

Brochures and Catalogues

I like the wide variety of graphic design and have designed work in many fields of the business from Brochures, Posters, Retail, POS, Brand Identity, Annual Reports, Exhibition Graphics, Direct Mail and Marketing, Catalogues and Stationery and Web Design.

For further samples of my work please visit
www.simonsharville.co.uk

Clinical Science Centre : Annual Prospectus

I won the pitch to design the annual prospectus for Clinical Sciences Centre. Promoting the Centre to potential students.

The brief was to create a clear and strong design that allowed for a lot of information with footnotes and diagrams but that each subject page must be identical in layout. I created a hierarchical grid that allowed for different lengths of title and content but using a different key colour relative to their section.



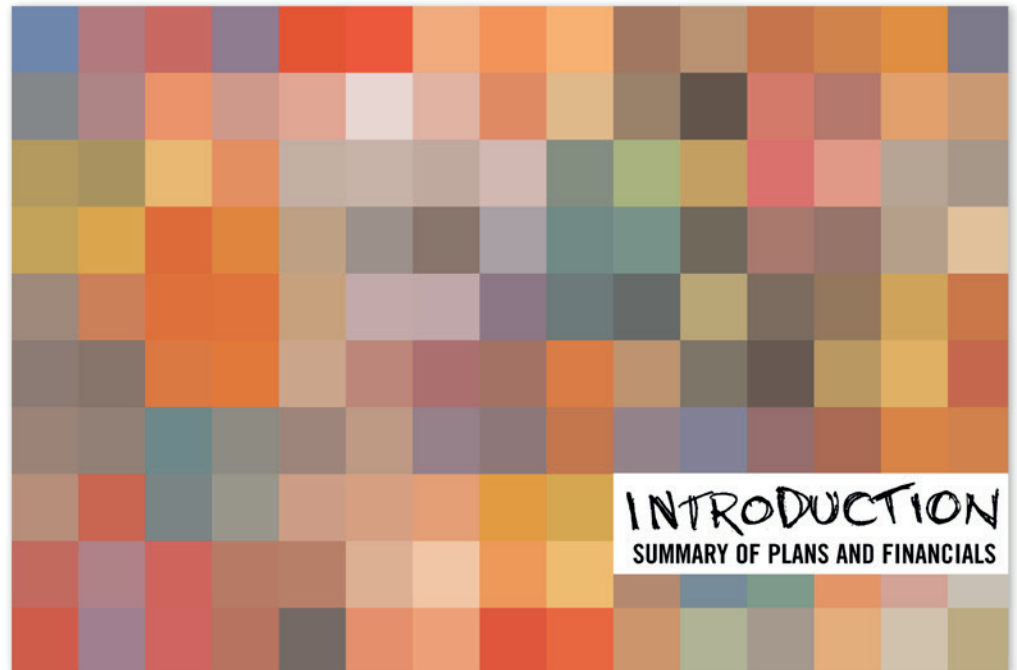
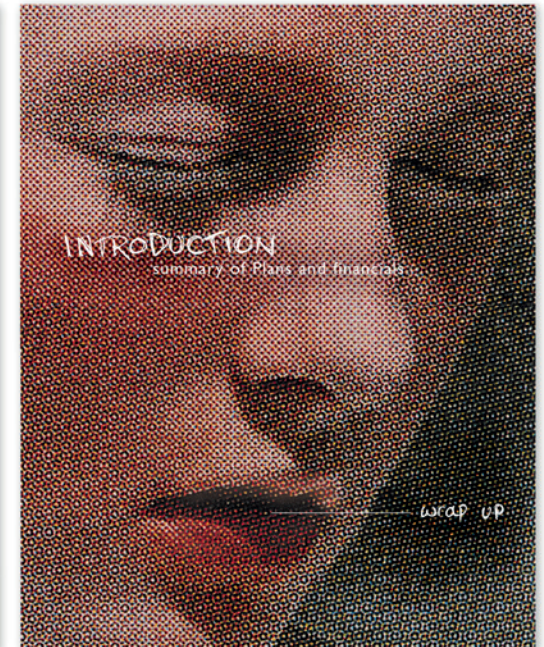


Association of Illustrators : Membership Brochure

Design & artwork of a brochure to attract new members to the Association of Illustrators.

Debenhams : In-store Guide and Financial Brochures

Part of a small range of brochures designed for Debenhams.





Hamburg Kurzfilm Festival : Catalogues

For a time during the 90's I lived and work in Hamburg on magazine design, I also helped part time for the No Budget, Hamburg Short Film Festival. Where I helped design and produce the promotional material as well as the catalogue for the festival.

JISC Access Unlimited : Brochure

Designs for an interactive brochure to demonstrate the benefits of UK colleges and universities becoming a service provider in the UK federation, streamlining and delivering access to institutional services via secure access management.

The design had to look like a printed brochure, but be an interactive PDF containing films. JISC had very tight design principles, the structure had to be identical to other brochures they had produced, but the type, colours and graphics could be experimented with.



TalkTalk : Brochures

Designs for a communications brochure and guidelines for TalkTalk. The brochure is aimed as a guide to all external creative teams, to give them a visual style without being too restrictive.

Designed at WDMP. Art Directors: Simon Attwater & Abi Ellis.

