



Simon Owen

Communication Design Folio

2025

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Case Study 1: University Assignment Tao Te Ching

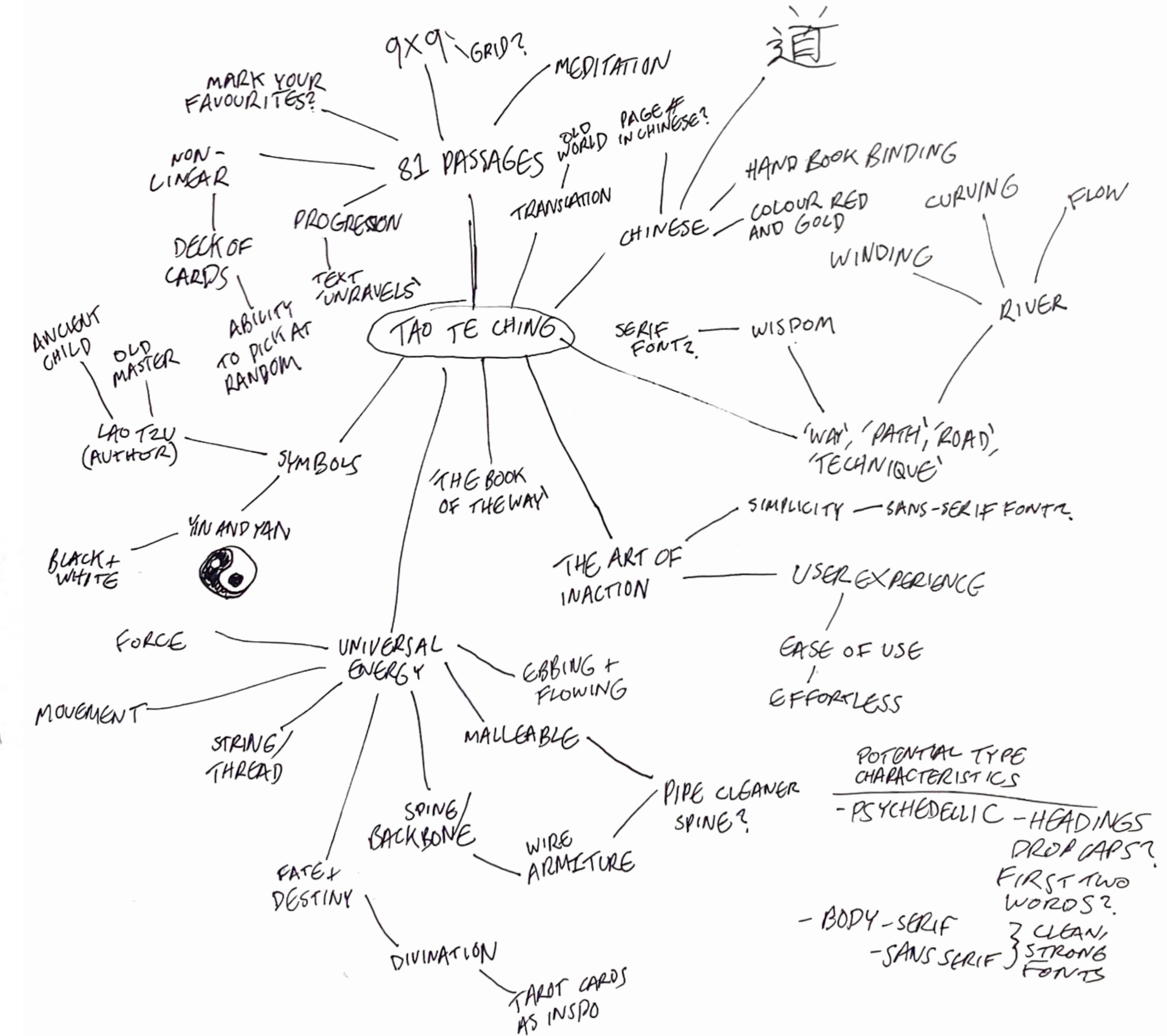
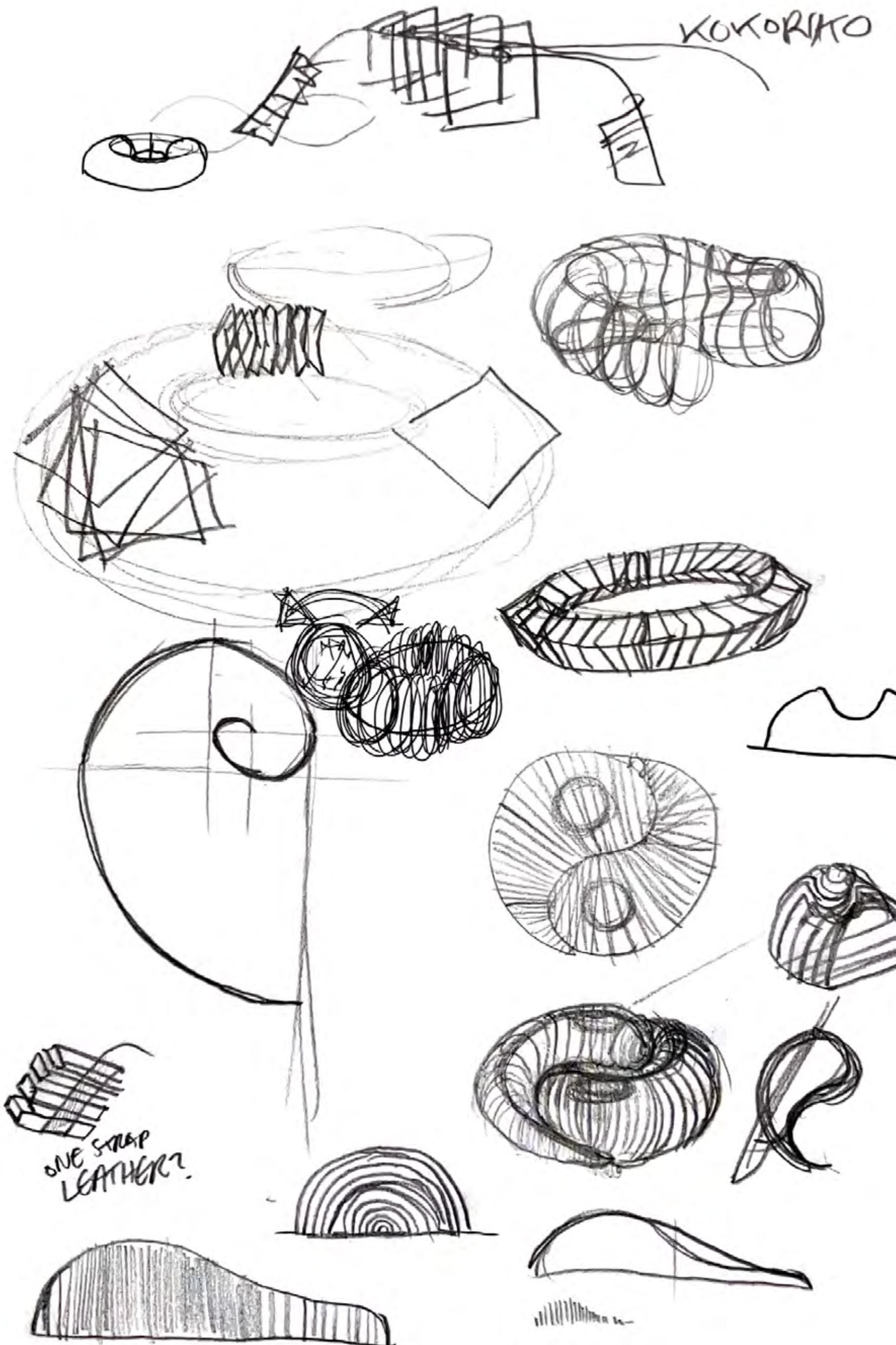
Design Challenge:

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

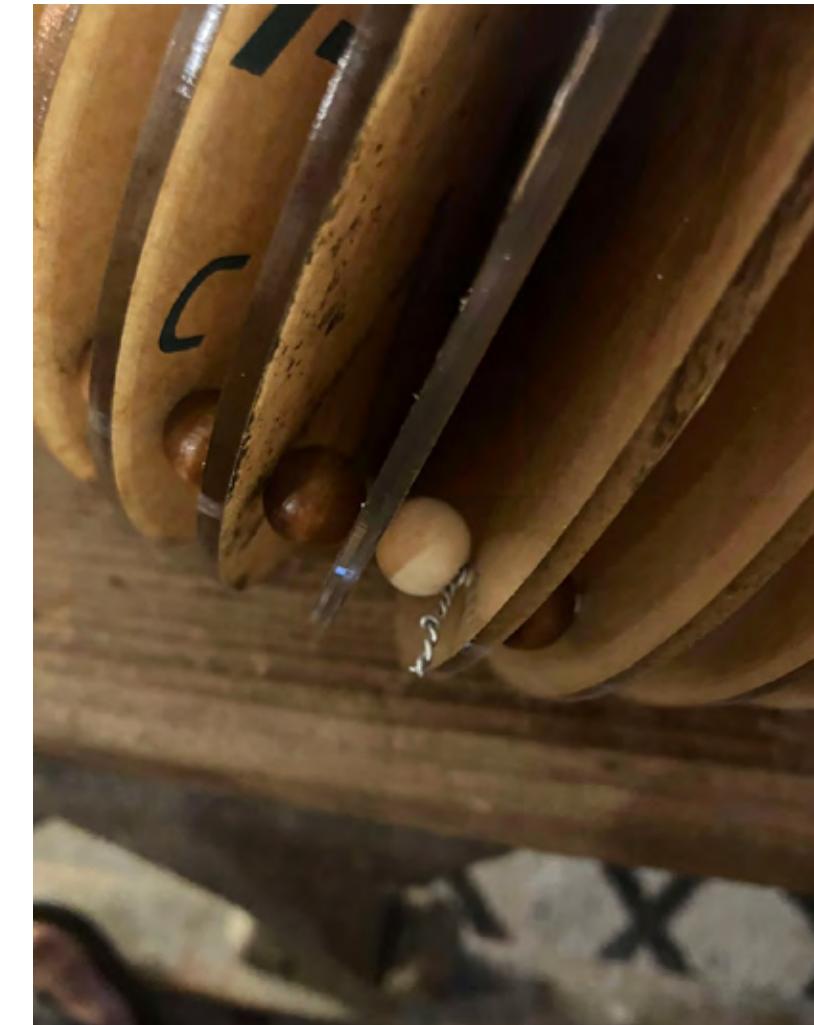
Tried using felt balls as I thought it might give more cushioning, creating a smoother experience when moving the pages.

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



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.



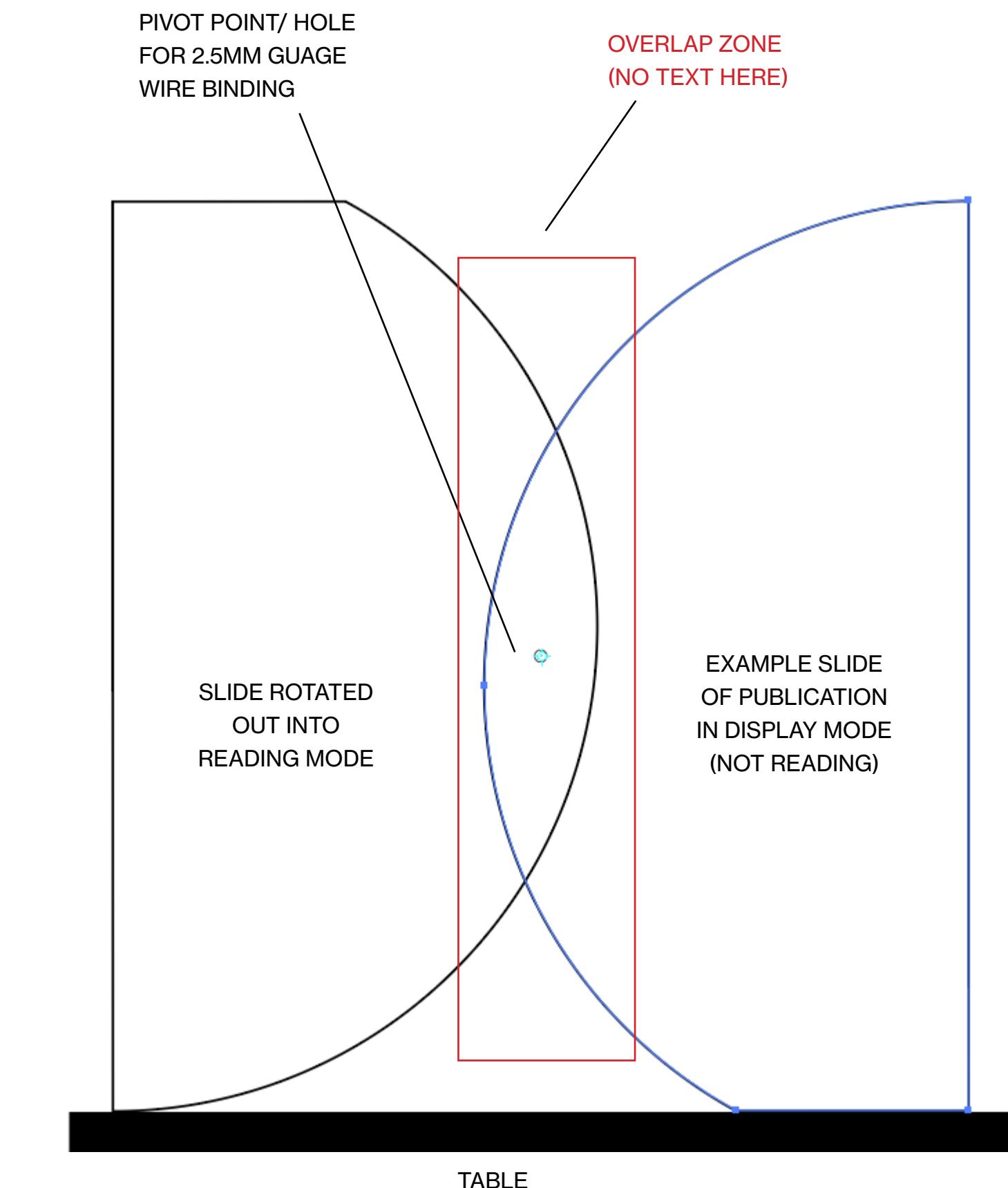
Construction in the protolab- the thin wire works well and makes the form even more fluid than I had imagined.

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.



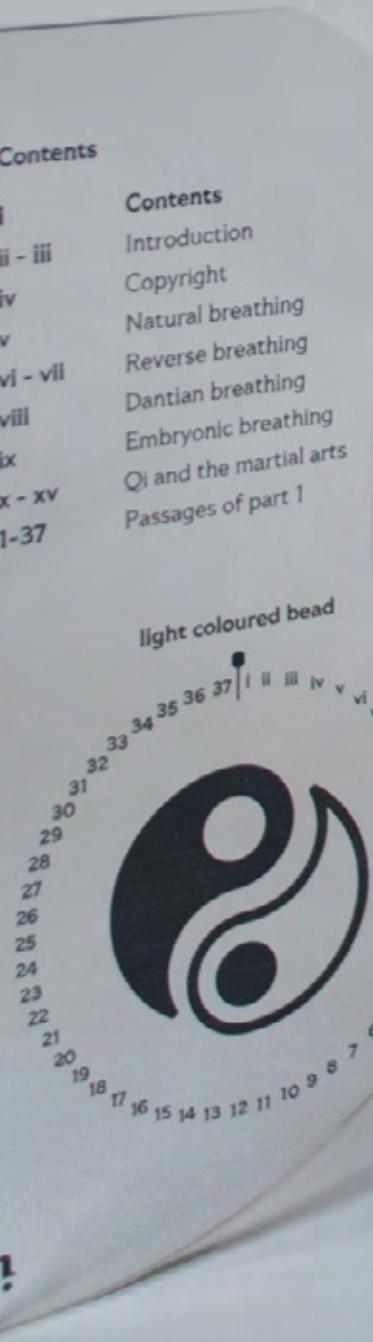


52 laser-cut and UV printed Acrylic slides,
bound with steel wire and wooden beads.

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*)



Product showcase video demonstrating:

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

**Click here
for YouTube video**

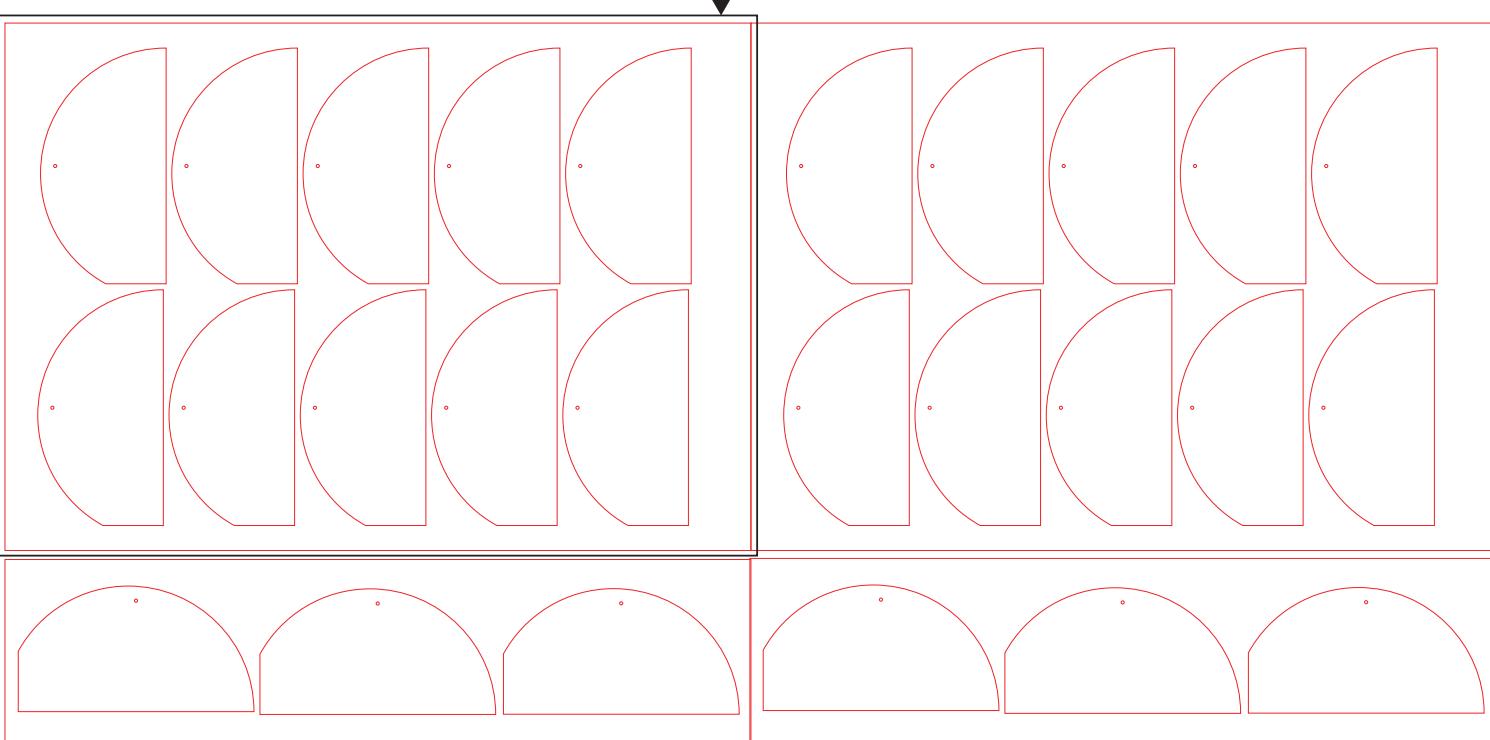


Magazine ad

Stage 1: Lasercutting instructions/ Deline setup

IMPORTANT Instructions

This outline represents the full bed size of the Mamaki UV printing (420 x 594mm, A2). For the next stage (UV Printing) you must retain this outline as a guide for aligning the print onto the slides.



Stage 2: UV Printing Artwork Instructions

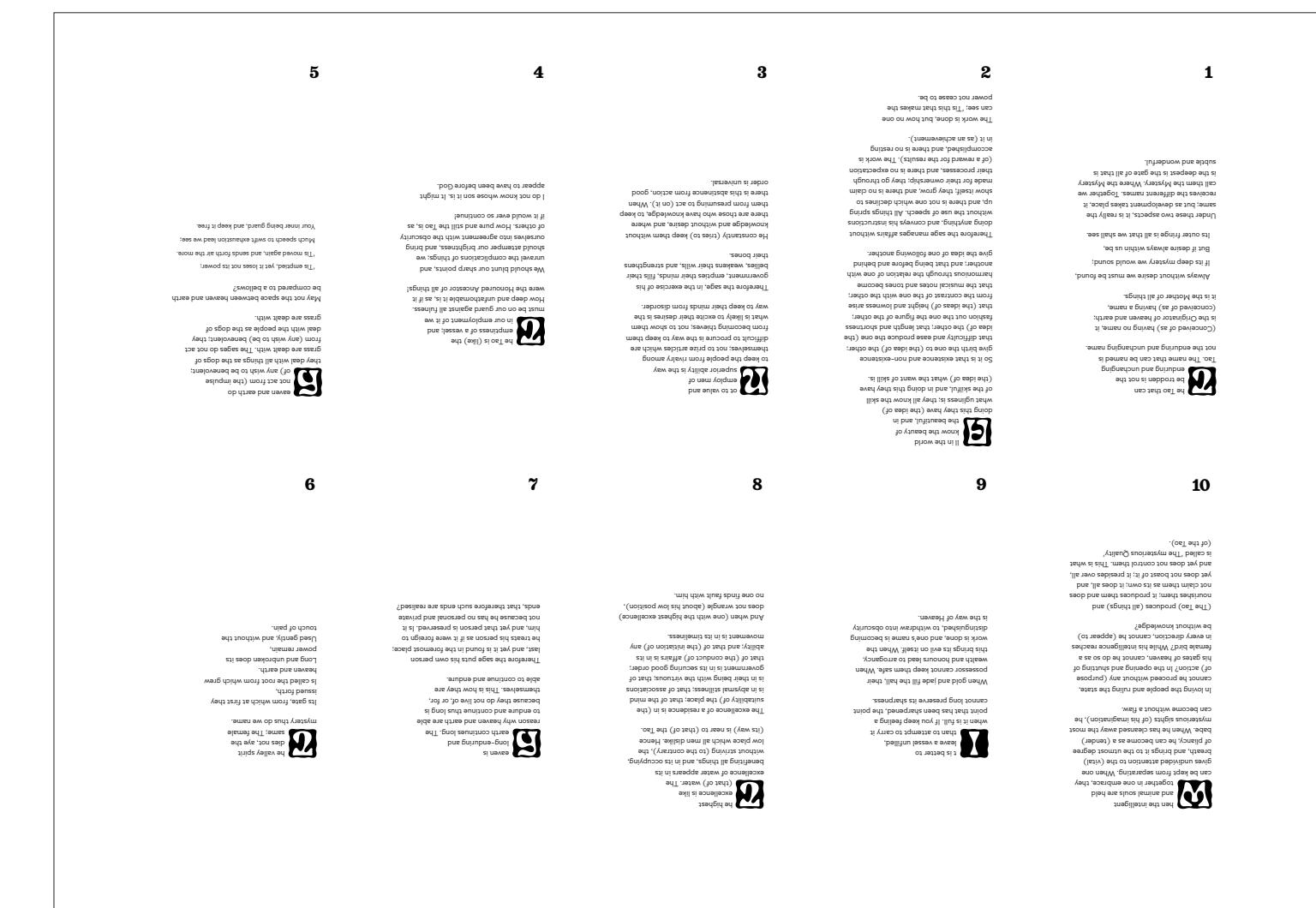
Client Simon Owen Design
Project Tao Te Ching Publication
Item Acrylic Slides x 52
Stage Lasercutting
File Lasercut File
Designer Simon Owen

Flat size (mm) 1200 x 600
Finished size of each slide (mm) 100 W x 187.707 H
Thread hole size (mm) 2.5
Scale ~1:4.1
Quantity 100

Cutting Guide

Material 3mm Trans Acrylic sheet 1200 x 600mm
Cut lines R 255 G 0 B 0 0.01mm stroke

Photo of individual slide
Leave protective backing intact until stage 2



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.

Start (to the left of light coloured bead): Slide 'i' (Contents page)
End (to the right of light coloured bead): Slide '37'



Photo and Diagram of Constructed Publication

Tech Specs & Production Diagrams

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 C 40 M 60 Y 60 K 100
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

Photo of example individual slide
Front (non-printed side) Back (printed side)



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

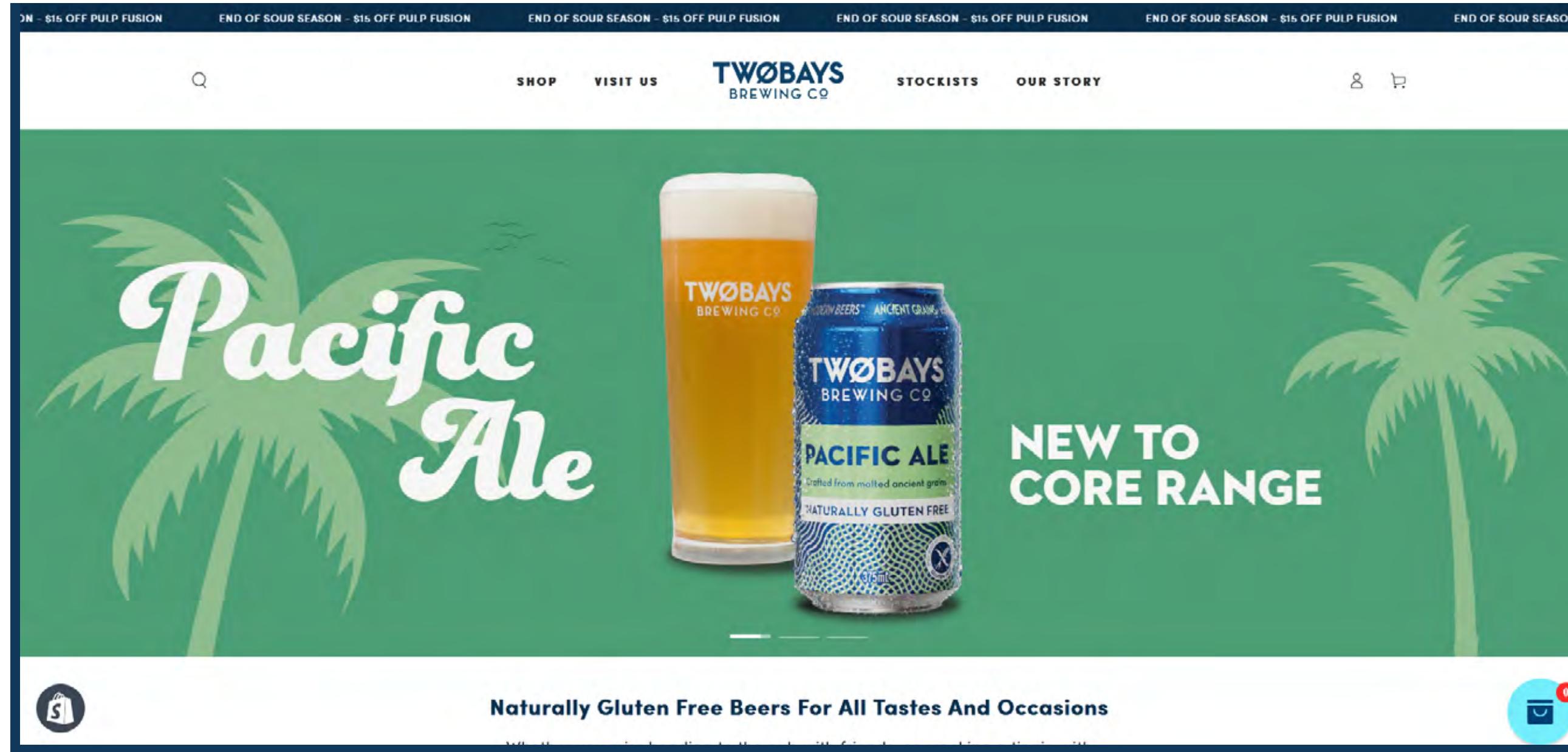


Photo assets for product launch



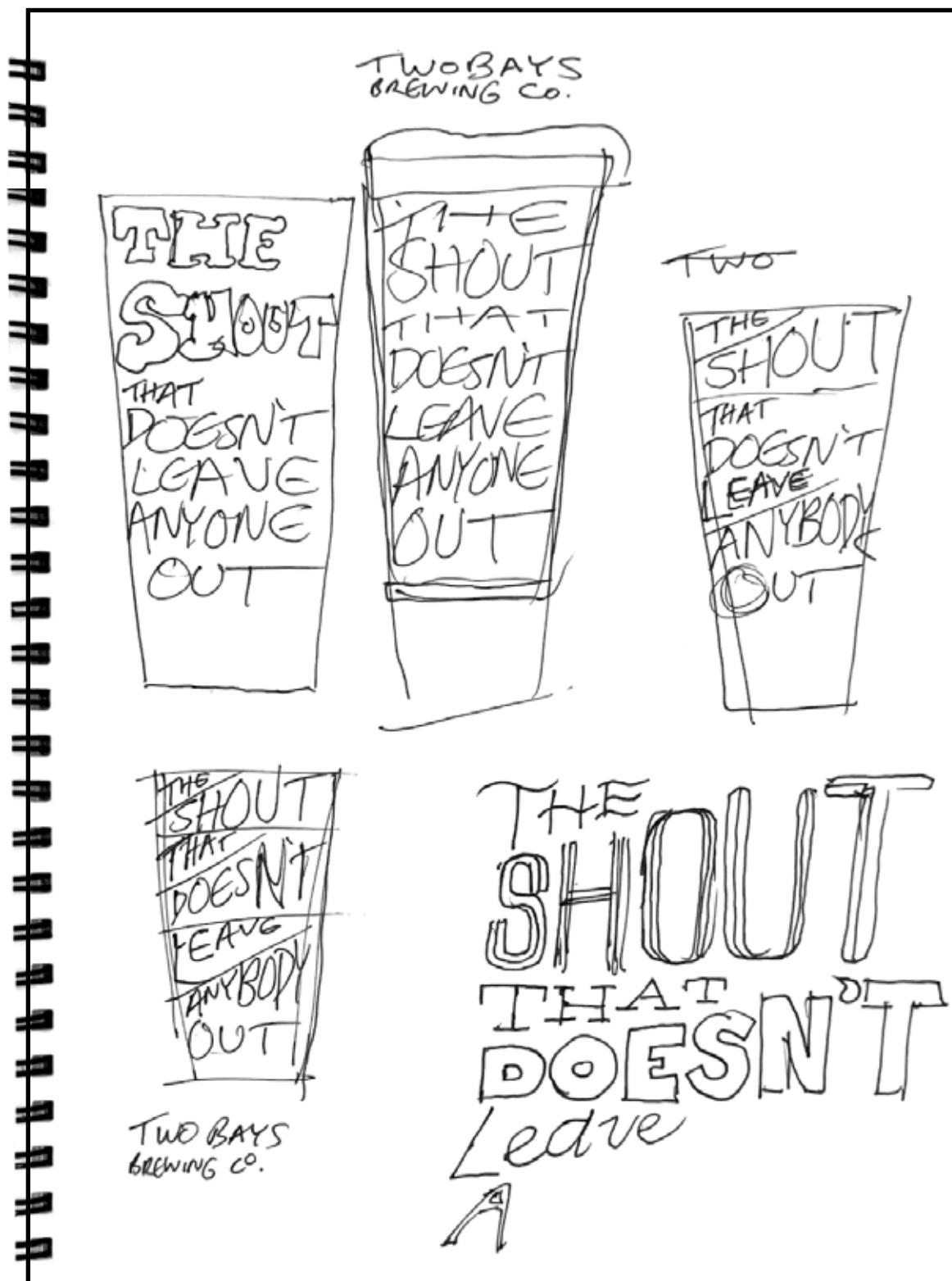
Product photography

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 FRIENDLIER 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



Final Design



SOUR SEASON - \$15 OFF PULP FUSION END OF SOUR SEASON - \$15 OFF PULP FUSION END OF SOUR SEASON - \$15 OFF PULP FUSION END OF SOUR SEASON - \$15 OFF PULP FUSION

SHOP VISIT US **TWØBAYS** BREWING CO STOCKISTS OUR STORY

THE SHOUT THAT DOESN'T LEAVE ANYONE OUT

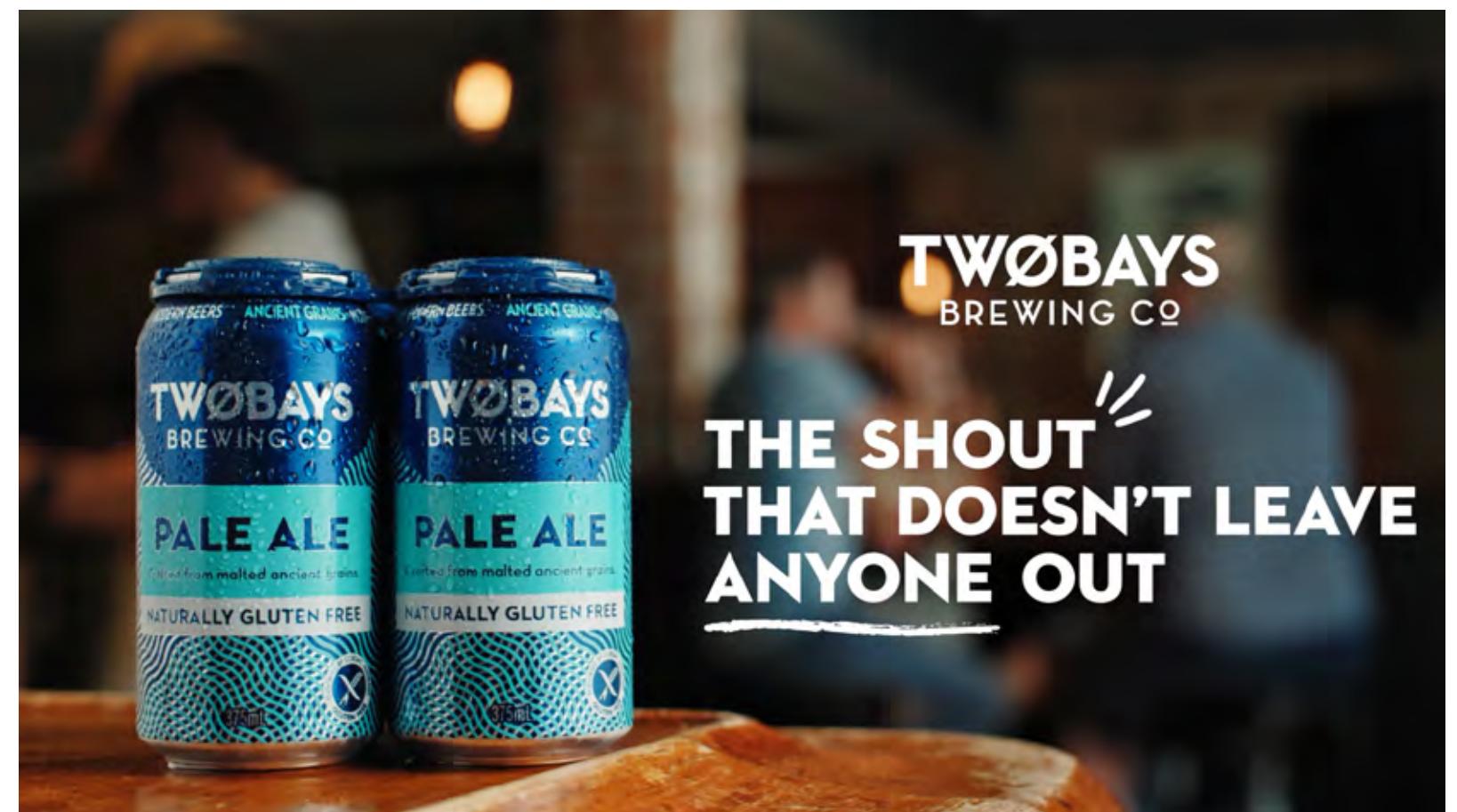
The Shout That Doesn't Leave Anyone Out

March 07, 2025 • Digital TWØBAYS

Would you go to a pub with no beer?

Imagine going to the bar and ordering a beer but they had none. Maybe they offer you a glass of wine or cider as an alternative – You would be outraged! It may sound ridiculous, but more Aussies experience this exact scenario than you might think.

11% of pub goers avoid gluten entirely and another 14% choose to avoid it when there are alternatives available – that's 25% of our population that all too often feel the frustration of ordering a pint of beer and get left unsatisfied with alternatives. Would you go to a pub with no beer? No, neither would we.



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.

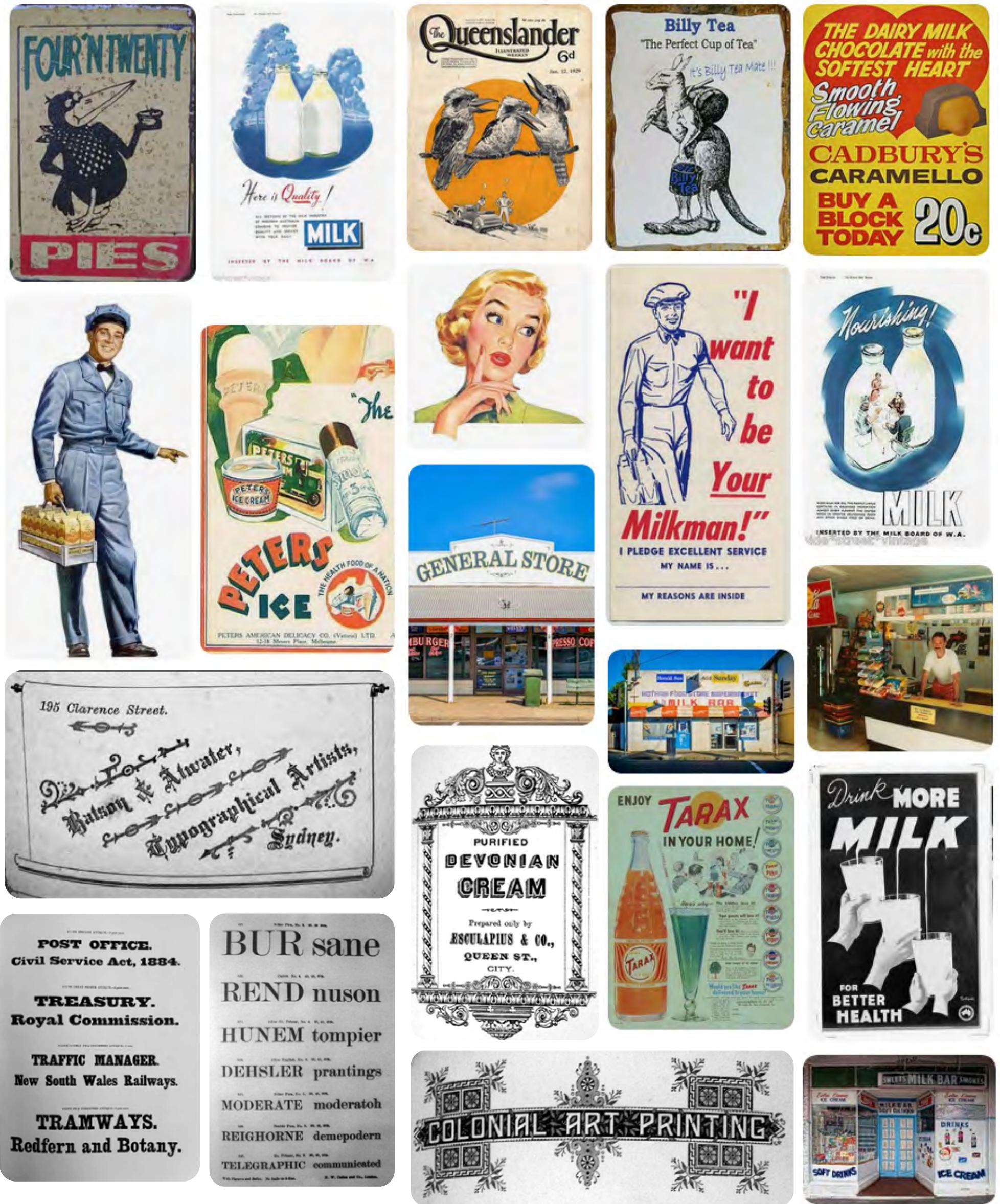
Key skills:

- 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!**

**Oat
Land!**

**Oat
Land!**

Watercolour work scanned-in





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

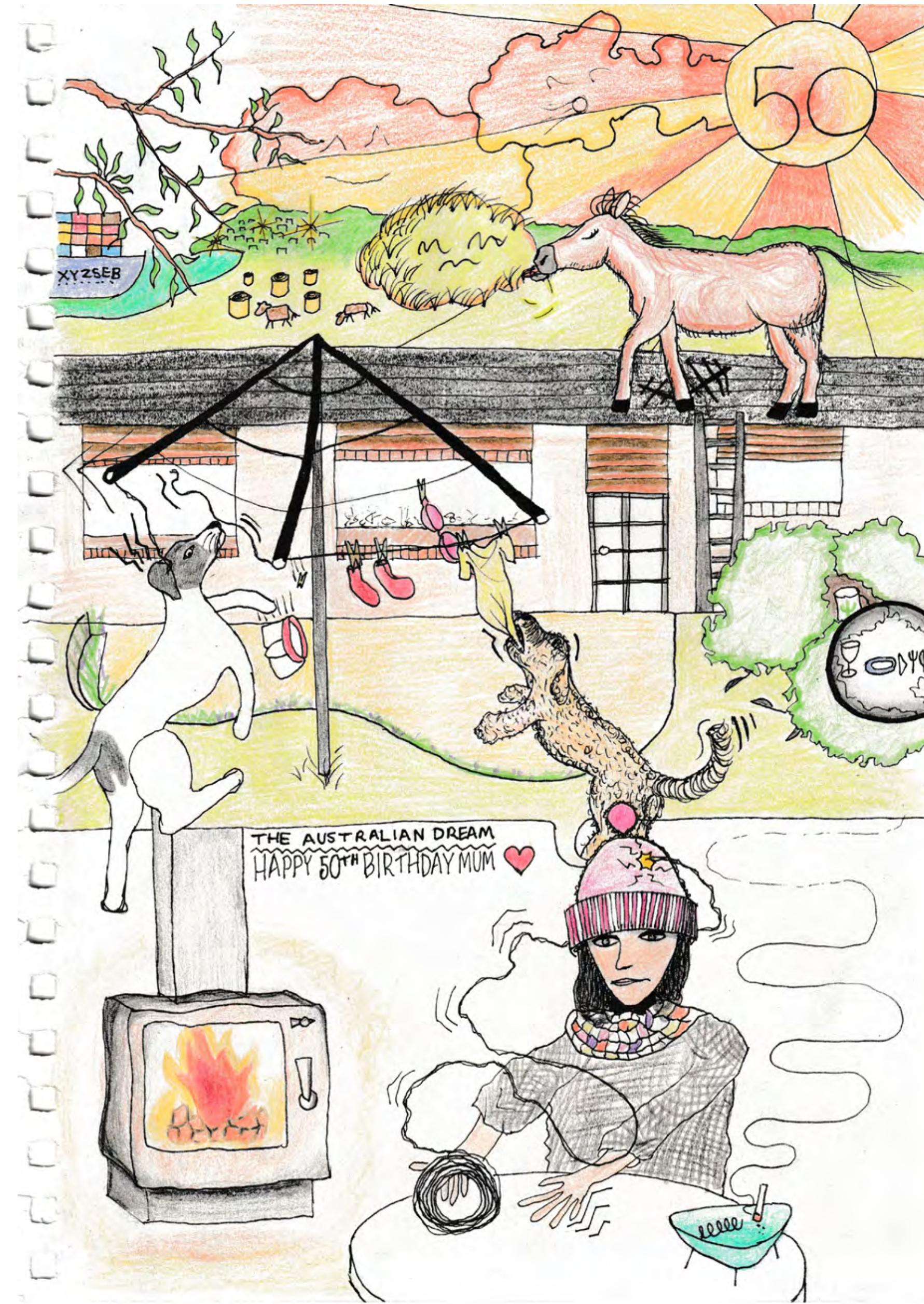
[Jump to contents](#)



Zine Cover Illustration: Hand-drawn, digitally coloured

University club logo

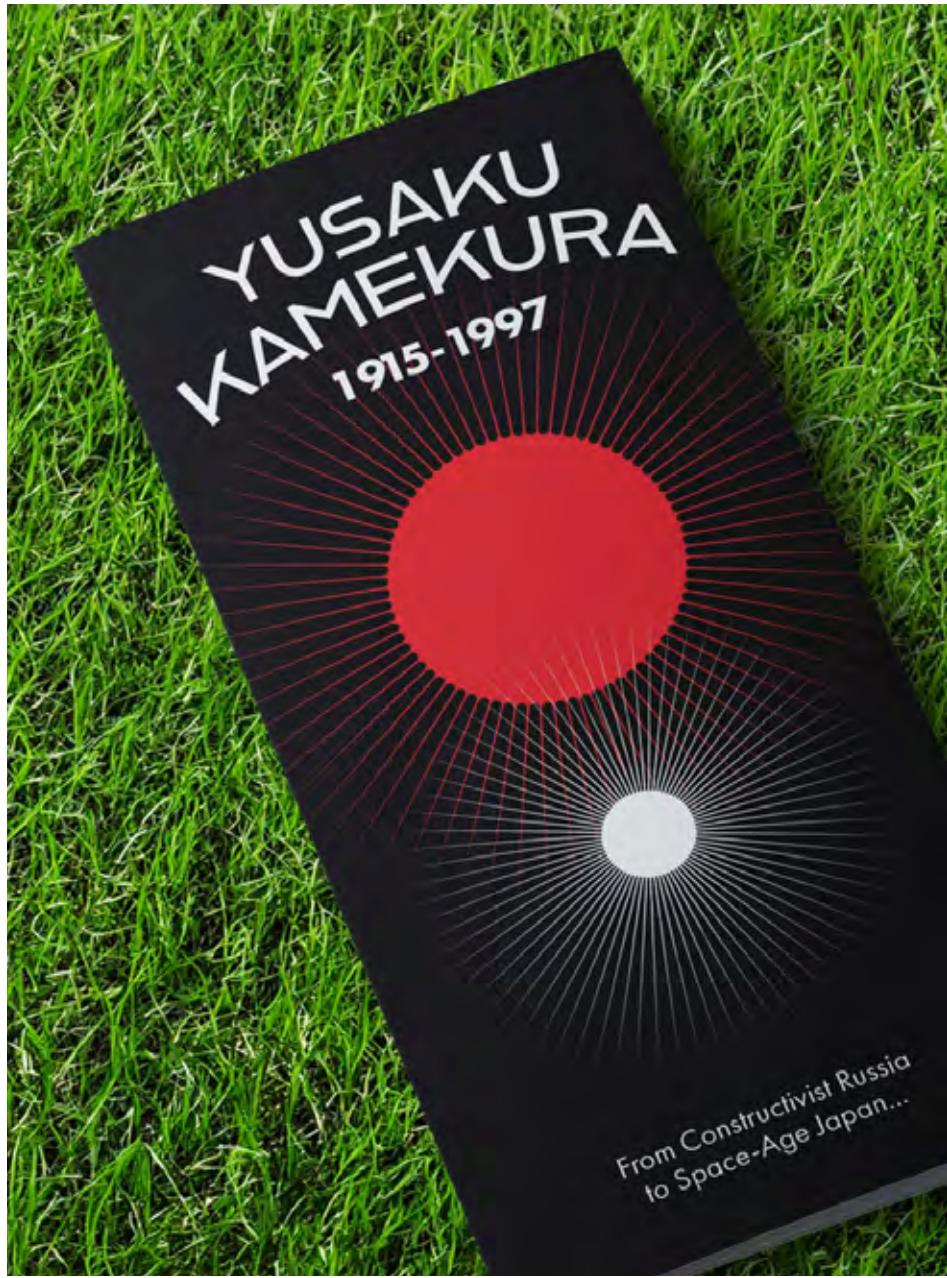




Hand-drawn birthday card for my mum Annie Glass who is a wire sculpture artist



Suntory Boss Coffee Tee Design



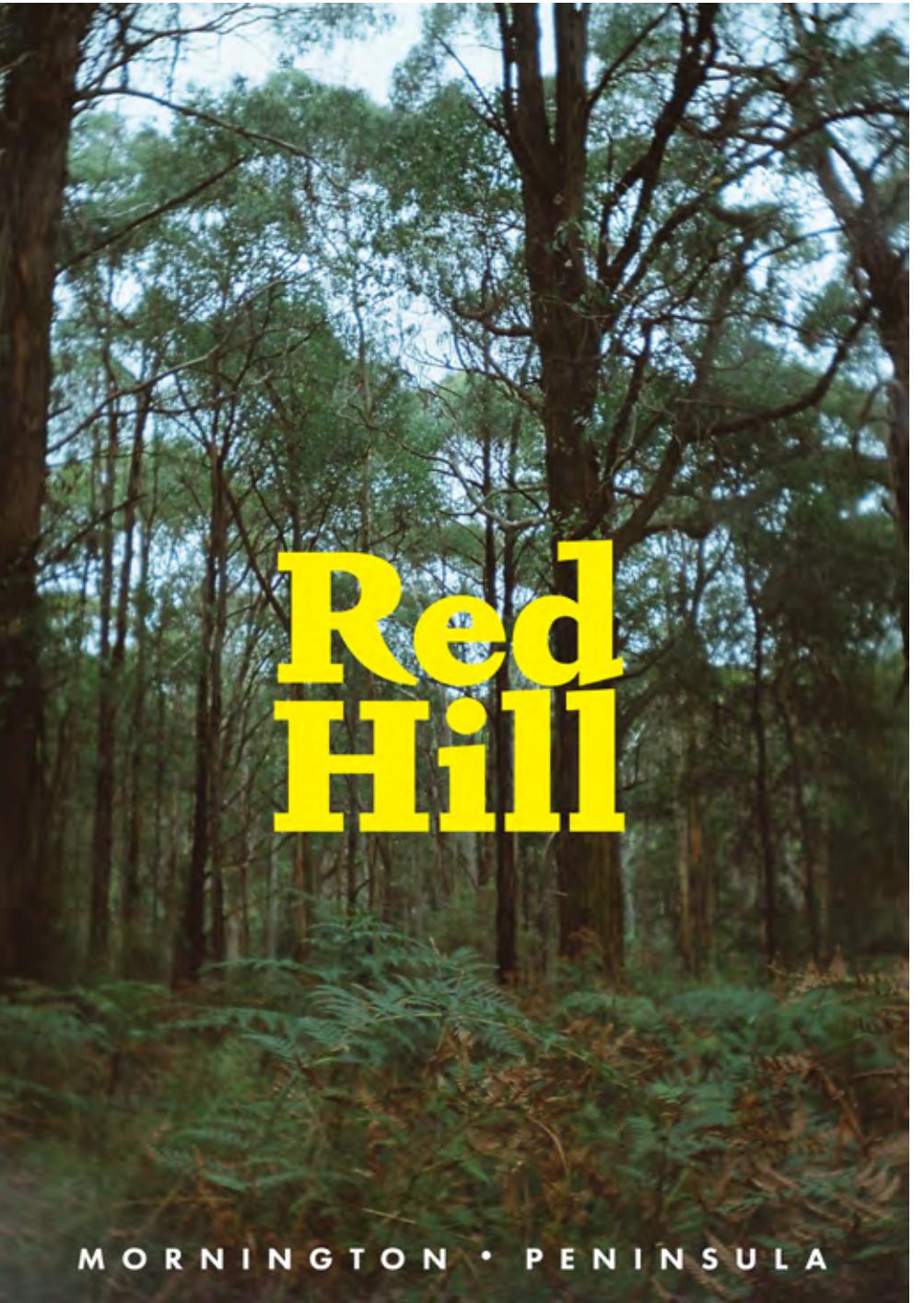
Tri-fold brochure designed for print with 2 inks



Hand-drawn and vectorised illustration



Mock poster: photography, scanned elements, digital collage



Mock tourism posters: Film photography

