



Alison Reeve

Illustrator, maker and general creator with a diverse range of skills and passions.



01: Negotiated Illustration

The brief for this project was to create a fashion brand to counter the unethical and environmentally damaging effects of fast fashion. The brand should be ethical and sustainable but not use those aspects as a marketing point of sale, because this can overstep into the greenwashing used by some fast fashion brands to make their clothing appear ethical & sustainable when it in fact isn't.



01: Negotiated Illustration

The resulting solution was a brand that appealed to women who are focussed on world issues such as ethics and sustainability by branding around the theme of another world issue: sexism. The resulting illustrations capitalise on the theme of feminism with the intention of empowering the women who wear them. The business model of the brand is still sustainable and ethical because the designs would be painted by hand onto second-hand pieces, resulting in a line of beautiful and sustainable fashion that supports artists.



Badges to advertise designs



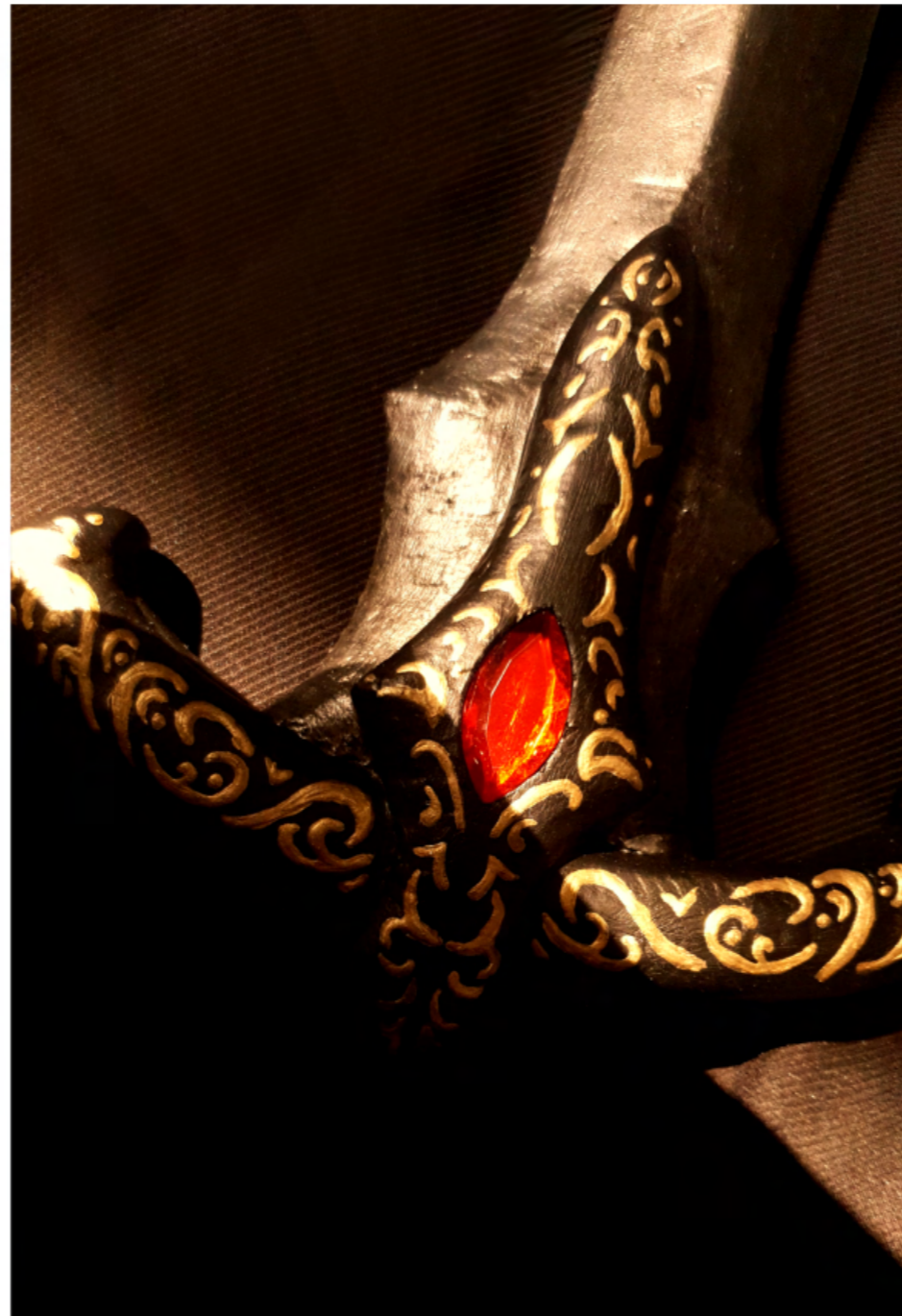
Vinyl cut logo & carrier bag



Hand stitched & hand painted label

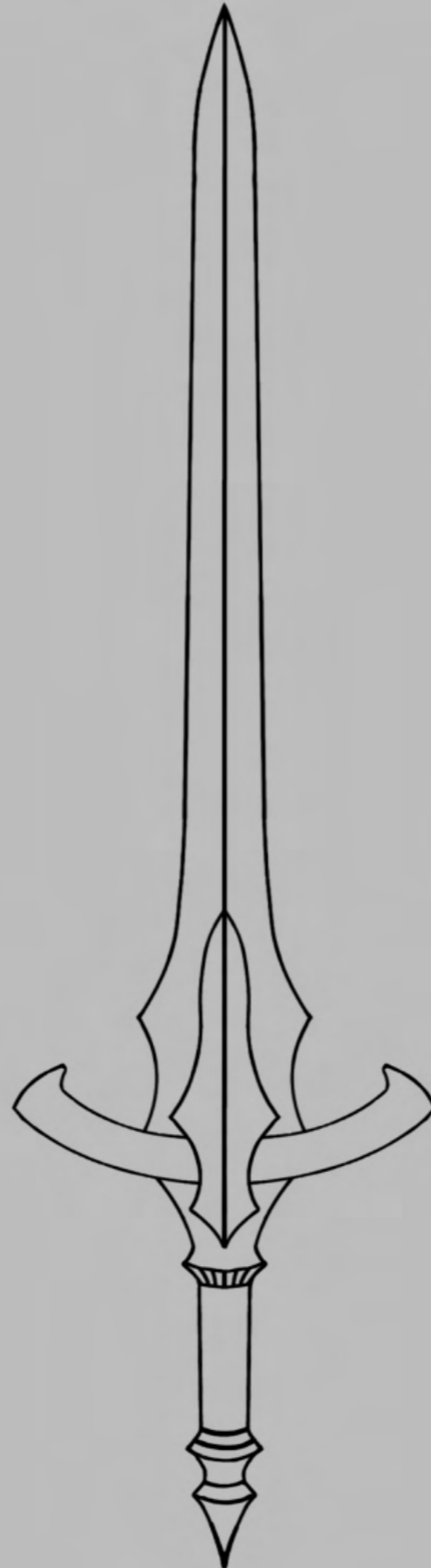
kiss it





02: Promotional Item

The brief for this project was to create an item that showcases my technical and creative skills, and as such can be used to for self promotion to advertise myself to potential clients, commissioners or employers. The aim was to create a project that demonstrates as many lateral thinking and creative skills as possible, as well as technical and practical making/building skills, in order to show myself as a well rounded designer and maker.



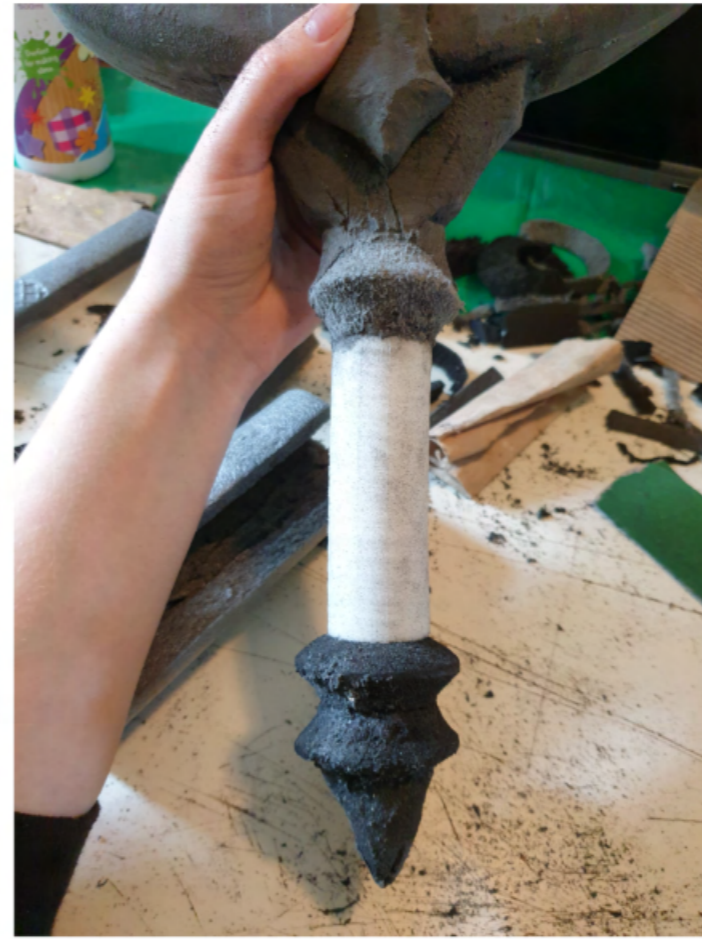
02: Promotional Item

In order to first demonstrate my conceptual thinking and design skills, I created my own original design for the object. Seeing as one of the routes of employment I am keep to persue is film/TV production design, it made sense for me to build a prop that could be used on a set as a foam replica of a real sword. So to first demonstrate my illustration ability I rendered a full concept art piece fo my sowerd design, wich I would the go on to build from scratch out of foam, creating a realistic lookng sword that would be safe to use on a set or production.

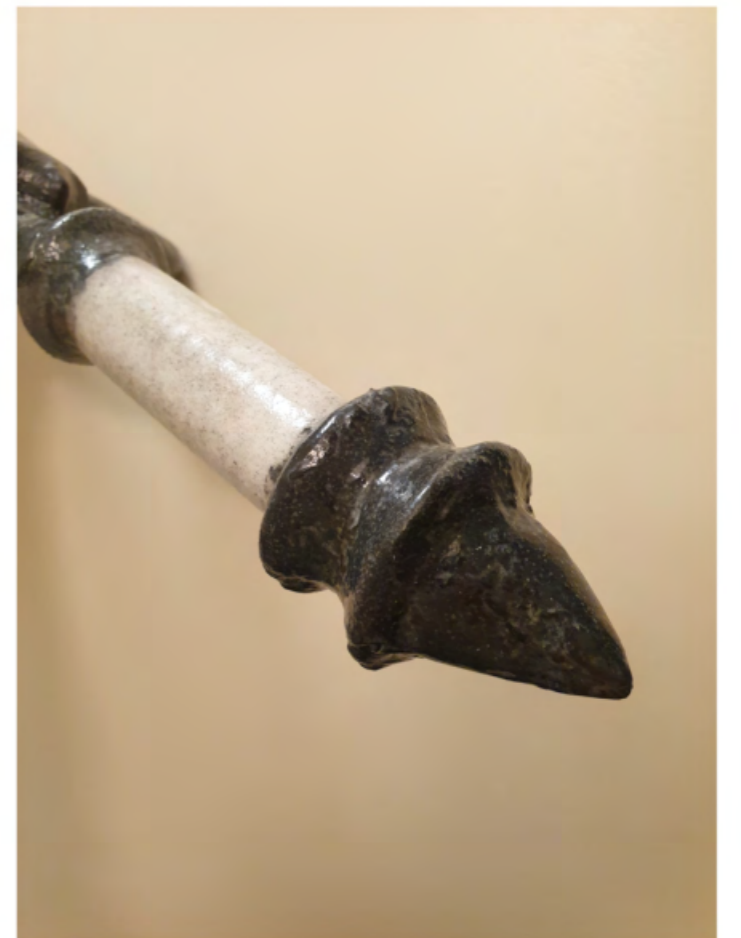


Sword building process - pt 1





Sword building process - pt 2

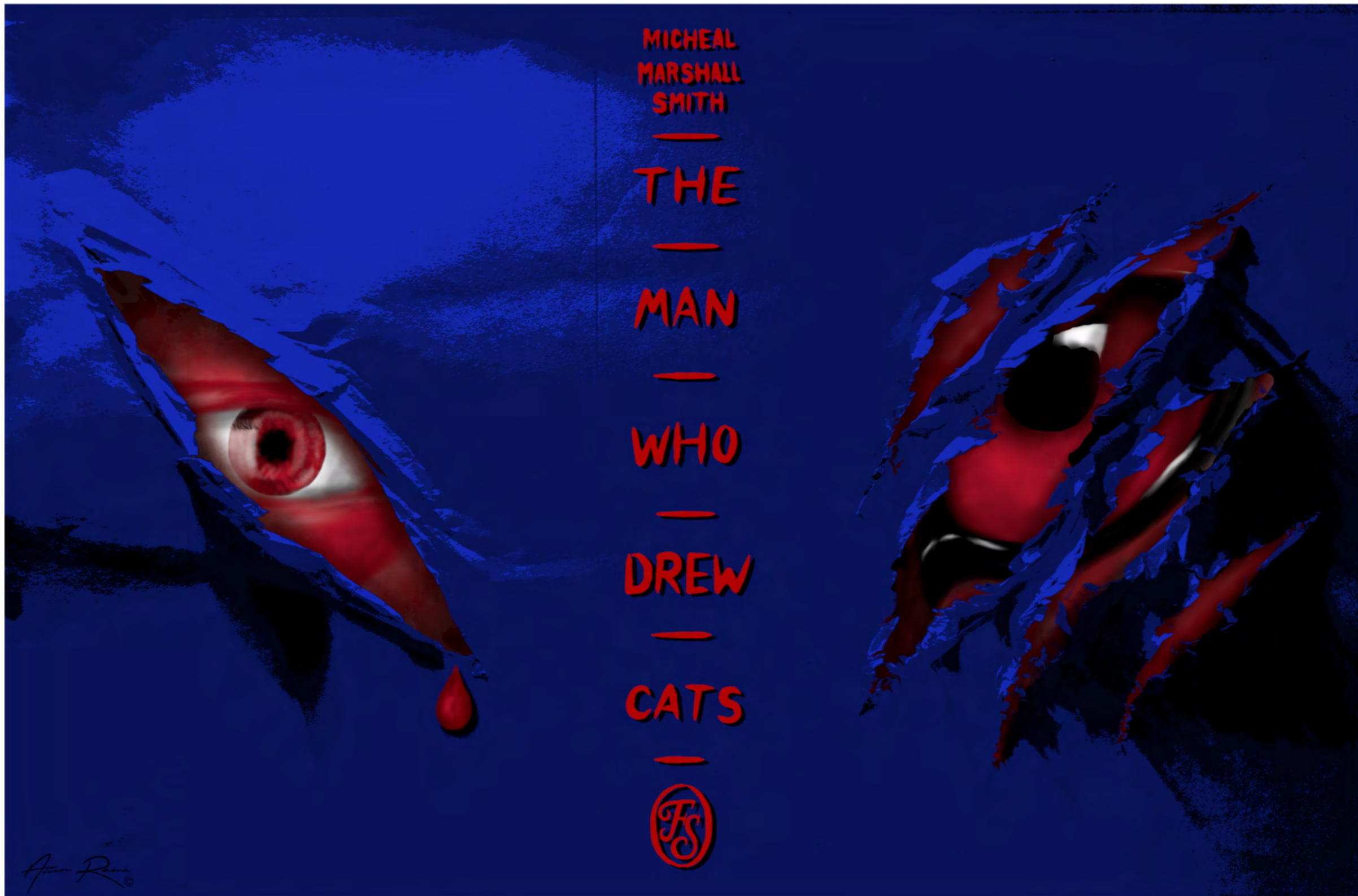




Sword building process - pt 3

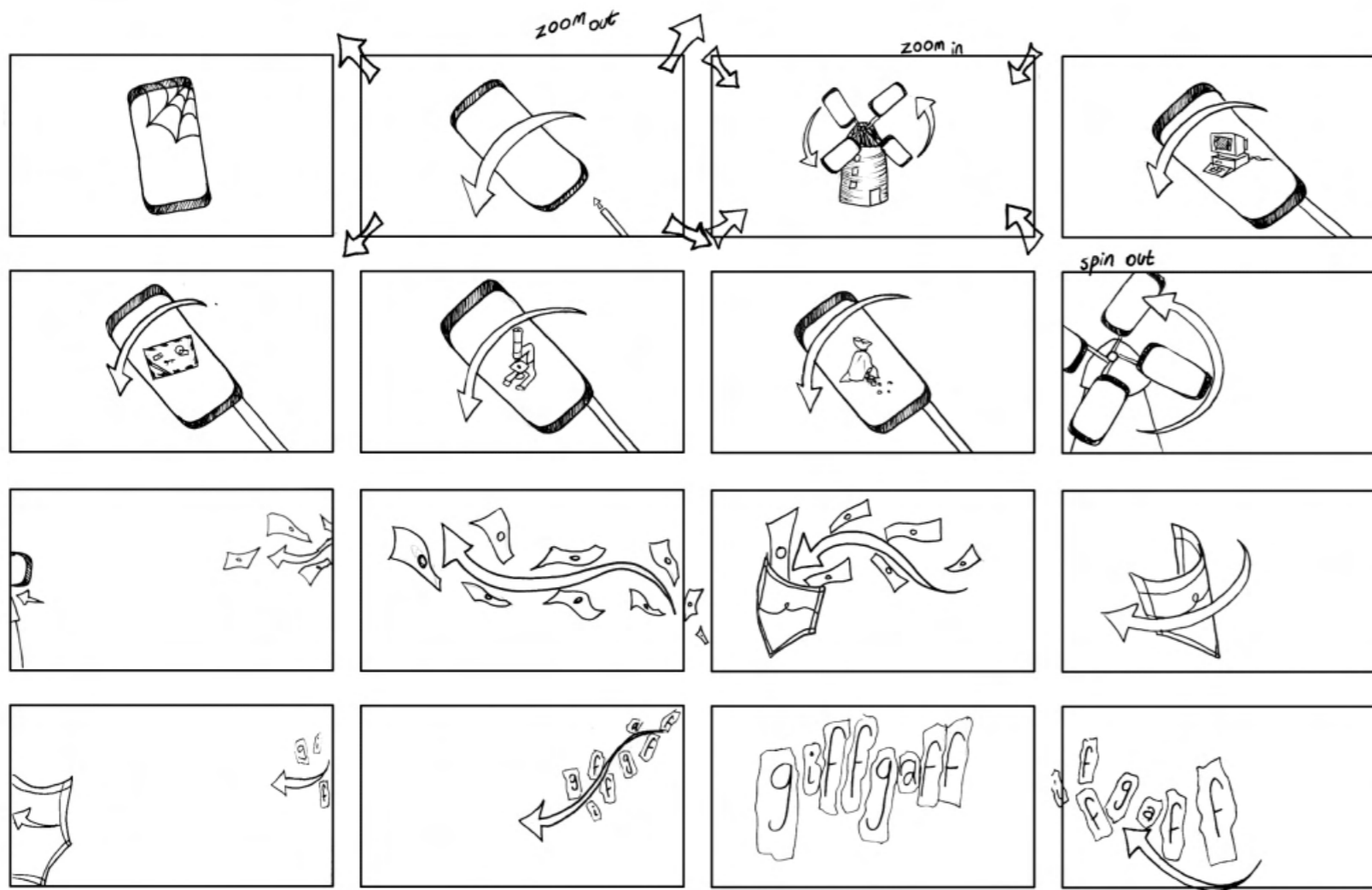






03: The Man Who Drew Cats

The brief for this project was to illustrate a book jacket cover for the story The Man Who Drew Cats by Michael Marshall Smith. The illustration was inspired by the story as well as my love of poster design, particularly old horror posters which use a lot of high contrast and dark colours. The clawed paper was inspired by the tiger in the story which comes to life and steps out of the pavement, and I wanted the cover to give the same impression.



03: giffgaff: recycle your old phone

The brief for this project was to illustrate an advert, website banner and instagram story assets to show the giffgaff phone recycling process. giffgaff believes that recycling should be easy because so much ewaste is produced in the UK and they want to help reduce that. The solution was a hand-illustrated design revolving round a windmill, reflecting the theme of sustainability and circular economy being promoted by giffgaff.



giffgaff

Recycle your old phone. Get some cash in your pocket. Cha-ching



Instagram story assets 1 -3

giffgaff

Got an old phone gathering dust?

Tap here to recycle it and get some cash

Go to giffgaffrecycle.com



and get a quote

Stick your old phone in our prepaid envelope



and send it in the post to us at giffgaff

We'll give it a once over



to make sure it's all in tact

Then we recycle your old phone



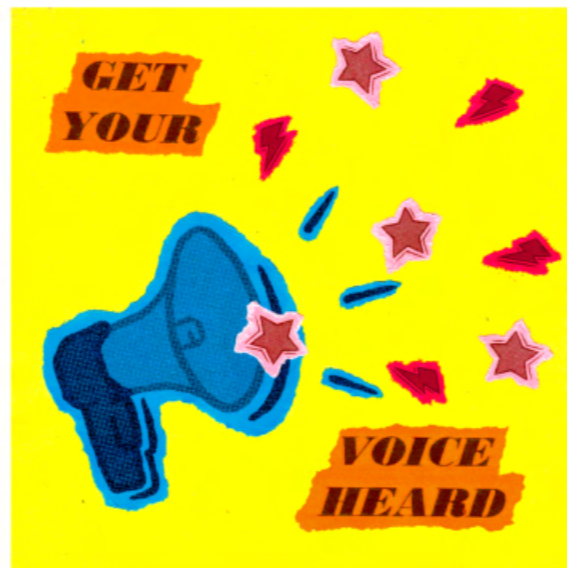
and send you the cash!

It's easy, sustainable



and makes you some extra cash!

Instagram story assets 4-6



04: Kim Arnold branding

The brief for this project was to illustrate a logo, website header and 3 spot illustrations for Kim Arnold. The concept was to create visuals that represent Kim's fun and friendly approach to her job in corporate marketing: she is someone who doesn't do things by the book and wants her personal branding to reflect that. The idea behind my solution was to tap into a punk-inspired aesthetic in order to best represent Kim's personality and brand, creating a visual language that is both fun, disruptive and professional.

 Alison Reeve

 @alison__reeve

 arillustration.co.uk

 _alisonreeve

 07855022176

*kiss
it* 