

(some of)
THIS IS[✓] MY WORK

POLLY
CANTLE

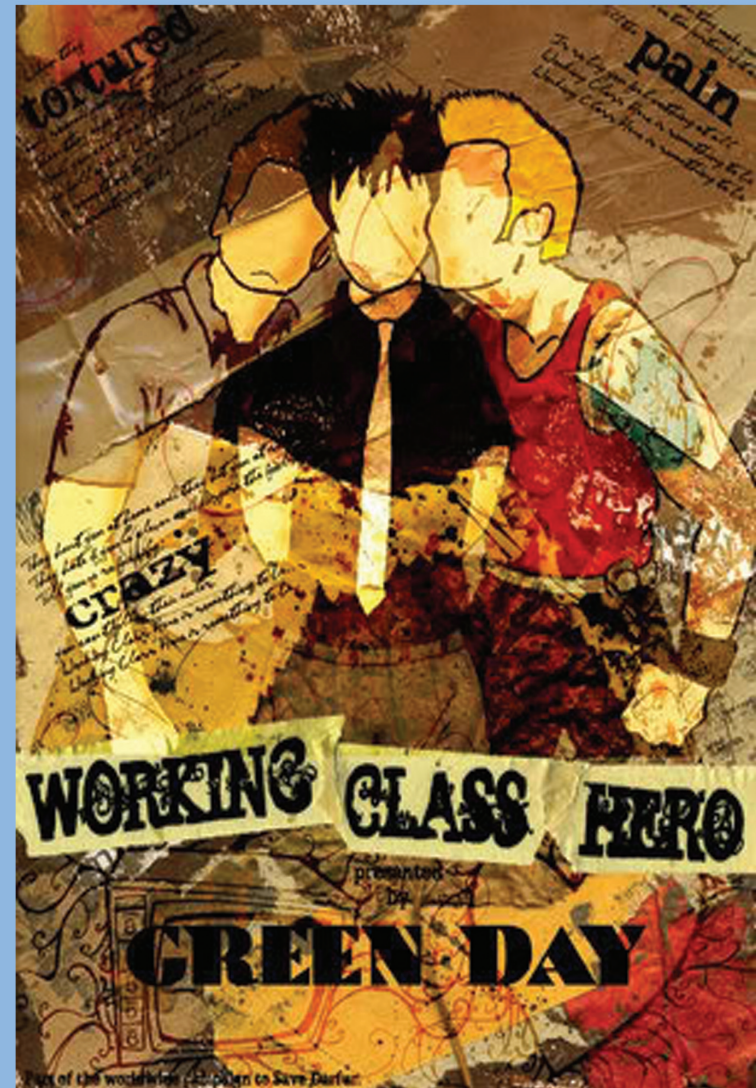
Design Portfolio

BRIEF: To create an outcome that could be part of resolving a political or social issue.

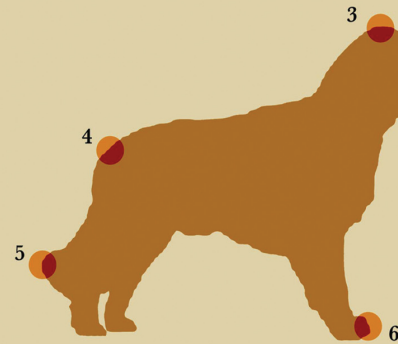
RESPONSE: I chose to focus on war, a continual issue which the government seeks to resolve. This is because, at the time, I'd bought an album called Instant Karma: The Amnesty International Campaign to Save Darfur. One of the songs on that album inspired me to create this poster; Working Class Hero by Green Day was never released as a single, but was promoted with a music video. I decided to design this poster, to be part of a CD single, whose proceeds would go to the Save Darfur campaign.

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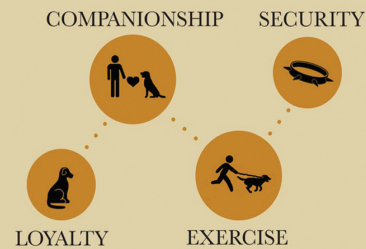


How a dog's body works.



- 1 ● A dog's sense of smell may be as much as 100 times better than a human's, making it the most sensitive and vulnerable part of its body.
- 2 ● The most common myth about a dog's eye sight is that they are completely color blind. Dogs can in fact see colors, just not as well as us humans.
- 3 ● Emotional drive is necessary to ensure that a dog will use sufficient energy to preserve itself and its species. Emotion is associated with courtship, mating and the protection of offspring. Emotion is also associated with food and hunting, escape and self defence and the protection of territory.
- 4 ● Dogs have strong leg muscles, to help them run across rough terrains.
- 5 ● You can tell a lot about what a dog is feeling by watching their tails. They use their tails for communication, expressing feelings such as happiness, fear and aggression.
- 6 ● The dog's paws provide both traction and shock absorption and come in handy for digging. Thick pads absorb more shock and increase endurance. Rough pads allow for better traction for quick turns and effective sprinting.

What dogs can do for you.



How dogs help our society.

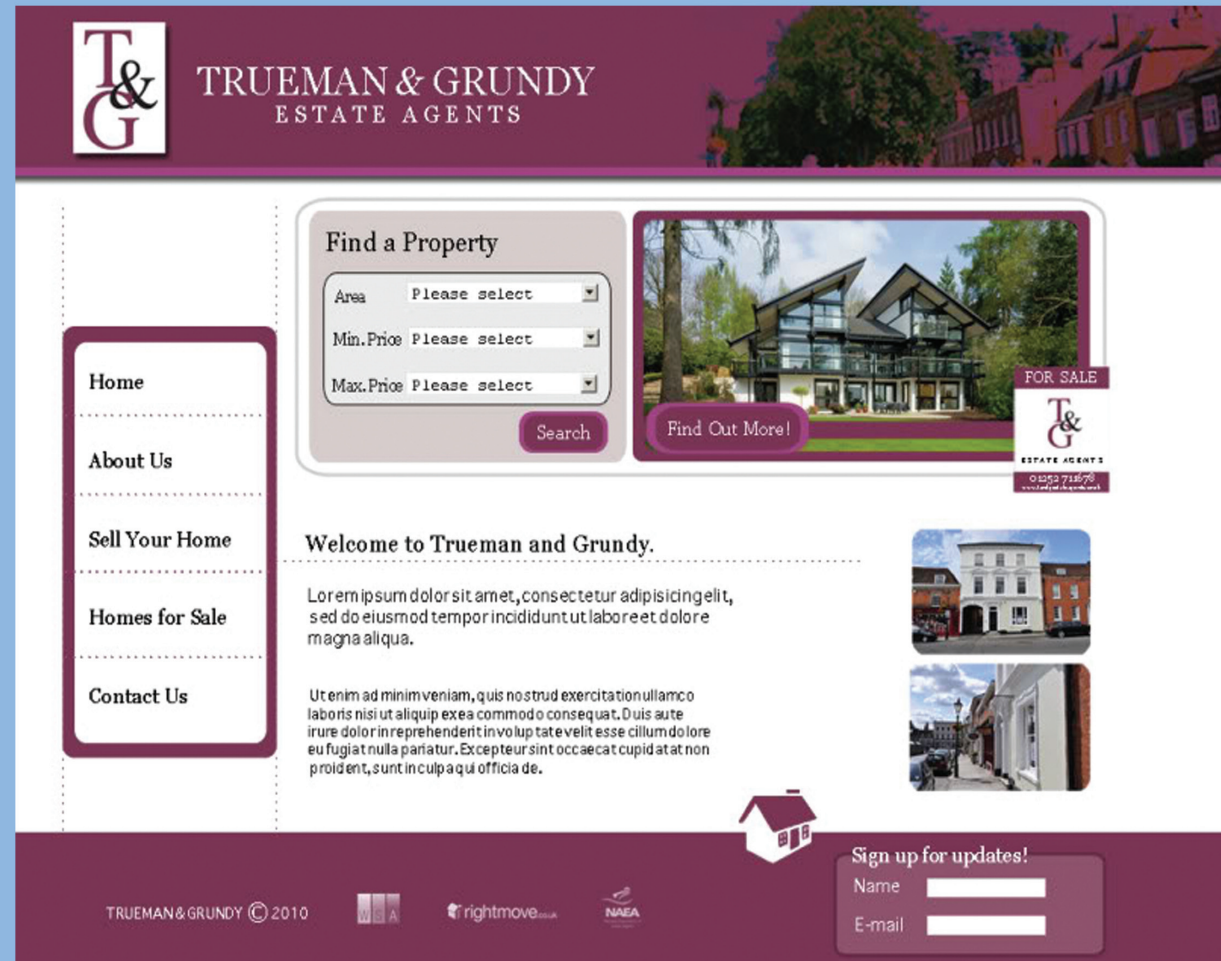
- HUNTING
- HERDING
- PULLING LOADS
- PROTECTION
- ASSISTING POLICE & THE MILITARY
- AIDING THE ELDERLY & HANDICAPPED

BRIEF: To choose an existing charity and design a means for it to earn more donations and funds.

RESPONSE: I chose to focus on the charity Dogs Trust, as this is a charity I regularly donate to. For the final outcome, I decided to create a book containing infographics, which both inform people of the charity and also teach people more about dogs and how they contribute to society.

BRIEF: To design a website for Trueman & Grundy, an estate agents in Farnham, UK.

RESPONSE: This was a piece of freelance work I took on whilst on work experience in 2010. The client requested the same colours as his logos, as well as a friendly, yet professional feel.



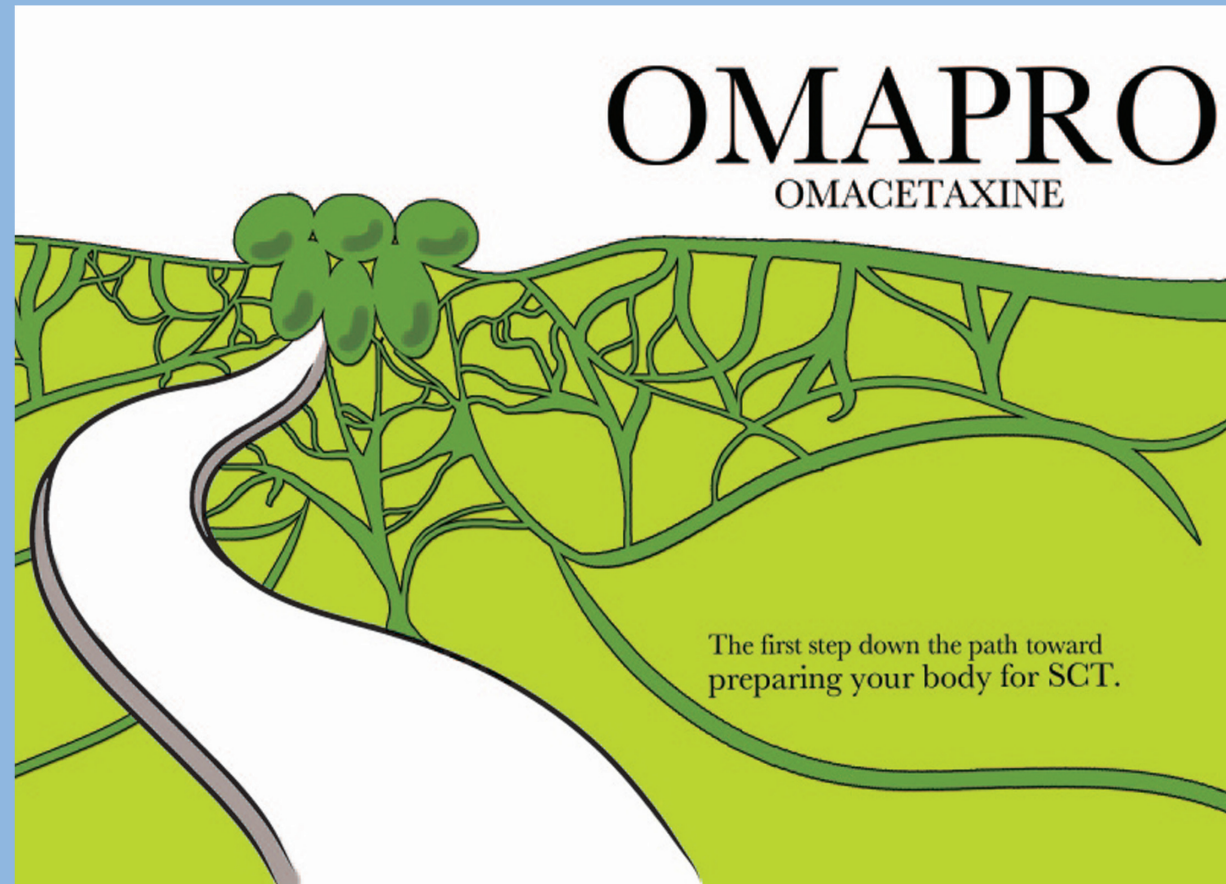


BRIEF: To design a poster which expresses the same ideologies and message as a chosen graphic design magazine. The poster must be made using screen printing, not digitally.

RESPONSE: For this brief, our class was asked to work in pairs to produce the final product. The magazine we were asked to base our work on was I-D, a magazine dedicated to fashion, art and music. After looking at various issues of i-D, we discovered that the majority of models on the front cover are shot whilst winking, referring to the name of the magazine when it's rotated vertically (resembling a smiley face). We decided to focus on this image for our final piece, using a number of different artefacts to represent the winking face.

BRIEF: To design the cover of a medicine box, OMAPRO (used to prepare cancer patients who are waiting for stem cell treatment). Design should include imagery of cells.

RESPONSE: I wanted to emphasize how this medicine is aimed to help prepare one's body for SCT (stem cell treatment). After experimenting with a number of words, I chose to use the idea of having a path that leads to SCT, with the cells themselves representing a landscape in the distance.



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