

ENTHUSIASTIC
& DRIVEN
GRADUATE
SEEKS LOVING
AGENCY* FOR
POSS L/TERM
RELATIONSHIP.

*Age and looks unimportant but creativity essential.

What can I tell you about myself? I am passionate about design, advertising illustration and photography. My interests range far and wide. From world cinema and the arts to Charlie Brooker's rants on modern society. I regularly watch 'Have I Got News for You' and in my spare time I have been learning to play rudimentary chords on the guitar, which now stretches to a disjointed rendition of 'House of the Rising Sun' by The Animals. On a contrasting note, I abhor the Daily Mail, jingles of any kind in advertising and the use of comic sans, anywhere.

Oh, and my name is Ross Owen.

I would love to open lines of communication with all the agencies out there and see what's on the horizon for an energetic youngster like myself. If you are interested in having a chat or just want to take a look at some of the work I've been doing, don't hesitate to get in touch.

Thanks.

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Project One

CREATE NOT HATE PRESS ADS

Create a powerful copy-based press campaign which encourages creative people to see the potential in Britain's youth, and to drive them to the Create Not Hate website.

It was the subtle lure of copywriting that initially drew me to this brief. As a great lover of the written word, this is an area that I have recently spent a lot of time investigating through both my dissertation and personal endeavor. In an industry currently awash with visual solutions, the ability to communicate through words is becoming ever more important as a means of standing out from the general consensus. In my opinion, it is a skill that forms the foundations for every creative brief and one well worth investing both time and effort into.

Opposite_ Three poster campaign centered around the concept of having an open and honest conversation with the reader.

Overleaf_ Development and exploration of the subject. Experimentation is at the heart of all the work I do.



donate
creativity.

Creativity is a beautiful thing to behold. It is at the foundations of the media, design, fashion and the arts. It is intangible. An entity with no limits or boundaries. Sadly, there are many places in the UK where creativity is in short supply. Where young people are afraid to go beyond the confines of their own area. Where violence and drugs are more common than inspiration. Our aim is to give these teens an opportunity to realise their potential. After all, creativity shouldn't be exclusive.



donate
knowledge.

Knowledge is a beautiful thing to behold. It is usually...
time. It comes in many forms...
it is usually...
away? And...
many young...
been given...
their potent...
able to trav...
their neighb...
own safety...
knowledge t...
To give the...
break into t...

That's why...
little of your...
hours of your...
people about...
work. To giv...
a place in so...

Not so much...

To find out...
out our site...

www.createnothate.org

CREATE
NOT HATE



donate
inspiration.

...nity to realise their potential. To offer them a way out.

That's why we need you to donate a little inspiration (and a few hours of your time) to excite young people about the world in which you work. To give them the chance to earn a place in society.

Not so much to ask, really.

To find out more or get in touch, visit out our site

www.createnothate.org

CREATE
NOT HATE



It's about time someone taught those kids a lesson.

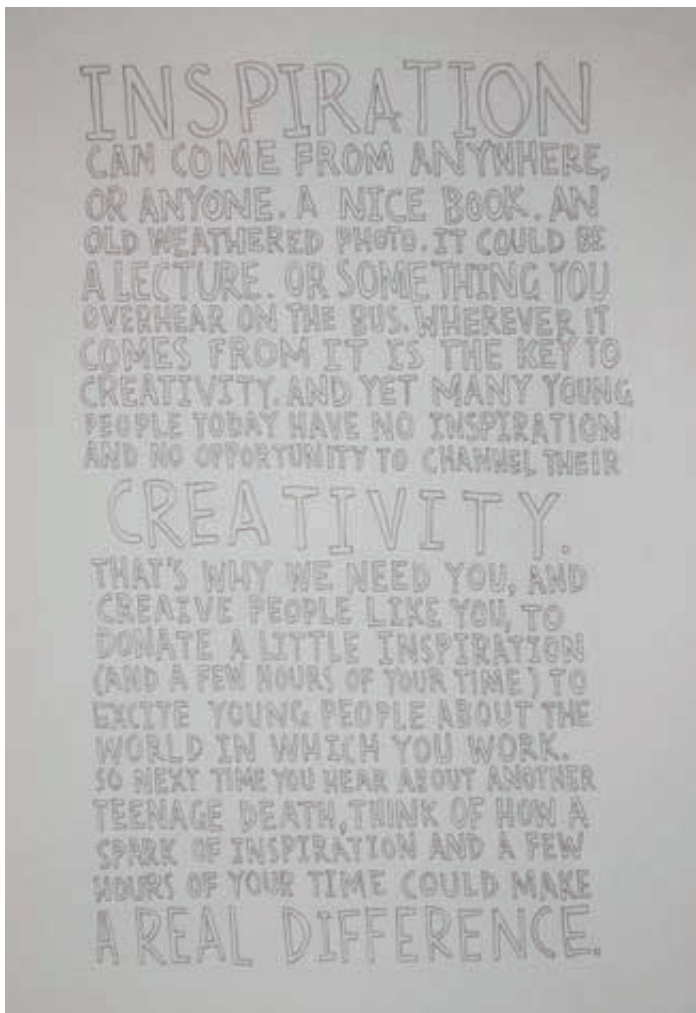
We are all quick to label these young men and women, 'Hoodies'. A generation with no hope. But have we offered them any hope to begin with? It is only a small minority that cause problems and yet the majority suffer as result. Tanned with the same brush. Feathered with the same opinions.

We work with young people affected by these prejudices and offer them the opportunity to develop their potential within the creative industries. We need volunteers like you to offer just a few hours of your time. To show them what they can achieve if they put their mind to it. To learn more about the work we do or get involved, go to www.createnothate.com.



createnothate.org

Help knock down the walls. Many young people today are unable to go beyond the confines of their neighbourhood for fear of gangs. With no opportunities and no goals, they are forced into a world of crime. Create Not Hate needs creative mentors from around the UK to inspire our young people and show them the bigger picture, one brick at a time.



INSPIRATION CAN COME FROM ANYWHERE, OR ANYONE. A NICE BOOK. AN OLD WEATHERED PHOTO. IT COULD BE A LECTURE. OR SOMETHING YOU OVERHEAR ON THE BUS. WHEREVER IT COMES FROM IT IS THE KEY TO CREATIVITY. AND YET MANY YOUNG PEOPLE TODAY HAVE NO INSPIRATION AND NO OPPORTUNITY TO CHANNEL THEIR CREATIVITY. THAT'S WHY WE NEED YOU, AND CREATIVE PEOPLE LIKE YOU, TO DONATE A LITTLE INSPIRATION (AND A FEW HOURS OF YOUR TIME) TO EXCITE YOUNG PEOPLE ABOUT THE WORLD IN WHICH YOU WORK. SO NEXT TIME YOU HEAR ABOUT ANOTHER TEENAGE DEATH, THINK OF HOW A SPARK OF INSPIRATION AND A FEW HOURS OF YOUR TIME COULD MAKE A REAL DIFFERENCE.



inspiration
can come from anywhere or anyone (including you)

www.createnothate.org

Project 2

STYLE SUPPLEMENT CAMPAIGN

The objective was to re-establish Style as the definitive women's Sunday supplement. I had to produce a campaign that re-invigorated the Style brand and re-established it as the agenda-setting and cutting edge magazine that it has always been.

There were no constraints as to which medium or combination of media chosen to promote the brand. This presented a great opportunity to create an integrated campaign spanning both the realms of digital and print, whilst simultaneously playing to my strong illustrative abilities.



Top_Poster illustration created using small squares torn out from the magazine itself.

Bottom_8PP A5 Booklet documenting the process of creating the illustration, giving the concept a greater sense of depth.

Overleaf_Initial concept and development for the Style campaign.



