



Page 3 - 4	About Me
Page 5 - 6	ISTD
Page 7 - 8	SPD-U
Page 9 - 10	Smorgasbord
Page 11 - 12	Prints & Pints
Page 13 - 14	Leavers Campaign
Page 15 - 16	Good Different



## Coming from a background in photography.

Harry has many disciplines and interests that relate to art and design. Coming from a background in photography he tends to shoot on Film as much as he can, developing it himself when he has the time. He was inspired by photography zines and layouts to study Graphic design at TAFE, desiring to learn more about a new discipline. Here he found an interest in kinetic type animation, zine/publication layout and was able to combine photography and design work in interesting ways. Harry likes mixing mediums and has been inspired to find new ways to do so, furthering his practice and skillset











On a personal note he has a reputation for spending his weekends out on the bike, hanging out with his mates, or dreaming of where he'll end up after TAFE.

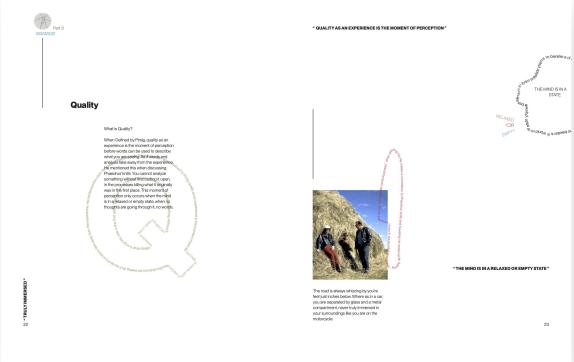
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For this brief we were to create our own rival brand, without breaching the IP of the market leading brand. By Understanding and utilizing Intellectual Property I redesigned the Running With Thieves XPA can, calling it Dashing With Deviants and giving the can a makeover. Sort of giving it the Aldi treatment if you will.

## **ISTD**

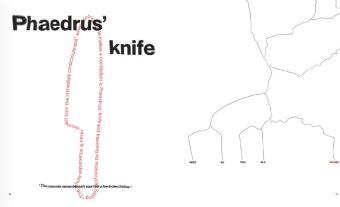
















A 2 page spread for The Society Of Publication Designers Student Outreach brief. Choosing the Design, sports/ adventure category I chose to cover the Indian Pacific Wheel Race, a bike race that starts in Fremantle and ends in Sydney, covering 5,000 km of Australian coast and outback. It just so happens that the race was starting whilst this brief was live so, I went down to the start of the race at south mole in Fremantle to take photos for the spread.

SPD-U

### Inside Article

This race is not for everyone. The race route plots of regional Australia, one which is dangerous and has serious risks for those unprepared. Those considering racing the Indian Pacific Wheel Race on such a serious challenge in an unforgiving environment. This race is not for everyone. The race route plots out a serious adventure through remote sections of regional Australia, one which is dangerous and has serious risks for those Pacific Wheel Race should consider whether they includes a 150 km section of completely straight are ready to take on such a serious challenge in an road. The next sector will take riders through unforgiving environment. Often bikepacking races the rolling hills of the famous Clare Valley and Race. The route will pass right through the centre of Adelaide Hills, the setting for many Tour Down Adelaide, Melbourne, Canberra and Sydney, riders the world famous Great Ocean Road, popular will experience some of the favourite local cycling spots. We want commuters to see the racers. We Finally riders will have to tough it out through a way to work, just as a commuting cyclist would. The race course has a number of distinct sectors hold it together through a 1,000km high mountain with different characteristics. Riders will brave the deserted and treeless Nullarbor Plain which includes a 150 km section of completely straight road. The next sector will take riders through the rolling hills of the famous Clare Valley and Barossa Valley wine districts as well as the Adelaide Hills, the

setting for many Tour Down Under stages. Riders Ocean Road, popular with cycle tourists from all around the world. Finally riders will have to tough it out through a mountainous 1,000km final sector



mountain stage to finish? We hope some local riders will ride with racers as they pass through. This is a throwback to the original Australian overland cyclists who speed record attempts across the country. These crowds as they passed through Australia's major cities in the late 19th and early 20th century. heart of the Australian Alps, Sure you might be



Solo

Unsupported

Feature Spread







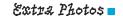








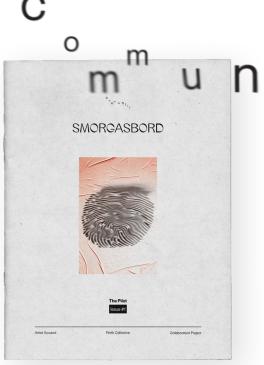




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Smorgasbord was designed to be a grassroots local artist collaboration project. Creators would be encouraged to come together, learn from each other, and submit work for a monthly zine to be distributed through the local arts community in Perth. This issue was to be a pilot, issue #1. The aim was to get people interested and let them know what Smorgasbord is all about.

## **SMORGASBORD**

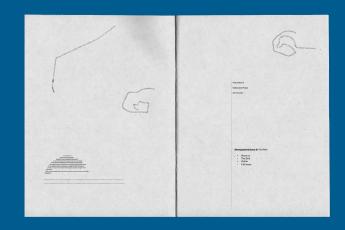


Front Cover





## Spreads











## excerpt

- "Smorgasbord is an online and physical display of work created by local artists from the Boorloo/Perth region"
- "Smorgasbord is here to provide you with a voice, or even just the microphone"
- "The future for Smorgasbord looks bright and we wish to shine some of that light on our community. Our aim in the future is to have social meet ups and collaboration events. We want the community to meet in person and get to know one another, work together and create a voice"



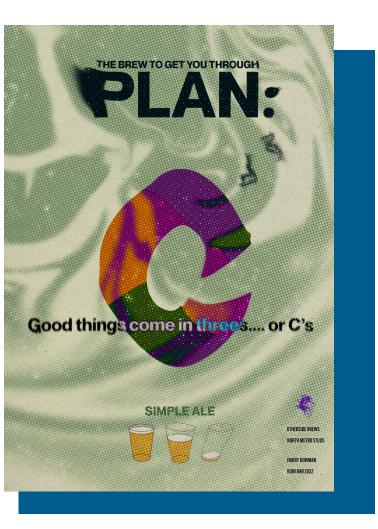
In preparation for our gradshow we needed to raise money so to do so we held a fundraiser where we were to sell AO PVC printed poster redux designs of existing beverage labels.

## **PRINTS & PINTS**

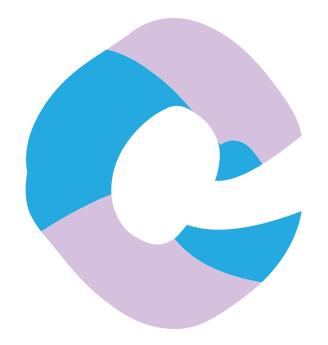




# PLAN C BEER REDUX



Final Design





This project allowed us to spread our wings as design students in a very broad way. Considering that there was really little to no brief or no set rules. It was really a chance for us all to show off our creative style in front of industry and allow our personal styles to show.







Concept Stage



This brief required me to create a condom wallet that would be doing the rounds at leavers this year. With this design I had to keep it fun, light-hearted, some what amusing and have it all link back to safe sex initiatives. The brief was very light-on with requirements with the overaching simple message of "appeal to the kids".

## **LEAVERS CAMPAIGN**







## 1750\$



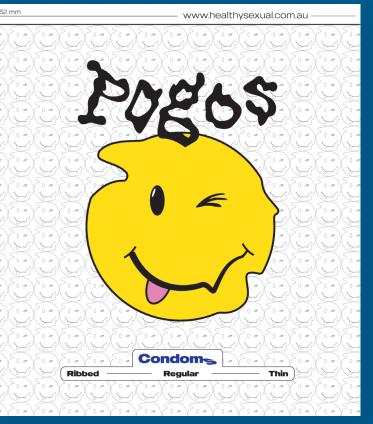
## **Condoms**



Branding elements

## Front of packaging

POGOS CONDOM WALLET



■ Inside packaging mock-up



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## **GOOD DIFFERENT**





Final Designs

## 'HAND CRAFTED BY LOCAL RASCALS'



Branding Elements

DASHING IS ALL WE KNOW / DASHING WITH DEVIANTS SOVEREIGN BREWERS / PREMIUM BEER



Thank you.