



Jo Bell
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TYPEFACE
CHAIRS

abcdef
ghijklm
nopqrst
vwxyz

hijkl



TYPEFACE
CHAIRS

a b c d e f
g h i j k l m
n o p q r s t
u v w x y z

abc def
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uvwxyz



RIO CINEMA
IDENTITY
LOGO CONCEPT

RIO
CINEMA

RIO CINEMA
IDENTITY
THE RIO RIDE IN
EVENT CONCEPT



'OUR LAST
DAYS WITH
LETTER-
PRESS'
1 OF 9 DIFFERENT
POSTERS

LAST
LAST DAY
FEW
TODAY!
DAYS!

PART OF THE SERIES 'OUR LAST DAYS OF LETTERPRESS'
DESIGNED BY JO BELL, TYPESET BY JO BELL, GALLI, COLOGNI

'OUR LAST
DAYS WITH
LETTER-
PRESS'
HANDS ON



REVENSBOURNE
CONCEPT USED FOR
CURRENT IDENTITY



REVENSBOURNE

LIVE WEB BANNERS



Innovation
in Digital Media
and Design



Innovation
in Digital Media
and Design



Innovation
in Digital Media
and Design



Innovation
in Digital Media
and Design



ILLUSTRATION
FOR ROYAL MAIL
PRESENTATION PACK
CONCEPT



ILLUSTRATION
FOR KEVIN MCCLLOUD'S
43 PRINCIPLES
OF HOME
HARPER COLLINS
2010



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Work Experience

Blast
March '11

GBH
February '11

Kimpton Creative
January '11

Purpose
November '10

Hat-trick
October '10

NB Studio
January - February '10
May - September '10

Together Design
April '10

Johnson Banks
November - December '09
March '10

Waitrose Inhouse
June '09

Williams Murray Hamm
July '08

Personal Statement

I graduated with a First Class Honours in Graphic Design from Kingston University. I have just had a great first year working in the design industry on projects from; the successful pitch for the Science Museum identity to instigating the idea for the Ravensbourne re-brand and my design on a Waitrose chocolate box.

Qualifications

BA(Hons) 1st Class Graphic Design Kingston University

Foundation Diploma in Art&Design Merit from UCAF

A Level

Art A

Graphic Design B

History B

As Level

Photography A

English Lang&Lit B

Previous Skills & Achievements

November '10

Completed freelance work for Friendship Works after being recommended by hat-tick

November '10

Illustrations published in Harper Collins' new book

November '09

Entered an experimental art exhibition with a letterpress print where viewers bid on prints to win them, our print was first to win.

April '09

Winner of RSA Design Directions for the design brief Elegant Frugality; developed my interest in the environmental design.

April/ May '09

Selected by Graham Fink to exhibit my conceptual photography *Disposed of Cameras* at the late Paul Arden's gallery.

April '09

Exhibited a collaborative pinhole photographic piece *In the Dark* with Laura Bowman at ROOTED; an exhibition initiated in central London by Kingston University students.

Gained relevant design skills; CS5 packages, traditional darkroom and digital photography, bookbinding and typographic skills.