

Portfolio with notes

Portfolio Book and Website

Client

Knight Frank Commercial Properties

Position

Freelancer to Pierrot Print and Design

Task

I was asked to help Knight Frank conceptualise an improved way to market their commercial property portfolios. In developing this concept I was able to translate their complex requirements to produce a portfolio brand including all design elements and assets for print, PDF, ebook and a website from supplied materials. Knight Frank were happy for me to work with their photographer to ensure that suitable images were created to suit the design of the concept.

Combined with a printed case bound protfolio individual property details were prepared and issued as supplementary secure PDF's and individual pages on the website.

This combined approach helped Knight Frank approach a greater number of more targeted clients while reducing their marketing costs by 50%.



Community Testing Evaluation Toolkit

Client

National Aids Trust

Position

Freelancer to Pierrot Print and Design

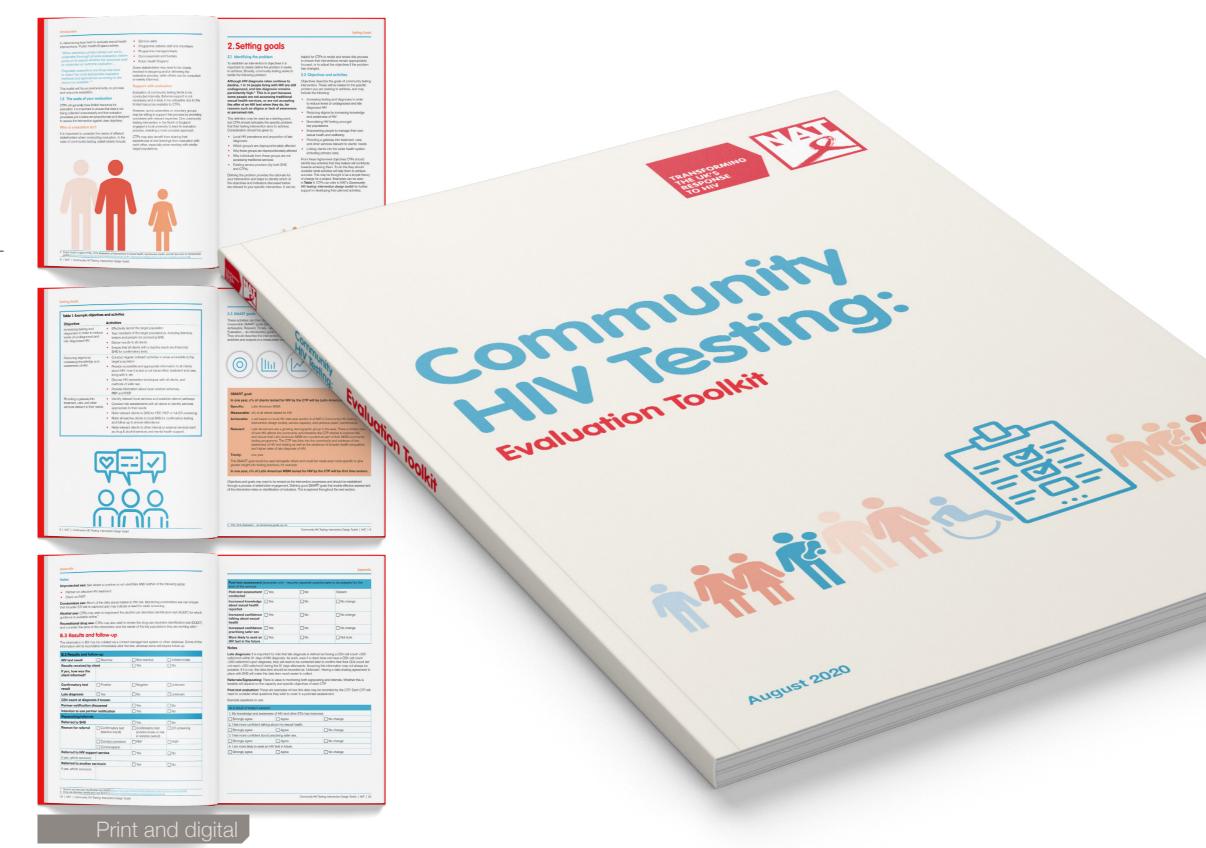
Task

I was asked to evaluate the materials produced by the inhouse team at the National Aids Trust and provide a set of guidelines to help them produce a series of toolkits.

In preparing these notes I was given the opportunity to create this Evaluation Toolkit using Adobe CC to provide a template that could for the basis of future templates.

It was essential that the master document contained all the required assets along with style-sheets and colour palettes.

These documents will be a short run series which is likely to be updated when the new brand guidelines are produced later this year.



Re-branding and Development

Client

Parliament Choir

Position

Freelancer direct to client

Task

The branding for the Parliament Choir had been created by an enthusiastic member and had lost its way over the years. Having previously worked with members of the choir whilst Design Manager at Parliament I was successfully awarded this contract in the autumn of last year to review and 'tidy up' the logo and materials.

I initially re balanced the logo, keeping the essential feel of the brand but creating focus and consistency when used across the many platforms the choir works with.

As well as a simple brand guide I created a suite of templates using Adobe CC to generate everything from tickets and flyers, brochures and programmes, to social media templates and website designs.

The choir is currently not performing due to Corona Virus but is looking forward to seeing the benefit of this re brand.



Promotional leaflet for exhibition

Client

House of Commons Curators Team

Position

Design Manager @ House of Commons

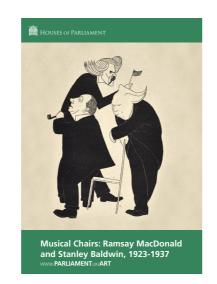
Task

This exhibition was curated with artefacts from the Parliamentary Art Collection and the Willoughby Collection.

Working with the senior curator I created this leaflet along with posters, postcards and tickets using text and selected images from display.

From a minimal brief and supplied copy I created initial scamps through to fully realised materials in eight days. Due to the nature of the House of Commons this project involved not only the curators team but other departments including the comms team and the Speaker of the House of Commons. Managing stakeholders and maintaining engagement was key to delivering this project on time, demanding extremely quick responses to feedback and effective written and face to face communication.







Print and event

Coping with exam stress

Client

AQA Education

Position ₂

Senior Designer @ AQA

Task

Working with schools to prepare students for GCSE and A level exams, AQA have an extensive programme of events and materials for teachers.

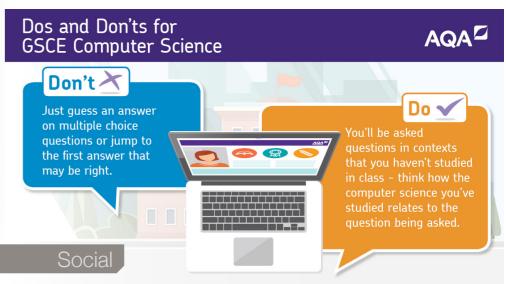
This poster was part of a through the line campaign presenting practical advice to student in and out of the classroom. Supported by graphics on social media and animations this became a key tool in engaging students and teachers.

I created initial scamps through to print ready artwork as well as templates for social media and simple animations using Adobe After Effects.









Curriculum Specification

Client

Oxford AQA International Examinations

Position

Senior Designer @ AQA: Secondment to Oxford

Task

Following a partnership between the AQA and Oxford examination boards I led the team tasked with producing the specification documents for 18 launch subjects in six territories.

As senior designer I worked with my team to create layouts that were clean and easy to follow as readers would not necessarily be native English readers. Once the initial templates had been approved I was responsible for the oversight and proofing of the documents internally before they went to the client and presented the designs for each specification to senior stakeholders, both within AQA, Oxford University and OfQual for approval.

ional GCSE Combined Science Double Award (9204). For exams in May/June 2018 onward

SPECIFICATION AT A GLANCE

· OxfordAQA International GCSE Combined Science Double Award.

This qualification is linear. Linear means that students will sit all their exams at the end of the course.

Exams will be available May/June and in November.

The guided learning hours (GLH) for this qualification is 240 as it is a Double Award. These figures are for guidance only and may vary according to local practice and the learner's prior experience of the subject.

2.1 SUBJECT CONTENT

BIOLOGY

ORGANISATION

All organisms are constituted of one or more cells. Multi-cellular organisms have cells that are differentiated according to their function. All the basic functions of life are the result of what happens inside the cells which make up an organism. Growth is the result of multiple cell divisions

- · Principles of organisation
- · Animal tissues, organs and organ systems
- · Plant tissues, organs and systems
- · Transport in cells

BIOENERGETICS AND ECOLOGY

Food provides materials and energy for organisms to carry out the basic functions of life and to grow. Some plants and bacteria are able to use energy from the Sun to generate complex food molecules. Animals obtain energy by breaking down complex food molecules and are ultimately dependent on green plants for energy. In any ecosystem there is competition among species for the energy and materials they need to live and

BIOENERGETICS

- · Circulation in human
- Digestion

Design and Print

and GCSF Combined Science Double Award (9204). For exams in May/June 2018 onwards, Version 4

ECOLOGY

- · Energy transferred in ecosystems
- Adaptations, interdependence and competition
- Decay and the carbon cycle

ORGANISMS' INTERACTION WITH THE ENVIRONMENT

Changes in environmental conditions may be biotic or abiotic and can result in responses from an organism which protect the organism from harm and support maintenance of the species. Such responses may impact on the internal stability of the organism or promote certain behaviours to protect it.

- The human nervous system

- · Control of blood glucose
- Behaviour
- · Infection and response

INHERITANCE

Genetic information in a cell is held in the chemical DNA in the form of development and structure of organisms. In asexual reproduction a parent. In sexual reproduction half of the genes come from each

- Cell division
- Genetic variation
- Genetic disorders Genetic manipulation

VARIATION AND EVOLU

selection of those individ sufficiently to changes i

Promotional leaflet for exhibition

Client

House of Commons Visitor Services Team

Position

Design Manager @ House of Commons

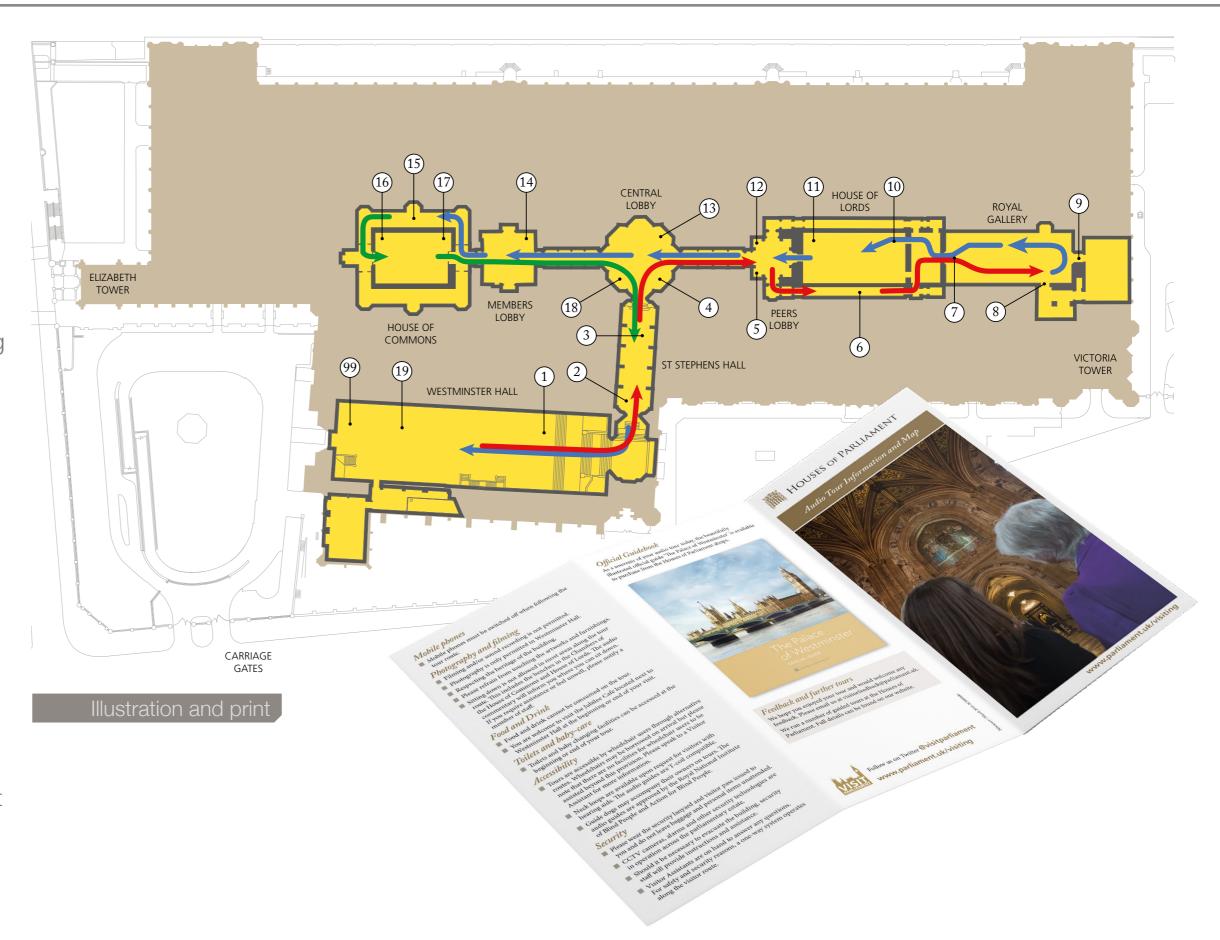
Task

In addition to designing this six page leaflet for visitors
I was tasked with illustrating an accurate map showing
directions and 'stops' along the tour that aligned with
audio tour hardware.

From supplied architectural drawings I ensured that all secure areas were redacted while maintaining the relative position of internal spaces to the outline of the Palace, adding stops and directional information.

As well as sign-off from my client all versions of the illustration needed to be reviewed and approved by the security team requiring additional stakeholder management across these teams.

The leaflet was produced in 14 languages and has instructions for using the guide and a code of conduct whilst on the estate.



Strategic Plan 2020-2025

Client

National Aids Trust

Position

Freelancer to Pierrot Print and Design

Task

I was asked to design the book version of the Strategic Plan following a major brand overhaul. This was the first document created using the new brand guidlines and I worked closley with both the client and the brand angency to ensure the book was reinforcing the brand values.

Using the sample spreads supplied in the brand guide I crafted the flow of information through the book to create a continuous story of hope and optimism.

The book was produced on time and within budget with both the brand agency and the client very happy with the result.



Logo design and Brand Development

Client

Garrison Farm CIC

Position

Freelancer direct to client

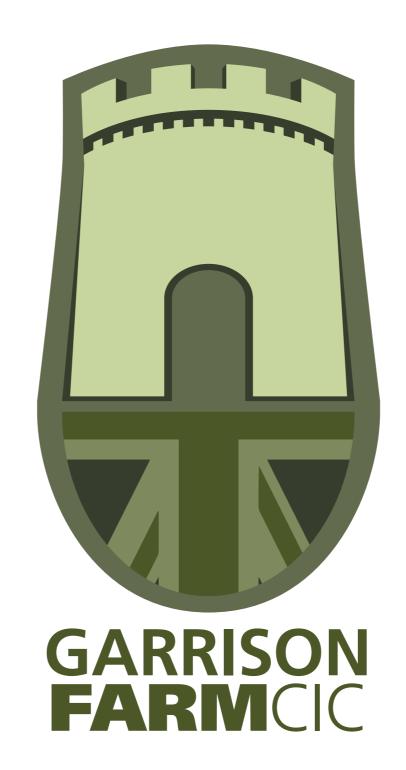
Task

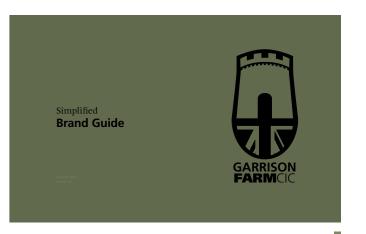
I was introduced to this client through a client who is donating her marketing know how as a side hustle for this worthy project.

Garrison Farm started with a hand drawn logo created by one of the founders. It's aim to support veterans and those leaving the armed serviced in the UK. The concept of a farm is important to the founders as it gives a much needed escape to UK veterans and direct contact with the ground. Since it's creation Garrison Farm has gone on to host training events and activities for UK veterans.

I was tasked with creating a more professional logo and brand that reflected the organisations values and retained a link with UK military services.

This new brand is expected to be launched in December 2020 at a ticketed Christmas Ball.





Primary Logo

The primary logo has been designed to be used in most applications. It has been set in a vertical frame emulating military badges and insignia to reference the organisations founding principles.

The Logo is made up from four distinct elements; the text, the background field, the union flag and the keep.

It is important to maintain a clear space around the logo to retain its strength and the clarity of the keep within the design. Try to use this logo







Colour Palette

The colour palette has been designed to reinforce the background and founding principles of the organisatior Using a mix of greens these reflect both military use and are in line with the ecology and environmental ideals of the organisation.

r the organisation.

ach shade complements every

ther in this palette and can

e used in any combination to









Primary Font

rrugger has been selected of it's bold conformity and in UK military applications. This should be used across titles and all body copy.

The secondary font can be used for titles and captions if distinction is needed.

If this font is not available laborate as the blooker's area.

ABCDEFGHIJKLMNOPQRSTUV abcdefghijklmnopqrstuvwxyz

> ABCDEFGHIJKLMNOPQRSTUVW abcdefghijklmnopqrstuvwxyz

Frutiger 65 Bold

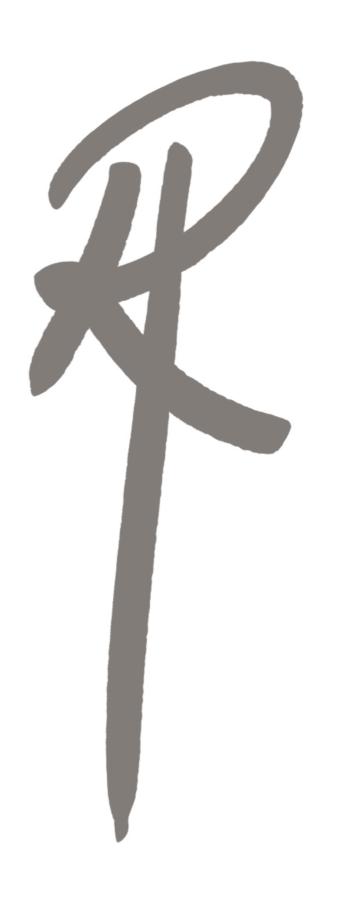
ABCDEFGHIJKLMNOPQRSTUV

abcdefghijklmnopgrstuvwxv

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTU

Logo and Brand Guide



Thank you

Your feedback would be very welcome