

sezen balci

portfolio 2021

ingredients

■ branding design

■ logo design

■ poster design

■ infographic design

■ social media design

■ banner design

■ guideline design

■ campaings

■ motion design

■ spark ar (instagram filter)

branding design

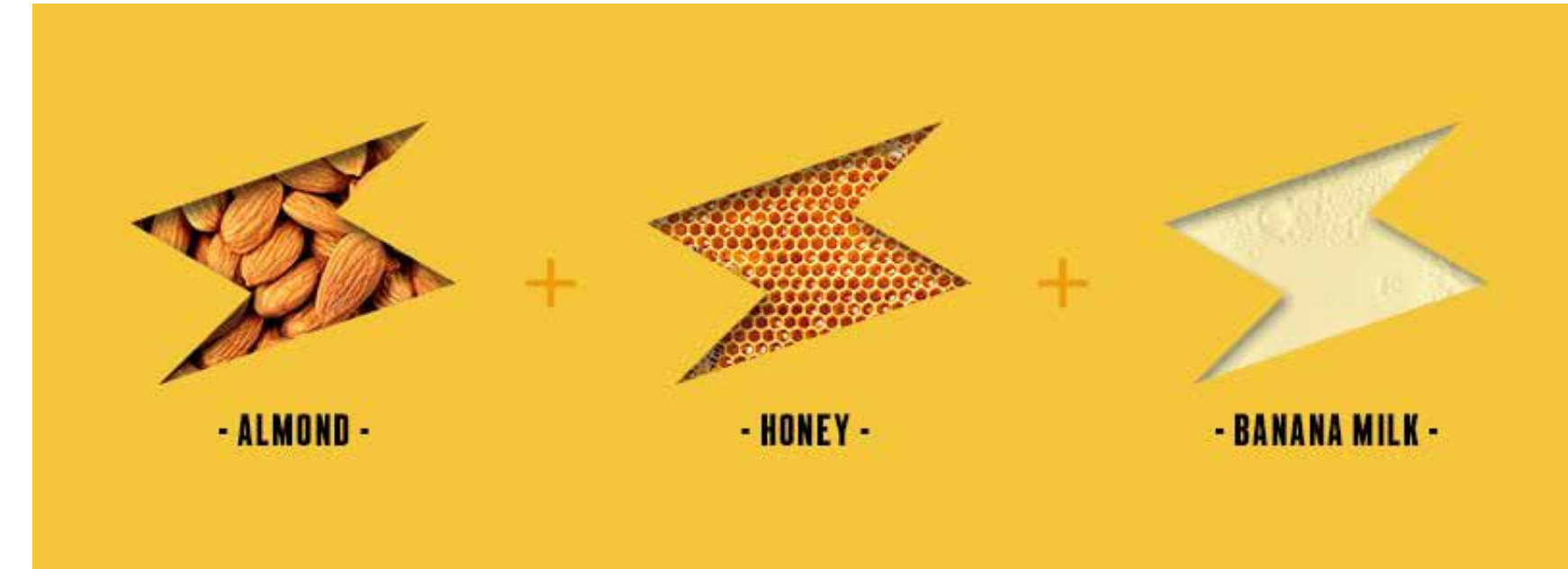


Client: Wall's
Date: Summer'18
Role: Graphic Designer & Art Director
Url: sezenbalci.com/algida-atomix-packaging-ad-campaign

Algida Turkey decided to produce a brand new ice cream in bar format. They also wanted to put some local tastes into it. They needed something to boost youngsters energy easily and joyfully. There was already very famous taste in Turkey which called as 'Atom'. Youngsters would drink 'atom' before their soccer match, etc. So we inspired from that 'Atom' cocktail and created 'increased version of Atom cocktail' as an ice cream bar with the mix of chocolate, almond, honey and banana milk. And we added '-ix' to the name of the cocktail and called it as 'Atomix'.

I put components; logotype, ingredients, lettering and other graphic elements which are influenced by lightning symbol. I also add some hexagon pattern which is referred to honey to the background by using black and yellow color palette.

ATOMIX



branding design



Client: Wall's
Date: Summer'19
Role: Graphic Designer & Art Director
Url: sezenbalci.com/walls-frootie

Covered with juicy black mulberry, Algida Frootie has creamy ice cream with pieces of strawberry inside.

Algida Frootie is a low-calorie snack whose packet stands out in the fridge. It's so modern and entertaining that just the packet alone is worth posting on Pinterest.

I'll bring this character of the product to our communication. We used frozen effect in combine of fresh fruits and colors of summer.



branding design



Client: Yemeksepeti

Date: October'19

Role: Graphic Designer

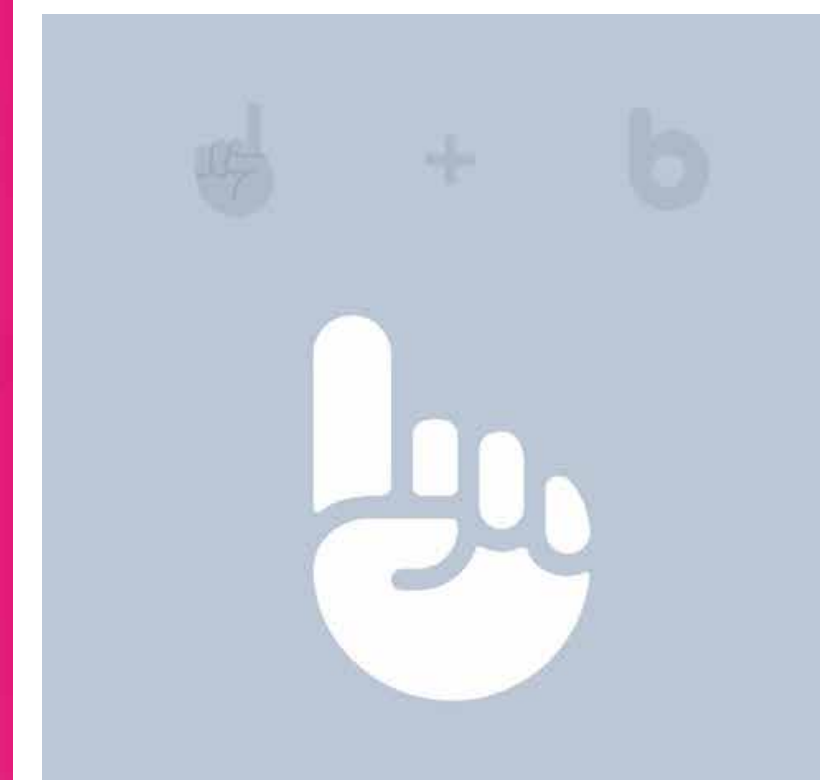
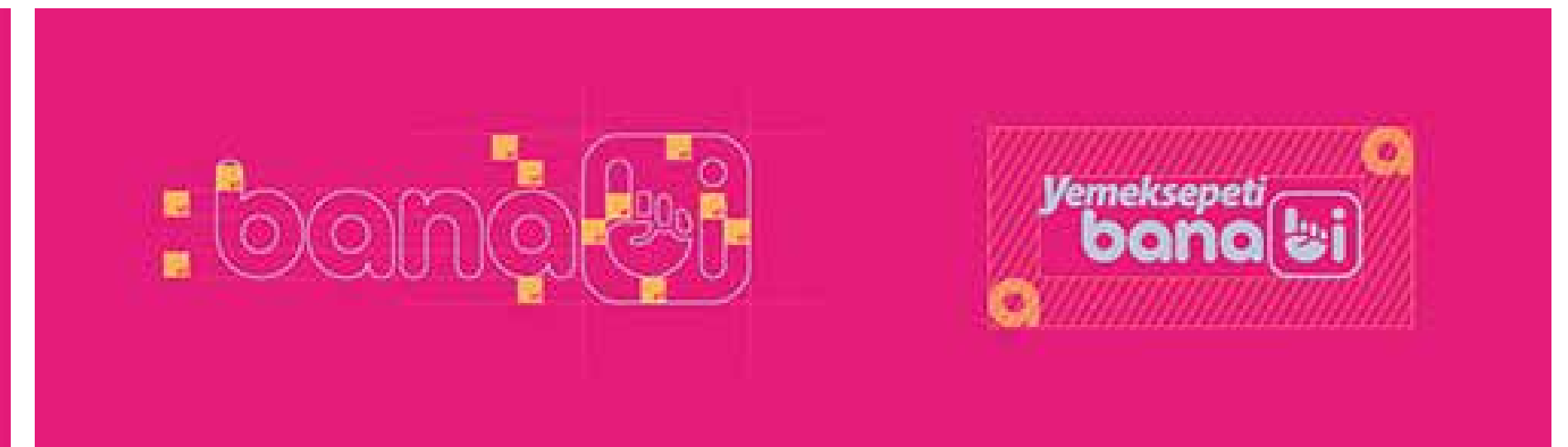
Url: sezenbalci.com/yemeksepeti-banabi

A leader Turkish meal delivery company, Yemeksepeti.com, decided to deliver grocery products besides its meal service. When the service is named, we think it should be an earworm name, so it will be catchy.

“Bana bi...” [I'd like to have a/an...] is commonly used to get something you want.

It is also supported by a finger gesture; finger pointing up.

To stand out in a market that has so many competitors, moreover the quality of service it also needs noticeable visual identity...



branding design



Client: Reklamcılar Derneği
Date: June '18
Role: Graphic Designer & Art Director
Url: sezenbalci.com/kristal-elma-2018-festival-of-creativity

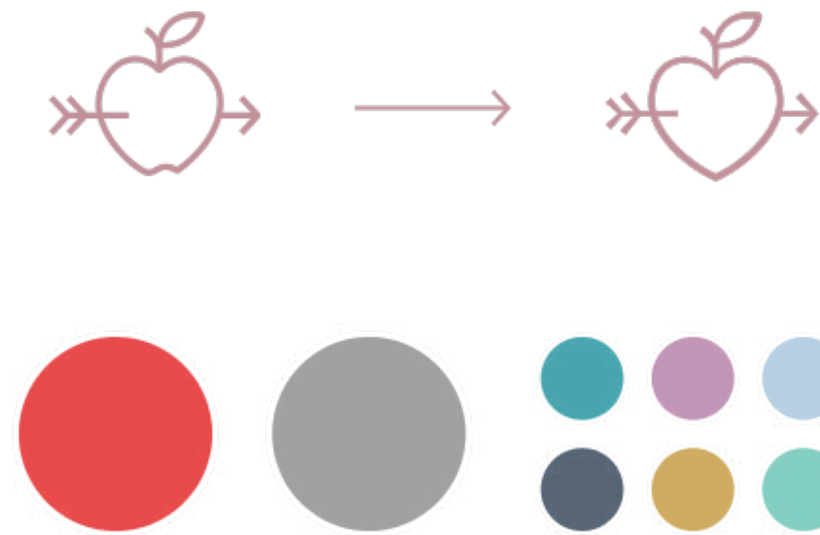
Crystal Apple is the most prestigious advertising award ceremony in Turkey. We selected 'love' as key theme. And call it as 'the product of our love'.

Creativity is love.
And the fruit of our love: Crystal Apple

In Logo, changed award logo's apple form with hearth-shaped apple form and created Crystal Apple Awards' 30th years logo.

We took 'arrow' from the award logo and used it on our key arts. We shoted arrows to famous local creatives. And we used a soft colored background and serif-font to support the love theme.

And we adapted the key art concept to social contents. We used romantic quotations about important announcement posts by creating typographic world.



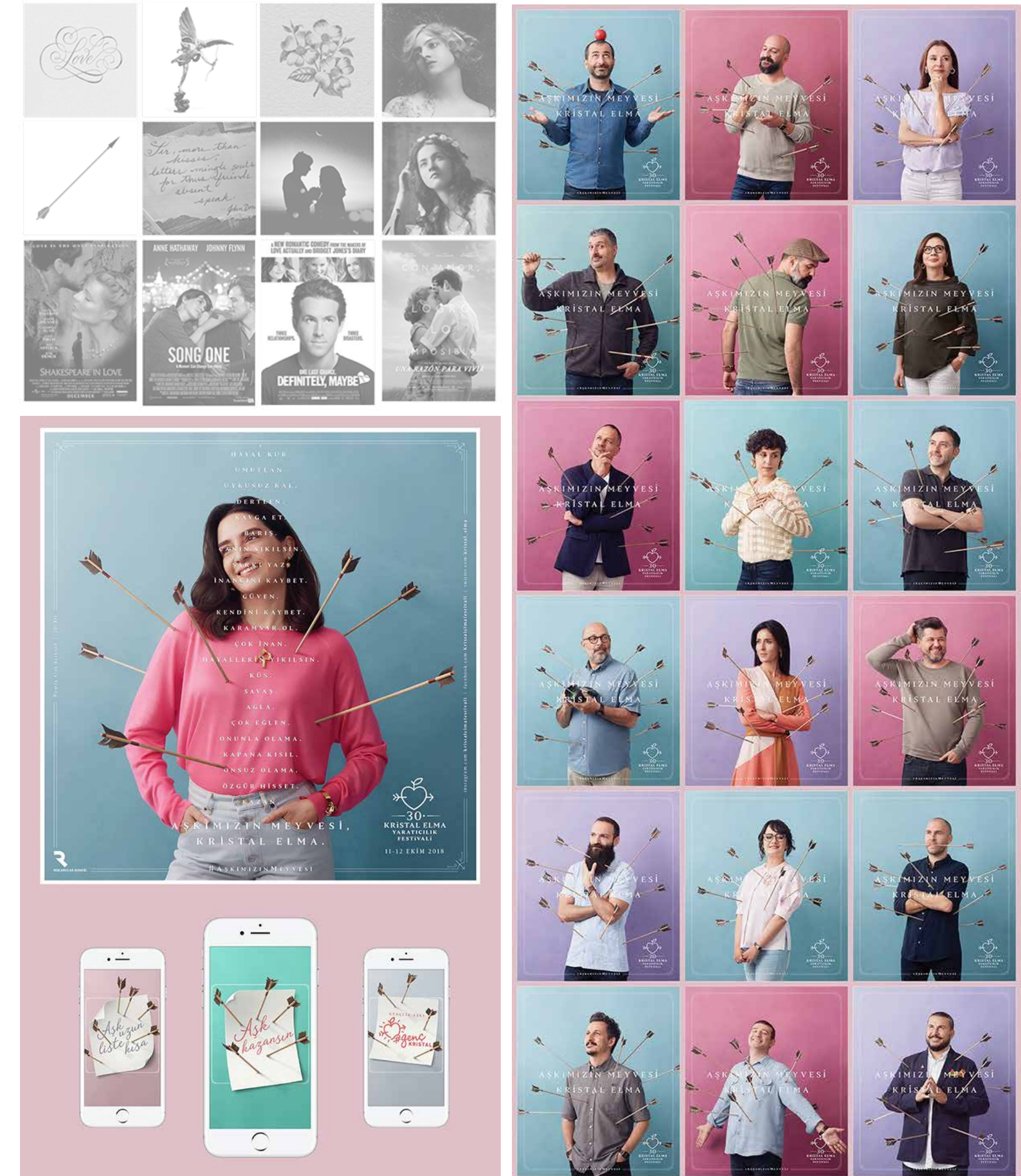
ABCČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdđefghijklmnopqrsštuvwxyzž1234567890
?!"#\$%&#|@/&\<-+*x=>@#€£¥€;

Serif Extra Light Serif Regular Serif Semi Bold
Serif Light Serif Medium Serif Bold

INKNUT ANTIQUA RALEWAY
ABCČDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčdđefghijklmnopqrsštuvwxyzž1234567890
?!"#\$%&#|@/&\<-+*x=>@#€£¥€;

InkNut Antiqua Light InkNut Antiqua Semi Bold
InkNut Antiqua Regular InkNut Antiqua Bold
InkNut Antiqua Medium InkNut Antiqua Extra Bold

Raleway Light Raleway Semibold
Raleway Regular Raleway Bold
Raleway Medium Raleway Extra Bold



logo design



logo design

ulva
macrame



ulva
macrame

logo design



logo design



logo design

the
blendjuices
natural



the
blendjuices
natural

logo design

ATOMIX



ATOMIX

logo design



logo design

bana 



bana 

logo design



poster design

NETFLIX

Client: Netflix

Date: June '19

Role: Graphic Designer

Poster made for netflix's new series.

It was a series that depicted the journey a woman made in herself, and I wanted to reflect it using two characters.



poster design

NETFLIX

Client: Netflix

Date: October'17

Role: Graphic Designer

Url: sezenbalci.com/netflix-bright-the-local-documentary

Poster series I made for bright campaign.

I made posters of the brands I created here with Orcs.



poster design

NETFLIX

Client: Netflix

Date: October'17

Role: Graphic Designer

Url: sezenbalci.com/netflix-bright-the-local-documentary

Poster series I made for bright campaign.

I made posters of the brands I created here with Orcs.



poster design



Client: Wall's
Date: Summer'18
Role: Graphic Designer

Energetic and dynamic poster design was expected for the new ice cream. ice cream is so energetic that the poster is pierced...

I gave importance to the content of the ice cream. I used ice cream as much as possible to attract the attention of young people.

The reason for the predominance of yellow color was the proportion of honey.



poster design



Client: Wall's
Date: Summer'19
Role: Graphic Designer

I used fruits and strawberry ice cream for the background to make the ingredients of the ice cream stand out.

I highlighted the fruits to emphasize that they are low-calorie and healthy.



poster design



Client: Unilever
Date: December'17
Role: Graphic Designer

In the new package, Yumoş and Omo's poster designs are what I pay attention to:

The product did not change, but the package was now environmentally friendly.

I highlighted the product, which increased in grams compared to the old package, with the help of coins.



poster design



Client: Wall's

Date: May'18

Role: Graphic Designer

Url: sezenbalci.com/smile-with-algida

Poster designs of algida and smile campaign.

We asked people to eat ice creams in the posters and we carried those moments to the posters.



poster design

NETFLIX

Client: Netflix

Date: June'19

Role: Graphic Designer

Url: sezenbalci.com/stranger-things-sadettin-teksoy-is-at-hawkins

In the Netflix Saddettin Teksoy campaign,
I adapted the stranger things to the posters using our actor.



poster design

ÜLKER

Client: Ulker

Date: February'18

Role: Art Director & Graphic Designer

I determined the mood of the photo shoot and worked with a photographer. After that, I made a poster design with the frames from the photo shoot.



poster design

ÜLKER

Client: Ulker

Date: July'18

Role: Graphic Designer

Url: sezenbalci.com/ulker-cizi-survivor-turkey

In the campaign we prepared for survivor.
I first designed the button, then I moved the button to
the poster and made this design.



poster design

NETFLIX

Client: Netflix

Date: December'19

Role: Graphic Designer

Url: sezenbalci.com/vestel-x-atiye

Netflix wanted to make a joint advertising campaign with vestel. this is the poster design of that campaign.

I used the products in the poster to give the feeling of a series published on the screens of digital products belonging to vestel.



poster design



Client: Reklamcılar Derneği
Date: June'18
Role: Graphic Designer

Posters that I designed to fit the theme of the campaign.

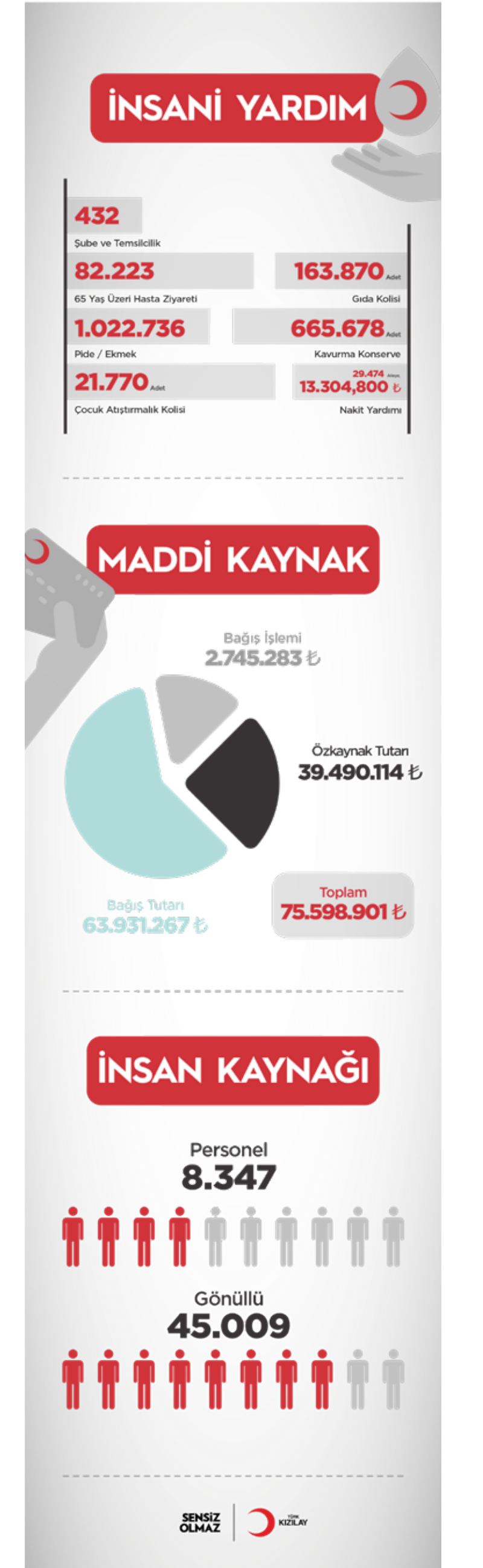
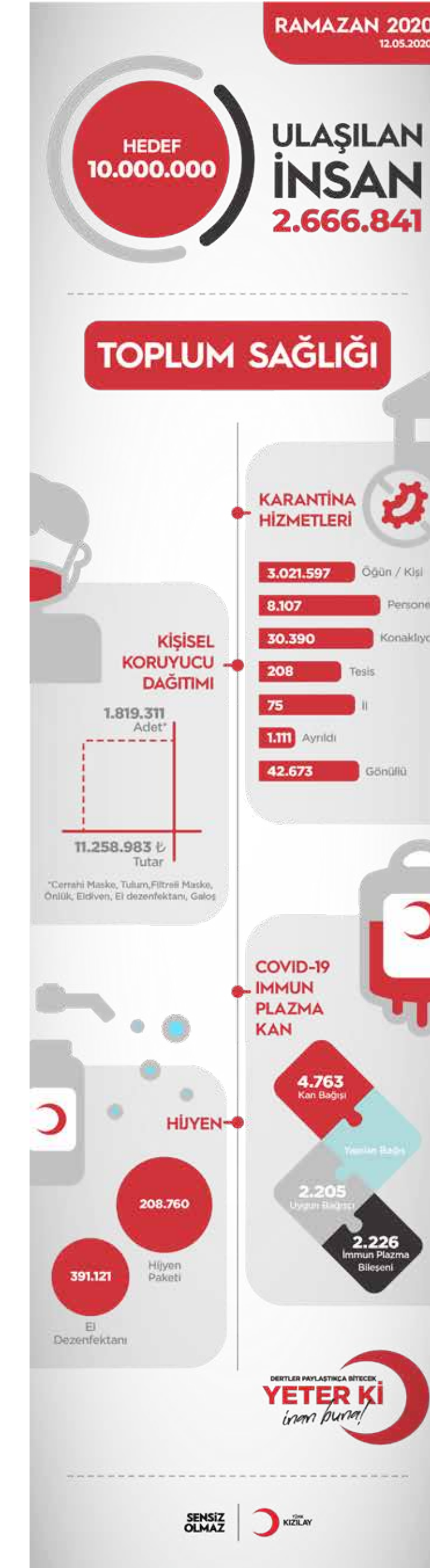
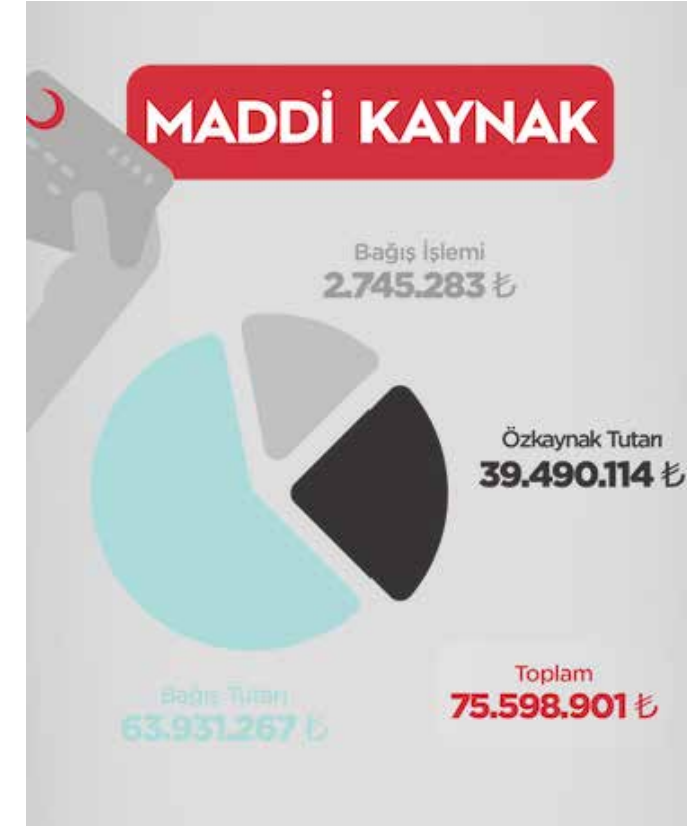
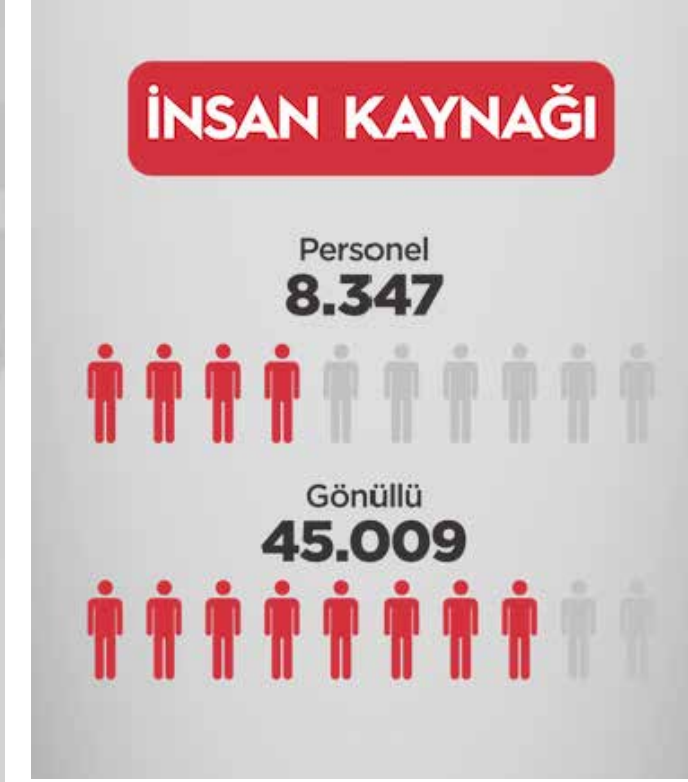


infographic design

Client: Türk Kızılay
Date: May'20
Role: Graphic Designer



details:

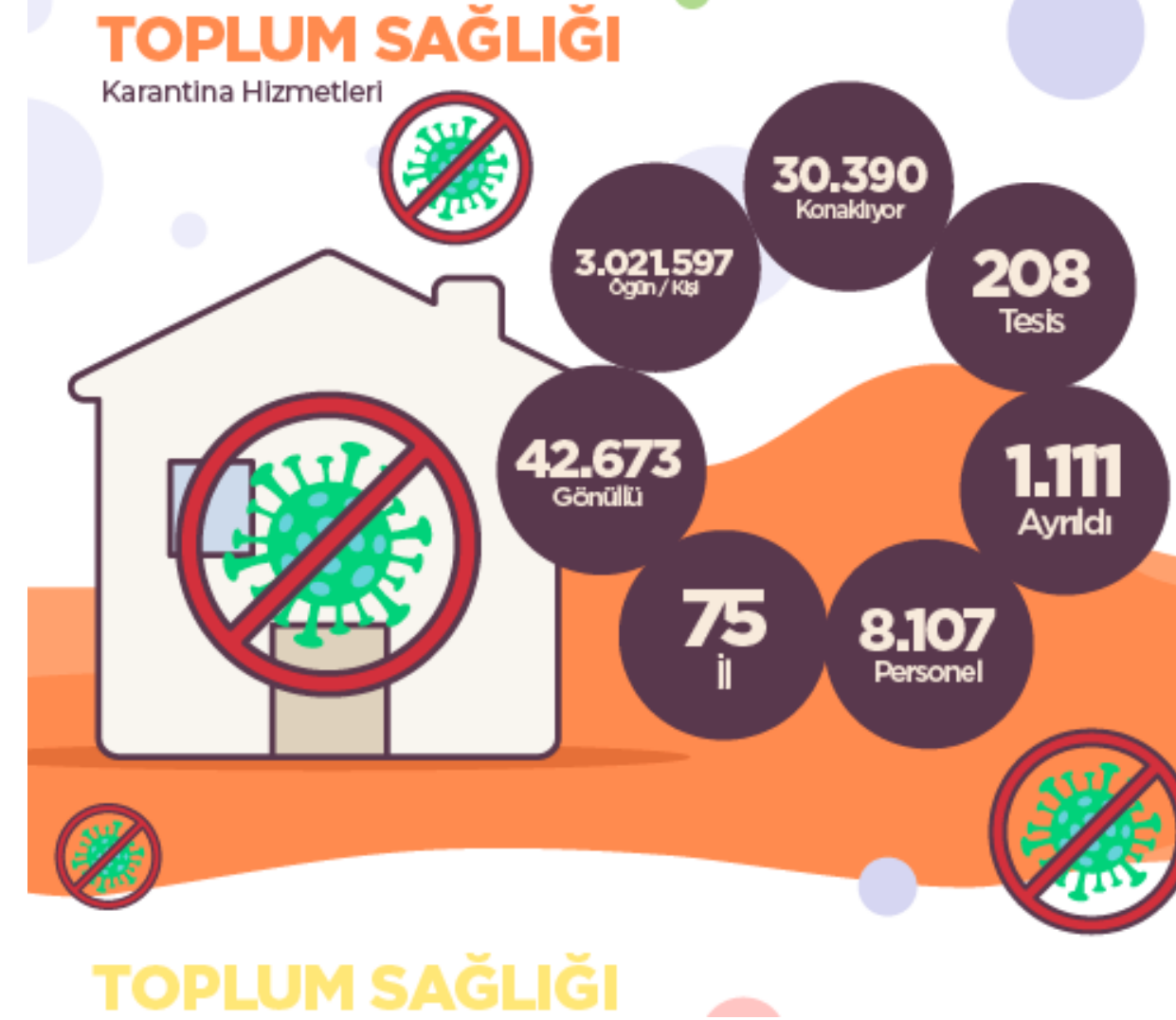


infographic design

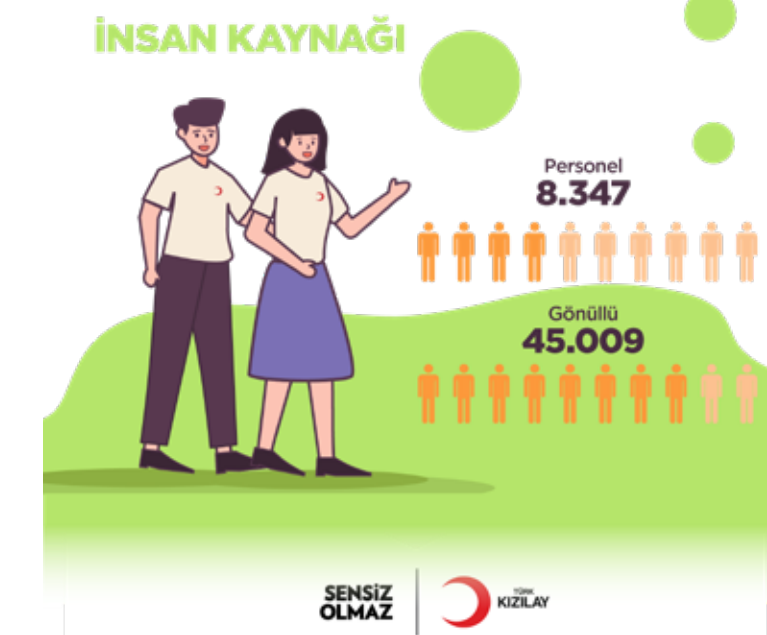
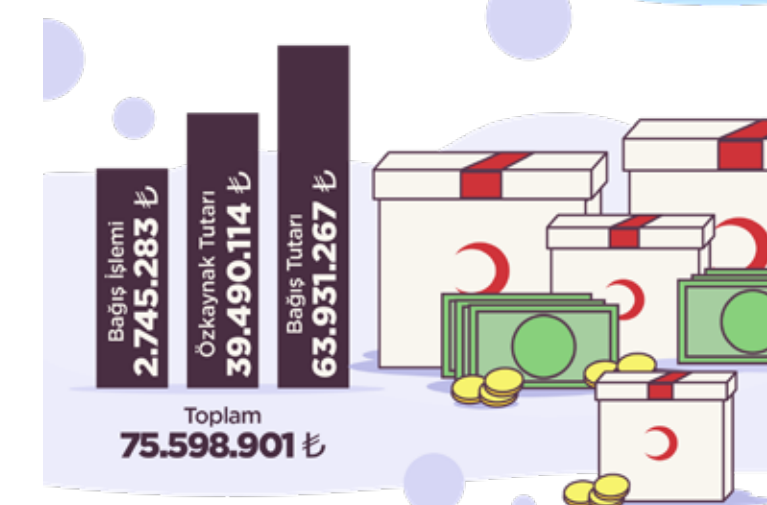
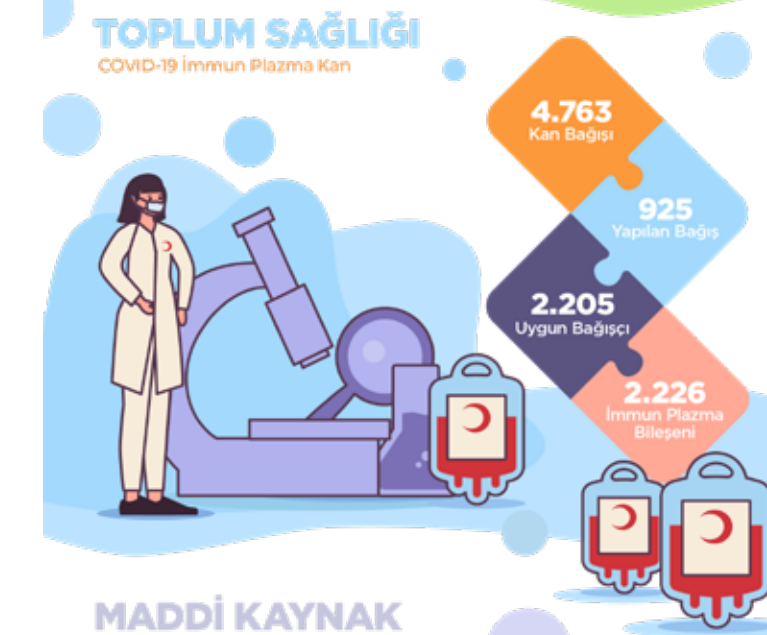
Client: Türk Kızılay
Date: May'20
Role: Graphic Designer



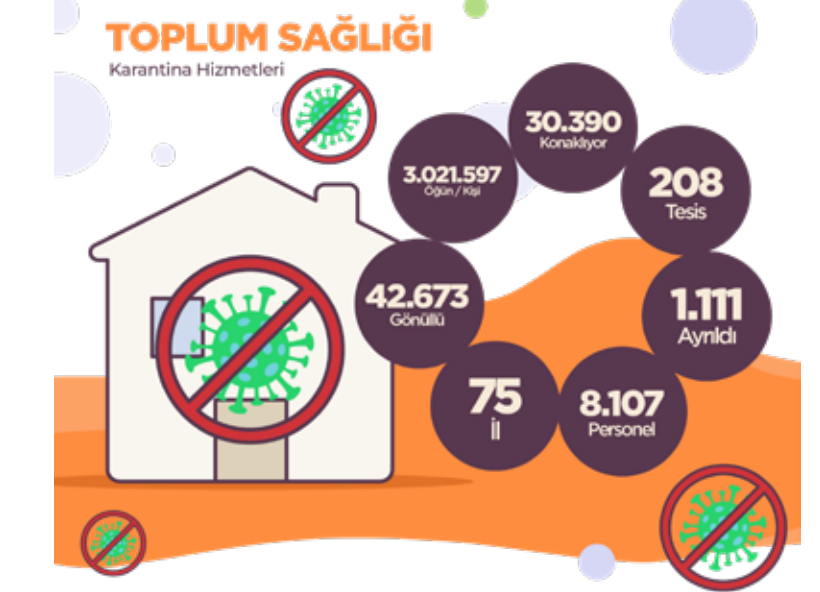
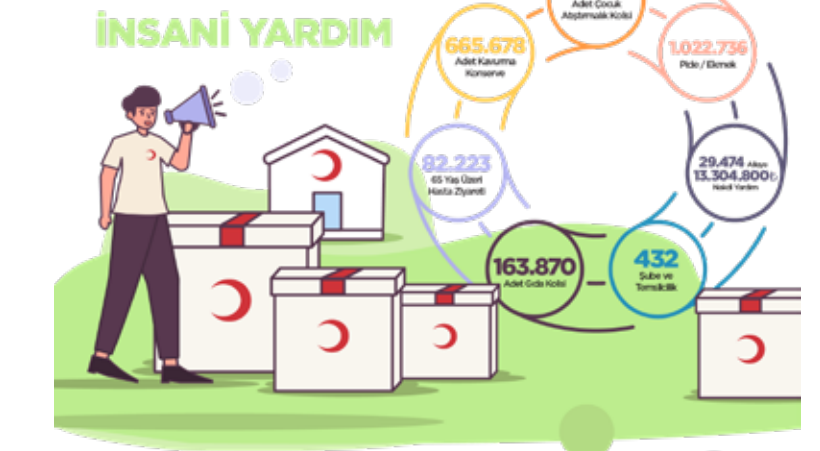
details:



RAMAZAN 2020
13.05.2020
HEDEF 10.000.000
ULASILAN INSAN 2.666.841



RAMAZAN 2020
13.05.2020
HEDEF 10.000.000
ULASILAN INSAN 2.666.841



infographic design

NETFLIX

details:

Client: Netflix
Date: June'17
Role: Graphic Designer

**WIFI YOKSA,
SORUN YOK.**

↓ ✈️

DİZİNİ İNDİR,
YOLDAYKEN İZLE.

**ALTYAZILARINI
ÖZELLEŞTİR.**

UÇUŞ SERBEST, SINIR YOK.
ALTYAZILARININ RENK, YAZI TİPİ,
ARKA PLAN VE GÖLGESİNİ DİLEDİĞİN
ŞEKİLDE KULLAN.

**MODUNA
GİR**

YARIŞA HAZIRLAN...
ÖNCEKİ SEZONLAR VEYA
FRAGMANLARI İZLEYEREK...

**AYAKTA KAL!
ZZZZSSSS**

BOYUN ÇEVİRME HAREKETİ

SAĞLIKLI
ATIŞTIRMALIKLARI
HAZIR ET.

SEHPA İLE
ALT VÜCUT EGZERSİZİ

ÜÇ BÖLÜMDE
PES ETMEMEK İÇİN
ŞEKERE VE SODYUMA ABANMA.

**KÜÇÜK BİR
MOLA...**

NASIL PROFESYONEL DİZİ MARATONU YARIŞÇISI OLUNUR?

**NETFLIX'İNİ
TANI.**

**WIFI YOKSA,
SORUN YOK.**

↓ ✈️

DİZİNİ İNDİR,
YOLDAYKEN İZLE.

**ALTYAZILARINI
ÖZELLEŞTİR.**

UÇUŞ SERBEST, SINIR YOK.
ALTYAZILARININ RENK, YAZI TİPİ,
ARKA PLAN VE GÖLGESİNİ DİLEDİĞİN
ŞEKİLDE KULLAN.

**ÖNCE DEN
PLANLA
MODUNA
GİR**

YARIŞA HAZIRLAN...
ÖNCEKİ SEZONLAR VEYA
FRAGMANLARI İZLEYEREK...

**AYAKTA KAL!
ZZZZSSSS**

YARIŞ GÜNÜ AYAKTA
KALMAK İÇİN
BİR ÖNCEKİ GECE SAĞLAM BİR UYKU ÇEK
YA DA GÜN İÇİNDE BİRAZ KESTİR.

**VERİ DEĞİL,
ZAMAN TÜKET.**

NETFLIX MOBİL
UYGULAMASI ÜZERİNDEN
NE KADAR VERİ
KULLANDIĞI KONTROL ET.

**HAREKET ETMEYİ
UNUTMA!**

**AKTİF OL,
ZİNDE OL.**

KAN AKIŞINI ARTTIR...
OTURMA ODASINA UYGUN
ESNEME HAREKETİ VE
EGZERSİZLERLE...

KANEPEDEN SİNAY ÇEKME HAREKETİ

BOYUN ÇEVİRME HAREKETİ

SEHPA İLE
ALT VÜCUT EGZERSİZİ

KANEPEDEN SQUAT EGZERSİZİ

KOLTUK MİNDERİNİ
ÇEKME HAREKETİ

**BESLENME
VE İÇECEKLER**

**SUSUZ
KALMA!**

BOL OKSİJENLE BEYİN
FONKSİYONLARINI
MAKSİMUM SEVİYEDE TUT.

SAĞLIKLI
ATIŞTIRMALIKLARI
HAZIR ET.

ÜÇ BÖLÜMDE
PES ETMEMEK İÇİN
ŞEKERE VE SODYUMA ABANMA.

**KÜÇÜK BİR
MOLA...**

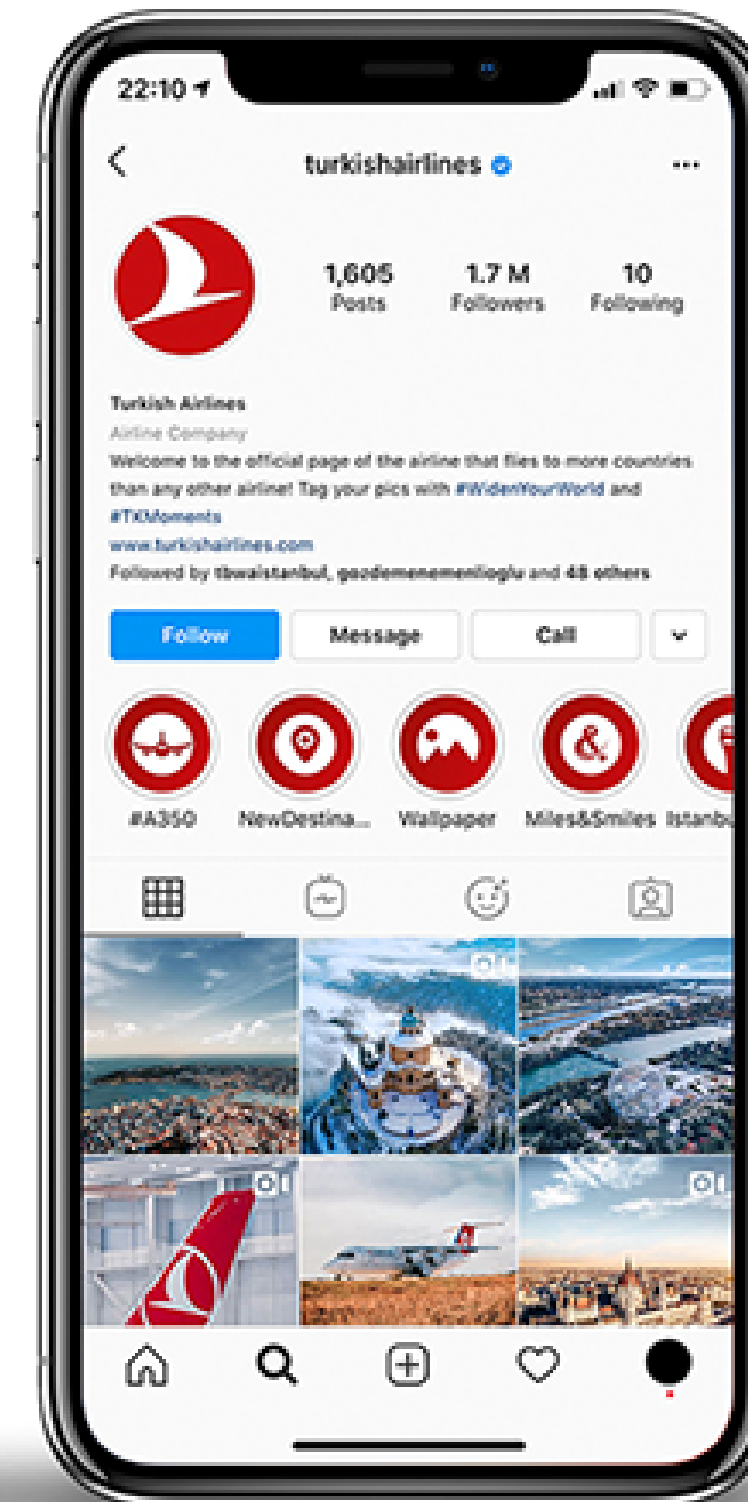
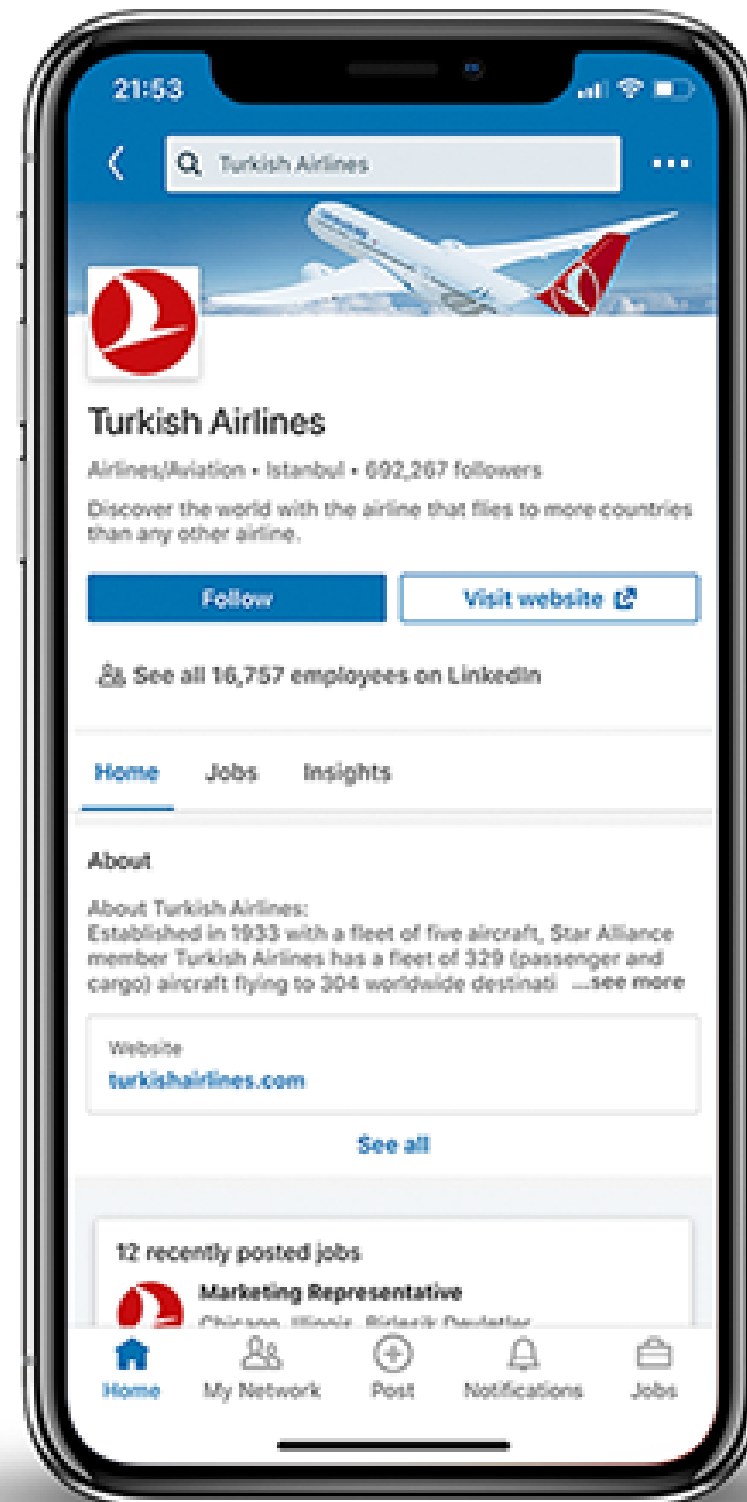
HER BÖLÜM SONUNDA
KREDİLERİ DE İZLEYEREK KENDİNE KÜÇÜK
MOLALAR YARAT; YARIŞA DEVAM ET.

NETFLIX

social media design



Client: Turkish Airlines
Date: 2017-2020
Role: Graphic Designer



social media design



Client: Turkish Airlines

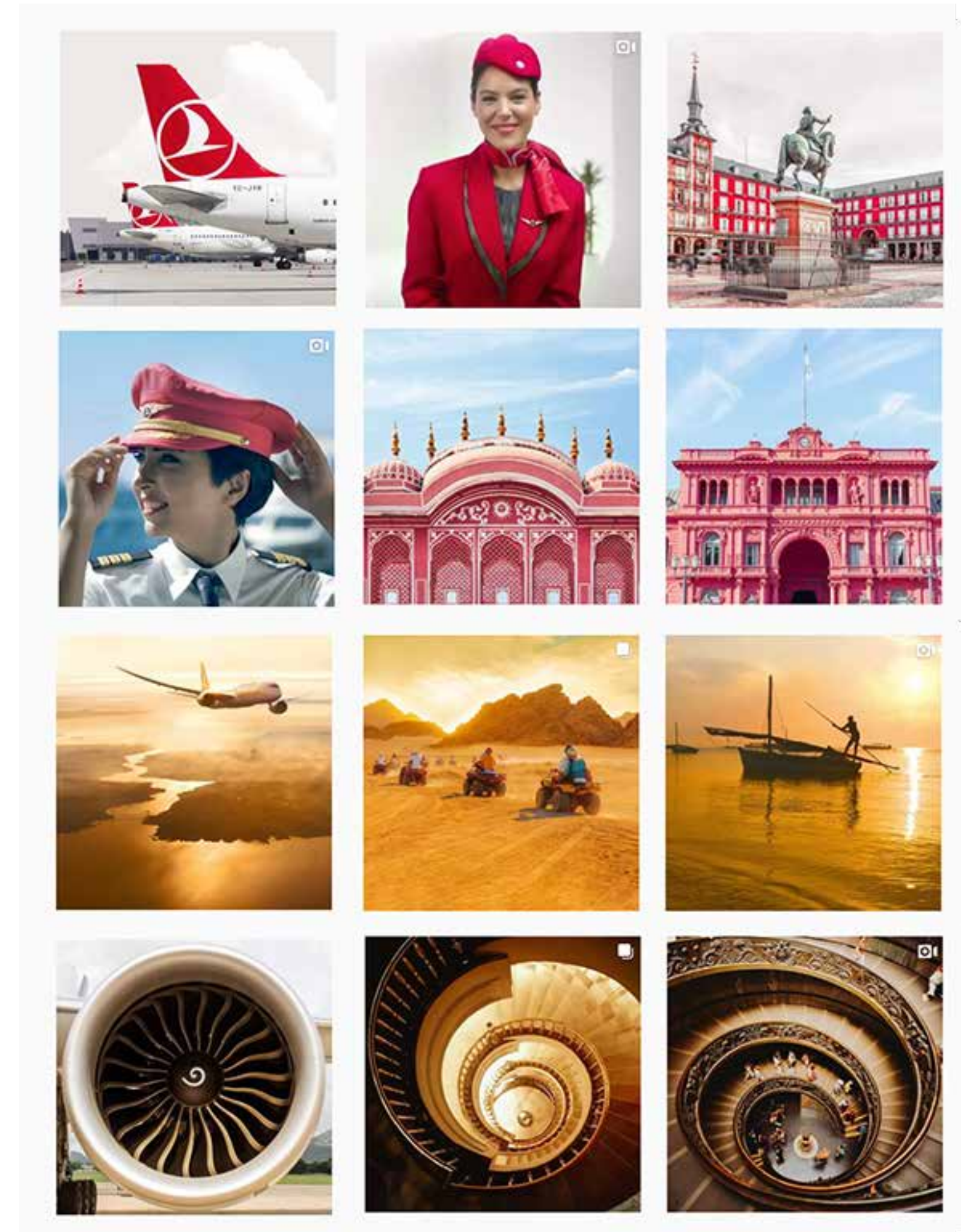
Date: 2017-2020

Role: Art Director & Graphic Designer

Url: sezenbalci.com/turkish-airlines-social-media

We first determined the concept and color scheme of the page. Afterwards, we found the photos that fit this layout and started sharing.

I did things like adjusting the color of the photos, fitting some photos into the concept with little touches.



social media design



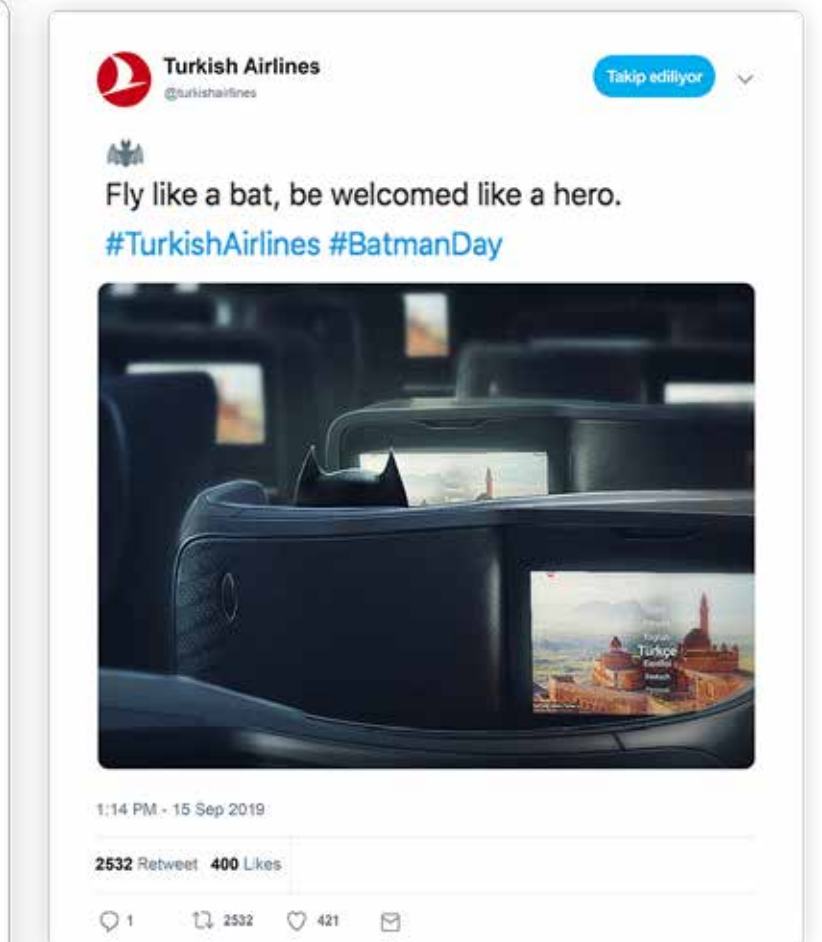
Client: Turkish Airlines

Date: 2017-2020

Role: Art Director & Graphic Designer

Url: sezenbalci.com/turkish-airlines-social-media

I designed visuals to explain that situation in important days or events that will make a sound. I have retouched these designs.

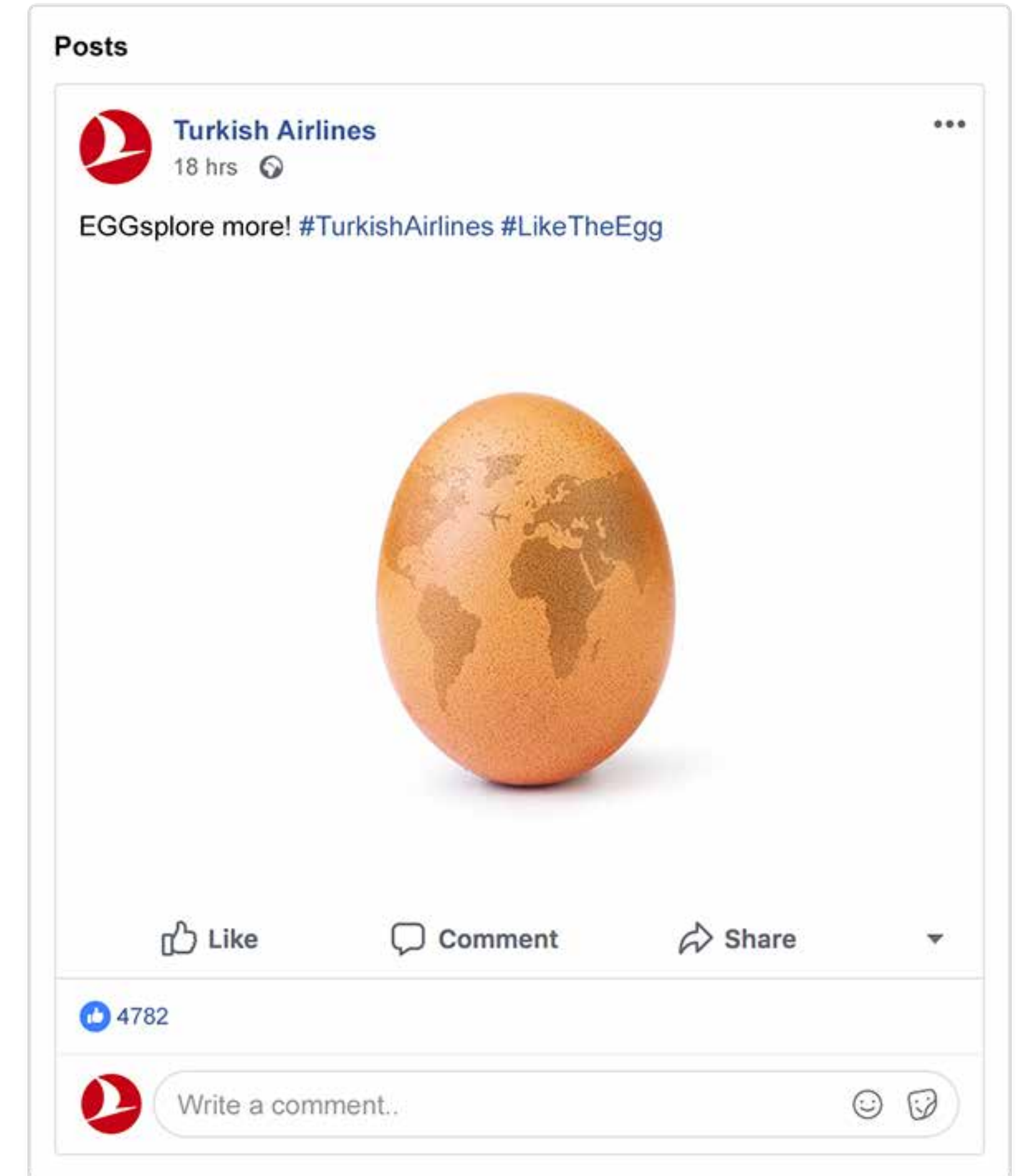


social media design



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Date: 2017-2020
Role: Graphic Designer

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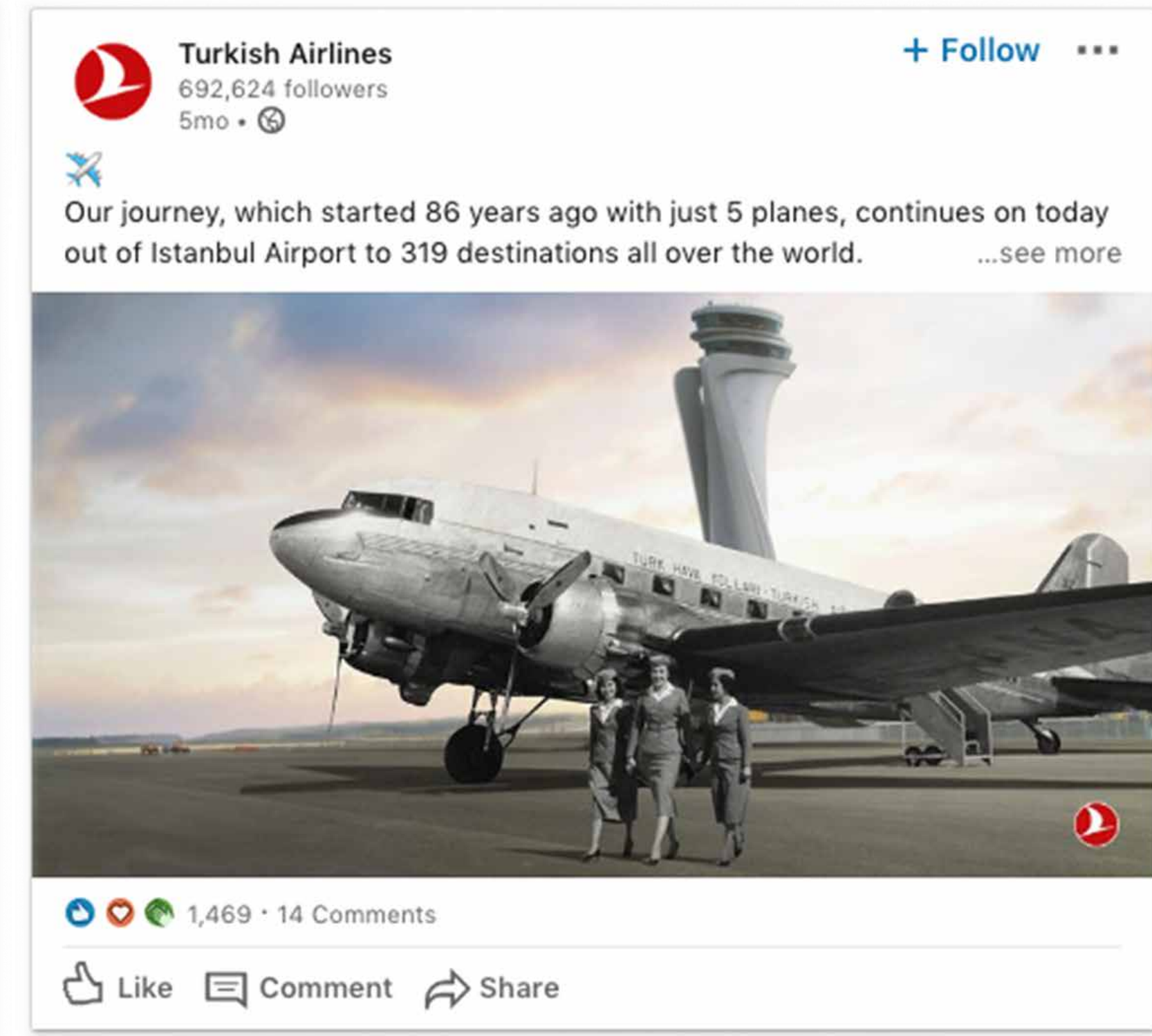
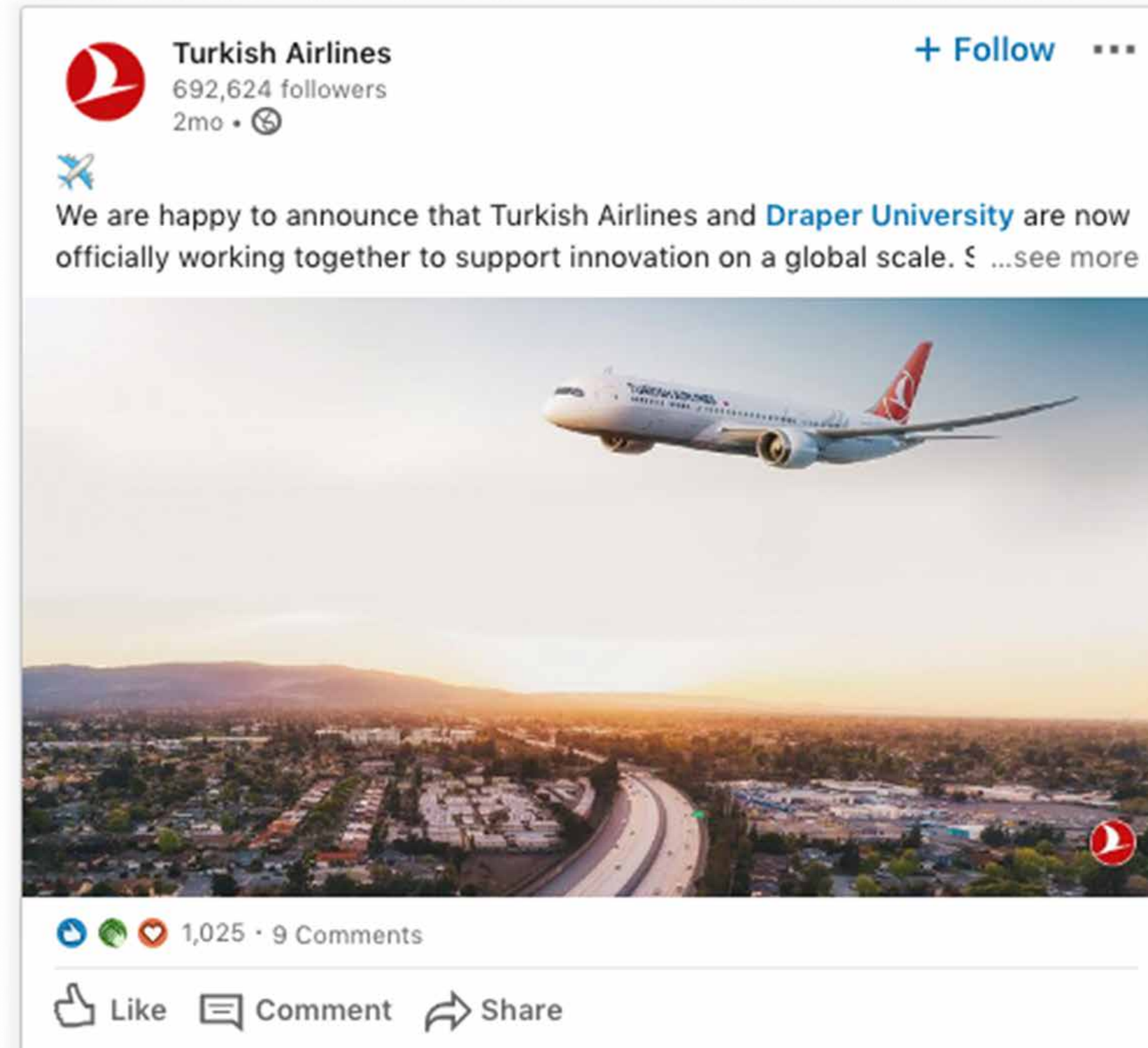


social media design



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Date: 2017-2020
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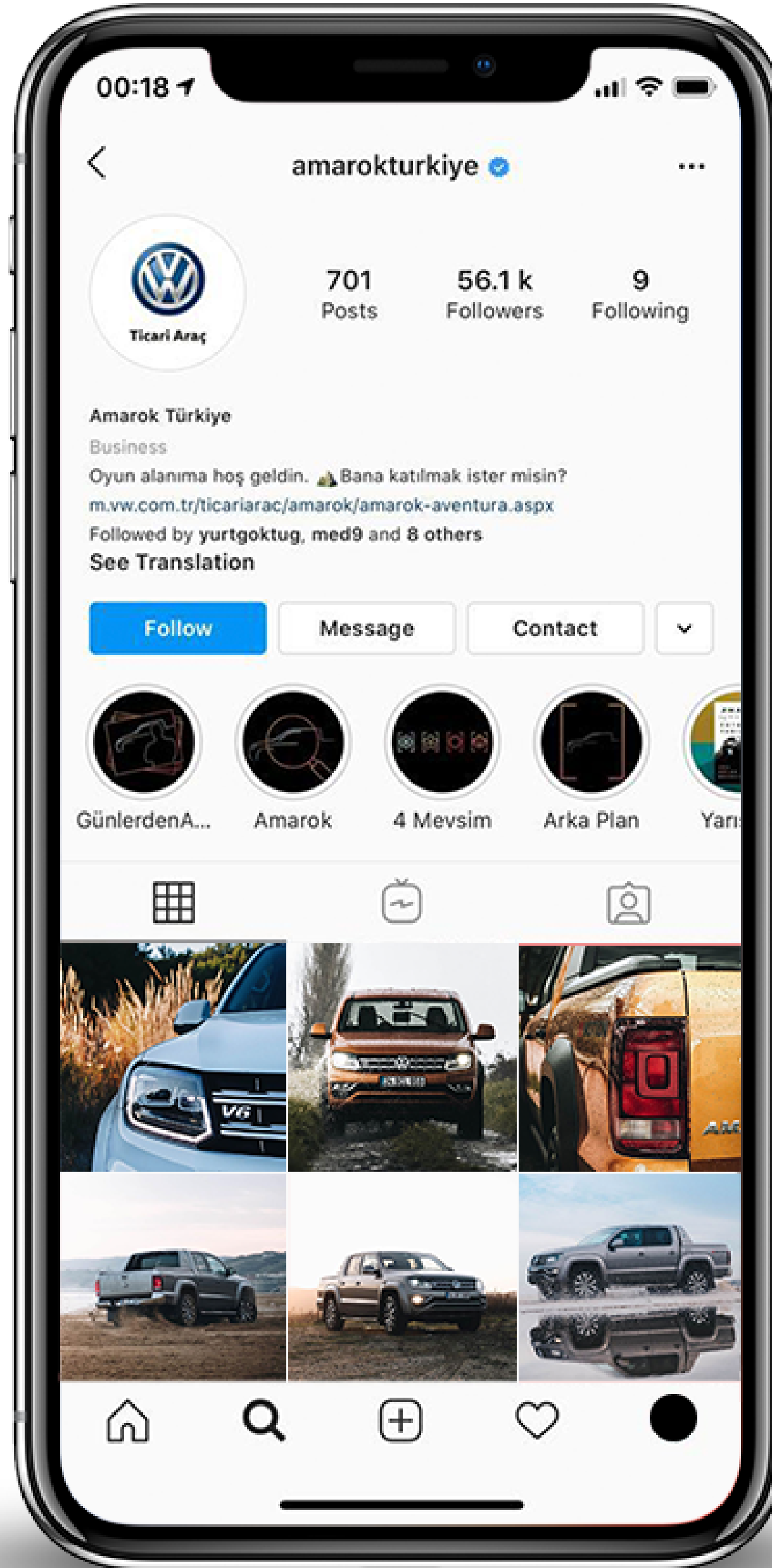
social media design



Client: Volkswagen Türkiye
Date: 2017-2018
Role: Art Director & Graphic Designer

We first determined the concept and color scheme of the page. Afterwards, we found the photos that fit this layout and started sharing.

I did things like adjusting the color of the photos, fitting some photos into the concept with little touches.



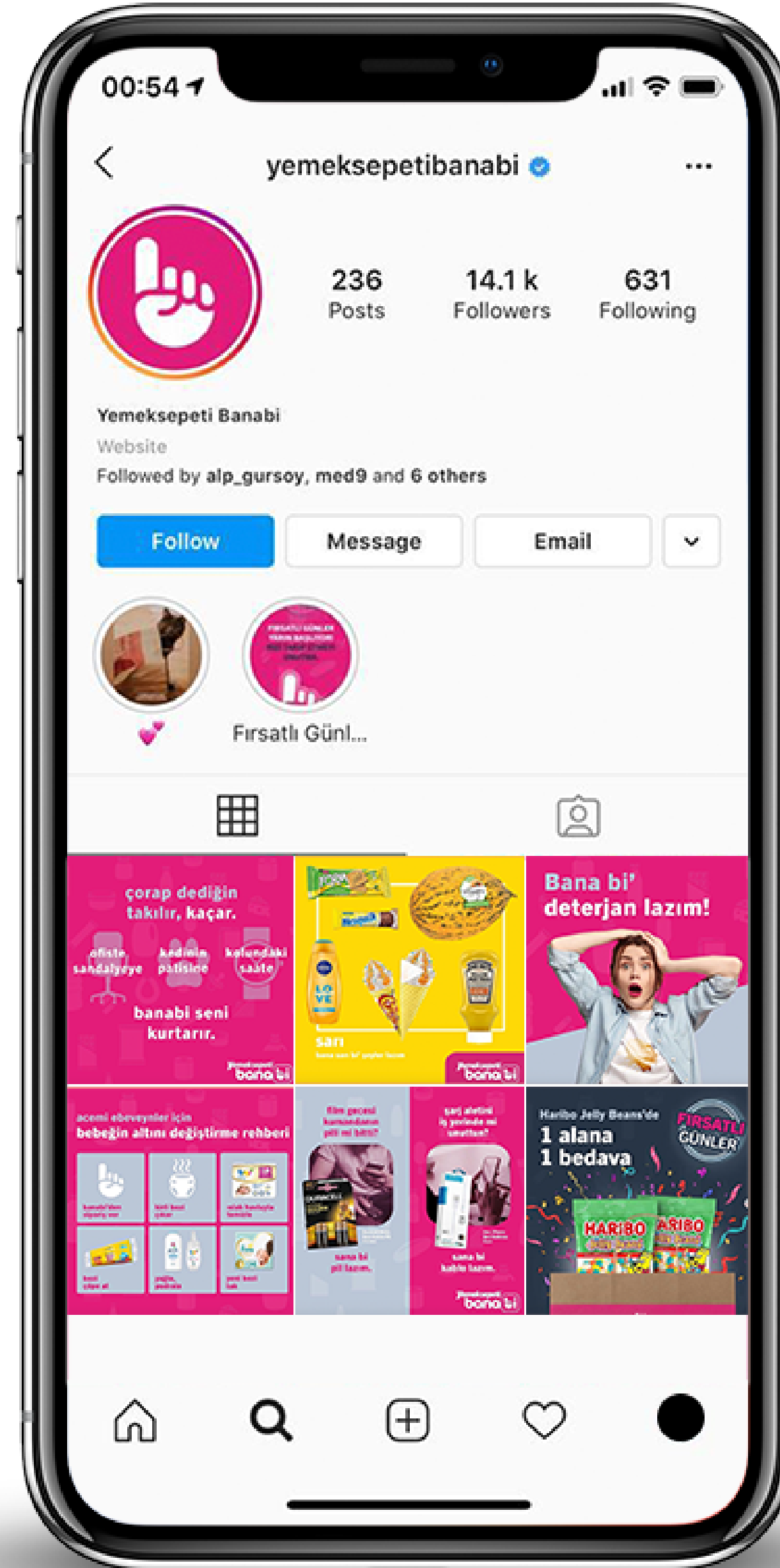
social media design



Client: Yemeksepeti - Banabi
Date: 2020
Role: Art Director & Graphic Designer

We first determined the concept and color scheme of the page. Afterwards, we found the photos that fit this layout and started sharing.

I did things like adjusting the color of the photos, fitting some photos into the concept with little touches.



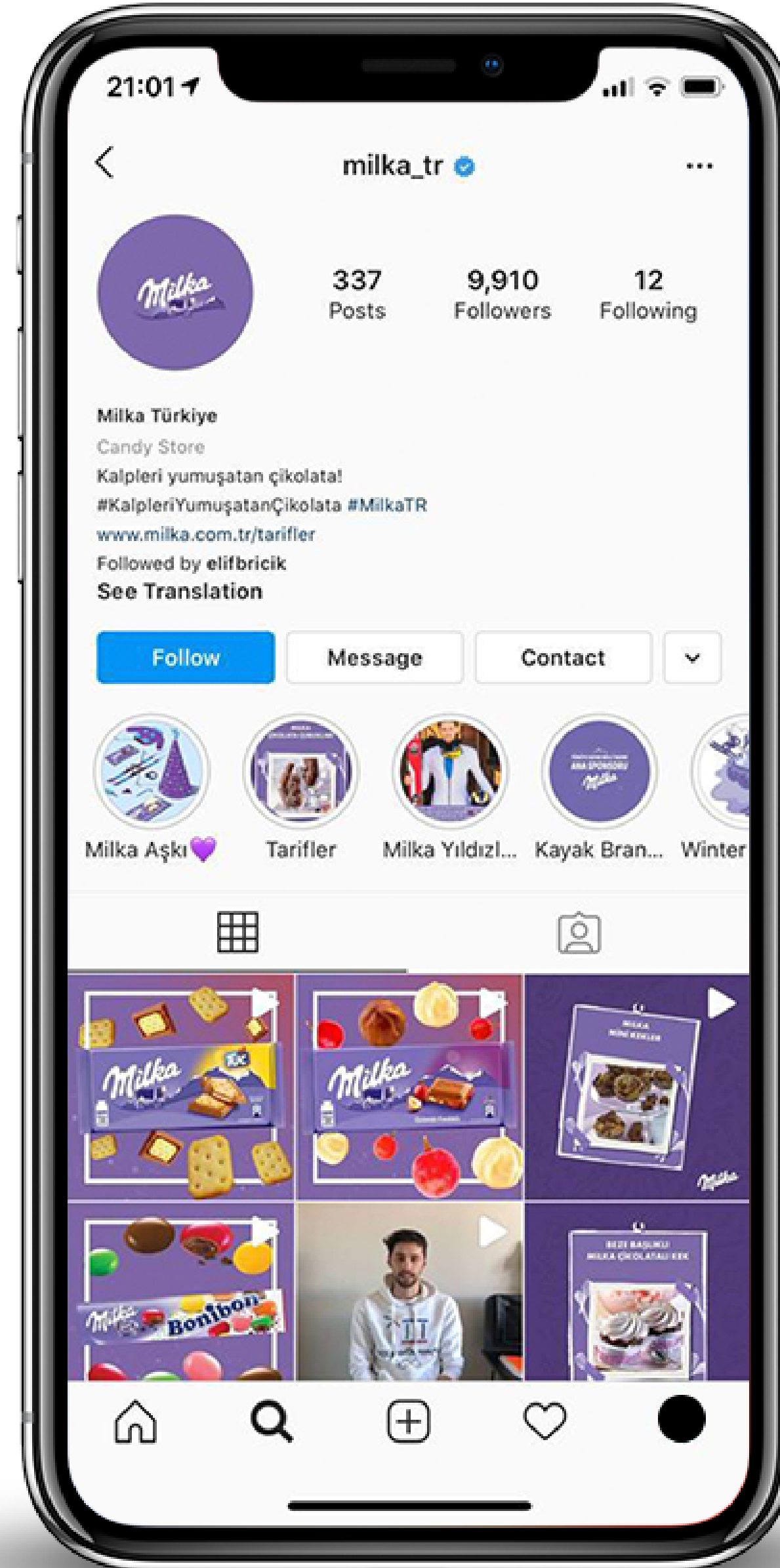
social media design



Client: Milka
Date: March '17
Role: Graphic Designer

We first determined the concept and color scheme of the page. Afterwards, we found the photos that fit this layout and started sharing.

I did things like adjusting the color of the photos, fitting some photos into the concept with little touches.



banner design



Client: Volkswagen Türkiye
Date: 2017-2018
Role: Graphic Designer

Banner designs that I have prepared specifically for the campaigns of Volkswagen.



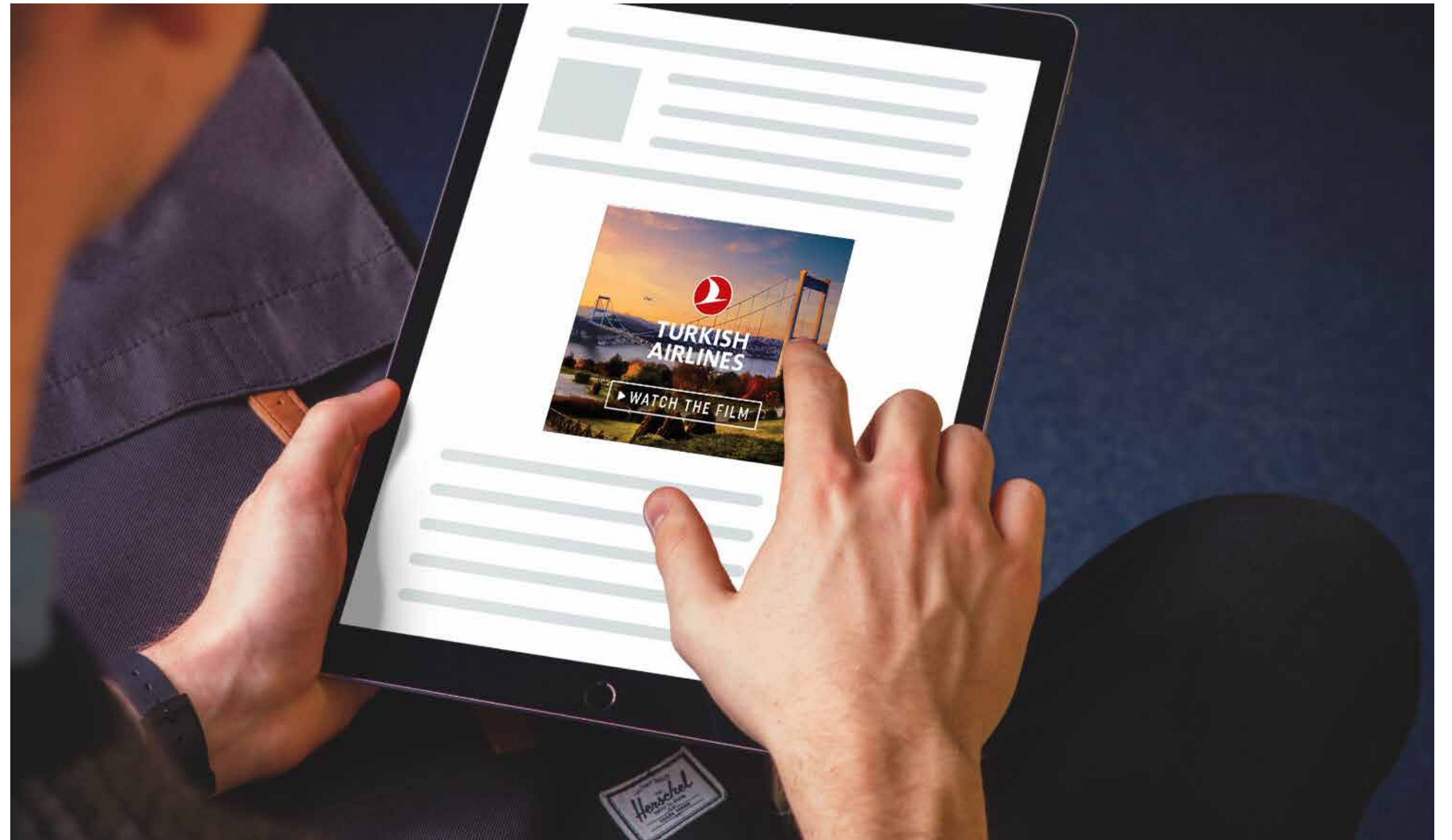
banner design



Client: Turkish Airlines
Date: November'19
Role: Graphic Designer

The banner I made for the advertisement promotion of the movie prepared by Turkish Airlines.

Thanks to the banner, there was a serious increase in the number of clicks of the movie and over 1 million views of the movie were watched.



banner design



Client: Reklamcılar Derneği
Date: June'18
Role: Graphic Designer

Banner that I prepared in parallel with
the concept.

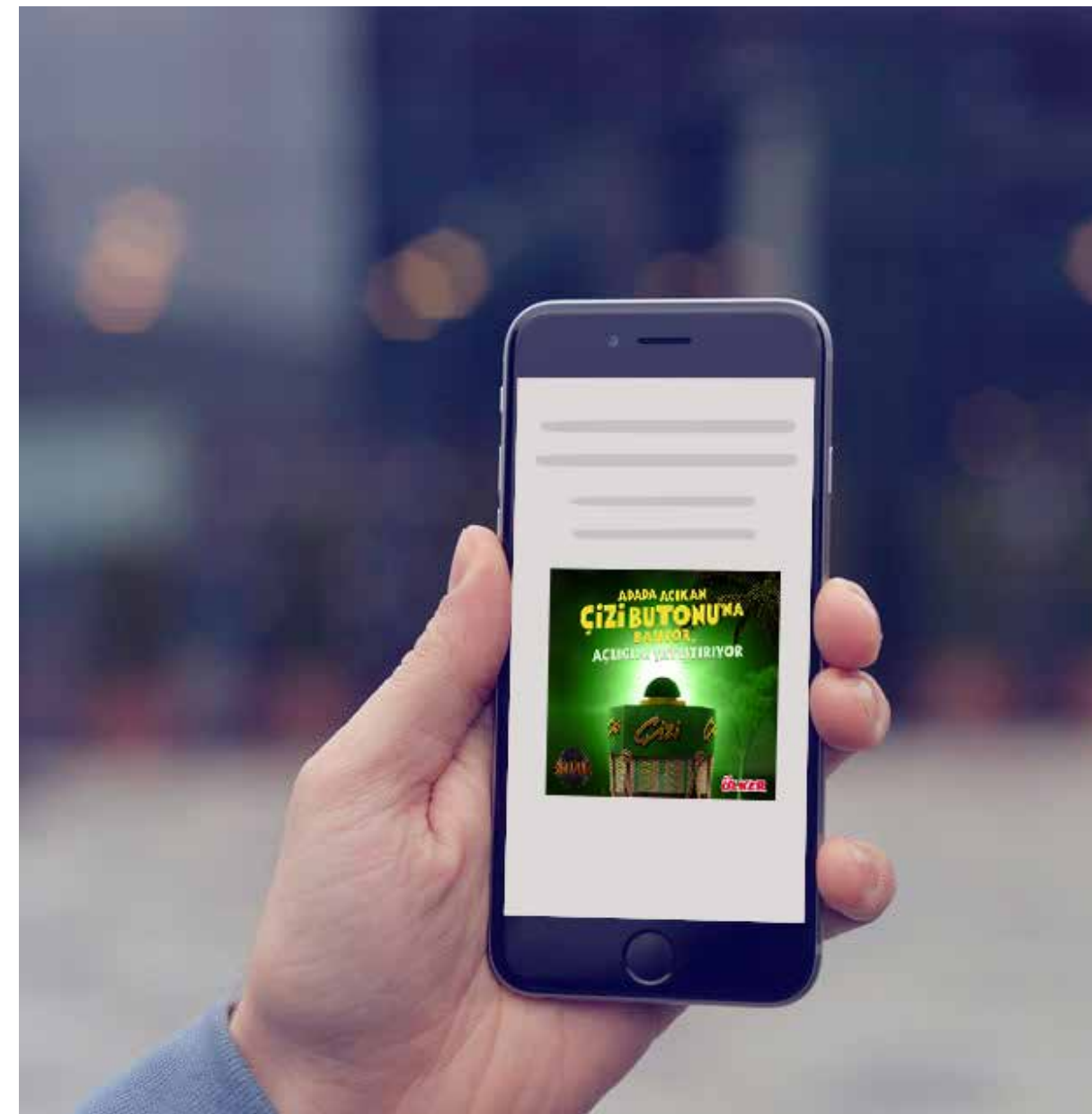


banner design

ÜLKER

Client: Ülker
Date: July'18
Role: Graphic Designer

Television subband and digital banner designs that I prepared in the Survivor campaign.

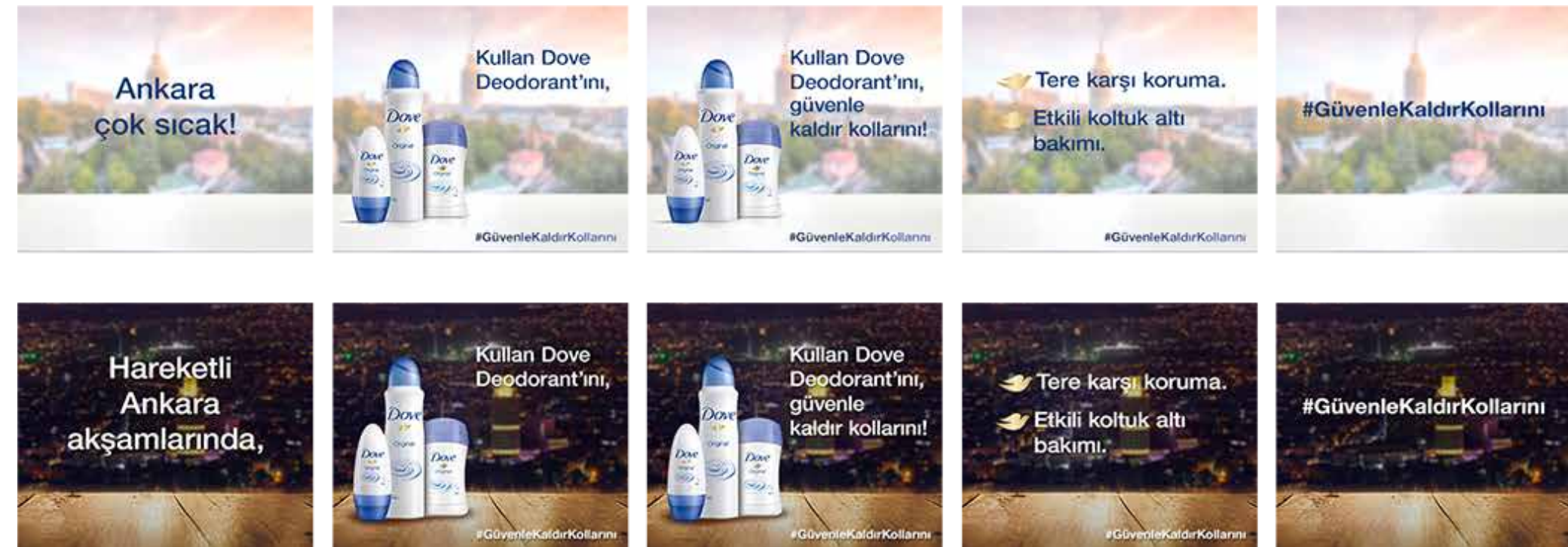


banner design



Client: Dove
Date: September'17
Role: Graphic Designer

Banners that appear in front of people in the form of day, night and night.



banner design

NETFLIX

Client: Netflix

Date: February'19

Role: Graphic Designer

Page banners that I designed for websites.





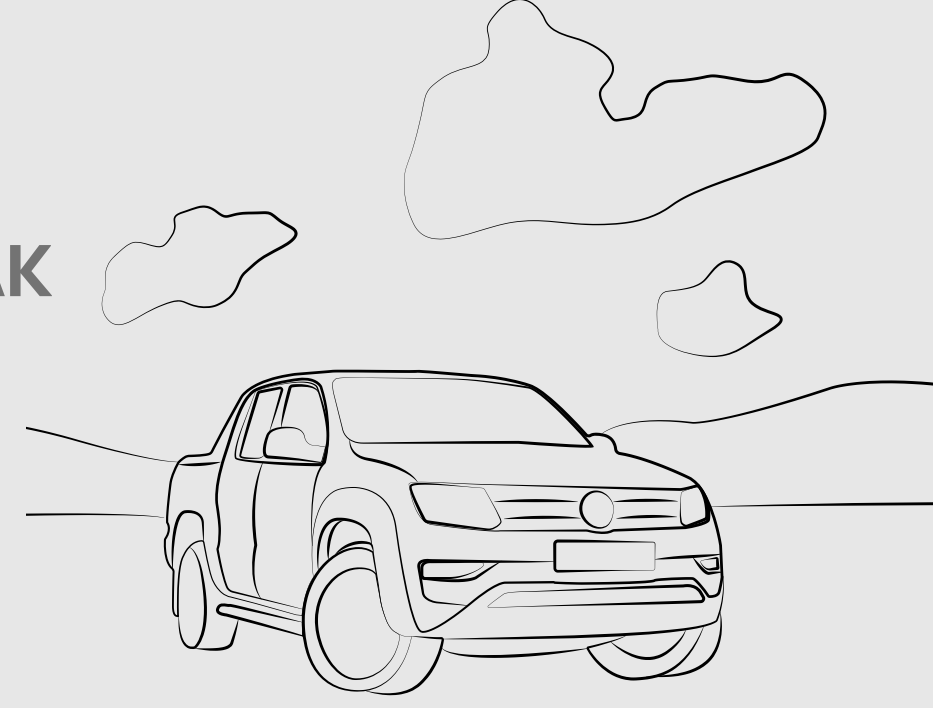
Client: Volkswagen Türkiye
Date: 2017-2018
Role: Graphic Designer & Art Director

I had to prepare a guideline to give to Volkswagen's photographer. I wanted the photos to be at certain angles and without disturbing the instagram layout.

I illustrated the cars according to their angle and supported them with graphic expressions.

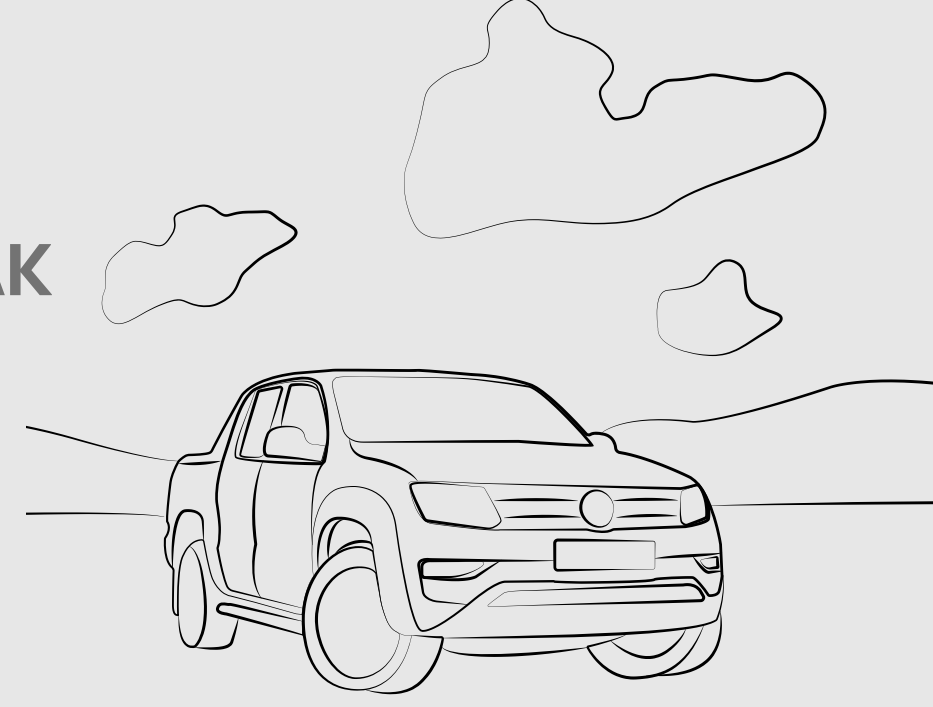
MEKANDA ARAÇ KULLANIMI YAKIN / UZAK

Mekanın atmosferine uygun çekimler yapılmalı. Örneğin bir manzara anlatılmak istenirse, araç kompozisyonda daha küçük kullanılabilir. (Ör: Peri bacaları - Araç) Aracı ön plana çıkarmak için de mekanı arka plana attığımız kompozisyonlar yaratılabilir. (Ör: Sokak arası - Araç)



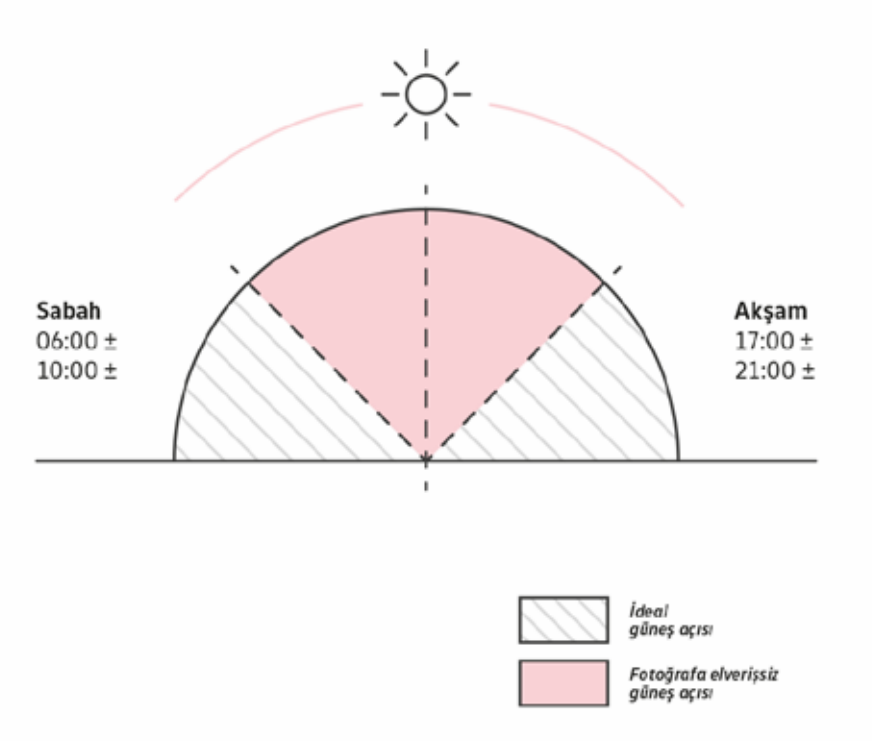
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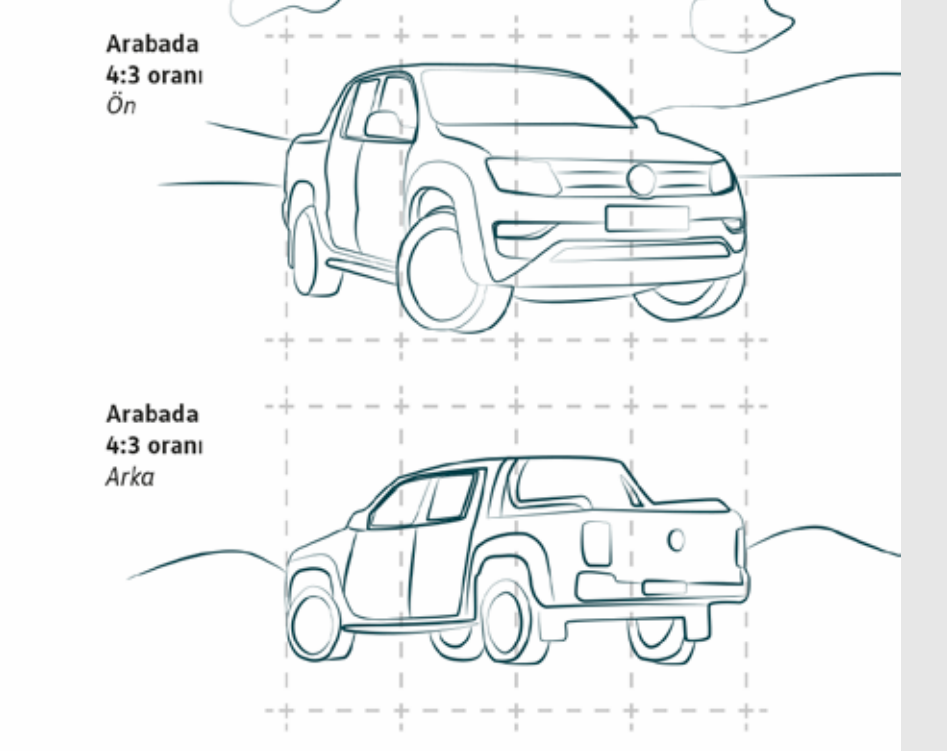
İDEAL ÇEKİM SAATLERİ SABAH AKŞAM

Yandaki şekilde gösterilen saat aralıklarında yapılan fotoğraf çekimi, ideal sonucu verecektir. Öğlen vakti yapılan çekimler özellikle yaz aylarında sonucu olumsuz etkiler.



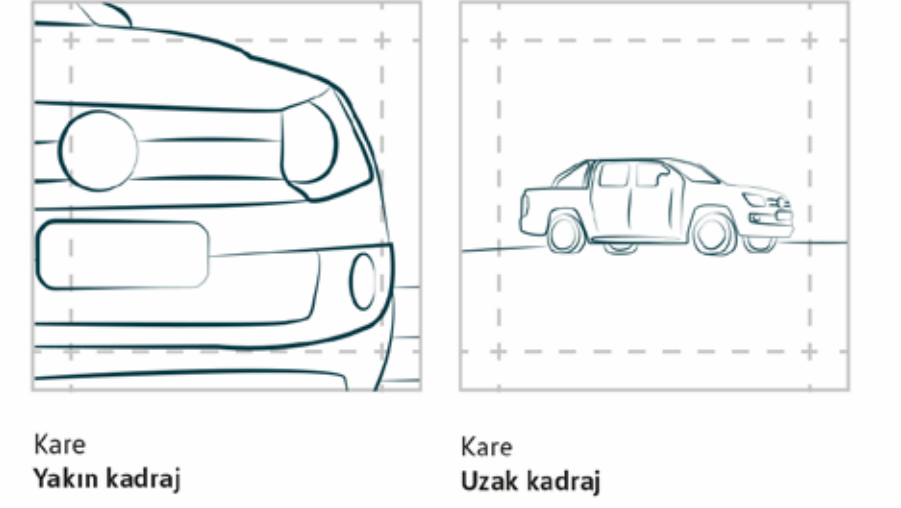
ARACIN AÇISI ÖNDEN ve ARKADAN 4'te 3 ORANI

Bir araç çekiminde 4:3 oranına özen gösterilmelidir. Önden çekilen bir fotoğrafta, fotoğrafın 4'te 3'ünü ön kabin, 4'te 1'ini kasa kısmı oluşturmaktadır. Aynı şey arka taraftan yapılan çekimde de geçerlidir.



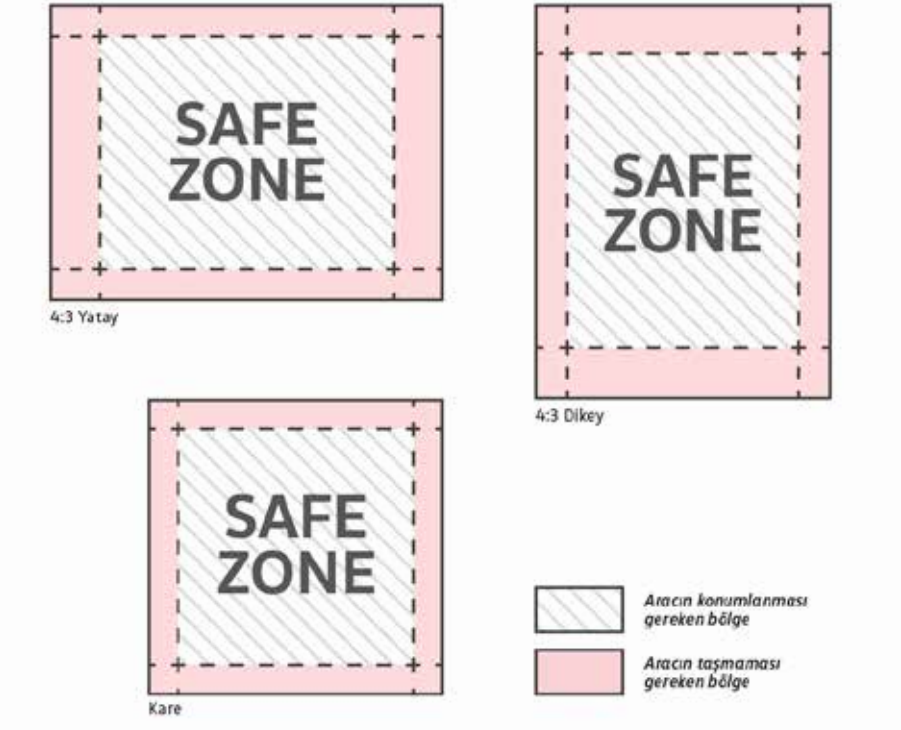
KADRAJ KARE KADRAJDA ARAÇ KULLANIMI

Kare kadraj içerisinde yakın ve uzak kullanım yapılabilir. İdeal oranlar yandaki şekilde gösterilmiştir.



KADRAJ YATAY DİKEY KARE

Fotoğraflarda 4:3 oranında olmak koşuluyla yatay ve dikey kullanım yapılabilir. Bir diğer kullanım şekli ise karedir.



campaigns

NETFLIX

Client: Netflix

Date: October'17

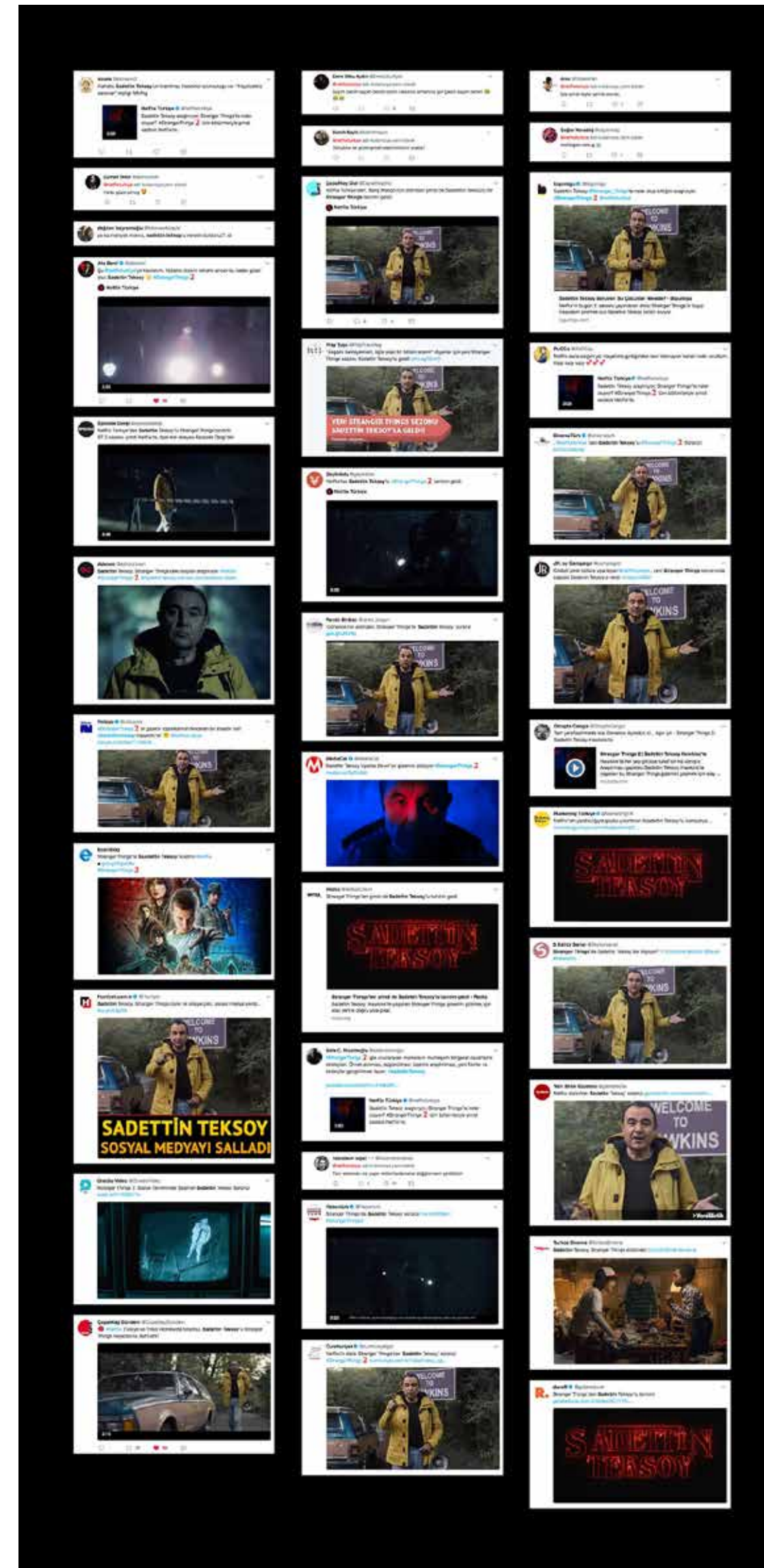
Role: Art Director & Graphic Designer

Url: sezenbalci.com/stranger-things-sadettin-teksoy

Netflix decided to build up a local campaign in Turkey, for its one of the most popular titles; Stranger Things. The challenge was, Stranger Things has so many cues that linked with American culture. But the Turkish audiences are not familiar with those cues that much.

Stranger Things has monsters in its core and Turkey has a well-known monster-hunter from early of the 80's; Sadettin Teksoy. Sadettin Teksoy is an investigative journalist. So we built a story about these duo's combination. Sadettin Teksoy went to Hawkins and investigated for Eleven's disappearance, Will's situation, Demogorgon and the new monster; Shadow man.

As a result, Stranger Things 2 was announced with a local taste and Turkish people loved it.



campaigns

NETFLIX

Client: Netflix

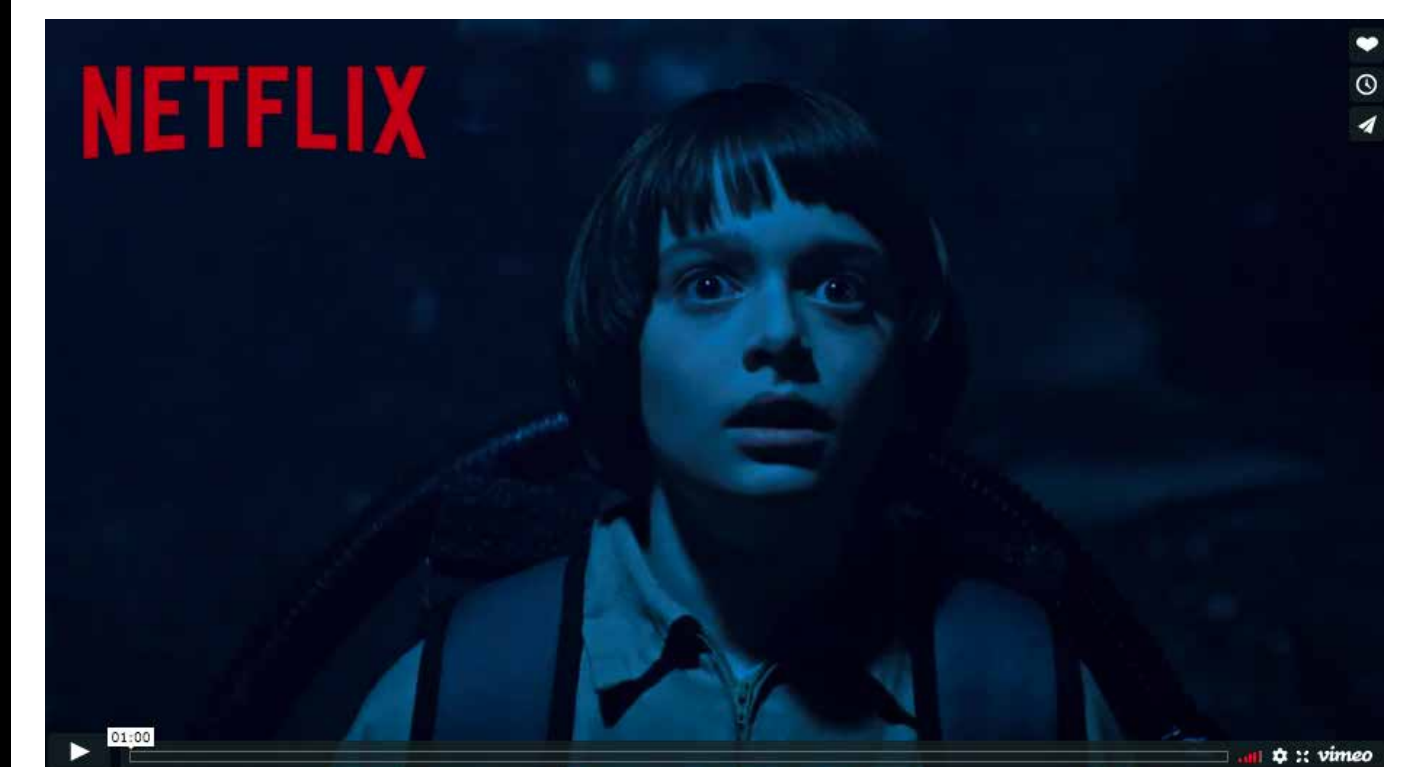
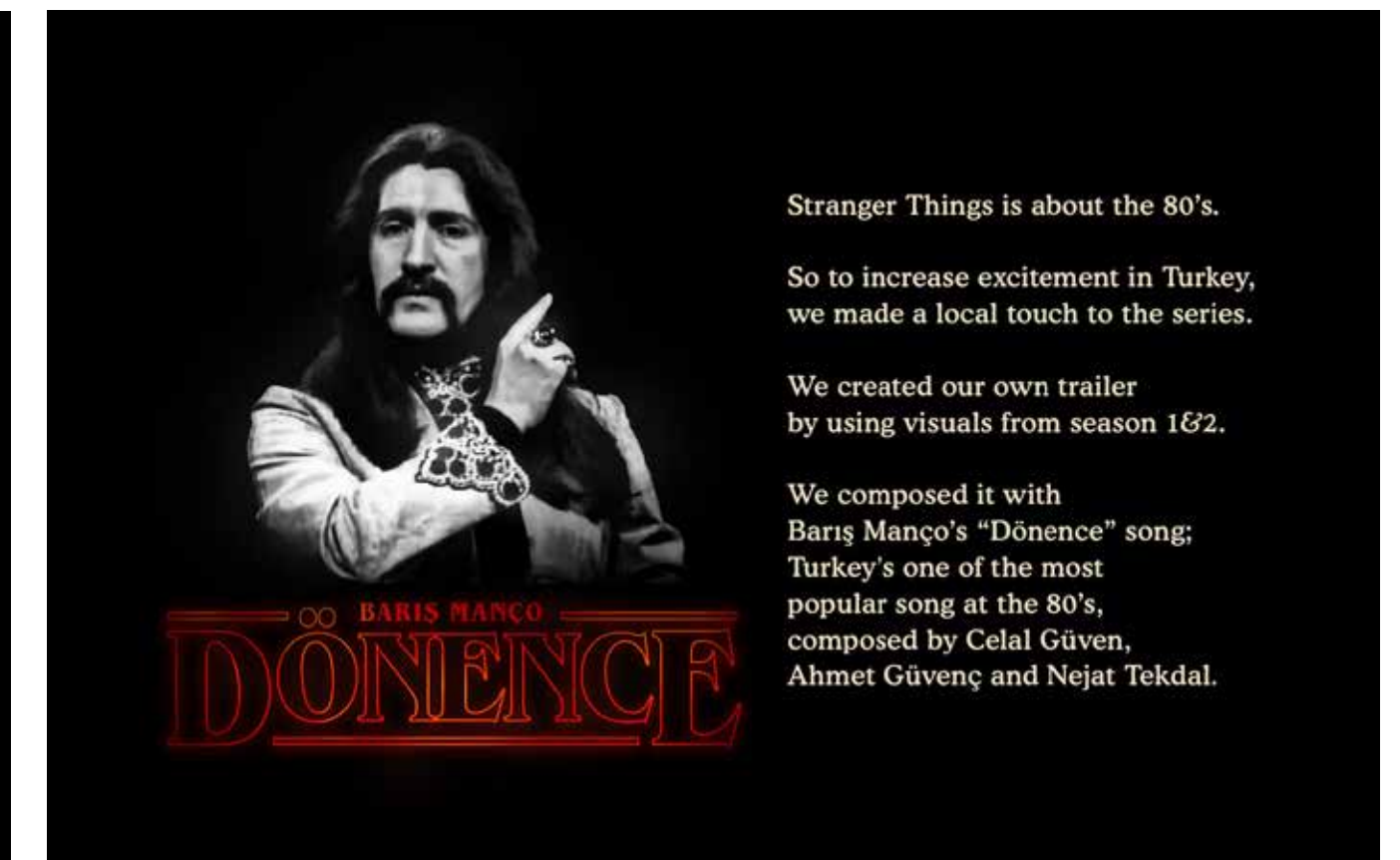
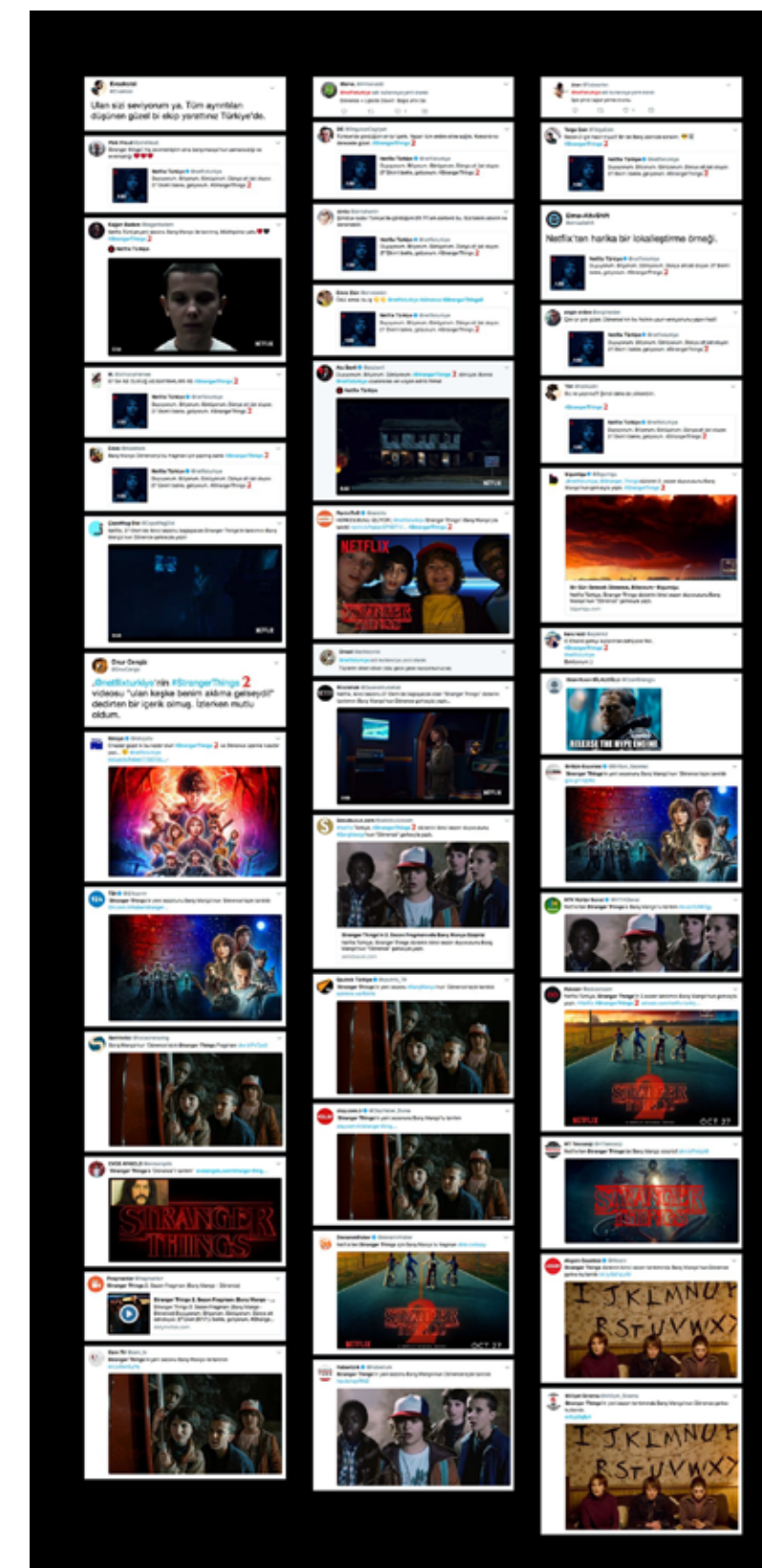
Date: October'17

Role: Art Director & Graphic Designer

Url: sezenbalci.com/stranger-things-donence-the-local-trailer

Stranger Things is about the 80's. So to increase excitement in Turkey, we made a local touch to the series. We created our own trailer by using visuals from season 1&2. We composed it with "Dönence"; Turkey's one of the most popular song at the 80's.

The song's lyrics fit perfectly to the series. People matched the song and series in their mind just like us.



campaigns

NETFLIX

Client: Netflix

Date: June'19

Role: Art Director & Graphic Designer

Url: sezenbalci.com/netflix-black-mirror-black-bairam

Ramadan Bairam (Eid al-Fitr) is a national holiday for Turkish people. According to Turkish traditions, people visit each other at that period, especially older members of their families; parents and grandparents.

But nowadays, Ramadan Bairam means a vacation opportunity for the most of the Turkish people, especially for the new generation. They prefer vacation instead of visiting their families. What if technology gives us an opportunity to visit our grandparents while we are on vacation in Ramadan Bairam period.



campaigns

NETFLIX

Client: Netflix

Date: December '17

Role: Art Director & Graphic Designer

Url: sezenbalci.com/netflix-bright-the-local-documentary

Netflix was made its first blockbuster movie, which they named before 'Bright'. In the movie, in an alternate present-day world, an Orc police officer and a human police officer as two beat cops must overcome their differences and the dark forces working against them to save the city they're sworn to protect.

So to announce movie in Turkey, we bring Bright world into İstanbul.



campaigns



Client: Wall's

Date: April'17

Role: Art Director & Graphic Designer

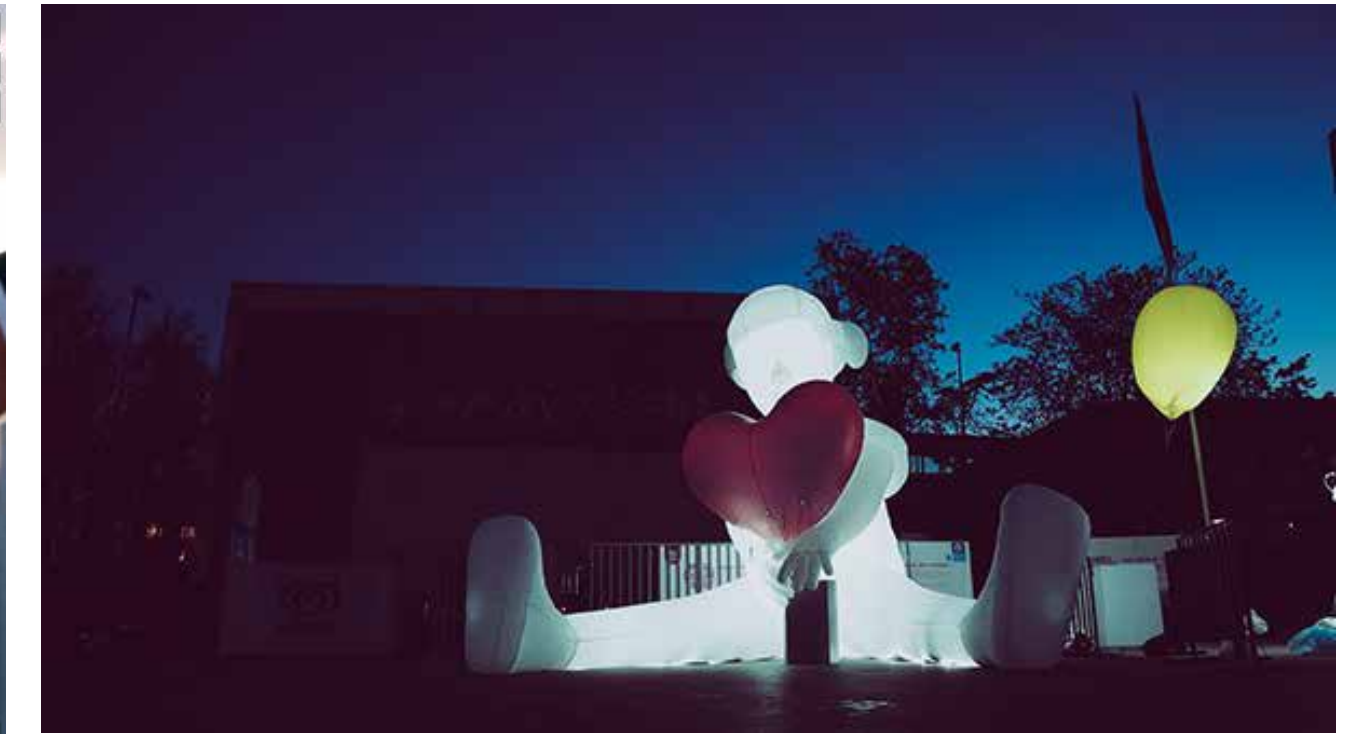
Url: sezenbalci.com/algida-everychildsright

As a brand that embraces the vision of "Happiness For All," we have built a campaign to draw attention to the rights of children on April 23, the only national day that dedicated to the children of the world.

'Convention on the Rights of the Child' has 54-items, but it was written by elders. We believe that children has limitless rights according to their imagination, so first, we gave the word to the children and publish a video on the Algida's Social Media Channels.

We invited the elders to expand the 'Convention on the Rights of the Child' with the #EveryChildsRight (#HerÇocuğunHakki) hashtag on social media. On the first day we became a Trend Topic on Twitter.

With Amanda Parer, an Australian artist, we made a Children's Rights monument. On April 23, people saw the giant children balloons.



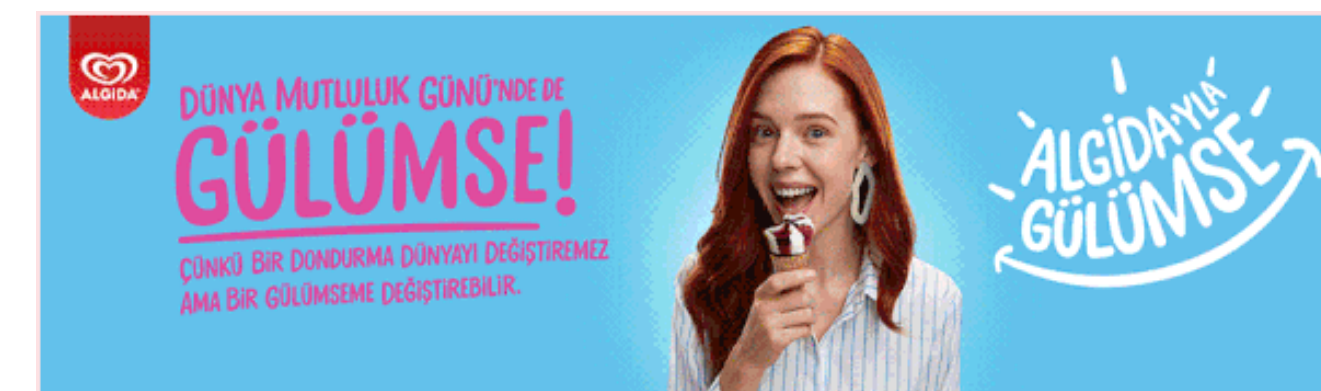
campaigns



Client: Wall's
Date: May'17
Role: Art Director & Graphic Designer
Url: sezenbalci.com/smile-with-algida

When we were children, we were happier. Because it was so easy to smile genuinely and play together. But as we grow, we start building barriers between each other and life with all adult tensions. So we asked ourselves that when did we stop smile?

We believe that if we spread childish smiles in a world where adult tensions burden us. Because everyone has a child inside and ice cream takes you to your child inside. Also a childish smile is contagious and inclusive and smiling can be the best start.



motion design

Date: May'17

Role: Motion Desinger & Graphic Designer

I have always been interested in motion during my high school life and I tried to improve this aspect.

Some motion designs that I have prepared for the brands I work with.

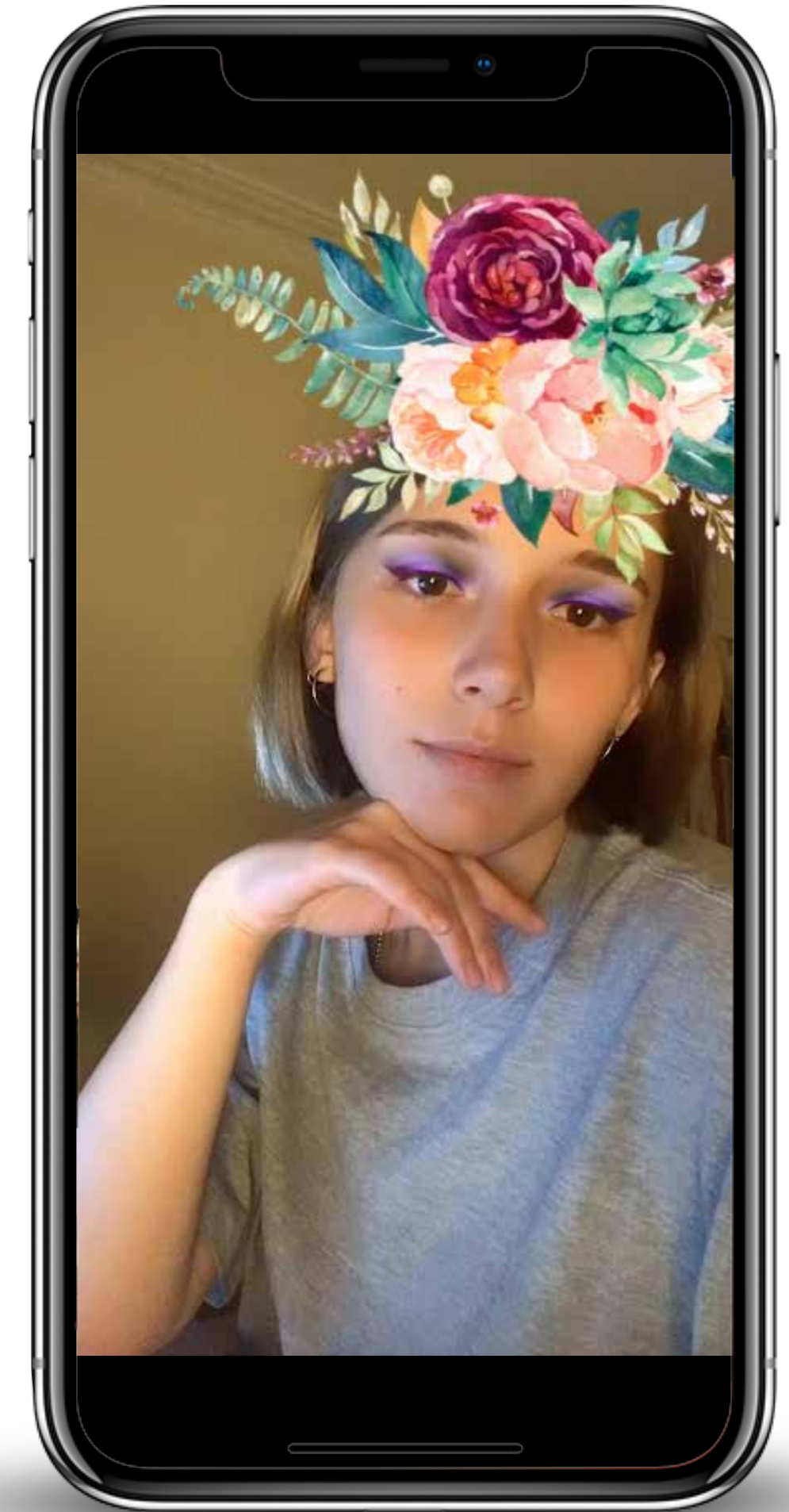
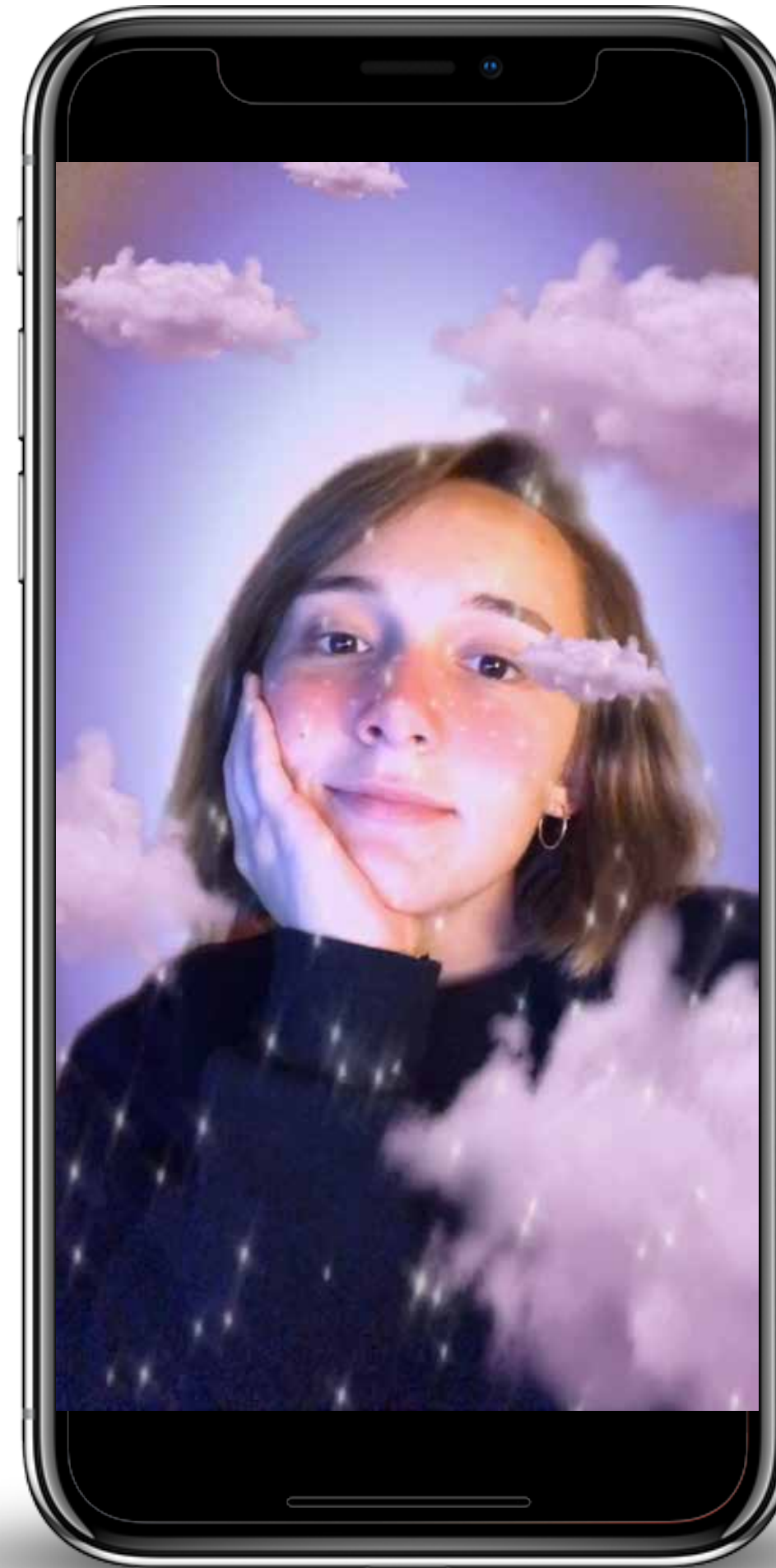


spark ar

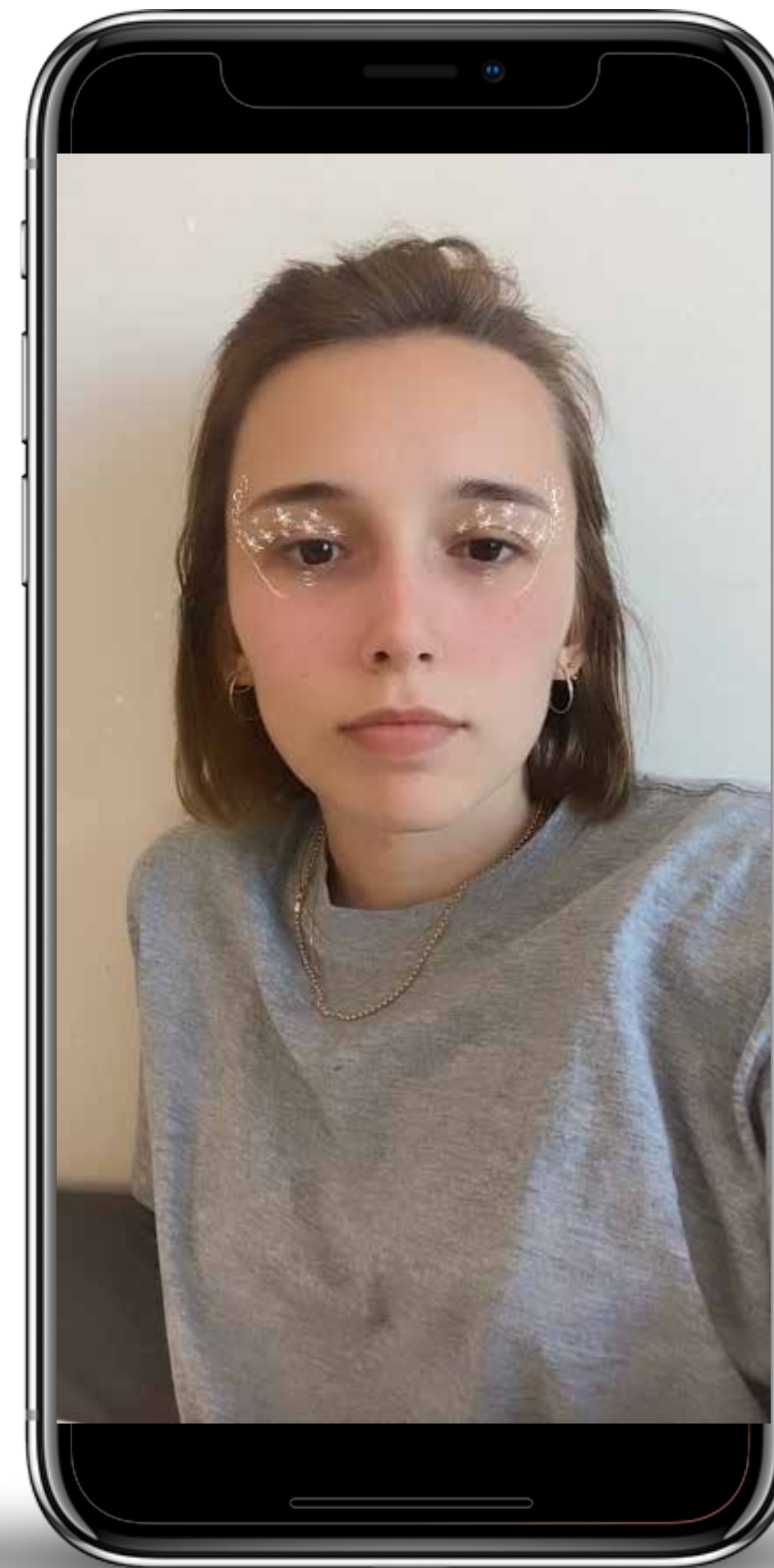
Date: 2020

Role: Motion Designer & Graphic Designer

I had the opportunity to learn spark ar program during the corona virus process and I started to design fun filters.



spark ar



thank you