

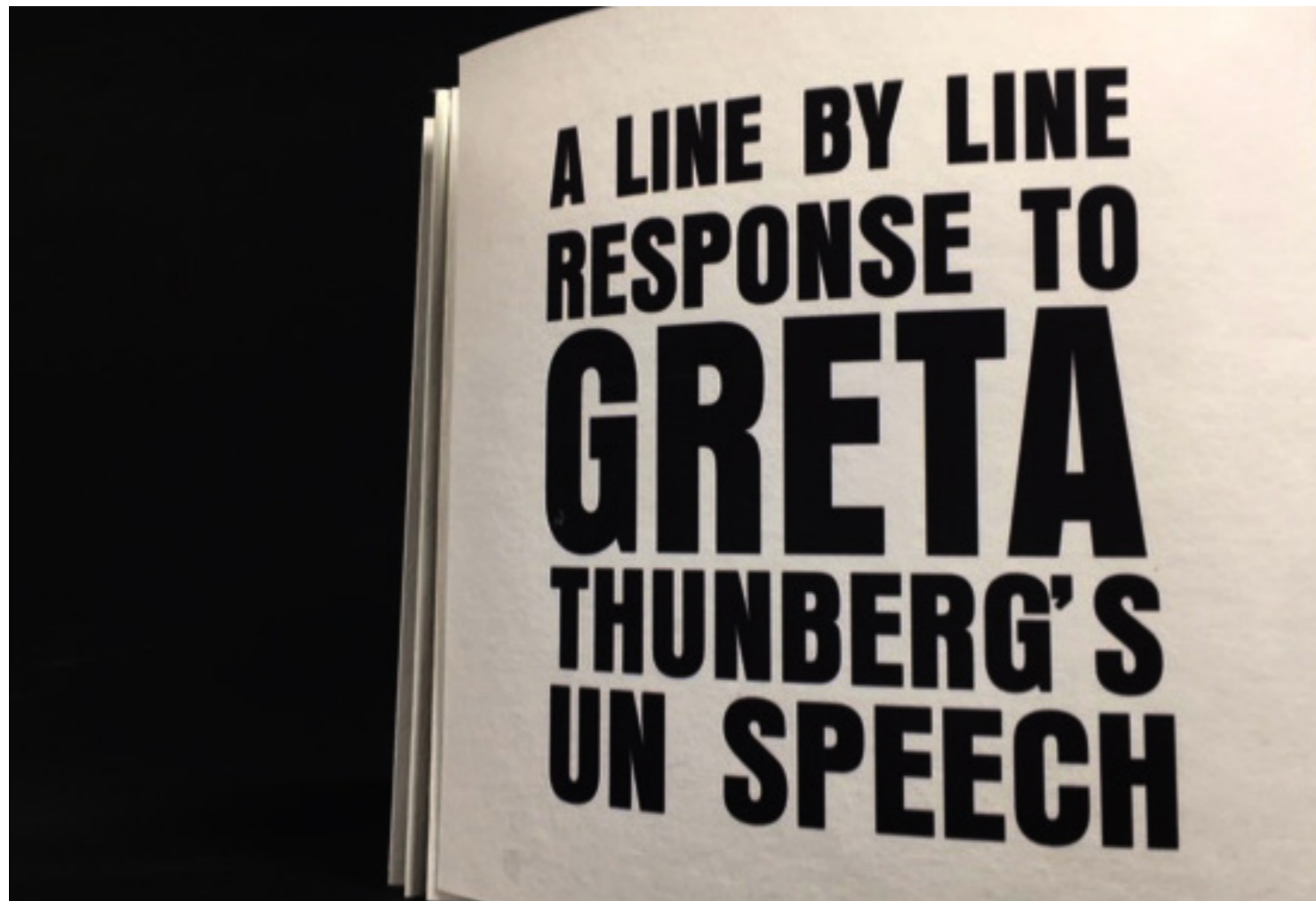
**Amber Charlton
Portfolio
Ambercharlton10165@gmail.com**

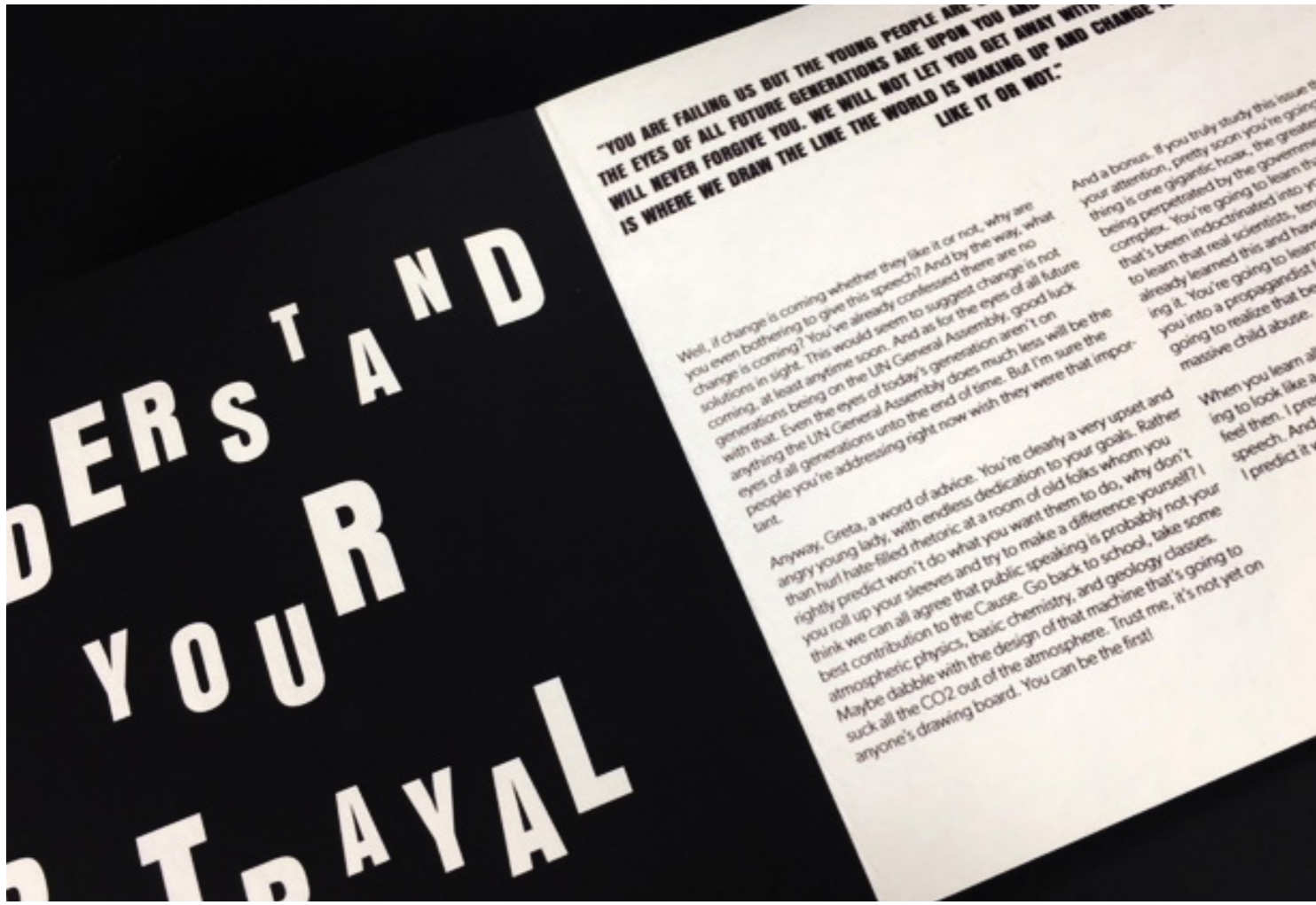
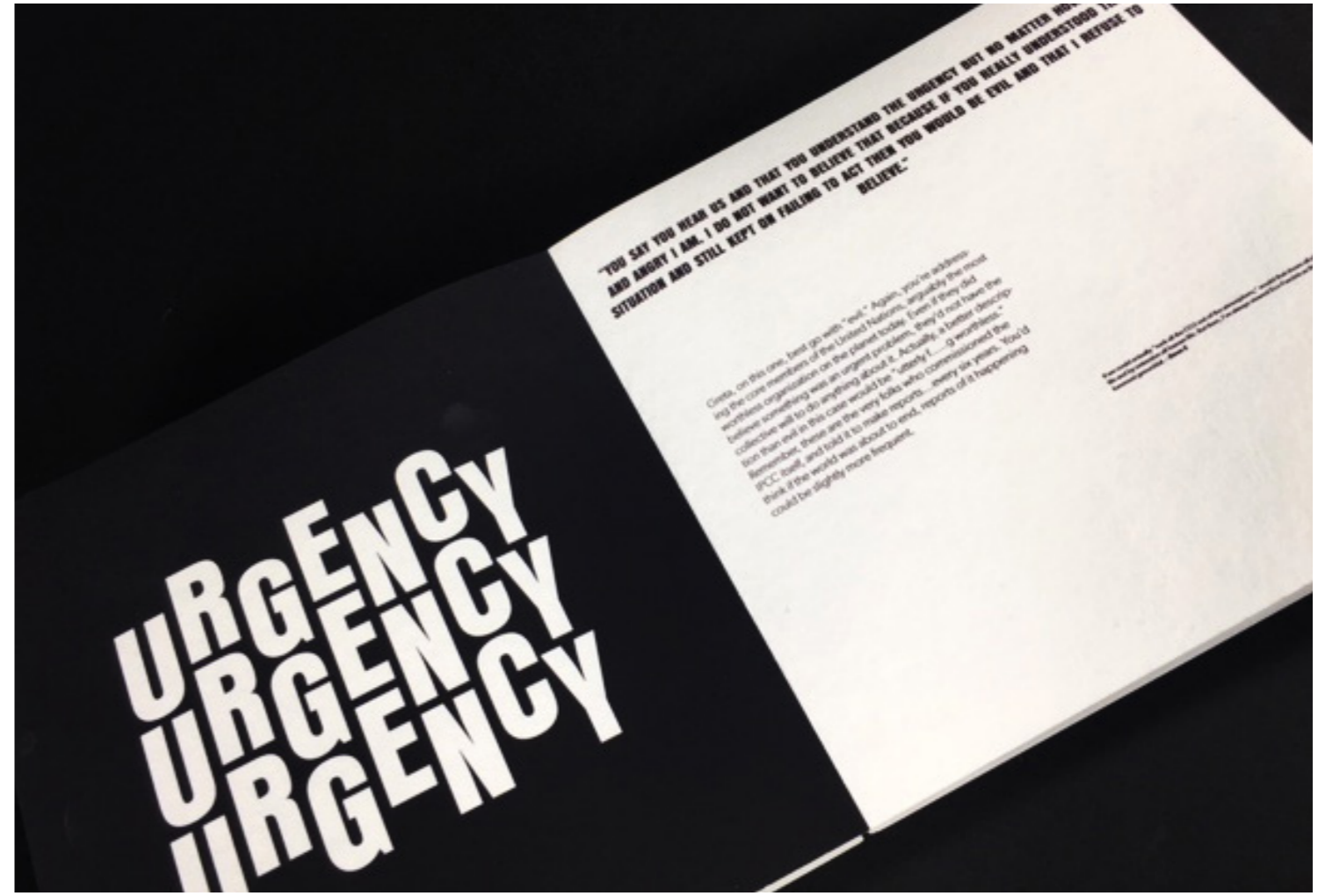
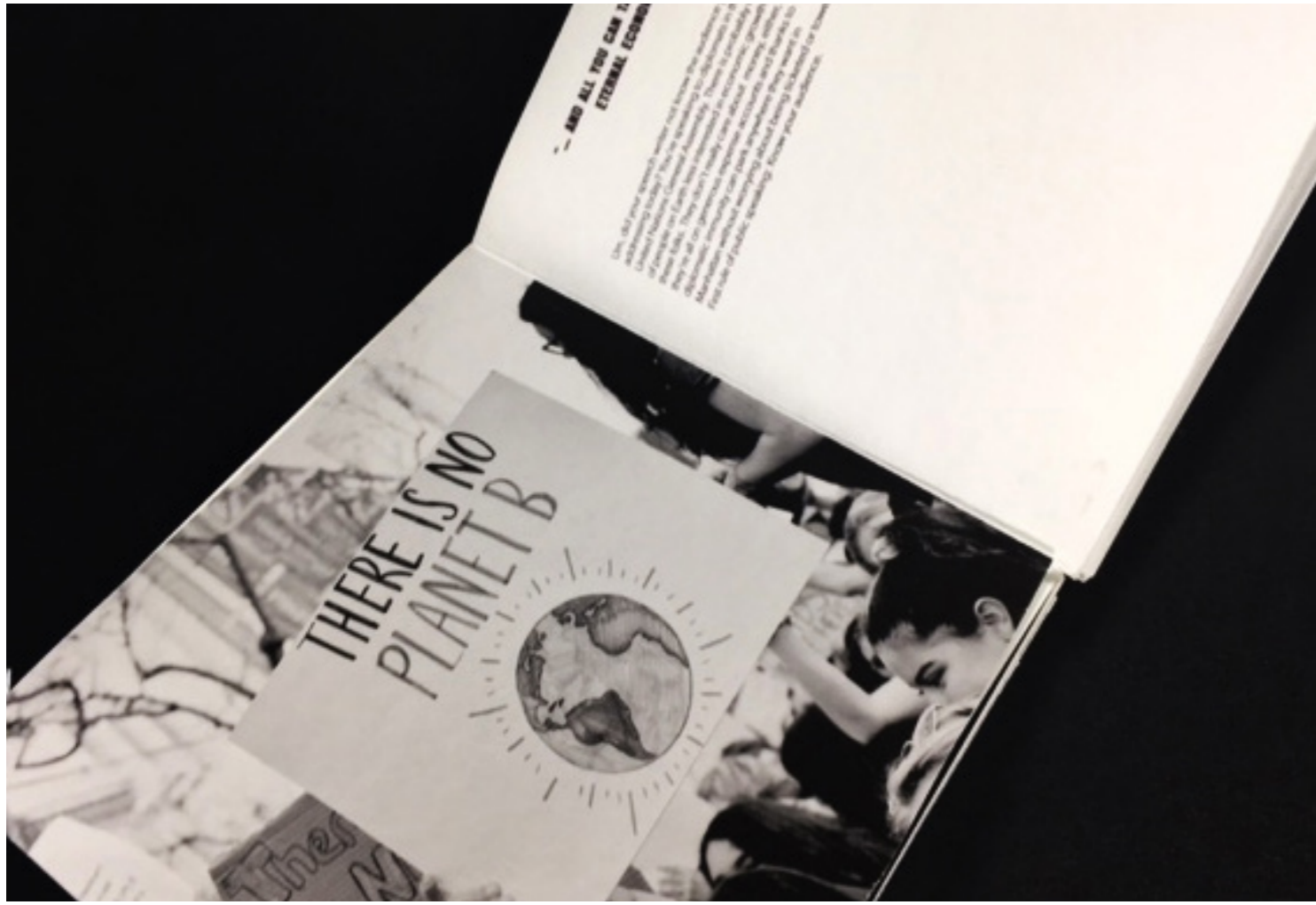
ISTD - Climate Change

BRIEF:

We want you to take a stance on how to address climate change. It could be on the global scale or in a local, nuanced manner that targets a specific audience. Consider the various aspects of climate change such as, say, how sustainability in practice and production may in some way contribute to addressing this global problem.

Rational: I book with a Greta Thunberg speech and peoples negative response to her.





Utopian Tales

BRIEF:

The format, size, function, structure, content and construction is entirely up to you. Your final response to the story could use the text in its entirety or it could take isolated elements of the story, it could be a photographic or illustrative narrative, you could produce a unique digital response, such as an animation, a book that communicates its message through it's physical presence or method of manufacture, you can create a purely typographic response, you can decide to illustrate the text, you can create a non-representative outcome... You decide whether you work in a familiar or traditional sense, maybe you'll literally nail materials together to create something new.

ARIEL

WANTED REWARD
£50,000

DANGEROUS

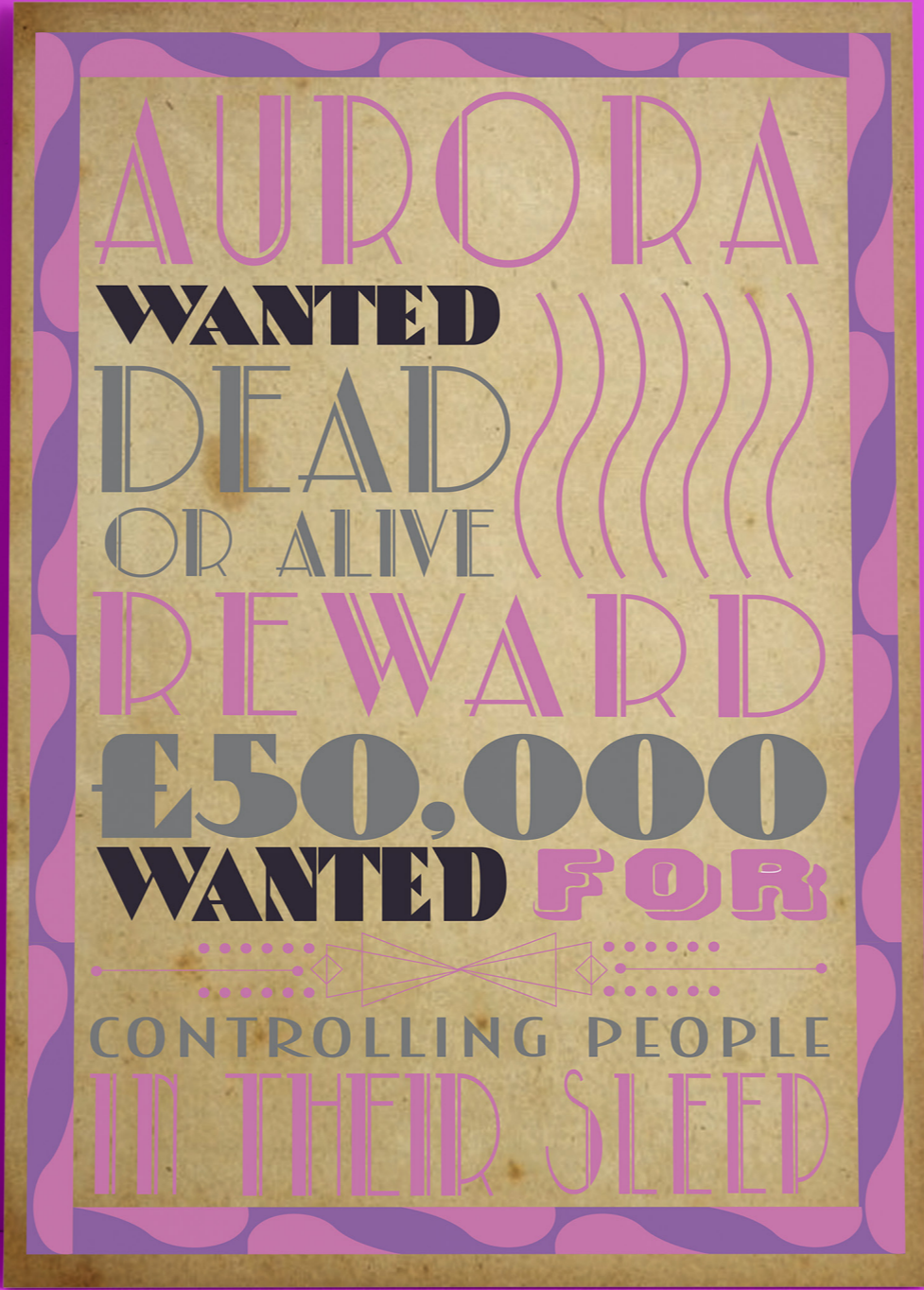
AND AGGRESSIVE
WANTED FOR
DESTROYING

FISHING BOATS OUT AT SEA AND
STEALING ALL THE

FISH

THEY HAVE CAUGHT





AURORA

WANTED

DEAD

OR ALIVE

REWARD

£50,000

WANTED FOR



CONTROLLING PEOPLE

IN THEIR SLEEP

WANTED

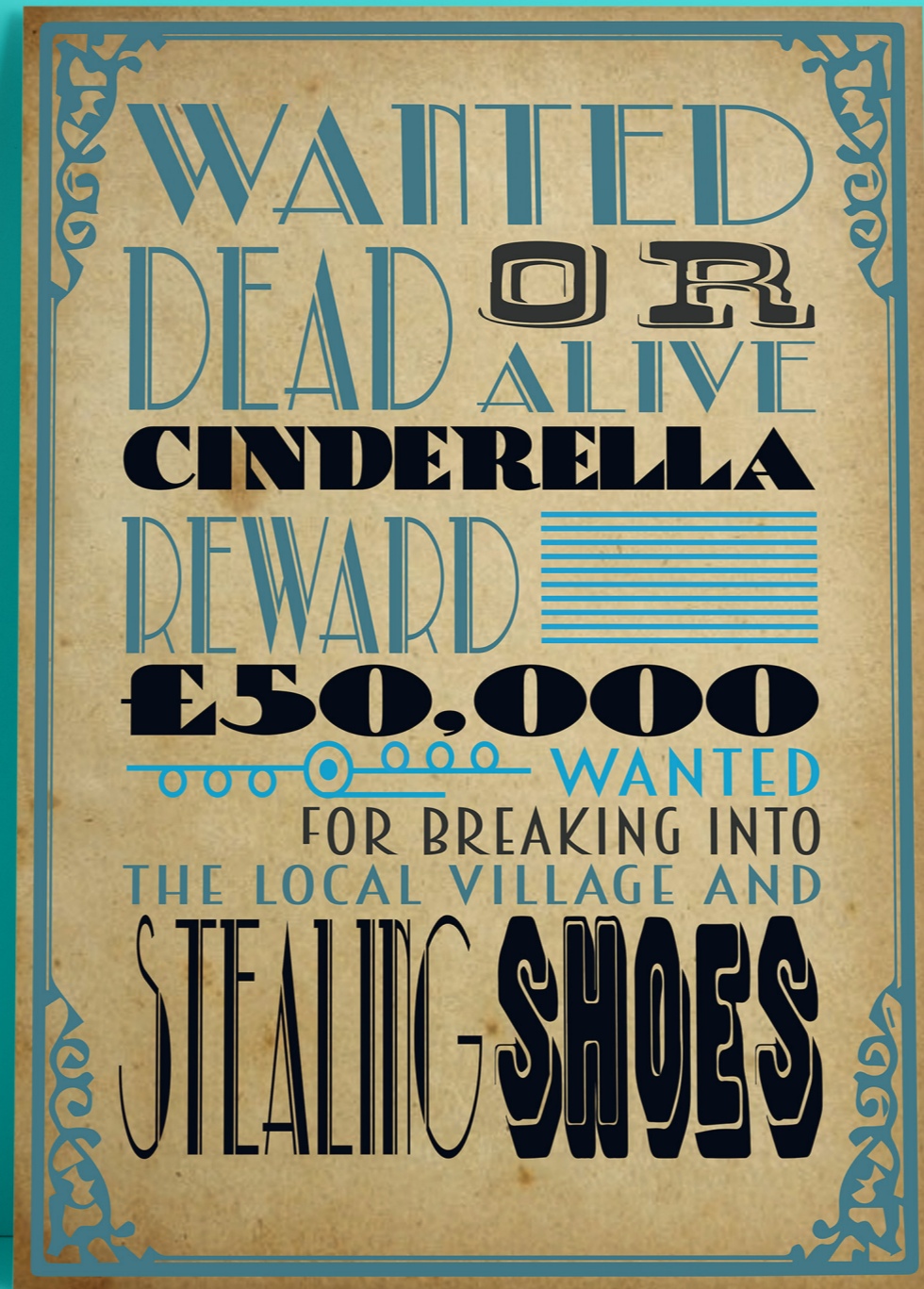
BELLE DEAD
OR ALIVE

REWARD

£50,000

WANTED FOR SEDUCING HANDSOME
MEN AND TURNING THEM INTO

BEASTS



WANTED

DEAD OR

ALIVE

CINDERELLA

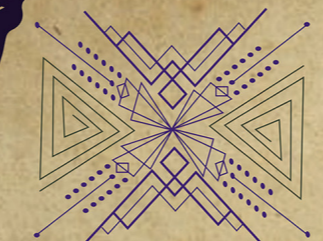
REWARD

£50,000

WANTED

FOR BREAKING INTO

THE LOCAL VILLAGE AND
STEALING SHOES



REWARD

£50,000

DEAD

OR

ALIVE

RAPUNZEL

WANTED

FOR

KIDNAPPING

CHILDREN

USING HER

LONG

BLONDE

HAIR

WANTED

STOW WHITE
FOR POISONING THE
FRUITS OF THE BEAUTIFUL

GROVES

REWARD

£50,000

DEADLY AND

DANGEROUS

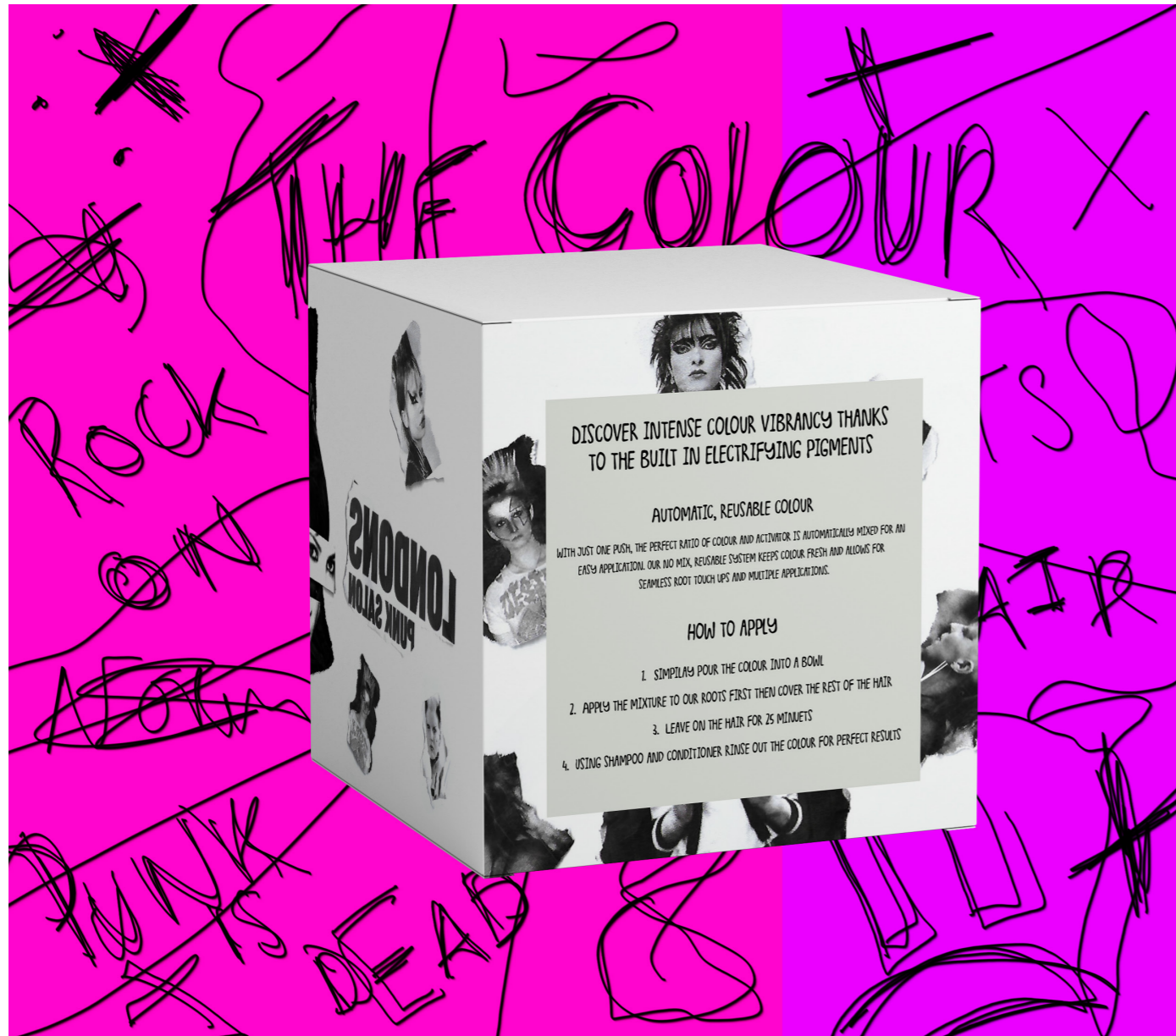
FMP - Punk Hair Salon









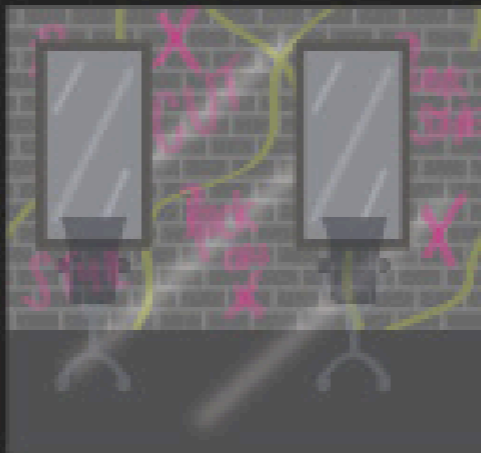
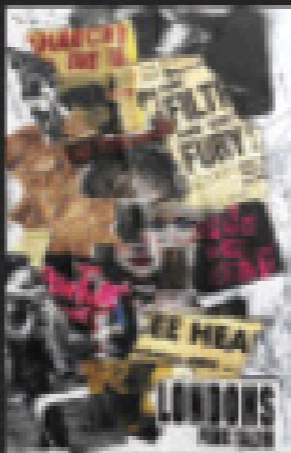
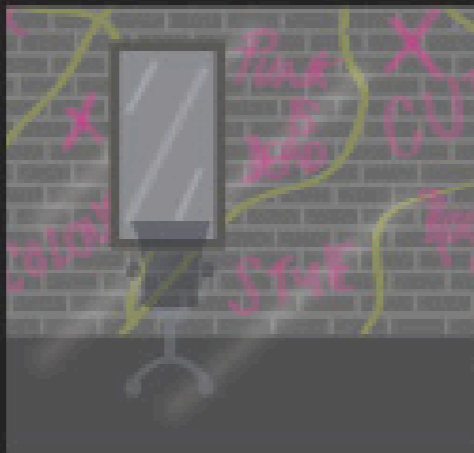
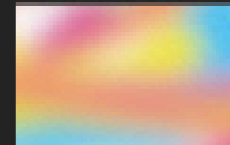
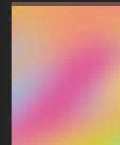
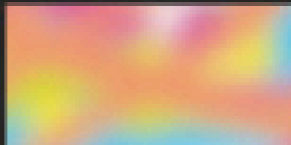
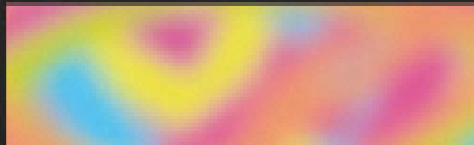




HAIR		MAKEUP	
CUT	£10	SIS	£20
BLONDING	£25	EVERYDAY	£20
COLOR	£10	LANA	£20
FASHION COLOR	£25		
RETOUCH	£10		
STYLING	£20	FASHION	
HAIR EXTENSIONS	£20	WHOLE WARDROBE	£600
HIGHLIGHTS	£10	CLOTHING	£55
		ACCESSORIES	£10
PRODUCTS			
THE COLOR	£10, 80	V.I.P	
SHAMPOO	£10	SIS UNABLE	£100
CONDITIONER	£10	WHOLE PACKAGE	£150
MOUSE	£5		
T-SHIRT	£25		



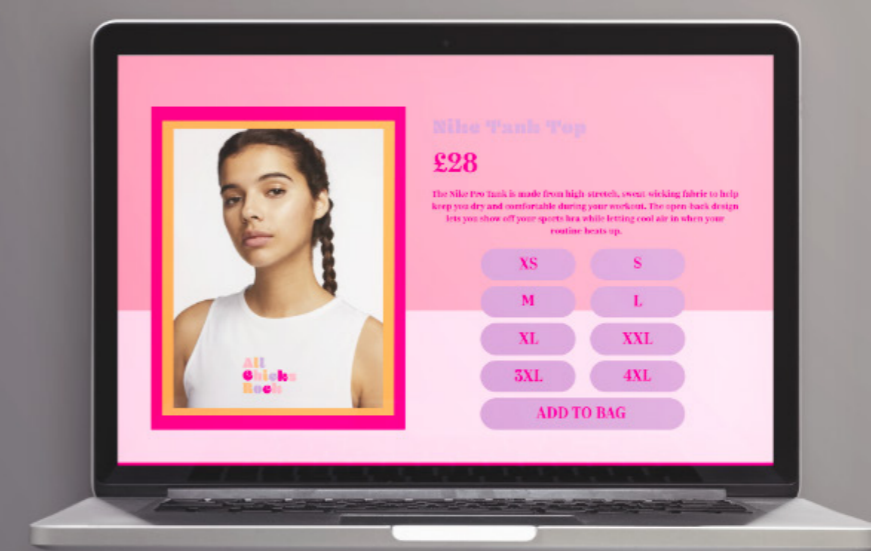
BUZZCUTS

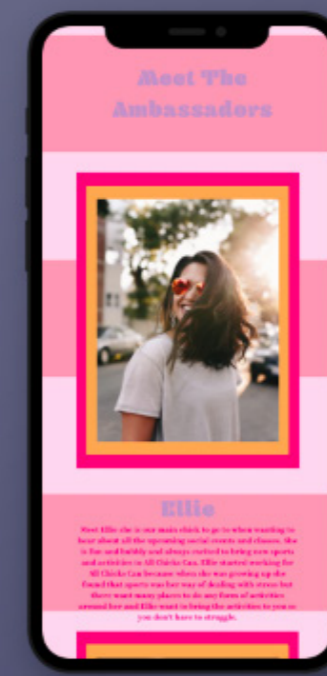
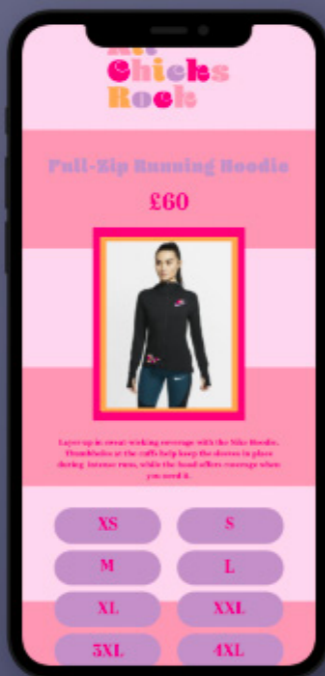
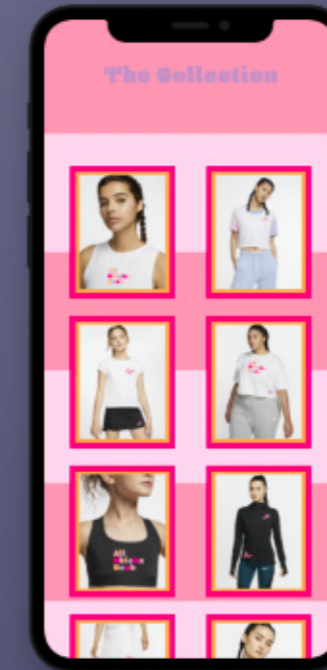
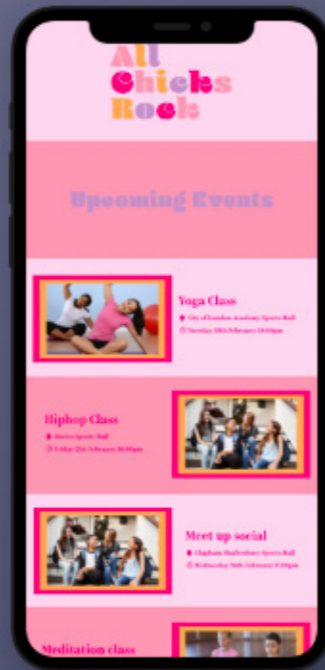


D&AD - Nike Plus

BRIEF:

Expand the NikePlus membership offer in 2020 to make it more appealing to 14-19 year old girls in London.
Rational: I created a campaign to get teenage girls into sports with classes and social meet-up to make the girls feel comfortable and safe.





All
Chicks
Rock

She
Believed
She
Could,
So
She
Did

Meet Up Social
Wednesday 26th February
Clapham Sports Hall

All
Chicks
Rock

I
Run
Like
A
Girl
Try
To
Keep
Up

HipHop Class
Friday 21st February
Davis Sports Hall

All
Chicks
Rock

Believe
You
Can
And
You're
Halfway
There

Yoga Class
18th February
City of London Hall

All
Chicks
Rock

Chicks
Attend
Three
Classes
And
Collect
A
Free
T-Shirt







All Chicks Rock

She Believed She Could. So She Did

CHICKS

Hiphop class
Davies Sports Hall
Friday 24th February

ROCK

Sign up now for more exclusive offers and news!

SIGN UP

Gift Cards: sign up for email, become a member, student discount, site feedback
GET HELP: order status, shipping and delivery, returns, payment options, contact us
ABOUT NIKE: news, careers, investors, sustainability, UK tax

All Chicks Rock

Who Are We?

Hello You're Looking Gorgeous Today

Meet The Ambassadors

Sarah

Ellie

Sign up now for more exclusive offers and news!

SIGN UP

Gift Cards: sign up for email, become a member, student discount, site feedback
GET HELP: order status, shipping and delivery, returns, payment options, contact us
ABOUT NIKE: news, careers, investors, sustainability, UK tax

All Chicks Rock

The Collection

Sign up now for more exclusive offers and news!

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GET HELP: order status, shipping and delivery, returns, payment options, contact us
ABOUT NIKE: news, careers, investors, sustainability, UK tax

All Chicks Rock

Nike Tank Top
£28

XS S
M L
XL XXL
3XL 4XL
ADD TO BAG

Sign up now for more exclusive offers and news!

SIGN UP

Gift Cards: sign up for email, become a member, student discount, site feedback
GET HELP: order status, shipping and delivery, returns, payment options, contact us
ABOUT NIKE: news, careers, investors, sustainability, UK tax

All Chicks Rock

Nike Full-Zip Running Hoodie
£60

XS S
M L
XL XXL
3XL 4XL
ADD TO BAG

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SIGN UP

Gift Cards: sign up for email, become a member, student discount, site feedback
GET HELP: order status, shipping and delivery, returns, payment options, contact us
ABOUT NIKE: news, careers, investors, sustainability, UK tax

All Chicks Rock

Upcoming Events

Yoga Class
City of London Academy Sports Hall
Tuesday 10th February 19:00pm

CHICKS

Hiphop class
Davies Sports Hall
Friday 24th February 16:00pm

Meet up social
Clapham Shaftesbury Sports Hall
Wednesday 26th February 17:00pm

ROCK

Meditation class
Jubilee Hall gym
Friday 1st March 20:00pm

Sign up now for more exclusive offers and news!

SIGN UP

Gift Cards: sign up for email, become a member, student discount, site feedback
GET HELP: order status, shipping and delivery, returns, payment options, contact us
ABOUT NIKE: news, careers, investors, sustainability, UK tax

All Chicks Rock

NIKE

All Chicks Rock

The Collection

Upcoming Events

Ambassadors

Event Schedule

All Chicks Rock

Upcoming Events

Yoga Class

Hiphop Class

Meet up social

Meditation class

All Chicks Rock

The Collection



All Chicks Rock

Full-Zip Running Hoodie
£60

XS S
M L
XL XXL
3XL 4XL
ADD TO BAG

All Chicks Rock

Nike Tank Top
£28

XS S
M L
XL XXL
3XL 4XL
ADD TO BAG

All Chicks Rock

Who Are We?

Hello You're Looking Gorgeous Today

Meet The Ambassadors

Dragon Rouge

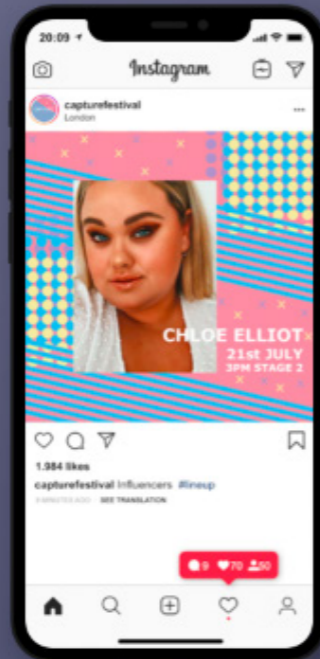
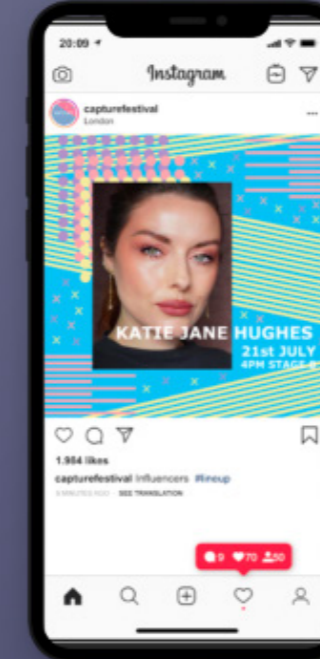
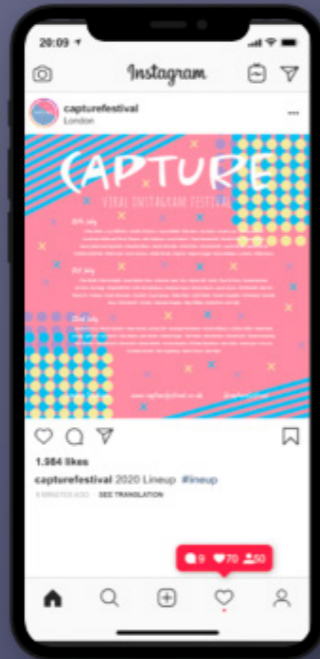
BRIEF:

Take your favourite app or digital platform and turn their services into something people can engage with physically like events, venues or activities. Show us what that would look like a brand experience. From customer comms and activation, to interior design.

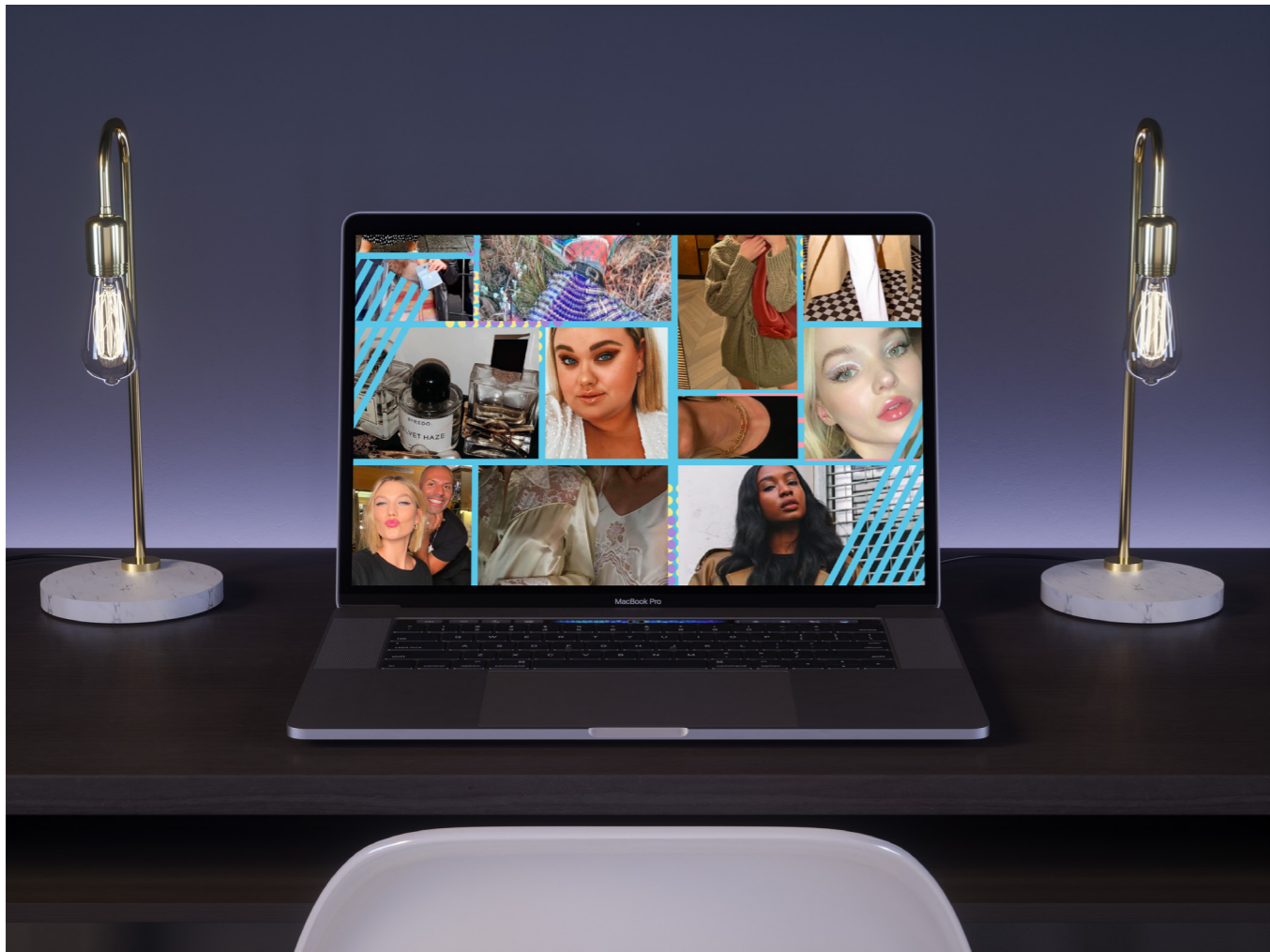
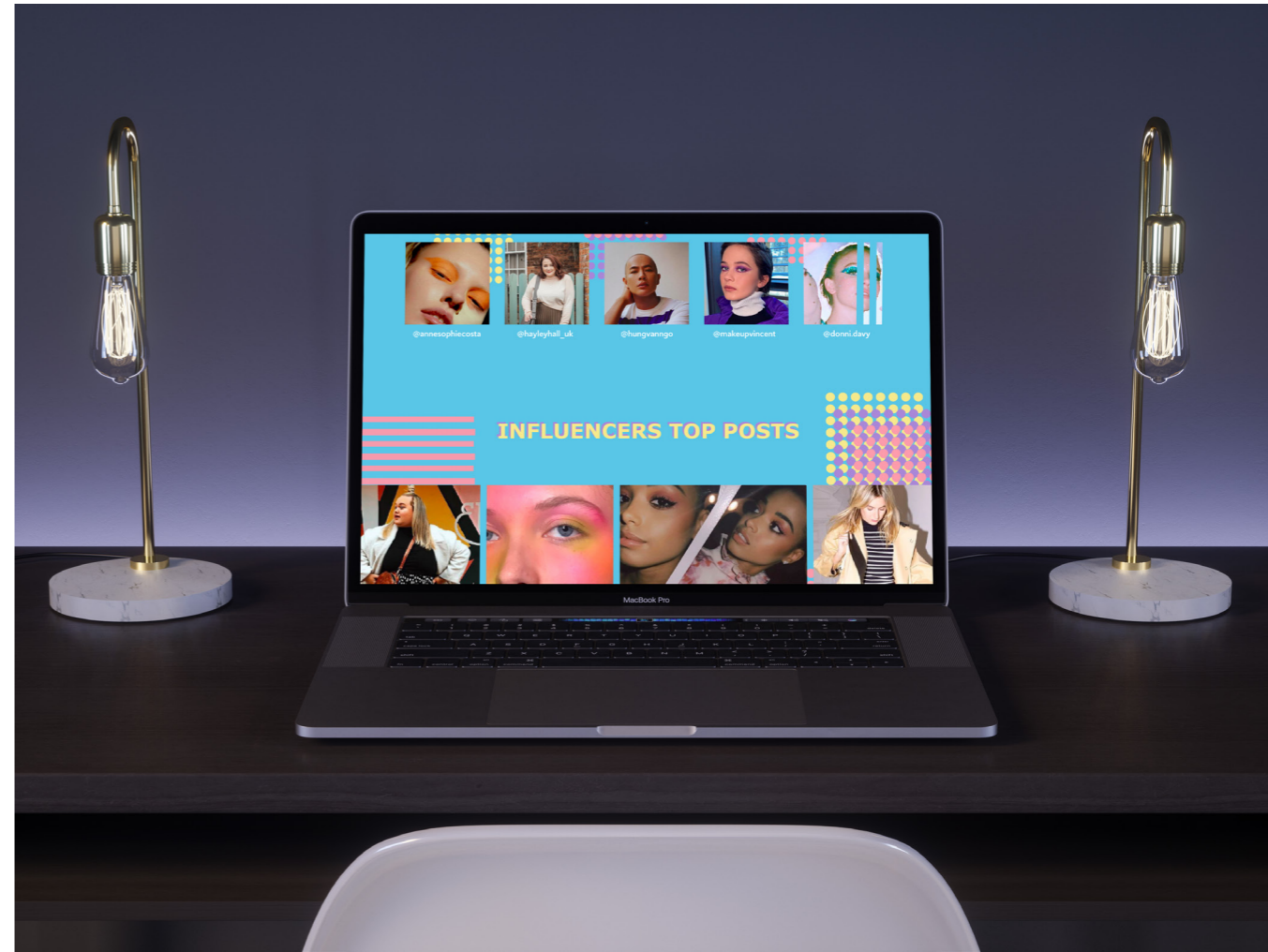
Chosen app: Instagram

Rational: I created a festival that teaches people how to become viral on social media with talks from influencers, brands and sponsorships.









CAPTURE

VIRAL INSTAGRAM FESTIVAL

20th July
 Chloe Elliott - Lucy Williams - Camille Charriere - Lizzy Hadfield - Shini Park - Lisa Aiken - Susanna Lau - Lindsey Holland
 Anna Rosa Vitello and Florrie Thomas - Alex Stedman - Laura Fantacci - Yanin Namasonthi - Monikh Dale - Tamará Kalinic
 Grace Ladoja Ada Oguntodu - Natasha Ndlovu - Naomi Shimada - Amira Khan - Emma Breschi - Lauren Nicole - Jessica Torres
 Charlotte Bella Fab - Molly Clutts - Sierra Holmes - Stefani Nicole - Ragini R - Raeann Langas - Mona Seddeek - Liz Black - Kellie Brown

21st July
 Cher Webb - Patricia Bright - Anne Sophie Costa - Adrienne - Jane - Ree - Hayley Hall - Sarah - Fleur De force - Kande Johnson
 em Ford - Zoe Sugg - Shayla Mitchell - Cohl - Rin Rodriguez - Penelope Gwen - Kianna Naomi - Lauren Gores - Pat McGrath - Nam Vo
 Patrick Ta - Violette - Hrush Acheyman - DenDoll - Hung Vango - Robin Black - Ariel Tejada - Vincent Oquebdo - Val Garland - Doniella
 Davy - Pat Dubroff - Sir John - Katie Jane Hughes - Mary Phillips - Keita Morre - Brit Sully

22nd July
 Benjamin Lowy - Murad Osmani - Stacy Kranitz - Jimmy Chin - Gueorgui Pinkhassov - Dustin DiAllanza - Lindsey Childs - Alyssa Rose
 Donjay - Jeff Rose - Pei Ketron - Paul Nicklen - Jack Harries - Daniel Krieger - Ted Hesser - John Bozinov - Demas Rusli - Theron Humphrey
 Paul Nicklen - Chris Burkard - Nirav Patel - Hannes Becker - Forrest Mankins - Michael Shainblum - Roie Galitz - Darren Jew - Cocu Liu
 Donatella Nicolini - Elke Vogelsang - Nolan Omura - Kyle Mijof

London Stadium www.capturefestival.co.uk @capturefestival



CHLOE ELLIOT

21st JULY
3PM STAGE 2

WEEKEND TICKET
2020

CAPTURE
 VIRAL INSTAGRAM FESTIVAL

London stadium 20th-22nd July

DAY TICKET
2020

CAPTURE
 VIRAL INSTAGRAM FESTIVAL

London stadium 20th-22nd July

STAFF PASS



ALL ACCESS
PASS

RSA - A Platform For Joy

BRIEF:

How might we unlock joy for people at train stations



STATIONGRAM

Stationgram is a project run by network rail for local artists to the area to be given a brief to create a mural to be put up on train stations walls to catch the attention and bring a smile to commuters while they travel.

SUMMARY

PROBLEM

A lack of colour and creativity is a massive problem with in train stations in the UK. Bright colours and designs brings happiness and brighten peoples attitude throughout the day.

PROCESS

After conducting research, I found that most train stations are bland and colourless so stationgram is created to bring an overall better atmosphere to train stations while commuters wait. I always found that when commuters are waiting they are mostly checking there social media and on there phones.

SOLUTION

A brief set by networkrail for local artists to create interactive murals on walls within train stations to bring joy and happiness to commuters waiting for there trains to arrive. The murals are created so people can take photos of themselves infant of them are share them on social media and for the world to see .



RESEARCH & INSIGHTS

Large stations in the UK included in the briefs

- 1.Warterloo Station
- 2.Victoria Station
- 3.Liverpool Street Station
- 4.London Bridge
- 5.Euston Station
- 6.Paddington Station
- 7.Stratford Station
- 8.Birmingham New Street
- 9.Leeds Station
- 10.Kings Cross Station
- 11.Glasgow Central
- 12.Manchester Piccadilly
- 13.York Station
- 14.Reading
- 15.Brighton
- 16.Edinburgh Waverley



AVERAGE TIME SPENT ON A PHONE

- We spend 23 days a year on our phones
- 90 minutes a day
- 9 years of the average person's life

AVERAGE TIME SPENT WAITING

- on average of 20 minutes a day for the bus or train
- 32 minutes whenever they visit a doctor
- 28 minutes in security lines whenever they travel
- 21 minutes for a significant other to get ready to go out
- 13 hours annually waiting on hold for a customer service
- 38 hours each year waiting in traffic
- Those living in Big cities wait in traffic more than 50 hours annually

LOCAL ARTISTS FROM EACH CITY

YORK:

- Prefab77
- we like static

GLASGOW:

- Smug
- Rogue Oner

Edinburgh:

- Shona Hardie
- Chris Rutterford
- Rogue Oner

Leeds:

- Tim Gresham
- Jim Vision
- Ralph Replete

LONDON:

- Prem Sahib
- George Henry Longly
- Graffiti Kings

ON AVERAGE, WE PICK UP OUR PHONES 58 TIMES PER DAY

70% OF SESSIONS ARE LESS THAN TWO MINUTES

25% OF SESSIONS TWO - TEN MINUTES

5% OF SESSIONS ARE MORE THAN 10 MINUTES

THIS TIME ADDS UP TO ABOUT 3 HOURS AND 15 MINUTES



COLOUR PSYCHOLOGY

- BLACK - Evil, Unhappiness
- WHITE - Purity, Innocence
- RED - Love, Excitement
- BLUE - Calmness Sadness
- Green - Envy
- YELLOW - Warmth, Energy
- PURPLE - Wealth, Mystery, Wisdom
- BROWN - Reliability, Strength
- ORANGE - Enthusiasm, Attention
- PINK - Romance, Kindness

COLOUR PSYCHOLOGY AS THERAPY

Several ancient cultures, including the Egyptians and Chinese, practiced chromotherapy, or the use of colours to heal. Chromotherapy is sometimes referred to as light therapy or colourology and is still used today as a holistic or alternative treatment.

IN THIS TREATMENT:

- Red was used to stimulate the body and mind and to increase circulation.
- Yellow was thought to stimulate the nerves and purify the body.
- Orange was used to heal the lungs and to increase energy levels.
- Blue was believed to soothe illnesses and treat pain.
- Indigo shades were thought to alleviate skin problems.

MODERN RESEARCH ON COLOUR PSYCHOLOGY

Most psychologists view colour therapy with scepticism and point out that the supposed effects of colour are often grossly exaggerated. Colours also have different meanings in different cultures. However, the existing research has found that colour can impact people in a variety of surprising ways:

- One study found that warm-coloured placebo pills were reported as more effective than cool-coloured placebo pills.
- Anecdotal evidence has suggested that installing blue coloured street lights can lead to reduced crime in those areas.
- More recently, researchers discovered that the colour red causes people to react with greater speed and force, something that might prove useful during athletic activities.
- A study that looked at historical data found that sports teams dressed in mostly black uniforms are more likely to receive penalties and that students were more likely to associate negative qualities with a player wearing a black uniform.

"Colour is a powerful communication tool and can be used to signal action, influence mood, and even influence physiological reactions. Certain colours have been associated with increased blood pressure, increased metabolism, and eye strain."



"Research has demonstrated in many cases that the mood altering effects of color may only be temporary. A blue room may initially cause feelings of calm, but the effect dissipates after a short period of time."

THE IMPORTANCE OF COMMUNITY MURALS



Murals also act as collective thought spaces. They can create dialogue around a subject or community issue through what they depict!

A great example of a dialogue-provoking mural project is American artist Wyland's Whaling Walls. Over a 30 year period, Wyland painted 100 life-sized whale murals across the globe to help people appreciate our oceans through art. Some of these pieces were created on walls in British Columbia and Ontario!

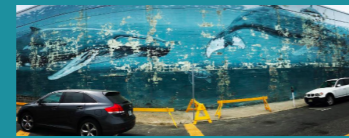
These community murals add value to their neighbourhoods while also encouraging dialogue about how individuals can protect marine creatures that are ecologically and culturally important to many.



Nowadays, community murals are a mode of expression for artists in every graphic style imaginable: abstract, photo realistic, surrealist, expressionist and graffiti, to name just a few. Most recently, murals have become community centrepieces that bring people together to celebrate the heritage and history of their home.

"THEY CREATE VIBRANT NEIGHBOURHOODS THAT PEOPLE WANT TO VISIT, LIVE IN, AND TAKE CARE OF"

Murals make our neighbourhoods beautiful! They add colour to building walls and streets that would otherwise go unnoticed, which is a treat for locals and tourists alike. Murals attract new local businesses, help bring customers to pre-existing locations, and boost the economy of an area. Some cities even offer walking/biking public art tours as a great way to interact with a city and its art!



IN STATION PLACEMENTS



The mural would be placed behind the chairs on the wall so that people could sit on the chairs and have their photo taken behind them.



For the murals in setting like this they would be on the back wall so that people could stand in front of them.

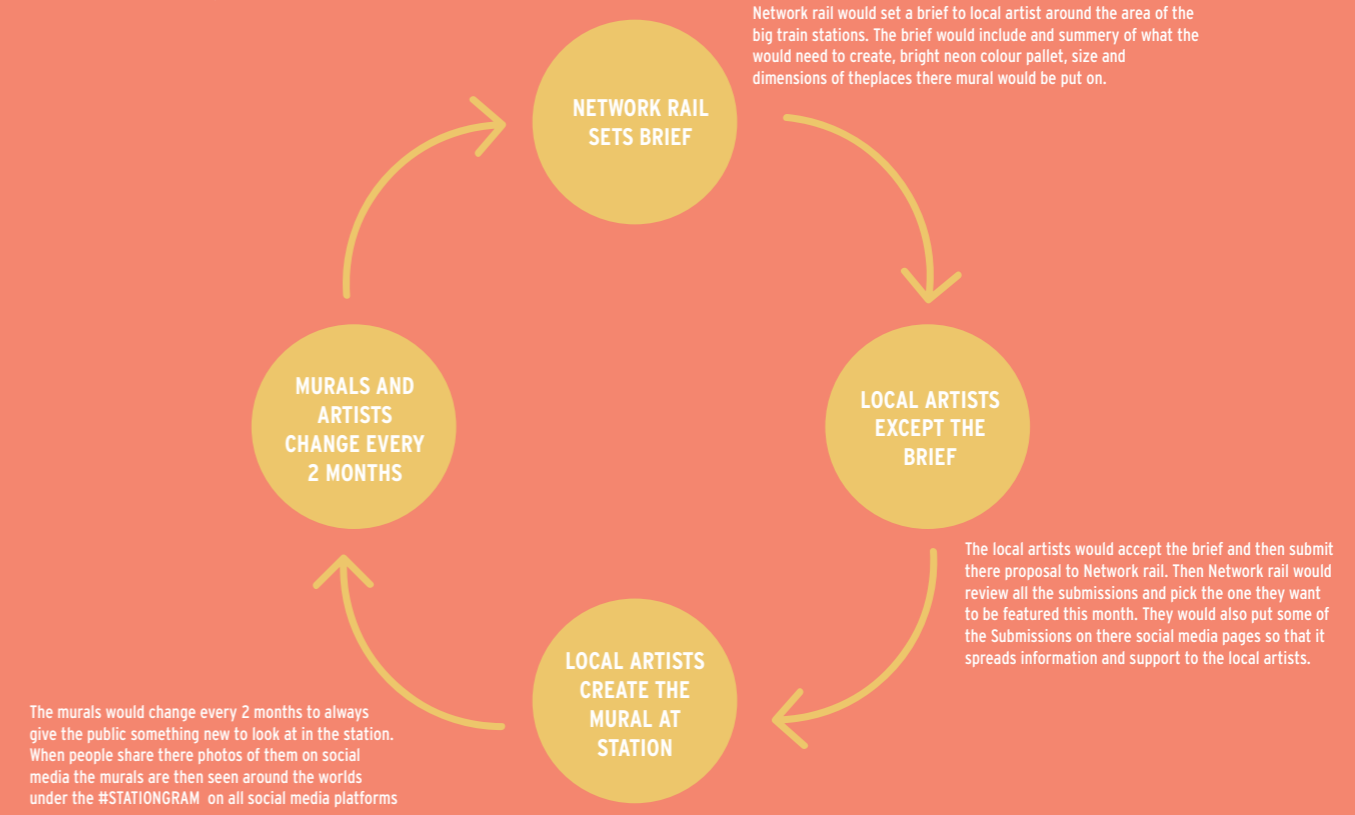


For this kind of setting the murals would be on the walls in between the archways to fit around the architecture of the station.

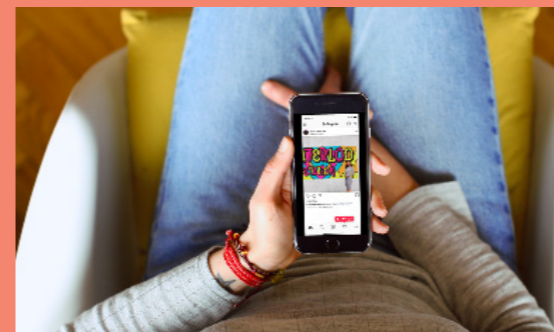


Examples of how the murals would look within the stations

SYSTEM DESIGN



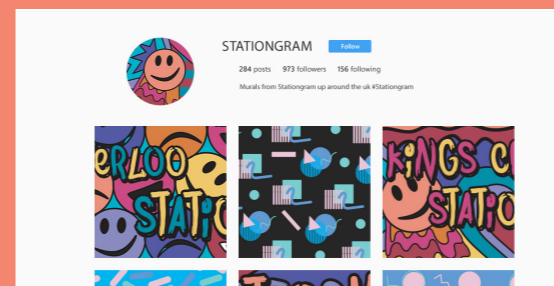
SOCIAL MEDIA



When commuters have finished taking photos in front of the murals then they can upload them to any social media platform under the hash tag #STATIONGRAM. This then shares the Stationgram experiences world wide for everyone to see it also grabs the attention of people on the internet and makes them then want to visit the stations around the UK to experience a Stationgram mural.



Stationgram also has their own social media page that shares all the murals and the location that they are at so online followers can see and share the beautiful murals.



"ARTISTS ALWAYS NEED AN ADVENTURE TO PULL THEIR FOLLOWERS IN"

You've got 60 Seconds

BRIEF:

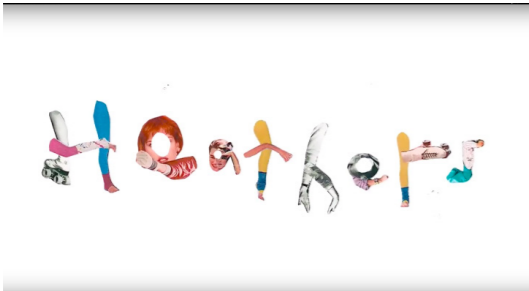
We want you to create an opening title sequence, lasting a minimum of 45 seconds and a maximum of 60 seconds. The sequence must include the names (and titles, as appropriate) of:

- the Lead Actors (up to six)
- the Writer (or adapter)
- the Production Designer or the Art Director
- the Editor
- the Producer
- the Director

The title sequence must include the name of the programme or film. The original production must be at least five years old.

Rational - we created a animated opening sequence for the movie Heathers.

<https://www.youtube.com/watch?v=q1dWlcxoFzk>

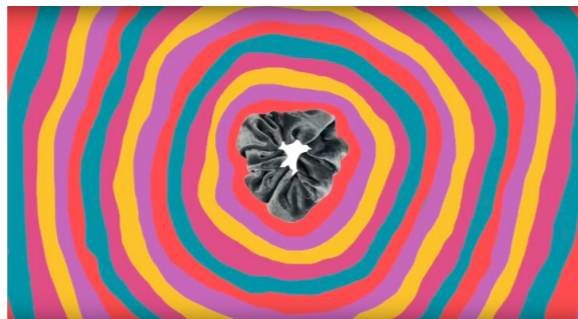


OMG!

SHANNEN DOHERTY



BANG! BANG! BANG!
BANG! BANG! BANG!

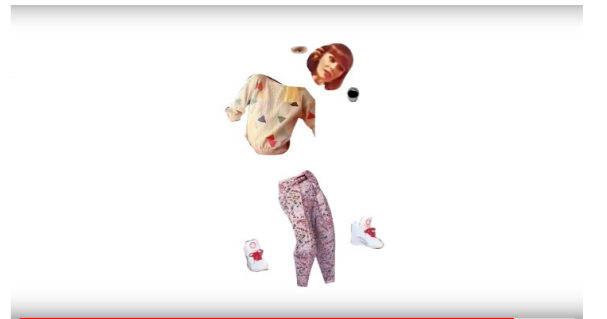


kim
walker

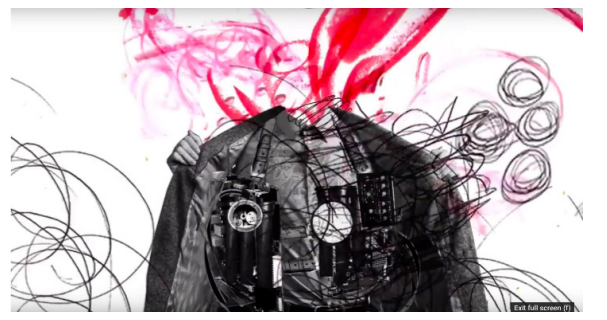


BAD ASS BAD ASS BAD ASS BAD ASS
BABES BABES BABES BABES
CLUB CLUB CLUB CLUB
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BAD ASS BAD ASS BAD ASS BAD ASS
BABES BABES BABES BABES
CLUB CLUB CLUB CLUB

LISANNE
FALK



REALLY REALLY REALLY
HEATER HEATER HEATER
REALLY REALLY REALLY
HEATER HEATER HEATER
REALLY REALLY REALLY
HEATER HEATER HEATER



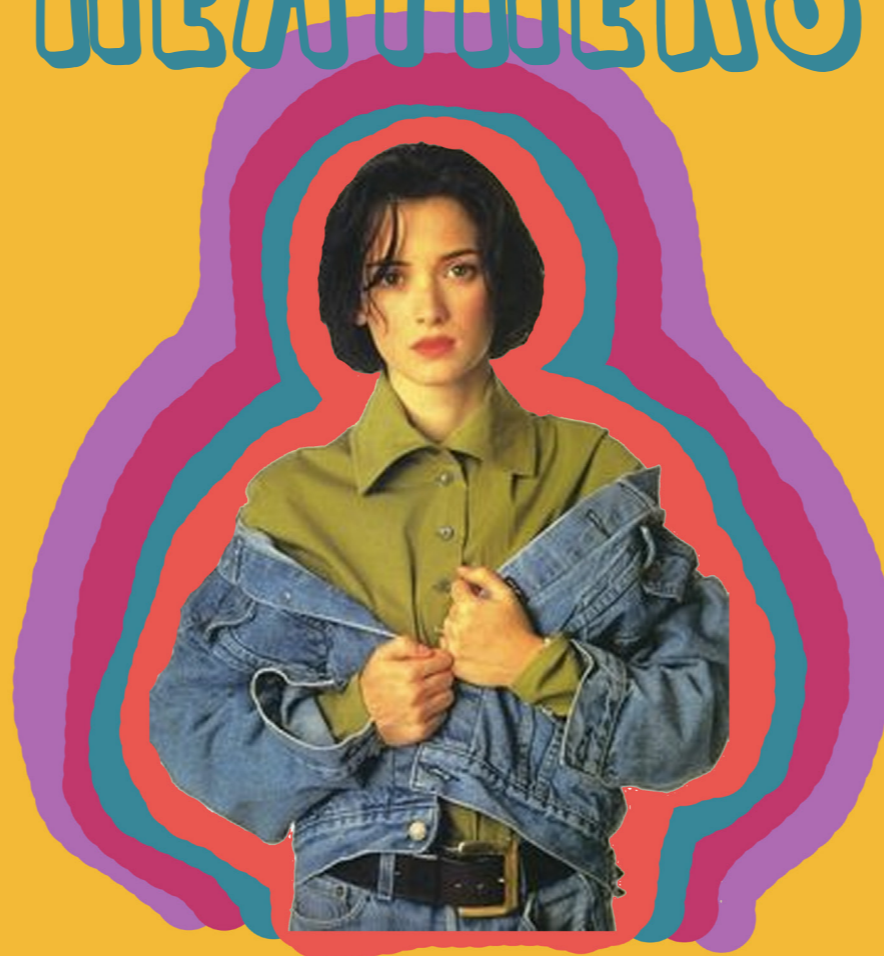
HEATHERS



ARE YOU A HEATHER?

WINONA RYDER, CHRISTIAN SLATER, SHANNEN DOHERTY,
KIM WALKER, LISANNE FALK

HEATHERS



ARE YOU A HEATHER?

WINONA RYDER, CHRISTIAN SLATER, SHANNEN DOHERTY,
KIM WALKER, LISANNE FALK

HEATHERS



ARE YOU A HEATHER?

WINONA RYDER, CHRISTIAN SLATER, SHANNEN DOHERTY,
KIM WALKER, LISANNE FALK

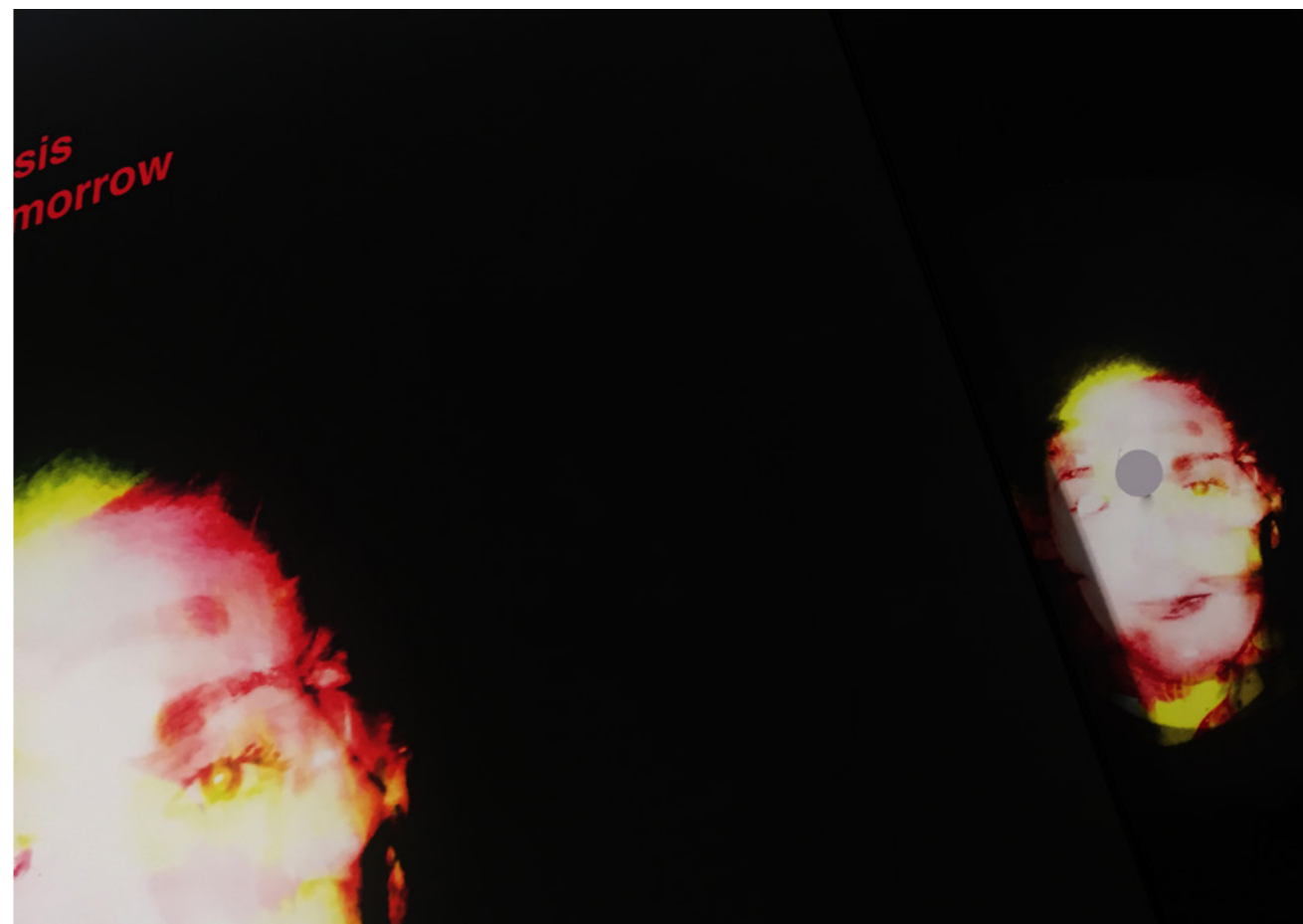
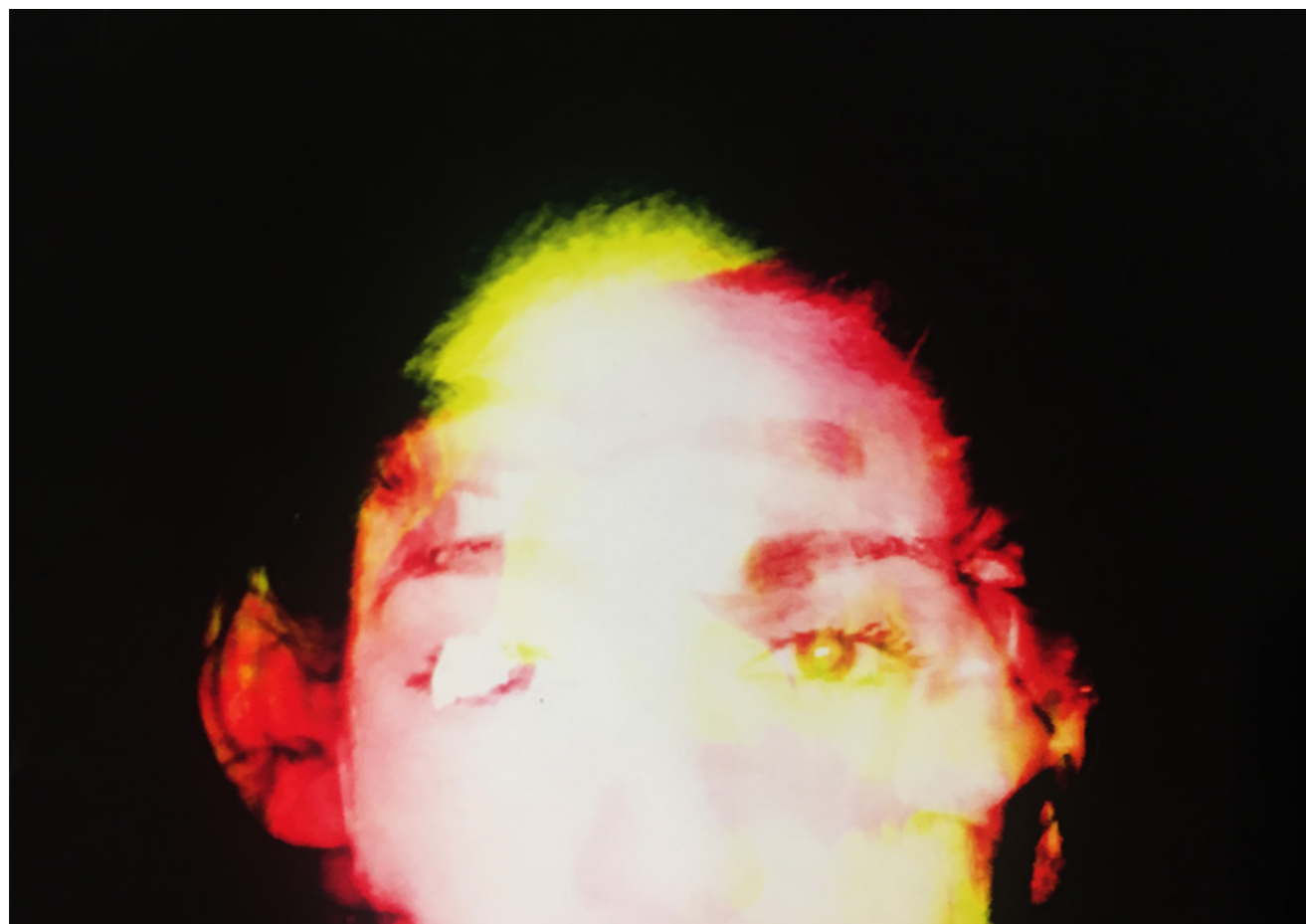
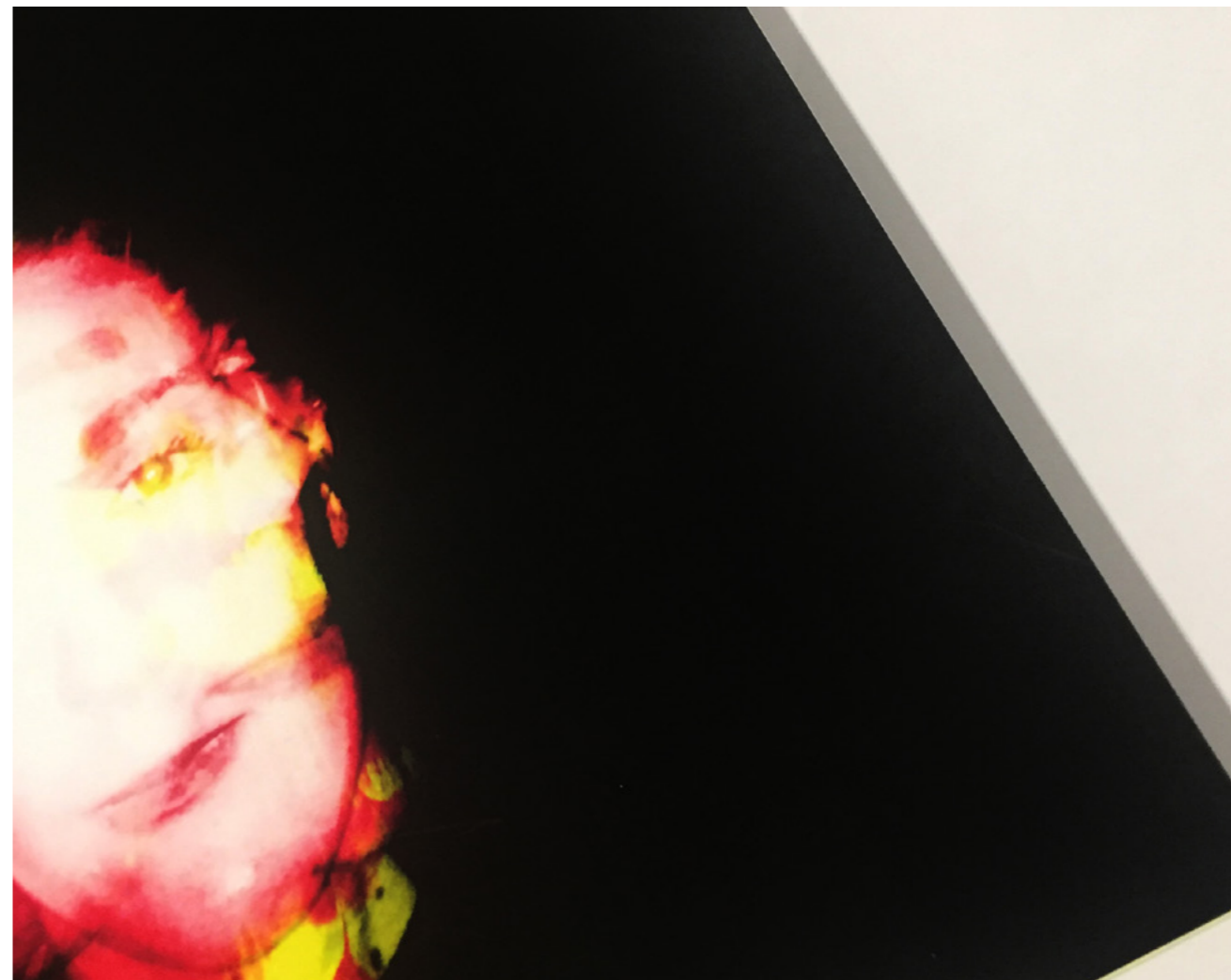
Heart Music Art

BRIEF PART 1 - ALBUM COVER:

We want you to create an opening title sequence, lasting
Based on your track selection and transcribed lyrics, design
and produce an interpretative vinyl outer sleeve front
and back.

Single Picked: Oasis Talk Tomorrow

ACQUIESCE
UNDERNEATH THE SUN
TALK TONIGHT
GOING NOWHERE
FADE AWAY
THE SWAMP SONG
I AM THE WALRUS
LISTEN UP
ROCKIN' CHAIR
HALF THE WORLD AWAY
(IT'S GOOD) TO BE FREE
STAY YOUNG
HEADSHRINKER
THE MASTERPLAN



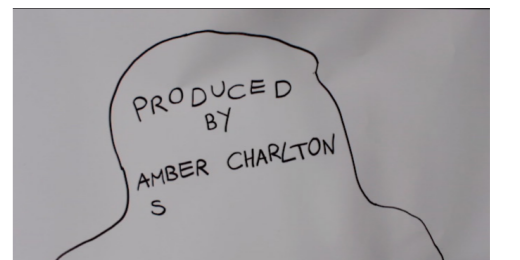
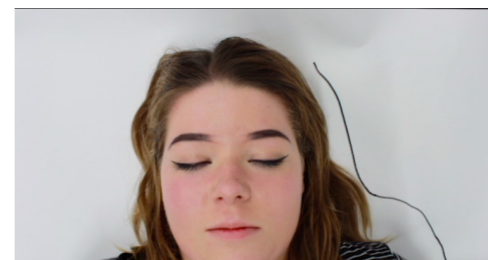
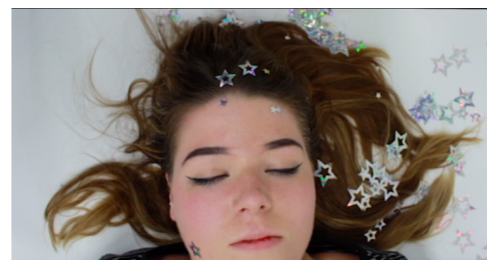
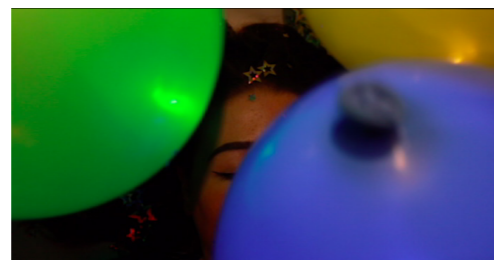
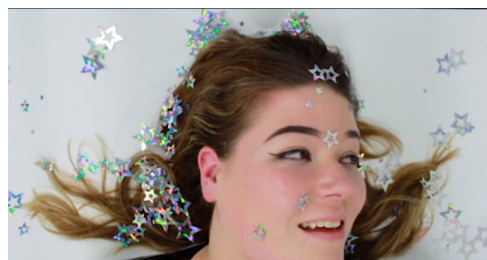
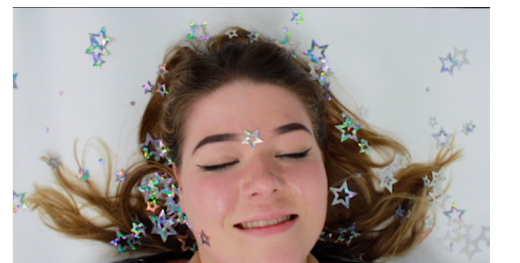
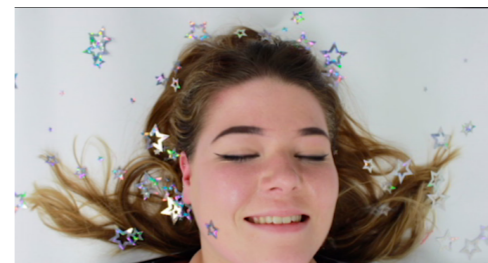
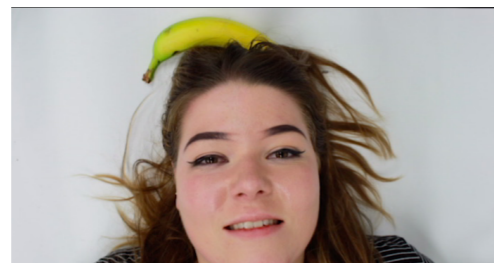
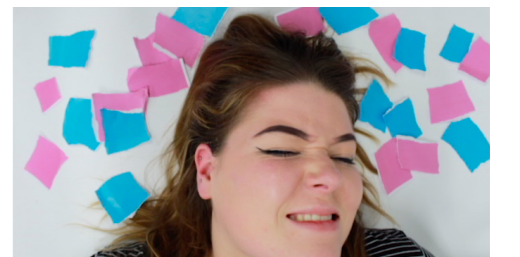
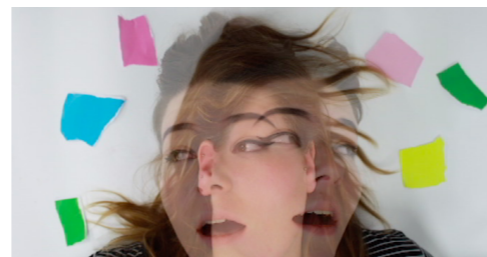
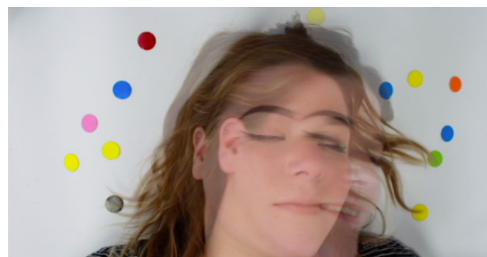
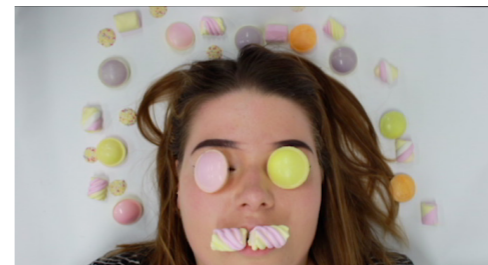
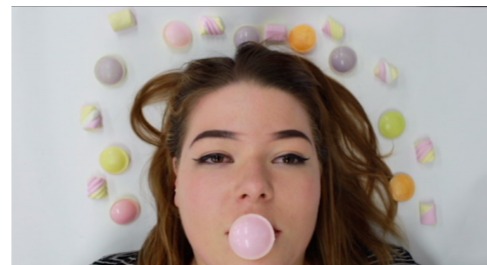
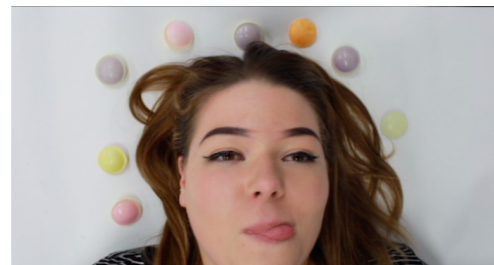
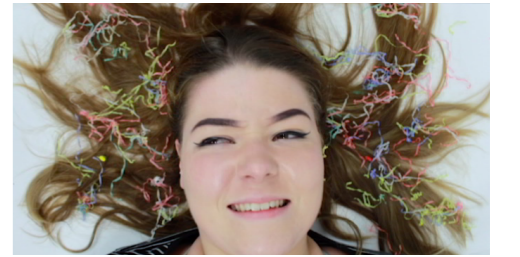
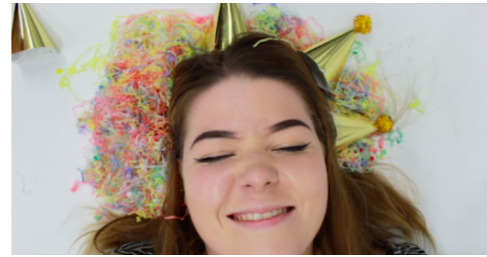
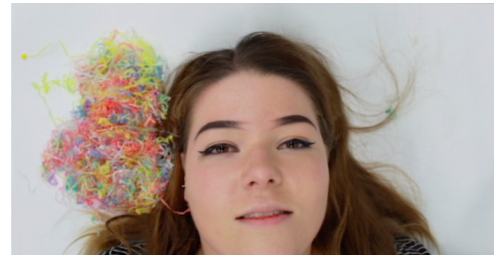
Heart Music Art

BRIEF PART 2 - MUSIC VIDEO

Develop a 60 second pre-production storyboard and music video.

Single Picked: Blkbird Lund

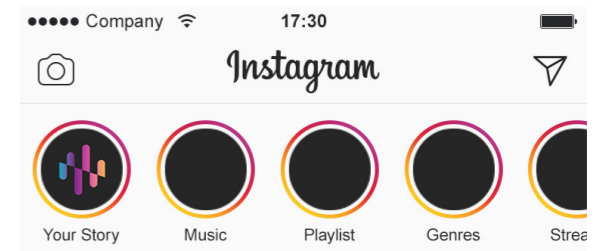
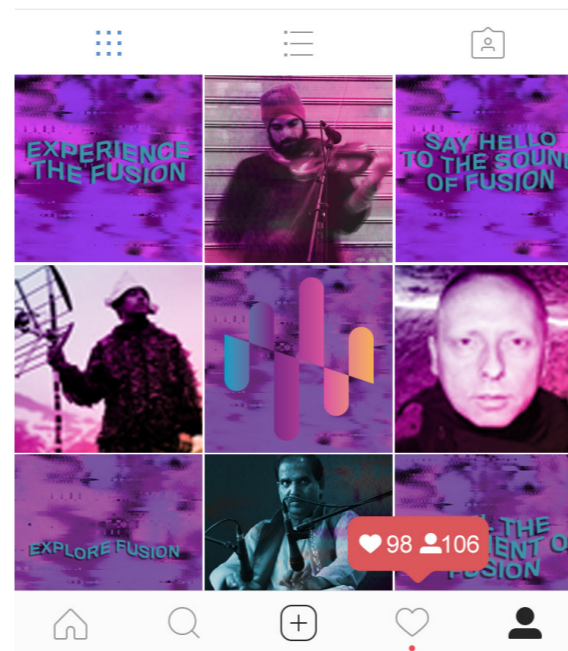
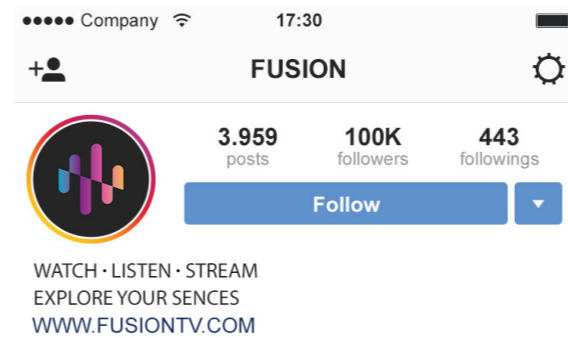
Rational: stop motion music video

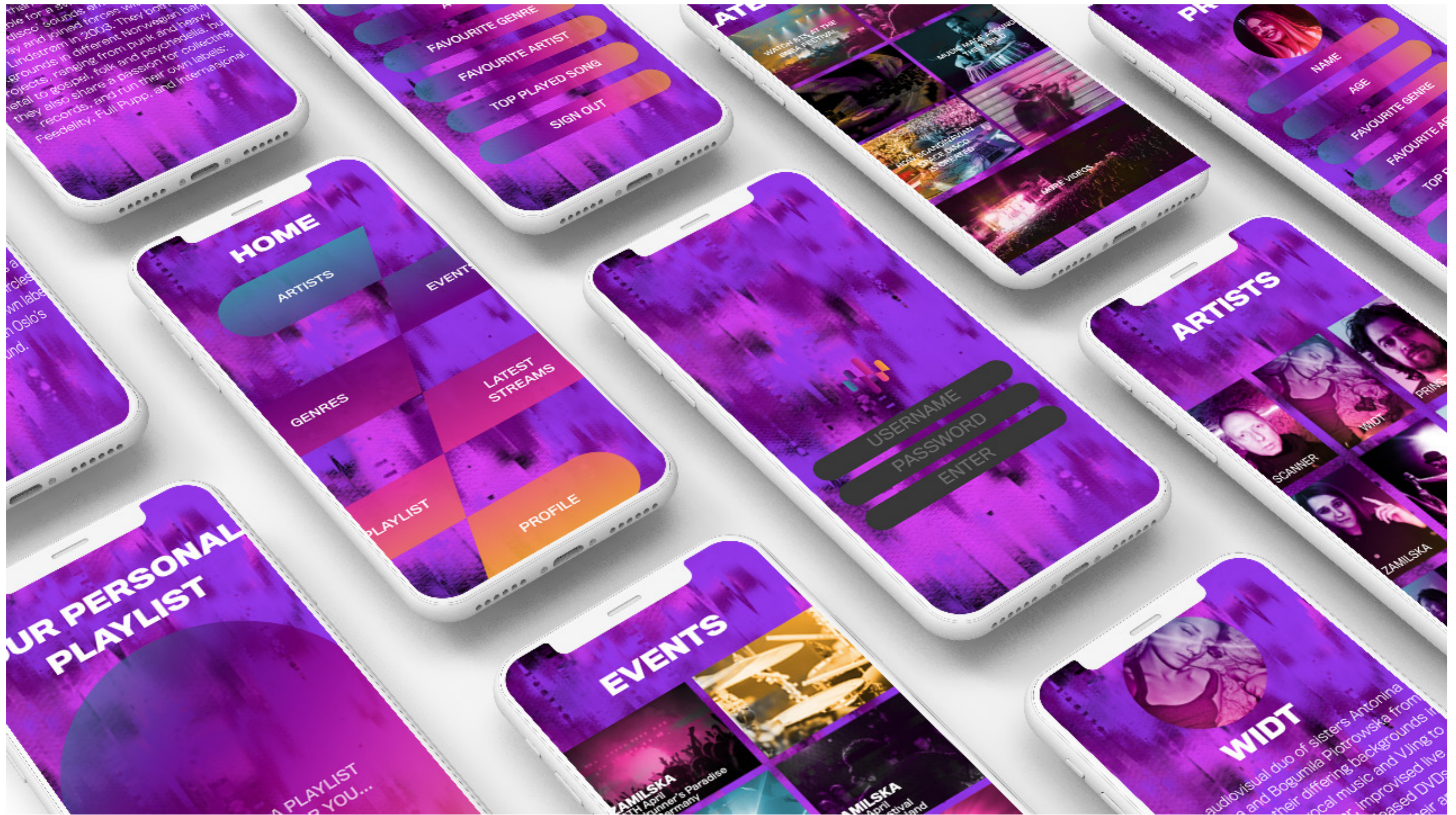


Music Streaming Platform

BRIEF:

Create a music streaming platform that showcases unheard music genres from around the world.





ISTD - LOST

BRIEF:

Rational: I created a letter-pressed book from a letter that a sailor wrote whilst being lost at sea.

