

Thomas Adey
Regenerative Graphic Designer
Selected Works



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Thomas Adey
Graphic Designer

Thomas Adey (rthomasadey@gmail.com) is a graphic designer with an interest in prospective solutions pertaining to ecology, societal issues and new technologies. He enjoys the meticulous construction of designs that visualise his ideas for tackling issues both locally and worldwide, hoping they can spark inspiration in others. He is currently involved in an undergraduate course for a BA (with honours) in Graphic Design. Investigations into sustainability are a primary part of many of his works, as well as social aspects such as accessibility and the cascading influences of popular brands.



**Human contact with coral hurts both
us and them as a species.
We can change that.**



www.milliporaglobal.com

Twitter Logo

Instagram Logo

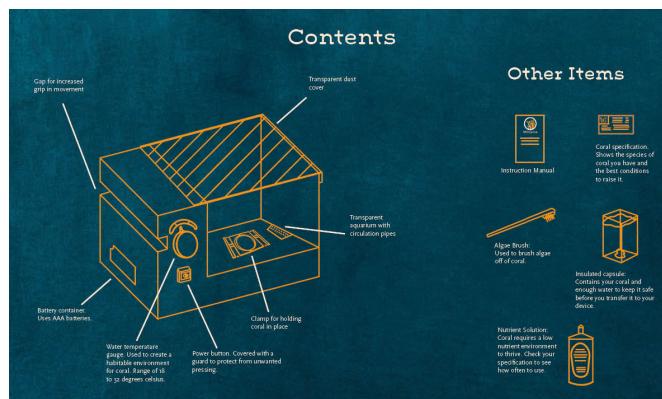


Millipora, 2021

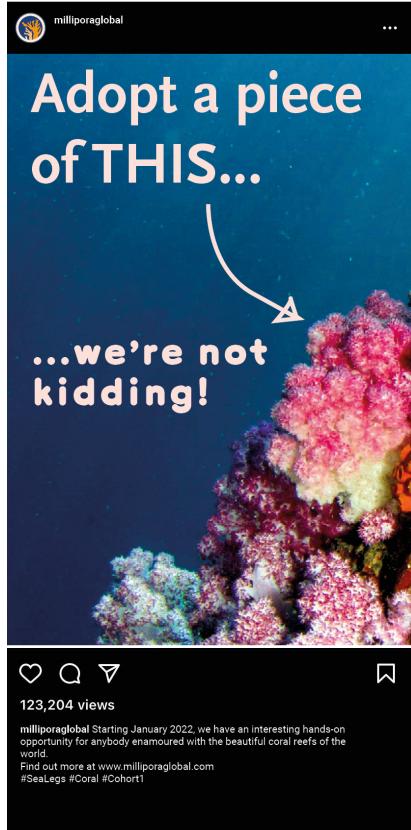
Installation design, packaging, social media design.
Client: Northumbria University

Millipora is a climate-centric project that focuses on awareness and action towards the unseen problem of coral mining in the Earth's oceans. The project aims to repopulate dying reefs and provide jobs for people (forced circumstantially) to mine them for money.





Prospective technology, informed by our resources today, is the basis of a product and package designed to hold infant coral colonies in a compact machine, growing them in the comfort of the customer's home before being sent back to the geographical region from where they were sustainably sourced.



Applying for a deadline extension

myportal.northumbria.ac.uk

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Northumbria University Newcastle

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Applying for a deadline extension

Find out more about Short Extensions (formerly Late Authorisation), which is the process to apply for an extension to your deadline

Applying for a Short Extension - What you need to know

Criteria
To apply for a Short Extension, check you meet all of this criteria:

- You are before the deadline and **within 3 weeks**
- You can get written evidence to prove you need support
- You are applying for a written assessment (exams, presentations, performances and laboratory assessments are not covered)

Evidence
Three types of evidence:

- Medical confirmation (doctors note, statement of fitness to work)
- Covid-19 (official test/email or PCR test)
- If applying through disability and have talked with DSSR, no evidence is needed.

Application
The application needs these details:

- Your Module code + Assignment (ask your lecturer!)
- The submission deadline date
- Amount of extra time (up to 10 working days)
- Your evidence

After application
We will approve your extension on the run up to the deadline. If your deadline is near and you have not been approved, let your lecturers know!

You will now have extra time to complete your work!

Apply at the student portal in Help & Support > My Programme > Assessments

Design: Thomas Adey, Graphic Design BA

It happens! An unseen, unpreventable circumstance has made it impossible to submit your best work on time. A short extension is a way claiming up to 10 extra working days to catch up.

This includes short term injury and illness, disability, and on compassionate grounds. A full list of allowed circumstances can be found on the Student portal.

Related articles

- Experiencing difficulties in completing or submitting your assessment
- Managing personal extenuating circumstances which impact your studies
- Accessing help and support with assessments
- Submitting an assessment after the deadline

You should hand in assessed coursework by the deadline given in the assessment brief. By not doing so, it could result in you getting a reduced mark or even failing your module. If you find yourself in a position where you know you will be unable to submit an assessment by the published deadline, or have submitted under extenuating circumstances that prevented your best work, you have three options:

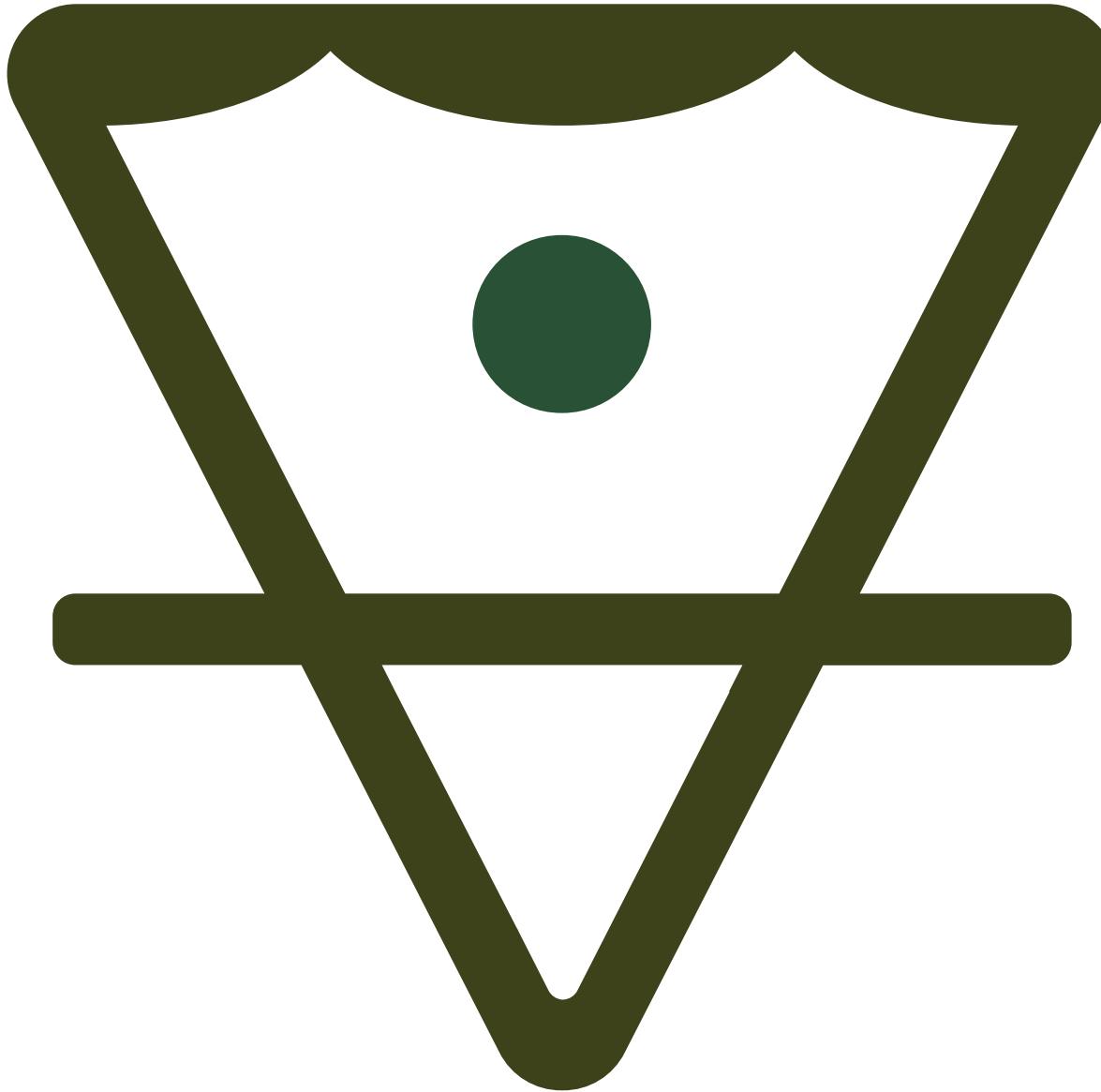
**Applying for a Short Extension:
What you need to know, 2022**
Infographic design
Client: Northumbria University

A designed solution intended to efficiently answer questions on how a feature of the university works, in an accessible format. Assets used here were cultivated into a toolkit for future use, and the project happened over a short timescale (~15 hours). The work will be used both in print and digital form.





Salacia



Salacia Detergent, 2022

Branding, Graphic Design, Package design
Client: Northumbria University

A proposed design currently underway involving a bacterial enzyme in seaweed being used to reduce the temperatures required for cleaning. The design revolves around a visual toolkit, including an origin story. The identity values history and its use in the future, aiming to encapsulate a product that is forward-thinking and innovative. Includes a package design.

Devotion Made Mythical

In the years of the Roman Empire, there was a strong focus on hygiene and presentation, and people known as Fullers were tasked with cleaning the clothes of themselves and others. One of which, named Amadeus, was a devotee to Salacia, the Goddess of the Seas. To further embrace the sea, they added seaweed into their cleaning ingredients, and to their amazement, the clothes would always return with a clean and soft complexion, a blessing from Salacia perhaps?

They began to use seaweed in the washing of other peoples' clothes. Every time, their owners would marvel at the results. Word was spread around of this 'Salacia technique', something even they believed was the work of the divine. When Rome was sacked by the Visigoths in 410 AD, Amadeus took their technique to the grave, but word of their cleaning prowess still lingered, managing to reach the present day among the minds of a sparse few families.

Today, we know what they did and how. Bacteria on the surface of seaweed can use enzymes and compounds to adhere to and release from the seaweed at will. Specks of dirt and other staining materials are caught in the enzymes and are pulled out of fabric, no matter how long they have lasted for. The enzyme works best at cooler temperatures, offering a perfect opportunity to cut down on energy during your wash.

Amadeus may have passed on, but Salacia still offers her blessing, even now. We name our product in her image.

Audience Driver

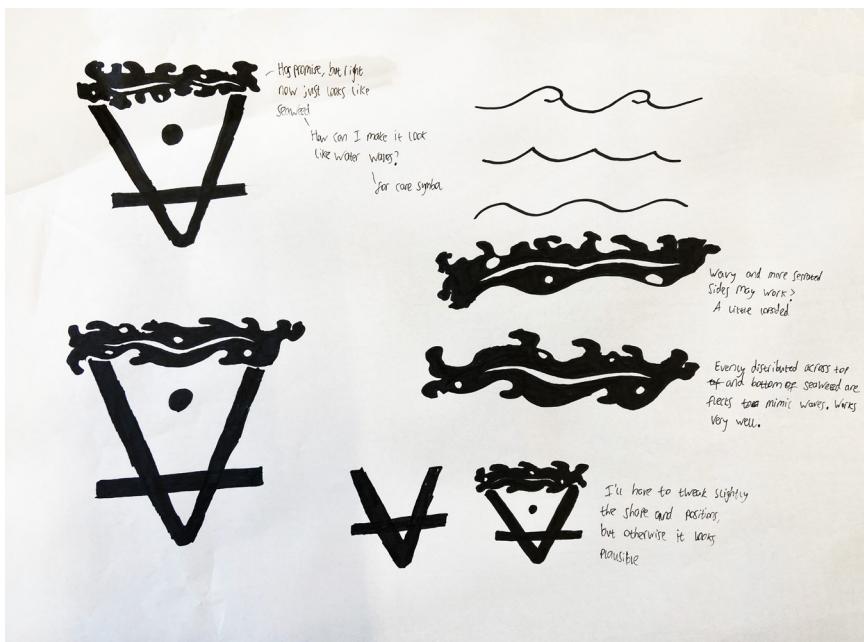
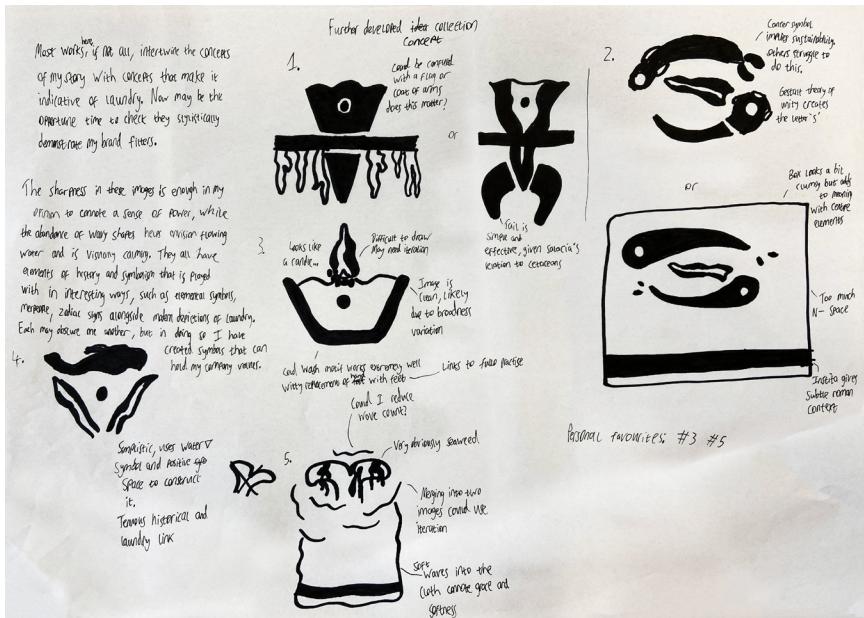


Mr Eaves
Modern

Company Driver



New Order





Salacia

Primary Typeface: TurnipRE (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typeface: Source Serif Variable (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Salacia



Salacia



Salacia

Main Body Typeface: Source Serif Variable (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

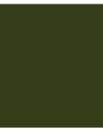
Main Colours (Prevalence may vary)



Pantone 427 C



Pantone 3245 C



Pantone 5747 C

Accent Colours (Used sparingly)

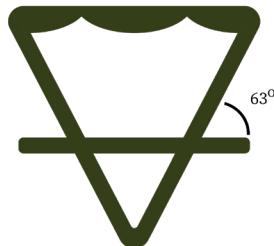


Pantone 656 C



Pantone 350 C

Black is only to be used when absolutely necessary (in grayscale documents)



The use of assets and shapes in a 63 degree angle is encouraged in both physical and digital design, though it must be done carefully to avoid making information harder to read.

Importantly, any shapes used need to have their points rounded out to fit the smooth presentation of the logo and other design elements.



Devotion Made Mythical

In the years of the Roman Empire, there was a strong belief in the power of prayer and magic known as Pūlārī. They were tasked with cleaning the clothes of themselves and others. One of which, named Amadeus, was a devotee to Salacia, the Goddess of the Seas. To thank her for her help, she granted him the secret of their cleaning ingredients, and to their amazement, the clothes would always return with a clean and soft appearance after being washed.

They began to use it more in the washing of other people's clothes. Every time, their owners would marvel at the results. Word was spread around of this 'Salacia technique', something even they believed was the work of the Gods. But the Romans, by the year 210 AD, had heard of this and took it to the grave, but word of their cleaning prowess still lingered, managing to reach the present day among the minds of a sparse few.

Today, we know what they did and how. Bacteria on the surface of seaweed can use enzymes and compounds to adhere to and release from the seaweed at will. Specks of dirt and other staining materials are caught in the sticky web of the bacteria, and the enzymes break down the proteins that hold them together, allowing them to fall off. How long they have lasted for. The enzyme works best at cooler temperatures, offering a perfect opportunity to cut down on energy during your wash.

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A toolkit showing how the brand's assets are to be used to ensure consistency across mediums.



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Thank You.



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