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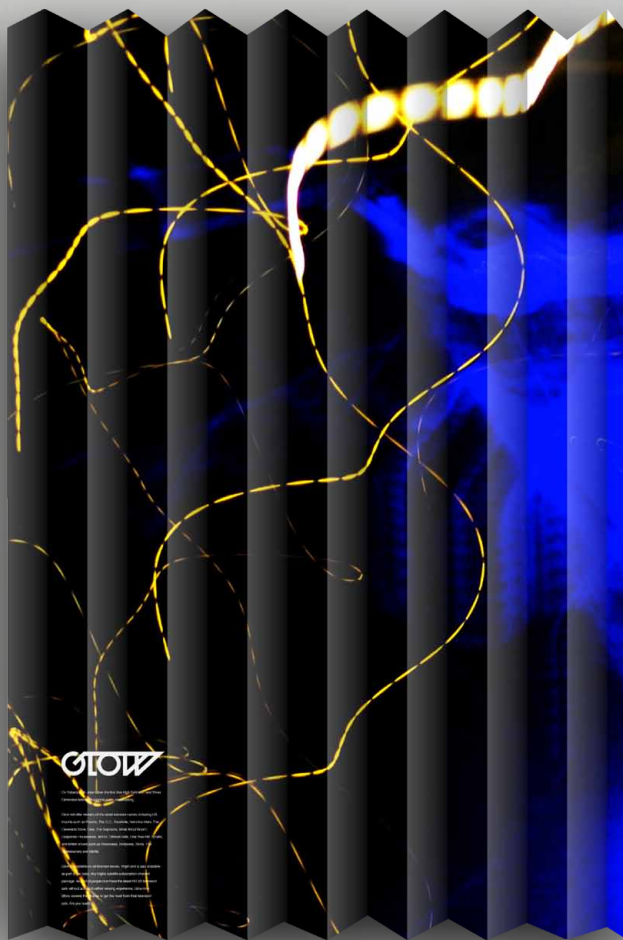
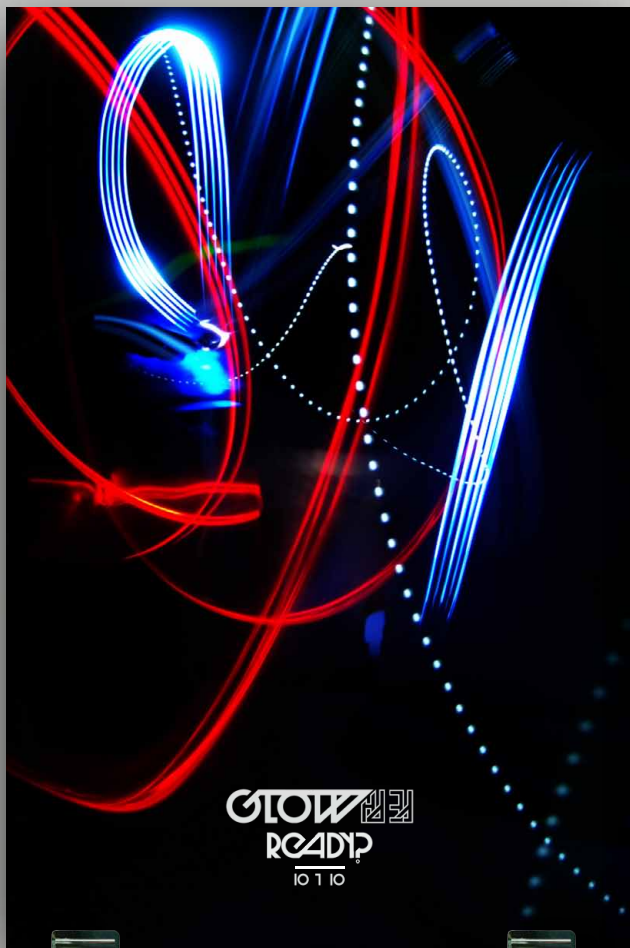
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Self-Promotion

While working on project two I was taking time to think about the self promotion aspect of the 504 module. When researching for this I printed a bundle of sheets from skateboard magazines and the creative review interview section. I looked at designers that always inspire me and tried to adopt their style into my business cards and logo. For the business card I wanted to design something that reflected my personality. After looking through my work I decided to use vibrant colours as this was something that was lacking in my portfolio pieces. I booked the photography suite and brought in everything I use as a graphic designer, paint brushes, pencils, tape, pens and post its. The final image is of the objects evenly laid out on a table to show what tools I need to use as a graphic designer.

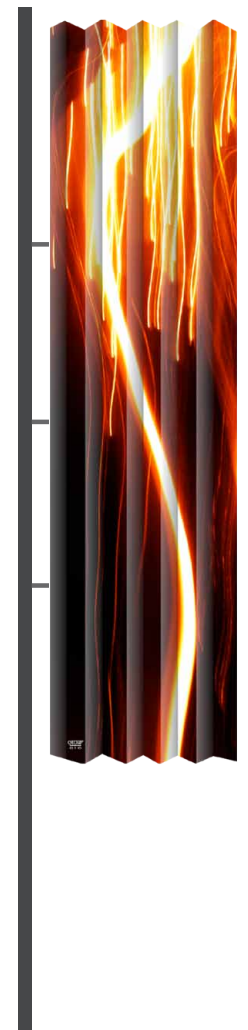
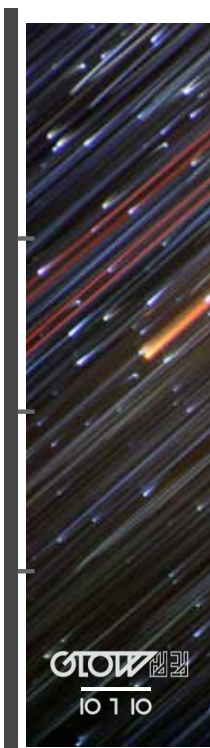
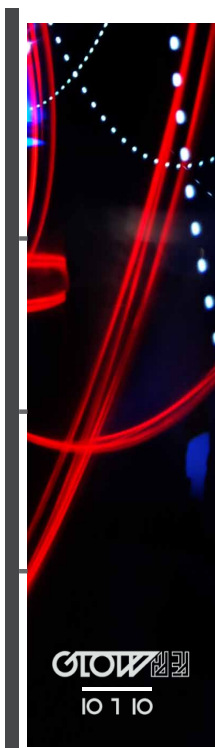
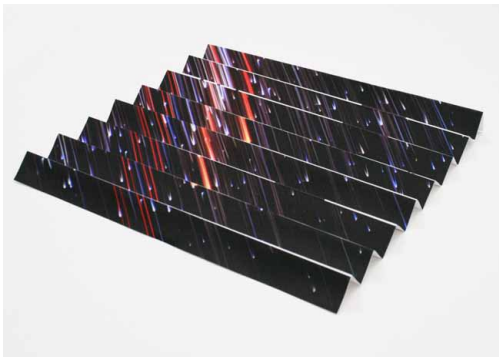




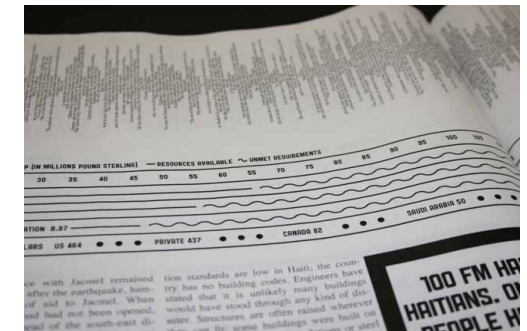
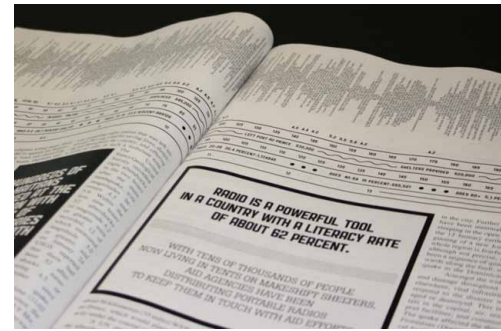
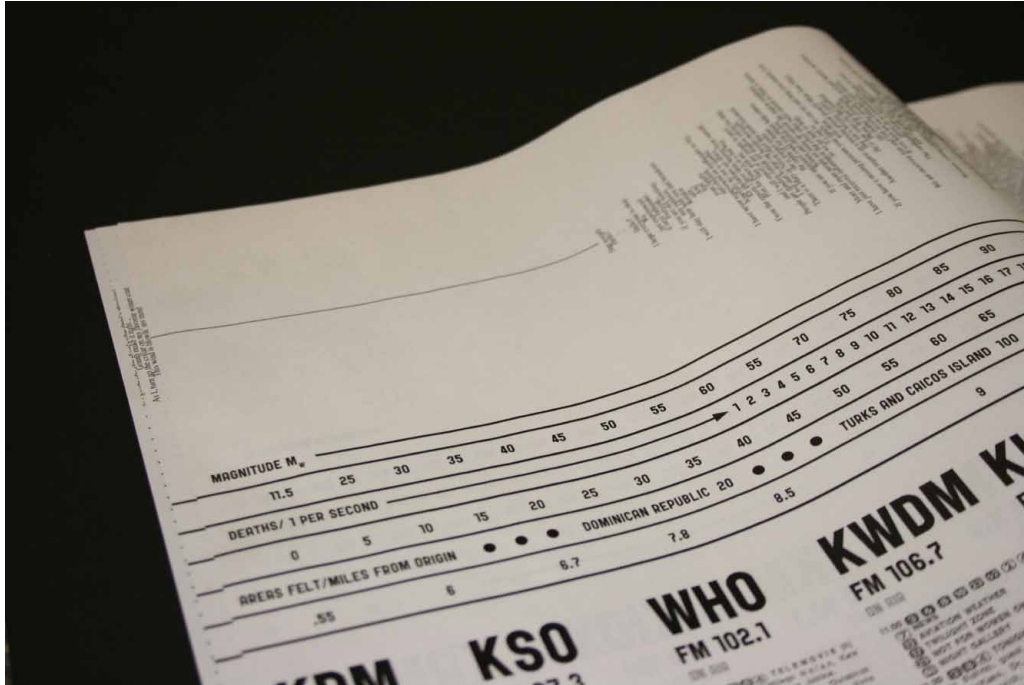
Glow HD 3D digital television channel

Create a name and logo for a new free HD 3D television channel that would launch during the summer of 2010 with a target audience of 15-35 year olds. The name Glow was chosen to echo the clear luminosity that HD television viewing offers. The tagline of the campaign is a question which asks the reader are they 'ready?'

The question was used as a play on the words of television sets coming HD/3D ready. I created a series of posters to promote the channel. Using light drawings to reflect the High definition aspect of the channel and using folds to highlight the 3D feature that the channel offers. I created a brand that is flexible to work across all media.



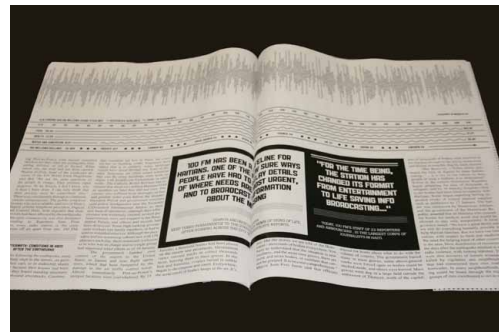
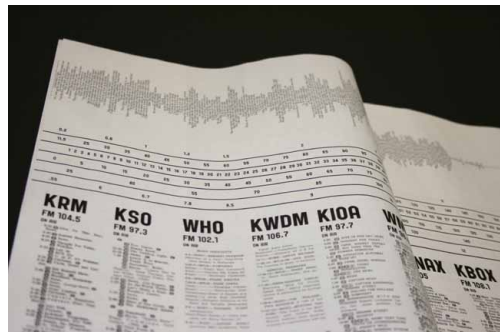
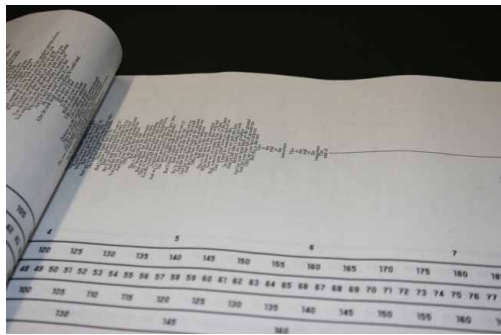
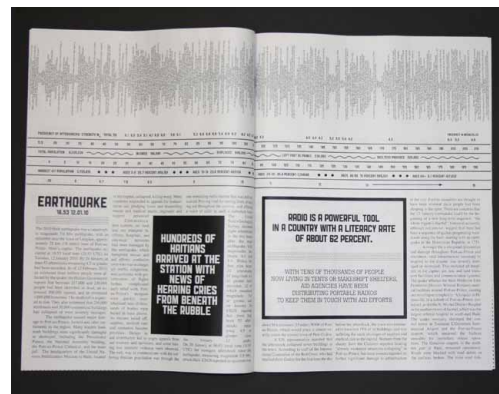
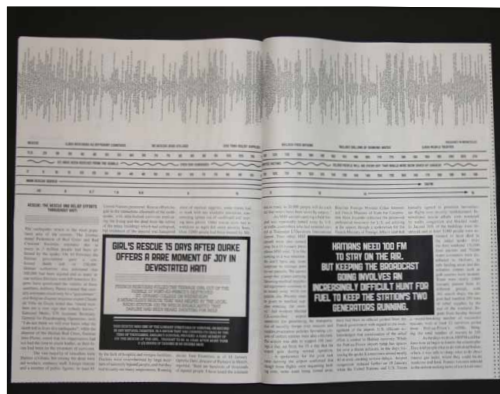
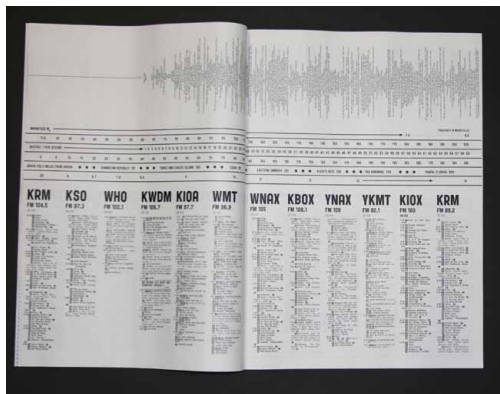
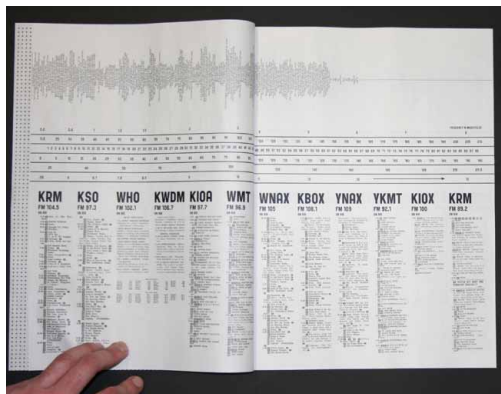
Using the concept of light drawings and folds I've continued the idea through a range of ambient media and advertising, including direct mail marketing shown to the far left, pushing the Glow brand and promoting it's launch date. Other methods of communication that the Glow brand could be expanded into different types of media are, adshels, billboards, a website and flags that would be placed around urban areas.



ISTD 100- Haiti 100 FM

I was required to interpret the number 100 for the ISTD brief. I chose to tell the remarkable story of a small local radio station simply called 100 FM. The station remained on air during the 2010 Haitian earthquake, evolving into a community bulletin board for residents recovering from the damage. The station proved vital during the earthquake aftermath as all

other forms of communication had been destroyed. 100 FM was the only radio station left standing in all of Haiti after the 7.0 earthquake struck. I incorporated elements from graphics associated with everyday life in Haiti, from murals to old radio transistor graphics which the Haitians used to tune into 100 FM. The final piece was printed on 45 GSM newsprint.





Sustainability

The concept for this project was sustainability. I created a campaign for an international sustainability in Belfast that would encourage people to grow their own plants from cuttings or seeds. I used the tagline 'Plant Grow Eat' to advertise the event. I was influenced by the quote, 'The future belongs to the few of us still willing to get our hands dirty.' I kept this quote in mind while designing the outcomes of this project, giving the project an organic feel to it. The invite for the event was printed on cloth which would get the readers hands dirty when opened to stress the meaning of the quote.