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Diploma of Design (2020-21)

Bachelor of Communication Design (current)

## **Project Summaries, 2020–2021**

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# Giants of Typography

## Publication Design



Subject



Timeframe

Typography

4-8 weeks



The Brief

Create a publication layout titled “Giants of Typography” using the supplied body copy. The publication consisted of three spreads each with specified content. The cover designs and publication logo were also a requirement of the brief.



Deliverables

- 1 × PDF document Giants of Typography
- 1 × PDF journal documenting the design process



Tools

Indesign  
Illustrator  
Photoshop  
MS Word



Supplied Assets

Body copy



Mock-up templates [here](#) & [here](#)

# Project Summary

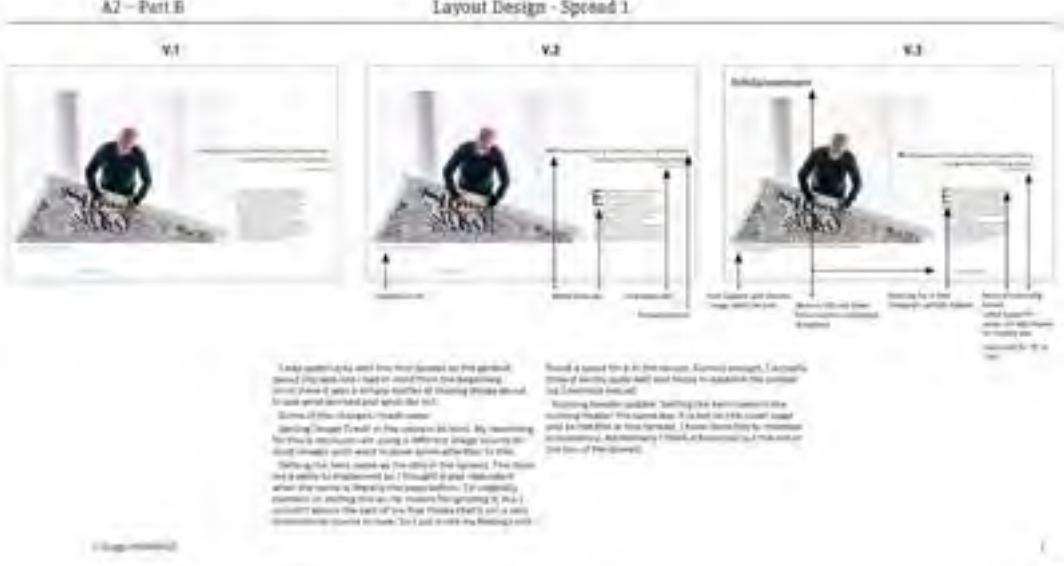
## Giants of Typography

To begin this project I first conducted research on my subject “Erik Spiekermann” collecting and filing assets along the way. My aim was to thoroughly complete the research aspect before starting any of the page design, giving myself a large amount of time to refine the page layouts and track the changes.

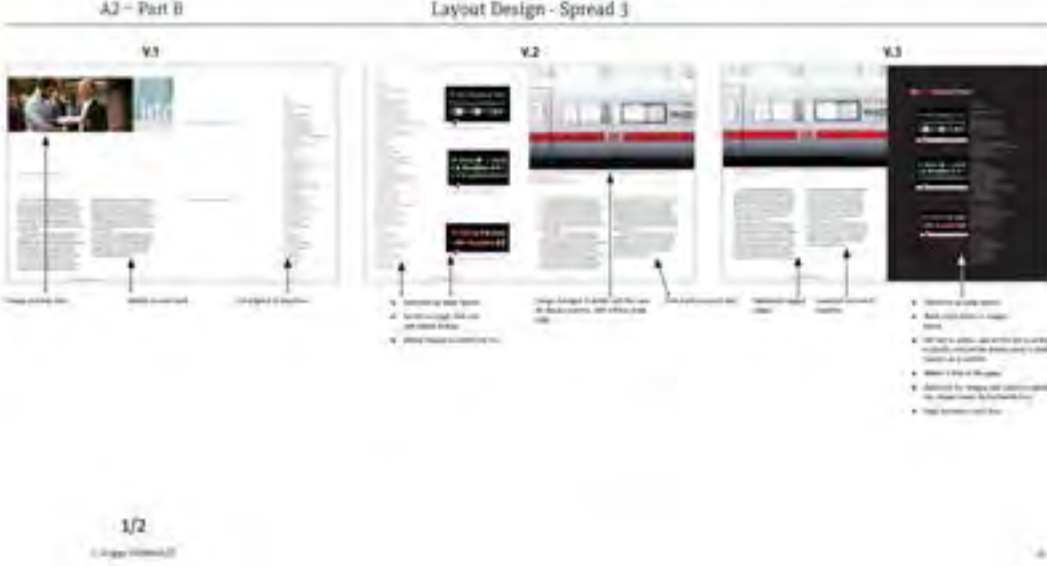
### 1. Research



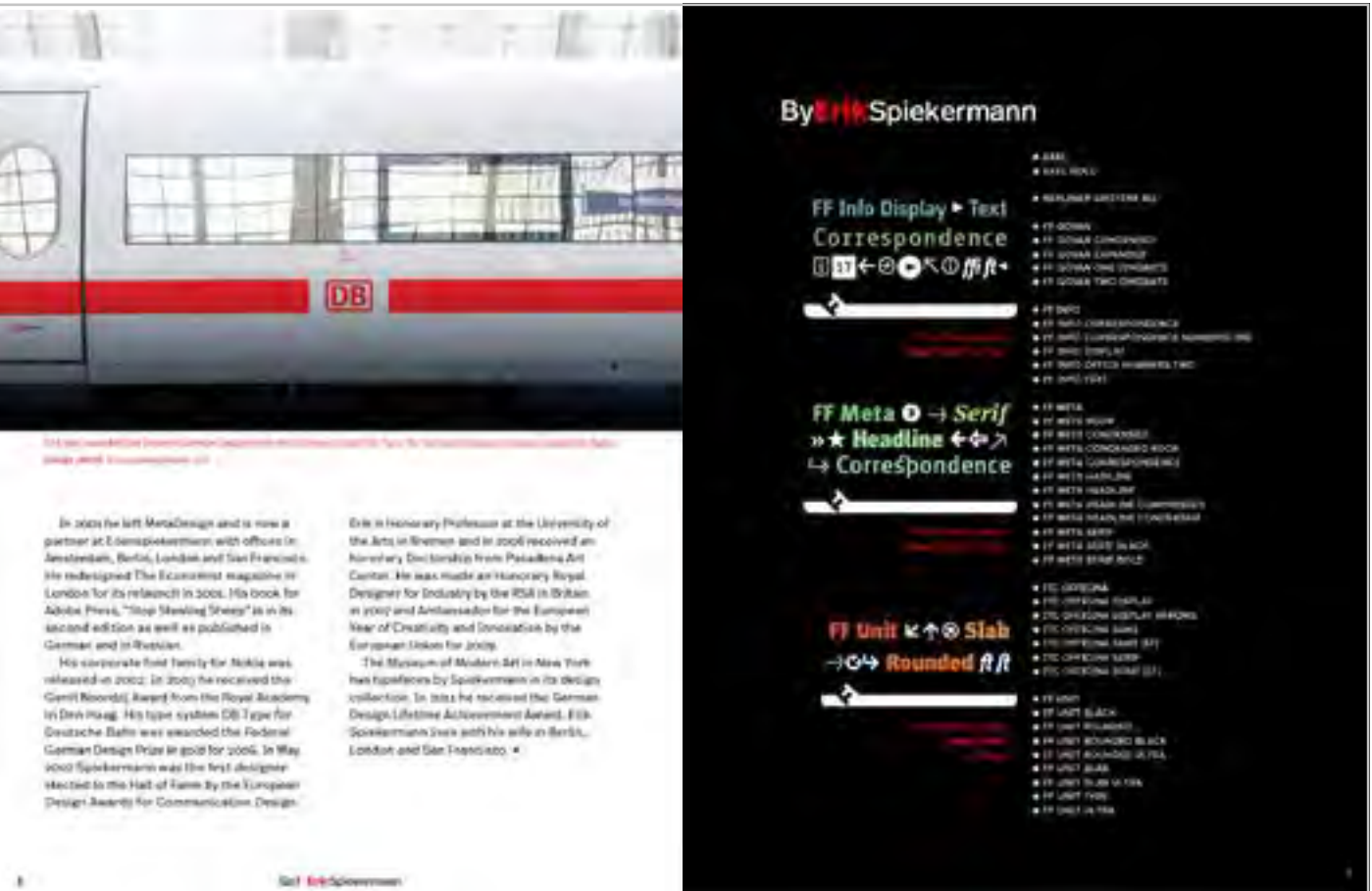
### 2. Reflect and Refine



### 3. Reflect and Refine







# Rock On, School of Music

## Brand Expression

 **Subject**  **Timeframe**

Design Studio 2 4 Weeks

 **The Brief**

Develop a brand expression presentation for a self invented business. Profile your brand’s personality, brand culture, style, values and attributes, identify emotional brand experiences, purpose and beliefs.

 **Deliverables**

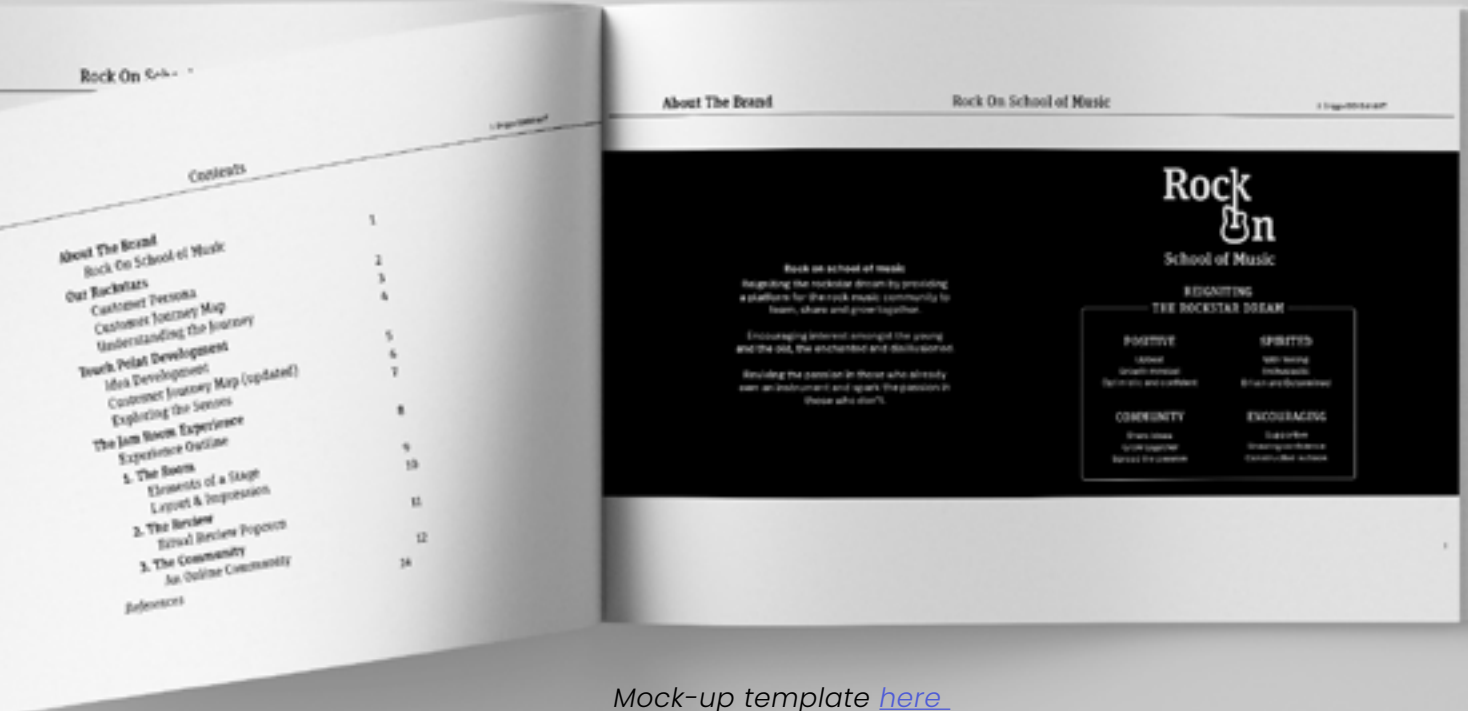
1 x Brand Expression presentation in PDF format  
1 x Logo (included in the presentation.)

 **Tools**

Indesign  
Illustrator  
Photoshop  
MS Word

 **Assets Used**

Iconicons



Mock-up template [here](#)



# Project Summary

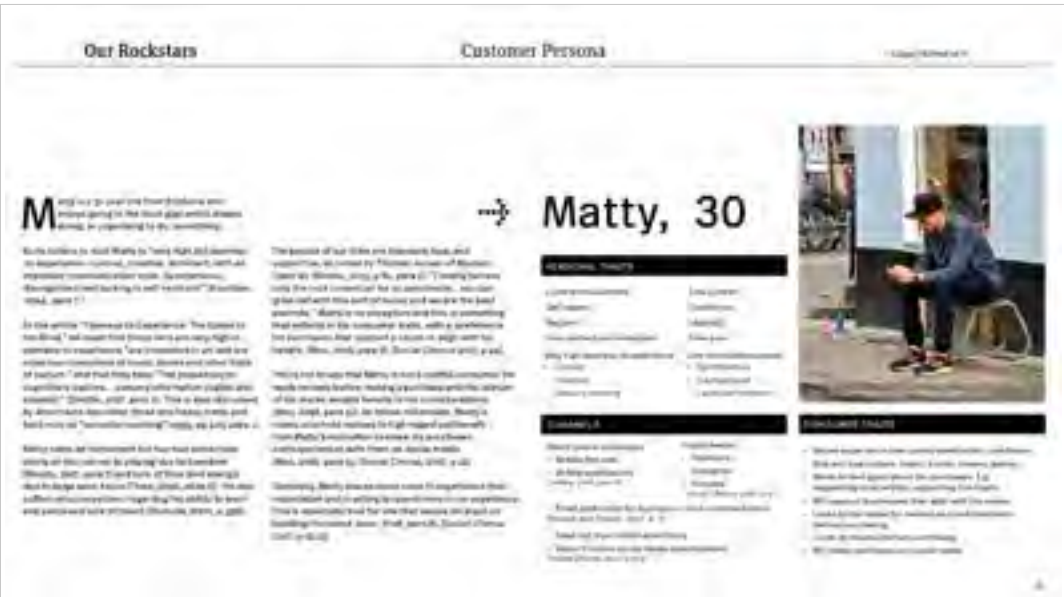
## Rock On: Brand Expression

The Rock On School of Music brand experience draws on two moments many people face when beginning to learn a new instrument: the music that inspired them to learn in the first place is not the music they are then taught to play; and that they want to feel like a rock star, without actually being one.

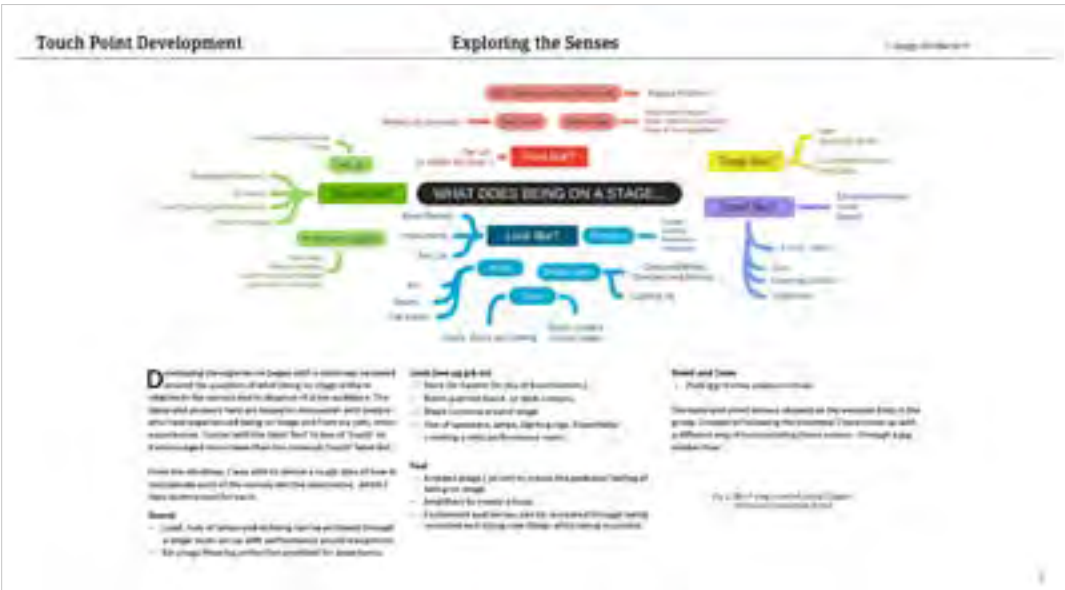
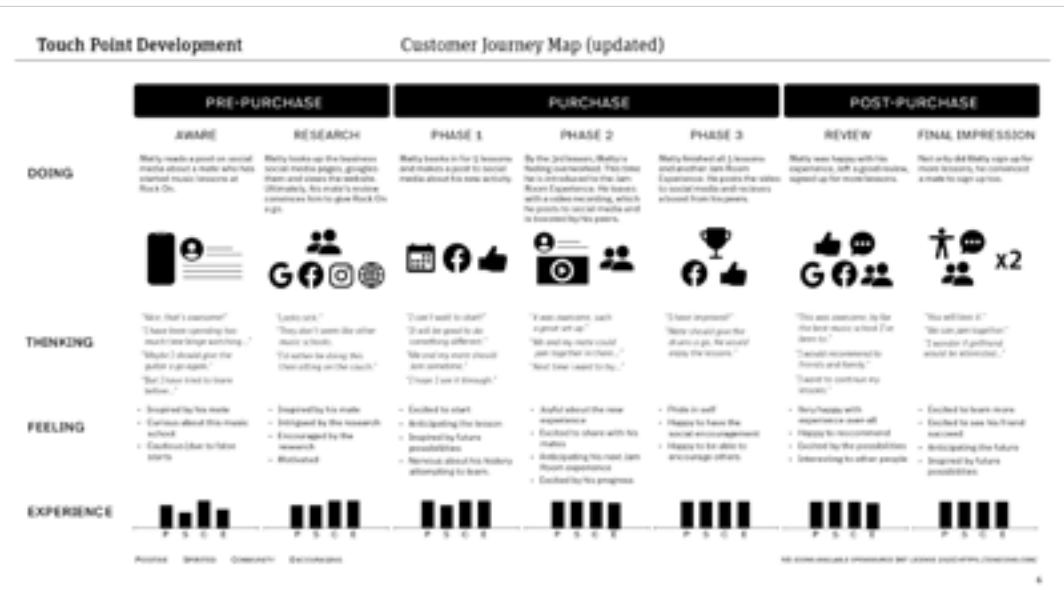
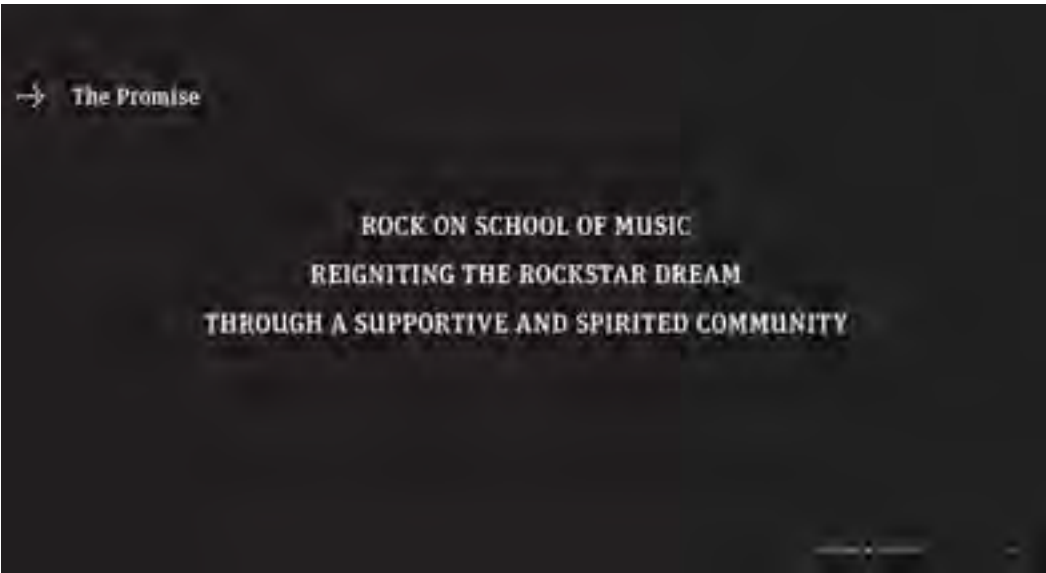
### 1. Understand the Brand



### 2. Customer Persona & Journey



### 3. Experience Development





Mock-up Template [here](#)

# The Mind – Body Connection

## Data Visual

 **Subject**  **Timeframe**

Visualising Data 4 - 8 weeks

 **The Brief**

Create a data visualisation demonstrating complex information and supply a journal documenting the design process.

Note: I was given permission to persue my own interest in this instance. Originally the brief required an investigation into either alcohol induced violence or domestic violence. There was a focus on numbers and hard data in the original brief that was not applicable in my circumstance.

 **Deliverables**

- 1 x PDF journal documenting the design process.
- 1 x Mockup

 **Tools**

- Indesign
- Illustrator
- Photoshop
- MS Excel
- MS One Note

 **Assets Used**

Head to Health Styles  
(headtohealth.gov.au)

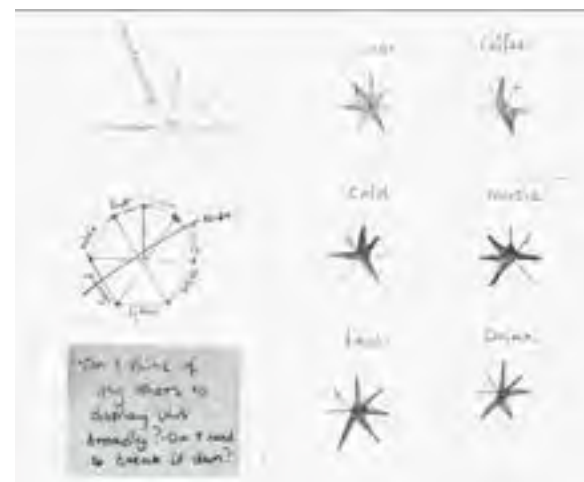
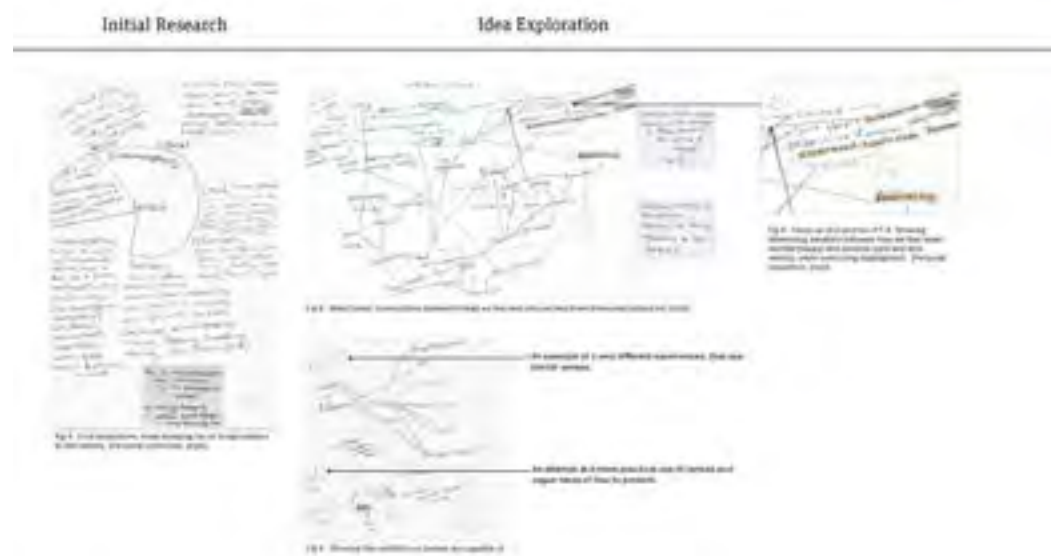


# Project Summary

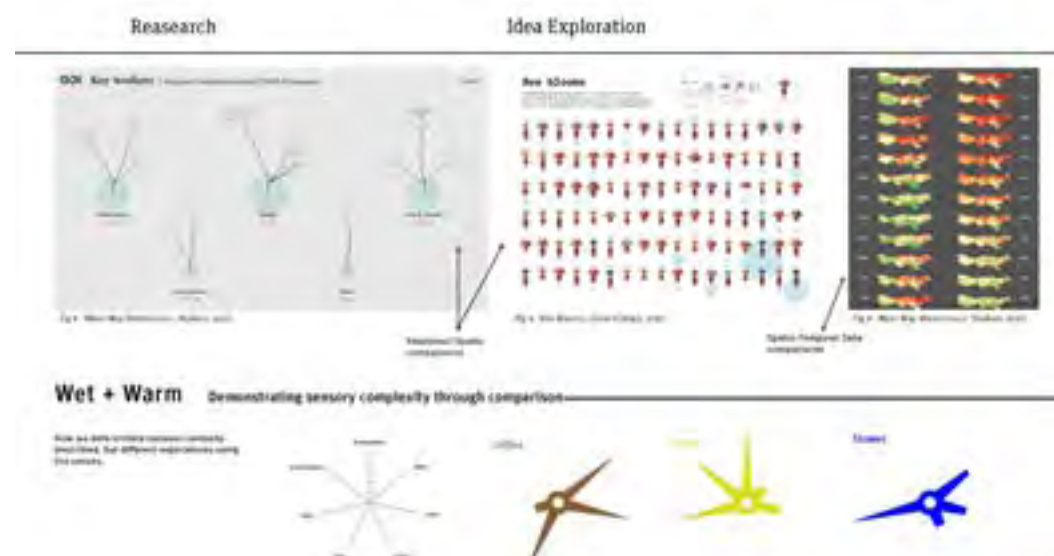
## *The Mind-Body Connection*

*I created The Mind-Body Connection data visual to demonstrate the complicated connections between our mind (emotions) and body (physical responses). The use of the familiar subway map format facilitates interpretation of the complex information.*

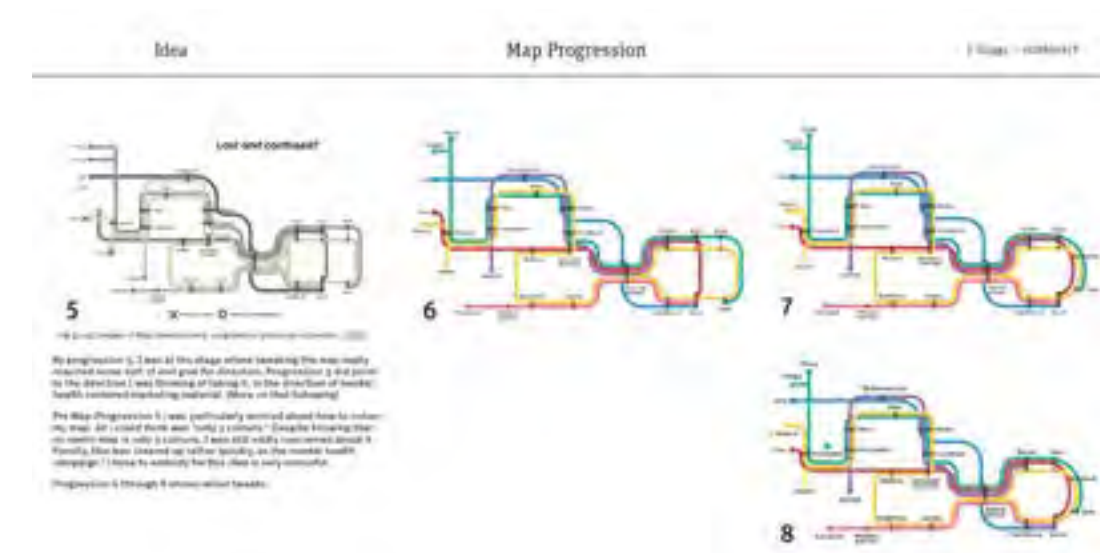
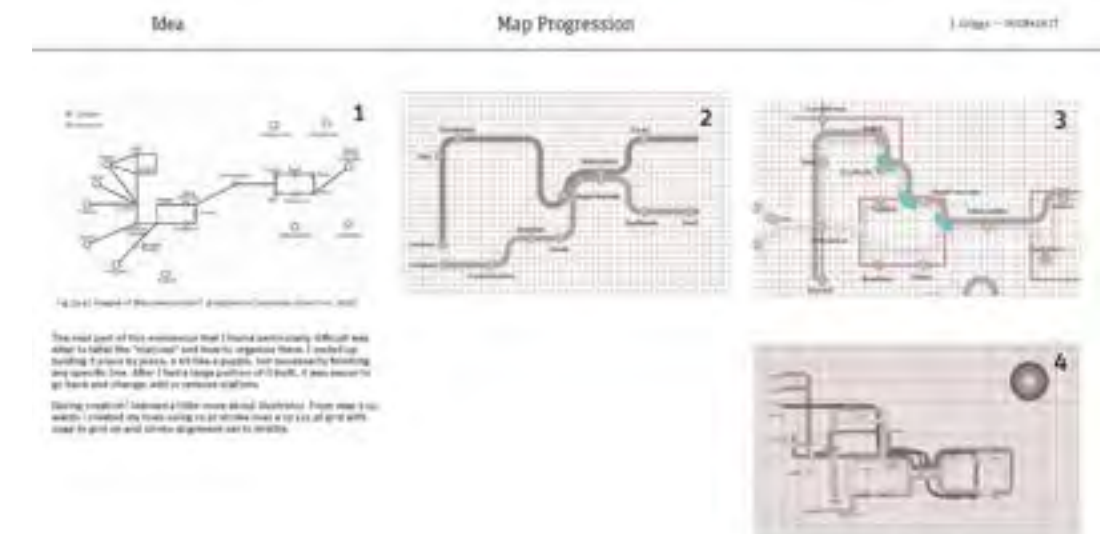
## 1. Idea Exploration



## 2. Research & Development



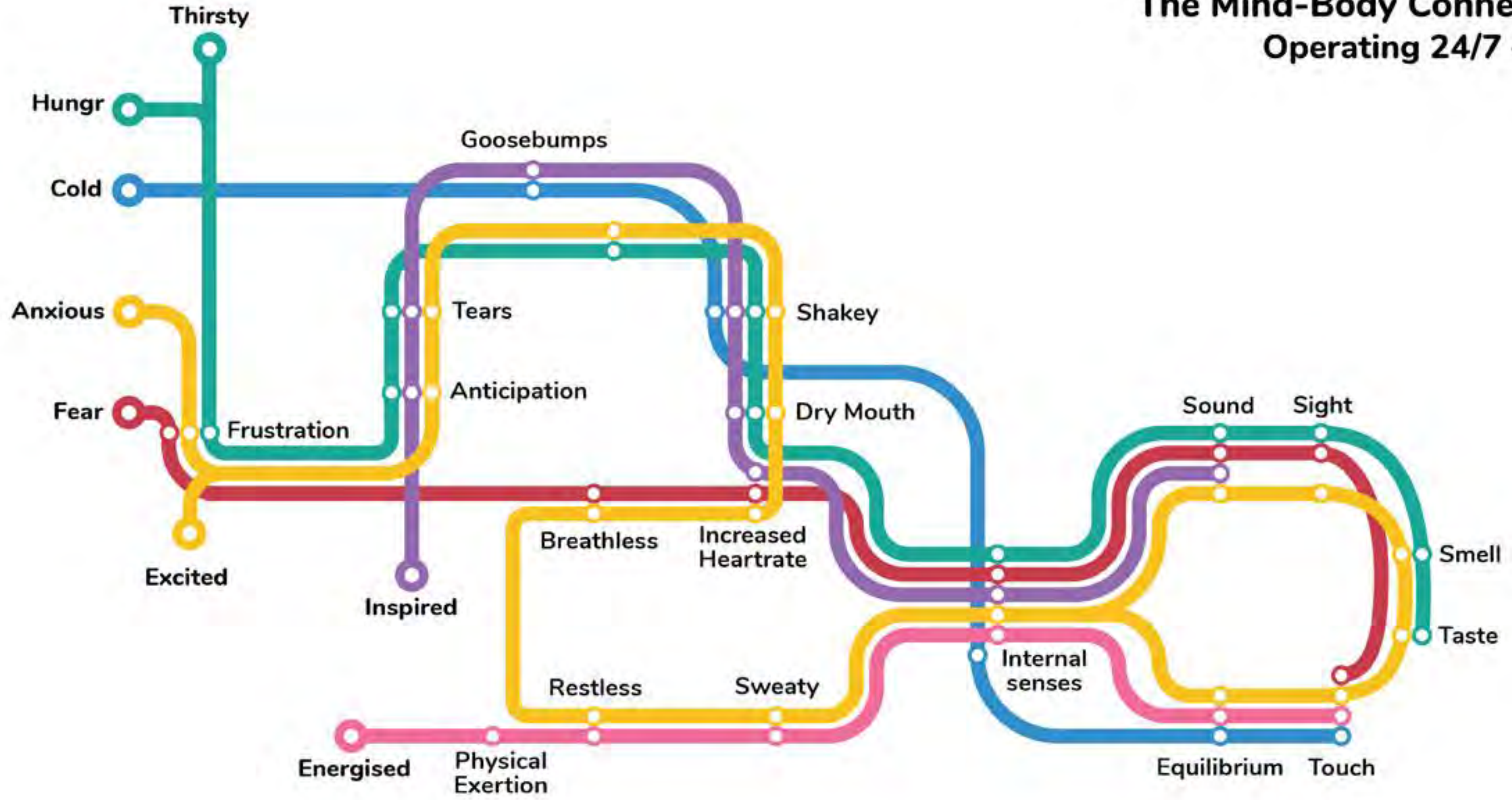
### 3. Refine & Repeat

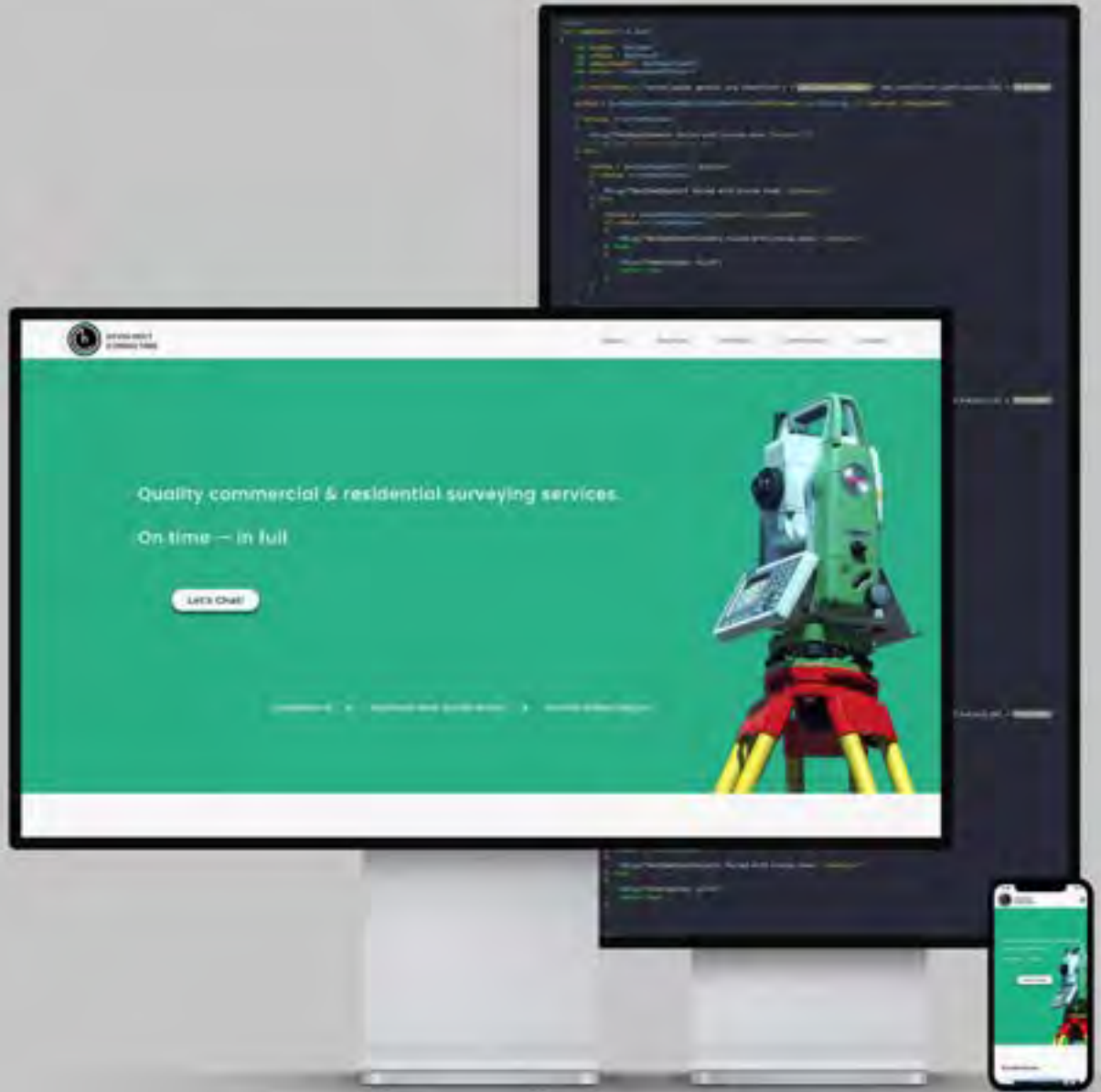




# The Mind-Body Connection

Operating 24/7 – 365











Mock-up template [here](#) & [here](#).

# Kevin Holt Consulting

## Website Redesign

	<b>Subject</b>		<b>Timeframe</b>
	Experience, Interface & Interaction		8 weeks (4 x 2)
	<b>The Brief</b>		
	Redesign the website for a local business using learned UX/UI practices. Design for both monitor and mobile, using Adobe XD software (which is becoming an industry standard). Build the redesign using HTML and CSS.		
	Report on methods used to develop new design(s) including research on competitor sites. Final design required a hero image and a CTA.		
	<b>Deliverables</b>		
	1 x XD file containing mobile and website designs 1 x PDF research journal explaining the design process 1 x folder containing HTML, CSS and assets.		
	<b>Tools</b>		<b>Assets Used</b>
	XD Indesign Illustrator Photoshop Chrome developer tools. Visual Studio Code		Google fonts Iconicons Local Business Photos



# Project Summary

## Website Redesign.

Before beginning the redesign o the KHC website I created a user experience map and than analysed KHC’s website against their competitors. This gave me the basis to begin the site redesign, which I analysed to explain my design choices.

### 1. User Experience

### 2. Original site analysis & Competitor Analysis

### 3. Redesign Analysis

Competitor analysis: User Personas

As designers we create avatars for people to understand what we are designing for. (Jury)



**John & Jane Holt**

**Age:** 40-50

**Occupation:** Professionals

**Education:** High school, college, postgraduate

**Interests:** Technology, travel, sports, family

**Goals:** Find a reliable car, get the best price, get the best service, get the best warranty.

Case Study: Kevin Holt Consulting

Kevin Holt Consulting is a leading car hire company in the UK. They provide a wide range of vehicles for hire, from small cars to large vans. They also offer a range of services, including fleet management, car rental, and car hire. They are a well-known company and have a strong reputation for reliability and quality.

**Goals:** Increase the number of bookings, improve the user experience, and reduce the cost of the website.

**Challenges:** The website is outdated and does not reflect the company's current services. The user experience is poor, and the website is not mobile-friendly.

**Proposed:** Redesign the website to be modern, user-friendly, and mobile-responsive. The new website will feature a clean, minimalist design with a focus on the user experience. It will include a range of new features, such as a booking system, a fleet management tool, and a car hire calculator.

Competitor analysis: User Experience Map

Competitor analysis: User Experience Map

Competitor	Discovery	Navigation	Content	Search
Competitor 1	Clear and concise	Simple and intuitive	High quality and relevant	Fast and accurate
Competitor 2	Complex and cluttered	Difficult to use	Low quality and irrelevant	Slow and inaccurate
Competitor 3	Clear and concise	Simple and intuitive	High quality and relevant	Fast and accurate

Competitor analysis: K & K Blanchard Engineering Surveys

Competitor analysis: K & K Blanchard Engineering Surveys

This is a detailed high-level survey to identify the key areas of the website that need to be improved. The survey is designed to be completed by the user and will provide a range of feedback on the website's usability, content, and design. The survey is divided into four main sections: Usability, Content, Design, and Search. Each section contains a series of questions that the user can answer on a scale of 1 to 5. The survey is designed to be completed in approximately 10 minutes.

**Usability:** The survey asks the user to rate the website's ease of use, navigation, and layout. It also asks the user to provide feedback on the website's overall usability.

**Content:** The survey asks the user to rate the website's content quality, relevance, and accuracy. It also asks the user to provide feedback on the website's overall content quality.

**Design:** The survey asks the user to rate the website's design quality, layout, and visual appeal. It also asks the user to provide feedback on the website's overall design quality.

**Search:** The survey asks the user to rate the website's search functionality, including the search bar, search results, and search filters. It also asks the user to provide feedback on the website's overall search functionality.

Proposal: Redesign overview

Proposal: Redesign overview

The proposed redesign is a comprehensive overhaul of the website's design, content, and functionality. The new website will be modern, user-friendly, and mobile-responsive. It will include a range of new features, such as a booking system, a fleet management tool, and a car hire calculator. The redesign will also include a range of new content, including blog posts, articles, and videos. The new website will be launched in 2023.

Redesign Analysis

Redesign Analysis

The redesign analysis is a detailed analysis of the website's design, content, and functionality. It identifies the strengths and weaknesses of the current website and provides a range of recommendations for improvement. The analysis is divided into four main sections: Usability, Content, Design, and Search. Each section contains a series of recommendations that the user can implement to improve the website's overall quality.

**Usability:** The analysis recommends that the website's navigation be simplified and made more intuitive. It also recommends that the website's layout be redesigned to be more user-friendly.

**Content:** The analysis recommends that the website's content be updated to be more relevant and accurate. It also recommends that the website's overall content quality be improved.

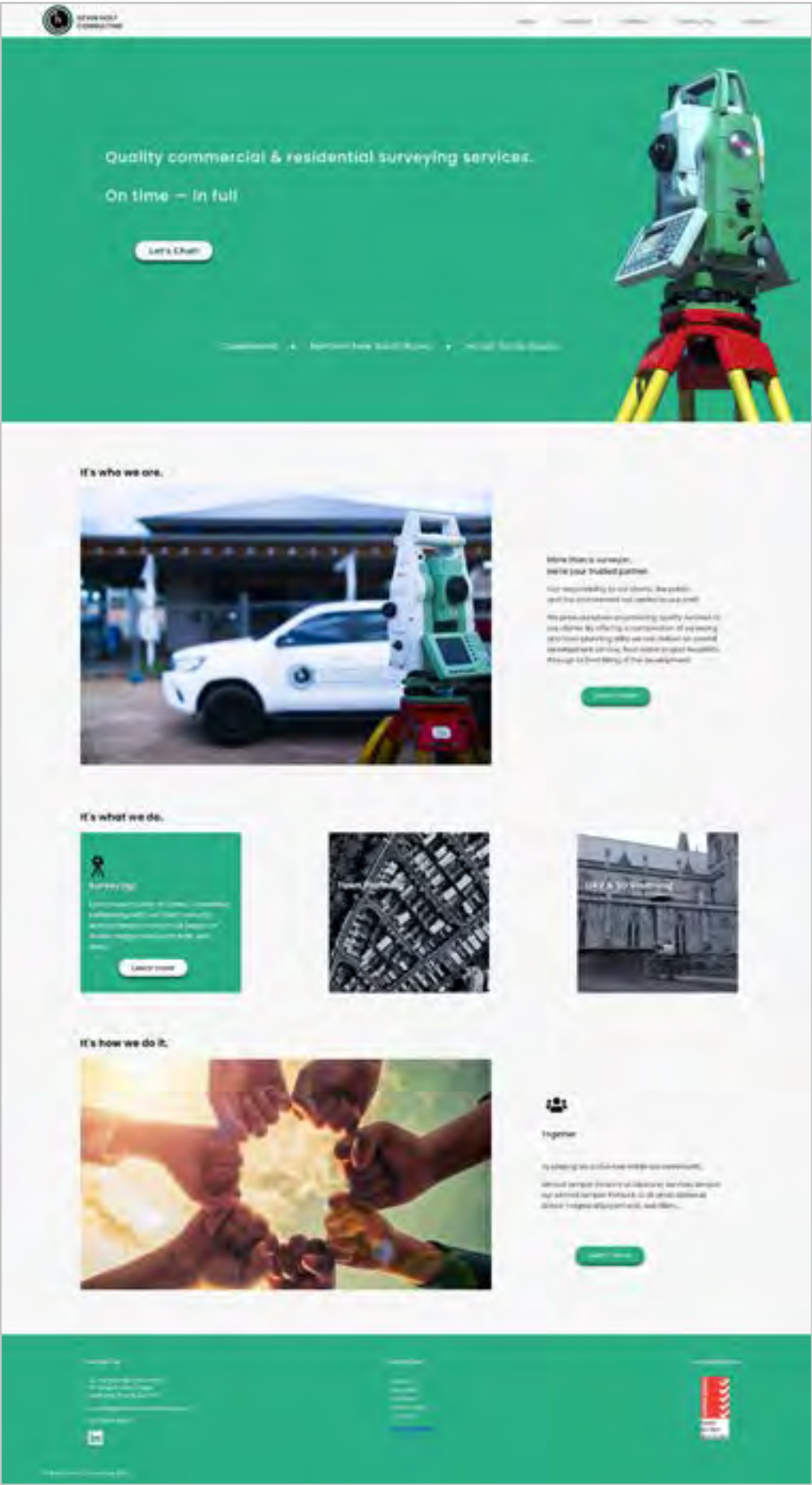
**Design:** The analysis recommends that the website's design be updated to be more modern and visually appealing. It also recommends that the website's overall design quality be improved.

**Search:** The analysis recommends that the website's search functionality be improved, including the search bar, search results, and search filters. It also recommends that the website's overall search functionality be improved.





Jess Griggs



Project Summaries



Mock-up template [here](#)

## Marketing Plan


### Lagerstein — Live in Brisbane

 **Client**


Kegstand Productions/  
Lagerstein

 **Timeframe**


< 1 Week

 **Summary**


Copy-edit and design the marketing plan layout for Lagerstein's upcoming DVD/CD release "Live in Brisbane" using the provided assets.

 **Deliverables**

1 × PDF document (web optimised, clickable hyperlinks)  
1 × Mockup

 **Tools**

Indesign  
Illustrator  
Ionicons  
Dropbox  
MS Word

 **Supplied Assets**

Images & Logos  
Unedited body-copy  
Hyperlink addresses.  
Marketing plan examples

# Project Summary

## Marketing Plan

*The marketing plan was required for Ingrooves, a music marketing and distribution company who used it to push Lagerstein’s release to music platforms (i.e. Spotify) along with other media platforms for their marketing campaigns. This required the marketing plan to be informative, readable and memorable.*

### 1. Document Purpose

Document was required by the digital distributor who uses it to push the band’s release to streaming platforms, traditional press etc,. It serves dual purposes as both advertisement to catch the eye of the marketing/publication teams and as an informational piece that allows all viewers to follow the same timeline and access any assets that may be required for their purpose. It is similar to an EPK.

### 2. Research & Asset Prep

The digital distributor provided examples of other bands marketing plans. Which I used to create the basic layout. This allowed me to prompt Kegstand Productions for any missing or required assets. I completed an inital edit of all the text provided and periodically repeated this process throughout.

### 3. Post Project Discussion

As this project is one that Kegstand productions/ Lagerstein will be repeating in the future, I discussed ideas of improving the general document layout. My suggestions included changing page structure from A4 to something more suited to monitor viewing and setting up links to more detailed information, instead of placing it all in the document. Feedback from the distributor was brief but good.



# Tangled

## Artists Book



### Client

Billy Blue Creative



### Timeframe

6 weeks



### Summary

As part of my internship at Billy Blue Creative I was required to design a book demonstrating what creativity means to me.



### Deliverables

1 x finished book: cover, title page, internal pages.  
1 x flip through video



### Tools

Indesign  
Illustrator



### Materials

DMC perle cotton  
Paper/card  
Transparencies  
Binding posts

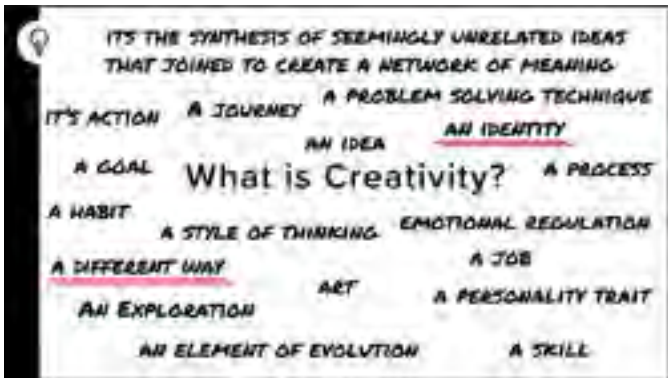


# Project Summary

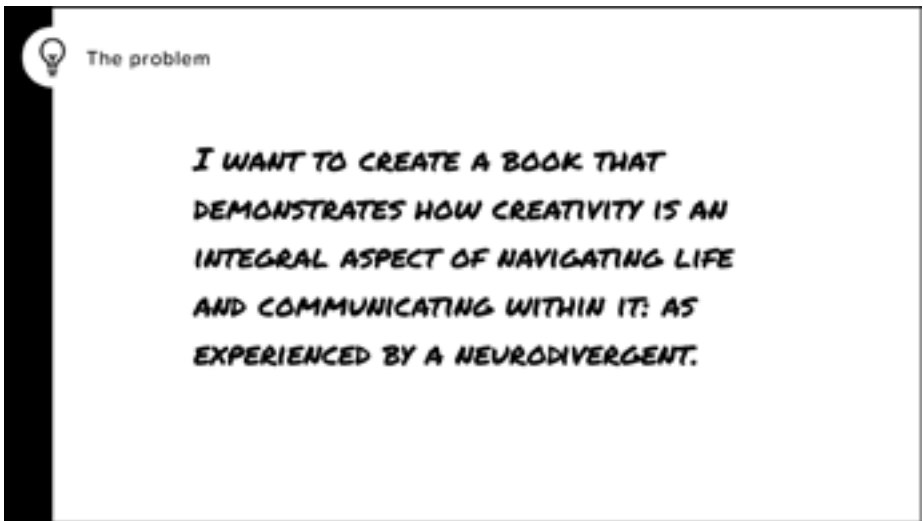
## Artists Book

Tangled takes the reader through different aspects of my life in order to demonstrate that creativity is an integral aspect to how I navigate the world as an autistic person. The arrangement of information on each page & use of blank fold out pages attempts to simulate an aspect of autistic life that is often overlooked: the way in which we experience and navigate, change and information on a daily basis.

### 1. What does creativity mean to me?

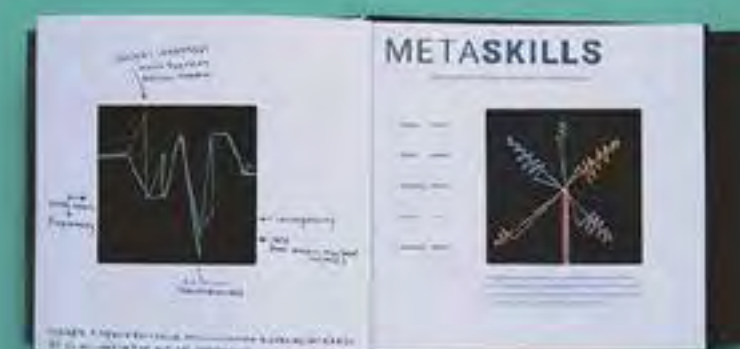
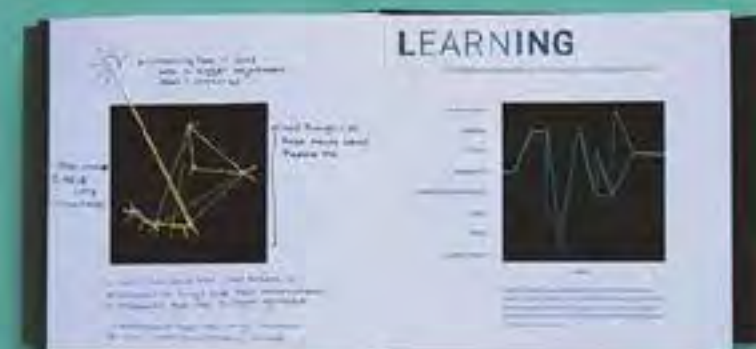


### 2. Define the problem



### 3. Develop the experience





View the Video flip through [here](#).



**Thank you for your time.**

If you have any questions or would like to know more about me and my work, please get in touch!

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