





### SELF-PROMOTION

This project required me to best summarise my work style in a business card and promotional item that would attract potential clients. Taking this idea I designed the cover for a VHS case promoting my work and written with information about me which could contain my business card, small sample prints of my work and any other items I wish. This is directed in the aim of making the potential clients not want to discard the item and make it memorable.





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## COMPETITION BRIEF- BATS-FORD PRIZE

The theme of 'our planet' heavily interested as it has such a wide range of ideas behind it so i was able to direct my interest in military history behind it and represent a variety of historical timeperiods and nationalities.

It was at this time that I began experimenting with mixing various mediums as well as starting to more embrace a 'looser' and less refined style and variety of subject matters planned in this piece was perfect for that experimentation, mixing oils, acrylics, watercolour, pencils and inks.

Through the visual of a statue crumbling under its own weight as it is continuously being built by faceless world leaders I hoped to both capture the heroic actions as well as futility and cyclic nature of conflict without being too obvious with my intentions which I feel for messages such as this can feel condescending if laid out too plainly

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DARK DESCENTS

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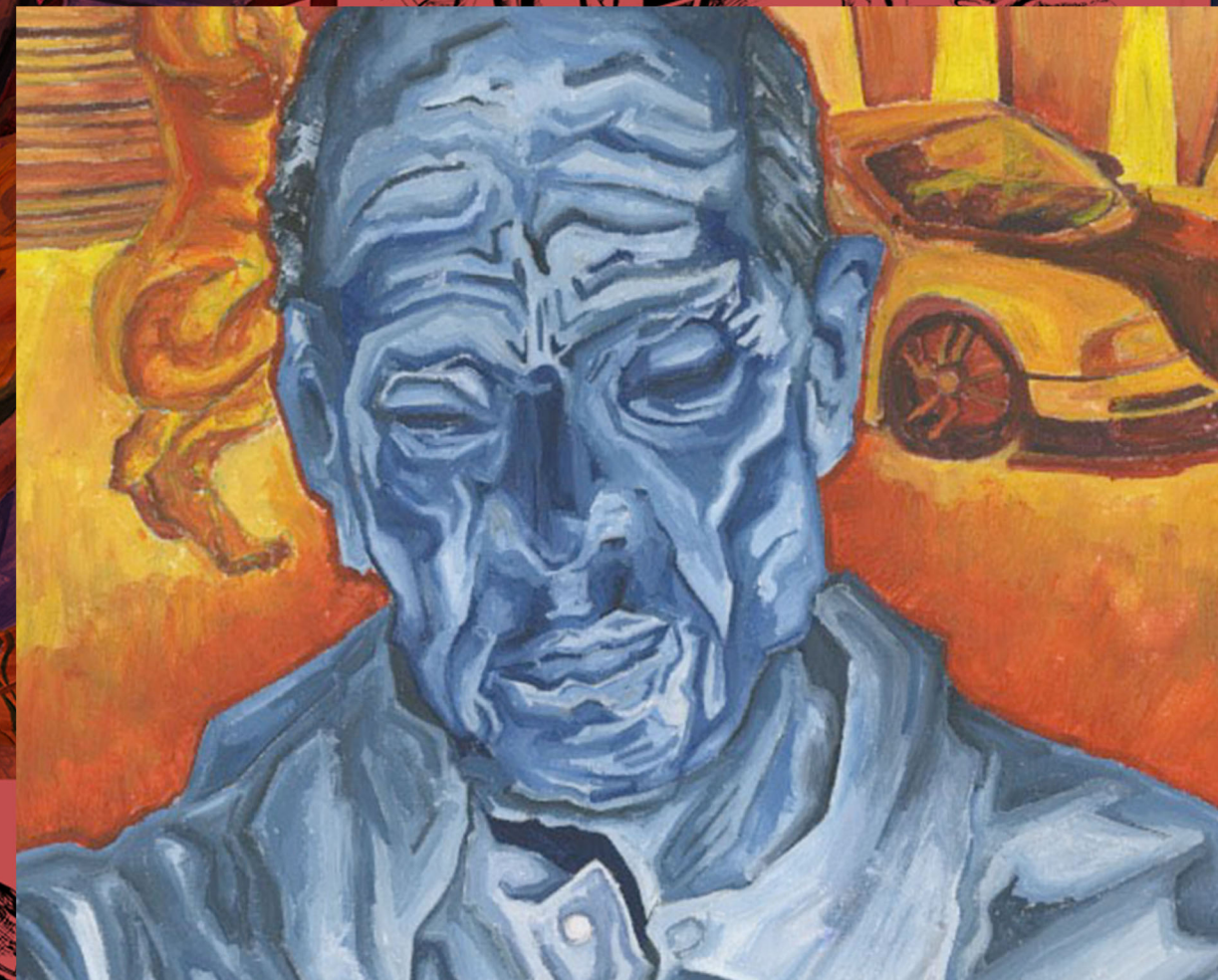
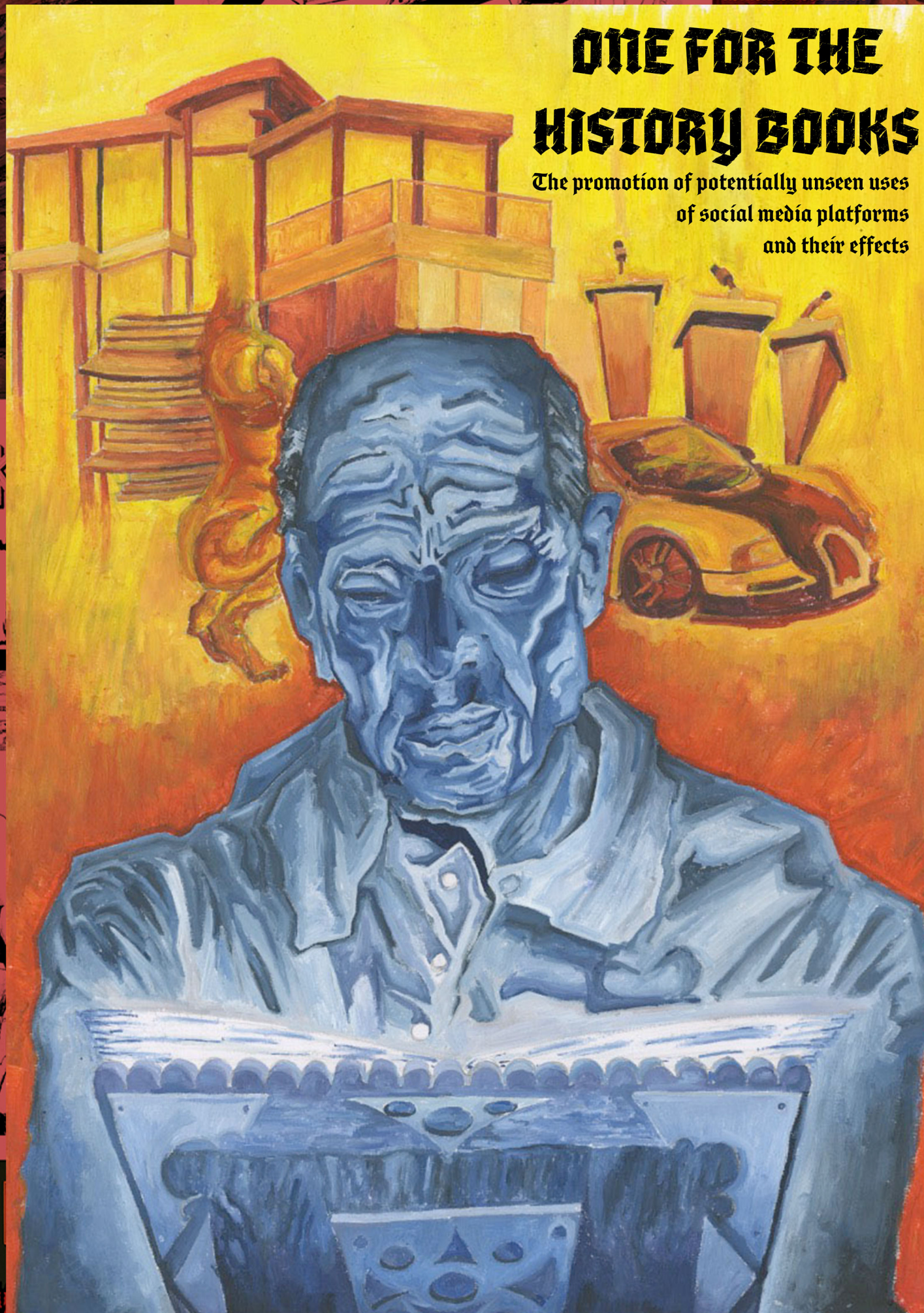


25 YES



# ONE FOR THE HISTORY BOOKS

The promotion of potentially unseen uses of social media platforms and their effects



**BRIDGING THE DIVIDE**  
Being unhappy with my original painting for this project, this second attempt was made to more

highlight the divide that **social media** can make between generations and their beliefs attempting to make people question whether the time and energy they put into social media is worth it and how they will be perceived in years to come

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