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design & illustration

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# LES ENFONT

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## **Les EnFont - Brief**

To create a modular typeface, using 5 basic shapes and to learn the importance of a grid.

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## **Target Audience**

Young Designers - Universities - Design Company's.

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## **Strategy**

Like many people I grew up playing consoles such as the NES, SNES and Atari. For this project I wanted to pay homage to those consoles and their games. The modular font I created was based on the simplistic shapes of the Pac-Man characters, hence the name of the finished font, 'Ghost'.

I created the designs using Adobe Illustrator CS3, while refining and publishing the font with FontLab Studio. The final font was printed in a book intitled, LesEnFont

• • • • • abcdefghijkl

mnopqrstuv

wxyz

1234567890 • • • • •

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## 02, 'We're Better, Connected' - YCN Brief

To create a 20 second advertisement that expresses the theme of being, "Better, Connected".

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### Target Audience

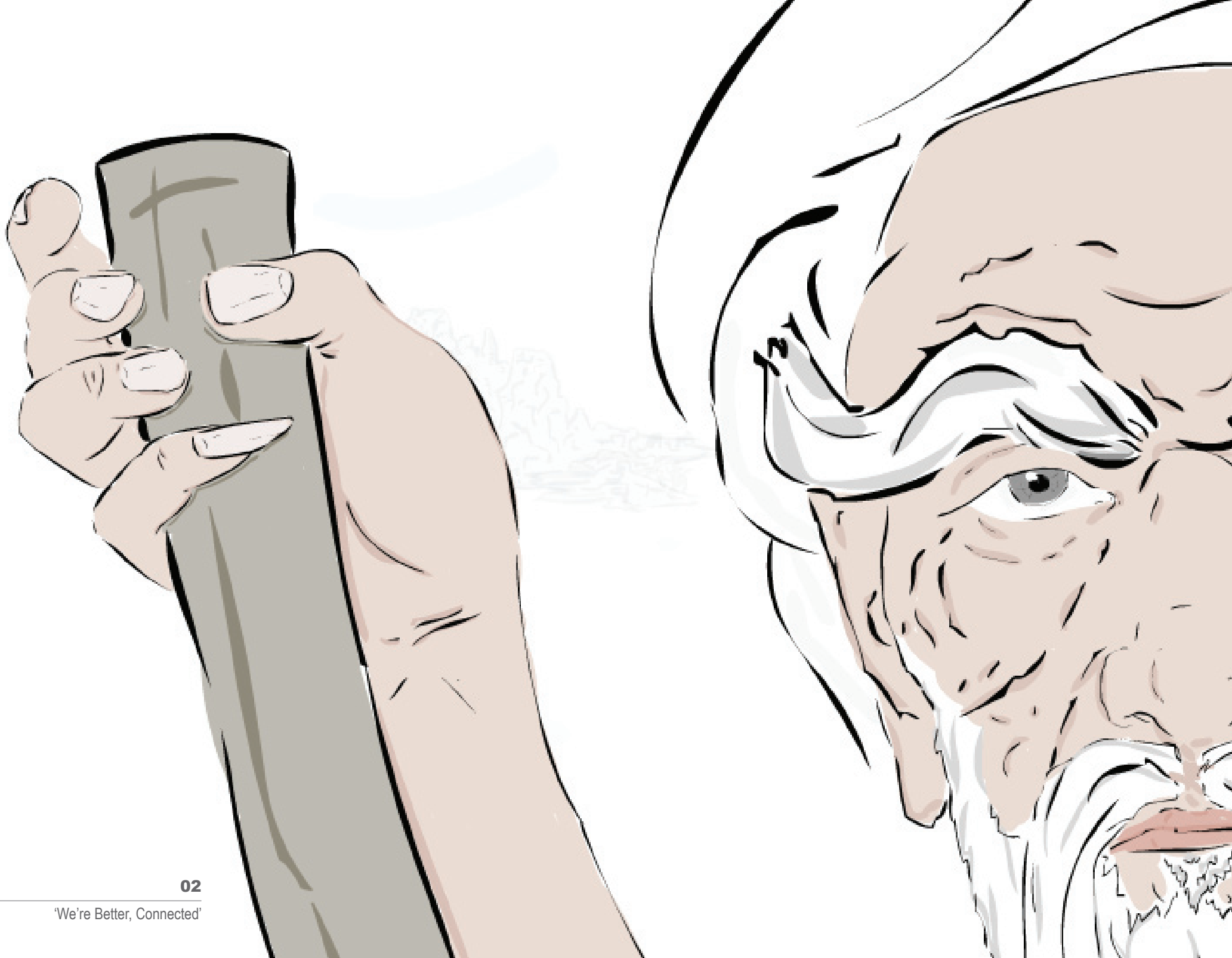
Mobile phone users

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### Strategy

I'm a fan of the artist Van Gogh and decided to emulate some of his Asian themed work. I wanted to express a strong feeling of connection without using old clichés, such as couples apart. I researched various traditional Chinese tales such as the jumping carp, to help create a story that showed the connection between the hunter and hunted. However the story doesn't take itself too seriously as the end clearly shows.

I created the animation drawing frame-by-frame illustrations, then tracing these using Adobe Flash CS3.



# SUSTAINABILITY

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## **International Sustainability Event - Brief**

To be the planner and designer of an International Sustainability Event.

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## **Target Audience**

Community - Children.

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## **Strategy**

I approached this brief by looking at my own area and the amount of unused land that could be cultivated. I gained inspiration from the urban farms in large cities such as New York, which have gained UN recognition for their work on sustainability. I created an educational pack to be given to children two months before the event. This pack included, a booklet to generate interest, a pack of seeds to grow a particular vegetable and a flowerpot for the children to grow the seeds. After two months of growing, the children would be invited to the opening of a 'Sustainable Urban Garden' on land that was previously unused and asked to plant their vegetables for the start of a community wide operation. I used Adobe Illustrator to create all of the illustrations, while Adobe InDesign was used to arrange the layout of text.



**Sustainability**

Where The Concrete Ends



\* Carrot Pack

# Urban Gardening WHERE THE CONCRETE ENDS

- This pack contains:
- \* **Story Book**  
explaining urban gardening
  - \* **Flower Pot**  
flat folded for assembly
  - \* **Seed Pack**  
carrot seeds

# 1



Urban Gardening  
WHERE  
THE  
CONCRETE  
ENDS



## Sustainability

Where The Concrete Ends



WHERE  
THE  
CONCRETE  
ENDS

Where the plants within the booklet to assemble me.

**Sustainability**

Where The Concrete Ends

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## Written Brief - Brief

Brand a series of beers.

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## Target Audience

25 - 40 yr old males/ females.

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## Strategy

My Brief indicated creating a beer for males and females, between the ages of 25 to 40. These are sociable people who have become accustomed to drinking and experimenting with beers. I decided to look at how alcohol was being branded in other countries, to see how in such a packed market a brand can stick out. I soon came across the numerous wine vineyards in the United States who are open to experimentation, when branding their wine (M.A.S.H). I took influence from this approach toward alcohol branding and applied it to this design. For my own graphics for the beer labels, colour and style I took inspiration from 50/ 60s illustration (M. Sasek), which is a passion of mine. I wanted to create a beer that had the personality and style of an American wine, but was still quintessentially Irish/ European in humour.



**Branding**

Eureka

