

**RACHEL
FITZJOHN**



DIGITAL PORTFOLIO

Graphic Designer.

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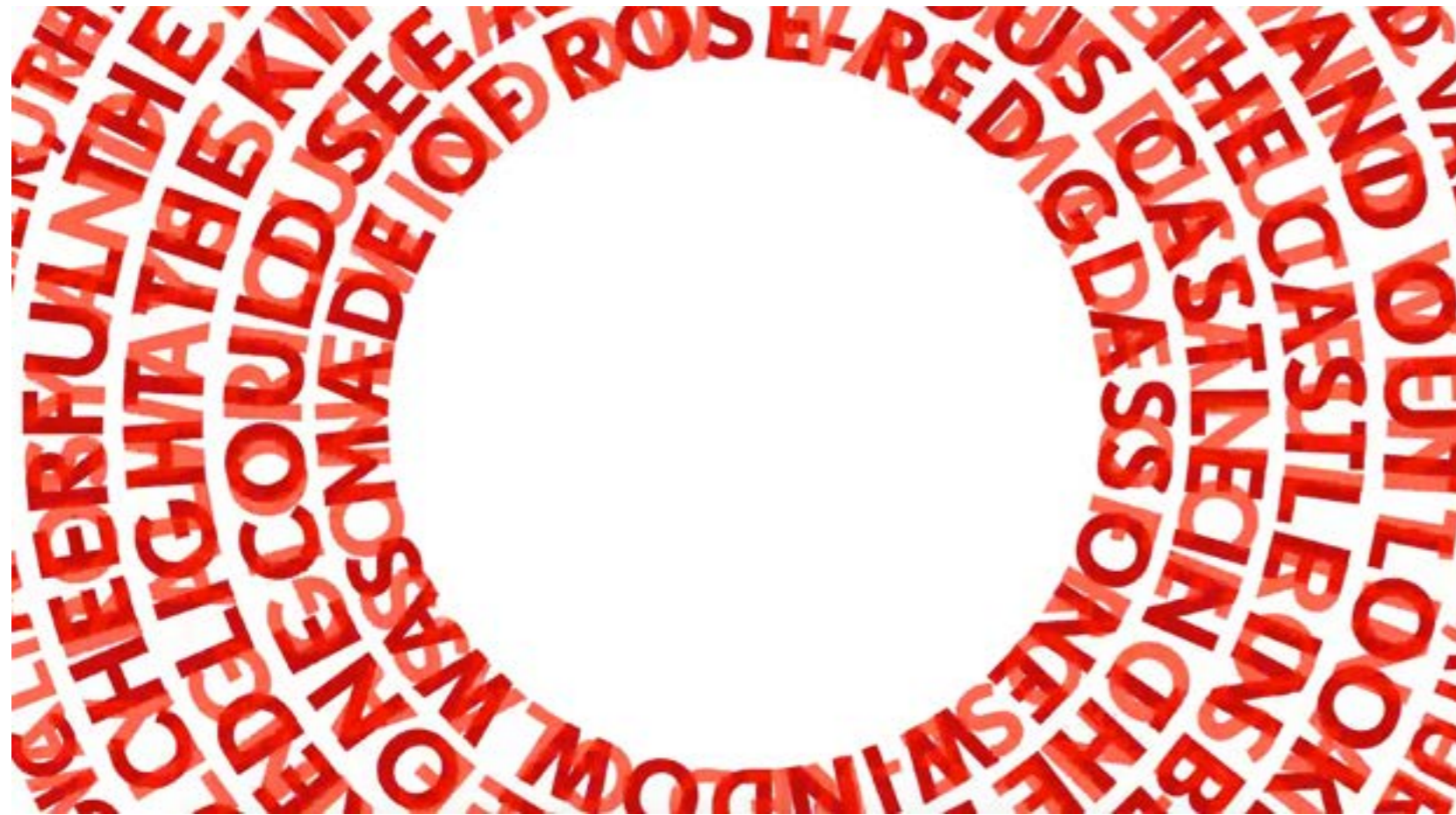
"Rff_Designs/Rachel Fitzjohn Graphic Design"

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**Utopian Tales-
The castle with three windows.**

The project involved creating a visual response to a story found in Utopian tales. I chose 'The castle with three windows' which was based on a king which lived in his castle, seeing the world through three windows with magic glass which altered the view. It wasn't until he smashed the glass and revealed the control he was under by his courtiers. I chose to base my response on the manipulation and control in the story.



Utopian Tales- The castle with three windows.

The circle design features two passages from the story which the same sentence overlaps on each ring. The first circle outlines what is seen through the rose-red light. The second circle is what is seen when the glass is smashed. The circle is animated and spins around, and when the sentence meets you can read what is being said. The rings change when the animation loops around again revealing the true message behind the what the courtiers tell the king. It shows the confusion of being controlled and the different messages received when under someone's control.



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**IT'S NOT
'JUST' MY
PERIOD
YOU'RE JUST
BEING A
D*CK**

Dragon Rouge- Taboo topic's project.

It's not just.

The campaign itself is to get talking about periods more normal, by using loud typography and language to show the real truth about periods and stigma around them. They would be advertised across the street, but stations billboards and seen just as much as you would see adverts about McDonald's or apple. The hash-tag is 'A world where periods were normal to talk about', bringing the campaign online and creating buzz around the topic.



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#AWORLDWHERE

moonc

o



It's not just.

It's not just my period campaign set. The campaign is split into two different phrases and topics. Which could be expanded to further the campaign. I have designed options which could be put up in schools or work places, some which are aimed at older audiences so the campaign can be used in a wide range of settings by changing the language. The first two designs are aimed at schools, trying to break the taboo at the root and based off the phrase 'someone is on their period'.

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 I'VE
LEAKED
AT WORK
ON THE BUS
IN THE STREET
IN THE CLUB
I'VE LEAKED
EVERYWHERE!

#AWORLDWHERE

mooncyp

 I'VE
LEAKED
ON THE TRAIN
SO WHAT?

#AWORLDWHERE

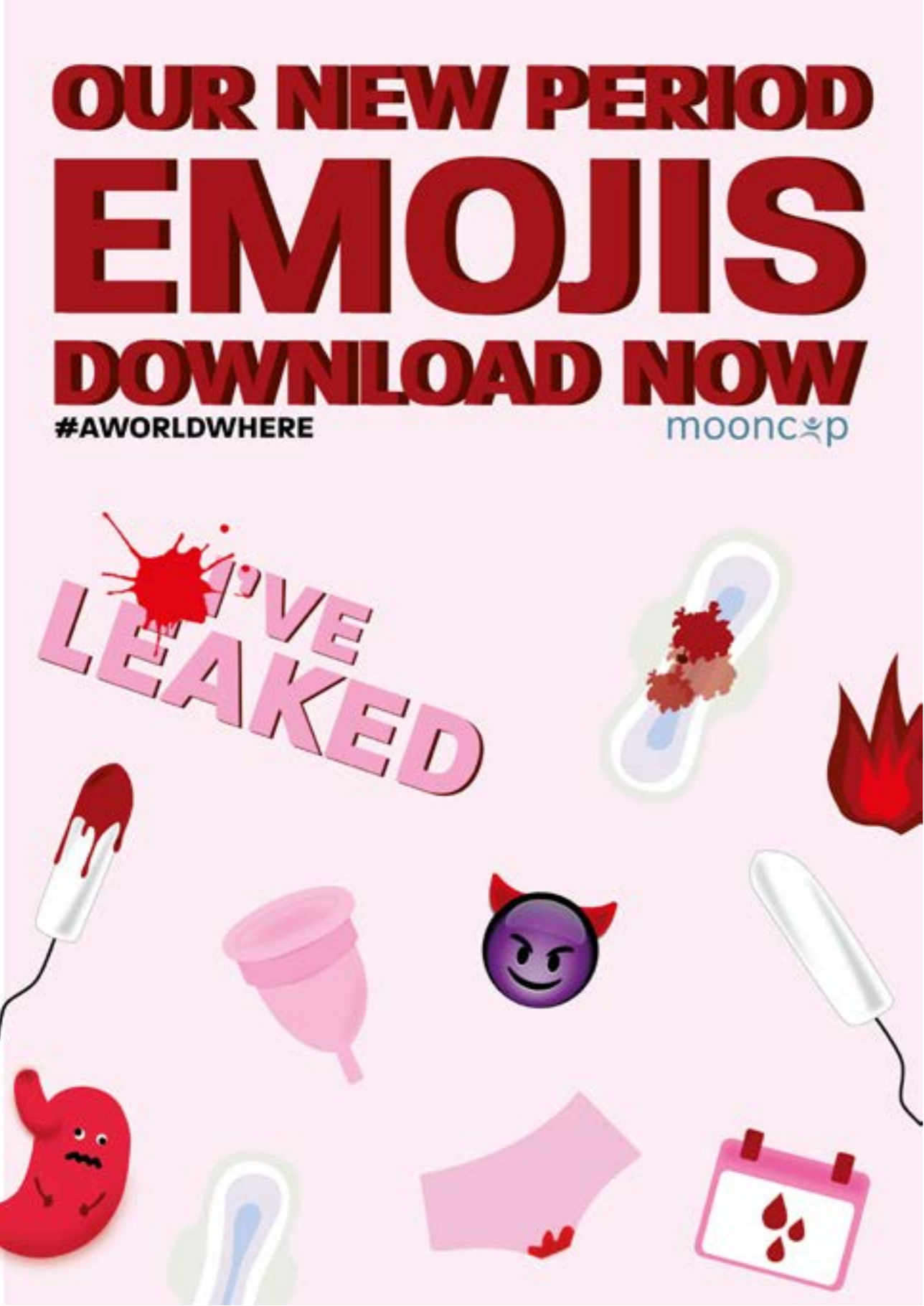
mooncyp

I've Leaked.

The second part of the campaign is based around when women leak on their periods, this can happen anywhere and anytime and sometimes in the most awkward of places, such as school, on the train ect. These posters are designed to make women feel comfortable in being honest, owning that they leaked and that's okay. This mostly aimed at schools, when girls are just starting their periods, and feeling not feeling conformable with them yet and needing to leave class and being honest about it if needed.



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Emoji Pack.

Emoji pack which can be downloaded online or part as the campaign pack. Emojis are used everyday by millions of people on social media and messaging, bringing period emojis onto the Iphone would normalise periods and contribute to getting people conformable talking about periods

EMOJIS



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**I'VE
LEAKED**

mooncap



**IT'S NOT 'JUST'
MY PERIOD I'M
JUST P*SSSED
OFF**

**PERIODS ARE
NATURAL!
GET USED TO IT ●**

Sticker/GIF Pack.

Typographic options which can be used across the campaign if it was taken further, used on social media posts, GIF's ect. Used in any way to boost the campaign.

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Campaign Pack.

These would be used as part of the campaign pack which would be given to schools, at protests or online for general public. The packs would be sent out to social media influencers, younger people are always on instagram looking at influencers, so encouraging them to post on their instagram about the campaign and normalising period talk. The campaign pack would include posters, stickers and a moon cup product.



Midwives Planet- Logo Design.

I was contacted by Midwives planet to design their logo and branding. They are a company aimed at student midwives. They wanted a soft, feminine logo which included a women and the world. I choose a natural colour which was soft, with the paired illustration in a textured brush to add a softness.

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*Birth
Register*



Birth Register.

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Birth Register:

University:

Title:

 @midwives_planet

 @midwivesplanet

 @midwivesplanet

Baby Number _____

Date / /

Location _____

Gender _____ Weight _____ Parity _____

Type of birth _____ Birth position _____

Condition of Perineum _____

Third Stage _____

Complication _____

Reflection _____

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Divine Magazine- 60's style.

Magazine designed as a class collaborate, each creating spreads for a magazine called 'Divine'. My spreads were based on the 60's talking about the effects of 60's society on music. The design takes inspiration from 60's design using their typography and colours and gives a modern feel. The collages are designed combining 60's elements combined with the bold typography.



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Collage Work- Climate Change Campaign.

As part of my Final major project I designed a climate change campaign which aimed to get people thinking about their effects on climate change through bold typography and collage techniques. This project as it developed became much more simple, with a bold statement in simple typography, developed to show simply the message and make people think about their personal impacts on climate change.



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Luxury Chapter-Freelance project.

An magazine which I designed as part of my freelancing. Designing the Winter edition. The magazine is all about Luxury travel and products. The layout was sleek and simple, showing a luxury feel in a bold way. These are a few spreads from the magazine itself.



Luxury Chapter- Freelance project.



Luxury Chapter- Freelance project.





**Charity Logo-
Unity through diversity.**

Magazine designed as a class collaborate, each creating spreads for a magazine called 'Divine'. My spreads were based on the 60's talking about the effects of 60's society on music. The design takes inspiration from 60's design using their typography and colours and gives a modern feel. The collages are designed combining 60's elements combined with the bold typography.



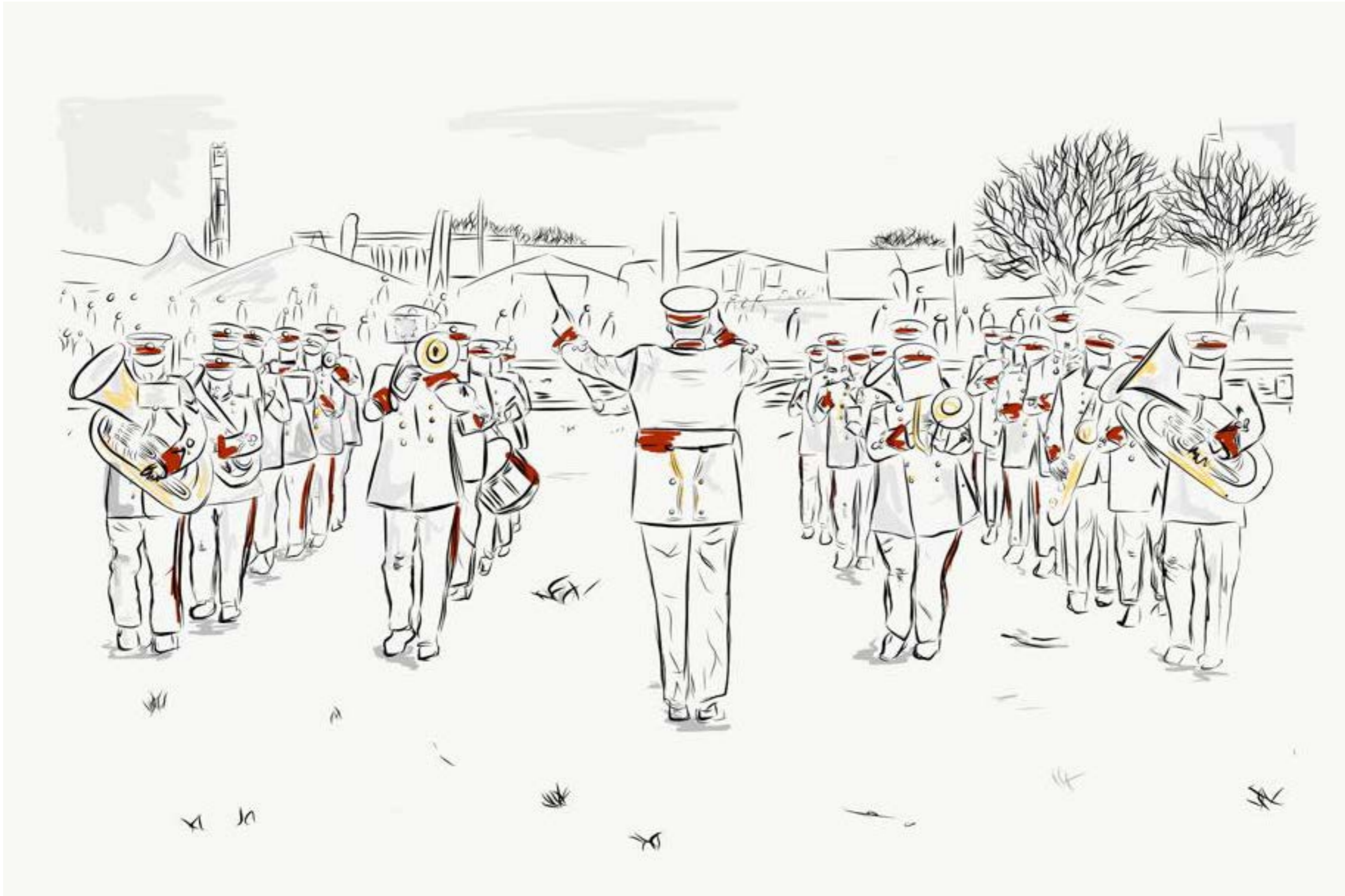
Bandsman Gin- Branding.

As part of my freelancing I assisted Bandsman gin in their branding, i designed their logo as seen on the right and the illustration which i seen on the bottle itself and also more illustrations across their social media and physical branding.

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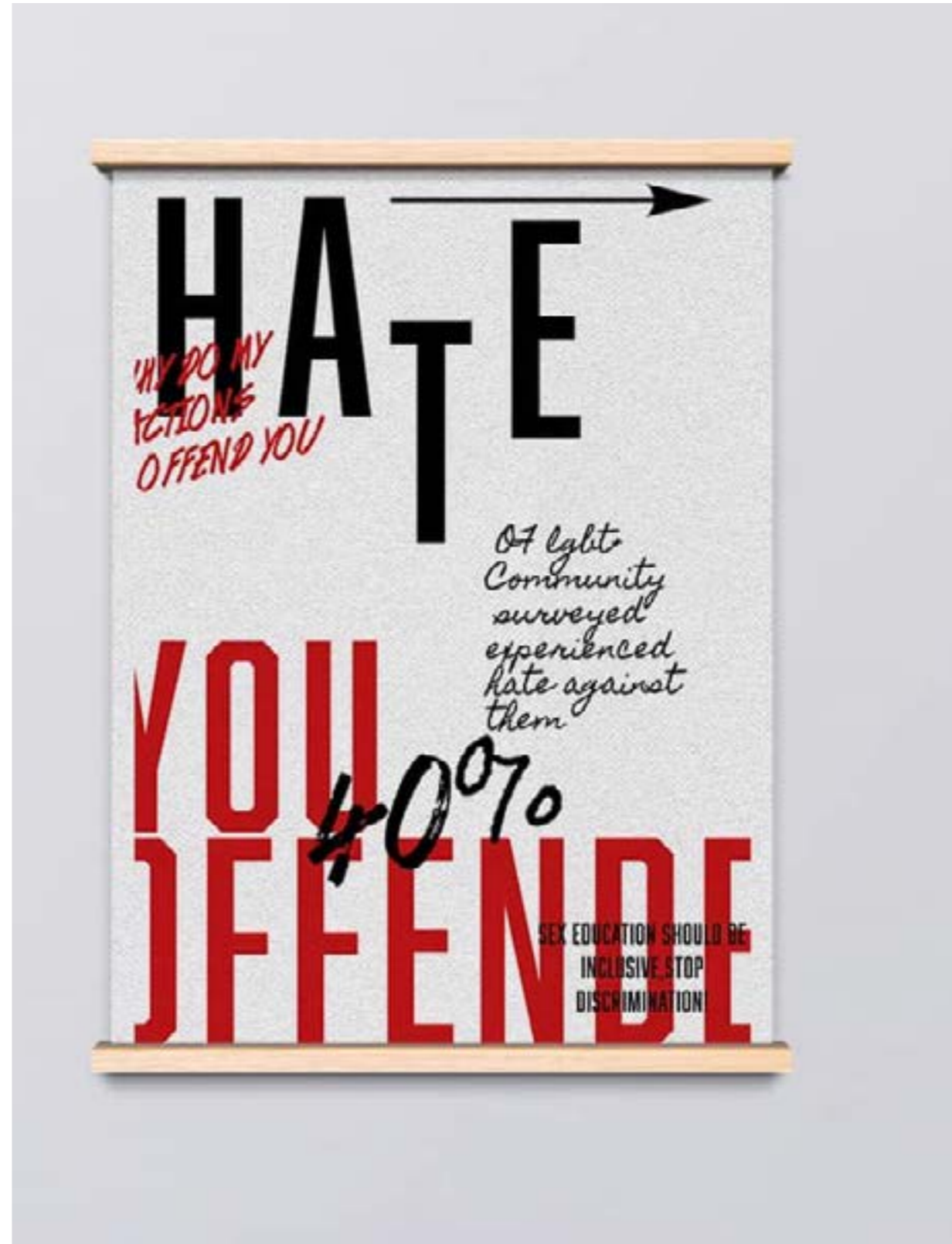
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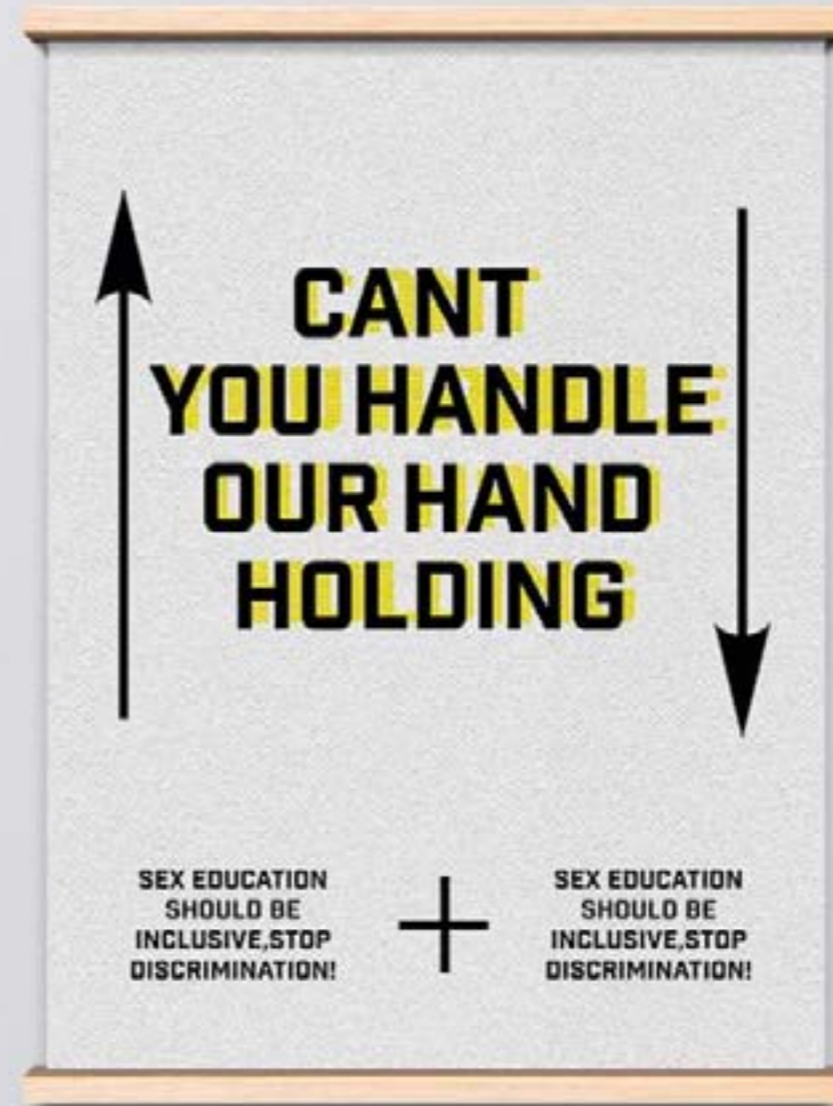
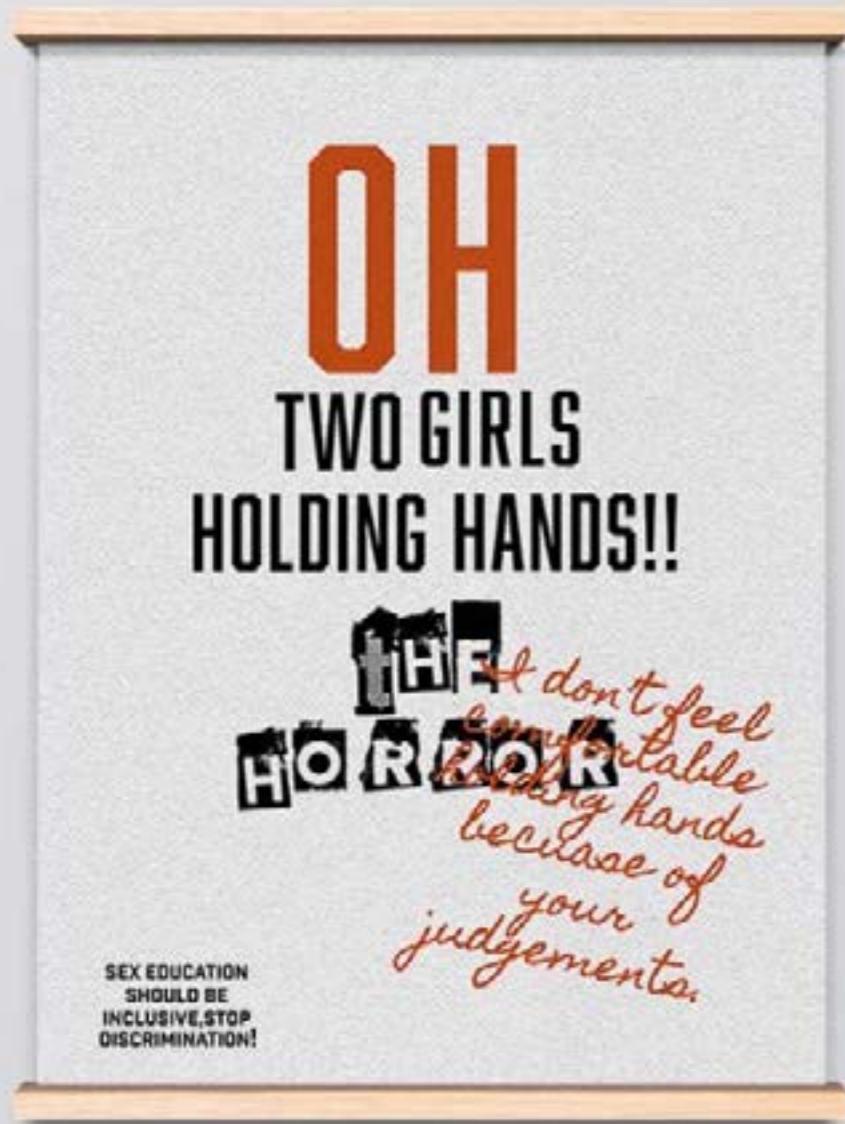


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Poster Series- LGBT.

A poster series designed to make sex education inclusive of LGBT+. The poster's are typography based in order to be eye-catching and grab attention. With the different type and colours it appeals to the eye and encourages people to take a closer look.





My CV.

Graphic Designer.

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Graphic Design has expanded my creativity further than I imagined. I see branding and typography in a different way to what I did before. My passion in Graphics is Branding and typography, I enjoy expanding my knowledge in these areas and also expanding my skills into illustration. Alongside my degree I have expanded my freelance career, working on a range of projects ranging from branding to illustrations. This has enabled me to speak to clients face to face and gain experience in industry alongside gaining my degree.

Graphic Design BA(Hons)

*University of Lincoln
2017-2020*

A- Levels Graphics, Media & History

*New Stamford College
2015-2017*

8 GCSE'S

*Including Maths, English and Science
Bourne Academy
2010-2015*

Skills -

- Creative thinking with fast pace learning
- Keeping up to date with Adobe techniques and skills.
- Having experience with different aspects of design through education and freelancing.
- Client experience, working on fast pace projects in industry settings.
- Ability to work as part of a team or individually
- Working under pressure and deadlines.

Experience-

- Freelance, Including Bandsman Gin logo and illustration Branding.
- Logo designs for AirBnb, Midwifery company.
- Designs for pantomime performances, including Peter Pan and Snow White for Zinc Arts, Chipping ongar.
- SOKA studio Lincoln, Work experience.

**Thank you for taking the time to look
through my digital portfolio!**



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