



**haloco**  
**DESIGNS**

HEAVEN COOPER

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## DOGUE-DOGGY MAGAZINE

Crafting the front cover for “Dogue” involved hands-on photography and digital design. I directed the photoshoot, capturing each adorable model pup in their finest attire, all while picking a final model in the end. Using Photoshop, I enhanced and retouched the images, while InDesign was used to compose the layout. The result is a captivating cover that embodies the essence of canine sophistication, with a seamless blend of traditional photography with digital design.







## CALM, COOL, COLLECTED & CLASSY

Introducing my photography collection inspired by Pantone, each image is a vibrant exploration of hue and mood. Drawing inspiration from the rich palette, this allowed me to capture the essence of the chosen color in a series of photographs. My process began with careful selection and interpretation of Pantone colors, identifying those that resonated with me. With each photograph, my goal was to not only showcase the beauty of the color but also to tell a story inviting viewers into the visual narrative. The result is a cohesive collection that celebrates a power of color to showcase a classy version of myself.







## GRADUATION POSTCARD SERIES

In creating this graduation postcard series, I wanted to showcase three pivotal milestones in education: elementary, middle, and college graduation. To visually represent each stage, I not only used distinct and vibrant colors, but I illustrated characters in each postcard to showcase their respective ages. This approach adds a personal touch and conveys the journey of growth and progression.





PLACE  
POSTCARD  
POSTAGE  
HERE



Congrats!  
You did amazing and  
the best is yet to come!





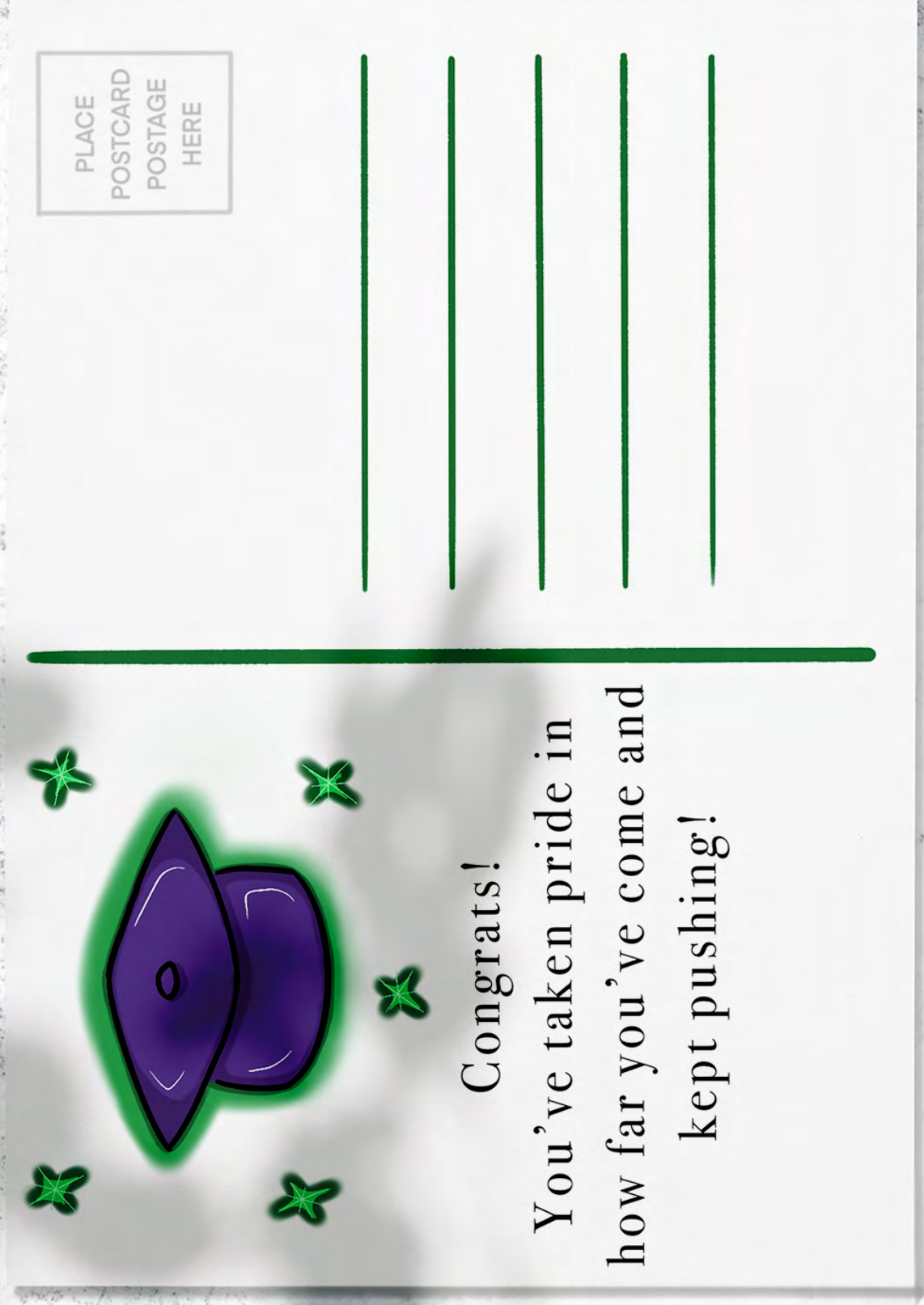
PLACE  
POSTCARD  
POSTAGE  
HERE

Five vertical pink lines for postage.



Congrats!  
One tiny step is all it  
takes to make it big!







## CYBER PUNK TITLE CARD

The cyberpunk crime drama genre for the series titled “Neon Noir Chronicles,” embarks on a journey that merges futuristic aesthetics with urban realism. Beginning with the selected title card, imagery and typography were the dominant elements. Turning to Adobe Stock, I searched through visuals until I found the perfect image. With Photoshop, enhancing imagery by infusing it with neon-lit streets and ominous shadows into a world of cyberpunk intrigue and crime. Then, in InDesign, I composed the layout, juxtaposing the title card with the imagery to create this visually immersive experience. The result is an artwork that transports viewers into the narrative.







## FRUIT-PIE BUTTON PACK

Creating the fruit pie button series with blended digital illustration along side traditional craftsmanship. Beginning with sketches for conception, I translated my vision in Procreate and rendered the details of blueberry, peach, cherry, and apple pies. Using a combination of printing and hand-painting techniques, I incorporated these designs onto high-quality button blanks, for vibrant colors and crisp details. This process wasn't just about crafting buttons; it was about profiling each piece with love and nostalgia, creating delightful keepsakes.







## SEA DRINK STICKER PACK

Introducing the “Sea Drinks” sticker pack, a whimsical collection that brings the refreshing essence of ocean beverages to life! Inspired by the tranquility of coastal living, shown is a variety of refreshing sea-inspired drinks. From tropical cocktails to icy coolers, each sticker includes vibrant colors as well as flavors of seaside refreshments. Using a combination of digital illustration techniques, I crafted each sticker with attention to detail. The result is an assortment of stickers that adds a touch of coastal charm.



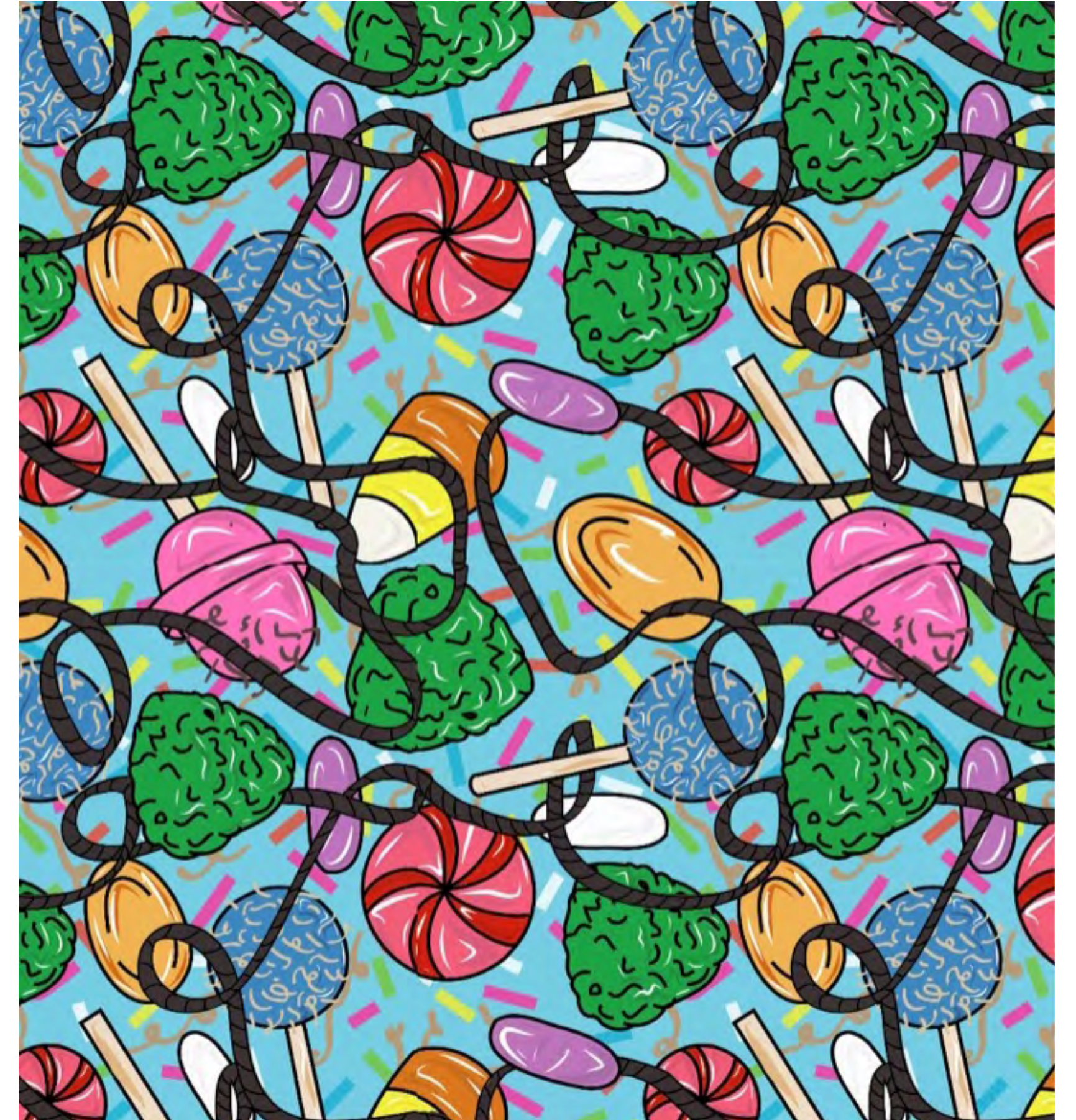




## MOST-HATED CANDIES PATTERN

Crafted with a whimsical twist, my illustration seamless pattern explores the theme of “Most Hated Candies.” Drawing inspiration from treats like licorice, gumdrops, hairy lollipops, and vibrantly dyed candies in shades of purple and pink, I embarked on a creative journey to reimagine these despised sweets. Beginning with thorough research and sketching, I captured the unique characteristics of each candy, with humor and charm with these techniques. The result is a striking pattern that challenges perceptions. Adding a personal touch, I customized the pattern for a phone case, offering candy enthusiasts a delightful way to carry whimsy wherever they go.







## YEAR OF THE DRAGON POSTER

As a homage to the current year, my illustrated poster celebrates the “Year of the Dragon” theme with intricate detail and narrative depth. Inspired by the mythical allure of dragons, I envisioned a scene where a majestic dragon and a curious girl share a captivating moment of connection. With attention to composition and color palette, the poster exuded a sense of enchantment. The final result is a visually stunning masterpiece that not only commemorates the significance of the “Year of the Dragon” but also a world of imagination and magic, where mythical creatures and human emotion intertwine.







## CHEETOS REPOSITIONING POSTER SERIES

My Cheetos series of photoshopped posters aimed to reposition the Cheetos brand for a customer persona seeking a cleaner snacking experience. The mission was clear: to portray alternative ways of enjoying Cheetos without the mess associated with traditional hand-eating. I brought this concept to life across three distinct posters. The first poster showcases a fork delicately holding a Cheeto. The second poster featured the third poster depicted a pair of chopsticks, appealing to a diverse audience. Lastly, featured a spoon cradling a Cheetos, emphasizing convenience and cleanliness. Each poster was accompanied by a headline tailored to its respective utensil, serving as a subtle yet impactful reminder of the brand's commitment to innovation and customer satisfaction.















## BLUEBERRY STAMP SERIES

In my Blueberry Stamp Series, my goal was to capture the essence of beloved blueberry-themed items through the intricate art of stamp design. Each piece in this series, including a blueberry pie, a blueberry jam, a blueberry muffin, and a stack of fluffy blueberry pancakes, evokes the irresistible allure of blueberries. The process began with detailed sketches, which were then translated into a digital rendering. I brought these designs to life through my digital rendering. The result? A collection of stamps that burst of sweetness and charm.























## VAMPS FESTIVAL

In designing the artwork for the Vamps Festival, I incorporated Adobe Suite, specifically Illustrator and InDesign, as my creative tools. Beginning with Illustrator, refined designs, shaping each element to capture the allure of vampire lore. I brought these designs to life with gothic aesthetics and supernatural charm. Transitioning to InDesign, I seamlessly integrated these designs into merchandise, posters, and invitations, carefully arranging layouts to maximize visual impact. With the versatility and power of Adobe Suites,



# VAMPS

Music Fest May 25-30



<p>Jackson Wang Brockhampton - Lil Nas Chris Brown - Ed Sheeran - Iann Dior Emilee - Tate McRae Zara Larsson - Alicia Keys - Katy Perry - Gus Dapperton - Tyga - Zedd - WIndoVz - 91 Future - beebadoobee Chance The Rapper Bryce - Vine - Cardi B Ant Sanders - TaYlo3 Twenty One Pilots - 23 Meghan Trainor - AHD Chelsea Cutler - Lil Z Big Durk - Drimz - BTS Cyn - Madison Bear DJ Khaled - Gucci M Magic Mike</p>	<p>Zi+wei HalfAlive - LilPmp - PrT Monsterz Away - Ed SheRan - MTVs - YRT The Theme - Sara Kays - WhyU! - Rose Hogwartzz - Tyga - Hammah - WIndoVz 91 - JAMZ - Hot107.1 NoMorgz - 21Annz FaSt Chase - XOXO Tame BeUu - Crye - TrackCardio - Scores Broken Engine - AJR Hex Girlz - Tripazzz Rock Angelz - DISTuRb KingForth - Humz - NC Kisses AirHT - TGrizzlies Steakback - Imagine Dragons</p>
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## “YOUNG BALLER” - SPREAD

Embark on “The Journey of a Young Baller” through the captivating book spread I crafted using Adobe InDesign. Inspired by a photograph I captured of a young man in a baseball field, the spread serves as a visual narrative, encapsulating the passion and determination inherent in the pursuit of athletic excellence. Beginning with careful consideration of layout and composition, I integrated the photograph into the spread, allowing it to serve as the focal point of the narrative. Through the use of typography and design elements, I enhanced the storytelling aspect. Lastly, I was able to transform a single photograph into a dynamic and engaging spread that captured the essence of baseball.



