

Sam
Stephenson

Graphic Design Portfolio

A close-up photograph of a piece of weathered, light-colored wood. A dark blue, hand-painted message is visible on the surface. The message reads "Please take off your shoes" followed by a small decorative flourish consisting of two short horizontal lines with dots at their ends.

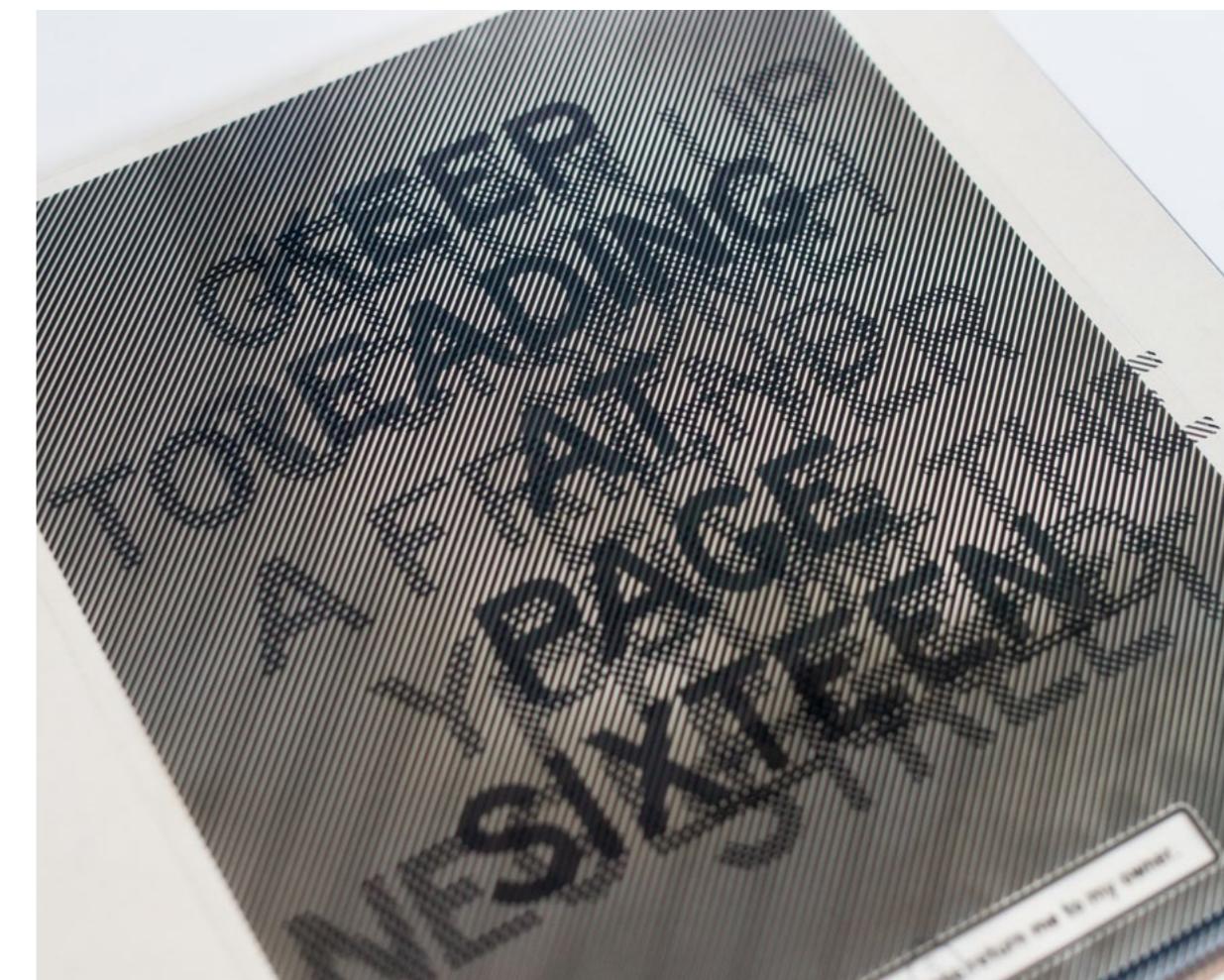
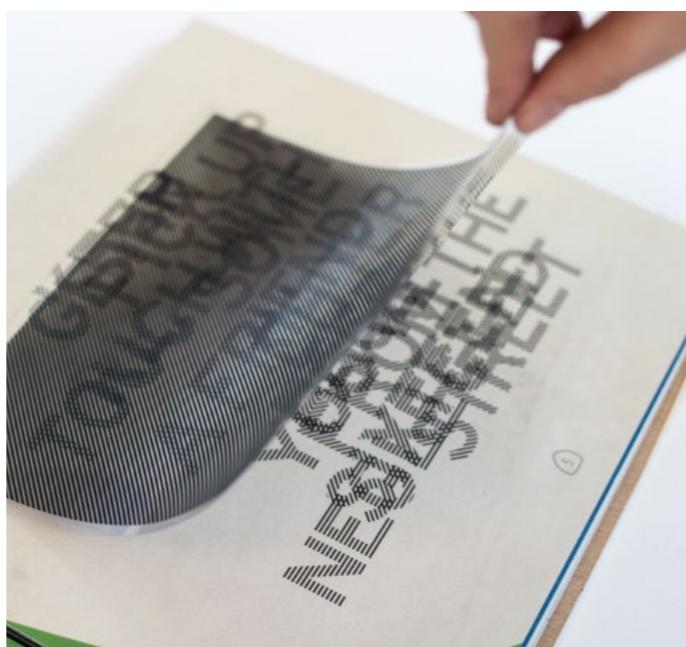
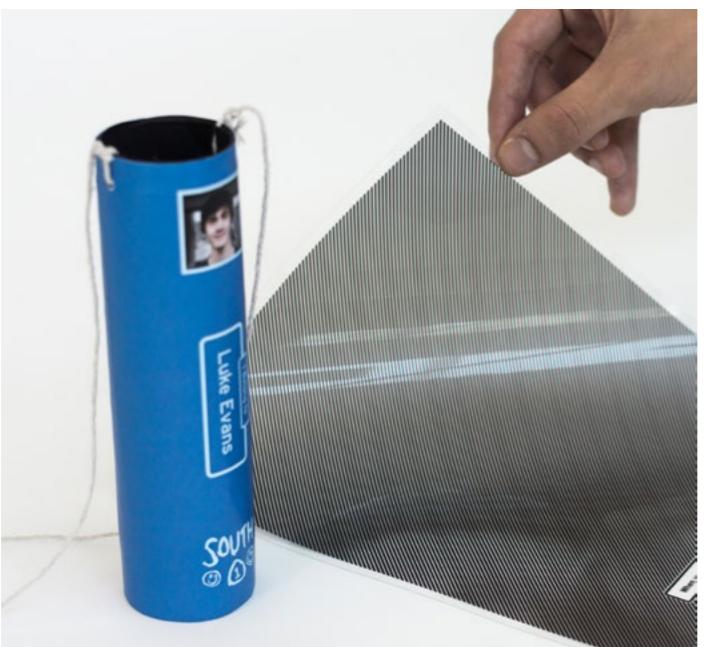
Please take off your shoes

South: Hitchiking California

'South' is an account of two days' hitchhiking in California. Navigating this book requires help from another person, borrowing a decoding device which reveals the directions hidden within the book. Just like hitchhiking, your experience of the book relies entirely on the generosity of others, and would be nothing without it.

In order to navigate through the story, the reader must first obtain one of eight decoding devices in possession of nominated people throughout the exhibition. Once obtained, they can return and use the device to uncover directions within the book.





Book Exh ibit ion



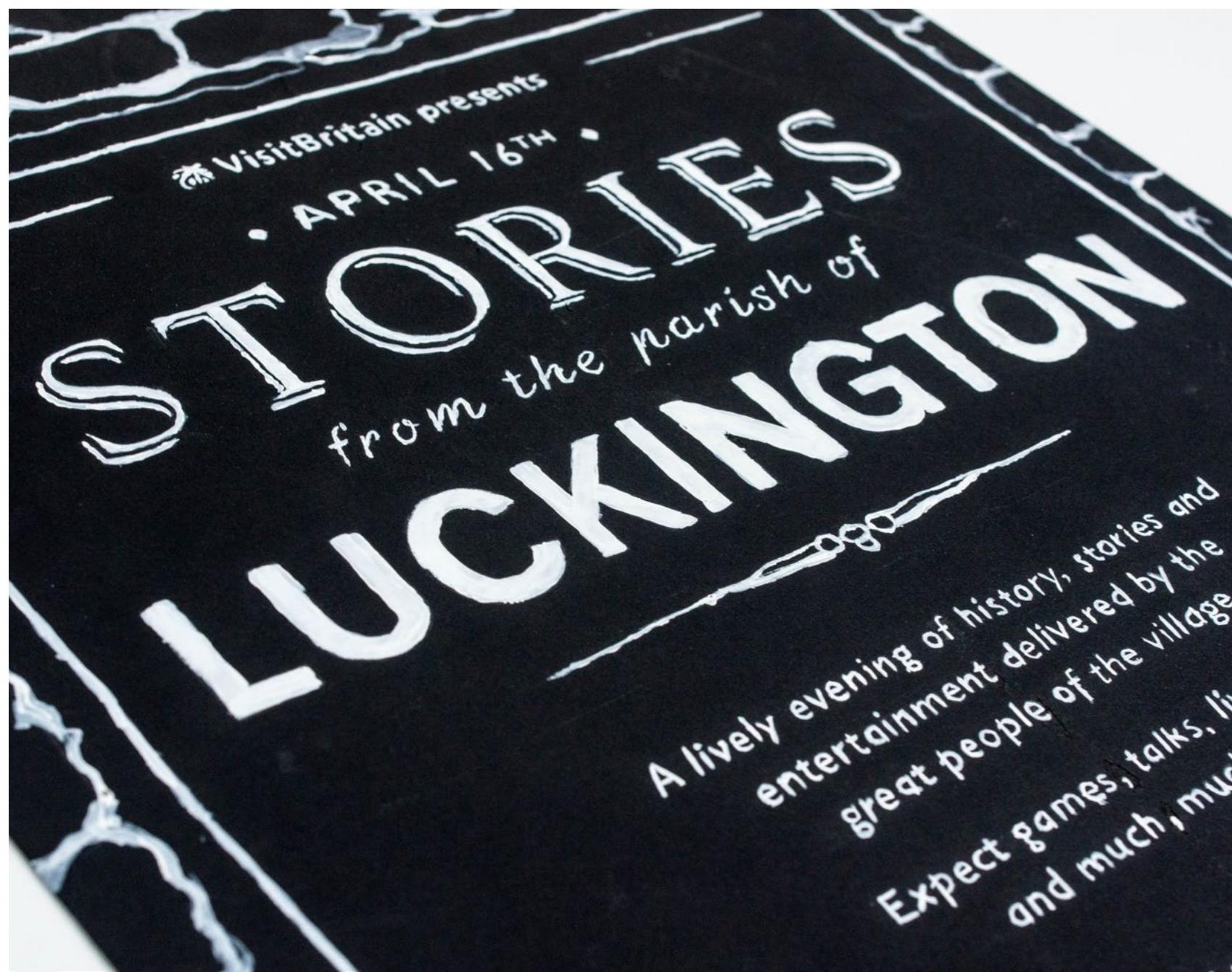
Book Exhibition 3D Poster

Advertising and Visual Identity for our Stage One book exhibition at Falmouth University. Briefed to create a poster to advertise the event, I created this 3D piece, designed to resemble a book being pulled from a shelf. The final outcome was incredibly well received by both students and tutors.

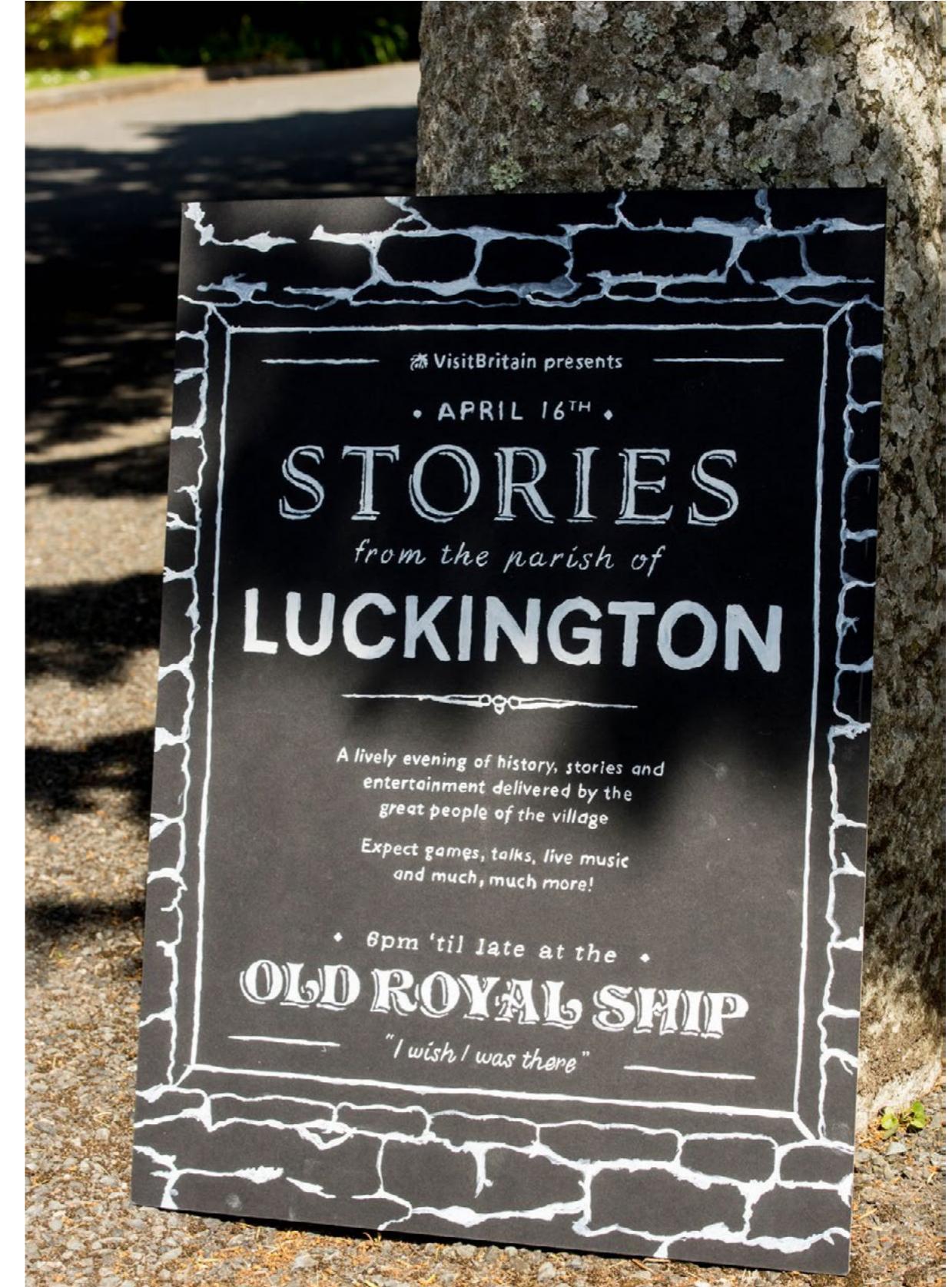
Visit Britain: Stories from Luckington

An initiative designed for the villagers of Luckington, as well as outside visitors, to deepen their relationship and knowledge of the village. The idea revolves around a series of 'storytelling evenings' in which villagers young and old share history and anecdotes of Luckington life. Based in the pub, the evenings follow an open-mic format and are designed as a celebration of the village, bringing neighbours together and letting them each see their home from another's point of view.





Hand-painted advertising sign for event in village pub



The App

These stories would be recorded and made available through QR codes, engraved into walls and buildings around in the particular location they describe. Through use of an app people can follow a trail of stories around the village, hunting down the next one whilst gaining a

deeper understanding of their home. Locals can compete against each other to uncover all the stories first, making a fun challenge even for those who resist the historical aspect of the project.



TIMELINE

- January 25th: Present day
- March 2008: Opened for business as a wedding venue.
- Jan 2007: Gained a Wikipedia page
- Feb 2006: Bought by the Menzies family, originally from London, as a 2nd country house.

Cold Water Swimming

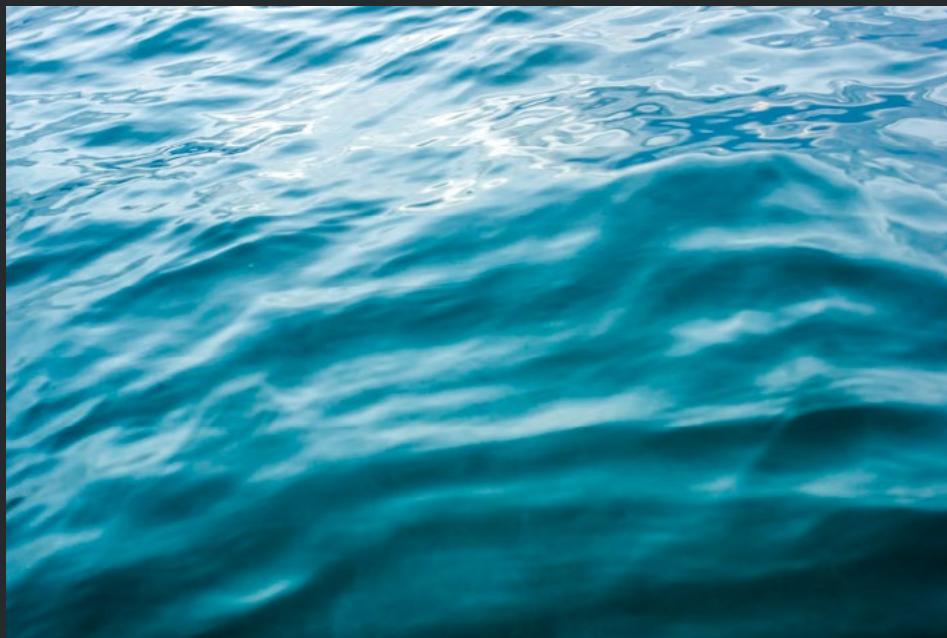
Collaboration with Luke Evans

Each morning, as sunlight creeps over the horizon and cold sea mist recedes, a devoted few make pilgrimage, to Gellyngvase beach and there into the ocean, into the cold. Committed to meeting each day in the best of ways, they immerse themselves in complete experience, embracing the chill whilst soaking up the first of the day's light.

The hardiest few seldom miss a day, undeterred by the darkest of winter mornings. They immerse themselves in the cold water - swimming, smiling and taking in the beautiful setting until the cold becomes overwhelming. Then, refreshed and invigorated, they each leave their own separate way - back to the 'real world' to face the day's challenges.

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Tasked with photographing an interpretation of 'Real Cornwall', Luke and I settled on these folk as the perfect expression of what it means to be Cornish... Living life as priority above all other pressures and squeezing the most from the beautiful setting they call home.







Final Photo

We settled on this photo believing it perfectly sums up the Cornish and their relationship with the sea. A first glance, it's easy to mistake the figure in the water for a part of the landscape – a distant group of islands perhaps. On closer inspection, we make

out the features of a man lying back in the water; completely immersed in the environment and oblivious to the camera, eyes glazed over in a perfect moment of oneness with the ocean.

COOKIE
SANS

A New Typeface

Cookie Sans Typeface

Cookie Sans is a brand new display typeface created by Sam Stephenson. Originally modelled on the rather cold Helvetica Black, Cookie Sans takes this template and adds a generous helping of sweetness, a crumbly character and an irresistibly soft centre; resulting in a more heart-warming take on the Swiss classic.

100% authentic, Cookie Sans is just what it looks like: real cookies baked into each character shape. This gives it a uniquely organic look; each bulge, crack and abnormality are 100% natural and only serve to add character to an already charming typeface.

Cookie Sans is available in 2 weights and one bonus style, each reflecting a stage in the making process. Light being the raw mix pre-bake, Black being the plain cookies fresh from the oven, and Colour being the finished articles all decorated up and lovely looking!

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

Cookie Sans Light

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 & / ? ! ; * , - ()

Cookie Sans 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 & / ? ! " " * ()

Cookie Sans Colour

A photograph showing three people decorating cookies. On the left, a man in a red shirt is smiling and gesturing towards the camera. In the center, a woman in a red t-shirt is focused on her work. On the right, a man wearing glasses and a red t-shirt is also decorating cookies. They are working at a long table covered with various supplies like frosting bottles and bowls. The cookies are shaped like the letters of the word "Cookie Sans".

The making of Cookie Sans

See it online at <https://vimeo.com/83307538>

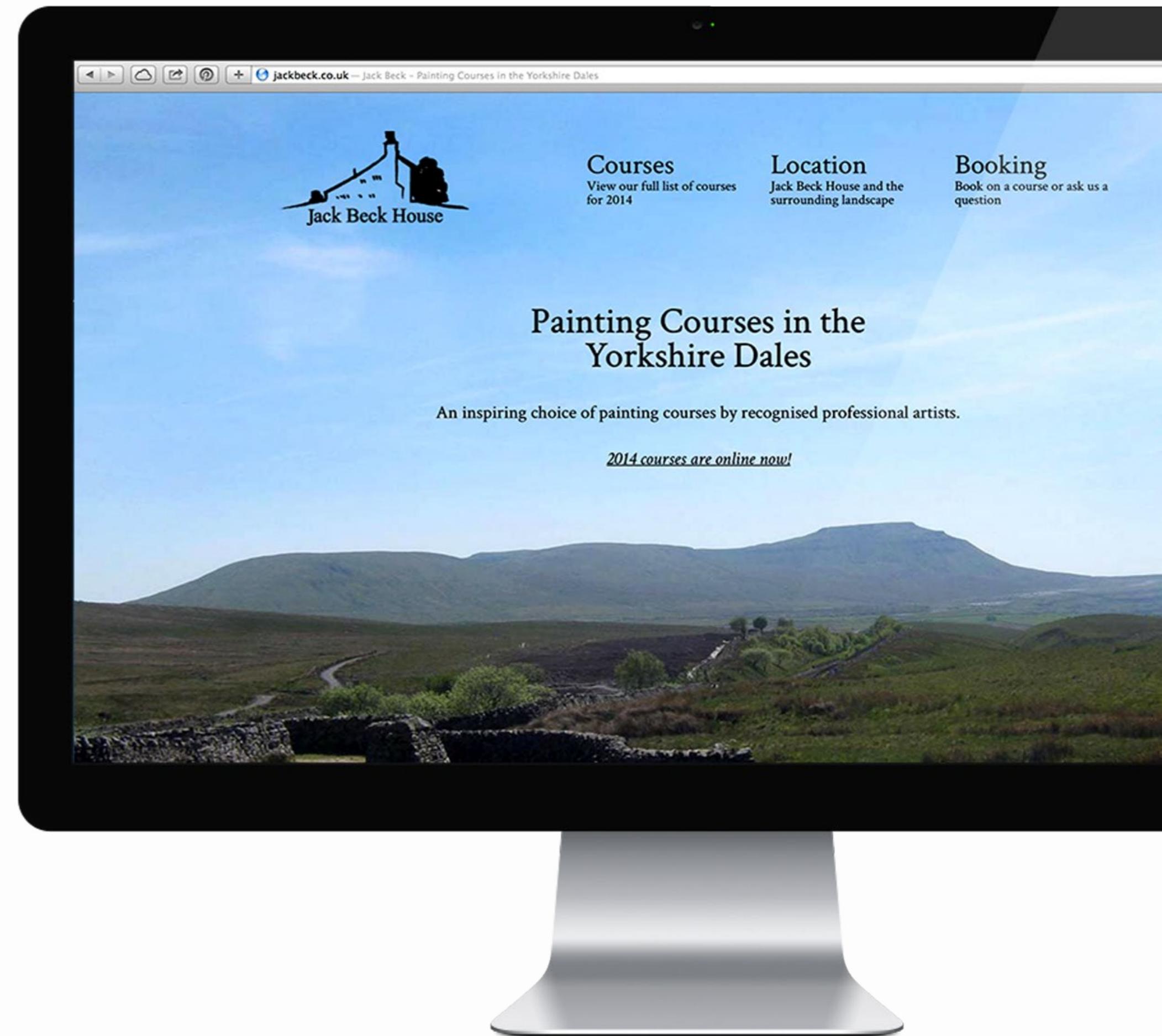


Jack Beck Website

Jack Beck have been a popular provider of art courses and holidays for over 15 years. From their picturesque location in the Yorkshire Dales, they host multi-day courses taught by leading British artists.

I was tasked with redesigning their website, freshening up their brand and bringing in new customers.

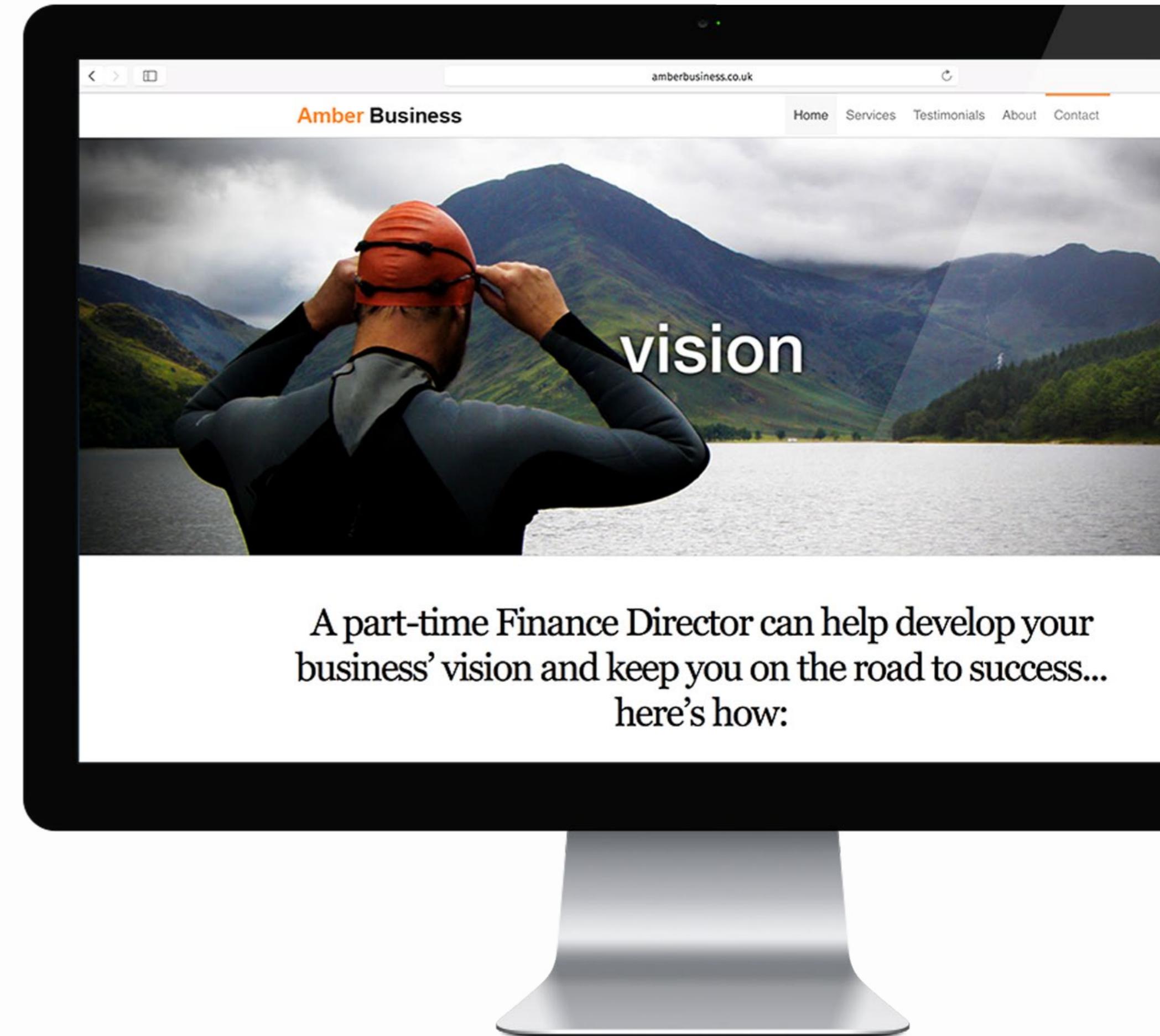
[Visit the site...](#)

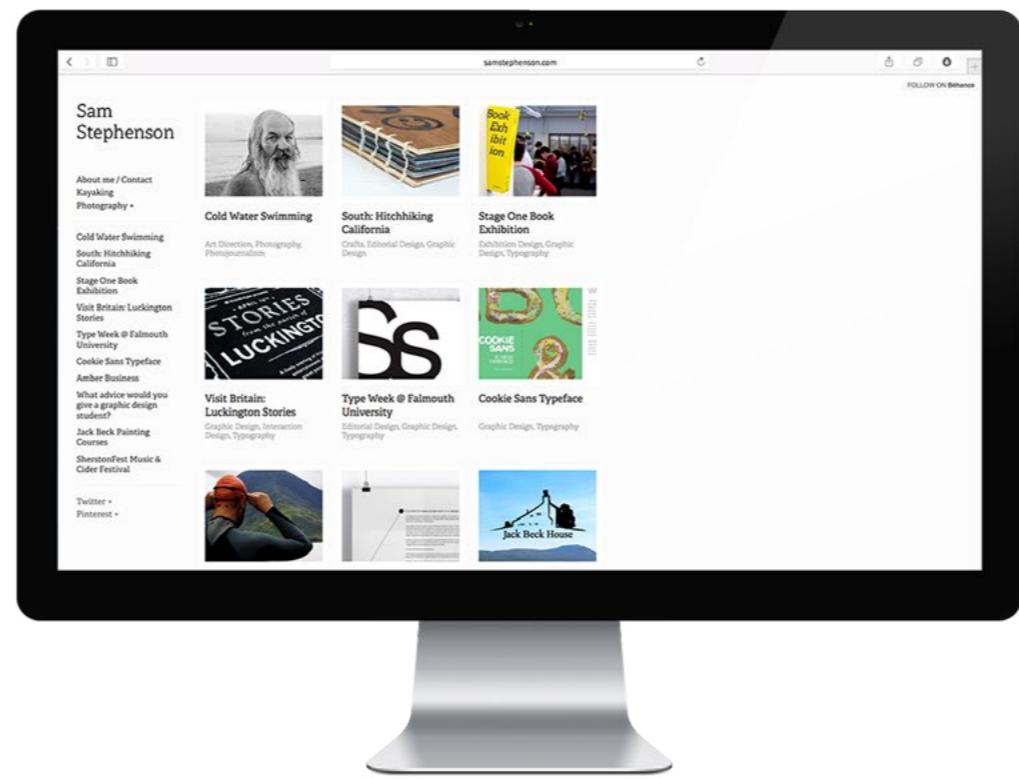


Amber Business

Amber Business is a small Business Consultancy and Financial Directors based in the South West of England. They asked for a new website to better communicate what they do to prospective customers, and to drive new enquiries. Working closely with Michael, the owner, I developed this highly personal design which talks the user through his proposition, whilst retaining a healthy dose of his personality.

[Visit the site...](#)





See more on my website

<http://samstephenson.com>

Thank you!

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