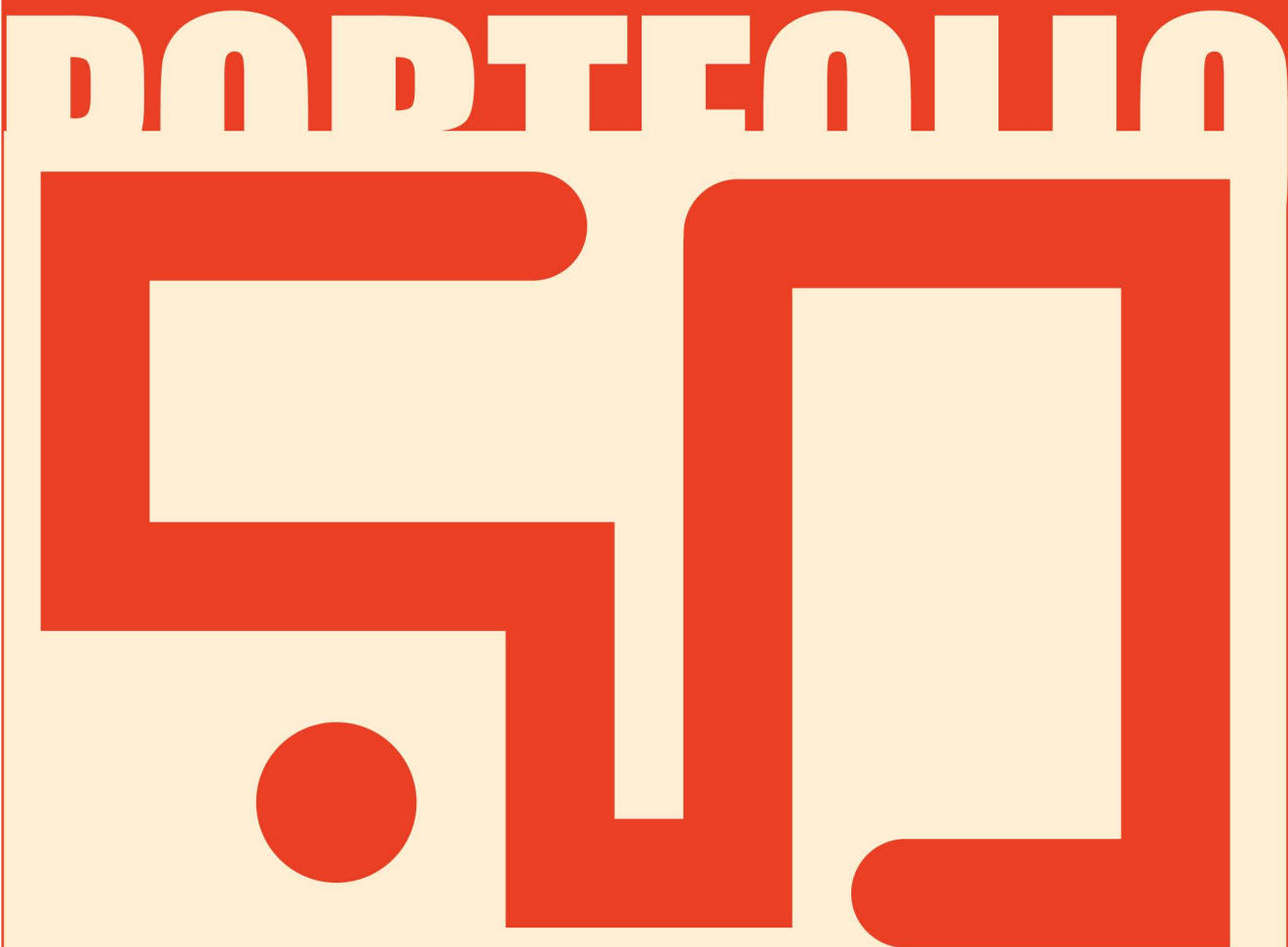


GHAEER • GRAPHIC
DASHTI DESIGNER



With design I'll explode your mind.



THE MISSION:

Our objective was to create a design campaign for a big company from the D&AD briefs.

I went for Bumble which asked for a design campaign to celebrate its 10 year legacy that celebrates the history of disrupting the status quo.

THE STRATEGY:

Using the starting letter of bumble, the letter B and combining words of affirmation that also start with the letter B then join them both into the main concept of "Be the B in bumble".

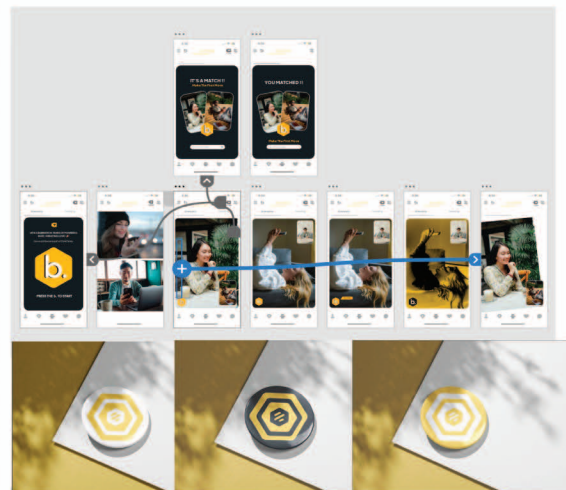
As simple as the concept is, it's effectiveness plays a bigger role within the design campaign.

THE EXECUTION:

Be the B. in Bumble.
For effectiveness it is a project campaign idea that could lead on for years and have many adaptations and still be recognised as one significant brand style.

This came with extra executions of posters using a Duo-tone Photoshop effect to catch peoples eyes and have then discover or re-discover bumble dating application.

The idea of 10 years, it has to be a big deal and that is why I choose to add a feature to the existing application that allows people to come together for such a happy time, also by offering experiences such as a shoot your shot booth and a b. boogie party with relationship status wristbands.
And everyone's favourite part, the free badge merchandise.



2. Losing You Book

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THE MISSION:

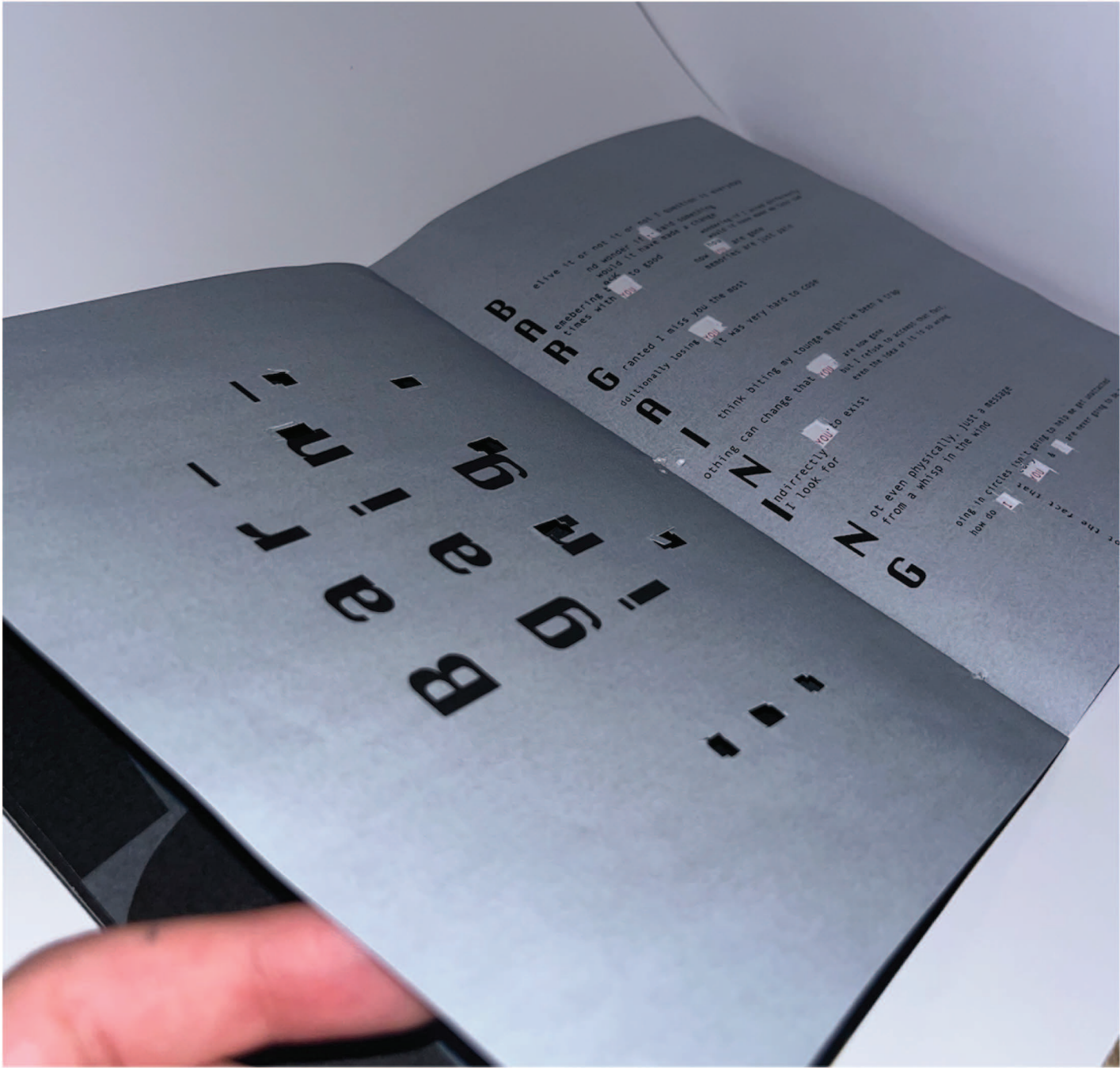
To create a product that explores our areas of love within graphic design. Losing you is a book that highlights the 5 stages of grief with the exploration of love for copy writing and typography.

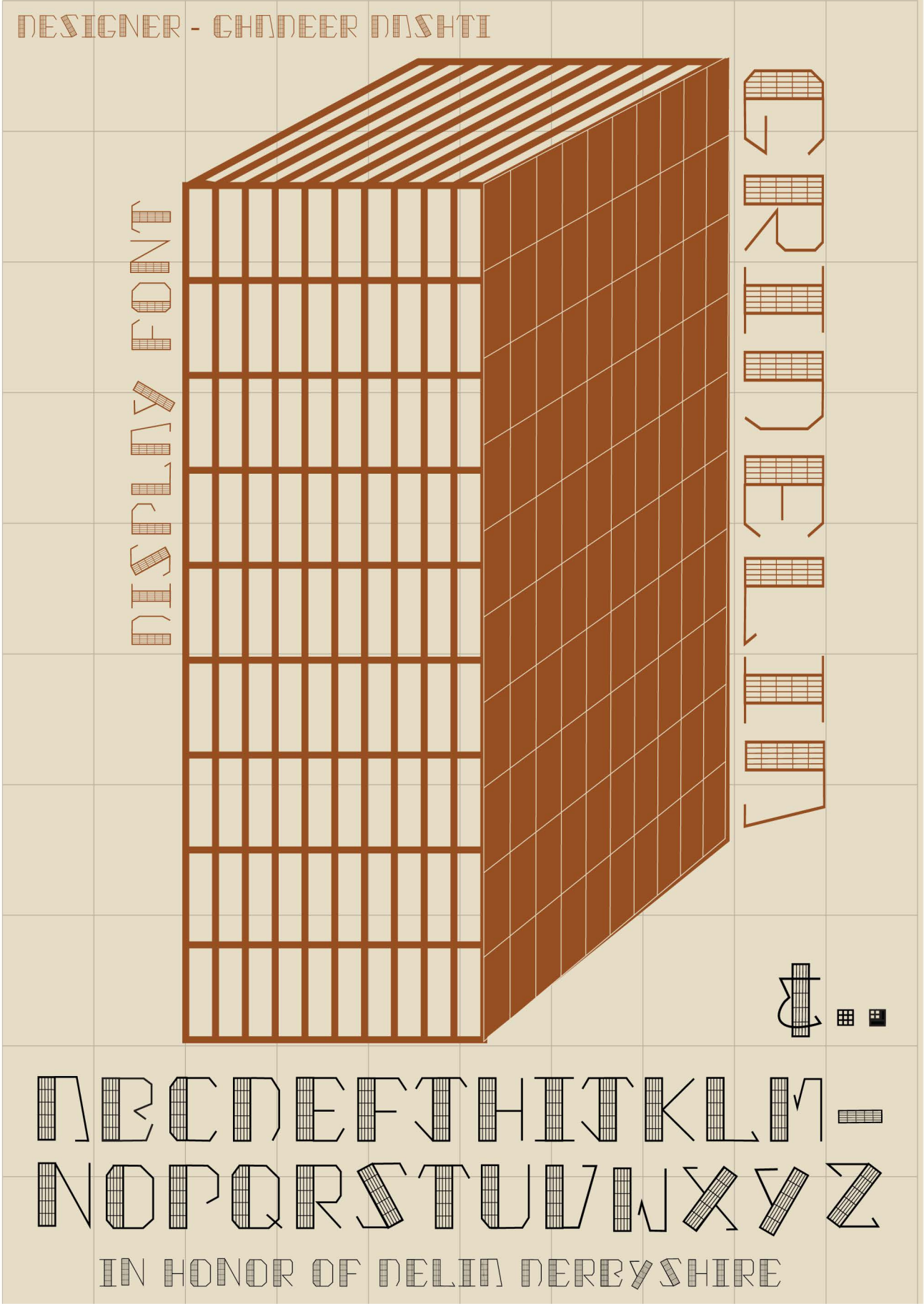
THE STRATEGY:

I tackled my creative mind and dug deep beneath my personal experiences to be able to bring someone else out of such mood and bring hope. It uses a German psychology study where they studied the emotions behind vowels and the only two studied was the letter "I" and the letter "O" where as the I bring happier emotion with facial expression almost smiling when pronouncing it and fawning when speaking the letter "O".

THE EXECUTION:

An short book hand bound by a Japanese technique with waxed thread, featuring the 5 stages of grief in an acrostic poetry rhyme. With expressive experimental digital typography and cut out's throughout the book of the words "you" and "I" for the loss of happiness and sadness from grief until the final page of acceptance. This is a deep emotional project that tapped into not only what people want to hear but what they don't want to hear as well, pushing the boundaries of sensitivity and design.





THE MISSION:

Our objective was to design a Typeface in the honour of Delia Derbyshire who worked for the BBC radio and had a unique way of making sounds for music like hitting a metal lampshade. She is most popular for her Doctor Who theme song intro.

THE STRATEGY:

I had a dive into Delia Derbyshire interests and that's where I found my inspiration for Gridelia. Bring in her love for Mathematics she was a very smart woman and her love for music by using Grids from music instruments and grids on math equations.

THE EXECUTION:

What came from this challenge was a grid based Typeface on a program that couldn't hold that many pixels. A love for math or a guitar fret and a playful twist on the name, this is how Gridelia came to be.



THE MISSION:

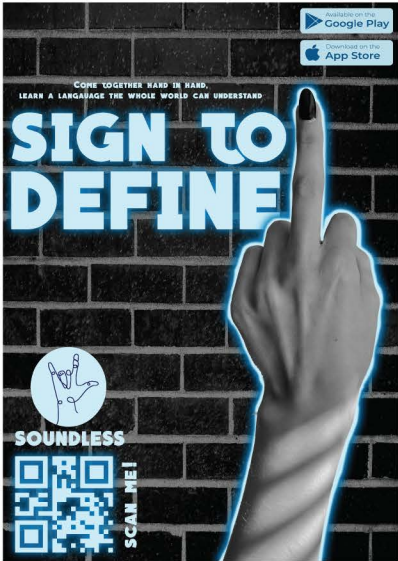
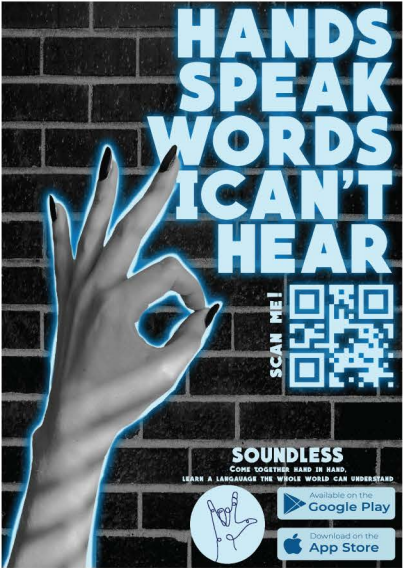
Our objective was to design an awareness campaign for anything we wanted to bring more awareness too as designers.

THE STRATEGY:

Using simple knowledgeable hand gestures that we might use in our everyday lives to encourage people to learn sign language and a simple expression of its not that hard and easier than actually learning another language and catchy tag lines.

THE EXECUTION:

Posters to advertise a video application that encourages people to learn sign language as the video feature doesn't include a chat or voice communication so the users have to sign to one another and help deaf people and battle loneliness within that community. Its all about bring all of us together for a better world.



5. Independent Projects

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RIVER:

Inspired by the song "River" by Bishop Briggs released in 2016. I used water-colour to paint the women in the red cloak in the river from what I have visualised from the song. Combining it by using a lyric from the song "Shut your mouth and run me like a river in a fun typographic way.



AND,;

"Semicolon; When an author could have ended their sentence but chosen not to. A poster inspired by the national day of semicolon representation. I used a photo I took in a tunnel in Birmingham and editing it on Photoshop.

6. Independent Projects Posters

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7. WOMEN IN TECH

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Women In Tech:

A project to get women to join the STEM field since there is more than 50% of men in the tech world so I used famous women in STEM to encourage women all over the world to dive into the tech field.

For the logo I used coding symbols in a mimicking of a women bathroom sign with the tag-line "Complete the Circuit"

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8. Cutlery Box

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Cutlery Box:

An ink printed cutlery box that would ideally be made out of sustainable cork material and would be in a hexagon shape to stack easier on shelves.

The cutlery box can be used as a tray holder as well and be easily placed into the drawer saving on extra material and making it more sustainable.