

PORTFOLIO 2024



GRAPHIC DESIGNER

HI, I'M JACK

I am a third-year student from London studying at Graphic Design and Apple Development UAL Camberwell College of Arts. I specialise in web and graphic design, programming, video, and music production. I am proficient in the Adobe creative suite, as well as Javascript. Over my last year at university I have enjoyed making interactive works, combining my skills from different mediums, and exploring creative computing. I have had the opportunity to work on several creative projects alongside my studies, including a published book cover and getting to work with charity organisations such as ACORN UK and Little Heroes. These experiences have allowed me to apply my skills in real-world contexts.

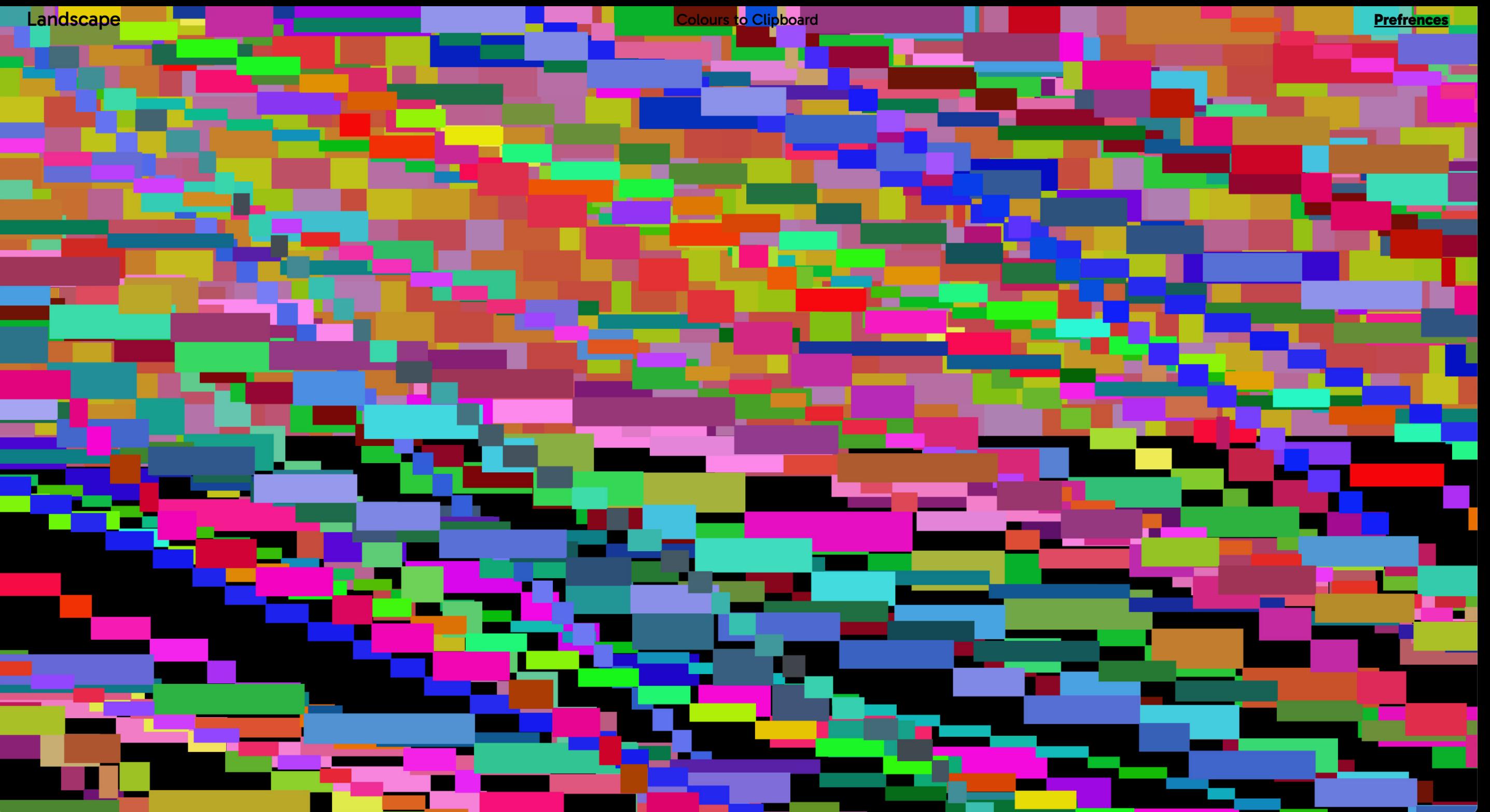
LANDSCAPE

Creative computing

Generative design

[Link to website](#)

I used the p5.js Javascript library to create this work. Inspired by textile designers such as Sophie-Tauber Arp and Anni Albers, the program fills the page with rows of rectangular tiles, then overlays a new set of tiles on the previous image in repeating cycles. Each tile has randomised size and colour values within randomised constraints which are generated each cycle. In each cycle two random colours are chosen, as well as a height value, and two width values.

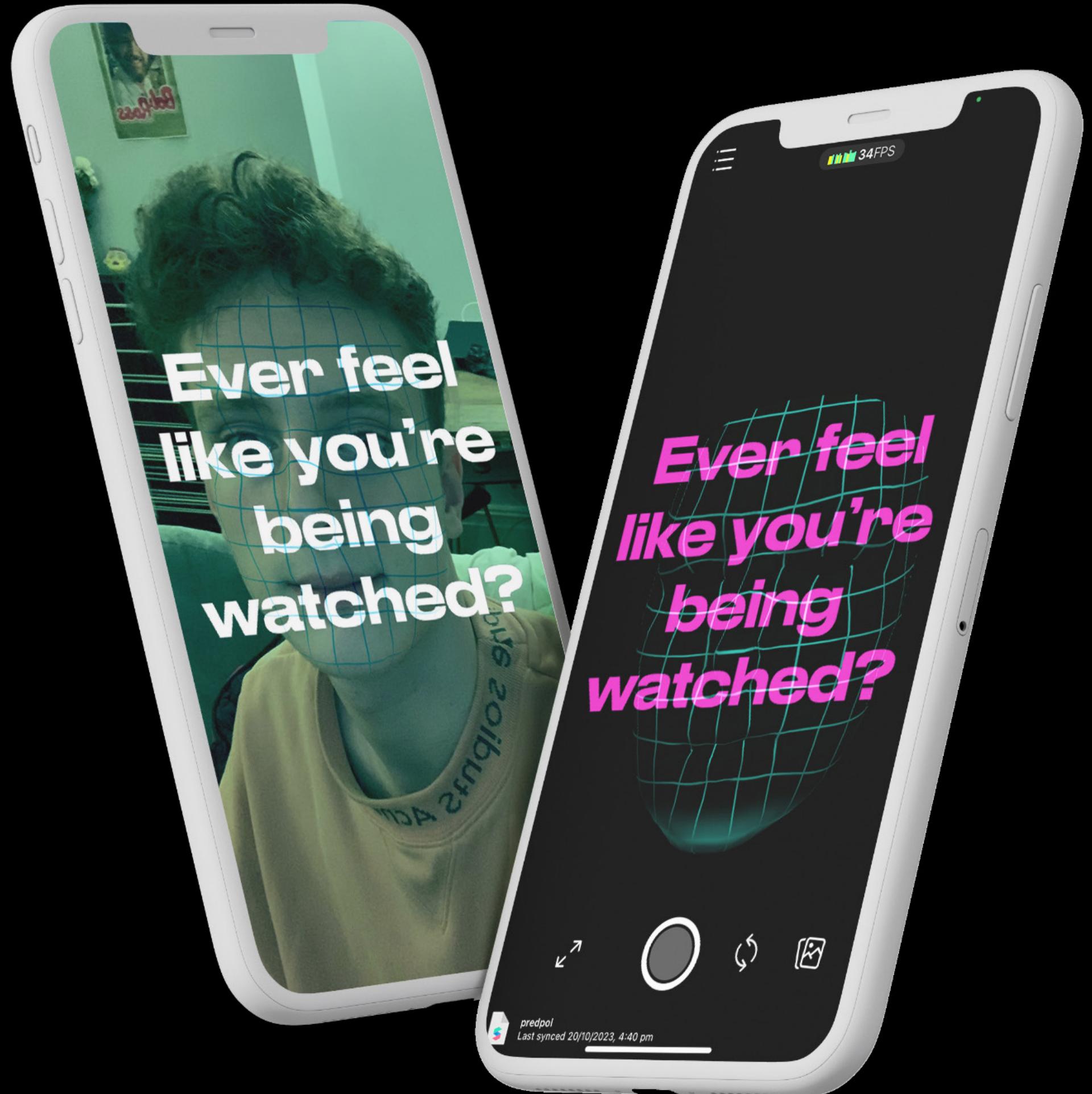


AUTOMATIC FACIAL RECOGNITION POLICING

Augmented Reality

Instagram filter

My Instagram filter focuses on raising awareness of how predictive policing, specifically AI face recognition software, is being used in London by the Metropolitan Police. I created my filter in Spark AR, consisting of a face filter that overlays a “scanning” effect, information slides that can be viewed by tapping the screen, and a link to an active petition to stop the use of this technology.



BEYOND THE LABEL

Web design

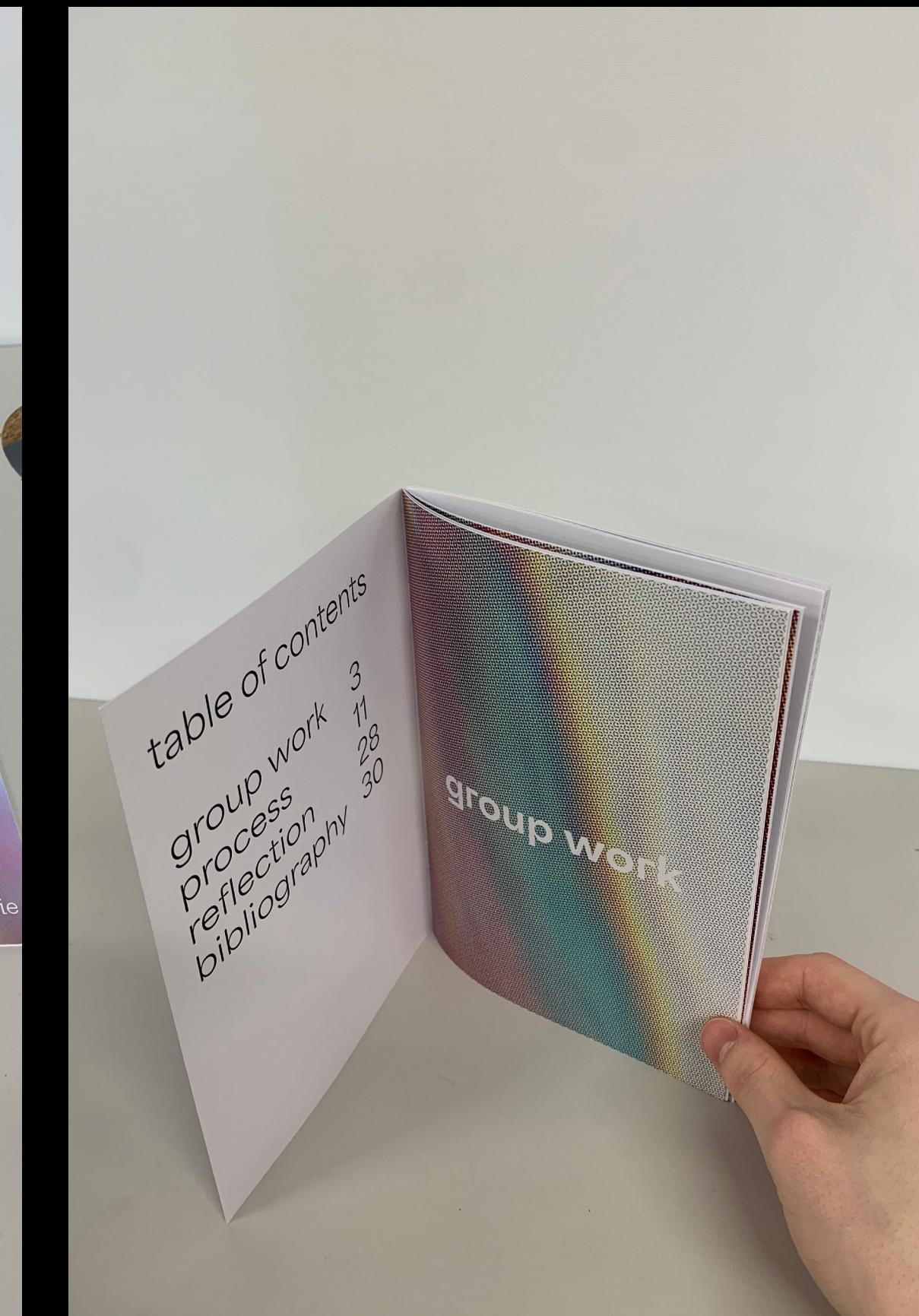
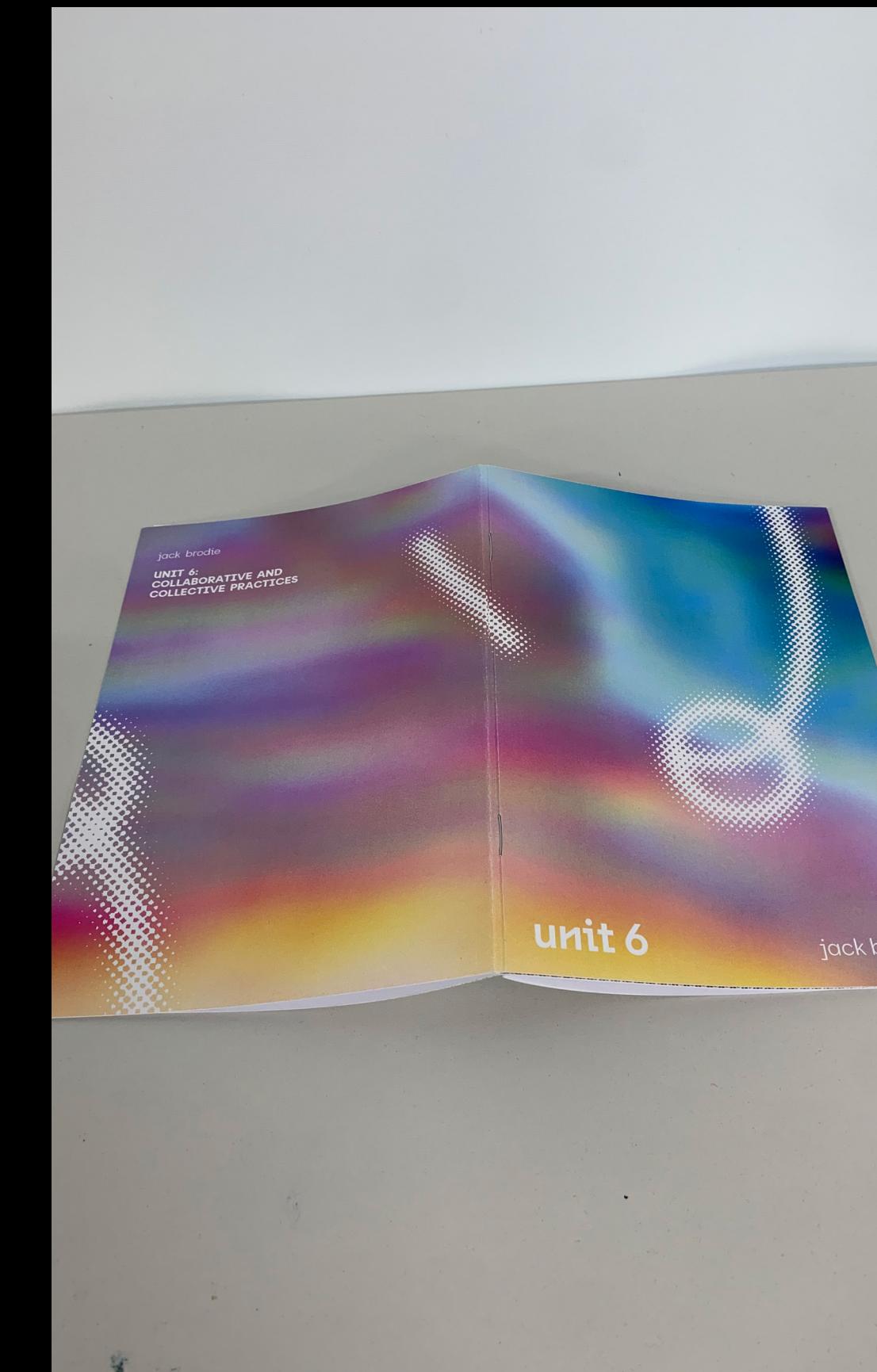
Branding identity

Link to website

I worked in a group of 9 other students from different courses at UAL, such as textile design and graphic communication. My role for this project was to create the branding and website for our campaign. The website aims to inform people on greenwashing in the fast fashion industry, and spot the common signs of greenwashing. I gained valuable experience collaborating in a group during this project.

The fast fashion industry is one of the most polluting industries in the world. Many people are actively trying to buy clothes that are better for the planet but are deceived by big brands pretending to be more environmentally friendly than they are.

PROJECT BOOK



BLOOM

Interactive art

Generative Design

[Link to website](#)

This interactive work dynamically generates an audio-visual experience inspired by the spring season that corresponds with analysis of movement from a live camera feed. The ambient soundtrack accompanied with sounds of nature create a tranquil atmosphere inviting the audience to reflect on the season. As viewers step into the space, their presence breathes life into the responsive blooms on display that are born and die infinitely, symbolising the awakening of nature and the natural rhythms of rebirth and growth inherent to spring. This work also explores my personal experience of synaesthesia, where in which the auditory and visual senses are intrinsically intertwined, allowing synaesthetes to intuitively illustrate audio by seeing sound or score image by hearing colour.



BRUTALIST WEB DESIGN

Web design

Web development

[Link to website](#)

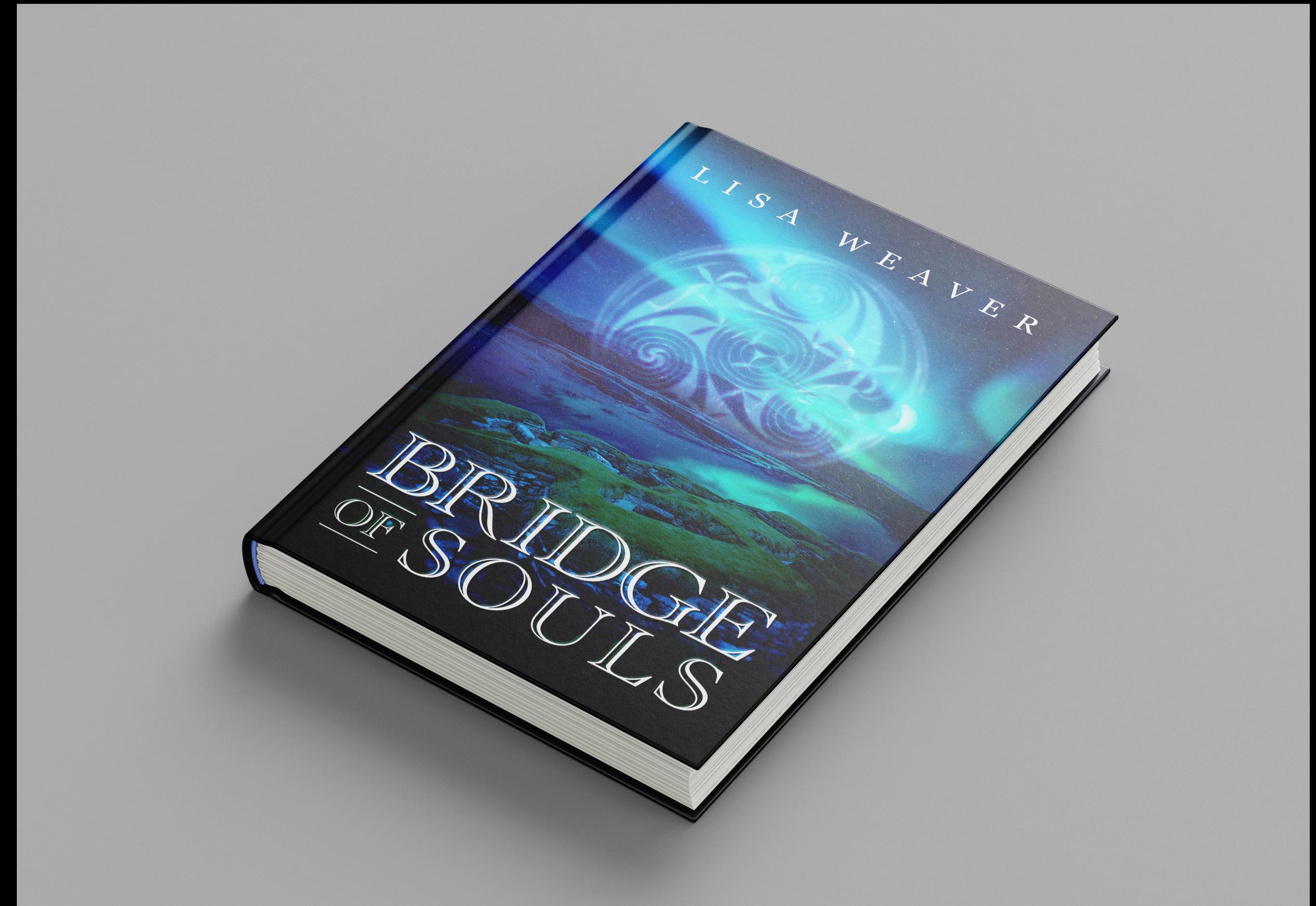
This website explores the Brutalist Web Design movement designed in the style of a brutalist website.



BRIDGE OF SOULS

Book cover design

I designed the cover for the novel Bridge of Souls by Lisa Weaver, published by Vangaurd Press.



ACORN SOUTHEND

Protest placards

Activism

ACORN Southend is a community-led housing activism group. I designed the protest placards seen in this demonstration.

