

Welcome to my portfolio.

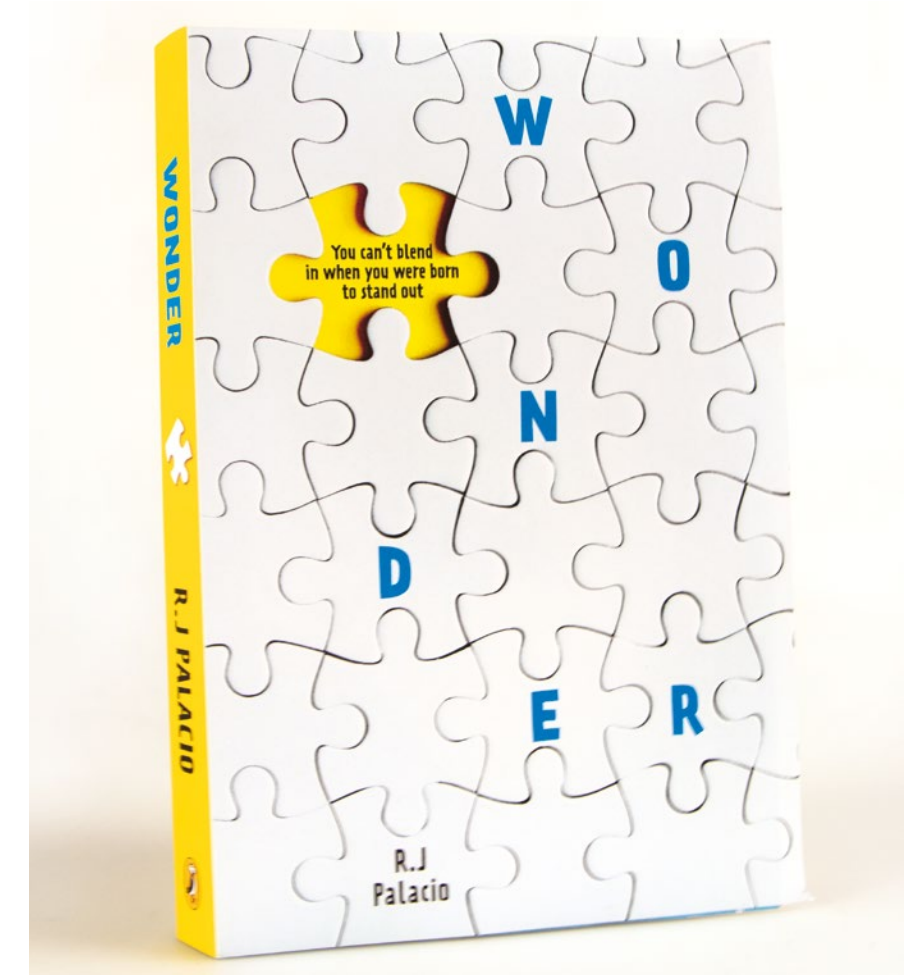
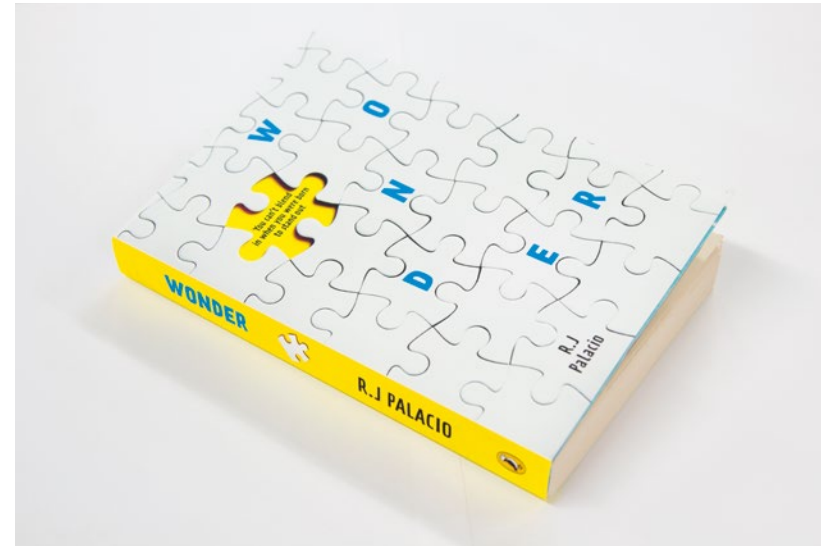
Jessica Quinn

**BA Hons Graphic Design
University of Lincoln**

Penguin Student Design Brief: Book Cover Design

Cover design for the book 'Wonder' by R.J. Palacio, exploring the theme of being different, drawing inspiration from the central character 'August Pullman'; a 10 year old boy with Treacher Collins syndrome. The design portrays August's struggle to fit into society.

The puzzle pieces on the front represent August's classmates, all connected in unity. The empty space however, is the position Auggie must fill in order to fit in and be treated like everyone else. The piece on the back portrays Auggie. It is the wrong shape to fit the empty space; a metaphor for his condition and his struggle to find friendship.





THE INTERNATIONAL BESTSELLER

'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

U.K. £7.99

ISBN 978-0-552-56597-4

9 780552 565974

90000

eBook available

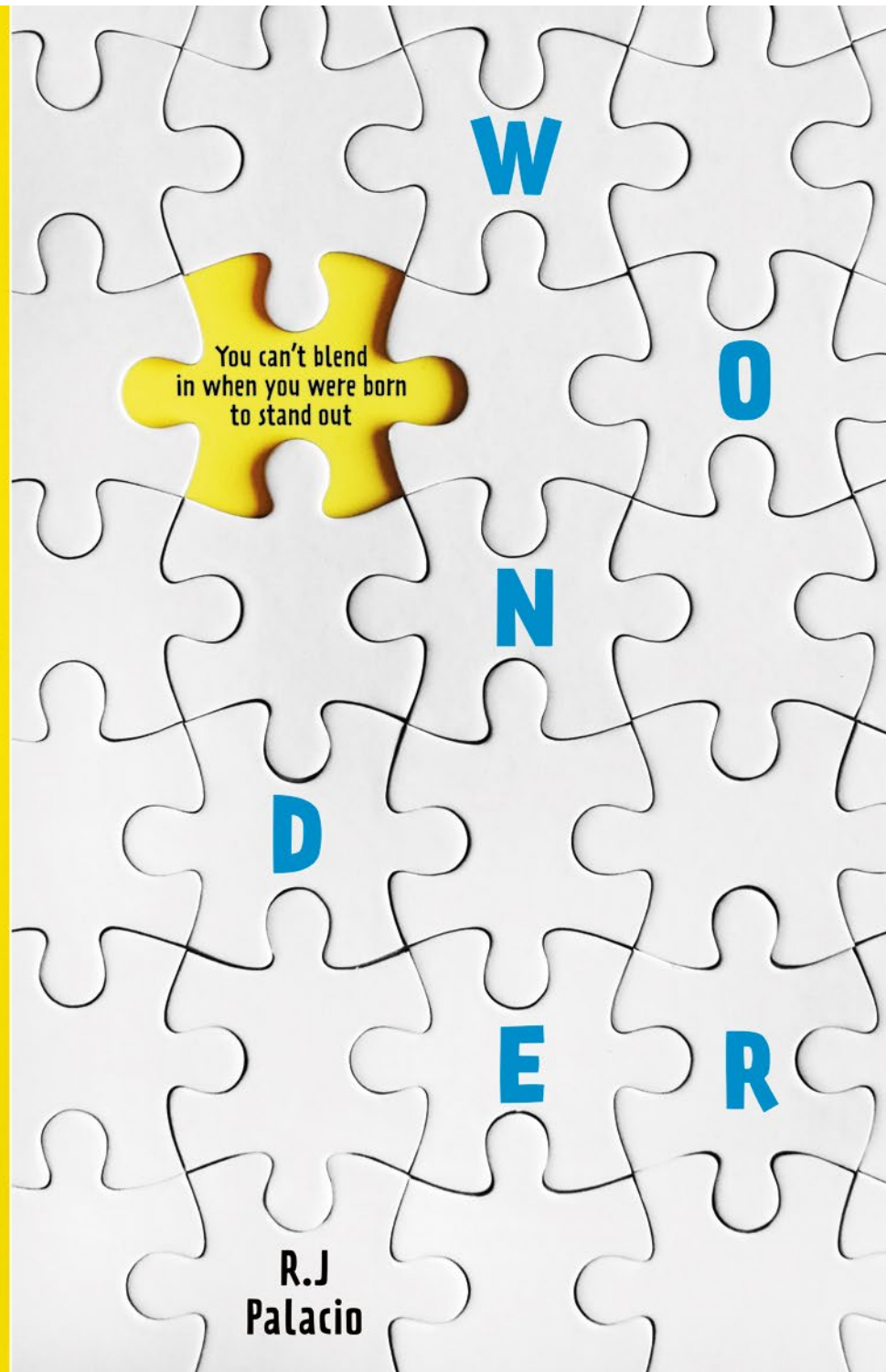
FSC

www.penguin.co.uk

WONDER

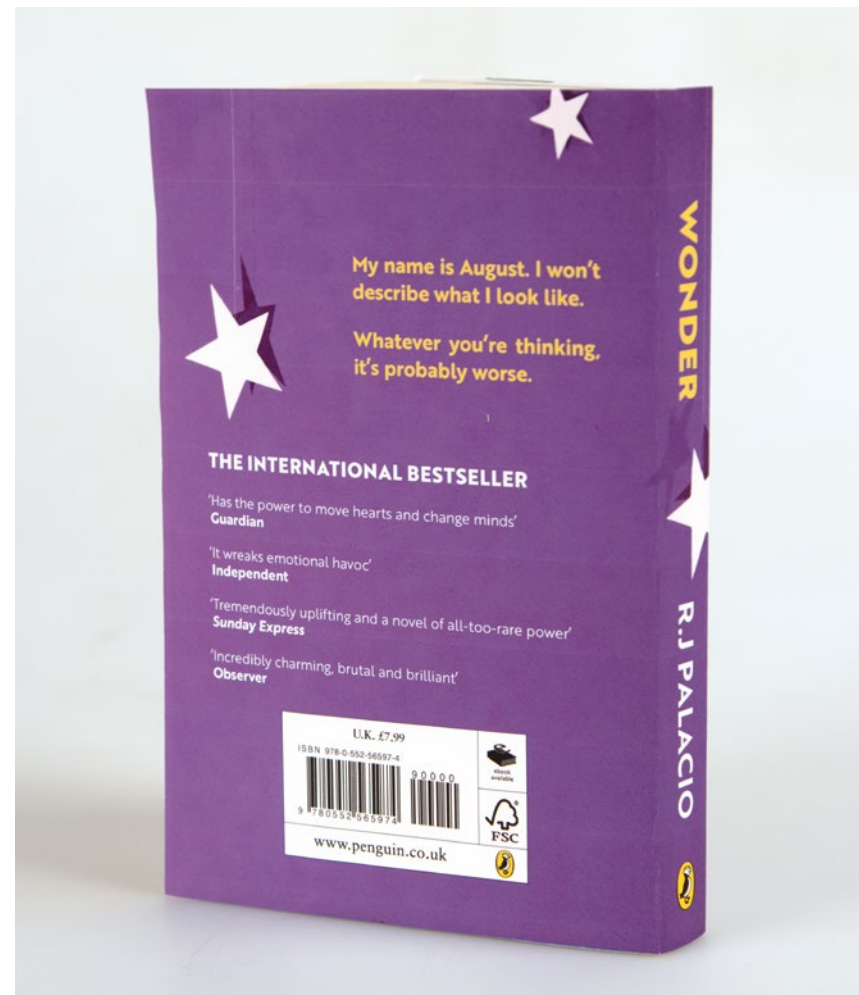
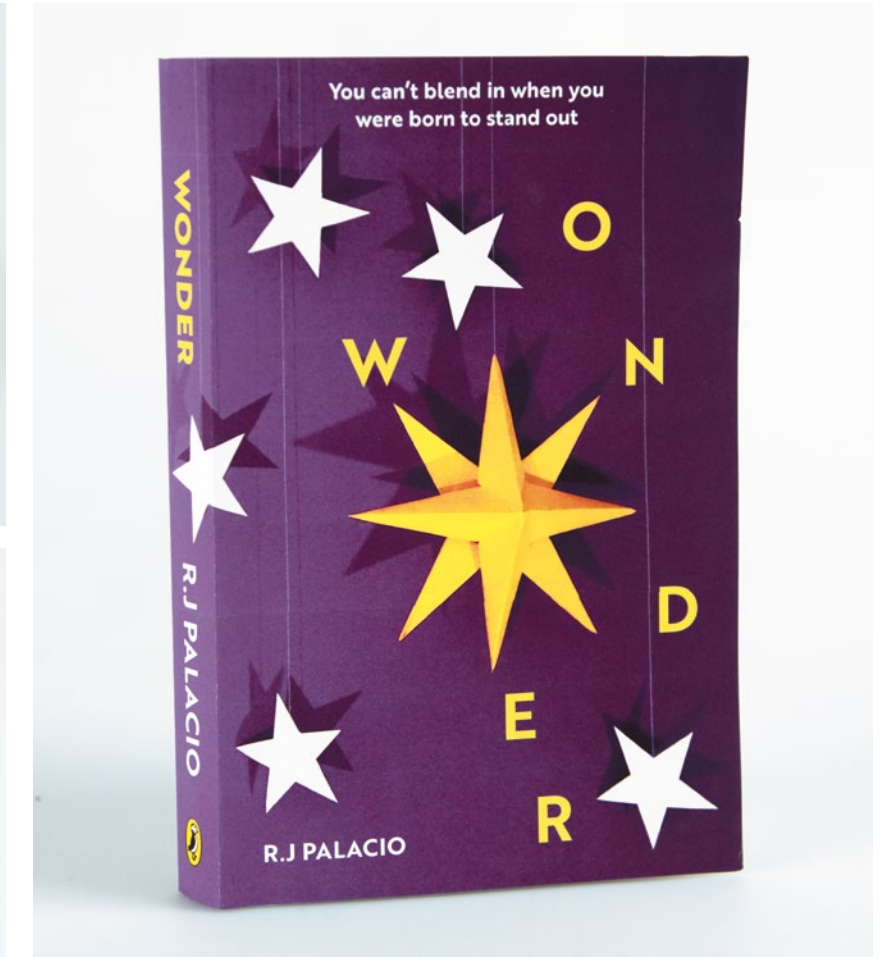
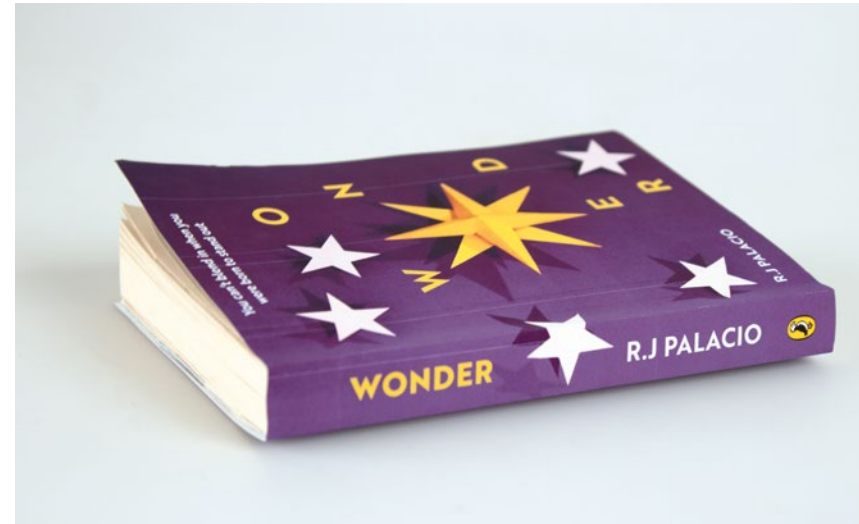


R.J PALACIO



Penguin Student Design Brief: Book Cover Design

Alternative cover design also exploring the theme of being different. Auggie is portrayed through the large yellow origami star. It is the biggest and brightest, alluding to his fun and beautiful personality and optimism. Its distinct visual difference to other stars is a representation of his condition. The stars also link to the recurring theme of space evident throughout the novel.



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

My name is August. I won't
describe what I look like.

Whatever you're thinking,
it's probably worse.

THE INTERNATIONAL BESTSELLER

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www.penguin.co.uk



WONDER

R.J PALACIO



R.J PALACIO

W O N D E R

Heart Music Art: Album Cover Design

An interpretive vinyl outer cover, inner sleeve and centre label for the album 'Radioactive' by Imagine Dragons. It explores how the working class often feel like machines; trapped in a cycle, tired and overworked. Depression is also a key conceptual theme.

The composition and similarity of the figures exaggerates the idea of compliance. Their heads are wind-up keys, symbolising how society and the higher classes have dominance over the average working class; continuously overworked and losing their identities.



RADIOACTIVE **IMAGINE DRAGONS** RADIOACTIVE **IMAGINE DRAGONS**

SIDE A 1. Radioactive 2. Tiptoe 3. It's Time 4. Demons 5. On Top Of The World 6. Amsterdam 7. Hear Me

SIDE B 1. Evernight 2. Bleeding out 3. Underdog 4. Nothing Left To Say 5. Cha-Ching 6. Working Man 7. Tokyo



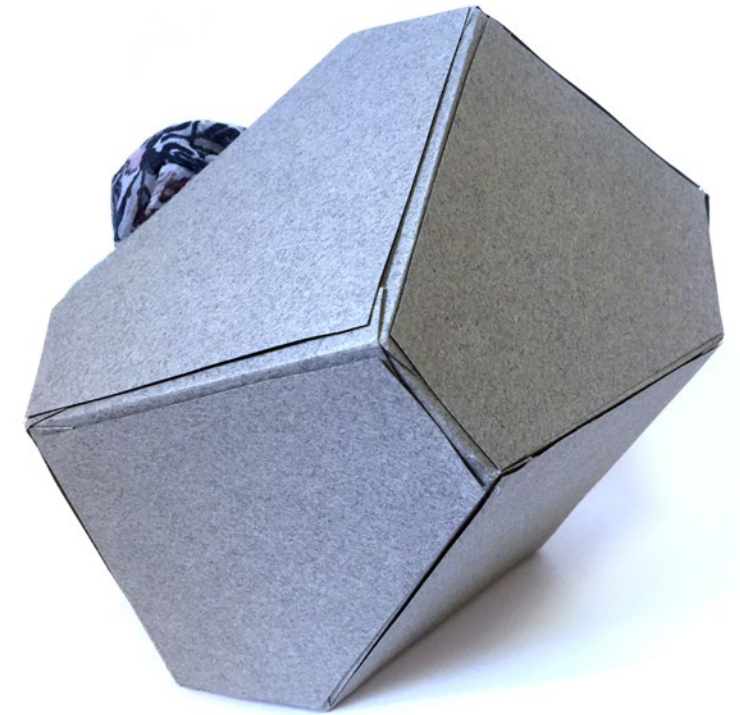
"Radioactive" Performed by "Imagine Dragons"
 Dan Reynolds, Wayne Sermon, Ben Mckee, Daniel Platzman
 Produced by Alex da Kid, Polydor Records 2012
www.imagedragonsmusic.com



Sounds Expensive: Packaging Design

Luxury packaging for a silk scarf. A key element of the brief was that the packaging must make a sound when it is opened or used. The packaging creates a gentle 'Shhh' sound as the scarf is pulled through the felt opening, giving the impression of wind and air; emphasising its silky and smooth qualities.

When on display, the silk scarf 'peeps' out to create a gentle delicate flower impression and tease the consumer. It creates temptation whilst also allowing the user to touch the material.

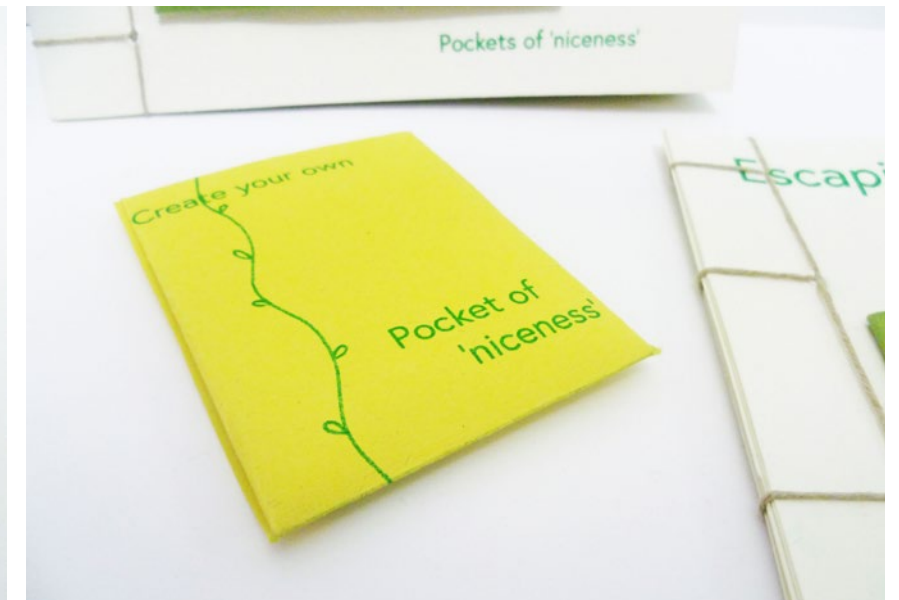




Super Fan: Fanzine Design

A limited run of self-published 'Fanzines' focusing on the green spaces in and around Lincoln; 'Pockets of Niceness'. The zine encourages others to explore these areas to find escapism in the city. I have included a packet of seeds as a 'freebie' to encourage readers to grow their own 'pocket of niceness'.

I used risograph printing to overlay blue and yellow primary images to create unique green tones that compliment the nature theme. I finished the book using Japanese stab binding in twine to give a rustic feel and to compliment the environmental theme.



Pockets of 'niceness

Instructions

1. Make 0.5cm depth depressions in soil
2. Place seeds in depressions and cover with soil
3. Water

For best results,
plant in
March - June

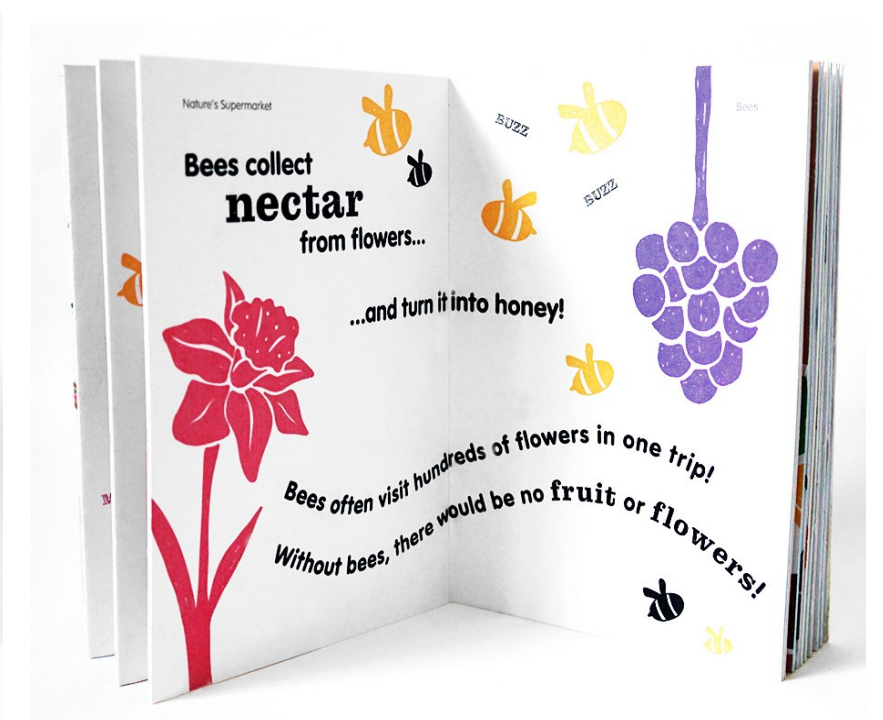
Escapism

in

ISTD 2019:

'Lost' - Connection to Nature

A book to educate young children about where their food comes from and how animals play a crucial role in the foods and products we buy and use. Research shows that many young children do not understand this concept.



Nature's Supermarket

We get
from **Y**
Enjoy findi
about thes

MOO

MOO

Cow

Nature's Supermarket

Bees make
honey.

Bees store
the honey
in **beehives.**

A beehive is
home to around
50,000 bees!



BUZZ

BUZZ

BUZZ

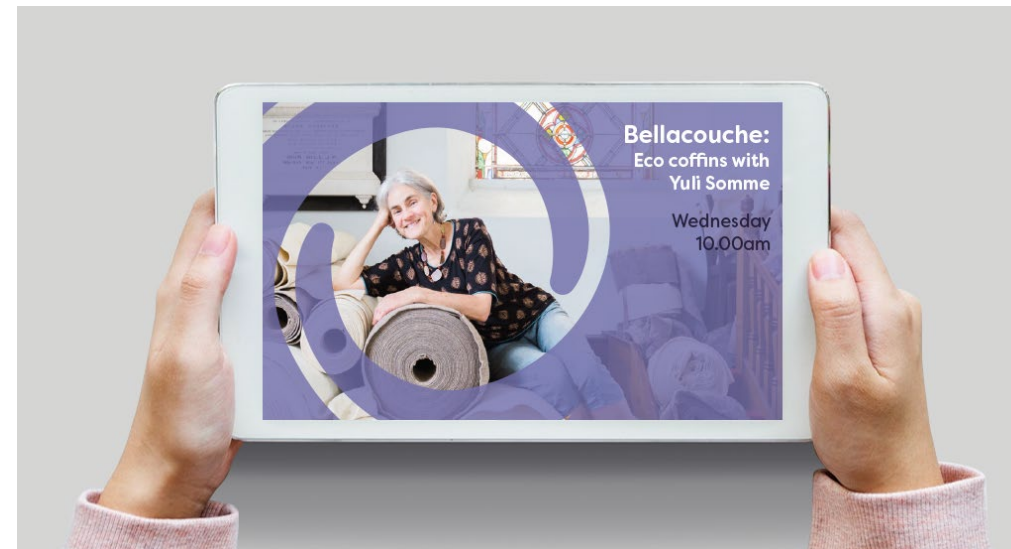
Bees



An average bee makes
about **half a**
spoonful of
honey in its lifetime!

Final Major Project: Internet Streaming TV

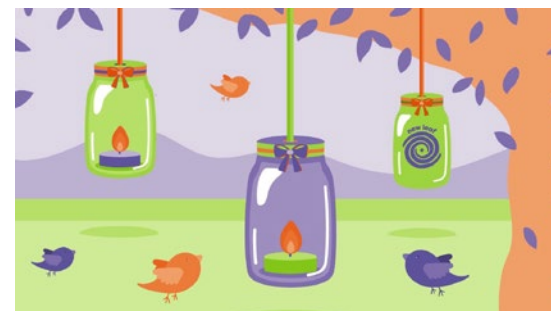
An optimistic and enthusiastic sustainable lifestyle TV platform that encourages viewers to make small sustainable lifestyle changes which in time come to have a big difference on the planet. The platform educates its audience with the knowledge, skills, ideas and inspiration to do so through its content.



Final Major Project: Internet Streaming TV

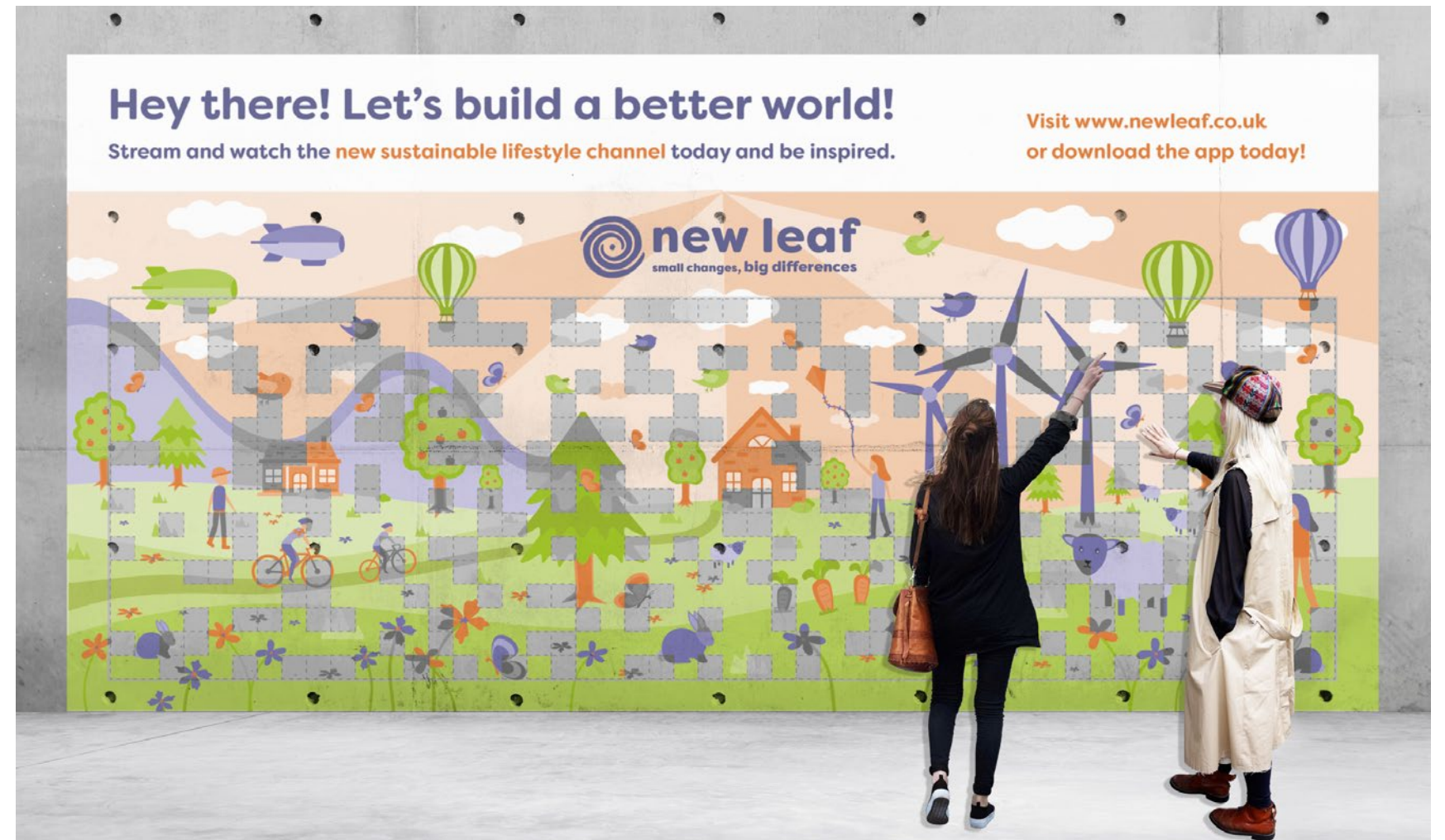
Platform ident featuring a jar being re-purposed for a variety of different uses; a metaphor for the platform's unlimited content and limitless ideas and inspiration it provides. The ident encourages viewers to recycle and reuse their waste and is optimistic and motivational through the illustrations, moving animations and music.

View Ident in YouTube [here](#)



Final Major Project: Internet Streaming TV

Interactive billboard advertising the new TV platform. It invites the audience to breathe life back into the image (world) through colour, by placing stickers. The billboard puts the platform's tag line into practice, encouraging the audience to each make a small change that work together to create a big difference. The final image demonstrates the platform's vision of a more sustainable world and supports the platform's value of community.



unlimited content • endless ideas • everlasting world



Did you know, there are loads of simple ways you can help the planet!
Why not start by repurposing your waste in unique and different ways.

Watch the **new sustainable lifestyle channel** today and be inspired!
Find us online at www.newleaf.co.uk or **download the app!**



by **e Detour**

KEEP THE PEACE
Nanzheng temple is a
haven of tranquility and
a great way to start
your day of activity.

NE
AY
OTO

through the
wonders and
pleasures
City of Ten
and Shrines.

BLA...
Heritage
historical
shrine
beautiful
galleries
Michelin
Japan's
visit on
This
good ne
universa
and the
you to v
venues
8:15
Center
explora
Philoso
stone
canal do
lined with

REARLTON.COM



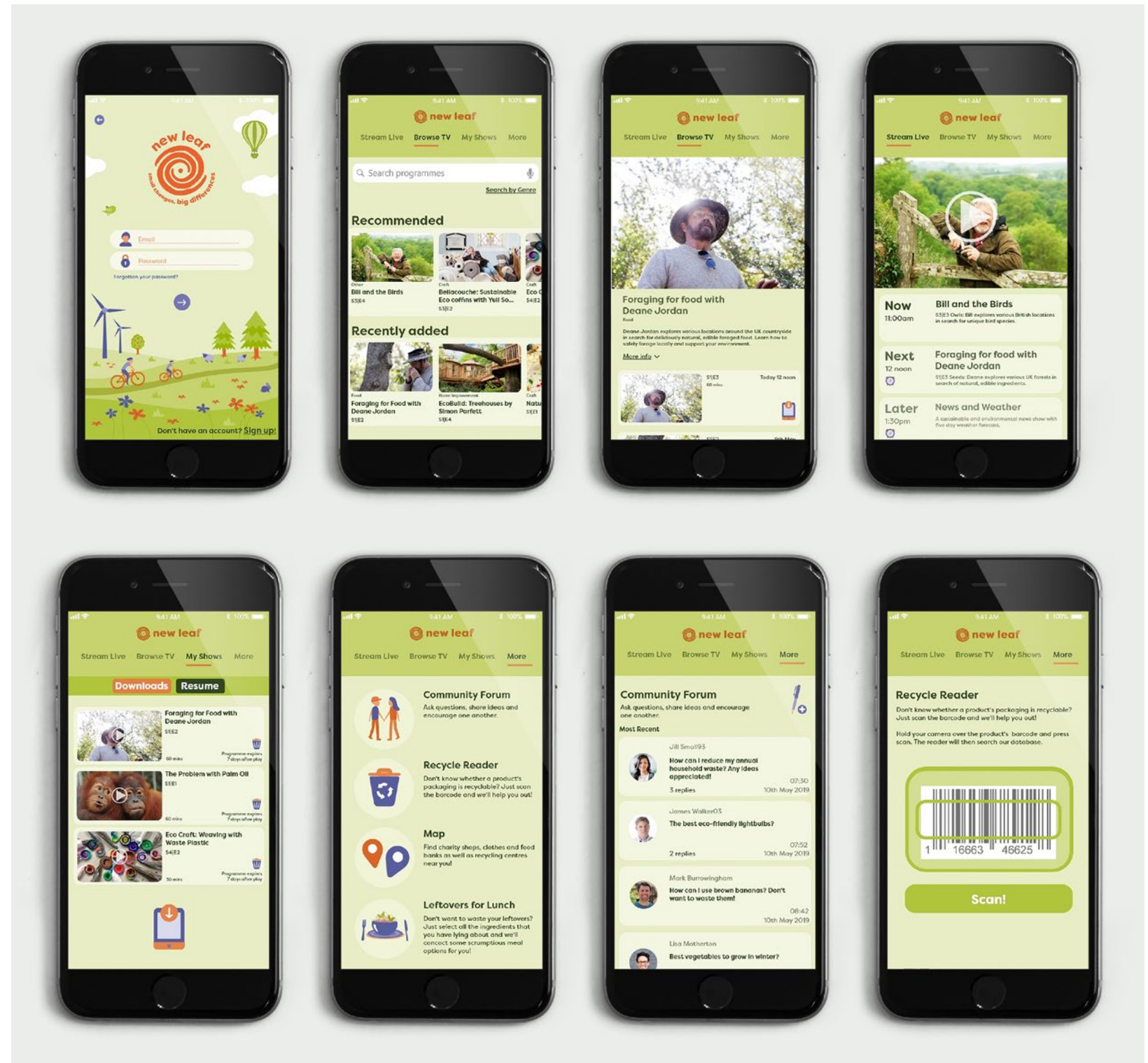
unlimited content • endless ideas • everlasting world

Watch the new sustainable lifestyle channel today and be inspired!
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Final Major Project: Internet Streaming TV

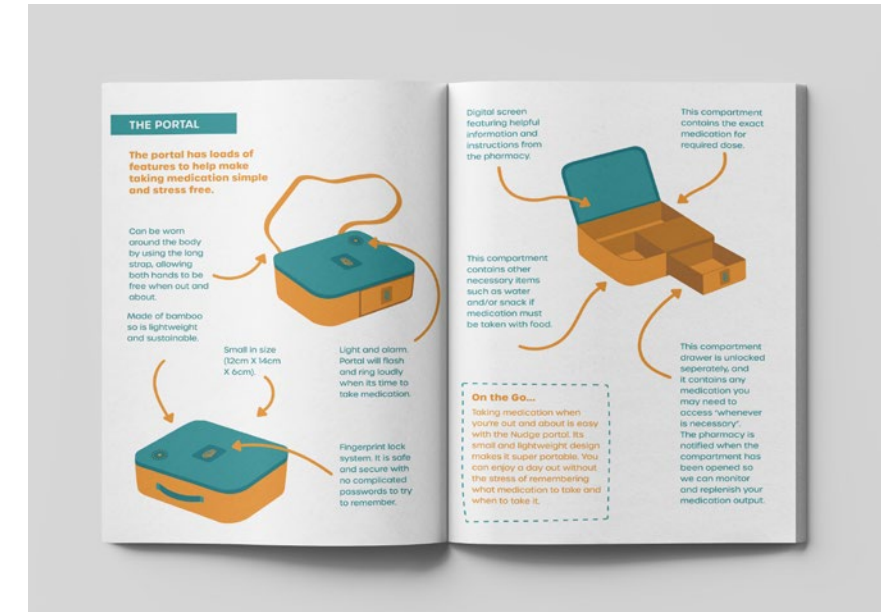
Platform app that allows users to stream the channel live, browse on demand programmes and download content to watch offline. The app also features useful 'tools' that help to make small sustainable changes easier.



The Future Brief, Today: Teleportation Technology

By harnessing the power of teleportation, the Nudge portal helps to make life simpler and easier for seniors who struggle to manage their medication every day. It provides them with their individual doses at the correct times, teleported directly from the pharmacy.

The Nudge information booklet will feature in GP surgeries, hospitals, chemists and pharmacies all around the UK. The booklet provides in depth information into the Nudge service and also includes how the customer can subscribe.



WE CAN HELP

Don't know if you would benefit from Nudge? Ask yourself...

- Do you sometimes forget to take your medication?
- Do you feel dependant on others to manage your medication needs?
- Do you find it difficult to collect your prescription from the pharmacy?
- Do you struggle to open your medicine packaging?
- Does taking your medication often confuse you?
- Do you sometimes worry that you've taken too much of your medication?
- Does managing your medication make you feel stressed and anxious?

If your answer is yes, then we can help!

Just a Note

To be eligible for Nudge, you must be aged 65 or over and you must take frequent prescription medication that has been prescribed by your doctor for health problems.

HOW TO APPLY

Contact Us!

If you would like to subscribe to Nudge, or would like more details, then please give our pharmacy a call. We are happy to help!

Tel. 01234 567890

YOUR MEDICATION. EXACTLY WHAT YOU NEED WHEN YOU NEED IT.

Find out more about how we make life simpler and easier for those who struggle to manage their medication.



**PEGGY NO LONGER
WORRIES ABOUT WHEN
TO TAKE HER MEDICATION**

So she can relax and enjoy life.

Want to be like Peggy?
Speak to your doctor
or local pharmacy
about 'Nudge'.



 Your medication
Exactly what you need - When you need it

**COLIN NO LONGER
STRUGGLES TO OPEN
HIS MEDICATION**

Now he can relax and enjoy life.

Want to be like Colin?
Speak to your doctor
or local pharmacy
about 'Nudge'.



 Your medication
Exactly what you need - When you need it

**CHARLES NO LONGER
WORRIES THAT HE HAS
TAKEN TOO MANY TABLETS**

Now he can relax and enjoy life.

Want to be like Charles?
Speak to your doctor
or local pharmacy
about 'Nudge'.




 Your medication
Exactly what you need - When you need it

**MARY NO LONGER
HAS TO REMEMBER TO
ORDER HER PRESCRIPTION**

Now she can relax and enjoy life.

Want to be like Mary?
Speak to your doctor
or local pharmacy
about 'Nudge'.



 Your medication
Exactly what you need - When you need it



The Future Brief, Today: Teleportation Technology

The portal features a digital screen on the inside lid. This allows the pharmacy to leave messages about the customers medication if necessary. It also allows the user to view their prescription and call the Nudge pharmacy if they have an immediate question or concern. It is simple in design to ensure it will not confuse the user, as many seniors find digital technology difficult.

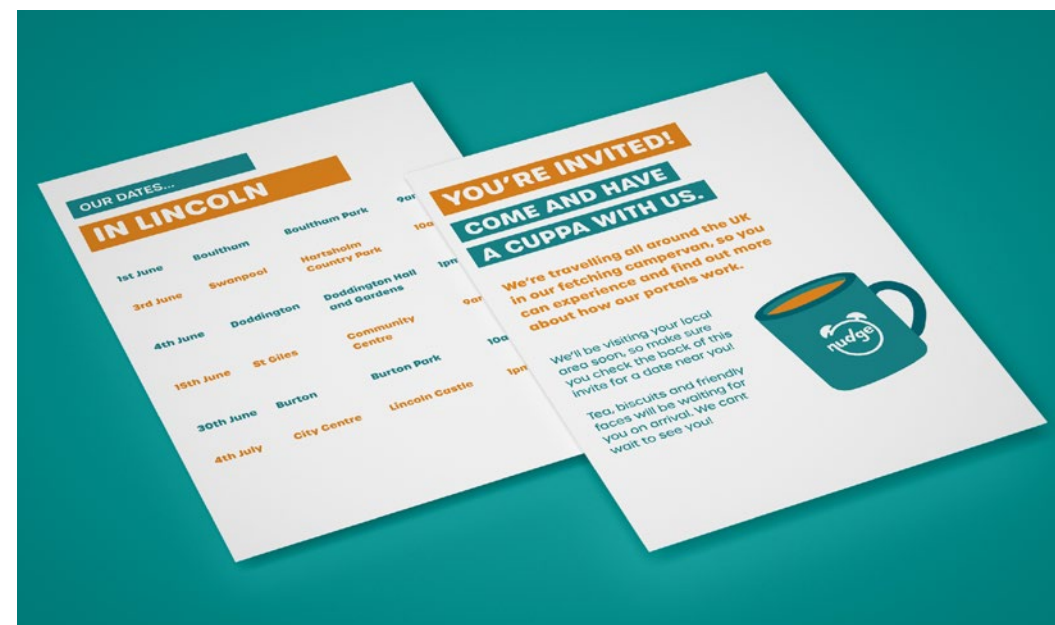


The image displays four digital screens arranged in a 2x2 grid, all set against a teal background. Each screen has a white background with orange and teal accents.

- Top Left Screen:** Titled "HELLO PEGGY" in orange. Below it, "YOUR 9:00am MEDICATION IS READY FOR YOU." is written in teal. A message box contains the text: "You have 1 new message. Hi Peggy, Just to let you know, the shape of your tablet has changed but it is exactly the same medication as before. Just wanted to reassure you. If you have any queries, feel free to get in touch. Thanks, Nudge Pharmacy." To the right of the message box are two teal buttons: "My Prescription" and "Contact Nudge".
- Top Right Screen:** Titled "YOUR PRESCRIPTION" in orange. Below it, "You have 3 current medications." is written in teal. Three medication items are listed, each in a white box with an orange border: "Hydroxychloroquine (125mg)", "Prochlorperazine (5mg)", and "Simvastatin (5mg)". To the right of each item is a teal "More Information" button. At the bottom right are two teal buttons: "Homepage" and "Contact Nudge".
- Bottom Left Screen:** Titled "YOUR PRESCRIPTION" in orange. Below it, "HYDROXYCHLOROQUINE (125mg)" is written in teal. The screen provides dosage information: "Dosage: 1 tablet to be taken once a day, in the morning. Taken with food and water." It also includes "What these tablets are used for?" (Reduce swelling, pain and joint stiffness.) and "Possible side effects" (Rash, nausea, headache. Report any visual problems to the doctor straight away). At the bottom right are two teal buttons: "Go Back" and "Contact Nudge".
- Bottom Right Screen:** Titled "CALLING NUDGE..." in orange. Below it, the text reads: "Your call is important to us. Please hold on and the next available pharmacist will answer your call." To the right is a large orange icon of a telephone handset with three curved lines above it representing a signal. At the bottom left is a teal button labeled "Cancel Call".

The Future Brief, Today: Teleportation Technology

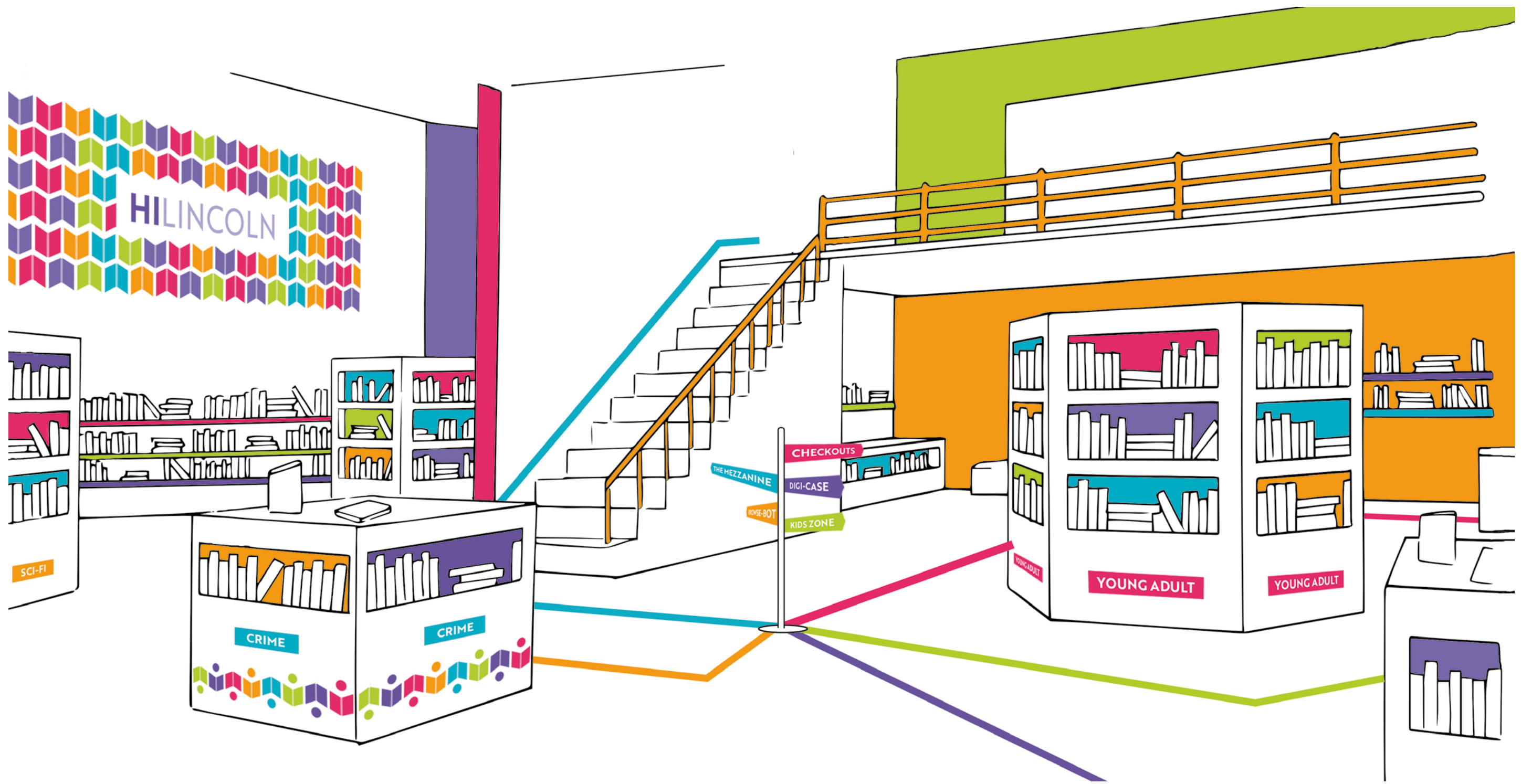
For the Nudge launch event, a campervan will tour around the UK explaining and teaching seniors all about the Nudge portal and service first hand. Seniors will be able to ask questions and find out more information together, whilst socialising over a cup of tea, helping to combat isolation and loneliness.



YCN Student Awards: Bookstore

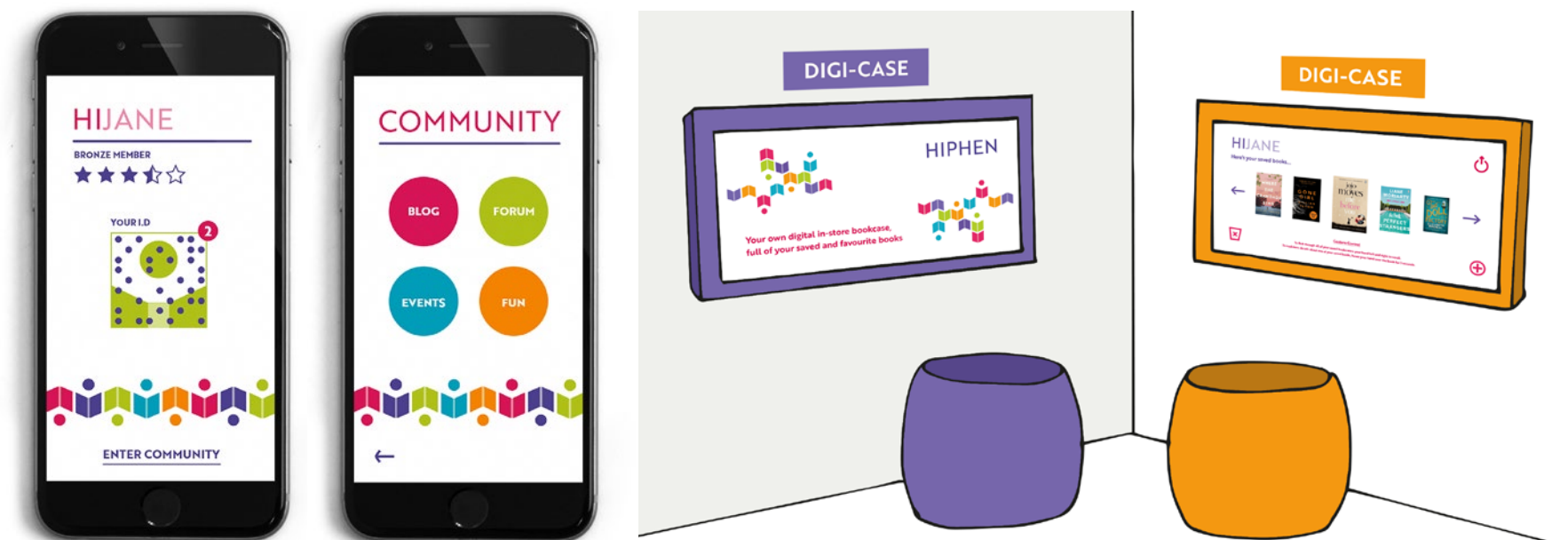
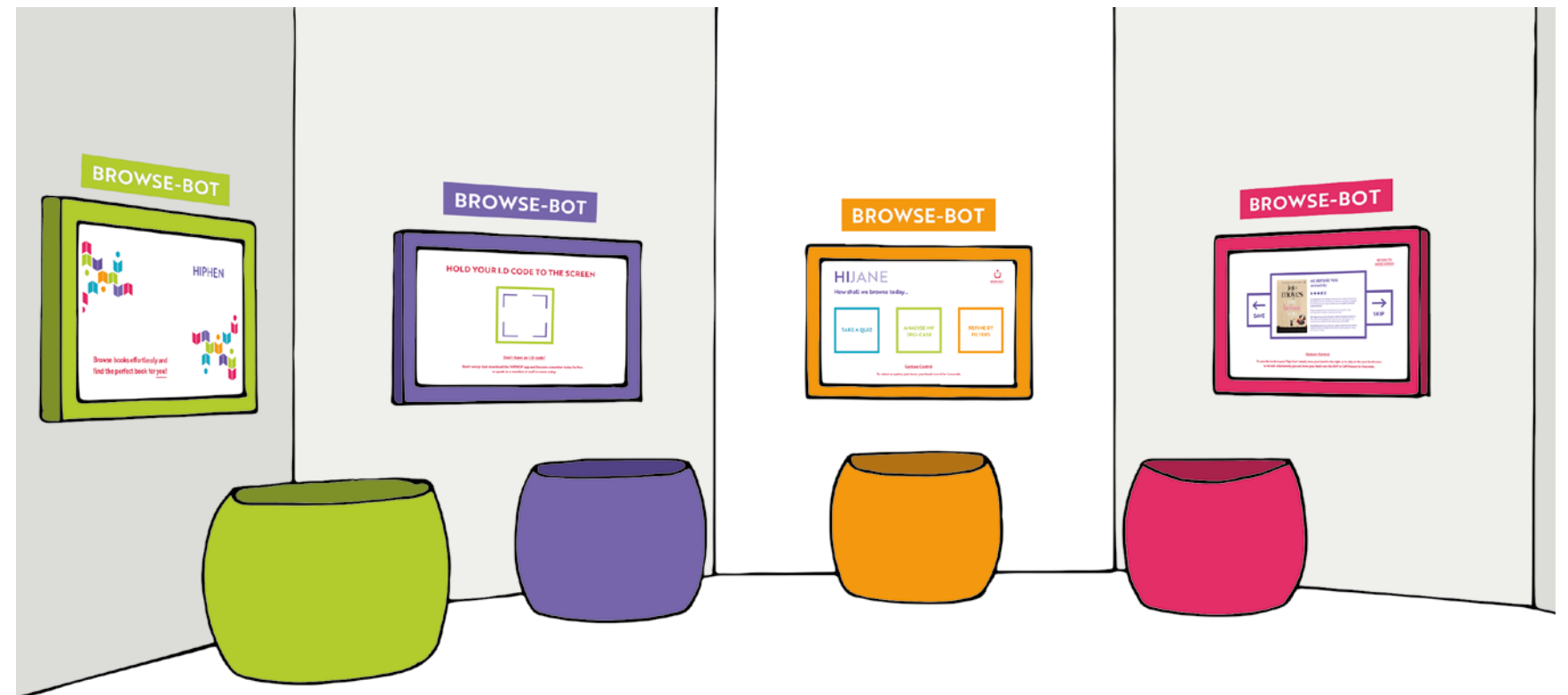
HIPHEN is a friendly, sociable and contemporary bookstore with a focus on community; where everyone is welcome and can feel like they belong. The logo represents a group of people reading together, demonstrating community as well as diversity through colour. The store name is inspired by the punctuation term hyphen (-) which is used in literature to join words together, and represents the store's aim of connecting books and people as well as the store's focus on blending the technological and physical world.





YCN Student Awards: HMV Bookstore

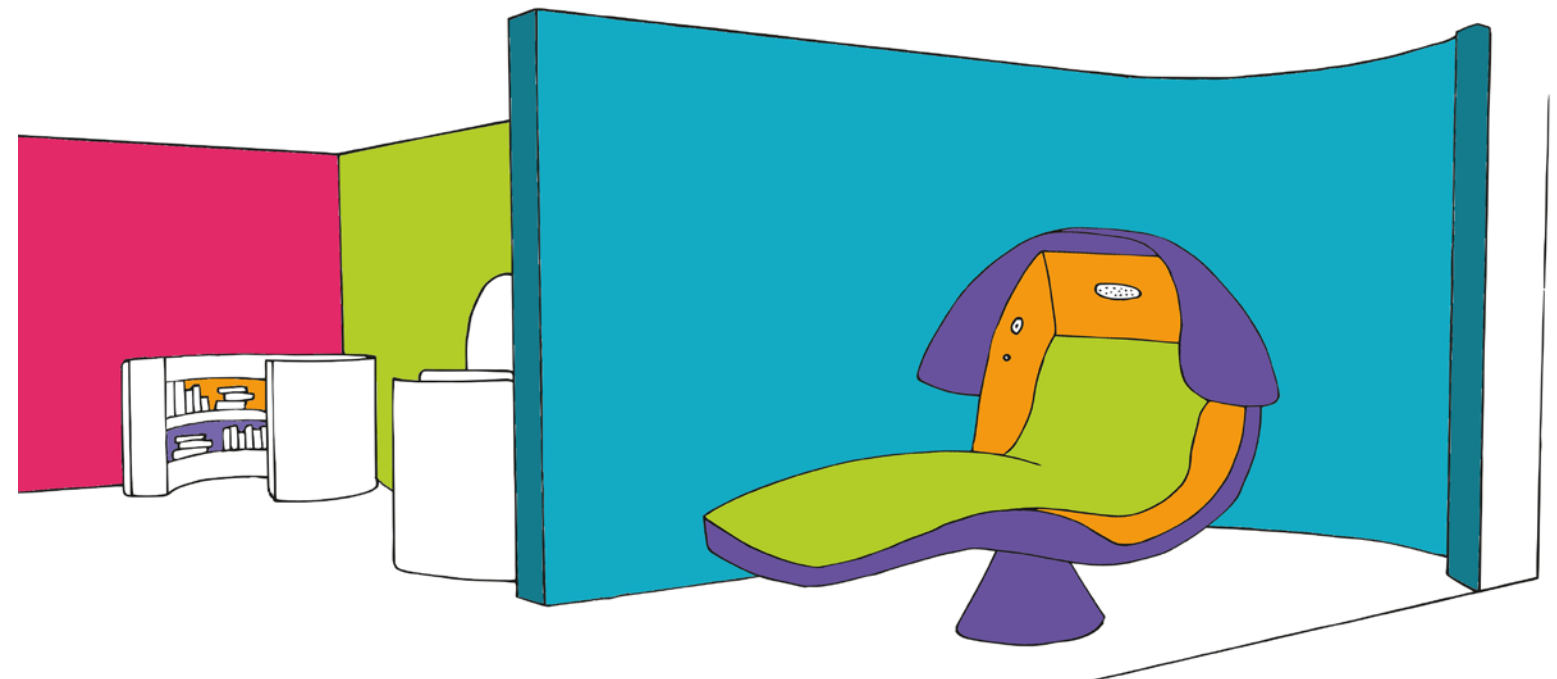
Consumers can download the 'HIPHEN' app and sign up to become a free member of their local store. When a consumer signs up to the app they are given a unique scannable I.D code. This can be used to earn rewards, as well as access digital features in-store. This includes the 'Browse Bot', a personalised digital browsing screen and the 'Digi Case', a digital bookshelf containing the member's saved favourites.



YCN Student Awards: HMV Bookstore

Magic Mirror: An interactive screen that turns children into various favourite book characters. Using a camera, the characters follow the movements of the child, copying their actions.

Sensory Story Pod: A child and their parent can experience a 5 minute audio story together whilst sensory elements interact around them, to enhance the storytelling and bonding experience.



Art of the Title: Opening Sequence

A collaboration with some fellow students to produce a short opening sequence for the film 'Holes'. We decided to alter the genre of the film, instead depicting it as a thriller, suitable for an older audience. The task involved script writing, storyboarding, filming and editing.

The opening sequence concentrates on the antagonist character 'Kissin Kate Barlow'. Kate is an outlaw, thief and murderer who kisses everyone that she kills.

View Opening Sequence in YouTube [here](#)



Final Major Project: Accessible Supermarket

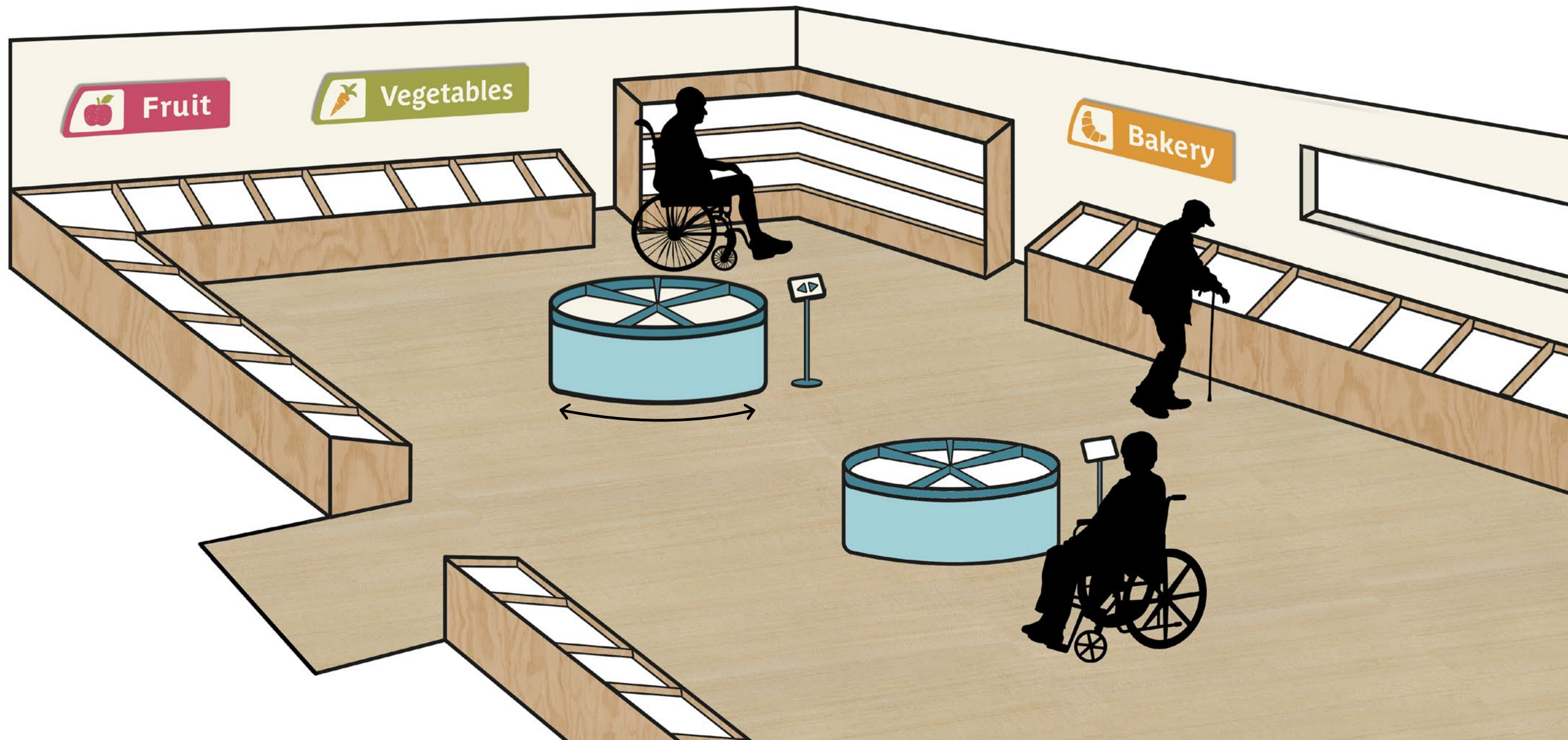
For seniors and those who have disabilities and impairments, shopping for groceries is often difficult. As a solution and inspired by my dissertation, I have developed a new accessible supermarket that is an extension of the 'Tesco' company. It will provide seniors and those with disabilities and impairments with an improved physical environment to shop for groceries in, and that effectively supports their needs.



Barrier-free food shopping

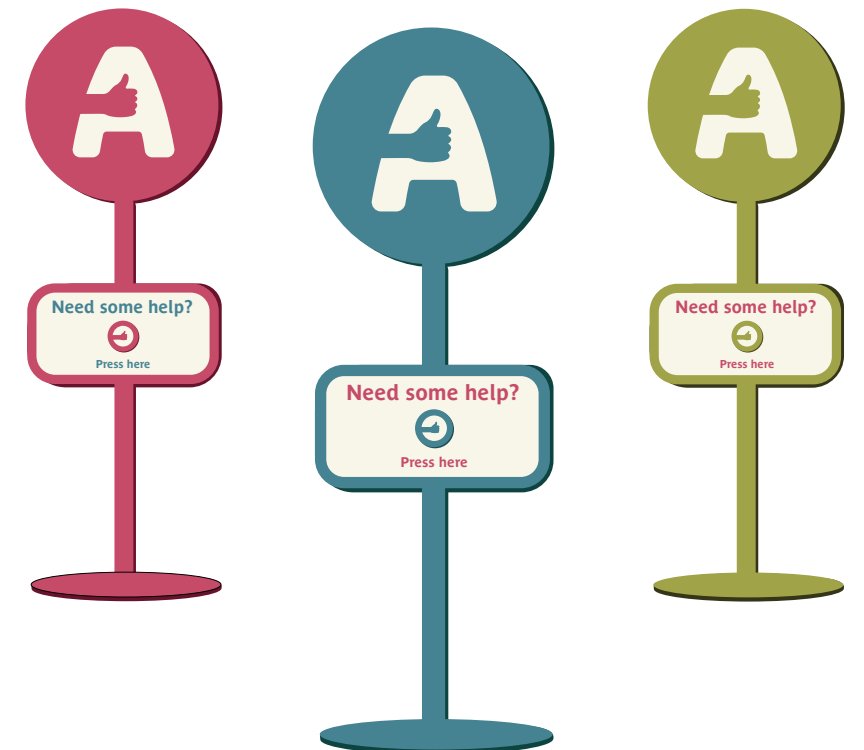
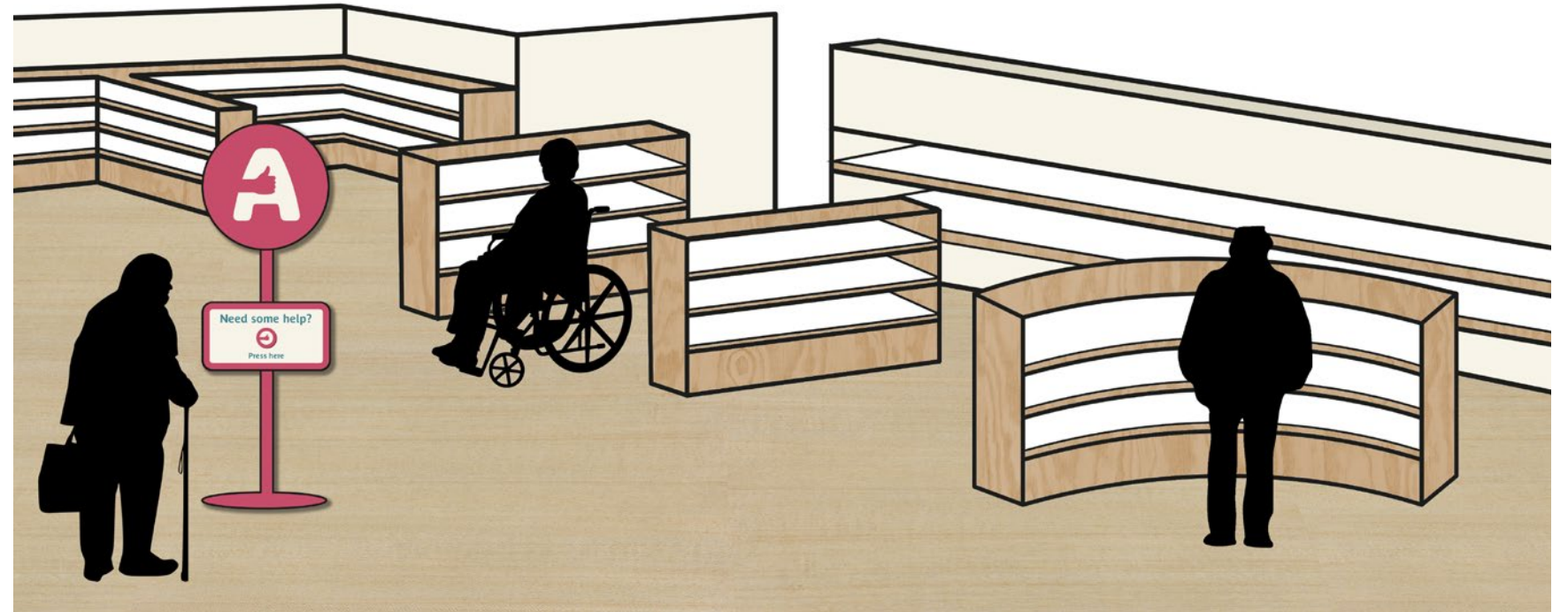


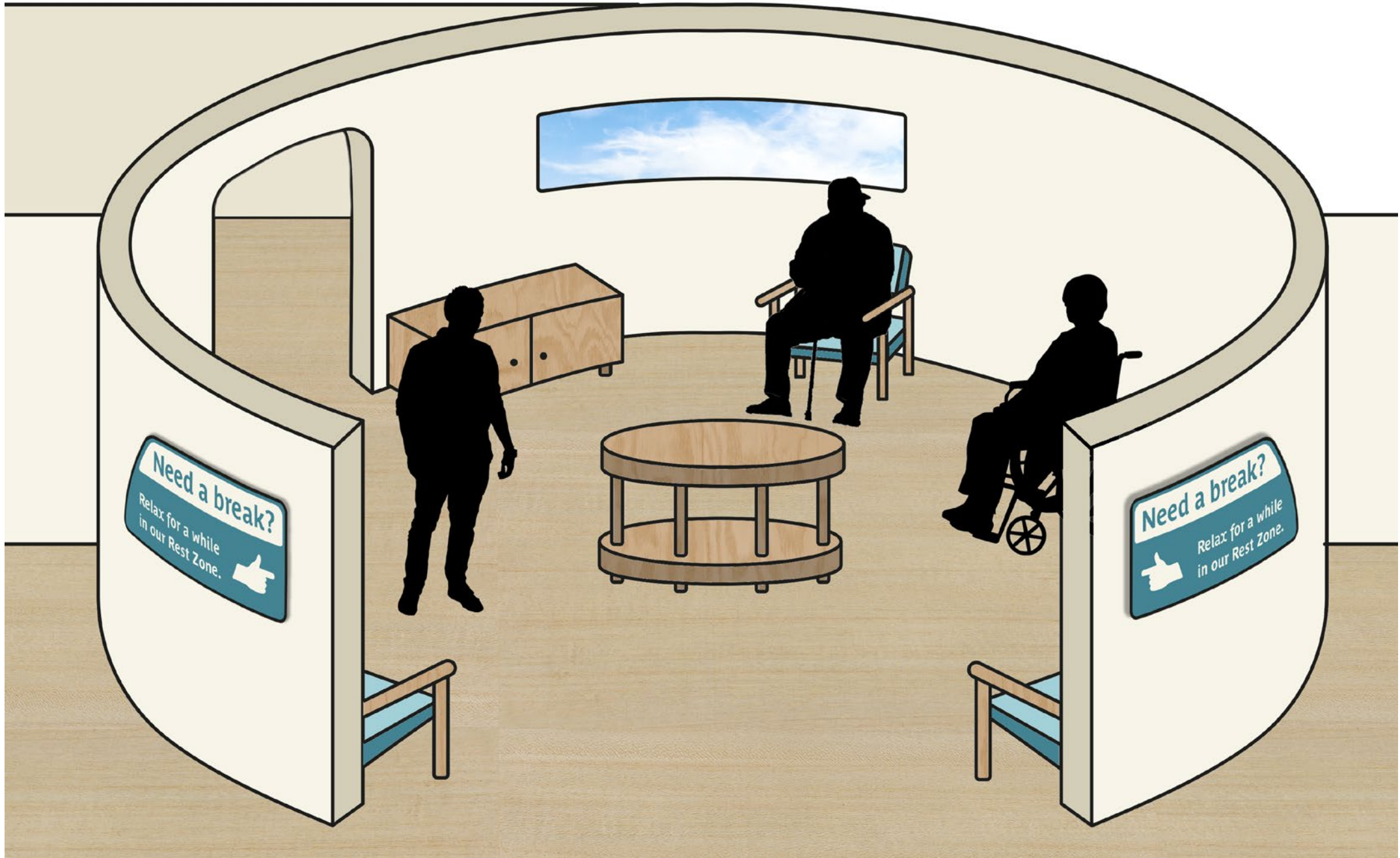




Final Major Project: Accessible Supermarket

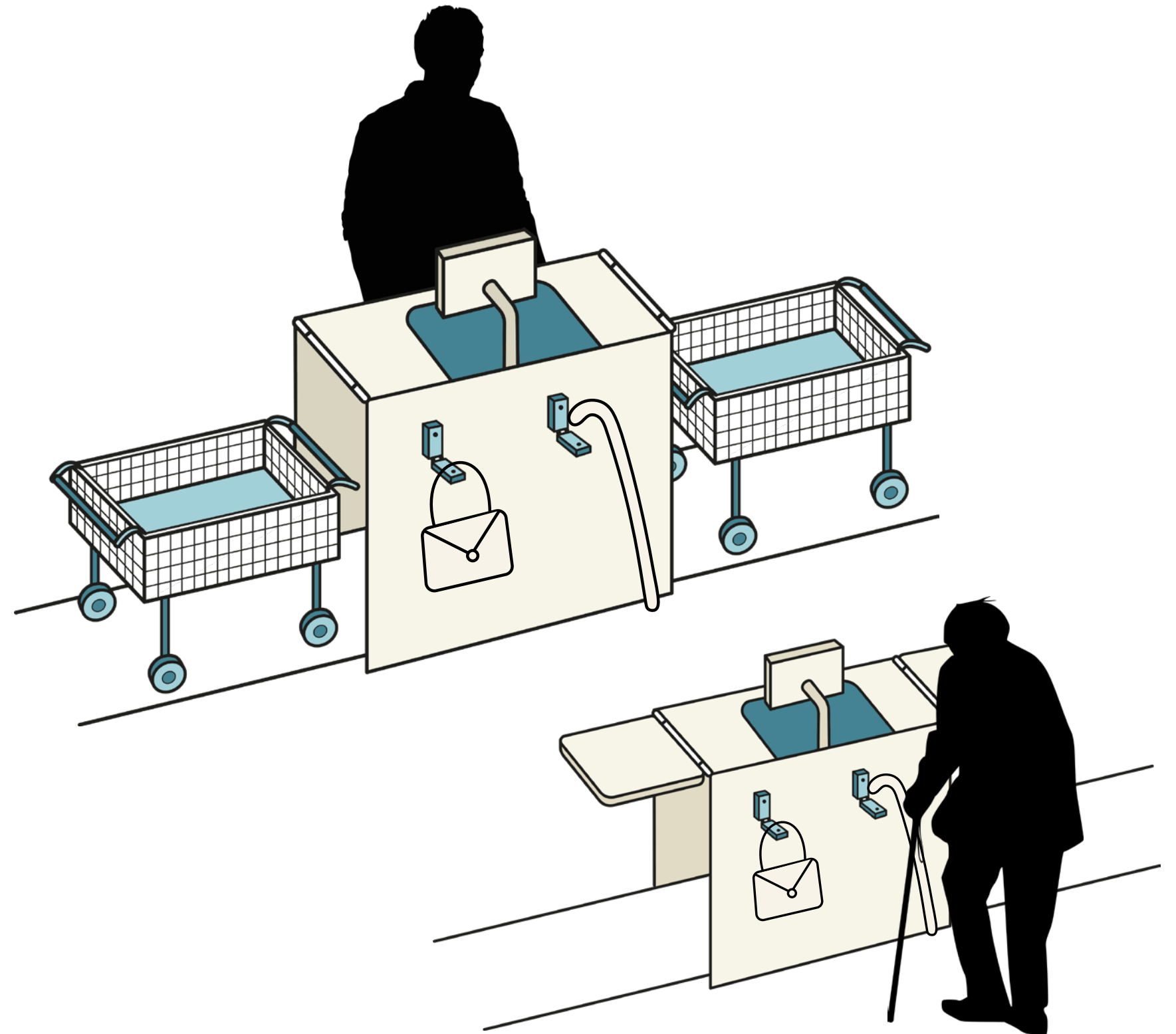
A lack of available staff members to ask for assistance can make supermarket shopping difficult for some less-abled people. Therefore, the new supermarket will feature a large number of staff members wearing vibrant t-shirts. Assistance signposts will also feature which customers can stand by and press a button to call staff over to help them.





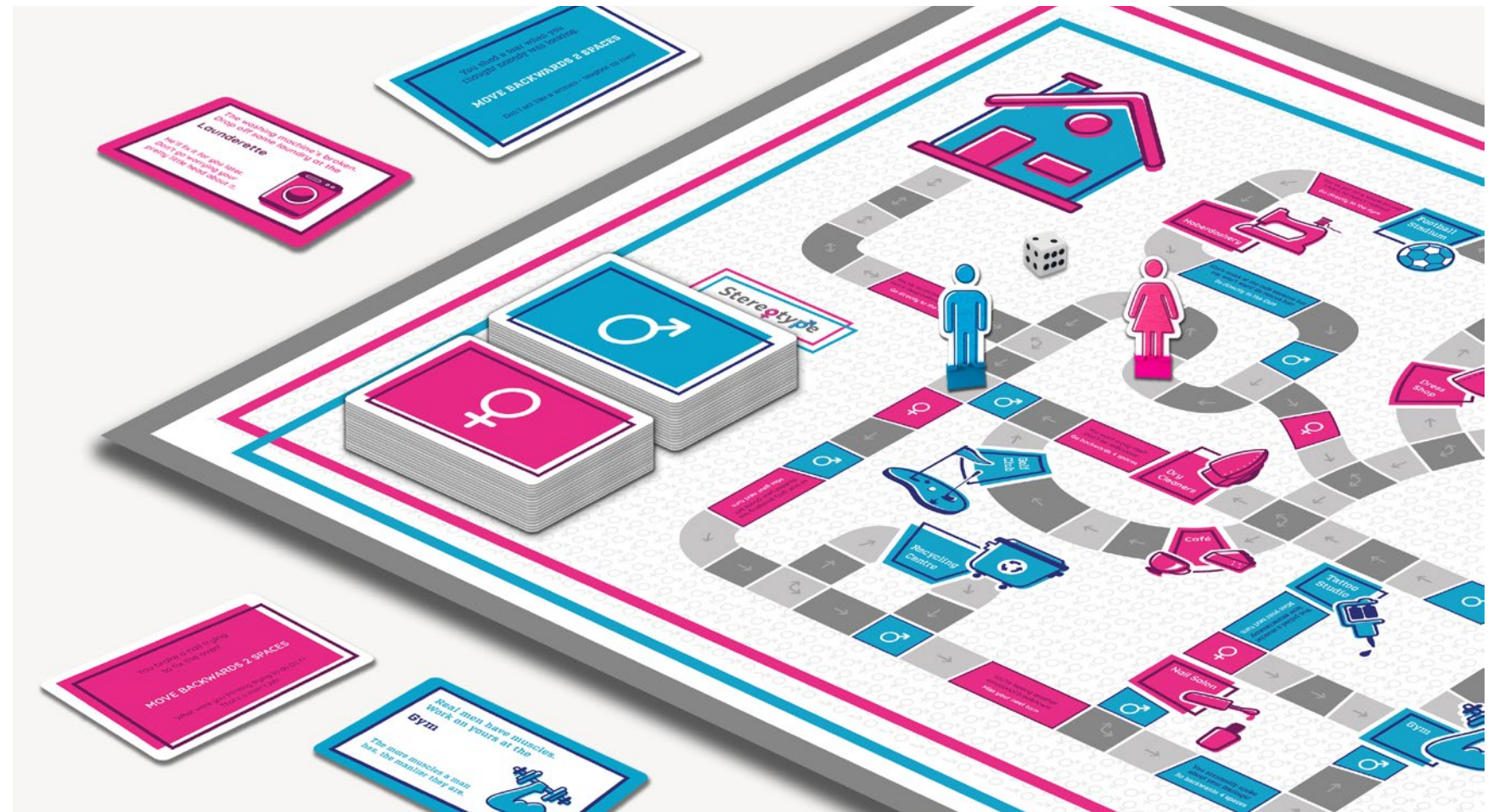
Final Major Project: Accessible Supermarket

I have designed an alternative checkout which increases convenience and reduces the physical effort required by the customer. The trolley is placed on a conveyor belt and the cashier scans their items and places them into a second trolley on the opposite side. The new checkout can easily turn into a regular version by opening out two side panels which are stored underneath the desk. The new trolley can be pushed from both sides making it much easier to manoeuvre.



Utopian Tales: 'Stereotype' Board Game

A satirical, tongue in cheek board game that features a variety of 'traditional' gender stereotypes. It aims to spark debate among players and spread awareness of gender stereotypes to ultimately help break them down and combat sexism.




Have a couple of beers with the lads at the **Local Pub**



Just don't get drunk and start a fight...again.

Its tiring as a housewife. Time to de-stress at a **Yoga Class**



"But what do you actually do all day?"

There's a party tonight! Time for a new trim at the **Barber Shop**



You've got to look your best if you want to impress the ladies, eh.

You found another wrinkle! Get an urgent appointment at the **Beauty Spa**



Hopefully he will still find you attractive!

Attend a match with the lads at the **Football Stadium**



Finally, a morning free from her constant nagging... and with others who actually understand the offside rule.

Don't forget, its your day to help out at the local **Nursery**



If only men were as nurturing as women...

Time to fix the dishwasher. Buy some tools from the **D.I.Y Store**



What would women do without men fixing things for them!

Meet the girls for a gossip and lunch in the local **Café**



Only a side salad for you. You're on another fad diet again, remember?

Today's the day! Queue up for the latest release at the **Video Game Store**



Boys never forget important dates... When's her birthday again?

He lost a button on his favourite shirt! Go to the **Haberdashery**



Well, only women know how to sew!

She needs you to fill her car up at the **Petrol Station**



Last time she did it she spilt petrol all over her shoes...

Oh no! You broke a nail! Quickly, go to the **Nail Salon**



Three hours crying about it was perhaps a bit dramatic

Support and feed your family by going to **Work**




Well you are the sole breadwinner aren't you?

A woman should always look her best. Get your hair done at the **Hair Salon**



Will he notice and offer a compliment? Probably not...

Real men have muscles. Work on yours at the **Gym**




The more muscles a man has, the manlier they are.

The washing machine's broken. Drop off some laundry at the **Launderette**



He'll fix it for you later. Don't go worrying your pretty little head about it.

Time to get her car's spark plug replaced at the **Garage**



She probably thinks a 'spark plug' is a brand of perfume.

Time to do the food shop again! Go to the **Supermarket**



Well it is a woman's job to do the cooking isn't it?


She's having a spring clean. Take the rubbish to the **Recycling Centre**



How heavy are these bags! This is definitely not a job for a woman!

Stereotype

She wants you to give her a golfing lesson at your **Golf Club**



Obviously she will be rubbish. Women are just too weak for sport.

Treat yourself to another new outfit from the **Dress Shop**



Women. They're rubbish at sport, but great at shopping!

Time to enhance your masculinity, go to the **Tattoo Studio**



Just remember... Men don't cry!

Pick your daughter up after her ballet lesson. Go to the **School**



She also wanted to do karate, but she was told that it's for boys.

Stereotype

You reversed your car into the neighbour's tree!

MOVE BACKWARDS 2 SPACES

Why is there a mirror in the car if it's not for checking your makeup?

Penelope, Poppy, Patricia?
It took you twelve attempts to get your daughter's name right.

MOVE BACKWARDS 2 SPACES

At least you can remember that your secretary is called Jill!

You found a spider hidden in the laundry and your screaming startled the neighbours!

MOVE BACKWARDS 2 SPACES

If only women were as brave as men!
At least you didn't faint this time...

Well done! You managed to use the washing machine without any female assistance!

MOVE FORWARDS 2 SPACES

But it's a good job that girls love the colour pink...



You built the flatpack table she wanted and you didn't even need the instructions!

MOVE FORWARDS 2 SPACES

You only hammered your fingers five times... but she doesn't need to know that.

Your new dress does wonders for your figure!

MOVE FORWARDS 2 SPACES

Who cares if you can't breathe?
He will be ever so pleased!

You burnt a hole in your shirt trying to iron it, and now you're late for work!

MOVE BACKWARDS 2 SPACES

What were you thinking trying to be domestic!
That's a woman's job!

You found another grey hair!
But at least you only cried for two hours this time!

MOVE FORWARDS 2 SPACES

Women are so overemotional... it's a good job that men are so calm and collected!



Wow! You actually made it on time to a party for once!

MOVE FORWARDS 2 SPACES

It only took you five hours to get ready this time!

You shed a tear when you thought nobody was looking.

MOVE BACKWARDS 2 SPACES

Don't act like a woman - toughen up man!

You broke a nail trying to fix the oven!

MOVE BACKWARDS 2 SPACES

What were you thinking trying to do DIY?
That's a man's job!

Your team won the darts match!
You've been boasting about it for over an hour!

MOVE FORWARDS 2 SPACES

You were at an unfair advantage though... the other team were all women!

You just remembered it's her birthday!
Luckily you buy some flowers on your way home from work!

MOVE FORWARDS 2 SPACES

She doesn't need to know they were reduced from the petrol station.

You managed to drive all the way to the supermarket without getting lost this time!

MOVE FORWARDS 2 SPACES

After getting directions from him again of course...

You struggled to open the jar of marmalade this morning.
How embarrassing!

MOVE BACKWARDS 2 SPACES

Isn't men supposed to be strong? Grow some muscles man, you're as limp as a woman!

He scratched his hand rubbing your unshaven leg - the poor man!

MOVE BACKWARDS 2 SPACES

How did you forget to shave today?
How repulsive!

It's tiring cooking and cleaning all day (everyday) but at least the house is sparkling!

MOVE FORWARDS 2 SPACES

He probably won't even notice... or bother to take his dirty shoes off at the door.

It was your turn to cook tonight but she wasn't impressed...

MOVE BACKWARDS 2 SPACES

Fancy food is hard to make when you only know how to use the microwave

You say you want to be a pilot?
But that's a man's job!

MOVE BACKWARDS 2 SPACES

Don't worry darling, you can be a stewardess instead.

You smiled and flexed your muscles as you moved a heavy box, refusing her help of course.

MOVE FORWARDS 2 SPACES

Silently in pain, you showcased your attractive manliness.



Jessica Quinn

Student Designer

Education

University of Lincoln

BA (Hons) Graphic Design
Sept 2017–Present
(Currently First)

New College Stamford

Foundation Diploma in Art and Design
Sept 2016–July 2017
(Merit)

Arthur Mellows Village College

Sept 2014– July 2016

A2 Level:

Product Design	A*
English	B
Art and Design	B

AS Level:

ICT	Dist *
EPQ	A

GCSE

Sept 2009 – July 2014
9 GCSE's (Grades A*– B)
Including English, Maths & Science)

Experience

Clarks Footwear | 2017

Working as part of a team and independently, I developed my confidence and communication skills. Providing one-to-one assistance for customers and delivering a high level of service. I also developed my ability to work under pressure, especially during busy sales periods. Organisation, patience and a cheerful attitude were key. I am self-motivated and determined in all that I do.

Work Experience (Graphic Design) | 2019

During the summer break I spent time with a local graphic design company where I experienced working within the design industry and studio environment. I took part in a client meeting/briefing and helped to create editorial spreads and covers. This experience enabled me to gain additional knowledge and confidence in design software and confirmed my passion for design as a future career.

Software Proficiency

I am confident using computer technology and the Adobe Creative Suite including Indesign, Illustrator, Photoshop, Adobe XD and Premier Pro. I am always eager to learn new programmes and continue developing my knowledge and skills.

References

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