THIS IS MY ^ PORTFOLIO.

fantastic!

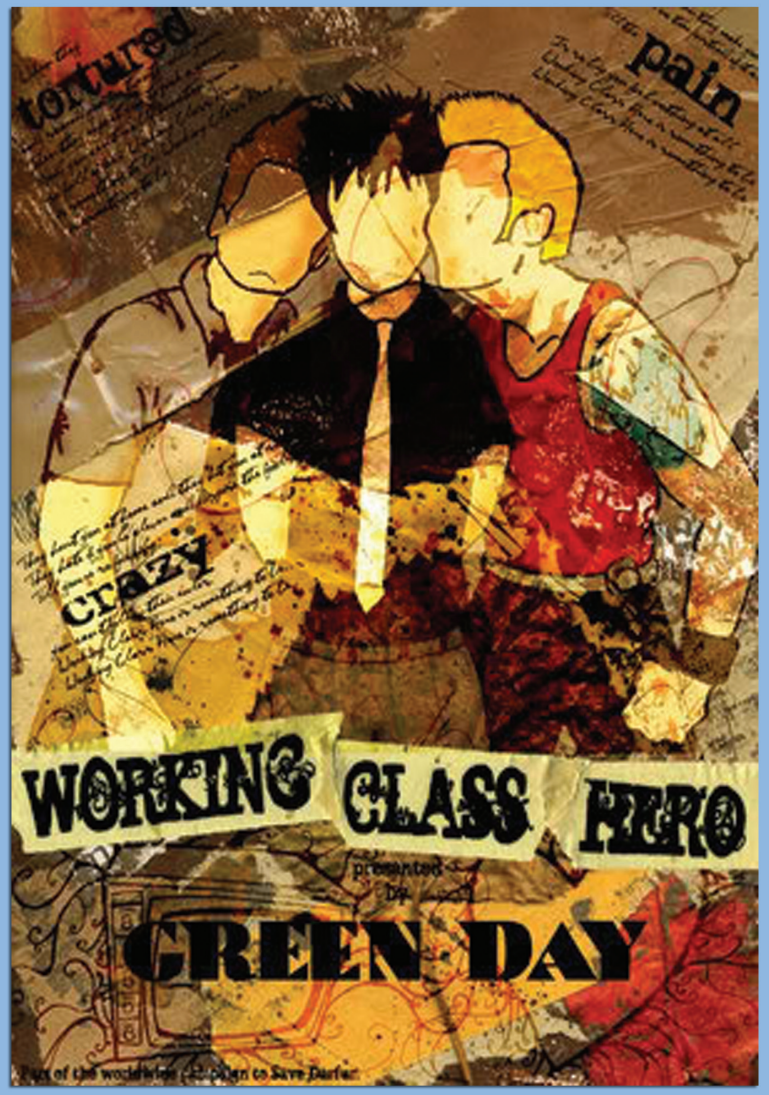
POLLY
CANTLE

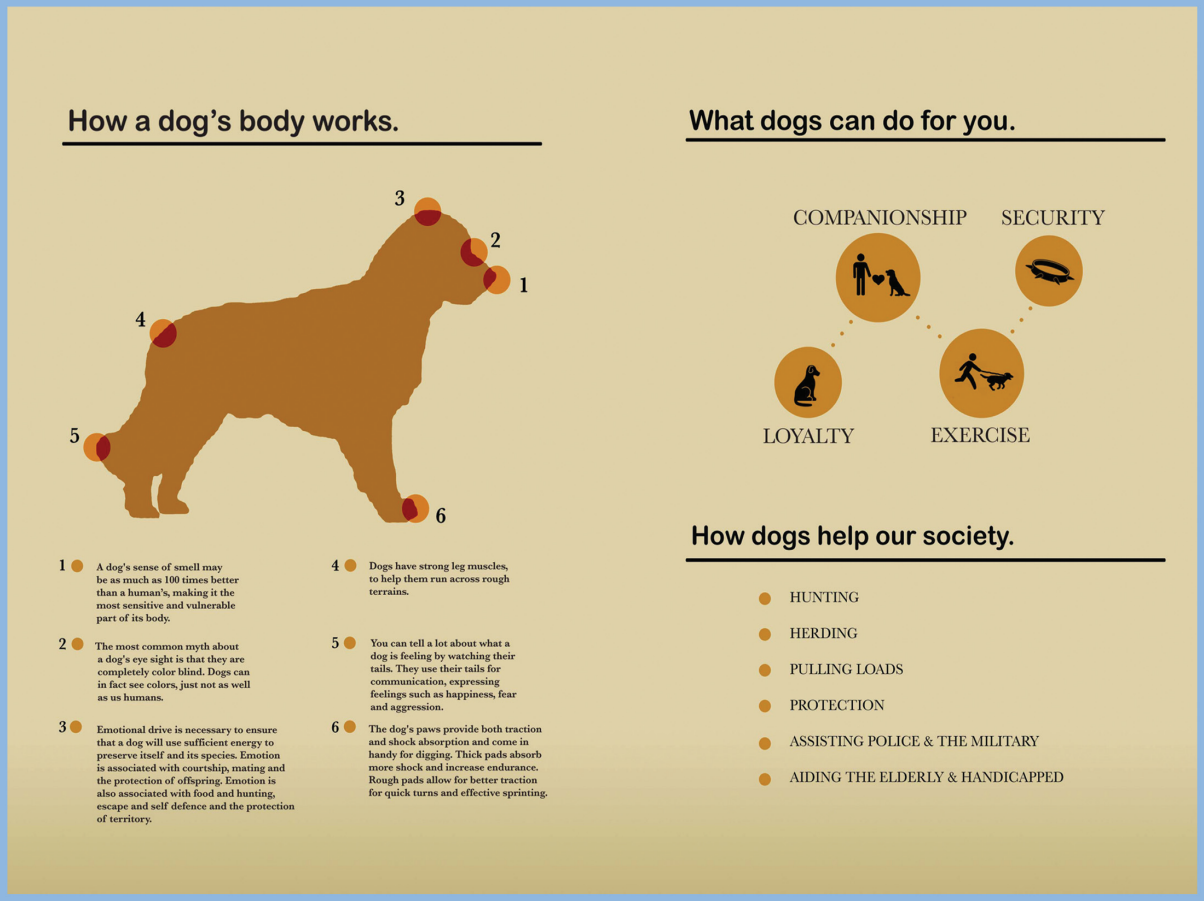
Graphic Designer

WORKING CLASS HERO (2008)

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.





DOGS TRUST (2011)

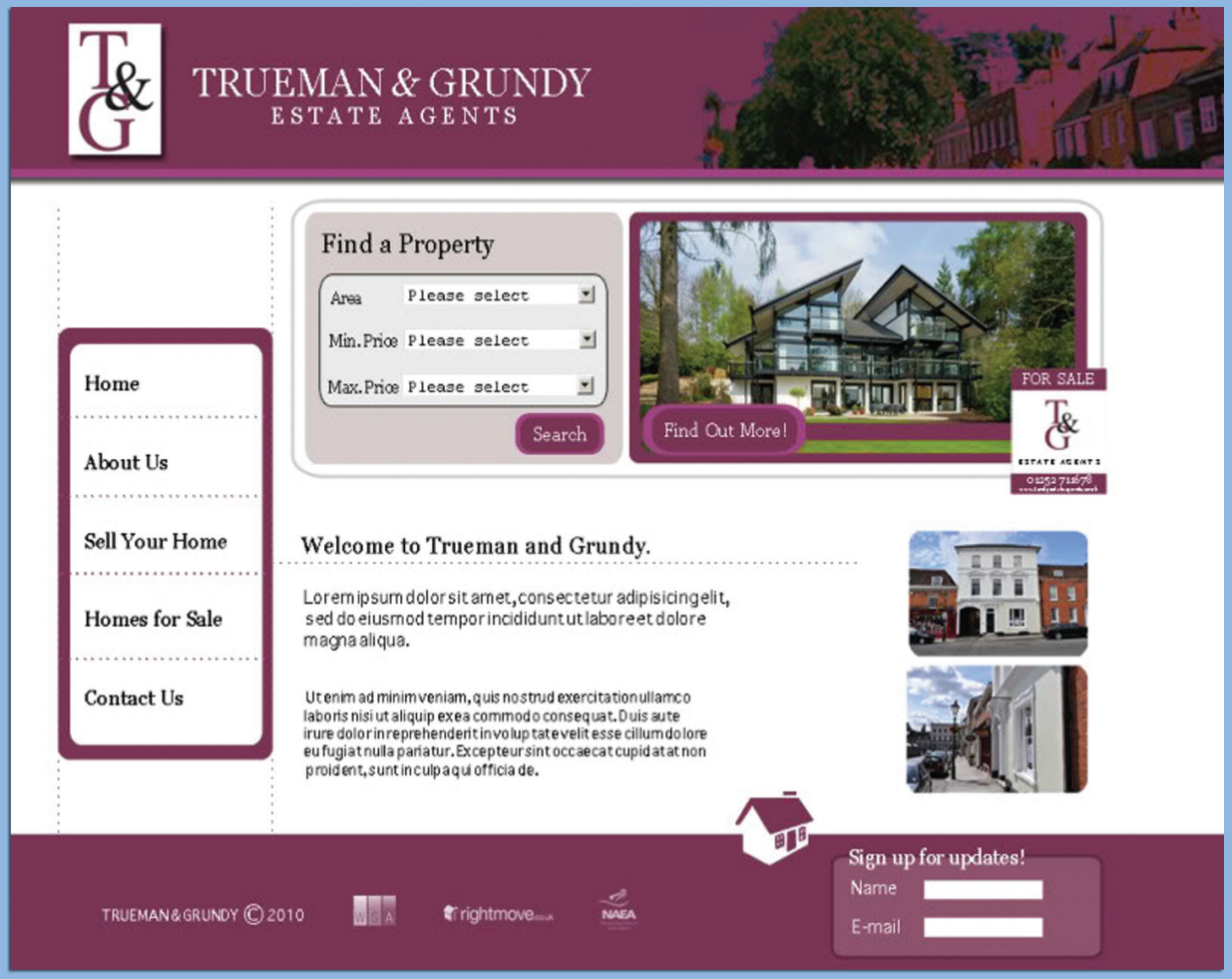
BRIEF: To choose an existing charity and design a means for it to earn more donations and funds.

RESPONSE: I chose to focus on the charity Dogs Trust, as this is a charity I reguarly 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.

TRUEMAN & GRUNDY (2010)

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.





i-D (2010)

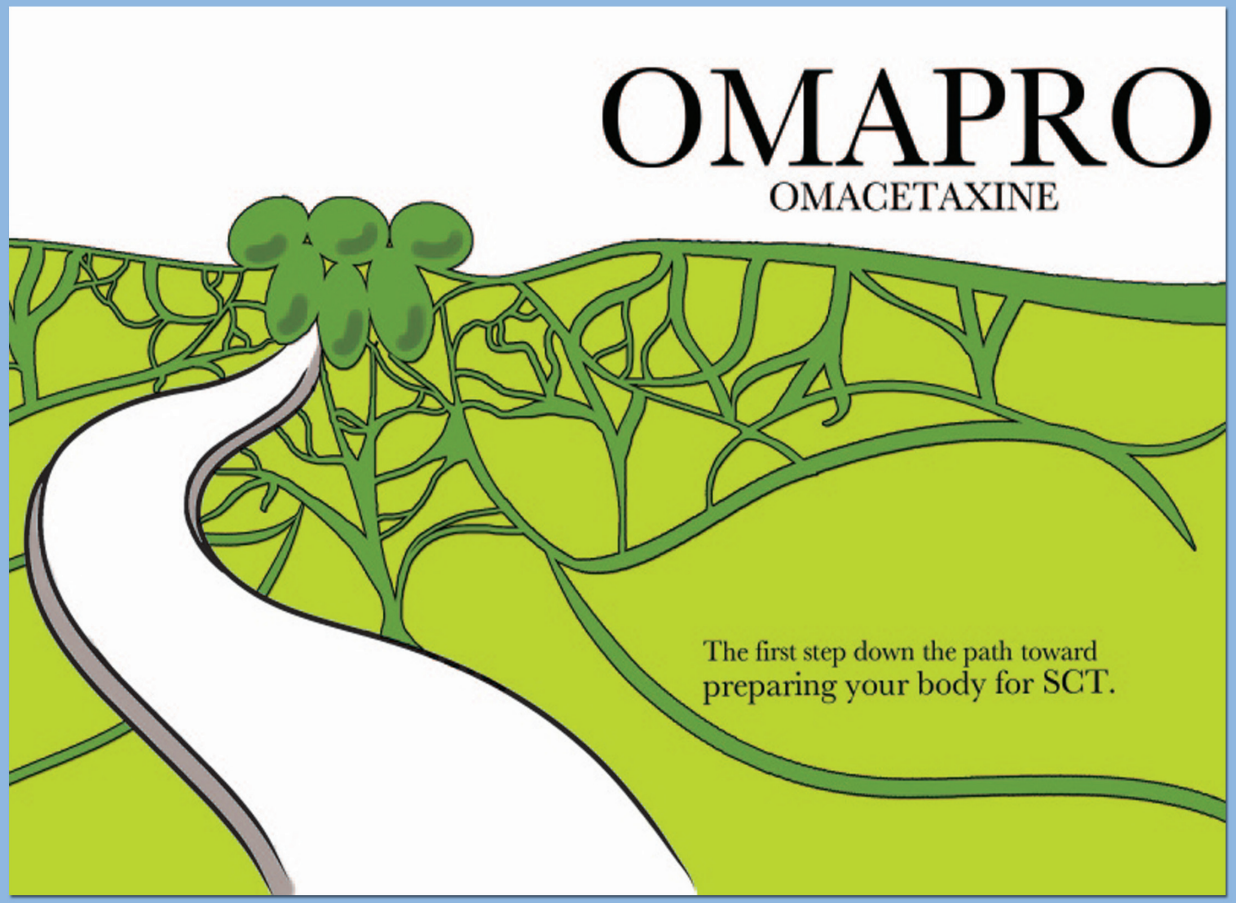
BRIEF: To design a poster which expresses the same ideaologies and message as a chosen graphic design magazine. The poster must be made using screen printing, not digitally.

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, refering 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.

OMAPRO (2010)

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.







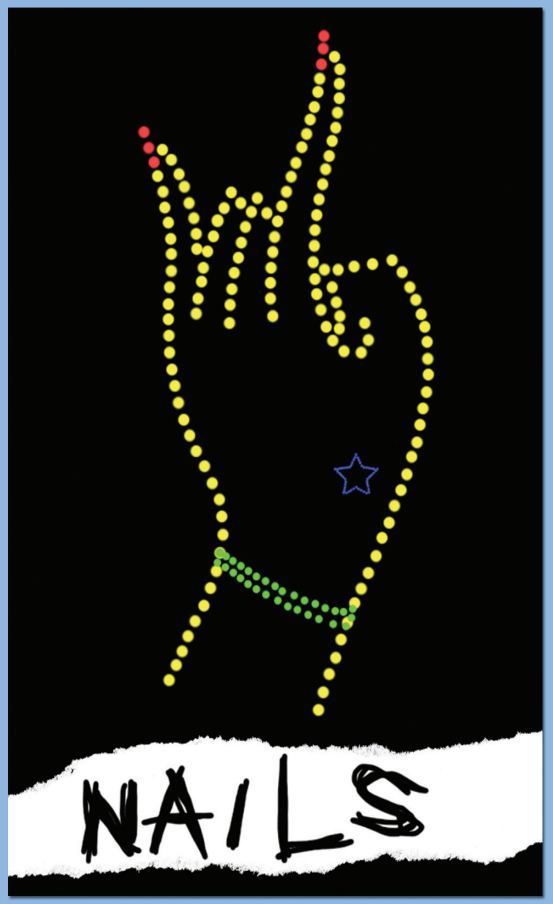


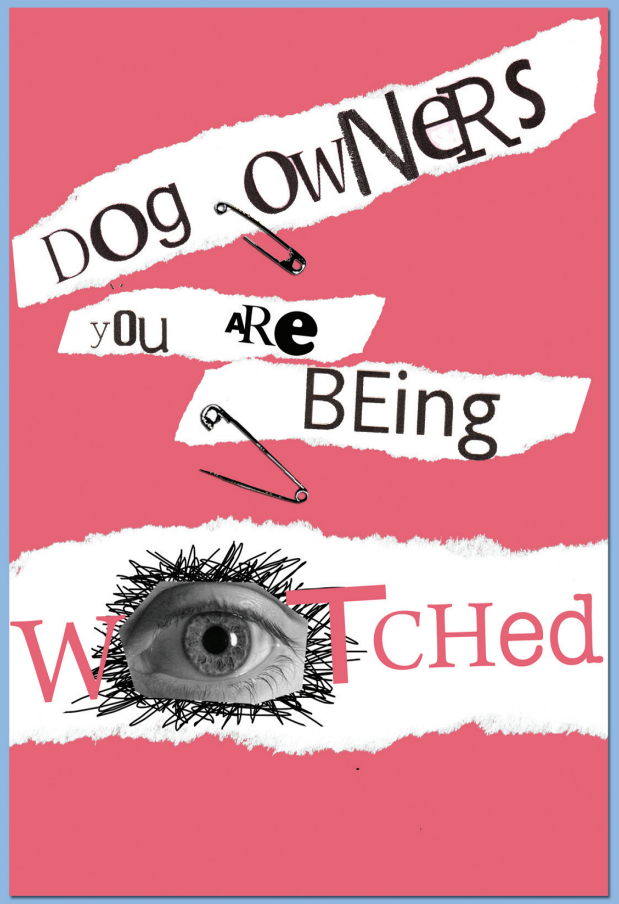
AGGREGATE SPEND LOGO (2010)

BRIEF: To design a logo for a new accounting software, named Aggregate Spend.

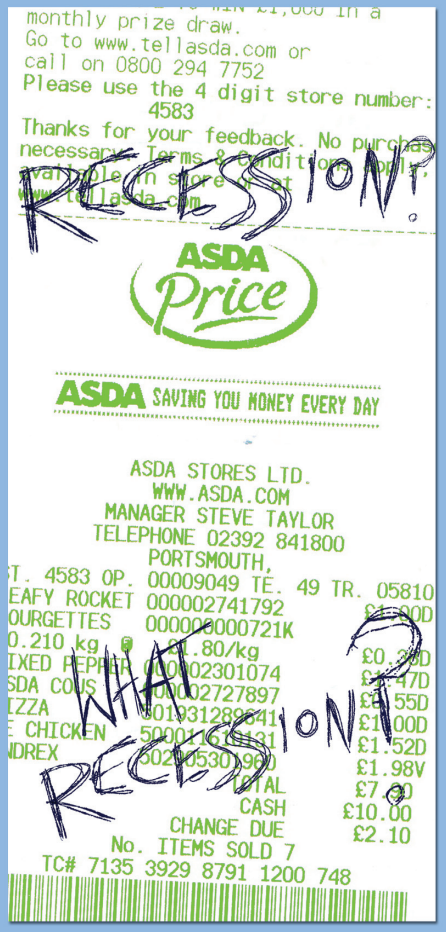
RESPONSE: This was freelance work that I took on during the Summer. The brief asked for a logo for a new software, designed to help clients with their accounts and spreadsheets. I looked into the meaning of the word the product is named after and discovered that it refers to collation of information. Based on this, I created these designs.

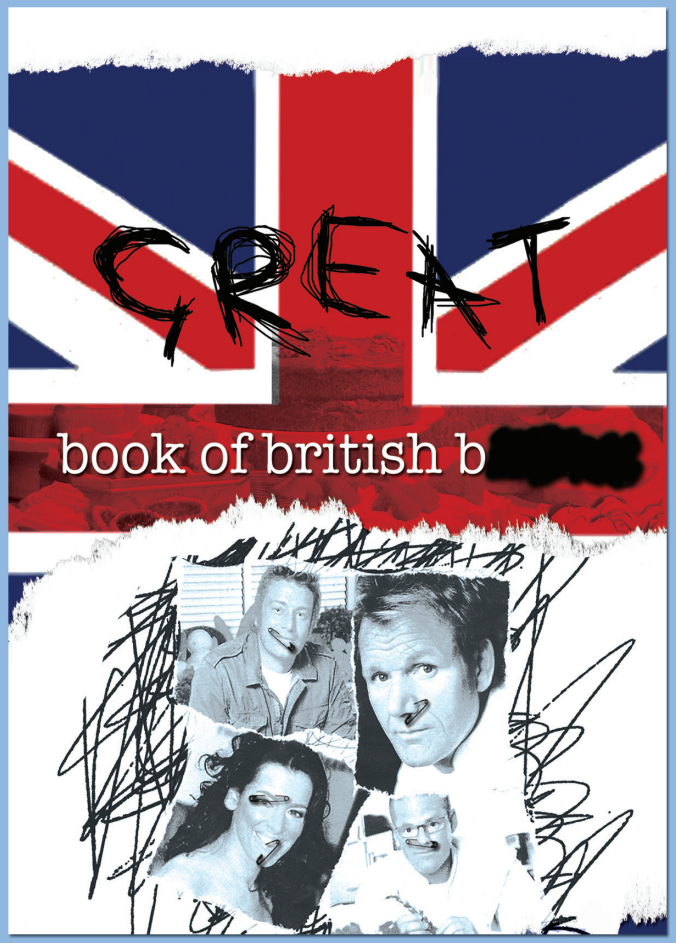
MAJOR RESEARCH PROJECT (2010)











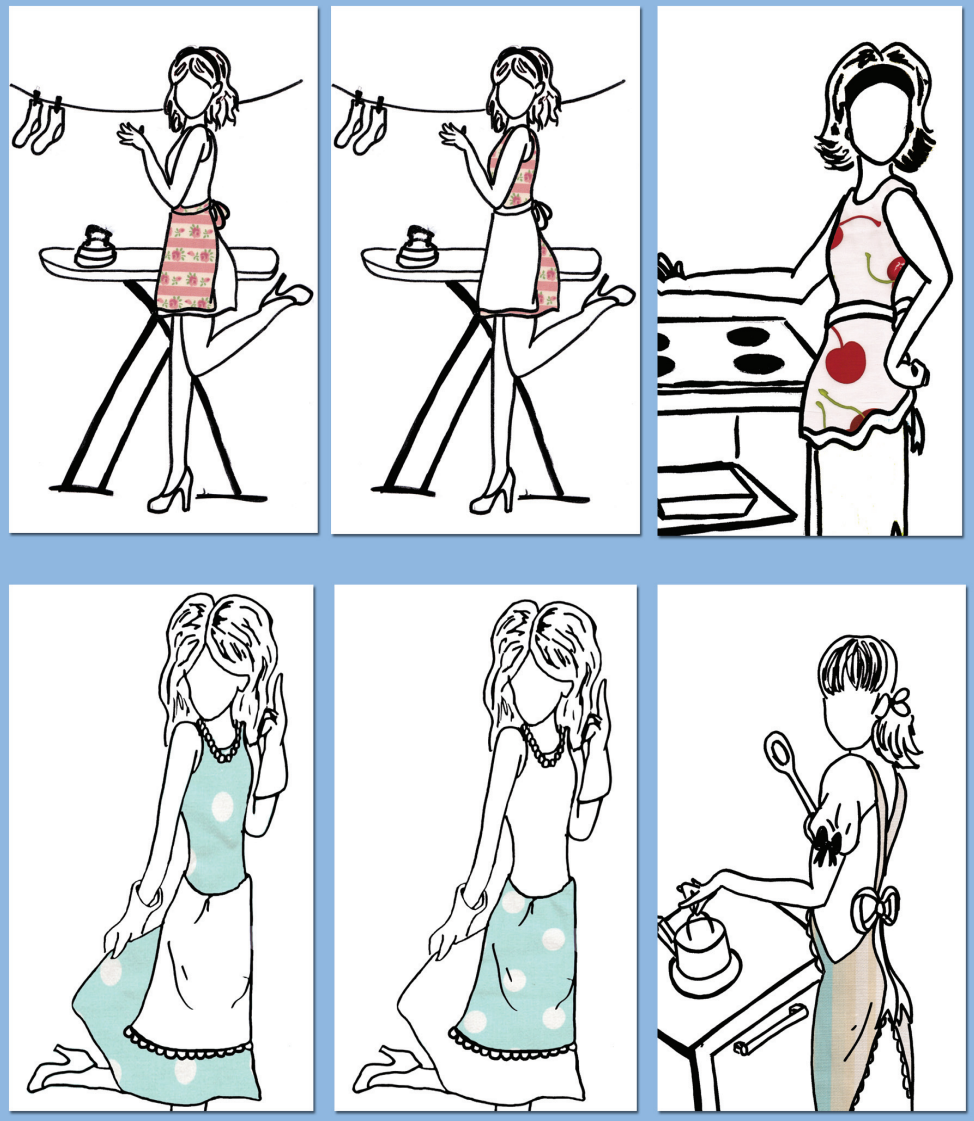
BRIEF: Choose a theme, research into it and create an outcome based on that theme.

RESPONSE: The theme I chose to focus on was punk in design, as punk is a major influence on my lifestyle. I explored many examples of punk, including CD and vinyl designs, magazine designs and zines. Eventually, I decided to create a book that shows normal, everyday designs with a punk aesthetic style applied to it. I did this to show understanding of the elements of punk design. The objects I chose to 'punkify' were a cook book, a shop receipt, a sign for a nail bar and a handmade sign I'd found pinned to a lamp post, warning dog owners off. I also created a piece based on my reaction to the student protests, regarding the increase in university fees.

JOLLY GOOD (2010)

BRIEF: Work in groups of 4 and create a brand. Designs must include a logo, letterhead and business card, as well as any other merchandise you want.

RESPONSE: The group I worked with work extremely hard on this project! Initially, we created a mood board of all of our favourite styles and eventually decided that we wanted to have a similar image as the 1950s housewife-style, as this is what appealed best to us all. Following this, we created the name Jolly Good Designs. I created some of the illustrations used on our products, as shown and the rest of the creations followed.




ajollygoodwebsite.co.uk




Jolly
good
bag


Jolly good postcards
Jolly
Delicious!


Jolly good badges
Jolly
good


Jolly good marbles!


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Jolly
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teatowel
ajollygoodwebsite.co.uk
Jolly
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bag
Jolly
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bag