

HEY,
IT'S NATA

MY DESIGN-NERD HABITS

- Google chrome inspect nearly every typeface that I see online,
- Collect mountains of printed ephemera wherever I go,
- Make weekly trips to KW Doggett and linger in there for a suspicious amount of time,
- Borrow a huge pile library books every semester and renew them repeatedly,
- Embarrass my friends by taking photographs of the strangest things,
- Attend any free design event, even the early ones like Creative Mornings,
- Go to galleries like the NGV by myself.

DESIGN PROGRAMS I CAN USE

Photoshop
Illustrator
Indesign
Lightroom
Acrobat
AutoCAD
Revit
After Effects*
HTML
CSS

EDUCATION

Monash University
Communiation Design
3rd year student

+

RMIT University
Interior Design
Graduate

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This is an identity design for the fictional 'Chewing Gum Museum,' which consists of a business card, letterhead, envelope and chewing gum packet. It reflects the fun and the messiness of chewing gum. The colours are taken from typical gum colours and the logo reflects the chewiness of gum. The business card is also embossed and coated to make the chewing gum look 3D. This is further emphasized by the 1:1 scale of the logo. Is it an image or has someone rudely stuck their gum on it?! That was the desired effect.



PHOTOGRAPHY > PHOTOSHOP >
ILLUSTRATOR > INDESIGN

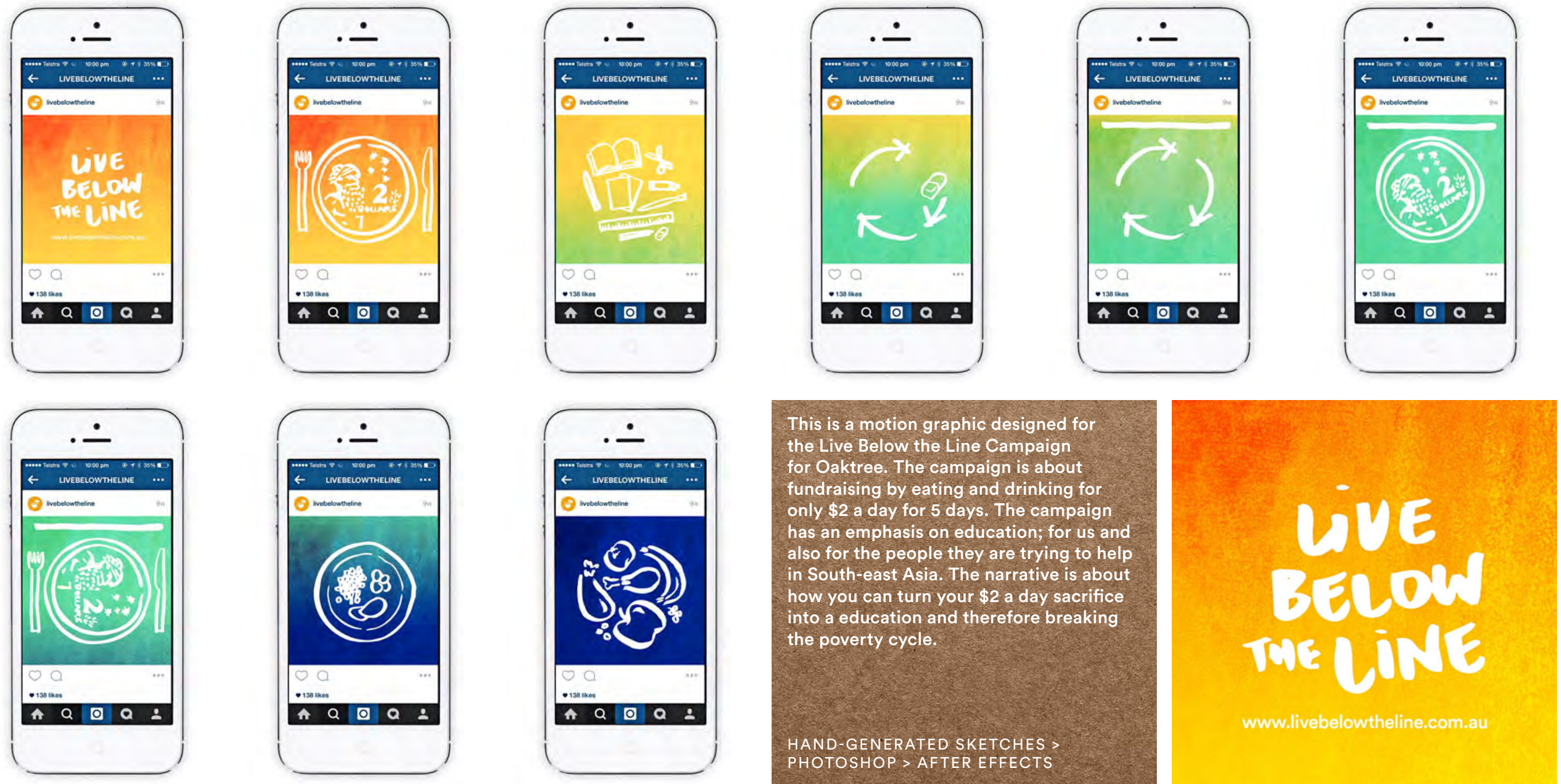




Using my own chosen locations and own photos, I created a city guide to Melbourne. It was aimed at mums. My aim was to make something I could hand over to my mum for her to explore. The guide is broken into 5 booklets contained in a shopping bag. They are colour coded into; architecture, urban life (bars and restaurants), street-life (cool streets), shopping and Melbourne (general information).

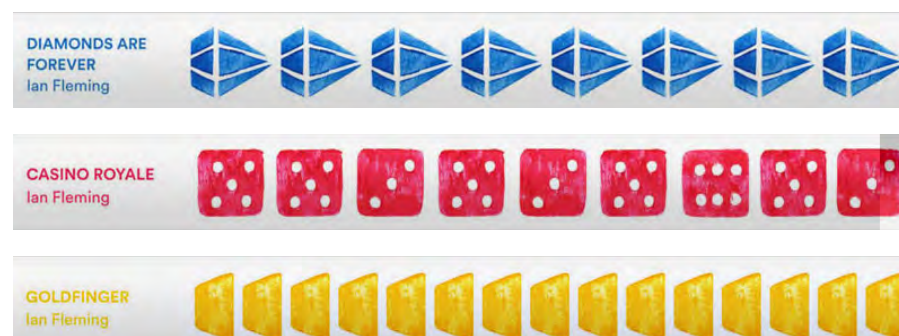
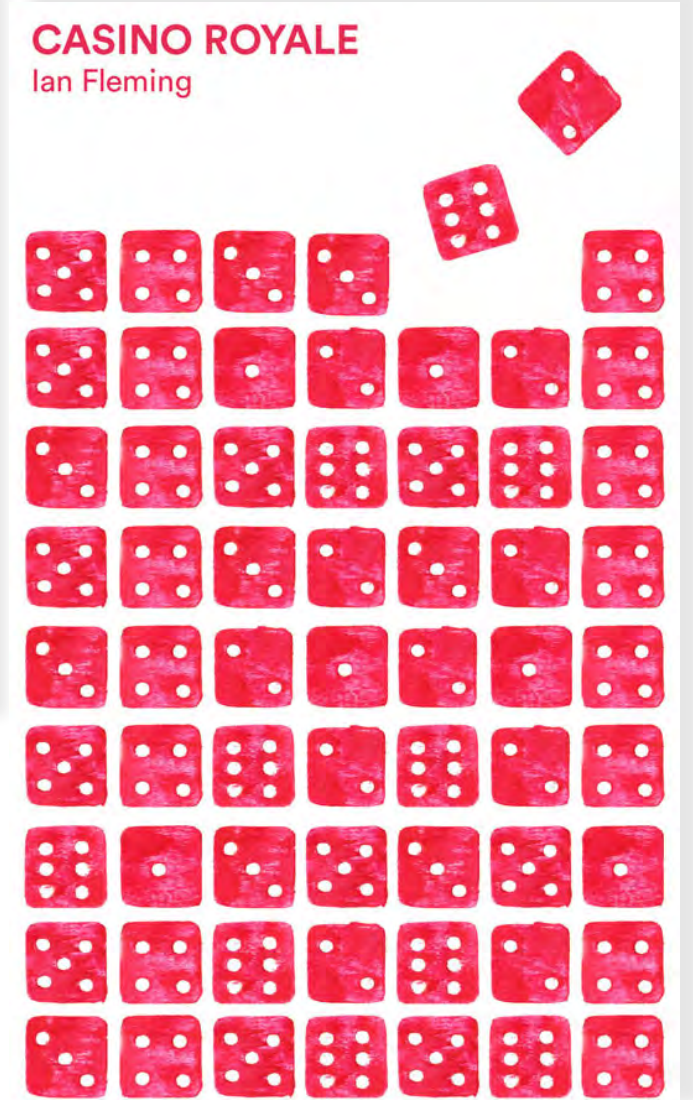
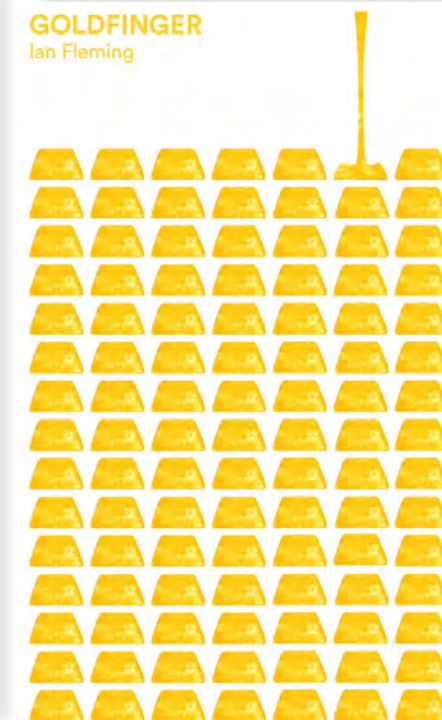
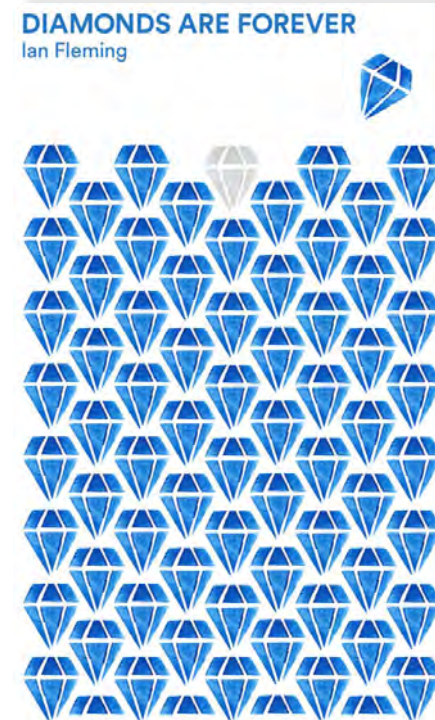
PHOTOGRAPHY > PHOTOSHOP >
INDESIGN





This book cover design focused on using analogue production techniques. Using acrylic paint on a roller, I made stencils to produce a pattern. The design plays on the narratives of the Ian Fleming classics: James Bond. Part of the action is hinted at with a break in the pattern on the cover. It was a lot of fun using analogue techniques and working with such well-known narratives.

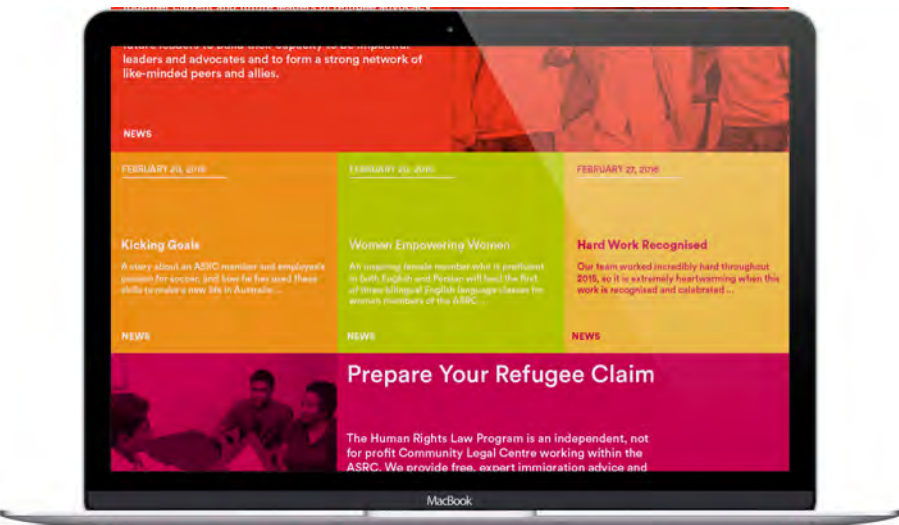
STENCILING WITH PAINT > PHOTOSHOP
> INDESIGN > PRINT





Designing an identity for Asylum Seeker Resource Centre was a rewarding exercise. The aim was to transform their current identity into something more positive, humanist, approachable and passionate. The identity focuses on the use of colour and image treatment. The hand-generated logo was also about adding that human-touch. The identity included; a business card, poster, letterhead, envelope and website design (superficial only).

PHOTOSHOP > INDESIGN > PRINT

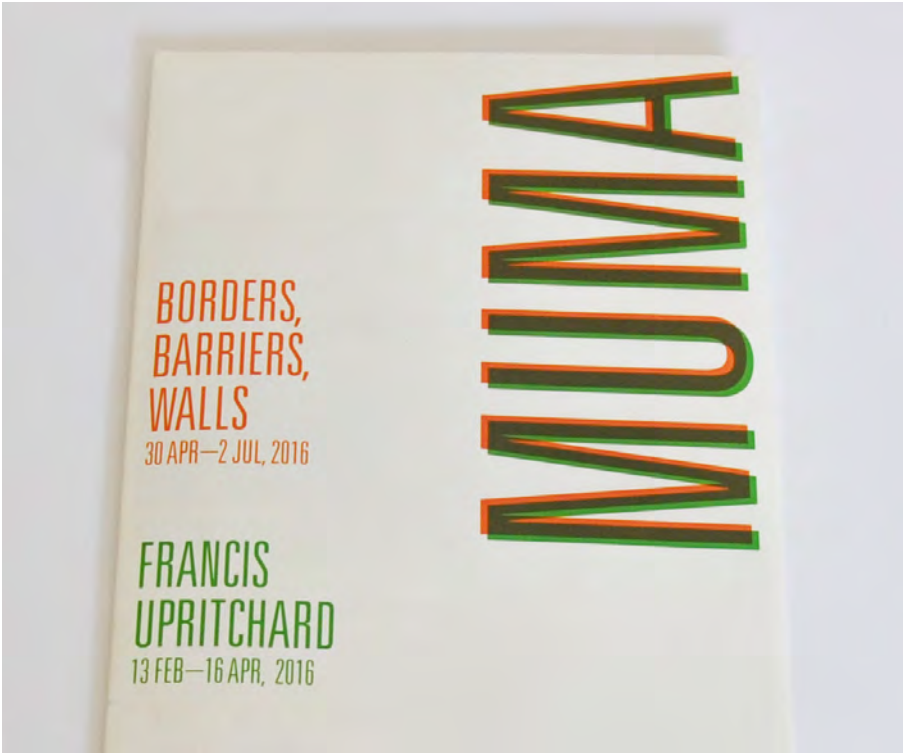
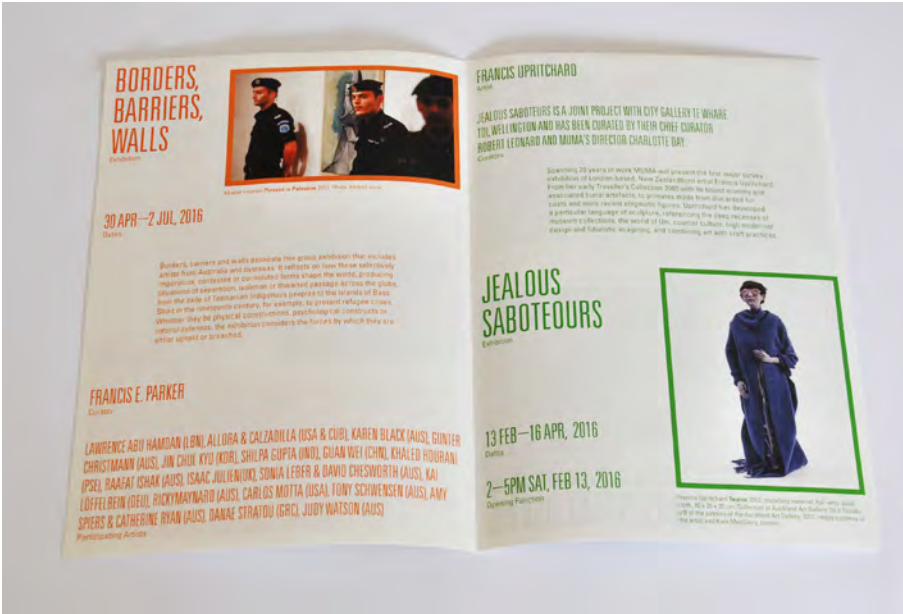




This chocolate packaging design was based on the idea of having chocolate for different time sof the day; sunset, midnight and sunrise. We all love chocolate and want it to be part of a day, the design was a celebration of that. For submission, a dieline for hypothetical re-production of the packaging.

ILLUSTRATOR > INDESIGN >
3D PRODUCTION





This catalogue for MUMA needed to intergrate two exhibtitions into one identity. Using the museum's characteristics of being an Australian museum founded in the 60's but which also has an international presence. This was reflected in the typeface, Univers, the colour choice and the overlay printing technique, as seen on the cover page.

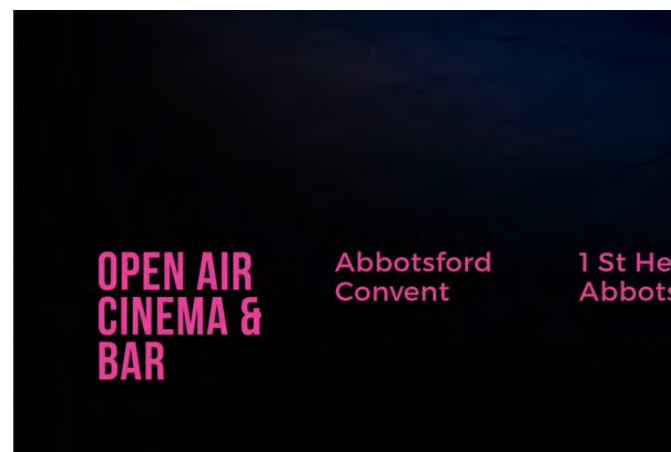
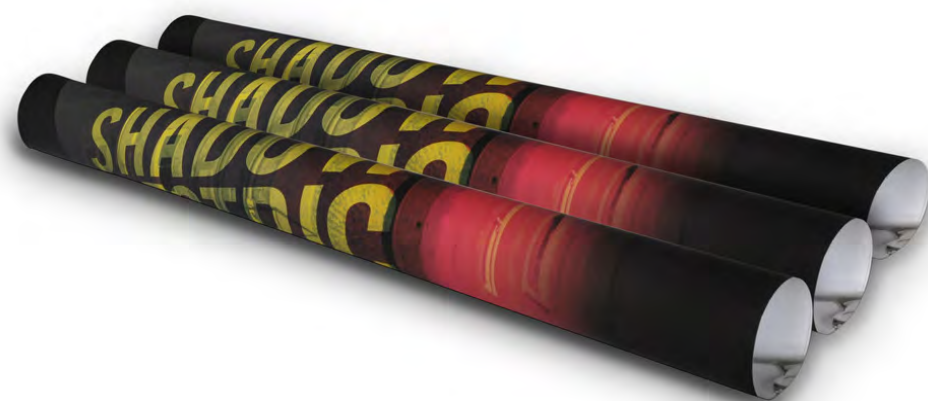
INDESIGN





The brief for this project was to create a poster A2 or larger promoting an event. Shadow Electric, is an independent outdoor cinema located within Abbotsford convent. A sense of place was important to the final outcome, as it is unique to Shadow Electric. Hence, the final outcome included night photographs of the surrounding site. The darkness provided a sense of intrigue and drama about the event. The bright colours aimed to give a sense of vibrancy and entertainment.

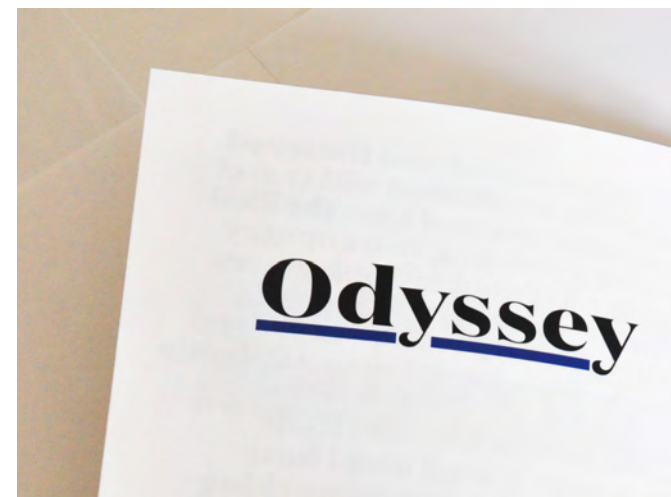
PHOTOGRAPHY > PHOTOSHOP >
ILLUSTRATOR > INDESIGN

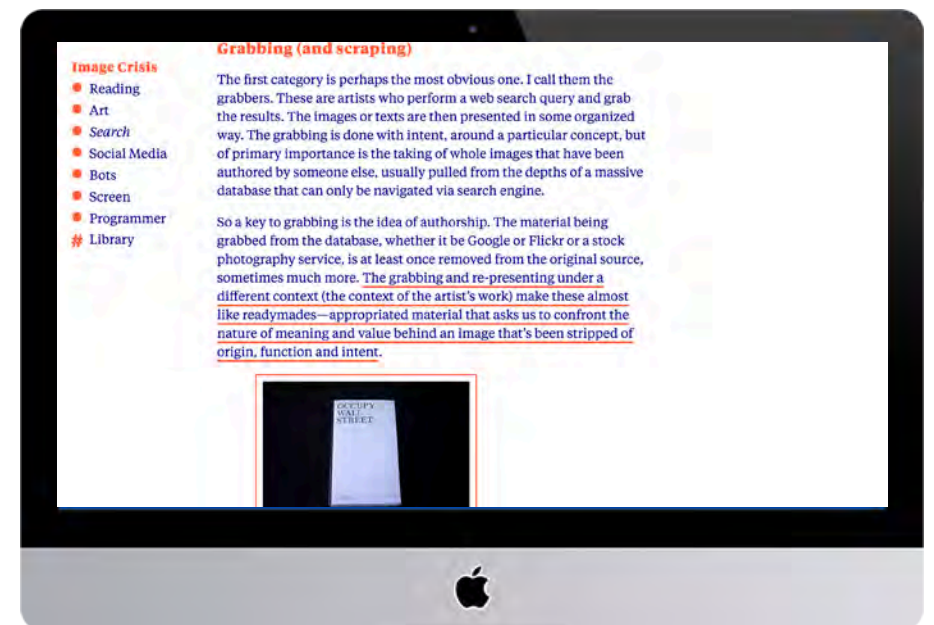
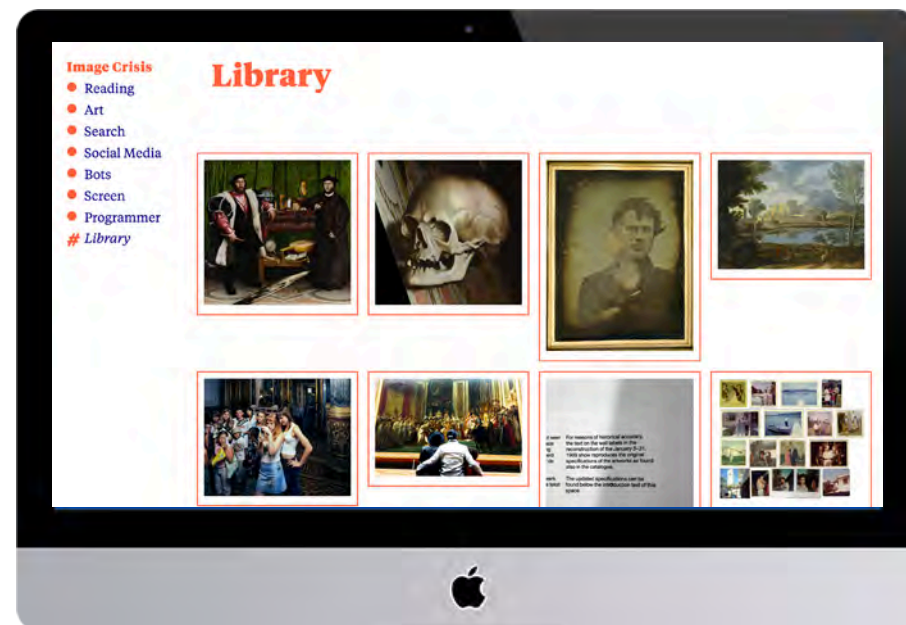




This publication was created for NGV's exhibition for Jean Paul Gaultier. Using analogue techniques of lino-cutting, I made a high-end exhibition catalog. The cover plays on Gaultier's style with a focus on the stripes and the lace elements of his designs. Laser cutting was used to create the detailed lace cover. Careful choice of paper was important to this project to create a tactile and sophisticated piece for the NGV.

PHOTOGRAPHY > PHOTOSHOP >
ILLUSTRATOR > INDESIGN





```
-in-the-age-of-the-machine.html      print.css

main {
  padding: 42px 0px 10px 220px;
}

body {
  color: navy;
  font-size: 21px;
  font-family: "Tiempos Text", "Georgia", serif;
}

p {
  max-width: 700px;
  margin: 0px 0px 0px 32px;
  padding-top: 21px;
  line-height: 145%;
  text-rendering: optimizeLegibility;
  font-family: "Tiempos Text", "Georgia", serif;
}

section:first-of-type p:first-of-type {
  padding-top: 84px;
  font-family: "Din Round Pro", sans-serif;
  font-weight: bold;
  font-size: 24px;
  color: tomato;
}

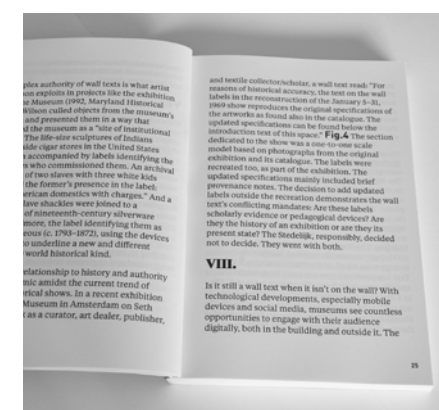
p.jonathan:before {
  content: "JH";
  color: tomato;
  font-family: "Din Round Pro", sans-serif;
  font-weight: bold;
  font-size: 28px;
  display: block;
  padding-bottom: 6px;
}
```

```
art-in-the-age-of-the-machine.html      print.css

1  @media print {
2
3      @page {
4          size: 148mm 210mm;
5          position: relative;
6      }
7
8      @page:right {
9          margin-top: 15mm;
10         margin-right: 8mm;
11         margin-bottom: 25mm;
12         margin-left: 20mm;
13     }
14
15     @page:left {
16         margin-top: 15mm;
17         margin-right: 20mm;
18         margin-bottom: 25mm;
19         margin-left: 8mm;
20     }
21
22     @font-face {
23         font-family: "Din Round Pro";
24         font-weight: normal;
25         src: href="assets/fonts/DINRoundPro.WOFF";
26         font-style: normal;
27     }
28
29     @font-face {
30         font-family: "Din Round Pro";
31         font-weight: bold;
32         src: href="assets/fonts/DINRoundPro-Bold.WOFF";
33         font-style: normal;
34     }
35
36     @font-face {
37         font-family: "Tiempos Headline";
```

```
art-in-the-age-of-the-machine.html      print.css

1  <!DOCTYPE html>
2  <html>
3      <head>
4          <meta charset="utf-8">
5          <link rel="stylesheet" href="assets/styles/style3.css">
6          <link rel="stylesheet" href="assets/styles/print.css">
7
8          <title>Art in the Age of the Machine</title>
9
10         <nav>
11             <h4><a href="index.html">Image Crisis</a></h4>
12             <a href="could-reading-be-looking.html"><li>Read</li>
13             <a href="art-in-the-age-of-the-machine.html" style="color: tomato;"><li>Art</li>
14             <a href="search-compile-publish.html"><li>Search</li>
15             <a href="instagram-photography.html"><li>Social Media</li>
16             <a href="dadabots.html"><li>Bots</li>
17             <a href="what-the-screen-wants.html"><li>Screen</li>
18             <a href="interview-with-jonathan-harris.html"><li>Programmer</li>
19             <a href="library.html"><div class="library">Library</div>
20         </nav>
21
22     </head>
23
24     <body>
25         <main>
26             <section>
27
28                 <h1>
29                     <li>Art in the Age </li>
30                     <li>of Machine Intelligence </li>
31                 </h1>
32                 <h2>Blaise Agüera y Arcas</h2>
33                 <div class="print" style="padding-top: 3cm;">
34                     <p>February 24, 2016</p>
35                     <p>Art has always existed in a complex, symbiotic relationship between the artist and the audience. The capabilities constrain the art that is produced. Like the invention of applied pigments, the
```



This project was as much about learning the pragmatic skills of writing HTML and CSS (the how) as it is about questioning, researching and speculating on the relationship between print and digital publishing (the what, the why). The screen-based publication was translated into a print-on-demand form by writing a print.css stylesheet to output a PDF.

My publication was called Image Crisis. It explored the changing role of the image in the digital age.

HTML (ATOM) > CSS (ATOM) > PRINT-ON-DEMAND (GOOGLE CHROME)/(LULU PUBLISHING)