

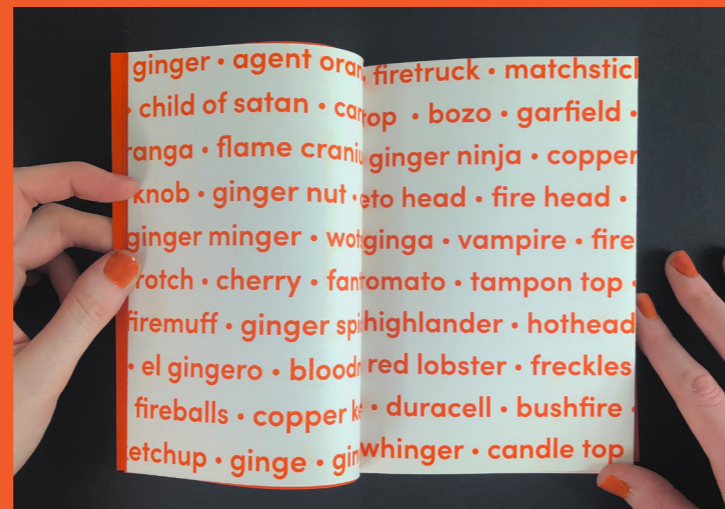
**S O P H I E
L A U R I E
G R A P H I C
D E S I G N E R**

GINGER

'Take a current issue - large or small - and create a campaign of protest with a typographic piece.'

My chosen topic was 'Gingerism', the discrimination individuals with ginger hair face. My approach to the topic was to promote the hair colour via educating readers about ginger hair, from the science to famous redheads. By taking a light-hearted comical approach the book appeals to all ages and creates a fun appeal to combating 'gingerism'.

The final product is risographed as this creates a bold, powerful orange colour to draw the reader in and keep them engaged. I chose to use only two colours on the risograph to create the heavy focus on the orange, alongside a contrasting black.



CHATTER

'Create a supergraphic using onomatopoeia.'

This was a group project in which we had to create a supergraphic of onomatopoeia, the group went forward with my original concept of CHATTER (shown below). We developed this further to be about conversing and brought to life the idea of sticky note conversations to create our supergraphic. The concept was based on small things creating the surrounding environment and the temporary aspect of a conversation, coming and going in the area. Passer-bys could easily remove a post it note to alter the appearance and in effect remove the 'chatter'.



The Good Karma Club

'Design a loyalty scheme for Dishoom to encourage and reward repeat visitors.'

The logo for the Good Karma Club is based around many circles, they represent karma as the saying often used is 'what goes around comes around'. The use of multiple signify the small things we do contribute to a larger goal, as such like a ripple effect - which is the overall image of the logo.

The loyalty scheme set up is based on the values of giving within Hinduism as that is a primary focus at Dishoom. The scheme set up rewards customers for their visits by entitling them to rewards and points, the points can be used at Dishoom restaurants or alternatively can be donated to the chosen charity of Elephant Family.

Elephant Family is the chosen charity as they focus on protecting Asian Elephants, which is significant as the origins of Dishoom tie back to India. Also, elephants are significant within Hinduism as one of their Gods Ganesha has the head of an Elephant. Dishoom have this god in every entrance of their restaurants, therefore is fitting for the loyalty scheme. The loyalty cards are made from sustainable elephant poo card, which in itself is a novelty for members to have but also contributes to keeping their services eco friendly.

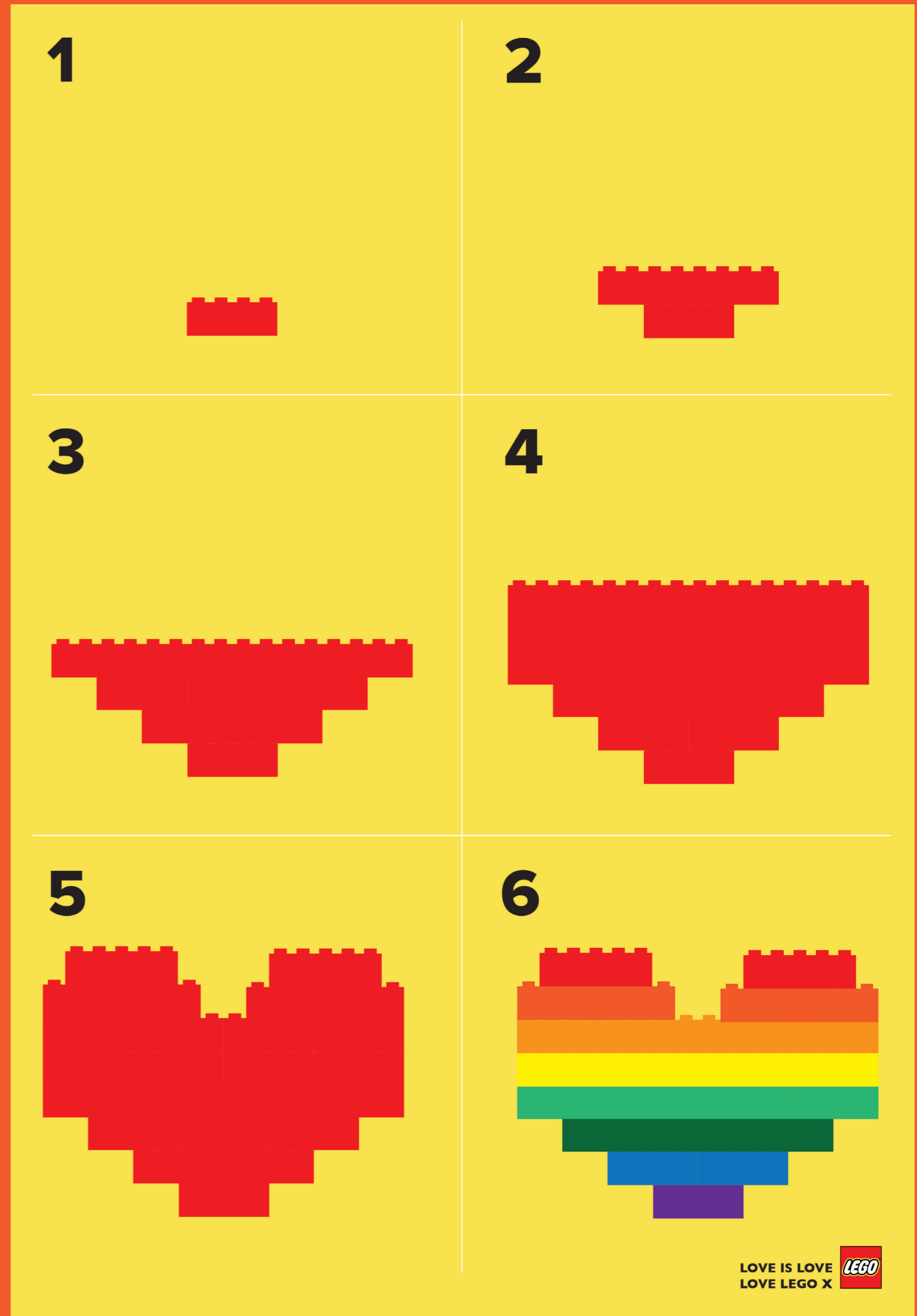
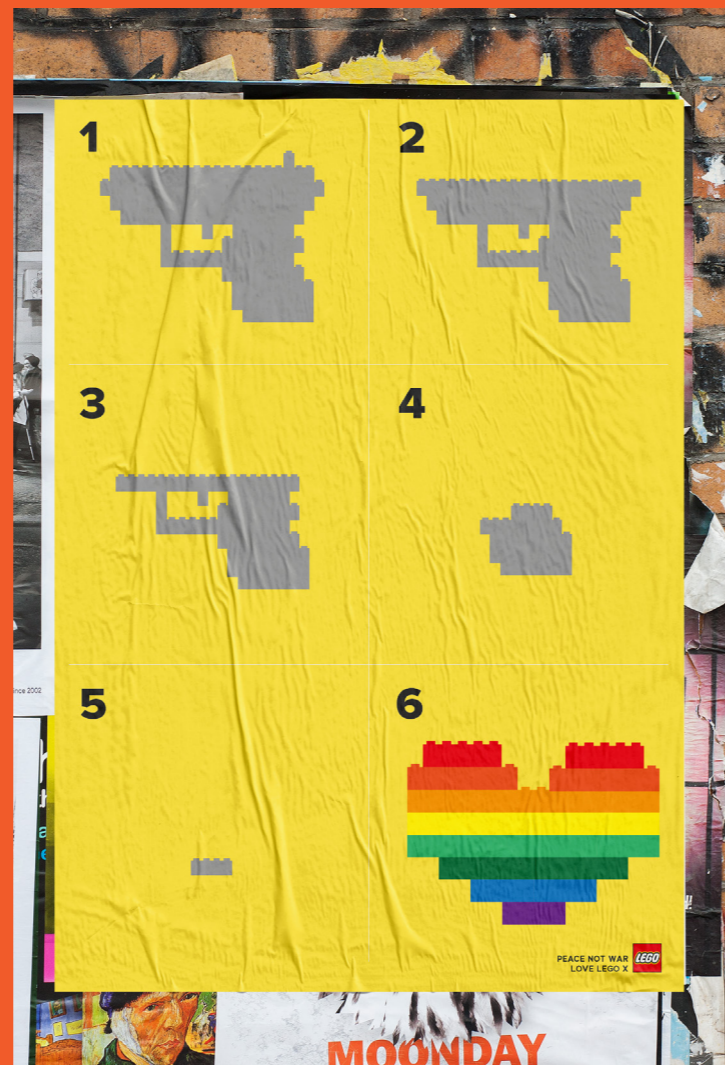
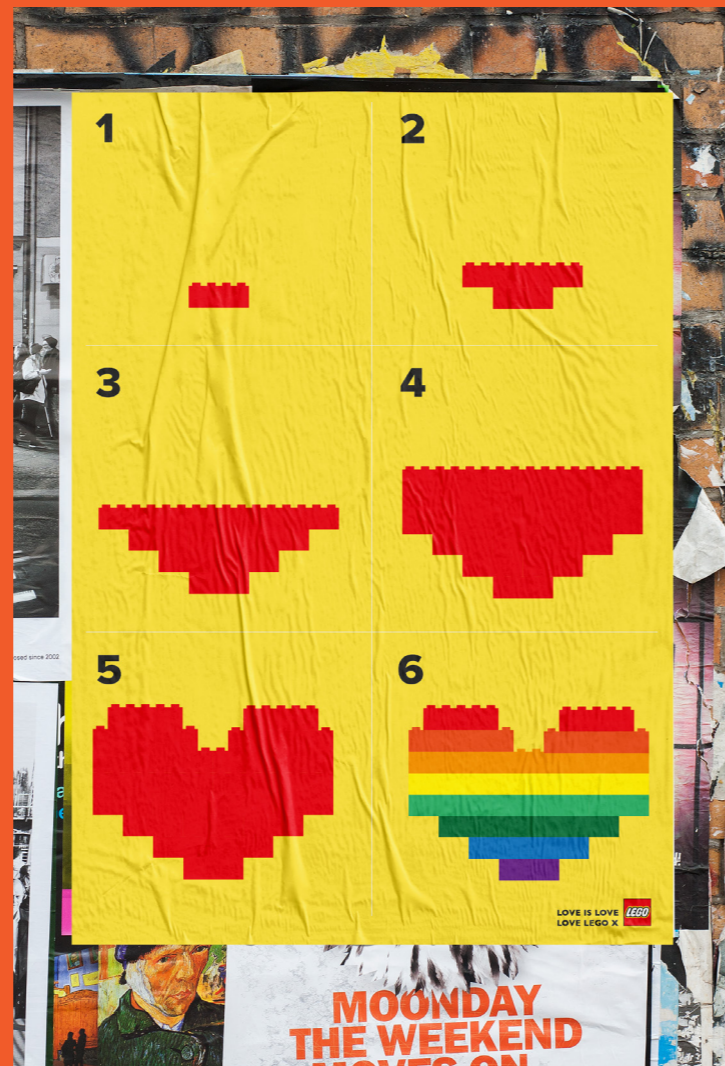


LEGO Posters

“Make LEGO appealing to teenagers.”

By promoting the concepts of a perfect world, modernising the brand values to incorporate all lives LEGO instantly becomes more appealing to younger people as these are values that young people are heavily surrounded by in an ever changing world.

The design layout portrays a LEGO instruction sheet showing how to change the world and promotes good activities and good values, incorporating typical association to LEGO to the new values.



delve

'Using Fedrigoni paper and card, design the packaging for a new range of Oliver Bonas candles.'

The brand is all about delving into your senses for the most uplifting experiences. Aromas affect attitudes and delve offers the best scents for each mood you're desiring, if you're searching for a perfect nights sleep, our tranquillity candle is perfect for you, looking for a boost of happiness? Try our euphoria candle. The candles specialise in setting the room's mood, tailoring each product to a specific mood for your environment.

The full packaging comes together to be very minimalistic with the focus being on the paper layering on each side to create this sense of a 3D head on the exterior. This works for the product brief to be about the paper used and also works alongside the concept of delving into your senses. Each candle votive features a definition of the candle name, simply showing the consumer what the candles purpose.

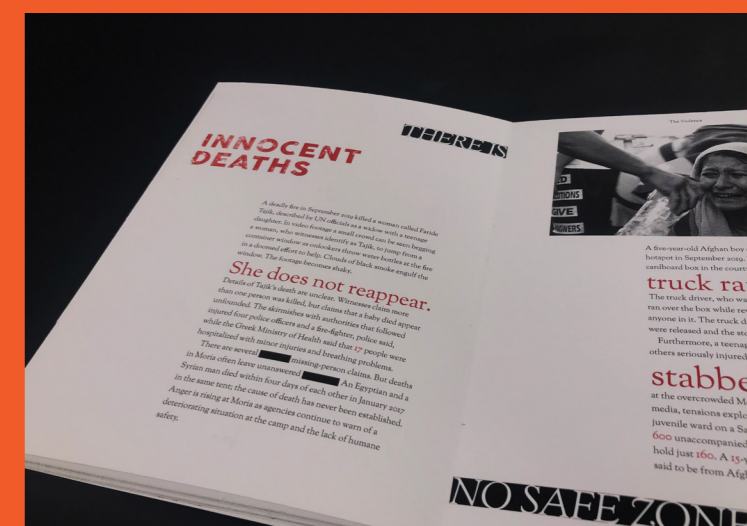
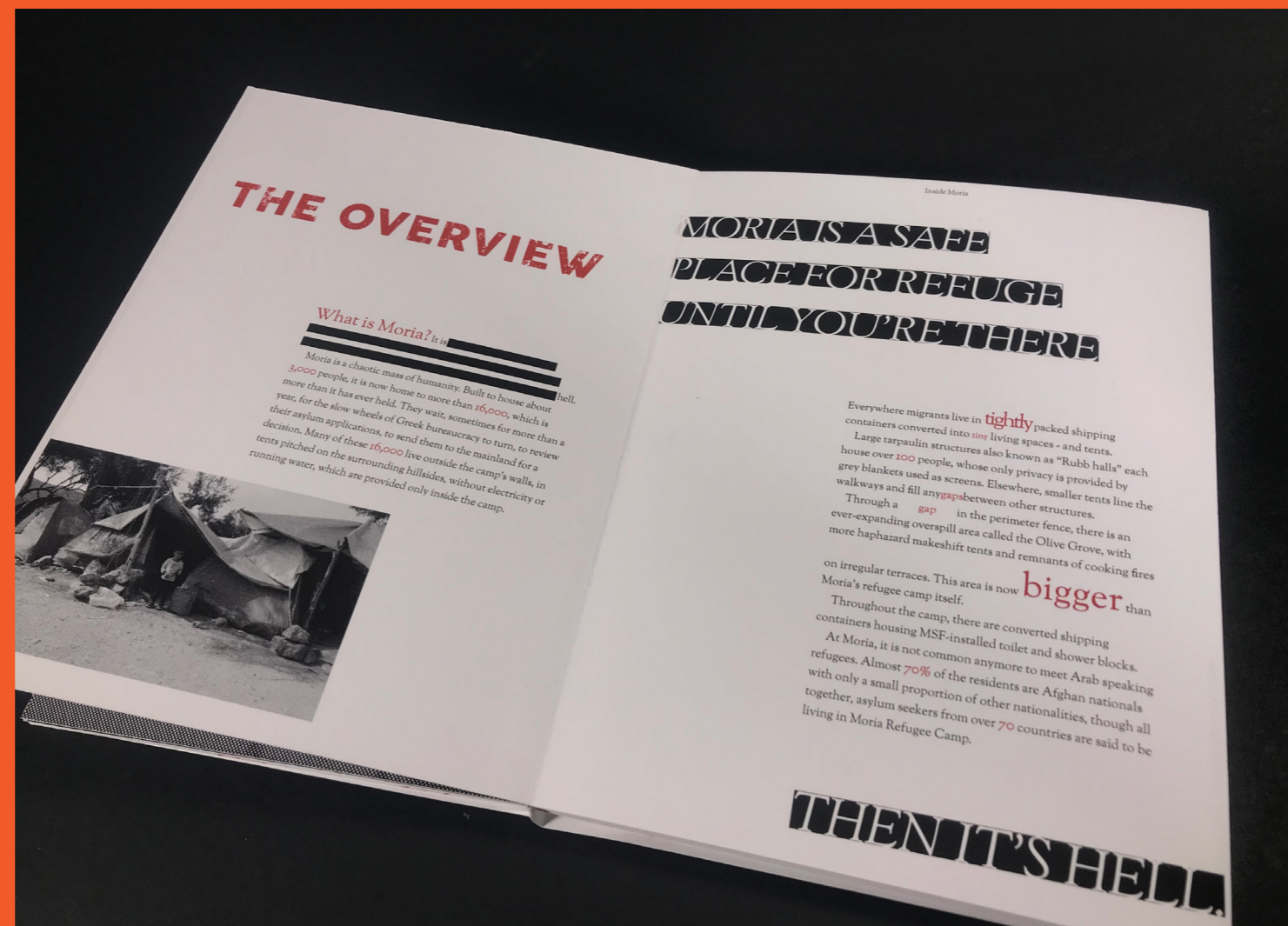
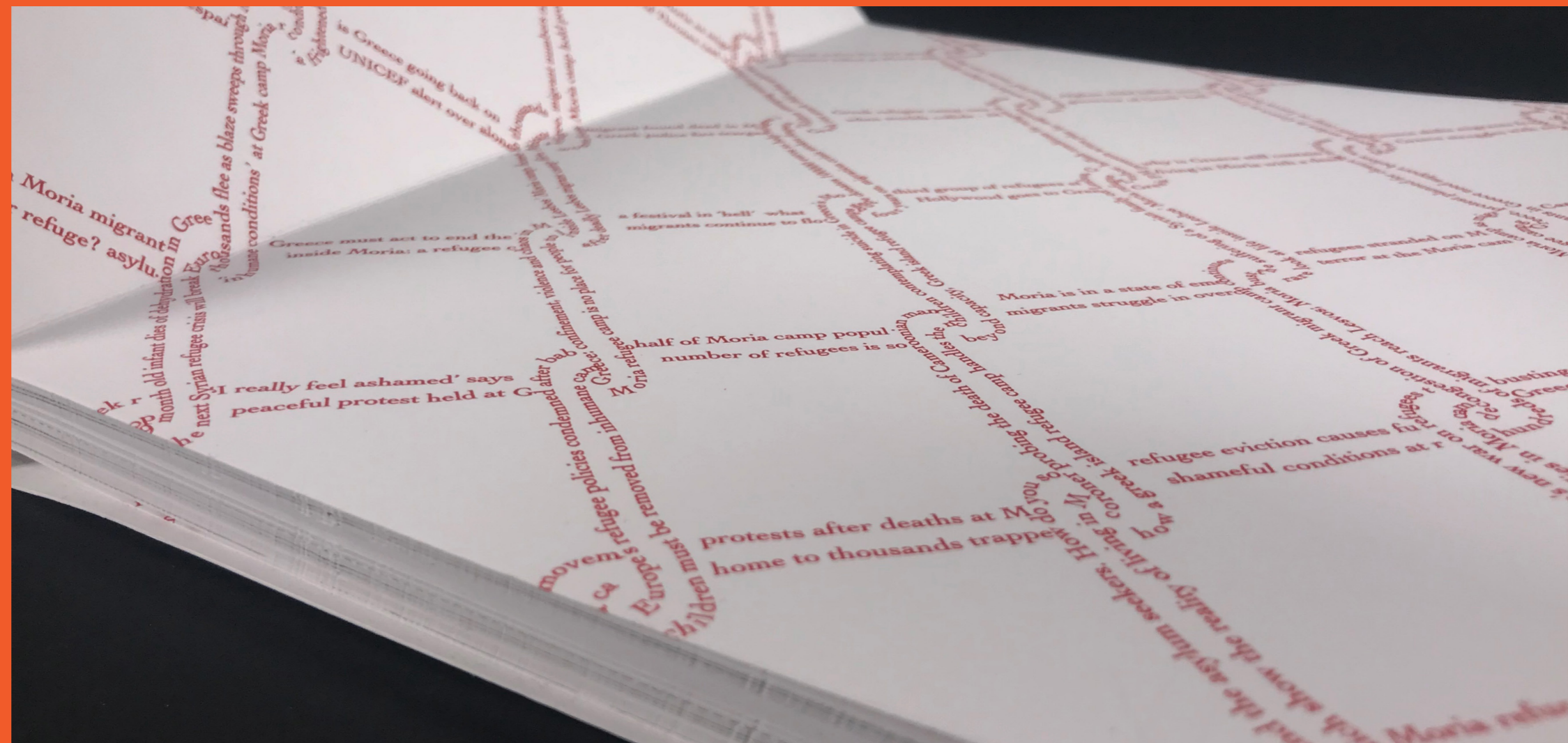


Moria Refugee Camp

'Create a typographic piece that celebrates the topic of migration.'

This book is based on the refugee camp Moria, dubbed Europe's biggest failure due to the living conditions and overpopulation at the camp.

The opening page is designed to highlight the number of headlines about Moria that the world has overlooked and locked away leaving the refugees trapped in their own Hell. I restricted my colour palette to red, to evoke the feeling of blood and war, and black, to maintain easy legibility - but to also highlight the bleak lives the residents have at Moria by using black and white imagery. Halftone is used in my imagery to 'cancel' the photos and show the idea of the media trying to cover up the realities. By using a serif typeface there is a clear link to newspaper articles and endorse the idea that there is so much to cover yet it is being overlooked. The type is set a third of the way down the page to indicate the idea of overcrowding that isn't necessary when there is plenty of free room elsewhere.



DES

'Create a drinks brand that has a functional benefit beyond the primary purpose of refreshments.'

DES is a non-alcoholic cider designed for the designated driver in a group, often referred to as the 'Des'. The drink comes in two formats, one to be drunk for the majority of the night that contains a range of serotonin boosting ingredients to allow the designated driver to enjoy themselves and is a mood booster. The second drink is filled with concentration boosting ingredients to ensure a safer journey home, energy boosting to avoid any tiredness whilst driving and added to focus to allow room for the annoying drunks in the car to not disturb the driver.

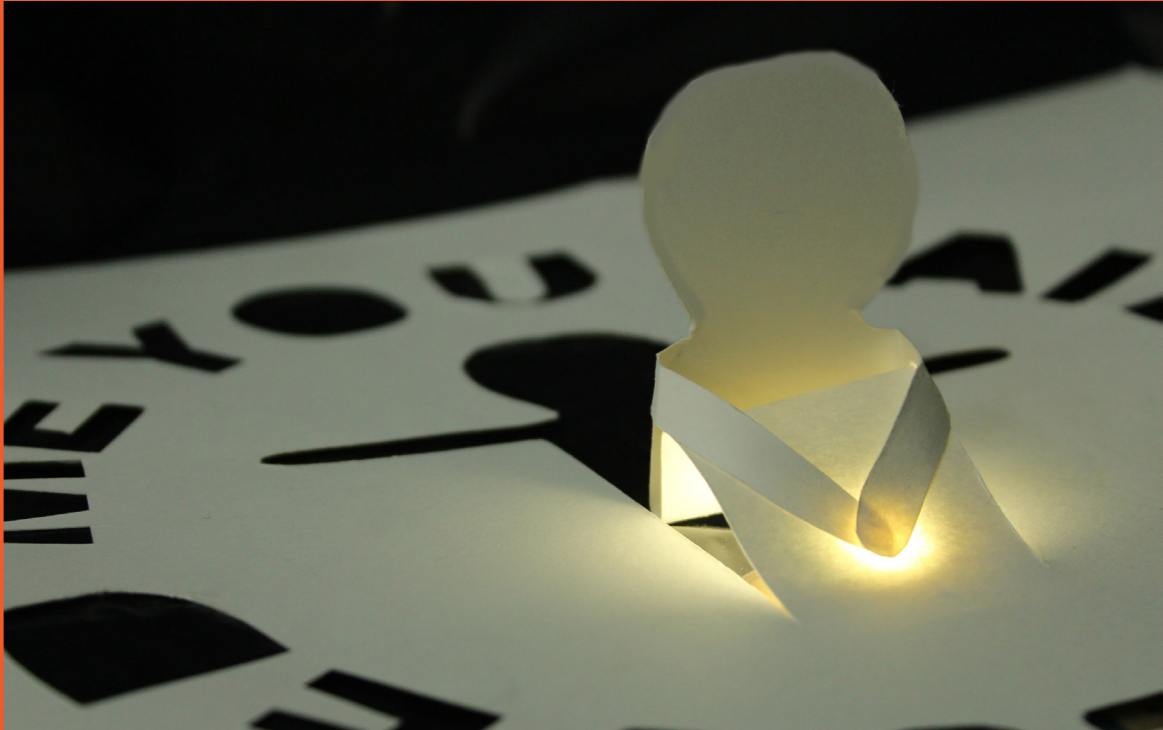
The design of DES originates from the idea of letting loose, whilst remaining aware. The 'okay' symbol used represents the good mood DES offers, but when joint together creates a symbol representing glasses – suggesting the concept of focus and concentration. Dark green was chosen to be part of the colour scheme as it symbolises harmony and balance, which in turn is what Des offers, essentially the best of both worlds. Light blue was chosen as it represents 'the helper' and the 'rescuer' and portrays an idea of responsibility and trust.



Paper Love

'Produce a paper-craft piece that represents an element of love, using only white paper.'

This design follows a simple design to represent the raw emotions of heartbreak. The use of cutting out elements represent the concept of the 'hole' people refer to when they lose someone they love. The design was created to surround the individual in the centre to represent the idea of being consumed by your thoughts. The light underneath the person is to represent the loss of touch and intimacy from the person they loved, and the desire and longing for the love to return.



CV

Sophie Laurie

18th July 1999

Education

Joseph Rowntree's School (2010 - 2015) GCSEs

English - B Graphic Design - A

Maths - B Health & Social - B

Science - B History - B

RE - A* French - B

Joseph Rowntree's School (2015 - 2017) A Levels

Graphic Design, Photography, English Language

University of Lincoln (2017 - 2020) BA Hons

Graphic Design

Exhibition

University of Lincoln: Book Arts from the School of Design Project Space, National Centre for Craft and Design, Sleaford. September - October 2019

Contact

sophie1806@hotmail.co.uk

+447716830990

Instagram: sophs.design

DISCLAIMER: The images of my dissertation were captured on a bad day.

