

Kathryn McKeown

Portfolio of Work

Semester One:

Project One: LRC Wayfinding

This brief required me to design a new wayfinding system for the Learning Resource Centre in the University. My idea was based on using building blocks to help create signage to show people round.



Semester One: Project Two: Flatland

My design is an A1 educational poster, which is folded down and packaged in an envelope slip case. The theme behind my idea is looking at the hierarchy of Flatland in comparison to hierarchy of victorian social culture. This was done by using text and shapes as well as colour to recreate the hierarchy



Semester One:

Project Three: Sustainability

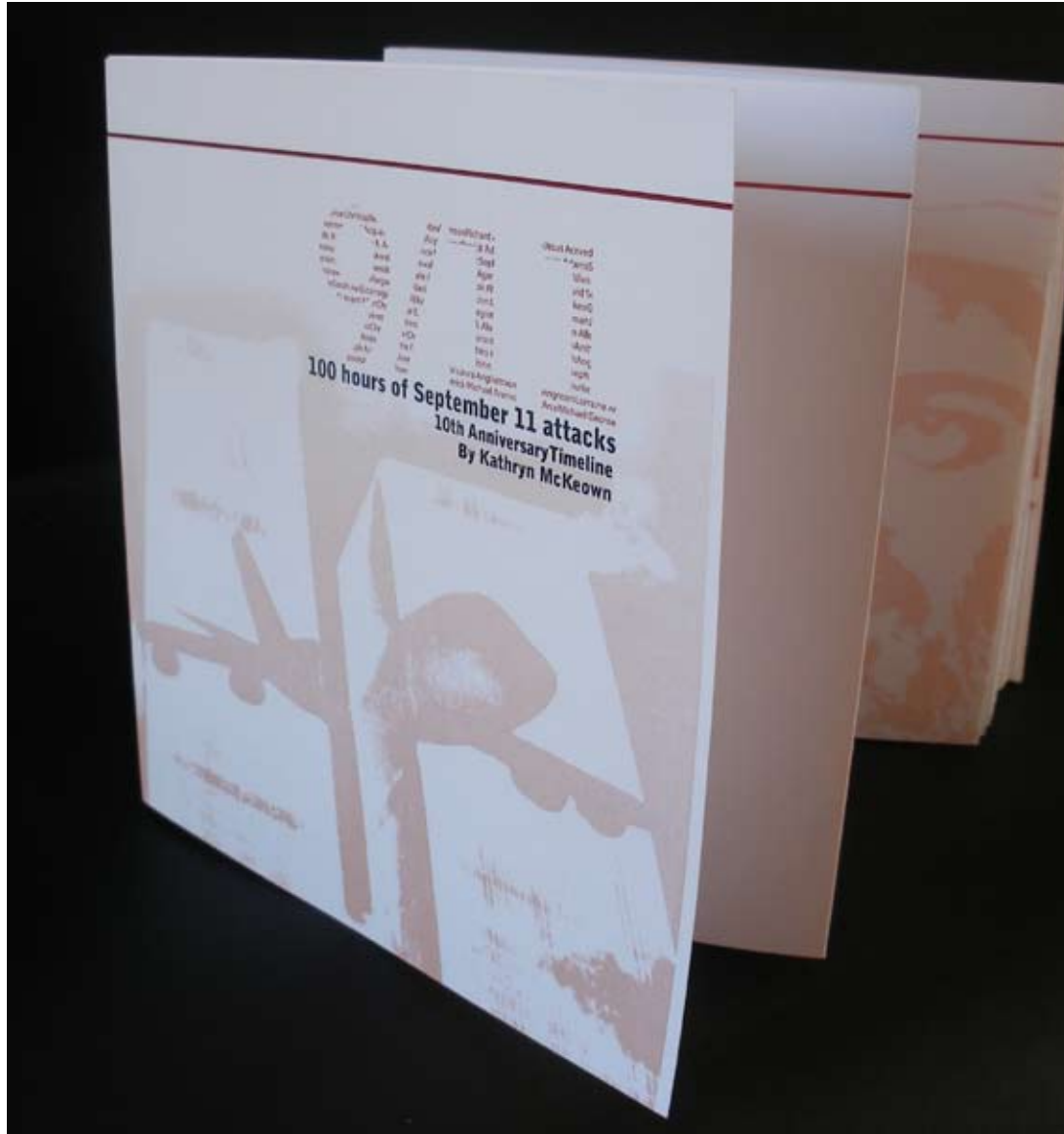
My main idea will be a sustainable fashion event to be held in the Odyssey, Belfast. It will involve looking at how people can recycle clothing to help reduce its impact on the environment. This recycling can be done in several different ways by donating to charity, giving to a textile recycling company or customising garments to give them a new lease of life. My final outcomes will be an A1 poster promoting my event and an information leaflet about my event.



Semester Two:

Project One: ISTD 100

This project is based on the significance of the number 100. I created a concertina booklet detailing a 100 hour timeline of the September 11 attacks.



Semester Two:

Project Two: Feel Good Drinks Company

The design brief for this project was set by YCN. In this I was required to come up with a new campaign for the company promoting their 100% natural fruit drinks.

My main focus for the poster campaign was on the message that the person who is drinking the product is drinking 100% natural fruit juice with no added sugar.

