

# JO BELL

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TYPE 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

h j k l

## TYPE 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  
ghijklm  
nopqrst  
uvwxyz



# RIO

## CINEMA

RIO CINEMA  
IDENTITY  
THE RIO RIDE IN  
EVENT

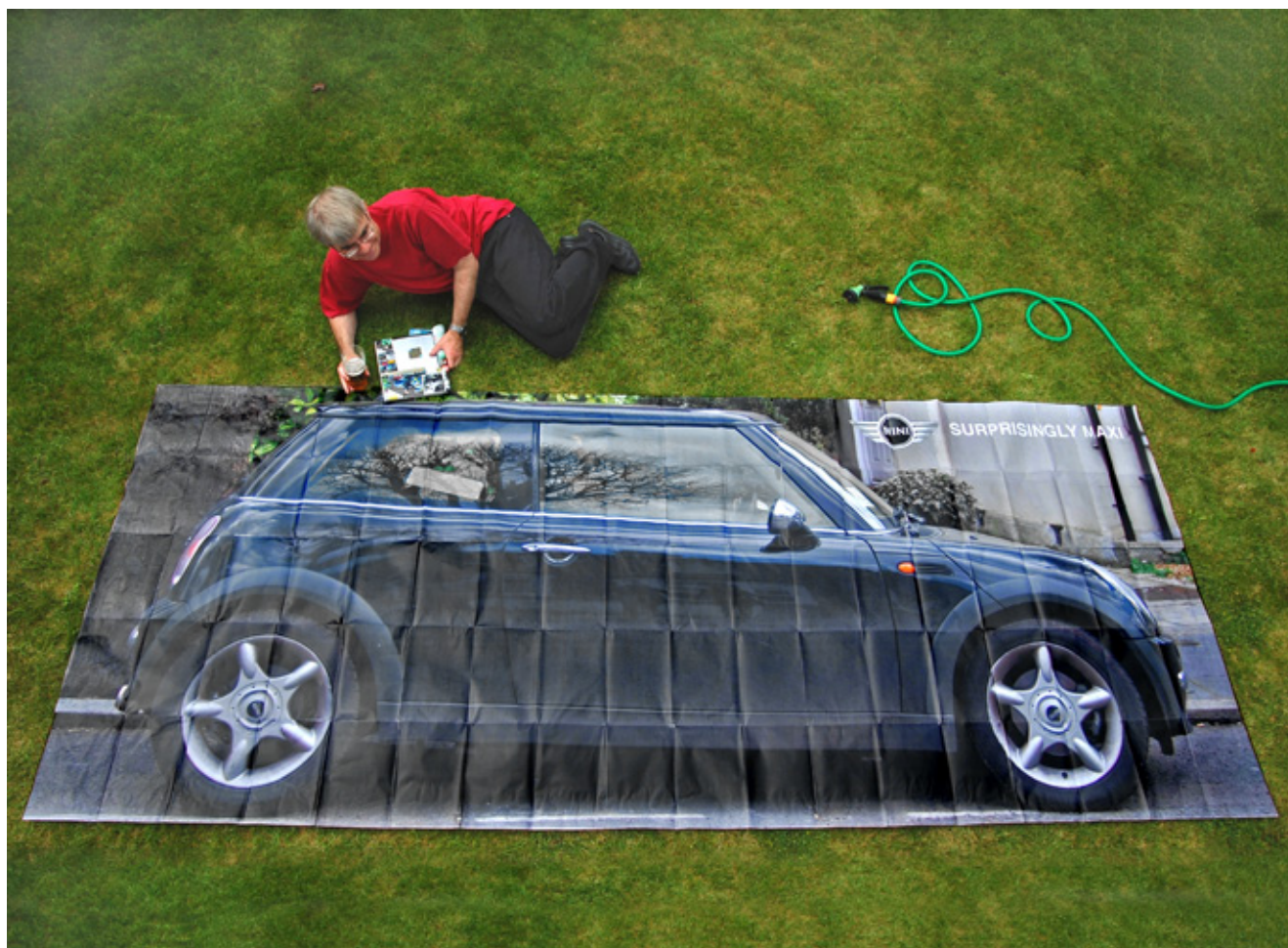




SCALE IN  
ADVERTISING  
'BIG MAC'



'MINI'



'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'  
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'OUR LAST  
DAYS WITH  
LETTER-  
PRESS'  
HANDS ON





REVENSBOURNE  
IDENTITY  
CONCEPT FOR  
IDENTITY



# REVENSBOURNE IDENTITY APPLICATION



Innovation  
in Digital Media  
and Design



Innovation  
in Digital Media  
and Design



Innovation  
in Digital Media  
and Design



Innovation  
in Digital Media  
and Design





ILLUSTRATIONS  
FOR NEW BOOK  
PUBLISHER TBA  
TITLE TBA



ILLUSTRATIONS  
FOR NEW BOOK  
PUBLISHER TBA  
TITLE TBA





# JO BELL

## Work Experience

Purpose  
Confirmed for November

Hat-trick  
Confirmed for October

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 '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.

March - May '09

Gained considerable skills and knowledge in Letterpress printing at London College of Communication for an extensive print project

March - May '07

Selected to take part in advertising concept workshops in collaboration with Central St. Martins, at companies including Fallon, Publicis & Albion

December '06

Developed and implemented a charity project for the Terrence Higgins Trust to raise money and awareness for World AIDS Day. Team based project with extensive public interaction.

Gained relevant design skills; CS5

packages, traditional darkroom and digital photography, bookbinding and typographic skills.