

Joseph Geraghty.

Creative PDF Portfolio

A designer who uses bold and emotive choices to express
a project's message and values.



Project type: Campaign and Branding

Brief: Teleportation

The prompt was to create a product based on teleportation and create a campaign that could directly connect to the target audience.



FOR MUMS WHO
DON'T GIVE A PICKLE!



From teleportation, inspiration came from eating habits and looking into how diet pills are increasingly popularised. Creating a new pill that lets you teleport anything you eat outside of your body for an hour.

Not wanting to promote an unhealthy lifestyle, I found that pregnant women could benefit from this product due to uncertainty of what they can eat while pregnant. The medicinal and playful design is based off the idea of children drawing on walls and creates a clear message.



Project type: Campaign

Brief: The Green Party

The task was to create a new campaign for the green party to create more interest and get more votes in the next election.



Looking into values that the Green Party Possess they feature a lot about community and rights for all, using this I created a campaign called Not Just Green. This creates a strong message to the public and paired with imagery of green's logo being in different colours it...

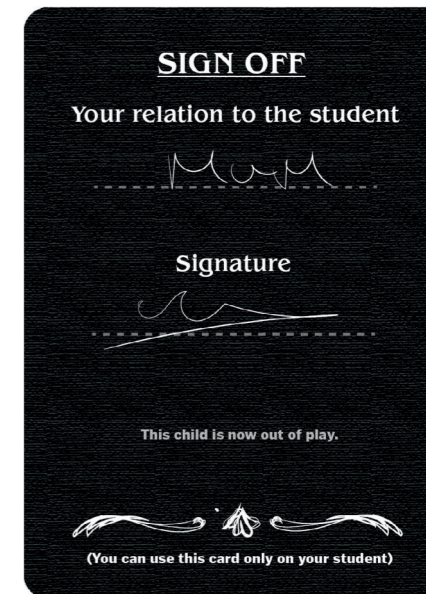
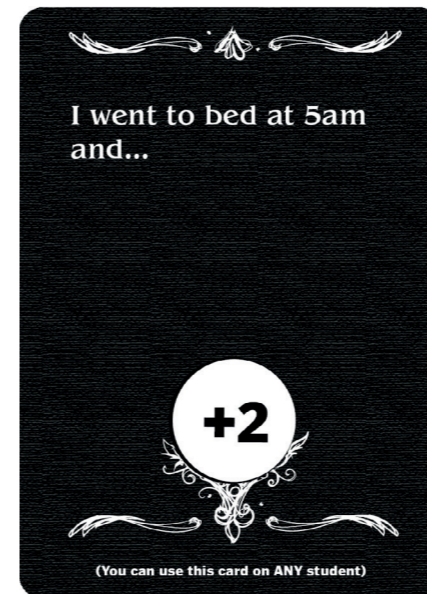
should cause a lot of press and get attention as a advertising stunt. This campaign includes political bus campaigns, badges to create loyalty, posters to inform and finally an App to get our message to the younger generations looking to inform themselves.

BABERLABABB!

Project type: Game Design

Brief: Utopian Tales

The prompt was to create a product based on the Utopian tale Baberlababb percifically focusing on type and design and the merging of the two.



BABERLABABBI!

Taking inspiration from the story, it was a dark and moral filled tale that showed the importance of not lying. The game is based on the headteacher shown in the story and is about students creating lies to get into class.

It needed to feel dark but yet presentable to kids as it is a game, looking very much at Roald Dahl and Tim Burton I chose a dated mark making technique to draw the illustrations by hand.

Education:

University of Lincoln:
BA (Hons) Graphic Design
September 2017 - May 2020

Qualification:
BA (Hons) Graphic Design

Stantonbury Campus
GCSE's
September 2010 - June 2015

Qualifications:
11 GCSE's, grades A-C (including
Maths, English and Science.)

A-level Art
MEDIA (double award)
AS-Level Music Technology

Skills:

Graphic design:

Brand design, Campaign and Marketing design,
Print design, App and Video production.

Software:

Proficient in the Adobe suite:

- Illustrator
- Indesign
- Photoshop
- XD
- Premier Pro
- After Effects

Employment:

I have been in employment since
2015 showing I'm capable of juggling
many responsibilities and the ability
to time manage.

Spar – Lincoln Brayford Wharf 2018-Current
I'm currently in a permanent position at Spar, I
have been told on several occasions about my great
customer care and I believe I have a lot of experience
with interacting with the customers to an exceptional
level. This job has taught me to manage time well and
multitask between replenishing shelves and customer
service.

Graphic design experience:

Work Experience - 1085 Design - June - September 2017
I wanted to get as much experience in the advertising
industry as possible, I found an advertising freelancer
who agreed to show me how he runs his business and
because he was a new company he was pleased to get
the experience as well. I worked with him discussing
ideas, criticizing and learning tips and tricks of the
advertising world. Although being only a short period of
time, I learnt a lot of knowledge and confirmed that I still
have an interest in advertising.

Address:

1085 Design, Bradwell, Milton Keynes, MK13 9EH
STUDIO@1085DESIGN.COM

Reason for leaving: started university

Work Experience - Visual identity - 2014

When I was working with visual identity, it was mostly
computer-aided tasks such as designing and I got used
to the technology they used rather quickly.

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