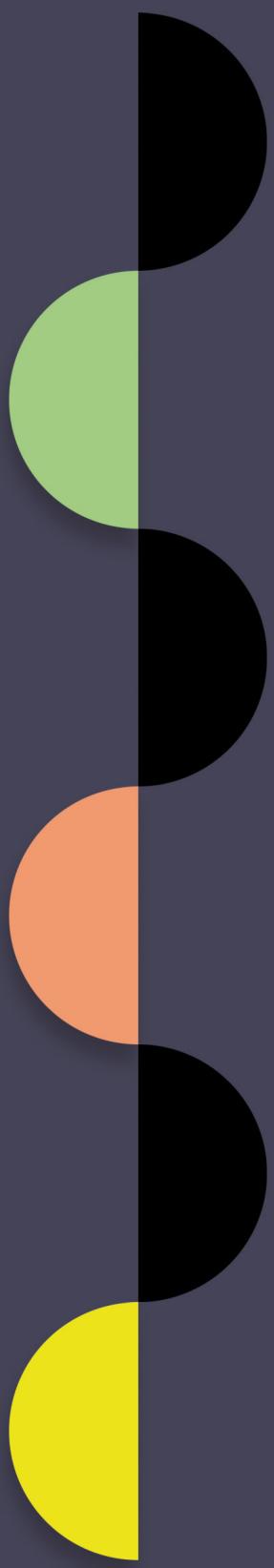


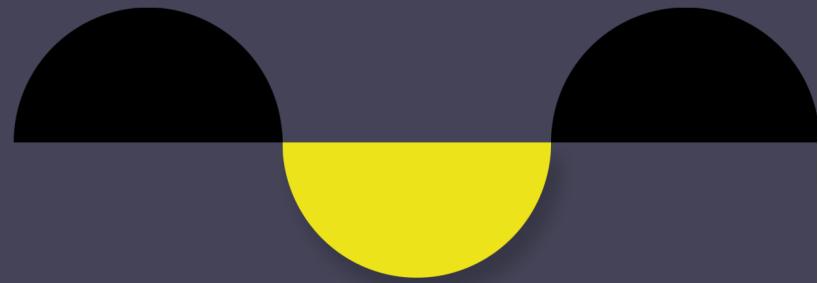
Portfolio.

2017 - 2018

Liam O'Shea







I Do Love a Giggle

Charity comedy event branding.

Silverstone

Silverstone circuit apparel design.

Avenue TV

Artistic Television station branding, and style guide.

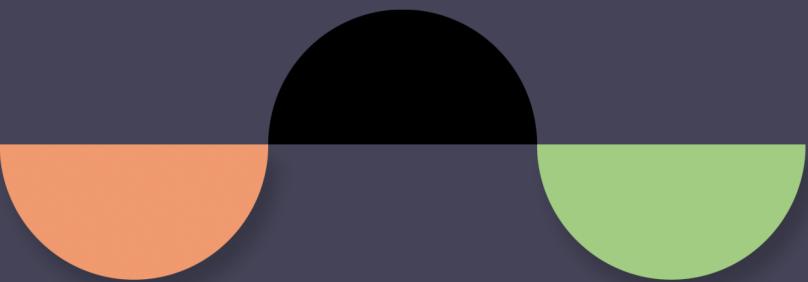
YCN: Frontier Lager

Advertising campaign for city-based new wave lager.

Penguin Design Award

Book Cover design for 'Animal Farm' and 'A brief history of time'.





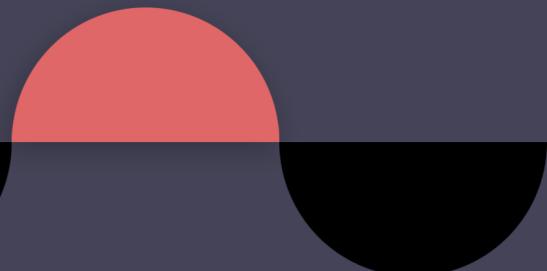
6 - 17

18 - 27

28 - 37

38 - 49

50 - 59





01.

I Do Love
A Giggle.

I DO
love a giggle

& HOT STUFF

SUPPORTING ORGAN DONATION
NORTHAMPTONSHIRE

I Donate is a charity aimed at organ donation in the Northamptonshire area. They hold comedy events to raise awareness of the problem and suggest that people sign up to the donor register. We were asked to design one of these events, aimed at students.

At a Glance.

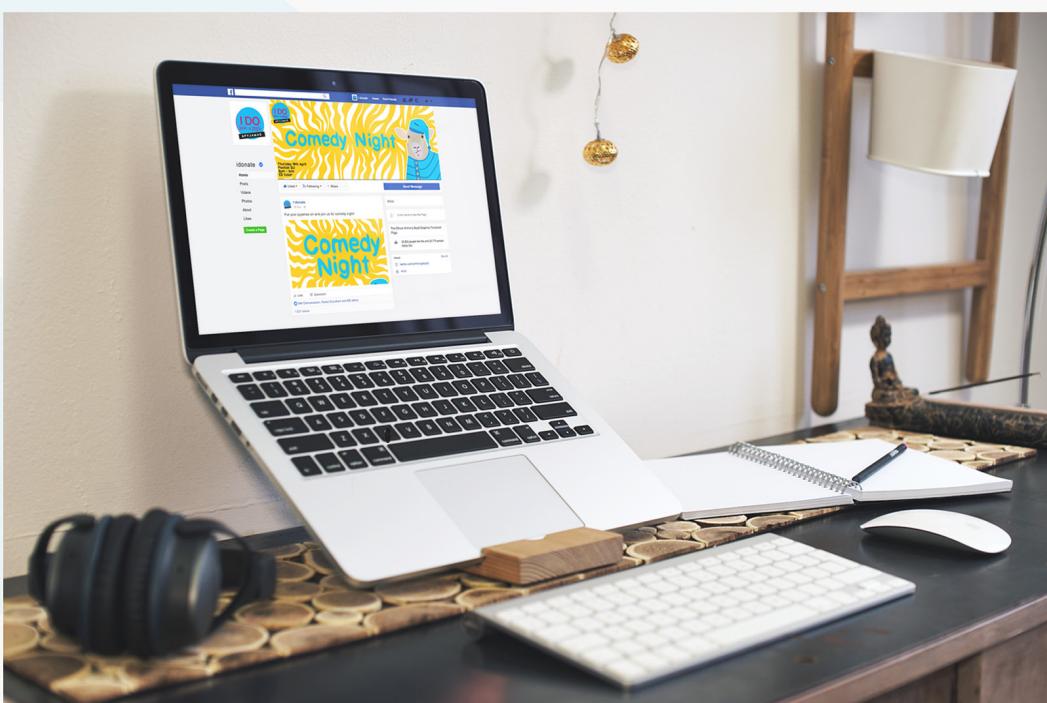
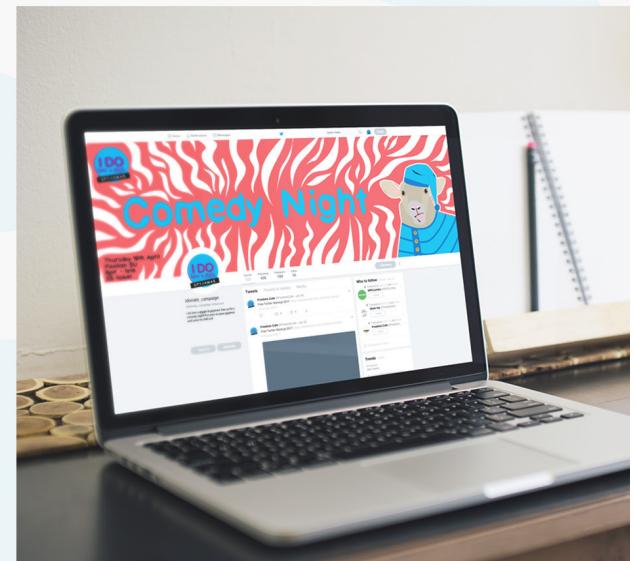
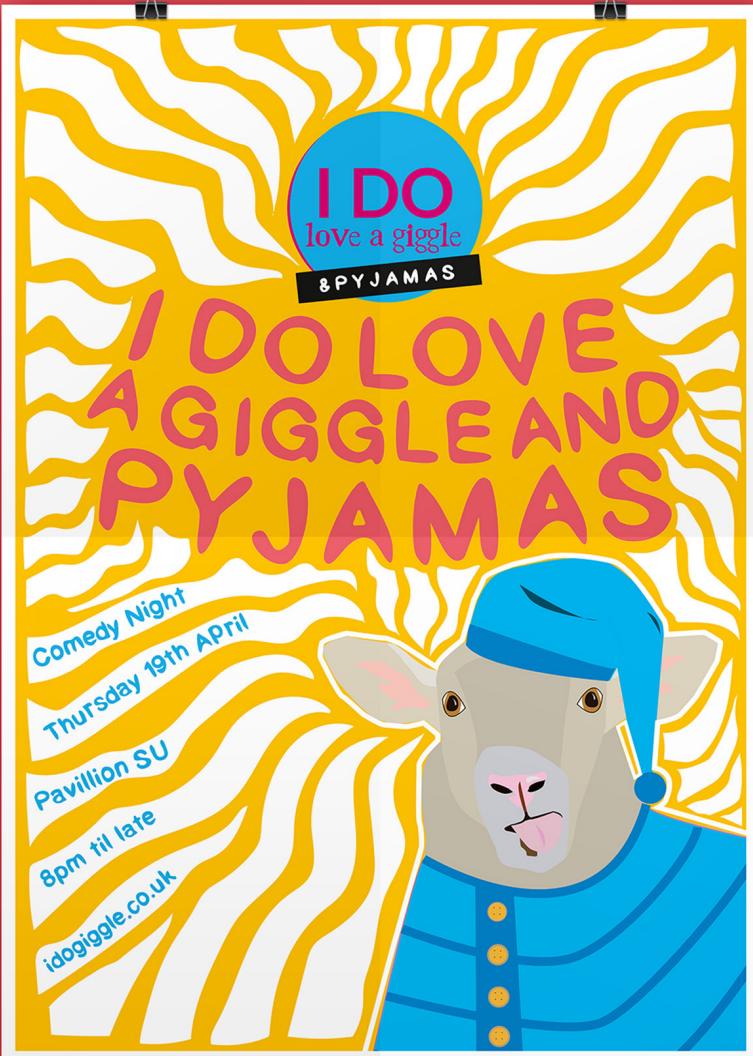
Brief.

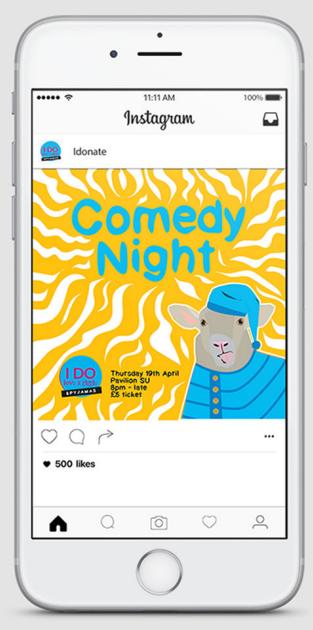
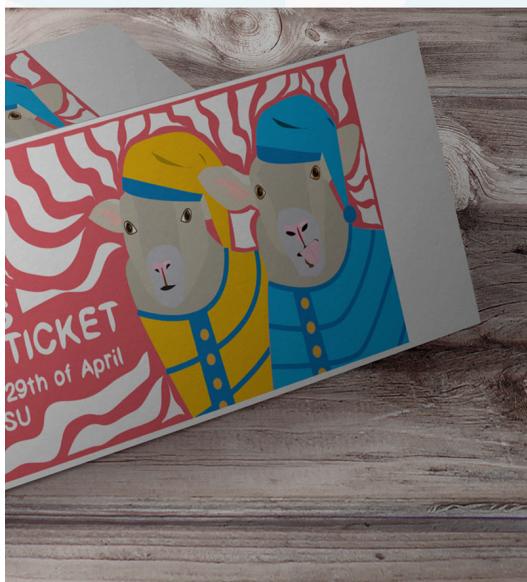
Research.

Posters.

Web.

Alternatives.







I DO LOVE A GIGGLE AND PYJAMAS

Comedy Night

Thursday 19th April

Pavillion SU

8pm til late

idogiggle.co.uk



I Do Love a Giggle and Pyjamas.

GROUP:

Liam O'Shea, Em Barker, Boyana Gerzilova

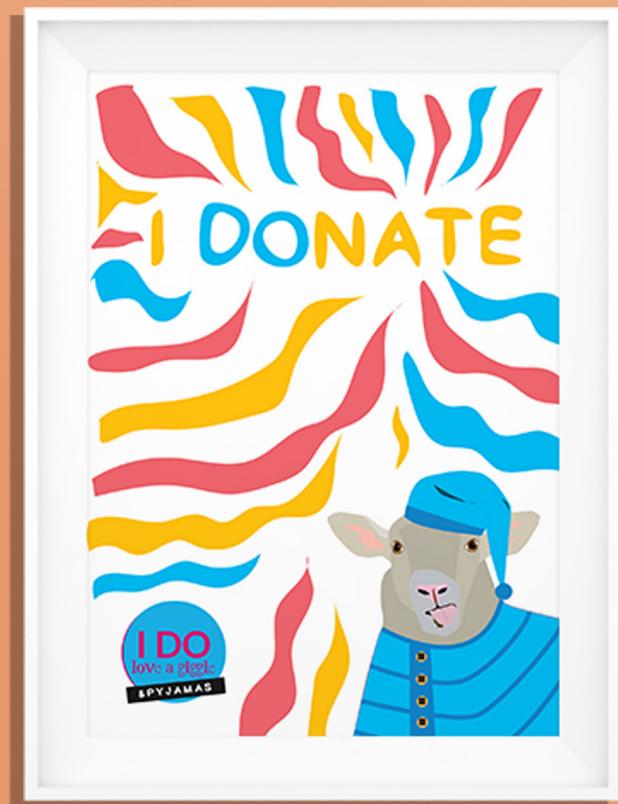
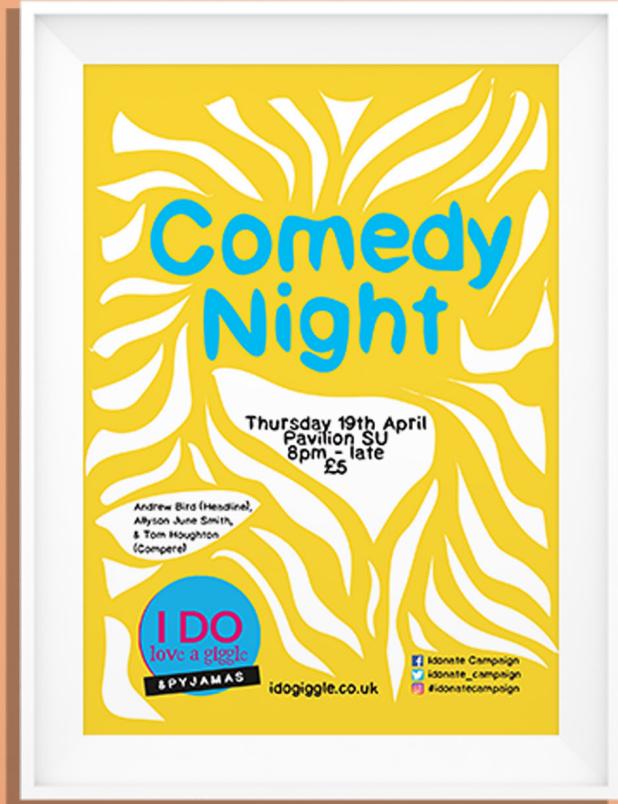
BRIEF:

To develop a theme and advertising
campaign for a charity comedy night
aimed at students.

I Do Love a Giggle and Pyjamas.

With the theme being pyjamas, we needed something vibrant and interesting as the focal point of the campaign. The pyjama sheep was the perfect creation for this job in combination with a psychedelic style and loud colors.

All of the designs we produce stick to a uniform design style, with color changes and size changes dependant on the platform.





I Do Love a Giggle and Pyjamas.

Our web and social media campaign also reflected a similar design style, with wavy lines and bright colors. The feel of the campaign is light and airy.

This campaign also has room for extension, with animation and videos, dependant on the scope of the project and the reach required.

Too stressed?
Put your pyjamas on

and join us for a

COMEDY NIGHT



Alternatives





02.

Silverstone Apparel



Silverstone are a british race-track and home of the British Grand Prix. They asked us to produce a series of T-Shirts and other apparel to enter their shops both online and at the circuit.

**Brief / Core.
GP Range.
Hard Goods.
Client Boards.**





SILVERSTONE



Silverstone Apparel.

BRIEF:

To develop a range of clothing for the Silverstone brand, including core t-shirt designs and hard merchandise. In addition, designs for Grand Prix 2018 t-shirts were to be designed.

September 2017

Silverstone Apparel.

Designs for the Grand Prix 2018 shirts use the red, white and blue colors, along with the shape of the iconic Wing Building at Silverstone race track. 2 color variations allow buyers to collect multiple versions, or simply make a choice. This design also features the use of the Silverstone logo as part of the design.





Silverstone Apparel.

Other hard goods include the GP cap, and the GP lanyard, developed along side the GP t-shirts for the 2018 season. Both of these feature the same logo as the t-shirts, with additions to the design to suit the format. These designs attempt to be clean, stylish and collectable.



03. AVTV Style Guide



Avenue TV are a channel dedicated to providing the most recent look at art and design at UoN. They asked us to produce branding and a style guide for their channel.

At a Glance.

Brief.

Logo.

Campaign.

Style Guide.







AVTV

Style Guide.

BRIEF:

To develop a style guide for Avenue TV, a channel dedicated to being a professional platform for the University of Northampton's art and design students. We were to create a style guide to show brand guidelines, and how to use branding effectively throughout the campaign.

AVTV

Style Guide.

The logo design for this project is a clean and sharp look, to reflect the core values of the brand. This logo also leaves open the possibility to be used in several other ways, given it's vector based style, and single color use.

This logo combines the initials of the brand 'AVTV' and merges them to create one seamless logo. The style guide provides guidance on how to use and not use.



Incorrect use of the logo

Don't stretch the logo in anyway.



New shows on ~~A&V~~ this Autumn. Check them out.



Don't crop the logo in any way.



Don't remove segments of the logo.



Don't alter the colour of the logo.



Don't use the logo in a paragraph or as a substitute for words.



Don't place a black variant of the logo over a dark colour.

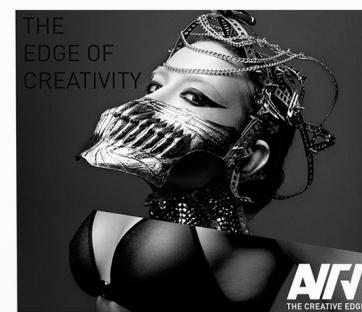
Don't place a white variant of the logo over a bright colour.

Don't place the logo against an overly busy photo or background.



Ad Campaigns

Campaigns are a common occurrence usually updated on a quarterly basis, with the intention of furthering/evolving the brand message. Banners provide the opportunity to explore new visual concepts within our guidelines.



AVTV

Style Guide.

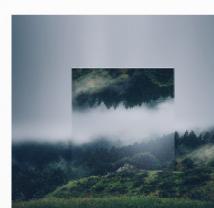
Extensions to this project include styling for advertising and videos. The style guide covers these elements in detail and makes suggestions on how to present these adverts and videos.

Photography

Photography is an essential component of the Avenue TV identity. Still images are a very important aspect to the site. The presence of photography should communicate a sleek and edgy feel..

STYLE OF PHOTOGRAPHY
One major key ingredient to the visual style is the type of photography we use. We only use cutting edge photographic techniques in line with the content that AVTV provides. A strong emphasis on making the photography intriguing and contain a sense of abnormality.

CHOOSING STOCK PHOTOGRAPHY
When choosing stock photography, there are many clichés and inappropriate themes to avoid. The best guidance is search for photography following the characteristics that define our style - edgy, creative, dynamic, sophisticated.





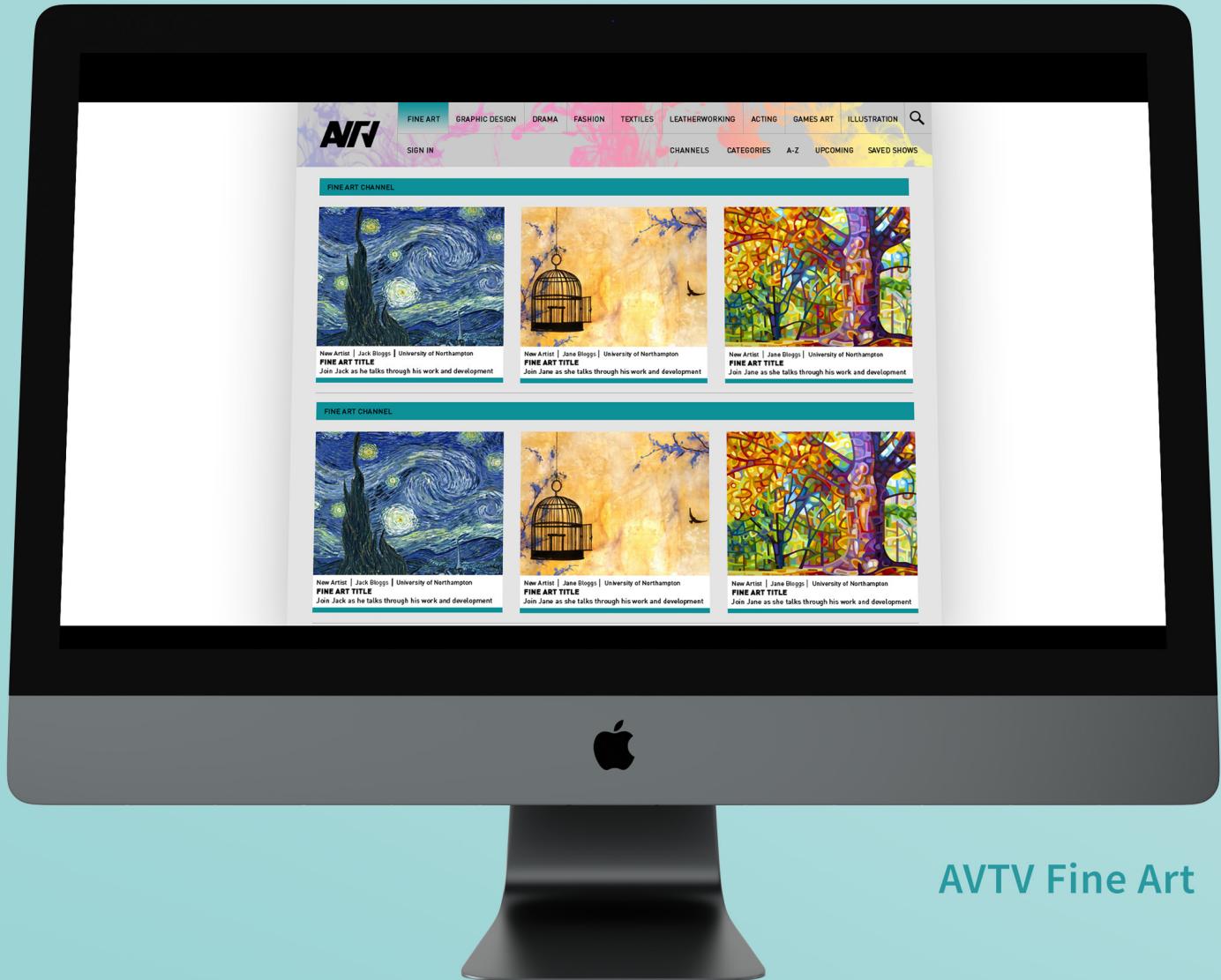
AVTV Homepage



AVTV Navigation



AVTV Phone Application



AVTV Fine Art



04. YCN Frontier.



YCN have a series of yearly briefs aimed at developing designers. Frontier is a lager company who were looking for an advertising campaign to help them gain customers, and keep them, Using their unique taste, and city status.

**Brief/Concept.
Posters.
Social Media.
Extensions.**



BREWED



CITY

BREWED

FRONTIER

CITY



YCN: Frontier

BRIEF:

To develop a campaign to make the Frontier name popular among popular drinkers, and new drinkers alike using the brands strengths, doubling down on popular elements.

My initial reaction, after research was to produce a competition which evokes a sense of city pride and develops brand loyalty.

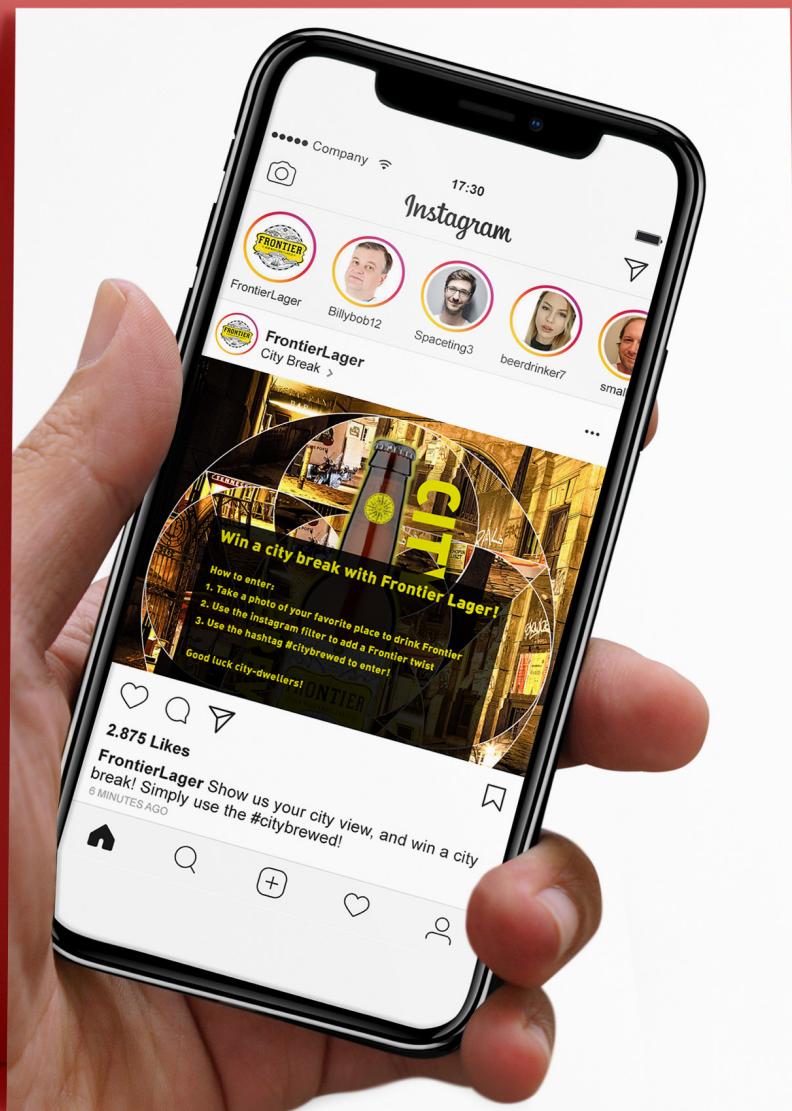
YCN: Frontier



The posters/billboards in this campaign are designed to be stylish and modern twists on european cities, and cities around the world. Since Frontier is city brewed, and is proud of it's city roots, this felt like a natural solution to the problem the brief posed.



The work here is designed to allow the user to easily access the competition aspect of the campaign. Emphasis here is on functionality, allowing the user to read from simple and clear design without distraction, but in style.



YCN: Frontier





Extensions





05. Penguin Design Award.

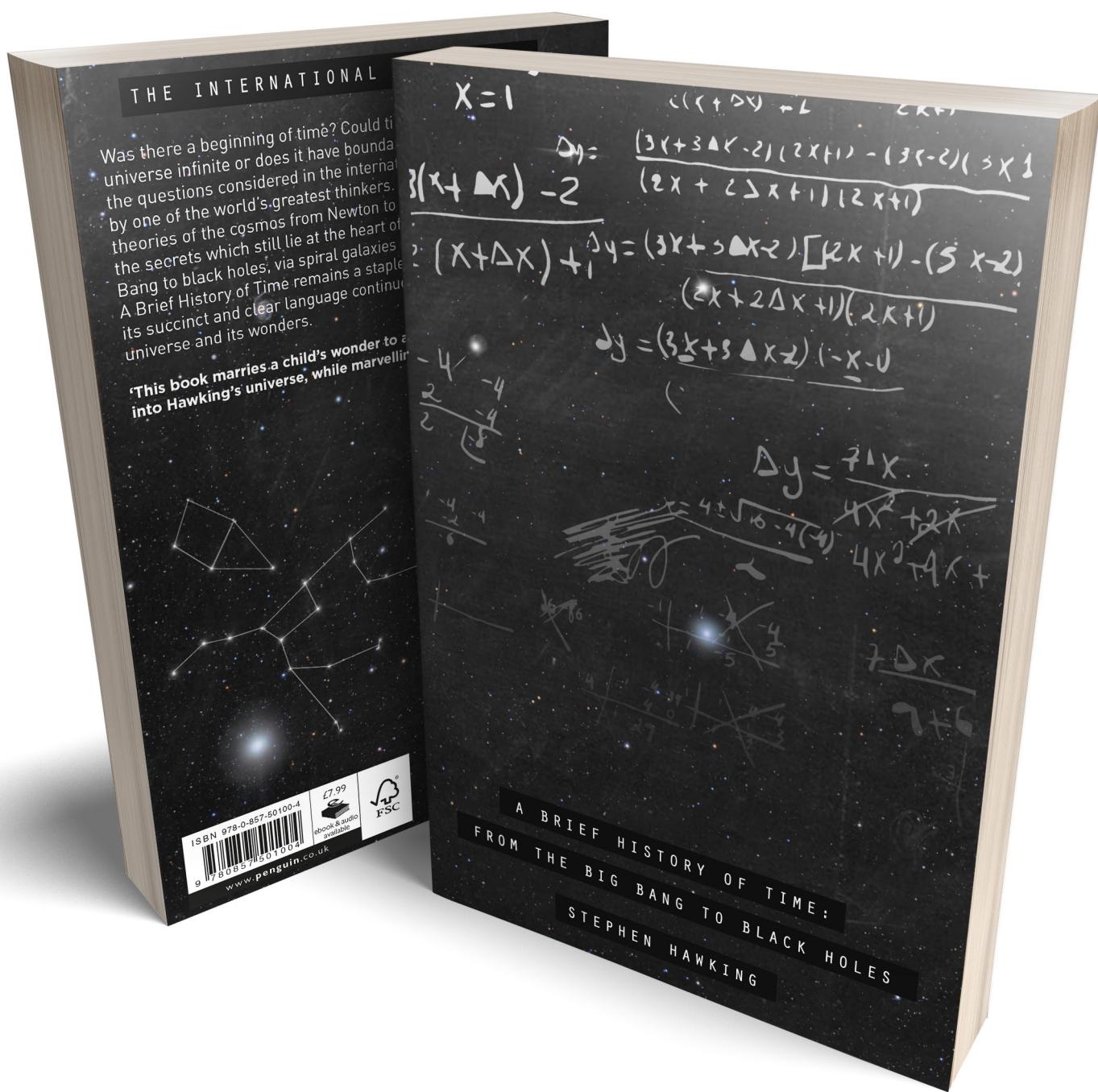


Penguin
Random House
UK

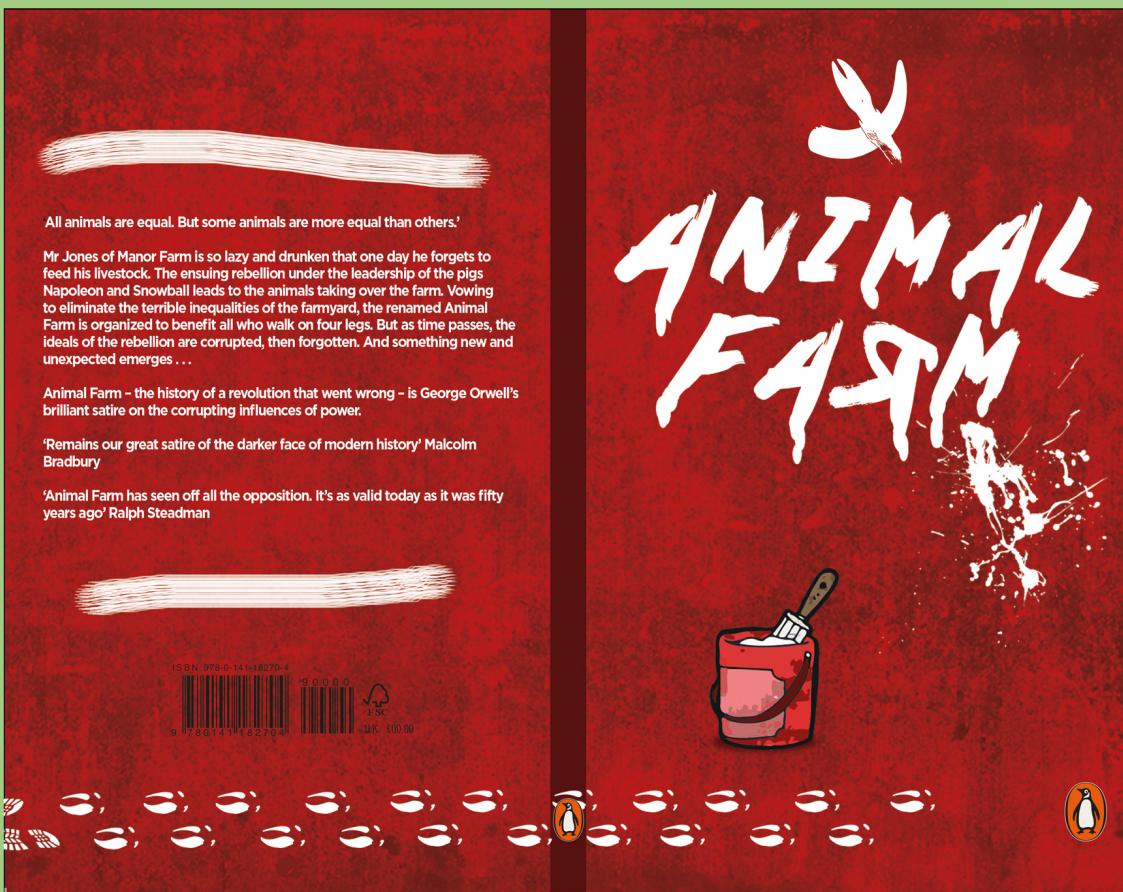


Artwork
Brief/Concept.
Book One.
Book Two.



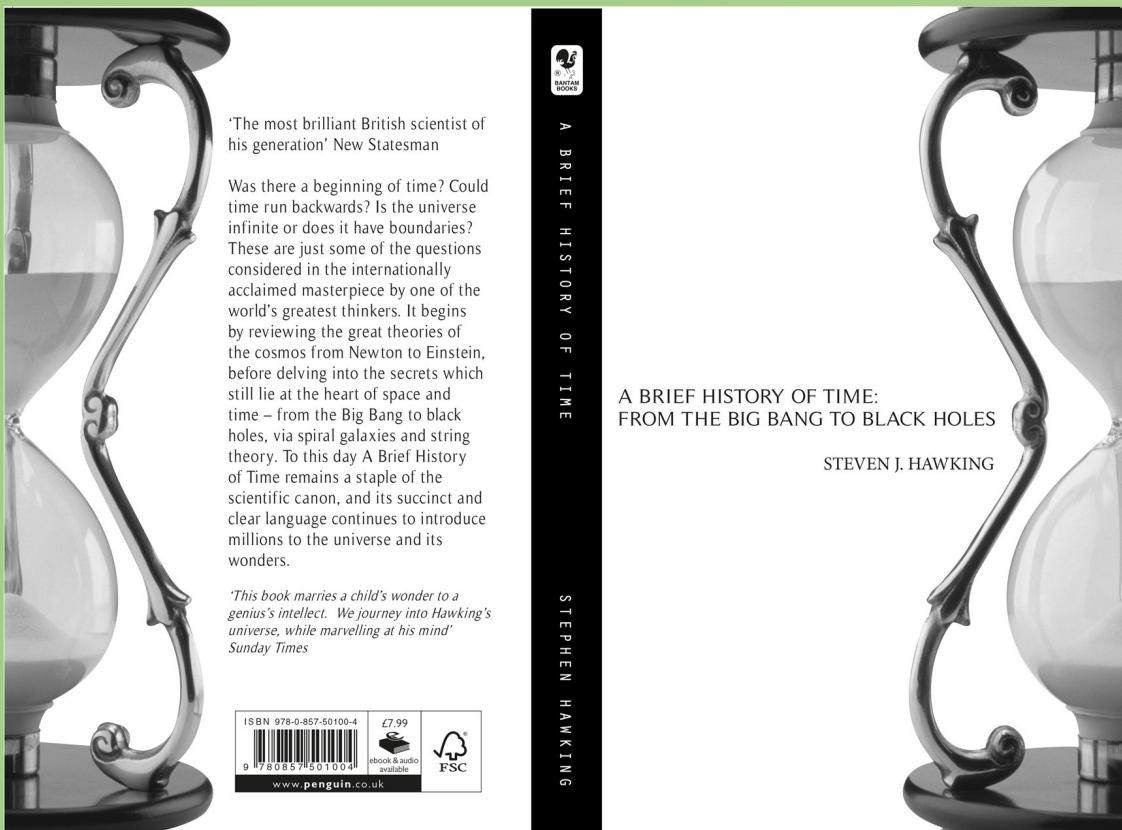


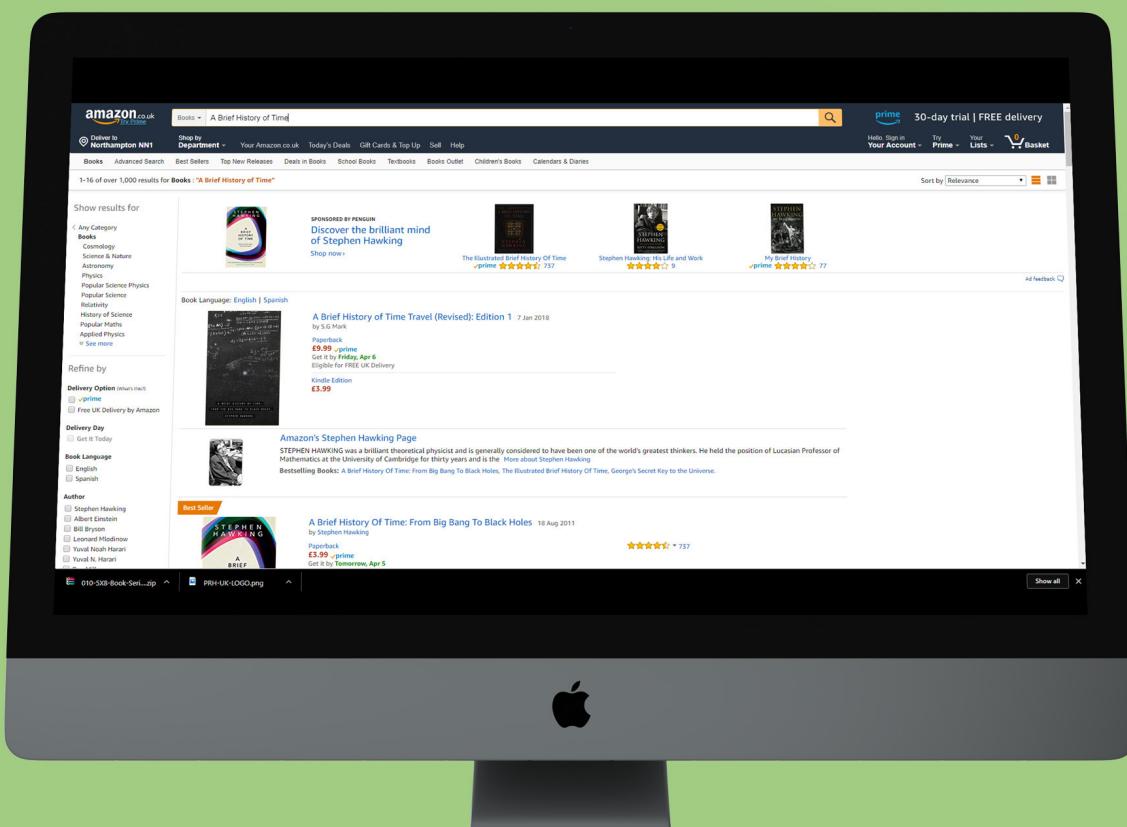
Artwork



Penguin Book Award.

The Penguin Book Award is an annual competition held to design a new cover for selected Penguin works. My selections for this years award were George Orwell's 'Animal Farm' and Stephen Hawking's 'A Brief History of Time'. Shown here are some of my unused concept work for this brief.



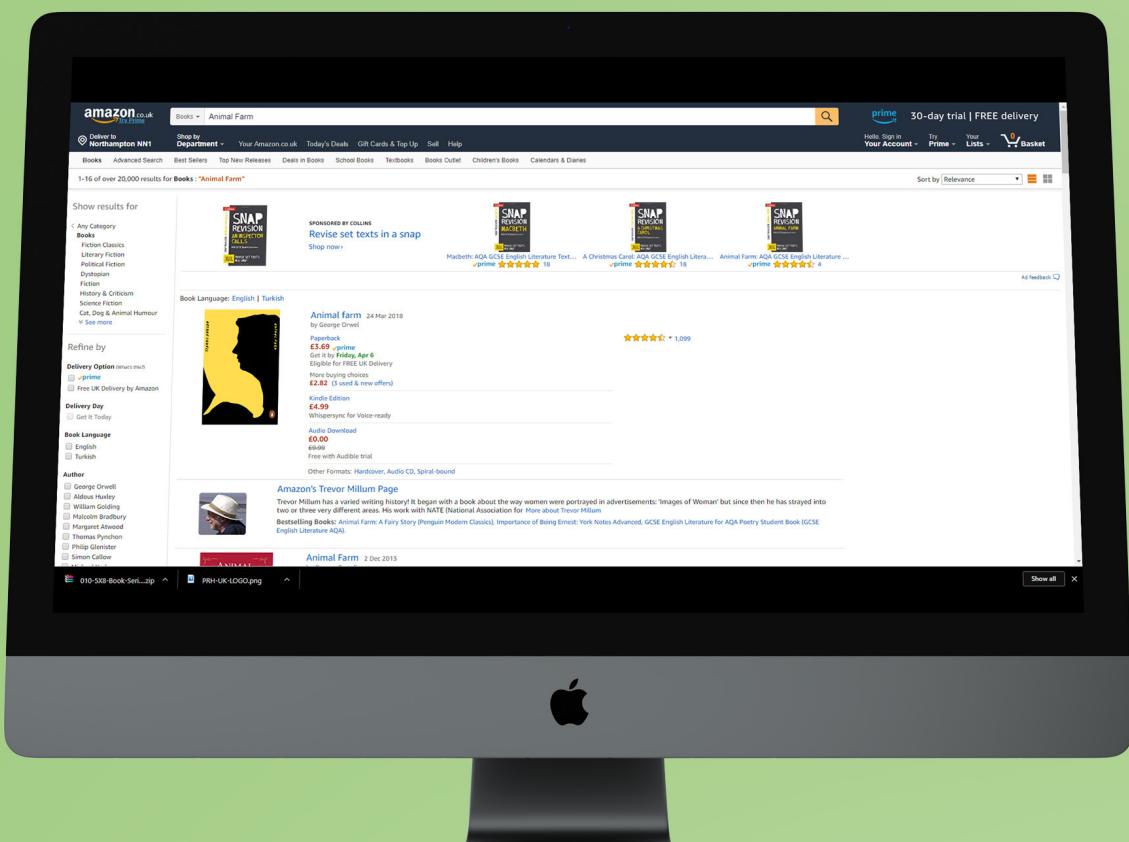


Penguin Book Award.

Stephen Hawking's 'A Brief History of Time' is a book which attempts to explain complicated concepts about the universe in an easy to understand way. The themes for this book include space, time existentialism and the academics which were able to create these theories. Combining these elements I was able to create a book cover which merged space and a symbol of education, the blackboard. I also included several constellations on the back of the book to further provide the space element of the cover.

Penguin Book Award.

George Orwell's 'Animal Farm' is a book about a farm, in which a revolt happens among the animals. This story is a highly satirical take on the events leading up to the formation of the Soviet Union. This book has several semiotic symbols throughout including paint, pigs, farm-yards, but also has a lot of deeper symbolism throughout. This led me to design a book cover which used Gestalt styling to depict the mirroring between pig and human.







Liam O'Shea
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