

PORT-

KATIE SMITH 2020 GRAPHIC DESIGN

FOLIO

Hi! I'm Katie, a recent graduate from Coventry University during the rather unusual year that has been 2020. I am an enthusiastic and conceptual designer that loves to experiment with the boundaries of design. Whilst at University I studied photography but I managed to never pick up a camera for more than 30 minutes! Instead, I could be found at my computer developing unique, conceptual projects that considered photography as part of a larger system of communication. These communication methods have translated into my design work as I find alternative ways to engage an audience in the work that I produce.

NIKE GIRLS +

BRIEF

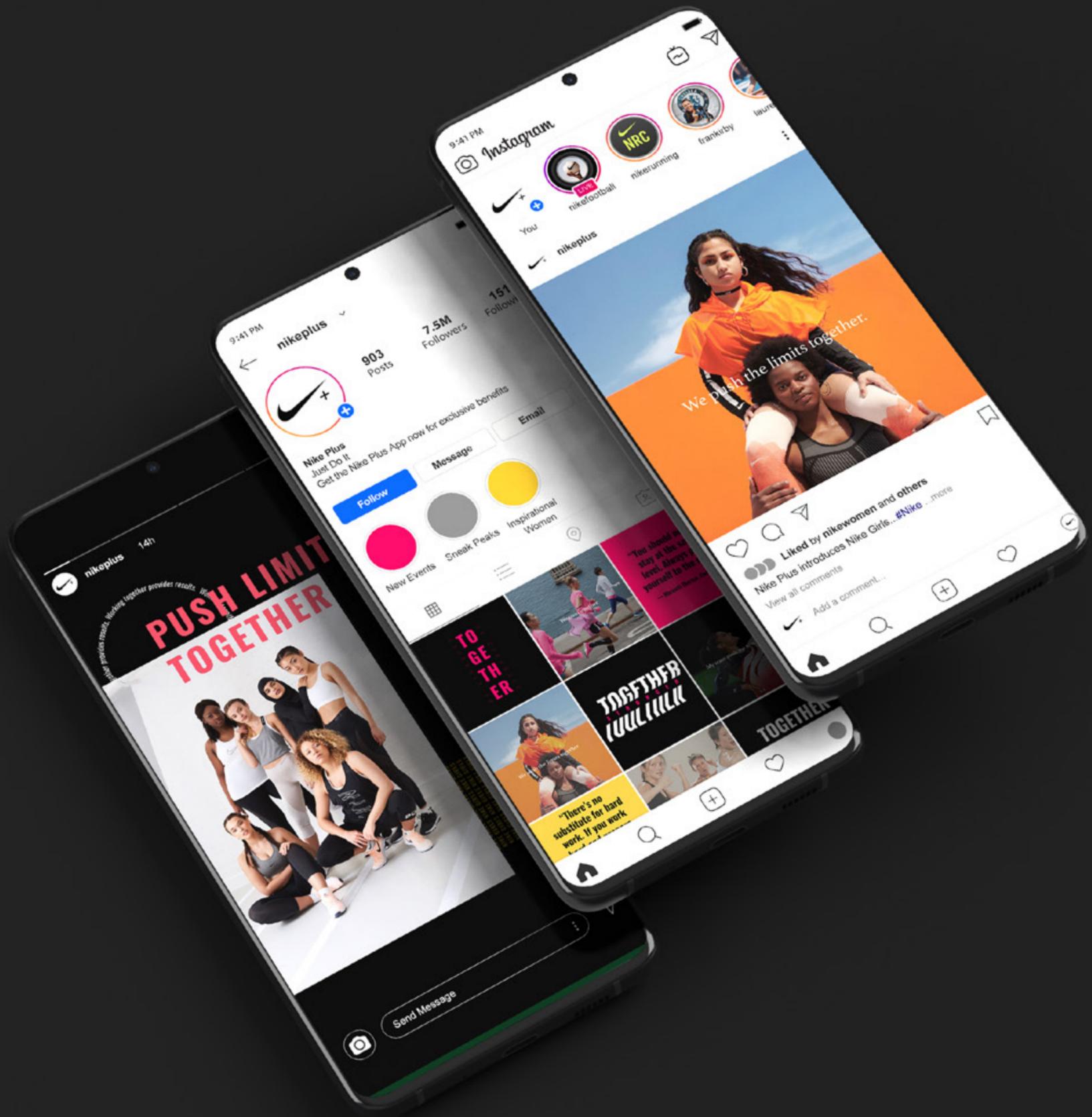
Girls ages 14 to 19 are statistically dropping out of sport at a higher rate than boys. Expand the NikePlus membership offer in 2020 to make it more appealing to this target audience. Consider how you will make NikePlus membership 'unavoidable in her path' and something that she deems 'useful' and will sign up to as a result.

SOLUTION

One of the reasons that girls in this age group drop out of sport is due to the fear of having to go alone and meet new people. Social media plays a big part in how this age group now meet people. Developing on from the current Nike Plus membership model, this campaign will provide safe meet up points and promote fun clubs and events to go to for the girls to meet one another. The app will enable users to connect with others going to the event so that they don't feel like they are going alone.







PUSH LIMIT TOGETHER

TOGETHER

TOGETHER

TOGETHER

Send Message

Instagram

nikeplus

903 Posts

7.5M Followers

151 Following



Nike Plus Just Do It. Get the Nike Plus App now for exclusive benefits.

Follow

Message

Email

New Events

Sneak Peaks

Inspirational Women

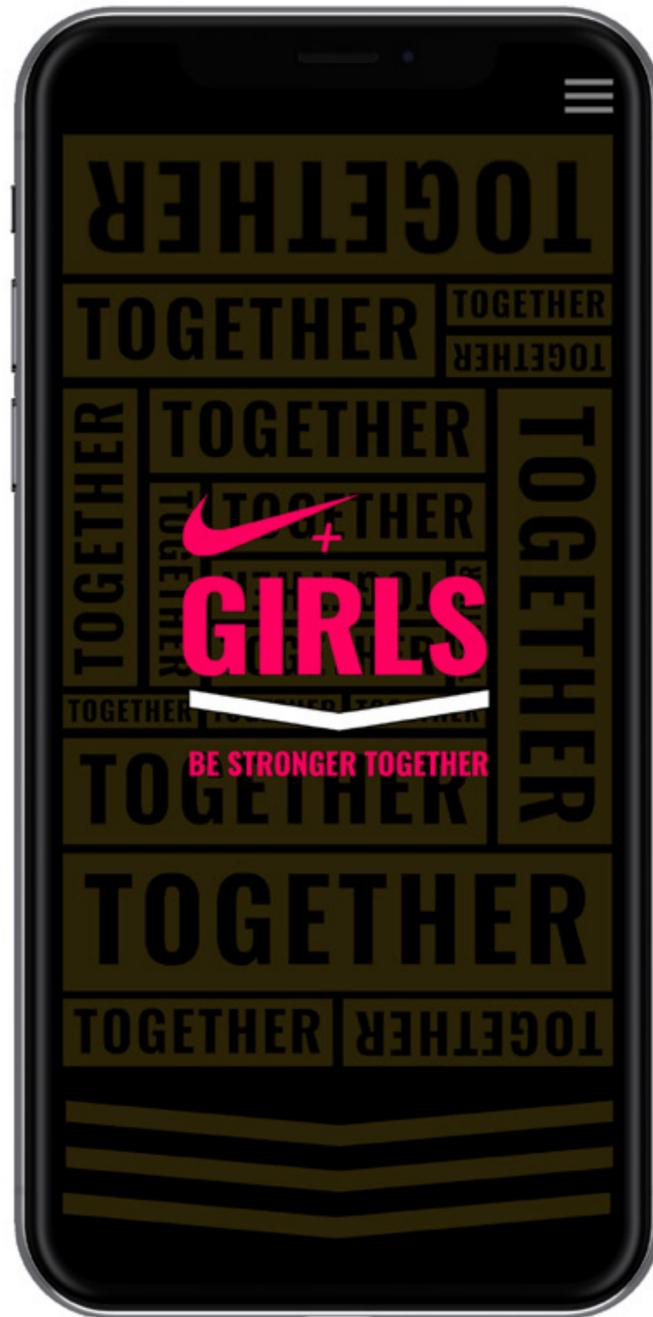
We push the limits together.

Liked by nikewomen and others

Nike Plus introduces Nike Girls... #Nike... more

View all comments

Add a comment...

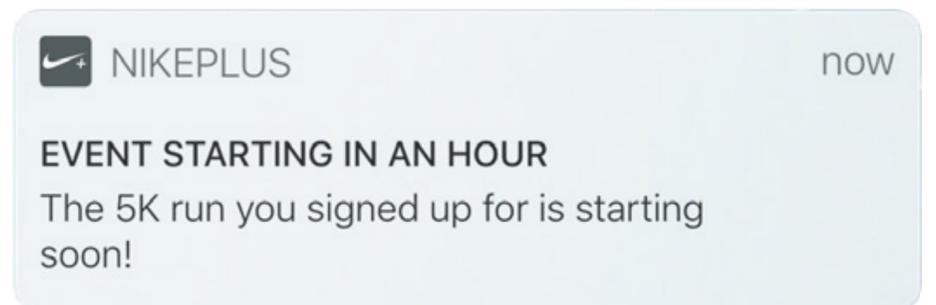
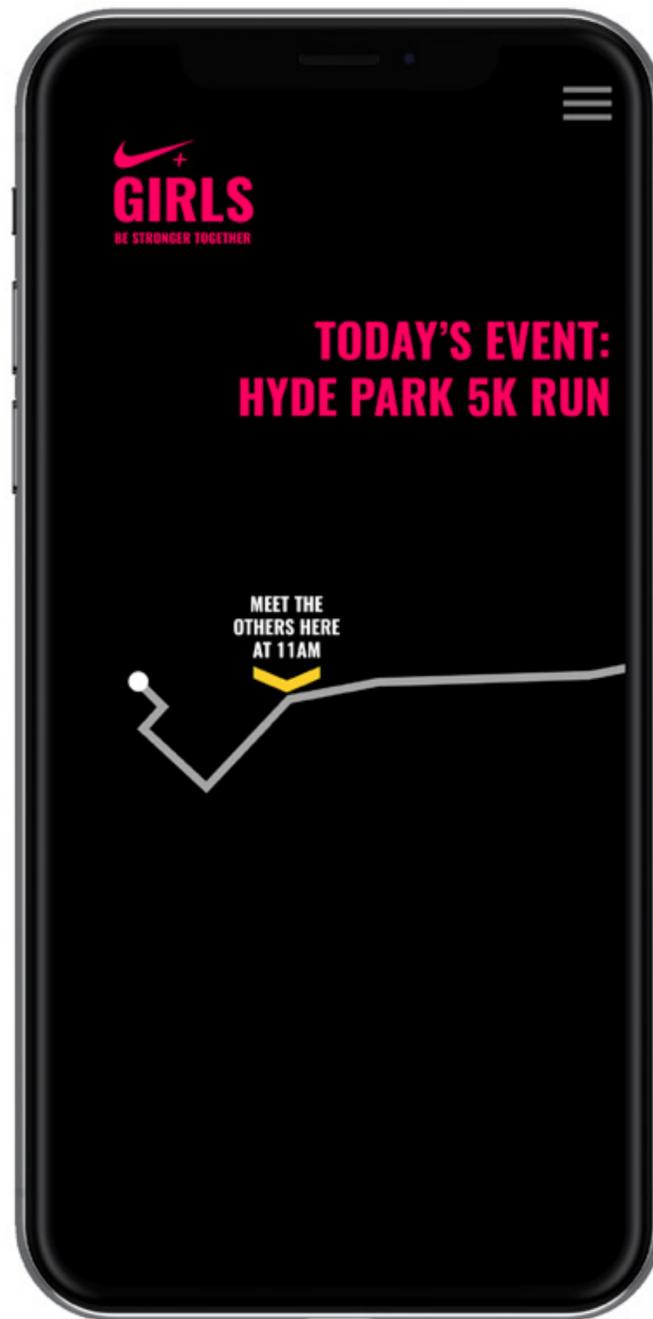


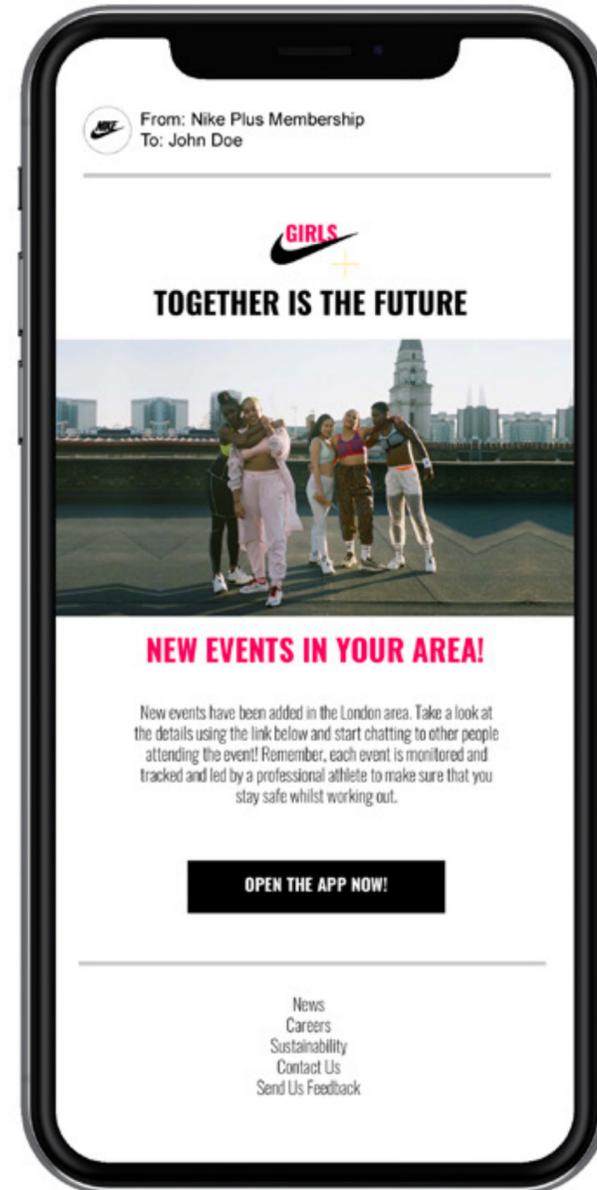
APP DESIGN

On the Nike + app there is a specific section for the Girls + scheme. The app allows users to sign up to events and chat to each other before events take place.

TRACKING

To make sure that all users are safe and know where they need to be going, they can activate a tracking section to the app as events start. This tracking can be turned off when the events end.





EMAIL MARKETING

It's important to keep the audience engaged and sending them email reminders of events is just another way of making sure that those signed up to the event do turn up.

CRABTREE & EVELYN

BRIEF

Crabtree & Evelyn is a quintessential British brand that over their 47 years have developed into a brand known worldwide for its handcreams and body lotions. The company need to develop the branding that they currently have in place. It has undergone 3 rebrands within the space of 3 years and it is leaving customers confused. Being an online retailer that relies on the smell of a product, the customer needs to be able to understand what they are buying without smelling the product.

SOLUTION

Having worked for the company, I used my working knowledge of the customers and products to create a packaging that would help to solve any confusion. The packaging and website design help the audience to understand the product that they are buying without smelling the product. They will also understand the benefits of the products.

Illustration licenses purchased from other artists.



CRABTREE & EVELYN LONDON



EVELYN ROSE

Bath and Shower Gel

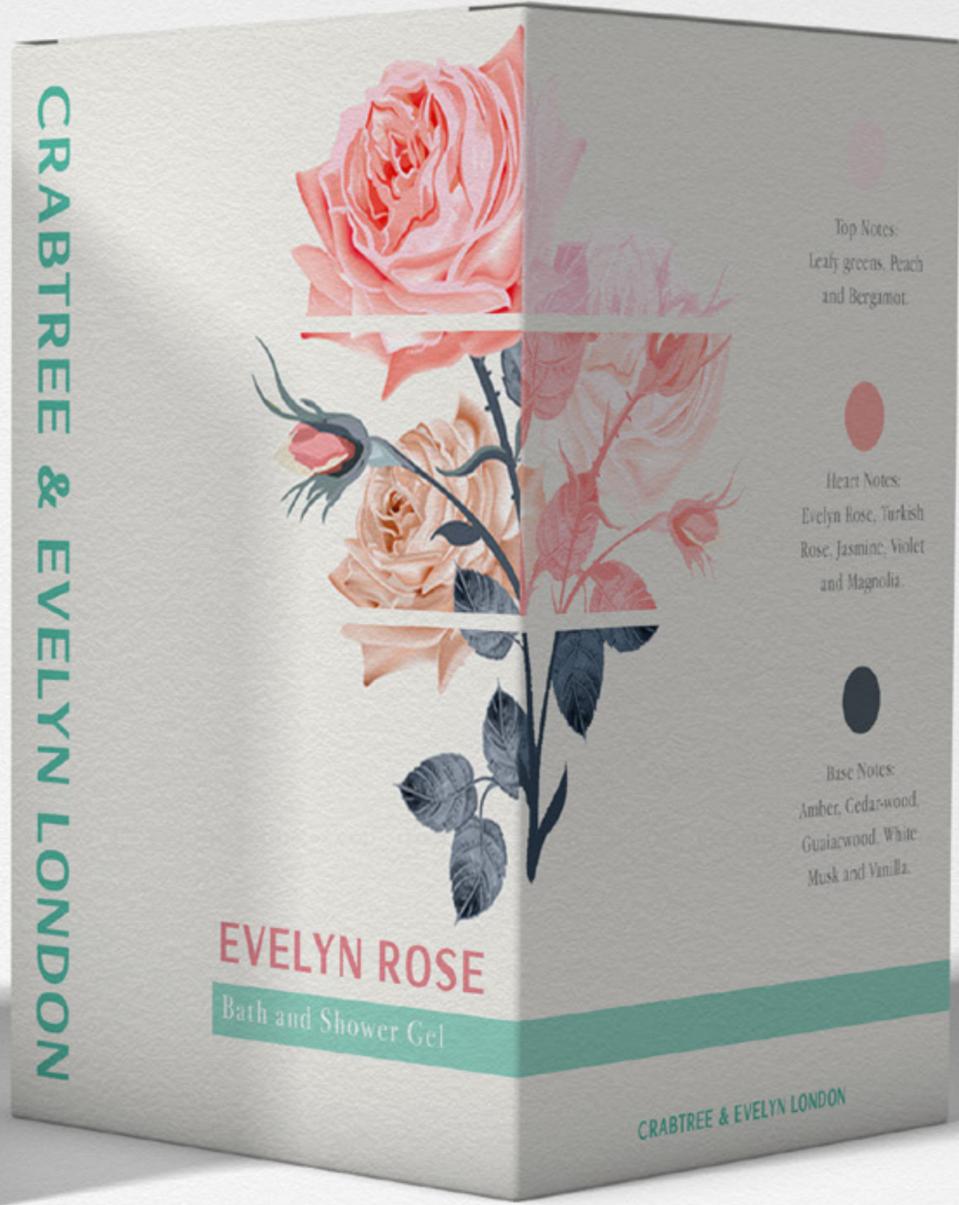
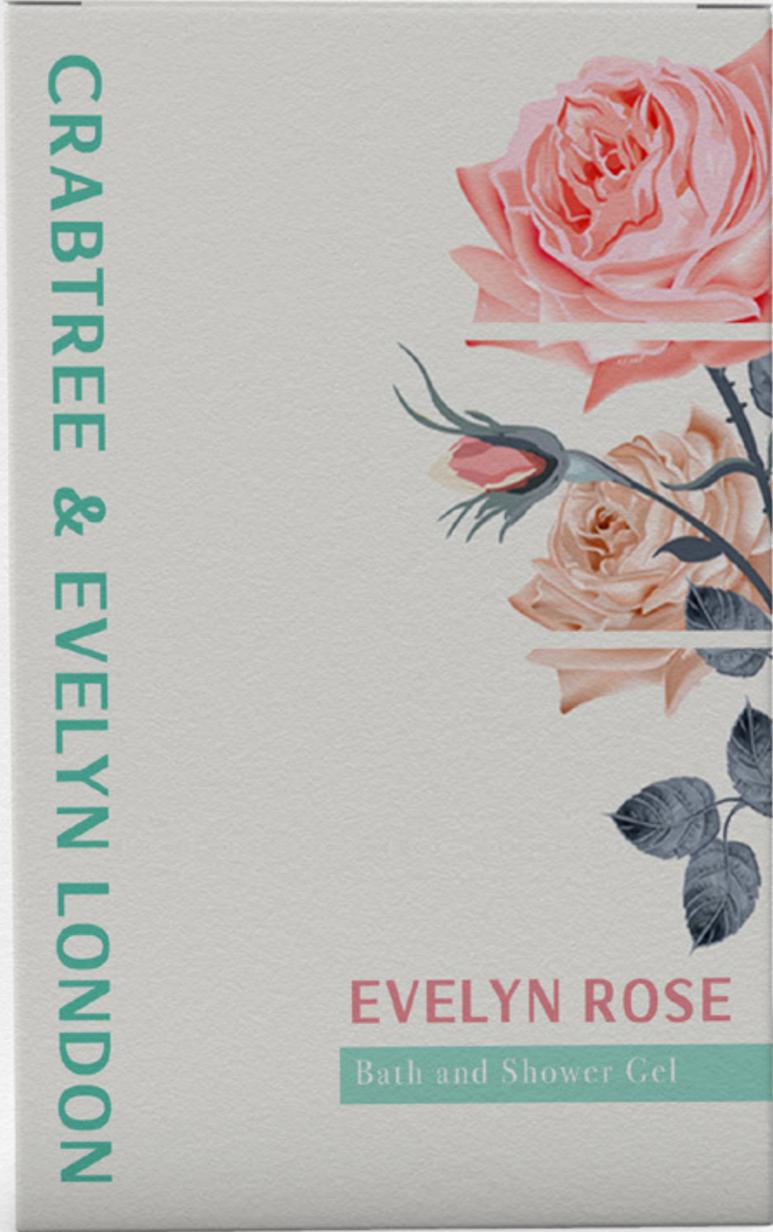


Top Notes:
Leafy greens, Peach
and Bergamot.

Heart Notes:
Evelyn Rose, Turkish
Rose, Jasmine, Violet
and Magnolia.

Base Notes:
Amber, Cedar-wood,
Guaiacwood, White
Musk and Vanilla.

CRABTREE & EVELYN LONDON





Top Notes:
Violet, Meyer lemon
and Valencia orange.

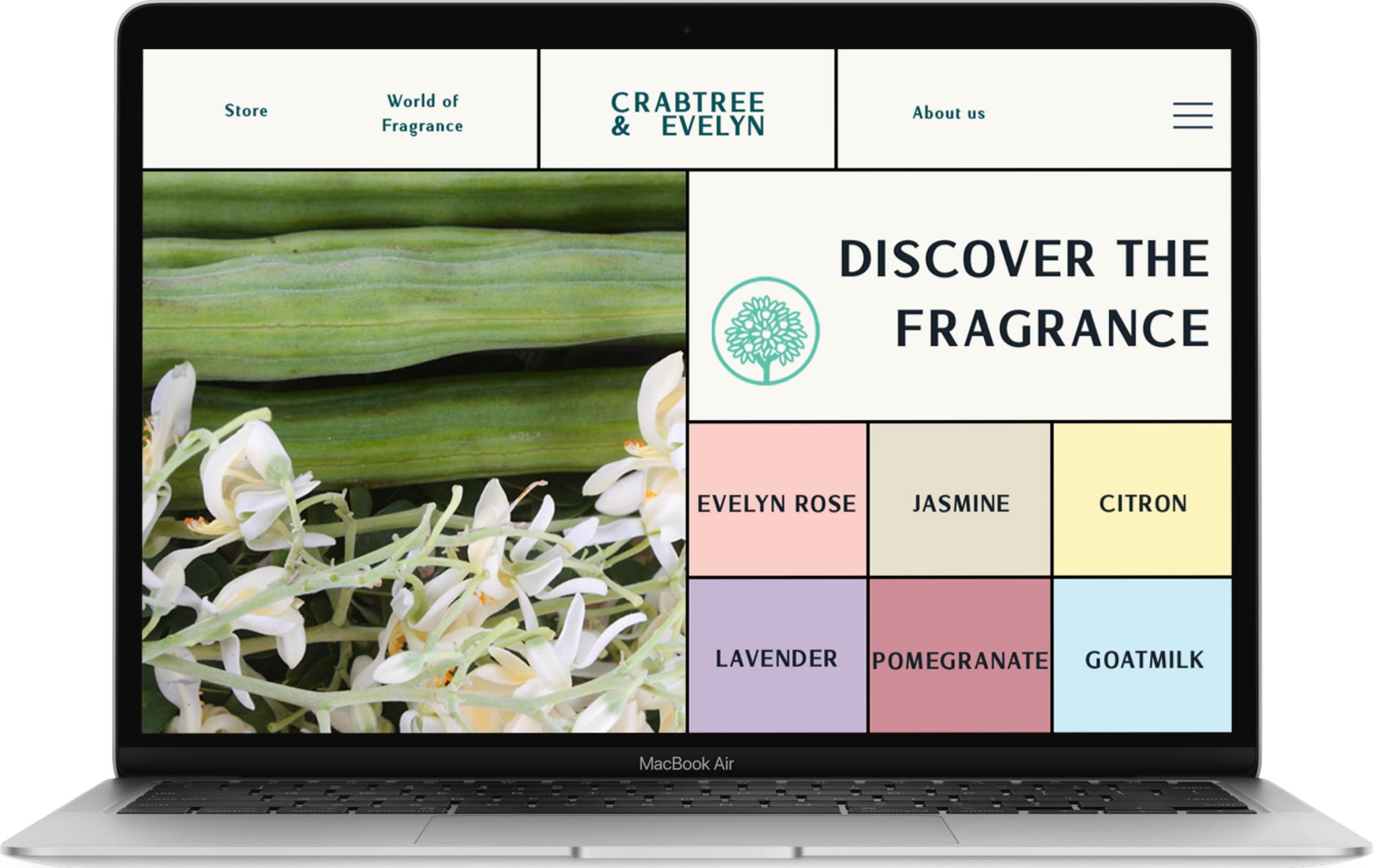


Heart Notes:
Jasmine, Gardenia and
Cyclamen.



Base Notes:
Tuberose, White amber
and Musk.





CLICK ANYWHERE TO PLAY VIDEO

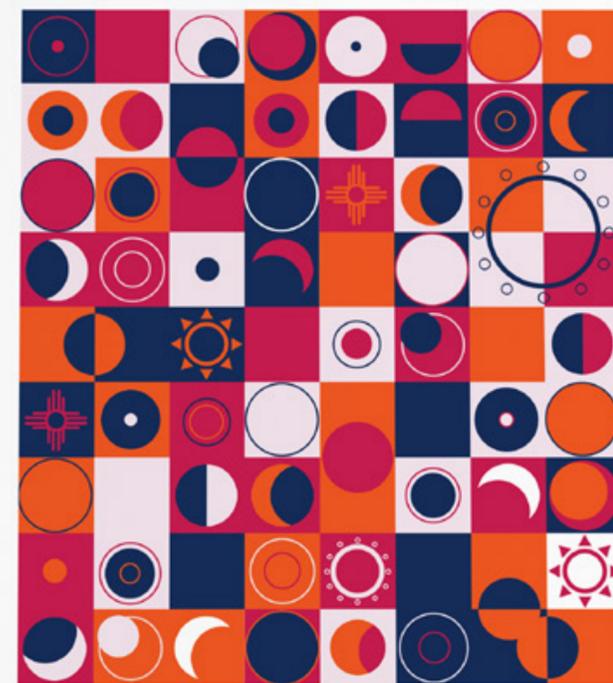
RETRO SPIRIT

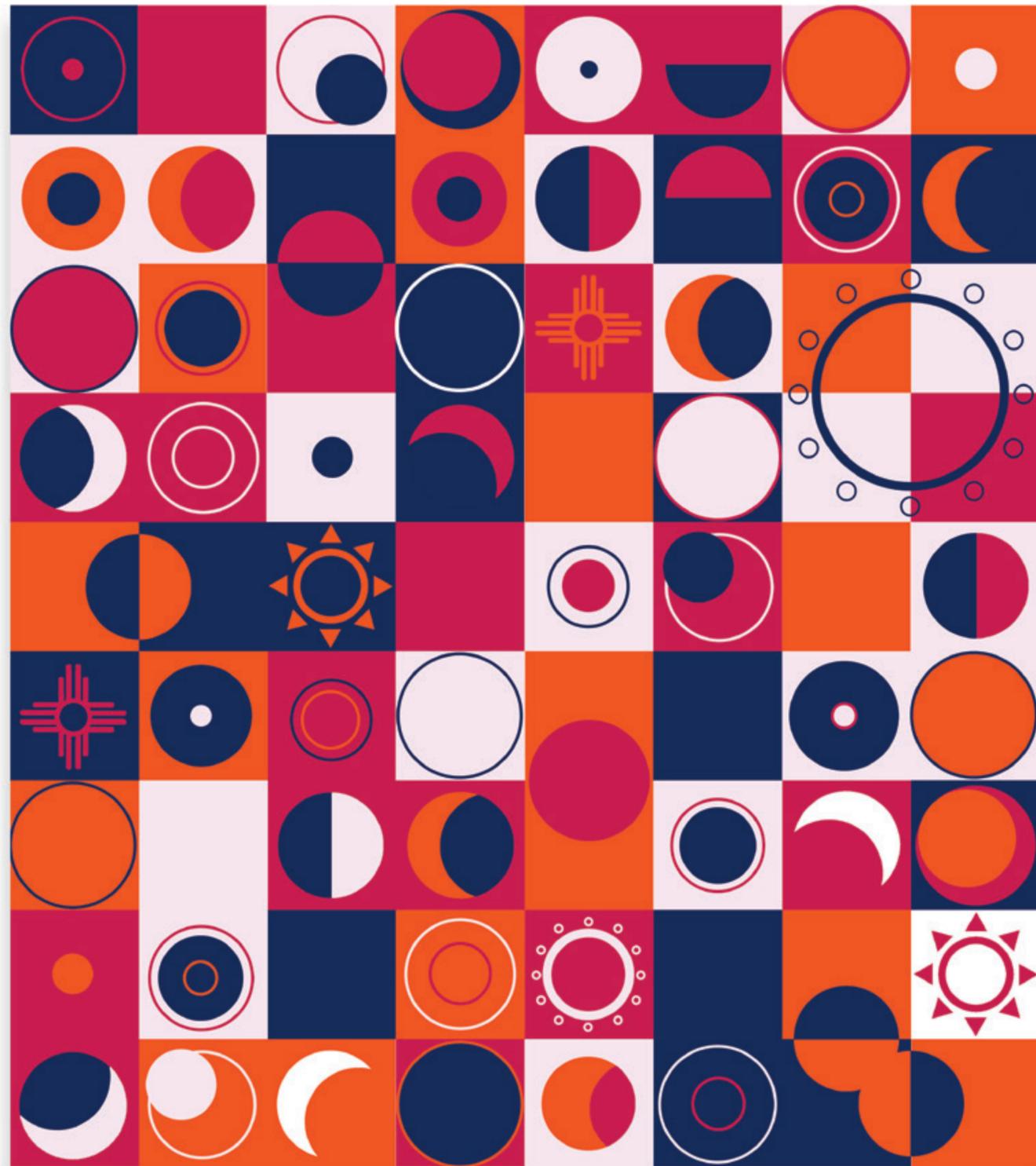
BRIEF

The 1970s saw a lot of cultural changes and as a result has multiple trends that can be identified - from the flare trousers to the Farrah Fawcett haircut. Use the 1970s as a point of interest to produce patterns that reflect on this period of change and source of inspiration. These patterns would be for the home and should be used together to give a sense of the 1970s in the modern home.

SOLUTION

There is so much inspiration to take from this period of time and therefore, three patterns were created in order to encompass these influences. Using a modular system brings together the three patterns and give the work a sense of structure for what was a very free spirited period of time.





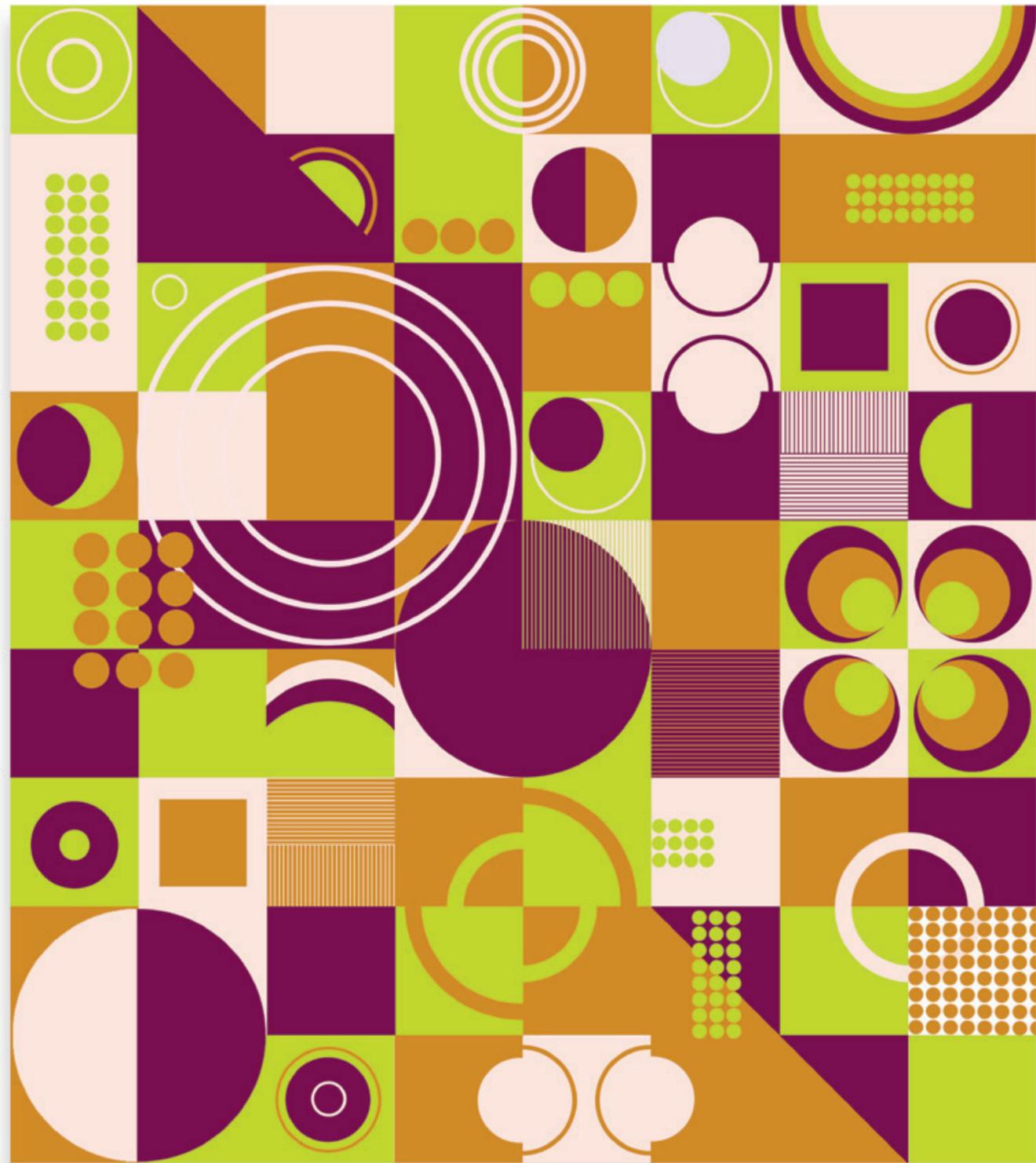
ASTROLOGY INSPIRED PRINT

The first print in this series is made from a series of symbols for the sun and moon. The square based structure brings the three prints together as each one becomes part of a bigger depiction of the retro spirit.

RETRO GAMING INSPIRED PRINT

The second print uses symbols from retro games. Forms are taken from Connect 4, Frustration/Trouble, Dice, Monopoly, Space Invaders, Pac Man, Breakout, Backgammon and Pong to name a few.





INTERIORS INSPIRED PRINT

Continuing the geometric modular system, this print uses patterns from retro interiors. The patterns are bigger and bolder to reflect the scale that these patterns were used within the interiors.

PATTERN APPLICATIONS



THE ROYAL BRITISH LEGION STAMPS

BRIEF

The Royal British Legion are celebrating their 100 year anniversary this year and to commemorate they are looking to have a series of stamps designed. The stamps need to reflect on the multiple roles of the legion within veterans lives after they have served.

Self-initiated Project.

SOLUTION

After designing a logo for the occasion, my focus shifted on to who the Royal British Legion supports. The poppy appeal is a big fundraiser for the charity and as a result, they became a key focus. The collection utilises the colour of service uniforms from the RAF, Navy and the Army, whilst also engaging with the acts of remembrance that take place.





BETWEEN SPACES

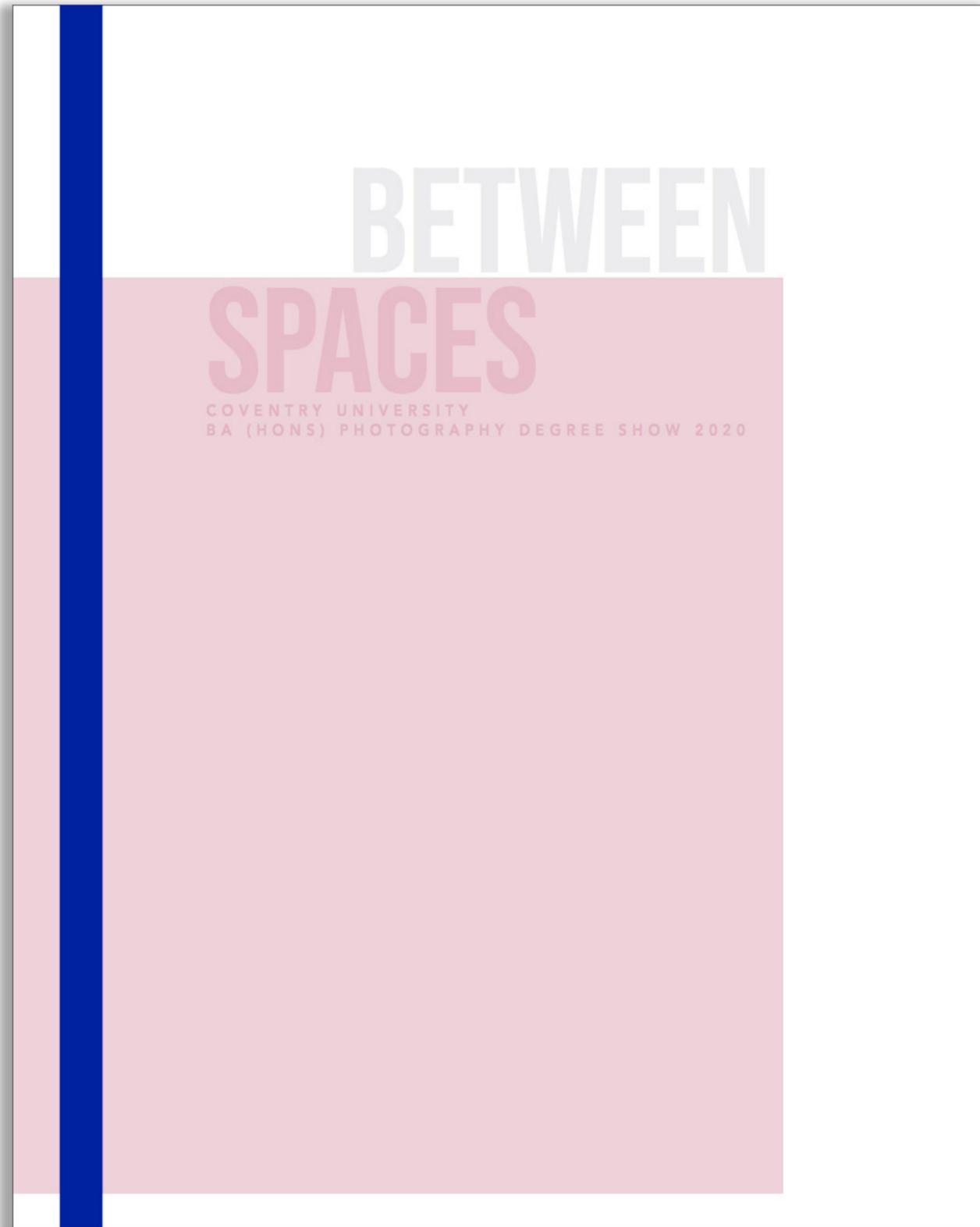
BRIEF

Design a publication that will bring together the work of 25 artists. Each project is from their final major project and will include images and an artist statement.

SOLUTION

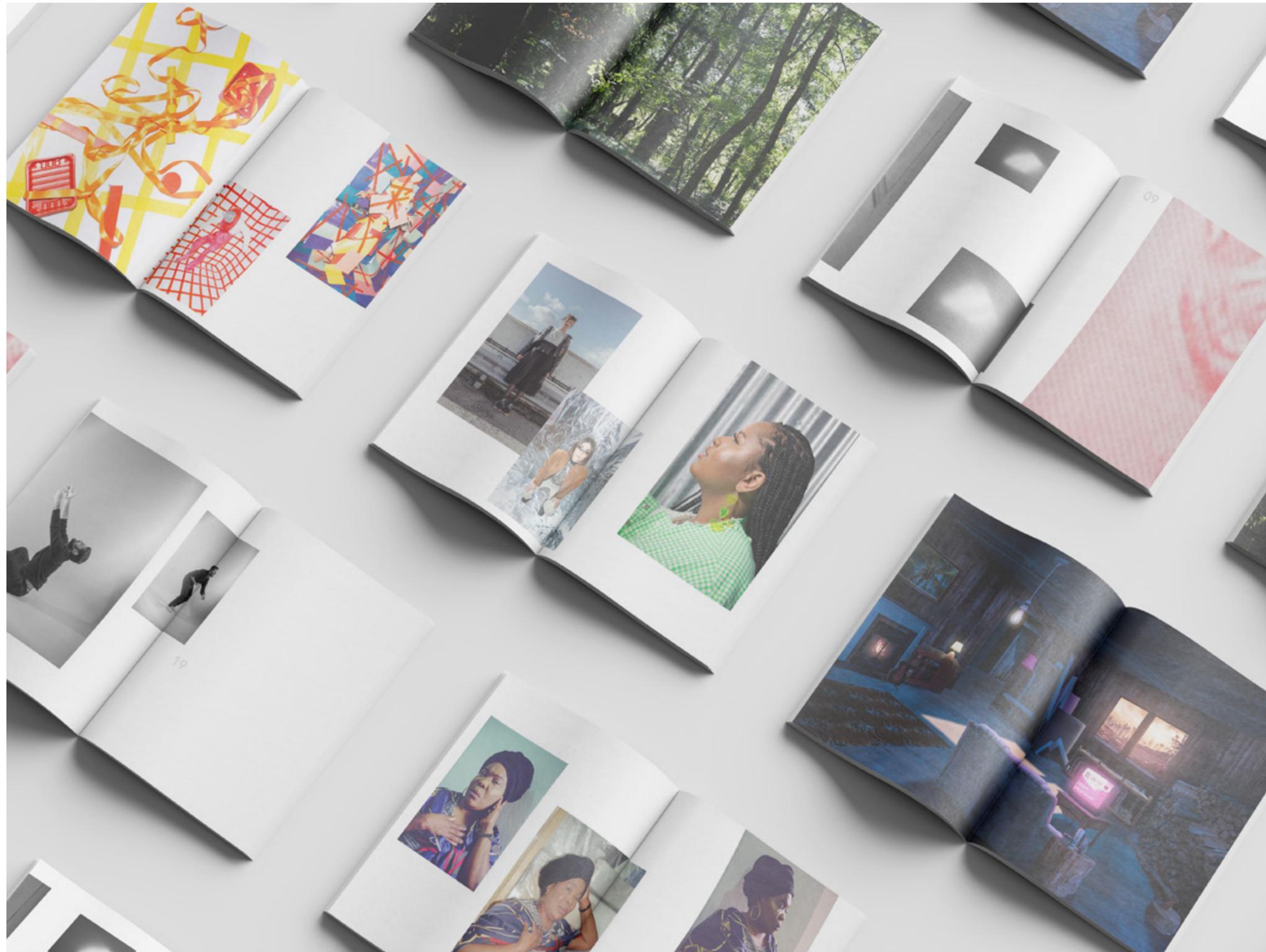
The publication has been curated and then each artist has been given a number. This number appears on the page next to the work and is then linked to the artist's name and artist statement at the end of the book. The artist statement and images have been separated so that the focus is on the imagery.





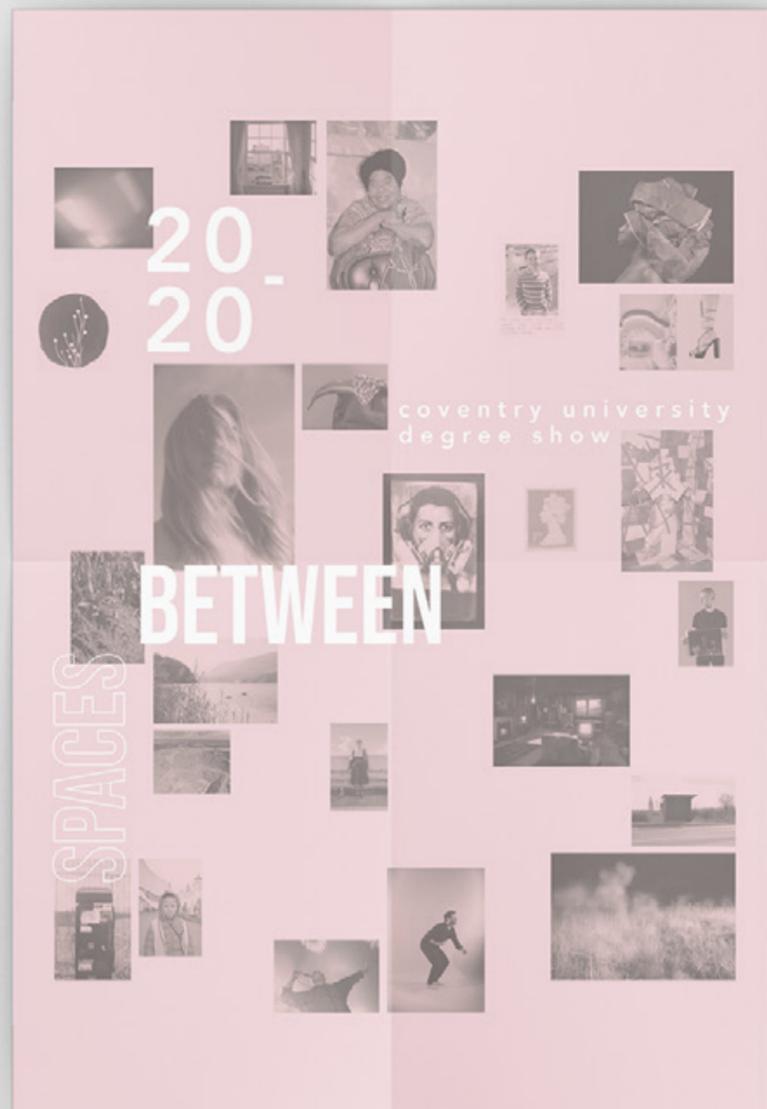
CONCEPT

The front cover comes in two parts. To make the publication more conceptual, the poster provides a second space to explore the artist statements. This takes on the title of 'Between Spaces' in a more literal sense. Once folded out, the cover has a poster on the reverse showing an image from each of the projects.



LAYOUT

We didn't want the projects to appear stand alone and forced together. One of the ways this is avoided is by folding some of the images over the page. The layouts are then designed to make the audience consider the work before reading the artist statement.



DESIGN

The overall design of the publication acted as more than just a catalogue of work that you would receive at an exhibition. The aim is to encourage a more engaged reaction between the audience and each piece of work.

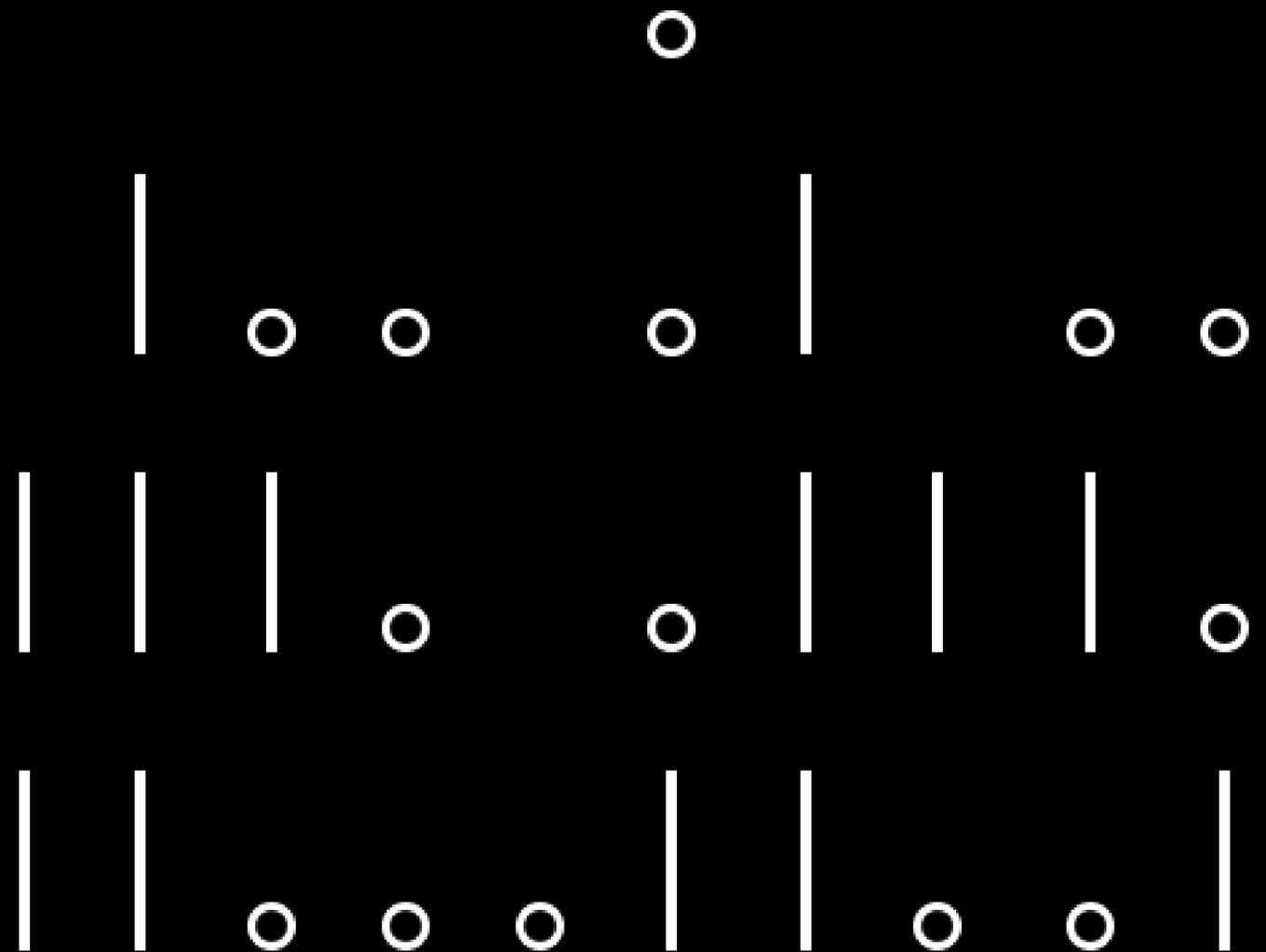
MORSE BOARD

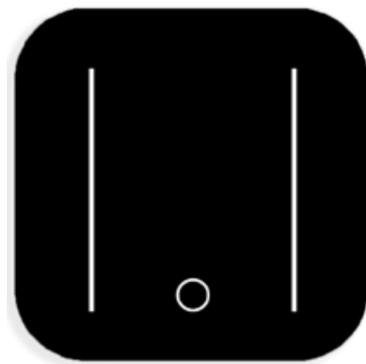
BRIEF

Sometimes during the moment it is difficult to identify how you are feeling. Develop an app that is going to encourage users to track their emotions and take on the approach of 'each day is a new day'.

SOLUTION

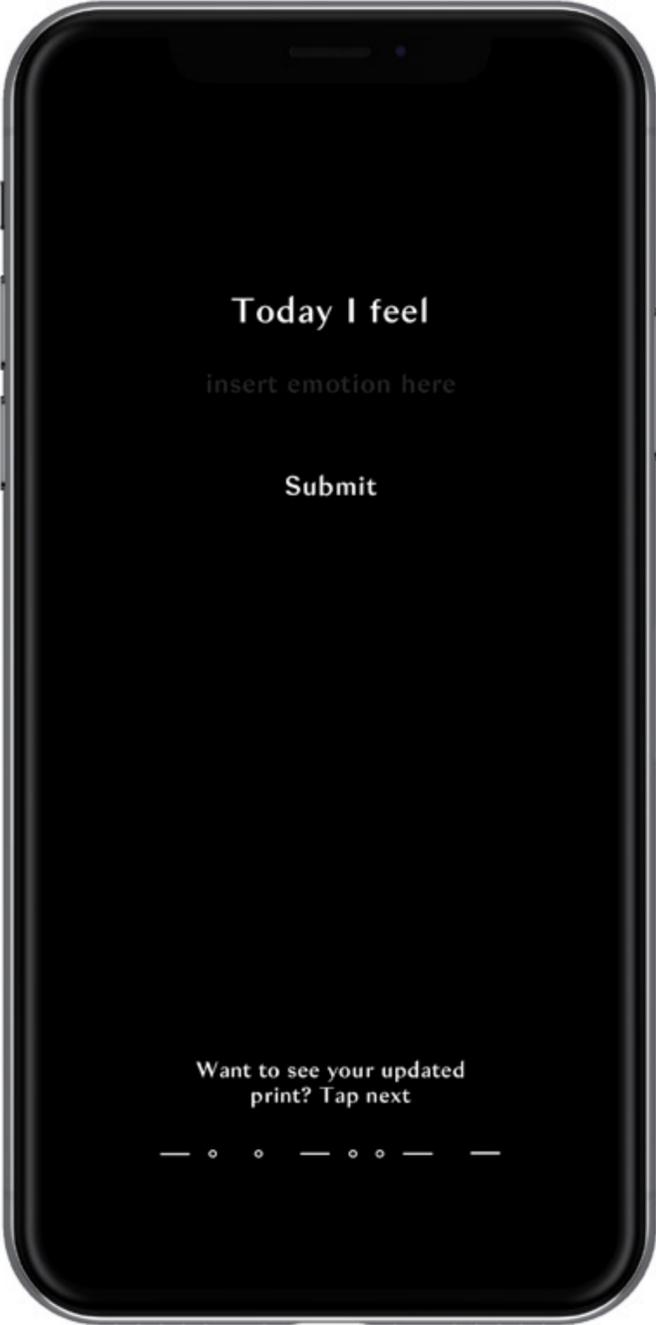
Taking on a different approach to other mood tracking apps, Morse Board produces art from your results. After being inputted, the results are transcribed into morse code and given a colour to reflect this emotion. At the end of the month, the user is able to receive a free print that reflects on the previous month. Morse code and colour produces an artistic piece focused on form and colour compared to bar charts or a collection of words.



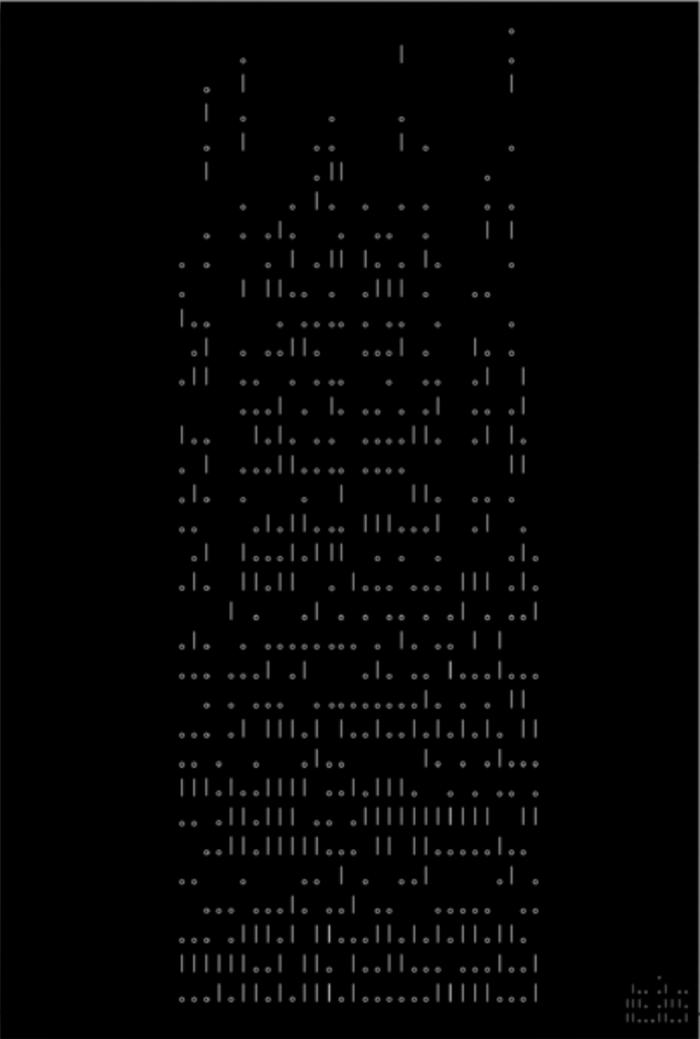


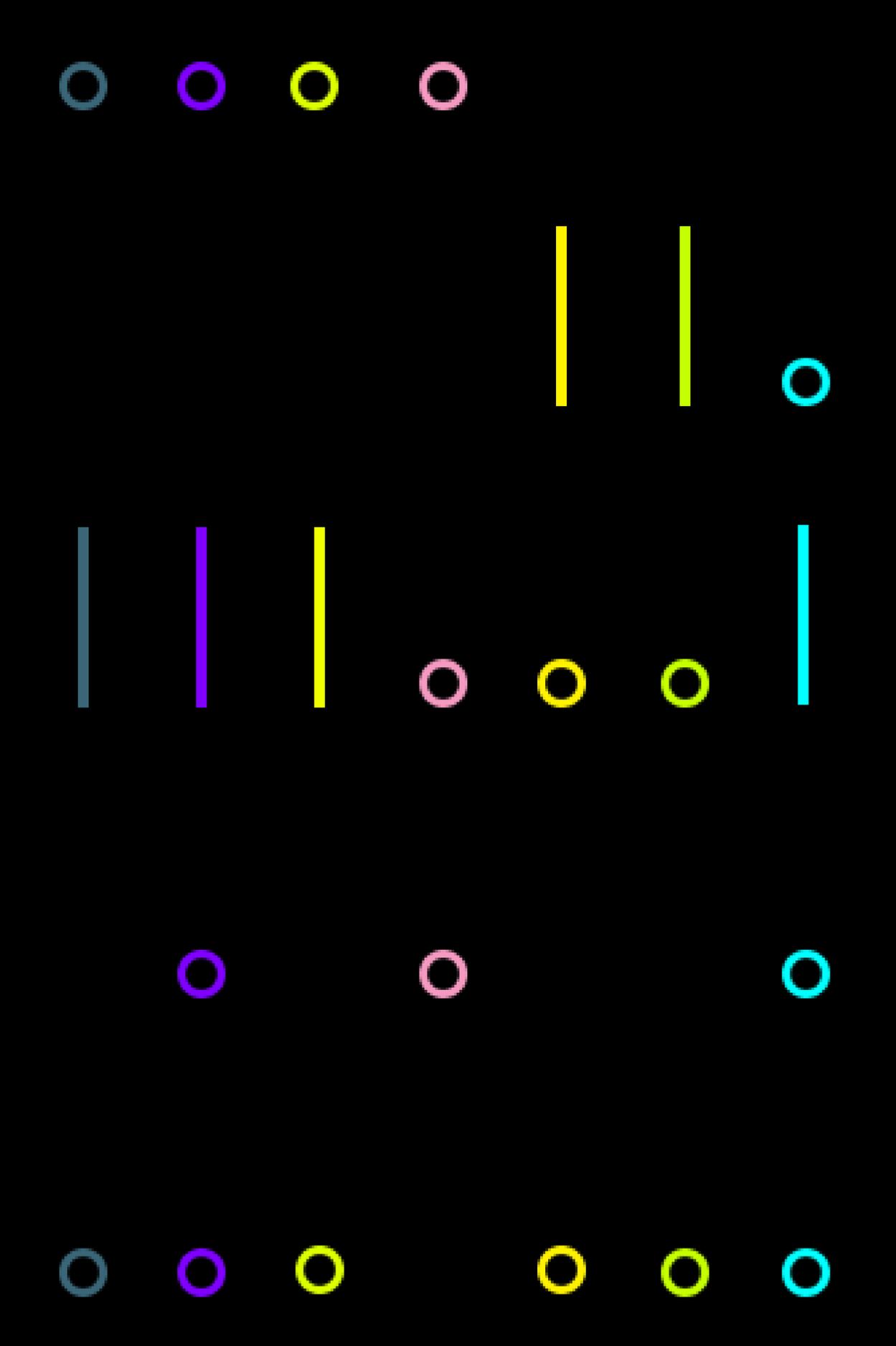
APP ENTRY

The app has two entry pages so that the user takes time to step away from everything else on their phone and focus on identifying how they have been feeling that day.



**BLACK AND
WHITE PRINT**





BREAKDOWN OF COLOUR PRINT

From left to right, these are sections of the below words:

- Sensitive
- Focused
- Positive
- Reminiscent
- Upbeat
- Sociable
- Carefree

Using links to colour psychology, each emotion is connected to a colour. Below is the generalised key.

- Positive - Yellow
- Negative - Dark Blue
- Absent minded - Grey
- Calm - Light Blue
- Focused - Purple
- Angry - Red
- Jealous - Green
- Bored - Brown
- Thoughtful - Pink

JULY



SEPTEMBER



[HTTPS://WWW.KATIESMITHDESIGN-PORTFOLIO.COM/](https://www.katiesmithdesign-portfolio.com/)

[KATIEASMITHDESIGN@GMAIL.COM](mailto:katieasmithdesign@gmail.com)

[LINKEDIN - KATIESMITH-DESIGN](#)