

Portfolio

Portfolio Tom Lansdown

Project Mars	page 2-4
National Trust for Scotland	page 5-7
Crisis Acceptance Kit	page 8-10
Wage Infographic	page 11-12
Alphabet Aerobics	page 13-15
Monir	page 16-18
Art Fund	page 19-21
Penguin Student Award	page 22-24
Personal Website	page 25-26

Project Mars

Project Mars

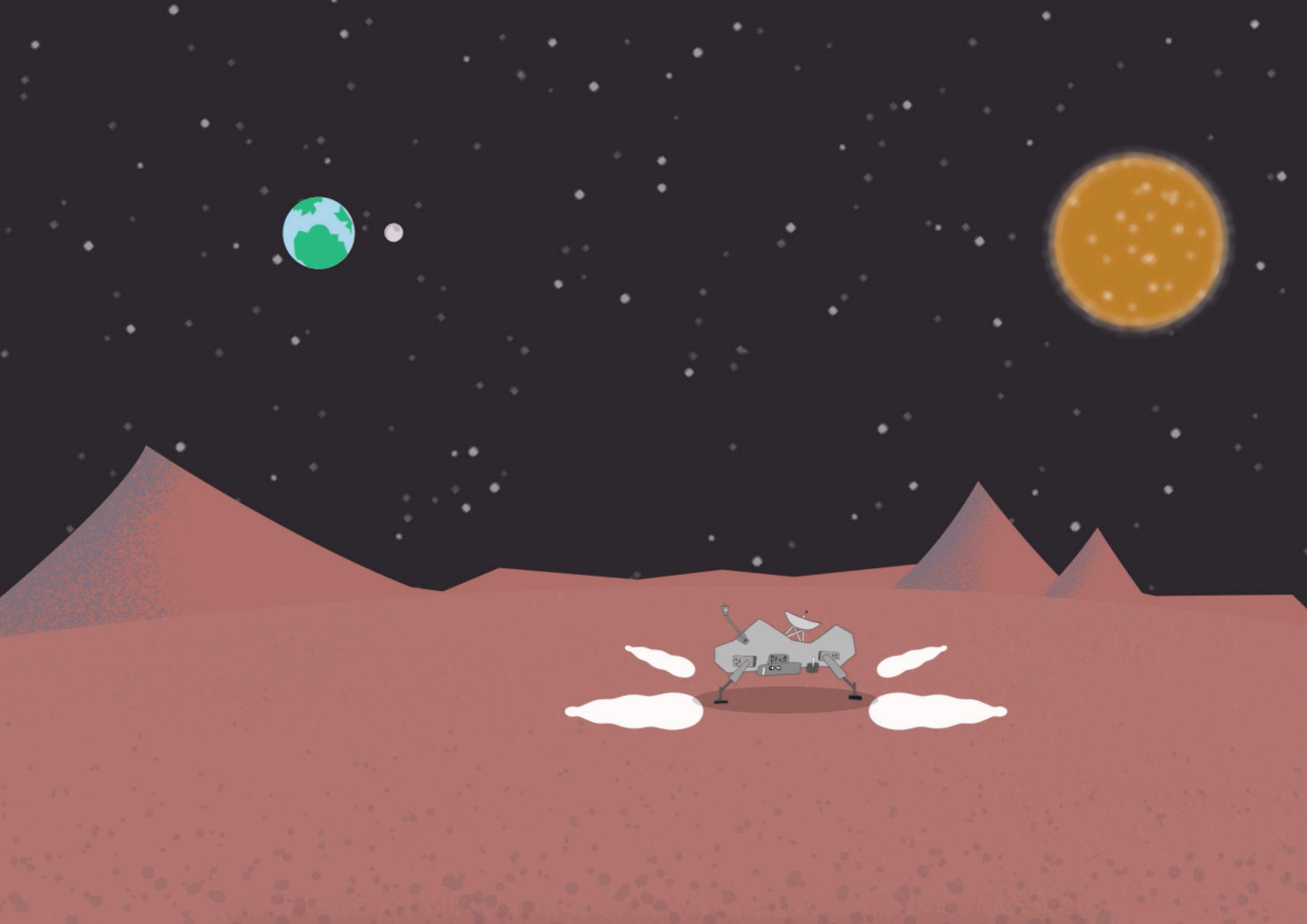
+Animation
+Art Direction
+Digital

-

Finalist film in the 2018
Project Mars competition.

'Patience' is about looking at what we leave behind, and how as we step into the future an awareness of this will become increasingly important.
Following the journey of the Curiosity rover as it waits for Orion to arrive.

Watch the animation.





National Trust for Scotland

- +Animation
- +Advertising
- +Digital

-

As part of our Professional Practice module we produced a short 15 second advert for a National Trust of Scotland property.

My idea is based around the journey children experience with the National Trust, seeing Scotland like a storybook.

Watch the [animation](#).

SCOTLAND

Culzean Castle

Ayrshire Coast





crisis

Crisis Acceptance Kit

- +Art Direction
- +Animation
- +Print

Acceptance
Kit

-

Winner of the StudioLR Graduate Prize.

The Crisis Acceptance Kit is a speculative campaign and commentary on how we view crisis and a critique of how we choose to deal with it. By radicalising the concept of crisis elements of the kit should prompt users to take a look at their own consumption of crisis and how it can be changed.

Watch the [animation](#).

Watch the [concept explanation](#).





Wage

Infographic

Wage Infographic

- +Animation
- +Art Direction
- +Digital

-

Infographic project to raise awareness of the gender pay gap.

Styled to work with slow music and motion graphics to maximise the impact of the message. Simple and clean.

Watch the [animation](#).

The Gender Pay Gap.



Or working from 9 to 6:30.

A large, semi-transparent rectangular overlay containing several blurred, overlapping circular shapes of varying sizes and shades of grey, creating a bokeh effect. This overlay covers the bottom half of the slide.

Women in Retail earn 20% less.



Or just £5600.

Alphabet

Alphabet Aerobics

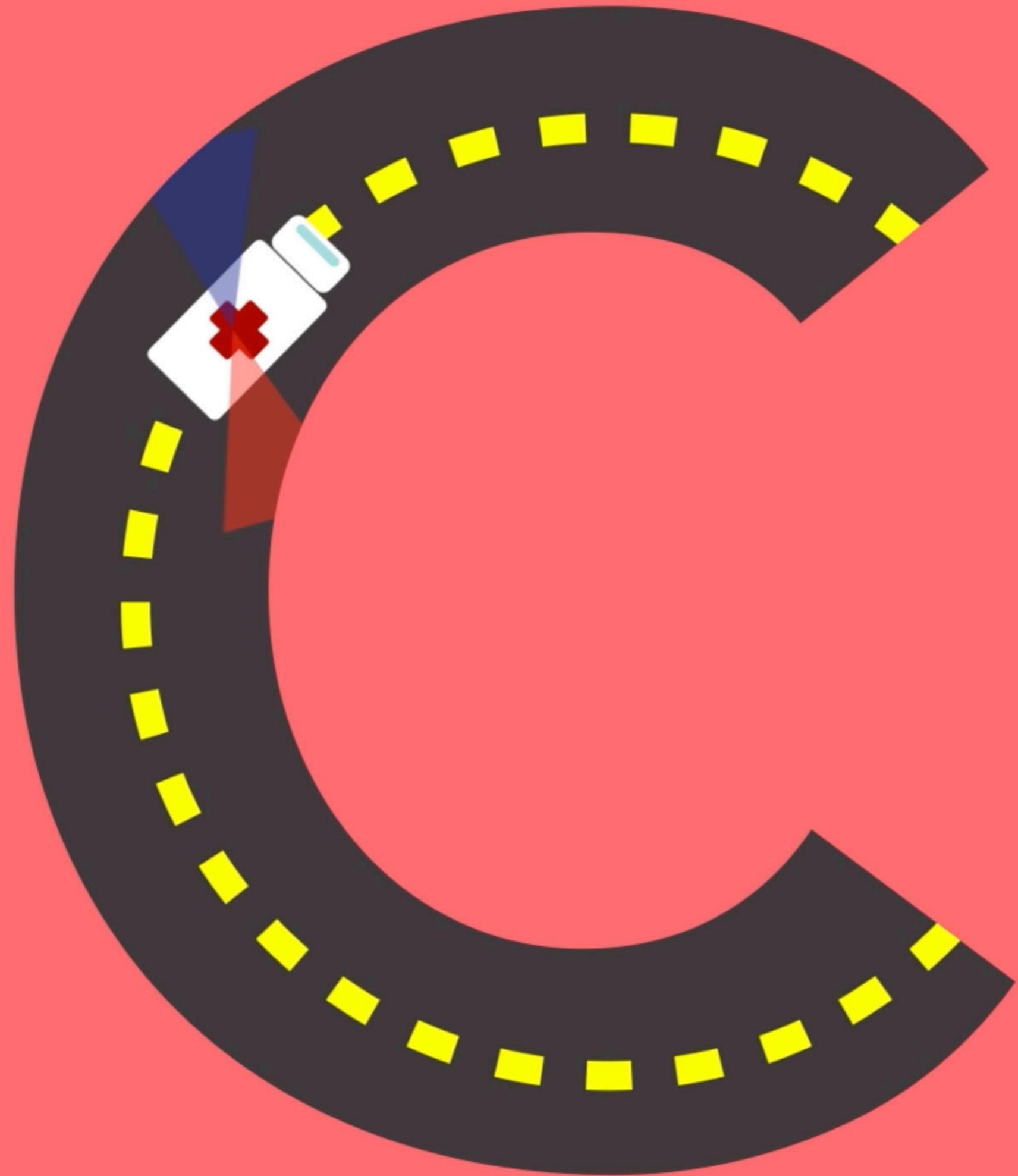
- +Animation
- +Art Direction
- +Advertising

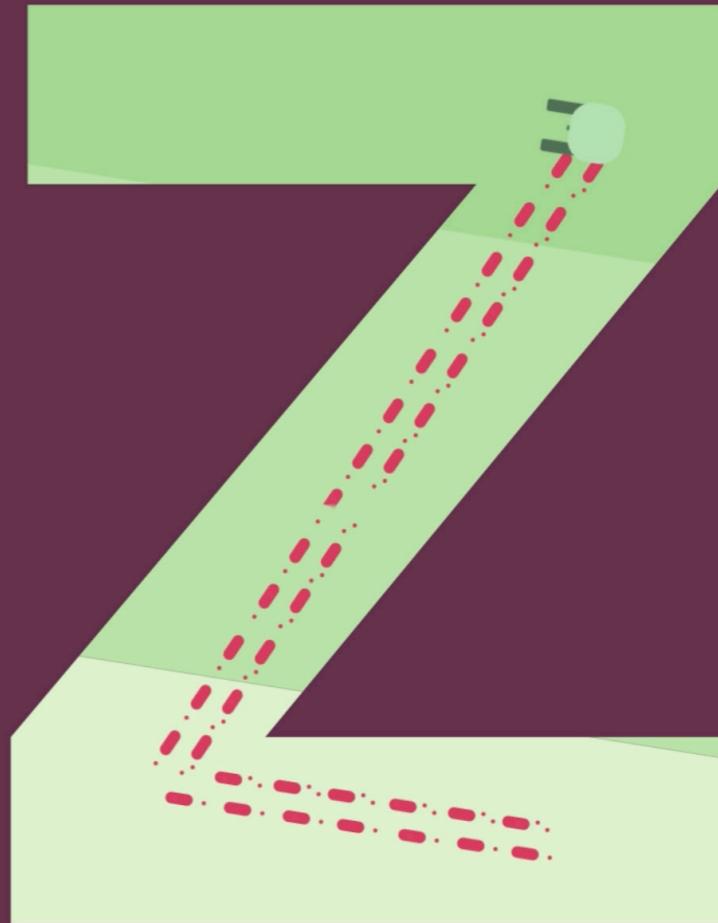
Aerobics

-
A short animation transformation of illustrations in time with music. The brief was to show a motion journey, this is from 'A to Z'.

Illustration's were done for each letter, overlays morphed along to the song. First animation I made as part of a learning motion graphics module.

Watch the [animation](#).





Monir

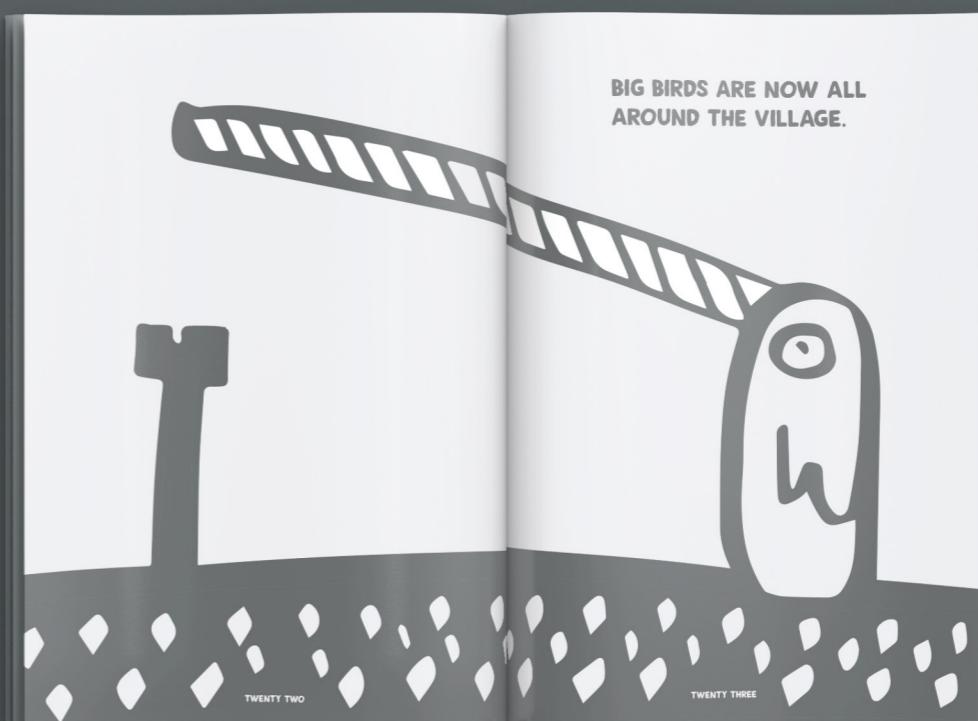
- +Editorial
- +Illustration
- +Print

-

Shortlisted in the 2019
Creative Conscience awards.

A illustrated children's book to teach about equality using the ongoing Rohingya crisis. The book is set from a child's perspective experiencing what is happening around them. The book teaches both adults and children the value of treating people equally.

[View the interactive book.](#)



BIG BIRDS HAVE APPEARED
ALL AROUND THE VILLAGE.



TWENTY THREE

THE BIG MEN HAVE STOPPED
WORKING AROUND THE VILLAGE.

Art Fund

- +Advertising
- +Art Direction
- +Campaign

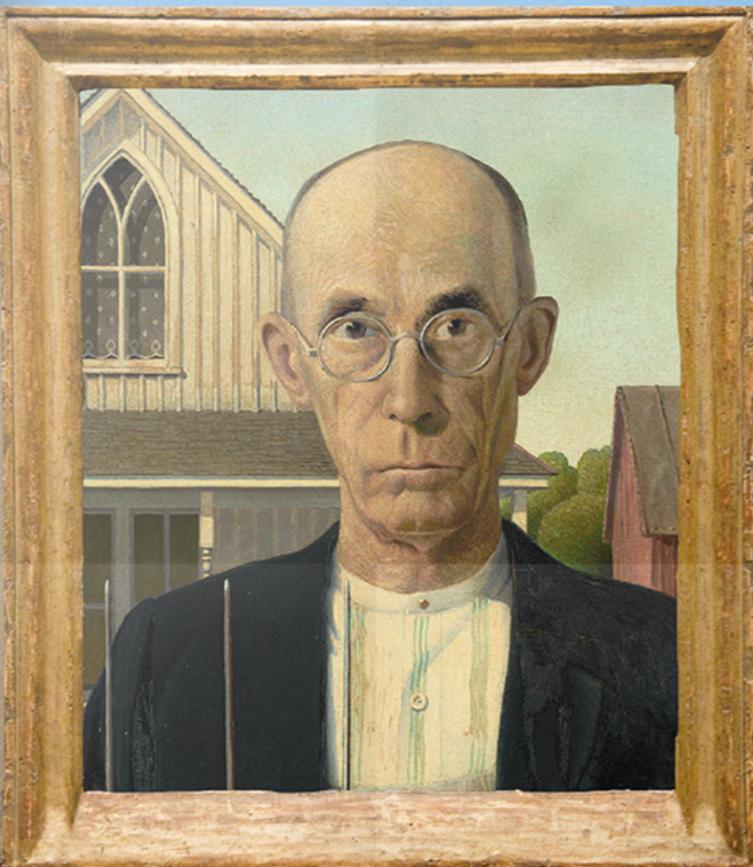
-

Advertising campaign for the Art Fund based around the idea of marrying art and music. Creating a modern campaign that will attract students to the Student Art Pass.

Using Spotify codes humour is added to famous paintings, linking galleries to modern technology.

Fiver a year

Look. Hear.



Search your Spotify.

Student Art Pass

Fiver a year

Look. Hear.



Search your Spotify.

Student Art Pass



Penguin Student Award

Penguin Student Award

- +Editorial**
- +Illustration**
- +Print**

-

**Submissions for the 2019 Penguin
Student Design Award.**

Mixing physical and digital techniques
to make engaging covers. Working
towards telling several messages
using different graphic elements.

The phenomenal bestseller

The Establishment

And how they get away with it



Owen Jones
author of Chavs

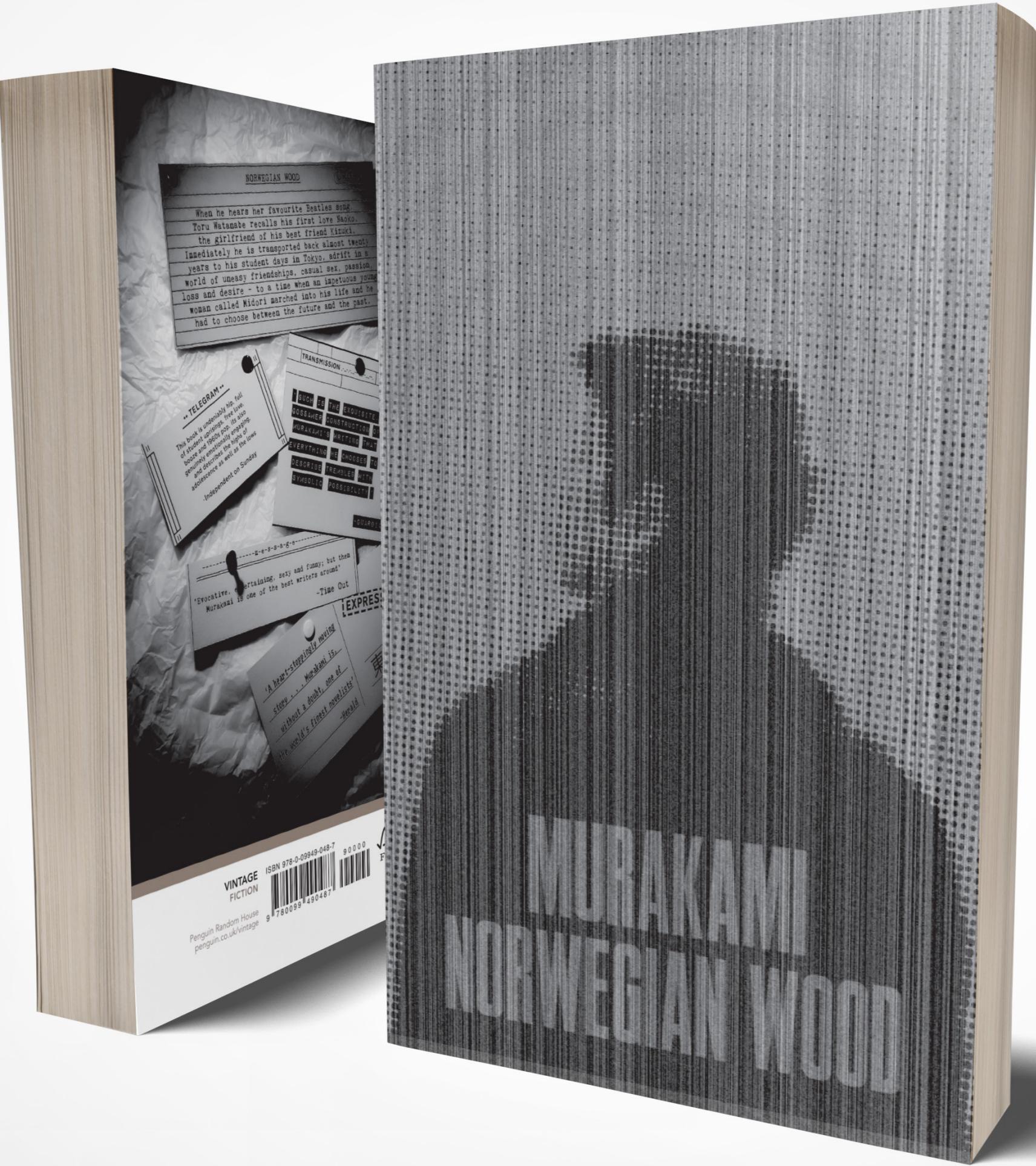
'Owen Jones is a phenomenon of our times'
David Kynaston,
The Times Literary Supplement

'Fantastic, timely, eye-opening'
Armando Iannucci

'You will be enlightened and angry'
Irvine Welsh

'Captures a collective sense of anger and awakening'
Matt Haig,
Observer,
Books of the Year





Personal

Website

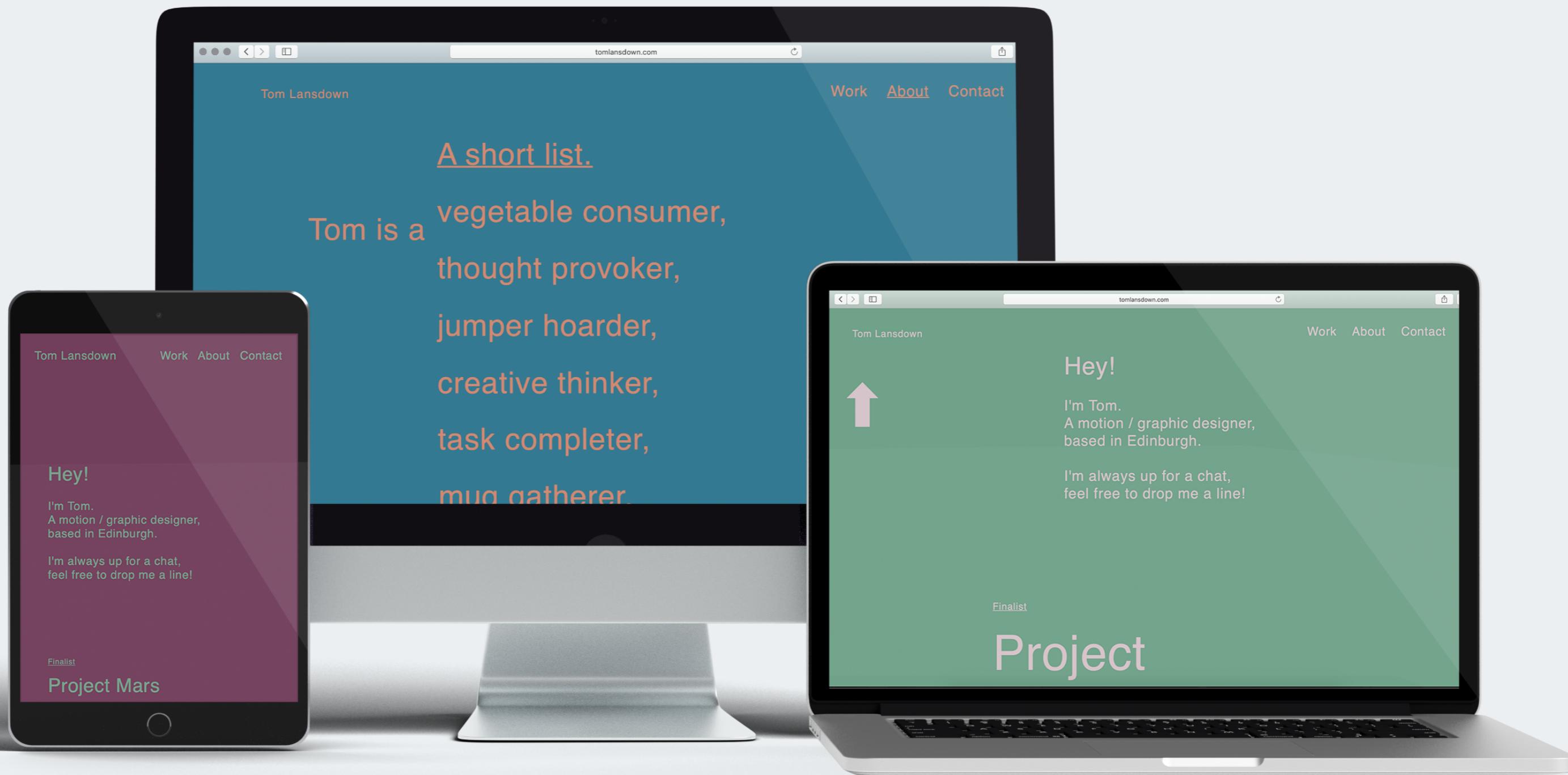
Personal Website

- +Art Direction
- +Branding
- +Digital

-

As a two day challenge I set myself, to make personal website fitting my brand. Trying to incorporate simple scroll effects and interaction to make a website more than a standard portfolio site.

[View the website.](#)



tom

Portfolio

Portfolio
Tom Lansdown

07512 370 170

tomlansdown.com

tom@lansdown.com