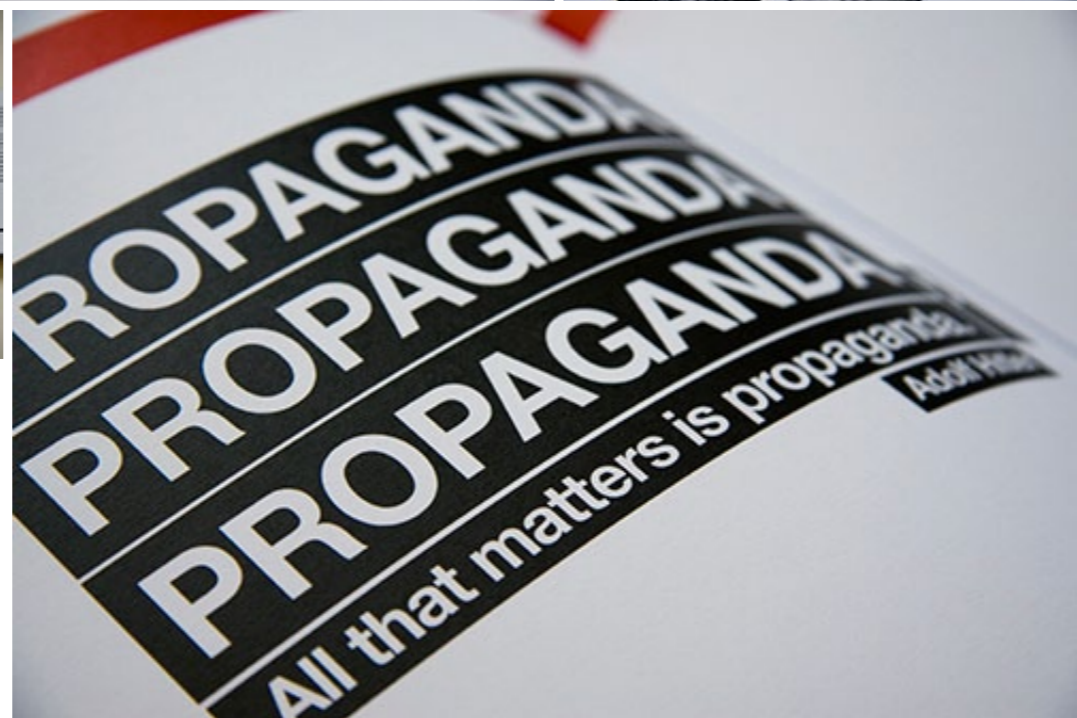


Semester One / Flatland

Design a 'collectable' publication. Your only production parameter is the use of a single A0 sheet and some method of packaging/mailing.

I created 2 A2 letterpress posters along with a do-si-do book and packaging.





Semester One / Dissertation

An example of editorial design. My dissertation was produced as an A4 saddle stitched booklet.



Semester Two / Project One

Brief Create a set of images that help a company to communicate it's character and spirit to it's customers.

The business I chose to photograph was Allan Dorman & Son. A traditional hardware store in Larne.

Through the set of 6 images I hoped to show how this family run business differed to the corporate hardware stores. I photographed subtle differences, from the sign showing they close for lunch, to the worker handcutting wood. I tried to portray their "If it works, why change it?" spirit.



Semester Two / Project Two

10 Things You Should Know About...

Brief Create a series of collectable posters showing 10 things people should know about a chosen subject.

I chose to base this project around American Football. I wanted to create posters to help promote the sport throughout Ireland. As required, I created 3 posters from the series, each representing a fact about the sport. Two of which I based on a players position, trying to show what goes through their heads whilst playing.

I also chose to display a Vince Lombardi quote, which represents what the sport is all about. I combined photography with illustration so I could create a sense of movement in the posters. My outcome consists of 3 A1 posters with labelled packaging.

