

**Social Media**

**Portfolio**



# **Food & Beverage Advertisement**




# Big Chips

• Personal/Mockup project  
Not officially related to the company



Designed using

Ps



**The ad aims to increase the company's visibility and sales by letting customers know that the amount of chips has increased in the product**

# Zoom In



**Edited the man's reaction to make it a little extreme to add more emotions, and make to it visually enjoyable**

**Added the flying chips to refer to the increase of the amount, also it was to fill the space between the man's hands to balance the design**

# Mockups





# **Italian Restaurant**

**• Personal/Mockup project**



**The restaurant specialize in Italian cuisine**

**That's why the ads will be focused on presenting  
two of the most famous Italian dishes**

# ITALIAN PIZZA



FROM  
ITALIAN  
CUISINE  
TO YOU

© 91911

- **Chose pizza and pasta as they are very popular worldwide, though they still add a sense of originality**

- **Added the hotline for complaints and suggestions**





- **Added the website to let customers know they can also order online**
- **The “New on The Menu” aims to excite customer to try the new dish that was added to the menu**

**NEW ON  
THE MENUE**

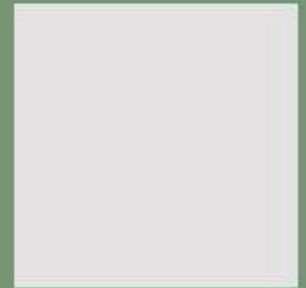


**ORDER NOW**

[WWW.ORDERFOOD.COM](http://WWW.ORDERFOOD.COM)

# Color Palette

**Was mainly inspired from the Italian flag  
Also used some colors and their shades  
from the dishes**



# Mockups

facebook

+ 🔍 🗨



**ITALIAN PIZZA**

FROM ITALIAN CUISINE TO YOU

📞 91911

👍 ❤️ 😲

15 Comments

Write your comment.....

Detailed description: This is a Facebook post mockup for an Italian pizza advertisement. The post features a dark wood-grain background. On the left, a large pepperoni pizza is shown in a white bowl. In the foreground, a young woman with glasses and a white shirt is smiling and holding a slice of pizza. The text 'ITALIAN PIZZA' is prominently displayed in red and green. To the right, a green box contains the text 'FROM ITALIAN CUISINE TO YOU'. At the bottom right of the image area, there is a phone icon and the number '91911'. Below the image are three reaction icons (like, love, wow) and a comment count of '15 Comments'. At the very bottom is a text input field with the placeholder 'Write your comment.....'.

facebook

+ 🔍 🗨



NEW ON THE MENUE

**SHRIMP PASTA**

ORDER NOW

WWW.ORDERFOOD.COM

👍 ❤️ 😲

15 Comments

Write your comment.....

Detailed description: This is a Facebook post mockup for a shrimp pasta advertisement. The post features a dark wood-grain background. In the center, a white bowl is filled with spaghetti topped with shrimp and a creamy sauce. Large, stylized text 'SHRIMP PASTA' is overlaid on the image, with 'SHRIMP' in orange and 'PASTA' in gold. A green box in the top left corner says 'NEW ON THE MENUE'. In the bottom right corner, there is a green button that says 'ORDER NOW' and the website address 'WWW.ORDERFOOD.COM'. Below the image are three reaction icons (like, love, wow) and a comment count of '15 Comments'. At the very bottom is a text input field with the placeholder 'Write your comment.....'.



# **New Ice cream flavor launch**

**• Personal/Mockup project**





**TRY NOW**

**CHOCOLATE**

**CARAMEL**





**This project focuses on the introduction of a new ice cream flavour to the market**

**Added the floating chocolate chips and the splashes of caramel to make the ad more dynamic and appealing**

**that way customers can fantasize about the flavor and makes them want to try it**

# Zoom In



# Mockups

The mockup features a central image of a chocolate caramel ice cream cone with a splash of caramel sauce and chocolate chips. The text "TRY NOW" is overlaid on the image. In the top right corner, there is a logo for "ICE CREAM CREAMERY" with "ESTD 1982" and a small ice cream icon. At the bottom left of the image, the text "CHOCOLATE CARAMEL" is displayed in a stylized font. Below the image, there are social media interaction elements: a like button with "9.5k" likes, a comment button with "15k Comments", and a share button. The entire post is surrounded by various emojis and social media icons.

**TRY NOW**

**CHOCOLATE CARAMEL**

ESTD 1982  
ICE CREAM CREAMERY

9.5k

15k Comments

Like Comment Share

# **Product & Brand Advertisement**

The logo for 'Downy' features the word 'Downy' in a bold, black, sans-serif font. The letter 'D' is significantly larger than the other letters and is enclosed within a solid purple circle. The remaining letters 'owny' are positioned to the right of the circle, with the 'o' overlapping its right edge. The entire logo is centered horizontally on a light gray background.

**Downy**

• **Personal/Mockup project**

**Not officially related to the company**

A solid purple, rounded shape is located in the bottom right corner of the image, partially cut off by the edge.

Downy



Designed using

Ps



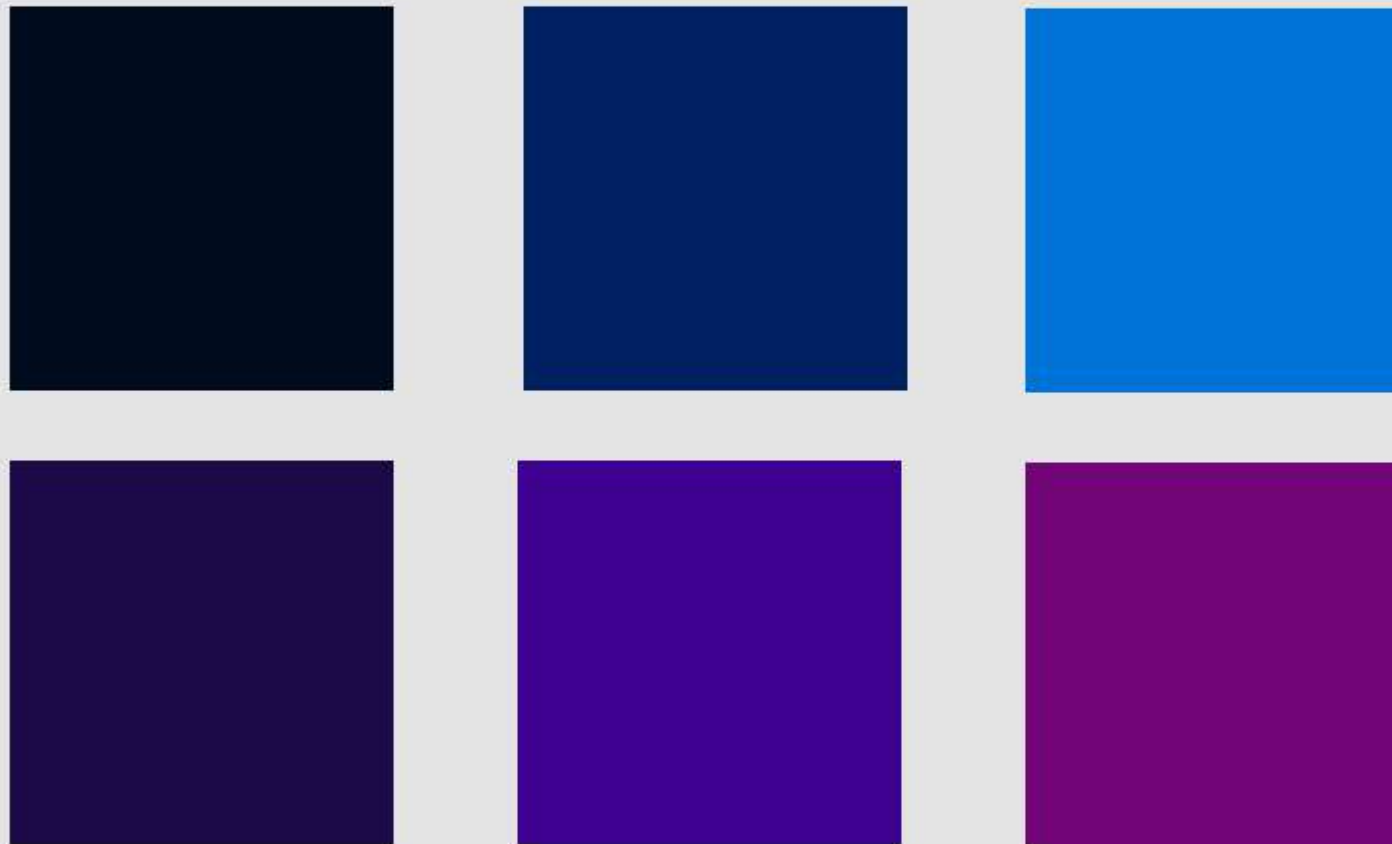
**The ad aims to announce the launch of a new product,  
which is a part of a new line of fabric softeners**

# Zoom In



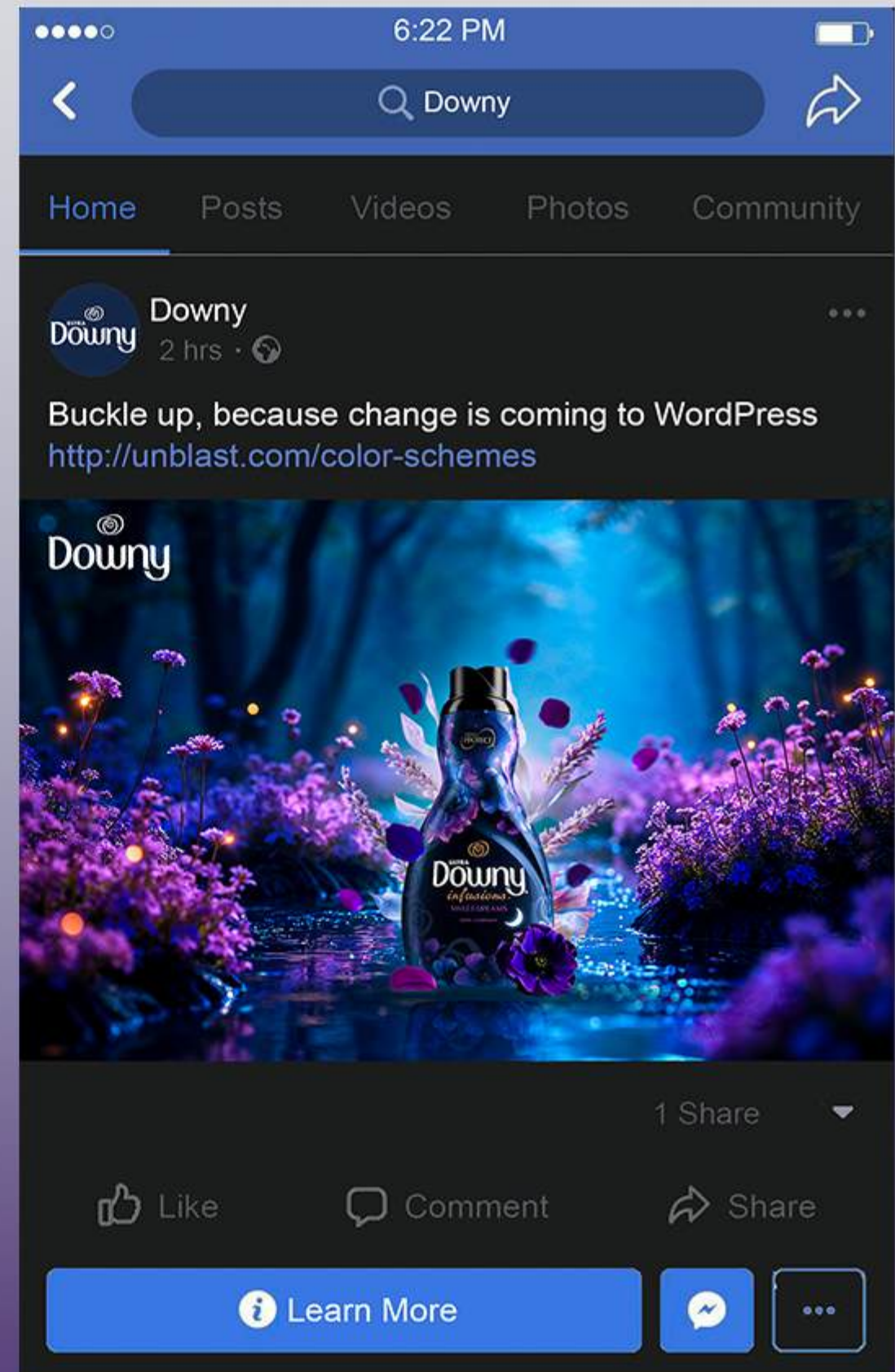
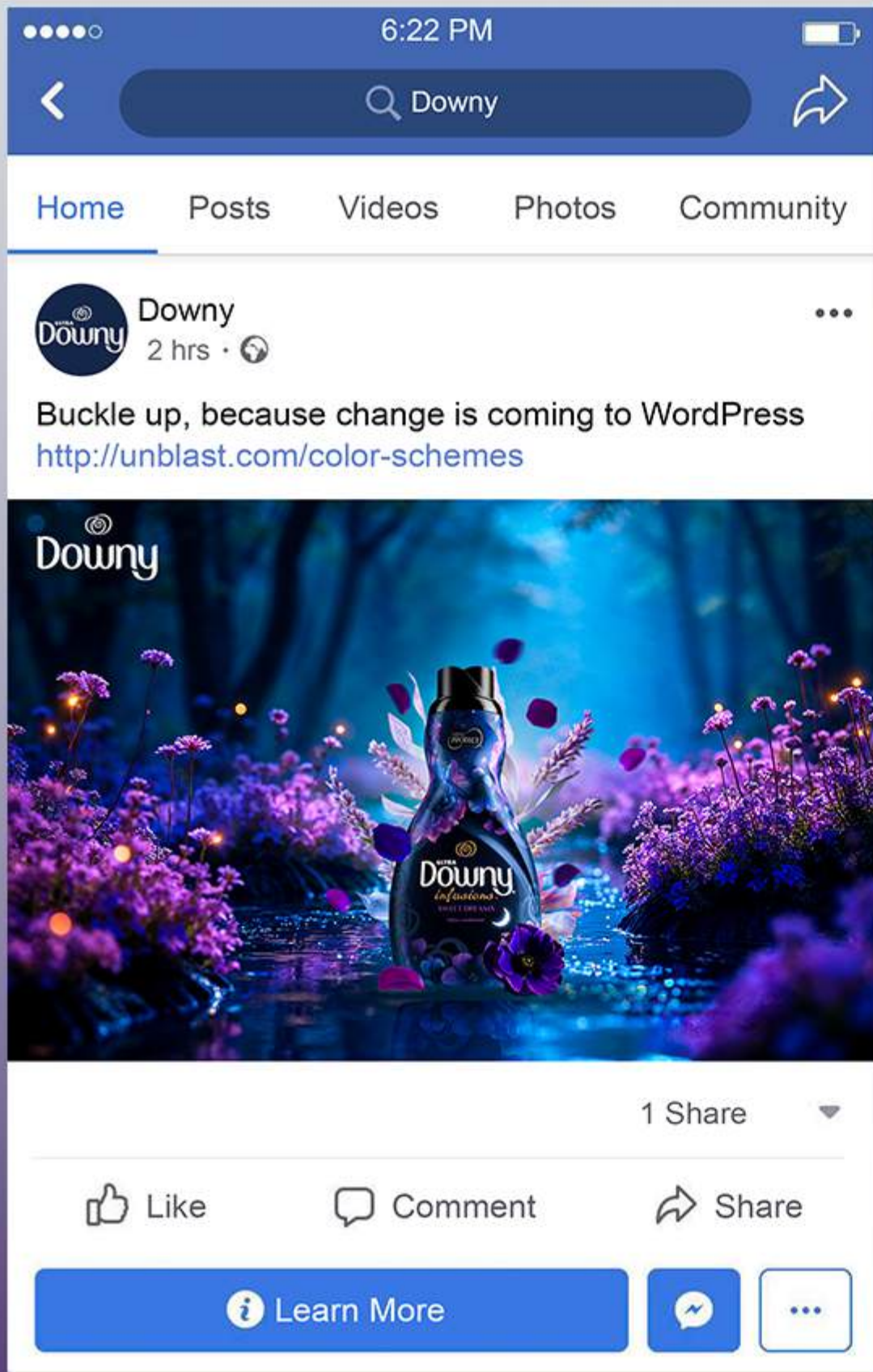
# Color Palette

**Was mainly inspired from the product itself, even the background choice was strongly inspired from the product and it's scent**



**The color pallet gives off the vibe of a late cozy night. It works on making customers feel relaxed and sleepy, wich represent the feeling the customer will feel when they use the product**

# Mockups



# **App promotion & Advertisement**

# Traveling Agency

The advertisement features a central smartphone displaying a user interface with the text "Hello Travelers" and "Let's take a trip with us". Below this, there are buttons for "Create an account" and "Login". To the left of the phone are several boarding passes. To the right, a woman in a plaid jacket and jeans stands with a suitcase. Above her is a white airplane flying over a blue world map background with dotted lines representing flight paths.

**BOOK YOUR TICKETS FROM ANYWHERE  
AND ENJOY YOUR TRIP**

  
GLOBAL TRAVEL  
TRAVEL AGENCY

+888 6010 333  
+999 5071 363  
+444 2800 617

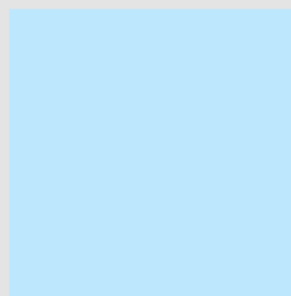
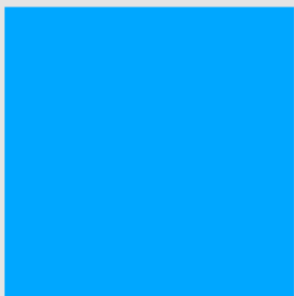
Designed using

Ps

**The ad aims to increase the agency's visibility and sales by letting customers know that they can now book their tickets online, saving time and effort**

# Color Palette

**Used shades of blue to add more depth to the design**



# Mockups

**Hello Travelers**  
Let's take a trip with us.

Create an account  
Login

**BOOK YOUR TICKETS FROM ANYWHERE  
AND ENJOY YOUR TRIP**

**GLOBAL TRAVEL**  
TRAVEL AGENCY

+888 6010 333  
+999 5071 363  
+444 2800 617

9.5k 15k Comments

Like Comment Share

Thanks  
*for.*  
Viewing

Designs by  
*Aisha Akram*

Email

[aishaakramsami@gmail.com](mailto:aishaakramsami@gmail.com)