



# 2016 Creative Design Portfolio

v 1.1

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# About



Hello. My name is Jayne Firth, a Graphic Designer and Illustrator. Before focusing on design as a career, I worked in project management providing I.T. solutions to meet client's needs. This was valuable experience and I believe the key to a successful project is communication, both verbally and visually.

Now following my dream, I am immersed in the creative industry and I love seeing the end result and the impact a design can have. My goal is to ensure the right message gets across which is essential, especially in the field of visual communication.

I am creative, motivated and professional in my approach, and enjoy working either individually or in a team. This portfolio is a reflection of my work and style, touching on a range of disciplines in Graphic Design. For any further information please see my contact details on the last page. Thank you.



#### Project Brief:

'The Art of Saying Hello' - self promotional 3D items to post to prospective employers.

#### Direction:

Design memorable and practical 3D handcrafted items to effectively market myself. Playing cards with custom designed deck and box demonstrate skills in branding, typography and packaging. Important aspects include consistency, personality and practicality. Fun element 'Let's make a deal'.

#### Skills:

Packaging, Printing, Photoshop, InDesign.

### 3D SELF PROMOTION (A)



**Project Brief:**

'The Art of Saying Hello' - self promotional 3D items to post to prospective employers.

**Direction:**

Design memorable and practical 3D handcrafted items to effectively market myself. The Origami game (decision-maker) is practical printed cost-effectively on A4. Skill demonstrated by nature of folds, layout design, and typography. Fun, personal and a sense of nostalgia. Ask a question and enjoy!

**Skills:**

Photoshop, InDesign.

**3D SELF PROMOTION (B)**





**Project Brief:**

'The Art of Saying Hello' - self promotional 3D items to post to prospective employers.

**Direction:**

Design memorable and practical 3D handcrafted items to effectively market myself. The Origami game is not complete without a complimentary custom-made box. The outside statement 'Hello' is followed by a rhyming introduction and instructions within. It is bold, with a strong brand, and was felt an original design.

**Skills:**

Packaging, Printing, Photoshop, InDesign.

**3D SELF PROMOTION (C)**



**Project Brief:**

To design a poster to advertise Monogram Workshops at a venue of my choice.

**Direction:**

To create an innovative monogram which draws the eye and gives some insight into the subject, supported by the subtle grey pencil tip created as red line meets the dual vertical lines. The structure led to a constructivism approach. Typography pattern in the background supports the theme. I wanted a dramatic, impactful design to draw the eye of passersby.

**Skills:**

Photography, Photoshop, InDesign.

**POSTER DESIGN**





**Project Brief:**

To design a logo, illustration and poster for a client of my choice.

**Direction:**

The poster represents the first race of a Mountain Bike Series organised by Gravity Zone Events Group. I wanted to achieve scale, movement, perspective and action to appeal to a larger audience, also an injection of colours to draw the eye.

**Skills:**

Photography, Photoshop, InDesign, Illustrator.

**LOGO & POSTER DESIGN**



#### Project Brief:

To design a logo for a graphic design company, Helium Design, with a specialism in title credits for film and television.

#### Direction:

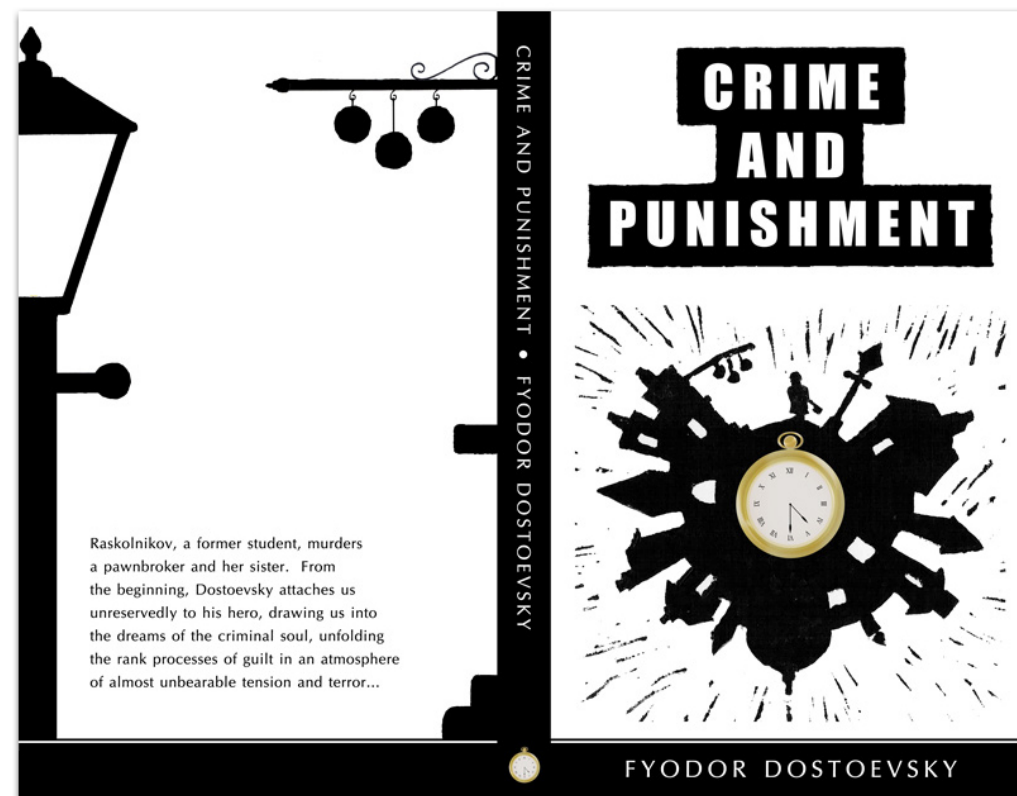
The logo was designed to represent both computer graphics and television screen technology by creating a pixelated effect as the letterforms lift - this also supports connotations of helium. An impactful, original and memorable logo design with that hidden meaning to achieve a level of aesthetics.

#### Skills:

Photography, Photoshop, InDesign, Illustrator.

## BRAND IDENTITY





#### Project Brief:

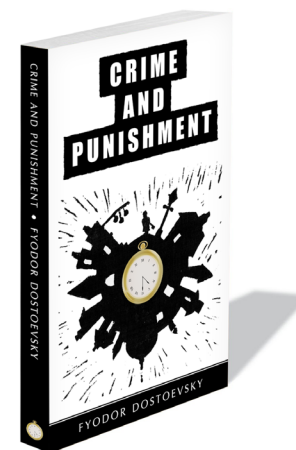
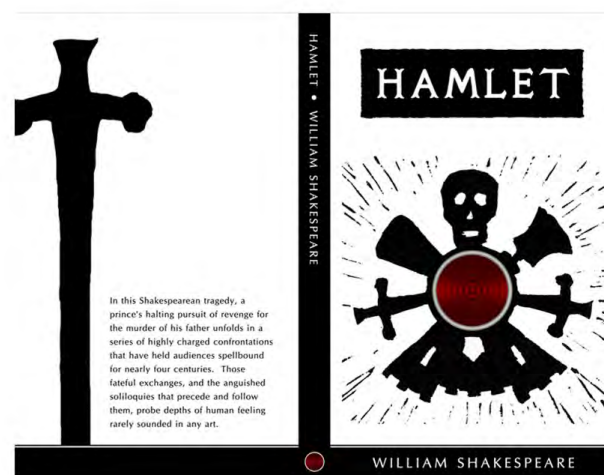
A publishing house required two book cover designs to be considered as part of a series.

#### Direction:

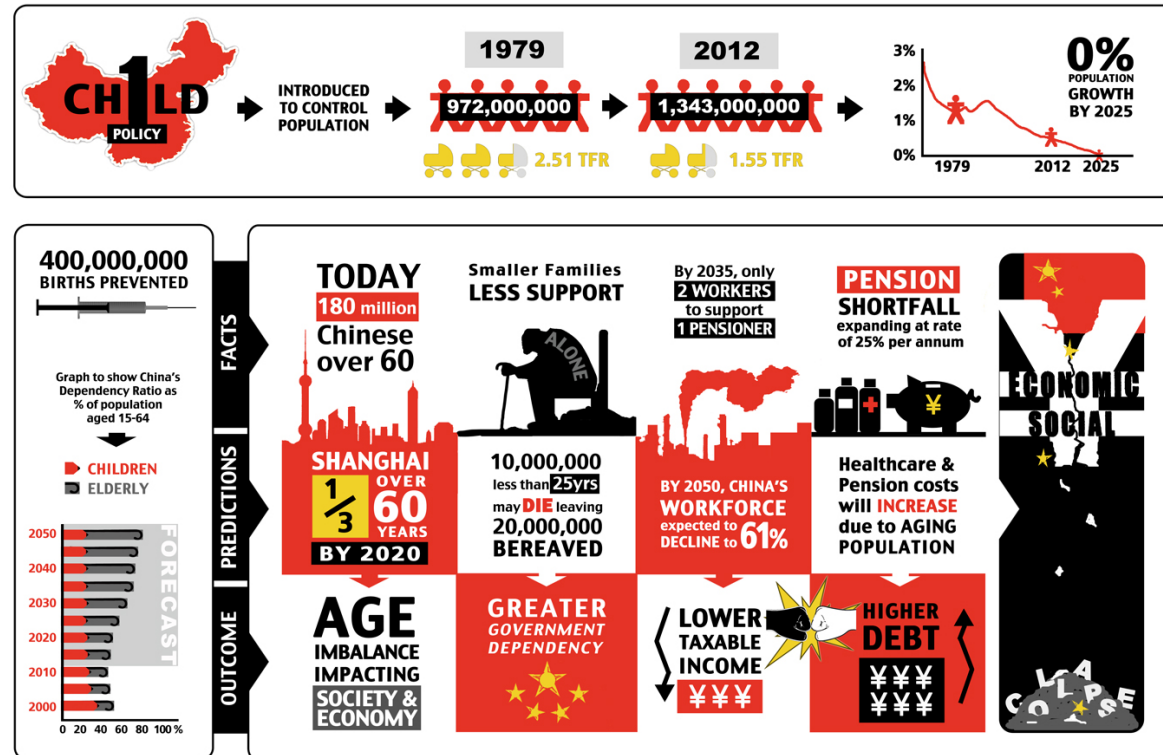
A design to appeal to a younger audience to bring classics back into the limelight. Impactful, original and movement achieved through the lino-cut illustration, enhanced by modern-day digital elements to complete the work. Common design elements used to demonstrate a book collection from style to spine symbols.

#### Skills:

Lino-cutting, Ink Printing, Photoshop, InDesign.



## BOOK COVER DESIGN



### Project Brief:

Create an infographic to depict the history and forecast of China's One Child Policy for The Economist publication.

### Direction:

For such a controversial topic, the directive was to incorporate informative facts and predictions and display them in a logical and interesting way, here achieved by a tiled format encouraging a navigational flow. Graphics and symbols support dramatically placed typography.

### Skills:

Photoshop, InDesign.

## INFORMATION GRAPHICS



**Project Brief:**  
Create a poster and incorporate into a double-page spread for The Economist relating to the One Child Policy.

**Direction:**  
Accompanying an infographic related to the One Child Policy in China, a secondary illustration was created highlighting the negative and positive views. Spread has impact, with elements such as baby and gendercide cube, strong colour theme and informative argument to appeal to the reader.

**Skills:**  
Photoshop, InDesign.

## ILLUSTRATION & LAYOUT







**Project Brief:**

To produce a double-page spread for the National Geographic Magazine for an article of my choice.

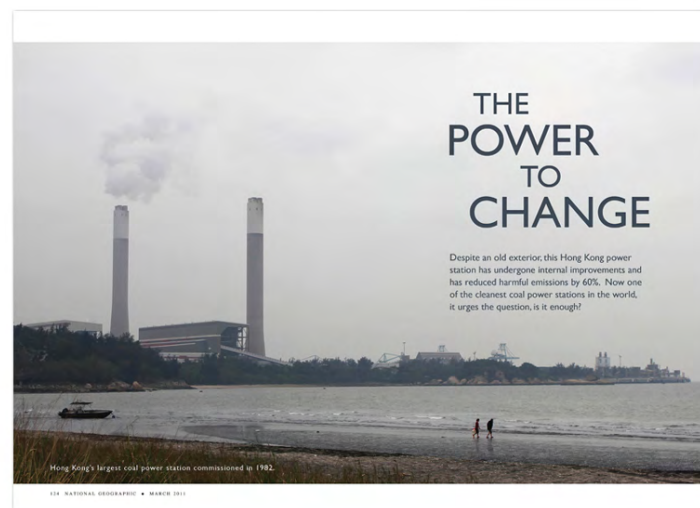
**Direction:**

Two sample designs demonstrate the issue of pollution in Hong Kong. The design top left, shows the haze of pollution on a sunny day, blue skies barely evident. The junk suggests location and is a dramatic contrast. Layout and type are in keeping with the magazine's style, having impact, yet letting the photography lead.

**Skills:**

Photography, Photoshop, InDesign.

**PHOTOGRAPHY & LAYOUT**





**Client Brief:**  
To create a printed and online catalogue for the fashion company, Firefly.

**Direction:**  
To create a contemporary look and feel in keeping with the existing brand and audience. Banners and typography add balance to the overall layout achieving a logical flow and navigation. The vertical photo reel was created digitally giving a photographic feel to the work adding visual appeal.

**Skills:**  
Photoshop, Illustrator, InDesign.

## CATALOGUE DESIGN



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**Thank You**

