

# KATIE SMITH PORTFOLIO

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.

## EXPERIENCE

Freelance Graphic Designer

Design Lead and  
Publication Print Manager  
for Between Spaces

Speaker at the  
Photographers Gallery

Graphics Director and  
Festival Lead for Exposure  
Photography Festival

Social Media Content  
Creator for @cu\_  
photography

Exhibition Lead and  
Graphic Designer for  
'Introducing' Festival

## EDUCATION

2018-2020  
Level 4 Visual  
Communications  
Qualification with the Open  
College of the Creative Arts  
- modules included Graphic  
Design Core Concepts,  
Understanding Visual  
Culture and Creative Book  
Design.  
On track for a 2:1

2016-2020  
BA (Hons) Photography  
from Coventry University.  
First Class Honours.

2014-2016  
A levels - Photography  
(A\*), Extended Project (A\*),  
History (B) and Maths (B).

# 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.



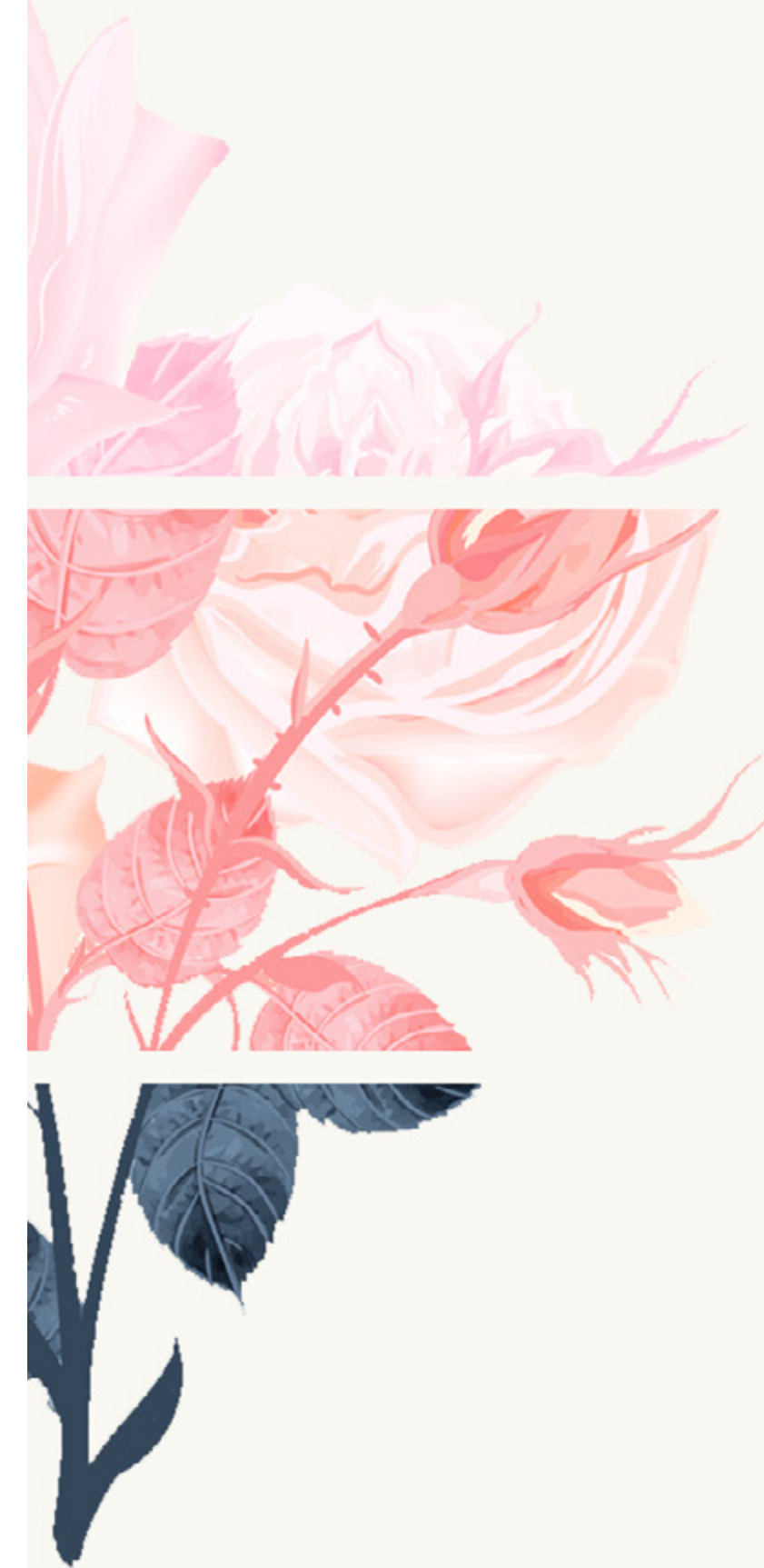


CRABTREE & EVELYN LONDON



EVELYN ROSE

Bath and Shower Gel



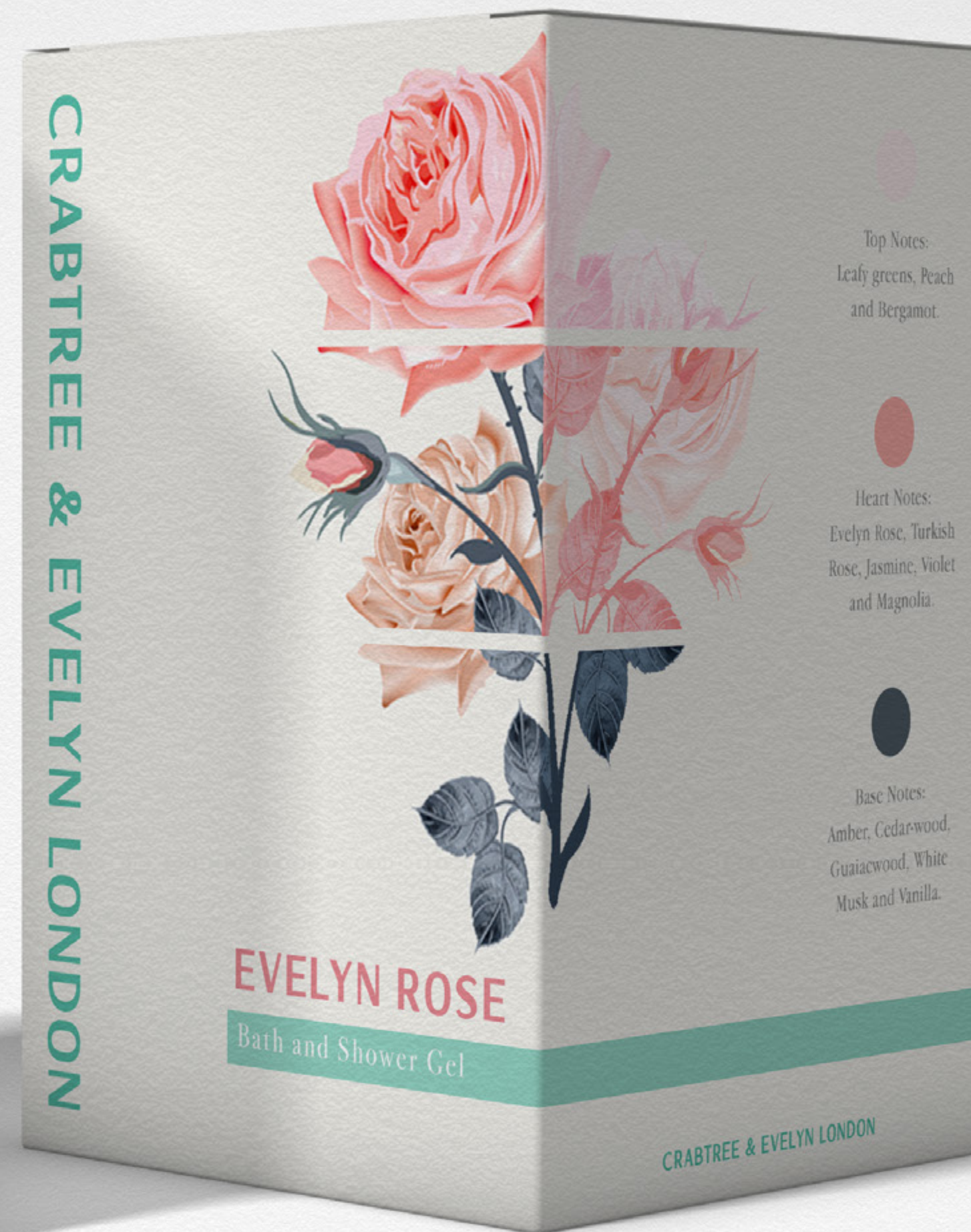
Top Notes:  
Leafy greens, Peach  
and Bergamot.

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

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

CRABTREE & EVELYN LONDON





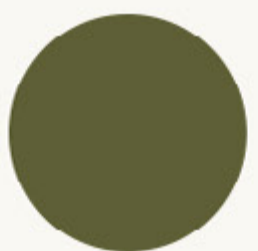




Top Notes:  
Violet, Meyer lemon  
and Valencia orange.

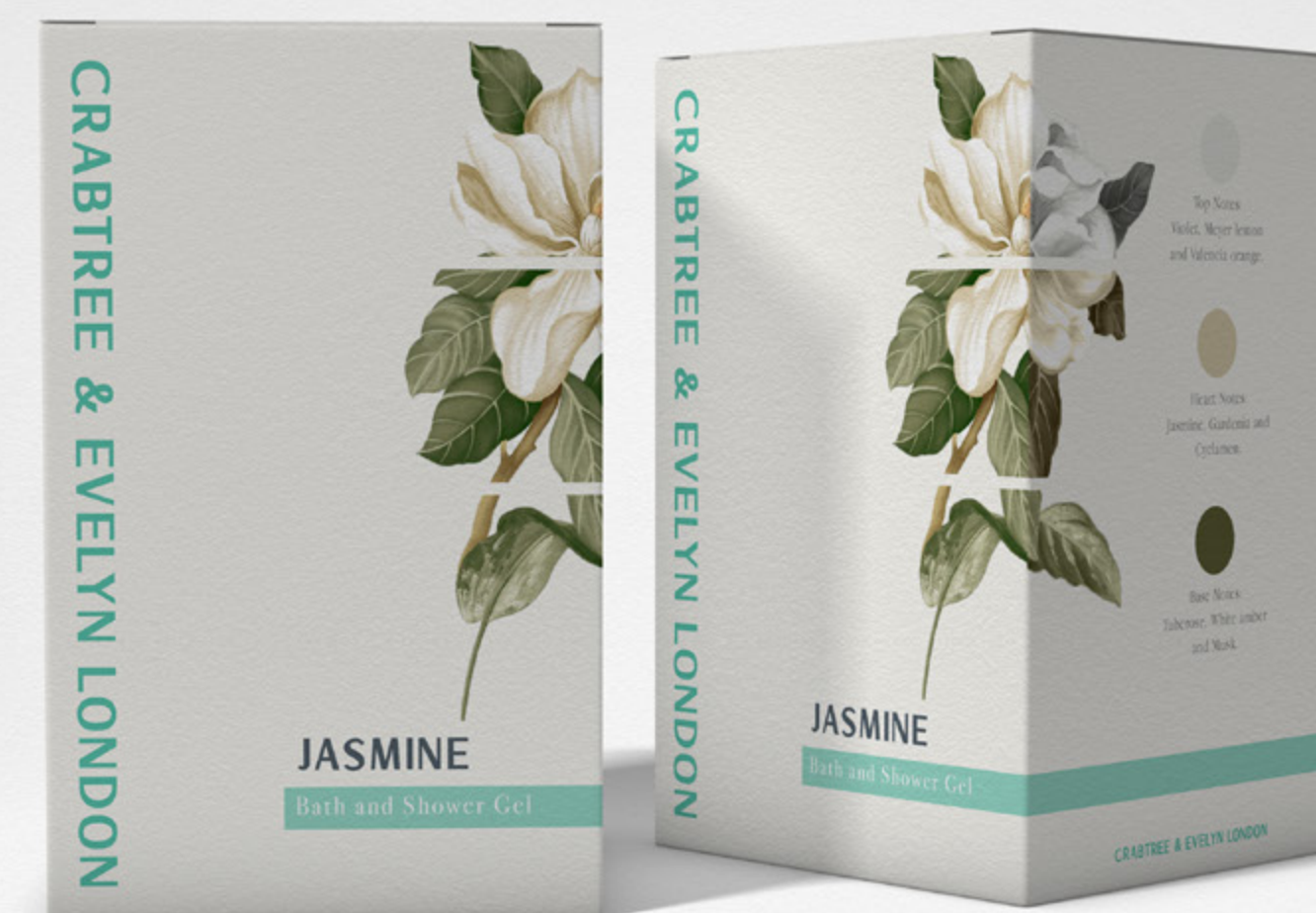


Heart Notes:  
Jasmine, Gardenia and  
Cyclamen.

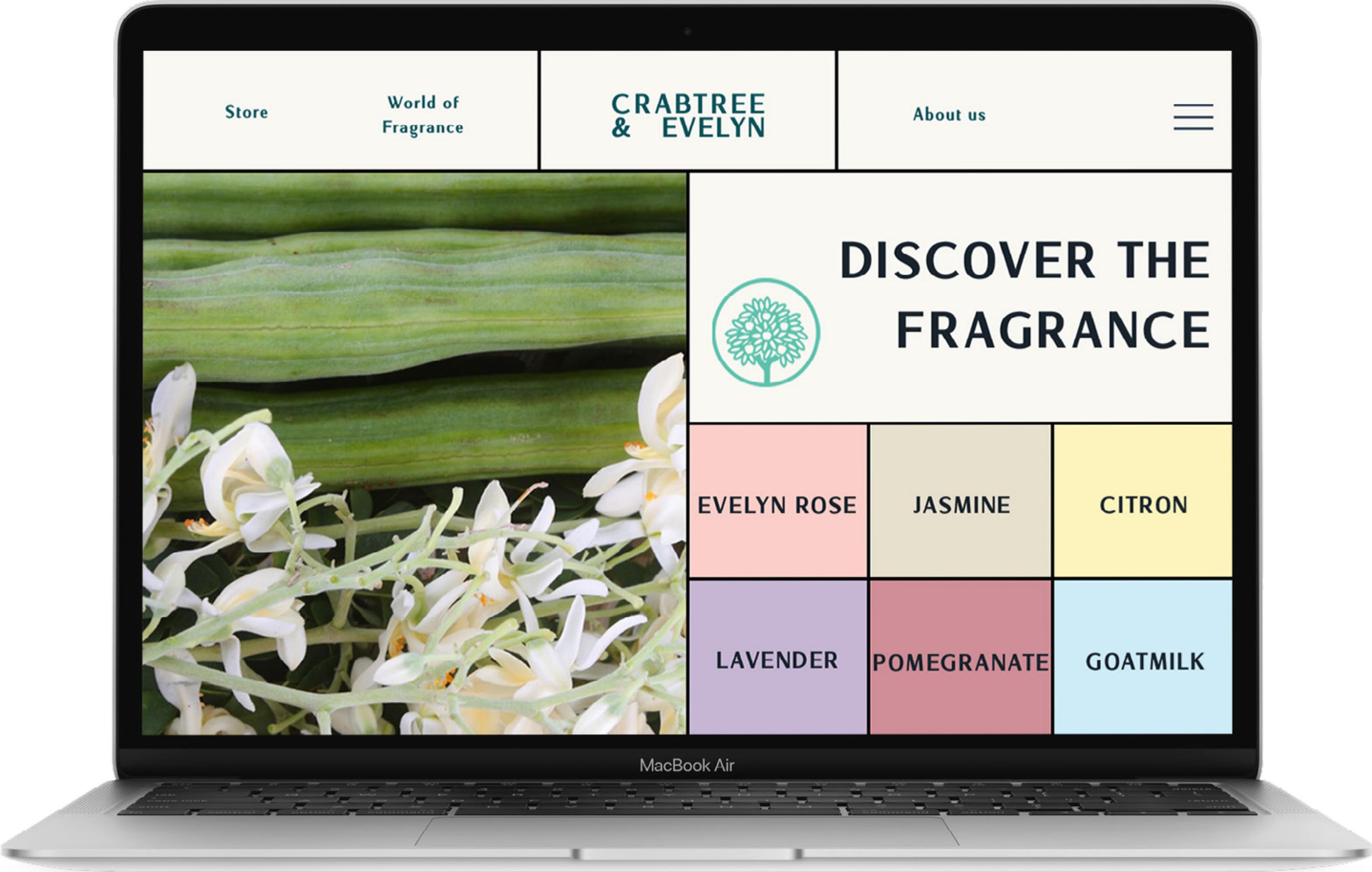


Base Notes:  
Tuberose, White amber  
and Musk.

CRABTREE & EVELYN LONDON







CLICK ANYWHERE TO PLAY VIDEO

# EXPOSURE

## *BRIEF*

Exposure needed a branding that would bring together 6 exhibitions under one festival identity. The identity needs to be easy to follow around the city and clear in terms of identifying that this is all part of one branding. The festival itself celebrates a variety of photography works and will bring together the work of 50 artists.

## *SOLUTION*

Having looked around Coventry, it was clear that the two main forms of advertising would be posters around the city and social media. Each exhibition was given its own colour scheme with a particular highlight colour that then came together to be part of the overall logo. A system of 7 was drawn up within the logo and the posters, highlighting the importance of each item being part of a larger system of communication.







# SPECTRUM

AT EXPOSURE PHOTO FESTIVAL

A POP-UP EXHIBITION RUN BY 2ND YEAR COVENTRY  
UNIVERSITY BA PHOTOGRAPHY STUDENTS.

OPENING NIGHT  
21 MARCH 6-9PM

COVENTRY EVENING  
TELEGRAPH BUILDING  
157 CORPORATION STREET, CV1 1GU

EXHIBITION OPEN  
22 MARCH - 24 MARCH 12-4 AND 26 MARCH 12-2

EXPOSURE





# CONNECTING COMMUNITIES

AT EXPOSURE PHOTO FESTIVAL

A POP-UP EXHIBITION RUN BY 2ND YEAR COVENTRY  
UNIVERSITY BA PHOTOGRAPHY STUDENTS.

OPENING NIGHT  
21 MARCH 6-9PM

COVENTRY EVENING  
TELEGRAPH BUILDING  
157 CORPORATION STREET, CV1 1GU



EXPOSURE



EXHIBITION OPEN  
22 MARCH - 24 MARCH 12-4 AND 26 MARCH 12-2

# EXPOSURE PHOTO FESTIVAL

A POP-UP EXHIBITION RUN BY 2ND YEAR COVENTRY  
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157 CORPORATION STREET, CV1 1GU



EXPOSURE



EXHIBITION OPEN  
22 MARCH - 24 MARCH 12-4 AND 26 MARCH 12-2

# MUTUAL BOND

AT EXPOSURE PHOTO FESTIVAL

A POP-UP EXHIBITION RUN BY 2ND YEAR COVENTRY  
UNIVERSITY BA PHOTOGRAPHY STUDENTS.

OPENING NIGHT  
21 MARCH 6-9PM

COVENTRY EVENING  
TELEGRAPH BUILDING  
157 CORPORATION STREET, CV1 1GU



EXPOSURE



EXHIBITION OPEN  
22 MARCH - 24 MARCH 12-4 AND 26 MARCH 12-2



# 6 SENSE

AT EXPOSURE PHOTO FESTIVAL

A POP-UP EXHIBITION RUN BY 2ND YEAR COVENTRY  
UNIVERSITY BA PHOTOGRAPHY STUDENTS.

OPENING NIGHT  
21 MARCH 6-9PM

COVENTRY EVENING  
TELEGRAPH BUILDING  
157 CORPORATION STREET, CV1 1GU



EXPOSURE



EXHIBITION OPEN  
22 MARCH - 24 MARCH 12-4 AND 26 MARCH 12-2

# SPOTLIGHT

AT EXPOSURE PHOTO FESTIVAL

A POP-UP EXHIBITION RUN BY 2ND YEAR COVENTRY  
UNIVERSITY BA PHOTOGRAPHY STUDENTS.

OPENING NIGHT  
21 MARCH 6-9PM

COVENTRY EVENING  
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EXPOSURE



EXHIBITION OPEN  
22 MARCH - 24 MARCH 12-4 AND 26 MARCH 12-2

# ECHOING SPACE

AT EXPOSURE PHOTO FESTIVAL

A POP-UP EXHIBITION RUN BY 2ND YEAR COVENTRY  
UNIVERSITY BA PHOTOGRAPHY STUDENTS.

OPENING NIGHT  
21 MARCH 6-9PM

COVENTRY EVENING  
TELEGRAPH BUILDING  
157 CORPORATION STREET, CV1 1GU

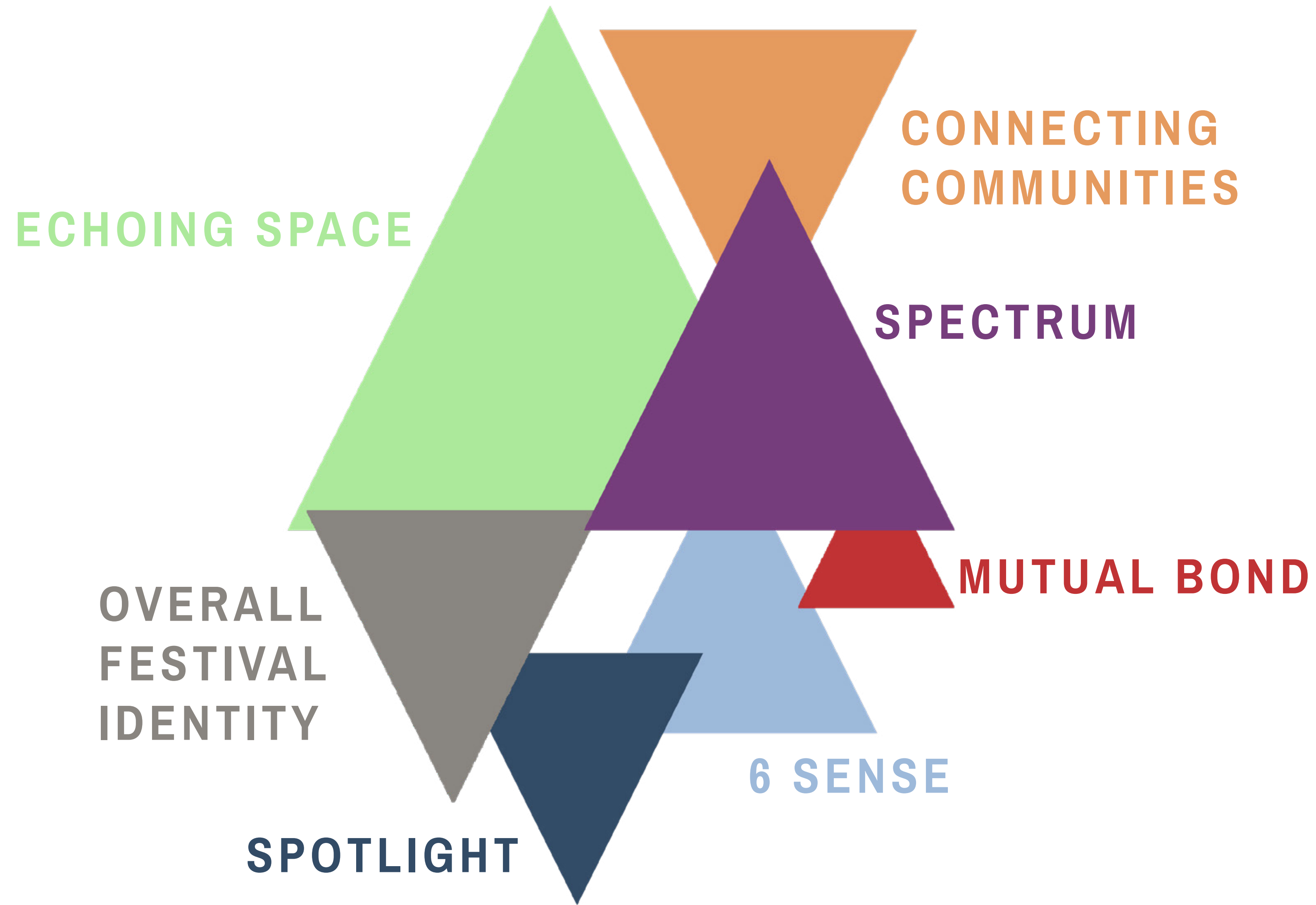


EXPOSURE



EXHIBITION OPEN  
22 MARCH - 24 MARCH 12-4 AND 26 MARCH 12-2





# EVENT COMPOSITIONS



# ECHOING SPACE



# MUTUAL BOND



# PHOTO FESTIVAL



# 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

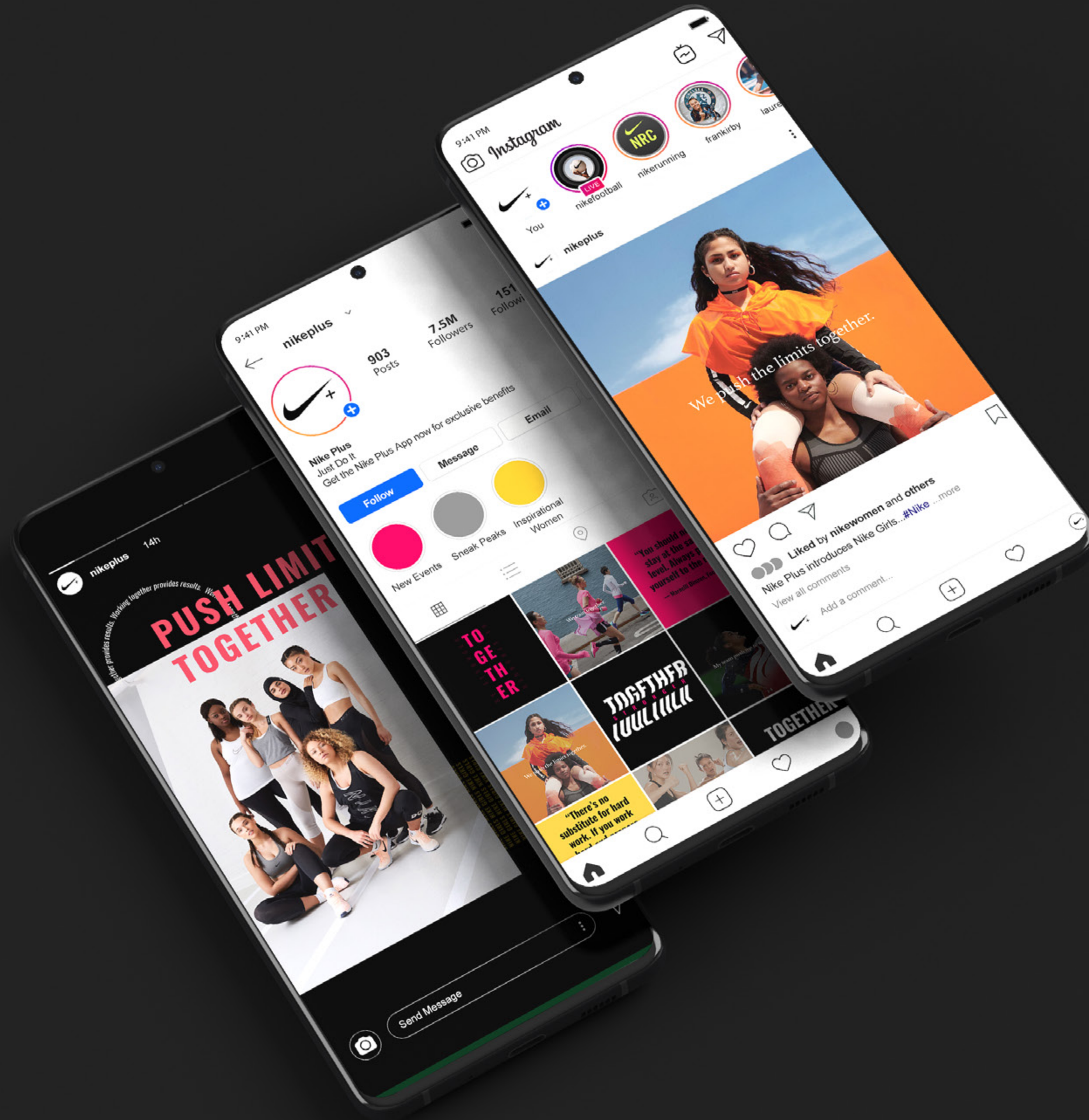
One of the reasons that girls in this age group drop out of sport is due to the fear of having to go alone and meet new people. Social media plays a big part in how this age group now meet people. Developing on from the current Nike Plus membership model, this campaign will provide safe meet up points 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.













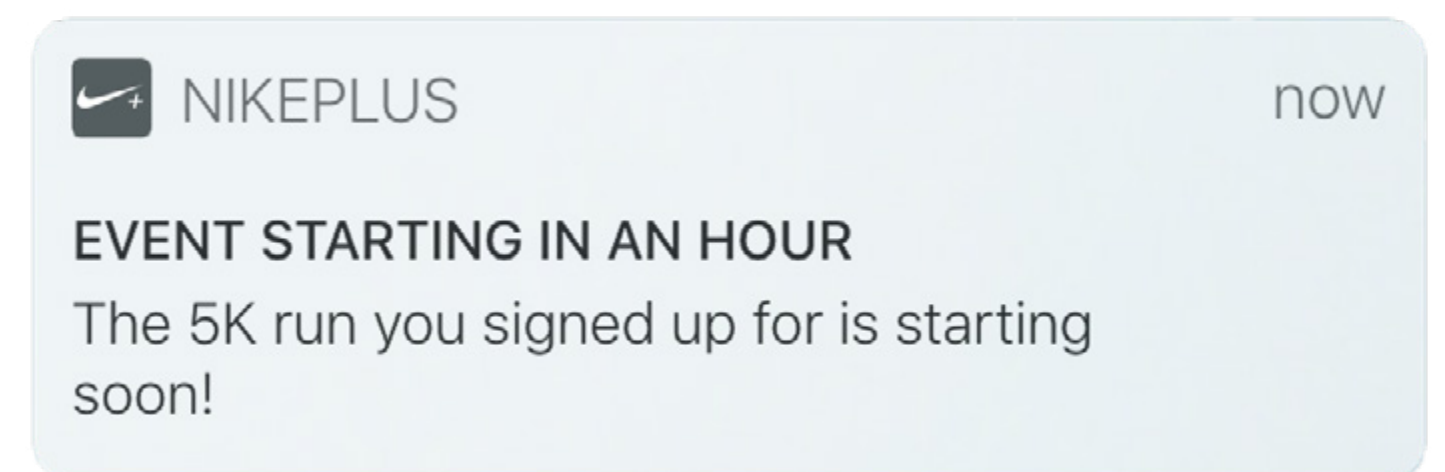
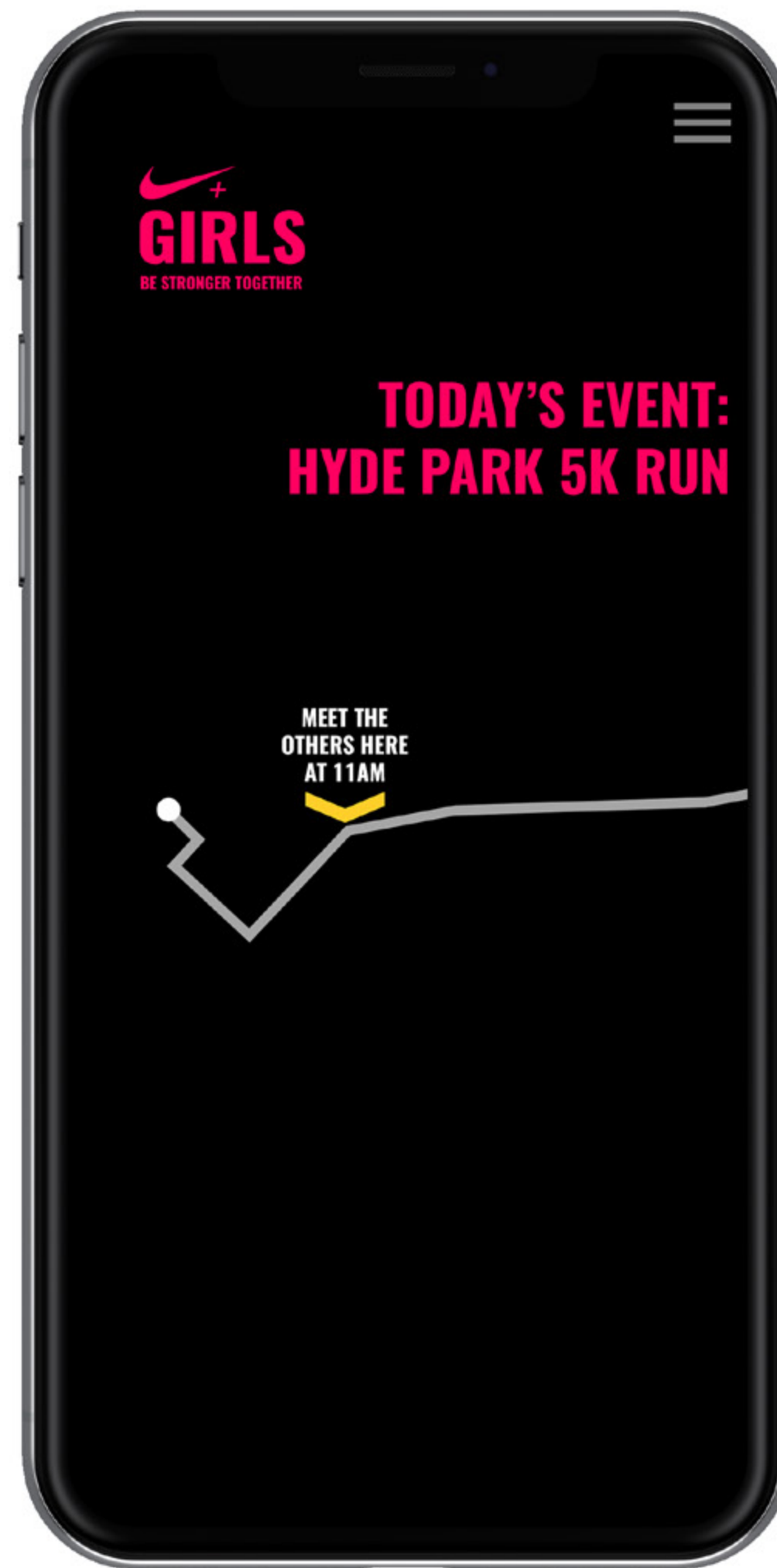


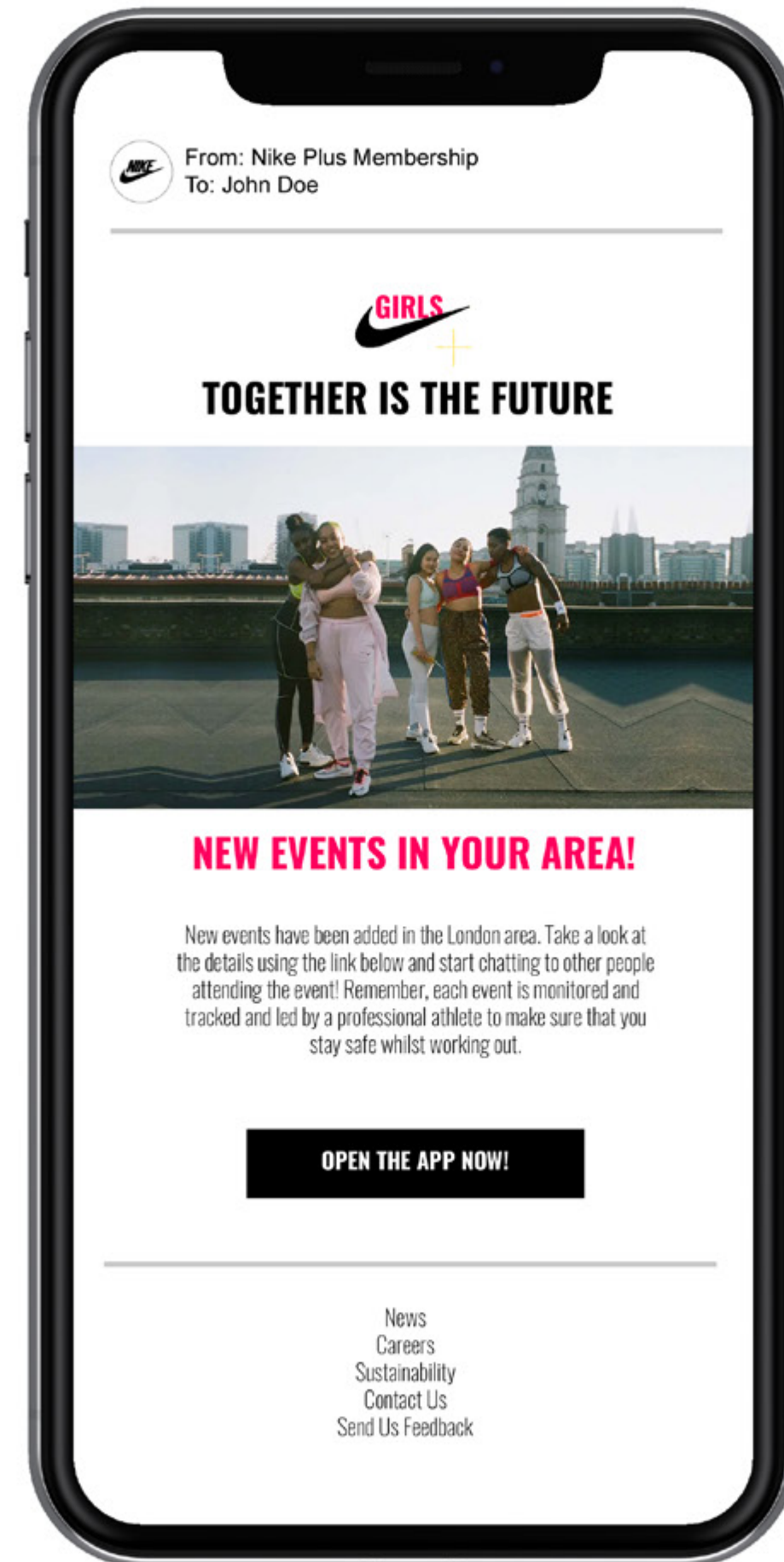
## APP DESIGN

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.



# BETWEEN SPACES

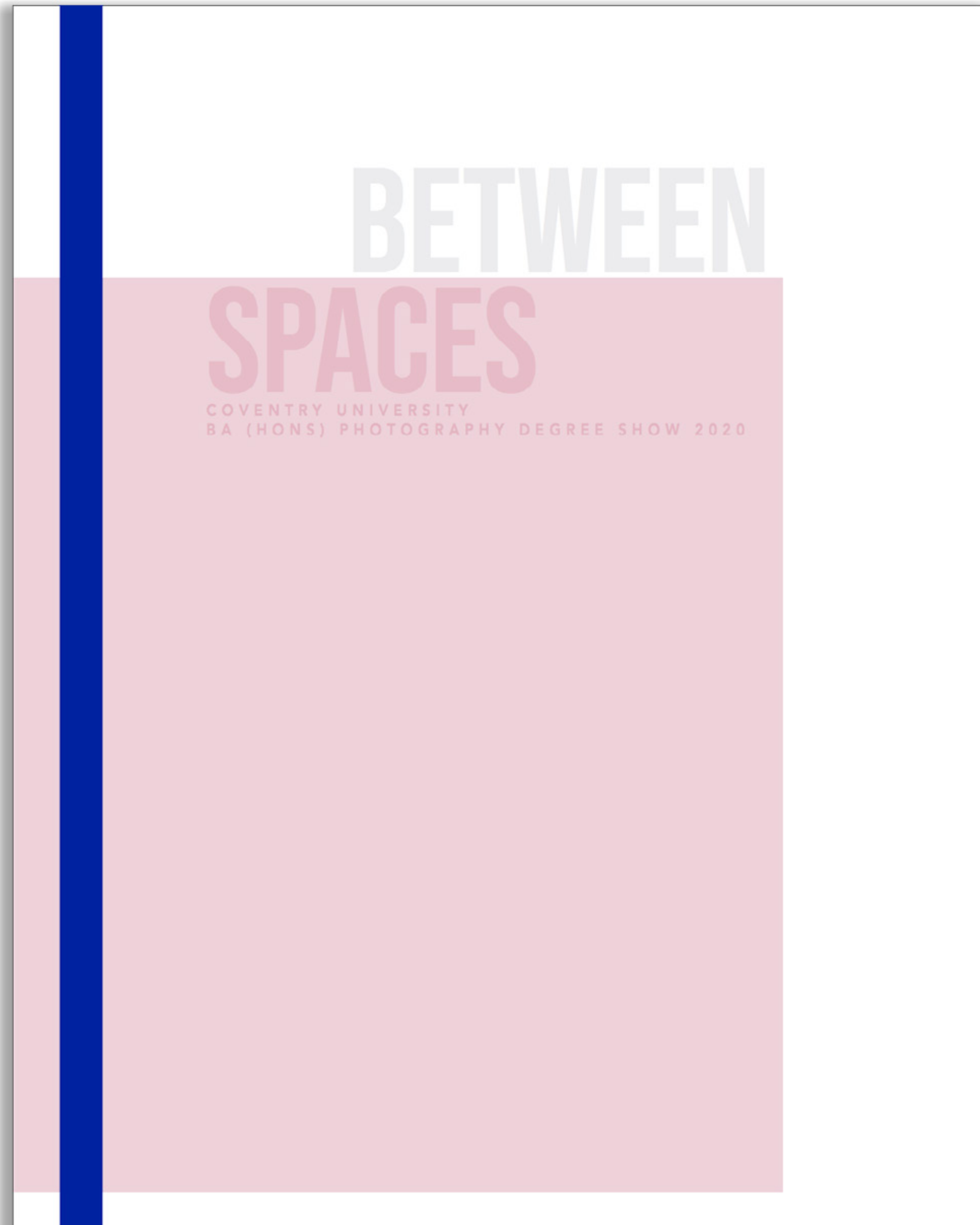
## *BRIEF*

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.

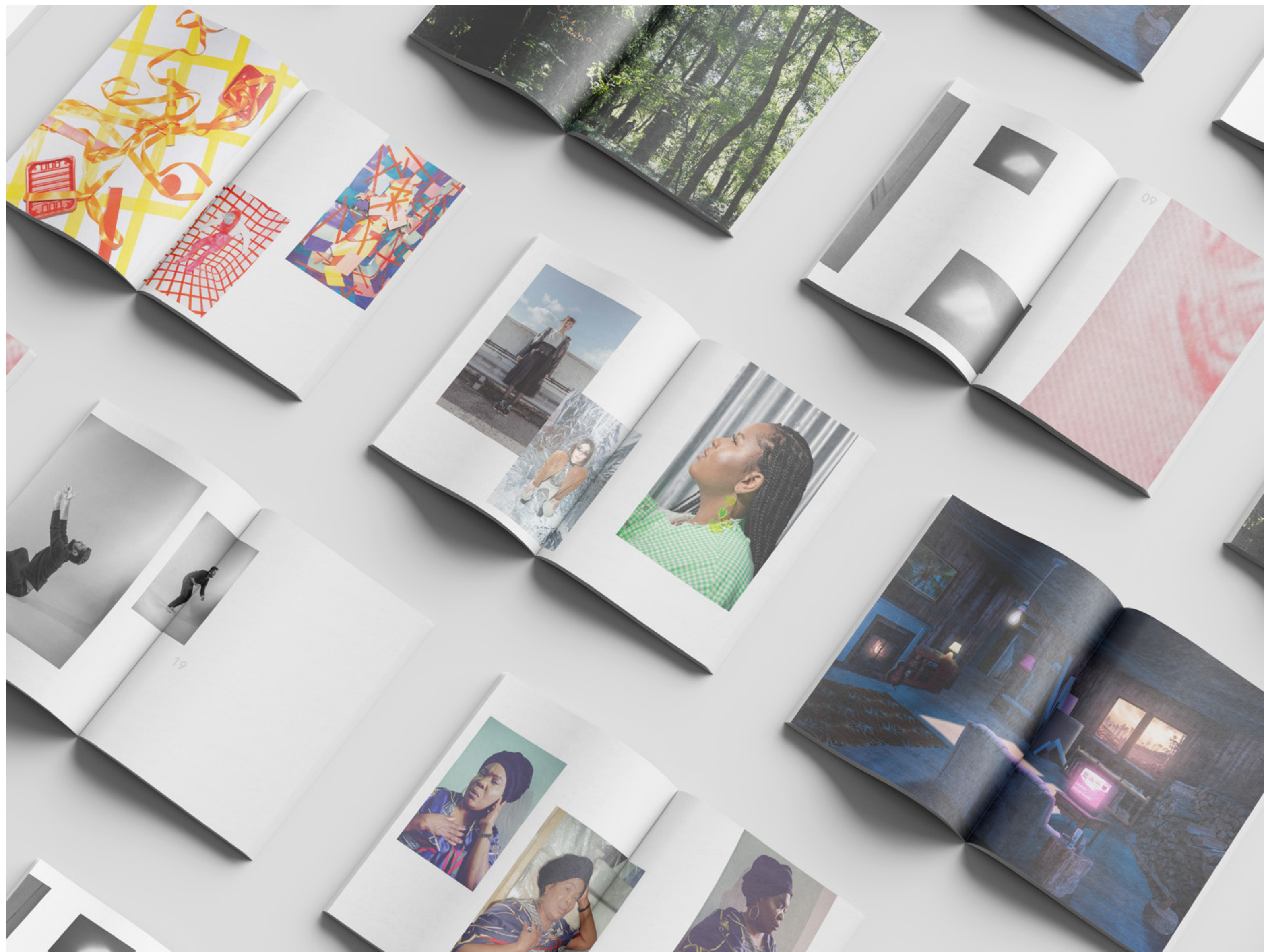




## CONCEPT

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.

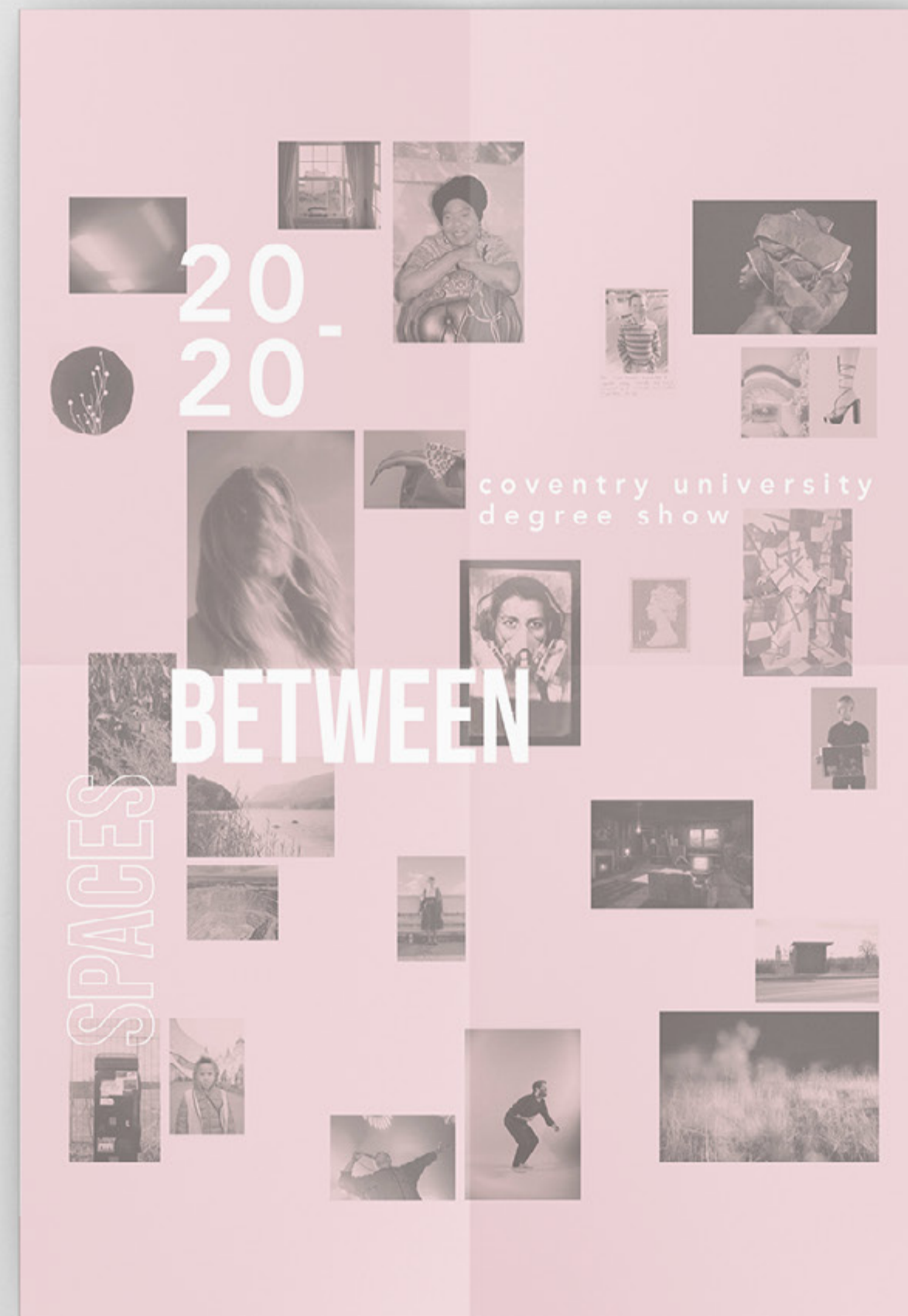




## LAYOUT

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.

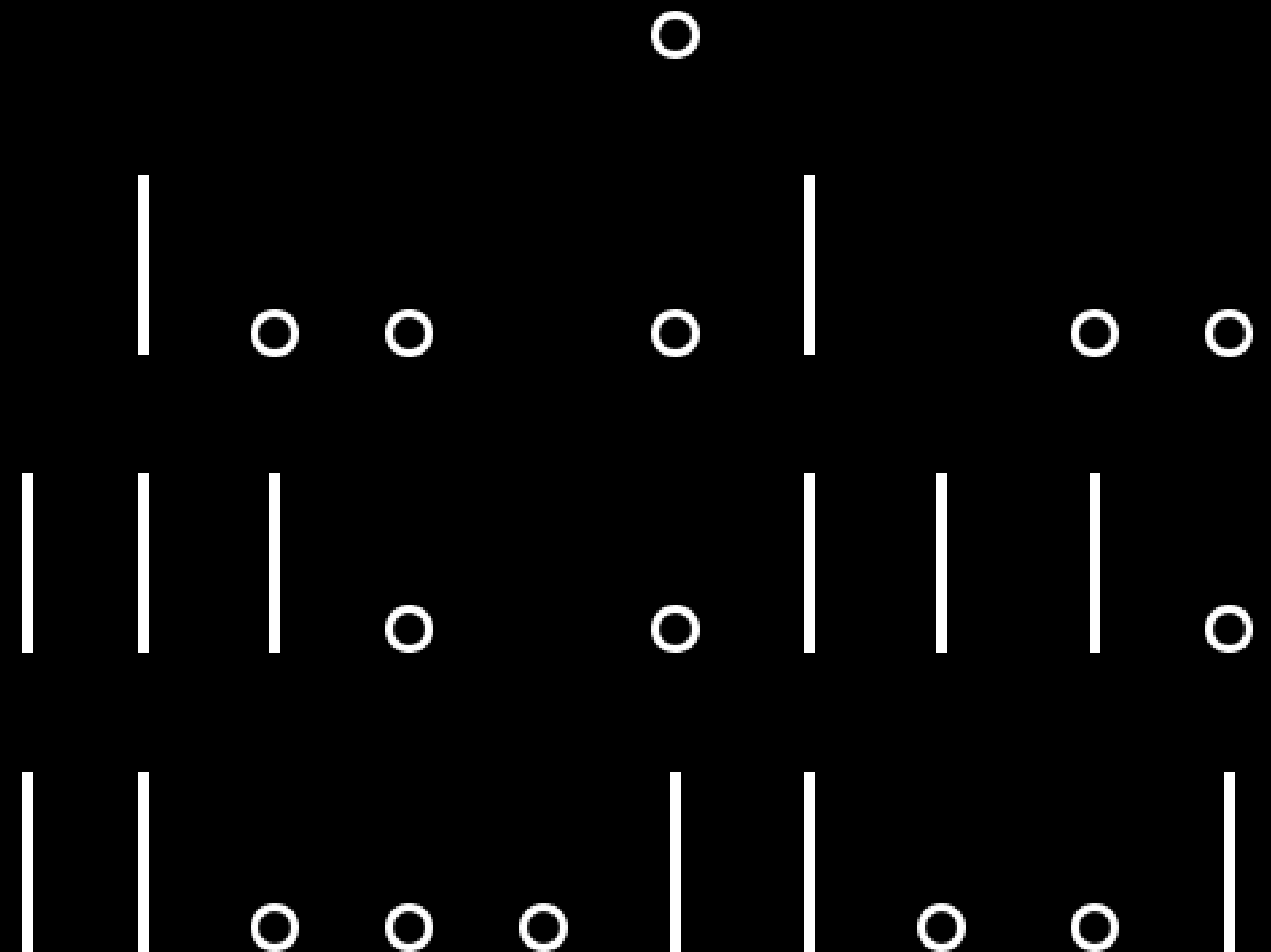
# MORSE BOARD

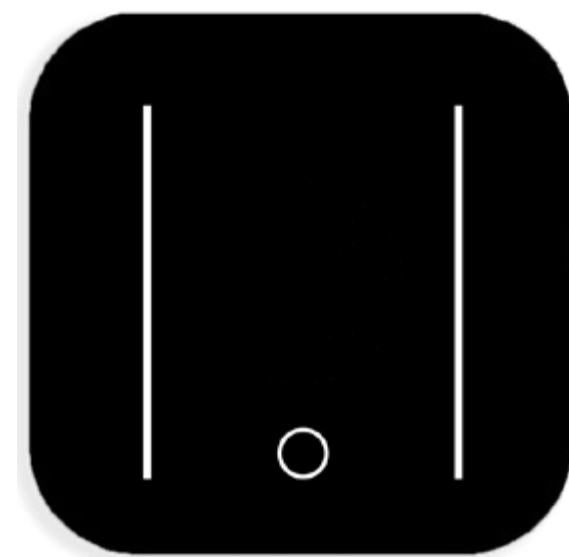
## BRIEF

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

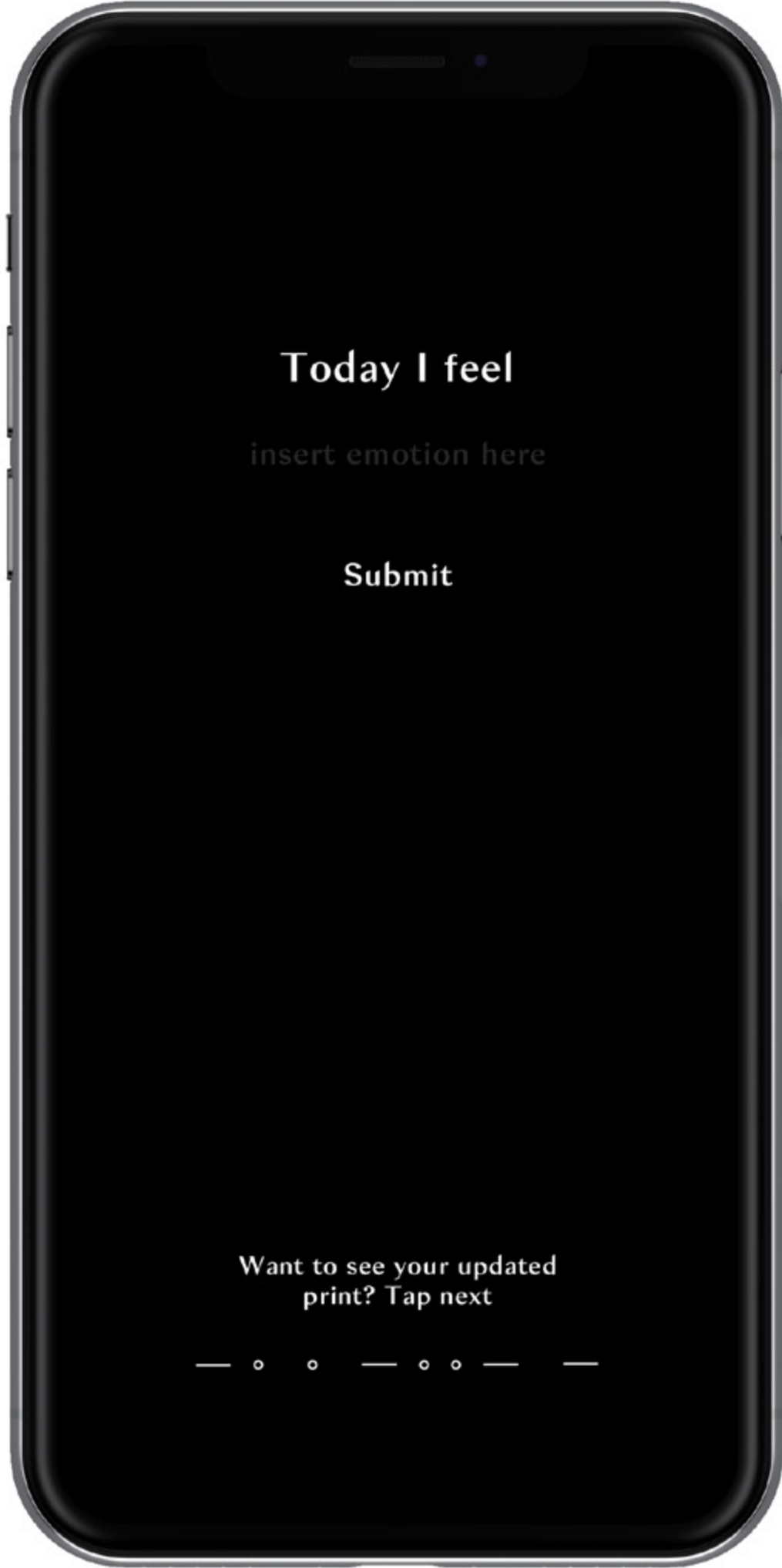
Taking on a different approach to other mood tracking apps, Morse Board produces art from your results. After being inputted, the results are transcribed into morse code and given a colour to reflect this emotion. At the end of the month, the user is able to receive a free print that reflects on the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



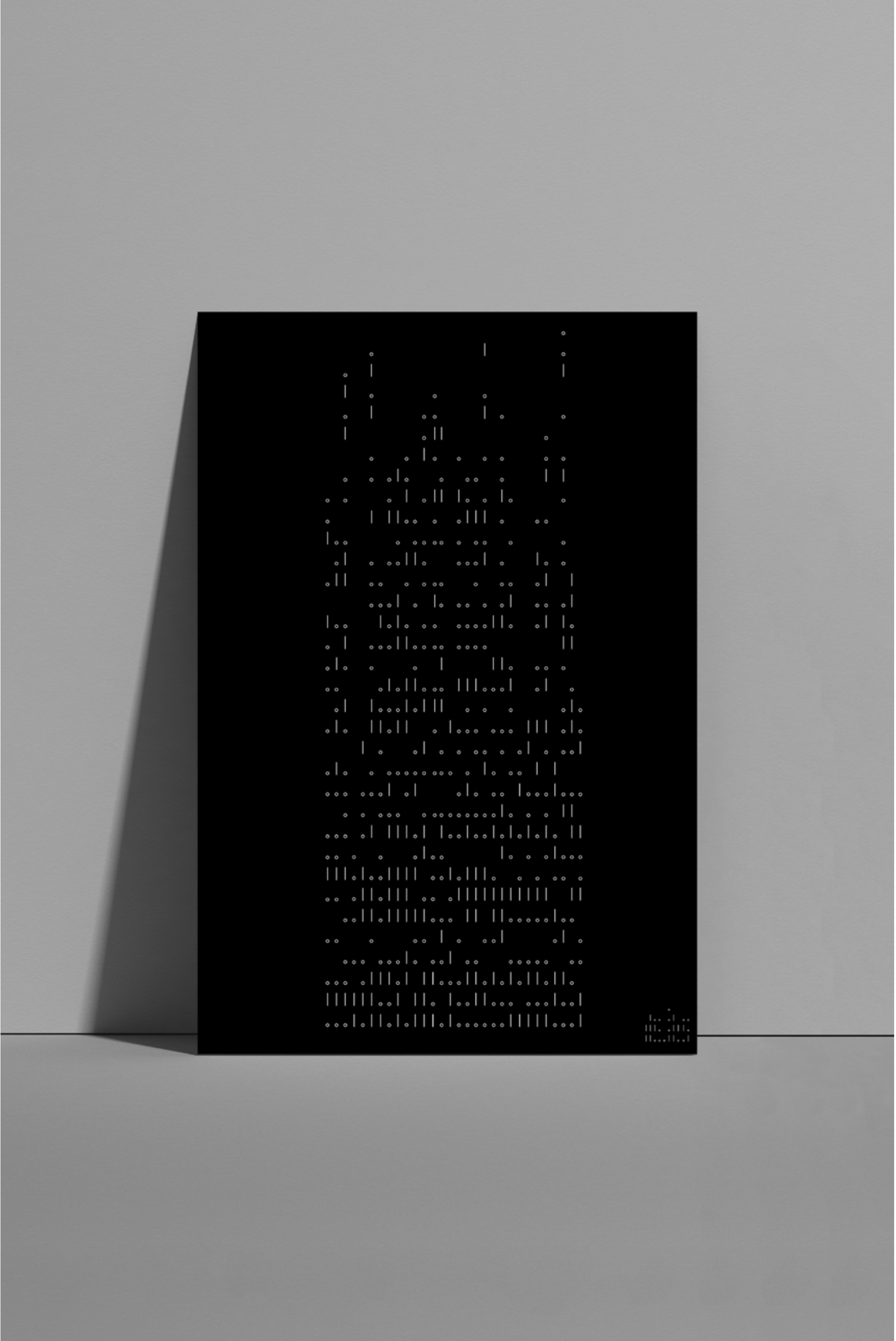


## APP ENTRY

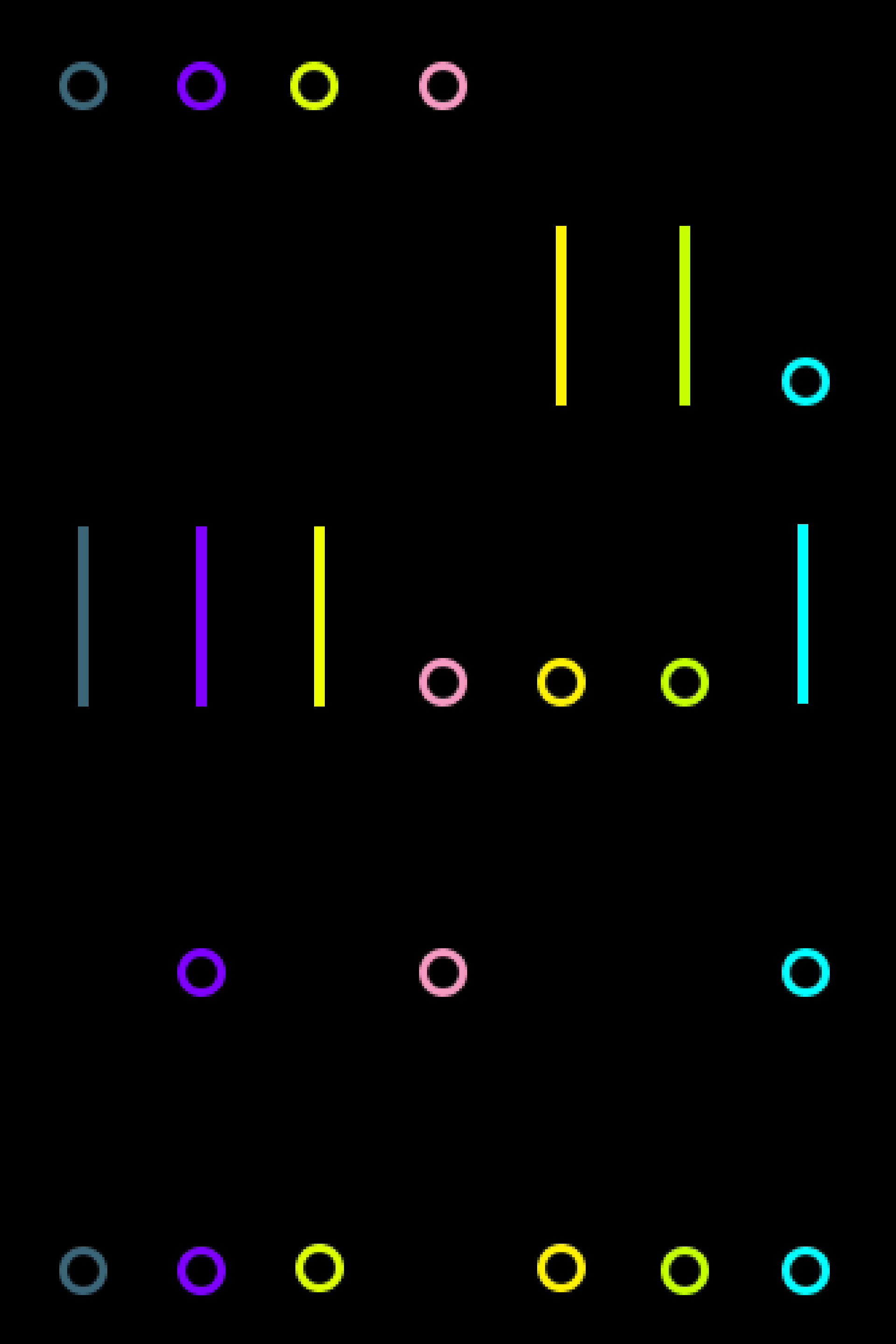
The app has two entry pages so that the user takes time to step away from everything else on their phone and focus on identifying how they have been feeling that day.



**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

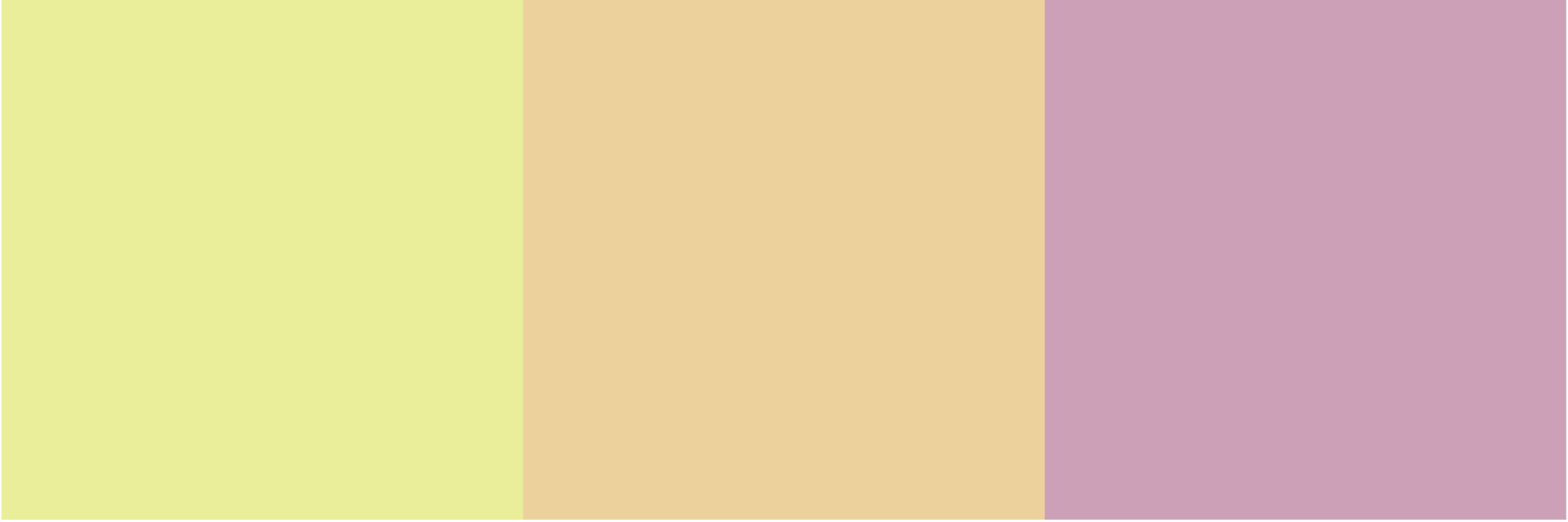
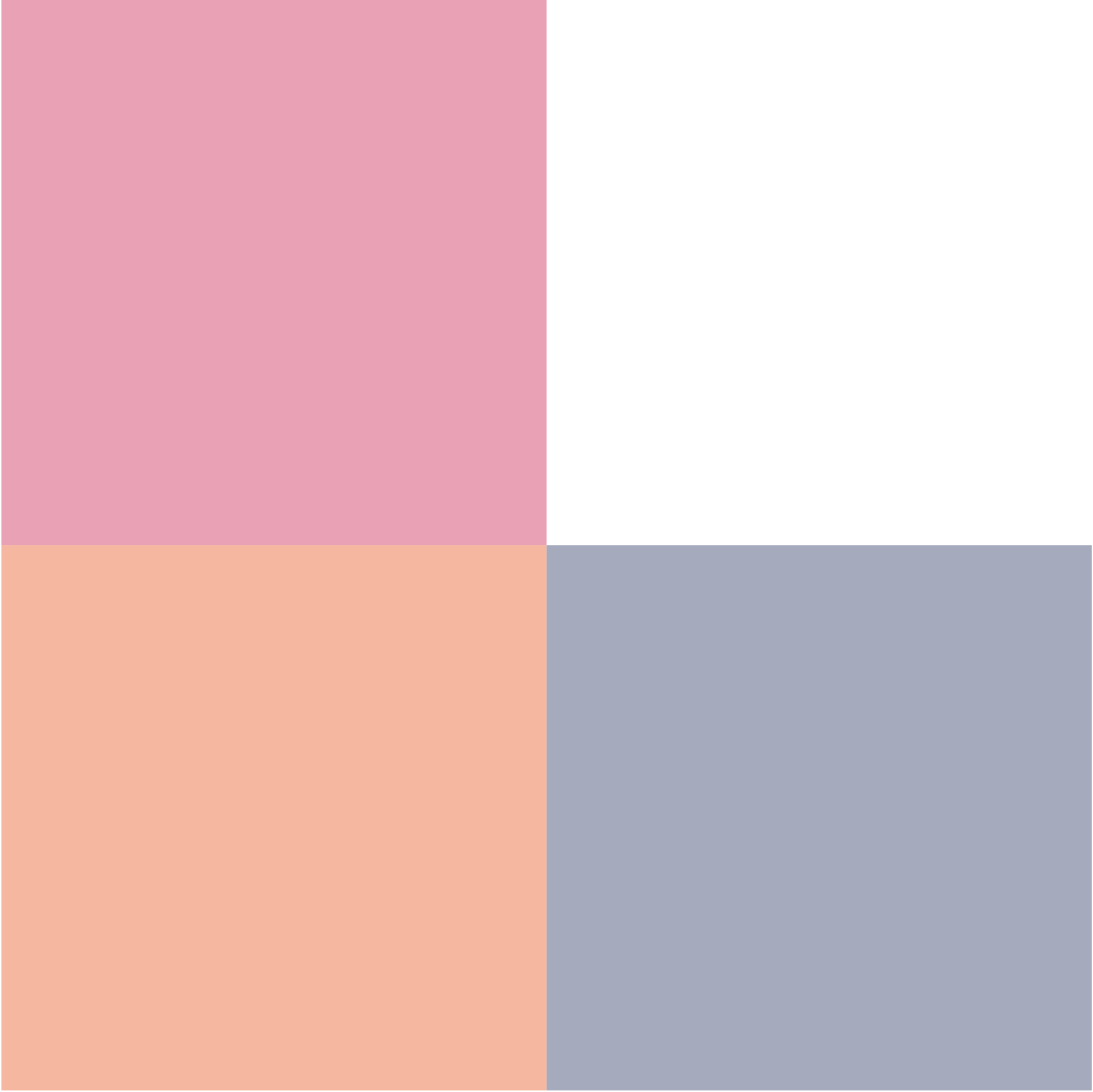
Jealous - Green

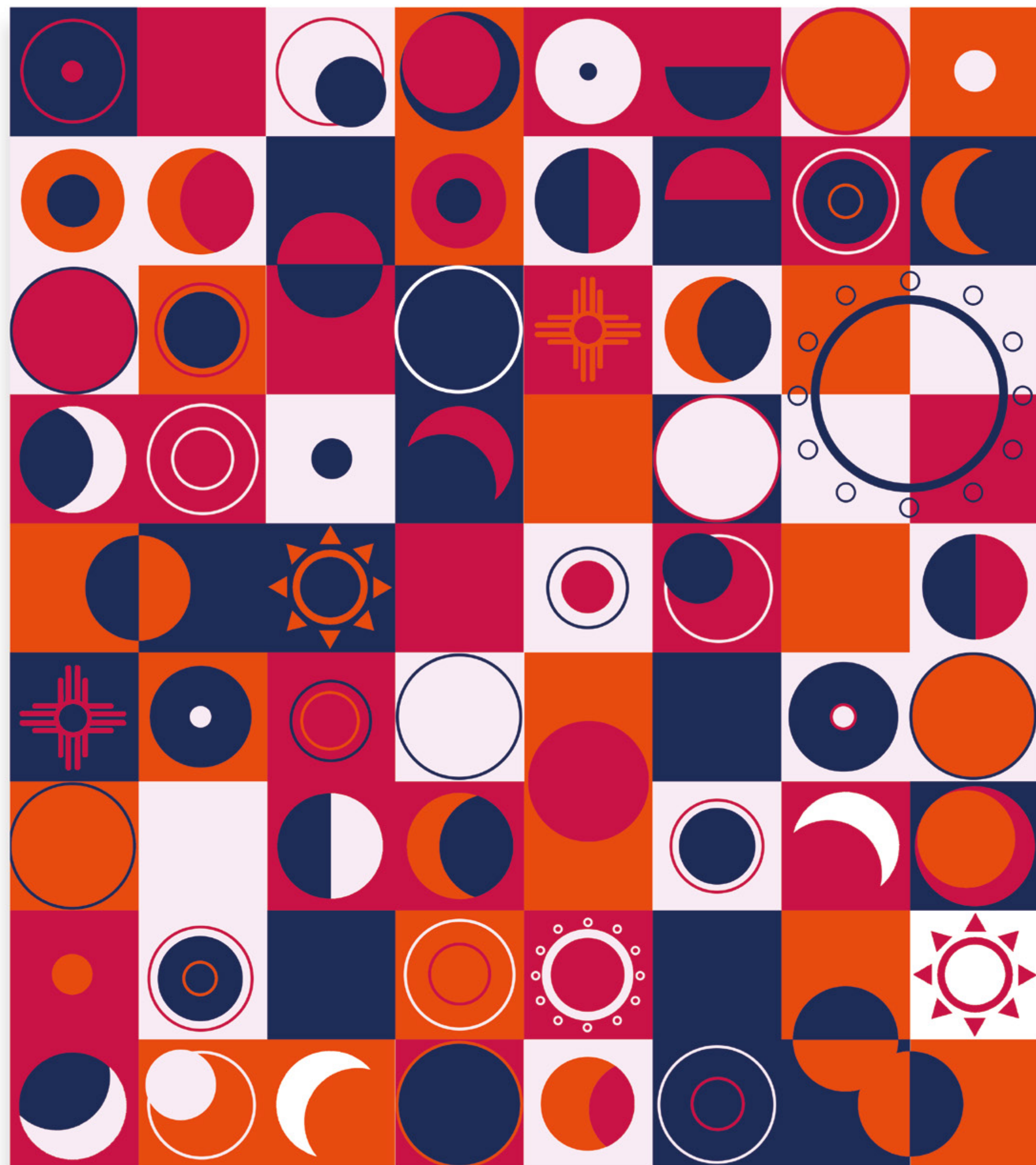
Bored - Brown

Thoughtful - Pink



**RETRO SPIRIT**  
**PATTERN PRODUCTION**





## ASTROLOGY INSPIRED PRINT

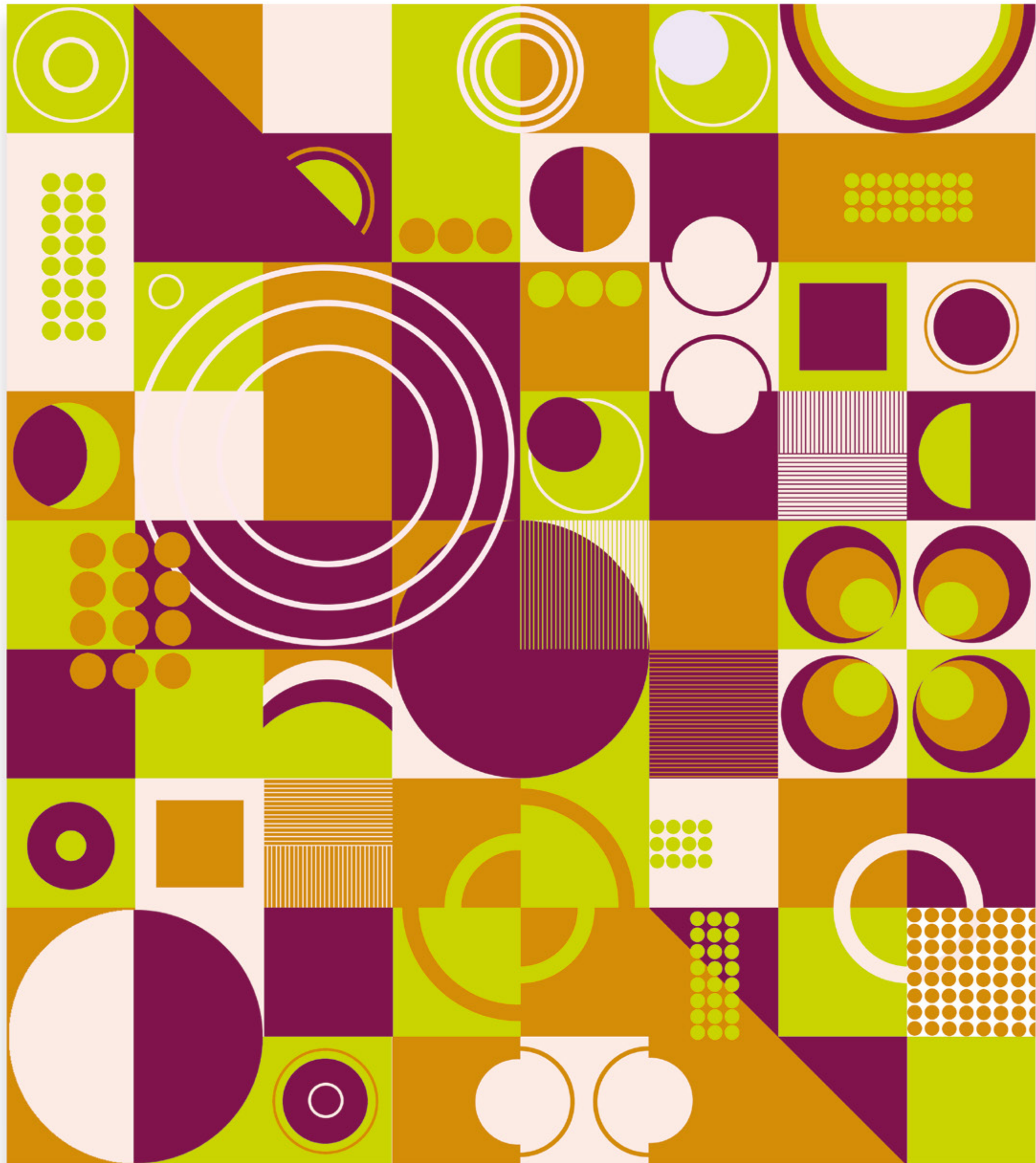
The first print in this series is made from a series of symbols for the sun and moon. The square based structure brings the three prints together as each one becomes part of a bigger depiction of the retro spirit.



# 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



THANK YOU FOR YOUR TIME

IF YOU WOULD LIKE TO GET IN CONTACT, MY  
CONTACT DETAILS ARE BELOW.

KATIEASMITHDESIGN@GMAIL.COM  
07523034479

INSTAGRAM - @KATIEASMITHDESIGN

LINKEDIN - KATIESMITH-DESIGN