

# Eleanor Webb

Portfolio 2020

## Eleanor Webb CV

I have just completed my final year of study at the University of Lincoln, where I have been working towards a BA in Graphic Design. The next pages are an insight into my thought process and are a selection of my work from projects at University. I approach design briefs with an open mind, considering what is essential to form a suitable result. Studies of designers, development of sketches and idea generation are all involved in my hands-on working process to achieve an effective solution.

### Education

#### **BA (Hons) Graphic Design University of Lincoln**

Predicted 1st  
2017 – 2020

#### **University of Cambridge Business Course**

August 2018

I gained a place on the University of Cambridge business summer programme last year, which was an irreplaceable experience. The course was fascinating and provided me with a great knowledge into how businesses work and the world of entrepreneurship.

#### **A Levels**

2015 – 2017 Norwich School  
Graphic Design A\* French C History C

Whilst at Sixth Form I was awarded the prize for design, 9 months after beginning my studies. I think this award highlights my personal drive to work hard to achieve good results and also my positive attitude when facing a new challenge.

#### **GCSE**

2013 – 2015 Thetford Grammar School  
9 GCSEs A – C  
Including Mathematics, Science and English.

#### **Software Training**

I have a competent range of software skills, particularly in InDesign and Illustrator. I also have a good ability to produce work in Photoshop, Adobe XD and After Effects which I have learnt how to use whilst at University and on design internships.

### Design Experience

#### **Graphic Design Intern**

Cubiq June-July 2019  
Farrows July 2019  
Soka Studio August 2019

Last summer, I spent my University holiday undertaking graphic design internships. These were all an invaluable experience as they exposed me to three differently sized businesses. Whilst working at these agencies, I worked on a wide range of projects, from advertisements such as; brochures and posters, to more brand based deliverables, such as; logos, illustrations and copywriting. Whilst most tasks I was involved with were design based or organisational, I found being in a professional business environment energetic and motivational.

### Key Skills

The experience from my jobs to date have provided me with invaluable skills in decision making, customer relations and problem solving. I am a organised and positive individual, who is not afraid of working hard. I love learning and jump at every opportunity I am given to improve myself and my work. Furthermore, I am reliable and enjoy working with others within a group. My extra curricular activities include the University tennis and yoga societies, as well as the Book Club. I also love going on dog walks on my family's farm in West Norfolk.

### Contact

Email: [eleanor.ra.webb@gmail.com](mailto:eleanor.ra.webb@gmail.com)  
Mobile Number: 07760 785658  
Instagram: @elwebbdesign

# A Taste Of Luxury

## The Brief:

Place the brand John Lewis into the luxury sector through a new range of products. Following my research into the company I found the main characteristics of the brand were their focus on quality and partnership, therefore, I chose for my new range to be an in-store experience, where customers could create their own perfume using natural ingredients. Across my touch-points I used clean photography of the various fresh perfume ingredients throughout my campaign, to convey John Lewis' focus on quality, whilst still retaining the recognisable brand style.



the secret  
ingredient is you

new personalised fragrance collection  
only available in store at  
John Lewis





johnlewisfragrance [Follow](#)

42 posts 200k followers 573 following

The new personalised fragrance collection.  
Available in store only at John Lewis.



# John Lewis

## In The Luxury Sector

**Currently:**

- \* Reliable
- \* Heartfelt
- \* Inclusive
- \* Fair - Affordable
- \* Trustworthy

**Brand**

**Upmarket:**

- \* Quality
- \* Ecofriendly
- \* Luxury
- \* Building on current perceptions → I feel the current associations are worthy + good.

Associations a person makes with a company, product/individual. Signals of what companies are, or hope you believe.

**Currently:**

does not have a reputation in the luxury sector - but the aim is to create one. = The Brief.

**Audience**

**Currently:**

- \* Very Middle Class
- \* Quality goods for a fair price.

When taken upmarket:

- \* More so upper middle and the more well-off.
- \* City jobs: top bankers, politicians, stay at home mums, editors, CEOs etc.
- \* No sales or devaluing

**Branding**

The visual, verbal & sensory expression of the brand.

**Currently:**

- \* Christmas adverts
- \* Rebranding to put focus on the partnership
- \* "Never knowingly Under sold."

What makes John Lewis different + desirable?

**Upmarket:**

- banners - consider different touchpoints.
- slogans: consider building on new brand.

**Packaging**


When taken upmarket:

- \* more eco-friendly?
- \* more unique packaging? Common amongst high-end packaging.
- \* Abstract patterns - alongside clean legible typography.

# Billboard Touchpoint


**Currently:**

- \* Focus on photography, showing quality and details. Also an opportunity to show ingredients.




**Consider slogans on the billboard.**

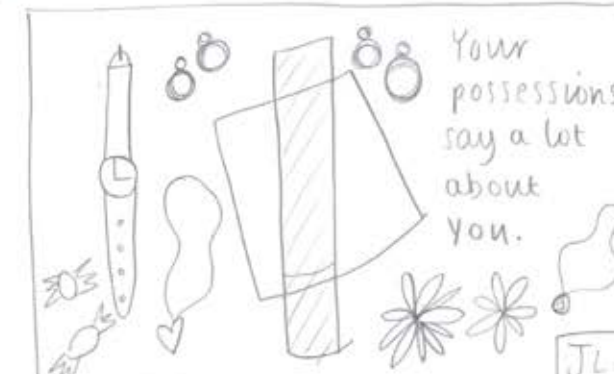
- "Let's Make This Personal" "You, Bottled."
- "This time - it's personal"
- "The secret ingredient is you"
- "Have Your Say." "You In A Bottle"




**How could it be made personal/interactive? Here I have used a mirror, showing the viewer.**








# Photoshoot Images


Here are the images I took in my photoshoot. I used natural lighting and a white surface to give the images a somewhat clinical, fresh appearance. This minimal, clean look is very popular amongst perfume advertisements.





Above are a selection of images I will use within my Instagram platform touchpoint. The image on the right will be used for my billboard touchpoint - the negative space within the centre will hold the typography.


# Potential Touchpoints

→ Focus on personalisation

**Online**

- \* For high end brands: online presence is key
- Functioning website on which potential customers can:
- find out more about fragrances, services available + gifting options.
- \* Important to consider instagram/social media presence alongside website.

**EXAMPLE!**




- Potentially could create a lab type of workshop where you see your product being made?
- Input into engraving, scent and packaging?
- Buying becomes a luxury experience.
- Memorable, fun and engaging.

**Billboard**

The secret ingredient is you...

**EXAMPLE!**




→ A chance to promote products through advertising.

→ Present the perfume in situ? Or potentially making patterns out of the perfume ingredients?

**Point Of Sale**

**EXAMPLE!**



- Customers personal interaction with the product.
- For perfume, this could entail a counter where you could get advice on scent combinations and test out the products.
- good customer service here

\* Inspiration from Islington Giving work: maybe lots of individual tabs representing the partners of the company - then the space could be you? / the customer.

# Abomination Eating

## The Brief:

This project was my FMP of my degree, which was a response to my dissertation. Arguably the period where technology was at its peak, the 1980s saw a massive shift in the way food was produced and eaten, with the introduction of frozen and ready meals. This concept was the basis for my FMP and I have aimed to create a brand with revolutionary technology but with nostalgic references, so it would have fit in both the 1980s and currently. Using modern innovative scientific processes, Abomination Eating creates meat-based products in a lab, which are made from multiplying animal stem-cells to form muscle like tissue. This means there is no animal cruelty involved, so can act as a vegan/meat alternative.

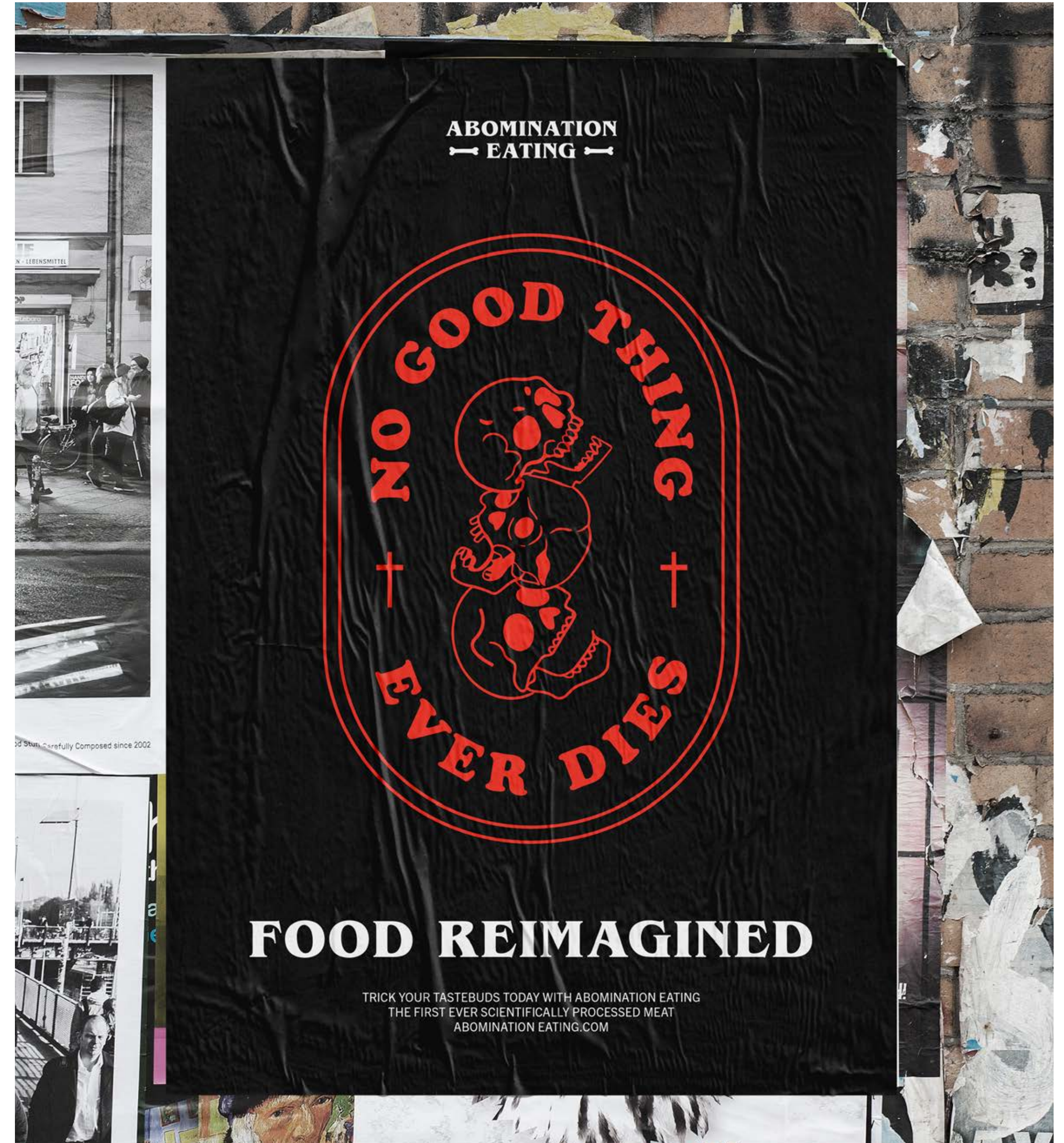
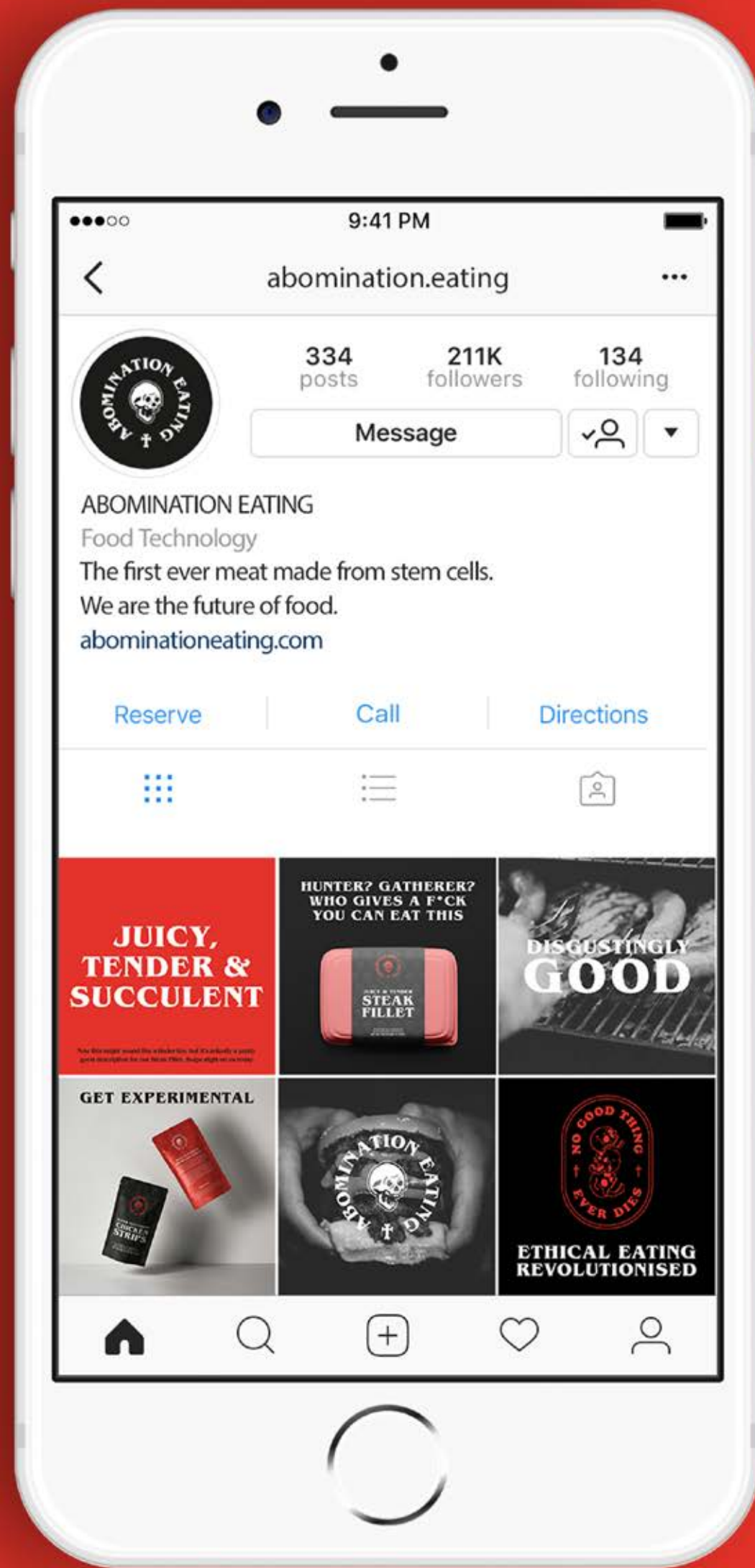


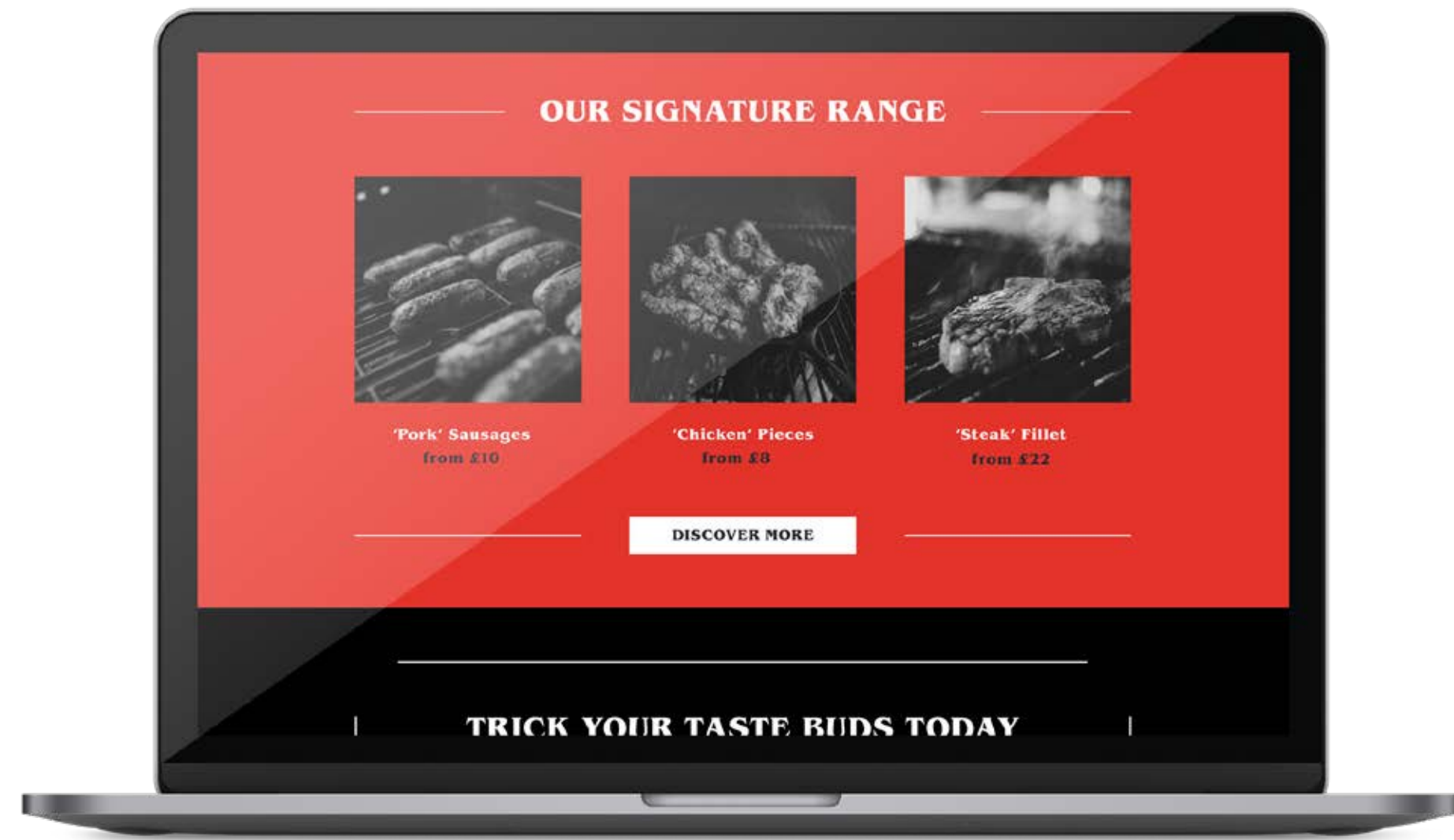




JUICY & TENDER  
**STEAK  
FILLET**

SCIENTIFICALLY PRODUCED  
BY MULTIPLYING STEM CELLS.  
WE ARE THE FUTURE OF FOOD.





# Elmwood

## The Brief:

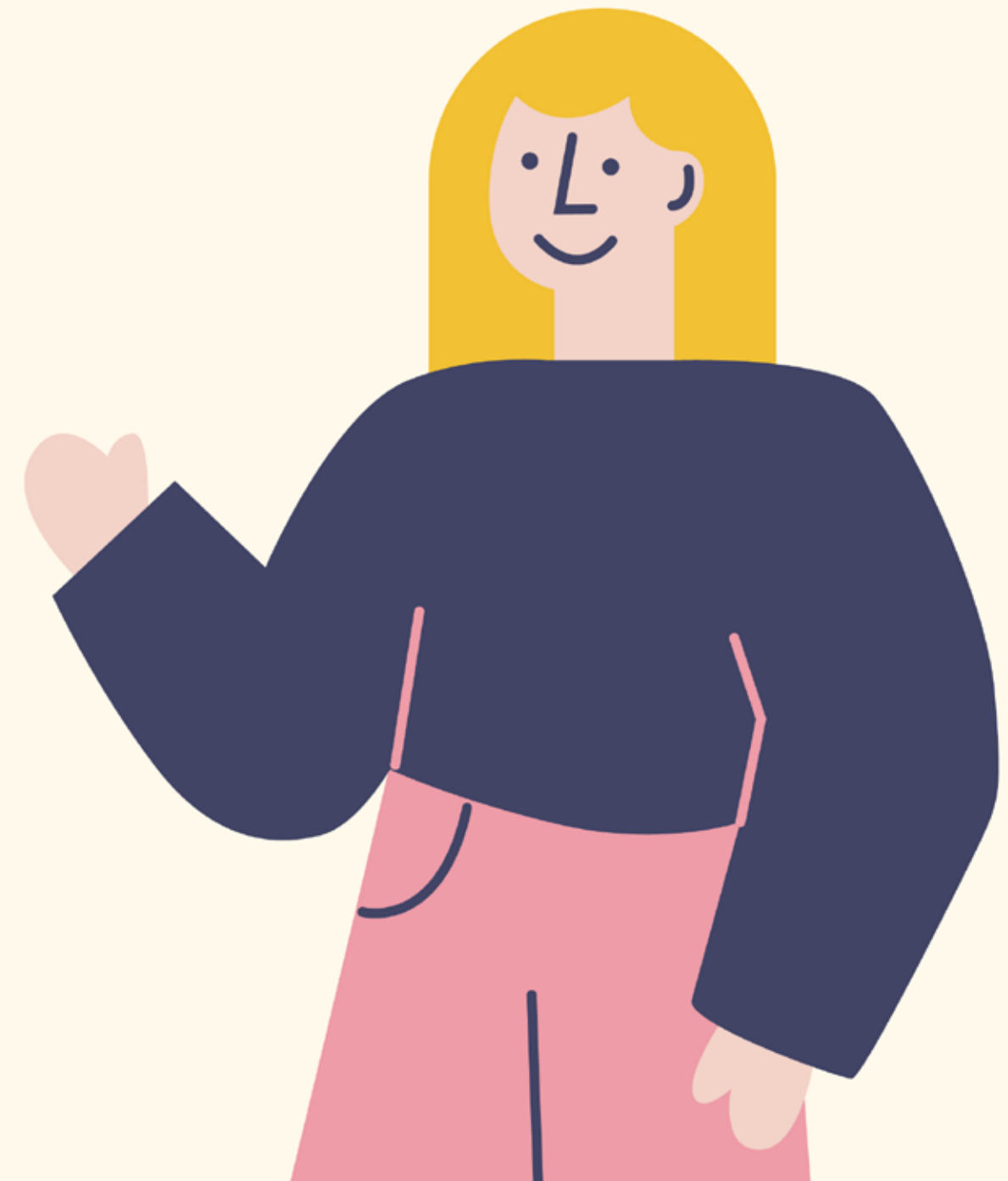
Design agency Elmwood and their 'Invisible Inc.' brief was to create a brand to help launch a sense control device, which would allow users to alter their sensory experience. The concept I created within this was to help create a calm atmosphere and reduce anxiety, so users would no longer be agitated by their physical surroundings. I named and created the new brand 'Bubble', which reflects how anxiety often makes you feel like you are trapped within your own world. Bubble's key brand values are being approachable and engaging, and the product is aimed at generation Z, therefore the brand needed to be visually dynamic, have a friendly demeanour whilst dealing with a sensitive topic and yet be straight-forward. This is reflected in the friendly humanistic illustration style, colour palette and organic shapes that I created.

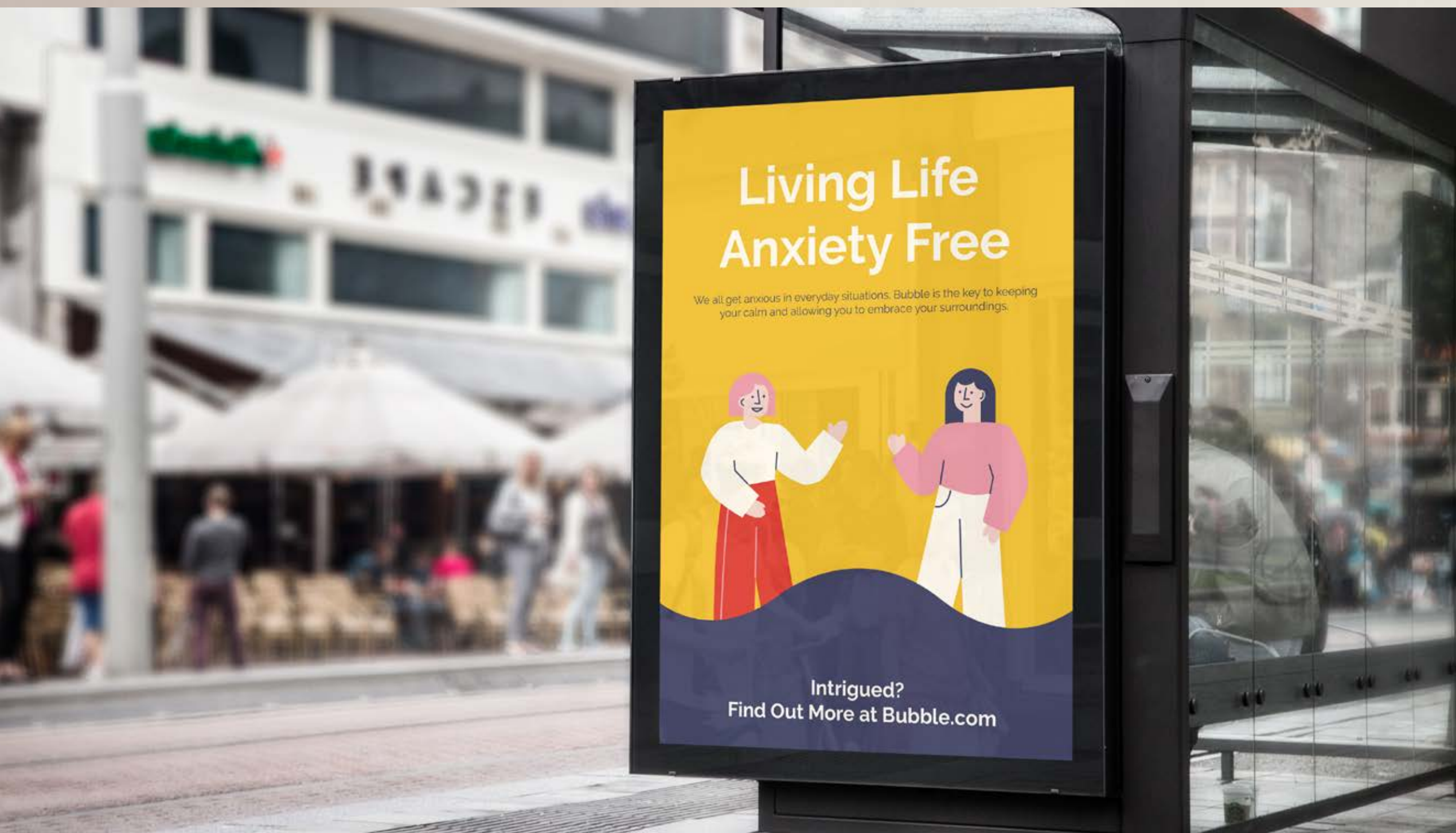


bubble

# bubble

welcomes you





# Utopian Tales

## The Brief:

The Utopian Tales were written by a group of Socialists and Communists during the Weimar Republic period and are all a comment on society. I chose to explore the tale of the Poodle and the Schnauzer, written by Edwin Hoernle in 1920. Hoernle was one of the founders of the German Communist Party and was involved within education. I chose to create an illustrated concertina book, which is reminiscent of children's books now. This is a juxtaposition to the tale itself, as it is somewhat morbid and deep. This book arts method allows the illustrations to flow from spread to spread, as if revealing a time-line of events. It also means spreads can be viewed normally page by page, or as a collective. The stylistic inspiration for my illustrations came from matchboxes from the Weimar Republic period.



# THE POODLE & THE SCHNAUZER

*by Edwin Hoernle*

The dogs were tired of obeying the humans. They wanted to be free like the wolves in the woods. So one bright, moonlit night they held a meeting to decide what steps they should take.

'Let's declare war on the humans!' They shouted unanimously, but they were divided about the way to conduct their war.

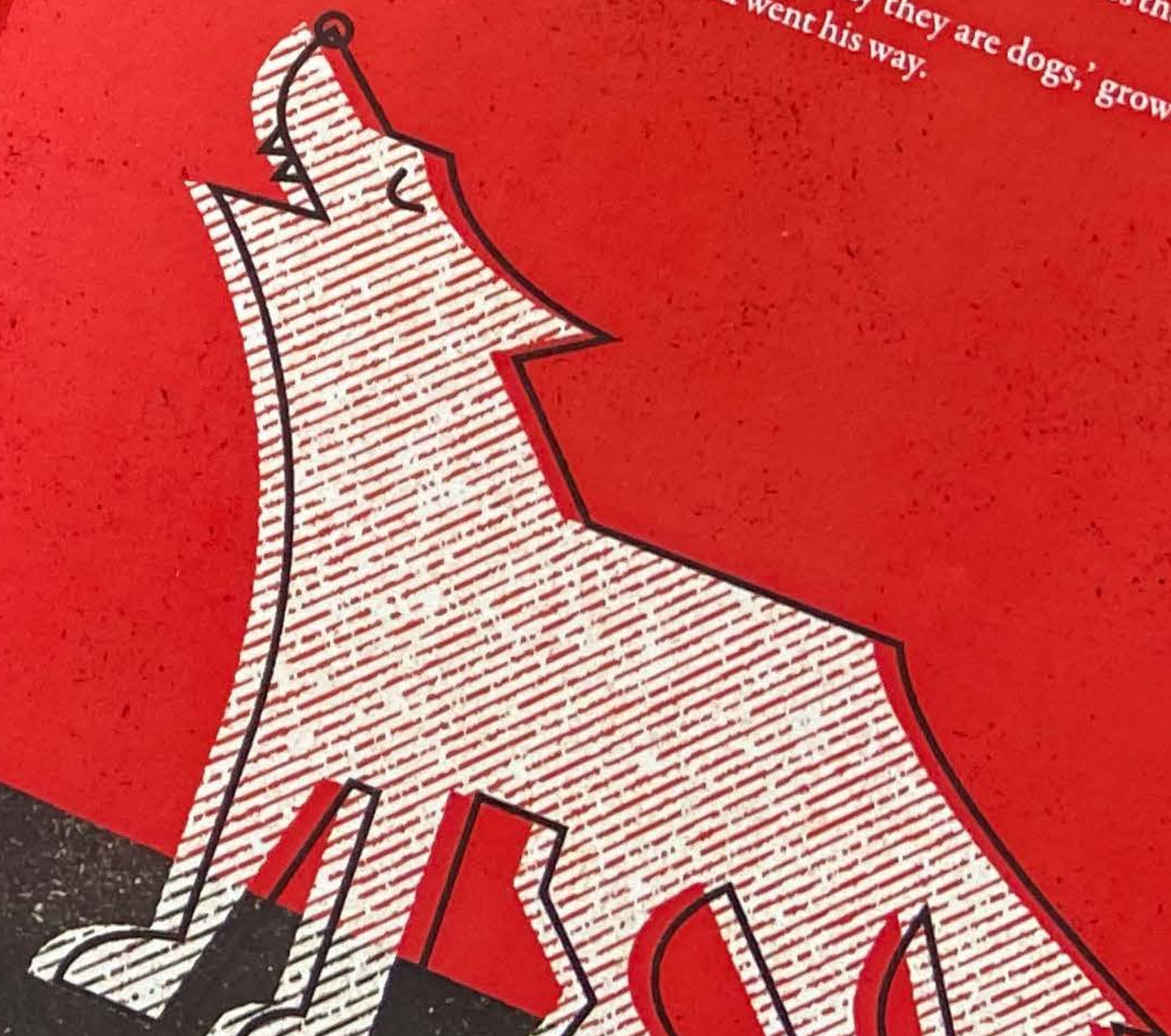




The schnauzer, too, met with misfortune. His bark made no impression on the humans. When he snapped at the human's hand, the human bought a muzzle. 'Now, you'll learn to behave yourself, pal,' the human sneered. Then he punished the schnauzer by locking him in the yard when the weather turned cold and rainy. Dejected and defeated, the dogs gathered for a third time in the woods on a bright, moonlit night. The poodle gave his most glorious speech, but nobody listened any more. The schnauzer spoke about barking and biting, but he wore a muzzle and cut a ridiculous figure. The situation was critical. The opinions whizzed confusedly through the air. Some urged that the dogs should strike and stop giving birth to puppies. If there were fewer dogs on earth, perhaps the humans would stop torturing them. Others demanded that they steal the humans' Bible, because it had given them the idea that they were the crown of all creation. Finally, the dogs separated, each to his leash.



A wolf who had listened attentively to the speeches of the dogs shook his head. 'Strange,' he said, 'that dogs waste so much time and words on incidental matters. They only have to stay here in the woods to be free.' 'You speak like a wolf,' a wood pigeon scoffed at him from a high tree. 'You've managed to grow large through fights and danger. You like to hunt your food by yourself. You're willing to starve for your freedom, even to die for it. But dogs love an orderly life and the bones that are tossed to them.' 'That's exactly why they are dogs,' growled the wolf and went his way.

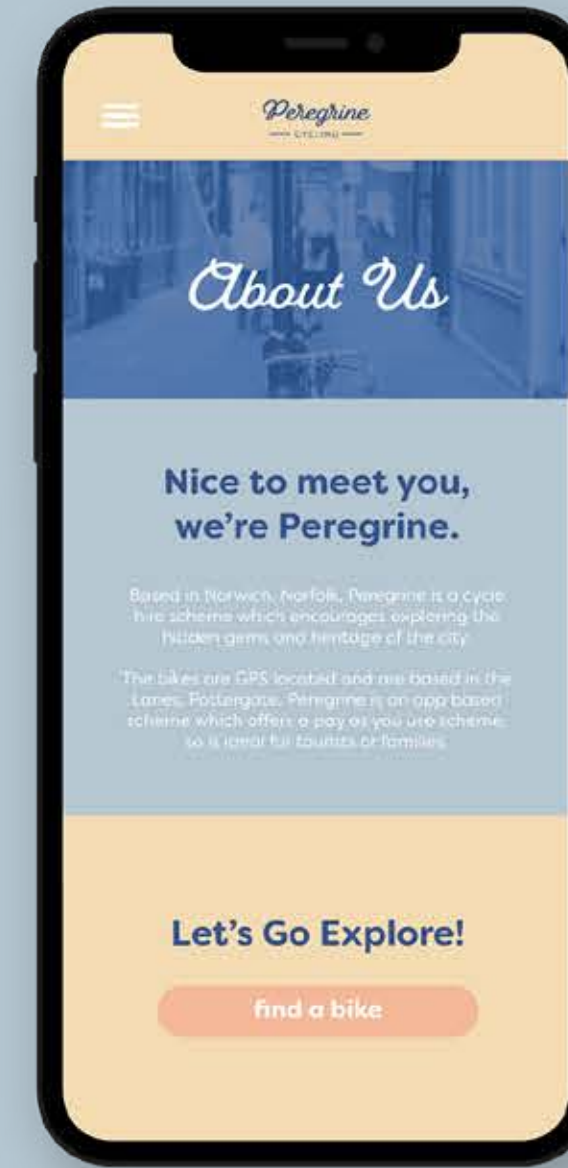
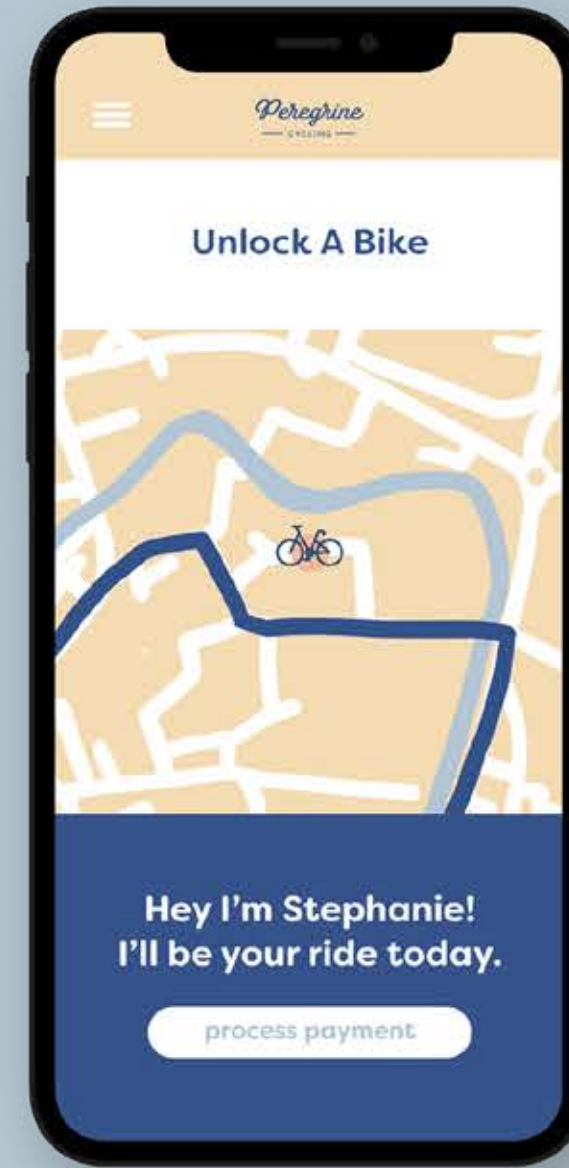
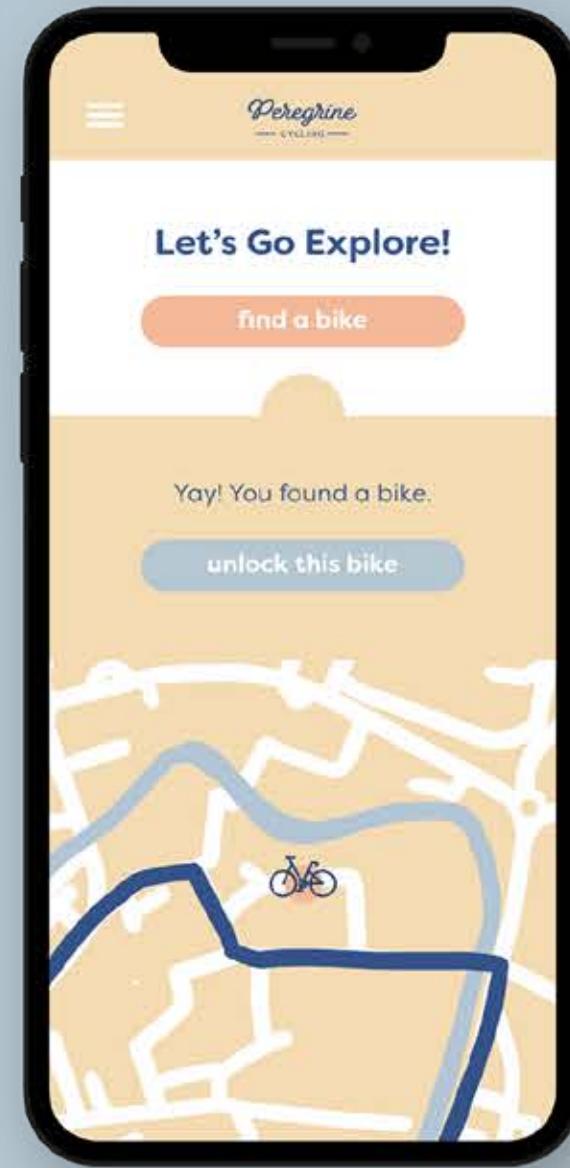
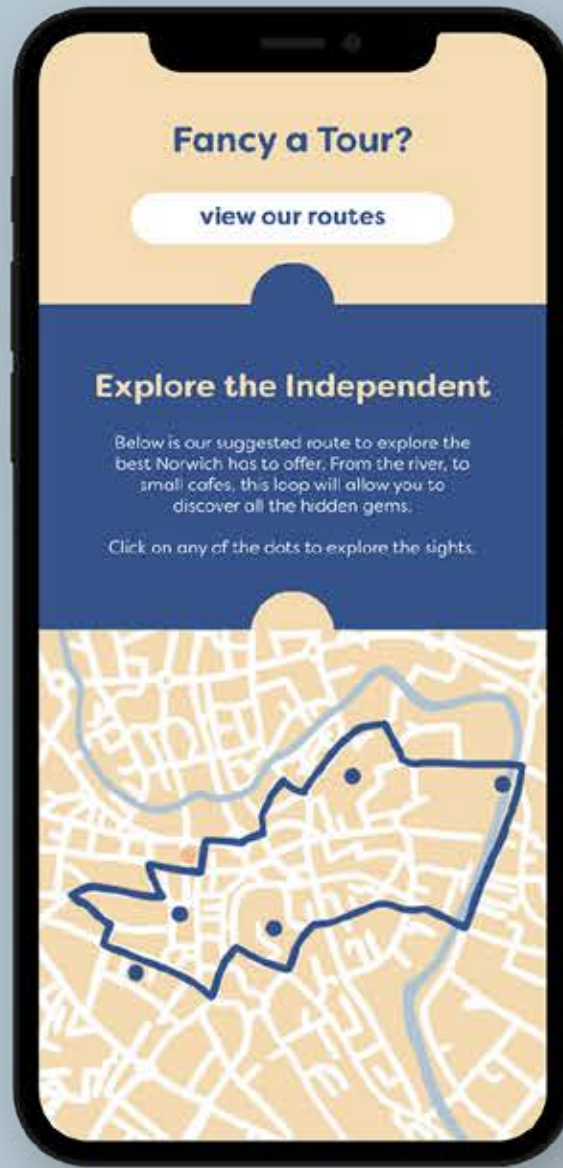
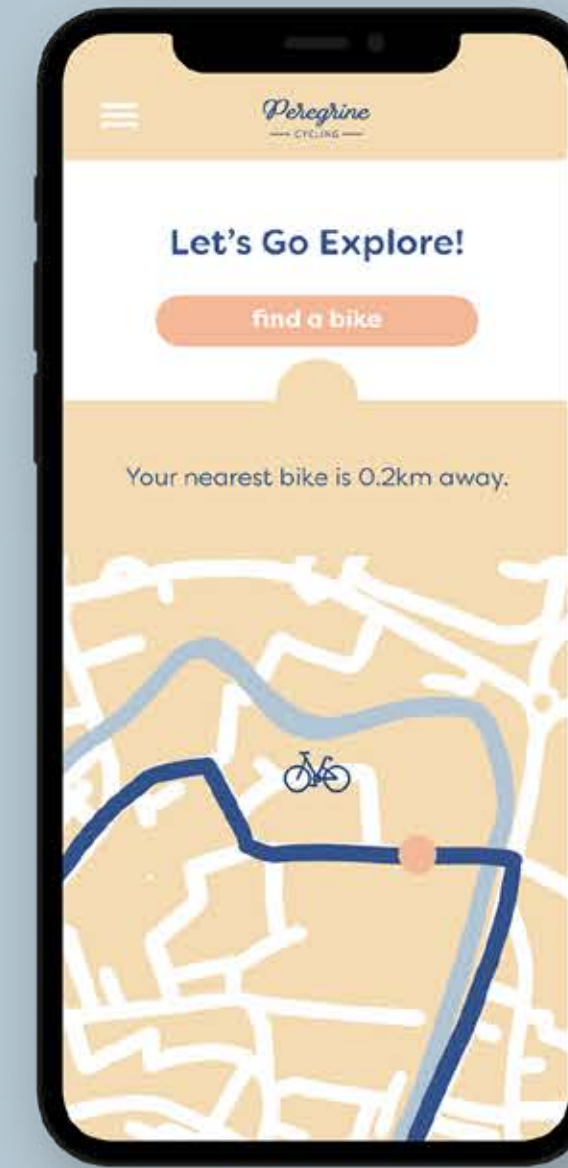
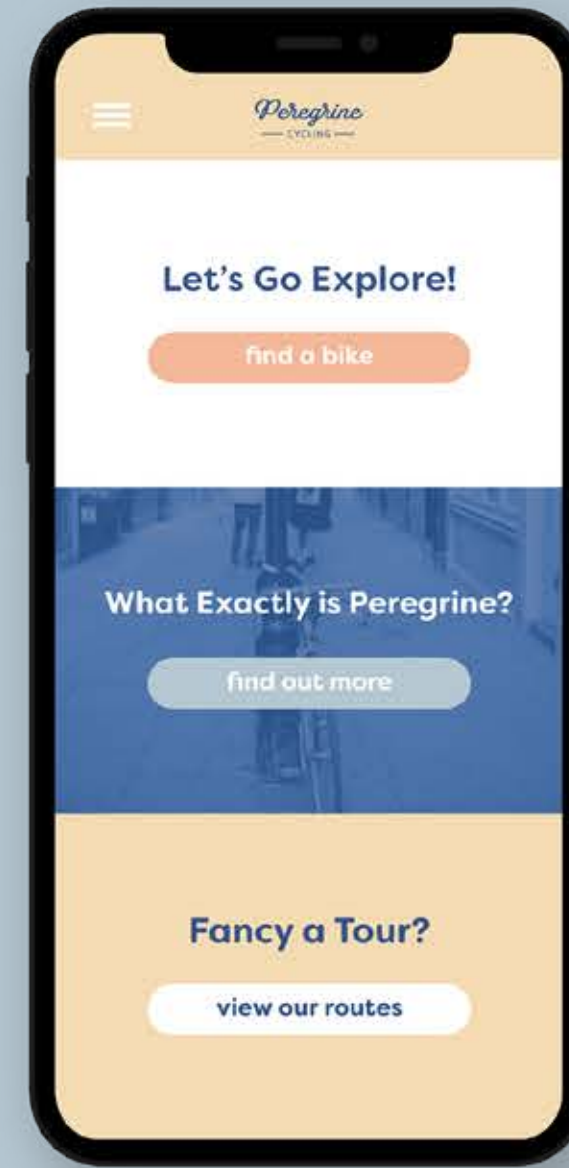
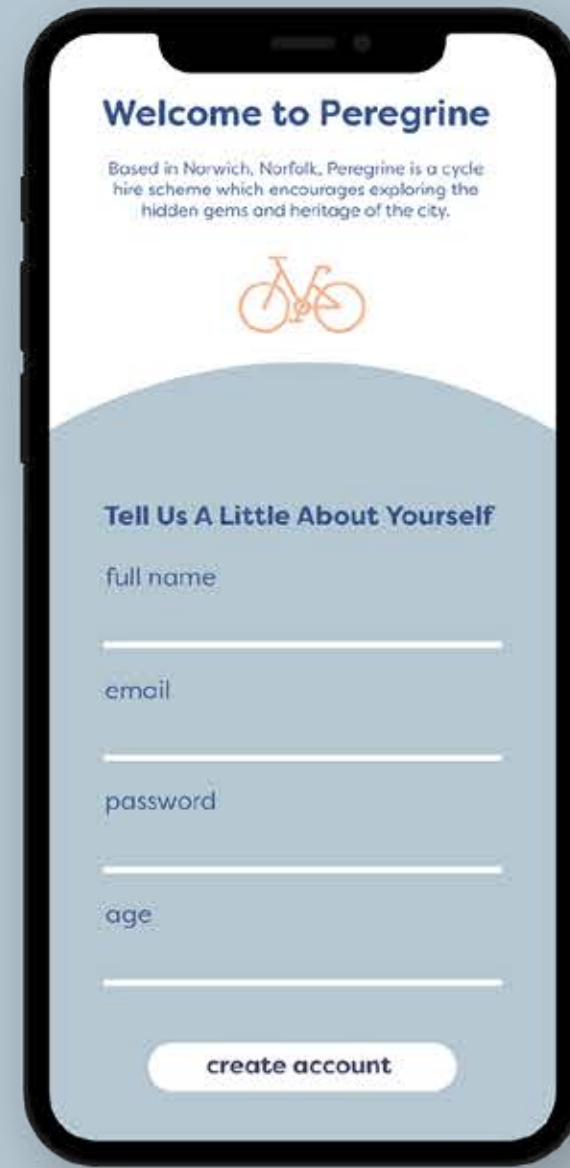
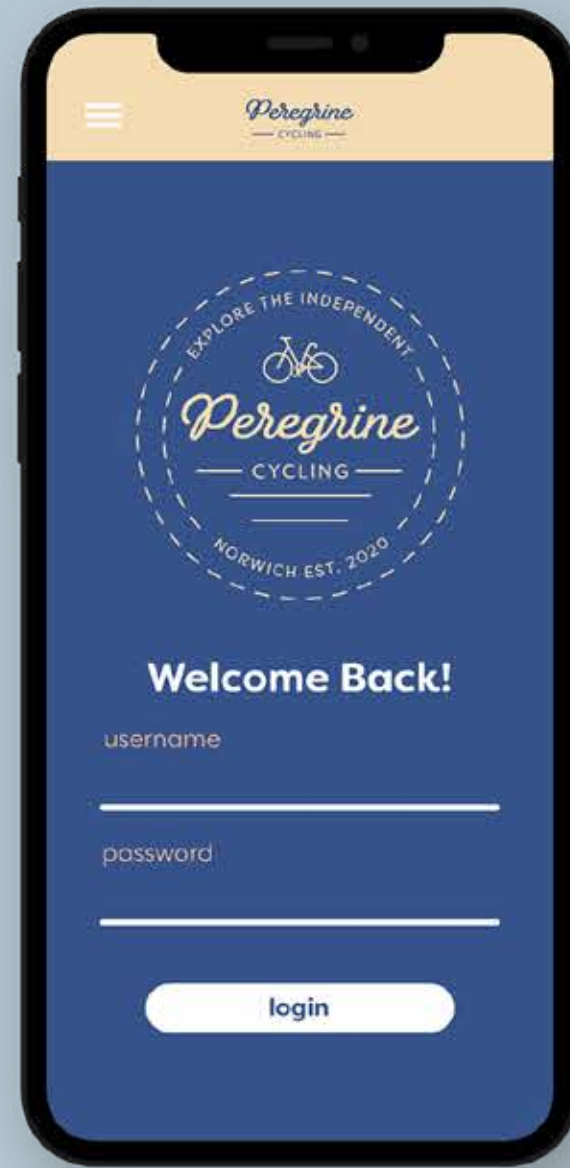


# D&AD: Peregrine

## The Brief:

For the 2020 D&AD New Blood project, I chose to explore the VBAT X Superunion brief. The challenge was to imagine the identity of a local bike hire scheme in a city of your choosing, with a focus on what bike hire can offer someone in the city and the experiences they could encounter. I chose to base my scheme in my home town of Norwich, Norfolk. Peregrine is a cycle hire scheme which encourages exploring the hidden gems and heritage of the city. It is an GPS, app based scheme which offers a pay as you use scheme, so is ideal for tourists or families. Visually, Peregrine uses a monoline style of illustration throughout the brand identity. This takes inspiration from sewn patches you get after a hike, therefore providing a sense of adventure.







**Peregrine Cycling  
Norwich Lanes**

01234 567890  
enquire@peregrinecycling.com  
peregrinecycling.co.uk



5 more | Good Stuff Carefully Composed since 2002



**MOONDAY  
THE WEEKEND**

# Thank You.

Fancy seeing more?

Email: [eleanor.ra.webb@gmail.com](mailto:eleanor.ra.webb@gmail.com)

Mobile: 07760 785658

Web: [ellewebb.co.uk](http://ellewebb.co.uk)

Instagram: [@ellewebbdesign](https://www.instagram.com/ellewebbdesign)