

COFFEEHOUSE

Freshly brewed coffee
Specialty tea

MENU

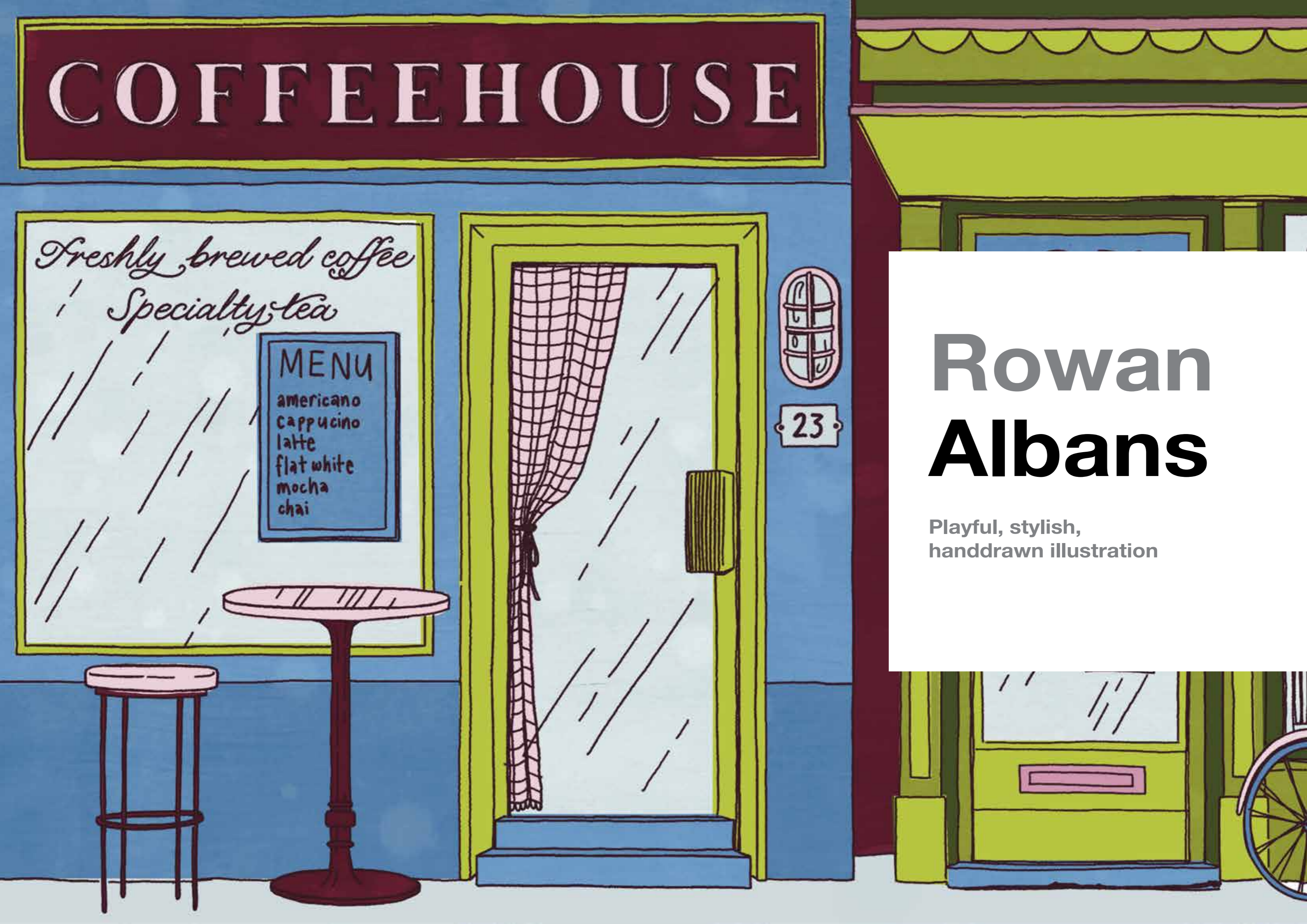
americano
cappuccino
latte
flat white
mocha
chai



23

Rowan Albans

Playful, stylish,
handdrawn illustration





01: Illustrated Luxury Branding

This brief centred around branding and marketing images for a luxury homeware, lifestyle and party store, in preparation for a flagship store opening. In response to this brief I created a series of spot illustrations for use within promotion, signage and packaging, as well as a surface pattern design for further packaging possibilities, and a large advertising illustration (overleaf).

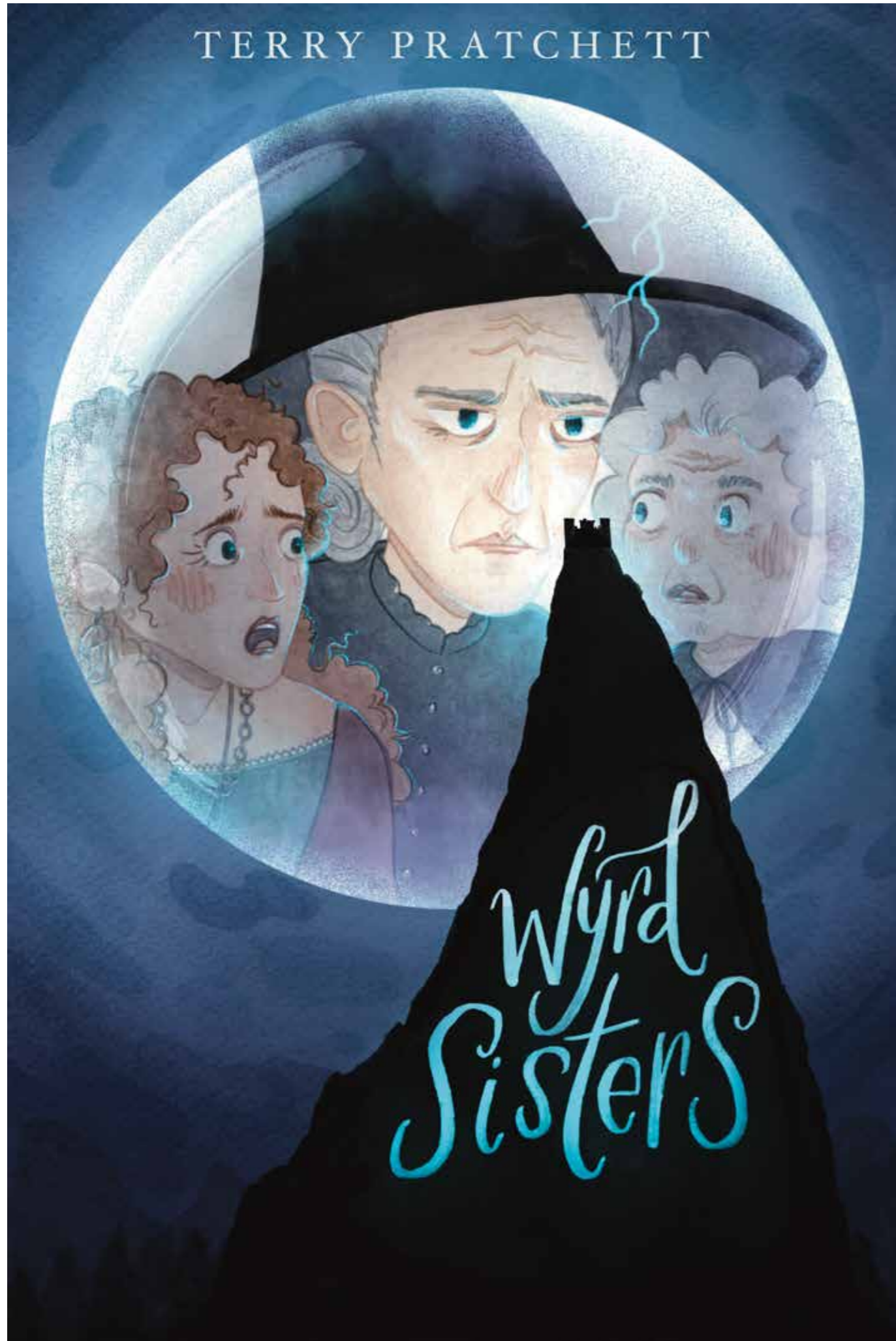


01: Illustrated Luxury Branding



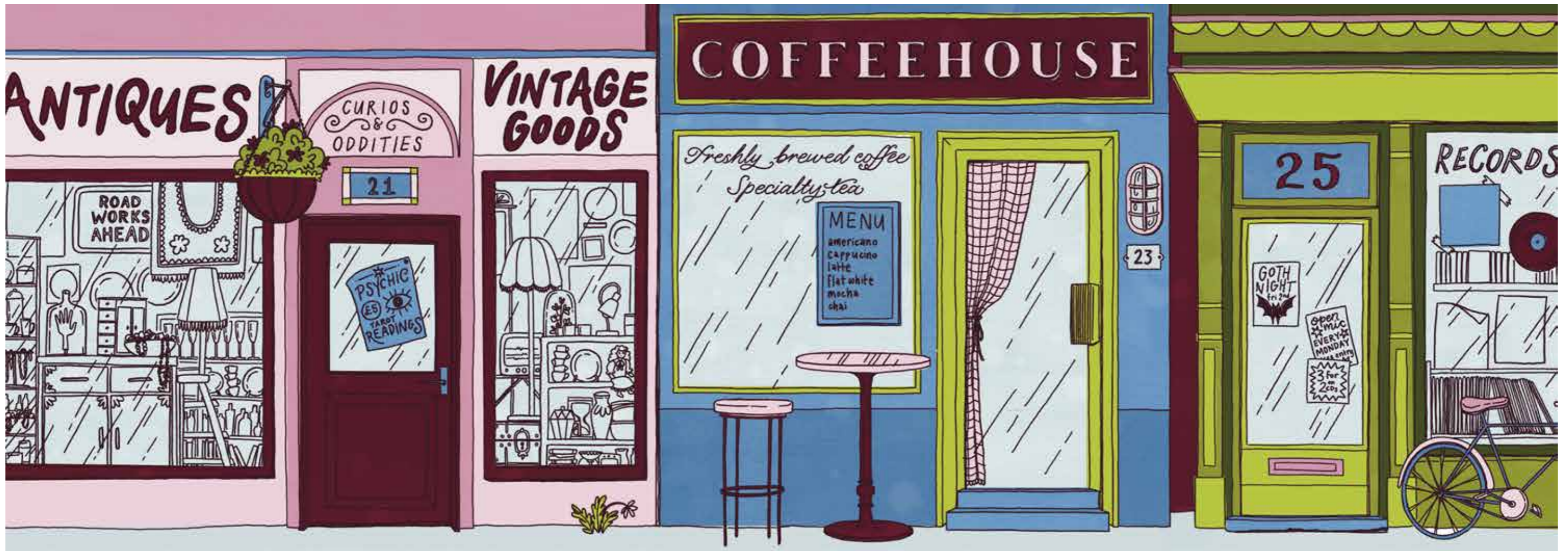
01: Illustrated Luxury Branding

TERRY PRATCHETT



02: Wyrd Sisters Book Cover

For this brief, I illustrated a special edition book cover of Wyrd Sisters by Terry Pratchett. I focused on improving my use of lighting and visual metaphor to evoke a dark, mystical tone.



03: Street Scene

I created this street scene to serve as the interior of my fold-out business card (overleaf), which folded into thirds so that it could stand upright on a desk. I paid careful attention to detail, with the intention that recipients of the business card would always have something new to notice when looking closely at it. I was able to also use the image as a banner for further self promotion.

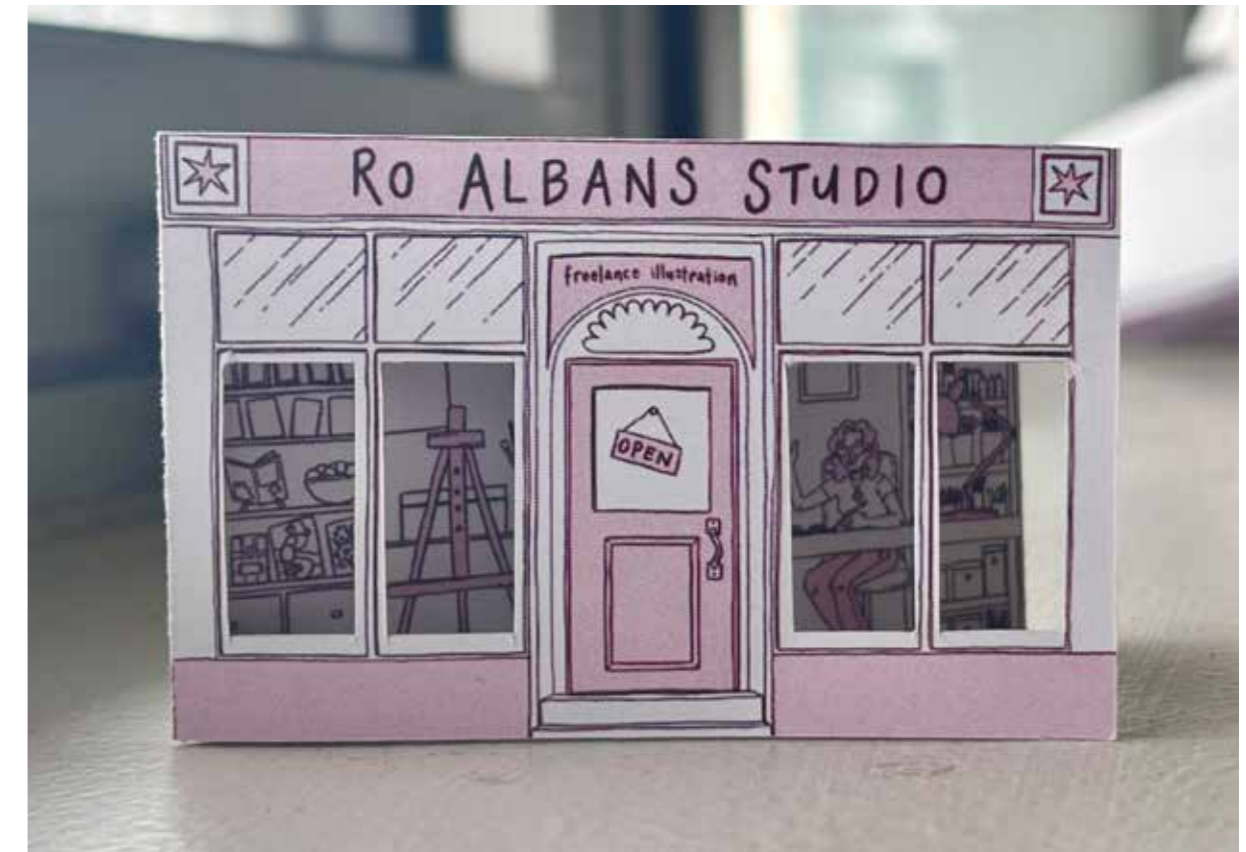


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04: Business Card

This project continued on from my street scene illustration, implementing it on the inside of my business card. The brief for the business card required that I innovated the format, so I created a mock 'studio' that opened to reveal an illustration workspace, then the street scene on the inside.



05: Self-Promotional Lift-the-Flap Zine

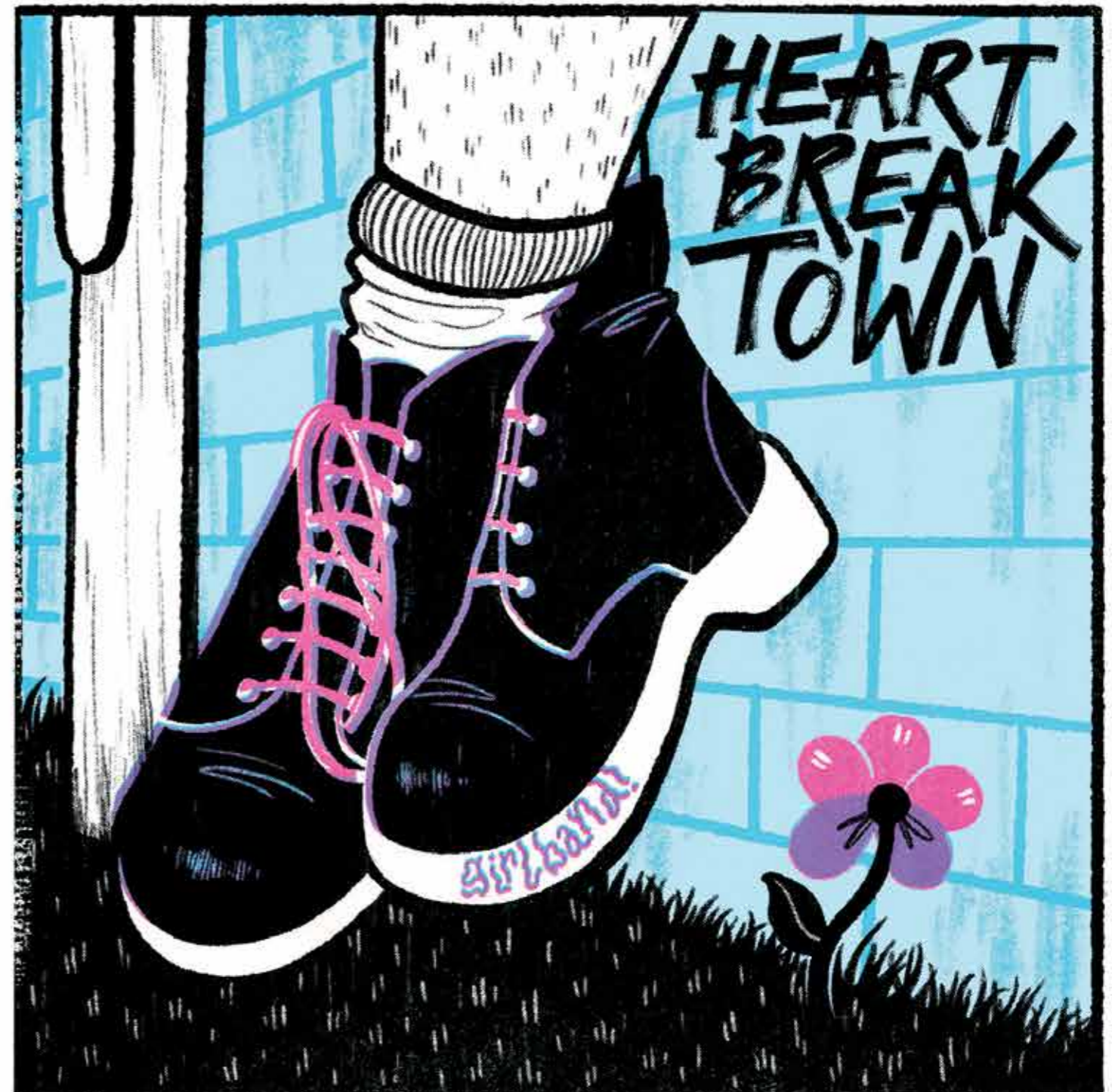
This brief required me to prepare for the wider illustration industry by creating a promotional item I could share with potential commissioners. I focused on how I could stand out from other illustrators' portfolios, and as a result created this interactive paper zine showing the inside of a department store. I included lift-up flaps on every page giving some unexpected character and narrative to the otherwise empty store.

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06: Heartbreak Town Album Cover

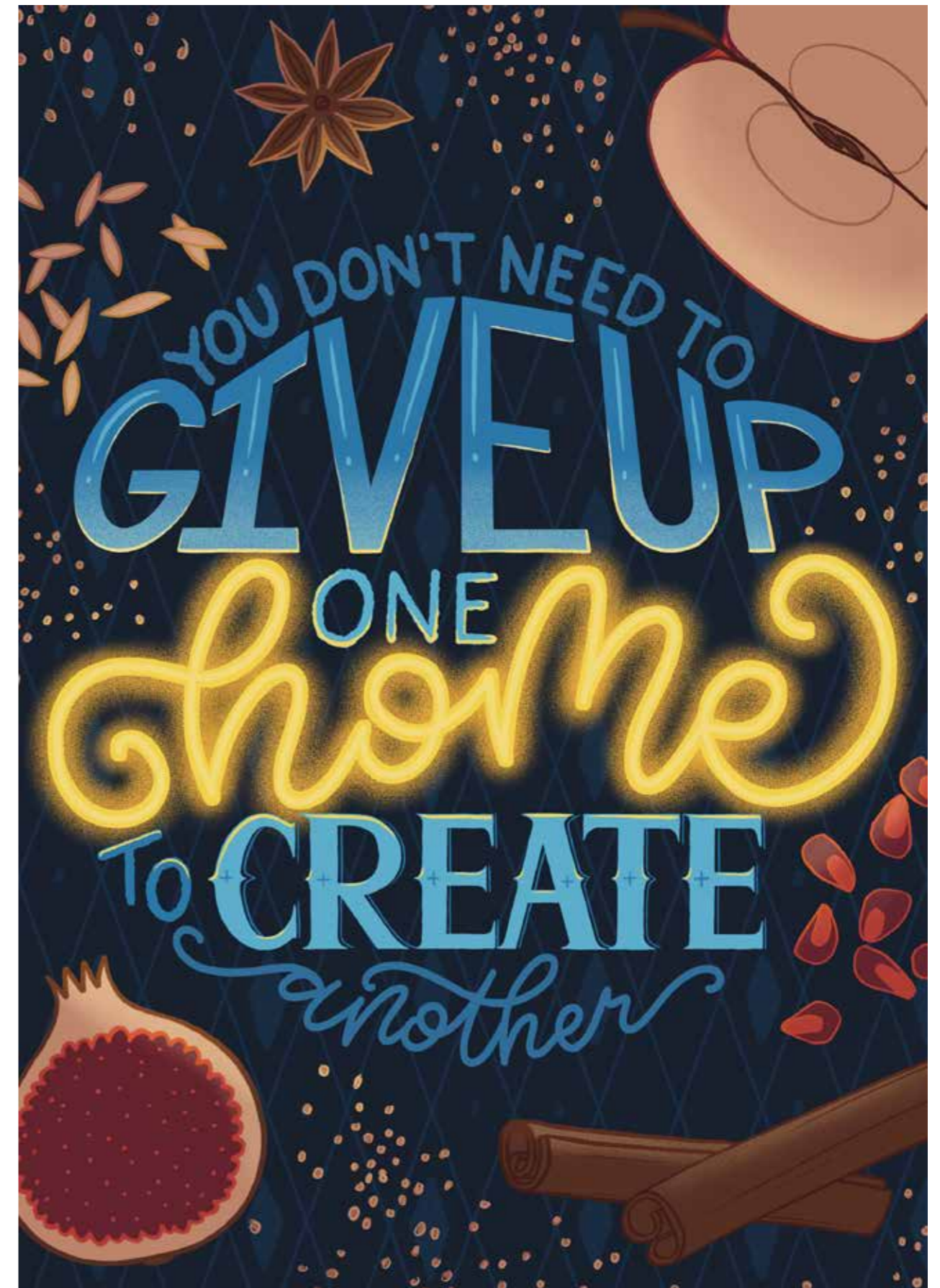
This piece was created in collaboration with EMI North, and involved envisioning an alternate vinyl record sleeve and merchandise for one of the artists signed to the label. I chose the *Heartbreak Town* EP by *Girlband!*, a release focused on coming of age as a queer, alternative teen girl in a small town, so I incorporated a lot of the album's imagery and symbolism into this cover design.



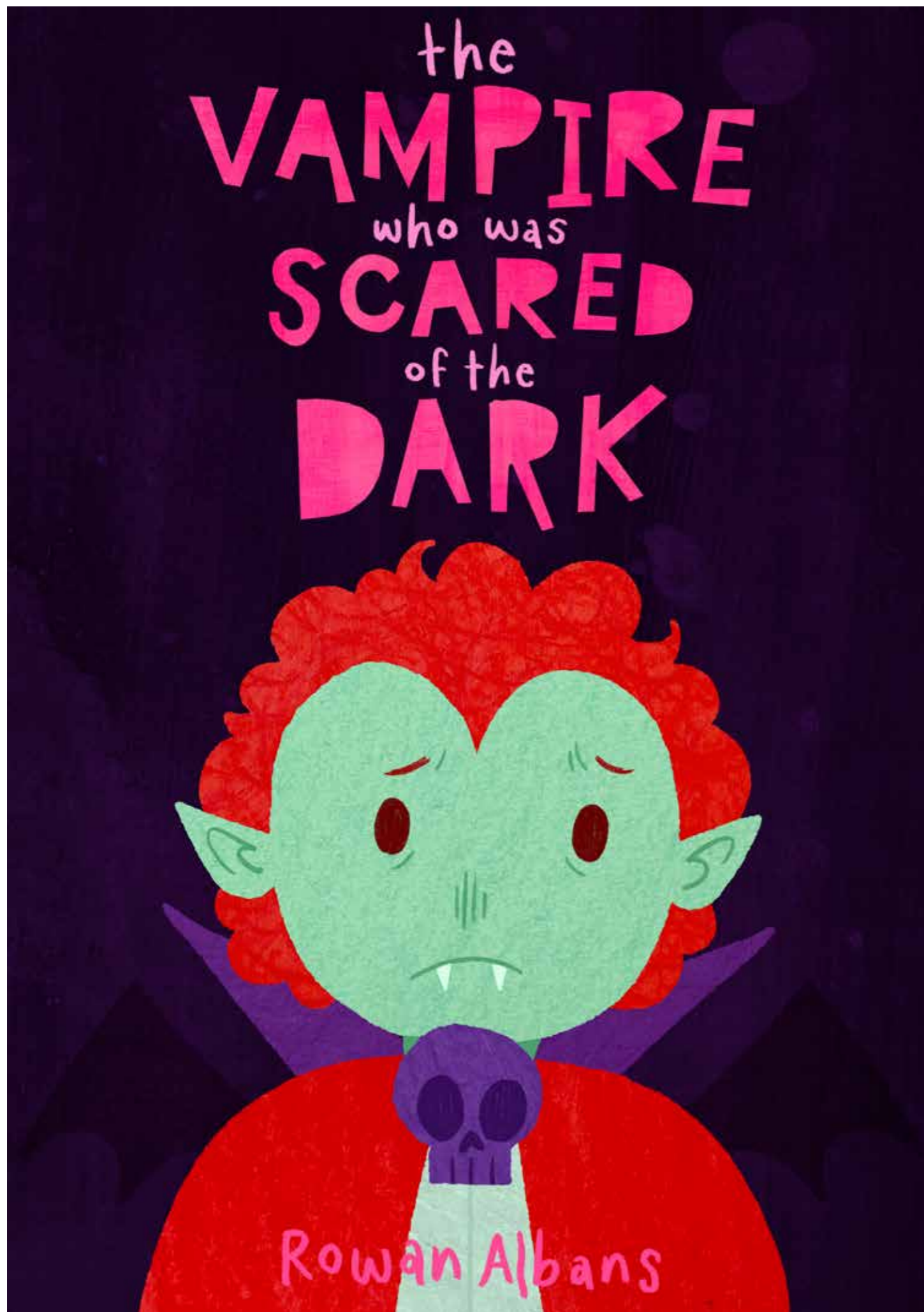
06: Heartbreak Town Merchandise Design

My merchandise design for this brief expanded on the imagery I'd used within the record sleeve, but included a more solidified band logo which I hand-painted with a brush and ink. I also used the shirt graphic as an opportunity to add some song titles and lyrics directly from the EP into my designs.



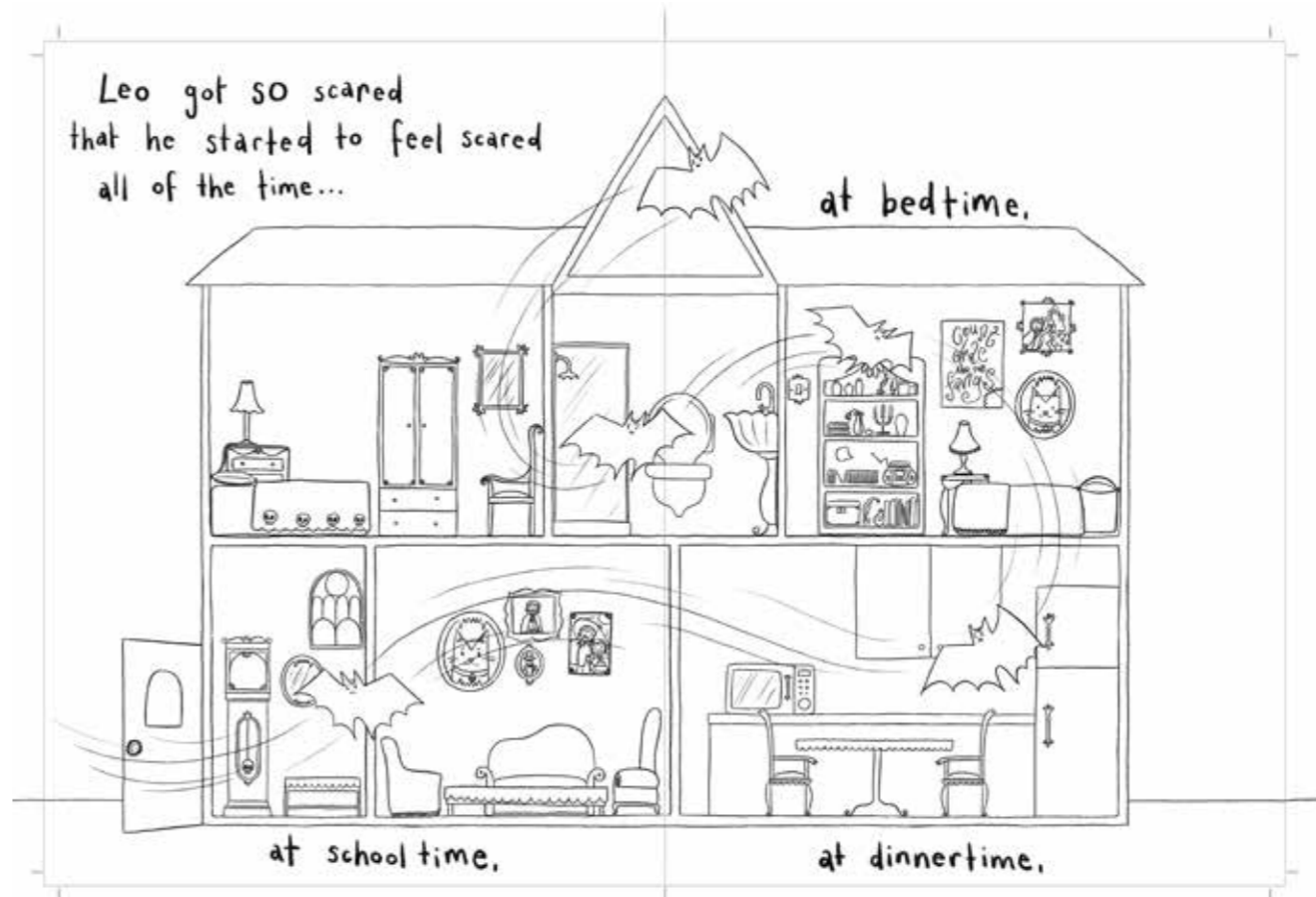
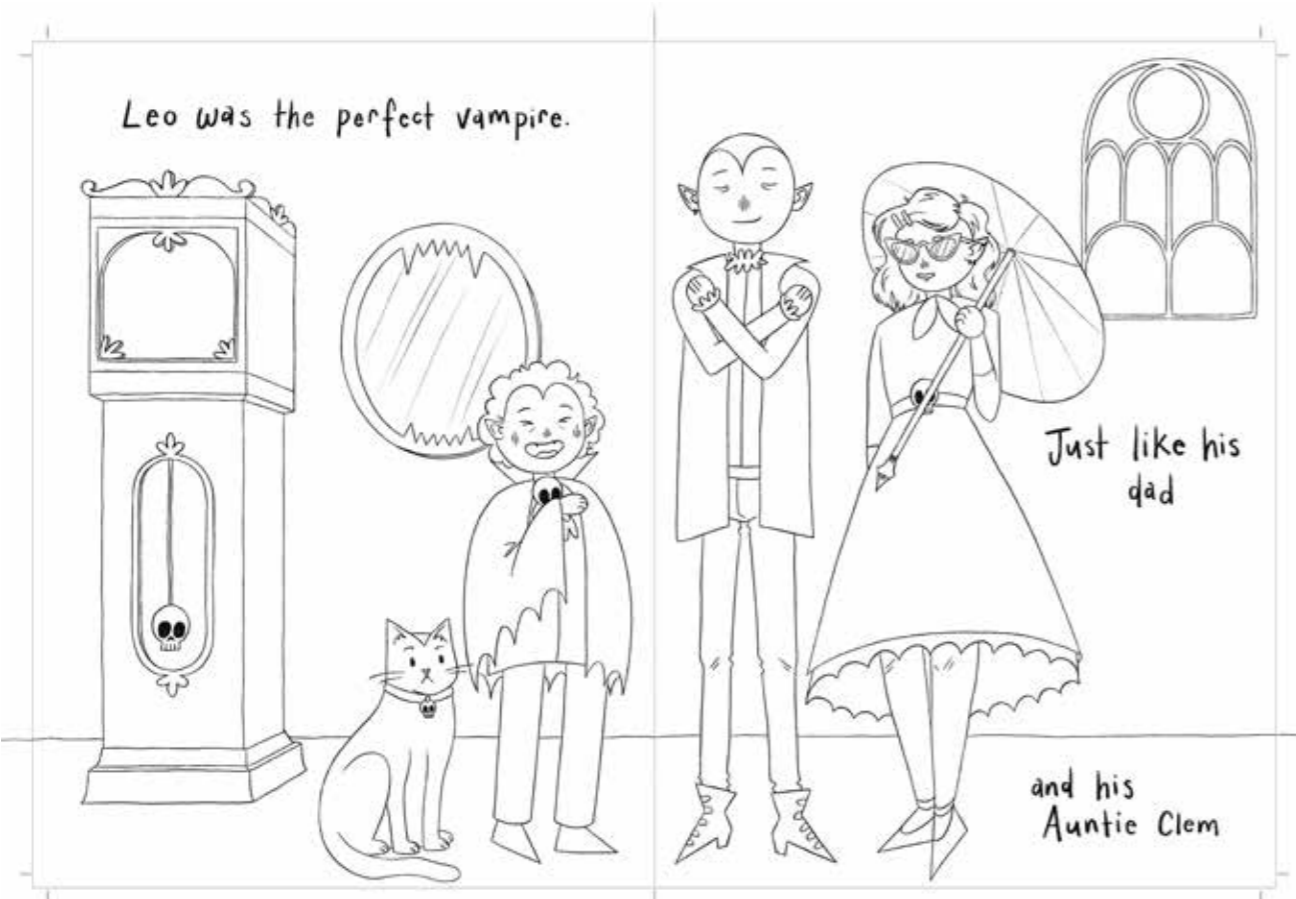


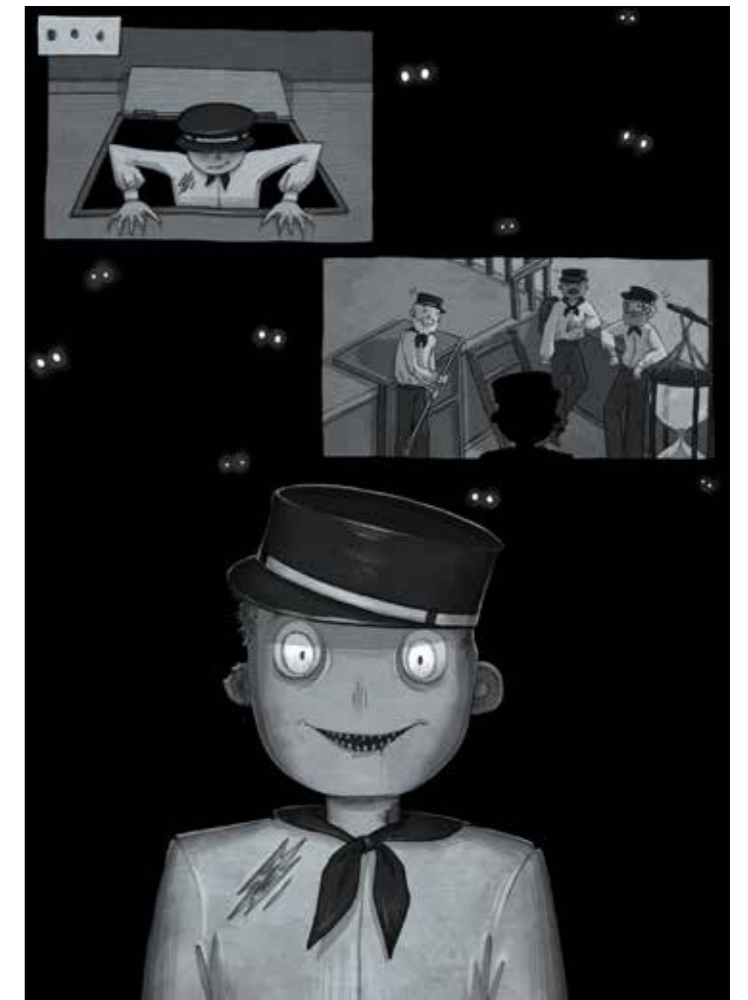
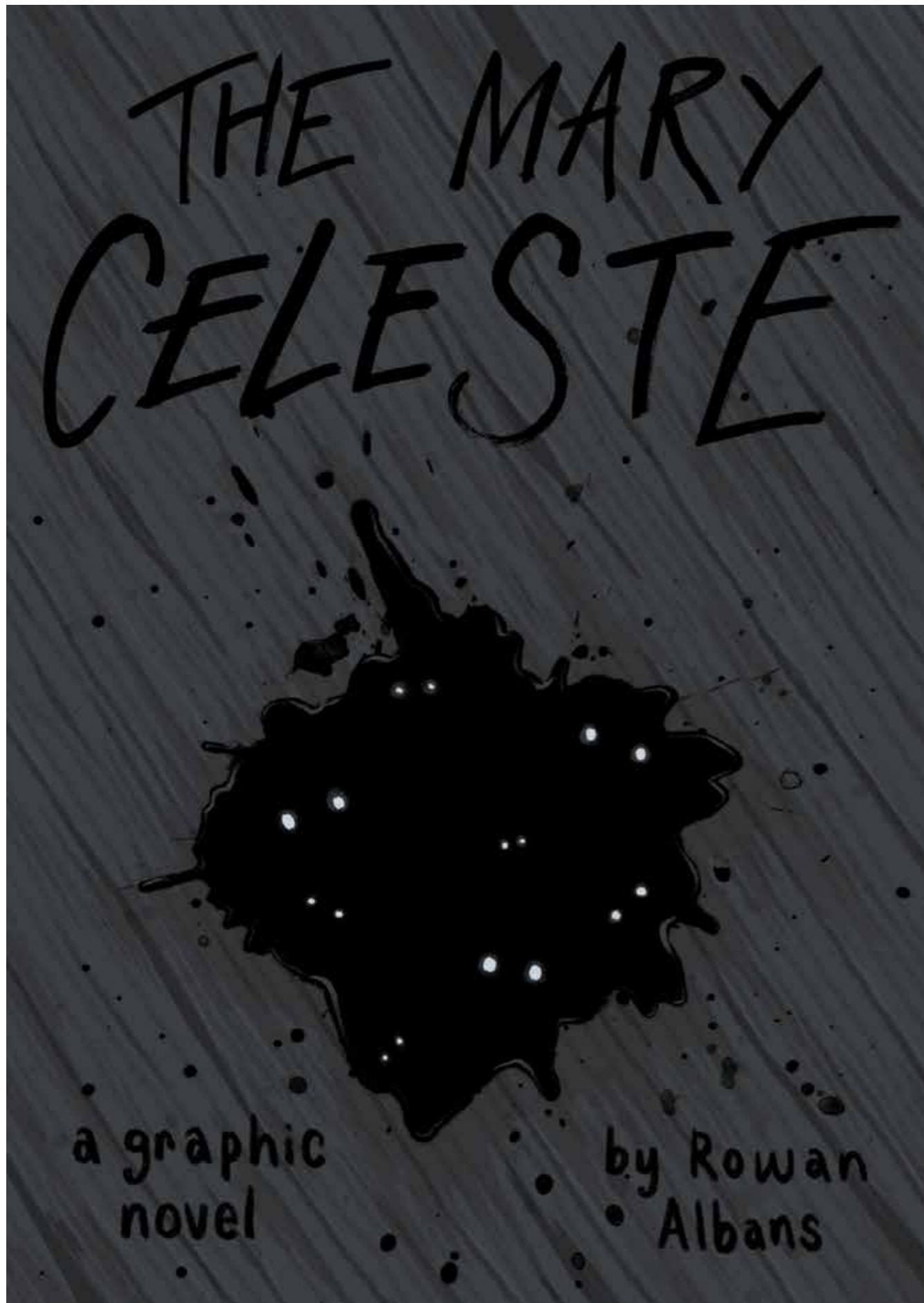
07: Celebrating the Ties That Bind Us Together - SouthSide Lincoln Posters



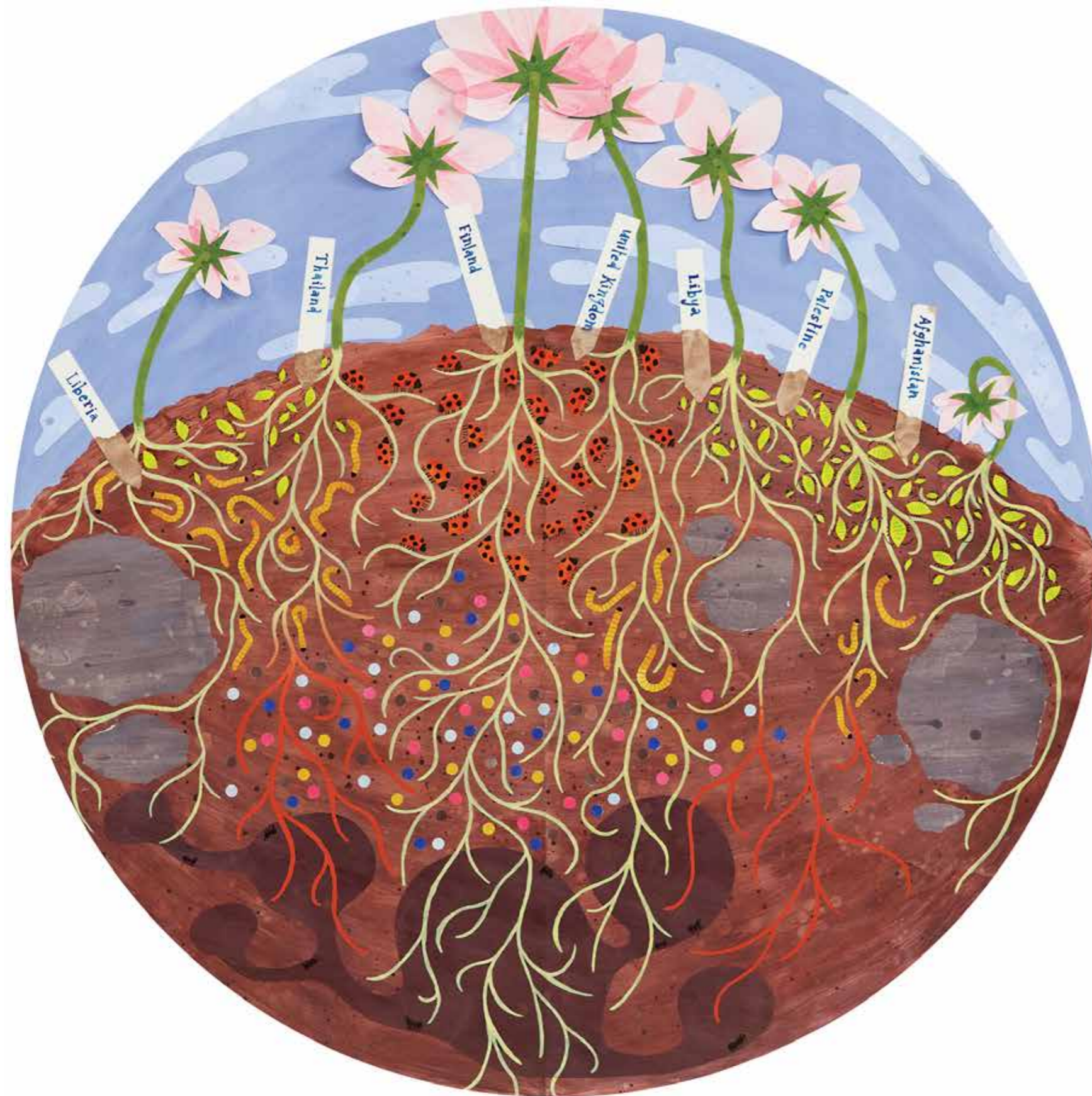
08: Children's Picture Book - The Vampire who was Scared of the Dark

For this brief, we approached the children's publishing industry by building our own picture book concept. The concept I worked with discussed anxiety in young children, aiming to help both children and parents to understand and cope with mental health issues from a young age. I used this brief as a chance to explore how I could adapt serious, adult themes for a younger audience, both through the topic of mental illness and the gothic, vampiric imagery I used within the worldbuilding.





09: Graphic Novel - The Mary Celeste



wealth inequality

literacy crisis

war

corruption

economic strength

reliable healthcare

democracy

10: Roots of Happiness

This project centred on data visualisation, and I created this piece to represent the link between socioeconomic factors and global wellbeing. I intended this piece to be viewed by the general public, so I focused on representing the factors in an engaging and accessible way.

ANTIQUES

CURIOS
&
ODDITIES

21

PSYCHIC
£5
TAROT
READINGS

VINTAGE
GOODS

COFFEE

Freshly brewed
Specialty coffee



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