

# BENTAWSE DESIGN + WEB

LOGO/BRAND / PRINT/TEXT / GRAPHICS  
DYNAMIC WEBSITE CONSTRUCTION  
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The **Paris to Hayling** is a charity cycle ride that has been running for 25 years.

For the 25th Paris to Hayling ride in 2010, I produced a commemorative cycle jersey, seen in fig. 3, which was awarded to each participant of the ride to mark its silver jubilee. The design draws from the ride's already strong branding; the iconic '80s circular logo can be seen in the top left of the jersey's front (against the blue) and the upper centre of the back.

After 25 years, the organisation has chosen to change the ride in a number of ways for 2011, and requested a slight aesthetic refresh. The poster and accompanying booklet, seen in fig. 1 and 2, were designed as an homage to the aesthetic of early 1950s posters of the Le Mans 24 hour motor race, to reflect the ride's change in destination for 2011 to Le Mans. I will also be designing the ride's 2011 cycle jersey.



Fig. 1



Fig. 2



Fig. 3



# CARD COMPANY, INC.

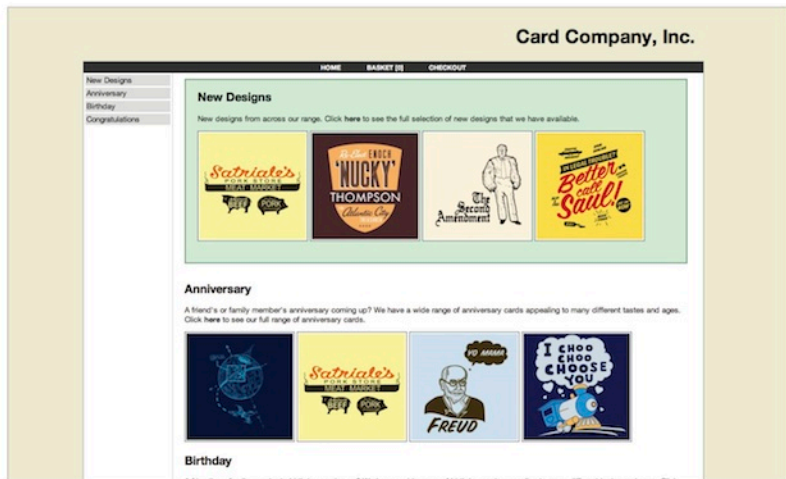


Fig. 1



Fig. 2

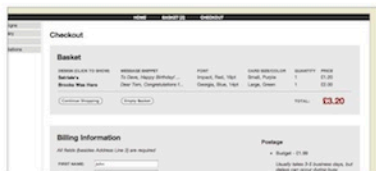


Fig. 3

**Card Company, Inc.** is an entirely fictional enterprise that was the subject of a university computer science project. The task was to build a website for selling custom greetings cards. This required that customers be able to customise cards on the site and subsequently place an order for them.

The site implements product and order databases, a dynamic card customisation interface (fig. 2) and a basket/checkout system (fig. 3).

Given that this was a computer science project, functionality was the priority rather than aesthetics, so I quickly gave the site a rather generic, modern design.

Everything is lovingly hand-coded in HTML/CSS, JavaScript, PHP and MySQL. The card designs are from BustedTees.com.

BENTAWSE  
DESIGN + WRITE

**PlayDead.Famous Productions** is the moniker of the theatrical work of a friend of mine, Tobie Robinson. I have been very pleased to work with Tobie on a number of different designs, crossing the realms of posters/graphics, print and web.

Various works were produced for PlayDead.Famous' first original play, *Death To The Left, Life To The Right*. Three (of many) poster drafts are seen in fig. 1 - 3. The poster in fig. 1 was eventually adopted, and used as the basis for the play's programme and other promotional materials. Excerpts from the programme can be seen in fig. 4.

The bespoke type design that was adopted as the project's logo can be seen in fig. 5. Further variations of this logo were produced over time, such as in fig. 6.

# PLAYDEAD.FAMOUS PRODUCTIONS

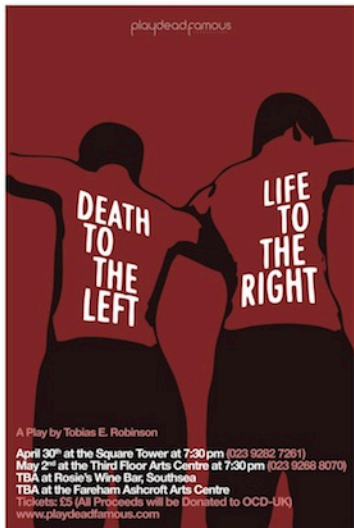


Fig. 1



Fig. 2

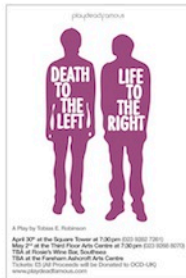


Fig. 3

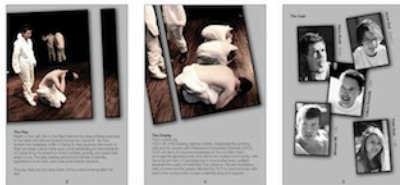


Fig. 4

playdead.famous  
PRODUCTIONS

Fig. 5

playdead.famous  
PRODUCTIONS

Fig. 6

# LAKESIDE BUSINESS BRIEFING

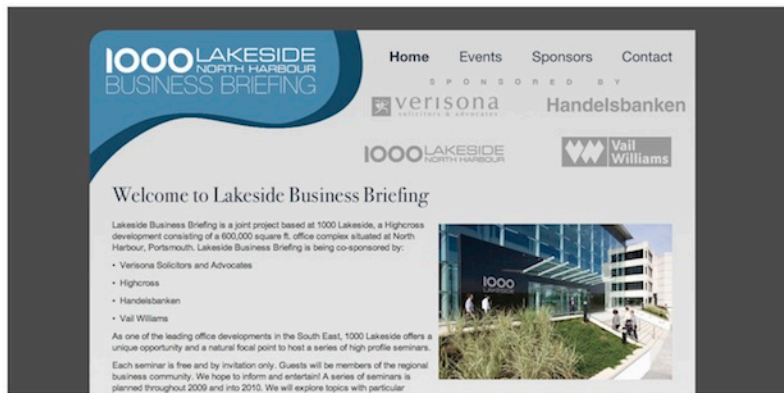
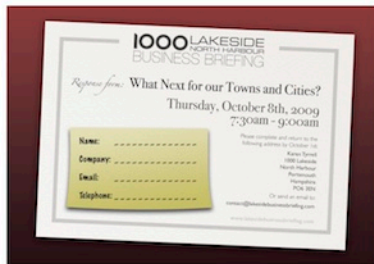


Fig. 1



Fig. 2



**Lakeside Business Briefing** is the joint venture of four different companies with offices at 1000 Lakeside, a development in North Harbour, Portsmouth. The purpose of the project is to host business seminars from high-profile speakers for local businesses, in order to discuss relevant issues and attract them to the development.

I was tasked with branding the project and constructing its website (using a WYSIWYG editor with manual alterations), seen in fig. 1, in addition to producing various promotional materials (such as the invitation in fig. 2). The logo of the venture, seen in the upper left of fig. 1, is an augmentation of the existing 1000 Lakeside logo, in the upper centre of fig. 1.

The site, which can be found at [lakesidebusinessbriefing.com](http://lakesidebusinessbriefing.com), is no longer managed by me and has since been altered.

BENT TAWSE  
DESIGN + JAVE



**Divorce Today** was a planned online legal service, providing simple, low cost divorces through an intuitive web application. The project eventually stalled, but I designed a few preliminary concepts for the service's web interface.

This project involved not only conceptual web design but also the branding and logo of the service. The product was to be branded as a fresh and exciting competitor to traditional high-street legal services, and required a modern design to reflect this.

Early concepts, featured in fig. 1, featured a relatively light colour palette with bold graphics, but after discussion with the client, it was decided to use a darker, more modest aesthetic for a sleeker, more professional feel (fig. 2).



Fig. 1

# DIVORCE TODAY

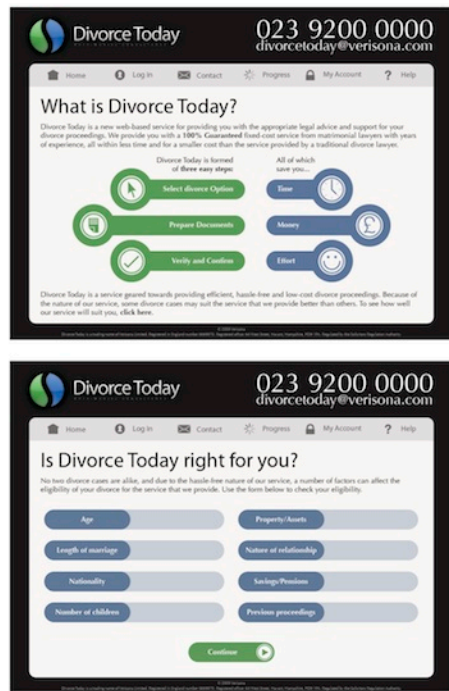


Fig. 2

# MACBETH

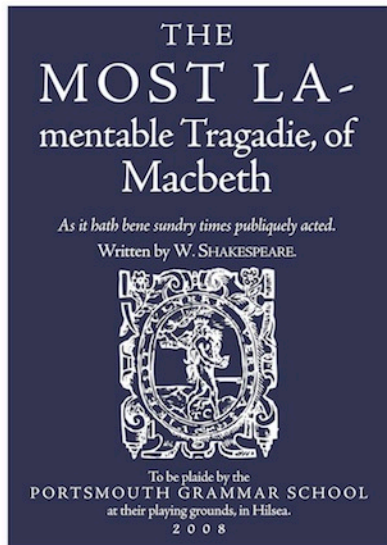


Fig. 1

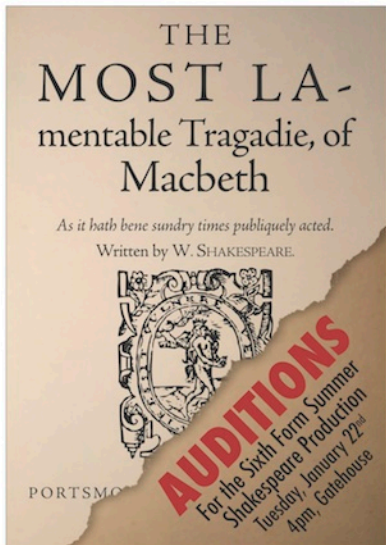


Fig. 2

A friend of mine was asked to organise a school production of Shakespeare's **Macbeth** a few years ago and, while the production never happened, I had fun creating a few posters.

The design imitates the print found in early quarto editions of Shakespeare's works. Each quarto differed in its design (and even spelling), so different elements were drawn from editions of various plays such as *Othello*, *Titus Andronicus* and *Romeo and Juliet*.

Different treatments and colours of the poster were designed to communicate the more modern context of an obviously archaic aesthetic.

(Fun fact: the illustration in the lower centre of the design is actually from an edition of *Romeo and Juliet*, of which it depicts the two protagonists, and so has nothing to do with *Macbeth* at all.)

BEN TAWSE  
DESIGN + ART