



PRINT PORTFOLIO

Selected Commercial and
Professional Print Design

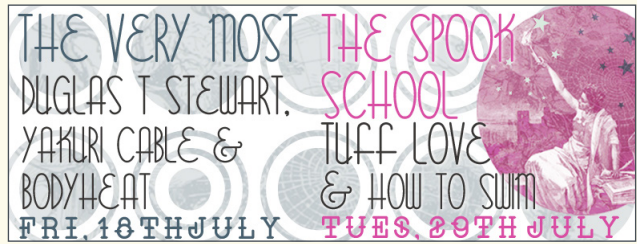
CONTENTS:

Pop!South July 2014 Promotional Posters (2014)
Drawing Out Memories Promotion (2014)
Pulse Media “Viva la Resolution” Ad Campaign (2007–2010)
Pop!South Weekender 2015 Marketing (2015)
Pop!South Indietracks tour Promotion (2013)
TYCI Promotional Poster (2014)
Regis College Fine Art Center Calendar of Events (2003)
Regis College Admissions Material (2004)

POP!SOUTH PROMOTIONAL POSTER SET

ABOUT The music promoting collective Pop!South began by putting on touring bands who were in the UK for the Indietracks festival. While the group presents many shows each year, July will always be a focal point in the calender for this reason. With two shows in a month, the posters had to compliment each other as a pair, yet be distinct enough to clearly advertise two separate events.

ROLES Creative Director
Designer



POSTERS, FLYERS & SOCIAL MEDIA

- * Above: Facebook event banners
- * Right (top): A3 posters and A6 flyers
- * Right (bottom): Artwork for Spook School Poster
- * Opposite Page: Artwork for The Very Most Poster



DRAWING OUT MEMORIES EXHIBITION

ABOUT

Mid-way through my PhD I staged an interim exhibition of my work in process. This was an opportunity to both draw certain aspects of my practice to fruition and receive feedback from a diverse audience. This exhibition draws from work created in the first two years of my PhD in Design, ‘Analyzing and Interrogating Narrative Structure Through Comics.’ For an opening event, I also put on a variety show where all of the performers were connected to comics practice in some way, as well as hosting a pre-gig drink and draw.

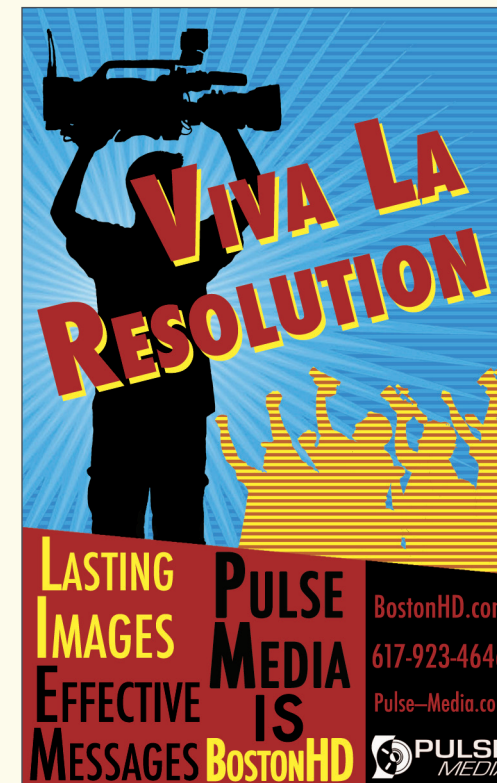
ROLES

Creative Director
Designer
Promoter

PULSE “VIVA LA RESOLUTION” CAMPAIGN *MEDIA*

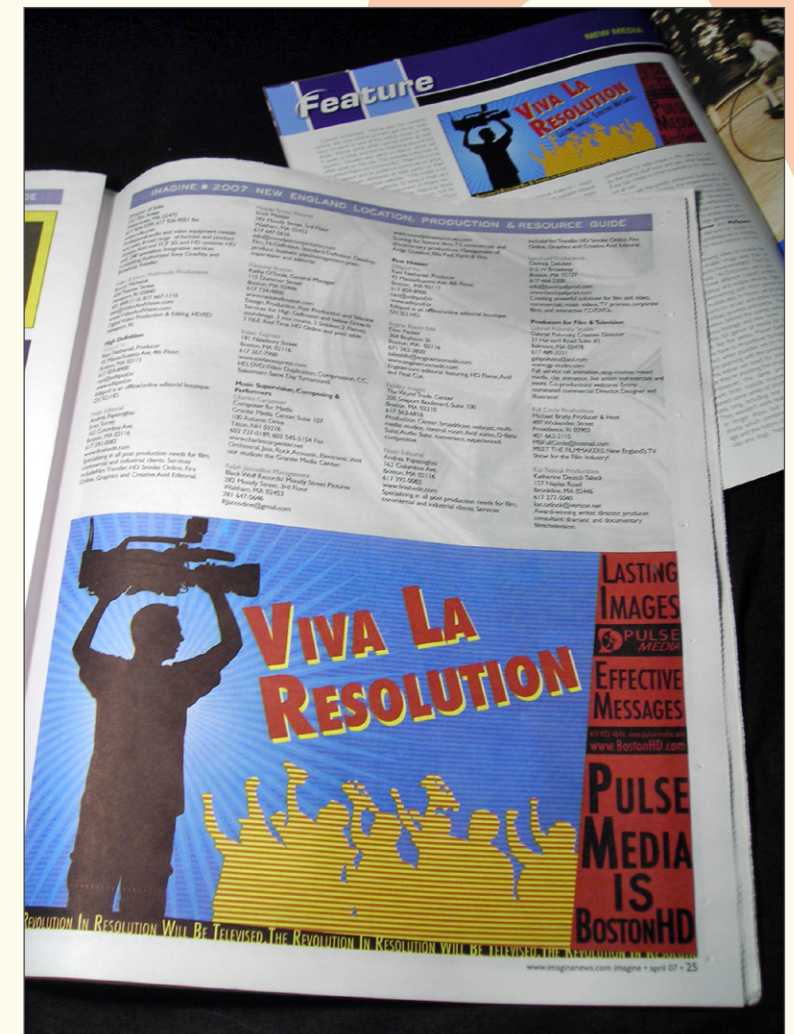
ABOUT As the production business evolved, Pulse Media needed a new ad campaign, to give a fresh look to their services. The new ads would have to establish Pulse’s place in the market as a premier shooter of high definition video, but also demonstrate the variety of creative services offered. The ad design had to be flexible enough to scale to a number of different formats. Specific elements in the design spoke to the audience of trade magazines, such as the use of scan-lines in the design, and the various camera formats in the crowd. Bright colors and sharp angles brought energy to the ad, while the use of silhouettes strengthened visual themes from Pulse Media’s other video marketing materials.

ROLES Art Director
Designer



APPLICATION OF CAMPAIGN

- ★ Opposite page: Half-page ad for local trade magazine
- ★ Above (top): Smaller version for national trade magazine
- ★ Above (bottom): Quarter-page ad for film festival collateral
- ★ Right: Examples of ad placement



POP!SOUTH WEEKENDER 2015 MARKETING

ABOUT In 2014, Pop!South decided to put on an all day festival in February to try to brighten up an otherwise dreary month. It was a roaring success, so not only did they decide to host another in 2015, but it was expanded to a full weekend of bands. For this event, not only was print and social media marketing needed, but collateral pieces needed to be designed to help orient attendees and traveling bands and provide scheduling information.

ROLES Creative Director
Designer

The POP!SOUTH

WEEKENDER 2015

FRIDAY

The Felt Tips Insect Heroes
Hector Collectors & Froth

SATURDAY

Kid Canaveral
Martha Spoonboy
EXPENSIVE The Swapsies
The Lost Pets How To Swim
& No More Tiger

SUNDAY

Withered Hand (acoustic)
The Just Joans (acoustic)
Chrissy Barnacle The Mini Skips
Shambles Miller The Colour of Whisky

FRI - SUN, FEB 13-15

at the GLADCAFE 1006a Pollokshaws Rd. G41 2HG

@popsouth facebook.com/popsouth popsouthglasgow@gmail.com

The POP!SOUTH

WEEKENDER 2015

HANDY, HELPFUL
Guide to Shawlands

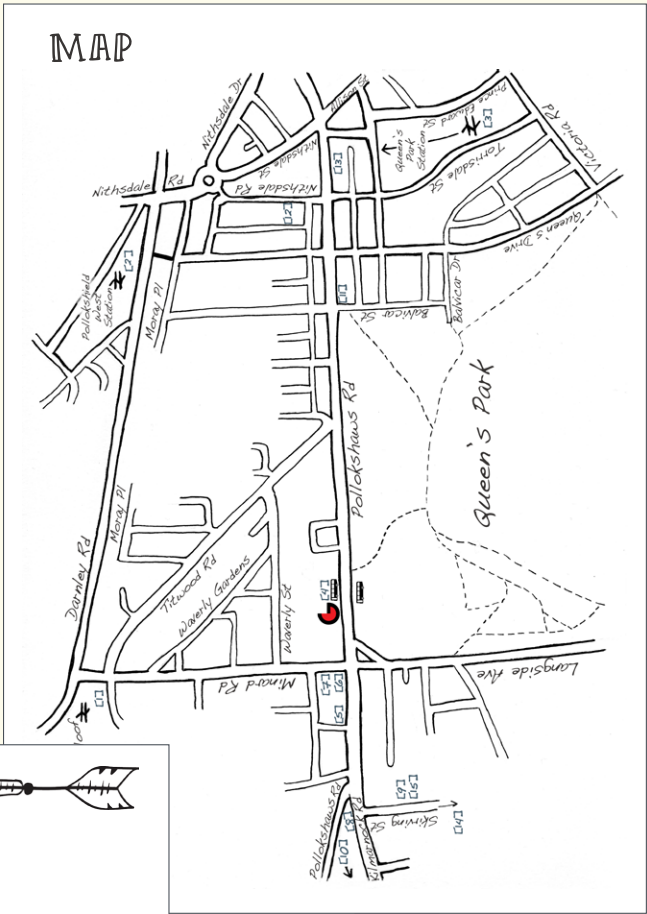
FRI - SUN, FEB 13-15

at the GLADCAFE 1006a Pollokshaws Rd. G41 2HG

@popsouth facebook.com/popsouth popsouthglasgow@gmail.com

POSTERS, FLYERS & SOCIAL MEDIA

- ★ Opposite Page: Artwork for festival print poster
- ★ Left and Below: Pages from collateral PDF guide to festival



Friday

Doors 19:30

Set Times/Running Order

19:45 The Hector Collectors All too rare appearance from the Motherwell/Glasgow band often referred to as ramshackle but with tunes and lyrics well worth listening to. If John Peel thought they were worth playing they're probably alright.

20:30 FROTH Expect catchy pop, 'art school weirdness' and live show you really won't want to miss from this energetic Glasgow band. They play infectious songs about a diverse range of topics, from intergalactic gaming to Shannyn Sossamon.

21:15 Insect Heroes Weird pop from the latest signing to Lost Map records: who make 'Tropical Pop for the Apocalypse'.

22:00 The Felt Tips Beautifully observed lyrics, glorious melodies and a spot of jungle combine to give you some of the finest indiepop to have come out of Glasgow.

Saturday

Doors 15:30

Set Times/Running Order

16:00 Lost Pets Recently formed in Nottingham, they want to be an upbeat indiepop party band but keep writing melancholic folk pop songs by accident.

16:45 How to Swim Purveyors of loud Glaswegian chamber-pop and 'a dizzying display of talent'.

17:30 The Swapsies Continuing the grand Liverpool tradition of finely crafted pop songs.

18:15 EXPENSIVE 'A gathering electro-pop sass storm' featuring glitchy beats, soaring synths and the beautiful vocals of Grace from The Middle Ones.

Dinner Break 18:45-19:45

19:45 No More Tiger Classic pop from contemporary Glasgow. Always a joy.

20:30 Spoonboy From Washington DC and a legend on the US underground punk scene, Spoonboy writes introspective, defiant and catchy queerpop.

21:15 Martha Martha from Durham feature members of ONSND and class themselves as a DIY pop band. They have released recordings with the likes of Discount Horse and Odd Box Records. They write infectious and energetic indie-pop-punk songs with lyrics that deserve more than a passing listen. Recent album 'Courting Strong' - an account of 'growing up weird' - rightly made it onto many best of 2014 lists.

22:00 Kid Canaveral The Herald say they're 'serious contenders for the Scottish pop crown' and we'd have to agree. They've also become one of the finest live acts in the country over the past few years with a set full of melodic gems.

POP!SOUTH TOURING BANDS PROMOTION

ABOUT In the run up to the 2013 Indietracks festival, some international touring bands were looking for additional gigs across the UK. In response to this, a group of Glaswegians with backgrounds in DIY music decided to put on some gigs, and form a collective to promote indiepop in the city's Southside. I decided to create a single poster for this initial set of three shows so as not to dilute the promotional impact of each individual gig, and to reinforce the cohesion of the events as part of a themed set of shows. This also had the benefit of keeping promotional costs low.

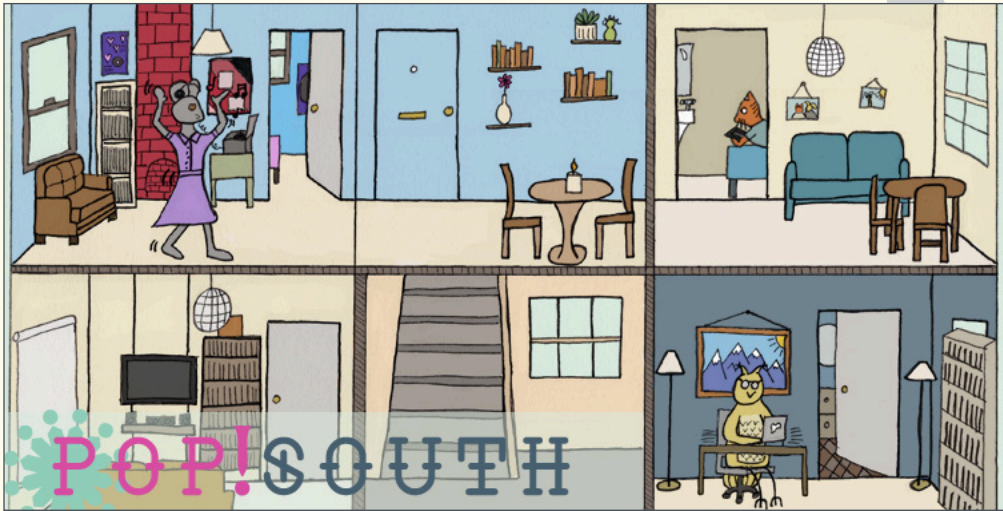
ROLES Creative Director
Illustrator
Designer

20TH JULY
Ballboy (acoustic) {Edinburgh}
Arts & Leisure {Sacramento, CA}
Northern Spies {Sweden}
Yakuri Cable {Glasgow}

23RD JULY [Pre-Indietracks]
Tunabunny {Athens, GA}
The Spook School {Edinburgh}
Woog Riots {Germany/Italy}

30TH JULY [Post-Indietracks]
The Ballet {NYC}
The Felt Tips {Glasgow}
Making Marks {Norway}

at **the GLAD CAFE**
1006a Pollokshaws Road, Shawlands, Glasgow, G41 2HG
Presented by **POP!SOUTH**
@popsouth facebook.com/popsouth
popsouthglasgow@gmail.com



20TH JULY 7:30 PM
Ballboy (acoustic) {Edinburgh}
Arts & Leisure {Sacramento, CA}
Northern Spies {Sweden}
Yakuri Cable {Glasgow}
at **GLAD CAFE** Presented by **POP!SOUTH**

23RD JULY 7:30 PM [Pre-Indietracks]
Tunabunny {Athens, GA}
The Spook School {Edinburgh}
Woog Riots {Germany/Italy}
at **GLAD CAFE** Presented by **POP!SOUTH**

30TH JULY 7:30 PM
The Ballet {NYC}
The Felt Tips {Glasgow}
Making Marks {Norway}
at **GLAD CAFE** Presented by **POP!SOUTH**

POSTERS, FLYERS & SOCIAL MEDIA

- ★ Opposite Page: Artwork for print poster
- ★ Above (top): Header for music blog Last Year's Girl
- ★ Above: Facebook event banners
- ★ Right: Full background artwork





PROMOTIONAL POSTER

ABOUT

TYCI is a Glasgow-based feminist collective which has monthly charity events. Each event's poster is created by a different featured artist. The musician performing at the May 2014 show was sonically quite different from the indiepop bands I have created promotion for with Pop!South. I wanted to create a poster that matched the more electronic and psychedelic edge that Ruby brings, while continuing to reference TYCI's own Riot Grrrl, cut-and-paste zine aesthetic. The poster had to work both in full color, but also as a mass-produced black and white version that would be distributed at clubs and through the city.

ROLES Creative Director
Designer



POSTER & FLYER

- * Right: Artwork for black and white flyers
- * Opposite Page: Artwork for full color poster

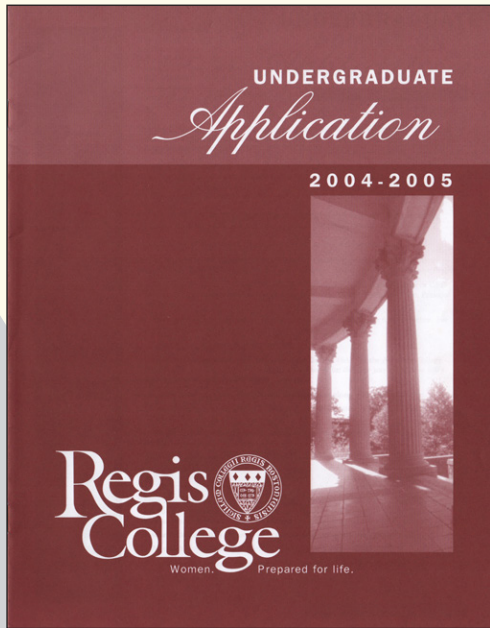


ADMISSIONS MATERIAL

ABOUT

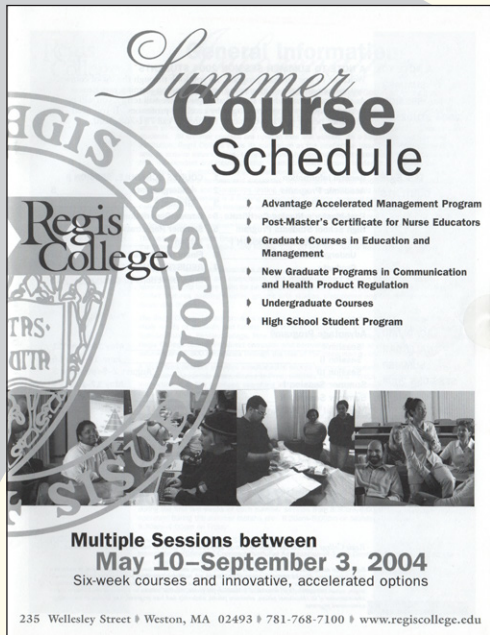
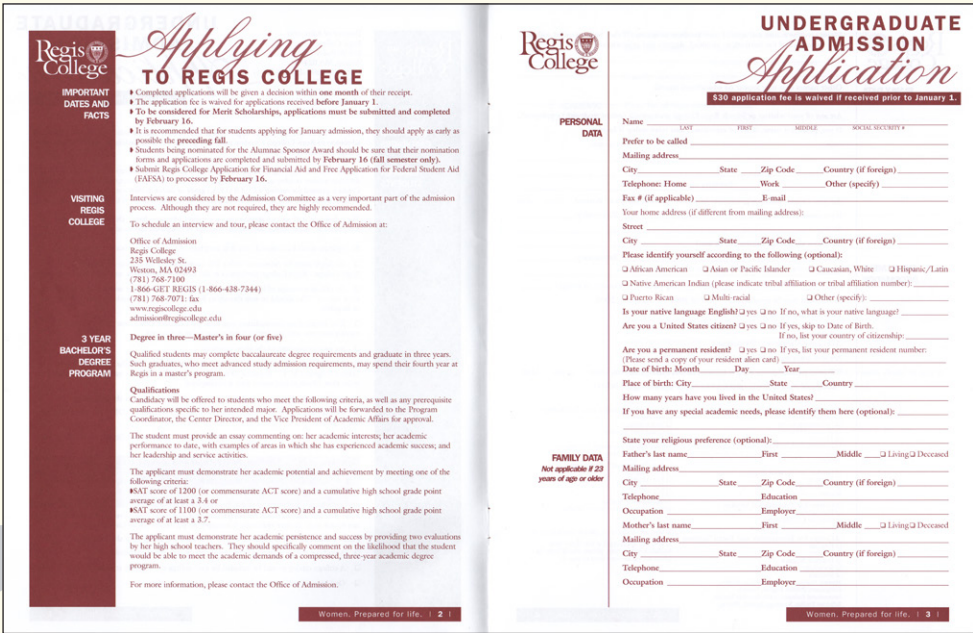
Part of my duties at Regis College was to update various admission and course scheduling material that the college produced annually. This task also required checking these files to make sure they adhered to updated college branding guidelines and best-practices. As most material was produced in one or two colors for cost, I also proofed the files for consistent color usage.

ROLES Designer



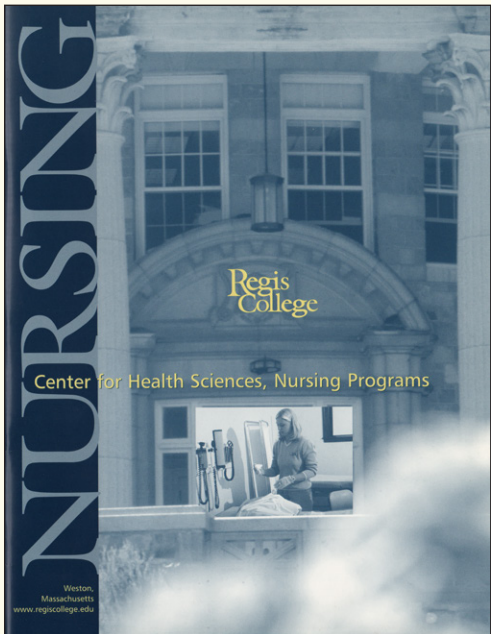
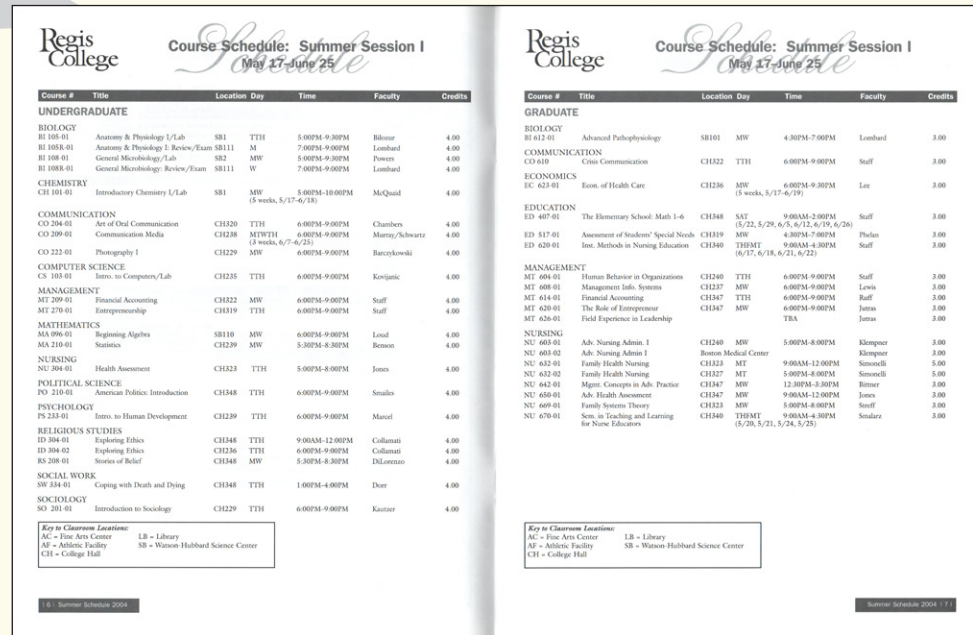
UNDERGRAD APPLICATION

★ Above: Cover and example spread



SUMMER SCHEDULE

★ Above: Cover and example spread



NURSING APPLICATION BROCHURE

★ Top left: Front cover
★ Top right: Interior spread
★ Above: Interior back cover with tiered inserts
★ Right: Example insert page

master's program

