

A

Alexiane
Midbrand

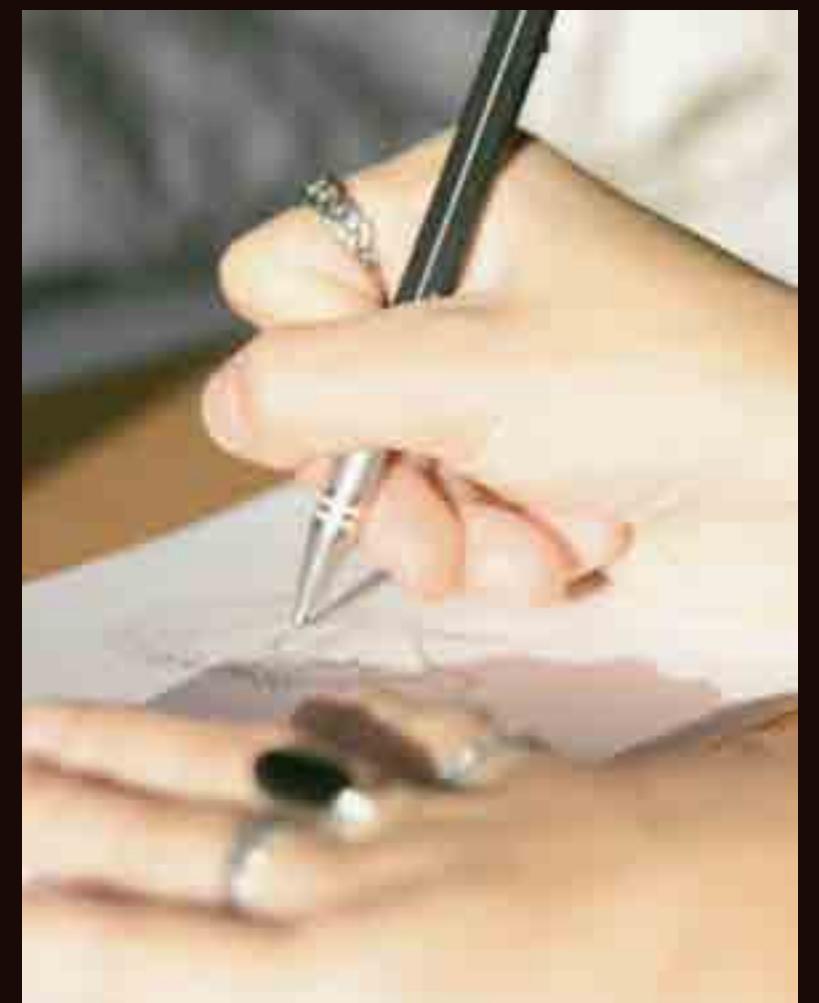
portfolio

Interactive design and photography

Alexiane Hildbrand

Alexiane Hildbrand

My name is Alexiane Hildbrand, I am 20 years old and I am an Interactive Media Designer. I began my career at the School of Applied Arts in La Chaux-de-Fonds (CPNE-AA), where I learned graphic design, coding, photography, animation, illustration and 3D. I then did an 8-month internship in Amsterdam at Wijstudio, where I further developed my skills while improving my English and gaining professional experience. I am introverted and curious by nature, and I enjoy learning and exploring new disciplines. I am passionate about music, which inspires me and opens my mind to the world and different eras.





Introduction p.4

Design p.5

Tennis poster
Acoustiquerie
Internship report Geneva
Shortcut movie : Amélie
Urban Sports Festival Neuchâtel
Weather app
3D bottle

Photography p.38

Logbook
Improvisational shows
Analogue photography
Trip to Turkey

My creative universe opens up to you along two main lines:

The first offers a selection of projects combining web, print graphics, application design, animation and 3D, which are presented in the Design section.

The second is dedicated to photography and features a selection of shots of everyday life, shows and travels, with a particular focus on colour and light management.



SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

design





SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

Dennis poster

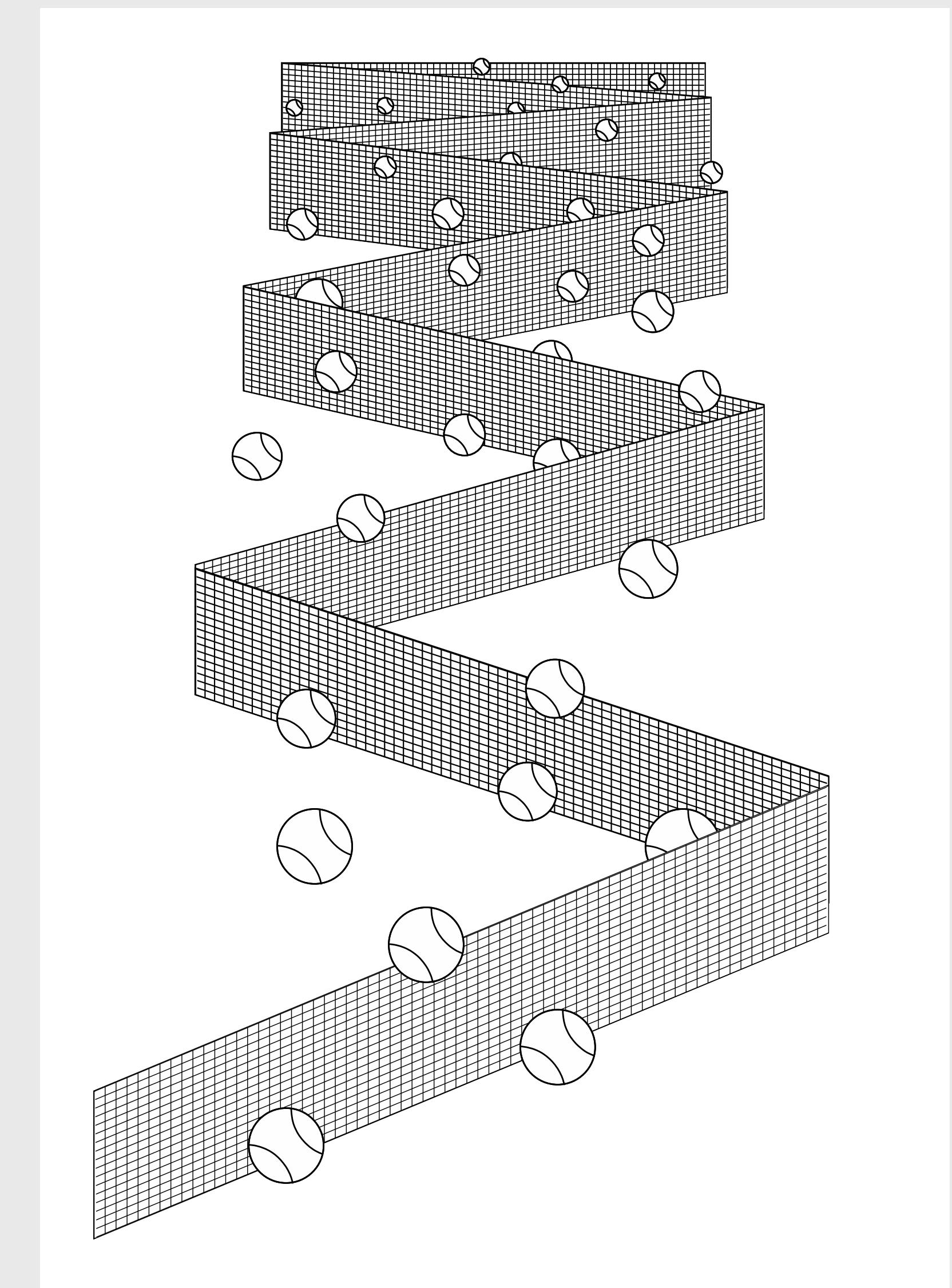
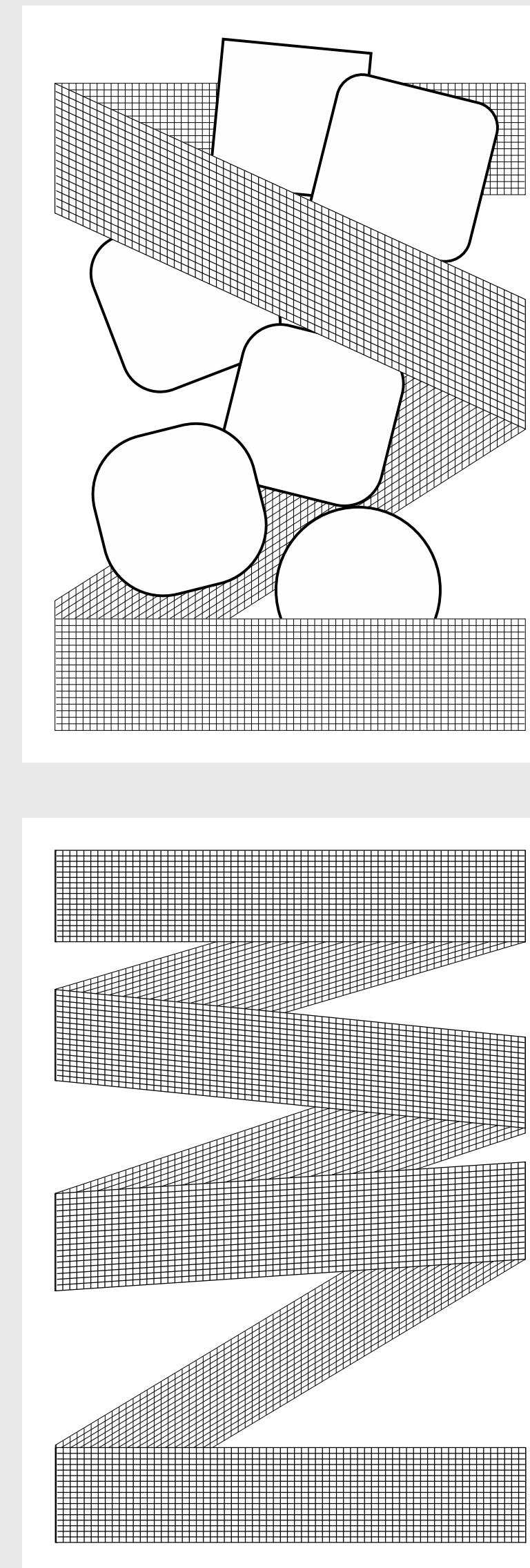
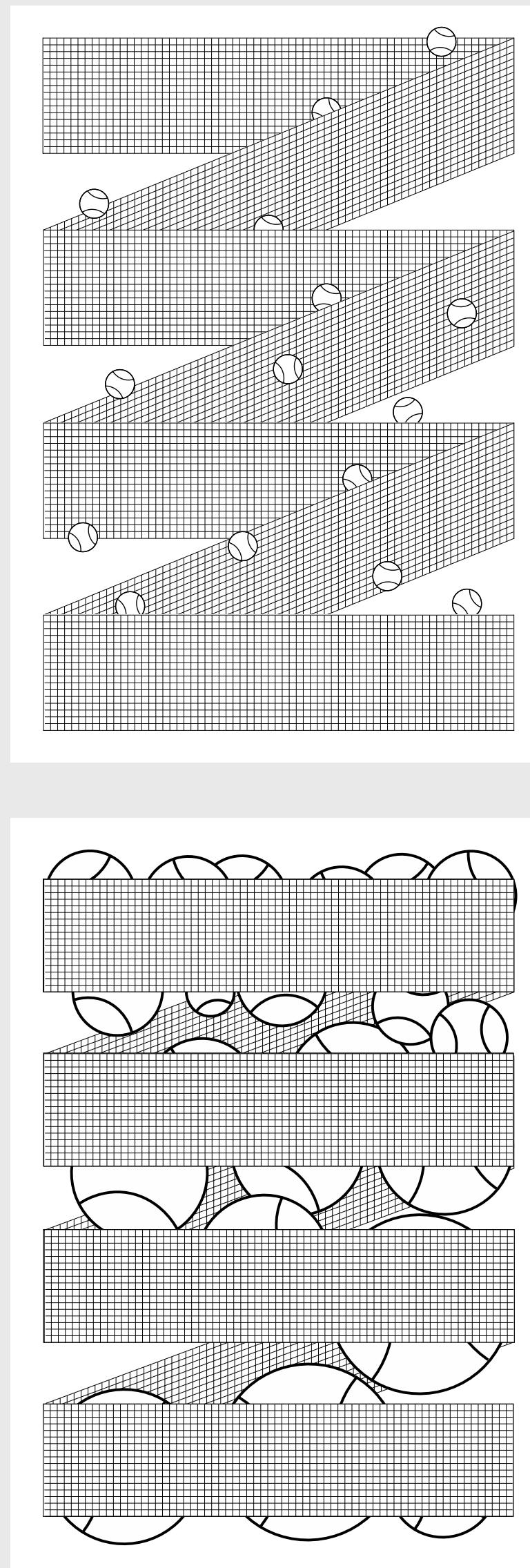
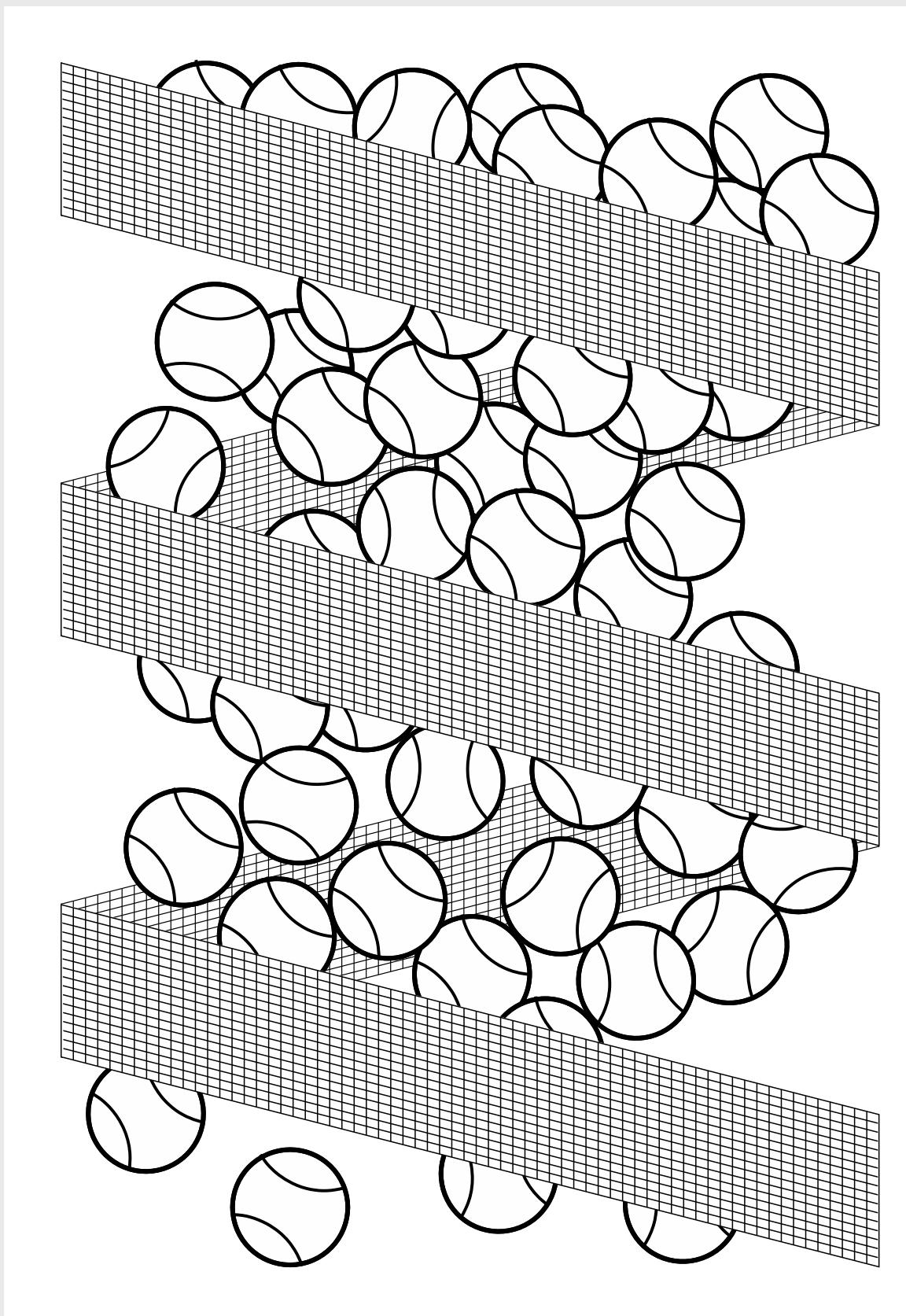


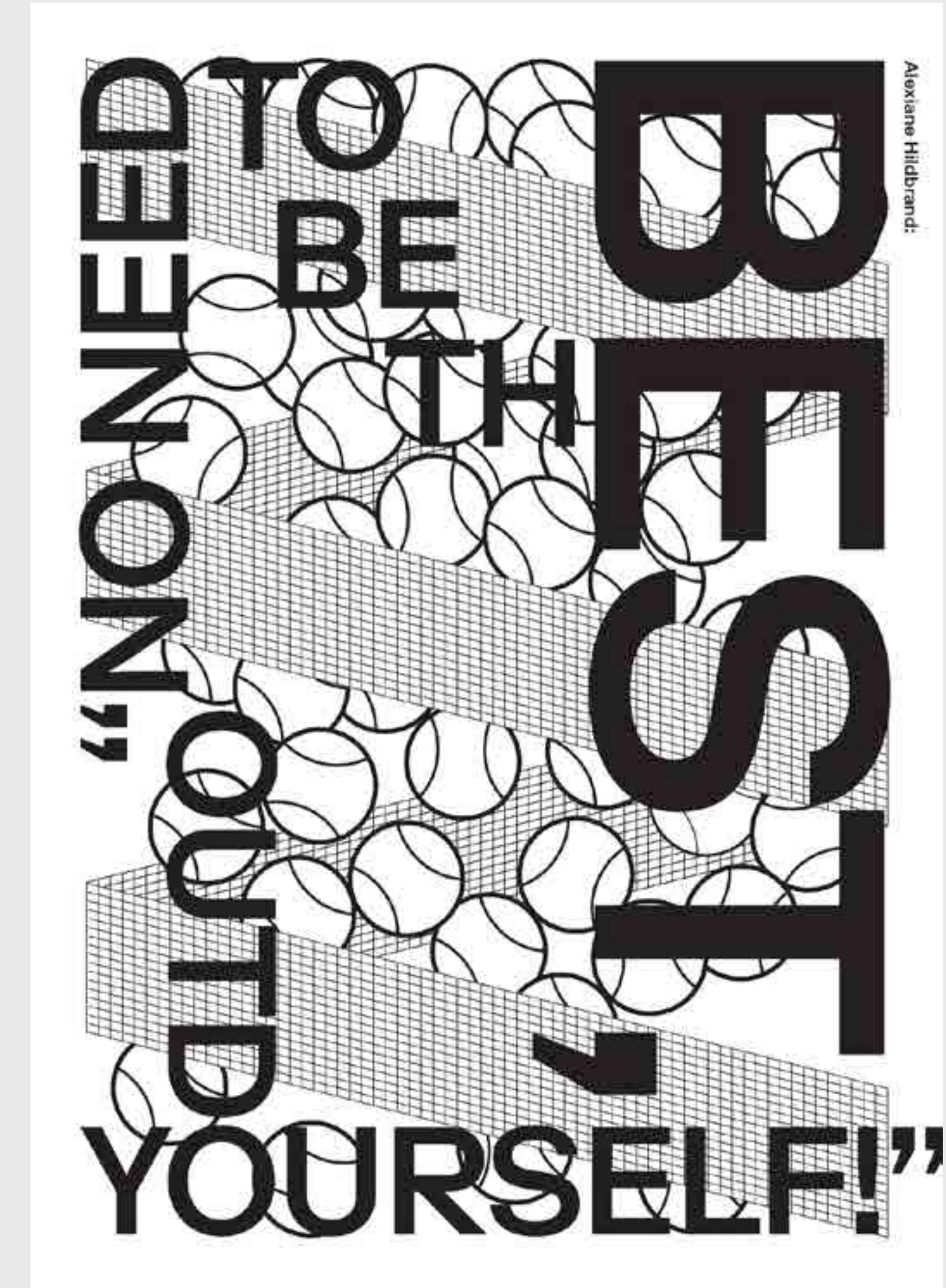
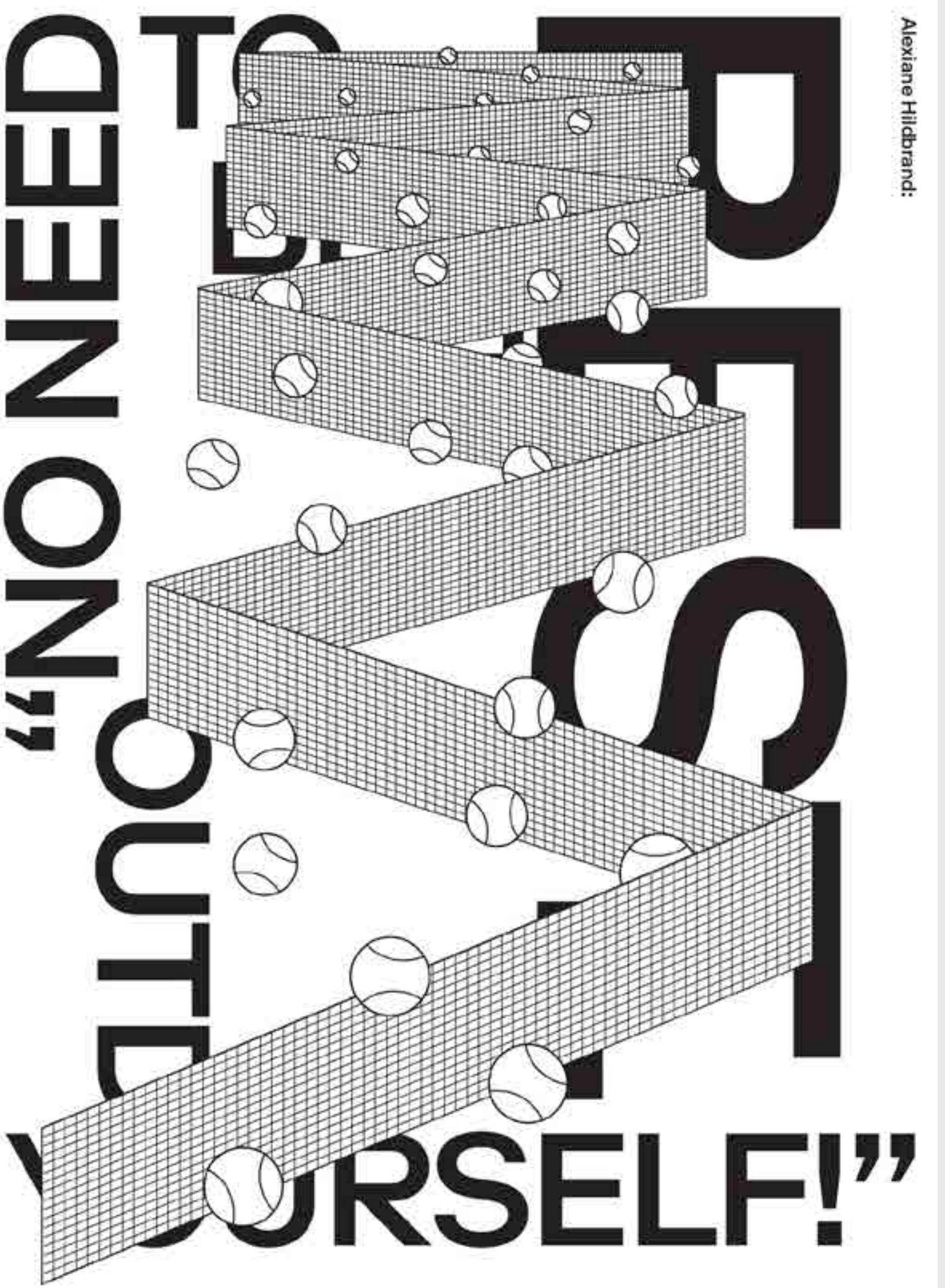
This project consists of creating a poster based on a personal sentence and a specified font: Riforma. Significant layout work was carried out to find a compelling composition of lettering and geometric shapes. Several proposals were put together in order to arrive at the best combination.

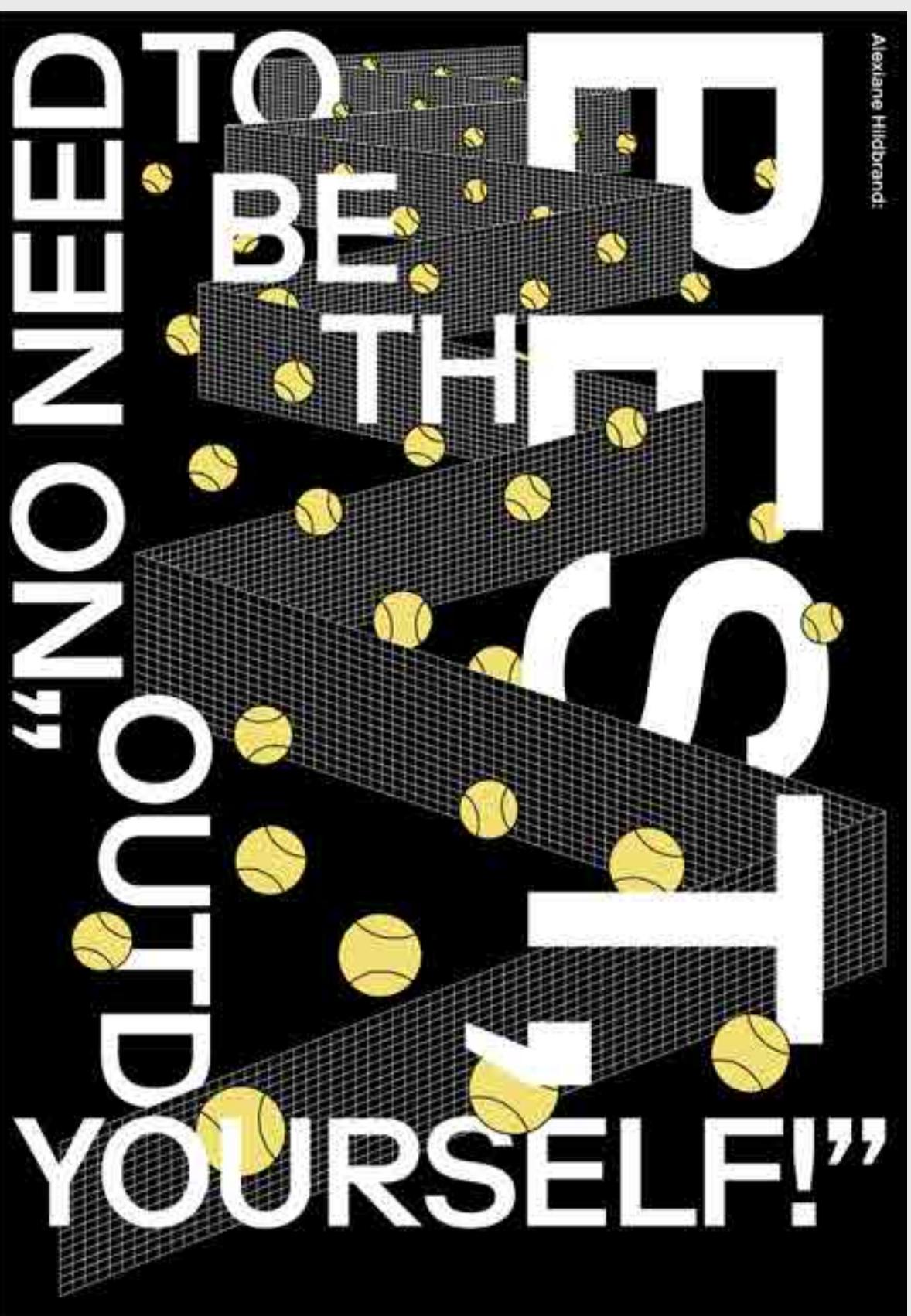
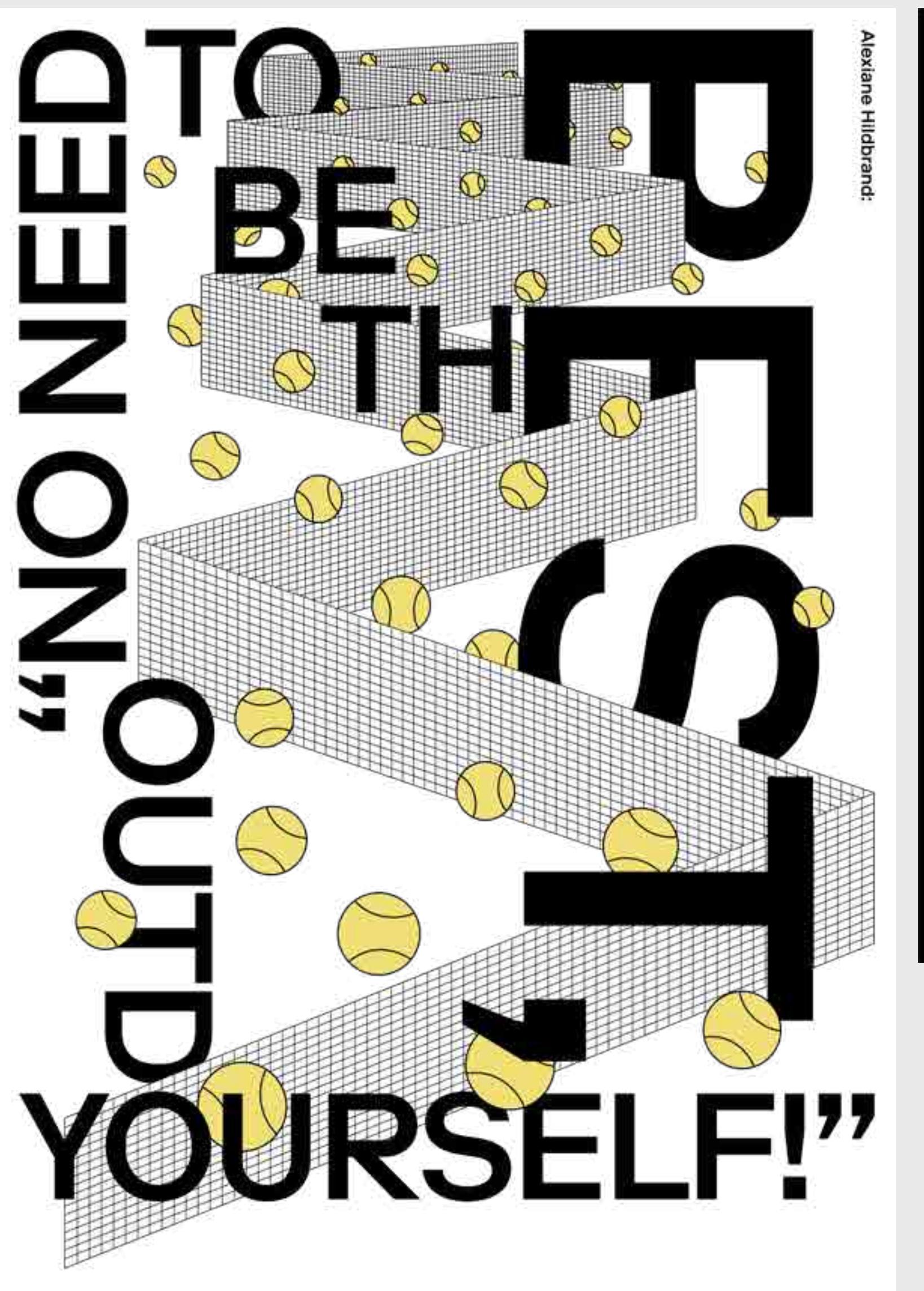


*T*extual composition research

Geometric composition research









SUMMARY

INTRODUCTION

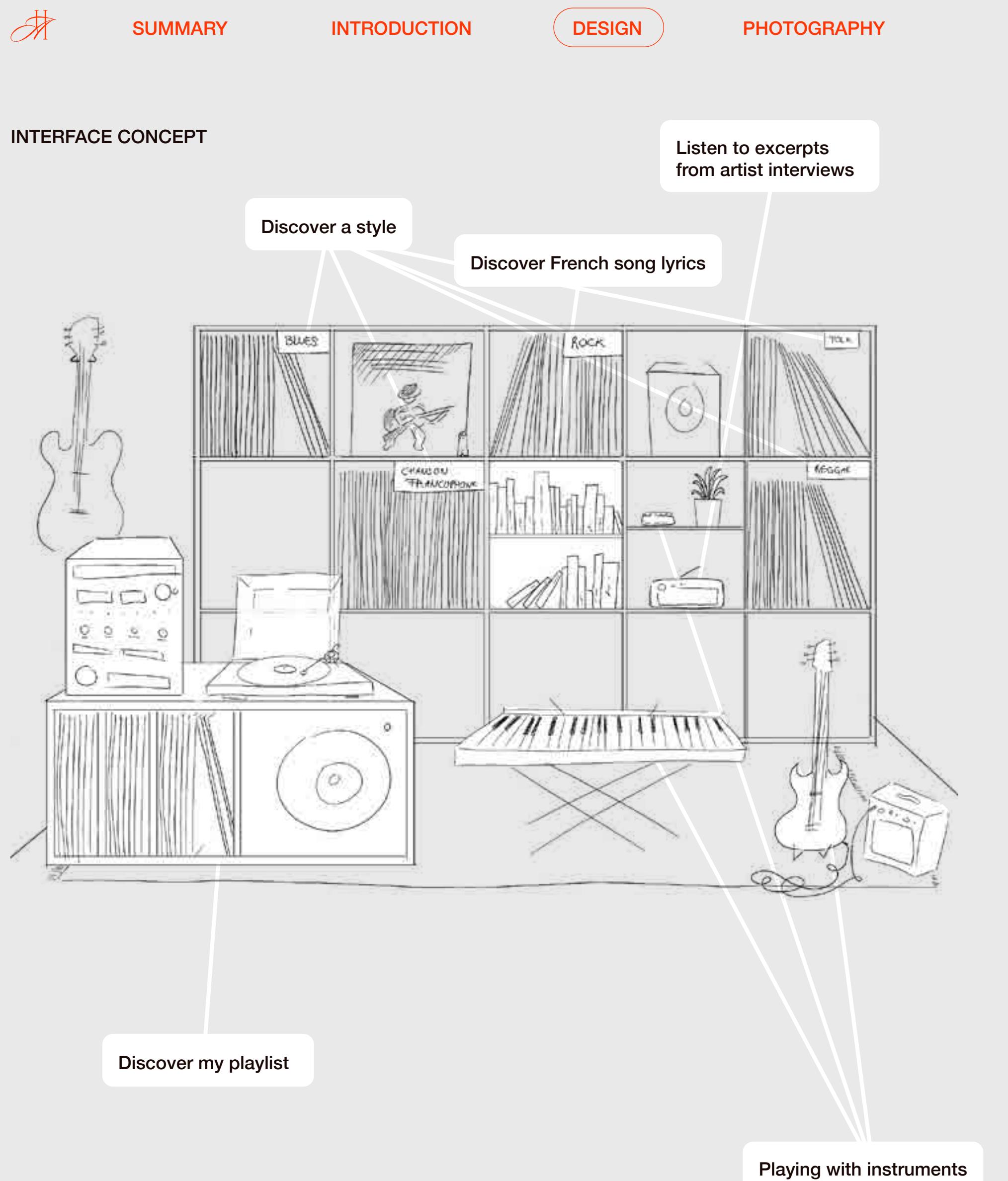
DESIGN

PHOTOGRAPHY

Acoustiquerie

WEB | FEB 2025

The Acoustiquerie project is the result of a personal and immersive approach to my musical universe. Exploring instruments, styles and eras through an interactive website allows users to discover a side of myself. This work earned me a diploma from the School of Applied Arts in La Chaux-de-Fonds.



INTERFACE CONCEPT

SUMMARY

INTRODUCTION

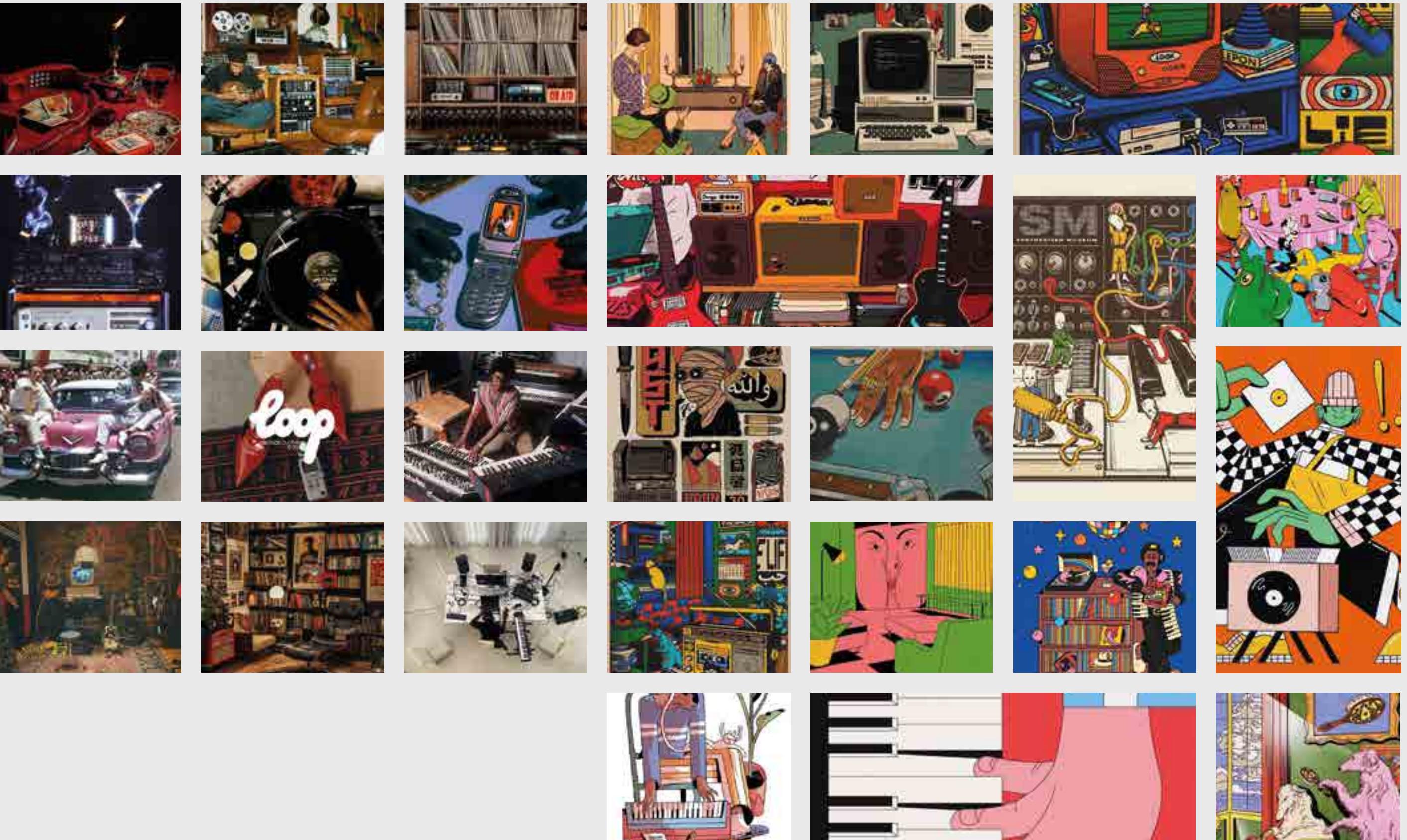
DESIGN

PHOTOGRAPHY

DESIRED ATMOSPHERE



ILLUSTRATIVE STYLE



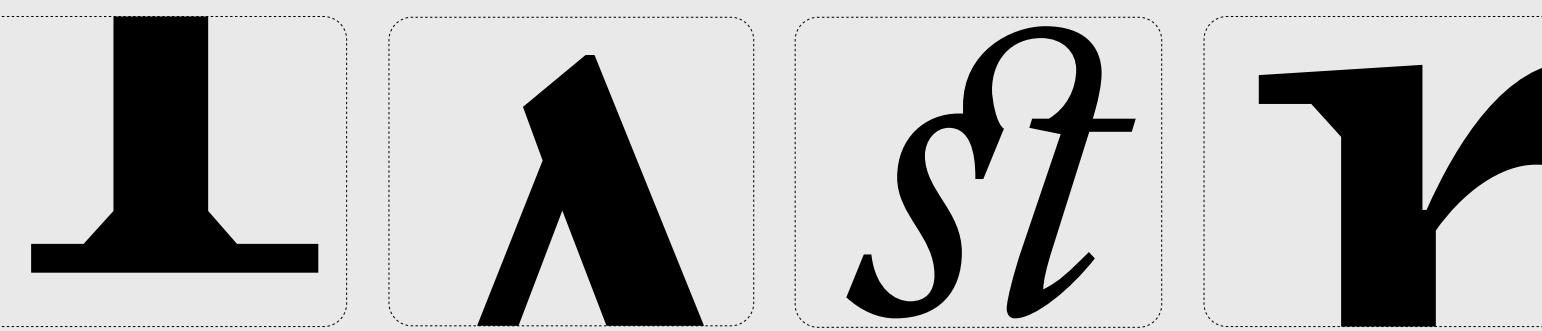
PROJECT NAME

“Acoustiquerie” is a name that combines the word “acoustique” (referring to sound) with the suffix “-erie”, which is generally linked to a place or space where something is practised — such as bijouterie (jewellery) or boulangerie (bakery). It evokes a place where music is made. The sounds of the word also refer to something older and more rustic, linked to the idea of memory and intimacy.

TYPOGRAPHY

The serifs of Optimo's Stanley font give the project a classic feel, while the geometry of this font emphasises a contemporary aesthetic. This font reflects the balance of the project, between freshness and tradition.

LOGO RESEARCH



Stanley regular

Stanley regular italic

Stanley bold

Stanley bold italic

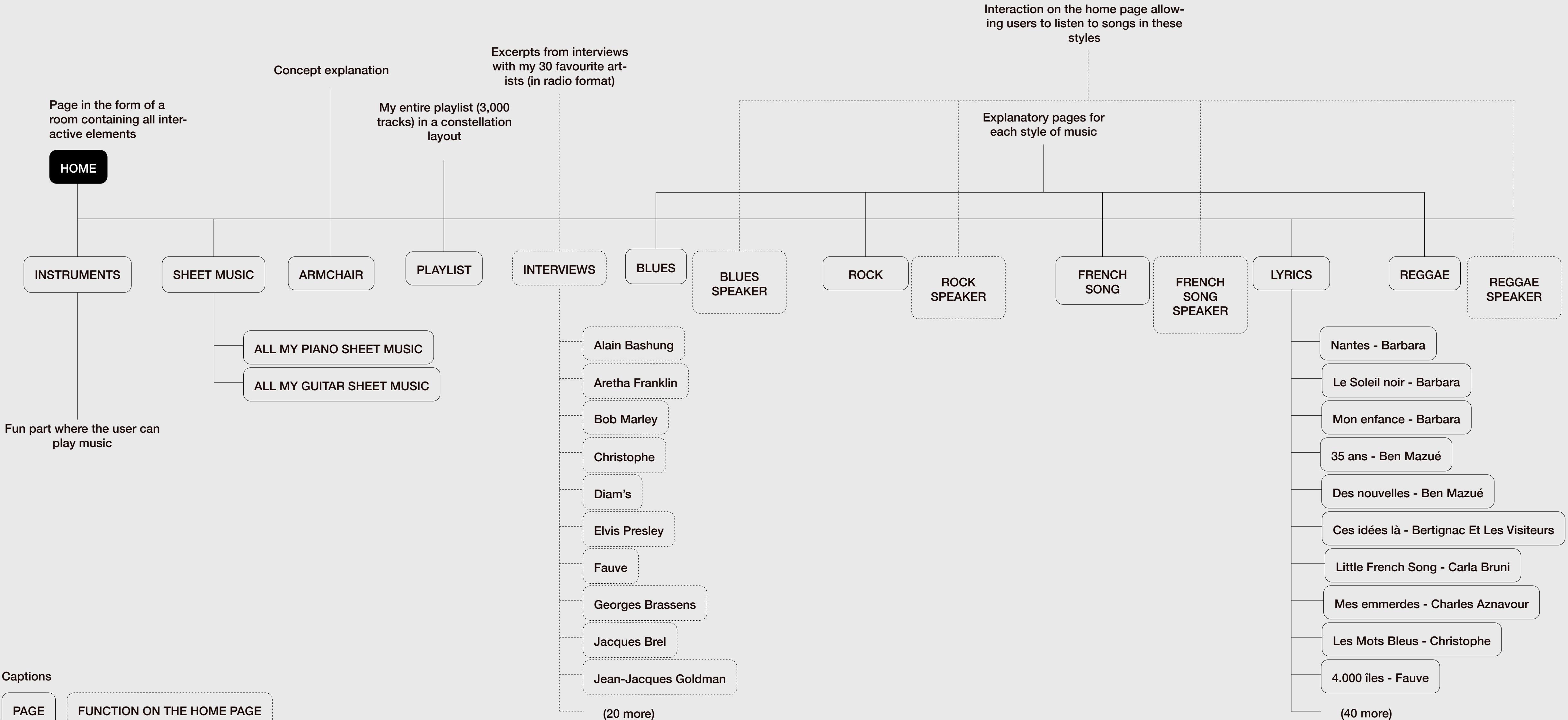
Stanley poster

ACUSTIQUERIE

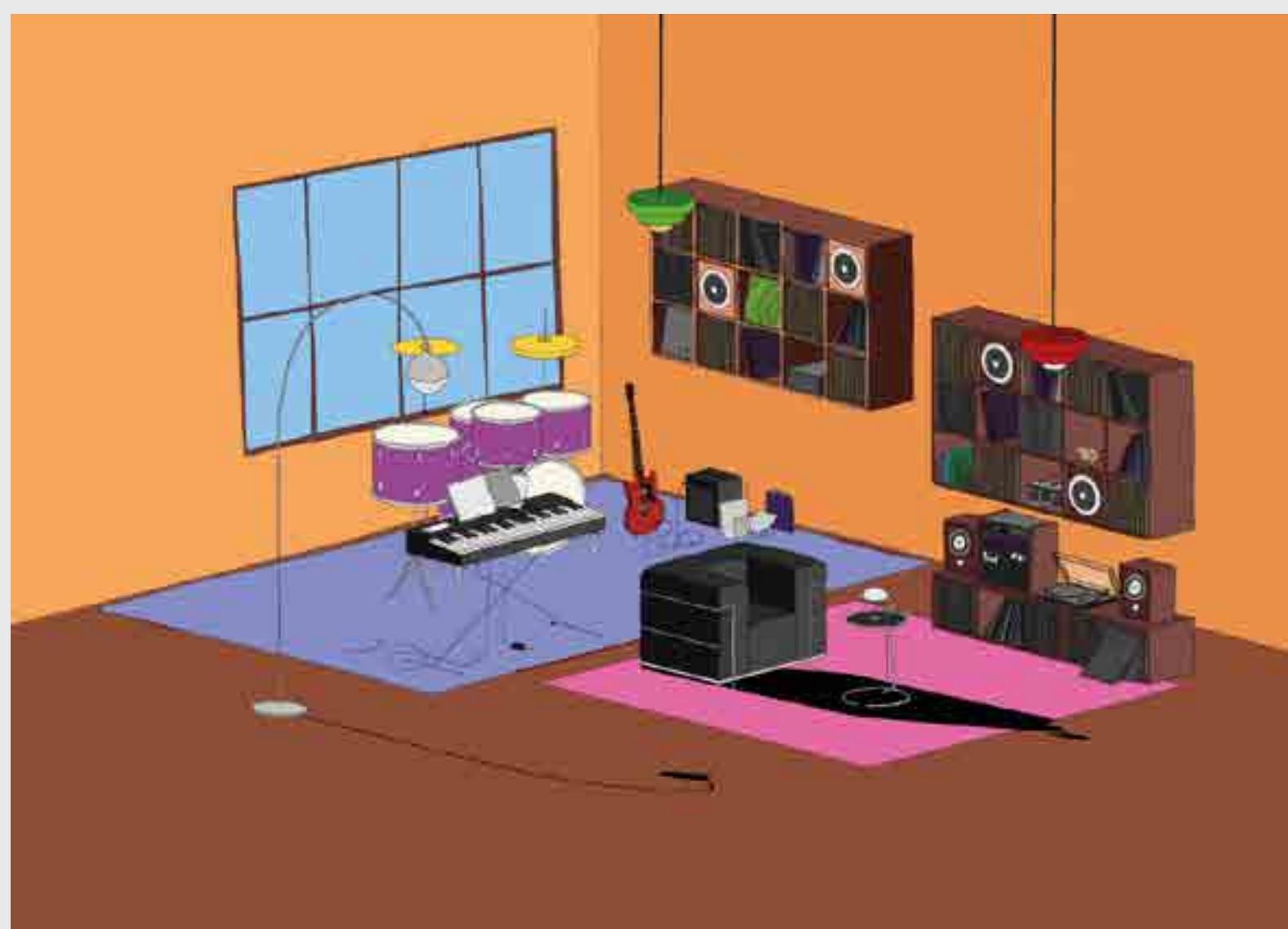
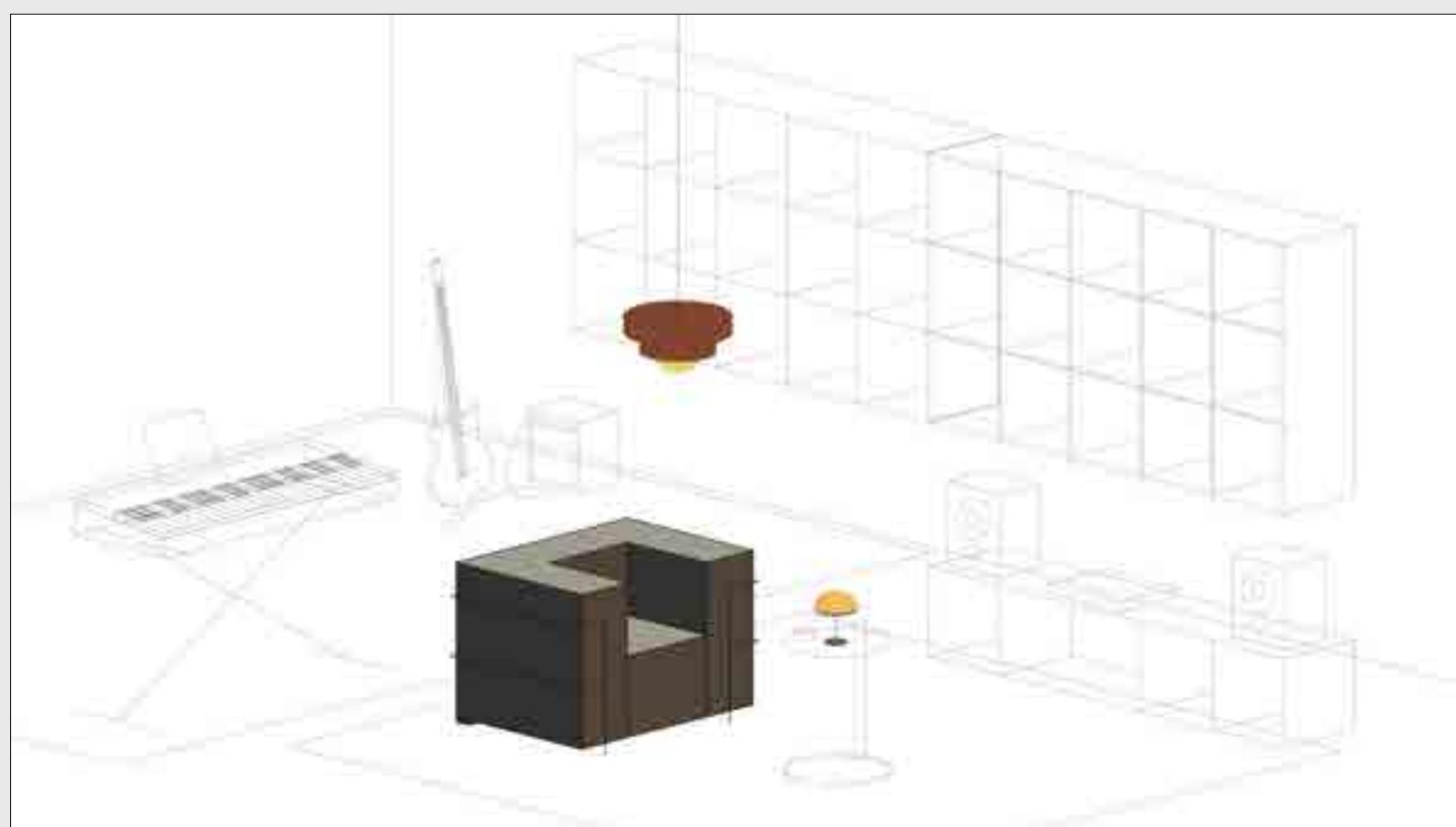
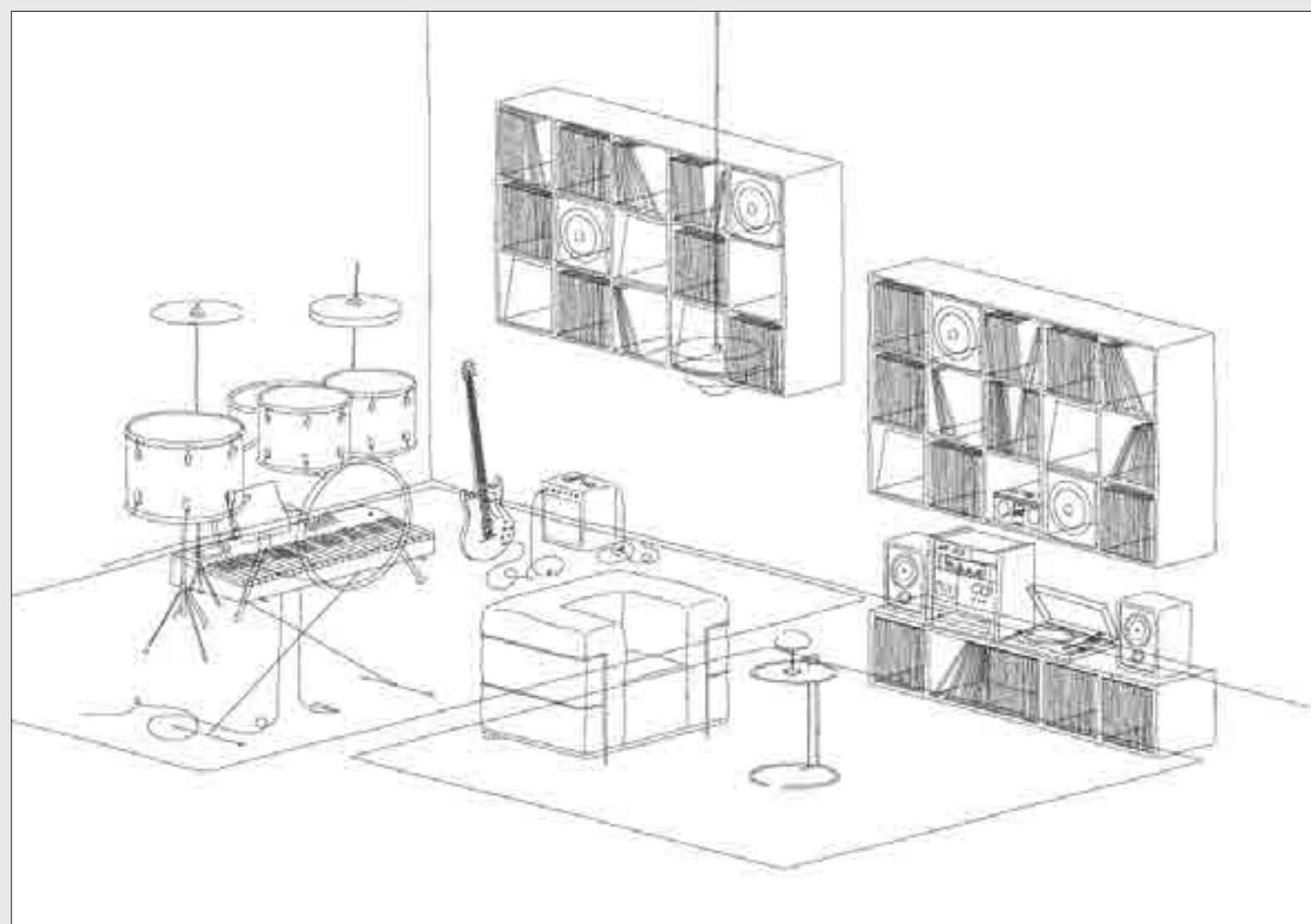
ACUSTIQUERIE

ACUSTIQUERIE

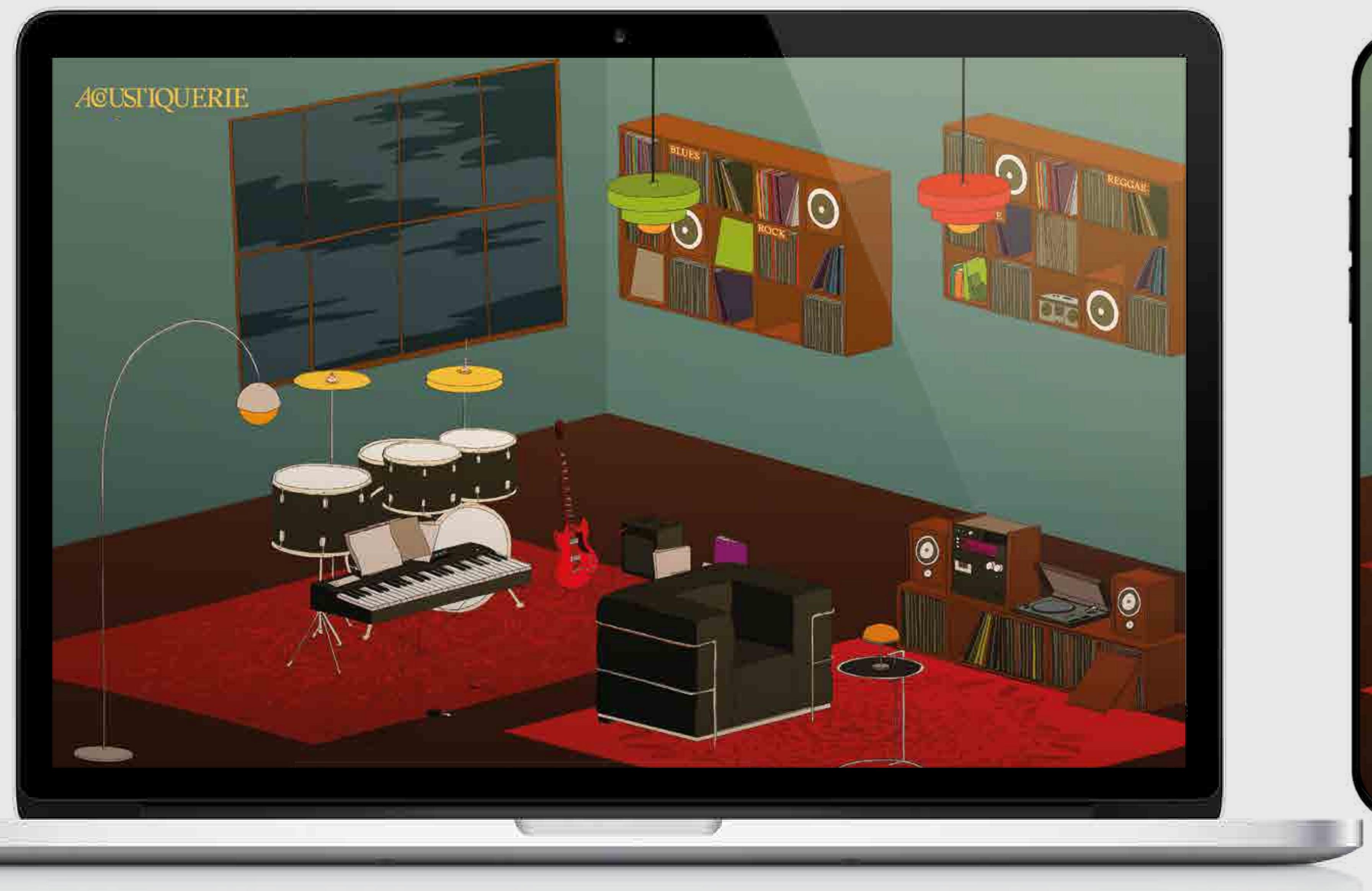
ACUSTIQUERIE



Main illustration of the interface



The main illustration for the home page is based on a layout composed of cut-out and pasted photographs. The addition of isometric perspective makes the website responsive. Each separate element can be moved and resized without altering the perspective.

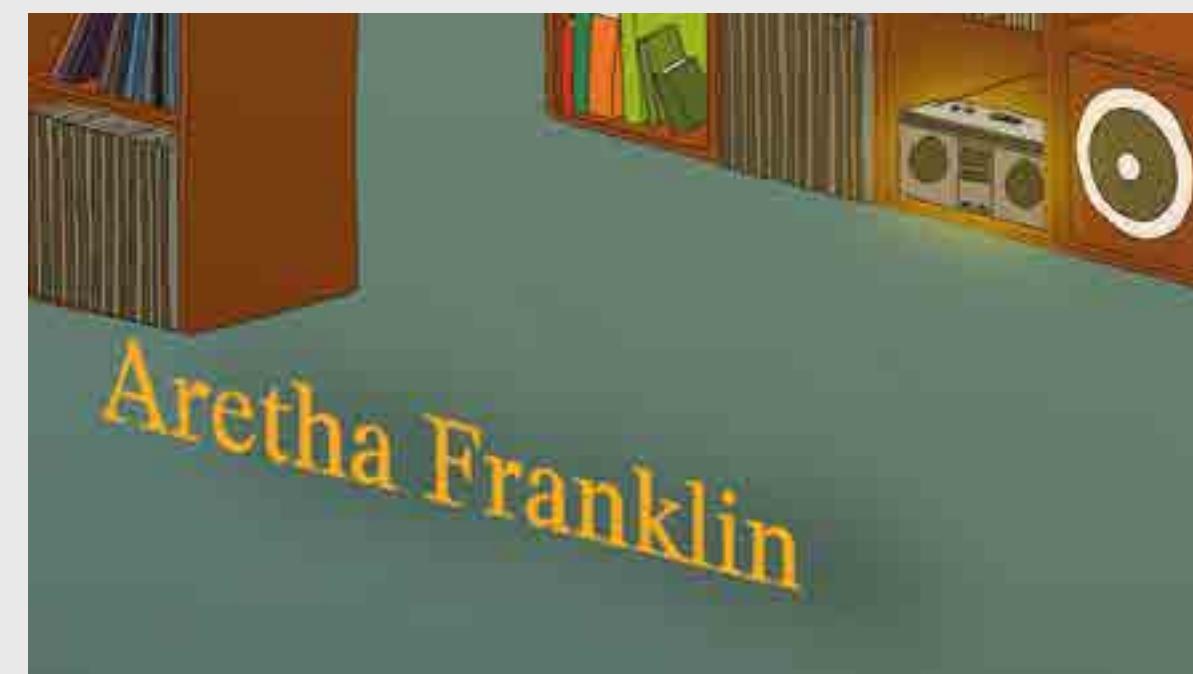




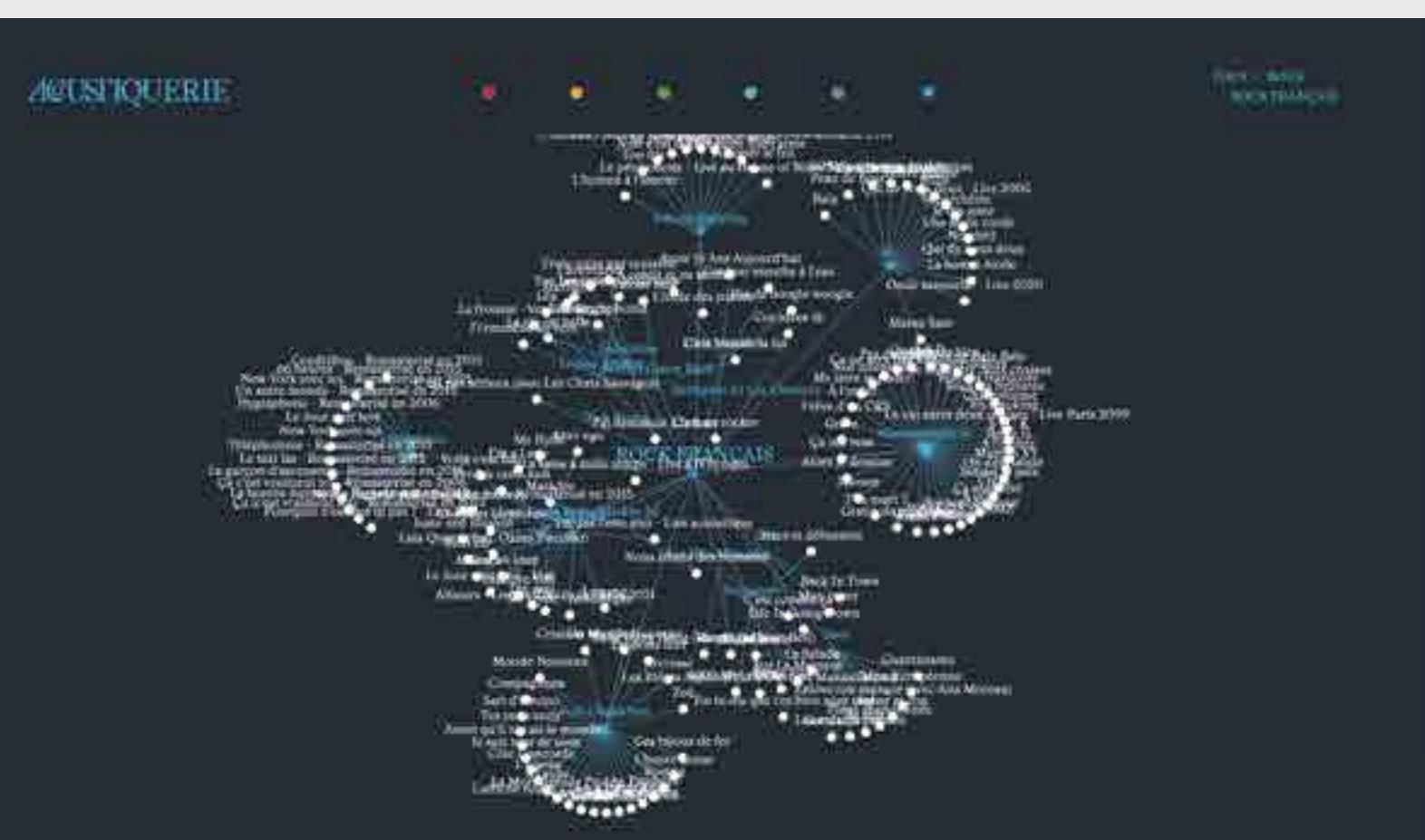
Discover all my guitar and piano sheet music. Available for download.



Play instruments using the computer keyboard, create loops to play several musical lines at the same time



Listen to excerpts from interviews with my 30 favourite artists



Discover my playlist of 2,845 songs in the form of a constellation sorted by style, sub-style and artist.



Listen to and read the lyrics of the 50 most beautiful songs in the French language



Learn more about blues, rock, French pop and reggae



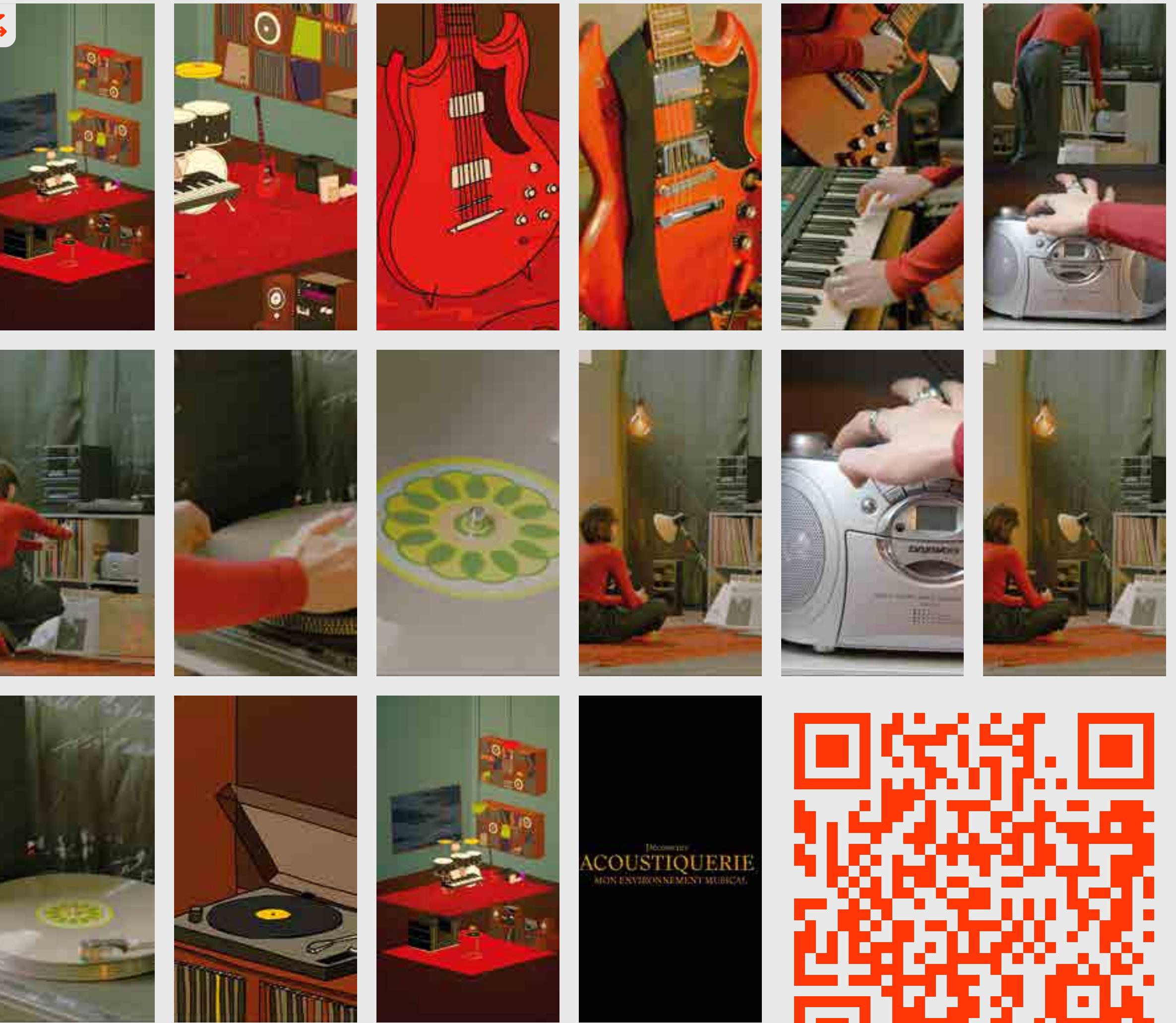
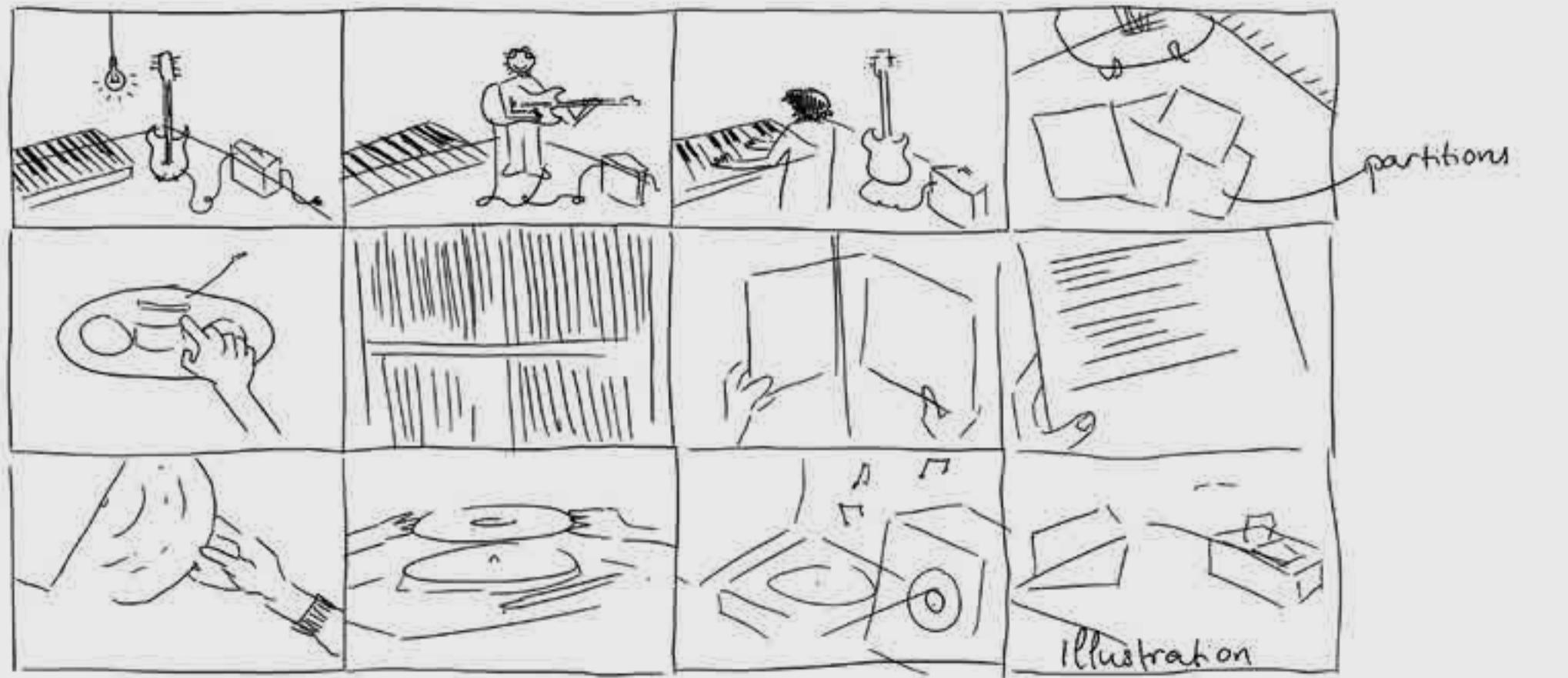
SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

In addition to the website, two promotional videos are available. The layout of the objects presented on the web interface has been reproduced in a disused building, making the virtual world real and accessible. The videos take viewers on a journey between these two worlds, emphasising the immersive and playful aspect of the website.



5 sec | 9x16

WATCH THE VIDEO
[HTTPS://YOUTUBE.COM/SHORTS/TXR_HCUCQU8?FEATURE=SHARE](https://youtube.com/shorts/TXR_HCUCQU8?feature=share)





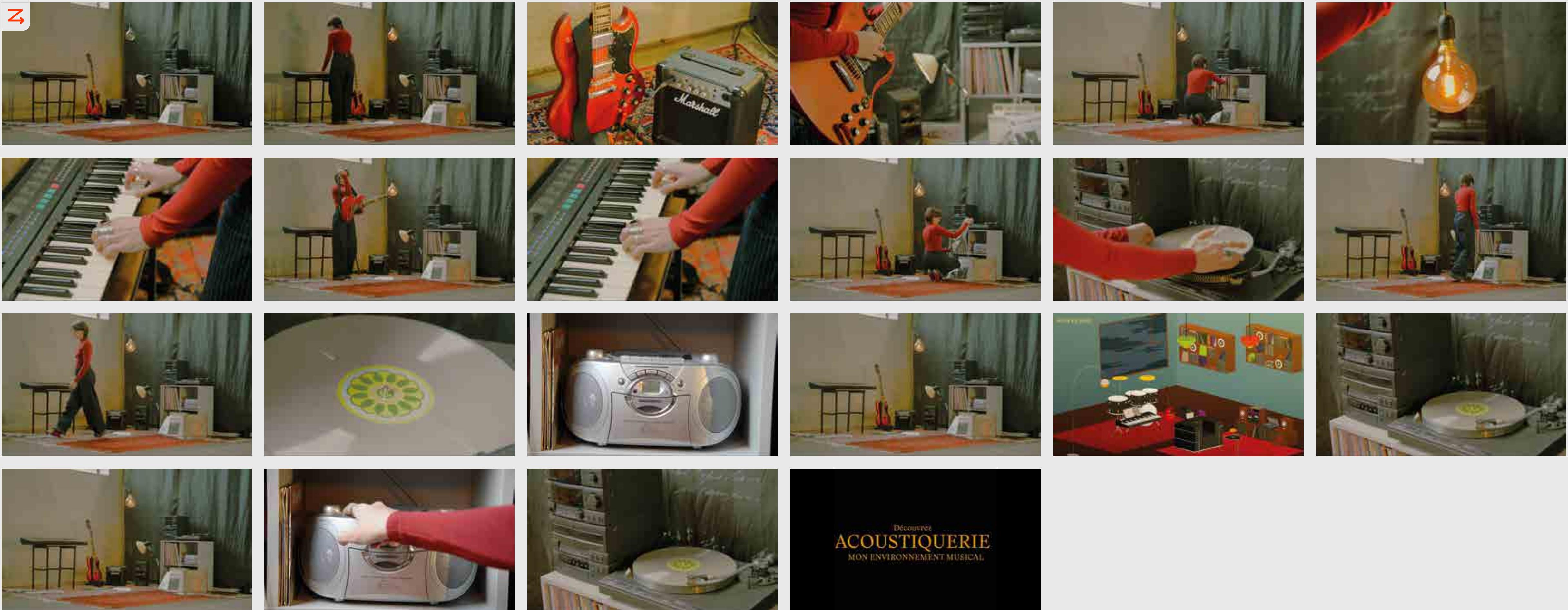
SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

VIDÉOS PROMOTIONNELLES



1 min | 16x9



SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

Internship report Geneva

07 VENDREDI

EDITORIAL DESIGN

JUL 2024

This chapter presents the internship report completed at the end of the third year of the course at the School of Applied Arts (CPNE-AA). This two-month internship took place at Anthesis/Charlescannon in Geneva, a renowned communications agency in the field of graphic design and animation. This printed report consists of a professional section (In) explaining the projects carried out at the company, as well as a more personal section (Out) containing weekly accounts of this life experience.

26

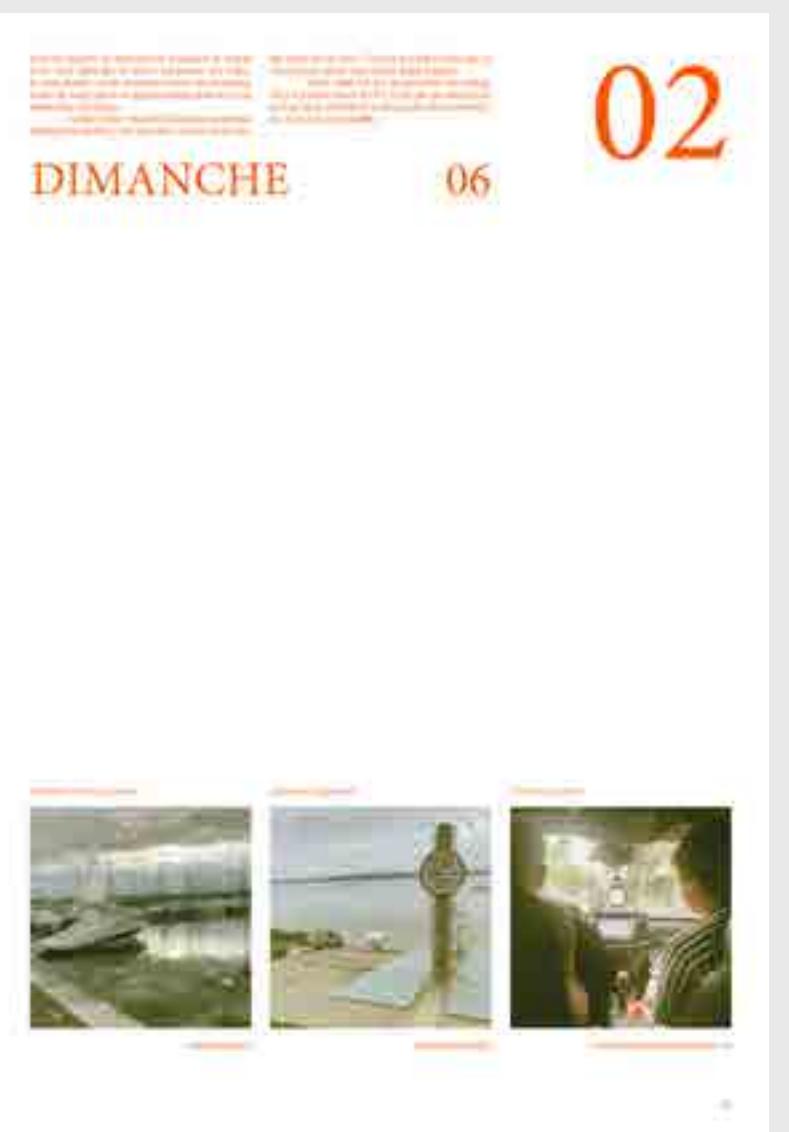
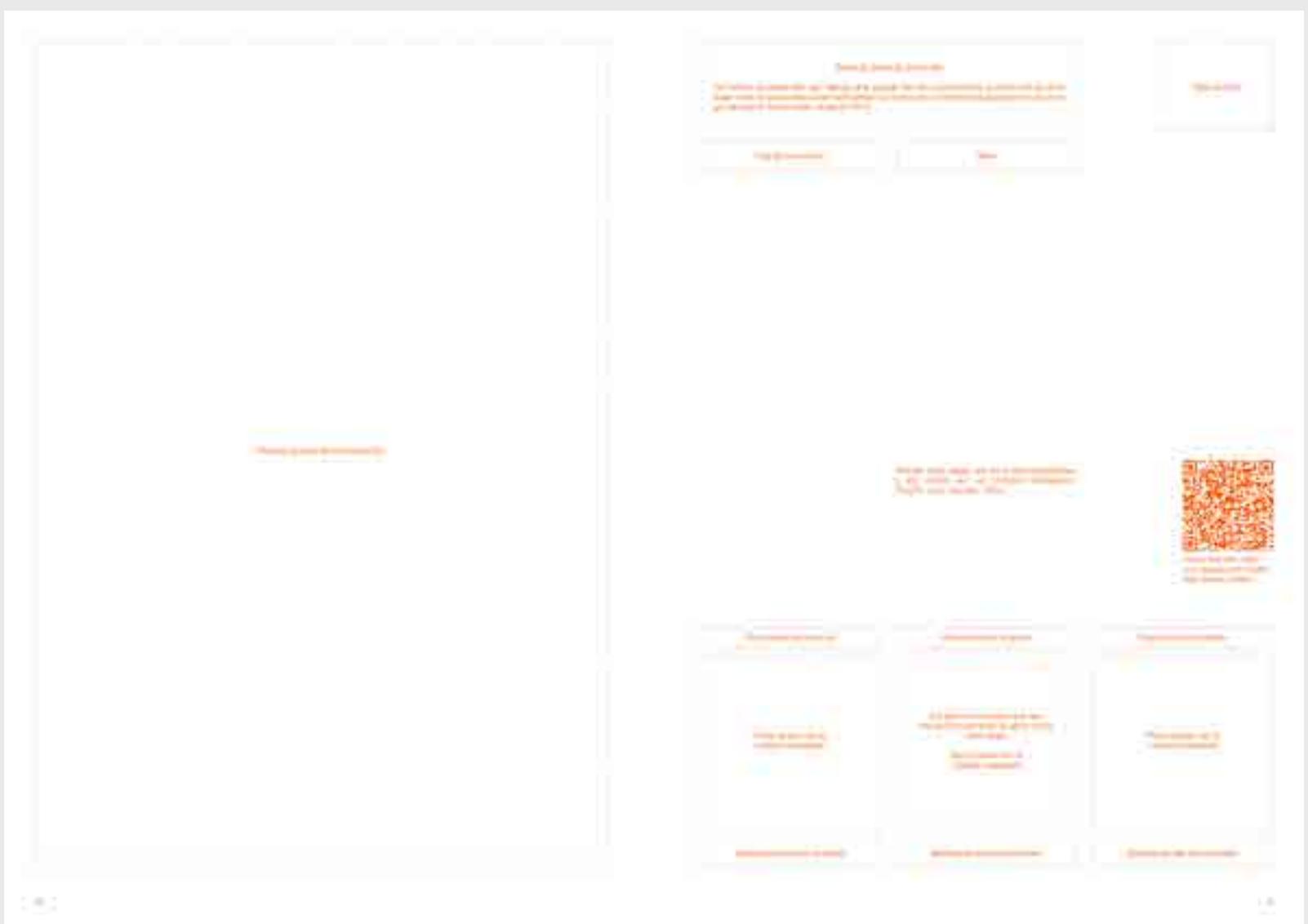
GRAPHIC CHOICES

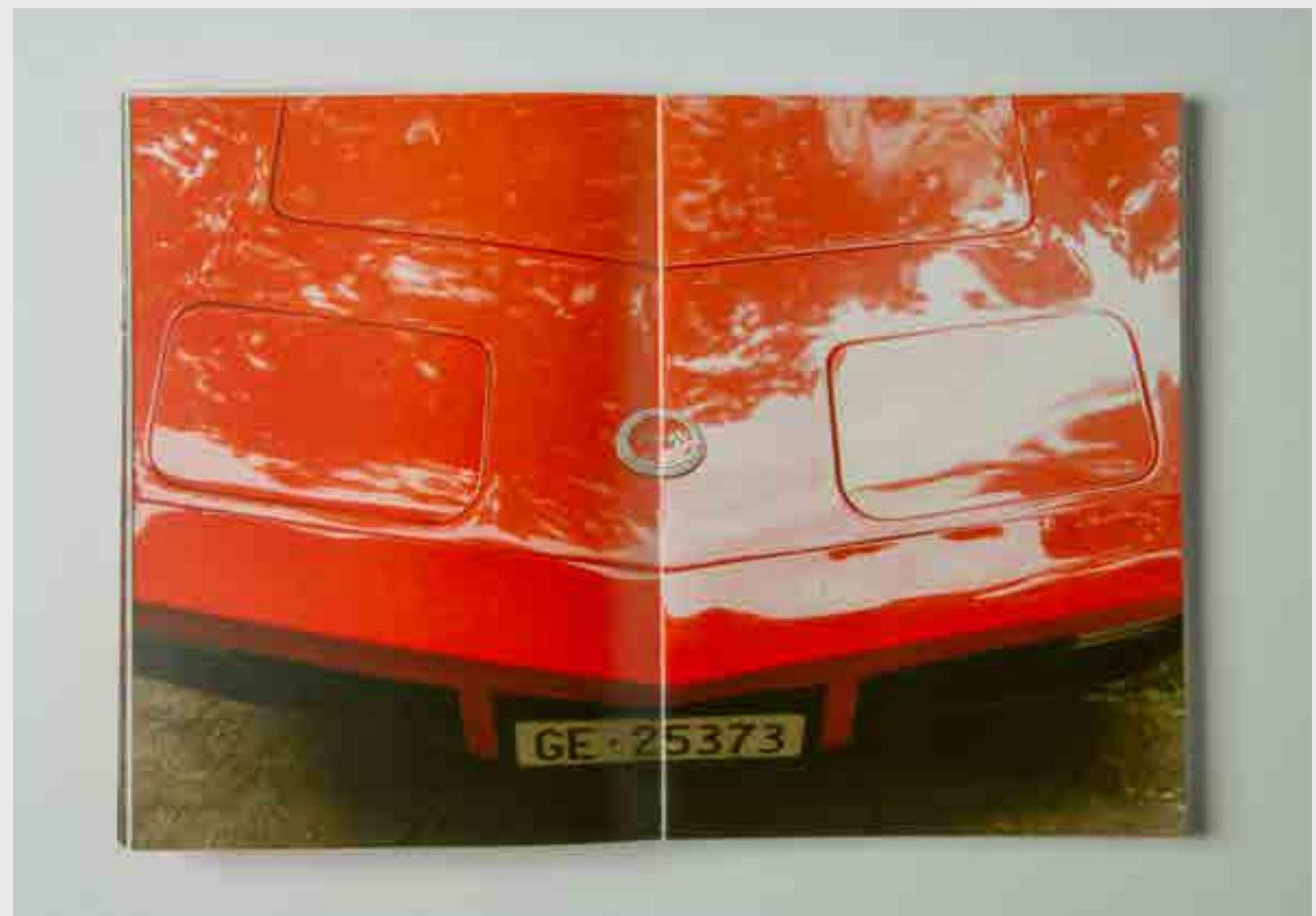
The bright red-orange colour evokes the summertime during which this internship takes place, but also the very special nature of this experience. The distinction between the 'In' and 'Out' aspects is achieved by playing with the size of the margins. The photos in the report have been processed using warm colourimetry.

OBJECT

The final object is bound by hand using Coptic binding. More than just a book, this report is the embodiment of an intense and essential experience, a vibrant object that tells the story of how formative and unforgettable this internship was.









SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

The assignment is to summarise a cult film in a one-minute animation. I chose Amélie.



Shortcut movie: *Amélie*

ANIMATION

| NOV 2024

STRUCTURE

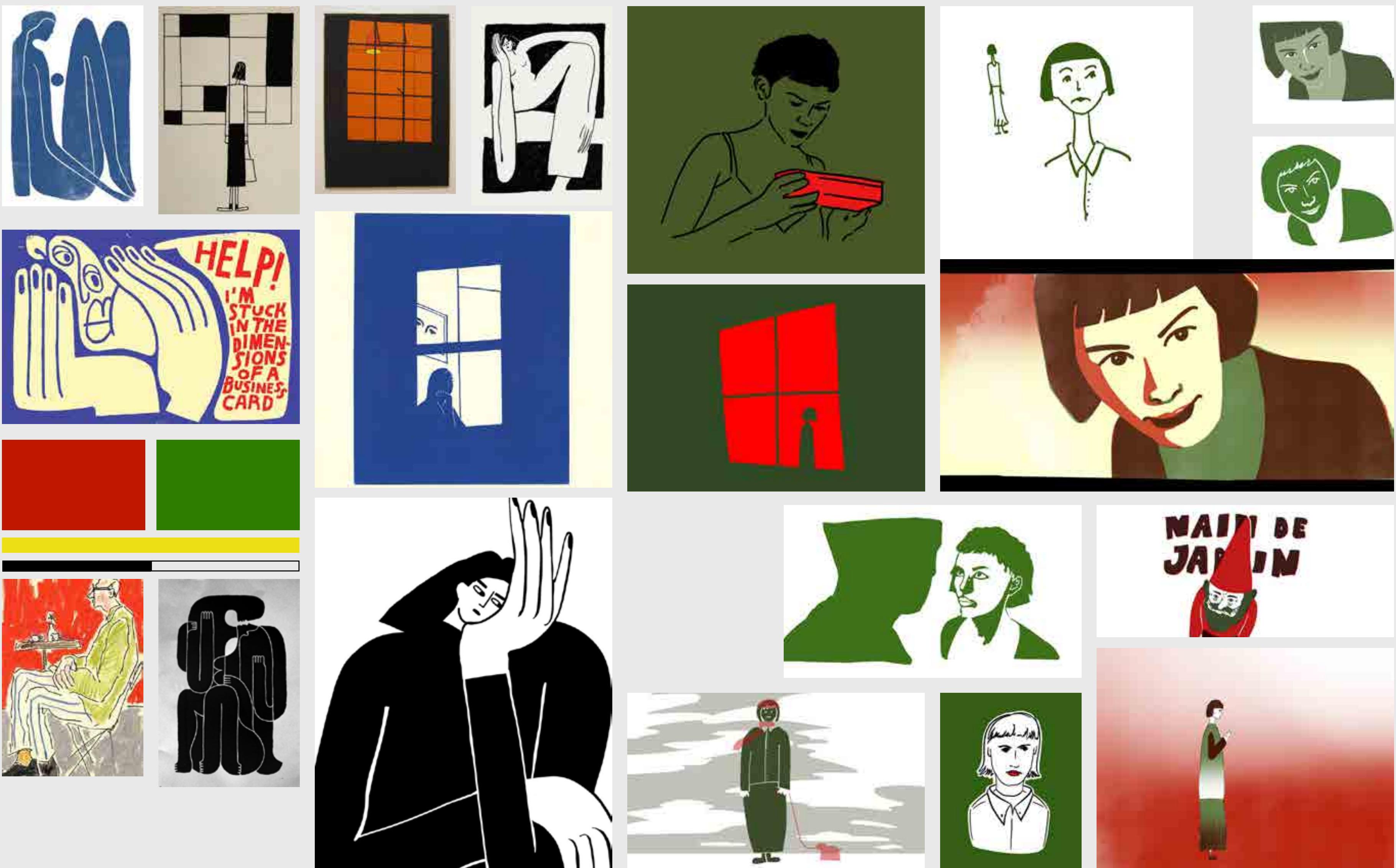
The film was edited to create a coherent one-minute storyline. This storyline focuses on two main themes: Amélie's empathy and her encounter with Nino. Exporting this summary at six frames per second made it possible to redraw the sequence shots using the Procreate application.

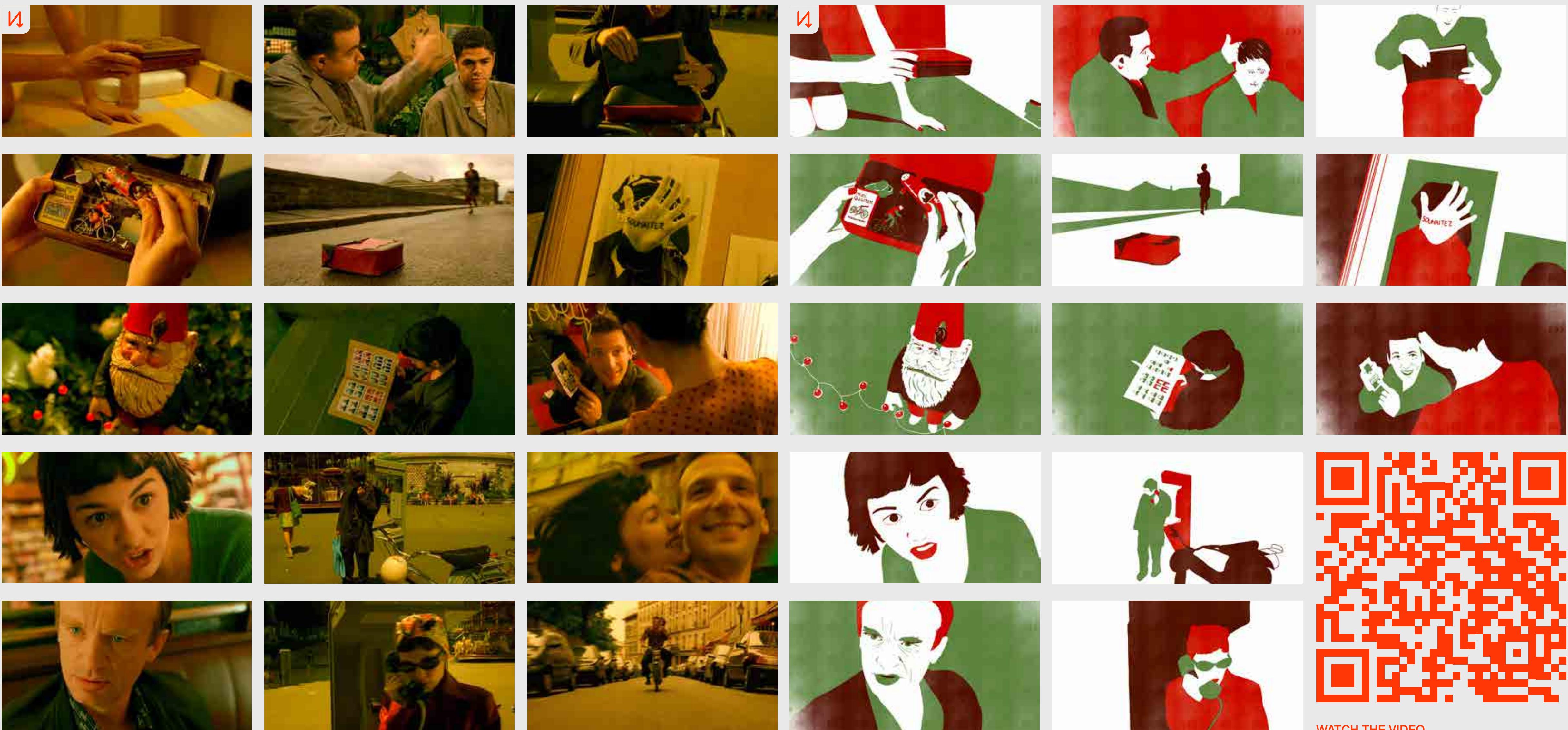
STYLE

The style used echoes the green and red colours that are omnipresent in the film. The drawings have a screen-printed look that recalls the timeless atmosphere of the film.

MUSIC

The film's musical theme by Yann Tiersen is adapted to the rhythm of the animation and self-performed on the piano.





WATCH THE VIDEO
[HTTPS://WWW.YOUTUBE.COM/
 WATCH?V=TRNFn2SYCTC](https://www.youtube.com/watch?v=TRNFn2SYCTC)



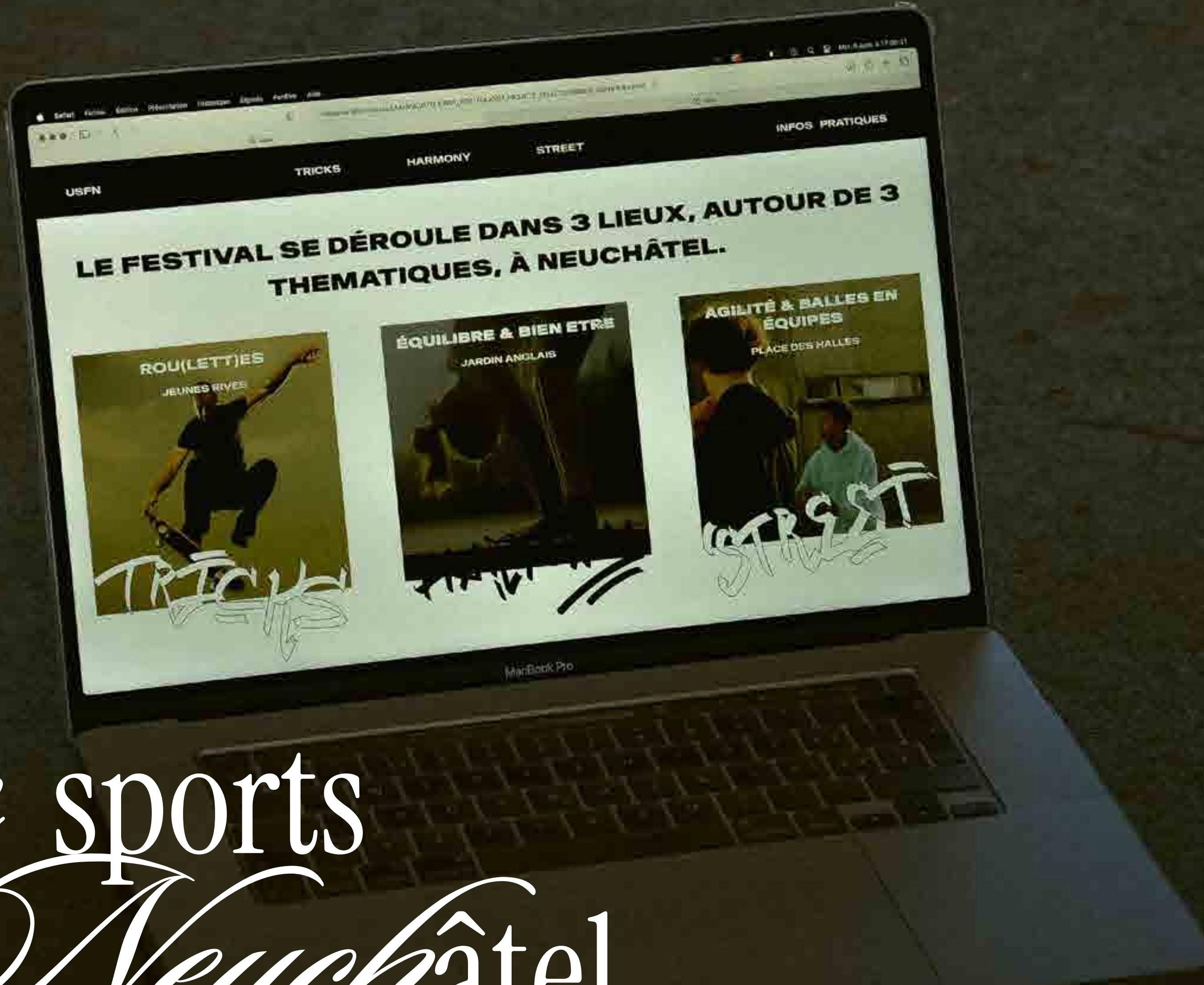
SOMMAIRE

INTRODUCTION

DESIGN

PHOTOGRAPHY

Urban sports Festival Neuchâtel



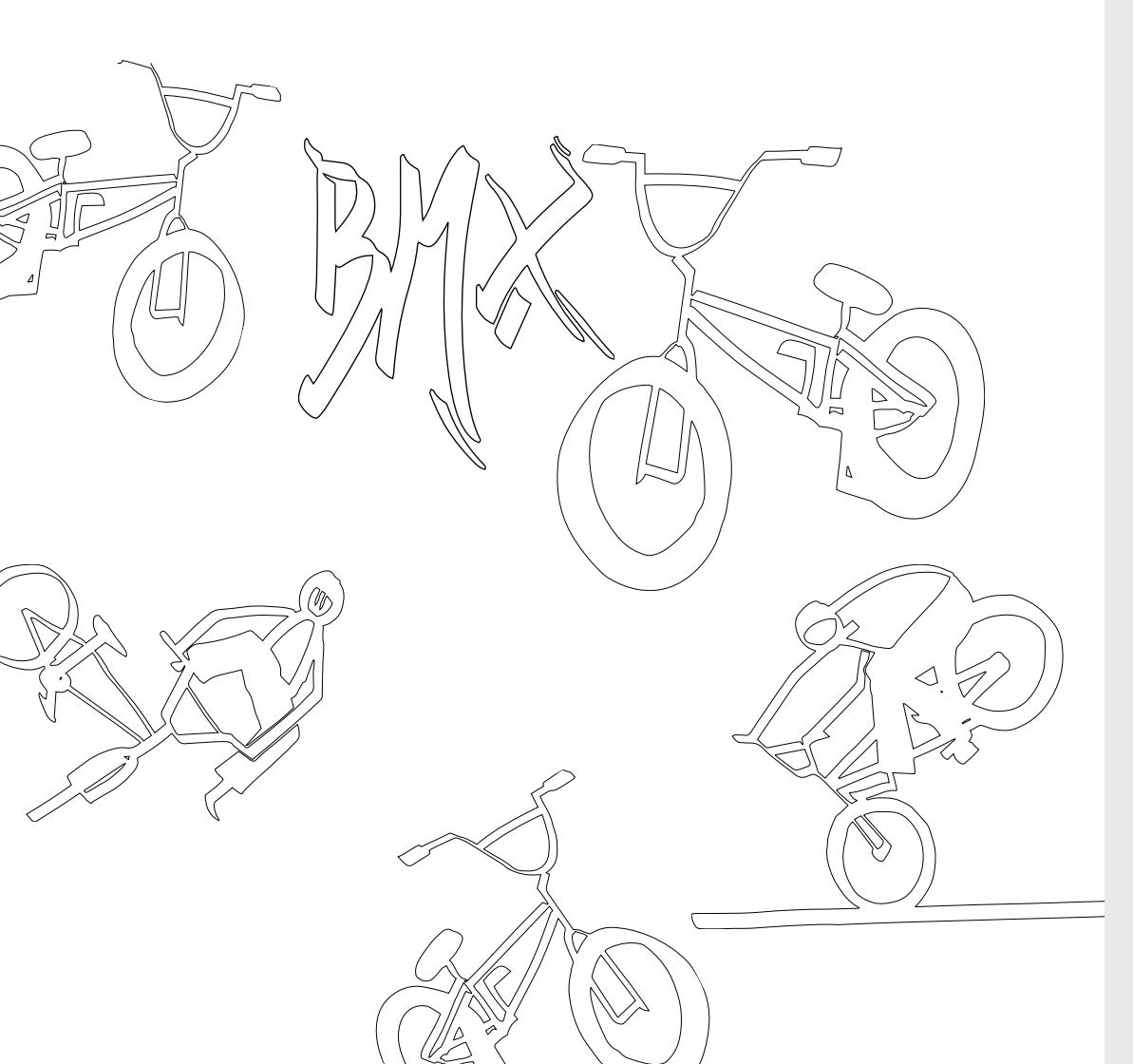
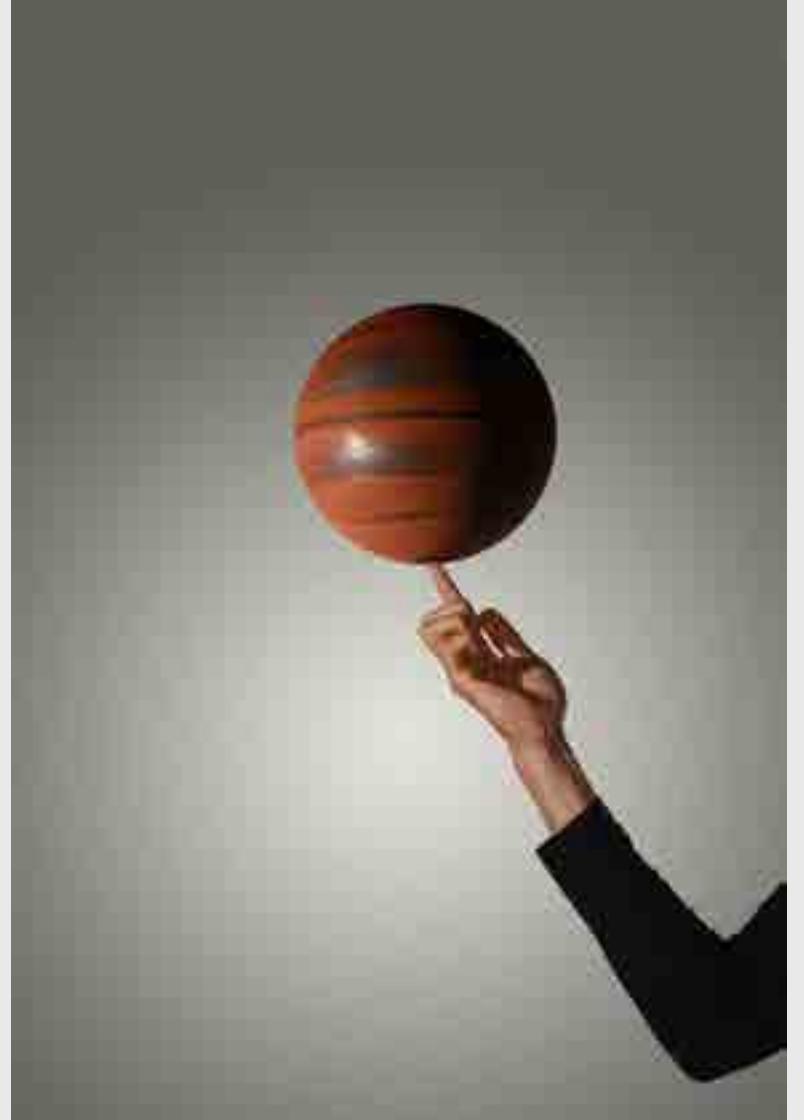
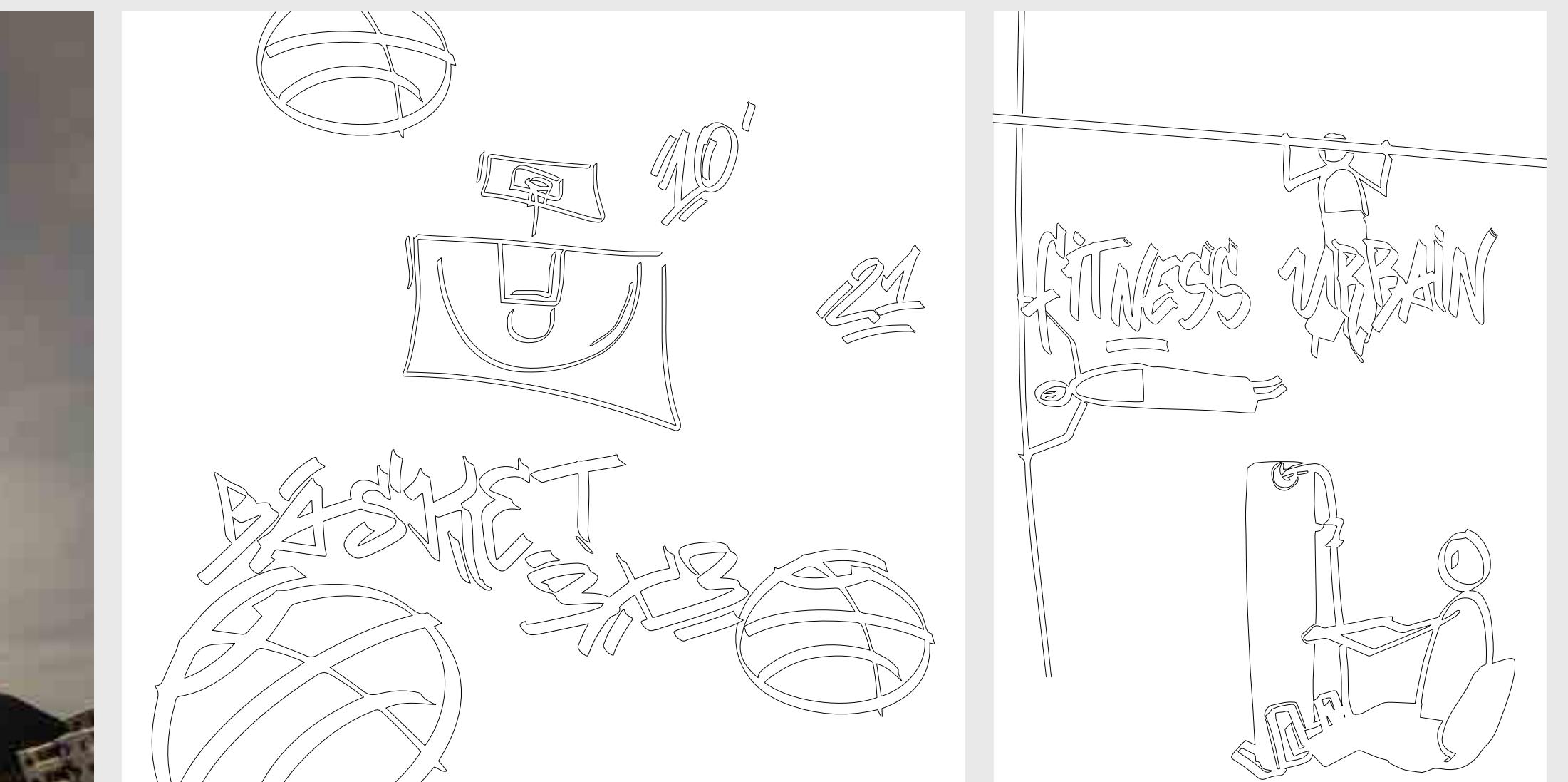
The *Urban Festival Neuchâtel* project aims to create all the visual communication for a fictional festival dedicated to urban sports in the city of Neuchâtel (Switzerland). This project brings together skills in photography, graphic design and coding.

PHOTOGRAPHIC WORK

Reportage, action, portrait and still life photography are used to illustrate the website.

WEBSITE

A linear font and graphic and typographic elements inspired by graffiti give the website a young, urban identity. This visual style reflects the dynamism and energy associated with urban culture. The photographs use warm tones and bring a human and summery feel to the image of the festival. The site is hand-coded in HTML, CSS and JavaScript.



DESIGN

PHOTOGRAPHY

URBAN SPORTS FESTIVAL NEUCHÂTEL
DÉCOUVERTE ET INITIATIONS AUX SPORTS URBAINS POUR TOUS.TES.
10 JUIN - 11 JUIN 2023

LE FESTIVAL SE DÉROULE DANS 3 LIEUX, AUTOUR DE 3 THEMATIQUES, À NEUCHÂTEL.

TRICKS **HARMONY** **STREET**

TÉLÉCHARGER LE PROGRAMME COMPLET

PARTENAIRES

Cinéma Bio
Musée d'ethnographie de Neuchâtel (MEN)

Urban Sports Festival Neuchâtel
Place de la Mairie 10
2000 Neuchâtel

032 511 00 99
info@usfn.ch

Instagram
Facebook
Twitter
Twitter

QUAND ?
Vendredi 10 Juin (18h-22h)
Samedi 11 Juin (10h-22h)
Dimanche 12 Juin (10h-18h)

TÉLÉCHARGER LE PROGRAMME COMPLET

INSCRIPTION

S'INSCRIRE

MAP

Urban Sports Festival Neuchâtel
Place de la Mairie 10
2000 Neuchâtel

032 511 00 99
info@usfn.ch

Instagram
Facebook
Twitter
Twitter



SUMMARY

INTRODUCTION

DESIGN

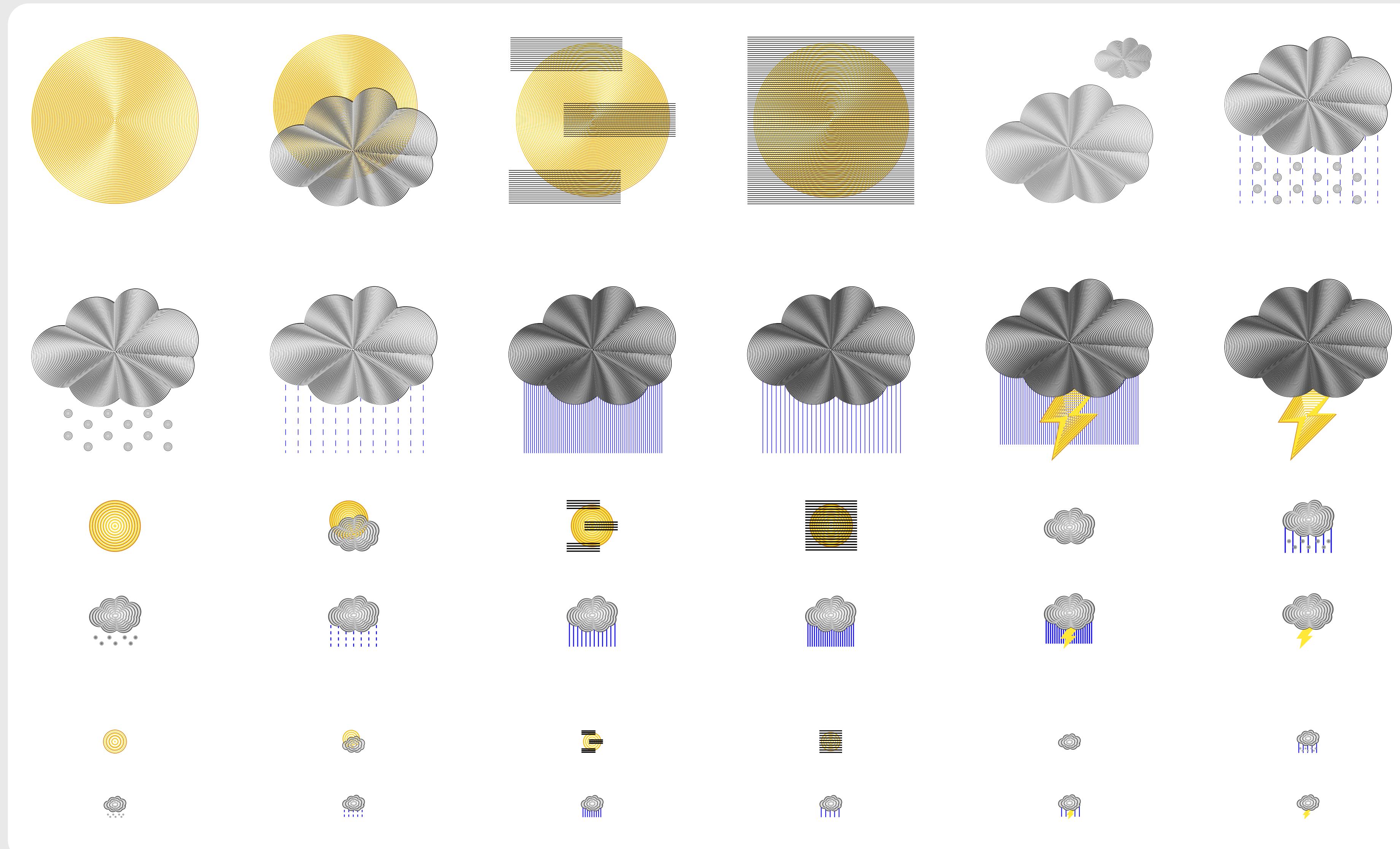
PHOTOGRAPHY

This weather forecast application focuses on the ergonomic and design aspects necessary for applications. Usability, ergonomics and consistency in the user experience are the key objectives of this project.

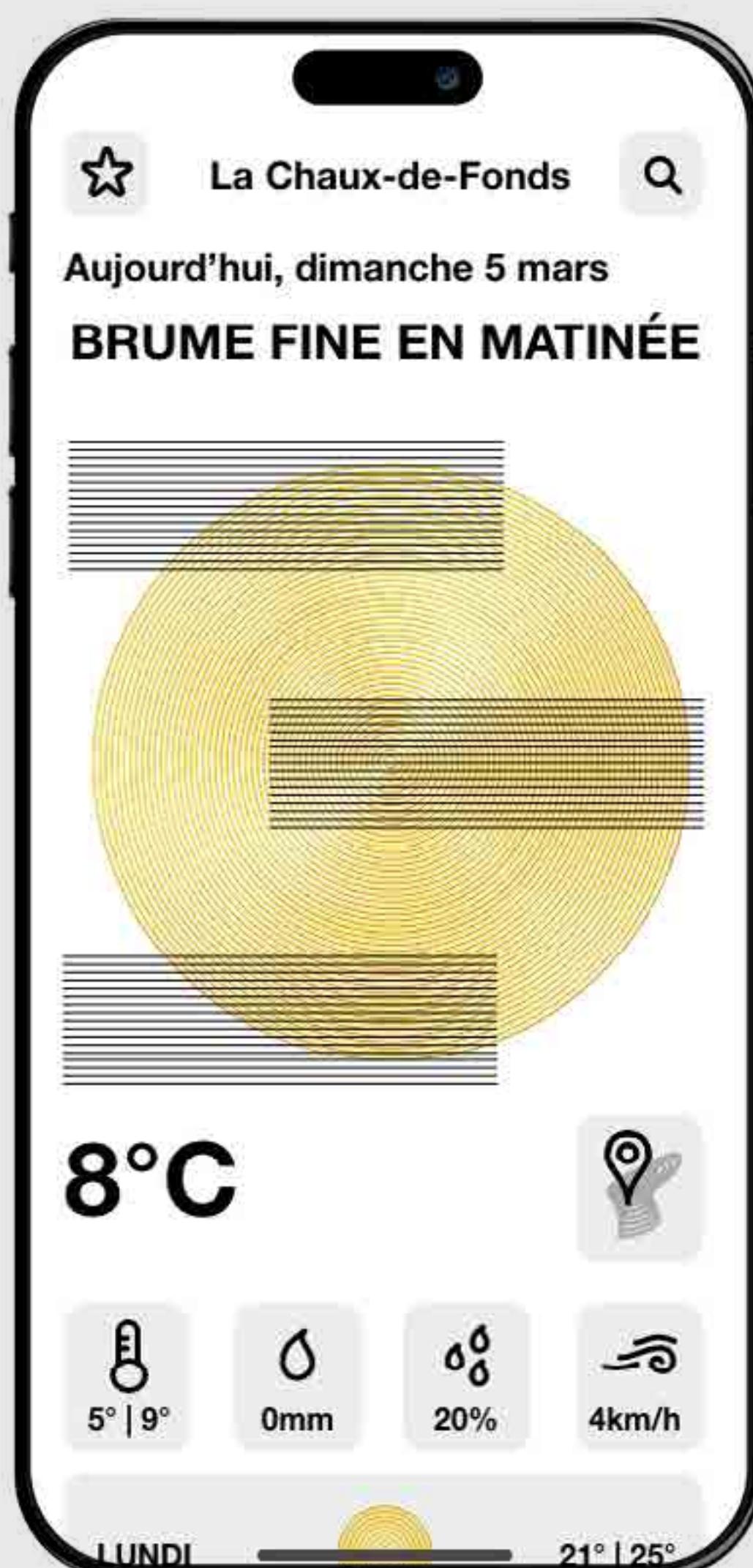
Weather app



A set of icons based on a system of overlapping layers produces a distinctive graphic effect. To ensure optimal screen rendering, the icons are used in different sizes.



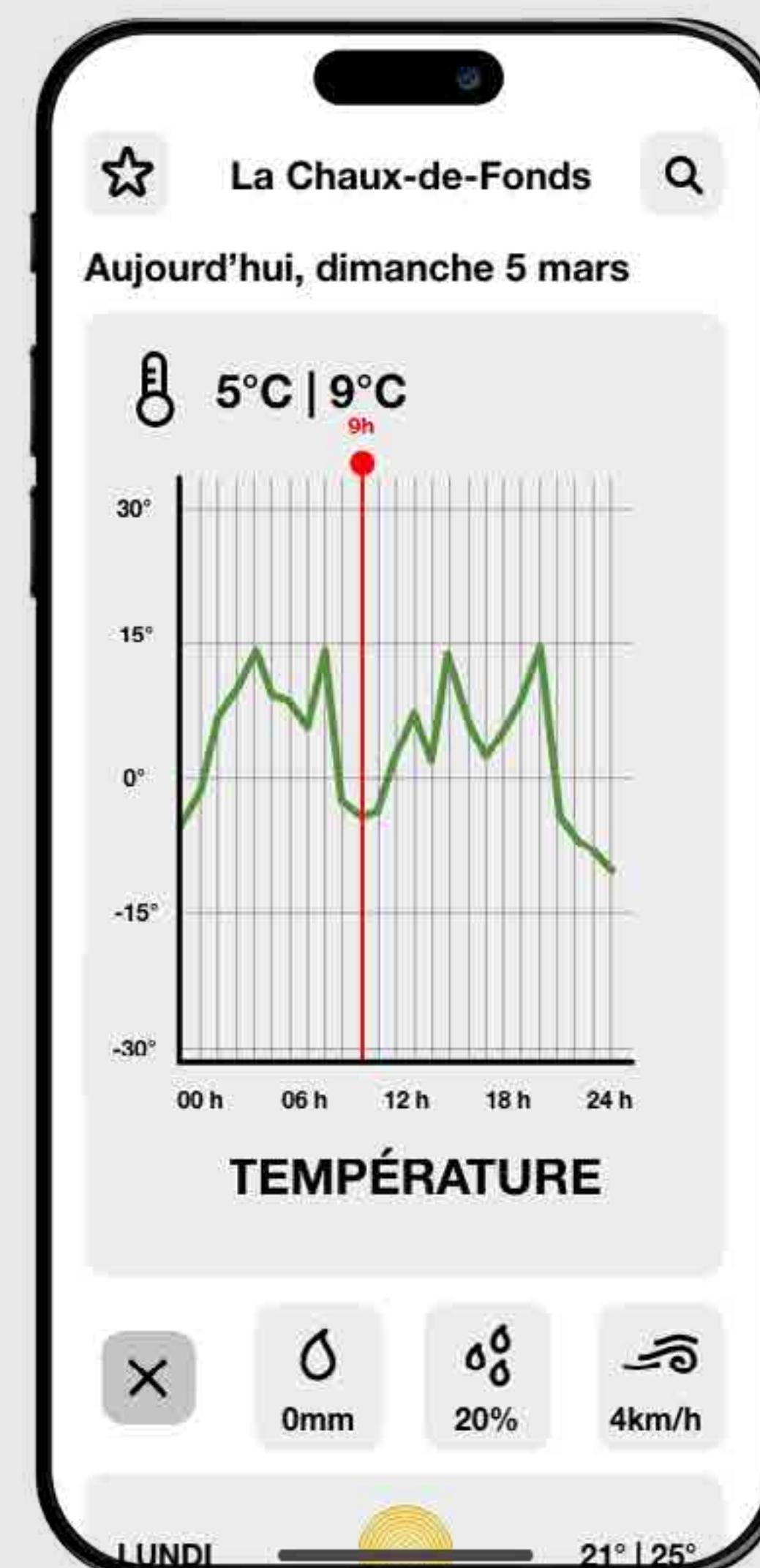
HOME PAGE



5-DAY FORECAST



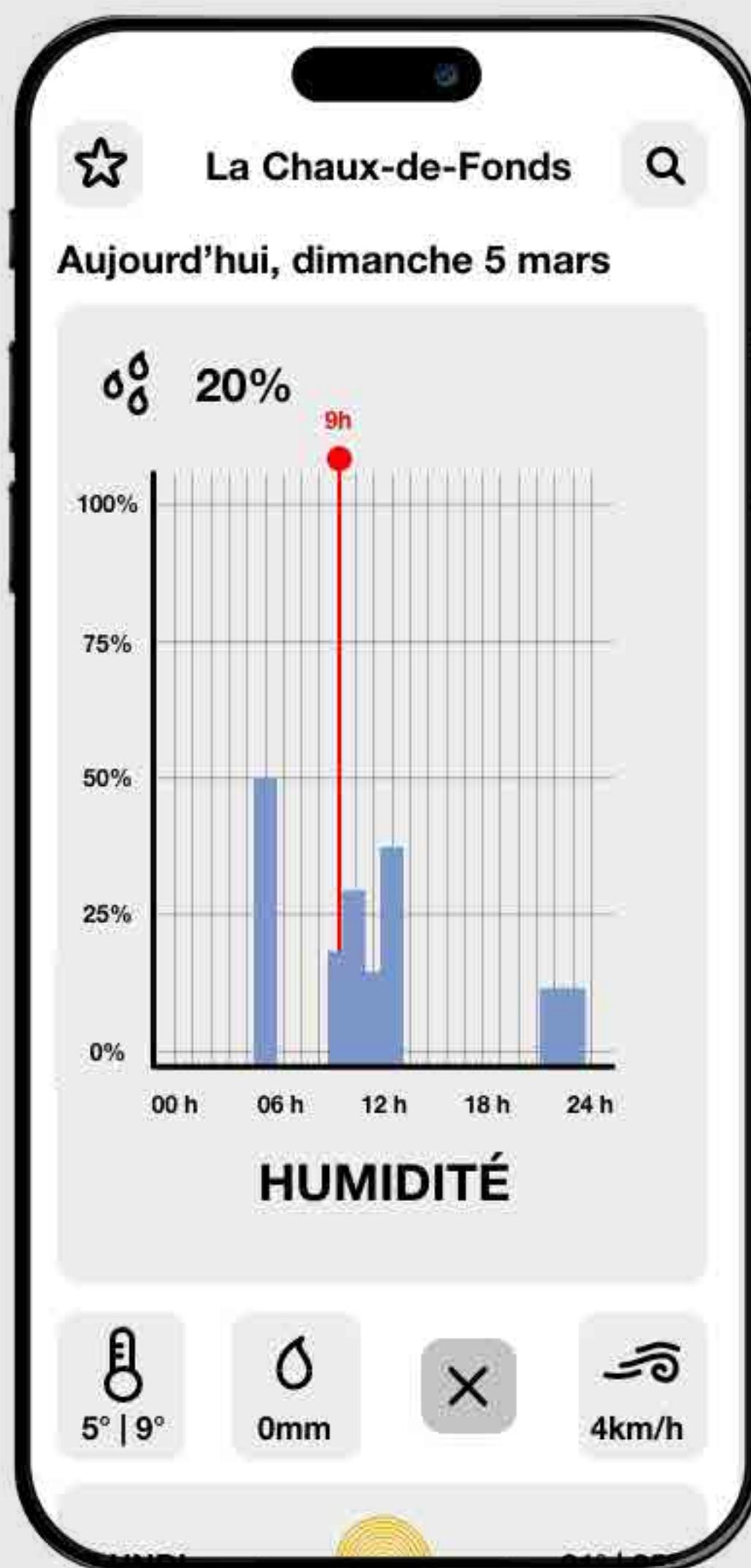
DAILY TEMPERATURE TREND



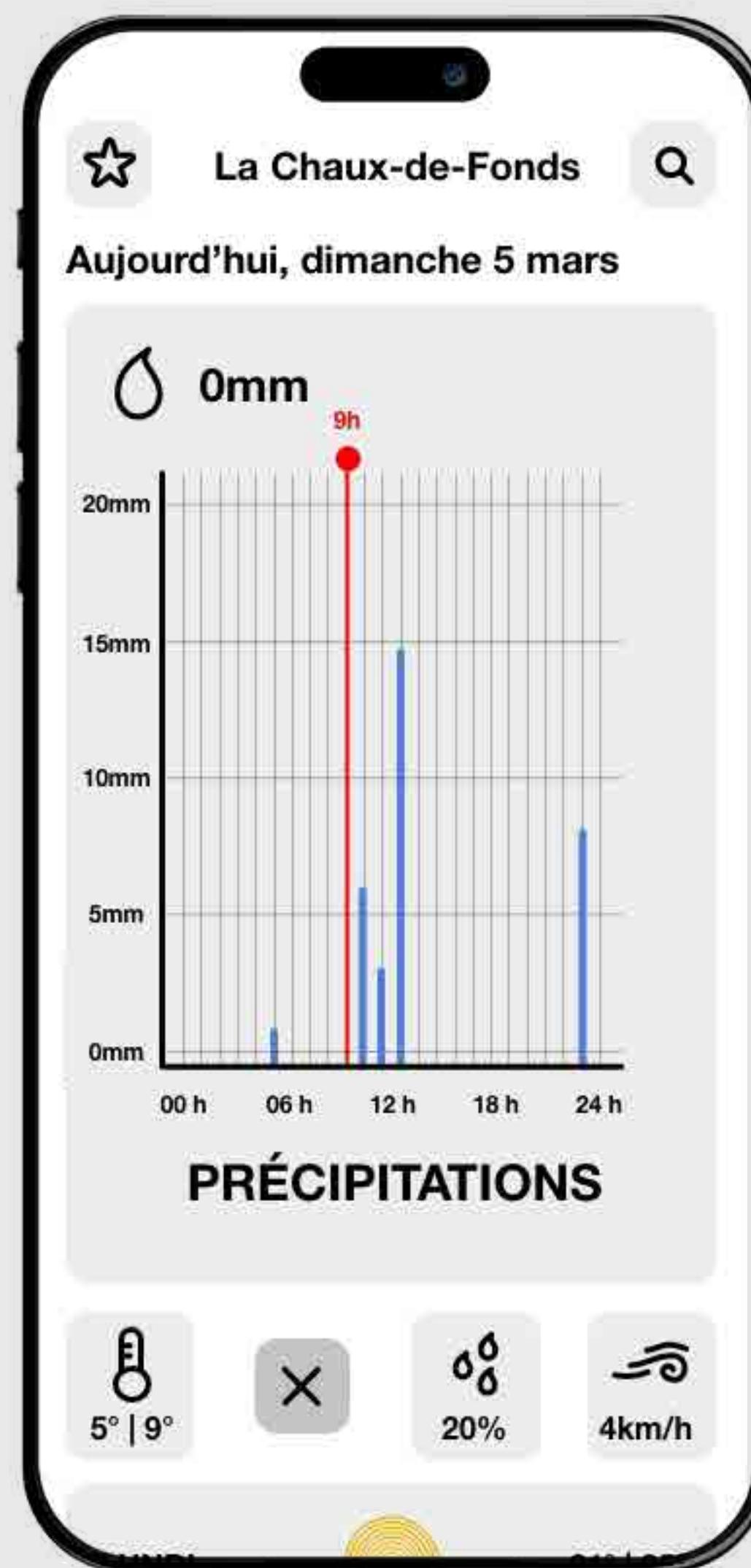
RADAR ANIMATION



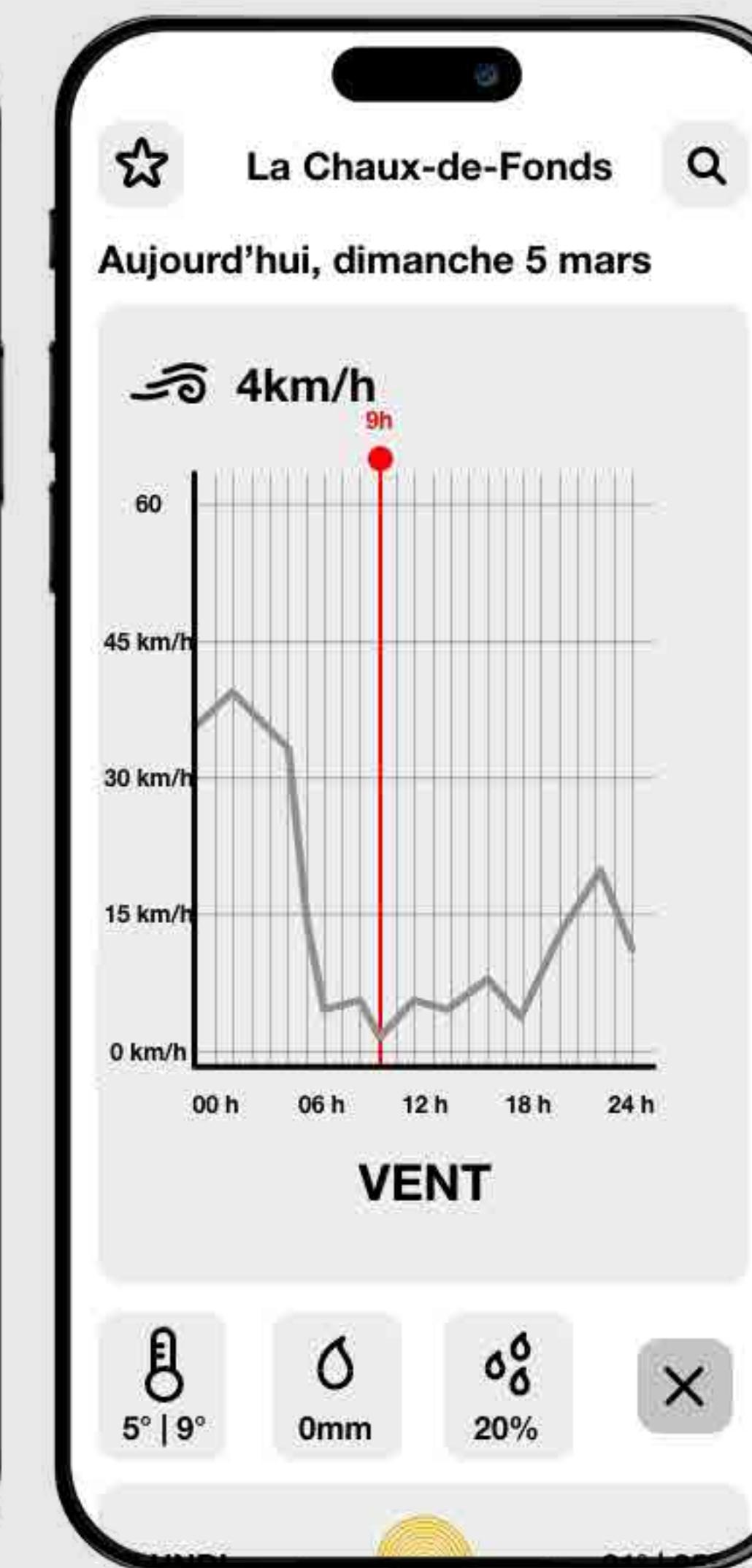
DAILY HUMIDITY TREND



DAILY PRECIPITATION TREND



DAILY WIND TREND



DISPLAY ON SCREEN



ICON AND WIDGETS





SUMMARY

INTRODUCTION

DESIGN

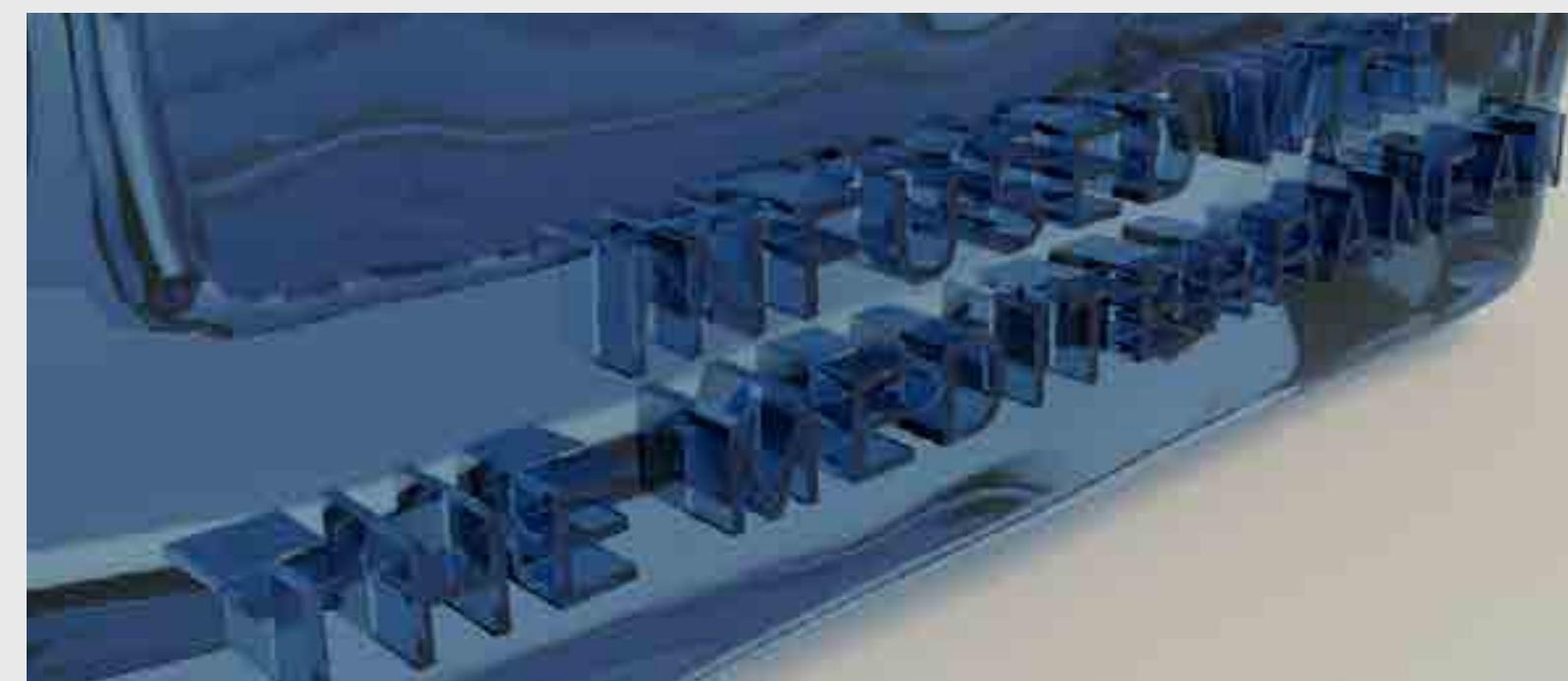
PHOTOGRAPHY

The *3D Bottle* project develops 3D modelling skills. The choice of lighting and textures allows you to discover an object as it is conceived in real life. Cinema 4D software is used.

3D *Bottle*

3D

| OCT 2022





SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

Photography





SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

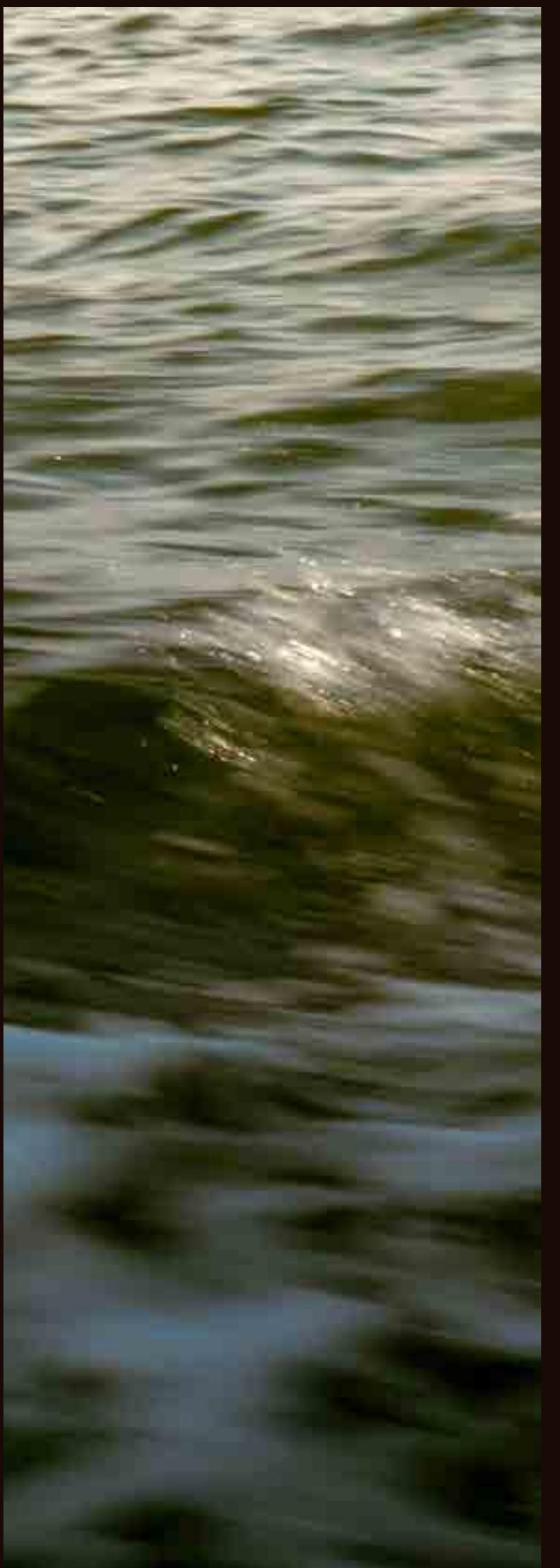
Logbook

PHOTO

| JUL 2025



This project combines photographs and travel notes on a website. During a month-long train journey through the Nordic countries (the Netherlands, Denmark, Norway, Sweden and Germany), a travel journal is created daily so that friends and family can share in the discoveries and adventures taking place thousands of kilometres away.





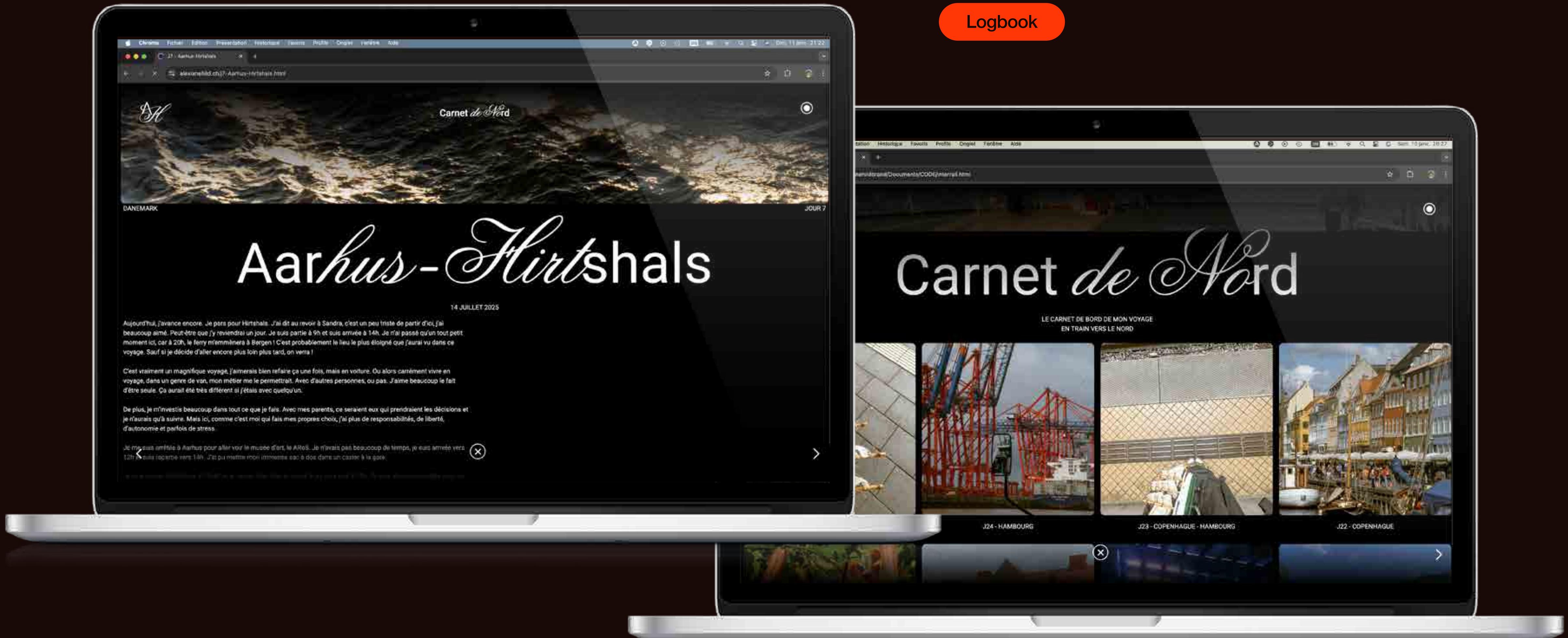












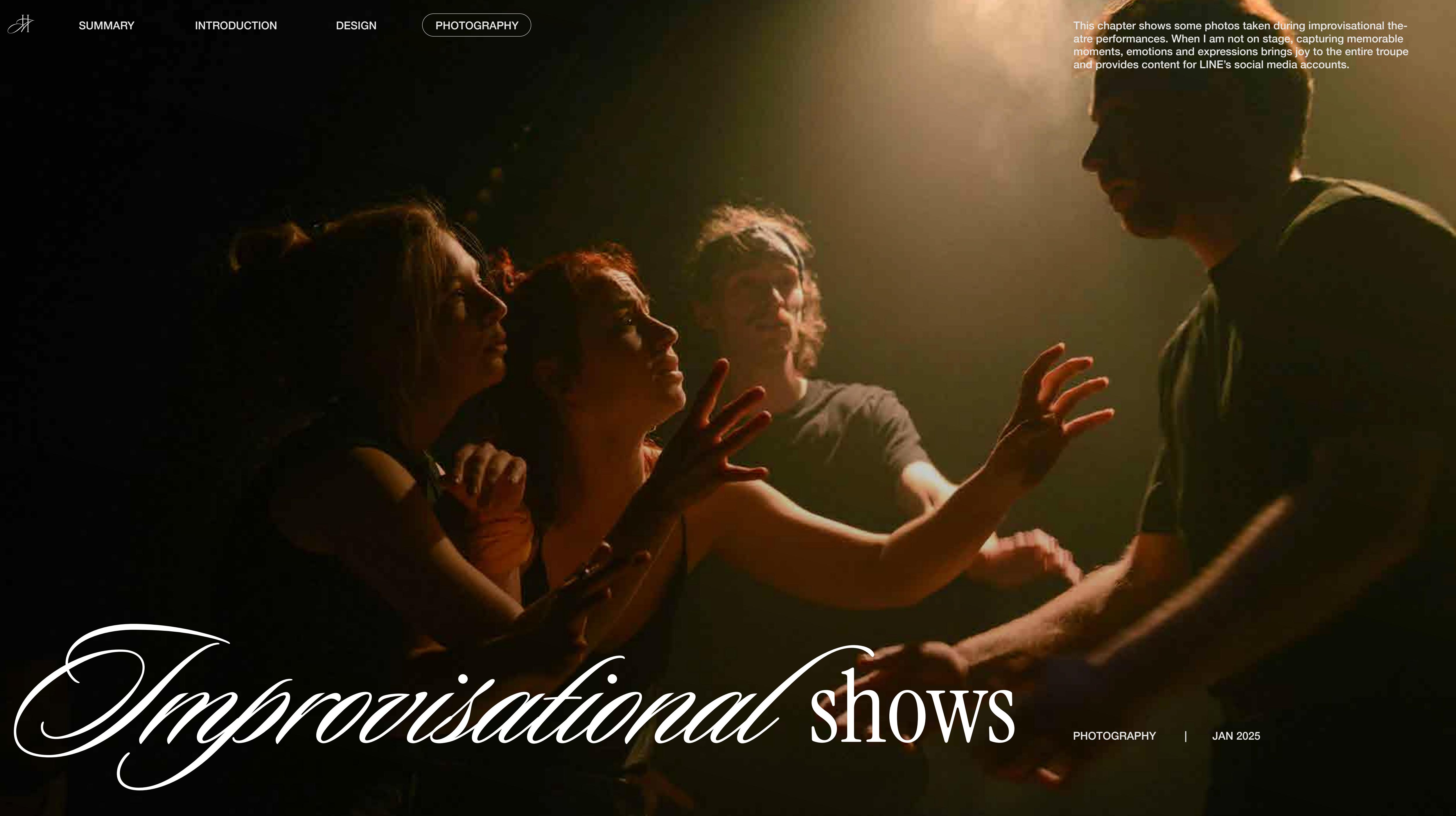


SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY



This chapter shows some photos taken during improvisational theatre performances. When I am not on stage, capturing memorable moments, emotions and expressions brings joy to the entire troupe and provides content for LINE's social media accounts.

Improvisational shows

PHOTOGRAPHY | JAN 2025









SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

This photographic series is the result of a trip to Izmir, Turkey. It explores the atmosphere of the place through ruins, seagulls and fragments of landscapes. This series reflects a perspective on everyday life and the environment.



Trip to *Turkey*

PHOTOGRAPHY

| MAR 2025





SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY







SUMMARY

INTRODUCTION

DESIGN

PHOTOGRAPHY

This series was created as part of an experiment in film photography.

Analogue *Photography*

PHOTOGRAPHY

JUN 2023







End

Further projects and information at:

alexianeild.ch

