



**NERIDA NEWTON**

Portfolio



# HELLO...

## I am....

Hi my name is Nerida Newton.

I'm a graphic designer who believes in telling relatable stories through graphics and so I embrace the use of traditional and digital media to tell a story.

I studied at Billy Blue College of Design and graduated from there with a Diploma of Graphic Design. I am trained in the use of Adobe Photoshop, InDesign Illustrator as well as the Microsoft Office suite. I also have foundational knowledge of HTML, CCS and Java-script and coding-editing software ATOM. Having worked in the criminal justice system, I know what it needed to be able to work in a high-pressure environment and as well as abiding by strict deadlines.

I've been commissioned by clients to draw themselves, their family and pets in a unique, and quirky, anime-based style. I enjoy illustrating both professionally and as a hobby.

I'm passionate about designing solutions to the world's problems and embracing the advancement of technology. The ability to be able to create a new world, inspires me to give any design project 110% effort.

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**Client:** Newcastle Community Corrections

**Description:** Design a artwork/profile picture/ creative piece, to represent my office for a district wide competition. I wanted to showcase the iconic structures that make up Newcastle in a unique style. Creating pixel artwork of Fort Scratchly, Nobby's Lighthouse, The Ocean Baths House, Coal Ship and ANZAC walk way, with the Newcastle Forshore as the background, truly highlights the beauty of this area.

The use of a RPG Retro Game style adds a sense of journey and excitement, when you begin your career at Newcastle Commmunity Corrections, its a "Grand New Beginning" of the next chapter of your adventure. With obstacles to overcome and training to complete, you will eventually "level up" your skills and stride forward to help reduce reoffending in the community.

**Software:** Adobe Photoshop, Adobe Illustrator, Adobe Premiere

# COMCOR

## Video Promotion





## TORRENS UNIVERSITY Merchandise Design

**Client:** Billy Blue College of Design

**Description:** Develop a merchandise design for Torrens University (TUA) and its power brands Billy Blue College of Design (BBCD) and Blue Mountains International School of Hotel Management (BM). TUA, BBCD and BM had established style guides which needed to be adhered to. I decided to develop a design based on pixel art, it represents a retro style that a majority of students recognised no matter their age and it highlighted the digital and online aspects that TUA is known for. .

**Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign



**Client:** Billy Blue College of Design

**Description:** To support the merchandise design, marketing material was created. I focus on presenting both “traditional” marketing material such as the wall art above, and digital material utilizing scan codes. Given this design was developed during COVID 19, scan codes were becoming popular and the norm for many students. These cards could be handed out during Open Days, High School Visits and Graduation ceremonies and would take the user to the TUA’s website.

**Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign

**TORRENS UNIVERSITY**  
Marketing Campaign



# SEKKEI

## Magazine Layout

**Client:** Billy Blue College of Design

**Description:** Develop magazine layout for Sekkei Magazine. Four articles, an editorial page and contributor page. My aim was to use lines to connect the layouts together in a subtle way that also allowed them to stand apart on their own.

**Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign



**Client:** Billy Blue College of Design

**Description:** Develop a name for the magazine and create a back and front cover. The term “Sekkei” is Japanese for design, giving the magazine a simple but memorable name. My aim was to show both digital and traditional styles of design, creating the idea of being able to see the same image but in different perspectives. The photo is of the great Tojii Gate in Mijiyama, Japan, that I took while traveling over there.

**Software:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign

# SEKKEI

Magazine Cover





# REL

## Logo Design

**Client:** Rabbits Eat Lettuce Festival

**Description:** Use of newly design Rabbits Eat Lettuce Festival Logo on a variety of merchandise. Most notably on hats and phone cases. The mono-tone varieties allows the targeted audience more options to choose from, increasing the likely hood of consumer purchasing an item.

**Software:** Adobe Photoshop, Adobe Illustrator.





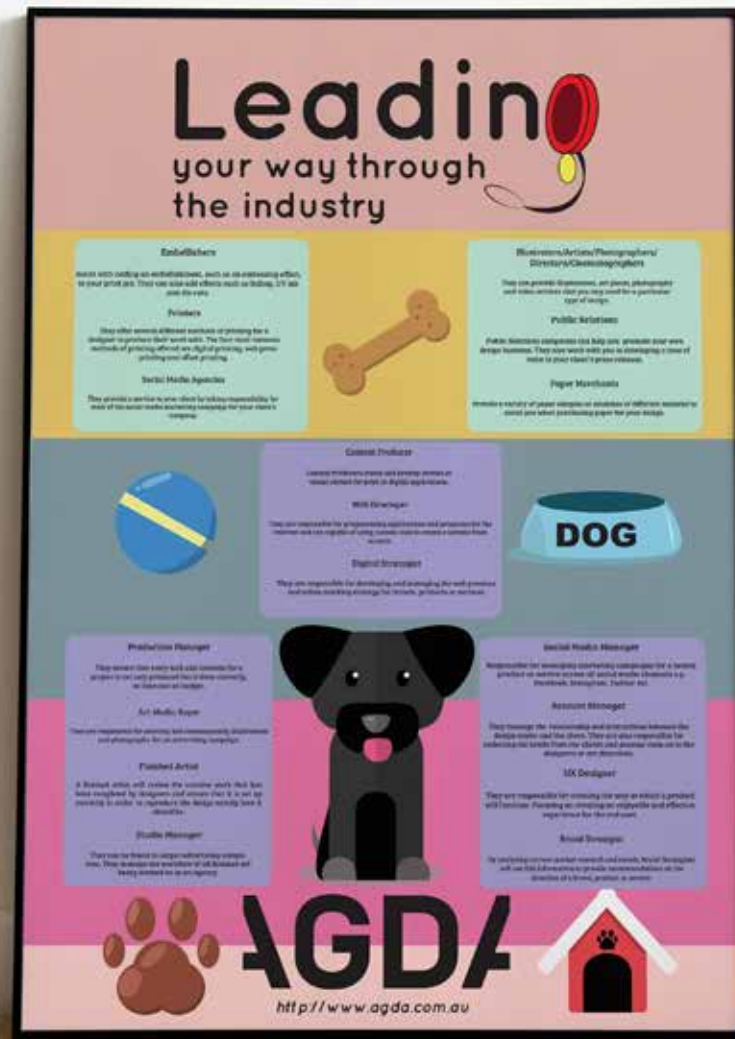
**Client:** Rabbits Eat Lettuce Festival

**Description:** Create a new logo (horizontal and vertical) for the Rabbits Eat Lettuce festival. When designing this logo, I took in the atmosphere of an EDM (electronic dance music) festival. Neon lights, geometric shapes, these were things that stood out in the images. Creating both a multi colour and mono-tone variety allows the logo to be displayed on a variety of background colours.

**Software:** Adobe Photoshop, Adobe Illustrator.

# REL

Logo Design



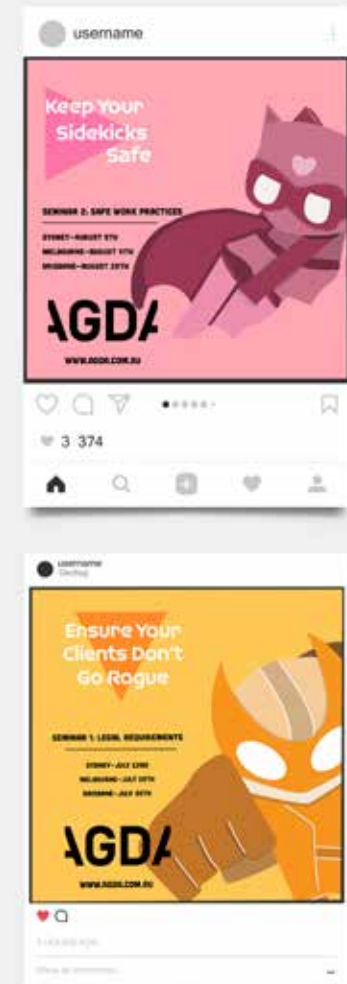
# AGDA

Poster

Client: AGDA

Description: Create an infographic poster to inform the targeted audience of the pathways and positions in the graphic design industry. I design the dog and dog accessories, to reinforce the “Leading you way through the industry” theme of the poster. My aim was to design a unique and quirky poster to draw the targeted audience’s attention.

Software: Adobe Illustrator, Adobe InDesign.



Client: AGDA

Description: Create a series of posters and social media posts promoting three national events being run by AGDA. I chose superheros as the theme of the posters, given the topics of the events were to do with IP safety, Legal Requirements and WHS.

Software: Adobe Illustrator, Adobe InDesign.

# AGDA

Marketing Campaign





# UNFOLD

## Gallery Poster

**Client:** Faux Gallery (Torrens University Assessment)

**Description:** I was tasked with creating a poster design promoting the “Unfold-Design through Time” exhibition at Faux Gallery. The city I had chosen was Tokyo, and I decided to represent the two cultural and time periods that Tokyo is well known for. The historic Edo period and the modern, harajuku style. I did this by illustrating the individual in an anime style, with one half in an Edo period style and the other half in a modern look. The background was two photos I had taken while over in Tokyo.

**Software:** Adobe Illustrator, Adobe InDesign, Adobe Photoshop





**Client:** Billy Blue College of Design

**Description:** Create product branding and packaging option for a common item. I chose pencils as my product. I developed the Woodlands logo with idea of associating the pencils with 'wood' and 'trees' and the deer is a common animal found in woodlands. The use of a key on top of the packaging allows the targeted audience to know the type of pencil within.

**Software:** Adobe Illustrator, Adobe InDesign.

# WOODLANDS

## Packaging



# ABC

DL Brochure

**Client:** The Australian Ballet Company

**Description:** Create a DL duo tone brochure that advertises the Australian Ballet production of 'Cinderella'. The use of orange and red created an antique feel to the brochure, aligning with the traditional feel of the classic Cinderella.

**Software:** Adobe Illustrator, Adobe InDesign.



**Client:** Smart Seal

**Description:** Create a logo design to be used on business cards and other advertisement for local company. I created the character based on discussions with the client, who wanted a quirky, cartoon character for his customers to associate his company with.

**Software:** Adobe Illustrator, Adobe InDesign.

# SMART SEAL

Logo Design



# ILLUSTRATION

Commission Drawing

**Client:** Karen Tanner

**Description:** Illustrate the client's grand-daughter and their puppy in a anime-type style drawing.

**Software:** Clip Studio Software, Adobe Photoshop.





**Client:** Karen Tanner

**Description:** Illustrate the client's eldest grand-daughter and their puppy in an anime-type style drawing.

**Software:** Clip Studio Software, Adobe Photoshop.

**ILLUSTRATION**  
Commission Drawing



# ILLUSTRATION

## Commission Drawing

**Client:** Karen Tanner

**Description:** Illustrate the client's daughter and her two dogs in an anime-type style drawing.

**Software:** Clip Studio Software, Adobe Photoshop.