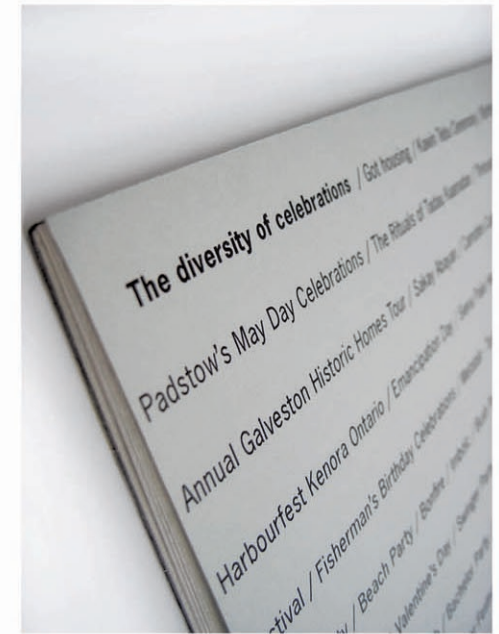


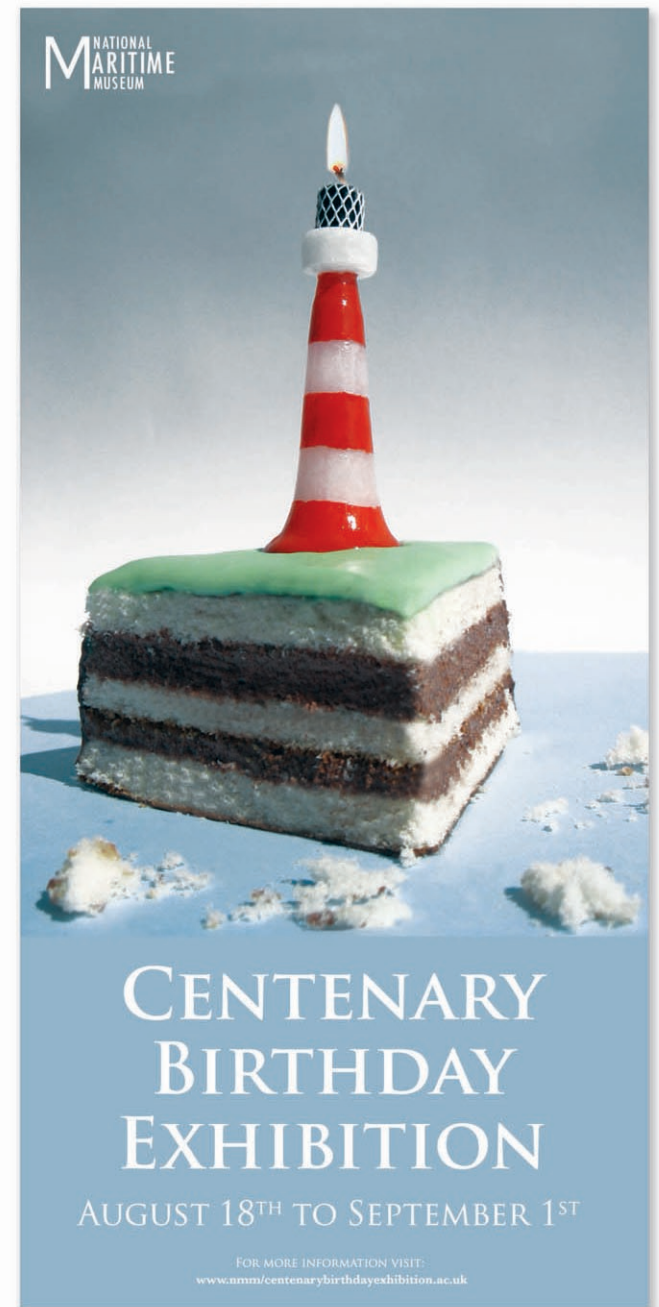
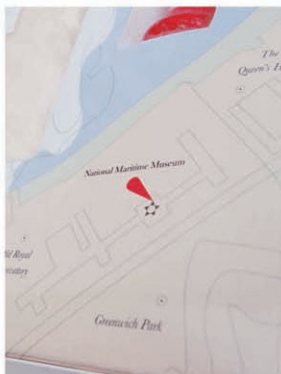


(1 of 3 packaging designs) D&AD 2007 Student Awards brief 'to create an exciting range of continental bread packs for Warburtons'. This packaging attempts to capture a true sense of Italy by demonstrating how each bread can be enjoyed as an integral part of family life.



Personal Project

In any given day, celebrations and events are occurring worldwide, large and small. To attempt to record this information would be impossible. This pad of blank posters to be filled in suggests this point and the cover bleeds off with a diverse range of examples. (The pad size is A2)



Promotional poster and mailer for the National Maritime Museum. Includes cake mix and a lighthouse-shaped candle inviting the recipient to join in the birthday celebrations and attend the exhibition with this tactile and interactive promotional piece.





The Typographic Circle

A poster campaign for the Typographic Circle 2007 Student Awards. Attracting students who describe themselves as 'typoholics' to enter the competition.



Self Promotion Mailer

Comparing the journey into a design career - studying, passing and gaining experience in a work environment, to learning to drive - passing and then gaining experience on the road.