



**Clare O'Toole**  
Design and Illustration

hello

I am a recent design for visual communications graduate. I have a passion for illustration and design. I am a hard working outgoing creative individual who works well within a team and on my own. I thoroughly enjoy children's book illustration, which is an area I plan to pursue.

# circulum vitae

## Education

University of Ulster  
BDes Design for Visual  
Communication

Aquinas Grammar School  
1998-2005  
A Level- Art B  
Sociology D  
10 GCSE Grade A-C

## Work Experience

Mail Boxes Etc  
Sales Assistant  
November 08 - present

I currently work in Mailboxes Etc  
where I have gained a great  
knowledge and experience of the  
printing industry and more design  
experience

Belfast City Council  
Sept 07 – Sept 08  
Graphic Design Placement  
Student

I completed my years placement  
with Belfast City Council  
where I strengthened my skills  
in Photoshop, Illustrator and  
Indesign, and was able to use  
these skills working on my designs,

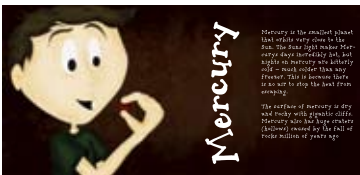
publications and projects . I was  
given a variety of responsibilities  
including, internal and external  
publication designs, assisting the  
graphic designer , working with  
various departments within the  
council and dealing with printers.  
I feel my placement year taught  
me a great deal as a designer  
and the personal highlight for me  
was being nominated as a finalist  
in the CIPR awards for one of my  
projects called 'choose n move'.

### Triplicate

From June to September 2006 I  
spent one day a week working  
there, I assisting the designers  
on various projects. This was a  
valuable experience for me as it  
gave me a great insight working  
in a modern design environment.

## Proficient in

Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign



## Solar System Illustration

The number of young people taking GCSE's in science subjects is declining. The Science Museum believe that if a child develops an interest at an early age this interest will be carried through their teenage years.

Part of the Science Museums role is to help interest young people in science. They do this by encouraging them to ask questions, to think for themselves, and see their world differently.

Younger Children love science and can be encouraged to continue to see science as something exciting and relevant.

The Brief for this project was to create and illustrate a factual book that will capture the imagination of 6-8 year olds and help them develop an interest in science. I began my research for this project taking an in depths look at what interests children for this age range. I wanted the style of my illustrations to appeal to them, unlike many of the scientific illustrations I found in the book aimed at this age range. I looked at popular cartoon characters and tried to incorporate this style into the illustrations. I used bright eye catching colours to make it interesting and stand out.

## Kleenex Packaging Design

The brief for this project was to create the next set of on-pack illustrations that will appeal to 16-24 year olds, primarily females who take an interest in how their accessories express their style and personality. The design strategy for Collection focuses on targeting women and men who have an interest in design and home decor and like to use home decor as a means of self-expression. Placing a box of tissues with a great design to a room helps make a style statement, similar to adding candles, photo frames or a vase of flowers to a room to enhance its mood or decor. The desired design attitude incorporates the following: quirky, fashion conscious, loves colorful things, interest in what their home decor looks like, proud of their possessions, design aware, and into music etc.

The design for this range is aimed at 16-24 and has the objective of making a definitive expressive statement. I began my research investigating interior design and what sort of designs people like to incorporate into their homes. I then looked at what people use to decorate their homes such as candles, photo frames and ornaments. A lot of these things are sentimental and representations of memories. I liked the idea of creating a memory collage, whilst at the same time a creating a piece of art to add to the decor of the room.





I have completed a years placement within Belfast City Council. In this year I completed various projects including choose n move which was a publication that went out to youth groups in Belfast and was a finalist in the CIPR awards.