

Helen Bell

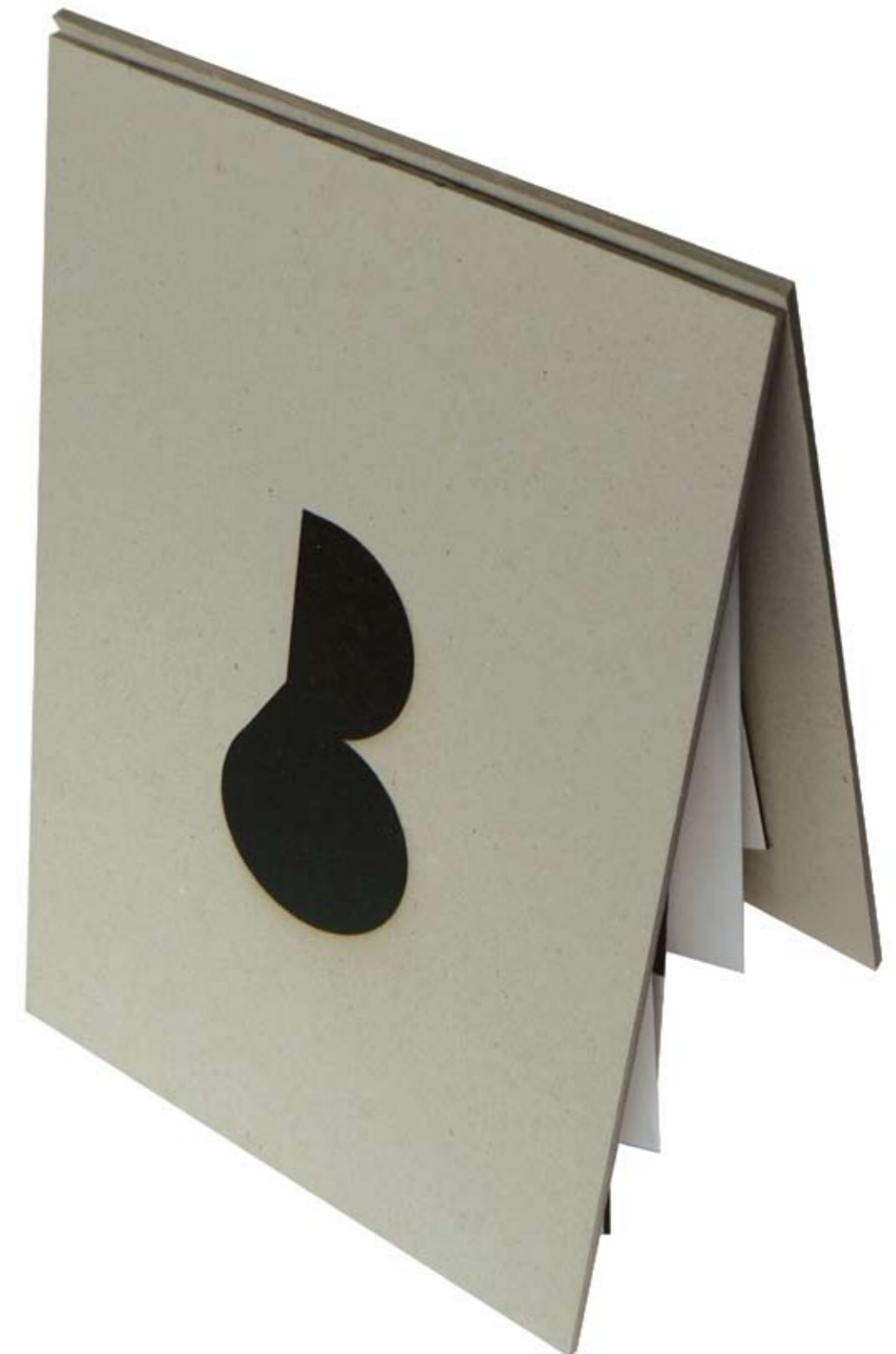
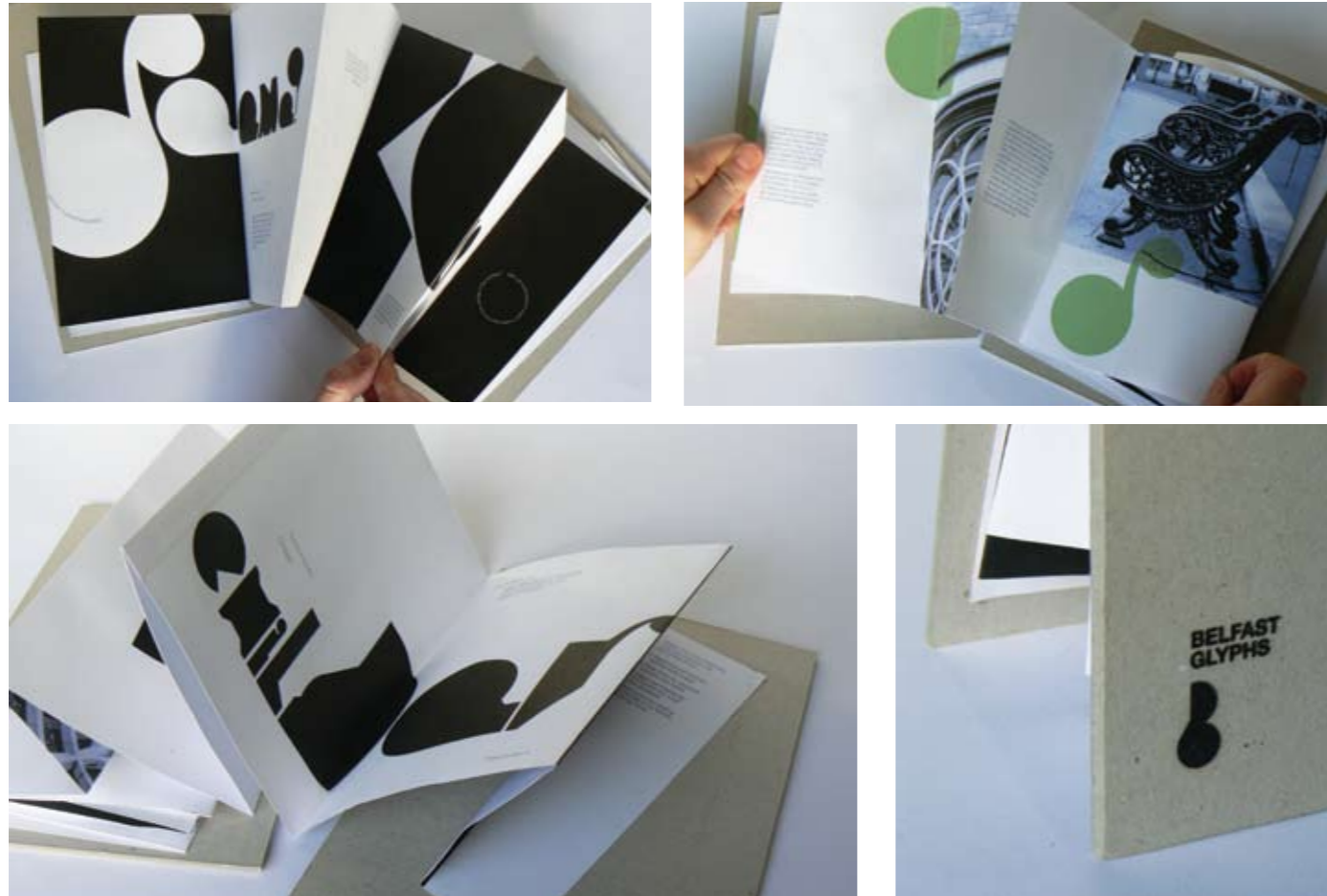
Helen Bell Design/
Graphic Design and Art Direction

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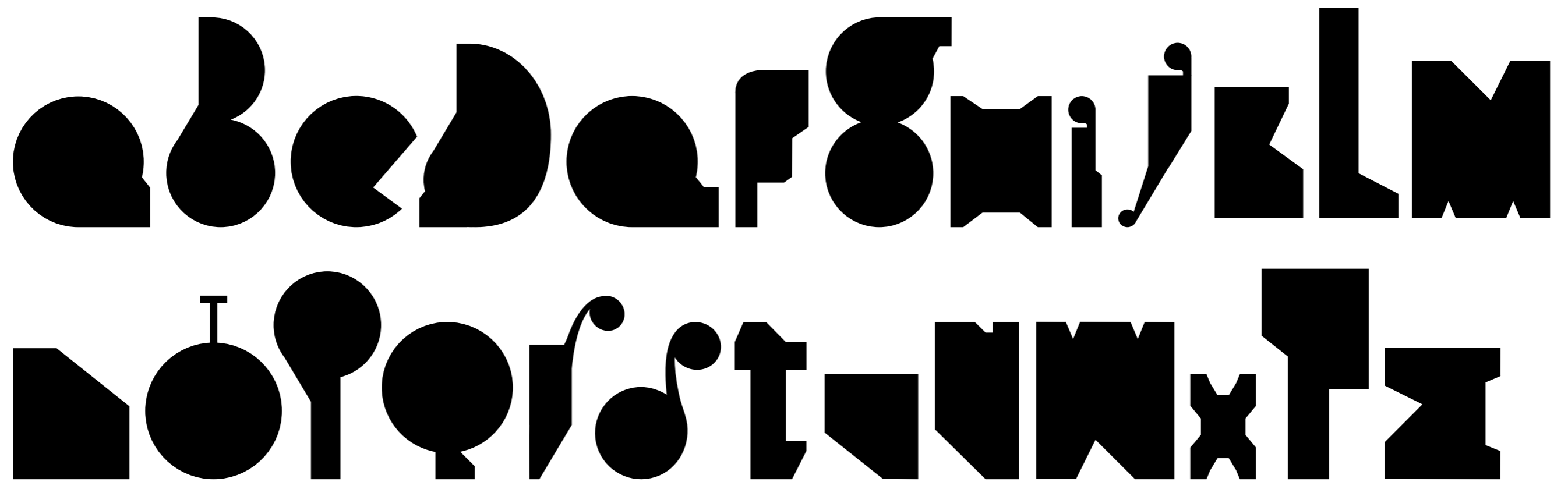
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Belfast Glyphs

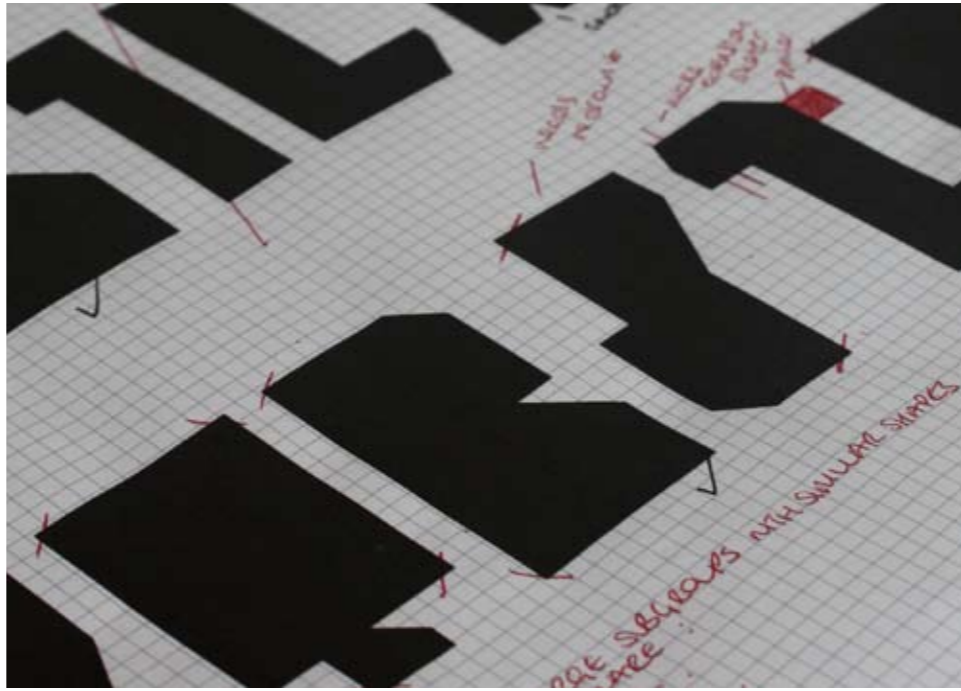
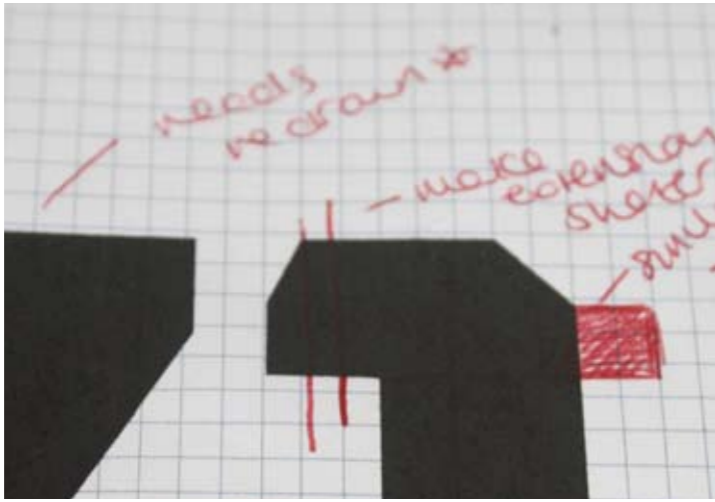
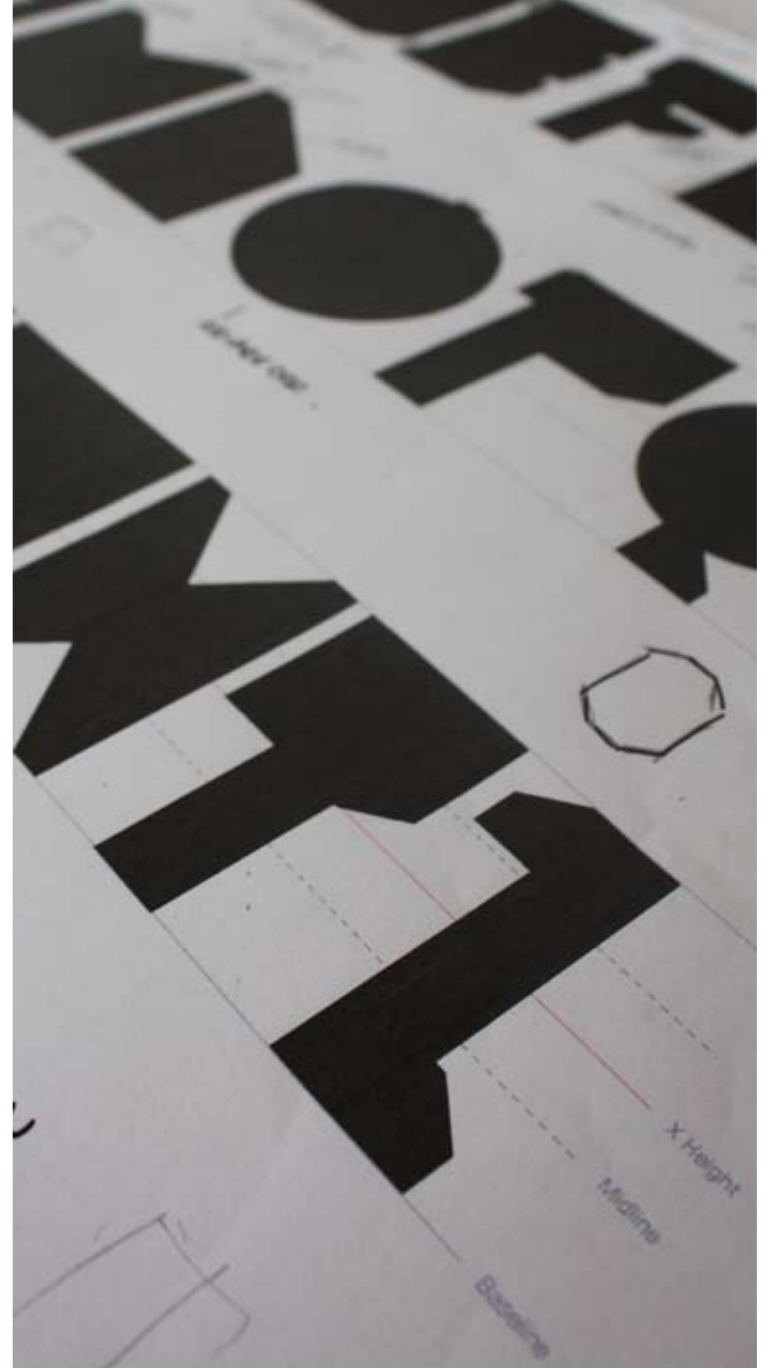
Belfast Glyphs is designed in response to the ISTD 09 Frost brief, environment|typography|environment. This exploration catalogue explores typographic forms in the built and social environment of Belfast. 150 x 225mm, concertina folded. Cover in printed Dutch gray board with one colour black/ Self-colour slip case and accompanying type promotion book.

Awarded by ISTD



Belfast Glyphs

The shapes that make up the alphabet rise and fall in height. They all sit on a baseline and ascend to three or four different heights making certain letter combinations become quite dramatic. This creates a dynamic and quirky set of glyphs that create individual and eye catching graphic forms.





stoc

Start Brand

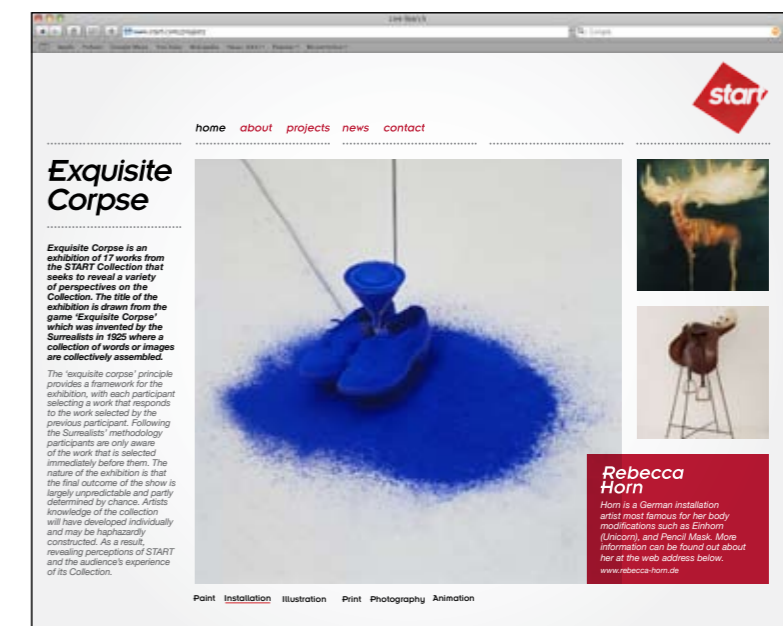
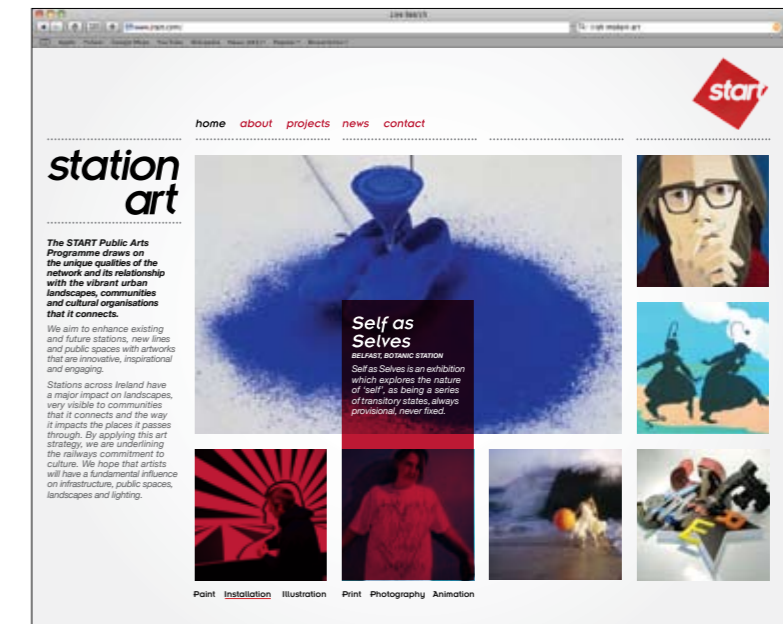
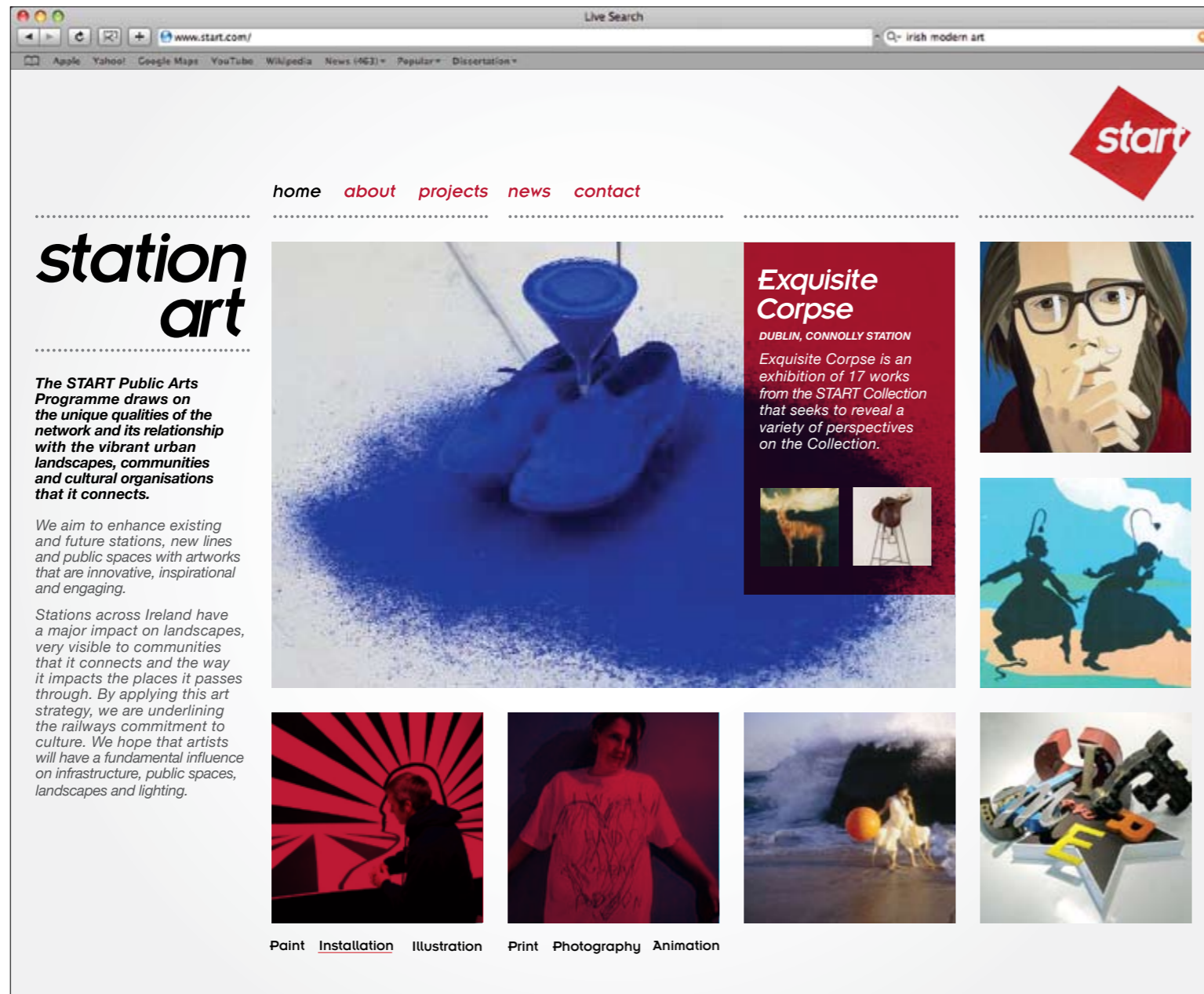
The START brand is confined by a skewed box, used to create a distinctive, easily recognisable shape. The typography used is insignia, which is used at a slant. Both elements of the brand connote the sense of movement and positivity that the START name evokes.

The decorative brand is constructed using a mixed and diverse texture palate to represent the art disciplines that it will represent. The use of a strong red colour palette throughout helps to keep the brand consistent and easily recognisable.



Advertising

Translink owns a lot of advertising space, to keep cost down I have utilised these spaces. All advertising works in a similar way, using viewer interaction to reveal the meaning. The use of the decorative brand and the use of two platforms strengthens the brand identity.



Start Website

Exhibitions are showcased in a flexible 5 column grid, which allows for an evident hierarchy to take place. Red transparent boxes provide information on exhibitions. Other relating exhibitions will also be highlighted in red encouraging the user to explore the site. Simple navigation is also provided along the top of the website. I have used Helvetica as my primary typeface, which is universally known and available for both PC and Mac operating systems.



Student Shows 09 Wayfinding

The Student Shows 09 brand uses the shape of the thought bubble because of its distinctive and easily recognisable shape. The brand is constructed using a mixed and diverse colour palette to represent the numerous disciplines and students that are based in the Belfast Campus. The brand aims to evoke a positive setting for the migration of graduating students. The bold use of colour, and the use of overlay exemplify the unity of one, signifying the idea of working together to create, enrich and contribute to the bigger picture.

ARCHITECTURE
NEW BUILDING, FLOORS E&F

**FOUNDATION STUDIES
IN ART AND DESIGN**
NEW BUILDING, FLOOR D

**TEXTILE AND
FASHION DESIGN**
NEW BUILDING, FLOOR C & BRIDGE

PAINTING
OLD BUILDING, FLOOR E

VISUAL COMMUNICATION
NEW BUILDING, FLOOR E

ART AND DESIGN
NEW BUILDING, FLOOR E

**SILVERSMITHING
AND JEWELLERY**
NEW BUILDING, FLOOR A

3D DESIGN
INTERIOR/FURNITURE&PRODUCT
NEW BUILDING, FLOOR F

TEXTILE ART
OLD BUILDING, FLOOR C

**SCULPTURE, TIME-BASED
ART, PHOTOGRAPHY
AND VIDEO**
OLD BUILDING, FLOORS B&F

PHOTOGRAPHY
NEW BUILDING, FLOOR F


**INTERACTIVE
MULTIMEDIA
DESIGN**
NEW BUILDING, FLOOR B

**MASTER OF
FINE ART**
OLD BUILDING, FLOOR E

PRINTMAKING
OLD BUILDING, FLOORS D&E

CERAMICS
OLD BUILDING, FLOOR A

MASTERS
ART IN PUBLIC/MULTI-DISCIPLINARY
DESIGN/TEXTILE MATERIAL PRODUCT
NEW BUILDING, FLOOR D



STUDENT SHOWS

9-20 JUNE 09


Student Shows 09
9-20 June 2009

Monday to Saturday 10am - 8pm
Closes Saturday 20 June at 1pm

University of Ulster, York Street
Belfast BT15 1ED

School of Art and Design Visual Communication/
Sculpture, Time-Based Art, Photography & Video/
Printmaking/Textile Art/Textile & Fashion Design/
Ceramics/Photography/Masters (Art In Public,
Multi-Disciplinary Design, Textile Material Product)/
Interactive Multimedia Design/Painting/Art & Design/
Silversmithing & Jewellery/Foundation/
Master of Fine Art/

School of Architecture and Design
Architecture/3D Design (Interior, Furniture & Product)



Design Helen Bell MISTD BDes Hons Design for Visual Communication



STUDENT SHOWS

9-20 JUNE 09

The Faculty of Art, Design and the Built Environment invites you to a private view of the **Student Shows** on **Monday 8 June 2009, 6.30pm**. The exhibition continues, 9 June - 20 June

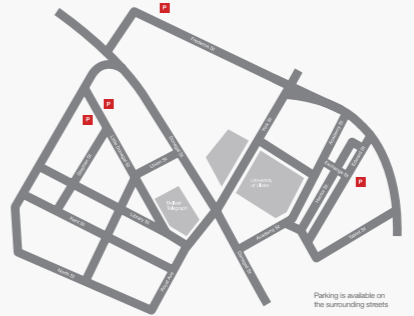
Monday to Saturday 10am - 8pm
Closes Saturday 20 June at 1pm

The shows are located throughout the **University of Ulster, York Street Belfast BT15 1ED**


The Student Shows will feature work from the following areas:

School of Art and Design Visual Communication/
Sculpture, Time-Based Art, Photography & Video/
Printmaking/Textile Art/Textile & Fashion Design/
Ceramics/Photography/Masters (Art In Public,
Multi-Disciplinary Design, Textile Material Product)/
Interactive Multimedia Design/Painting/Art & Design/
Silversmithing & Jewellery/Foundation/
Master of Fine Art/

School of Architecture and Design
Architecture/3D Design (Interior, Furniture & Product)



Parking is available on the surrounding streets



Design Helen Bell MISTD BDes Hons Design for Visual Communication



CHALK IT UP TO EXPERIENCE



VISUAL COMMUNICATION
NEW BUILDING, FLOOR E

