



GRAPHIC DESIGNER
MARCUS POTTS



marcus.potts@hotmail.com



+61 432409405



www.facebook.com/marcus.potts



holier than
thou



LOGO DESIGN AND BRANDING

This was a self assigned and started project I looked to create a new clothing label which was modern and had a clean design to it . The target audience of this was skaters . This project I used Adobe Illustrator to create the logo and then Adobe Photoshop to apply the logo to different collateral.



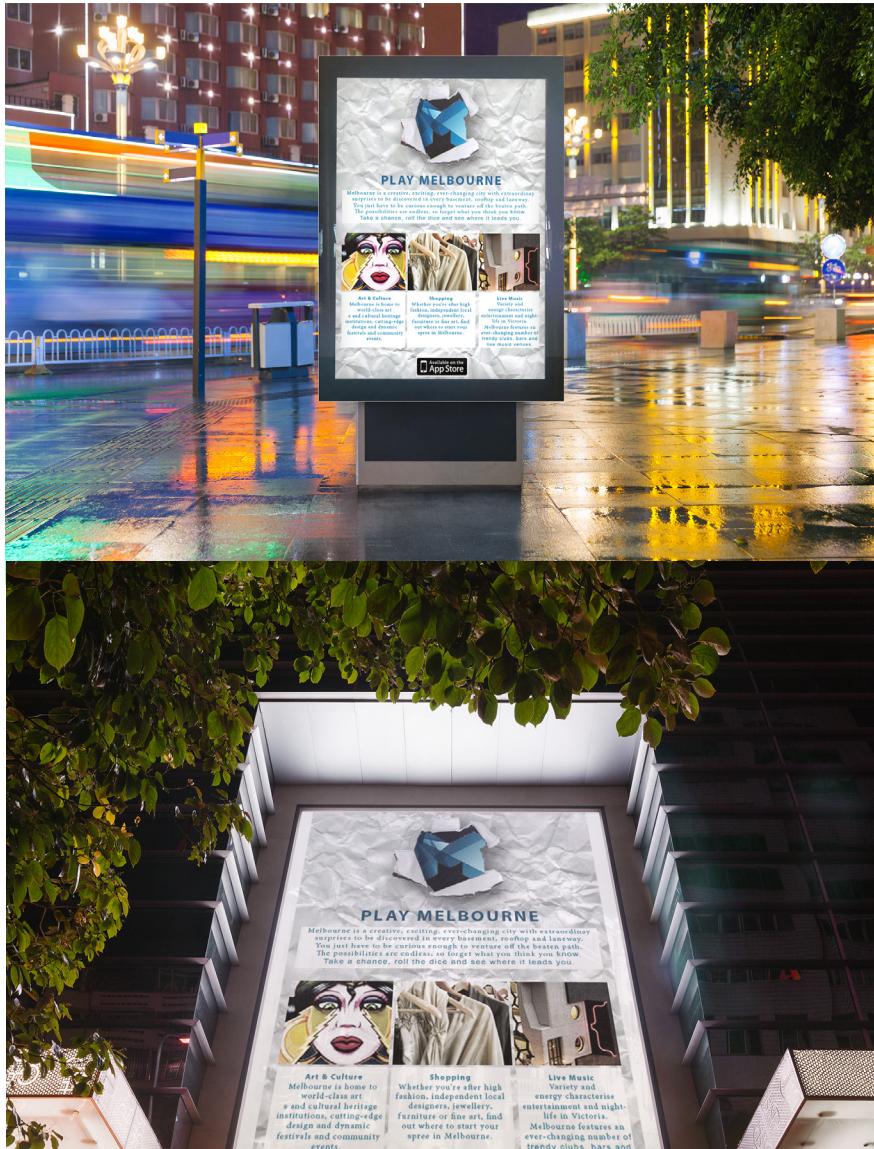
LOGO DESIGN AND BRANDING

This was a university assessment allocated by tutors. The goal was to design a poster for Melbourne play. The skills that I used for this work was only Photoshop. After completed making the actual poster , I then put it in a mock-up to show how it would look if it was actually on a billboard .



LOGO DESIGN AND BRANDING

This was a competition with two rounds . First round was logo the second round was branding. Overall I placed third and was unsuccessful in having the honours in working with the client further. I used a combination of Adobe Illustrator to create the logo then Adobe Photoshop in branding the actual logo to various types of apparel .



POSTER DESIGN IN MOCKUP

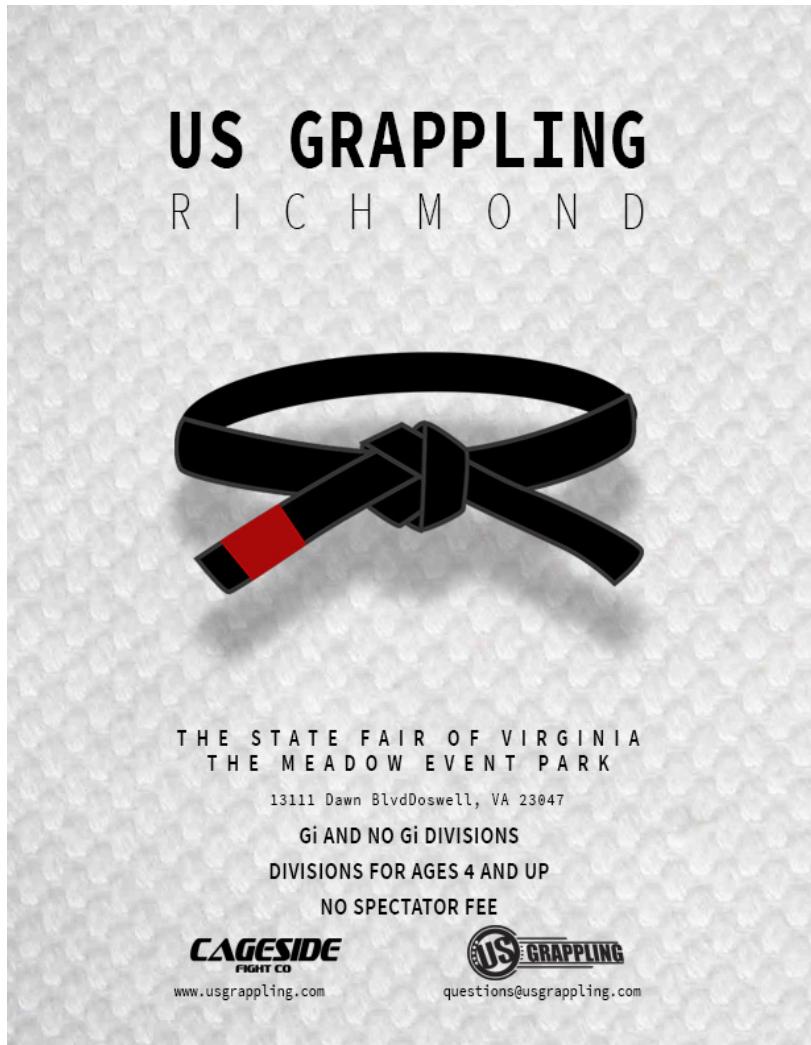
The goal was to design a poster for melbourne play. The skills that I used for this work was in Adobe Illustrator to create the poster then I used Adobe Photoshop to put the poster into context. After completed making the actual poster .





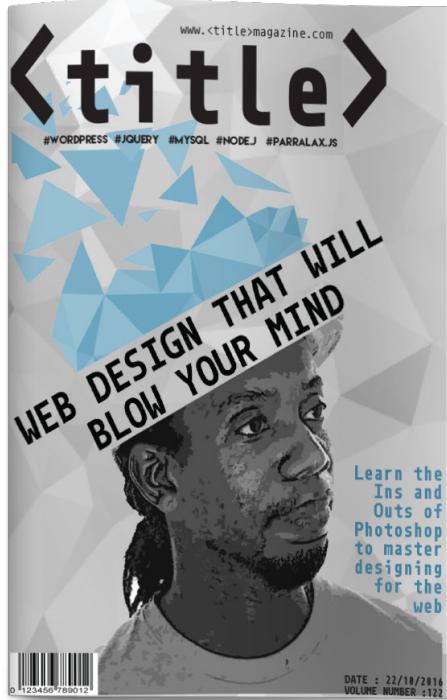
POSTER DESIGN

The are two poster designs in which they were self assigned works , in which I wanted to re-design some pre existing posters for shows design and Art shows that occur annually in Sydney . I used skills in Adobe Illustrator for this work .t



POSTER DESIGN

These were designs that I entered into two different design contests. I wanted to keep these designs simple but enough to get across a strong message of what the poster was promoting. I used a combination of Adobe Illustrator and Photoshop to create the works.



WEB DEV HOW TO BREAK THROUGH

Almost everywhere we look, visual images are competing for our attention, entertaining us, or trying to persuade. Visual artists create art to communicate through drawings, and ideas through paintings, sculpting, or illustration. Illustrators and graphic designers are practical artists who put their art to work in the service of commercial clients. Clients include major corporations, retail stores, and advertising, design, and publishing firms (Hickey 288). Graphic design is concerned with creating or create an effect by visual means using illustration, typography and/or photography (CC). This career field welcomes originality and creativity with each project, and the artist further explores their imagination. Graphic designers are not primarily fine artists, although they may be highly skilled at drawing or painting, most often they are specialised to graphic design, which includes artwork and copy (Ferguson 158). The designer must not only be familiar with the wide range of art media and styles, but he or she must also be familiar with a wide range of typfaces and know how to manipulate them for the right effect (Ferguson 158). Best web design tends to change every year. In this unknown, graphic designers have to be up-to-date with the latest trends and hot looks. At the same time, designers must be well-grounded in more traditional and classical designs (Ferguson 158). According to the internet site, Careercounser, a successful graphic designer needs to have a passion for art. Artistic talent is crucial in this line of work.

"Almost everywhere we look, visual images are competing for our attention, entertaining us, or trying to persuade."

A few requirements include a strong sense of color, an eye for detail, a sense of balance and proportion, and sensitivity to beauty (CC). Besides having artistic ability, a good graphic designer needs to be creative and have a broad knowledge of techniques for rendering reproducible art in various multiple media. According to CC, "in other words, graphic designers need to have for a successful career are determination and dependability. This is essential in the highly competitive career of graphic art (Hickey 288). A typical project for a graphic designer who works for an advertising firm begins with a conference with the client for a clear sense of what needs to be communicated and the image desired (Hickey 288). Design specifications are drawn up, and the designer, working with the production team, creates a plan for the client's approval (Hickey 289). The process undergoes different stages of development, from rough sketches to computer

Typically, although web design has a fairly recent history, it can be linked to other areas such as graphic design. However web design can also be seen from a technological standpoint. It has been a long time of people everyday lives. It is hard to imagine the Internet without animated graphics, different styles of typography, backgrounds and music. The birth of web and web design In 1989, whilst working at CERN Tim Berners-Lee proposed to create a global hypertext project, which later became known as the World Wide Web. During 1991 to 1993 the World Wide Web was born. Text-only pages could be viewed using a simple line mode browser. That later became known as Netscape Communicator, the Netscape 0.9 browser. Netscape created its own HTML tags without regard to the traditional standardised process. For example, Netscape 1.1 included tags for changing background colours and tables on web

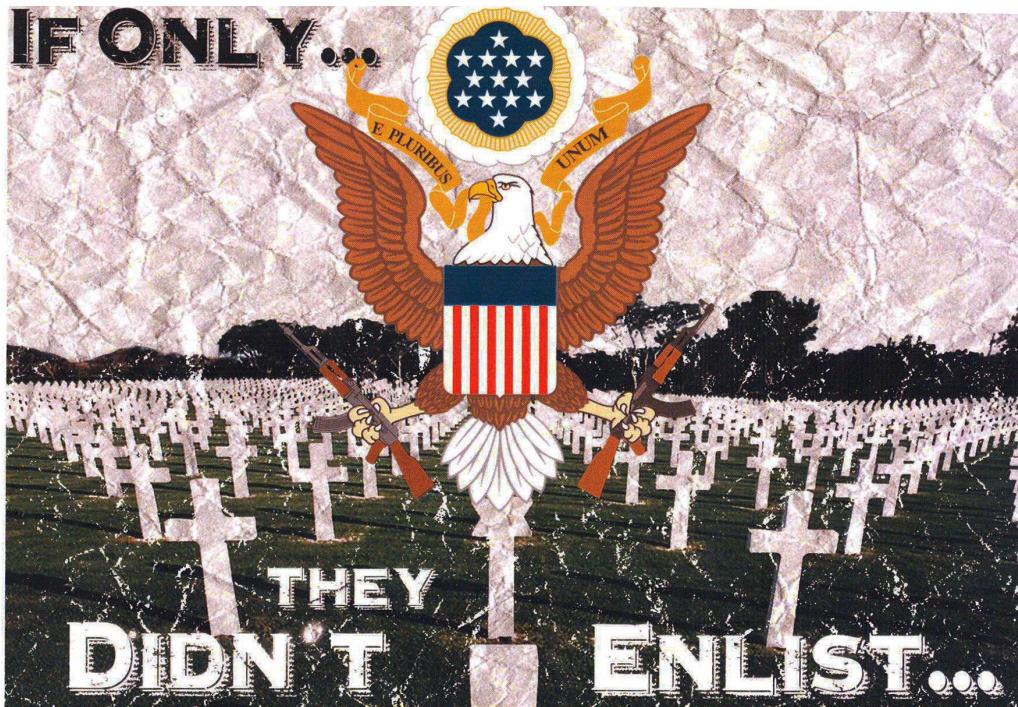
WEBSITE DESIGN AND THE FUTURE

Both design is one of the most fast-paced, dynamic and most interesting professions that today's digital age is providing. New design concepts are being introduced every day, and there is no end to what is being developed by the web design industry. The future of web design is uncertain, but it is clear that there will be a continued push for faster, more efficient, and more user-friendly designs. The future of web design is also likely to involve the development of new technologies, such as virtual reality and augmented reality, which will allow users to interact with websites in a more immersive way. There will also be a continued focus on mobile optimization, as more and more people are using mobile devices to access the web. The future of web design is also likely to involve the development of new technologies, such as virtual reality and augmented reality, which will allow users to interact with websites in a more immersive way. There will also be a continued focus on mobile optimization, as more and more people are using mobile devices to access the web.

However, the development of a website is not just about design. It is also about functionality, user experience, and search engine optimization. These factors are becoming increasingly important as more and more people rely on the web for information and entertainment. As a result, website design is becoming more complex and challenging, but also more rewarding. The future of web design is uncertain, but it is clear that there will be a continued push for faster, more efficient, and more user-friendly designs. The future of web design is also likely to involve the development of new technologies, such as virtual reality and augmented reality, which will allow users to interact with websites in a more immersive way. There will also be a continued focus on mobile optimization, as more and more people are using mobile devices to access the web.

MAGAZINE DESIGN

This was a University assessment in which we were asked to design a small magazine with the subject matter being our choice. I used a combination of Adobe Photoshop for image editing, Adobe Illustrator for logos and Adobe InDesign for the layout and printing.



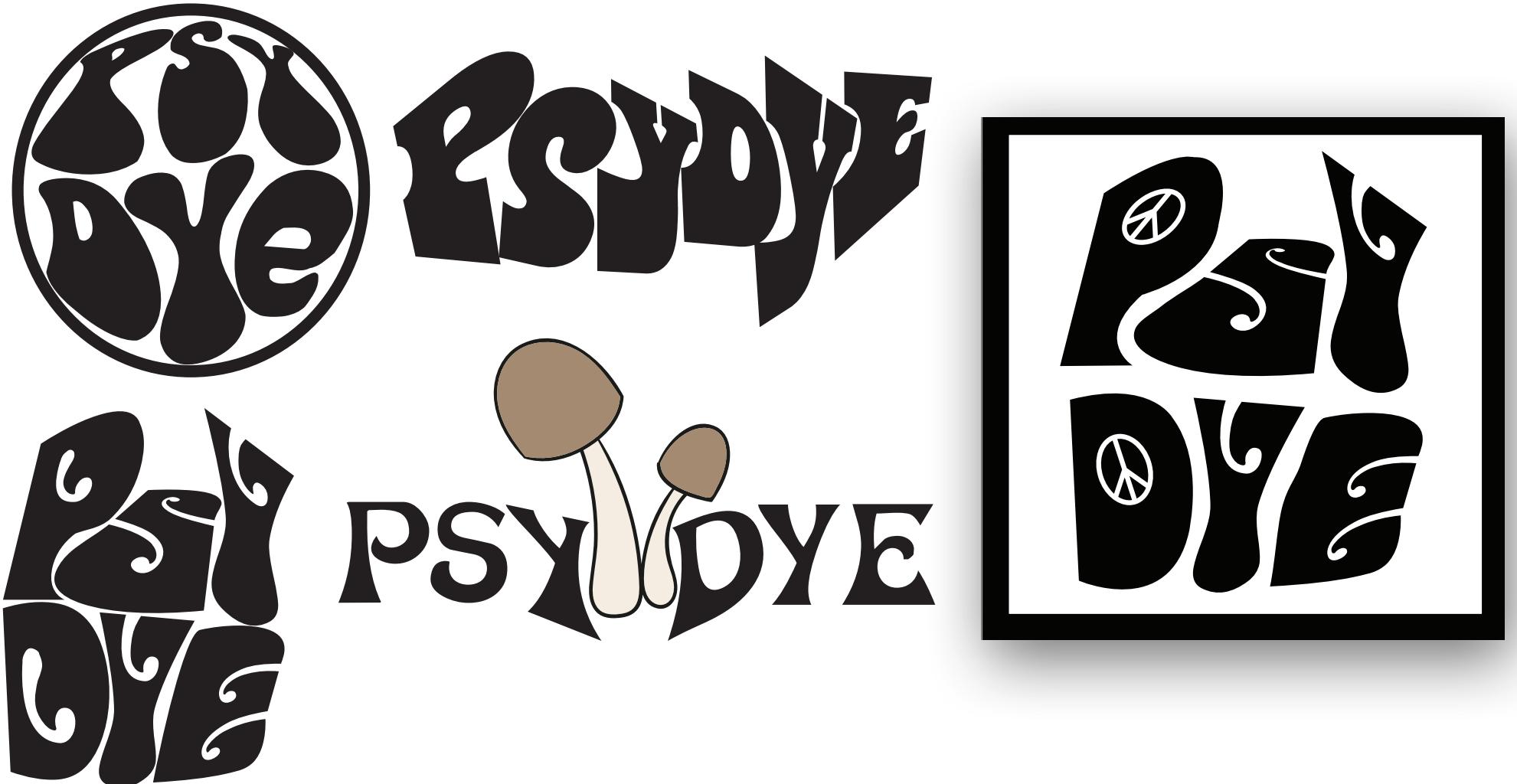
POSTCARD DESIGN

This was another self assigned project in which I looked to explore two types of war propaganda . I was influenced heavily from the propaganda posters during all the world wars. I wanted to put my spin on it and make it something modern and new . I used a combination of Adobe Photoshop for image manipulation and Adobe Illustrator for layout.



LOW POLY

These were a series of works that were self initiated . I used mainly Adobe Photoshop to outline and then blur triangular parts all over their faces .



LOGO DESIGN

I was approached by a client to create a logo for a psychedelic inspired apparel line that would capture what the company looked to achieve. The software that I used for this project was Adobe Illustrator .



holidayswhere



holidayswhere



hol^{de}dayswhere



holidayswhere



holidays
where

holidays
where

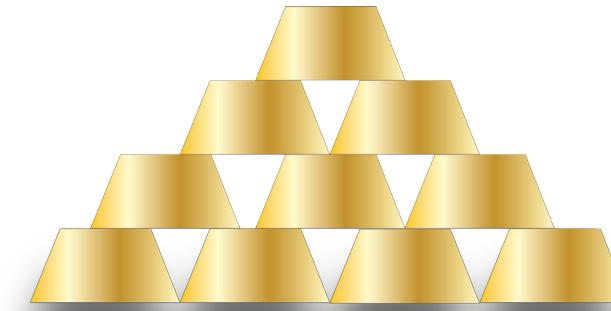
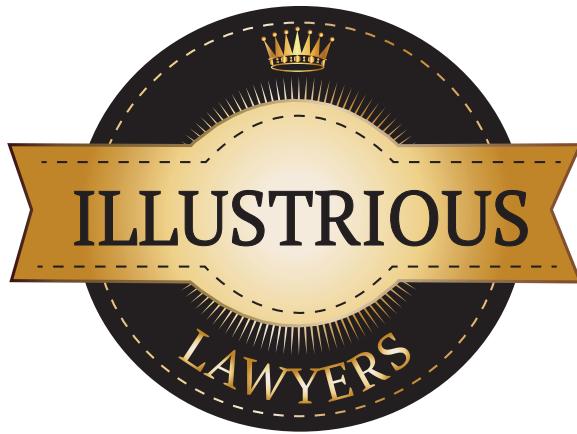


h^ol^{de}dayswhere



LOGO DESIGN

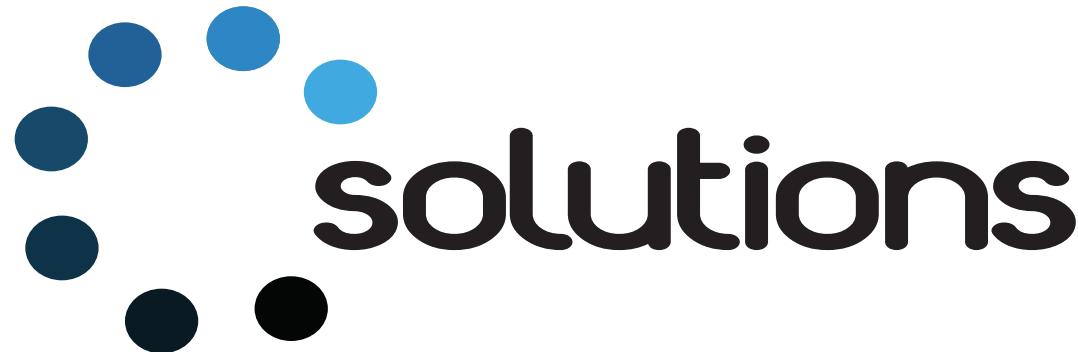
I was approached to design a logo for a company where they searched the best hotels and holiday destination on your price and interests . I used Adobe Illustrator throughout this process while maintaining a platform for communication with the client .



ten golden rules
Performance Based Digital Marketing Agency

LOGO DESIGNS

These are various logos which I have designed . Some I have freelanced for clients and some I have entered into competition but have been unsuccessful in being picked. The skills I used in this project are Adober illustrator as I look to get a clean vectored image .



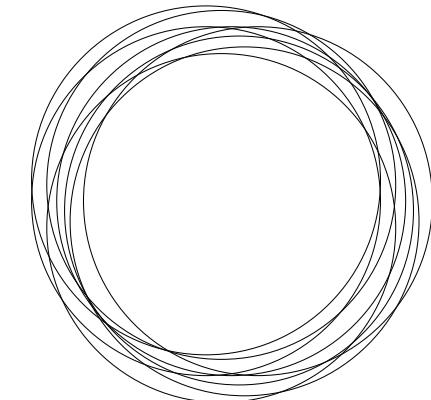
ASCENSION

— media —

LloydPans

GREEN KITCHENWARE

LOGO DESIGNS



ELIPSES
think different

These are various logos which I have designed . Some I have freelanced for clients and some I have entered into competition but have been unsuccessful in being picked. The skills I used in this project are Adober illustrator as I look to get a clean vectored image .



LOGO DESIGNS

These are various logos which I have designed , and have entered into various graphic design competition these ones have been unsuccessful in their attempt at getting to the later rounds . I used solely Adobe Illustrator for these works .



TYPOGRAPHY

Here I show case my typographic skills. In these projects I usede Adobe Illustrator for the vectored look and a bit of Adobe Photoshop for adding other minor details in getting a more professional look.



MOVEMBER

GET INVOLVED

STEP : 1

REGISTER



DONATE



STEP : 2

FIND OUT MORE

Whilst the growing of Mo's is limited to the guys, Mo Sistas play a vital role in the success of Movember by supporting and encouraging the men in their life to get involved, and participating in raising funds and awareness themselves.

STEP : 3

MORE WAYS TO BE INVOLVED

- ─ Movember in the workplace
- ─ Movember in the community
- ─ Mo Sistas
- ─ Industry challenges
- ─ Host an event



CONTACT US!

EMAIL
INFO MOVEMBER.COM

TELEPHONE

1300 GROW MO (1300 4769 66) within Australia
61 3 8416 3900 international

POST

Movember Foundation
PO Box 60
East Melbourne
VIC 8002 Australia

MEDIA CONTACT

Kerry Noonan
0411 604 276
KERRY.NOONAN@MOVEMBER.COM

SHOW US SOME LOVE!



MOVEMBER **WHAT IS MOVEMBER?**



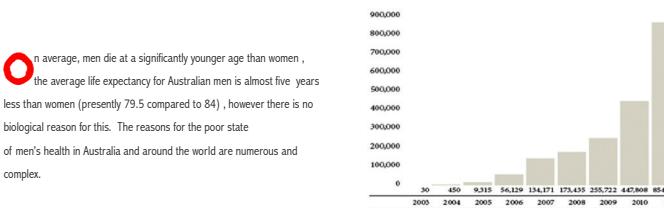
CHANGING THE FACE OF MEN'S HEALTH



THE FACTS

- ─ One in eight Australian men will develop prostate cancer in their lifetime
- ─ One in seven men will be diagnosed by age 75
- ─ One in four will be diagnosed by age 85
- ─ Around 90% of all men diagnosed will be alive five years after diagnosis

GLOBAL REGISTRANTS 1.9 MILLION MO BROS & MO SISTAS... SO FAR



TESTICULAR CANCER

- ─ Testicular cancer is one of the least common forms of cancer with an estimated incidence of approximately 6.9 in every 100,000 men.
- ─ The incidence of testicular cancer varies across the globe from as low as 1 man in 100,000 in many African nations to a high as 20 men in 100,000 in parts of Europe.
- ─ African and Asian men appear to have a much lower incidence of testicular cancer.
- ─ 751 new cases were diagnosed in Australia in 2009
- ─ More than half of new diagnoses are in men under the age of 35



MENTAL HEALTH

- ─ One in five Australian men (2.1 million) will experience at least one mental illness in any 12 month period
- ─ People with a serious mental illness have life expectancy reduced by between 15 to 25 years in comparison with the general population
- ─ Men generally have lower levels of awareness of mental illnesses than women
- ─ Generally Australian men are significantly less likely to admit that they, or someone in their family, has ever experienced a mental health issue.



DL BROCHURE DESIGN

The goal of this was to create a brochure that promoted an event of our choosing. I used a combination of Adobe Photoshop to create the image and I also used Adobe InDesign to create the DL Brochure layout



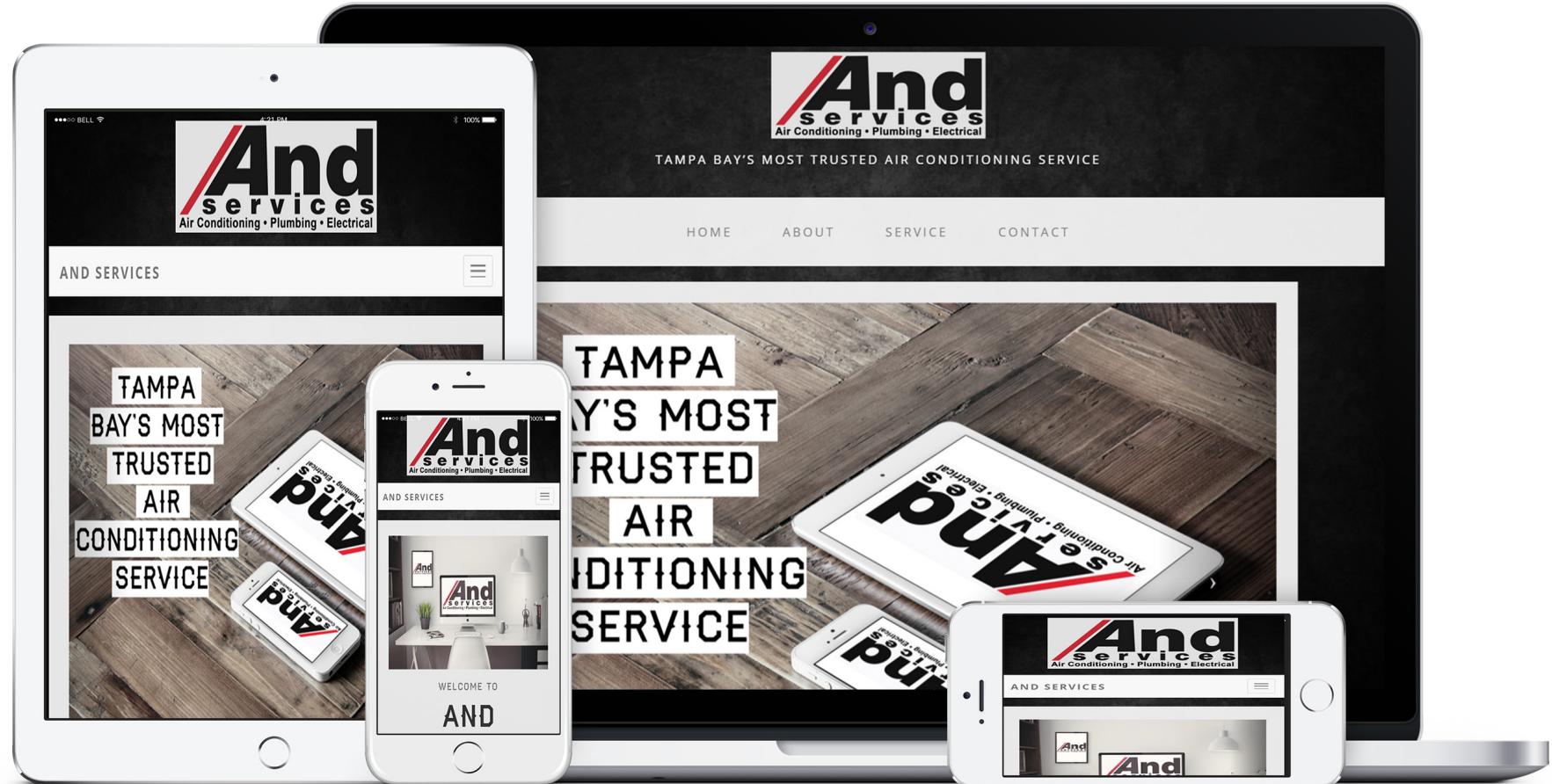
WEB DESIGN AND DEVELOPMENT

This was a University assessment where I looked to create a website for another Artist /Illustrator to showcase their work .The skills that were used to complete this were HTML , CSS (Sass and Bootstrap) and Javascript (Jquery)



WEB DESIGN AND DEVELOPMENT

This was a self assigned project where I looked to create a responsive website for myself from scratch. So I could get my portfolio and work to a greater audience. The skills that were used to complete this were HTML, CSS (Sass and Bootstrap) and Javascript (Jquery).



WEB DESIGN AND DEVELOPMENT

This was an entry into a web design / development contest in which it was asked of us to re-design the company website with a new modern feel. I use skills in HTML , CSS , Jquery , Bootstrap and Photoshop. This design was selected 3rd runner up.



WEB DESIGN AND DEVELOPMENT

This was another self assigned project for a Thai Boxing Gym in Sydney. I created a responsive interactive parrallax scrolling website using skills in Javascript , CSS and HTML . Along with Bootstrap framework SASS to help with responsiveness and precompiling.



WEB DESIGN AND DEVELOPMENT

A re-design entry for a design contest. This is a fully responsive website built to enter into a contest that a client had out . This can be viewed seamlessly from Desktop to Mobile Phone . I used my skills in HTML , CSS (Bootstrap , SASS) and Javascript to bring this design to life



WEB DESIGN AND DEVELOPMENT

This is another case of where I self assigned building a website for a Thai boxing gym located in Sydney . I used a combination of HTML , CSS , JQuery . I used the build system GULP along with front end precompilers SASS and the Bootstrap framework.



PHOTO MANIPULATION

This was another project that was a self started project. I wanted to capture the feeling of games like World of Warcraft and the Elder Scrolls online in one image. This project was a Adobe Photoshop intensive project which I used a vast range of the tools to get a more fantasy feel to the image.



PHOTO MANIPULATION

This was another project that was a self started project. I wanted to capture the feeling of games like World of Warcraft and the Elder Scrolls online in one image. This project was a photoshop intensive project which I used a vast range of the tools to get a more fantasy feel to the image.