



Almanac 2022-2024
European Humanities University



Almanac

2022-2024



European Humanities
University

2025



In the 21st century not everyone has the opportunity
to sign their works in public



Graphic Design

СОЗДАНИЕ ДЕТСКОГО
ИЛЛЮСТРИРОВАННОГО ИЗДАНИЯ
О ПТИЦАХ БЕЛАРУСИ

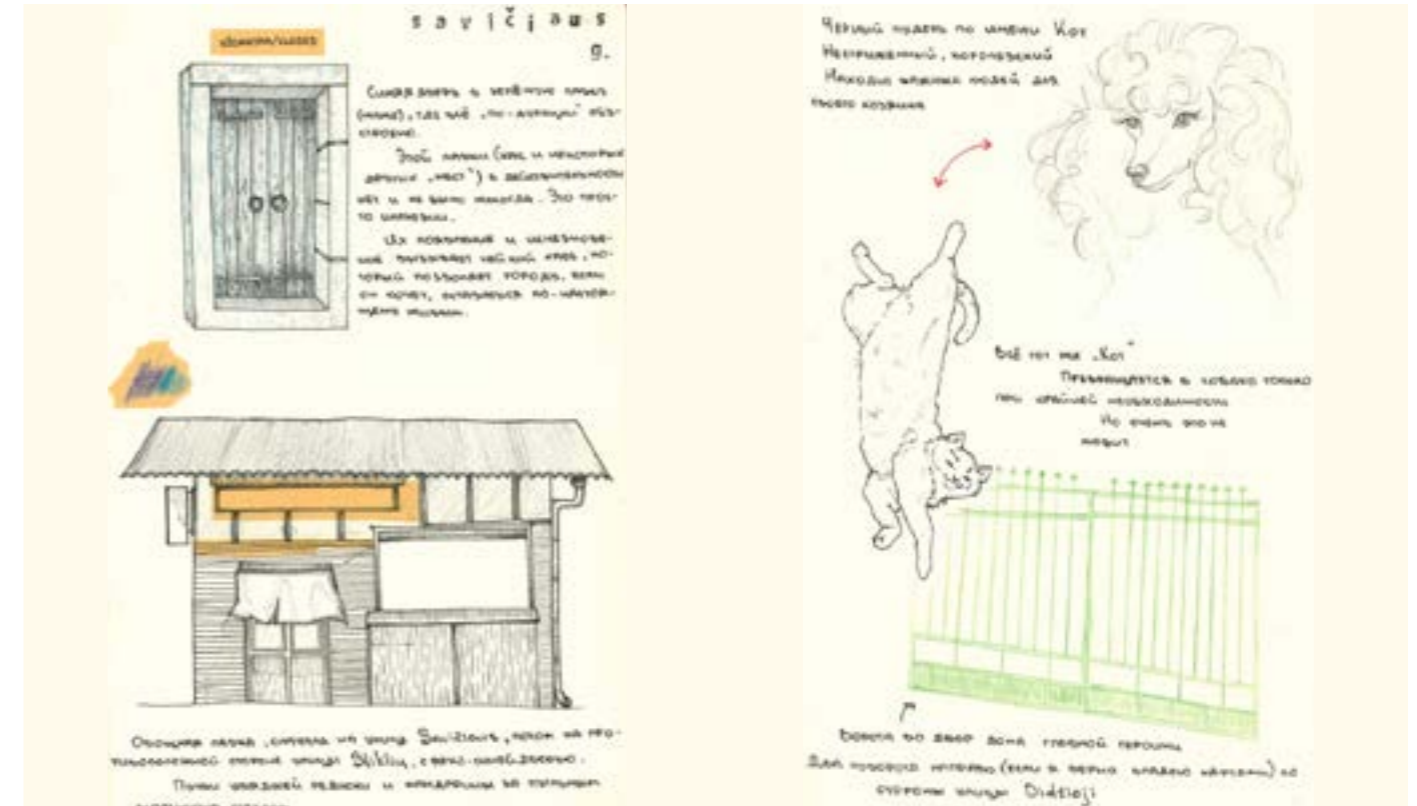
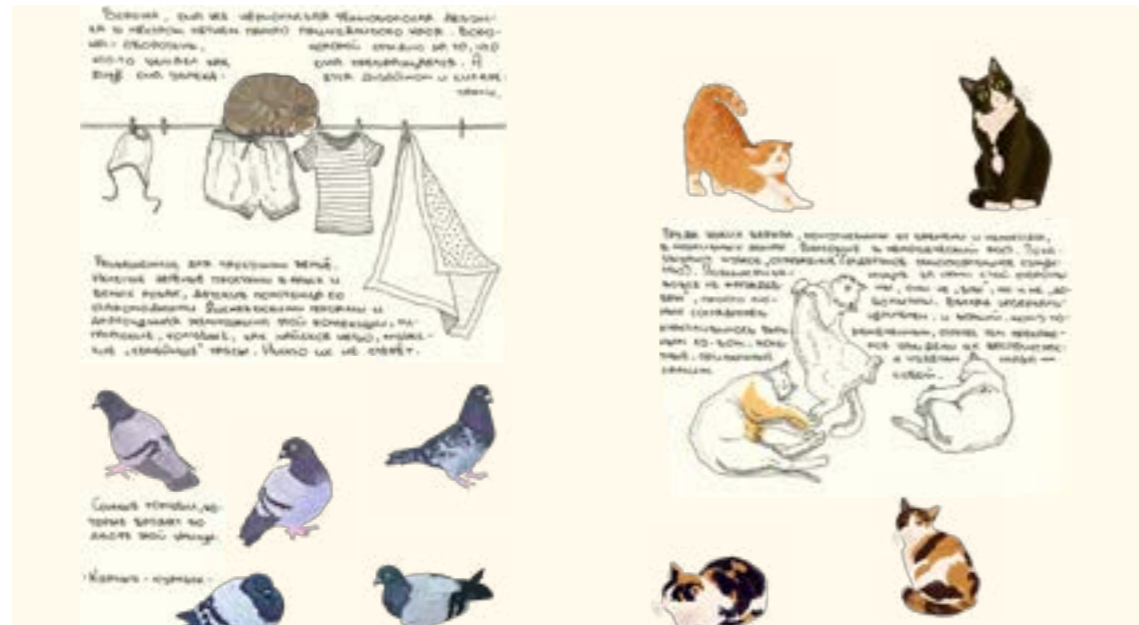


Creation of a children's illustrated edition about the birds of Belarus

The object of the bachelor's thesis is the problems of relations between humans and the animal world in modern ecological systems, the subject of the work is a children's illustrated book about the birds of Belarus. The goal of the work is to create informational visual material for children, presented in the form of an illustrated book, popularizing bird watching and developing environmental awareness, based on modern research and observations. The main objectives of the work: studying the role of birds in the environment, as well as the influence of humans on the gathering information and sources regarding the ethics of interacting with birds; analysis of visual analogues, development of visual style and illustrations for a children's publication.



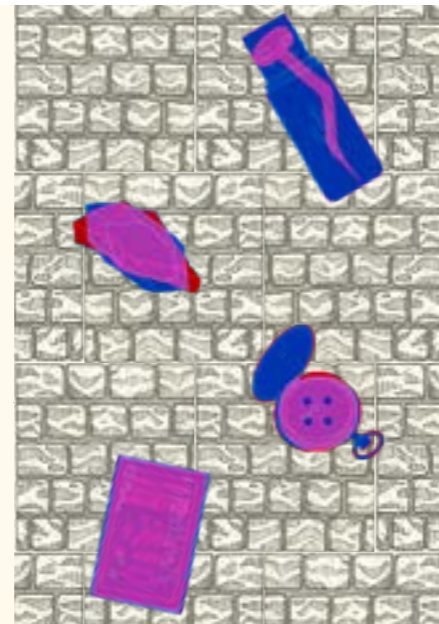
DEVELOPMENT OF VISUAL MATERIALS BASED ON «TALES OF OLD VILNIUS»



— До сих пор хочет жениться?
 — Ну, для начала хотя бы познакомиться. Василиск, видишь ли, совершенно уверен, что зеркало — вход в дом его прекрасного двойника. И уже которое столетие прикидывает, как бы этой дверью воспользоваться. Надеюсь, в конце концов, у него все получится. Я за него боюсь. В девяностые мы с друзьями даже делали ставки — успеет наш василиск исчезнуть до конца тысячелетия, или останется с нами. Я ставил на скорый успех и продел... Вот в этом дворе он засел. Видишь, какая щель здоровенная в воротах? Это местные мальчишки нарочно расковыряли, чтобы за василиском подглядывать.

— Ой, он птица?
 — Можно и так сказать. Но вообще-то, у василиска только голова пегушиная. А тело жабы. С таким особо не летаешь. Оно, знаешь, и к лучшему. А то завел бы привычку делать пару кругов над вечерним городом для мюзона. Не очень хорошо для туристического бизнеса. Народ нынче опасливый пошел.

— О, — говорю. — Внимание. Интересный момент. Видишь, здесь заканчивается асфальт и начинается булыжник. На этой границе будь предельно внимательна. Не сейчас, потом. В самом начале булыжной мостовой можно найти удивительные штуки. То есть, выглядят они, как обычный мусор. Цветная стеклышка, пробитый автобусный билет, пуговица, гвоздь. Находку надо подобрать, сунуть куда-нибудь и забыть. А потом снова обнаружить, разбирая дорожную сумку, или перекалывая мелочь в новый кошелек. Но только забыть надо по-честному и найти совершенно случайно. притворство не пройдет.
 — И что будет?

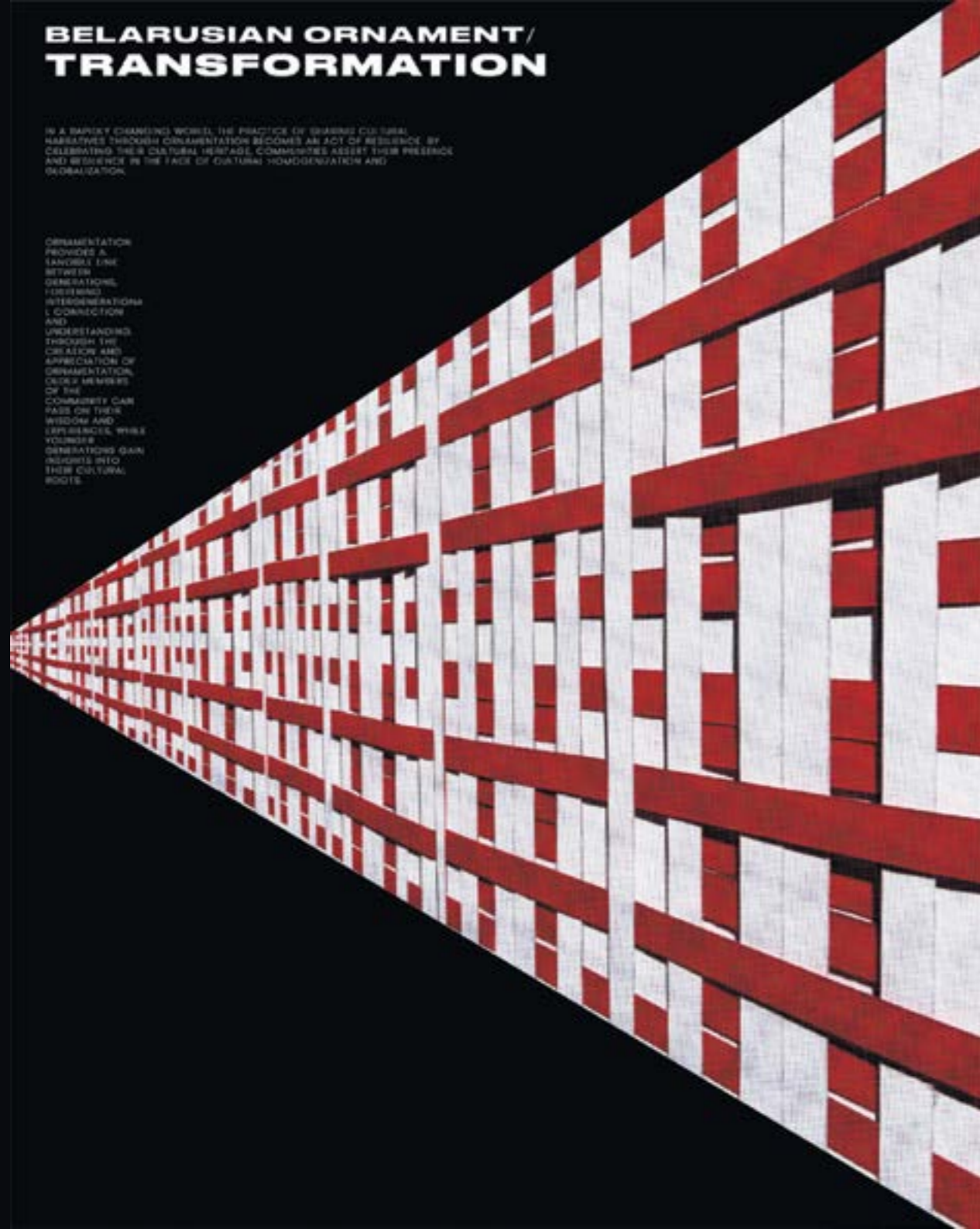


The purpose of the work is to develop an interactive book dedicated to the streets of the old city of Vilnius, inspired by «Tales of Old Vilnius» by Max Frei. The main objectives of the work: to study literary sources on Vilnius folklore heritage; to analyze the biography and creativity of the author; to select the fairy tales most suitable for conveying the atmosphere of the streets of the old town; to select and analyze analogues; to create an interactive book and develop its visual style. The aim of the work is to show the old town of Vilnius from its authentic, fairy-tale side, imbued with the cultural heritage of this city. This work will be of interest to several target audience groups. Firstly, readers of Max Frei's book series «Tales of Old Vilnius», as the book itself does not have enough illustrations and there are very few fan-arts images of this book series on the Internet, and, as we know, in popular culture any fairy tale should be accompanied by a series of illustrations. Secondly, to tourists who want to visit the old city and feel its charm to the fullest. Thirdly, to migrants who are just getting to know the city.

BELARUSIAN ORNAMENT / TRANSFORMATION

IN A RAPIDLY CHANGING WORLD, THE PRACTICE OF SHARING CULTURAL NARRATIVES THROUGH ORNAMENTATION BECOMES AN ACT OF RESILIENCE. BY CELEBRATING THEIR CULTURAL HERITAGE, COMMUNITIES ASSERT THEIR PRESENCE AND RESILIENCE IN THE FACE OF CULTURAL HOMOGENIZATION AND GLOBALIZATION.

ORNAMENTATION PROVIDES A LANGUAGE BETWEEN GENERATIONS, FOSTERING INTERGENERATIONAL CONNECTION AND UNDERSTANDING THROUGH THE CREATION AND APPRECIATION OF ORNAMENTATION. ONLY MEMBERS OF THE COMMUNITY CAN PASS ON THEIR WISDOM AND EXPERIENCES, WHILE YOUNGER GENERATIONS GAIN INSIGHTS INTO THEIR CULTURAL ROOTS.



Transformation of Belarusian ornament in typography



Purpose of the work is a creation of a project to transform the Belarusian ornament in modern typography with the aim of introducing young people to Belarusian culture, stimulating interest in national symbols and revealing the potential of the Belarusian ornament. Main tasks of the work are analysis of modern typographic technologies and trends in order to determine what techniques and tools can be used to transform the ornament, also a development of a design concept that combines traditional elements of Belarusian ornament with modern typographic approaches.



Development of a visual identity system and marketing materials for the socially significant project animal shelter «Give me your paw»

The object of the bachelor's work is an identity system for animal shelters. The purpose of the work is to develop a visual identity system for an animal shelter, and to prepare marketing materials for this project based on the created system. The main goals of the project are: to study the concept of identity and the things that form it, to analyze analogues of identity development for social projects, to develop a special style for the shelter, consisting of a name, slogan, sign, logo, etc., which will help to stand out from others, to develop style elements that will help to create a unique image, to develop various advertising and other materials based on the created identity system.

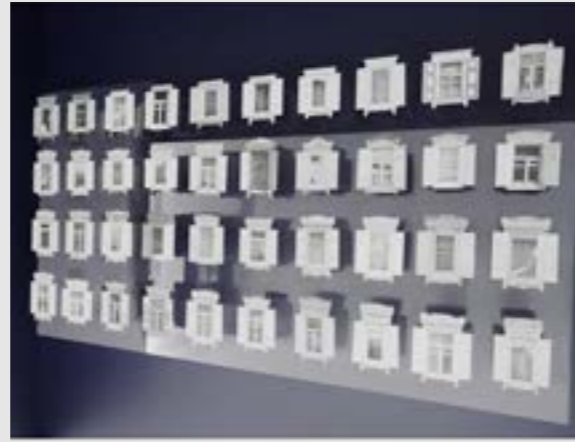
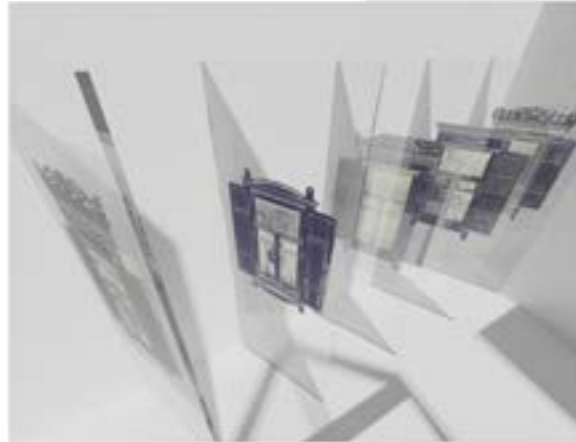




Development of corporate identity for the festival «The Great Theatre evenings at the Radziwill's castle»

The object of the bachelor's work is the festival "The Great Theatre evenings at the Radziwill's castle". The subject of the bachelor's work is the corporate identity for the festival of opera and ballet "The Great Theatre evenings at the Radziwill's castle". The purpose of bachelor's work - to develop a corporate identity for the festival "The Great Theatre evenings at the Radziwill's castle".





Creation of visual and informational materials using motion design, dedicated to carvings in a traditional house in the south-east of Belarus for the Vetka Museum of the Gomel region

The object of bachelor's thesis is a unique phenomenon in the traditional wooden architecture of Belarus - different carvings decor in the decoration of houses in the southeastern region. The purpose of the work was to find an artistically expressive technique for the representation of traditional architecture in the museum space; develop visual - informative materials using motion design.



Visual communication system of the Scandinavian Mythology festival «Gods of the North» (Minsk-Vilnius, 2030)

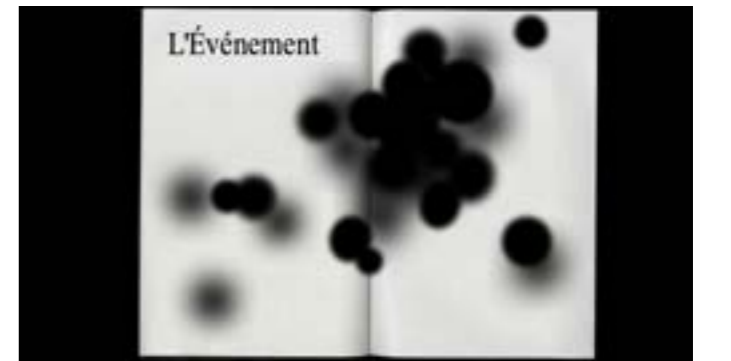
The aim of the project is to conduct a comprehensive analysis and study of visual communication in the context of creating and organizing the festival. The main task was to understand the importance of visual elements in the communication process and their influence on the perception and engagement of participants. Additionally, the project aims to familiarize with the concept of the festival as a cultural event, explore its historical development, and original purpose in the context of societal and cultural life. Analysis and understanding of these aspects will help develop a concept and strategy of visual communication for the "Gods of the North" Scandinavian mythology festival in Minsk and Vilnius in 2030.





Design development of a printed edition dedicated to the fiftieth anniversary of Annie Ernaux's creative activity

Object of the bachelor's thesis: the works of Annie Ernaux, namely A Man's Place, A Woman's Story, Happening, and A Girl's Story, which explore themes of traumatic experience, class inequality and shame, and collective memory. The visual interpretation of trauma and graphic representation of complex topics.





Design of the print edition

The theme of the work is devoted to the urgent problem of rapid changes in climatic conditions on our planet, primarily related to global warming. The relevance of the topic is due to the need to inform the general public about the climate crisis in a simple and accessible form. The author positions her project as a publication for the UN conference.



Development of display fonts
and advertising materials for the
specialty «Visual design»



The bachelor's thesis is directly related to typography. Typography is the art of formatting text using graphic elements and a number of strict rules and nuances. Typography emerged as an independent field around the 11th century. Before Johann Gutenberg invented the printing press in the 15th century, books were copied by hand. The text began to be typeset from lead letters - litera. In the 20th century, with the advent of personal computers, the art of printing became digital and, as a result, more accessible.

Art book for Vilnius University



Object of bachelor's thesis: art book with the history of Vilnius University. The purpose of this work: searching for historical artifacts that visually present the overall picture of history while using minimal text for a more in-depth study and better understanding. The main tasks of the work: to explore the historical fragments of the university, the environment and formation, as well as analysis of the details of artifacts for clarity of reversals and visual and conceptual analogues. Design collages based on photos, select fonts, develop an art-book layout. Target audience: people of different age groups who are somehow interested in the history of Lithuania, students for whom learning is easier through images. The art-book also affects Belarusian figures, so the art-book can be useful both for young people who are ready to get acquainted with how Belarus influenced the history of Lithuania, and for adults who are ready to expand the historical spectrum.



Development of the visual communication system for festival Kupalle



Project topic is a creation of a visual communication system for the Kupalle Festival. Project format is identification of the problem and project utilization. The aim of the project is a creation of a visual communication system that offers a design solution to this problem. Project intrinsic form is designing a visual communication system and its utilization. Direction is identity design and design form is a creation of a visual through the technique of linocut prints. Objective is to create a recognizable and understandable visual communication system for the Kupalle Festival.

ВАРИАЦИИ ПЛАКАТОВ



ЛОГОТИП



Design and illustrations for a book of poems by Uladzimir Karatkievich



The object of the bachelor's work: the poetic heritage of Uladzimir Karatkievich. Subject of the bachelor's work: illustrated book with the poems of Karatkievich. Purpose of work: search for artistic and graphic means to convey the key images of the selected poems. Main objectives: study of creative and literary heritage of Karatkievich, selection of poetic works and justification of this choice, analysis of analogues to create appropriate illustrations.



Development of materials dedicated to Edgar Allan Poe



Object of the bachelor's work: book and promo-video dedicated to 215 years since the birth of Edgar Allan Poe. Purpose of the work was to create a book and promotional video based on symbols and images from the work and life of the writer Edgar Allan Poe. The main tasks of the work: to analyze the modern layout of the book based on the style of Edgar Allan Poe, to develop a visual style that will later be associated with the activities of the writer, to develop a script and create a promotional video about Poe, representing his life, work and influence. The book takes up themes of decadence, mysticism, and "dark romanticism" as well as the life and literary legacy of Edgar Allan Poe. The writer's symbolism and style as reflected in his works provides a structured visual framework for the undergraduate project.

Няхай жаль мне душы не кране

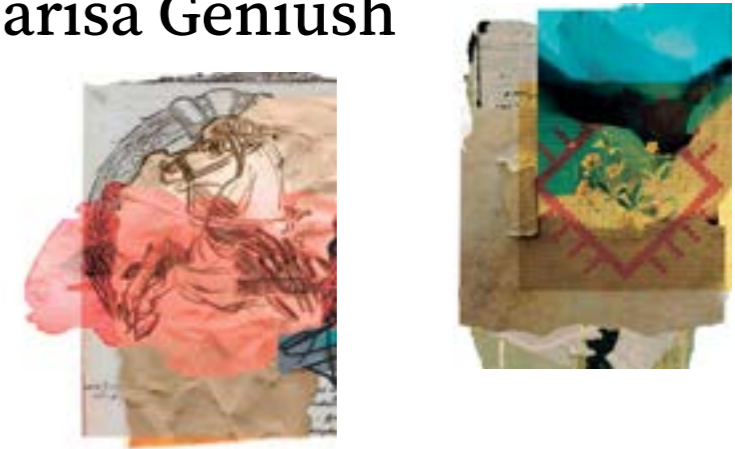
Няхай жаль мне душы не кране,
дзязіна, падтрымай мяне.
Развей, вецер, думы дзявочыя,
бо дамоў мне ўжо не варочацца.

Лёс сама сабе перайначыла,
паліліся слёзы гарачыя,
бо няма дачкі аб'якавай,
каб на маці сваёй не заплакала...

18



Development of visual information materials based on poems by Larisa Geniush



This project is aimed at preserving and popularizing Larisa Geniush's poems by creating a book with collage illustrations. The use of artistic visual materials highlights the beauty and significance of cultural heritage, which can help attract a new and younger audience to the study and preservation of these literary monuments. In the future, the publication can be promoted through participation in book fairs and exhibitions, cultural events of a literary nature, poetry readings, and the creation of postcards.



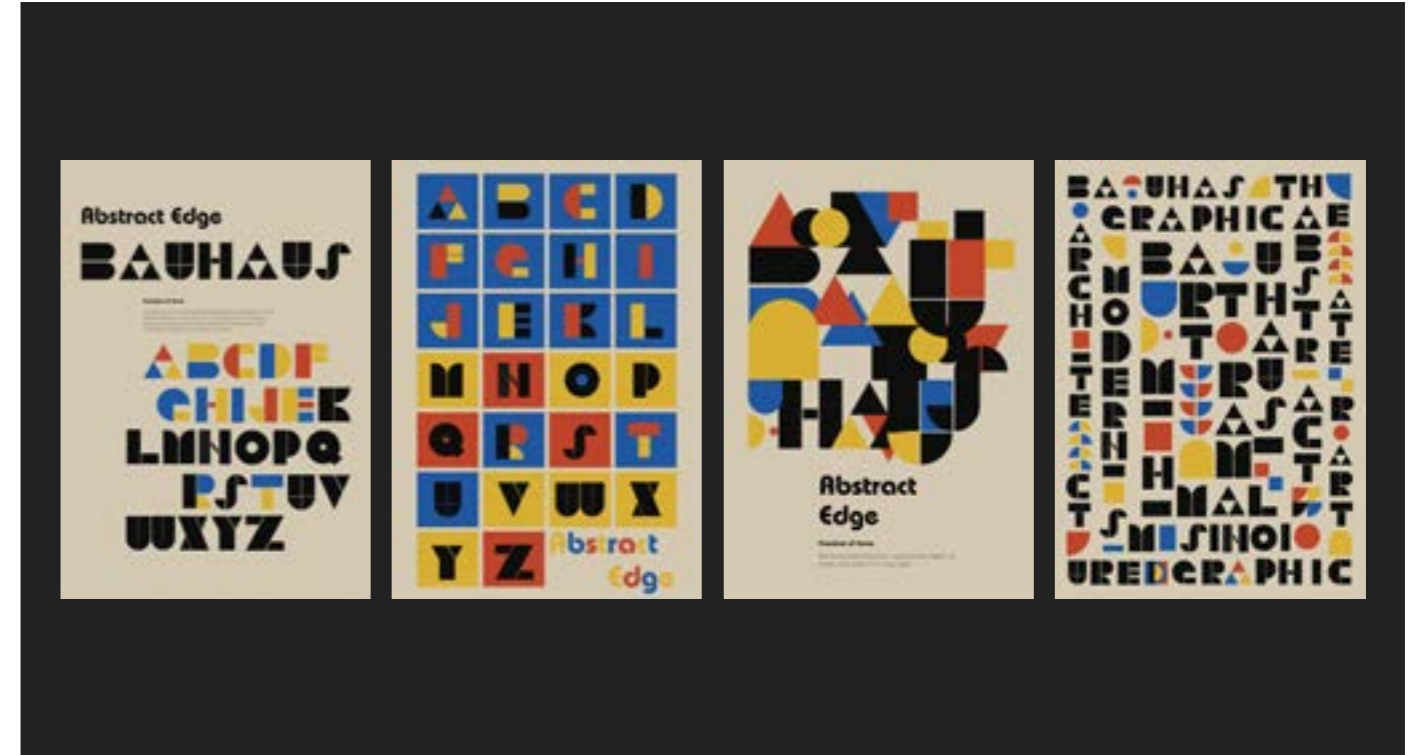
Castle Legends



The creation of a visually informative design product is aimed at public perception and a deeper understanding of the cultural and historical values of the predecessor country of Belarus and Lithuania, the Grand Duchy of Lithuania. In the Grand Duchy of Lithuania, legends, myths and traditions had a great influence on the development of cultural and historical development. Belarusian folklore, folk art, rituals, the development of art and architecture – all this developed under the influence of myths and legends. Castles are shrouded in a multitude of interesting and unusual legends and myths that add mystery. And listening to them, you unintentionally begin to think about life in the old days, that it is completely different from the current one. Something that we will never feel or see, except that we can visit it only by touching the past in the form of works of art, architecture, literature, legends and legends and building this time and history in our imagination, which will make it even more attractive, unattainable and fabulous. With rich visuals and a unique style this art-book popularizes legends, continuing the legacy of Belarusian folklore.



Analysis of the modular approach in Bauhaus design



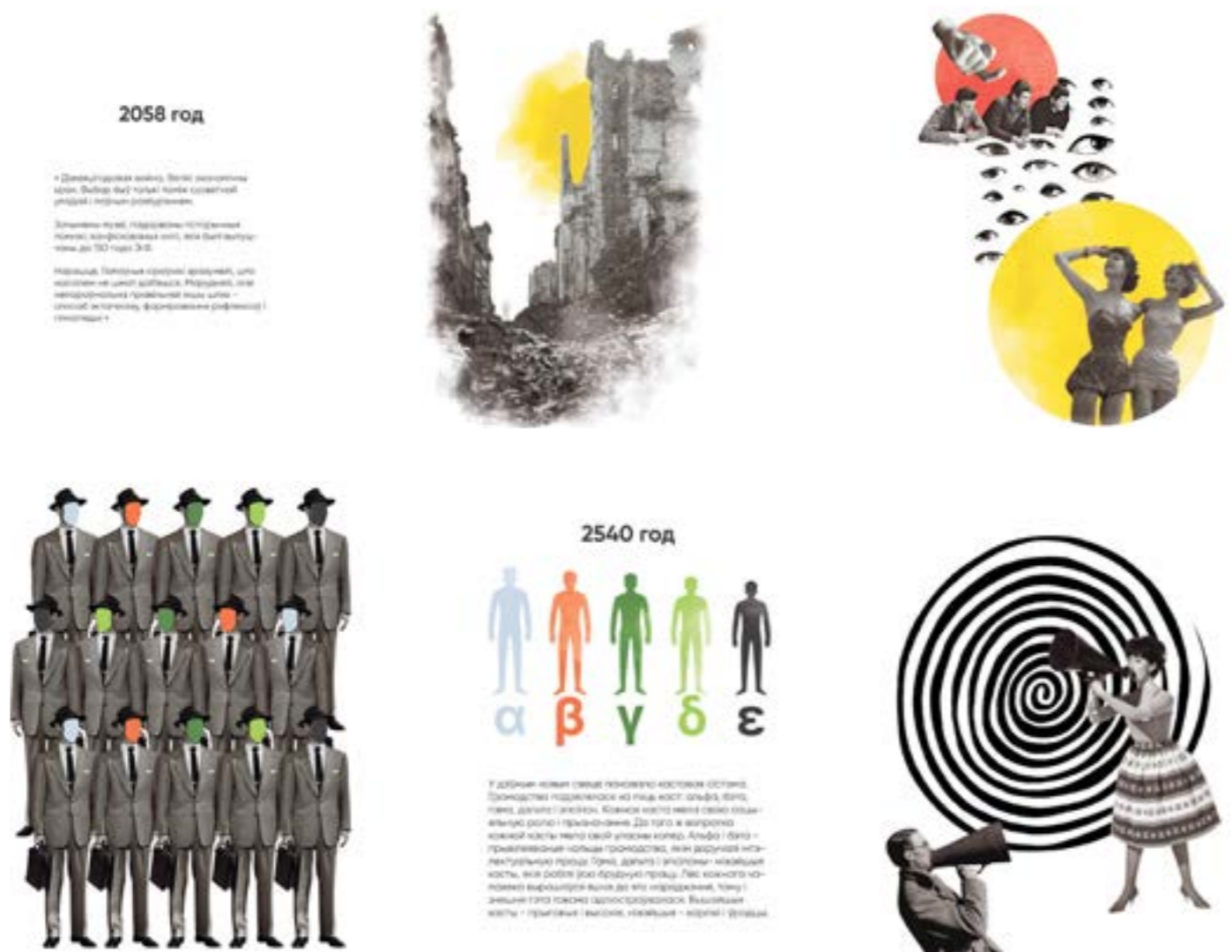
This project focuses on the Bauhaus design school, the modular approach and its influence on form and construction. The work covers the historical context and the school's design principles, such as functionality and minimalism and examines the influence of the Bauhaus modular approach on the development of modern design, especially in the field of design of visual materials, as well as the contribution and influence of outstanding representatives of the school on the formation of European design and their influence on world artistic culture. The project also analyzes the characteristic features of the Bauhaus style, such as brightness, contrast, abstraction, and their role in the creation of distinctive graphic and design works. The goal of the project is to create products based on the style and key principles of the Bauhaus design school, including the use of a modular approach and combinatory, and to draw attention to the history of the Bauhaus phenomenon.



Development of visual materials based on the «Alice's adventures in Wonderland»



Object of bachelor's work: the book "Alice in Wonderland" by L. Carroll. Purpose of the work: development of an illustrative publication based on "Alice in Wonderland" Work goals: to study the existing illustrations for the fairy tale, study the culture of Korea during the Joseon era and create an illustrative edition of the "Alice" using traditional Korean style. Target audience: fans of classic works, book collectors who want to look at a fairy tale from a different cultural point of view.



The object this thesis research is O. Huxley's dystopian novel « Brave New World ». The novel was published in 1932. The style of that time was chosen to reflect the novel's atmosphere—through digital collages and old photos, the future envisioned by Aldous Huxley is depicted. The final product is an interactive illustrated book with sounds and animated inserts.

Visual communications and presentations for creativity O. Huxley «On the dzion of the new light»



The Nobleman Zavalnya or Belarus in Fantastic Tales



Development of illustrations for the book



Anna Musalyova's project explores the popular and relevant theme of national self-identification, focusing on Belarusian mythology, history, ethnography, and culture. The project consists of book spreads illustrated in 2D graphics using traditional materials. The goal of Anna Musalyova's bachelor's thesis is to visually represent the literary heritage of Yan Barscheuski by creating graphic design for his poetic collection «Shlyakhtich Zavalnya, or Belarus in Fantastic Stories» first published in 1844–1846. Musalyova studied the history of book illustration and described various types of book graphics. She conducted an in-depth analysis of the historical context in which the book was written, carefully reading and interpreting the text. When creating visual imagery for fantastic prose, the author faced the complex task of immersing the reader in the book's visual world. This required depicting not only mythical creatures and landscapes but also concrete historical elements such as clothing, household objects, and architecture from the first half of the 19th century.



A large number of illustrations were created, including full-page and double-page spreads. Additionally, graphic inserts within the text add subtle details to the book's design. The images, meticulously crafted in gouache, are rich in detail, inviting the viewer to engage with them at length. The book cover design is filled with hand-drawn mythical beings, while the lettering is also hand-crafted, imitating handwritten script.

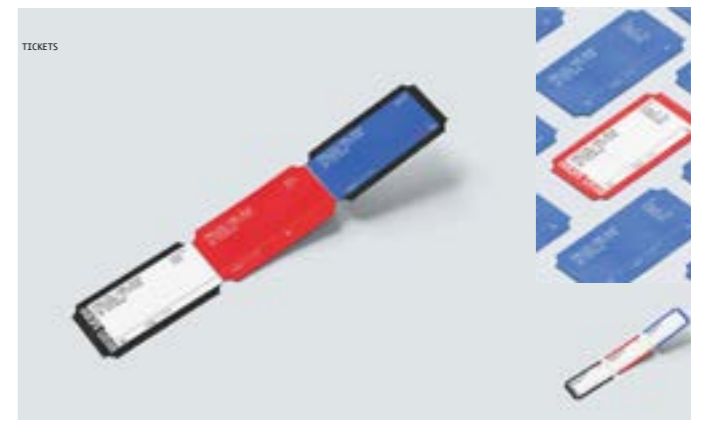


Anna Musalyova has presented a unique project that demonstrates her ability to creatively execute traditional graphic illustrations. The design product seamlessly integrates into Belarusian cultural space. Project Implementation Stages:

- Analysis of the history of book illustration and its current trends to select the most appropriate graphic techniques for the project.
- Examination of the historical and mythological context of the literary work.
- Development of an illustration style that unites the series while allowing for diversity in the depiction of events.
- Implementation of the project in the form of illustrated book spreads.



The system of visual communications of the English Literature Festival



Purpose of work: development of visual communication system for the English Literature Festival in Vilnius, contributing to attracting attention, conveying the essence of the event and the interest of viewers. The main objectives of the work: to study the existing examples of visual style of literary festivals and highlight their pros and cons; based on the theme of the festival, its geolocation and target audience, to form a unique style solution; to develop an identity of the festival, including a logo, corporate identity, color palette and fonts; to create a series of posters announcing the festival and reflecting its atmosphere.

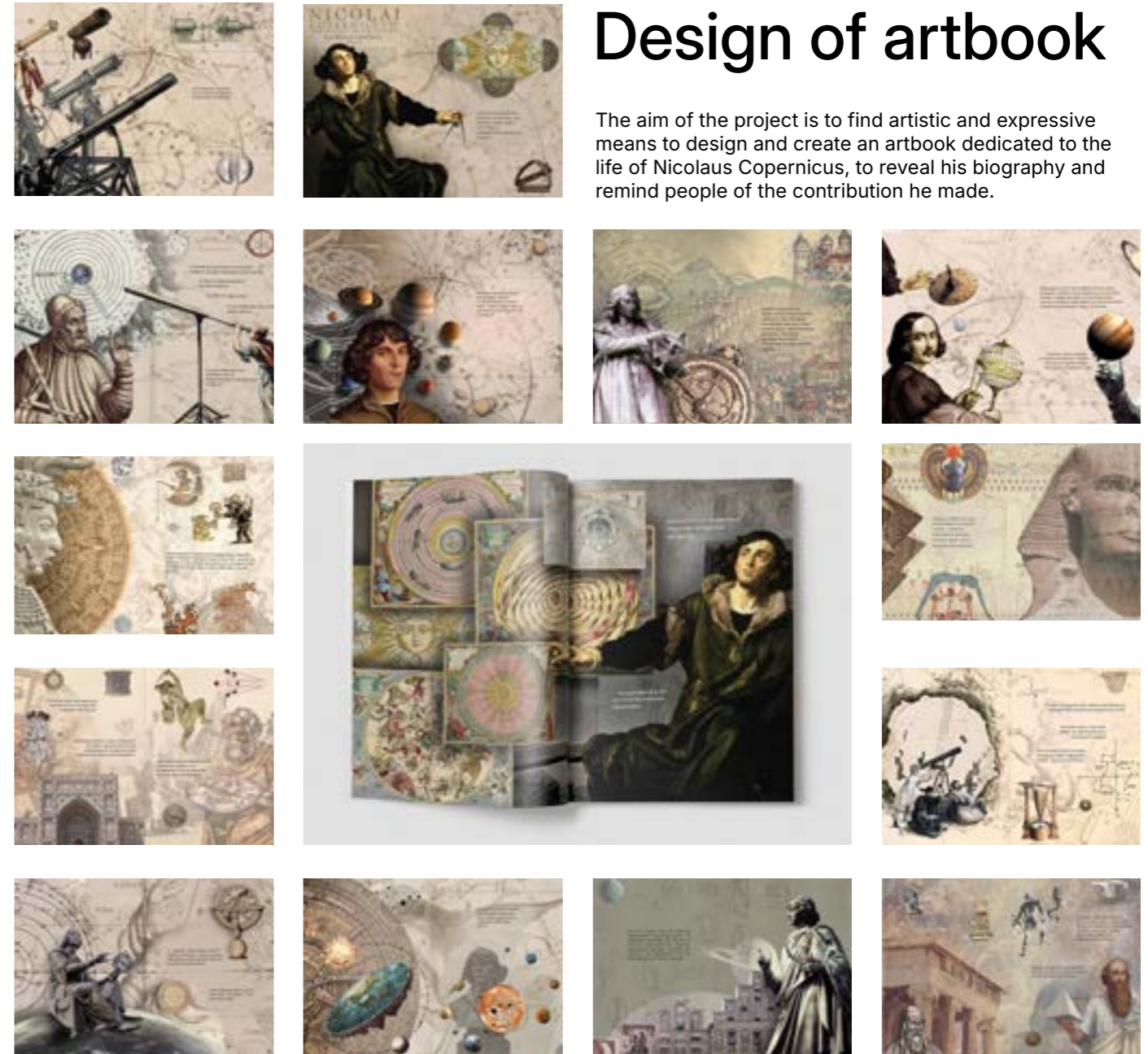
Development of a conceptual photo



Development of a conceptual photo project related to the problem of people who were forced to leave Belarus and leave their home, in what things they find their lost home.

Design of artbook

The aim of the project is to find artistic and expressive means to design and create an artbook dedicated to the life of Nicolaus Copernicus, to reveal his biography and remind people of the contribution he made.

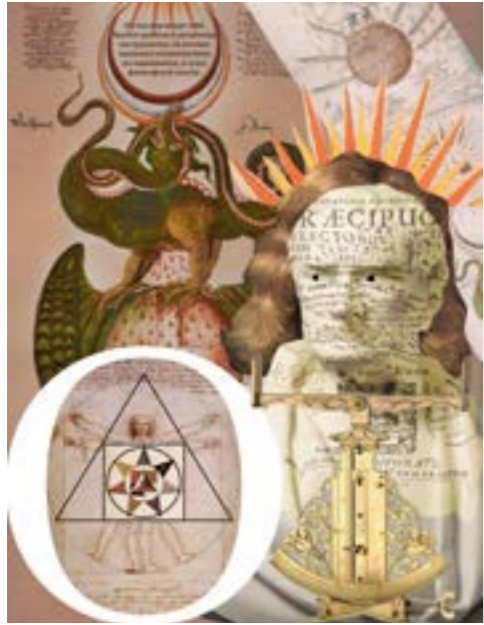




Great Fonts and Their Creators



Examining the history of the development of the font and its shaping, three main groups of fonts are distinguished, and this generally accepted classification is related to the history of changes in the shaping of letter forms: antique fonts, bar fonts (Egyptian), and grotesque. However, there is a problem of insufficient updating of fonts, which had a huge impact on the development of typography, which is important for a novice designer to know. The textbook on typography «Great fonts and their creators» will be an excellent assistant and guide to the history of typeface art for students of art specialties, teachers, and people interested in typography and design. The black-and-white graphics using an accent maroon color were identified as the artistic and expressive means of the general edition. The posters are made in colors that match the style and historical period of the font's creation.



Development of visual and informational materials for the 380th anniversary of Isaac Newton's birth



The bachelor's thesis resulted in a series of eight A1 posters about Isaac Newton, each with a unique theme. The posters cover his scientific achievements (like the color spectrum and telescope), his role in stabilizing England's currency, his childhood mischief, his interest in alchemy, and his humanity, symbolized by his death mask. The project blends historical facts with personal anecdotes, showcasing Newton as both a genius and an ordinary person.



Bridging the Chasm of Time: Rediscovering the Relevance of Medieval Manuscripts in Contemporary World

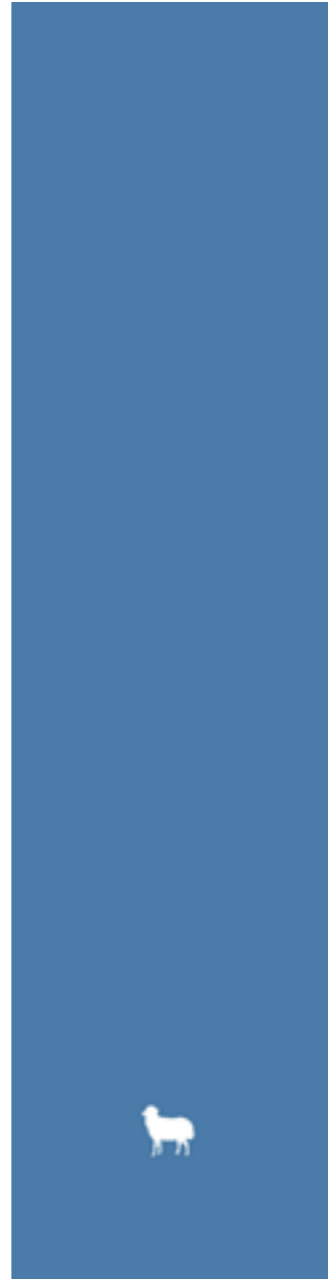


This thesis explores the legacy of medieval illuminated manuscripts and their influence on contemporary Christian devotional materials, exemplified by the 30-Day Bible Verse Coloring Journal. By studying their genres, structure, and production, the research highlights how these manuscripts inspire modern resources with their beauty and spiritual depth. Their enduring value lies in offering a timeless model for devotion and artistic expression. Future efforts should expand on this foundation by exploring more manuscript genres, themes, and artistic techniques while ensuring inclusivity and accessibility. By bridging the past and present, such initiatives can deepen believers' spiritual lives and appreciation for the rich heritage of medieval illuminated manuscripts, adapting their wisdom for future generations.

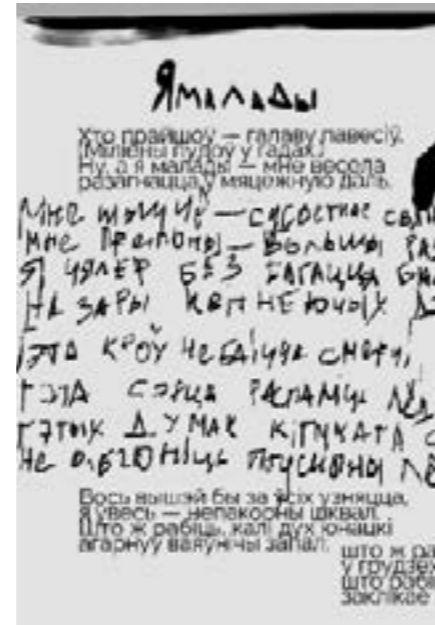


30 Day Bible Verse Coloring Journal

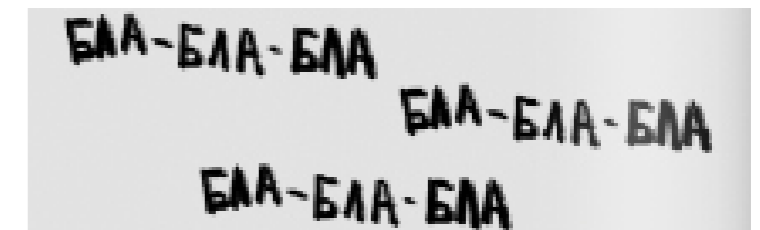
VIKTORIJA GORDEJEVA



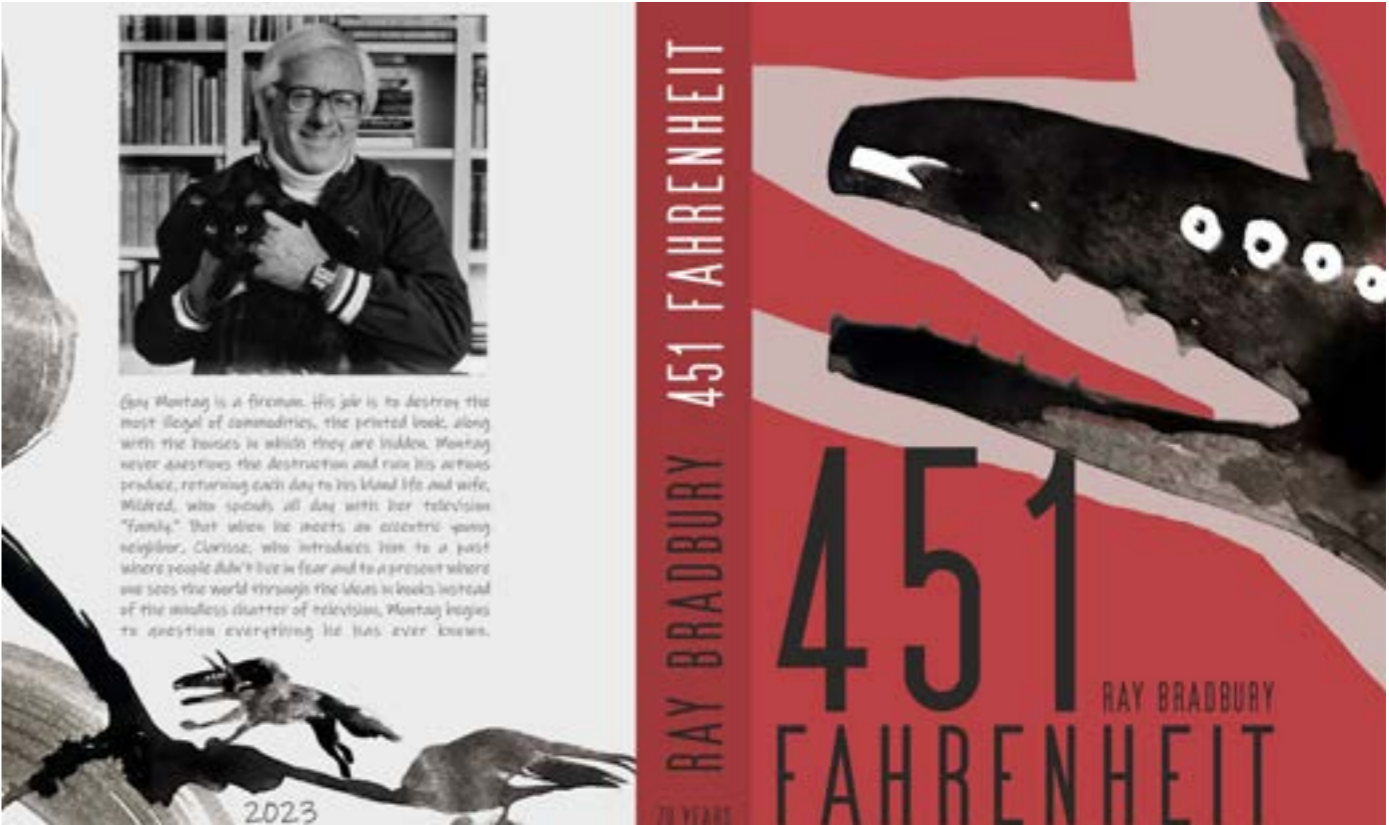
Poetry collection «The Night of the Executed Poets»



The book contains life story of the repressed writers, selected works and archival photographs. The main task is to further expand information about the tragic night of Belarusian history and create a design product that is relevant in form and deep in content in the form of a collection of poems by executed poets of 1937.



Development of materials dedicated to Edgar Allan Poe



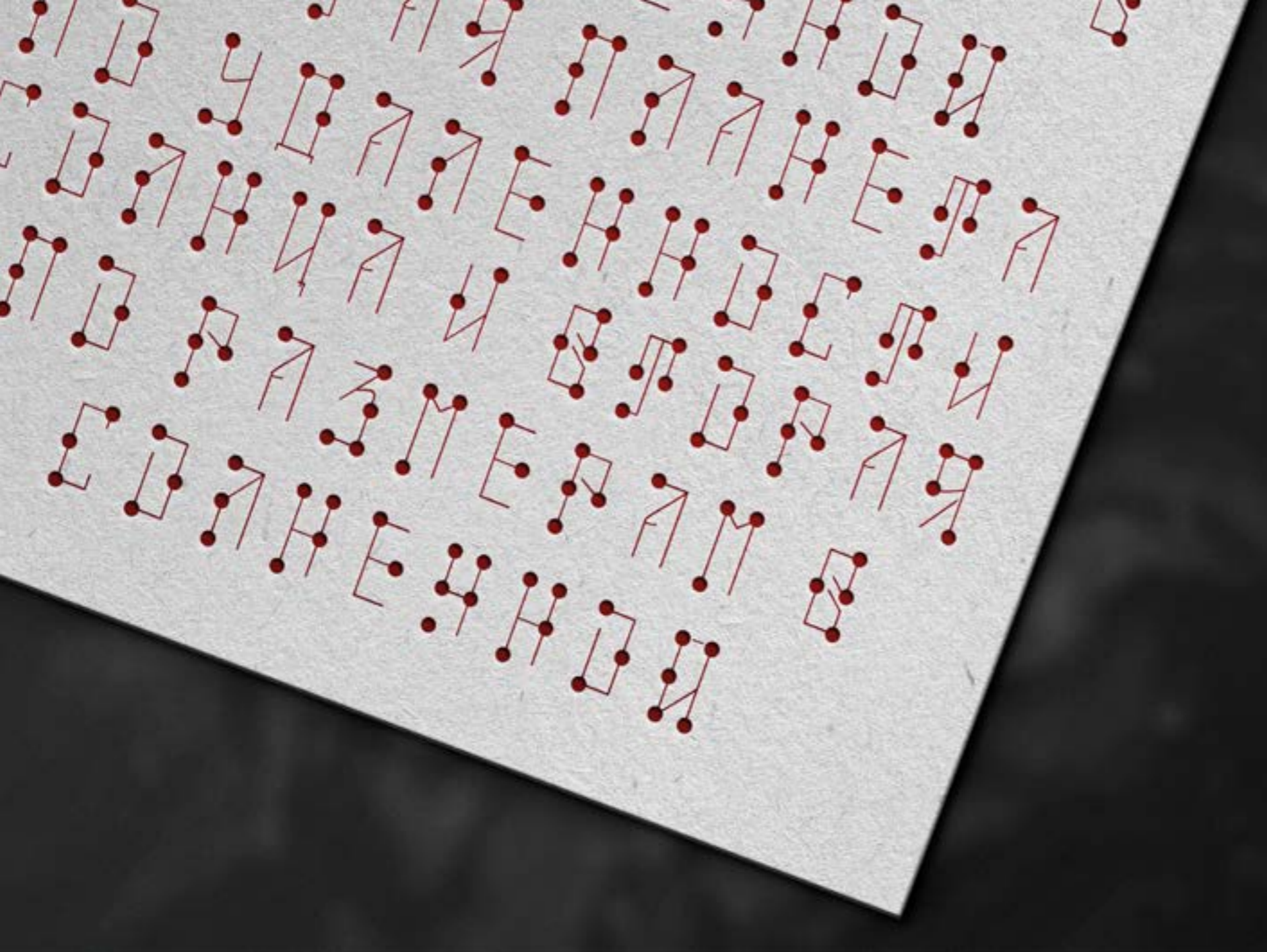
Visual materials based on Ray Bradbury's book «Fahrenheit 451». The purpose of the anniversary edition is to convey the emotions and ideas that are present in the novel. The main tasks of the work: acquaintance with the work of Ray Bradbury, search and analysis of analogues, search for visual images and the language of narration, creation of visual materials.



625th Gutenberg anniversary



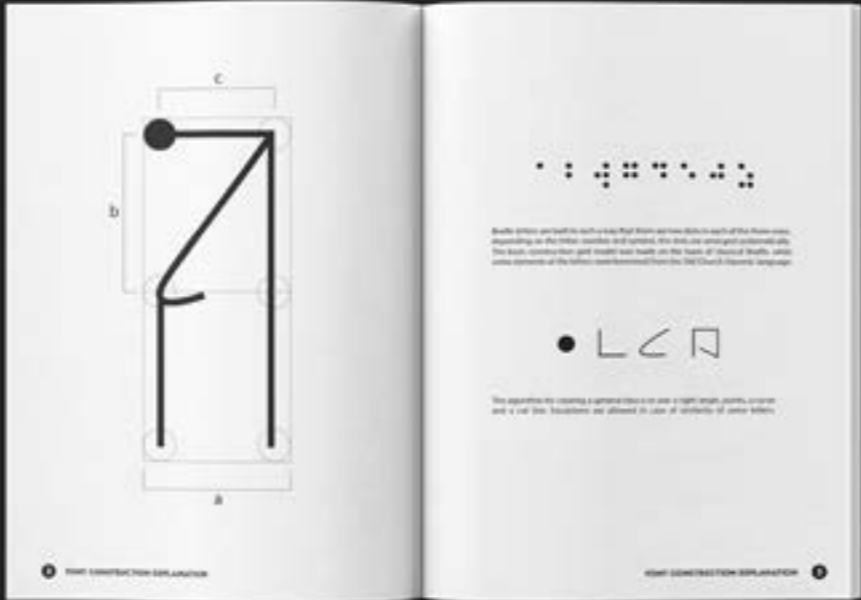
Johannes Gutenberg started experimenting with printing by 1438. In 1450, Gutenberg obtained backing from the financier, Johann Fust, whose impatience and other factors led to Gutenberg's loss of his establishment to Fust several years later. Gutenberg's masterpiece, and the first book ever printed in Europe from movable type, is the «Forty-Two-Line» Bible, completed no later than 1455. When a craftsman revolt erupted in Mainz against the noble class in 1428, Gutenberg's family was exiled and settled in what is now Strasbourg, France, where his experiments with printing began. Gutenberg's innovation was developing a casting system and metal alloys which made production easier.



Braille font cyrillic

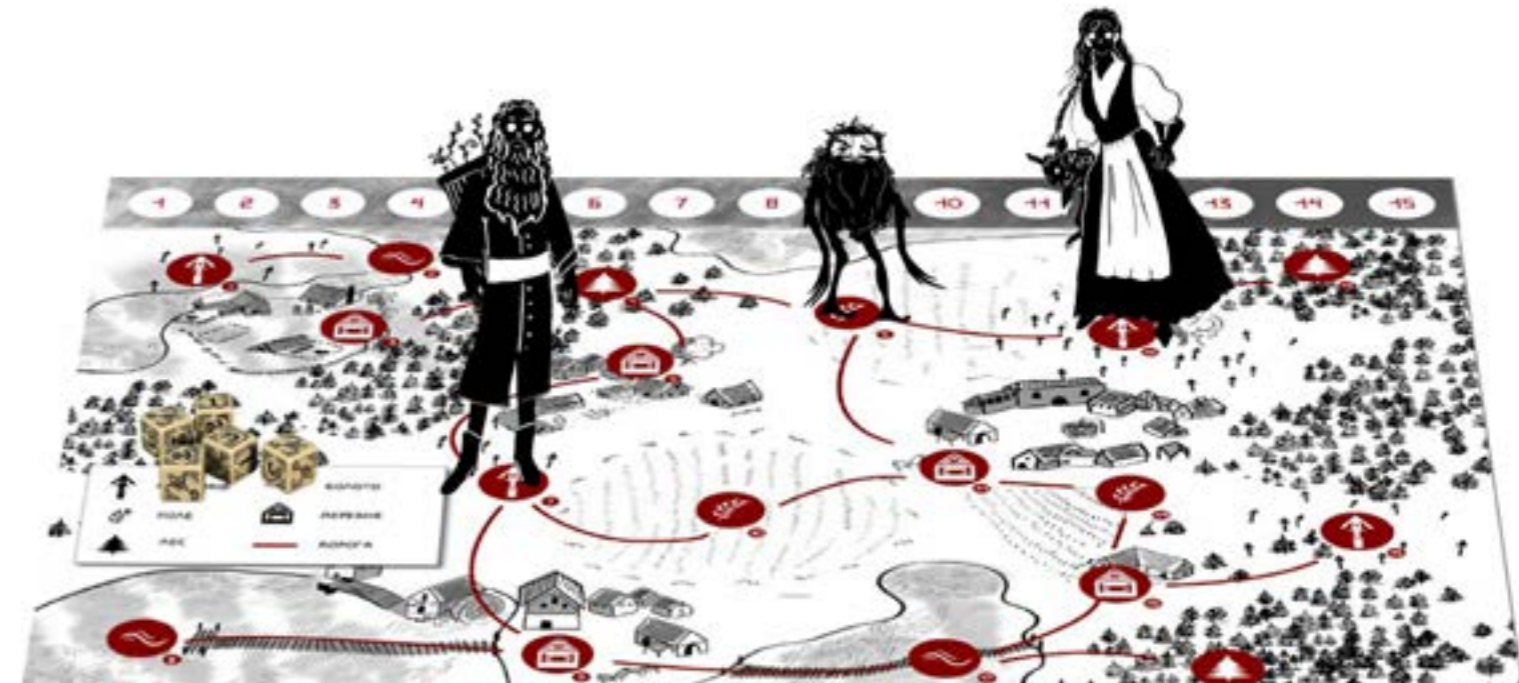


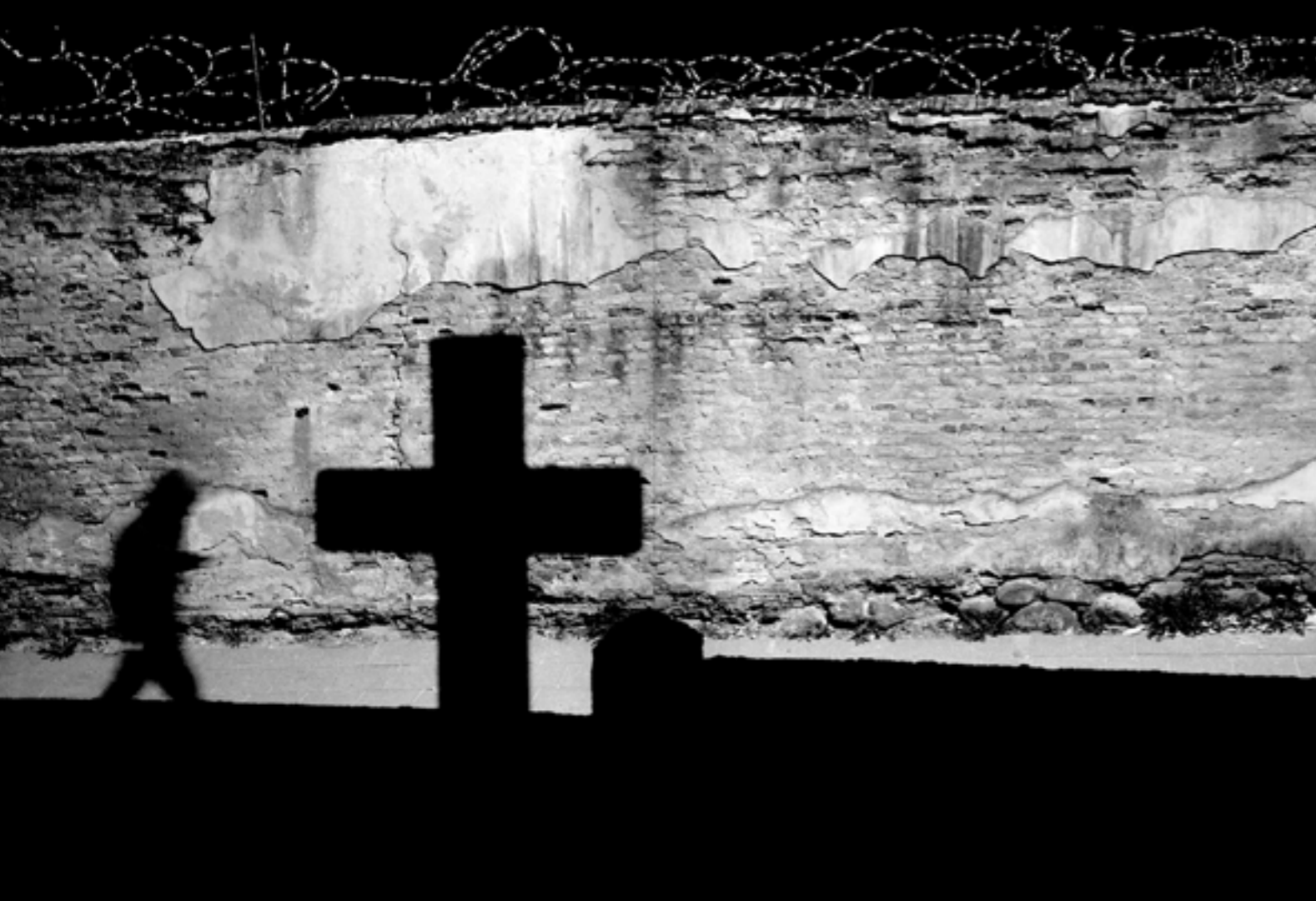
BRAILLE FONT CYRILLIC is a project based on the creation of a common font for blind and sighted people with the aim of social convenience of the two groups, saving space, simplifying the quality of learning and creating the most comfortable conditions without infringement of the rights to use on the basis of minority/majority. The project directly correlates with the values and mission of YSU to encourage the all-round improvement and democratic views of students for their personal and civic development through the study of liberal arts and sciences, as well as the development of critical thinking. As well as the production and dissemination of socially responsible critical knowledge in the social sciences and humanities, ensuring the quality of education in unity.



Development of a board game based on myths of Belarusian paganism

This project explores the themes of conformity, the suppression of individuality, and the role of mass media in social structures. It also addresses the challenges of promoting and popularizing creative work within Belarus's music scene, leading to the development of a product that meets quality standards and is suitable for media distribution. A cohesive graphic style was created to reflect the musical aesthetics of the project "Конец Недели" («End of the Week»). The work includes a script, storyline, and visual imagery illustrating the social issue of conformity, as highlighted in the song "Лизни здесь" («Lick Here»). The final product is designed for a broad audience. By analyzing contemporary trends in animation and music videos, the project successfully identified effective visual tools to achieve its goals. The imagery used in the project presents complex social issues in a clear, accessible, and engaging way, making it understandable even to an unprepared audience.





Lithuanian Cultural Heritage

Visual Study of the Unique Features of Burials in Various Communities



Nikolai Aleshkevich's project is dedicated to exploring the unique burial traditions of various communities in Lithuania. Through an in-depth study of cemeteries, he seeks to reveal their cultural and historical significance, capturing the ways in which different communities honor the memory of the deceased. The book immerses readers in the mystical and contemplative atmosphere of Lithuanian cemeteries, places where history, spirituality, and personal stories intertwine. These burial sites are more than just resting places—they serve as silent witnesses to generations past, reflecting the beliefs, customs, and artistic expressions of different eras. Gravestones, sculptures, and memorial symbols tell stories of lives once lived, preserving memories in stone and metal.

Development of a typeface for «Typomania»

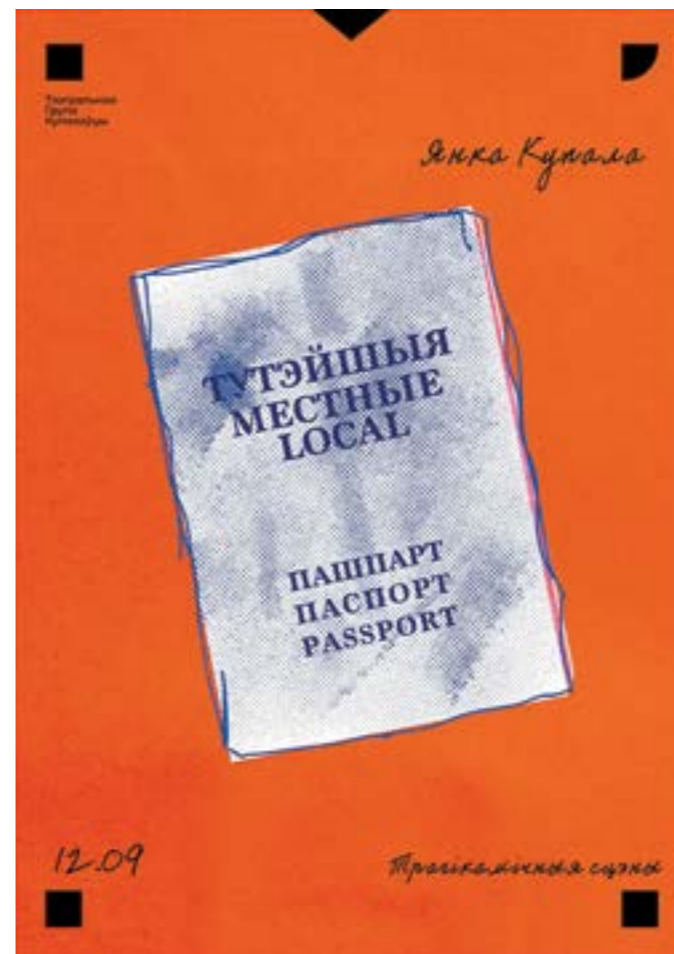
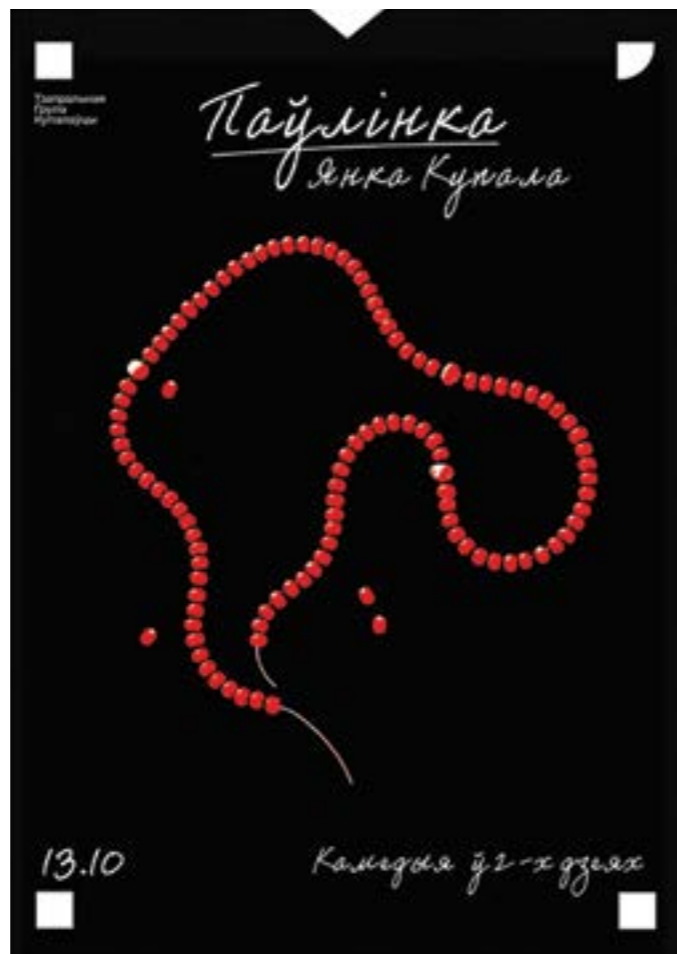
The object of the bachelor's work is the developed and animated font headset for the international festival "Typomania". The aim of the work is to develop a unique, attractive font headset and its animation. The main tasks of the work: to conduct a careful analysis of current trends in the field of fonts, typography and animated font, to analyze the works and learn about the history of the international festival "Typomania" and different styles in modern font design and animation, to develop their own typeface and its animation, creating posters using their own unique font. Object of research: created font headset, its animation and application in the context of the international festival "Typomania", poster solutions. This project is aimed at the audience of the Typomania festival, people interested in fonts, typography, animation, animated fonts, video directors, editors, design and font specialists. The project focuses on the trailer for a larger audience reach and posting it on social media. To develop their own typeface and its animation, creating posters using their own unique font. Object of research: created font headset, its animation and application in the context of the international festival 'Typomania', poster solutions.



Mikalai's project emphasizes the role of cemeteries as cultural landmarks. In a time when historical sites are often overlooked or forgotten, his work encourages a deeper appreciation of these spaces, shedding light on their architectural and artistic value. The book features atmospheric black-and-white photography that enhances the sense of mystery and nostalgia, drawing attention to intricate details: weathered inscriptions, timeworn statues, and the interplay of light and shadow among the tombstones. By combining visual storytelling with historical research, Aleshkevich creates a compelling narrative that bridges the past and the present. His project invites readers to reflect on memory, loss, and the ways in which different cultures commemorate their ancestors. Ultimately, this book is not just about cemeteries—it is about the human connection to history, tradition, and the enduring presence of those who came before us.



Купалаўсц



The subject of the bachelor's thesis is the theater group "Kupalaŭsц." The aim of the work is to develop a visual communication system for the theater group. Theater is both an art form and the building where it is performed. Since ancient times, theater groups have performed on their own stages and sometimes toured. But what happens if actors are deprived of their theater? This is exactly the situation faced by the theater group "Kupalaŭsц." A theater where most performances can now be watched on the YouTube platform. The aim of the bachelor's thesis is to develop a visual communication system for the theater group.

Numbers in the life of Andy Warhol



Creation of visual information materials for the 95th anniversary of the artist This research aims to develop visually informative materials in commemoration of the 95th anniversary of Andy Warhol's birth. The objectives of the study encompass the exploration of the era of mass consumer culture and the pop art movement, the analysis of the artist's life and creative endeavors with a specific emphasis on his affinity for numbers, the collection and analysis of analogs, as well as the formulation of a conceptual framework and the quest for impactful visual and artistic solutions. The subject matter of the research revolves around visual and informational materials, including posters and brochures. The focal point of investigation is the intersection of pop culture and Andy Warhol as a seminal figure in the pop art movement, examining the role of numbers in his artistic and personal life, their interconnectedness with pop culture, consumer culture, and technologically reproducible art. As part of the diploma research, a series of 12 posters were produced, intended for exhibition purposes, as merchandise for contemporary art museums, and as informational material.





The Rochester International Jazz Festival



The Rochester International Jazz Festival (RIJF) was founded in 2002 by John Nugent and Marc Iacona. The festival was born out of a desire to celebrate the rich tradition of jazz music and to bring world-class musicians to the city of Rochester, New York. From its humble beginnings, the Rochester International Jazz Festival has grown into one of the largest and most acclaimed jazz festivals in the United States. Each year, the festival attracts thousands of attendees from across the country and around the world, who gather to enjoy performances by world-renowned musicians, emerging talents, and local artists. The festival's programming spans a wide range of jazz styles and genres, including traditional jazz, bebop, fusion, Latin jazz, and more. In addition to mainstage concerts, Rochester International Jazz Festival also features free outdoor performances, jam sessions, workshops, and educational events, making it accessible to audiences of all ages and backgrounds. Over the years, Rochester International Jazz Festival has garnered widespread acclaim for its stellar lineup, intimate venues, and vibrant atmosphere. It has also played a key role in revitalizing downtown Rochester, attracting visitors, boosting local businesses, and enhancing the city's reputation as a cultural destination.

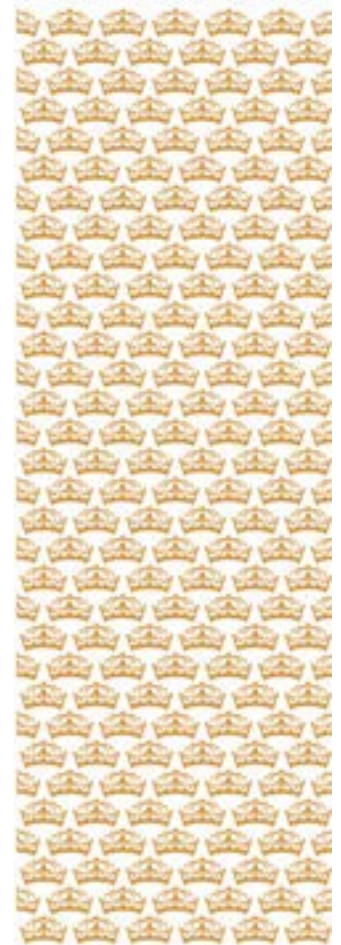
EHU branded souvenir planner

Creation of a souvenir branded diary for YSU students (as well as for exchange students from other universities). The cover and content of the YSU student souvenir planner reflects the spirit, personality and values of the university.

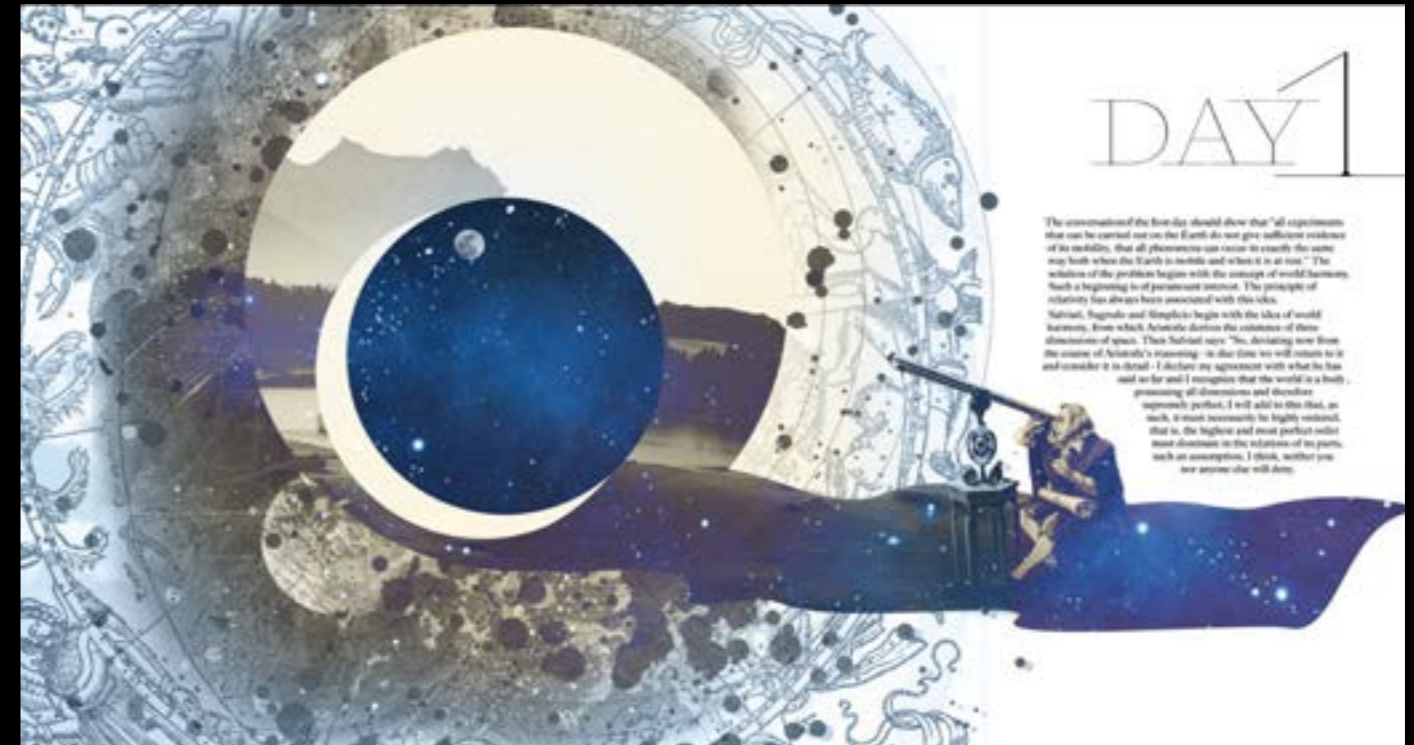


Development of materials for souvenir products

The project involved packaging design for a line of historical souvenir jewelry created as part of the «Romantic Vilnius» project, which will be sold at the National Museum «Palace of the Rulers of the Grand Duchy of Lithuania (Nacionalinis muziejus Lietuvos Didžiosios Kunigaikštystės valdovų rūmai)».



Galileo Galilei Artbook



Many academically written biographies include parts that are difficult to understand or too detailed even for an educated lay reader. This artbook provides an accurate, but relatively brief and accessible, interesting and vivid description of the life and work of the amazing personality of Galileo Galilei on his 460th birthday.

Eight

Development of visual materials for the Belarusian musical group «Eight». The goal was to create a distinctive and memorable style that reflects the band's blues genre and bilingual repertoire in English and Russian. Visual elements such as posters, album covers, CDs, records, souvenirs, and promotional flyers aim to convey the band's unique mood and musical identity. The project involves researching the band's creative work, analyzing visual trends, and developing stylistic solutions through associations and analogies. The target audience includes individuals aged 15–50 who are passionate about music, fans of the band, and those interested in contemporary Belarusian culture.



Mėnuo juodaragis festival



The work aims to create information products based on the existing visual style of the festival. The main tasks are the study of visual symbols, the development of own compositions, creation of final posters, brochures, and branded products. The object of the work is the artistic images of Lithuanian mythology and craft. In the process of work on the project, the research of visual artifacts of Vilnius paganism was conducted, in particular ornament, and its use in modern realities. The method used in this project was designed to communicate with Vilnius pagans and artisans, whose work is also based on ethnic motifs and symbols. Thus, this project allows us not only to record the historical legacy of pre-Christian beliefs in our culture but also to find a new visual sound of their artifacts in modern times.



K had only fragmented memories of her childhood, with small snippets of vivid moments that occasionally flickered through her mind. The memories would come and go, like a fleeting dream that left behind only fragments of reality. She remembered her childhood friends, boys and girls, and her favorite toys. She remembered trips with her parents, especially to the mountains that seemed to tower above the clouds like giants in her young mind.

When K was a child, everything was more vibrant and intense. The

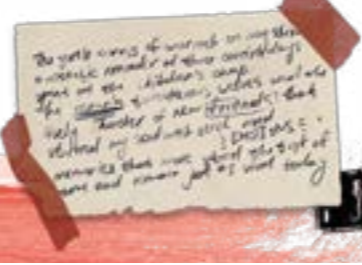
grass seemed greener, the sky bluer, and the smells of summer stronger. Now, sitting in her living room, she recalled a summer spent at a children's camp when she was only six years old. The mere thought of the ocean had been thrilling, as she imagined a separate world filled with fascinating creatures and crystal-clear waters.

Having never been to the ocean before, K was ecstatic to make new friends at camp, eager to experience everything the trip had to offer. She was the youngest one there, but that didn't stop her from

seeking out adventure with her newfound friends. Two twin boys and one girl quickly became her close companions, the ringleaders of their small but spirited group. Together, they roamed the campgrounds, always on the lookout for new and unexpected adventures that put their older counselors on edge.

To a child, there was nothing more exhilarating than finding a hidden nook or cranny to explore, watching with delight as the counselors scrambled to find them.

K treasured that time.



Visual materials of queer identity representation in the 21st century



I really hope you're living a happy life and that you're able to be yourself without any worries. I hope you were able to come out and find the right path to do so. You deserve to feel loved every single day, not just by the people around you, but also from within. I hope your days are better than any we've had before! I hope you're falling in the green zone of the spectrum, and you can be you! I'm hoping you have a job that you really enjoy and that you're still learning new things all of course, you have a funny friend to crackle up with on cold days (and a person too, if that's your thing!). I hope you were able to open up to the world and that it has accepted us. Most importantly, I just want you to be happy.

With love, you.



Informational visual material, presented in the form of an art book, popularizing the main problems, trends and directions of queer creativity of the 21st century, based on the experience of the creators of queer culture of our time.



Creation of visual materials for the 100th anniversary of Sergei Parajanov



Objective of the work: research of artistic methods and expressive means for the formation of a visual image, which will be used to actualize and popularize the creative heritage of Sergei Parajanov. The main objectives of the work: analysis of modern trends in the field of graphic design, in particular posters and physical media as objects of transmitting visual information. Development of a memorable visual image referring to the work and biography of Sergei Parajanov, in order to attract the attention of people unfamiliar with his works, as well as to restore the relevance of his artistic language for existing fans of his work and art in general. The project is a biographical reconstruction based on the personal history of the director, and also includes the theme of individual autonomy and freedom of creative expression in the conditions of totalitarian regimes. It exhibits acts of self-sacrifice in the pursuit of creative expression and the transmission of art to the masses, including a reference to lessons from the past that remain relevant in the present. In addition, the project aims to present complex concepts in an accessible way to expand audience, using new media as a means of communicating art, including prints and posters.

GLOBAL WARMING

The average temperature on Earth has increased by 1.07 percent since the Industrial Revolution

22/04/2024

Development of a branding style for a social campaign on climate change issues, timed to coincide with Earth Day 2024

During the work on the bachelor's project, a series of eight posters was developed, along with a logo and symbol, forming a cohesive branding style. Each poster carries its own concept, revealing and illustrating its assigned theme. This approach aims to draw attention to the social campaign, raise awareness about environmental issues and ecology as a whole, and increase public knowledge on the topic. Undoubtedly, this plays a significant role in preserving our planet for the future. Thus, the development of the branding style for the social campaign timed to coincide with Earth Day 2024 represents an important step in promoting and increasing the recognition of this event.



Earth
22 april Day

FOREST FIRES

By 2050, drought could affect more than three-quarters of the world's population.

22/04/2024

six million hectares of forest have burned since January 2023, 18 times the average of the last 10 years

International Day of Forests, established by the United Nations General Assembly in 2012.

Earth
22 april Day

DROUGHT

By 2050, drought could affect more than three-quarters of the world's population.

22/04/2024

International Day of Forests, established by the United Nations General Assembly in 2012.

Earth
22 april Day

WIND ENERGY

wind turbines can increase air temperature by 0.7 degrees Celsius.

22/04/2024

International Day of Forests, established by the United Nations General Assembly in 2012.

Earth
22 april Day

OCEAN POLLUTION

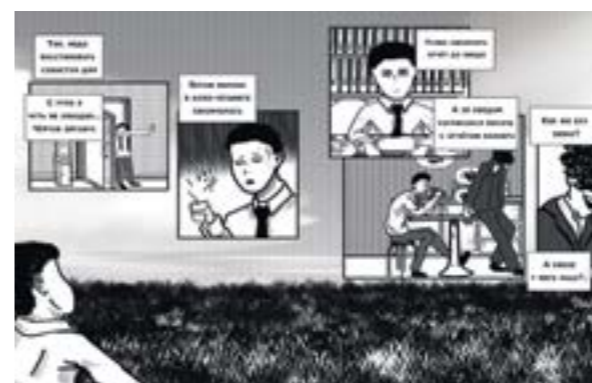
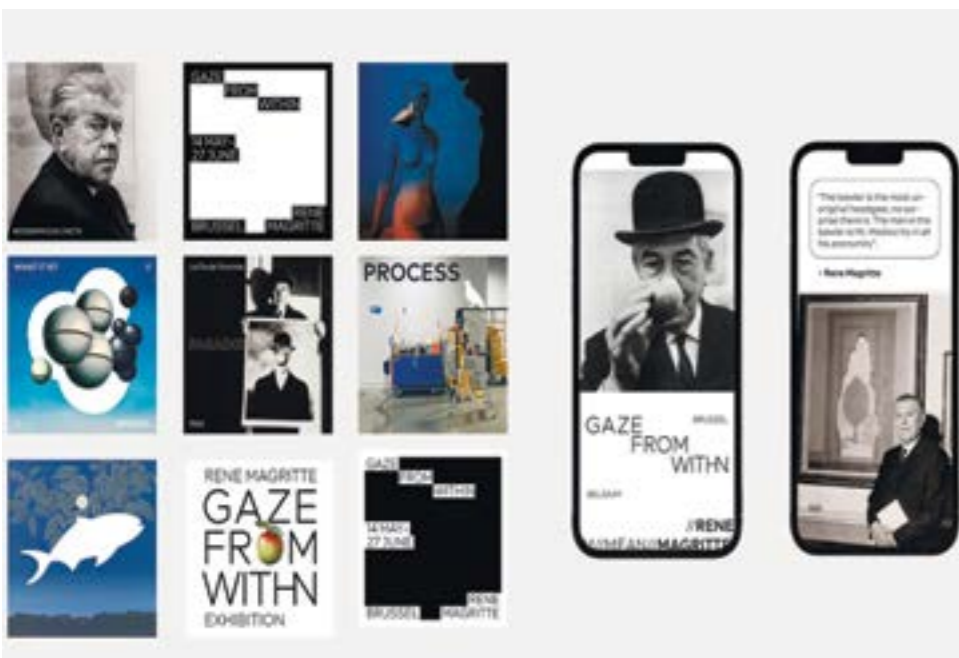
Low levels of oxygen in the ocean lead to the death of ocean animals.

22/04/2024

International Day of Forests, established by the United Nations General Assembly in 2012.

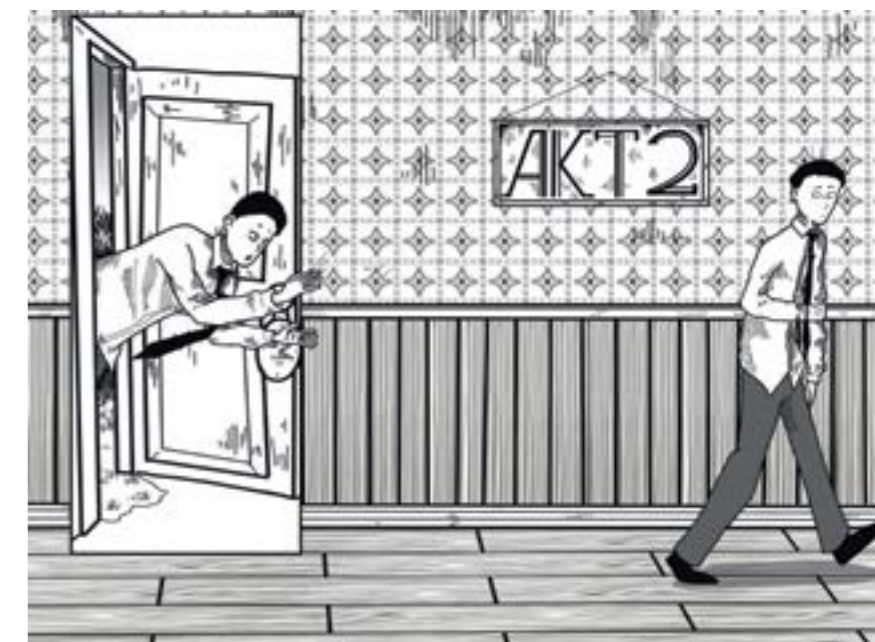
Design of paraphernalia for a museum and exhibition of works by Rene Magritte

Object of bachelor's work: design of attributes for a museum and exhibition. Purpose of the work: analyze the work of the artist Rene Magritte, focusing on the deeper layers symbolism and metaphor in his works, as well as the conflict between primitive perception of the viewer and the depth of the artist's work, analysis of the philosophy of dualism. The project is using artistic images from the works of Rene Magritte, such as clouds, eyes, objects resembling balls, eggs and others. These images are used to create visual content, including printed materials, graphic elements for social networks, videos, etc. The audience of the project is intended for art lovers, students and professionals in the field of art, as well as for everyone interested in surrealism and the work of Rene Magritte. The project may also be interesting for the people who want to immerse themselves in the mysterious world of surreal art and expand their knowledge about the creativity of this outstanding artist.



Creation of a comic based on the parable of Franz Kafka «At the gates of law»

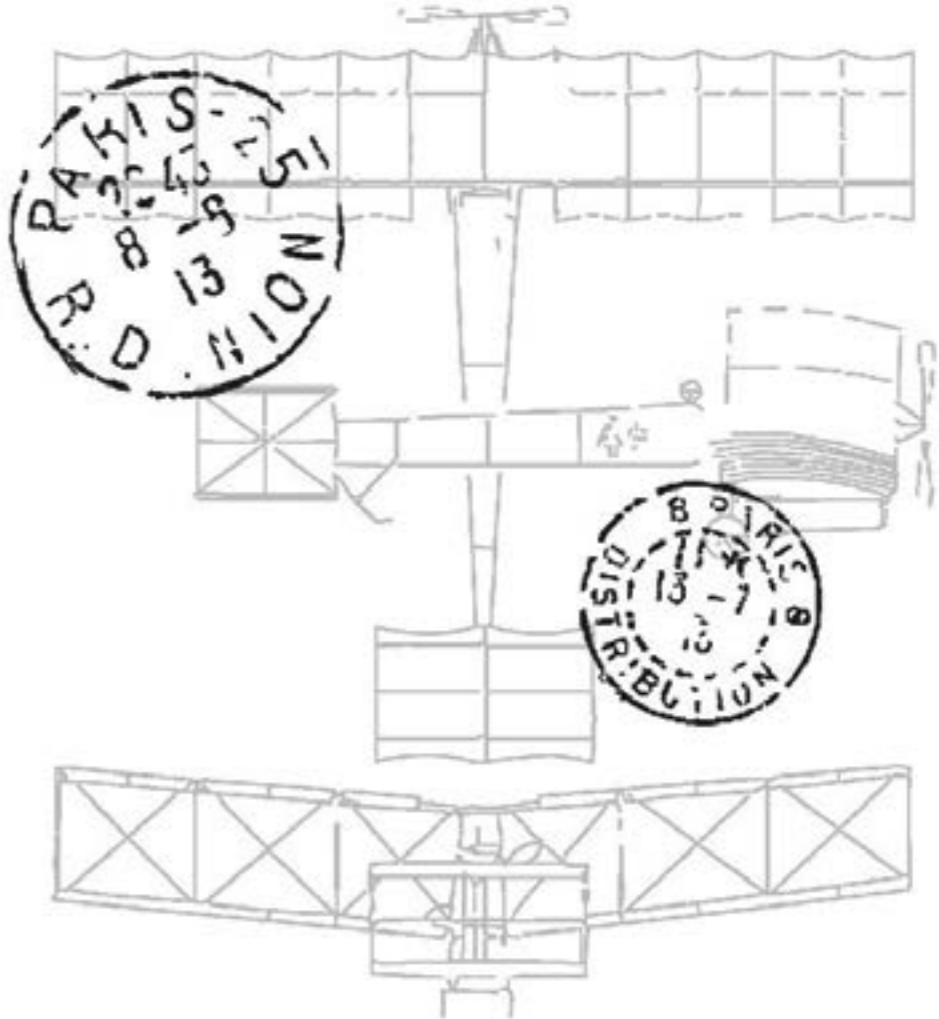
This thesis object is a comic based on Franz Kafka's parable «Before the Law». The thesis goal is reinterpretation of Franz Kafka's work «Before the Law» in comic format. Main tasks are reviewing Kafka's legacy, examining comic development specifics, creating an original comic based on the parable. The comic, like Kafka's work, explores themes of human powerlessness in the face of the system and the blindness of those who follow it. This defines the structure and visual elements of the project. Black-and-white stylized graphics were used as expressive means, targeting young adults aged 18-30. The emphasis is on an audience already interested in comics, with potential distribution in both physical and digital formats online.





Creating the design of the board game «Dvoryk» for the initiative «GamesforBelarus»

"GamesforBelarus" is an initiative that creates games based on research on the topics of mental health, learning Belarusian, English and critical thinking, human rights and activism. Diverse and inclusive, promoting the basic rights given to everyone from birth, the game embraces both simple and complex concepts, exploring ways in which we can influence human and animal rights, improving our surroundings. Over the course of the game, players develop their neighborhood, care for its inhabitants, and at the end receive a diploma for their collection.

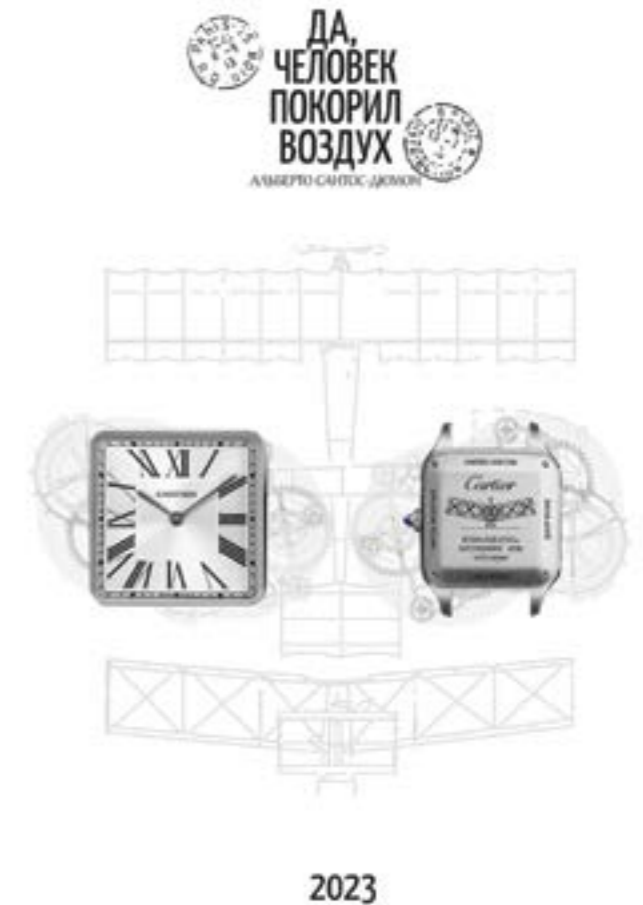


«Yes, man has conquered the air»

Book-album dedicated to the 150th anniversary of the aeronaut, pilot and inventor Albert Santos-Dumont. The book focuses on the biography and description of the activities of the aeronaut, pilot and inventor Santos-Dumont. Who was the first to create an airplane and what role did this person play in the subsequent creation of aircraft? This project will answer these questions and inspire others. A book-album was chosen as the narration, which combines visual material and text.



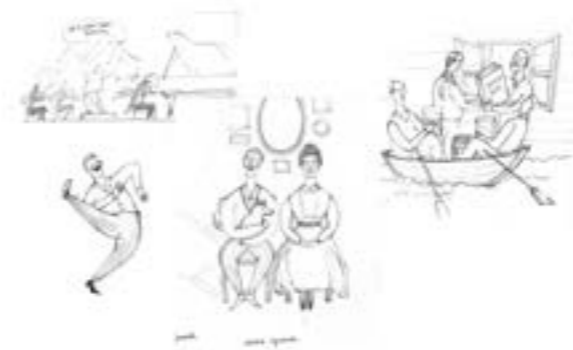
Автомат был на удивление лёгким и удобным в носке, рубашка и высокие сапожки и часики в кармане были лишними, чтобы служить такой надёжной рукой. Его можно снимать на время сна, а в полёте можно и выключить. Брелок стал делать более коротким, чтобы не мешать, а часы можно было носить на запястье. Для Картье это было настоящим открытием. Но это не было последним изобретением для него. Картье хотел, чтобы он мог передать все свои знания и опыт. Поэтому часы стали носить на запястье и это стало привычкой. Но это было не всё. Картье хотел, чтобы часы были не только красивыми, но и удобными. Для этого Картье выдумал часы Santos-Dumont, и это стало началом классических и простых часов на запястьи.

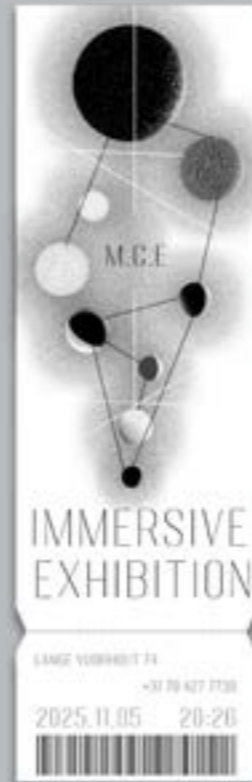
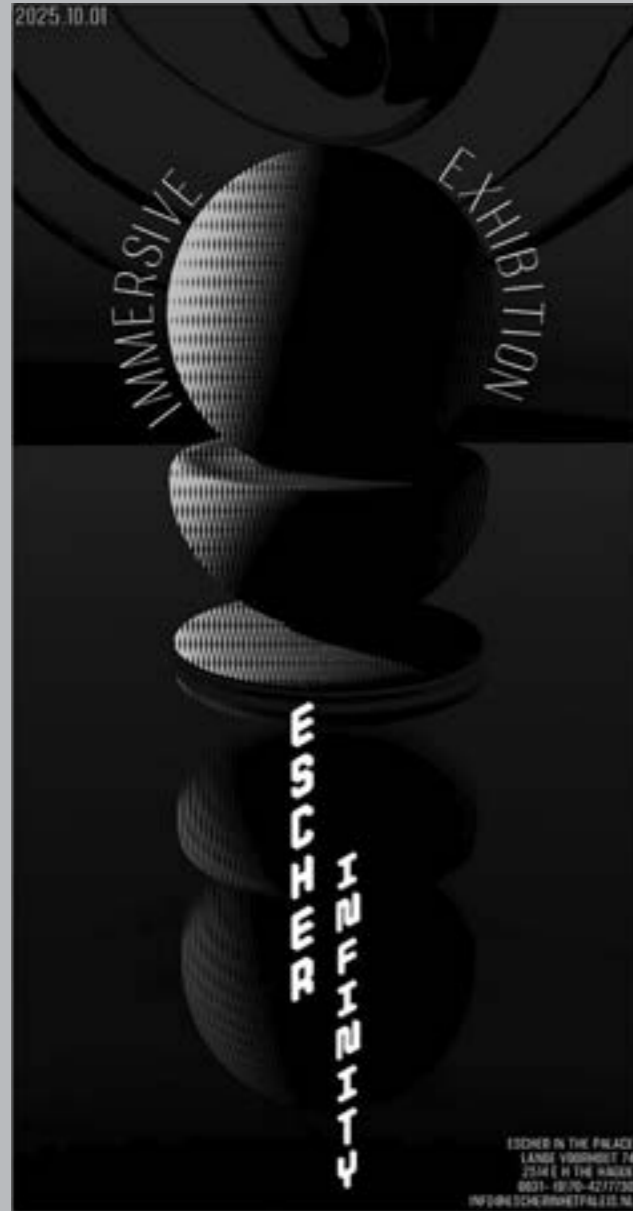




Comicbook of Yanka Kupala

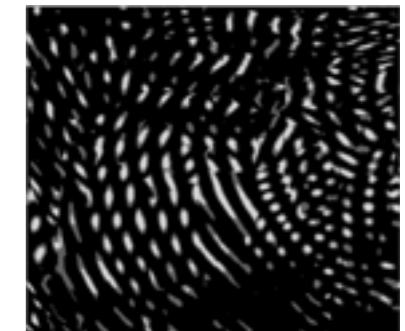
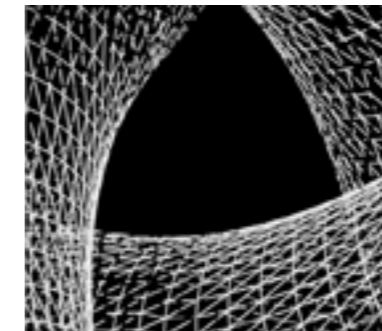
The little biography of Yanka Kupala, depicted in a comedian animated video. The carefree creation of future classics in the same sketchy style is ideal for the format of social media where the project was published, popularising Belarusian culture. Not always about the dark loneliness of brainstorming, poetry here is light and positive, comforting the reader.

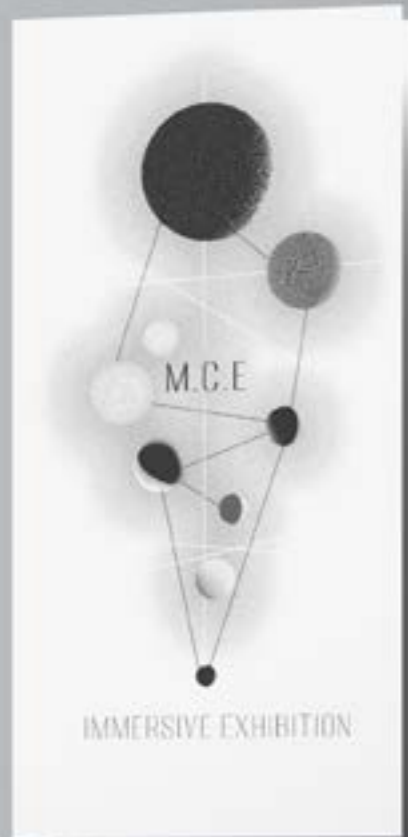


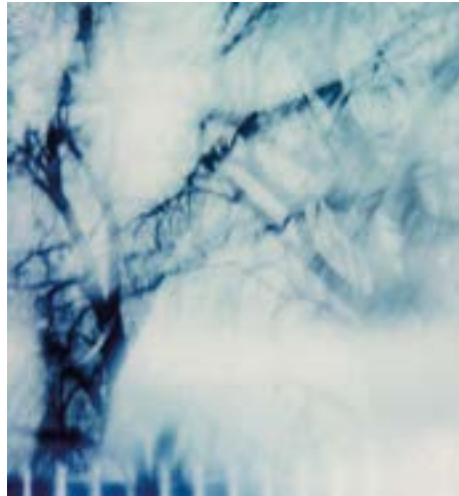


Development of visual materials for the anniversary of Maurits Cornelis Escher, «The Infinity of Escher»

The project began with research into the cultural legacy of artist M.C. Escher, aiming to create a new experience for viewers. Modern multimedia trends, including VR and animation, were analyzed, leading to the decision to use 3D animation. An analysis of existing projects in virtual reality helped assess the industry's current state and inspired the development of a media product concept combining cultural heritage with modern 3D modeling technologies. This approach guided the selection of materials and creation of visual assets. The final result includes an animated video, visual materials, and an immersive environment. The animation immerses viewers in Escher's mysterious worlds, potentially inspiring greater interest in art. The target audience includes art enthusiasts, especially those drawn to optical illusions and unique perspectives; students and educators in art and design; design professionals, such as graphic designers, architects, and game developers; mathematicians and scientists interested in the mathematical concepts in Escher's work; and the general public, attracted to unique and unconventional art.







The everyday Cathedral Square, Vilnius, April '24

Memory Feature in Personal Photography

Conceptual photography project catalogue

Marta Levkevich's project is a conceptual photography series titled «Memoria» which explores the theme of memory through personal photography. It examines how analog photography and alternative photographic processes influence the preservation and distortion of memories.



Road to Nida
Lithuania, February '24



Memoria

Marta Liaukevich

05 31 / 06 06

The core issue lies in the impact of modern technological advancements in photography—particularly digital photography and social media platforms, which enable instant access and mass distribution of images. These developments shorten the time and attention given to each photograph, making them more superficial. This theme is highly relevant in today's society, where digital photography and social networks dominate visual culture. Levkevich's work highlights the value of analog photographic methods as a more profound way of engaging with memories and physical objects. In an era where photography is becoming increasingly fleeting and ephemeral, this study offers important reflections on the significance and longevity of images.



Concept Book

The goal was to develop artistic and expressive media for an art-book and visual communication system for the Cyberpunk digital ecosystem. The diploma recreates the known visual emphasis of the genre with its modernization taking into account the materials chosen for the study and the author's own vision.





Web Design

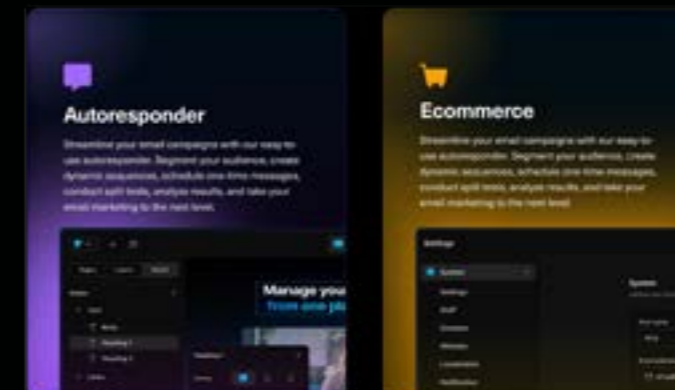
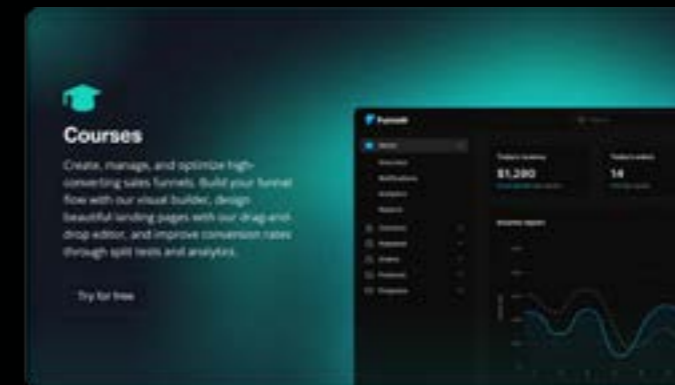
«Festival of Light 2024»

Aim of the work is to develop animated screensavers, posters and auxiliary advertising products for the «Festival of Light 2024» in Vilnius. Each event should have a memorable and interesting style that will distinguish it from others like it. Events have different meanings, and the significance of the style lies in its ability to visually convey the essence of the event or, in this case, the festival to the audience with the help of images. This concept forms the visual elements of the project.

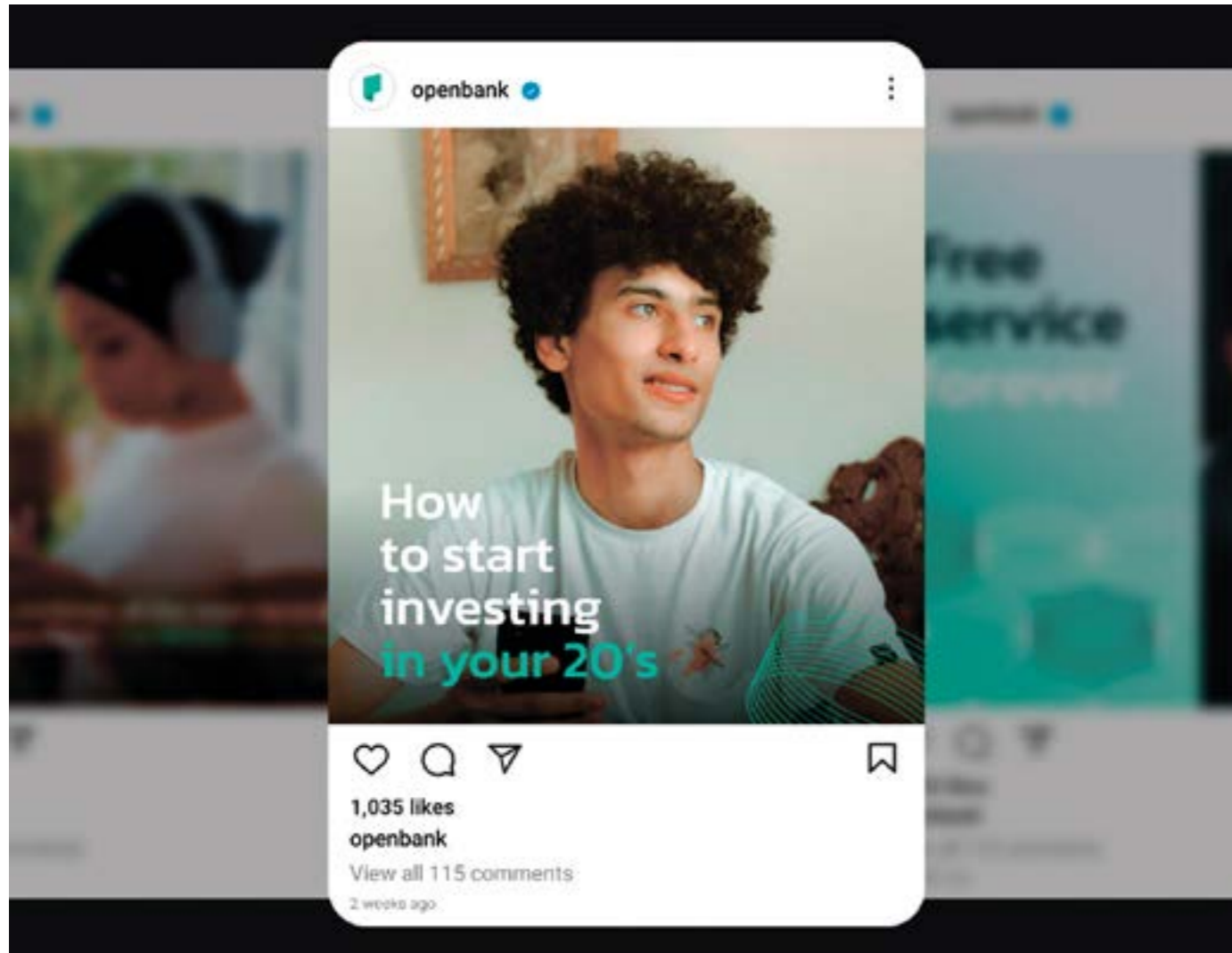


Development of visual identity system, corporate website, and marketing materials for IT-company Funnelr

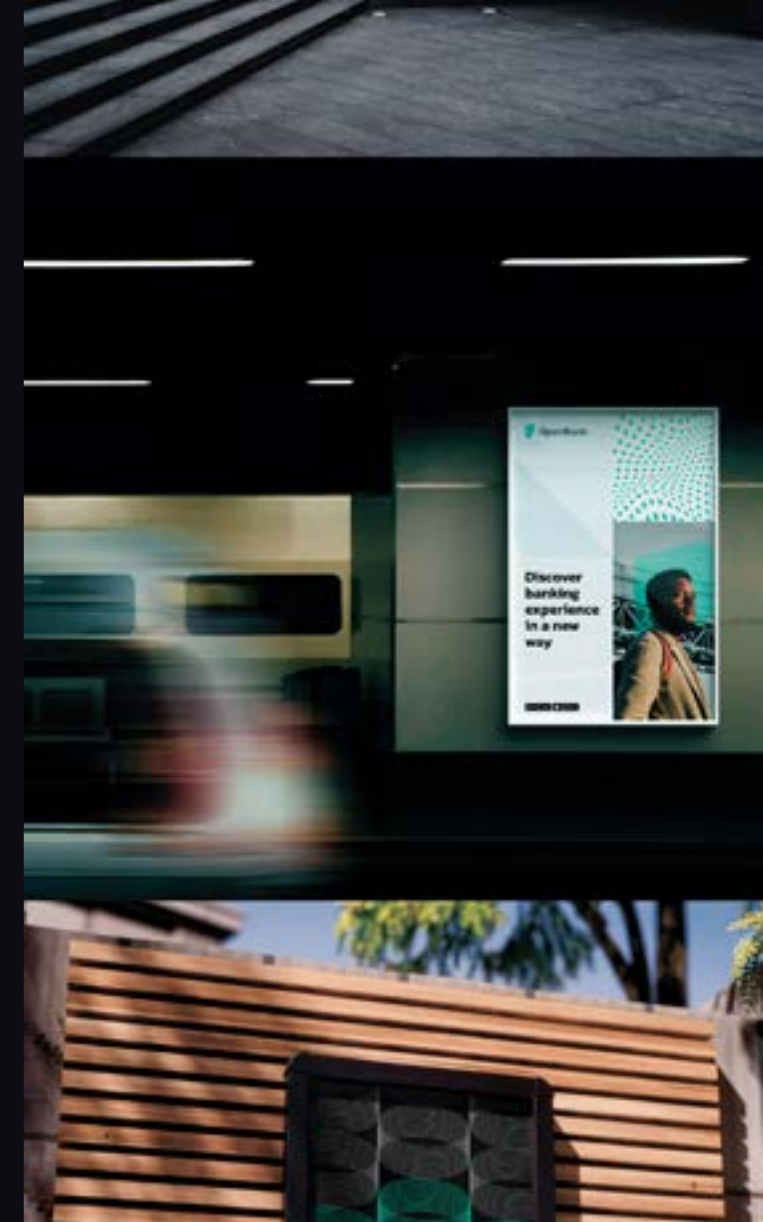
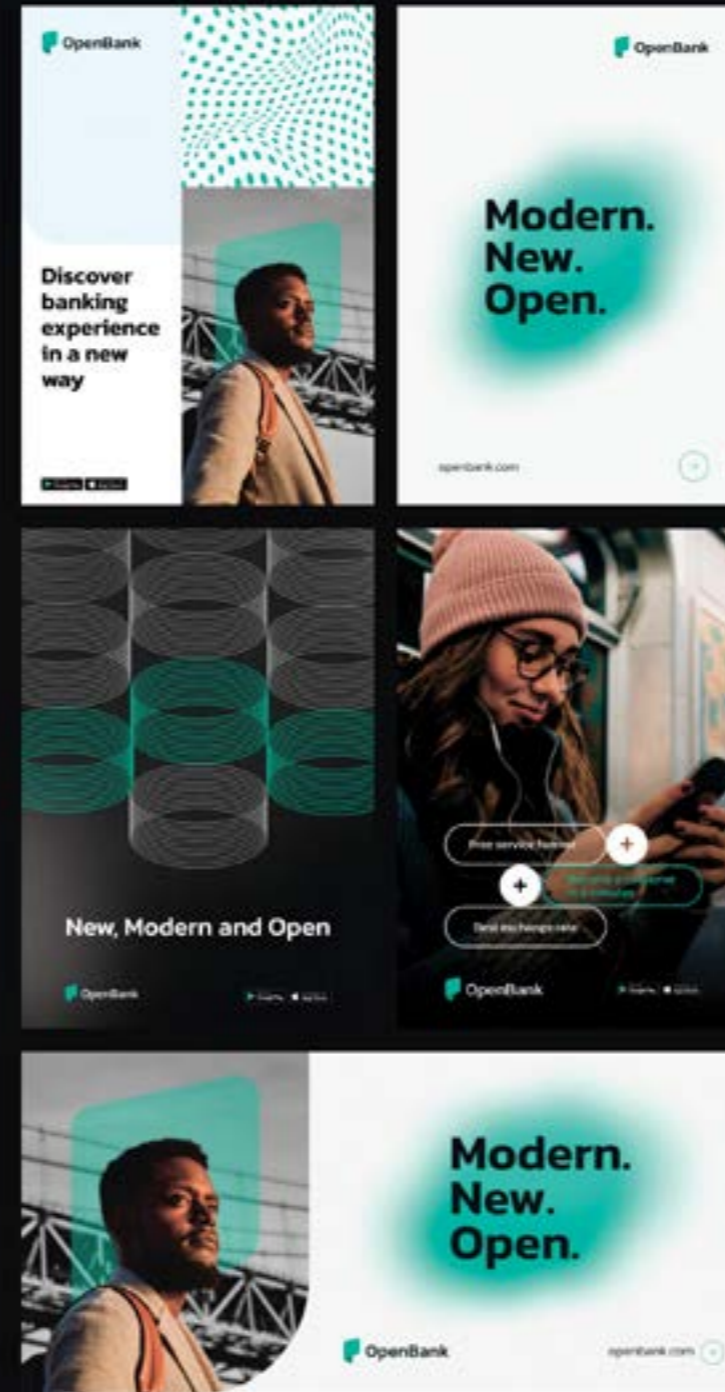
Subject of bachelor's work: visual-information materials, marketing support materials, iconography, user interface design of the administrative part of the website, marketing website design, graphic guidelines. Purpose of the work: to develop a visual identity system that would ensure recognizability and consistency across all platforms and channels where the Funnelr service is presented. The lack of a visual identity system could result in the service design not being consistent across different channels, which could negatively impact the user experience.



Development of a new visual identity for a mobile banking application



Реклама



The object of the study was online banking on mobile devices. The goal was to create a convenient, innovative and understandable design of a mobile application for online banking. It is important that users of different technological and age categories can easily use the application.

Implication

The game raises a problem with a lot of misinformation around science, as some disciplines, such as biology, are often mythologized. Often this happens not because of the lack of access to information, but because of the high threshold of understanding this information. A large array of knowledge is difficult to master, especially when it is in a dry, official form. Therefore, often people are misinformed, since folk myth-making often presents everything in simple and understandable words.



MastVer

The MastVer brand is designed to develop both the cultural level of the population and artists. The idea and concept is to create a place where artists can post paintings/illustrations etc. and the buyer entering the site could choose the work he/she liked and place an order for its identification in a manual way, outstanding among artists. Thus, the buyer receives an exclusive item, and the artist gets the opportunity to promote himself and his art in new ways and earn money on it.





Animation



Blon

Development of visual information materials for the animation and game festival BLON. Each event wants to give out its memorable and interesting style in order to be known among the widest possible mass of people. Different events have their own semantic load and the importance of style — to visually convey to a person what a festival or event is in front of him through visual images.



Development of an animated video «Folk Rite Marriage of Tsiareshka» as part of the carol songs of Belarus

Object of bachelor's work is animated video «People's Rite Marriage of Tsiareshka» as part of the carol songs of Belarus. The purpose of the work was with the help of a visual solution, not only inform the viewer about the tradition, but also immerse them in the topic and arouse interest in the culture of Belarus. Main tasks of the work were analysis of current trends in the field of animation; development of a memorable character; creation of a script for an animated video; and its implementation.





Creation of promotional materials for the competition «PANGRAM»



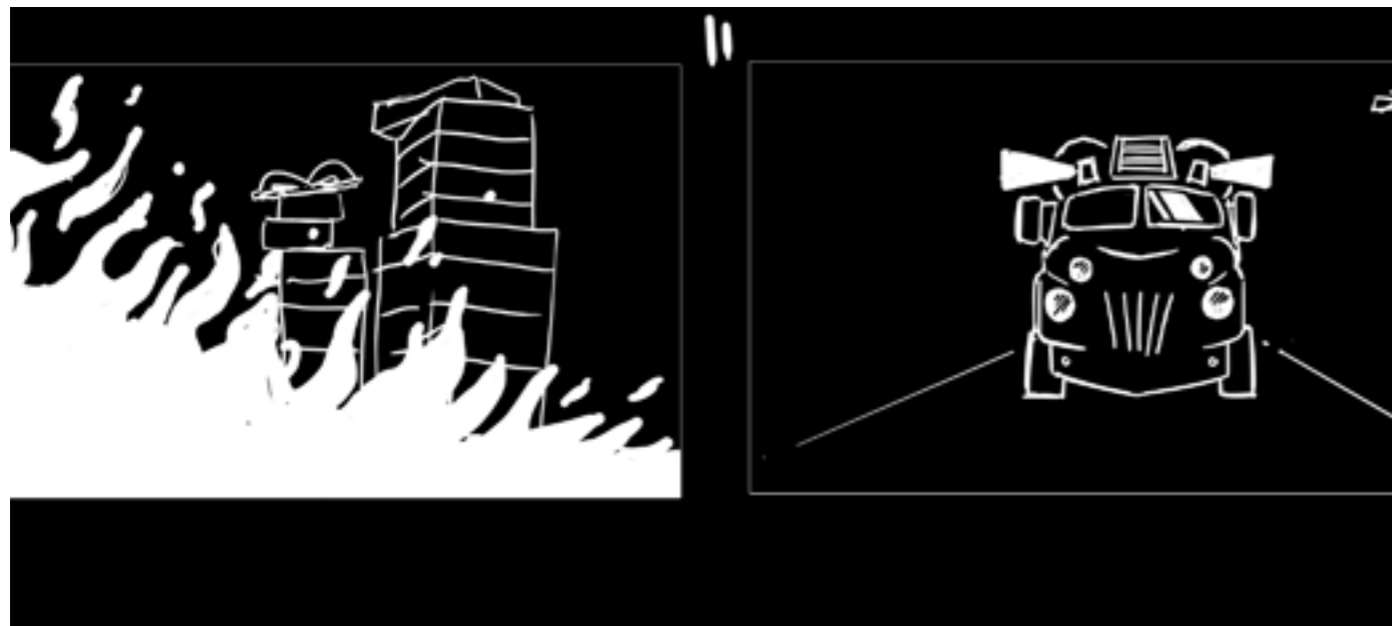
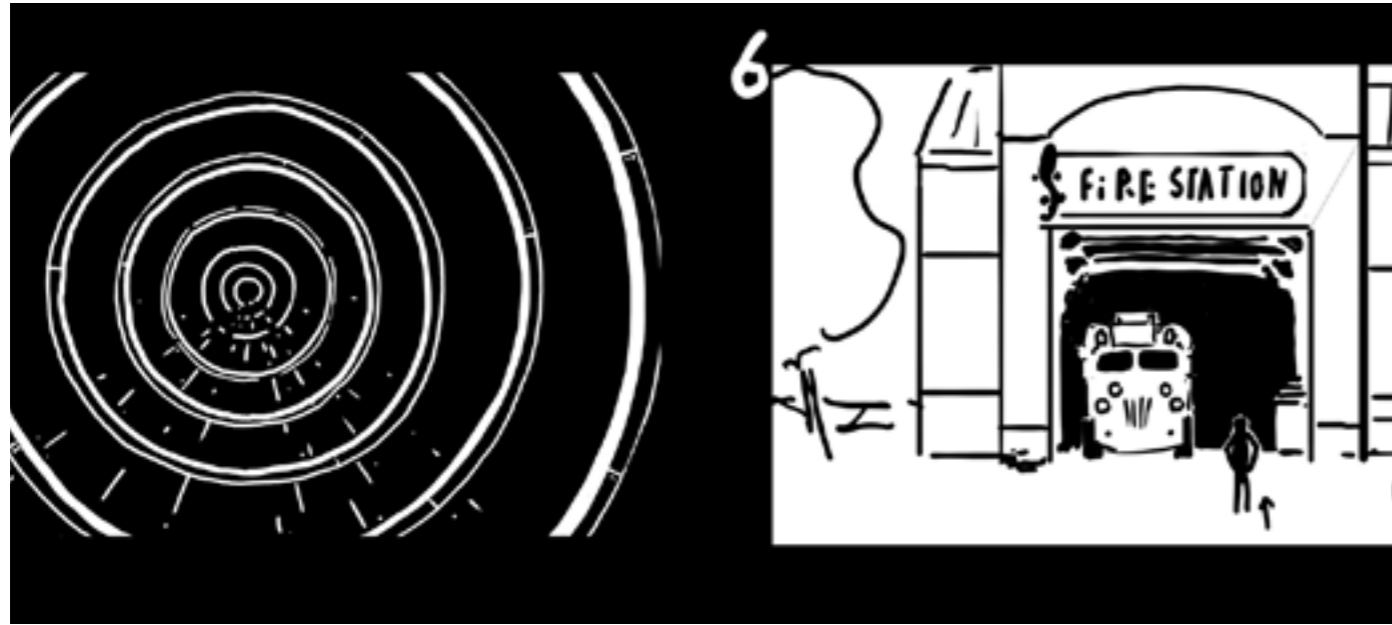
Development of animated promotional materials for the international student competition PANGRAM. Object of the bachelor's thesis: contemporary calligraphy and font design. The aim of the work: development of promotional materials for the VIII International Student Competition in Fonts and Calligraphy PANGRAM. Objectives of the work: to rethink the future of font design; analyze trends and study modern technologies in animation and typography; search for analogues, visual-stylistic material, and graphic solutions; prepare promotional materials. The project allows reaching a large number of interested students from various countries and universities. There is potential for expanding the target audience by transforming the product on various media platforms.



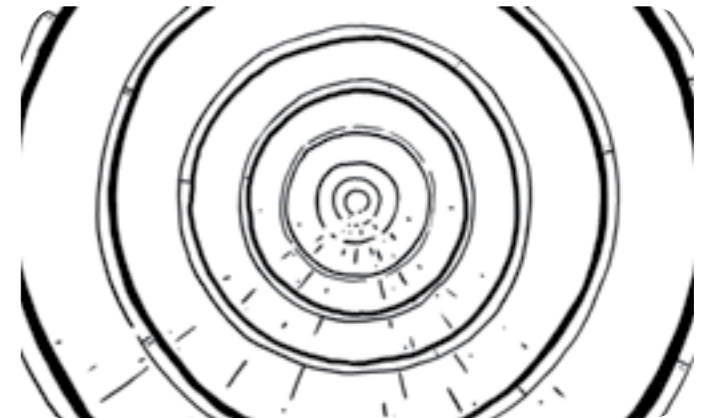
Creation of an animation on the topic of accommodation and emotional stress in emigration

Object of bachelor's work is emotional stress in emigration. Item is an animated video on the topic of living with emotional stress in exile. Purpose of the work is writing a script and searching for artistic and expressive means to create an animated film video on the topic «Living with emotional stress in emigration». The video raises the problem of emotional stress in emigration, which will illustrate the three main stages of emigration - a state of euphoria, rejection and integration. Even a person who emigrated at will is not immune from complete apathy and denial of any new experience - the so-called «emigrant syndrome». It is this theme that structures visuals of the project.





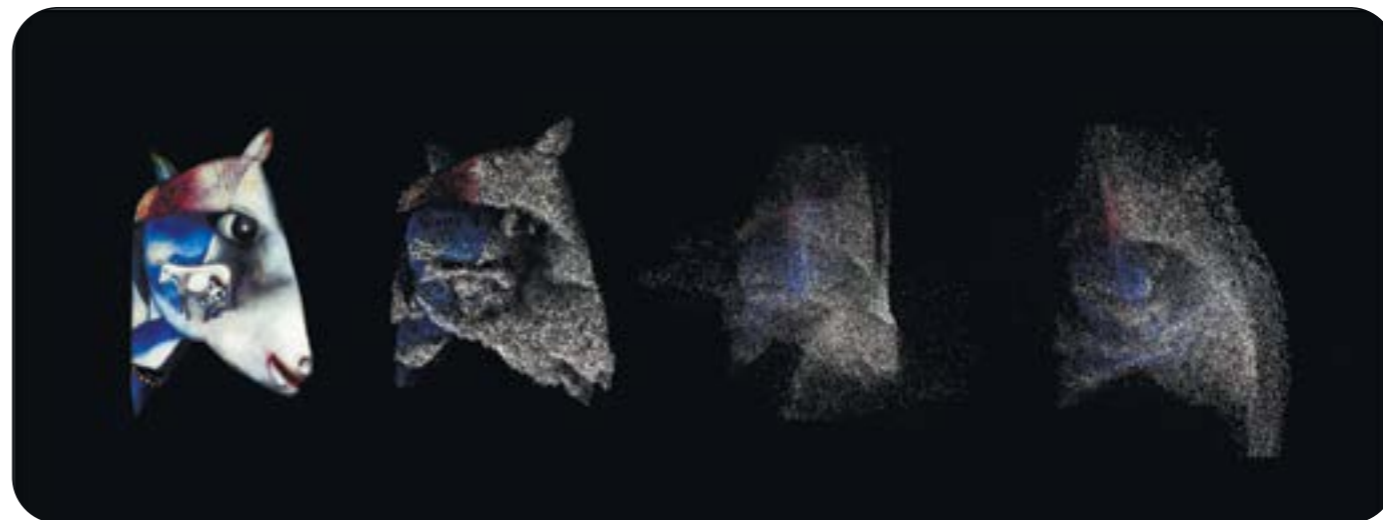
Creation of an animated video for the novel «Fahrenheit 451»



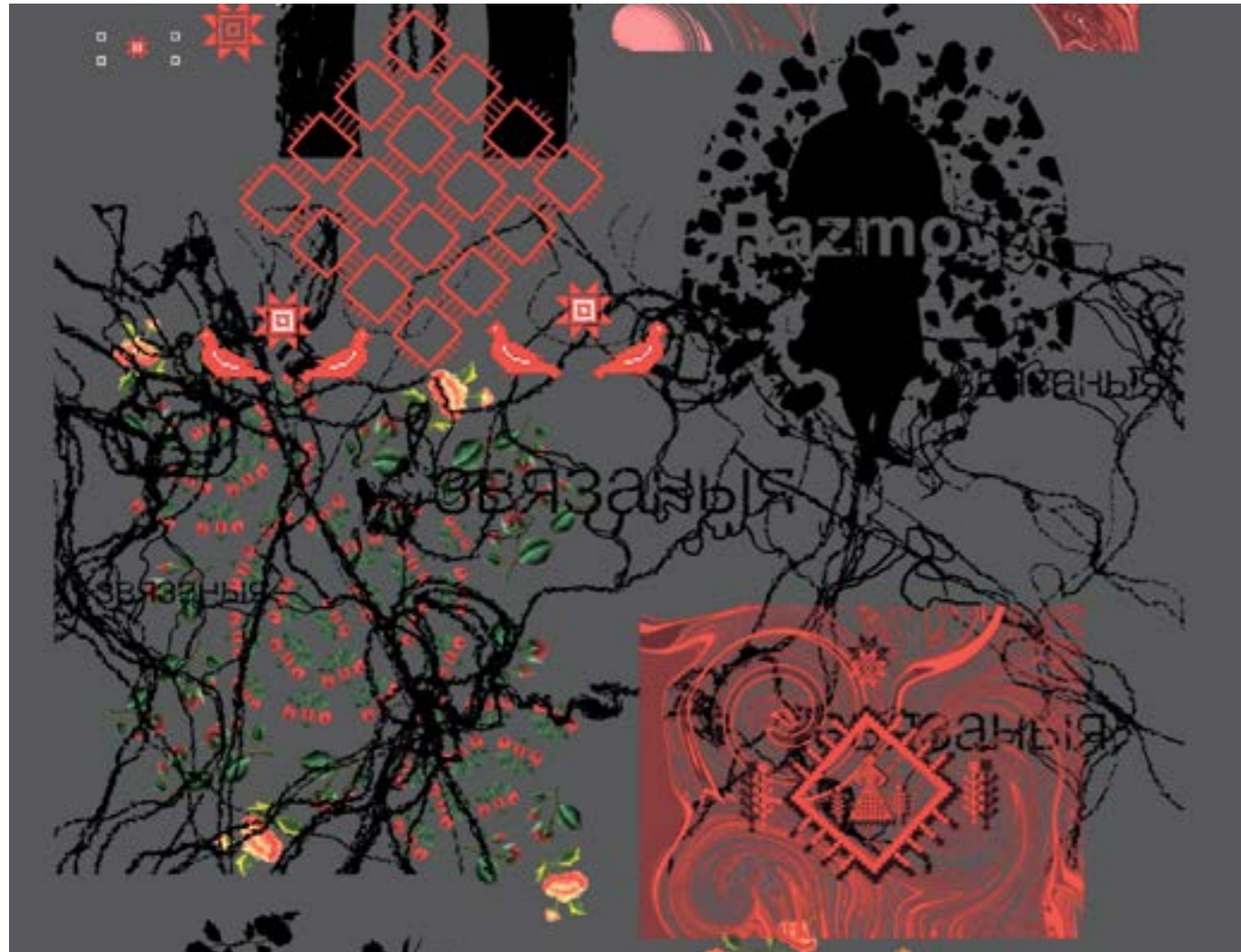
Object of the bachelor's thesis: an animated video for the seventieth anniversary of the publication of Ray Douglas Bradbury's novel «Fahrenheit 451». Object of the work: highlighting current issues and displaying them in an animated video using artistic means. Objectives of the work: awareness of the relevance of the issues raised in the novel, understanding their conceptuality, searching for and defining the main features of the novel within the framework of the genre and literary devices. Within the genre, black and white animation was chosen. The target audience is people from 18 to 40 years old. The project positions itself as a short animated video that can not only attract a new audience to the novel and draw attention to the problems raised in it, but also remind the existing audience of them.

Development of animation materials based on the work of Marc Chagall the fortieth anniversary of the death

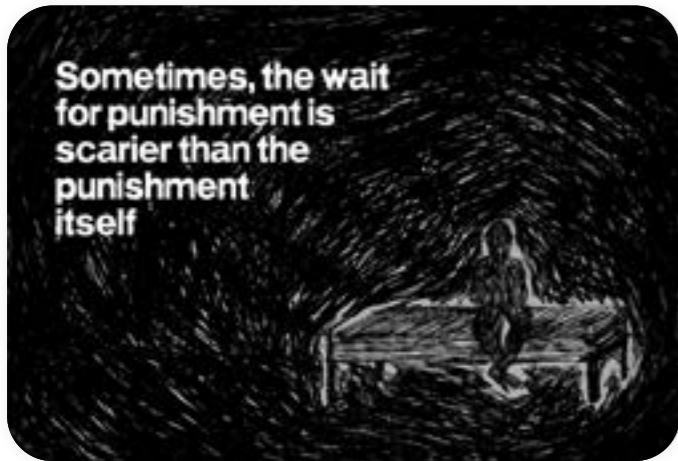
The aim of the project is to make animation product with immersive elements. The main purpose of the project is to create animation materials based on the works of Marc Chagall in an attempt to reflect the themes of identity and homeland in the context of modern art and new technologies. Objectives: to study the life context of Marc Chagall, the historical period of his life; to study the works of Marc Chagall, to highlight themes, characters, especially focusing on the themes of space, migration, homeland and identity; to study the spaces dedicated to Marc Chagall in his native city of Vitebsk: the Marc Chagall House-Museum and the Museum of the History of the Vitebsk People's Art School; to develop the visual language of the project, to find a visual solution to create an immersive experience and important elements of immersive space; to develop a stylistic solution for the project; to develop a visual language for the project.



Development of a VR project about the role of women in Belarusian culture

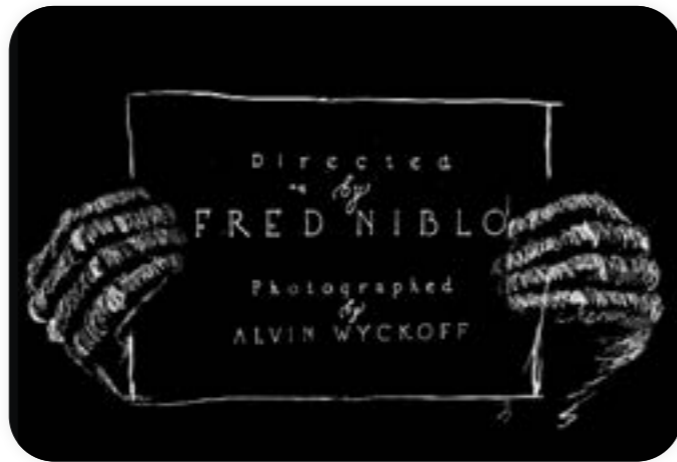


The object of the bachelor's thesis is the phenomenon of the Belarusian woman and her socio-cultural status in culture and ethnographic traditions. Culture influences everything, from your first contact to your final report. Our goals may be the same as always, but the way to achieve them will be more effective if you add cultural code to your toolbox. We will also learn how to respect the culture associated with our actions, benefit from applying our cultural understanding and to root the use of cultural points in their problem-solving activities. To achieve the goals and objectives of the research, a set of methods was used - theoretical and empirical. An important component is the connection of cultural consumer awareness of the specific outcome of the project.



An animated short film dedicated to the life and work of Alfred Hitchcock on the occasion of the 125th anniversary of his birth

The bachelor's thesis topic encompasses key aspects of Hitchcock's biography and his contribution to the film industry.





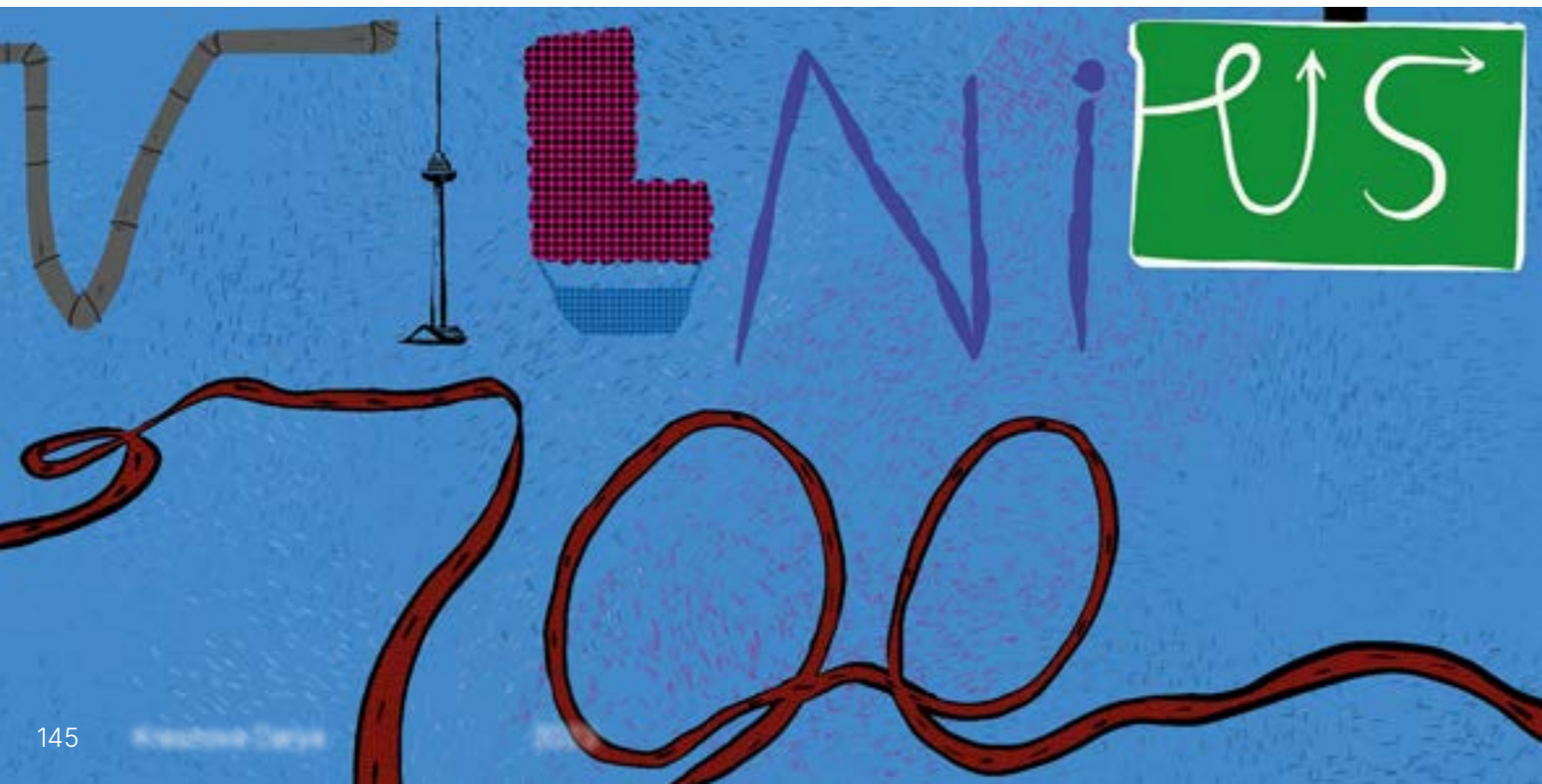
Bronte Sisters



Animated video dedicated to the life and work of Charlotte, Emily and Anne Bronte. The work positions itself as a small animated video that can not only attract a new audience to the study of the biography of the writers of that time, but also contribute to the promotion of the novels written by them. The project is made in accordance with modern trends and standards, which will allow audience to freely broadcast it on many modern devices.



Animated commercial for the 700th anniversary of Vilnius



The aim of the project was to create an animated clip for the 700th anniversary of Vilnius, as a promotional video using modern approaches in animation. Also the aim of the project was to characterize the reasons for the emergence of holidays, to show the vitality and necessity of holidays in private, family, public and state life. Identify the reasons for the transition of society from one holiday to another.



An animated video based on of the poem «Myacelitsa»



The idea of the project is related to the contribution to the development and maintenance of Belarusian heritage in the context of recent historical events taking place in Belarus. The main criterion of the project will be to identify historical parallels in Belarus of the 1930s and the present. The animated video in this case will embody a tribute to the cultural Belarusian heritage, and will also become a peculiar form of popularization of this heritage. Its format will make it possible to spread the project on various media platforms and attract the attention of people of different ages.

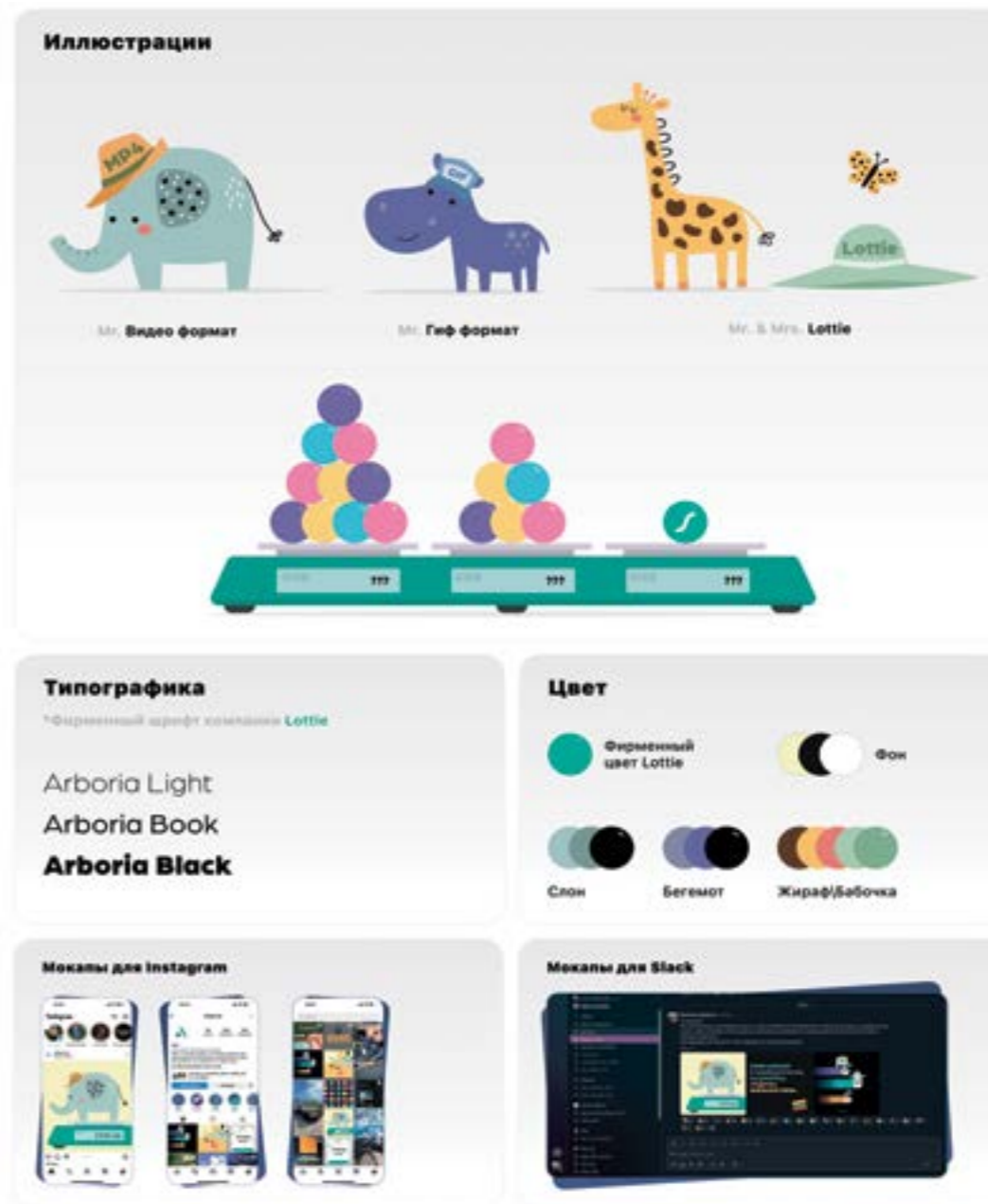
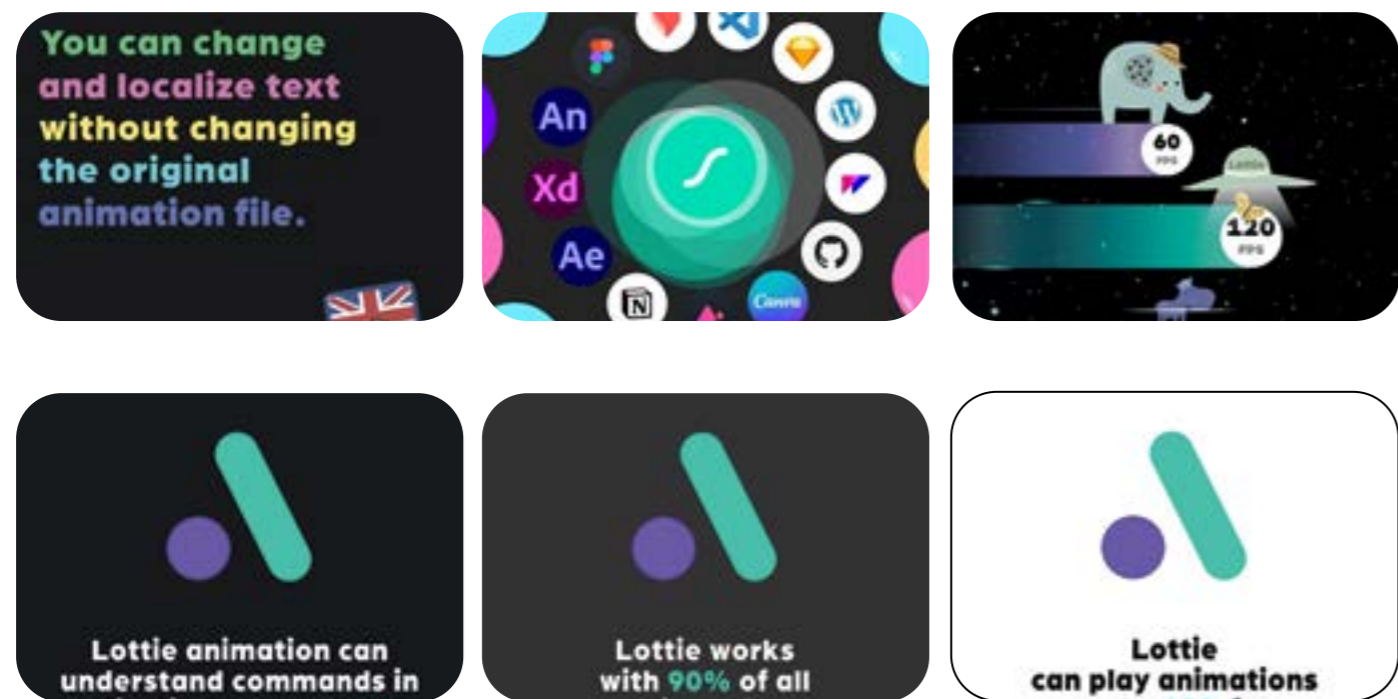


Development of an animated series of postcards dedicated to the 220th anniversary of Hans Christian Andersen

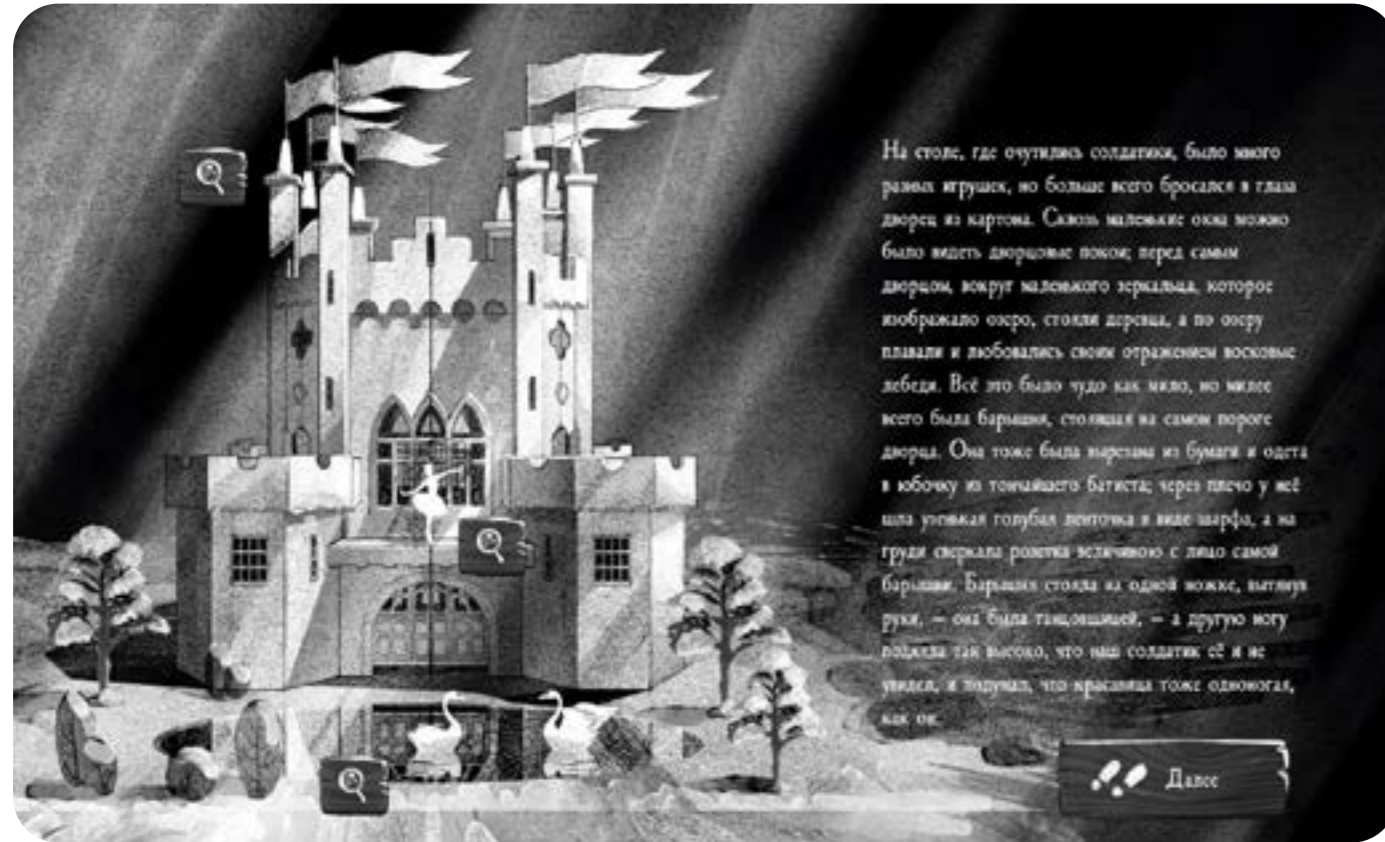
The main goal of this research project was to develop an animated a series of posters based on the fairy tales of Hans Christian Andersen, which were designed in honor of two anniversaries: 220 years since the birth of Hans Christian Andersen and 150 years since death of the author. These significant anniversaries make the project especially important and symbolic, drawing public attention to Andersen's literary heritage. In our time of rapid technological progress, when the diversity of content formats is constantly growing, the creation of animated posters based on the fairy tales of Hans Christian Andersen acquires special significance. This project is a visual immersion into the rich literary heritage of the great Danish writer, emphasizing the importance of his contribution to world culture.

Creation of video promo videos to promote the course on Lottie animation

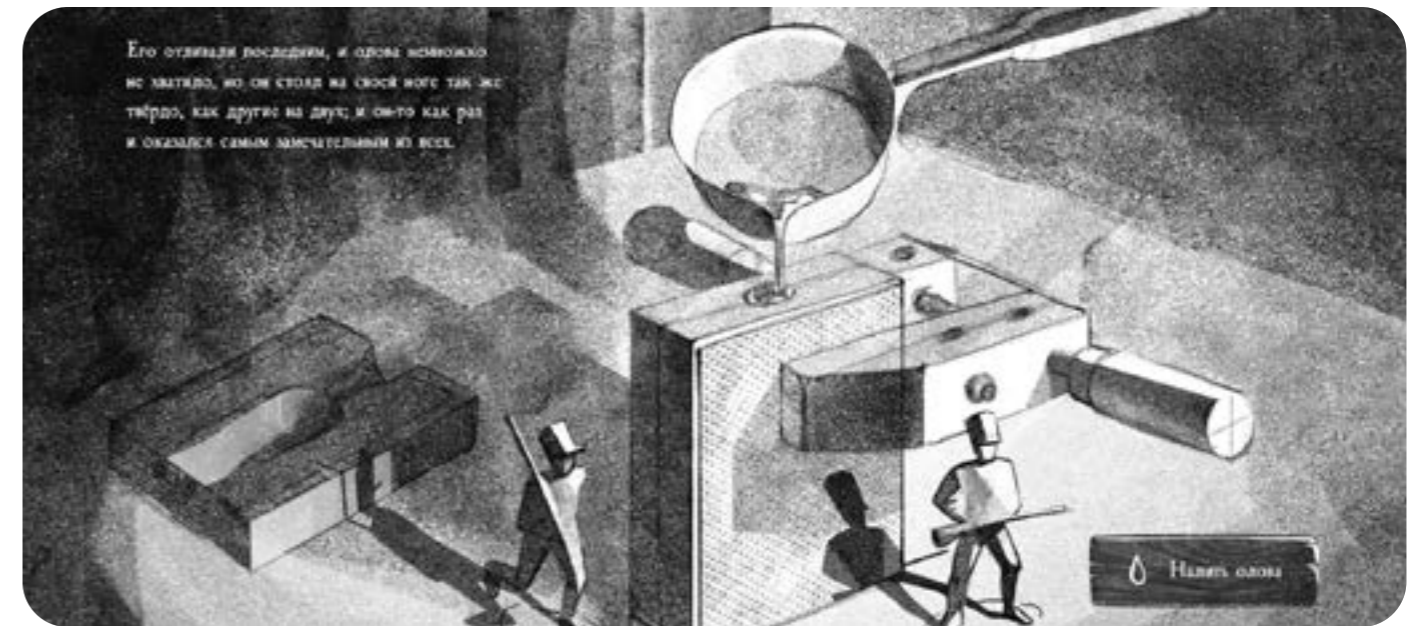
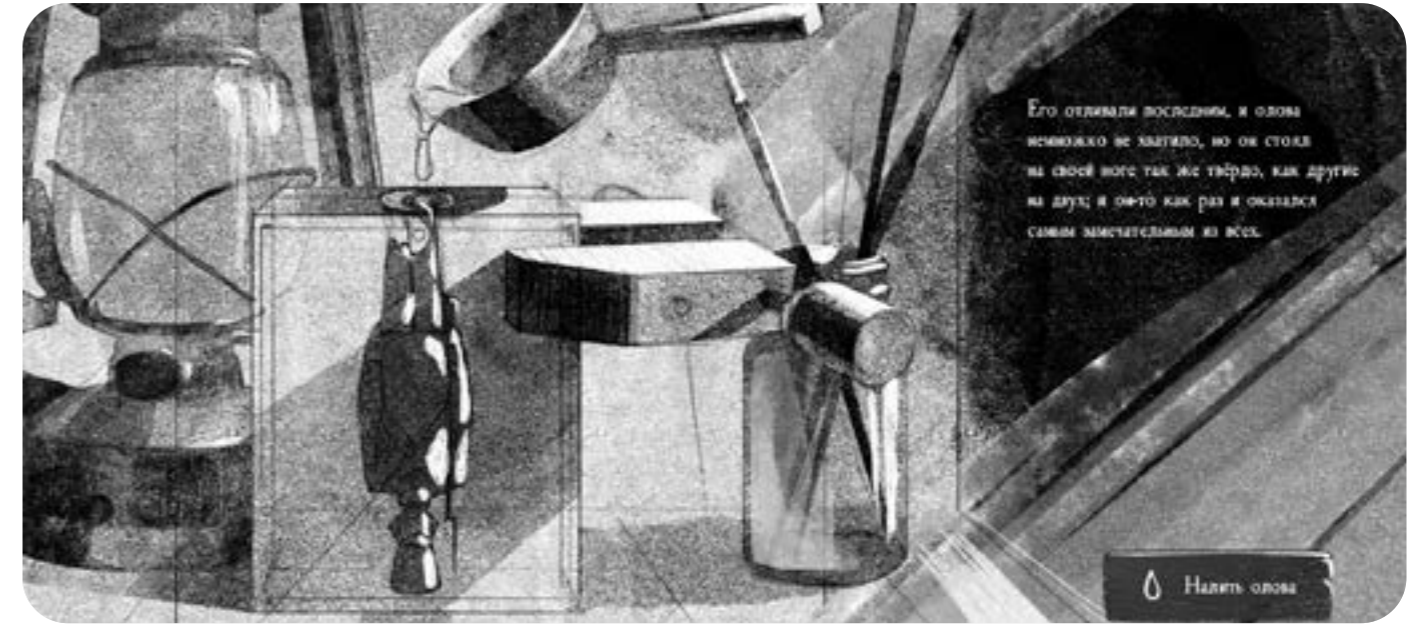
The purpose of this bachelor's work was to develop and create promotional videos aimed at promoting the educational course on Lottie animation. The main goal of the work is a creation of effective and attractive video materials that help attracting the target audience and stimulating interest in learning animation techniques using Lottie.



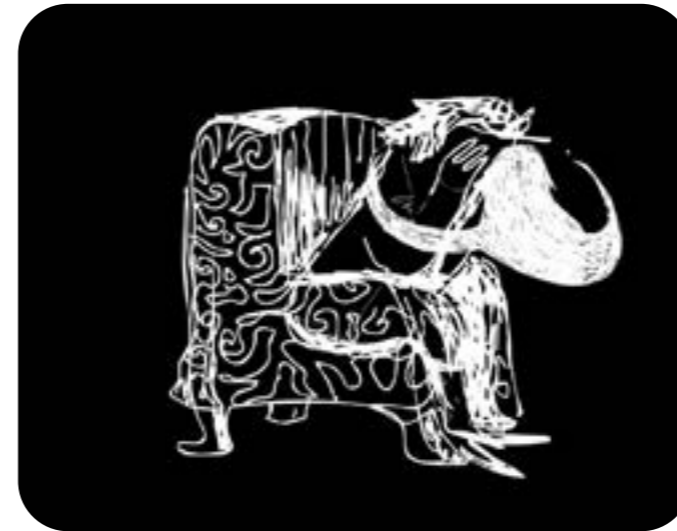
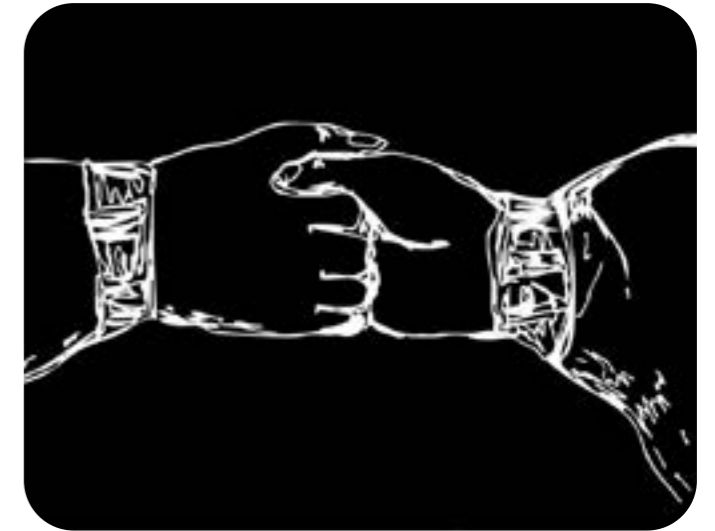
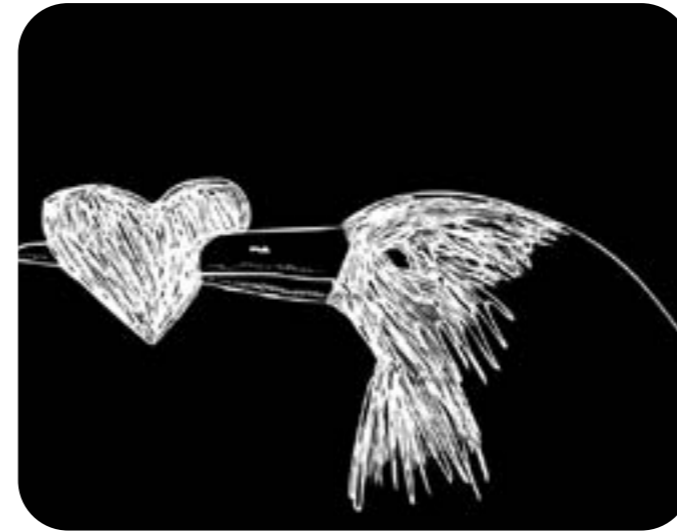
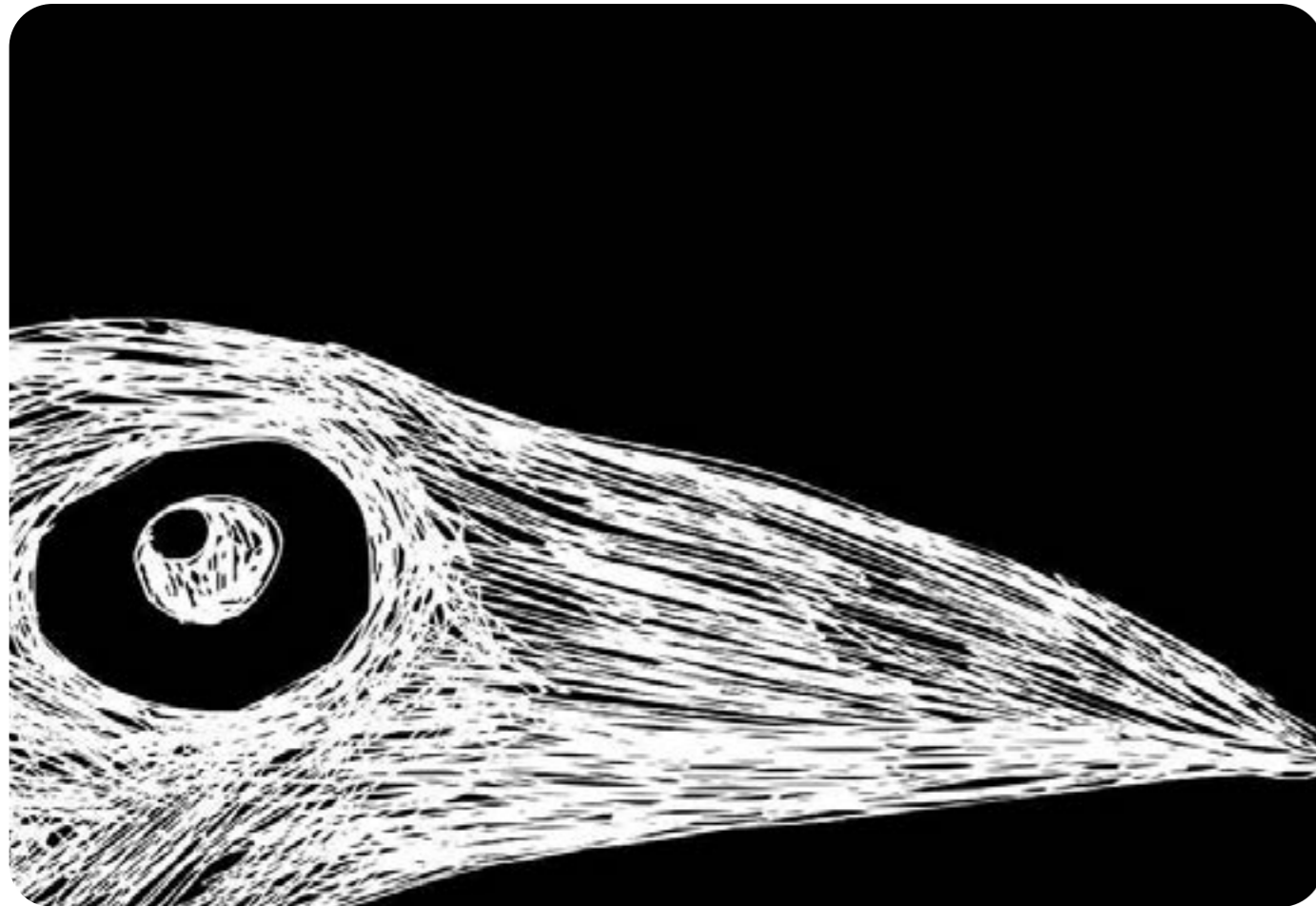
Illustrative and interactive book based on the fairytale by Hans Christian Andersen



The object of the bachelor's work: the creative literary heritage of H.C. Andersen. The subject of the bachelor's work: an electronic illustrative and interactive book on the work of H.C. Andersen. The purpose of the work: the search for artistic and expressive means of developing an interactive book on the work of H.C. Andersen to popularize his works and cultural heritage, representation, popularization of reading among children of primary school and preschool age. The main objectives of the work: the study of the creative and literary heritage, the author's contribution to history and culture; search and analysis of works similar to this one, as well as illustrations, screen adaptations of the works of this author; design and development of the concept, sketches of characters, compositional and color solutions, creation of interactive elements, design of movements and mechanics, development of the interface.



The project is dedicated to the 150th anniversary of the first publication of Edgar Allan Poe's "The Raven".



The object of the bachelor's work was a phenomenon in world literature – the work "The Raven" by Edgar Allan Poe. The purpose of the work is to analyze this work and develop an animated video dedicated to the anniversary of the first publication. The main tasks of the work are to study materials on this topic, as well as the cultural and historical context, analyze illustrations and symbols, choose the most vivid images to create the visual part of the animation, determine the style and color scheme, assemble an animated video for the 150th anniversary of the first publication of "The Raven" by Edgar Allan Poe.



Almanac Visual Design Bachelor's Works
European Humanities University 2022-2024

The almanac was created by design students of the European Humanities University during their studies in the Layout Design course, with the support of the faculty and the communications department. To design the pages, students used works by diploma recipients from 2022–2024, as well as other materials stored in the university archives. The publication holds both educational value and methodological significance, while also serving as a historical record of the university.

Vilnius 2025



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