



ANDREW LEE
Portfolio & CV
2010

HELLO My name is Andrew Lee and I have just finished studying Design for Visual Communication at the University of Ulster Belfast. I have recently passed the course with first class honours and I am now looking for a job in the graphic design industry. This booklet shows a selection of both live and university based projects I have worked on over the past few years and also includes a copy of my CV.



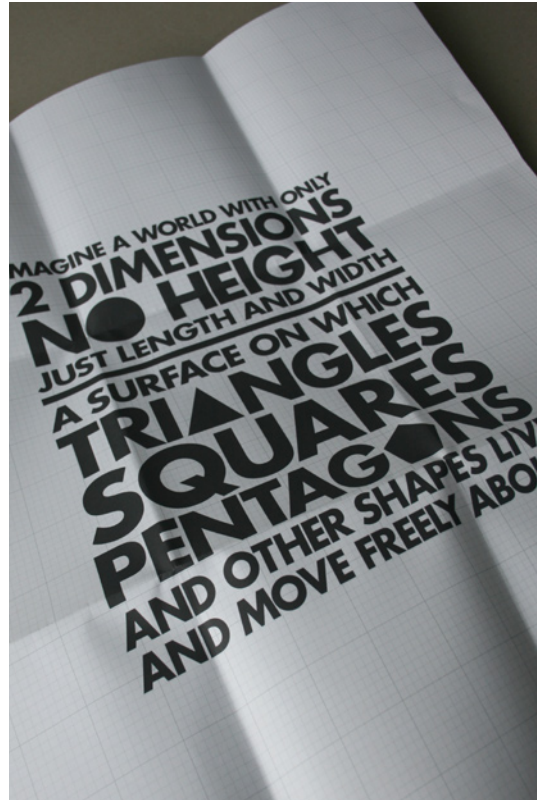


Project Brief

My brief for this project was to design a set of covers for the five books in Douglas Adam's classic sci-fi series The Hitch-Hiker's Guide to the Galaxy. I took inspiration from space mission patches that astronauts wear on their suits. The content of the illustrations came from key moments in each story that would appeal to both fans of the series and to first time readers. The back of the book features a secondary illustration that will only be understood after the book has been read. The duotone colours were chosen to mimic print design of the 1950's as this was the time when space exploration and travel played a major role in popular culture.

**THE
HITCH-HIKER'S
GUIDE TO THE GALAXY**

HITCH-HIKER'S GUIDE BOOK COVERS
University Project
Final Year Semester Two
2010



Project Brief

For my project on Edwin A. Abbott's Flatland I decided to design a visual guide to the book that would introduce the key themes and issues to someone who had never read it before. I split my publication into 6 sections that each targeted key chapters. As the book tells the story of a square living in a two dimensional world I wanted to show the difficulties that he faced everyday, such as identifying other citizens or moving around the city. To best illustrate each point the sections have been designed with a different format from the last. Some of these include a large fold out poster, a set of touch and feel cards, and a pop-up 3D cube.

FLATLAND

FLATLAND PUBLICATION
University Project
Final Year Semester One
2009



Project Brief

For this project I had to brand and promote a sustainable design conference. The event which I named 'Refresh' would highlight the need for sustainable thinking as an integral design process and encourage it to be considered just as much as typography or layout. To effectively promote this event I designed a small desktop plant pot that would be sent out to design studios. The pot contains an invite printed on seeded paper that can be planted rather than being thrown away after it is read. The pot contains everything else needed to bloom the seeds and acts as a constant reminder for the upcoming event.

Refresh

SUSTAINABILITY EVENT
 University Project
 Final Year Semester One
 2009/10

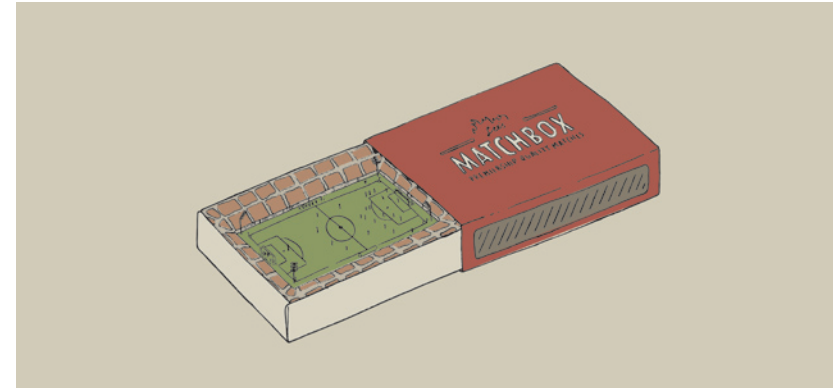
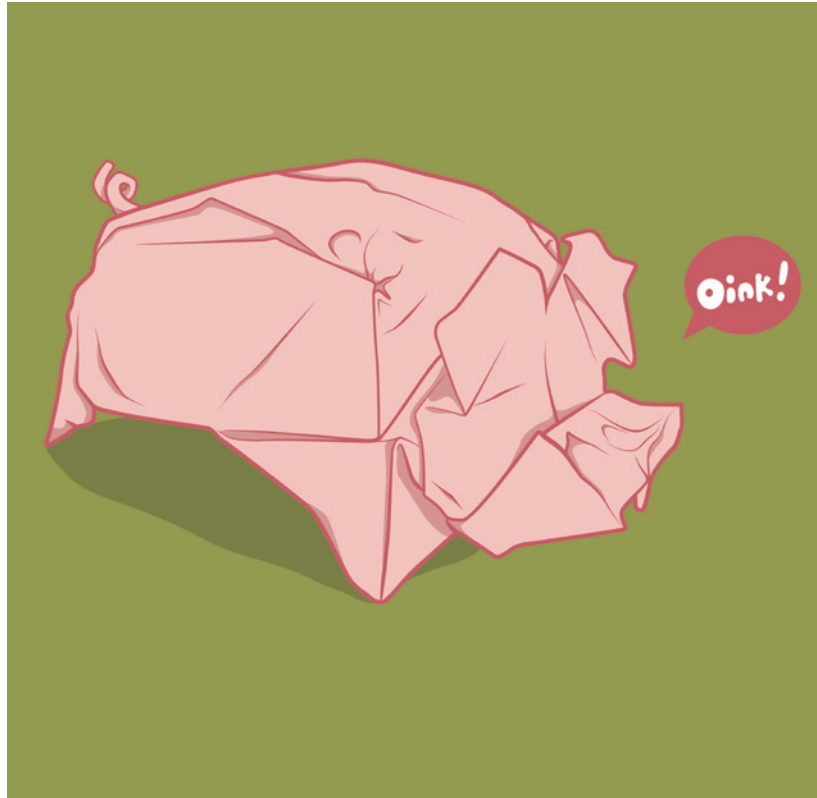


Project Brief

As well as the plant pot invite I also looked into other ways of promoting the event sustainably. To prevent any forms of printing I utilised 'Eco-Graffiti' and 'Clean Washing' as forms of advertising that wouldn't have a negative impact on the environment. The Eco-Graffiti uses moss to show the event logo around the Belfast area, and the 'Clean Washing' uses a power washer to clean the brand into pavements. Both forms of advertising will naturally fade away over time.

Refresh

SUSTAINABILITY EVENT
University Project
Final Year Semester One
2009/10



Project Brief In my free time I also enjoy illustration. I have submitted several of my designs to the T-Shirt competition website Threadless. The three shown here are entitled Origammon, Matchbox and When I grow up I want to be a Spaceman.



ILLUSTRATIONS
Personal Project
2009



Project Brief For an ISTD project entitled 'Imbalance' I decided to look at the numbers of red and grey squirrels within the UK. The first page of my publication shows a distribution map of 1940 when the reds were the dominant species. The last page counters this with 2010 data showing how the greys have taken over. This in itself is the core of the imbalance. All pages in between show how it got from one point to the other. A variety of printed and typographic techniques have been used to highlight the reasons for the reds decline and the solutions currently being put in place to help them survive. For this project I was awarded a merit from ISTD.



ISTD IMBALANCE
University Project
Final Year Semester Two
2010

ABOUT ME

I am a 23 year old enthusiastic, hard-working and creative individual with a great love for design and attention to detail. I pick things up quickly and have a high level of computer literacy. I enjoy working in a team environment and benefit from taking part in group critiques. I follow several online design blogs as I like to be aware of what is happening in the design industry. I am also a keen photographer and am currently teaching myself CSS and XHTML coding.

Aside from design I also have a passion for music. I have been playing the guitar for nine years now and currently play in a Praise and Worship band who regularly gig throughout N.Ireland and have recorded 2 cds. At the weekends I teach guitar lessons from home and have also worked as a substitute teacher at the Causeway School of Music in Coleraine.

EDUCATION

University of Ulster Belfast Campus *Sept06–June10*
BDES HONS in Design for Visual Communication
GRADE: First Class Honours

University of Ulster Belfast Campus *June08–Sept09*
Diploma in Industrial Studies (Placement)
GRADE: Commendation

Limavady College *Sept05–June06*
BTEC Diploma in Foundation Studies (Art & Design)
GRADE: Distinction

Dalriada Grammar School *Sept98–June05*
A levels in Technology, Art & Geography
GRADES: A,B,B
8 GCSEs
GRADES: A–C

Other Qualifications

Member of International Society of Typographic Designers (MISTD)
RSA Initial Text Processing: Distinction
Key Skills Level 2
Communication Skills Level 3

AWARDS

I was awarded a bursary by the University of Ulster for my performance during second year.

WORK EXP

Genesis Advertising *June08–Aug09*

During my 14 month placement at Genesis Advertising I had the opportunity to work on countless projects ranging from flyers, billboards and leaflets to logo design, packaging, and bus livery. The experience I gained was invaluable and aside from the increase in my technical skills and speed of working, I also learned about exporting artwork for print and designing for real world clients. Other experiences during my stay included attending several external photo-shoots and visits to commercial printers.

SOFTWARE

Adobe InDesign, Illustrator, Photoshop, Flash, QuarkXPress

REFEREES

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THANKYOU FOR YOUR TIME