

RONAN

*Graphic Design —
Art Direction*

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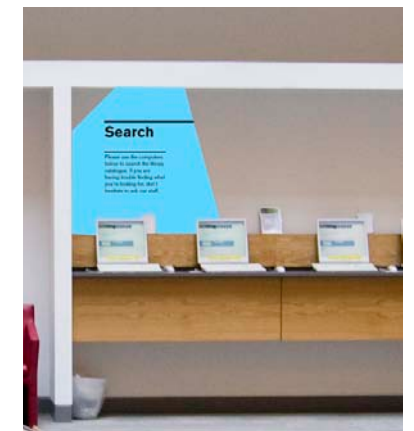
www.ronanmckinless.com



This brief required an evaluation of the Castrol product range, and create a range of packaging solutions that improve the stand-out, pouring experience and navigation of the Castrol brand. I simplified the navigation and gave meaning to the different oils to help customers easily navigate the product range.



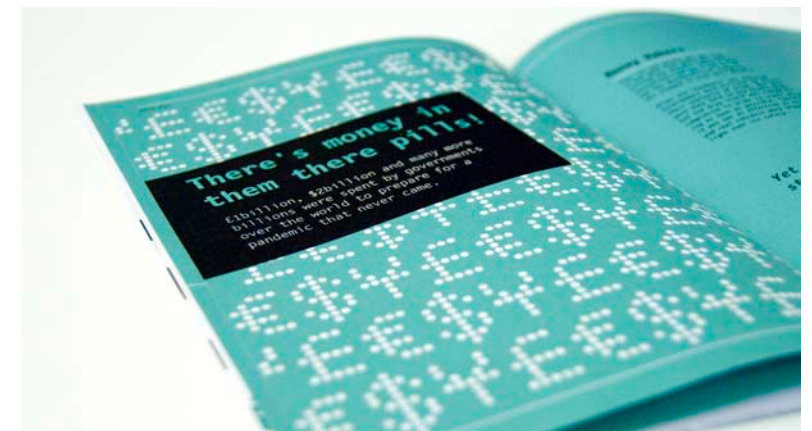
The Flatland brief was an interpretation of the novella of the same name. I created a fold down poster with slip case based on the Chromatic War from the story.



For the signage I wanted to create a large identifiable system that would be hard to miss. I used space effectively, such as the arrow on the shutter to inform and direct visitors once the library is closed.



Freewheel was an event created to raise awareness of travel sustainability in Belfast. I created the brand guidelines and advertising for the event.



The ISTD brief was based on the theme imbalance. I choose to look at the imbalanced us of the Pandemic status for the recent influenza outbreak.