



# Jacob Baker

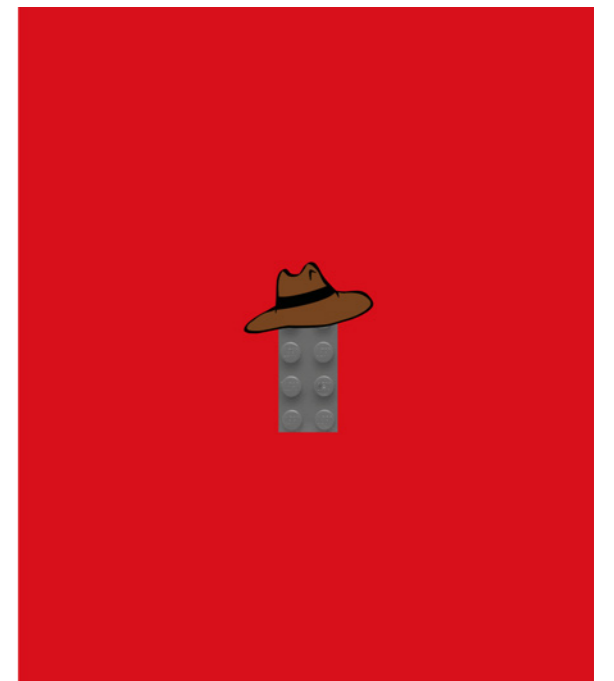
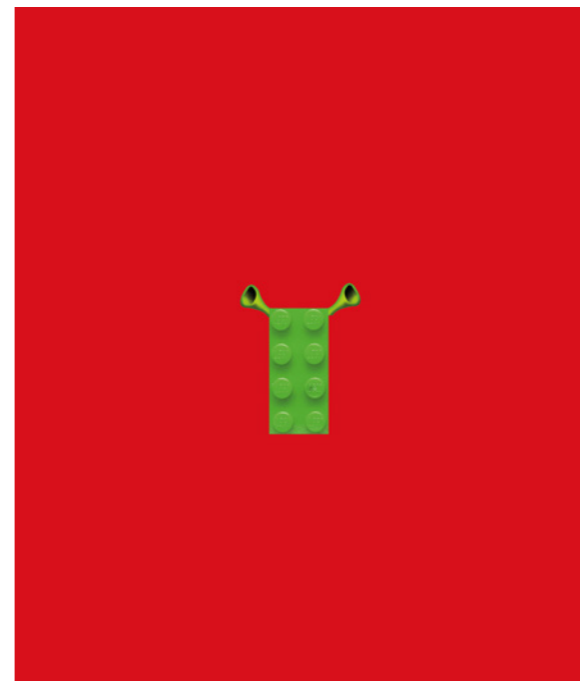
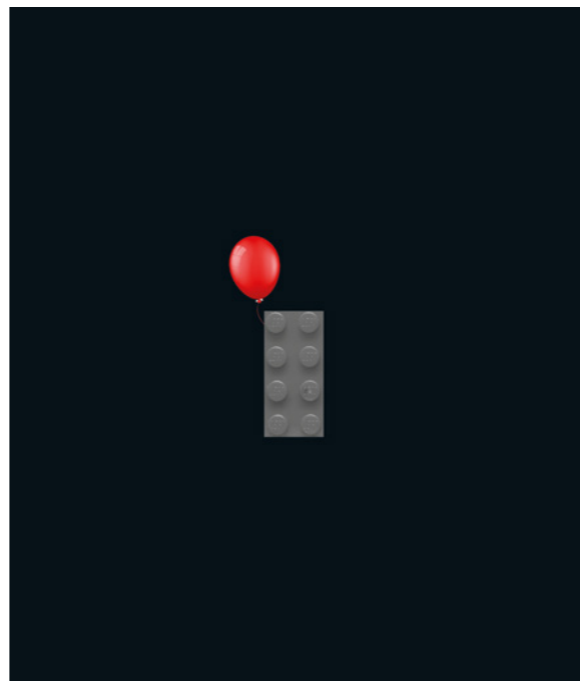
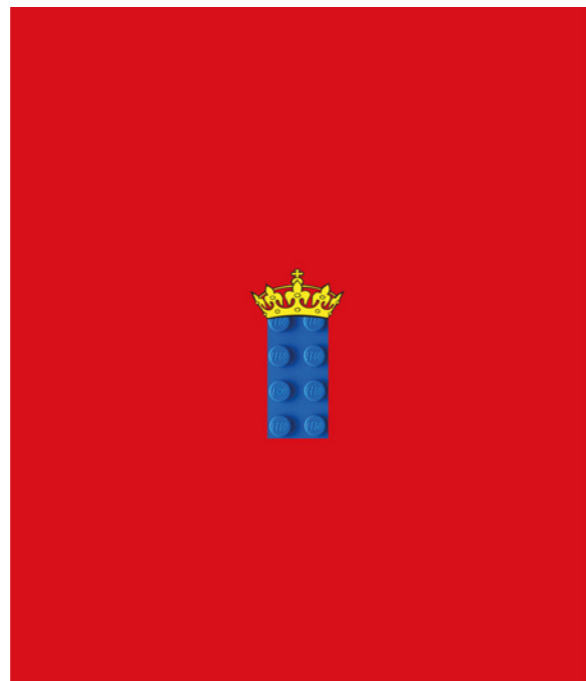
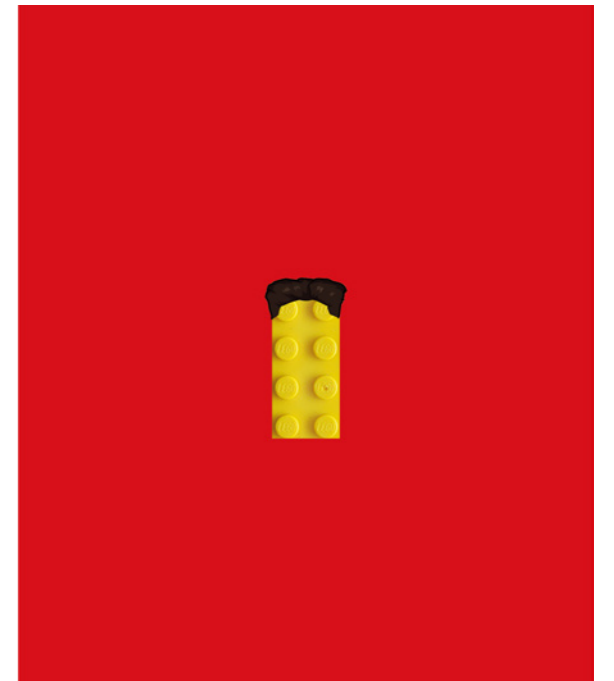
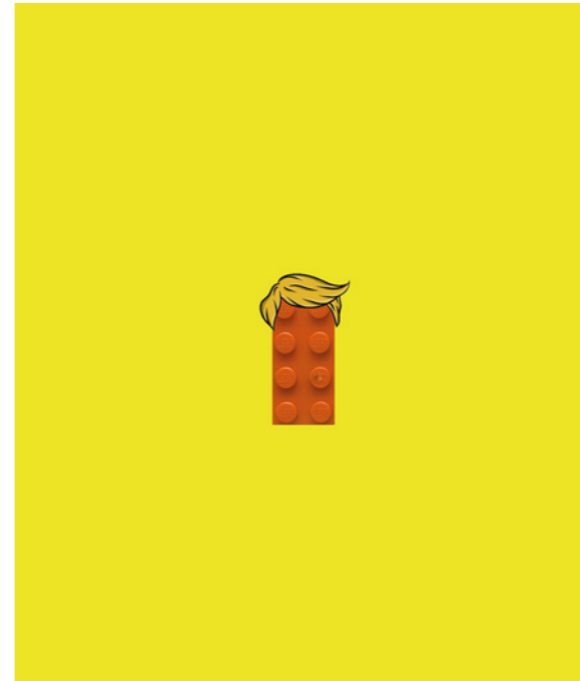
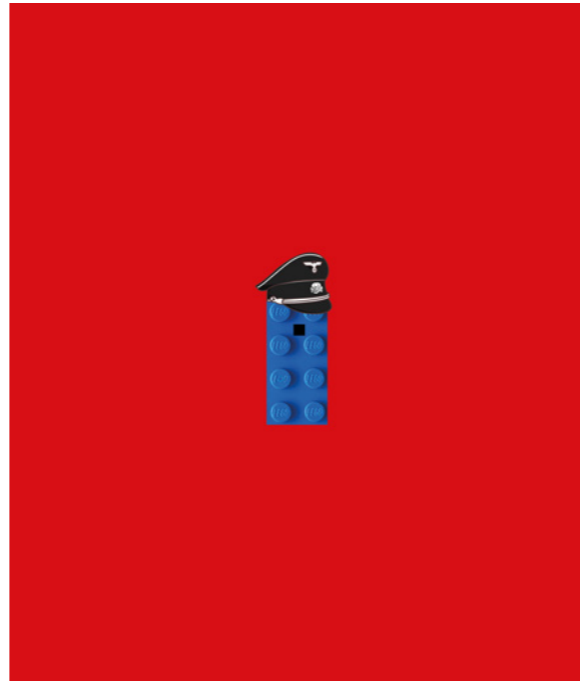
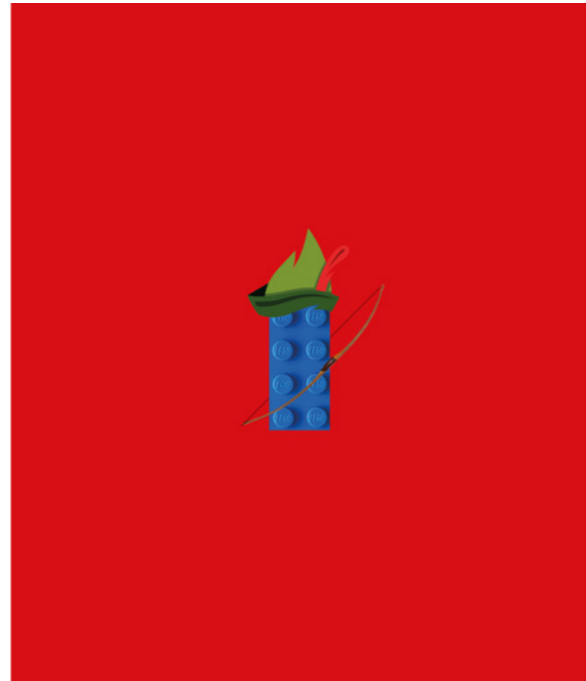
Portfolio

**Work Title:**  
Lego D&AD

**Date:**  
January 2020

**Brief:**  
The LEGO Group want you to create a powerful campaign that appeals to teenagers and rebuilds their relationship with the LEGO® brand - on their terms.

**Rationale:**  
I took the standard lego brick and added a minimal extras to make it look like famous people, people that teenagers would know. This plays with the idea that the brick can be anything it wants to be, bringing the idea of fun back into lego as people especially teenagers can guess the characters.



**Work Title:**  
Elmwood

**Date:**  
September 2019

**Brief:**  
Create a brand for an exciting technology of Indestructible/ Impenetrable Nano-Particle Technology able to block any matter and protect from force, an innovation that will change the world.

**Rationale:**  
The product is given to service personal and making people aware of how the frontline men and women are being protected.  
The NAMMO product is solely designed for service personal, who are serving on the front-line or the streets of the UK. The product will help them be protected while they serve us.  
The logo is based upon the idea of a stencil, as stencils are widely used to make creating type on something quick and easy also making it easy to replicate. The dazzle camouflage effect is used as a successful means of camouflage, which is widely forgotten about, so I have reinvented it to complement the brand.  
I have designed two packages, One that contains the actual shower gel (bottom left), which is based on the idea of the parts of the ration pack, the other is where the packets are stored (right side), with a slick and understated look, which is easily undetected.

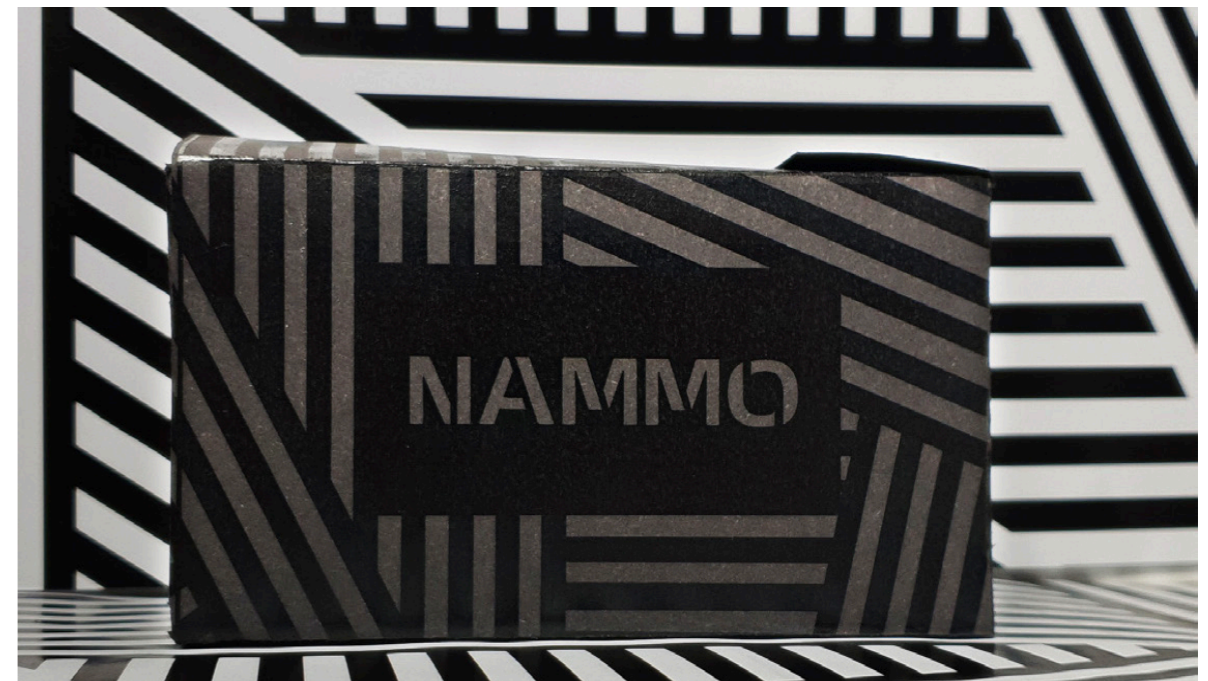


**Kobenhavn Sans Stencil**  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstu vwxyz



Logo

Shower Gel Packaging



Outer Packaging

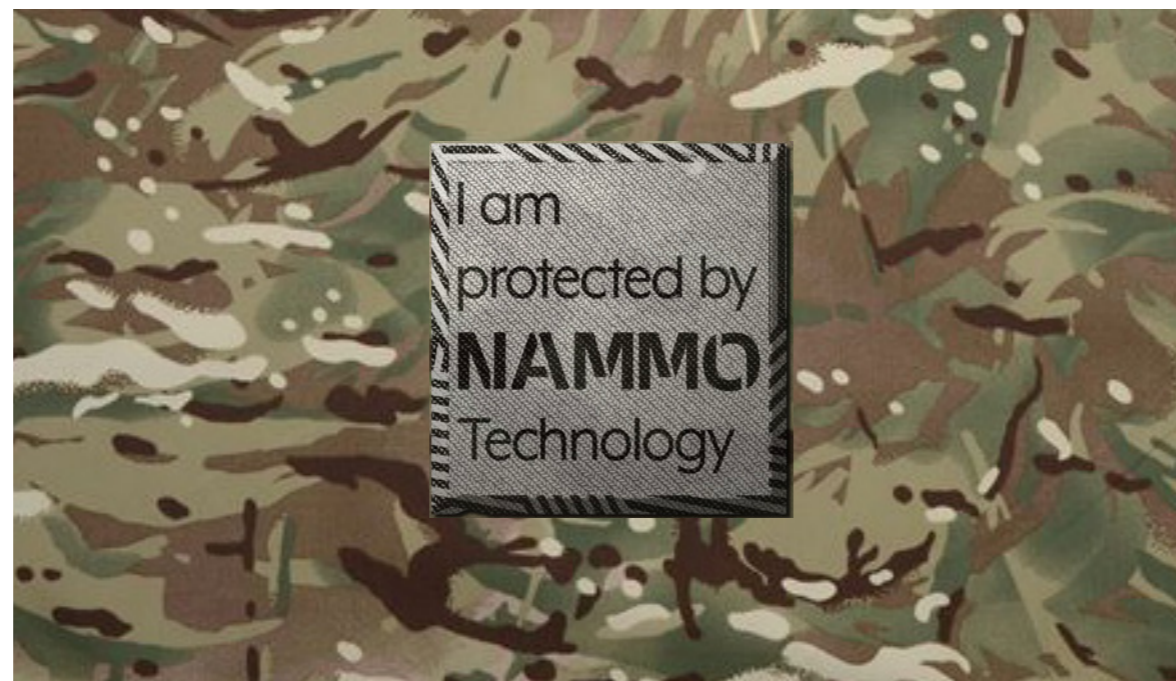
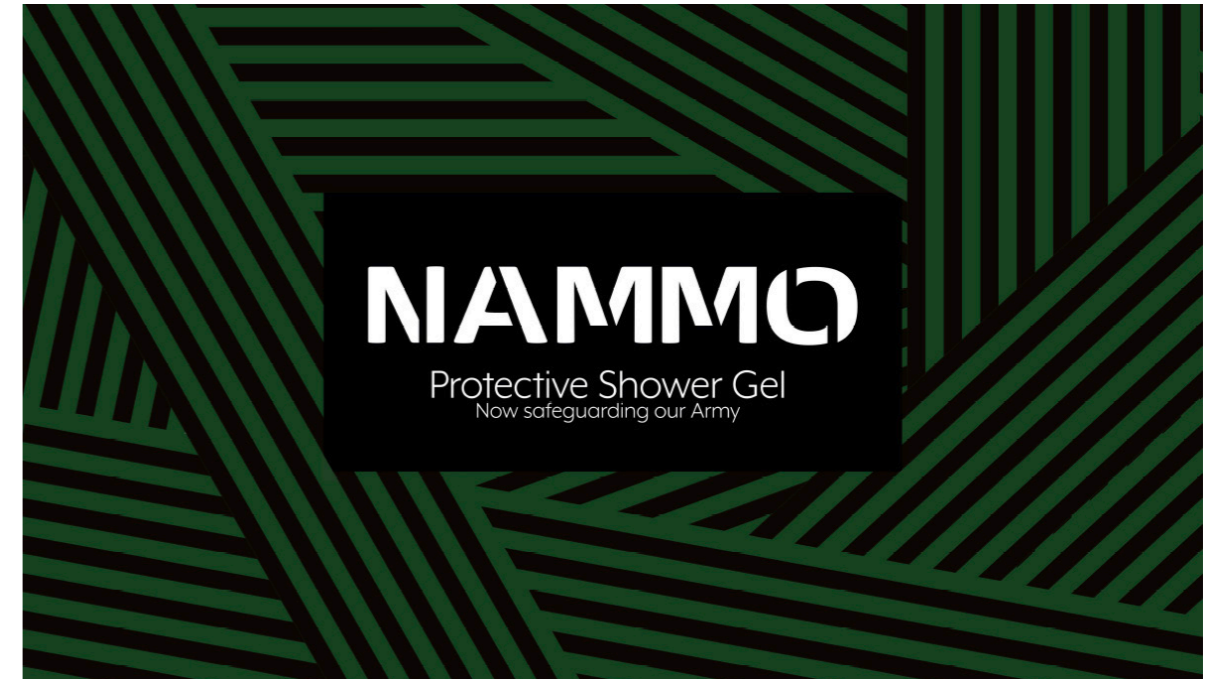
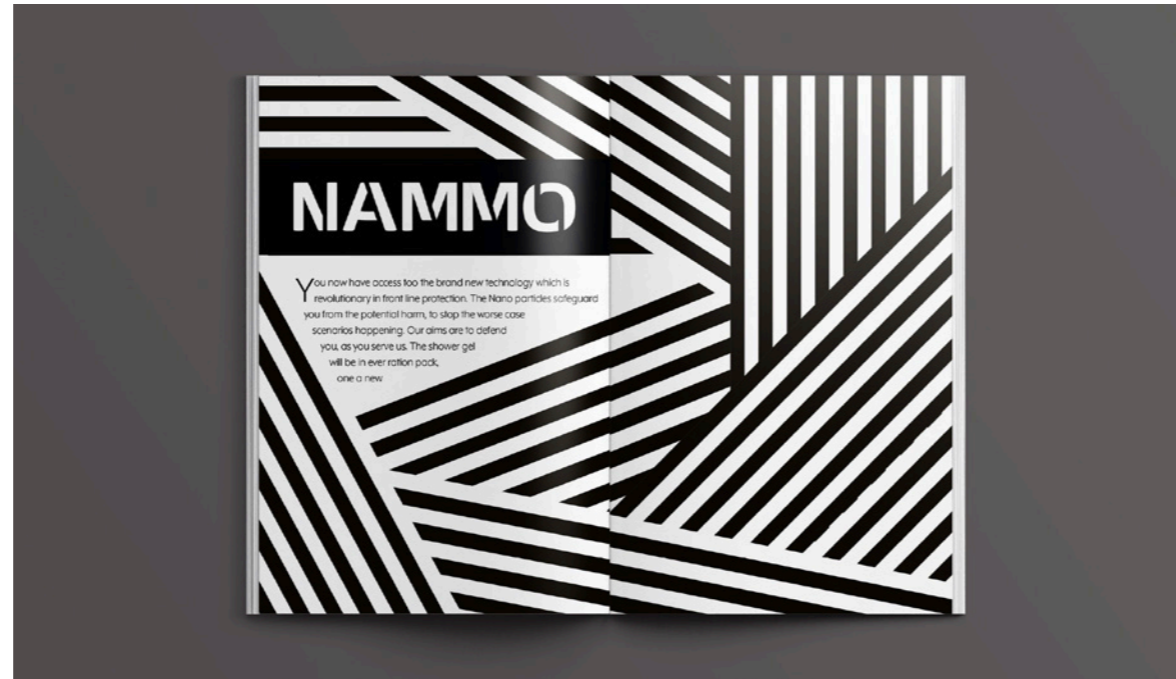


**Work Title:**  
Elmwood

**Date:**  
September 2019

**Brief:**  
Create a brand for an exciting technology of Indestructible/ Impenetrable Nano-Particle Technology Able to block any matter and protect from force an innovation that will change the world.

**Rationale:**  
The print advertisement is designed to go in Solider Magazine, which is solely based on serving men and women. The body copy is nestled into the pattern to give the effect of the lines which have been replaced. The billboard links on from the packaging, using a similar pattern. The idea behind using the billboard is to make the members of the British public know that the Services are being protected by the product.



Billboards

**Work Title:**  
ISTD Student Brief - Exhibition Boards

**Date:**  
October 2019

**Brief:**  
You are asked to design a typographic work celebrating the theme of 'migration'. We expect you to investigate the widest interpretation of the theme from natural, historical, cultural and global perspectives.

**Rationale:**  
The concept behind my exhibition is based solely on the idea of bird migration and how it happens through the use of type. The whole experience builds up the information looking at different birds and their routes, with the whole exhibit being rounded off with a fully immersive Virtual Reality experience. The design of the Exhibition boards is designed with the flocking and the shapes that the birds make on the route to their new destinations.

# Osprey

After making the return journey from their wintering grounds in Africa, ospreys start to arrive back in the UK from late March onwards. Male ospreys get here first and start to set up their breeding territory, near lakes where they can catch a supply of fish to eat, while waiting for a female to arrive. The pair then makes its nest in a tall

tree, and by late April the female has usually laid 4 eggs. The young can fly about 50 days after hatching, but they depend on their parents for another month. Females start the return migration, followed by males and then young. After crossing the English Channel, they travel down through France and Spain into North Africa. Some then cross the Sahara Desert directly, while others follow the West African coastline.

Most of our ospreys spend the winter in West African countries such as Senegal, though ospreys from Eastern Europe may travel as far as South Africa. Ospreys travel by thermals to gain height over land. They migrate more slowly than many birds, at favourite feeding sites along the way Scientists

who satellite tracked ospreys from Sweden found that some reached Africa through Spain, others crossed the central Mediterranean via Italy and one went east via the Red Sea. These birds travelled an average distance of 6,7000 km at a rate of roughly 260 km per day, taking an average of 45 days to complete their journeys.



The type around the "Y" resembles the movement when osprey are feeding, the circling, swooping motions.



**Work Title:**  
ISTD Student Brief - Virtual Reality

**Date:**  
October 2019

**Brief:**  
You are asked to design a typographic work celebrating the theme of 'migration'. We expect you to investigate the widest interpretation of the theme from natural, historical, cultural and global perspectives.

**Rationale:**  
The Virtual Reality is the final exhibition board, that gives the visitor a full insight into what the birds are feeling and seeing while their in the frantic state of feeding. VR was chosen as the experiences need to be just the person and the type (birds) The type for the VR experiences is different as the curved elegant type, doesn't give off the same effect of the mad and frantic movement. The user cannot read the type, this is when the birds are in this state it is really hard to identify what bird it is.

# Virtual Reality

Experience to the right a great full immersive show, using the VR headset. This will give you a true insight in to what the birds are seeing and feeling when their in the mad state of feeding during migration. You will experience a great sense of size, speed and pure momentum. The Birds are created using a section of text that sums up what up what migration truly is. You should experience it for yourself.



**Work Title:**  
ISTD Student Brief - Rendered Mockups

**Date:**  
October 2019

**Brief:**  
You are asked to design a typographic work celebrating the theme of 'migration'. We expect you to investigate the widest interpretation of the theme from natural, historical, cultural and global perspectives.

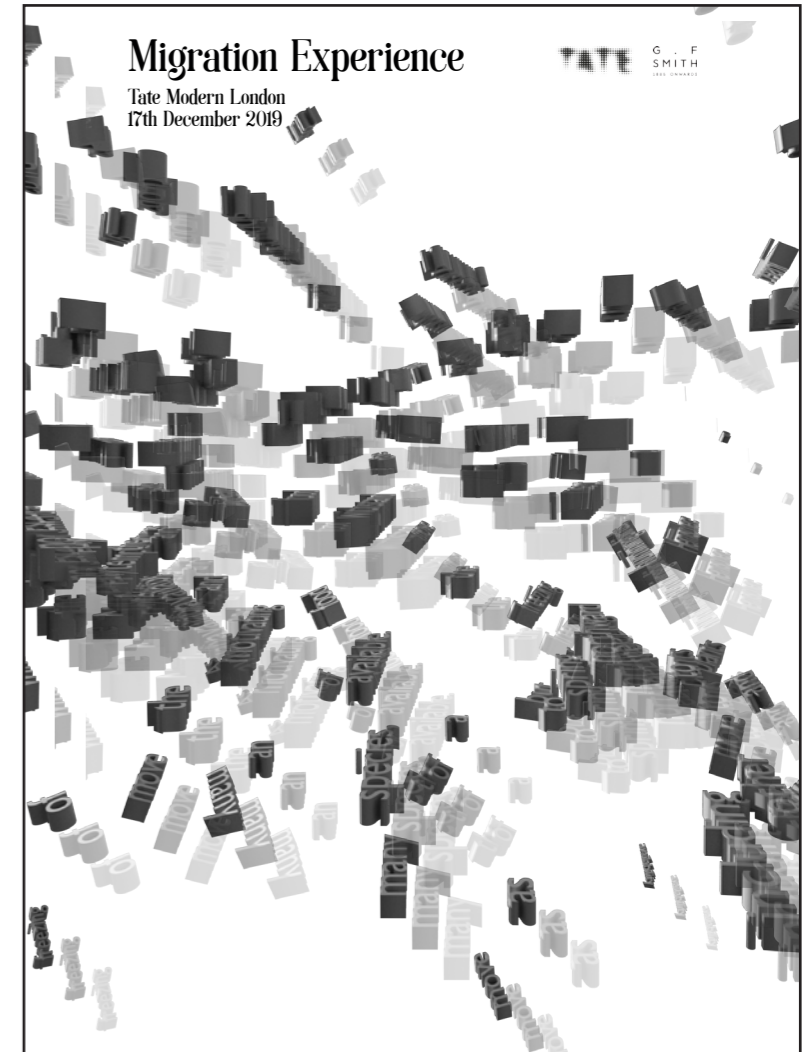
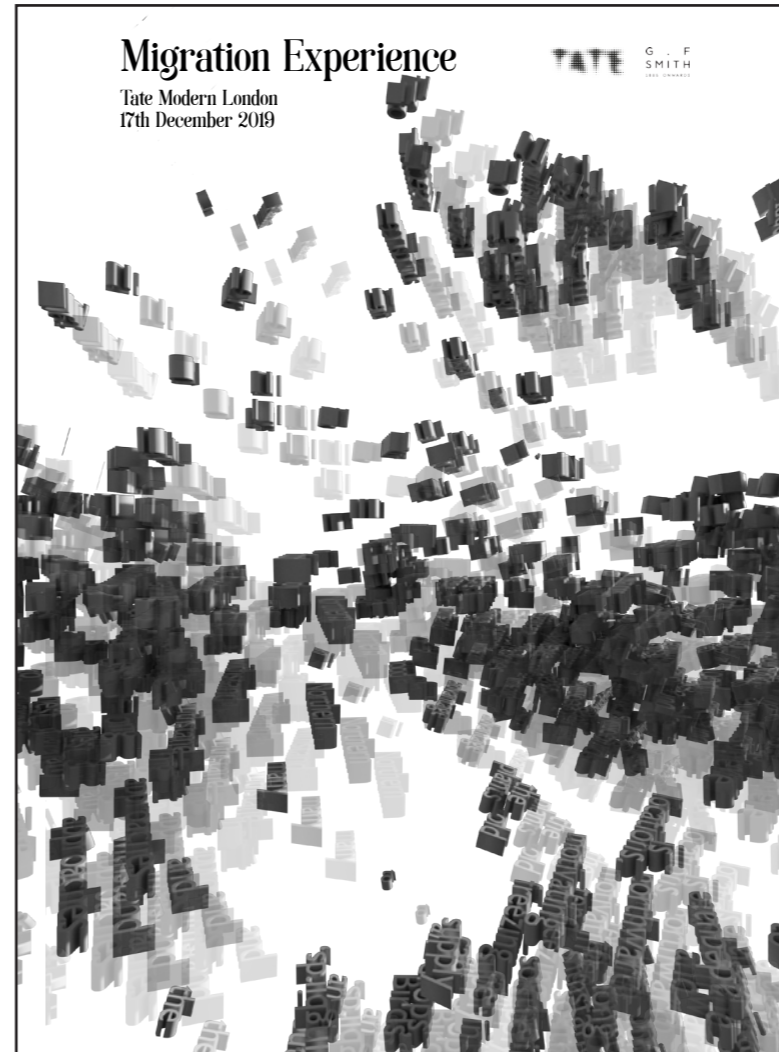
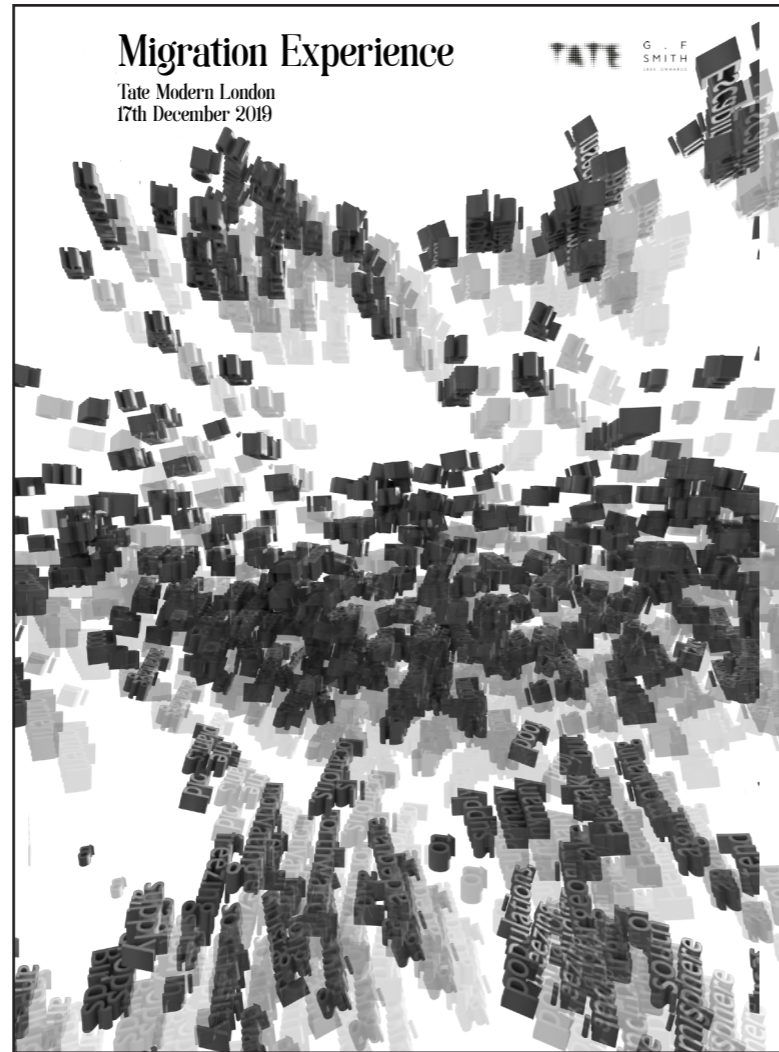


**Work Title:**  
ISTD Student Brief - Posters

**Date:**  
October 2019

**Brief:**  
You are asked to design a typographic work celebrating the theme of 'migration'. We expect you to investigate the widest interpretation of the theme from natural, historical, cultural and global perspectives.

**Rationale:**  
The posters that have been created link to the render that has been created for the Exhibition, taking a frame from it and turning it into 3 different posters, which is until you read the title it is hard to understand what it represents, this is designed to draw people in.





**Work Title:**  
BrandOpus

**Date:**  
2020

**Brief:**  
Create a drinks brand that has a functional benefit beyond the primary purpose of refreshment.

**Rationale:**  
The Kings Crown is a drink made from the Rhodiola root which comes from the mountains of Asia. The Name of the drink comes from the alternative name of the root. The whole brand is based on the root and the properties that it releases. The main benefit of the Rhodiola root is that it is stress and energy releasing because of this the brand is aimed at business people in London as they regularly go to bars and pubs after work.



**Work Title:**  
BrandOpus

**Date:**  
2020

**Brief:**  
Create a drinks brand that has a functional benefit beyond the primary purpose of refreshment.

**Rationale:**  
3 different types of adverts, First for tube stations and underground which is simple with a large amount of white space, this would be located in train and underground station across London to reach a full range of customers. The second is a digital display on the underground escalators, as these are mostly now digital. The design will be on the outer glass as digital reflection is showed behind it. The third is an advert for pubs which is a mirror with the design over the top. (this is mocked up in location)





**Work Title:**  
YCN - HMV

**Date:**  
2020

**Brief:**  
Reimagine hmv stores for a new generation.

**Rationale:**  
The re-imagine store has a warm welcoming and engaging feel to aim at young adults, back into loving tactile music. The store concept is taking it right back to basics using the idea what music is and how it makes people feel, which is enhance by the flicking and sorting through the original records in the racks, whilst being able to order new music through the Tablets on the table, with the offering of the option to order drinks, so the customer can sit back and relax.

The storefront is a twist on the classic design of shops from old style and classic shops from the early 20ths century when HMV started. The Twist with the storefront is that the design is effected by a full door and large panel of glass on behind the Georgian Square panels. Behind this is a large display of 3 record players which are located on a reclaimed cladding box. The Record players are oversized to give the impress of play and that the emphasis is back on the music.



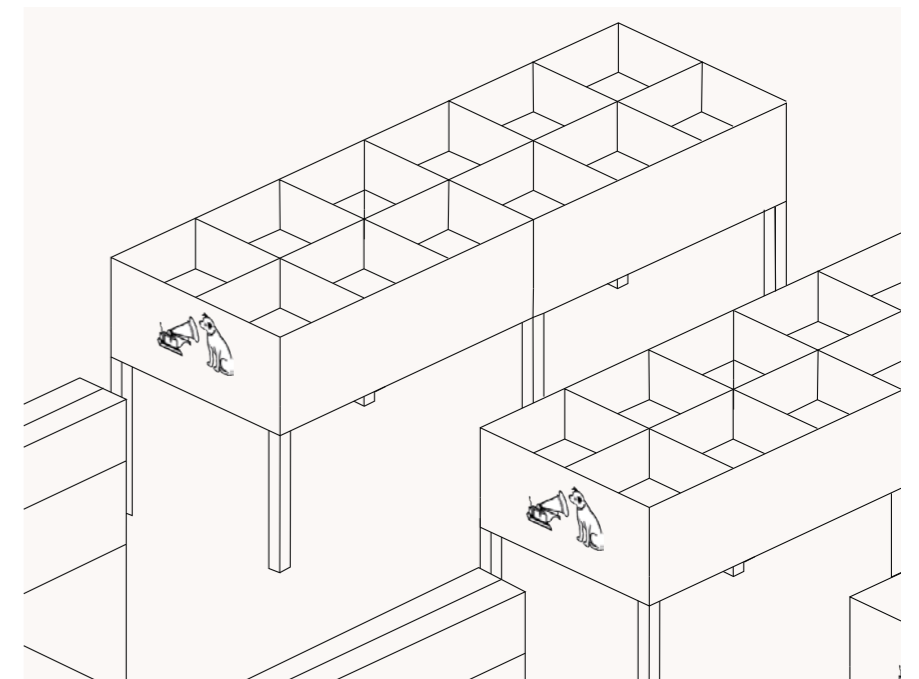
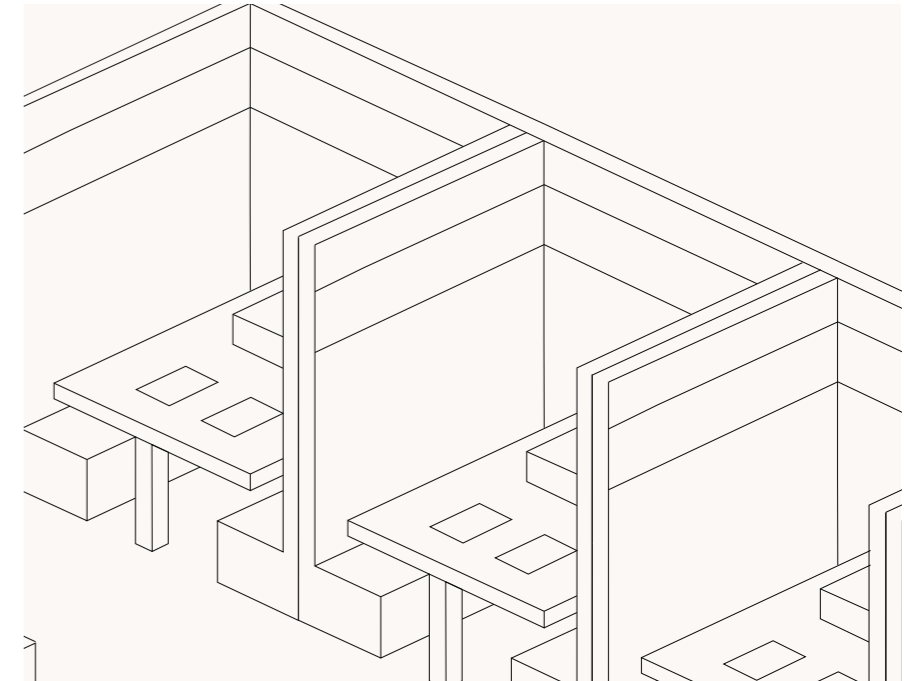
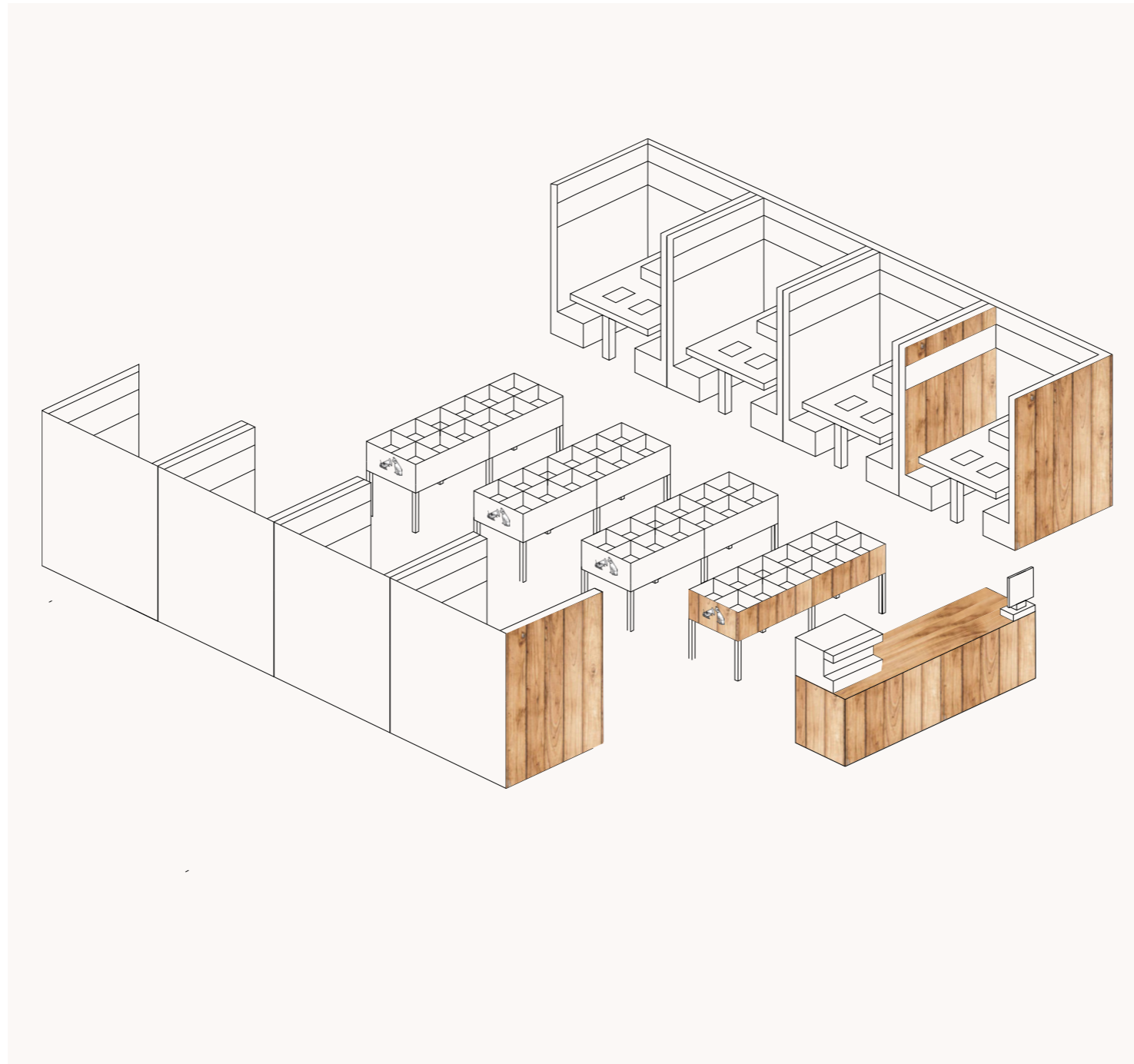


**Work Title:**  
YCN - HMV

**Date:**  
2020

**Brief:**  
Reimagine hmv stores for a new generation.

**Rationale:**  
The layout of the Floor plan is based on the shapes and grid of a mixing deck, which is an essential part of the process of making music, the plan does not play on this fact loads as it is a shuttle nod to the people who understand the process of making music. The record racks in the middle are based on the slides and the booths the dials. If the Plan played on this too much it would make the design tacky and it would draw away from the style of the reclaimed wood.  
There are eight listening booths decked out in a fully reclaimed shell and pink branded cushion. They are fully kitted out with the best and latest technology in the music world, ALVA TT Turntable. Sonos Sound sounds and a unique designed app



**Work Title:**  
YCN - HMV

**Date:**  
2020

**Brief:**  
Reimagine hmv stores for a new generation.

**Rationale:**  
The Merchandise is based on the new mark that replaces the original, This is used throughout the brand, as my store is aiming at music types as it takes it back to true music, they generally wear bagger clothing, to the large hoodie and oversized t-shirt fits the audience well. The clothing will be warned by the staff top advertise and so people know that they work there.





# Contact

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