

Sam  
Stephenson

Graphic Design Portfolio



Pictured: 3D Icon

'Create a 3D object to represent your  
own personal brand values'



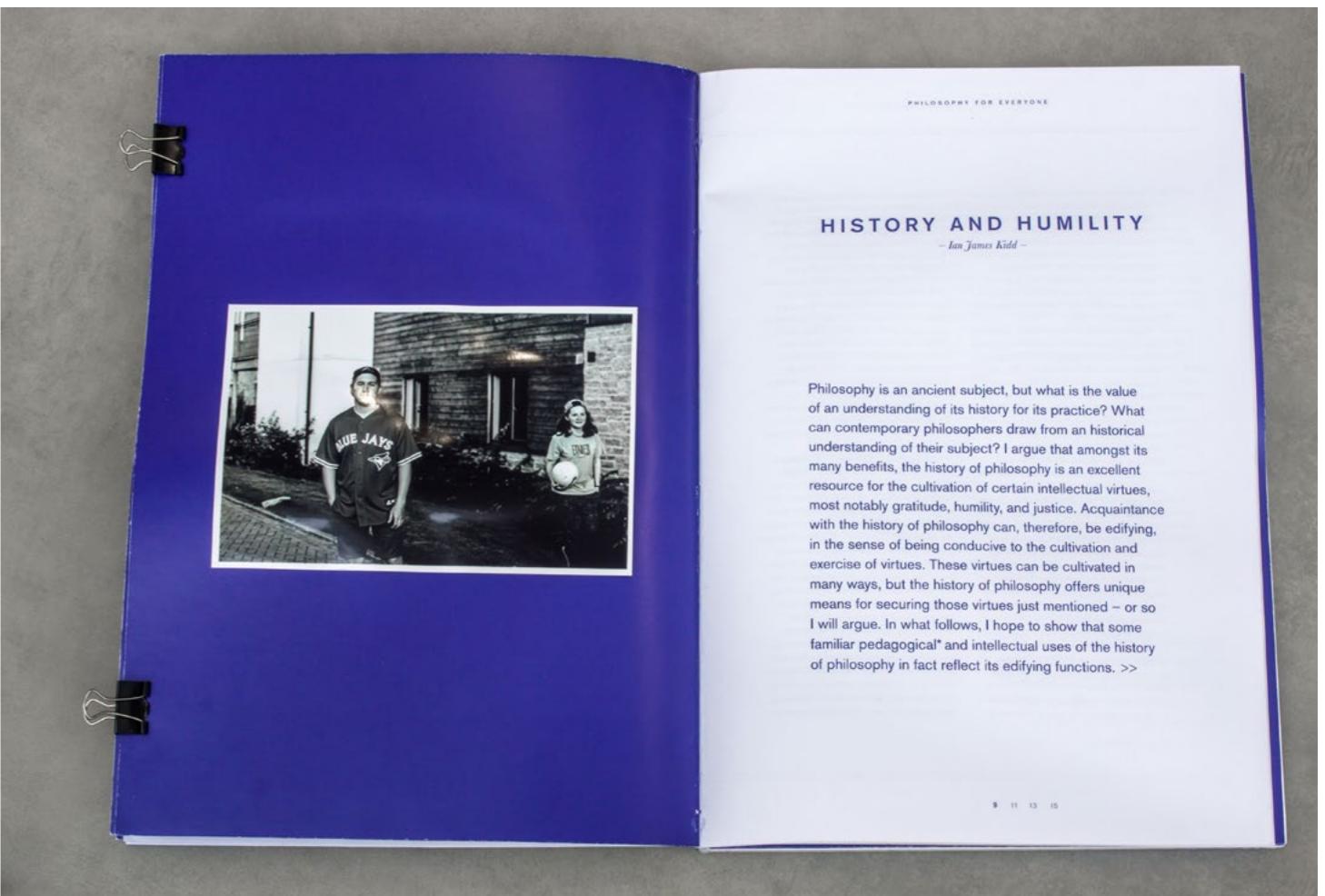
## Typography Exercise: Past & Present Publication

**The Brief:** Create a publication for the Royal Institute of Philosophy, titled 'Past & Present', using provided lecture transcripts, biographies and quotes. The publication should embody the Institute's message, 'philosophy for everyone', making the subject accessible and engaging to a wide audience beyond academia.

## Solution: Capture the spirit of a live event

The content comprises a series of lecture transcripts from a single event. Encapsulate the spirit of this event within the design of the publication, making readers feel as if they were in the room with the speaker, reliving the event for themselves.

The book is printed monochrome in a rich blue/purple, accompanied by stuck-in 6x4 photo prints of the event. It is set in *Baskerville* and *Akzidenz Grotesk* – a juxtaposition of old and new to reflect the Past & Present theme.



IAN JAMES KIDD - HISTORY AND HUMILITY

>> THE ORIGINS OF PHILOSOPHY ARE UNCLEAR. But certainly there were, in Greece, India, and China, vigorous philosophical traditions by the sixth to fifth centuries BC. Indeed, it is possible that Confucius, the Buddha, Thales and the authors of the Upanishads may have been contemporaries. The first six thousand years of, of course, seen philosophy, both Eastern and Western, go on to sustain vigorous, dynamic traditions. Indeed, one striking fact evidenced by history is the ubiquity of philosophical thought.

Across the scope of human cultures, in different times and climes, one finds sustained philosophical reflection, on topics ranging from knowledge and justice, to society and education, to reality and meaning. Although perhaps not for any individual, has to become, in all periods, to make philosophy interesting that every period previously considered to be rather barren – such as the Dark Ages of medieval Europe – were, in fact, philosophically dynamic, even if their questions and problems reflected concerns rather different from ours.

The fact of the historical ubiquity of philosophy naturally pleases those engaged in the business of philosophy today. Certainly philosophers, whether professional or lay, should find a legitimate sense of pride in their participation in a venerable tradition of thought. This should include an appreciation of the sincere and sustained efforts, by men and women historically and culturally distant from us, to articulate ideas about their place in the order of things, which we may, today, profitably draw upon. And there isn't, I hope, too much vainglory in the epimetic sentiment that philosophy has been, and continues to be, an enabling feature of human life.

Although such sentiments have their place, the history of philosophy surely offers us more than just a sense of pride of one's place within a venerable tradition. Their thing matter, if only to motivate, but the value of the history of philosophy should not be narrowly construed as a capacity to encourage

young philosophers – those sitting through hard going undergraduate lectures on Kant, say – to keep at it and work hard. A sense of standing on the shoulders of giants, to borrow Newton's handy phrase, is useful. But so, too, is one's knowing something about those giants and about how, and why, they worked and wondered as they did.

In the history of philosophy, these giants would be all those earlier thinkers whose work is now part of our shared history. Some of the giants are obvious and familiar, such as Plato or the Buddha, whereas others, like Nagayama or Josiah Royce, remain obscure, even to those who work within certain areas of academic philosophy. Both familiarity and obscurity can be felicitous, of course.

Some philosophical giants are well known for their obscurity, like Nietzsche, and others for their accessibility, like Russell. But what does it mean to say that these figures, and others more like them, are part of a shared history, and how and why does that history matter?

The significance of the history of philosophy turns on the answer to the question. Certainly there are many reasons why one might not want to teach philosophy in an historical manner. One might prefer, for instance, to teach or write about philosophy in terms of 'problems' or discrete areas, like *Metaphysics*, *Cosmology*, or *Topics in Philosophy of Science*. This way of philosophizing focuses on topics, issues, and themes, like the nature of time, mental causation, or scientific methodology. And that can be a valuable and effective way of doing philosophy, especially within the context of the structure of modern universities. Yet a focus on abstract argument divorced from concrete context does, at least sometimes, compromise one's understanding and appreciation of the ideas and problems being discussed. One could, for instance, take a course on *Knowledge and Scepticism*, covering Pyrrho, Descartes, Kant and others, without ever detailing why, for each of these figures, questions

about knowledge and scepticism mattered. An appeal to the inherent fascination or trickiness of their questions usually suffices, at least for those who opt to take such courses, but often these questions are presented without a clear account of why these philosophers were troubled by them. Most philosophers, at least in the past, were troubled by philosophical questions not because they out of mere curiosity, but rather because they perceived that these questions, even the most abstract ones, had implications for aspects of life which mattered to them.

Such concerns are easily to neglect. A philosopher's position can be summarised as an argument, or a series of bullet points on a PowerPoint slide, but this format is apt to neglect the vast amount of detail that went into the work. One often needs to obscure the biographical and historical context of a philosopher's life, reducing them to names and dates, of the form "Thomas Hobbes (1588–1679)". Where, after all, is the contextual richness of a biography such as that Hegel offered for Aristotle: "He was born ... he worked, and ... he died". Hegeler may have been right that, for certain purposes, Aristotle's biography is not of interest, but that fact is only true at a certain level of analysis. Certainly it is not a general axiom of philosophising

Context is not only pedagogically or interpretively valuable. There are reverting incentives in the history of philosophy, for sure – and not solely in the life of Ludwig Wittgenstein – but the value of historical context goes further than that. Shoring the wider social and political conditions within which philosophers worked, worried and wondered can help us to appreciate their more practical objectives. The Presocratics offer interesting arguments against traditional Greek religion, but they were ultimately, intended to facilitate social and political reform. Or to take a slightly later example, the Pythagorean sceptics did not engage in abstract epistemology\*, asking abstruse questions about the nature of knowledge, just because they were interested. Rather, it was because they perceived that a person who is to be happy must understand, first, what things are like and, second, how one should be disposed towards them. Put another way, they thought that knowledge of things was essential if we are to act properly regarding them, therefore interlinking epistemology and ethics in a way that will, one assumes, remain imitable if one concentrated simply on the arguments themselves.

Many derive assessments of the value of philosophy arise because, in many cases, these critics do not see how the abstract issues raised by the philosophically minded bear on practical

Across the scope of human cultures, in different times and climes, one finds sustained philosophical reflection, on topics ranging from knowledge and justice, to society and education, to reality and meaning,

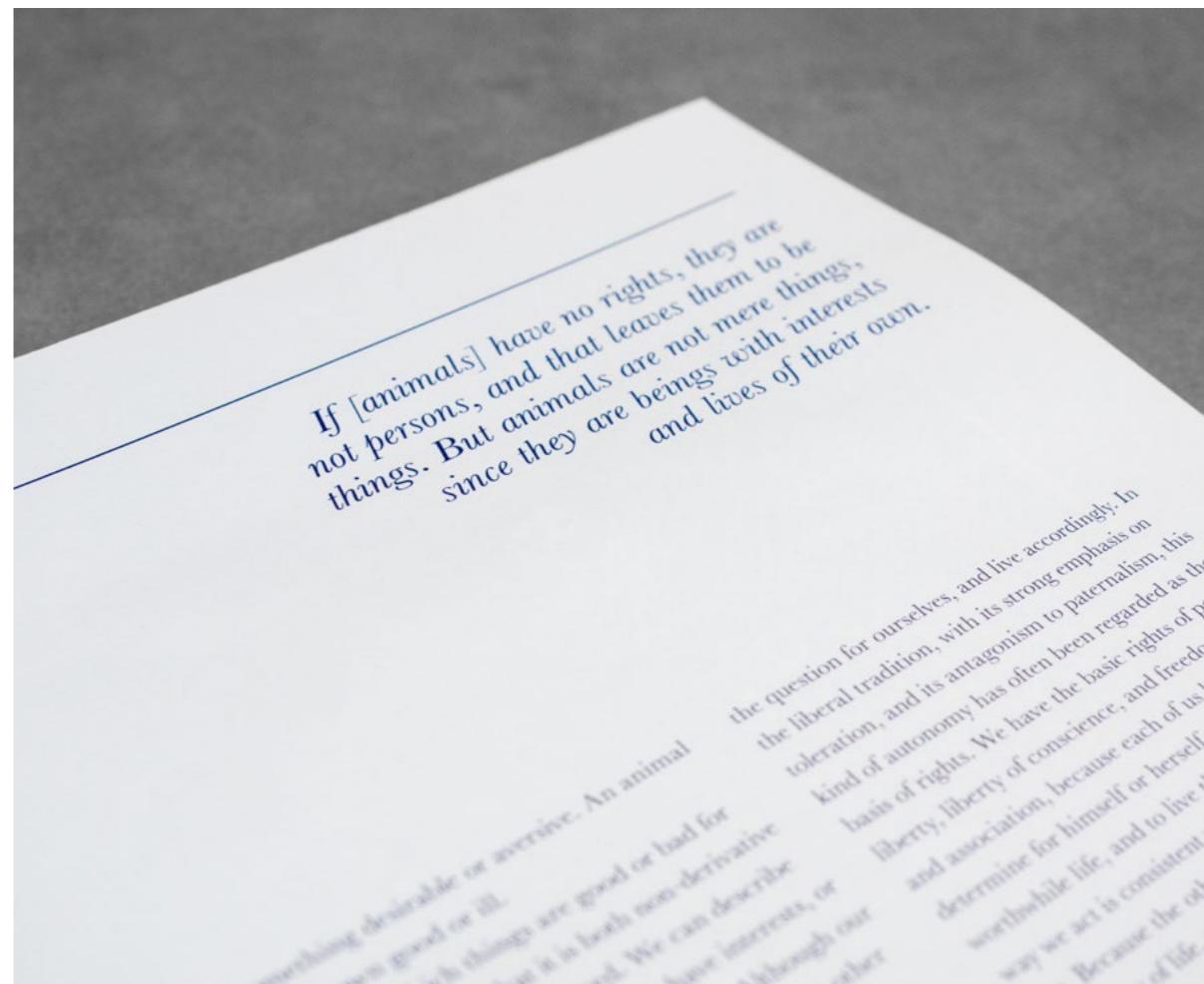
9 11 12 13



## HISTORY AND HUMILITY

– Ian James Kidd –

Philosophy is an ancient subject, but what is the value of an understanding of its history for its practice? What can contemporary philosophers draw from an historical understanding of their subject? I argue that amongst its many benefits, the history of philosophy is an excellent resource for the cultivation of certain intellectual virtues, most notably gratitude, humility, and justice. Acquaintance with the history of philosophy can, therefore, be edifying, in the sense of being conducive to the cultivation and exercise of virtues. These virtues can be cultivated in many ways, but the history of philosophy offers unique means for securing those virtues just mentioned – or so I will argue. In what follows, I hope to show that some familiar pedagogical and intellectual uses of the history of philosophy in fact reflect its edifying functions. >>

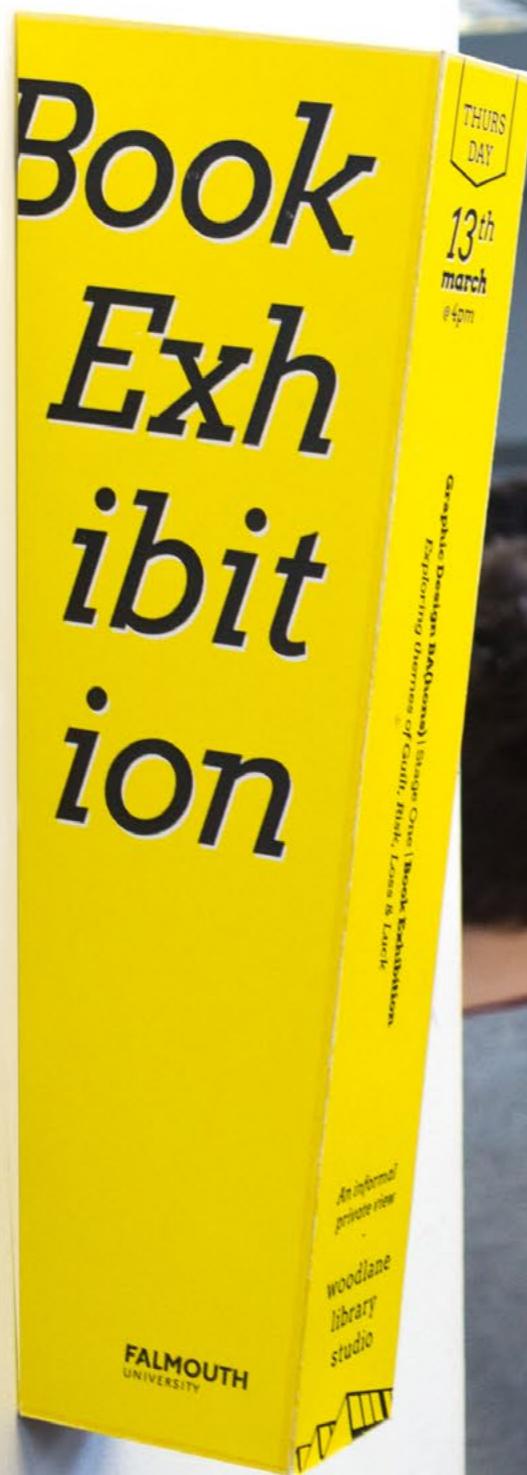


the question for ourselves, and live accordingly. In the liberal tradition, with its strong emphasis on toleration, and its antagonism to paternalism, this kind of autonomy has often been regarded as the basis of rights. We have the basic rights of personal liberty, liberty of conscience, and freedom of association, because each of us has the right to determine for himself or herself how he or she wants to live, and to live it in the way we act is consistent with the other rights of life.

150 Ian Hacking	Philosophy and the Social Sciences
151 Christine Korsgaard	Philosophy for Everyone
152 Thomas Nagel	Philosophy for Everyone
153 Alasdair MacIntyre	Philosophy for Everyone
154 Bernard Williams	Philosophy for Everyone
155 John Searle	Philosophy for Everyone
156 Mary Warnock	Philosophy for Everyone
157 Jürgen Habermas	Philosophy for Everyone
158 Noam Chomsky	Philosophy for Everyone
159 John McDowell	Philosophy for Everyone
160 Jerry Fodor	Philosophy for Everyone
161 Sir Anthony Kenny	Philosophy for Everyone
162 T M Scanlon	Philosophy for Everyone
163 Simon Blackburn	Philosophy for Everyone
164 Ned Block	Philosophy for Everyone
165 Derek Parfitt	Philosophy for Everyone

Publication is split into two sections: lecture transcripts and biographies – signified by a change in paper stock.





## 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.

# Branding Bitcoin

'Make digital currency accessible to the masses'

Bitcoin is a new way of doing money – and as a currency it is slowly maturing. Its problem however, is that it's a system born in the gloomy world of hacker forums, built on complex cryptography beyond the comprehension of most ordinary folk.

To achieve mainstream success, Bitcoin must learn to speak human, make itself accessible and useful to ordinary people and grow up and out from its hacker roots. Once it does, it has the potential to revolutionise the world of finance and affect the lives of billions.



### **Who will benefit most?**

Here, in the developed world, over 95% of us own a bank account, and are comfortable with that. In the West I'm not yet sure there's a compelling case for adopting Bitcoin. In the developing world however, it's a different story. Around 50% of the world doesn't have a bank account – for them Bitcoin could actually be an opportunity – to leapfrog the West and lead the world with the future of currency.

### **Money & poverty: the situation**

Right now, in 2015, nearly half the world's population live below the poverty line on less than \$2.50 a day. In this environment, economies are mostly cash-based and informal – there is no accountability allowing exploitation of the poor to run rife whilst governments and financial powers are corrupt. This all serves to create an unstable national currency and starves the poorest of the resources they need.

Bitcoin can help solve this. Its democratic and decentralised nature unites people from corruption and can help them take control of their finances. Money becomes a tool for self-improvement, not a weight to shackle you down.

# Bitcoin

You, empowered

## Introducing Bitcoin: You, empowered

*Safe, Reliable, Accessible, Democratic,  
Empowering, Human*

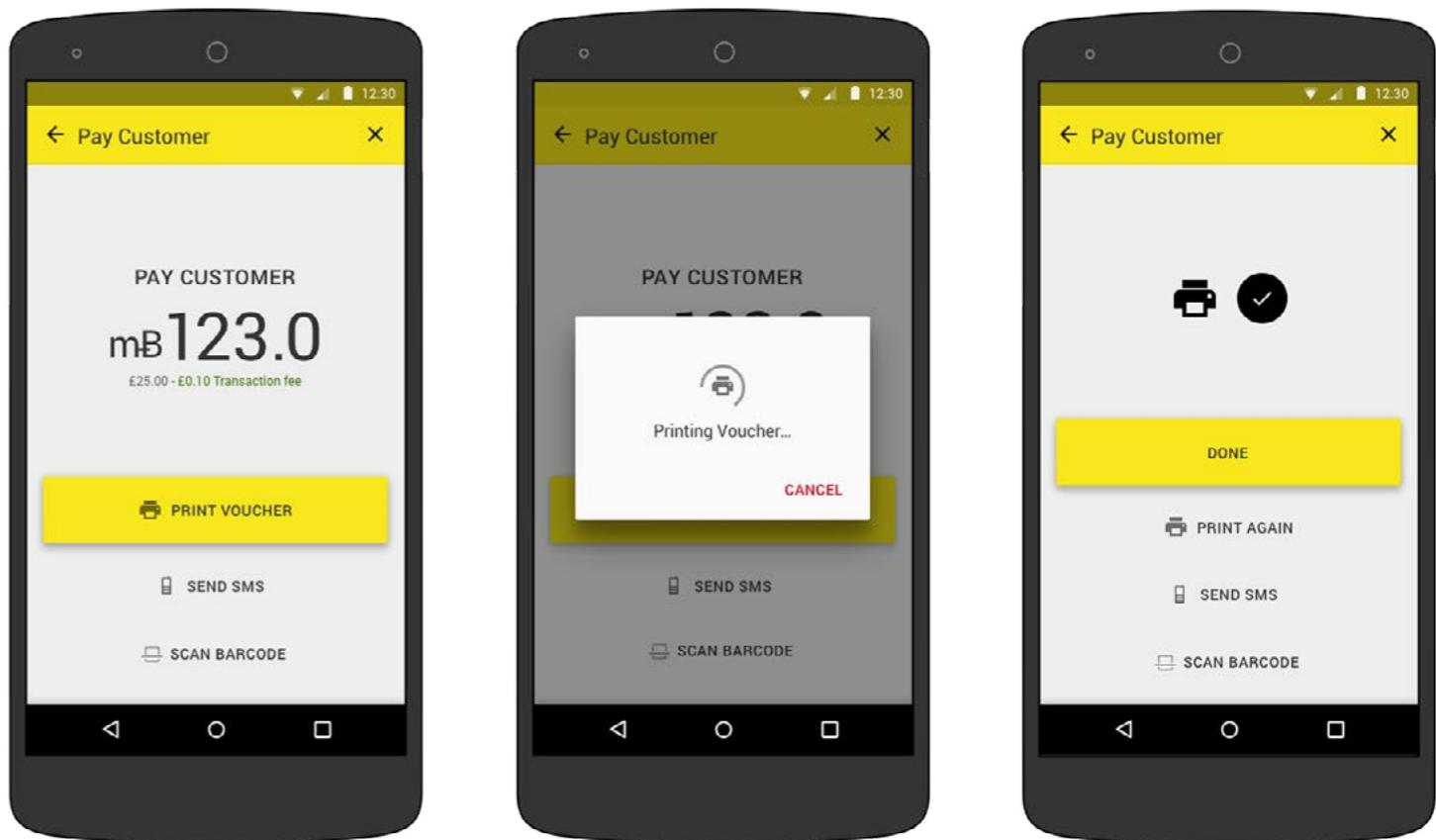
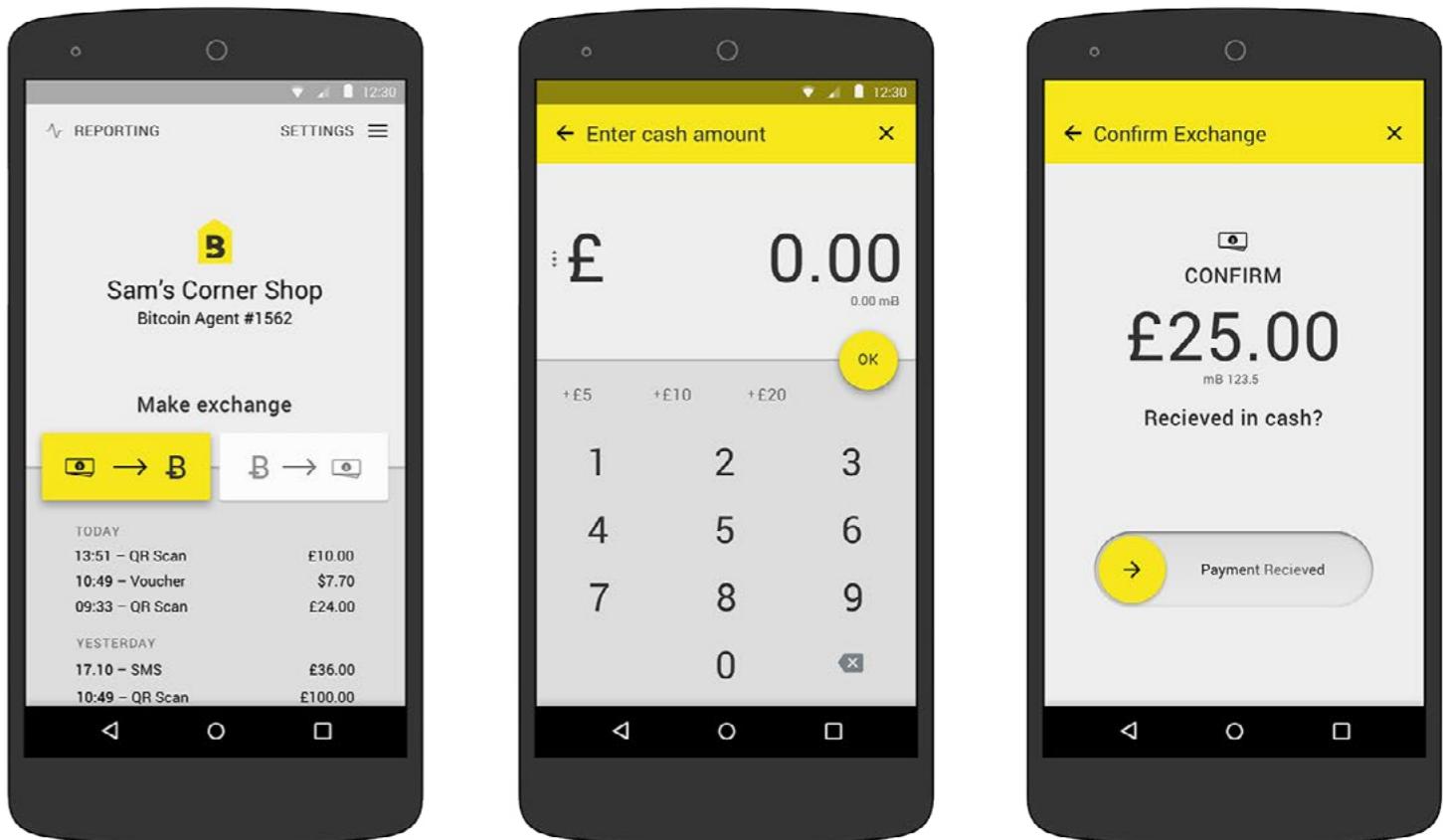
Bitcoin is you, empowered. Its safety, reliability and accessibility mean even the poorest of this world can pick their head up and look forward. It frees you to concentrate on the things that really matter – family, friendships, your business and your future.



# CoinAgent

## Bitcoin CoinAgents

To bridge the gap between current cash economies and new digital currency, a network of 'CoinAgents' allows people to easily exchange cash for Bitcoin. Customers simply hand over their cash and receive the equivalent Bitcoin, via SMS or a printed voucher.



**Merchant App**

This Android app allows merchants to perform and track exchanges quickly and securely.

"Great ambitions need  
strong foundations"



"Let your money let  
you do more"



### Environmental Application

Branding is spread throughout populated areas using everyday objects all coloured with the same distinctive yellow. The message and objects are all metaphors for Bitcoin's key values and all have real uses beyond advertising so they can permeate the environment over time.

Special messages are tailored towards small businesses. The printed mats, for example, serve as a metaphor for people literally building their business upon Bitcoin.



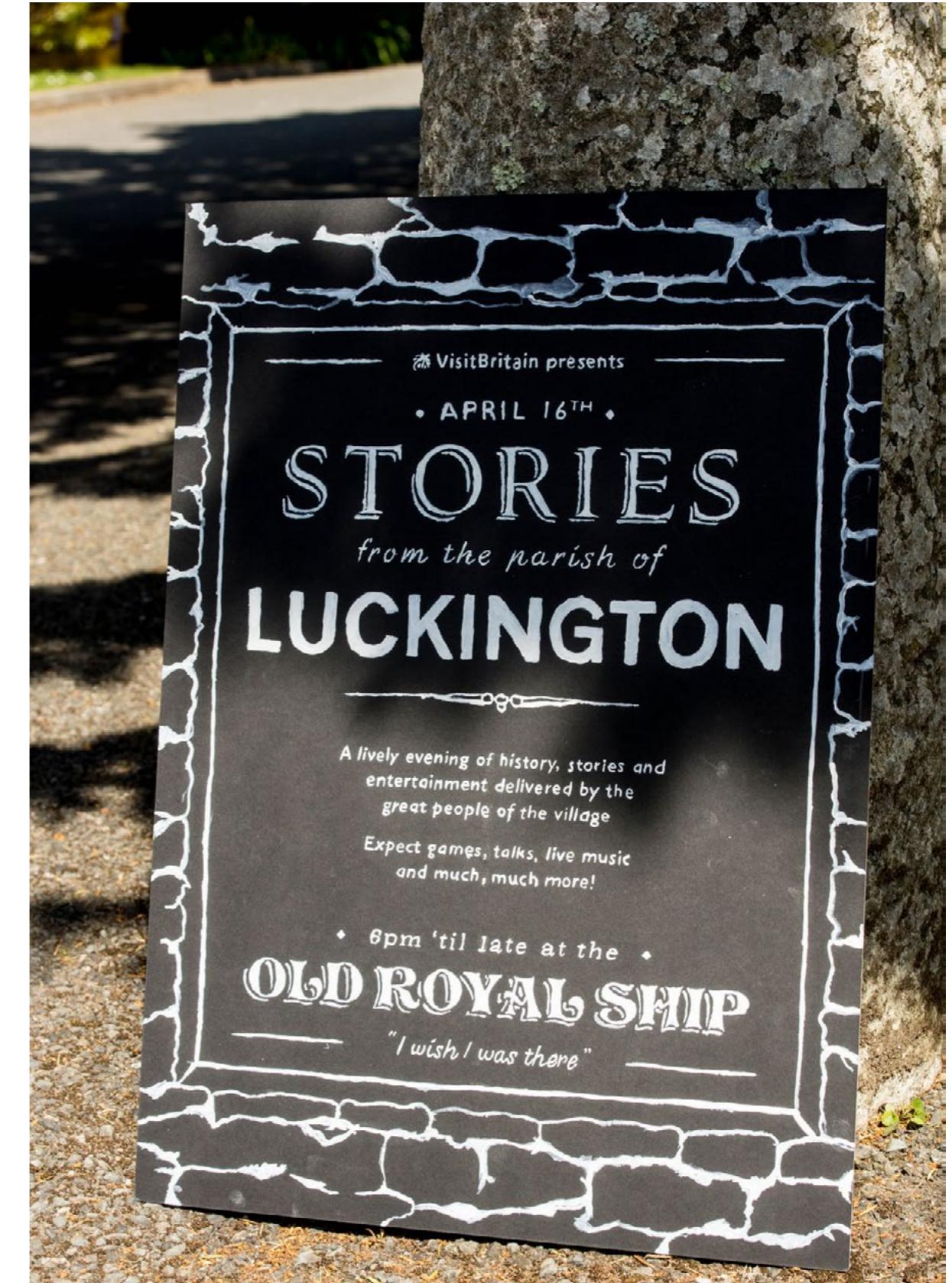
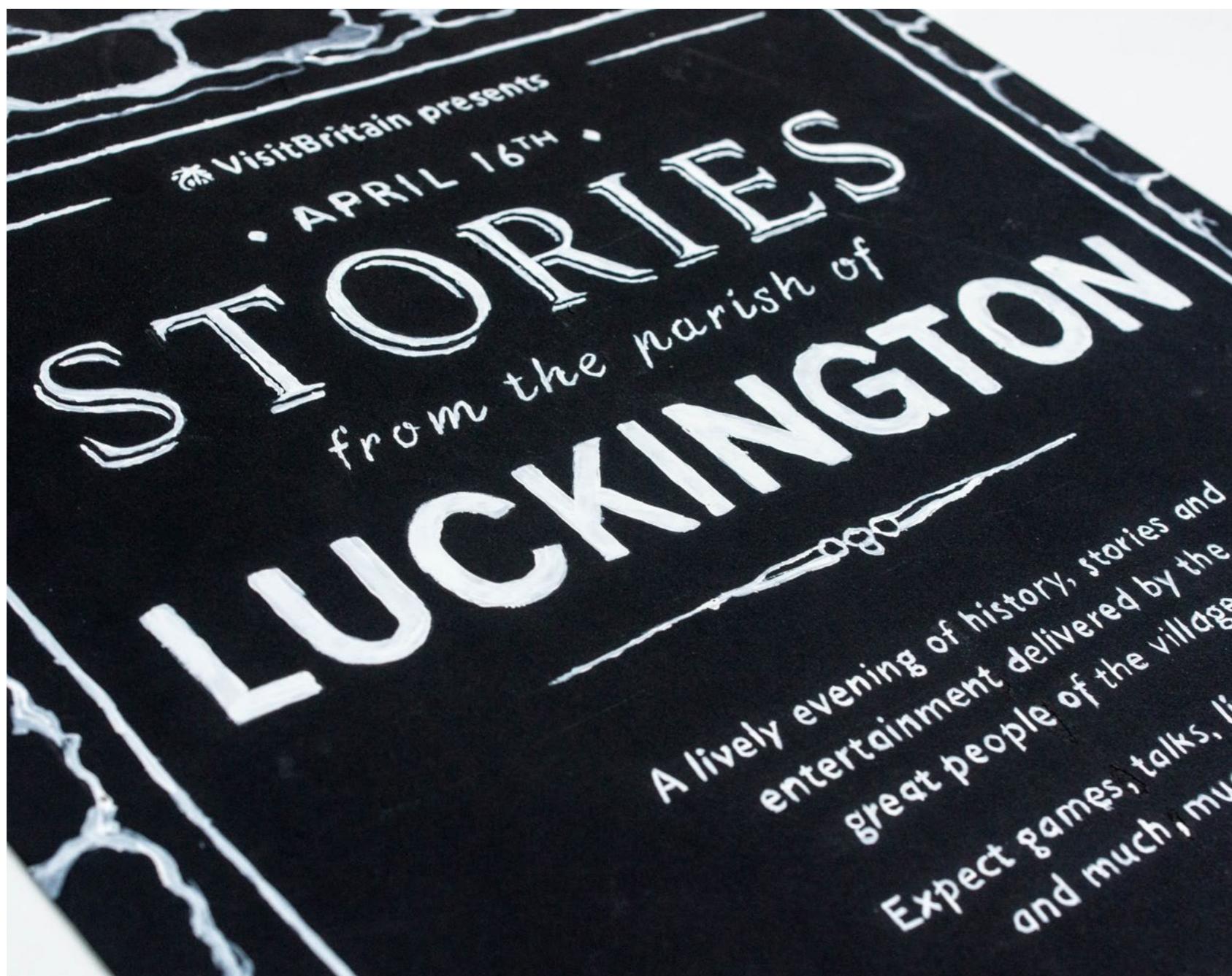
## Visit Britain: Stories from Luckington

**The Brief:** *Visit Britain* have given you the opportunity to promote your home city/town/village as an 'alternative' tourist destination. Your solution should celebrate the place's heritage, people and personality with both locals and a wider audience.

**Solution:** An initiative designed for the villagers of Luckington, as well as outside visitors, to deepen their relationship and knowledge of the village.

## Storytelling evenings

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.

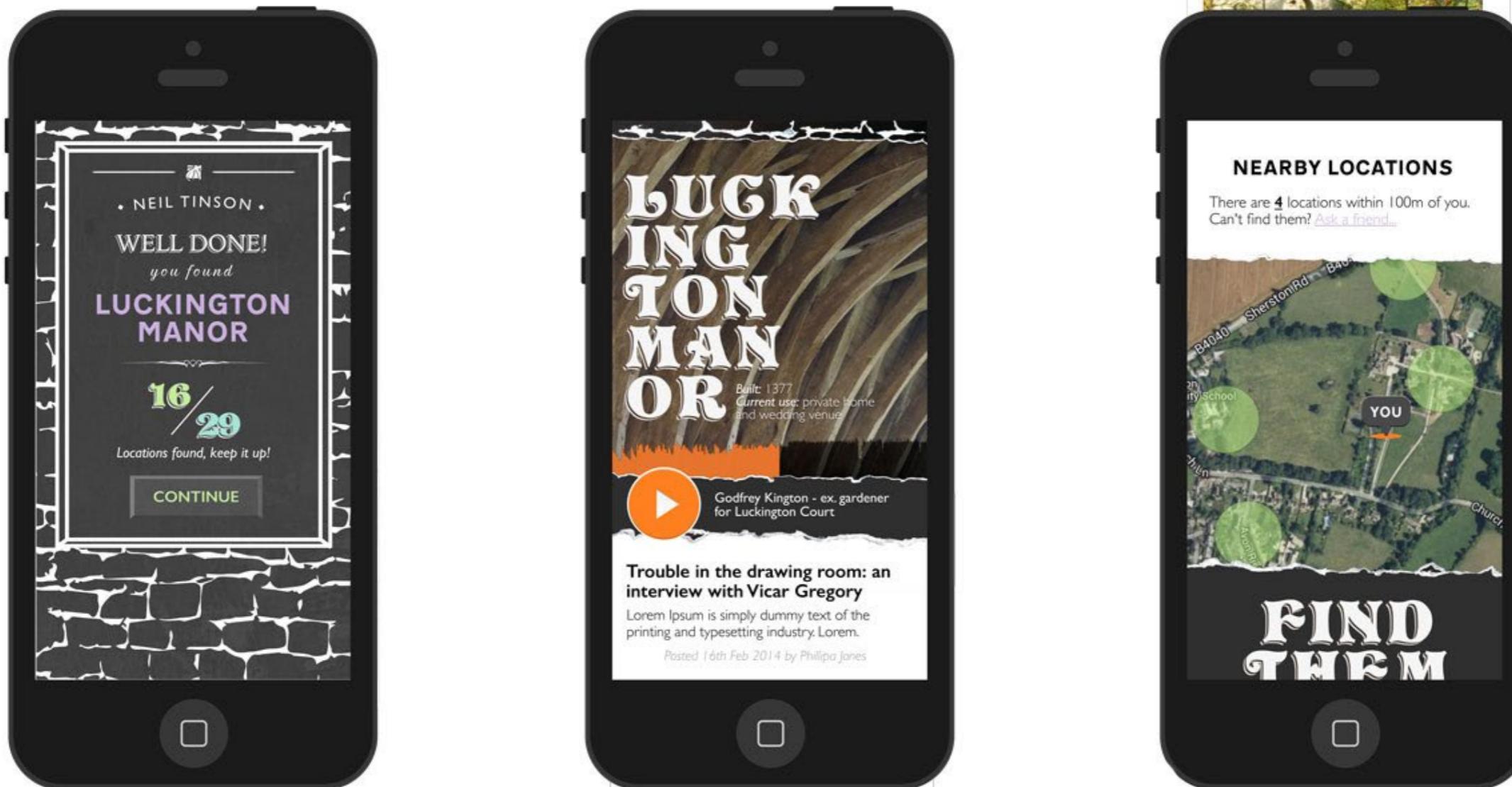


Hand-painted advertising sign for event in village pub

## The App

These stories would be recorded and made available through QR codes, engraved into walls and buildings around in the location they describe. With the Luckington app – people can follow a trail of stories, hunting the next

one whilst learning about their village. 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

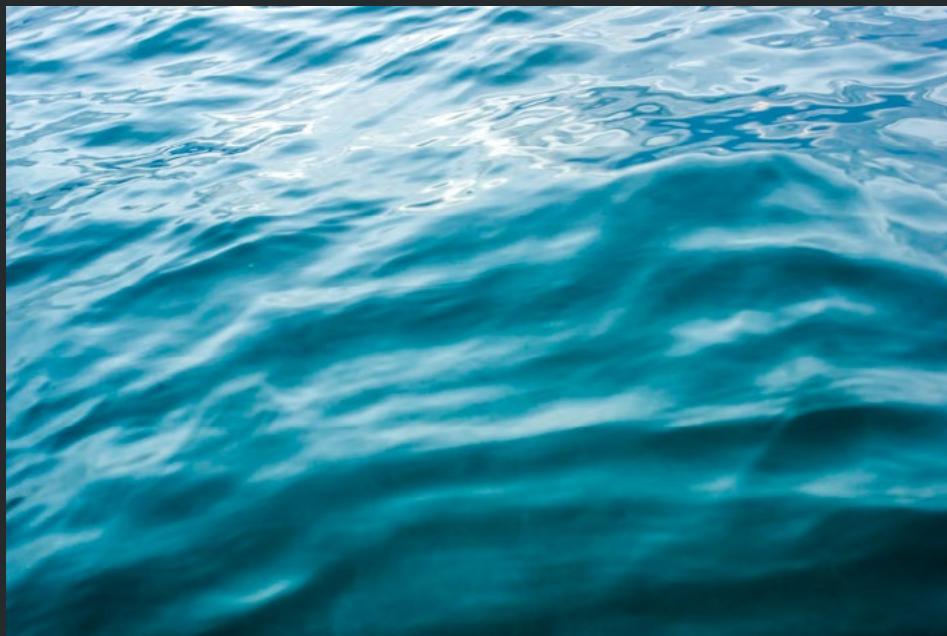
Collaboration with Luke Evans

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.

-  
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.





Photographs were taken over two mornings; armed with a variety of cameras we collected shots from in, out and even under the water. The majority of selected images came from our £10 disposable kodak, the softness and organic feel of film perfectly suiting this such a raw and soulful spectacle.





### 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.

# Web Design

Over the past years I've designed and built responsive websites for several small business clients. With each project my understanding of the coding and development process deepens, and I'm able to execute more of my ideas into working features.

## Selected sites:

[JackBeck.co.uk](http://JackBeck.co.uk)

[AmberBusiness.co.uk](http://AmberBusiness.co.uk)

[SamStephenson.com](http://SamStephenson.com)



COOKIE  
SANS

A New Typeface

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*

### **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 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*



Watch the Making-of Cookie Sans 



Thank you for your time!

[samstephenson.com](http://samstephenson.com)

[sam@stephenson.net](mailto:sam@stephenson.net)

07827 560 422