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## FLATLAND

The outcome of this project was to design a 'collectable' publication. The only production parameter is the use of a single A0 sheet and some method of packaging/ mailing. My Interpretation of the design for flatland is based on the individual shapes and the roles within Flatland. I designed a material printed poster and a series of different cards reflecting the role of the shapes within flatland. This project is based on the book by Edwin Abbott, in which he wrote in 1844, "Flatland: A Romance of Many Dimensions".

I aim to enlightening the minds of young children in their primary school years. Primary 5/7 pupils, who have the knowledge of shape dimensions, and want to know more about them. I want to inspire them to become more than what they think they can achieve and believe the unbelievable, just like the square in the book.





CATLAND



#### FLOAT

Float is a Sustainable Recycling Event being held at the River Laganside in Belfast. The event is targeting the educational sector. Secondary Schools across Belfast are involved in the event to raise money for the Third World. Float is a Recycling Boat Race that is on the 12th of July 2010. Sixth form students from Belfast have to build their own boat from recycled material and race across a secure section of the River Lagan.

#### POSTER & BAG

Which was printed onto PVC material, as this material is waterproof and can be recycled. Recycling is a way in which we turn old things into new, hence why I have decided to recycle my posters after use into a carrier bag. I also designed t-shirts, keyrings, leaflets and a website.

#### SIGNAGE

The signage is sustainable as it costs nothing to print so no increase in the wastage. It is Clean Advertising which is a highly targeted natural media which works by literally cleaning your advert into almost any urban location.



#### ISTD BRIEF 100

100 seconds, minutes and hours of the Hotel Montana in Haiti. There was many people saved from Haiti who were trapped under the steel of the Hotel Montana and were able to retell their true stories when they survived the trauma of being trapped. I am going to retell their stories of being trapped between different stages of 100 seconds, 100 minutes and 100 hours at the Hotel Montana.

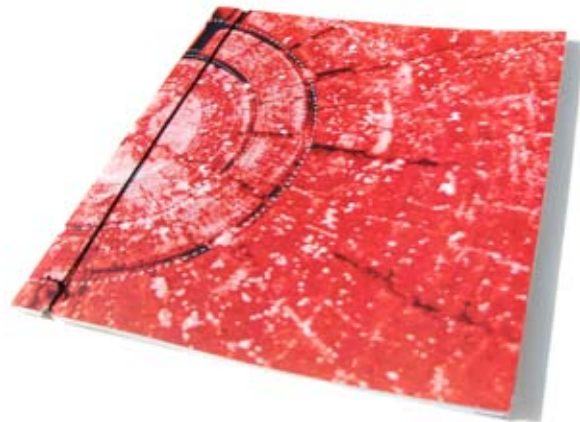
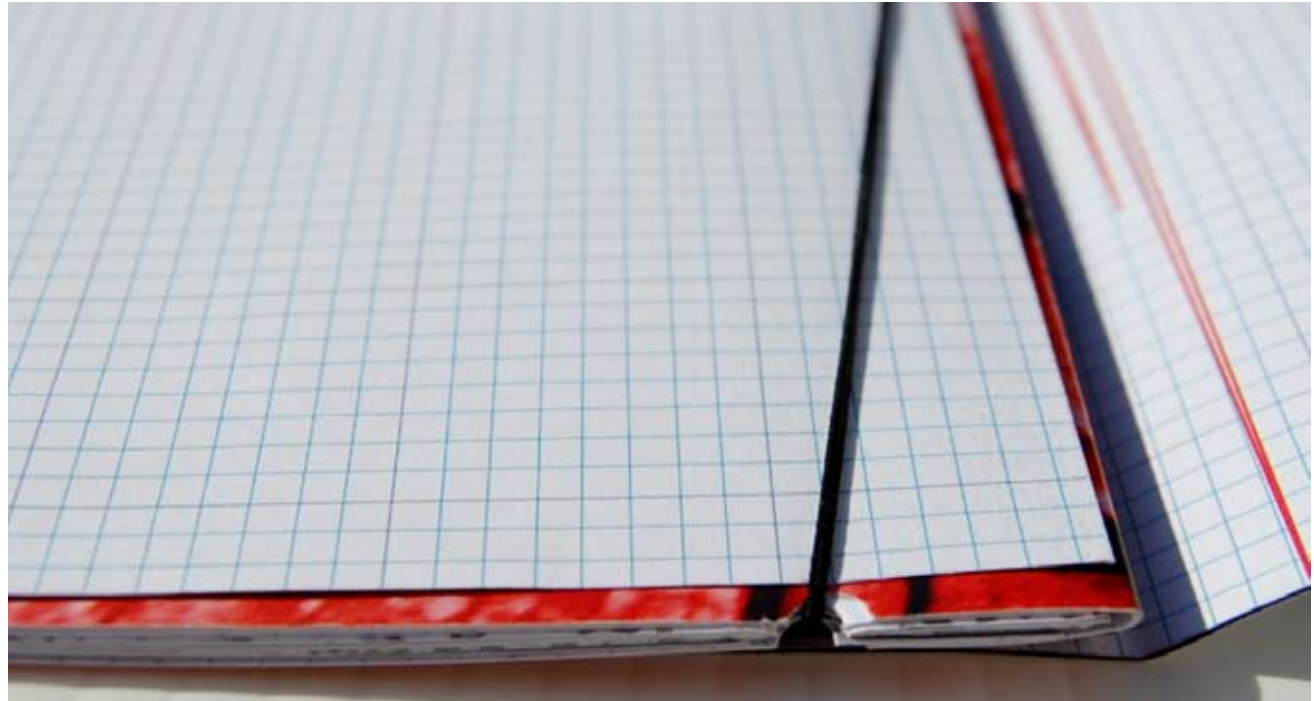
#### POSTER

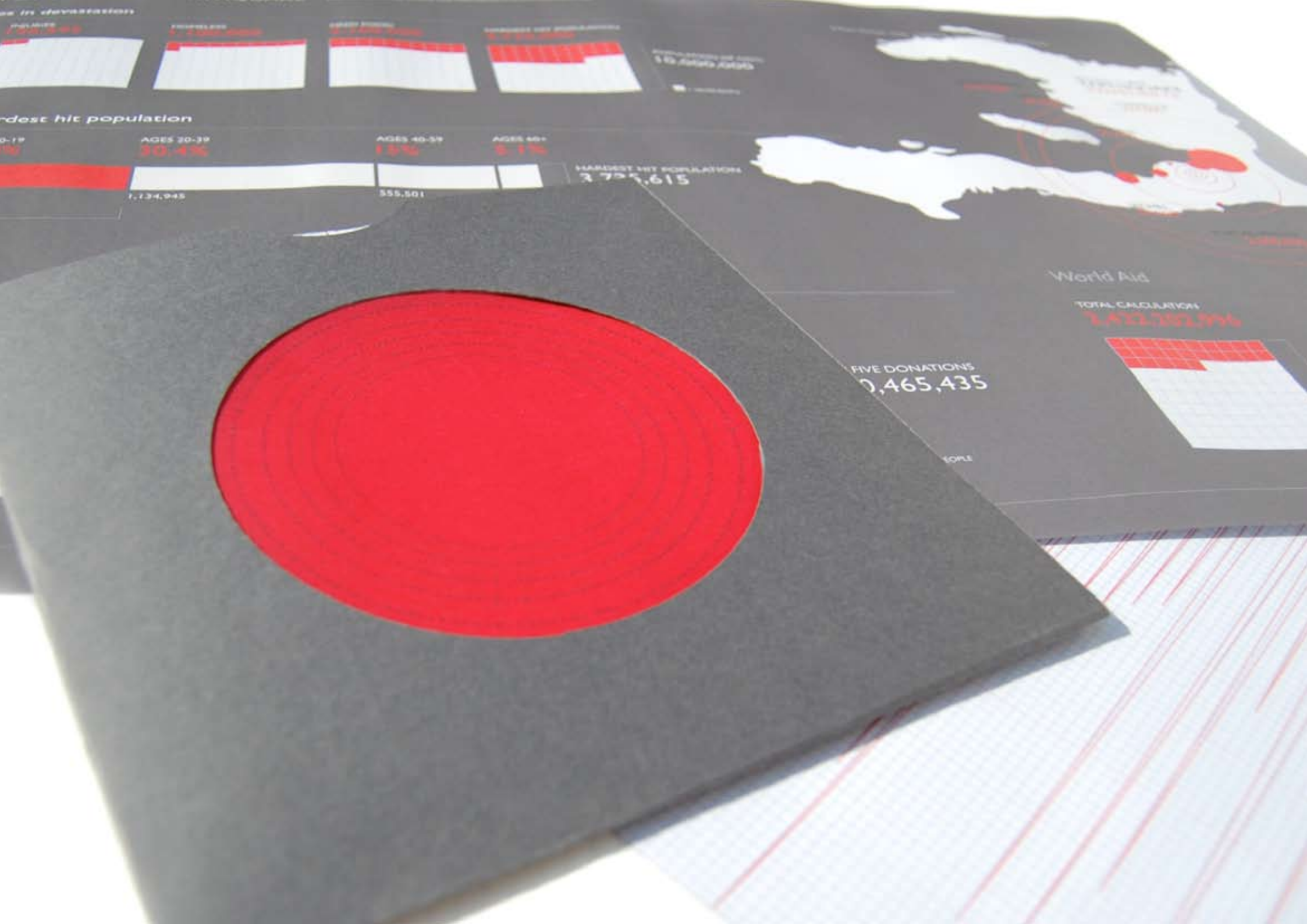
460 x 690mm litho printed poster of statistics from the 2010 Haiti Earth quake.

#### BOOKLET

French folded booklet 430 x 225mm in size which has information of true life stories from the time period of 100 seconds, minutes and hours of the earthquake. The back of each spread have a grid on them and each spread are held together with black cord.

I gained membership into ISTD with this project.





hardest hit population



HARDEST HIT POPULATION  
3,725,615

World Aid

TOTAL CALCULATION  
1,412,521,796

FIVE DONATIONS  
10,465,435

SCORE

## LIPSY

Creating a full advertising campaign that reflects the fabulous range of clothes and accessories from the Lipsy range, so its appealing to customers who are ready to take on the summer. The magazine I designed is a twenty page booklet promoting Lipsy's latest collection of clothes, which includes maxi dresses, 60's shift dresses, summer dresses, tunic dresses, party dresses, tops, skirts, beach wear and accessories.





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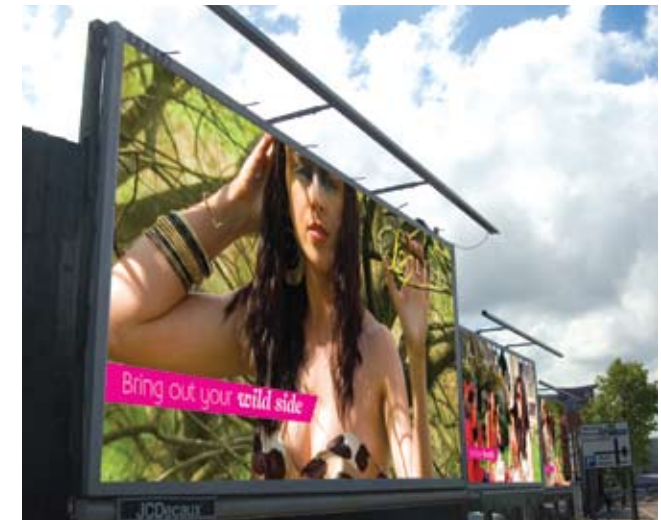
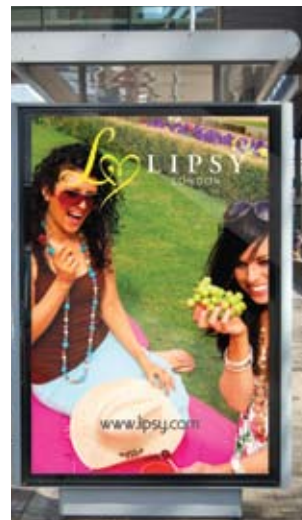
LIPSY  
LONDON

### WEBSITE

I designed a new layout for promoting the summer fashion range through Lipsy's website.

### BILLBOARDS & ADDSHELLS

Haven a range of three billboards to circulate around the media, attracting the customers with the bright vibrant colours and attractive models. I will also have a special within the billboard campaign showing a temperature reading of 100 degrees at the side of the billboard that has the tag line "cool down in style".



SELF PROMOTION

- Business cards
- Website
- Leaflets
- Blog
- Cv

