

# ELIZABETH BRISBANE

Portfolio

Project:

# ISTD

Approach:

A typographic concertina in response to the live brief titled 'The Significance of Numbers'. The focus of this response was to the significance of the number zero. The minimalist layout designs and colour scheme aim to reflect the idea of zero being the ultimate minimum, nothing. Each zero and letter 'o' is cut out to visually represent the idea that zero is nothing.



# WE ARE NOT BORN WITH AN UNDERSTANDING OF ZERO. WE HAVE TO LEARN IT, AND THIS TAKES TIME.

Zero Explained

Elizabeth Brannon is a neuroscientist at Duke University who studies how both humans and animals represent numbers in their minds. She explains that even when kids younger than 6 understand that the word

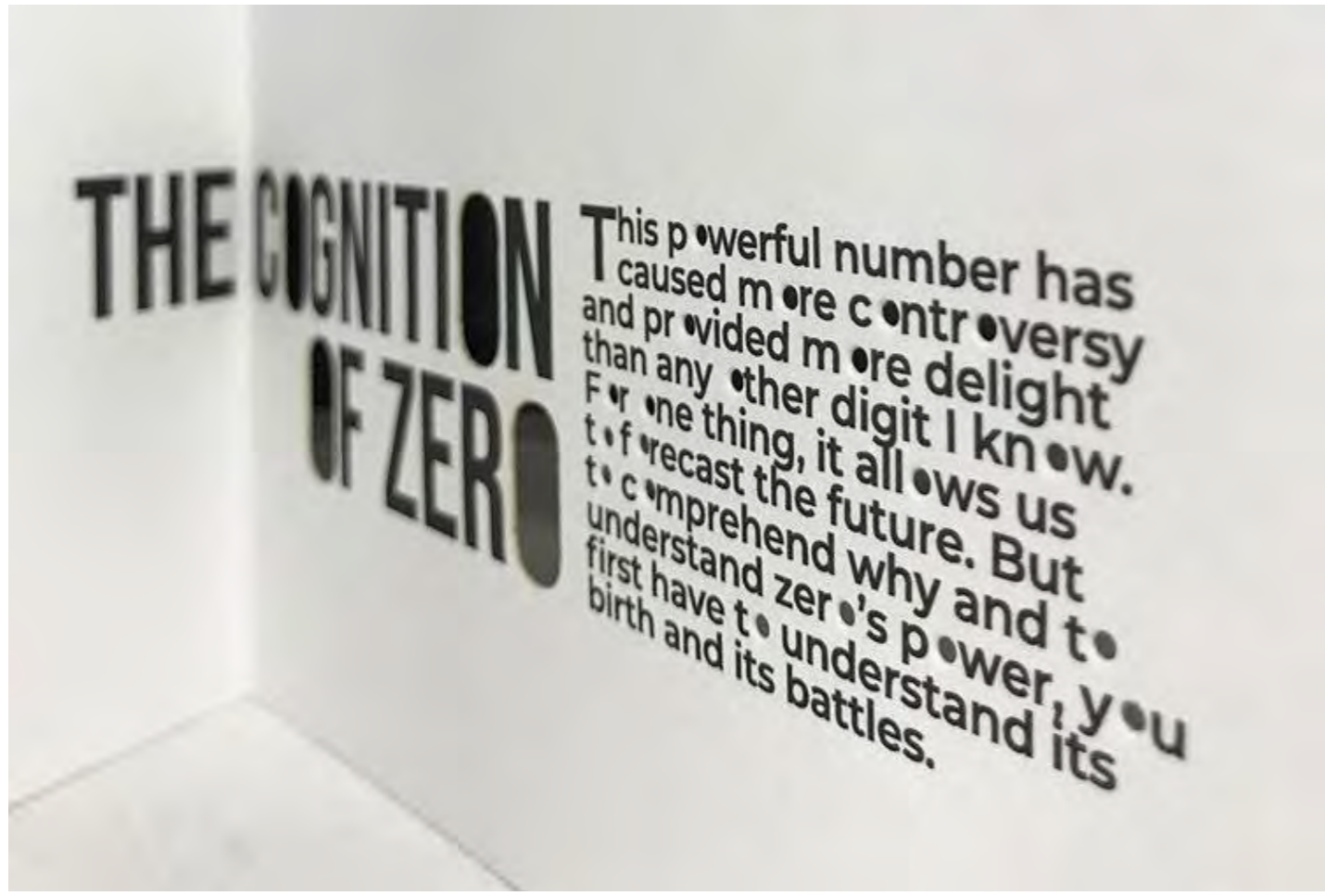
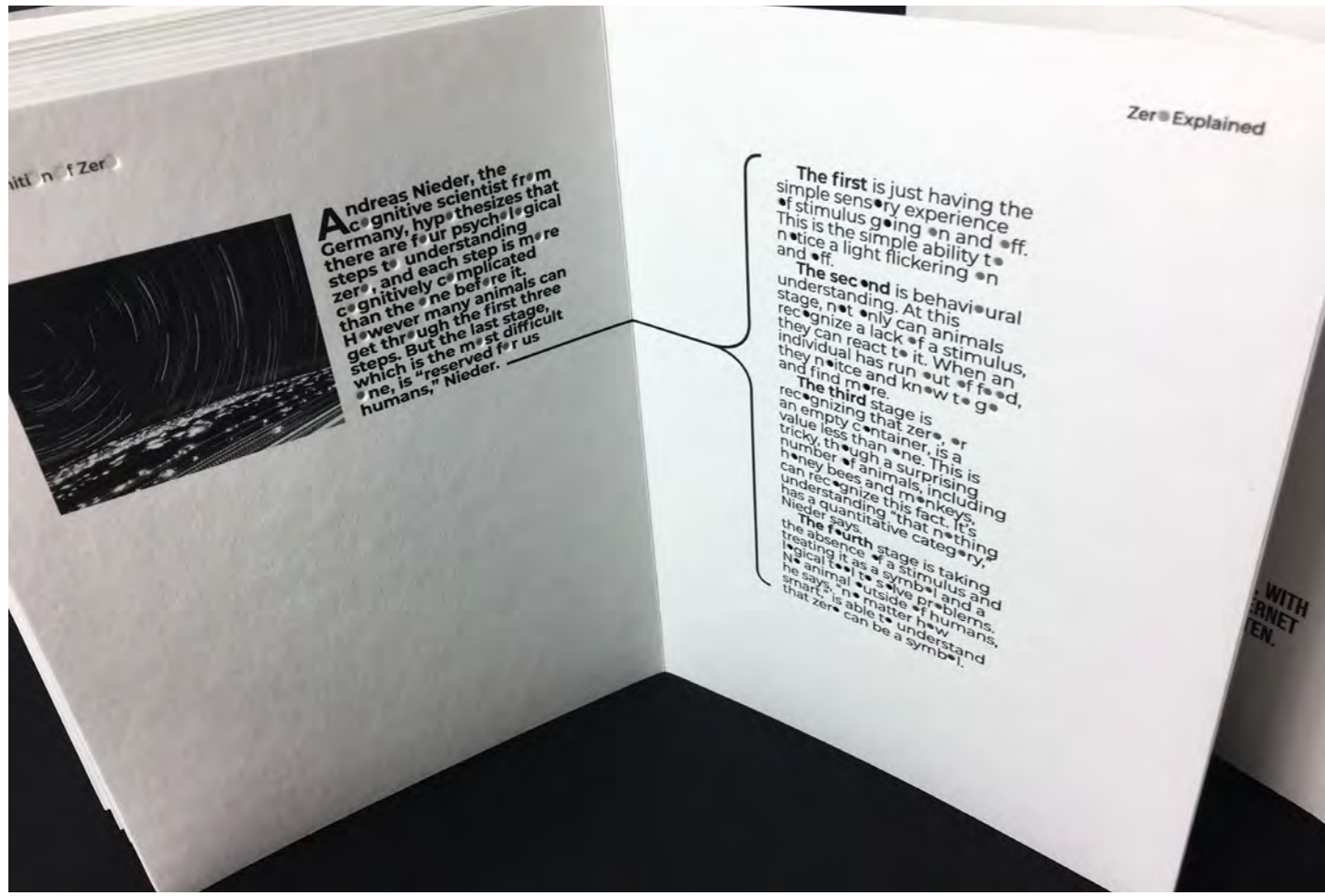
"All infinite processes pivot around, dance around, the notion of zero." Robert Kaplan, Harvard University Maths Press. "zer is smaller than one."

"zer" means "nothing," they still have a hard time grasping the underlying math. "When you ask a child which number is smaller, zero or one, they often think of one as the smallest number," Brannon says. "It's hard to learn that zero is smaller than one."

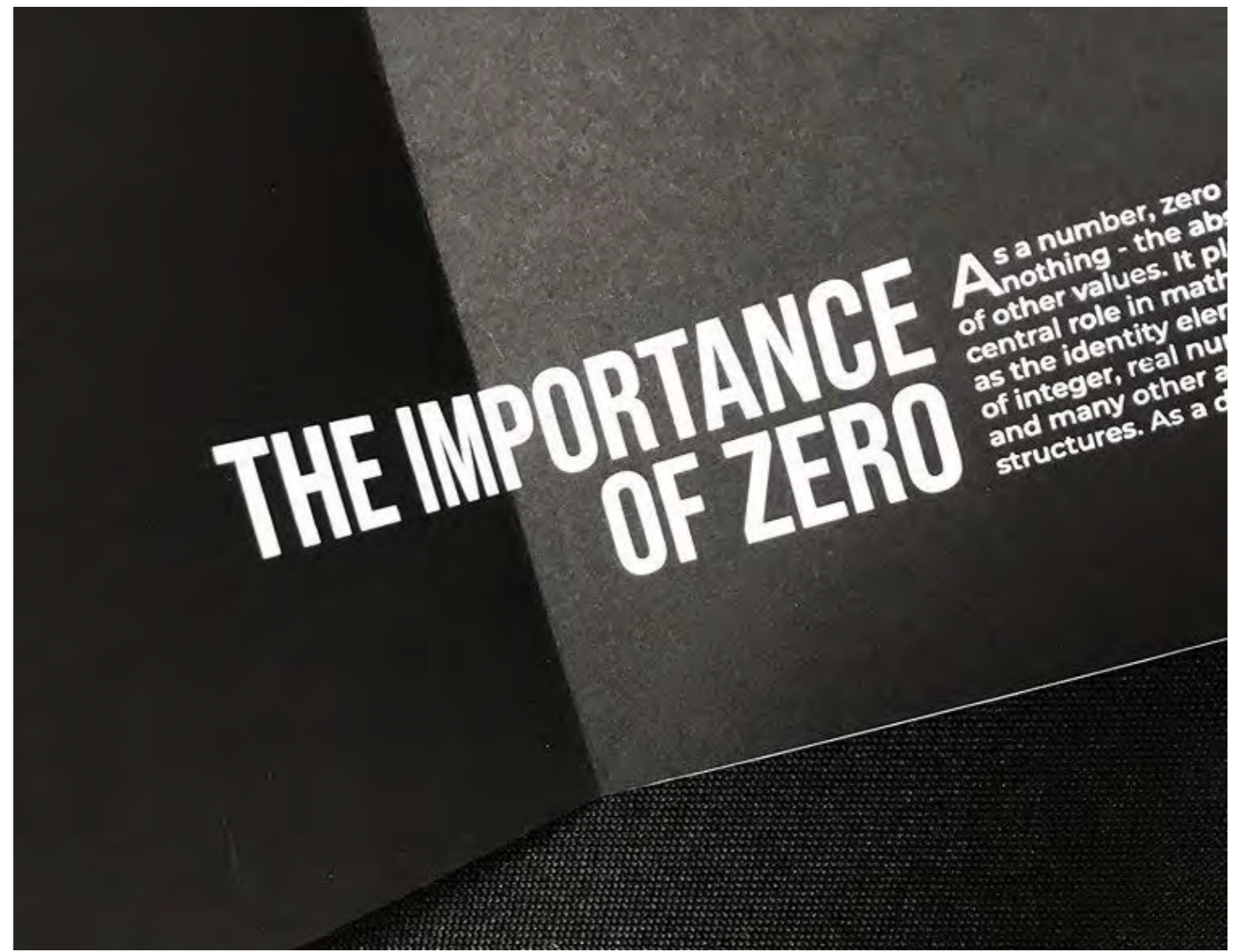
The Cognition of Zero



Andreas Nieder, the German cognitive scientist from the Max Planck Institute for Biological Cybernetics, synthesizes that there are four psychological steps to understanding zero, and each step is more complicated than the one before it. However, many animals can get through the first three steps, though the last stage, which is the most difficult one, is "reserved for humans," Nieder. — us



**Development work:** The exploration of other print media including acetate to further represent the idea of nothingness. As well as including a number of black pages with screen-printed text for the section title spreads to create hierarchy, to indicate the start of a new section.



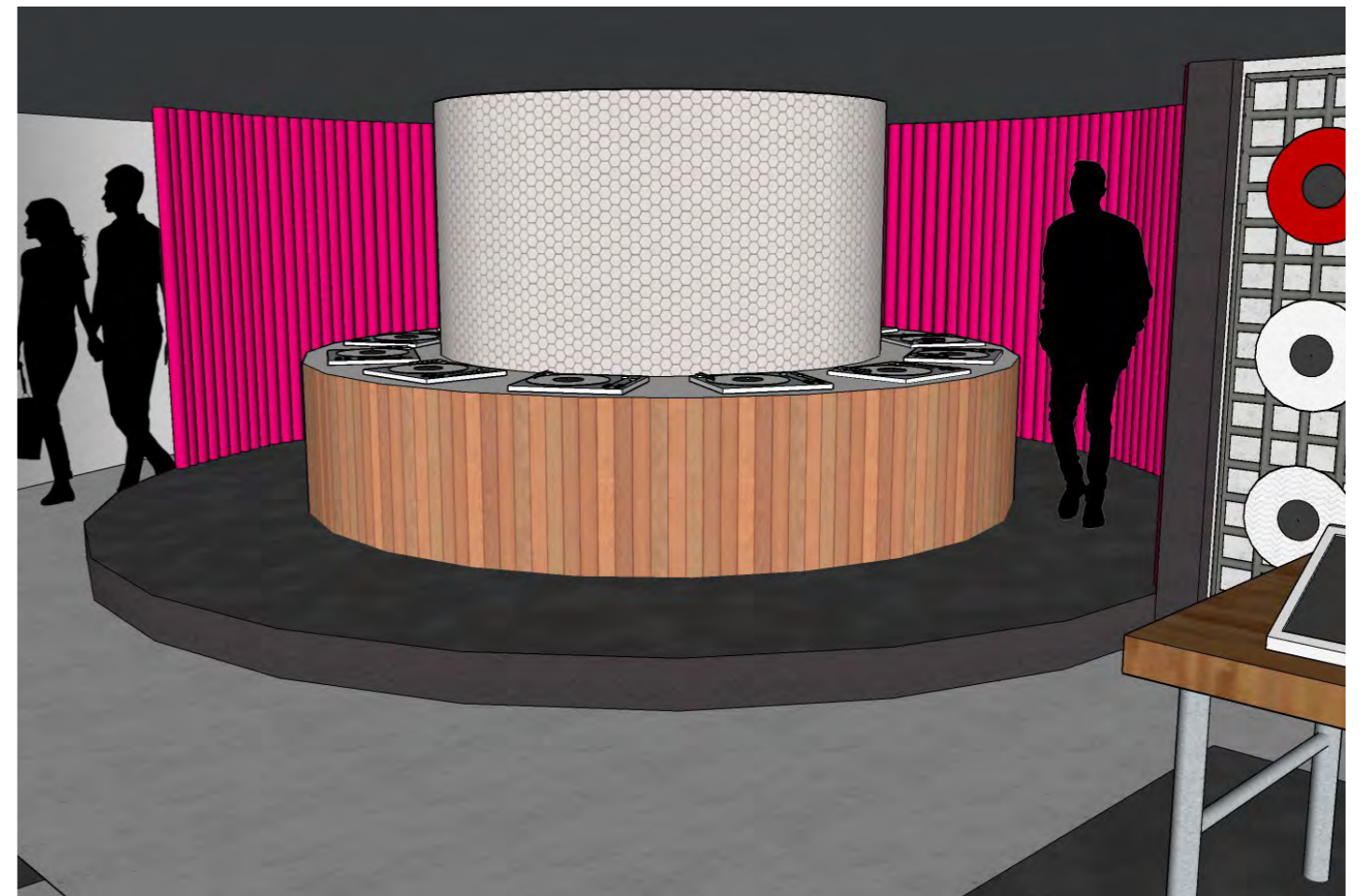
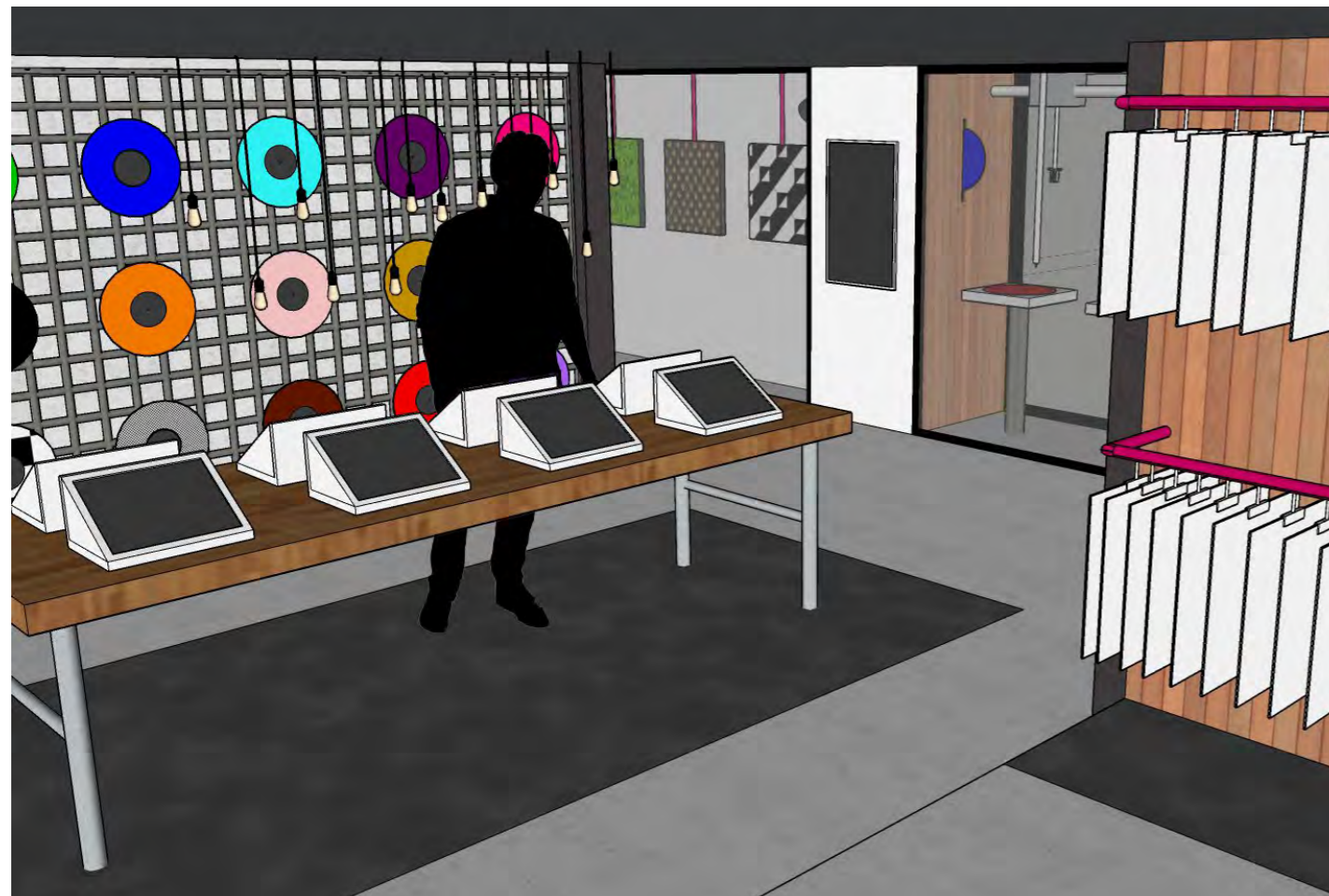
Project:

# YCN STUDENT AWARDS - HMV BRIEF

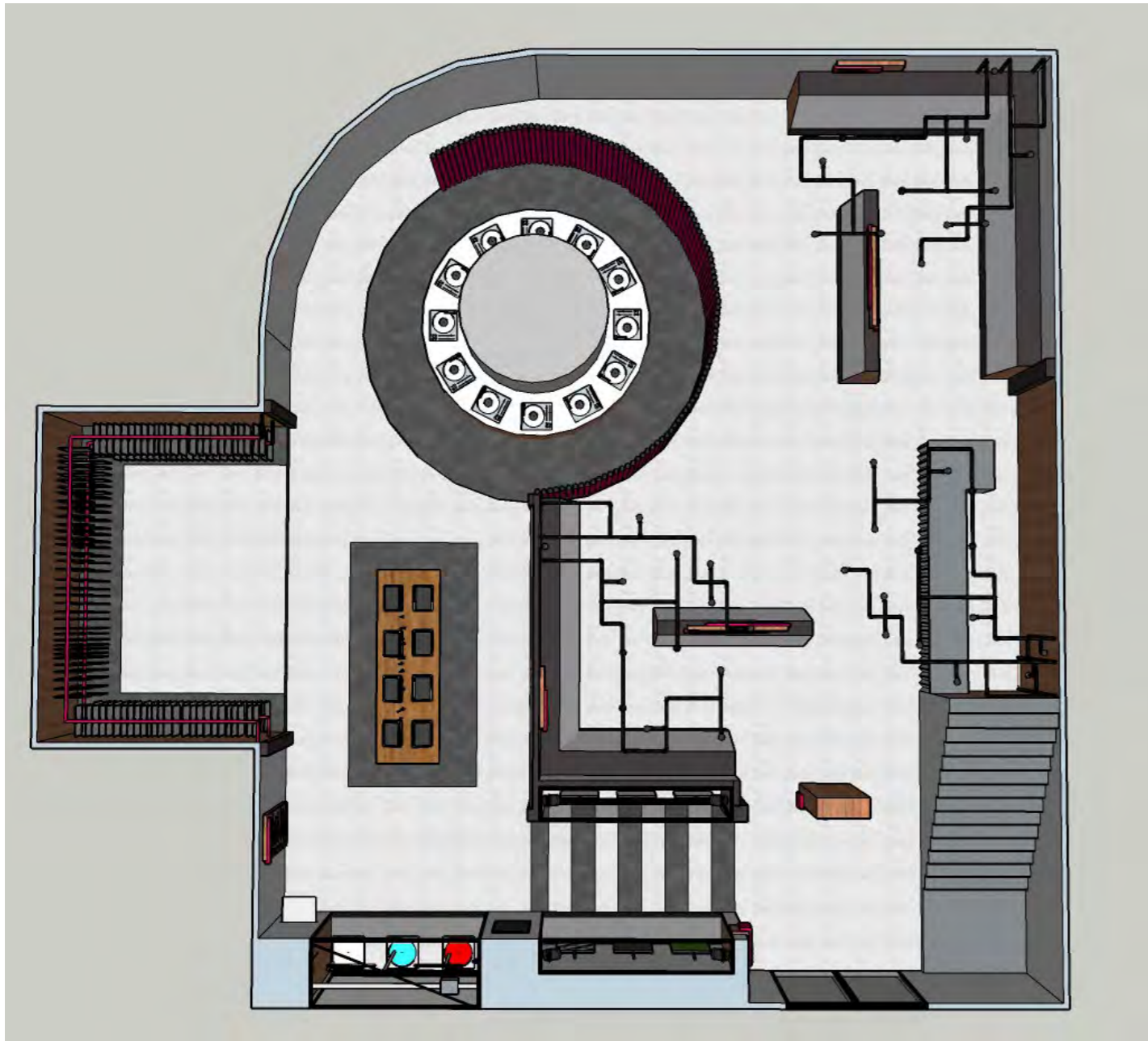
Approach:

The purpose of this project was to re-imagine HMV stores for an 18-24 year old target audience. The responding concept is an area within the stores where customers can make their own custom vinyl records. This aims to entice the target audience to purchase physical music media as it is personalised.

The space includes; the machine where the vinyl's are made, tablets for customers to select songs and design the disk and covers, a listening area, a gallery for the best vinyl's of the month (voted for by customers), and a collection of all the records made by customers which allows other customers to listen to or buy them.









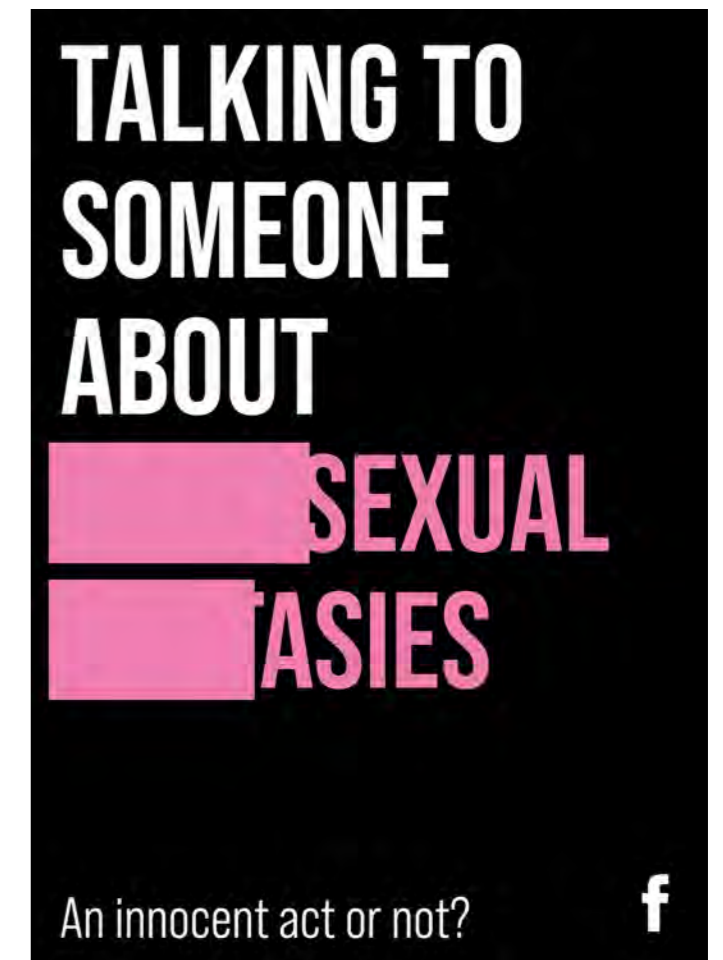
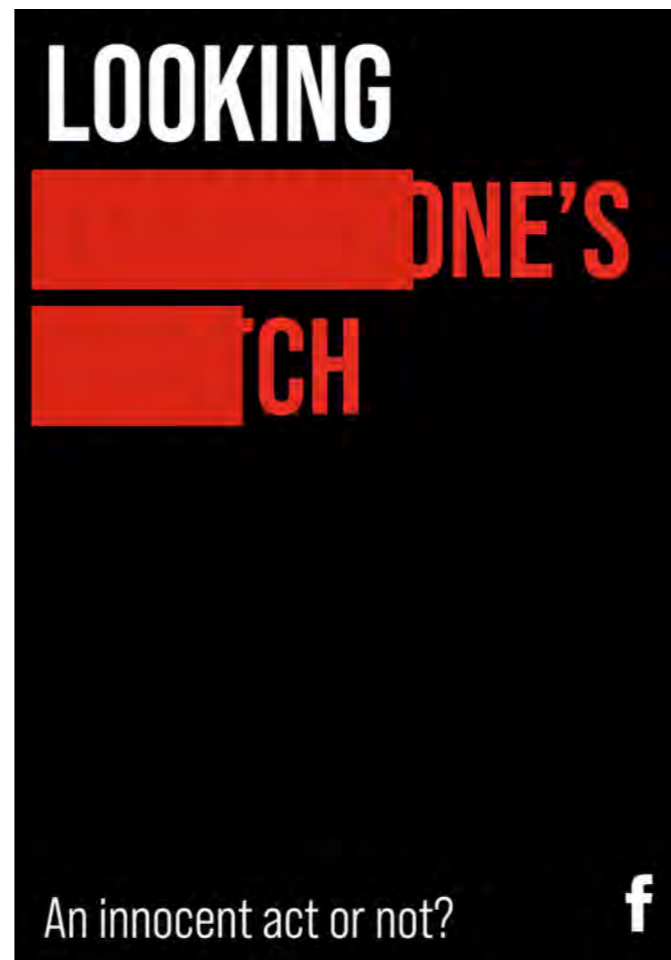
Project:

# THE DESIGN BRIDGE - DOG'S BOLLOCKS AWARD

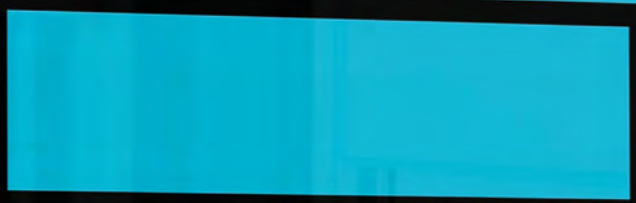
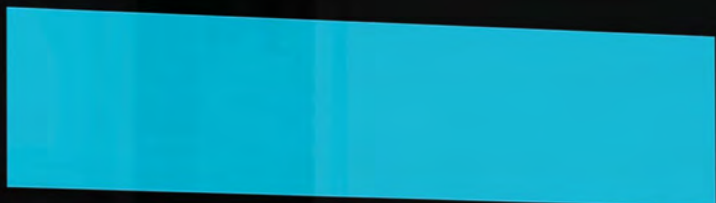
Approach:

A poster campaign design called #BeAware. The concept of the posters focuses on how language used to describe sexual assault, such as 'groping' and 'fondling', has clouded the public's opinions of what actually counts as sexual assault or not. The posters explicitly describe various situations that could be sexual assault. Aiming to make the audience to consider their own opinion on whether the situation is sexual assault or not and also consider other peoples opinions of the situation. The posters highlight how context is important in determining the appropriateness of an act, as well as the subjectivity of what counts as sexual assault.

The redacted parts of the posters allow for the audience to engage more by wondering what the end of the sentence could be. The posters are actually animations where the redaction bars move to cover and reveal various ends to each situation. The simplicity of the design by just using type and coloured bars is all that is needed to communicate such an important message. Any additional design would be unnecessary and would distract the audience from the true message of the campaign, which is making people more aware of what is and is not appropriate. Therefore, hopefully reducing the occurrences of sexual assaults.



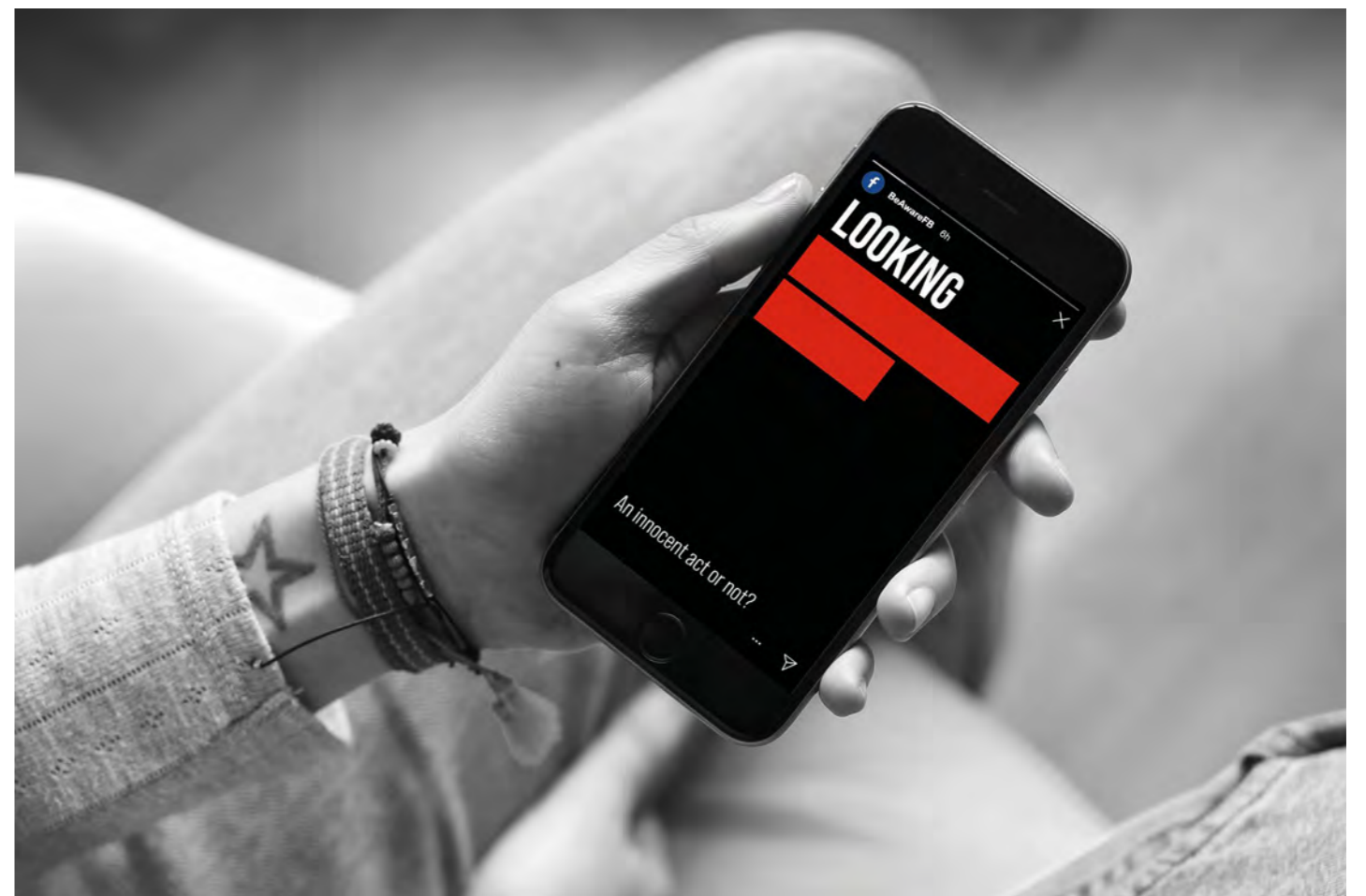
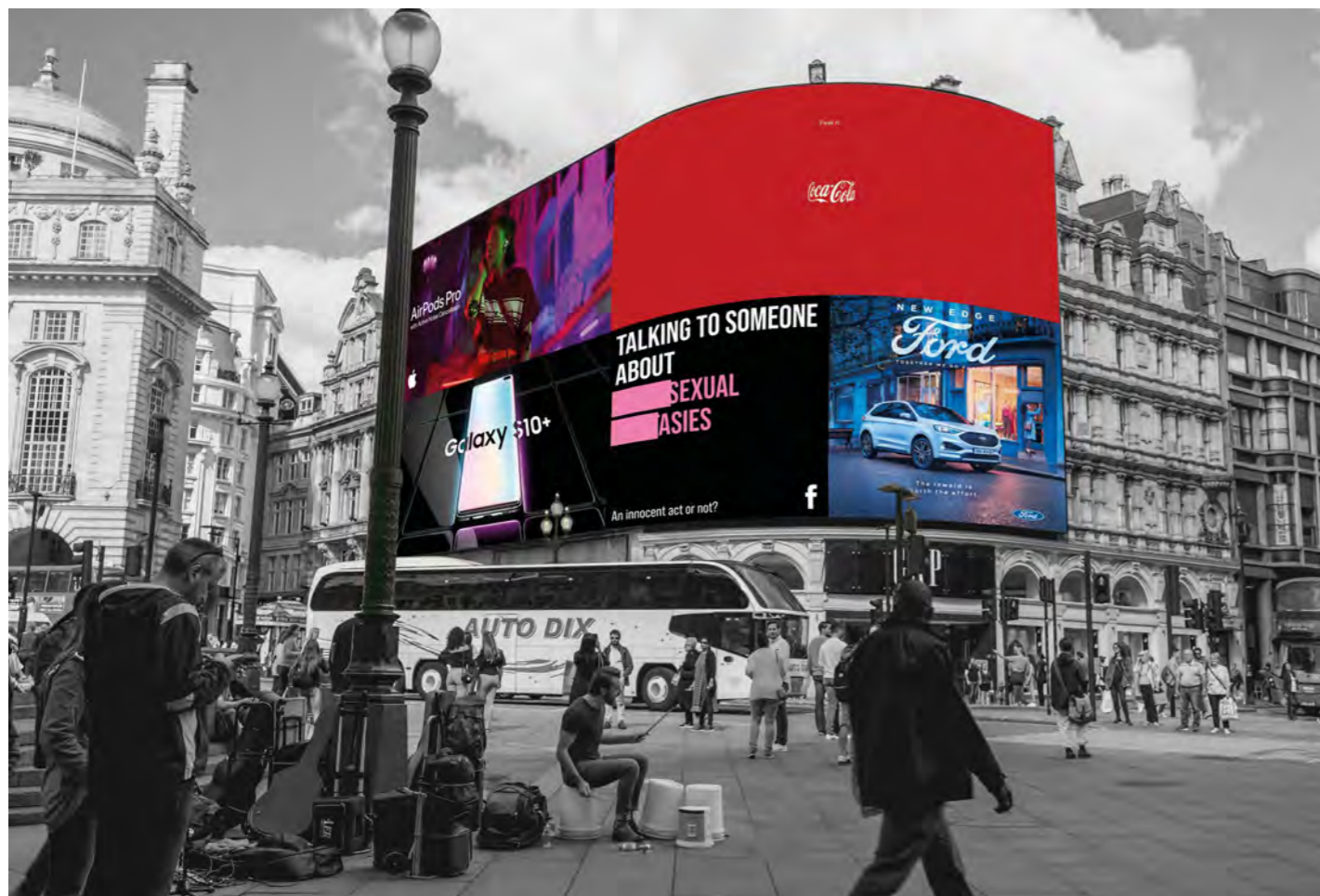
# GIVING



An innocent act or not?



# The #BeAware campaign by facebook.

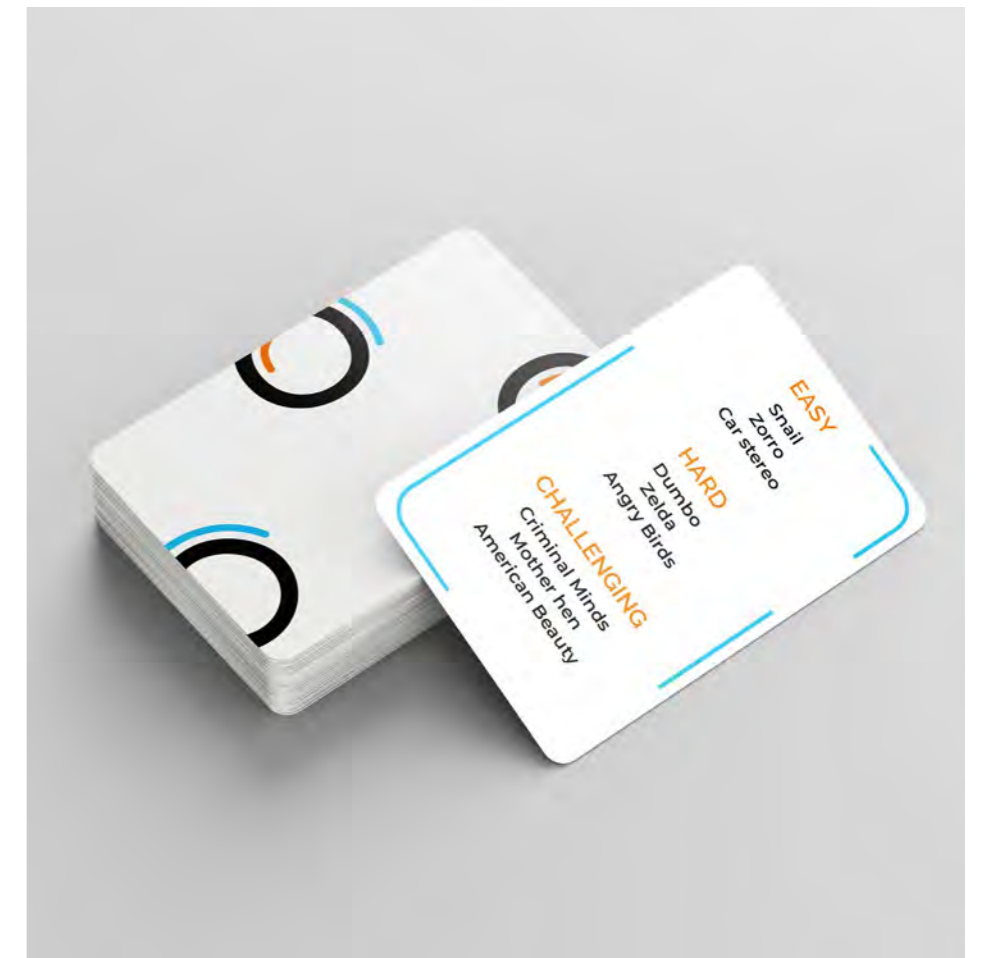
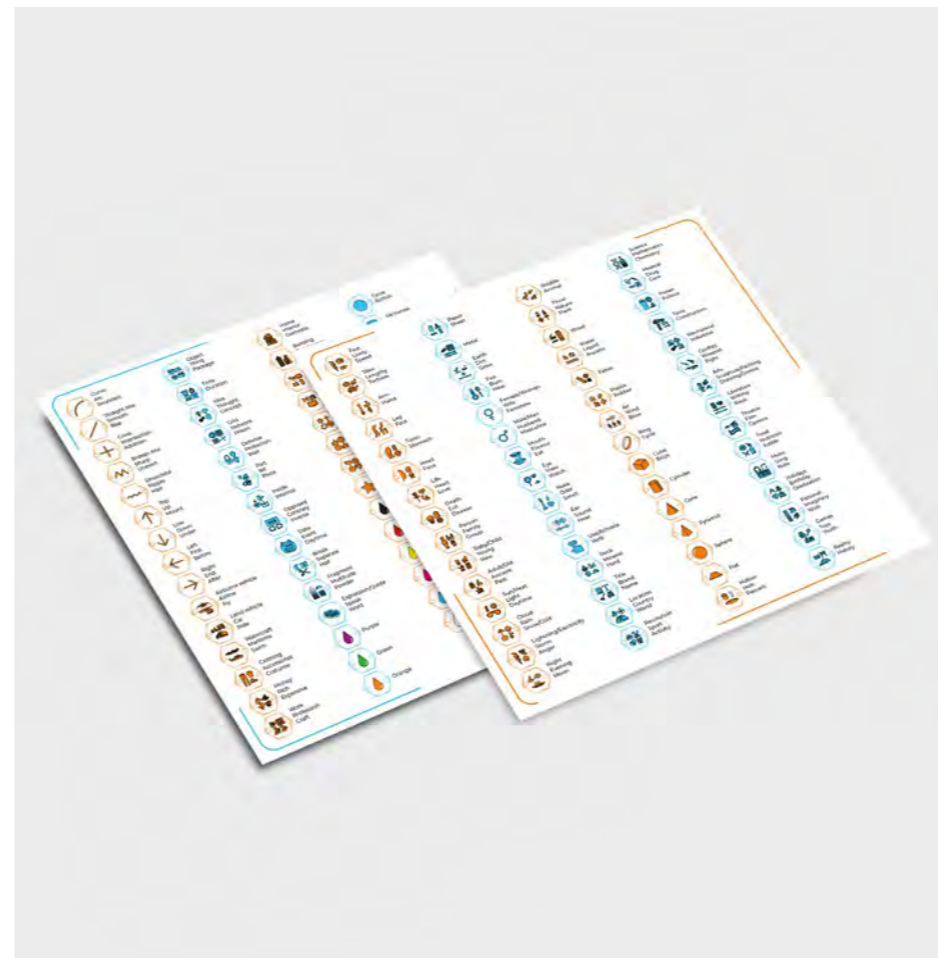
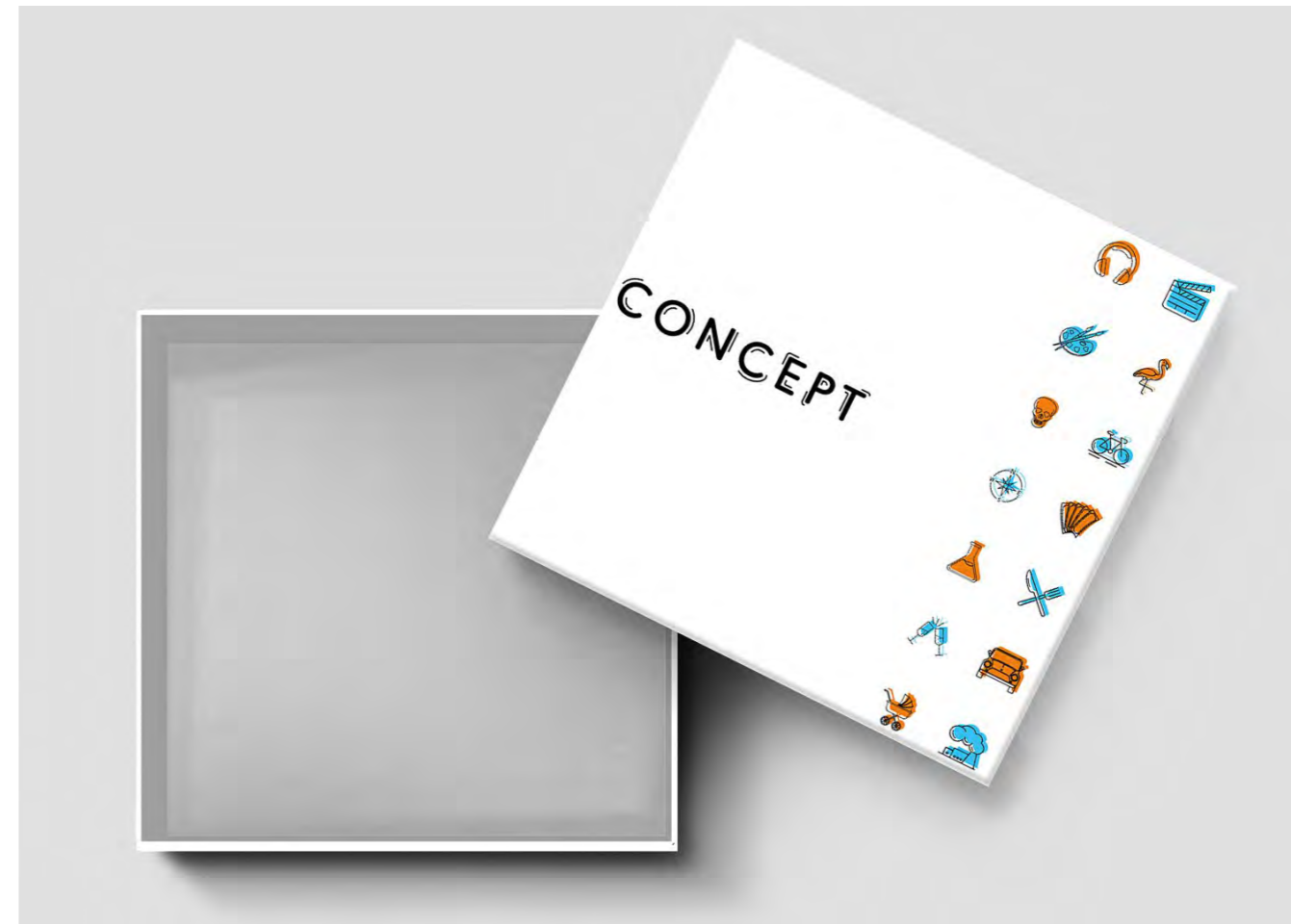


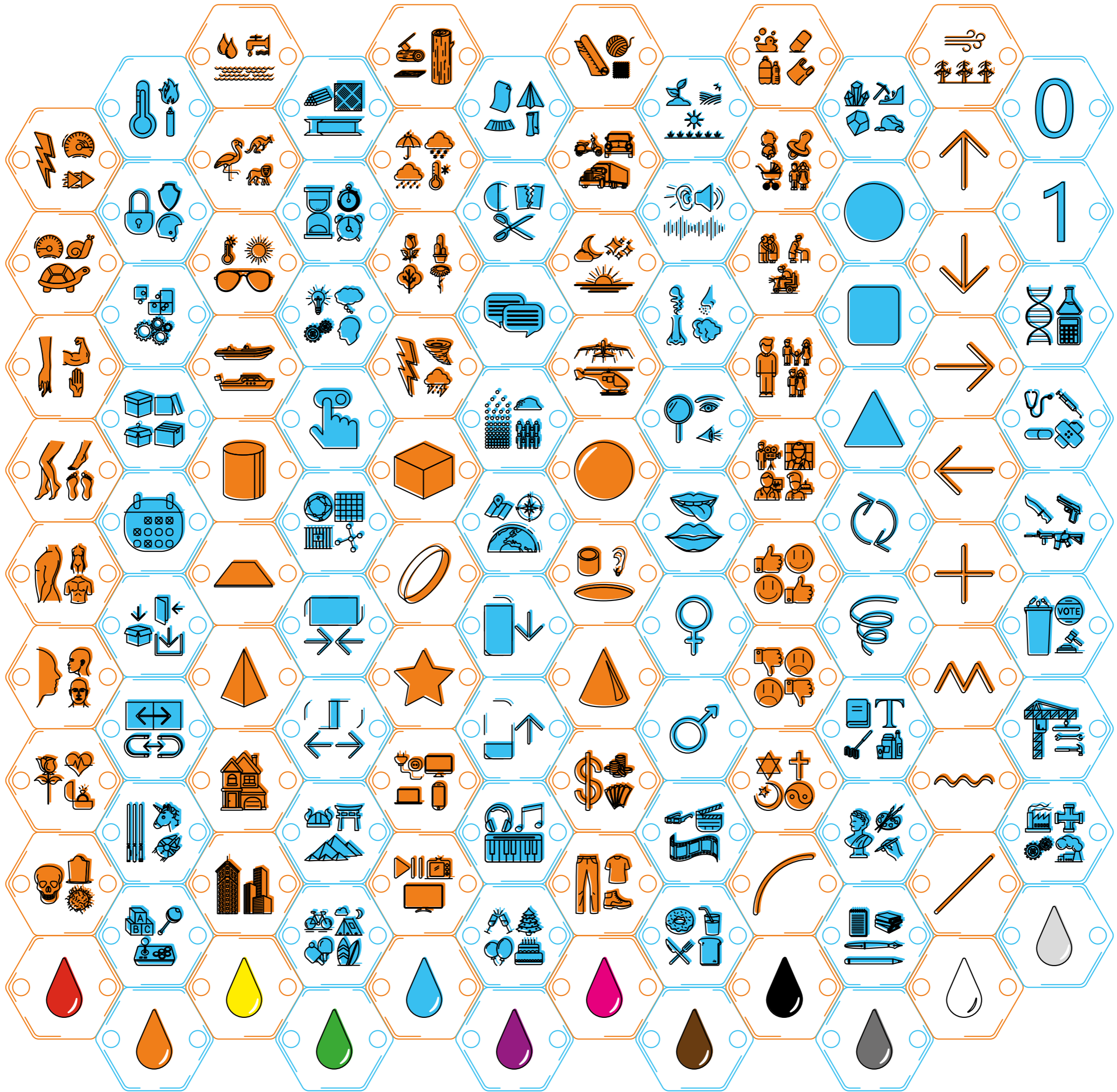
Project:

# MOJO NATION - CONCEPT

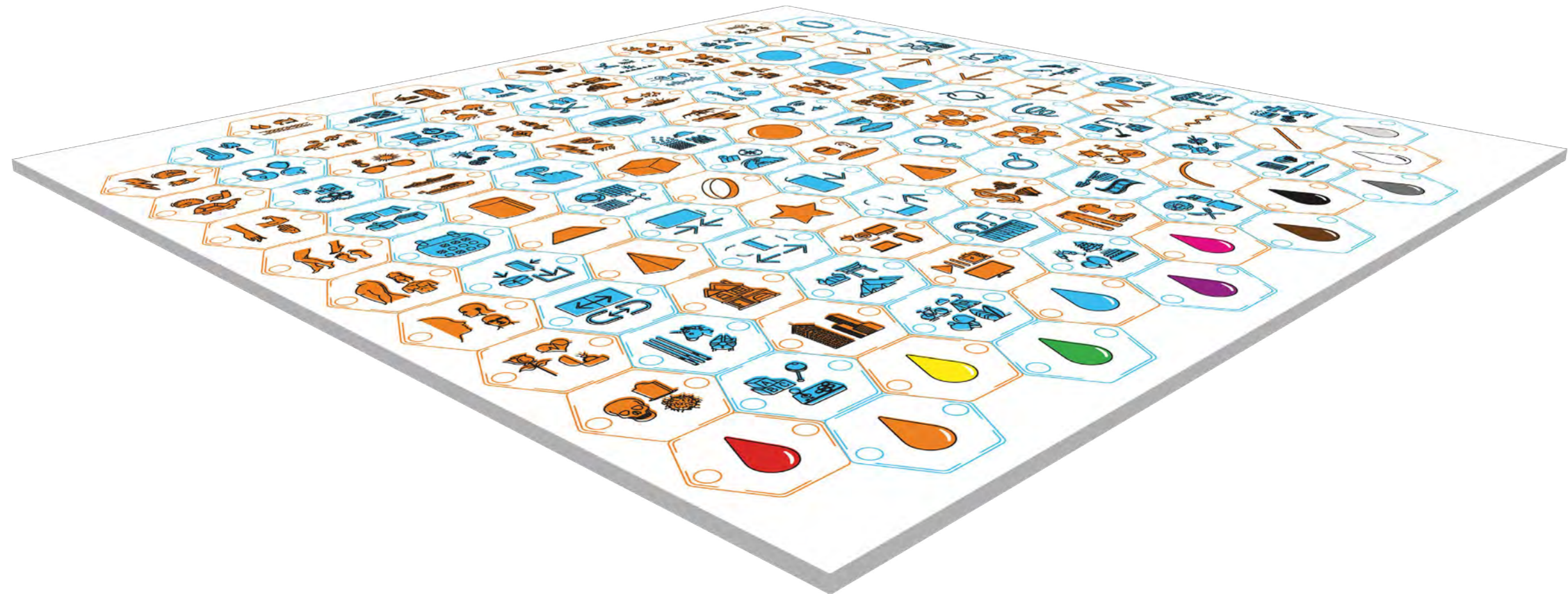
Approach:

A board game redesign. The additional lines in the logo represent the purpose of the game of piecing together clues to think of a certain word. The hexagons on the board design allows space for playing pieces to be placed without covering the image. Simple icon illustrations are used in a structured way within the hexagons to allow for clarity and therefore optimum interpretation by the players.



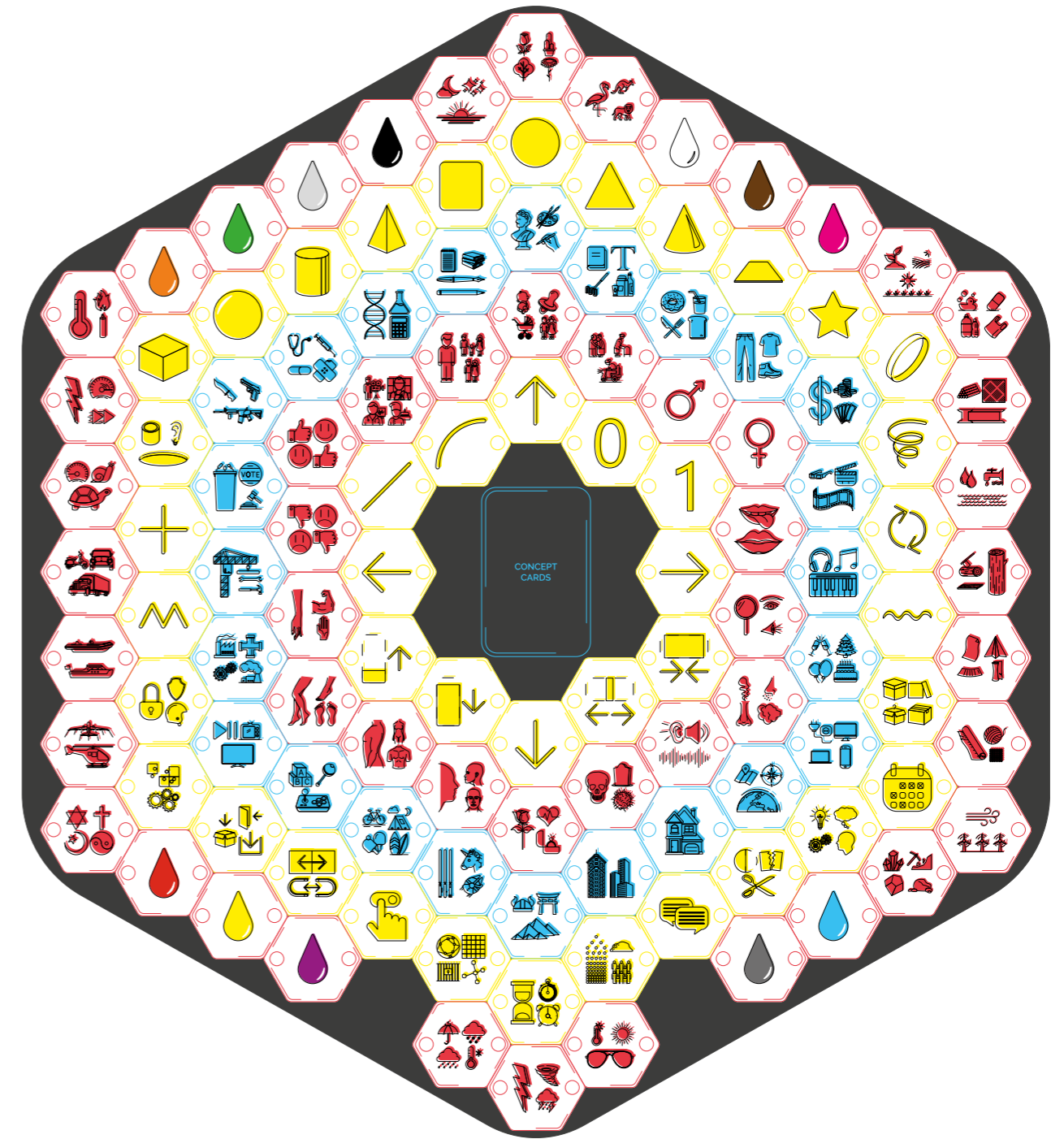
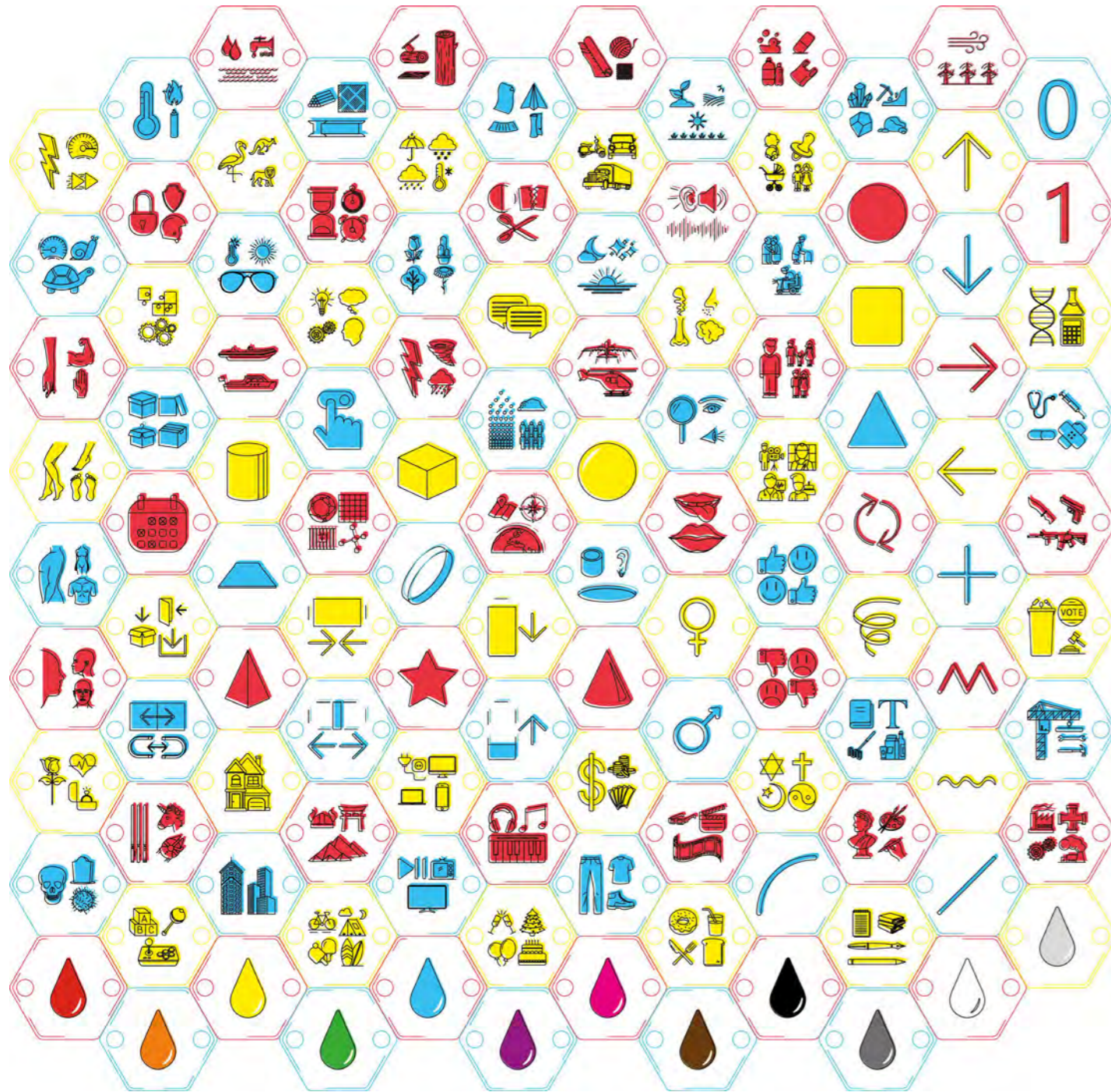


	<p><b>EASY</b> Snail Zorro Car stereo</p> <p><b>HARD</b> Dumbo Zelda Angry Birds</p> <p><b>CHALLENGING</b> Criminal Minds Mother hen American Beauty</p>		<p><b>EASY</b> Tepee Shirt Rocket</p> <p><b>HARD</b> Sushi Calculator French fries</p> <p><b>CHALLENGING</b> Tina Turner Brood over Fight Club</p>		<p><b>EASY</b> Eagle Sunflower Kitchen</p> <p><b>HARD</b> Animal Planet The Terminator Circus</p> <p><b>CHALLENGING</b> Breathless Top Gun Cloning</p>
	<p><b>EASY</b> Bank Bedroom Flute</p> <p><b>HARD</b> Archimedes Borat Fast and Furious</p> <p><b>CHALLENGING</b> Give free rein Billy Jean Eureka!</p>		<p><b>EASY</b> Tricycle Steak Egypt</p> <p><b>HARD</b> Sister Act Whistle Desperate Housewives</p> <p><b>CHALLENGING</b> Bite your tongue Sigmund Freud Adam Sandler</p>		<p><b>EASY</b> Fan Coffee Rattle</p> <p><b>HARD</b> Twilight Batman Johnny Carson</p> <p><b>CHALLENGING</b> A picture is worth a thousand words Have a frog in your throat Jean-Claude Van Damme</p>
	<p><b>EASY</b> Harry Potter Lake Coca-Cola</p> <p><b>HARD</b> Leaving on a Jet Plane Stand By Me Casserole</p> <p><b>CHALLENGING</b> I'd stake my life on it Fall asleep at the wheel Nightmare</p>				



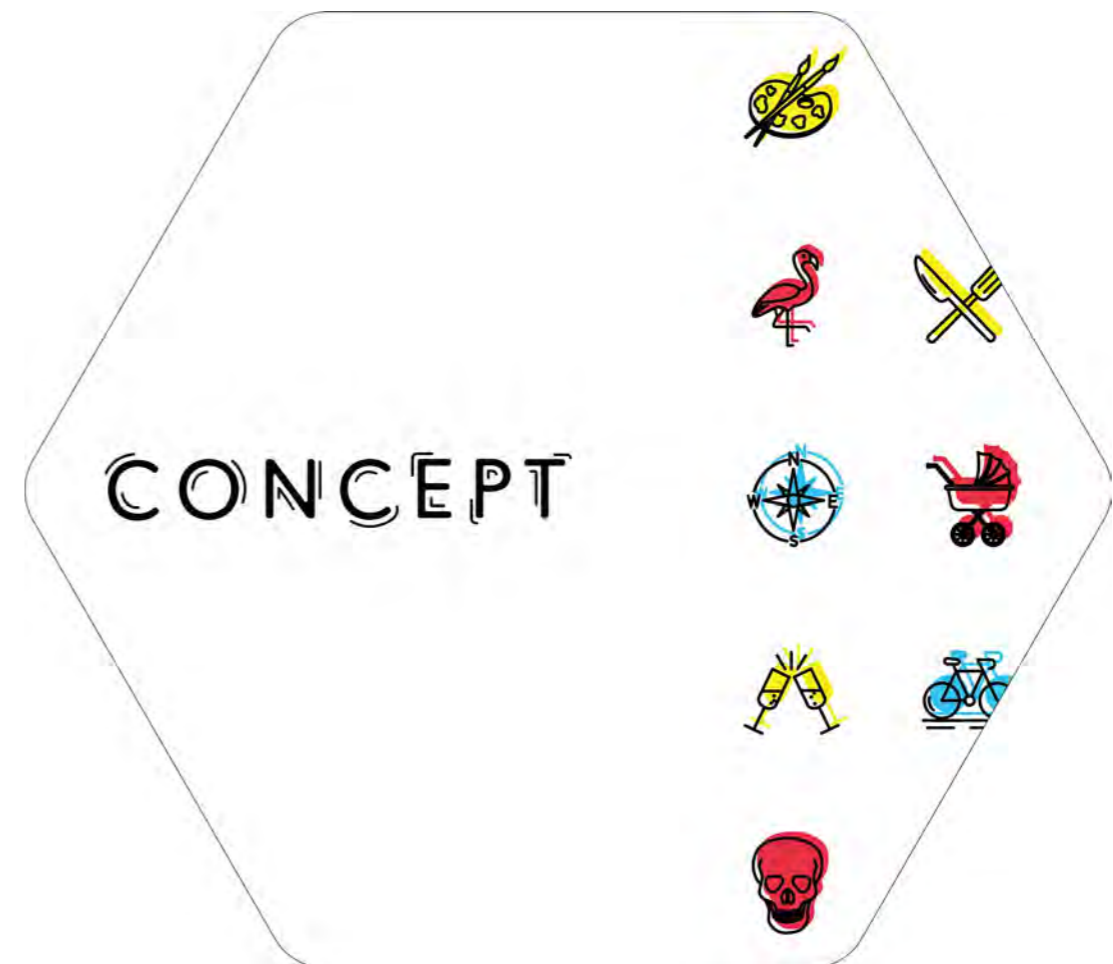
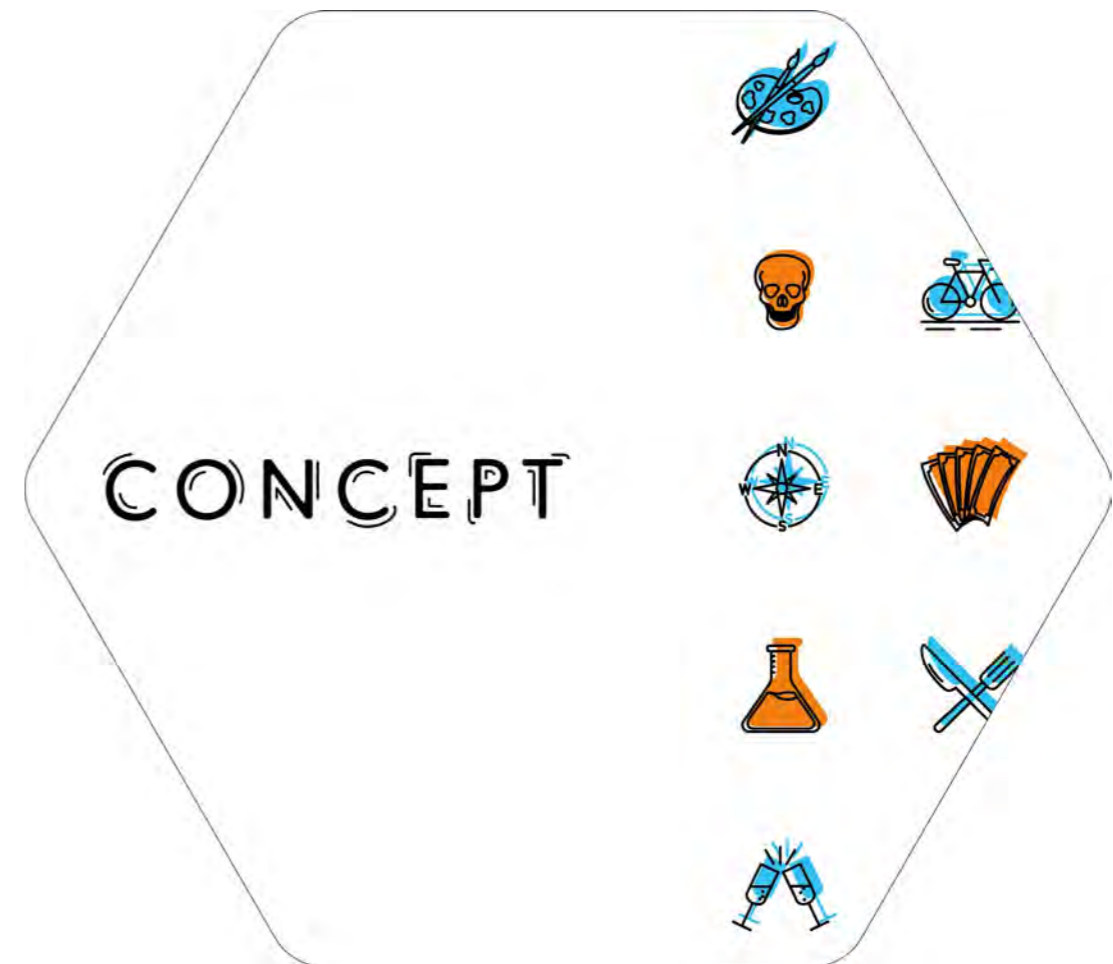
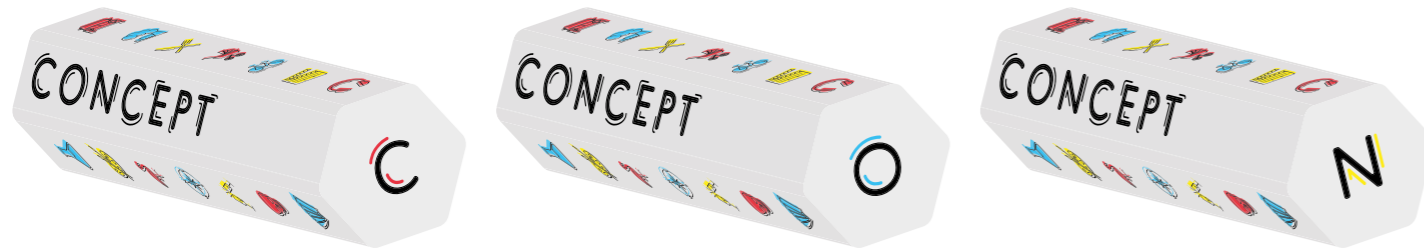
**Development work:** A second colour palette for a more colourful game. Having more colours allows for easier categorisation of the different types of icons. A dark background colour also allows for more clarity of the icons.

A hexagonal board to link to the hexagonal theme of the design. This design can also allow room for the 'Concept Cards' to be placed in the middle for easy access to players.



**Development work:** A compact design concept to allow easy storage in compact accommodation in cities as well as allowing easy transportation for players to take the game with them on trips.

A hexagon shaped box to link with the shaped theme of the board and to make the game stand out from square boxes on store shelves.



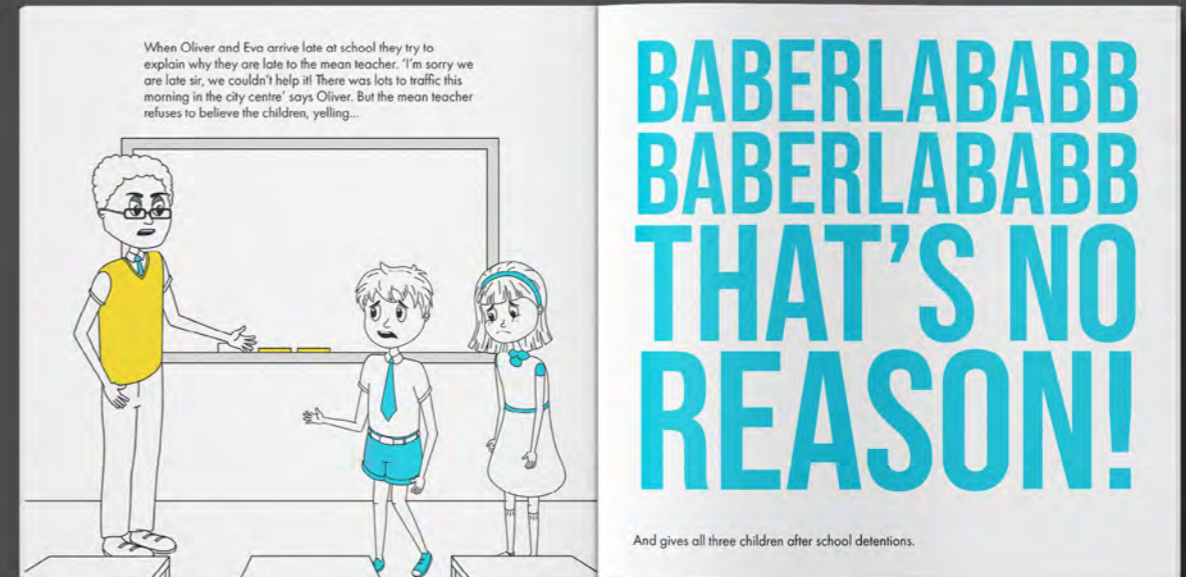
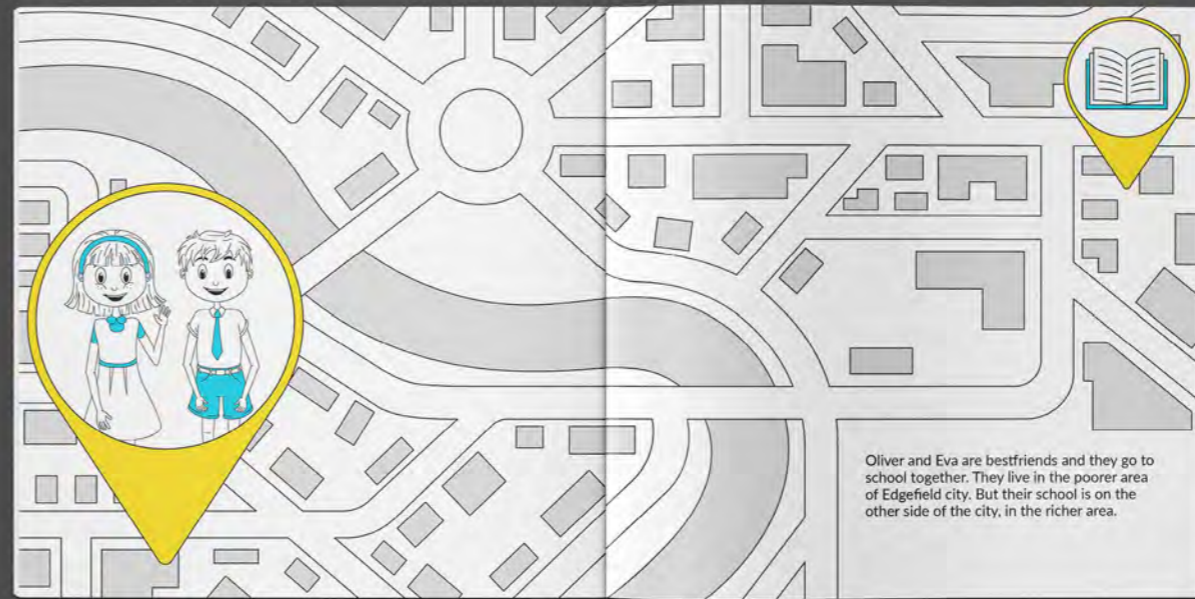


Project:

# UTOPIAN TALES

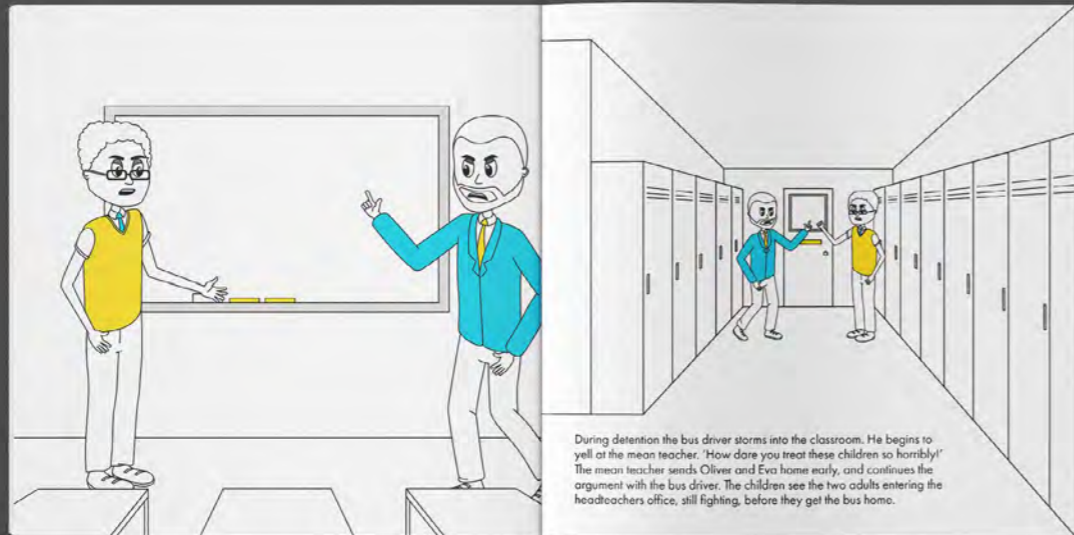
Approach:

A children's book design adapted from the original story Baberlababb by Oskar Maria Graf, 1927. A simple but bold colour palette aimed at children between 3 and 7 years old. The colours draw the readers attention to the various parts of the illustrations and also allow the black lines of the rest of the illustration to stand out. These colours also work well on a white background allowing for a clean, minimal style. The strong typographic style on certain spreads aims to visualise the power behind the word 'Baberlababb'. The large bold text also aims to engage children as it prompts them to yell the words, therefore making the book more interactive. This engagement can occur whether the child is reading the book themselves or a parent is reading it to a child.

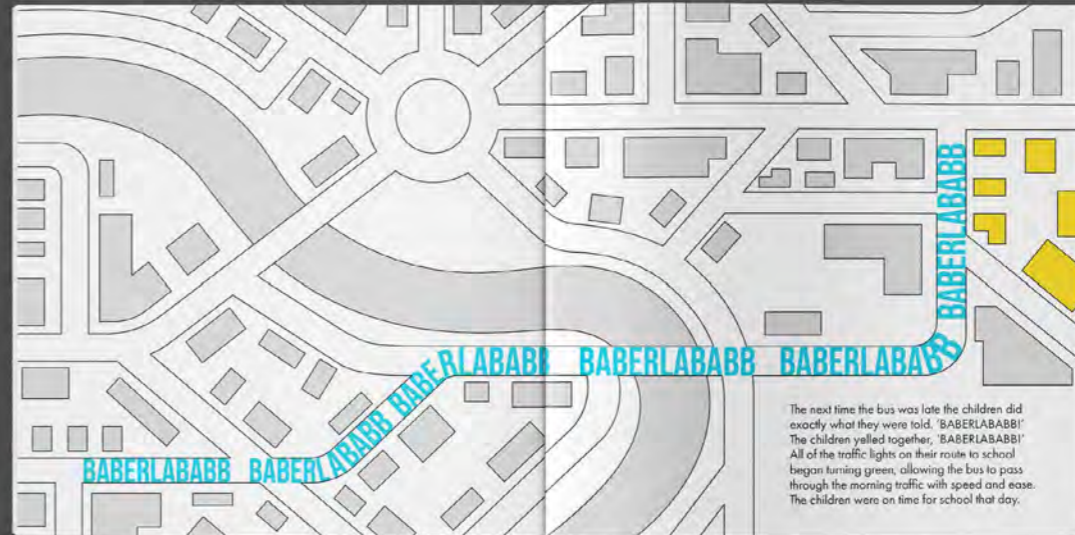




The following Monday morning, the children get on the bus and go to pay the driver. It is the mean teacher. 'He is the bus driver now,' says the new teacher from one of the seats behind the children. 'Whenever the bus is running late, just yell "BABERLABABB" at the driver,' explains the new teacher, 'that will let you get to school as quickly as possible'.



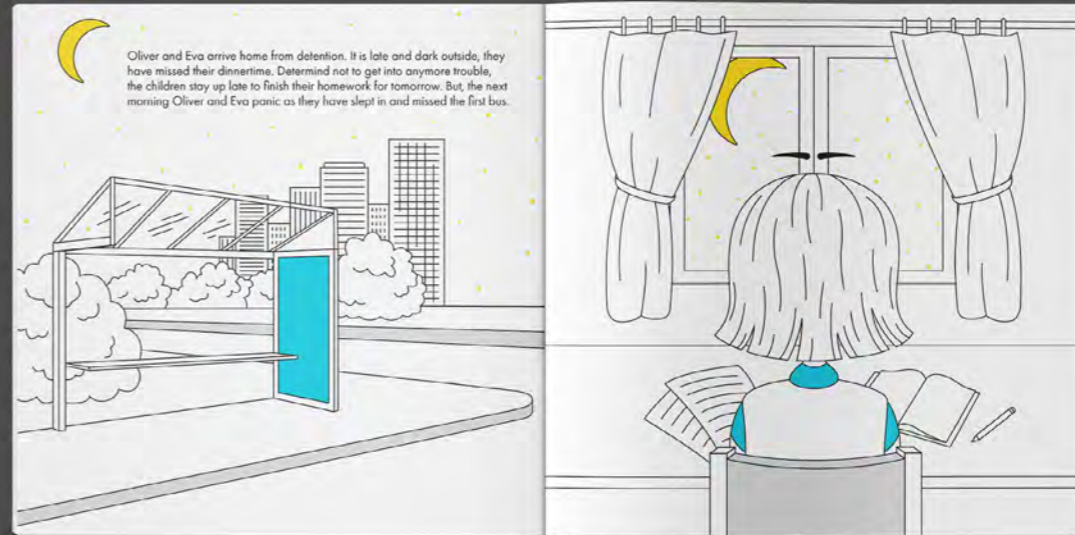
During detention the bus driver storms into the classroom. He begins to yell at the mean teacher. "How dare you treat these children so horribly!" The mean teacher sends Oliver and Eva home early, and continues the argument with the bus driver. The children see the two adults entering the headteachers office, still fighting, before they get the bus home.



The next time the bus was late the children did exactly what they were told. 'BABERLABABB!' The children yelled together. 'BABERLABABB!' All of the traffic lights on their route to school began turning green, allowing the bus to pass through the morning traffic with speed and ease. The children were on time for school that day.

The children <sup>voiced</sup> through school with the help of the new teacher. And the mean teacher remains their bus driver, helping the children get to school.

**AND FOR MANY YEARS NOW, THAT IS THE WAY THINGS HAVE BEEN...**



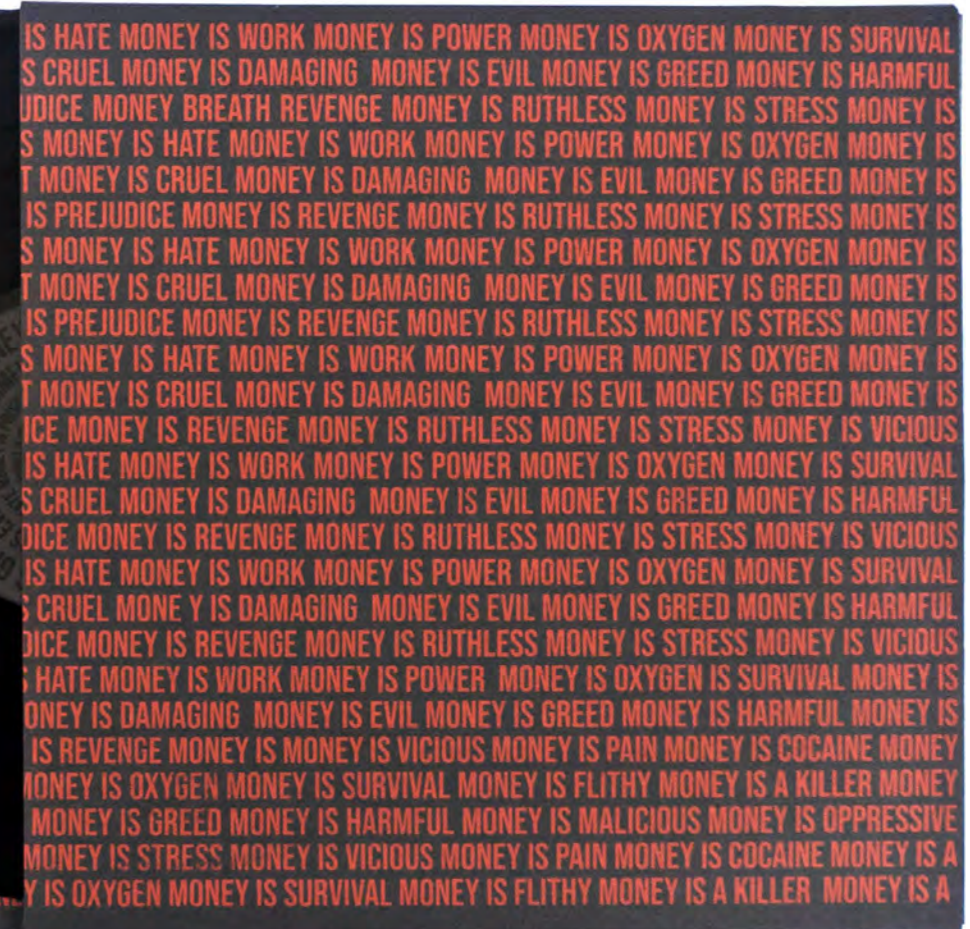
Oliver and Eva arrive home from detention. It is late and dark outside, they have missed their dinnertime. Determined not to get into anymore trouble, the children stay up late to finish their homework for tomorrow. But, the next morning Oliver and Eva panic as they have slept in and missed the first bus.

Project:

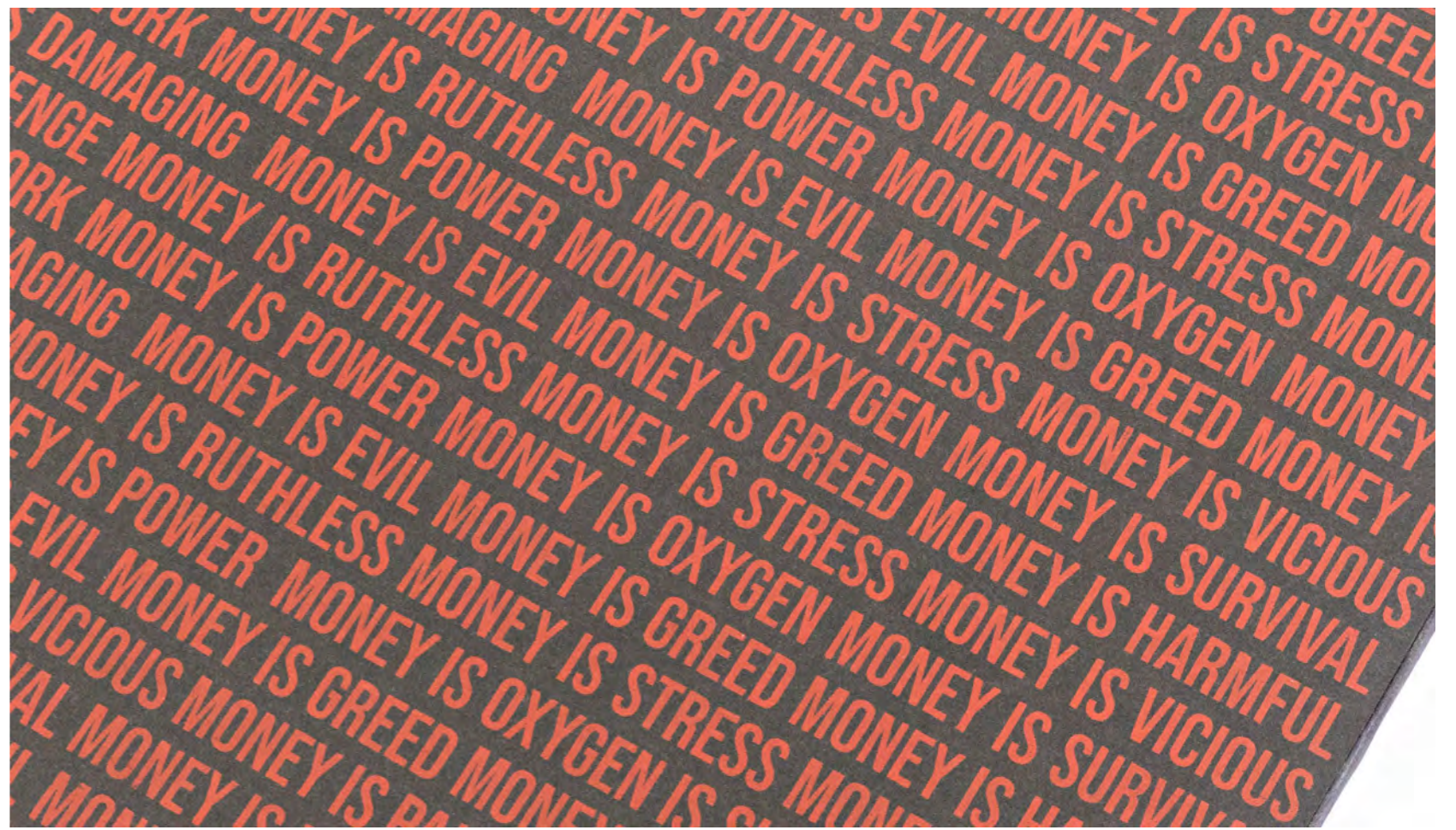
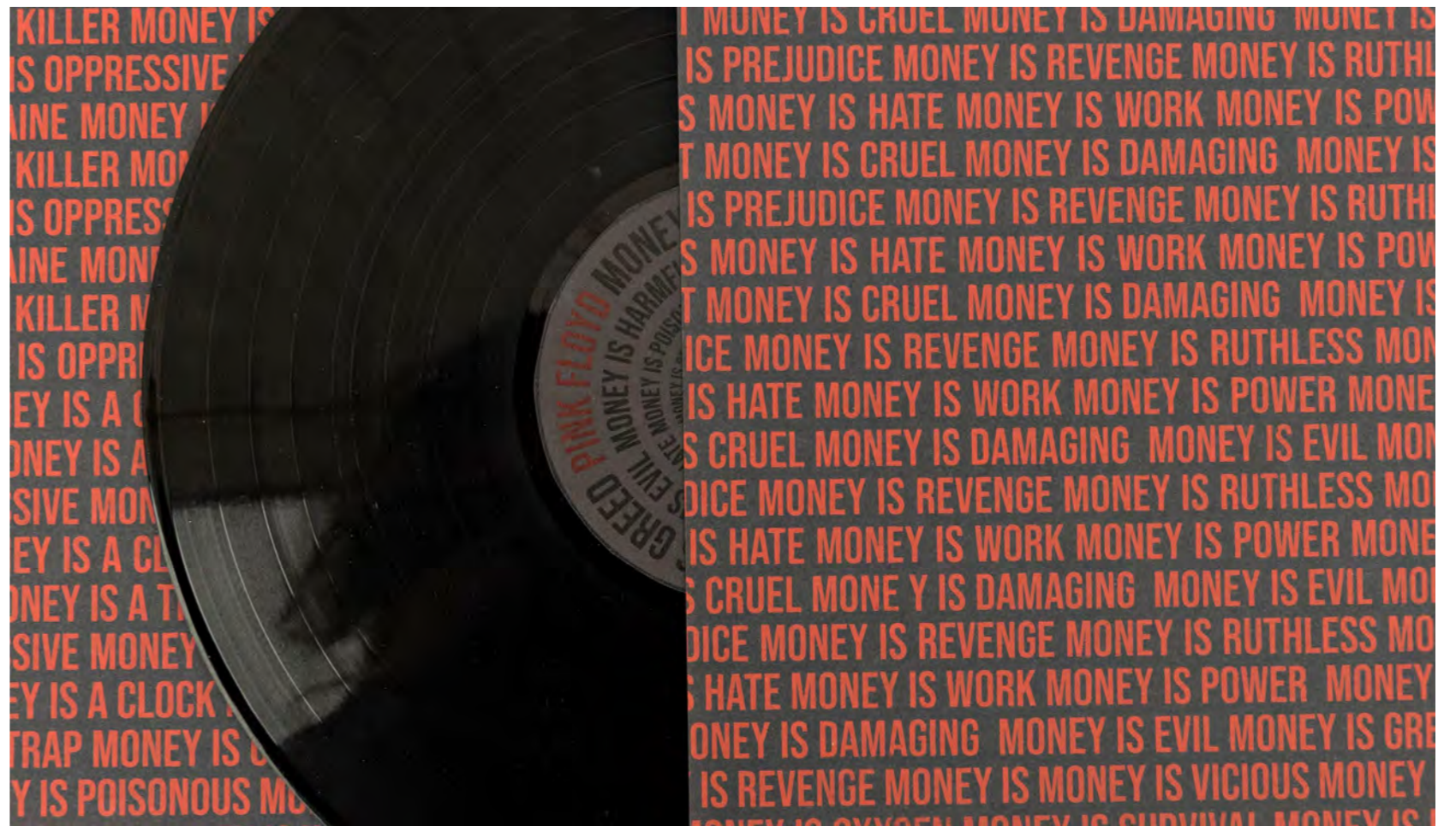
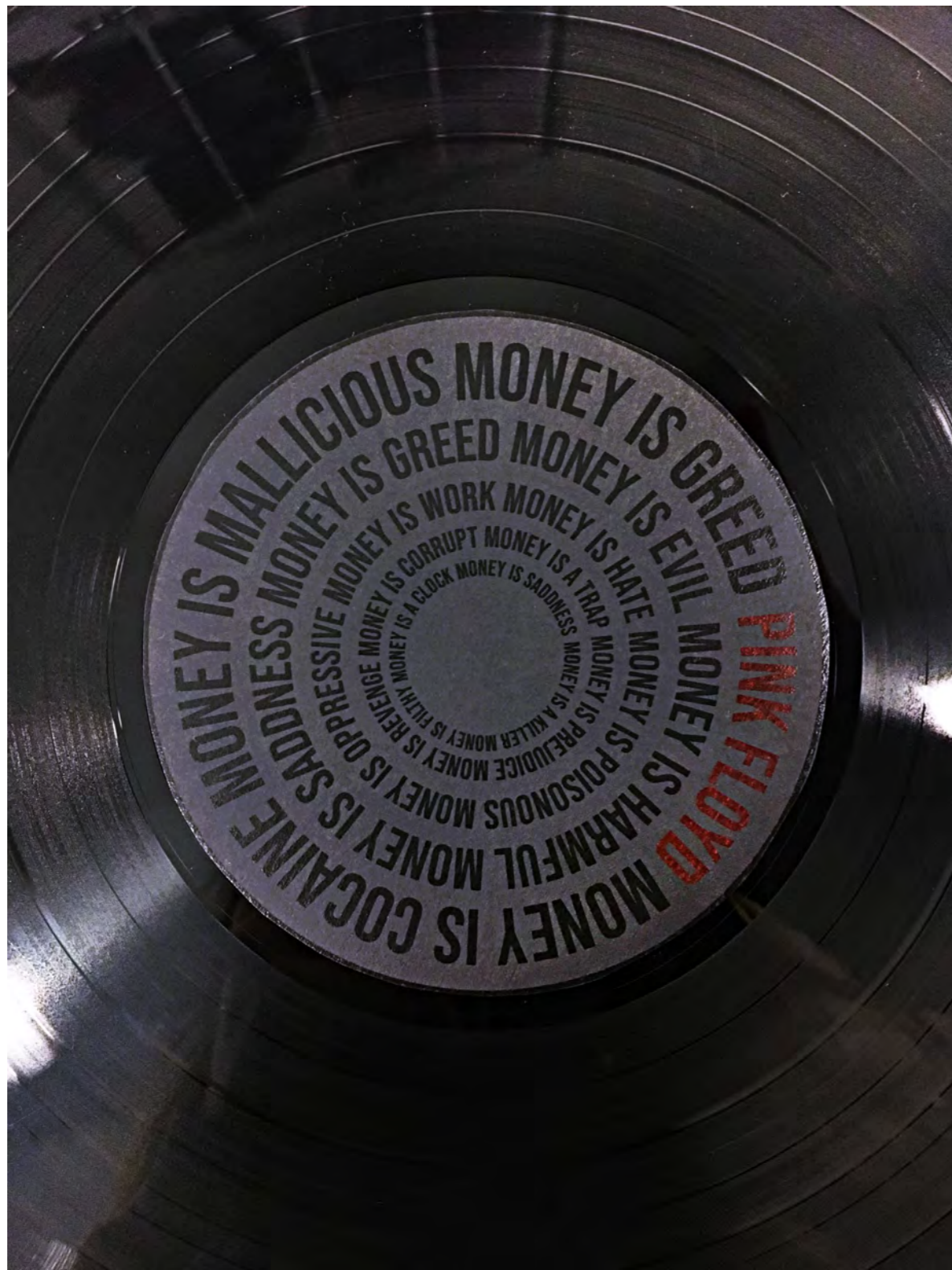
# HEART MUSIC ART

Approach:

Vinyl album cover design for Money by Pink Floyd. The song paints quite a blunt, dark light on the concept of money. A strong typographic approach explores the metaphors within the lyrics and also reflects the repetition within the soundscape and narrative of the song. The colour palette is suggestive of the dark nature, the danger that money can bring is highlighted with the contrasting red.





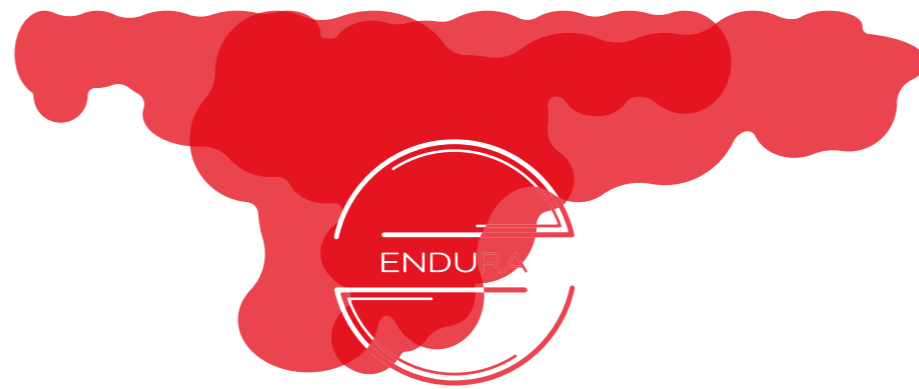


Project:

# THE FUTURE BRIEF TODAY

Approach:

Packaging design for a fictional product using futuristic technology, indestructible laundry detergent. The circular logo aims to represent the laundry detergent pods as well as protection with the additional lines. The cylinder shape of the packaging was chosen to remain consistent with a circular theme. The splatter shapes that interact with the logo are inspired by spillages which the product aims to prevent from ruining clothes.







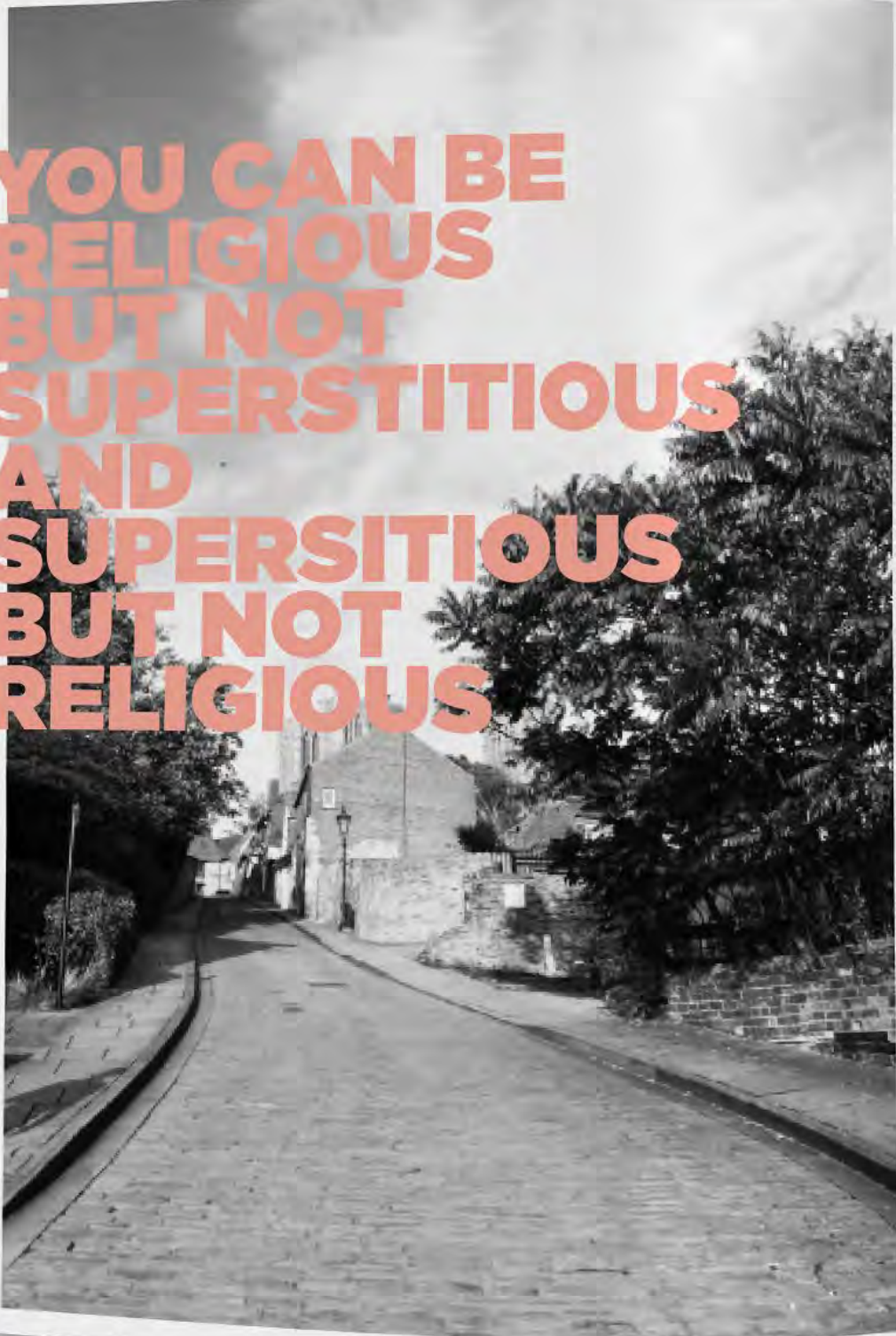
Project:

# DIVINE MAGAZINE

Approach:

A collaborative editorial project, called Divine, that responds to the theme of religion in the broadest possible way. The spreads show a focus on the argument of whether religion is superstition and whether prayer works. The typography reflects the bold statements being made.





**YOU CAN BE  
RELIGIOUS  
BUT NOT  
SUPERSTITIOUS  
AND  
SUPERSTITIOUS  
BUT NOT  
RELIGIOUS**

It could be argued that religion is a more organized superstition as both religion and superstition aim to provide meaning and clarity to random and chaotic events.

Firstly, religious followers argue that religion provides meaning for the existence of the whole world and life, while superstitions are just irrational beliefs and actions created to take responsibility for unexplained phenomena such as luck. On the other hand religions could be considered to be participating in superstitious behaviours, for example, Islamic followers must wash their feet before praying, an action that is believed to bring good fortune and control.

However a key difference between the two is that religions all have rules that inform their followers on what to believe, and what to do to show their beliefs through established rituals and hierarchies. Whereas superstitions are less rigid. Although actions must be practiced in order to receive good fortune or ward off bad luck, there is not a set way of doing so. For example, if a black cat was about to cross your path you could choose to avoid it in anyway you wish. Therefore superstitions are more flexible in how people choose to participate in their superstitious beliefs. Superstition and religion also both seem to be things people use in order to take responsibility for ones bad luck by not participating in its rituals. This is because most religions say that by carrying out bad behaviour or not participating in its rituals, it will result in bad luck or fortune. For example in Christianity they have sins and someone who is sinful is expected to have bad fortune and go to hell.

Some could say that religion is a form of superstition because in history and even now it has appeared to be used as a method to control people. This is because of superstitions role in being used to take responsibility for unexplainable things. However, in this more modern time with the advances of science more things are being explained and therefore less people are afraid and so superstition has less power over people to control them. Yet why is there still so many religious followers? Even though many of their religions beliefs are proven wrong they still believe otherwise. They are faithful to their religion. This could be for a number of reasons such as a sense of community or just being set in their own ways and choosing not to accept the proven falsity. It could be that what drives religion, much like what drives superstition, is believers and large numbers of them. People are easily influenced by large amounts of others because if large amounts of people believe something it should logically be true.

*"One of the meanings of superstition in the Oxford English dictionary is a belief that is unfounded or irrational. Since I see all religious beliefs as unfounded and irrational, I consider religion to be superstition"*

**Neither leads to the other, so are they different?**

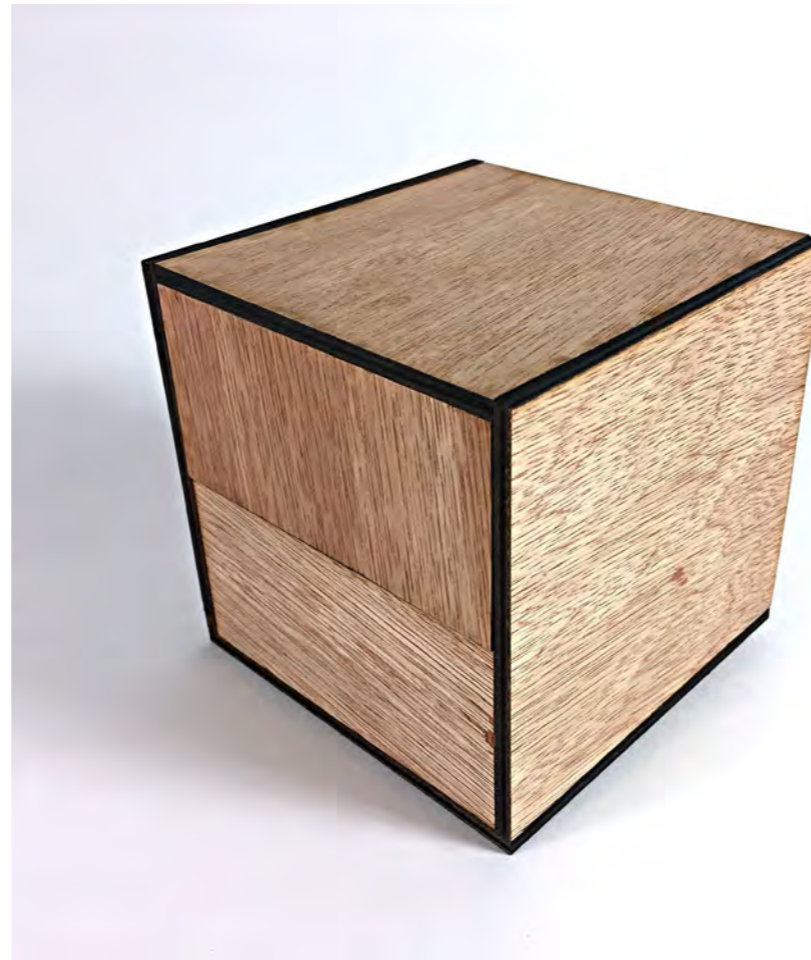
*"They both refer to sets of beliefs and rituals concerning aspects of life that are not, or not yet, subject to rational, empirical verification. Of course, other ideologies, including political belief systems, social etiquette, and many others, often take on characteristics similar to either a religion or superstition."*

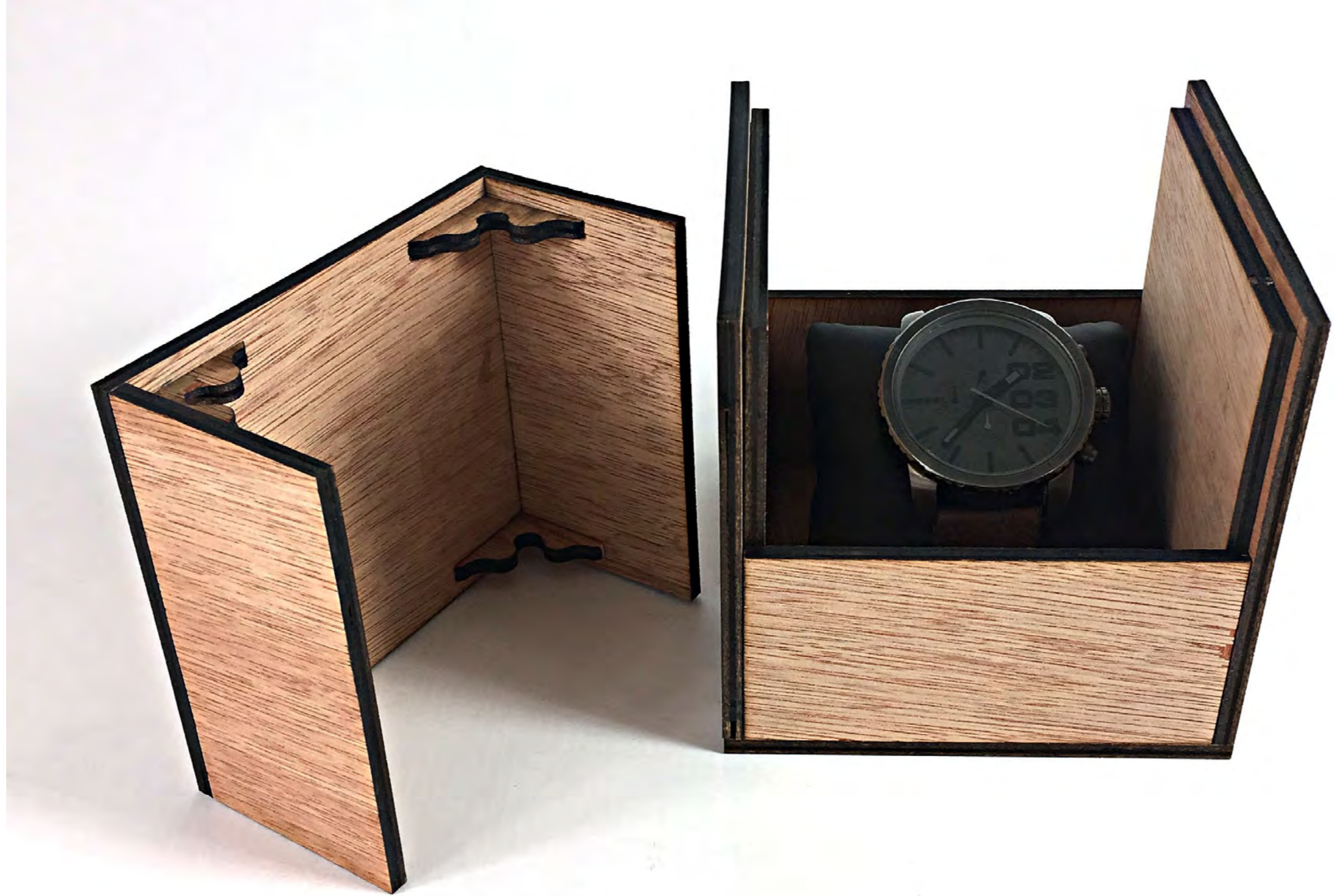
Project:

# SOUNDS EXPENSIVE

Approach:

Watch box design without any surface graphics. I focused on the material that it was made of and the sounds that were made when it was opened and closed to create packaging that felt and sounded luxurious. A simplistic opening mechanism allowed for the lid to elegantly slide up to reveal the watch and then close to fit perfectly into the box to make a perfect cube. This simplicity and perfect fit conveys the sense of luxury.



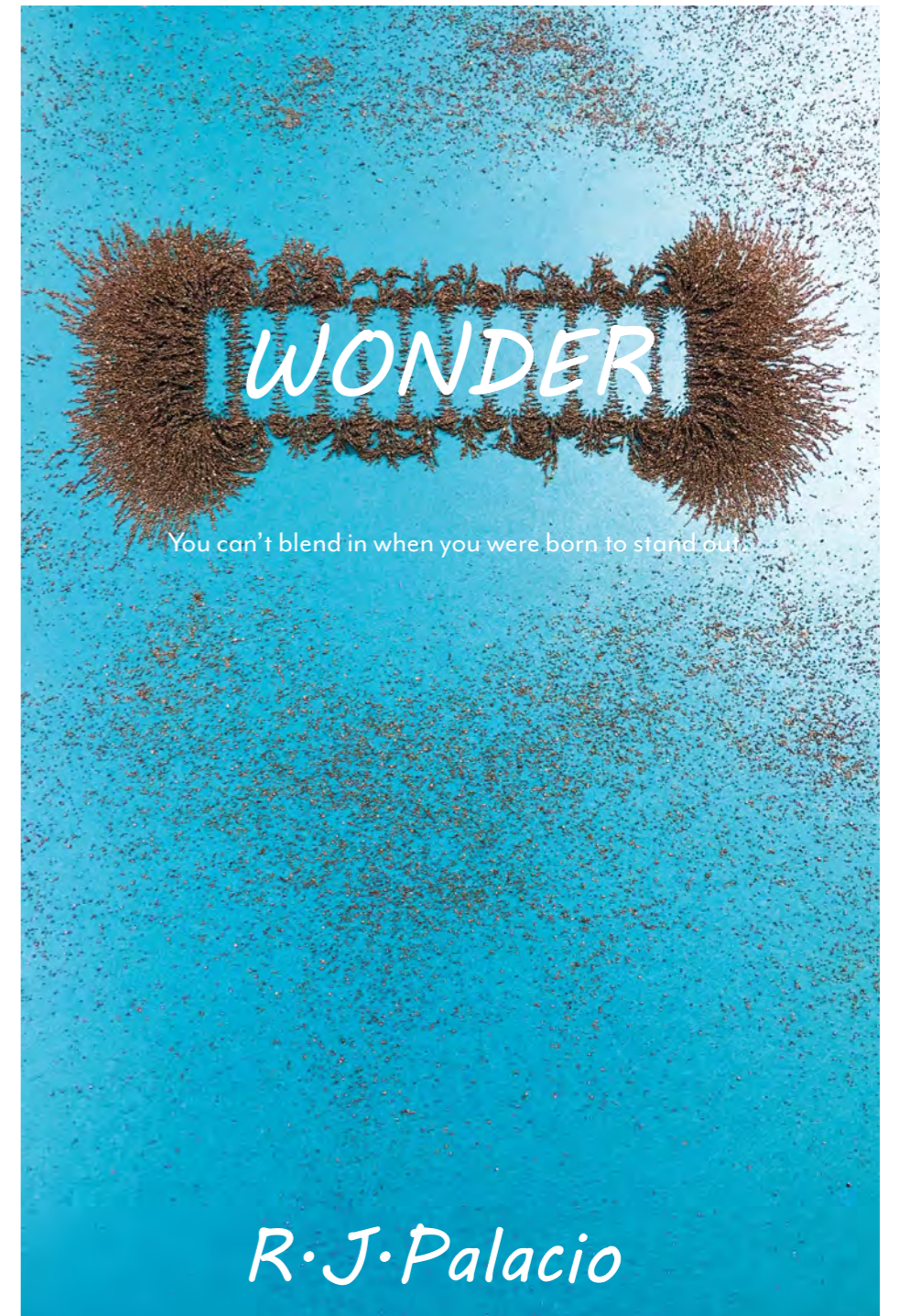
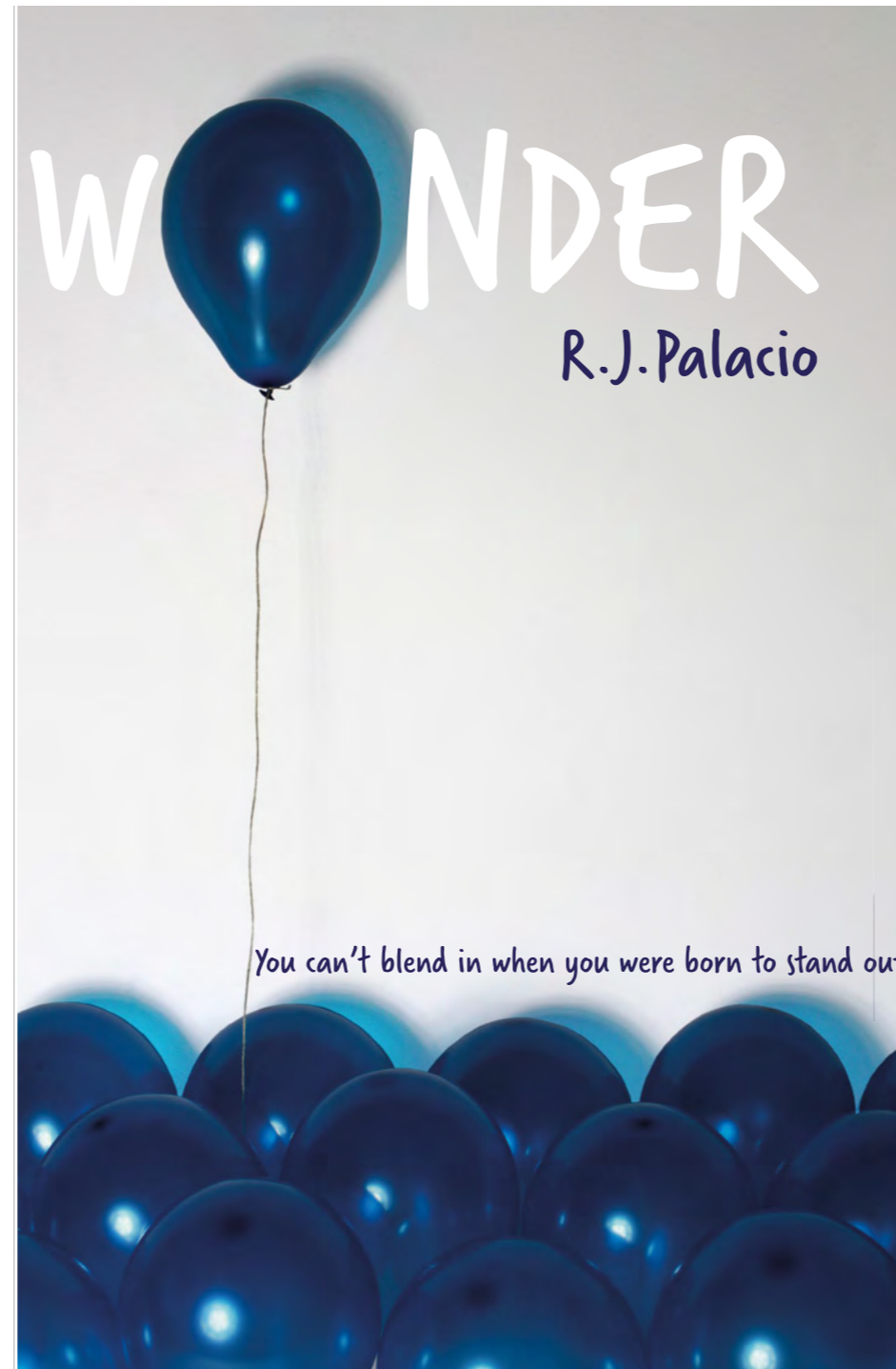


Project:

# PENGUIN STUDENT DESIGN AWARD

Approach:

Cover designs for *Wonder* by R.J. Palacio, a book for young adults that contains mature themes such as equality. The first design is focused on the precepts from the book. Each strip summarizes a character or scene within the book. The second cover explores the ideas of attraction and dispersion that are displayed by the characters in the book, using iron filings that create beautiful patterns with their magnetic fields. The third cover also explores the ideas of attraction and dispersion for the same reasons, using balloons to illustrate the attraction of certain characters as well as adding child-like imagery to make it more relevant to the book.



**INTERNATIONAL BESTSELLER**

**WONDER**

My name is August.  
I won't describe what I look like.  
Whatever you're thinking, it's probably worse.

'Has the power to move hearts and change minds'  
Guardian

'It wreaks emotional havoc'  
Independent

'Tremendously uplifting and a novel of all-too-rare power'  
Sunday Express

'Incredibly charming, brutal and brilliant'  
Observer

**WONDER**

**R.J. Palacio**

**R.J. Palacio**

**You can't blend in when you were born to stand out.**

U.K. £7.99

ISBN 978-0-552-56597-4

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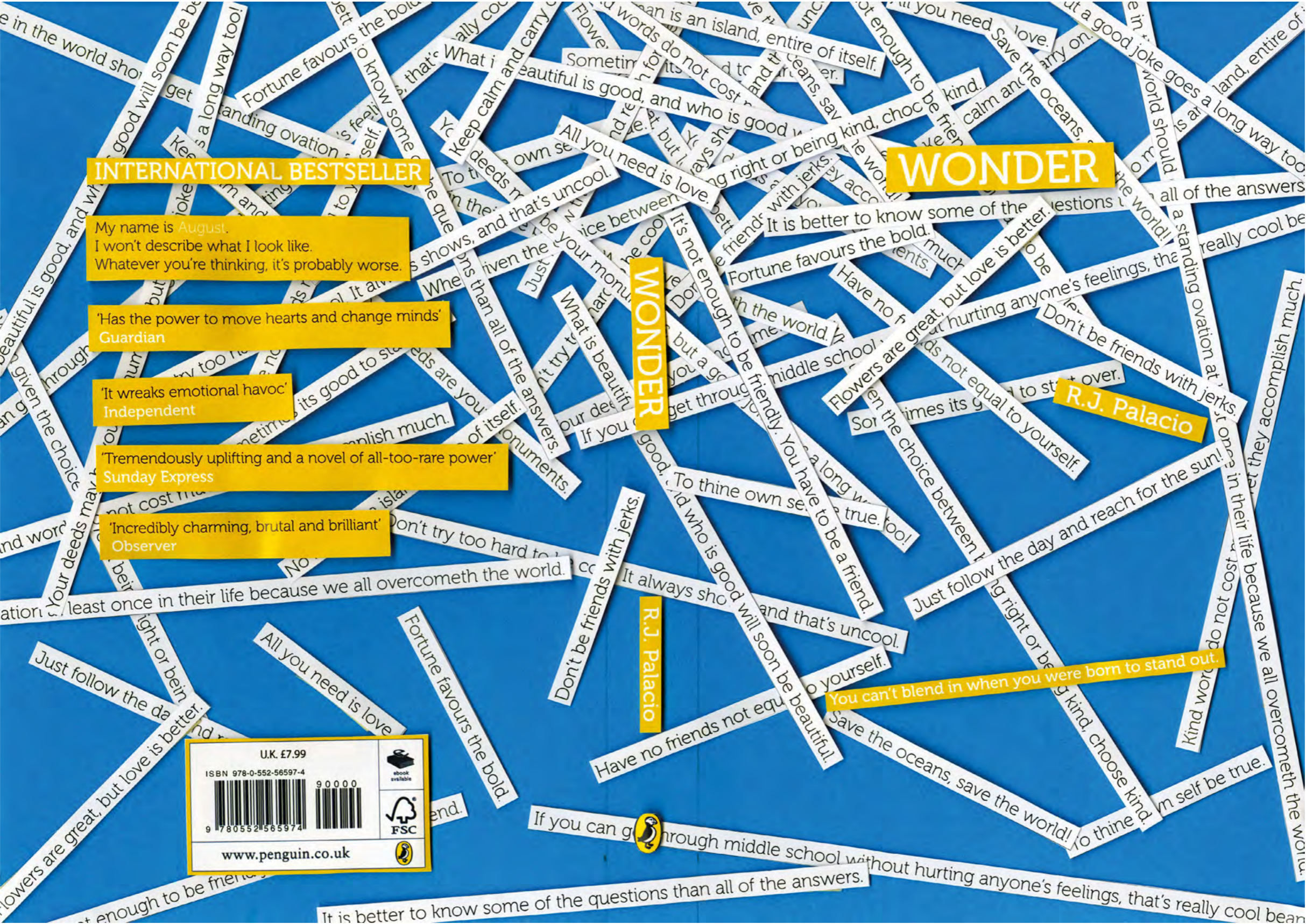
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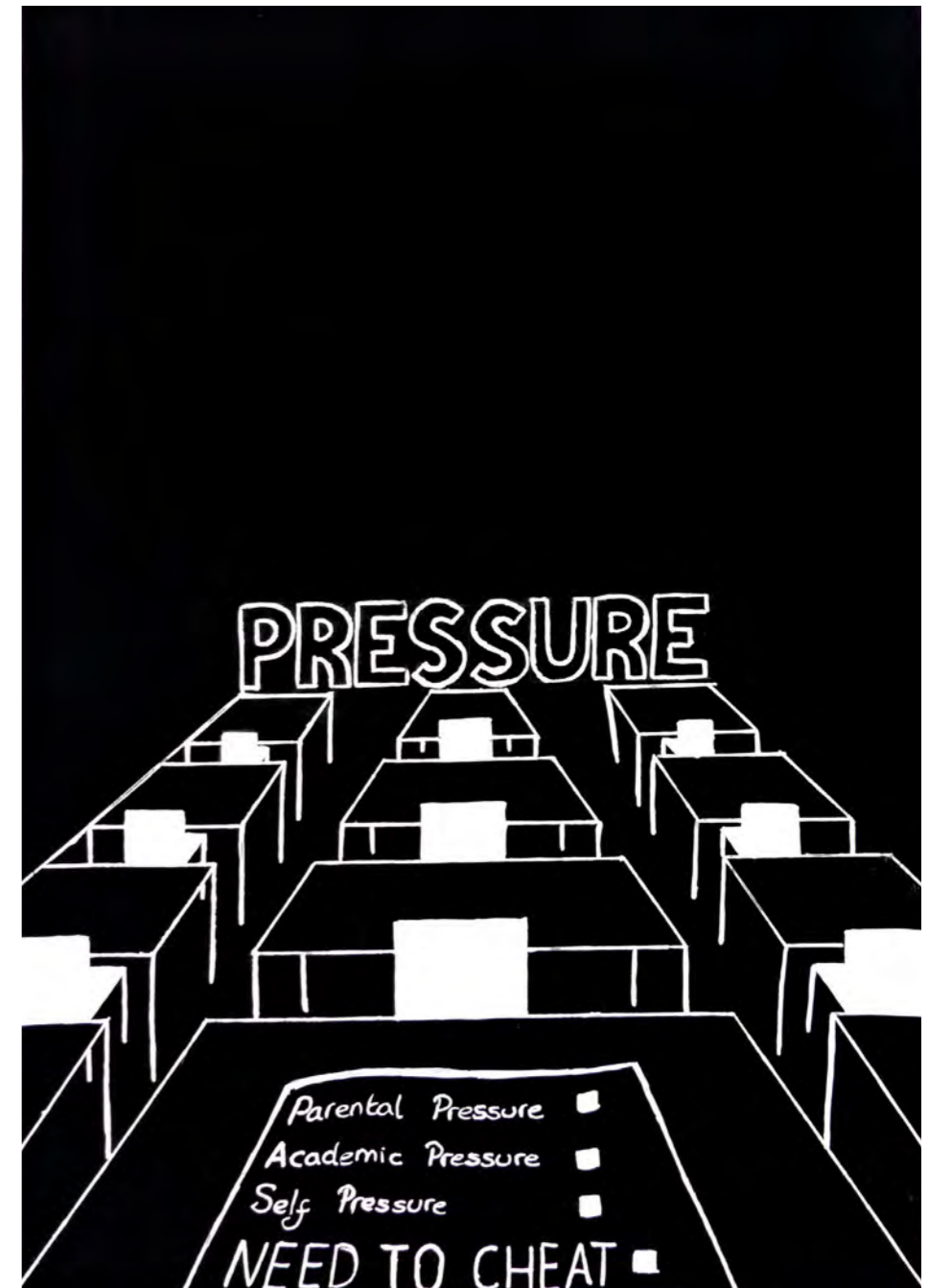
Project:

# NEWS OF THE WORLD

Approach:

A series of handmade posters in response to random news articles. The first poster was in response to an article about how there should be stricter guidelines and harsher punishments for students who use technology to cheat in exams. My opinion was that there is increased pressure on students to do well in exams and this leads them to cheat. Therefore what should be addressed is what causes the students to cheat, such as parental pressure.

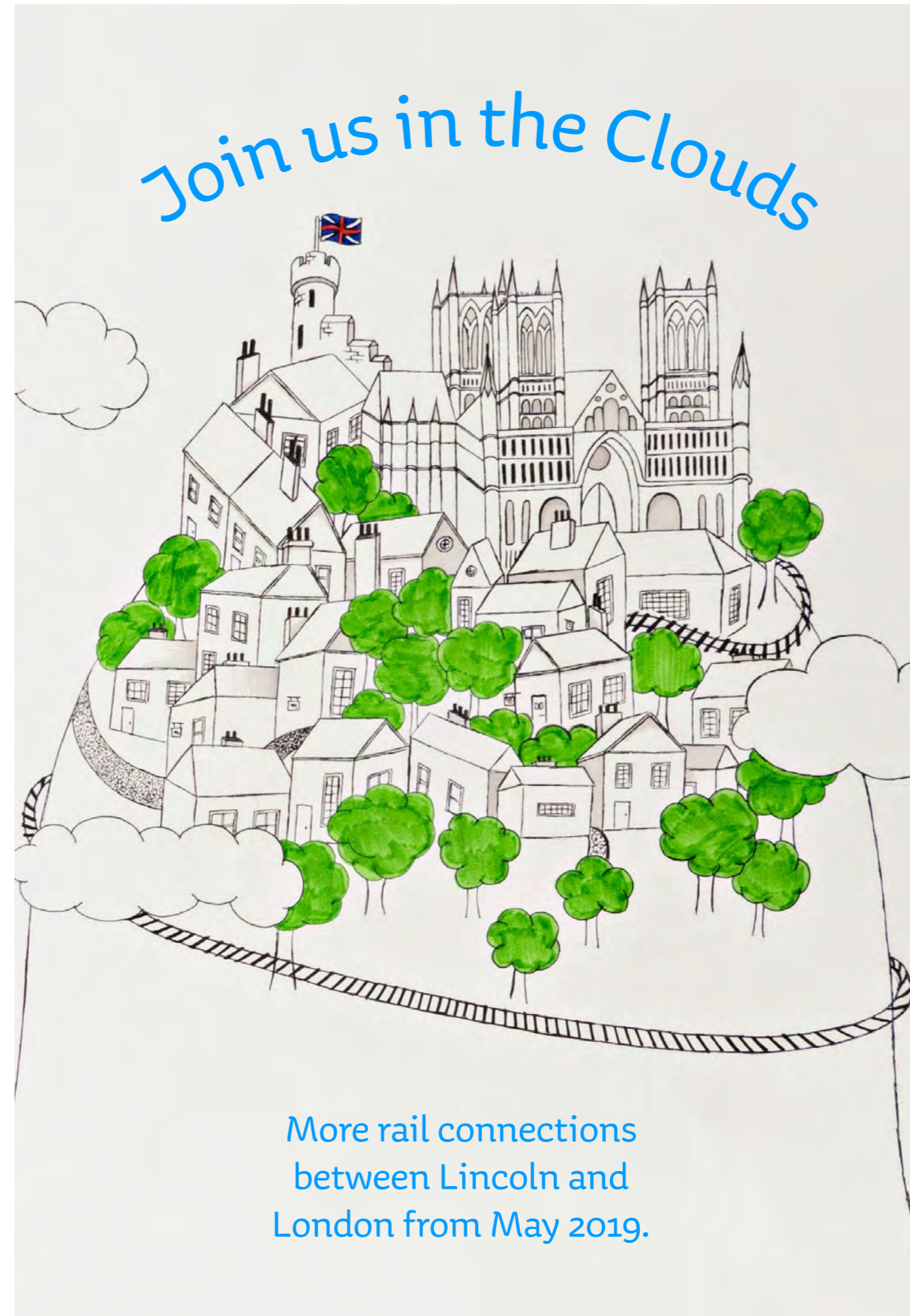
The second poster was in response to an article about a racial activist who had praised the work of a racist poet. The poster reflects my opinion that the activist was being hypocritical. The use of collage of newspaper articles about racial activism as a background was to represent how the activist in question had left that behind for their own hypocrisy.



Project:

# LINCOLN RAIL POSTER

**Approach:** The project was to promote the new direct rail services between London Kings Cross and Lincoln. The poster encourages visitors to escape the city and discover the historic city of Lincoln.





# ELIZABETH BRISBANE

## Curriculum Vitae

**Personal statement:** A highly motivated and creative third year student at the University of Lincoln. I am interested in all areas of design including; editorial, games, UX and UI, motion graphics and more. I am keen to learn more about the various areas of design and expand my creativity and develop my skills.

**Education:** University of Lincoln 2017-present

**Graphic Design BA (Hons) (Predicted 1st).**

**Dissertation: A Discussion on How Society's Increased Focus on Sustainability has Affected Various Areas of Consumer Packaging Within Europe. Graded: 1st**

- Able to take on responsibility as a result of being appointed leader of fundraising for the entire final year degree show, which has also helped to increase organisational, time management and leadership skills.
- Further developed sketching skills to be more accurate during various workshops throughout the course to aid in the clear communication of ideas with peers and tutors.
- Collaborated on a number of group projects, including a magazine design brief. Working as a team to create an informative, clear and well-designed magazine. Reflecting every team member's creative style through communication, conflict management and decision making.
- Participated in a number of design competitions such as; Penguin Student Design Award and ISTD Award, where self-motivated creativity was key. As well as being adaptable in response to constructive criticism.
- Building knowledge of brand awareness through various branding briefs. Such as developing a new store concept for HMV to appeal to a certain age demographic through target audience and brand research. Therefore, developing in depth research skills to thoroughly inform designs.
- Various projects allowing the development of knowledge on how different colours, shapes and fonts affect mood as well as the perception of the quality of the product, whether digital or physical.

Loughborough University 2016-2017

Foundation Year: Art and Design (Merit).

Farlingaye High School Sixth Form 2014 - 2016

A Levels: Psychology (B), Biology (B), Fine Art (C), General Studies (C), AS-level: English Literature (D).

Felixstowe Academy High School 2010 - 2014

GCSE's: Mathematics (B), English Language (B), English Literature (A\*), Double Science (A), Religious Education (B), Geography (B), French (C), Physical Education (C), Food Technology (C).

- Skills:**
- Communication: placement work enabled for the development of communication skills to clearly and professionally discuss ideas and problems in order to create solutions.
  - Initiative: conducting individual research to aid in group projects where the team is struggling for ideas creatively. As well as constructing the final outcome documents for all of the team members work to be presented.
  - Ability to work under pressure: placement work allowed the development of this skill through completing small design tasks of correcting pieces of work in response to client feedback. This was required in a short time frame in order to meet client deadlines.
  - Time Management: having a part-time job alongside university required strong time management. Therefore organisation became crucial and allowed for university deadlines to be met as well as maintaining a professional work ethic.

- Software Skills:**
- Adobe (Illustrator, InDesign, Photoshop, Premier Pro, After Effects, XD).
  - Microsoft Office (Word, PowerPoint, Excel).
  - Google Sketchup.

- Interests:**
- Participating in team sports such as cricket and tennis, as well as going to the gym.
  - Graphic Design: creating website and app interfaces using Adobe XD, re-branding existing products as well as creating new brand identities, creating print layouts and experimenting with typographic styles in free time as well as within projects at university.
  - Interior design for residential and hospitality spaces. Creating mood boards for inspiration and for own designs.

# ELIZABETH BRISBANE

## Curriculum Vitae

**Work experience:** **SOKA Studio, Placement (August 2019 – September 2019)**

Gained experience in a Graphic Design studio environment by shadowing the CEO. Experienced client meetings and learned about the business side of Graphic Design and the process of client work. Produced work for some of the clients, with the CEO's supervision. Including the logo for Aspire Day Services. Further developed software skills by converting hand drawn sketches into digital vector forms using Adobe Illustrator and transforming 2D vector designs into 3D concepts using Adobe Photoshop.

**Waitrose JLP, Customer Assistant**

(Oct 2017 – October 2019)

My role at Waitrose is a customer assistant. Responsibilities are to provide excellent customer service while handling cash and card payments. I am also responsible for restocking the shelves at the petrol station and also ensuring the forecourt safety.

**Marks and Spencer, Customer Assistant**

(September 2015 – January 2016)

I worked in both the Food and General Merchandising departments of the store. Responsibilities were to stock check as well as customer service and checkout work.

**Achievements:**

- Active team member of Suffolk County Girls Cricket squad for 6 years, mentoring junior members during my last two years.
- Member of Felixstowe Ladies and Copdock Ladies Cricket clubs from 2009 until 2016, captain of the Felixstowe Girls under 13's cricket team which allowed experience in a leadership role by supporting the team and encouraging them throughout the games.

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References available on request