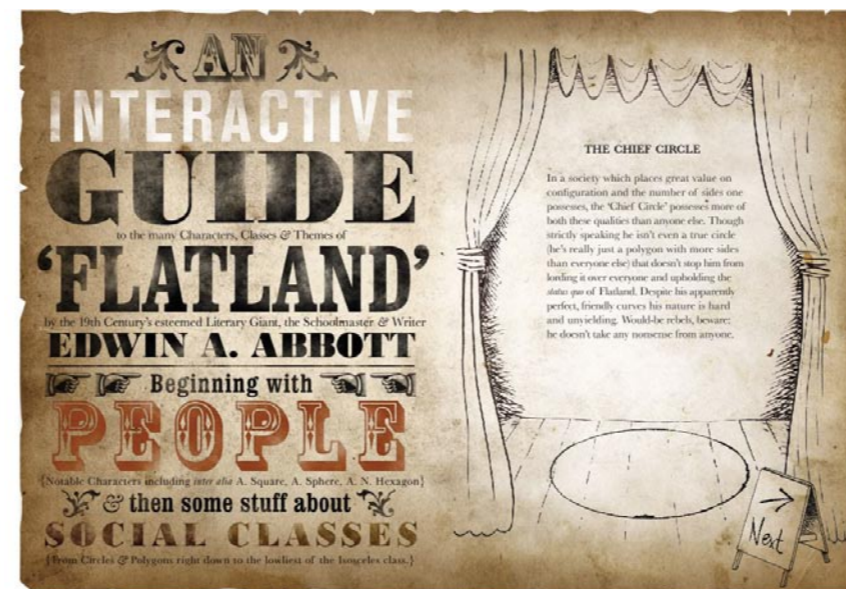
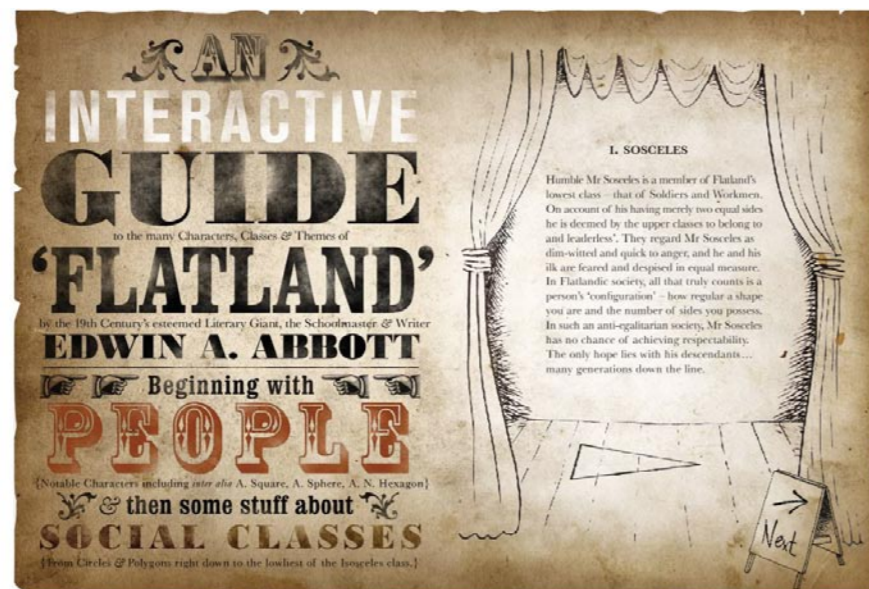


## Flatland

This project was created in response to an open brief: to create a collectible piece of design about Edwin Abbott's Flatland. Flatland concerns a two-dimensional world with a highly stratified class structure based on geometry, i.e. the number of sides a citizen has, the higher its status. I based my design around this, embedding it in the book's late-19th century origins. I looked at music hall culture and the playbills that advertised them to create a typographic arrangement appropriate to the setting. It is a screen-based interactive guide, meaning that when people have been introduced to each character and have read through all the text, they can click the 'next' button to be introduced to another one.



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Figure 3  
Unknown artist  
Poster for Club Cosmetics  
1922.



## Dissertation

My final year thesis, written in semester one, is a saddle-stitched A4 booklet, and an example of editorial design. It investigates the changes that Japanese design underwent in the period following the Second World War, placing everything within a socio-political context. I look at the nature of design, photography and illustration in the pre-war era before examining in detail the work of notables of the Japanese design scene, such as Ikko Tanaka and Tadanori Yokoo, who in very different ways expressed the new horizons of a country rising from the ignominy of defeat.

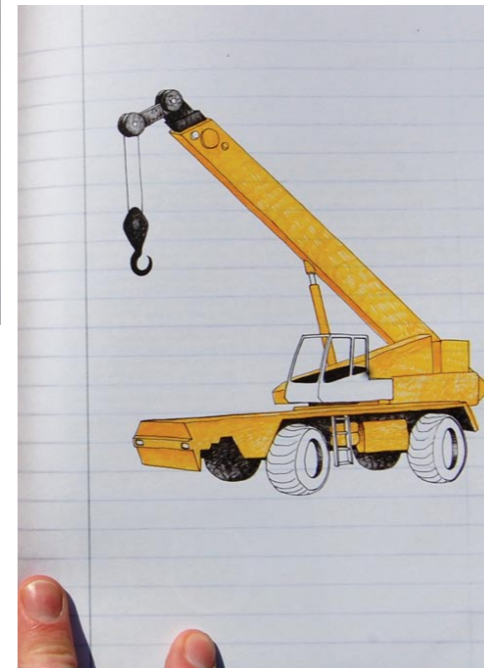
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## ***Meatless Monday!***

In the first semester we were set the challenge of developing a concept for a sustainable event to be held in Belfast. This could be about anything within that field, and could be held pretty much anywhere. I chose to focus on the impact that eating meat has on climate change. Non-meat-based foodstuffs are a far more efficient and eco-friendly way for people to get the energy they need. Instead of focusing too much on the negative impacts of meat itself, I chose to focus more on the positive aspects of foodstuffs that were an alternative to meat – namely, fruit and vegetables.

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## ***My First Trip To School***

For this ISTD competition brief I decided to explore the history of my local area, and my own past, by basing the project around the trip I made to primary school back in the good old days. I took my initial inspiration from Marcel Proust and WG Sebald. Proust is famous for the notion of childhood memories being evoked by things he tasted and smelt as an adult. Sebald took walking trips around parts of England, letting the things he saw and heard trigger personal memories as well as things he had read. His writing is digressive, in that one memory triggers another, and flows into it, before the journey is resumed and the process is repeated. There's an aspect of stream-of-consciousness to his work and there is no attempt to stick to an over-arching theme. My aim was to emulate the work of these writers by undertaking my own digressive, memory-related journey. It made perfect sense to go as far back into my childhood as possible in order to do this. For this work I was successfully awarded membership of the society.

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## Samuel Beckett Festival

This project was a self-written one, in which I had to produce a brand identity for a drama festival where Samuel Beckett's plays would be performed and his legacy celebrated. His plays are darkly humorous, and are often seen as dense and impenetrable. This unfortunately turns people off his work, because as well as being entertaining, his plays have a lot to teach about the human condition. In my brand strategy I wanted to address this fact. The target audience is two quite different groups. The first is Belfast's literati, those au fait with Beckett and keen to take part in a festival devoted to his work. The name 'Pause' comes from a stage direction which appears more than any other in Beckett's plays, something which drama buffs would be aware of. The use of dark colours and stark contrast reinforces the serious themes that Beckett addresses. It also gives the impression of luxury, of exclusivity, which is given added emphasis by the embossed slipcase. This is balanced by the paper sculptures which add a touch of playfulness.

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