



GRAPHIC DESIGN



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CARMEN ANDRES

My time at university has not only helped me develop my skills and experiment with different media but also, it has allowed me to explore different techniques and styles making me realize how much I love what I do. I equally enjoy working with printed and digital media. In addition to Graphic Design, I have discovered a real passion for Photography, becoming a skill I really want to develop further on after I graduate.

I am passionate about fresh ideas and always excited to accept challenges, I like to dare myself to come up with something different from what has already been done and create unique vibrant pieces of design. I would describe my style as bright and bold, but always adapting to what the brief entails.

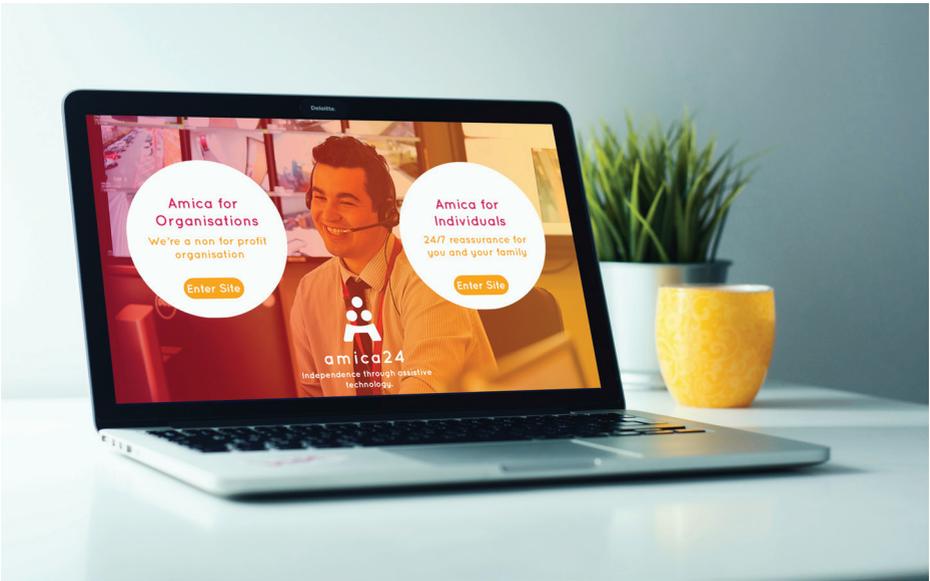
After I graduate, I want to continue to improve as a designer and push new boundaries to see how far my ideas can go.



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“Every action's an act of creation.”
- Lin-Manuel Miranda -



MEGAN ANDREWS

I'm a graphic designer with a strong background in art and design. I like to combine hand-rendered drawings with digital elements where appropriate. This can vary from painting, such as watercolour, to pen and pencil crayon.

Over the course of my three years at the University of Worcester I have produced a varied portfolio of work due to the nature of the briefs and clients. However, I have established a true passion for branding, the experimentation of both typography and imagery that represents a company's core values and services. Alongside this, the University has rekindled an interest in photography which I aim to explore more in the future.

My favourite accomplishment was producing a winter edition of the magazine 'Laurel Leaves' for Edgbaston High School. The brief enabled me to combine my passion of graphic design and art to produce a selection of detailed hand rendered laurels that were incorporated within the magazine layout.



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“The drive of what can I make next never goes away.”
- Paula Scher -



BECKI ARNOTT

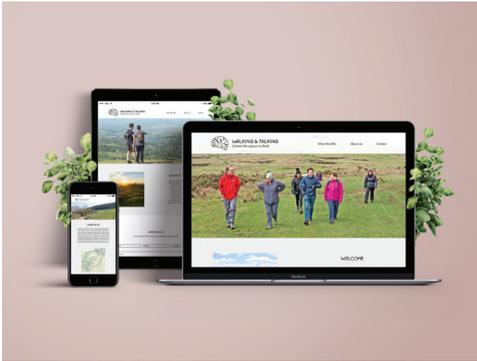
The past three years of study helped me grow, not only as a designer, but as a person. I have been able to develop my skills and understanding to the maze that is Graphic Design.

Purpose and meaning is, and always shall be at the forefront of my design. Being able to impact an audience with my work drives me to constantly push myself to new limits.

Personal favourite clients for me have been The National Archives, where I developed a worksheet design to be used across schools; University of Worcester in which I created a mental health booklet to assist tutors in guiding students in times of crisis, as well as Fibromyalgia Action UK, a charity close to my heart, who I have completely rebranded as part of my dissertation and will continue to work on past graduation.

The highlight of my time at University is undoubtedly the Semester I spent in Darwin, Australia as part of the Study Abroad Programme. During this experience I was able to explore how different cultures use Graphic Design as a tool of communication as well as how the actual definition of Graphic Design changes throughout different cultures. Travel and adventure is certainly something that I would love to implement into my future career within Graphic Design.





"You are braver than you believe,
 and stronger than you seem,
 and smarter than you think."
 - Winnie the Pooh -



ZAK ATKINSON

Through hard work and responsibility, my time at university has demonstrated what true potential is. I reflect back to my younger self, with barely enough grades to even make it in; yet I've found my place. An unexpected pleasure has been to wake up every day with purpose in mind. A reason to get up.

My key interests are in Print Media and Photography. Graphically, specialising in contemporary branding and layout design. For me, physical media will always reign over digital. We are saturated with technology, so I find solace in tangible work.

My design style is heavily influenced by my past education of Product Design. Most notably mid-century Scandinavian and German interiors. Designers like Ray and Charles Eames, Dieter Rams and Otl Aicher are all big influences. My work often consists of three colours or fewer, white space with a focus on functionality.

My favourite accomplishment in design has to be working on the promotion for Star Wars Ep.7 with HAVAS Helia. I was 16 when I first did work experience with them, so to be able to work on such a big project at that age still feels unreal.



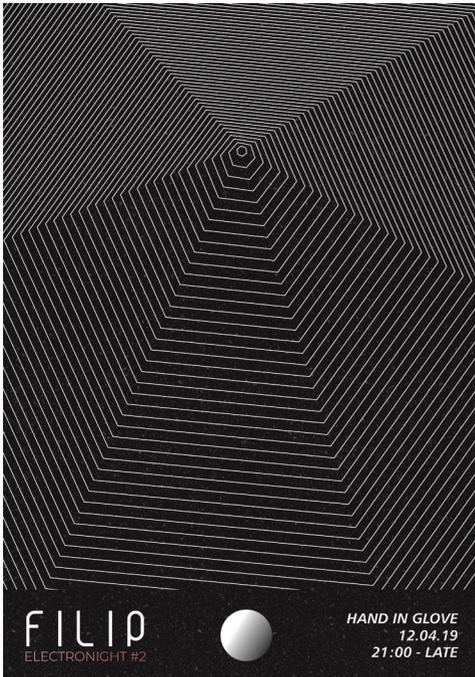
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S Swan
Books



(part of a joint project)

When we strive to become better than we are, everything around us becomes better too."
- Paulo Coelho -



CAMERON BOTFIELD

University for me has been a considerable experience, Graphic Design & Multimedia is a tremendous course which has led me on the right path for my future.

Experimenting with different mediums and styles gives the course a broad array of progression for anyone. Furthermore, I feel that my style is simplicity, as this is what I am most drawn to. I love design that has minimal aspects which is straight to the point. I would say that I specialise in branding and photography, these are unquestionably my two most enjoyable practices. For mediums I undoubtedly love digital, as this is predominantly what I work on.

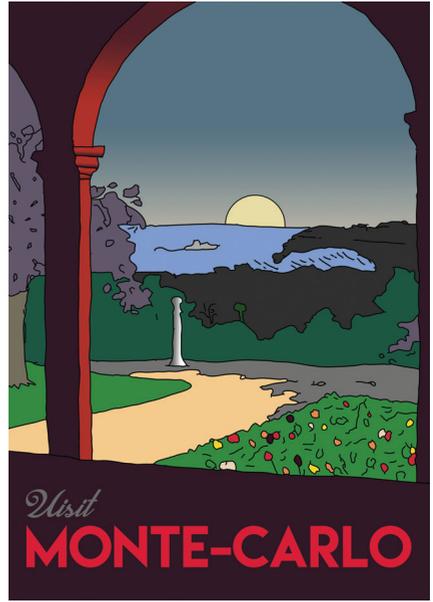
My favourite accomplishment is producing work for live brief projects, as this gives me a lot of freedom and room for creativity.



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"Design is thinking made visual."
- Saul Bass -



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Compass by Carmen Baffert



ETHAN BROWN

I am happy I have made every decision I have throughout university as it has brought me to where I am today and helped me produce the work I have. I like to keep my style as open as possible so I can use the best style for the job, but I prefer my work to be contemporary, bold and meaningful.

My specialty is in branding and in particular logo design because there can be so much meaning in a logo, it can be one of the most important aspects of a business. I try to make my work stand out and be memorable amongst the sea of design by putting a lot of thought into even the smallest details and making sure the designs are always applicable to fit the needs it requires.

My favourite work are projects that I have done for myself, either for my brand or just for fun as having the creative freedom to create what I want is more expressive and can lead to outcomes I don't expect.



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“Success is not final, failure is not fatal: it is the courage to continue that counts.”
– Winston Churchill -



BETH BERBDIGE

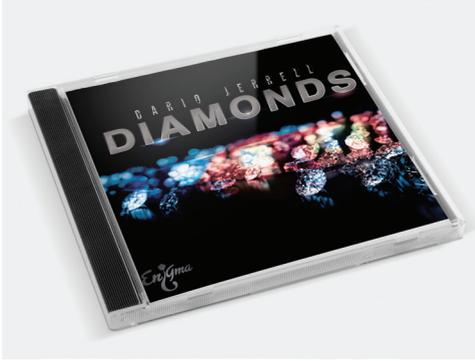
During my time at University. Not only has it gained me my confidence in my graphic design work, it has given me the confidence in myself and allowed me to believe in myself. Having experienced live briefs and talking to real clients, it has helped me gain a better understanding on how the industry works outside of University and has given me the desire to freelance and carry on growing as a designer.

As an open minded person, I have always pushed myself to take risks and to gain knowledge and experience in all aspects of graphic design. As a competitive person I have always wanted to better every project I do. One of my strongest projects was branding a book shop in the second year. As a passion for gaming I enjoyed designing the brand for a gaming book shop and applying it to a variety of merchandise and advertising. It has made me understand how traditional media works and the use of social media.

I cannot wait to see what the future holds for me, and I am grateful for the friends I have made here at uni and the lecturers who have helped me along the way.



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"The way I see it, if you want
the rainbow, you gotta put
up with the rain."
- Dolly Parton -



KARUM GARCHA

Studying Graphic Design has been everything I hoped it would be. I remember hearing the term graphic designer being thrown around and having to google exactly what it was. It turned out it was a career that combined all my strengths and interests, essentially creating a job out of my hobbies.

I particularly enjoy print design, and find being able to physically hold the item I invested time and effort into creating very rewarding. Studying graphics has also given me the opportunity to develop my interest in photography, and having this extra skill will be useful in future career opportunities. I also enjoy experimenting with illustration, typography and composition in my work. I've learnt how to use the fundamentals of design and translate them across print design, web design and photography making me a well-rounded multi skilled designer.

I love the unpredictability of graphic design, thanks to different briefs I'm now experienced in a range of creative media including, sustainability and contemporary art. My curiosity to learn more makes me very excited for the future.



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SOPHIE LING

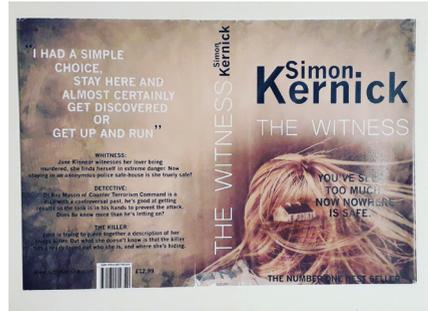
My three years at university have taught me so much about myself and my work. I have developed an abundance of happiness and opportunity throughout the three years and can't wait to develop these wonderful experiences further.

As a Graphic Designer and Illustrator, I really enjoy working with different textures and prints, combing hand drawn illustrations with digital editing and collage. Being joint Honours I like to experiment and combine the two styles. I thoroughly enjoy trying out new techniques and experimenting within my work. This is because it allows me to be free and open to new ideas and possibilities. This also allows me to gain a wide collection of skills and produce a good range of artwork. I have learnt I work best under tight deadlines (like the 24h Pressure Projects); the adrenaline and commitment have seen me create some of my best work as it sparks more spontaneity and instinct.

I've had some of the best experiences whilst at university ranging from real life clients and briefs, pitching to a board and entering many competitions. These experiences have given me a taste for work in the real world and I can't wait.



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“Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do so”
- Pele -



ABBIE LOWE

When I started this journey three years ago, I started university as a completely different person. It has been extremely challenging but as I approach finish line, it's proving to be worth it.

As a graphic designer, I would say that the area in which I specialise in would be designing for a cause. Style wise, I like to keep design bold, but simplistic, while still pushing boundaries. I mean this both in terms of design and my own personal perspective. This is very evident regarding an illustration piece in my degree show catalogue page.

The biggest accomplishment in this experience I would have to say is being given the challenge to give the university's annual Go Green Week a re-design. I've had so many great opportunities such as live client briefs and study trips. All have allowed me to do different things, gain different skills and have improved me as a designer.



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Primary Logo



Primary Colour Palette



Secondary Logo



Fonts
Quicksand Regular
Quicksand Medium
Quicksand Bold

Slogan

"Be in the know and get with the flow"



"You can't go back and change the beginning, but you can start where you are and change the ending"
- C.S. Lewis -



MAX MANN

Graphic Design has allowed me to reach into the creative inside and express not only myself but also my lifestyle through my work. During my time at university I have been able to find a style that suits my methods in my professional practice. I enjoy working on projects such as branding, print making and logo design.

Minimalism and graphic design are an integral part of my life which lends itself to the style I have begun to adapt to. Using this mix of minimalism and vector illustration I have been able to design for myself in the form of Logo Challenges and Star Wars prints. Furthermore, during my time at university, I have been able to get involved with leadership roles for the design show and UCAS events. This is an experience I wanted to take up since starting university and believe I have fulfilled a goal in that respect.

Being able to live in a world where I can explore multiple aspects of design is important to me. I believe experience is a key part of being a designer and how it can influence how you see the world and how that is reflected in the work I create.





"For me, a very complex world has to be simplified. Has to be stripped down. And design, for me, was a way out of confusion. Because great design simplifies a very complicated world"
- Platon -



ANNA MILLER

I have thoroughly enjoyed my time at university, it has enabled me to think more creatively and allowed me to develop my personal strengths and interests. I gained many new skills through the variety of modules experienced over the three years, which have helped me refine who I am as a designer.

Having studied Art at A level, I have a strong eye for detail and colour – this is evident in the designs I produce. I enjoy experimenting with different media to communicate my ideas.

My strengths lie in marketing and brand design; I love the immediate impact posters give. One of my strongest projects was branding a book shop. I enjoyed the process of designing the brand image and applying it to a range of merchandise and advertising. It was satisfying to see all the components together in the end result.

I will continue to develop my skills after university and refine my abilities further. I am excited to see where the future takes me.





"I begin with an idea and then it becomes something else."
- Pablo Picasso -



ROSS MORGAN

My time at university has helped me develop into a highly driven, passionate, self-motivated, graphic designer, with a sharp customer focus and ability to work collectively. I am innovative, flexible, have strong communication skills along with a powerful creative focus and artistic punch. My journey has allowed me to critically develop my visual strength, thus striving for exemplary quality in everything I deliver.

I am proud of my achievements to date, which include the successful delivery of application designs, website alteration, poster creation and brand identity work.

Some of the technical and functional capabilities I've developed include:

- Illustrator
- Photoshop
- InDesign
- XD
- After Effects
- Dimensions
- Flash
- Artistic requirement gathering
- Agile development of deliverables





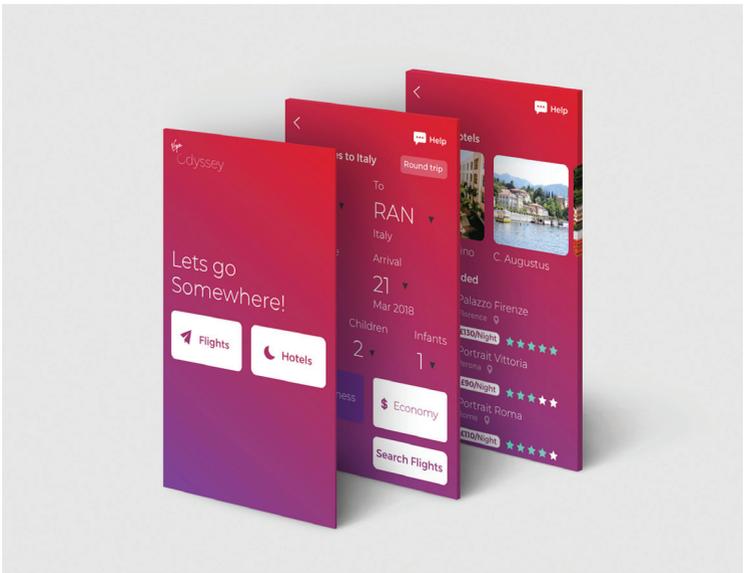
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1/2 **ZERO CARBON BRITAIN**

“Do good work for good people.”



LAURA NDJOLI GONZALEZ

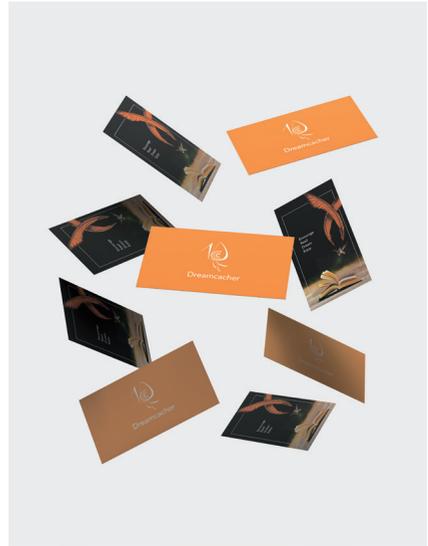
I've been drawing since I was little, some of my drawings didn't have meaning at all and others were with a purpose as a course deadline. I was absorbed by vibrant colours and its power to represent energy. When I studied technical drawing before university, I learned that drawing can be precise, by paying attention to the detail. I can now create the perfect line of vision for any composition.

Since I've started university, I gained an interest in graphic design, learning a range of new skills into print and digital design. I enjoy photography and capturing how I see the world. Also, I have developed a passion in web design and I'm keen to keep improving and learning new skills into UI & UX design.

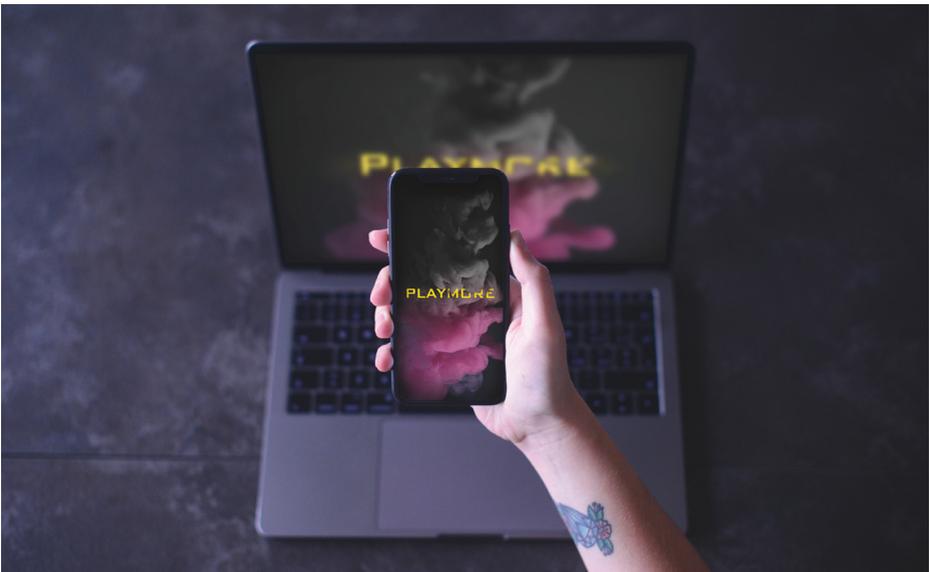
My approach to design varies based on the kind of medium I'm using to convey the message. I would like people to identify with my designs in their own way. I like the idea of sitting back and listening to people respond to my artwork, hearing how they interpret it in their own way. It's impressive how sometimes they come with fascinating meanings that even I haven't thought about.



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"I try to apply colours like words
that shape poems, like notes
that shape music"
- Joan Miró -



NICK PAYNE

Studying graphic design and multimedia has given me a new thirst for all kinds of visual expression, it has cultivated my creativity and lead me into valuable creative circles. I have had the space and means to explore my ideas and the critique to refine them, thus every opportunity to produce my best work. My work can be unconventional; recontextualising concepts and ideas, binding dynamic, highly contrasting pallets, etc. I have developed an experimental style that hopes to test the fundamentals of good design and feed the imagination.

I specialise in brand identity, understanding the balance of communication and how to convey the right tone of voice. Design for music is also a niche I am particularly passionate about, I find the relationship very inspiring.

Something I take pride in and feel has significantly progressed me as a designer is my contribution to the rebranding of the Worcestershire telecare company 'Amica24', something I look forward to continuing to work on after graduation.



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P

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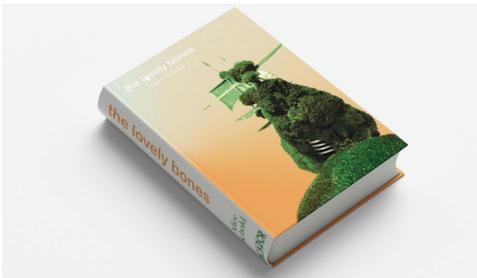
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"The best way to get ahead is by helping those around you get ahead."
- Martin Prihoda



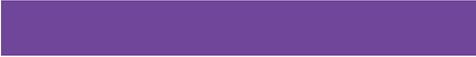
CHRISTIAN PAYNTER

My university experience has been incredible, from the people I have met, to the places I have been, I have learned so much about the subject I chose to study throughout the last three years.

One of the great things about the University of Worcester is the chance to study abroad, which I managed to do in my second year. I travelled to Darwin, Australia to study Graphic Design further. It's safe to say I have made some life long friends. Going to Darwin I also got to visit Sydney, Melbourne, the Gold Coast and Singapore. After University I aim to travel as much as I can and show my designs all over the world.

I studied Graphic Design as my main subject but I also developed a passion for Photography. This surprised me as some of my best work is within Photography. I think having this wide range of skills will really benefit me in my future roles.





"We have a strategic plan.
It's called doing things."
- Herb Kelleher -



SOPHY PICKERING

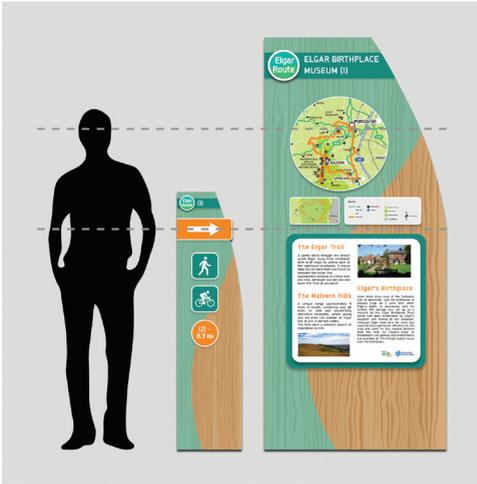
Throughout my university experience my skills have grown significantly – Both in terms of my professional practice, (i.e. extending my knowledge of theoretical aspects of the industry; experimenting with new techniques; and increasing my level of ability with using digital software) and in my personal life. A lot of my personal projects apply quite a bold, abstract, geometric style; however, when producing freelance work for clients my 'style' somewhat varies, in order to meet the requirements of the brief and be in accordance with the project's purpose.

As demonstrated in my portfolio I have created work for a range of design disciplines, however I have a particular passion for information graphics, as well as website design. My design work often employs traditional methods, such as paper-cutting, which is then refined further using digital software, however over the duration of this course, the repertoire of mediums that I now utilise has expanded considerably. Another recurring element that is apparent within my art work is the use of bright, vibrant colours.

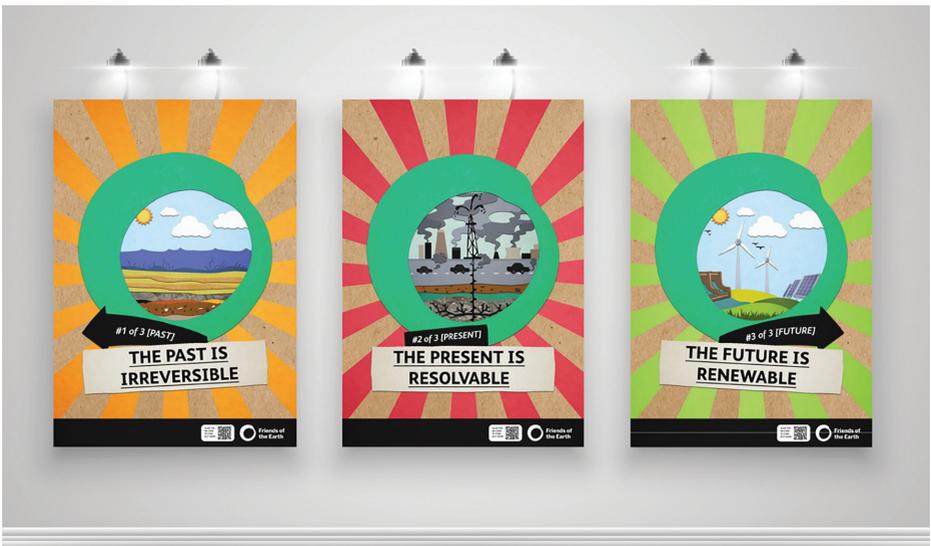
Overall, I feel that during my university experience I have achieved quite a lot, however an accomplishment that I am particularly proud of is working on a live brief for the environmental organisation Friends of the Earth.



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“Designers actually can change the world for the better by making the complicated simple and finding beauty in truth.”
- Michael Bierut -



CASEY RANN

As a graphic designer and illustrator, I frequently switch between digitally-rendering and hand-rendering my artwork. I have discovered many different techniques throughout my course and enjoy working in a lot of different mediums. I particularly enjoy hand-rendering type designs, and well as working with printmaking techniques. I also enjoy working with editorial illustration as when successful artwork is created it has the power to make the viewer stop and read the article associated with it.

I thoroughly enjoy trying out new techniques and experimenting within my work. This is because it allows me to be free and open to new ideas and possibilities. This also allows me to gain a wider collection of skills and produce varied pieces of artwork. I constantly push my creative process in order to reach new peaks in my work.

During my course I've had the opportunity to work with real life clients and briefs, which has provided me with good experience and useful feedback to take with me into the future.



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You can't use up creativity, the more you use the more you have."
-Maya Angelou



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WILL SHEPPARD

University has been an incredible experience as I've learned so much not just from my lectures but the other students. Each new task and experience has changed my style and enabled me to grow as a creative. I feel every style works for each different client and project. I am happy to swap and change between them and love working with unique styles.

I used to primarily work on solo projects, but at university I have worked in many team projects and shared expertise. It has been much more enjoyable due to developing and enhancing ideas and putting different points of view into ideas. It has also given me experiences that I would never have thought I would like so much, such as book design, game design and photography.

Overall, the experiences and the work I have done have really improved my own work and broadened my design portfolio to places I would love to experience more.



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“There are three responses to a piece of design – yes, no, and WOW! Wow is the one to aim for.”
- Milton Glaser -



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KELLY AMBER SMITH

Three years ago, I wisely made the decision to venture off to University, to delay living in 'the real world'.. Little did I know it was my first huge step into exactly that. Eventually I prepared myself to face challenges and balance my time between Graphic Design and fending for myself, and as a result I only turned two white woolly items pink – to my advantage my colour theory is much stronger now.

In terms of design style, I define myself as an illustrative, simplistic designer with a love for applying a minimalistic approach where appropriate. For two years also studied Illustration as a Joint Honours student, which enabled me to develop across two areas of the creative industry, meaning my experimentation skills are strong. An example of combining my skills can be seen in my children's book cover re-design concept 'Burglar Bill'.

Working part-time as a Graphic Designer for Worcester Students' Union as well as remotely for the University has had a very strong impact on my skillset as a whole. I have learnt to work very quickly and efficiently while also leaving myself enough time to freelance and expand my client range and portfolio.



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GARETH TAYLOR SOUTHALL

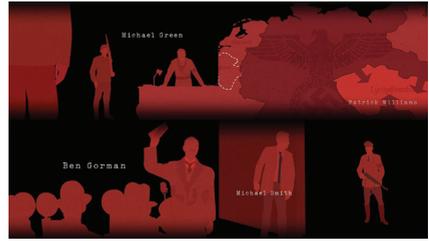
Doing a degree in Graphic Design has really opened my eyes to my own potential as a creative and as a person. From the moment I had my first lecture 3 years ago I knew that I had made the right decision to pursue what I was truly passionate about.

My visual style varies depending on the work I'm doing, but I like my work to be clean and contemporary allowing it to be applied in a multitude of ways without being out of place.

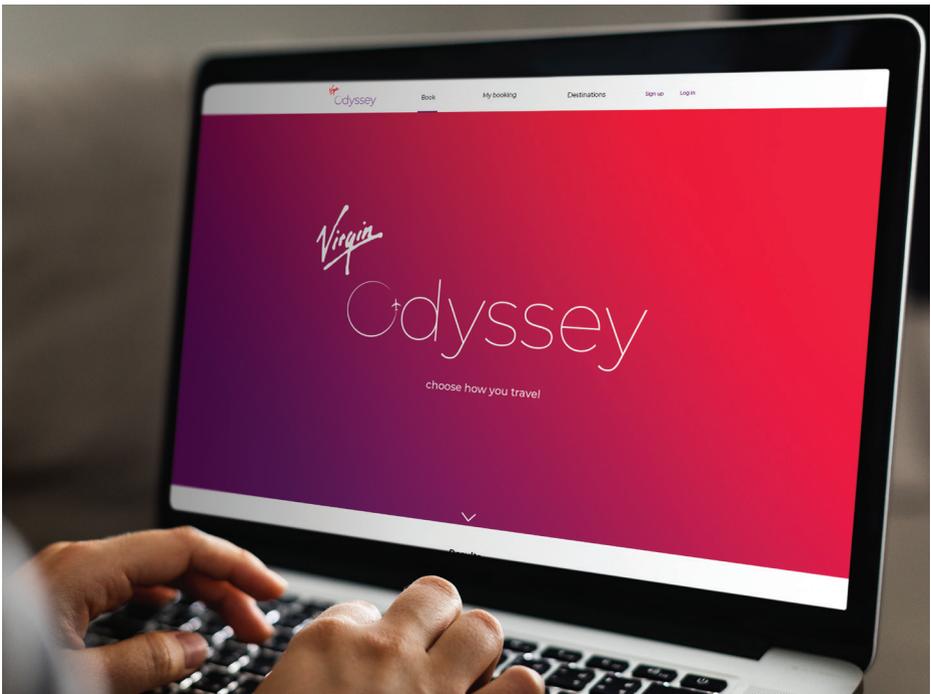
I am multi-faceted in terms of my specialisms with both experience and a passion for many areas of design, which include web, motion and print design. I find motion design/graphics to be the most interesting as it encompasses many areas of graphic design while allowing for a large amount of experimentation as well as this it is a relatively new area of study for me, so it is fresh and intriguing. From feedback of my work I've always been praised for designing with an eye for the little details that take a design move from just okay, to being excellent. My greatest achievement was leading two 24-hour projects and creating final outcomes with my team, which were highly praised for their originality and execution.



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"Design is thinking made visual."
- Saul Bass -



HELEN TOWNSEND

The last three years have been very fun and have gone very quickly. Studying graphic design has given me a new perspective to observe and create, valuing the importance of detail and the amount of work put in, to create something so simple.

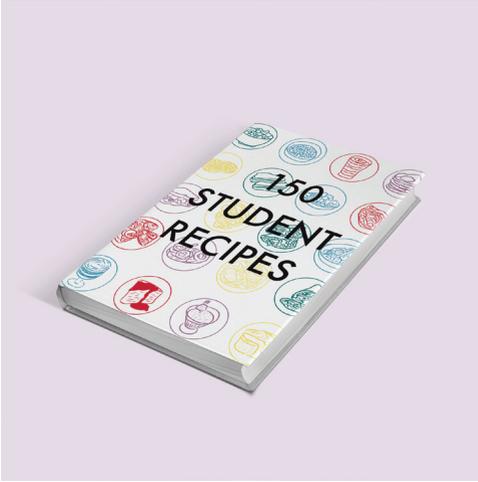
My specialism in the field has become print media – both design and content. There is still something that captivates me about creating a physical piece of work that is interesting but still looks good.

My work itself tends to be made up of a combination of neutrals, and bright, bold colours. I like to create work which looks professional but is still full of personality.

My favourite project I've worked on over the last three years was a 24hr Pressure Project with Meadow Arts. They aim to bring contemporary art into communities where this would not normally be possible, working with children and families specifically. Working on a project which had such an inspiring aim, especially one within the wider creative community, was a privilege.



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(part of a joint project)



“Doubt kills more dreams than failure ever will.”
- Suzy Kassem -



TEODORA TUDORASCU

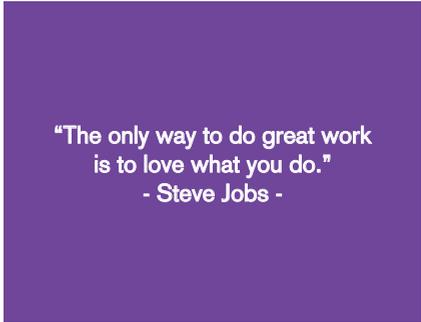
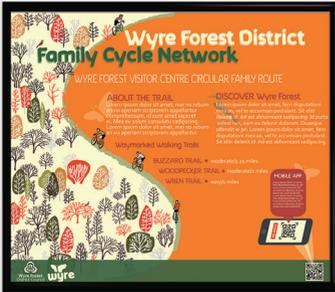
If I had to sum up in two words my whole experience, I would say university has been unique and challenging. It helped me not only to choose the right future career path, but it built my confidence and enriched my own creativity, providing me with new and different perspectives.

My portfolio is broad, I was fascinated by all media and it took me time to find my own visual style. I am drawn into detailed designs for screen-printing and dry point, but those modern mid-century illustrations which are embracing stripped down and organic clean lines are influencing my designs.

Motion graphics and photography are some of my other developed passions. When given the opportunity to move and dance around, the possibilities of the lines, shapes, illustrations become endless and I would love to discover and learn more about it. I enjoy experimenting with different techniques, combining traditional print with modern design. I want my designs to get out of anonymity and "make the people want to think" as Jill Howry has noted about the work of designers.



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NICK WELLFAIR

I consider myself to be a bit of a late developer in terms of my university experience being that I am significantly older than many of my peers. However, after working in catering for somewhat 9 years I wanted a change of pace and a chance to develop my interests in graphic design, which was a discipline that I instantaneously fell in love with.

I have a range of visual styles that I particularly like, ranging from flat design styles that have appeared in poster designs I did for the Centre of Alternative Technology, to bolder thick-lined work which appear in both Schralfs Ciders work and Bottle Hoppers Micro Bar designs. I've explored many avenues in respect for branding - culminating in my events (work for the "Yes Chef" food & drink designs). My biggest accomplishment has been Schralfs Ciders bottle designs where I wanted to pay homage to my years in catering with graphic design.

I previously worked part time for a product development firm and whilst I did not do so much graphic design, there were aspects of the job that have definitely benefitted my skillset here - such as coding and scripting.



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“Designers shooting for usable is like a chef shooting for edible.”
- Aaron Walters -



DENISA ZETTLOVA

In the three years of studying Graphic Design joint with Illustration, I have had the chance to explore the field, expand my skillset and find my own visual style. Throughout my university experience I was torn between wanting to fit a specific style or stay very versatile with my work. But it turns out – both work! I managed to produce different types of creative work – such as posters, magazines, websites, illustrations, logos and much more. Looking back I have noticed similarities and patterns throughout much of my work.

I got to learn something on the course, that I would never have been able to on my own and that is to explore an idea, even if it's out of my comfort zone or something I've never done before. One of the great things about the course is that there's always going to be support on hand and different ways to achieve this.

Thanks to my tutors and my work experience I became confident in working with my style, exploring different colour palettes and giving my work a narrative. I'm delighted that I have been able to explore, experiment and learn so much about myself and new methods. It's an experience I would never want to miss out on.



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"Start Now. Get Perfect Later."
 - Rob Moore -





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