

# 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](http://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



### \* Map of the Moon

Year: 2020

Lecturer:

Warren Taylor

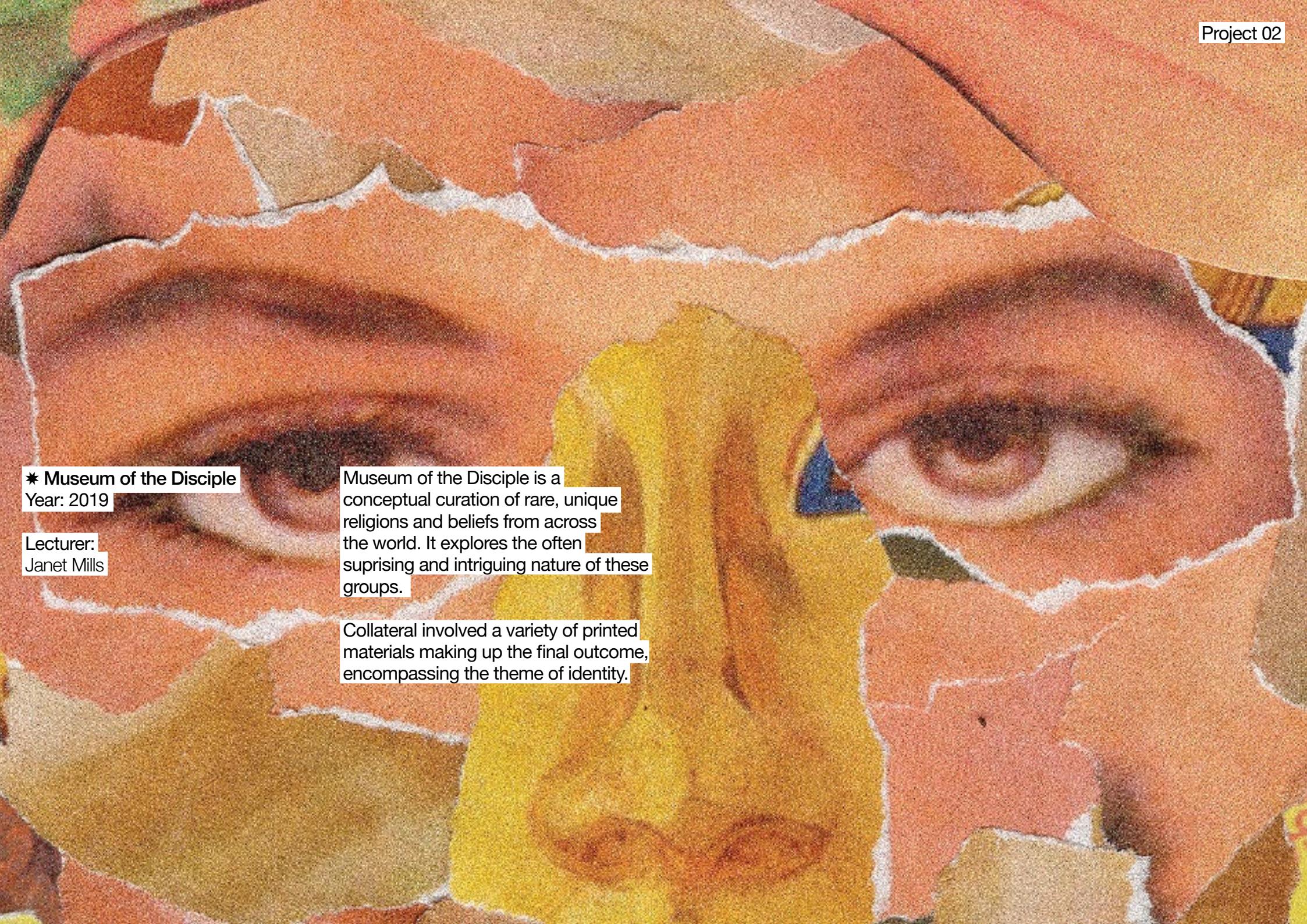
Set in a time where commercial travel between the Earth and the Moon is possible, visitors are invited to explore its surface within the bounds of the Moon Lander Station.

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

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, Ticket,  
Motion, Website  
**Year:** 2020  
**Lecturer:** Warren Taylor





\* Museum of the Disciple  
Year: 2019

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.

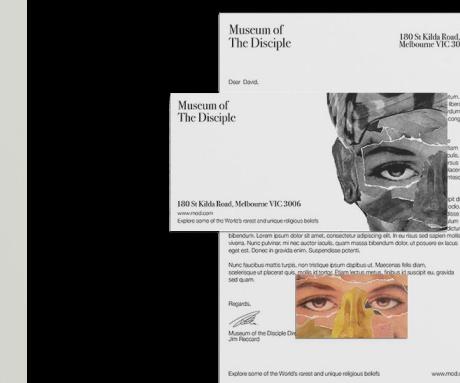
# Museum of The Disciple

## 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

Project 02





\* Ban the Bomb -  
Nuclear Disarmament  
Year: 2020

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.

**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****BAN THE BOMB****BAN THE BOMB**

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

**BAN THE BOMB**

**NUCLEAR BOMBS TESTED IN SEPTEMBER 2017, CAN TARGET AUSTRALIA.**

**BAN THE BOMB**

**GOOGLE: THE 1961 GOLDSBORO CRASH.**

**BAN THE BOMB**

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

## 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\*

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Nuclear War can Spoil Your Whole Day\*  
Fight War not Wars\*

## A BOMB FREE FUTURE

A nuclear bomb can cost as much as \$53,000,000 per warhead.

The US spend \$4,000,000,000 on nuclear weaponry a year, around the same amount of money put into some sectors of education and NewTech.

The most effective way to reduce the threat of nuclear war is to completely disarm all countries of their weapons. Nuclear weapons have no other purpose than that of violence.

Prevent the extinction of humanity by letting your voice be heard -> [www.change.org/nonuclearwar](http://www.change.org/nonuclearwar)

**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.

Reference: Nuke Map

There are an estimated 13,890 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 Threat of Nuclear War is ever present*



Emperor Hirohito - Federal Commission of the Japanese Government, 14 August 1945.

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 "Little Boy" was dropped on Hiroshima which immediately wiped out 90% of the city and killed 80,000 people instantly. Tens of thousands more died in the following days due to radiation exposure.

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.

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

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★ A Singular Phenomenon

Year: 2020

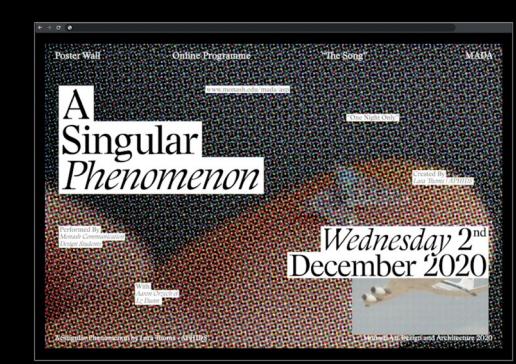
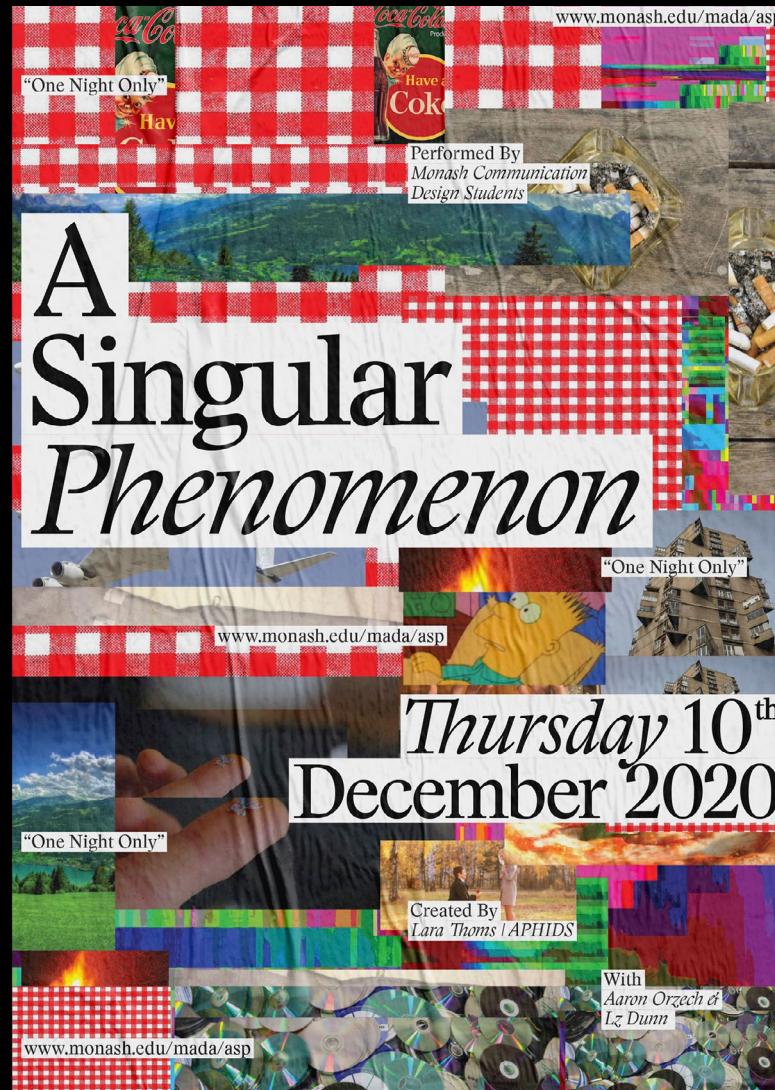
Lecturer:

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.

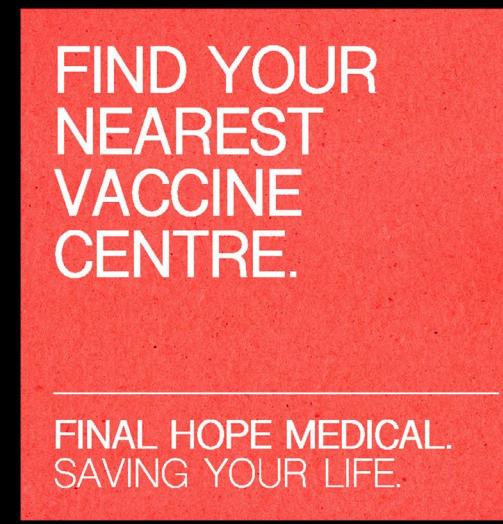
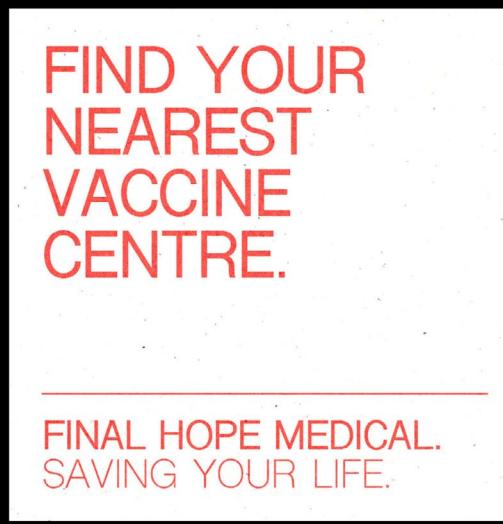
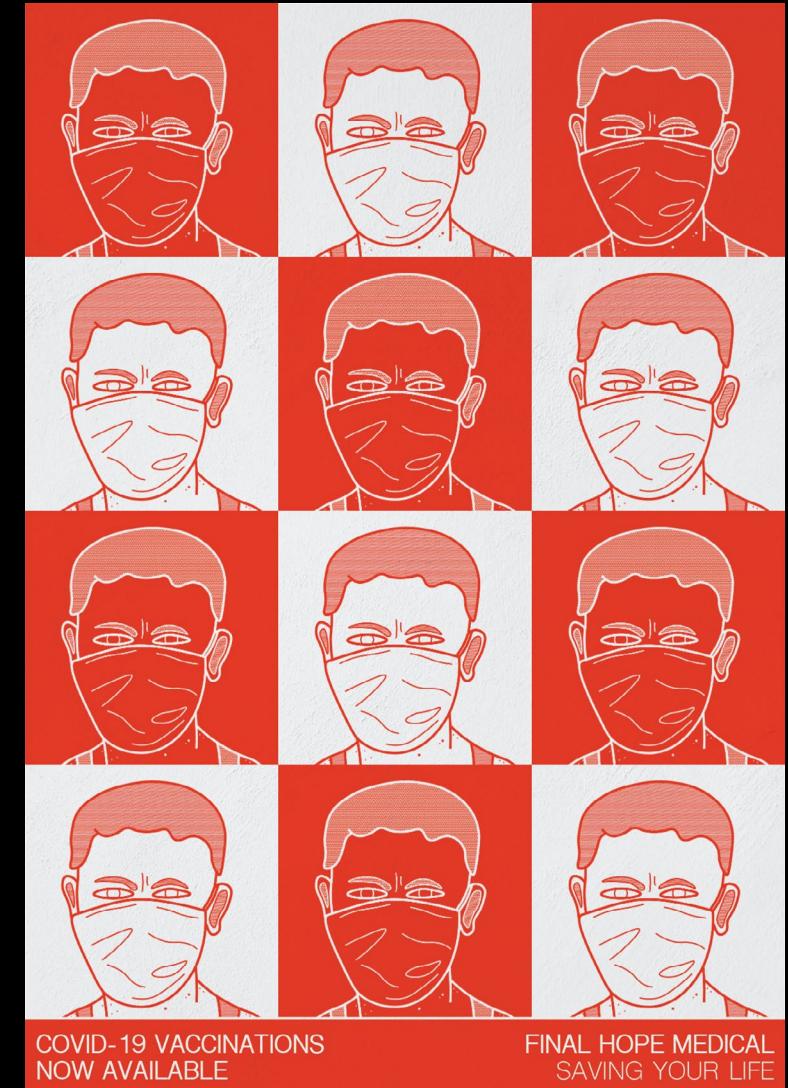
'Final Hope Medical' is a conceptual pharmaceutical company responsible for distributing vaccines in a pandemic. A bold, brutalist graphic style captures the attention of young adults who may be reluctant to get vaccinated.

\* Final Hope Medical  
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.

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



COVID-19 VACCINATIONS  
NOW AVAILABLE

FINAL HOPE MEDICAL  
SAVING YOUR LIFE



**RT Edgar - Collateral**  
Year: 2020

**Client:**  
RT Edgar

**Reference:**  
Louise Siddalls

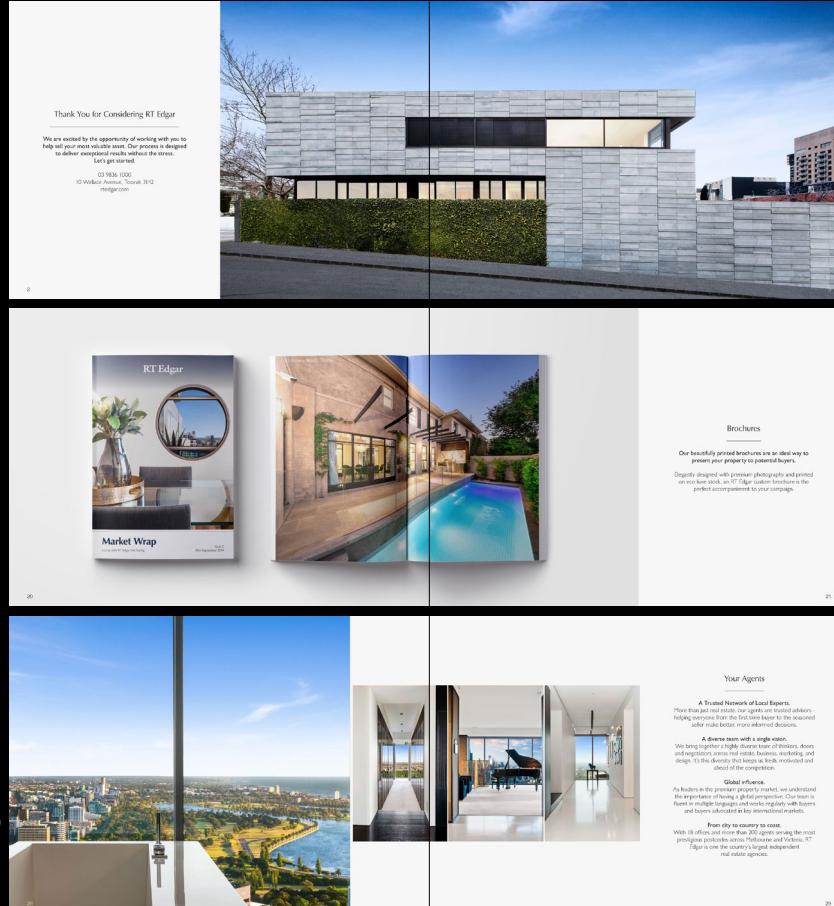
The selection of works include a number of magazines, brochures and a styleguide driven by a visual style portraying a sleek and reputable realty character.

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

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.

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

BT Edgar Prell ist Brochüre



BT Edgar Styleguide Spreads

RT Edge Style Guide 2023

RT Edgar Style Guide 2023



**RT Edgar Style Guide 2023**

**Our Logo:**  
The logo has been specifically designed for RT Edgar. There is no replacement font or typeface available. It must not be scaled up or down, nor rotated, twisted, mirrored or modified in any way.  
It should be treated as an image file and scaled up or down as required.  
The logo is best used in a PDF, or as a vector format.  
The **measuring tape** is a graphic in white and should be set as white for positive. The **measuring tape** is a graphic in black and should be set as black for negative. All colors can be found in the **RT Edgar** image file.

**Blurb**  
B10 x 19.9 y 0.00  
HTML: 40000000

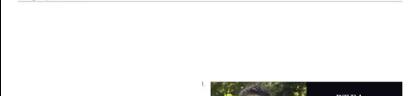
**Blue**  
C: 0 M: 0 Y: 1 K: 0  
HTML: #002233

**Digital Blue**  
C: 0 M: 0 Y: 0.5 K: 0  
HTML: #002233

**RT Edgar**  
**RT Edgar**  
**RT Edgar**



RT Edgar Style Guide 2020 10



**Dej. Sat. Sold (Phone + 2 Weeks)**  
Promotional material for a high-profile promoting  
the sale of a single property

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1. Agent Name: Cristina (Reg. AVE)  
Text message: GM home (Reg. AVE) 154-156 Words  
Address: 123 Main St., (Reg. AVE) 154-156 Words  
Web: GM Sale (Someday.com) 154-156 Words

2.  Holly Longyear  
Realtor • Broker Associate  
KCI Edgar  
[View Profile](#)

**Sold**  
123 Main St.,  
Reg. AVE  
\$1,200,000  
For Sale by Owner  
Listed by Holly Longyear  
Realtor • Broker Associate  
KCI Edgar  
[View Profile](#)





# Thank You!

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

Get in contact

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Referees

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