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Hi.
I'm Sam

'An avid tea drinker and a visionary designer who is keen to explore different areas and aspects of design.'

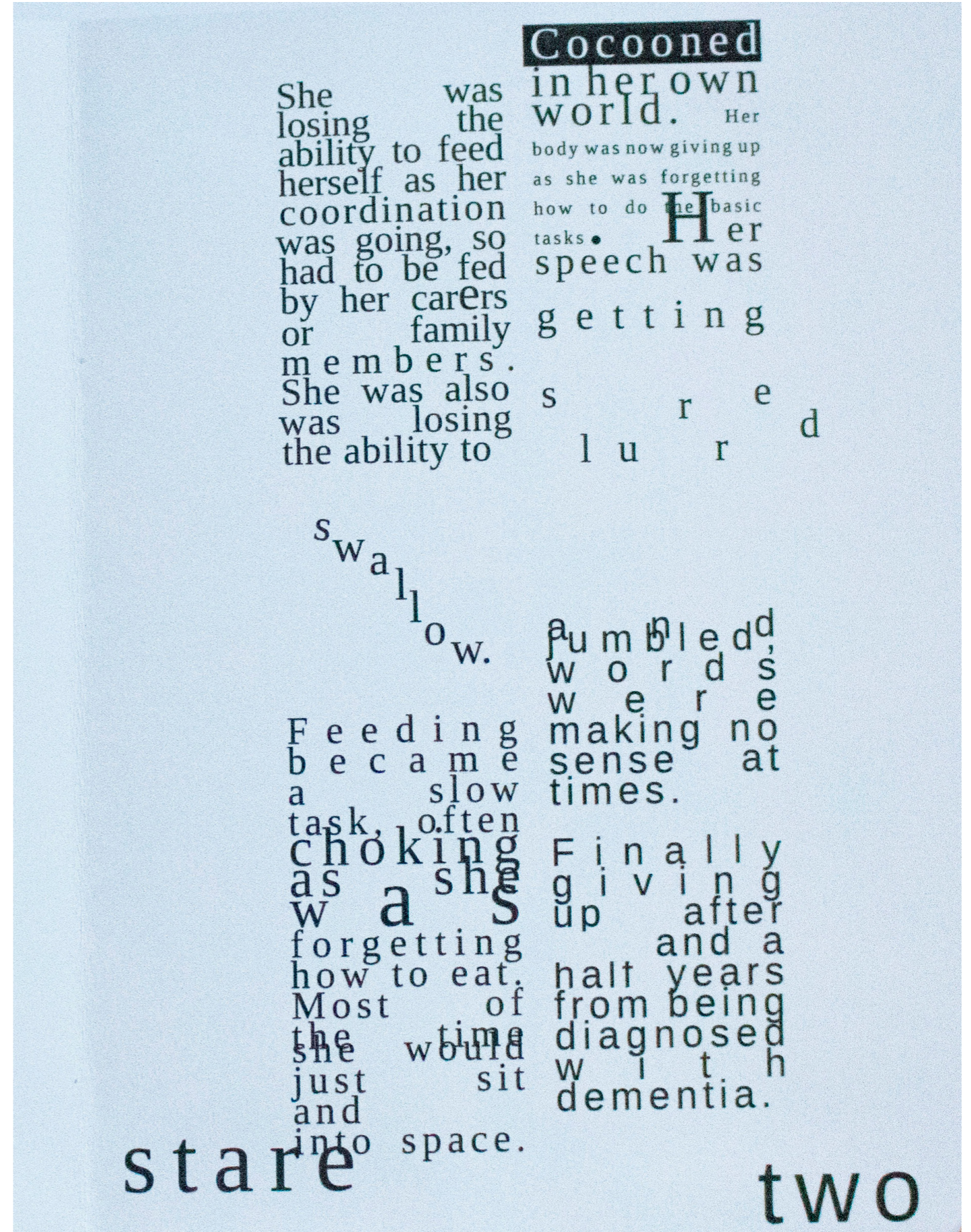
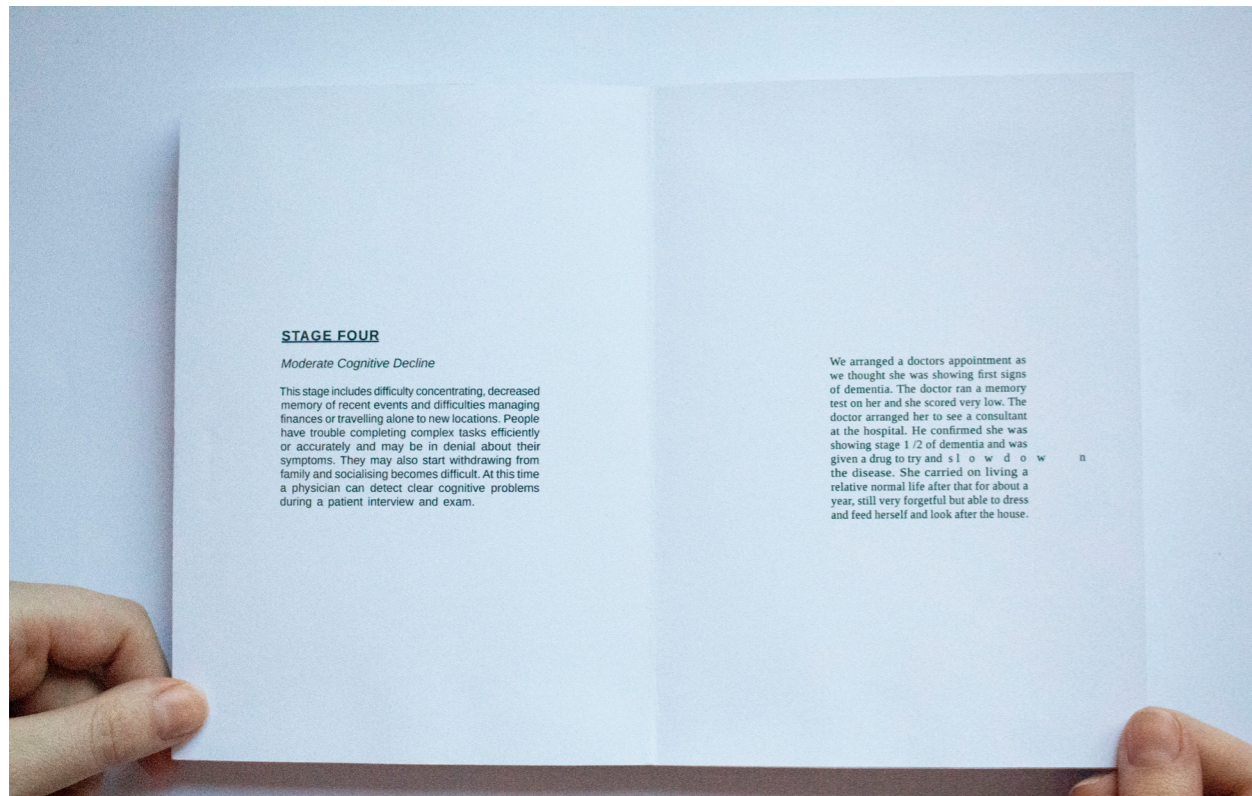
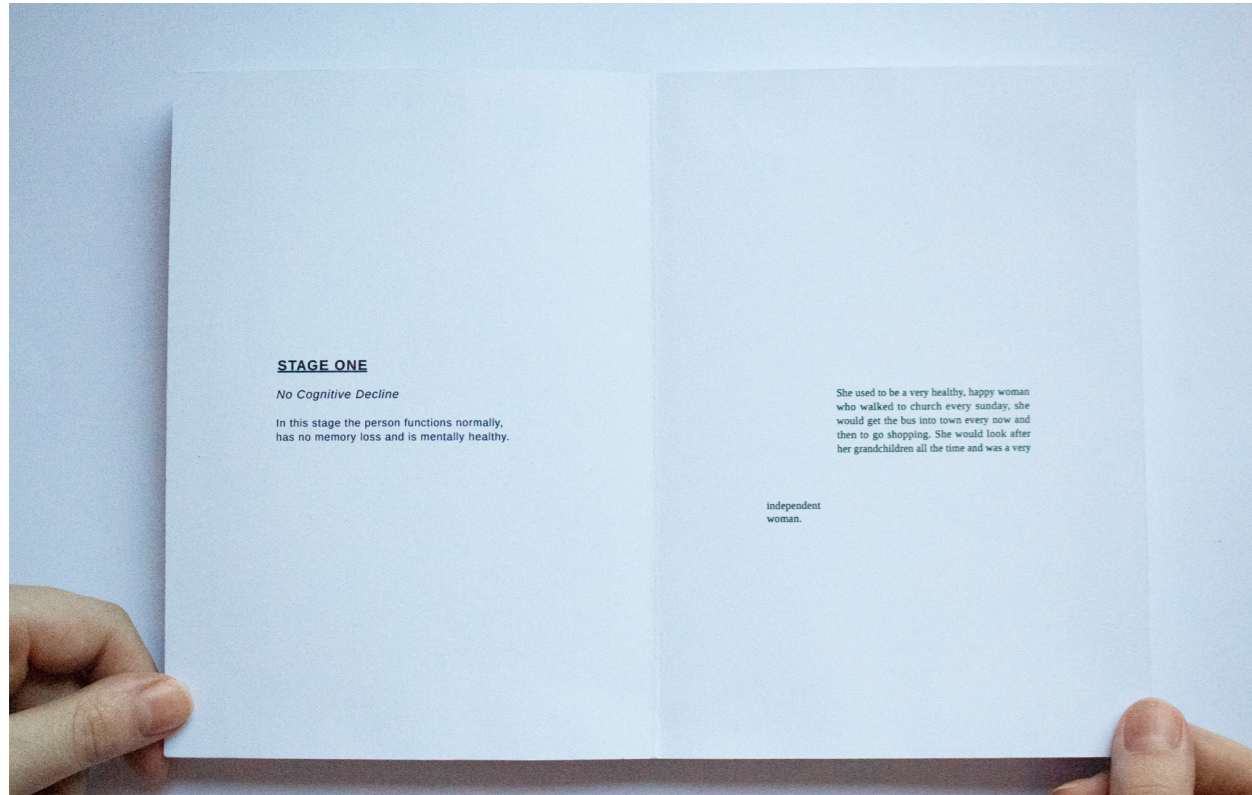
Stella

The ISTD 2019 typography brief was to explore the theme of Lost.

My take on the brief was to look at how the disease dementia essentially makes you get lost within your own mind. The idea was to create a book that would show you the stages of dementia through a family members eye. For this project I took a very personal approach and used the story of my grandma Stella and the family's story of how the disease took over her.

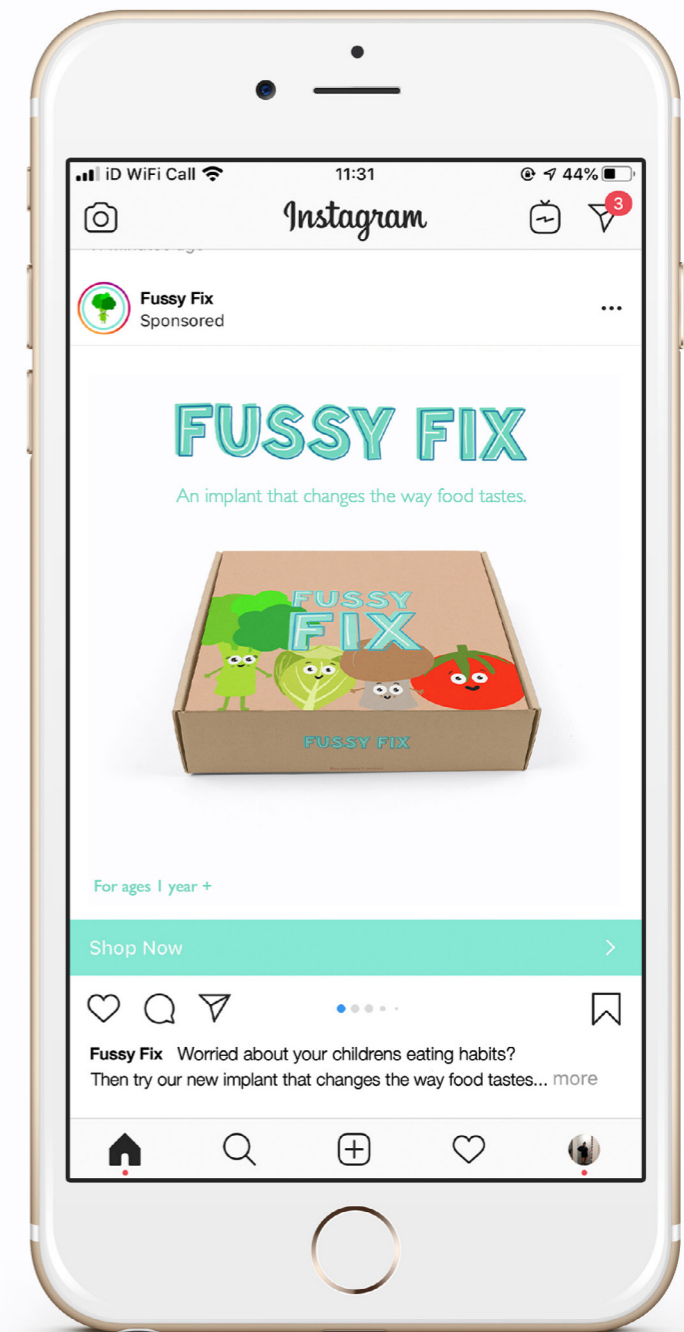
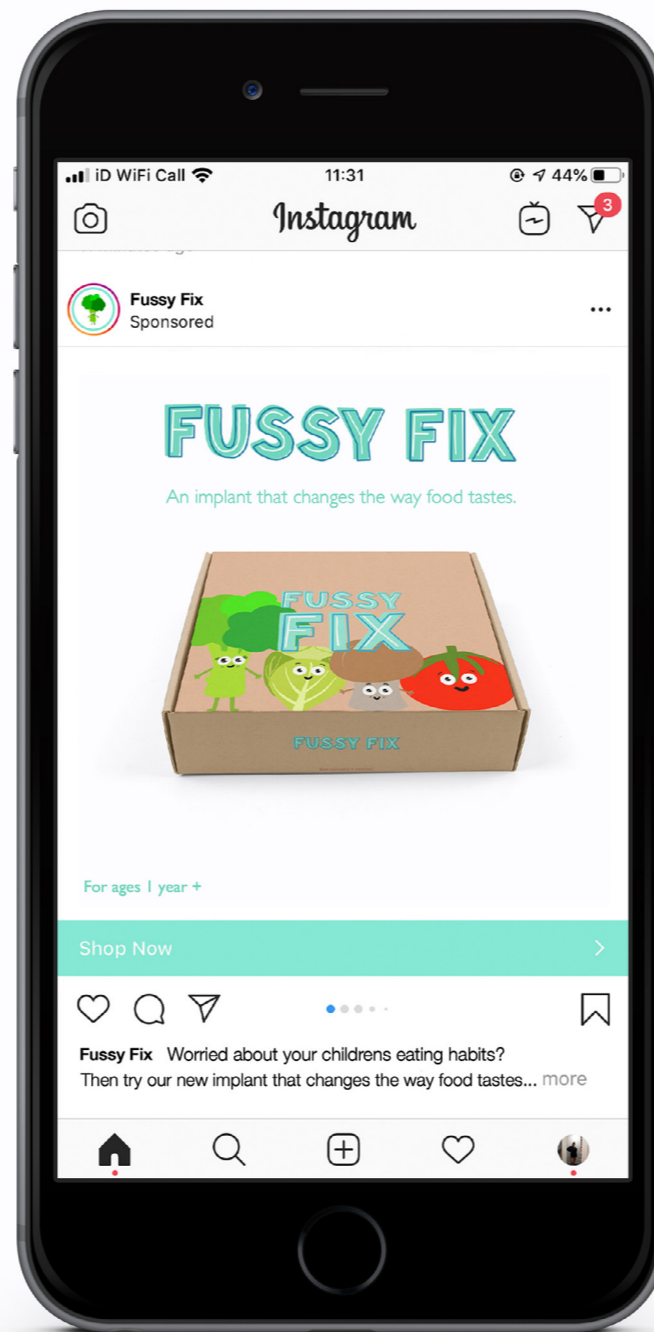


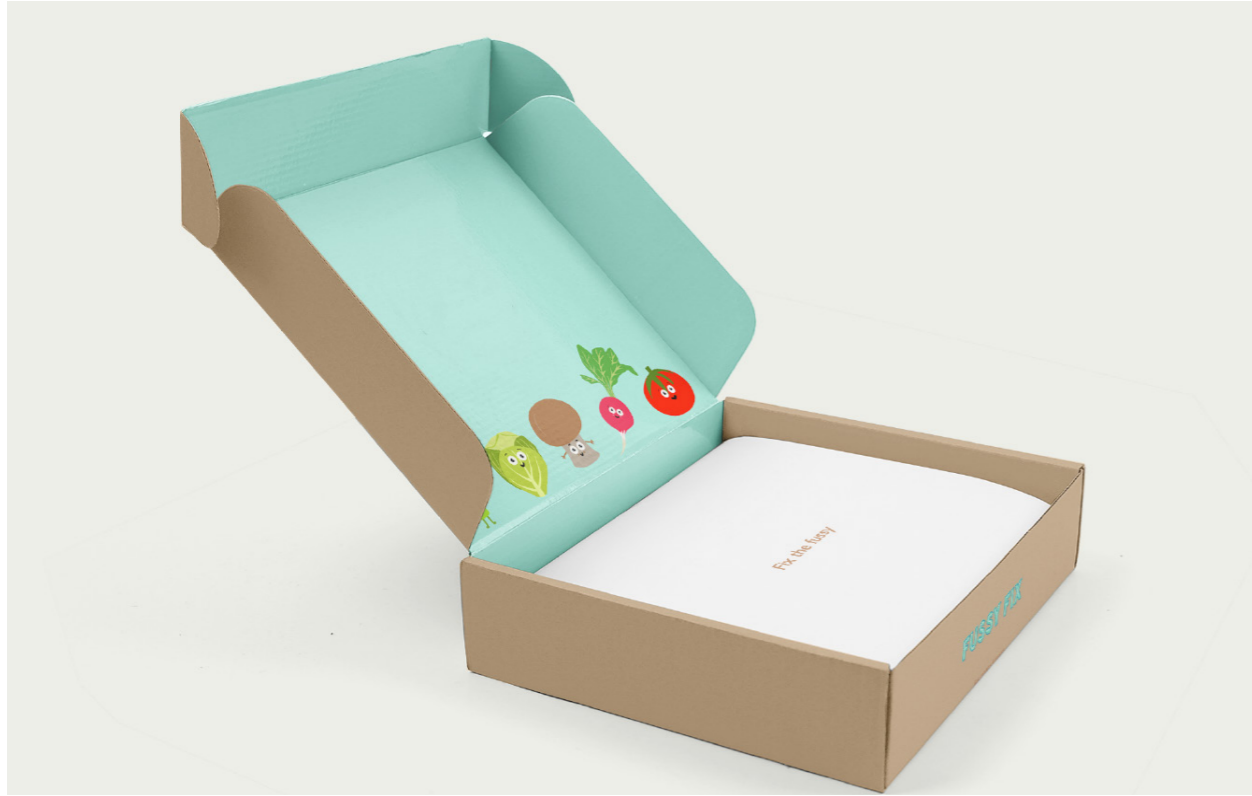
23rd April 2011



Fussy Fix

An Elmwood set brief on Sense Control Technology. A brain implant that is able to intercept and control human senses. For this brief, I took my own struggle of fussy eating and turned it into a brain implant for kids. Lots of children are fussy eaters and parents sometimes worry about their children not getting the right nutrients. Fussy Fix is what I created, a sensor that would change the way food tastes. I decided to create the brand in a way that would appeal to children so that they would wear it without any fuss.





Liguria

Oliver Bonas and Fedrigoni have come together to create a new range of candles.

The brief was to create the packaging for the new SS20 collection.

Liguria is a collection I created for the range.

Fedrigoni is an Italian paper manufacturer, I wanted to create something based around the country. Liguria is a region in Italy, the four candles in the range are named after parts of Liguria. A seamless pattern was created for each area, which are made from one of the main features in the town or village, for example Manarola is well known for its beautiful pastel coloured houses.



Pink Grapefruit

MANAROLA

Liguria

FEDRIGONI
x
OLIVER BONAS

Lemon and Basil

PORTOFINO

Liguria

FEDRIGONI
x
OLIVER BONAS

Pomegranate and Lime

SANREMO

Liguria

FEDRIGONI
x
OLIVER BONAS

Orange Blossom

GENOA

Liguria

FEDRIGONI
x
OLIVER BONAS



Olympus

BrandOpus Chrysalis Awards 2020 brief was to create a drinks brand that has a functional benefit beyond the primary purpose of refreshment and that must be designed for an adult drinking occasion. Olympus is the brand I came up with for this brief. Olympus is a Mead beverage, that would have different flavours for different occasions/holidays.

Here is a link to the website for Olympus: <https://xd.adobe.com/view/e6de851c-2760-4079-482d-bad8ec51957d-90ef/?fullscreen>



Olympus



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