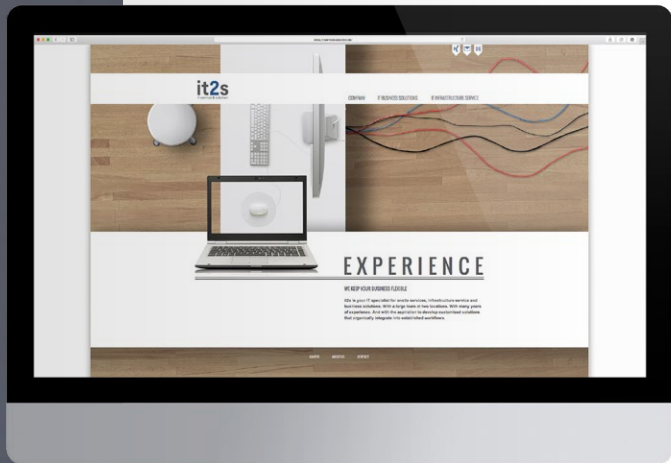
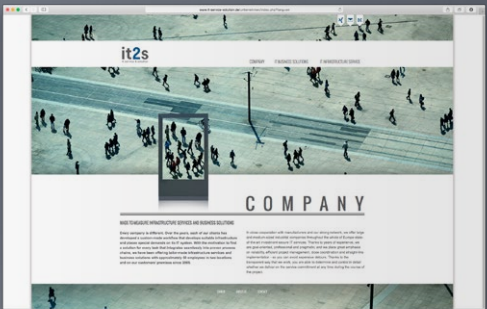
STUDIEREN DER
KUNST UND ARCHITEKTUR

IE SPUREN DER
TEN UND BISHIP
EINZIGEN
LTAUSSTELLUNG
V DEUTSCHLAND
SIND
UNÜBERSEHBAR.

EDITORIAL
DESIGN



Give me some text – no matter what – a number of pages, and you made my day. Editorial design has been **my first love** and reason why I started studying graphic design. These days, we're like an old married couple, geared to each other and still the perfect match.



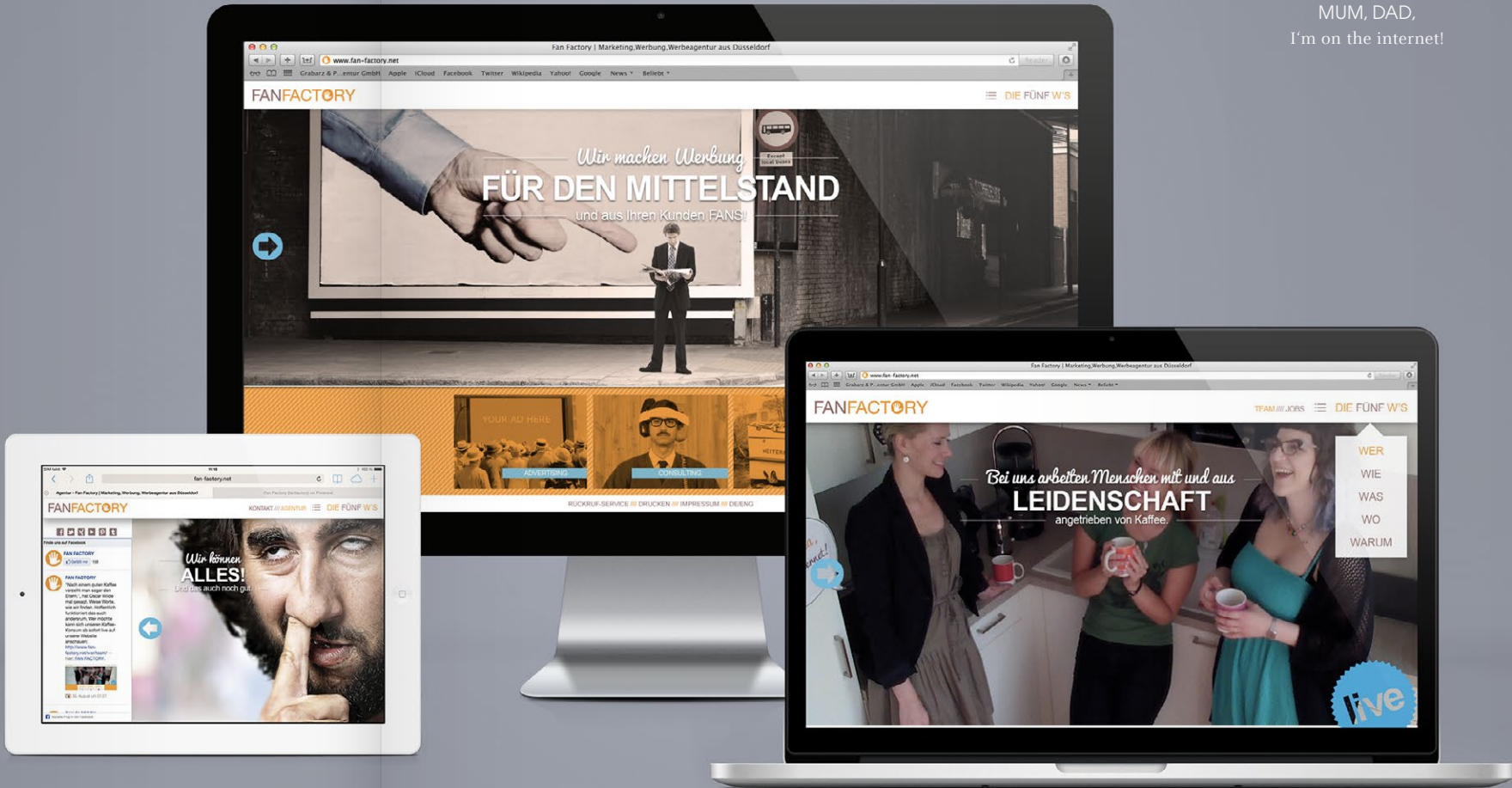
IT2S
A bird's-eye view on the IT specialist for onsite services, infrastructure services and business solutions.



IVECO
Microsite for the international company for light, medium and heavy commercial vehicles.

We can do everything! And we even do it the best.« On their website the creative agency **Fan Factory** presents itself in all modesty. I had the honorable and fun job to plan and design it in the beginning of my six month internship in Dusseldorf.

The **responsive website** is accompanied by a healthy pinch of humour and self-irony. If you want you can look at the team via webcam doing what it does best – drinking coffee. Oscar Wilde once said »After a good coffee one can forgive anybody, even one's relatives.« In that case we're safe. So long and thanks for all the coffee!



MUM, DAD,
I'm on the internet!



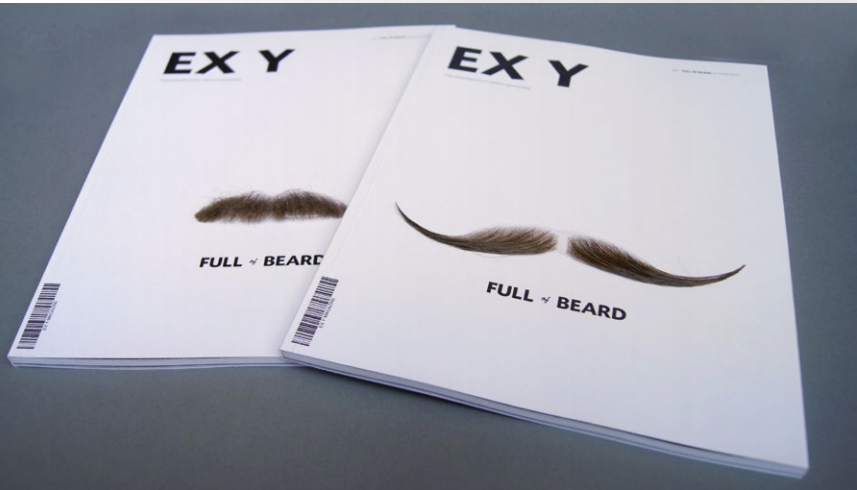
LIKE IT'S MADE FOR ME
Hand-crafted campaign for a shopping centre.



You know the drill: »We need a summer campaign with impact. Posters, a magazine, brochures, leaflets, mailings, web banners, ads, a microsite and a competition. Oh, one more thing, we need it printed by Monday.«

The day-to-day business has made me **bulletproof in crisis management**. No matter if it's a 3D map for a shopping centre or a billboard for an international truck and bus company. The love for the detail never gets lost in the shuffle.

IDEA
CONCEPTION
IMAGE EDITING
LAYOUT &
ILLUSTRATIONS



Since the year dot the beard had a significant importance to me. If a man wants to delight me, he has to wear a beard. Bearded men are nearly automatically attractive to me, no matter how they'd look without it. I even made my originally beardless boyfriend believe a full beard would probably suit him extraordinarily fine. Awfully discrete, of course.

I applied myself to study this peculiar love for male facial hair within my *bachelor thesis*, to try to find out what it is that makes the beard so fascinating to me.

Every man is blessed with the growth of beard, though little of them ever busy themselves with its history. That's why the beard appeared to be a good topic for a *monothematic men's magazine*. The chance to work on a project with the opposite sex as a target market also appealed to me.

Aside from that, the variety of different articles were meant to be informative as well as versatile and entertaining, not just for the bearded man.



sabukarucha

Subcultures in Japan

IDEA
CONCEPTION
ILLUSTRATIONS
LAYOUT &
TEXT

rokkabiri

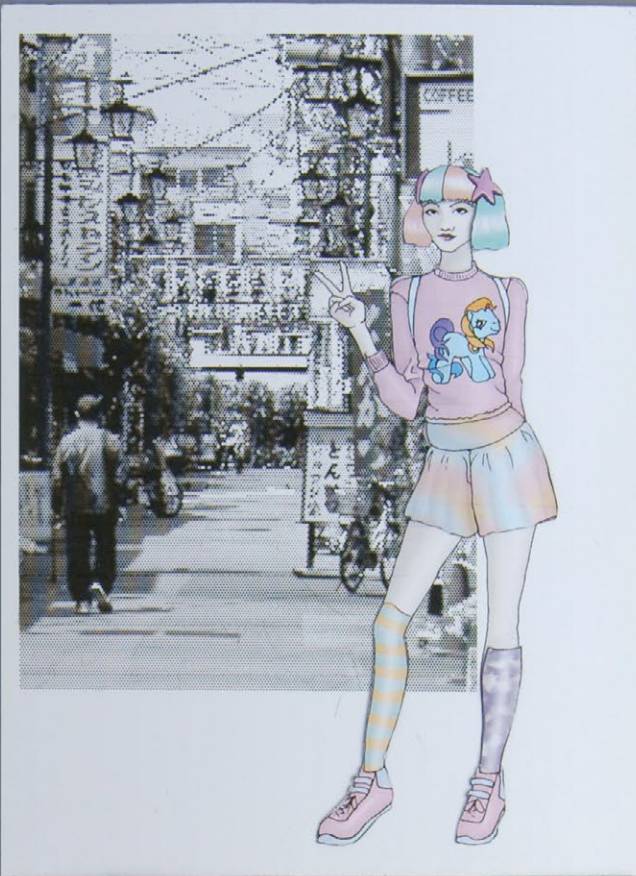
Rockabilly

Eine Subkultur hat mit ihrer unverkennbaren Kombination aus hoch laupierten Elvis-Haaren, Yakuza-Tattoos, Leder-Kleidung und dem Jive-Tanzen zu 50er Jahre Rock'n'Roll in Tokyo Kultsta-

tus erreicht. Die Rockabillys. Der übertriebene »Greaser-Look« mit einem Hauch rüpelhafter Attitüde ist eine Anlehnung an die amerikanische Rock'n'Roll-Bewegung Mitte der 50er.

Diese Rebellen sind Sonntags in Harajukus Yoyagi-Park zu finden, wo sie zu Musik vergangener Jahre aus Ghettablastern tanzen, als hätte Elvis nie das Gebäude verlassen.





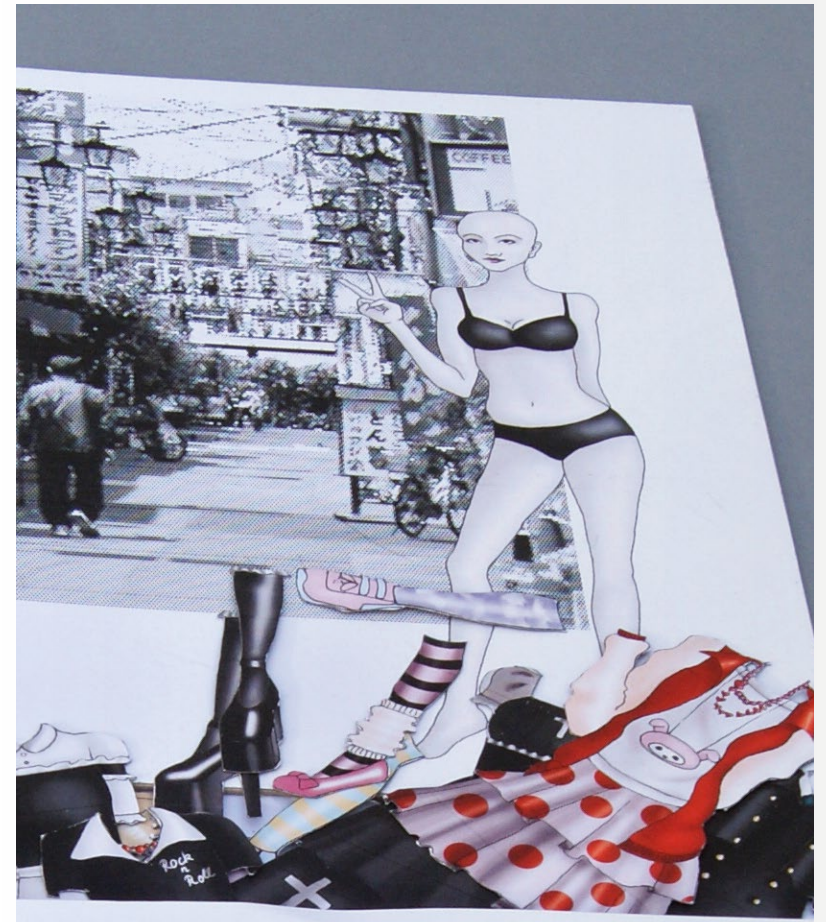
O rbis Pictus – the visual world, was the topic of a class in my 7th semester. Our task was the creation of a visual lexicon with the focus on illustration.

I quickly decided to cover the topic »sub-cultures«. However, I didn't want to focus on subcultures from this part of the world, but on some of the Japanese subcultures, widely unknown to us Europeans, which don't often fail to cause amazement.

The illustrations of every spread in this **fanzine** focus on the look and the favourite pose of one Japanese subculture. The colouration, outlines and the raster background are highly oriented towards the anime and manga style.

The texts, on the other hand, reveal the origins and backgrounds of each subculture. The headlines consist of the Japanese pronunciation and the name of the subculture itself. The title »sabukarucha« for example is the Japanese adaptation of the English word **subculture**.

Additionally, every spread has a matching outfit for a magnetic paper doll that can be folded out while reading.

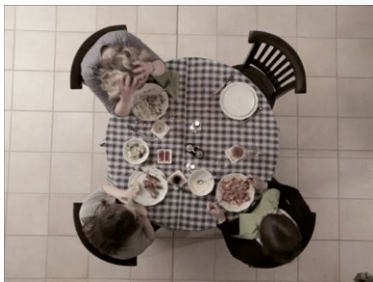


MAGNETIC DOLL-CHAN♥ helps remembering what you learned.

Moving Picture

IDEA, CONCEPTION,
PLANING & EDITING,
SOUND & PHOTOGRAPHY





About Blankness

ABOUT BLANKNESS

About Blankness« is a team made **stop-motion** film from my 5th semester. The course topic was »Nasty little things«. We focused on bacteria and the neurosis they cause: **ablutomania**. The final product was meant to be just as nasty as the disease itself.

The short film's scenery is a safe and sterile zone threatened by germs. Being the spectator, we shortly step into Miss Ablutomania's world. Her life is circling around an endless fight between sanitation and filthy microbes. A short distraction reveals that the putrid slime was just a delusion.

VIMEO.COM/36899047

FINAL CUT

In the same semester, I developed the short film »Final Cut – Der letzte Schnitt« (literally »Final Cut – The last Cut«) in a group of five students.

Emotions that emerge during a fight are shown through the interaction with objects and food, but never through a person's mimic. Doing so, the film switches between two perspectives. The objective bird's-eye perspective and the subjective, emotional close ups.

The title »Final Cut – Der letzte Schnitt« is meant to be a wink both to the same-named editing software and badly Germanised movie titles.

VIMEO.COM/20176247



IMAGE EDITING & PHOTOGRAPHY
 HEDDA OETTING
 PHOTOGRAPHY SS-HAT
 JAMIE JOHN

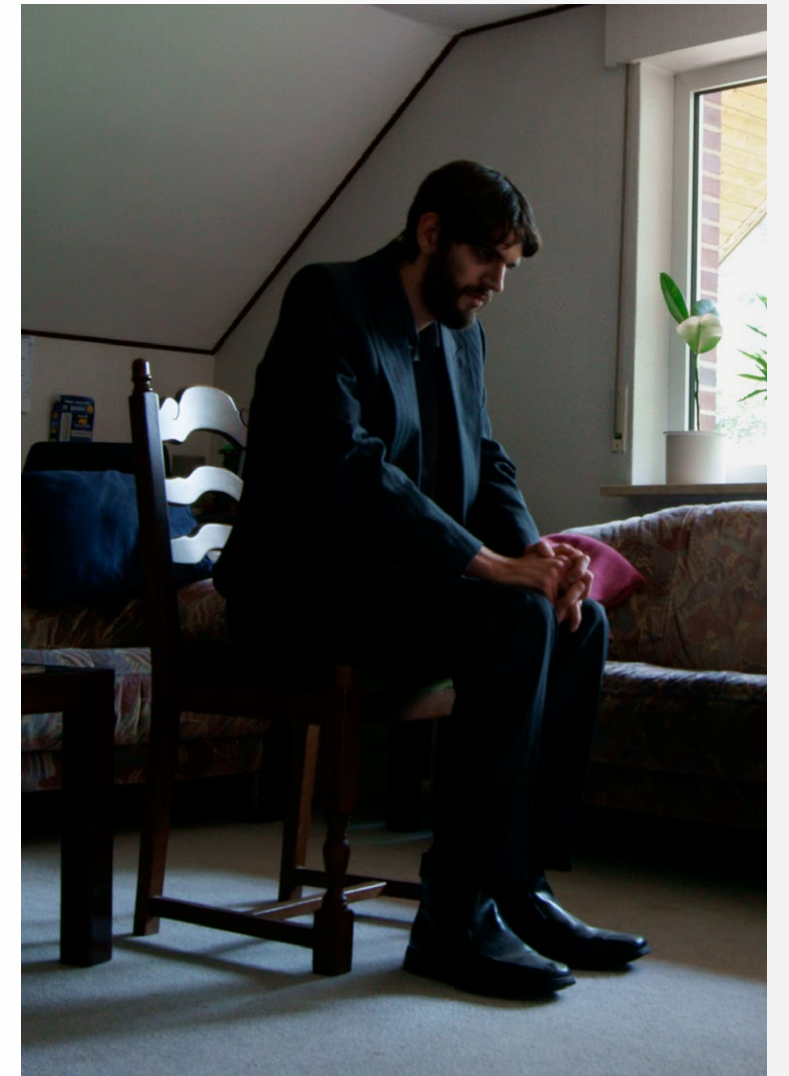


Developing a harmonic montage of multiple pictures under the aspects of lighting, perspective, colour and depth of focus was the challenge in the course **»composing«** in my 6th semester. Contentwise, we could choose to show an interpretation of a key scene from one of the big Oscar winners from the categories »Best Film«, »Best Script« and »Best Director«.

I picked a scene from the 2002 Holocaust drama *»The Pianist«*, based on the autobiography of the Polish composer and pianist **Wladyslaw Szpilman**.

With the invasion of German troops in Warsaw at the beginning of the war in 1939, the suffering of the Polish Jew begins. While his family gets deported from the slums of Warsaw to Treblinka, Szpilman succeeds to escape.

In this scene, we can see Szpilman being discovered by an officer of the German Wehrmacht, after a long period on the run. The officer forces him to play on an abandoned piano in the ruins of a bombed building and hides him afterwards until the Red Army arrives.





DIE FABELHAFTE WELT DER AMNESIE

IDEA
CONCEPTION
STORYLINE
LAYOUT &
ANIMATION

The Fabulous World of Amnesia« is a **flash based computer game** made in a team of four students in my 6th semester. The gamer accompanies the protagonist Hans on a psychedelic journey.

Hans awakens hungover and disoriented in an urban park after a night out. He's missing his personal belongings and valuables. Dazed and confused, he begins his journey home.

Hans has to be guided past various obstacles on his way to his beloved bed. The gamer is challenged to use his power of deduction and logical reasoning in skilful trades with other characters.

The colour-scheme of the game is set to grayscale. Characters can blend in with the background. It appears dark and gloomy. Dubious.

HANS

is a modern interpretation of the German fairytale »HANS IM GLÜCK«



Absurd situations and problems, **black humour** and a bizarre combination of **bad taste and pop culture** turn this game into an experience of its own kind.



GITARRE

Instrumente wie die Gitarre waren bereits vor 5000 Jahren in Gebrauch. Ein der europäischen Laute ähnliches Instrument ist bereits auf einem Relief aus dem Tempel des Hammurapi (1792–1750 v. Chr.) von Babylon zu finden. Ägyptische Zeichnungen zeigen Frauen, die Instrumente wie eine Gitarre aus der Zeit der Pharaonen spielen. Der Name Gitarre wurde aus dem Spanischen entlehnt und geht über Arabisch und Aramäisch letztlich auf das altgriechische Wort Kithara zurück. Jedoch gehört dieses Instrument wie die Lyra zu den Leiern der griechischen Antike und ist eher ein Vorläufer der Zither oder des Psalters. Gemeinhin wurde das Instrument auch als Oud bezeichnet woraus sich das mittelalterliche Wort „Laute“ ableitet. Zumindest lässt sich auch über die Wortgeschichte darauf schließen, dass es die Mauren waren, die das Instrument im 10. Jahrhundert nach Spanien brachten.



IDEA
CONCEPTION
PHOTOGRAPHY
LAYOUT &
BOOK-BINDING



Next to graphic design, my studies also contained photography and multimedia. The photo book »Sax & Violins« originated in a collaboration with a professor of photography. I decided to take photos of musicians, since I play two instruments myself. And where is a better spot to do that than in a music store? The perfect location, an impressive

shop stuffed with instruments of all kinds, was soon discovered in the city centre of Hanover. I developed a series of photos in which I portrayed musicians, followed by their instruments. Can you see their love for music? The *ambiguous title* of the book is a pun based on the eponymic Talking Heads song. The book cover is also an *unfoldable poster*.

PORTFOLIO
HEDDINGCIDEH

THANK YOU
FOR YOUR INTEREST!