

Callen Neasmith

Monash Graduate 2021

Specialising in:
Branding and Identity
Editorial Design
Web Design
Print and Publication
Motion Design

Interests in typography, digital publishing and creative direction within the Communication Design scape.

I have a passion for creating design that is rich in its content and concept driven.

Multi-Disciplinary Designer

calneasmith@gmail.com
+61 435 186 918
callenneasmith.com

Resume & Experience

Design Experience

Employment

* RT Edgar Toorak

In House Graphic Designer
Social Media Marketing
Marketing Assistant

* Bayside Community Centers

In House Graphic Designer
Social Media Marketing

* Toothpicks Creative Studio

Freelance Designer
Branding Assistant

* Butter Media

Junior Graphic Designer

Awards and Participation

* The Design Kids

Logo Competition Winner
Interview with TDK

* AGDA Member

* Esperanto Magazine

The Sex Issue #2

Education

* Monash University

Graduate of 2021 | GPA 3.150
Bachelor of Design and Business

Skills and Capabilities

* Branding & Identity

Creative Direction
Brand Development

* Editorial Design

Magazine and News Publication
Digital and Print

* Web Design

HTML, CSS and JavaScript
CMS (Basic)

* Print & Publication

Poster and Printed Matter

* Motion Design

Adobe Proficiency

Lecturer:

Warren Taylor

Set in a time where commercial travel between the Earth and the Moon is possible, visitors are invited to explore its surface within the bounds of the Moon Lander Station.

'Map of the Moon' is an educational poster and brochure offering users a means of guidance whilst interacting with Luna.



Map of the Moon Visual Identity

This project begs an educational and informative need, a typographic approach was adapted using letter forms as a means to create shapes and design inspired by Joseph Lebus.

Outcomes: Poster, Brochure, Business Card, Motion, Website
Year: 2020
Lecturer: Warren Taylor



↓ Instagram Promotion Graphic



Figma Website Prototype →
(Full Prototype via
callenneasmith.com)

The image contains three screenshots of a website prototype for "Map of the Moon".

- History Page:** The page title is "History". It features a large image of the Moon's surface with a landing module. Below it is a section titled "The Apollo 11 Landing" which includes a quote from Neil Armstrong and information about the first moon landing.
- Mare Tranquillitatis Page:** This page shows a close-up image of the Moon's surface. A callout box highlights "Mare Tranquillitatis" and provides details about its history as the site of the first manned moon landing.
- Homepage:** The homepage features a large image of the Moon's surface. On the right, there is a sidebar with navigation links for "Homepage" and "History". The sidebar also contains text about the Moon Lander Station, its founding year (2045), and its connection to NASA.

Lecturer:
Janet Mills

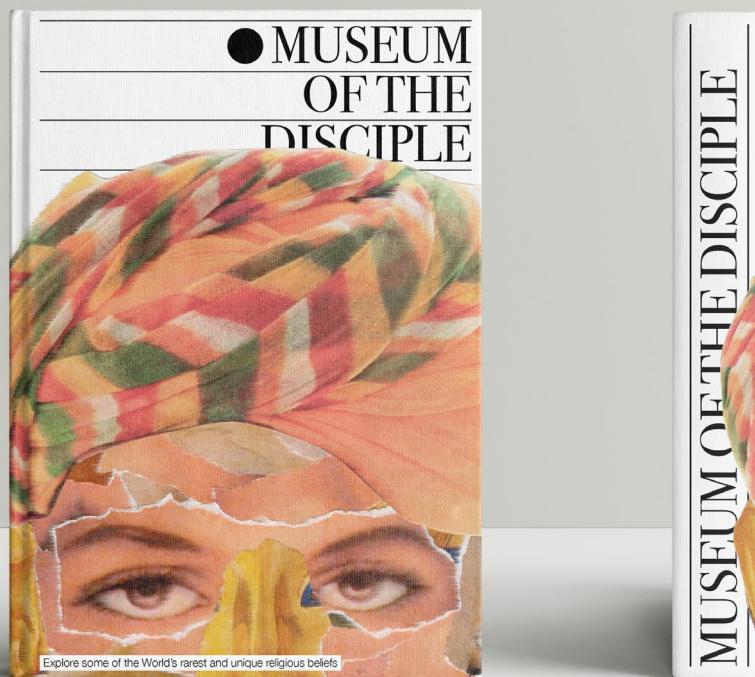
Museum of the Disciple is a conceptual curation of rare, unique religions and beliefs from across the world. It explores the often surprising and intriguing nature of these groups.

Collateral involved a variety of printed materials making up the final outcome, encompassing the theme of identity.

Museum of The Disciple Campaign and Visual Identity

MoD explores and dives deep into a number of incredibly rare and unique religions from around the globe. Staged at the NGV, this campaign aims to draw people from across Australia to visit an exhibition like none-other.

Outcomes: Stationery, Book Cover, Tote Bag and Posters
Year: 2019
Reference: Janet Mills



Lecturer:
Alex Margetic

Nuclear Disarmament concerns
the masses of nuclear warheads
stockpiled for deployment in 2020.
Nuclear War is a pressing and
absolutely catastrophic event.

'Ban the Bomb' is a revitalised
campaign from the 1960s utilising
a modern and brutalist approach to
driving awareness to the global issue.



"Ban the Bomb"

Campaign

Contrary to the original campaign which presented itself in a more light-heart and friendly manner, 'Ban the Bomb' adapts a bold, confronting design style to evoke fear from the audience to ultimately drive awareness to the issue.

Outcomes: Poster, Publication, Brochure, Badges, Stickers
Year: 2020
Lecturer: Alex Margetic

THERE IS AN ESTIMATED 13,890 NUCLEAR WARHEADS GLOBALLY.

NUCLEAR BOMBS COST AS MUCH AS \$53,000,000 PER BOMB.

THE US SPENDS \$4.B ON NUCLEAR BOMBS EVERY YEAR.

BAN THE BOMB

A NUCLEAR BOMB WILL BLIND, BURN & DESTROY EVERYTHING IN A 10KM RADIUS.

NUCLEAR BOMBS TESTED IN SEPTEMBER 2017, CAN TARGET AUSTRALIA.

GOOGLE: THE 1961 GOLDSBORO CRASH.

BAN THE BOMB

BAN THE BOMB

BAN THE BOMB

DISARMING NUCLEAR WEAPONS.

Ban the Bomb*
Protest and Survive*
Uranium? No Thanks*
One Flash and You're Ash*
People for Nuclear Disarmament*
Take the Toys away from the Boys*
Nuclear War can Spoil Your Whole Day*
Fight War not Wars*

DISARMING NUCLEAR WEAPONS.

Ban the Bomb*
Protest and Survive*
Uranium? No Thanks*
One Flash and You're Ash*
People for Nuclear Disarmament*
Take the Toys away from the Boys*
Nuclear War can Spoil Your Whole Day*
Fight War not Wars*

DISARMING NUCLEAR WEAPONS.

Ban the Bomb*
Protest and Survive*
Uranium? No Thanks*
One Flash and You're Ash*
People for Nuclear Disarmament*
Take the Toys away from the Boys*
Nuclear War can Spoil Your Whole Day*
Fight War not Wars*

Ground Zero: Monash University Caulfield

Tsar Bomba
Estimated Fatalities: 1,851,060
Estimated Injuries: 1,573,060

- **Inner Circle:** Fireball radius instantly kills all life and demolishes all buildings in a split second.
- **Second Circle:** Most residential buildings collapse. Widespread death and injury including numerous fires to start in suburbia.
- **Third Circle:** Severe third degree radiation burns, causing scarring and many cases of eventual amputation for those exposed.
- **Outer Circle:** Estimated final range of blast damage, causing windows to break causing further injury almost 80km from the drop site.

Evacuating a whole city upon notification of an attack is virtually impossible.

References: Wikipedia, Nuke Map, Newint.org, History.com

A BOMB FREE FUTURE

The Threat of Nuclear War is ever present

There are an estimated 13,890 nuclear warheads active worldwide.

The nuclear bomb was first tested on the 16th July 1945 in a remote desert in New Mexico. It was a means of defence leading into WWII.

From the period of 1945-1998, the most active part of nuclear history, a mere 2053 nuclear warheads were tested and even used on cities.

The "Little Boy" was dropped on Hiroshima which immediately wiped out 90% of the city and killed 80,000 people instantly. It was the first dropping of a nuclear weapon on a country in an act of war.

The nuclear bombings of Nagasaki and Hiroshima occurred on the 6th and 9th of August 1945. It was the first dropping of a nuclear weapon on a country in an act of war.

The "Fat Man" was dropped on Nagasaki 3 days later, even more powerful than the previous weapon killing an estimated 40,000 instantly.

With all destructive effects of the nuclear bombings considered including the blast and radioactive fallout, it is estimated that 129,000 - 226,000 innocent people lost their lives in these cruel attacks.

Prevent the extinction of humanity by letting your voice be heard -> www.change.org/nonuclearwar

References: Wikipedia, Nuke Map, Newint.org, History.com

**THERE
CURRENTLY
NUCLEAR
STOCKPILED
THE
OF
WAR IS
PRESENT
BAN THE**

**ARE
13,890
WARHEADS
GLOBALLY.
THREAT
NUCLEAR
EVEN MORE
IN 2020.
BOMB.**

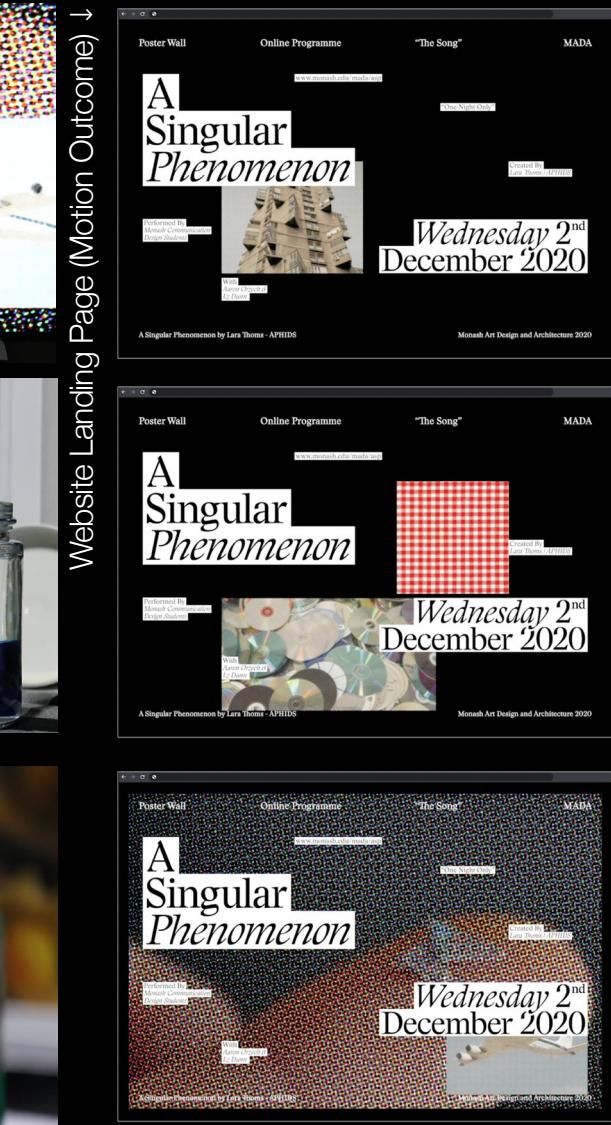
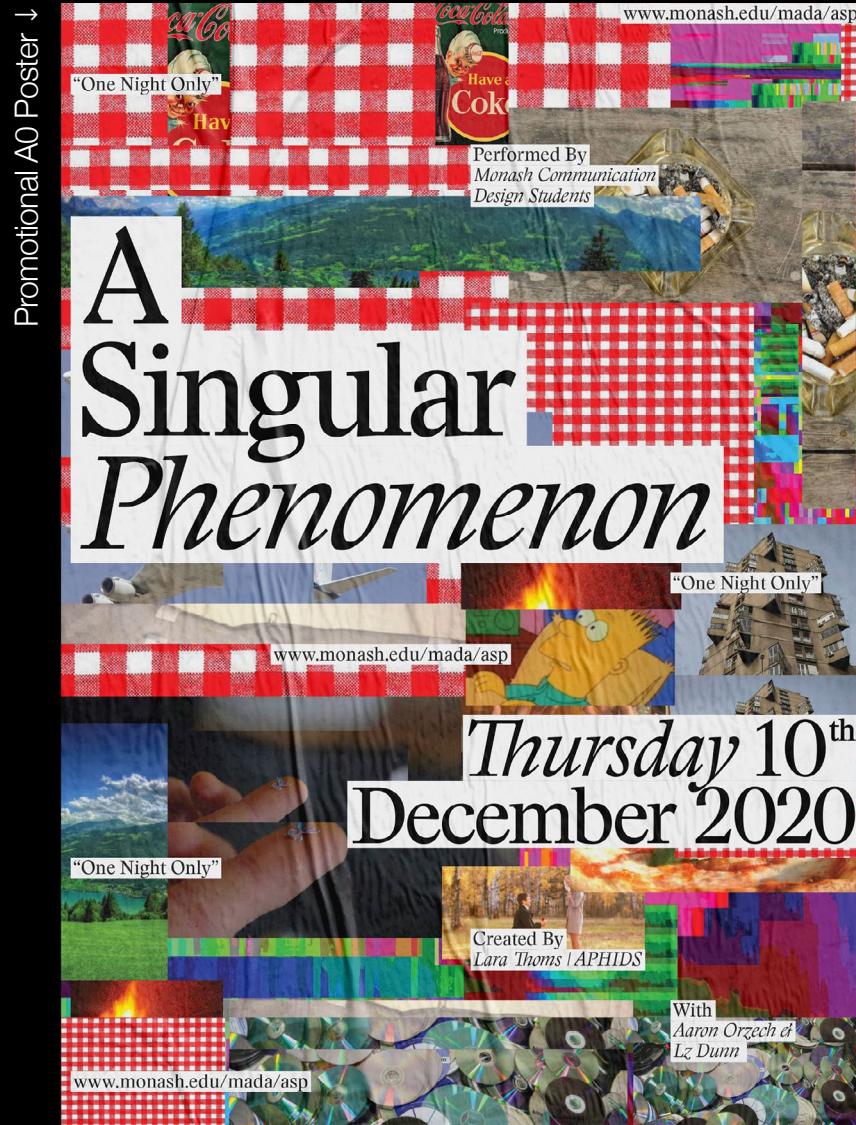
Lecturer:
Warren Taylor
Damiano Bertoli

ASP recounts the life of Joe Dolce in
an experimental theatre production,
directed by Lara Thoms of APHIDS.

For the MADA 2020 Grad Show,
students were tasked to interpret the
play and create a visual campaign and
identity for the event.



Utilising and manipulating found imagery creates a chaotic style for this project, similar to the work of Metahaven. The play uses loosely related events as a platform to build a story, allowing for a much more creative outcome.



Within the climate of COVID-19,
we look to a vaccine to leave the
COVID Normal State.

Lecturer:
Cameron Rose

'Final Hope Medical' is a conceptual pharmaceutical company responsible for distributing vaccines in a pandemic. A bold, brutalist graphic style captures the attention of young adults who may be reluctant to get vaccinated.



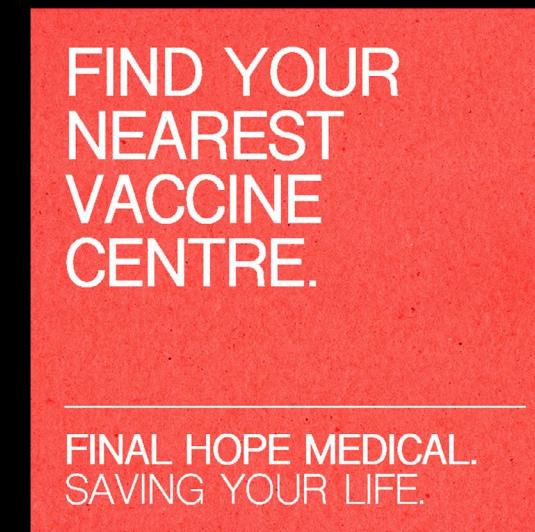
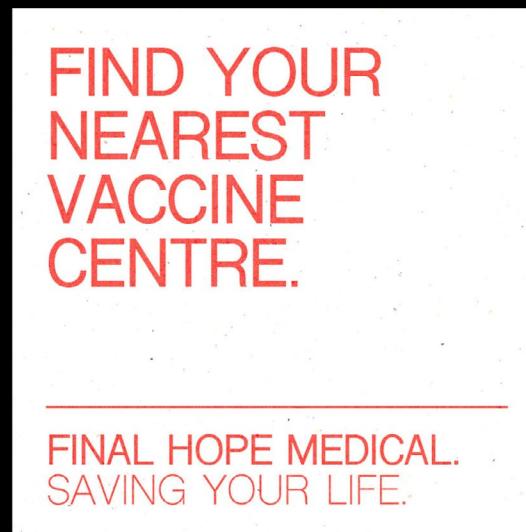
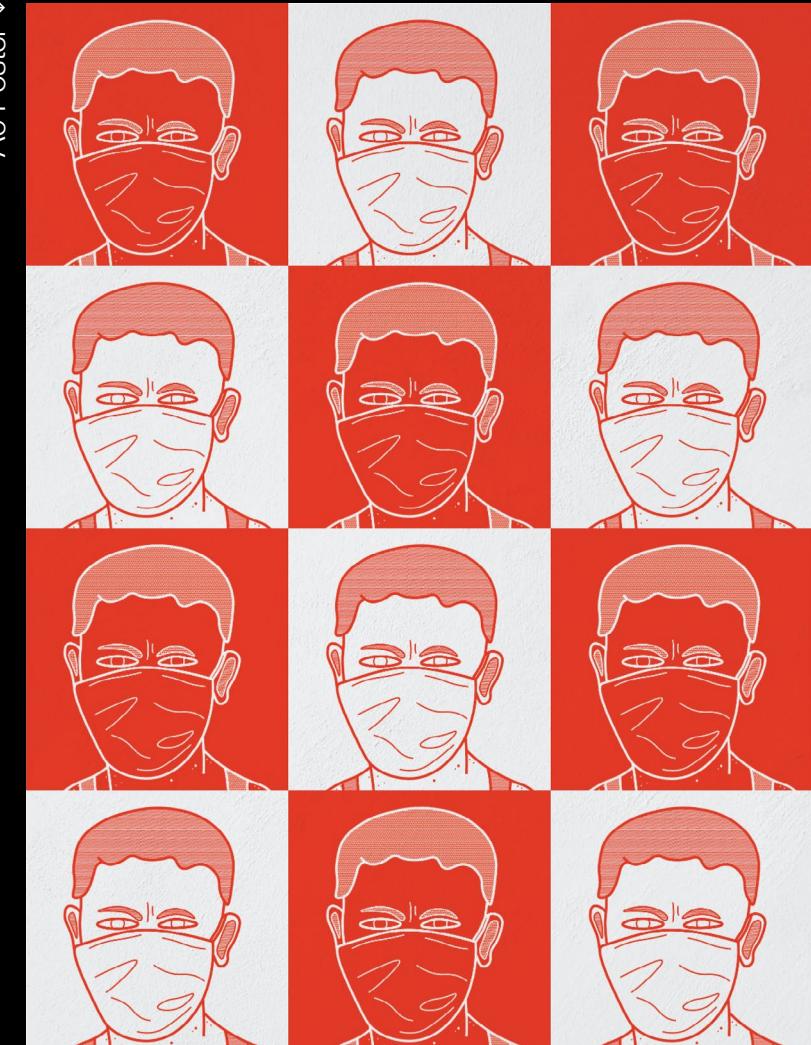
Outcomes: Motion, Packaging,
Illustration, Business Card, Posters
Year: 2020
Lecturer: Cameron Rose

Inspired by Graphic Artist Patrick Thomas, the use of conceptual and abstract symbolism convey messages in a memorable and unique manner.

Business Card →



A0 Poster →



COVID-19 VACCINATIONS
NOW AVAILABLE

FINAL HOPE MEDICAL
SAVING YOUR LIFE

Promotional Motion Graphic ↓



* RT Edgar - Collateral

Year: 2020

Client:

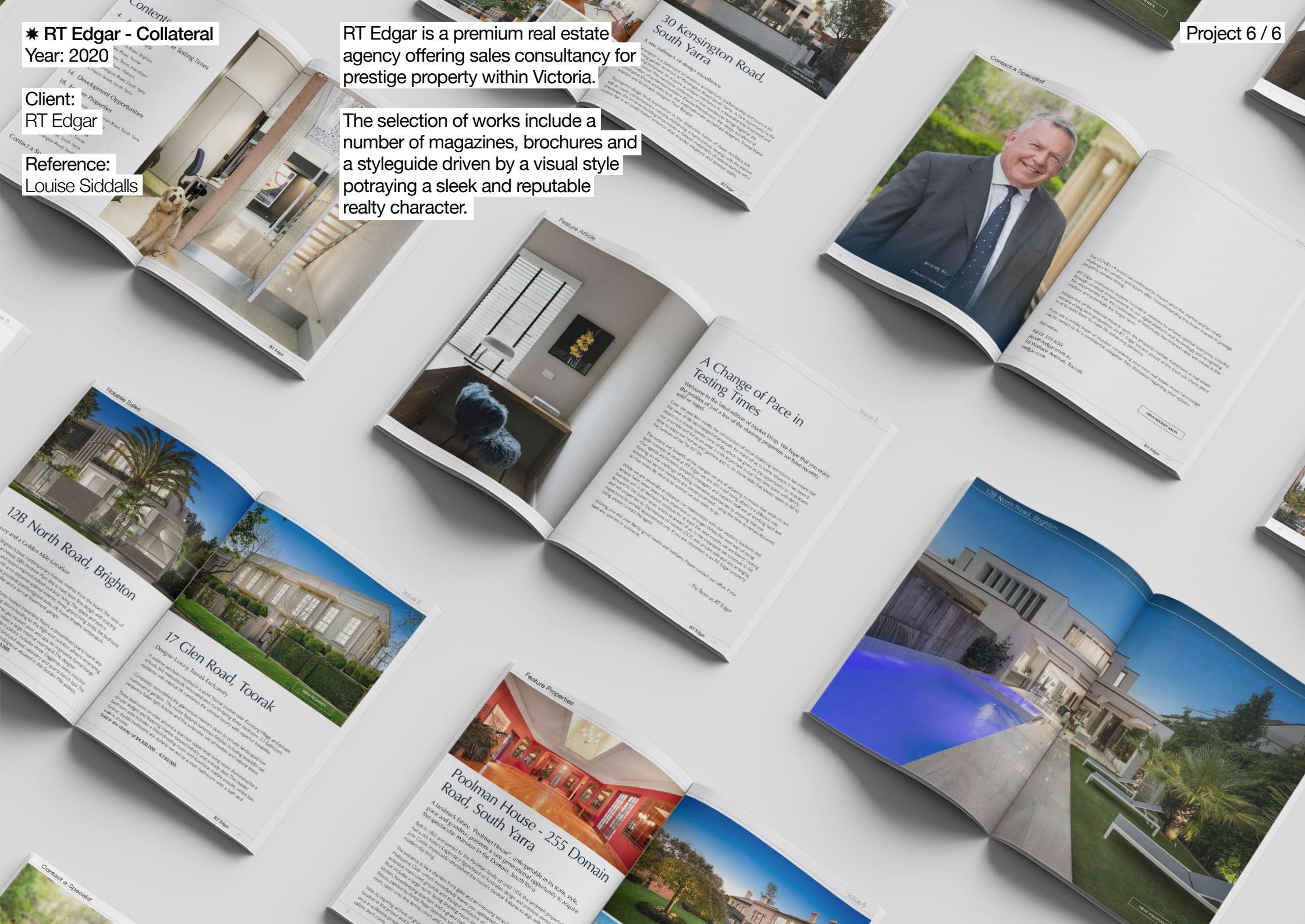
RT Edgar

Reference:

Louise Siddalls

RT Edgar is a premium real estate agency offering sales consultancy for prestige property within Victoria.

The selection of works include a number of magazines, brochures and a styleguide driven by a visual style portraying a sleek and reputable realty character.



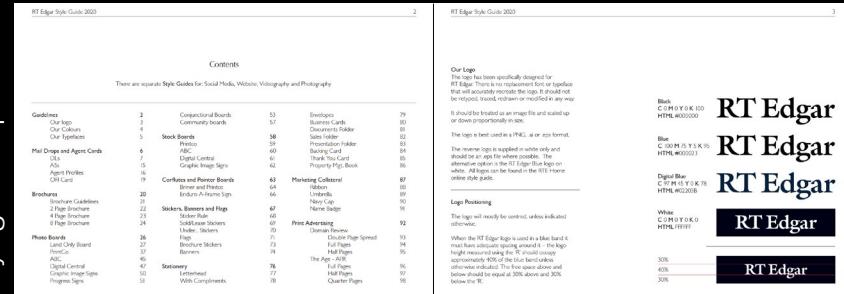
Outcomes: Letterbox Drops,
Magazines, Styleguide
Year: 2019
Reference: Louise Siddalls

The style in place was one that communicated prestige and lux, RT Edgar is a brand that has been around for over 120 years and their marketing leveraged off their experience and traditional heritage heavily.

RT Edgar Pre-List Brochure →



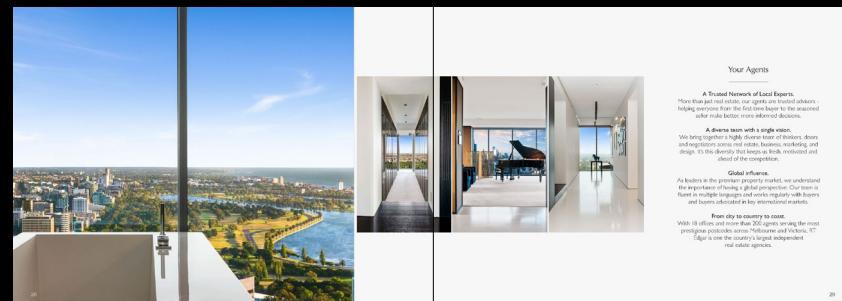
RT Edgar Styleguide Spreads ↑



RT Edc



RT Edgar Style Guide 2020	9
<p>DI: Just Listed (Width = 200px) Promotional material for two agents promoting the listing of a single property.</p> <p>1.  RT Edgar We have recently sold the property for you. Contact us if you would like to know more about this successful sale, those contact our team. View Details Call Now Email Agent www.realestate.com</p> <p>2.  Just Listed 12 Rose Street, London SW1 Tel: +44 123 456 7890 Email: info@realestate.com If you are looking for a unique property or need to sell your own, please contact our specialists. Request a viewing</p>	<p>RT Edgar Style Guide 2020</p> <p>10</p> <p>3.  RT Edgar Holly Langford Residential Sales Tel: +44 123 456 7890 Email Agent www.realestate.com</p> <p>4.  Sold 22 Rose Drive, London SW1 Tel: +44 123 456 7890 Email: info@realestate.com Address: Buy/Sell Properties View All Listings Website: www.realestate.com Email Agent</p>



Thank You!

You can view full descriptions and
all digital outcomes on my website

Get in contact

calneasmith@gmail.com
+61 435 186 918
callenneasmith.com

Referees

Warren Taylor - Program Director MADA
Louise Siddalls - Client
Samantha MacRae - Client