

Portfolio

Charlotte Perry

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Dee Why, Sydney, 2099



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Graphic Designer



About Me

Hello,

I am a graphic designer based in Sydney & a graduate of the National Art School and Billy Blue College of Design. My work is a celebration of multidisciplinary skills and talents in drawing, painting, illustration, typography and magazine design.

I love taking on new projects, commissions and challenges. I currently work from a home studio, a creative wonderland of indoor plants, colourful palettes, easels, ink and cheese.

Reach out!



MAXIM
ORGANICS®

HAPPY, NATURAL SKIN CARE THAT MAKES A DIFFERENCE



We make honest, natural skin care that smells great and doesn't compromise the health of any person, animal or the planet. Our products are loaded with goodness and an amazing aroma—

leaving you feeling empowered and gorgeous both inside and out.



View our range or find your nearest store
www.maximorganics.com

Maxim Organics Brand Collateral

Inspired by the client's family history and devotion to making a positive impact on the environment, I designed a marketing campaign that embodies the organic, neutral, environmentally friendly nature of their products.

I have designed an instagram campaign to showcase their products, natural ingredients and brand mission in a colourful and playful way using product image deep etching, retouching and hand painted elements.

The handmade type

By Liam Stanton

Graphic designers are turning their hands (and tablets) to creating bespoke typefaces that hit the brief and catch the eye.

Nunc blandit libero ac volutpat maximus. Cras imperdiet facilisis sapien, at consequat enim viverra sit amet. Duis in justo non, tincidunt elit. Donec ipsum augue, scelerisque sed cursus et, consequat vel eros. Praesent vestibulum suscipit ex rutrum gravida. Aenean eget erat malesuada, placerat odio

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Gravida libero ut amet lacus rhoncus, at pharetra lacus



Handmade Type Magazine Spread

I designed this magazine spread with the intention of aligning visual aesthetics with the nature of content in the article. The design features a neutral colour scheme, strict grid layout and juxtaposed script and sans serif typefaces.



Tableau Vivant

These photographs showcase my proposal for the development of a photographic or illustrative tableau to be used in a magazine spread.

I chose to present the subject of a 1920s Flapper girl within the context of the Roaring 20s. This project required me to examine the construct of identity, the nature of representation and the artifice of imagery. In order to convincingly represent a 'Flapper Girl, I began to research this group of rebellious young women known for their energetic



and sexual freedom, party girl antics and distinctive revealing clothing. I carefully selected and sourced costume, shooting

location, relevant props and used appropriate symbols to communicate the context of the Roaring 20s.



Authentic Woman Illustration Series

This series of illustrations portray a tribe of sassy, vibrant, non-apologetic fashionista's. They are part of an ongoing series that I have begun creating and selling through my personal art business to celebrate women.





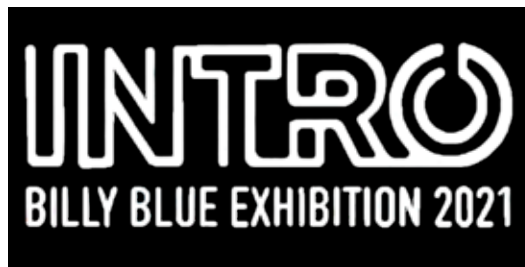
UNTERO

BILLY BLUE EXHIBITION 2021

INTRO Billy Blue Exhibition 2021

INTRO Billy Blue Exhibition 2021 is the name of the graduate exhibition across all streams offered at Billy Blue College of Design (BBCD) at Torrens University Australia (TUA). The main objective of INTRO is introducing Billy Blue's bloody brilliant creatives to an industry looking to find fresh talent by showcasing graduate work.

The complete Visual Identity I created Billy Blue Creative focused on the concept of adaptation. The logo and concept is strong and flexible and can be used for multiple pieces of collateral across digital and physical touch points.



The Billy Blue Intro Exhibition showcases of our bloody brilliant design graduates of 2020 and 2021

2.9.2021

SYDNEY ULTIMO BRISBANE MELBOURNE VIRTUAL

REGISTER

TAKE IT FURTHER

#BBSUCCESSSTORY



I'd never thought I'd be able to make connections this easily. Submitting was probably the hardest part of graduating but I'm so glad I did it. I met so many great designers from the industry and have had some cool opportunities already! I'm also really happy that I got to do the workshops before Intro as it taught me some really awesome skills I could bring into my work as well as personal life. For those who are hesitating about submitting. Do it! You won't regret it!

INTRO
BILLY BLUE EXHIBITION 2021

WHEN THURSDAY, 2 SEPT 2021

WHERE HERE ON LEVEL 1

TIME 7-10PM



LEARN MORE:



@BBINTRO



BBINTRO

WE GOT THIS

#BBPREP WEEK

PHOTOGRAPH YOUR WORK 20.08.21

FOLIO REVIEW 21.08.21

HOW TO SUBMIT FOR INTRO 22.08.21

MEET & GREET INDUSTRY 23.08.21

INTRO
BILLY BLUE EXHIBITION 2021

WHEN THURSDAY, 23 SEPT 2021

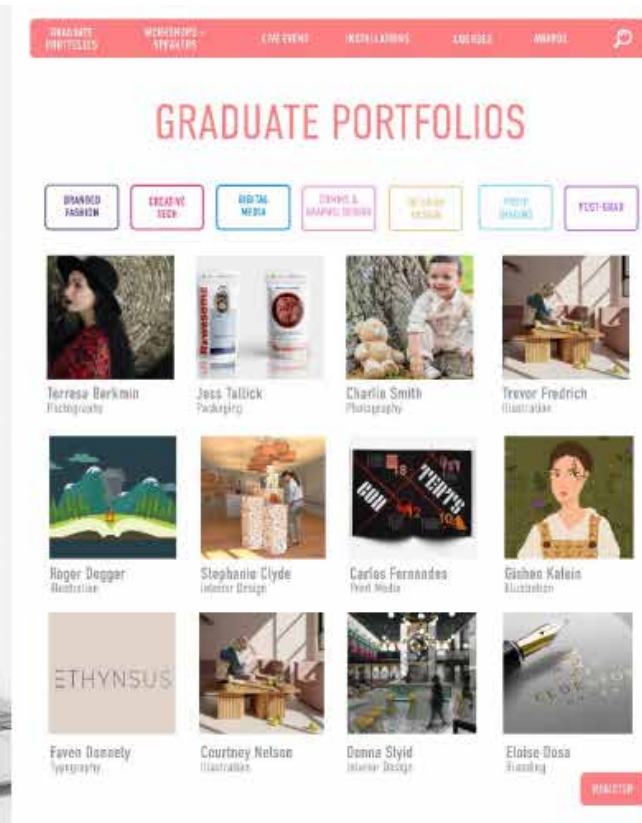
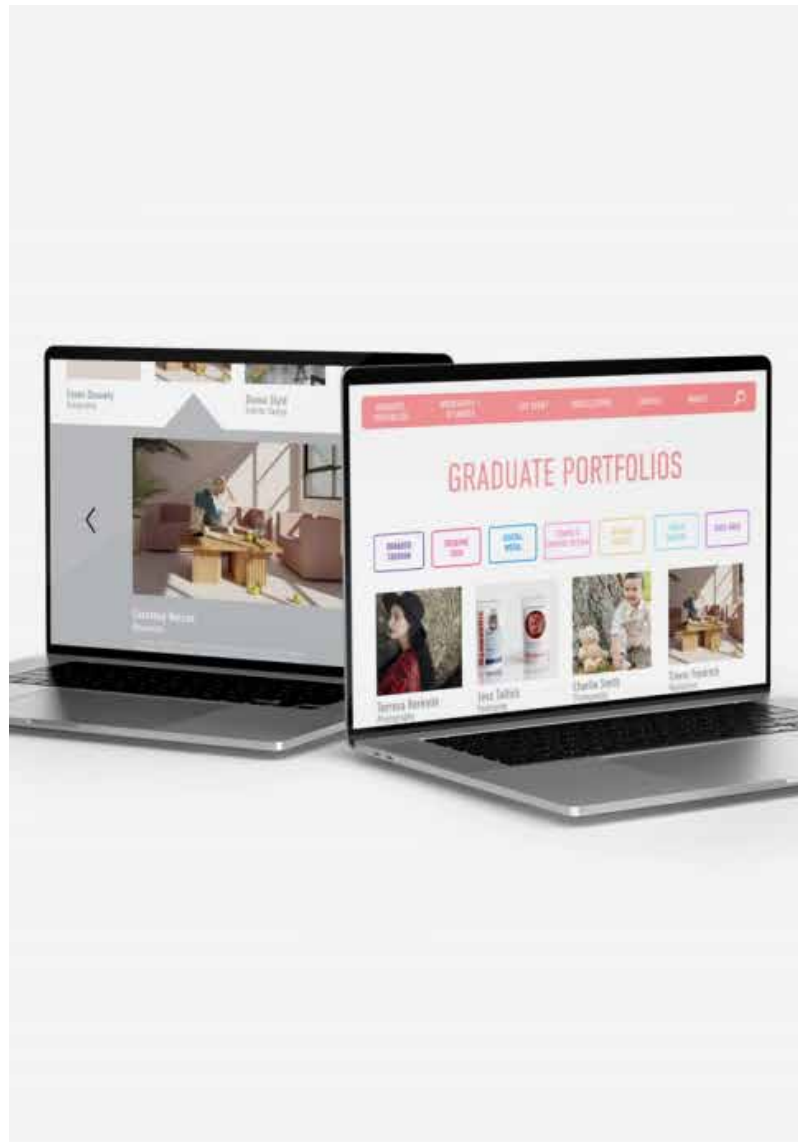
WHERE HERE ON LEVEL 1

TIME 7-10PM

@BBINTRO @BBINTRO

FOR MORE INFO
SCAN THE







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INTRO

BILLY BLUE EXHIBITION 2021

 **TAFE**
TECHNICAL EDUCATION
AUSTRALIA

 **Billy Blue**
College of Design



The Billy Blue Intro Exhibition showcases of our bloody brilliant design graduates of 2020 and 2021

2.9.2021

[SYDNEY ULTIMO](#) [BRISBANE](#) [MELBOURNE](#) [VIRTUAL](#)

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Terry the Toucan Illustration

As an educated and practising fine artist, the ability to create digital artworks has been hugely influential on the direction my art has taken in recent years. The work of illustrator Malike Favre, amongst others, inspired me to strip images to their basics. Terry the Toucan exemplifies my new found love for minimalism and vibrant colours.



Keto Kitchen Branding & Collateral

Keto Kitchen is a restaurant that I chose to mock up and base the branding and collateral work for. I have focused on a particular style/cuisine of cooking, for a restaurant that offers both eat-in and take-away options. As they are a chain, I have created an illustrationfocussed brand that can be applied to all the various franchises they will open in cities around Australia. The target audience love to experience new eating and dining experiences. The food will be moderate in price-range and not take long to cook.







Keto Kitchen



BREAKFAST

made with love

| | |
|-------------------------------------|------|
| SALAMI AND THREE CHEESE OMLETTE | \$14 |
| AVOCADO WITH SMOKED SALMON MOUSSE | \$16 |
| BACON AND EGGS WITH SMASHED AVOCADO | \$18 |
| ALMOND PANCAKES WITH CHERRY COMPOTE | \$13 |
| WAFFLES WITH RASPBERRY QUARK CHEESE | \$12 |

LUNCH

with 2 sides

| | |
|-------------------------------------|------|
| CHEESE TORTILLA WITH GUACAMOLE | \$17 |
| CHICKEN NUGGETS WITH BAKED TOMATOES | \$18 |
| TUNA FISHCAKES WITH CUCUMBER SALAD | \$24 |
| SOUVLAKI KEBABS WITH MARINATED FETA | \$26 |
| CAULIFLOWER AND SPINACH BAKE | \$15 |

DINNER

with side of salad

| | |
|----------------------------------|------|
| CHICKEN IN BUTTERMILK SAUCE | \$24 |
| LEMON PRAWNS ON CREAMED SPINACH | \$26 |
| CHICKEN LEGS IN BACON SAUCE | \$24 |
| SEA BREAM ON GREEN ASPARAGUS | \$25 |
| RIBEYE STEAK WITH CREAMY CABBAGE | \$28 |

SWEETS

single / double

\$9 / \$16

- YOGHURT PANNA COTTA
- LEMON CREAM MUFFINS
- AVO & CHOC MUFFINS
- PEANUT CHOC BAR
- AVO & CHOC ICE CREAM

DRINKS

\$5.8

- BULLETPROOF COFFEE
- BULLETPROOF HOT CHOCOLATE
- PUMPKIN SLICE LATTE
- GREEN LOW-CARB SMOOTHIE

TEA

\$4

- LEMON & GINGER
- CHAMOMILE
- GREEN

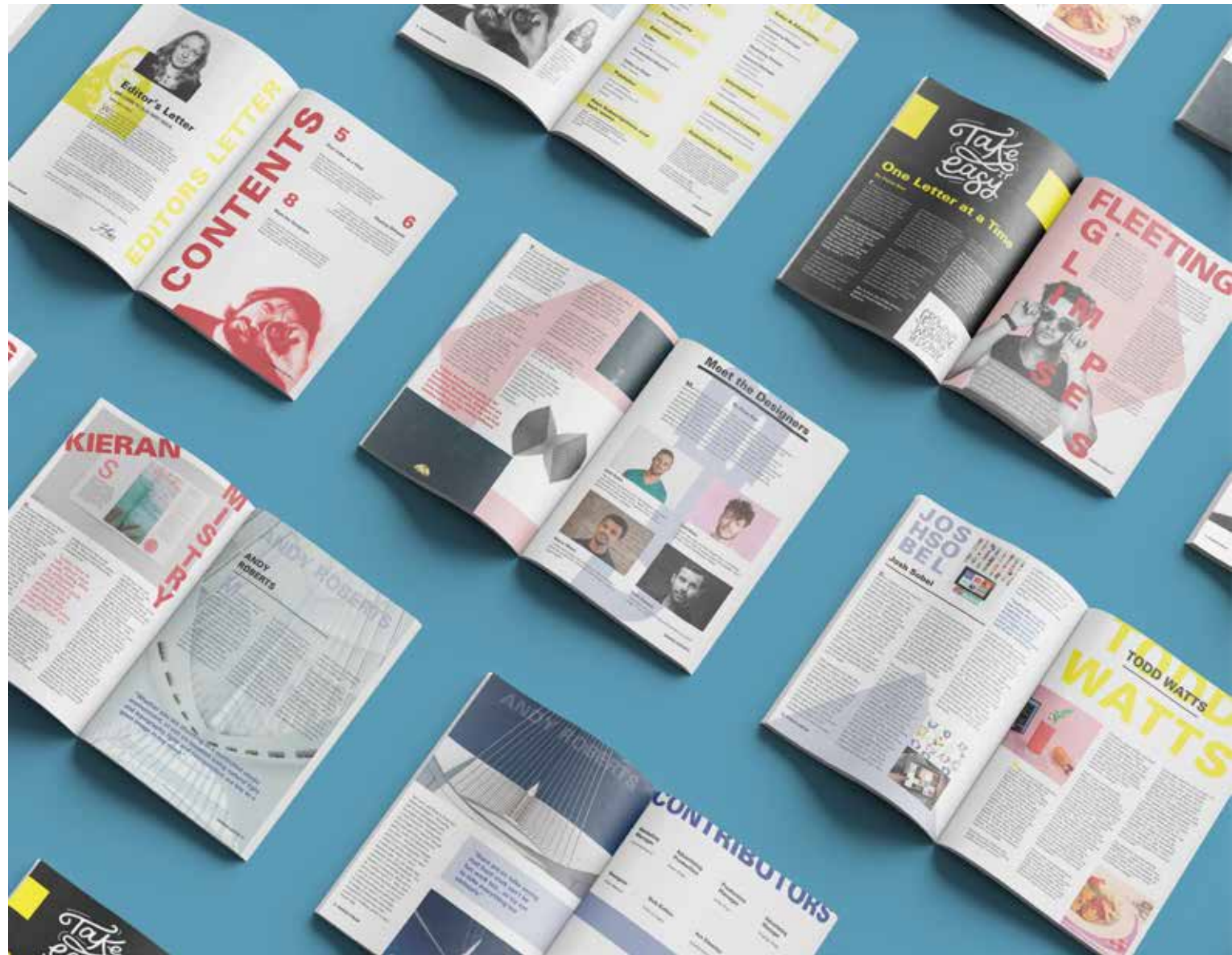




Design Forum Publication Production

Here is my creation for the first issue of brand-new publication; Design Forum. By instilling a Bauhaus look and feel in conjunction with a contemporary grid, emotive photography and a unique typestyle for the masthead, I feel that the publication remains fresh and edgy. whilst reminiscent of design history.





Flux Kombucha Label Design

Flux is a new beverage brand that aims to enter the very trendy kombucha market. Flux offers an all natural product with smart and effective packaging that incorporates a strong design aesthetic.

The label I designed for Flux's Raspberry Mint Kombucha features simple line illustration, favour relevant colours and an interesting and easily printed shape. I wanted the label to be eye catching, legible and visually diverse in the market.





Flux

KOMBUCHA

Raspberry & Mint

300ml



The Australian Ballet Promotional Poster

The Australian Ballet is one of the world's premier ballet companies and has delivered extraordinary performances for over 50 years. The client required a series of supporting promotional and educational pieces to be developed for their acclaimed performance of Cinderella.



My promotional brochure design is elegant and classy, structured and affordable. I wanted it to reflect the desires and expectations of the target market.



"Ratmansky has packed his Cinderella with loveable characters, warm humour and meaty choreography, creating a wonderful modern fairytale."

-Sydney Morning Herald

"Ratmansky gives greatest weight to the romantic thread at the heart of this coming-of-age narrative, the ball, moonlight and reunion pas de deux superbly expansive and all dreamily intoxicating"

-The Australian

PRINCIPAL PARTNER



TOUR DATES

Sydney
Sydney Opera House
January – March 2019

Melbourne
Arts Centre Melbourne
April – June 2019

Brisbane
Powerhouse Theatre
July – September 2019

Adelaide
Adelaide Festival Centre
October – December 2019

Additional information:
Suitable for children
154 minutes / 2 intervals



For more information: www.australianballet.com.au



PRESENTS



CINDERELLA

Everyone's favourite fairytale
- with a twist

Reach Out!



0478 820 414



Dee Why, Sydney, 2099



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