



Simon Owen

Communication Design Folio

2025

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Case Study 1: University Assignment Tao Te Ching

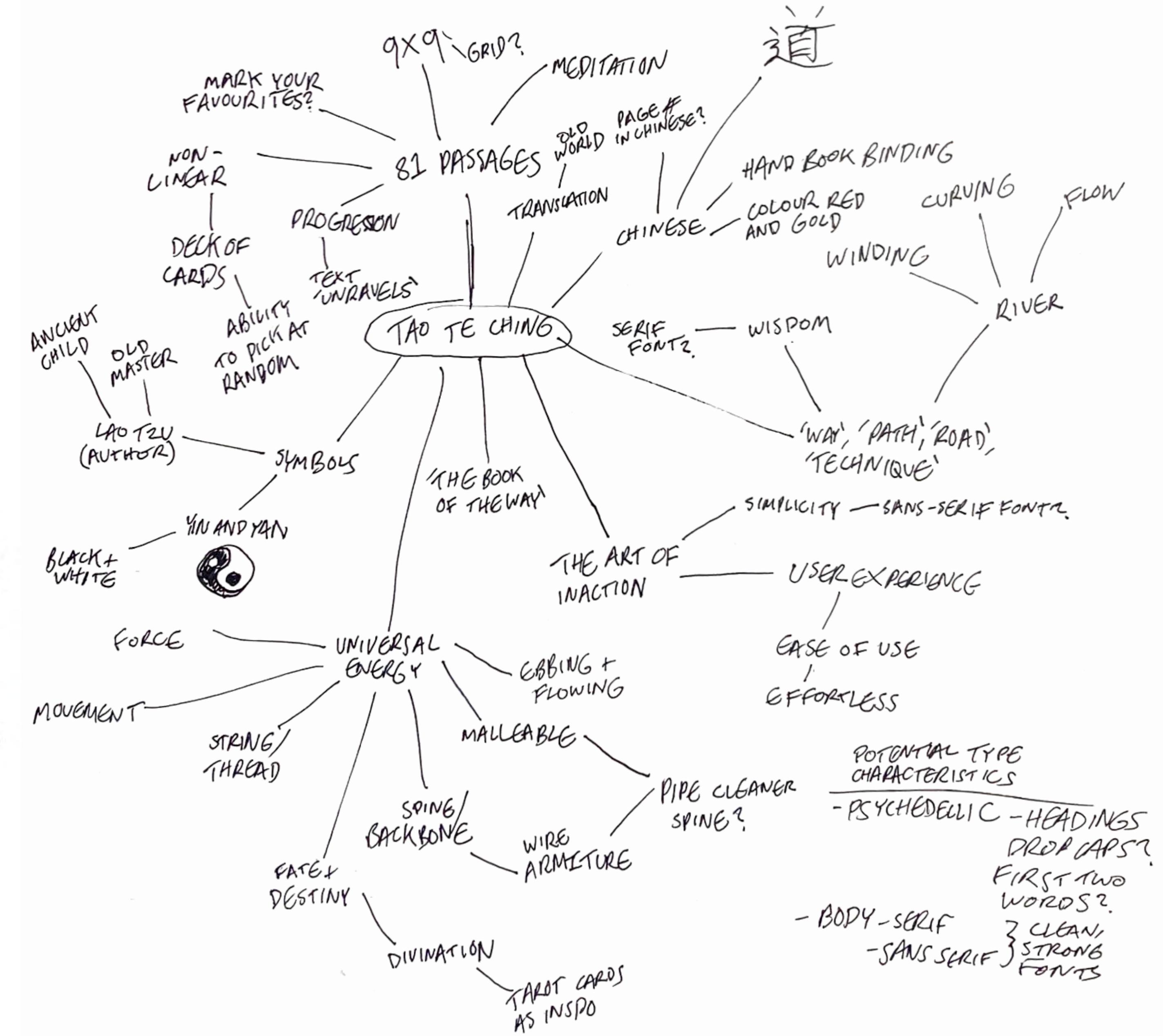
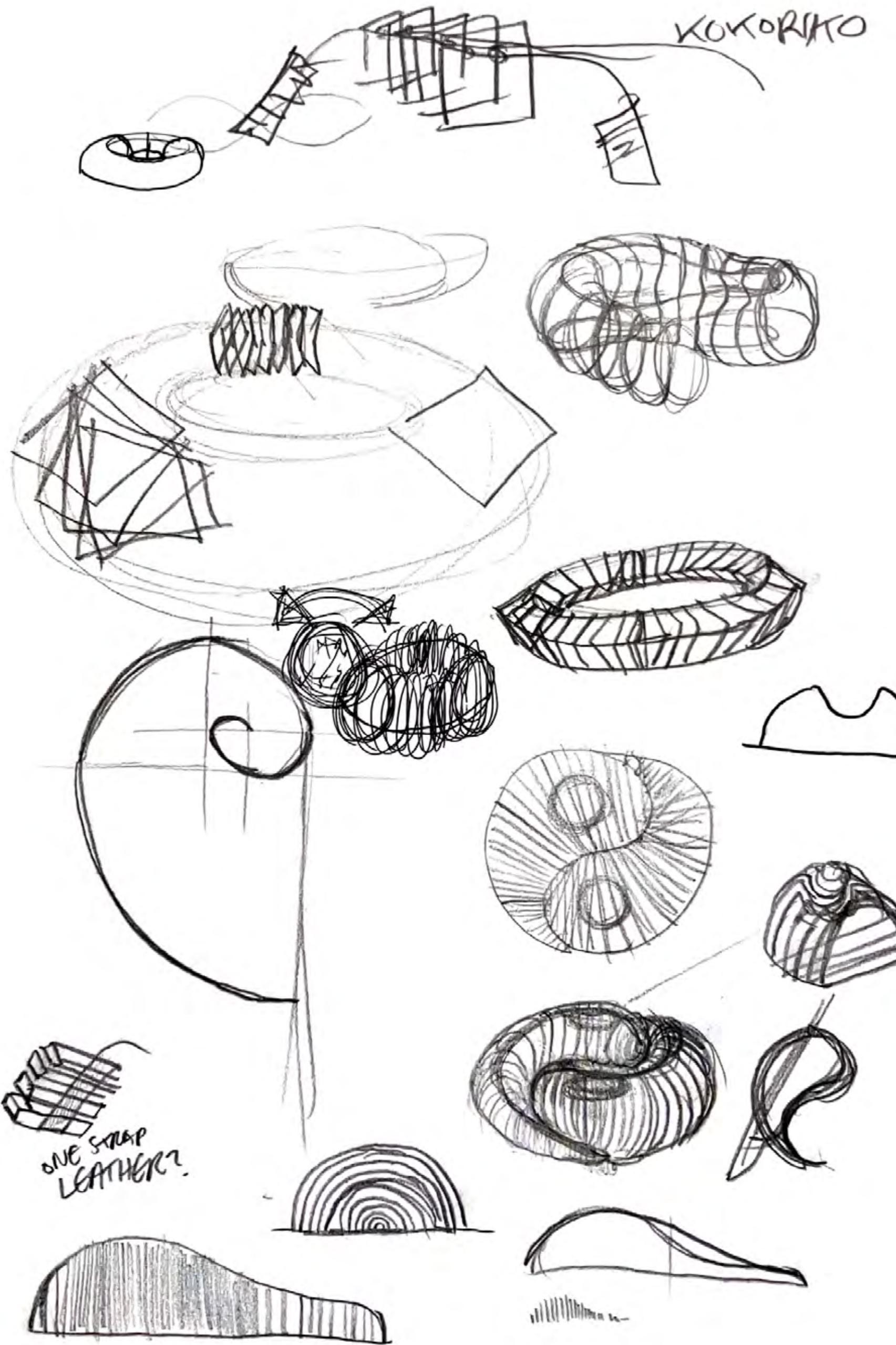
Design Challenge:

Reboot the Tao Te Ching, an ancient Chinese Taoist book of wisdom, into a contemporary publication

Key skills:

- Conceptual design
- Design for production (laser-cutting, UV printing)
- Videography, sound design, editing, and photography





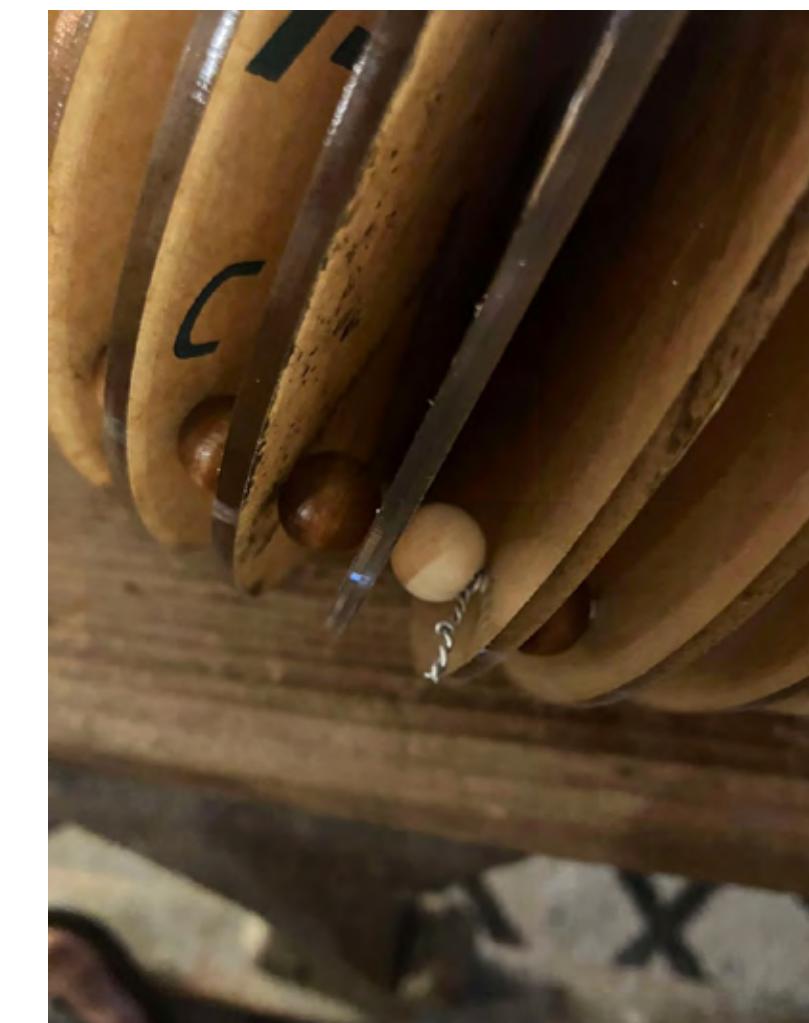
Design Process Journal Entry

Playing with Bead Ideas & Solution to Binding

Tried using felt balls as I thought it might give more cushioning, creating a smoother experience when moving the pages.

The colour is playful which suits the text but the materials of the clear acrylic and the wooden beads will be more harmonious.

Also, I plan to shoot with coloured lights and the felt balls wouldn't look good with different colours shining



The tactic with the binding is the pull it taught with two pliers, twist it up a few times, then trim it short- just enough so that it'll have strength. Then tuck the tail in? Not sure, it didn't really work well, but it's neat enough to have it exposed.



The form is so interesting when unbound, potential for future sculptures?



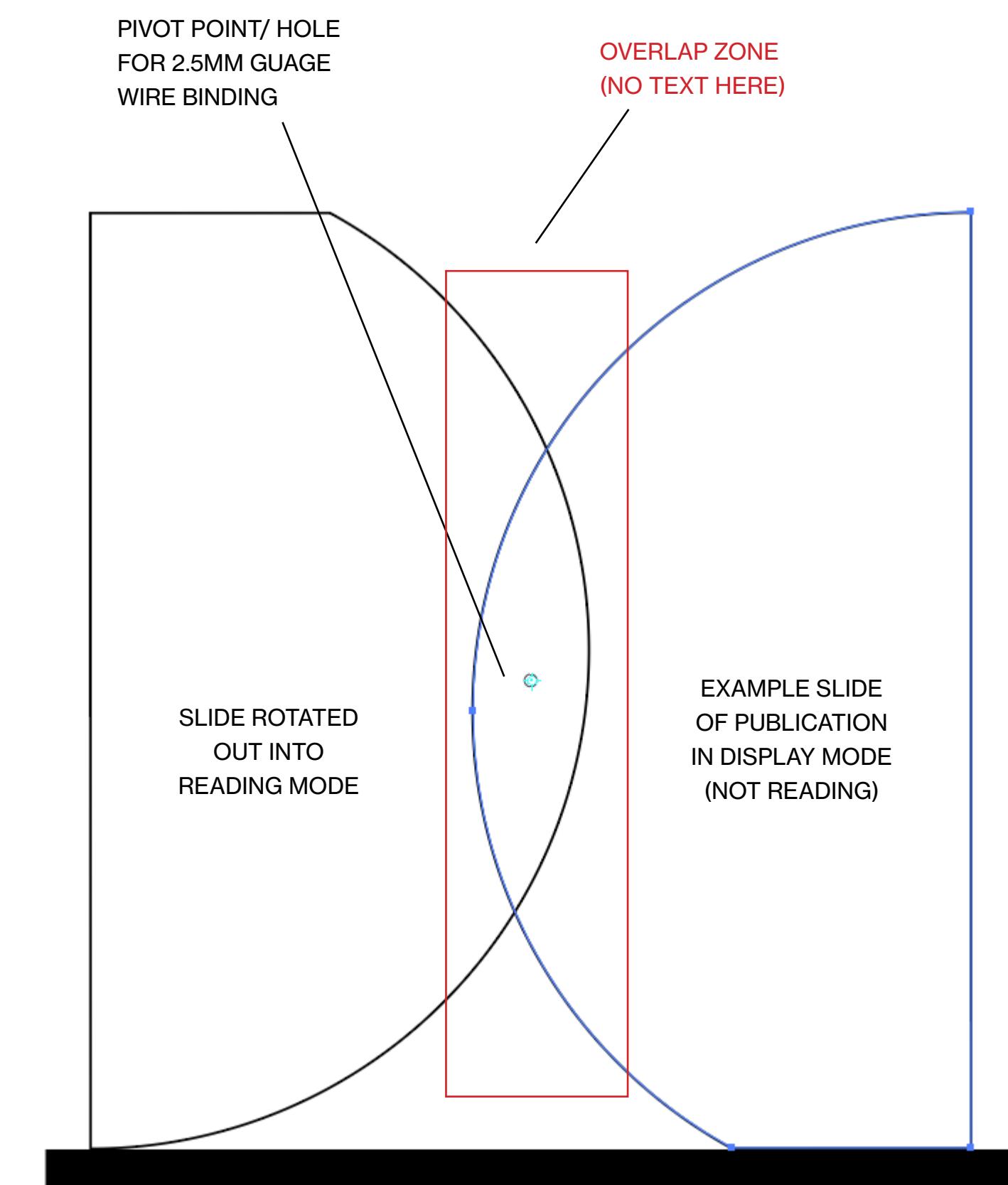
Construction in the protolab- the thin wire works well and makes the form even more fluid than I had imagined.

Mechanics of the Format

Working out the location of the hole punch

The slides must sit level on the table when rotated out into reading mode.

I used trial and error, selecting the pivot point of the rotate tool until when rotated 180 degrees the slide sits so that the lines of text would run parallel with the table surface.



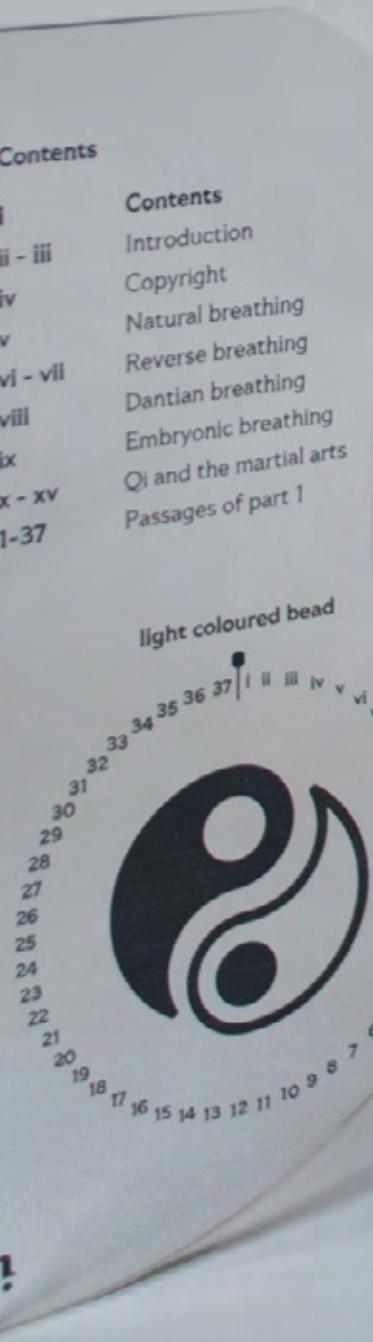


52 laser-cut and UV printed Acrylic slides,
bound with steel wire and wooden beads.

Ancient Codex

Movement

Malleable



Natural Geometry

Intangible

Effortless

Rhythm

Inaction

Noble

Balance

Flow



Tao Te Ching with AI Generated
Leather Carry Bag Concept



One passage which particularly influenced the design:

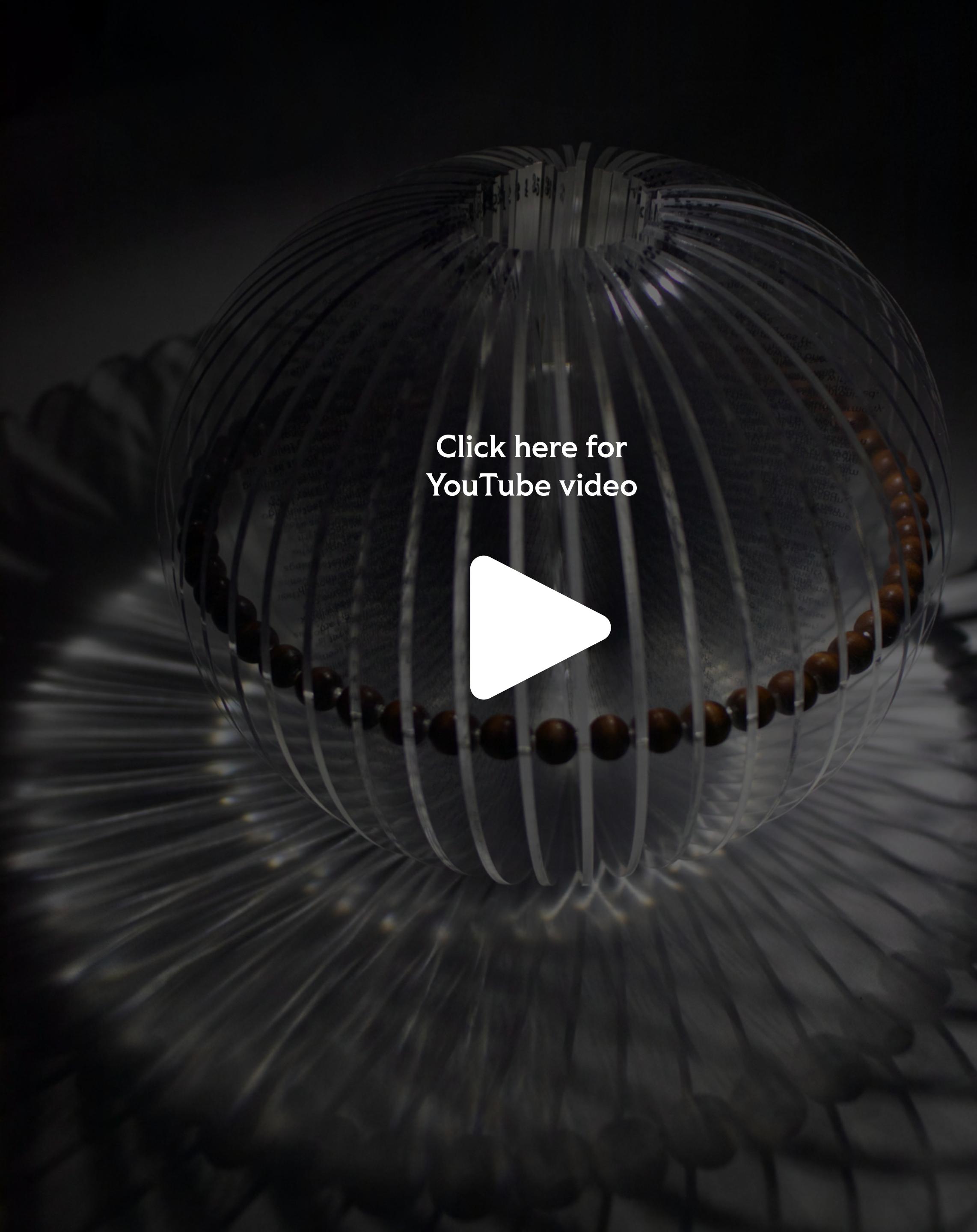
“ We join spokes together in a wheel,
but it is the centre hole that
makes the wagon move.

We shape clay into a pot,
but it is the emptiness inside
that holds whatever we want.

We hammer wood for a house,
but it is the inner space
that makes it liveable.

We work with being,
but non-being is what we use. ”

- Lao Tzu (Trans. Stephen Mitchell)



Click here for
YouTube video

Product showcase video demonstrating:

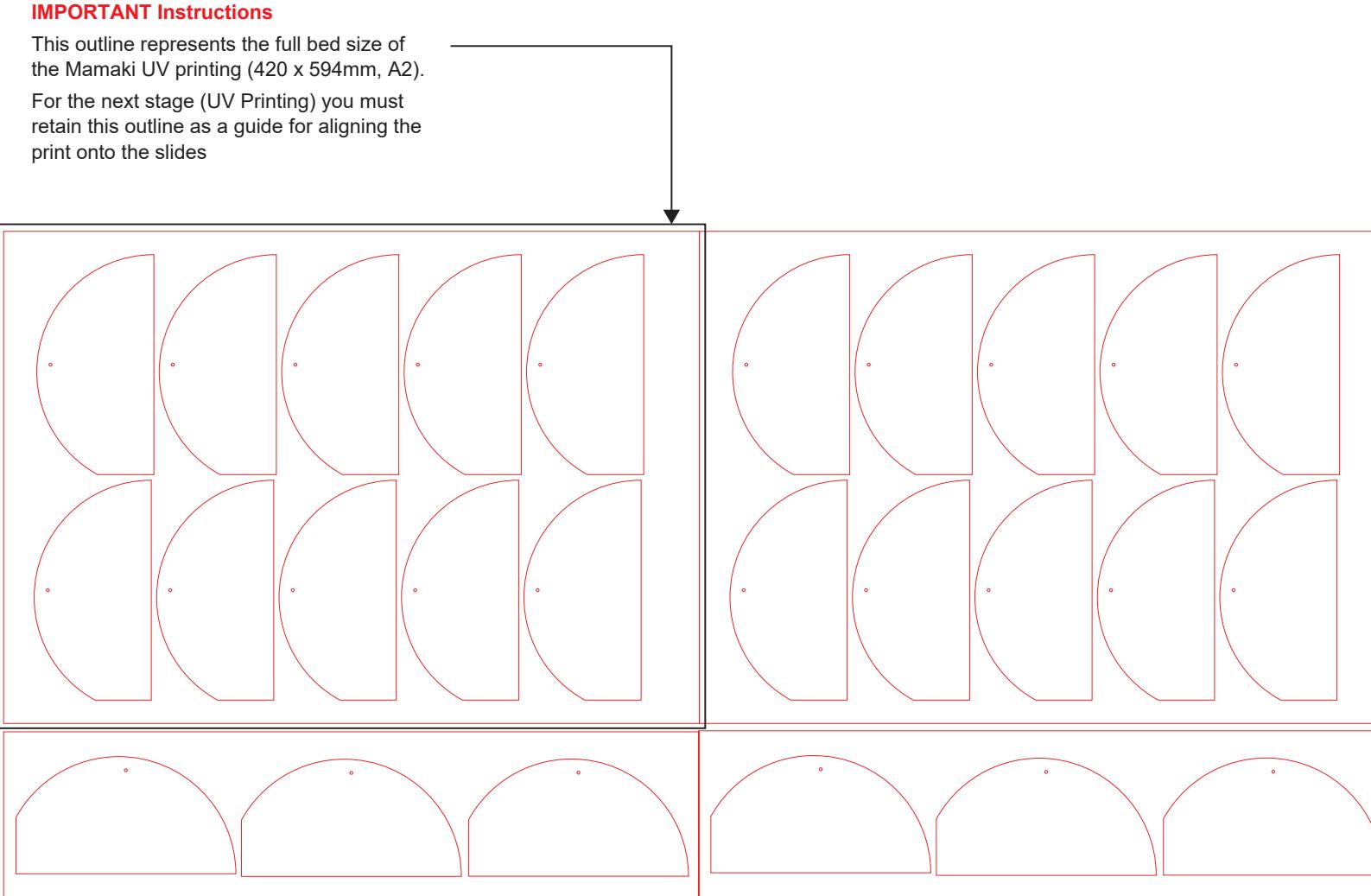
- Lighting
- Videography
- Editing
- Motion control
- Sound design



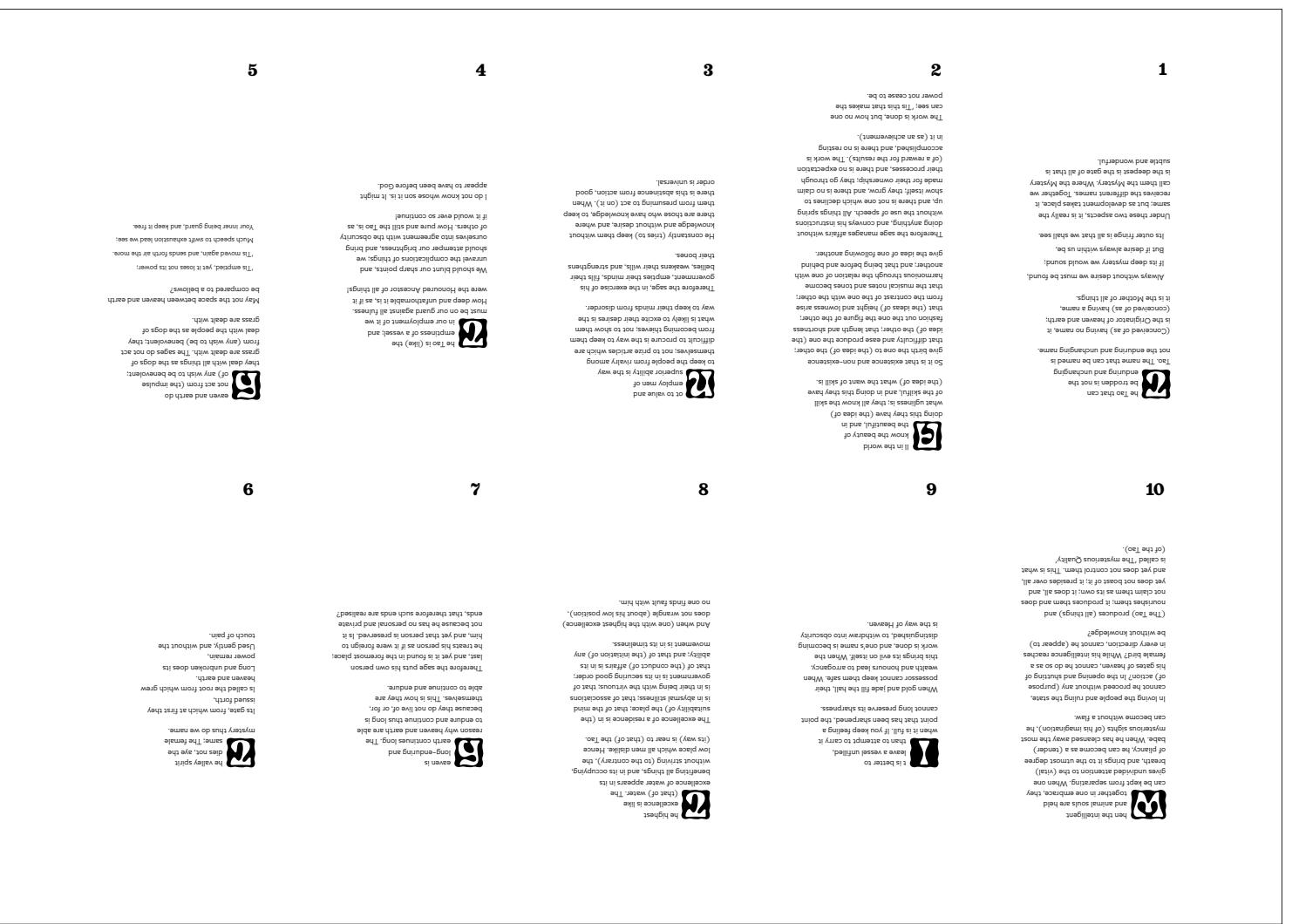
Magazine ad

Tech Specs & Production Diagrams

Stage 1: Lasercutting instructions/ Dieline setup



Stage 2: UV Printing Artwork Instructions



Stage 3: Manufacturing & Assembly Instructions

This publication is a laser-cut and UV printed acrylic sculpture hand bound with steel wire and wooden beads.

Material Specifications

- 3mm clear acrylic sheet
- 0.7mm steel wire
- 12mm wooden beads: 51 medium-coloured, 1 light-coloured

Description of Process (From Lasercutting to Fully Assembled)

Note: The protective backing on the non-print side is left on until the piece is fully bound, to prevent excessive scratching

1. 52 identical acrylic slides are laser cut with a 2.5mm circular hole for the binding
2. The 52 slides are reverse printed on the back-side.
3. An 80cm length of 0.7mm steel wire is cut, and one end is kinked so that the slides don't fall off.
4. Starting with the contents slide, a medium-coloured bead is threaded. This is repeated until after slide '37' a light-coloured bead is threaded.
5. The form is propped up so that it can assume a ring shape.
6. The two ends of the wire should be crossed once and then two pairs of pliers used to pull the binding taught as hard as possible.
7. The two loose ends of the wire should be twisted into a tight braid using pliers.
8. The braided end of the binding should be trimmed so it doesn't extend outward past the edge of the adjacent slide. This will leave a small but strong connection point which holds the entire piece together.
9. The protective sticker is now peeled.

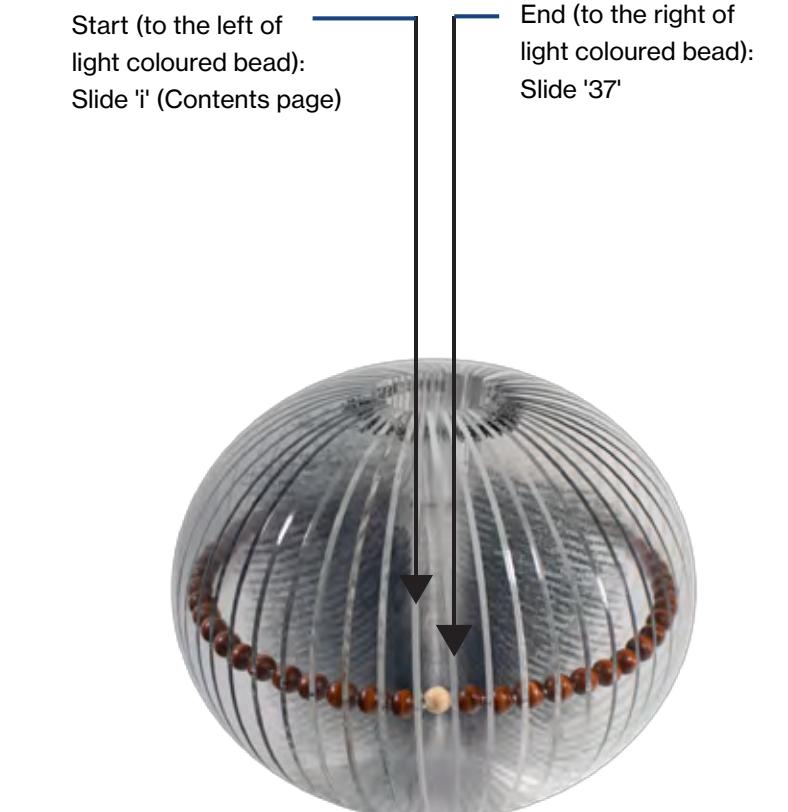
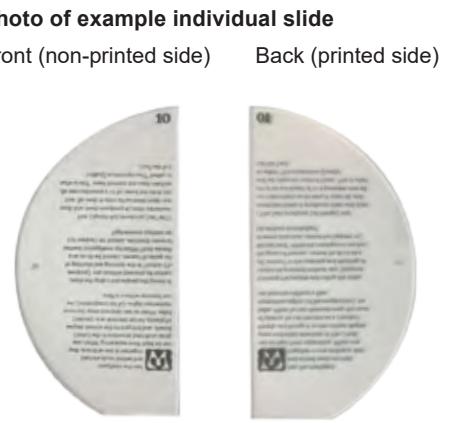


Photo and Diagram of Constructed Publication

Client	Simon Owen Design
Project	Tao Te Ching Publication
Item	Acrylic Slides x 52
Stage	UV Printing
File	UV Print File 1 of 6 (p. 1-10)
Designer	Simon Owen
Flat size (mm)	420 x 594 (A2)
Correct margin between text and straight edge (mm)	3.5
Scale	~1:4.1
Quantity	100
Printing Guide	
Print onto	10 slides at a time placed into template from laser cutter
Print colour	Rich Black
Instructions	Invert file horizontally and place template and slides flipped horizontally on the Mimaki bed Align bottom right to bottom right (the origin) of the bed



Case Study 2: Commercial Work For **TWØBAYS** Brewing Co

Design Challenge:

To market beers as part of a dedicated gluten free range produced by a family operated Mornington Peninsula brewery, while staying within established brand guidelines.

Key skills:

- Design for posters, social media (organic and paid marketing), and web assets (banner and Shopify tiles)
- Product photography and retouching
- Communicating with manufacturers and printers



LAUNCH OF MÄRZEN GERMAN LAGER

Brief: Marzen is a German style beer, famous for being the Oktoberfest beer. Originating from Bavaria, design elements drew from the blue and white diamond checkered flag.



Photography & Layout: Simon Owen

Can Design & Render: Tim Wilson (External: *The Design Objective*)

LAUNCH OF PACIFIC ALE

Brief: Pacific Ale is a beer style originating from the Aussie East-Coast. The design should capture that aesthetic and introduce the Pacific Ale as a new addition to the TWØBAYS core range.

Earlier iteration- colour scheme isn't matching, background detracts from the product image.



Final design posted behind the bar

Photography & Layout: Simon Owen

Can Design & Render: (External: Tim Wilson, The Design Objective)

Palm Tree & hop illustrations: Stock graphics

Design in use as website banner

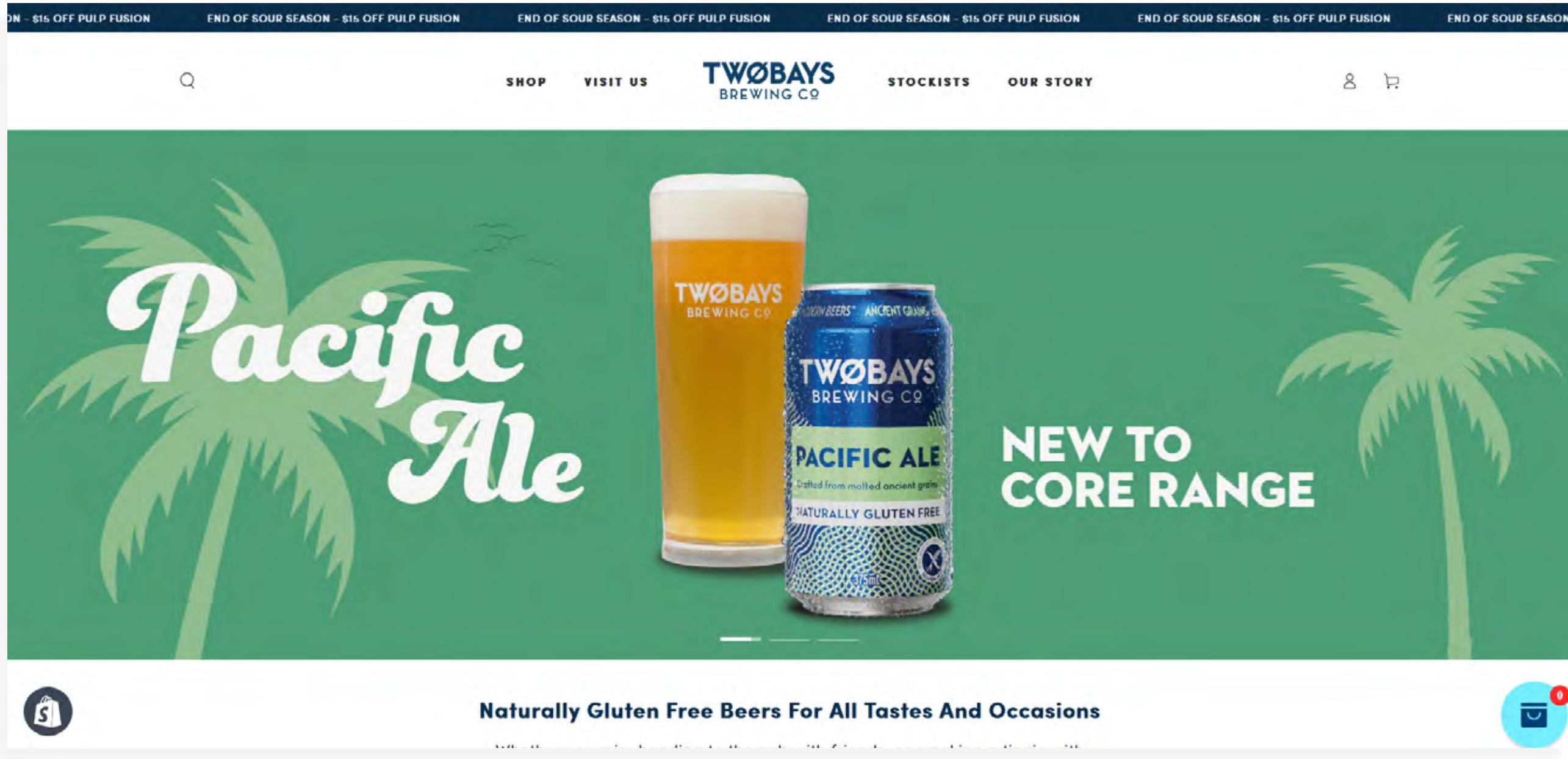


Photo assets for product launch



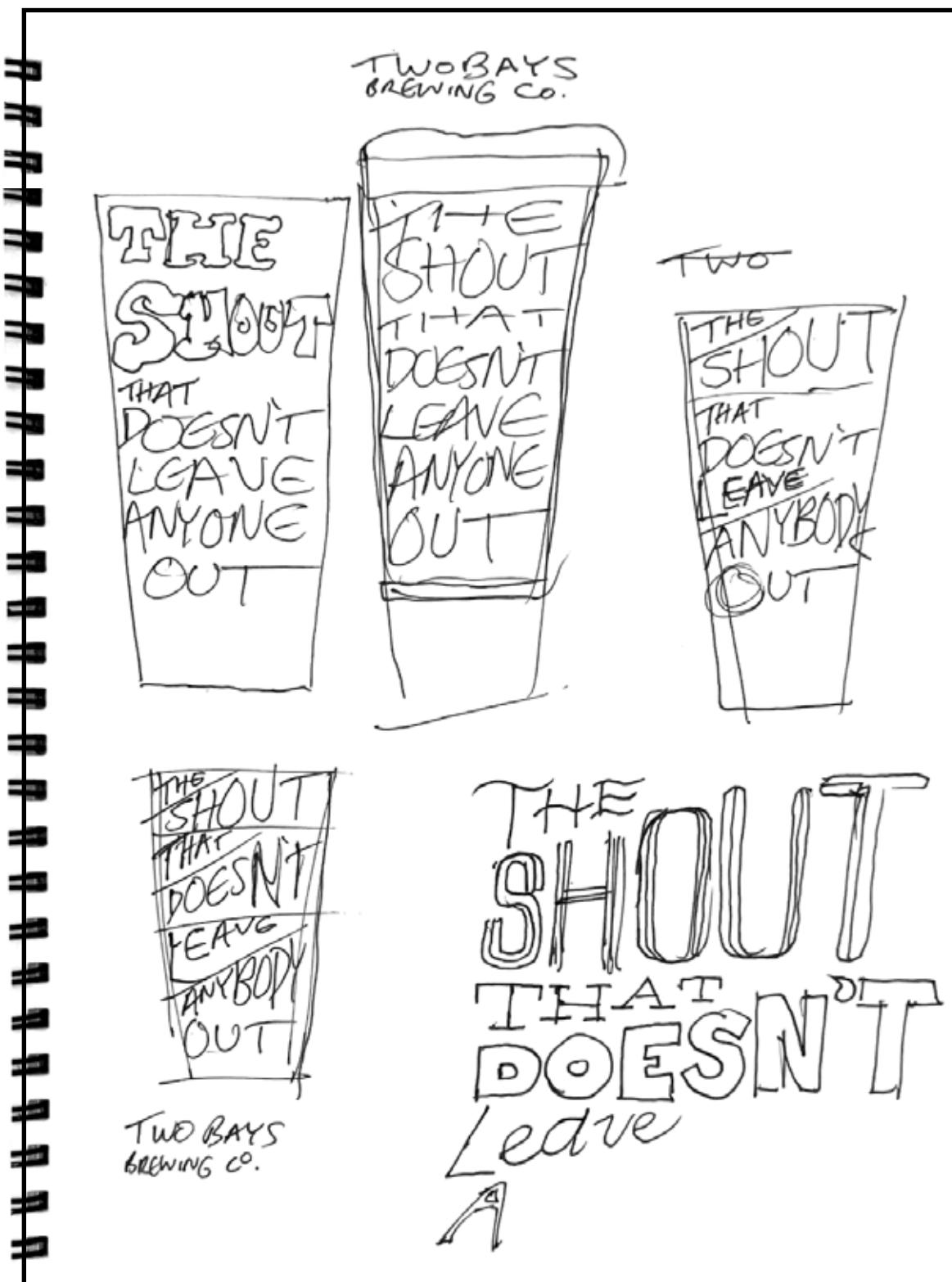
Product photography

Styling gluten free beer can be tricky because the head disappears more quickly than gluten-containing beers. I learnt to use a pipette to infuse air into the beer.

Photos required colour editing accurate to the real hue of the beer.

AUSTRALIA'S FRIENDLIEST BEER CAMPAIGN

Campaign tagline: "THE SHOUT THAT DOESN'T LEAVE ANYONE OUT"
Required to create a graphic of the tagline that can be printed on a t-shirt
in a single colour



Unused Concept- Didn't suit the single colour print

Digital Sketches

THE SHOUT THAT
DOESN'T LEAVE ANYONE OUT

THE SHOUT
THAT DOESN'T LEAVE
ANYONE OUT

THE SHOUT
THAT DOESN'T LEAVE
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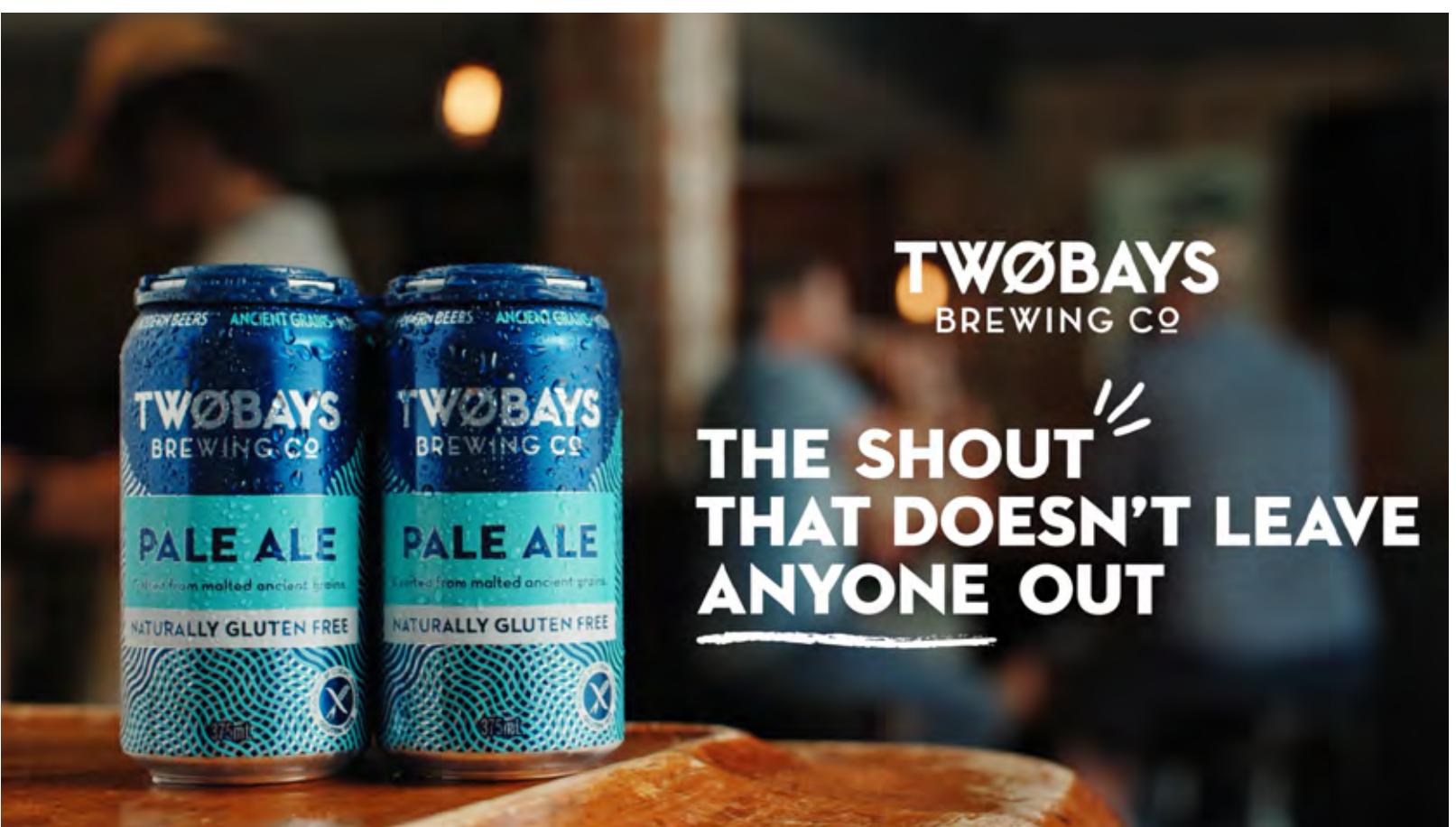
THE SHOUT
THAT DOESN'T
LEAVE ANYONE
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THE SHOUT
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ANYONE
OUT

Final Design



The screenshot shows the Twøbays Brewing Co website's homepage. At the top, there are four promotional banners for different beer types: 'SOUR SEASON - \$15 OFF PULP FUSION', 'END OF SOUR SEASON - \$15 OFF PULP FUSION', 'END OF SOUR SEASON - \$15 OFF PULP FUSION', and 'END OF SOUR SEASON - \$15 OFF PULP FUSION'. Below the banners, the Twøbays logo is visible, along with navigation links for 'SHOP', 'VISIT US', 'STOCKISTS', and 'OUR STORY'. A search bar is located at the top left. On the right side of the page, there is a featured image of two glasses of beer and two cans of Twøbays Pale Ale. To the right of the image, the slogan 'THE SHOUT THAT DOESN'T LEAVE ANYONE OUT' is displayed in a large, bold, sans-serif font. Below the image, the text 'HOME / NEWS /' is visible, followed by the title 'The Shout That Doesn't Leave Anyone Out' in a bold, dark blue font. Underneath the title, the date 'March 07, 2025' and the source 'Digital TWØBAYS' are listed. The main content of the article discusses the frustration of ordering beer at a pub and not finding alternatives available.



Horizontal variation used in brand campaign video
Shot by Peninsula Films

Case Study 3: University Assignment Oatland

Design Challenge:

(self-written brief): Brand and market a fictitious new entry to the alternative milk category, an oat milk with a design inspired by full-cream milk and mid-century Aussie posters.

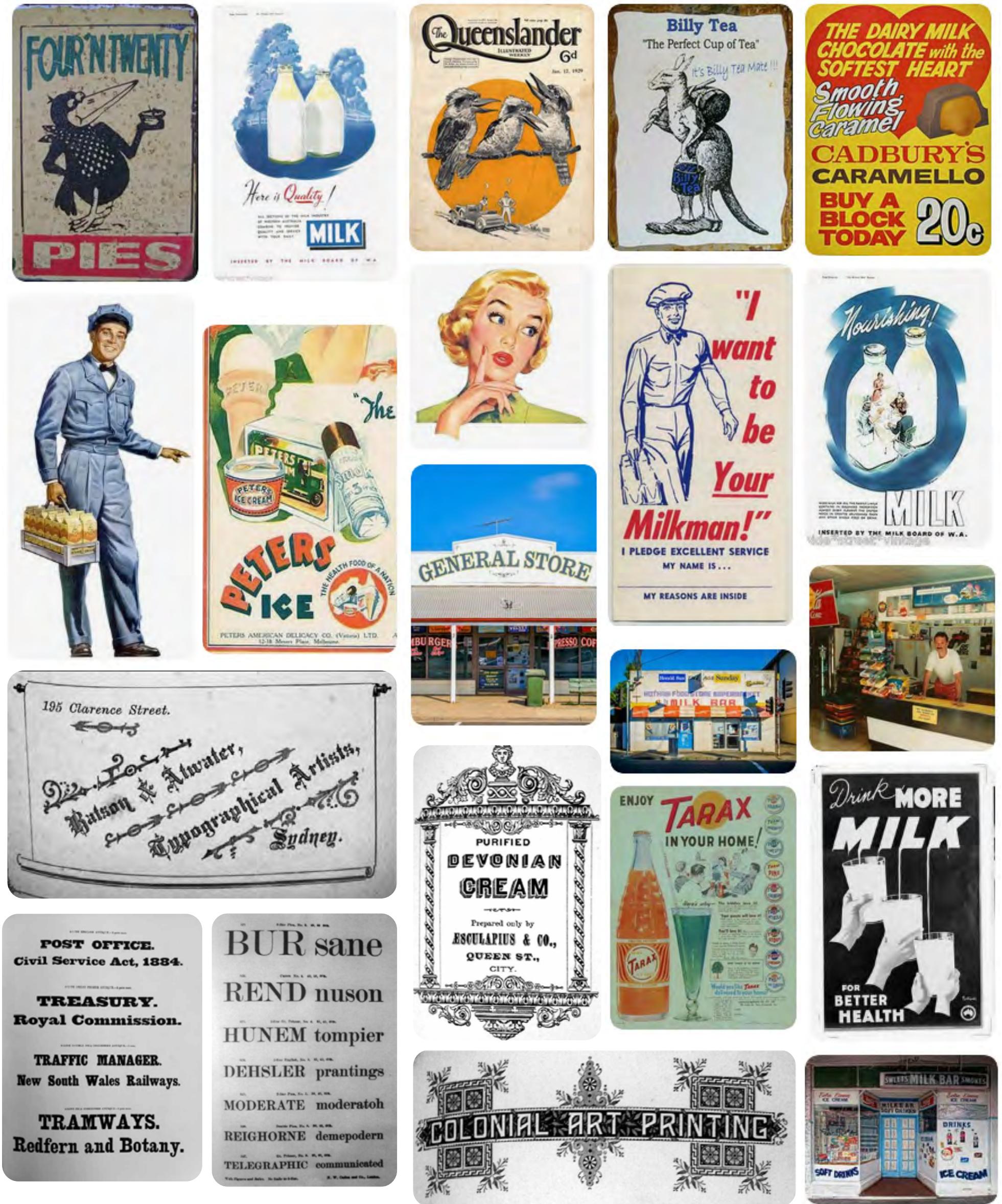
Key skills:

- Branding
- Illustration
- 3D modelling & rendering
- Animation & compositing



Synthesising Type Research & Inspiration

Mid-century Aussie posters, milk bars, and type artefacts



Early class pin-up: Wordmark options (left) and tagline options (middle and right)

Oatland
Oatland
OATLAND
Oatland
Oatland
Oatland
Oatland

WE PACK A PUNCH!
IT'S OATS, JUST LIKE YOU KNOW 'EM
MILKY GOODNESS IN A BOTTLE
OAT MILK
CALCIUM, PROTEIN, PREBIOTICS, MINERALS
Australian Grown
WHAT MORE DO YOU NEED IN A MILK?
HOME-GROWN OAT MILK... HOWZAT?

38% of your daily calcium intake
NATURALLY LACTOSE FREE
Delicious flavour
Fully recycled and recyclable bottle
YUMMY, FULL-OAT FLAVOUR OF AUSTRALIAN GRAINS.
Oats across the land from Australian fields to fridge.
GOOD FOR YOUR GUT
Beat the bloat!

Development of Wordmark

Oatland
Oatland
Oatland

Oatland!
It's oats, just like you know 'em

Oat Land!
It's oats, just like you know 'em





3D modelled and
rendered in Blender



Final Wordmark, Watercolour

Bourke Street Billboard

Animated billboard (AfterEffects)
composed into footage

[Click here to view video on YouTube](#)



Flyposters mockup

Gallery

Miscellaneous Works

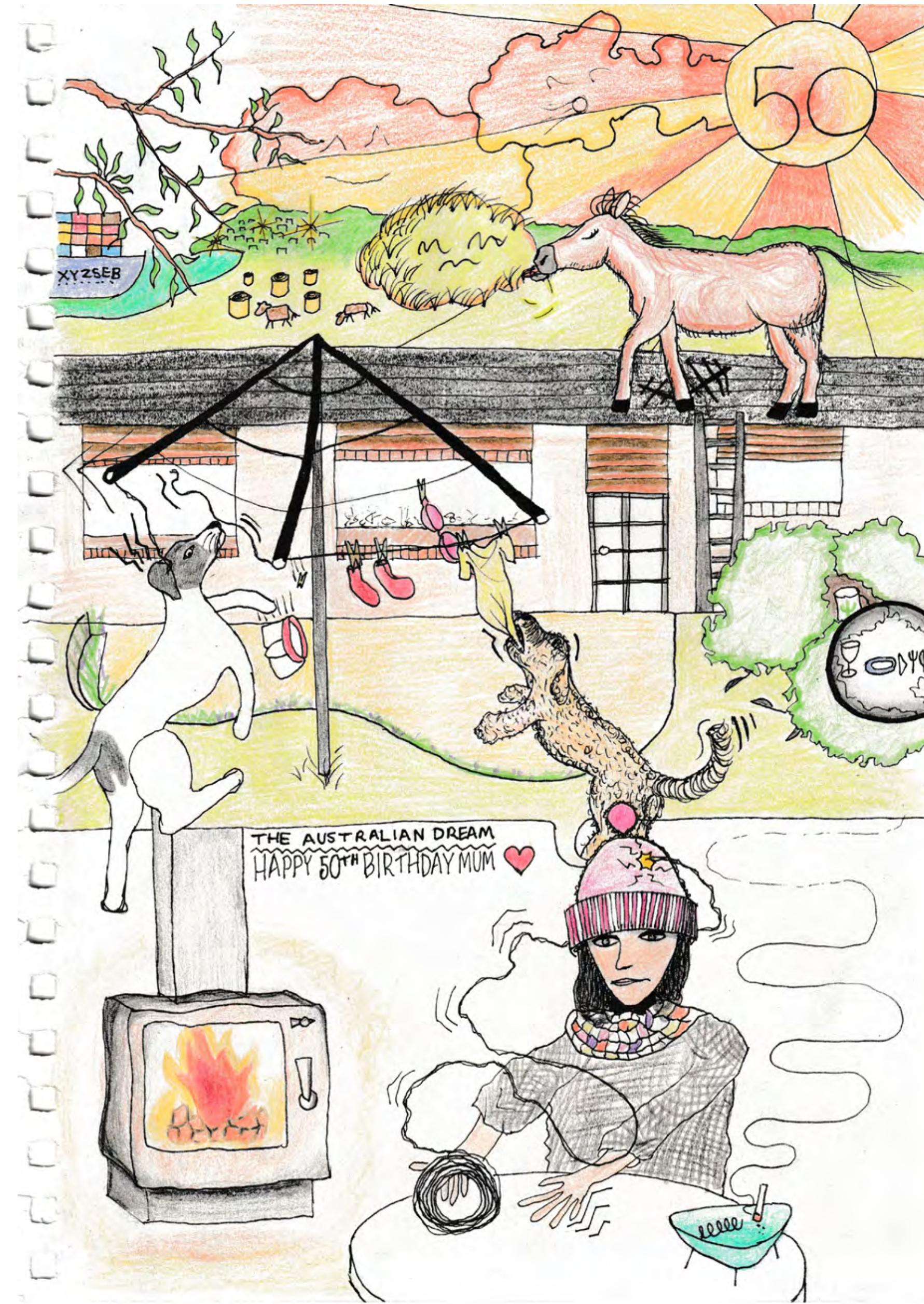
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Zine Cover Illustration: Hand-drawn, digitally coloured

University club logo

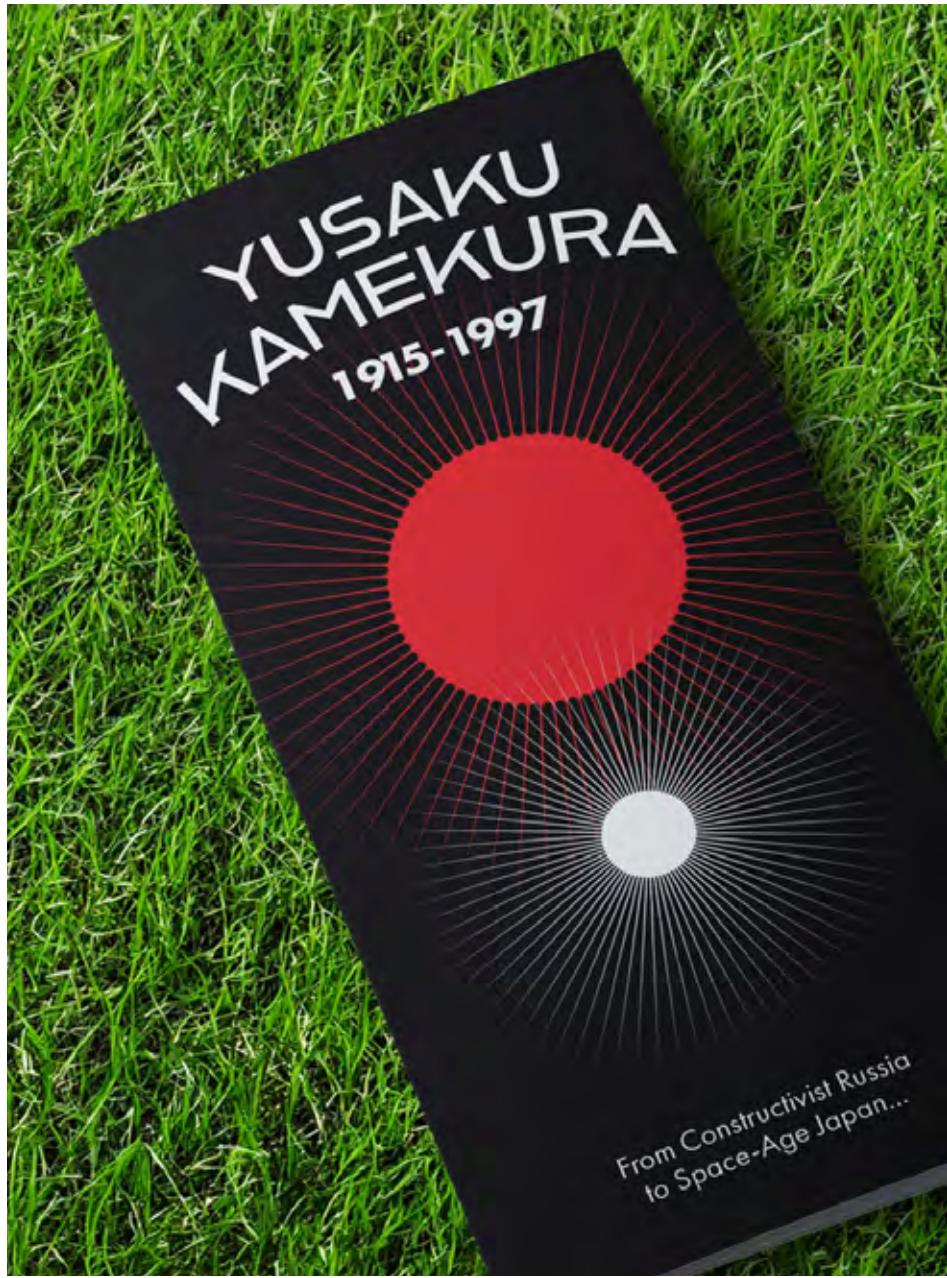




Hand-drawn birthday card for my mum Annie Glass who is a wire sculpture artist



Suntory Boss Coffee Tee Design



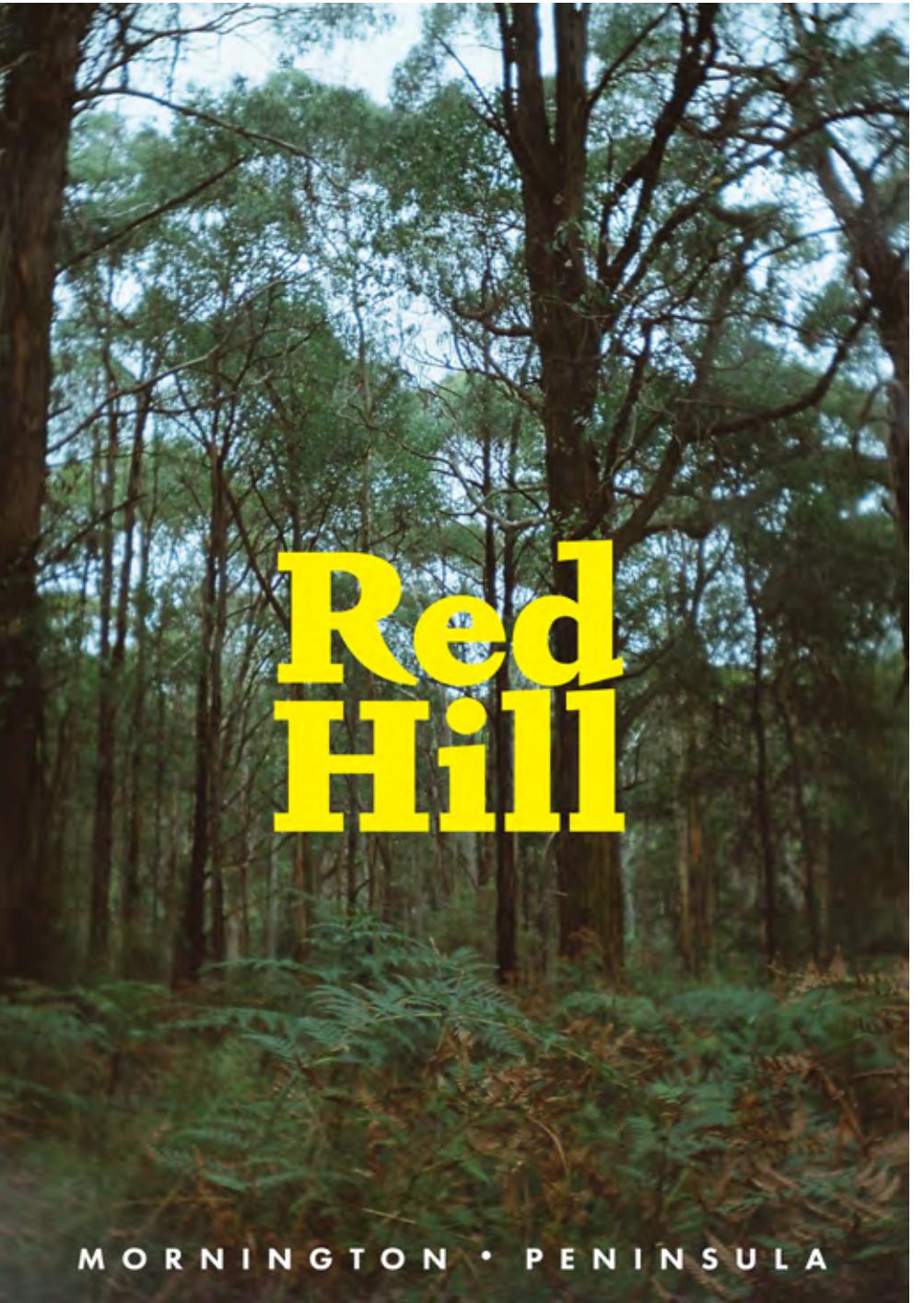
Tri-fold brochure designed for print with 2 inks



Hand-drawn and vectorised illustration



Mock poster: photography, scanned elements, digital collage



Mock tourism posters: Film photography

