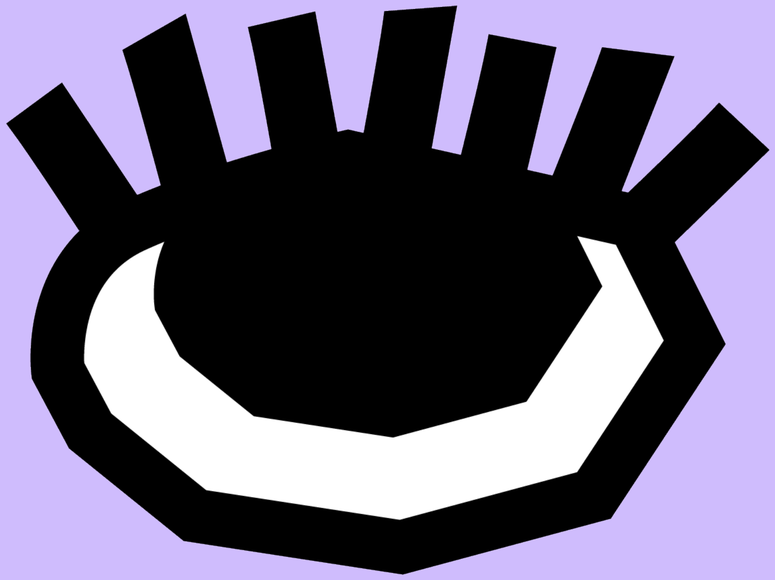
CHANCE JORDAN DUFTY
PORTFOLIO



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DESIGN WEEK

External:

PROJECT HAPPY NOTE

SURVIVOR FAMILY NETWORK

THE RAGGY RAT

PERSONAL

SUMMER PACKAGING

the brief: This project requires you to improve upon an existing piece of professional Graphic Design. Visit either a supermarket or DIY store. Identify a product which you feel has a weak or inappropriate visual representation. Choose an item that forms oart of a series or range. If possible, buy or photograph the products. You will need the information that appears on the packaging. Redesign the packaging of three items from the range to improve upon the existing design solution.

did it work? I chose to expand the project, taking it further than the brief asked which led to some nice development and a successful outcome. I think it gives new life to the products and also keeps in mind the all important environmental factors that were neglected previously.

RESEARCH





ORIGINAL PACKAGING DESIGN:

Uses plastic on fruit and vegetable products, which feels outdated in 2021 given the climate crisis.
Aside from the sustainbility issues, there isn't a lot of actual design in the packaging which makes it less visually appealling.







INITIAL SUBMISSION FOR BRIEF:

Initial idea generation looked into current packaging examples with illustrated or hand lettered elements.

RESEARCH























The character designs started as variations of the same characters but later included more variety.

DEVELOPMENT



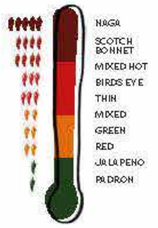


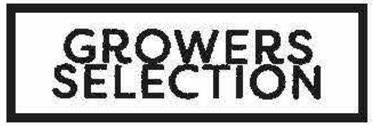




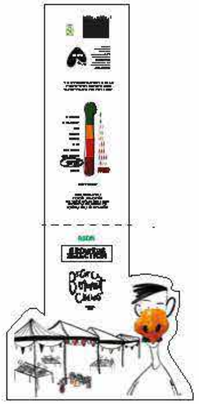










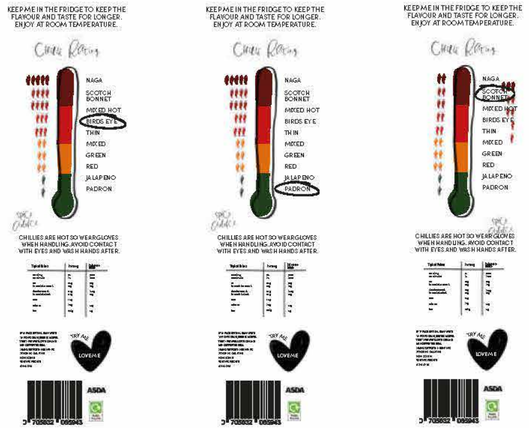


The final designs swapped the plastic from the original for paper bags and stickers that include the charcters and informational content.









Expanded brief:

Create an additional three characters for other products in the range.



ADDITIONAL CHARACTER DESIGN



Additional characters applied to packaging. Back panel includes a recipe idea using the product, where the chilli packaging contained spice information and a spice scale.

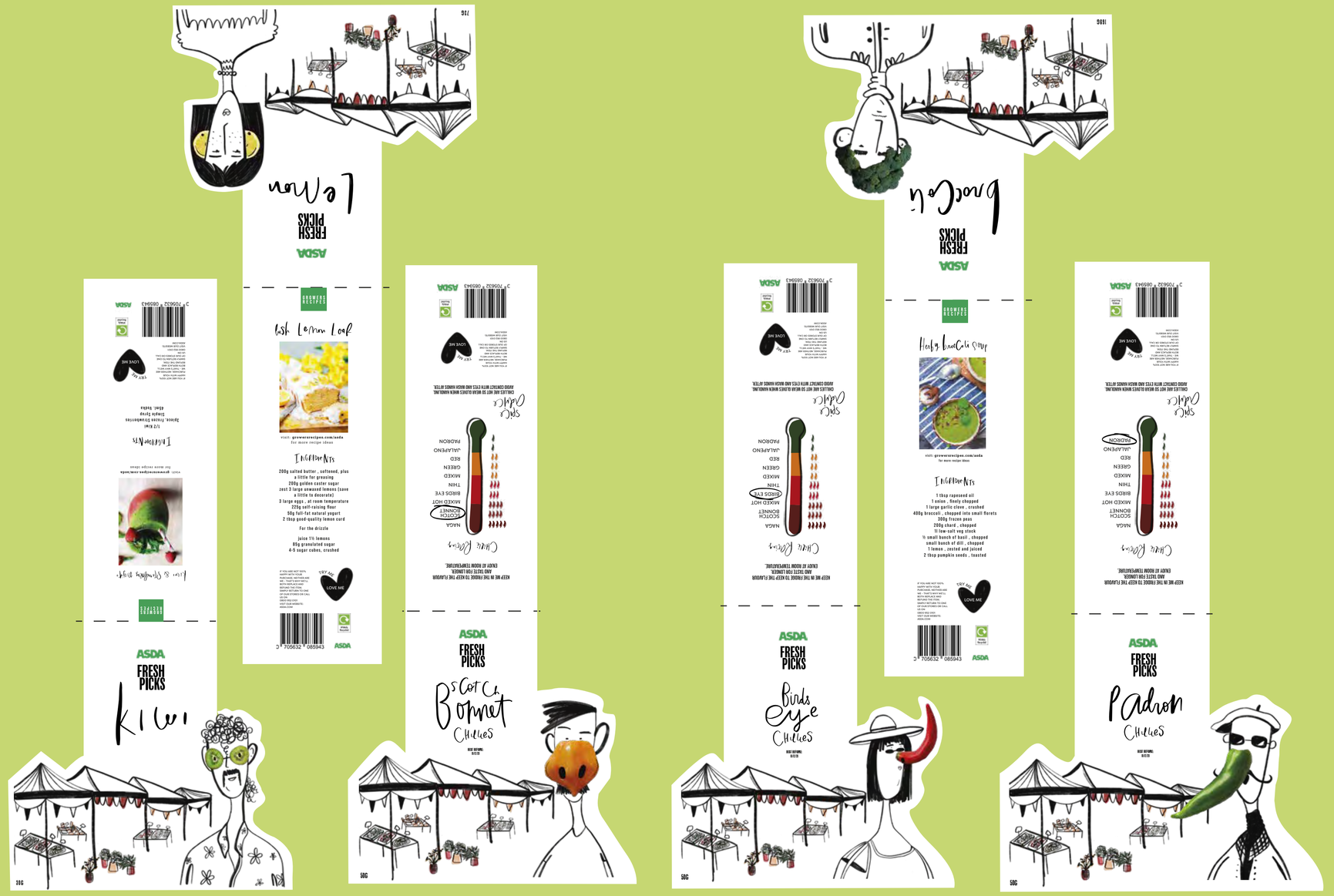




back for chilli product vs other produce



Formerly Growers Selection, I chose to rename and designed a new logo for the range. Fresh Picks, relates to the freshly picked produce but also has trendy connotations which relate to the quirky and fun characters.
Colours found within the products make up the brand colours.



LABEL CONCEPT ONE:



LABEL CONCEPT TWO:


ASDA
FRESH PICKS
Lemon
ANYTHING BUT BASICS


ASDA
FRESH PICKS
Kiwi
ANYTHING BUT BASICS


ASDA
FRESH PICKS
Bird's Eye Chillies
ANYTHING BUT BASICS


ASDA
FRESH PICKS
Lemon
Kiwi
ANYTHING BUT BASICS


ASDA
FRESH PICKS
Bird's Eye Chillies
Padron Chillies
ANYTHING BUT BASICS



foodie

SOME LIKE IT HOT

FRESH* EAT FRESH* EAT FRESH* EAT

FRESH PICKS

GOING GREEN

ANYTHING BUT BASIC

eat well

SHOP IN STORE AND ONLINE EXCLUSIVELY AT ASDA


FRESH PICKS
SHOP THE RANGE, IN STORE TODAY
only at ASDA


FRESH PICKS
SHOP THE RANGE, IN STORE TODAY
only at ASDA

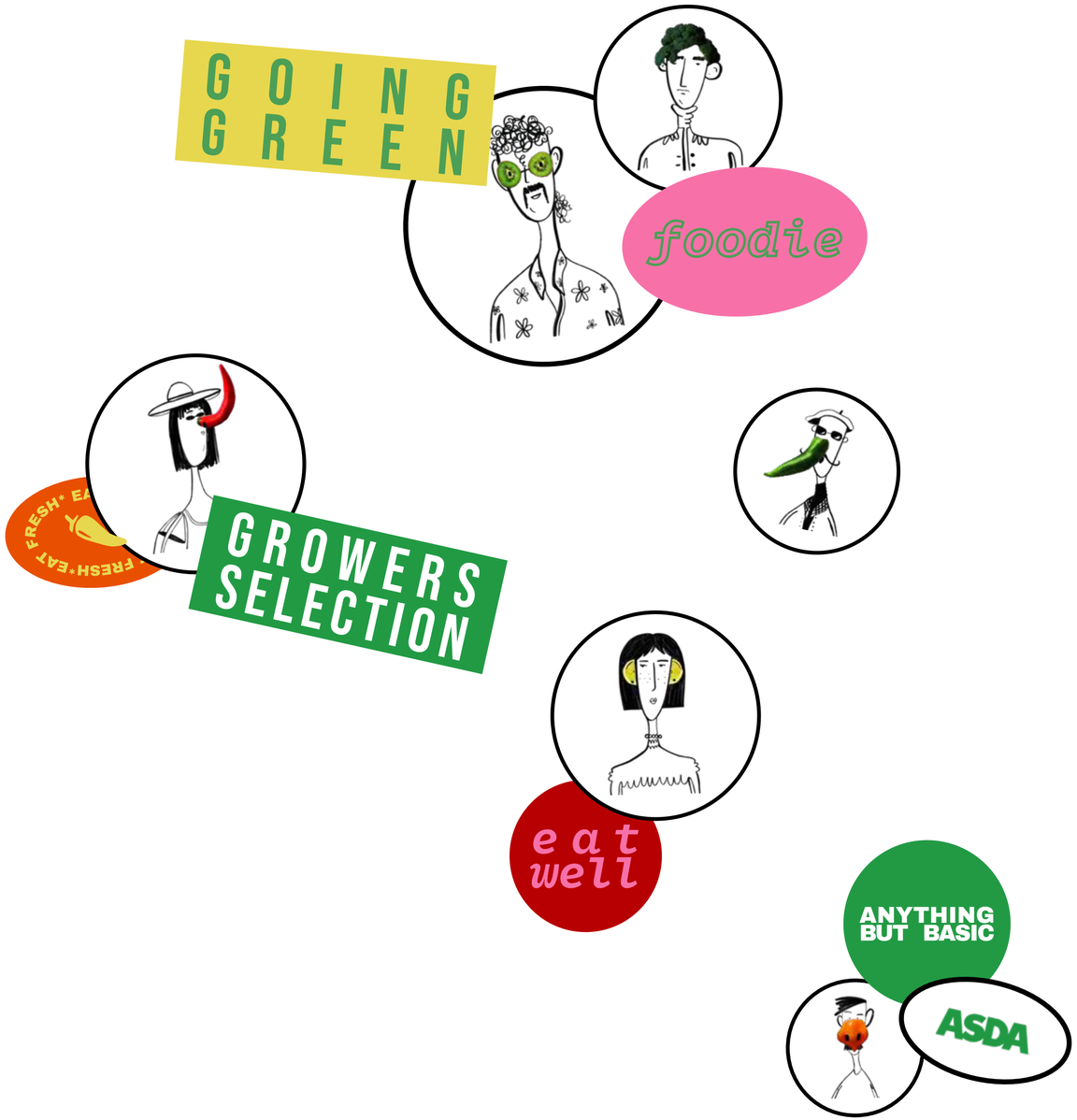

FRESH PICKS
SHOP THE RANGE, IN STORE TODAY
only at ASDA


FRESH PICKS
SHOP THE RANGE, IN STORE TODAY
only at ASDA


PICTURE THIS
ASDA
FRESH PICKS


SO GOOD IT'S PICKED TWICE.
ANYTHING BUT BASIC
PICTURE THIS


PICTURE THIS
FRESH PICKS


GOING GREEN
foodie
GROWERS SELECTION
eat well
ANYTHING BUT BASIC
ASDA


GOING GREEN
foodie
GROWERS SELECTION
eat well
ASDA


FRESH
PICKS
ASDA

INFOGRAPHIC

the brief: Create a printed inforgraphic that will enlighten, entertain and educate the viewer about your given subject. You can decide the ‘tone of voice’ by considering the content and the style.

Topic Recieved: 1973

did it work? The idea was heavily inspired by advertisements of the time which presented information in a fun and eye-catching way. I thought this idea would make for an intriguing reader journey through the piece rather than using the typical grid style formats. Choosing to create something more zany and colourful makes sense for the topic of 1973.

1973

KISS PLAY FIRST SHOW

MRI, CAT SCAN AND DNA COMBINANT INTRODUCED

UK JOINED EU – 01/01

WORLD TRADE CENTRE OPENS APR 4

UK ANNOUNCES 3 DAY WEEK

PICASSO DIED

PINK FLOYD RELEASES DAK SIDE OF THE MOON

USSR LAUNCED LUNA 21 TO MOON

GRADUATES FROM OPEN UNIVERISTY RECIVES DEGRESS FOR FIRST TIME

FIRST PICTURE TAKEN OF A COMET FROM SPACE

ROE VS WADE

QUEEN OPENS SYDNEY OPERA HOUSE

BEATLES ALBUM GETS TO #1

CAPITAL RADIO FIRST UK LEGAL RADIO

HELGAFELL ERUPTS FIRST TIME IN 7,000 YEARS

ALOHA FROM HAWAII AN ELVIS PRESLEY LIVE CONCERT MOST WATCHED BROADCAST BY INDI–VIDUAL ENTERTAINER

VAT INTRODUCED

FIRST PC AND INTERNET USED

MARLON BRANDO REFUSES OSCAR FOR ROLE IN THE GODFATHER

LETS GET IN ON MARVIN GAYE REACHES #1 R&B CHARTS

BREAD 10P

MILK 24P

BUTTER 13P

PATENT FOR ATM GRANTED

EXORCIST PREMIERED

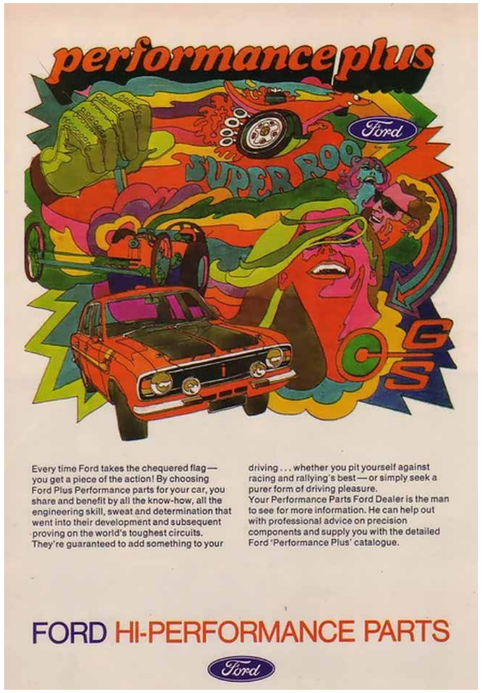
AMERICAN PSYCHIATRIC SOCIETY ANNOUNCES HOMOSEXUALITY IS NOT A MENTAL ILLNESS

ENDANGERED SPE–CIES ACT MADE LAW

BIC DISPOSABLE LIGHTER IN–VENTED

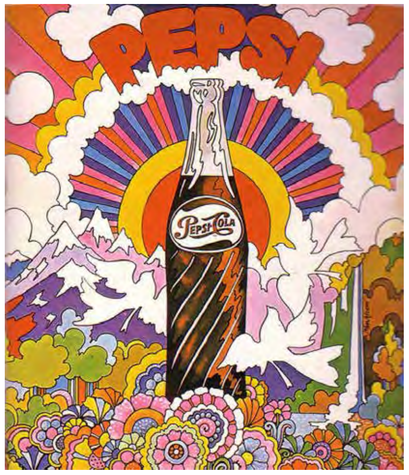
CHILLI CON CARNE MOST POPULAR DISH

FREDDO BARS RELEASED. 2P OR 5P?



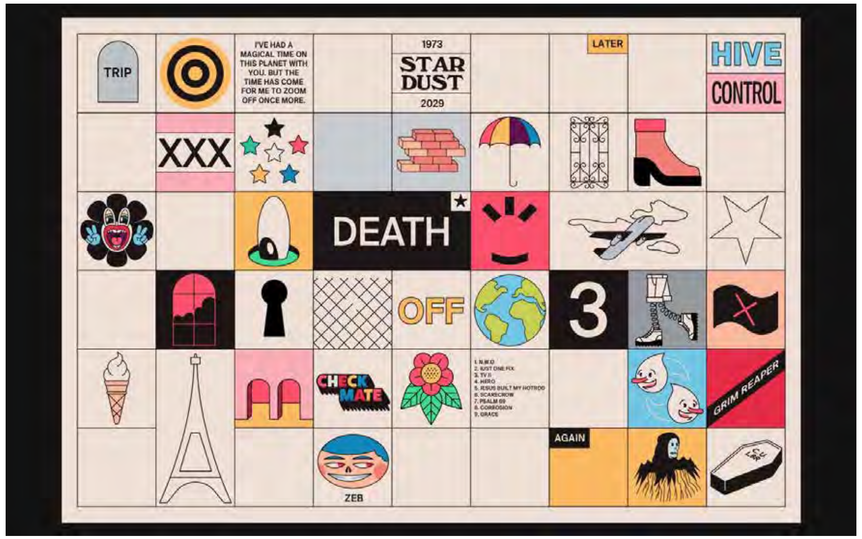








The illustarted and colourful nature of these designs were my main inspiration and where I collected colours for my chosen colour palette.



I briefly experiemented with a grid style layout, inspired by the image above but in the end decided to remain with my original idea.




'73
The World Trade Centre opened
FIRST MOBILE PHONE CALL MADE
THE UK JOINED THE EU
NEW CADBURY CREMES AVAILABLE IN THE UK
5p
ENDANGERED SPECIES ACT MADE LAW


3,927,780,238 PEOPLE WERE ON THE PLANET
The World Trade Centre opened
FIRST MOBILE PHONE CALL MADE
THE UK JOINED THE EU
Marlon Brando refused the Oscar for best actor, for his role in The Godfather
KISS PLAY THEIR FIRST SHOW AT POPCORN IN GREECE, NY
NEW CADBURY CREMES AVAILABLE IN THE UK 5p
ENDANGERED SPECIES ACT MADE LAW
THE EXORCIST


1973
2,927,780,238
PEOPLE WERE ON THE PLANET
FIRST MOBILE PHONE CALL MADE
THE UK JOINED THE EU
Marlon Brando refused the Oscar for best actor, for his role in The Godfather
I Queen from the Space Opera House
KISS PLAY YOUR FIRST SHOW
NEW SADDLEWORTH PADDOCK SWIMMING BATHS OPEN
AN EXCELLENT AIR FOR AN EXORCISM
THE EXORCIST
1-4-p A PINT
American Psychiatric Society Announced Homosexuality is Not Illness
DECRIMINALISED JESSICA ANN BANE LAW


1973
2,927,780,238
PEOPLE WERE ON THE PLANET
FIRST MOBILE PHONE CALL MADE
THE UK JOINED THE EU
Marlon Brando refused the Oscar for best actor, for his role in The Godfather
I Queen from the Space Opera House
KISS PLAY YOUR FIRST SHOW
NEW SADDLEWORTH PADDOCK SWIMMING BATHS OPEN
AN EXCELLENT AIR FOR AN EXORCISM
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NEW SADDLEWORTH PADDOCK SWIMMING BATHS OPEN
AN EXCELLENT AIR FOR AN EXORCISM
THE EXORCIST
1-4-p A PINT
American Psychiatric Society Announced Homosexuality is Not Illness
DECRIMINALISED JESSICA ANN BANE LAW
Take a trip through time.



After playing around with different colour variations this was the end result.

FINAL INFOGRAPHIC

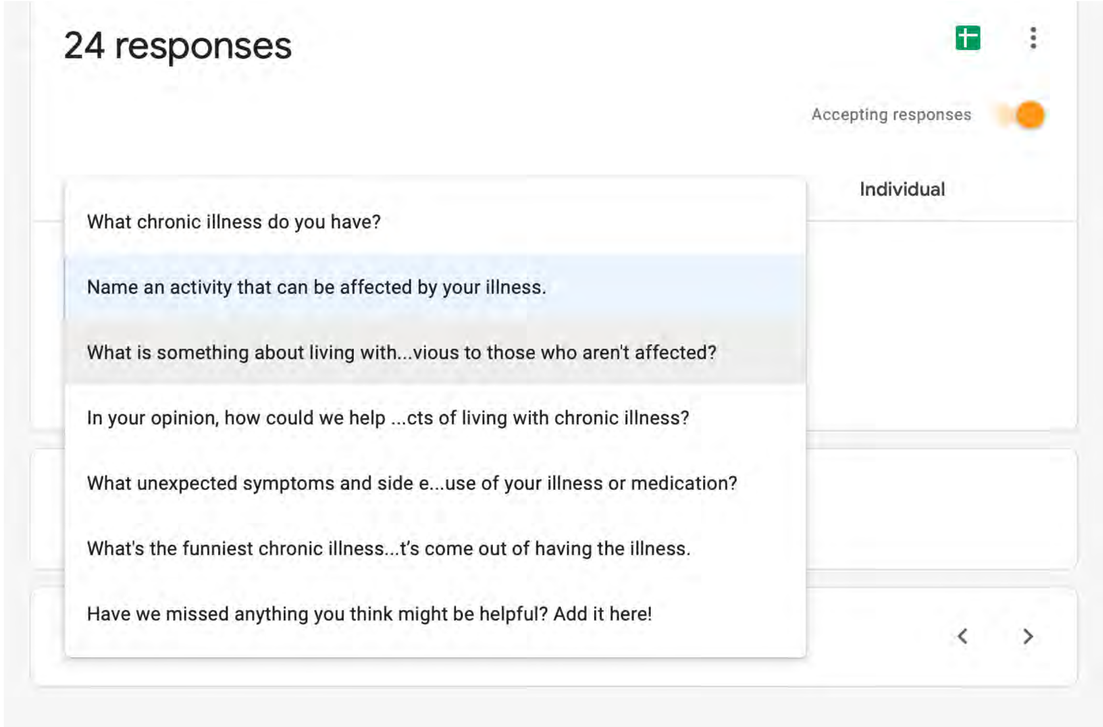
NEWSPAPER

the brief: Many aspects of living with a chronic illness are unseen or overlooked. Create a newspaper that highlights the ways in which chronic conditions affect different aspects of life., with the aim to raise more awareness and help educate others.

did it work? The project gathered responses from 24 individuals with a variety of conditions. The answers were used to decide what informational content would be included in the newspaper. Many participants felt that additional campaigning was needed to help better educate so the idea was expanded to work for campaigning. Overall, the brief was met and exceeded.

Using google forms I was able to create a simple survey so that I was able to collate relevant answers into one place. I then grouped the asnwers into appropriate topics and used those to decide what information was most needed in the Newspaper.





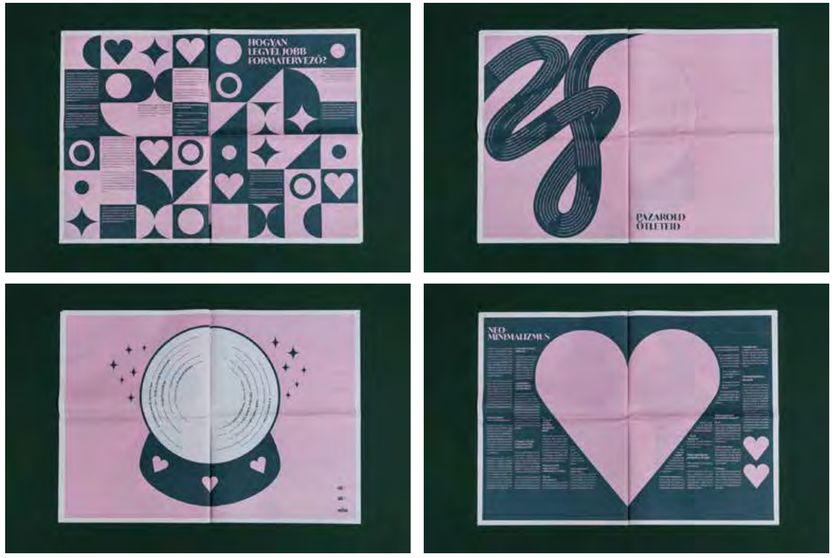
I used examples of zines and newspapers to help form ideas for layouts. I was particluarly interested in inetersting type handling solutions.



Could be an interesting concept to look inside the body of someone with IBD. Possibly too childish for the adult target audience.



Layouts such as this with large bold titles and smaller text could work

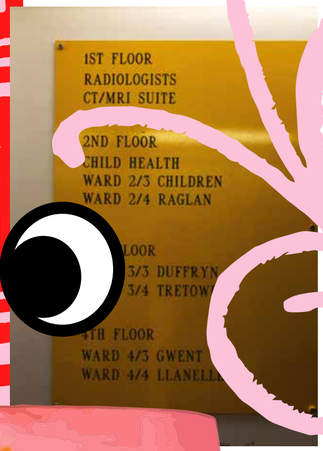


This example is particularly interesting not only for the illustration style but for the informational content. Similar to what i would like to do it looks into a 'taboo' area of health and aims to help ease the stigma.

Really nice examples of creative type handling solutions that could be of interest. The minimal colourway is also worth considering.



PANIC ATTACKS



IT'S NOT ALL SHIT

THANK YOU COME AGAIN SOON

IM BROKEN FUCK OFF!

PANIC ATTACKS

chronic illness & other stories

moodboard

CONTENT:

Looking into how chronic illness affects peoples lives, particularly the things that aren't as well known or expected.

TOPICS:

Intro: What is chronic illness? & the different types, IBD, Fibromyalgia, Ehlers-Dalos Syndrome, Anxiety, Severe Asthma, Diabetes, MS, Epilepsy, Endo, Gastroparesis , Complex regional pain syndrome, CHD, Dysautonomia (POTS,NCS) EDS, reactive hypoglycaemia, Arthritis

Side effects and symptoms: health anxiety, panic attacks, difficulty concentrating, weight gain, moon face, surgery, fatigue, disrupted periods, hot flushes, insomnia, aching and pain

Could it all be in your head? Common misconcenptions and myths: "you're too young to be this sick"

Working with a chronic illness.

How social life is affected by illness.

Exercising and diet with chronic illness

INFORMATION FROM SURVEY

Stories with illustrative potential:

*Jaw popping out when singing karaoke

*Tummy noise's being mistook for phone sounds in school and getting in trouble.

*Overwhelming anxiety talking to people on the phone

*Getting woke up because of snoring when they actually were having difficulty breathing.

* "who are you? You look handsome" said to bf after having an epileptic seizure.

*dislocated finger and popped in back in, teacher did not enjoy

*obsessed with cheese from the medication

*feeling like a sim who's action has been deleted from brain fog.







A NOT SO SOCIAL BUTTERFLY

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Initial ideas were generated from the survey results, and then expanded on through research of relevant topics online.

NOT-SO-SOCIAL



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ENDOMETRIOSIS

*Abdominal pain and cramping is a main symptom. It can often be so severe it is hard to get out of bed and do simple tasks. Pain is also often assosciated with going to the toilet, and can sometimes cause embarassment and discomfort.
*Depression and low moods can limit the desire to do things they once enjoyed.

SEVERE ASTHMA

*With things like dust and dirt triggering attacks, certain environments will often need to be avoided. Sometimes this can be difficult for new places where the conditions are not already known. It can feel rude to ask a new friend if there house is dusty beforehand which can result in avoidance instead.
*Difficulty breathing and wheezing are often assosciated with Asthma and these can affect the ability to participate in strenous activities.

GASTROPARESIS

*Having a paralysed stomach, it is important to maintain a diet and lifestyle that avoids triggers which can limit the ability to eat out at restaurants or outside of the home.
*Abdominal pain and bloating can cause discomfort and low moods which often leads to avoiding plans.
*Nausea is a common side effect, often followed by vomitting which can occur unexpectedly and make it difficult to leave the house.

*Diet and insulin managment can often be an issue when needing to attend plans or leave the house.
*Fatigue and feeling more tired than usual are common symptoms for those with diabetes.
*Wounds can take longer to heal which can be a worry when considering planning for activities where there is a risk of injury.

DIABETES

MULTIPLE SCLEROSIS

*Commonly known for causing issues with mobility this can be an obvious deterent from certain plans that are more active .
*Bladder and bowel problems can be a cause of concern when out and about, especially if little is known about the environment.
*Speech difficulties can make engaging with strangers, and even friends, daunting and can feel embarassing. Often causing anxiety surrounding leaving the house for any task that requires socialising.

EPILEPSY

*With risk of sezures being the most common symptom it is normal for those with Epilepsy to develop anxiety about going outside of their homes and being around strangers who don't know how to help.
*Fatgue can occur in general but even more so after having suffered with a seizure.
*Disorientation after a seizure can cause an individual to be unaware of where they are or who they are with which can be uncomfortable, confusing or potentially even dangerous

FIBROMYALGIA

*Pain and aching are common symtoms and can vary from day to day. Pain levels can dictate mood, so it can be difficult to make and then maintain arranged plans.
*More than 2/3 people with Fibromyalgia exprience daily dizziness. Dizziness can result in feeling disorientated, fainting, nausea and problems with stability and balance which can even make it difficult to get out of bed and can limit what acitvities are considered achievable or even safe to participate in.

lets get specific:

IRRITABLE BOWEL DISEASE

*Abdominal pain and cramping are common daily occurences, which can flare up suddenly and unexpectedly.
*Certain foods are thought to be triggers for some people, when eating out of the house this can be tricky to avoid.
*Bowel problems are often assosciated with IBD, which can be a worry when leaving house and not knowing where the nearest toilet will be, it can cause a lot of anxiety and can be overwhelming and so it is often a reason for cancelling or avoiding arranged or last minute plans.

EHLERS-DANLOS SYNDROME

*Joints that discolate easily and joint paint can occur unexpectedly, strenous or active tasks can be potentially harmful or where there is added risk of an injury.
*Wounds can be slow to heal, which can create anxiety about certain activities because the risk of injury can be too great.
*Poblems with the bladder can be common, often referred to as stress incontinence, often resulting in embarassment and avoidance of certain plans.

POSTURAL TACHYCARDIA SYNDROME

*PoTs, commonly causes lightheadedness and dizziness but can include fainting caused by an abnormal increase in heart rate. This can often be concerning and can be a mjor factor when considering making plans for or attending any activities.
*Brain fog, can be common and it can cause memory problems and issues with attention and concentrating.
*Fatigue and weakness are common, which can lead to a lack of motivation to particpate in planned or even those last minute acitvities.

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IT'S ALL IN YOUR HEAD

and other stupid things you absolutely should not say to someone with a chronic illness



Photography by Heidi Blaker Clark

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IT'S ALL IN YOUR HEAD

and other stupid things you absolutely should not say to someone with a chronic illness

IT Can't be that Bad!

you LOOK TIRED

BUT you SAID you WERE ILL LAST time

I know SOMEONE with that they manage

AT LEAST YOURE not DYING!

you Look like you're in PAIN

you DON'T Look ill

IT COULD be WORSE

A LOT OF People EXPERIENCE that TOO

youre Too young TO BE that

WE ALL get ILL ACHES+PAINS

IF you CHANGE your DIET +EXERCISE you'll FEEL BETTER



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IT'S ALL IN YOUR HEAD

and other stupid things you absolutely should not say to someone with a chronic illness

you look tired

but you said you were ill last time

i know someone with that too and they manage

atleast you're not dying

you look like you're in pain

you dont look ill

if you change your diet and exercise youll feel better

you're too young to be that ill

i get aches and pains too

it could be worse

it cant be that bad

a lot of people experience that too



Photography by Heidi Blaker Clark

IT'S ALL IN YOUR HEAD

and other stupid things you definitely should not say to someone with a chronic illness

you were ill last time

I know someone with that too and they manage fine

atleast you're not DYING

you look TIRED

you're too young to be that ill

IT CAN'T BE THAT BAD

you don't look ill

we all get aches + pains

it could be worse

Be Get over it



try these instead.

Acknowledge their pain without invalidating it with your own or other peoples experiences.
"I know I can't do anything to help with your pain but I am here to listen."

Be considerate to their needs when canceling plans due to symptoms flaring up.
"Please don't feel bad if you have to cancel, I understand that your symptoms can flare up but I hope when you are well we can make plans."

Understand that chronic conditions can be invisible and not every symptom is recognisable to outsiders.
"You look good today but how are you feeling?"

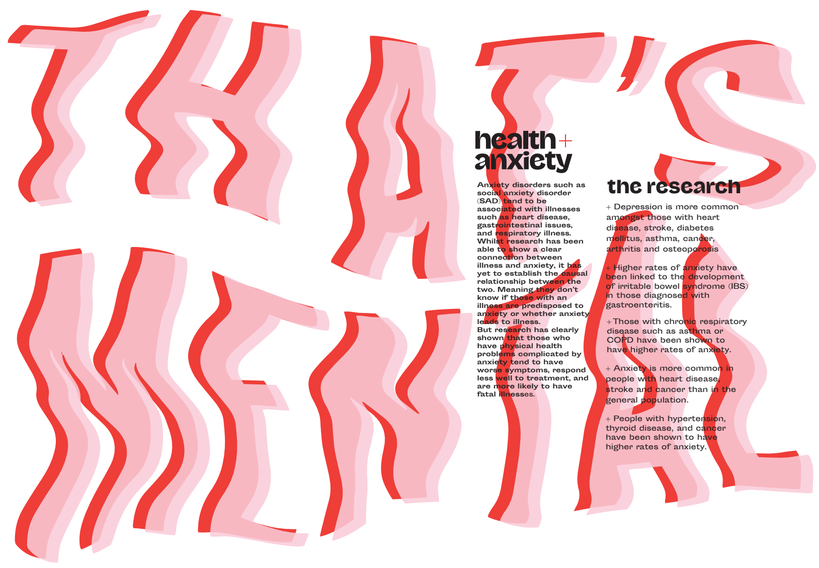
Show an interest in learning about their condition and how it affects them.
"Can you help me understand more about your personal experience with the illness?"

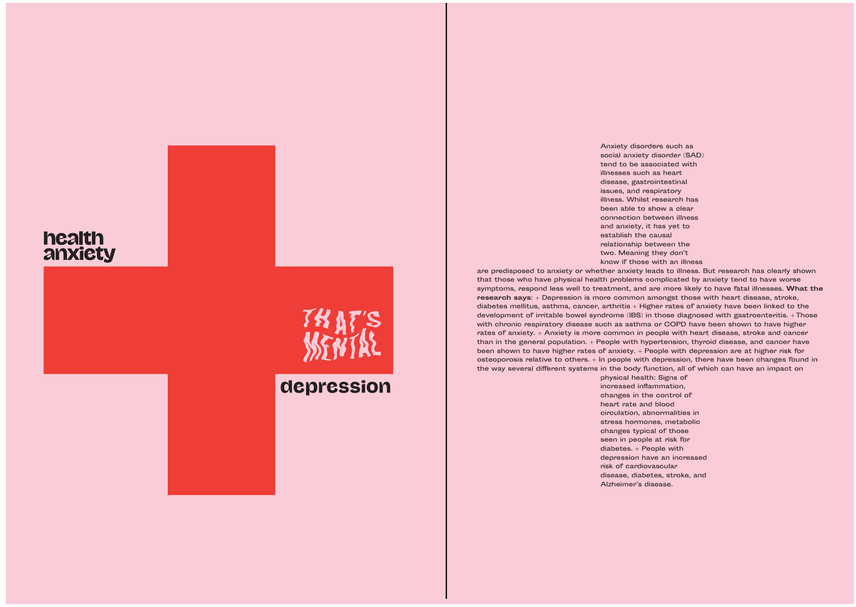
Ask about their experiences pre vs post diagnosis instead of comparing their illness with something worse.
"How have things changed since getting a diagnosis?"


PANIC ATTACKS
NEW SYMPTOM UNLOCKED
During a panic attack, physical symptoms can build up very quickly. These can include:
a pounding or racing heartbeat
feeling faint, dizzy or light-headed
feeling very hot or very cold
sweating, trembling or shaking
nausea (feeling sick)
pain in your chest or abdomen
struggling to breathe or feeling like you're choking
feeling like your legs are shaky or are turning to jelly
feeling disconnected from your mind, body or surroundings, which are types of dissociation.


THAT'S MENTAL


health anxiety
Anxiety disorders such as social anxiety disorder (SAD) tend to be associated with illnesses such as heart disease, gastrointestinal issues, and respiratory illness. Whilst research has been able to show a clear connection between illness and anxiety, it has yet to establish the causal relationship between the two. Meaning they don't know if those with an illness are predisposed to anxiety or whether anxiety leads to illness. But research has clearly shown that those who have physical health problems complicated by anxiety tend to have worse symptoms, respond less well to treatment, and are more likely to have fatal illnesses. What the research says: + Depression is more common amongst those with heart disease, stroke, diabetes mellitus, asthma, cancer, arthritis + Higher rates of anxiety have been linked to the development of irritable bowel syndrome (IBS) in those diagnosed with gastroenteritis. + Those with chronic respiratory disease such as asthma or COPD have been shown to have higher rates of anxiety. + Anxiety is more common in people with heart disease, stroke and cancer than in the general population. + People with hypertension, thyroid disease, and cancer have been shown to have higher rates of anxiety. + People with depression are at higher risk for osteoporosis relative to others. + In people with depression, there have been changes found in the way several different systems in the body function, all of which can have an impact on
depression
physical health: Signs of increased inflammation, changes in the control of heart rate and blood circulation, abnormalities in stress hormones, metabolic changes typical of those seen in people at risk for diabetes. + People with depression have an increased risk of cardiovascular disease, diabetes, stroke, and Alzheimer's disease.


THAT'S MENTAL
health + anxiety
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health anxiety
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DEVELOPMENT









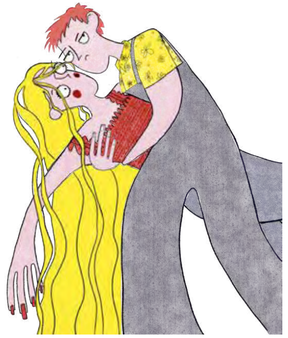






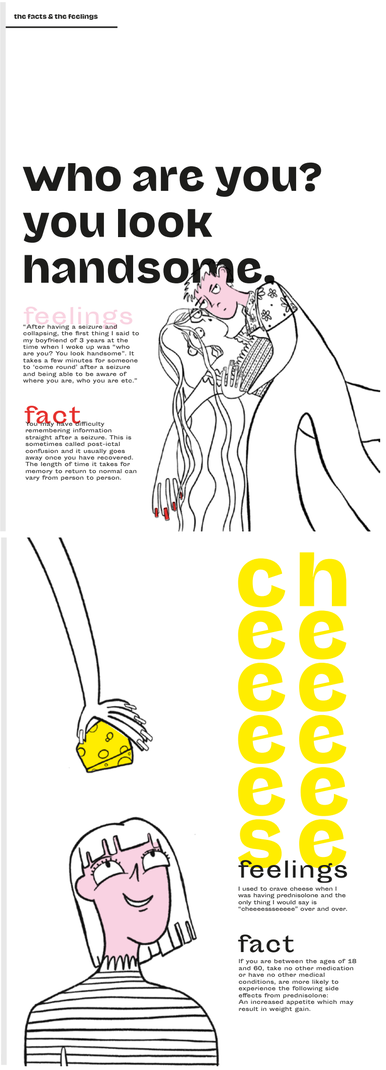






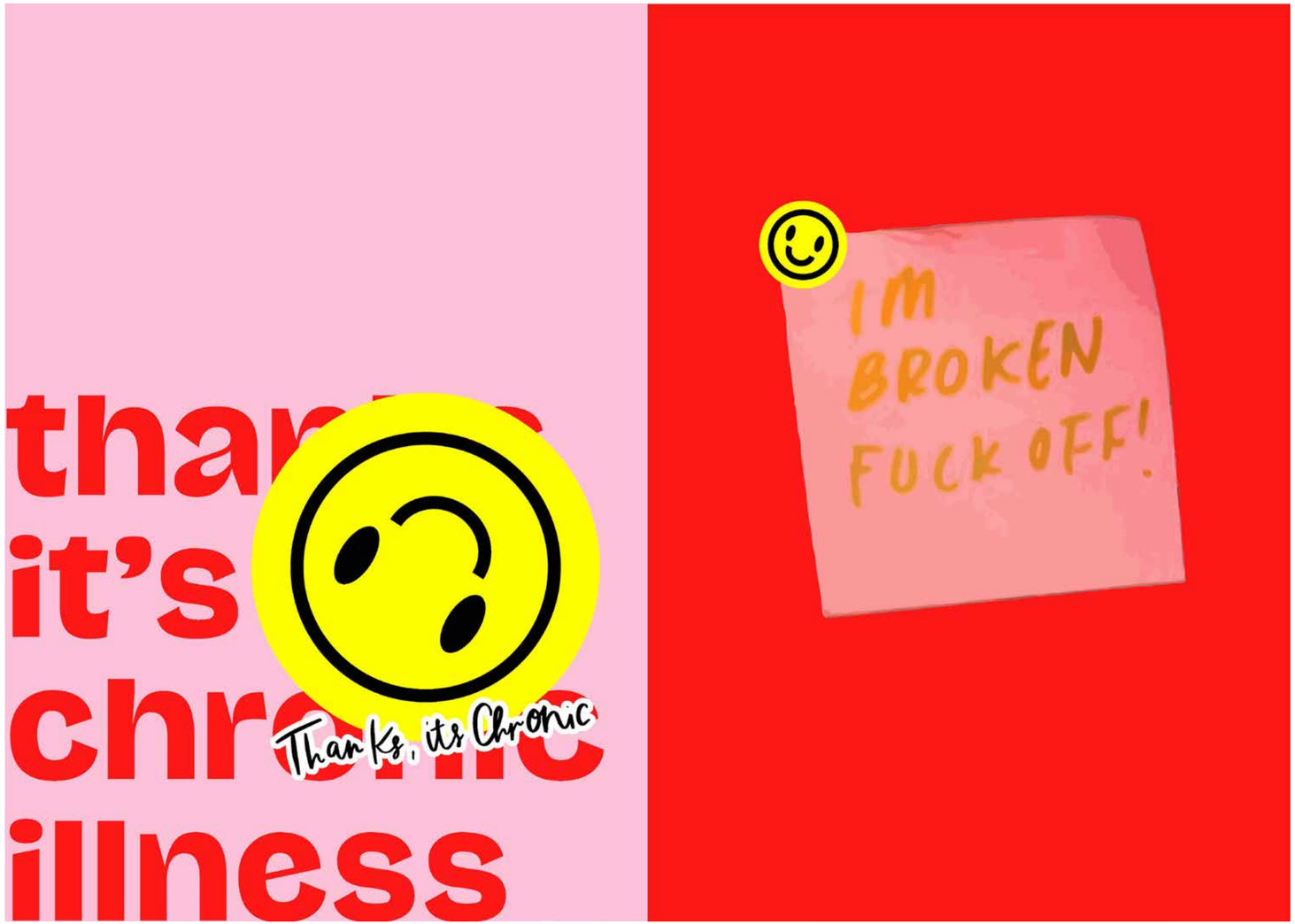



one
who are you? you look handsome.
feelings
"After having a seizure and collapsing, the first thing I said to my boyfriend of 3 years at the time when I woke up was "who are you? You look handsome". It takes a few minutes for someone to "come round" after a seizure and being able to be aware of where you are, who you are etc."
fact
You may have difficulty remembering information straight after a seizure. This is sometimes called post-ictal confusion and it usually goes away once you have recovered. The length of time it takes for memory to return to normal can vary from person to person.
feelings
I used to crave cheese when I was having presyncope and the only thing I would say is "cheeeeeeeeeee" over and over.
cheeeeeeeeeee
fact
If you are between the ages of 18 and 60, take no other medication or have no other medical conditions, are more likely to experience the following side effects from prednisolone:
An increased appetite which may result in weight gain.


the facts & the feelings
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The PDF changes size briefly to show the newspaper at the designed size. There is also a GIF animation of the final result mock-up.

I am currently working with Riso to get a printed version of the Newspaper, to do so I have had to resize to A3 and make a few tweaks to the design to accomodate the printing process.



Final Page Count: **24 PAGES IN 13 SPREADS**

thanks it's



chronic illness

Thanks, its Chronic

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Thanks, its Chronic

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what is chronic illness?

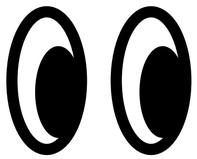
Chronic illnesses or conditions, are those that are controllable but unfortunately, in the majority of cases, incurable. They can affect quality of life and often, although not always are life-long.



FLARE UP:

a sudden increase in or occasion of something, in this case an illness or condition. Lots of idividuals report peroids of feeling great with sudden onset's of symptoms and they will often refer to this as a flare up.

the more you know



The impact of chronic conditions on people's lives and services in Wales is of growing concern. **Wales has the highest rates of long-term limiting illness in the UK accounting for a large proportion of unnecessary emergency admissions to hospital .** (Source: Designed to Improve Health and the Management of Chronic Conditions in Wales: An Integrated Model and Framework)

one in six?!

The Wales Audit Office report on the management of chronic conditions found that too many patients with chronic conditions are treated, in an unplanned way, in acute hospitals. Chronic conditions account for at least one in six emergency medical admissions The management of chronic conditions by NHS Wales. (Wales Audit Office Report Dec 2008)



CHRONIC ILLNESS

- *Irritable Bowel Disease (IBD) aka Crohns and Ulcerative Colitis
- *Fibromyalgia,
- *Ehlers-Dalos Syndrome (EDS)
- *Severe Asthma
- *Diabetes
- *Multiple Sclerosis (MS)
- *Epilepsy
- *Chronic Fatigue
- *Advanced Chronic Heart Failure
- *Endometrlosis
- *Gastroparesis
- *Complex Regional Pain Syndrome
- *Coronary Heart Disease (CHD)
- *Dysautonomia (Neurocardiogenic Syncope (NCS) & Postural Tachycardis (PoTS)
- *Reactive Hypoglycaemia, *Rheumatoid Arthritis
- *Osteoarthritis
- *Depression
- *Anxiety

NOT SO-SOCIAL

chronic illness & social life

Being able to go and do things we love, with the people we love, helps activate our happy hormones. But what if something got in the way of that? When you live with a chronic illness, this is often the reality, not knowing from one day to the next if you will feel well enough for that dinner and drinks next weekend or if you will even be getting out of bed that day.
Whilst the range of chronic illnesses is vast, they share commonalities in how social life can be affected, with idividuals across a range of conditions reporting that pain, low mood and fatigue are frequent reasons to put off plans.

ENDOMETRIOSIS

*Abdominal pain and cramping is a main symptom. It can often be so severe it is hard to get out of bed and do simple tasks. Pain is also often assosciated with going to the toilet, and can sometimes cause embarassment and discomfort.
*Depression and low moods can limit the desire to do things they once enjoyed.

SEVERE ASTHMA

*With things like dust and dirt triggering attacks, certain environments will often need to be avoided. Sometimes this can be difficult for new places where the conditions are not already known. It can feel rude to ask a new friend if there house is dusty beforehand which can result in avoidance instead.
*Difficulty breathing and wheezing are often assosciated with Asthma and these can affect the ability to participate in strenous activities.

GASTROPARESIS

*Having a paralysed stomach, it is important to maintain a diet and lifestyle that avoids triggers which can limit the ability to eat out at restaurants or outside of the home.
*Abdominal pain and bloating can cause discomfort and low moods which often leads to avoiding plans.
*Nausea is a common side effect, often followed by vomitting which can occur unexpectedly and make it difficult to leave the house.

*Diet and insulin managment can often be an issue when needing to attend plans or leave the house.
*Fatigue and feeling more tired than usual are common symptoms for those with diabetes.
*Wounds can take longer to heal which can be a worry when considering planning for activities where there is a risk of injury.

DIABETES

MULTIPLE SCLEROSIS

*Commonly known for causing issues with mobility this can be an obvious deterent from certain plans that are more active .
*Bladder and bowel problems can be a cause of concern when out and about, especially if little is known about the environment.
*Speech difficulties can make engaging with strangers, and even friends, daunting and can feel embarassing. Often causing anxiety surrounding leaving the house for any task that requires socialising.

EPILEPSY

*With risk of seizures being the most common symptom it is normal for those with Epilepsy to develop anxiety about going outside of their homes and being around strangers who don't know how to help.
*Fatgue can occur in general but even more so after having suffered with a seizure.
*Disorientation after a seizure can cause an individual to be unaware of where they are or who they are with which can be uncomfortable, confusing or potentially even dangerous

FIBROMYALGIA

*Pain and aching are common symtoms and can vary from day to day. Pain levels can dictate mood, so it can be difficult to make and then maintain arranged plans.
*More than 2/3 people with Fibromyalgia exprience daily dizziness. Dizziness can result in feeling disorientated, fainting, nausea and problems with stability and balance which can even make it difficult to get out of bed and can limit what acitvities are considered achievable or even safe to particpate in.

lets get specific about:

IRRITABLE BOWEL DISEASE

*Abdominal pain and cramping are common daily occurences, which can flare up suddenly and unexpectedly.
*Certain foods are thought to be triggers for some people, when eating out of the house this can be tricky to avoid.
*Bowel problems are often assosciated with IBD, which can be a worry when leaving house and not knowing where the nearest toilet will be, it can cause a lot of anxiety and can be overwhelming and so it is often a reason for cancelling or avoiding arranged or last minute plans.

EHLERS-DANLOS SYNDROME

*Joints that discolate easily and joint paint can occur unexpectedly, strenous or active tasks can be potentially harmful or where there is added risk of an injury.
*Wounds can be slow to heal, which can create anxiety about certain activities because the risk of injury can be too great.
*Poblems with the bladder can be common, often referred to as stress incontinence, often resulting in embarassment and avoidance of certain plans.

POSTURAL TACHYCARDIA SYNDROME

*PoTs, commonly causes lightheadedness and dizziness but can include fainting caused by an abnormal increase in heart rate. This can often be concerning and can be a mjor factor when considering making plans for or attending any activities.
*Brain fog, can be common and it can cause memory problems and issues with attention and concentrating.
*Fatigue and weakness are common, which can lead to a lack of motivation to particpate in planned or even those last minute acitvities.

IT'S ALL IN YOUR HEAD

and other stupid things you definitely should not say to someone with a chronic illness



try these instead.

Acknowlede their pain without invalidating it with your own or other peoples experiences.
"I know I can't do anything to help with your pain but I am here to listen.

Be considerate to their needs when cancelling plans due to unexpected symptoms.
"Please dont feel bad if you have to cancel, I understand that your symptoms can flare up but I hope when you are well we can make plans."

Understand that chronic conditions can be invisible and not every symptom is recognisable to outsiders.
"You look good today but how are you feeling?"

Show an interest in learning about their condition and how it affects them.
"Can you help me understand more about your personal experience with the illness?"

Ask about their experiences pre vs post diagnosis instead of comparing their illness with something 'worse.'
"How have things changed since getting a diagnosis?"

Thanks, it's

EHLERS-DANLOS SYNDROME

The Ehlers-Danlos syndromes (EDS) are a group of thirteen individual genetic conditions, all of which affect the body's connective tissues.

Each EDS subtype has a set of clinical criteria that help guide diagnosis; a patient's physical signs and symptoms will be matched up to the major and minor criteria to identify the subtype that is the most complete fit. There is substantial symptom overlap between the EDS subtypes and the other connective tissue disorders including hypermobility spectrum disorders, as well as a lot of variability, so a definitive diagnosis for all the EDS subtypes when the gene mutation is known–all but hypermobile EDS (hEDS)–also calls for confirmation by testing to identify the responsible variant for the gene affected in each subtype.

1. Classical EDS (cEDS)

2. Classical-like EDS (clEDS)

3. Cardiac-valvular EDS (cvEDS)

4. Vascular EDS (vEDS)

5. Hypermobile EDS (hEDS)

6. Arthrochalasia EDS (aEDS)

7. Dermotosparaxis EDS (dEDS)

8. Kyphoscoliotic EDS (kEDS)

9. Brittle Cornea syndrome (BCS)

10. Spondylodyspastic EDS (spEDS)

11. Musculocontractural EDS (mcEDS)

12. Myopathic EDS (mEDS)

13. Periodontal EDS (pEDS)

COMMON SYMPTOMS:

+ an increased range of joint movement (joint hypermobility)

+ stretchy skin

+ fragile skin that breaks or bruises easily

EDS can affect people in different ways. For some, the condition is relatively mild, while for others their symptoms can be disabling.

Hypermobile EDS is the most common EDS type. An estimated 80 to 90% of those diagnosed with EDS have the hypermobile type, approximately 1 out of every 3,000 people or 2.25 million people worldwide. Classical EDS is estimated to be the second most common type. It occurs in approximately 1 out of every 20,000-40,000,

Experts know the exact genes and in some cases several genes, that cause 12 of the 13 subtypes of EDS. However, experts haven't identified exactly which gene – or most likely genes – that cause hypermobile EDS (hEDS), the most common subtype. The hypermobile subtype of EDS is probably caused by changes in several different genes that experts still are working to identify.

There's no specific treatment for EDS, but it's possible to manage many of the symptoms with support and advice.

People with EDS may also benefit from support from a number of different healthcare professionals.

For example:

+ a physiotherapist can teach you exercises to help strengthen your joints, avoid injuries and manage pain
an occupational therapist can help you manage daily activities and give advice on equipment that may help you
+ counselling and cognitive behavioural therapy (CBT) may be useful if you're struggling to cope with long-term pain
+ for certain types of EDS, regular scans carried out in hospital can detect problems with internal organs
+ genetic counselling can help you learn more about the cause of your condition, how it's inherited, and what the risks are of passing it on to your children

Your GP or consultant can refer you to these services.

MORE INFO:
NHS.CO.UK
EHLERS-DANLOS.COM
EHLERS-DANLOS.ORG



the facts & the feelings

who are you? you look handsome.

feelings

"After having a seizure and collapsing, the first thing I said to my boyfriend of 3 years at the time when I woke up was "who are you? You look handsome". It takes a few minutes for someone to 'come round' after a seizure and being able to be aware of where you are, who you are etc."

fact

You may have difficulty remembering information straight after a seizure. This is sometimes called post-ictal confusion and it usually goes away once you have recovered. The length of time it takes for memory to return to normal can vary from person to person.

feelings

"I used to crave cheese when I was having presyncope and the only thing I would say is 'cheeeessseeeee' over and over."



cheeeeeeeese

fact

Presyncope (pre-sin-co-pee) is the sensation that you're going to faint. Symptoms include, lightheadedness, general weakness, dizziness, confusion, tunnel vision, blurry vision, slurred speech, trouble hearing, sweating, nausea or vomiting + heart palpitations

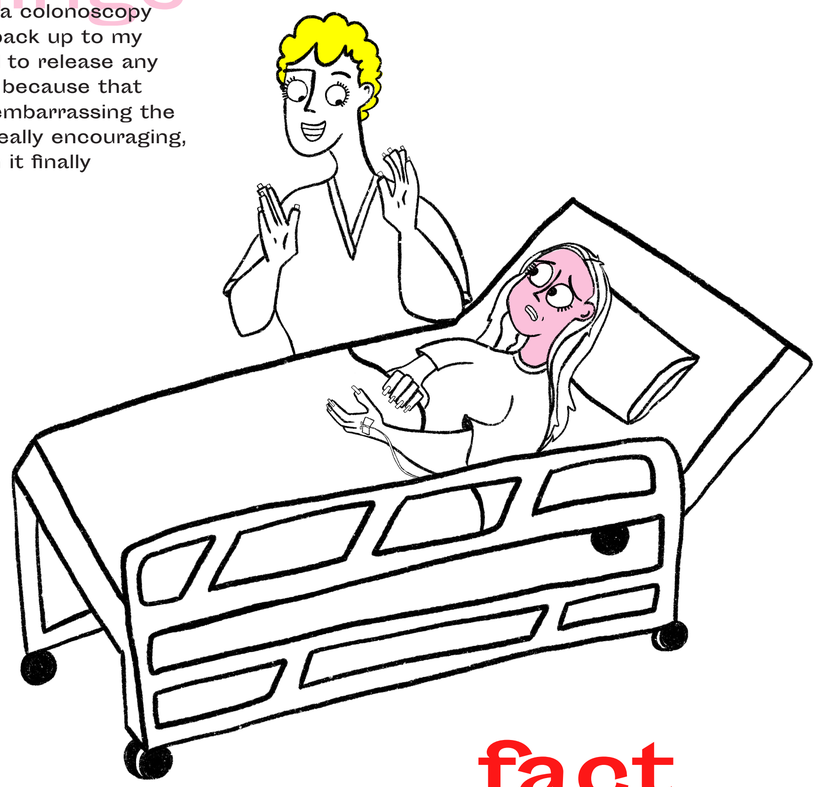
take care of you first.
say no. embrace
the hard times
it easy. Say yes. take
the GOOD stuff. Cherish
up worry less. keep it

Thanks, its Chronic

celebrate good times.

feelings

"After having a colonoscopy before going back up to my ward I needed to release any trapped wind, because that can be quite embarrassing the nurses were really encouraging, clapping when it finally happened!"



fact

The colonoscope also blows carbon dioxide into the colon. This air expands the colon and makes it easier for the doctor to spot any irregularities or problems. For some people this air can become trapped and cause stomach cramps and pains afterwards.

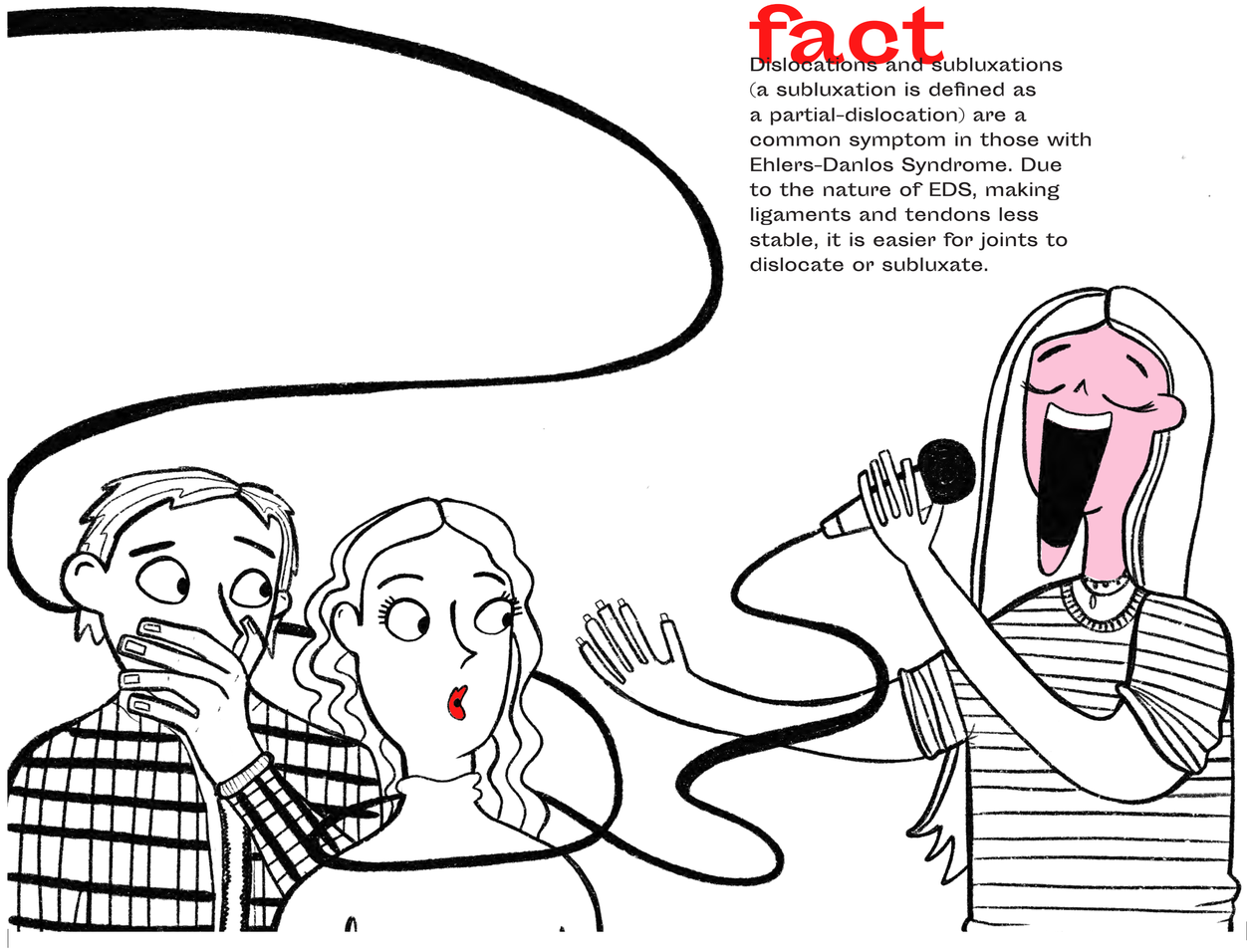
some people wait a lifetime, for a moment like this.

feelings

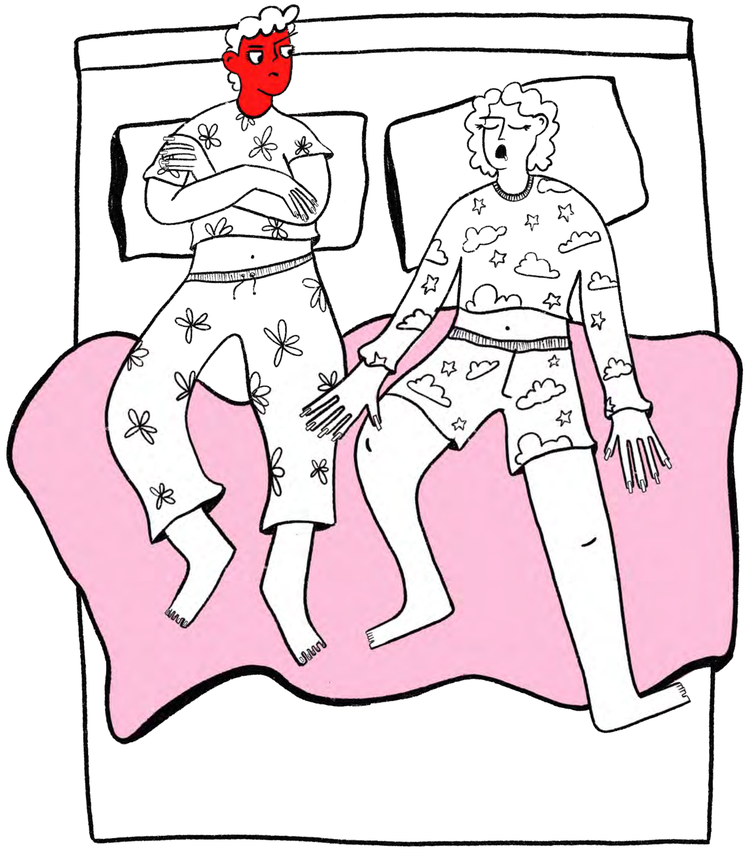
"My jaw once went out as I was singing on Karaoke in a bar, as all eyes were on me to begin with, seeing everyone's face change was humorous, for me, not them."

fact

Dislocations and subluxations (a subluxation is defined as a partial-dislocation) are a common symptom in those with Ehlers-Danlos Syndrome. Due to the nature of EDS, making ligaments and tendons less stable, it is easier for joints to dislocate or subluxate.



you take my breath away.



feelings

"My girlfriend waking me up annoyed because I was "snoring" when in fact I was having trouble breathing in my sleep!!"

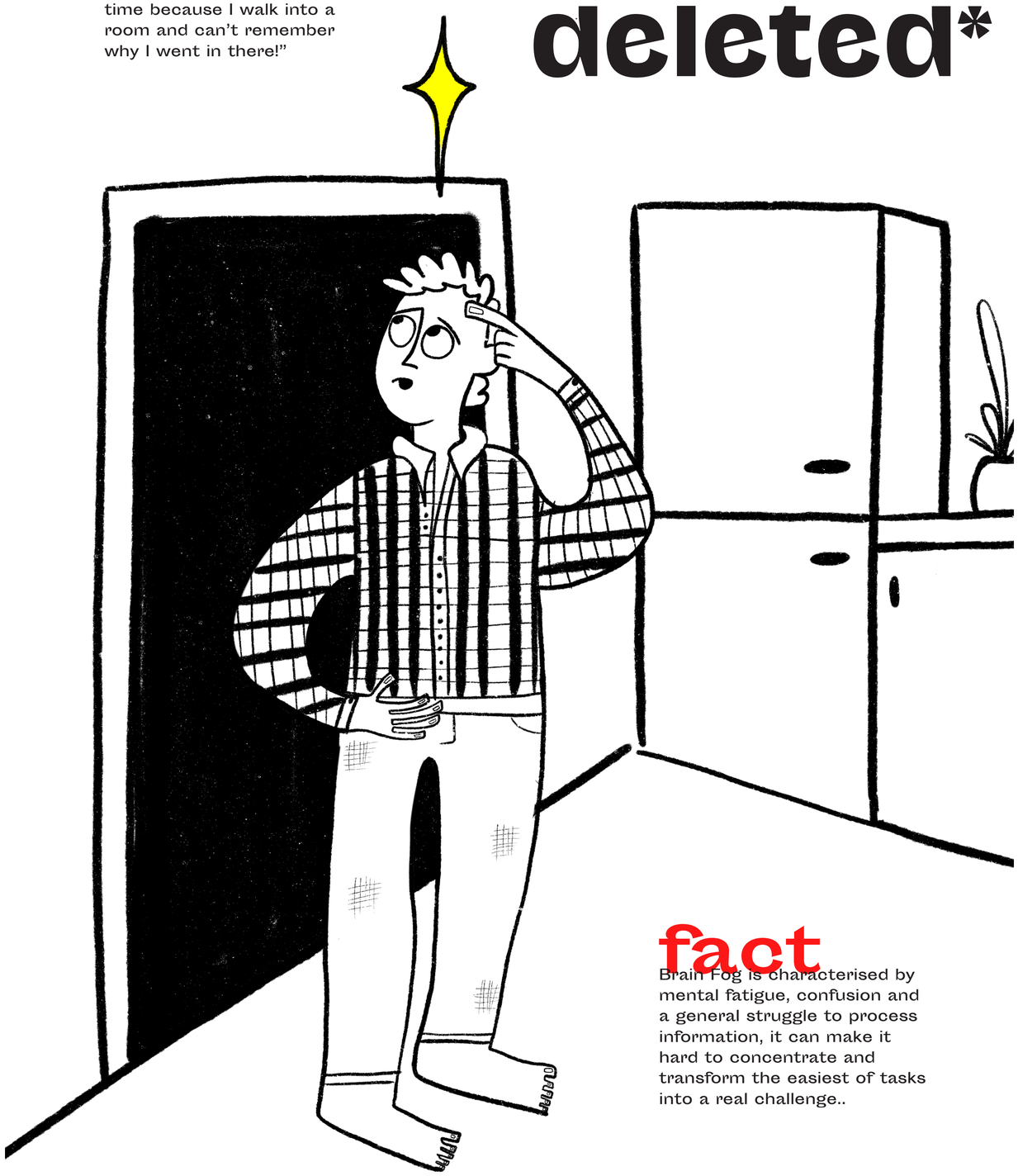
fact

Asthma can be worse at night because your body produces fewer natural steroid hormones, which can affect your symptoms and more of the cells that cause inflammation in your airways.

feelings

"I feel like a sim who's action has been deleted half the time because I walk into a room and can't remember why I went in there!"

action deleted



fact

Brain Fog is characterised by mental fatigue, confusion and a general struggle to process information, it can make it hard to concentrate and transform the easiest of tasks into a real challenge..



health anxiety

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depression

THANK YOU COME AGAIN SOON

please don't

It can be a lose-lose for those with chronic illness when it comes to working. Don't work and they risk being seen as lazy and incompetent, but if they are able to work their illness can be seen as less severe or even non-existent. Given the invisible nature of many chronic conditions, it can be a daily battle to outwardly appear well whilst the reality is the opposite.

NO REST FOR THE CHRONIC

For anyone in employment there are time's when time off can be unavoidable but, for those with chronic conditions this can be more regularly than those who are healthy. There are employers that can be accomodating to those with chronic illness, allowing them extra time off and understanding that poor health days can't be helped. But companies still have policies and sometimes this can result in disciplinary actions being taken. Employees with chronic illness often report feeling extra pressure and anxiety about attending despite a flare up in symptoms or having a particularly bad day, with many attending anyway in spite of it.

(STILL) OCCUPIED

Bathroom breaks are a given when going to work but what if you had to go twice as much? For many people with chronic illnesses that affect the digestive system like IBD, pooping on company time can cause unnecessary stress and anxiety. Conditions such as Diabetes and Multiple sclerosis can experience bladder problems and those with Epilepsy can exprience loss of control during a seizure.
However, it's not just bowel or bladder problems that cause bathroom anxiety, many chronic conditions come with nausea and vomitting, those like, crohns and colitis (IBD, rheumatoid arthritis and gastroesophageal reflux disease (GERD) are commonly associated with chronic nausea and vomiting.

SERVICE WITHOUT A SMILE

Regardless of if it's face to face or a phone call it can become daunting to interact with customers and co-workers on bad flare days. Maintaining an upbeat and friendly attitude can be impossible if you're experiencing pain, nausea, exhaustion or anxiety, all of which are commonly seen in those with chronic illness.

TIP: Tell new and current employers about your condition, not just in your contract but make any managers or bosses aware too! They dont always read the oontracts so they may not know.

I WAS NOT EXPECTING THAT

side effects & symptoms



sleep is for the healthy

Insomnia is diffculty getting asleep and/or staying asleep which can lead to mood and concentration issues throughout the day. It is a common problem thought to affect 1 in 3 people in the UK. It can be triggered by a number of things such as mental health conditions, stress or anxiety, physical health conditions like, heart conditions or chronic conditions with long term pain and by some medications such as steroids, antidepressants or epilepsy medication.

over the moon face

Moon face is a swelling of the face usually caused by the extended steroid use associated with chronic illness treatment but can also be due to Cushings syndrome or hyperthyroidism. It is not dangerous but can lead to issues with confidence in appearance and mental health. Whilst moon face may be unavoidable there are things that are recommended that may help with the symptom.

panic intensifies

Panic attacks are an extreme fear or anxiety response. They often occur suddenly and can range in duration from person to person, with some lasting just 5 minutes and others reported to have lasted up to an hour. During an attack you get both mental and physical symptoms that make them distressing and frightening. Symptoms that happen as a result are: Racing heartbeat, pins and needles or numbness, shortness of breath, a fear of dying and feeling like you are not connected to your own body.

is it hot in here or is it just me

Hot flashes are most commonly associated with menopause but they can often be a symptom of chronic illnesses. They are thought to be caused by changes in hormone levels, which is why they can be triggered by stress and anxiety. Flushing can also be a side effect of certain medications.

Thanks, its ULCERATIVE COLITIS

It is estimated that Ulcerative Colitis affects about one in every 420 people in the UK.

WHAT IS IT?!

"Ulcerative Colitis is a condition that causes inflammation and ulceration of the inner lining of the colon and rectum (the large bowel).
Inflammation is the body's reaction to irritation, injury or infection, and can cause redness, swelling and pain. In Colitis, ulcers develop on the surface of the bowel lining and these may bleed and produce mucus.
The inflammation usually begins in the rectum and lower colon, but it may affect the entire colon. If Colitis only affects the rectum, it is called proctitis.

Ulcerative Colitis is one of the two main forms of Inflammatory Bowel Disease, so may also be called 'IBD'. The other main form of IBD is a condition known as Crohn's Disease.

Colitis is sometimes described as a chronic condition. This means that it is ongoing and lifelong, although you may have long periods of good health known as remission, as well relapses or flare-ups when your symptoms are more active. Everyone is different – in many people the disease is mild with few flare-ups, while other people may have more severe disease.

HOW DOES IT AFFECT THE BODY?

In Colitis, parts of the colon and/or rectum become inflamed and sore. Ulcers can develop on the colon lining and these can bleed or produce mucus.
The inflamed colon is less able to absorb the liquid and this can lead to a larger volume of watery stools. Also, because the colon cannot hold as much waste as normal, very frequent bowel movements (six or more a day) may occur.

THE SYMPTOMS

* Your symptoms may vary according to how much of the colon is inflamed and how severe the inflammation is, but the most common symptoms during a flare-up are:
* **Diarrhoea.** This is often with blood and mucus, and an urgent need to rush to the toilet
* **Cramping pains in the abdomen.** These can be very severe and often occur before passing a stool
* **Tiredness and fatigue.** This can be due to the illness itself, from anaemia (see below), or from a lack of sleep if you have to keep getting up at night with pain or diarrhoea

PEOPLE WITH ULCERATIVE COLITIS HAVE AN INCREASED RISK OF DEVELOPING BOWEL CANCER.

* Feeling generally unwell. Some people may have a raised temperature and feel feverish, with a fast heartbeat
* Loss of appetite and loss of weight.
* Anaemia (a reduced number of red blood cells). You are more likely to develop anaemia if you are losing a lot of blood or not eating well. Anaemia can make you feel very tired.

THERE ARE 3 MAIN TYPES OF COLITIS

Proctitis

In proctitis, only the rectum (the lowest part of the large bowel) is inflamed. This means that the rest of the colon is unaffected and can still function normally.In some people, the sigmoid colon, may also be inflamed – a form of Colitis sometimes known as proctosigmoiditis.

Left-sided (Distal) Colitis

In this type of Colitis, the inflammation involves the distal colon, which includes the rectum and the left side of the colon (also known as the descending colon).

Total Colitis/ Pancolitis

Colitis that affects the whole colon is known as total colitis or pancolitis. If the inflammation affects most of the colon, but not all of it, it is known as extensive colitis.

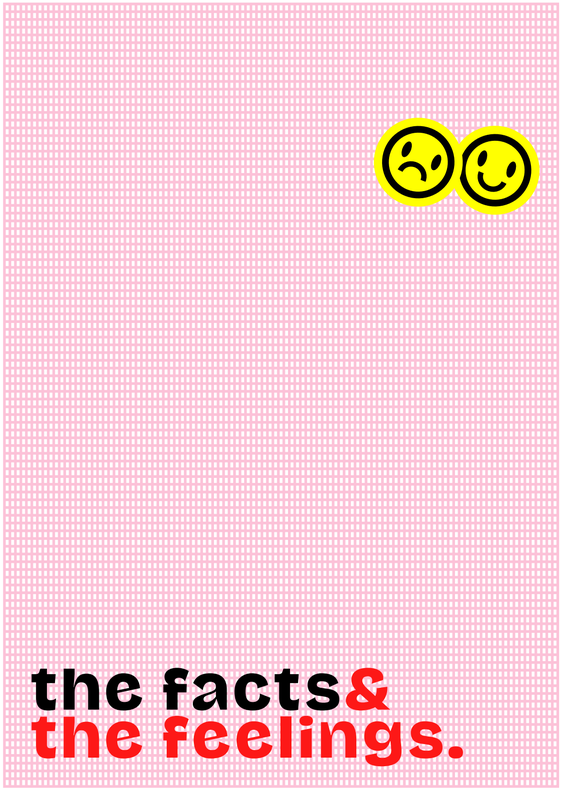

I'M
BROKEN
FUCK OFF!

CHANGES FOR RISO PRINTING

Replacing full colour backgrounds with colour grids to avoid flooding the pages with ink but still keep a coloured background.

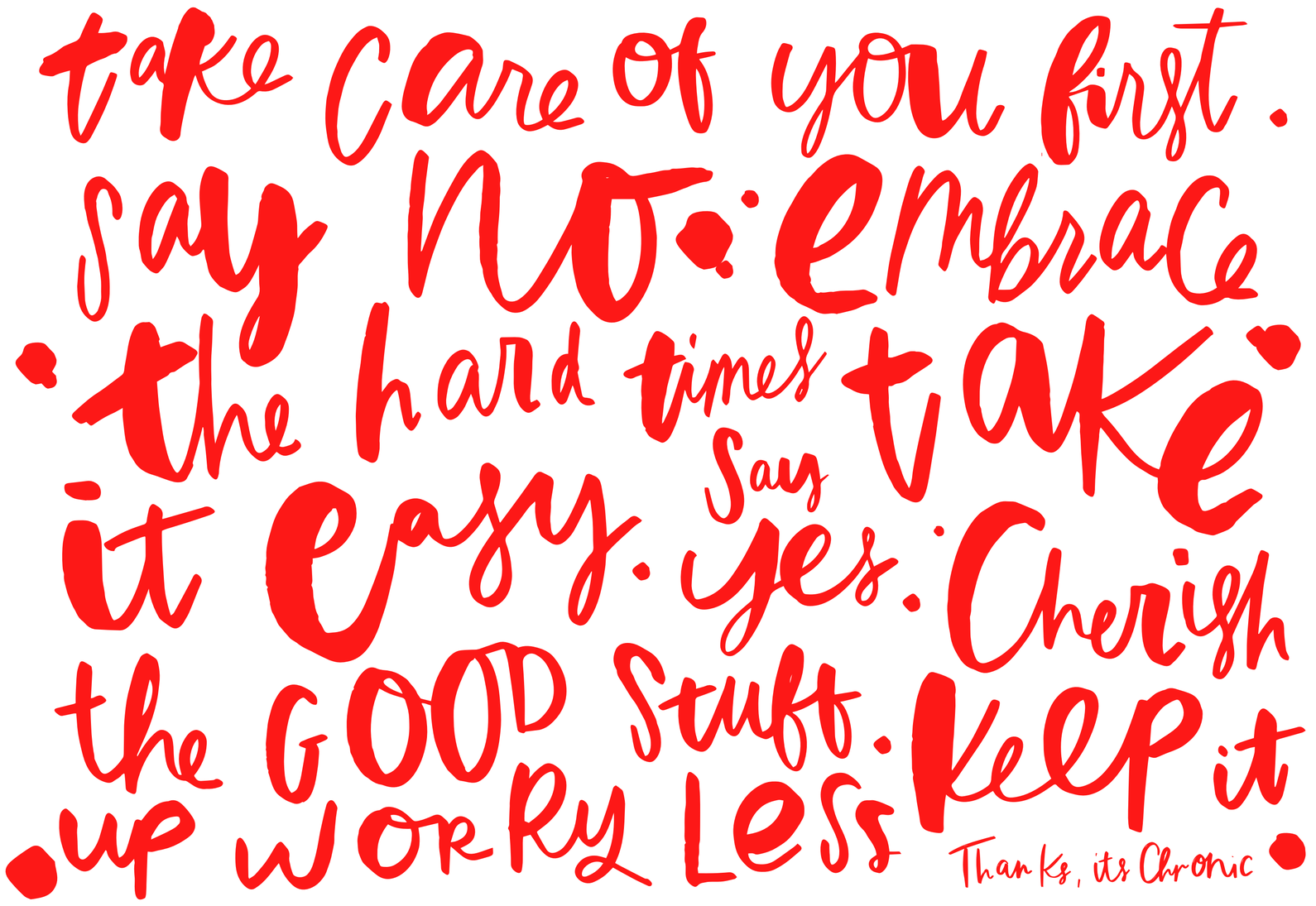


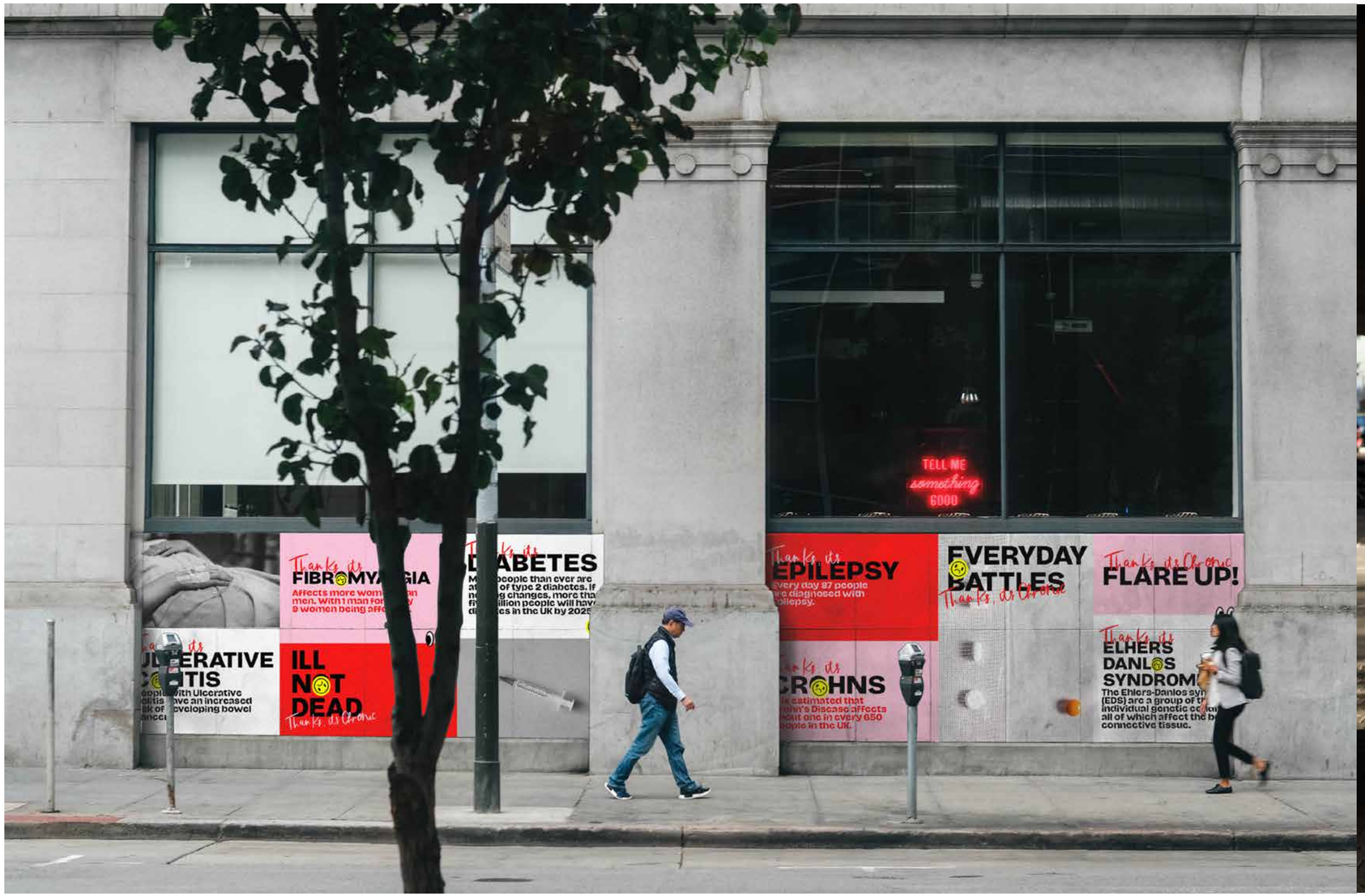






Reversed the colourway on the pull out print to accomodate riso.




TELL ME
something
GOOD
Thanks, it's
FIBROMYALGIA
Affects more women than men. With 1 man for
9 women being affected
Thanks, it's
DIABETES
Thanks, it's
EPILEPSY
Every day 87 people are diagnosed with Epilepsy.
EVERYDAY BATTLES
Thanks, it's Chronic
Thanks, it's Chronic
FLARE UP!
Thanks, it's
ULCERATIVE COLITIS
ILL NOT DEAD
Thanks, it's Chronic
Thanks, it's
CROHNS
It is estimated that Crohn's Disease affects about one in every 650 people in the UK.
Thanks, it's
ELHERS DANLOS SYNDROME
The Ehlers-Danlos syndromes (EDS) are a group of
individual genetic
all of which affect the
connective tissue.


Thanks, it's
EPILEPSY
Every day 87 people are diagnosed with Epilepsy.
Thanks, it's
CROHNS
It is estimated that Crohn's Disease affects about one in every 650 people in the UK.

After many survey responses mentioned thye thought that there could be more campaigning done to raise awareness, the project was expanded for usage beyond a newspaper. Giving the project potential to reach a wider audience and achieve that goal of raising more awareness.



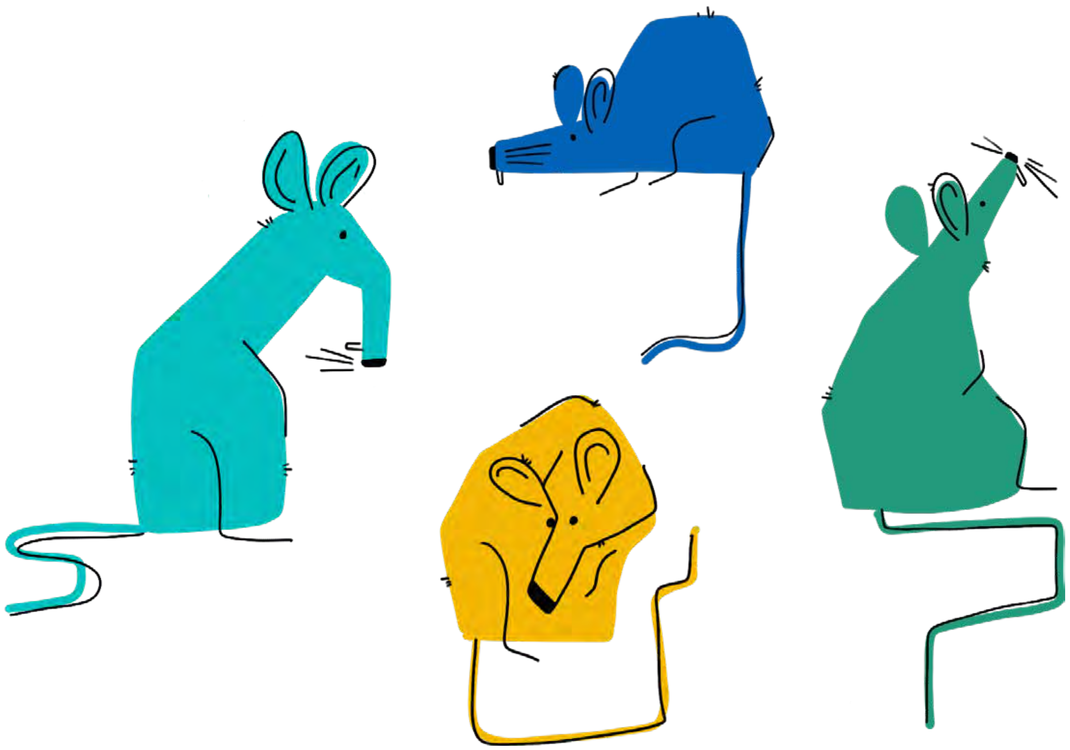
BRANDING: VENNYS

the brief: The pet industry is saturated with brands for dogs and cats, but rodent brands often feature dull and outdated identities. Create a visual identity and app design for a pet care/pet food brand designed for Rodents and rodent owners.

did it work? This project is still in progress, however the outcome so far has been successful. Having completed the branding side of things I am now working on the App content.

I used these rejected illustrations from previous client work as inspiration for other types of rodent illustrations.

Research looked at current pet brands on the market which featured fun and illiustrated styles.



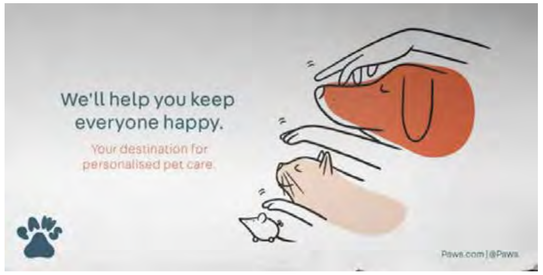




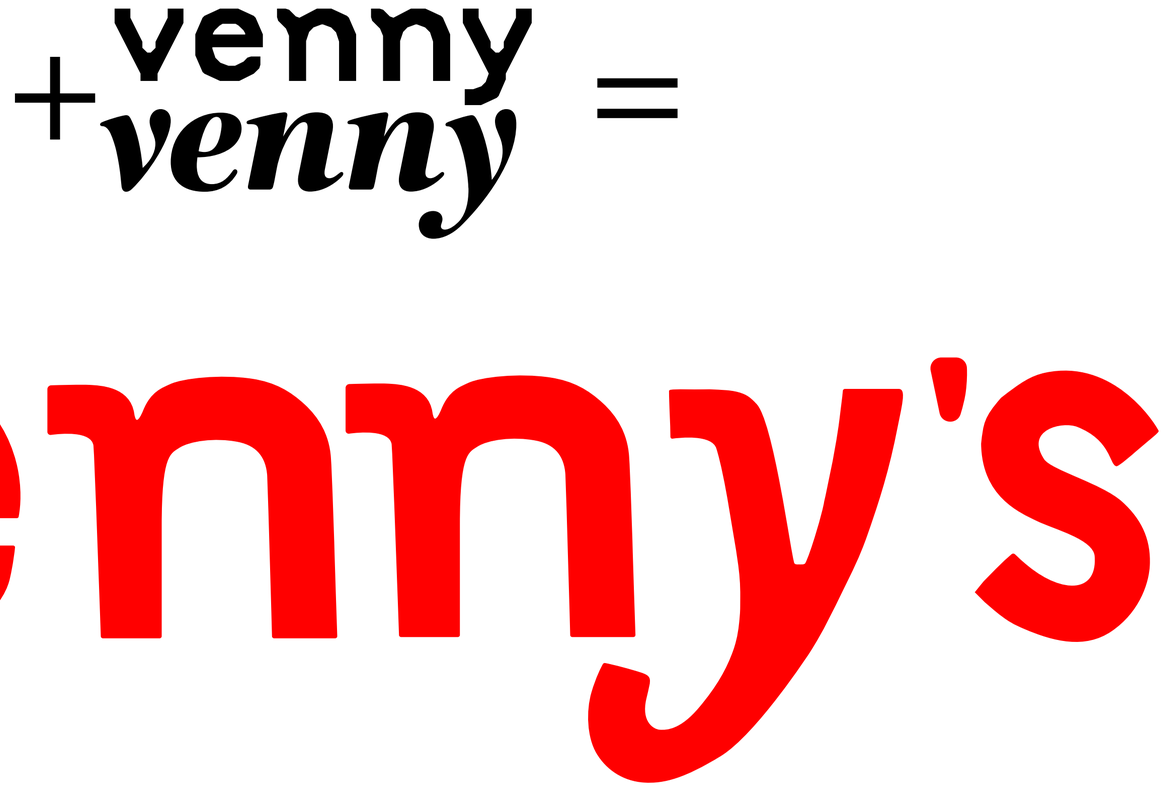








I was drawn to elements in the two typefaces shown (right), but didn't feel like they fit with what I had in mind. Instead the logo type was created with the pen tool.



LOGO DESIGN

BRAND TYPOGRAPHY

forma djr banner - regular
body copy

swear display - *medium cilati*

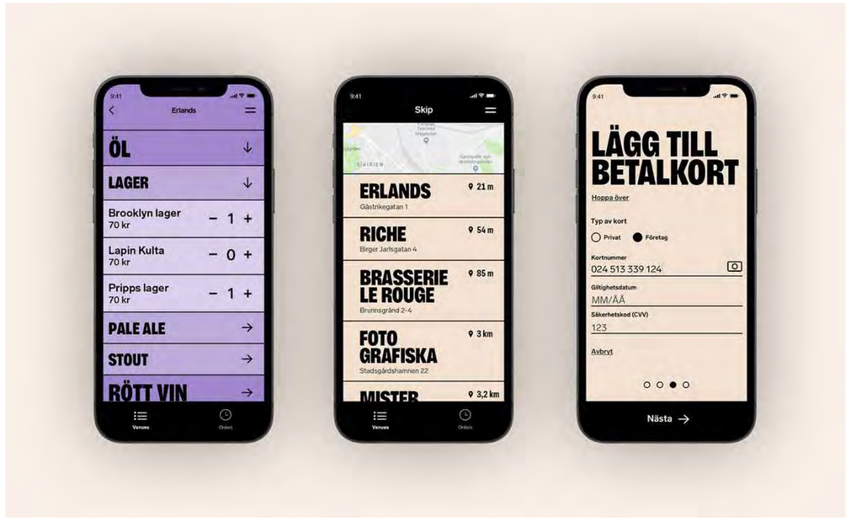
headers and embellishment

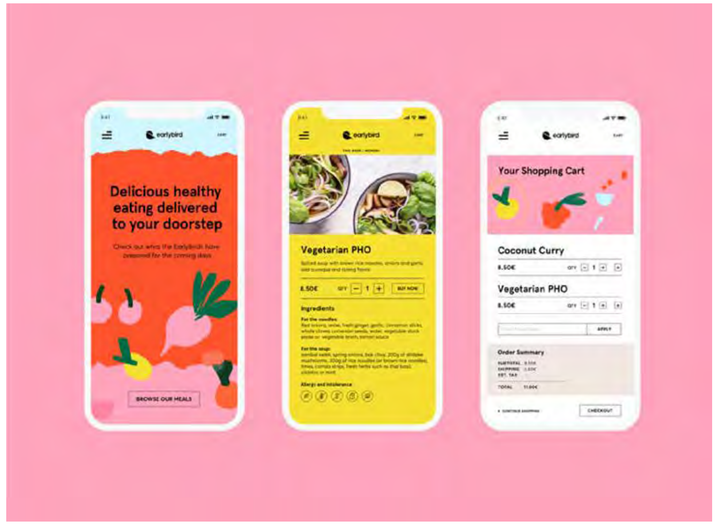
BRAND COLOURS

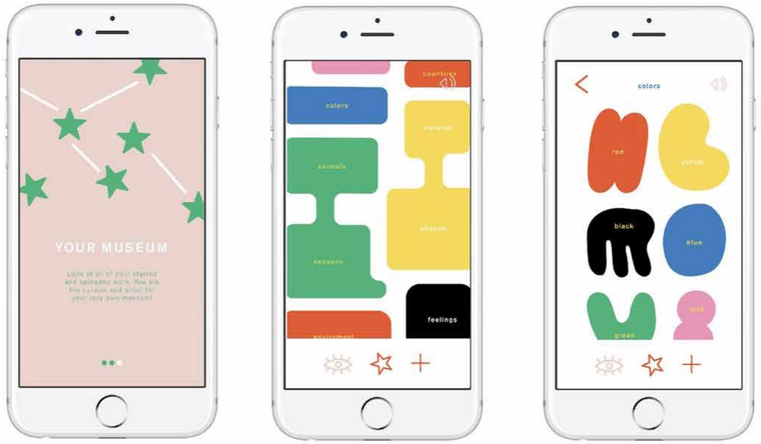


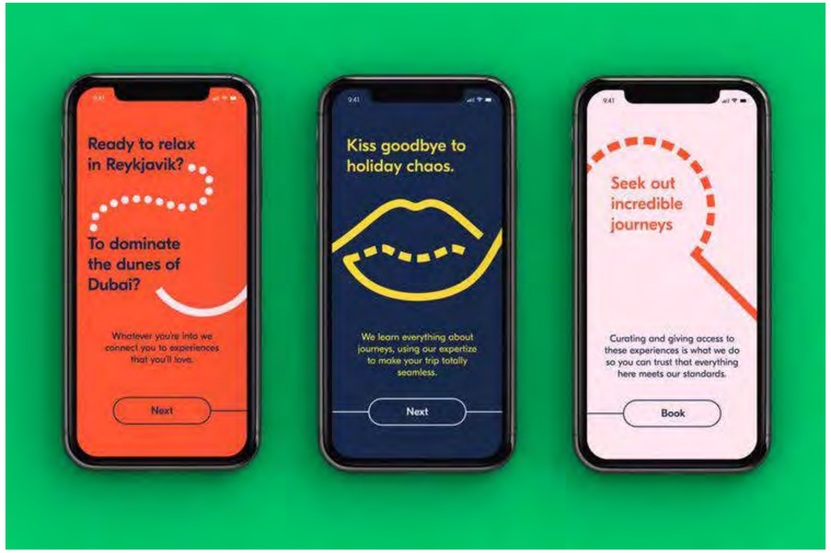
BRAND GUIDELINES

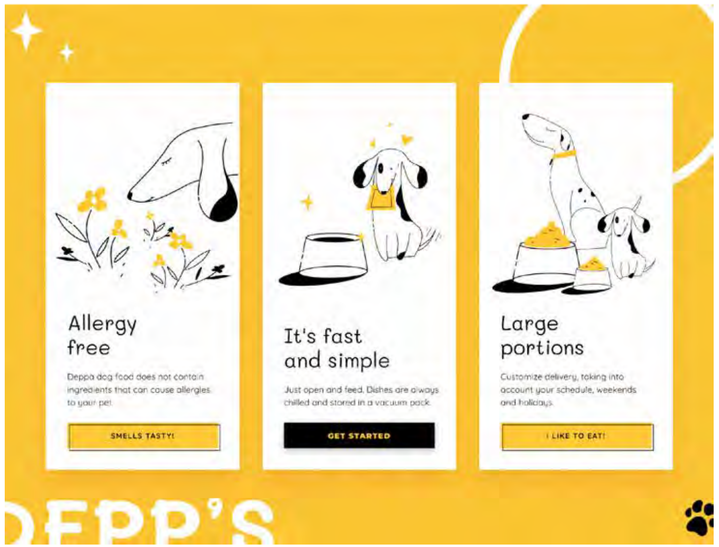










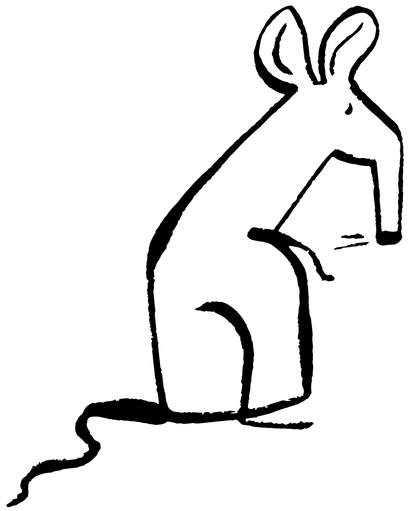


APP DEVELOPMENT RESEARCH













RODENT ILLUSTRATIONS







LOGO AND ILLUSTRATION USE

venny's

must scurry, it's snack time.



venny's

a house with a mouse is a home.



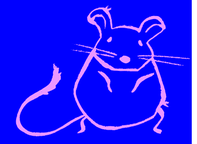
venny's

we're squeally good.

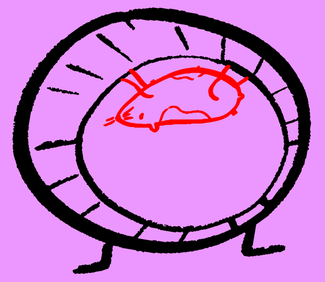


venny's

the best things in life are *furry*.



venny's



squeal if you wanna go faster.

venny's

putting the *squeak* in squeaky clean.



venny's

we keep it *squeal* around here.



venny's

keeping pets *cheeky & cheerful*



venny's

no such thing as pests, just the *best*.

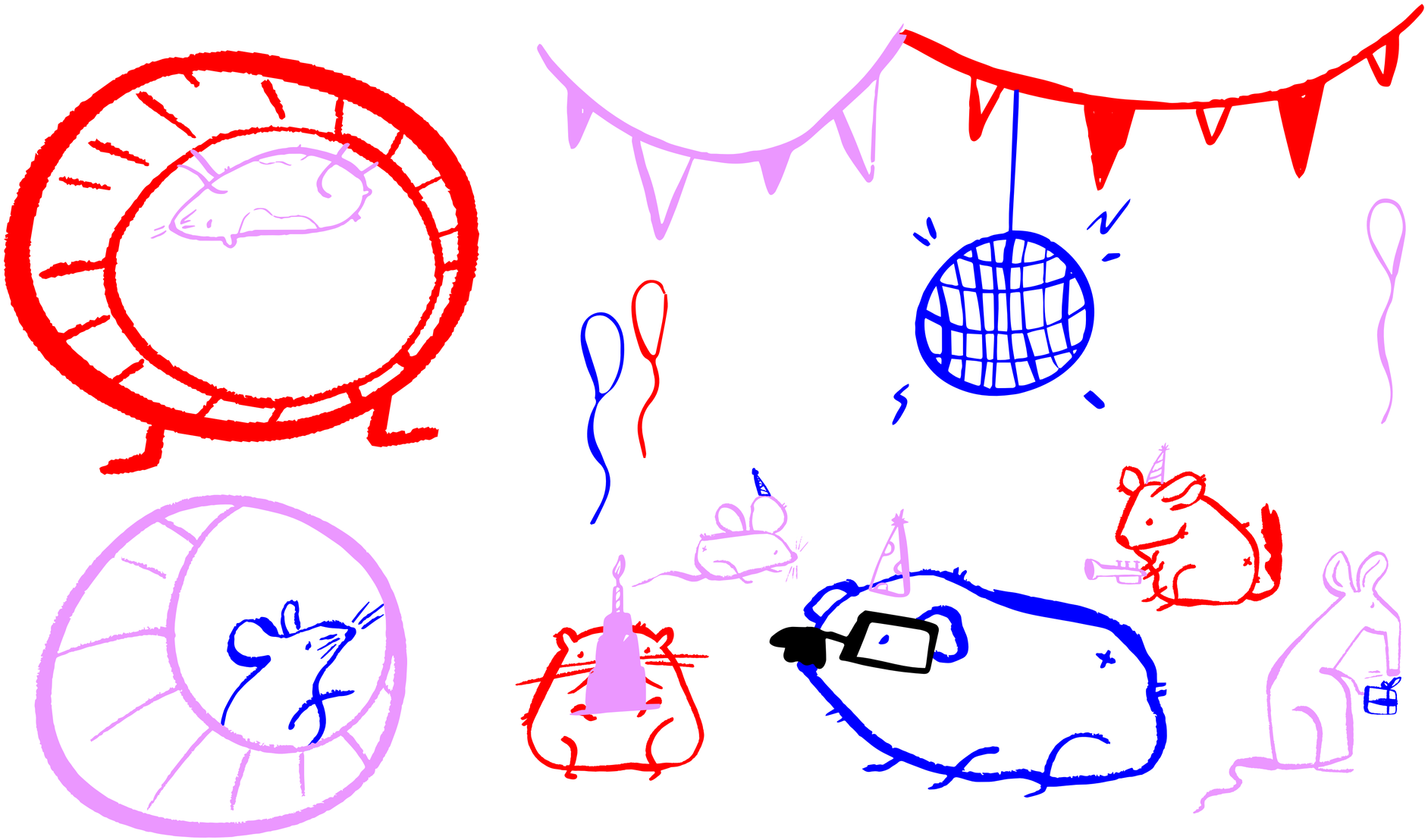


keep rolling, rolling, *rolling*..

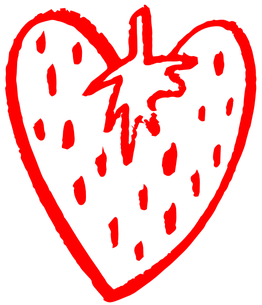
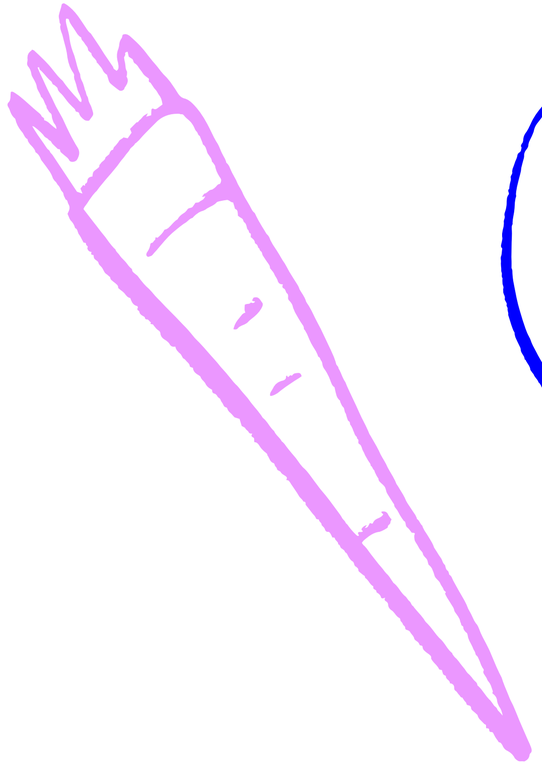
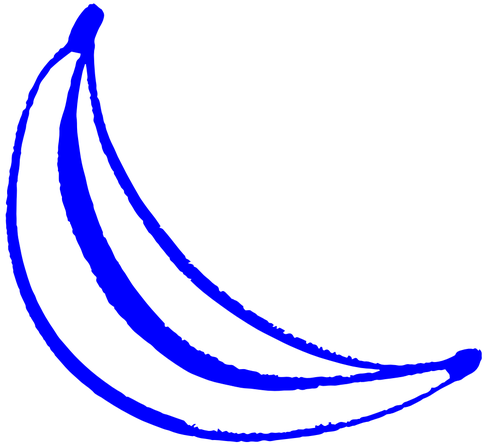
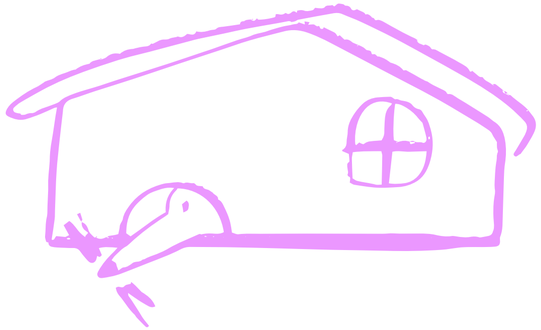
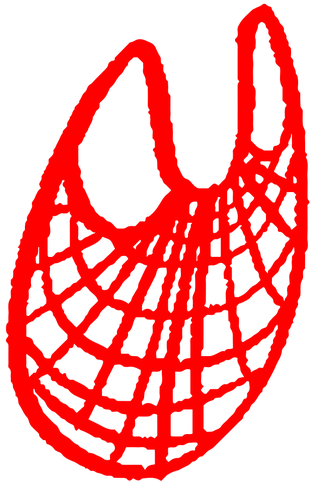
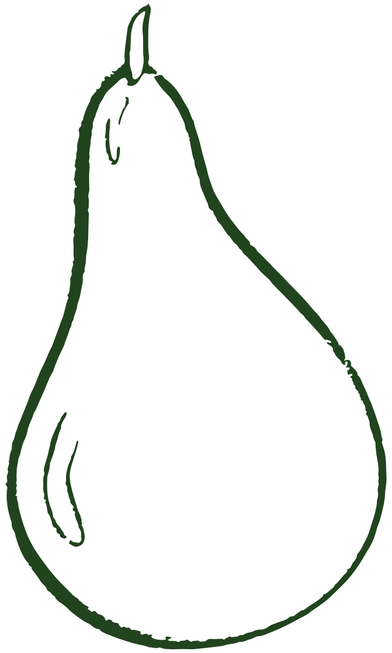
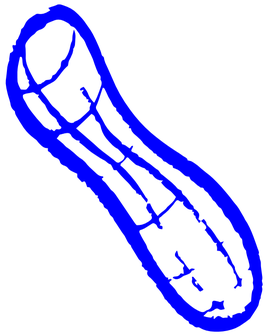
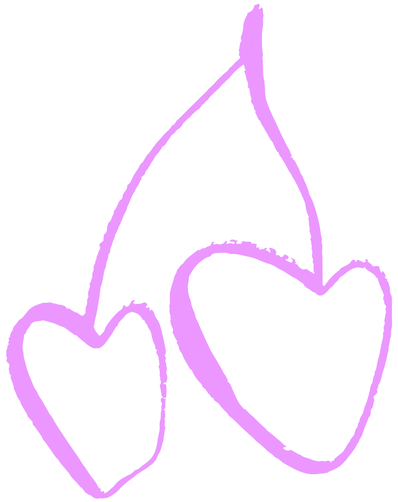


venny's

TYPE IN USE



EXTRA ILLUSTRATIONS




PHOTOGRAPHY STYLE

Packaging designs for use on the app store, are designed to be a more gourmet range than your typical rodent food, and are inspired by desserts that include ingredients typically found in rodent food.



PACKAGING USE


venny's
peanut butter
flavoured biscuits
for mice
venny's
peanut butter
flavoured biscuits
for mice
venny's


venny's
carrot cake
flavoured biscuits
for chinchillas
venny's
carrot cake
flavoured biscuits
for chinchillas
venny's

The app is designed to allow users to find relevant rodent advice, shop the brand products and access expert care through a live chat service.



APP DEVELOPMENT

venny's

welcome to the *mischief*.



lets get this ball rolling

venny's

name

email

password

confirm password

already part of the mischief?
sign in



venny's



name

email

password

confirm password

already part of the mischief?
sign in



venny's







name

password

not part of the mischief yet?
sign up

venny's

welcome back



name

password

not part of the *mischief* yet?
sign up

venny's

Shop our dessert range

healthy treats for your littlest fur balls

filter

£4.00

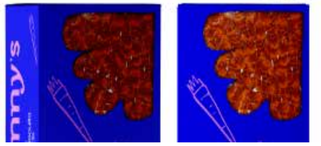


peanut butter flavoured biscuits

add to cheek

check out the nibbly bits

£4.00



venny's
shop



peanut butter flavoured biscuits

add to cheek

check out the nibbly bits



carrot cake flavoured biscuits

add to cheek

check out the nibbly bits

venny's

Shop our dessert range



peanut butter flavoured biscuits

add to cheek

check out the nibbly bits



carrot cake flavoured biscuits

add to cheek

check out the nibbly bits

venny's



sniffing out cookies

venny's



scurrying along...

venny's



keeping it *rolling*

venny's

Made with *crumbs* in the UK.



venny's



celebrate!
you are finally a part of the mischief.

You can edit your account at any time in *your nest.*

venny's



celebrate!
you are officially part of the *mischief.*

You can edit your account at any time in *your nest.*

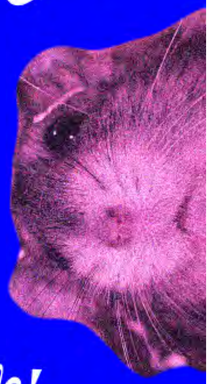
venny's



welcome to the *mischief.*

You can edit your account at any time in *your nest.*

venny's



Oh, look who's back!

Ready for more mischief?

name

password

not part of the mischief yet?
sign up

venny's

filter

£4.00



peanut butter flavoured biscuits

add to pouch

check out the nibbly bits

£4.00



carrot cake flavoured biscuits

add to pouch

check out the nibbly bits

< back

venny's



carrot cake flavoured biscuits

Reviews

£4.00

Product information:

Delicious biscuits made with only the best, organic ingredients, that keep your little fur balls healthy and happy.

Ingredients:

Delicious biscuits made with only the best, organic ingredients, that keep your little fur balls healthy and happy.

Delivery information:

Standard: £2.99
(free for mischief subscription members)
Next Day: £4.99

add to pouch

venny's

You are now chatting with rat expert *Dr. Fluff*...

...

end chat x

venny's

You are now chatting with rat expert *Dr. Fluff*...

GHGHGHGHGHGGGJFDJJFJESF JSKDDSGSGHGHGHGHGHGGGJ FDJJFJESFJSKDDSGS

GHGHGHGHGHGGGJFDJJFJESF JSKDDSGSGHGHGHGHGHGGGJ FDJJFJESFJSKDDSGSGHGHGH GHGHGGGJFDJJFJESFJSKDDSG SGHGHGHGHGHGGGJFDJJFJES

GHGHGHGHGHGGGJFDJJFJESF JSKDDSGSGHGHGHGHGHGGGJ FDJJFJESFJSKDDSGSGHGHGH GHGHGGGJFDJJFJESFJSKDDSG SGHGHGHGHGHGGGJFDJJFJES

...

end chat x

Details like the notches in the chat boxes and the arrow icon allow for an opportunity to play on the idea of mice/rats and cheese, whilst also bringing a unique touch to common app elements.



venny's

Oh no!
it's not you, it's us



venny's

Oh no!
it's not you, it's us

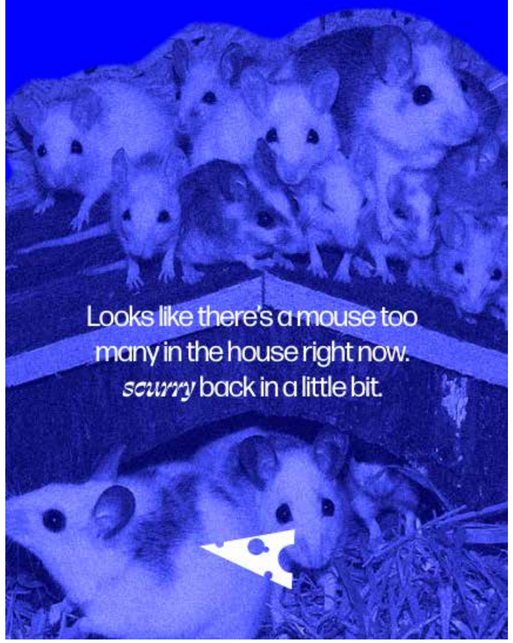
Oh no!
it's not you, it's us

Oh no!
it's not you, it's us



venny's

Oh no!
it's not you, it's us



Looks like there's a mouse too many in the house right now. *scurry* back in a little bit.

venny's

Sometime's our experts can be *squeally* busy giving their amazing advice.



Alternatively,
You can use our contact page to schedule a call back that works for you.

COMPETITION

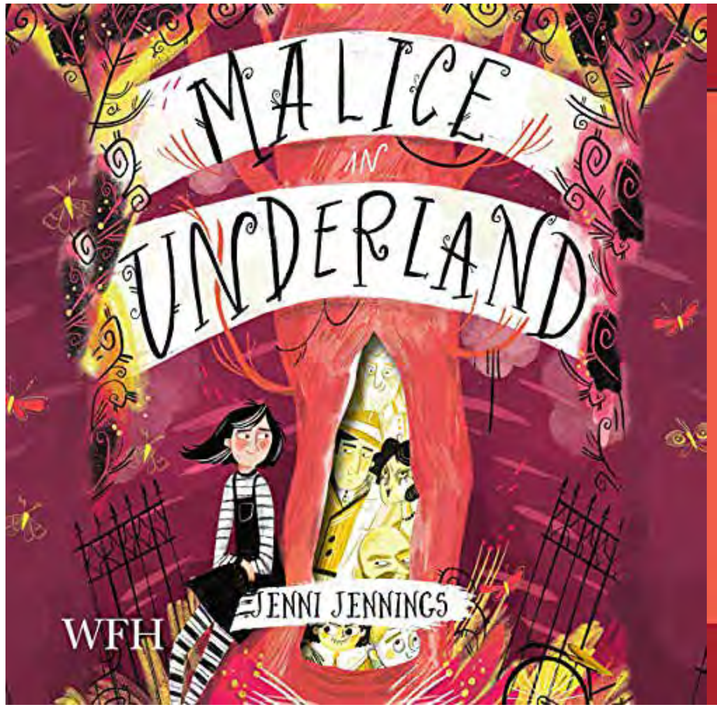
D&AD AUDIBLE

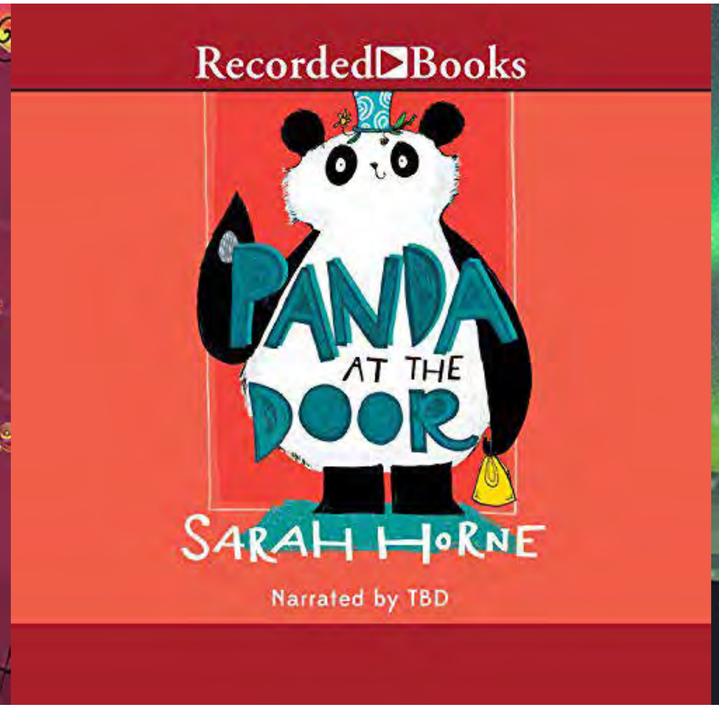
The Brief: Design a visual identity for a fictional* Audible Originals title that stands out and makes
some noise. At Audible, designers might not have the full text available to listen to before they create an identity - instead they will have the title, synopsis and a clear idea of the target audience. To replicate this process, you have a selection of four fictional* audiobook and podcast titles, synopses and core markets to choose from. You'll need to get into the mind of your audience and design a digital book cover and series of visual assets to promote your title.

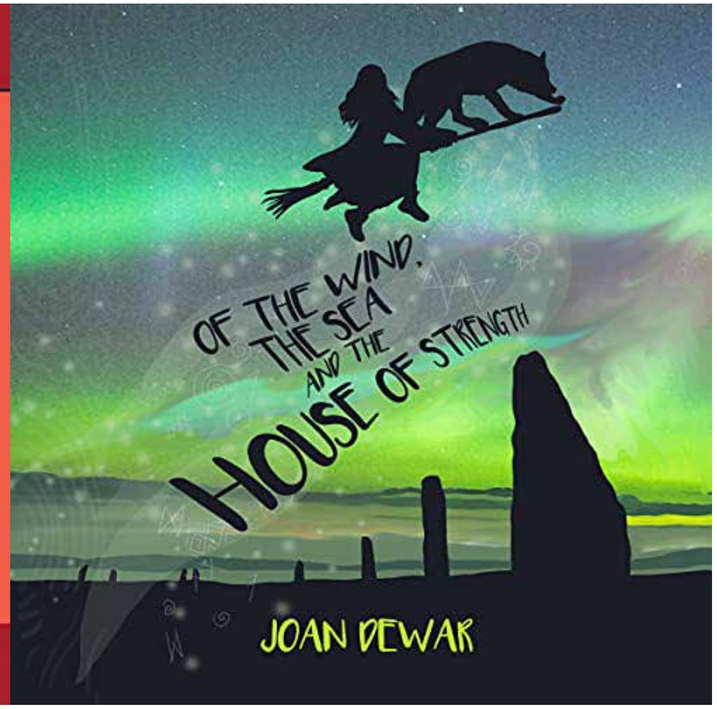
CHOSEN TITLE: THERE'S A NOISE IN THE SHED

Did it work? The identity created for my chosen title, fits well within the already existing childrens book market. The use of creative copy and onomatopoeia makes this a title that 'stands out and makes noise' amongst the competition. The bold, varied yet cohesive design ensures that the design won't be dull or easy to miss.

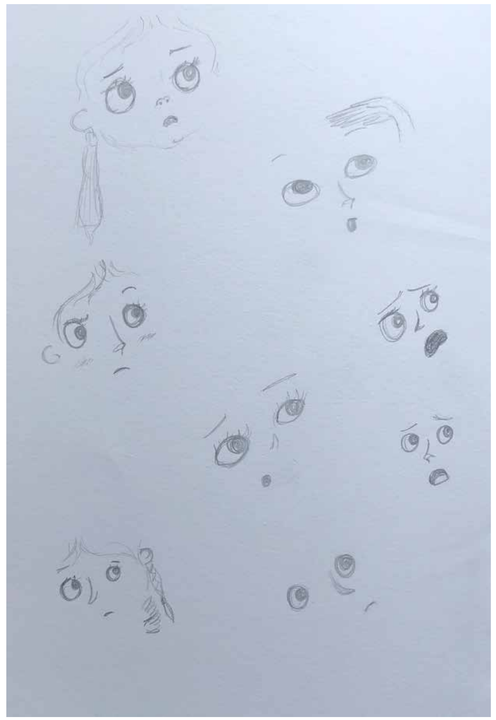
Reserarch into relevant audible covers found few examples of interest, elements of these caught my eye however, overall I found the covers can over be quite outdated and over-simplified.

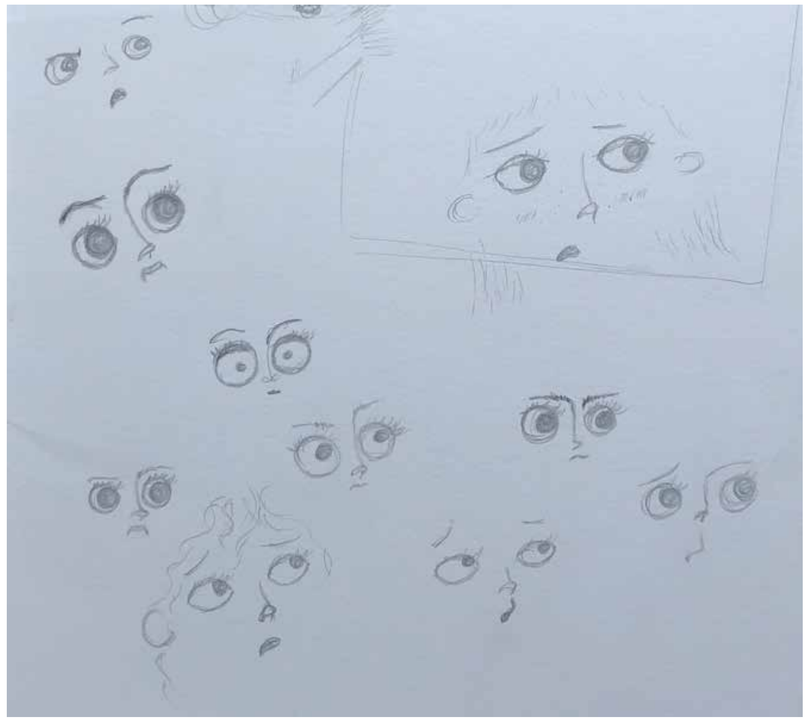


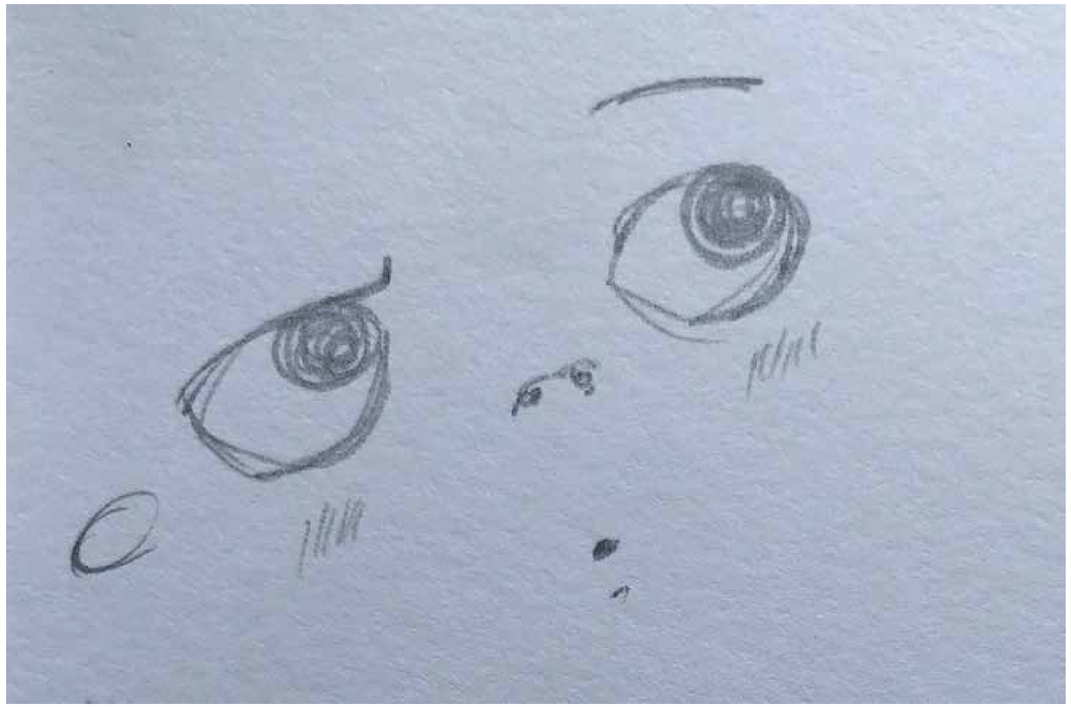




The idea started with sketching out different expressions to decide on the right one. I knew i wanted the character to have an intrigued, curious or worried expression. The final choice felt like a mix of all of the desired qualities and was then developed further digitally on my ipad.







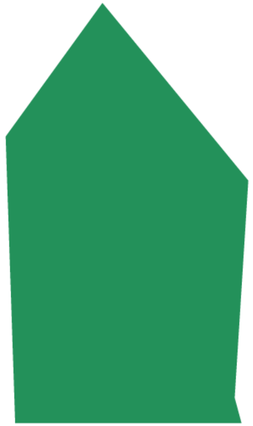
CHARACTER DEVELOPMENT



CHARACTER DEVELOPMENT

COLOURS

GROWLING GREEN



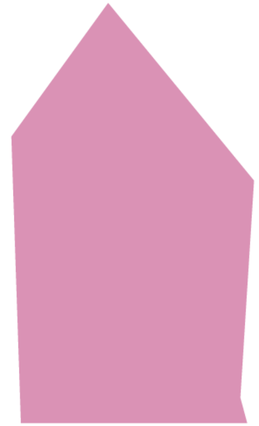
#23915A

LA-LA LIME



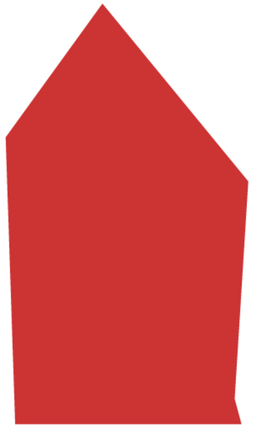
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POPPING PINK



#DA92B5

ROARING RED

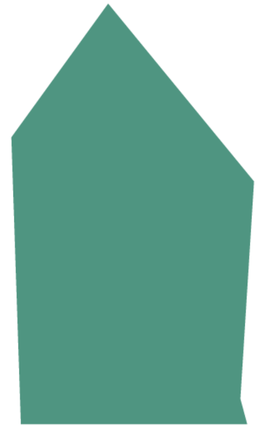


#CC3333

CHOMPING CHARTREUSE

#E4E14E

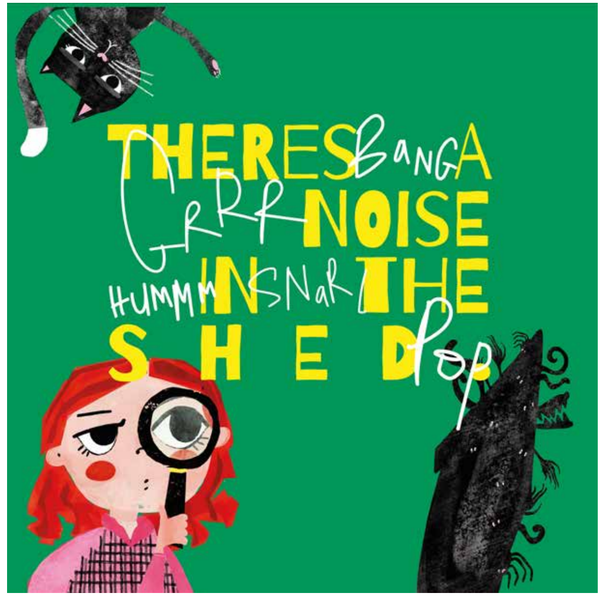
TIP-TAP TEAL

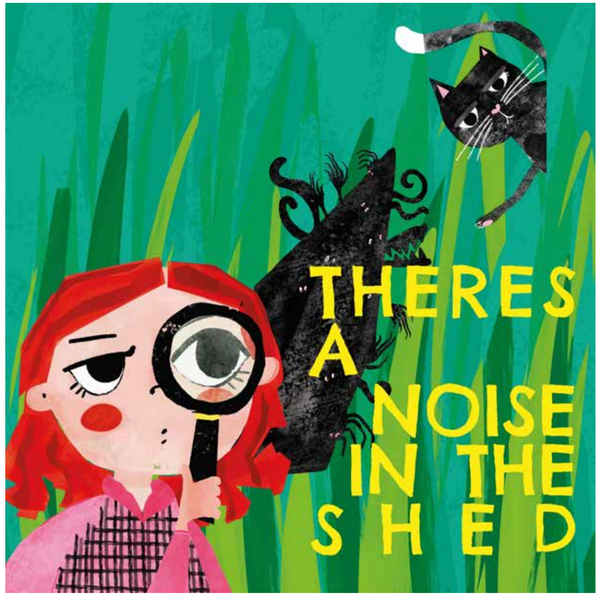


#4F9581


BOOM
SNARL
SMACK
ZZZ
YAP
BRRP
THWACK
WHOOSH
BUZZ
GRUNT
PURR
CREAK
HOWL
MMM
THERE'S A NOISE IN THE SHED


BOOM
SNARL
SMACK
BUZZ
WHOOSH
GRUNT
PURR
THERE'S A NOISE IN THE SHED


THERES BANG A
GRRR NOISE
HUMMM IN SNARL THE
S H E D POP


THERES
A
NOISE
IN THE
S H E D


BOOM
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THERES
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THERES BANG A
GRRR NOISE
HUMMM IN SNARL THE
S H E D POP.


THERES BANG A
GRRR NOISE
HUMMM IN SNARL THE
S H E D POP.

Cover development went through many stages, as I considered it to be the most important asset. Once the idea for the cover was finalised I was able to apply that to the other assets required in varied ways.




THERES A
NOISE
IN THE
SHED

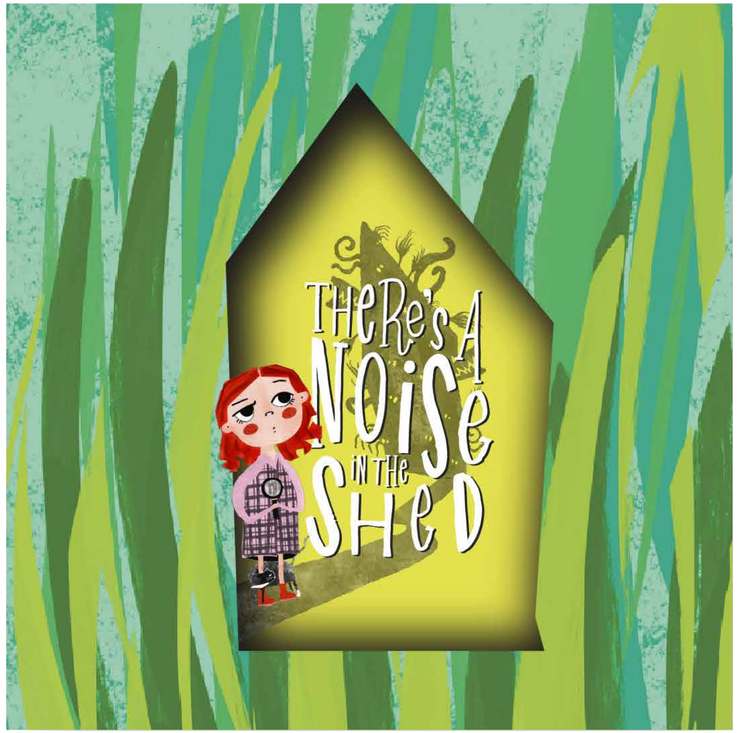

WHOOSH
BUZZ
SMACK
GRUNT
PURR
BANG
THERES A
NOISE
IN THE
SHED
SNEER
GROWL
CHIRP
MUTTER
BUMP
ROAR
SQUAWK
TWEET

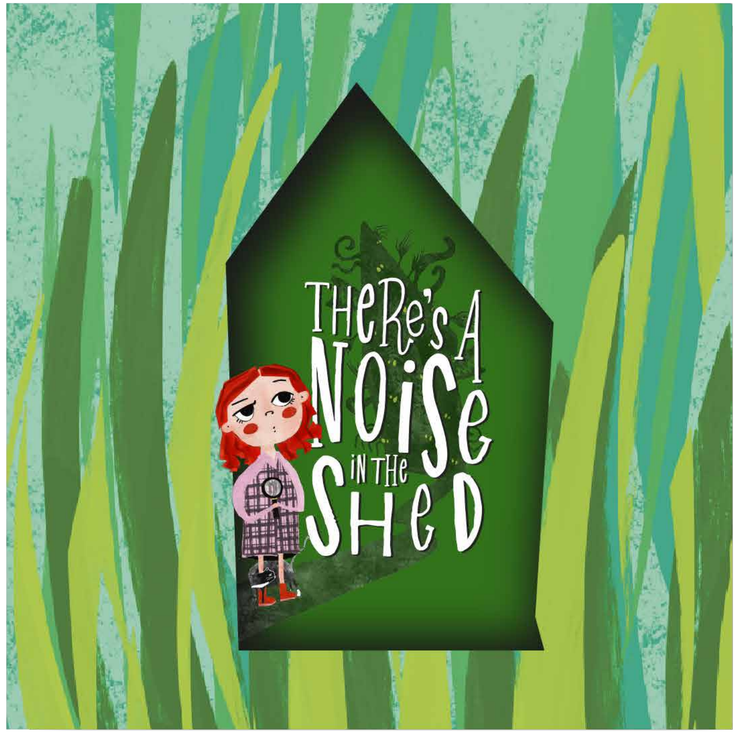

WHOOSH
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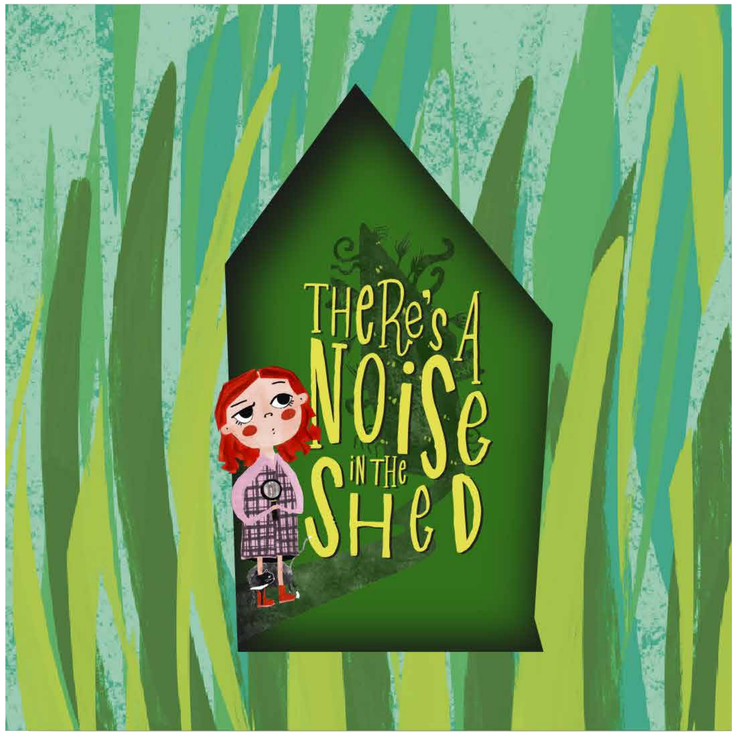

There's A
NOISE
IN THE
SHED


WHOOSH
THERES A
NOISE IN
THE SHED

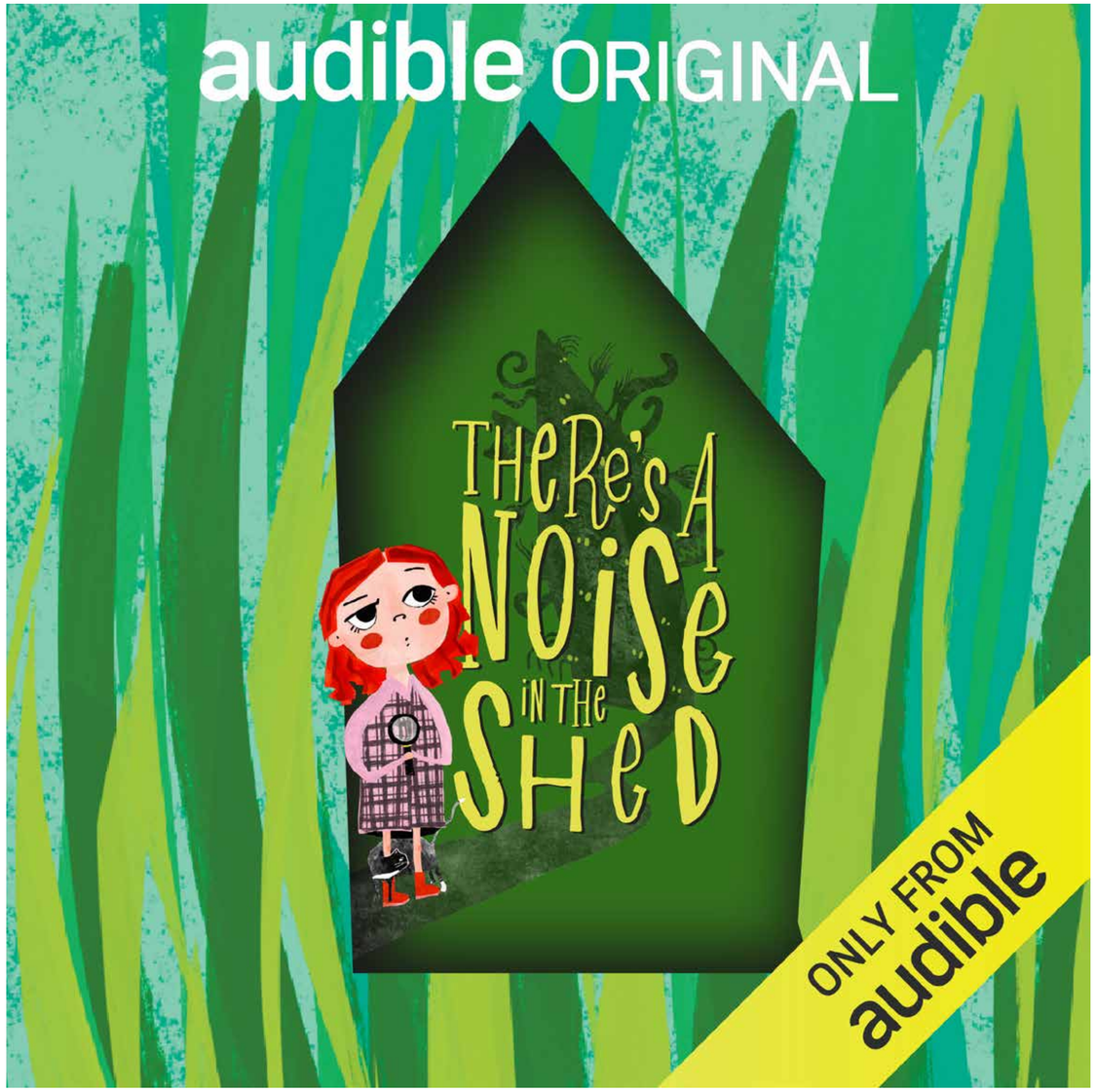

There's A
NOISE
IN THE
SHED







COVER FINAL VARIANTS


audible ORIGINAL
THERE'S A NOISE IN THE SHED
ONLY FROM audible


audible ORIGINAL
THERE'S A NOISE IN THE SHED
Get ready to investigate with Mia and Shady.
Shop now


audible ORIGINAL
THERE'S A NOISE IN THE SHED
Get ready to investigate with Mia and Shady.
Pre-order now

Chosen final designs were placed into the mock-ups provided by Audible and embellished with Audible San's and Bookerly, which were also provided by Audible.



ASSET DEVELOPMENT





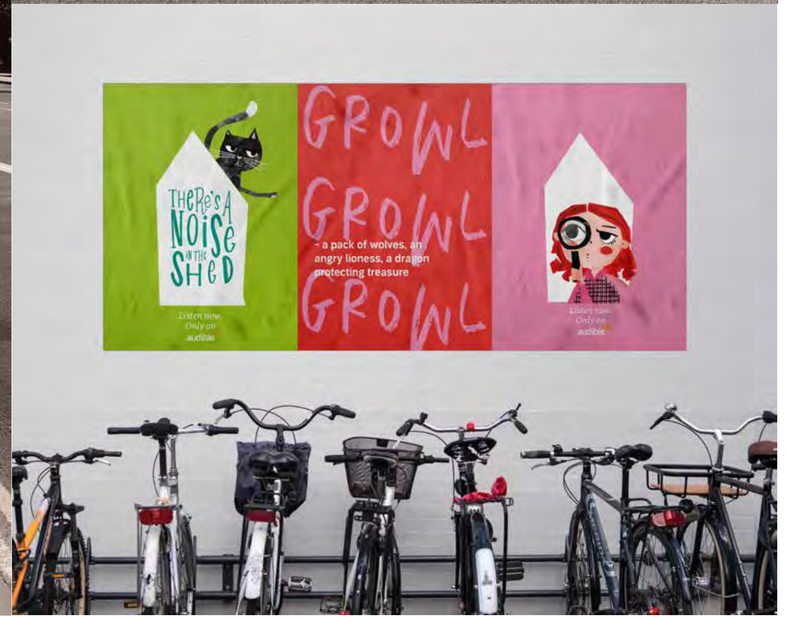

GROWL
GROWL
GROWL
audible
- a pack of wolves, an angry lioness, a dragon protecting treasure
THERE'S A NOISE IN THE SHED
Listen now. Only on audible
HOWL
- a lonesome wolf, a spooky ghost, a lost dog, a wiley coyote..
Listen now. Only on audible
Listen now. Only on audible
SNARL
- a cat ready to pounce, a family of bears looking for porridge, a pack of hyenas
Listen now. Only on audible
Listen now. Only on audible
BUZZ
- bees making honey, a swarm of angry wasps, an evil scientists lab, a time machine..
Listen now. Only on audible
Listen now. Only on audible
- a mother crow returning home with food, a flock of geese, a family of lost ducklings, a hungry vulture.
SQUAWK
Listen now. Only on audible
Listen now. Only on audible


THAT WAS A GROWL...
NO, THAT WAS MORE OF A HOWL
OR WAS IT A SNARL?
audible
THERE'S A NOISE IN THE SHED
533
DIESEL

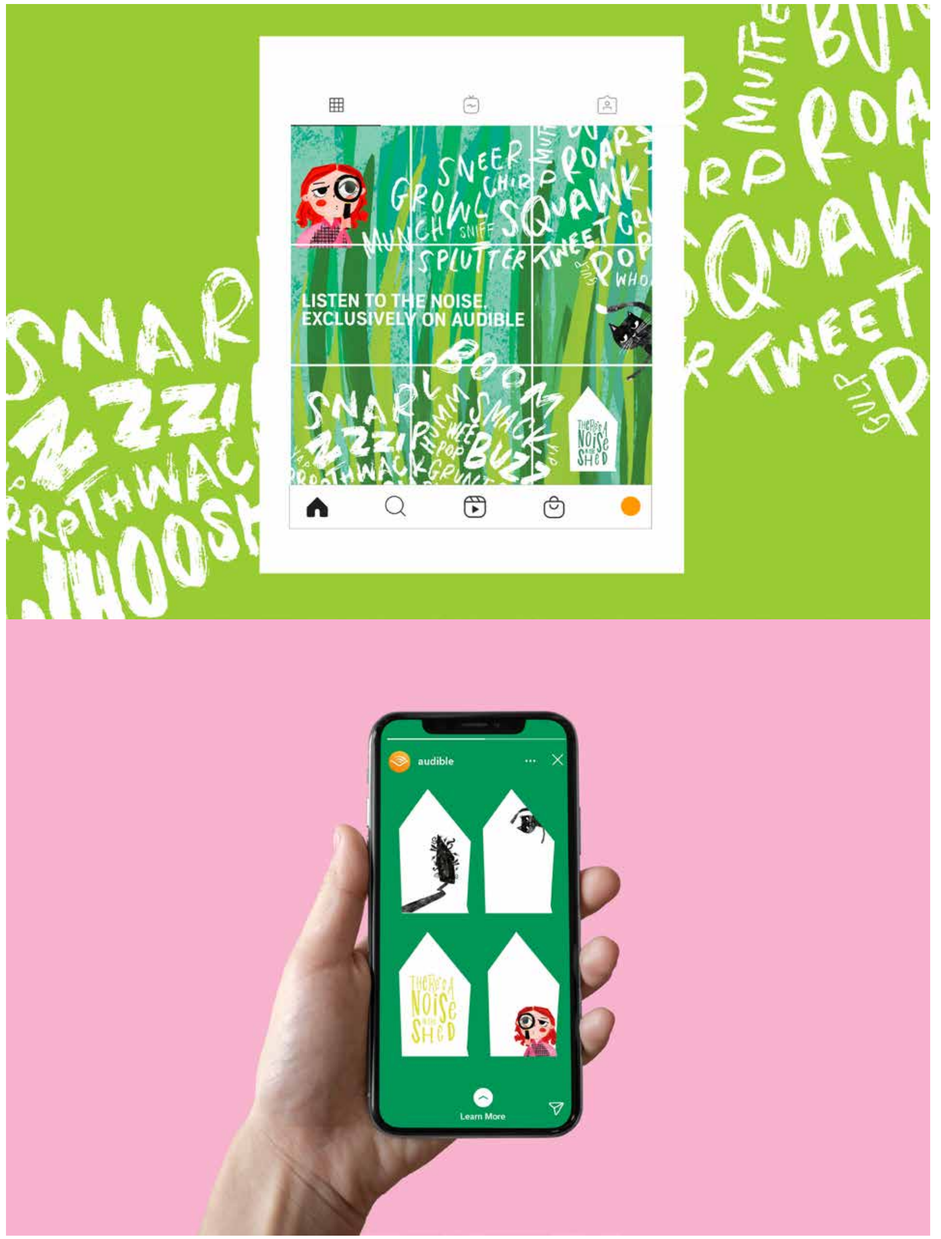
Additional assets were used to develop the out-of-home branding that was required alongside the official Audible assets. Utilising the shed shape in all assets keeps things consistent but using additional colours helps stop things becoming dull and repetitive.








audible
THERE'S A NOISE IN THE SHED
Learn More


LISTEN TO THE NOISE.
EXCLUSIVELY ON AUDIBLE
audible
Learn More

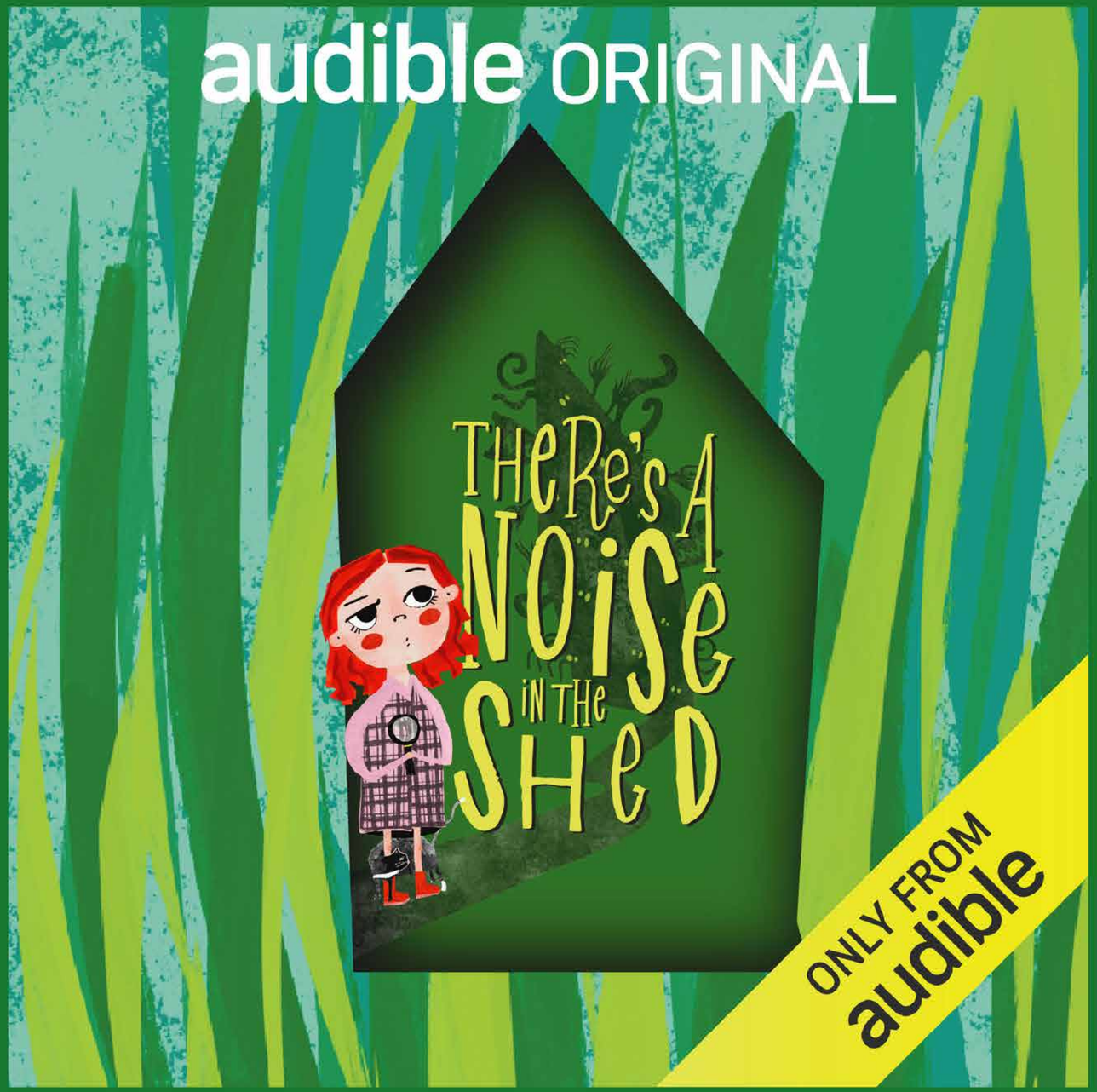
WHAT I SUBMITTED

There's A Noise in the Shed





There's something weird going on in the shed at the bottom of the garden, but a little howling and growling isn't going to stop Mia and her fluffy side kick Shady from solving the mystery. They're ready to investigate, magnifying glass and courage in tow. Come along for the adventure.
Wait, did you hear that snarl?
We better get started...



MAIN DELIVERABLE 1

Keeping the focus on what is important; the title and the characters. The audiences' eye is drawn to centre of image by the use of the shed shaped cut out. This cut out element becomes a focal point in the design throughout.

MAIN DELIVERABLE 2



As this is an audible story it is important to help the audience to better envision the story. Varying the character illustration on the different covers gives the audience's imaginations something more to work with.

For the hero banner the characters break free from the confines of the cut out shed. Instead their gaze leads the audiences eyes towards the title in the centre keeping the focus where it needs to be.



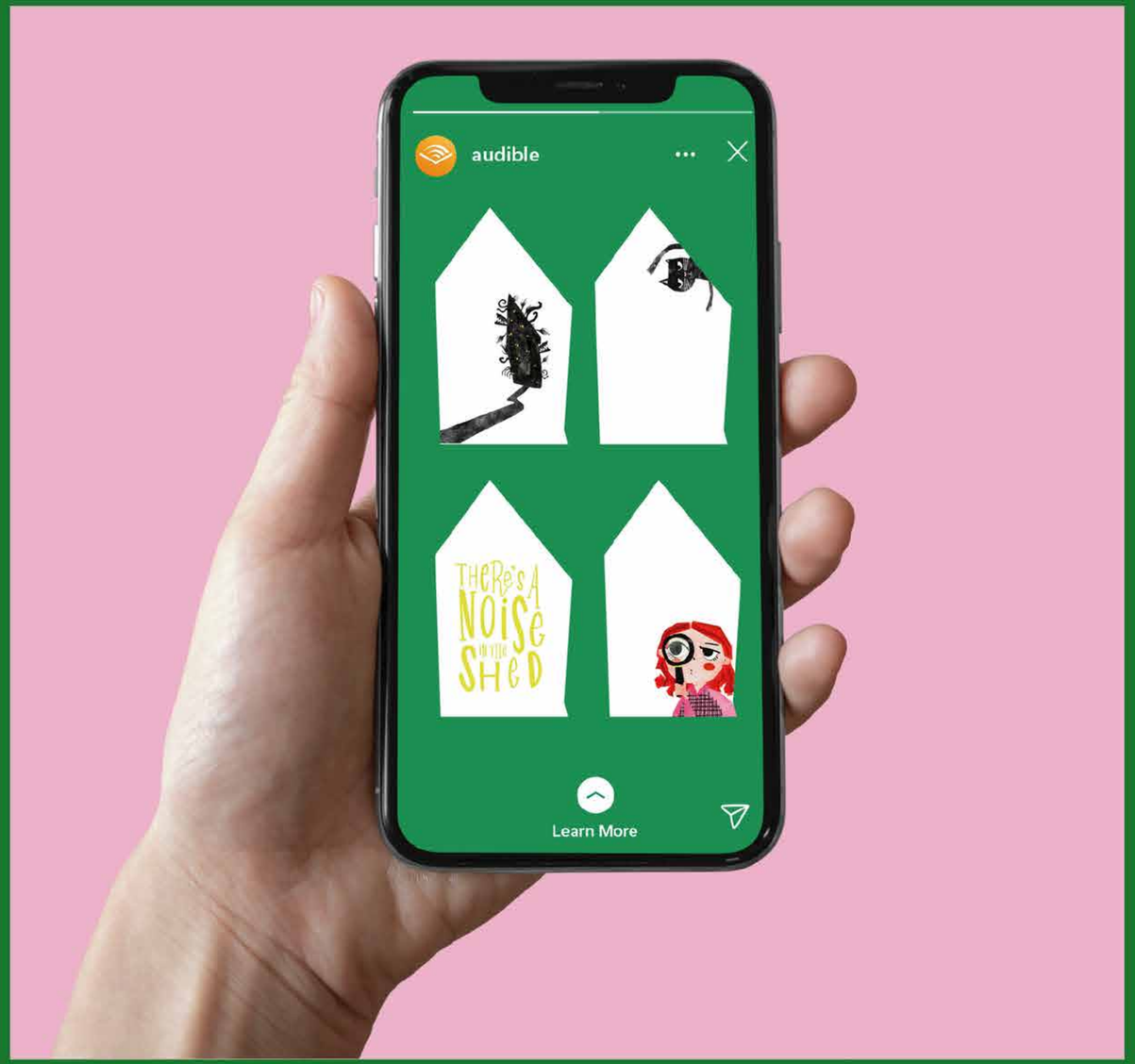
MAIN DELIVERABLE 3



MAIN DELIVERABLE 4



MAIN DELIVERABLE 6

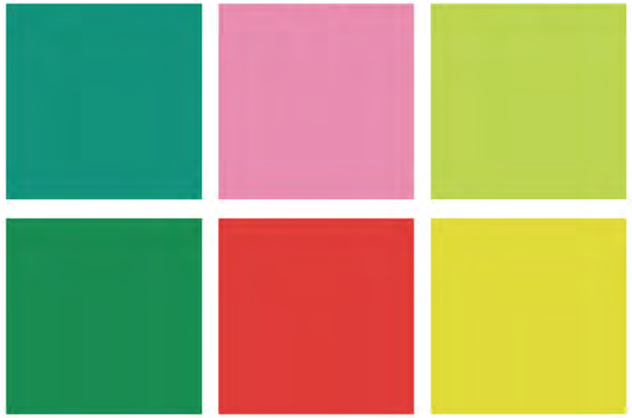


MAIN DELIVERABLE 5
*Animated instagram story included as optional viewing.

The out-of-home branding is another opportunity for us to help viewers to further understand the story. Use of interesting copy based around onomatopoeia and the introduction of a wider colour palette enables us to create a larger narrative to sell to our desired audience.

RESEARCH AND DEVELOPMENT OF IDEA.

Colour Palette



Character Development



It started with a rough sketch of desired facial expression

Then it was digitally tweaked using procreate on the iPad.



Cover Development

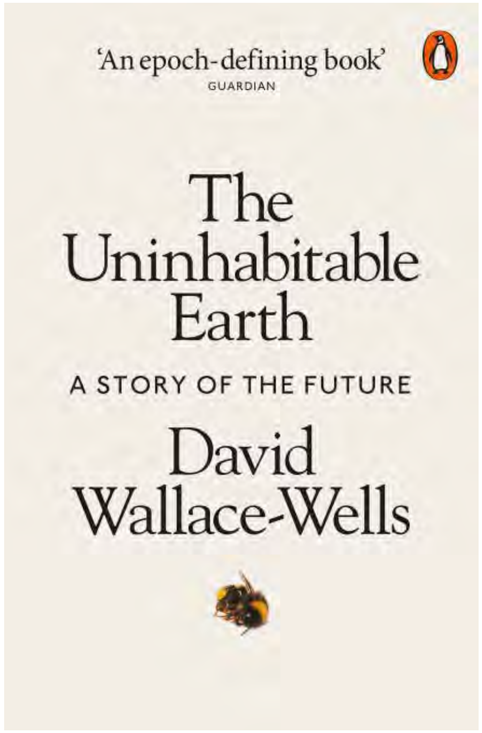


PENGUIN

The Brief: The cover design needs to reflect the themes and message of the book in a clear and engaging way and appeal to the broadest possible audience.
Your cover design needs to include all the cover copy supplied and be designed to the specified design template – B format, 198mm high x 129mm wide, spine width 20mm.
Copyright must be cleared for all images used in your cover design and you must include a credit line on the back cover of your design for any third-party images used. For example: 'Cover photograph by Joe Bloggs'.

Did it work? My main take away from the book was that the Earths temperature is rising and we are likely to lose a lot in the not so distant future. The cover design is meant to reflect this, the melting gold frame, and type are a nod to the extreme heat and within the frame endangered species serve as reminder of what we stand to lose.

Current Cover



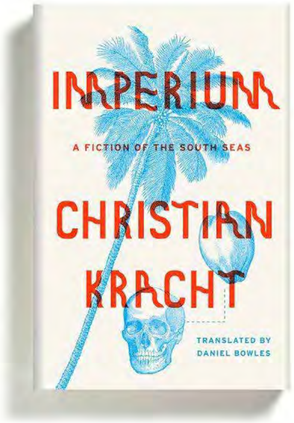
Key messages from the book to focus on in the cover:

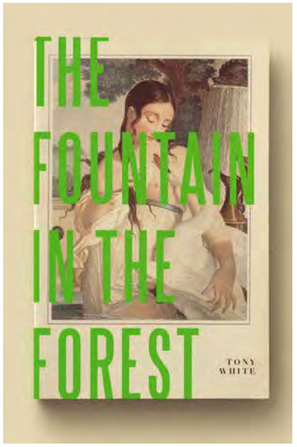
The Earths temperature is rising, we have reached a point where a lot of the damage is already done. In our lifetimes we are likely to suffer much more of the

Aims:
Portray the preciousness of life.
Use connotations of warmth, heat, fire etc. (Could be in the colours used or in the main cover imagery). Use neutrals and earth tones with a pop of contrasting colour.

STYLES OF INTEREST

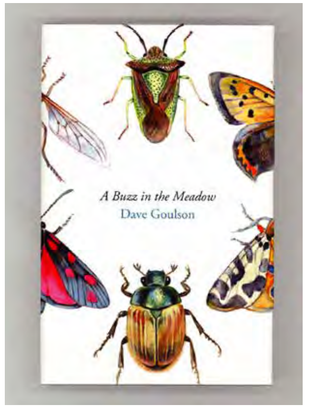
Combination of type treatment with the sketchy imagery and use of transparency creates a balanced mix of old and new. The risograph feel adds a lot of visual interest.

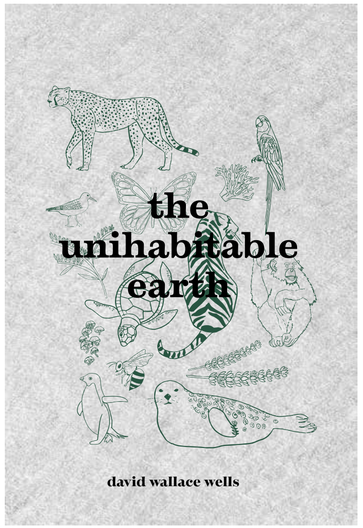


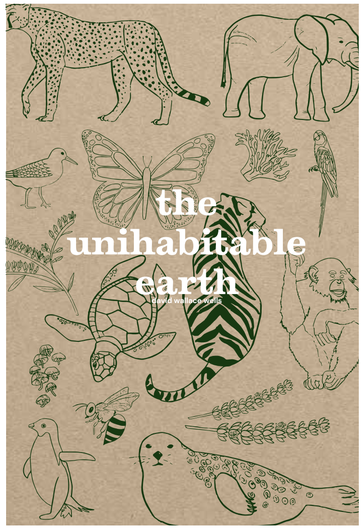


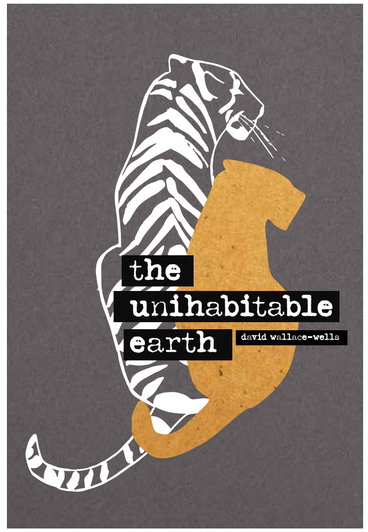
Interesting contrast created between the classic imagery and the modern, neon green type.

Intriguing use of watercolour style insects. Arrangment helps lead the eye around the page nicely.

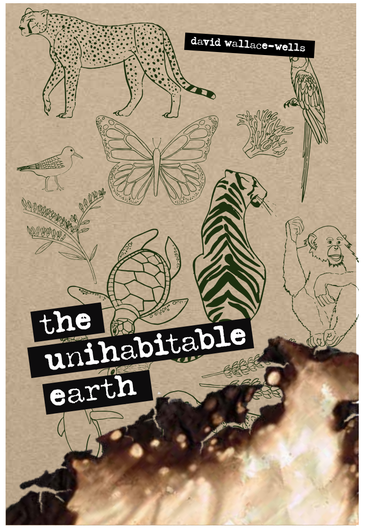



the unihabitable earth
david wallace wells

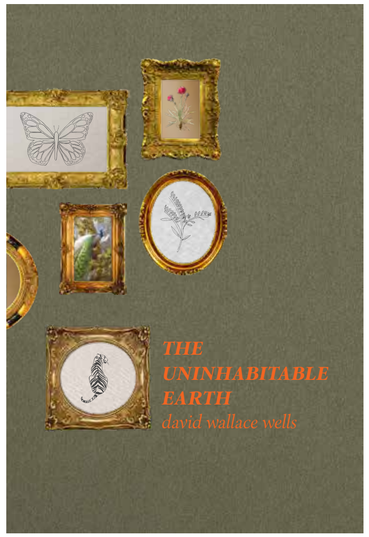

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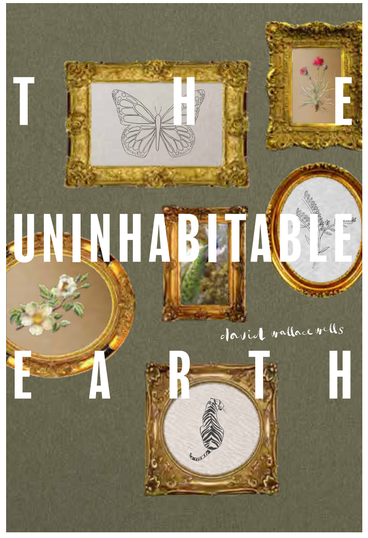

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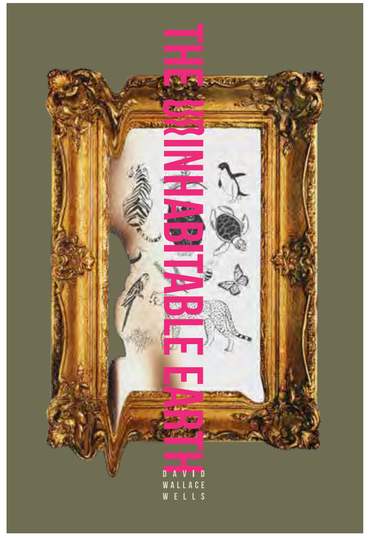

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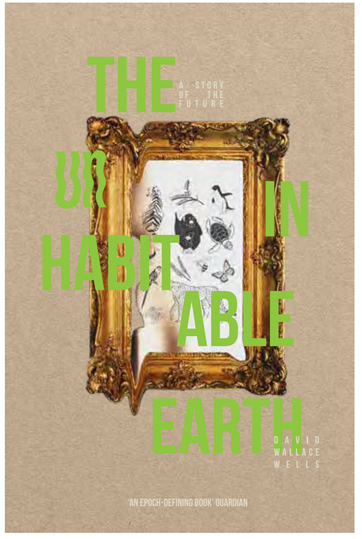

THE UNINHABITABLE EARTH
david wallace wells


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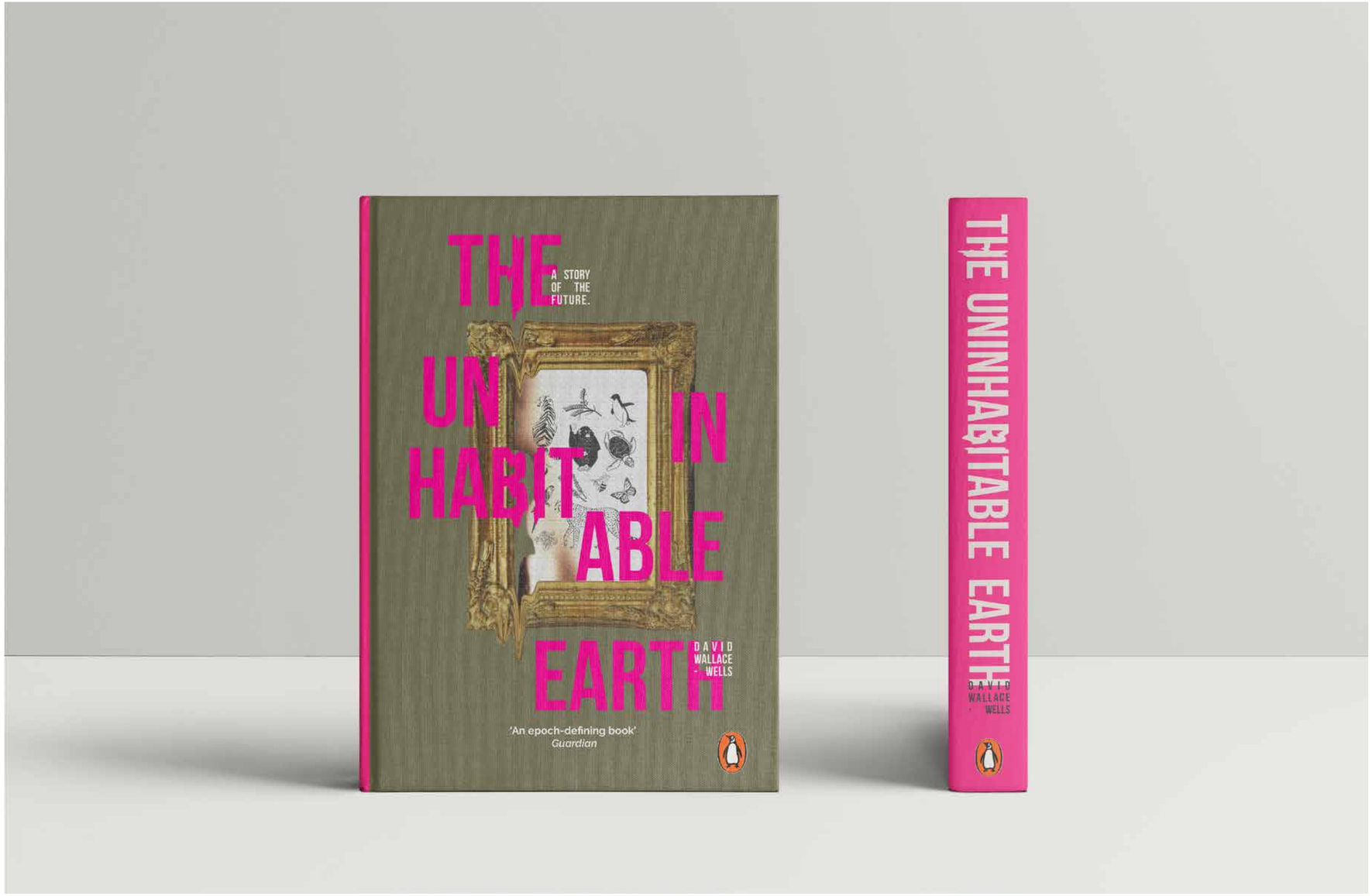

THE UNINHABITABLE EARTH
DAVID WALLACE WELLS


THE UNINHABITABLE EARTH
A STORY OF THE FUTURE
DAVID WALLACE WELLS
'AN EPOCH-DEFINING BOOK' GUARDIAN

THE UNINHABITABLE EARTH

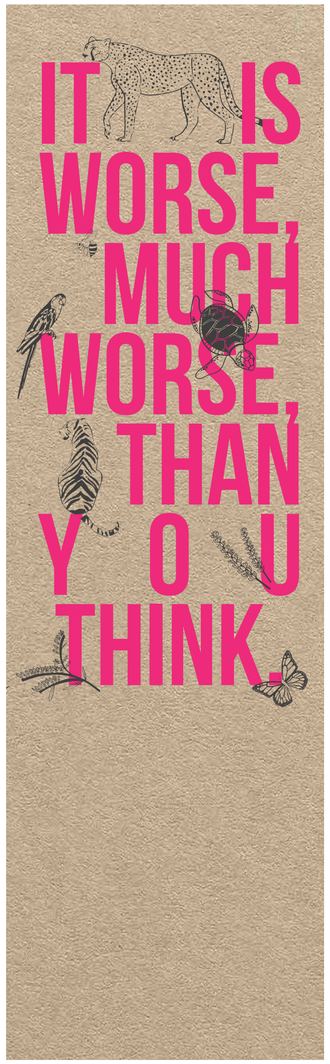
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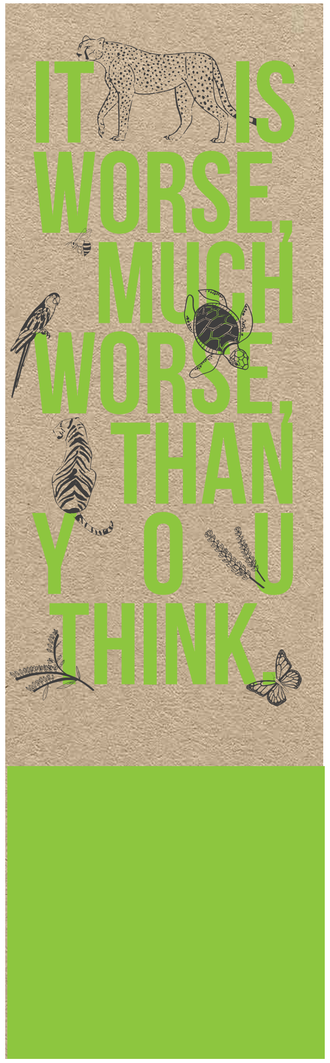
IT IS WORSE, MUCH WORSE, THAN YOU THINK

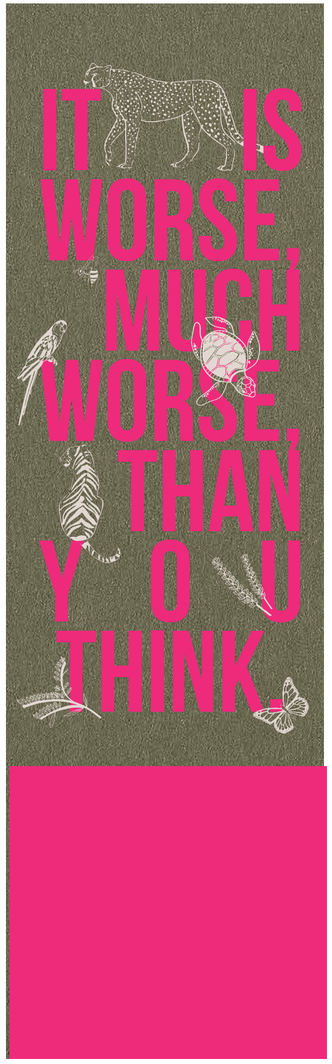

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DAVID WALLACE-WELLS
'An epoch-defining book'
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THE UNINHABITABLE EARTH
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£8.99
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'This generation's Silent Spring' Washington Post
'A must-read. It's not only the grandkids and the kids- it's you. And it's not only those in other countries. It's you' Margaret Atwood, Twitter


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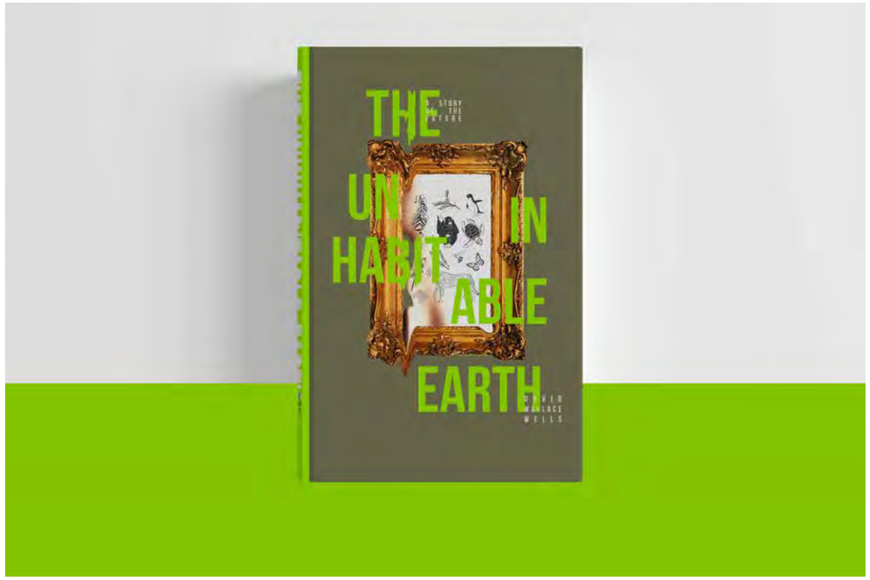

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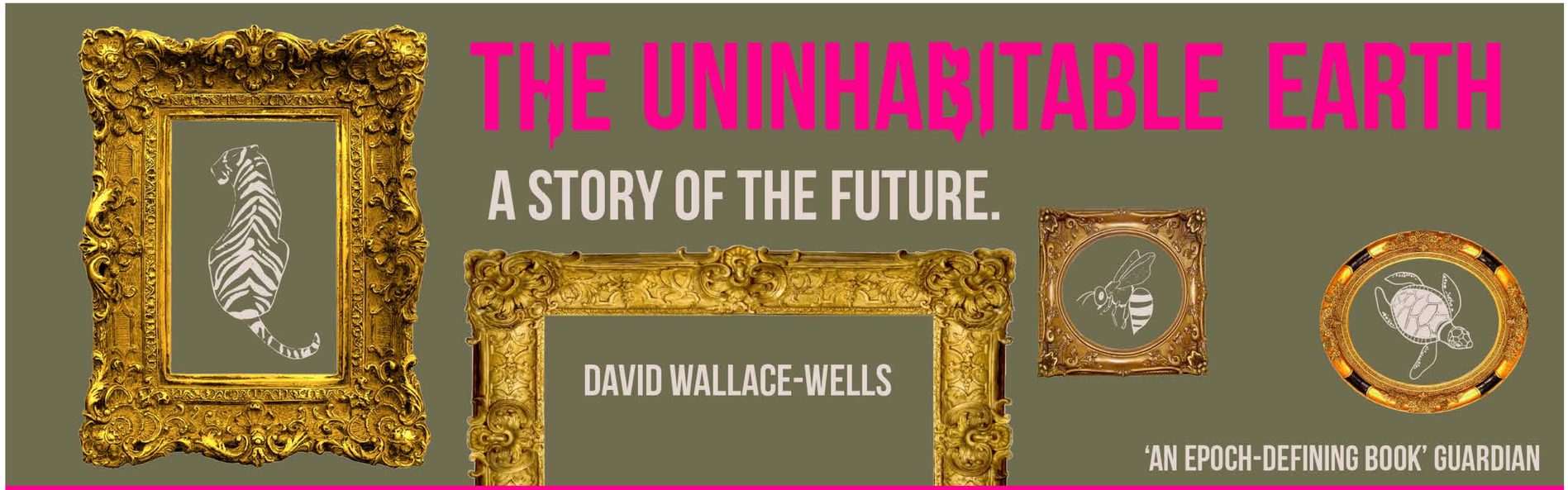

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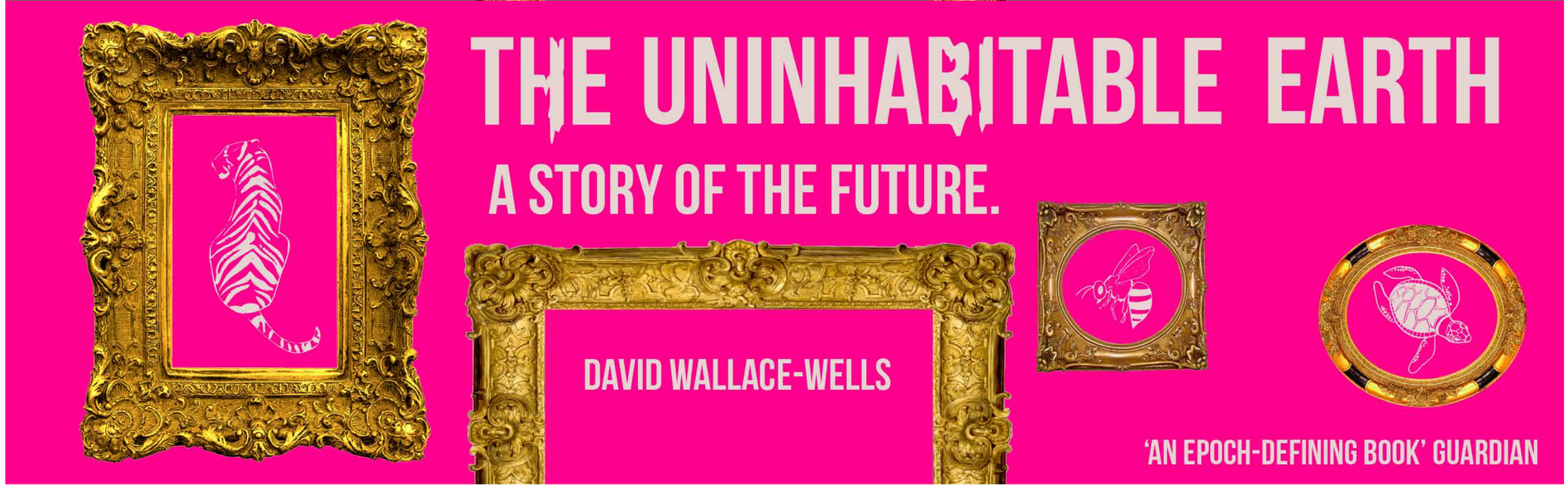

THE
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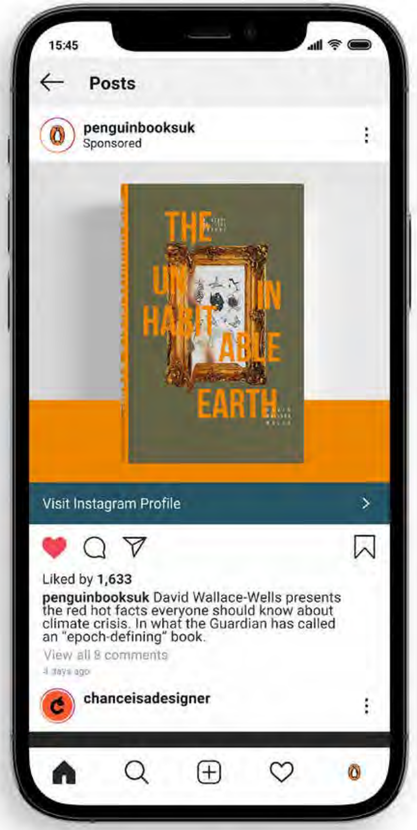

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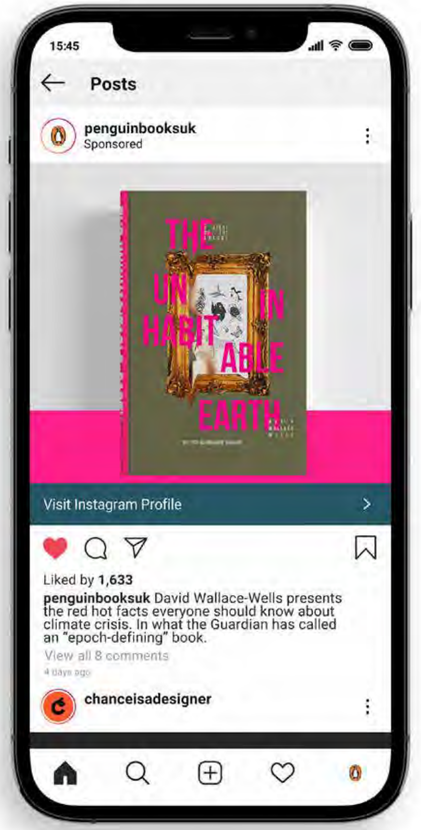

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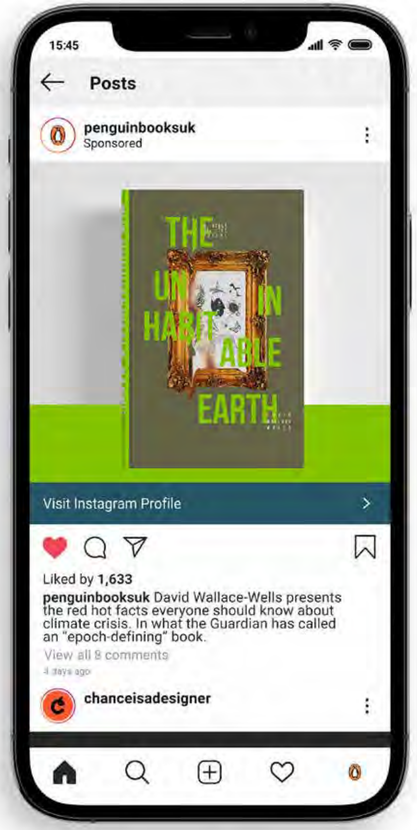

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DAVID WALLACE-WELLS
'AN EPOCH-DEFINING BOOK' GUARDIAN

Additional colourways for the cover were developed with the idea that the type would be printed in neon inks.

The social media posts are based off of the instagram post's that you can currently find on the Penguin page.



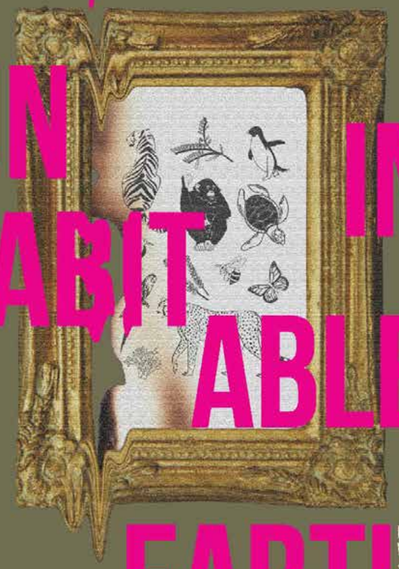




WHAT I SUBMITTED

THE UNINHABITABLE EARTH

A STORY OF THE FUTURE.



DAVID WALLACE-WELLS

'An epoch-defining book'
Guardian

IT IS WORSE, MUCH WORSE, THAN YOU THINK

THE INTERNATIONAL BESTSELLER, NOW WITH A NEW AFTERWORD

'Dazzling' *Daily Telegraph*

'Riveting' *Economist*

'A sensation' *Sunday Times*

'If you read just one work of non-fiction this year, it should be this' *Evening Standard*

'Urgently readable. However much you think you know about climate crisis, Wallace-Wells will open your eyes even wider' *Matt Haig*

'This generation's Silent Spring' Washington Post

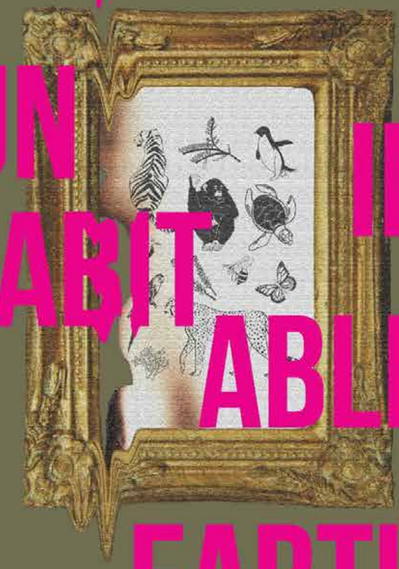
'A must-read. It's not only the grandkids and the kids; it's you. And it's not only those in other

ISBN 978-0-14198887-0
90000
FSC
£8.99

THE UNINHABITABLE EARTH
DAVID WALLACE-WELLS

THE UNINHABITABLE EARTH

A STORY OF THE FUTURE.



DAVID WALLACE-WELLS

'An epoch-defining book'
Guardian

TELEPHONE EXCHANGE BOX

The Brief: The Environment Centre in Swansea, are running a competition for Swansea students. We are looking for art designs concerning environmental issues in Swansea. The chosen pieces of art will be painted by Fresh Creative Co. and will be placed in an environmental artwork trail within Swansea for everyone to see! The trail involves raising awareness of environmental issues through a series of painted telephone exchange boxes, which you may have seen dotted around Swansea. It must cover one of these three selected topics:
Beach Plastic
Reduce, Reuse, Recycle, Repair
Climate Change

Your artwork must fit the dimensions of the exchange boxes 70 x 150 x 30

Did it work? The idea met the brief of being appropriate for any age and answered to the 'Beach Plastic' part of the brief but could also have worked for 'Reduce, Reuse, Recycle'. It also left room for expansion into a campaign idea.

For this project no research was needed as the the idea was based off of this imagined character.

you're coming home with me

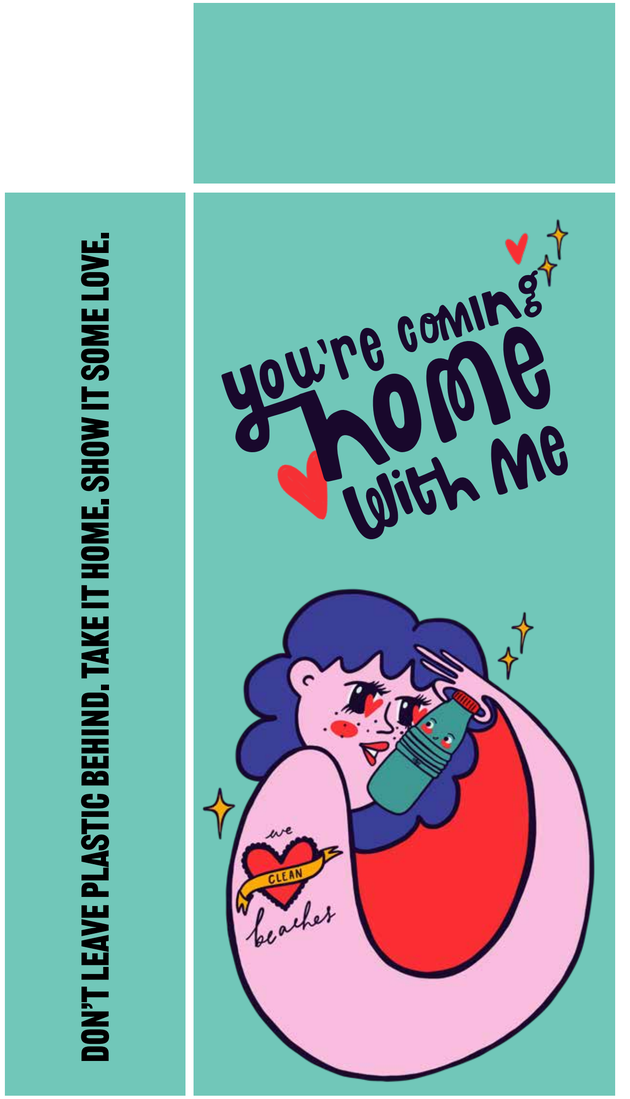



You're coming home with me
we
CLEAN
beaches

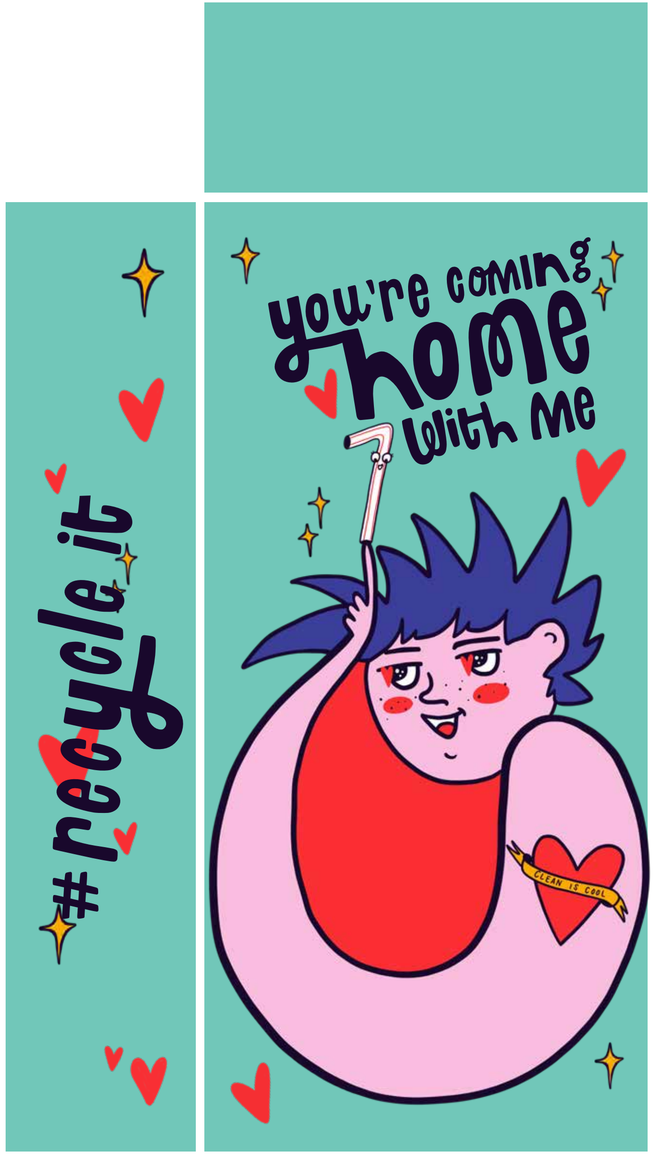

you're coming
home
with me
We
CLEAN
beaches

The idea initially was to use the one character, as that was what I was instantly inspired to create but later I added the second character as a second submission option. They both work together but also as individual designs.






you're coming
home
With Me
CLEAN IS COOL
#recycle it


#recycle it
you're coming
home
With Me
CLEAN IS COOL


Please
Please
Please
Please
Please
Please
dont leave
me behind
#recycle it
#recycle it
you're coming
home
With Me
we
CLEAN
beaches

OTHER ICONS


you're coming home with me
Please dont leave me behind
your home


you're coming
home
with me
we
CLEAN
Streets


you're coming home With Me
#recycle it
JUK1


you're coming home With Me
#recycle it
JUK1


Please dont leave me behind
#recycle it


you're coming home With Me
we
CLEAN
beaches
DON'T LEAVE YOUR RUBBISH BEHIND. RESPECT WHERE YOU LIVE, LOVE WHERE YOU GIVE.


DON'T LEAVE YOUR RUBBISH BEHIND. RESPECT WHERE YOU LIVE, LOVE WHERE YOU LIVE.
you're coming home With Me
we CLEAN beaches
DON'T LEAVE YOUR RUBBISH BEHIND. RESPECT WHERE YOU LIVE, LOVE WHERE YOU LIVE.


you're coming home With Me
we CLEAN beaches
DON'T LEAVE YOUR RUBBISH BEHIND. RESPECT WHERE YOU LIVE, LOVE WHERE YOU LIVE.
DON'T LEAVE YOUR RUBBISH BEHIND. RESPECT WHERE YOU LIVE. LOVE WHERE YOU LIVE.


you're coming home With Me
we LUV beaches
#recycle it
Please dont leave me behind
#recycle it


you're coming home With Me
Please dont leave me behind
#recycle it

WHAT I SUBMITTED

#recycle it

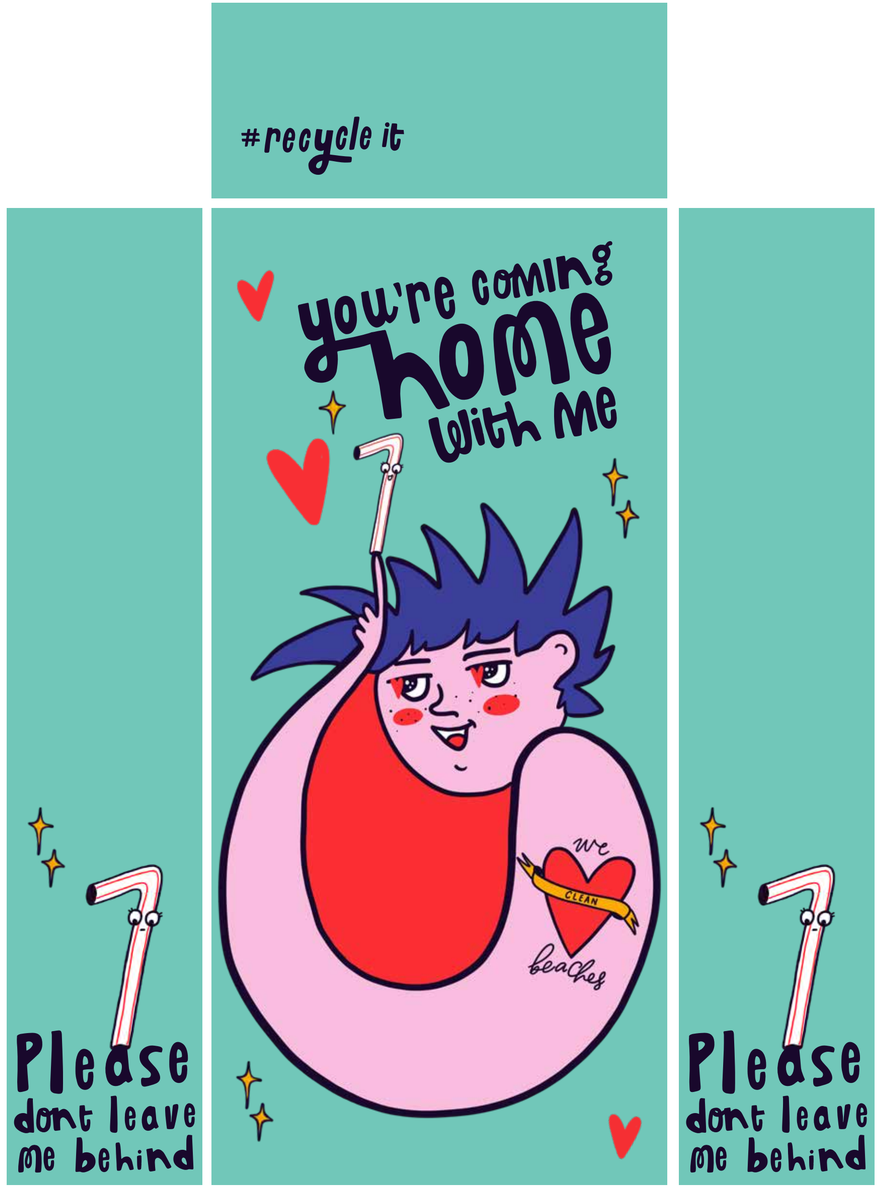


Back to be repeat of design, if visible.



SUBMISSION ONE

SUBMISSION TWO



Back to be repeat of design, if visible.



DESIGN WEEK

The Brief: Every year we ask students to submit a design for this event. Usually with a Poster, which can then be amended and applied for other areas. For example: Social media etc. Current Information for Poster.

Design Week 2021

BA Graphic Design

Guest Speakers: These are not the ones..but ok to put into place as text:

Animal, Waters Creative, Sky Creative, GF Smith, Waters Creative, Hallmark, Lego

Swansea College of Art

University of Wales Trinity Saint David

Dynevor De-La-Beche Street

Swansea SA1 3EU

For more details contact:

donna.williams@uwtsd.ac.uk

01792 481285 ext:3017

Include University logos

Did it work? All the important information is easy to find and well structured. I feel it is an apt solution for the digital time we live in using type that has a nostalgic yet modern feel and colours that have a typical digital feel.





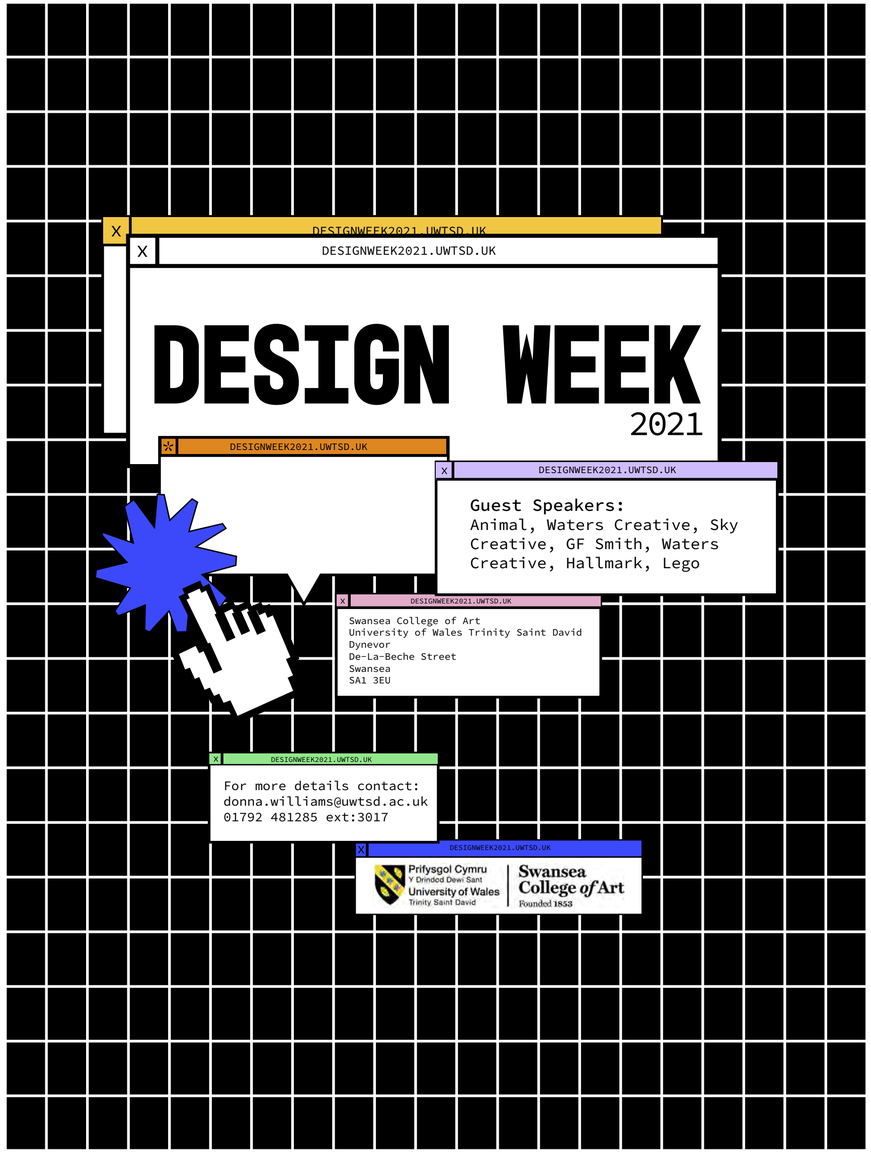


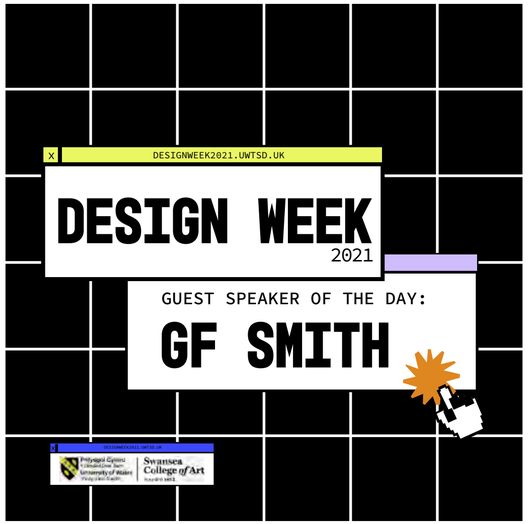




Inspired by the structure and simplicity of these examples when researching for the exhibit, the idea later felt more apt for design week.

Initially I was playing around with more colourways but in the end it felt more appropriate to use a minimal palette of the black and neon green.
I do like the addtion of the grid background here and I think it was something worth playing with more in the final design.







DESIGNWEEK2021.UWTSD.UK

MENU **DESIGN WEEK** 2021

GUEST SPEAKER OF THE DAY:

GF SMITH

DESIGNWEEK2021.UWTSD.UK

TIME:2:00PM
PLACE:TEAMS

Swansea College
of Art
University of
Wales Trinity
Saint David
Dynevor
De-La-Beche
Street
Swansea
SA1 3EU

GUEST SPEAKERS COMING UP:

ANIMAL
SKY CREATIVE
HALLMARK
WATERS CREATIVE
LEGO

CHECK BACK FOR MORE INFORMATION

DESIGNWEEK2021.UWTSD.UK

Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Swansea College of Art
Founded 1853

DESIGNWEEK2021.UWTSD.UK
DESIGN WEEK 2021

DESIGNWEEK2021.UWTSD.UK

MENU **DESIGN WEEK** 2021

Guest Speakers:

ANIMAL
WATERS CREATIVE
SKY CREATIVE
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Swansea College of Art
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DESIGNWEEK2021.UWTSD.UK

Prifysgol Cymru
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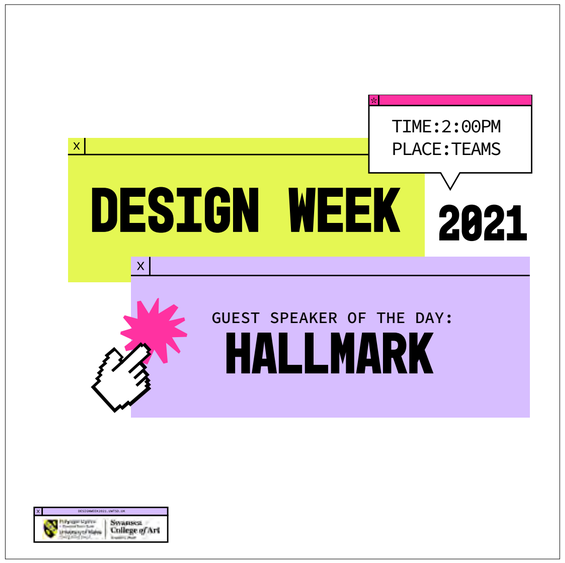
Swansea College of Art
Founded 1853

SPEAKER ONE:
ANIMAL
COMING SOON

DESIGNWEEK2021.UWTSD.UK
DESIGN WEEK 2021

OTHER APPLICATIONS: SOCIAL MEDIA





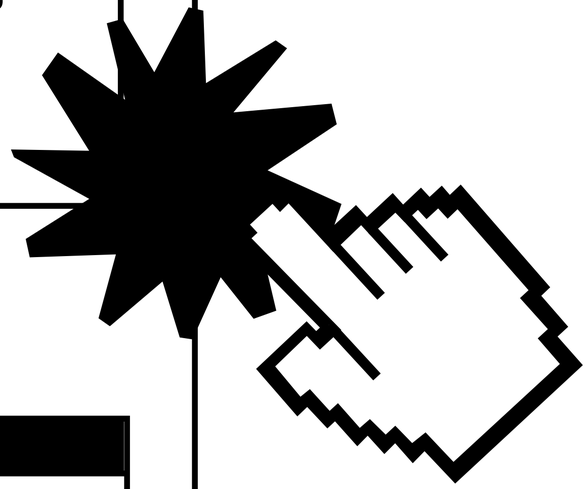


WHAT I SUBMITTED

FINAL

DESIGN WEEK 2021

The design reflects the digital Design Week we will be having, focusing on the online side of things. The concept for the poster was to loosely resemble a webpage, with pop up boxes housing the important info. The colour palette leans more neon to reflect the digital world. However, there is potential for this to work in a variety of palettes.



MAIN POSTER CONCEPT





POSTER CUSTOMISED DEPENDENT ON SPEAKER.

OTHER APPLICATIONS: SOCIAL MEDIA





EXTERNAL

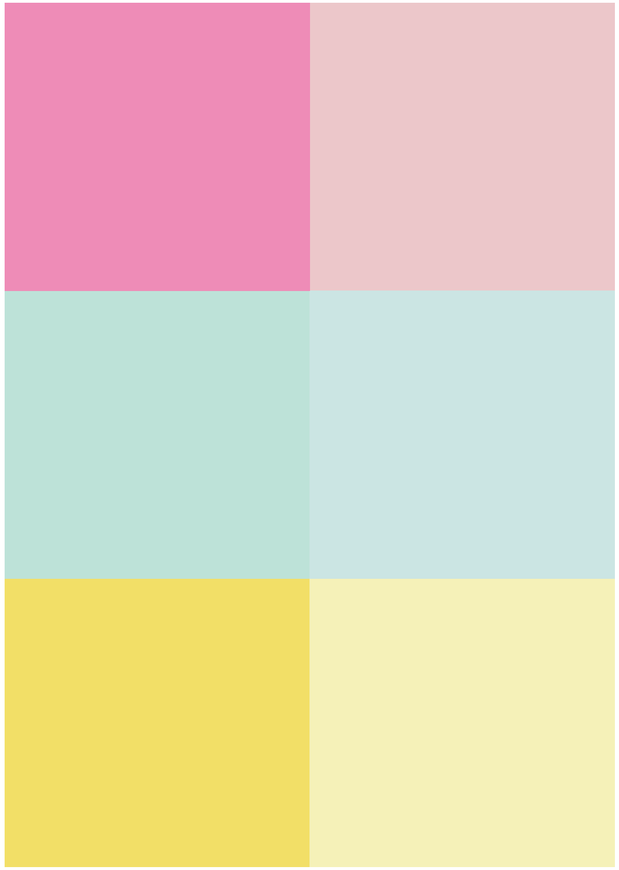
PROJECT HAPPY NOTE

PROJECT ONE:

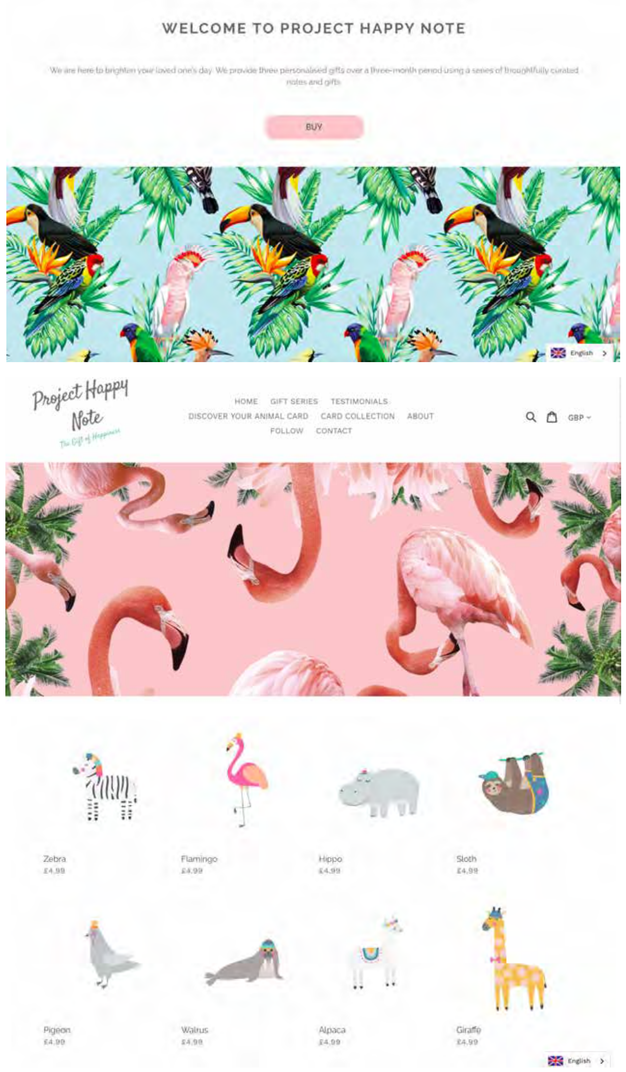
Brief: Create assets for the brands instagram using their already exisitng colours and typography and fitting with their current design style. The goal is to make the instagram feel more like a brand and less like someones personal account.

Did it work? Working with the client to develop a system they could use with their current branding in mind, the client was happy to move forward with their chosen idea and applythe idea to their own content.

Project Happy Note



brand webiste:



TYPOGRAPHY

satisfy - LOGO

RALEWAY - COPY

animal cards:

CLIENT QUESTIONS:
Project Happy Note

3 words to describe the brand...

Humorous, whimsical, and empathetic

Other describing words:
Tone
Friendly
Energetic
Exciting
Newsy/factual
Fun
Fresh
Mood
Uplifting
Happy
Positive
Curious
Warm/fuzzy feeling
Put a smile on your face
Relief
Playful/play
Elegant
Tasteful
Special
Ceremonial/savoured

What are the 3 most important brand values?

Compassion, perseverance, and curiosity

Who's the target audience?

Men between the ages of 25- 45
Women between the ages of 18-25 and 35-45
The woman is typically one who gives and rarely receives
She is compassionate
Early adopter

Who are your competitors?
The Blurt foundation
Bear Hug
The box of.
Not another bunch of flowers

What sets you apart?

Are unique offering and the fact we incorporate behavioural science in our gifting.

We have a 3 month gift series rather than a subscription offering

For us it is not about the gifts it is what the gifts do for our clients. We pride ourselves in helping people connect and re connect during a difficult time.

To get an idea of our tone and creativity you can try our discover your animal card – let me know what you get!

Discover your animal: https://projecthappynote.com/pages/discover-your-spirit-animal

With this experience you can see on our social media page people get a card in the shape of the animal with confetti and a message from their friend or family member.

Other unique features:

Provokes 2-way conversation an alternative approach to conversation
Assists with well being by promoting a positive habit loop through facts and a gift as the positive reinforcement
A way to be present when you are at a distance
Provides moments of relief/respite for giver and receiver
Alternative approach to gifting

What problem are you trying to solve?

Loneliness. People in the UK are either always or often lonely, resulting into costs of up to GBP32 billion every year.

Where do you get most engagement? And where do you get the least engagement?

We get the most engagement when we showcase people and involve are clients and audience with questions and decisions for the company. We get least engagement when we show scenery and non-humours things.

What design assets are you looking for? i.e. logo, social media graphics, promotional graphics and gifs etc

Social media graphics and card transfer from canva to adobe (can discuss further on the phone)

What do you like or dislike about your current branding?

I like the look, the colours, the fonts, the flamingo's, the birds, the leaves and the animals; however, I do not like how there is a lack of coherence and how our Instagram page looks more like a personal page rather than a business account

Are there any must-have elements the designs must have?
My fonts, colours, and the current animal collection cannot be tampered with

What are the expectations and what do you hope to achieve with the designs?

I hope to achieve cohesive branding and over 500 followers on social media in the next 3-6 months. (I will have someone assisting with the content and hashtags to help enhance our following)

Do you have examples or work you like or don't like?

All birds packaging – love the story within the box
Flower BX simplicity and cleanness
Collette
Acne Studios
Frank body – love everything about this brand. I love the humour, how tasteful yet playful the brand is, and the overall brand
Crisp tissue paper, stickers, confetti in package
Story in tissue
Love all things pun related

Don't like:
Boring and serious
Messy and cluttered
No cohesive

IDEAS

Use brand colours to create patterns and illustrations that can be used to add flair.

Include informational posts, it gives the brand another reason for people to visit their page. Good use of exisiting typograpghy,Raleway has a lot of weight options and can be used to create a cohesive look on the feed.

Source free imagery that speaks to the brand values. and PNG imagery of the animals to featuremore on the feed. Gives a better idea of the product available.

A campaign (sort of) that highlights the warmth and happiness that is recieved with a PHN card, achieved through a use of handwritten elements and nods to nostalgic times when it was commonplace.

















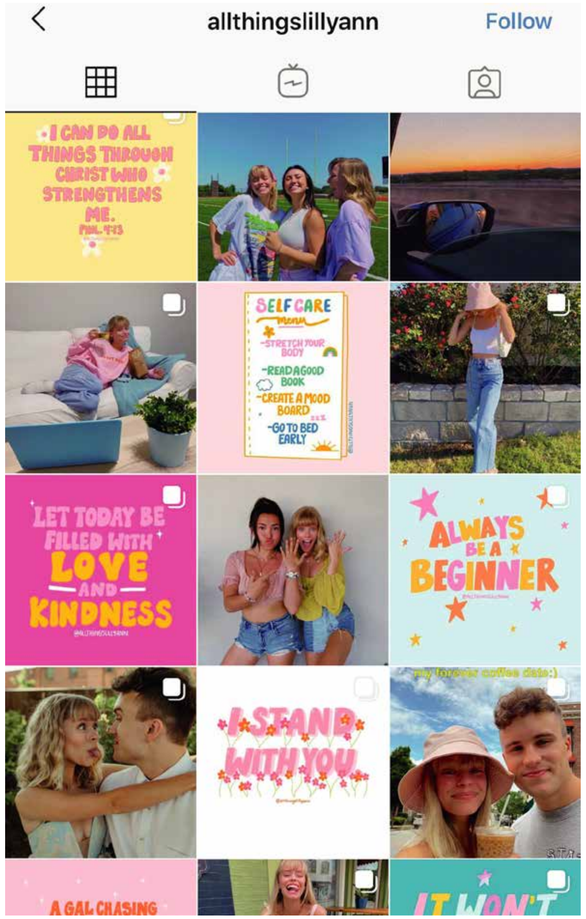




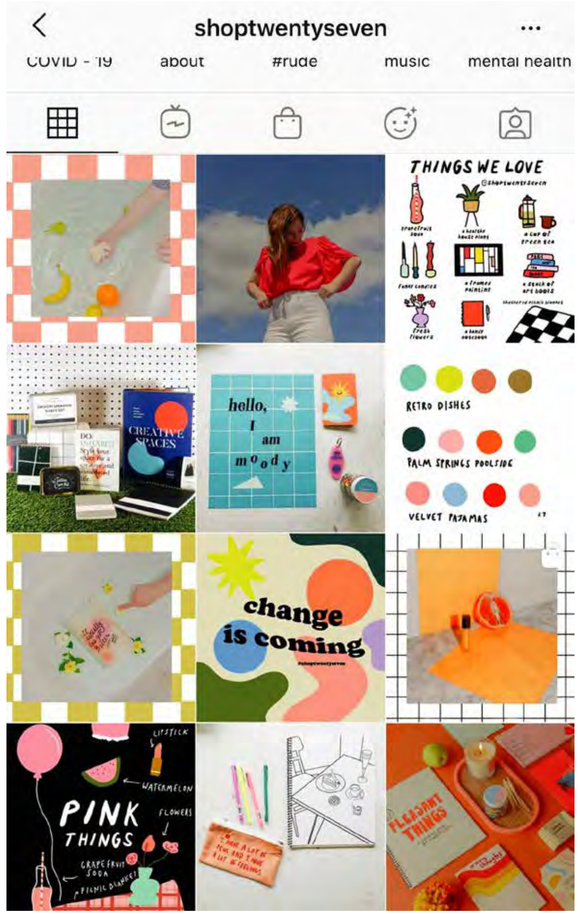


CLIENTS LIKES:

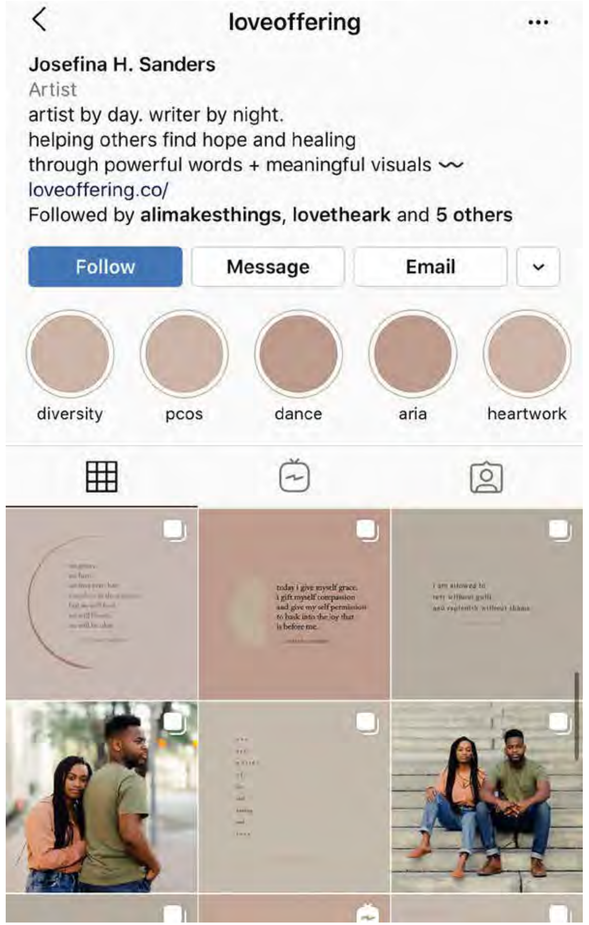
POTENTIAL CONCEPTS FOR INSTAGRAM



Use of lettering and quotes that fit the brand message and use brand colours.



Use of pattern backgrounds in brand colours to overlay with photographs.



Brand colours and using brand typography to create a consitent colour theme throughout.








Project
Happy
Note


"you go girl"

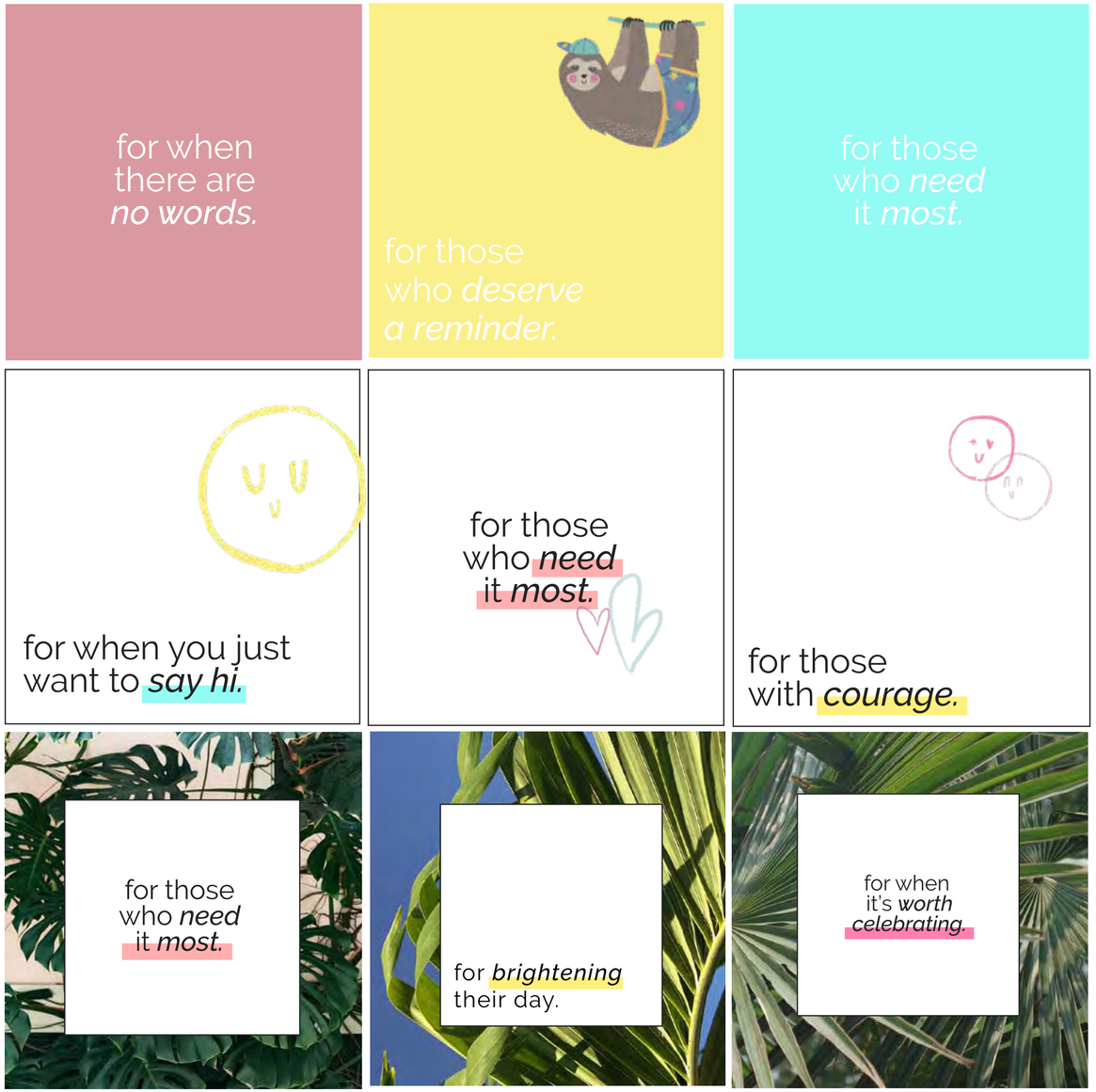

Project
Happy
Note



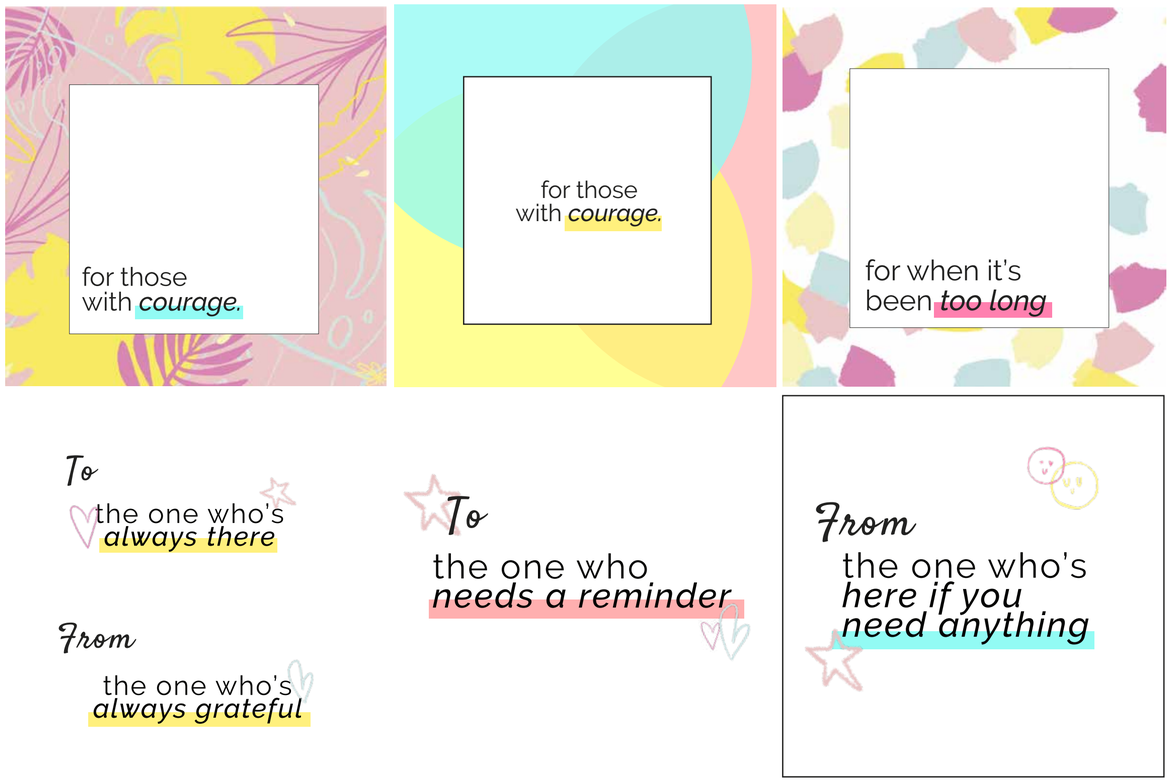
INITIAL CONCEPT IDEA:

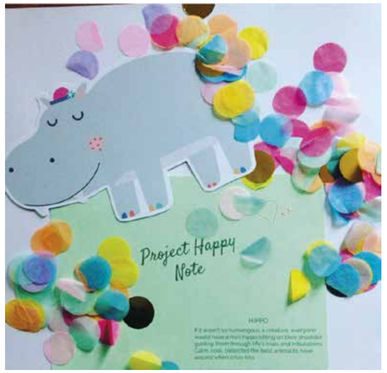
Building on relationships and the thought behind sending the cards to highlight what the brand is all about.

For when there are no words
For when you just want to say hi
For those who are always there
for those who stay strong
for those you miss
for those you admire
for those with courage
for those who feel lost
for those who feel alone
for when it feels hard
for when it's worth celebrating
for when it's been too long
for when you're thinking of them
for those who have your back
for those that need it
for those that deserve a reminder



Based on research and client information, I created a range of template ideas for the client to use to bring cohesion and fun to their instagram.
The brand colours can be used to create patterns or icons and elements to embellish posts. The use of the brands secondary font Raleway can be more heavily integrated by creating informational graphics about facts and stats that are relevant to the brand's message.
I also discussed with the client the use of photography and where they would be able to source free imagery for use in future.







for those
who *deserve*
a reminder.

Over *9 million* people in the *UK* – almost a *fifth of the population* – say they are *always* or *often lonely*, but *almost two thirds* feel *uncomfortable admitting to it.*

(British Red Cross and Co-Op, 2016)

for when
it's *worth*
celebrating.



for when you just
want to *say hi.*

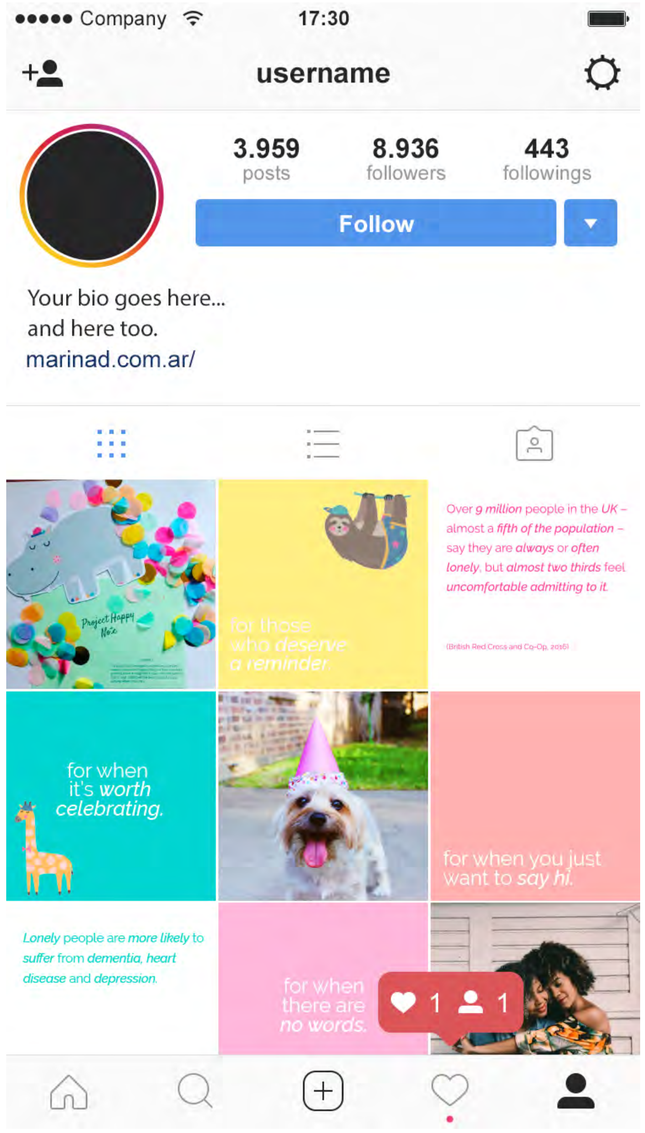
Lonely people are *more likely* to *suffer* from *dementia, heart disease* and *depression.*

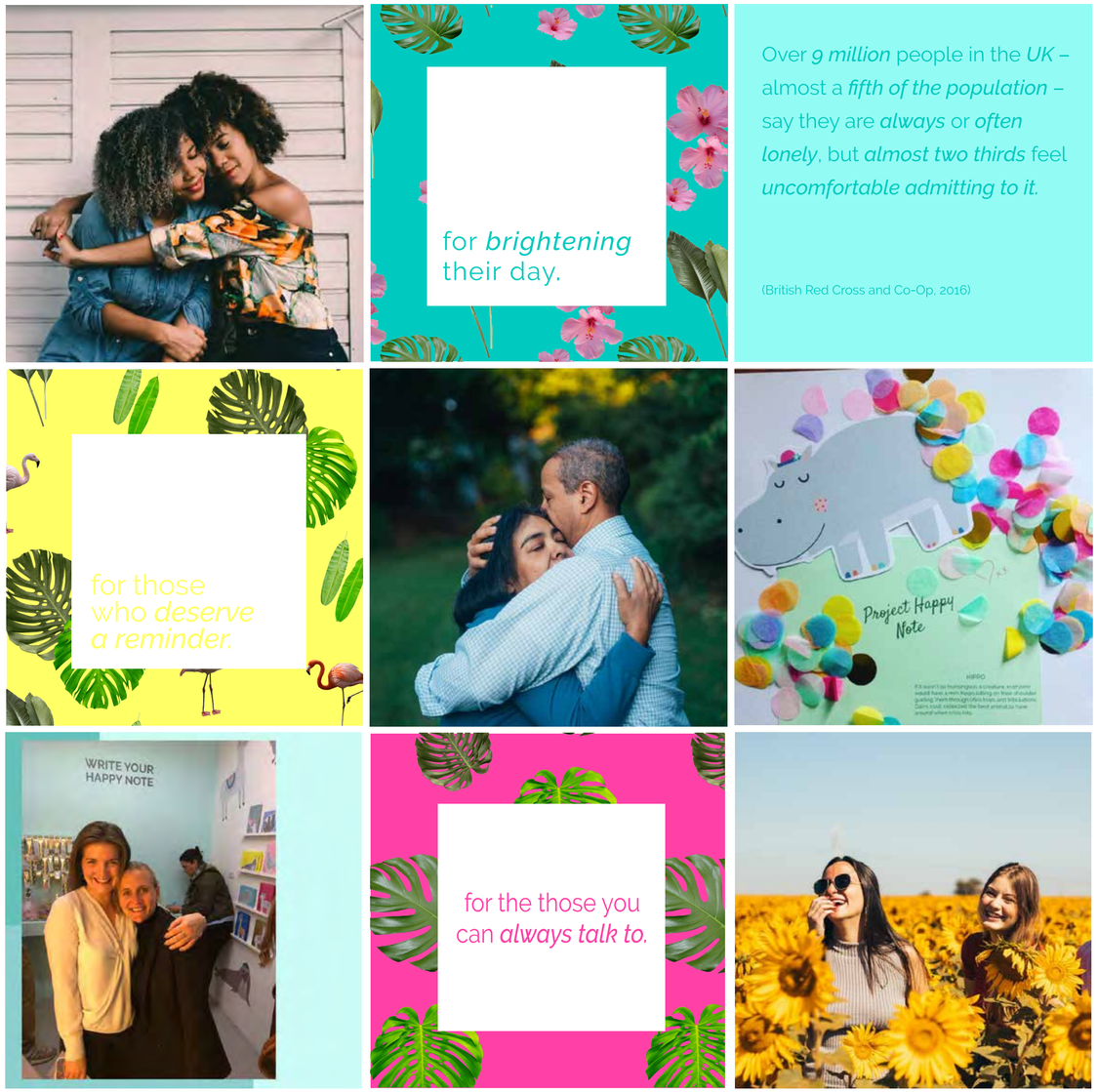
(Valtorta et al, 2016) (James et al, 2011)

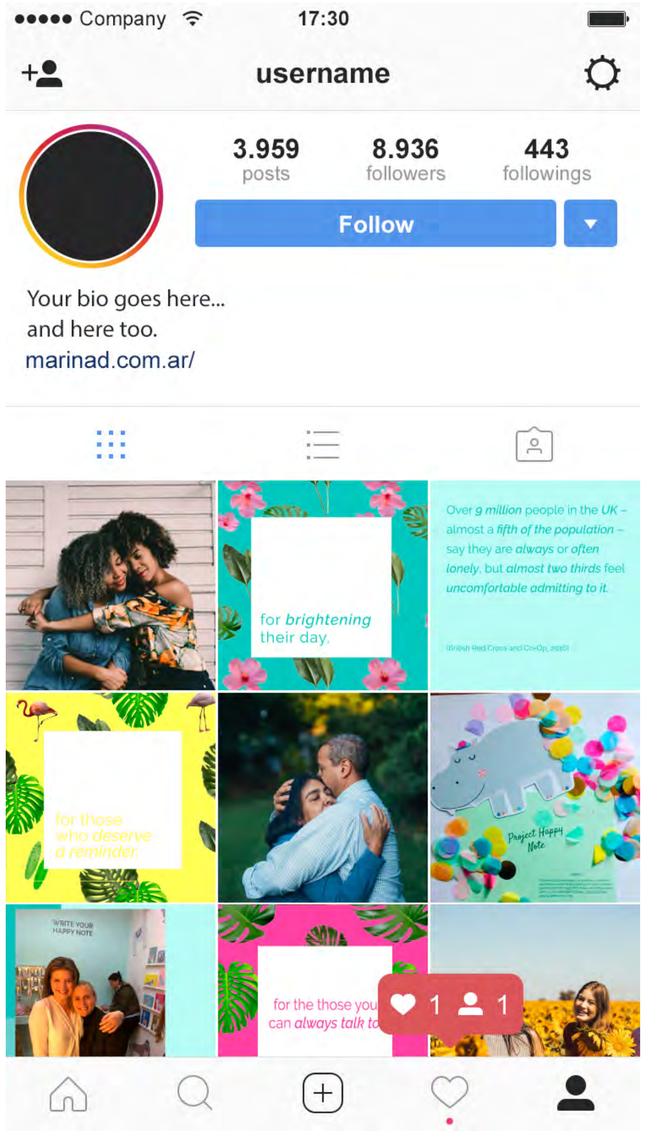
(Cacioppo et al, 2006)

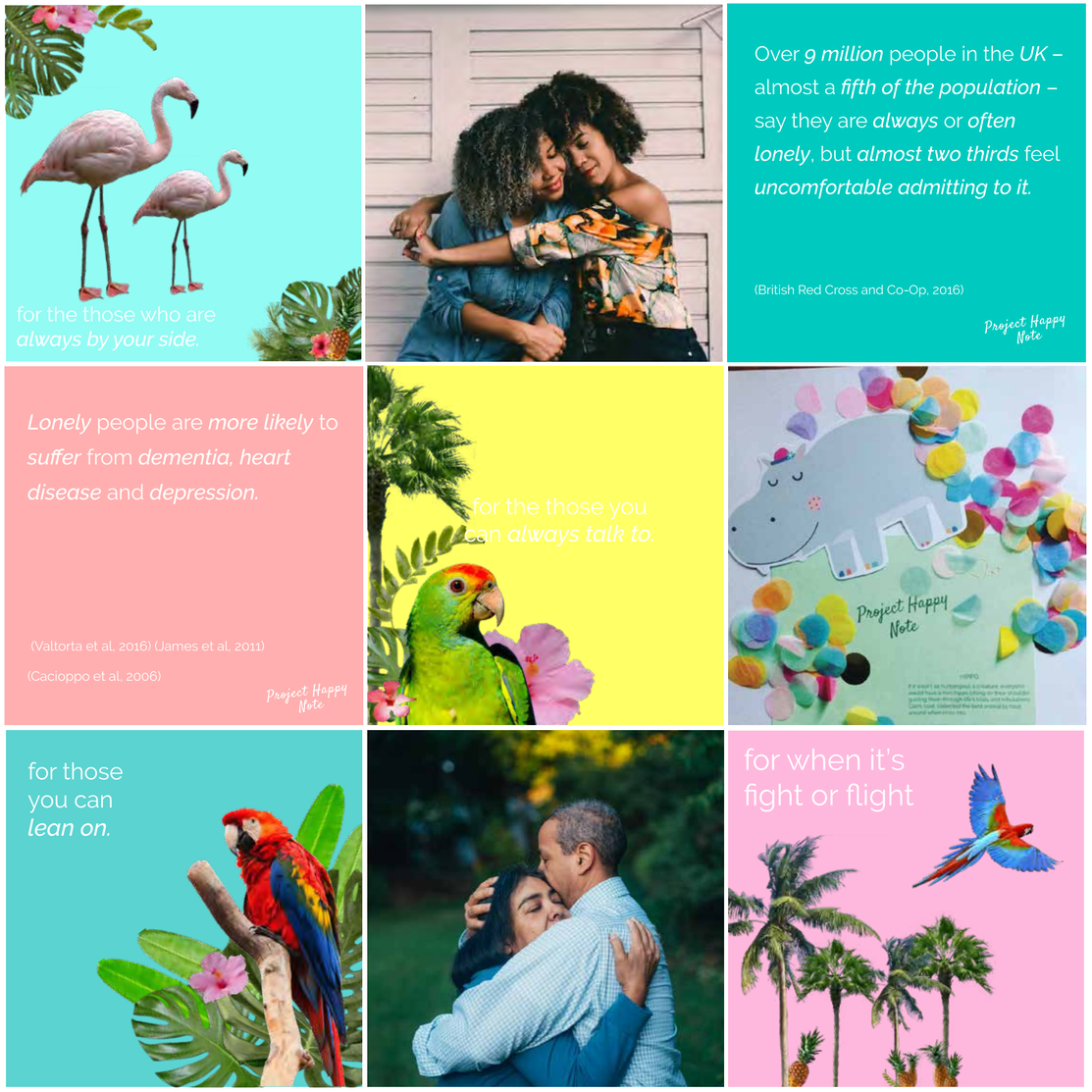
for when
there are
no words.

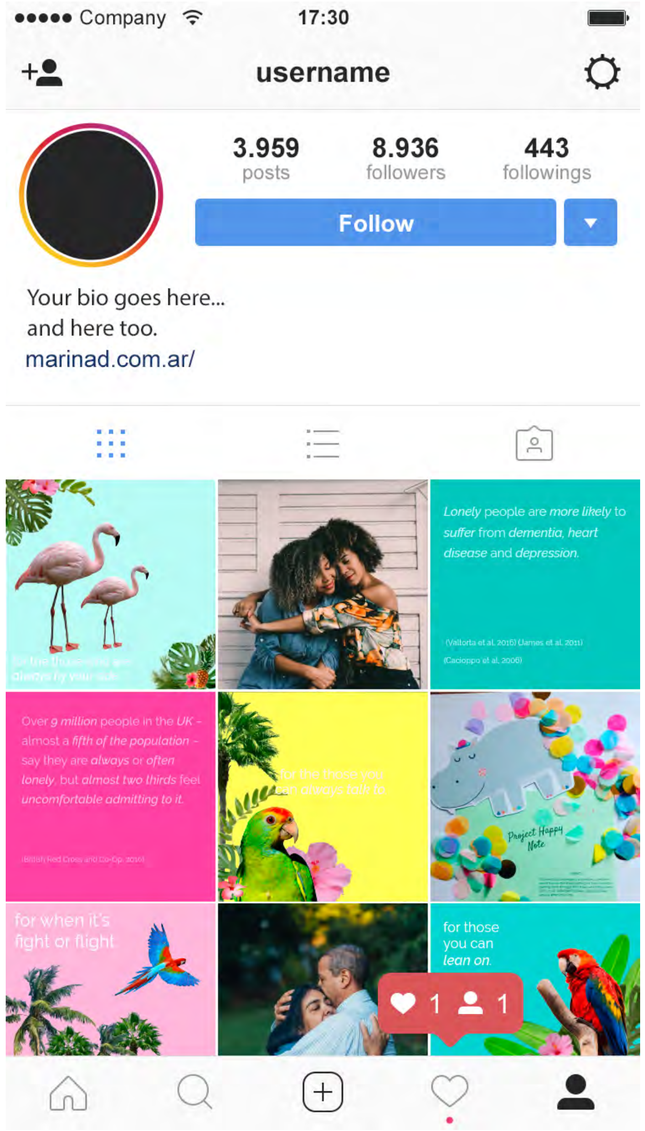


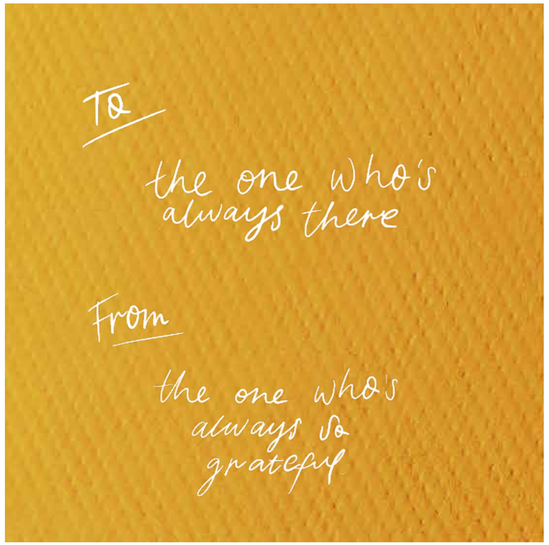


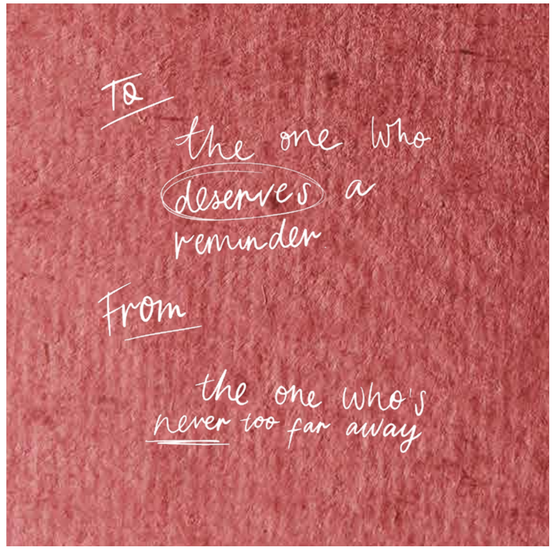

for *brightening* their day.
Over *9 million* people in the *UK* – almost a *fifth of the population* – say they are *always* or *often lonely*, but *almost two thirds* feel *uncomfortable admitting to it.*
(British Red Cross and Co-Op, 2016)
for those who *deserve a reminder.*
Project Happy Note
WRITE YOUR HAPPY NOTE
for the those you can *always talk to.*

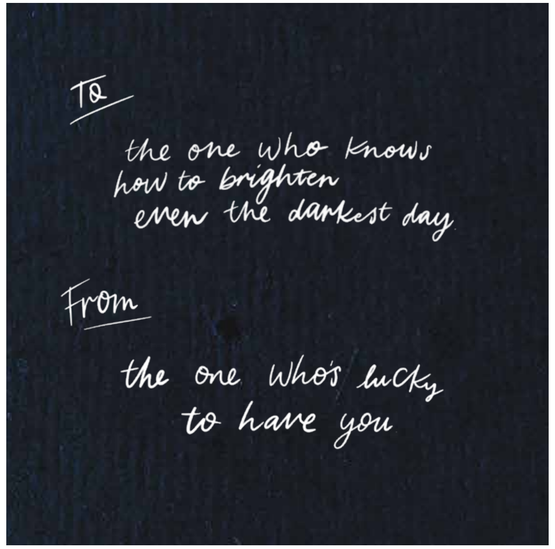

Company
17:30
username
3.959
posts
8.936
followers
443
followings
Follow
Your bio goes here...
and here too.
marinad.com.ar/

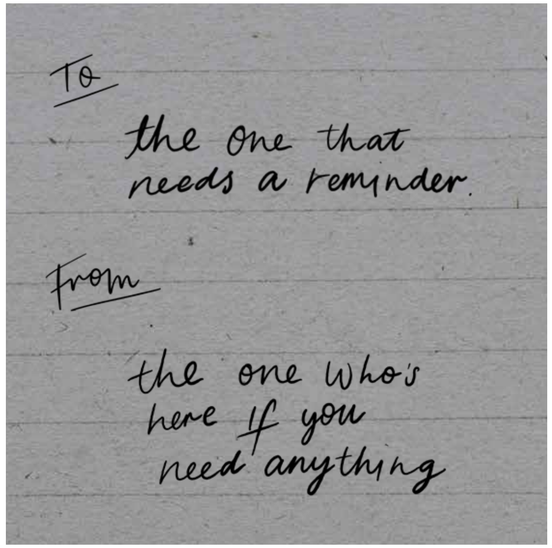

for the those who are
always by your side.
Over *9 million* people in the *UK* – almost a *fifth of the population* – say they are *always* or *often lonely*, but *almost two thirds* feel *uncomfortable admitting to it.*
(British Red Cross and Co-Op, 2016)
Project Happy Note
Lonely people are *more likely* to *suffer* from *dementia, heart disease* and *depression.*
(Valtorta et al, 2016) (James et al, 2011)
(Cacioppo et al, 2006)
Project Happy Note
for the those you can *always talk to.*
Project Happy Note
for those you can *lean on.*
for when it's fight or flight

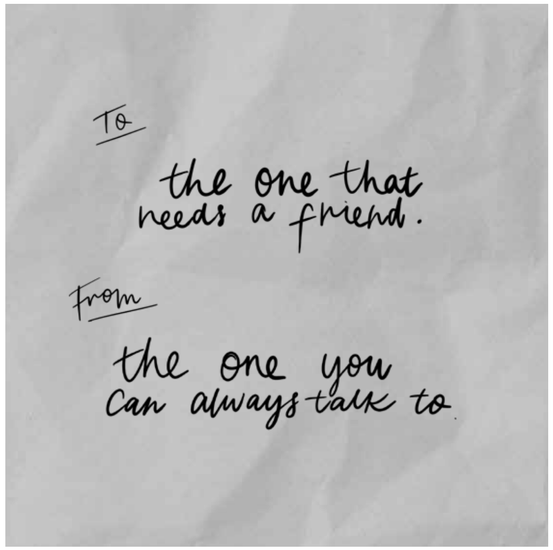

Company
17:30
username
3.959
posts
8.936
followers
443
followings
Follow
Your bio goes here...
and here too.
marinad.com.ar/











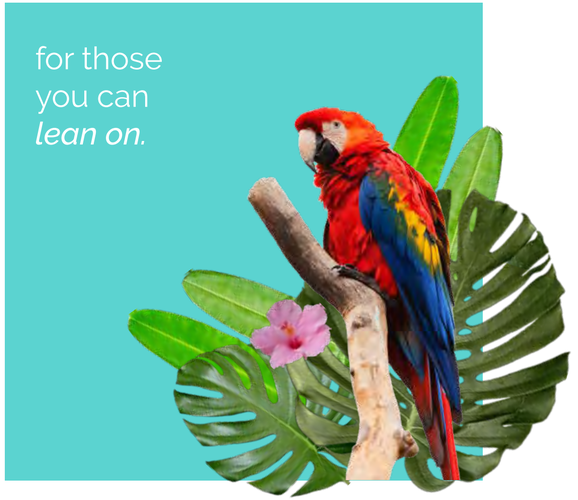
Client asked for handlettered notes on realistic paper after first round of feedback.

This animal concept was rejected for the first project but was used to inform the direction of project two.













Over *9 million* people in the *UK* – almost a *fifth of the population* – say they are *always* or *often lonely*, but *almost two thirds* feel *uncomfortable admitting to it.*

(British Red Cross and Co-Op, 2016)







Lonely people are *more likely* to *suffer* from *dementia, heart disease* and *depression.*

(Valtorta et al, 2016) (James et al, 2011)

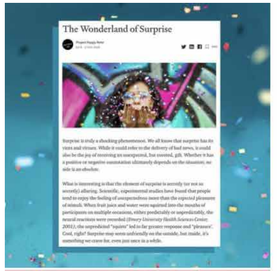
(Cacioppo et al, 2006)



CLIENTS FINAL DECISION

The client chose to go with this concept for the end result. Utilising block colours and their character's found on the cards alongside their brand typography to create the desired cohesive look that allowed them to share inspirational messages and information with their followers.

DESIGNS IN USE



















The Brief: Based off of ideas from the last project working together, the client wants social meida posts that can add fun to their feed.

Did it work? The animal designs definitely feel more fun. I did advise the client that the hand-lettering may be better swapped out for Raleway, for better readibility but they chose to go with the lettering anyway.

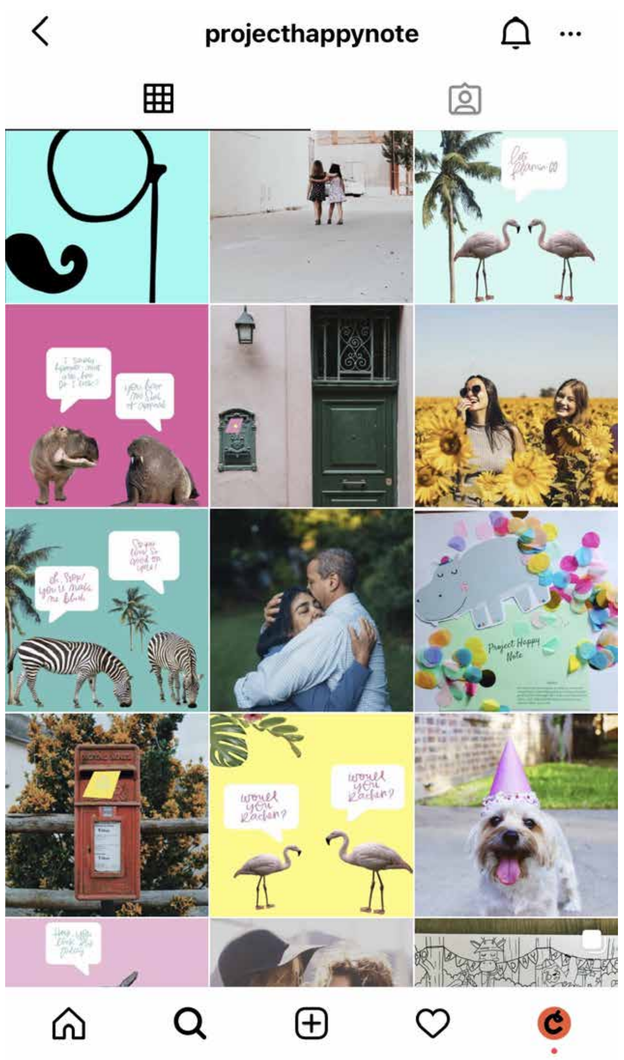
PROJECT TWO:

DESIGNS CHOSEN BY CLIENT

This time the client knew that they wanted, a mix of the animal and hand-lettered type featured in some of the rejected ideas from project one. I was given creative freedom with the puns used and the client loved them.











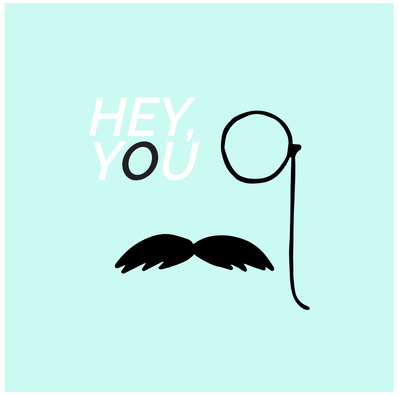
DESIGNS IN USE

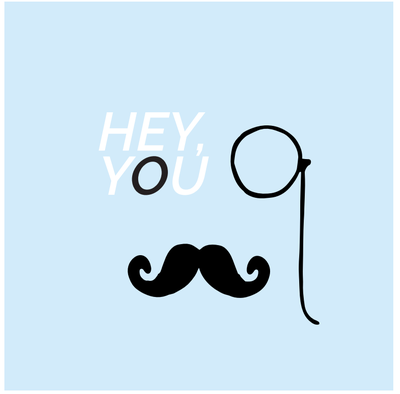
The Brief: Create social media post's for use when announcing the collaboartion between Project Happy Note and Cancer Lads for Movember and for sharing enegaging informational content.

Did it work? The assets created are cohesive with the current branding, using the current brand colours to add an eye-catching touch. The mustache is an obvious addition for a movember post.

PROJECT THREE:



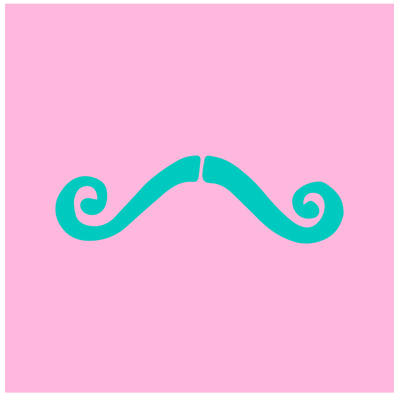

HEY,
YOU


HEY,
YOU





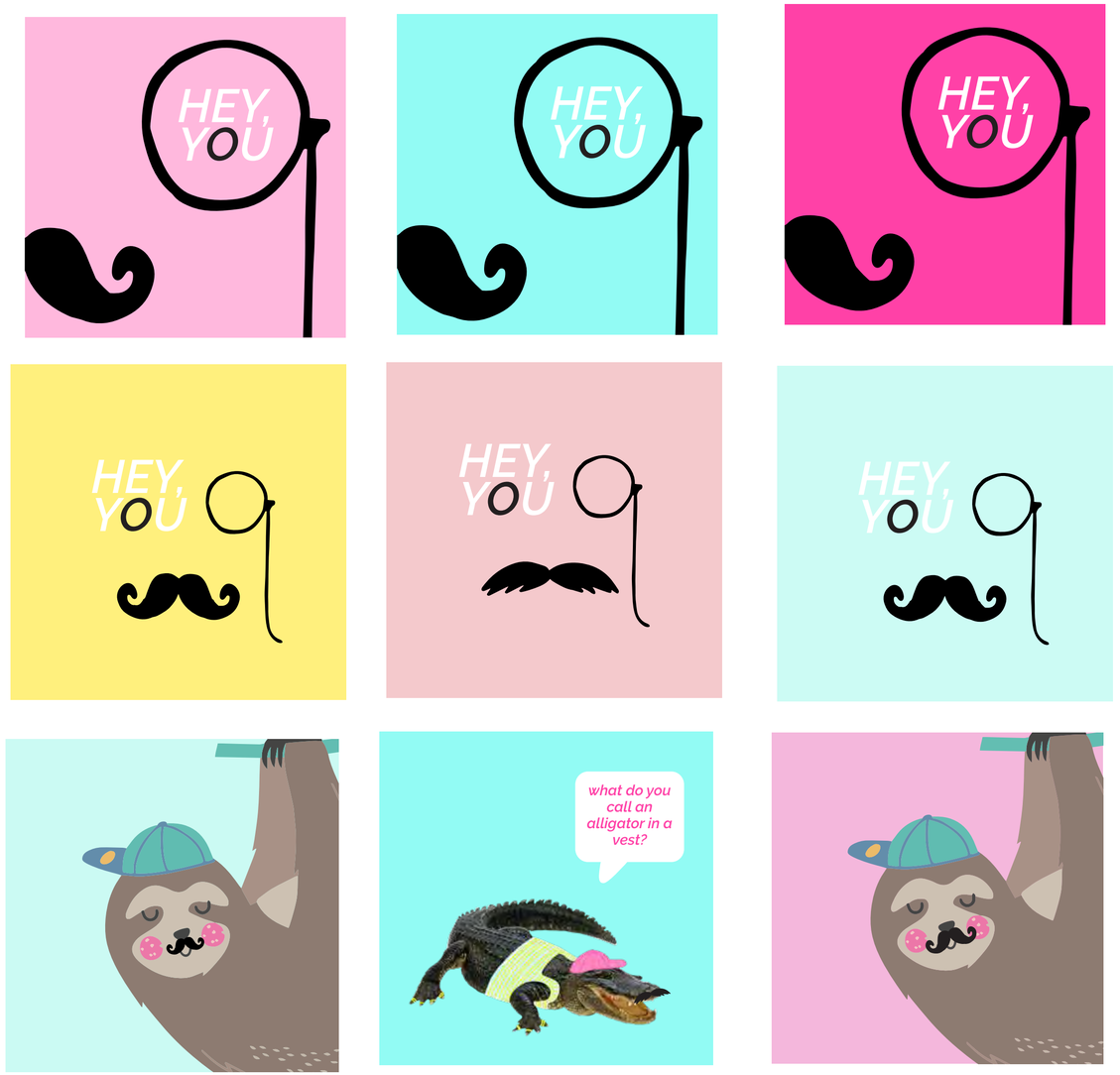





must
-dash

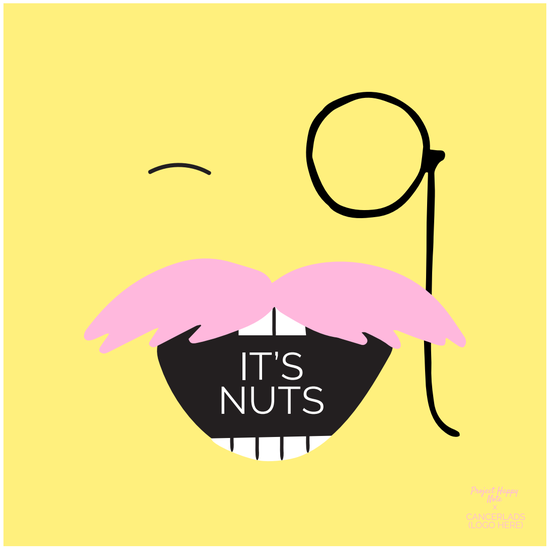


I was given creative freedom over the initial idea development this time around, having worked with the client a couple of times already. They did input the alligator in vest joke as a potential pun they would want to use.









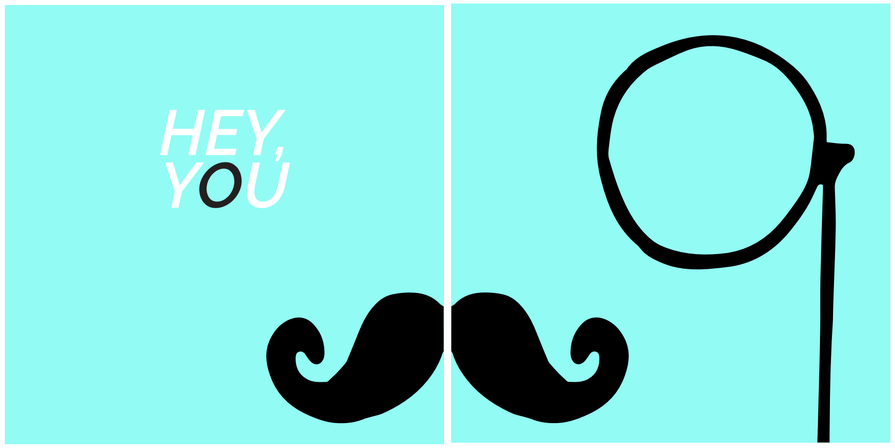




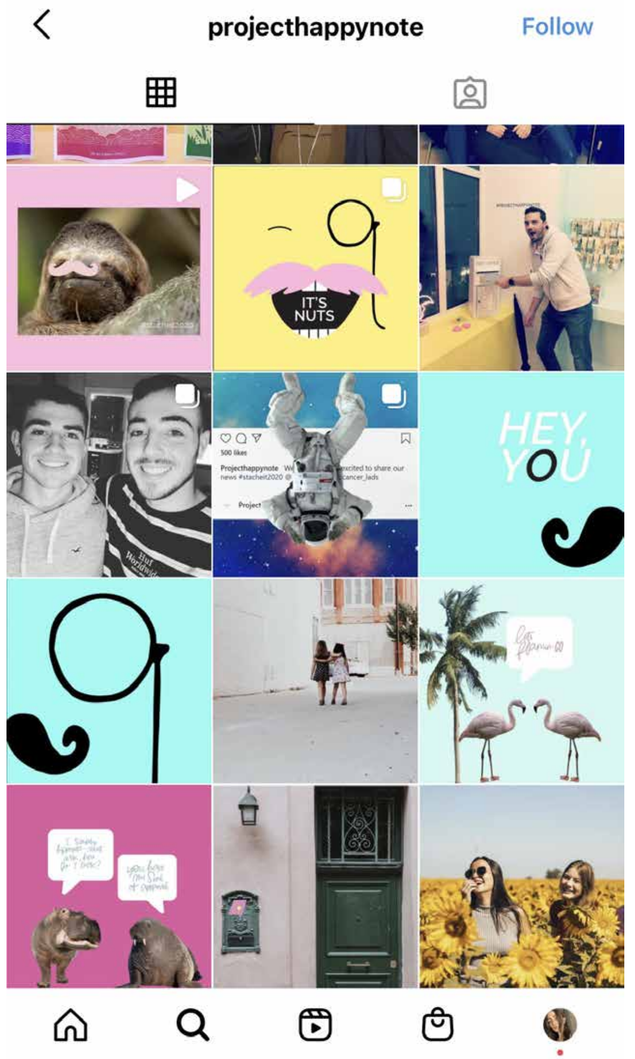


DESIGNS PRESENTED TO CLIENT





CLIENTS FINAL DECISION



DESIGNS IN USE

SURVIVOR FAMILY NETWORK

The Brief: Redesign the existing logo to fit the brand values of mother-centric, family focused, advice and support for domestic abuse survivors.

Did it work? The new logo used an icon that feels inclusive and family friendly, the typography being in lowercase is friendly and welcoming, and the gradient colours that can be used seperately for asset usage allow the brand to have a stronger visual identity across multiple platfroms. Whilst the client did only ask for a logo, I opted to create addtional assets.

Mainly, research for this project was looking into the brand but it did also involve looking into other charity logos. The Maggie's logo, a redesign by Pentagram with its' range of icons and bold colours paired with hand drawn type feels like a modern and friendly upgrade.
Blood Cancer UK uses a hand drawn icon to generate a similar effect.
Hand-drawn and less perfect elements seem to be the most appropriate solution.



CURRENT LOOK

Survivor Family Network
For safer futures

KEY WORDS

family
women
empowerment
strength
inclusivity
all ages
all ethinicites
community
joy
triumph
proud
friendly
appraochable
connection

NEW LOOK AND FEEL

Friendly hand drawn shapes and icons

Child like/brings focus to family aspect.

Bright colours or multicolour but not overly feminine.

could use gradients to represent inclusivity and diveristy.

sfn
survivor
family
network

SURVIVOR
FAMILY
NETWORK

survivor
family
network

SURVIVOR
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SURVIVOR
FAMILY
NETWORK

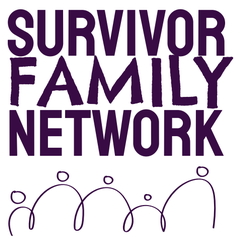
SURVIVOR
FAMILY
NETWORK


SURVIVOR
FAMILY
NETWORK


SURVIVOR
FAMILY
NETWORK


SURVIVOR
FAMILY
NETWORK

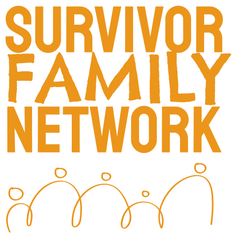

SURVIVOR
FAMILY
NETWORK

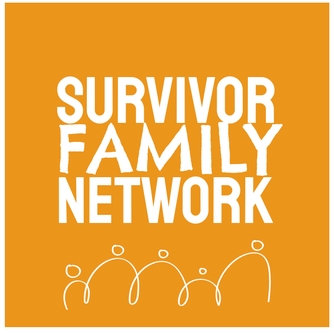

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NETWORK


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survivor family network

survivor family network

DESIGNS PRESENTED TO CLIENT



&







REVISIONS FOR CLIENT APPROVAL

Original Logo



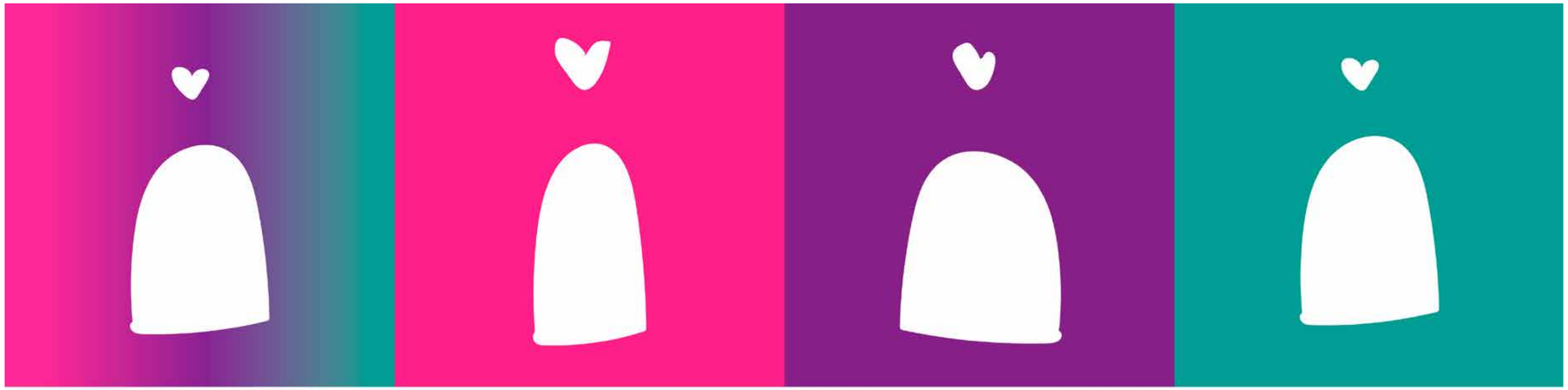
Redesign




survivor family network
SURVIVAL IS A WOMANS RIGHT.
DOMESTIC ABUSE SUPPORT AND ADVICE
support@survivorfamilies.com
www.survivorfamilynetwork.com
SUPPORT FOR SURVIVOR FAMILIES
DOMESTIC ABUSE SUPPORT AND ADVICE
support@survivorfamilies.com
www.survivorfamilynetwork.com
SURVIVAL IS A WOMANS RIGHT.
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www.survivorfamilynetwork.com
survivor family network

ICON USAGE

The logo icon lends itself well to other assets, being used a grouping or broken down. They can be used to create infographics for use on brand socials or through a campaign, to represent people and numbers from facts and statistics relating to Domestic abuse.





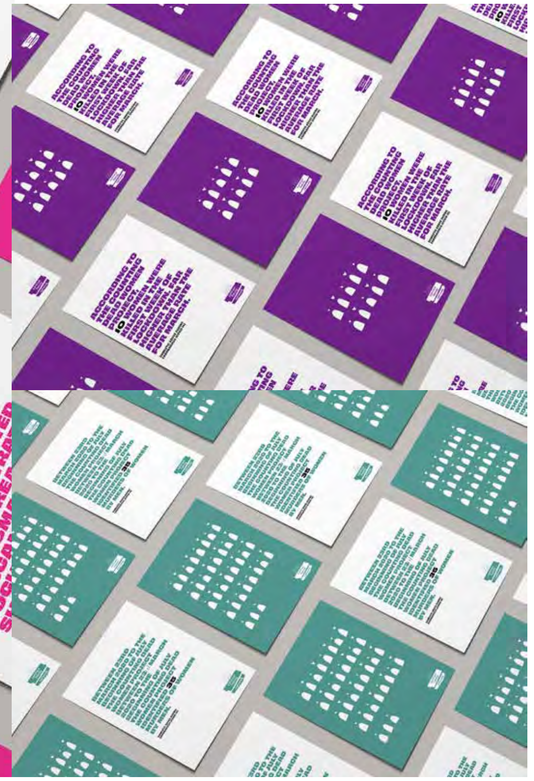






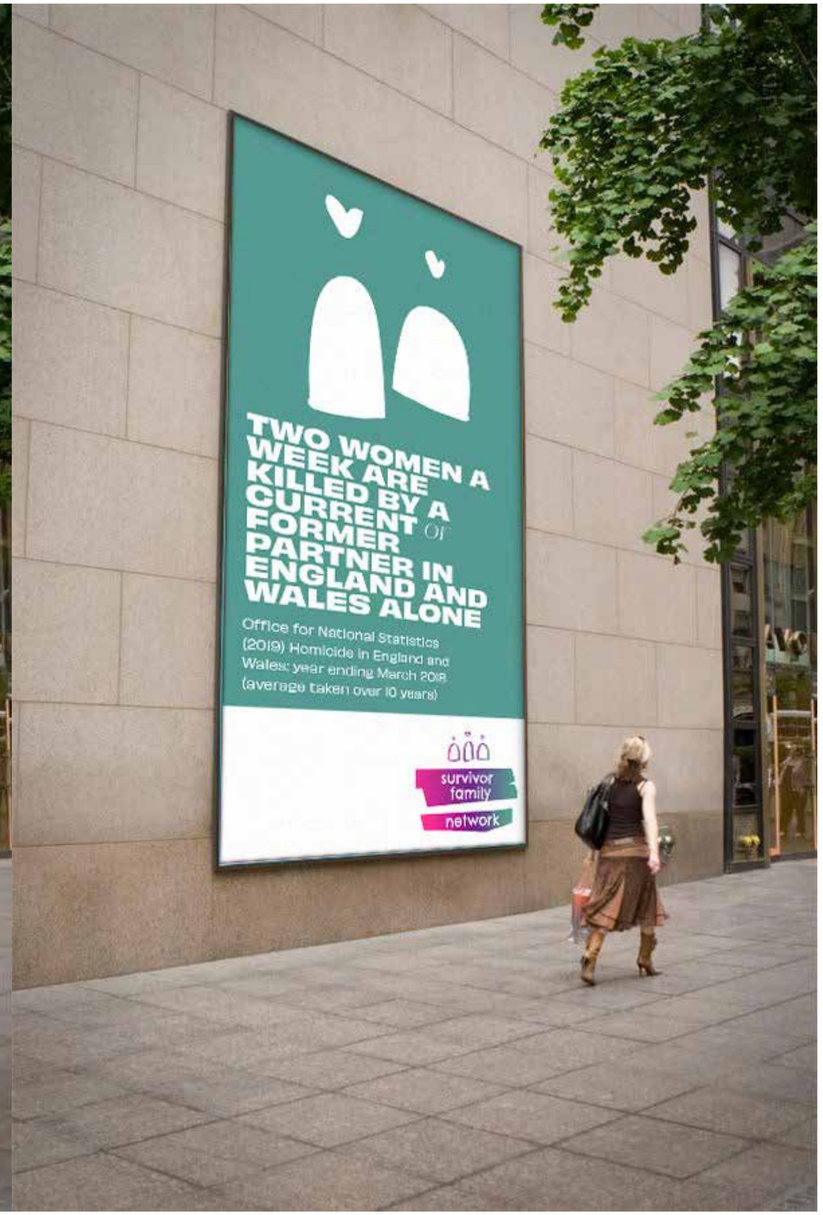


CAMPAIGN USAGE




ACCORDING TO THE COUNTING DEAD WOMEN PROJECT, 10 WOMEN WERE KILLED IN THE FIRST WEEK OF LOCKDOWN. FAR HIGHER THAN THE AVERAGE RATE FOR MARCH.
Office for National Statistics (2020) Domestic abuse during the coronavirus (COVID-19) pandemic, England and Wales: November 2020
survivor family network


THE POLICE RECORDED 259,324 OFFENCES FLAGGED AS DOMESTIC ABUSE-RELATED IN THE PERIOD MARCH to JUNE 2020
Office for National Statistics (2020) Domestic abuse during the coronavirus (COVID-19) pandemic, England and Wales: November 2020
survivor family network


TWO WOMEN A WEEK ARE KILLED BY A CURRENT OR FORMER PARTNER IN ENGLAND AND WALES ALONE
Office for National Statistics (2019) Homicide in England and Wales: year ending March 2018 (average taken over 10 years)
survivor family network


STRENGTH IN NUMBERS AND OUR COMMUNITY IS GROWING.
ACCORDING TO THE COUNTING DEAD WOMEN PROJECT, 10 WOMEN WERE KILLED IN THE FIRST WEEK OF LOCKDOWN. FAR HIGHER THAN THE AVERAGE RATE FOR MARCH.
BETWEEN 23RD MARCH 2020 TO THE BEGINNING OF JULY THE COUNTING DEAD WOMEN PROJECT BETWEEN 23rd MARCH 2020 TO THE BEGINNING OF JULY THE COUNTING DEAD WOMEN PROJECT IDENTIFIED 35 MURDERS OF WOMEN BY MEN.
TWO WOMEN A WEEK ARE KILLED BY A CURRENT or FORMER PARTNER IN ENGLAND AND WALES ALONE
Office for National Statistics (2019) Homicide in England and Wales: year ending March 2018 (average taken over 10 years)
REFUGE REPORTED THAT PERPETRATORS WERE INCREASINGLY USING SMART LOCKS, WEBCAMS AND SOCIAL MEDIA, OR SHARING REVENGE PORN, TO HARASS THEIR TARGETS AND INVESTIGATED 195 CASES OF "TECH-ABUSE" IN THE FIRST LOCKDOWN.
BETWEEN 23RD MARCH 2020 TO THE BEGINNING OF JULY THE COUNTING DEAD WOMEN PROJECT BETWEEN 23rd MARCH 2020 TO THE BEGINNING OF JULY THE COUNTING DEAD WOMEN PROJECT IDENTIFIED 35 MURDERS OF WOMEN BY MEN.
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ACCORDING TO THE COUNTING DEAD WOMEN PROJECT, 10 WOMEN WERE KILLED IN THE FIRST WEEK OF LOCKDOWN. FAR HIGHER THAN THE AVERAGE RATE FOR MARCH.





SUPPORT FOR SURVIVOR FAMILIES

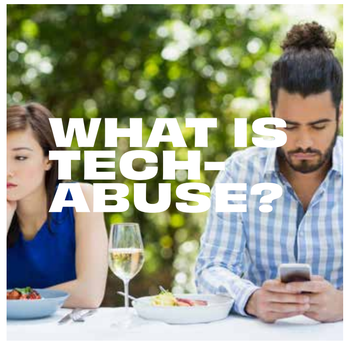
survivor family network







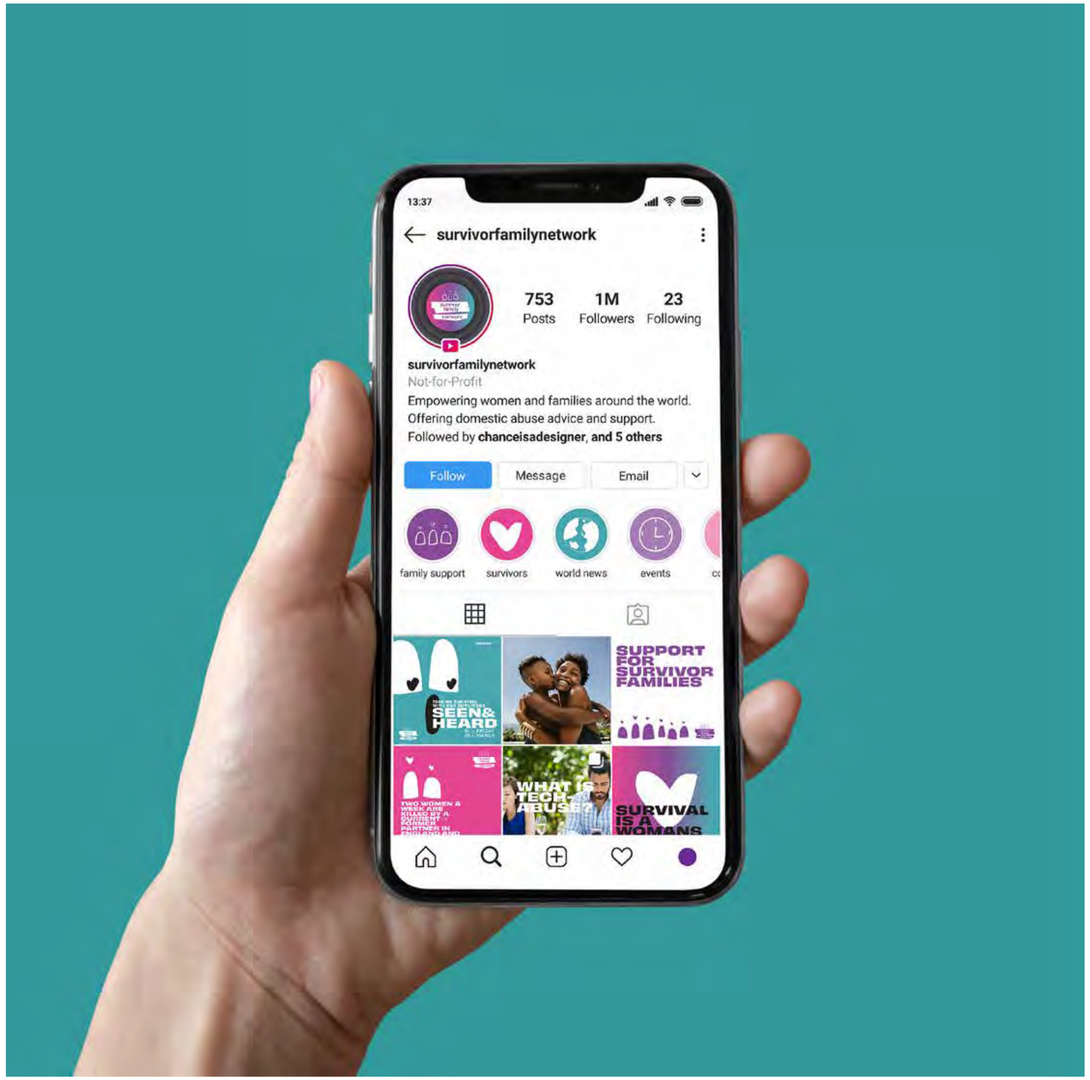




EMPOWERING WOMEN EVERYWHERE



SOCIAL MEDIA PRESENCE


13:37
survivorfamilynetwork
753 Posts
1M Followers
23 Following
survivorfamilynetwork
Not-for-Profit
Empowering women and families around the world.
Offering domestic abuse advice and support.
Followed by chanceisadesigner, and 5 others
Follow
Message
Email
family support
survivors
world news
events
SEEN& HEARD
SUPPORT FOR SURVIVOR FAMILIES
WHAT IS TECH ABUSE?
SURVIVAL IS A WOMANS

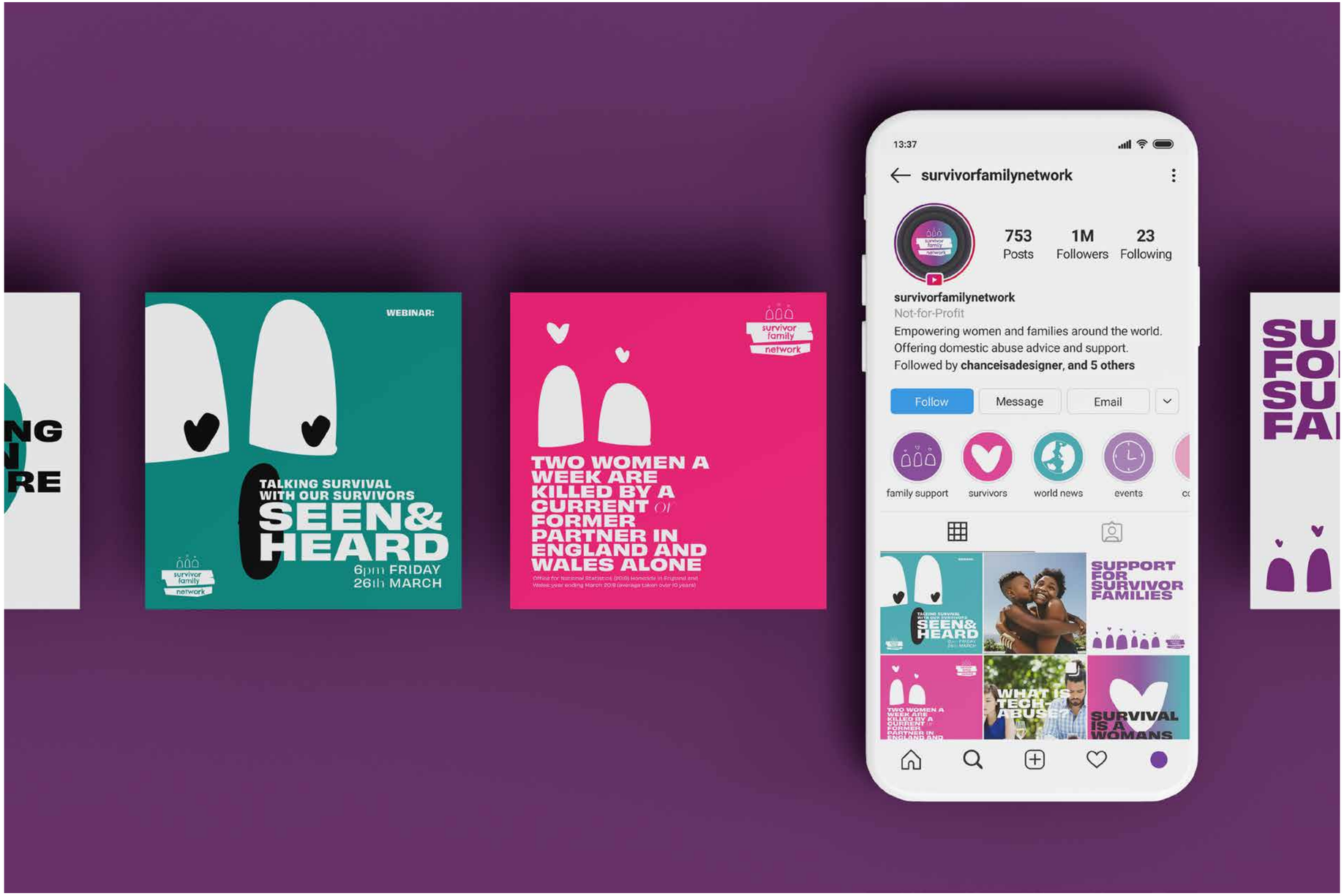



survivor
family
network







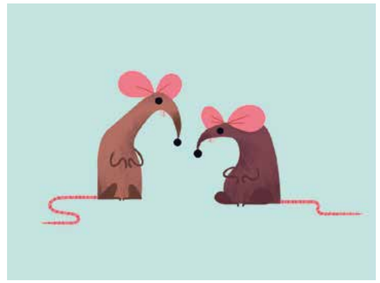

WEBINAR:
TALKING SURVIVAL WITH OUR SURVIVORS
SEEN& HEARD
6pm FRIDAY 26th MARCH
survivor family network
TWO WOMEN A WEEK ARE KILLED BY A CURRENT OR FORMER PARTNER IN ENGLAND AND WALES ALONE
13:37
survivorfamilynetwork
753 Posts
1M Followers
23 Following
survivorfamilynetwork
Not-for-Profit
Empowering women and families around the world.
Offering domestic abuse advice and support.
Followed by chanceisadesigner, and 5 others
Follow
Message
Email
family support
survivors
world news
events
SUPPORT FOR SURVIVOR FAMILIES
WHAT IS TECH ABUSE?
SURVIVAL IS A WOMANS

THE RAGGY RAT

The Brief: Design a logo that features an illustrated rat sat atop the logo type.

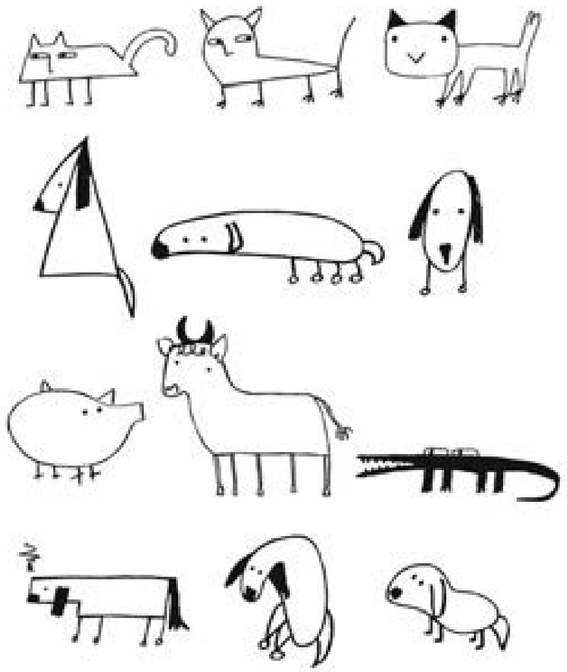
Did it work? The logo is fun and illustrative, the perfect fit for the work that the client does. They were happy with the overall result and are using it on their social media.

Initial research looked at different styles of illustration that could be used for the logo.
Leaning away from realism and going for a looser interpretation that would work better for a visual identity.

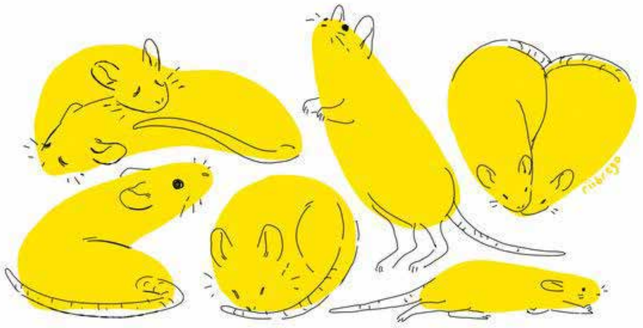






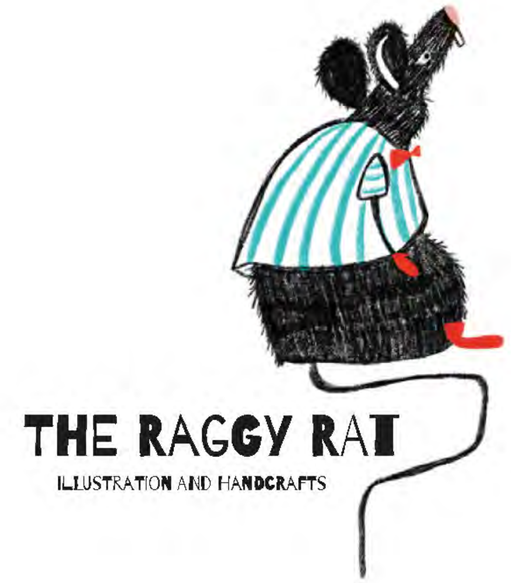




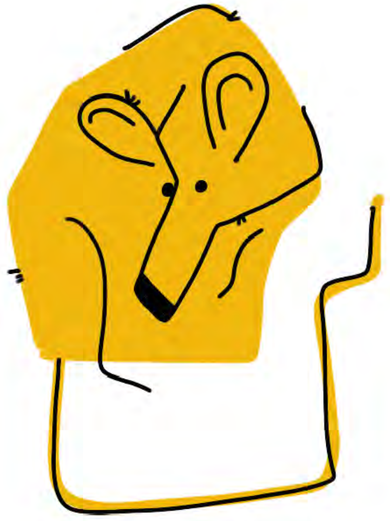


the Raggy Rat









THE RAGGY RAT






the
raggy
rat


THE
RAGGY
RAT
ILLUSTRATION
& HANDCRAFTS


THE
RAGGY
RAT


the
raggy rat
illustration and handcrafts


THE RAGGY RAT









DESIGNS PRESENTED TO CLIENT



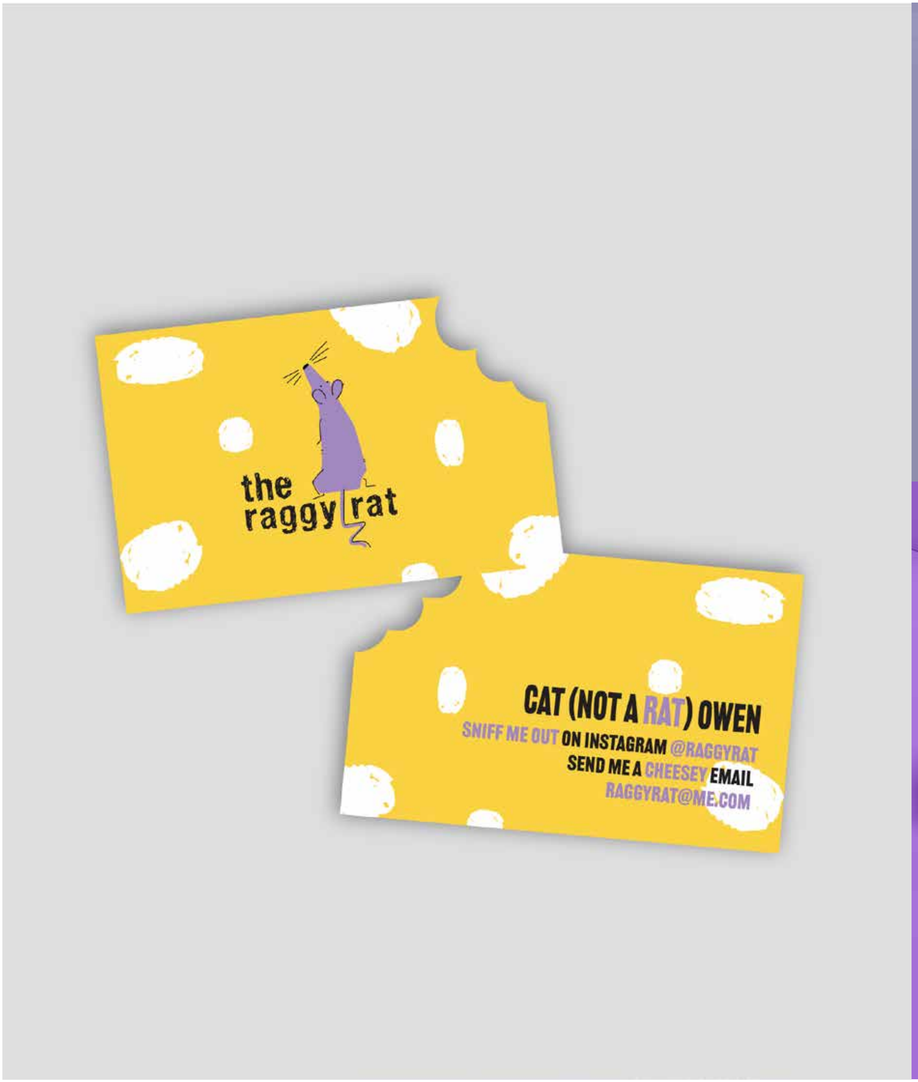


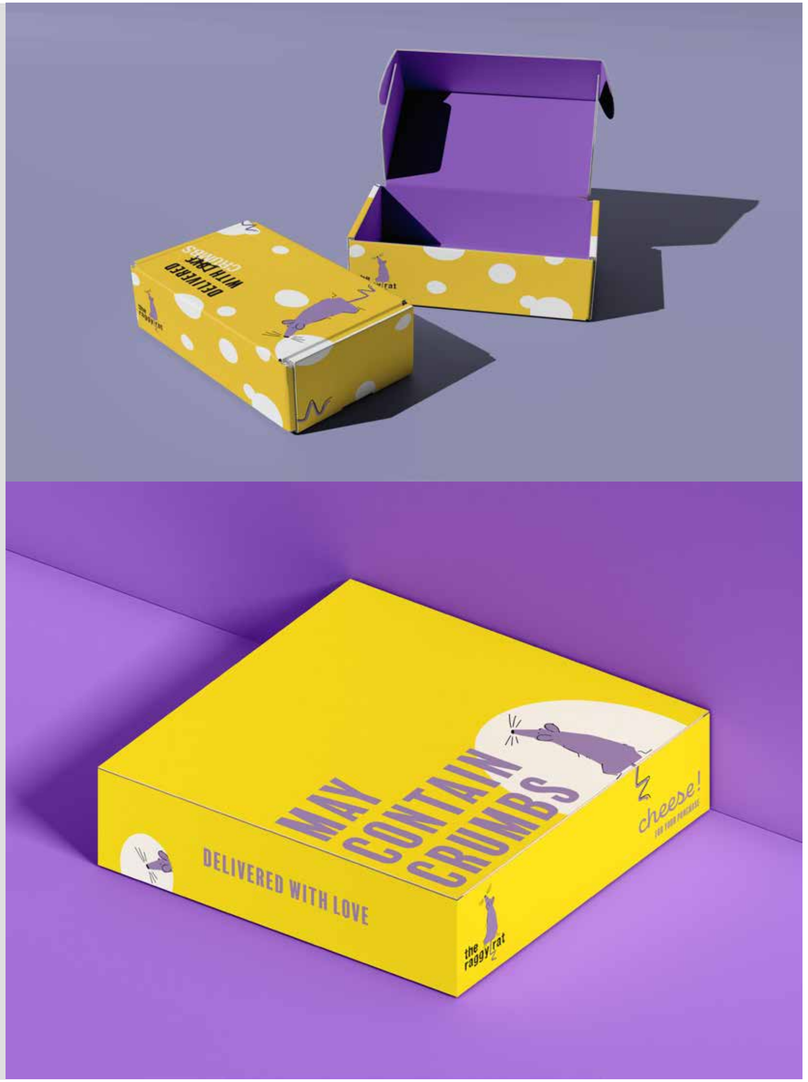


REVISIONS FOR CLIENT APPROVAL



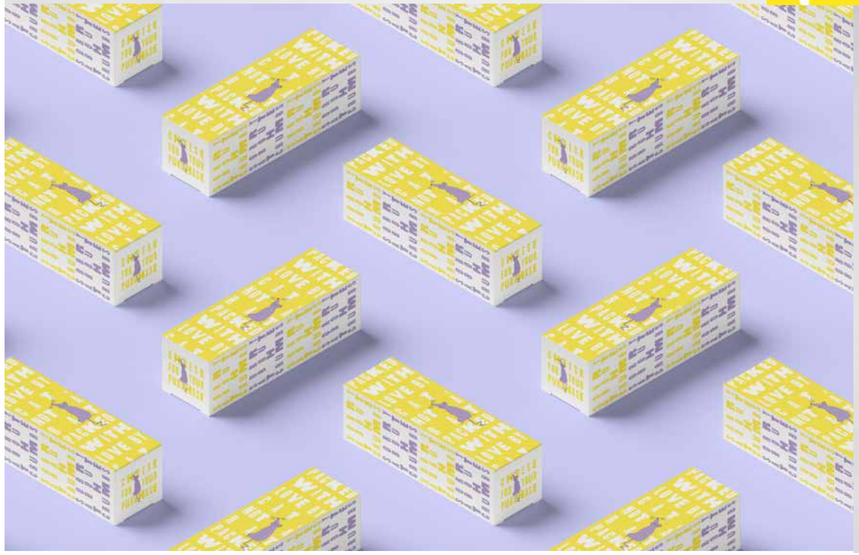
FINAL DESIGN


the raggy rat
CAT (NOT A RAT) OWEN
SNIFF ME OUT ON INSTAGRAM @RAGGYRAT
SEND ME A CHEESEY EMAIL
RAGGYRAT@ME.COM


MAY CONTAIN CRUMBS
DELIVERED WITH LOVE
cheese!
the raggy rat


the raggy rat
ILLUSTRATOR & HANDCRAFTER
CAT (NOT A RAT) OWEN
SNIFF ME OUT ON
INSTAGRAM @RAGGYRAT
SEND ME A CHEESEY EMAIL
RAGGYRAT@ME.COM
the raggy rat







PACKED WITH LOVE
BY CAT, NOT A RAT

SNIFF ME OUT
ON INSTAGRAM



SORRY ABOUT THE CRUMBS



SORRY ABOUT THE CRUMBS







It’s always nicer to recieve packages with creative solutions and designs so the additional assets focused on how the brand can be applied to a packaging system to create a more enjoyable user experience.

