



Sebastian X Hyatt

PORTFOLIO



About Me

I'm Sebastian—a graphic designer and illustrator living in Oregon with a passion for bringing ideas to life. My specialties include layout, illustration, and visual branding. I enjoy learning new ways to experiment with my work, finding solutions to the various challenges of the design world and creating something worth being proud of.

There's just something magical about seeing your ideas come to life, whether it be through illustration or design.

The Sea Fairies



Challenge

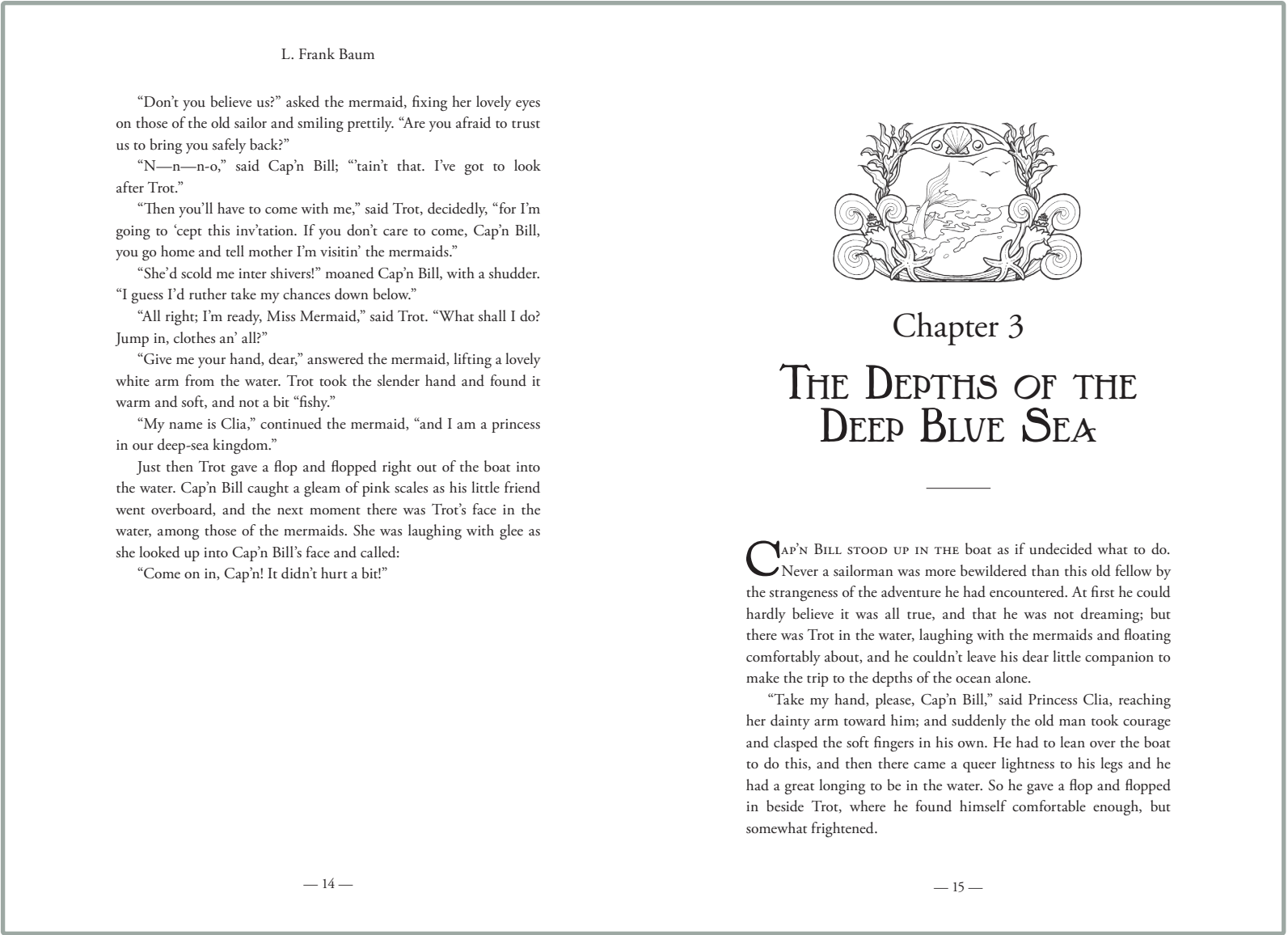
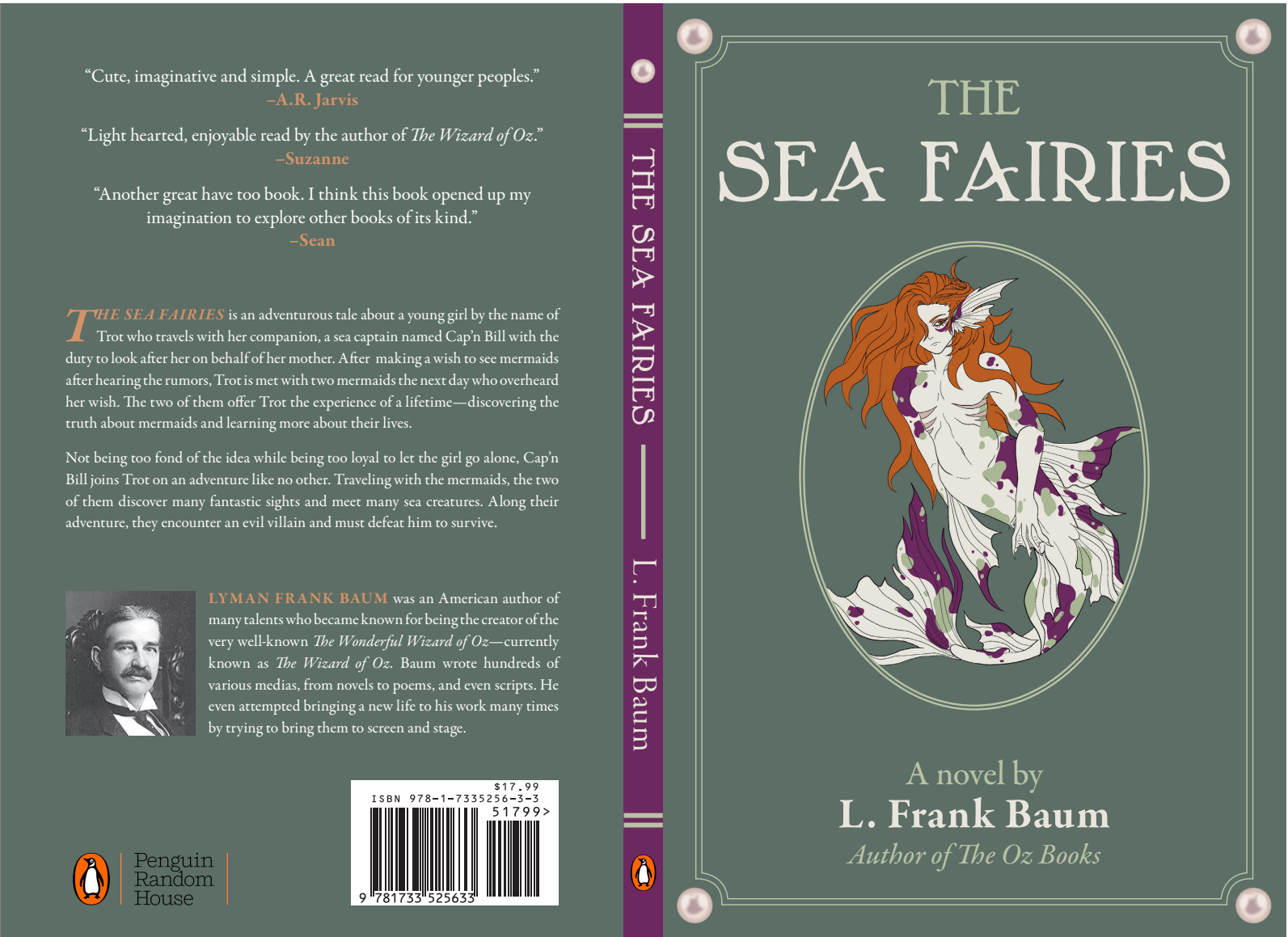
Using a book of choice from the public domain, create a new design for the front, back, and spine of the book, along with the interior layout without changing the original text.

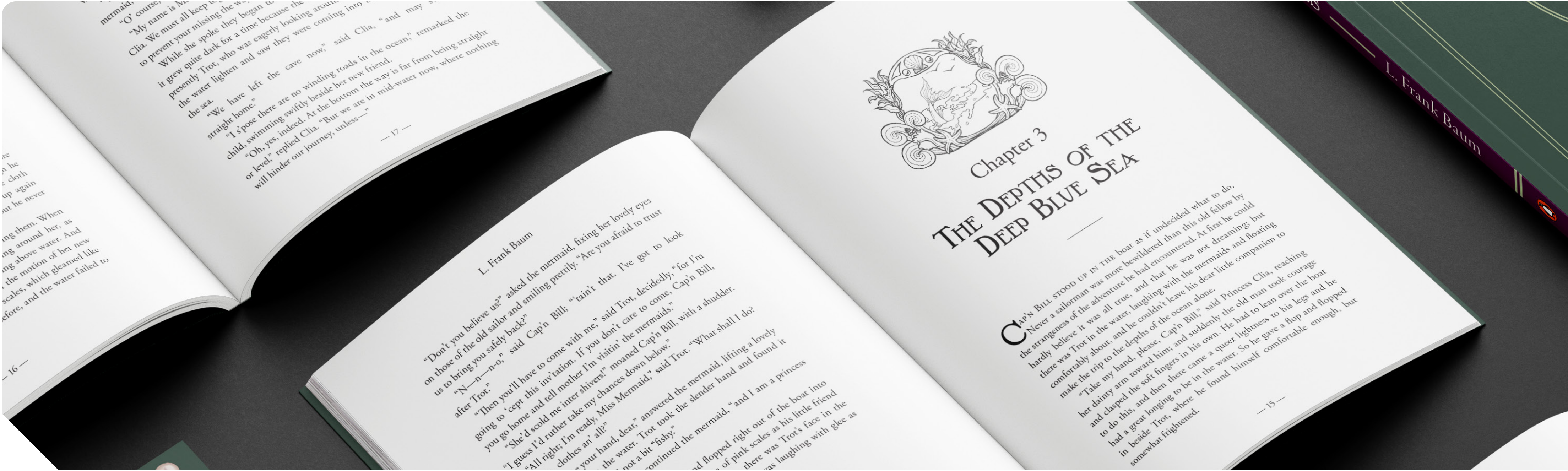
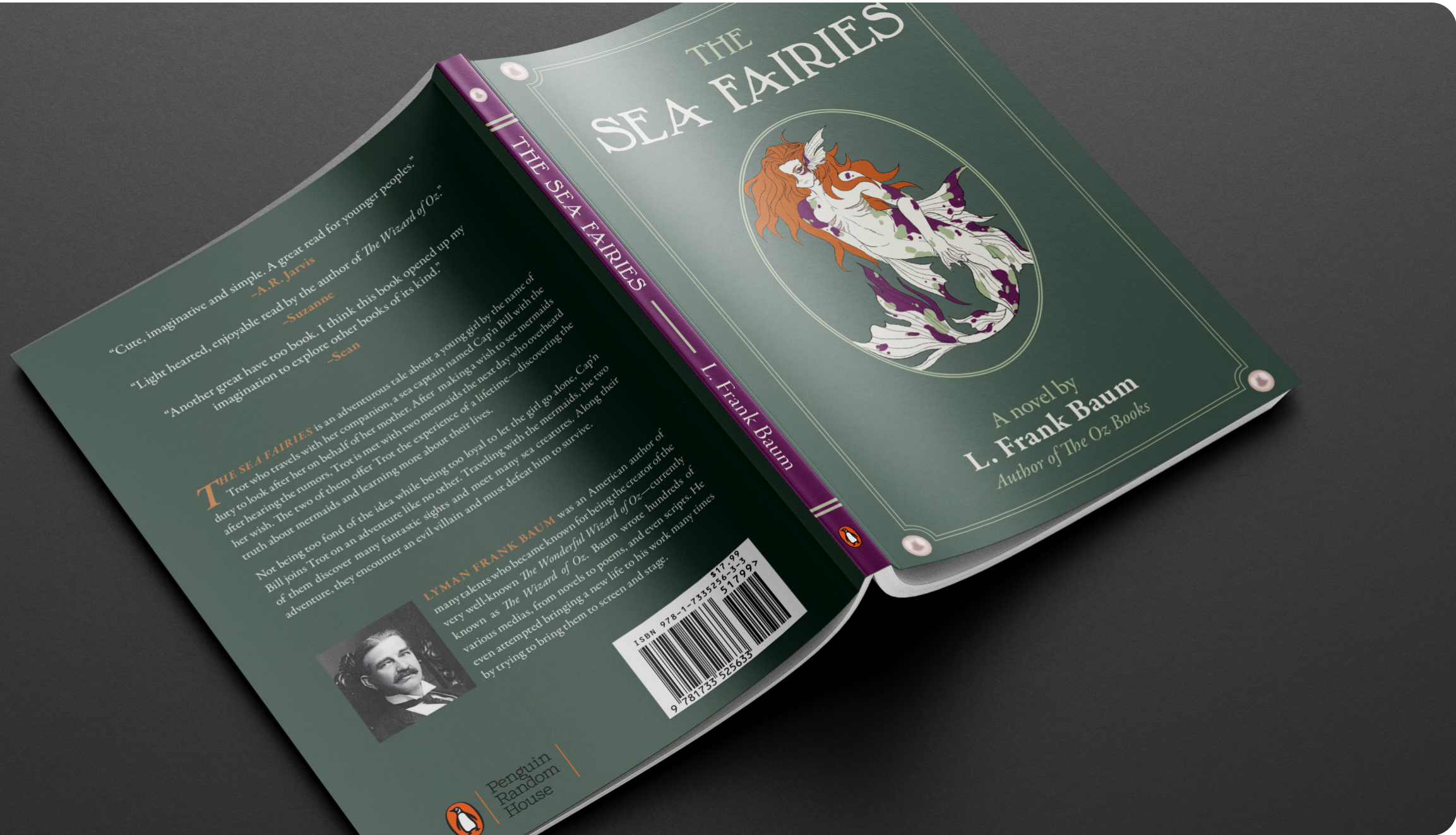
Solution

I chose the book *The Sea Fairies* by L. Frank Baum for this project and created a moodboard using Art Nouveau as my inspiration before creating sketches of my cover idea. I drew the artwork in Procreate and finalized the layout in InDesign.

Tools

- ✦ InDesign
- ✦ Procreate





ISSUE 20 | 2024 SPRING EDITION

PATCH Gardening

Affordable Home Horticulture

AMAZING GARDENING TIPS:

Limited or No Outdoor Space? Try:

INDOOR GARDENING

Learn the Basics of Gardening!

GARDENING 101

Gardening for all Ages:

KID-FRIENDLY GARDENING

GARDENING ESSENTIALS

INDOOR GARDENING

Create Your Patch of Paradise Today

BY SEBASTIAN HYATT

Many people think that gardening is a luxury only those with large backyards can have, but in truth anyone can do it—even those living in apartments! There are no rules to just how large a garden has to be, or the type of plants you can grow, so what are you waiting for? Here are some tips and ideas on how to create your own patch of happiness no matter how small the space!

THE BASICS

When starting a garden, it's a great idea to find a space that gets enough sunlight. However, don't let that stop you from enjoying an indoor garden where natural light is limited—grow lights will also work. There are also great plants that thrive in the shade, so don't be afraid to mix it up as long as you place each plant in an appropriate space that fits its requirements to flourish. Before you decide on what to include in your garden, consider the average temperature of that space, how your personal schedule aligns with a plant's needs, and make sure to educate yourself about the plant you're considering.

Did you know that different plants have different soil needs? The same can be said about the amount of water they need and how often they need it. In fact, too much water can actually kill a plant. A weekly plant watering chart is a helpful tool you can utilize to track your various plants and how much water you should give them!

PLANTING IDEAS

Container gardens are great for small-scale gardening. Consider using things like mason jars and ceramic pots for your plants. You can even paint the pots or find colorful containers to house them in. For heavier plants, consider getting a plant caddy to make it easier moving heavy plants. Some terrariums and fairy gardens are they definitely add a whimsical vibe to your indoor garden!

If your landlord allows it, you can even find wall planters and shelving to put your plants on, allowing you to save on floor space. However, if you have the space you could consider raised flower bed shelves—bonus points if they're on wheels! These are great if you also want storage for the gardening tools on the lower shelf below your plants. Pallet gardens are another great option for vertical gardening!

Indoors, carrots need at least 8" deep and 6 hours of sunlight daily. If the soil stays moist, they'll be ready to harvest in just 7-10 days after the seedlings are starting to grow.

Some great non-toxic herbs for your indoor garden are lemon balm, basil, sage, parsley, rosemary, and lavender. Although safe for our furry friends, too much of them may cause gastrointestinal problems.

PLANTS TO GROW INDOORS

Indoors than others, so it's important to look into which ones are more ideal for your space. Take a look at these non-toxic plants—edible and decorative—that could thrive indoors!

01

Image by user_422737, Pixabay

02

Image by sebastian_photos, Pixabay

03

Image by katerinavulcova, Pixabay

04

Image by (4) Oleksandr Pidvalnyi, Pixabay; (5) Bonnie Kittle, Unsplash

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Challenge

Design a magazine as a group centered around a lifestyle subtopic in the communities in which we live and work. Each member needs to research, write, design, typeset and provide images for a major article, short article, ads, and any other supporting material needed.

Solution

My group chose the topic of gardening for our magazine. I've lived in apartments most of my life, so on top of sustainability, my focus was on keeping things inclusive to others in my situation. I chose indoor gardening, indoor composting, and grass alternatives for my articles. I worked on the cover, table of contents, three articles, and an illustration for our magazine.

Tools

- ✦ InDesign
- ✦ Procreate







Challenge

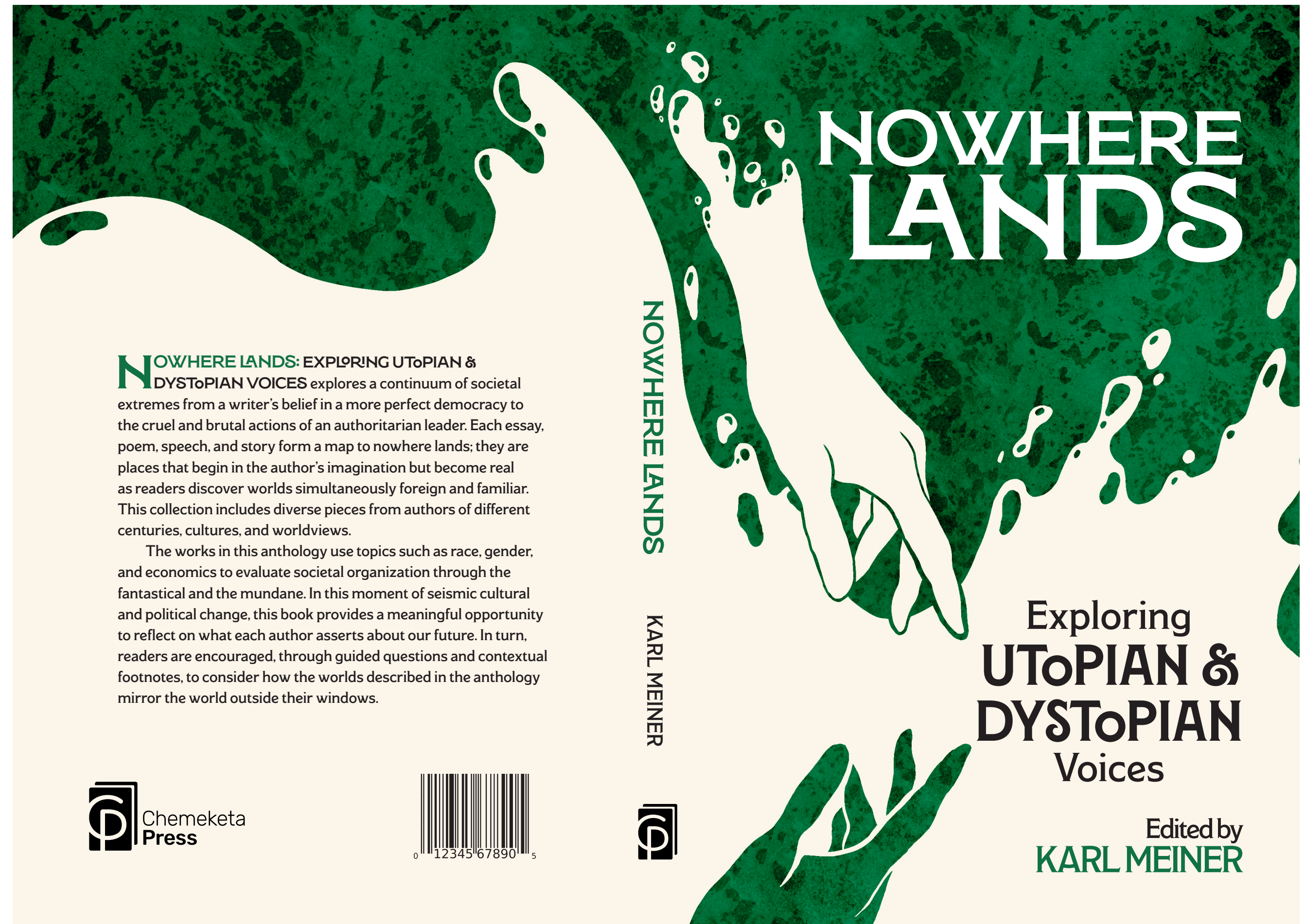
Create a book cover design for a college-level textbook that fits the theme of utopia and dystopia coexisting while keeping within client's restrictions—such as avoiding black/white, pure symmetry, and clichés.

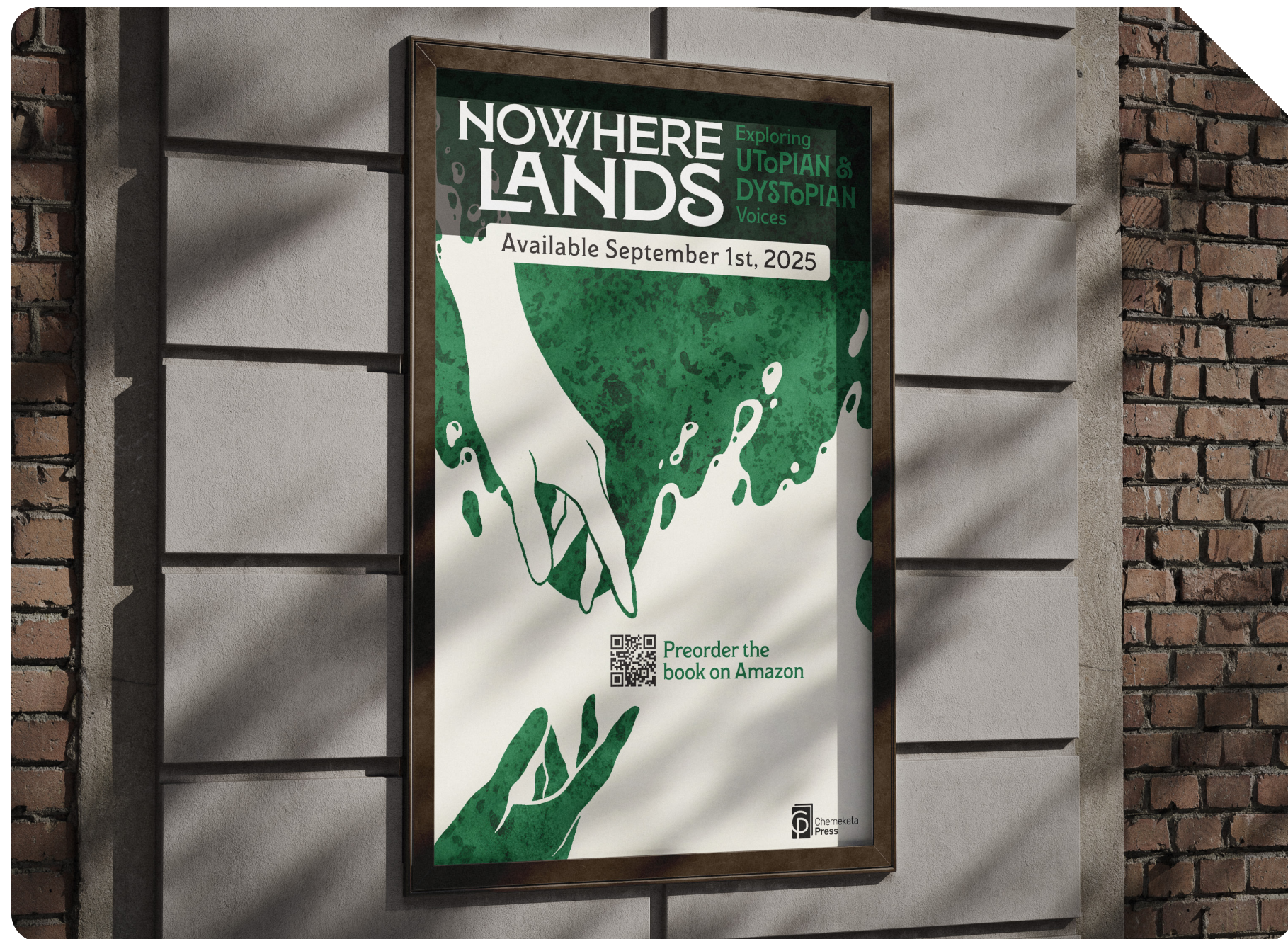
Solution

Inspired by a hand touching its own reflection and the coexistence of utopia and dystopia despite feeling like two opposing worlds, I decided to lean into the idea of a hand reaching from one realm towards its reflection in another. The worlds collide and flow into each other, much like utopia and dystopia. This cover was chosen by a client among other strong designs to be used in the published anthology.

Tools

- ✦ InDesign
- ✦ Procreate





Soluna
active

where strength meets responsibility

sustainable • inclusive • mindful living



Challenge

Create a visual brand identity for a women's athletic wear company by the name of Soluna Active with Pacific Northwest roots and a focus on inclusivity and sustainability.

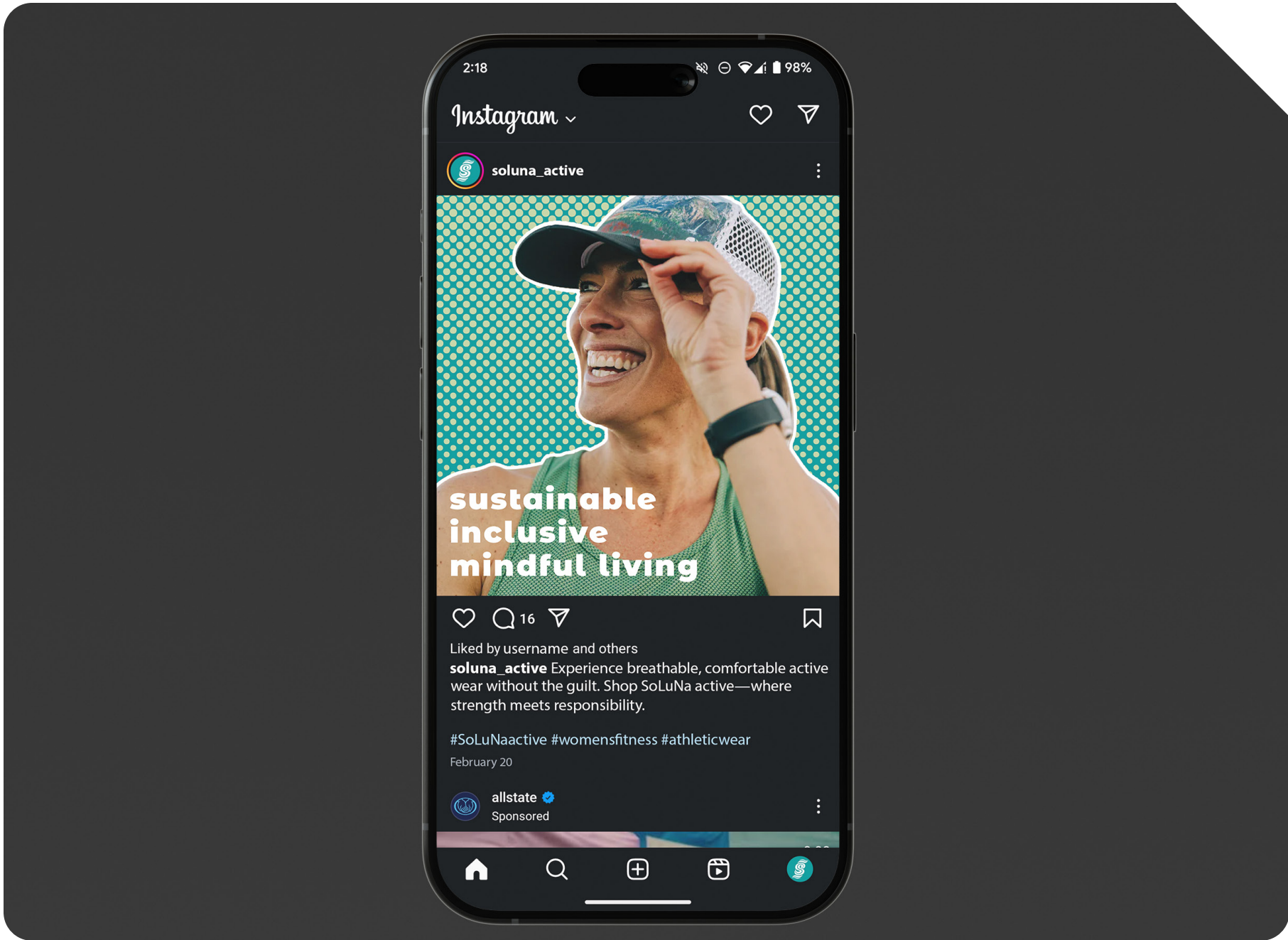
Solution

I went with a wordmark and had the "L" form a wave-like pattern to symbolize the flowing nature of our PNW waters and movement, which felt fitting for an athletic brand. The color comes from the combination of the blues and greens found in the PNW trees, mountains and bodies of water.

Tools

- ✦ InDesign
- ✦ Illustrator







Celestial Ocean Café



Challenge

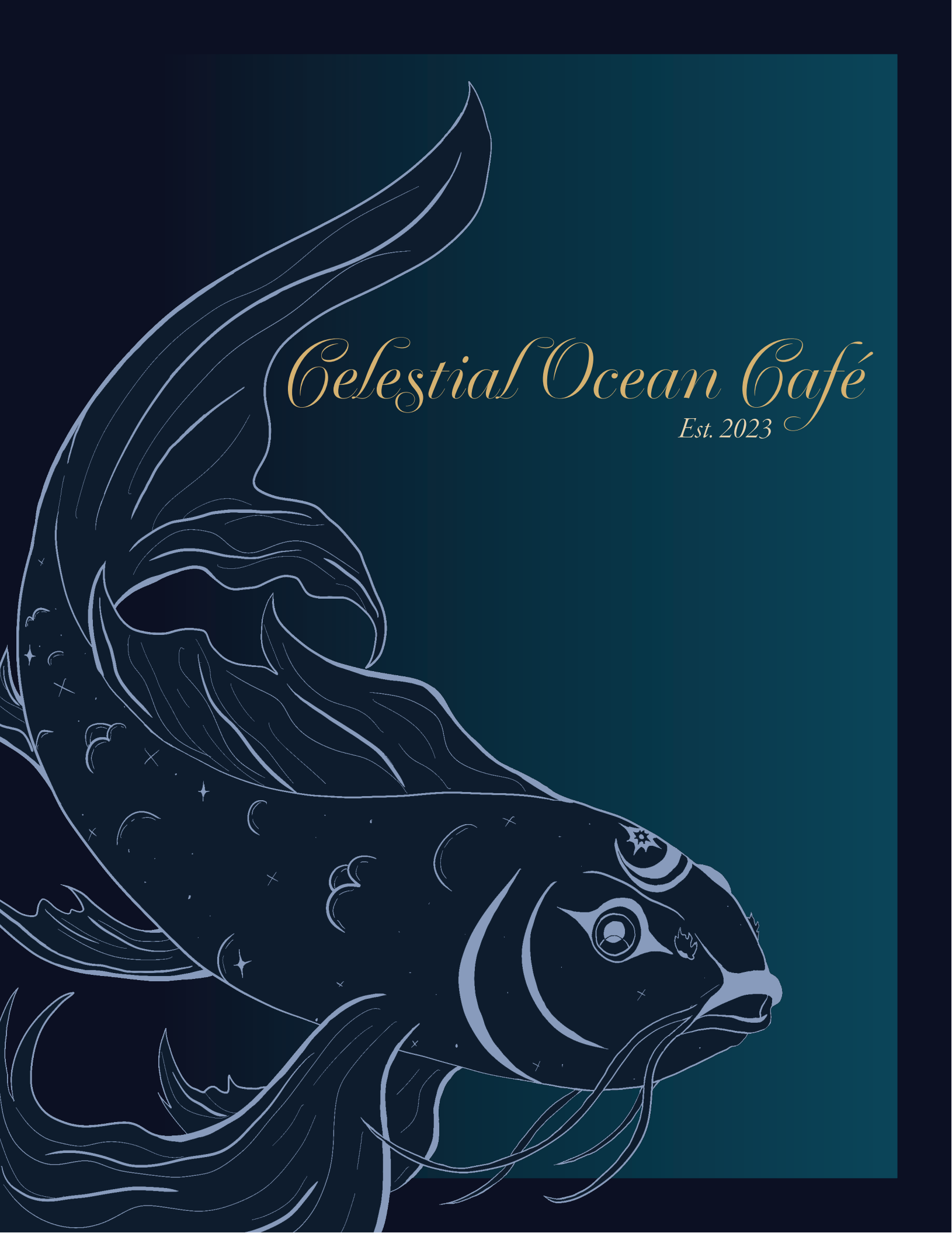
Create a menu for a fictional restaurant, taking care to do research and keep within your chosen theme and mood. Design both the front and back cover, along with a minimum of two interior pages.

Solution

For this project, I chose to go with a whimsical café, using ocean and celestial themes. I wanted it to be inclusive of dietary restrictions while being affordable and offering an elevated and calming dining experience.

Tools

- ✦ InDesign
- ✦ Illustrator
- ✦ Procreate







Challenge

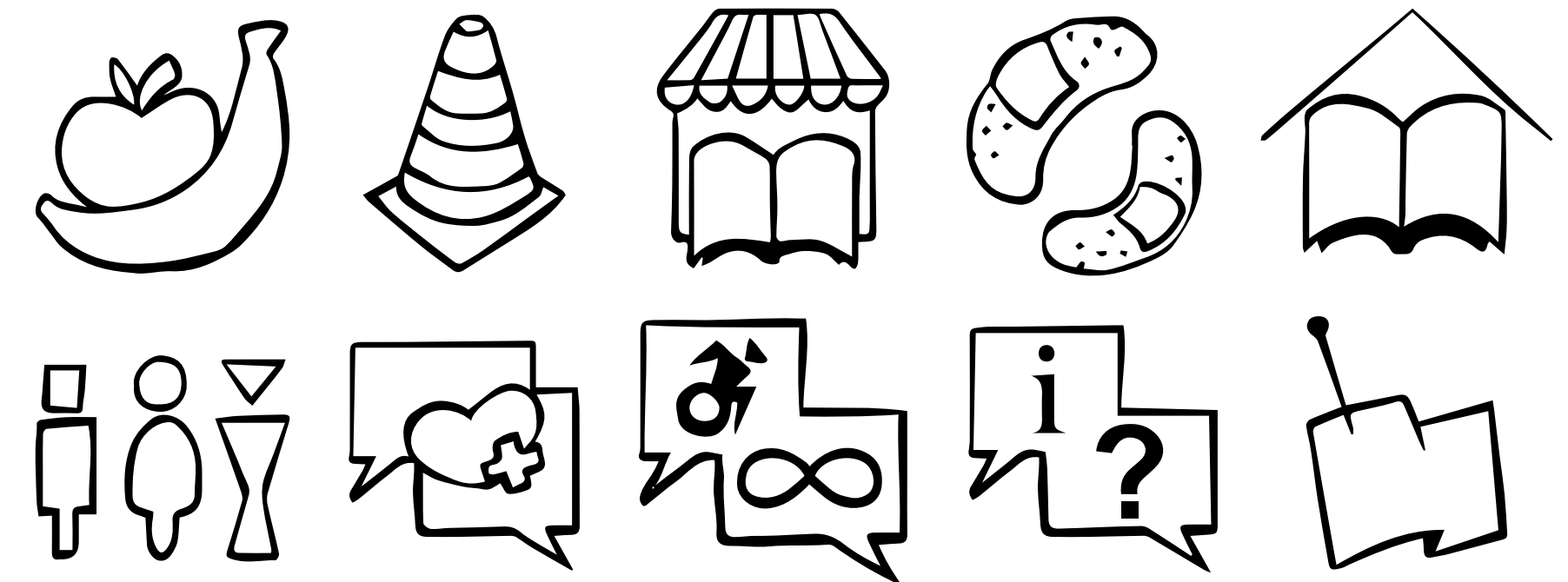
Create an easy and recognizable wayfinding system for new Chemeketa students using a provided list of what icons to create and what name to use while staying within Chemeketa's brand guidelines with the exception of font choice. This system will need a logo and will focus on building 2 for bathrooms.

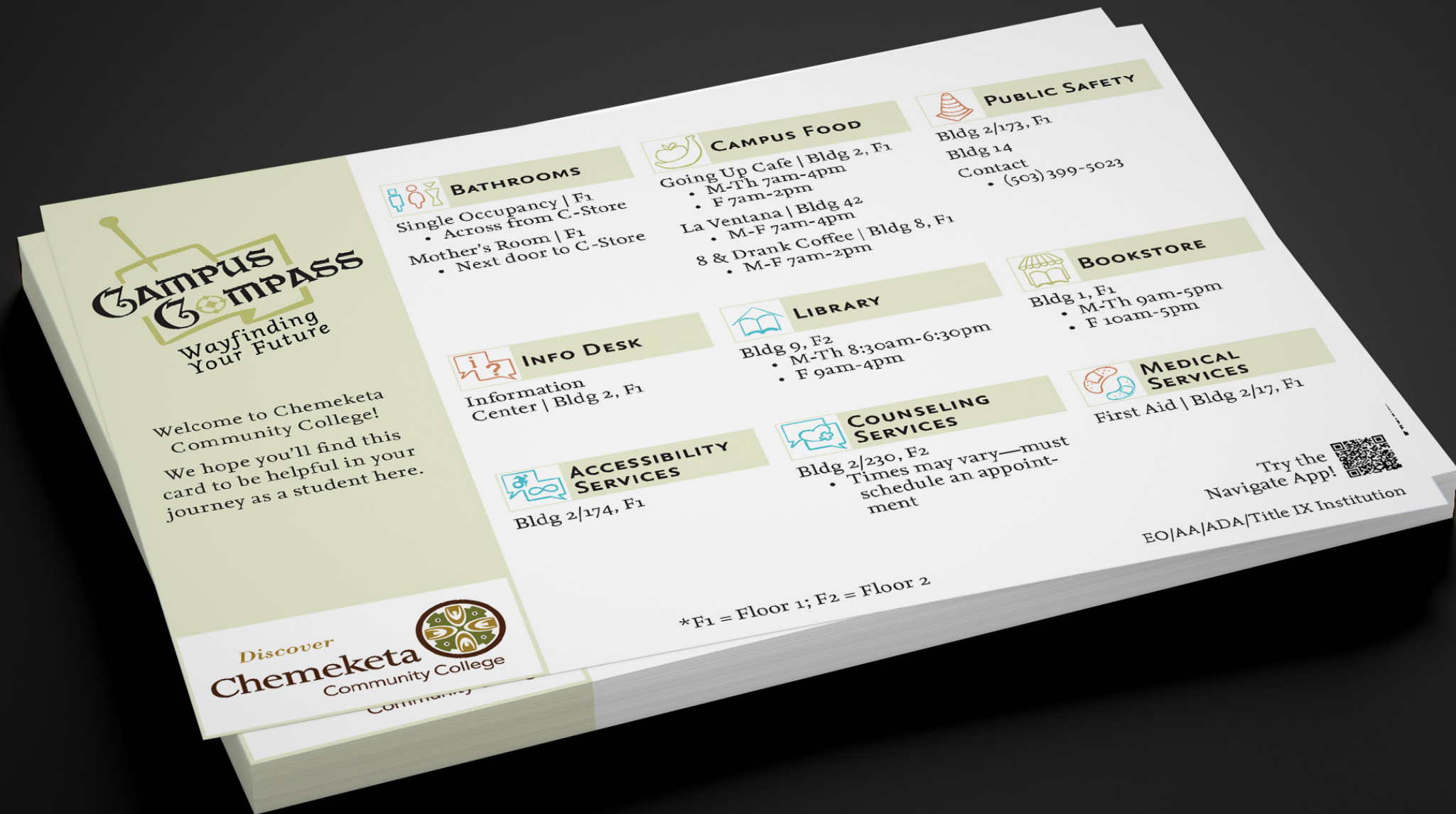
Solution

Using the Chemeketa secondary color palette, I chose to keep to three colors at a 60% tint, keeping the set from appearing too busy. These colors stood out to me because they felt more fun, upbeat, and energetic. The logo was inspired by putting pins in a map on places you've been to. I chose to do a linework-style to push myself out of my comfort zone

Tools

- ✦ InDesign
- ✦ Illustrator







Escape Fiction

New & Used Books

- Home
- Books
- Pricing & Trade
- About
- Contact



Celebrate this St. Patrick's Day with a fun picture book your kid is sure to love!



Browse More

Don't miss out on our Spring book sales!



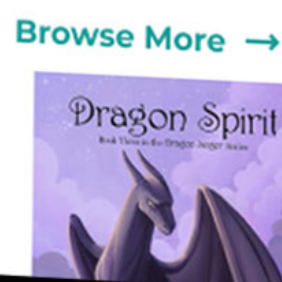
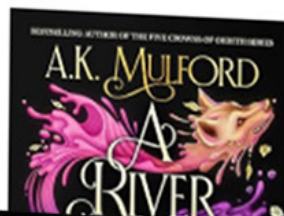
Browse Books

Gift your mom a book she'll cherish this Mother's Day



Browse Books

New Releases



Browse More →

Challenge

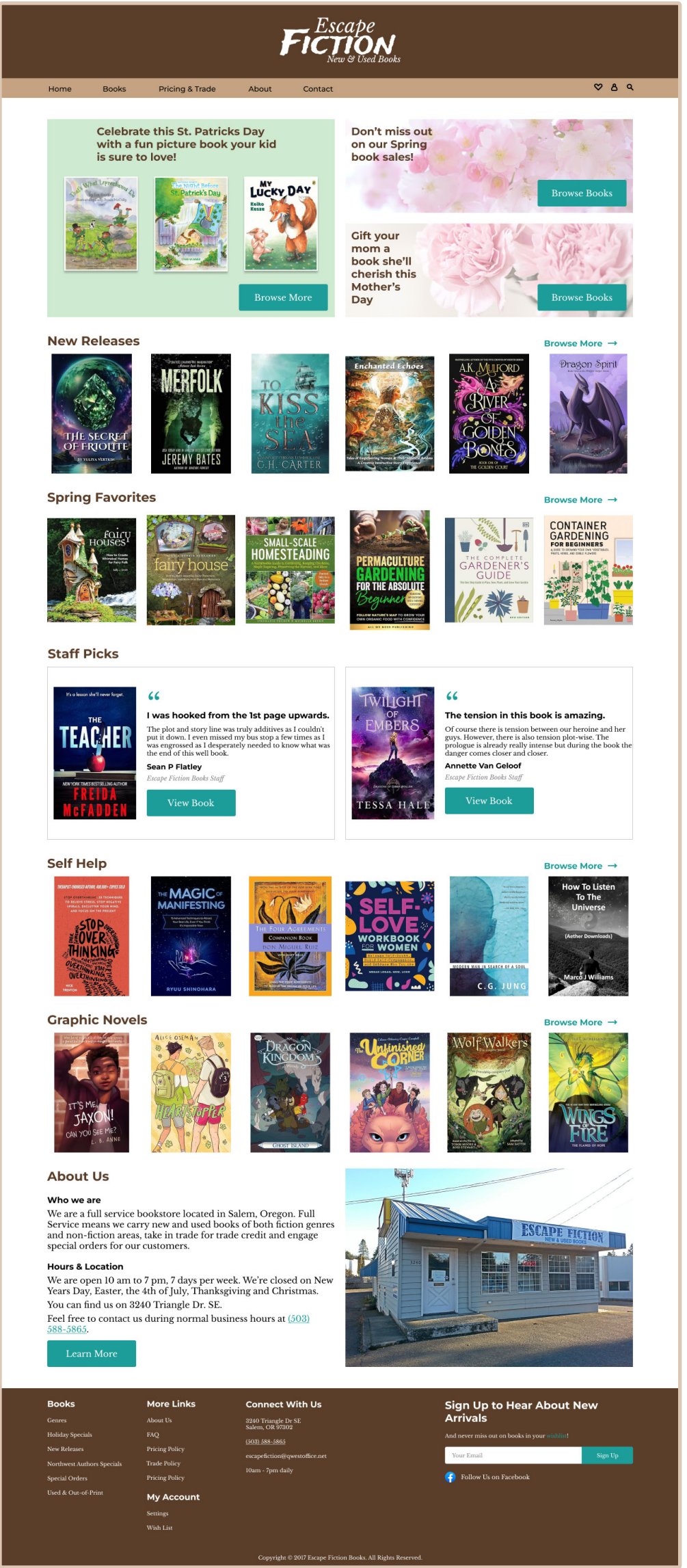
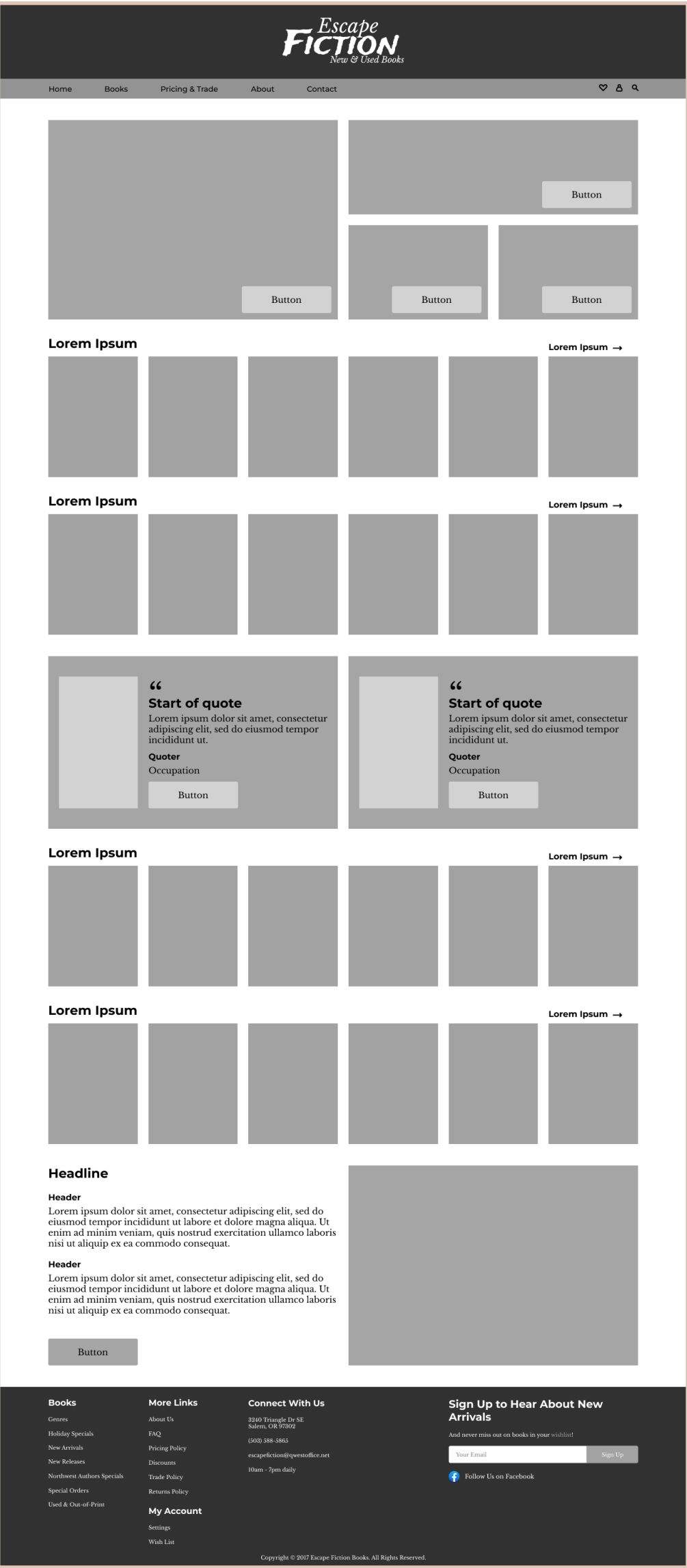
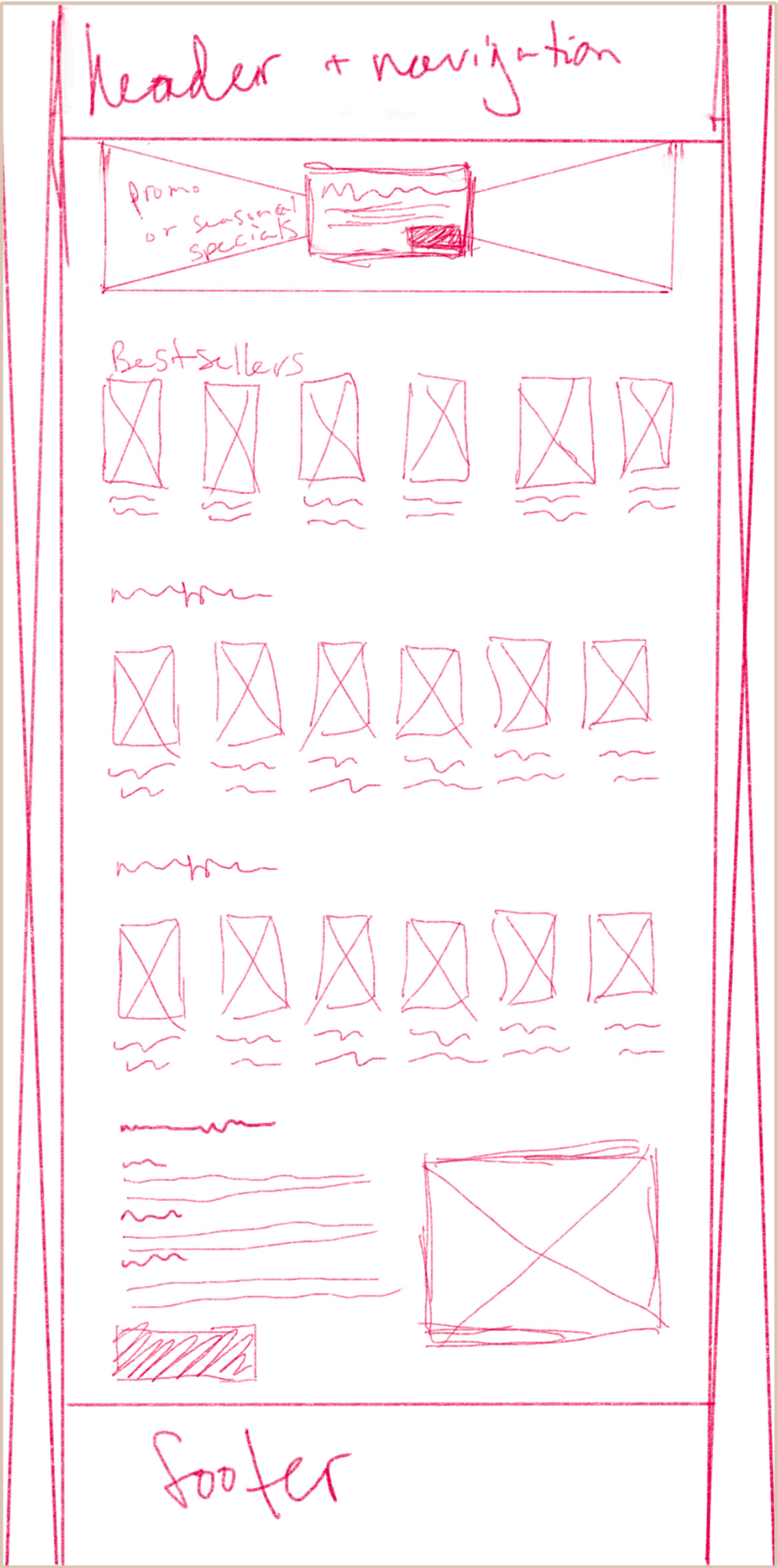
Redesign the Escape Fiction website in Figma to create a modern, cohesive and functional website. Keep simple navigation and ease of use for clients and customers in mind.

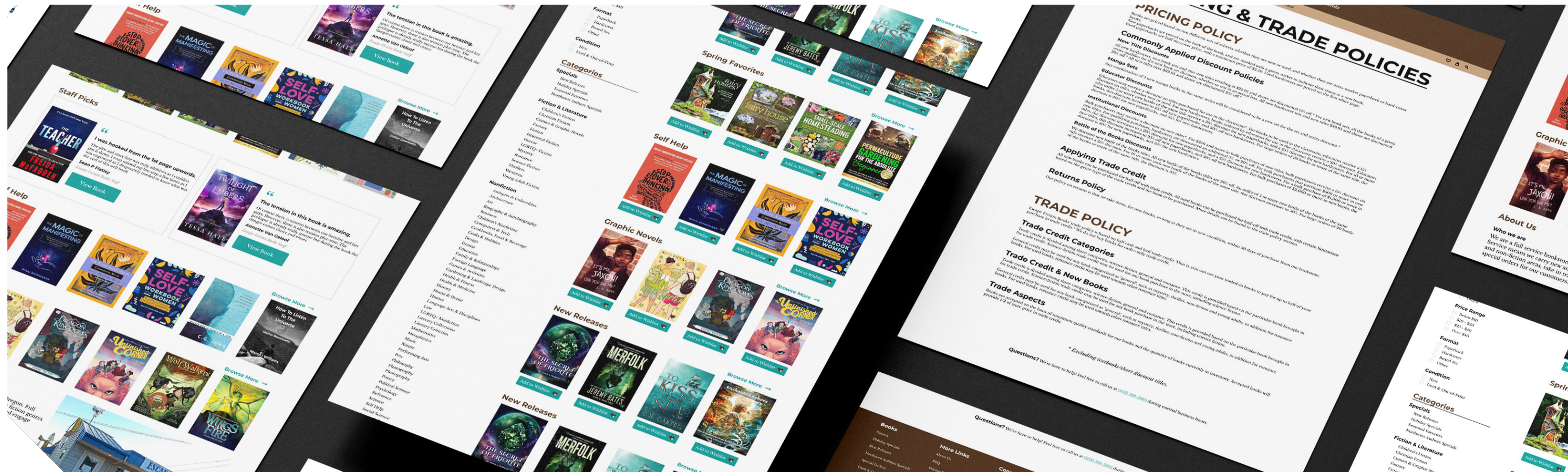
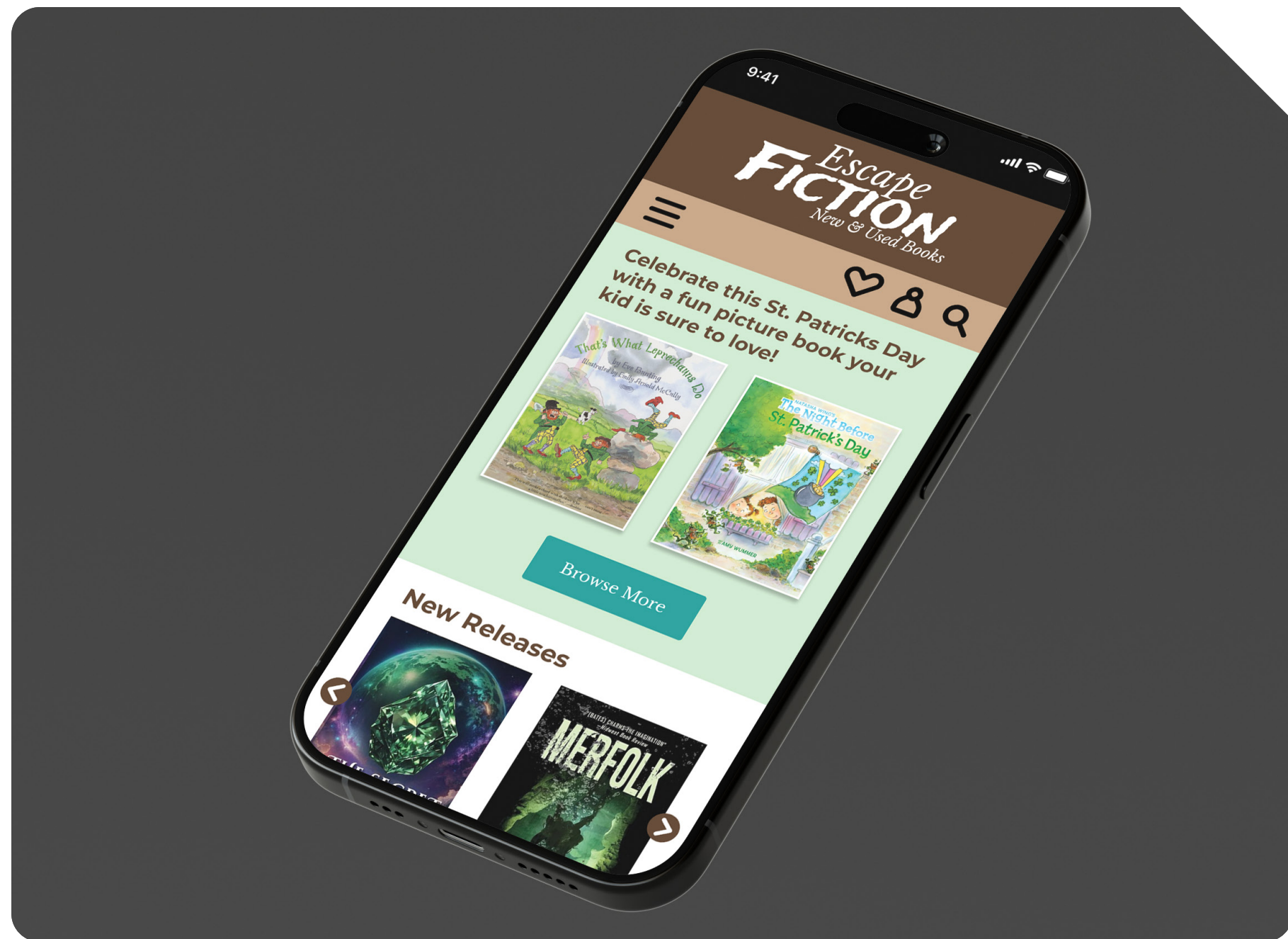
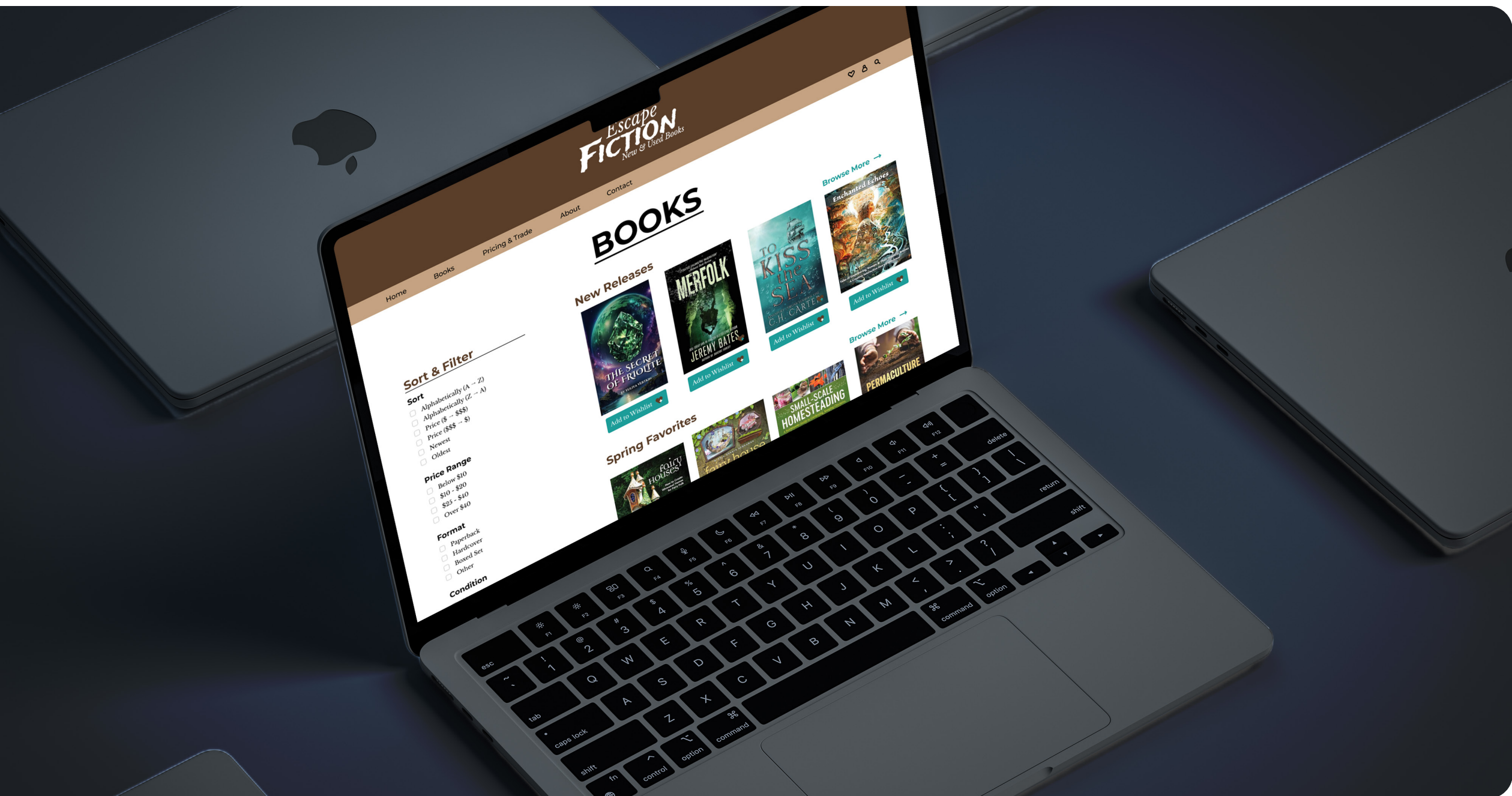
Solution

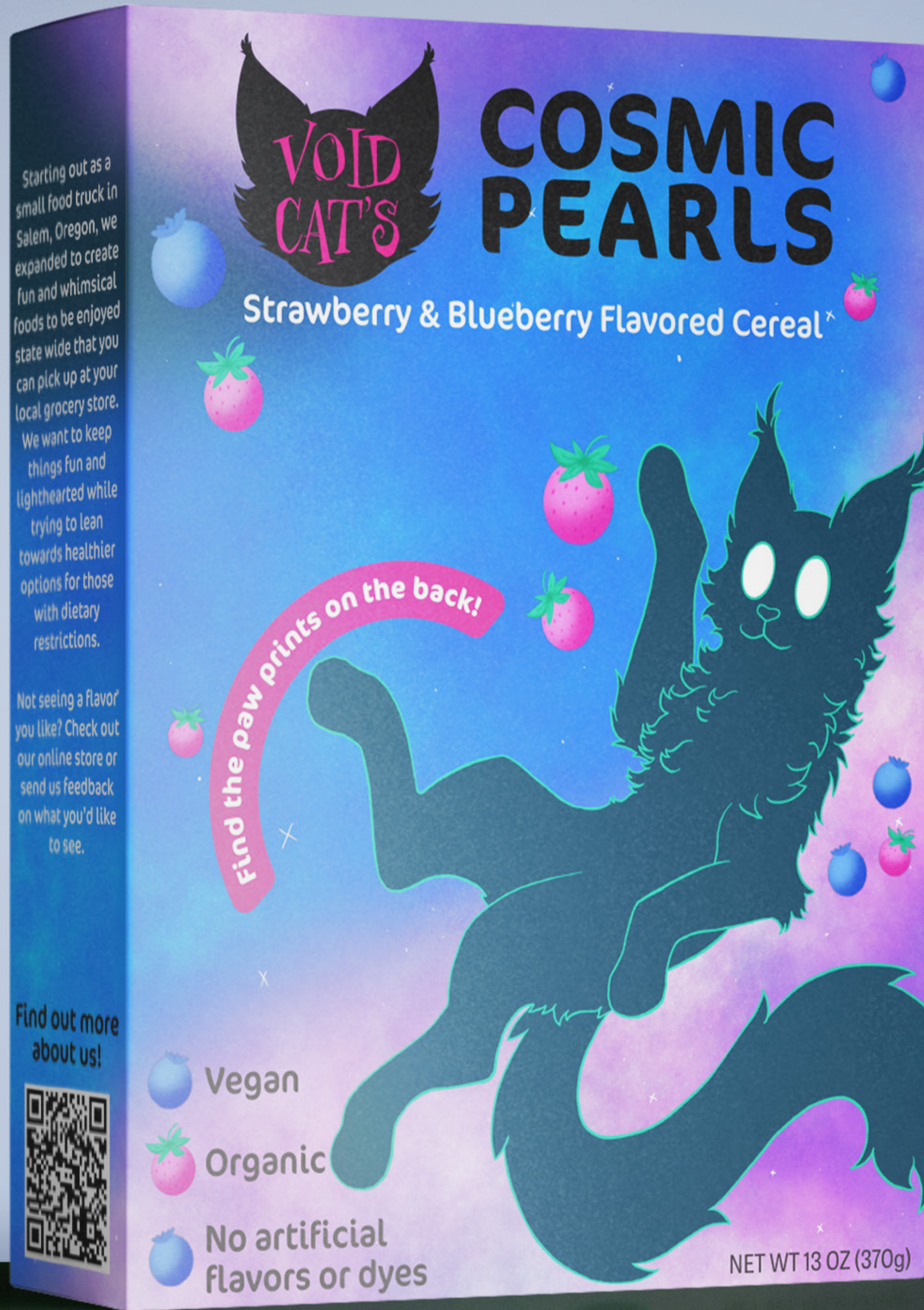
With a focus on end-user experience and more natural colors inspired by the original site, I chose to use neutral tones with bright accents for any call-to-action items. This makes it easier for users to know what to click while navigating the site. The simple and clean grid structure works well to display their books and is easy to navigate.

Tools

✦ Figma







Challenge

Create a custom dieline and design the packaging for a cereal box of choice.

Solution

Seeing that most healthy cereal leans more on a natural and/or minimalist look, I wanted to create a fun and whimsical cereal that people with dietary restrictions could eat. Healthy cereal doesn't have to be boring or minimal.

Tools

- ✦ InDesign
- ✦ Illustrator
- ✦ Procreate







Midnight's Coffee Brew



Challenge

Design the packaging/label for a beverage of choice within a series (or family) of three. One of the three must be a limited edition with unique branding while still fitting into the overall brand. Create a custom die line and mockup for all three.

Solution

I've chosen to design the label for a non-dairy, bottled coffee drink because I enjoy coffee, but it's difficult to find many dairy-free options in grocery stores. The design was inspired by art nouveau fonts and the bat plushes with unique patterns for their wings and ears—something I find whimsical and fun that will stand out among typical coffee branding.

Tools

- ✦ InDesign
- ✦ Illustrator
- ✦ Procreate



MIDNIGHT'S COFFEE BREW | Beverage
PACKAGE DESIGN & ILLUSTRATION





Thank You

