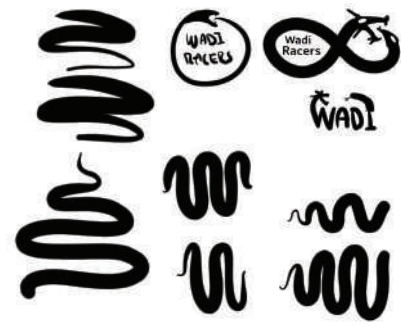
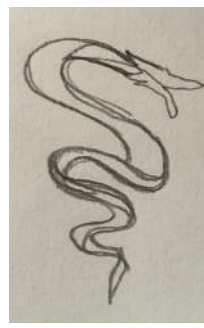
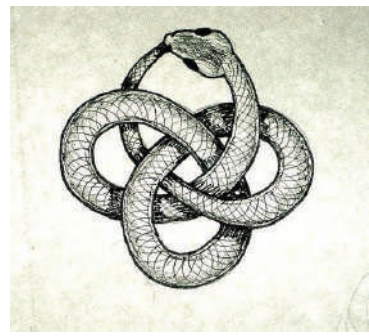


JESSICA MCCULLOCH

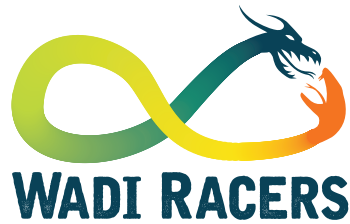
Graphic Designer, Illustrator, Creator



Inspiration and preliminary sketched

Complete Logo Concept 1

Logo design development



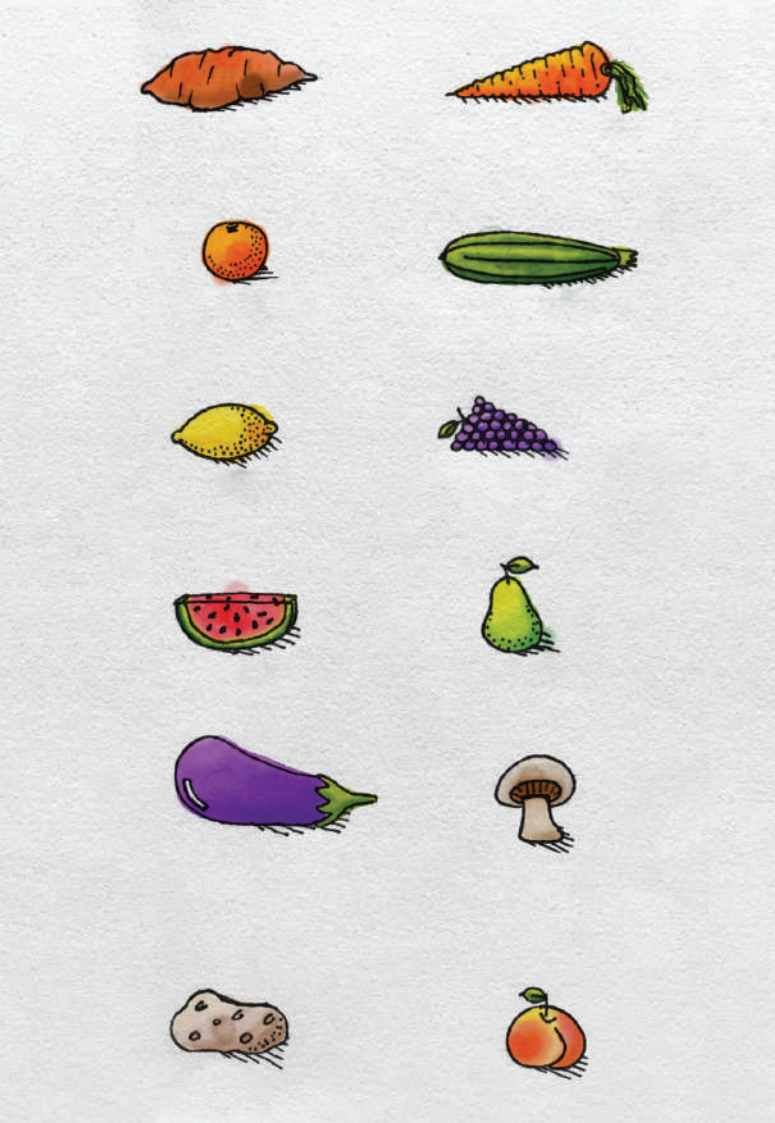
Final Logo Design

Various concpets

WADI RACERS

This project was to design a logo for a new dragon boating team from Dubai, UAE. I talked with the client about what type of logo they were thinking of. In this case they wanted a combination of a symbol and words. I took inspiration for the design from the team name; a wadi is a river valley and the word 'racers' implies speed and competitiveness. A wadi racer is also a type of snake, so I wanted to combine the snake symbolism with the Chinese history of dragon boating. I designed quite a few concepts for them and I've included some of those here. Eventually the team selected one of my first more simple ideas utilising the new official Dubai font. For this project I used a few different mediums and programs including hand sketching, Tayasui Sketches, Photoshop and Illustrator.





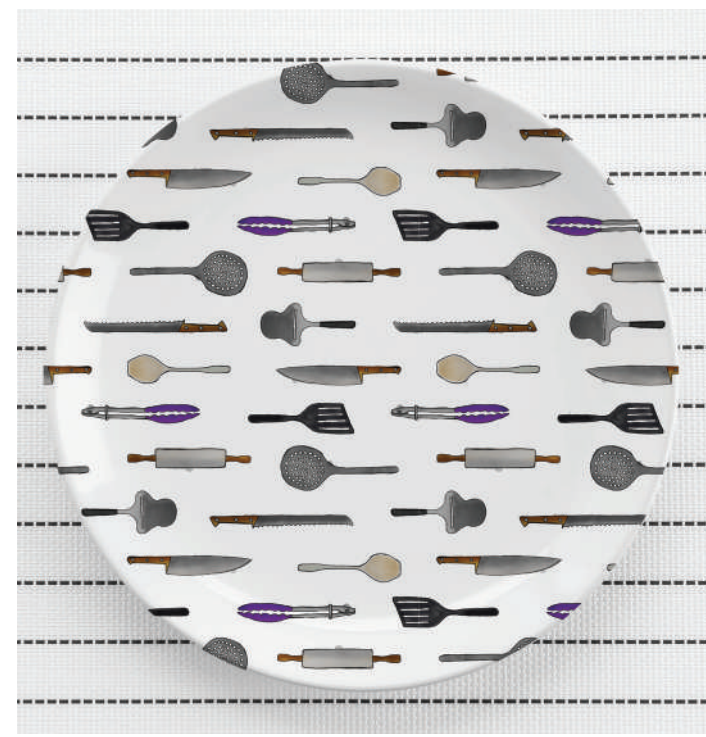
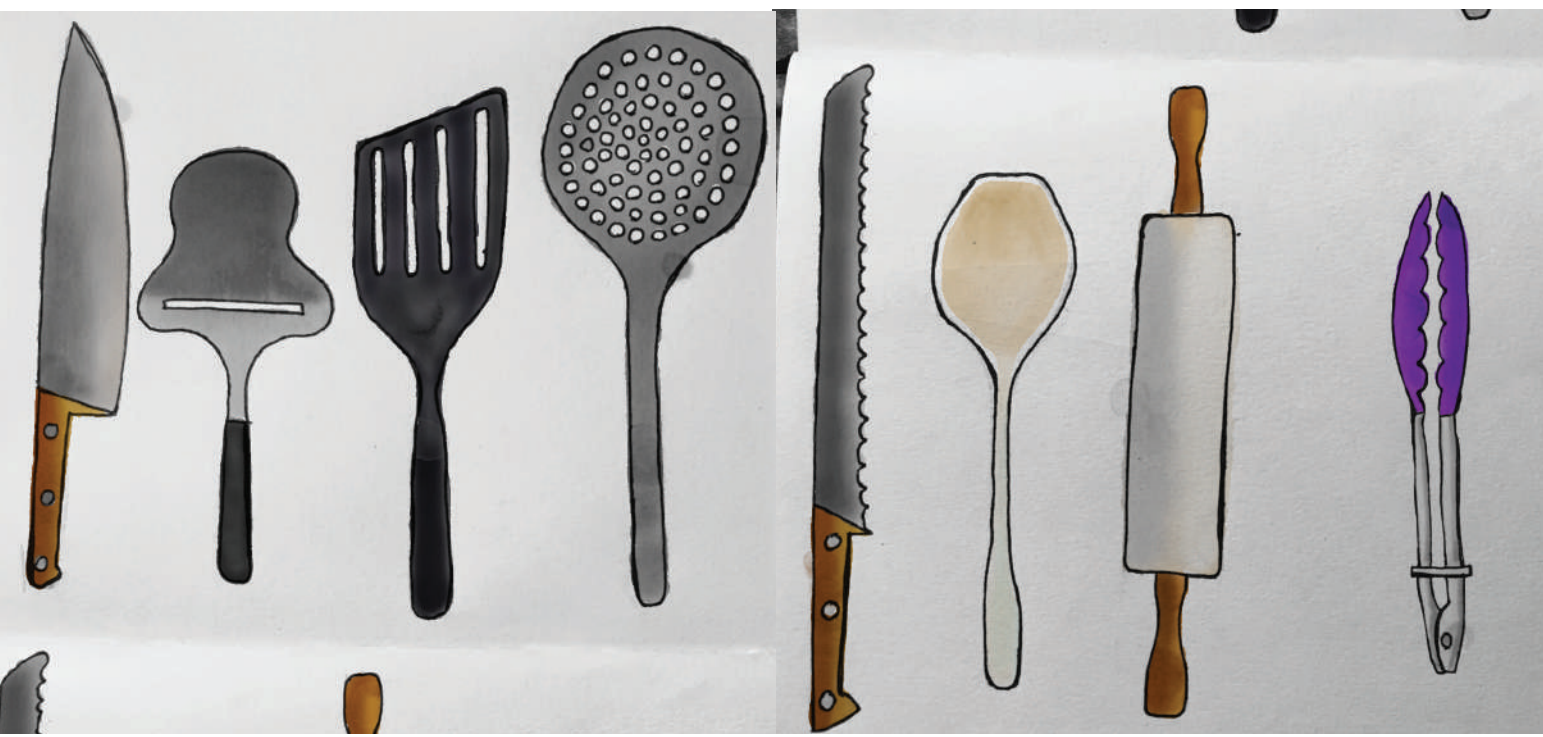
Original hand drawn illustrations, with the digitally added colour

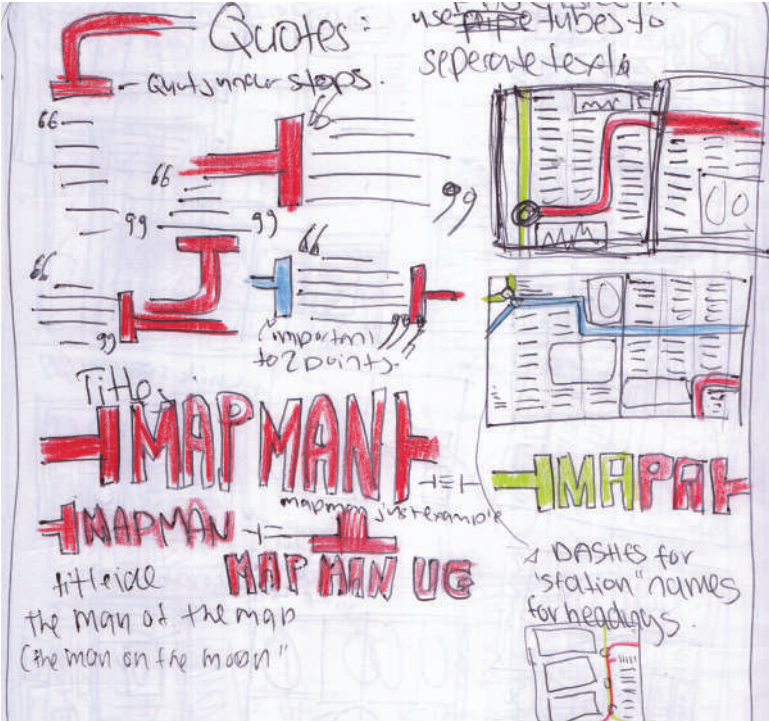


Mockups of how the patterns could be implemented on products

KITCHEN PATTERNS

I created these patterns as an exercise in illustration and pattern design. The first designs, the fruit, was initially an aid for my Spanish study, a way to help me remember the names for vegetables I was learning. The designs started as a pencil drawings on paper which I outlined in ink. After this I added the watercolour style colour in the application Tayasui Sketches. Afterwards I transferred the file to my computer and made a few edits on Photoshop. From there I vectorised the work and created the pattern using Illustrator. I would love to see these patterns onto kitchenware in the future.





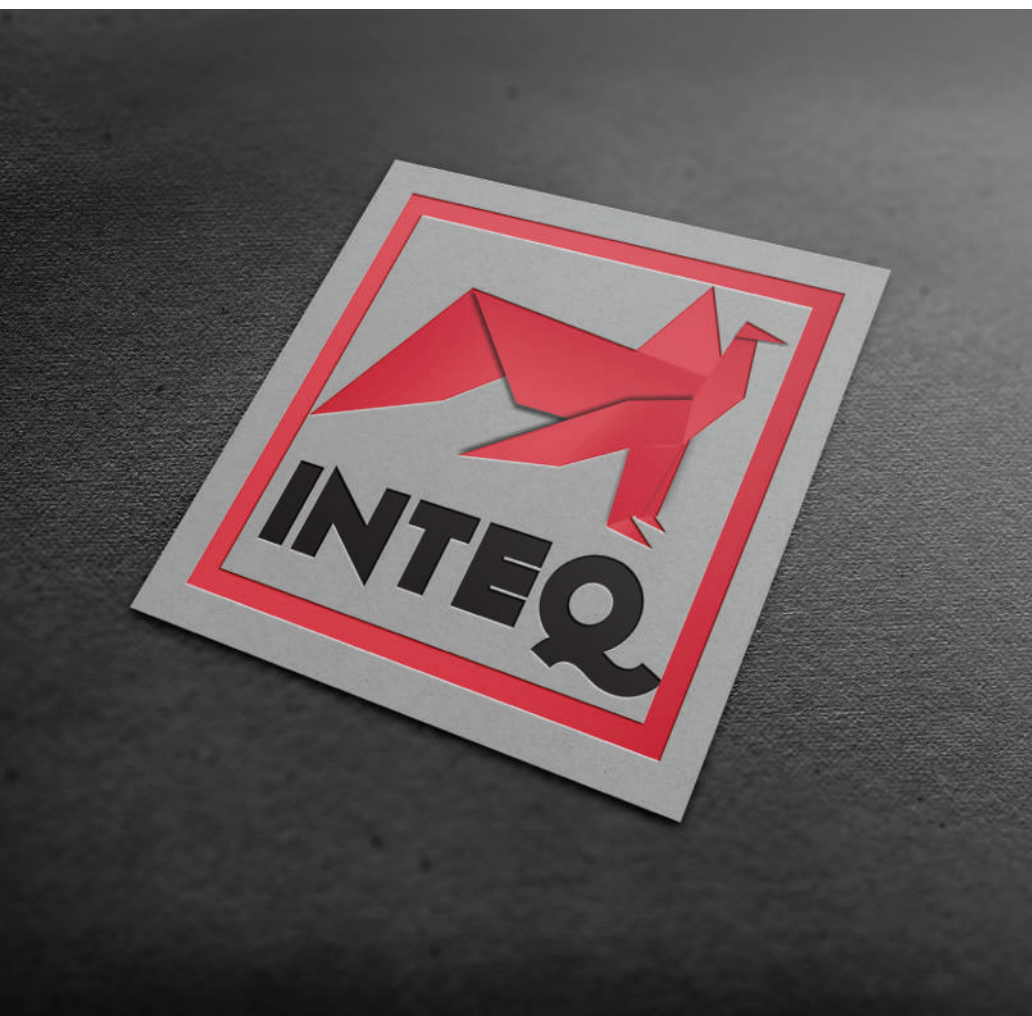
MR BECK BOOKLET

This project was completed while studying at the University of Otago. The brief was to design a booklet on a subject to do with design. I choose to do my booklet on the designer of the London Underground Map inspired by a recent trip to Paris where I was amazed at how easy it was to read the metro map. As I did my research for the copy of the booklet I was also doing research for the design. I was positive that I wanted to use features used in the actual London Underground Map. I liked the colours of the map as they were obviously chosen to be easily distinguished from each other. For the shape of the booklet I wanted something that would compliment the shape of the map, so chose a horizontal rectangular shape. The original idea was to separate the different sections of the essay in the booklet by different coloured lines representing the different 'tube' lines, however after trying many different layouts I decided against this as it over complicated the small booklet. For the font I wanted to stay with the theme of the map. I was lucky enough to be given a copy of the actual font used on the London Underground Map by my tutor.



Above: Working drawings of layouts.
Left: Mock up of the final design





Final Design as embossed business card

INTEQ

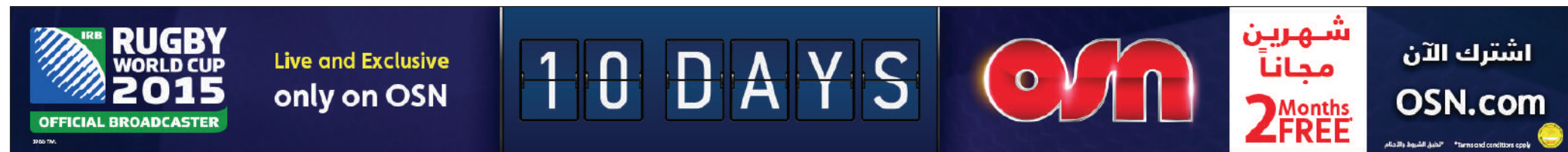
This logo was created for a newly forming NGO. It was to be a tool-based NGO, creating educational videos and posters, based on the principle of Intergenerational Equity. They weren't set on the name so an icon design rather than one based on the name was requested, but that could have it included in the future if they wanted. The imagery they were thinking about was that of a condor as the NGO was established while in Peru. In the Aztec culture the condor represents the future and, as the NGO is all about helping the future generations, they thought this was great symbolism. They also communicated that they wanted to avoid using the colour green. I provided a few different designs for them to choose between before I went ahead with a more refined design.



From top to bottom: Research/inspiration, some simple logo concept, more developed logo designs, final logo (two forms)

RWC 2015 - OSN

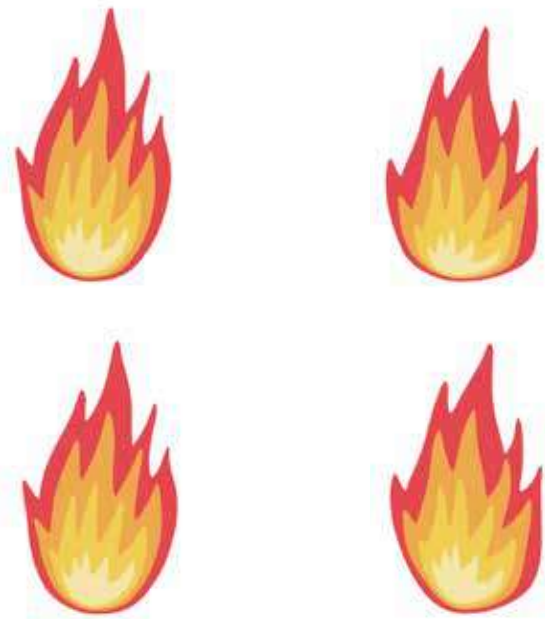
As a New Zealander I am a big fan of rugby, so when it came to choosing who would be the designer to work on OSNs Rugby World Cup (RWC) campaign there was no question that it would be me. This was a large project, which included many different tasks. The largest task was to create all the branding for the OSN Rugby Lounge, a sponsored world cup viewing lounge at one of the hotels in Dubai. For this task I was required to create all of the decorations and branding for inside of the hall, the tickets and vouchers for the event, advertising for the event and branding for giveaways. Another part of the RWC branding was creating a game guide that was to be inserted in the monthly TV guide. There was also many pieces of general advertising for OSNs coverage of the RWC including an interesting animated countdown clock for the beginning of the tournament which was located over the main road in Dubai. The hardest part of this colossal project was having to keep to both the official RWC branding guidelines and OSN guidelines, while still creating some good and innovative designs.



Photos from the event, and an assortment of assets I created as needed for the even and branding surrounding the promotion of our coverage of the 2015 Rugby World Cup



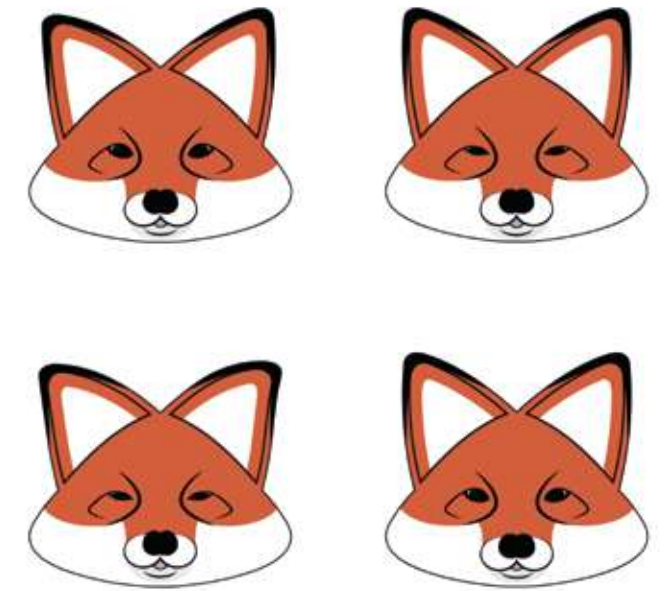
Original Flame illustration



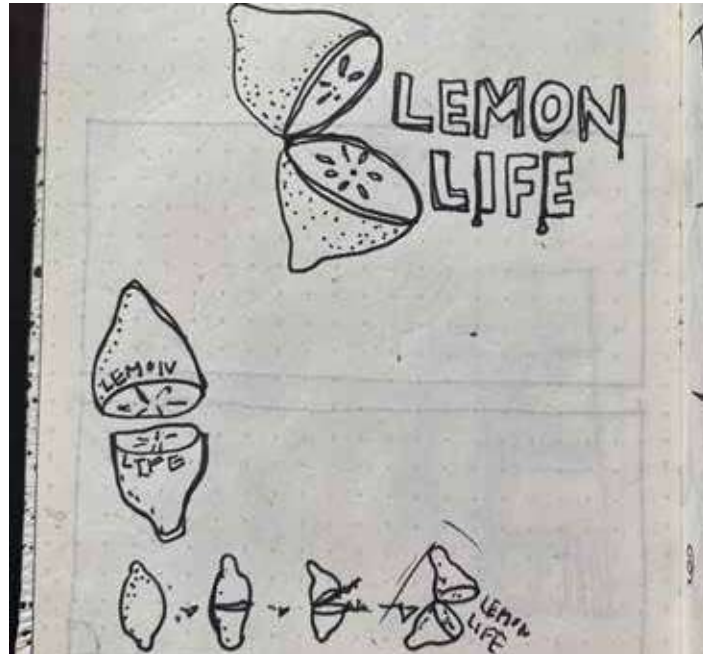
Frames of the flame gif



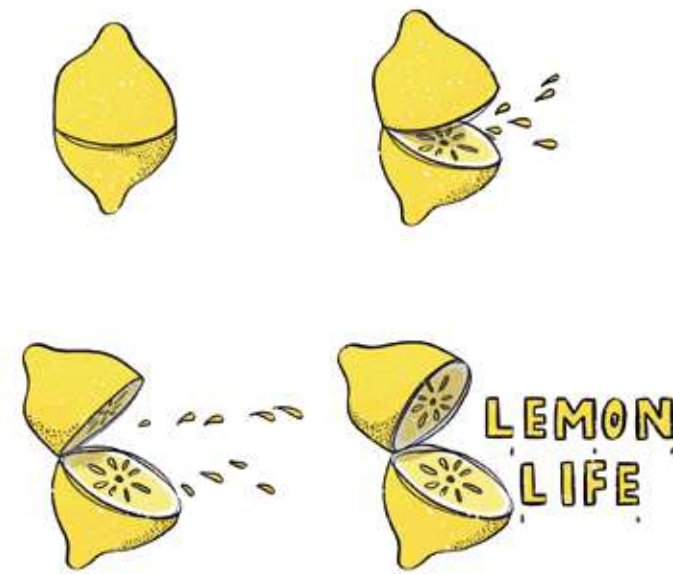
Original Fox illustration



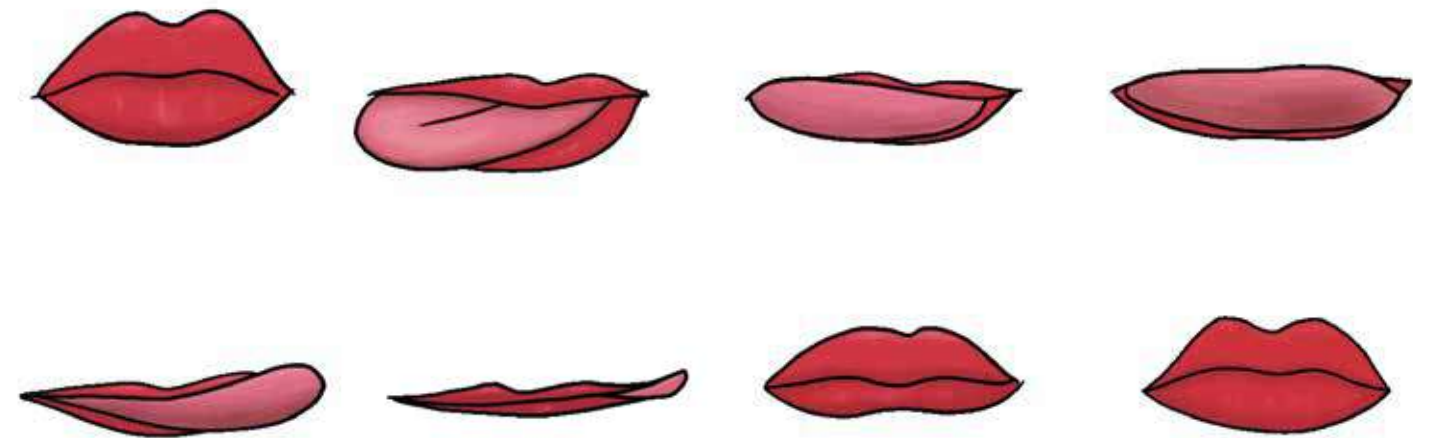
Frames of the Fox gif



Original sketches of Lemon gif



Frames of the hand drawn gif



Frames of the Lip gif

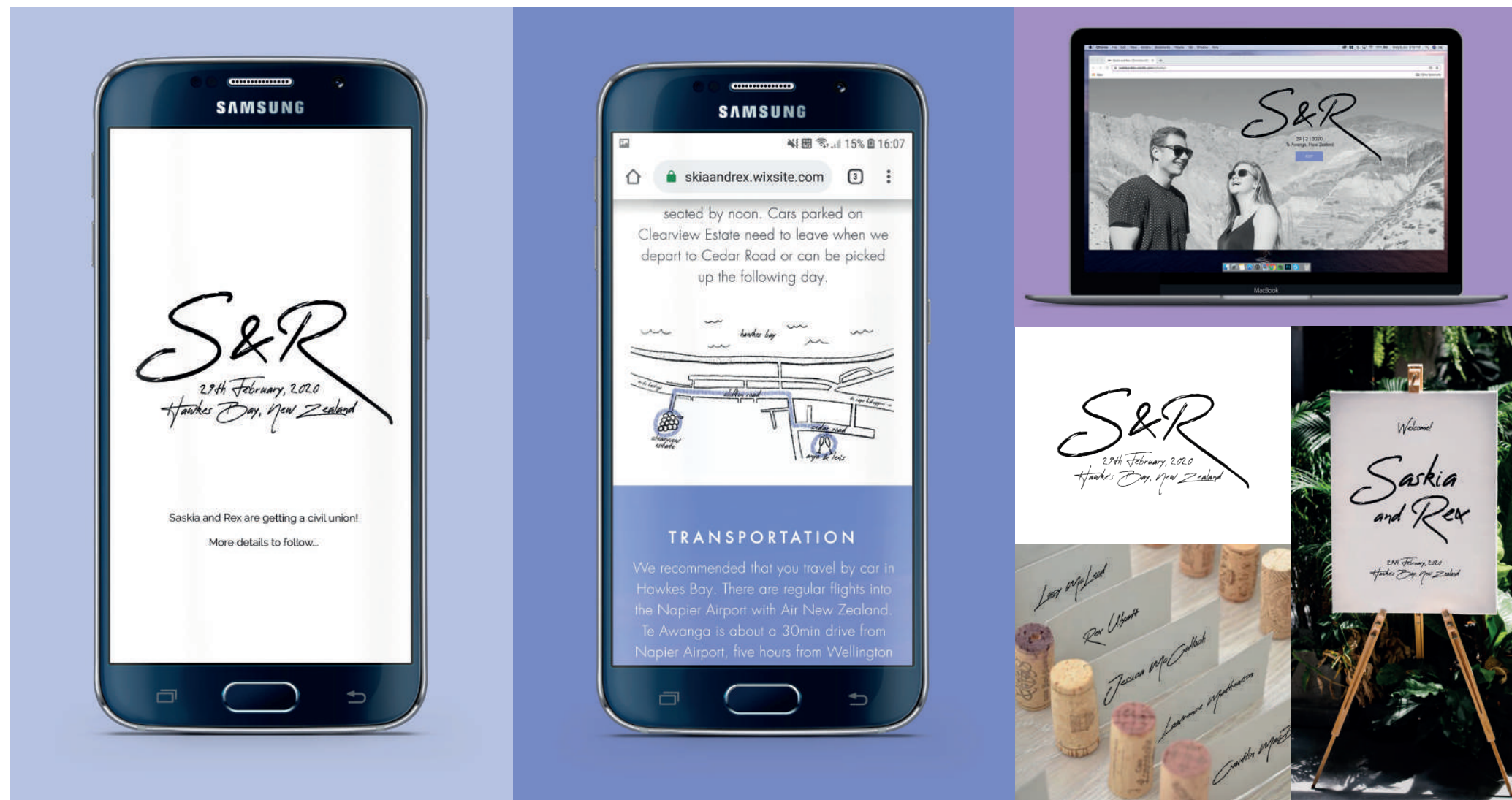
ANIMATED GIFS

Learning frame by frame hand drawn animation and how to use animation programs like Adobe After Effect has been a great expansion of my skills as a designer. An easy way to practice with After Effects is by animating already created designs and illustrations, so I did this with a few. One of these was an illustration of a strawberry and with this I used the wiggle function on the position and rotation to make it look like the strawberry was floating. Another of these was a fox face I created last year. Here I used the puppet tool to make the fox wink, the ears move, the mouth open, and the nose twitching. My most popular gif on GIPHY is of a flame illustration I did last year, with over 26 million views as of writing. With this illustration I used the evolution on the turbulence displacement to make the flame look as if they are moving. I've also created a few hand drawn frame by frame animation by using Procreate. One of these is "Lemon life" which I created from a sketch. With another animation, lips, I used the technique of rotoscoping. This allowed me to practice and learn an additional animation skill. I am continuing to learn and refine my animation skills for GIFs as I think they are very useful and simple animation jobs.

CIVIL UNION

For this project I was tasked with all of the design elements for the event. This included save the date notices, digital invitations, a website (with a RSVP database), and various items for the ceremony and reception. The couple wanted to keep things simple so I created a simple monogram of their initials using a signature font, this was used across the elements. For the website we kept with the simple, mostly black and white theme, plus some warm purples as highlights. We decided to use Wix as the platform as then the couple could access and use it easily from their end. This was very helpful with the RSVP function and then, later on, to share the photographs from the day. For the website I created an illustrated map of the two locations of the day. For the event itself I created the name cards (on the back the couple hand wrote a personal note to the attendee), a welcome board, order of the day card, seating chart, and a witness signing sheet.

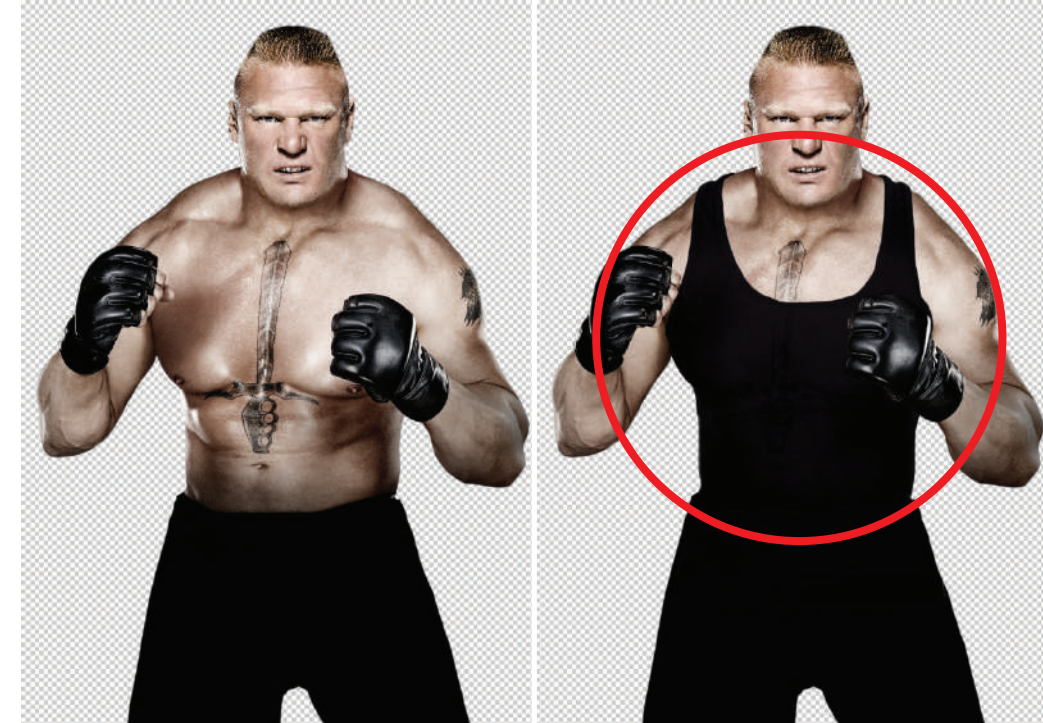
Left-Right: Digital save the dates, section of website showing map, landing page on desktop version, monogram, mockup of name cards in their wine cork holders, mockup of welcome board.



PHOTOSHOP WORK

I've developed my skills in Photoshop over the years. In my role at OSN I was required to change art works from various outlets. As the company is based in the Middle East there are rules with each governments where we advertised, some times at different times of the year. For example, Saudi Arabia doesn't allow women to appear in public advertising. They also don't allow bare-chested men and, in some areas of the country, any human faces at all. In the UAE each city (and even areas iwithn a city) has different levels of conservatism which we had to consider when

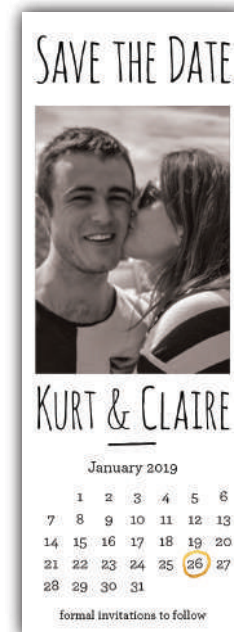
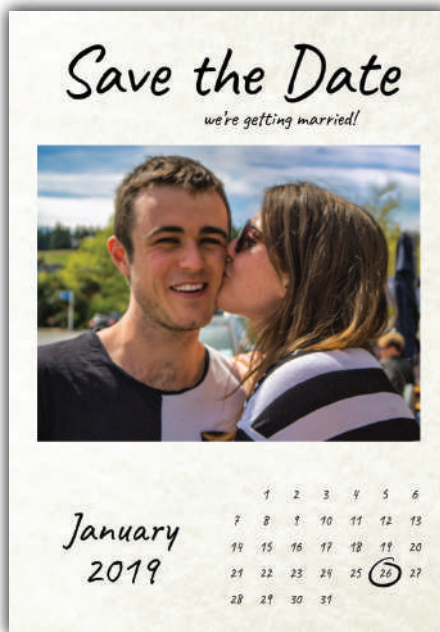
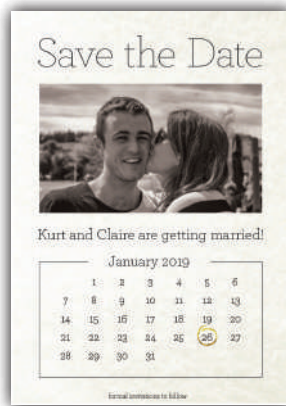
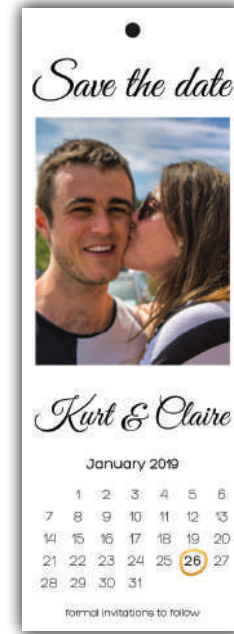
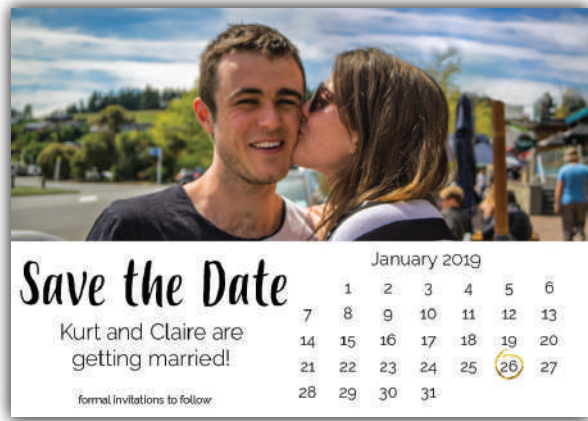
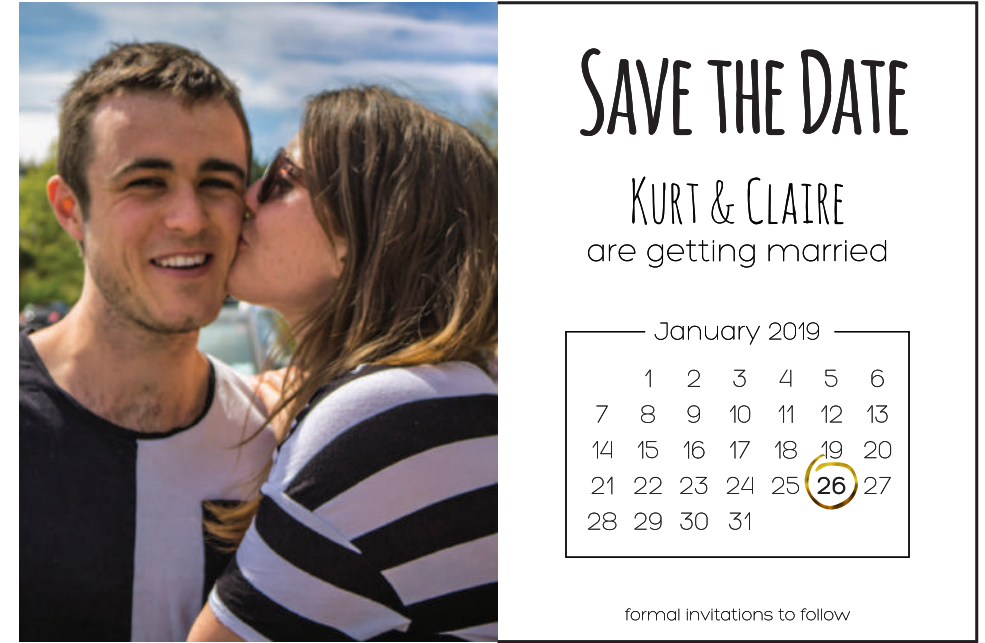
choosing imagery and during the month of Ramadan they were even more conservative. Because of these restrictions I often had to photoshop out women from advertising and put more clothes on both men and women. I also used photoshop to show departments and managers how a design would look in the 'real world' to get approvals for moving projects forward. In other jobs I have used Photoshop to retouch images in many ways. For example, I recoloured black and white photographs, added people who were missing to photographs and retouched images to display people at their best selfs.



Images, top to bottom: WWE art work edited to cover their chest, cleavage of Cinderella covered, removing transient skin blemishes and editing colouring to deyellow teeth and skin.

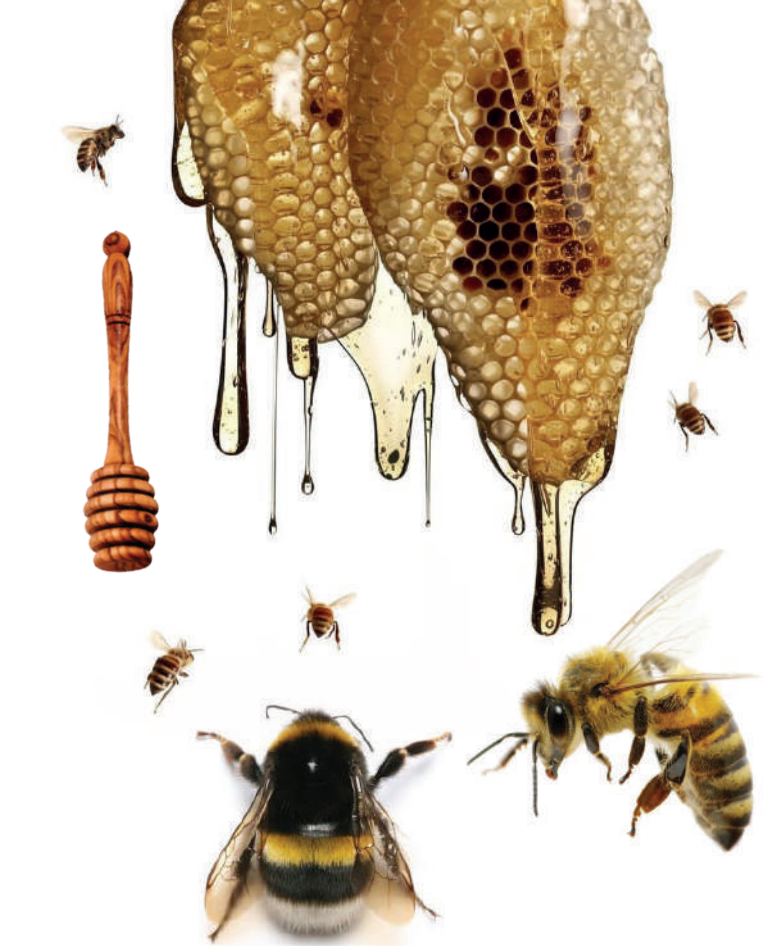
SAVE THE DATE

This project was to create a 'Save the Date' card for a wedding. The first stage was having a consultation with the bride to discuss what type of 'Save the Dates' they had in mind. I presented them with many different examples of types of designs for 'Save the Date' so we could work out what they liked and didn't like. I reduced the main styles down to 8: a calendar focus, couple photo focus, couples name focus, big date, the love story, quirky, 'Save the Date' focus, and combination design. We settled on the calendar style as the date they are getting married had a special meaning for the family. The bride was very hesitant about using a photo of the two of them, but I found a fantastic photo of them and managed to make a few minor changes to it to get it to a point where they both loved it. I produced a few concepts based on this conversation and let the couple decide which direction to head in from there. After a few revisions (and my relocation to South America) we achieved a version that they were happy with. I mainly used Illustrator, but I supplemented this with some PhotoShop and Tayasui Sketches for an illustration.



Left: Concepts
Above: Final design
Below: Mockup on card





Final design and mock up



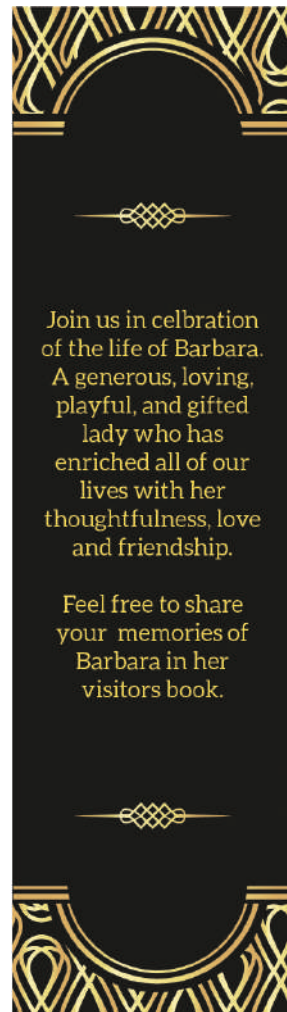
Inspiration

Concepts

DAM GOOD HONEY

This project was to create a logo and branding for a local New Zealand honey producer. The products for this producer were both regular jars of honey, and 'ross rounds' which is a specific way of creating and storing honey comb. So the design had to work on a few different types of packaging. I wanted to create the branding so you could still see the honey/honey comb itself so I suggested either a small logo or one that is transparent. I created many different concepts for the logo, incorporating the historic dam nearby that the

honey is named after, the stones from the river near to where the hives are as well as other designs inspired by the bees, their home, and way honey is used. In the end I created this logo and design incorporating my illustration skills. This design is adaptable for any type of packaging as different elements can be used in different areas. There is font based logo as well as bee illustrations and their flight paths. It also leaves room for future additional information about the product, the producer, and the location.



MEMORIAL BOOKMARK

This particular bookmark was created for the memorial service for Barbara Mathewson. There was no formal funeral service so the traditional service information wasn't required, however the family still wanted to have something for the mourners to take home - a bookmark was suggested. Barbara's biggest passion was antiques. Her favourite style periods were Art Nouveau and Art Deco, so I wanted to keep the design close to these themes. I went through many photos of her to find the perfect one to use. After a few concepts we settled on one version, using a photo of her from her 21st birthday as the main photograph and more recent smaller photograph on the back. I mainly used Illustrator on this project, I also used Photoshop to clean up some of the images that I used in the concepts and the final design of this project.



Images top-bottom, L-R : Photos of Barbara, alternative concepts, final design mockup.