

JOANNA BELL

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07905173145

TYPE CHAIRS

Architype

Renner Special

abcdefghijklmnopqrstuvwxyz

hijkl

TYPE CHAIRS

Futura Black

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

Beo Sans

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



RIO

CINEMA

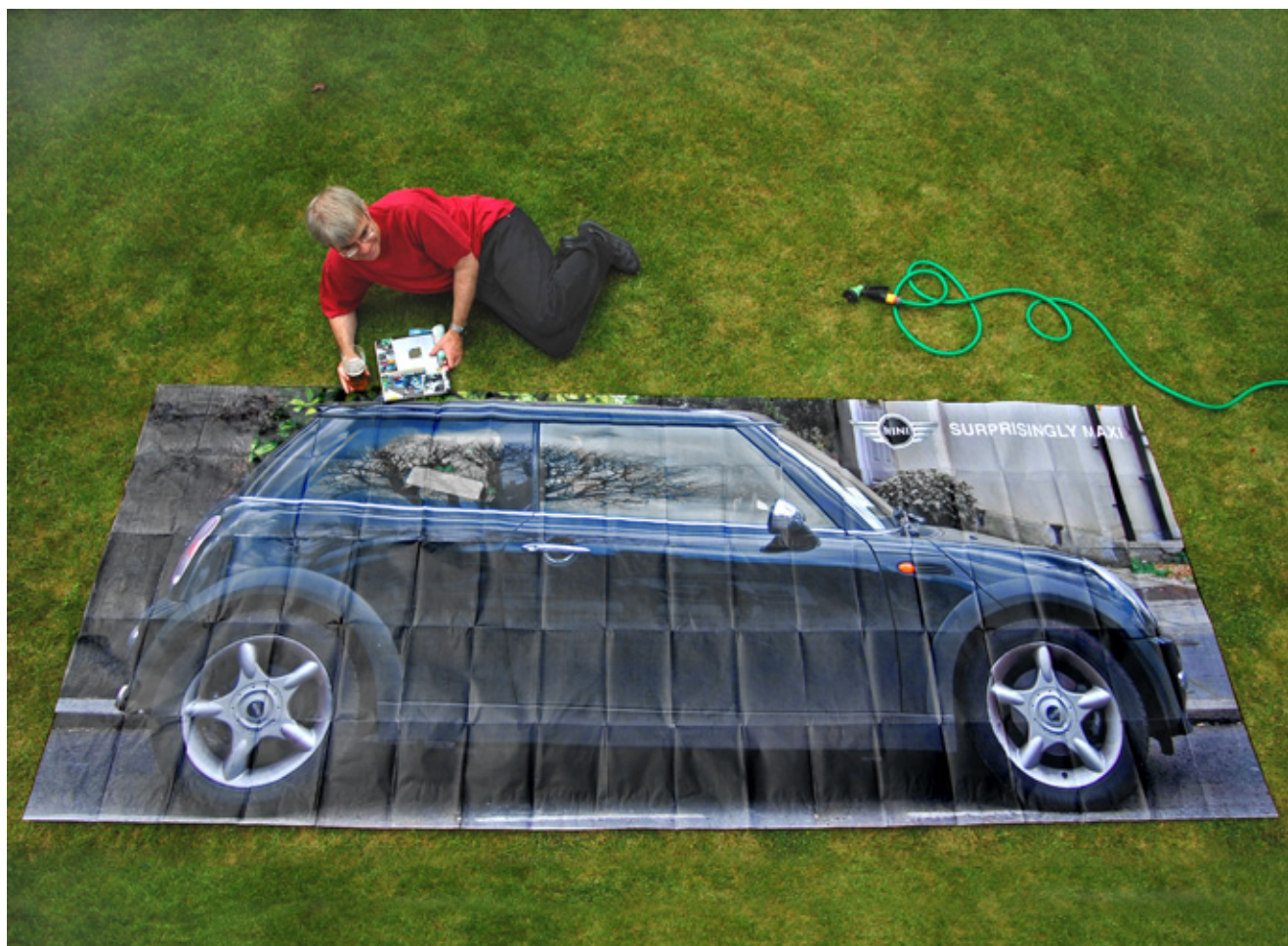
RIO CINEMA
IDENTITY
THE RIO RIDE IN
EVENT



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



JOANNA 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 and I have had a great first year working in the design industry on projects from the successful pitch for the Science Museum to the instigating the idea for the Ravensbourne identity to 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.