

***RIHARDS SERGIS***

***GRAPHIC DESIGN***



***PORTFOLIO***

***WEIRDLY DIFFERENT***

# ABOUT ME

I am Rihards Sergis, a graphic designer & photographer from Latvia. A normal guy who is not quite a typical graphic designer & photographer with a unique mindset and fresh vision, dive into my **WEIRDLY DIFFERENT** and often controversial world.

With that said, I like to experiment and see opportunities regardless of media and projects. Not afraid to accept new challenges and step out of my comfort zone because in that way I can only improve as a designer and a person.

## EDUCATION

Scuola Politecnica di Design  
Master's Degree in Visual Arts  
2023-Currently Attending

Drake University  
Bachelor's Degree in Arts  
2020-2022

Colby Community College  
Associate's Degree in Arts  
2018-2020

## WORK EXPERIENCE

"KEST" Restaurant  
2022-Present

"NOSKRIEN ZIEMU"  
2022-Present

Sports Club "AŠAIS"  
2019-Present

Freelance Graphic Designer  
2019-Present

Freelance Photographer  
2020-Present

Drake Magazine  
2021-2022

## SOCIALS

Instagram:  
[@rsergisdesign](#)  
[@rsergis99](#)

LinkedIn:  
[Rihards Sergis](#)

Behance:  
[behance.net/rihardssergis](https://behance.net/rihardssergis)



# **CONTENT**

**01.**

**PERSONAL BRAND**

*Weirdly Different*

**02.**

**HYMN**

*The Divine Music Festival*

**03.**

**PHOTOGRAPHY**

*Street, Aerial & Landscape*

**04.**

**CONTEXT**

*A Lifestyle Magazine*

**05.**

**APAX**

*Type Specimen Book*

**06.**

**FARINA**

*An Italian Café*



# 01. PERSONAL BRAND

## *Weirdly Different*

Personal project

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign

2024

My personal brand identity. My logo was inspired by my hobbies, interests, graphic design, and photography. I want to showcase myself in a fun, playful, **DIFFERENT**, and professional way. Being a graphic designer and photographer, I needed a logo that suits both fields and could stand out.

My brand slogan, "**WEIRDLY DIFFERENT**," is based on myself. I like to be different, go against the rest, be controversial, and break the rules to create my own rules because, in this way, life is more interesting and unique.

**RIHARDS  
SERGIS**

**CALIFORNIA-  
NATION**

**NEW YORK** THE BIG APPLE

**GRAPHIC DESIGN  
PHOTOGRAPHY**

**SAN FRANCISCO**

**GOLDEN GATE BRIDGE**

**FRANCISCO**

**SAN FRANCISCO**

**NEW YORK**

From the iconic skyline of New York City to the bustling streets of Manhattan, this collection of work captures the essence of the Big Apple. From the iconic skyline of New York City to the bustling streets of Manhattan, this collection of work captures the essence of the Big Apple.

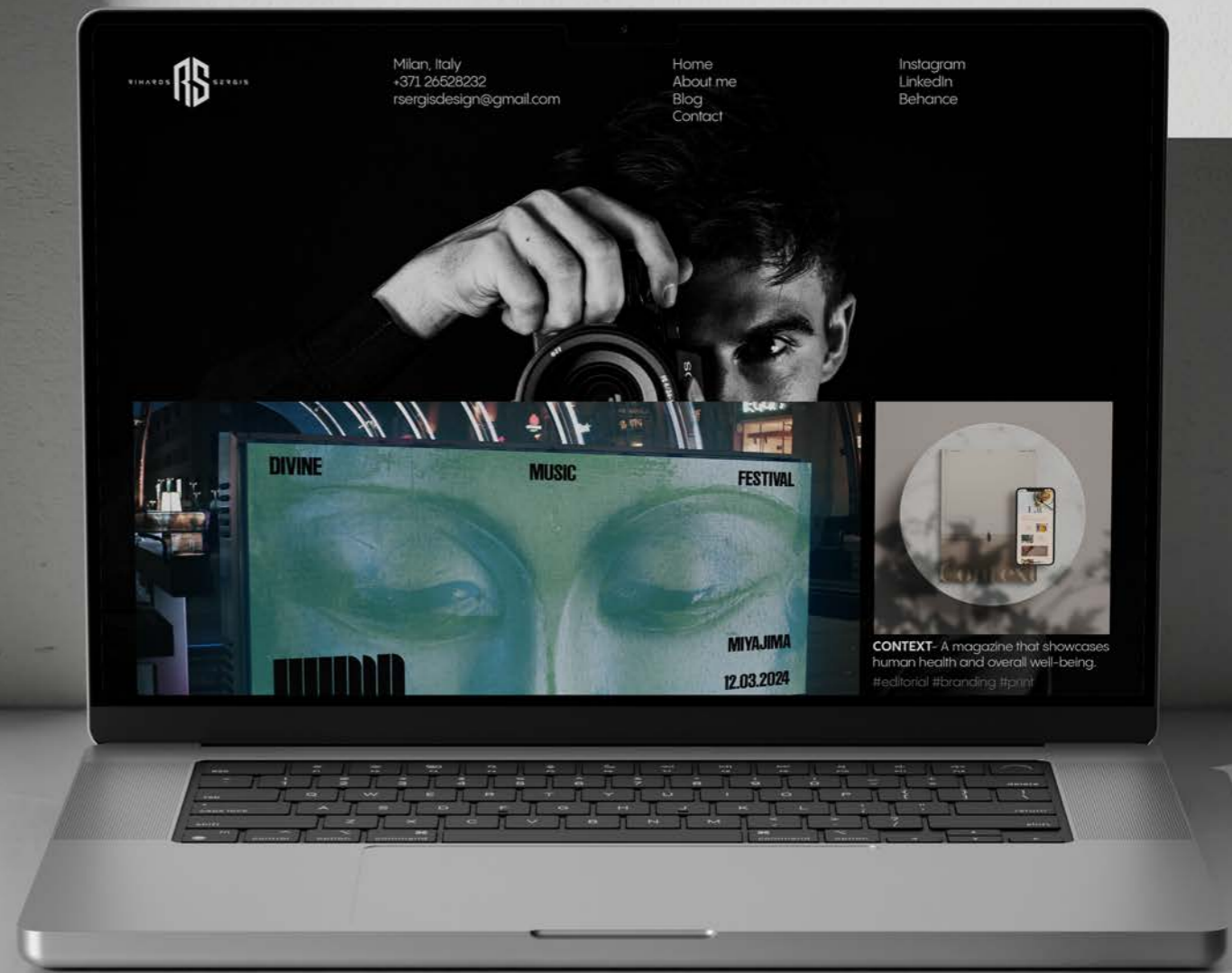
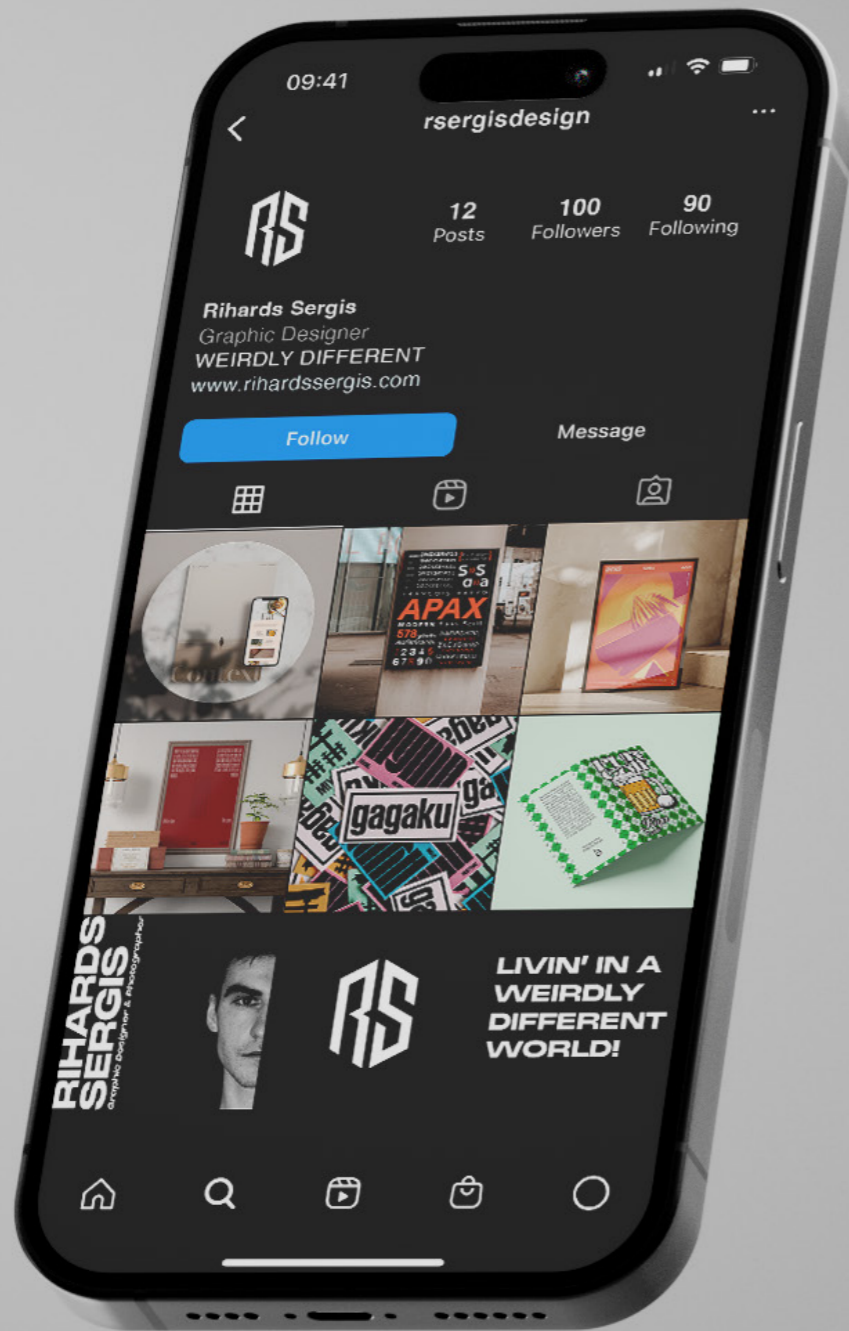
From the serene views of Central Park to the dazzling lights of Times Square, every corner of this concrete jungle has a story to tell and a moment to be captured. In New York City, the possibilities are as endless as the cityscape itself, promising something remarkable around every corner.

The California lifestyle, sun-kissed beaches, and the pursuit of happiness, this collection captures the essence of the Golden State. From the scenic views of the Pacific Coast Highway to the vibrant energy of the West Coast, this collection of work promises to capture the spirit of the West Coast.

It is a fusion of surf, sand, and glamour, blending seamlessly with the entrepreneurial spirit of Silicon Valley. It is both a celebration and a critique of the California dream that continues to captivate the imaginations of millions around the world.

It stands as a vibrant orange that spans the two halves of the Pacific Ocean, and its iconic towers, completed in 1937, its graceful Art Deco design, and its iconic towers have made it a beloved landmark, reflecting the spirit of the city, standing as a symbol of its grandeur and the photos from its pedestrian walk ways.









**A NEW GRAPHIC DESIGNER &  
PHOTOGRAPHER IS IN TOWN.  
HIS NAME IS RIHARDS SERGIS  
aka, ME!**

**LET'S CREATE YOUR  
DREAM PROJECT TOGETHER!**

**+371 26528232**

**[www.rihardssergis.com](http://www.rihardssergis.com)**

**[rsergisdesign@gmail.com](mailto:rsergisdesign@gmail.com)**





Branding, Identity



PERSONAL BRAND





## 02. HYMN

### *The Divine Music Festival*

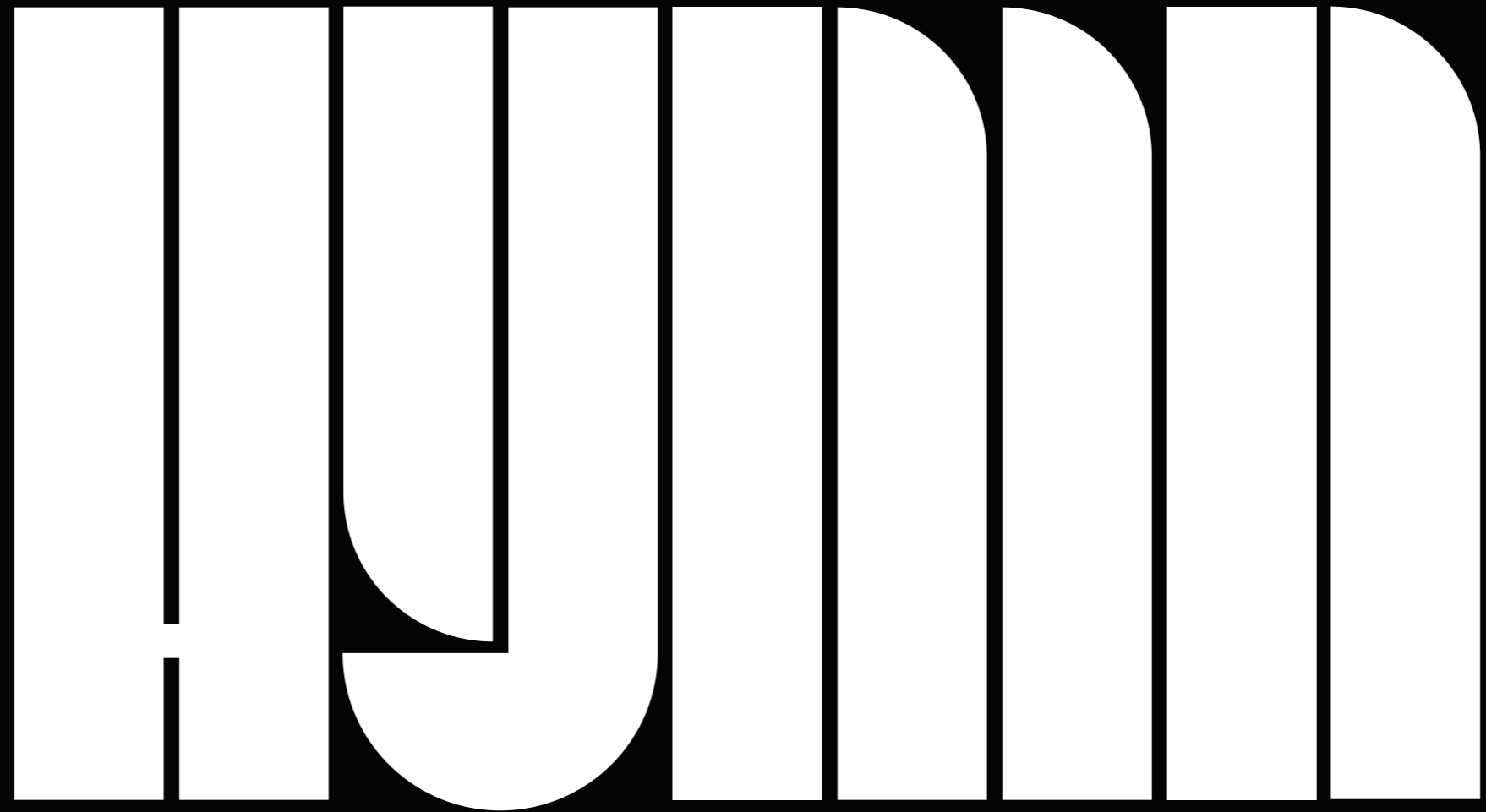
Group project with:  
Paola Scaldaferrì  
Melis Ozek

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Figma

2023-2024

**HYMN** aims to orchestrate a music festival that transcends boundaries, celebrating the intersection of divine music, cultural heritage, and natural beauty. The divine echoes of music harmonize with the whispers of nature, and cultural heritage intertwines with the universal language of melody.

Our divine music festival transcends boundaries, celebrating the profound intersection of music, cultural heritage, and natural beauty. The festival is not just a celebration of music; it is a journey of enlightenment, a sanctuary where souls connect and spirits soar.



**DIVINE**

**MUSIC**

**FESTIVAL**





# MURAO

Ryuteki

Toyokuni

Ensembles

Mantras

Gospel

Taikos

Gagaku, Japan's ancient court music, embodies centuries of tradition, blending elegant melodies with elaborate dance. Its ethereal sounds evoke a sense of reverence and cultural heritage, captivating audiences with its timeless allure.

Miyajima, an island revered as the "Island of Gods," enchants visitors with its serene beauty and sacred atmosphere. Its iconic floating torii gate, set against the backdrop of the Seto Inland Sea, symbolizes the harmony between humanity and nature.

Miyajima's temples, nestled amidst lush forests and overlooking scenic vistas, epitomize spiritual tranquility. From the majestic Itsukushima Shrine to the serene Daisho-in Temple, each site exudes a sense of ancient wisdom and peaceful contemplation.

HYMN.COM



15.03.2024

# MIYATA

Gagaku

Mount Misen

Taikos

Ryuteki

Bugaku

Kangen

Gagaku, Japan's ancient court music, embodies centuries of tradition, blending elegant melodies with elaborate dance. Its ethereal sounds evoke a sense of reverence and cultural heritage, captivating audiences with its timeless allure.

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HYMN.COM



14.03.2024

# HAYAKAWA

Gagaku

Gate Torii

Ensembles

Mantras

Gospel

Taikos

Gagaku, Japan's ancient court music, embodies centuries of tradition, blending elegant melodies with elaborate dance. Its ethereal sounds evoke a sense of reverence and cultural heritage, captivating audiences with its timeless allure.

Miyajima, an island revered as the "Island of Gods," enchants visitors with its serene beauty and sacred atmosphere. Its iconic floating torii gate, set against the backdrop of the Seto Inland Sea, symbolizes the harmony between humanity and nature.

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HYMN.COM



12.03.2024





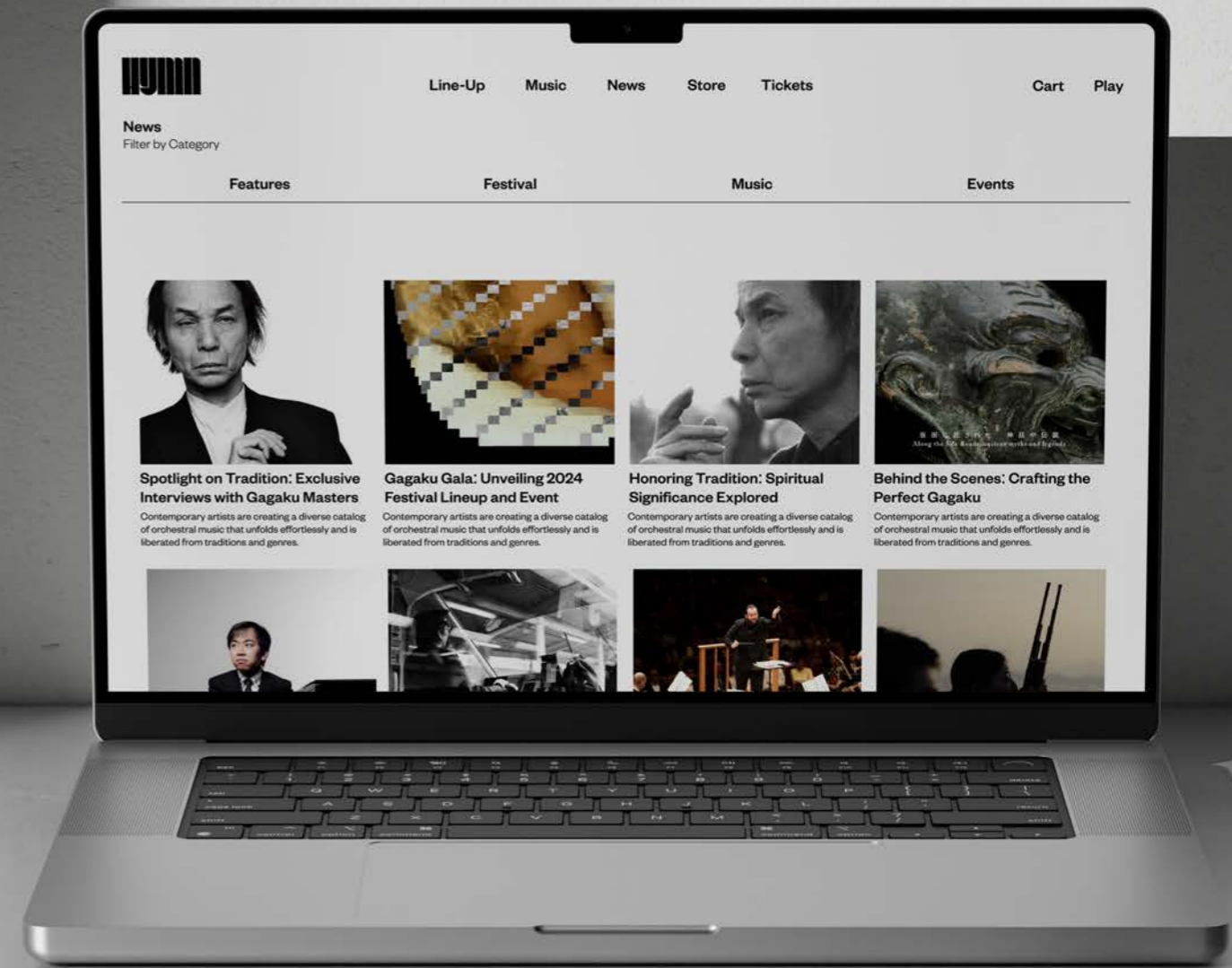
**DIVINE**

**MUSIC**

**FESTIVAL**

**HYMN**

**MIYAJIMA**  
**12.03.2024**



# 03. PHOTOGRAPHY

## *Street, Aerial & Landscape*

Photography to me is as important as graphic design; they both play a big part in my life. My photography is more based on street photography; that is how I started, and it is the style that I enjoy the most. I love to capture street and city life because it is real and raw. Besides street photography, I also focus on nature photography, capturing different landscapes from the ground and from above.

Besides street, nature, landscape, and aerial photography, I also do photography for many different sports events, for example, running, cycling, and many more.



Photography, Editing

PHOTOGRAPHY



A blurred city skyline at sunset with the word "STREET" overlaid in large white letters. The background shows a cityscape with various buildings and a bright sun setting behind them, creating a warm, orange and yellow glow. The word "STREET" is centered in a bold, white, sans-serif font.

# STREET





This photo, captured in Chicago, USA, in 2021, is the proudest moment of my life so far. Why? Because the photo was shared by the official Sony account on Instagram. Sony can use the photo wherever they want, of course, giving me full credit.

Not many photographers can say the same, and it is really difficult to be spotted by Sony, knowing how many talented photographers there are in the world.



Photography, Editing



STREET



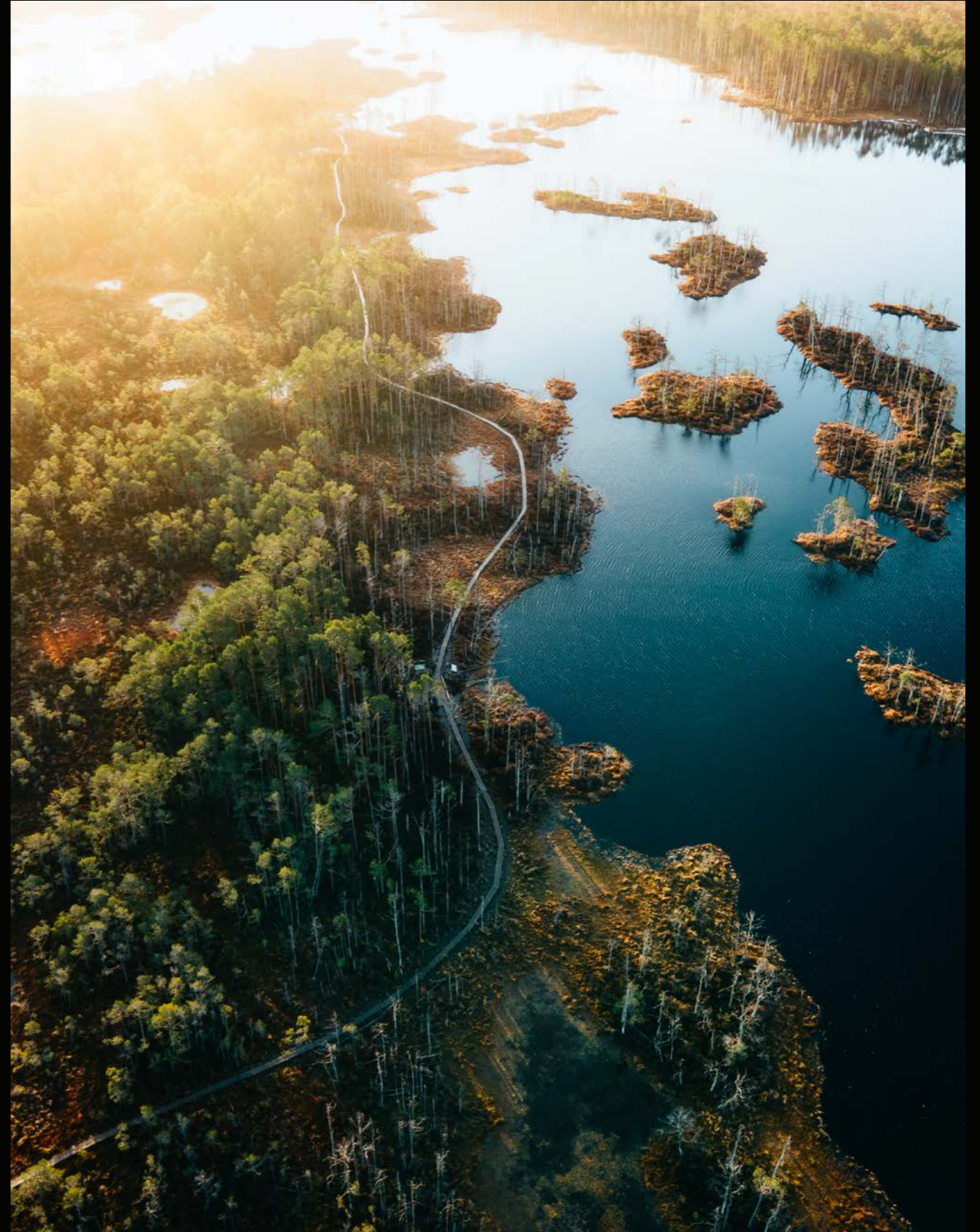
# AERIAL

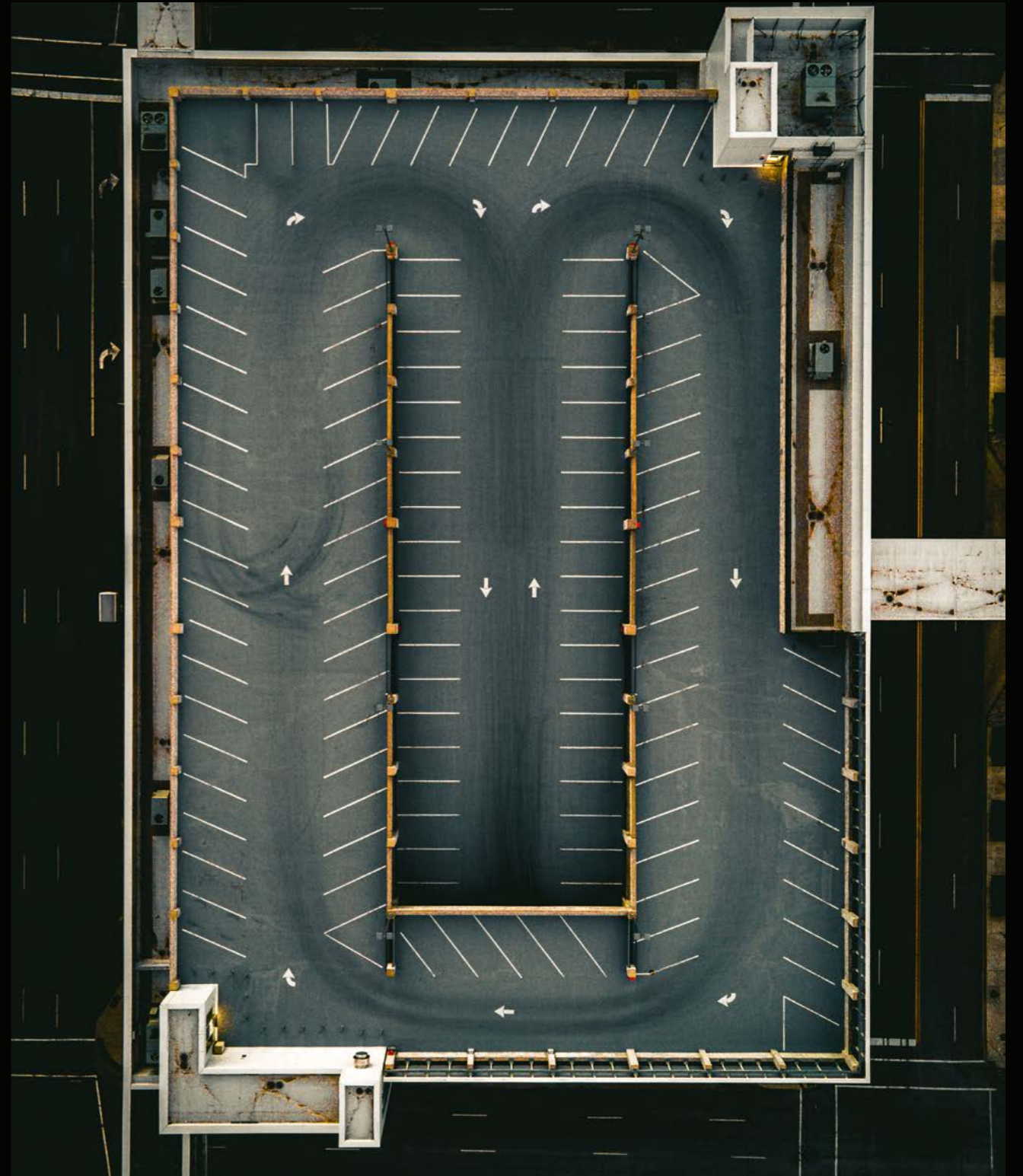


Photography, Editing



AERIAL





# LANDSCAPE

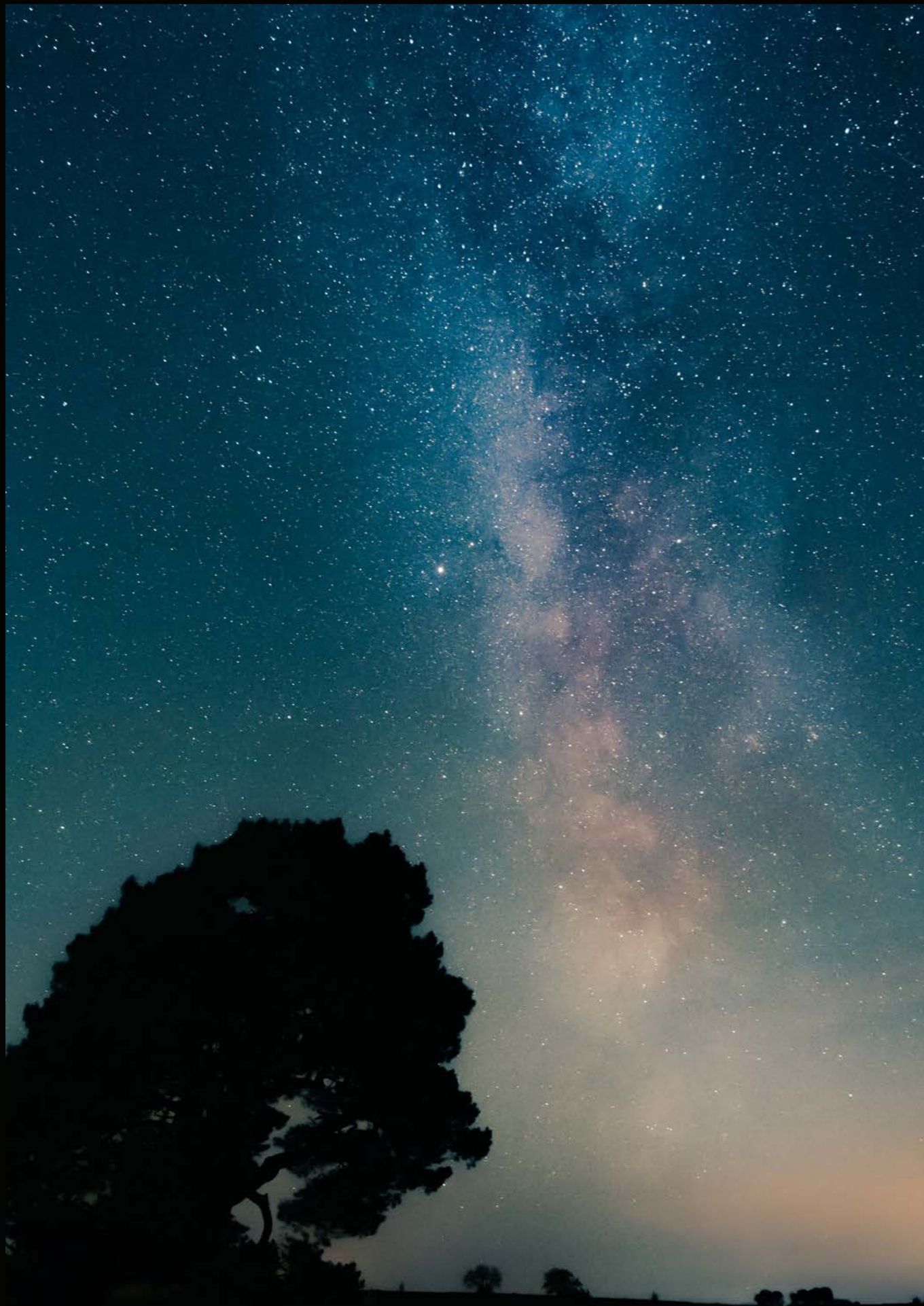


Photography, Editing



LANDSCAPE









## 04. CONTEXT

### *A lifestyle magazine*

Group project with:  
David Pedroza  
Denise Denora  
Martina Segalini

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Figma

2024

A magazine that showcases human health and overall well-being. "Context" suggests a comprehensive understanding of the various factors influencing an individual's lifestyle choices, including their environment, social dynamics, personal values, and aspirations. By choosing this name, the magazine signifies the importance of considering the broader context of one's life when striving for authenticity and healthier habits.

The layout of the magazine is unique because each article layout is inspired by concrete poetry and the binding is done by filo-refe binding.



Mar - 22032021

Vol. 1

Studio MDDR

9:41

Eat

Home Cooks Eat

The Joy of Culinary Exploration



Agricultural Backwards



Sun Exposure: Yes! but How?



Seasonal Eating

Context



# The Vitality of Movement

Daniel Levitin

In an era where screens dominate our attention and sedentary lifestyles prevail, the importance of physical movement cannot be overstated. Beyond physical health, regular activity is a powerful tool for reducing the risk of chronic disease, improving cognitive function, and boosting mental well-being. In this article, we explore the science of movement and how it can transform our lives.

**Enhances Physical Health**  
Regular physical activity is the key to a healthy body. It helps to maintain a healthy weight, reduce the risk of chronic disease, and improve overall health. Exercise also helps to reduce stress, improve sleep, and boost energy levels.

**Fosters Emotional Resilience**  
Movement serves as an outlet for emotional expression and stress relief. Whether it's jogging, yoga, or simply taking a walk, physical activity helps to clear the mind and foster a sense of calm. The rhythmic motion of exercise induces endorphins, which can help to reduce the risk of depression and anxiety.

**Boosts Mental Health**  
The benefits of movement extend beyond the physical realm; they profoundly impact mental well-being. Exercise triggers the release of endorphins, which are natural mood lifters. Regular activity has been shown to reduce symptoms of depression and anxiety, and it can help to improve cognitive function and memory.

**Cultivates Social Connections**  
Many forms of physical activity, such as group classes, team sports, and walking clubs, provide opportunities for social interaction and community building. These activities can help to reduce feelings of isolation and loneliness, and they can provide a sense of purpose and belonging.

**Improves Quality of Sleep**  
Regular physical activity is linked to improved sleep quality. Exercise helps to regulate the body's circadian rhythm, which can help to reduce the time it takes to fall asleep and increase the amount of deep sleep. This, in turn, can help to improve overall health and well-being.



# A Weekend Getaway on a Bike

Leslie Vogel

One of the most delightful adventures of a weekend is a cycling trip. It's a chance to explore new places, enjoy the outdoors, and get some exercise. Whether you're a seasoned cyclist or a beginner, a weekend getaway on a bike can be a truly rewarding experience.

There are many reasons why a weekend cycling trip is so appealing. For one, it's a great way to disconnect from the stresses of daily life and immerse yourself in nature. The fresh air and scenic views can be incredibly refreshing. Additionally, cycling is a low-impact exercise that can help to improve your cardiovascular health and burn calories.

Moreover, cycling fosters a sense of camaraderie among friends. Whether you're sharing a picnic or a beer, the shared experience of pedaling together creates a sense of bonding and community. It's a chance to enjoy each other's company and create lasting memories.

Additionally, the act of cycling itself can be meditative. The rhythmic motion of pedaling and the focus on the road ahead can help to clear the mind and reduce stress. It's a chance to be present in the moment and appreciate the beauty of the world around you.

Fun, therefore, a weekend getaway on a bike offers a new opportunity to explore the world and discover hidden gems. Whether you're a seasoned cyclist or a beginner, a weekend cycling trip can be a truly rewarding experience. It's a chance to enjoy the outdoors, get some exercise, and connect with friends. So, grab your bike and hit the road!

A cycling weekend getaway with friends is not just a leisure activity but a holistic experience that nourishes the body, mind, and soul. From the physical benefits of exercise to the mental rejuvenation of nature immersion, such excursions offer a powerful antidote to the stresses of modern life. So, gather your friends, dust off your bikes, and embark on an adventure that promises not just a weekend getaway but a journey towards wellness and vitality.



## Shake Your Body

### Solo Mission

In a world where scheduled downtime is a luxury, it's easy to let your calendar fill up with obligations. But when you're on a solo mission, you're the only one responsible for your own well-being. Research suggests that engaging in solo activities can significantly reduce stress and improve mental clarity. So, when you're on a solo mission, make sure you're taking care of yourself. It's not just about the physical; it's about the mental. You need to be able to handle whatever comes your way. That's why it's so important to stay on top of your health. Regular exercise, a balanced diet, and enough sleep are all essential. And don't forget to take breaks. It's easy to get caught up in the moment, but stepping back for a moment can help you see the bigger picture. You're not just a person; you're a professional. And you need to be at your best. So, shake your body, shake your stress, and shake your way to a better tomorrow.

## Save Your Sanity

### The Hangover

Whether you're embarking on a solo expedition or rallying your crew for a night of adventure, the power of a good night's sleep is often overlooked. It's not just about the physical; it's about the mental. You need to be able to handle whatever comes your way. That's why it's so important to stay on top of your health. Regular exercise, a balanced diet, and enough sleep are all essential. And don't forget to take breaks. It's easy to get caught up in the moment, but stepping back for a moment can help you see the bigger picture. You're not just a person; you're a professional. And you need to be at your best. So, shake your body, shake your stress, and shake your way to a better tomorrow.



## The Iceman's Method

### How we think

The Wim Hof Method, developed by Wim Hof, also known as 'The Iceman', is a wellness technique gaining global popularity. By combining specific breathing exercises, cold exposure, and meditation practices, it aims to enhance physical and mental well-being. The method gained traction through various factors: Wim Hof's personal feats, scientific research, and social media influence. It's not just about surviving; it's about thriving. The method shows promise and anecdotal evidence support its benefits, especially with underlying health conditions. Key steps include: 1. Breathing: Involves controlled hyperventilation to increase alkalinity in the body. 2. Cold Exposure: Gradual exposure to cold temperatures, such as ice water or cold showers, to build resilience. 3. Meditation: Mindset and meditation to foster mental clarity, focus, and resilience. Safety First: Prioritize safety by carrying a rescue compass or GPS device, as well as a first-aid kit. Check in with park rangers and local authorities before heading out with a trusted friend or family member. Embrace the Experience: Disconnect from technology and embrace the simplicity of outdoor living. Spend quality time with friends, share stories around a campfire, and marvel at the beauty of nature. By following these steps, you can enjoy a budget-friendly weekend backpacking trip with friends, filled with adventure, camaraderie, and unforgettable memories in the great outdoors.

In a world where convenience often trumps flavor, the art of cooking stands as a beacon of nourishment. Learning about food for health are not just richer, more fulfilling life.

### The Journey of Learning

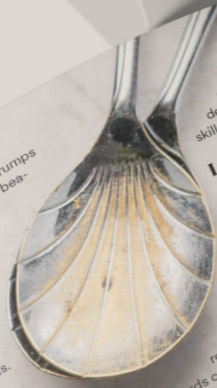
Embarking on a culinary journey is akin to unlocking a treasure trove of flavors, textures, and aromas. It starts with the basics: learning to chop an onion, season a sauce, or whisk together a batter. Each recipe attempted, there's an opportunity to expand one's culinary repertoire and knowledge. Cooking is a skill that rewards curiosity and experimentation. It's about understanding the interplay of ingredients, techniques, and cultural influences. From mastering the perfect omelet to crafting intricate pastries, there's always something new to discover in the world of cuisine.

### The Art of Experimentation

One of the most exhilarating aspects of cooking is the freedom to experiment. Whether it's adding a pinch of spice or substituting ingredients, every deviation from a recipe is an opportunity to personalize and innovate. Through trial and error, budding chefs can develop their palate, refine their techniques, and cultivate their own unique culinary style. Experimenting with food also fosters creativity and problem-solving skills. It encourages individuals to think outside the box, adapt to challenges, and embrace the unexpected. Even a kitchen mishap can lead to a delicious discovery, transforming a simple meal into a culinary triumph.

### Nourishment for Body and Soul

Beyond its creative potential, cooking plays a crucial role in promoting health and well-being. By preparing meals from scratch, individuals gain greater control over the quality and nutritional content of their food.



authenticity and a sense of creativity. Learning about cooking, experimenting, and understanding the benefits of food are not just skills but gateways to a richer, more fulfilling life.

### The Way We Eat

They can prioritize fresh, wholesome ingredients and minimize reliance on processed or unhealthy options. Moreover, cooking offers a sense of fulfillment and satisfaction that transcends the act of eating alone. There's a profound joy in sharing a homemade meal with loved ones, knowing that it was crafted with care and attention. It fosters connection, fosters community, and

strengthens bonds through the shared experience of food.

### The Benefits of Food Literacy

Learning about food goes hand in hand with promoting health and wellness. By understanding the nutritional value of different ingredients, individuals can make informed choices that support their dietary goals and preferences. Whether it's exploring plant-based flavors, experimenting with global cuisines, or honing culinary skills, food literacy empowers individuals to take control of their health. Moreover, cooking at home is often more economical and sustainable than relying on pre-packaged or restaurant meals. It reduces food waste, minimizes environmental impact, and fosters a greater appreciation for the resources that nourish us.

## The Joy of Culinary Exploration

Ananya Patel



Studio MDDR

Vol. 1

# Context







# 05. APAX

## A Type Specimen Book

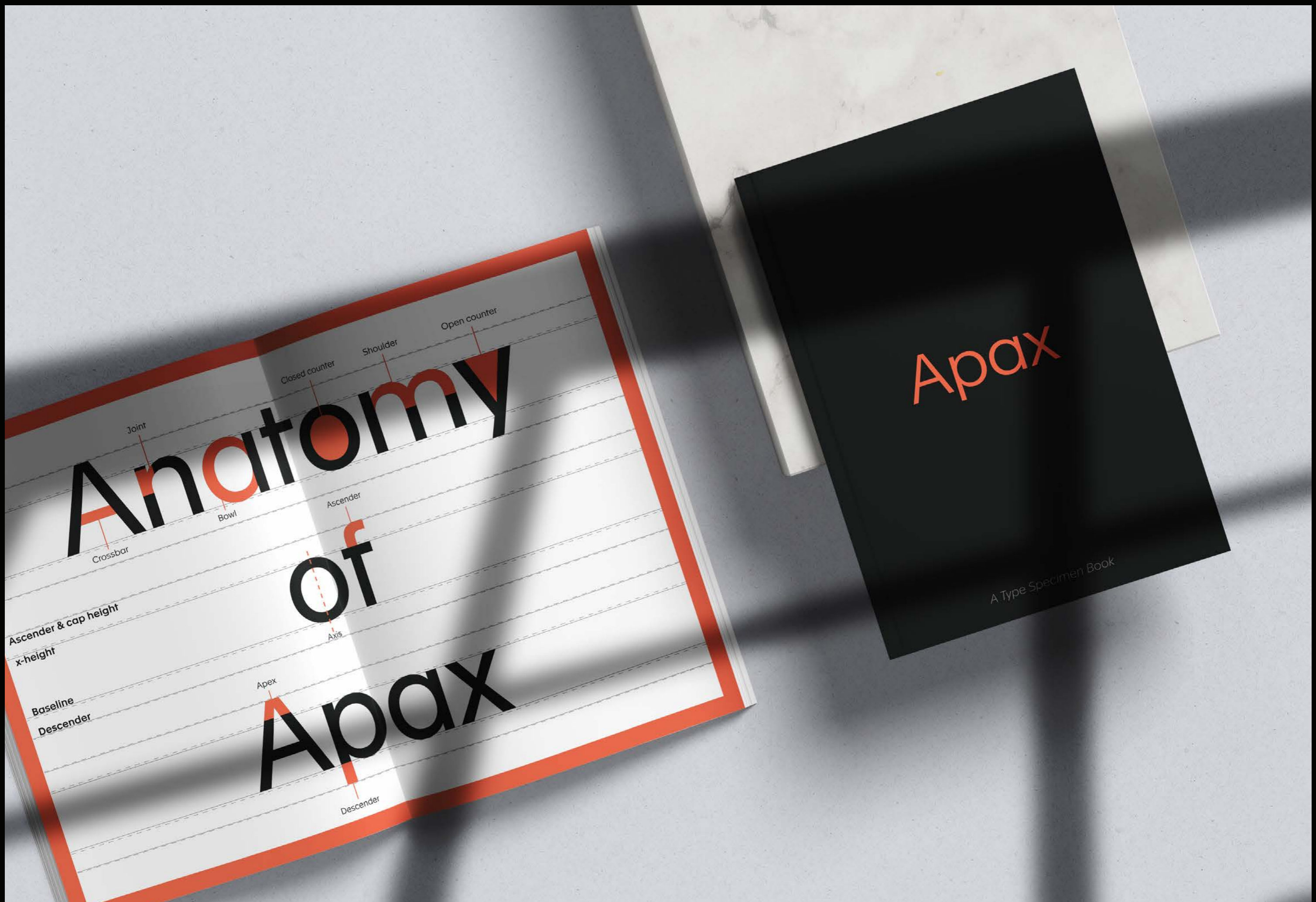
Individual project for  
SPD

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign

2023-2024

An APAX type specimen book. APAX, a typeface from Optimo Type Foundry, was made by François Rappo, who has designed many unique and well-crafted typefaces. Considering APAX is a modern & geometric typeface, I want to show and highlight the features that APAX has by creating every page unique and simple to understand, with a creative twist, and a little bit of fun. Using mainly only three colors - black, white, and orangy-red - makes the book look modern, and the orangy-red brings attention and contrast.





Joint  
Crossbar  
Bowl  
Closed counter  
Shoulder  
Open counter  
Anatomy

Ascender  
Axis  
of

Apex  
Descender  
Apax

Ascender & cap height  
x-height

Baseline  
Descender

Apax

A Type Specimen Book

# FONT ANATOMY

## Apax Quirks

Asymmetrical caps bars

Stem-arm-leg connection

Short ascenders

Short descenders

Bisect tail

Cap height = ascender height

ft k p j

ld o m n

Thin

Light

Regular

Medium

Bold

*Superbold*

*Superbold Italic*

*Bold Italic*

*Medium Italic*

*Regular Italic*

*Light Italic*

*Thin Italic*

RRRRRRR

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CCCCC

UUUUUU

VVVVV

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EUPHORIA RAVE FEST

**EUPHORIA**  
**RAVE FEST**

TICKETS AVAILABLE FROM **15\$**

**// ARTISTS LIST**

Armin van Buuren  
Carl Cox  
Skrillex

Deadmau5  
Daft Punk  
Underworld

Paul van Dyk  
Bassnectar  
Paul Oakenfold

**CAMPING AREA**  
**LIVE MUSIC**  
**FREE PARKING**

**// SPECIAL GUEST**  
**THE PRODIGY**

**20-24 JULY**

Rave music characterized by its high energy, repetitive beats, synthesized melodies, and often features elements of techno, house, trance, acid house, and breakbeat. Rave music is designed to be played loud and to create an immersive, euphoric atmosphere, often associated with all-night dance parties known as raves.

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

**EXPLODE**

HIGH-SOUNDING LANGUAGE WITH LITTLE MEANING

23.92.09

N° 78.023



# APOLLO

APOLLO IS OF  
MYTHOLOGY,  
HEALING, AND  
HANDSOME  
ASSOCIATION

ODS IN GREEK  
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6.541

APOLLO WAS  
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E THE FUTURE

.7594°

## THE GOD OF SUN



# FARINA

*Caffe Italiano*

## **06. FARINA** *An Italian Café*

Personal project that turned out as an actual project.

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign

2021-2022

FARINA is an Italian café/bakery in Latvia, but it's still under construction. A café/bakery, coffee shop, and simply a lovely place to enjoy fresh food, pasta, and coffee in Italian style. It's not just a bakery or coffee shop; it's a place where people can rest, release stress, and feel like they are on holiday.

I got an opportunity to create a brand identity at the first stage. Later on, the owners liked my work and continued to work and create many more brand assets, for example, product packaging, a facade, working uniforms, etc.

**FARINA**  
Caffe Italiano



L'APPETITO VIEN MANGIANDO



FARINA

**FARINA**  
Caffe Italiano



E ORA SI MANGIA





# FARINA

*Caffe Italiano*

Open

9:00

Closed

20:00

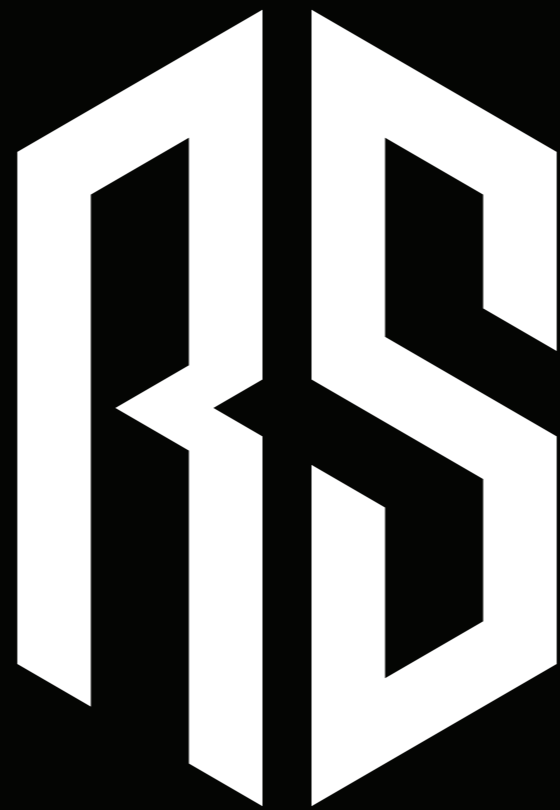
PASTRIES BAR SPRITZ  
RESTAURANT LUNCH  
COFFEE PASTA PIZZA











RIHARDSSERGIS