

Portfolio

Dean Moroney

This portfolio contains a selection of work to provide an abstract of the range of work I produce, and a wide view of some of the larger projects I have worked on.

For other content and animated work that supplements what is shown here, I invite you to visit my website at <http://deanmcreative.com>

IS-16

A TWO WEEK CREATIVE SHOWCASE
BY STUDENTS OF IDEASCHOOL

**FILM
SCREENING**

14th NOV
8:00PM
(DOORS 8:00PM)
MTG CENTURY THEATRE
NAPIER

**DISCORDANCE
EXHIBITION**

18th - 25th NOV
8:30 - 6PM
HASTINGS COMMUNITY
ARTS CENTRE

**FASHION
SHOW**

23rd NOV
7:30PM
(DOORS 7:00PM)
TRADES BUILDING
311 HAWKES BAY

**LIVE
CONCERT**

24th NOV
8:00PM
(DOORS 7:00PM)
MARIST CLUBROOMS
PARK ISLAND, NAPIER

MORE INFORMATION AVAILABLE ONLINE:

[HTTP://SHOWCASE.IDEASCHOOL.AC.NZ](http://SHOWCASE.IDEASCHOOL.AC.NZ)

ideaschool



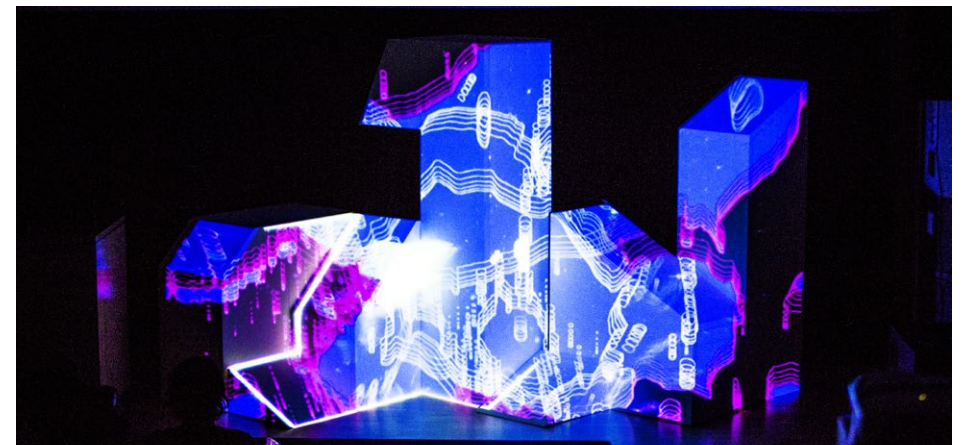
IS-16 Showcase

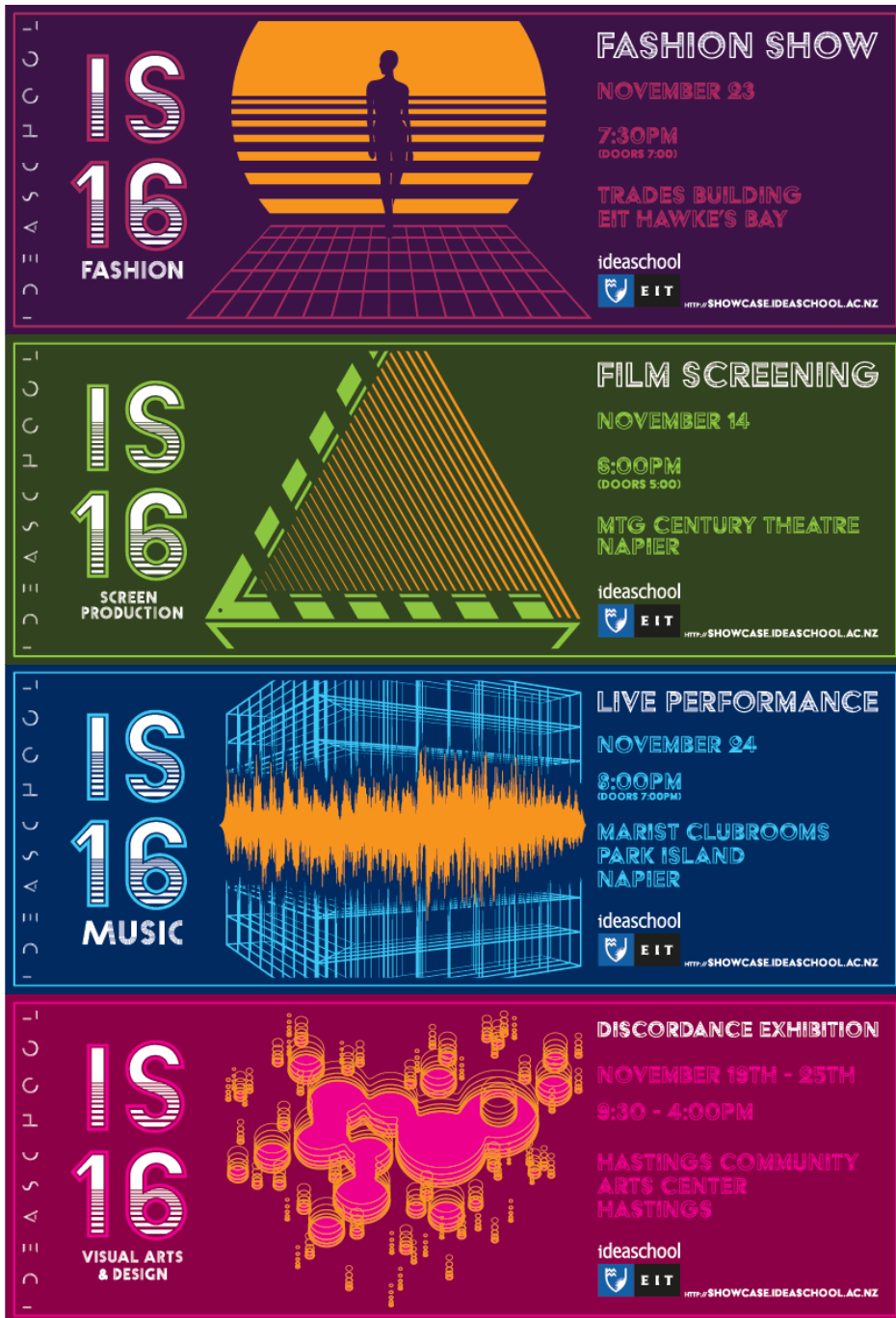
Visit: <http://showcase.ideaschool.ac.nz/2016/>

This was an ideaschool sub-brand for the annual idea showcase in 2016. Much like the 2014 showcase, I was granted complete creative control over developing the brand and producing the collateral. I produced the posters, web-content, video launch and the smaller collateral such as flyers and various handouts that pertain to each event.

I wanted the theme of the showcase to be 'light' - this influenced everything I produced. From the projected launch experience (more information below) to glow-in-the-dark posters, down the type of paper that the event tickets were printed on (pearl sheen).

The centerpiece of this project was a large projection mapped installation (image below). The full length animation can be viewed on my website via the videos section or on the ideaschool Facebook page through this link: <https://goo.gl/MBY6aQ>





Below: The ticket designs for the Fashion Show (held at EIT Hawke's Bay) and Film Screening (held at the MTG Century Theatre). These tickets are very striking in person with their pearl sheen and were hopefully kept by all attendees as a nice memento.

Left: The individual designs for each event - I designed a custom graphic and colour scheme to represent each one. The orange shade persisted on each image as it is the ideaschool brand colour.





The top image shows the event posters with the lights on, and then the lights off - they are phosphorescent (glow-in-the-dark).

To produce this effect, I worked with my colleague Diane Wilkie to devise a new method of screenprinting as glow-ink itself was not physically bright enough for my liking, so the final posters involved screenprinting an adhesive substrate onto the surface and applying glow-powder.

The result was a solid glow which was far more striking.

The posters were produced as a limited edition and given away to students as part of an in-school competition.

ideaschool ARTS & THINKING

is
AT

ideaschool Brand

Visit: <http://ideaschool.ac.nz/>

This was an all-encompassing rebrand for EIT's School of Visual Arts and Design. The brand was devised by myself, with my colleagues Anthony Chiappin and Jerry Gull (who only a year earlier were my design lecturers).

The decision to rebrand came about after several discussions regarding the future of the school and I was brought onboard for my technical ability and speed in which I could make ideas come to life.

My role soon increased as I was granted creative control over the ever-changing look of the annual idea showcase and given some freedom in terms of media and marketing, and how this worked in tandem with EIT's own brand.





Here is the hero version of a range of ads that I designed for various publications. The brief was to create an ad that represented the brand, but that also subverted common expectations you'd usually associate with an educational ad.

I interpreted this to create the ad as it's own piece of design, rather than using design to create an ad - this way I could communicate the nature of the school through the appearance of the ad itself, but also leave enough intrigue and visual impact to leave viewers curious for more information.

The ad was published in many variations through the Hawke's Bay Today and magazines such as ArtZone, Art News, and more.

The ad was well received and was used throughout mid-2013 until late 2014.



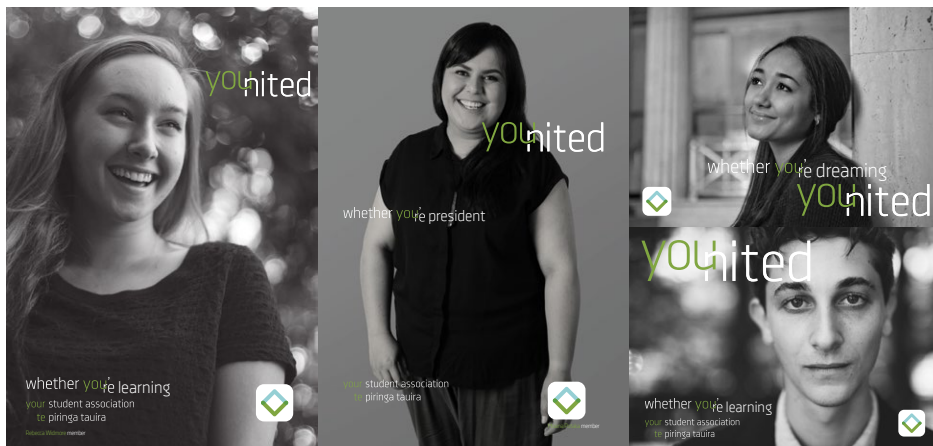


Younited

This is a rebrand that is currently underway for the EIT Students Association, produced in collaboration with Anthony Chiappin.

Our roles were evenly divided throughout most of this process, but I was responsible for the interlocking logo, typography and producing print and digital media as required.

This brand will be rolled out throughout 2018 and beyond.



Race to Polaris

Race to Polaris

Race to Polaris is my own personal musical alias.

For this alias, I designed my own branding to fulfill my own specifications and also created album artwork and other imagery. There is a full social media aspect to this brand too, which is growing in followers and presence.

This is an ongoing project, as both a creative output and a way for me to learn about processes that I may not yet have had a chance to work with professionally (for example, working with CD manufacturers or online music stores such as Spotify or iTunes).





Minilight

Visit: <http://www.deanmcreative.com/minilight>

Minilight is a personal project of mine, which I am still developing. A Minilight is an aesthetically pleasing lightbox which comes with a range of different 'slides' which can be easily changed, for which ever look or design you want to see.

The colour can be freely changed, set to pulse through a full spectrum, or flash different colours.

The Minilight looks stunning in a light room or a dark one, and is designed as a throwback to classic neon signage.

I envision this product to eventually be used in the home or office, as a centerpiece, talking point - or, with the correct slides, an effective branding or wayfinding system.



Thank you

Most of what is shown here has been an abstract of the full scale of each project.
I am happy to talk in depth about each project and provide examples of media produced, please do not hesitate to get in touch to learn more.

I also encourage you to follow my Facebook Page for updates on my work, and for smaller projects that do not make it onto my website or into this portfolio:

<http://www.facebook.com/deanmcreative>