

# PORTFOLIO PRESENTATION

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# QUEEN MARY

Design

Created at: ALLCITY

Design development work for Title Treatment.

## BRIEF

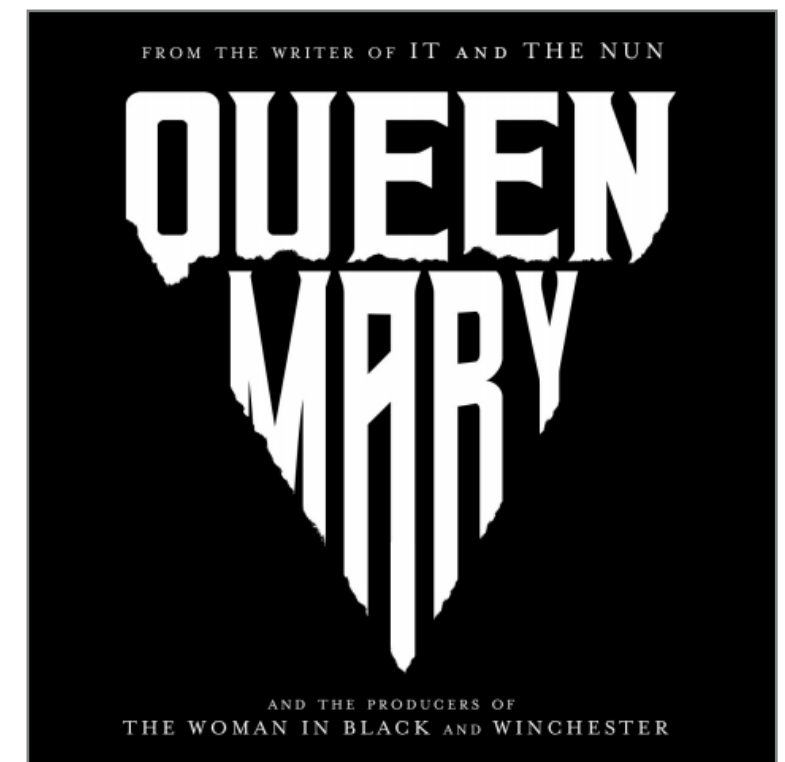
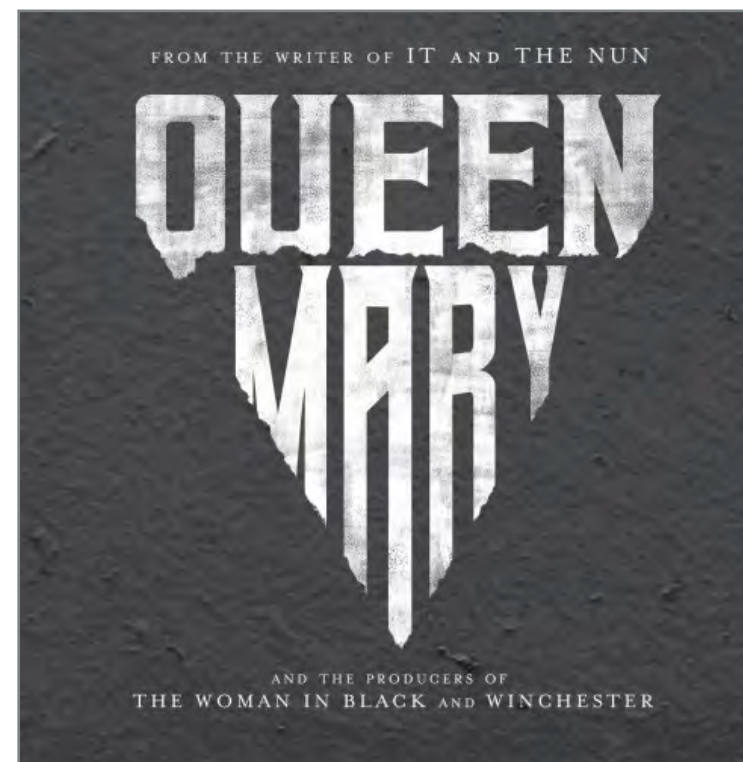
Brief was to create a title treatment for the new up-and-coming horror film Queen Mary.

To create a High end title treatment similar to the nun and The conjuring with a classic horror title treatment twist.

## SOLUTION/OUTCOME

I started looking at the hull and The front of the ship queen marry and that's where I got the Idea for the shape of the Title treatment, and overlaying some rust and weathered textures to simulate Paint on a rusted ship.

For the type I got inspiration from the exorcist title treatment.



# GLASS

Design

Client: Disney

Created at: ALLCITY

OOH Outdoor / Print

Organising and sizing ready for OOH print.

## BRIEF

To help Organise, layout and resize all the UK Glass theatrical artwork to the correct sizes ready for OOH outdoor print release.





# MARATHON SAMURAI

Design

Client: HANWAY

Created at: ALLCITY

Design development work for the UK theatrical campaign.

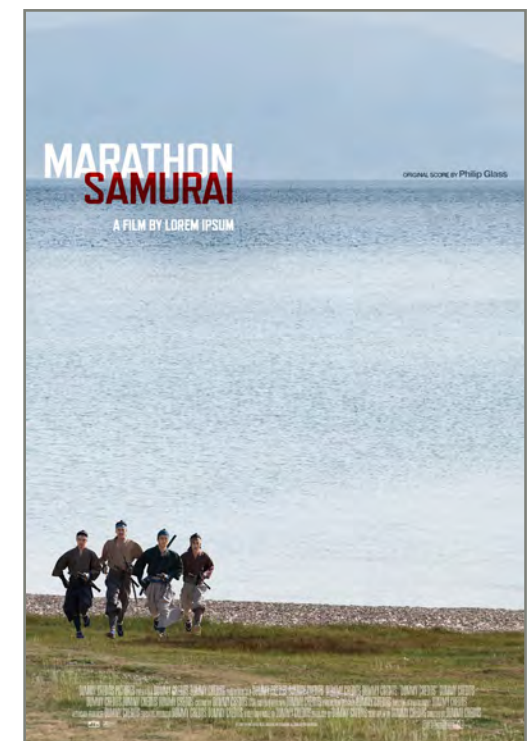
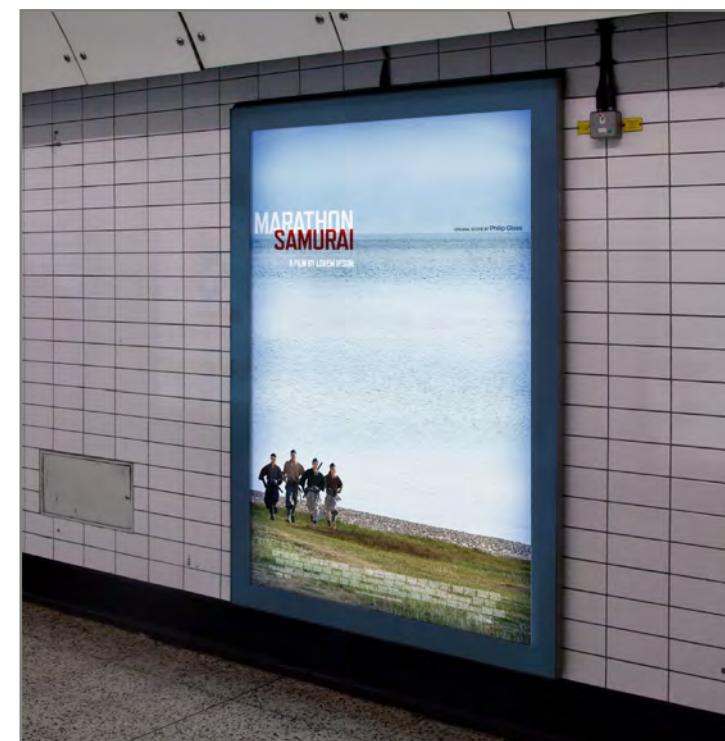
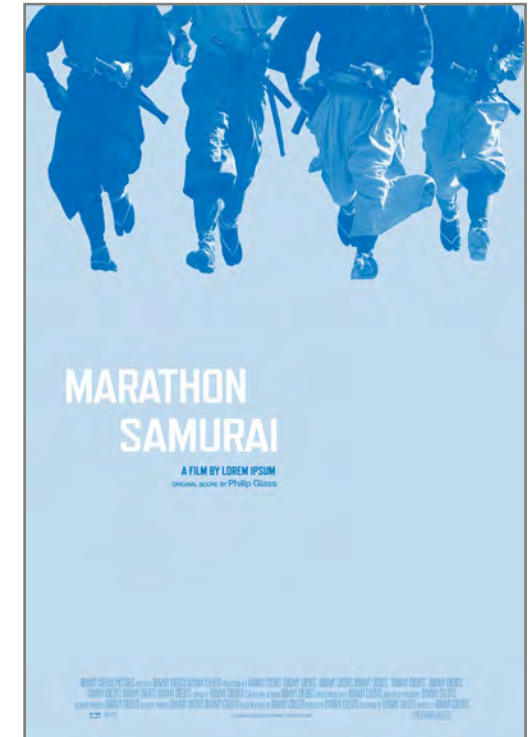
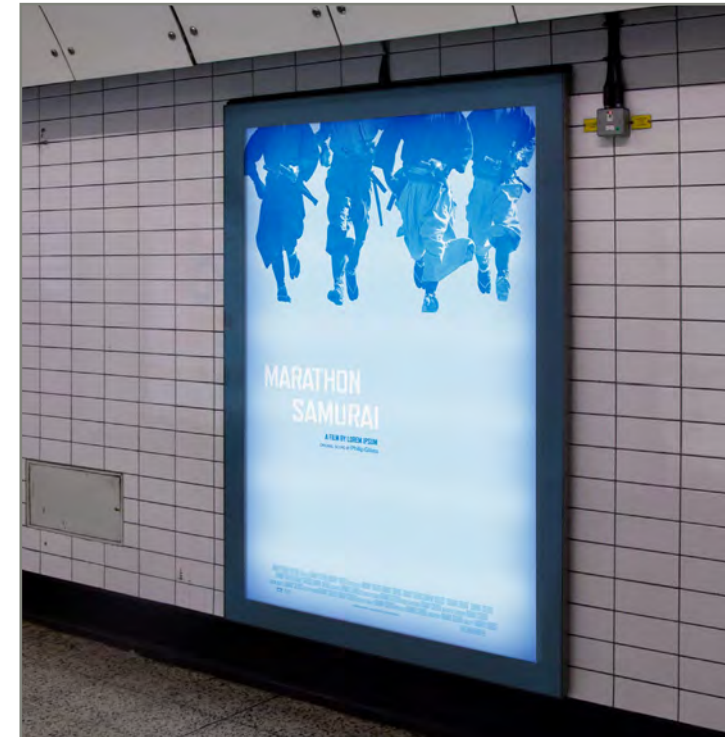
## BRIEF

To create the UK theatrical Poster design for Marathon Samurai.

Marathon samurai is a story about Different clans of samurais competing in a deadly marathon through the Japanese countryside.

## SOLUTION/OUTCOME

I started looking at the film photography and the different scene shots and started playing with the idea of using the colour blue because the main clans sigil is blue and also playing with the idea of isolation in the vast Japanese landscape with them walking.



# BURNING

Design

Client: THUNDERBIRD RELEASING

Created at: ALLCITY

Design development work for the UK theatrical campaign.

## BRIEF

The brief was to create the UK theatrical release for The South Korean film burning.

Burning is a South Korean drama mystery which is a slow burn and very conceptual.

The synopsis of the film, Jong-soo runs into Hae-mi, a girl who once lived in his neighborhood, and she asks him to watch her cat while she's out of town. When she returns, she introduces him to Ben, a man she met on the trip. Ben proceeds to tell Jong-soo about his hobby.

## SOLUTION/OUTCOME

I started to watch the film and as I was watching there was a lot of emphasis on how he was missing something inside of him in his heart as he was a serial killer who felt empty all the time.

I decided to go down a more graphical route using patterns to illustrate a bit of the story as it is very conceptual film but without giving away the plot of the story but still linking with the story.



# A PRIVATE WAR

Design

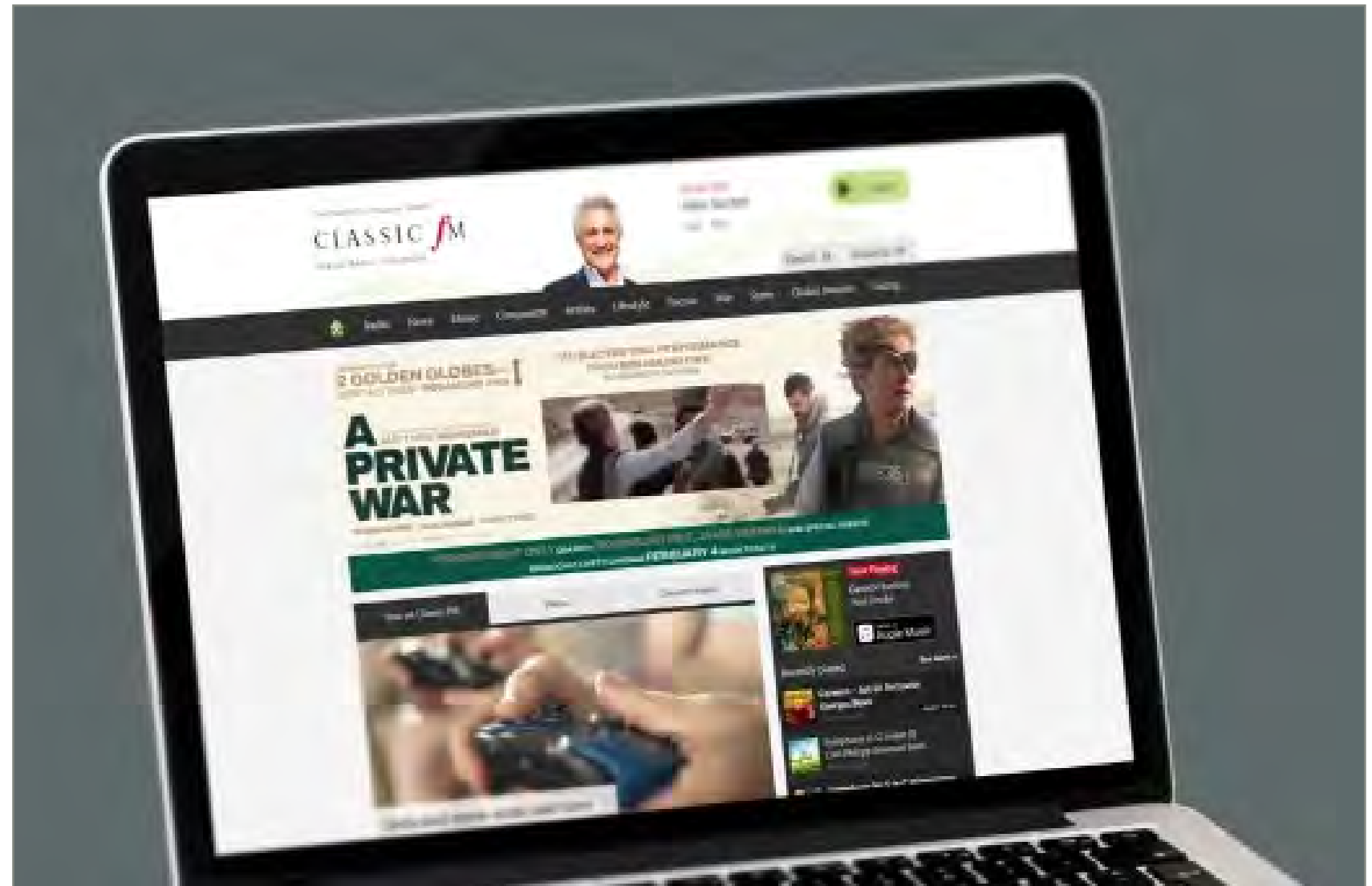
Client: Altitude

Created at: ALLCITY

Design work for Digital Ad.

## BRIEF

To create an online banner ad for a private war From the previous UK theatrical poster designs and includes the trailer within the banner and also showing that it has been nominated for the Golden Globe awards.





# INDIE BAY

POS social media designs for instagram and snapchat storys.

## BRIEF

Creates some POS social media, Instagram and Snapchat story posts for each flavour of Indie bay snacks for Showcasing to customers that they are now being sold in Sainsbury's.

# SOLUTION/OUTCOME

I decided to go with some gifs for each packet and animating some slogans and information and animating different patterns with the different snacks when they come out of the packet behind the ripped paper illustrating as you open the packet and the snacks coming out, And at the very end changing the colour of the background to Orange and adding now available at Sainsbury's.



# SKINNY TAN

Design

Client: SKINNY TAN

Created at: NOTION PR

Design and Photoshoot work for the UK POS social media design campaign.

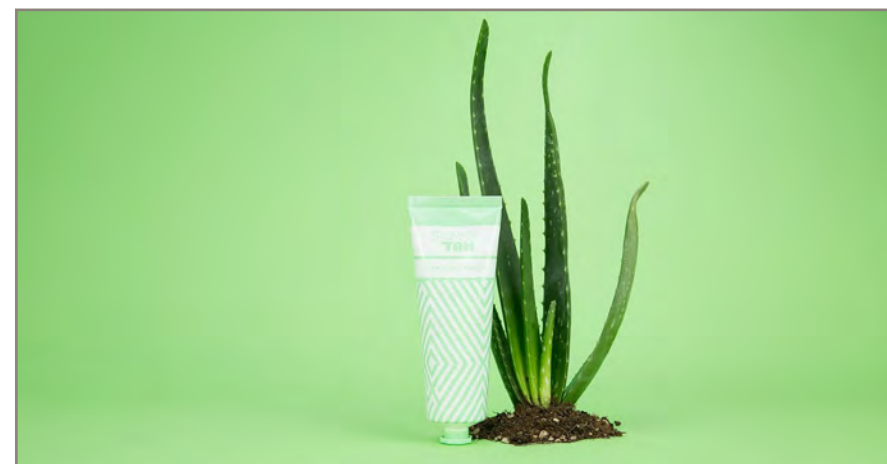
Responsible for photography and art direction for this campaign.

## BRIEF

To help rebrand the social media to get away from the stigma of tacky fake tan and to create a more fun trendy youthful brand to target a younger audience.

## SOLUTION/OUTCOME

We started looking at different brands on social media and got inspiration from the Asos brand and Misguided for inspiration and to get a sense of where we wanted to go with the social media, with bold colours and cool photography shots that pop whilst also highlighting the ingredients within the products.





# ROOTS

Design

Client: ROOTS

Created at: NOTION PR

Design and Photoshoot work for the UK POS social media design campaign.

Responsible for photography and Banner design.

## BRIEF

To create assets for roots social media platforms To highlight there shampoo and conditioner product affects and to produce large-scale banners for a Superdrug expo.

## SOLUTION/OUTCOME

We created a set of banners with each shampoo and conditioner to various colours and props relating to each product for the expo banner and also work with some models for the hair shoot for their social media. Trying to show the affects of the product with some motion and volume.



# POKEYAMA LOGO

Responsible for the logo, typography and art direction.

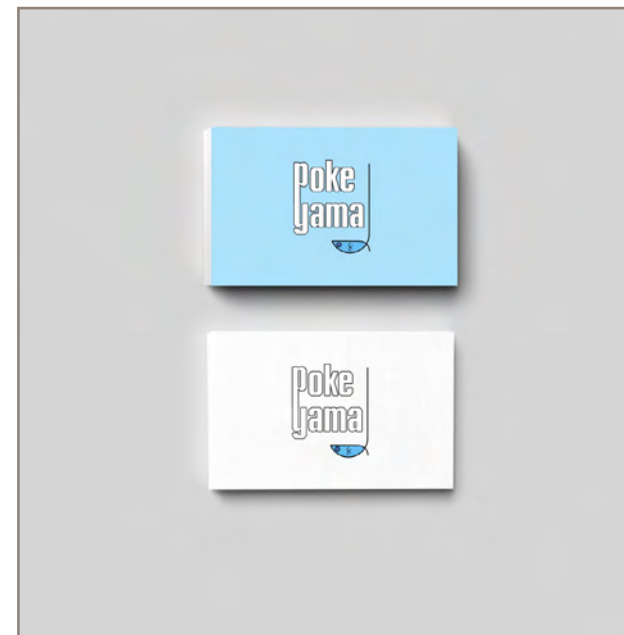
## BRIEF

To design a logo for pokey Yama a Hawaiian poker restaurant. To try and focus on the freshness and simplicity of the food, we are looking for something modern clean, similar to shake Shack and snackbar london that was a bit more punch with the typography.

## SOLUTION/OUTCOME

I started looking at small Independent cafés, bars and restaurants to get a feel for the type of Work that was out there at the moment and get some inspiration for the use of type from milk coffee London on their social media but toning it down so was less experimental and more practical and legible. And taking inspiration from snack bar London and shake Shack with the simple illustration of the fish included within the logo.

also looking at pokey yama menu and the dishes to get a feel for the Restaurant of the food that I would know which direction I wanted to go With the use of the colours and the feel using whites and blues for the freshness and where the food comes from.





# MUTHA HOUSE ALBUM COVER

Responsible for the logo and typography, art direction.

## BRIEF

I got a commission from one of my friends to design a interactive album cover for their DJ collective called mutha house.

## SOLUTION/OUTCOME

I started looking at ways how I could create interactive aspects and I started looking at how the Vinyls play, they spin and that's where I started to think about when I was a kid i used to have these books where you can spin the pages and it would reveal words and images and using that idea I decided to create the album cover where every time you spin the front cover it would show more and more typography and at the back you could spin showing each song.





# NT'S THE SUMMER SOUND CLASH

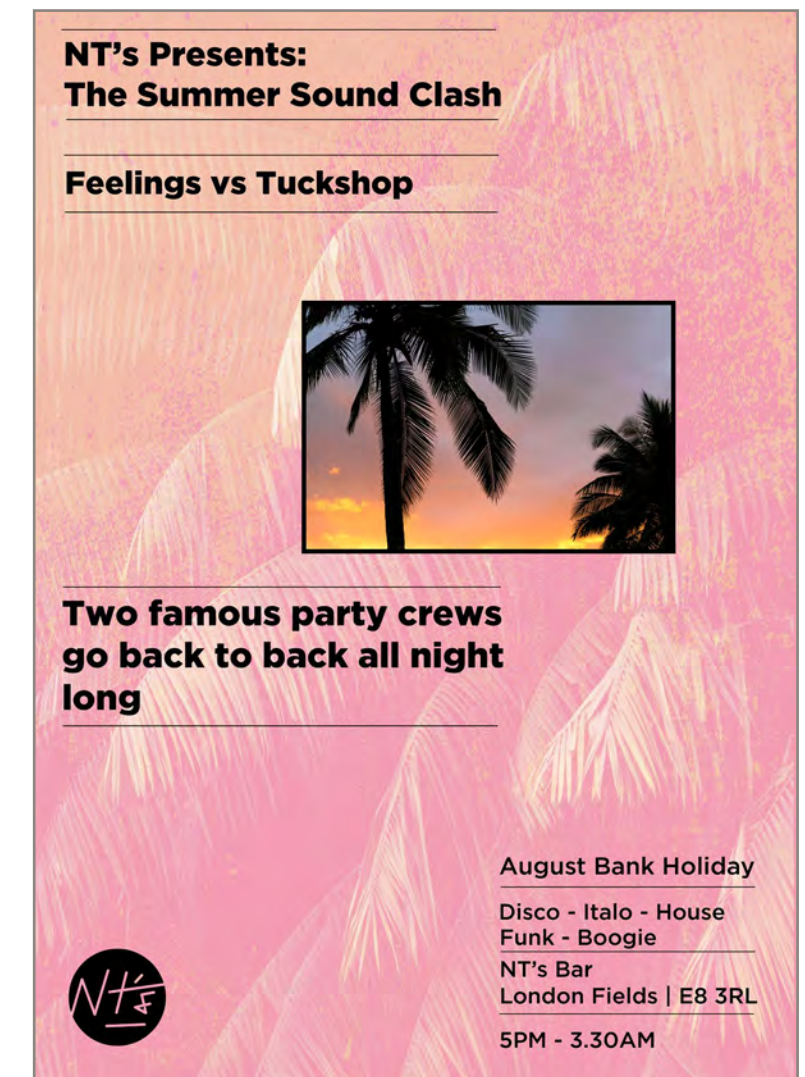
Poster and POS social media designs for instagram and facebook.

## BRIEF

The Brief was to create a poster, Instagram and Facebook ads for nt's The summer sound clash. To create something that feels trendy and tropical with a screenprint feel to the pattern.

## SOLUTION/OUTCOME

I started looking at the other posters and The artwork that they were promoting to get a feel for the brand and decided to do some screenprinting tests myself at home and scanning in the textures and using those textures to overlay with some two tone tropical summer colours within the imagery of the palm trees and adding a Officenter photo shot of palm trees with Sunset to make the Work pop stand out and give it a trendier feel and using their standard but face with a simple layout.



# BRUTAL LINE

Font design.

## BRIEF

My inspiration for this typeface started whilst I was out and about looking at London's brutalism architecture and combine it with grid based Internet typefaces from the 90s.



A B C  
D E F G H  
I J K L M N  
O P Q R S T  
U V W X Y Z



# DARKER THAN FICTION

Book Cover design for Darker than fiction.

A set of seven mini dark stories.

## BRIEF

To create illustrated front cover for the book darker than fiction.

## SOLUTION/OUTCOME

Whilst reading stories the stories in the actual book of a conceptual so instead of trying to cram in pieces of each story I decided to take a more out of the box route and Creating something simple and easy to acknowledge that there are seven stories by creating each square as a story using a really rough and hectic unsettling scribbles for each block illustrating unsettling stories using a simple black-and-white all the colours.





# ROOTS LONDON FOOD FESTIVAL POSTER

Responsible for poster design.

## BRIEF

The Brief was to create a simple easy to understand Bold poster which could work no photography with a simple colour identity for the festival by a name and Colour.

## SOLUTION/OUTCOME

Start looking at each colour as an aspect for the festival blue for food and cooking red for drinks and cocktails and green for tasting and sampling. With simple white background While adding strong emphasis on the typography and the shapes To try and make them stand out more.



## London. Food Festival

Hackney Downs Studios

May 18th, 2018

**Eat**

**Drink**

**Taste**