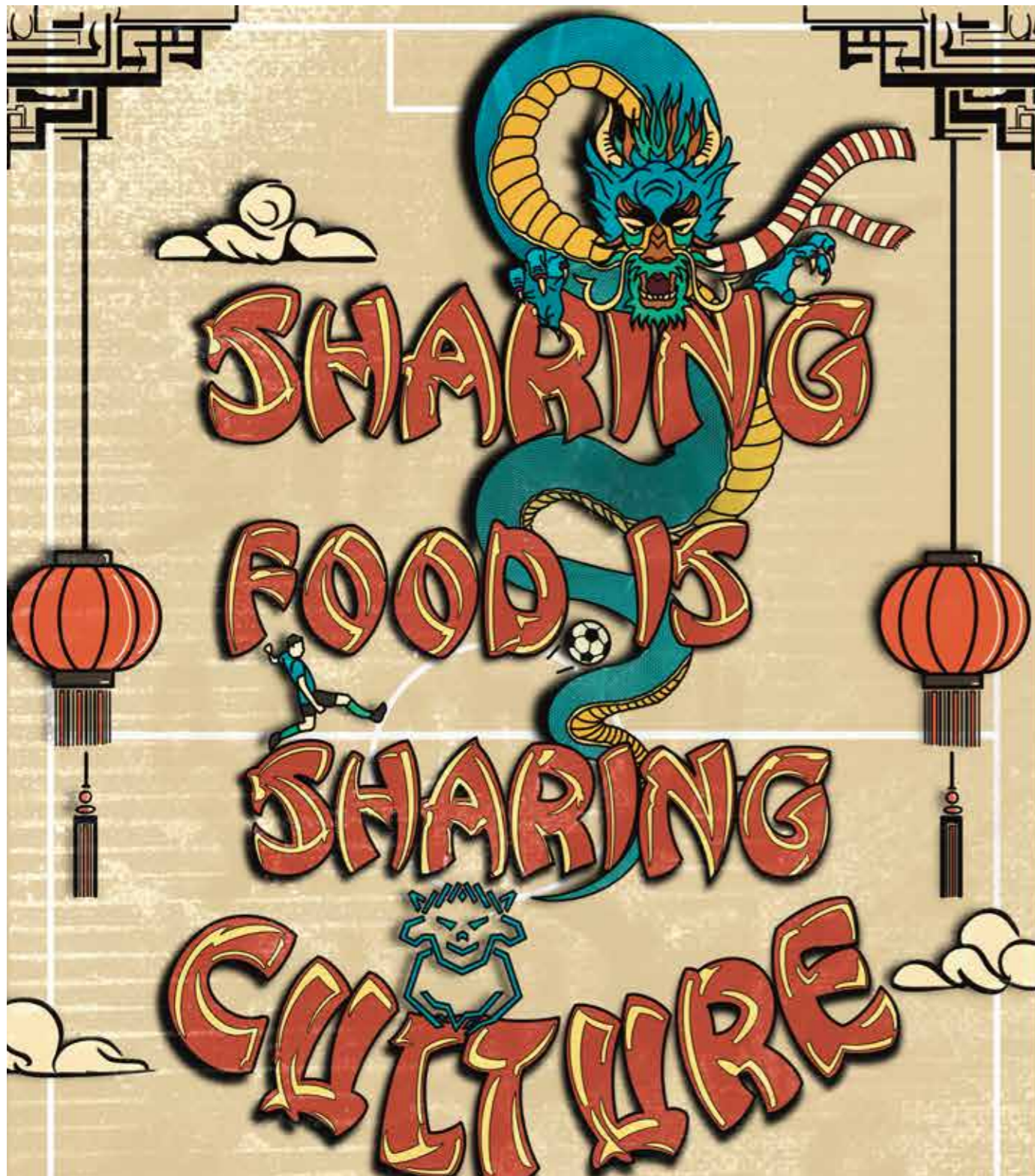


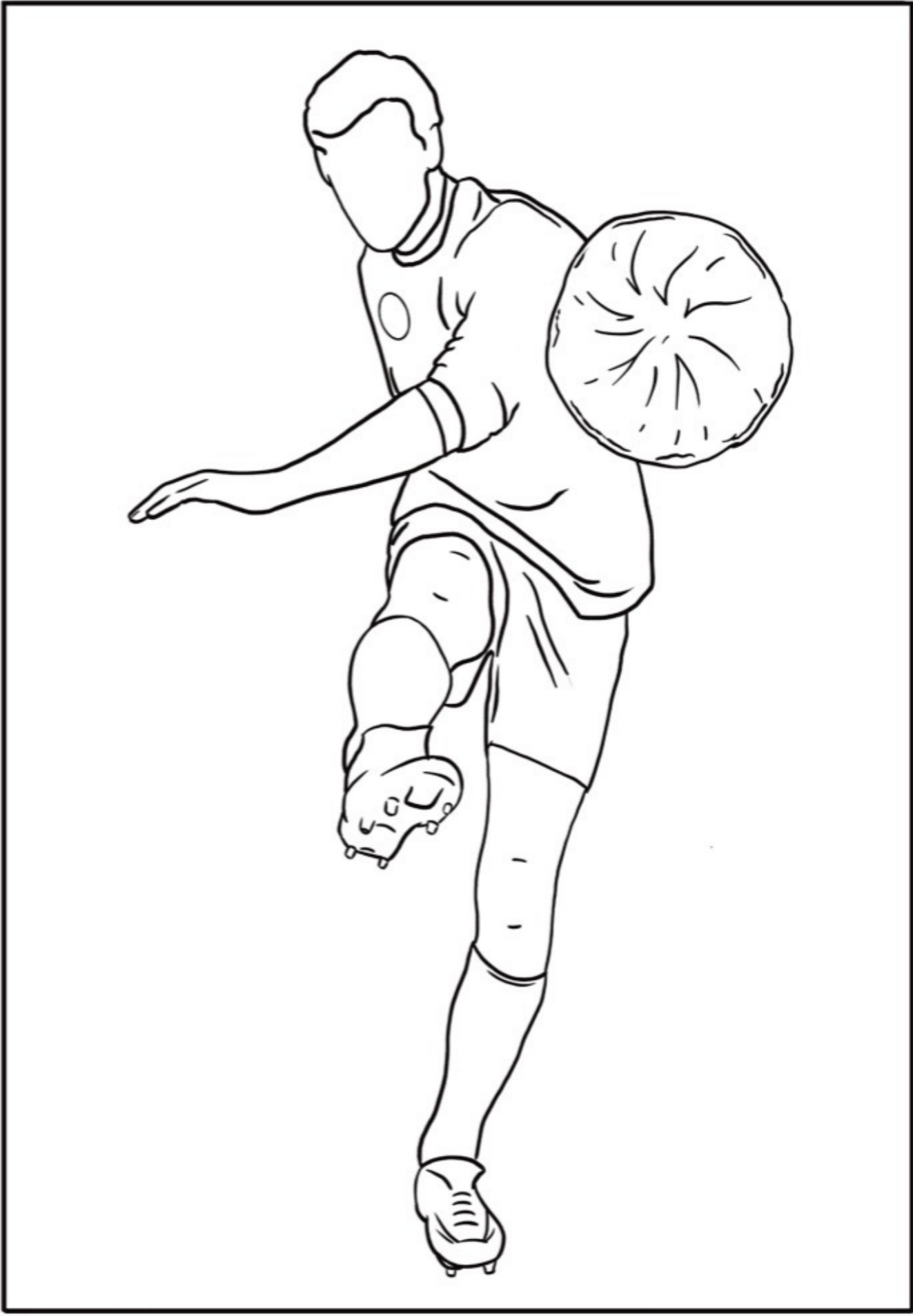
Lauren Jones

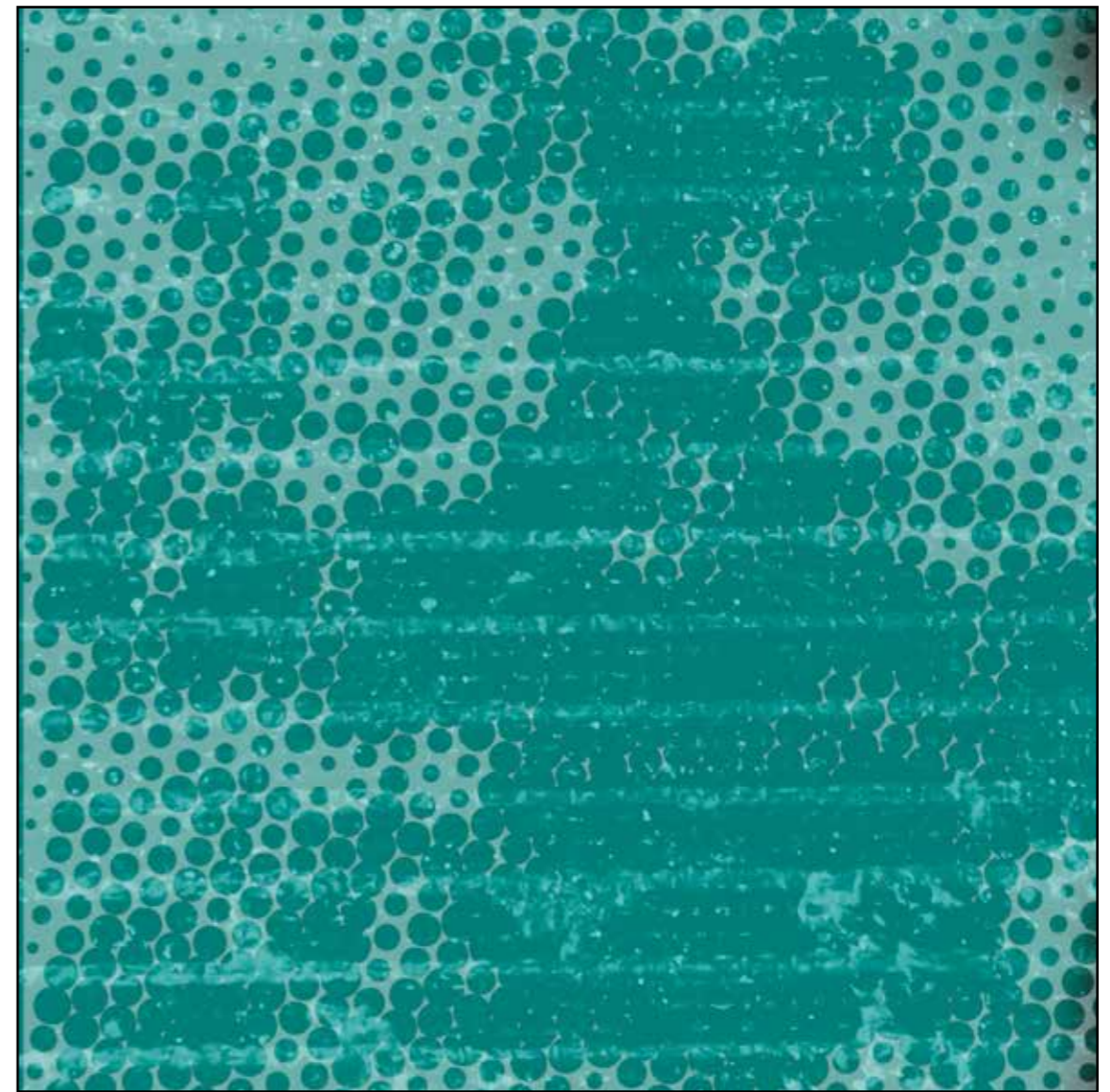
Illustrative narrative design rooted in identity, texture and visual language.



01: Celebrating the ties that bind us together

Responding to a social design brief centred around inclusion and multiculturalism, the project draws on stories from migrant communities whose food, labour, music and traditions contribute to social aspects of the community. I created two reflective posters, an illustrative poster and a typography poster, taking inspiration from Lincoln's football scene and the rich cultural heritage of its Chinese residents.





The Ecologist

Global Happiness Ranking, 2025

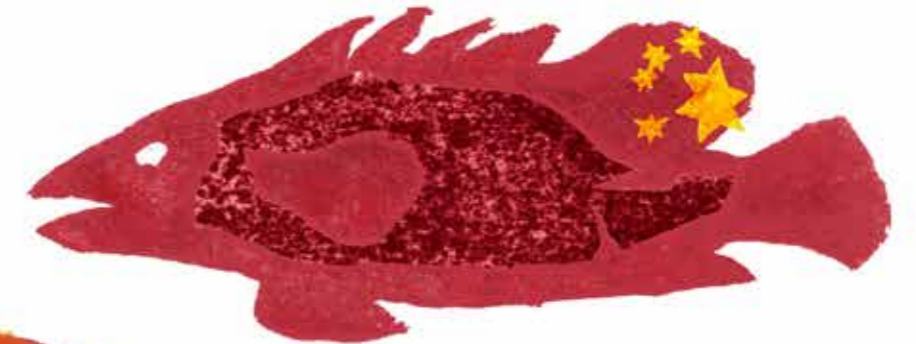
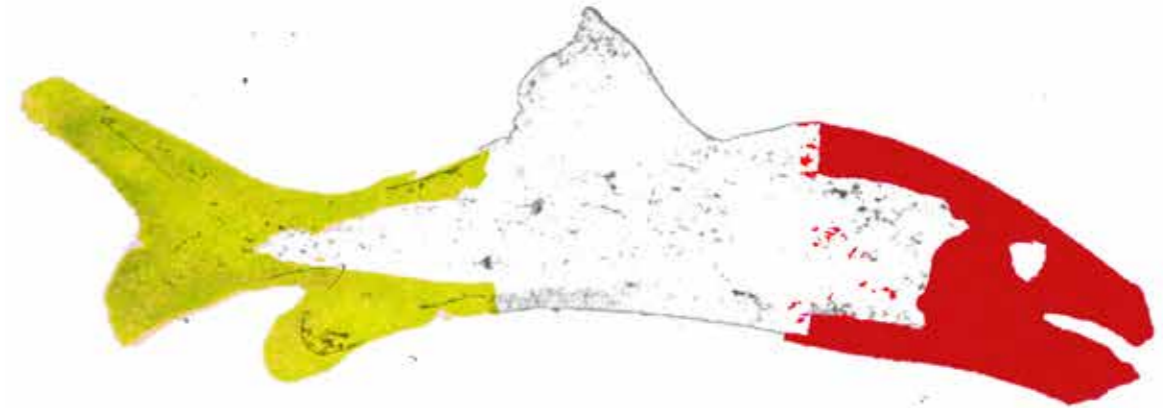
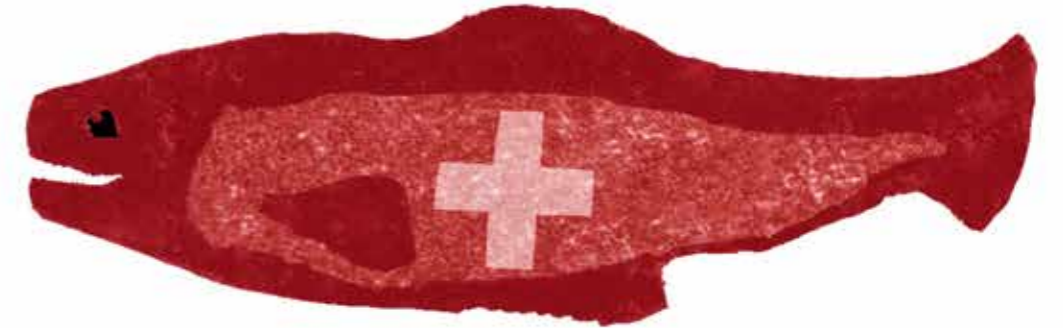
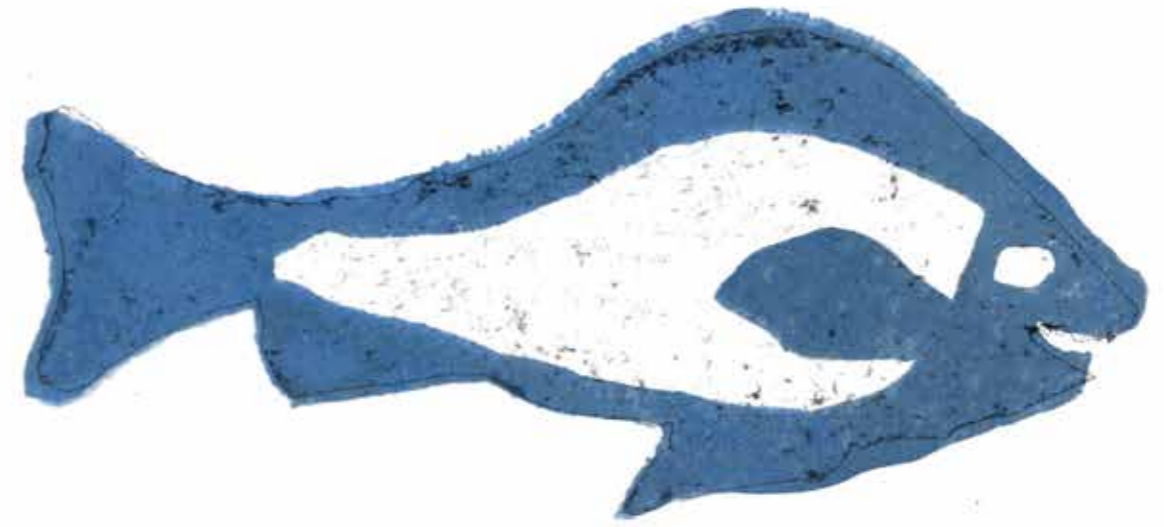


02: Data Visualisation

This editorial illustration was created in response to the 2025 Cantril Ladder Happiness Dataset, which measures global life satisfaction. Each fish represents a nation, arranged with an underwater ecosystem that visualises worldwide inequalities in happiness, wellbeing and quality of life. The project was developed as part of a contemporary data visualisation brief focused on experimental illustration and conceptual communication.

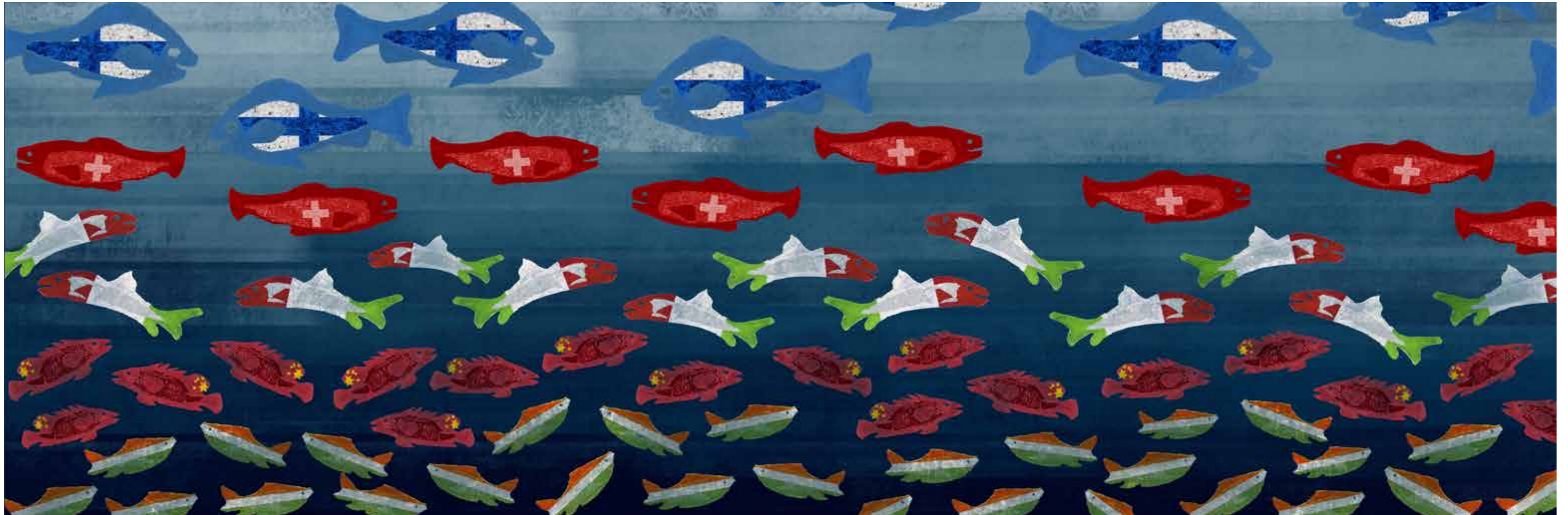
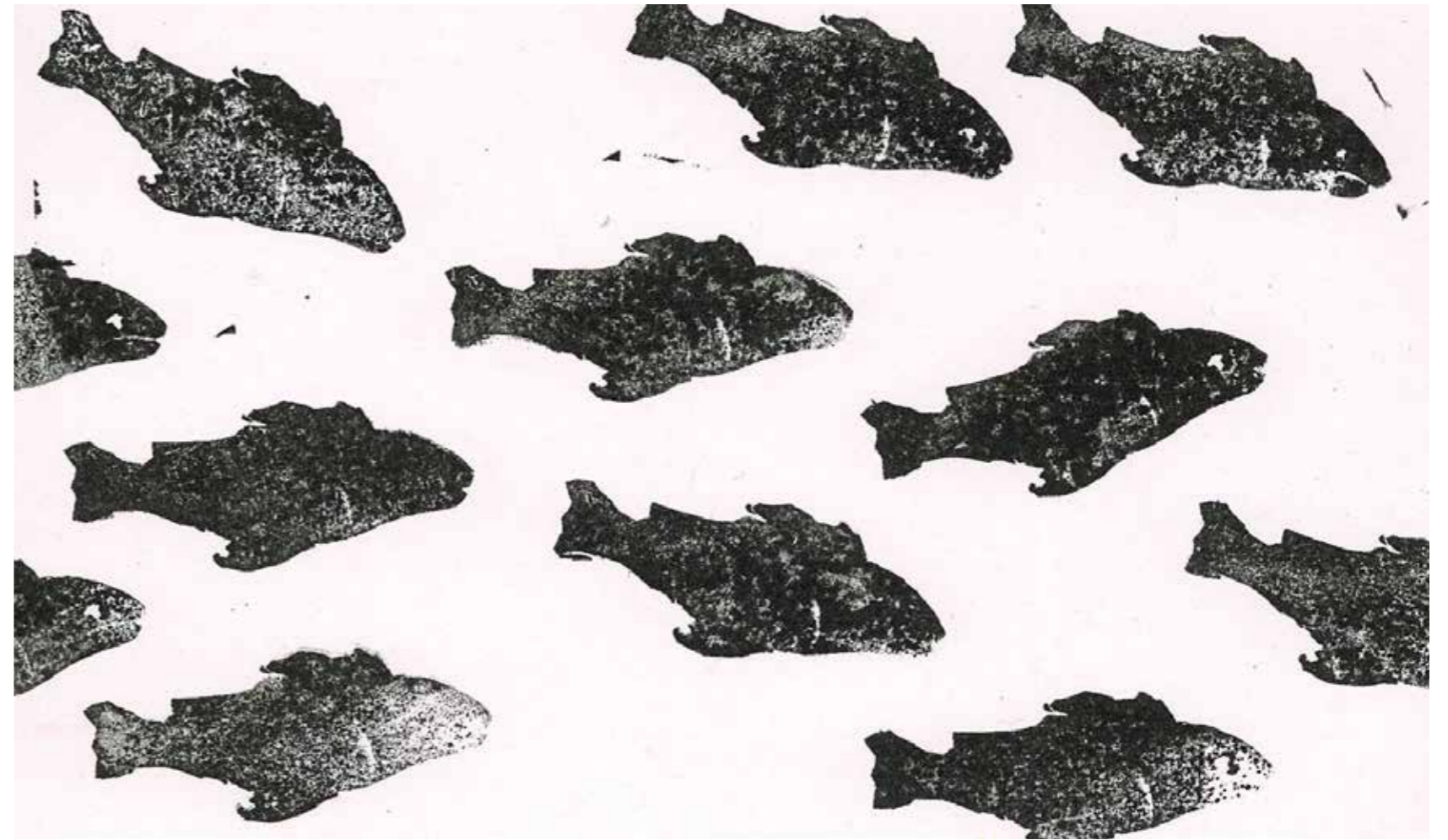
The Ecologist

Global Happiness Ranking, 2025



I experimented within the project with rubber stamping techniques. Cutting out the shapes of each country's national fish, I stamped the design with black ink.

Once dry, I would then digitally edit the design of the respective fish, experimenting with hues and saturation to portray the levels of global satisfaction.



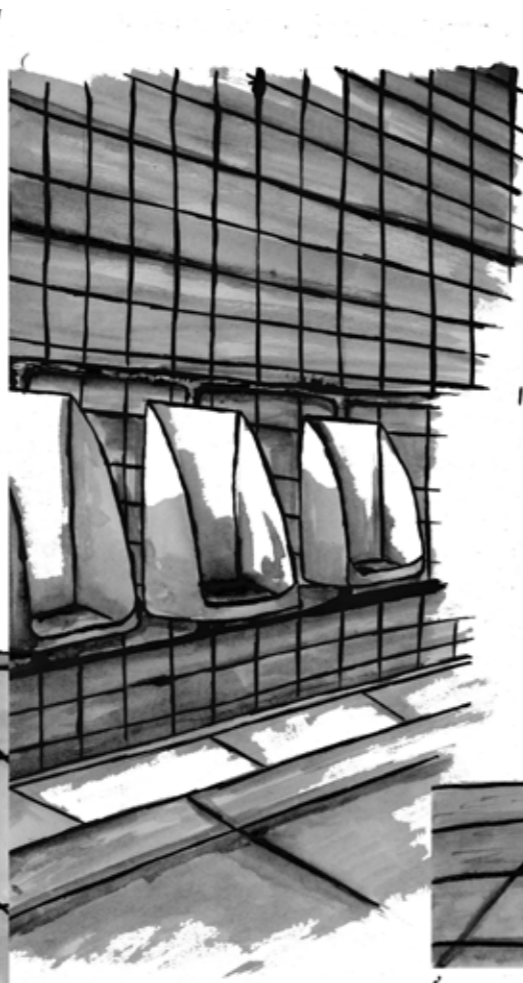
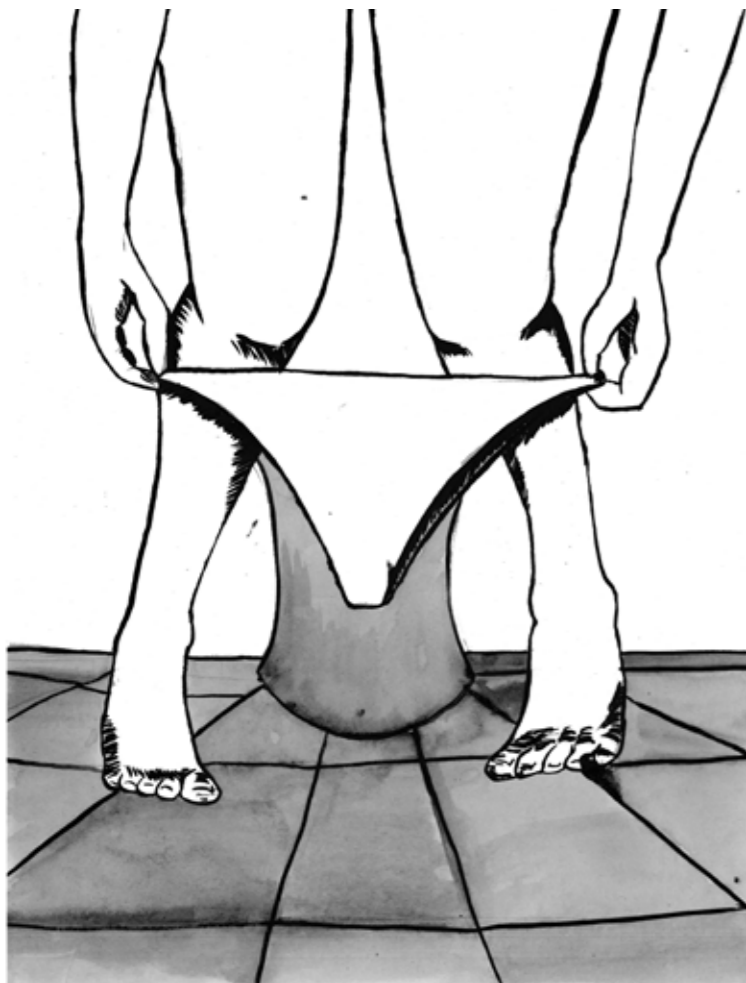




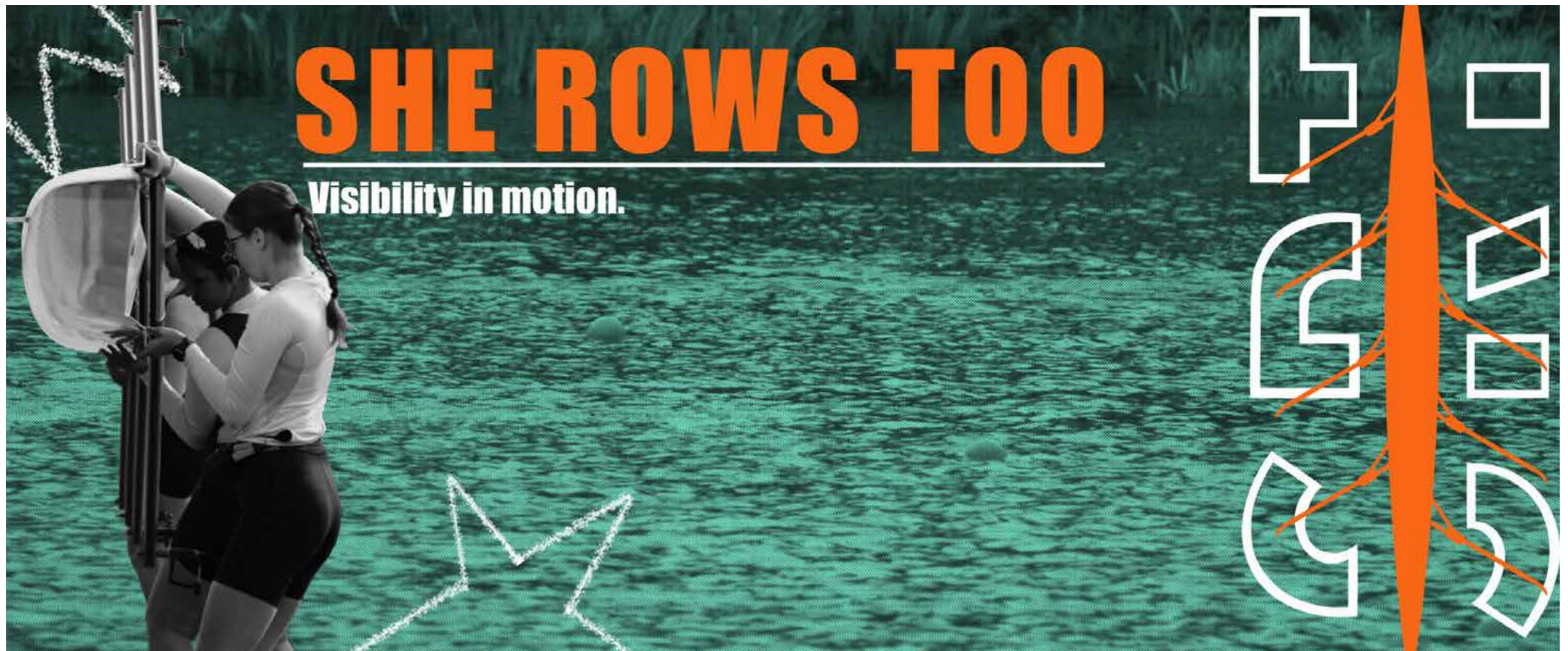
03: Personal Archive

A reflective zine on girlhood, vulnerability, and the niche emotional moments of growing up, set within the intimate environment of the toilet and expressed through a minimalist red, black, and pink palette. This project responded to a brief set to develop an illustrated narrative based on memory, and personal storytelling with universal resonance.





During this project I explored Indian ink for the first time, using its fluidity to create expressive movement and dynamic mark-making. Through repeated experimentation with tools, washes, and textures, I developed a visual language that supported the project's themes of privacy and vulnerability. This process strengthened my confidence with analogue media and added depth to the final outcomes.



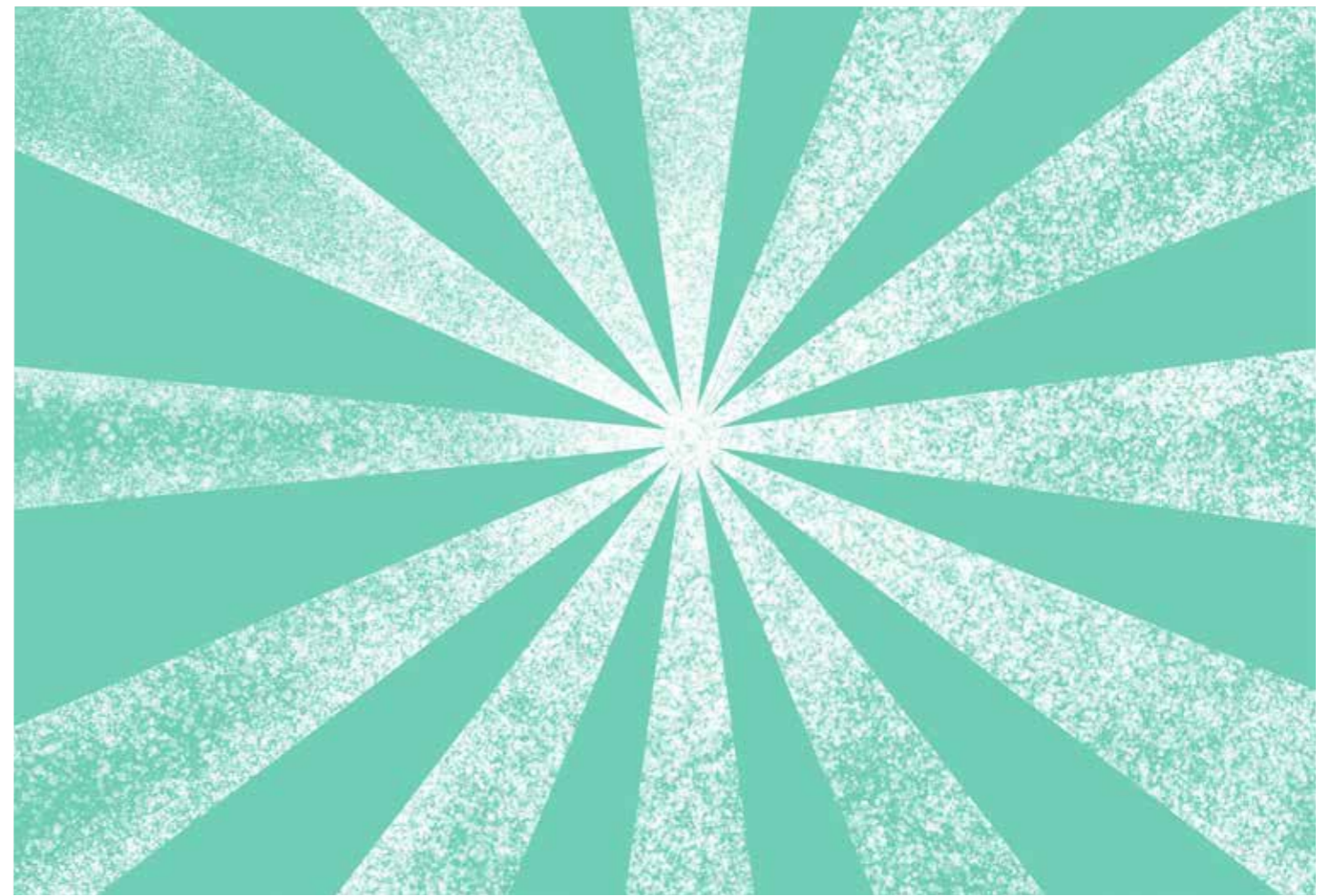
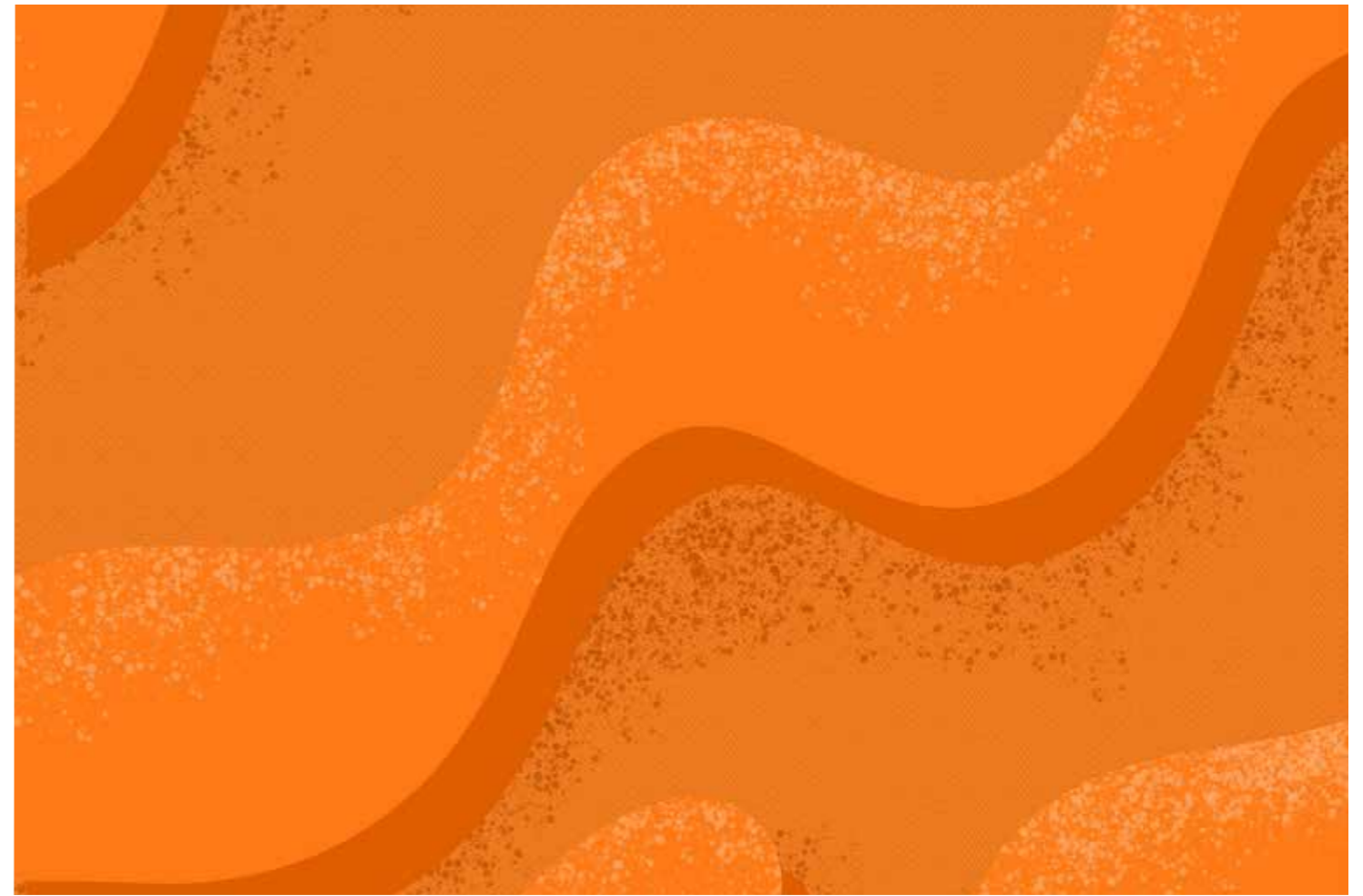
04: She Rows Too

This project was designed as an overall campaign for a fictional feminist organisation that supports girls and women in sport, focusing on confidence, visibility and access of amateur rowers. As well as focussing on highlighting the sport-life balance for athletes at every stage.

The project combined both illustration and photography.








The background features a repeating pattern of stylized fish. The top section shows blue fish with the Union Jack flag. Below that are red fish with the Swiss flag. The middle section contains white fish with the Danish flag and red fish with the Chinese flag. The bottom section is filled with green and orange fish with the Indian flag.

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