

Hello, I'm

# Sarah Fahy

I'm a designer who works across  
branding, web design, and  
publication design.

[Website](#)

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# Typeface

Project 1 of 6

An Art Deco style typeface inspired  
by the architecture of the Rivoli  
Cinema in Melbourne. The Cinema's  
style is a combination of Jazz  
Moderne and Streamlined Moderne.

Supervised by Rick Milovanovic  
and Tristan Ceddia.

RIVOLI  
MODERNE

# Typeface

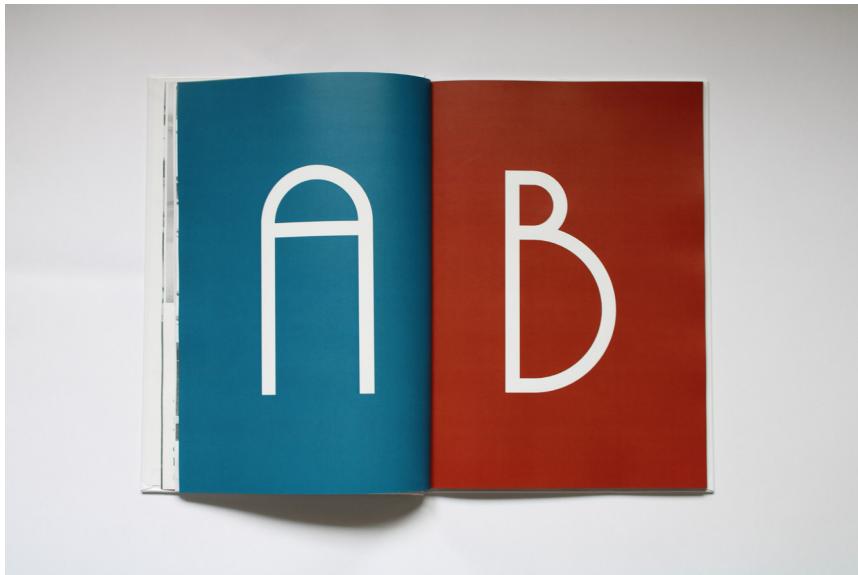
A B C D E F G H I J K  
L M N O P Q R S  
T U V W X Y Z

# Typeface

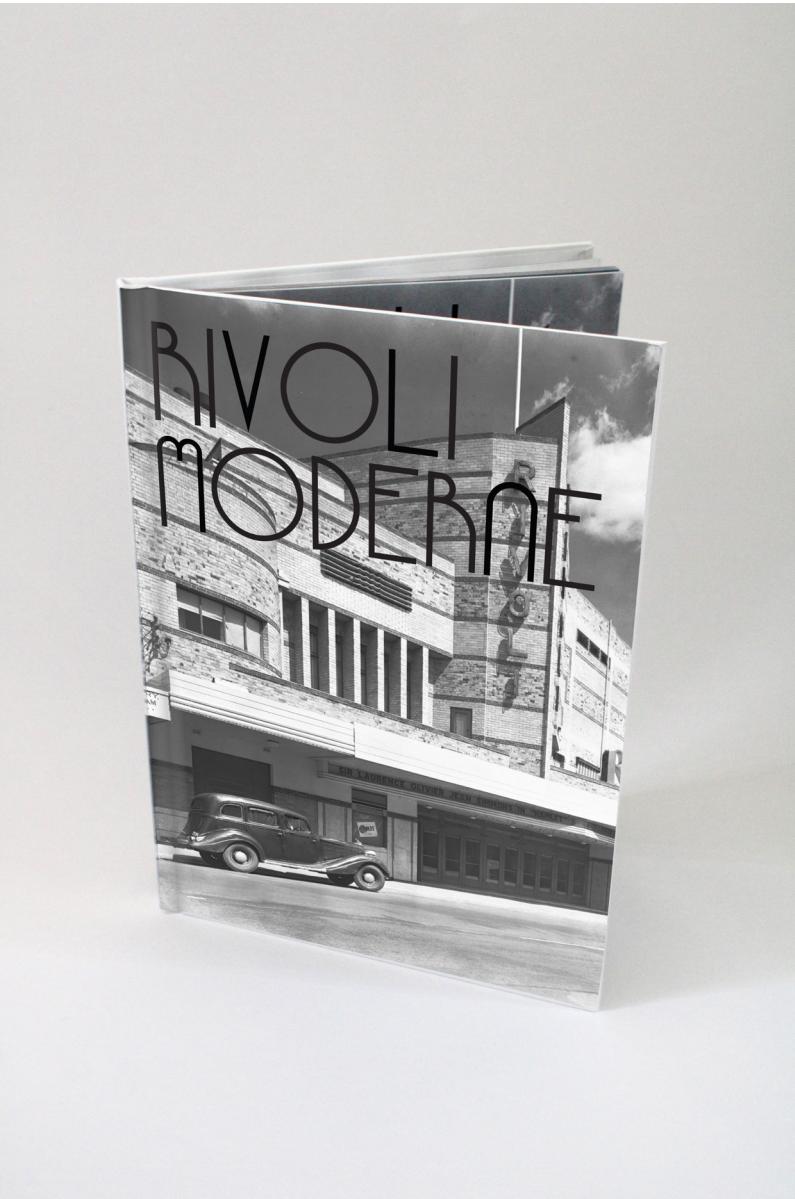
0 1 2 3 4 5 6 7 8 9  
! ? : / [ ] { } ( ) #  
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# Typeface

Click the images to view the whole book.



# Typeface



# Typeface

Poster

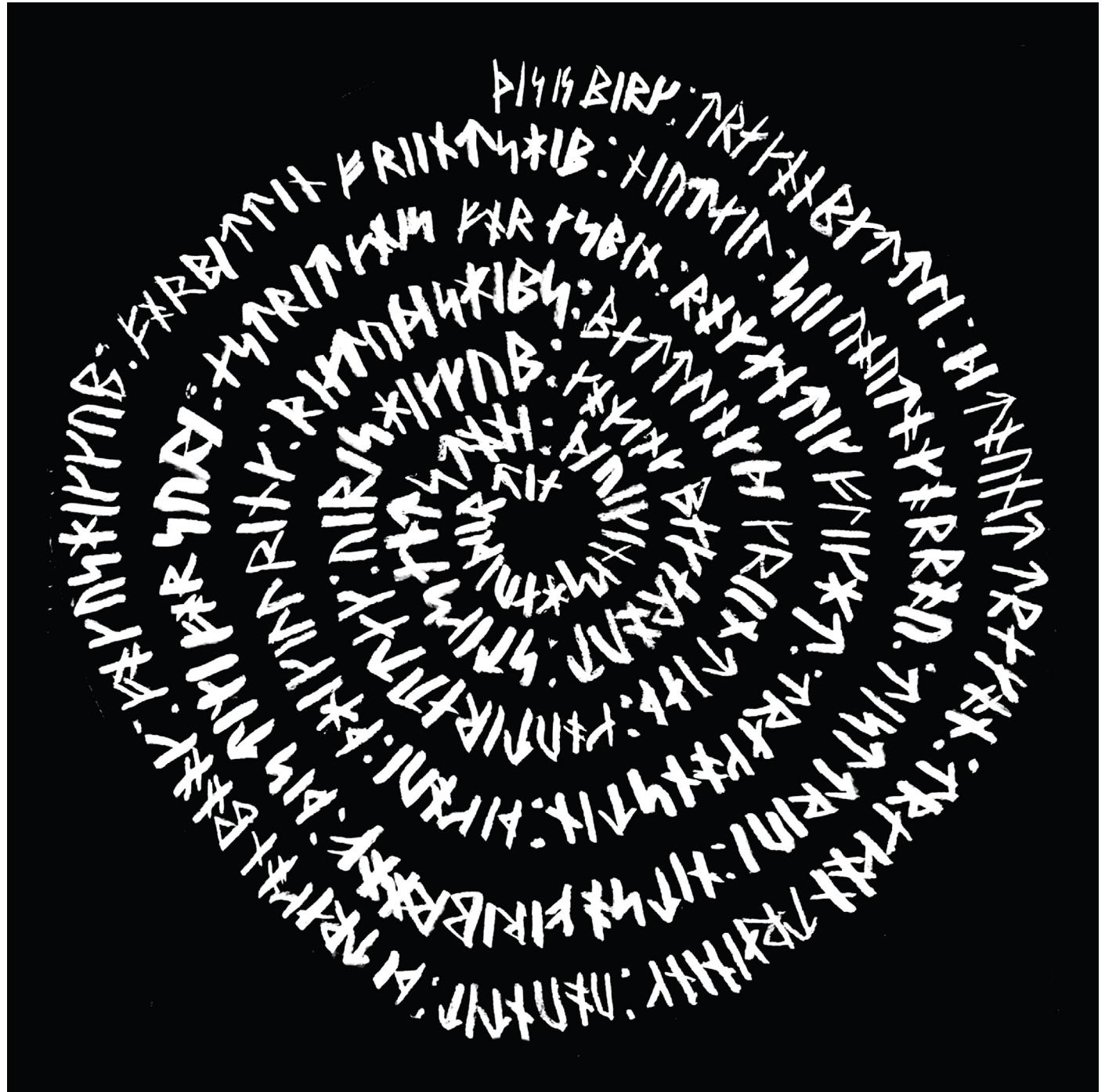


# Album cover

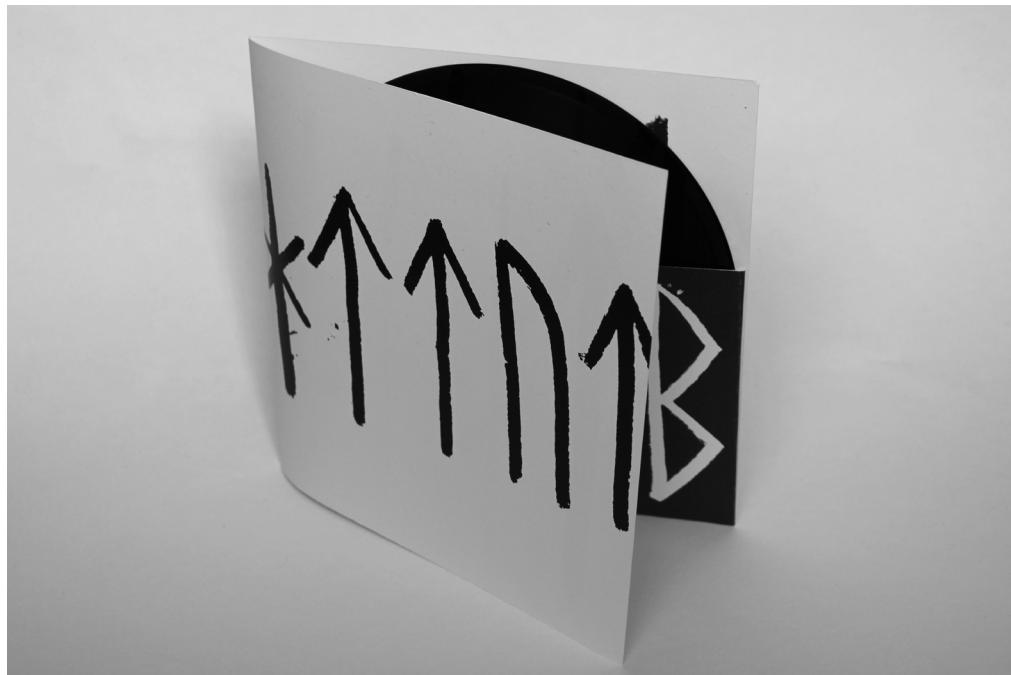
Project 2 of 6

This is an album cover for the instrumental soundtrack of the movie How To Train Your Dragon. It uses Viking runes written in charcoal and edited to make simple, high-contrast imagery that reflects the dramatic and theatrical style of the music.

Supervised by  
Rick Milovanovic.



# Album cover



Front cover



Back cover

# Album cover



# Album cover

Digital stills



# Delete the Asterix

Project 3 of 6

This project is a series of posters, Instagram posts and stickers designed for a social justice campaign advocating for more easily accessible mental health care that is free with no exceptions. The asterix next to the word “free” signifies the terms and conditions that currently make mental health care difficult to access.

Supervised by  
Adam Cruickshank.



Delete the  
Asterix



# Delete the Asterix

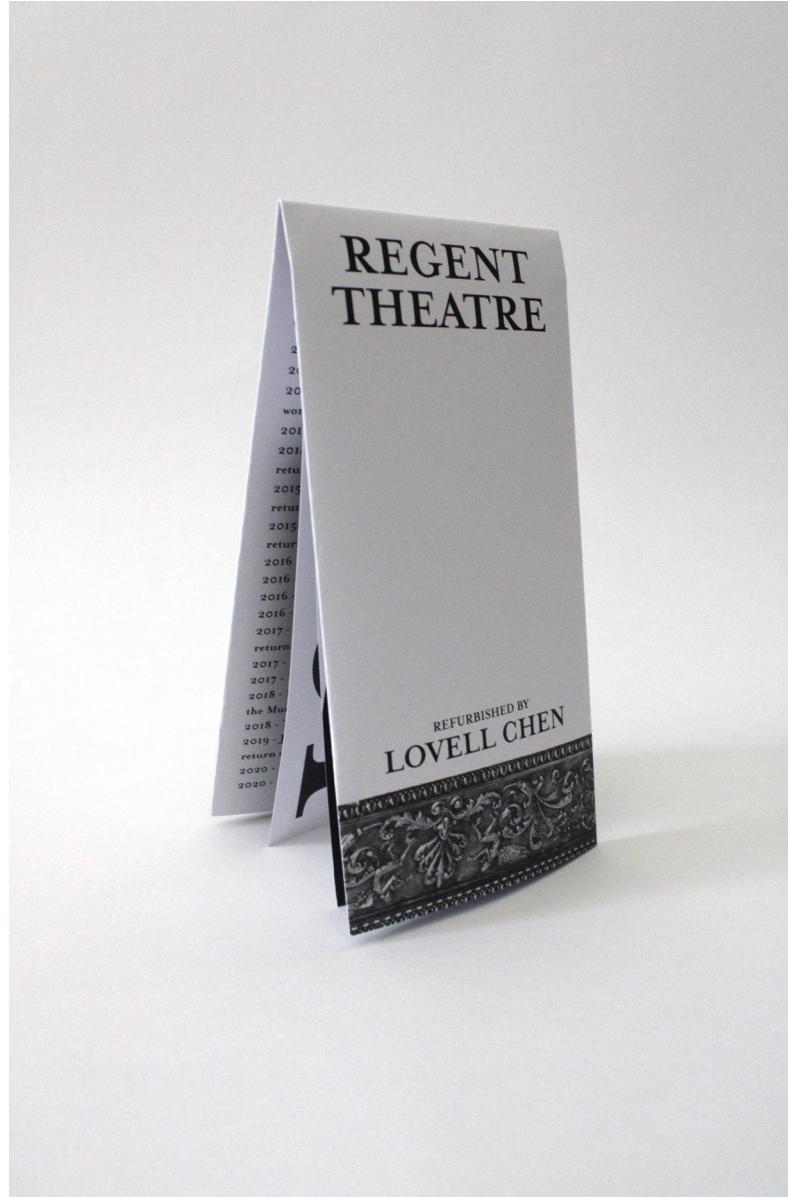


# Regent Theatre Publication

Project 4 of 6

This is a pamphlet about the refurbishment of the Regent Theatre in Melbourne, which was nominated in the Victorian Architecture Awards. It highlights the key features that were salvaged and replaced in the building, and the graphics used are decor from the interior of the building.

Supervised by Owen Cramp.



# Regent Theatre Publication



1996 - Sunset Boulevard (musical)  
1997 - Fiddler on the Roof (musical)  
1998 - Show Boat (musical)  
1999 - Live at the Regent Theatre - 1st  
Jobs 1999 (John Farnham concert)  
2000 - An American in Paris  
2001 - Singin' in the Rain (musical)  
2001 - The Wizard of Oz (adaptation of  
the 1939 film by John Kane)  
2002 - Man of La Mancha (musical)  
2002 - Oliver! (musical)  
2003 - The Merry Widow (operetta)  
2003 - Ned Kelly (film premiere)  
2003 - We Will Rock You (musical)  
2004 - Melbourne International  
Cinema Festival, AFR Awards  
2004 - Gomu with the Wind  
2004 - The Rocky Horror Show (benefit  
concert starring the cast of Neighbours)  
2005 - The Lion King (musical)  
2007 - The Wizard of Oz (film with  
live orchestra)  
2007 - Imperial Russian Dance  
Company's Flying Tears  
2007 - Melbourne International  
Comedy Festival Gala  
2007 - New Bourne's Swan Lake  
2007 - Priscilla Queen of the Desert -  
the Musical  
2008 - Wicked (musical)  
2009 - Swan Lake (ballet)  
2009 - Jason Alexander's Comedy  
Spectacular (stand-up)  
2010 - Flare (musical)  
2010 - The Music Man (musical)  
2011 - The Music of Andrew Lloyd  
Webber (Globe and Mail  
Premiere)

2011 - Never Dies (musical)  
2012 - Annie (musical)  
2012 - King Kong (musical) -  
world premiere  
2014 - Wicked (musical) - return season  
2014/2015 - Grease (musical) -  
return season  
2015 - The Lion King (musical) -  
return season  
2015/2016 - Cats (musical) -  
return season  
2016 - Mamma Mia! Musical (musical)  
2016 - The Sound of Music (musical)  
2016 - Cabaret (opera)  
2016 - We Will Rock You - return season  
2017 - Ladies in Black (musical) -  
return season  
2017 - My Fair Lady (musical)  
2017 - The Bodyguard (musical)  
2018 - Priscilla Queen of the Desert -  
the Musical  
2018 - The Wizard of Oz (musical)  
2019 - Jersey Boys (musical)  
return season  
2020 - War Horse (play)  
2020 - Billy Elliot the Musical

# Regent Theatre Publication



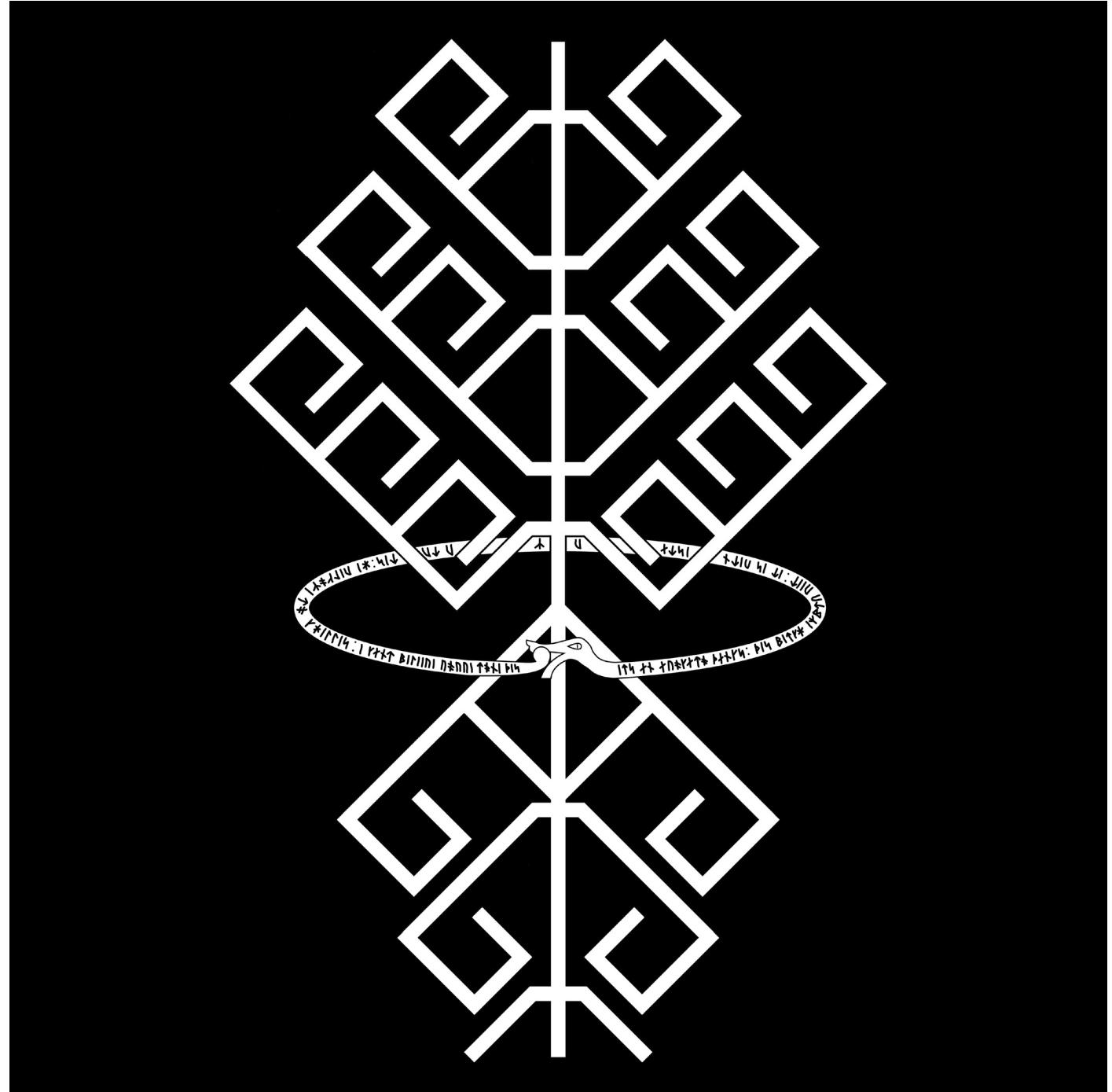
# Digital Archive

Project 5 of 6

This project is an archive of artefacts from the Viking age using both found imagery and my own photography. The navigation graphic is inspired by an image on a tapestry that is in the collection. The website is mobile adaptive and uses HTML, CSS, and Javascript.

[Site link](#)

Supervised by Uriah Gray.



# VIKING ARTEFACTS

## Asgard

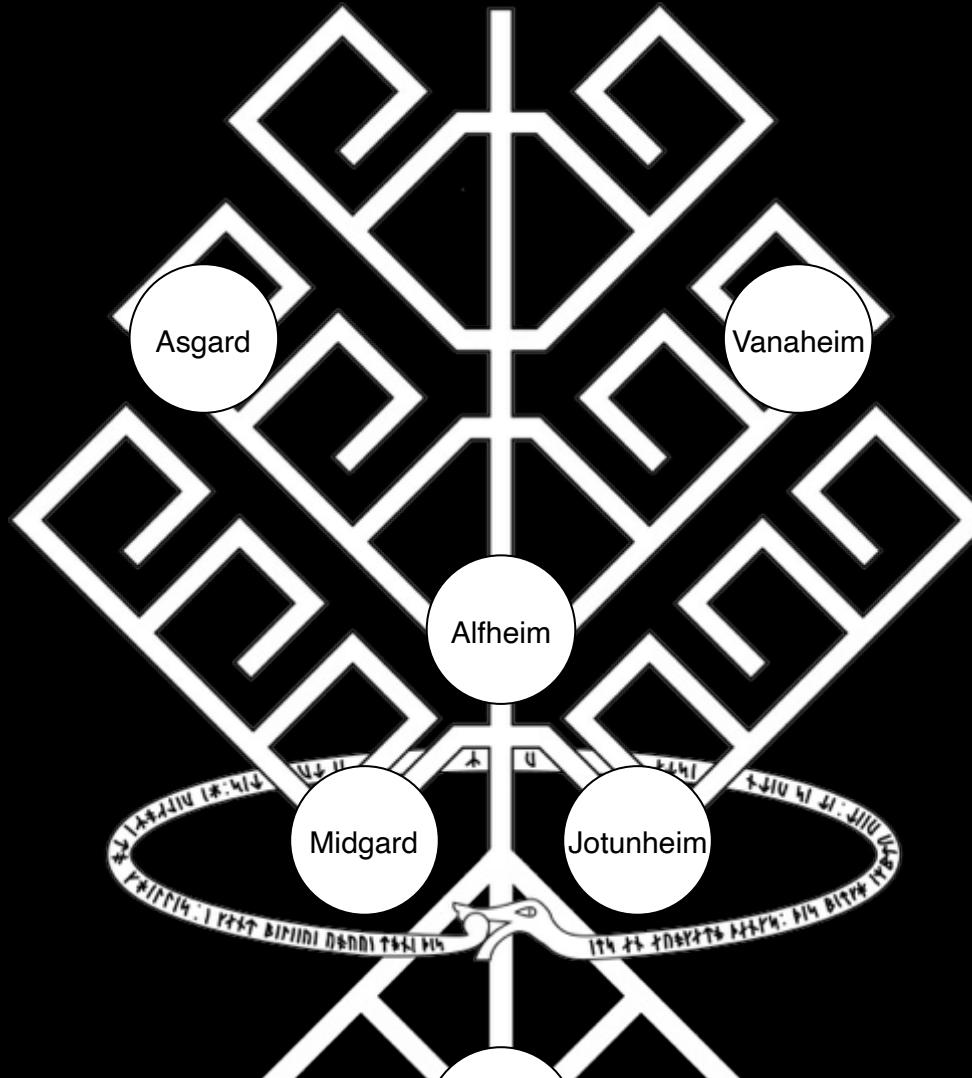
Asgard is the home of the group of Norse gods called the Aesir. This category includes examples of religious items from the Viking era, which includes both the old Norse religion and some Christian imagery, often combined in the same object.

## Midgard

Midgard is the realm inhabited by humans. It is surrounded by the serpent Jörmungandr. This category includes examples of objects used in everyday life for the Vikings, showing how they lived, ate, entertained themselves, and how much they valued cleanliness.

## Nidavellir

Nidavellir is the home of the Dwarves, who were master craftsmen and smiths. This category includes many examples of Viking crafts, including intricate metalwork, complex patterns embossed onto leather, and



## Vanaheim

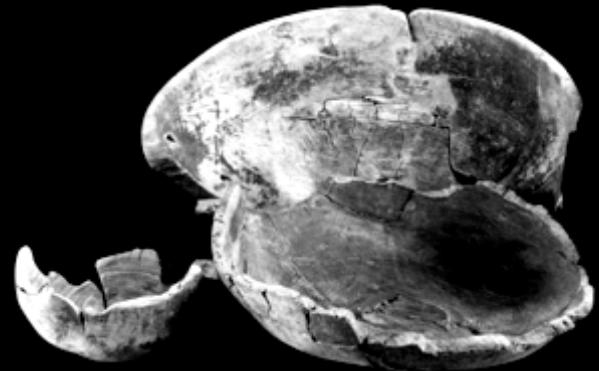
Vanaheim is the home of the group of gods called the Vanir, who are at war with the Aesir. This section shows examples of Viking age weaponry, and artwork depicting wartime. These weapons range from simple blades to intricately carved swords with decorated scabbards.

## Alfheim

Alfheim is the realm of the Elves, who are a group of demi-gods that are linked to the Vanir. This category shows how the Vikings depicted the Mythological creatures such as the elves that they worshipped or feared. Many examples include serpent-like creatures.

## Jotunheim

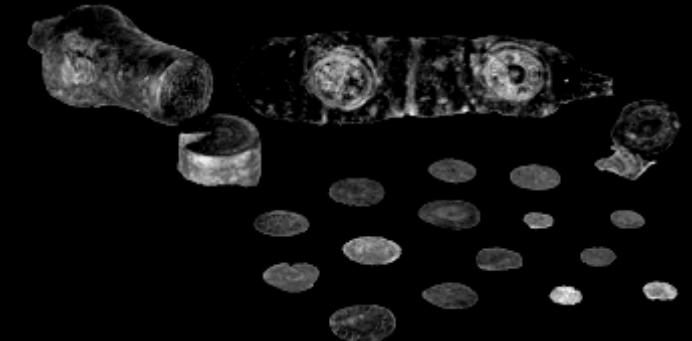
Jotunheim is the home of the Giants, who are said to have once tricked the god Thor into a drinking contest that resulted in the creation of the tides. This category shows



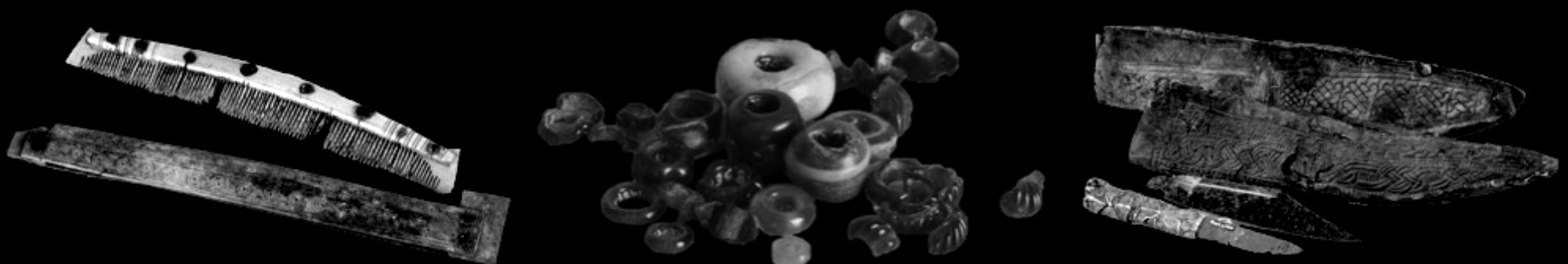
Wooden bowl.



Coin with cross.



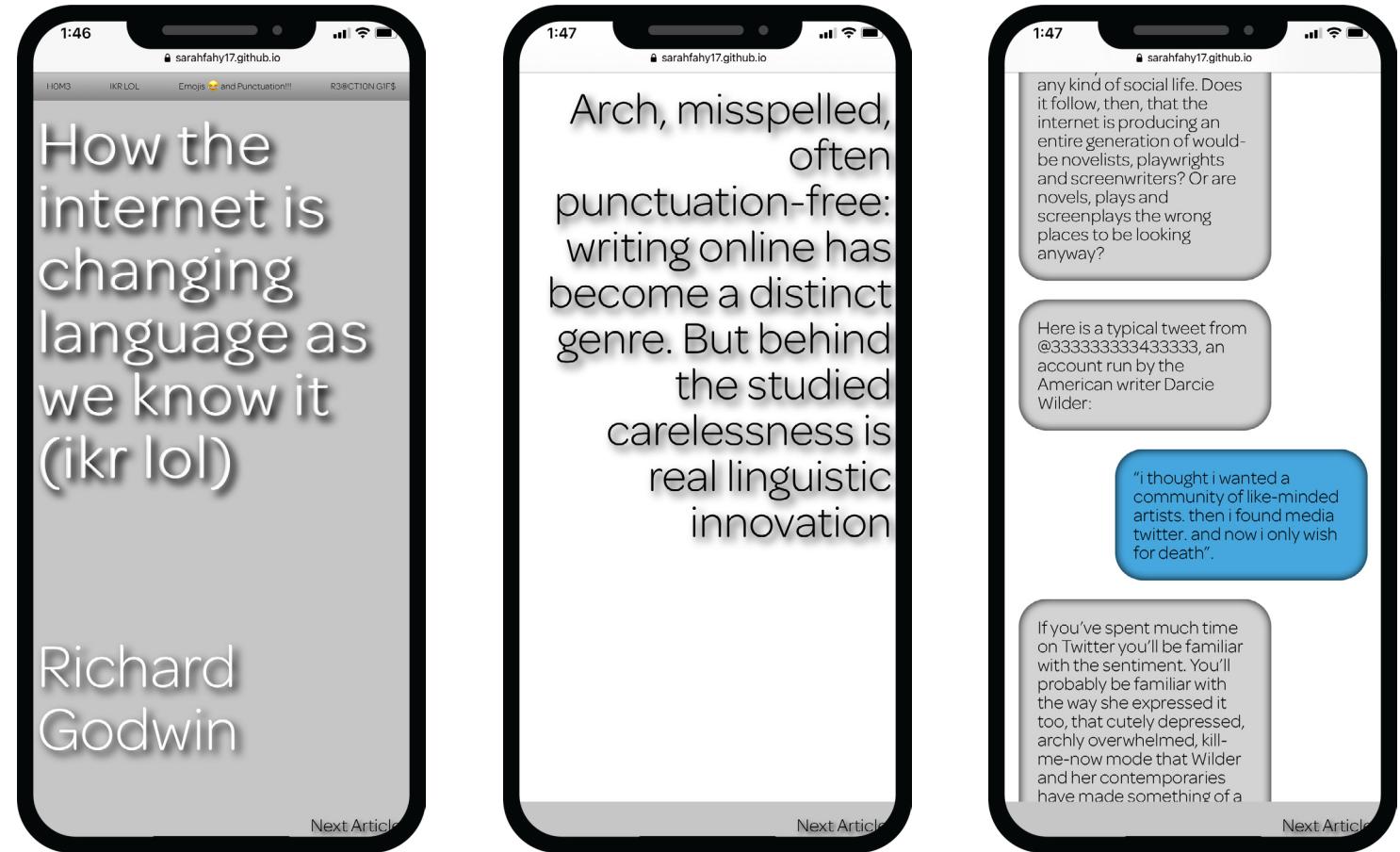
Coin stamps.



# Digital Publication

Project 6 of 6

This project is a series of articles about how the internet has changed the way we use language. Using HTML and CSS, the pages resemble iMessage/SMS bubbles to reference the subject of the articles. The site is mobile adaptive.



[Site link](#)

Supervised by Uriah Gray.

HOM3

IKR LOL

Emojis 😂 and Punctuation!!!

R3@CT10N G1F\$

Internet linguist  
Gretchen  
McCulloch: 'I'm  
still figuring out  
what's going on  
with the comma  
ellipsis'

Her new book on  
language change online  
reveals surprising  
historical precedents to  
emojis, memes and  
sarcastic punctuation

Amelia Tait

In your book, you talk about a game you played in high school where you would answer “Not much” to the question “How are you?” and “Good, how’re you?” to “What’s up” – you quickly realised no one noticed. Have you always been interested in our linguistic quirks, and how did that broaden to a love of internet language?

Yes! I first got interested in linguistics proper when I was about 12 – I picked up a book that happened to be about pop linguistics and thought it was the most amazing thing. I think, like many linguists, I have a difficult time turning the linguistics part of my brain off. If you get me at the pub, I may be trying to listen to what you’re saying and then get distracted by your vowels. So to be interested in the way people talk on the internet is just a natural extension of being interested in how people talk around me on an everyday basis. I see things go by and wonder how I could understand them and what’s going on.

You say the book is for people who understand internet language intuitively and also for people who want to figure out what on earth everyone is on about. Do you think older, or less online, people can get to grips with the new rules?

I think there’s a level to which it’s intuitive, but there’s also a level under conscious control. I’ve had people say