ELLE MURDOCH

BA (Hons) Graphic Design Year 3 2019 - 2020



CONCEPT BOARD GAME

Brie

The redesign of an existing board game - Concept. The brief requires a complete redesign of the game, including box, board and accessories. The design can feature a change in format as long as the game play stays the same.

Solution

A redesign of existing icons using a simplistic style with limited, but complimentary colour palette. The game board has been separated into four individual boards which will be layered on top of one another to replicate the idea of building on a concept.

ICONS







Fictional - Imaginary - Wish



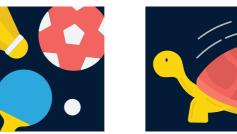
Male - Husband - Masculine



Female - Wife - Feminine



Work - Profession - Craft



Recreation - Sport - Activity Slow - Lengthy - Turtle



Fast - Lively - Hare



Wildlife - Animal



Flora - Nature - Plant



Music - Song - Note



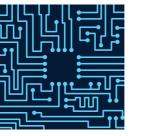
Arts - Painting - Drawing



Title - Brand - Name



Television - Broadcast - Series



Electronics - Computer



Mechanical - Industrial Time - Duration



Cloud - Rain - Snow/Cold



Lightning/Electricity - Storm - Anger



Sun/Heat - Light - Daytime



Night - Evening - Moon





Fire - Burn - Heat



Water - Liquid - Aquatic



Earth - Dirt - Grow



Air - Blow - Wind



Rock - Mineral - Hard



Wood



Fabric







Person - Family - Group



Adult/Old - Ancient - Past



Baby/Child - Young - New



Building - Construction - City



Money - Rich - Expensive



Expression - Speak - Word

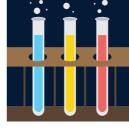


Religion - Belief - Myth





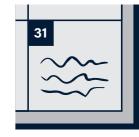
Medical - Drug - Cure



Science - Mathematics -



Holidays - Birthday -







Watercraft - Maritime - Swim



Airborne Vehicle - Airline - Fly



Land Vehicle - Car - Ride







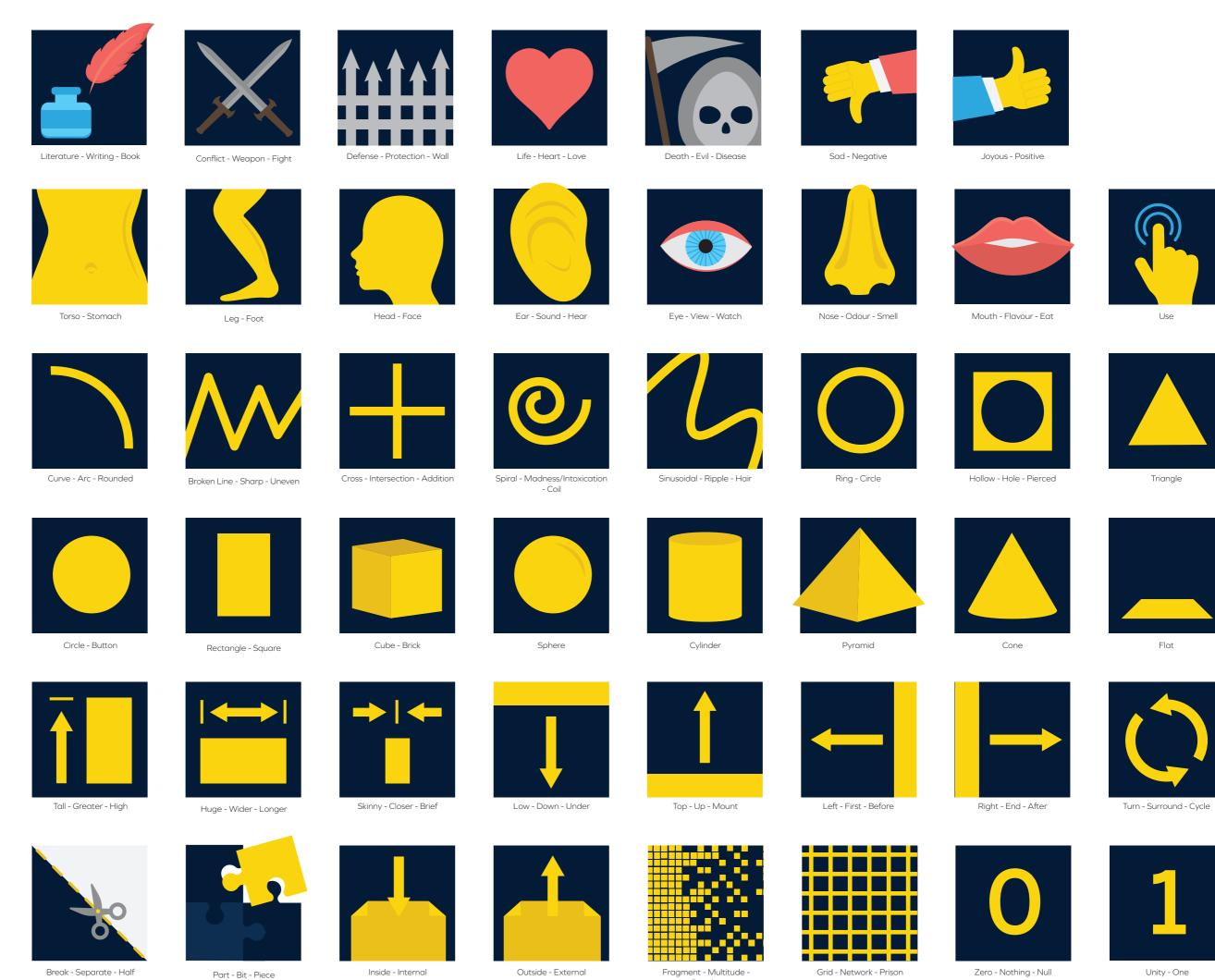
Food - Nutrition - Edible



Location - Country - Flag







Powder

Arm - Hand

Straight line - Smooth - Rise

Small - Lower - Below

Opposed - Contrary - Inverse

Zero - Nothing - Null Unity - One









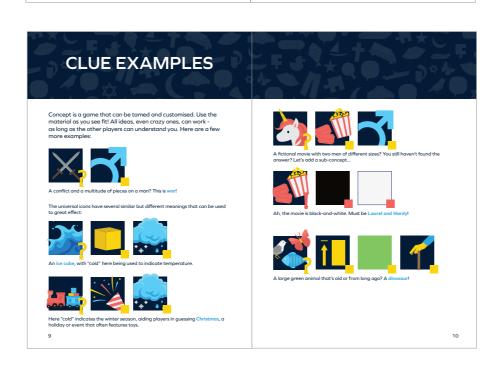


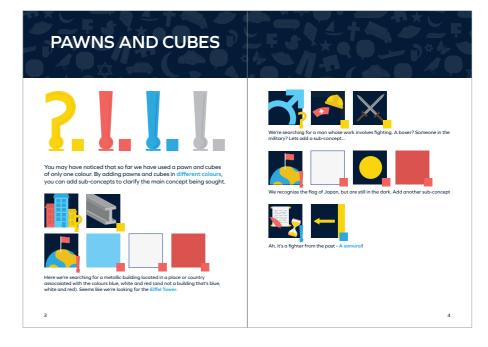


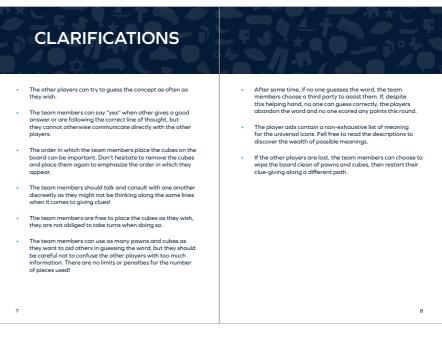




Place all 4 game boards, one of top of the other starting with largest first going to smallest, in the centre of the table so that all players can easily see and access it. Choose the difficulty of cards you wish to play with, you can use one pack or a mixture depending on the age of players in the group. Shuffle the deck of Concept cards and place them face down. Create a pile of 12 Double VP Tokens and lots of Single VP tokens. Place the powns and cubes in the bow! They are voluable tools for guessing the words Now determine in some manner the two neighbours at the table who will form the first team. Game round: The team draws a concept card from the deck of their choice and selects a word or phrase from the Bise deck. Note that challenging words require mastery of the game by all players! Came and the concept card from the deck of their choice and selects a word or phrase from the Bise deck. Note that challenging words require mastery of the game by all players! Came end: Once the 12 Double VP tokens have been claimed, the game ends. The player or players who have scored the most VPs win the game. Through our extensive research, we have found that the game can be played without the VP tokens being used to keep score. Feel free to do the same as your enjoyment of the experience will be just as large!









CLUE CARDS



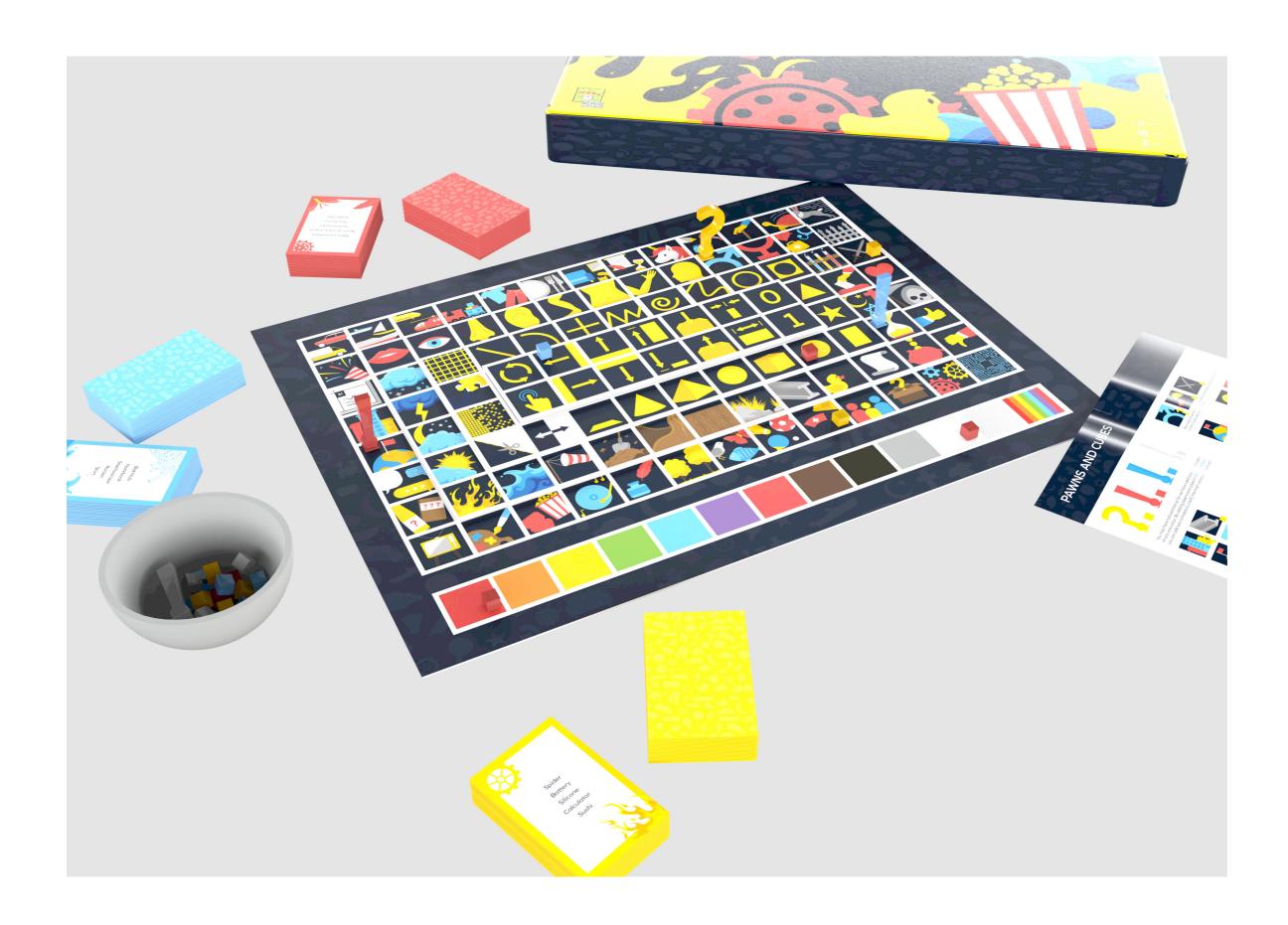
















FULLSTOP.

Brie

To create a brand for an exciting technological innovation that will change the world. The chosen piece of technology, Brain implant, must work alongside a product which uses 'sense control technology' to be able to intercept and control human senses.

Solution

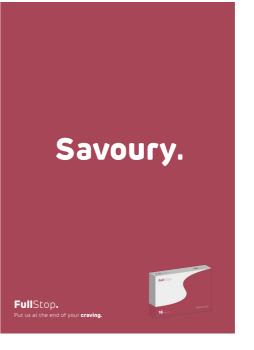
A capsule, which connects to an inserted implant, allows the user to have full control of their cravings. The product aims to give the customer the power of putting their cravings on hold throughout the day, making it easier to continue with your day without any unwanted distractions. The product would be advertised through simple poster designs and a informative website.

Sugar.



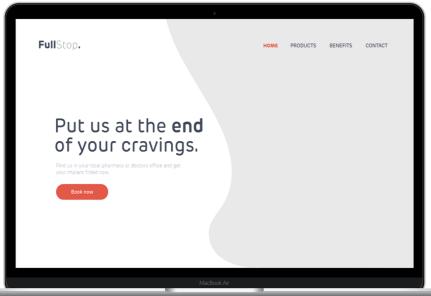


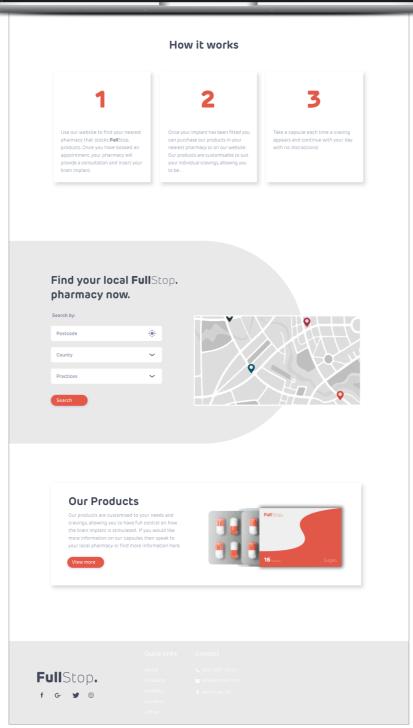




FullStop.

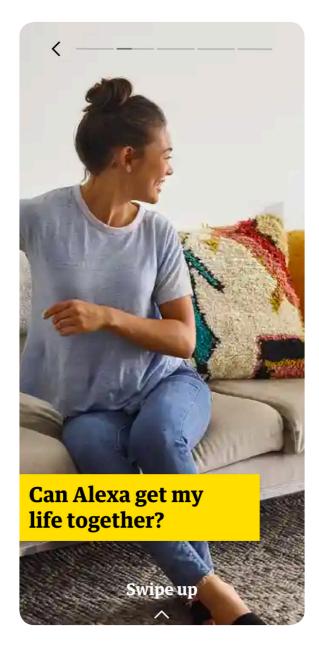
Put us at the end of your **craving.**

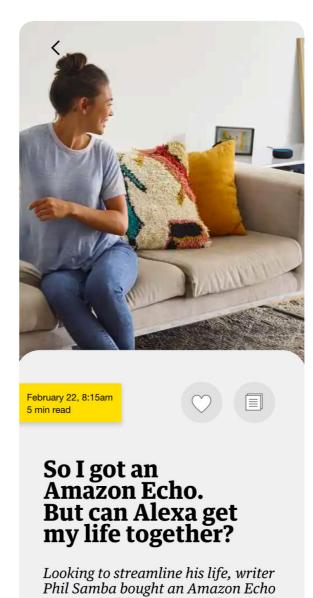






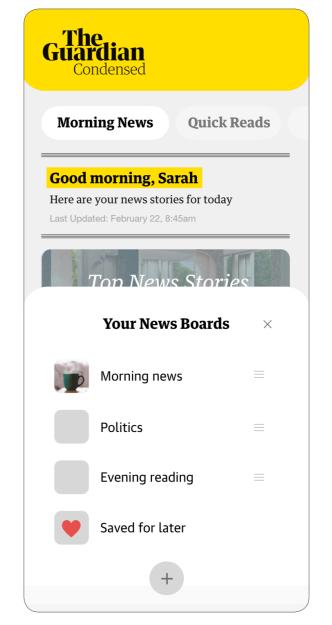






Dot to see if the smart speaker could

provide some assistance...



HOME STORIES ARTICLE BOARDS

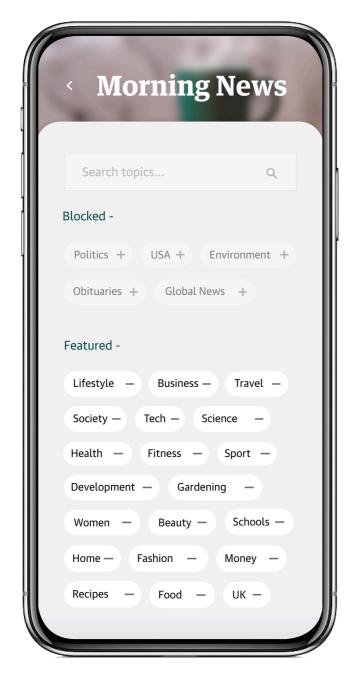
THE GUARDIAN

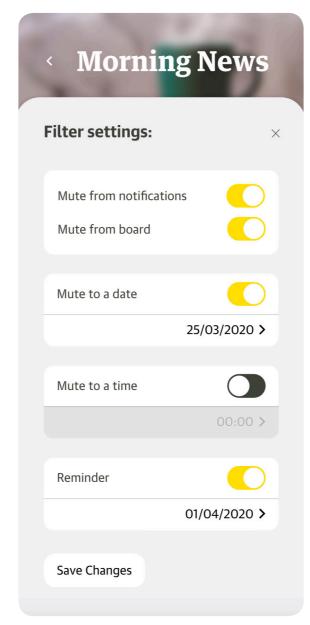
Brief

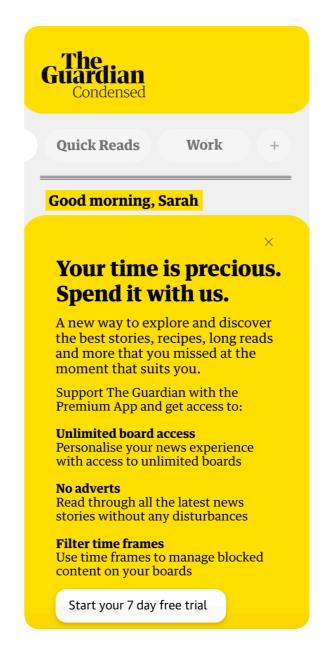
Create a campaign moment to help The Guardian engage with 18-25 year olds. The aim is to encourage a younger audience to read The Guardian as their main source of news and subscribe to access all features of The Guardian brand.

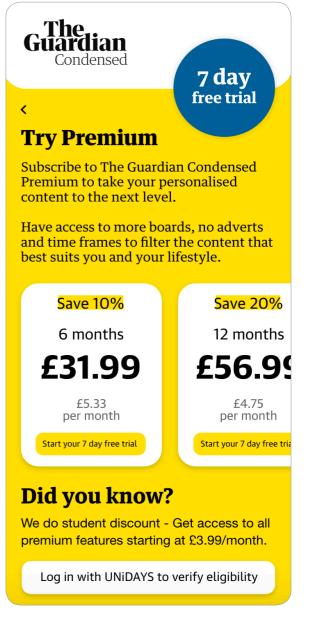
Solution

A new app which allows the user to customise their own news experience. With the use of boards and filters, the reader can choose to focus their news feed with stories they are interested in and suit their lifestyle. Outcomes include the app and both digital and print advertisements.







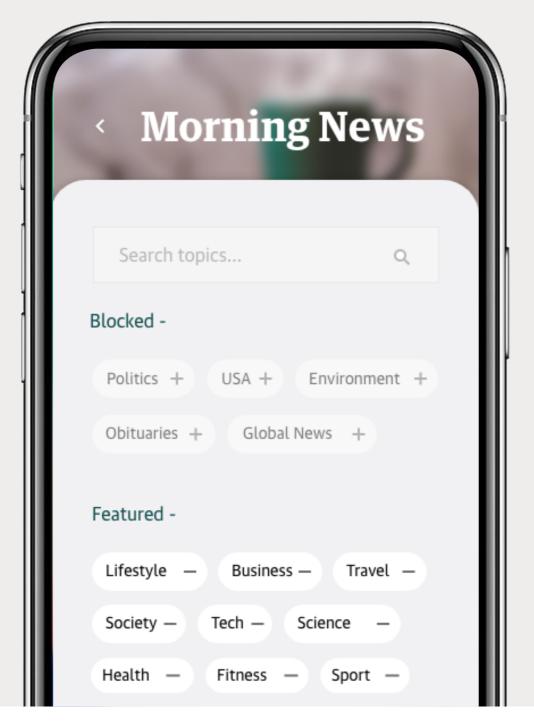


FILTER TIME FEATURE SUBSCRIPTION SUBSCRIPTION POP-UP PAGE

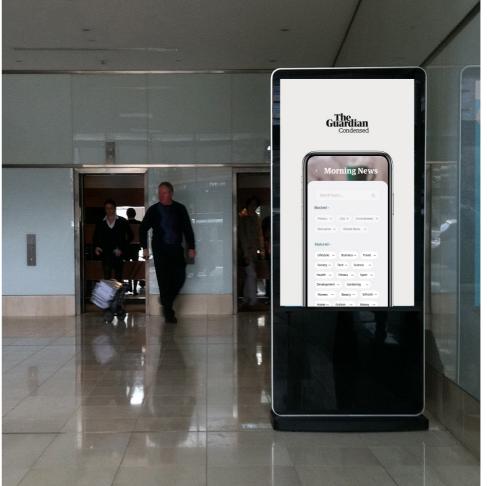
want to read. Download our app to unlock stories that suit your taste. Get the latest and discover the best stories, recipes, quick Your time is precious. Too precious to be searching for the news you a customised news experience by filtering news in real time. Find a new way to explore reads and more with The Guardian. A new and faster way to catch up on every breaking news story and all the latest developments as they unfold. Our new and <mark>condensed</mark> format captivating news stories. Select time frames and use news boards to focus on the moments that suit you. All of this is now available allows your day to be filled with relevant and from the App Store and Google Play. wasting time

Download The Guardian Condensed now

The Guardian Condensed





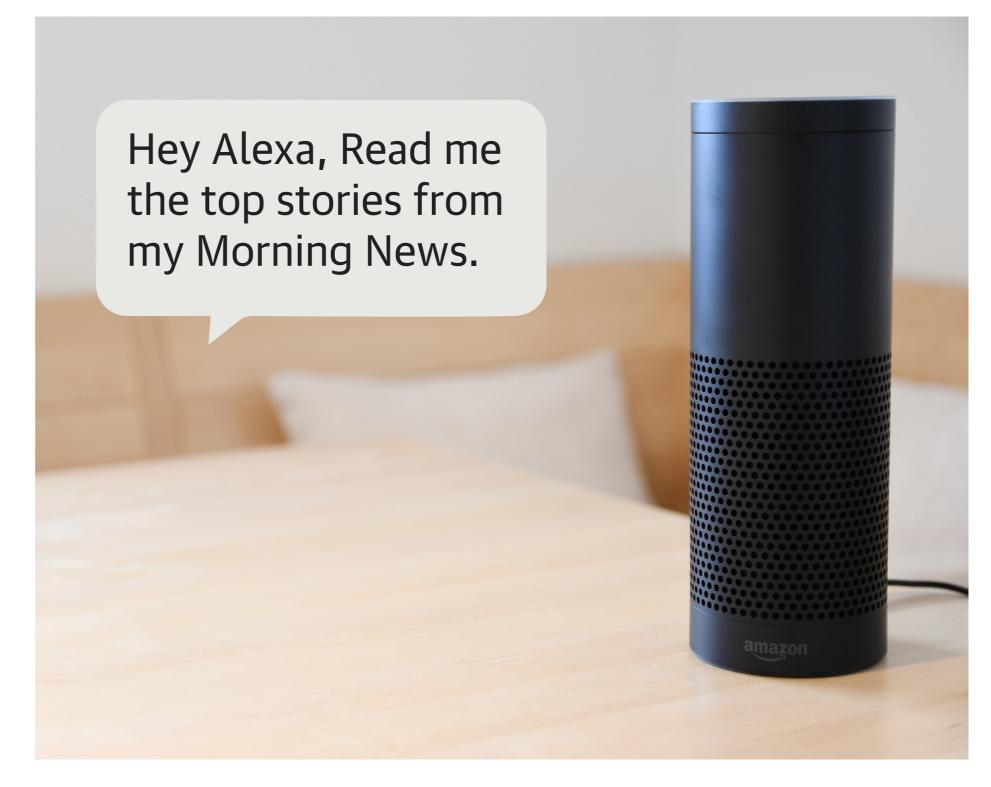




NEWSPAPER ADVERTISEMENT

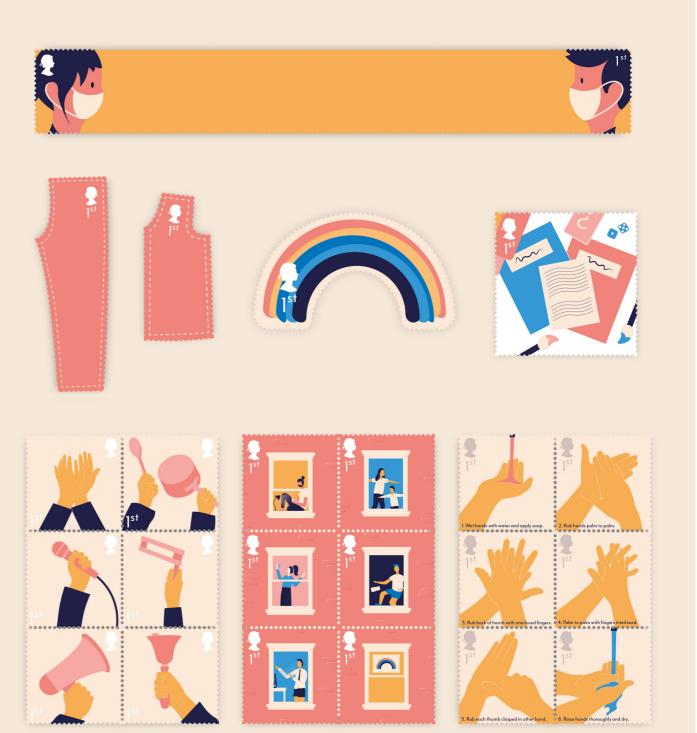






NOTIFICATIONS FEATURES - ALEXA





COVID-19 STAMP BOOKLET

Brief

To create a piece of work which is linked to the themes discussed within the final year dissertation. The chosen dissertation title was: 'The role of the British postage stamp and its portrayal of British history and culture: 1840 to present.'.

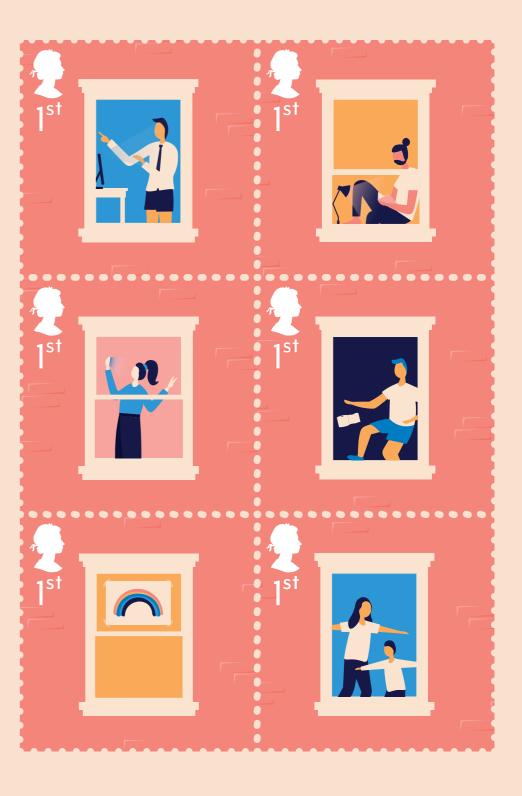
Solution

A prestige stamp booklet based on the Covid-19 global pandemic. The booklet features seven stamp sets which are based on the British public's response and positive attitude to the outbreak and lock down period. The stamps reflects events which took place during the pandemic.

CLAP FOR OUR CARERS



STAY HOME, STAY SAFE



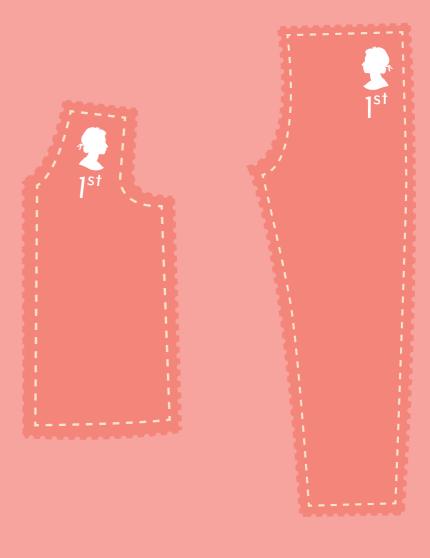
SOCIAL DISTANCING



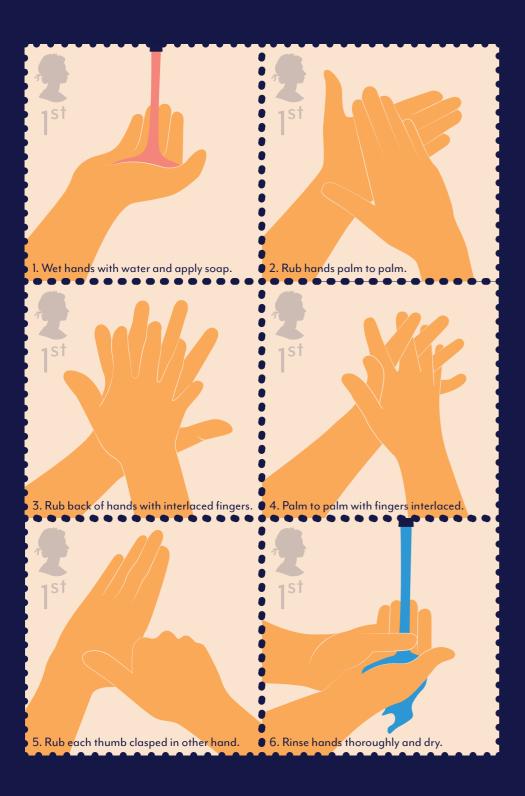




FOR THE LOVE OF SCRUBS



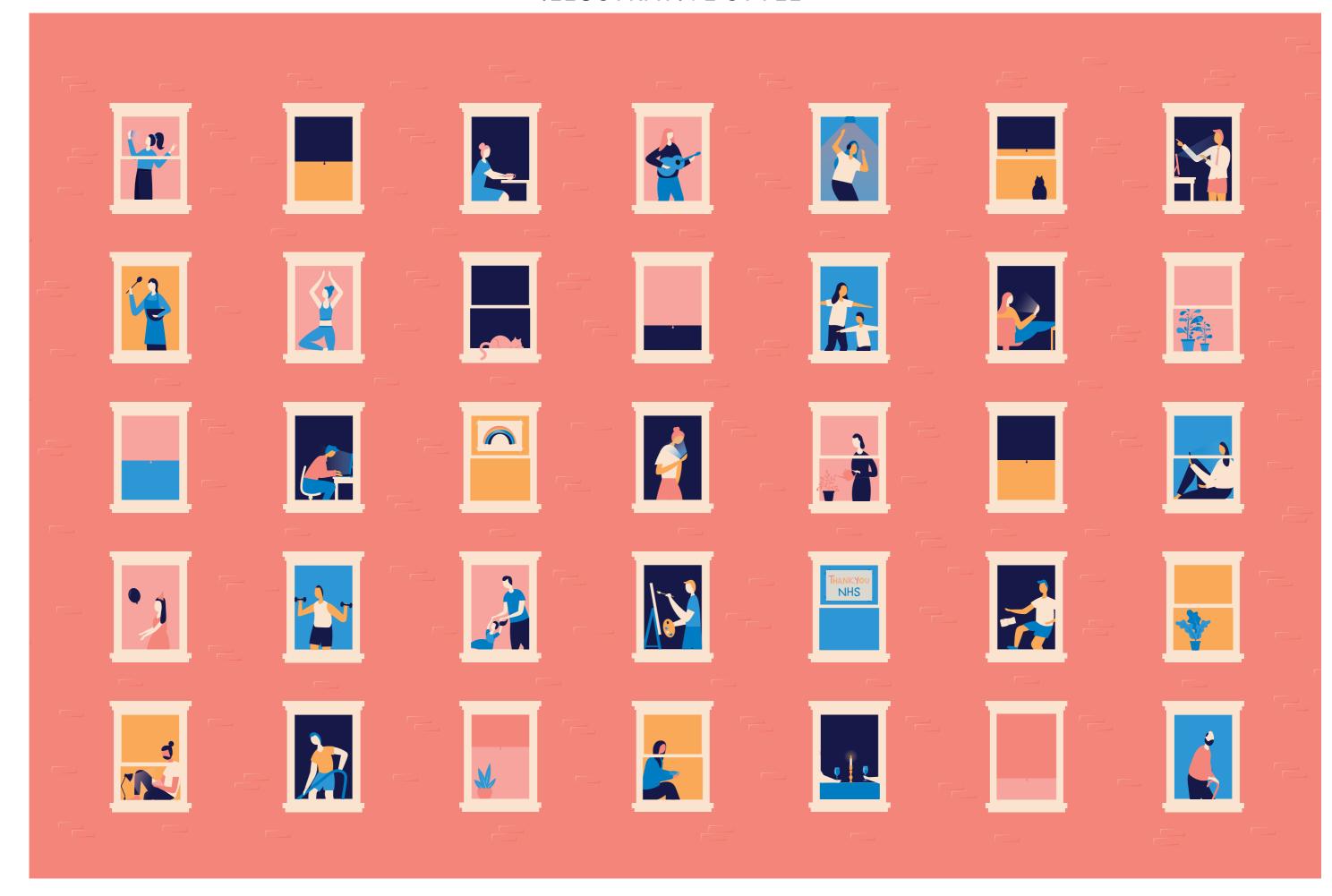
HOW TO: WASH YOUR HANDS



HOME SCHOOLING



ILLUSTRATIVE STYLE



BOOKLET DESIGN



COVID-19 PANDEMIC

In 2020, the world was hit by a novel virus, which emerged from China in late gatherings. The United Kingdom are now in preparation for a nationwide 2019, known as Coronavirus or Covid—19. After spreading across Asia and lock down to take place in the coming days. Rules were put in place which most of Europe by early 2020. Covid—19 entered the United Kinadom on the allows the public to leave their homes for limited reasons including shopping

of the virus. Guidelines suggested the simplest way of reducing the risk of contracting Covid—19 is to maintain a high level of hygiene and keep a safe distance from others outside of individual households. A nationwide ad campaign was launched in the UK urging the public to take the measures seriously and aid in the steps to washing their hands thoroughly to help contain the spread of the disease.

The next preventative measure took place on March 20th with the closure

This set features stamps focusing on the British public's response towards of all schools, nurseries and colleges until further notice. Johnson announced the Covid—19 virus and how their positive attitude got them through over 2 that all pubs and restaurants across the country were to close to prevent mass months of a nationwide lock down.

29th January, which has since spread to over 100,000 people in the UK by for food, exercise once per day, medical need and travelling for work when it is

The Covid—19 outbreak was officially declared a pandemic by the World

The nationwide lock down saw the public working from home, becoming Health Organisation on March 11th. The British Prime Minister, Boris Johnson, home—schoolers and using their free time to learn new skills. Although the suggested the public take extraordinary measures to slow down the spread thought of Covid—19 loomed over the nation's heads, communities were able their hands up to help out their local area with shopping, walking the dog or just as someone to have a chat to. The British public's response to the Covid—19 outbreak has shown that, as a nation, they are able to get through the worst of times by being kind to one another and reaching out to others







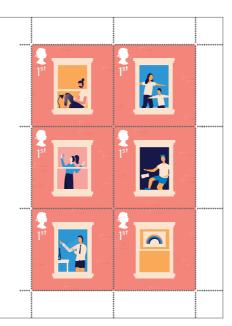


BOOKLET DESIGN

STAY SAFE, STAY HOME

On March 23rd 2020, the UK government imposed a nationwide lock down in a speech given by prime minister, Boris Johnson. The lock down period would initially last 3 weeks to help prevent and slow down the spread of the virus. The announcement stated all bars, restaurants and cafés were to close with only essential businesses to remain open. Public spaces such as parks were also not in use and only one form of outdoor exercise was permitted per day due to new government guidelines.

With the country on lock down, people at home started learning new skills to help pass the time. Bread makers and sewing machines made their way out of the cupboard as new hobbies were started. Families on video chat and virtual parties keeping people connected as the nation prevented the spread of Covid—19.



HOME SCHOOLING

The nationwide lock down has forced all schools and universities in the UK to close and help prevent the spread of Covid—19. Now children are at home, parents are putting their teaching cap on to try and keep their children's education on track with help from online tasks being set by the schools. However, some parents are using ditching the timetables and taking time to relax with their children and maintain a healthy mindset during uncertain times.

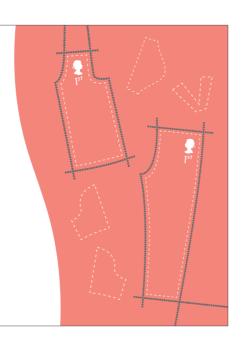
Alongside their maths and English tasks, households are full of children learning new skills like baking a cake or being crafty by painting rainbows. The challenging task of home schooling is not easy for anyone, but with parents opting for a more creative and fun—filled day, it can make lock down a little bit easier for everyone.



FOR THE LOVE OF SCRUBS

During the global pandemic, the NHS was being pushed to its limit with a rising amount of patients being admitted with the Covid—19 virus. The rise is cases caused the national health service to work with a limited amount of personal protective equipment, which put them at greater risk of catching the virus.

This is where the 'for the love of scrubs' campaign started. Experienced and newly skilled sewers began urging their communities to donate any unwanted materials which were recycled into scrubs for their local hospitals and care facilities. Large companies also contributed by producing large quantities of PPE and donating them to the NHS, giving them the equipment they needed to protect themselves and others during the outbreak.





CLAP FOR OUR CARERS

After the UK went into lock down, a new social trend began to pop up using the hashtag #clapforourcarers. The campaign encourages people to stand in their doorway and show their appreciation to all key workers during this time. Every Thursday at 8PM, members of UK households make their way outside to make as much noise as possible to celebrate the hard work everyone is putting in to beat the virus.

Since the campaign started, many households are holding their own social distanced street party from their own doorstep. Clapping is not the only thing you'll find, with same households singing their favaurite songs, ringing bells and banging pots and pans each week for the whole street to enjoy.



WHERE ARE WE NOW?

This stamp booklet was created during the Covid—19 outbreak. According to the Prime Minister, May 2020 saw the United Kingdom pass the peak of the outbreak. The numbers of daily cases are slowing declining and the NHS are now able to cope with the amount of Covid—19 patients being admitted. Although the virus has passed its peak, the UK are still under strict measures to reduce the risk of a second spike in numbers. The prime minister has since announced a 'road map' approach to getting the country and economy back on track.

Whilst the country continues to take preventative measures towards the battle of Covid—19, the support between communities continues to grow. The 'Chase the Rainbow' campaign brings bright colours and joy to local areas and the Thursday night Clap for our Carers gets louder each week. The nation's response to Covid—19 continues to build spirits and give hope to those who need it. The virus has forced us to face many battles over the last 2 months, but together, as a nation, we can get through it by continuing to support one another.











SENTIMENTAL VALUE

Brief

To create a piece of work which is linked to the themes discussed within a story from the Utopian tales. The chosen tale for this project is The Patched Trousers (1928) by Bruno Schönlank.

Solution

A collection of objects which each hold a piece of sentimental value and memory to its owner. The images were taken by the person and given with a title and story. These images were then placed into a book format entitled 'Sentimentality'.









