



Jordan Smith

Redefined beauty,
abnormality over the perfected.



- THE MOON -



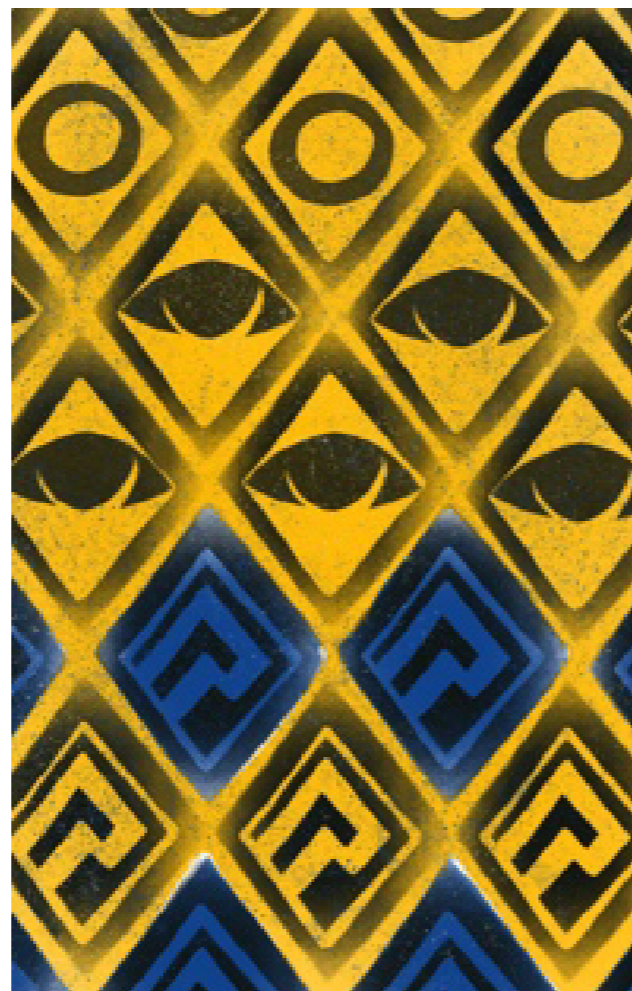
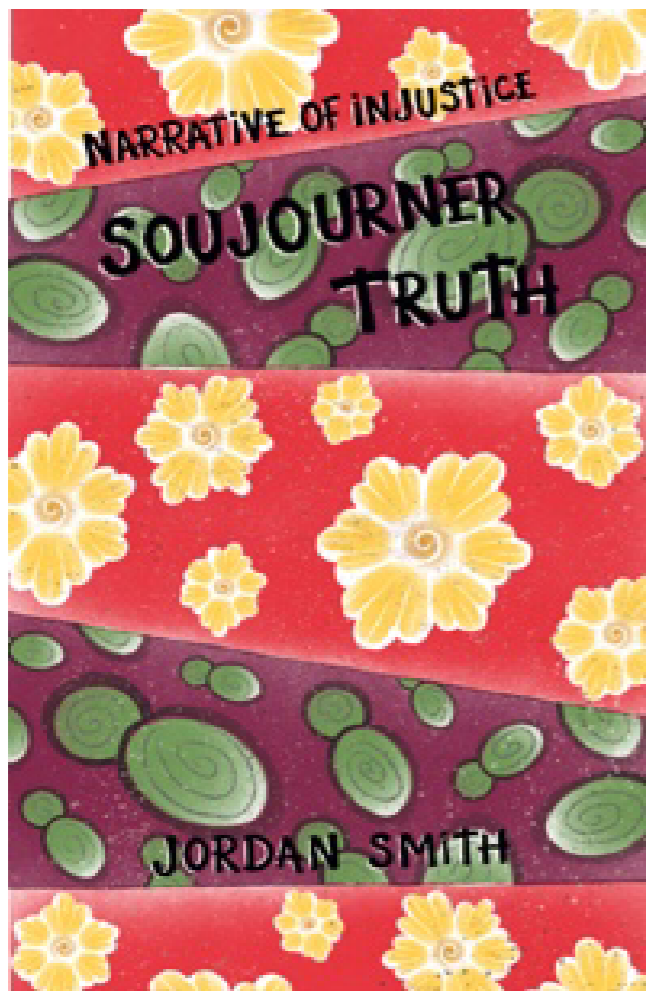
- FIVE OF PENTACLES -



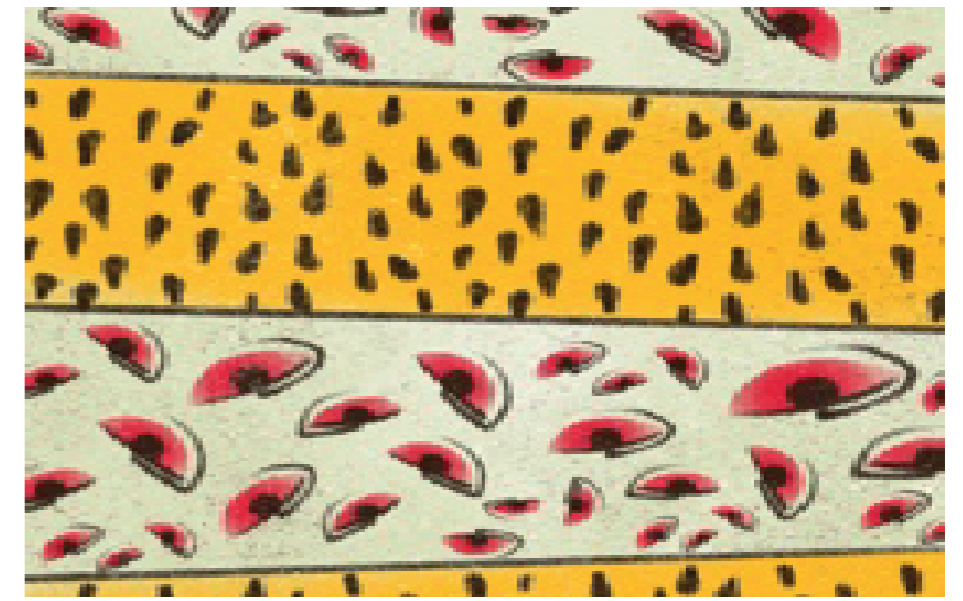
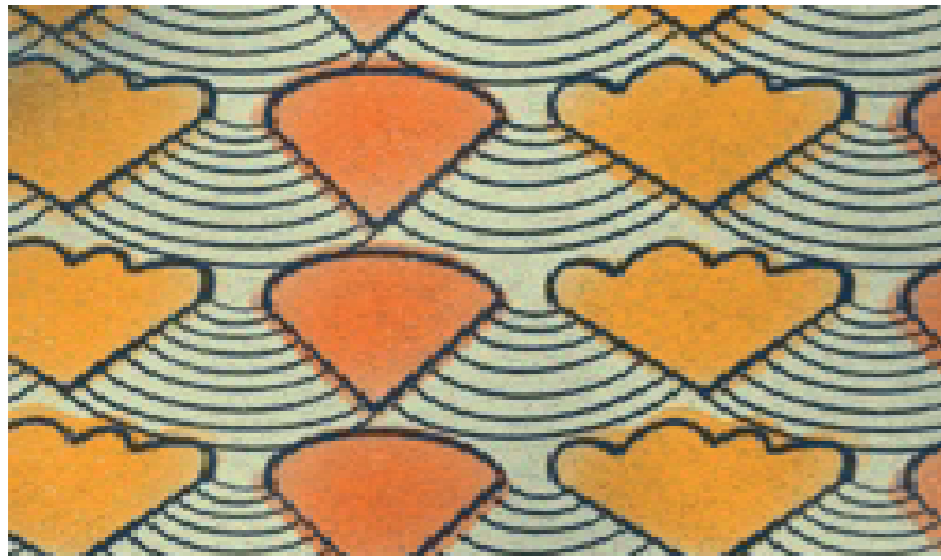
- THE STAR -

01: Narrative of Injustice

This project fell under the Negotiated module, giving a major amount of freedom to construct a brief that suits oneself specifically. It first involved a proposal which identified a target audience and research problem, the aim became to explore and overcome the issues through the body of work. I chose to focus on the current issues of injustice, specifically the 'Black Lives Matter' movement that has become exposed online. Several information becomes available online, however much of this is false. So I chose to highlight the story of Sojourner Truth, who never received the recognition she deserved within the history book due to racial injustice. The body of work was produced through the concepts of Tarot Cards, incorporating the specific cards symbolism and meaning to create the narrative.



The work was placed into the template of a concertina book, with the images being formatted to hold resemblance to the traditional tarot card. The book was double sided and contained a drop down tap, which displayed information regarding the narrative. The back of the cards and inner flap was styled to reference African textiles and patterns, integrating a further link and background to the story being portrayed of enslavement.



- JUSTICE -

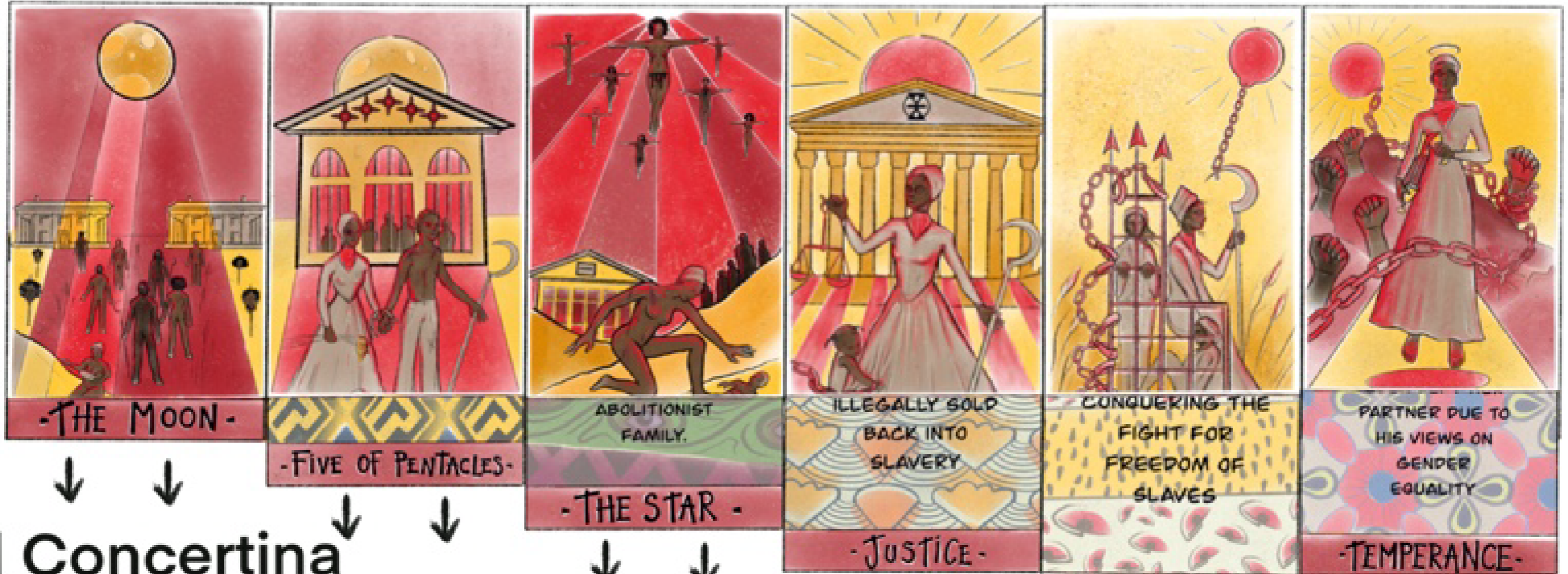


- TEMPERANCE -



- QUEEN OF SWORDS -

Front

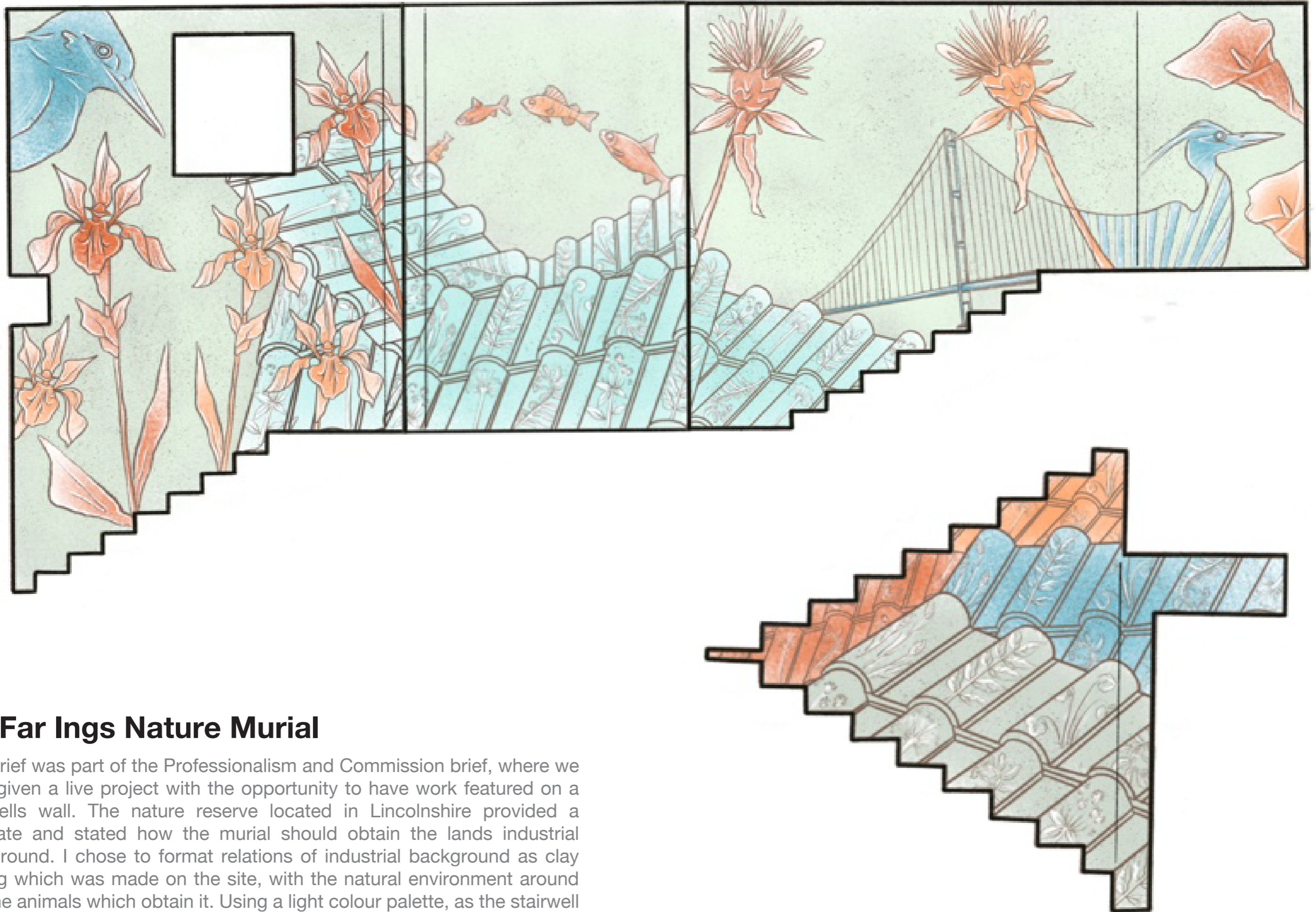


Final Concertina Book Template

Pull text tab down to reveal inner page

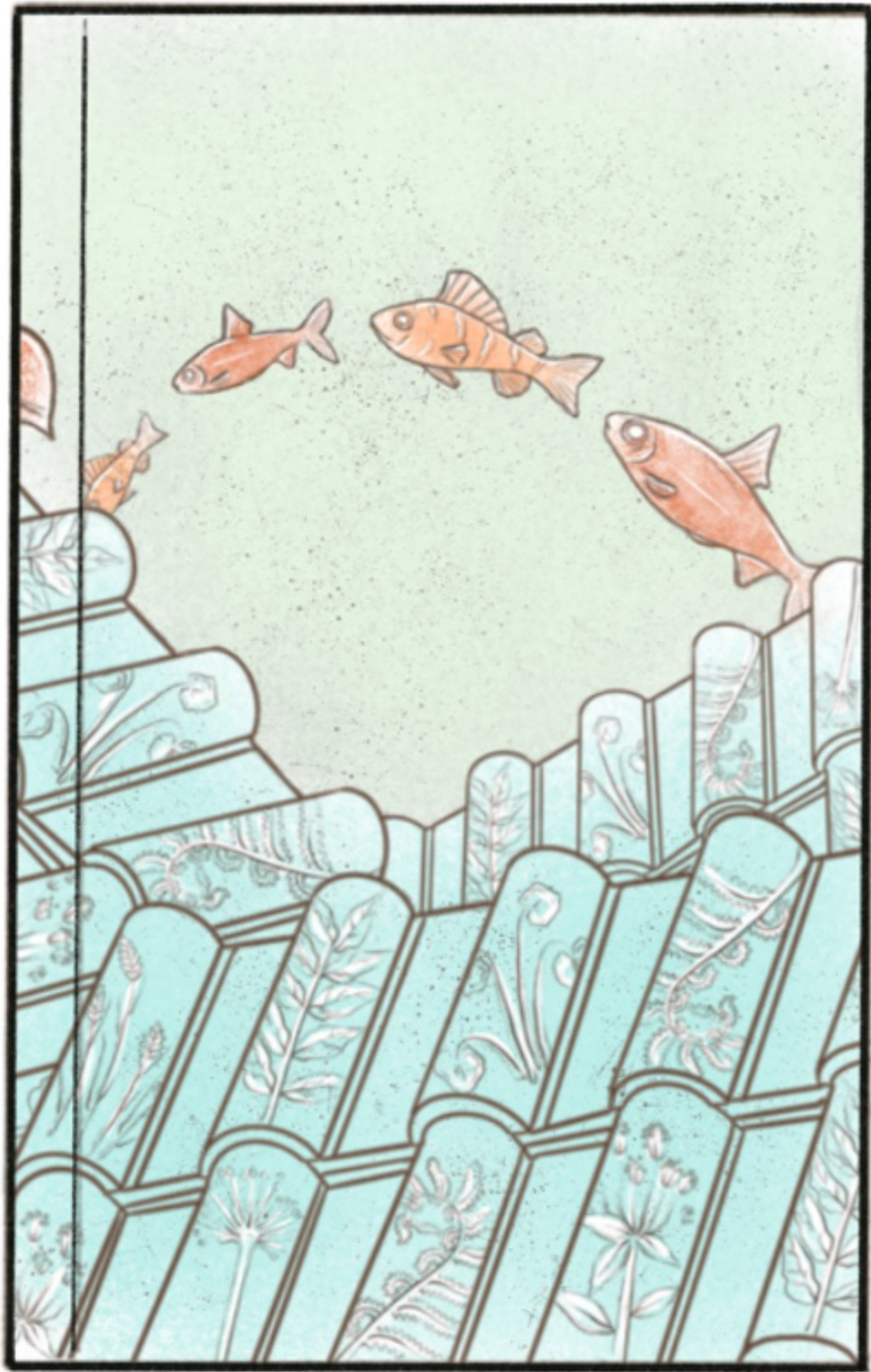
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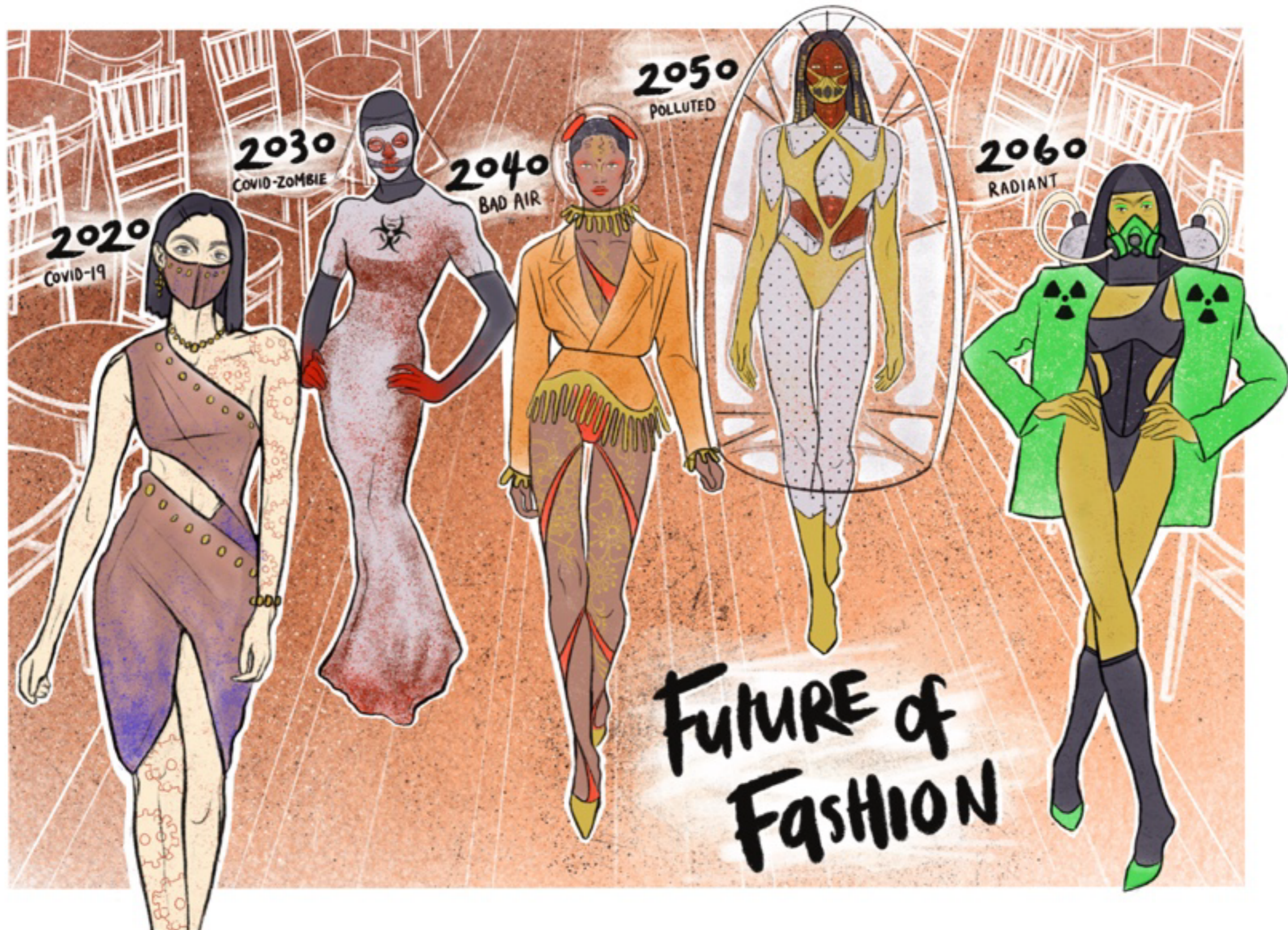




02: Far Ings Nature Mural

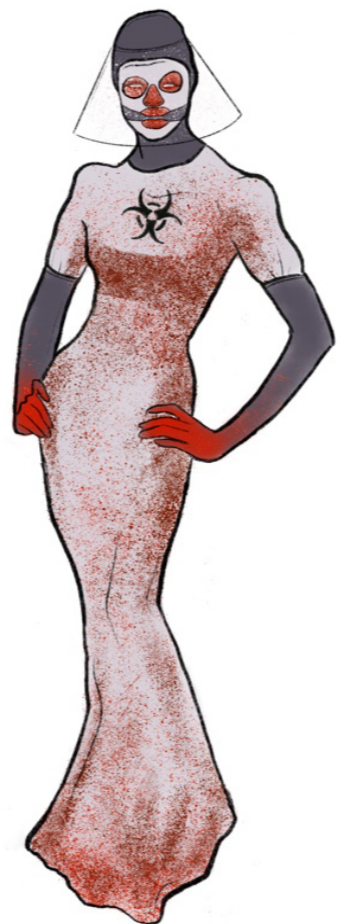
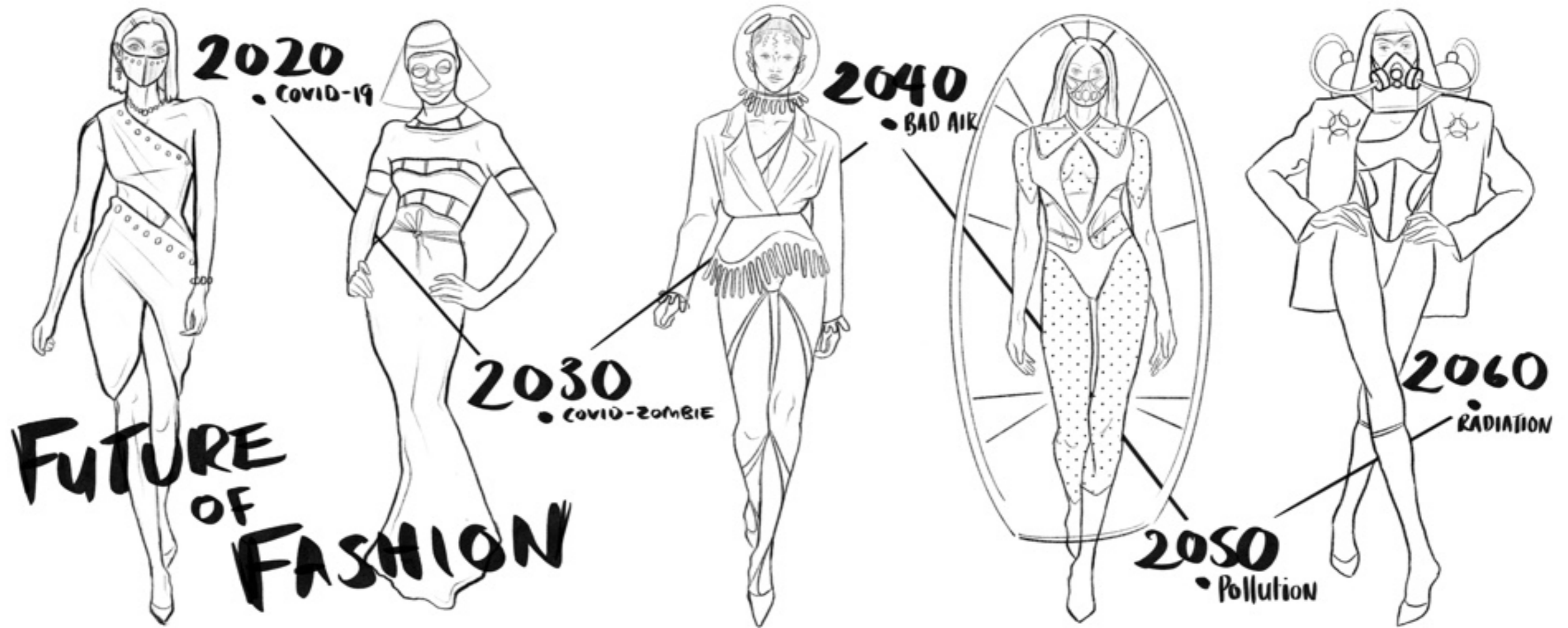
This brief was part of the Professionalism and Commission brief, where we were given a live project with the opportunity to have work featured on a stairwells wall. The nature reserve located in Lincolnshire provided a template and stated how the mural should obtain the lands industrial background. I chose to format relations of industrial background as clay roofing which was made on the site, with the natural environment around and the animals which obtain it. Using a light colour palette, as the stairwell did not obtain a great amount of light.





03: The Future of Fashion

This project was part of the Professionalism and Commission module, it involved producing a body of work for entry into a live competition available to Illustrators. The Batsford Prize is an annual competition held each year obtaining a new theme, this year it was titled 'Our World'. This theme allowed a great amount of freedom to explore, I placed a focus on the pandemic specifically. My concept involved the scaremonger idea of the continued habits created by the pandemic, showcasing the progression of facial and bodily coverings.

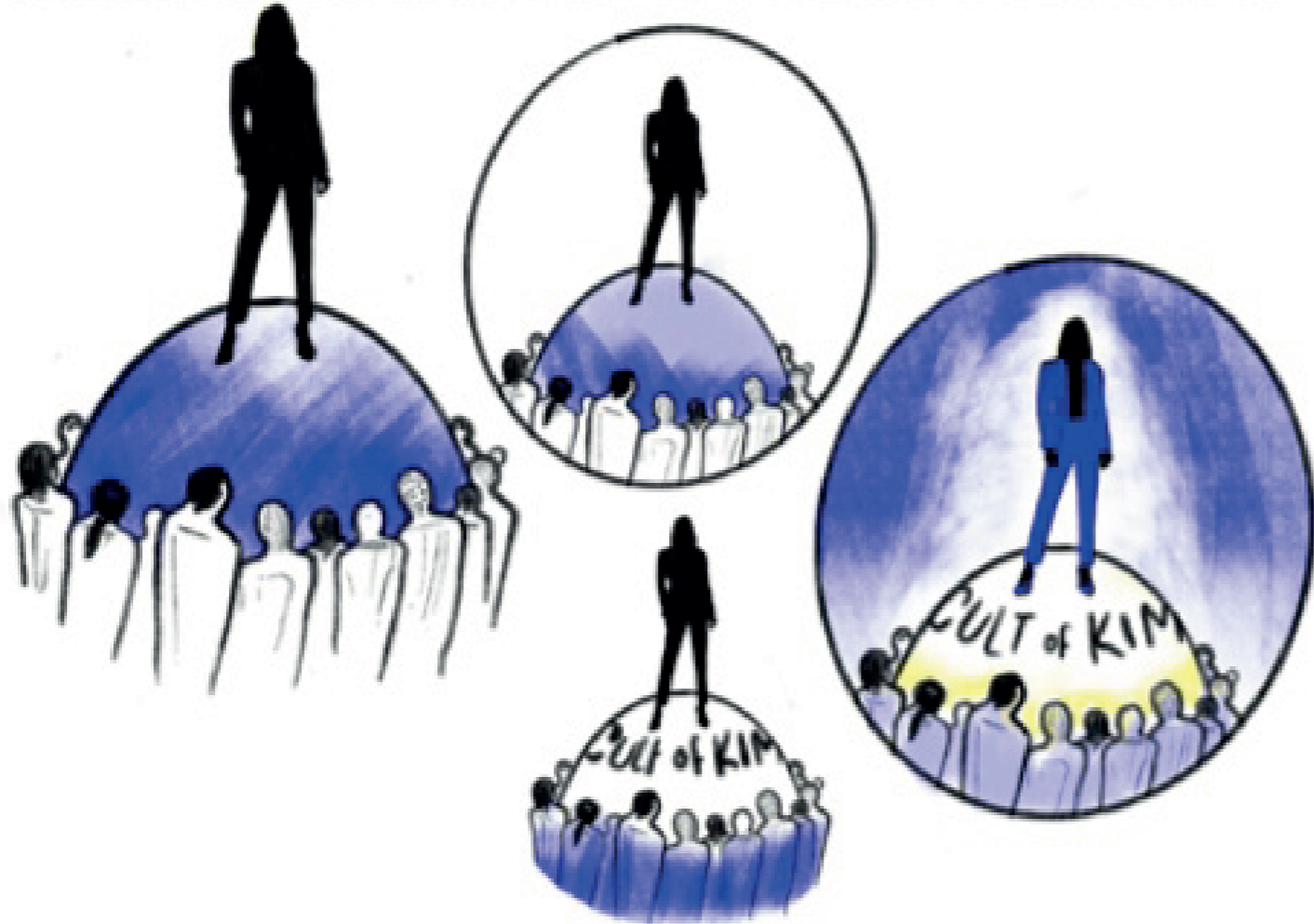
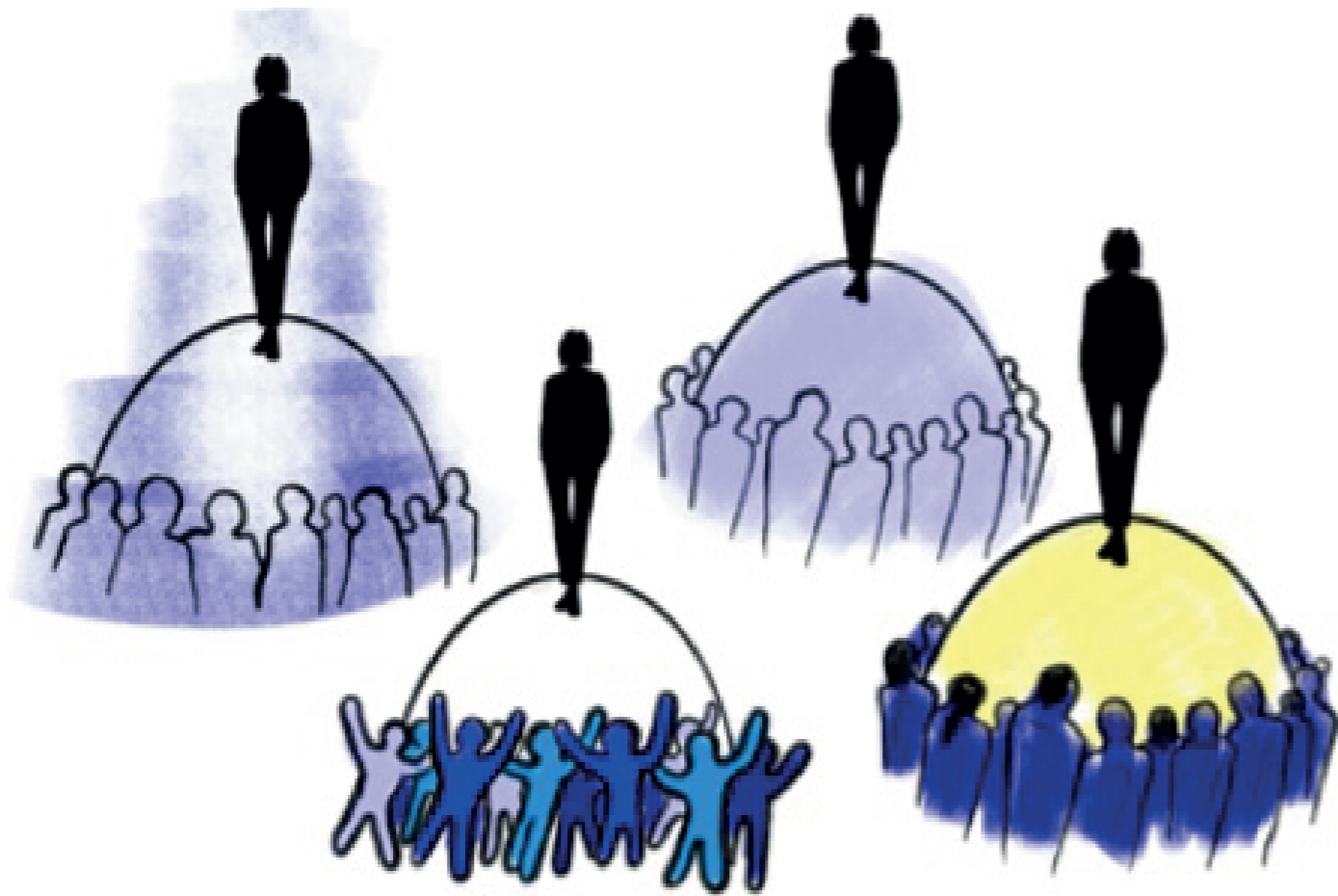


Once the theme was distinguished, it then involved researching the context of the separate characters to be created. Highlighting in the images the fears shared throughout the world, whether this be from a pandemic or something more severe such as global warming and war. The characters were placed in a theme similar to fashion editorials or timelimes featured within magazines, making sure also that they all obtained a certain progressive colour palette.



04: Branding Kim Arnold

This brief was part of the contemporary module, it involved rebranding an established international company. Kim Arnold is successful in her area of work, projecting both character and professionalism. The challenge of the project became to incorporate both into her companies branding, producing spot illustrations and logo with banner. I chose a bright selective colour palette, the three spot illustrations all showcased a particular personality trait that she publicly made aware. Combining this with a sophisticated layout and typography of her name.



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JORDAN SMITH



05: Self-Promotion

This project was part of the Professionalism and Commission module, it involved independent development. Creating merchandise, a business card, website and portfolio. The main aim being to prepare for life after university as an illustrator. This brief allowed for the development of a visual signature and explore how I could translate my illustrations onto subjects of interest such as clothing.



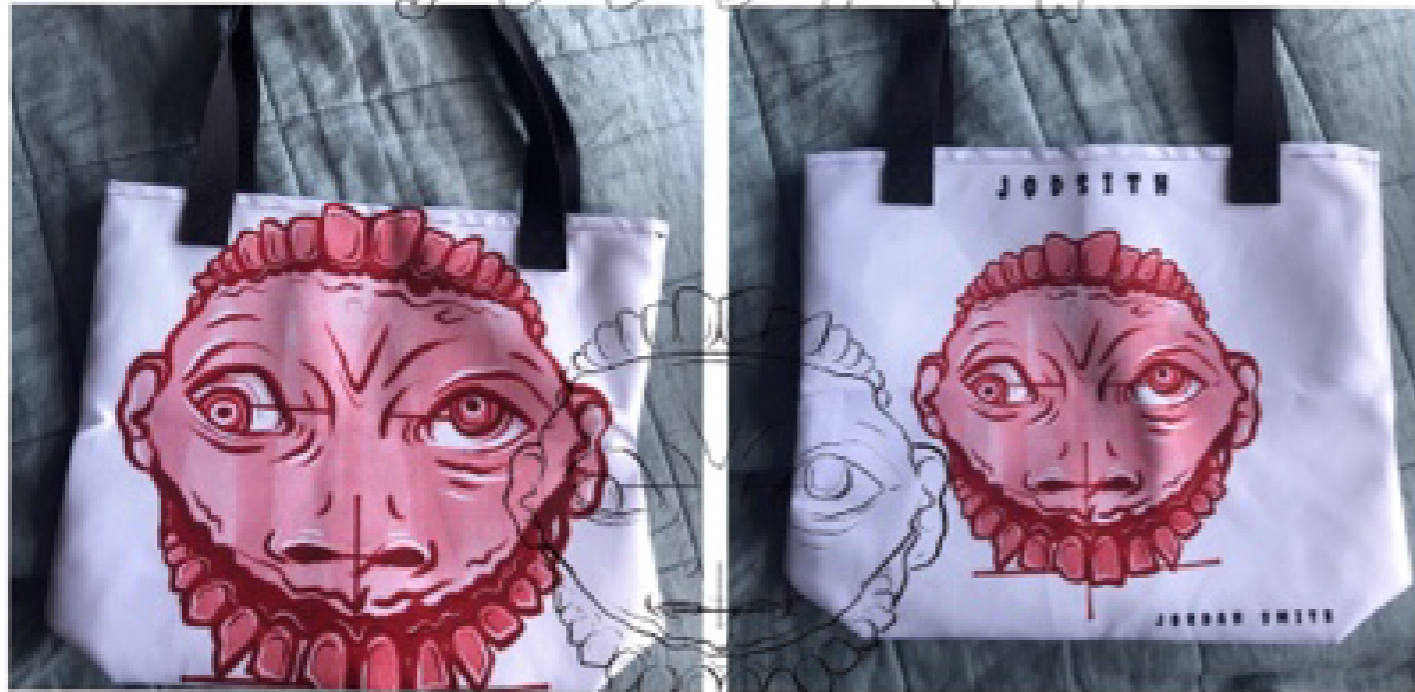
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