

A large, elegant monogram consisting of the letters 'J' and 'H' intertwined. The 'J' is on the left, with a long, sweeping tail that curves under the 'H'. The 'H' is on the right, with a tall, thin stem and a curved top that loops back to the left. The entire monogram is rendered in a dark red, almost maroon, color with a smooth, flowing script style.

John Hamilton
Creative Designer

About me :

I seek to develop practical and theoretical skills that enable me to address both given projects and my own work through the use of various media. As i am interested in words, pictures and ideas, and have the ability to problem solve, be enthusiastic and adapt to change, this is the right career for me, I have excellent communication skills and experience of customer awareness,

I have a very orderly approach to my work and find time keeping easy, this i feel is due to my diligence and organisational skills. I also have an extensive knowledge of music and computer software and have the ability in my art to combine elements of the visual language in a personal way showing confidence, imagination and fluency in methods of expressing my intentions. I take on every task with the same enthusiasm and drive as the first, and always thrive on new challenges and push myself to achieve my goals, in anything I do.

Skills :

(Mac user) Programs :
In Design CS4
Photoshop CS4
Illustrator CS4
Flash (Basic Knowledge)
I stop motion

Qualifications :

GCSE double award Art & Design
A-Level double award Art & Design
A-level single award I.T.
Honours degree, Design for Visual Communication
(pending)

I believe i have the knowledge as a designer to plan, analyze, and create visual solutions to communication problems.

Online : www.jhamiltontdesign.com



JH
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Creative Designer

John Hamilton / www.JHamiltonDesign.com / 07907303007 / JJ2_1@hotmail.com / 10 Glebe Road West, Glengormley, Newtownabbey, Belfast / BT36 6EH

Branding : Logo & Business cards



An elegant serif typeface with a modern sans serif body text i feel creates an even contrast between the two fonts, my main logo is a serif 'H' with the font colour reduced by 15 % on the left side of the letter resembling a j and a h, my logo would be primarily printed on a black background, with the colours being reversed if on a white background, the slogan, think,design,react, is the slogan for my logo, these are the three main components I feel a graphic designer undertakes when creating a body of work. By removing a sheer 7mm in a semi-circular cut from each corner, I have created a lasting impression on each and every person who sees my card.

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Flatland : A romance of many dimensions



We all need interests and projects that take our minds off greater concerns. It doesn't matter if that hobby is life changing or interesting to everyone as long as it is something that is enjoyable and uplifting. Sometimes our choices shape the pattern of our lives or just get us past various obstacles; still other choices make us more interesting and more interested in what is going on around us. My idea behind flatland is to get people to realise that they are leading a 2-dimensional life, and show them that they need to add a 3rd dimensional aspect to it.

Flatland sees many parallels between this story and the world we live in today. I believe that most people in today's society live & intersect in straight lines, just getting from a to b I want to focus on the unseen aspects of life such as self-gratification, and a desire to find something more, something with meaning, in this world. Look deeper and you will find that Flatland has some understanding of what we all know is wrong with the way we live but are too afraid to change... ourselves. We all want to be more fulfilling in life, and Flatland wants to explore the possibilities with you.

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Flatland : A romance of many dimensions

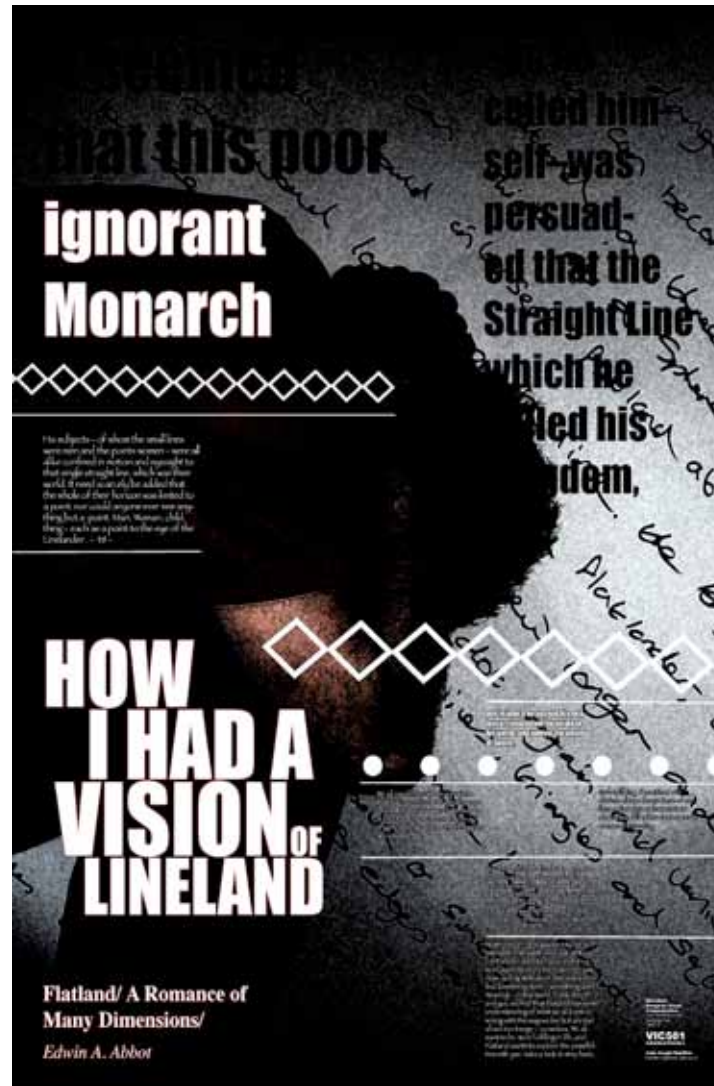


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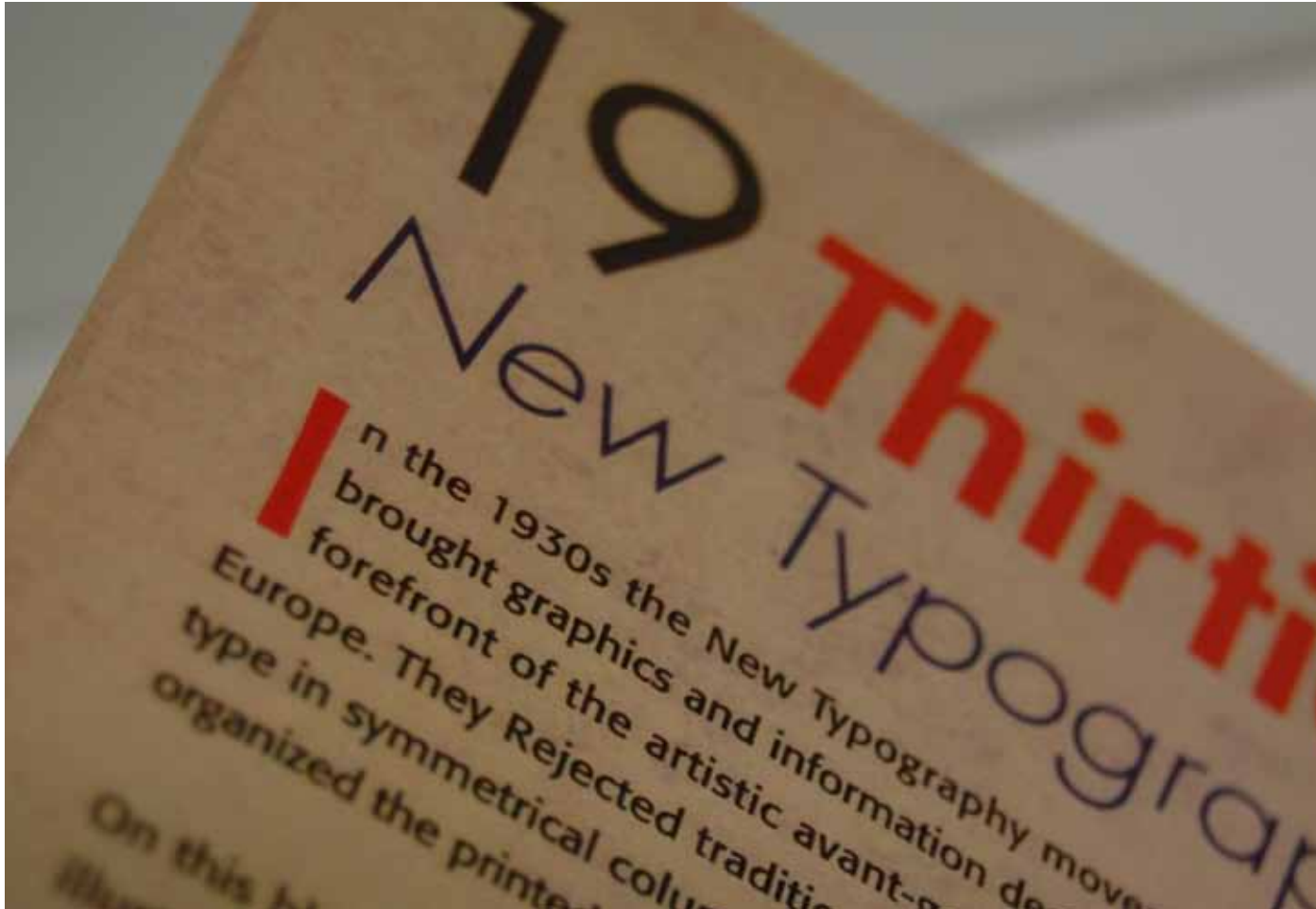


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One hundred : Years of type



My design is based on the one hundred years of typography, I believe that knowledge of the history of typography has applications in all current fields of graphic design and desktop publishing. I believe that knowing how typefaces evolved and the people who made it happen, can enhance our understanding of how to use type appropriately and how to choose the right typefaces for a design project. Exploring the history of typography and the evolution of digital type and learning the meaning behind certain typographic characters and how the use of type has grown and changed is an important tool for designers of all ages.

I have given each decade its own unique typographic style relating to that period in time, tying it in with an event that occurred in that period in time, from the Bauhaus period to the explosion of digital type I have evaluated each decade with influential fonts from that era, and showing them through use of layout and double page posters, reminiscent with the typographic style at that time.

JH
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Robert Bauer

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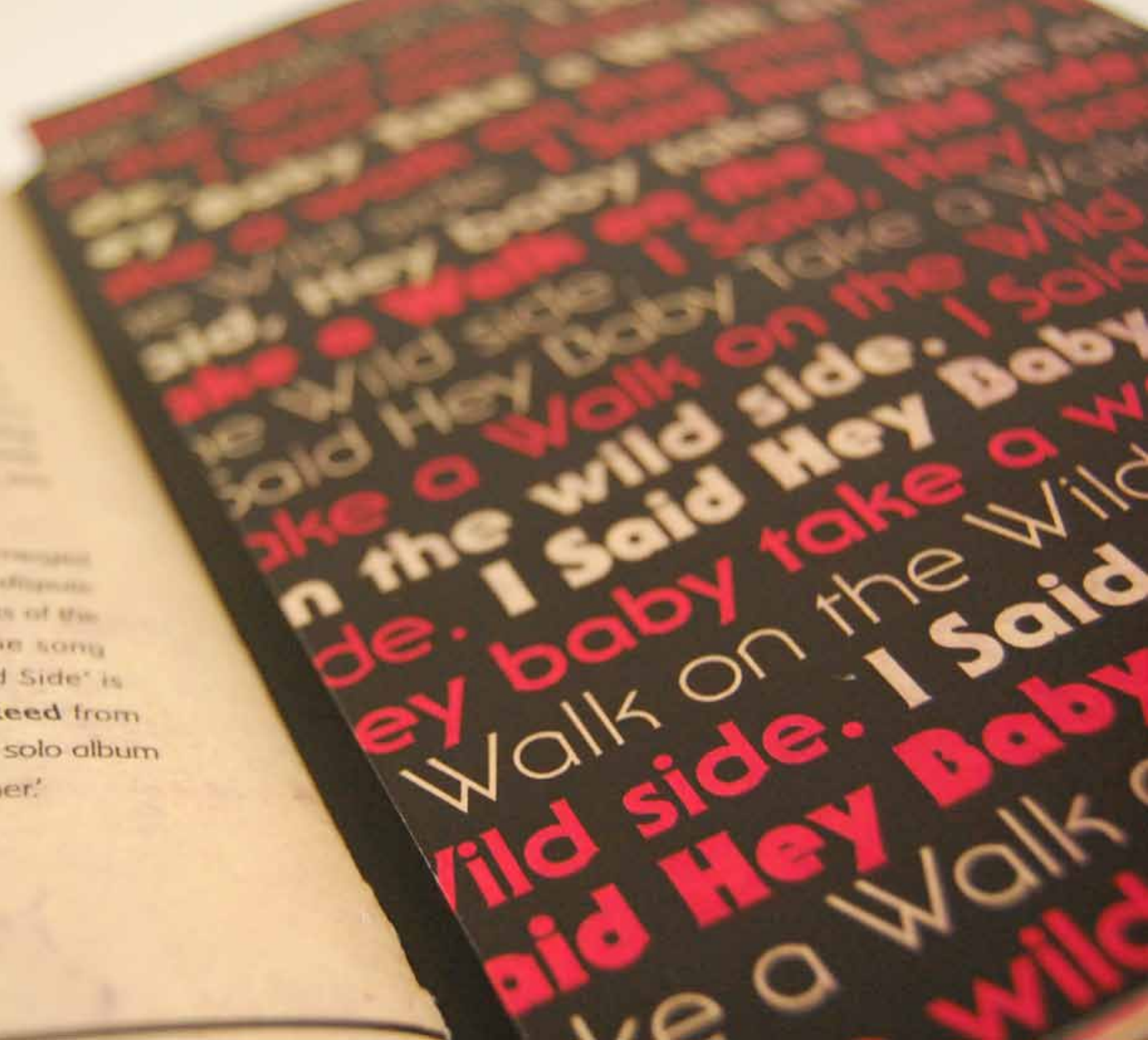
The "New Man" became the ideal, a concept that also expressed itself in living. The Bauhaus Design showed purism with emphasis on straight edges and smooth, slim forms.

The rooms were sparsely furnished, but filled with hygienic freshness. Superfluous features were taboo. Shining steel was discovered as a material for all types of furniture.

Notes

In the early 1970s, the
era was defined by
its mix of styles, genres,
and movements. The
of America was being
questioned and the
of traditional institutions
questioned.

An era of pluralism emerged
as people began to dispute
the underlying tenets of the
of modernism. The song
'Walk on the Wild Side' is
a song by Lou Reed from
his 1972 second solo album
titled 'Transformer.'



Centuries

Wave

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By the 1970s, many people believed that the modern era was drawing to a close in art, design, politics, and literature. The Cultural norms of Western society were being scrutinized and the authority of traditional institutions was questioned.

An era of pluralism emerged as people began to dispute the underlying tenets of the of modernism. The song 'Walk on the Wild Side' is a song by Lou Reed from his 1972 second solo album and "Landmark"

I Said Hey To Who

es
olution

The 1980's was a decade of making out and fighting for what you believe in. It was an age where people were interested in debates, solving problems. Big things made up and things made in battles. The future was a matter of choice and a matter of choice.

"To get together
and work together
to overcome
the challenges
of the 21st
century."

Sustainability : In the urban environment



Poster campaign for a sustainability event to show the seriousness of sustaining a healthy lifestyle within the urban environment, as well as creating a brand identity, the word eco or ecology deals with sustaining the environment, but we cannot do this if we don't first protect our health. I believe that both these subjects intertwine and as a result i have combined both words as my brand name.

The name Echo, consists of the message being delivered and continuing to be heard, the aftermath of the event, I feel is just as important as the event itself, as this is just a pedestal to kickstart these teenagers into caring for the environment as well as their healthy well being.

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Sustainability : In the urban environment

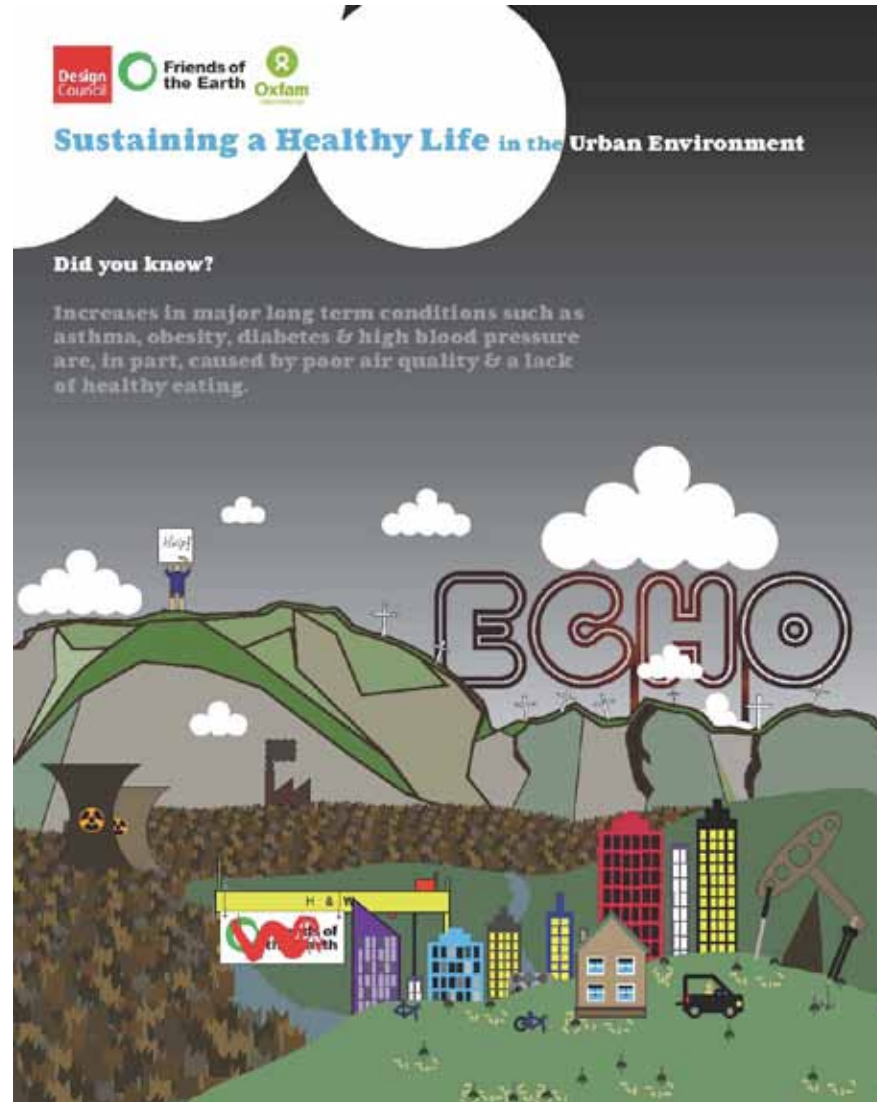


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Belfast : Be here now

My moving image concept for Belfast city is to create a short film using a stop motion effect to give the feel of Belfast “coming to life” and how every picture has a tale to tell, the story is of a woman traveling around the city, in the streets that inspired writers, poets, engineers and scientists, Using this stop motion effect I was able to show the character almost floating through scenes to emphasis that Belfast is a city built upon waterside. Here by the docks are the origins of the city, the source of its wealth, pride and personality, and today, along the ever-changing skyline. Using the strapline “Belfast, Be Here Now” I am giving the opinion of Belfast being a city where the opportunities are endless.

Throughout each scene I have created transitions to the next, such as low camera angles, and close ups to reveal different locations, this I feel smoothes the flow of the movie image, and shows key areas in the shots, The movie is 45 seconds long which I feel is sufficient time to show different areas of Belfast, and because of this can be easily used as an online viral or each scene could be used as a series of TV advertisements promoting the city for job seekers and tourists alike.

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Open Brief

Belfast is a city for walking; it's full of colour, where you can ponder, dream and create the most magical imaginaries. These are the streets that inspired writers, poets, engineers and scientists, create a moving image piece which centres around the theme as belfast being an ever changing city.

Brief:

Belfast is a city for walking, its full of colour, where you can ponder, dream, and create the most magical imaginaries. these are the streets that inspired writers, poets, engineers and scientists, create a moving image piece which centres around the theme as belfast being an ever changing city.

Creative Challenge:

Northern Ireland is a deeply divided society still coming to terms with a legacy of a conflict marked by inter-communal violence, Economic stagnation and social division. Arguably this is no more so than in Belfast, which has witnessed some of the worst atrocities of the conflict and is noted for its significant residential segregation, volatile interface areas as well as a lot of public disorder.

A significant proportion of its citizens inhabit quite separate worlds, associated with religious affiliation and political orientation and these differences have resulted in a society built on the notion of mistrust.

However the past decade has also brought new challenges and opportunities. Regeneration and developments are taking place at an unprecedented rate contributing to a rapidly changing skyline.

Belfast has one of the youngest populations in Europe with around 300,000 residents with a primary catchment population of 1.8 million.

The vibrancy and economics is amplified with an affluent customer profile of wealthy executives and flourishing families.

It is also one of the fastest growing city break destinations attracting 6.8 million visitors annually that have generated £324.1 million into the economy and supported 18,000 full and part time jobs.

The visioning concept presents a challenging agenda ahead for all those who wish to see the city of Belfast reach its full potential.

Target Audience:

Our audience seeks people who promote and encourage dialogue, who are willing to learn about others, and to promote tourism throughout the city.

Mandatory Requirements :

A fully completed moving image piece of work should form part of your entry, (no more than one minute long.)

Deliverables :

1. Research & Development
2. Strategy
3. Presentation

We are open to ideas about the media or format you think is most appropriate to reach the target audience, but would suggest :

Work to be mounted or designed on a maximum of 4 A2 or 4 A3 boards and/or digital work to be submitted in accordance with the technical specifications PDF. You must also upload a digital copy of all work to a specified Mac for the use of examination.

Open Brief :

Belfast ' Be here now.'

Brief Set By:

John J Hamilton
Creative Designer,
Design for visual Communication

Sponsored By :



Benefits:

- Winning work will be showcased at various events across Belfast

Belfast : Be here now



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Finally :

Thanks for your time! :

Each project I undertook in these semesters, challenged my skills as a creative designer, I purposely choose to produce different bodies of work for each project, e.g print base, screen base, to give me a wider variety of skills, and this I feel would make me more versatile, I feel that each project I undertook strengthened my ambitions and helped me become more competent in my work, building a successful and elegant portfolio of graphic design encourages me to gain a better insight of the world of visual communication and increases my chances of gaining a career within this area of study.

I don't feel I need to change my plans, my ambitions are still the same from the first year of my course. Rather to adapt a better and more effective strategy in communicating my idea's and final outcomes, whilst being more assertive and confident in my work. I feel that i have produced sufficient work to enhance my skills throughout this year,although I have increased my creative, technical and interpersonal skills i understand that my time keeping and organizational skills need to be developed, and that I need be more clearer in communicating my idea's and unique selling point's. Making the best use of my time and being effective in what tasks I undertake, I feel are essential prerequisites to a balanced, well-designed body of work.



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A large, elegant monogram consisting of the letters 'J' and 'H' intertwined. The 'J' is on the left, with a long, sweeping tail that curves under the 'H'. The 'H' is on the right, with a tall, thin stem and a curved top that loops back to the left. The entire monogram is rendered in a dark red, almost maroon, color with a smooth, flowing script style.

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