

Emily Oakes

Hello, welcome to my design portfolio.

Maths Curse

ISTD 2020 The Significance of Numbers

Brief To shine a new light on how numbers intertwine with our lives and give narratives to our experiences, both culturally and theoretically.

Response A typographical interpretation of Maths Curse written by Jon Scieszka and Lane Smith, which was originally aimed at young children. It tells the story of a student who is cursed by the way mathematics is used in everyday life by exploring the significance of numbers. It observes the way in which maths anxiety can affect children when faced with a maths problem.

MATHS CURSE

JON SCIESZKA + LANE SMITH

MATHS CURSE

JON SCIESZKA + LANE SMITH

On Monday in maths class
Mr. Fibonacci says,

“**YOU KNOW,**”

you can think of
almost everything
as a maths problem.

On Tuesday I start having

PROBLEMS.

If I wake up at

7:15
AM ↴

It takes me 10 minutes to get dressed,
15 minutes to eat my breakfast and 1
minute to brush my teeth.

1. If my bus leaves at 8:00am,
will I make it on time?

2.

How many minutes in 1 hour?

3.

How many teeth in 1 mouth?

In the afternoon every subject is a

PROBLEM.

Social studies is a geography problem.
The River Thames is about 350 kilometres long. A Smartie is about 1 centimetre long. There are 100 centimetres in a metre and 1,000 metres in a kilometre.

1.

Estimate how many smarties it would take to measure the length of the River Thames.

2.

Estimate how many Smarties you would eat if you had to measure the River Thames with smarties.

BONUS.
Can you spell Thames without any smarties?

English is a word

PROBLEM 1.

If $mail + box = mailbox$:

1.

Does $lipstick - stick = lip$?

2.

Does $tunafish + tunafish = fourafish$?

ANSWERS:

I DON'T KNOW

A OR B

NO

YES

35,000,000

A

24

48

I DON'T KNOW

B OR C

DAVE

60

YES

192

8

32

7

MATHS COURSE

JON SCIESZKA + LANE SMITH

The whole morning is one problem after another. There are 24 kids in my class. We sit in 4 rows with 6 desks in each row.
What if Mr. Filippacci rearranges the desks to make 6 rows? 8 rows? 3 rows? 2 rows?
I count the kids in our class, this time by 2s.

Jake scratches his paper with one finger.
How many fingers are in our class?
Casey pulls Eric's ear.
How many ears are in our class?
The new girl Kelly sticks her tongue out at me.
How many tongues in our class?

I'm really about to
LOSE IT,
when the lunch bell rings.

WORKING

Unfortunately for me, lunch is pizza and apple pie. Each pizza is cut into 8 equal slices. Each pie is cut into 6 equal slices, and you know what that means:

FRACTIONS.

1. If I want 2 slices of pizza should I ask for:
a. $\frac{1}{8}$
b. $\frac{1}{4}$
c. 2 slices of pizza
2. What is another way to say $\frac{1}{2}$ of an apple pie?
a. $\frac{2}{6}$
b. $\frac{3}{6}$
c. La moitié d'une tarte aux pommes
3. Which tastes better?
a. $\frac{1}{2}$ a pizza
b. $\frac{1}{2}$ an apple pie

We haven't studied fractions yet, so I take 12 carrot sticks, 3 at a time and eat them 2 at a time.

Does tunafish + tunafish =
fournafish?

I wake up on Wednesday morning at

7:15 AM

It takes me 10 minutes to get dressed, 15 minutes to eat my breakfast and 1 minute to brush my teeth. My bus leaves at 8:00am.

What time will I be ready? 7:41am.

NO PROBLEM.

I've broken the

MATHS CURSE.

I can solve any problem.

Life is just great until science class when Mr. Newton says,

“YOU KNOW”

you can think of almost everything as a science experiment..

NO PROBLEM

NO PROBLEM

NO PROBLEM

Mary Poppins

Title Sequence Sequential Typography (Group Project)

Brief Create an opening title sequence for the reboot of either a classic TV series or film from the past. Assume that the new version is not just a straight update, but in some way takes a new look at the format or subject matter.

Response An opening title sequence for Mary Poppins. The title sequence reinterprets Mary Poppins as a horror. It was produced through the use of shadow puppets to create a sense of eeriness and mystery. It explores the idea of Mary as a darker force, taking control of the children.

My contribution to the production of the title sequence was; the main typography, the scenes/layout, the filming/editing and the poster.

Link [Title Sequence](#)



N
E

WALT DISNEY

STUDIOS

PRESENTS



JULIE

ANDREWS



DICK
VAN DYKE



MARY POPPINS

JULIE ANDREWS DICK VAN DYKE

A Dog's Tail

Utopian Tales The Poodle and The Schnauzer

Brief To select and respond to a chosen text from 'Utopian Tales: Fairy Tales and Fables from Weimar Days.'

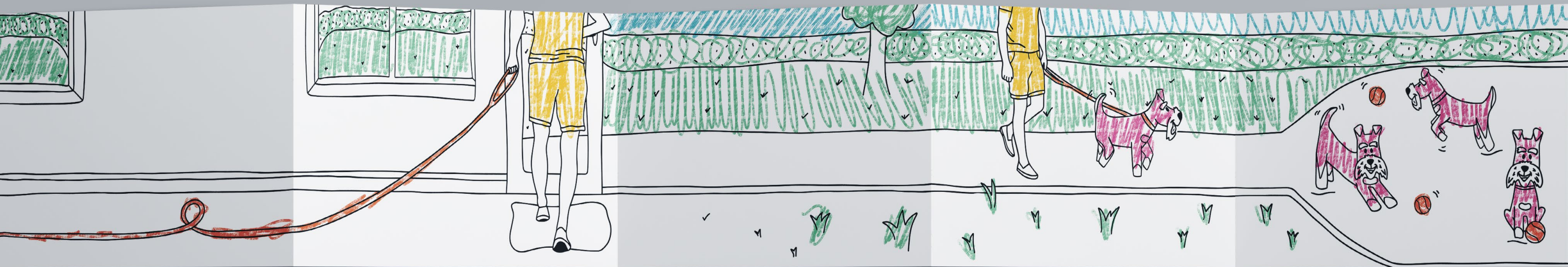
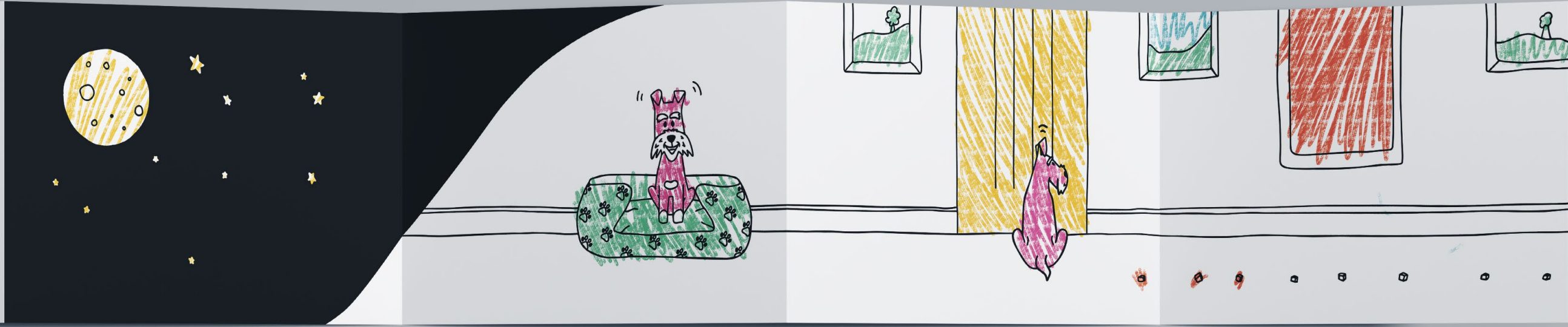
Response A children's colouring book based on the tale 'The Poodle and The Schnauzer' by Edwin Hoernle which shows the everyday life of a dog in an ordinary day versus the everyday life of a dog in a lock-down day. The format of the book is a concertina to represent the time-line of the dog's day. The book portrays the control which humans have over dogs and also shows the repetition, order and routine throughout the dog's day. It takes on the format of a colouring book as it allows the humans to control the dog's life further and also allows the reader to interact with the book, making it more interesting.

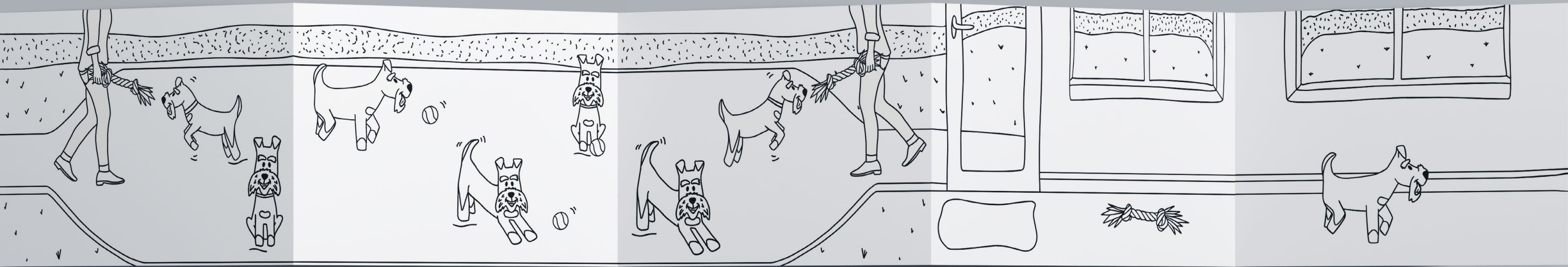


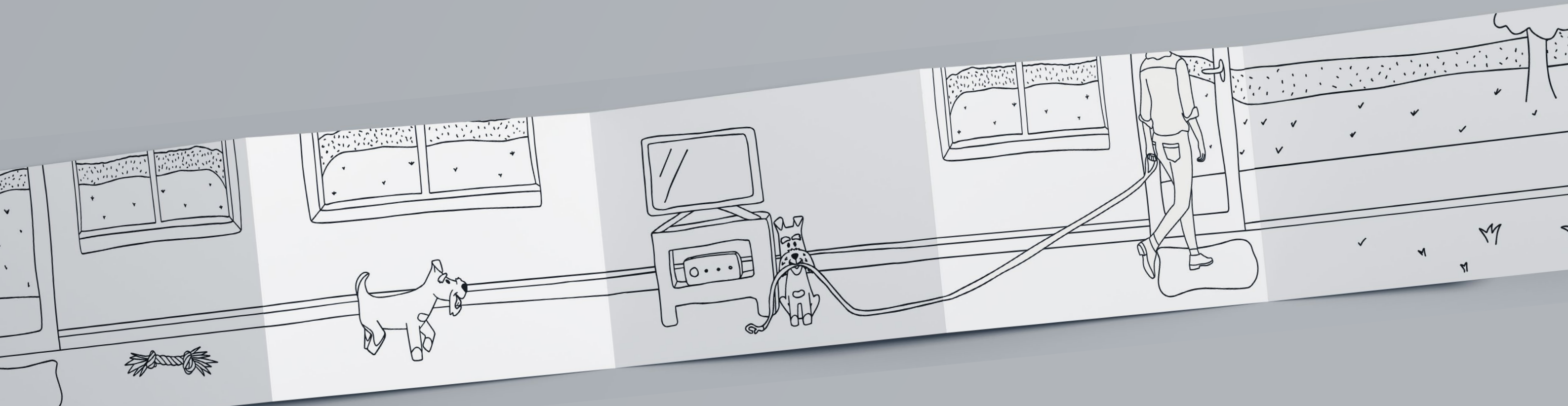
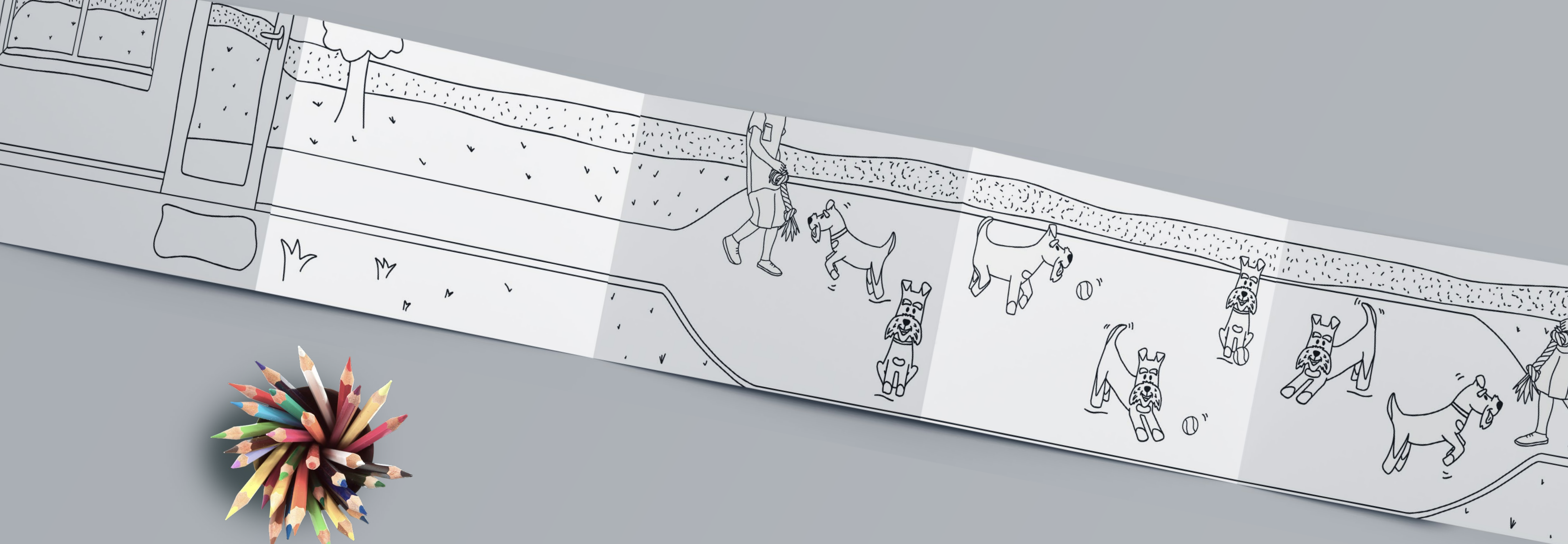
A DOG'S TAIL

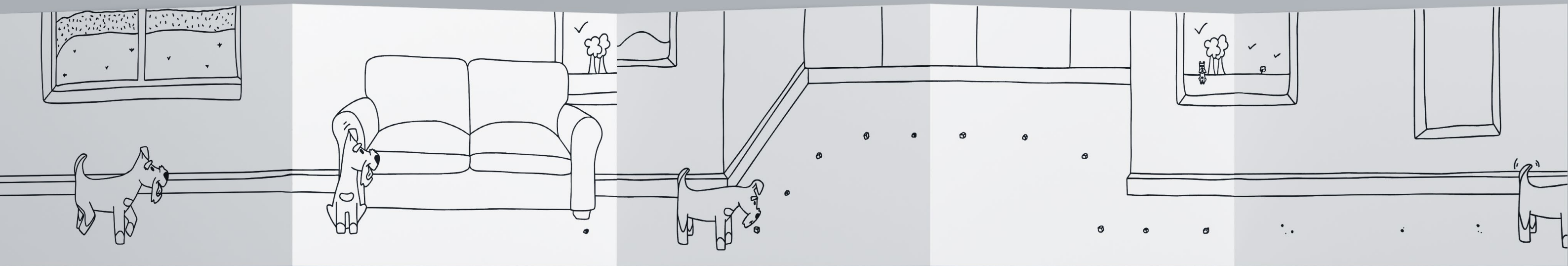
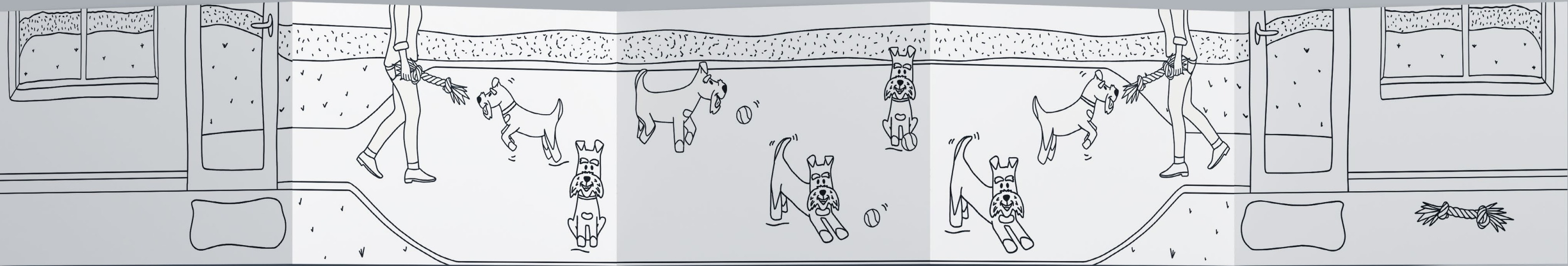
Ordinary Day - Colouring Book

Illustrated by Emily Oakes









Menopause

Dragon Rouge Take On Taboos

Brief To choose a societal taboo and create or choose a brand to break it with and get people talking.

Response A menopause campaign which aims to educate and equip women, and their family, friends, colleagues and employers, about the menopause. It has been designed to change the stigma around the menopause and open up potential conversations about the menopause, across a range of different people.

Link [Radio Advertisement](#)

choose

to stop losing your keys

drink less milk

be cooler in summer

save on your water bill

save on loo roll

save on lube

get your heart racing for the right reasons

see the light at the end of the tunnel

a life

to fund her menopause.

O!

Donate at www.omymenopause.co.uk

choose

to stop losing your keys

drink less milk

be cooler in summer

save on your water bill

save on loo roll

save on lube

get your heart racing for the right reasons

see the light at the end of the tunnel

choose

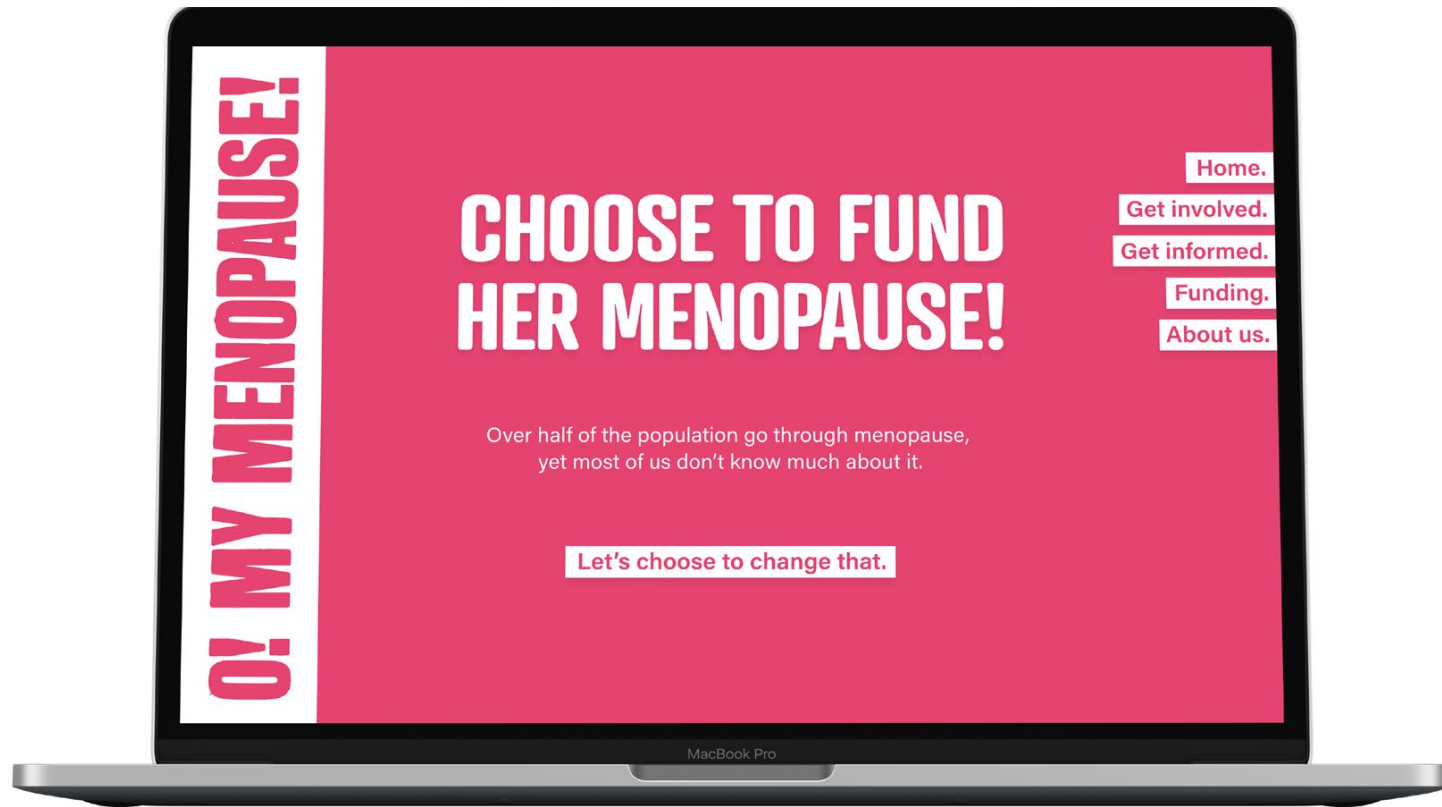
a life

to fund her menopause.

We choose you, to become more aware of the menopause.
We choose you, to empower women, by educating
and equipping you with knowledge, allowing you to feel
comfortable to talk openly and confidently about the
menopause. We choose you, to help fund more research
into the menopause, so that women can have a better
quality of life.

0!

Donate at www.omymenopause.co.uk



[Join the movement.](#)

[About us.](#)

We have chosen to set up the O! My! Menopause! campaign to educate and equip family, friends and employers so that they are able to support all women who are going through the menopause.

[Find out more.](#)

What on earth is happening?

[Know the symptoms.](#)

Choose to fund her menopause!

We need you to help fund more, in depth research into the menopause, so that women can have a better quality of life when they are going through the menopause.

[Monthly](#) [Single](#)

[£5](#) [£15](#) [£30](#)

or

[£ Other amount](#)

[Donate](#)

#ChooseHerMenopause

Show your support by signing our pledge
#ChooseOurMenopause:

[Choose to sign the pledge.](#)

CHOOSE TO FUND HER MENOPAUSE!

O! MY MENOPAUSE!

Over half of the population go through menopause, yet most of us don't know much about it.

[Let's choose to change that.](#)

[Home.](#)

[Get involved.](#)

[Get informed.](#)

[Funding.](#)

[About us.](#)

[What we want.](#)

1. For you, whatever gender, to become menopause aware, by empowering you with knowledge so that you feel comfortable and confident to talk openly about menopause.

[Get involved.](#)

2. To raise funds for more research into the menopause so that globally, we can become menopause aware.

[Get informed.](#)

Choose to talk more openly about the menopause, it's normal!

[Join the movement.](#)

[About us.](#)

We have chosen to set up the O! My! Menopause! campaign to educate and equip family, friends and employers so that they are able to support all women who are going through the menopause.

[Get social.](#)



@omymenopause



@omymenopause



@omymenopause

The Seed

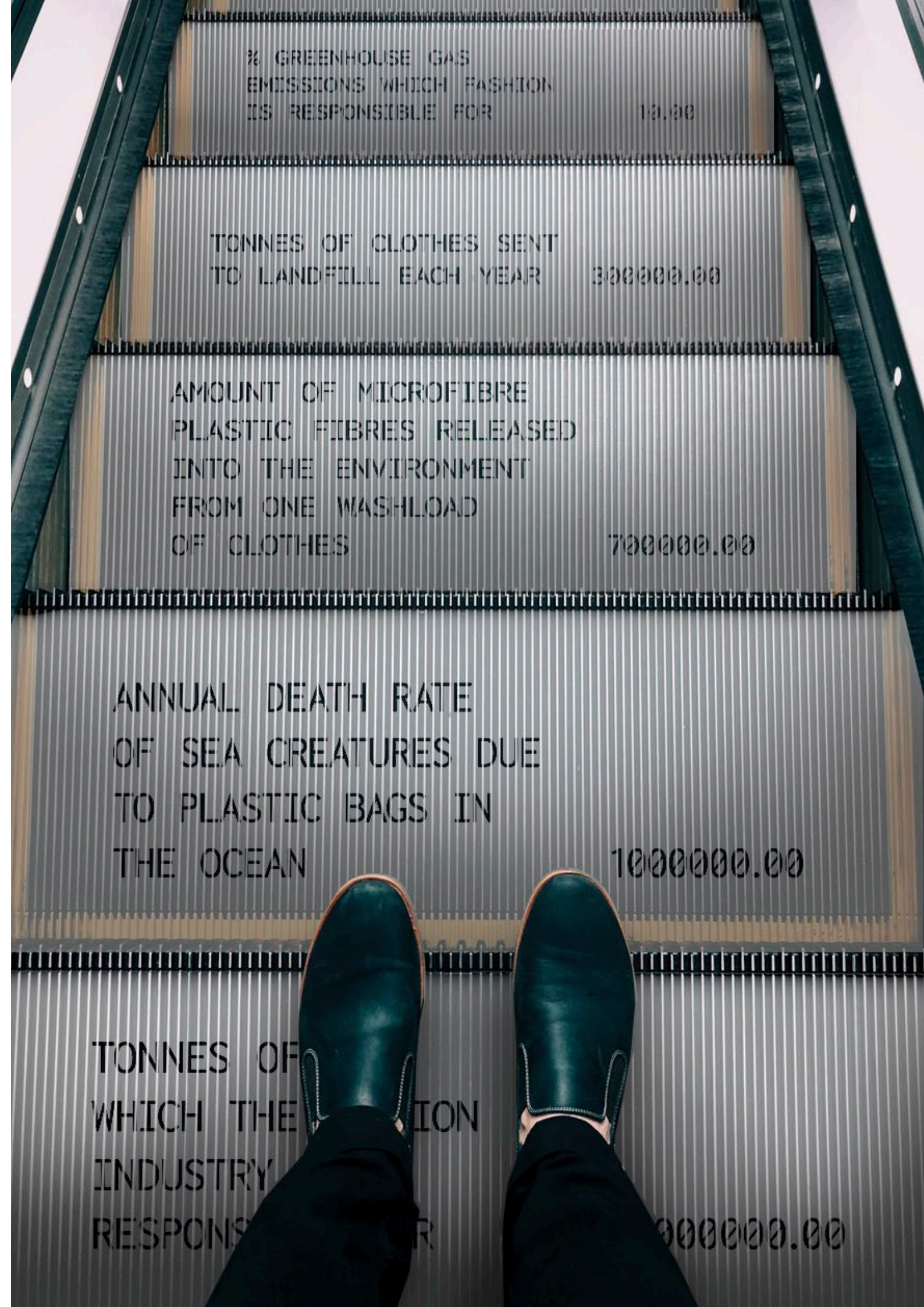
D&AD Typographic Notes: The Empowerment of Music

Brief To create a typography-first campaign with both physical and digital elements to inspire your audience to discover more about an issue(s) and, where relevant, spark a call to action.

Response The campaign aims to raise awareness of climate change and how people are destroying the planet, by informing the target audience about the effects of human activity on the climate and the environment in which we live. The concept utilises distortion within the typography to convey how we are gradually destroying the planet if we continue with our damaging actions. The final outcome takes on the form of a receipt which aims to educate the audience about the cost of their destructive actions on the environment.

Link [Instagram Advertisement 1](#)

[Instagram Advertisement 2](#)



OUTFRONT

THE SEED

EOD: 01/07/2029
EARTHS NEEDED: 1.7541729706

TONNES OF EMISSIONS
PRODUCED BY THE
TRANSPORT SECTOR 1700000.00

CHANGE DUE NOW

JOIN US AND SAVE OUR
PLANET TODAY

To join, visit
theseed.com.

000-000

OUTFRONT

THE SEED

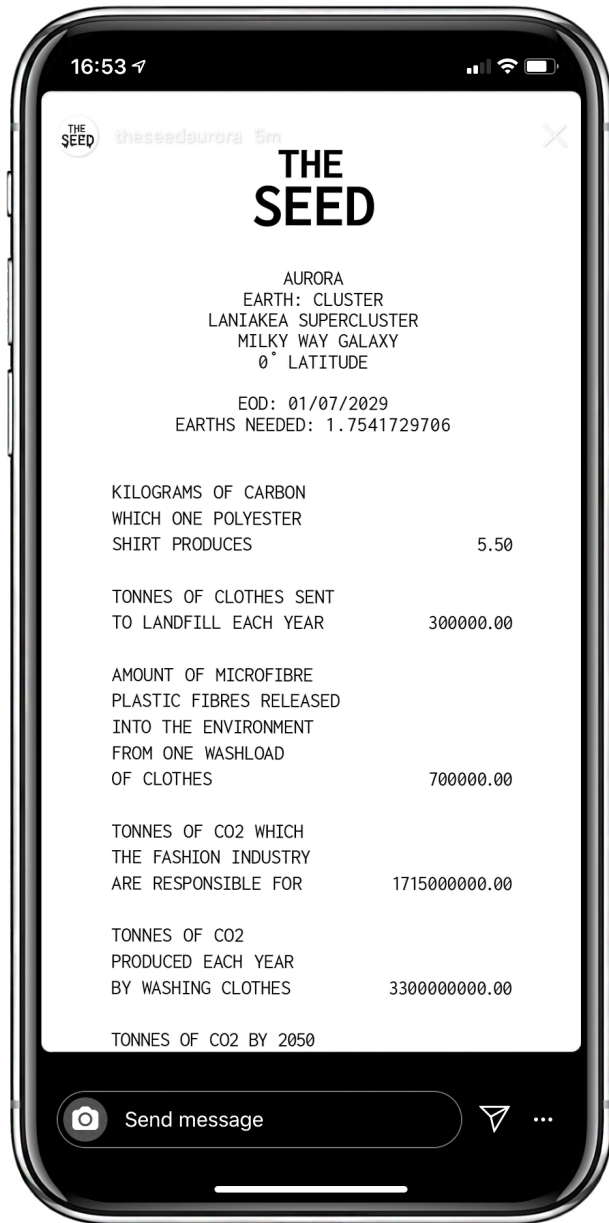
TONNES OF EMISSIONS
PRODUCED BY
TRANSPORT SECTOR 1700000.00
CHANGE DUE NOW
JOIN US AND SAVE
OUR PLANET TODAY
To join, visit
theseed.com

000-000

OUTFRONT



000-000



PRODUCED BY CLOTHING
IF DEMAND GROWS AT THE
CURRENT RATE 3978000000.00

CUBIC METRES OF WATER
USED EACH YEAR WHEN
PRODUCING COTTON 93000000000.00

CO2 LEVELS

SAFE LEVEL : 350PPM
CURRENT LEVEL : 415.26PPM
IRREVERSIBLE LEVEL : 450PPM

CHANGE DUE NOW

JOIN US AND SAVE OUR PLANET TODAY

This visit could have earned you
5 STARVECARD points.
To join, visit theseed.com/starvecard.



17541729706



PRODUCED BY CLOTHING
IF DEMAND GROWS AT THE
CURRENT RATE 3978000000.00

CUBIC METRES OF WATER
USED EACH YEAR WHEN
PRODUCING COTTON 93000000000.00

CO2 LEVELS

SAFE LEVEL : 350PPM
CURRENT LEVEL : 415.26PPM
IRREVERSIBLE LEVEL : 450PPM

CHANGE DUE NOW

JOIN US AND SAVE OUR PLANET TODAY

This visit could have earned you
5 STARVECARD points.
To join, visit theseed.com/starvecard.



17541729706

THE SEEDS

AURORA
EARTH: CLUSTER
LANIAKEA SUPERCLUSTER
MILKY WAY GALAXY
0° LATITUDE
EOD: 01/07/2029
EARTHS NEEDED: 1.7541729706

توکلیم لک آورا
میلکی وی گالکسی
لانیاکیا سوبرکلستر

میلکی وی گالکسی
لانیاکیا سوبرکلستر
میلکی وی گالکسی
لانیاکیا سوبرکلستر
میلکی وی گالکسی
لانیاکیا سوبرکلستر

توکلیم لک آورا
میلکی وی گالکسی
لانیاکیا سوبرکلستر



UNIVERSAL
UNIVERSAL MUSIC GROUP
© 2019 Universal Music Operations Ltd
A Decca Records Release
© 2019 Universal Music Operations Ltd

CV

Education

BA (Hons) Graphic Design

University of Lincoln

2017 - 2020

A-Levels

The Long Eaton School Sixth Form

2015 - 2016

Mathematics

Photography

Art & Design (BTEC)

GCSE's

The Long Eaton School

2000 - 2015

11 GCSE's A* - C

Including Mathematics, English and Science

Work Experience

Wyatts Elvaston Castle (Cafe Assistant): 2018 - Present

Tasks for the job included; wayfinding/signage, managing a team, sales of products in retail, time keeping, customer relations, handling money, working under pressure, food preparation, waitress, taking orders and long hours.

Betsy Spence Ltd. (Sales Assistant): 2018 - 2019

Tasks for the job included; creating signage, sales of products in retail, time keeping, customer relations, handling money, cashing up at the end of the day, opening and closing the store, working under pressure and food preparation.

Raynesway Tile Warehouse (Sales Assistant): 2016 - 2017

Tasks for the job included; sales of products in retail, time keeping, customer relations, interior design of displays, handling money, working under pressure, processing orders and stock control.

Key Skills

Working in retail has taught me about decision making and customer relations, as well as helping me heighten my organisation skills. I am a reliable and committed team worker who can organise my time effectively to manage jobs simultaneously. Specific design tasks have allowed me to better my hand-lettering, signage and interior design skills. I approach all my work with confidence and take a positive approach to any situation.

Extra curricular activities include the university ski team, volunteering at Oxfam and playing musical instruments, including the flute and guitar.

Software Skills

From working on different adobe programmes, I have acquired a competent range of software skills particularly in InDesign, Illustrator, Photoshop and XD, and a good knowledge of After Effects and Premiere Pro.

Contact

Mobile

07818 230818

Email

eoakes.design@gmail.com

Website

emilyoakesdesign.co.uk

Instagram

@emilyo.design