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Arjan Flora

Portfolio

Heart Music Art

Type: Record Design

Skills: Illustration & Image manipulation

Brief: Heart Music Art - Based on my track selection and transcribed lyrics, design an interpretative vinyl outer sleeve

Approach: My concept was positivity & Rastafari Culture. Reflect the Rastafari culture through musical elements. The brief for this part of the project was to design an interpretative vinyl outer sleeve and a vinyl centre label based on my track selection and transcribed lyrics. From the lyrics I was able to create a design solution that reflected the themes and cultural elements of the song and the artist.



Equality

Type: Poster Design

Skills: Layout & Image manipulation

Brief: Produce a series of posters on one of the following topics, racism, sexual health or environmental issues.

Approach: Use a variety of images containing elements of peoples faces with different ethnicities and create a layout to portray a feeling that all of the people connecting in a positive manner regardless of race or ethnicity.



Celebrity Gods

Type: Magazine Design

Skills: Typographic layout

Brief: Working in teams of four, you are tasked to produce a magazine that explores the given theme. You should consider religion in the widest sense of the word. You will have to generate the written content and images, become models, authors, designers and art directors.

Approach: Looking at religion in the widest sense, we chose to look at celebrity gods and why people look up to celebrities like 'gods'. As a group we picked some iconic celebrities that are well known and looked at the positive and negative of the celebrities, we did this because we wanted the audience to reflect on why they class certain celebrities as 'gods'. We chose to look at Michael Jackson, Jimmy Savile, Arnold Schwarzenegger, Kim Jong Il, Adolf Hitler, Joseph Stalin and Pol Pots, as all of these celebrities have positive and negative aspects in their lives. I researched into the negative side of Michael Jackson, Jimmy Savile, Arnold Schwarzenegger.



PAGES 1-6
Celebrity Gods: The positive side - Kavanagh Reeves

PAGES 7-12
Celebrity Gods: The negative side - Arjan Flora

PAGES 13-18
Dictatorship: The positive side - Jacob Baker

PAGES 19-24
Dictatorship: The negative side - Sofia Avagnano



“THE KING OF POP”

BYVINE

In the 1980s people started to notice a change in Michael Jackson due to the change in his physical appearance, his relationships, and his behaviour. This all started due to a 1983 child sexual abuse scandal when a family friend accused him of sexually abusing his son, the case led to an investigation but was settled out of court for an unknown figure. In 2005, further child sexual abuse allegations and several other charges were found against him, the jury found him not guilty on all counts.

In 1993, Jackson was accused of child sexual abuse by a 13-year-old boy called Jordan Chandler and his father, Evan Chandler who was a dentist. After this, Jackson began taking penicillins, Miltum, Xanax and Alavan to deal with the stress of the allegations made against him. By 1993, Jackson was addicted to the drugs. The Chandler family demanded payment from him, which he refused to give. Jordan Chandler then eventually told the police that Jackson had sexually abused him.

In August 1993, police raided Jackson's home and found books and photographs in his bedroom featuring young boys with no clothing. Jordan Chandler also gave police a description of Jackson's genital parts, which turned out to be correct. A strip search revealed that Jordan had correctly claimed Jackson had patchy colored buttocks, short public hair, and pink and brown marked testicles. He had also drawn accurate pictures of a dark spot on Jackson's penis only visible when his penis was flared. Reports of jurors felt that the photos did not match the description. On January 1, 1994, Jackson settled with the Chandlers out of court for \$22 million.

In May 2002, Jackson allowed a documentary film crew, led by British TV personality Martin Bashir, to follow him around nearly everywhere he went. On November 20, Jackson brought his infant son Prince onto the balcony of his room at the Hotel Adlon in Berlin where the film stood below, he held him in his right arm with a cloth loosely draped over Prince's face. Prince was extended over a railing, four stories above ground level, this triggered criticism in the media. Jackson later apologised for the incident, calling it "a terrible mistake".

3



BYVINE

Inquiry found that Savile abused 60 people, including at least 33 patients aged from 5 to 75, at Leeds general infirmary. Other hospitals have also released the results of their Savile investigations. Jimmy Savile died on the 29th October 2011, in 2011 the scandal broke. During 2011/2012 platforms such as the BBC started discussing allegations against Savile. ITV broadcasted a programme on Savile on the 3rd October and on the 22nd October Panorama also broadcasted a programme via BBC. On 11th January 2013, Scotland Yard labeled Savile as a 'predatory' sex offender, after the investigation reveals 214 criminal offences across 28 police forces, between 1950 and 2009. Its report, Giving Victims a Voice, found that 73% of his victims were children, and the allegations of abuse span 14 medical establishments. On the 2 June 2014, NSPCC researched for BBC, Panorama confirms there have been at least 500 reports of abuse by Savile. On the 26 June 2014, The Department of Health published the results of investigations by 28 medical establishments, including Leeds General Infirmary and Broadmoor hospital. At high-security Broadmoor hospital, Savile abused at least five individuals, including two patients who were assaulted more than once.

Sir James Wilson Vincent Savile was an English DJ, television and radio personality. He hosted shows on the BBC such as Top of the Pops and Jim's Fix It. He raised an estimated £40 million for charities and was prospected as a fund-raiser. However, there was a dark side to Jimmy Savile. He was known to sexually abuse hundreds of children and women when he was famous. Investigators He preyed on around 500 vulnerable victims as young as two years old at institutions including the BBC's broadcasting studios, 14 hospitals and 20 children's hospitals across England. Since his death in October 2011, a list of official inquiries have been released into his offending at hospitals, schools and the BBC. An independent

“CALL ME A PERVERT WHEN I'M DEAD, I DON'T REALLY CARE”

5



“TISSUE BUILDING”

BYVINE

Arnold Schwarzenegger admitted to using performance-enhancing anabolic steroids while they were legal. In 1977 he said "steroids were helpful to me in maintaining muscle size while on a strict diet in preparation for a contest. I did not use them for muscle growth, but rather for muscle maintenance when cutting up." He called the drugs "tissue building".

In 1999, Schwarzenegger said Dr. Willi Hoespe who was a German doctor who predicted his death to be early due to his steroid use and his later heart problems. Because the doctor had never examined him personally, Schwarzenegger collected a US \$10,000 libel judgment against him in a German court. In 1999, Schwarzenegger also sued and settled with Globe, a U.S. tabloid which had made similar predictions about his future health.

During his initial campaign for governor, he faced allegations of sexual and personal misconduct. Schwarzenegger was given the nickname "Grippe" (German for "flu"). Within the last five days before the election, news reports were shown in the Los Angeles Times recounting

allegations of sexual misconduct from several individual women, six of them eventually came forward with their personal stories. Three of the women claimed he had grabbed their breasts, the fourth said he placed his hand under her skirt on her buttock. The fifth woman claimed Schwarzenegger tried to take off her bathing suit in a hotel elevator, and the last said he pulled her onto his lap and asked her about a sex act.

Schwarzenegger admitted that he has "behaved badly sometimes" and apologized, but also stated that "a lot of what you see in the stories is not true". This was after an interview in adult magazine "Dix" from 1977 surfaced, where Schwarzenegger discussed attending sexual orgies and using substances such as marijuana.

Schwarzenegger is shown smoking a marijuana joint after winning Mr. Olympia in the 1975 documentary film "Pumping Iron". In an interview with GQ magazine in October 2007, Schwarzenegger said, "Marijuana is not a drug. It's a leaf. My drug was pumping iron, trust me." His spokesperson said the comment was meant to be a joke.

7

A Taste of Luxury

Type: Re-branding

Skills: Layout & Image Manipulation

Brief: Create a new product range for your brand that delivers luxury in an eco-friendly world. You must design packaging and relevant branded communications across x3 different touch points.

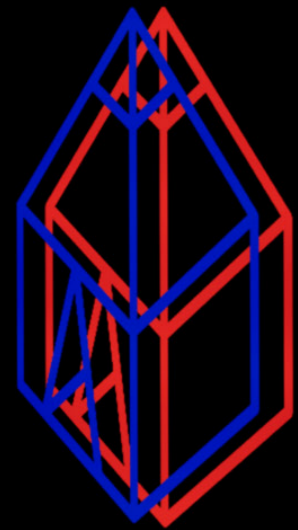
Approach: House of Marley products are crafted from earth friendly materials, the packaging and products reflects this. The new direction is to create a luxury feel combined with eco friendly materials to meet the requirements of a high quality professional level. The message is to visually convey clarity, powerful sound and the noise cancelling feature of the new product range. This would work well in locations where people use headphones regularly, such as long journeys or waiting for transport, linking in with the target audience. My design visually conveys powerful sound by using impacts of natural materials, this makes the audience feel the quality of the sound of the new luxury product range. The legendary headphones are aimed at young/middle aged adults, aged 19-40, studying music or working their way forward to pursue a career in music



The sound of explosion visualising depth, quality and bass



ADVERTISING SCREEN
1280x1920px



Sound you
can feel

MARLEY

Discover the new wireless, noise cancelling Legendary collection,
crafted with Eco freindly materials.

A Trip Back To The 60s

Type: Poster Design

Skills: Layout & Colour

Brief: Take your selected era, explore and research into aspects of the period and choose a theme in from the era you would like to pursue.

Approach: For my particular them of the 1960 I chose to focus on the psychedelic era which consisted of taking many psychedelic drugs which inspired music art and fashion creating the hallucinogenic patterns used in album art work from artists such as Victor Moscoso.



For a Brighter Environment

Type: Branding

Skills: Layout & Strategy

Brief: Pick a topic from the list and explore, think about the problem, target audience and solution.

Approach: Bright is an information and entertainment, environmental and alternative lifestyle platform. The platform allows the audience to watch specific documentaries on any chosen environmental topic. Documentaries explain the current negative issues with the environment and identify what we can do to change these negative issues to make the world a brighter place.

When we realise we can make a buck cleaning up the environment, it will be done!

Dennis Weaver

Bright
Think inside the box

www.bright.com
Watch on demand

How long until he disappears?

Bright
Think inside the box

www.bright.com
Watch on demand

Over 1 million marine animals are killed each year due to plastic debris in the ocean. Stop!

Bright
Think inside the box

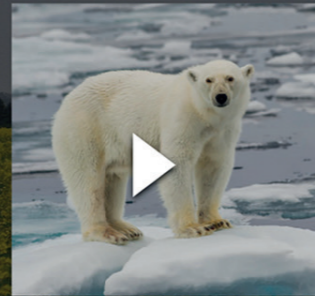
www.bright.com
Watch on demand



Home **Watch** About Contact

Watch

Stream your favourite topics online. Simple & fast.



Global Warming

The Arctic is warming about twice as fast as the global average, causing the ice that polar bears depend on to melt away. Loss of sea ice also threatens the bear's main prey, seals, which need the ice to raise their young.



Air Pollution

The most common factory air pollutants are greenhouse gases from the burning of fossil fuels. Factories contribute to water and land pollution by acidifying rain, chemical spills and disposal of toxic waste.



Litter

Seals, whales, dolphins, seabirds, fish, crabs and many other sea animals are dying and becoming sick because of litter in the ocean. Sea animals often eat microplastics because of their small size. And plastic contains toxic chemicals, which can increase the chance of disease and affect reproduction. Plastic bags can also get caught around some animals necks which leads to death.

MacBook Pro

506102



 **Bright**
Think inside the box

www.bright.com
Watch On Demand

JCDecaux



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Travelogue >> 23

How long until he disappears?

Bright
 Think inside the box

www.bright.com
 Watch on demand

Google Music

Type: 3D Typography

Skills: Layout & Editing

Brief: Find a genre, song or musical movement that best represents a cause and use typography to bring it to life. A typography-led, integrated graphic design campaign that uses Google Fonts, a library of 952 free licensed fonts.

Approach: It's like a jungle sometimes
It makes me wonder how I keep from going under
It's like a jungle sometimes, It makes me wonder how I keep from going under, These lyrics portray the environment of New York City during the 1980s and how the atmosphere impacted people, influencing the hip hop movement in everyday life. After looking into the culture of hip hop during the 80's in New York City discovering elements such as graffiti and break dancing. The one common element throughout was the jewellery specifically gold chunky rope chains which not only artists wore but members of the public influenced in the hip hop movement.







- 1. The Message (7:10)
- 2. The Message Instrumental (7:10)
- 3. The Message Vocal (7:10)



1 234567 890128



Available for streaming on the GoldChainz app



1 234567 890128



NOTHING LIKE THE
old skool?

LISTEN TO THE MESSAGE BY GRANDMASTER FLASH & THE
FURIOUS FIVE. AVAILABLE IN ALL STORES OR \$TREAM NOW
ON THE GOLDCHAINZ APP

Sugar Hill
Gang

RTA FMG
PRESENTS

FREMA
WINTER M
FESTI
20

AKIYOKA LOS PORCHEROS SZA/PRUNTS
THE RAZE RAG N' BONE MAT CAS
HIGH HORSE RED ENGINE CAVES MCISTOYST



Chrysalis Student Awards

Type: Packaging Design

Skills: Concept & Strategy

Brief: Create a drinks brand that has a functional benefit beyond the primary purpose of refreshment.

Approach: The Cure is a beverage that removes the affects of hangover, therefore allowing the audience to enjoy their evening and consume as much alcohol as they wish without feeling hungover the following morning. The Cure is aimed at people aged 24-50 years old, male and female. This target audience would work on a day to day basis and would have a productive lifestyle. After work or on the weekend they may like to socialise to unwind after a long day. The Cure allows people to have a productive day the following morning, after an evening of consuming alcohol. Though The Cure is aimed at an audience that like to socialise at bars in busy cities, students may also drink The Cure as they enjoy partying and may have early lectures the following morning, therefore they also maintain a busy day to day lifestyle.



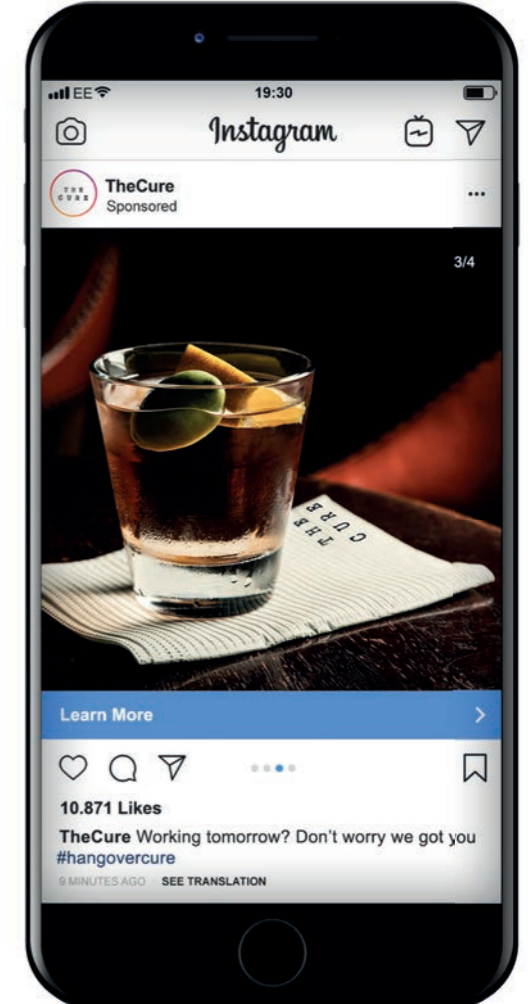
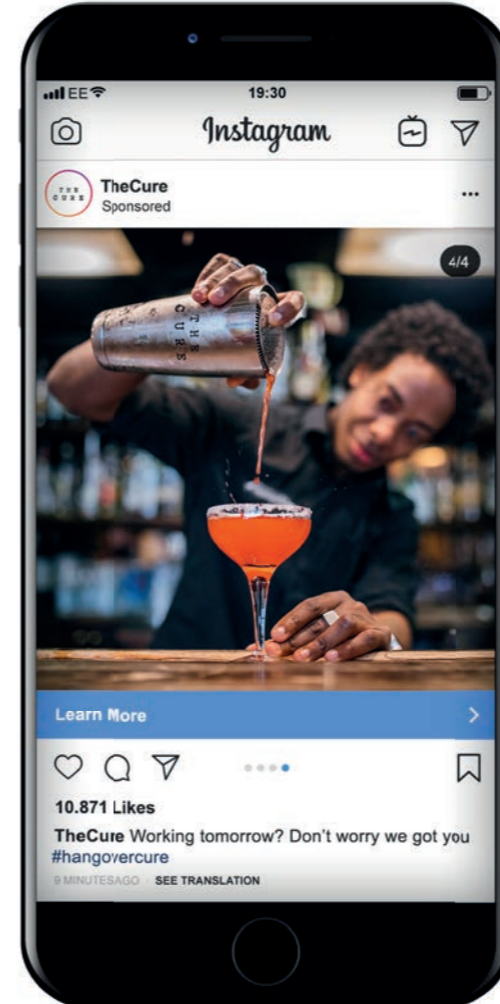
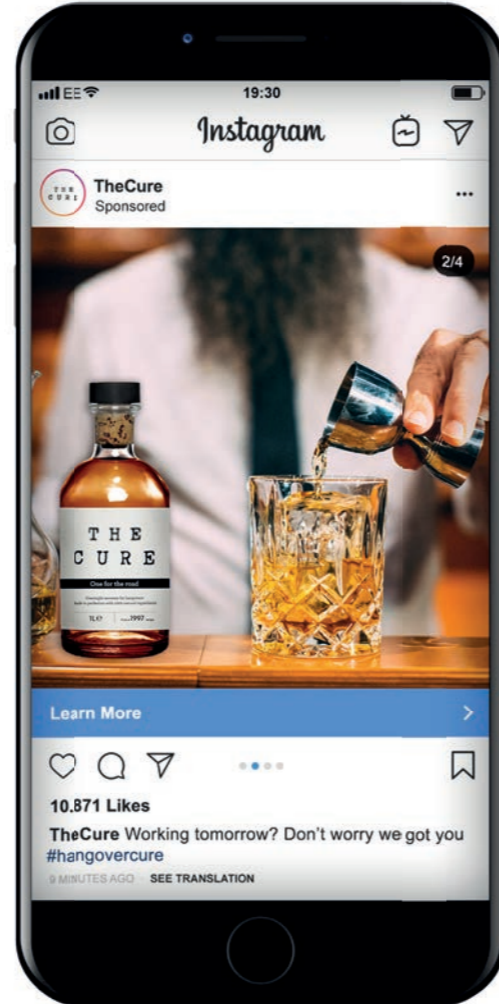
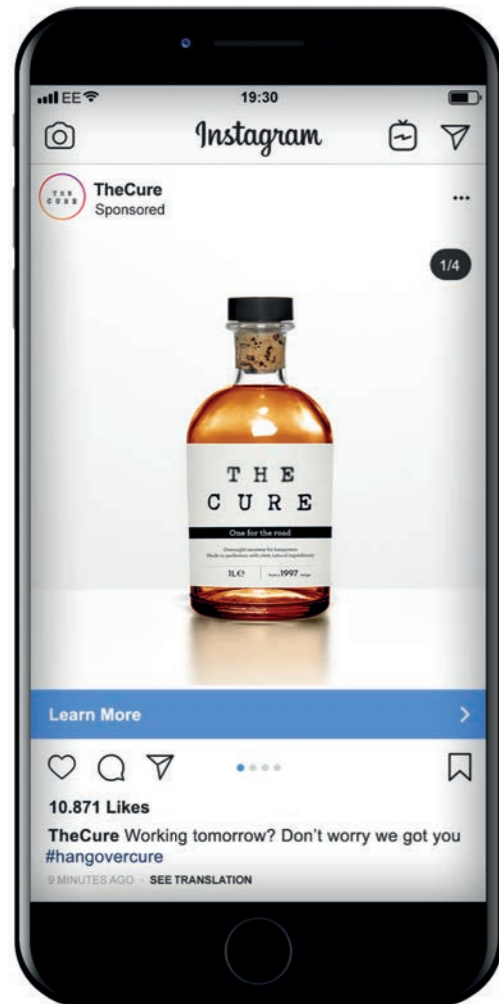




THE CURE



THE
THREE



The Future Brief, Today

Type: Branding

Skills: Layout & Strategy

Brief: The client is a (made up) company called Invisible Inc. They are leading the way with technological innovation that is making many far fetched ideas a reality. Invisible Inc. believe they have come up with the technological innovations that will change the world. Below are five technological innovations that Invisible Inc. have created. We would like you to decide which one has the most potential, and come up with a brand to help launch it to the world, and make it desirable in today's society.

Chosen Brief:

1. Teleportation Portal Technology Able to transport matter anywhere on Earth. Format: Transportation product or service

Approach: A watch that allows the audience to travel freely, to any location on Earth, whether this would be for leisure or holidays, business, visiting distant relatives or to even simply escape reality. Our product offers a hassle free and professional service allowing the user to travel promptly with no interruptions or delays.





ROAM

Anywhere Anytime Anyplace



The Significance of Numbers

Type: Typographic Design

Skills: Typography

Brief: Use this brief to change the way we think about numbers and fire your audience's imagination to see the world with fresh eyes. Research and investigate the philosophical and factual elements of numbers and create an engaging experience for your target audience – make them fall in love with mathematics. Work to develop ideas that are not obvious and shine a new light on how numbers intertwine with our lives and give narratives to our experiences, both culturally and theoretically.

Approach: How are you using your time? should it really be trying to chase money all the time, or is family time and happiness more important? for some people money may be happiness if that is the case work smart as well as working hard, Time is money, think about how you are using your time to get your money, are you happy going to work? Is the money worth your time? Money will return time will not. Think about how you are using your time, everyone has the same 24 hours in a day. People turn 10 years old, then 20 and soon will be 40, 60, 80, use your time carefully and use it to make you happy, time doesn't return.

WORLD





TIME
is
MONEY

Money will return, time will not

How are you using your time? should it really be trying to chase money all the time, or is family time and happiness more important? Is the money worth your time? Money will return time will not. Think about how you are

using your time, everyone has the same 24 hours in a day. People turn 10 years old, then 20 and soon will be 40, 60, 80, time flies, use your time carefully and use it to make you happy, time doesn't return, money will. Some people are chasing

money, which may bring happiness but to an extent, money cannot bring back time and experiences throughout life. Every person earns a different salary, but a day's pay to a wealthy person or a poor person is the same. Whether it can buy you a new playstation or a new Ferrari, a day's pay

is the same. Society and money can make people greedy and also causes many of the problems such as increasing depression, suicide and death rates, which again shows how money affects the world's population. A set amount of money

can purchase a certain number of items. But with a day off work, the world is yours oyster. Maybe not being able to travel anywhere in the world, but you can explore all sorts of adventures that you could not do while

at work. A "thing" that costs money will never compete with an experience that broadens the mind, or simply makes you happy. Someone may have

all the money in the world, but can only have a certain amount of time in which to spend it. Billionaires around the globe have enough money to last 100 lifetimes, and yet they only have a set number of years on this planet. Money can buy you a lot, but it cannot buy you more time, which is why time is the most valuable resource we all have. A study published earlier this year asked participants what brings them greater happiness free time, or money? Over half of the people

involved in the study (4,600 participants) — said that free time brought them more happiness, and would prioritise time over money. The value of money can change

from day to day, and differs across currencies and investments. But you cannot put a price on time. For example, what kind of price tag would you attach

to spending one hour with someone you love? or spending the day with a friend or family member you haven't seen in 10 years? What price would you put on an experience

that broadens the mind, or brings you inner peace? While it is easy to say it would cost thousands to book a vacation, what is the cost of spending a few hours on a beach thinking of nothing but the sand between your toes? No worries. No stresses. Just that moment. What's more, time is free.

Street Art

Type: Branding

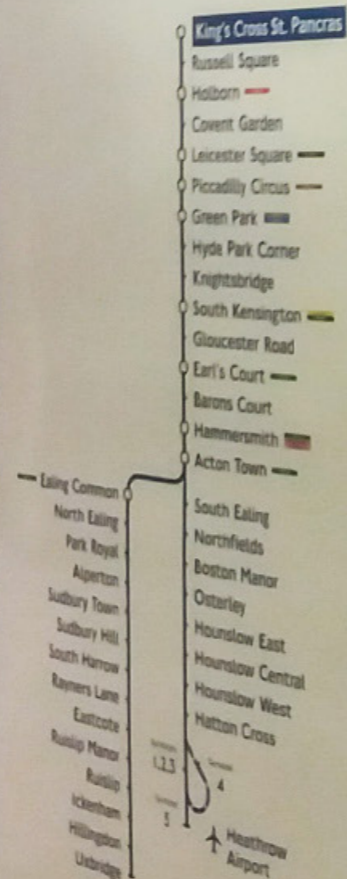
Skills: Hand craft & Layout

Brief: Select an aspect of your Dissertation to develop further as studio practice. You may consider building on an aspect of the research that peaked your interest - one which, in your view, warrants further exploration. Use an aspect of your dissertation to form the starting point for further investigation.

Approach: I decided to pursue the theme of a street art organization that brings communities together and teaches young teenagers street art through classes. They also organise commissioned spaces from companies and legal art spaces allowing artists to express themselves through their work legally, or to earn money from companies for creating artwork that advertises or promotes a new product. This helps the community and provides opportunities for people who wish to pursue a career in art or any other creative industry. This also solves the problem of graffiti making streets look deprived and transforms the environment into a bright atmosphere turning the art form into something positive rather than the negative label that it has.



Piccadilly line
Westbound platform 5 →



Aerosoulz

WHY NOT
DO IT
LEGALLY
?

Join legal street art events

For more information find us on social media @Aerosoulz
or download the Aerosoulz app



No access
Hammer
Metropo
Circle lin
Return to
and follow



Interested in Street Art?

For more information find us on social media @Aerosoulz
or download the Aerosoulz app









