

# MEGAN WEAL

## PORTFOLIO



GRAPHIC DESIGNER  
UNIVERSITY OF LINCOLN  
2020 DESIGN GRADUATE

# SUMMER STATIONERY

## Illustrations



This brief was to create a series of cards and notebooks for a Spring Summer range. I wanted to try a simple and bold illustration style that was both striking and simplistic. I think it's a very feminine design that many high end retailers would love, with a carefully considered muted colour palette and bold San serif typeface.

These illustrations worked well across the diary designs as well as the simple greeting cards too. The colour palette is something that could then be worked to create a range of pens or Writing Books that would fit well with the current collection.

# OLIVER BONAS x FEDRIGONI

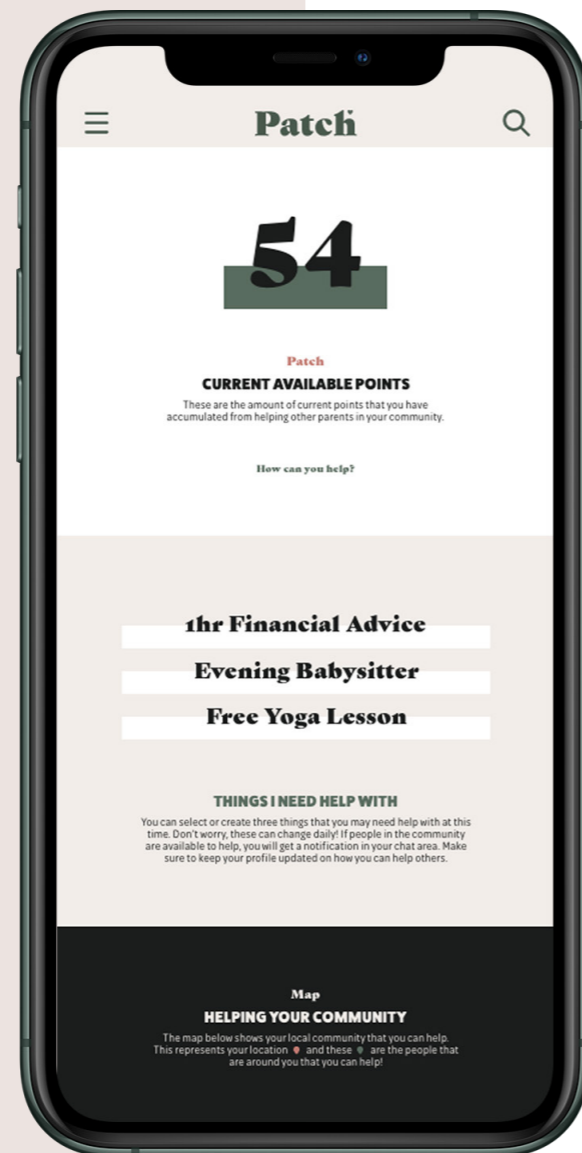
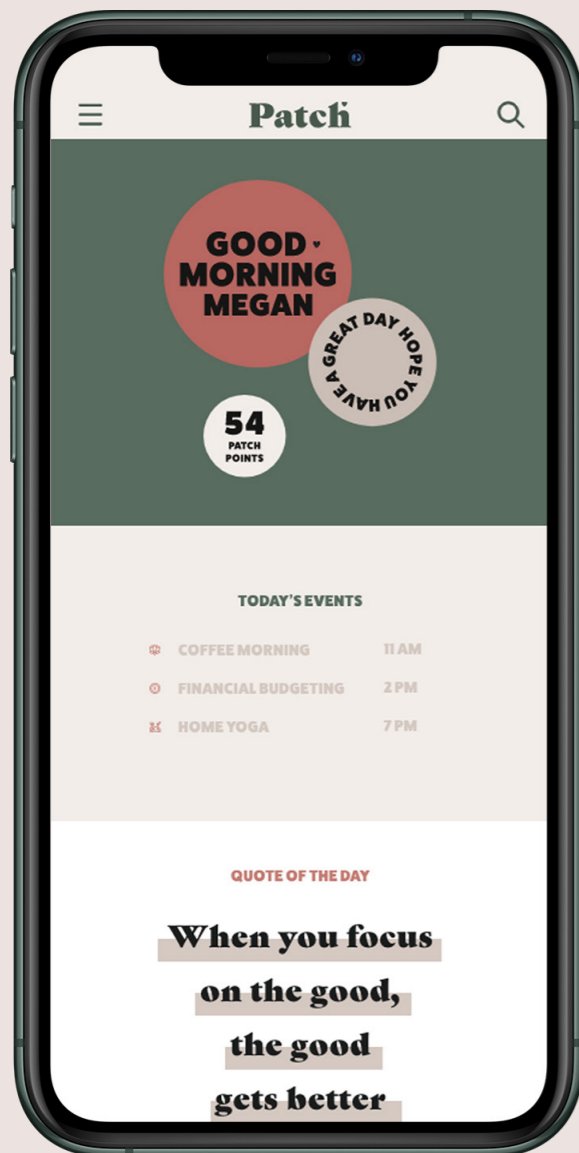
## SS20 Candle Packaging



This YCN brief was to create packaging for a series of four candles in the Oliver Bonas SS20 collection. This new collection is in partnership with Fedrigoni paper; they've wanted to create packaging that reflects *what mother earth has to offer* and is focused around the idea of Tierra, it also needs to showcase the beauty and potential of the paperstock. I chose to base my collection around a warm summer's evening focusing on the shadows. I used a paper cut technique to showcase the woodstock paper and by layering the designs I have created shadows that appear on the vessel inside. I wanted to use a muted colour palette and pair the intricate side panels with a simple sample of text.

# UTOPIAN TALES BRIEF

## Patch



This brief was inspired by a classic Utopian Tale 'The Patched Trousers'. The story presented ideas of a hard working single parent and also the theme of community and togetherness. I developed a brand called Patch that aims to help rebuild the lives of single parents who may be struggling and bring similar families together as a community.

I created an app that allows you to talk, share advice and connect with similar families; with the 'exchange' feature allowing families to work together and gain points by helping others out. You can then in return use your points to claim back help from the community, whether its an hours babysitting or just a friendly chat with another adult in your area.

# TYPOGRAPHIC QUOTES

## Instagram

During this very uncertain times, on my instagram I have liked to post Daily motivational Quotes. These are a fun way for me to explore typography and also a very positive and uplifting way to spend my time. These have been something that I've enjoyed creating as typographic work is one of my favourite areas to experiment with.

I am continuing to create these during lock-down and have been a lovely thing to print into small cards to send to family and friends.



# FUTURE TECH- ELMWOOD BRIEF

## Abelia Bloom



This brief was to create a technology that would help people by adapting their senses. I chose to focus my product on pregnant women, and create a technology that helps them with the cravings and symptoms that come along with it. It is called Abelia Bloom, which means to breathe and blossom, which reflects the ethos of the brand taking away some of the negative experiences that women have to focus on during their pregnancy journey.

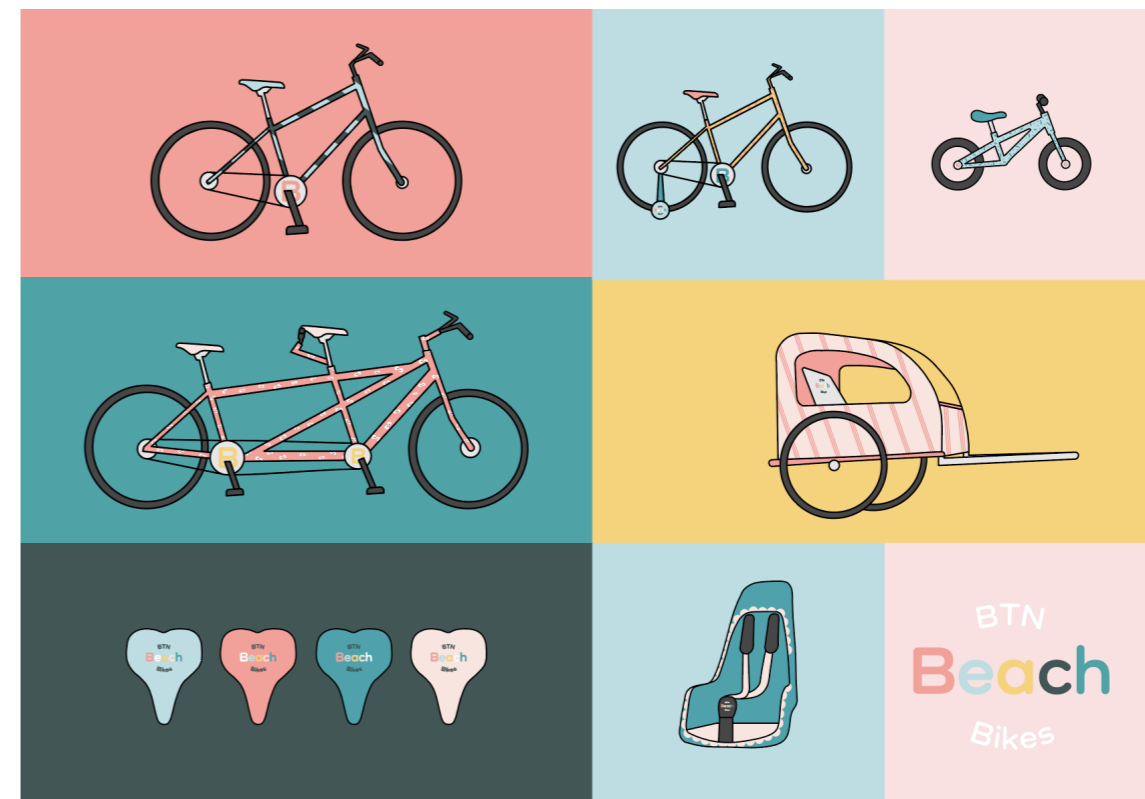
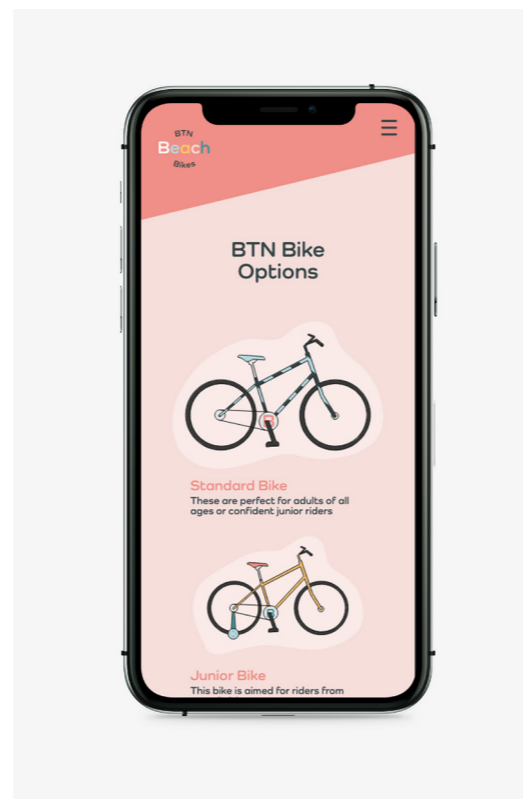
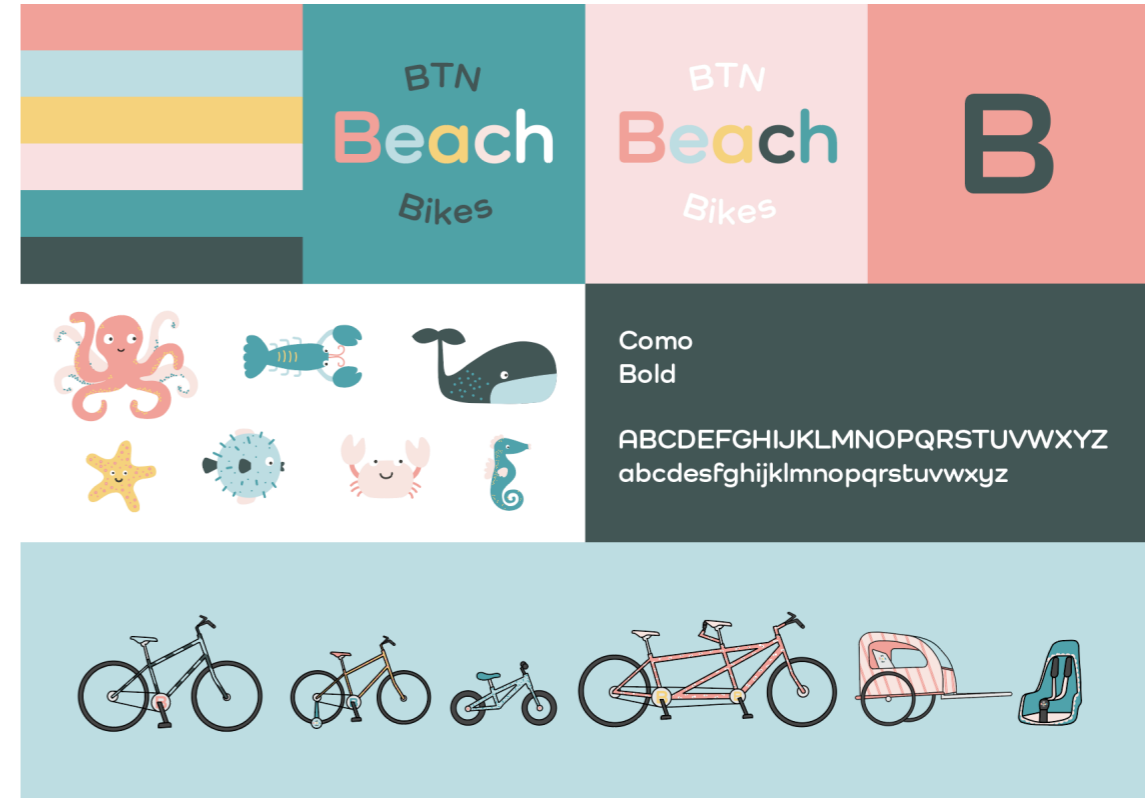
I have created a subscription service that women receive every trimester; this box contains a small capsule that holds the wireless controlled digestible tech and also a selection of goodies to help the mummy's to relax and enjoy the experience.

# BTN BEACH BIKES

## Vbat Brief

Within this Brief set by D&AD; we were asked to reinvent either a new or existing bike scheme. I chose to look into my home town, Brighton's, scheme and create a sub brand called BTN Beach Bikes. This is a brand that focuses on Families and other groups of people coming to Brighton for a day at the beach. I wanted to make the experience inclusive for everyone and expand the bike sections that are available to hire.

The Branding for BTN features bright vibrant colours, a bold, rounded version of their signature type face, Como and a series of illustrated sea creatures aimed for children and young families that want to use the scheme.

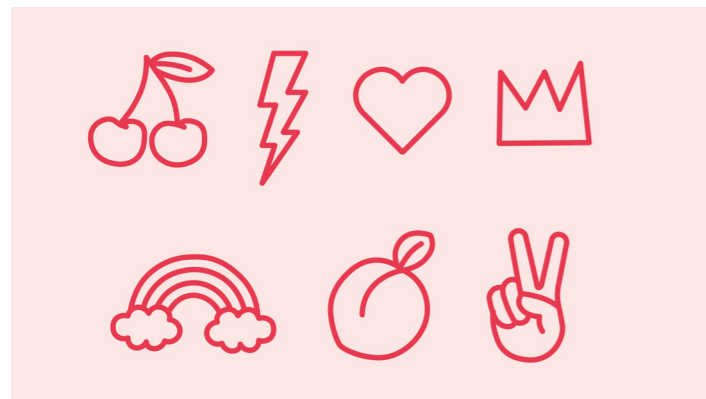


# CURRENT BRIEF – YCN

## UK Greetings

This brief is a YCN Brief for UK Greetings, that involves creating a selection of Greetings cards, and Gift wrap for a new range to be released this Summer. I wanted to create a design that had a small icon/sticker concept, this is a visual style that I really enjoy and would also be offering something very different to what they currently sell.

I think this design would commercially work really well with current trends and I also really enjoyed creating it myself. The very simple two toned palette is effective and will ensure the range stands out in the upcoming summer release.



**BIRTHDAY  
BABE**

Megan Weal

**YOU ARE  
amazing**

Megan Weal





# CHILDREN'S BOOK

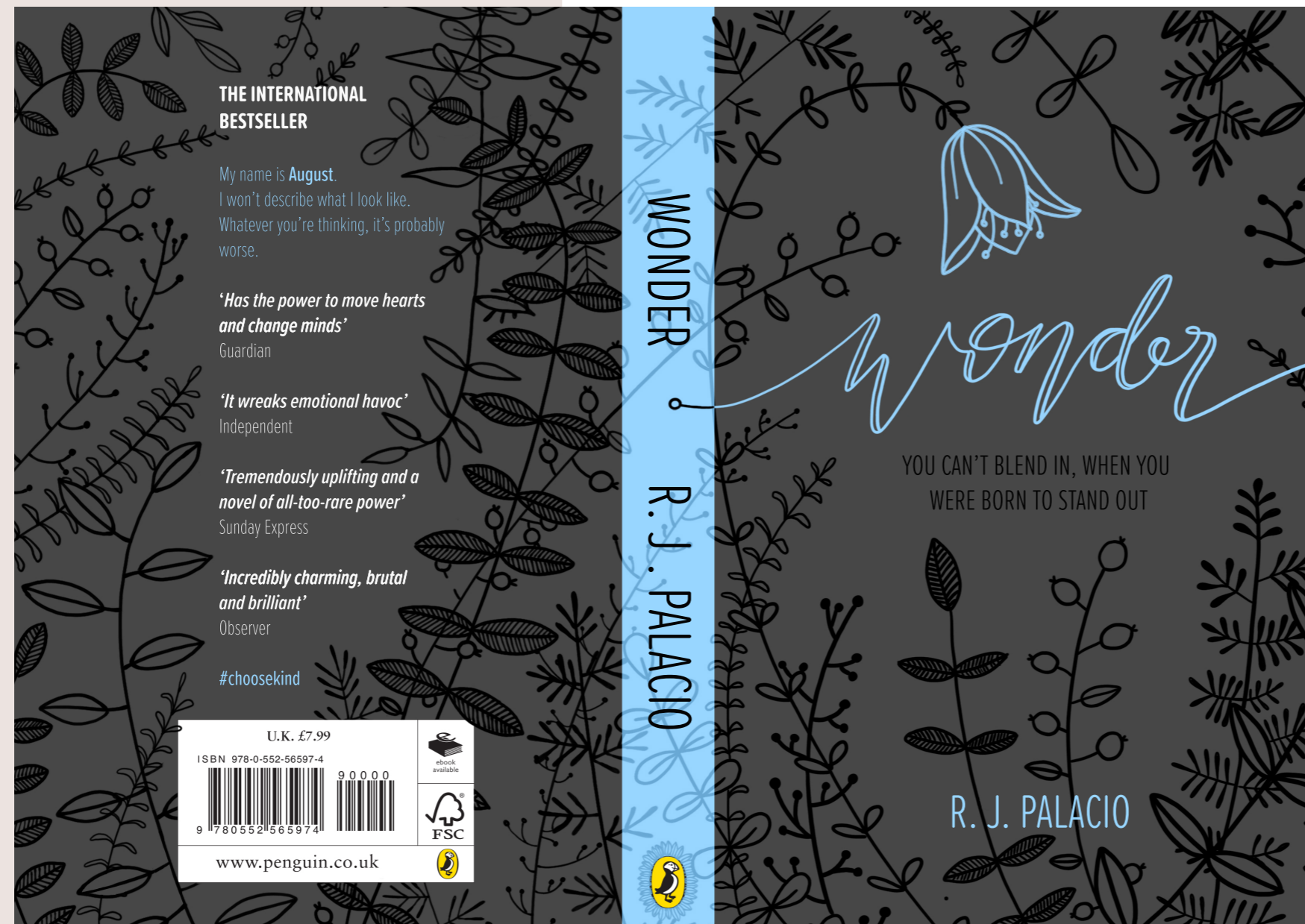
## Vitiligo

This project is my latest one, it was based on the idea of loss and I focused my research on the skin condition Vitiligo – the loss of pigment. After speaking to many people who suffer with the condition, they explained how they really needed more awareness at a much younger age. I therefore decided to create a children's book to highlight the importance of accepting people who are different and how your actions can really affect one another.



# BOOK COVER DESIGN

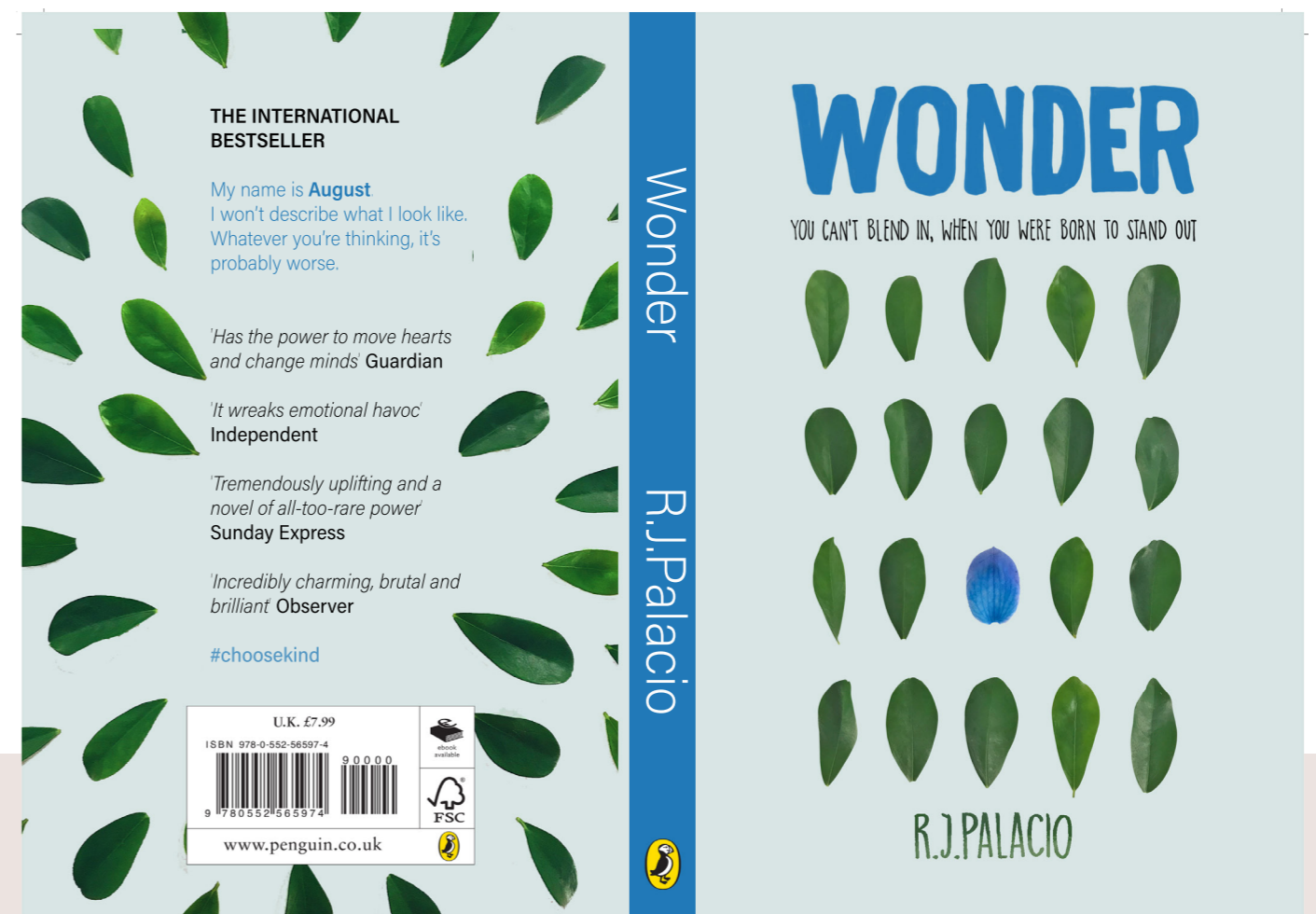
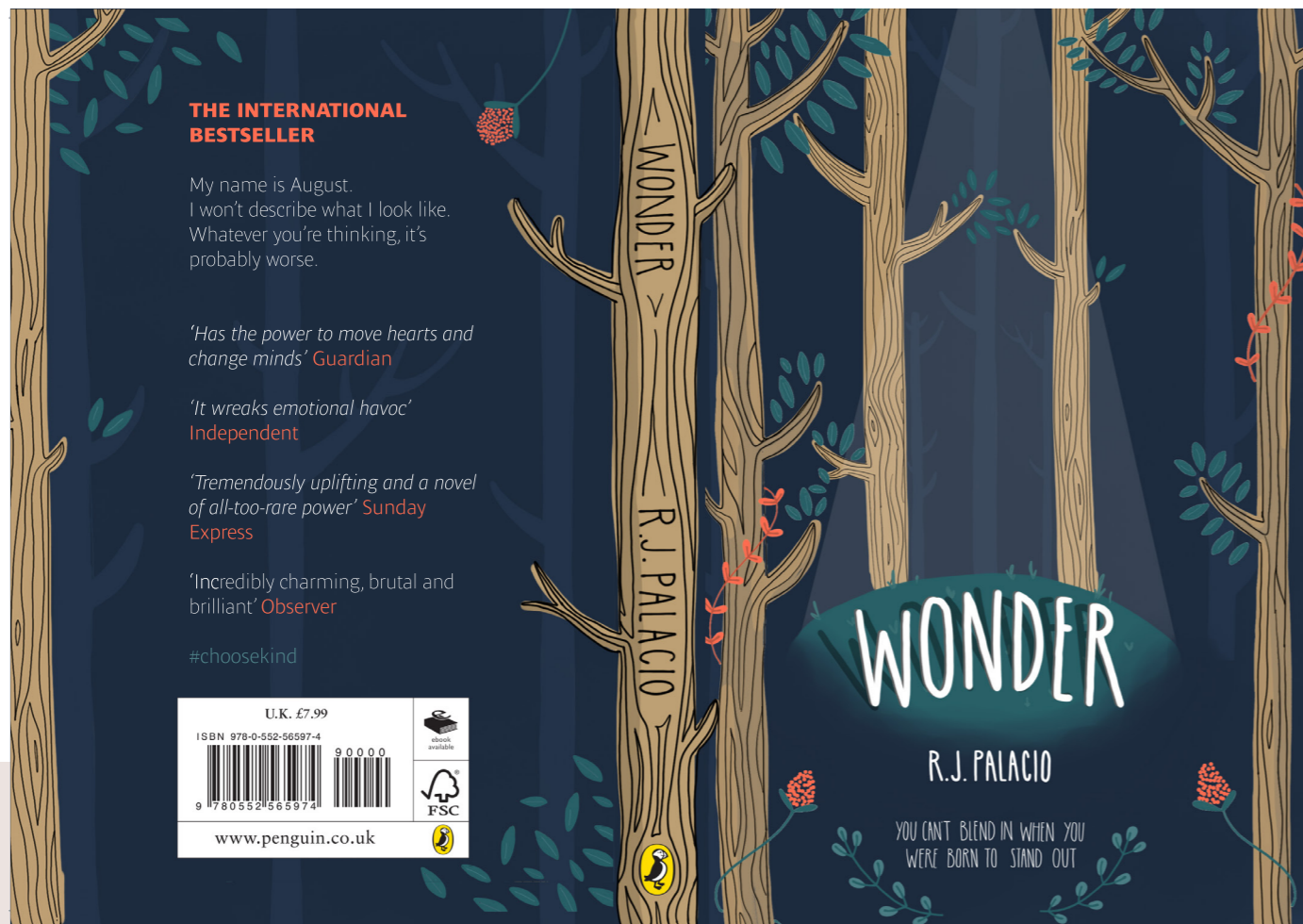
## Childrens Book • Wonder



This is a penguin children's book cover competition. I designed the next three covers for the book wonder. All about a boy who wants to blend in when he's born to stick out. This particular cover is to show the growth of the character and how his progression onto school has brought some difficult situations but it allowing him to blossom.

# BOOK COVER DESIGN

## Childrens Book • Wonder



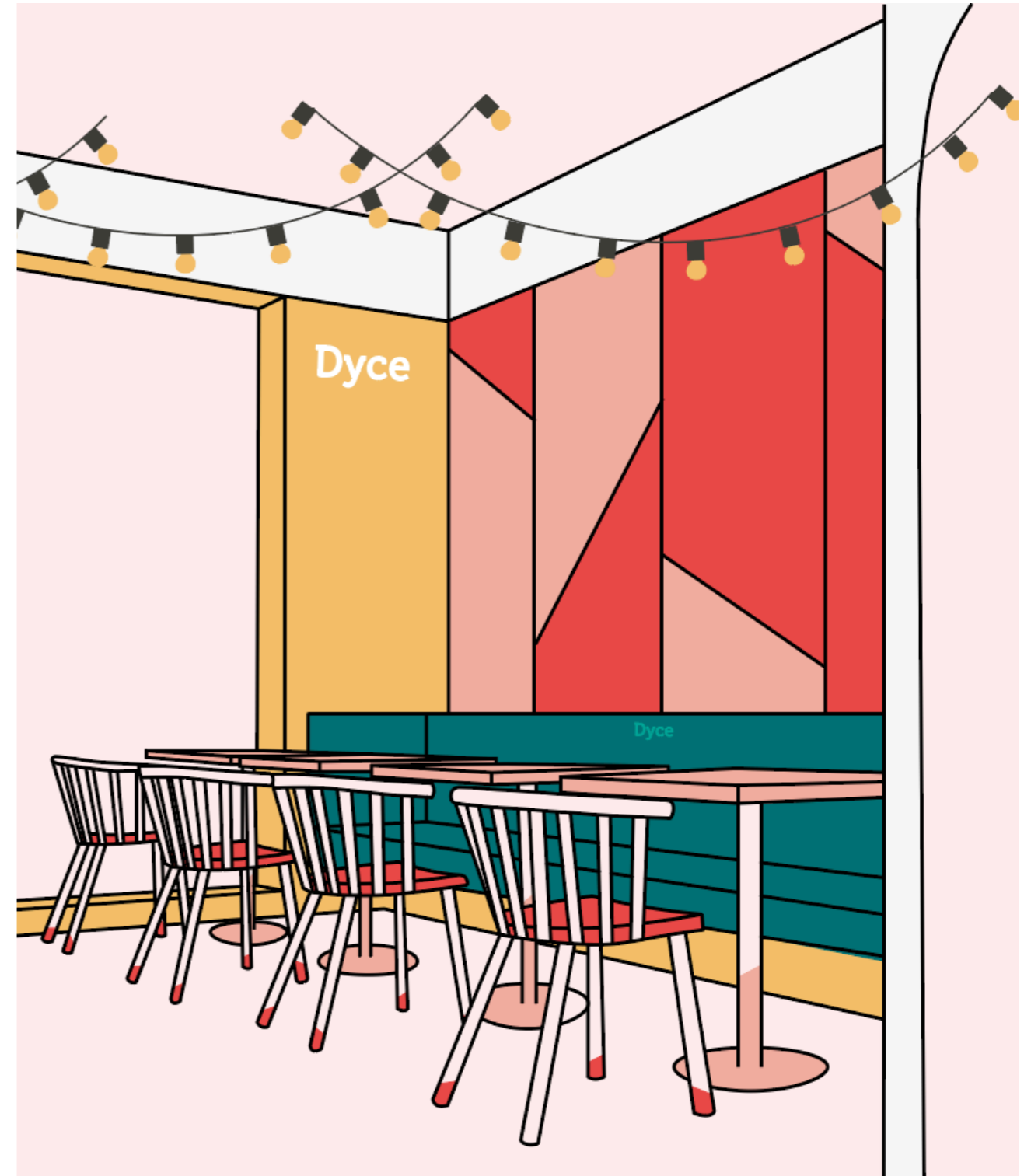
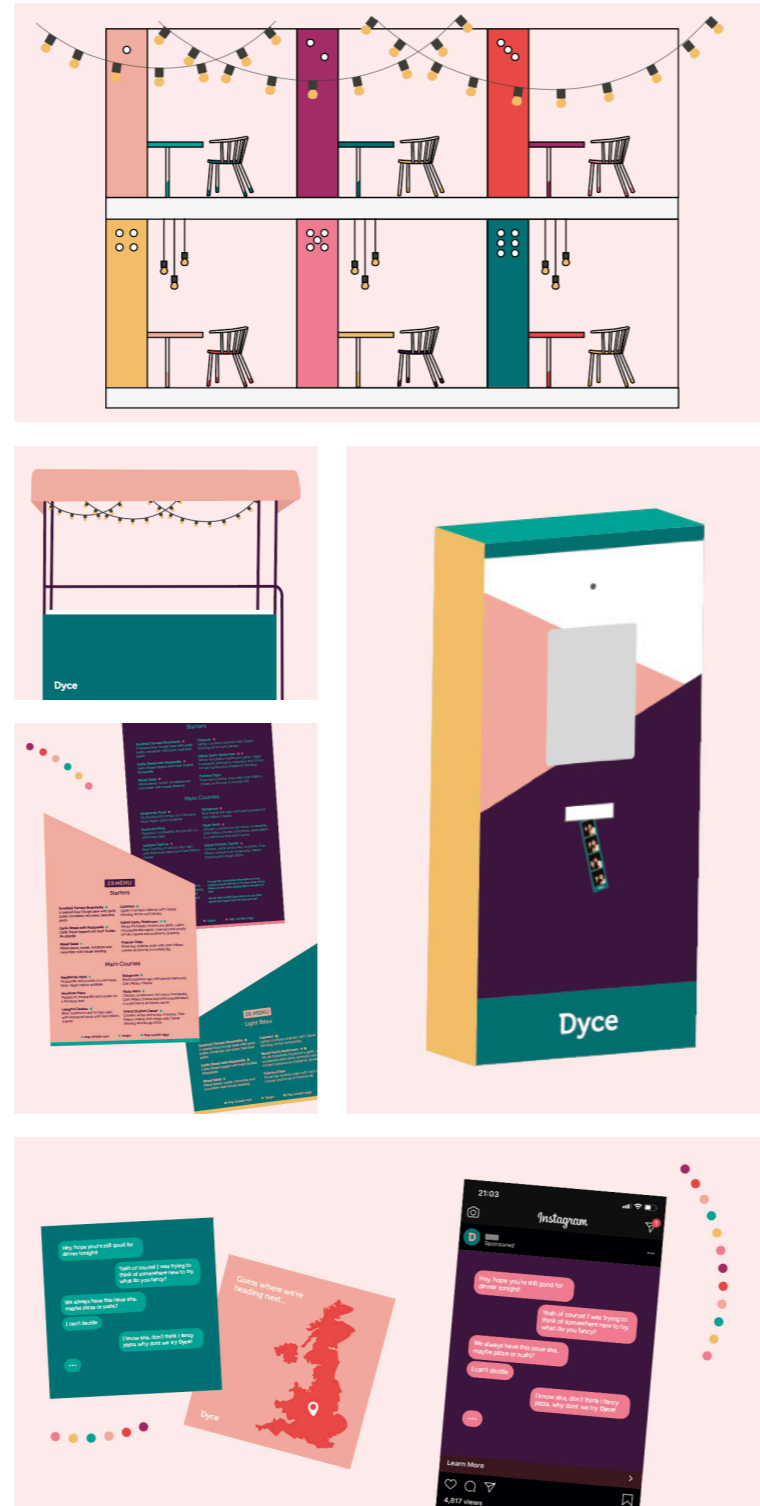
These are the other two covers.

# APP EXPERIENCE

## Dyce

This Dragon Rouge Brief was to transform a digital App into a physical experience. I chose to develop a food decision app called 'Dyce' which looked at local restaurants in your area and then rolled to dice to decide which one you would eat at. This food experience was a pop up restaurant that worked its way around the UK. As you entered the space you spin a wheel to decide which of the six rooms you'd be entering. Each room housed a different cuisine, forcing people to be bold and try new things.

Along with the main restaurant design, I also developed a number of touch-points to help create a whole Dyce experience for the evening. This involved Discount fortune cookies, Pick n Mix Menus, a Photo booth and a Dyce bar. All marketing was done digitally to show updates on where the restaurant was travelling to and also to aim best at the young target audience.



# MUSIC VIDEO – GROUP PROJECT

## Cigarette Duet



These are some of the screen shots from a stop frame animation that I made. It was created to a song called 'cigarette duet' which is based around the idea of the 'destruction of youth'. This video is therefore a metaphor for this concept, it uses the innocence of a children's birthday party, to show how easy it is to influence them. Combined with destructive items like cigarettes, old meat, fake blood, soil and worms. This juxtaposition represents the meaning

# REINVENTING THE E-BOOK

## Fruit Bowl Book's

After receiving a First for my dissertation, I continued to base my Final Major Project on this title: 'Contemporary Trends within Children's Picture Book Design'. This topic allowed me to investigate the differences that technological advances has had on book design, and therefore evaluate how the e-Book may not be taking full advantage of it's digital capabilities and are usually just PDFs of the physical thing.

My aim was to create an interactive e-Book, aimed for children between the ages of 3-6. The book looked at both typographic and illustrative elements and what ways the child could interact with both the storyline and the device. The book plays with ideas of blowing, tilting, colouring and shaking the device showing how this can effect the story and make the child more engaged in what the characters are doing.

