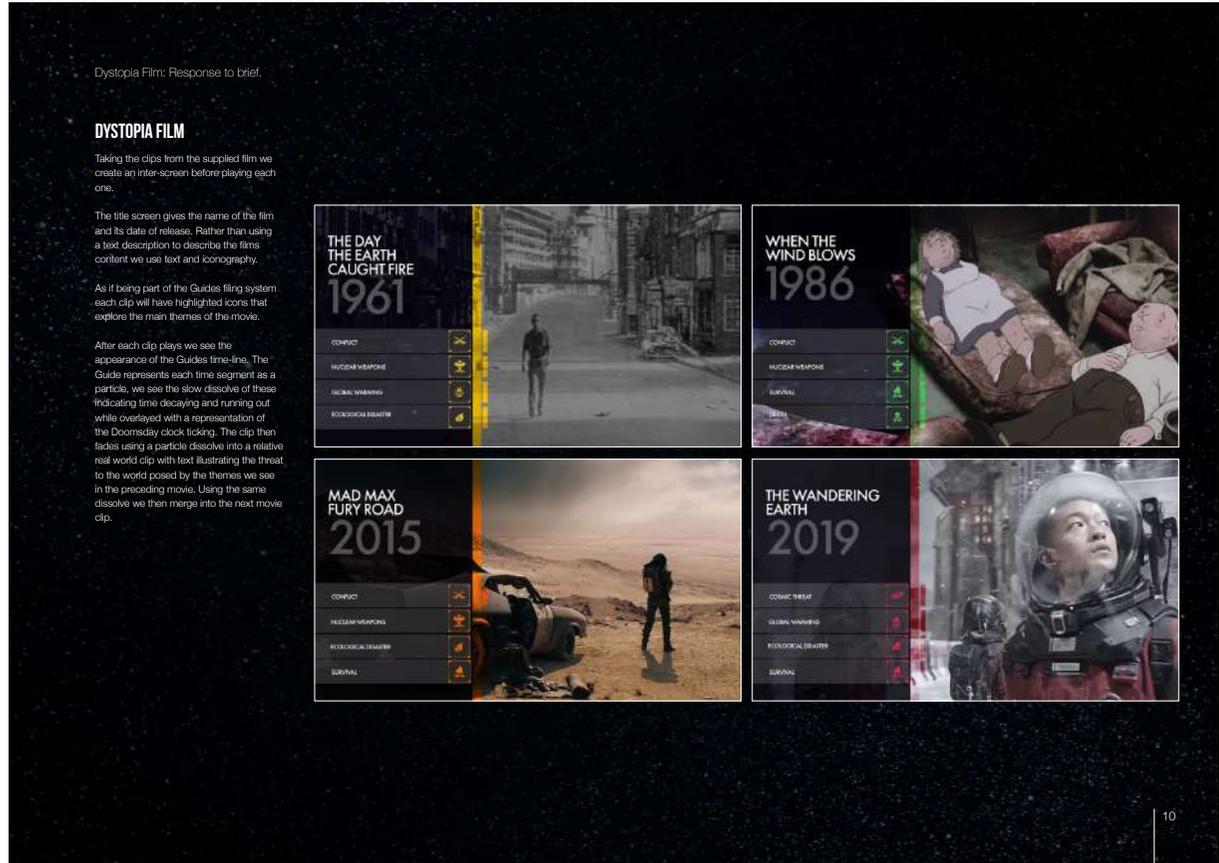
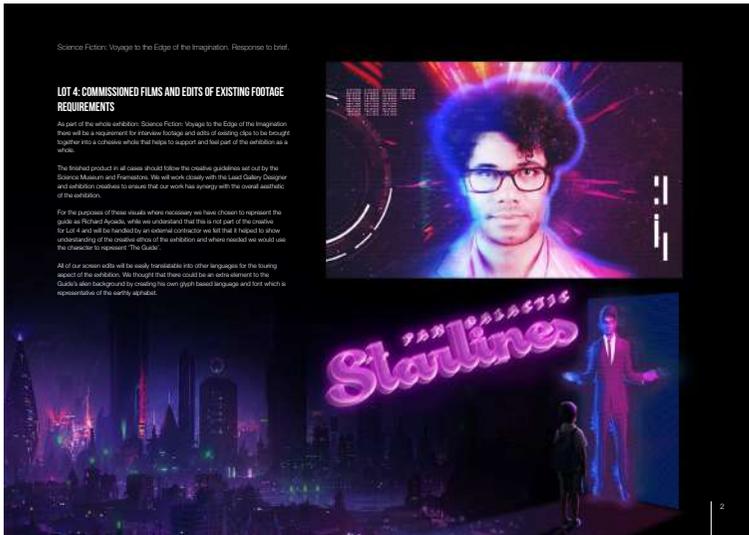
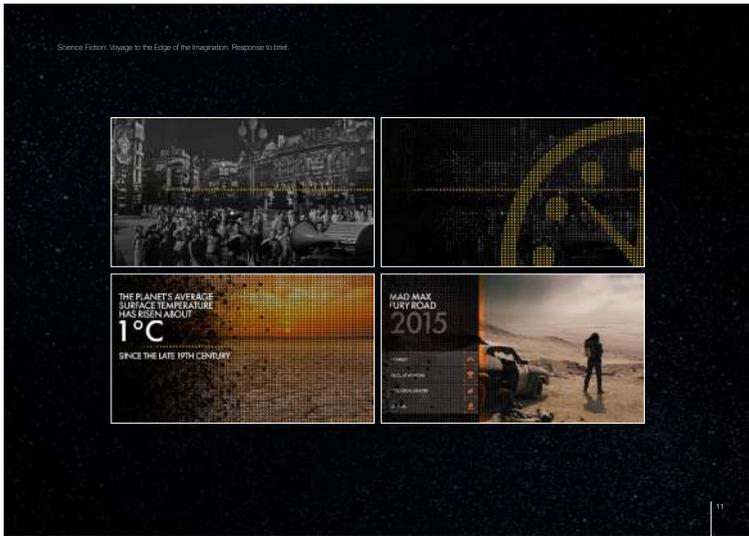




Pitch visuals for the Science Museum Group

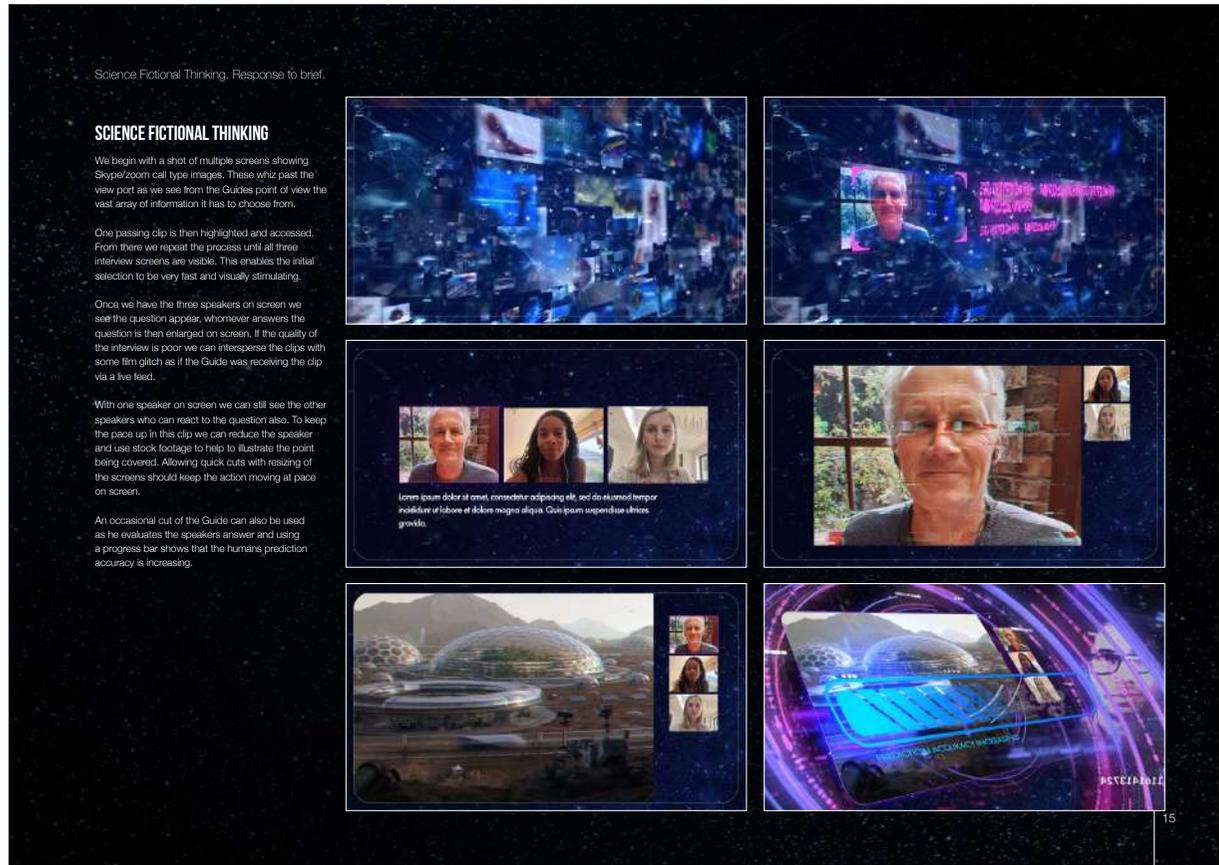
Winning creative for an exhibition focussed on the merging of future science with science fiction.

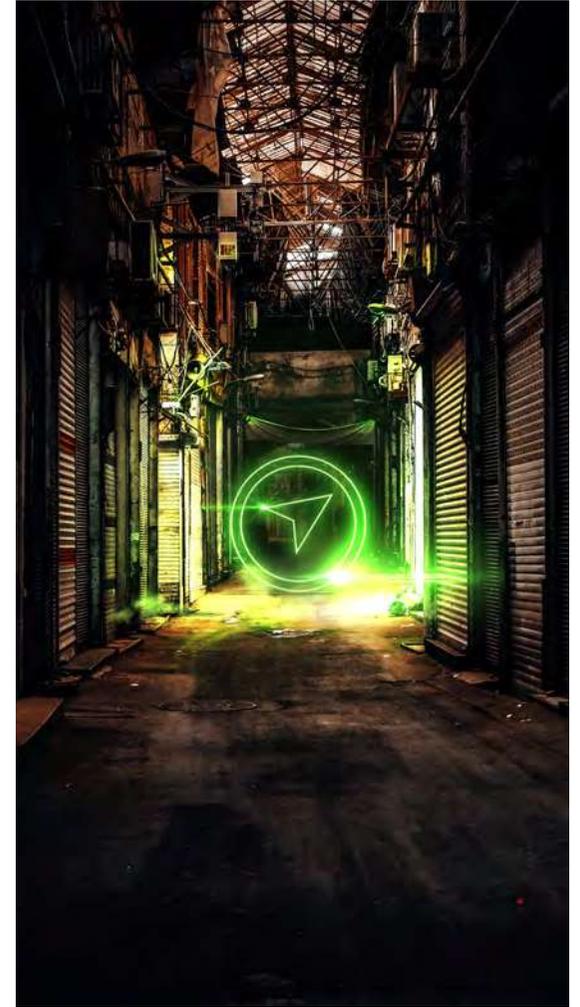




**Pitch visuals for the Science Museum Group**

Winning creative for an exhibition focussed on the merging of future science with science fiction.





**Digital Marketing Visuals  
for CMTV campaign**

Images created by myself  
in photoshop to promote a  
digital marketing campaign  
'The triangle of power'



# STAND OUT INNOVATION

Having intelligence is one thing – knowing how to apply it is what really counts.

That might seem an obvious thing to say, but the reality is that businesses over the next few years will be presented with an abundance of choice when it comes to data empowerment.

At Pluto7 we're constantly innovating in the way data and intelligence is combined. This can be seen in our ML solutions, which help you deliver big on three core areas of customer engagement:

## A quick look at the 'how'

### Marketing ML

**Outcome:** Increase marketing ROI  
**Key Pluto7 benefits:** 3x improvement in click-through rate  
 90% traffic prediction rate

It's here that we can help you analyze marketing data in real-time to transform prospect and customer engagement with hyper personalization. As a result, you'll enjoy a step change in key metrics, including:

- Customer segmentation – understand buying signals and how to act upon them
- Campaign targeting – sense buying patterns and simplify complex choices
- Content optimization – discover the most appropriate ways to connect with audiences

### Sales ML

**Outcome:** Improve quoting and pipeline efficiency by 80%  
**Key Pluto7 benefits:** 90%-95% forecast accuracy  
 2x churn reduction

Where we can help you improve quoting and pipeline efficiency by 80%, simplify sales tasks and deliver real-time sales forecasting:

- Revenue forecasting – gain deeper, predictions-based customer insights
- Churn reduction – proactively manage renewals risk throughout your pipeline
- Sentiment analysis – including positive/negative sentiment into pricing and quality

### Demand ML

**Outcome:** 90%-95% forecast accuracy  
**Key Pluto7 benefits:** 50% reduced inventory cost \$1m+ savings per ML model ROI

The solution for managing unpredictable fluctuations in demand, while accelerating your digitization journey on the road to next generation (4.0) manufacturing:

- Workload prediction – allocate resources to anticipated customer demand
- Demand forecasting – manage complex decisions and the planning of product volumes
- Preventative maintenance – improve production efficiency, reduce downtime and cut costs

### Preventative Maintenance ML

**Outcome:** Improve quality, productivity and reduce associated costs  
**Key Pluto7 benefits:** Improve production efficiency from 45% to 80%, reduce downtime and maintain quality

The solution that provides predictive capabilities for forecasting failure and determining the remaining useful life of specific equipment to help reduce:

- Early stage downtimes that reduce available capacity
- Late-stage downtimes that result in quality issues
- Productivity issues on the manufacturing shop floor

### Supply ML

**Outcome:** Reduce inventory carrying costs and improve on-time delivery  
**Key Pluto7 benefits:** 50% reduced inventory cost & secure your supply chain with real-time inventory management

Here we help improve inventory visibility and production planning by providing the predictive capability required to forecast different supply scenarios:

- Calculate the optimized days of inventory for a given set of demands
- Determine the perfect routing for deliveries to help optimize cost efficiencies and maximize on-time fulfillment

## Pluto 7 Brochure Spreads

A selection of bespoke illustration pieces generated with stock images and 3D elements for prestige brochure covering different verticals.





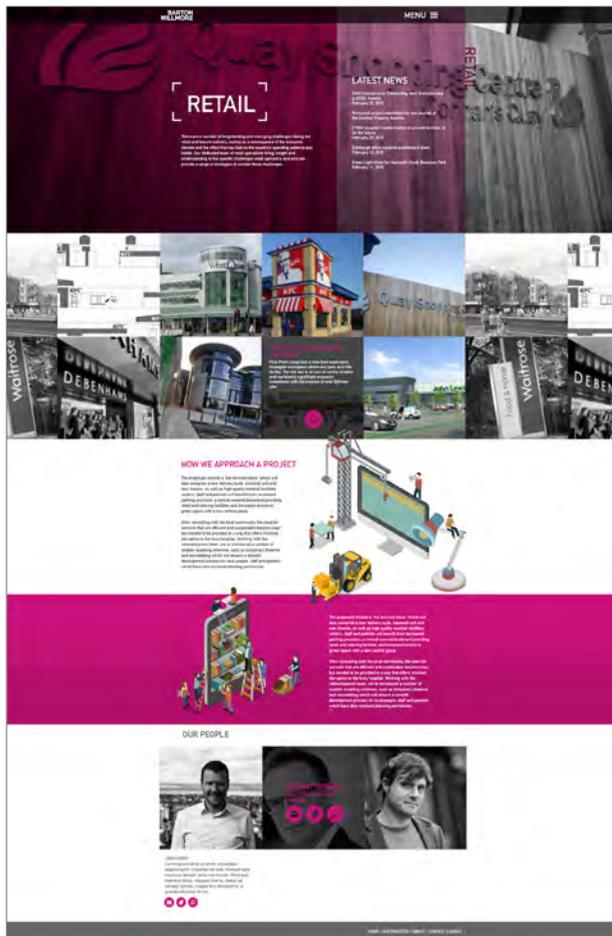
Visuals for web based  
animated video for high  
end property brand

All images are 3d models,  
lit and textured in Blender  
by myself



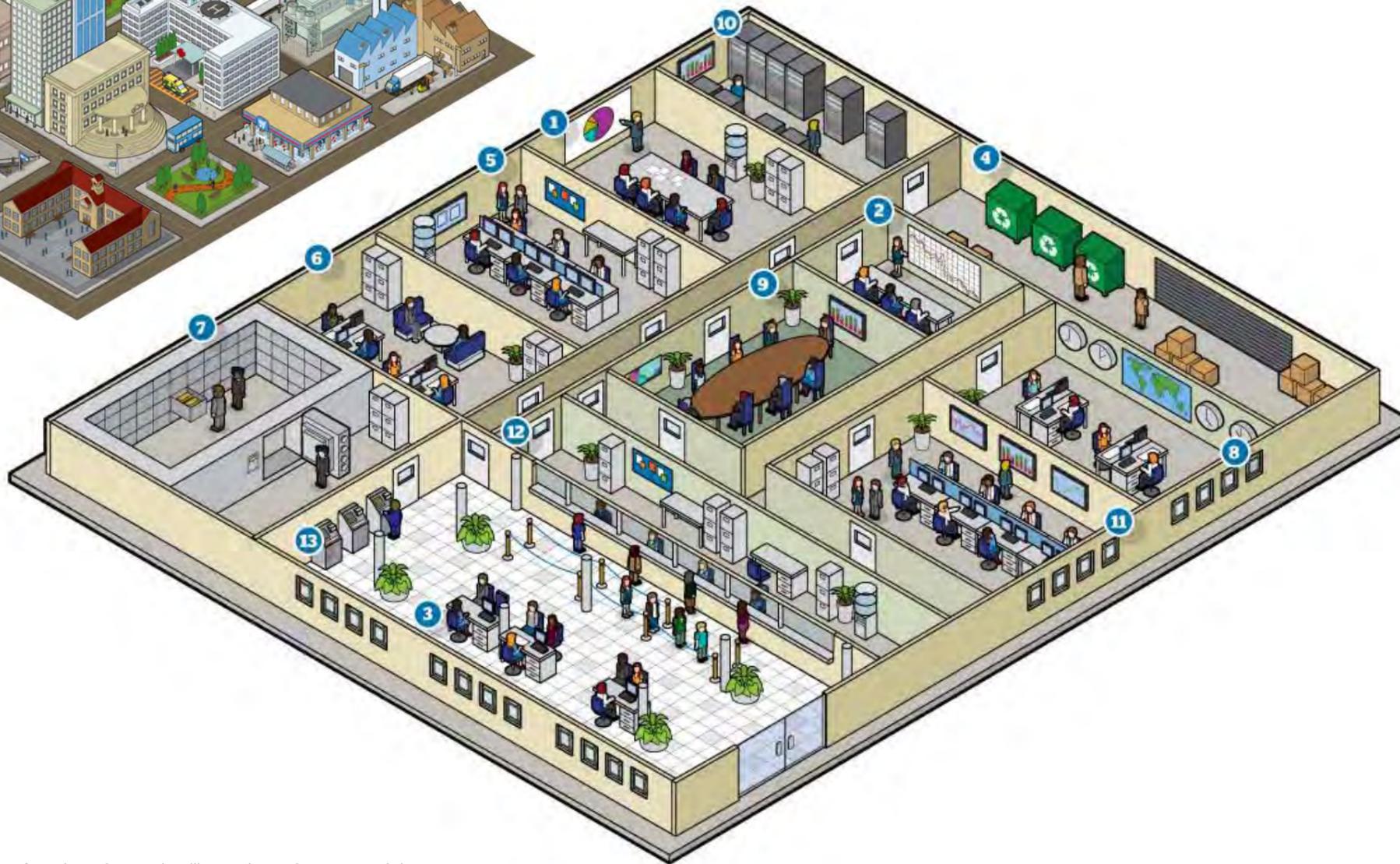
Synergy property group interactive video for high end property group





Barton Willmore Initial web visuals for large independent reading based design consultancy UI and UX

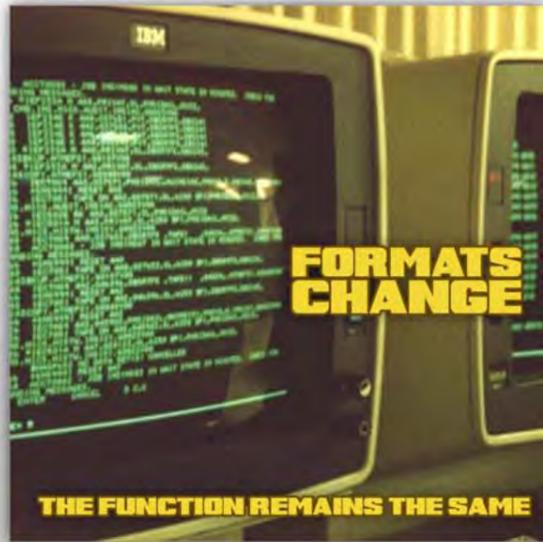
[bartonwillmore.co.uk/](http://bartonwillmore.co.uk/)



# Banking

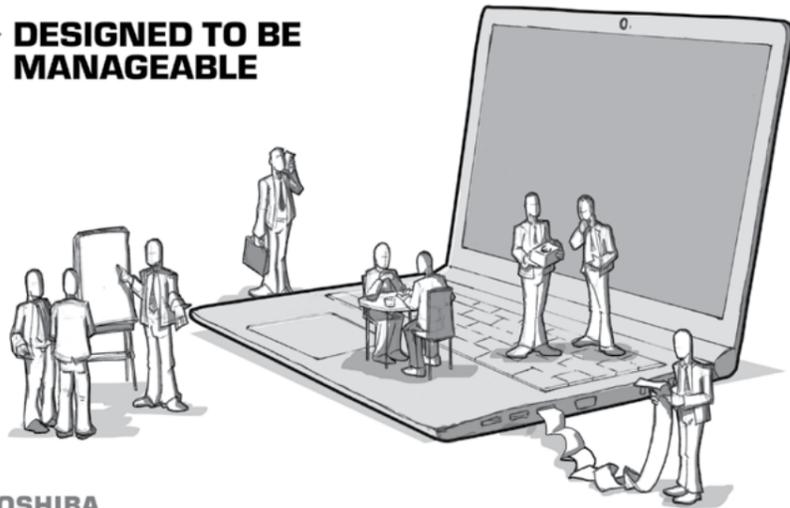
- 1 Strategy, innovation
- 2 Compliance & Risk Management
- 3 Customer Management
- 4 Sustainability
- 5 IT Alignment & Effectiveness
- 6 Support Functions
- 7 Wealth/Asset Management
- 8 Emerging Markets
- 9 Corporate Banking
- 10 Settlement & Interbank
- 11 Trading & Brokerage
- 12 Core Banking Processes
- 13 Payments

**Atos Rich Picture Illustrations** A series of complex illustrations, from a modular world view each 'zone' could then be expanded in greater detail. Final usage was an interactive PDF that contained illustrations throughout. Zones included 'Banking', 'Healthcare', 'Retail', 'Manufacturing and many more.



**Atos Conversation Starter DM** DM Piece as part of the 'now that's a conversation worth having' campaign for Atos. DM Piece is a branded box containing an LP from a range of fictional bands illustrating the 'Formats Change but Function Remains the Same' theme.

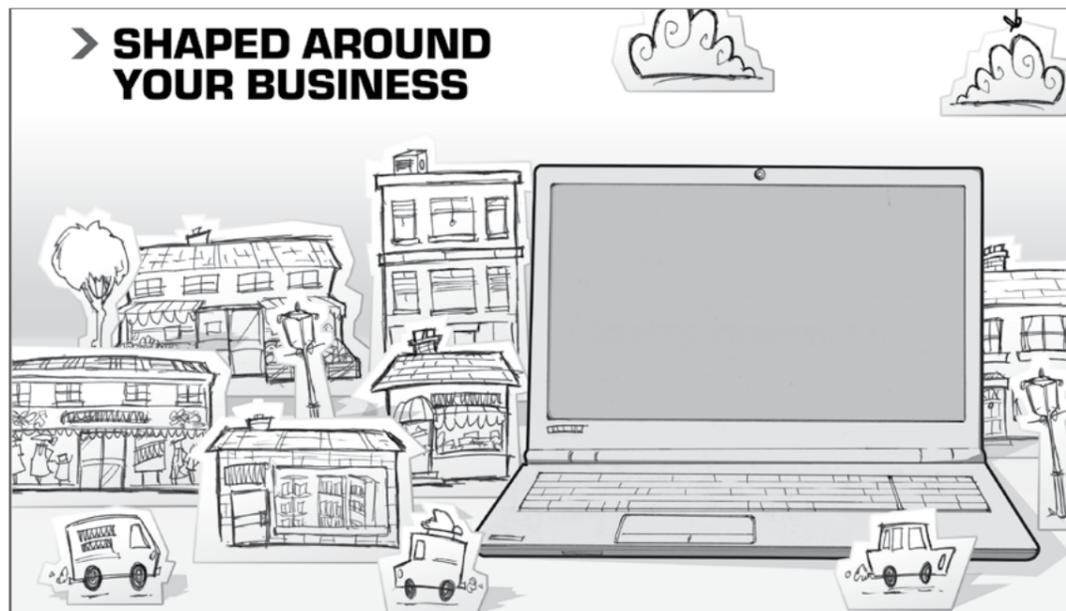
> **DESIGNED TO BE  
MANAGEABLE**



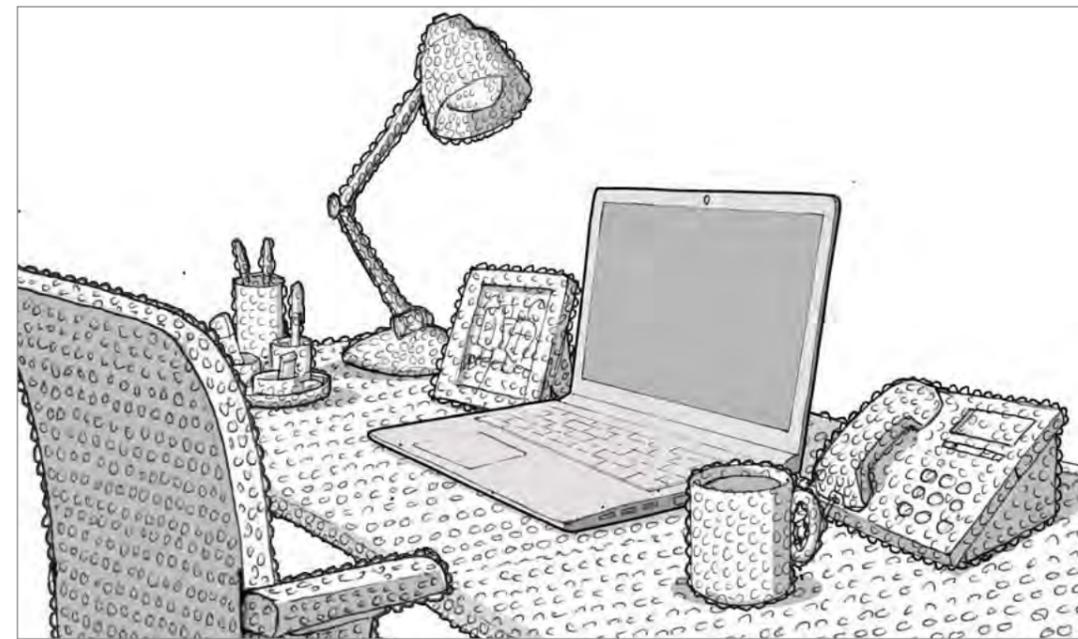
**TOSHIBA**  
Leading Innovation >>> **DESIGNED FOR BUSINESS**



> **SHAPED AROUND  
YOUR BUSINESS**



**TOSHIBA**  
Leading Innovation >>> **DESIGNED FOR BUSINESS**



Toshiba R50 Campaign Launch Visuals Pencil scamps finished on Mac to convey initial creative concepts for Toshiba's R50 launch promotional material.

intel  
inside  
CORE™ i5

RELIABILITY  
GUARANTEE

**> TESTED. RELIABLE.  
GUARANTEED.**

**THE SATELLITE PRO R50-B  
DESIGNED FOR YOUR BUSINESS**

The Satellite Pro R50-B is built for Pros with Intel Inside®. Every Satellite Pro R50-B with an Intel® Core™ i3 processor or Intel® Core™ i5 processor comes with our Reliability Guarantee\*.

Learn more and find your nearest Toshiba reseller at:  
**WWW.TOSHIBA.CO.UK/R50B**

**TOSHIBA**  
Leading Innovation >>>

VIDEO RELIABILITY PRODUCTIVITY SECURITY PROMOTIONS MORE VALUE BUSINESS RANGE

intel  
inside  
CORE™ i5

**> TESTED. RELIABLE.  
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**THE SATELLITE PRO R50-B  
DESIGNED FOR YOUR BUSINESS**

The Satellite Pro R50-B is built for Pros with Intel Inside®. The laptop has been designed, developed and manufactured by Toshiba to be more reliable for your business - whatever its size.

In fact we're so confident, that every Satellite Pro R50-B with an Intel® Core™ i3 processor or Intel® Core™ i5 processor comes with our Reliability Guarantee\* - a promise that in the unlikely event of a failure, we'll repair your machine for free AND give you your money back\*.

**NOW WITH FREE WARRANTY UPGRADES\***

**FREE ON-SITE WARRANTY UPGRADES**  
LEARN MORE

Toshiba recommends Windows

intel  
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RELIABILITY  
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Toshiba recommends Windows

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**> THE SATELLITE PRO R50-B  
NOW WITH FREE WARRANTY UPGRADES\***

RELIABILITY  
GUARANTEE

**FREE ON-SITE WARRANTY UPGRADES\***

FIND OUT MORE AT:  
**WWW.TOSHIBA.CO.UK/R50B**

**> TESTED. RELIABLE. GUARANTEED.**

**THE SATELLITE PRO R50-B  
DESIGNED FOR YOUR BUSINESS**

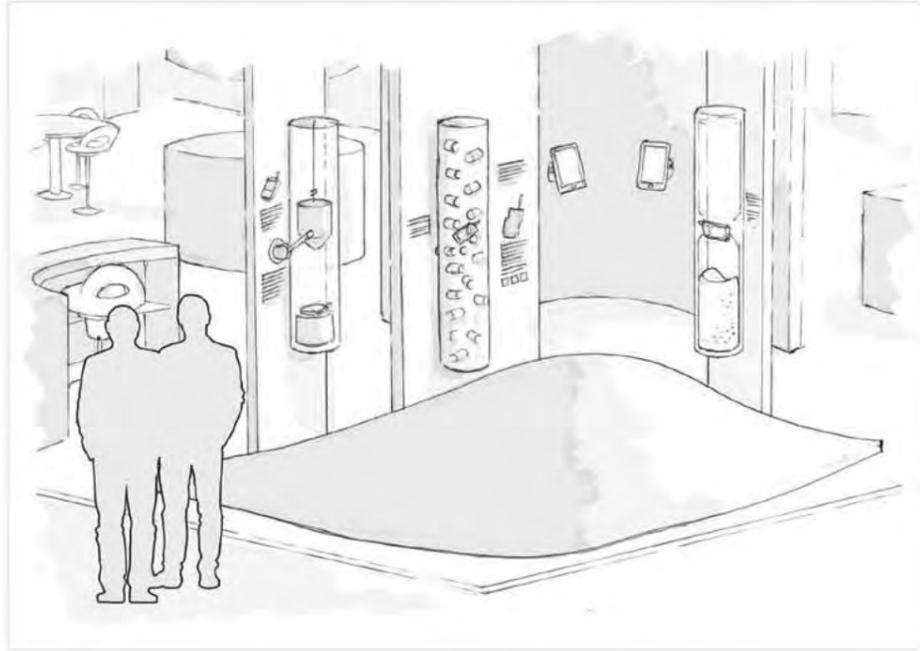
The Satellite Pro R50-B with Intel® Core™ i3 or Intel® Core™ i5 processor includes our Reliability Guarantee\*. In the event of a failure, we'll repair your machine AND give you your money back\*.

**SATELLITE PRO R50-B**

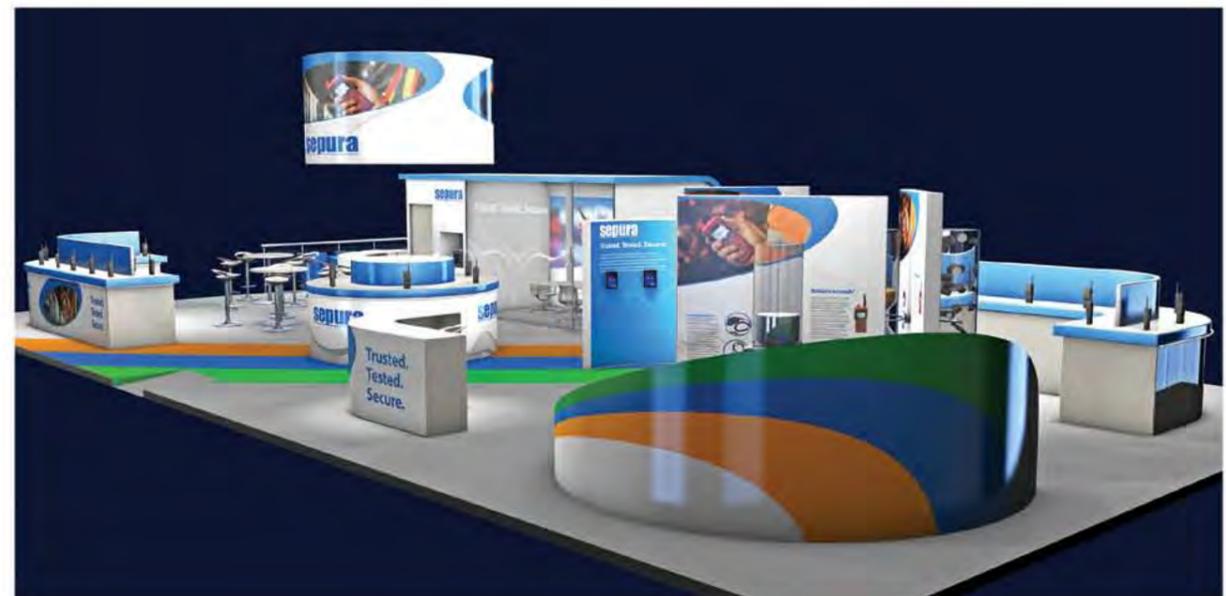
RELIABILITY  
GUARANTEE

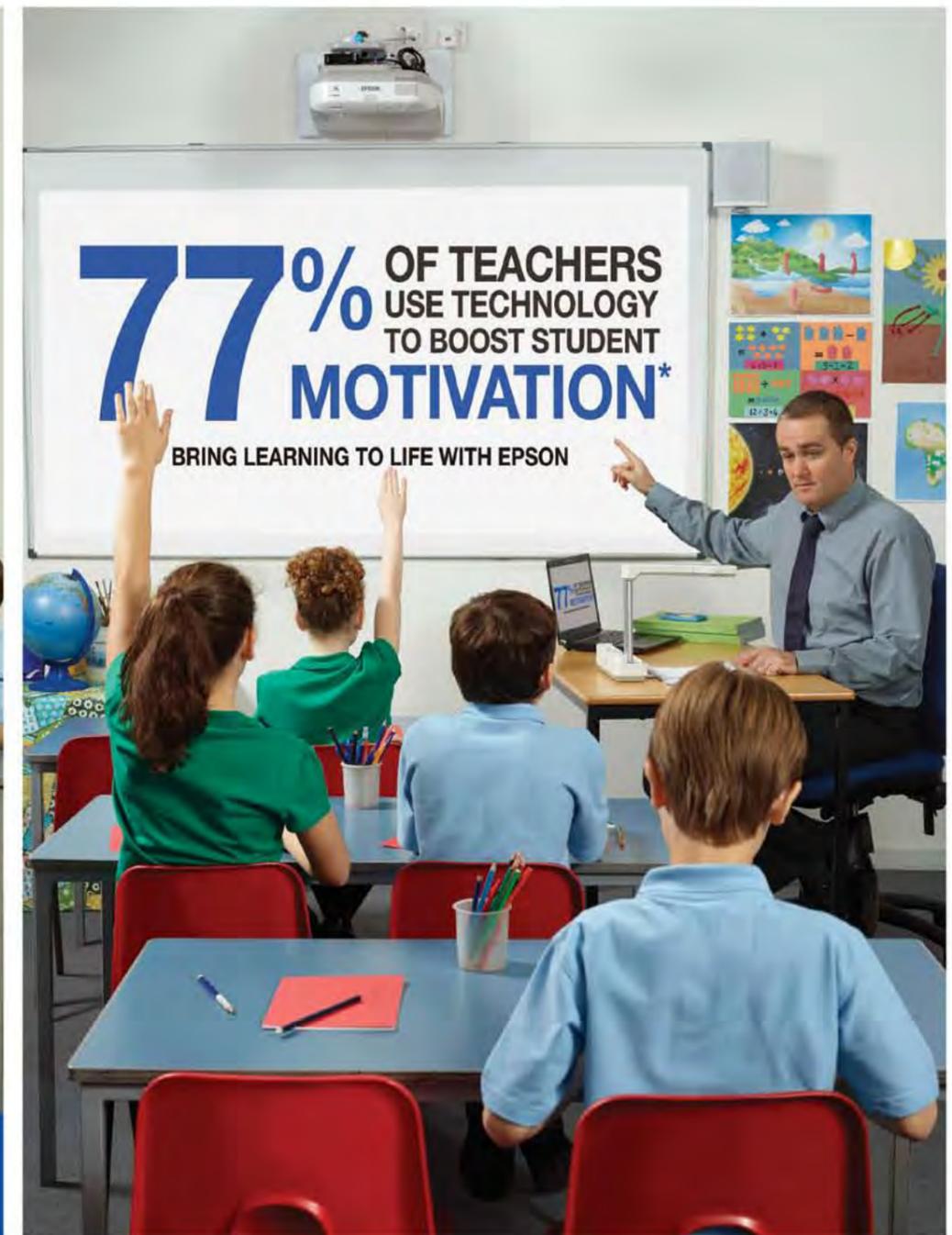
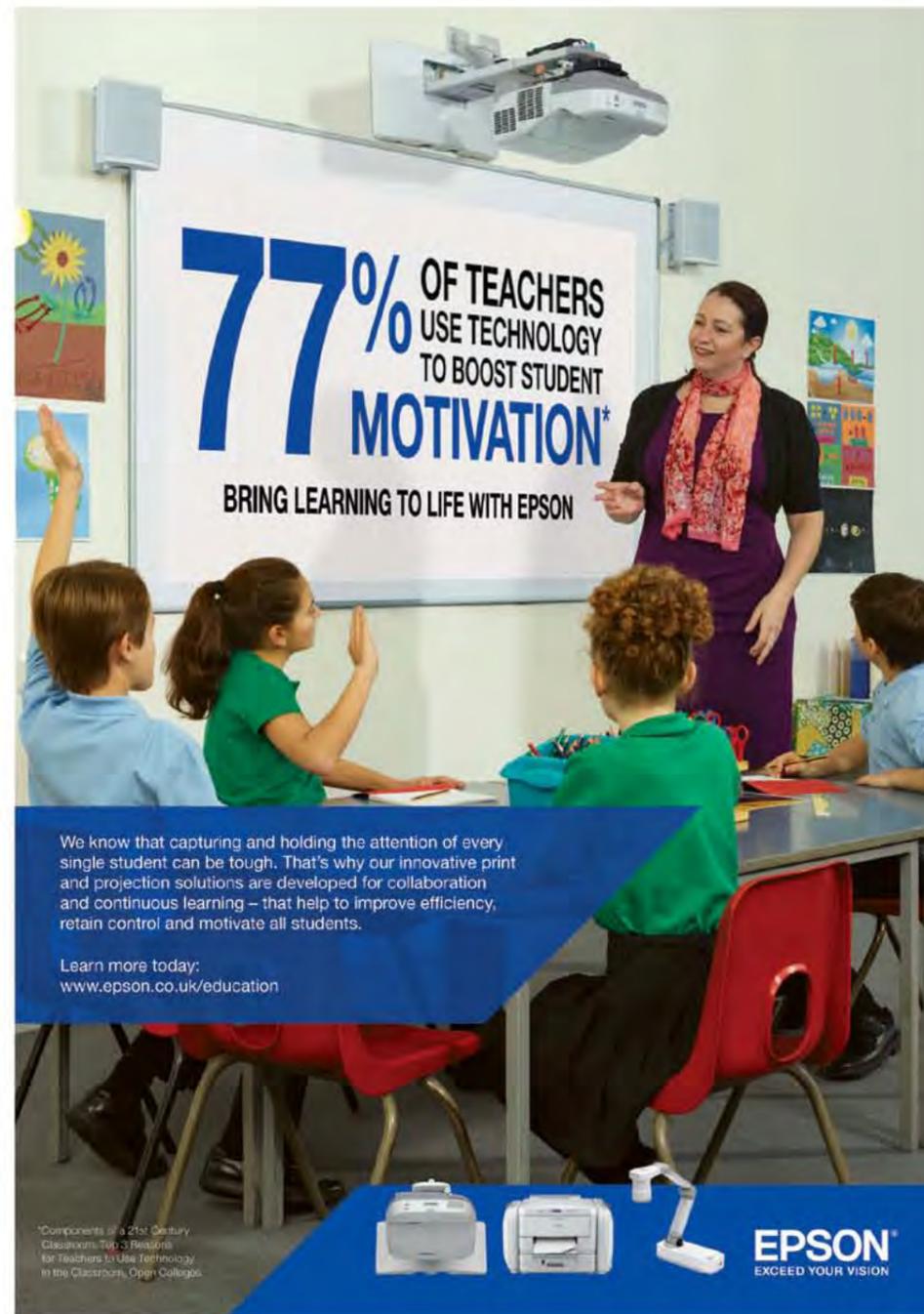
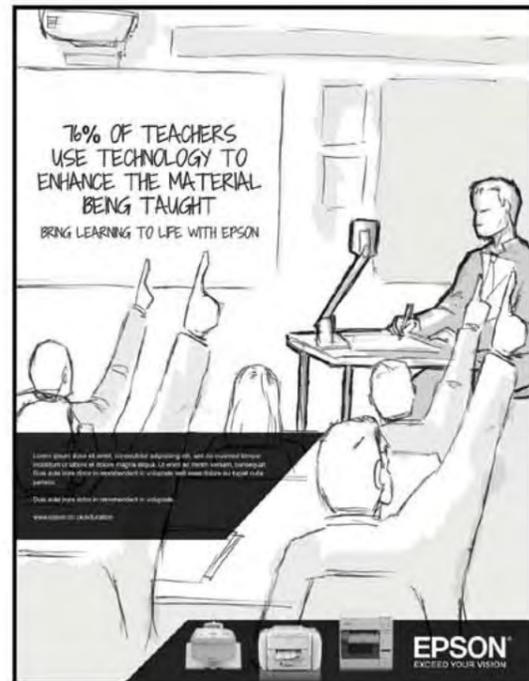
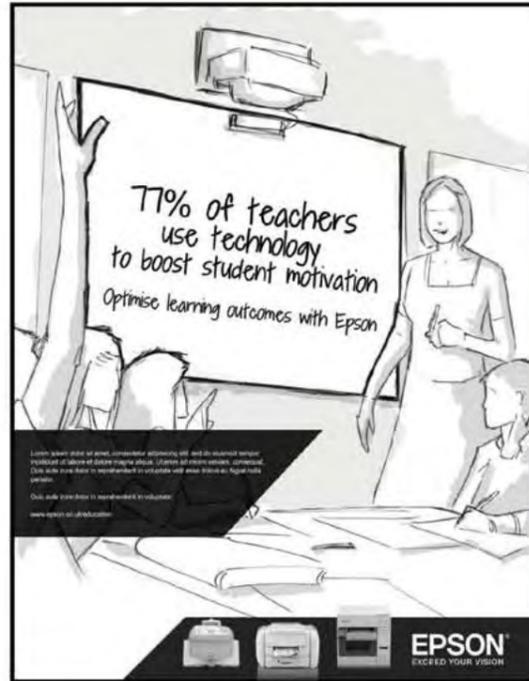
**MORE INFO**

Toshiba R50-Product Launch Final execution of R50 Campaign across microsite, video, web banners and print <<click here to see video>>

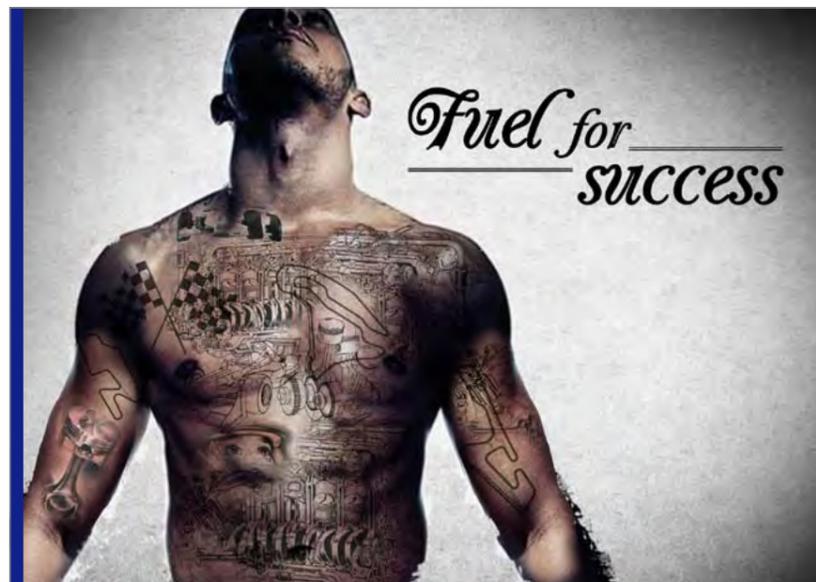


**Sepura Stand Visualisation** Stand concepts for Sepura exhibition at Using Critical Communications World 2015. Taking concepts through planning stage, liaising with manufacturers and costing. From initial scamps to full 3d visualisation, video and fly through.





**Epson Education Press Ads** Creating concept visualisations for Press Ad campaign for Epson education products. From scamps, choosing models, working closely with photographer, art directing photoshoot on location with client, art directing photoshoot of projector in studio and overseeing final production of advertisements.



**EPSON**  
EXCEED YOUR VISION F1 Viral Storyboard: FUEL FOR SUCCESS

**On Screen Text**

**Scene: 1**  
We open in a darkened room. In the centre of the room/frame we see Lewis Hamilton stood looking downwards. He is beautifully lit – there's an eerie cool ambience about the environment. We hear the quiet pounding of the beat of our soundtrack begin.

**Scene: 2**  
Wearing a Mercedes-branded t-shirt, with his racing overalls unzipped to the waist, Lewis slowly raises his head to look directly at the camera.

**Scene: 3**  
Suddenly Lewis's t-shirt flickers in and out of vision, until totally vanished – revealing his bare torso.

**Scene: 3**  
Cut to a close-up of Lewis's right wrist. We slowly pan up the length of his entire arm, taking in the details of his tattoo sleeve.

**brew**  
agency

**EPSON**  
EXCEED YOUR VISION F1 Viral Storyboard: FUEL FOR SUCCESS

**On Screen Text**

**Scene: 4**  
As the camera reaches Lewis's shoulder (where his tattoos end), we see fresh ink appear – stemming from his existing work.

**Scene: 5**  
We cut to a mid-shot of Lewis. He looks down at his chest as the ink creeps across it.

**Scene: 6**  
(For the majority of our shots, the camera is positioned on a 360-degree dolly rig that tracks very slowly around Lewis to add interest to the piece, with a constant sense of movement.)

**Scene: 6**  
Cut to a macro close-up of the left of Lewis's chest – allowing us to see the intricacies of the new tattoos that are inking themselves across his body.

**Scene: 6**  
The left of his chest becomes covered with symbolic imagery that conveys his move to the Mercedes team in 2013. Following the same style of his existing work, this new artwork includes the circular Mercedes logo, Lewis's helmet design, an animated wheel-spinning F1 tyre with plumes of smoke billowing from it, and the outline of the Hungarian grand prix circuit (his first win with the team).

**Scene: 6**  
(For the most part, our frame cuts and tattoo animations stay in time with soundtrack – which builds and increases in volume throughout the video.)

**Scene: 6**  
\*This visual effect will be achieved using a mixture of 3D modelling and 2D elements in post-production.

**brew**  
agency

**Epson F1 Viral Video Concepts** Initial concepts for a viral video featuring Lewis Hamilton for Epson. Focusing on Epson and ink cartridges that do not need to be replaced for up to 3 years. Initial concept ideas and video storyboard.

### Concept 1

#### See your business take shape

**Campaign concept**  
An illustrated cityscape that focuses on the word 'Day'. Each section of the illustration shows customers going about their daily business using the Adobe Marketing Cloud core products. Because of the detail and complexity of the information, the style of the illustration could look more like an infographic.

Case studies (e.g. Panasonic) can be incorporated within the cityscape. Colour also can be used, taken from the Marketing Cloud core colour palette.

**Campaign key messaging**  
**Adobe Days**  
See your business take shape

**Adobe Days**  
Shaping the way you do business



© 2015 Oracle Design & Communications Limited

Page 2

### Concept 3

#### When business comes together

**Campaign concept**  
A great day is a celebration. Here, the visual look of the branding is eventful, memorial and good for business. This implies that all the tools needed to make a successful business grow are around, suspended in time, when in a second everything comes together in one great day. The visual shows a suspended explosion of data, information from the eight core products of Adobe Marketing Cloud, all coming together behind the words Adobe Days.

**Campaign key messaging**  
**Adobe Days**  
When business comes together



### Concept 5

#### Opportunity world

**Campaign concept**  
An illustrative route to outline the opportunities of an Adobe Day to prospects. A modular cityscape that reflects the customisable options of the Adobe Marketing Cloud. The illustration can take more or less technical complexity dependent on requirements, 3D or vector graphics. Whilst creating a standalone graphic, the individual modular elements can be used to zoom in and focus on specified items of the solution process offered by the Adobe Day and incorporate the iconography of the Marketing Cloud applications. Being interchangeable, the elements or zones could be disconnected and used individually to tailor messaging.

**Campaign key messaging**  
**Adobe Days**  
An opportunity of worlds



### Concept 2

#### Get ready for take off

**Campaign concept**  
Using balloons as great visual icons for celebration, here they are also used to take the customer on a journey. Each balloon would be branded in the colours of the eight Adobe Marketing Cloud products. The simplicity of this concept implies the customers' business would take off with an Adobe Day, and together move up to greater heights.

**Campaign key messaging**  
**Adobe Days**  
Get ready for take off

**Adobe Days**  
Taking you to greater heights



### Concept 4

#### Taking the plunge

**Campaign concept**  
Based on the theory of the customer taking 'the plunge', from being an interested prospect to an approved partner. The imagery can be tailored towards the precise tone of voice used for the Adobe Days. The idea is to convey a sense of depth and the lengths to which the Value Engineering team go through to present to prospects. Initial visuals combine sunbeams in deep water with a diver to give a sense of depth with the shafts of light implying elements of clarity and solution.

**Campaign key messaging**  
**Take the plunge**  
Jump in with us on an Adobe Day

**Testing the water?**  
An Adobe Day gives you the opportunity

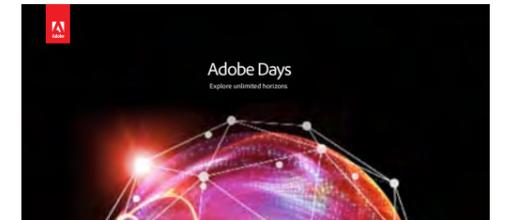
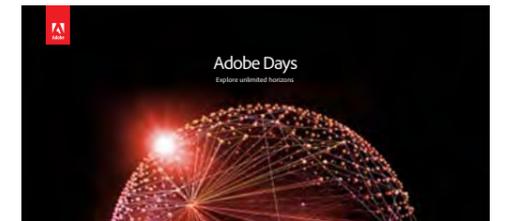


### Concept 6

#### Unlimited horizons

**Campaign concept**  
Uses an abstract spherical image to reflect the connections and data sharing of the Marketing Cloud applications. Coupled with the effect of a stylised sun rising behind the sphere, this implies size and the complexity of the interactions within the data sphere. The suggestion is then that a day is dawning, an Adobe Day. Again, the images serve to convey a sense of depth and also the lengths and complexity of data the Value Engineering team go through to present to prospects.

**Campaign key messaging**  
**Adobe Days**  
Explore unlimited horizons



**Adobe Summer in the City event** Concept material for Adobe Days. Adobe Days is a meeting between current low revenue Adobe Clients and the Adobe sales team to encourage the prospects to involve and invest more heavily with the Adobe Marketing Suite.

# UNDERGRADUATE PROSPECTUS 2017



# POSTGRADUATE PROSPECTUS 2017



## CHEMISTRY

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET. CONSECTEUR ADIPISCING ELIT. PELLENTESQUE BILANDUM VESTIBULUM ET. IN HAC HABITASSA PLATEA DICITUR. INTEGR COMMODO IMPERDIET FIGURA. DONEY IMPERDIET MAGIS QUAM BONNET VIVERRA. MORBI VEL CONVALLIS PURUS.

MORBI FELIGET ANTE UT METUS SUSCIPIT. SED EFFICITUR VESTIBULUM ET. PELLENTESQUE BILANDUM VESTIBULUM ET. IMPERDIET DAM RICHUM. CRAS VITAE VIVERRA QUAM. SED ET LORIBUS DAM. IN PULVINAR NISI. PHASSELLUS BILANDUM VESTIBULUM ET. IN HAC HABITASSA PLATEA DICITUR. INTEGR COMMODO IMPERDIET FIGURA. DONEY IMPERDIET MAGIS QUAM BONNET VIVERRA. MORBI VEL CONVALLIS PURUS.

DONEY PORTA UT METUS SUSCIPIT. SED EFFICITUR VESTIBULUM ET. PELLENTESQUE BILANDUM VESTIBULUM ET. IMPERDIET DAM RICHUM. CRAS VITAE VIVERRA QUAM. SED ET LORIBUS DAM. IN PULVINAR NISI. PHASSELLUS BILANDUM VESTIBULUM ET. IN HAC HABITASSA PLATEA DICITUR. INTEGR COMMODO IMPERDIET FIGURA. DONEY IMPERDIET MAGIS QUAM BONNET VIVERRA. MORBI VEL CONVALLIS PURUS.

### TEACHING AND LEARNING

LOREM IPSUM DOLOR SIT AMET. CONSECTEUR ADIPISCING ELIT. PELLENTESQUE BILANDUM VESTIBULUM ET. IN HAC HABITASSA PLATEA DICITUR. INTEGR COMMODO IMPERDIET FIGURA. DONEY IMPERDIET MAGIS QUAM BONNET VIVERRA. MORBI VEL CONVALLIS PURUS.

VIVAMUS BLANDIT SODALES ALIQUAM. ALIQUAM PHARETRA CURSUS FINIBUS. FACILIS VULNERATA FRINGILLA. PULVINAR ULTIMORPPE PURUS PLACENT QUI. NUNC SAGITTIS NULI. COMMODO QUIS SAPIENT VEL BLANDIT VENERANDA TURPI. MAECENAS ULTIMORPPE. NISI SAGITTIS METUS. VEL LACUS LACUS ANON NUNNA. NAMA VOLUTPAT TELLUS. VITAE ULTIMORPPE LOREM. PROH VITAE MI. IMPERDIET ET CONQUE SIT AMET. DICTUM VITAE AUGIA.

### PLACEMENT OPPORTUNITIES

NULA FACILIS. UT SIT AMET DUI PARTITUR. CONQUE ANON NUNNA. PELLENTESQUE DUI IPSUM. SAGITTIS SED AMEN NON. EGESTAS DIGNISSIM LOREM. SED QUI LACUS NON LACUS LORIBUS TACINA.

### CAREER PROSPECTS

QUIQUE FACILIS SAPIENT TRINCidunt PULVINAR PARTITUR. UT QUI ANON ERIS. QUI TRISTIQUE QUAM. IN ET PRETIUM NISI. DONEY CONVALLIS JUTTO MASSA. VEL MAECENAS IPPUM ALIQUAM NON. SED VITAE INCONDIEMTUM FINE. AGESTAS ERAT NON CONDIEMTUM ULTRICES. PHASSELLUS DOLOR TORNO. MATIUS IN CONDIEMTUM VITAE. AGESTAS SED MAGNA. DUIS CONSEQUAT. MI A VOLUTPAT LACUS. METUS FELIS HENDRENT ORCI. SIT AMET EUISMODI BLANDI EXERAT AMET FELIS. MORBI VEL MASSA MAECENAS. ALIQUAM VEHICULA LOREM MAGNA. QUISQUE VEL MAECENAS VEL ODO FIBUS VIVERRA. IN HAC HABITASSA PLATEA DICITUR. PROH NON FERMENTUM NISI. PULPA LORIBUS LACTUS CURSUS.

LIBERIS ANIM SIT AMET FELIS. MORBI VEL MASSA MAECENAS. ALIQUAM VEHICULA LOREM MAGNA. QUISQUE VEL MAECENAS VEL ODO FIBUS VIVERRA. IN HAC HABITASSA PLATEA DICITUR. PROH NON FERMENTUM NISI. PULPA LORIBUS LACTUS CURSUS.

LOREM IPSUM DOLOR SIT AMET. CONSECTEUR ADIPISCING ELIT. VESTIBULUM AUGUE. MAURIS PRETIUM A FELIS QUIS CONVALLIS. PHASSELLUS IN ELEIFEND DIAM. PHASSELLUS QUI NELLE IPSUM. PELLENTESQUE

## READING

MORE THAN JUST A FESTIVAL. MORE THAN JUST A TOWN

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET. CONSECTEUR ADIPISCING ELIT. PELLENTESQUE BILANDUM VESTIBULUM ET. IN HAC HABITASSA PLATEA DICITUR. INTEGR COMMODO IMPERDIET FIGURA. DONEY IMPERDIET MAGIS QUAM BONNET VIVERRA. MORBI VEL CONVALLIS PURUS.

## NIGHT LIFE

LOREM IPSUM DOLOR SIT AMET. CONSECTEUR ADIPISCING ELIT. PELLENTESQUE BILANDUM VESTIBULUM ET. IN HAC HABITASSA PLATEA DICITUR. INTEGR COMMODO IMPERDIET FIGURA. DONEY IMPERDIET MAGIS QUAM BONNET VIVERRA. MORBI VEL CONVALLIS PURUS.

University of Reading Prospectus 2017 Pitch concepts for the University of Reading prospectus. Intial front covers and spreads for Undergraduate and Postgraduate options.



quality | exciting | purposeful

# adversity doesn't have to equal catastrophe



PSIXCHANGE

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Pharmasol Initial concepts for ad campaign for document management  
psiXchange Adcepts software for the pharma industry



# PLAN FOR THE WORST, HOPE FOR THE BEST

PSIXCHANGE

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# when there's no room for error

PSIXCHANGE

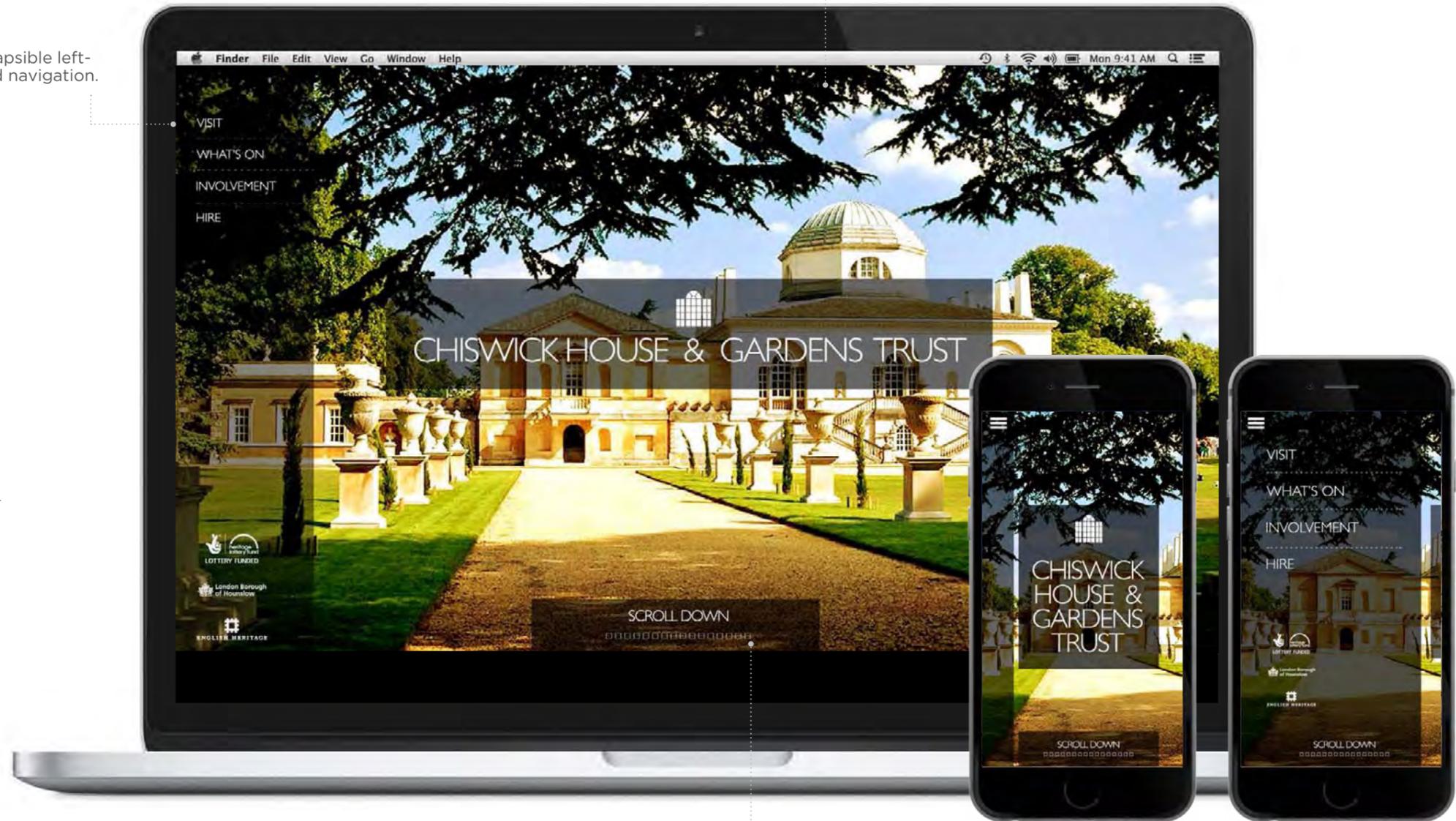
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Full-screen image.

Collapsible left-hand navigation.

**Chiswick House Website and digital identity refresh**

New website for Chiswick house, involving full screen images, multi-directional scrolling navigation, modular layout for mobile.



Scrolling down takes the user on a journey through the House and Gardens. Each page has options to exit the journey and read more information in detail (see overleaf).

Menu is shown in collapsed mode.

Button to exit the journey and explore the Gardens further.



Small garden article with picture.

Small garden article, no picture.

Large garden article expanded.

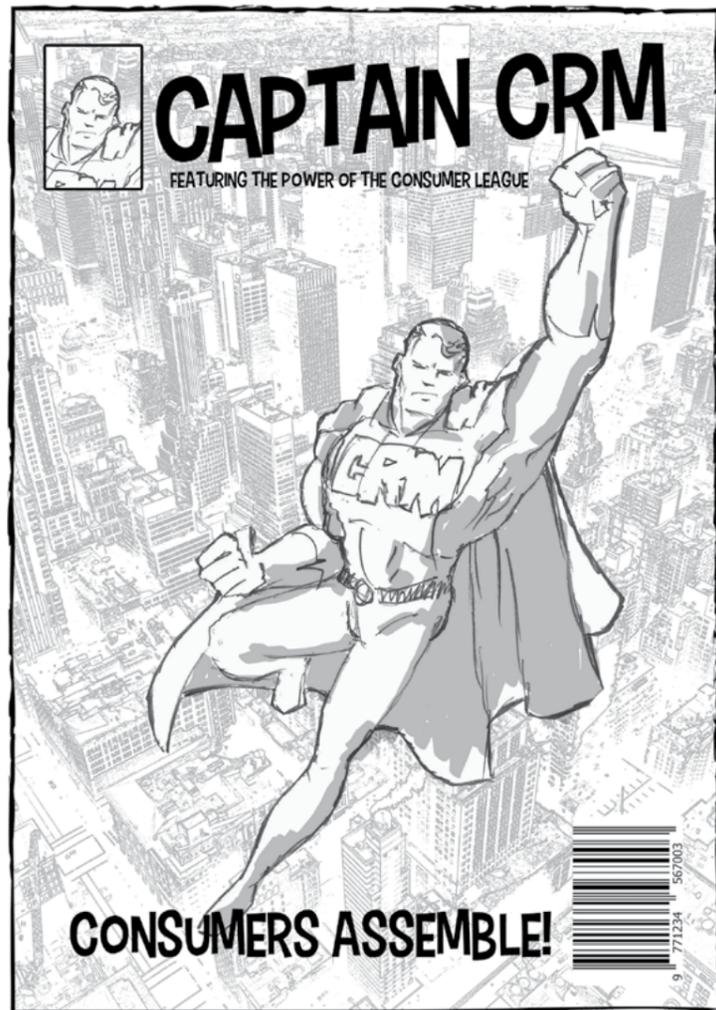


Scroll down or click here to return to the journey.

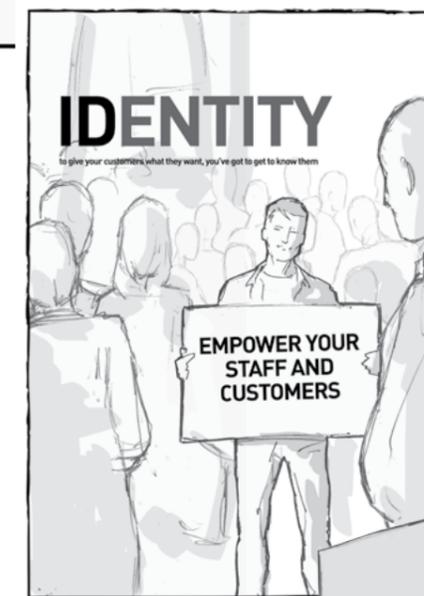
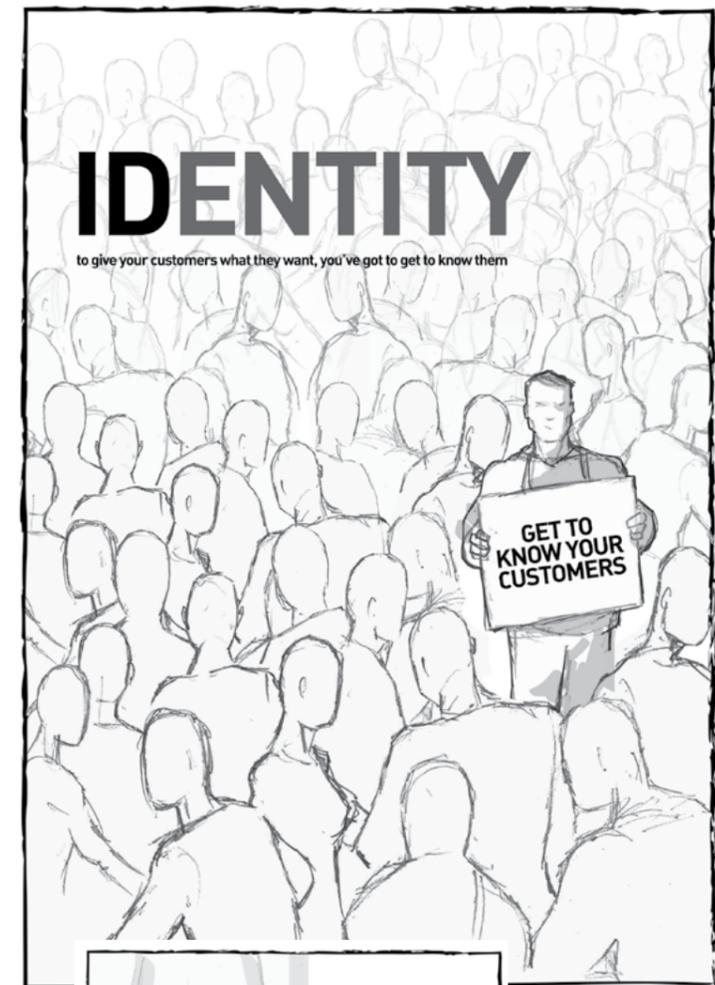


**Ad:Tech visual identity 2016** Combining three separate identities into one 3D graphic to retain a different aspect for each keyword whilst bringing the whole identity together as a whole.





**K3 CRM** Initial concepts for a customer empowerment direct mail piece.  
Love your customers  
DM





**K3 CRM** Final visuals for Customer Revolution DM. Featuring bespoke  
**Love your customers** DM box, USB giveaway and printed material.  
**DM**



1. A direct mail piece containing Google Cardboard goggles is sent out to mailing list with an invitation to the 'Look to the future' interactive event.

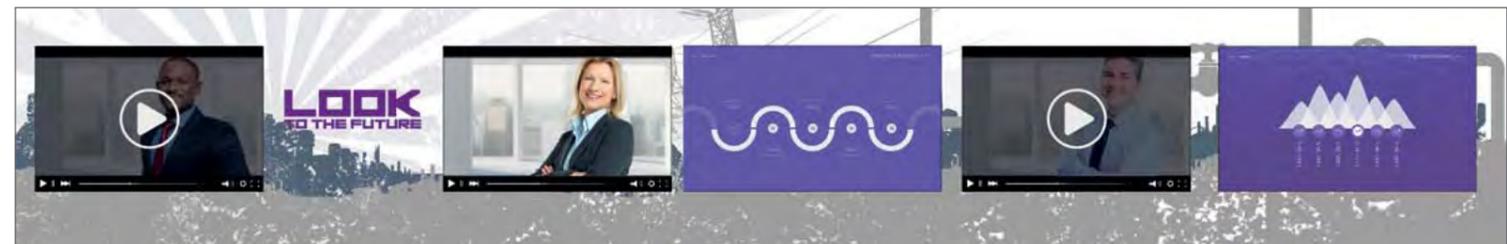
2. Using the VR goggles, the invitee visits 'Stage 1' of the VR experience, which acts as a teaser for the main event. The countdown clock moves forward towards the event date. On the actual day, the clock would be replaced with a 'Click here to join' message.

3. On the day of the main event, we release three presentations, which may be videos or slide shares or similar. These can be watched or played in the VR environment using the goggles or on a K3 CRM branded web page.

NB: At key points during the main event presentation we can promote extra content to be utilised by the VR goggles.



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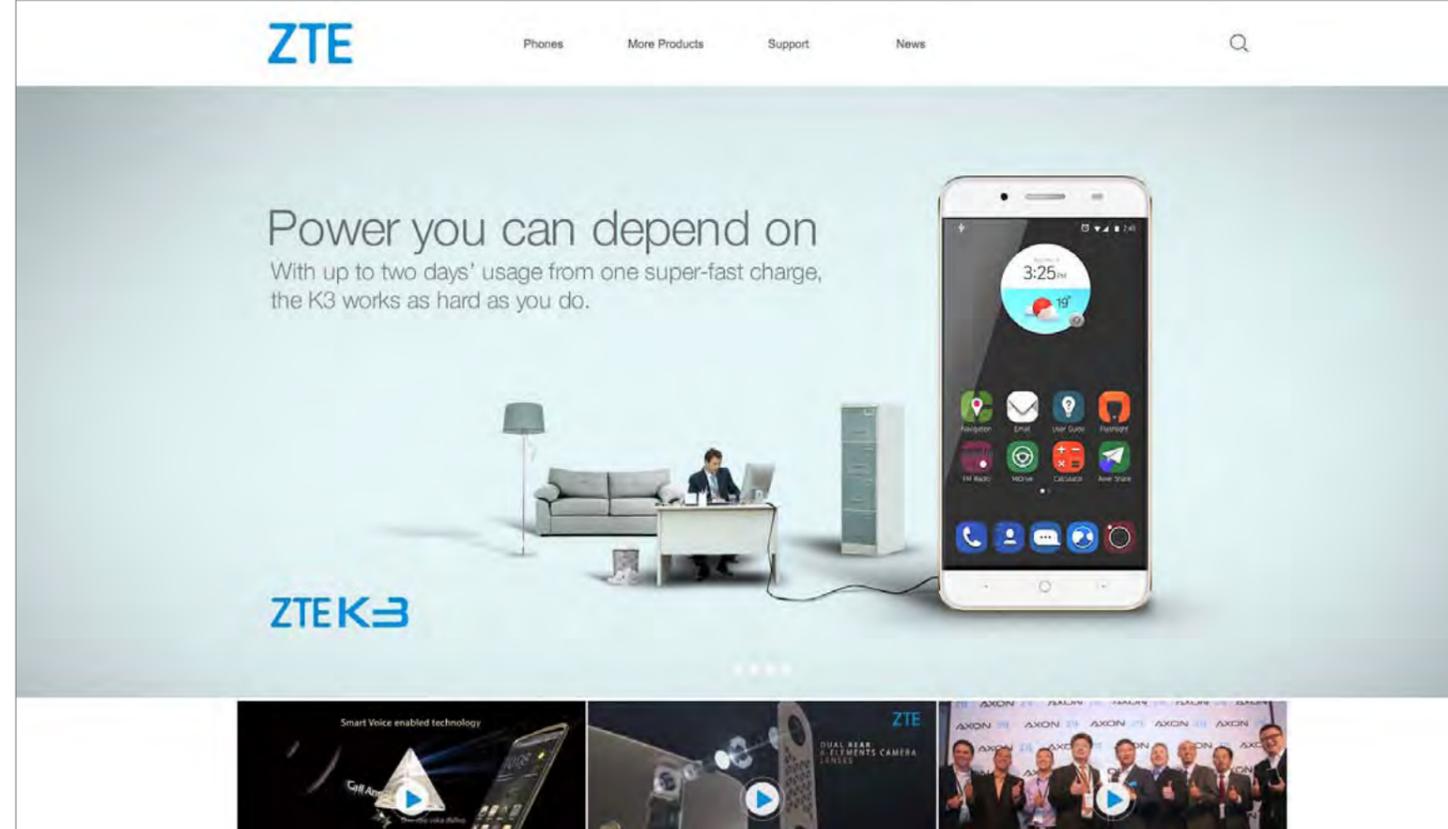
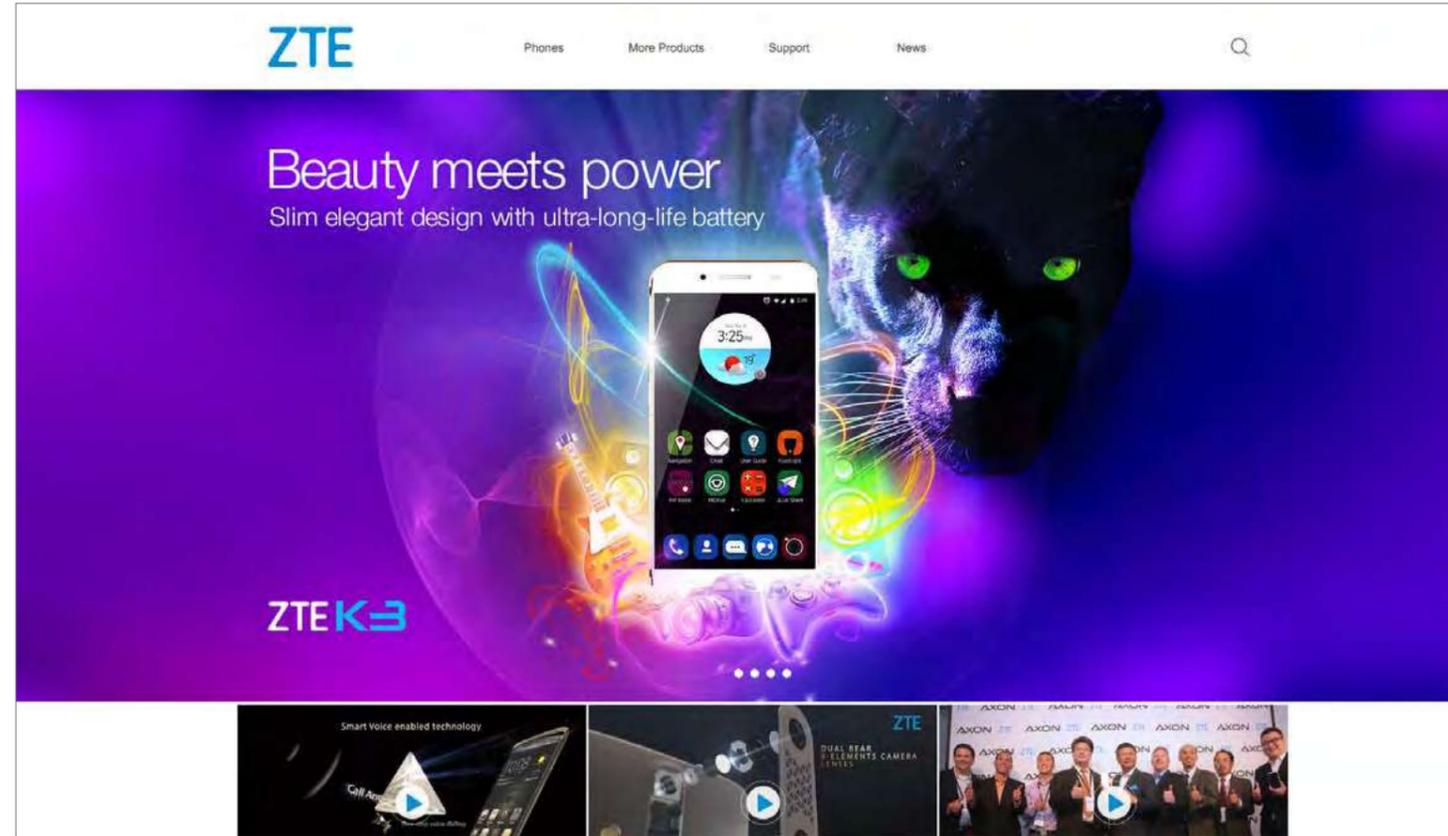
**K3 CRM** Expansion to the original DM piece to include  
**Love your customers** VR glasses and VR experience where users can  
**DM** meet the team, watch videos and read important  
 infographics in a new way.



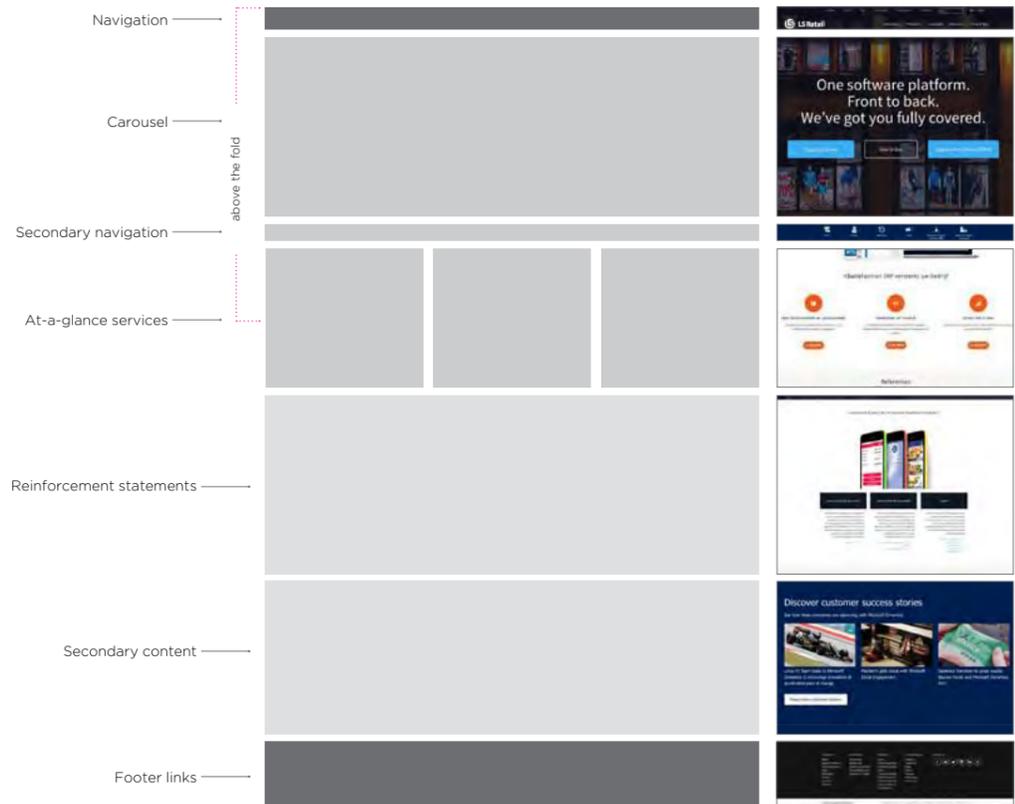
**ZTE Blade A112 Launch material** Initial concepts and mood board for Chinese company to visualise campaign collateral.



**DLR PPE Awareness Campaign** Concepts for a campaign to raise awareness of Personal Protection Equipment on the factory/maintenance floor at Docklands Light Railway.



**ZTE K3 Digital campaign** Initial concepts and mood boards to communicate to Chinese clients the visual campaign for online promotion of the new K3 Phone.



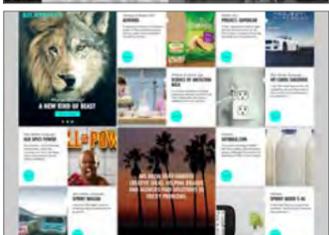
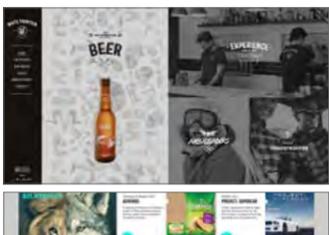
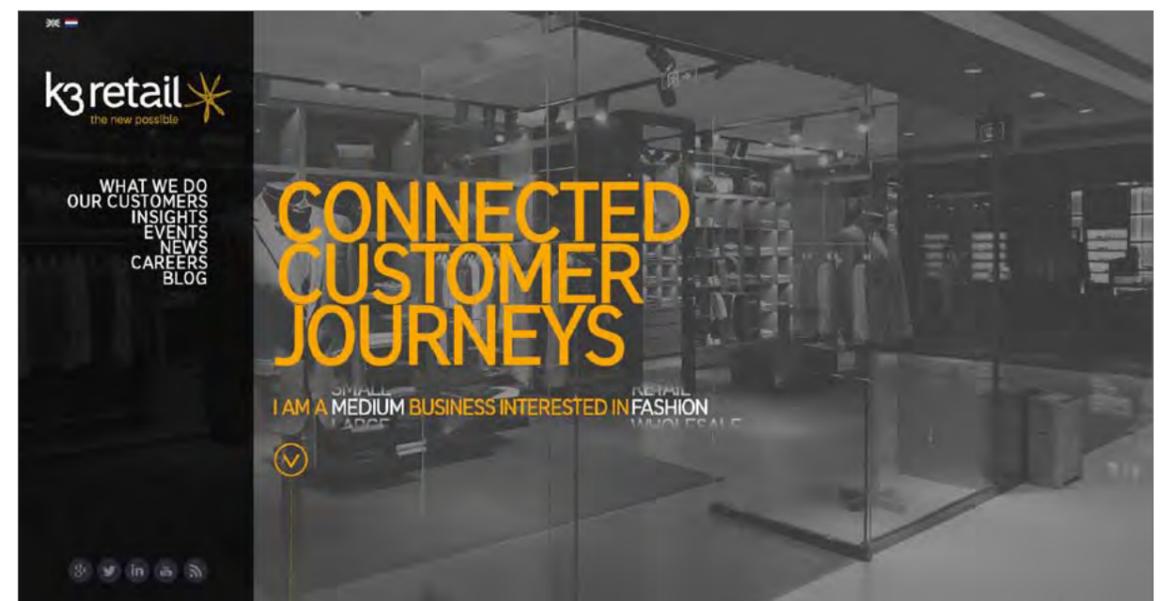
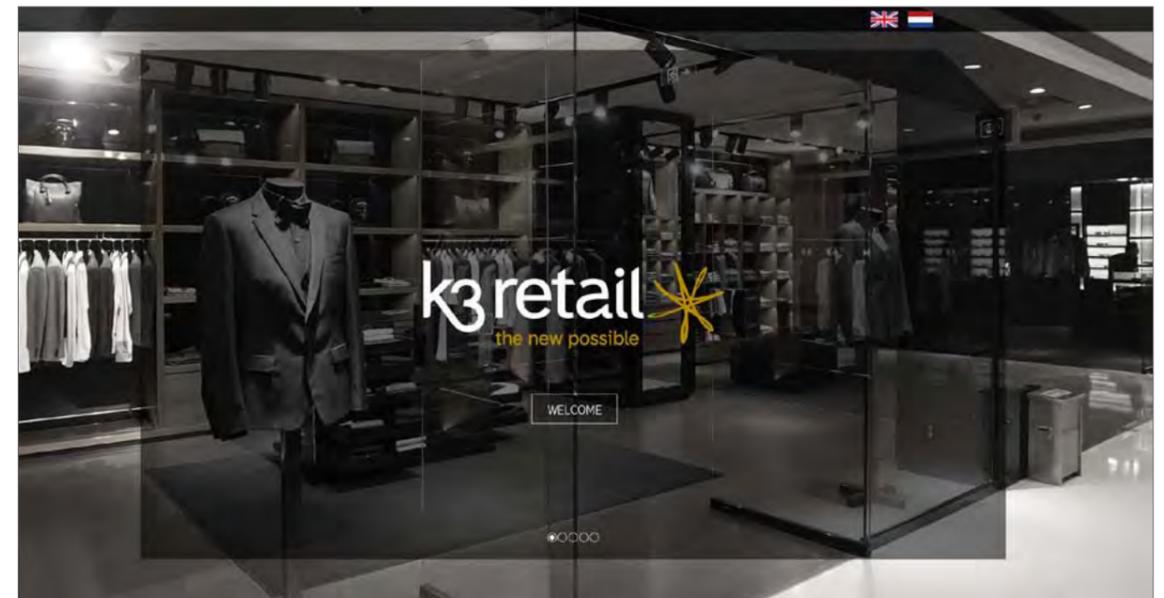
The standard structure

While the current trend has been done to death, it was a welcome design improvement when it emerged about 18 months ago. It's also brought responsive design to a huge number of websites, which has enhanced mobile browsing.

As the way we consume the web has changed, common UI design patterns have emerged, leaving little opportunity for innovation. Wide/fluid background sections combined with long vertical scrolling, hero sliders, and parallax feature strips have become very common. Coupled with the ever-increasing popularity of the theme marketplace - WordPress being a prime example - it's often hard to tell websites apart. The K3 Retail website is guilty of this.

But having a similar look isn't necessarily a bad thing. For example, a checkout will always be a checkout and should function as such. There's no reason to reinvent the wheel. UI patterns must guide users through a smooth experience.

So the biggest problem with the current design trend is that it's very difficult to be original. Any website following this pattern will feel the same, regardless of minor colour and image differences. This is a side effect of mass adoption. Early adopters are no doubt feeling stale today.



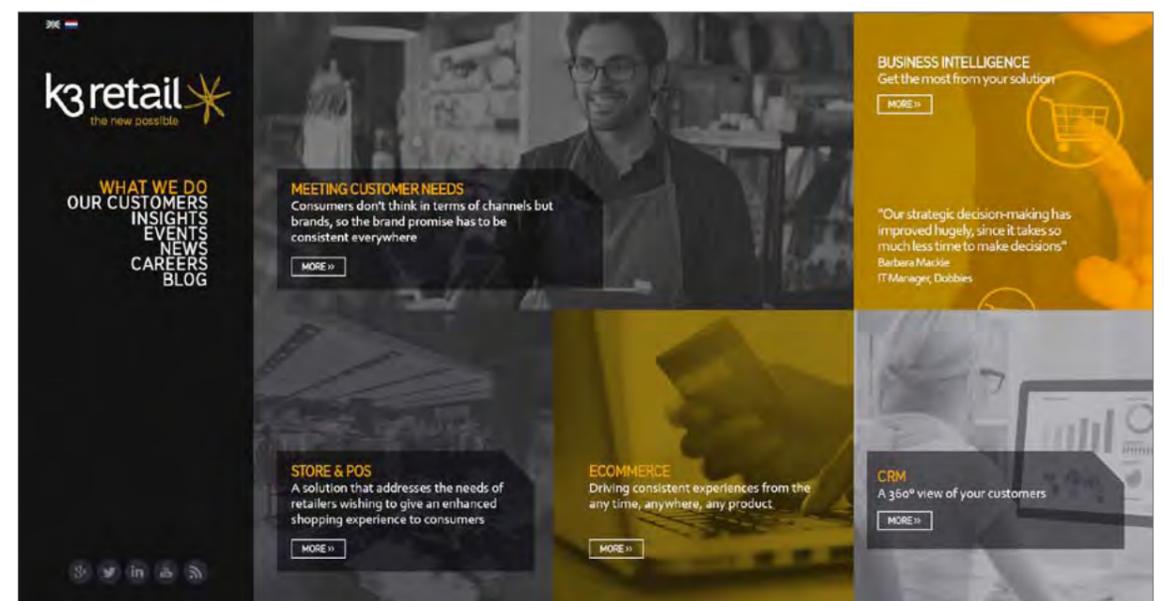
**Card layouts:** Pioneered by Pinterest, cards are everywhere on the web because they present information in bite-sized chunks perfect for scanning. Each card represents one unified concept. Since they act as 'content containers', their rectangular shape makes them easier to rearrange for different device break points.

The constraints of smaller screens have actually helped the web to become that little bit more modular, with responsive design now one of the foremost web design trends. Pages can be broken up into their constituent parts, and reordered on the fly, depending on browser or screen sizes. Content spread over three or four columns can be repositioned into just one.

Animation is being used more and more to enhance storytelling, making the experience more interactive and entertaining. Our eyes are naturally drawn to motion, which makes it the perfect tool for drawing a user's attention. Motion can also help with visual hierarchy and can help add interest and intrigue to forms, calls to action and menu items. Smooth scrolling relies on animation and gives further control to the user, who can determine the pace of how the animation unfolds. However, you can't just stick animation in anywhere. Consider carefully whether it adds to your website's story.

**Hero images:** Since vision is the strongest human sense, high-definition hero images are one of the fastest ways to grab a user's attention. Thanks to advances in bandwidth and data compression, users won't suffer from slow load times either. One common layout you'll find is a hero image above the scroll, followed by either zig-zagging sections or a cards-based arrangement.

**K3 Retail Website concepts and rationale** Initial presentation of how standard website design can be expanded on to use full screen images and modular layout whilst still retaining a professional cutting edge.





Red Whale GP promotional campaign Initial concepts for printed material and website to promote a campaign within GP surgeries to raise awareness of the work that GP's do.



**Personal** Personal projects involving digital painting for concept artwork