

**PORT—
FOLIO
GEORGE NOUSIOS**

BRANDING



This project was developed in response to a collaborative brief connected to ActionAid's work in Thessaloniki, focusing on communicating the urgency of climate change to a young audience with limited prior awareness of the issue.

SKETCHING



I created illustrative campaign visuals and applied a consistent visual identity across proposed merchandise and printed materials, including a campaign leaflet. The project focused on translating complex issues into clear, accessible visual communication suitable for campaign use.

Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign

WEB DEVELOPMENT



 **CONFIDENT**

 **CAPABLE**

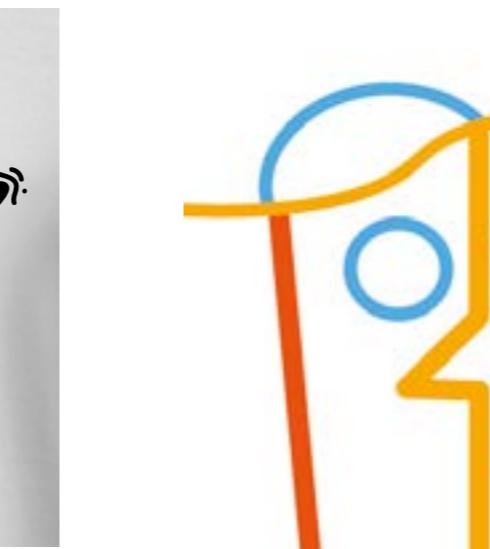
 **AWARE**



Merch for the campaign was selected for giveaways



FOURNOS



Fournos is a fictitious food brand developed as part of a university brief focused on creating a cohesive and adaptable visual system. The project explored character, tone, and recognisability through a series of illustrated product icons.

I designed a consistent set of icons intended for use across packaging, apparel, and digital platforms, ensuring they worked both individually and as a unified system.

Software: Adobe Illustrator, Adobe Photoshop



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FUTURISM IN REVIEW

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Futurism in Review is a hypothetical non-profit conference developed as my final major project. Using an event-based context, the project explores the contemporary relevance of the Futurist movement, drawing on ideas of movement, dynamism, and experimentation.

I designed a complete visual identity and applied it across posters, digital advertising, organisational materials, merchandise, and a website concept, with a focus on adaptability across different formats.

Software Used - Adobe Illustrator, Adobe Photoshop, Adobe Design

MERCH**ORGANISATION****ADVERTISEMENT****COLLAGES** personal exploration

CONTACT GEORGE NOUSIOS

EMAIL: george@nousios.co.uk

PHONE: 697 776 8934