

Penny Wright

DESIGN PORTFOLIO

Hi I'm Penny a graphic design graduate from the University of Lincoln. I'm best known from being a multidisciplinary designer with an interest in typography, book binding and all things handmade - never straying to far from a mug of coffee.

Payback

DRAGON ROUGE FIRESTARTERS

STUDENT DESIGN COMPETITION 2020

A campaign designed to empower women and bring awareness and knowledge on the equal pay issue, with the long term outcome of breaking the taboo of talking about money.

The branding for the campaign reflects the traditional visuals related to gender stereotypes, creating a clear and concise identity for the campaign itself. The posters and flyers are printed using the risograph method to reflect on the aspect within the campaign that pay can never be 100% equal but it can come close enough.

payback



1970

50
YEARS LATER
still no equality.

payback

#letsgetpayback

visit payback.com to join the movement





**EQUAL PAY for
EQUAL WORK**

payback



**EQUAL PAY for
EQUAL WORK**

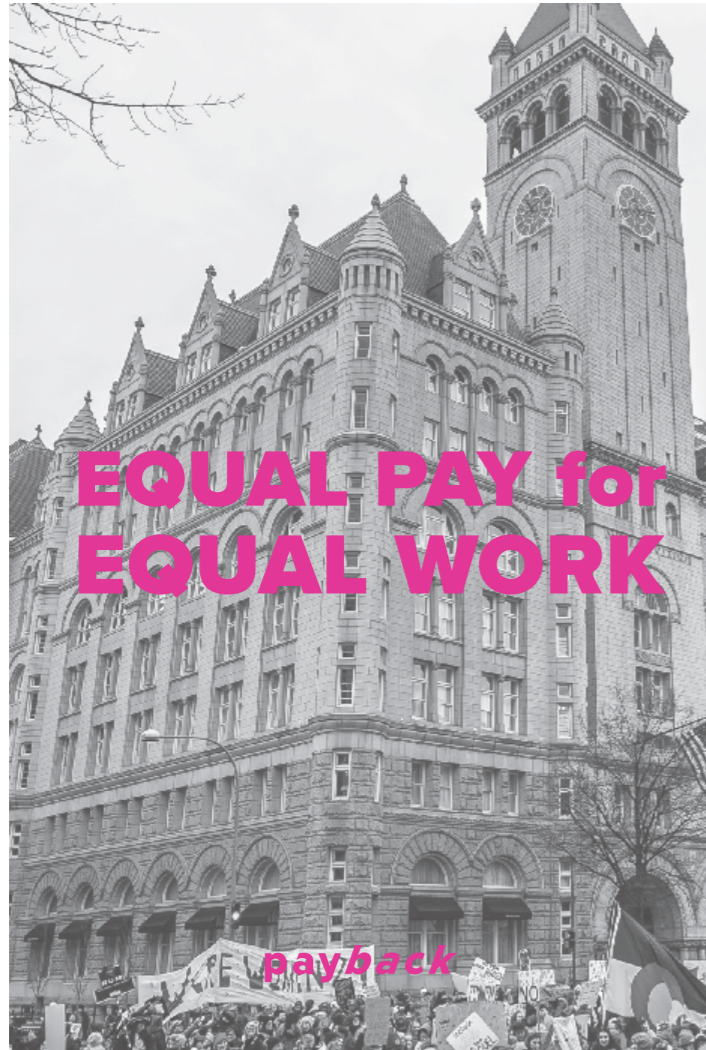
Payback

**about
al pay**

conversation.

#letsgetpayback

visit www.payback.com to join the movement.

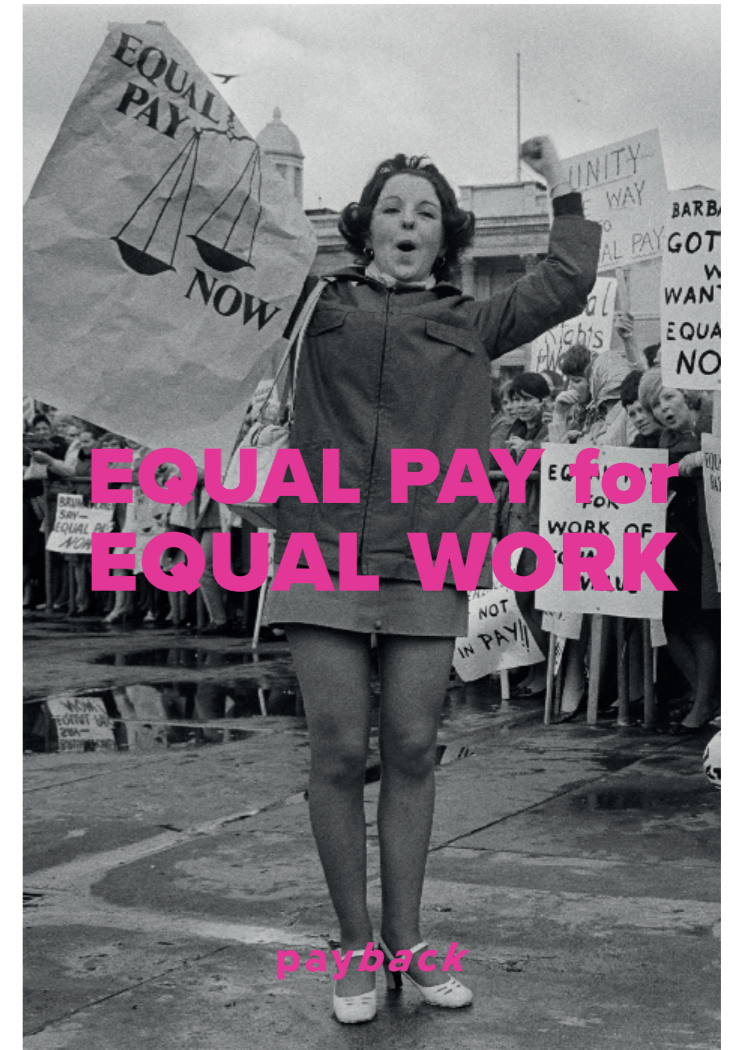


Talk about equal pay

Start the conversation.

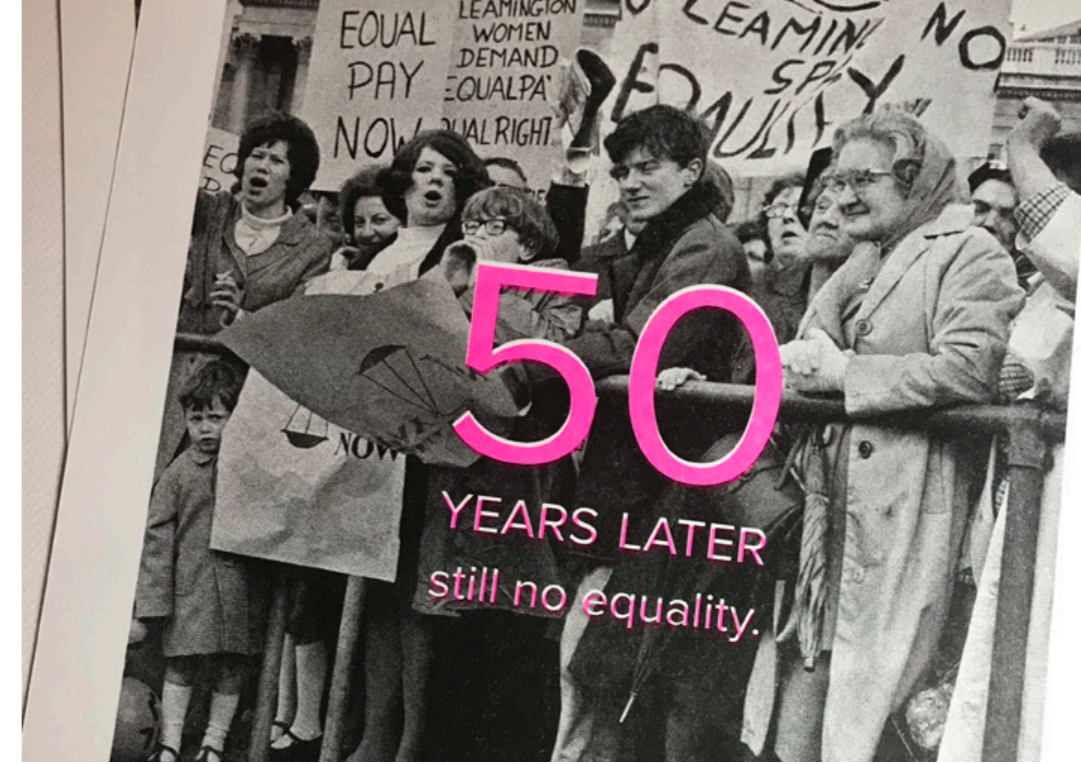
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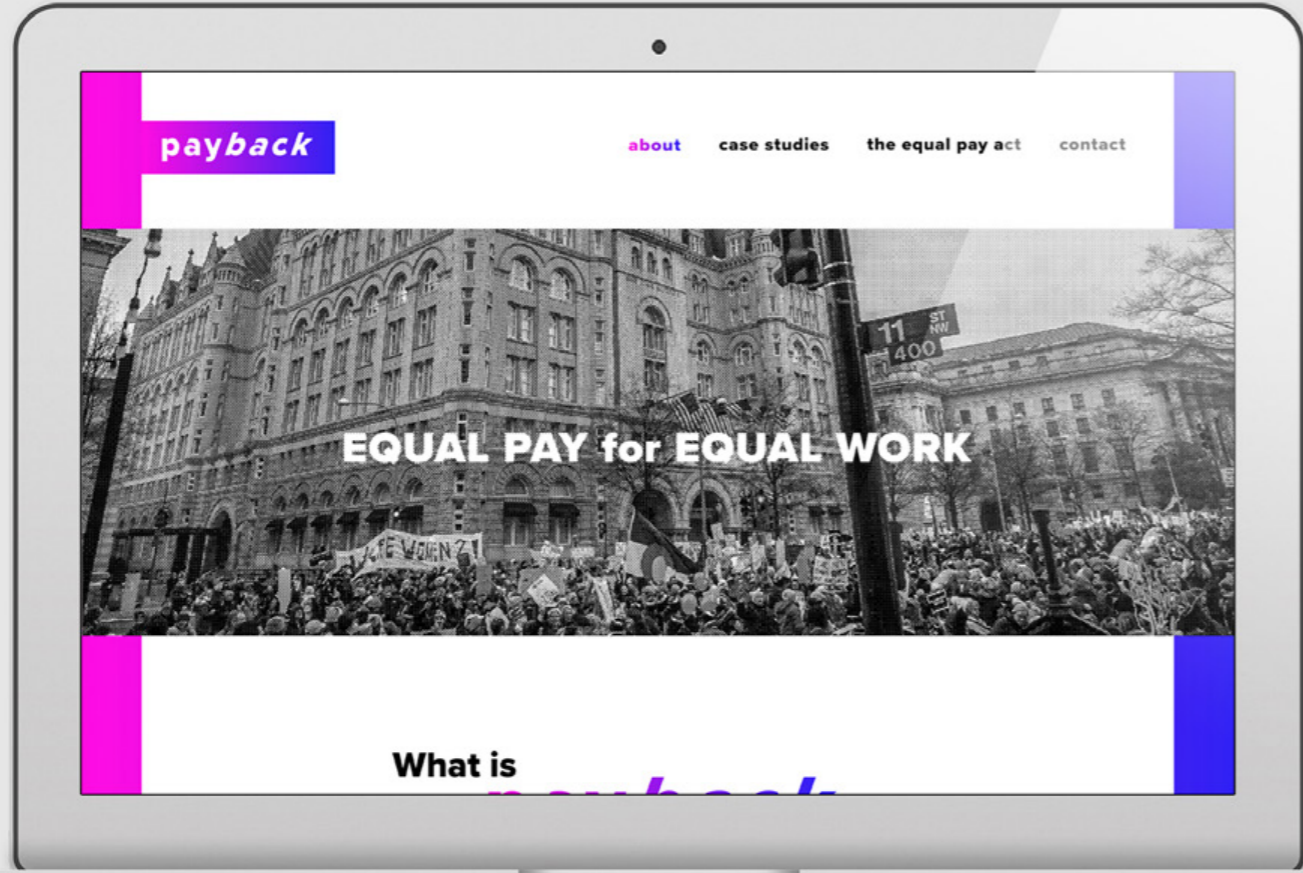
50
YEARS LATER
still no equality.



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50
EQUAL PAY FOR
EQUAL WORK
payback



What **you** can do!

1. Ask co-workers their salary

Ask around in your workforce their salary. Talking about pay you are breaking the taboo behind equal pay in men and women.

Talking will allow you to gain information on how much people are being paid and be allow you to consider job roles and responsibilities of individuals and give you appropriate information on your situation with pay within a company.

2. Conduct an equal pay questionnaire

Conducting an equal pay questionnaire will allow fellow employees and woman in similar job roles to you to answer a questionnaire about the equal taboo anonymously while still providing you with the vital information that you are seeking.

The multiple responses will give you a variety of responses on the issue and determine if your situation is affected by your gender. Allowing you to determine your worth within a company.

3. Check job ads

Keep a check of the current job advertisements that meet your current job role. Looking at the current job vacancies in your field allows you to get an accurate representation on what other companies are providing for your skillset. This will allow you to compare your current job roles and responsibilities to competing job roles giving you a figure on what he role is worth in an alternative job role. This will provide you with a number in which you can compare to your current situation and allow you to determine your worth.

4. Researching job evaluation studies

Researching into your field is the best way to further gain information on your pay. Researching a job breakdown will allow you to compare what others are being paid across the country and will give you access to the pay scale in a variety of job roles allowing you to determine a clear and concise argument in your pay.

What is **payback**

Payback is a brand that is all about bringing awareness and provide information on the equal pay issue. The campaign #letsgetpayback focuses on women in the workforce that may face gender bias in their paycheck. Targeting a range of individuals that can benefits from speaking up about the issue.

To the woman who is starting her first salary job, sparking confidence in talking about money and the female worth. To the experienced woman, currently working but questioning to ask about a bonus or pay rise. But most importantly to the managers and CEO's with control over payroll of their female employees. Encouraging revision on female pay and bringing awareness to gender equality in the work force through pay.



ARE YOU PAID **EQUAL?**

Women fighting equal pay



Samira Ahmed

Presenter Samira Ahmed won an employment tribunal against the BBC.

Ahmed was underpaid £700,000 for hosting audience feedback show **Newswatch**, compared to Jeremy Vine's salary for **Points of View**. Jeremy Vine received £3,000 per episode for **Point of View** between 2008, and 2018. However Ahmed was only paid for £440 for **Newswatch** both hosted on BBC. Resulting in Jeremy Vine being paid six times Samira for fore filling the same job role.

Samira's argument entailed that her job role was the same as Jeremy vine. The BBC has failed to prove the reason for the pay gap isn't sex discrimination.

Ahmed said that she 'could not understand how pay for me, a woman, could be so much lower than Jeremy Vine, a man, for presenting very similar programmes and doing very similar work'.

Gabby Logan

Gabby Logan is a British presenter and a former international rhythmic gymnast who is best known for presenting on the BBC sport and ITV. Best known for presenting final score on the BBC between 2009 - 2013.

Gabby has publicly stated that women should be paid more if they're worth it.

'It's not about equal pay it's about the right pay and making sure people are paid fairly'

As of 2018-19 BBC's top earners were men. Claudia Winkleman is the BBC top female presenter with an annual income of £370,000- £374,999.

The BBC has stated that the split between men and women was 60:40 of 2018-2019 in terms of their on-air talent earning over £150,000 per annum.



University of Lincoln

As of 2017 at The University of Lincoln women era 93p to every £1 earned by men, when comparing median hourly wages. The media hourly wage is 23% lower than men's.

When comparing mean hourly wages, women's mean hourly wage is 16.9% lower than men's.

At Lincoln the women occupy 38% of the highest paid jobs and 70% of the lowest paid jobs.

When speaking to Anne Chick head of design, she has found that men in the workforce are more inclined to ask for a bonus than the women, she has also found that this is due to becoming newly fathers or second time fathers, whereas the women will only ask for a bonus when they 100% know they are worthy of the bonus.

8/10

businesses pay men more than women for the same work.

#letsgetpayback

GET IN TOUCH

FORENAME SURNAME

EMAIL

Have you suffered discrimination against your gender resulting in unequal pay?

Payback would love to hear from you.

Have you witnessed discrimination against your gender resulting in unequal pay?

Payback would love to hear from you.

Join the movement

#letsgetpayback

The Equal Pay act



1970

27th May

The Equal Pay Act 1970 was an Act of the Parliament of the United Kingdom that prohibited any less favourable treatment between men and women in terms of pay and conditions of employment.

It was based on the Equal Pay Act of 1963 of the United States.

1983

6th December

The Equal Pay (Amendment) Regulations 1983 provide for a woman to seek equal pay with a named male comparator in the same employment engaged in dissimilar work on the grounds that the work done, although different, is of equal value in terms of the demands that it makes.

2010

6th December

The law on equal pay is set out in the 'equality of terms' provisions of the Equality Act 2010 (the Act).

The Act gives a right to equal pay between women and men for equal work. This covers individuals in the same employment, and includes equality in pay and all other contractual terms (see below).

The Act implies a sex equality clause automatically into all contracts of employment, ensuring that a woman's contractual terms are no less favourable than a man's.

View the full equal pay legislation act at : <http://www.legislation.gov.uk/ukpga/1970/41/enacted>

50 YEARS still no equality #letsgetpayback

Poto

ELMWOOD STUDENT DESIGN

COMPETITION 2020

POTO a company that uses a new technological innovation, portal technology that provides insurance in the event of a natural disaster. The brand POTO is marketed as a necessity to every household, using iconography to present visual references to the customer in the event of a natural disaster.

The project revolves around the creation of Poto as a brand as well as the delivery of the service to the general public. In the event of a natural disaster the company will portal your home or business out of the disaster zone and will guarantee the safety of the property and inhabitants. The bold use of the colour red grabs the attention of the public and creates a visual identity that fills the gap in the market.

PDND

Natural Disaster insurance portal service



**Don't risk it
insure it**



Save your home from disaster with **POTO** www.poto.com



**Don't risk it
insure it**

Save your home from disaster with **FOTO** www.poto.com



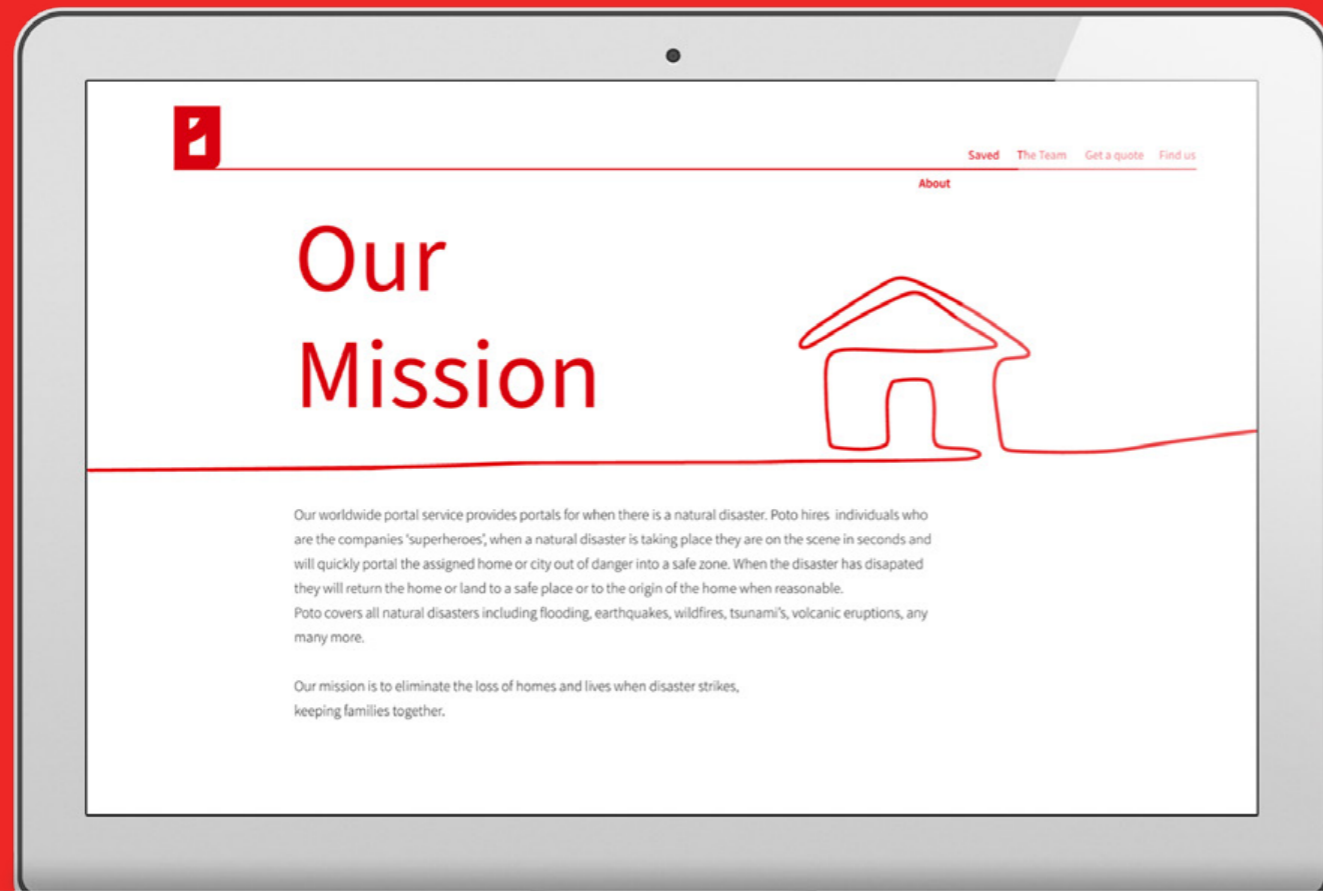
**Don't risk it
insure it**

Save your home from disaster with **FOTO** www.poto.com



**Don't risk it
insure it**

Save your home from disaster with **FOTO** www.poto.com



Our Mission



Our worldwide portal service provides portals for when there is a natural disaster. Poto hires individuals who are the companies 'superheroes', when a natural disaster is taking place they are on the scene in seconds and will quickly portal the assigned home or city out of danger into a safe zone. When the disaster has disapated they will return the home or land to a safe place or to the origin of the home when reasonable.
Poto covers all natural disasters including flooding, earthquakes, wildfires, tsunamis, volcanic eruptions, any many more.

Our mission is to eliminate the loss of homes and lives when disaster strikes, keeping families together.

What do we cover ?



Flooding
The most common disaster in the UK is flooding. Poto will calculate the level of probability of a flood to your home and provide the best price plan for the location of your home, making sure that your home is safe for years to come.



Earthquakes
Found the perfect home, but is placed in an Earthquake zone, have the assurance that your home is safe. Poto insures your home is covered in the event of an Earthquake, the portal will include your surrounding land with your home.



Wildfires
Most common disaster in California, depending on the situation we will portal your home straight out the the disaster zone, or alternatively you can alert us to the event and schedule a portal for a time that you think is appropriate for evacuation.



Tornado
The is the most common disaster in the



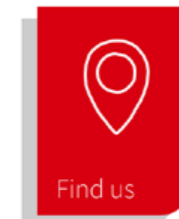
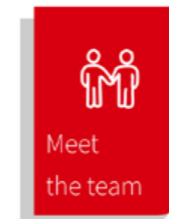
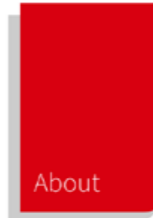
Volcanoes
Poto will calculate the level of probability of a volcanic eruption to



Tsunami
More common in coastal Earthquake zones. Poto will calculate the level of



Find out more



Keep up to date with the team !

[Check out our instagram page](#)



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Stokeley,
PE12 4RB





2,381,200

Homes saved by Poto

2 Million

homes saved from flooding



250,000

homes saved from Earthquakes

10,000

saved from Wildfires



Don't chance it insure it !



Simply priceless

Overview price plans
Each plan is tailor made to the customer making sure that we create the best plan for you.



Never be flooded again

call us on +441632 960115 to get a personalised quote



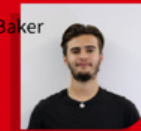
Meet the Team

Poto is the only company with a 100% satisfaction rating, this is all due to our team. Each team member has been hand picked from the best of the best, with the customer being their main priority.



Emily Oakes

CEO
Emily oversees the day to day runnings of the company, keeping the team up to date with the most urgent disasters and appointing crew to cases.



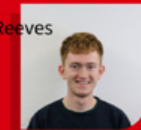
Jacob Baker

President
As president, Jacob oversees the team leaders and steps in when a worldwide disaster is taking place. Always on the look out to add to the team.



Alicia Conroy

USA Team Manager
Alicia specialises in Earthquake and wildfire portals, ensuring the most probable areas that will have a natural disaster.



Kavanagh Reeves

Asia Team Manager
Specialising in flooding & Tsunami's perfolting, Kavanagh works in the eastern world, campaigning the importance of having your home insured by POTO.



Daniella Thompson

Australia Team Manager
Daniella specialises in wildfire disasters, Daniella works with neighbouring countries to help minimise risk to residents.



Matthew Gilbert

European Team manager
Matt, manager of the European team, delegates disasters in the area to team members. Constantly researching the probability of events in his area in the near future.





On average **27 million** people are displaced from their homes due to a natural disaster each **year**.



Don't risk it, Portal it.



ADVERT SCREENSHOTS



MAGDAY
CAMPUS

SHOE

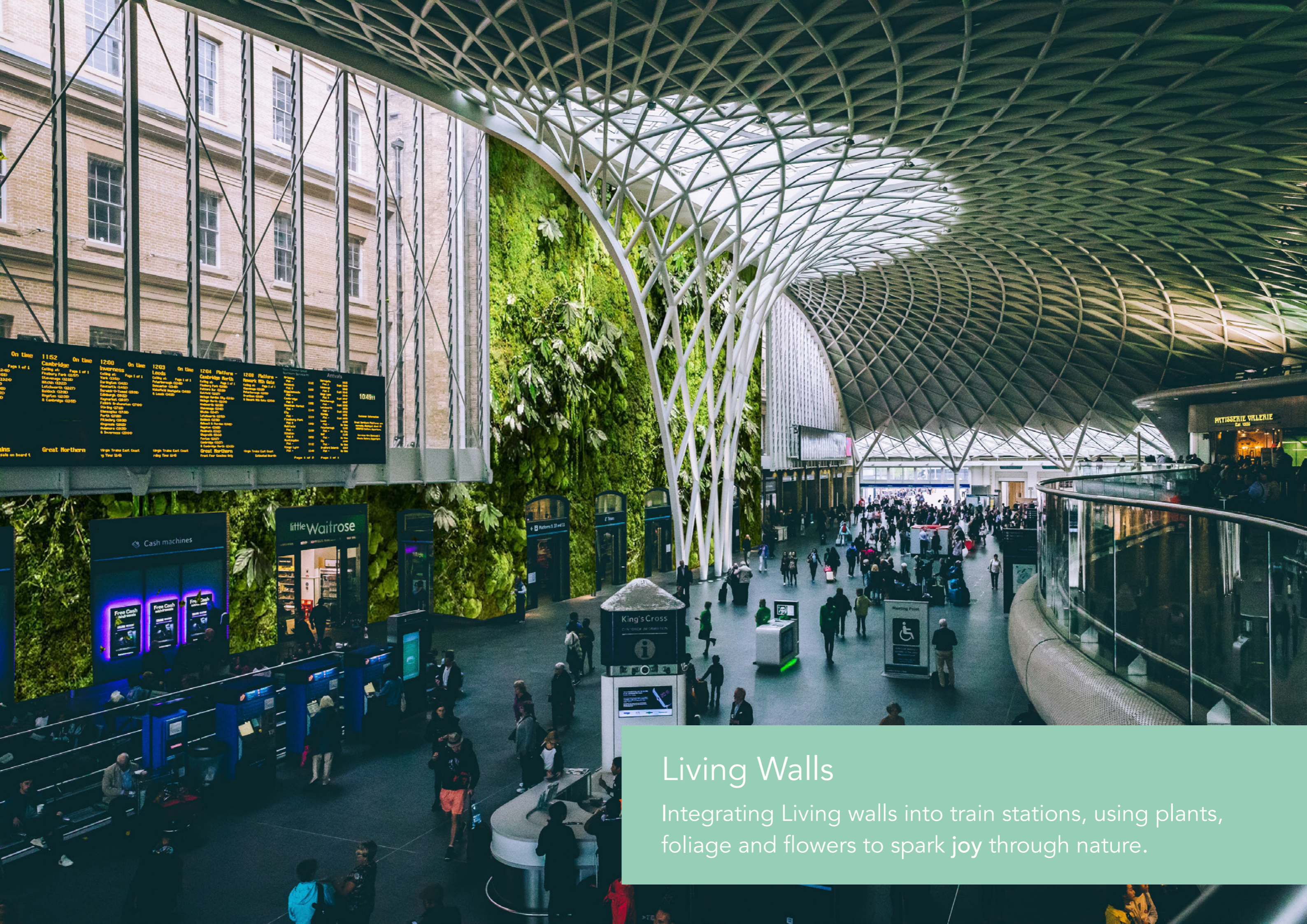
SHOE

Living Walls

RSA STUDENT DESIGN AWARDS 2020

SHORTLISTED

Living walls is a project focused on how design can unlock Joy within a train station environment. Living Walls is the solution in which by implementing plants, foliage and flowers into train stations you are sparking joy for passengers as well as creating a new and unique environment for train stations making for a more pleasurable experience on the rail network.



Living Walls

Integrating Living walls into train stations, using plants, foliage and flowers to spark joy through nature.



1 in 4 suffer from mental health problems

Mind UK

Over **24 million** people everyday commute to work, 5 days of the week including the use of the rail service. **1 in 4 people** suffer from mental health problems each year within the UK, by travelling by rail, a non-active mode of transport. This affects the mental health of commuters each day.



Green

- Balance
- Restful
- Safety

Initially looking into colour theory, **green** conveys **balance** and references **safety**, this relates to plant-life in that there is presence of water, relating back to human instinct of survival. Professor **Edward Wilson** created the hypothesis called **Biophilia**, in which humans naturally seek out other organisms in the world. This relates to how humans feel safe when they are around nature and plant life, this tackles the problems linked to mental health and the train station environment. My proposal **reduces stress, anger and disappointment**. Common emotions experienced within the train station environment.



Placing foliage, flowers and plant life into train stations using primarily the Living wall format. My proposal can be implemented into any sized station where walls or railings are present. When a commuter steps of the train the first thing they will see is the Living wall instead of concrete man-made structures.



Social & Environmental impacts - Who will it benefit?



Commuter

21-35
Computer analyst



Leisure Traveller

18-35
Fashion Marketing student

An **everyday office worker**, commutes to work 5 days of the week between the hours of **6-9 am** and **4-6 pm**. Working within the city at a high demand job, typically at the end of the day she is tired and wanting to get home as soon as possible. Rail is her primary source of transport, making her depend on trains being on time.

A **socially connected individual** who scrolls social media and news sites when commuting. Catches up on the news from the night before as well as the day on their way home. Life outside of work is **influenced by social media**. Viewing destinations where people on their feed have been, looking for new places to explore within their county and country.

2,563
train stations
in the UK

Network Rail

University student, living at their uni of choice. Typically goes out with friends at the weekend and is always looking for new places to discover and explore. Individual uses 'train travel as a way to **commute** longer distances to primarily cities and is a main link back to her home town. Typically uses a variety of different sized stations, from **rural to Urban**, however when applicable takes advantage of the facilities within the larger cities. Influenced by social media personalities and friends, looking for events and destinations to visit in their spare time. An avid Instagram poster, showcasing her daily activities, where she visits who she is with.



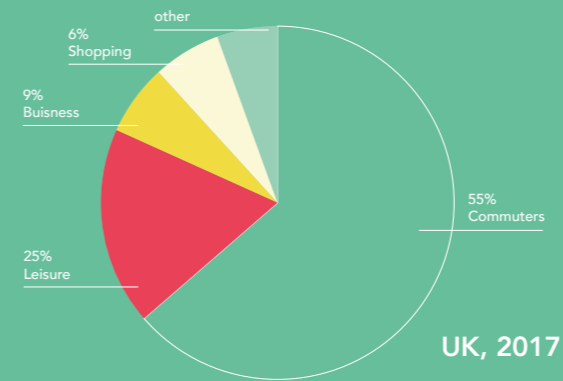
24
million

passengers use rail transport everyday.
Department of Transport

Research & Insights - The Facts

Rail Journeys

Through research my key insights into rail travel are that commuters are the most common users of the railway, at **55% in England, spend 50+ hours per year on the railway**. Rail users seek the quickest, simplest and most efficient routes to arrive to work on time, looking at not disturbing their day. Approximately **1 in 4** people will experience mental health issues each year and **1 in 6** experience common mental health issues, including **anxiety** and **depression**.



Fatalities

Train stations are a common place for people with poor mental health to visit, due to commuting to work and for leisure activities. Stations themselves have very little facilities and features that spark **joy** in passengers resulting in fatalities each year due to the exposed rail lines. **279 suicides** or **attempted suicides**, in 2018/19 and **6 fatalities** at level crossings, recorded via the network rail.

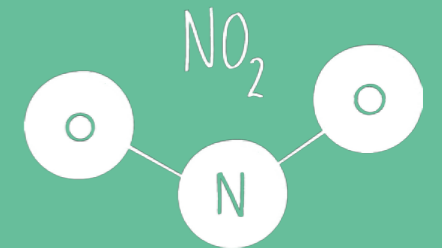


28 individuals trespassed railway lines 2018/19
Network Rail

Air quality

High levels of Nitrogen Dioxide concentrate is found in enclosed railway station. **200ug/m3** is the maximum level every hour on a short term basis, according to the **EU standards**.

University of Birmingham



Max 200ug/m3

Research & Insights - The Facts

Colour Theory

Through research I have looked at how colour and nature can effect your mood, and the way that you think. **'green'** areas can provide ambience and have a calming effect on the mind, body and soul.



Green
-Balance
-Restful
-Safety



Biophilia

Edward Wilson explored the idea that **humans seek out other organisms**, making them feel at peace in their surroundings. The colour green is associated with nature, green the colour embodies the idea of **balance**, **restfulness**, and makes you feel subconsciously **safe**.



'Humans attracted to other living organisms'

Edward Wilson

Flower theory

Counties in the UK have specific flowers related to their region. Train station have potential to showcase the regional flowers relating to the county, when the flower is in bloom. For example the Lincolnshire flower is the **common-dog violet** this flower conveys modesty. The London flower is the **Rosebay Willowherb**, they are primarily found on railway banks, walls, and waste ground.

Common dog-violet



Rosebay Willowherb



Systems thinking - Passenger Journey

Passive interaction 'Joy is contagious'

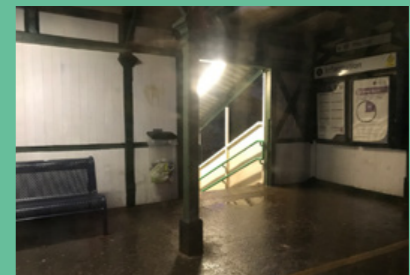
Ingrid Fetell Lee

Current interventions include integrating for example music into the train station environment, by placing piano's on the platform's and into public spaces. This intervention **sparks temporary joy** within passengers in London during the commute, however this intervention needs human interaction to spark the **joy** aspect of the intervention.

My intervention is efficient and has **lasting positive feedback** as my concept there is no human interaction for it to work. My concept relies of passengers to simply view the intervention, for **joy** to be sparked. No human interaction, or action is needed to provide the joy, the Living walls can have the **joyful effect** at 11am through to 1am in the morning allowing everyone that moves through the station to have the same experience when viewing the wall.



Rural Platform - No implementation



The passenger transitions from a station that has not been implemented with the **Living Walls** to a station that features the Living Wall aspect. The passenger will interact with the installation passively, the target audience can view the wall from the train itself, creating interest and **sparking new emotions** within the station environment. When leaving the train the passengers can **interact** and view the wall and spark joy, conveying the feeling of **balance**, **restfulness** and **safety**, setting up for a positive mindset and a successful day.

The Living Wall has a positive impact on the passenger throughout their day, and provides a safe environment for the return journey.

Small City Platform - Implementation of Living Walls



Systems thinking

Platform Walls

My proposal integrates the platform walls into train stations in an engaging way, anywhere across the country, from small to large. **Foliage, plants and flowers** are used to create the Living walls on the existing surfaces of the station.

Where

My proposal can be integrated at all stations where there is a surface for the wall to be set up. The walls can be placed on **varying sizes** and can expand onto **railings** and **fences**. From rural to urban, the wall can be implemented for the local commuters of the station.

Community

Members of the local community will have the opportunity to choose the flowers that will feature on the wall. This can vary with age, from **school children** getting involved with the scheme to the **older generation** that have benefited the community.

Colour Theory

The theory is that green, implies **balance, safety** and **restfulness**. Within the station environment these are core emotions that aren't commonly associated with train stations. Plants implement this theory into the station environment **sparking joy** and **happiness** through **nature**.

Flowers

Flowers and alternating plant life is used to create the walls, depending on the placement of the station and time of year, foliage may be the only plant within the wall itself. The flowers are **sourced locally** to the placement of the station creating business for the local area.

Mental Health

Being surrounded by nature is scientifically proven to **improve mood**, reduce feelings of **stress** or **anger**, common emotions found within the train station environment. Being surrounded by nature conveys the sense of safety as you would assume you are near water, relating to human instinct to survive.

Air Quality

Scientifically proven that plants **remove Co2** from the atmosphere, improving overall **air quality** in the general surrounding area.

Employment

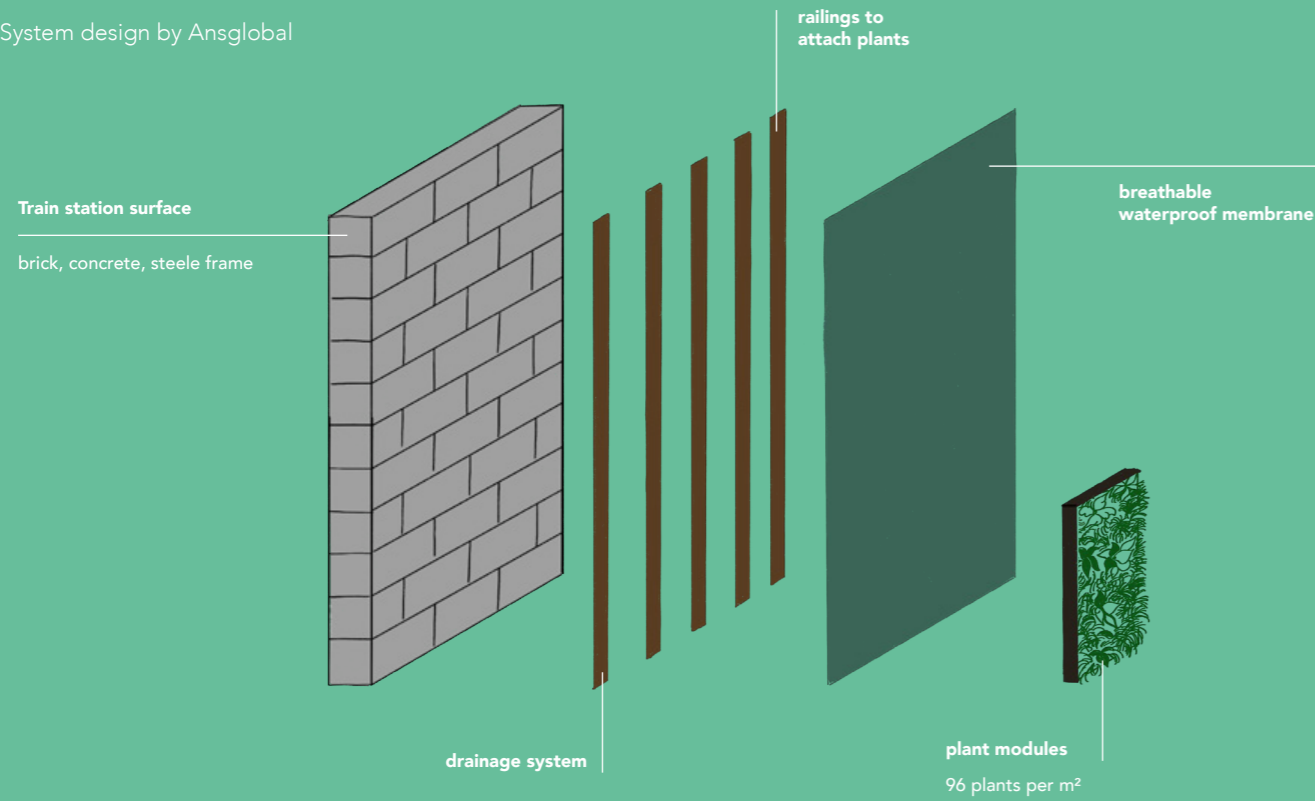
Integrating Living walls into train stations creates **employment** for the local people, specifically for **65+** age bracket. As this age group can maintain the day to day upkeep of the wall, maintaining plant quality. The employers will select the flowers that feature on the wall throughout the year.



Systems thinking

How it works

System design by Ansglobal



Viability - The Plan

Living Walls in the real world

Rural - Local



The Living walls can be implemented into small 'rural' station throughout the UK. These are stations that are primarily outdoors and have minimum facilities for passengers. The railings and exposed shelters can be used to create my proposal in small scale stations. Small stations that have a flat surface can have plants integrated into them.

Small city - Lincoln



Medium sized stations with multiple platforms in use, stations where barriers are in use for regulation with typical facilities found in train station. Living walls can be implemented to the walls of the platform. These stations can have nature sculptures installed throughout the year, allowing the station to highlight local talent for gardeners and sculpture artists.

Urban - London



Large scale stations, these are train stations that are situated in major cities throughout the UK. Living walls are implemented on a large scale and can be placed within the internal structure of the station as-well as the external walls. Railings, and metal fixtures can also be used to intertwine plants throughout, creating a Living station. Garden sculptures are installed at the station at all times throughout the year.

Viability - The Plan

Social media implementation

800 million active users on Instagram.

Social media is the main source in which people access news and their personal interests of the world through their mobile devices. For rail commuters this is the time that they would check their phones and update themselves on others lives. Instagram has over **800 million active users** and **95 million** photos are posted everyday to the social media site. My proposal involves social media and influencers to publicise my idea through imagery and personalised photos taken of the walls themselves. To do this passengers can simply tag the train station in their photo when

posting and use the hash-tag **#livingwalls**. The use of using the hashtag is to allow users to view all the images of the walls in one place as well as spark joy on others feeds and **influence others to visit the walls** themselves to take their own photos, in-front of the walls. Adding the location to the images allows others to view what walls around the country are their favourite to go visit and promote rail travel as well as the Living walls themselves.

social media posts



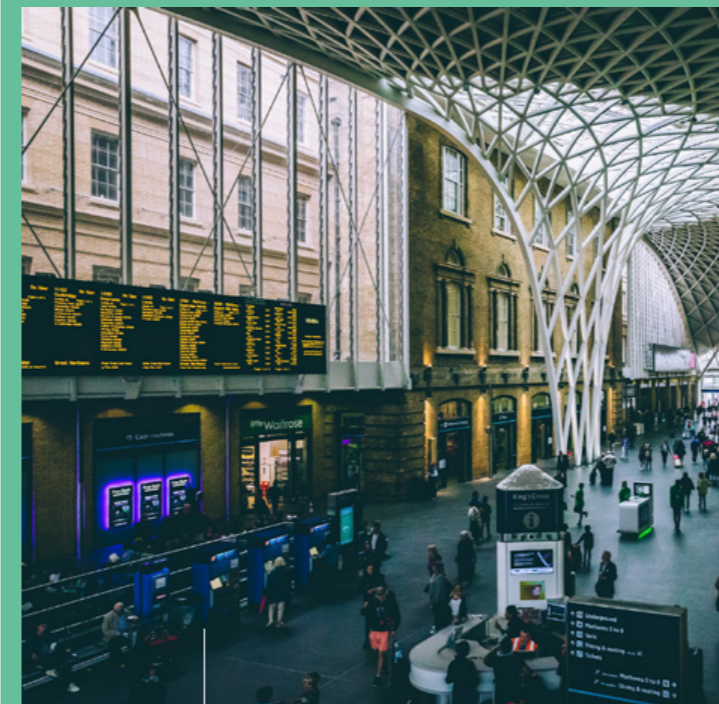
Influencers

Success

#livingwalls

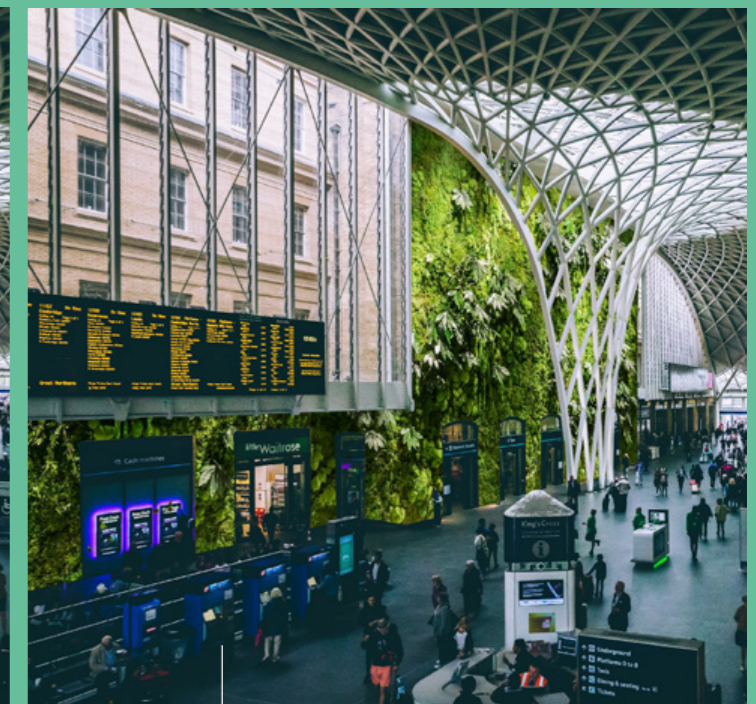
Creativity & Innovation - Living Walls

Before



London Kings Cross

After



London Kings Cross with proposal

