



# Nicholas Hanlon

## Designer / Creator / Life Enthusiast

Hello, my name is Nicholas Hanlon and I'm a designer currently living in Toronto. Graduating from NSCAD in 2016, I have since been on a journey to learn and further myself as a designer. I love working with people, talking shop, design, music, art, and film. I am passionate about contemporary design, art, and the abstract. I believe it is important to bring an understanding of the built environment, and human nature to the forefront of my design practice.

# Vertu Exterior Branding / Wayfinding

Vertu is a apartment/condo complex on Dresden Row above the shopping centre known as City Centre Atlantic. This project was a re-brand that extended down to included the mall and parking. The project started with a logo refresh(1), then extended to new exterior street level signage(2,3). A new font pairing was established and executed throughout the new wayfinding and signage (3).

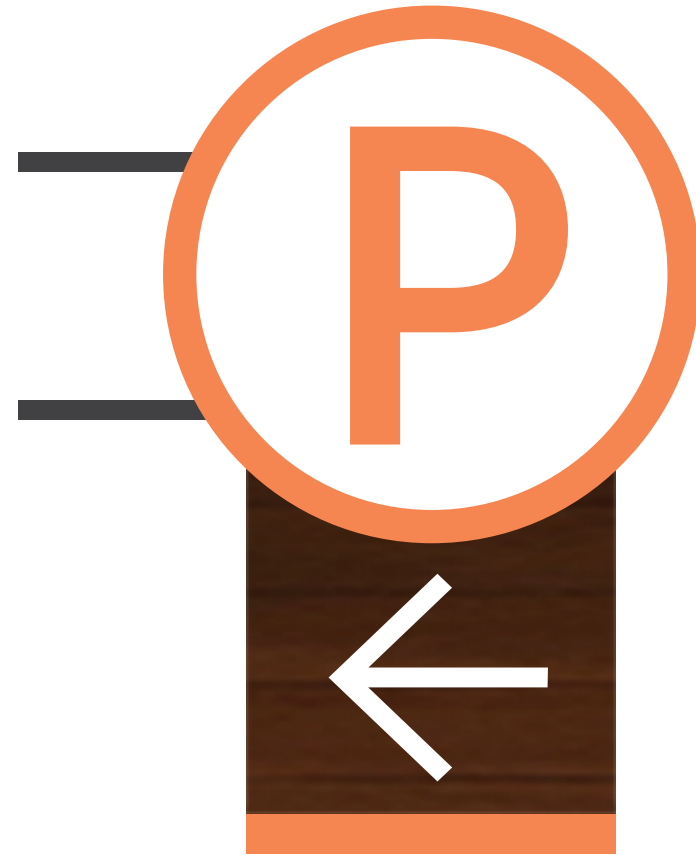
1.

# VERTU

VERTU SHOP · DINE · SERVICES · PARKING

VERTU SHOP · DINE · SERVICES · PARKING

2.



3.

Tall Films  
NEUTRAFACE

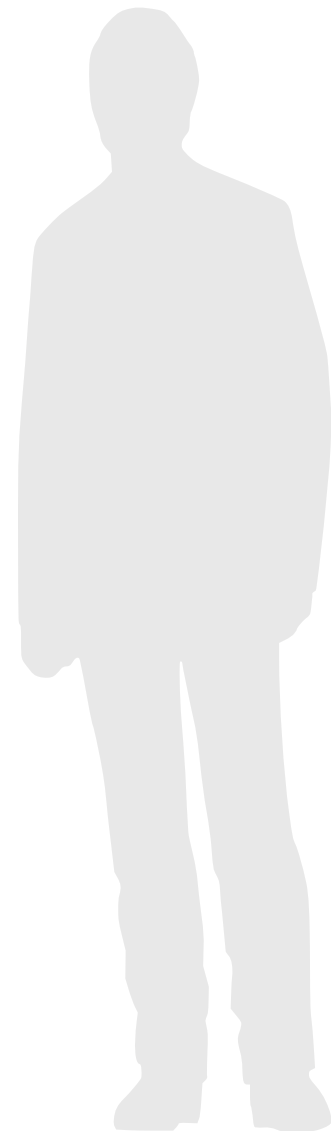
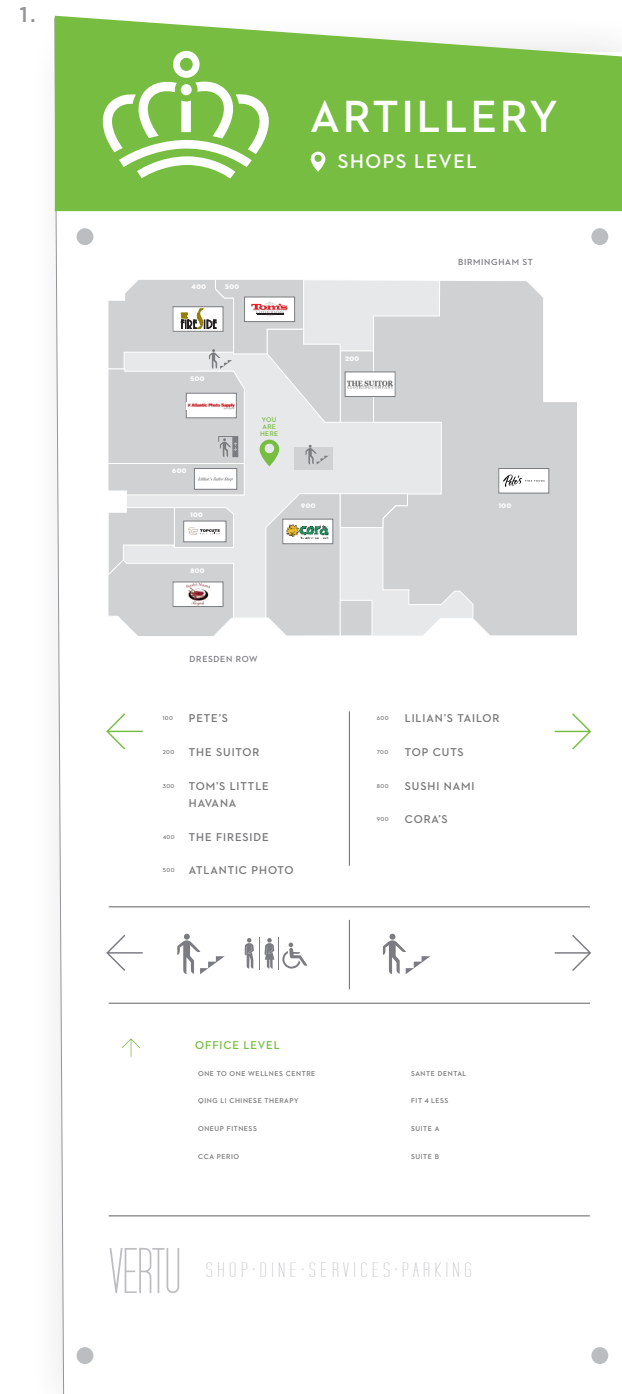
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# Vertu Interior

## Information Design / Wayfinding

The interior of the building is focused more on wayfinding using a colour and icon system that I designed to represent items of vertu (3). This system allows a Vertu visitor to find shops, know where they are, and move them through the basement parking zones (2). Mounted interior panels (1) quickly allows a visitor to find their targeted destination. A contrast to the confusing layout and directional signage that exists currently.



# Vertu Interior Information Design / Wayfinding

The parking section of the Vertu building was the most complex design problem. Using the zone colours, and a clear isometric styled floor maps (1), the visitor can visualize where they are in relation to where they need to go quickly. The Vertu stairwells were a confusing system of inconsistent signs. The solution, a branded zone coloured system allows for a consistent directional narrative at each decision point (2). (3) Is an example of a zone wall treatment in the parking lot that acts as a main entrance point for either the elevator or stairwell, with the main destinations called out.

1.



2.



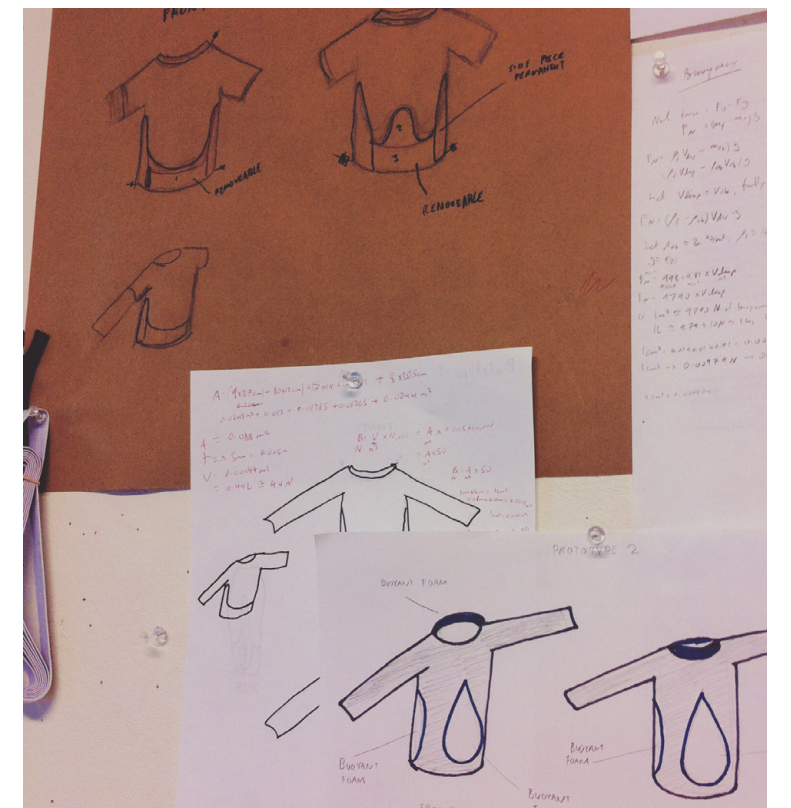
3.



# Eddy Swim Shirt

## Product Design / Design Research

During my time at Dalhousie's IDEA product design studio I went through a rigorous research and design process to create a product addressing the issues of water safety and swim training. The finished product was a swim shirt that had buoyancy throughout it allowing a child the confidence through their swimming ability development. The buoyancy could be slowly taken out as the child's skills develop. The shirt was UV protected and did not hold the stigma of a common safety device that a child may feel embarrassed to wear.



# Eddy Swim Shirt

## Product Design / Design Research

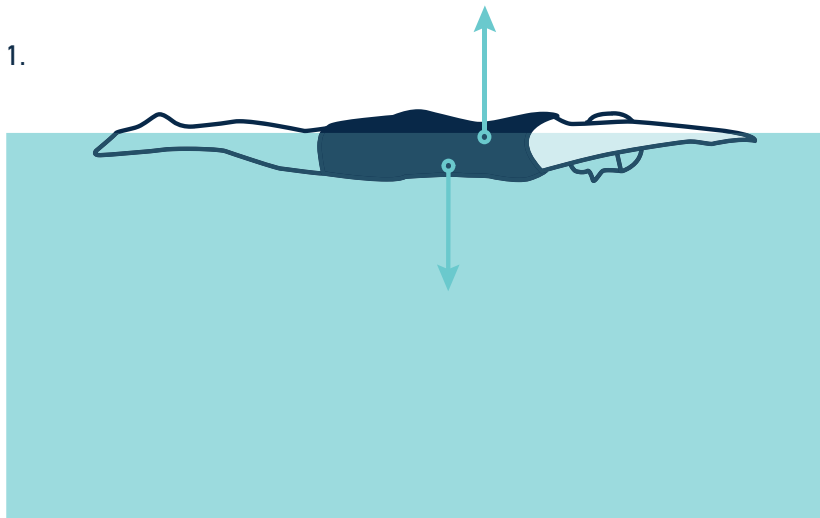
This page features three spreads from my 24 page research/process document that I was required to produce to receive credits for this program. In the document I explained the projects design rationale, and my understanding of effective buoyancy placement.

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eddy

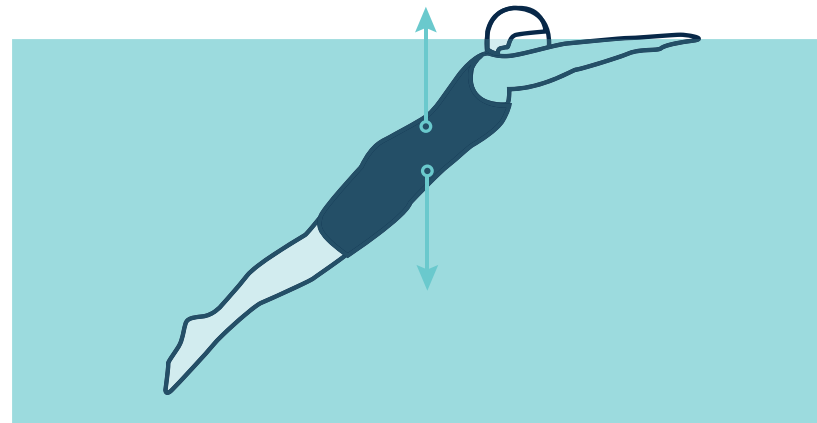
### Roles Of Buoyancy And Gravity

1.



As we began to generate concepts it was important to understand the rules of the centers of buoyancy and gravity in determining how a swimmer floats. **Diagram 1.** shows the buoyant force acting through the center of buoyancy on the top. The bottom arrows shows gravitational force acting through the center of gravity

2.



In diagram 2. the arrows show the state of the floating equilibrium where the buoyant and gravitation forces are aligned. The distance between the centers of buoyancy and gravity determines the angle at which the swimmer floats

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**“Only 3% of children who drowned in Canada from 2001-2010 were identified as strong swimmers. Weak or non-swimmers made up 6 in 10 children who drowned while engaged in aquatic activities like swimming or wading” - Canadian Red Cross Facts and Figures (2013)**

The main issues and observations from our research into children's swim aids revolved around these main stats. Children who know how to swim but are weak swimmers have an elevated risk of drowning, resulting concern to parents and other guardian figures.

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### PROTOTYPING

The prototyping process moved along very quickly. For each one, the first step was to plan out the placement of buoyant. To best aid the swimmer, buoyancy was focused around the lower torso, so as to make it easier to hold up one's lower body in an efficient swimming position. The shapes and specific locations of the buoyant inserts were laid out in simple sketches, and then refined through group discussion. For the first prototype a very simple aesthetic was chosen, with a band of foam around the waist and along the lower back. For the second prototype the foam was cut into water droplet shapes and distributed around the entire shirt. The droplet theme was chosen to match up with the theme in the logo. For both prototypes elastics were put around the waistline to allow the user to adjust the fit. The second prototype was also given additional elastics around the shoulders as an experiment. To produce prototypes efficiently, we purchased children's sporting shirts and sewed two together for each prototype. Foam inserts were then placed in between the two layers and sewn around to form pockets. Afterwards flaps with velcro were added to allow the foam to be removed. It took one hardworking person about a day and a half to complete a prototype shirt.

# Crit Paper Layout / Print

The Crit Paper is The Khyber Art Center's art criticism publication. For this project I laid out and designed the 28 page paper that they had printed 1000 copies to be distributed throughout Canada. The papers theme 'Virtual Bodies', discusses the possible existence beyond one that is biological. The typography was to reflect contemporary literature with the use of Baskerville, but also convey a digital feeling through the use of DIN condensed.

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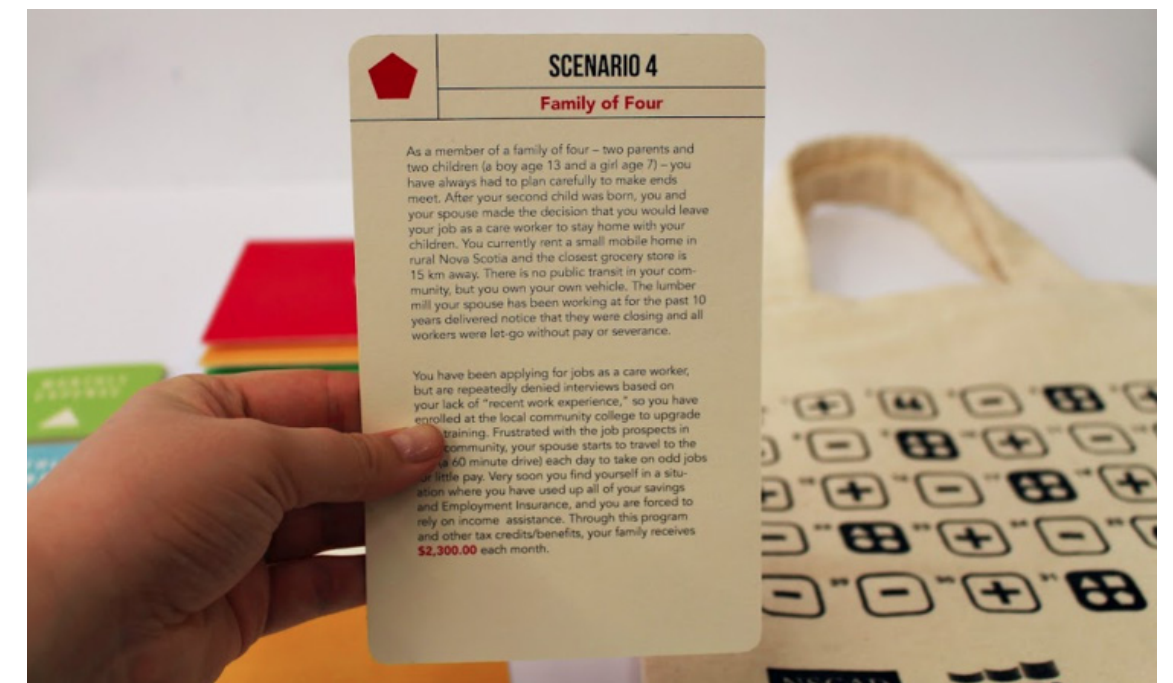


# The Budget Bag

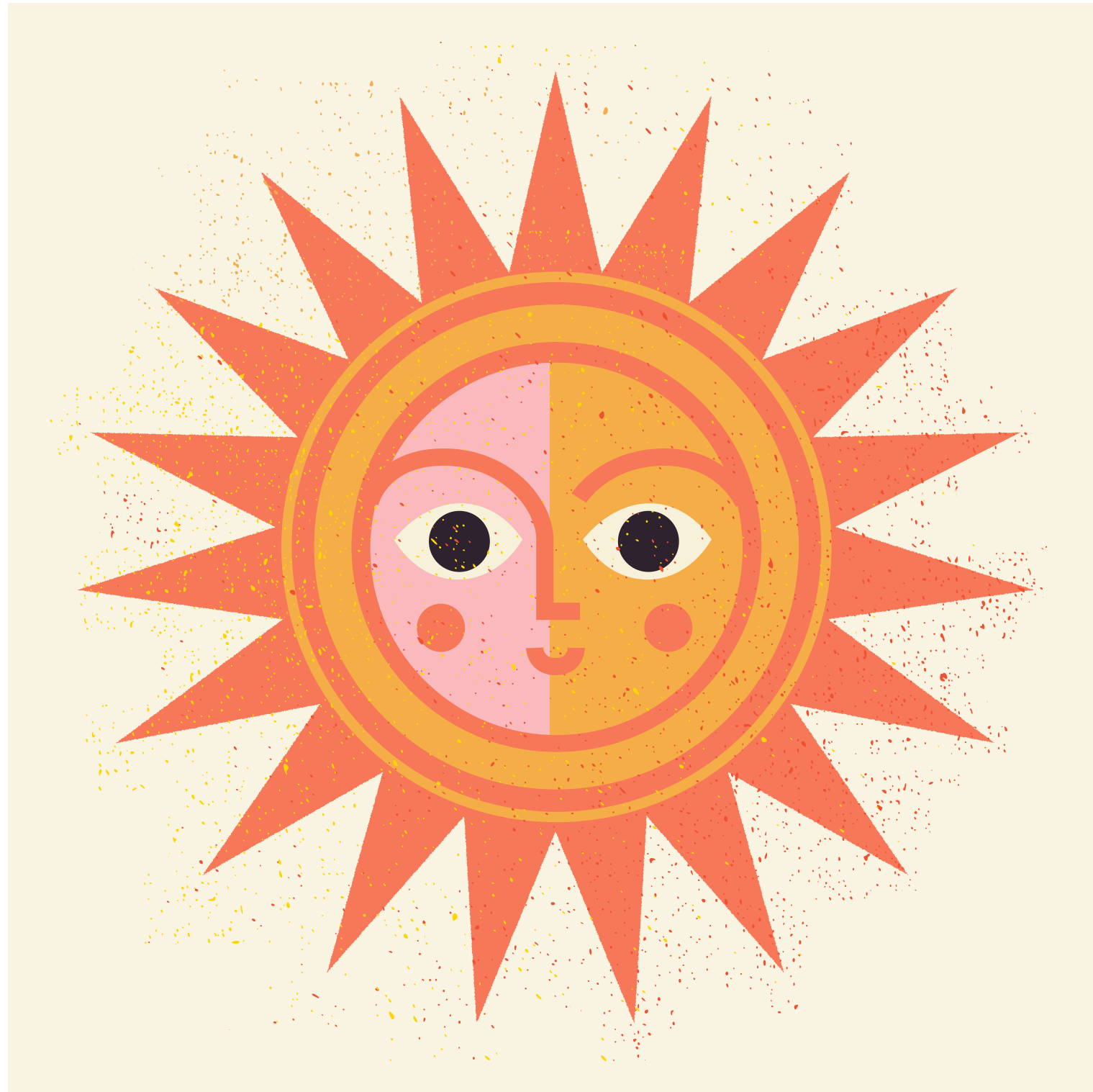
## Game Design / Print

This piece is a board game called 'The Budget Bag' that was designed for FoodArc Nova Scotia. The initiative was to create an interactive game that would raise awareness for food insecurity in Nova Scotia. My game allowed players to move through a month facing different financial challenges, while trying to have enough money to access proper food. The game proved to be fun to play, but with a harsh reality twist at the end. The budget bag was successful in creating a conversation around the issues of food insecurity in our province.

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shapes  
of things



Thank you,  
I hope to hear from you soon.

[nickmhanlon@gmail.com](mailto:nickmhanlon@gmail.com)

902-880-3361