

THIS IS MY ^ PORTFOLIO.
fantastic!

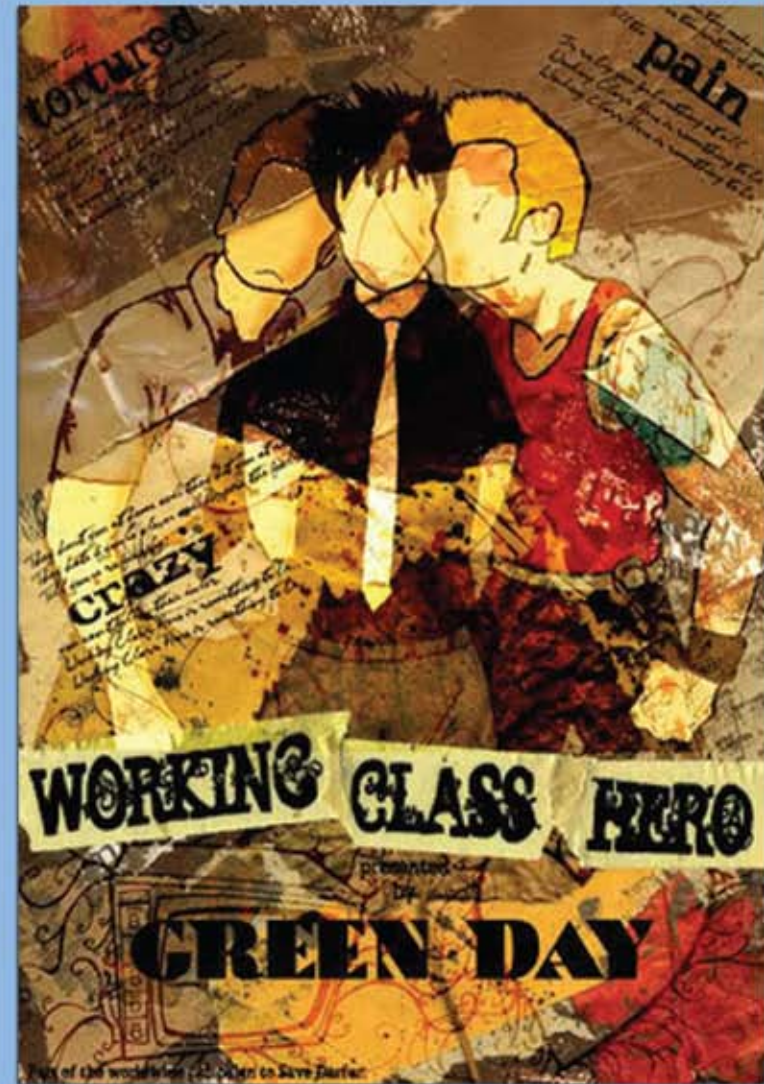
POLLY
CANTLE

Graphic Designer

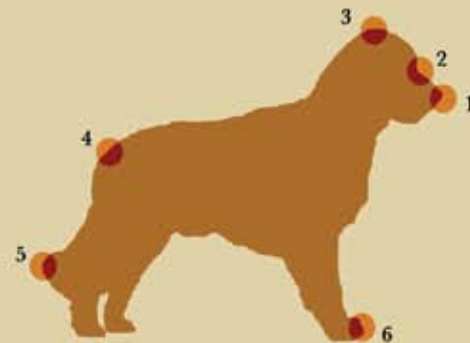
WORKING CLASS HERO (2008)

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.



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 valuable 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 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 terrain.
- 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

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 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.

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)

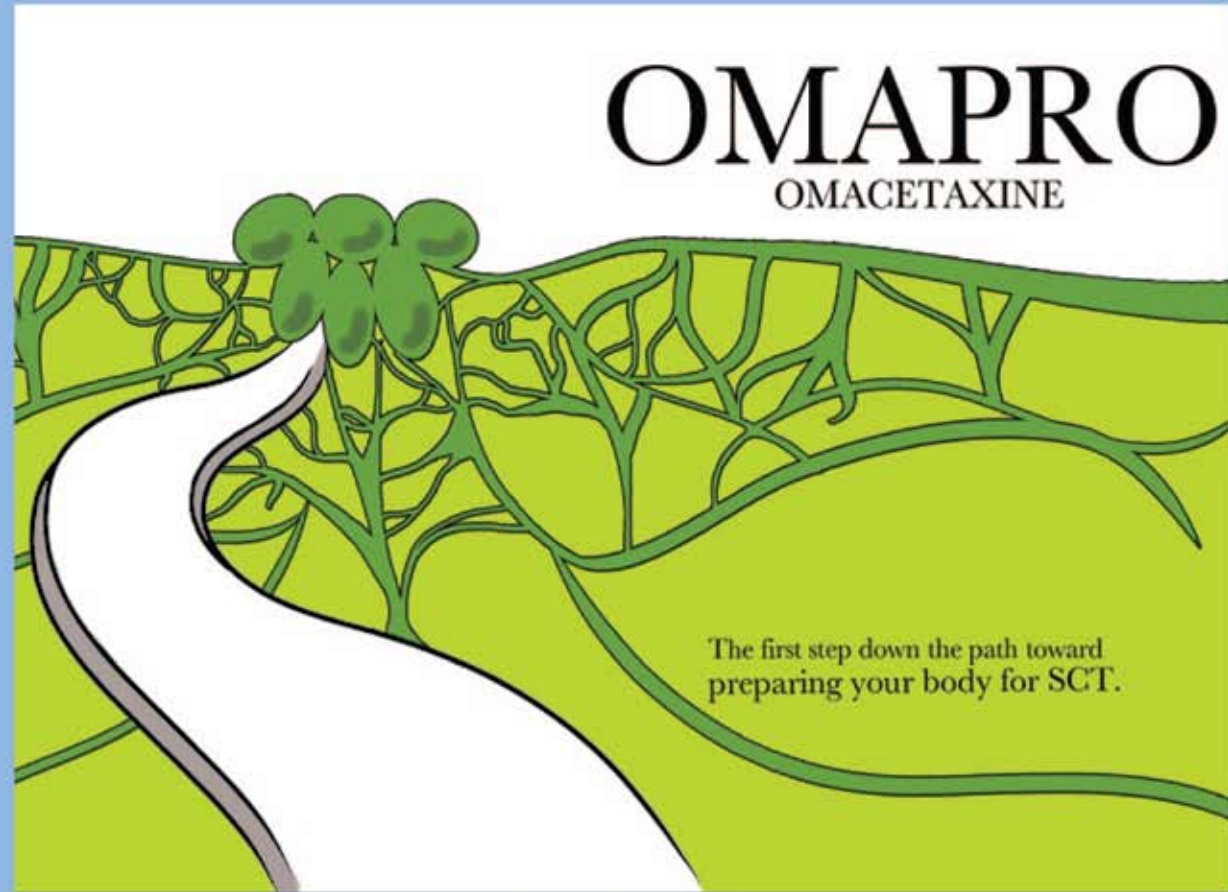
BRIEF: To design a poster which expresses the same ideologies and message as a chosen graphic design magazine. The poster must be made using screen printing, not digitally.

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.

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.





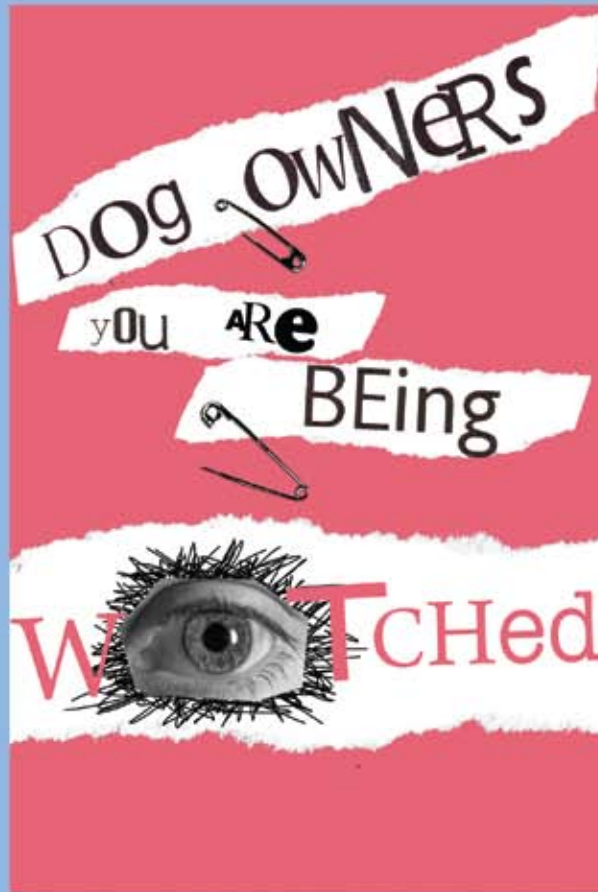
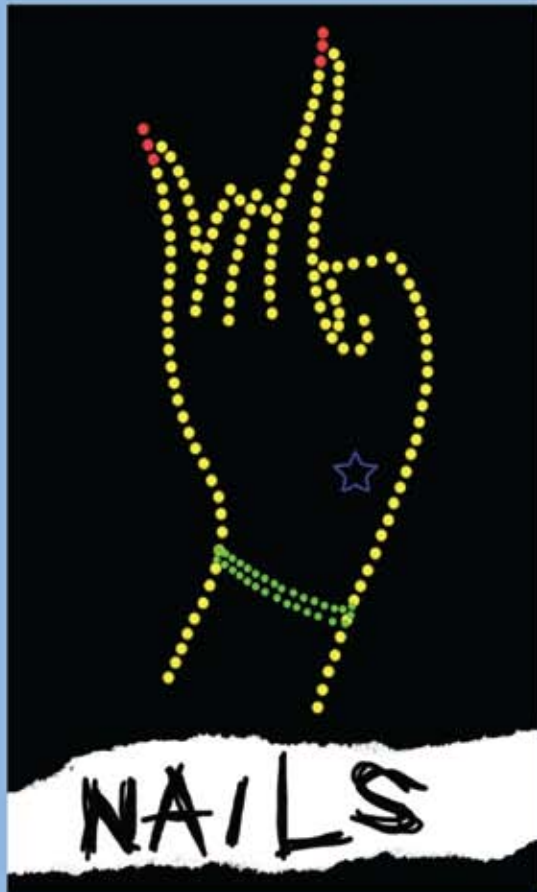
AGGREGATE SPEND LOGO (2010)

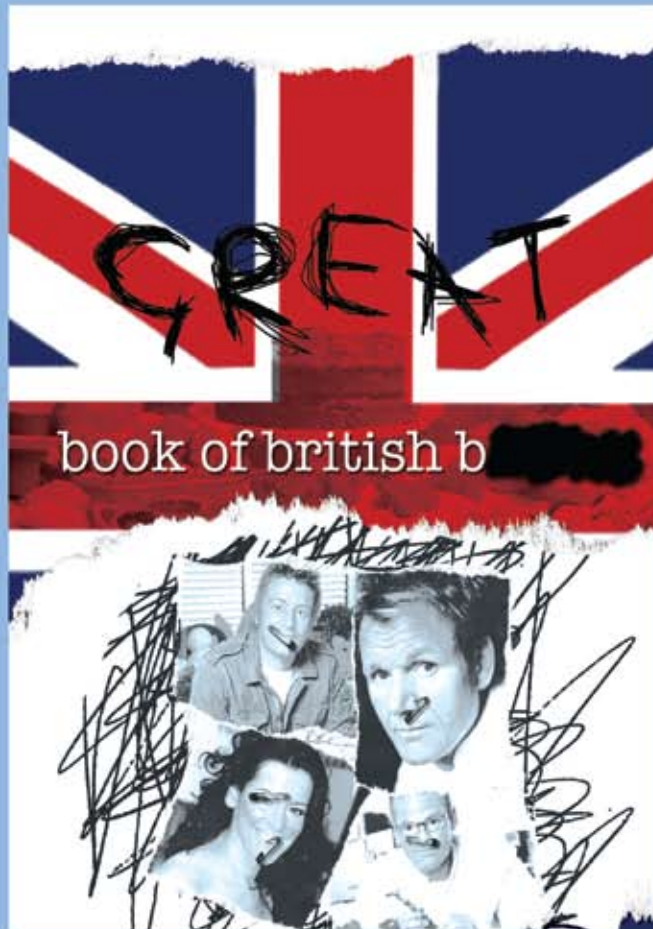
BRIEF: To design a logo for a new accounting software, named Aggregate Spend.

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.



