

Daniella Thompson - My Portfolio

'A conceptual designer who loves bold colours, playful imagery and copywriting'

Final year FMP// Euphoria

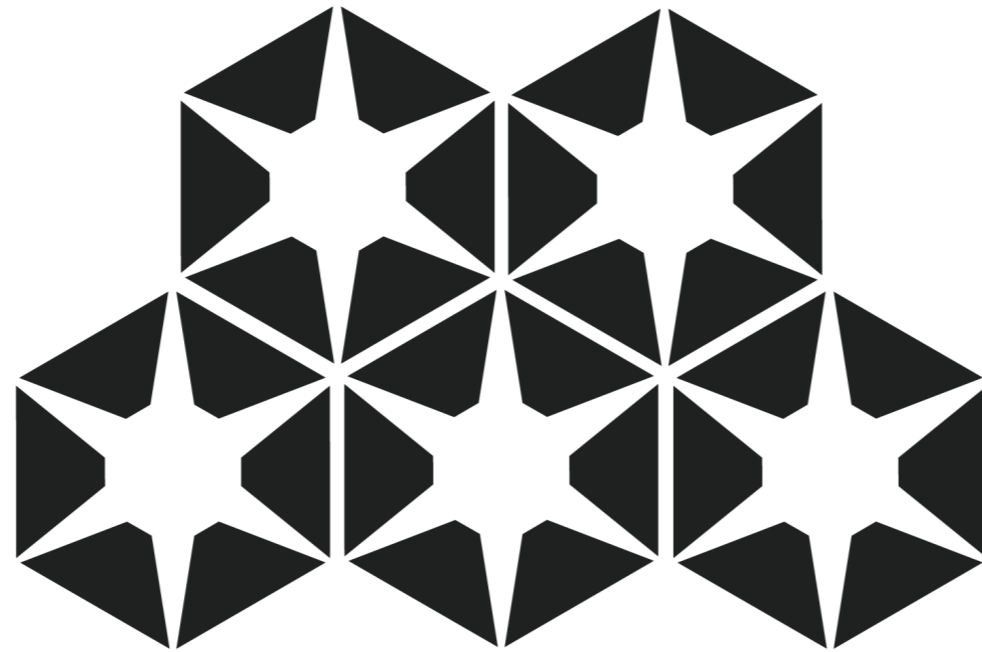
Create your own brief that is inspired by your dissertation findings.

My Approach

My dissertation studied what design activism is and why brands may use it. It researched a range of brands such as Nestle, Rowntree, The Quaker Oats Company, Nike and The Body Shop. Specifically, a feature of my dissertation that interested me was when brands built villages for their workers such as Rowntree's New Earswick in York and Cadbury's Bournville in Birmingham. Utopian towns are modelled to be perfect happy places, where society is founded on reason but also a prototype for communism. In response to the brief, I chose to research and design a Utopian town known as Euphoria. Every feature of Euphoria has been designed to optimise happiness but similar to many Utopian towns, there are rules and regulations that govern the residents, enforcing its Utopian background. This is the front cover of my guide for Euphoria.



Euphoria's identity is a geometric sun that uses the negative space of a hexagon, one use of it is that it can be stacked to form a pattern.



Euphoria



Euphoria



Euphoria

Happiness is at home.

This is a map for Euphoria, shaped like a hexagon in-line with the logo for Euphoria whilst still reflecting the flat surfaces and physical attributes.



This is a A4 guide for Euphoria to advertise the new town to potential residents. The guide is illustration based accompanied with a simple, professional sans serif typeface. The guide explores how Euphoria is Utopian, from the self sufficient housing, the sense of community, sourced local employment, the vast countryside and health conscious transport: cycling and the tram service. The guide also explores the underlying communist ruling to Euphoria, such as ignoring the rules meaning that you may have to leave.



Cycling in Euphoria

Euphoria has more bicycles than people and more than half the workforce commute on bikes on a daily basis. Euphoria boasts 45km of cycle lanes and pedestrians intending to cross the road have to negotiate a blonde stream of professionals, students and mums towing babies in trendy buggies before they get to the motorised vehicles. Intelligent traffic lights designed to give priority to bikes and buses are being installed and even the rubbish bins are mounted at just the right angle for lobbing litter in without having to dismount.

Why should I cycle?

Regular cycle commuters will happily tell you how much time they save compared to other modes of transport. It's (even more) frustrating to be sat on the top of a slow-trundling bus when you're used to whizzing along on two wheels. Euphoria has more bicycles than people and more than half the workforce commute on bikes on a daily basis.

The feeling of setting off on an entirely new trip, without having a fully coherent vision of where you're going to end up, is one of the joys of cycle touring. This should already be evident from the various reasons above, but the sheer glee of our readers' submissions has to be noted. They'd go door to door to convince you, if they had to, like two-wheeled evangelists, and probably get quite fit in the process.

Cycling makes you feel happier. Even if you're miserable when you saddle up, cranking through the miles will lift your spirits. Any mild to moderate exercise releases natural feel-good endorphins that help counter stress and make you happy. That's probably why four times more GPs prescribe exercise therapy as their most common treatment for depression compared to three years ago. Just three 30-minute sessions a week can be enough to give people the lift they need.



'Cycling is so much faster and so much more convenient to get around'

Explore the countryside

Explore the picturesque countryside, the vast woodland and parks in Euphoria.

Be awed by the flowing clear streams of water and witness the views first-hand by canoe. Awe is a powerful human emotion and a handful

of recent studies have found a link between experiencing a sense of awe – that feeling you get when you look across a wide open valley – with feeling less stressed and more satisfied. People who've recently had an awe-inspiring experience are also more likely to say they feel more curious about the world around them and to act more generously toward others.



'The impact of being green isn't just physical. Spending time in nature helps with stress relief and mental illness. In one study, people in the Netherlands who thought their local green spaces were more accessible and usable felt greater satisfaction with the whole neighbourhood'

When you cannot cycle, travel by tram

If you cannot cycle, you can always travel by the tram. Did you know that trams reduce congestion in city centres by providing people with a quick, reliable, high-quality alternative to the car? Trams are the better alternative to buses and taxis in city centres. They can reduce road traffic by up to 14%. They can help us tackle climate change. Travelling by car produces over three times as much CO2 as travelling by tram, according to Defta.

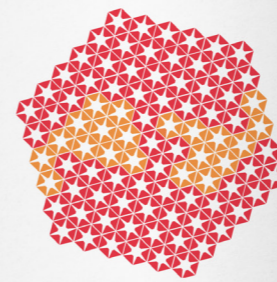
Trams make cities nicer places to be. They improve local air quality because they run on electricity so don't produce any pollution at the point of use.

Trams improve the image of a city and contribute to economic regeneration. A new tram is a visible, permanent way of showing that an area is being invested in for the future. Trams will benefit Euphoria, they attract businesses and tourists, and helps people access jobs and services. Trams are great for the longer journeys in Euphoria, they are more flexible and faster and more reliable.



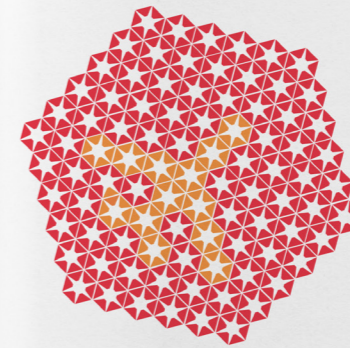
Anti-Euphorian behaviour

Euphoria believes in law and order. In order to actively keep everyone happy, there are three main rules that Euphoria have set out to optimise happiness.



Disconnect from social media.
Have no more fear of missing out.

Terms and conditions of use:
There is no tolerance for the use of social media in Euphoria. Social media is found to have a negative impact on your mental health. If you are found to use social media, then you will have your technology confiscated from you. Toxic behaviour is not tolerated. Disconnect from social media. Have no fear of missing out.



Happiness is at home.
Ignore the rules, prepare to leave.

Terms and conditions of use:
If you are found to violate the rules for the following reasons (i.e. not participating in leisure activities, spreading negativity, no work contribution or being involved in reckless behaviour) then you may be given warnings. If you get several warnings then you may be asked to leave. Happiness is at home. Ignore the rules, prepare to leave.

'Stop looking. Happiness is at home. Euphoria' is a poster advertisement for Euphoria, created using the stacked Euphorian logo and colour variations. This aim of this advertisement was to show visual distortion. The advertisements for Euphoria will be in urban areas so that people may make the change of moving somewhere rural.



D&AD// giffgaff The Power of 5G

Harness the power of the people and explore what 5G could enable in the hands of its member.

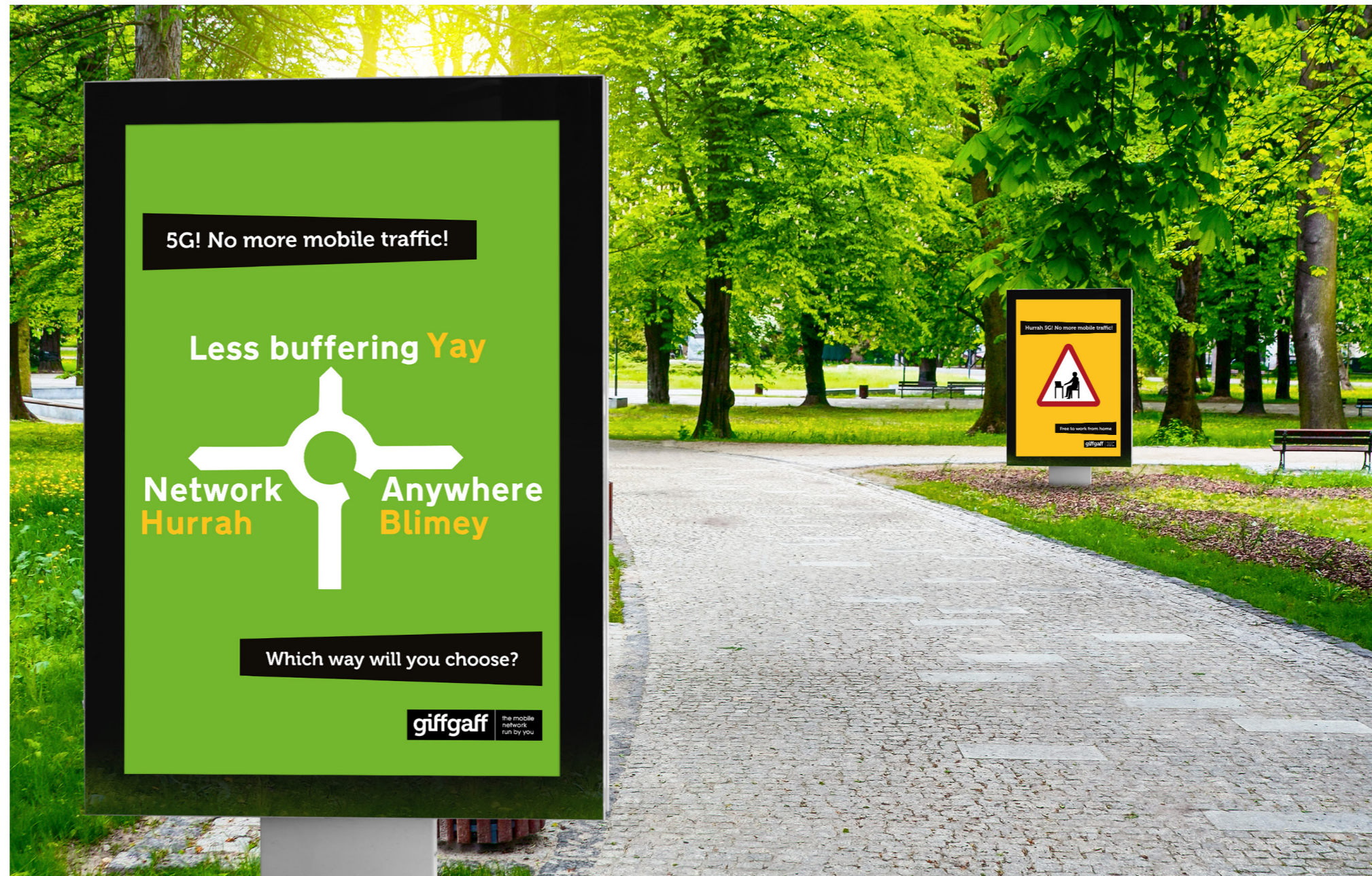
My Approach

People in rural areas may have poor connection, struggle to work and may feel isolated. Apart from speed, 5G may benefit rural communities as the low latency will mean smoother downloads and no buffering – ‘No more mobile traffic!’. The research that I conducted included Margaret Calvert and John Kinneir’s signage. The advertisements utilise the language of The Highway Code and the visual imagery is humorous; the advertisements will be placed in rural areas. The launch of 5G proposes a 5G ZONE with desks in unusual places – unlimited 5G will be provided to encourage people to work and network.

Yay! No more mobile traffic!

giffgaff

The poster advertisements utilise the language of The Highway Code and the visual imagery adapts road signage; the advertisements will be placed in rural areas in places such as bus stops, shop windows and information signs.



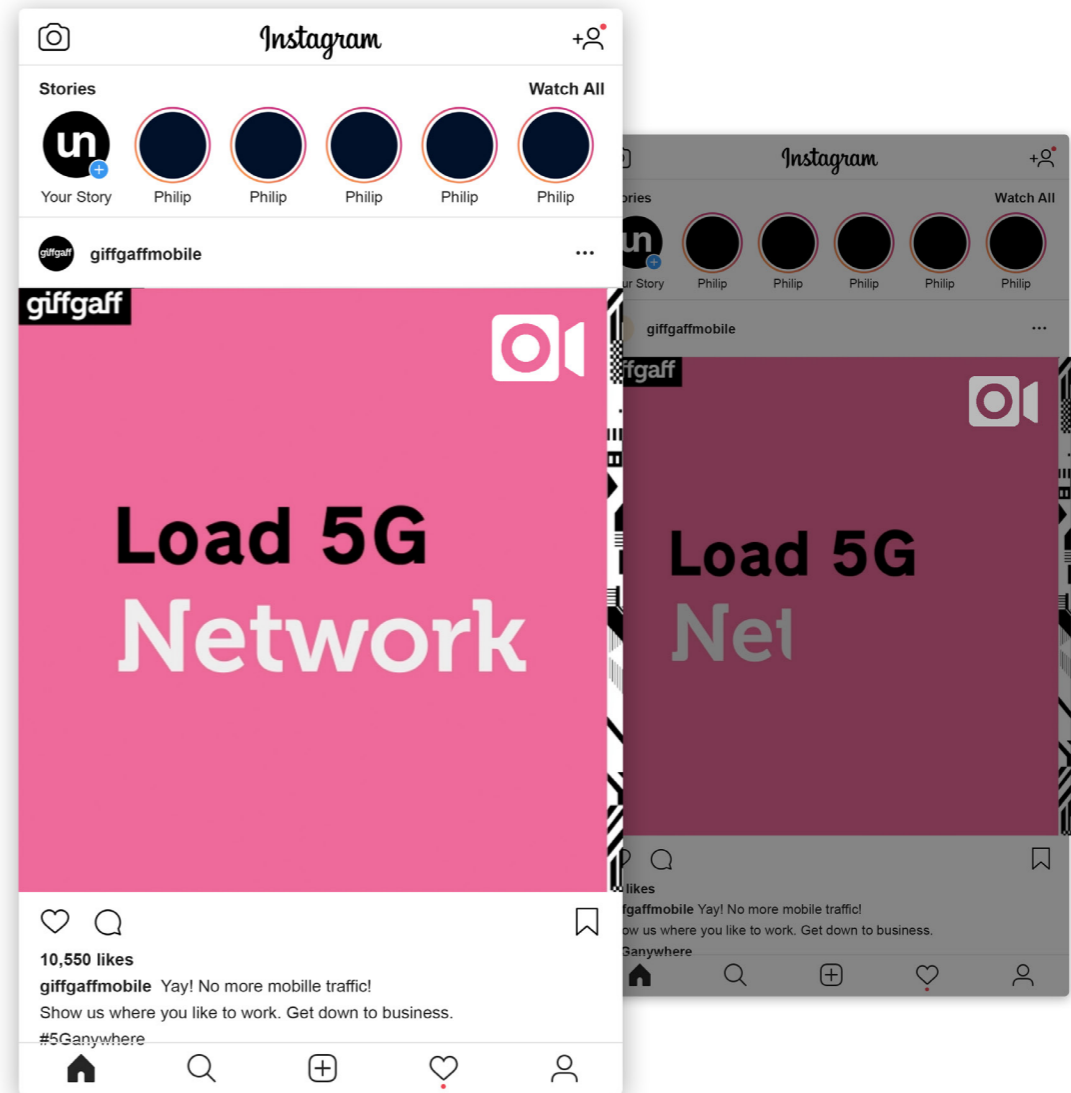
Come visit our 5G Zone and network.
Nice one!



giffgaff the mobile network run by you
#5Ganywhere

'No more mobile traffic' is translated across social media through a snapchat advertisement and an instagram GIF.

The snapchat advertisement 'The 5G Code' was inspired by The Highway Code, used giffgaff colours and proposals 5G is essential for better connection and ability to work. The 'Load 5G' instagram GIF shows the possibilities of what you can do with 5G as when it plays, it visually represents the word network loading.



ISTD// The Significance of Numbers

This brief required you to design a typographic piece on the significance of numbers.

My Approach

My final outcome was a Constantine book 'Onety-two' about the number twelve 'a sublime number'. Twelve is considered a sublime number as it is found in many measurements, time, religion and quantities. To share the importance of twelve, I created a 12 page book where every measurement (i.e.. point size, page size, gsm, line length etc) was divisible by 12 and the content shares 12 facts about 12. The visual appearance was inspired by the bible due to 12's religious links and the cover was printed on a risograph to give the gold vibrance.





Onety - Two

We love 12

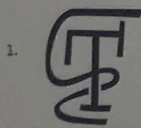
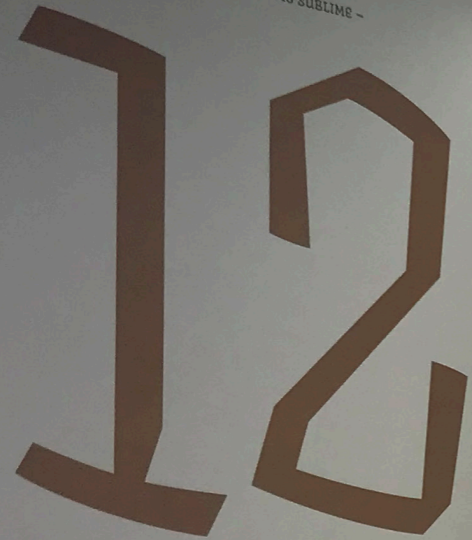
ET Twelve is sublime. Twelve is the perfect number. Twelve is linked to angels. Various measurements - twelve around a do, there are 12 inches in a foot, 12 months in a year, 12 days of Christmas, 12 disciples, a dozen, 24 hours in day and 360 degrees in a circle - all divisible by 12. Time is in the essence so let's delve into the number 12.

Onety - Two

12-1

12/12/12

1 NUMBER THAT IS SUBLIME -



Twelve is perfectly sublime, it is a number that has a perfect number of divisors and the sum of its divisors

is also a perfect number. There are 12 inches in a foot, a dozen roses, a 360 circle divides neatly into 12 so this must suggest, we just love order.

AN ANGEL NUMBER WITH 2 NUMBERS

Angel number 12 is recognized as a number with two numbers. It is an indication from our guardian angels that good things are bound to be on the way. Angel numbers are repeated sequences of numbers. These messages are intended to provide us with the guidance and inspiration that we need to reach our full potential. The number 12 may appear in a date, a time, in a phone number, email address or street address. When the same numbers appear, again and again, it can seem incredibly random, but it is actually a type of meaningful coincidence known as a synchronicity. The number 12 is a number of polarity. This is because it contains both the



numbers 1 and 2 in a unified whole. In this respect, number 12 is about reconciling opposing tendencies and harmonizing apparently conflicting ideas. The number 1 is all about independence and optimism and leadership. Number 2, on the other hand, is about trust and cooperation. In a way, these two numbers contrast sharply with one another.

Like 13, Angel number 12 is a message of love from your angels that by trusting your spirit guides you can reach higher energetic levels that will help you reach your fullest potential and find your higher purpose in life. What was your last thought and impression initially before seeing 12? The angels have now responded and they want to let you know about 12.

11 IS LIKE 12 BUT HOT

It is the most recent triple-digit setup like Nov 11, 2011 (11/11/11) is another day associated with Mayan doom. That day most likely became linked with Dec. 21, 2012, when believers noticed that the Naval Observatory had set the exact time of the 2012 winter solstice—when Earth's tilt is angled at its farthest from the sun—just 12:11 Universal Time on Dec. 21. While the meaning behind numbers, called numerology, has yet to be grounded in science, humanity seems hard-wired to find such numerical associations.



IT ALL WILL END WITH

This date structure is rare, in which the same two-digit number gets repeated three times and won't happen again until next century, according to the Astronomical Society of the Pacific (ASP). Also, it is the last time the same number for the day, month and year (the last two digits, at least) will occur until Jan. 1, 2101 (01/01/01) - quite a while away. There is no question that doom isn't far behind the celebrations. While most believers in the Mayan apocalypse think the end of the world will come on Dec. 21,

2012, apparently some have interpreted the end of the Maya Long Count calendar differently, pinpointing Dec. 12, 2012, as the day of reckoning. (There is no evidence to suggest the Mayans predicted the end of their calendar to mean the end of the world.)

Turning doomsday on its head, the ASP has coined the 12/12/12 as "Anti-Doomsday." Do you believe the Mayan calendar predicted the apocalypse? If so, are you 'prepared' for the world's end? Whatever your beliefs are, there are no doubts that superstitions imply that it could all end with 12.



Elmwood// The future Today

Brand a futuristic product that enables you to see up to 10 minutes into the future.

My Approach

Blush is a brand that sells holographic contact lenses that enable you to watch events up to 10 minutes into the future. Blush creates a solution for awkwardness, shyness and social anxiety as you can watch peoples responses to your actions and avoid situations where you may embarrass yourself. Anxiety effects 1/4 adults so the contact lenses may have a high demand as they could be used as medical alternatives and would be a short-time solution for social anxiety. The contact lenses dissolve after 10 minutes so there is no plastic waste, there would also be a high demand as they are a one time use product. Situations that they may help with include public speaking, spatial awareness, meeting new people and dating.

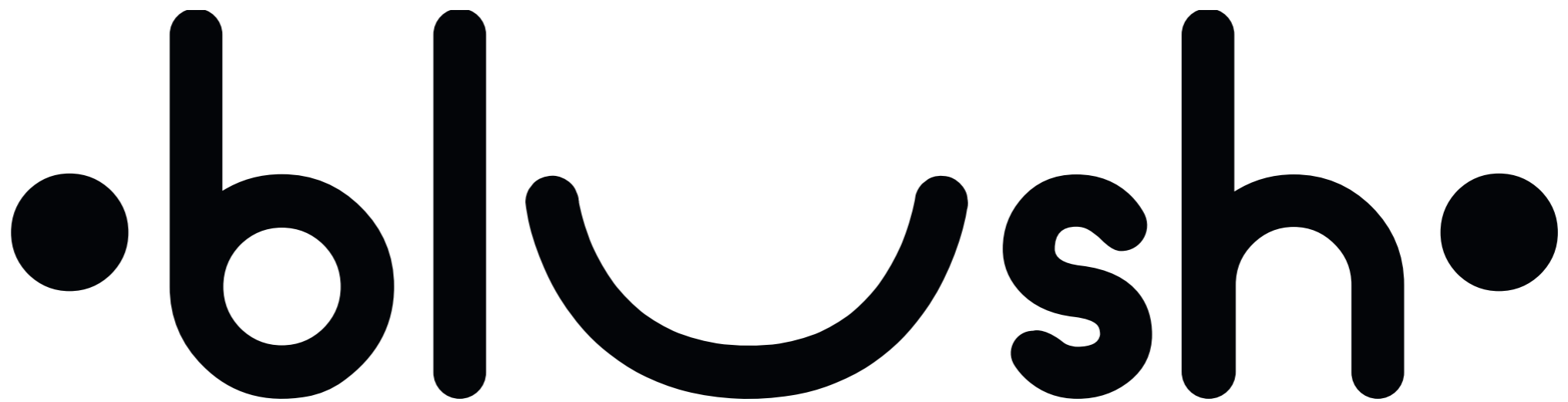
The branding relies on a friendly attitude and playful imagery. My packaging design follows the simplistic principles of Blush and has a minimalistic style and a semicircle dye cut to add interest to the rectangular box.



Blush's logo is a blushing face with circular cheeks and a widened 'u' that represents a smile. The identity is responsive when condensed, it forms a face and two dots for cheeks. Blush uses a simple colour palette of black, white, orange and pale yellow as part of its identity. Orange was selected as it is a gender-neutral colour and it is associated with fear.

The typography in Blush's identity is an unique non capitalised rounded sans serif font that is adapted from Alpaca Scarlett Demo. The roundness was inspired by the motion of circular cheeks and the body-copy is Mrs Eaves OT Roman in point size 12; a serif font that complements Alpaca Scarlett Demo.

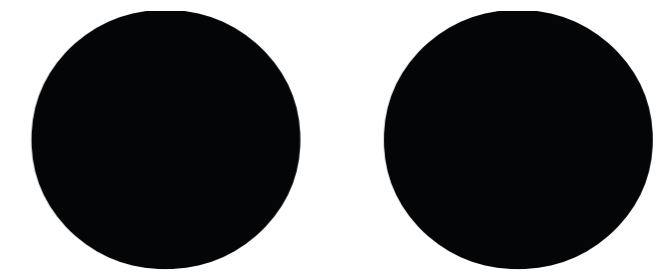
Blush's tag-line 'Don't be afraid to blush' reassures you that you should have no fear of embarrassment when you use Blush.



blush



b



blush

Don't be afraid to blush

A pictogram that I designed depicts what situations that Blush can help you with like meeting new people, speaking in front of people, falling over and dating.

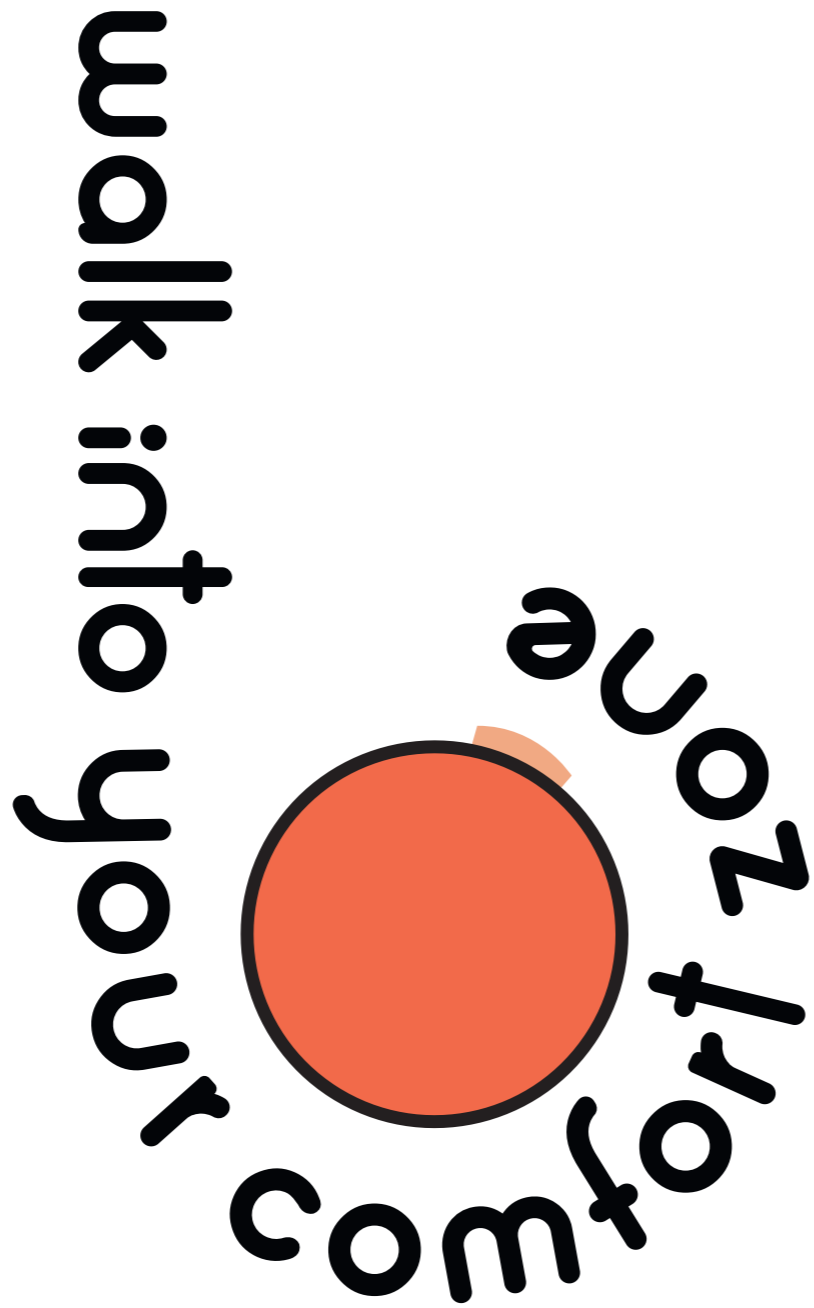


The flyer 'Engage in conversation' advertises a brand launch for Blush where you are encouraged to trial the contact lenses whilst meeting new people from your local area. The visual of a telephone is a transformation of Blush's signature smile.

The language used for Blush is playful, friendly and witty. This is shown in advertisements for Blush with the involvement of typically awkward phrases such as 'erm', 'aah' and 'erm' on its billboards.



The layout and design of the brand launch – a dome with comfortable chairs, refreshments and games to encourage people to engage in conversation. These domes will be positioned in town 'hot spots'.



Heart Music Art// Album Artwork

I was asked to create an album sleeve and sticker for this brief with artwork that was inspired by songs lyrics. The song that I chose was Electric Feel by MGMT.

My Approach

The visual hybridity of my design was inspired by the lyrics 'Put your circuits in the sea' – by putting electricity into the sea, you are essentially killing sea life; an extreme interpretation of this could be that humans are causing extinction. 'This is what the world is for, making electricity' – in Western Society, arguably people need and rely on consumerism goods such as technology. In order to link consumerism and extinction, I decided to create an ironic cover by accompanying a dinosaur with a special offer price tag. The visual language on the price tags, the colour scheme and the typography pairings are all appropriate of consumerism. To add interest to the back cover, I decided to place the lyrics on a price tag and feature other extinct and endangered animal price tags.



The inner sleeve was designed to work in unison with the outer sleeve so that when you extracted the vinyl, you see 'they're gone' paired with a dinosaur. When designing the vinyl sticker, I decided to photograph an evacuate the dinosaur game that I purchased at Tiger. The alternate sides feature the dinosaur fossil being discovered on Side A and the absence of the fossil on Side B, implying the disappearance of dinosaurs as an extinct species.



CV – Daniella Thompson

Work Experience

Graphic Design, Little Agency, Leeds (August 2019)

Whilst on placement, I designed business cards, instagram advertisements and adverts for a variety of clients that they work with.

Education

The University of Lincoln (September 2017 – 2020)

BA (Hons) Graphic Design

Pontefract New College (September 2015 – June 2017)

A-levels–

Graphic Communication - B

Media Studies - B

Psychology - C

AS Level in Mathematics

The Snaith School (September 2010 - June 2015)

11 GCSE's, grades A-B, including Maths and English.

Employment

Casual Events Staff/Waitress, CGC, Pontefract Racecourse and similar venues. (July 2018 - Current)

Customer Service, dealing with clients, team work, time management and working independently.

Kitchen Staff, Tower Bar Kitchen, Lincoln (September 2019 – November 2019)

Team work, meeting deadlines and food preparation.

Temporary Waitress, The Cocktail People, York Race Course, York (July 2018 – September 2018)

Personal service to customers and handling cash.

Christmas temporary sales assistant, Debenhams's, Lincoln (November 2017 – January 2018)

Monitoring fitting rooms, replenished stock and customer service.

Part-time Visual Merchandiser, Nutmeg, Morrison's, Selby (March 2016 – March 2017)

Working independently, training a new colleague, display merchandising, customer service, replenishing stock.

Admin Assistant, The Junction, Goole (September 2014) Two-week duration

Office based tasks such as data analysis, selling cinema tickets to customers, marketing, advertising and assisting an interactive performance theatre group.

Key Skills

- Enjoys copy-writing, concept development and has good working knowledge of Adobe Software such as Illustrator, Photoshop, InDesign, After Effects, Premiere Pro and XD.
- Loves working as part of a team, good problem solver and can easily adapt to new situations.

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