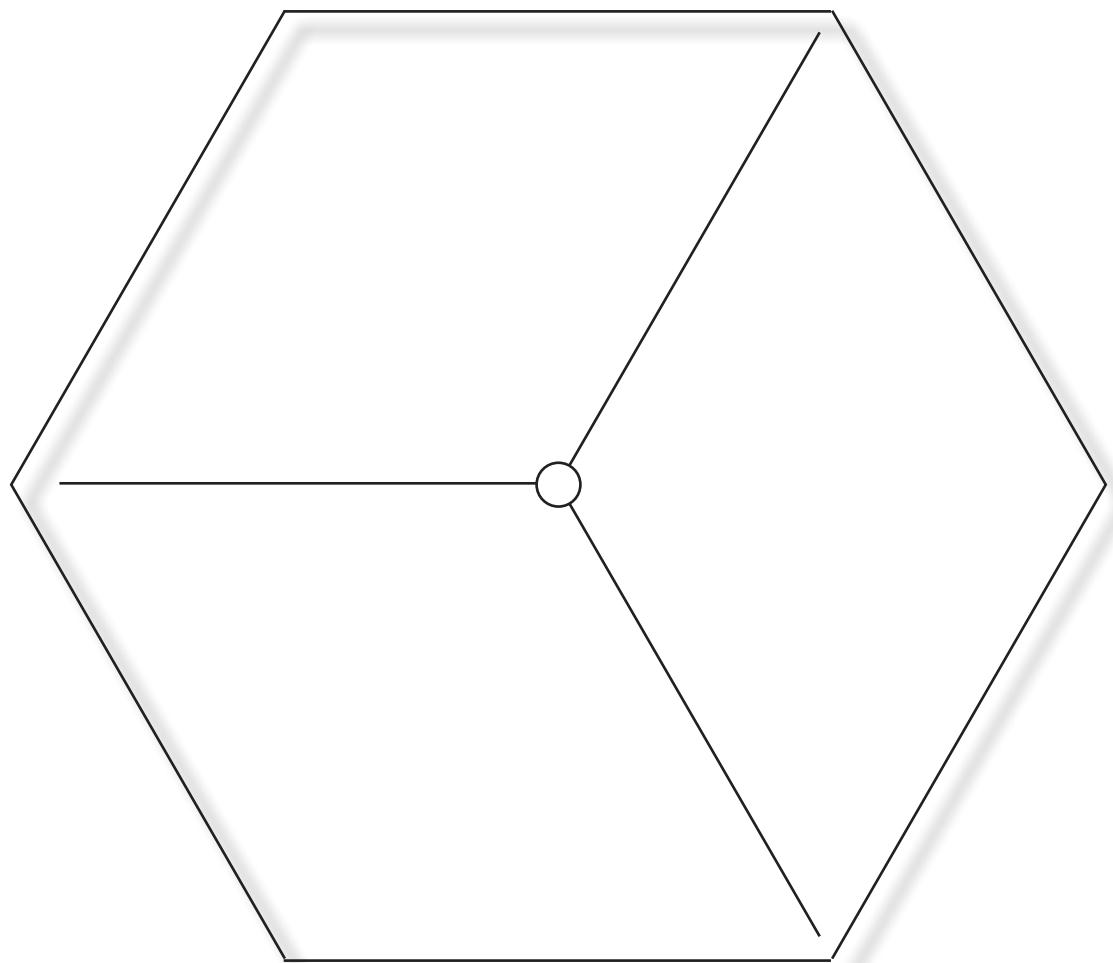


CRAIG HARVEY
DESIGN PORTFOLIO



CONTENTS

I-2

ABOUT ME

3-8

INSPIRATIONS

9-18

JUST THE FACTS

19-22

INFOGRAPHIC

23

CLOSING REMARKS



ABOUT ME

I am Craig Harvey. As a student of the University of Queensland studying a Bachelors of Information Technology, I am at just the beginning of my exciting journey as a designer. A journey that I hope will continue in one form or another for the rest of my days.

Studying and working with design is extremely inspiring to me. That every problem holds an infinite potential of solutions, that all our decisions should be made with the people they affect foremost in mind, and that the little things matter, are life lessons I hold dear that I have learnt from design.

The following sections of this portfolio documenting my inspirations, my *Just the Facts* series of works where I attempt to visually communicate a number of facts and an infographic about premature mortality in Australia are including explain and demonstrate my understanding and grasp of graphic design.



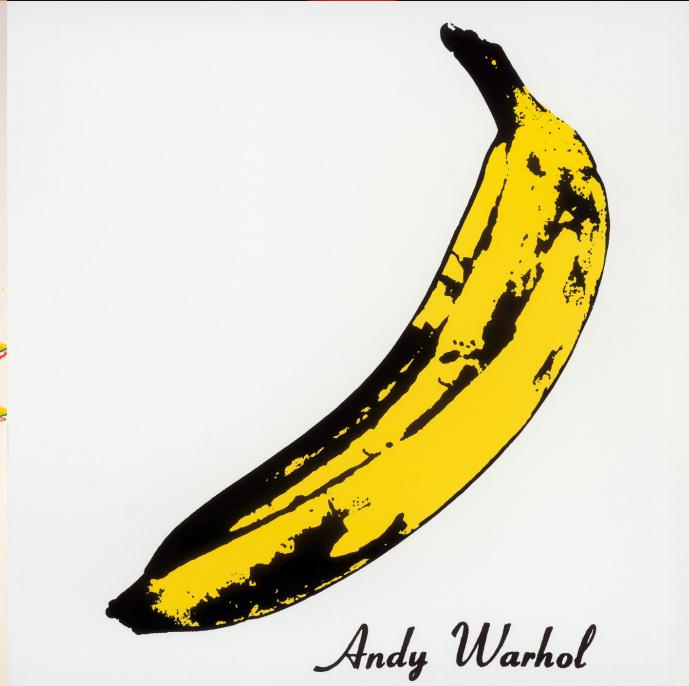
MY INSPIRATIONS

ANDY WARHOL | ARTIST

The feature of Andy Warhol's work i find most interesting is the manner in which objects and elements of the world are appropriated and distorted in his pieces. The balance Warhol strikes between preserving original meaning and creating new meaning is fascinating to me.

I am particularly a fan of Warhol's use of colour to achieve this. For example in the two left Warhol pieces seen on the opposing page we see natural aspects of the two images be subverted via recolouring with unnaturally contrasting hues and colour temperatures. The consequence is that we might question humanity's current connection with nature and the respect of grandeur that the original Paramount logo seems to ask of us when looking at the two works.

The power of changing single elements of design and its influence on meaning is a core takeaway of my appreciation of Warhol.





MY INSPIRATIONS

DAVID CARSON | GRAPHIC DESIGNER

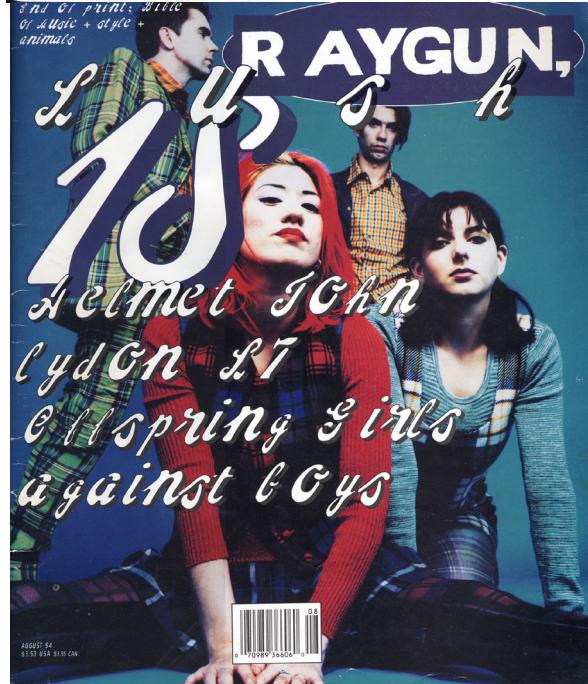
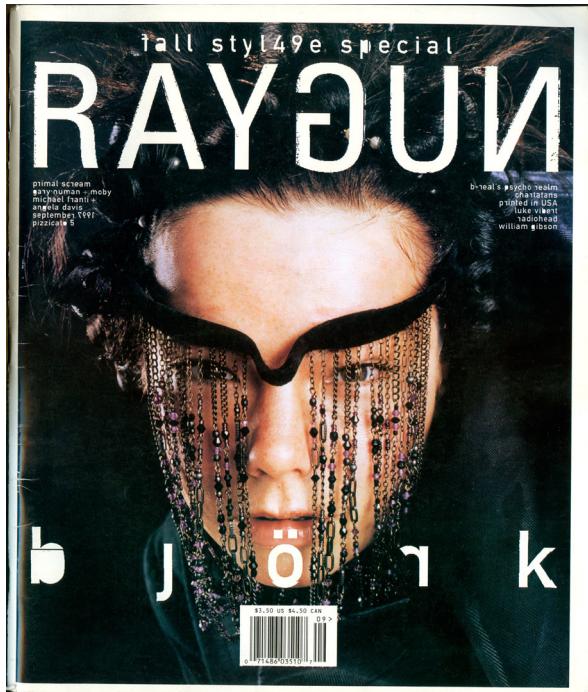
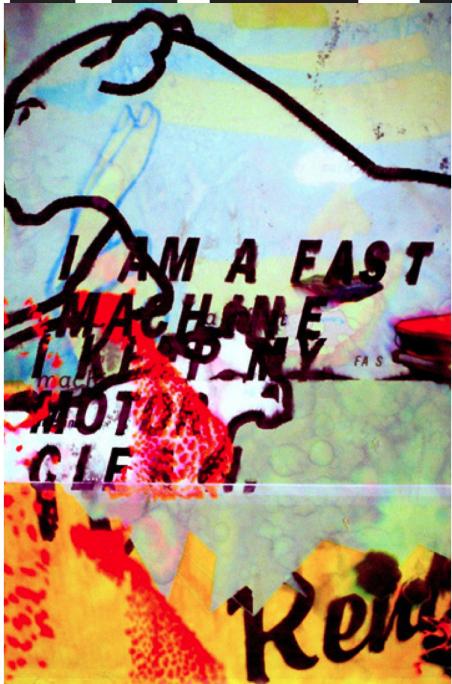
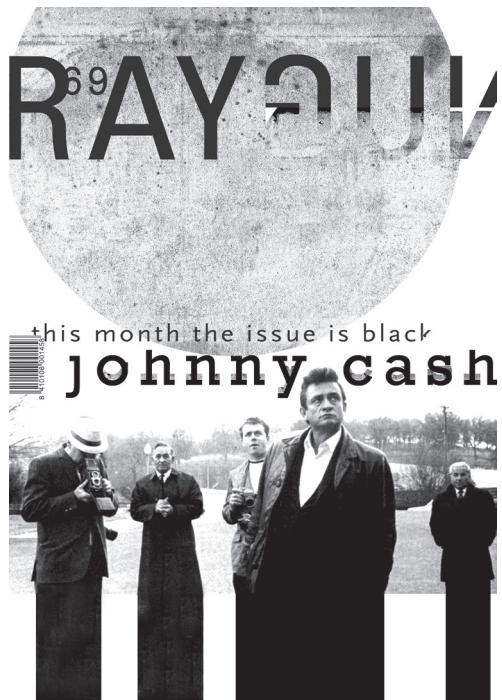
Carson, a hugely influential graphic designer, is able to communicate a great amount of meaning to the content of his works through typeface alone.

To me this is perhaps most notable in his work with the magazine *Ray Gun*- in the samples shown opposite we can see his typographic choices such as typeface and amounts tracking and leading combine to create very different aesthetics that harmonise with the different personas of the artists for each cover.

The bottom left sample is an example of Carson's "Grunge Typography". This style of Carson's is very interesting to me in that legibility is seemingly sacrificed for style- yet the piece communicates more emotion and meaning than if Carson had stuck to the idea of needing his typography to be as legible as possible in my opinion. This notion can be summarised by a quote of Carson's:

"Don't confuse legibility with communication."

-David Carson





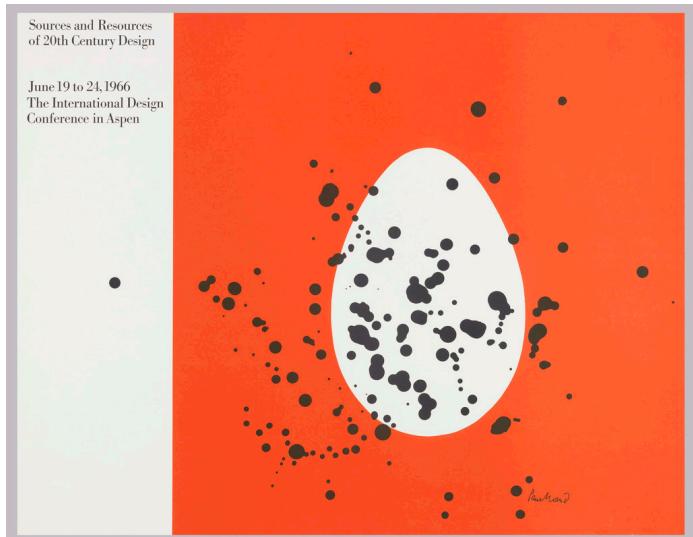
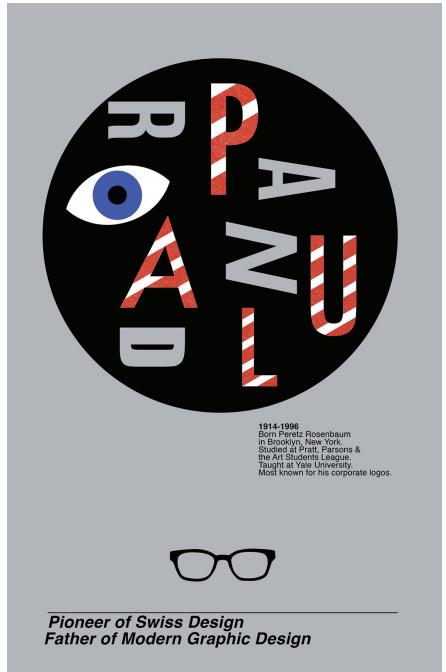
MY INSPIRATIONS

PAUL RAND | GRAPHIC DESIGNER

Paul Rand was a very influential early figure in graphic design with a wide variety of works, being perhaps most widely known for his designs used in advertising and corporate logos.

What is most intriguing to me about Paul Rand is the persuasiveness of his designs. His work provides great examples of the use of the principles of ethos, pathos and logos to persuade. To illustrate- in the bottom right sample of Rand's work opposite we see a message promoting cigars that is of good will, taps into feelings of holiday cheer and playfully shares an endorsement by Santa himself.

Moreover, Rand's use of symbology is masterful. In the bottom left sample opposite we see his construction of a symbol of an eye that relates to the "Eye" of IBM, harmonises with the seeing theme of the article headline and attributes intelligence and humanity to IBM's product solution.





JUST THE FACTS

FACT

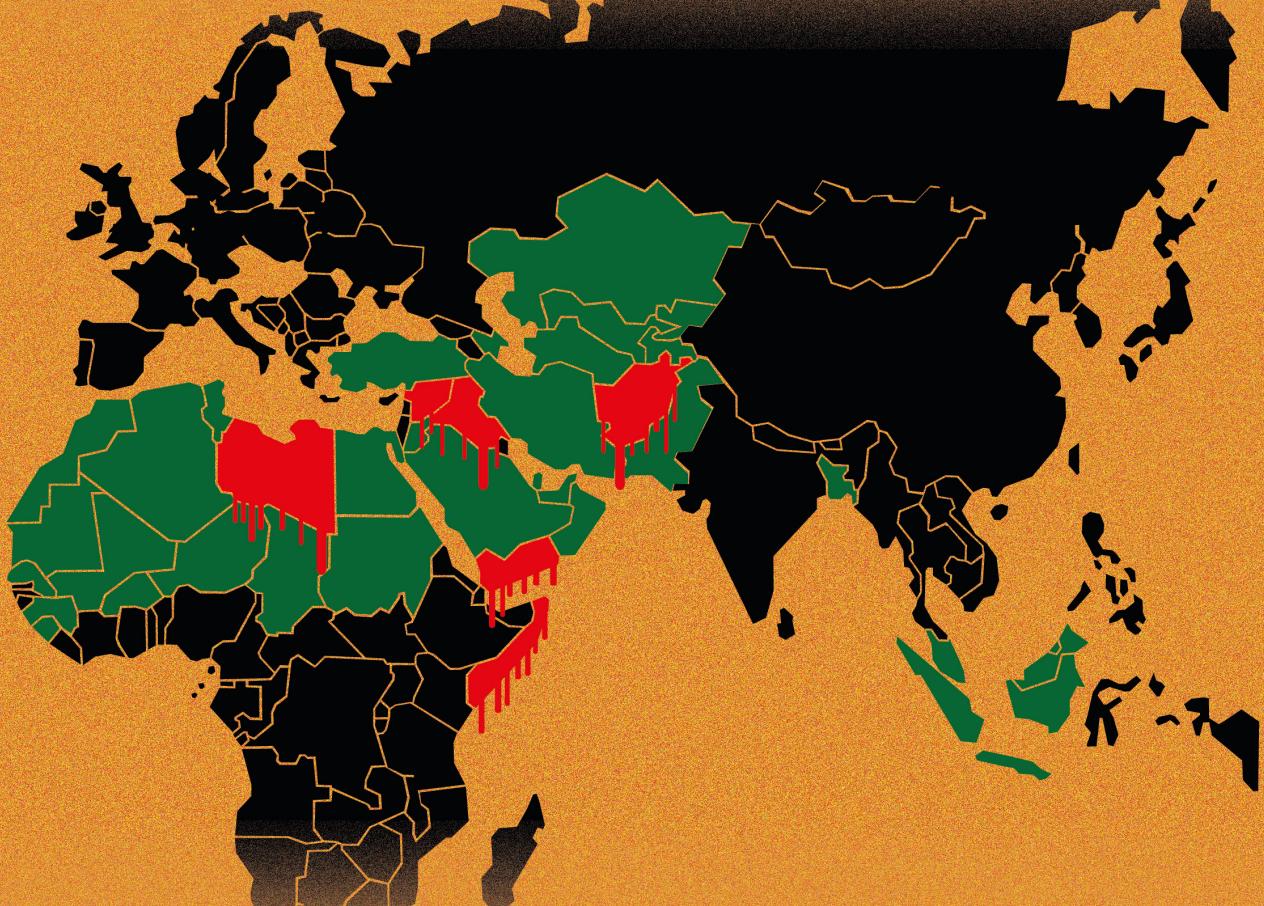
| NUMBER OF COUNTRIES THAT THE UNITED STATES BOMBED OVER A THREE-DAY PERIOD IN SEPTEMBER : 6

This piece attempts to communicate the seriousness of the above fact by contextualising the six bombed countries in a global context as all being Muslim majority countries. By appreciating this the fact can be appreciated on a greater scale; namely the amount of turmoil and destruction that is inflicted on the Muslim world from war.

The graphic employs green and red colouring to specify the community of Muslim majority countrys and those that were bombed respectively. A grating and chaotic bright yellow background was used to create an almost claustrophobic and alarming feel to the graphic. Moreover bleeding imagery used for the bombed countries was used to convey a sense of the seriousness of the consequences of the bombings that leave the Muslim world wounded.

A simple typeface was employed to describe the fact and used colour to prescribe meaning to the abovementioned colour usage in the map.

The US bombed **1/8th** of the
world's **Muslim majority** countries



Over Labor Day long weekend,
3-5 September 2016.



JUST THE FACTS

FACT | PORTION OF THE LEADERS OF SCOTLAND'S MAJOR POLITICAL PARTIES WHO ARE GAY OR BISEXUAL: 3/5

The focus of this graphic was to communicate the proportion of gay or bisexual to heterosexual Scottish parliamentary leaders mentioned in the fact.

The colours of the LGBT flag were used to represent and group together elements related to the gay or bisexual leaders while the elements relating to heterosexual leaders were monochrome.

The proportion is visually communicated by showing the five leaders coloured by sexuality in front of their own fraction of a circle. The circle represents the larger political party and more broadly the society they represent. With the three LGBT sections next to one another they form a rainbow, a symbol of peace, love and hope, to convey the sense of positivity this fact instils in me.

The 60's style typeface used invokes similar connotations of peace, love and hope due to associations with the hippy movement of the 60's.





JUST THE FACTS

FACT

| ESTIMATED NUMBER OF YEARS THAT THE CHINESE GOVERNMENT HAD A MONOPOLY ON TABLE SALT BEFORE IT ENDED IN JANUARY: 2,660.

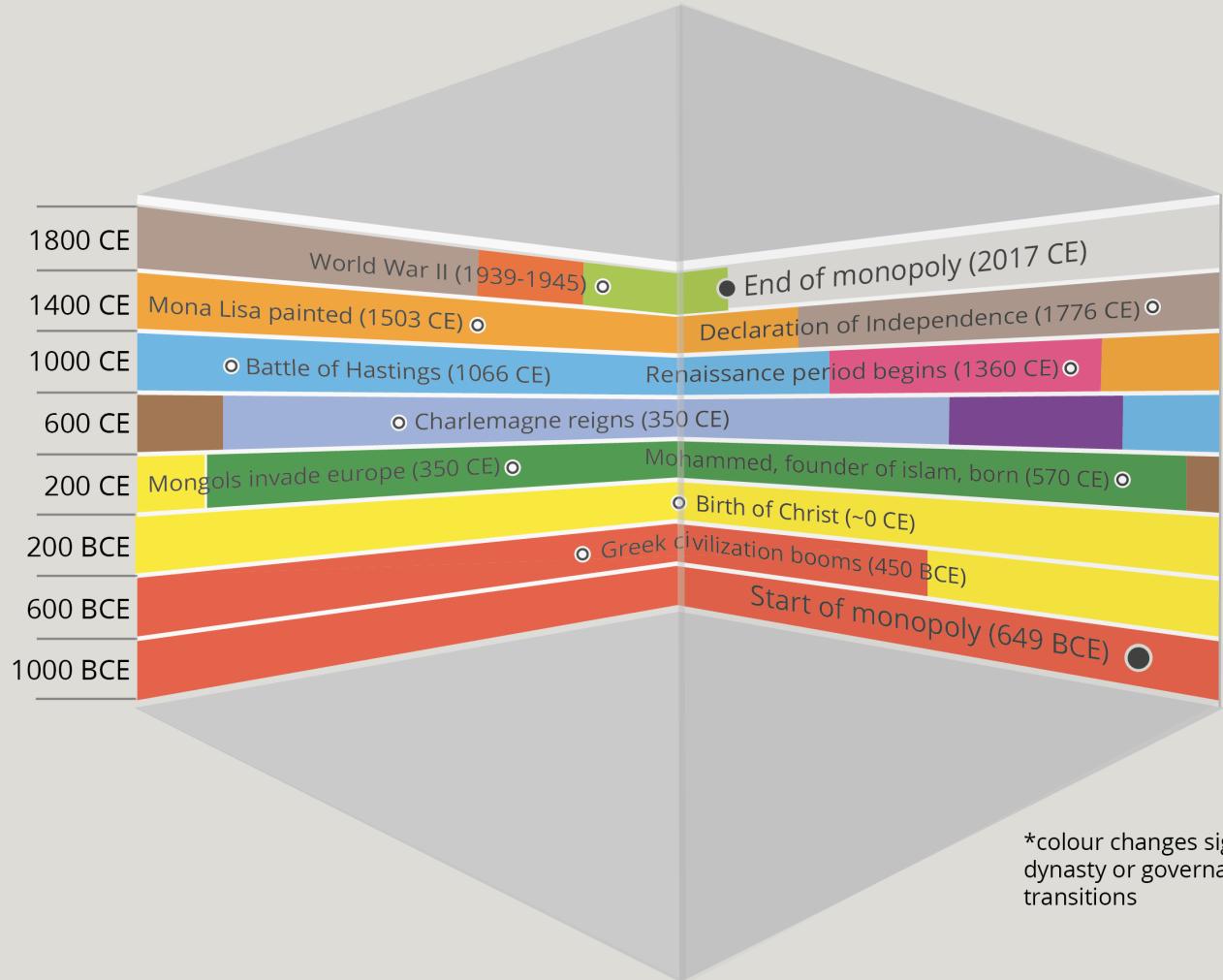
My goal for this graphic was to contextualise and portray the vast length of time that is 2660 years.

My approach to addressing this goal was to present this length of time in a timeline format. This allows for the comparison of the span of time to landmark moments and periods of history that an Western audience may be more familiar with to give a sense of the immensity of the continuous monopoly that was meanwhile occurring in China.

The graphic utilises a 3D perspective with the aim of instilling a sense of grandiosity to the timeline itself. This was done by setting the timeline in 3D space within a cube that dominates the majority of the graphic.

The cube and its historical timeline also conjures imagery of a museum showcase which acts to further push the notion of the immensity of the span of time referenced by the fact.

The Chinese government's monopoly on table salt has been held for an estimated 2660 years



**That is a span of over 10 consecutive dynasties
and an uncountable number of historic events!**



JUST THE FACTS

- FACT | NUMBER OF PEOPLE KILLED IN A 2010 EXPLOSION AT A WEST VIRGINIA MINE OPERATED BY MASSEY ENERGY: 29
- | NUMBER OF YEARS IN PRISON TO WHICH THE COMPANY'S CEO WAS SENTENCED THIS YEAR FOR VIOLATING MINE-SAFETY LAWS: 1

The challenging aspect of creating this graphic was deciding how to connect the two above facts together to convey their combined significance.

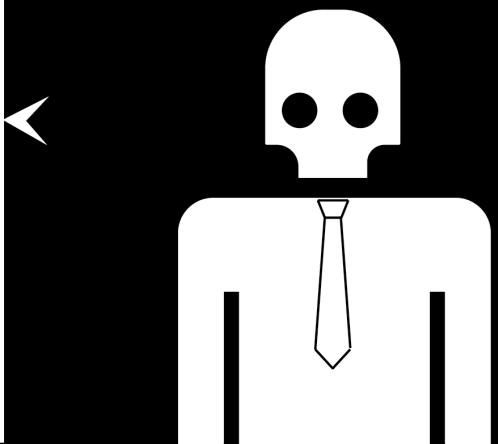
The graphic is divided to top and bottom halves to the first and second facts respectively. Shared symbols and elements between these two halves bridge the divide to portray the narrative of the CEO's shockingly low prison sentence compared to lives lost.

The graphic's further division into four tiles via alternating between inverted colour schemes was used to block the narrative between actions in black background and implications in white while also emphasising life and death and innocence and guilt dichotomies of the facts.

The prevalent use of skulls and crossbones in the graphic is used to convey the morbid and tragic nature of the fact as well as a symbol of death and lives lost.



Massey Energy's CEO's willful violation of safety standards resulted in 29 deaths in 2010's Upper Big Branch Mine Disaster.



His one year sentence equates to one and a half weeks in prison per life lost.



Su Mo Tu We Th Fr Sa

Su Mo Tu We Th



JUST THE FACTS

FACT

RANK OF COFFEE, ALCOHOL, AND SOFT DRINKS, AMONG THE FOODS MOST OFTEN CONSUMED OR MENTIONED ON PRIME-TIME TV: 1, 2, 3.

To visually communicate this fact I used the tried and true motif of award recipients for first, second and third places standing together on a 3-level podium.

The black and gold colour scheme used in the podium and banner evolved from this notion of an award ceremony and plays into the grandeur often seen in film and television award nights. The grandiose, all-caps typeface was used in a similar manner to be reminiscent of luxurious ceremonies.

A flat design style was used to provide a more life-like feel to the graphic and further contribute to the abovementioned aesthetic. Owing to the style and anthropomorphised representation of different drinks standing upon a podium as winners, the graphic has a slightly humorous tone which works to make the fact perhaps more memorable and engaging than otherwise.

MOST CONSUMED OR MENTIONED FOODS ON PRIME TIME TELEVISION





INFOGRAPHIC

KNOW YOUR RISK |

'Know Your Risk' was my attempt to visually explain to an audience up to the age of 75 the greatest risks to their lives. The main challenge was how to condense the breadth of the data available on this topic to a meaningful narrative for an individual reading the poster.

My solution was to guide the audience through the data by presenting it in a flow chart style with questions and comments (seen right in light blue boxes) to promote lines of thinking as they processed the graphic.

The first section from the title introduces the viewers to the greatest risks via a simple table format describing rankings of risks per age group and gender.

The second section build upon the the first by presenting the most prevalent risks' lethality over age in a series of line charts. The audience is asked to consider whether they should have growing or lessening concern of their risks.

Know Your Risk

A guide to understanding the greatest risks to our lives before the age of 75

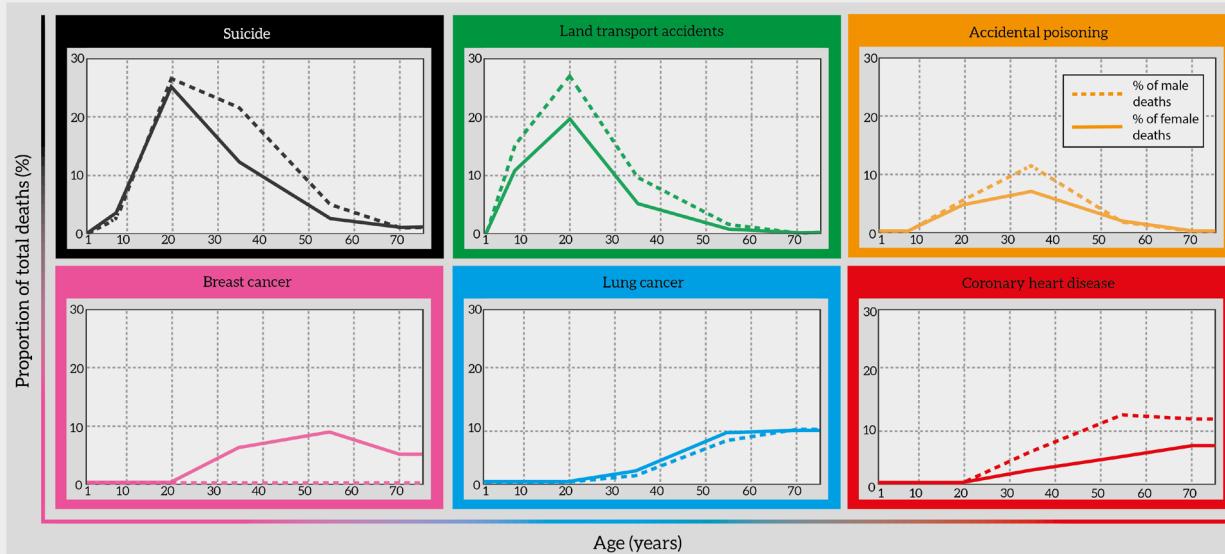
Leading causes of death by age group & gender

Q: What are the greatest risks facing your age group and gender?

Age Group Ranking							Gender
	1-14	15-24	25-44	45-64	65-75		
1st	Land transport accidents	Suicide	Suicide	Coronary heart disease	Lung cancer	Lung cancer	Coronary heart disease
2nd	Perinatal & congenital	Land transport accidents	Accidental poisoning	Lung cancer	Coronary heart disease	Breast cancer	Lung cancer
3rd	Brain cancer	Accidental poisoning	Land transport accidents	Breast cancer	Chronic obstructive pulmonary disease	Coronary heart disease	Suicide

Proportion of male & female deaths by leading causes over age

Q: When and how do your particular risks manifest?





INFOGRAPHIC

KNOW YOUR RISK |

The third section highlights common life events and milestones that may be cofactors of the risks discussed in above sections. A timeline was used to present this information in a simple and intuitive that allows for the events to be contextualised with information learned in previous sections.

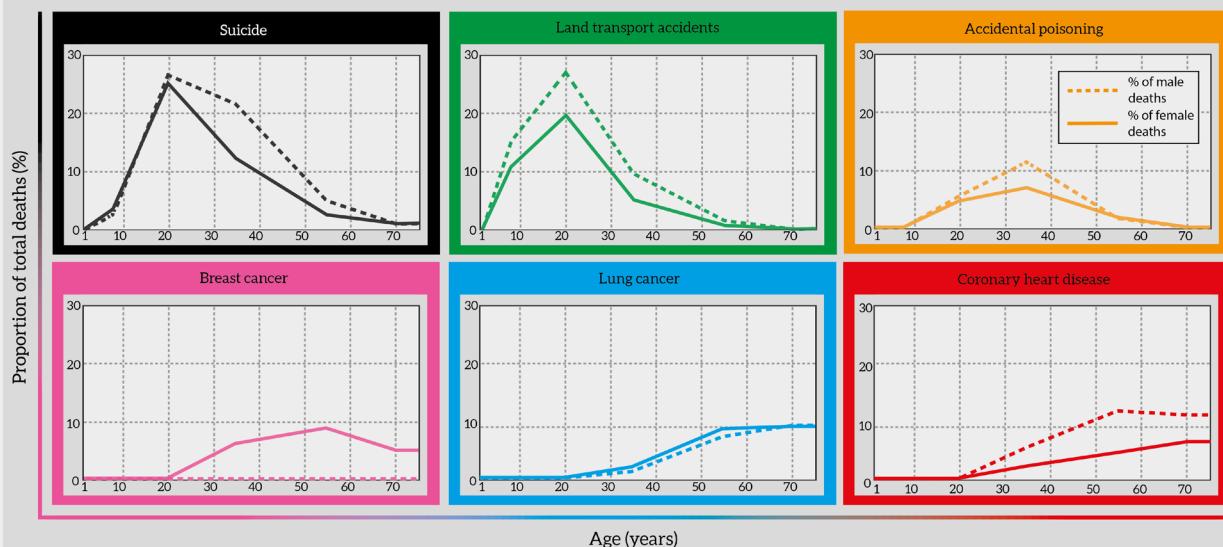
The last section comments on a noteworthy turning point in the types of risks we face, the age of 45, where diseases attributing to aging begin to dominate as reasons for death. A mirroring effect between the bar graph representation for either side of 45 was used to visually communicate the notion of 45 being a turning point.

A unique colour was attributed each risk to allow for a viewer to easily switch from section to section and understand the relevant points of information for each risk easily.

The modest grey and white colour scheme, simple and legible typeface and overall aesthetic was decided upon to be in keeping with the serious nature of the infographics topic.

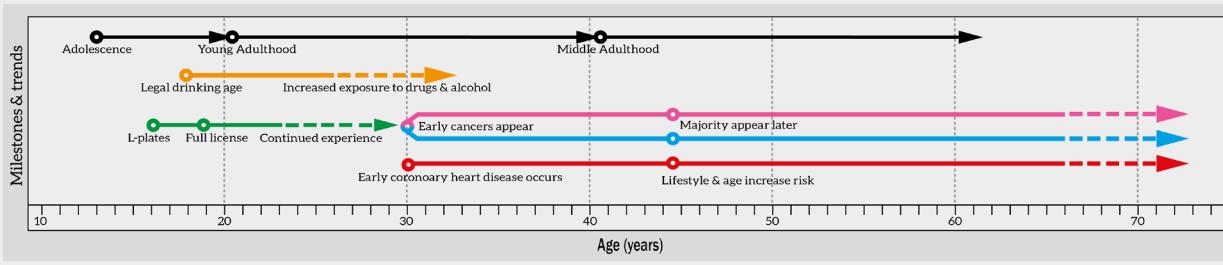
Proportion of male & female deaths by leading causes over age

Q: When and how do your particular risks manifest?



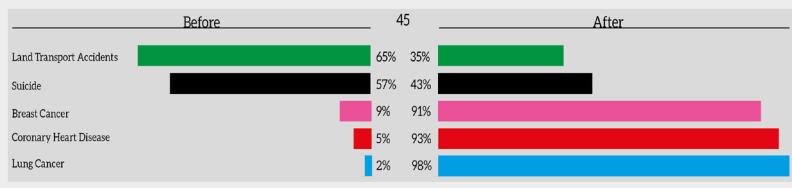
Correlating milestones and health trends

Q: What events in your life might relate to your risks?



Proportion of total deaths by cause before and after 45 years

Forty-five marks a turning point in the type of risks we face.



Infographic by Craig Harvey

All graphics created from data of premature mortality between the years 2010-2012

References:

<http://www.aihw.gov.au/deaths/leading-causes-of-death/>
<http://www.aihw.gov.au/deaths/premature-mortality/>

CLOSING REMARKS

Thank you for taking the time to read this portfolio. Having seen the graphic designers that inspire me as well as examples of my graphic design work hopefully you now have an idea of who I am as a graphic designer.

I look forward to continuing to improve upon my graphic design skills and understanding in the future as this is just the beginning of a journey i hope to share with the world.

So stay tuned!

| Craig Harvey
| University of Queensland
| craig.harvey@uqconnect.edu.au

