

# SOPHIE ASHWORTH




GRAPHIC DESIGN PORTFOLIO

UCAS ID: 1560422503



## About me

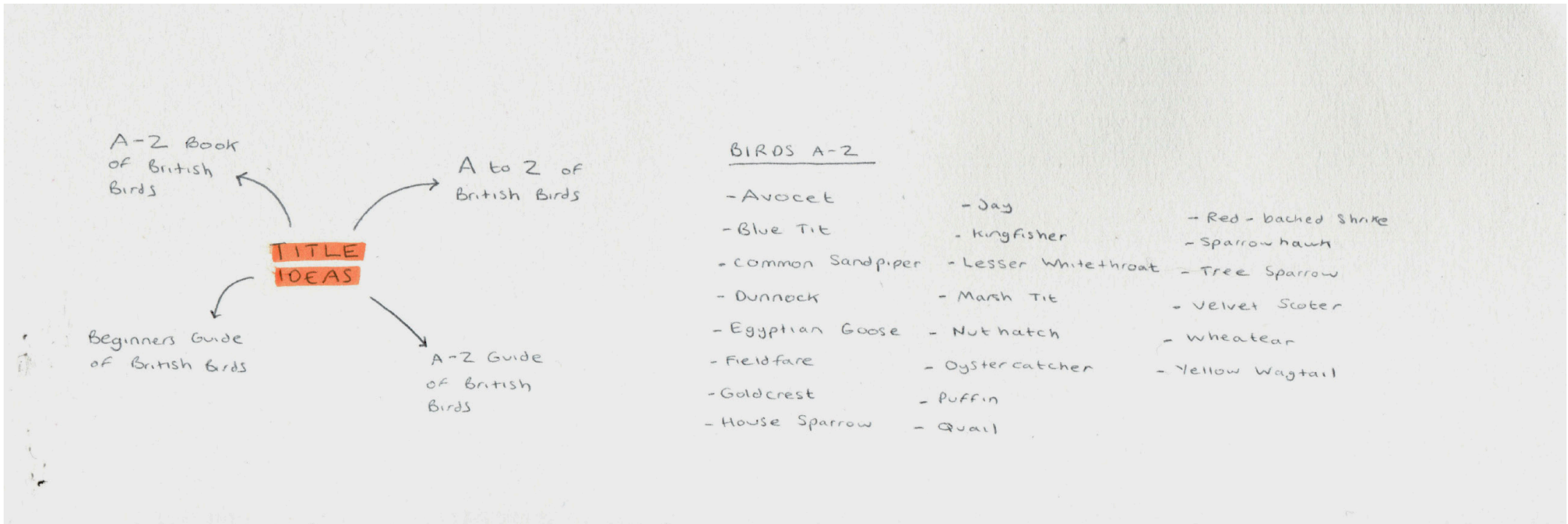
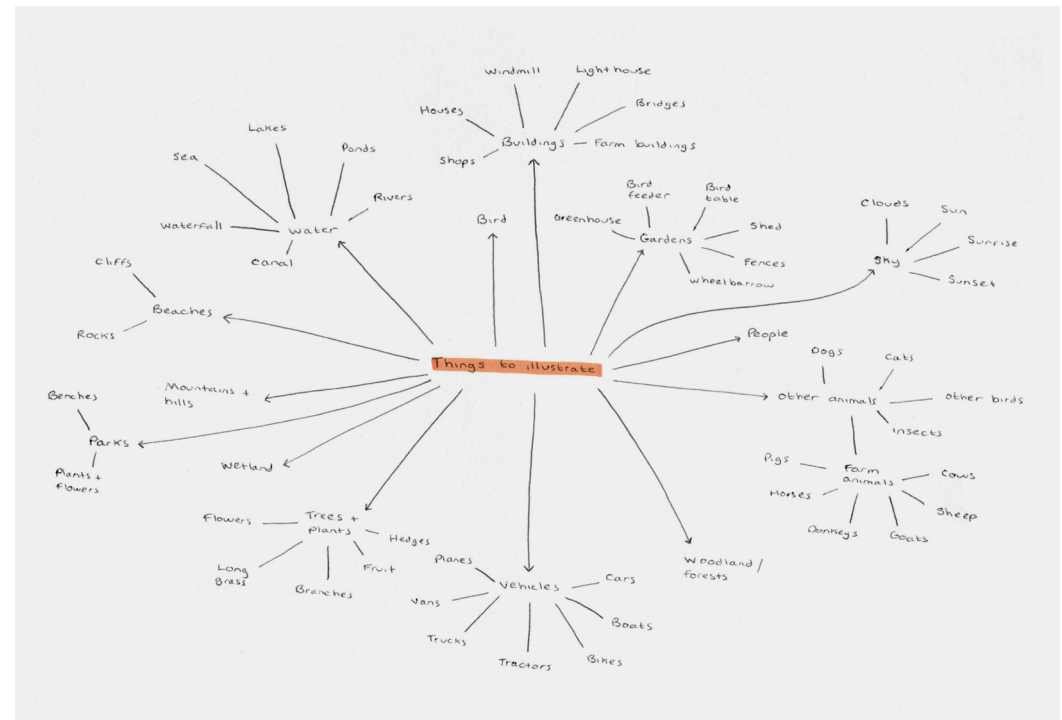
I enjoy problem-solving and creative challenges and am especially interested in brand identity design, packaging design and illustration.

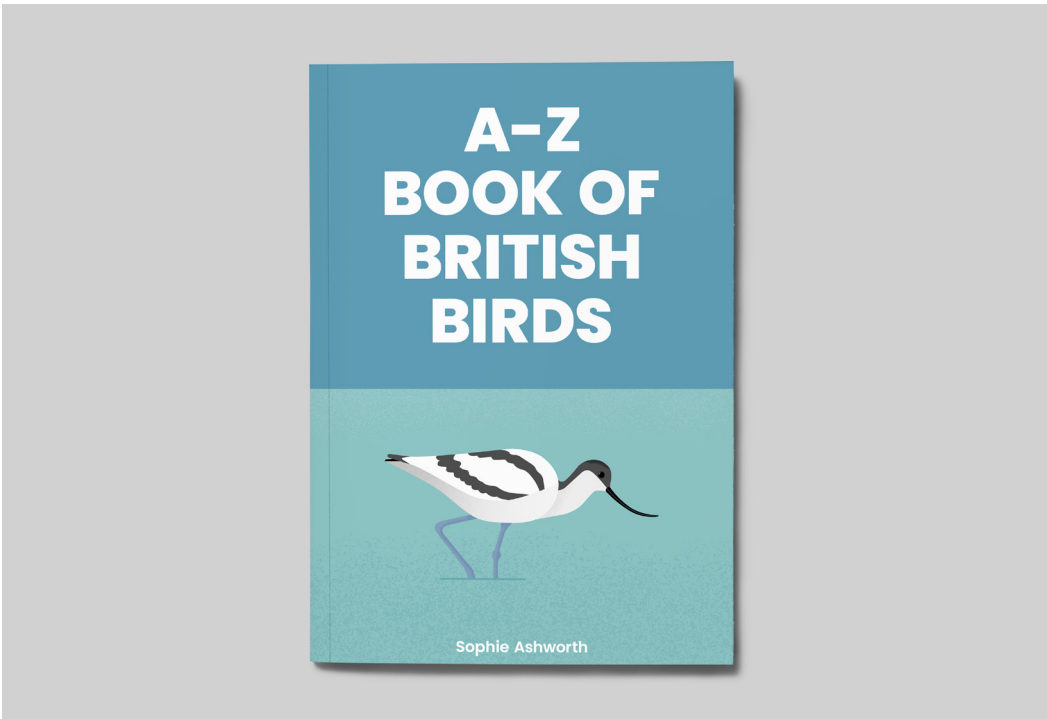
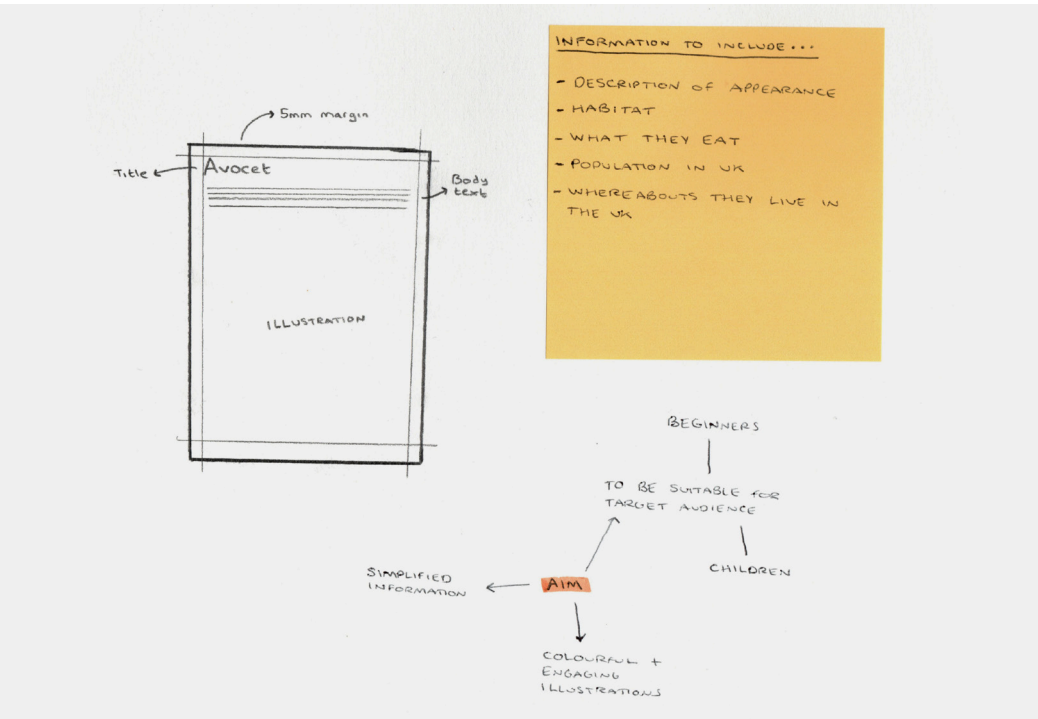
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# A-Z Book of British Birds - Self-Initiated Project

Last year, I wanted to explore illustration further and experiment with grain textures, so I challenged myself to design the front cover and pages of a book about species of birds in Britain. The book aimed to make birdwatching easier and more enjoyable for children and beginners with the use of simplified information and colourful illustrations.

I created mind maps to help me generate concepts for illustrations and portray an accurate representation of the birds' habitats. Next, I created rough concept sketches for my illustrations and planned the layout of the front cover and inside pages. I created my illustrations using Adobe Illustrator and used gradients and grain textures to add shadows and highlights.





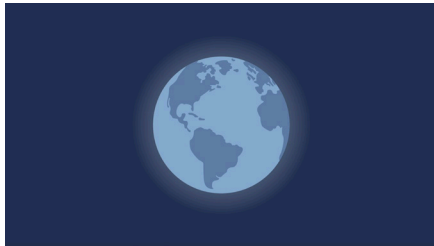
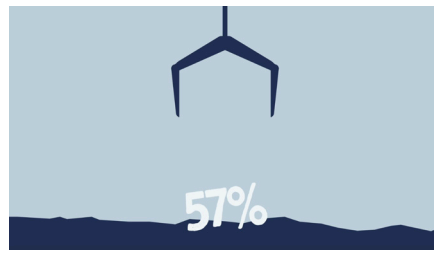
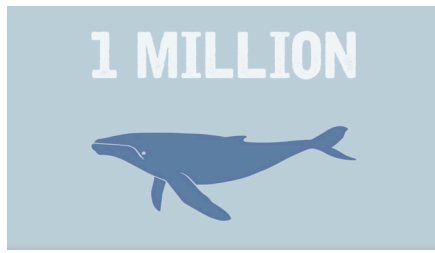


# Charity Campaign - College Project

I was tasked to design outcomes for a charity campaign about homelessness, healthy eating, waste prevention or child poverty. I decided to create a campaign about waste prevention and produce an animation, 2 leaflets and a laser-cut keyring. I targeted the campaign towards children and families to reduce household waste and aimed to inform them about the impact of waste and how they can reduce their waste. I also aimed to communicate the information effectively by using simplistic illustrations and a minimal amount of text.

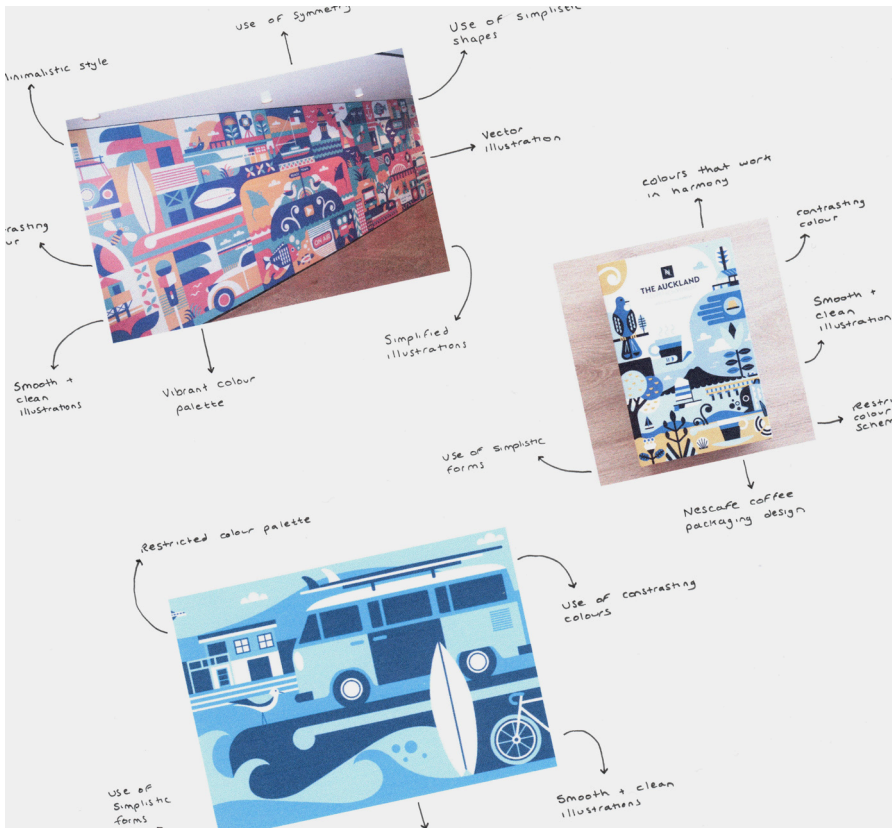
During the design process, I thoroughly researched each topic, illustration, animation, marketing and charity campaigns. I created mood boards and mind maps and collated statistics and facts.



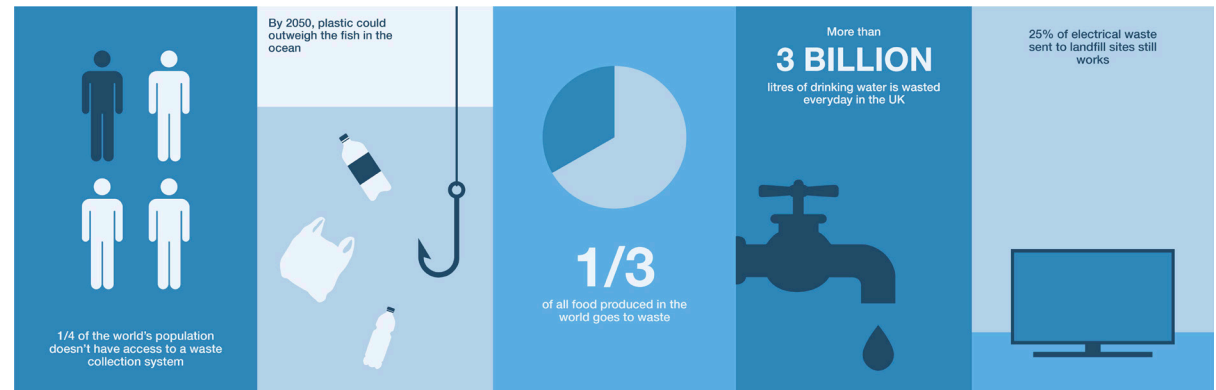
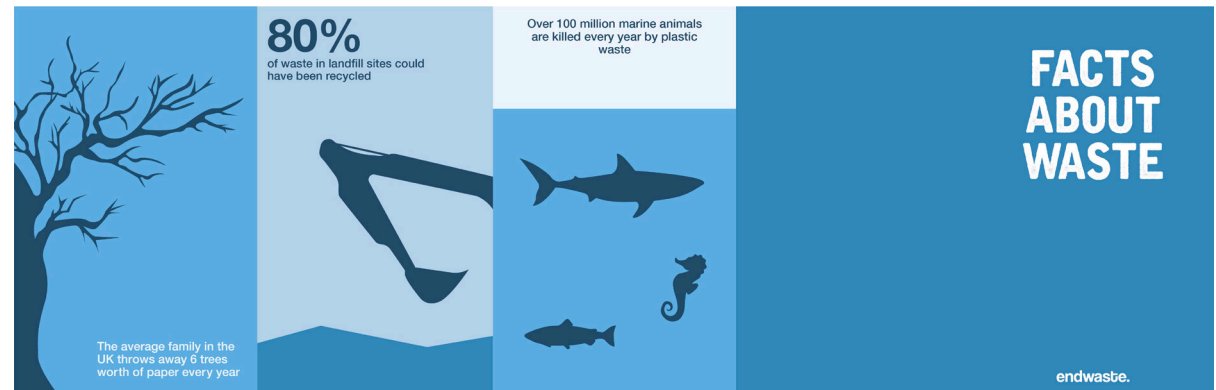


**Animation**  
Available at:  
<https://www.youtube.com/watch?v=K977NSzrrpk>

### Artist Research - Annotation



### Leaflet - front and back

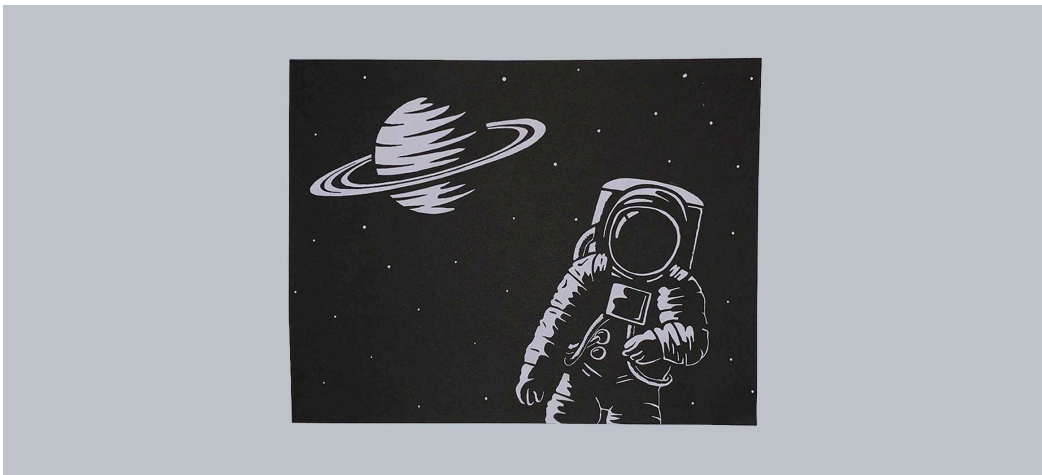




# Printmaking

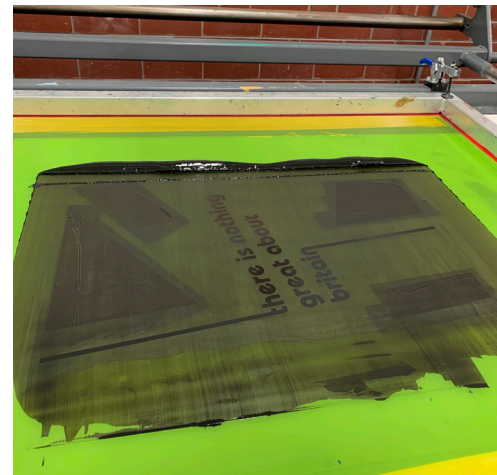
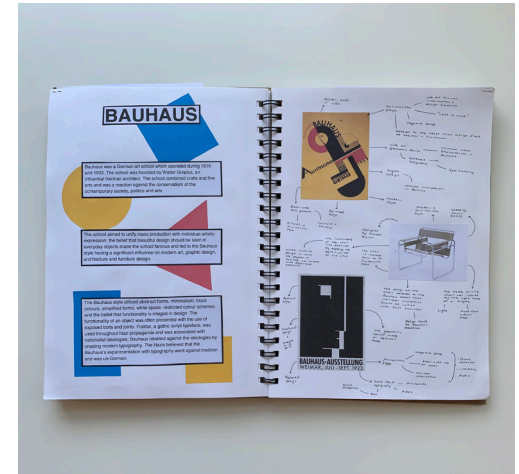
## Astronaut Lino Print - Self-Initiated Project

I challenged myself to create a black and white lino print because I wanted to develop my illustration and printmaking skills and improve my knowledge of shadows and highlights. I created the design using Procreate, drew my design on the lino, cut the design and then printed it.



## Screen Printed Political Poster - College Project

I was tasked to produce an A2 poster with a theme of COVID-19, equality, radicalism or government corruption in the style of Art Nouveau, Art Deco, Bauhaus or Constructivism. I decided to create a poster with a theme of government corruption and a target audience of 16 to 19-year-olds. I also chose to use a Bauhaus-style because I believed its modern, minimalistic and eye-catching style would be suitable for my teenage target audience and therefore effectively communicate the political message. The political message highlights government corruption in the UK and the geometric forms represent a broken UK flag.



# Typography

## Pizza Express Rebrand - College Project

I was tasked to design a logo, typeface and business card design for a well-known company. I decided to rebrand materials for Pizza Express and aimed to create a more consistent identity by implementing the 4 stripes across the whole brand identity. I also aimed to simplify their logo so it could be scaled down effectively and design a more legible and modern typeface which still retained the heritage of the original typeface.

PIZZAEXPRESS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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PIZZAEXPRESS

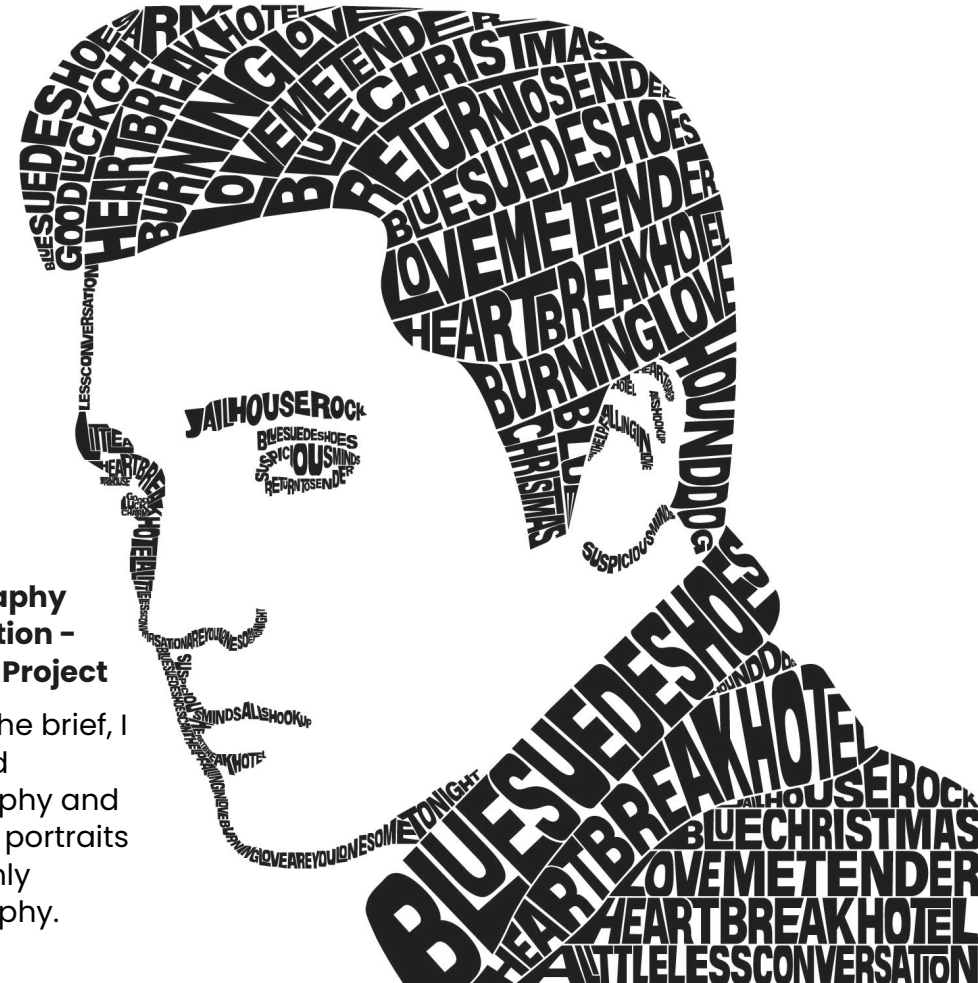
**Michael Wilson**  
Marketing Manager

**Head Office**  
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## Typography Exploration - College Project

During the brief, I explored typography and created portraits using only typography.



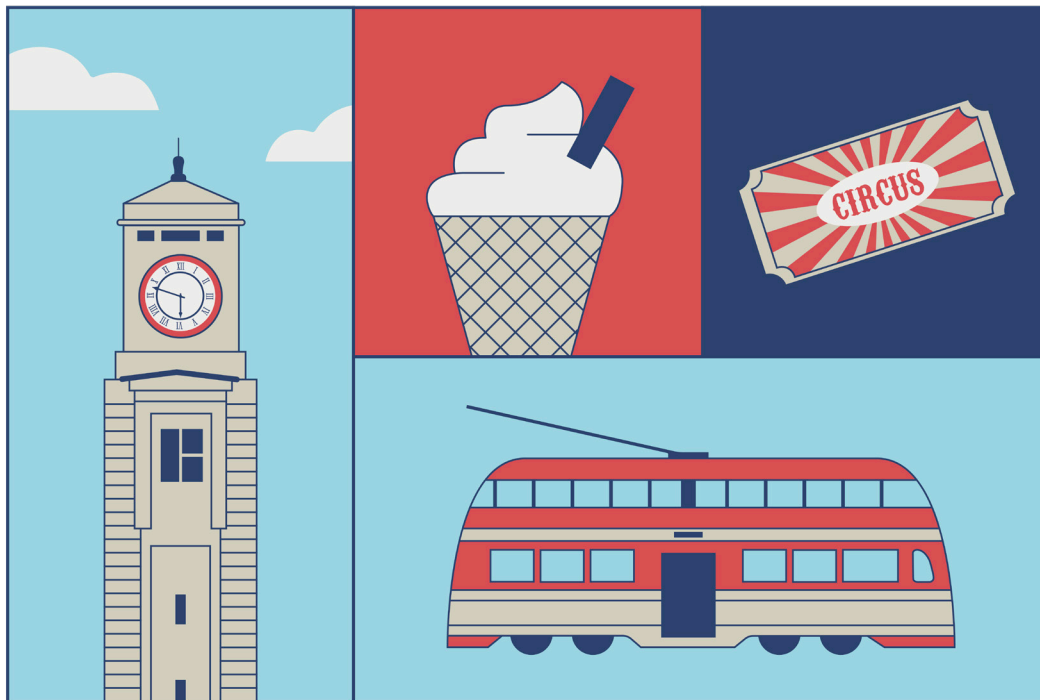






### Low Poly Illustration

A vector illustration of a Spitfire made entirely from small polygons.

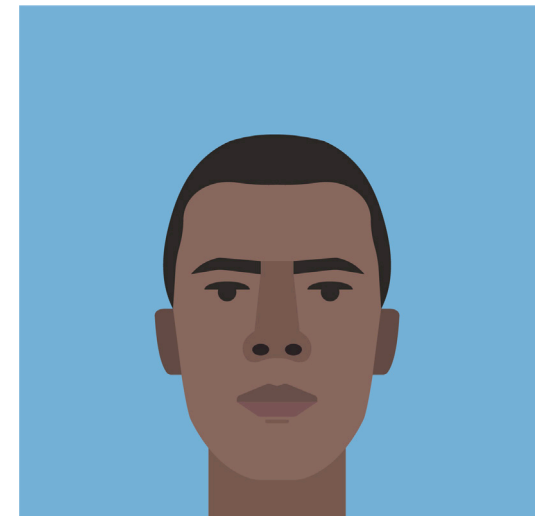


### Blackpool Illustrations

I was tasked to create a piece of work featuring my hometown, Blackpool. I decided to create a vector illustration with a minimalistic style and colour palette.

### Shape Portrait

I wanted to explore illustration styles so I challenged myself to create a portrait using simple shapes.

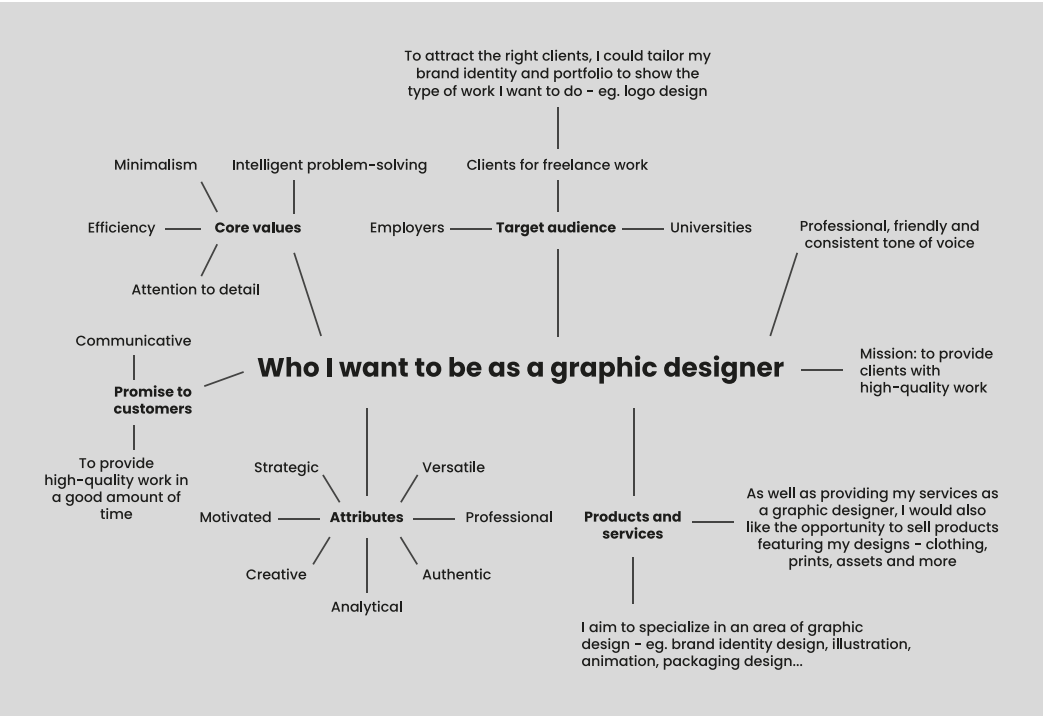




# Personal Branding - College Project

I was tasked to create a personal brand identity for myself as a graphic designer. I was required to produce a logo, brand identity guidelines, stationery designs, a website and a CV. I aimed for my logo to be simple, scalable and versatile as it would be applied in various places such as the favicon for my website and my profile picture.

During the design process, I defined myself as a graphic designer with a mindmap and extensively researched logo design, brand identity design, colour theory and colour psychology. I also collated inspiration for my brand identity by creating mood boards.

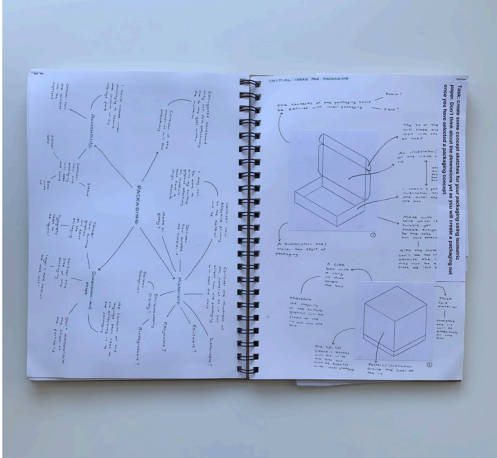
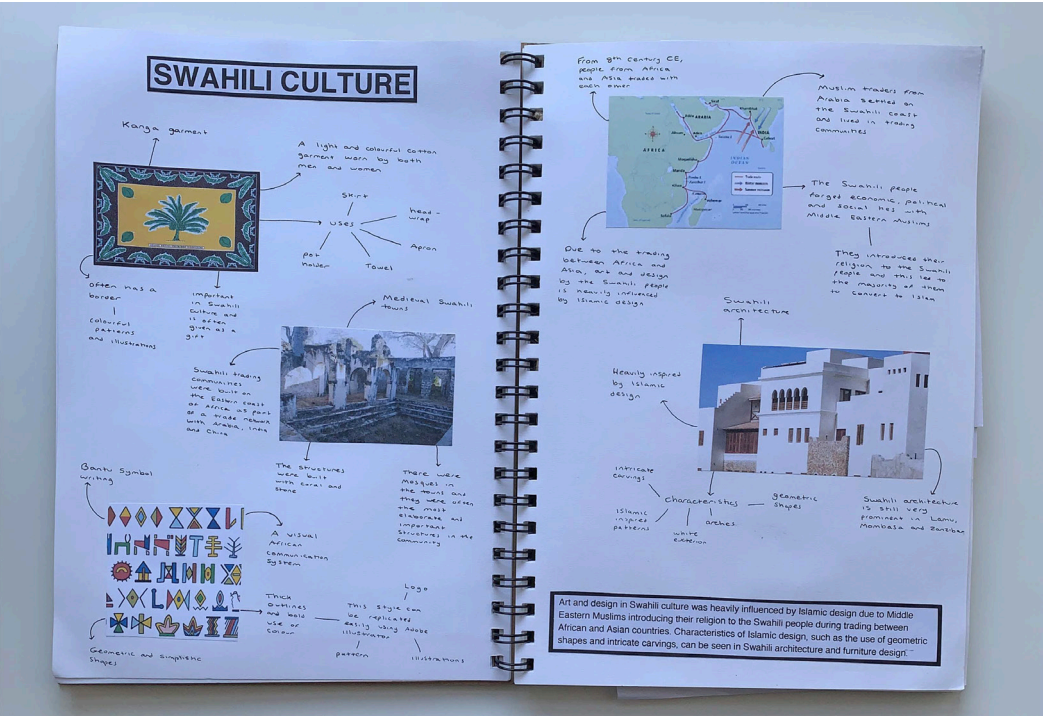
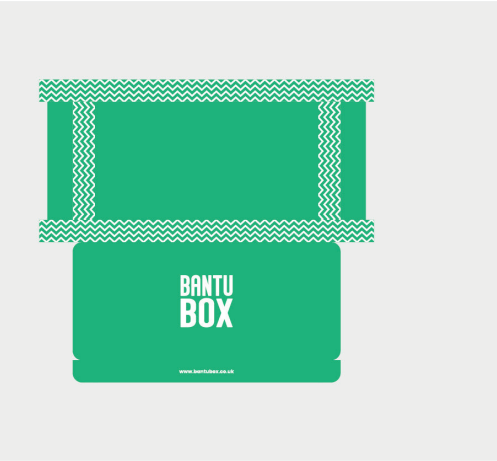
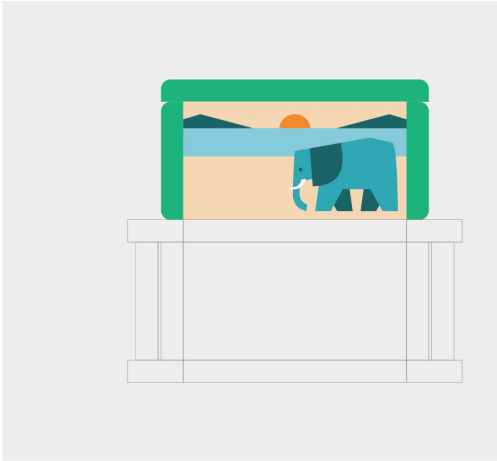
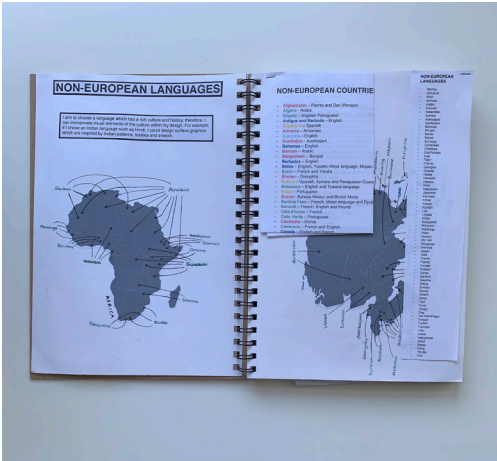




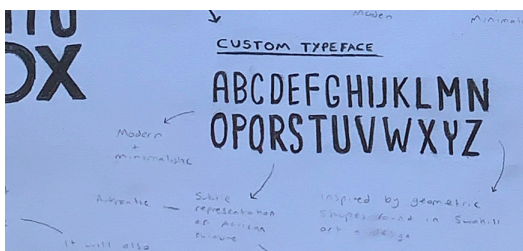
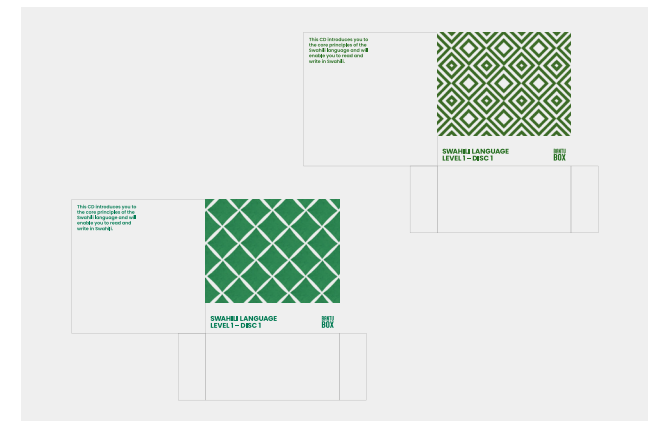
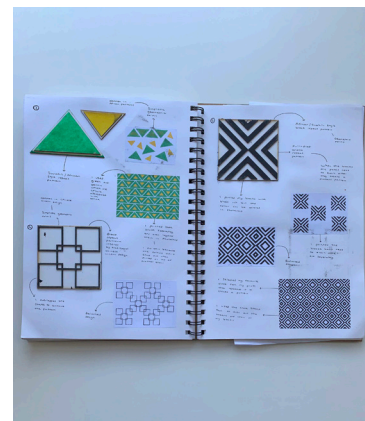
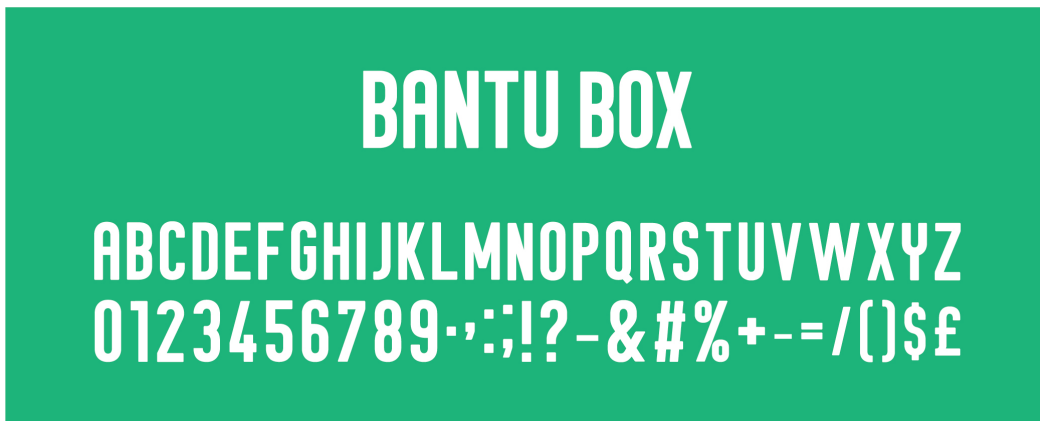
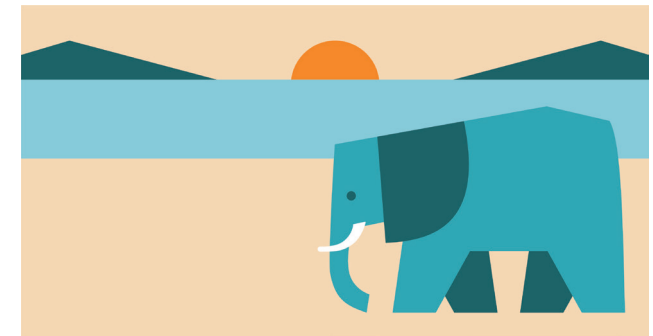
# Language Pack - College Project

I was tasked to design the packaging and contents of a product which teaches a non-European language. The product had to be made from scratch, so I explored a range of materials and designed, printed, cut and assembled my outcomes. I chose for my product to teach Swahili which is a Bantu Language; consequently, I conceptualised 'Bantu Box', a company which teaches people about Bantu languages, culture and history with monthly subscription boxes. I targeted the products to adults and teenagers and aimed to create modern and minimalistic outcomes which authentically portray African culture.

During the design process, I researched extensively into cultures, languages, patterns and packaging design. I also created various sketches to plan my packaging, logo, typeface and illustration.







I aimed to create a modern typeface which subtly represents African culture. The letterforms are inspired by geometric forms seen in Swahili design, such as the arches seen in Swahili architecture.

During the design process, I created various block repeat patterns inspired by Chinese and African culture. I created the patterns using laser-cut blocks and edited the patterns in Photoshop. I then applied the patterns to my surface graphics for my packaging, CDs and CD sleeves.