

DESIGN PORTFOLIO

COMM1790

**STUDENT NUMBER:
201748990**

ASSIGNMENT 1A



BRAND IDENTITY

Abbey House Veterniary Hospital is a small family business run veterniary hopsital which was founded in 1977. They started out in Morely but have expanded with 5 different branches in and around Leeds .

With the redesign of the logo, I wanted to portray a more caring and nurturing nature as their old logo used harsh fonts and was rather complicated, lacking simplicity.

THE LOGO



LOGO VERSIONS



LOGO POSITIONING



LOGO USAGE

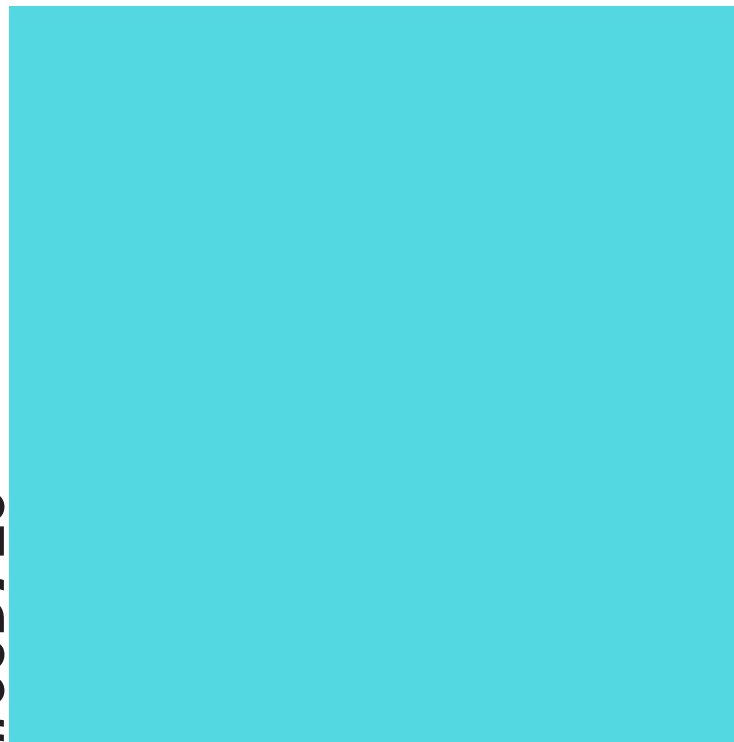


COLOUR

#53AAE0



#53D7E0



The logo uses two shades of blue within the logo and also uses black and white to create the silhouette of the cat and the typography within the logo. These colours should not be changed and no variations are allowed.

TYPOGRAPHY

Arial Rounded MT Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Ariel Narrow

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

ASSIGNMENT 1B

ABSOLUT BANDS

For this assignment, we were tasked with creating a variety of web banners in collaboration with Absolut Vodka. When doing my research, I discovered that they had done many collaborations with various different companies, artists, music and fashion etc.

I chose to create my web banners around 3 different bands, using their iconic albums to base my designs on. I vector traced all of my designs and used the bands iconic symbols to create my own variations of the Absolut web banners. Moreover, I used the Absolut vodka vector graphic we were provided and vector traced in Photoshop.



Size: 300 x 600 pixels

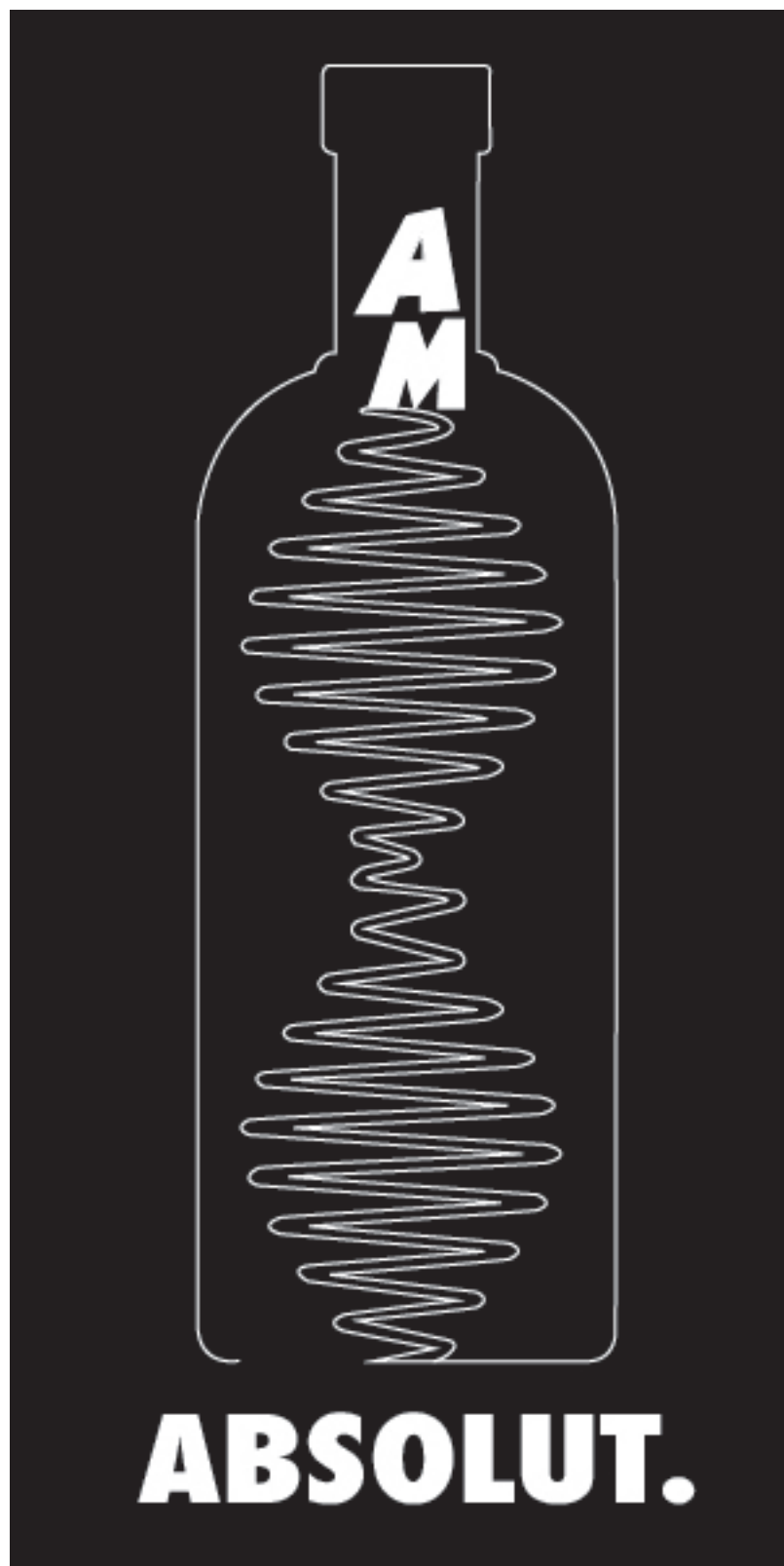
Format: JPEG

Quality: 7 high

Resolution: 72DPI

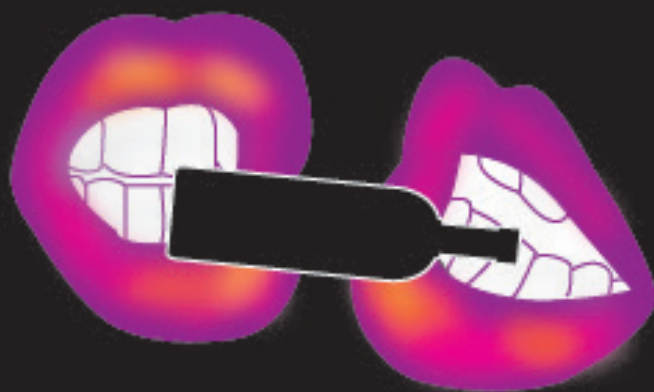
Compression: Lossy

Colour Mode: CMYK



Size: 300 x 600 pixels
Format: JPEG
Quality: 7 high
Resolution: 72DPI
Compression: Lossy
Colour Mode: CMYK

ABSOLUT.



STEREOPHONICS

Size: 300 x 600 pixels
Format: JPEG
Quality: 7 high
Resolution: 72DPI
Compression: Lossy
Colour Mode: CMYK

ASSIGNMENT 1C

TV CHANNEL IDENTS

For my TV Channel Idents I chose to create a crime documentary called “Infraction”. At first, I used a mind-map to brainstorm ideas for my tv channel idents and started to sketch out my ideas. I came up with 4 idents that all have seperate elements of crime and mystery. I wanted to create a crime documentary as not only is it one of my interests but I did my resarch on crime documentary channel idents and the ones that have previously been designed actually dont include many elements of crime, just typography. Therefore, I wanted to keep my idents still relatively simple but have a more obvious theme.

For my idents, I used both Photoshop and Illustrator to create my designs and also used Pexel for my free images. When creating my in-dents, I used techniques we had previously learnt but also researched and practised using new skills to create my designs. Furthermore, I vector-traced a fingerprint for the “0” in “Infraction” to create unity and harmony within my designs.



Size: 1920 x 1080
Format: TIFF
Resoulution: 300 DPI
Colour mode: RGB



Size: 1920 x 1080
Format: TIFF
Resoulution: 300 DPI
Colour mode: RGB



<https://images.app.goo.gl/pLY4z4swwRpy8SqU7>



<https://images.app.goo.gl/VhgeLMgL6242u4vn7>



Size: 1920 x 1080
Format: TIFF
Resoulution: 300 DPI
Colour mode: RGB



Size: 1920 x 1080
Format: TIFF
Resoulution: 300 DPI
Colour mode: RGB



<https://www.pexels.com/photo/close-up-photo-of-fingerpints-on-paper-8382611/>



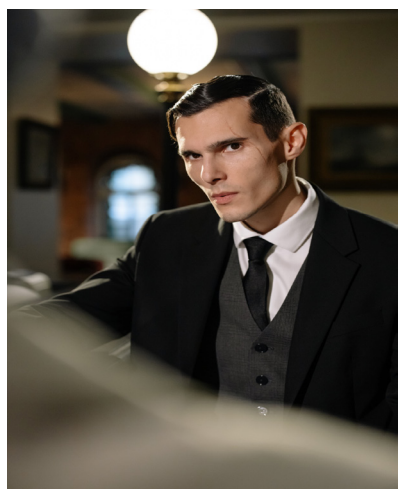
https://stock.adobe.com/uk/images/greater-london-road-and-administrative-map/75177786?prev_url=detail



<https://www.pexels.com/photo/a-ford-ltd-parked-on-the-street-19077439/>



<https://www.pexels.com/photo/man-in-blue-button-up-collared-shirt-2834009/>



<https://www.pexels.com/photo/photo-of-man-in-black-suit-7265999/>



<https://www.pexels.com/photo/close-up-view-of-hand-holding-newspaper-10388748/>

ASSIGNMENT 1D

MULTIFORMAT CAMPAIGN

For my multiformat campaign we were tasked to come up with a festival in a city and design posters, web banners, a website, tickets and some merchandise designs. For my festival, I found and chose Wye Valley in the UK and have created a rock climbing festival. Moreover, I wanted to create a rock climbing sports festival as most festivals are usually music or food festivals so I wanted to create a different, more unique experience for keen climbers.

I created a variety of multiformat designs including: posters, two types of web banners, 3 different types of tickets, a range of merchandise and a website using Illustrator. I also created my own logo "MNT" using the pen tool to create my own font and vector-traced the climber to add to the logo. For my designs, I sourced free images from Pexels and Adobe stock.

“logo”

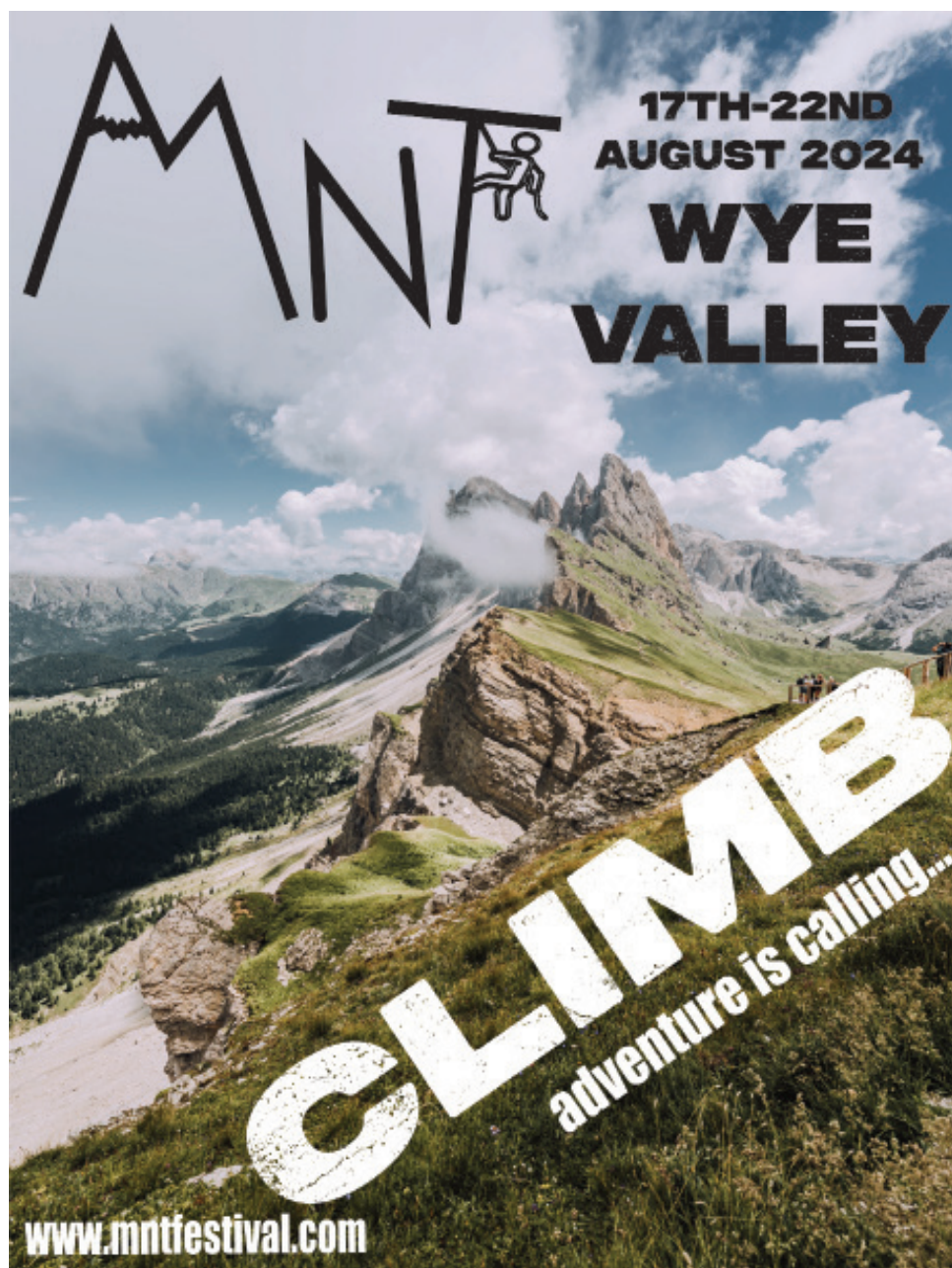


Format: SVG

Colour mode: RGB

Software: Illustrator

“climb poster”



Size: 2480 x 3508 pixels

Format: TIFF

Resolution: 300 DPI

Colour mode: CMYK

“relax poster”



Size: 2480 x 3508 pixels

Format: TIFF

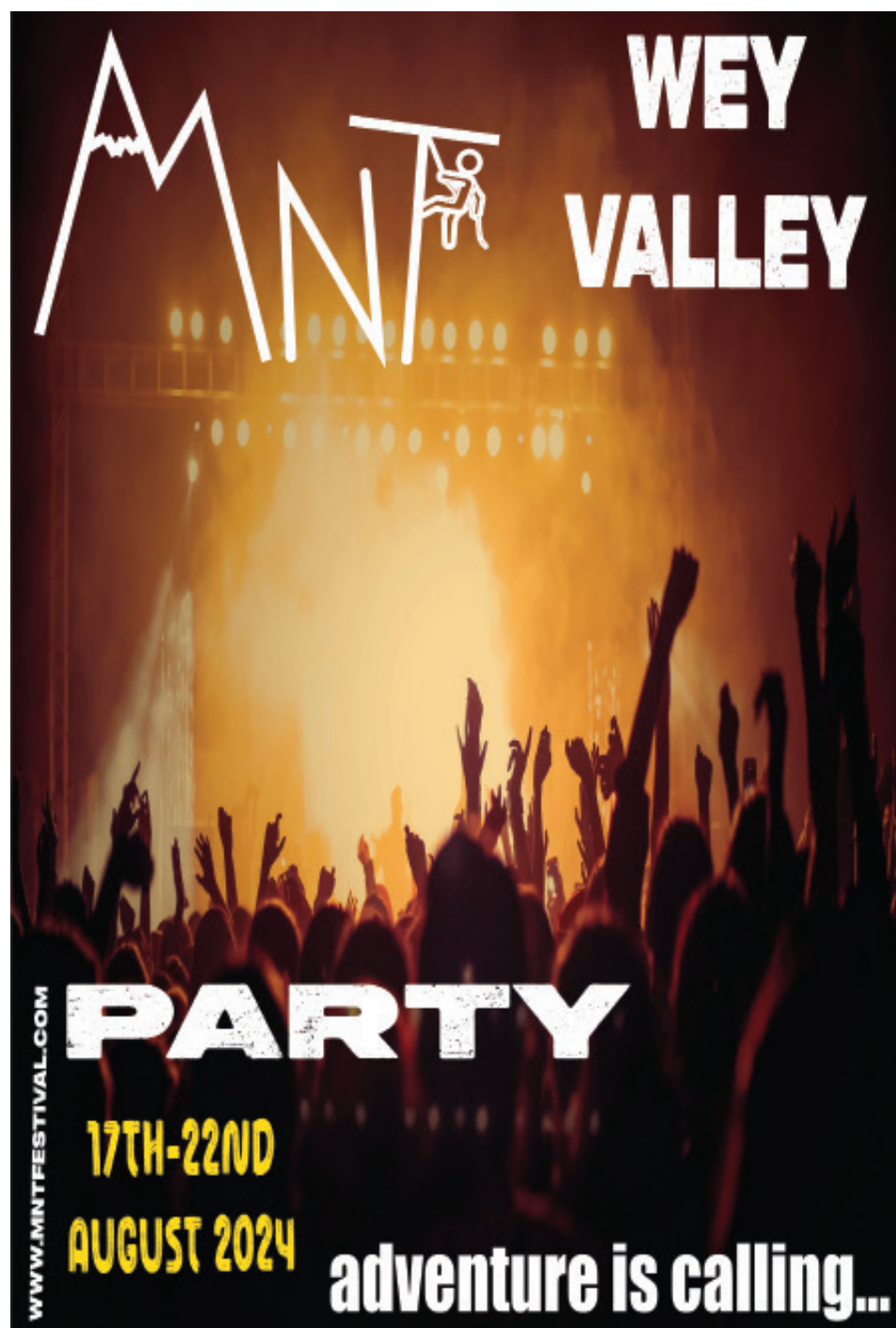
Resolution: 300 DPI

Colour mode: CMYK



<https://www.pexels.com/photo/flaming-woods-3012055/>

“party poster”

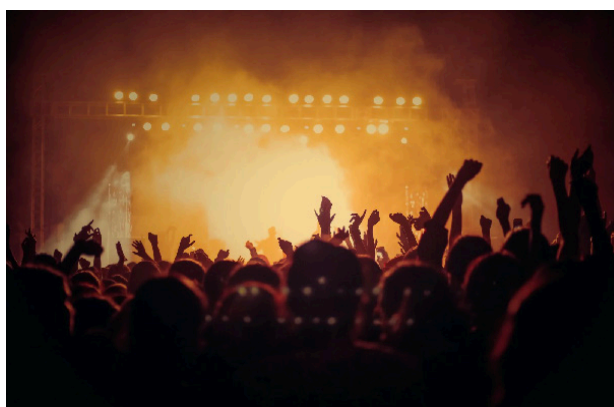


Size: 2480 x 3508 pixels

Format: TIFF

Resolution: 300 DPI

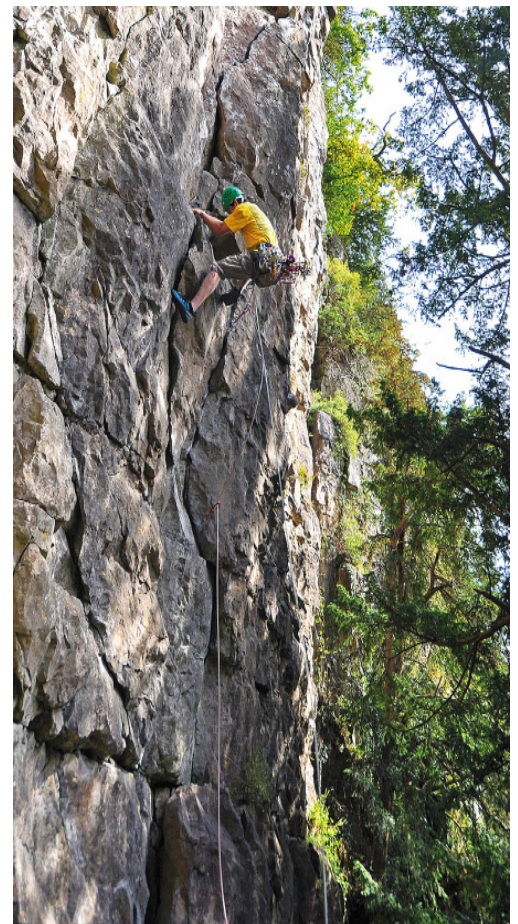
Colour mode: CMYK



<https://www.pexels.com/photo/people-at-concert-1105666/>



Size: 300 x 600 pixels
Format: JPEG
Quality: 10 high
Resolution: 300 DPI
Compression: Lossy
Colour Mode: CMYK



<https://images.app.goo.gl/nHLJxycvKjS32qyM7>

“web banner”



Size: 970 x 250 pixels
Format: JPEG
Quality: 10 high
Resolution: 300 DPI
Compression: Lossy
Colour Mode: CMYK



<https://www.pexels.com/photo/tents-surrounded-by-trees-1309584/>

“Merchandise”



https://www.freepik.com/free-photo/white-t-shirts-with-copy-space-gray-background_15667327.htm#query=t%20shirt%20mockup&position=0&from_view=keyword&track=ais&uuid=4b0a5096-5c3b-486e-81f3-a4bf079a7d66



<https://images.app.goo.gl/JH3EncHVNYLsV9rG9>



https://www.freepik.com/free-photo/white-tote-bag-isolated_13237340.htm#query=tote%20bag%20mock-up&position=0&from_view=-search&track=ais&uuid=65ce1a10-d36d-4df1-a280-021a629ce977



17TH-22ND JULY 2024

WYE VALLEY

HOME

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WHAT'S ON

TICKETS

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search...

MNT FEST IS BACK FOR 2024!



CLIMB.

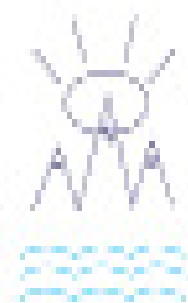


PARTY.



RELAX.

BUY TICKETS



subscribe:

add your email and recieve updates

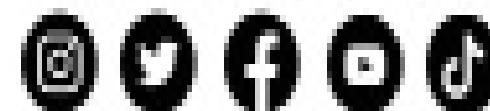
email address →

contact:

business: info@mntfest.co.uk

general: enquire@mntfest.co.uk

socials



<https://images.app.goo.gl/GT58tqGSUzWxP46L8>



https://www.freepik.com/free-photo/breathtaking-shot-young-male-climbing-high-rock-champ-fromier-france_17244560.htm#query=wye%20valley%20climbing&position=9&from_view=search&track=ais&uuid=e3cb6554-1a2d-4db1-93e8-2aa4b308288a



<https://www.pexels.com/photo/people-raising-their-hands-2078071/>



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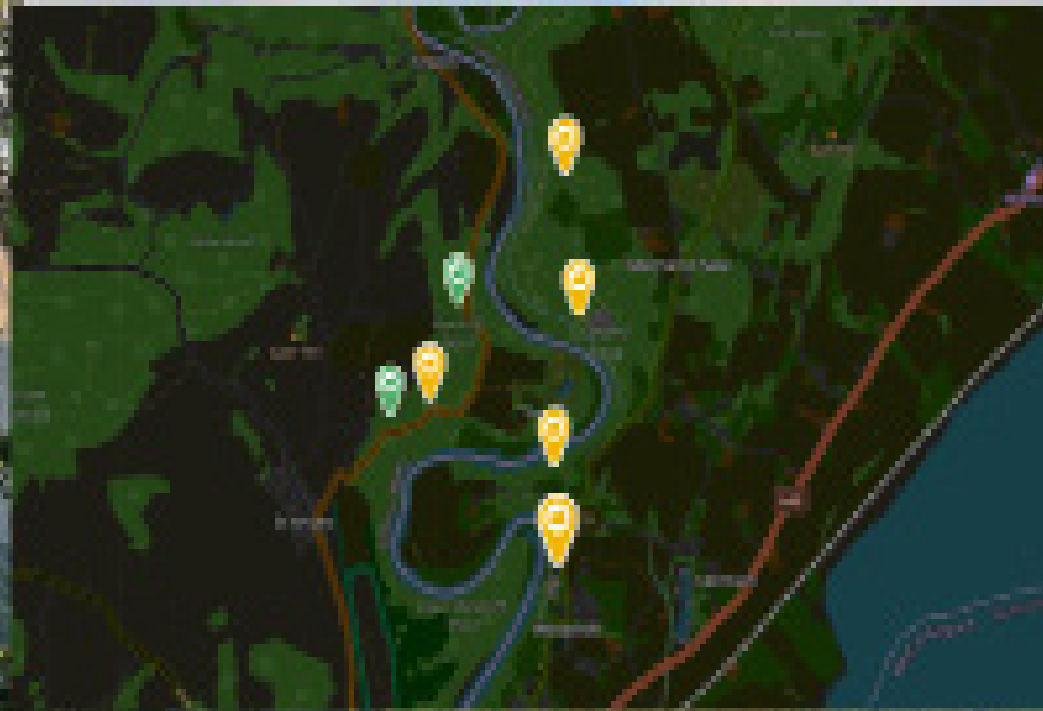
ABOUT

MNT FEST has been a significant climbing festival for many years in Wye Valley.

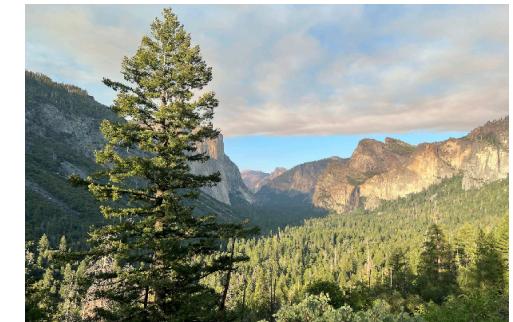
With a perfect combination of stunning views, campsites, local pubs and a variety of climbing routes

there is no reason not to enjoy the wonders of MNT FEST!

A CLIMBERS DREAM!



Located in the Wey Valley Natural Landscape, it provides a variety of climbing routes for all abilities.



<https://www.pexels.com/photo/coniferous-for-est-in-valley-19276747/>

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socials



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17TH-22ND JULY 2024

WYE VALLEY

HOME

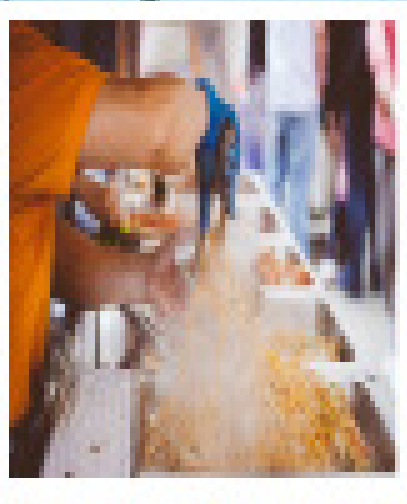
ABOUT

WHAT'S ON

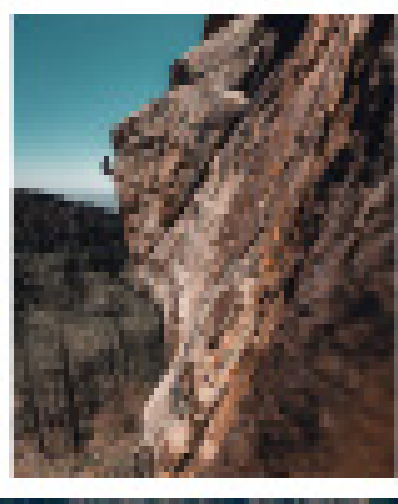
TICKETS

CONTACT

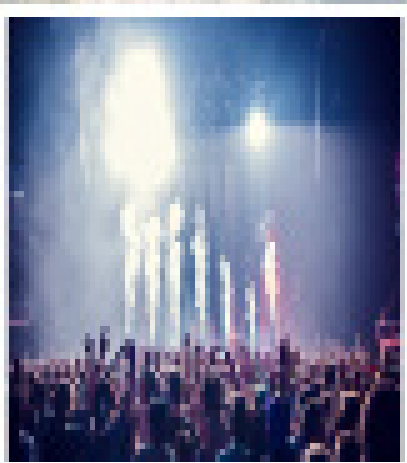
WHAT'S ON



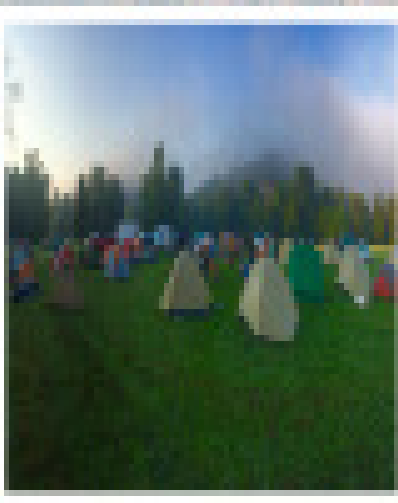
FOOD



CLIMB



PARTY



RELAX



<https://www.pexels.com/photo/green-trees-above-mountain-and-falls-during-day-time-70219/>



<https://www.pexels.com/photo/person-in-orange-shirt-holding-aluminum-rectangular-container-104884/>



<https://www.pexels.com/photo/group-of-people-watching-concert-1120162/>



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socials
    

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Colour mode: RGB



<https://www.pexels.com/photo/photo-of-man-rock-climbing-2847362/>



<https://www.pexels.com/photo/tents-on-green-grass-field-near-mountain-116104/>



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socials



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Colour mode: RGB