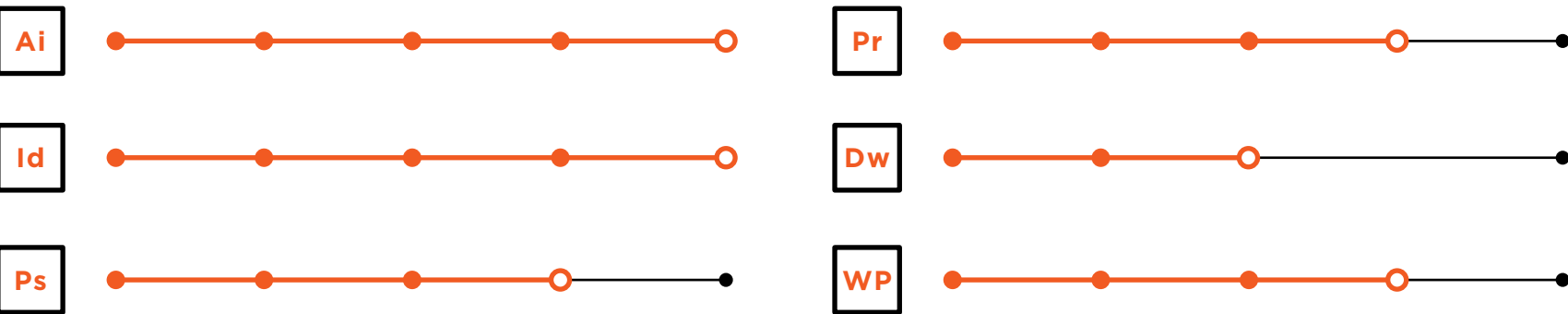




**“CREATIVITY IS A DRUG
I CANNOT LIVE WITHOUT”**

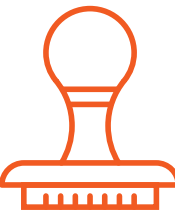
CECIL B. DEMILLE

PROGRAM KNOWLEDGE

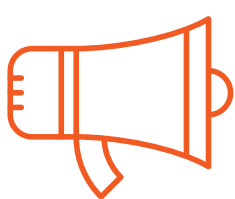


PRIMARY SKILLS

BRANDING



ADVERTISING



DESIGN

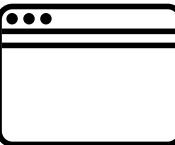


PRE-PRESS

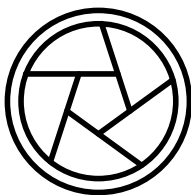


SECONDARY SKILLS

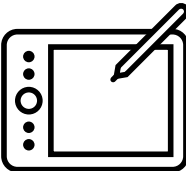
WEB DESIGN



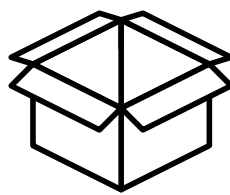
PHOTOGRAPHY



ILLUSTRATION



PACKAGING



EXPERIENCE



VintenBrowning

I was employed by VB as a contractor in 2012, and was then appointed their senior designer. Within this role I placed a major focus on delivering quality services to each and every one of our clients. This position helped develop my skills and abilities. Most importantly gave me the opportunity to discover what it takes to work as a graphic designer in an advertising agency.

DC MARSHALL

DC Marshall is my own business in which I manage my own clients, design projects, including the accounting and bookkeeping. This business opportunity has been successful in gaining loyal clients, who are satisfied and refer my business to others.



After completing my apprenticeship with Action Graphics, the firm re-branded itself in 2009 to PatriART. Soon after I became senior designer and leader of a small design/print team.



In 2008 I was employed as a Digital Photo Editor which involved editing and preparing photos for presentation. This was a key role within the company and required a high level of responsibility, concentration and reliability.

ActionGraphics

Immediately after graduating high school in 2005 I successfully gained an apprenticeship in Graphic Pre-Press. This was a valuable learning experience that would build a strong foundation to my future career as a designer.

EDUCATION



ADVANCED DIPLOMA IN GRAPHIC DESIGN

Institute:
Central Institute of Technology

Completion:
2014

DIPLOMA IN GRAPHIC DESIGN

Institute:
Central Institute of Technology

Completion:
2013

CERTIFICATE IV IN GRAPHIC DESIGN

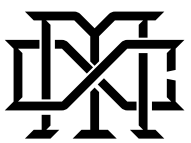
Institute:
Central Institute of Technology

Completion:
2012

APPRENTICESHIP IN GRAPHIC PRE-PRESS

Institute:
Central Institute of Technology

Duration:
2006-2009



DAVID C
MARSHALL

I began my career in Graphic Pre-Press as an apprentice in 2006. Upon completion of my apprenticeship I continued to work in the print and design industry for several years before returning to study. After many years of pre-press experience I gained specific skills that acted as a solid foundation to further my design knowledge. From this I set out to advance my qualifications as a Graphic Designer and artist at Central Institute of Technology.

Whilst studying at Central I have also continued working fulltime as a senior graphic designer at an award winning advertising agency. This has given me an enormous insight and great experience working on large projects. These include retail marketing, estate development, branding and developing creative advertising material for State & Federal Government Departments.

With the comprehensive skills I have developed, industry experience and passion for graphic design my goal is to expand my design studio into something that allows me to expand my creativity further.

I also love my music, photography, videography, building projects and jumping on my skateboard searching for the next adrenaline rush.

EQUAL OPPORTUNITY COMMISSION

The Equal Opportunity Commission (EOC) design competition required students to create an entirely new brand design for the organisation. They also invited students to create an awareness poster on a specific subject of their choice.

From the beginning of the project my goal was to give the government organisation a fresh, unique and dynamic look.

I tried to capture the values and attitudes of the EOC within the branding. The logo is a perfect example of this, it incorporates different size abstract figures to represent the various age groups within society. Using a wide range of colours helps reflect the diversity of our multicultural society we live in. Lastly the abstract figures overlapping is used to symbolise how people of all walks of life will cross paths and interact in some way or another.

Items Produced:

- Logo Design
- Stationery Set
- Pull-Up Banner
- Awareness Poster
- 4 Additional Posters

FINALIST



Equal Opportunity
Commission



Equal Opportunity
Commission



Equal Opportunity
Commission



Equal Opportunity
Commission



Equal Opportunity
Commission



Equal Opportunity
Commission



Equal Opportunity
Commission

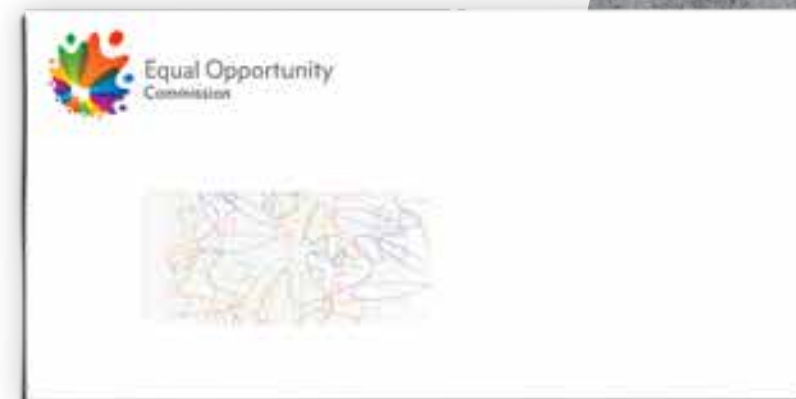


Equal Opportunity
Commission



Equal Opportunity
Commission





LOVE IS LOVE

...no matter the difference




Every man, woman and child deserves equal rights, equal support and equal opportunity to pursue happiness.

Equal Opportunity Commission
 (EOC) is dedicated to eliminating discrimination in any form at school, work or within the community.
 For further information on how the EOC can help you or someone you know please call 9216 3900, email eeoc@ecsa.gov.au or visit www.eocsa.gov.au

 Equal Opportunity Commission


COMMUNITIES

...are groups of individuals



Every man, woman and child deserves equal rights, equal support and equal opportunity to pursue happiness.

Equal Opportunity Commission
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 For further information on how the EOC can help you or someone you know please call 9216 3900, email eeoc@ecsa.gov.au or visit www.eocsa.gov.au

 Equal Opportunity Commission

OUR BELIEFS

...are different, but the idea is the same



Every man, woman and child deserves equal rights, equal support and equal opportunity to pursue happiness.

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 Equal Opportunity Commission

WE ALL SHINE

...if we allow each other to glow



Every man, woman and child deserves equal rights, equal support and equal opportunity to pursue happiness.

Equal Opportunity Commission
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 Equal Opportunity Commission

THE FRINGE WORLD

This project was given to the student body as a concept assignment. This assignment challenged us to include in our design an element within the branding that reflects the wide range of art forms that are involved with the event. Some of these arts forms include the circus, cabaret, comedy, music, dance, theatre, film and visual arts.

All of these categories include some sort of movement of the body. Everything from actors using over emphasised gestures, the flow of a dancing body and even the motion of an artist's hand when painting.

From this I started watching videos and tracing the movements that performers made whilst doing their act. Once the collection was large enough I then used these to develop a custom typography logo based on an existing typeface.

The branding that followed was designed to showcase the acts and the quirky nature of the event. Using a dark background and thin text I was able make sure the photos didn't share the lime light with any other element.

Items Produced:

- Logo Design
- Website Concept
- 2 x Press Adverts
- Clothing / Merchandise
- Event Program







PATRICIA GILES CENTRE

This client brief was given to the students with the challenge to develop a branding concept for an important organisation. The Patricia Giles Centre is a female based charity that offers refuge to women and children that are victims of domestic violence.

Heading into this project I really wanted to do something extra special that would inspire someone and hopefully give people the courage to seek help. As there was very little direction given, I looked for inspiration from an artwork donated to the organisation by a female that had successfully gone through the organisation.

From this mosaic art piece, I developed on the idea that flowers are able to represent beauty (internally and externally), growth, strength, perseverance and nurturing. This is reflected in the headlines on all the marketing material. Additionally the sketch like drawing of the flowers is used to give the idea that all people have the chance to make a positive difference within their own life. The watercolour background is used to reinforce the artistic angle that inspired this concept. Also this symbolises people need nurturing just as plants need water.

Items Produced:

- Logo Design
- Stationery Set
- Presentation Folder
- Pull-Up Banner
- Awareness Sticker
- 4 Awareness Posters





SWITCH HOMES

In July 2013 Switch Homes decided it was time to update their dated branding to better reflect their luxury homes in a modern style.

Within a small creative team we decided to drop the rubix cube like concept as the design appeared dated and clunky. Instead we aimed to produce a logo and branding that was modern, minimal and reflected the client's high end custom homes.

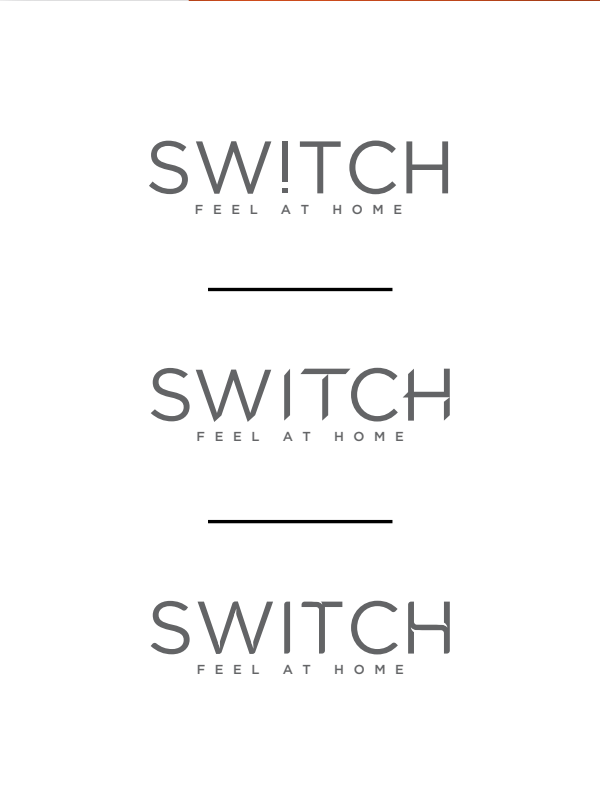
By using a light sans serif typeface with plenty of distance between letters helped created a sense of space to hint what to expect from our client's products. When mixed with minimally designed marketing material and large vibrant product images the homes become the main feature of the design with minimal distractions.

Items Displayed:

- Logo Design
- Stationery Set
- Website Design
- 2 x Press Adverts
- Display Home Brochure
- 3 x Display Home Signs

These items along with TV commercials and online marketing helped dramatically increase Switch Homes sales.

WINNING PITCH





BRANDING A NEW BANK

The brief was simple. To develop branding for a bank that was targeted for customers from the age of 15 to 30. Also this project had a large written element that included detailed research and profiling the target audience. It also included copyright, legal requirements and product testing.

However this was far from simple, the age range is quite significant as this demographic range are still trying to figure out who they are, let alone what bank is better than the next.

Every bank in the world is designed and run for the best interests of the investors and shareholders. This bank is setup to benefit the customers, as they become an investor/owner of a small percentage of the company.

Throughout the branding I included hints and suggestions regarding the commitment the bank has to helping the younger generation. Some of these hints are the fun company name, simple tagline and including photos of youth throughout all the marketing materiel. Lastly the targeted press adverts are used to aim at a wide range of specific areas youth are usually interested in.

Items Produced:

- Logo Design
- Stationery Set
- Employee Uniform
- Website Design
- Signage + Interior Styling
- Transport Vehicle (to be used by employees and customers)
- Additional Promotional Item
- 4 x Press Adverts / Posters





KEYCHAIN FOR NEW CUSTOMERS

The idea of a bank keychain may seem an unattractive prospect for young adults, but so is losing their keys.

Teaming up with the creators of "Tile", this item will be WIFI enabled. Simply login to the uBank app and locate the lost keys if they are within WIFI range. Instructions listed on the back will inform anyone which finds them to drop them into one of our many branches.

This also works as an advertisement for the bank due to people carrying these around with them everywhere they go and people discussing the innovative technology of finding their keys.



uDance

Want to party hard and go to every festival of the season?

No matter what your planning for the future, we can help get there with our tailor made services.

Our products are designed and aimed to to benift you.

Call or text **1800 U BANK**



From far information,
check out our website

ubank.com.au



uStudy

Aiming to gain priceless knowlege through a higher education?

No matter what your planning for the future, we can help get there with our tailor made services.

Our products are designed and aimed to to benift you.

Call or text **1800 U BANK**



From far information,
check out our website

ubank.com.au



uTravel

Planning to explore the world and learn about other cultures?

No matter what your planning for the future, we can help get there with our tailor made services.

Our products are designed and aimed to to benift you.

Call or text **1800 U BANK**



From far information,
check out our website

ubank.com.au



uSpend

Have your eye on the latest V8 street machine or dirt bike?

No matter what your planning for the future, we can help get there with our tailor made services.

Our products are designed and aimed to to benift you.

Call or text **1800 U BANK**



From far information,
check out our website

ubank.com.au



PROJECT 06

HOLLY RANSOM ENTERPRISES

Holly Ransom Enterprises is an Australian company providing consults and coaching to multinational firms and individuals. In early 2013 they decided to seek out the skills of the Graphic Design students and have them pitch their branding concepts.

My plan was to develop a brand based on the notes taken from our live brief. Two quotes stood out from all the rest, one was their motto "Be in, be real, be bold" the other was "Different way of thinking". These two quotes were the starting block of the concept stage and lead to developing a visual identity based around the idea of thought bubbles and creative ideas.

For a unique marketing collateral I designed an endless business card in which you open the folded calling card several times until the item folds inside out until you are back to the start. This was to represent the never-ending possibilities of the business.

Items Produced:

- Logo Design
- Stationery Set
- Unique Marketing Collateral
- Website Design

COMPETITION WINNER



OTHER PROJECTS

REAL CLIENTS

Here is an example of real life work completed for client projects that I have been involved with over the last 3 years whilst studying fulltime.

With each of these projects I aimed to create unique and effective marketing products that reflected the client's values, attitudes and brief.

Services Provided:

- Advertising Posters
- Brochures
- Car Decals
- Email Signatures
- Event Invites
- Flyers
- Logos
- Packaging
- Presentation Folders
- Press Adverts
- Pull-Up Banners
- Signage
- Stationery
- Tote Bags
- Uniforms
- Websites



MAGNETIZE



THE POCKET
CLAREMONT



WA'S PREMIER
AMERICAN VEHICLE DEALERSHIP
SALES • SERVICE • PARTS

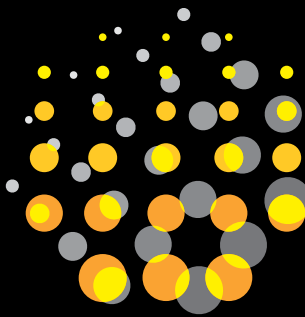
LAVAN LEGAL
Leaders in Law



"Ingenious IT"



D&M PROFESSIONAL CARPENTRY



Georgiou



POSTER DESIGNS

1. DYING TO GIVE BIRTH

In early 2012 I entered an AGDA competition called "A Mothers Life is Precious". All entries were given the brief to bring awareness about maternal deaths in the world. After extensive research I found a horrendous statistic regarding the South Sahara Desert of Africa. The statistic showed in this particular area 1 in 42 mothers die whilst giving birth. My art piece directly reflects this by the use of 42 babies to create one skull and a play on words of a common saying.

2. DON'T DESTROY WHAT YOU CAN'T CREATE

This custom typography piece was created as an assignment and to sell at a Fresh Collectives fundraising exhibition. This typography piece was designed to show the destructive side of art and the beauty of graffiti. To give a sense of depth I used a laser cutting machine to create 3D letters out the calligraffiti styled typography. The artwork raised \$115.00 on the night of the exhibition.

3. CREATIVITY IS A DRUG

This quote sums up how creativity affects me, and millions of others around the world. It seems the more creative work I am involved with the more creative ideas fill my head. So much that I have developed an addiction I can't live without it.

4. F*CK REALITY

I designed this poster to show how art is able to create the unmarketable, say the unsayable and envision the unthinkable. It's an escape from your problems, and answer to others. Also we all have had moments where we just want to say "F*CK YOU REALITY".

5. CÖFFIN

Have you ever walked through IKEA and wondered what haven't they managed to flat pack? Created as a fun project this poster design pushes the boundaries of where this Swedish retailer draws the line.

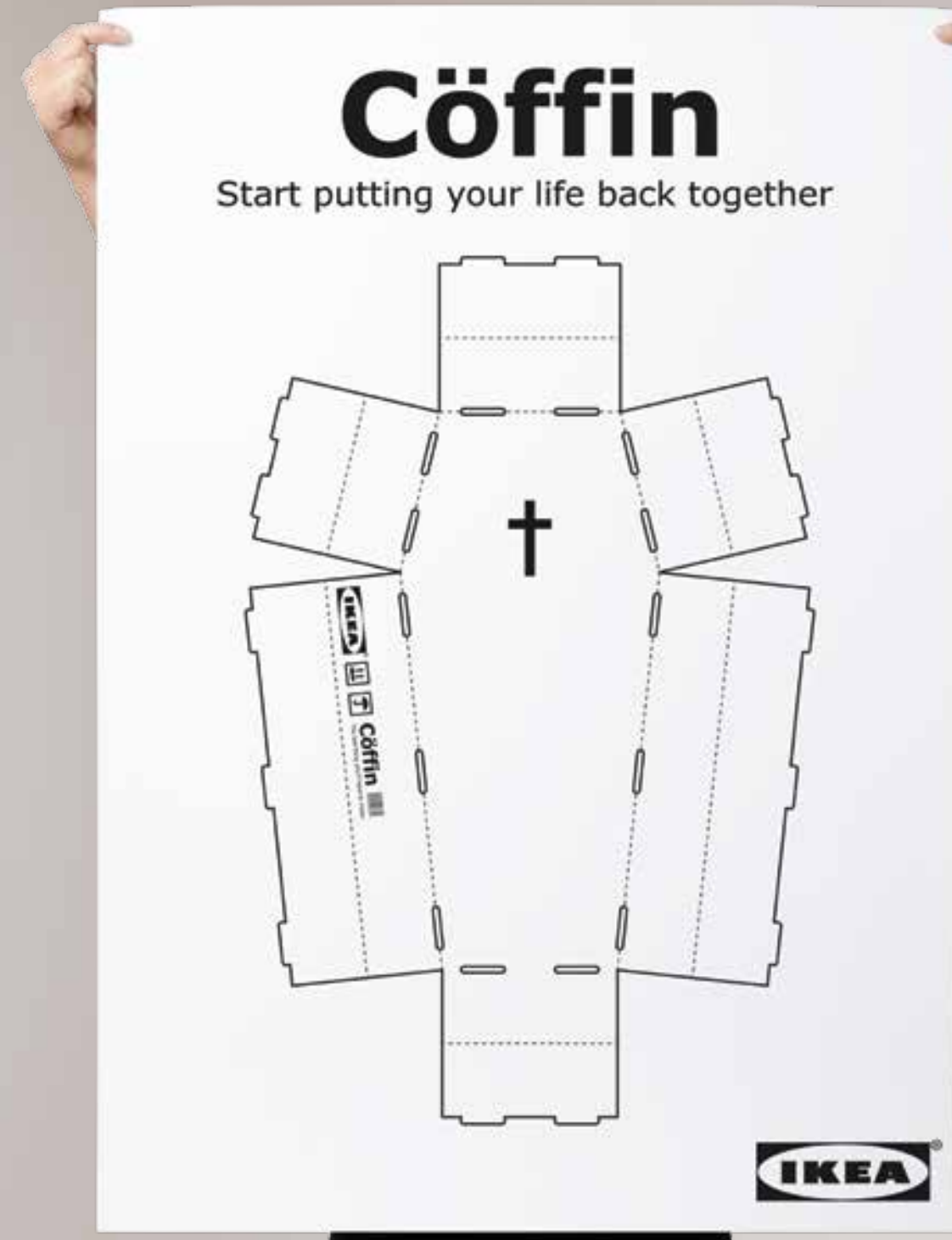
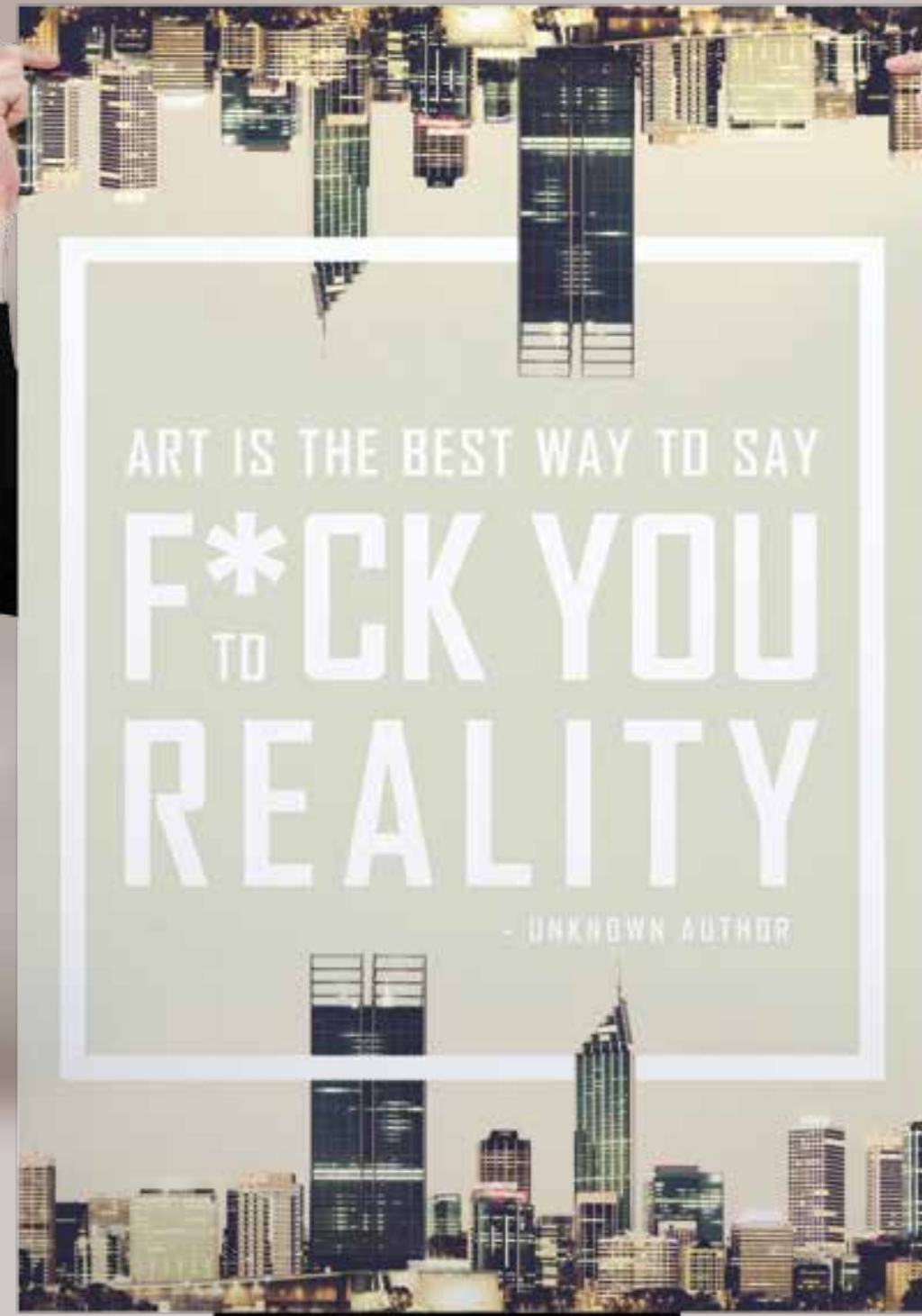
6. DIS/CONNECTED

As a live brief we were asked to develop a logo and create an event poster for a local charity called Cord that raises funds for victims of spinal cord damage. The event being call Dis/Connected set the theme of how I approached this task in regards to distorting the typography to depict an electronic device glitching and loosing connection.

7. BELIEVE WHAT YOU'RE TOLD

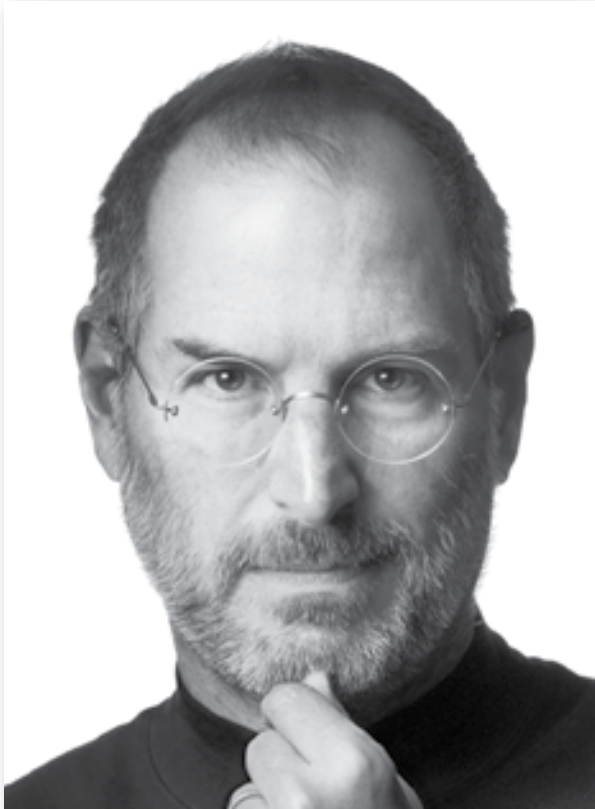
Looking back at the old "We Want You" poster Uncle Sam seem to possess an slightly evil glare in his eyes as he points to the viewer. The headline suggests they are asking, but his over bearing body and finger pointing feels more like he is telling you to join. For fun project I decided to turn this iconic poster into an anti-propaganda weapon.





OTHER PROJECTS

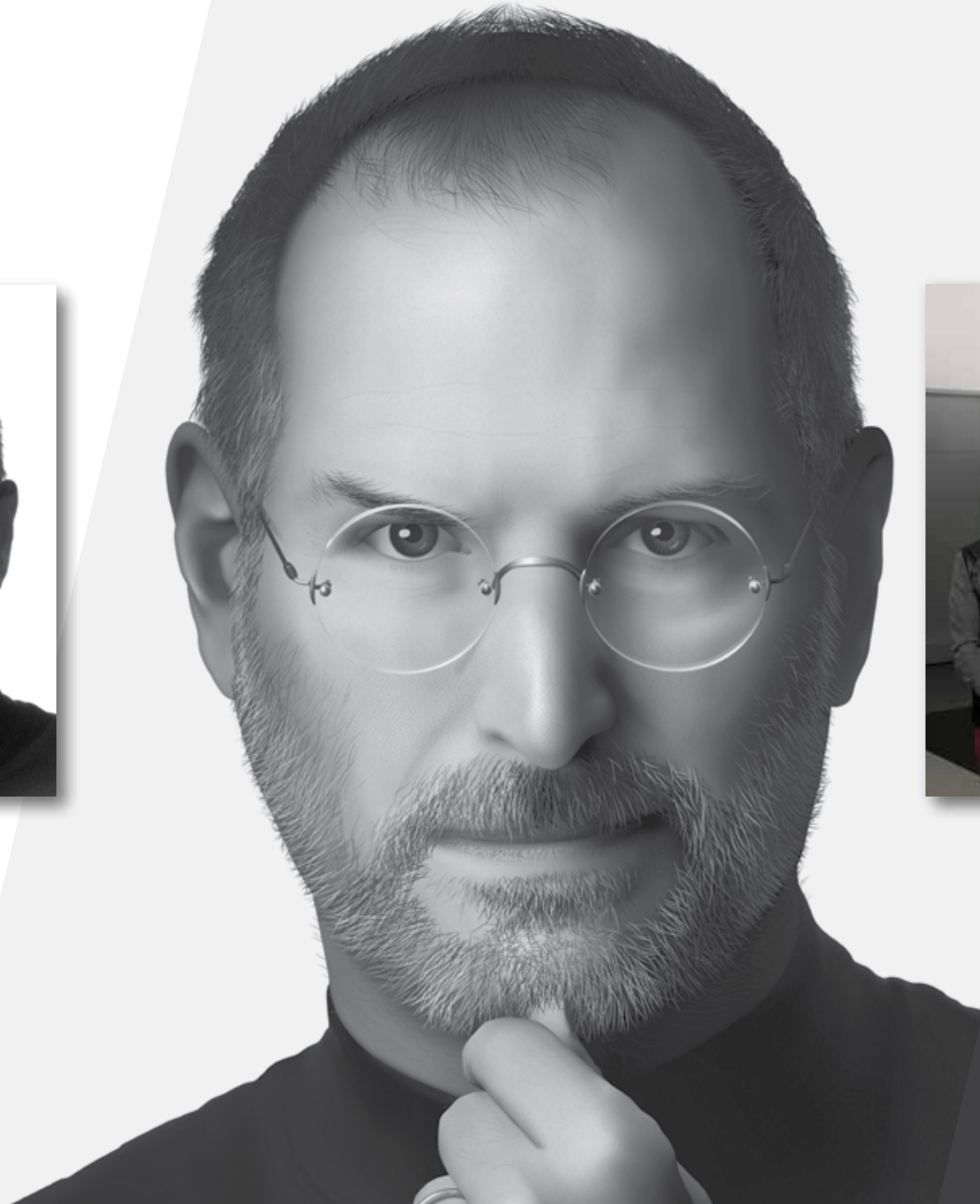
PHOTO
REALISTIC
DRAWING



We were given the task to create a photo realistic drawing in Adobe Illustrator. Given the properties of vector drawings this was no easy job.

I was currently reading Steve Job's biography by Walter Isaacson when first given this project. So you could say I was a little inspired to take on such as task.

Once completed the project took over 60 hours to create and was constructed purely of vector objects. The file contained 37,458 separate objects and 380,491 points.



ADDED TO
CENTRAL'S ART
COLLECTION



TEXTURE
DRAWING

One of our first illustration projects was to create a pen drawing using a range of texture techniques. The brief also required the drawing to consist of objects that were of similar shape and form.

Before this project I had very little experience with drawing such detailed illustrations with technical pens, and to make things even more challenging I chose to base my objects that were spiral in shape.

When I started to develop the layout I wanted to achieve a sense of motion through drawing. Almost like a group of objects were morphing together while spinning around like a twister.

Learning such illustration techniques proved valuable later on when used in other design projects and is something I'm always trying to improve on.

OTHER PROJECTS

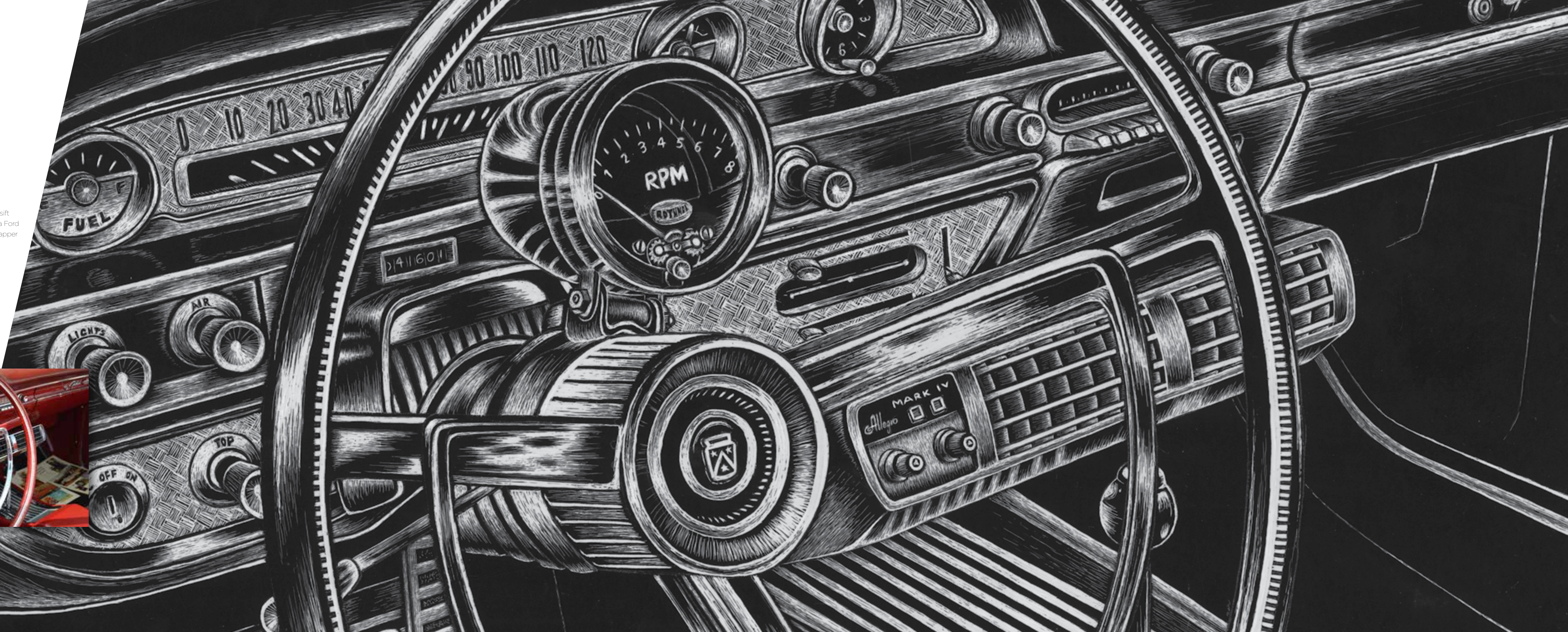
FORD GALAXIE 500XL

The final illustration project given to us was to draw, paint or carve a vintage vehicle. It may be a car, boat or plane the choice was ours. As was to the choice of the medium.

After a couple of hours at local car show I started to sift through the 200+ photos. I came across a photo of a Ford Galaxie 500XL that would suite an illustration on scrapper board. Even though at first I was reluctant to take on scrapper board drawing I accepted the challenge.

This project gave me the confidence to further my illustration skills and not rely so heavily on computer-based drawings...

...It also gave me a very sore hand.



THANK YOU

