
Dylan Campbell

Portfolio 2017

Recent graduate of a Bachelor of Communication Design at Monash University. Completed my degree with a focus on print and UX design, with a passion for further developing my skills as a graphic designer. Completed an internship between April and November of 2017 with Image Direct, Traralgon.

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Education:
VCE - Gippsland Education Precinct

Bachelor of Communication Design - Monash University

Skills:
Photoshop
Illustrator
InDesign
Dreamweaver
After Effects
HTML & CSS
Basic Java
Basic video editing (Final Cut)

Experience:
Woolworths
Service Assistant 2010-Present

Image Direct Traralgon
Internship Apr 2017-Nov 2017

National Trust of Victoria
Alongside fellow class mates created
a proof of concept to be implemented
in the Labassa Mansion.

References
Brooke Riseley, Manager at Woolworths
work: 03 5122 5802 mobile: +61 439 271 104

Todd Lipman, Designer at Image Direct
mobile: 0439 083 296

Museum of Extra-Terrestrial Anatomy

A fictional museum created with the intention of viewing human kind from the perspective of an extra terrestrial.



META logo, utilising geometric shapes that resemble letters but feel like they could belong to an alien language.

META Letterhead, combining Akkurat and Akkurat Mono in order to create a's little personality as possible.

The image displays the branding for the 'Museum of Extra-Terrestrial Anatomy' (META). It includes a white letterhead on a light beige background, a black website header, and a white footer section.

Letterhead (Top Left):

- Museum of Extra-Terrestrial Anatomy
- meta**
- Ph.03 5165 7890
900 Dandenong Rd
Caulfield East
Vic 3145

Website Header (Top Right):

- meta**
- The Museum of E.T. Anatomy aims to address an issue that humanity faces. As a species we treat one another with little to no respect and we base this on superficial factors. E.g. the way someone dresses, the colour of their skin or the religion that they choose to follow. On a fundamental level we are no different to our family, friends or complete strangers. The fact that we have waged wars based on these opinions is the inspiration for this institution. This museum presents a reality in which we are treated as an Extra-terrestrial species, from this outside perspective we can examine ourselves as a whole, rather than as individuals.

Footer (Bottom):

I believe alien life is quite common in the universe, although intelligent life is less so. Some say it has yet to appear on planet Earth.
- Earthling #234



Museum of E.T Anatomy

Opening hours
Weekdays: 9am – 9pm
Weekends: 10am – 9pm

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Museum of Extra Terrestrial Anatomy

I believe alien life is quite common in the universe, although intelligent life is less so. Some say it has yet to appear on planet Earth.
– Earthling #234

META business cards, features a quote by famous people about the existence of extra terrestrials

Marvelous Mavericks: Hactivism

A publication that featured the history of Hactivism and the subculture that grew out of this.



HACTISM

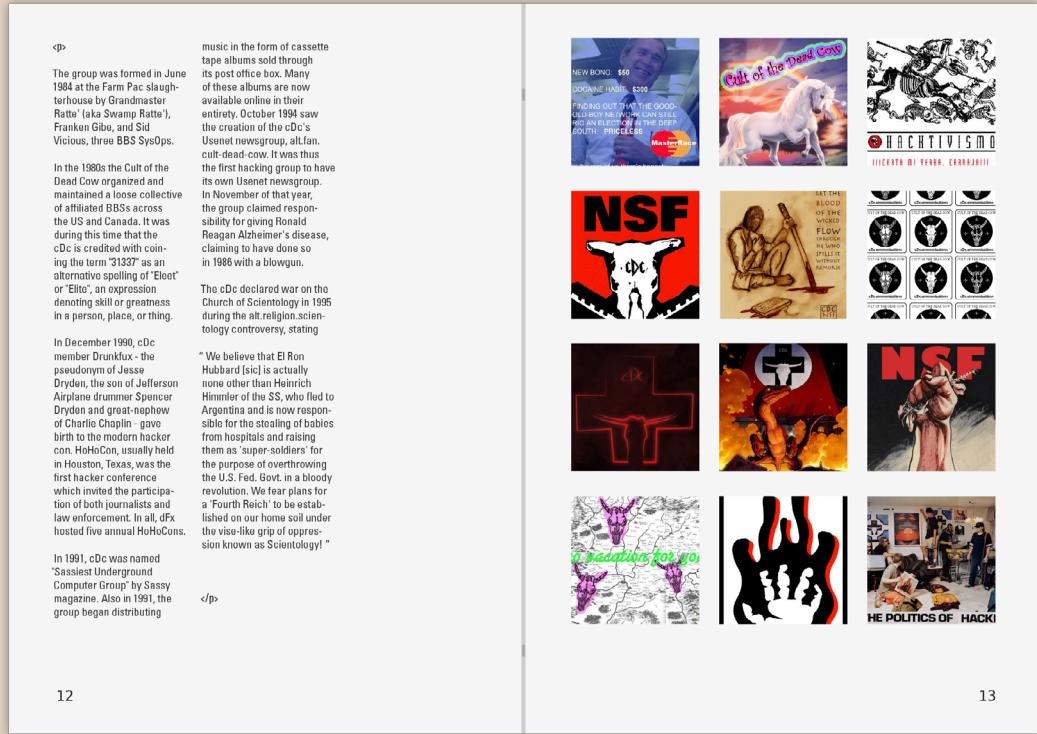
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<title>
    content
</title>

<body>
    <h1> c:\cds2002\marvelour_mavericks </h1>

    <ul>
        <li> what_is_hactivism ..... 04 </li>
        <li> history ..... 06 </li>
        <li> cult_of_the_dead_cow ..... 10 </li>
        <li> wtki_leaks ..... 16 </li>
        <li> anonymous ..... 21 </li>
    </ul>
</body>

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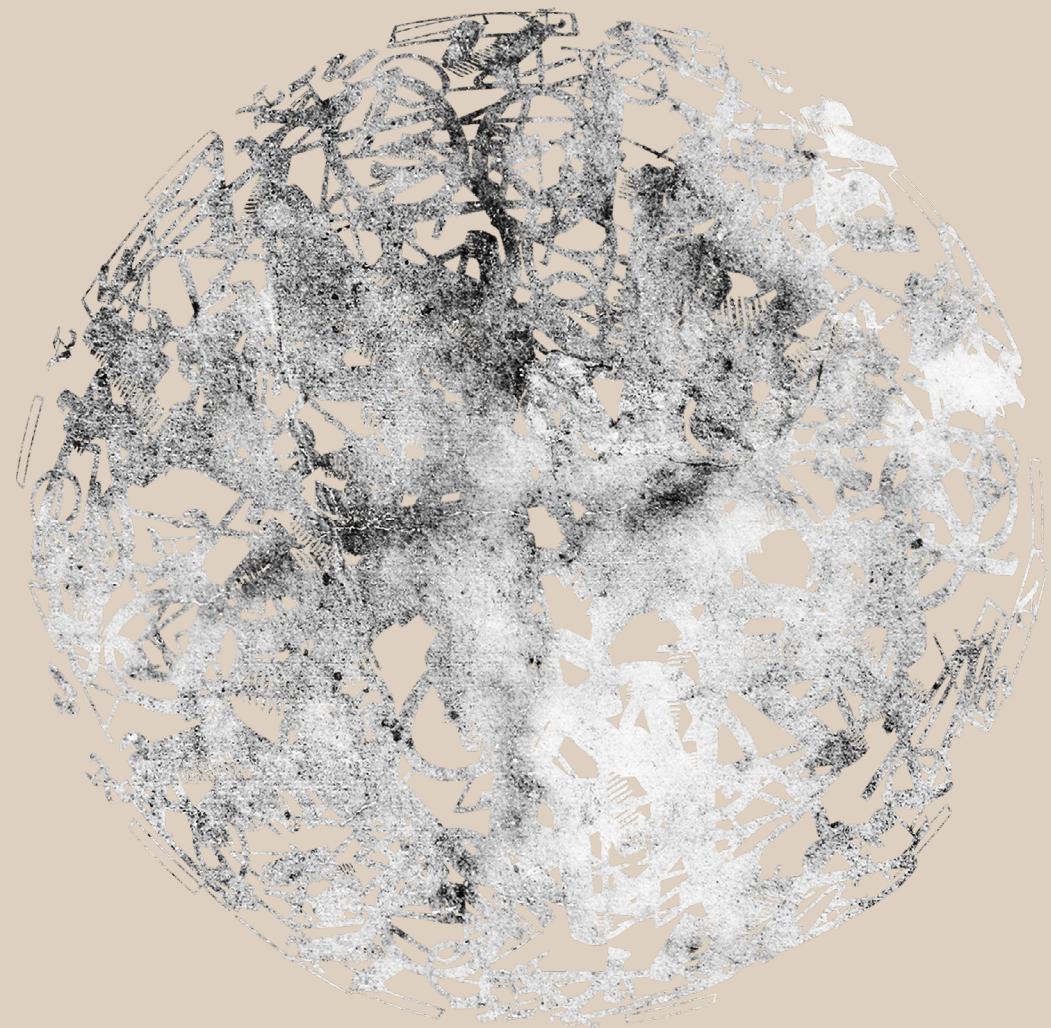
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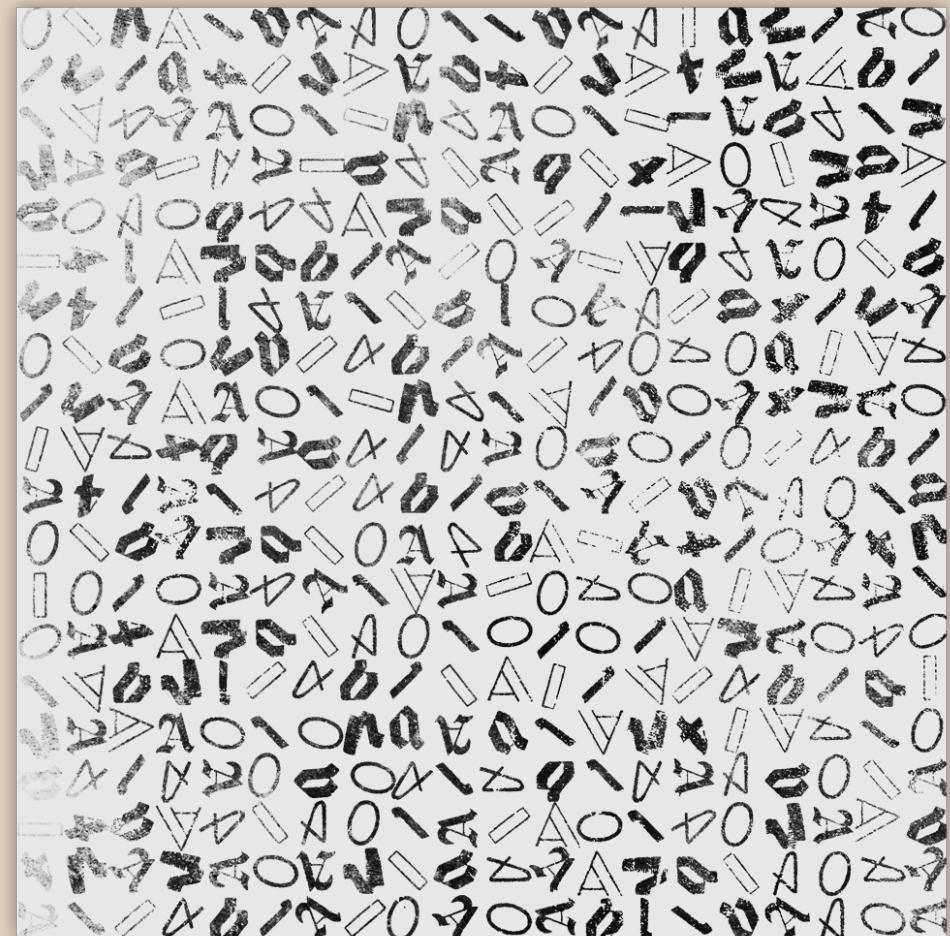
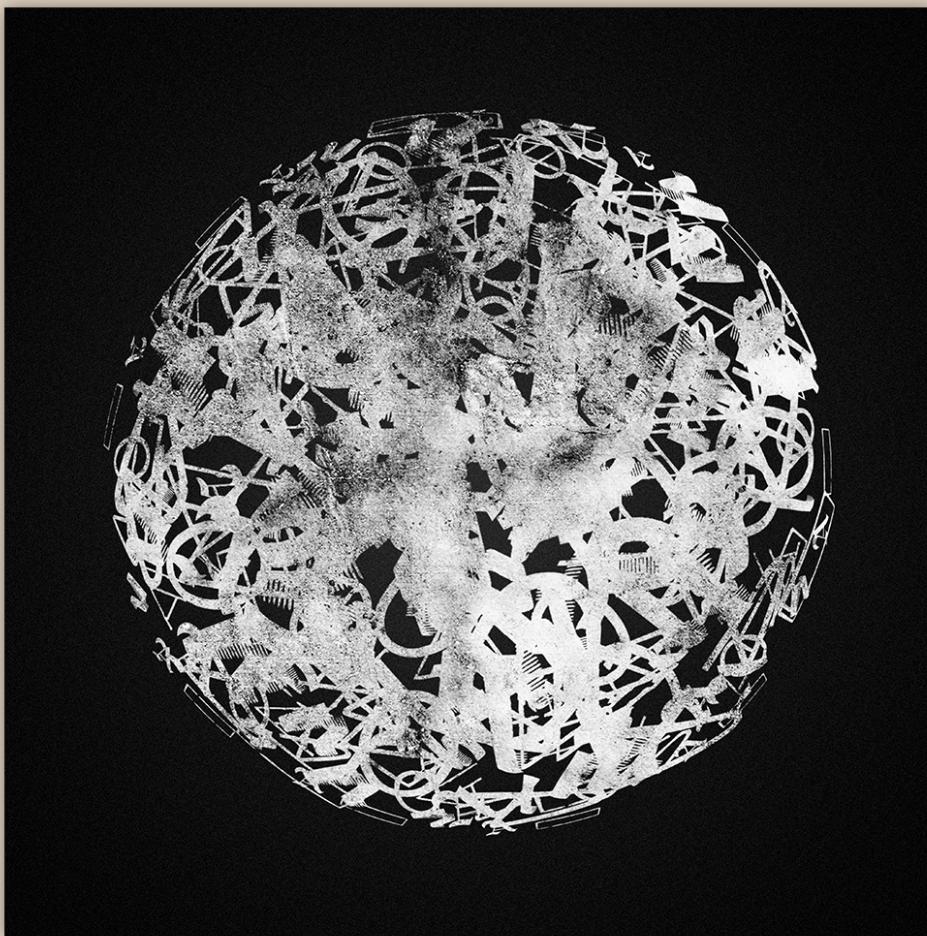
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Spreads from the Hactivism publication. The HTML language is utilised to reinforce the connection between coding and the subculture.

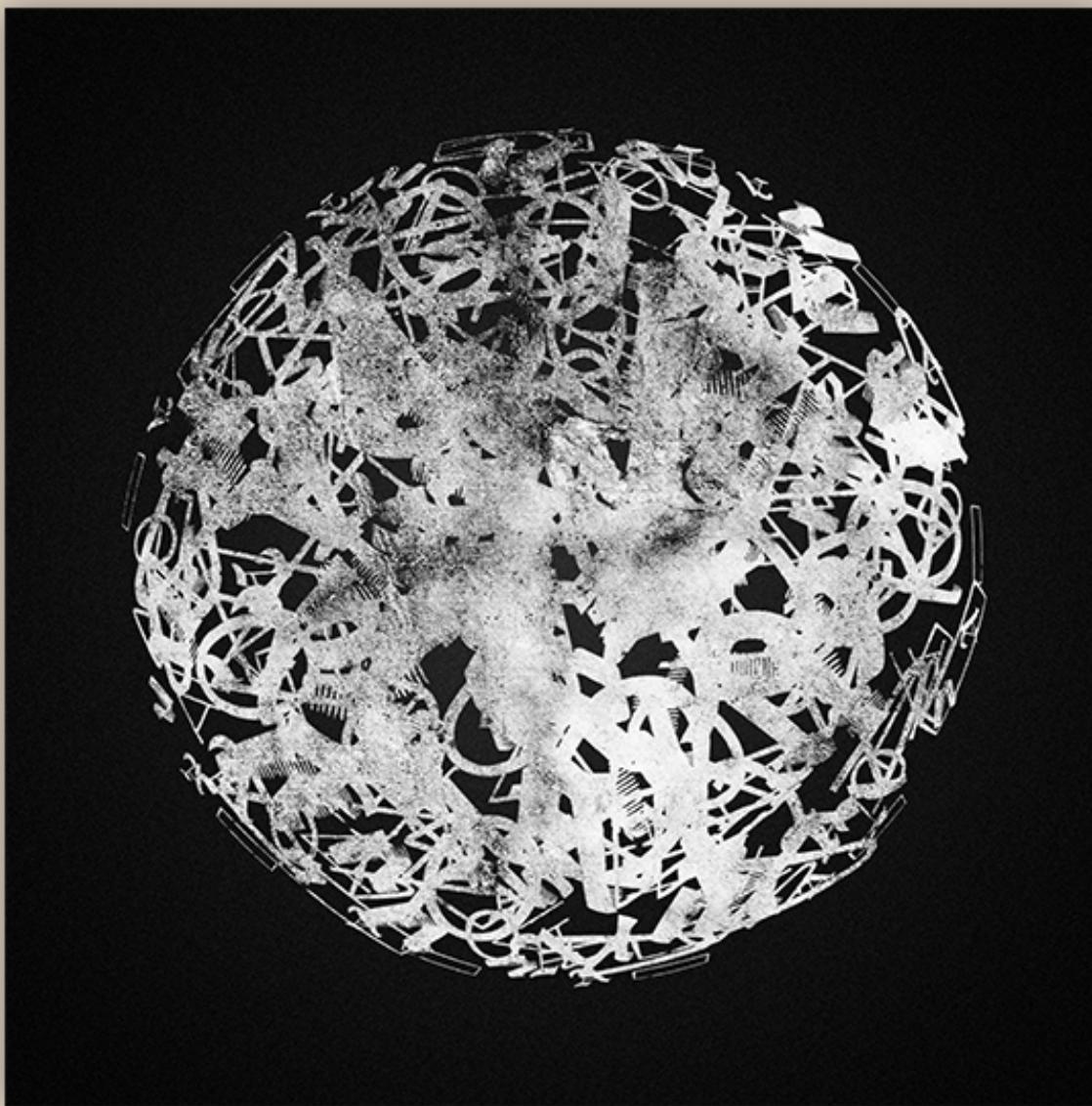
Sounding Type: Cityscape

Vinyl cover created through the use of expressive typography. The chosen sound to represent was the traffic of Melbourne. The collision of letters creates an unrecognisable object that represents the way in which the sounds of the city meld together to become white noise.





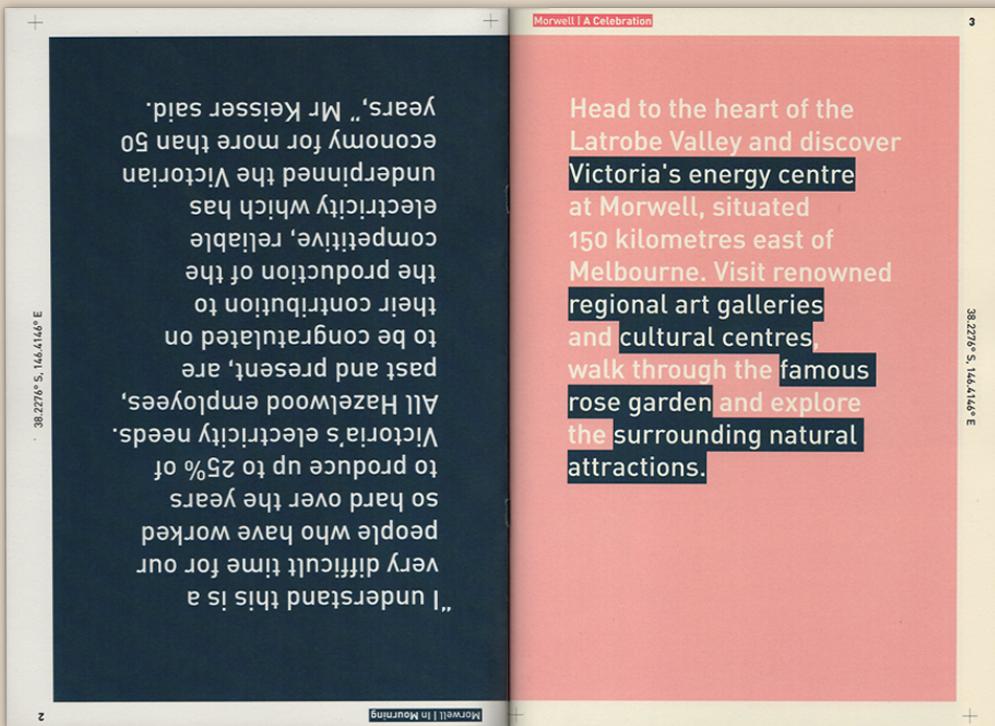
Vinyl back and front cover. The front cover features the accumulation of letters to create an unrecognisable object. The back cover features each letter repeated, to represent the individual sounds lost in the white noise.



Morwell: In Mourning, Morwell: A Celebration

A publication that features the town of Morwell, a combination of found objects and images communicate the atmosphere of the town in the wake of the Hazlewood Mine closure.

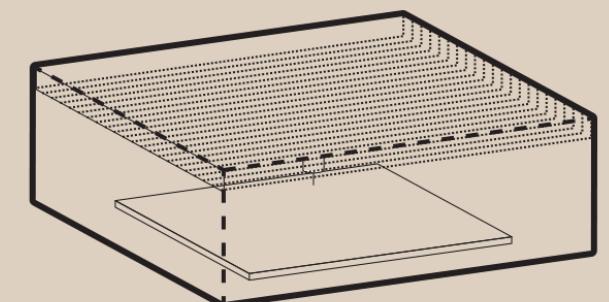
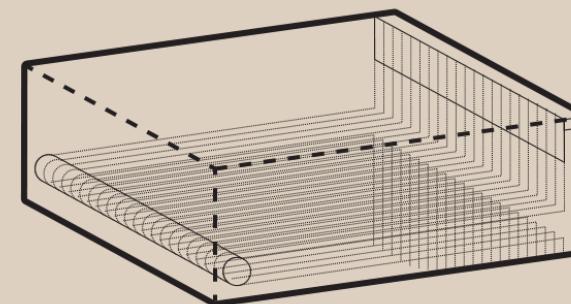
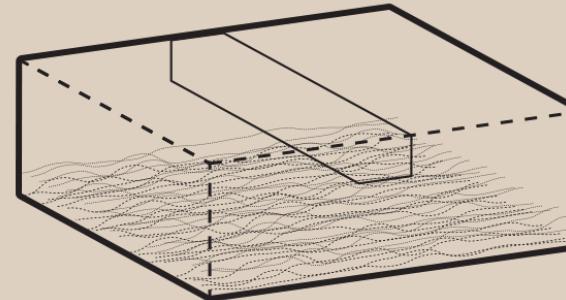


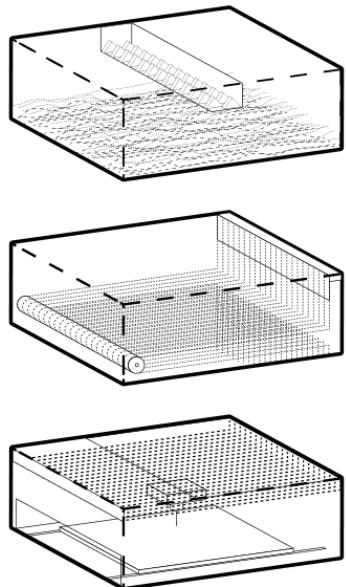


The publication runs in two directions, one side features imagery that displays a sense of loss, while the other side features imagery and type that communicates a sense of resilience.

Unlimited Limited: CP-3000

A publication created in the vain of a user manual for a fictional printer that recycles material and turns it in to new clothing.





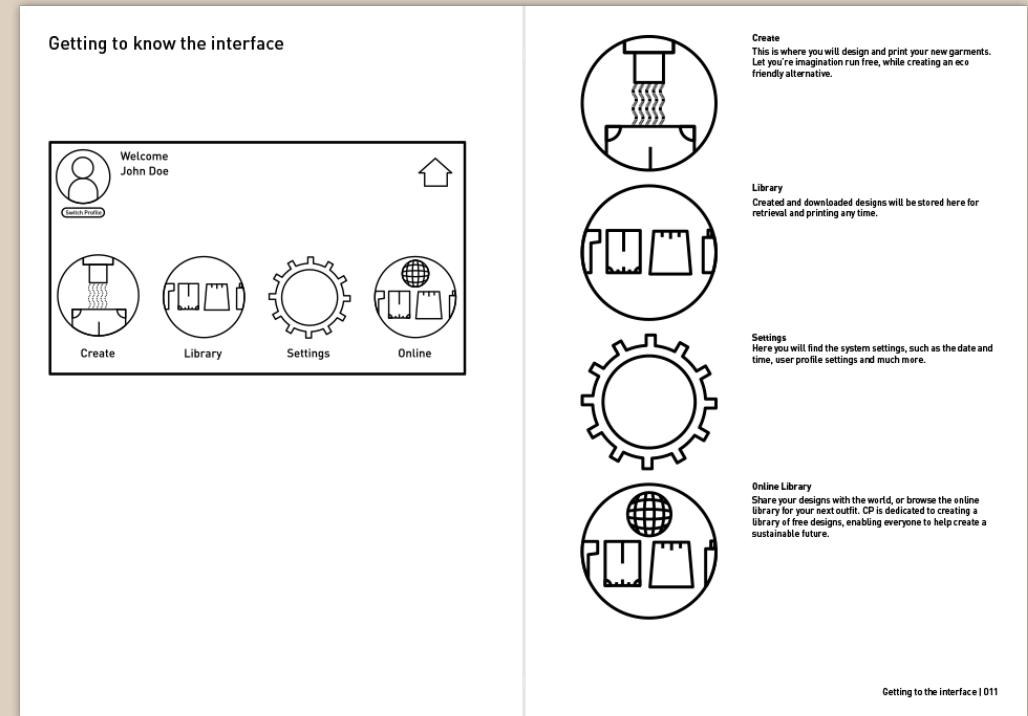
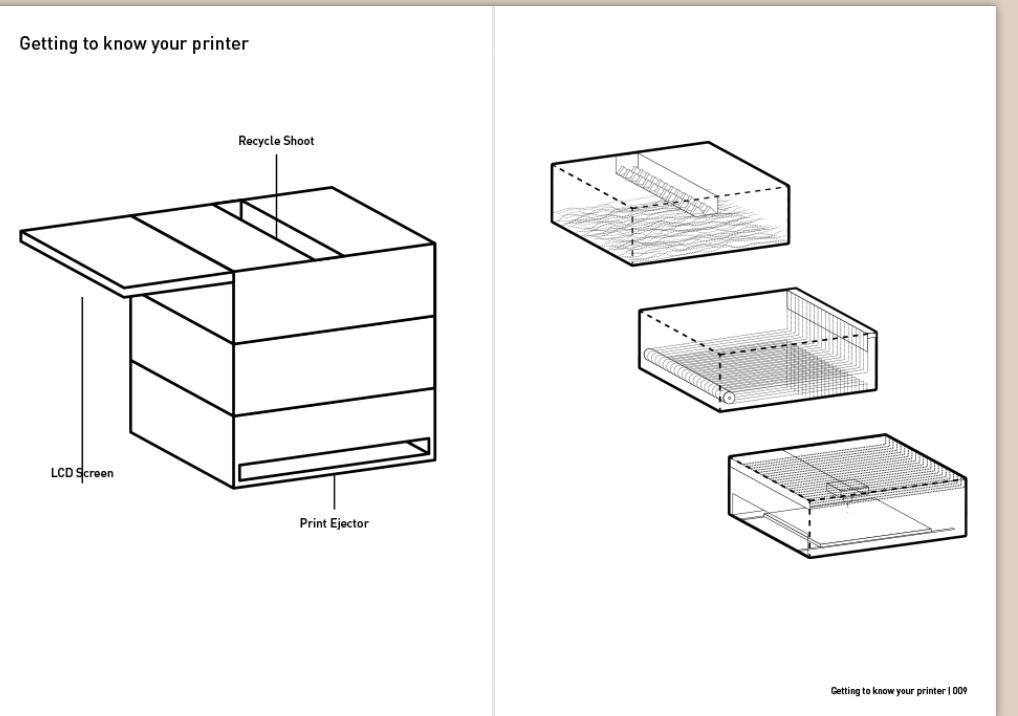
Print your wardrobe today.

Front cover of the user manual featuring simple illustrations of the printer.

Contents

For your safety004	引言054
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Settings016	网上065
Online017		
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Recycling020	回收068
Design022	设计070
Printing024	打印072
Warranty026	保修074
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ऑনলাইন041	온라인089
পছন্দ করণ			
वर्णालय042	첫 단계	
পুস্তকালয়044	구성090
ডিজাইন046	재활용092
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वारंटी050	096096
或您的安全052	보증098

Contents page, featuring multiple languages.

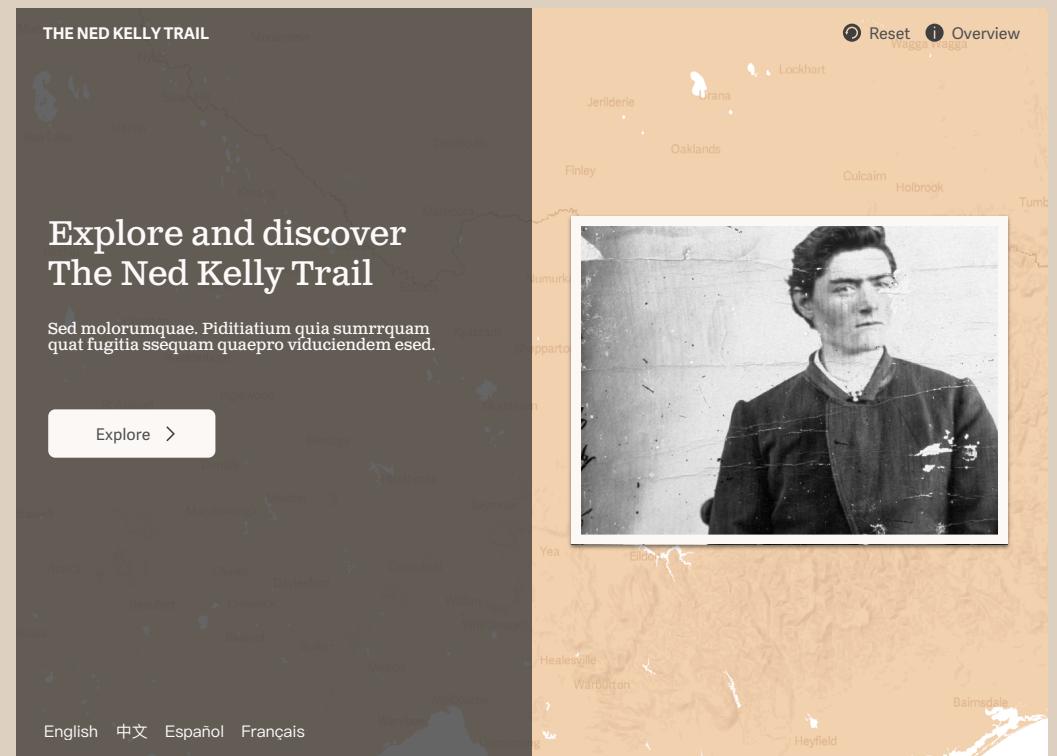


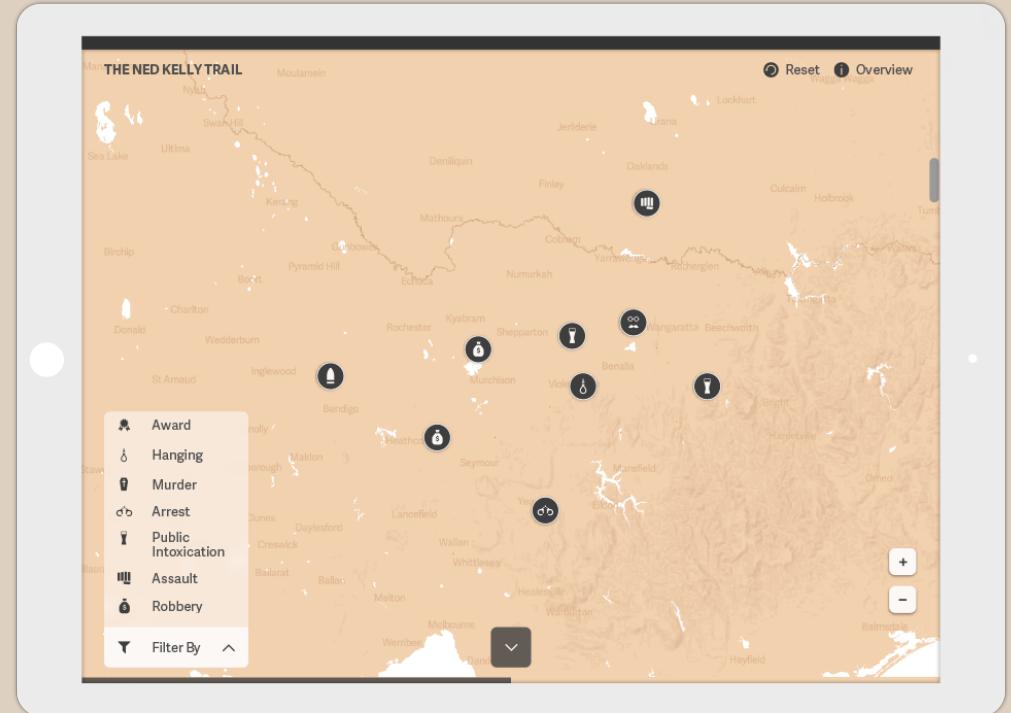
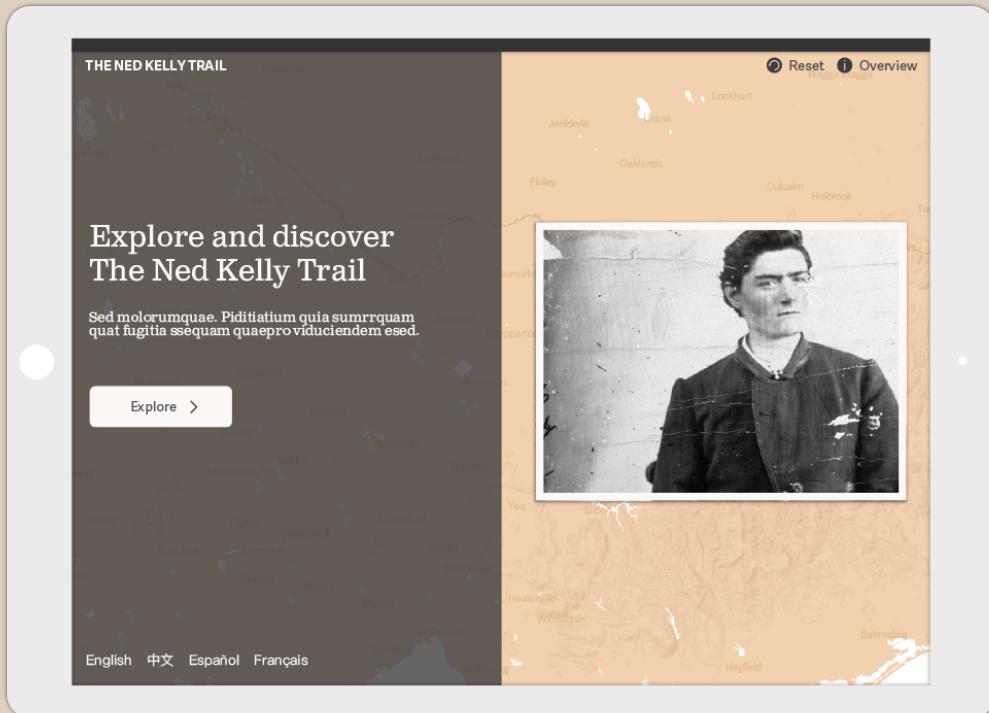
Schematic diagrams describing different components.

Introduction to the interface and the particular options.

The Ned Kelly Trail

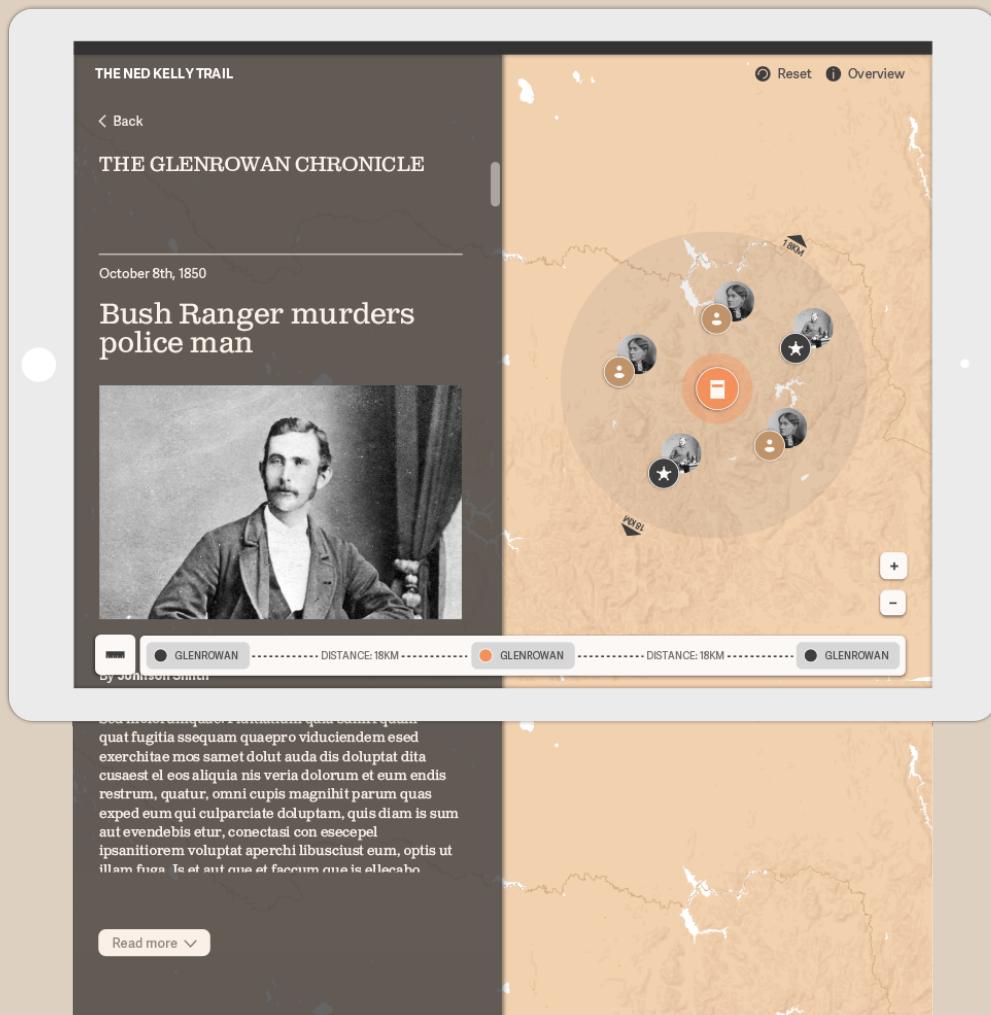
An application that detailed the life and times of Ned Kelly while mapping out his journey through Victoria and New South Wales. This project was created alongside Michael Pham and Jason Spivakosky as a proof of concept for The National Trust of Victoria.



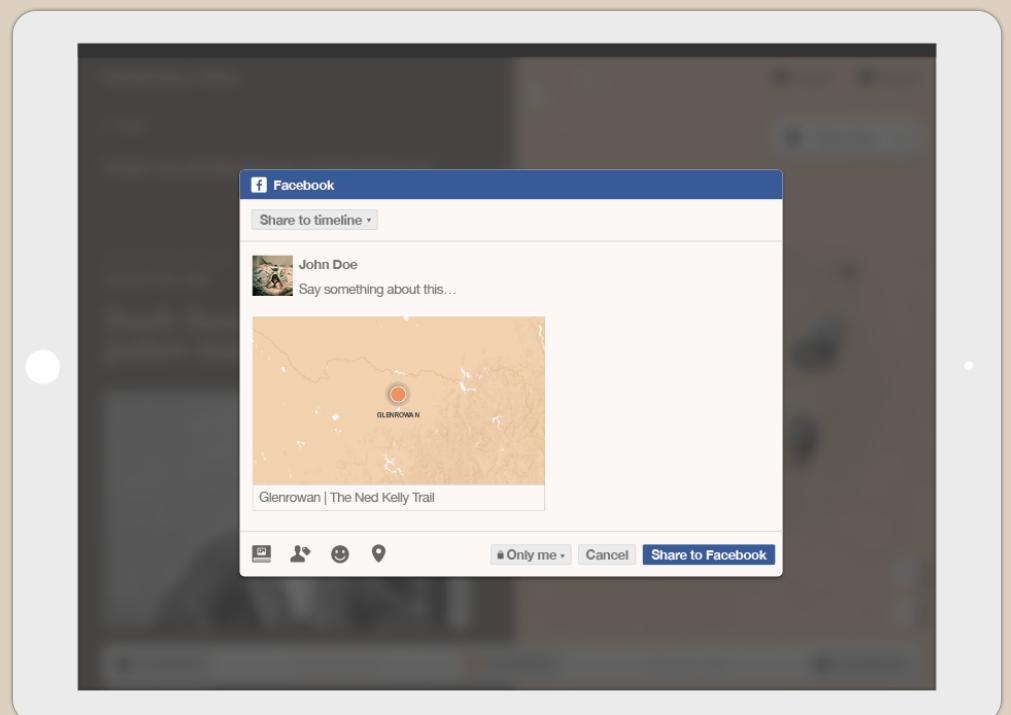


Opening screen featuring multiple language options.

Overview screen that features an about section, each location and a filter function depending on the event that took place.



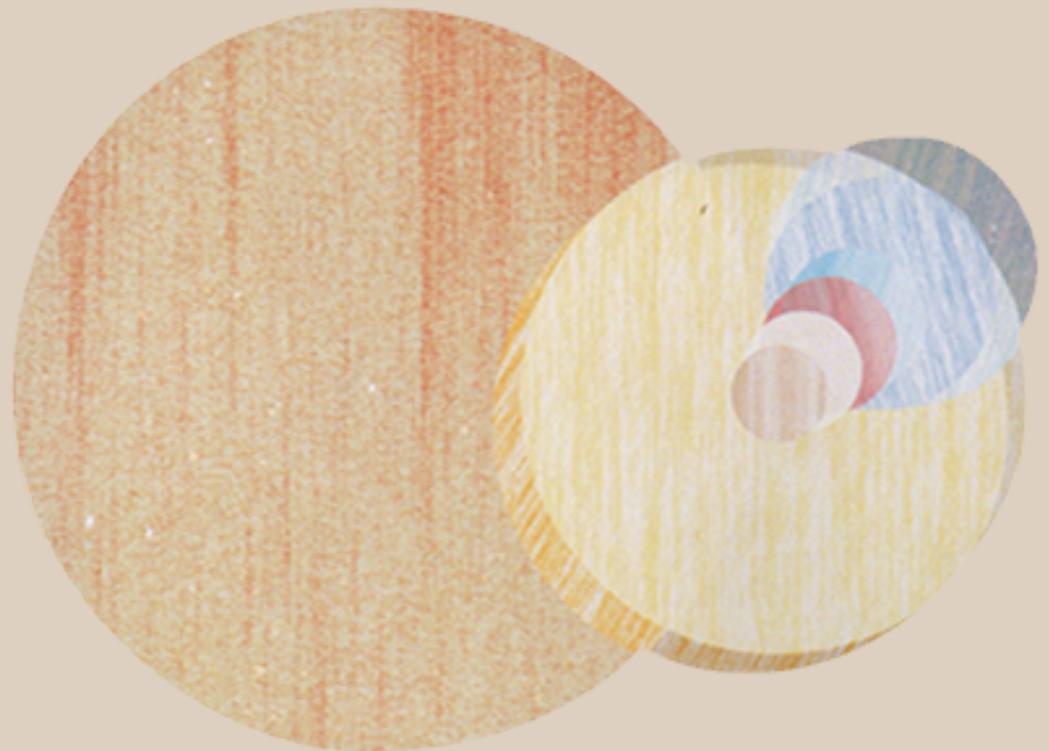
Each event features an article in the vein of an old newspaper, detailing the events as well as those individuals involved.

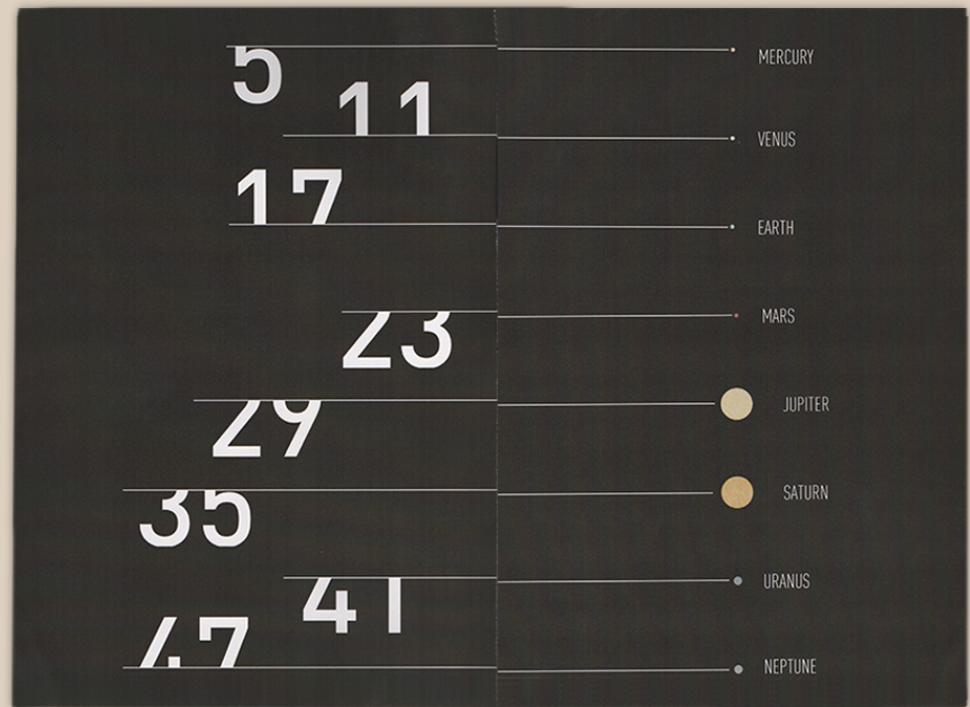
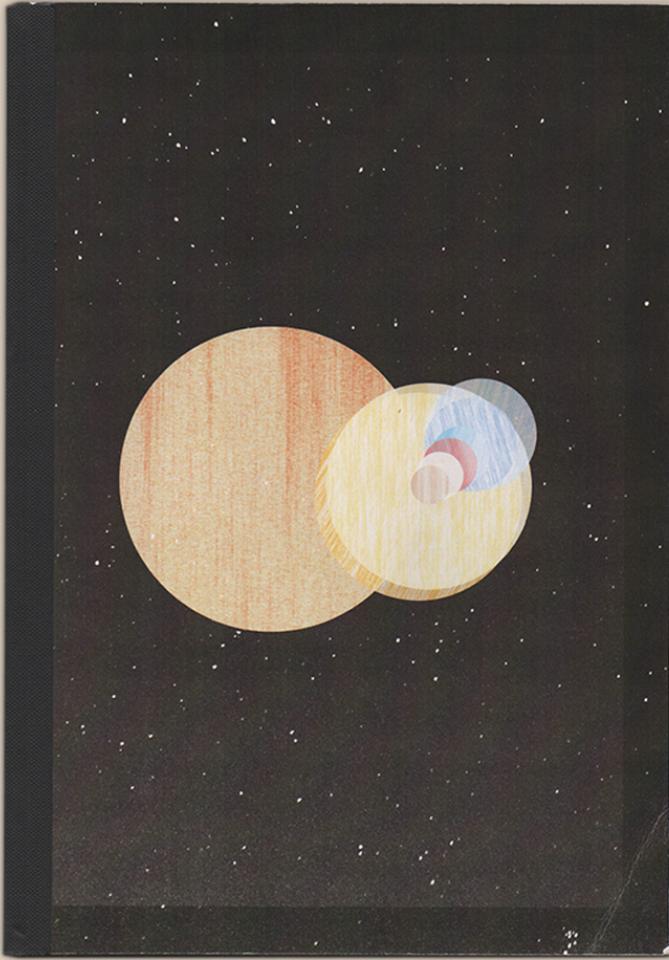


The ability to check in allows the users to share their experience when viewing the events.

Sense of Place

A publication that details the solar system in order to create a sense of place for humanity.





MERCURY

Mercury is the smallest and innermost planet in the Solar System. Its orbital period (about 88 Earth days) is less than any other planet in the Solar System. Seen from Earth, its apex appears to move around the Sun in a retrograde motion, as no known natural satellites. It is named after the Roman deity Mercury, the messenger to the gods.

Partly because it has almost no atmosphere to retain heat, Mercury's surface temperature varies diurnally more than any other planet in the Solar System, ranging from 100 K (-173 °C; -280 °F) at night to 700 K (427 °C, 800 °F) during the day in some equatorial regions. The poles are constantly below 180 K (-91 °C; -136 °F).

Mercury's axis has the smallest tilt of any of the Solar System's planets (about 1/10th degree), and its orbital eccentricity is the largest of all the planets. At perihelion, it is about 46 million km from the Sun. Mercury is about 1.5 times as far from the Sun as it is at perihelion. Mercury's surface is heavily cratered and similar in appearance to the Moon, indicating that it has been geologically inactive for billions of years.

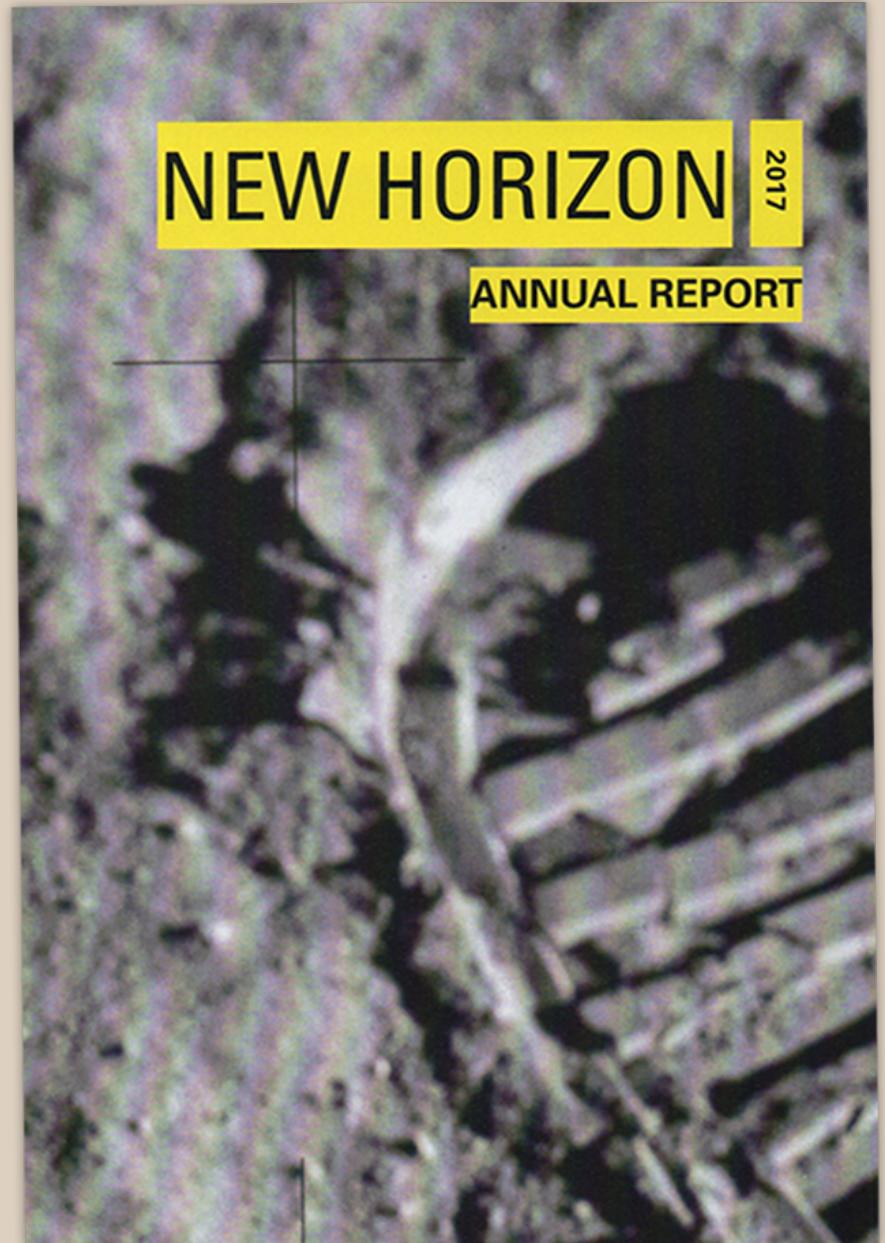
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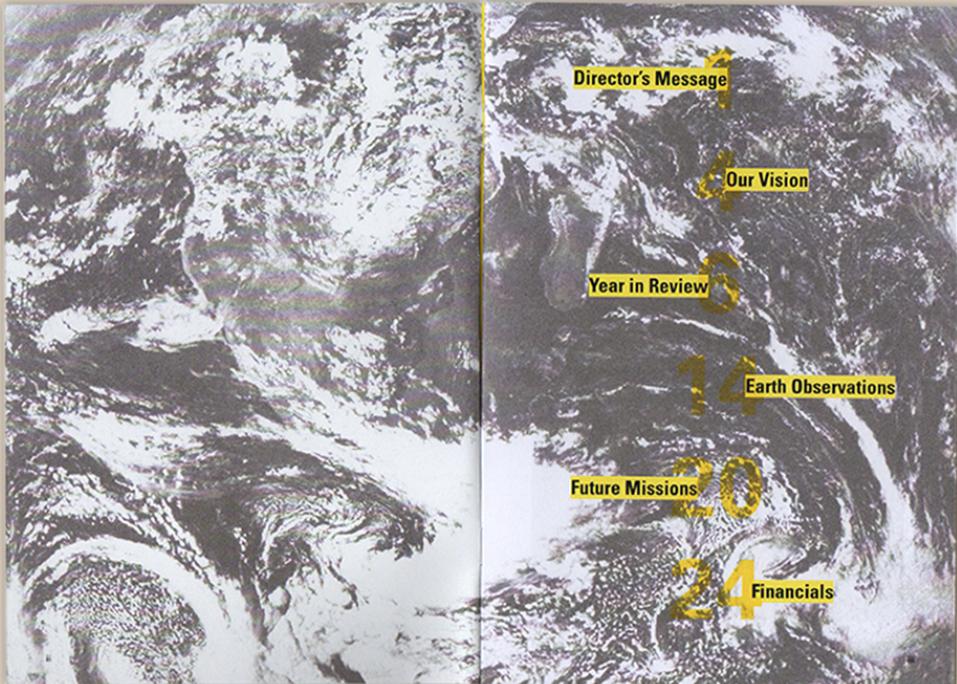
MERCURY

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New Horizon Annual Report

Annual report for a fictional space agency, New Horizons. The use of highlighting is used throughout to create a coherent design.





Balance Sheet					
	Consolidated		Parent		
Notes	2017	2016	2017	2016	
	\$	\$	\$	\$	
Current Assets					
Cash and cash equivalents	8	10,072,893	14,293,824	5,584,431	12,363,134
Trade and other receivables	9	1,334,725	2,024,267	1,486,423	94,292
Total current assets	10	11,407,618	12,318,091	7,070,854	12,455,426
Non-current assets					
Property, plant and equipment	11	11,110,491	1,421,124	—	—
Intangible assets	12	12,795,373	4,061,533	3,488,680	4,095,538
Investments accounted for using the equity method	13	76,286	2,387,312	—	—
Deferred tax assets	14	43,291	—	—	—
Other financial assets	15	—	16,291,538	5,208,750	—
Total non-current assets		18,015,861	19,364,973	19,380,218	9,295,288
Total assets		30,423,479	25,051,369	27,991,072	21,593,714
Current Liabilities					
Trade and other payables	16	1,854,515	1,802,819	1,360,731	1,484,154
Borrowings	17	68,587	145,092	—	—
Provisions	18	356,443	321,447	—	—
Deferred income	19	980,161	661,327	—	—
Total current liabilities		3,295,726	3,337,695	1,360,731	1,484,154
Non-current liabilities					
Borrowings	20	260,147	315,412	—	—
Provisions	21	53,257	102,030	—	—
Deferred income	22	168,346	241,342	—	—
Deferred tax liabilities	23	953,773	—	—	—
Total non-current liabilities		1,439,772	664,384	—	—
Total liabilities		4,689,449	3,637,079	1,360,731	1,484,154
Net assets		25,724,030	21,315,996	25,631,341	20,266,560
Equity					
Contributed equity	24	76,226,627	65,375,467	76,226,627	65,375,467
Reserves	25	1,293,253	482,274	692,213	421,328
Accumulated losses	26	(51,841,600)	(44,556,855)	(51,292,499)	(45,520,345)
Total equity		25,724,030	21,315,996	25,631,341	20,266,560

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Income Statement						
	Consolidated		Parent			
Notes	2017	2016	2017	2016		
	\$	\$	\$	\$		
Revenue from continuing operations	5	1,462,771	571,837	586,647	525,696	
Other income	5	8,090,536	6,422,666	—	—	
Administration expense	6	(5,325,403)	(3,906,180)	(1,899,291)	(2,032,530)	
Research and development expense			(11,383,590)	(9,945,390)		
Provision for diminution			—	—	14,443,069	
Finance costs			(32,738)	(23,285)	—	
Share of results of associates accounted for using the equity method			(178,446)	(641,825)	—	
Loss before income tax			(2566,870)	(1522,788)	5,761,754	(9,502,256)
Income tax credit	7	721,874	—	—	—	
Loss for the year			(2244,996)	(1522,788)	5,761,754	(9,502,256)
Loss attributable to minority interests			—	—	—	
Loss attributable to members of Company			(2244,996)	(1522,788)	5,761,754	(9,502,256)
Loss per share for loss from continuing operations attributable to ordinary equity holders of the company						
Basic loss per share	37	(80.84)	(50.06)			
Diluted loss per share		(80.84)	(50.06)			

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Logos & Marks



A concept created for Hyperion homes while interning at Image Direct.



Logomark created for a small business ran by Rachel Finn.



Logo created for the Latrobe City Council's, Welcoming & Age Friendly Group Workshop.

Logos & Marks



A concept developed for Hilltop Conveyancing Services while interning at Image Direct.



Concepts developed and pitched to Reveal Morocco while interning at Image Direct.

Thank you!

Get in touch.

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