

Damion Robinson

**Graphics & Media design
London UK.**

Hydraulic Fracturing

A Government Educational Program

Hydraulic Fracturing (Fracking) is a process of extracting gas from shale rocks deep beneath the Earth. A Hydraulic fracturing campaign which looks to communicate and educate the local community of the good and bad aspects of fracking.

Solution

This was designed to be an activist campaign, supporting the “idea” of Hydraulic Fracturing. But, as a process we believe that it causes more harm than good to the people’s community. The notion within the campaign is designed to be tender and aggressive simultaneously; by which, the colours, typefaces and the shared relation between all graphic elements must share a bold disruptive voice. Additionally communicated through the imagery brochures and banner designs. I had the opportunity to construct and lead this project as the team leader.

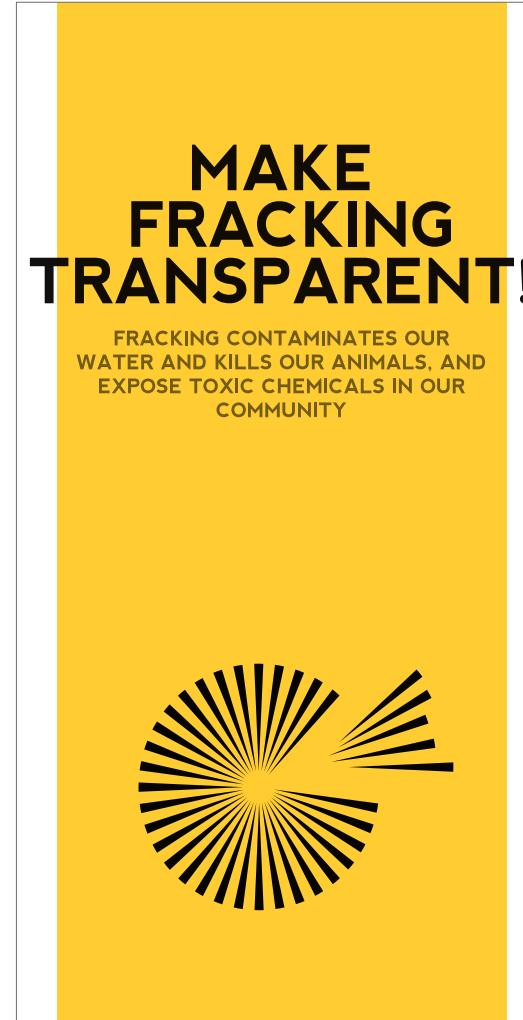




T shirts



Brochures



Banners

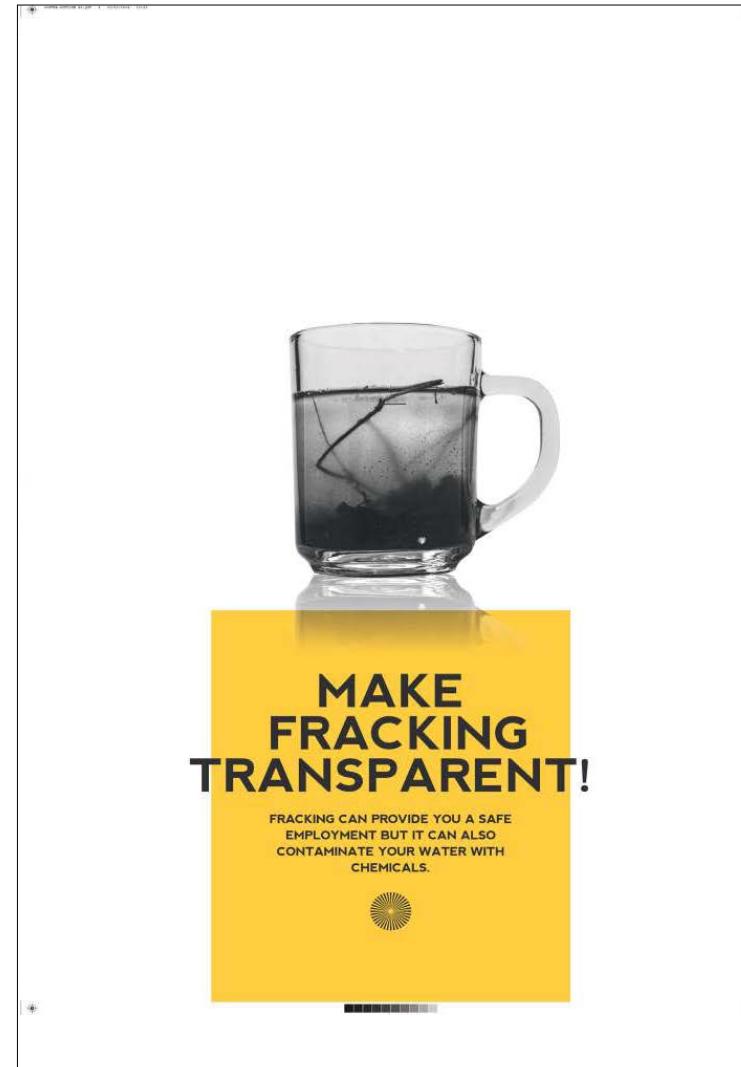


Posters



MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB ,
BUT AT THE COST OF YOUR FAMILY
HEALTH'S.



MAKE FRACKING TRANSPARENT!

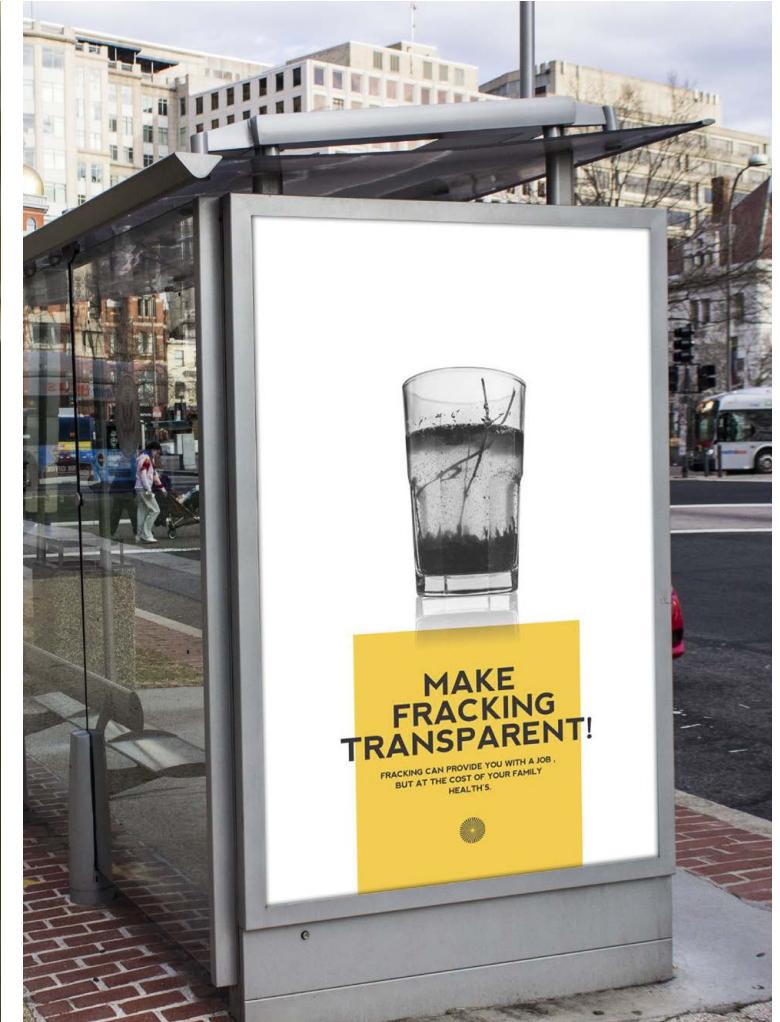
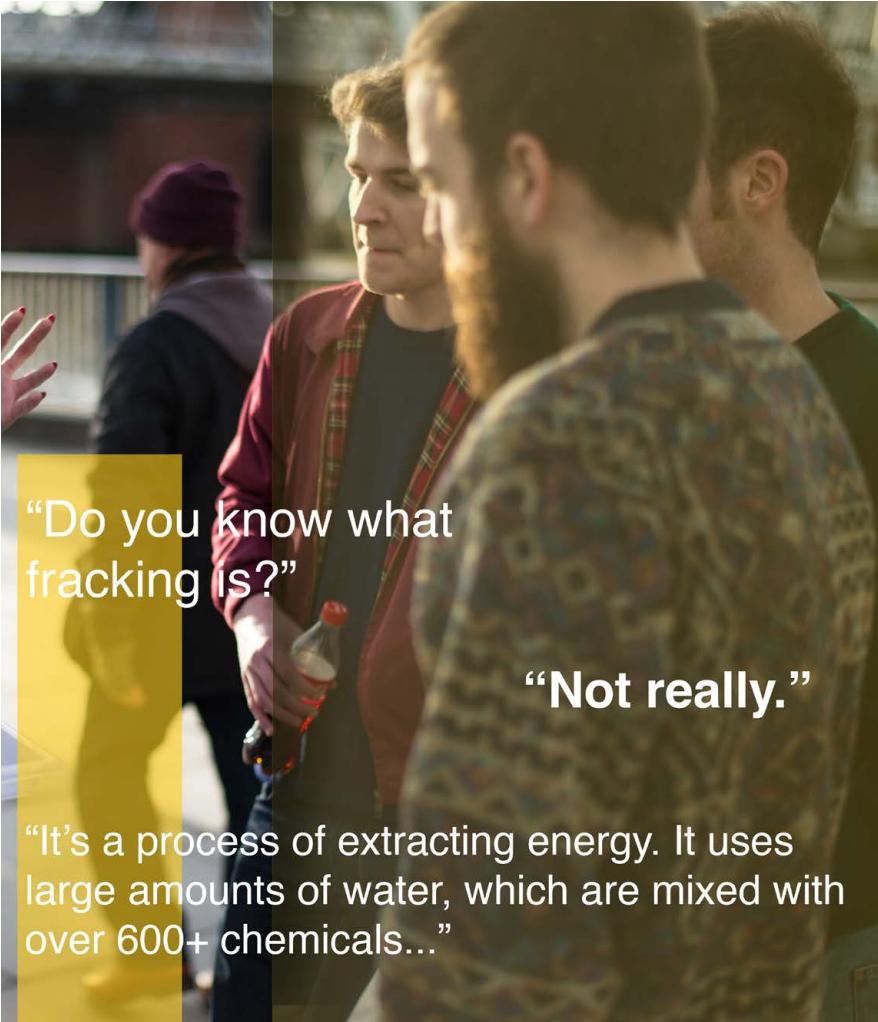
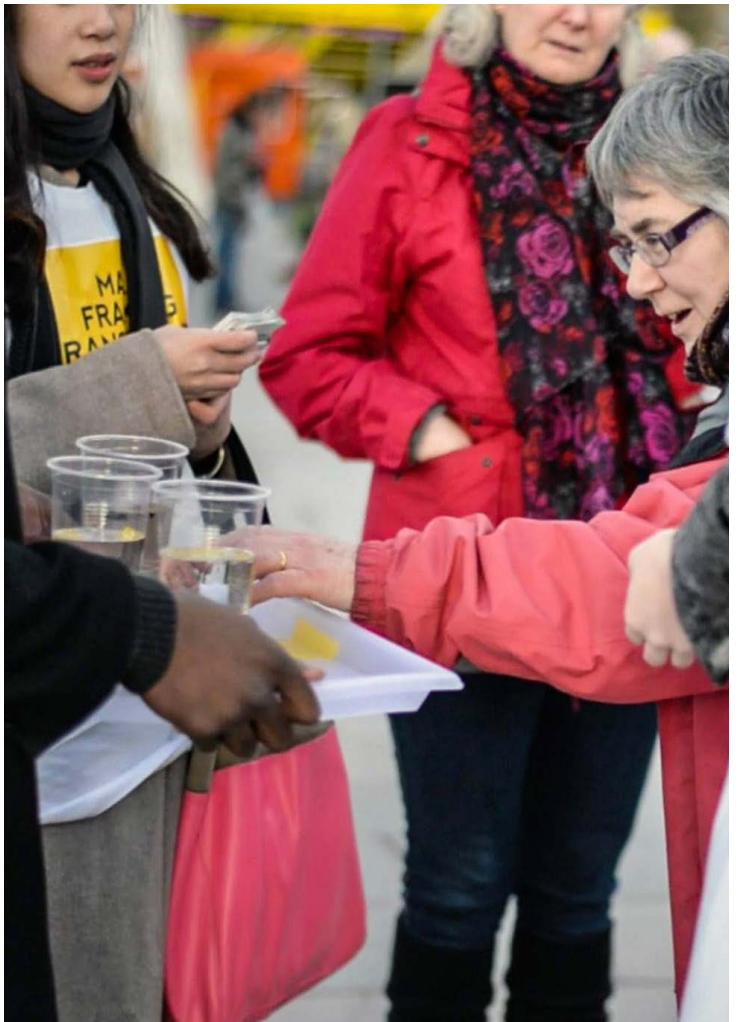
FRACKING CAN PROVIDE YOU A SAFE
EMPLOYMENT BUT IT CAN ALSO
CONTAMINATE YOUR WATER WITH
CHEMICALS.



MAKE FRACKING TRANSPARENT!

FRACKING CAN PROVIDE YOU WITH A JOB ,
BUT AT THE COST OF YOUR FAMILY
HEALTH'S.





Exhibition design

Hubble Space Telescope 25th Anniversary

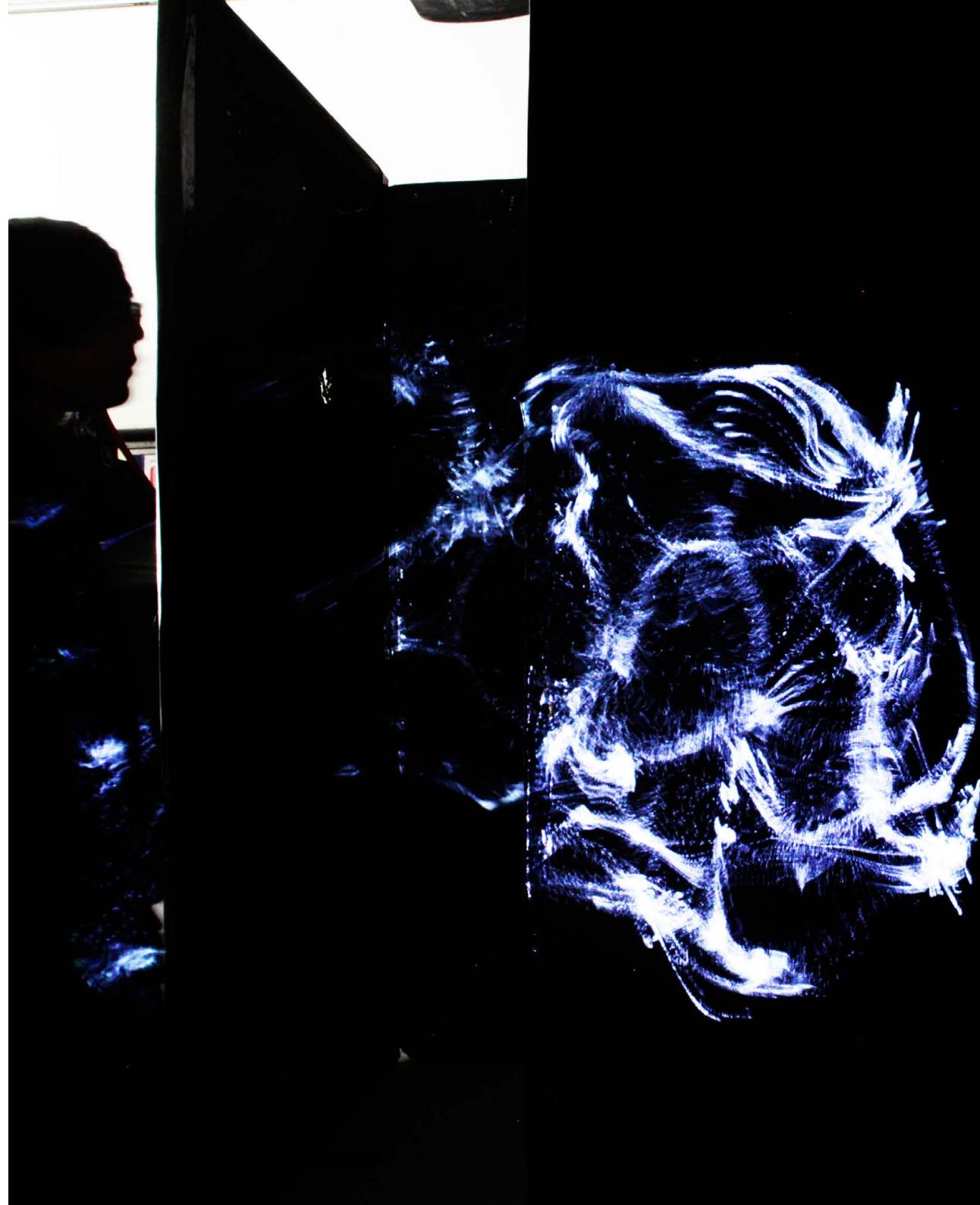
The Hubble exhibition is design to celebrate Hubble's 25th anniversary since launched. The exhibition was designed, focusing on a recent event that occurred on the 11th of December 2015.

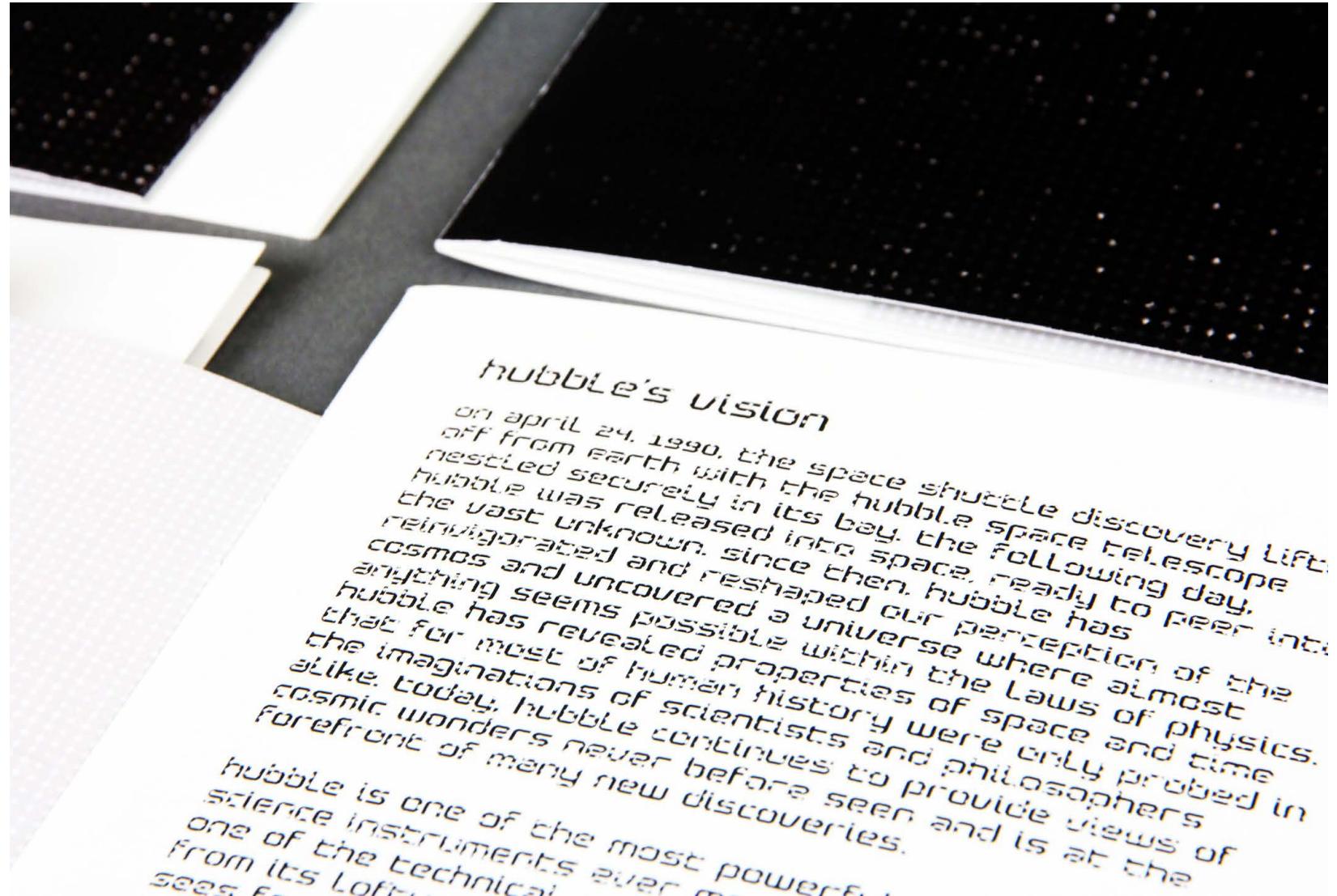
The Brief

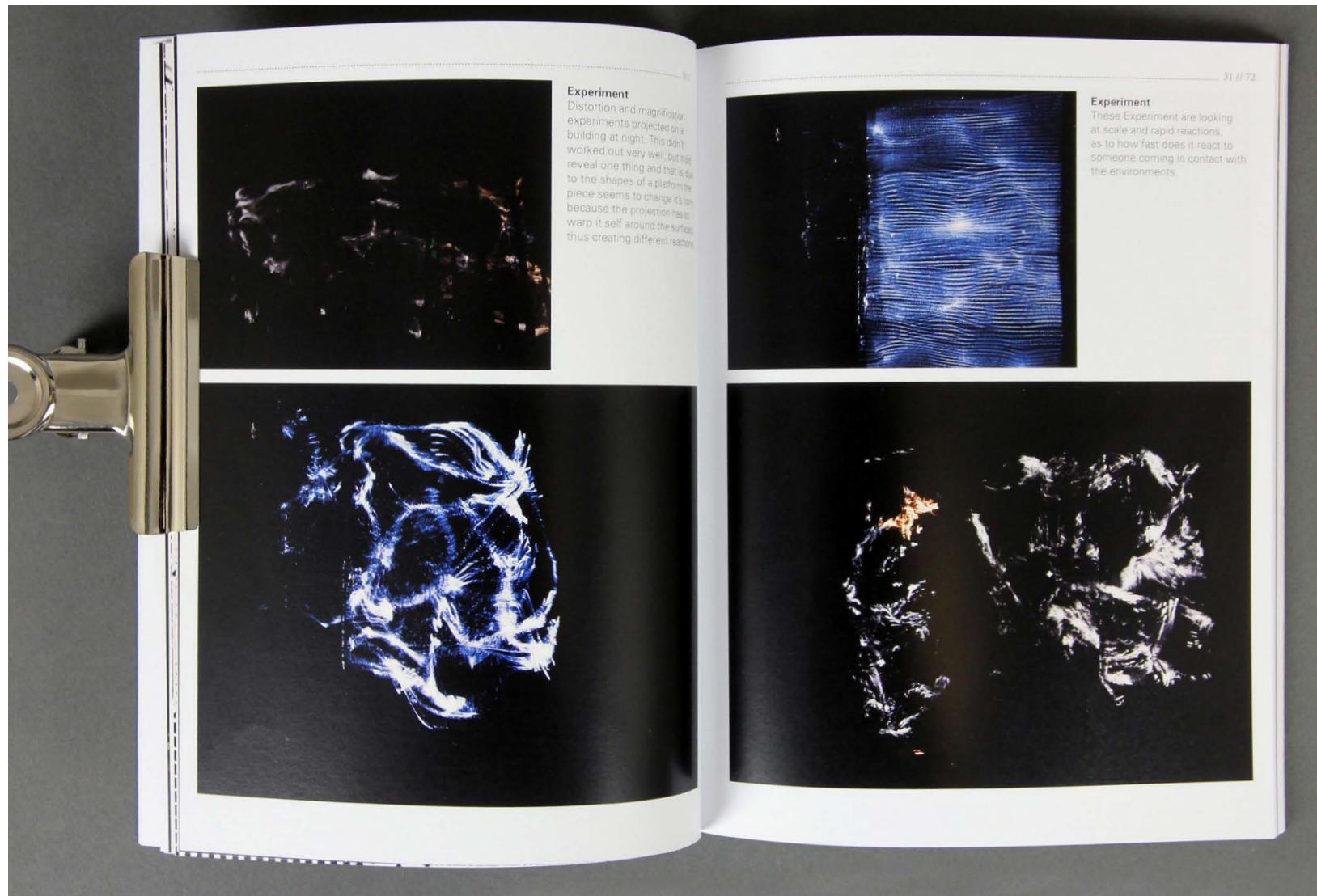
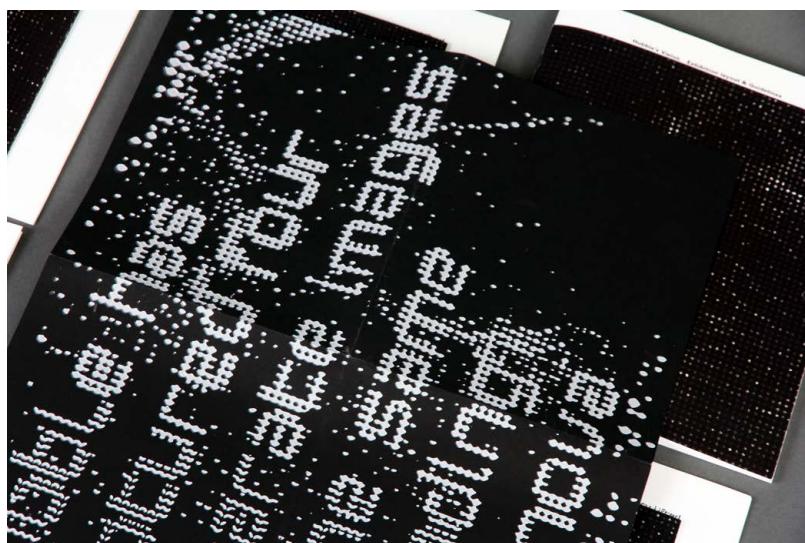
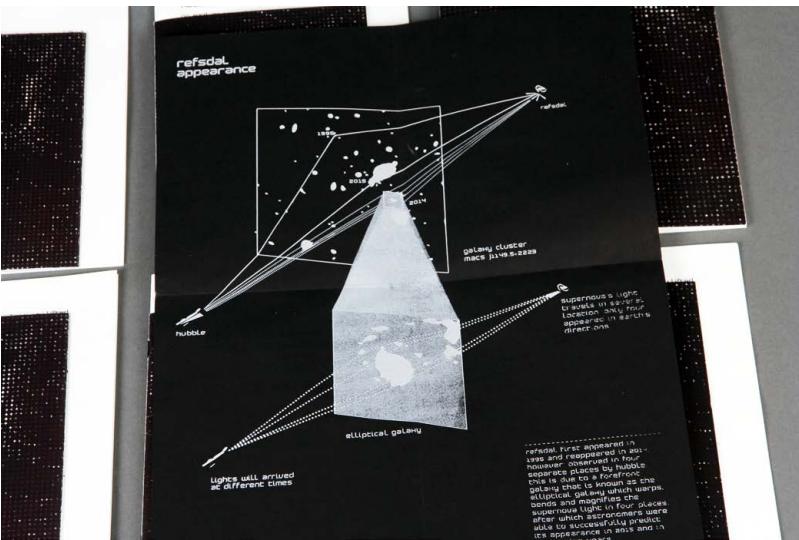
The challenge of the brief, that I wrote was to design and utilised all the scientific information relating to this particular event, due to the fact that there aren't any High resolution images released from NASA.

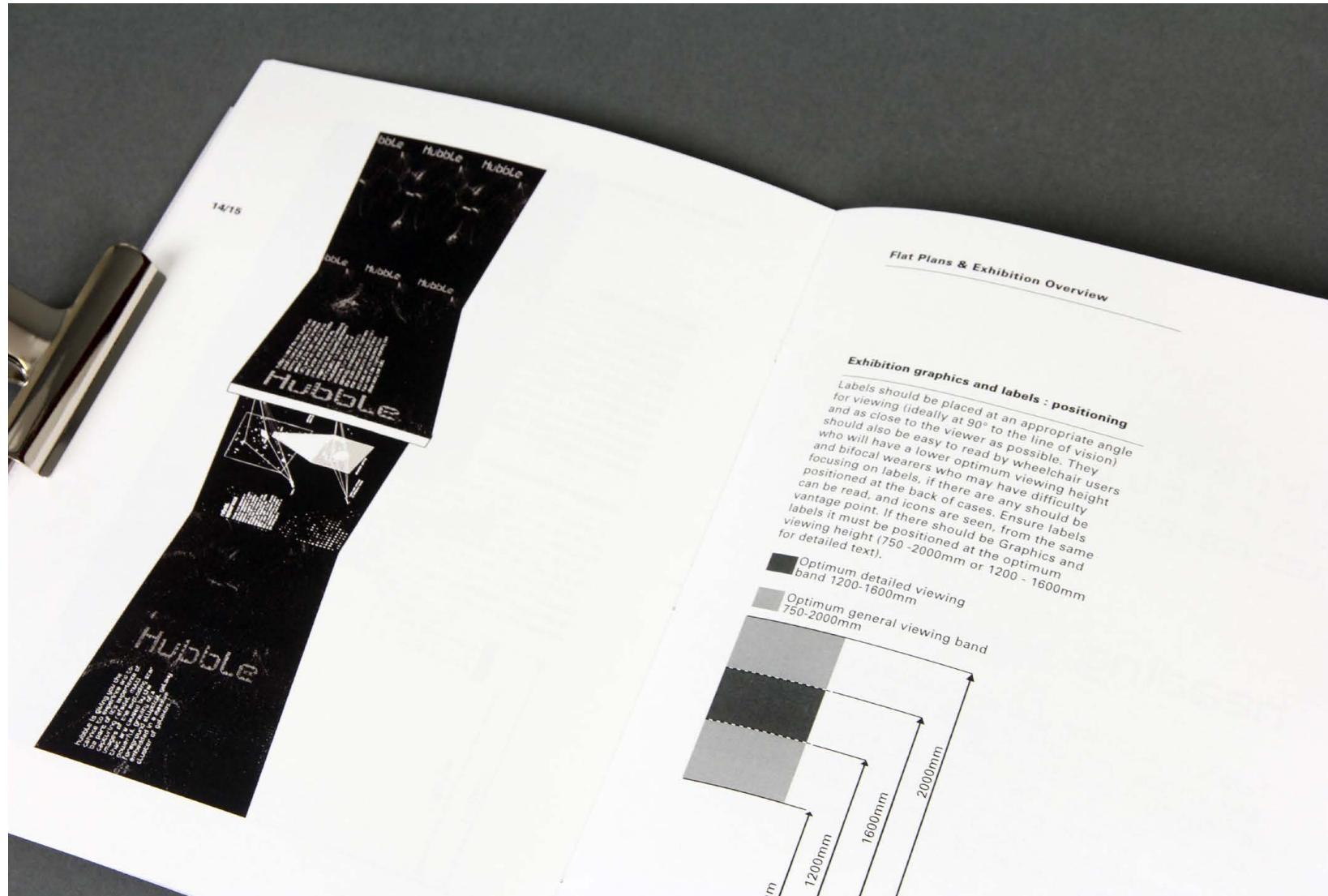
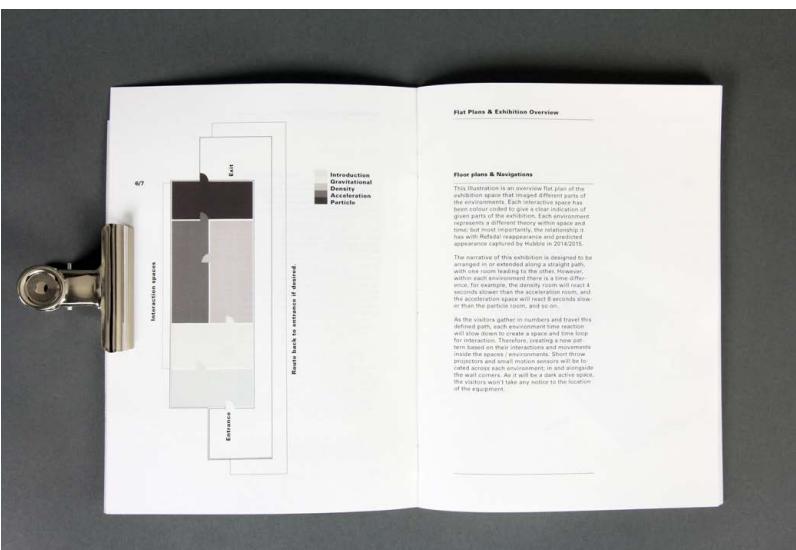
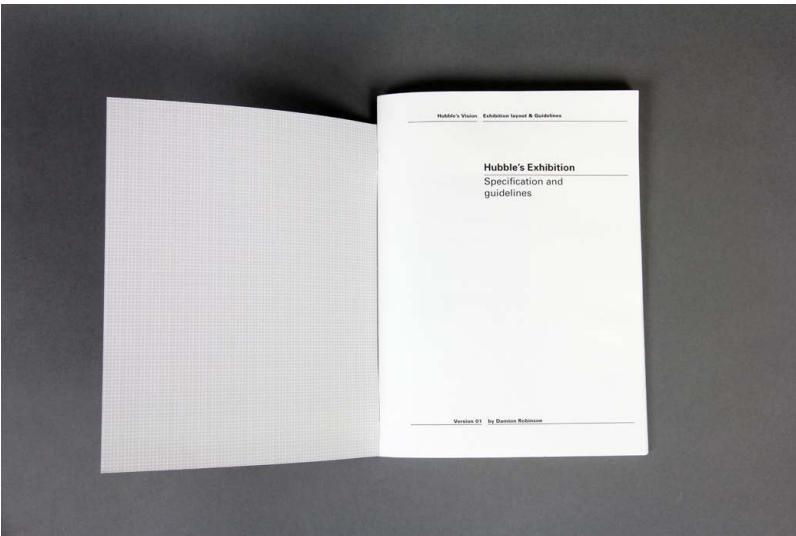
Solutions

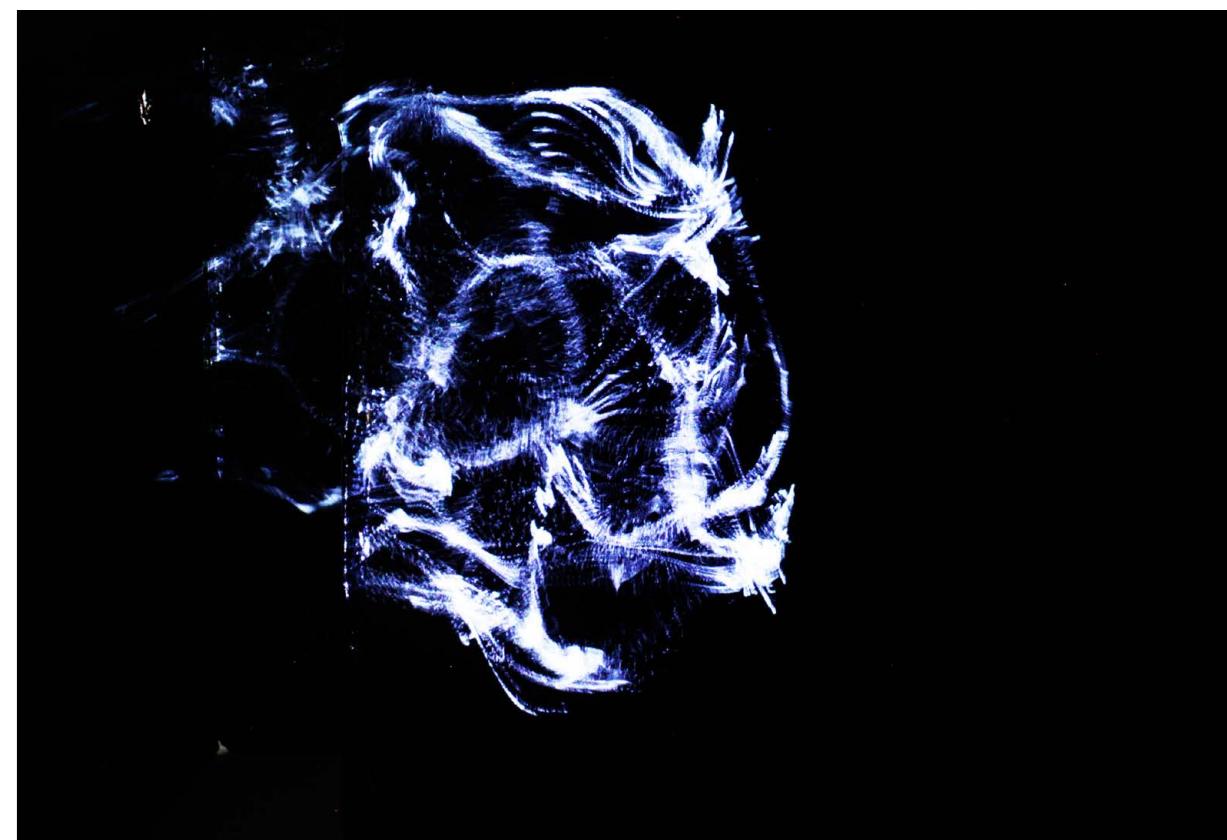
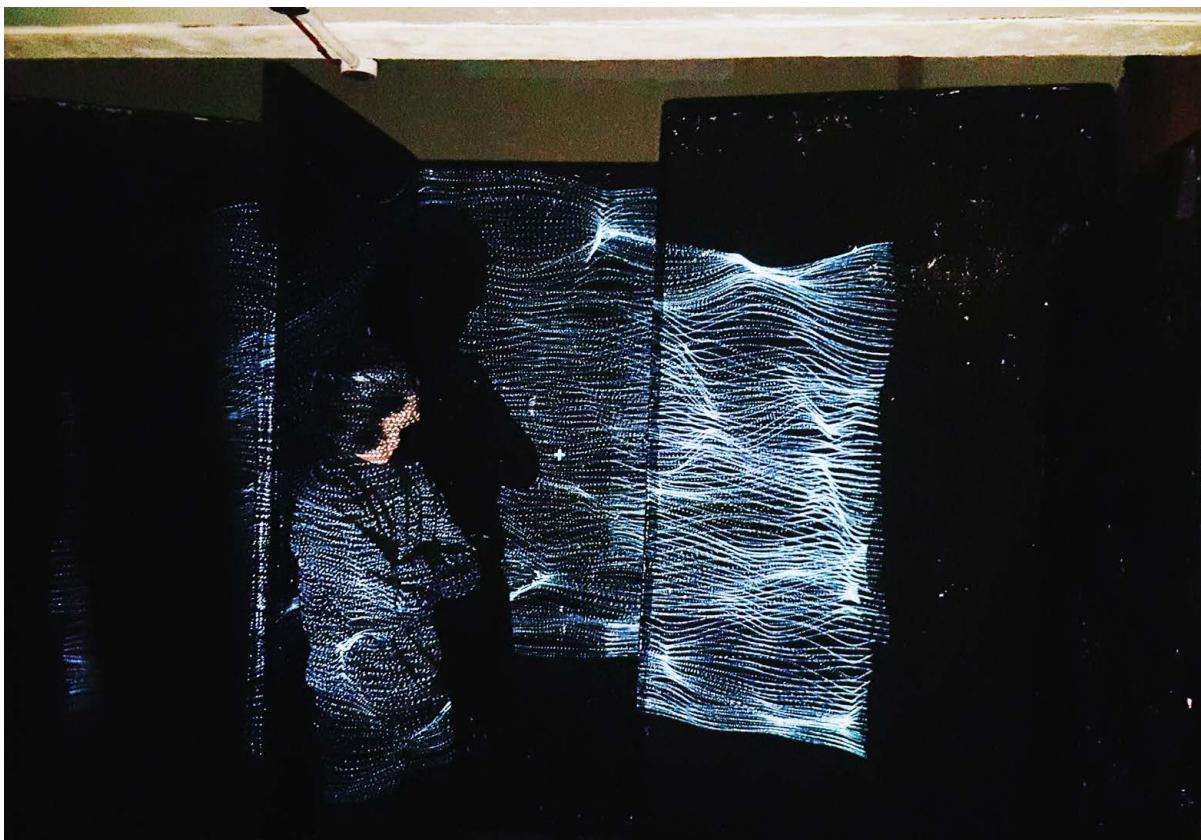
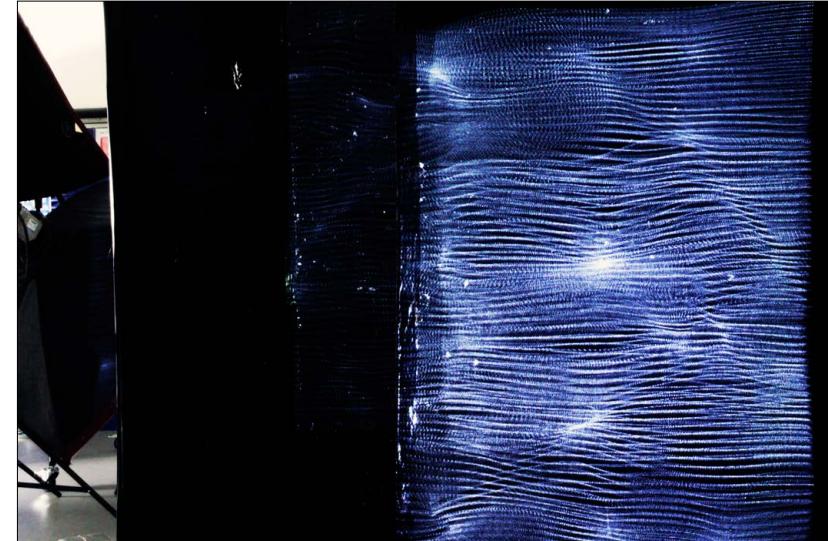
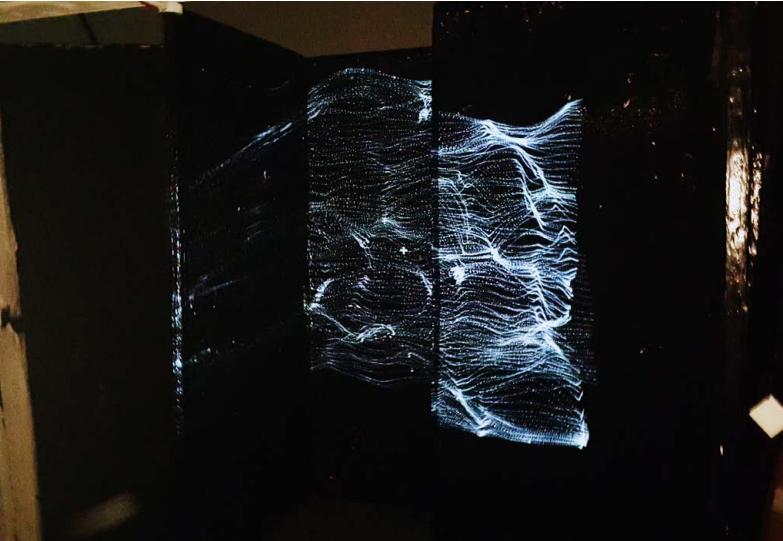
The solution was to create a linear journey in which multiple interactive environments that relates and demonstrate the notion relating to the event. The environments were coded using processing; additionally, there were designed posters, booklets/ with an insert depicting the appearance of a supernova that causes this event. But also, I had design a modular typeface to compliments the optical illusions within the environments, this was to supported and strengthen the relationship between all graphic elements. All graphic elements are design in relation to the information supported from NASA.

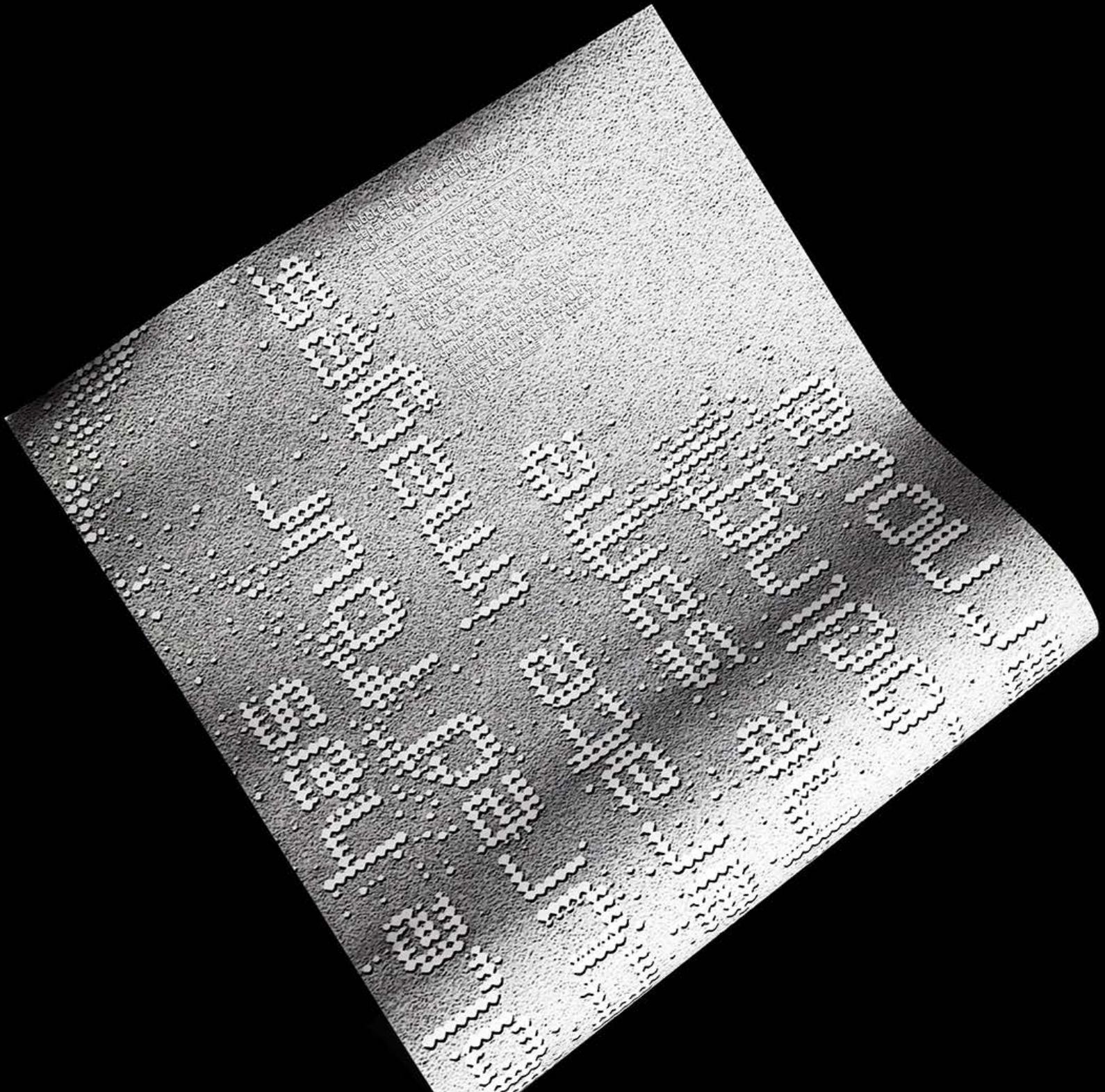












Branding / Identity

Create and design identity for 8 cities.

Cultural Identity Crisis is a branding and identity design project, made to represent the cultural diversity of art and design located in eight cities across the UK. This brand Identity aims to communicate that diversity in multiple ways; using shapes, colours and images to strengthen the voice and tone of the art & design sceneries in the cities.





ART & DESIGN SCENE

FRAME BIRMINGHAM

The 1895 Victorian terracotta Bell Edison Telephone Building, 17 & 19 Newhall Street, Birmingham, England.

01 - 29 AUGUST 2016.

ART & DESIGN CULTURAL SCENE

LIVE EVENTS / INTERACTIVE / WORKSHOPS / EXHIBITIONS /

INDUSTRIAL LEADERS / SPEAKERS / PRACTITIONERS & RESPECTED ARTISTS

Harry Pierce
Edward Barber
Neville Brody
Eddie Opara
Paula Scher
Michael Bierut
Thomas Heatherwick
Sophy Bristol
Jacqueline Casey
Peter Saville
Derek Birdsall
Ruth Ansel
Massimo Vignelli
Herbert Matter
David Stanley
Alvin Lustig
Lillian Bassman
Cipe Pineles
George Lois
Julia Lohmann
Herb Lubalin
Timorous Beastes
Lucienne Day
Karen Hayon
Linda Andersson
Jaime Hayon
Gail Anderson
Reg Christian Furr
Guest speakers / Designers
Jo Lewis Peter Rodulfo
Peter Rodulfo
Nenad Zilic
Susan Mullett Bennett

ALL ABOUT DESIGN
19-25 August 5PM/
Eddie Opera; Harry Pierce; Lillian Bassman & George Lois- PANEL DISCUSSION
Come and discuss with our leading practitioners the intersection of art and design and the entanglement of the two on a creative spectrum.
29 August 5pm/
Sophy Bristol; Massimo Vignelli; Cipe Pineles; Julia Lohmann & Timorous Beastes
These panlist will discuss the natural ability to manipulate colour and form combined with a sensitive approach to translating human emotion on to a two-dimensional picture plane, results in some enthralling and optimistic figurative paintings & designs of animated human activity.

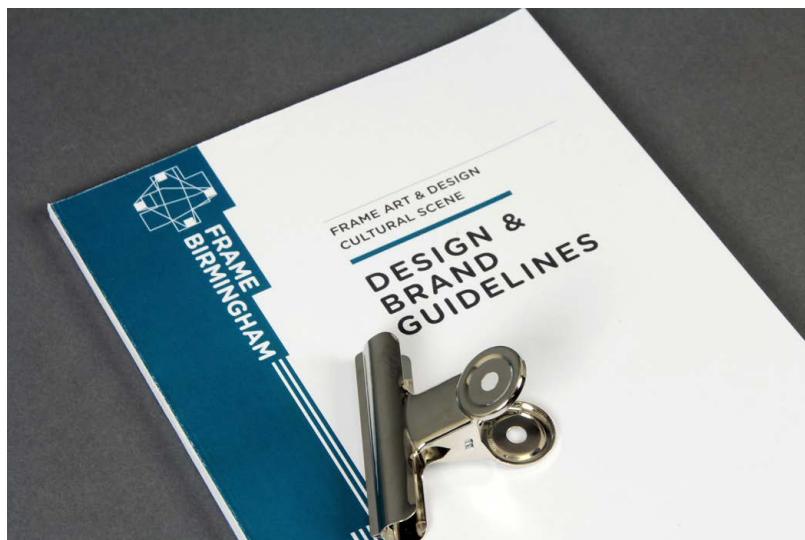
ALL ABOUT ART
25-30 August 5PM/
David Stanley; Neville Brody; Paula Scher; Ruth Ansel- PANEL DISCUSSION
When a new way of working comes along it creates new categories of products, new ways of selling them, and new words to describe them and talk about them. It has been generally accepted that design art generates a small number of high concept items which sometimes have nothing to do with being functional. It can be questioned whether this is just 'new' design, a start of a new movement, a fashion fad, or simply art.

25-30 August 5PM/
Jo Lewis Peter Rodulfo; Nenad Zilic; Susan Mullett Bennett-
PANEL DISCUSSION
Final summary of our first venue, with our guest speakers;

B. Franklin

THE 1895 Victorian terracotta Bell Edison Telephone Building, 17 & 19 Newhall Street, Birmingham, England.

01 - 29 AUGUST 2016.



Frame/Identity and brand guidelines
8 / 13

EVERYONE NEEDS SOME SPACE IN THEIR LIVES THAT'S HOW WE GROW.

It is important to keep frame identity marks clear of any other graphic elements. To control this, an exclusion zone has been established around the brand mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself, and the typography - they have a fixed relationship that should never be changed in any way what so ever.

CLEARSPACE
Full Logo / Clear Space calculation

- 1) The Logo Height/Clear Space
To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.
- 2) The Logo symbols
When the logo-type of full name is used, no matter the scale it's or divide the height of the logo symbol by 5.79 to main the clear spatial around.
- 3) The Logo /logotype
In special circumstances when 5.79 clear space isn't available expand use the second option of 50% our space. Example (5.79 / 44 = 1.31 50% = 3.7)
- 4) The Grid System
All logos are build within a 4 by 4 grid to maintain height and cent dimensions, if and when shapes are rotated to match the mapping of the geographical locations

ALTERNATIVE SHAPES AND FORMATIONS

The series of logos below are form within a 4 by 4 grid system and build to maintain the size and movements of the logo symbols; each of these symbols represents a different facilities that push the boundaries of Art & Design as previously mentioned (p6). So, following these systems are key to maintaining a strong brand language.

LOGO A	LOGO B	LOGO C	LOGO D
Birmingham	Manchester	Portsmouth	Sheffield

LOGO E	LOGO F	LOGO G	LOGO H
Nottingham	Cardiff	Edinburgh	Bristol

INCORRECT LOGO APPLICATIONS

The rules are very simple; stick to them and we will be fine. Therefore don't alter any elements of the logo, in any shape or form. This should be applied to every other cities within FRAME's brand.

- 1) Do not place the logo type to align with logo symbol.
- 2) Do not move or expand to make logo symbol bigger or smaller what so ever.
- 3) Do not align or reform the logotype in anyway shape, form & spaces.
- 4) One of the most important rule don't ever invert logo symbol or make outlines of logo symbols.

DON'T YOU DARE!



Adobe creative suite

Advertising

The challenge of this brief was to create a poster that demonstrate the power of adobe creative suite. The solution was to designed using both Illustrator, Photoshop and indesign to create an energetic and creative artwork to be display across shopping mall and similar like environments. As these environments are supposedly busy: an artwork was created to capture attention with little to no wording.





BE CREATIVE WITH
THE NEW ADOBE
CREATIVE SUITE.



BE CREATIVE WITH
THE NEW ADOBE
CREATIVE SUITE.



BE CREATIVE WITH
THE NEW ADOBE
CREATIVE SUITE.



MAGINE

Critical Mass News

Green Week Newspaper

Critical Mass was built and design around the student's stories; young people who felt the need to express their concern about the issues they face and subjective matters which would concern everyone else. It was published and distributed throughout the five UAL campuses and various areas within central London. A max of two thousand copy was printed and distributed.





Brand / Identity

Hemodialysis Treatment In China

The motive of this project captured and framed the creation of the brand / identity of a specialist clinic based in china. This project was created by three additional designers. We had produced the stationeries and company's digital brand guideline for the in house team. My main role was to design all adverts/ banners and commercial related graphics.

Primary Colours

Pantone 7633 C
C25 M37 Y30 K0
R193 G161 B161
Hex c1a1a0

Pantone 5493 C
C51 M23 Y36 K0
R133 G168 B163
Hex 84a7a2

Primary Typeface

Lucida Bright Demibold
Lucida Bright Regular
Songti SC Bold
Songti SC Light



A5 BROCHURE LANDSCAPE

Dimensions

Width = 210mm
Height = 148mm
Gutter = 5mm
Bleed = 5mm



A4 POSTER PORTRAIT

Dimensions

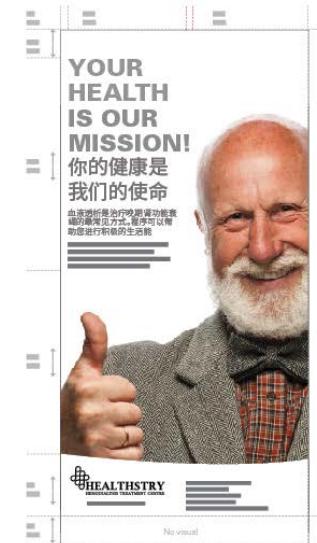
Width = 210mm
Height = 297mm
Gutter = 5mm



ROLL-UP BANNER

Dimensions

Width = 990mm
Height = 2000mm
Gutter = 5mm



BILLBOARD

Dimensions

Width = 6000mm
Height = 3000mm
Gutter = 5mm
Bleed = 50mm



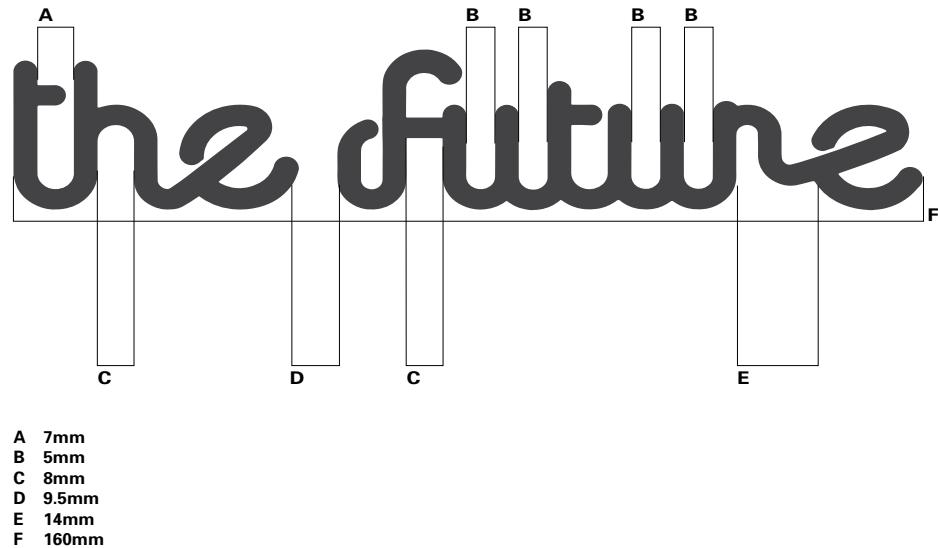
Identity & information

Design information for 2016 submit

The challenge of the brief was to design information and an identity for the upcoming submit, that depicts and discussed the “six critical drivers of global change” stated within Al Gore’s book. This was to carefully illustrate the convergence of three chapters in the book.

Solution

The solution was to design a wall chart that demonstrates the interaction of the three selected drivers of change; depicting the influence of one chapter onto the other. This notion was presented through a time-line... Displaying the human population growth and the consumption of technology, but also how the increase technology consumption affects medical advances, jobs loss and new emerging technologies. From the Gestalt theory and other influences, I had hand drawn a logotype that works and compliment the information that was designed. In Addition to that an identity guideline was then produced for the submit.



the future

The critical drivers of global change

The augmented effect is the interaction between the human population growth, the increasing number of technologies, medical advances (and, wider etc.) and the more rapid rate of environmental degradation. For something to be augmented it must already affect one or more other factors. This means that there is a link at the interaction between the human population growth, technology convergence and medical advances.

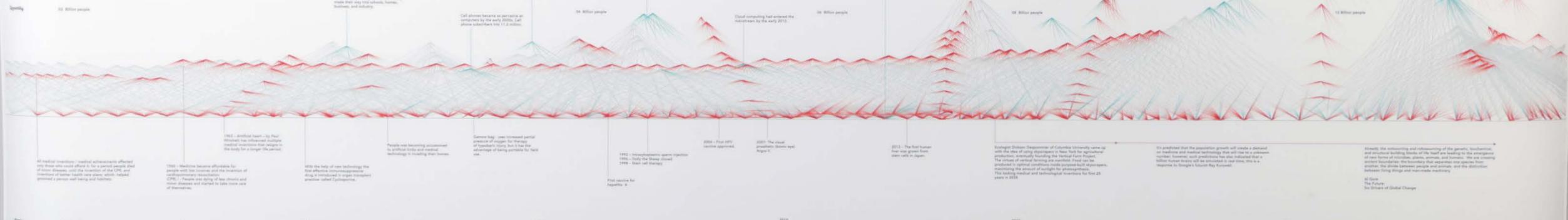
The timeline is the convergence of the three chapters: the increase in the quantity of people on earth; the increasing number of technologies; and the increase in both medical advances and the rate of environmental degradation.

Population growth is reducing Earth's resources to the breeding point, and educating girls is the single most effective way to reduce population growth. Women gain political and economic power and subsequent rights to reproductive rights.

Key
 Human Population
 Medical Technology
 All Factors

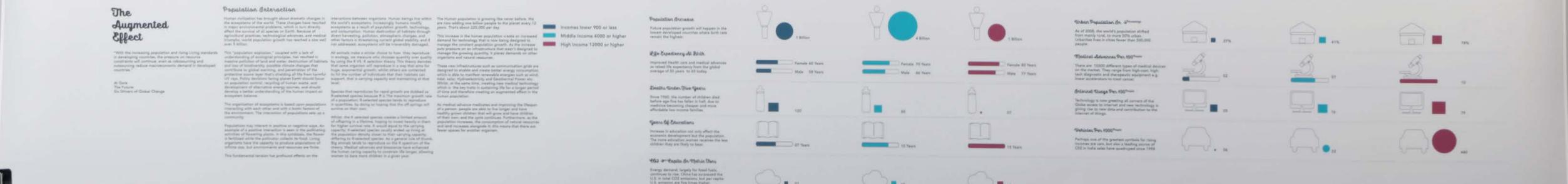
Al Gore
 The Future:
 Six Drivers of Global Change

Since the year 1000bc the human population has been undergoing the longest period of exponential growth in history. In 1000bc there were 500 million people on the planet; by 1800 the population had grown to 1 billion; in 2000 there were over 6 billion and today it is 7 billion. We are now well past 7 billion and counting.



All Factor Convergences affected by the increase in the quantity of people on earth; the increase in the rate of environmental degradation, and the more rapid rate of environmental degradation.

1900 - Medicine became affordable for people with low incomes and the invention of CPK / People were dying of less chronic and contagious diseases and started to take more care of themselves.



The Augmented Effect

"With the increasing population and rising standards of living, the demand for medical advances and medical technologies will continue even as conserving and conserving natural resources demand in developed countries."

Al Gore
 The Future:
 Six Drivers of Global Change

Population Interaction

Interactions between organisms. Human beings live within a complex web of interactions with other species. These interactions are a result of population growth, technology, and environmental degradation. Direct hunting, pollution, atmospheric changes, and medical advances all contribute to the extinction of species. If not addressed, ecosystems will be irreversibly damaged.

All animals make a choice to have. They reproduce to ensure the survival of their species. This is a natural instinct as a result of population growth, technology, and environmental degradation. By using the R/D selection theory, this theory allows us to manage the human population and manage the human population growth. As the increase in population grows, so does the need for resources to manage the human population growth. This is a key element in other organisms and animal research.

The Human population is growing like never before. We are adding over 80 million people to the planet every 12 years. That's about 220,000 per day.

This increase in the human population creates an increased demand for resources, which in turn leads to increased pressure on the environment. This is where population growth becomes a key factor in determining the carrying capacity and increasing at that rate.

Population growth is a key factor in determining the carrying capacity and increasing at that rate. It is important to remember that population growth is a key factor in determining the carrying capacity and increasing at that rate.

Population growth creates increased pressure on the environment. The interaction of population with the environment is a two-way process. For example, a positive interaction is seen in the pollination of flowers by bees, which help spread pollen and fertilize the plants.

While the pollinator collects nectar, living organisms benefit from the nectar. A negative interaction is seen in the overgrazing of land by cattle, which leads to soil erosion and desertification, destroying the environment. The interaction of population with the environment is a two-way process.

This fundamental tension has profound effects on the environment. The increased population creates a demand for more food, water, energy, and resources, which in turn leads to increased pollution and degradation of the environment. The interaction of population with the environment is a two-way process.

Population Increase

Future population growth will happen in the least developed countries where birth rates remain the highest.

Life Expectancy At Birth

Improved Health care and medical advances are related to the increase in life expectancy from the global average of 50 years to 80 years.

Deaths Under Five Years

Since 1990, the number of children under five years old who die each year has decreased by nearly 50%. This is due to improved health care and medical advances.

Years Of Education

Increase in education not only affects the individual, but also the society. The more education women receive the less children they are likely to bear.

Clouds & People

Energy demand for food, fuel, and electricity is rising rapidly. China has increased its use of coal, oil, and natural gas by 10 times since 1978. U.S. emissions are five times higher.

Global Population & Tech

As of 2008, the world's population shifted from mainly rural to more urban. Today, over 50% of the world's population lives in cities with over 500,000 people.

Medical Advances Per 1000m

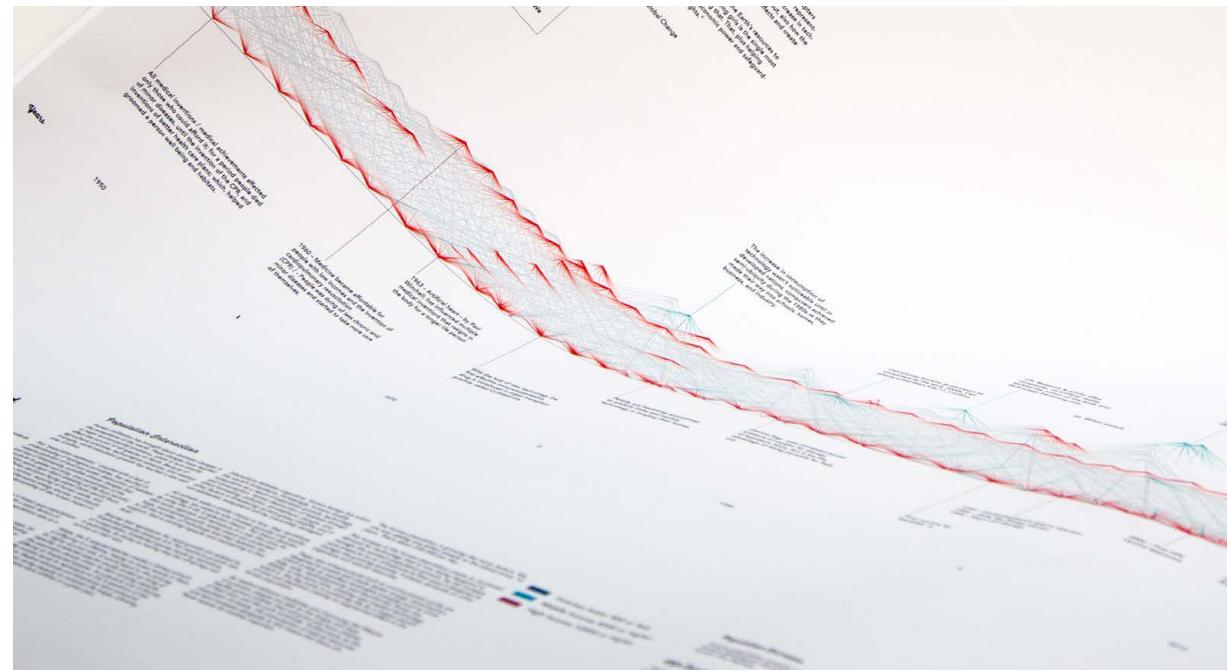
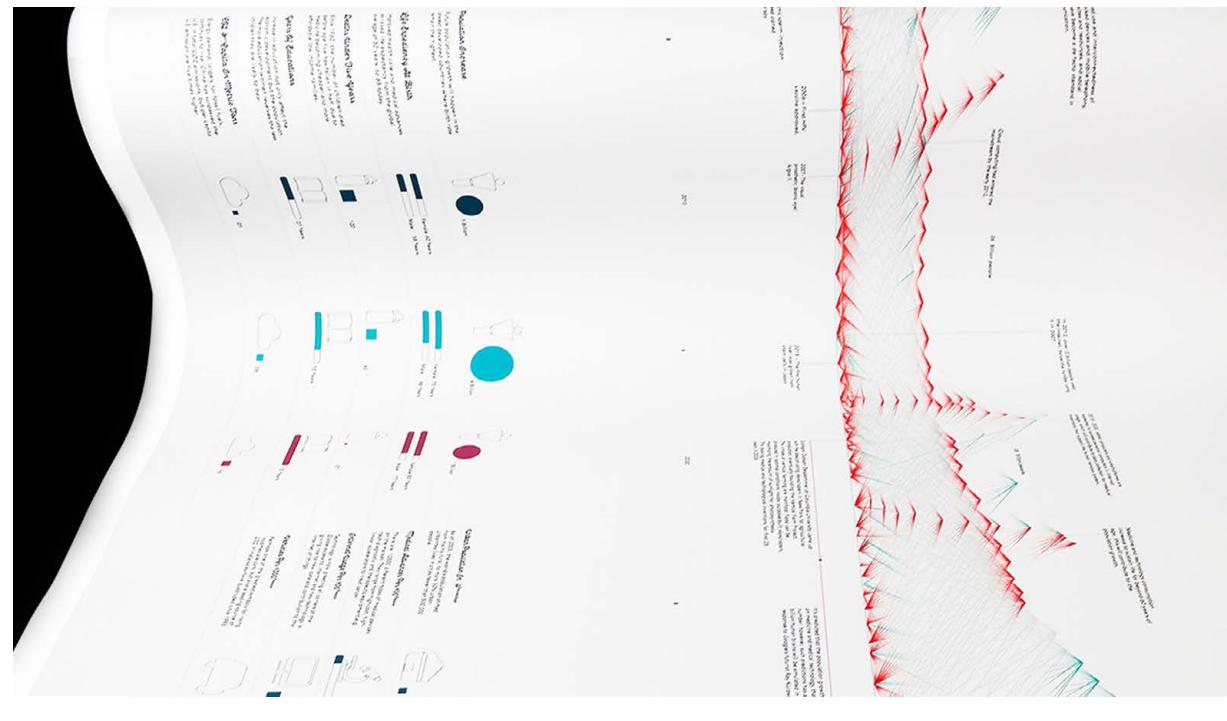
There are 10,000 different types of medical devices on the market. They range from high-cost, high-quality medical equipment to low-cost, low-quality medical accessories to meet needs.

Datacenter Usage Per 1000m

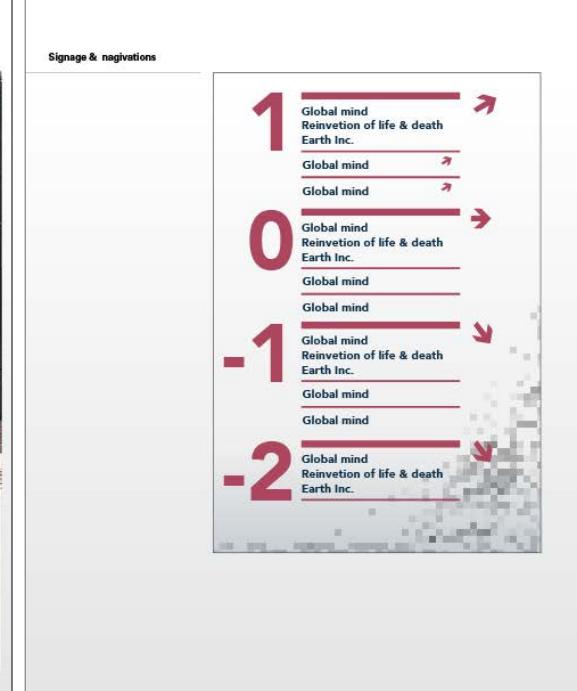
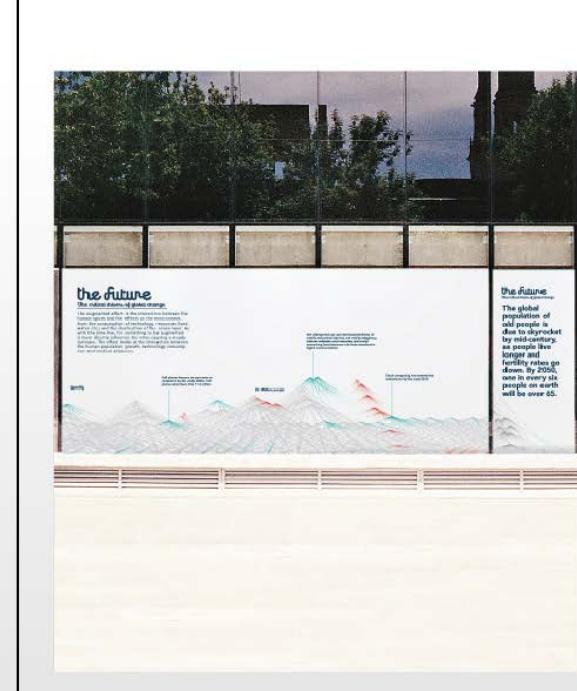
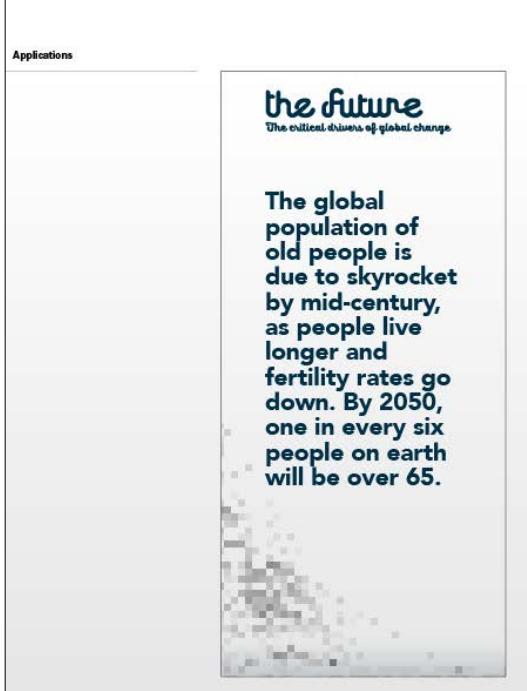
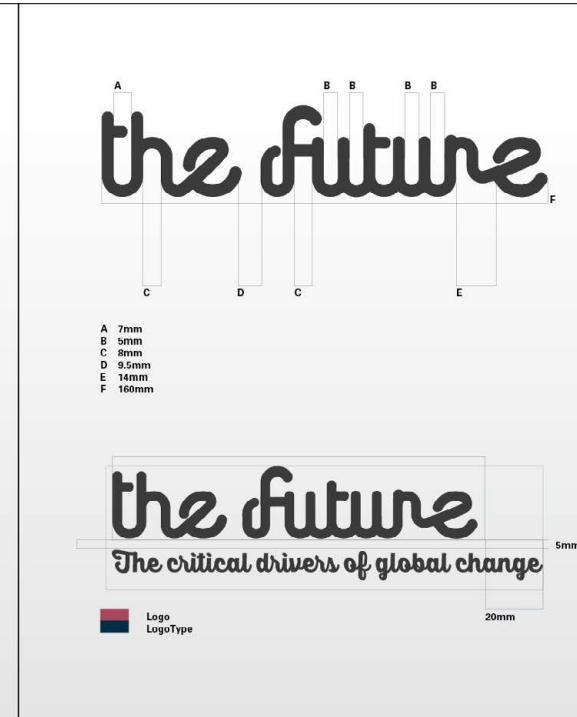
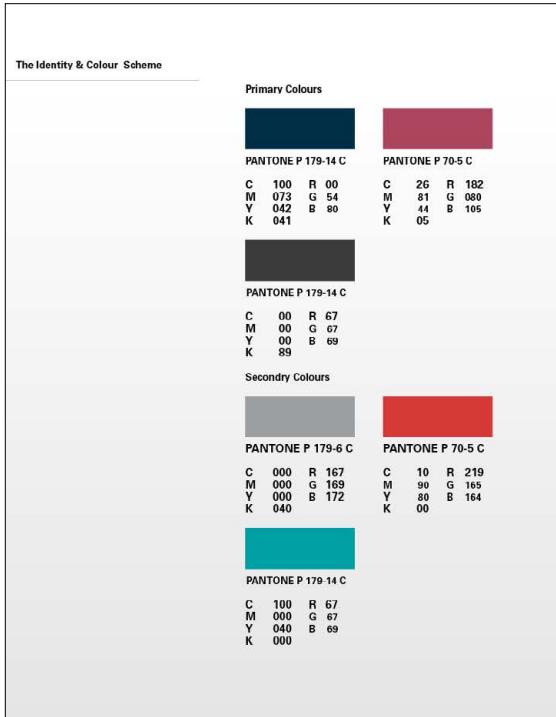
Technology is growing at an amazing rate of the datacenter usage. It is estimated that the datacenter usage will grow by 50% by 2020.

Vehicles Per 1000m

Perhaps one of the greatest trends for rising technology is the rise in vehicle ownership. The CEE in India sales have tripled since 1999.







Damion Robinson

Thank you!

Scroll for CV



Contact

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Croydon, CRO 9DR
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07804832523

Clients

Dorling kindersley
Tech Mix Magazine
University Of The Arts London
NewStateman
TG Trading
V&A Museum
Rise & Grid Apparel
Sylvia Bakery
Pleasant Bakery

Skill sets

Set 01 - Theory

Grid & Layout
Typography Knowledge
Colour Theory Knowledge
Image Editing
Interface Design
Creative Thinking
Verbal Communication
Visual Communication
Analytical / Critical thinking
Print & Layout Design
Photography
Networking
Social Media Marketing

Set 01 - Technical

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Sketch / Zeplin
Adobe Dreamweaver
IntelliJ IDEA
Brackets / Code-Kit
HTML / CSS
Microsoft Word
Microsoft Powerpoint
Microsoft Excel

Set 03 - Personal

Friendly & approachable
Able to work in a team
Practice attention to details
Open for suggestion/ willingness
Organised & Professional

Education

September 2012 - June 2016

BA (Hons) Graphic and Media Design / Diploma in Professional Studies. University of the Arts London - London College of Communication

September 2010 - June 2012

BTEC- Diploma in professional Studies
ST. Francis XAVIER

September 2006 - June 2010

Addington High School

Awards & achievement

Exhibitions

UAL - Summer Degree Show
Ukadia - Raven Bourn University - With Grayson Perry
ST. Francis Xavier - Design Show

Awards

UAL Fund Trust

Experience

Assistant Teacher - London College Of Communication

August 2015 - April 2016

During the academic terms, I was offered the opportunity to teach typography and graphic design as an assistant teacher on the summer programs; whilst being a mentor to incoming students and below years. (My recent role was to design a program and to teach as an assistant tutor to the thesis / design groups of the year two students).

Graphic Designer/ TG Trading

August 2015 - November 2015

Worked along side four talent designer to create a entire brand / identity for a Hemodialysis Treatment Centre in China.

Dorling Kindersley Publishing / Penguin Group

September 2014 - July 2015

Worked with the knowledge team to assist in the completion of book dummies for the London fair. Additionally, I was assigned to design and completed elements for the picture pedia-books. (Illustrations / icons & editorial design)

Design Intern/ NewStateman

December 2014 - January 2015

Researching and creating political content, for the magazine pages, being critical and analytical to each page. This position was held whilst working along side the editorial team.

Creative Designer / Techmix Magazine

August 2014 - December 2014

Creating and editing content for clients, presenting the companies ideas and philosophy, whilst researching into the current market and analysing new ways for revenue / income. (Designing Presentations / brochures and advertising graphic)

Student Ambassador / University Of The Arts London

September 2012 - November 2014

I became a Student Ambassador and joined the University's program where I undertook various roles which included mentoring other students from the University and partner Colleges, creating and working at events and managing public relation via good communication.

Assistant/ Bank Of America

September 2010 - January 2011

Working with the child line help line and designing the community logo, I was given a chance to have an interview with bank of America. My role was simple, to work with the customers and cater to their needs, utilizing my communication skills as a method of means.

Assistant/ Child Help Foundation

January 2010 - July 2010

Trained and worked with child help line at the end of high school for couple of months, this thought me how to communicate to both young and old. My role was to work alongside, students my age, bringing better communication to the young ones who need advice and assistance.