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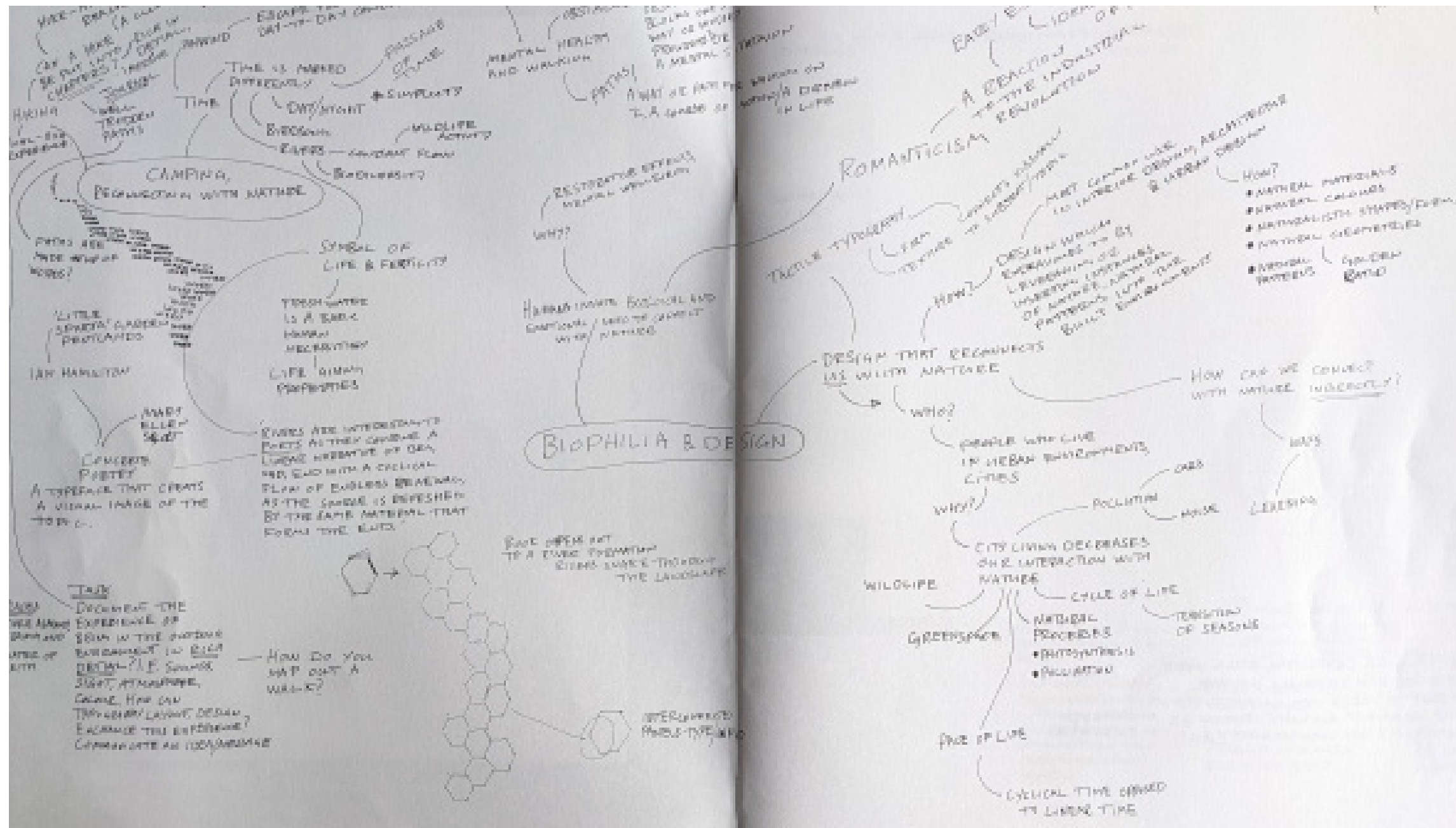
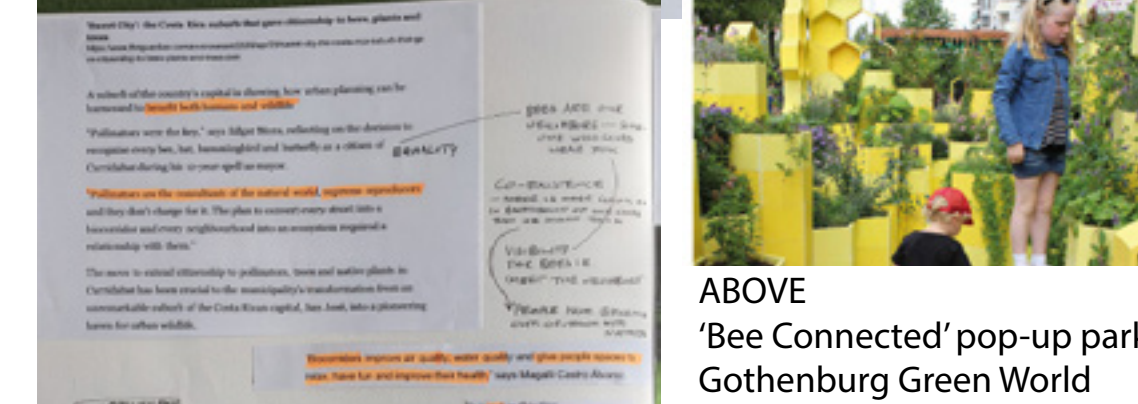
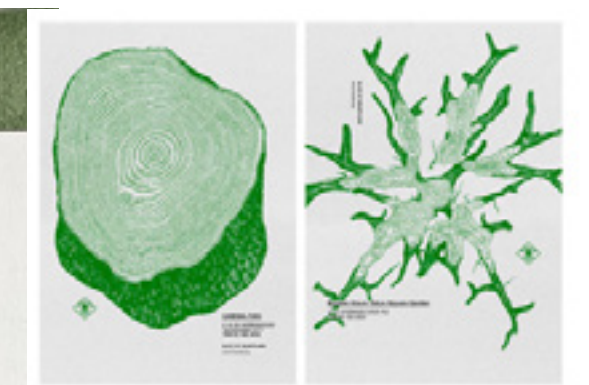
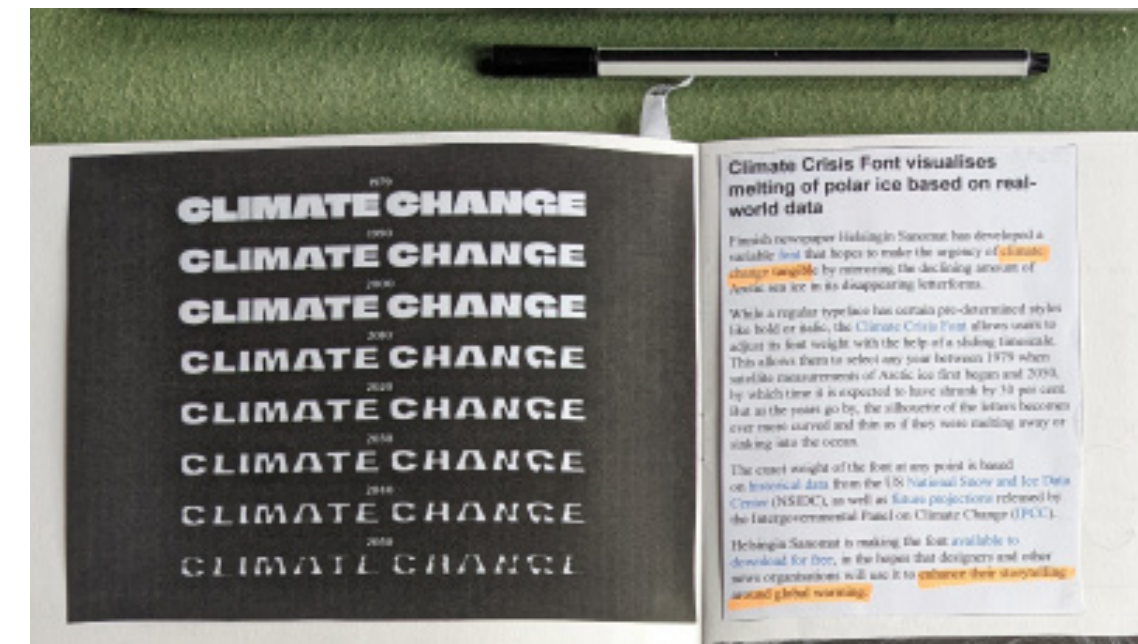
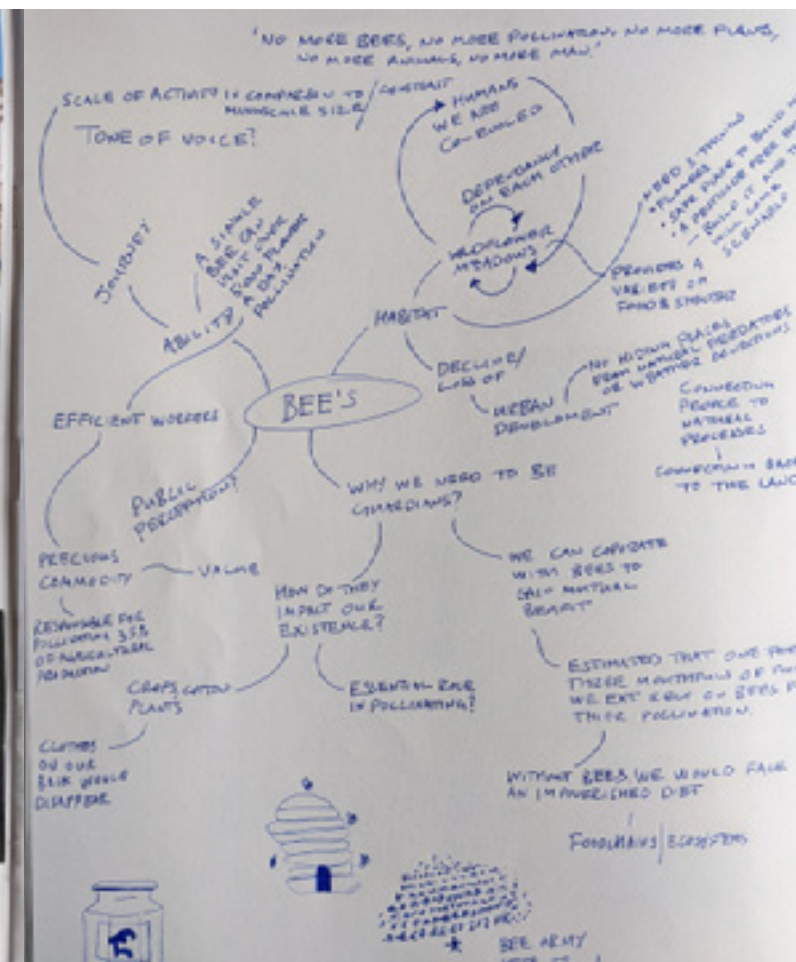
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Life Drawing

Brief: Biophilia
ISTD Student Brief 2021

Create a typographic piece that provides an indirect biophilic experience, for an audience that does not have direct access to nature i.e people who live in dense urban environments.

In response to the brief, I researched the bee crisis and how it affects our everyday relationship to nature and our own mental health and well being. I created 'A voice for bees' which sets out to educate and raise awareness about the significant contribution these creatures make to our existence.

TOP - BOTTOM
'Slice of Heartland' Arata Kubota, 'Sea Poppy 2' IHF, Infinity symbol
ABOVE
'Bee Connected' pop-up park, Gothenburg Green World



Bee Manifesto
I created this manifesto to support the issues affecting the bee crisis, it sets out to distill a movement that prioritizes nature, natural habitat and co-existence. The content educates the viewer about the importance of natural processes i.e. pollination and the significant role these play within our daily lives.

Bespoke Typeface
A voice for bees, the humble bee is the unsung hero. This typeface is designed to give a visual presence to the bee crisis, elevating the issue to the wider public while educating the viewer, with the hope the public begin to take notice and action.

A Voice for Bees

Manifesto

It is now clearer than ever how vital nature and our wildlife are to all of us.

During the pandemic the natural world has been a lifeline to so many of us. We depend on nature, for our food and our physical and mental wellbeing, and even for our future prosperity. But nature is in trouble. The bees, our essential pollinators, are facing a crisis, the UK alone has seen 13 bee species become extinct since the 1900's and a further 35 are now on the threatened species list.

What's killing the bees?

Climate change

Spring flowers are now blooming earlier in the season, reducing the chances a bee has to feed off their vital pollen, furthermore bees are more likely to emerge before or after the season when this ample forage is available

Loss of habitat

97% of our vital grasslands have been lost in the past 60 years due to urbanization and industrial expansion, this pushes the bees off their natural habitat, which causes changes to their foraging and mating behaviours.

These losses will continue to gather pace if we don't do things differently. So, we need you to reconnect with nature, we only need one plan ... so what are you waiting for? find out more @ beecrisis.org



Brief: Biophilia
ISTD Student Brief 2021

Poster Campaign

These posters are positioned in dense urban environments, the positioning and messaging in itself highlights the contrasting relationship the man made world has to that of the natural world, for the times we live in now.

Stickers

I designed these stickers as another way to reach the audience. The pavement sticker has the messaging 'Thrive' which is a shortened version of 'We Thrive, When Bees Thrive' and has a QR code which would link to a website detailing more info about the bee crisis campaign. The second references the 'Home' installation project, which is designed to regenerate inner city wildlife habitats and green spaces.

'Bee Happy' Gift Pack

Designed as a gift pack to help others reconnect with nature, health and wellbeing. Each pack contains wildflower meadow seeds for attracting bees to your garden and instructions on how to create a diy bee hotel.





'Home'
Bee Hotel Proposal

Build it and they will come. Bee hotels are essential if we are to fight the bee crisis together. They provide vital shelter and foraging opportunities which are simply naturally no longer abundant due to habitat fragmentation and changes in our climate.

Our cities need bees. without them the ecological impact would be devastating. A single bee colony can pollinate 300 million flowers each day. Simply put, no more bees, no more pollination, no more plants, no more animals, no more man.



Reeds, bamboo canes and hollow stems of different diameters provide ample nesting holes for bees.



We thrive, when bees thrive

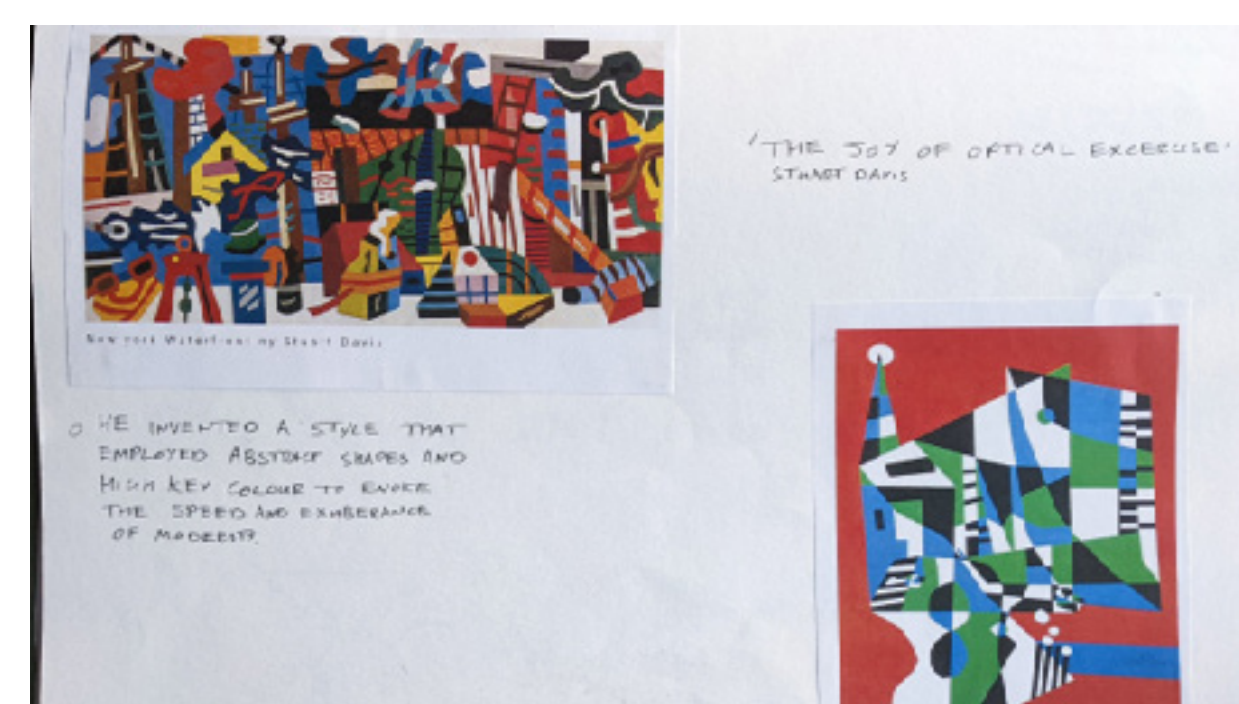
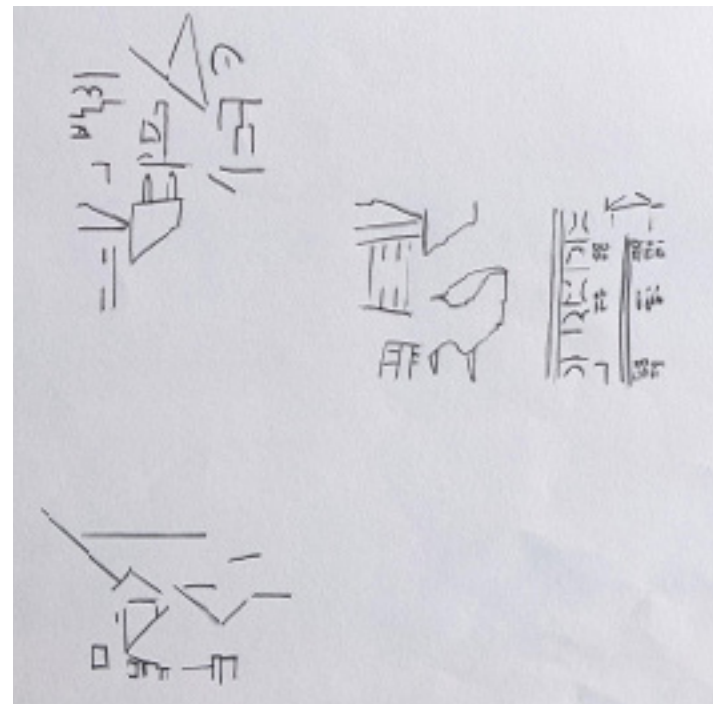
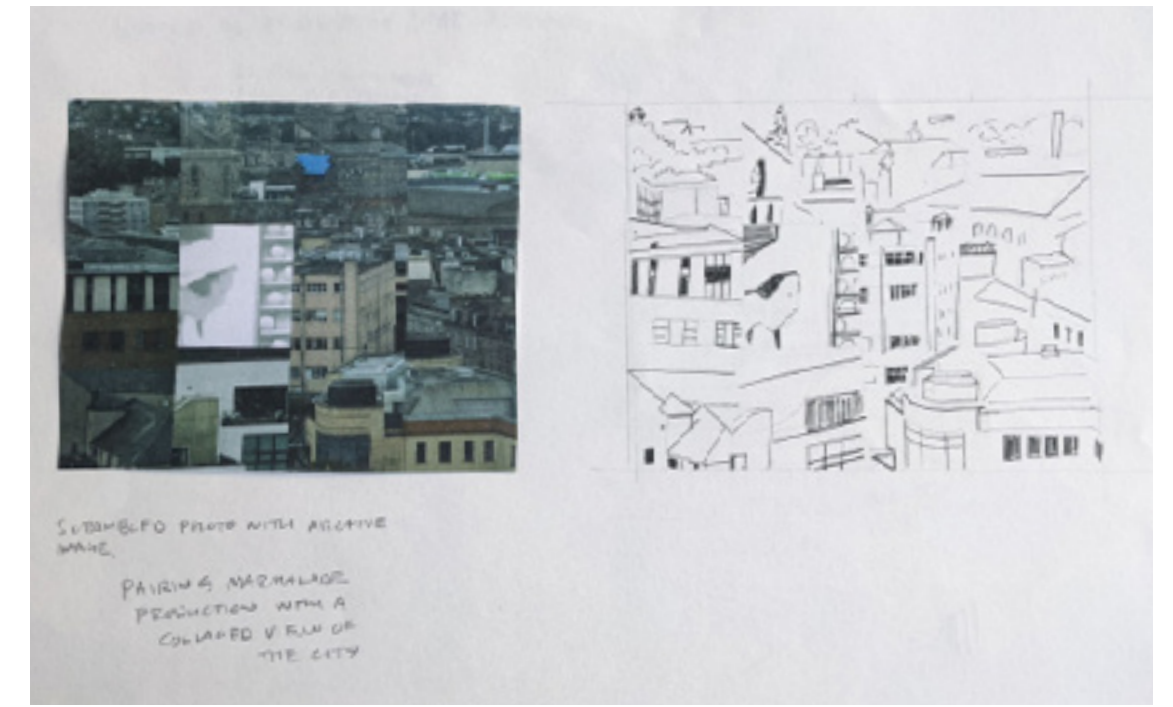
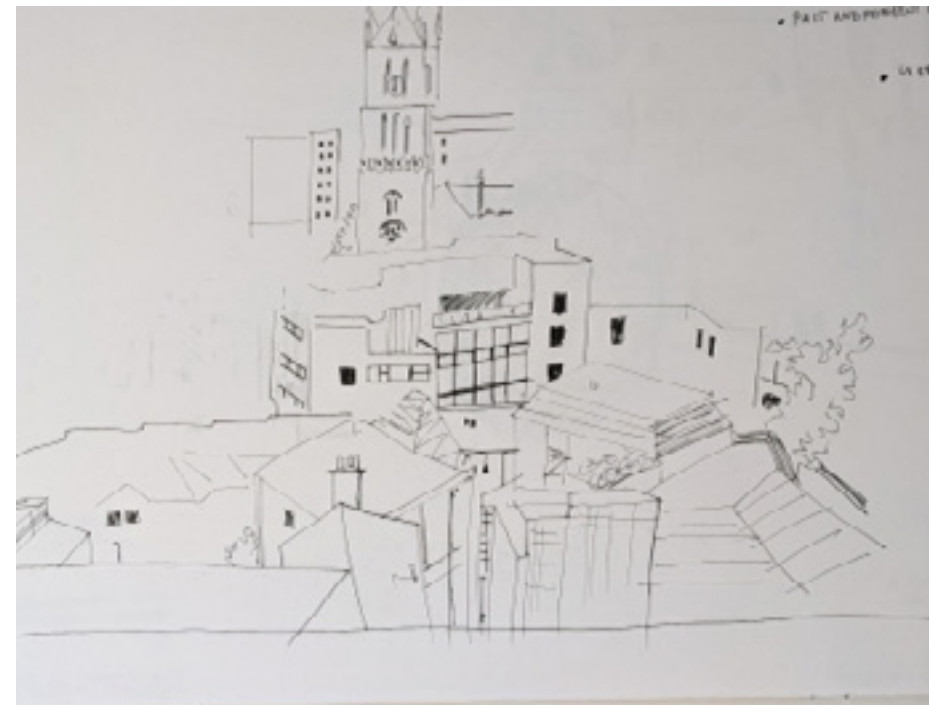
Places that are good for pollinators are good for people too. We share a bee's need for varied, natural green spaces and the essentials such places provide, such as clean air and water. Stop bee habitat loss by welcoming bees into your garden. Creating a habitat for bees will help you reconnect with nature, allowing you to slow down and take notice of the changing seasons, giving you a sense of calm in an ever busy, fast moving world.

Brief: Dundee 'One City
Many Discoveries'
HND Y2 Computer Arts and Design
(Digital) 2019

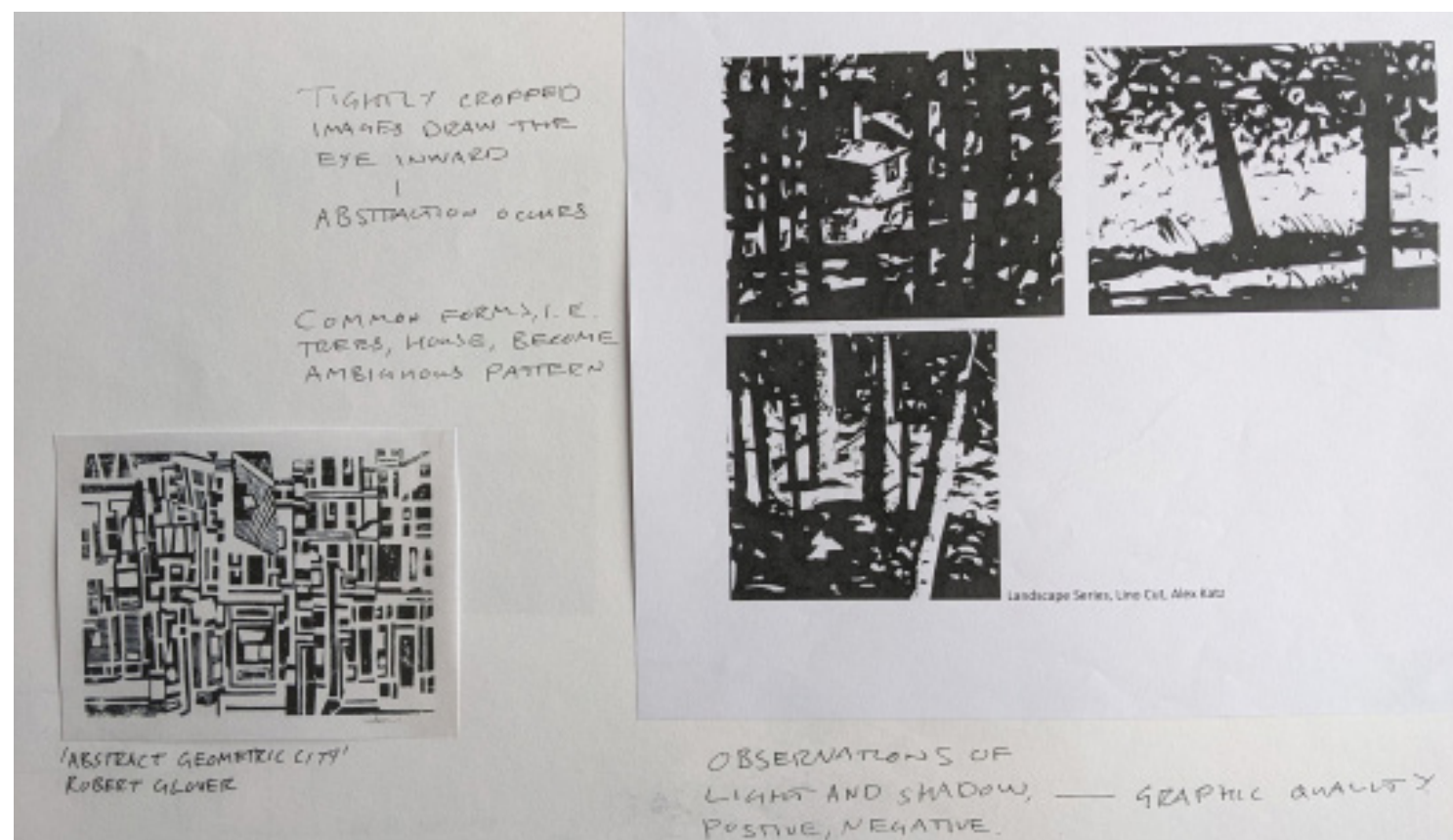
Dundee has long been known for its industrious past, an epicenter for trade and industrial manufacture, for example its jute industry and seaport trading. These industries leave an indelible mark on the city and the minds of those that visit or pass through it. The challenge for this project was to counter these preconceived ideas of place, and to show the audience there is more to the city than they initially thought.

Development

This project was informed by observational drawings done in situ at the Top of the Tower Cafe, Dundee. This vantage point allowed me to observe the architectural landscape of the city, old and new. I took this forward into development, by seeing the city as a collage of old and new, past and present, I was able to abstract familiar images of Dundee into a new graphic language, one which spoke to a new audience.



Stuart Davis, Paul Catherall and Robert Glover. Their approach to abstraction, simplifying forms and use of bold colors influenced my final collage technique



Brief: Dundee 'One City
Many Discoveries'
HND Y2 Computer Arts and Design
(Digital) 2019



Brief: Kinetic Typography
HND Y1

GREAT SPEECHES

Select a 30 second segment from a historic speech and create an animation of the words being spoken.

Visuals should be composed of words animated in sync with the speech, fleshed out with textured backgrounds, illustrations and effects sympathetic to the content. In addition create an audio 'bed' for the speech - combination of music, ambient sounds and sound effects.

BACKGROUND

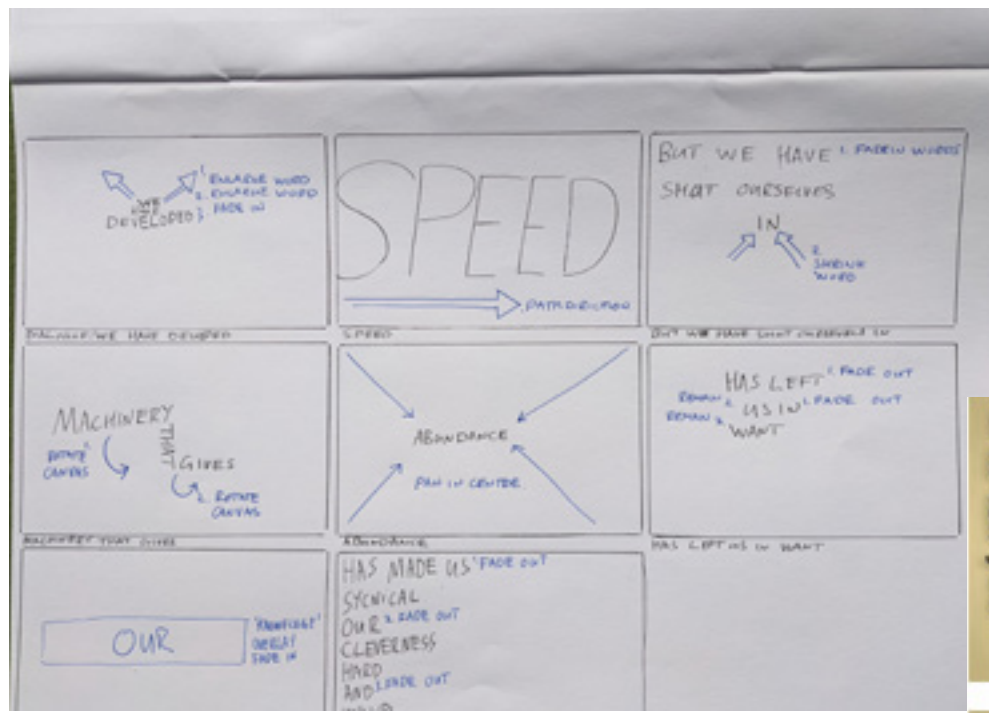
The Great Dictator is a 1940's American satirical comedy-drama, the film is a satirical take on Adolf Hitler and Nazism. Chaplin portrayed a Jewish barber who is mistaken for a tyrannical dictator. He plays up the charade and ultimately gives a speech in which he calls for peace and compassion. In a dual role, he also played the fascist dictator, modeled after Hitler.



'Greed has poisoned men's souls,'

'We think too much and feel too little.'

Extract from 'The Great Dictator' film starring Charlie Chapman, 1940.



But we have lost the way

has poisoned mens Greed soul

'Mad As Hell!' Kinetic Typography
Aaron Leming

I don't have things are to tell you

Everybody's or of their out scared work losing of

The dollar buys a nickel's worth, job.

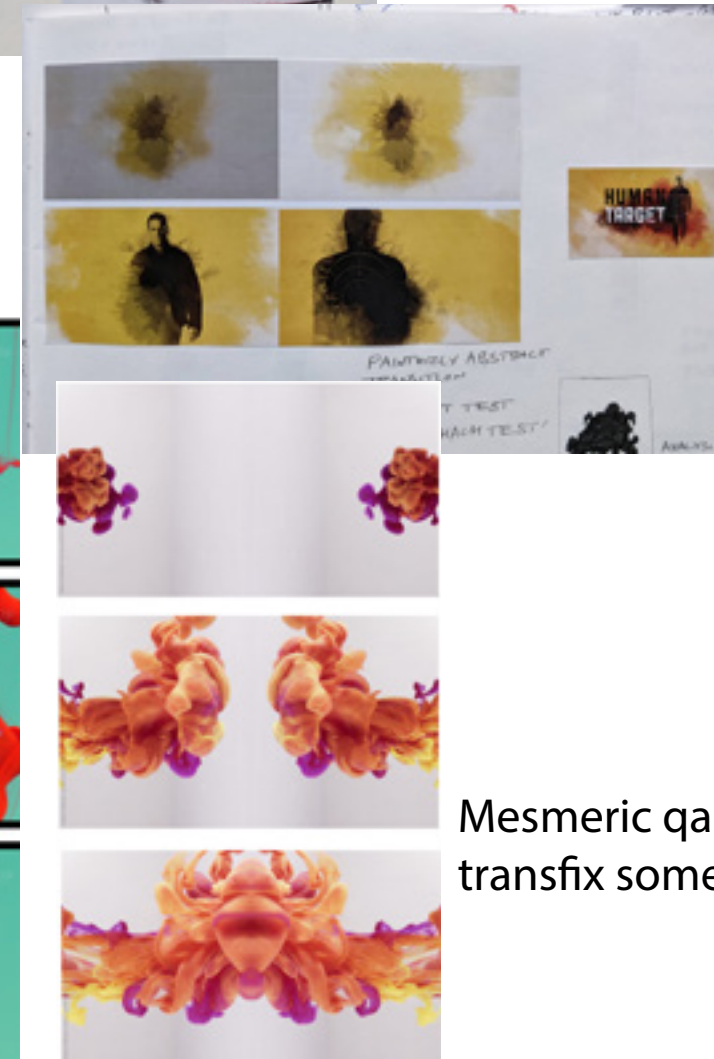
Storyboards exploring visual impact, how words fill the frame, giving words emphasis within a narrative.



Title sequences 'By Any Means', 'Human Target', 'Castle Rock'

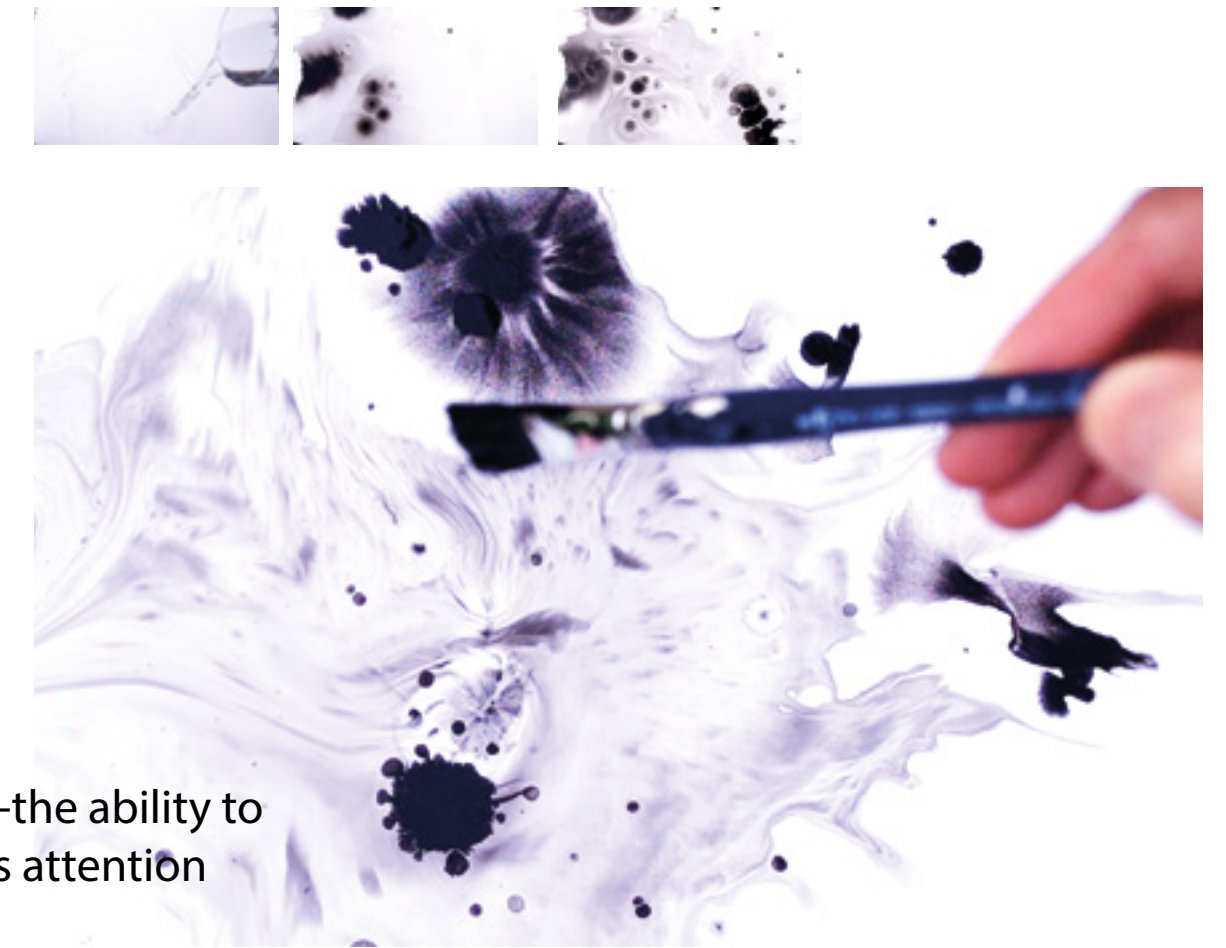


'Abstract Video Of Ink Spilled In Water' Jovana Milanko



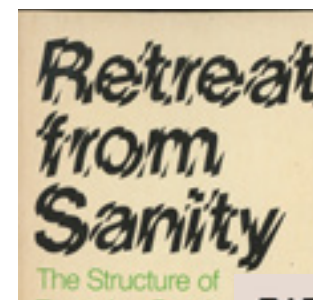
'Kaleidoscope Of Abstract Ink Clouds In Water' Robert Kohlhuber

Experiment using ink and water. Here, I wanted to create a sense of progressive growth, as the speech unfolds so does the form of the ink blots, seeping into something bigger by the end.

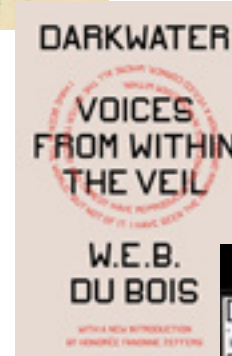


Mesmeric quality - the ability to transfix someone's attention

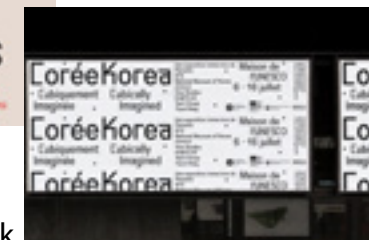
[Final Work - Dropbox Link](#)



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Font-Dios

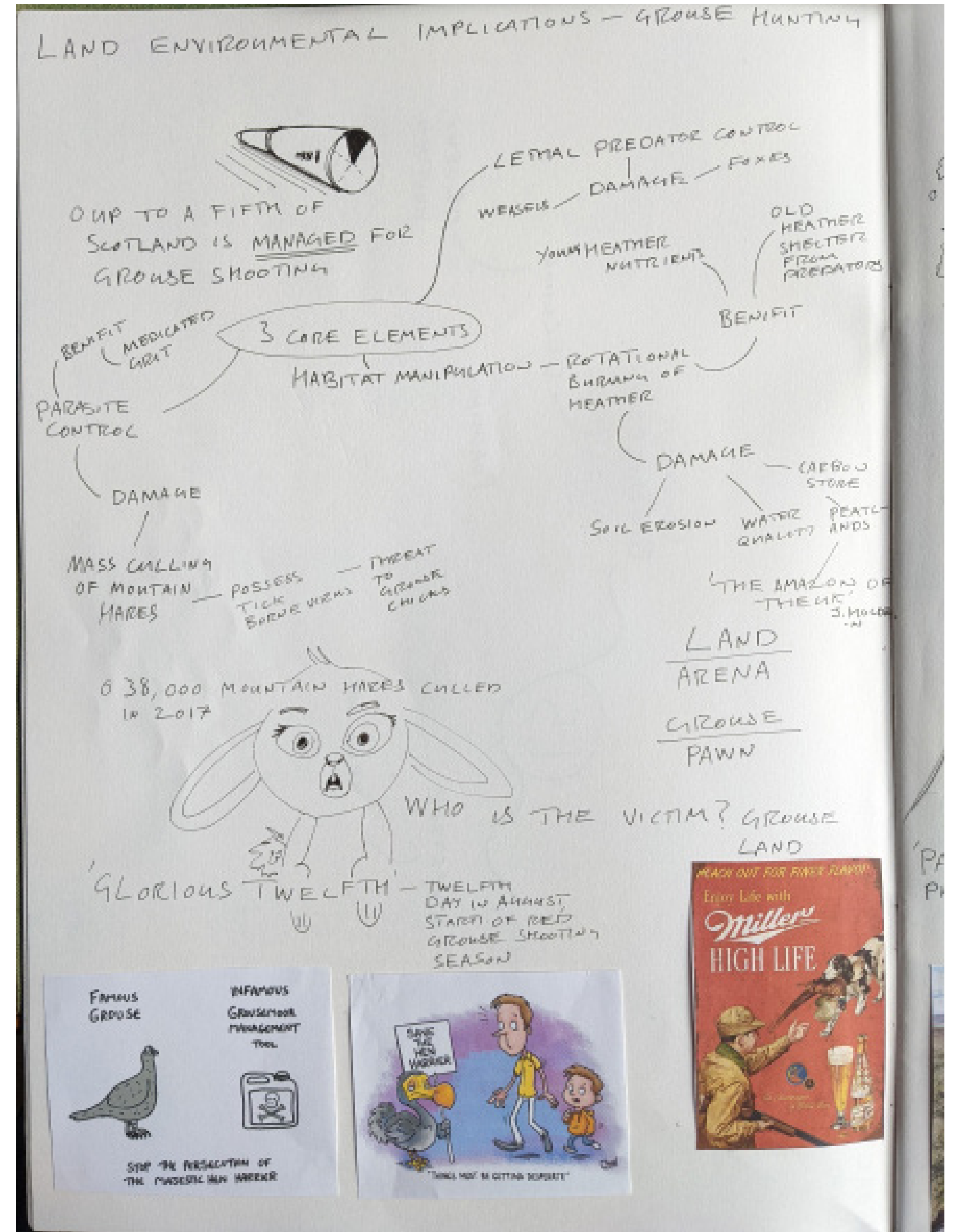
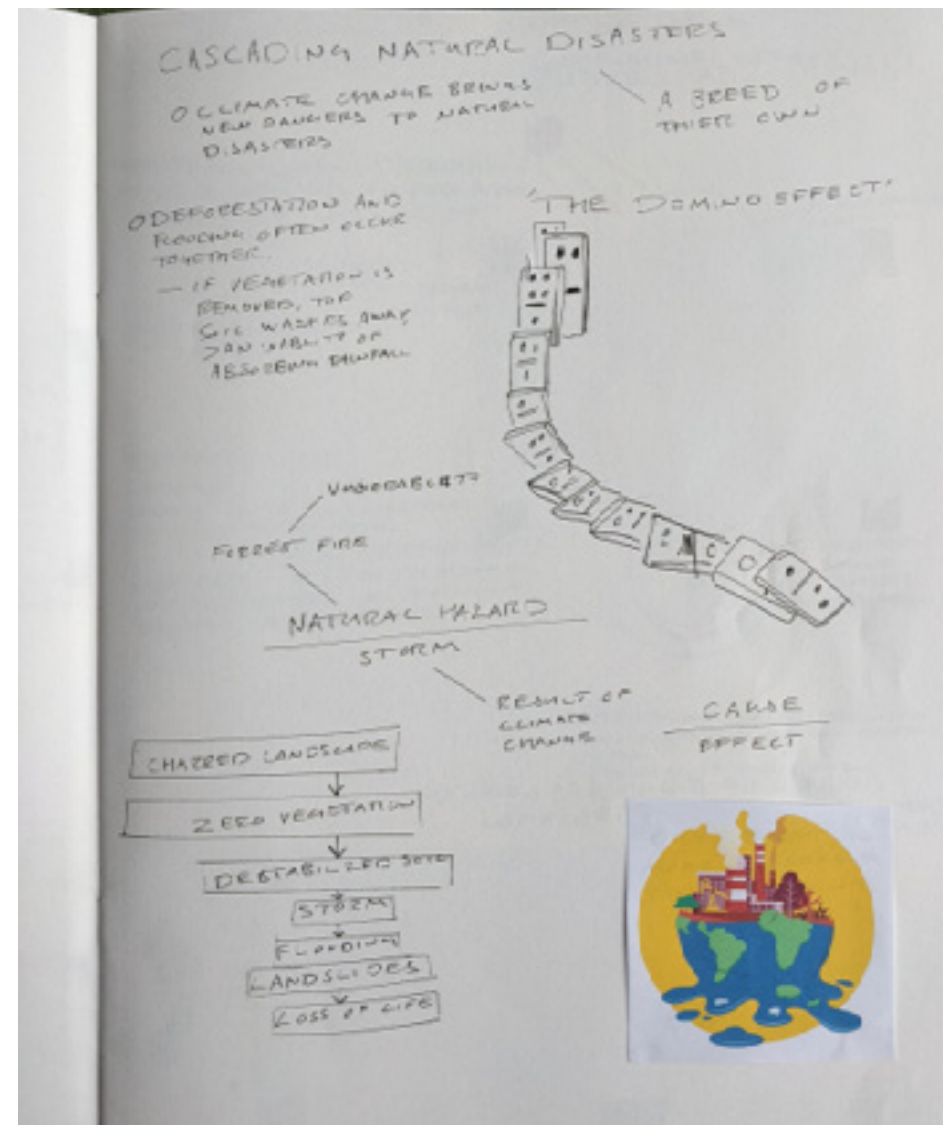
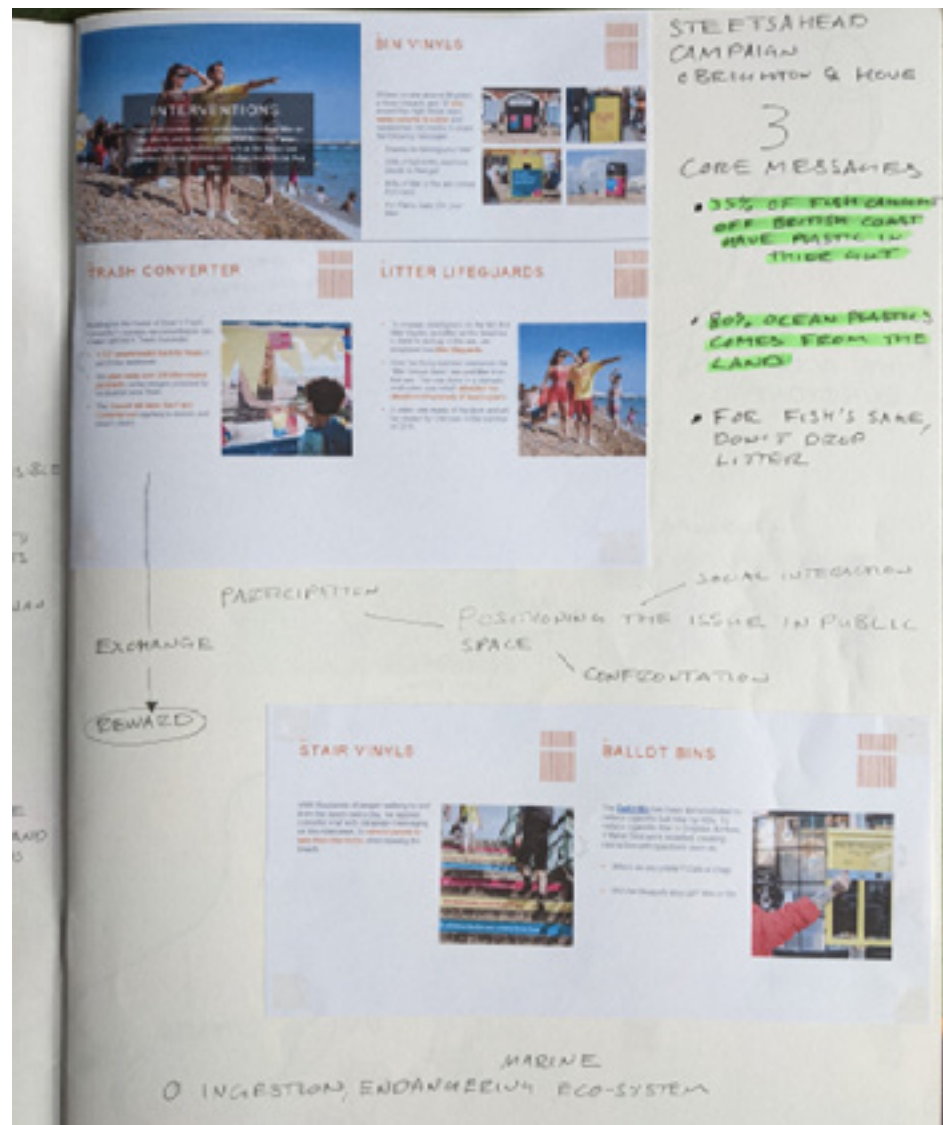


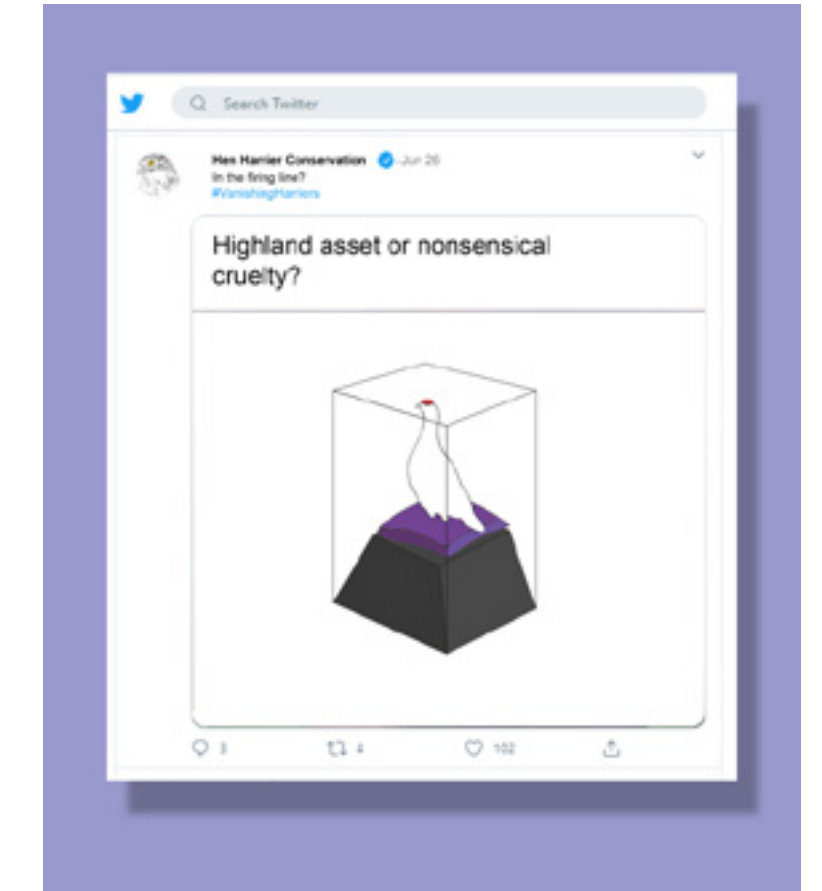
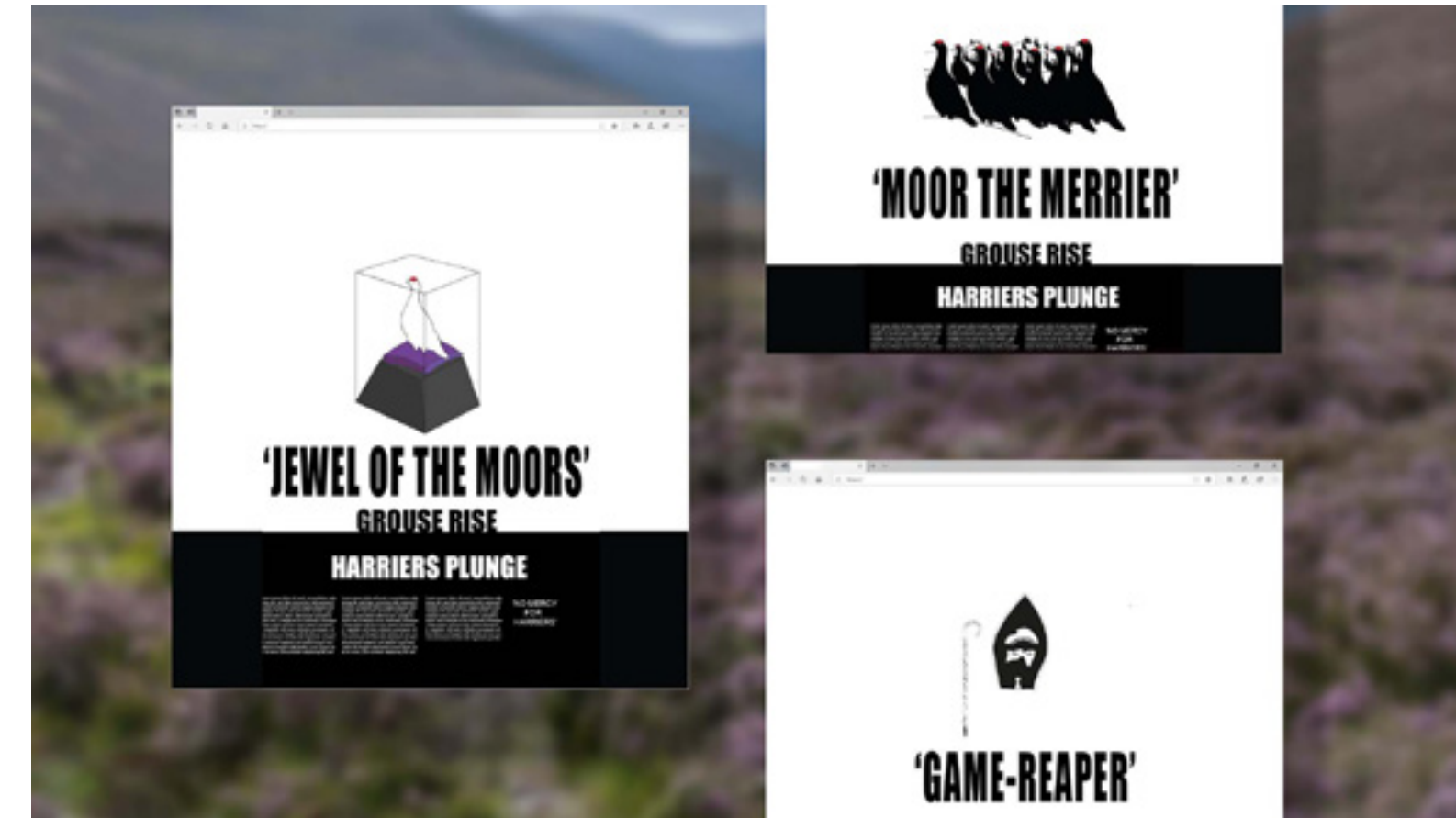
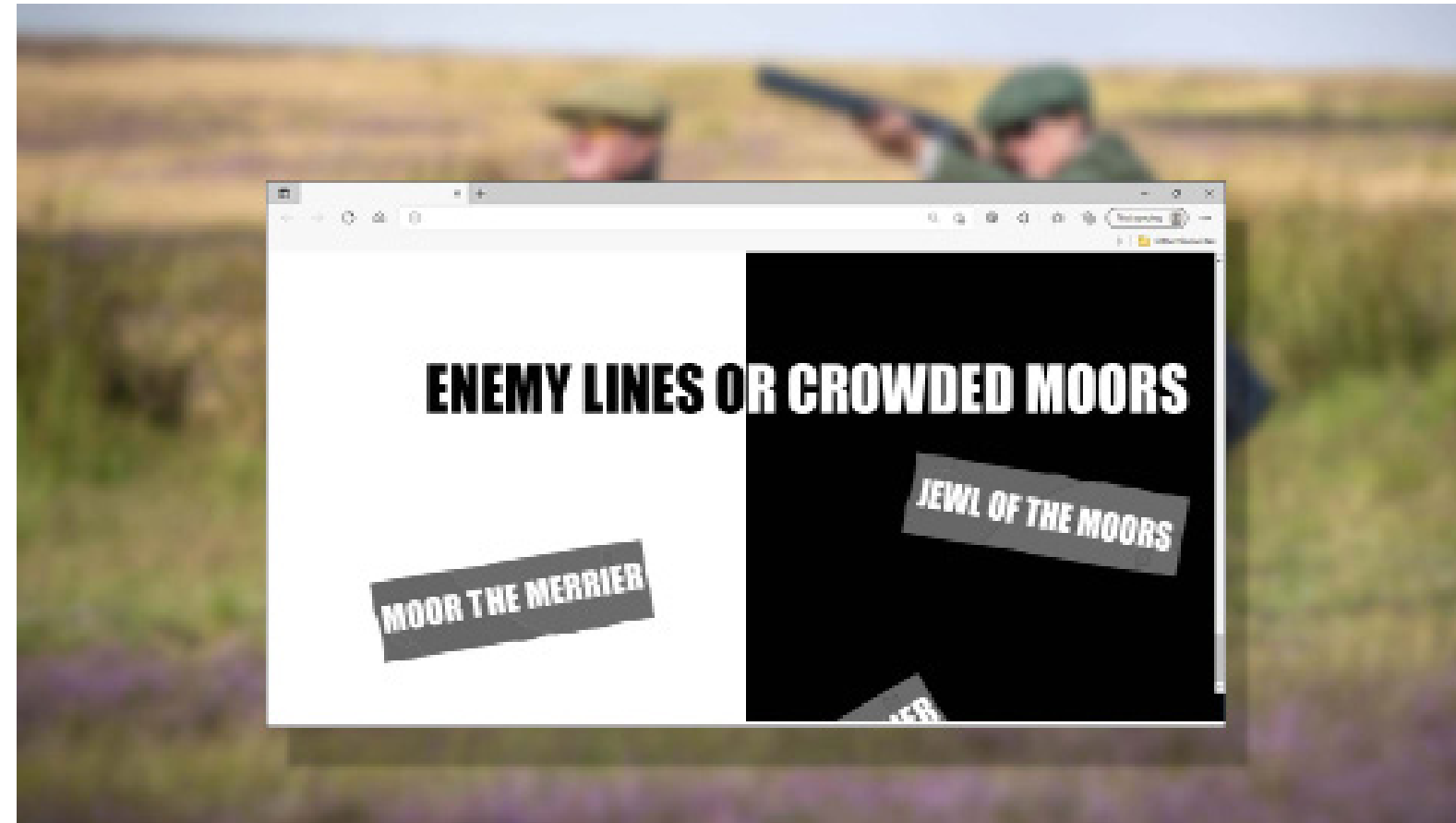
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Brief: Life on Land, UNESCO Sustainable Development Goals HND Y1 Graded Unit 2018

In response to the brief, I researched the implications facing our Scottish biodiversity in relation to land management for the act of grouse shooting. I explored how divisive the issue is, from a number of viewpoints.

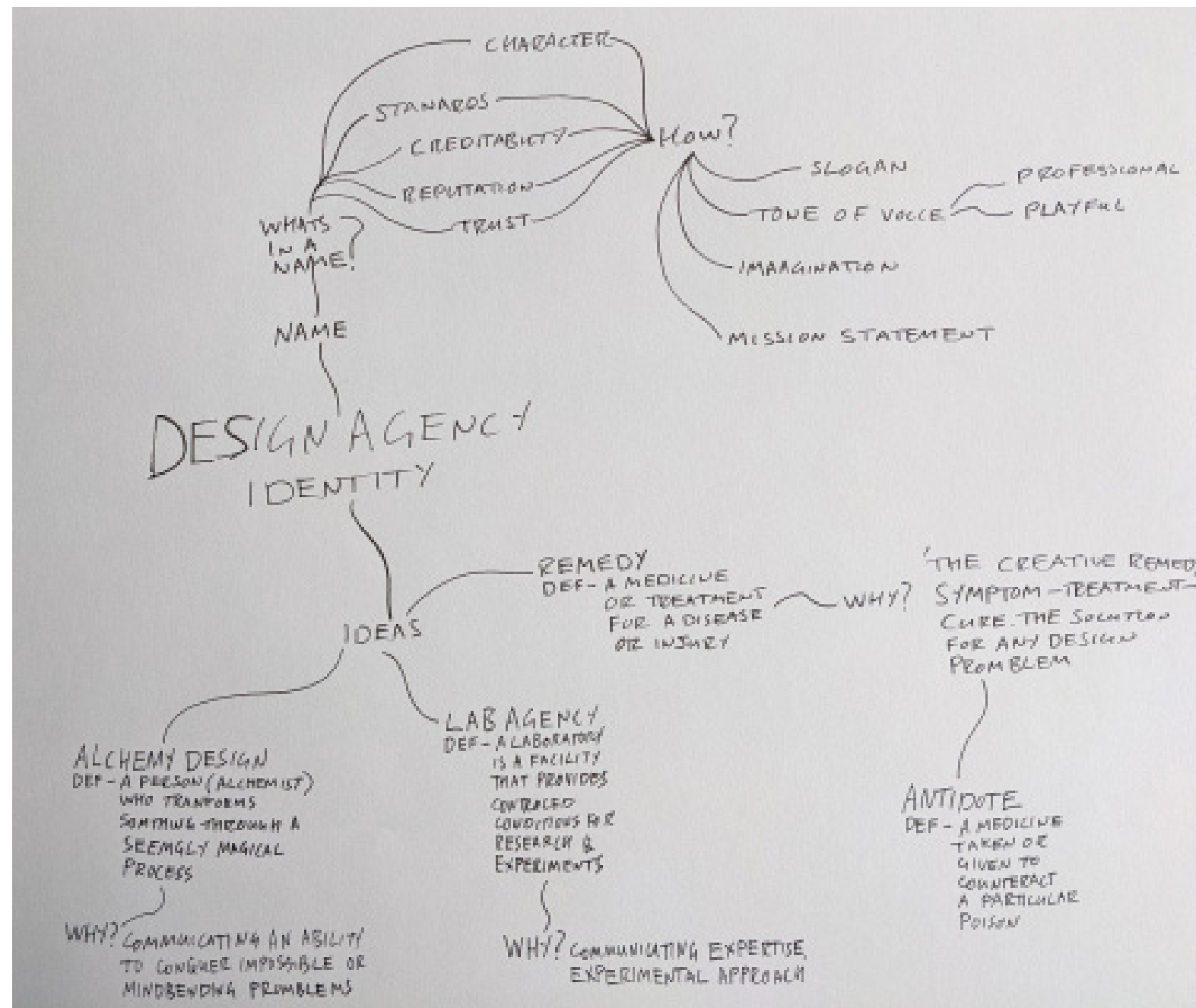




Brief: Identitiy
 HND Y1 Computer Arts and Design
 (Digital) 2018

Design agency branding - Aim to create a brand identity consistent across all of the following materials: logomark, wordmark, palette, fonts, business cards, promo posters, website. Identitiycards, website.

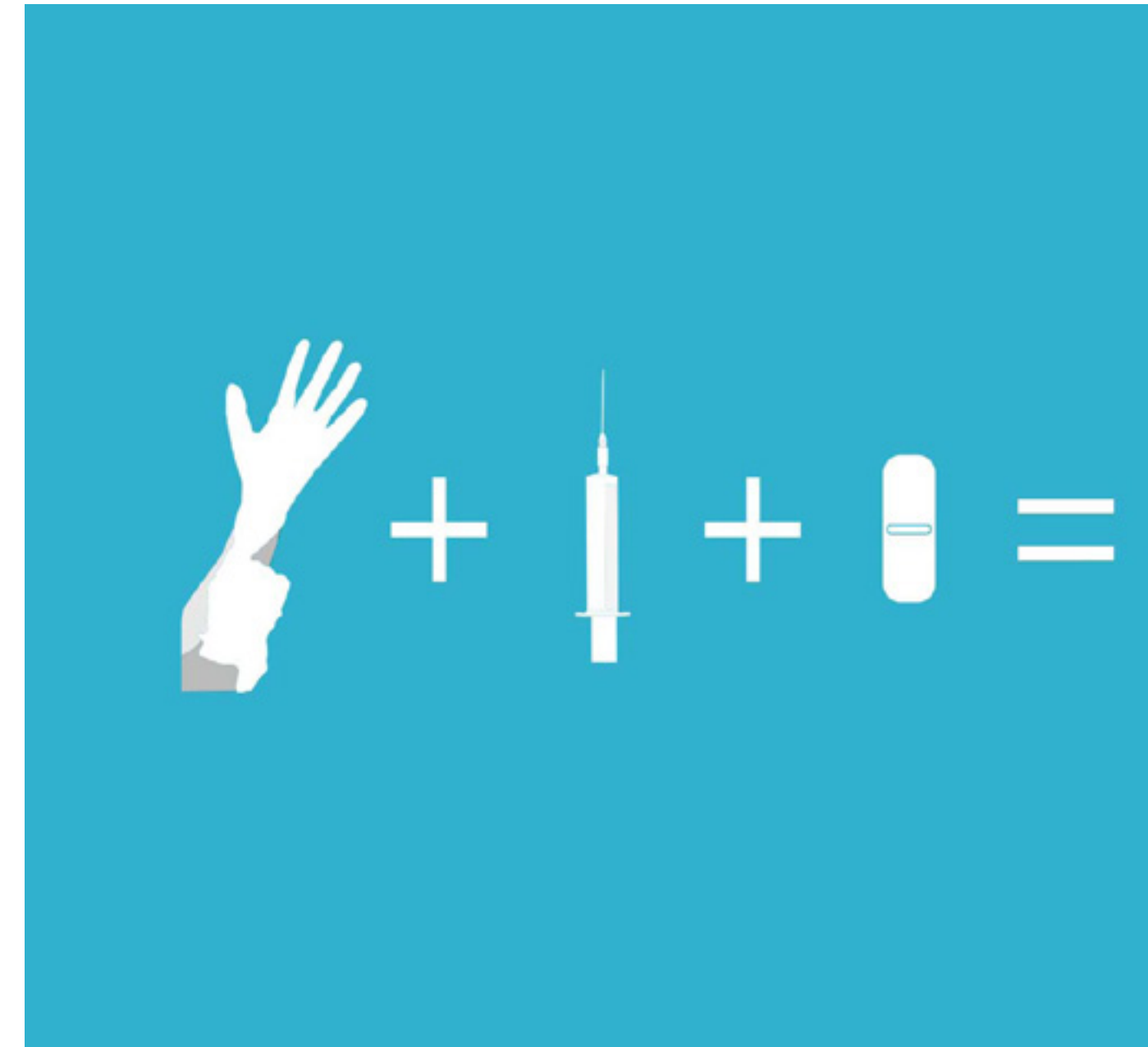
Development
 I explored what makes up the ingredients of a brand, how a brand should look, what it should communicate. My intent was to design a brand that was not commonplace, predictable. Conceptually, the final work is more subversive, niche, my intent was to linken the design process to that of medicine, a patient or client has a problem/symptom -diagnosis -treatment -solution.



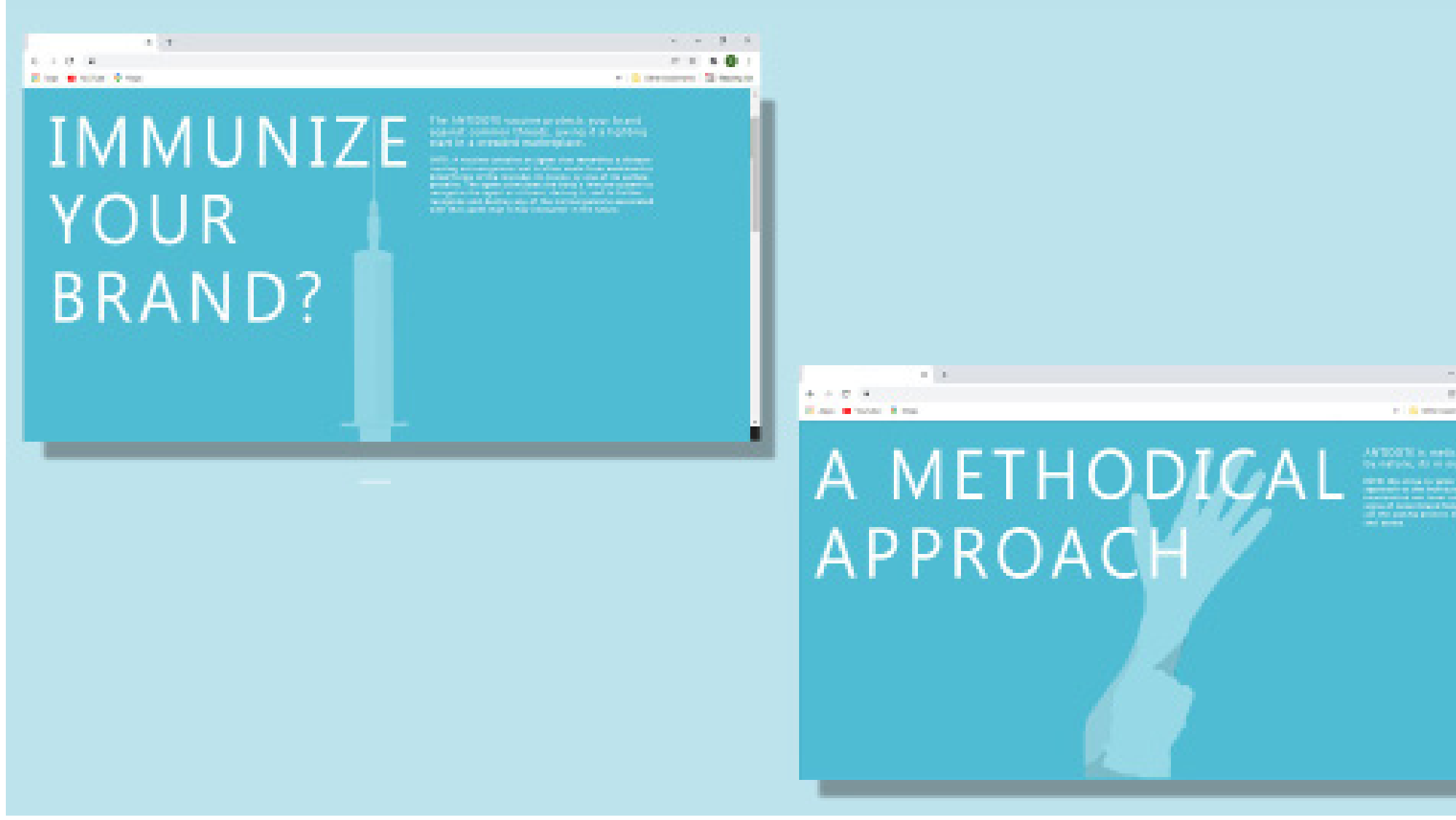
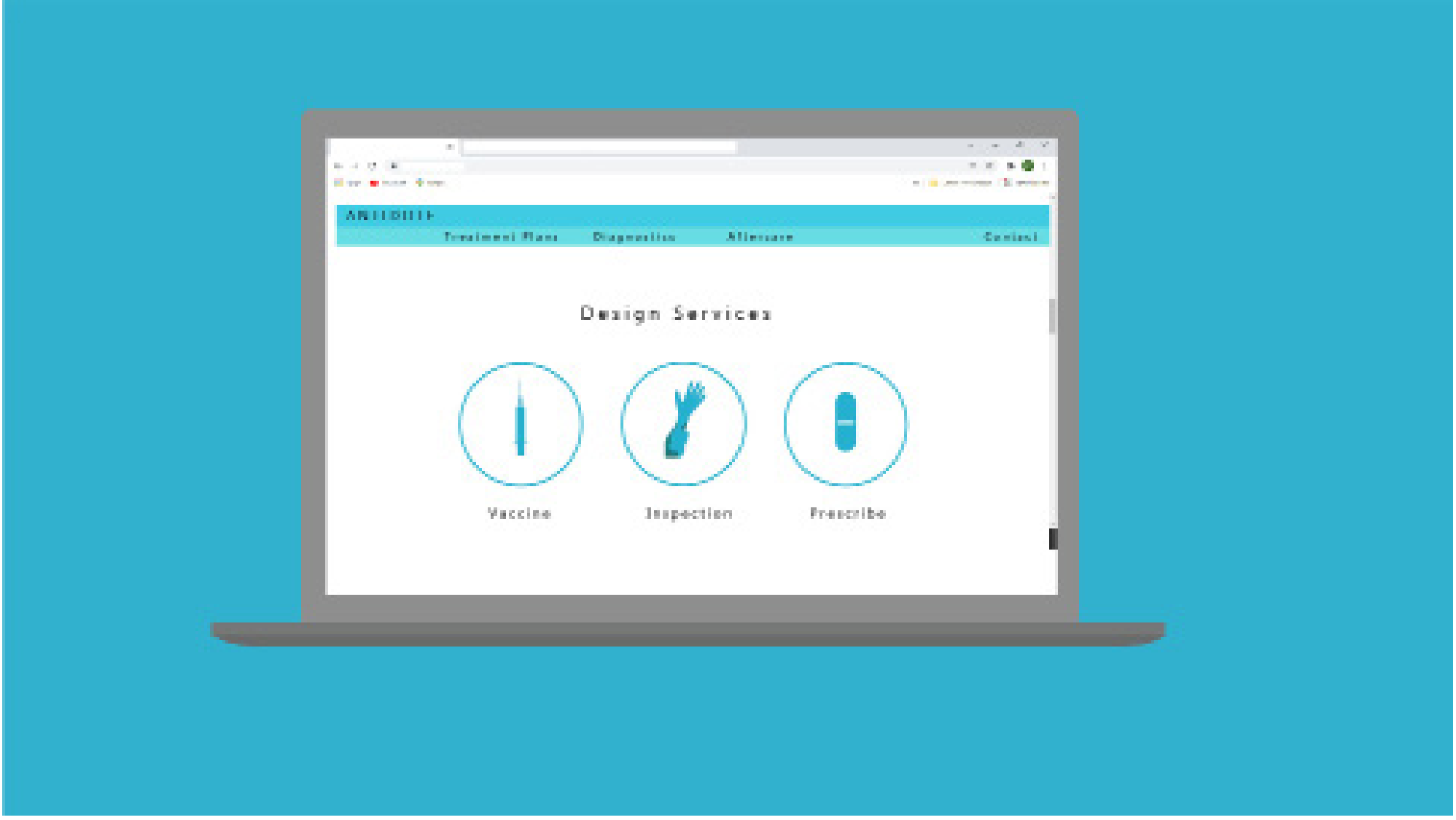
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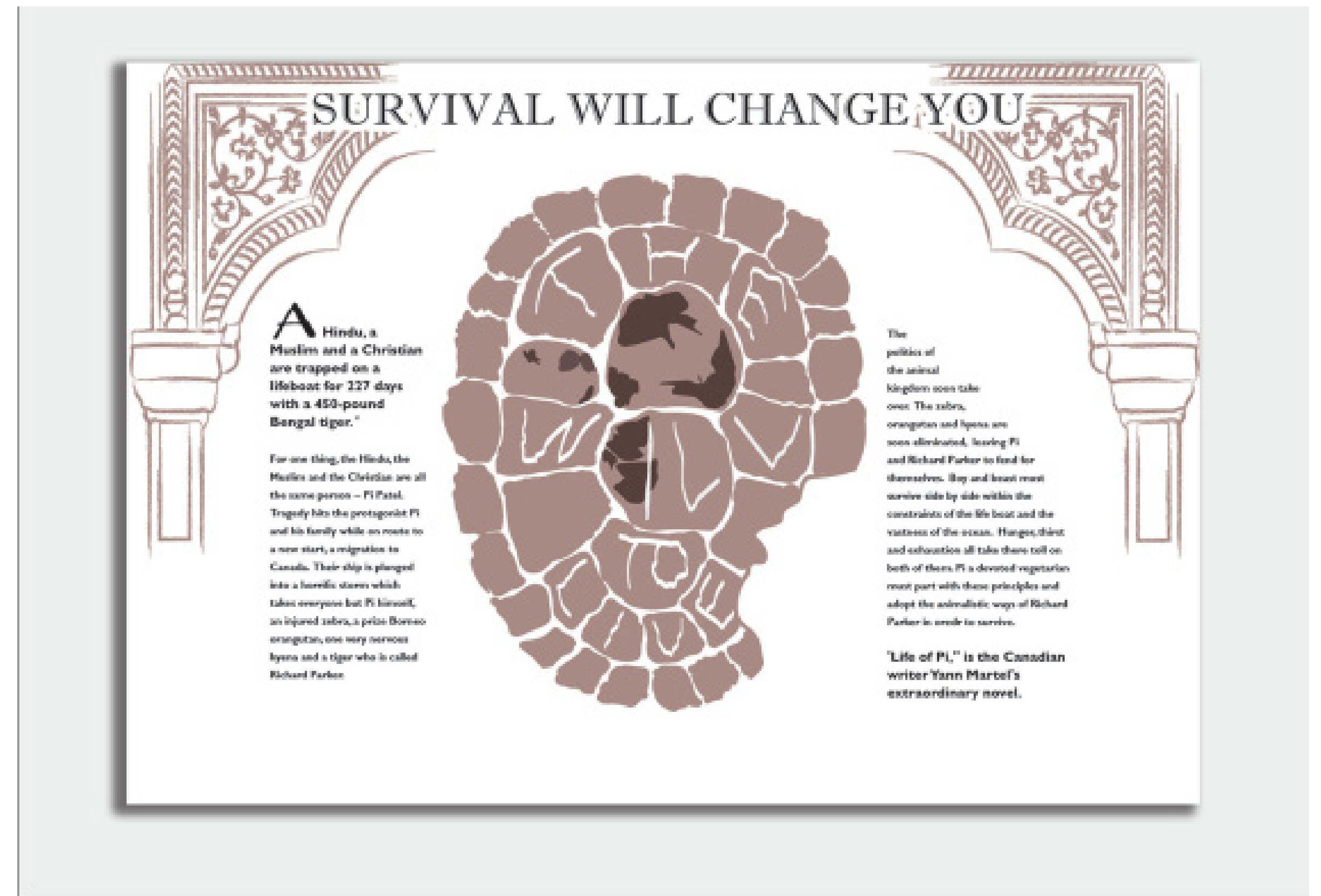
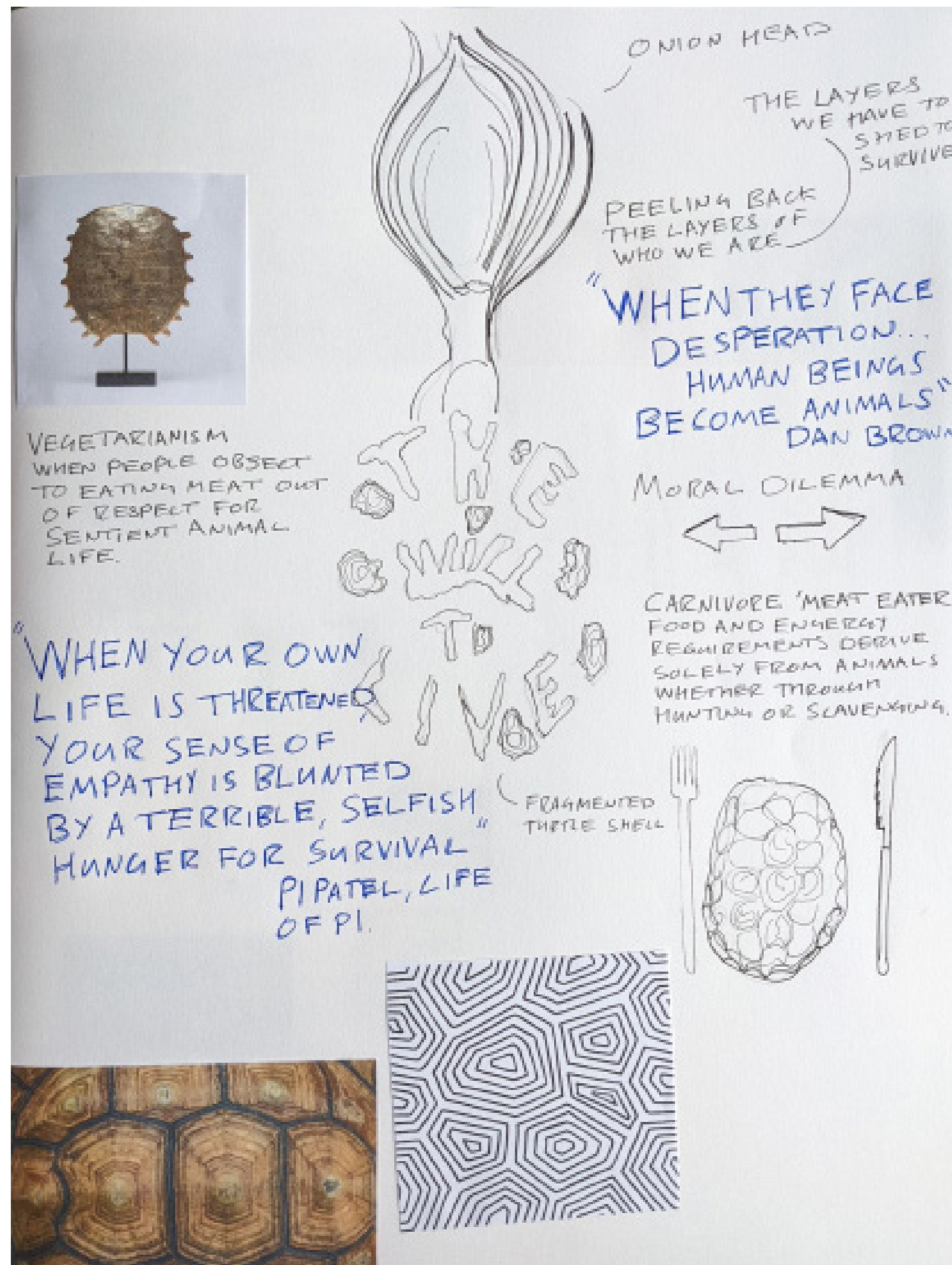


OUR MISSION:
 STRIVE FOR
 PERFECTION.
 EMBRACE
 CHANGE. NEVER
 ACCEPT FAILURE.
 QUALITY IS OUR
 BLOOD.



Brief: 'Life of Pi' -
 Illustration/typography
 HND Y1 Computer Arts and Design
 (Digital) 2018

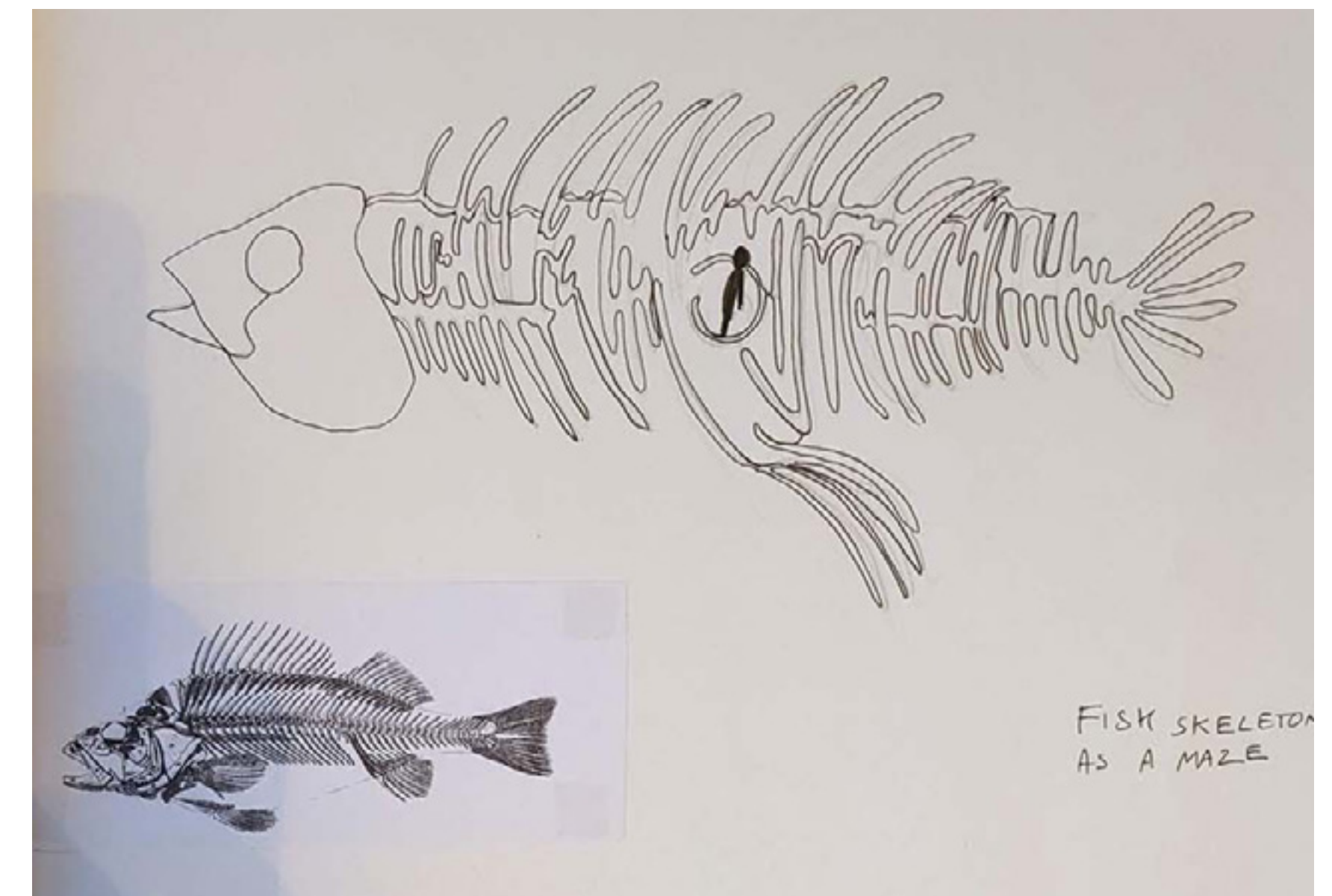
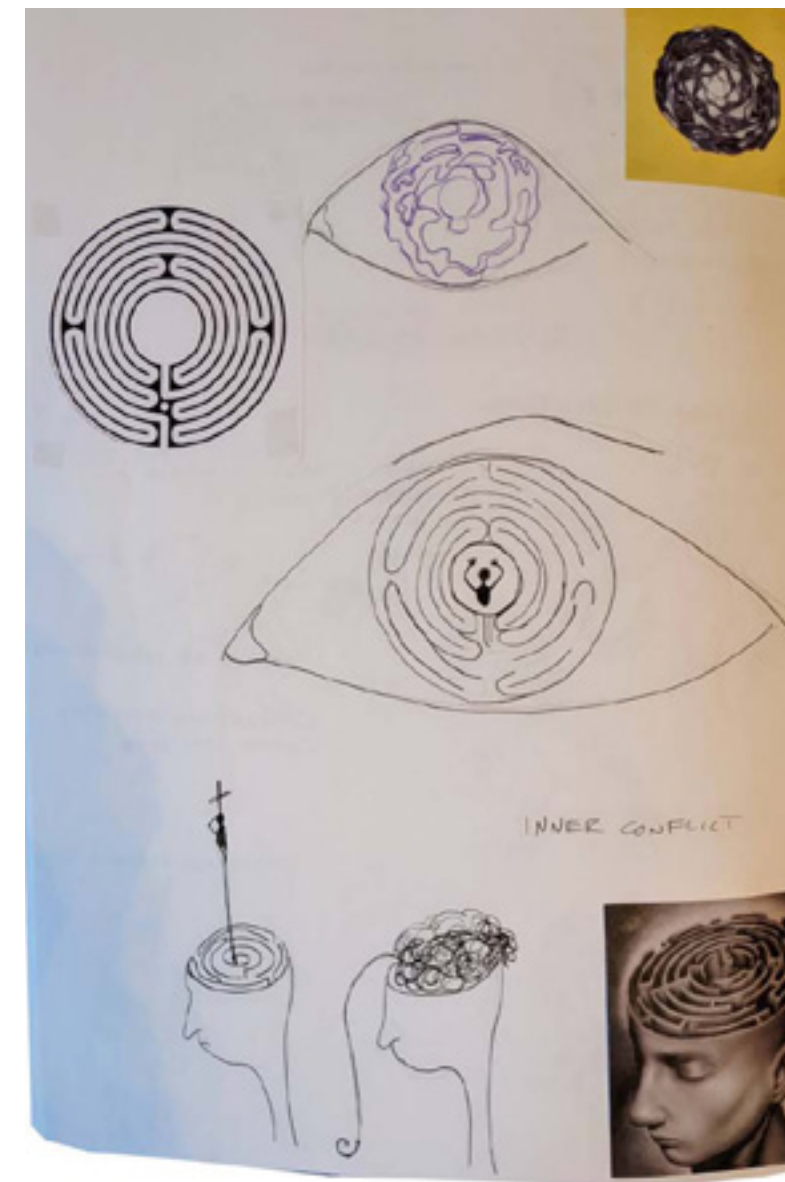
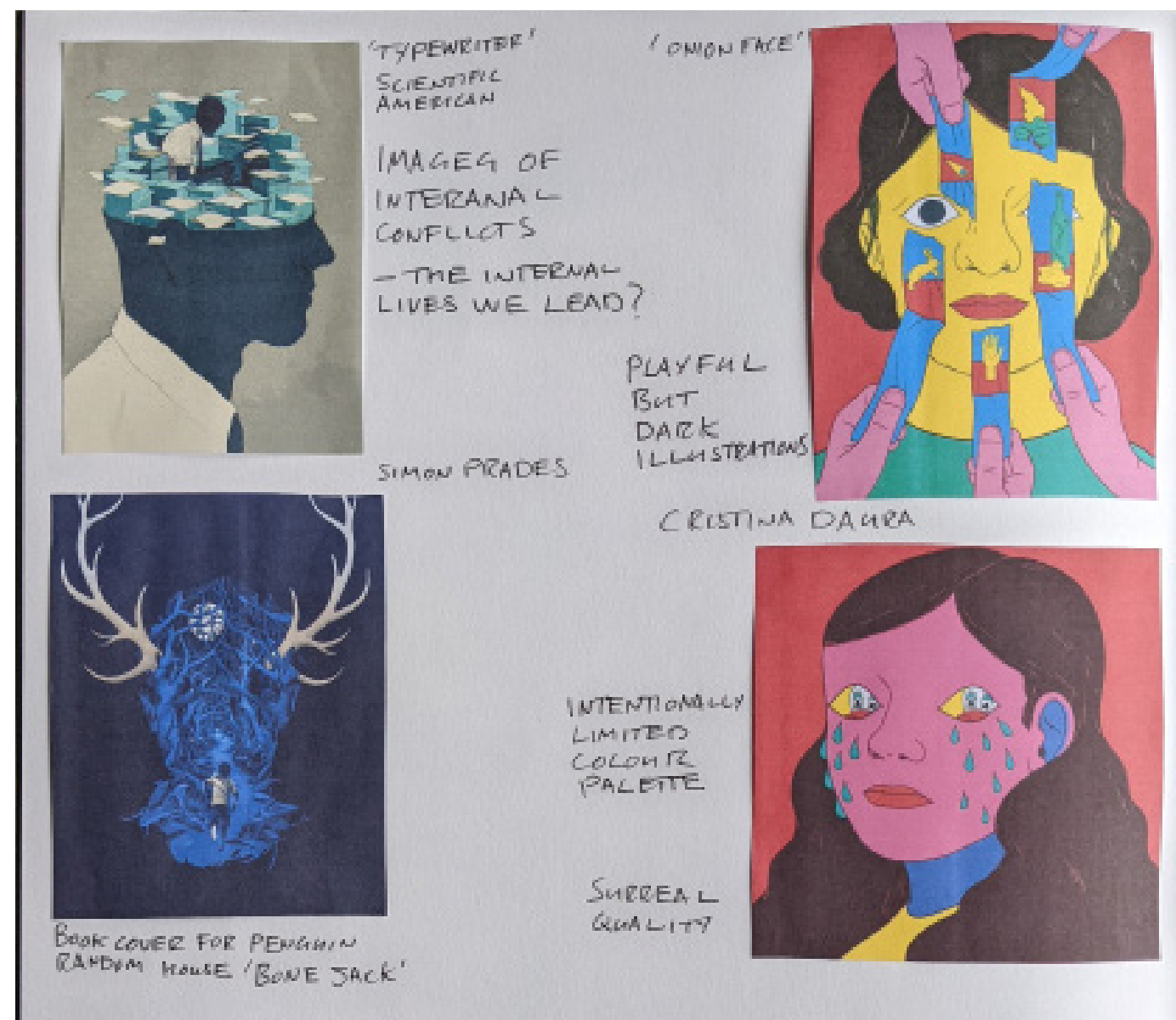
Produce a magazine spread
 and an Illustration series which
 promote the keys themes and
 motifs of the novel.



'Life of Pi' is a philosophical, fantasy adventure novel by Yann Martel. The story follows the protagonist Piscine Molitor 'Pi' Patel, an Indian Tamil boy from Pondicherry who becomes stranded in the Pacific Ocean on a lifeboat with a Bengal tiger for 227 days. The narrative explores issues of spirituality, veganism, metaphysics and the will to live.

Brief: 'Life of Pi' -
Illustration/typography
HND Y1 Computer Arts and Design
(Digital) 2018

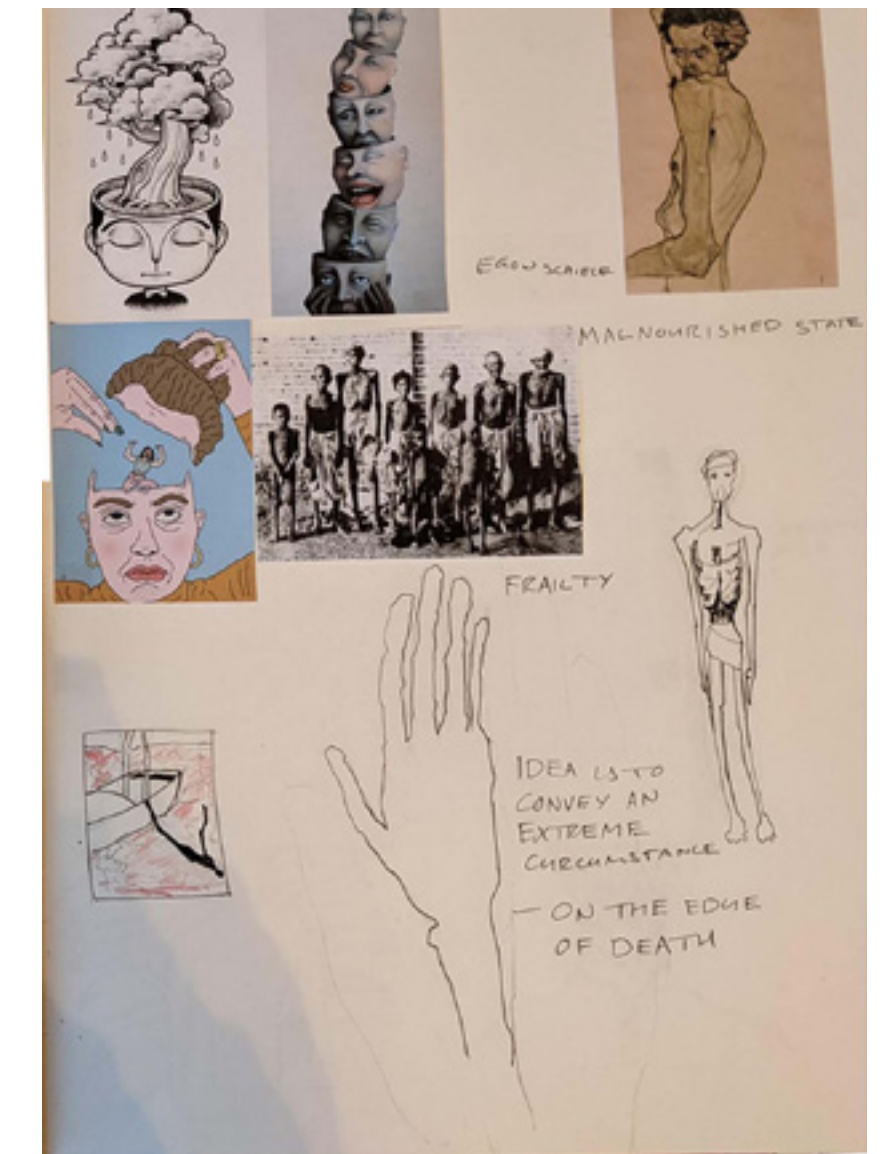
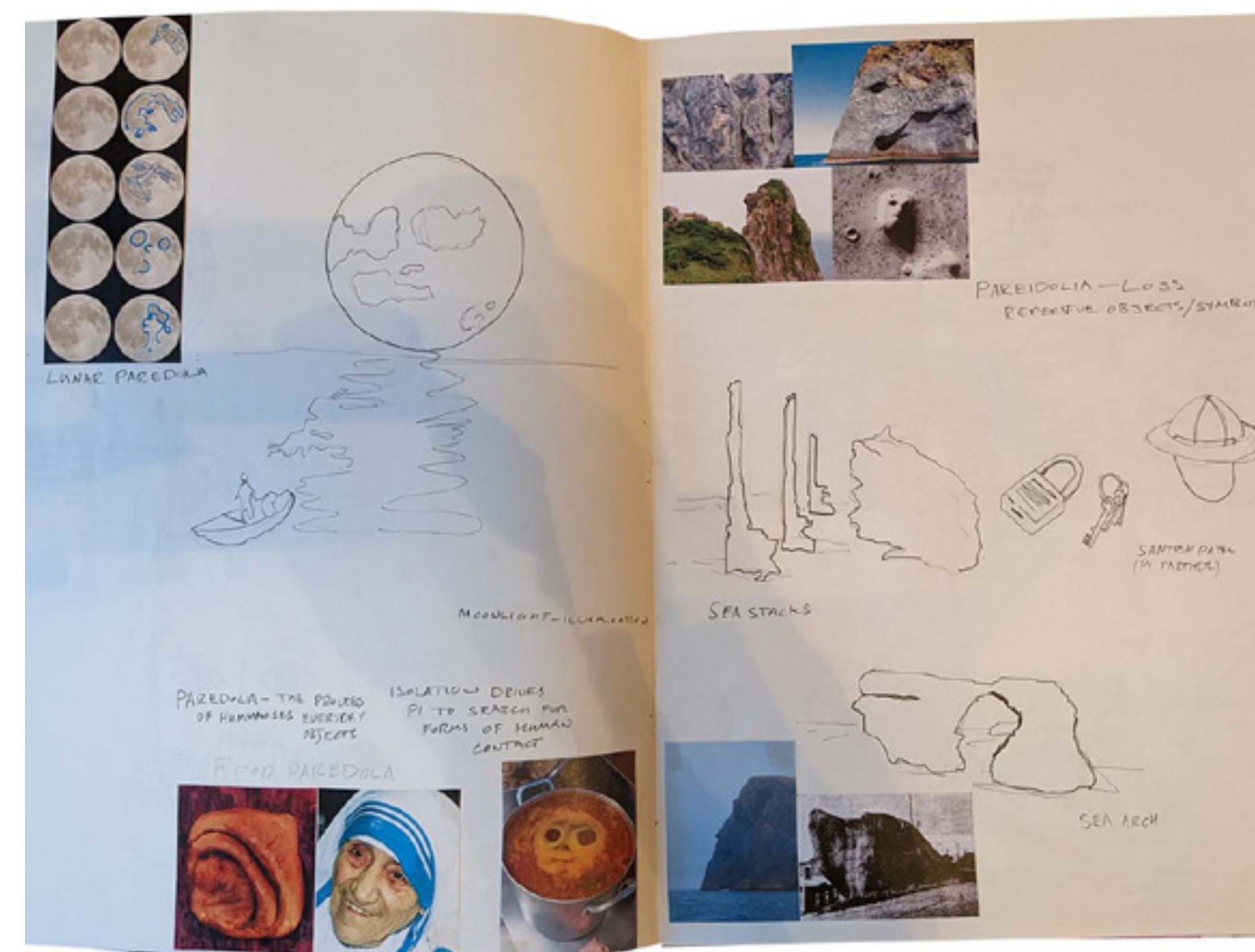
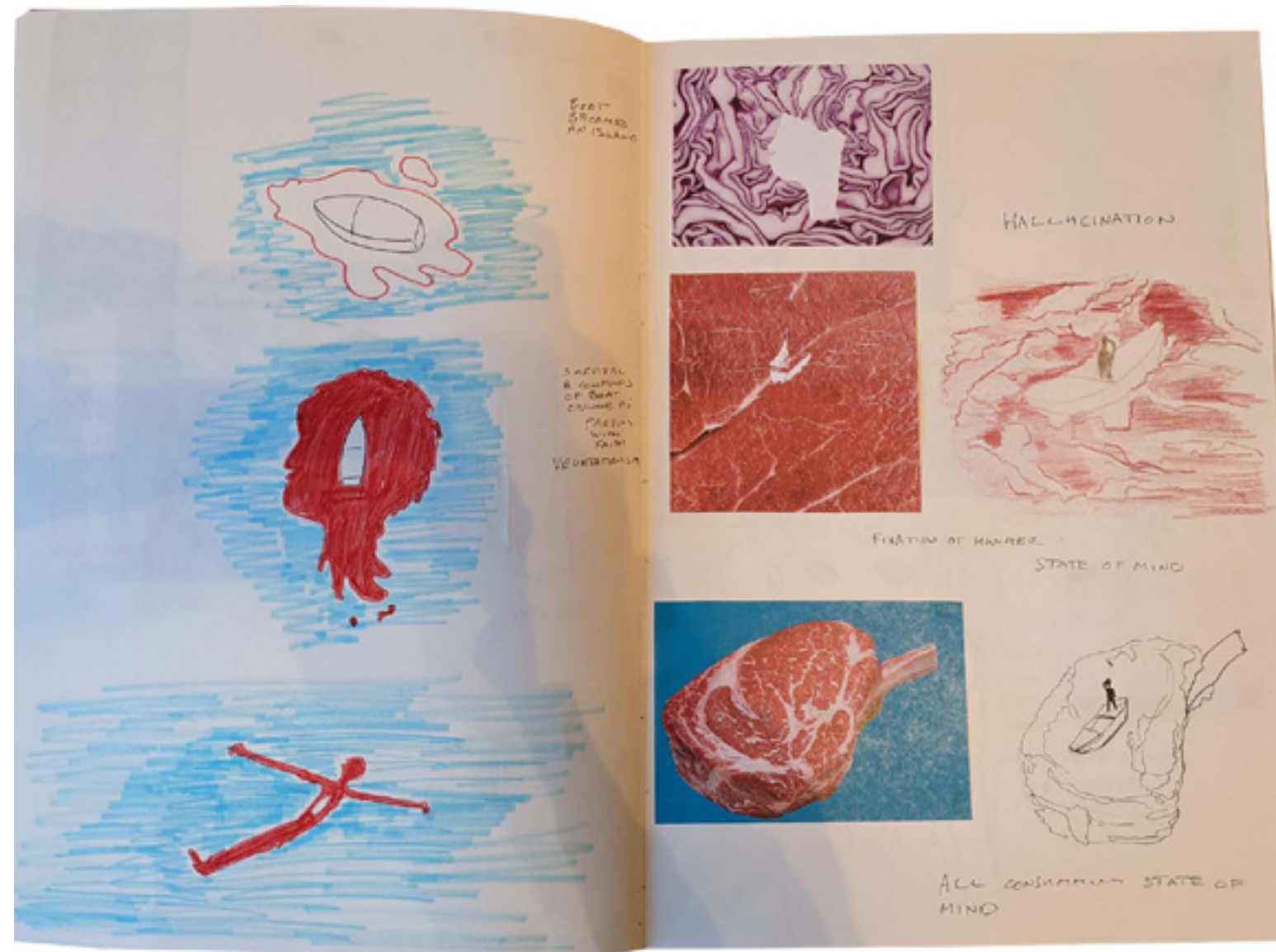
Development
Simon Prades & Cristina Daura, these
artists influenced my visual style
and direction by thinking visually
about concepts, and how they could
manifest into an image.



'To think that when I was a child I always shuddered
when I snapped open a banana because it sounded to
me like the breaking of an animal's neck. I descended
to a level of savagery I never imagined possible.'
— Pi Patel



Brief: 'Life of Pi' -
Illustration/typography
HND Y1 Computer Arts and Design
(Digital) 2018



'Hunger can change everything
you thought you knew yourself!'
— Pi Patel



Brief: Life Drawing
HND Y2 Computer Arts and Design
(Digital) 2019

A range of works produced
over a 12 week period.

TOP LEFT-RIGHT
A3 coloured pencil, A2 pencil studies,
A2 Charcoal tonal study

CENTRE
A2 Marker pen studies, A1 Charcoal
tonal study

BOTTOM LEFT-RIGHT
A1 Charcoal, A1 coloured pastel
study

