
Portfolio 2010

Loren Ferguson
Graphic Designer

8 Dunluce Avenue
Flat 2
Belfast
County Antrim
BT9 7AY

www.lorenferguson.co.uk
lorenferguson@hotmail.co.uk
tel: 07732606007



ISTD 100 Brief

The Brief from this project was to interpret the number 100 in anyway you thought was appropriate. I wanted to come up with something different and unique to me so I decided to represent my 100 mile journey from my home town to where I now live.

I created a 500mm x 500mm geographically accurate typographic map of Northern Ireland with my journey highlighted. In The map I also wanted to represent the enormous change local vernacular language that is apparent across Northern Ireland. To do this I sourced local phrases and sayings from each of the six counties of NI and placed the phrases in my map. I then created a phrase book to allow people who are not familiar with the phrase to find out what they mean.

These are some photographs of the map pack and phrase book. The map folds down to fit into a tracing paper sleeve and displayed in a self sealed clear plastic pocket. The tracing paper sleeve allows the detail of the map to be seen but it doesn't overpower the label on the front of the pack.

The following page shows an example of my final map which folds down to fit into my map pack (The map was designed for print so the fonts don't display as well on screen)



Sustainability Event

For this project the brief was to create a dummy sustainability event to be held in Belfast. We had to establish a target market, brand and advertise the event. I called my event Design Responsibly using the initials DR to create a medical theme. The event was aimed to educate designers how to become more responsible for their actions with the tag line become a design DR. For the project I create a welcome pack to invite designer to attend the event, a website and a press ad.

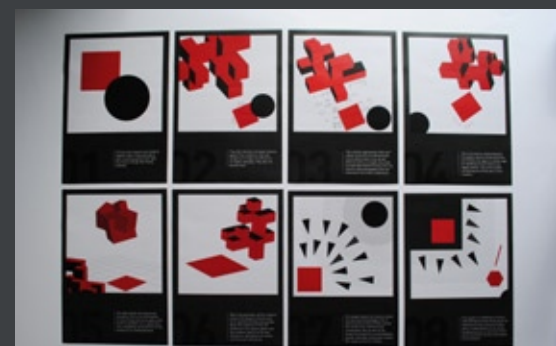
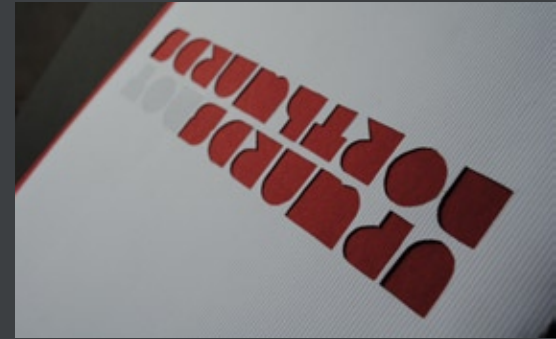
Right shows some photographs of my invitation pack, certificate of attendance and the following page shows some screen shots of my website.



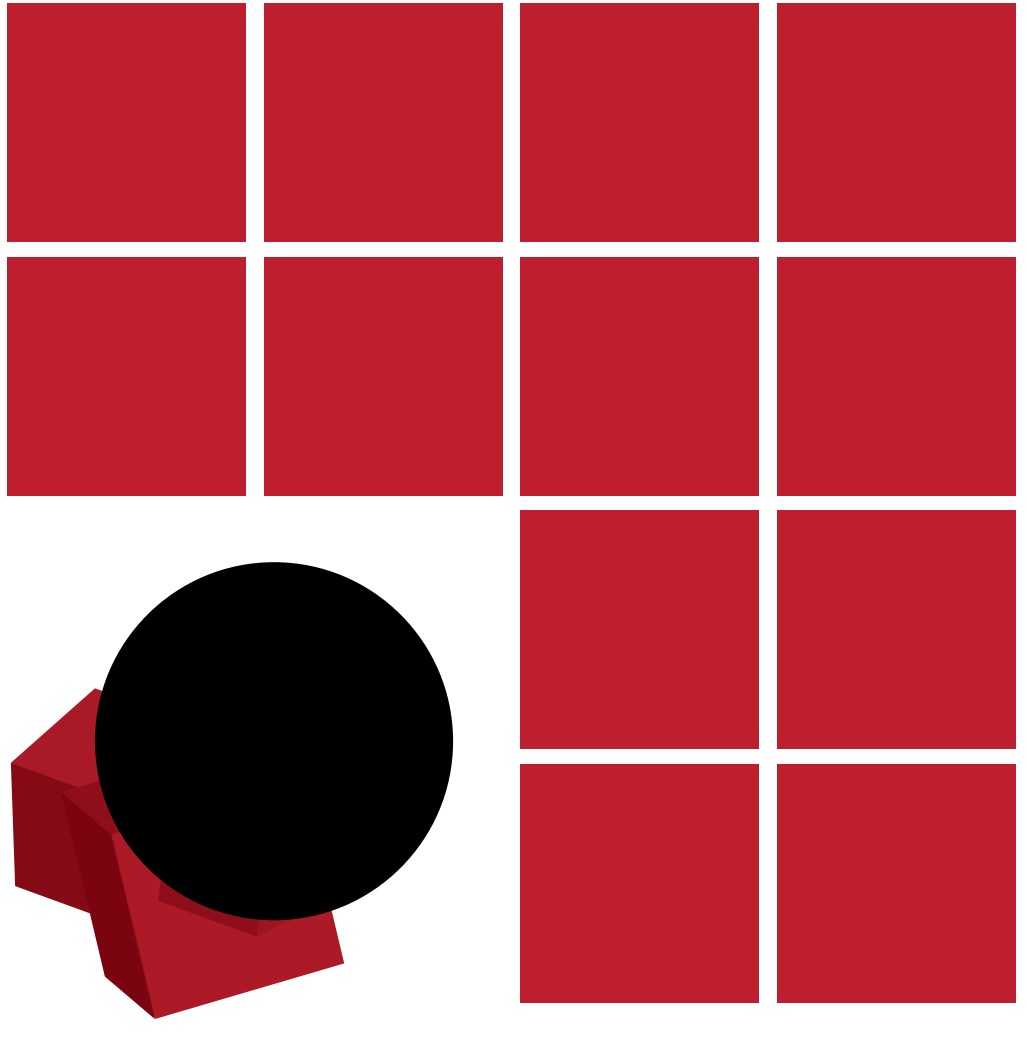
Flatland Collectors Item

For this project the brief was to create a collectors item to celebrate the book 'Flatland' by Edwin A Abbott. The book is about a 2 Dimensional world populated by flat shapes which is visited by a 3 Dimensional object. I decided to create a constructivist style propaganda piece about how the Government are trying to hide the existence of a 3 Dimensional world from the people. I created a gift pack including a series of A5 sticker cards highlighting the story of the main character, these cards can be kept as they are or be combined together to create a A2 Poster. The pack also included an A1 poster and some stickers of some of the characters from my A5 cards which could be used to decorate the sleeve of the pack so that each pack can be individual to the owner.

These are some photographs of the final pack.



Right shows a copy of my A1 poster which folds down to fit in the pack



UPWARDS NOT NORTHWARDS

THE STORY OF HOW THE GOVERNMENT HAVE BEEN KEEPING US IN THE DARK ABOUT THE THIRD DIMENSION

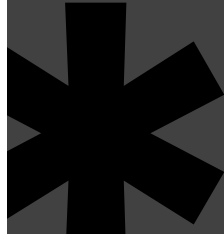
It was now morning, the first hour of the first day of the two thousandth year of our era. Acting, as was their wont, in strict accordance with precedent, the highest Circles of the realm were meeting in solemn conclave, as they had met on the first hour of the first day of the year 1000, and also on the first hour of the first day of the year 0.

The minutes of the previous meetings were now read by one whom I at once recognized as my brother, a perfectly Symmetrical Square, and the Chief Clerk of the High Council. It was found recorded on each occasion that: "Whereas the States had been troubled by divers ill-intentioned persons pretending to have received revelations from another World, and professing to produce demonstrations whereby they had instituted to terror both themselves and others, it had been for this cause unanimously resolved by the Grand Council that on the first day of each millennium, special injunctions be sent to the Prefects in the several districts of Flatland, to make strict search for such misguided persons, and without formality of mathematical examination, to destroy all such as were isosceles of any degree; to scourge and imprison any regular Triangle, to cause any Square or Pentagon to be sent to the district Asylum, and to arrest any one of higher rank, sending him straightway to the Capital to be examined and judged by the Council." "You hear your

late," said the Sphere to me, while the Council was passing for the third time the formal resolution. "Death or imprisonment awaits the Apostle of the Gospel of Three Dimensions." "Not so," rejoined I, "the matter is now so clear to me, the nature of real space so palpable, that methinks I could make a child understand it. Permit me but to dissent at this moment, and enlighten them." "Not yet," said my Guide, "the time will come for that. Meantime I must perform my mission. Stay thou here in thy place. Saying these words, he leaped with great dexterity into the sea (I may so call it) of Flatland, right in the midst of the ring of Counsellors. "I come," said he, "to proclaim that there is a land of Three Dimensions. I could see many of the younger Counsellors start back in manifest horror, as the Sphere's circular section widened before them. But on a sign from the presiding Circle—who showed not the slightest alarm or surprise—six isosceles of a low type from six different quarters rushed upon the Sphere. "We have him," they cried. "No, yes, we have him still! he's gone! he's gone!" "My lords," said the President to the Junior Circles of the Council, "there is not the slightest need for surprise; the secret archives, to which I alone have access, tell me that a similar occurrence happened on the last two millennial commencements. You will, of course, say nothing of these trifles outside the Cabinet." Raising his voice, he now summoned the guards. "Arrest the policeman," said they. "You know

your duty." After he had consigned to their fate the wretched policeman—ill-fated and unwilling witness of a State-secret which they were not to be permitted to reveal—he again addressed the Counsellors. "My Lords, the business of the Council being concluded, I have only to wish you a happy New Year. Before departing, he expressed, at some length, to the Clerk, my excellent but most unfortunate brother, his sincere regret that, in accordance with precedent and for the sake of secrecy, he must condemn him to perpetual imprisonment, but added his satisfaction that, unless some mention were made by him of that day's incident, his life would be spared.

Above is the story of how the government is trying to cover up the existence of the Three Dimensional world and how they are keeping this important scientific knowledge from us, stunting our growth as a civilization. There could be so much more in our lives if we only knew the truth like A-Square and the Government does. We need to stand up and be counted and work as one until the truth is revealed to us. If we work together to seek the truth then we will find it. I know it is difficult to grasp the existence of a Third Dimension, but I can assure you of its existence, who know what it could mean for us and how our lives could be enhanced from our flat existence. Remember, Upwards not Northwards.



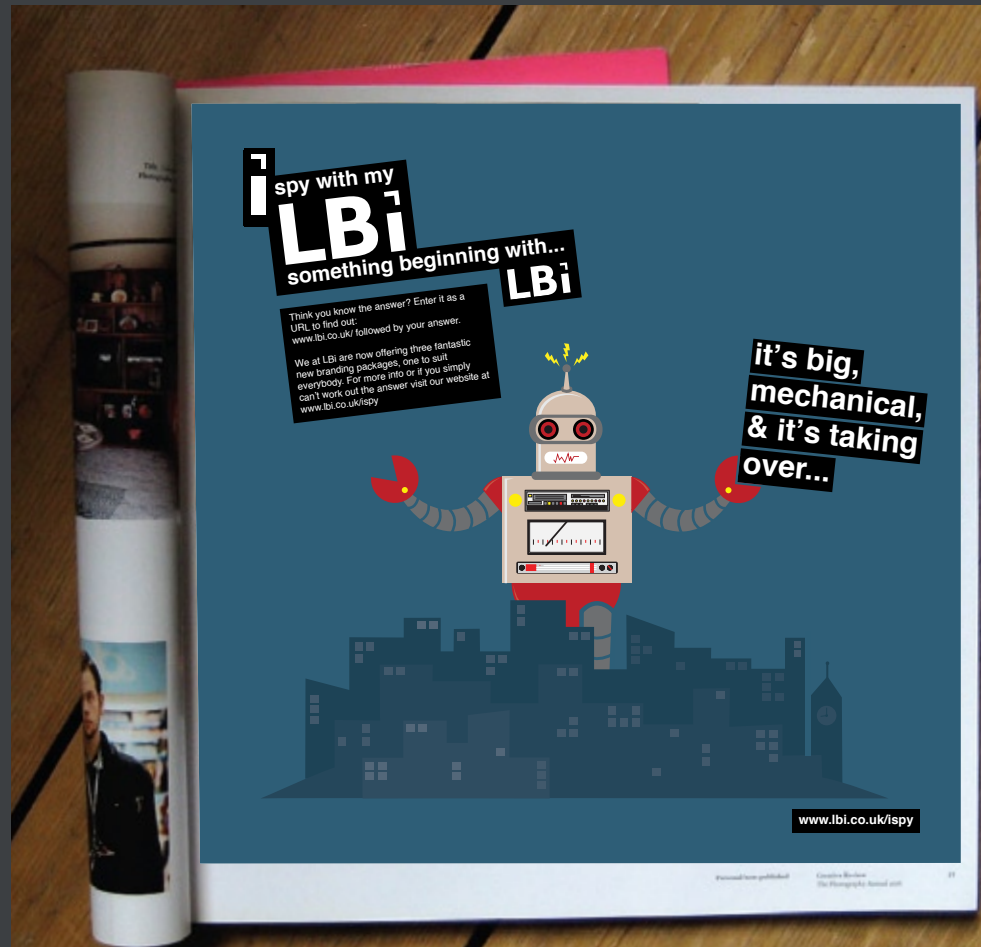
D&AD LBi Brief

For this project the brief was set by LBi (Lost Boys International), a multinational branding company based in London. The brief asked me to come up with different examples of what the Acronym LBi could mean. The target market was perspective clients and the creative industry; the brief stated that it needed to be engaging, fresh and entertaining.

I came up with an interactive 'I Spy' game to get the user involved. I thought of the tag line "I Spy with my LBi". I then created 3 branding packages and named them after things beginning with LBi. A Digital Package named Large Bot Invader, A Print Package named Little Blue Iguana and a complete overhaul package named Lions Big Incisors. I thought that this would be an effective way of attracting new clients in the current economic climate.

The reader is asked to guess what the answer is with a little help from a clue. If the know the answer they can enter it as a URL. E.g. www.lbi.co.uk/largebotinvader. I also designed the web pages that you would link to, as well as a 404 page if they entered an incorrect link.

Right shows an example of one of the ads in context in Creative Review.



The next few pages show some examples of the ads which were designed for Creative Review magazine.

i spy with my
LBi
something beginning with...
LBi

Think you know the answer? Enter it as a URL to find out:
www.lbi.co.uk/ followed by your answer.

We at LBi are now offering three fantastic new branding packages, one to suit everybody. For more info or if you simply can't work out the answer visit our website at www.lbi.co.uk/ispy



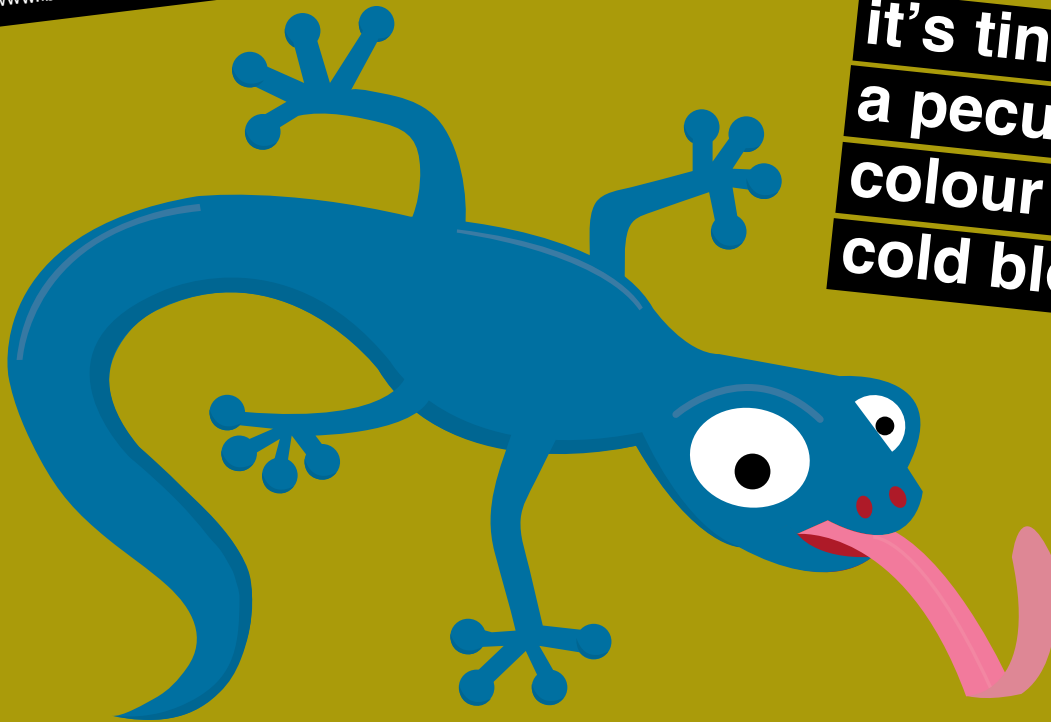
**oh my,
what big
teeth you
have...**

www.lbi.co.uk/ispy

spy with my
LBi
something beginning with...
LBi

Think you know the answer? Enter it as a URL to find out:
www.lbi.co.uk/ followed by your answer.

We at LBi are now offering three fantastic new branding packages, one to suit everybody. For more info or if you simply can't work out the answer visit our website at www.lbi.co.uk/ispay



it's tiny,
a peculiar
colour &
cold blooded...

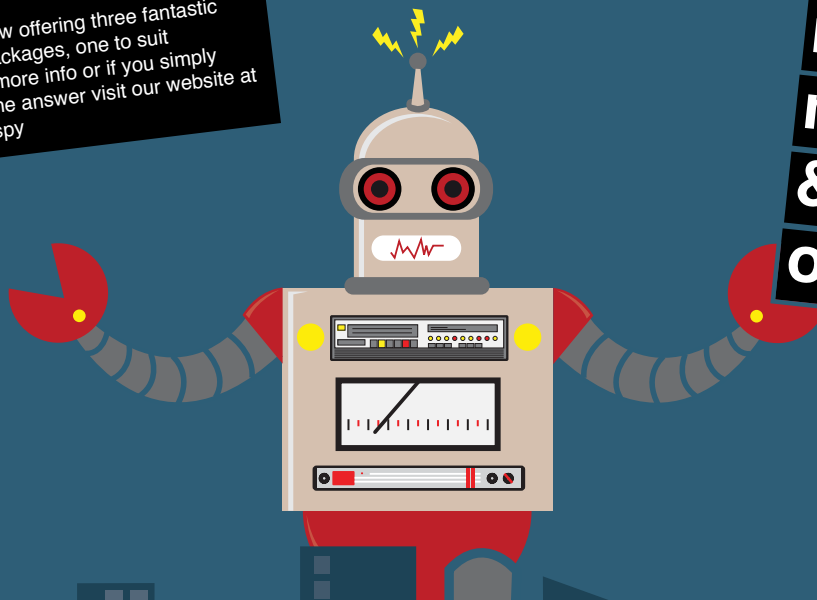
spy with my
LBi

something beginning with...

LBi

Think you know the answer? Enter it as a URL to find out:
www.lbi.co.uk/ followed by your answer.

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**it's big,
mechanical,
& it's taking
over...**