



JENNIFER MCNEILL | DESIGN

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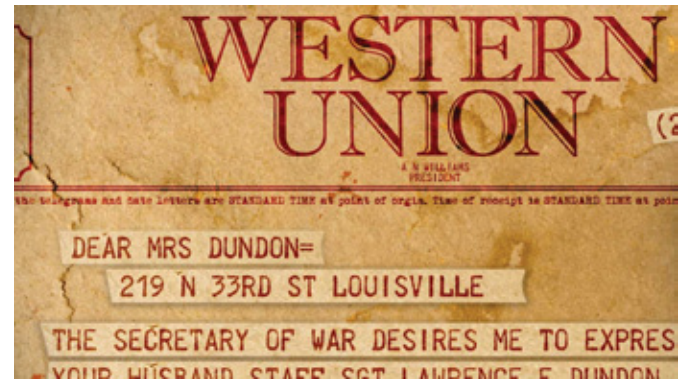
BLOCK STORIES

I designed these Block Stories to encourage children in rural Africa with their reading. The idea is that the children can play with these blocks to create endless visual stories.

These blocks can be manufactured locally and are designed for schools with limited funds that cannot afford to engage a designer in the United Kingdom to create the Block Stories. It was important for me to create something that can be reproduced in Africa by the Africans themselves.



DOCUMENTARY PHOTOGRAPHY



ISTD AWARD: MOTION GRAPHICS

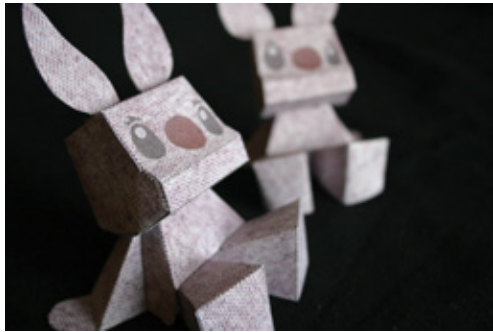


ISTD AWARD: MOTION GRAPHICS

The brief was to take a metaphorical journey on the theme of connections. I decided to interpret the story behind the film 'Closing the Ring'. It takes a journey and follows the connections between Ruth and Lawrence's relationship, between America and Ireland and between the Second World War and modern day. It is a true story that connects half a century and two continents.

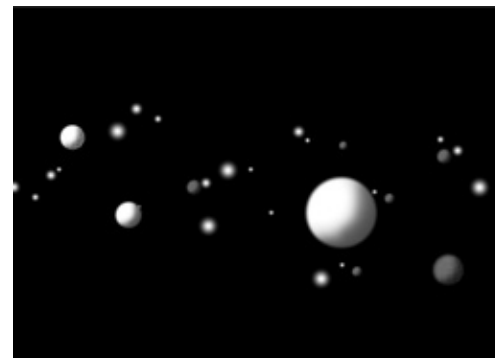
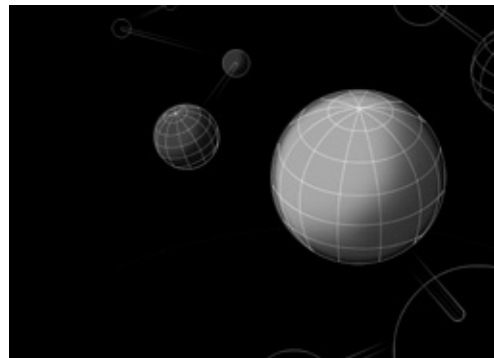
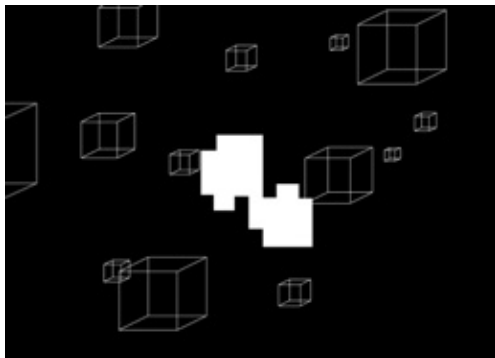
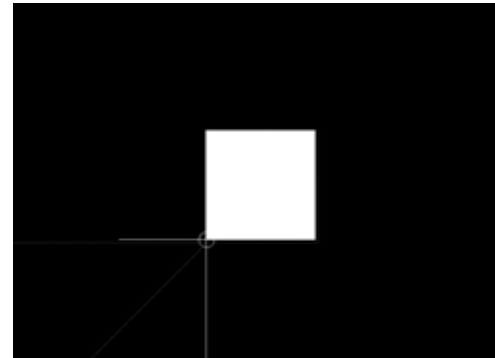
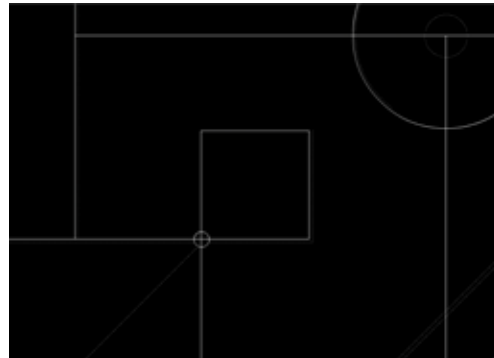
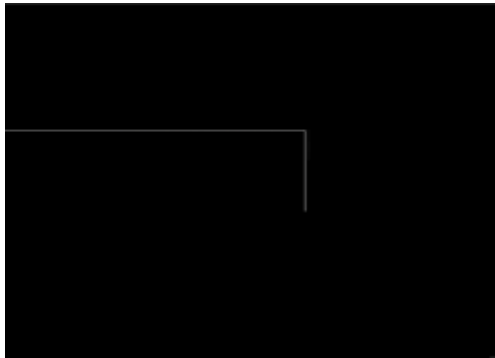


NEW LEAF ANIMATION



NEW LEAF: SUSTAINABILITY EVENT

As this project was to plan a sustainability event I wanted my design to reflect that. Everything I have designed for this project has been created using waste materials. The animation and game images are made up from scans of textures, scrap pieces of fabric, leather, tin foil and papers. The book itself I found sitting in a box gathering dust. I wanted to play on the fact that all the images were created from found materials by giving it a collage look and feel.



FLATLAND ANIMATION AND PACKAGE

The brief was to create a screen-based piece of work inspired by Flatland: A Romance of Many Dimensions by Edwin Abbot Abbot.

For the animation I have decided to concentrate on the moment where the square is visited by a three-dimensional sphere, which he cannot comprehend until he sees Spaceland for himself. Just as the square in Flatland found it difficult to comprehend the existence of something more than what he could physically see in his world, I wanted to create a motion graphics piece that would challenge and inspire the viewer to explore the possibilities that there is more to life than what we can see and not to be afraid of believing in the unseen.





LRC WAYFINDING

The brief was to design a wayfinding strategy for visitors and users of the LRC. I have given my idea the title 'Let Your Imagination Soar'. Ancient Japanese tradition believes that cranes are a symbol of peace, which relates well with the idea that the LRC should be somewhere peaceful where you can come to work and reflect. I would use origami crane birds to represent the ideas that can come from using the LRC. I believe this will create a relaxing atmosphere. Sitting under the canopy of birds, watching them sway as if floating in the breeze, perhaps sparking the imagination of the users. To find their way around the LRC, the users will be guided by coloured flocks of paper birds suspended slightly above their heads.