

SCHOOL OF  
DESIGN AND  
CREATIVE  
ARTS

Graphic Communication  
and Illustration

DEG  
REE  
SHO  
W22



Visionary  
Thinkers  
Visionary  
Creators  
Visionary  
Makers

## WELCOME FROM THE DEAN

A celebration of students' achievements, The Loughborough University School of Design and Creative Arts Degree Show is one of the highlights on the academic calendar. This year we are proud to host both a physical exhibition and digital showcase that engages our industry partners, potential employers, and members of the public.

This diverse and rich display of work is the culmination of students' capabilities and skills which have developed in an open and supportive studio- and practice-based environment, underpinned by rigorous theoretical and critical debate.

Here you will find innovative, bold, imaginative, playful and thought-provoking work from across our Creative Arts and Design courses in a show that unites the individual projects and unique talents of our students.

Art and Design is considered as one of the jewels in Loughborough University's crown. Our teaching, enterprise and research activities have real global impact, and we pride ourselves on providing students with a first-class learning experience. Our graduates have a strong tradition of building careers across a range of occupations around their creative practice.

We rank 1<sup>st</sup> in the UK for Design and Crafts (The Guardian University Guide 2022) and 2<sup>nd</sup> in the UK for Art and Design (The Times and Sunday Times Good University Guide 2022).

The work being exhibited at the Degree Show evidences the excellence on which these rankings are based.

I am sure you will join me in congratulating them and wishing our talented finalists every success in the future.

**Professor Cees De Bont**

Dean of the School of Design and Creative Arts



## HATTIE ABBOTT

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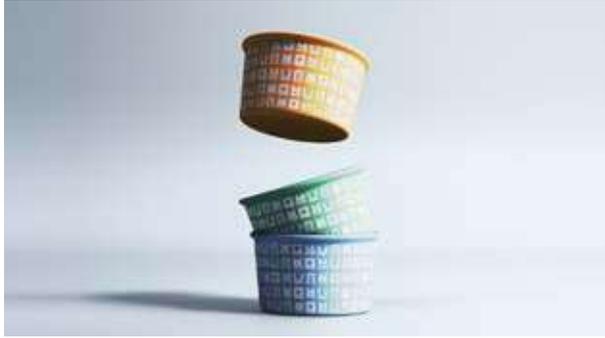
My work is often conceptual and curious. I believe the most successful creative ideas are driven by insight, where data often sparks my ideas as I find clues within research to solve a visual puzzle. I have a passion for generating ideas, which has led me to be highly interested in strategic brand design.

After my placement at Gymshark as a Creative Intern, I have found a love for art direction and branding.

This discovery has led me to use my final year as a chance to work on live briefs from real brands, whilst exploring different craft outcomes.

(Left) Launching audiobooks on Spotify as the next best educational tool for Gen Z to empower themselves.

(Top) A 5m x 42cm illustration for Royal British Legion. Entirely made from loose poppy seeds to represent the fragility of life at war, in aid of Remembrance Day.



## LUCY ADAMS

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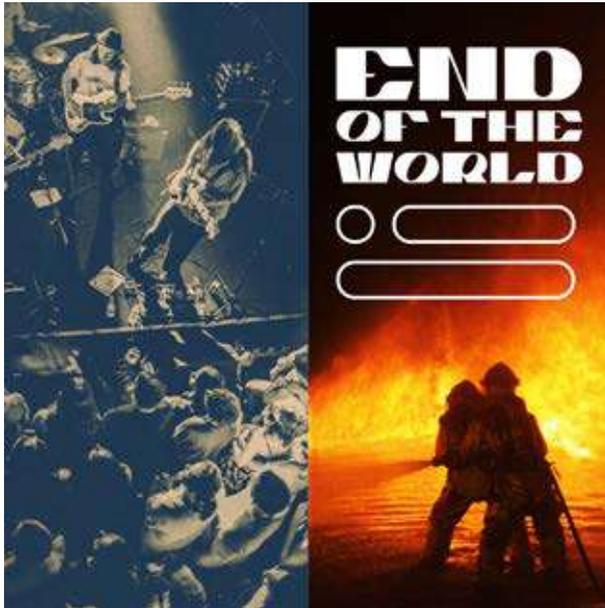
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I am a graphic designer who loves making fun, colourful and eye-catching designs.

I enjoy and am most experienced in campaigns, poster design and typography. These are the fields I would like to further develop and specialise in.

I spent many of my summers growing up by the coast and getting involved with several different watersports. This project focuses on sharing the positives of wearing a life jacket.

The aim is to get more people to wear life jackets. From a survey I conducted, I found that there were two main reasons why people did not wear a life jacket. 1. They would forget to buy one 2. They did have a life jacket but would forget them. I have tried to tackle these issues with posters, different touchpoints and wayfinding.



CHRISTOS ALAMANIOTIS  
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Music has been at the centre of my design practice throughout this degree. I designed gig posters for the Music Society whilst I was Chair and have had a series of album covers published on Spotify through local bands.

My design work this year has mostly been either music, or protest focused. It has allowed me to design with a punk influence, which has been a prominent visual inspiration for me.

Part C gave me the opportunity to explore my role as a designer in the music industry, and what skills I'd need to develop.



## KIRAN AUJLA

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Throughout my Part C projects, I have touched upon animation, UI app design, illustration and branding.

I find myself more inclined towards UX/UI projects, outside of university I work as a web and app designer, creating responsive applications for pharmaceutical companies, including top clients such as Pfizer. As a designer, I really enjoy the process of focusing on the user to create, and

producing relevant assets and imagery that will relate to the intended audience, so that it really resonates with them.

(Left) Chef Mama: An app to encourage pregnant women to reach their nutritional goals by educating them on nutrient breakdowns of key foods and recipes, as well as handling craving.

(Right) British Airways Kids Club: A designed club to increase confidence and educate children on air travel.



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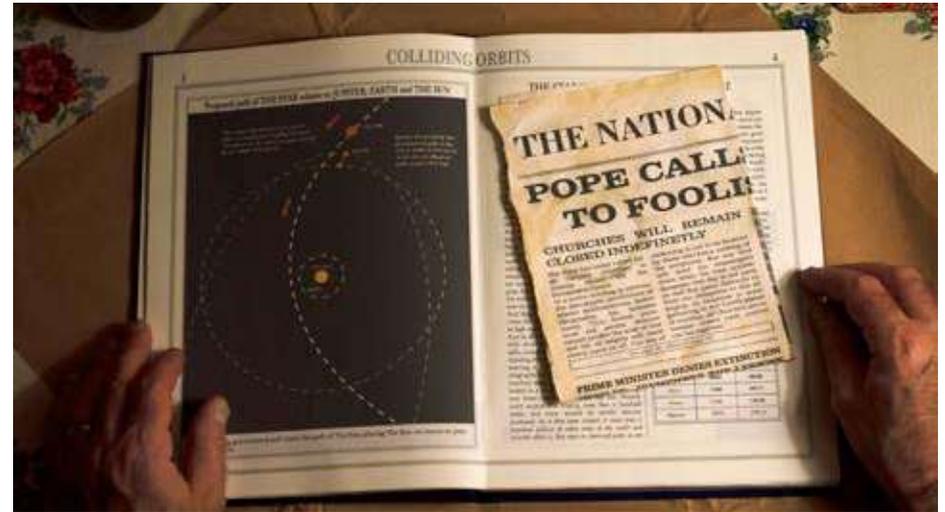
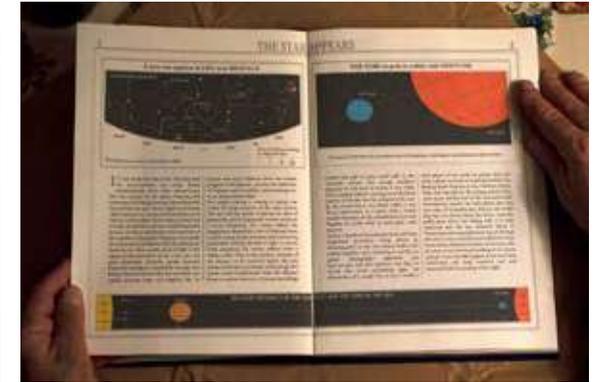
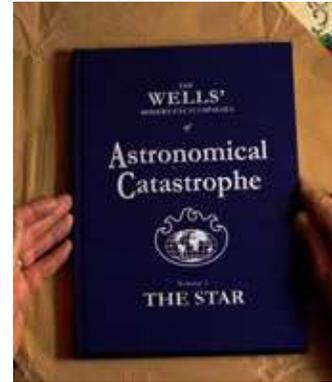
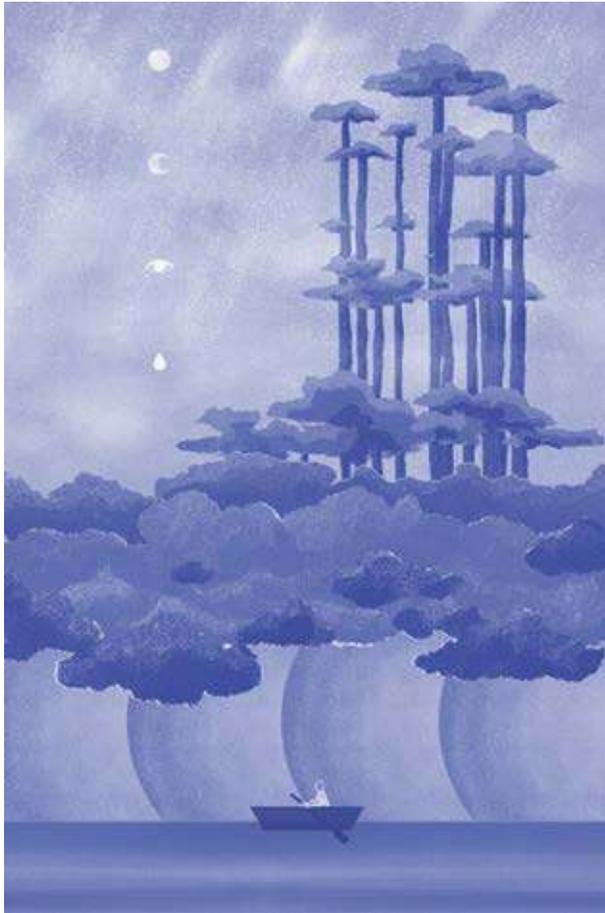
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I am a UX/UI designer with a passion for people. My work focuses on connecting people to brands or creative experiences through purposeful and fun digital interactions.

D&AD: BBC Monster (Left)  
UX/UI.

An interactive and evolving learning platform for primary school children. Learning accessible by all children, with any range of ability.

UniLife Student App (Right):  
(Illustrative) UX/UI.  
A design intended to help students with their adjustment to adult and student life. It's designed to help unlock the full potential of students.



## KELSEY BEBBINGTON

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I am an animator and illustrator using film to explore poetry and fiction writing. My work utilises surreal imagery and allegory to pose moral questions about nature, human endeavour and the relationships we have with ourselves.

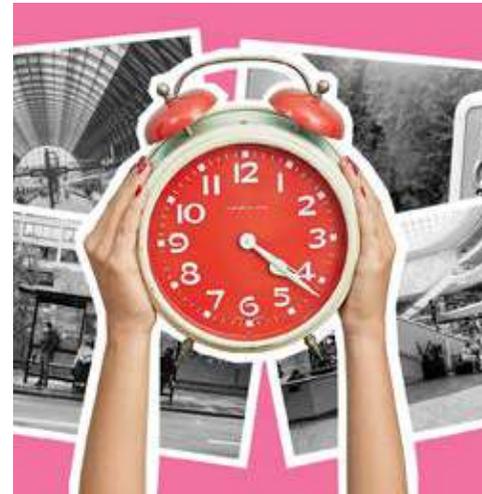
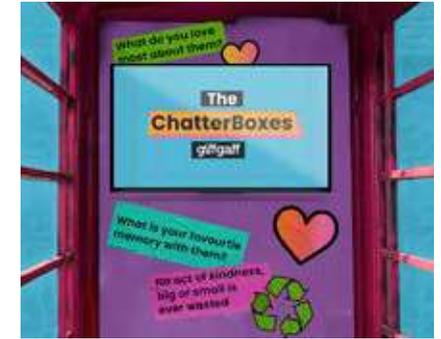
In the future I intend to continue with my freelance work and further develop my filmmaking and writing skills with animation.

Settle (Left):

2D animation.  
A short film depicting a journey along a predetermined path in an obscure, surreal world.

The Star (Top):

Live action and 2D animation.  
A short film adaptation of H.G Wells' short story 'The Star', told through an old encyclopaedia.



MATHEA BERGHOUSE  
BA (HONS) GRAPHIC COMMUNICATION AND ILLUSTRATION

Delivering projects from concept through to completion allows me to explore a diversity of design applications and outcomes, and adopt a multidisciplinary approach to the field. I enjoy using bold visuals to tackle important topics driven by innovation and creative flair.

(Left) Una: Creating a way to share the responsibility of contraception.

(Right) D&ad New Blood giffgaff Brief: OOH campaign which aims to get Britain talking again by repurposing old phone boxes.



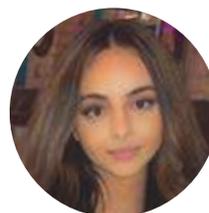
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Brand and environmental design, alongside illustration work has been my primary focus throughout Part C. Outside of University, I have also completed both freelance illustrative work for clients as well as worked with corporate design agencies around London.

Throughout my time at university I have developed an array of skills both outside of my area of expertise and within it. This has enabled me to produce projects with a highly driven creative mindset allowing me to experiment with my work prolifically.

I hope to broaden my skillsets and interest in brand and communication design within the brand design and marketing industry.



## ANNA BROPHY

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I am an aspiring creative with a real desire to make the world a better place through clear, impactful designs. I take pride in exploring topics that stimulate and engage with my passions; from current political issues (fighting equality) to subjects surrounding health (sport and well-being).

I enjoy solving problems to create new innovative ideas and appreciate just how important the strategy behind

the visuals can be for an effective project. My sticker book plays on the irony of how we have laws to prevent people sticking stickers up on the street, but no single piece of legislation that protects us from sexual harassment in the same environment.

I have developed a clear visual style during my time here at Loughborough, with my final year consolidating my interest in branding and advertising.



## GIANNA BROWN

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I am an illustrator and animator with a love of storytelling. Film has always had a major influence over the work I produce and my focus is always on creating memorable and entertaining characters that resonate with an audience.

On the left is a project called 'Nude Truths': an animated comedy series for women based on the podcast 'Nobody Panic'. The series is a crash course for adulthood

featuring plenty of fun and crazy anecdotes.

Above is a project called 'Dino Diaries': a series of animated shorts for kids aged 3 to 5 that encourages children to embrace individuality and break gender stereotypes through light-hearted and relatable stories.



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**My work focuses on using bold patterns, colourful illustration and branding to tackle important themes in today's society. I have loved exploring topics that I feel passionate about and using design to creatively communicate new ideas.**

(LEFT) Bloom - Opening the Conversation About Menopause.

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(RIGHT) Be The Inspiration - Reigniting Young Girls' Passion for Sport.



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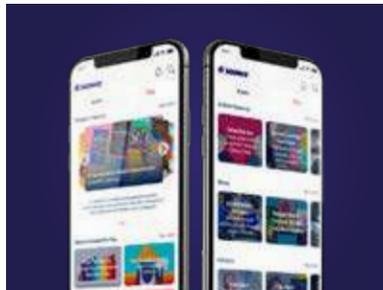
Developing my visual language has been key to producing illustrative work which is not only unique but also communicative by nature. I have thoroughly enjoyed working on projects which are socially relevant and warrant emotive outcomes, such as the two included here.

After four fantastic years at Loughborough University, I am excited to continue my creative journey as a

postgraduate studying an MA in Children's Literature and Illustration.

(LEFT) - Control the Virus - illustrating connections between resultant behaviours of Covid-19 and the Seven Deadly Sins

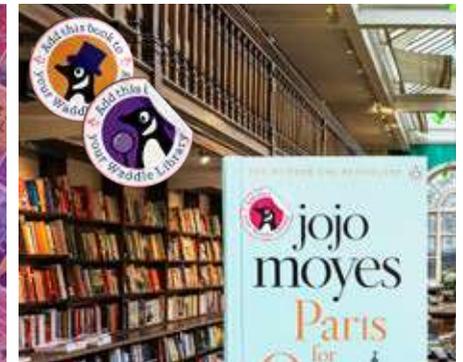
(RIGHT) - Pass the Baton - visualising an Athlete Mental Health Awareness campaign endorsed by Sport England



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I look forward to entering the creative industry as a multi-disciplinary designer.

I have created a wide variety of projects in my time at Loughborough University, developing skills in branding, advertising and campaigns, as well as illustration.

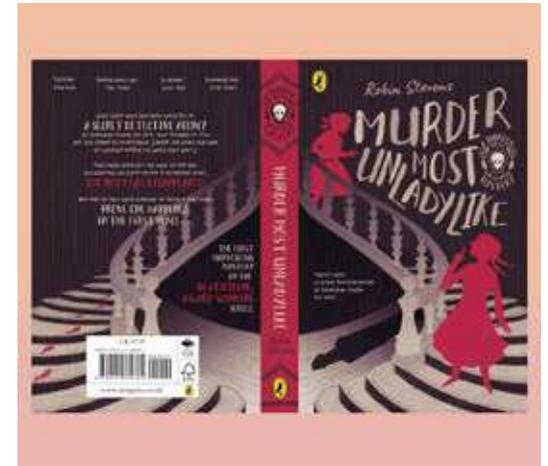
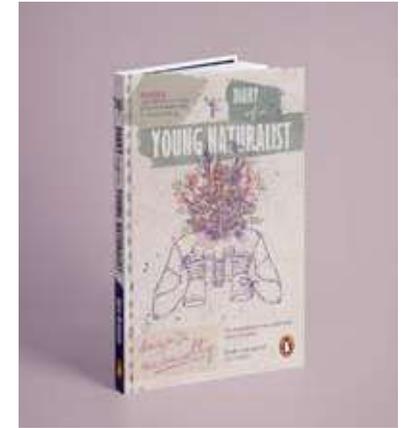
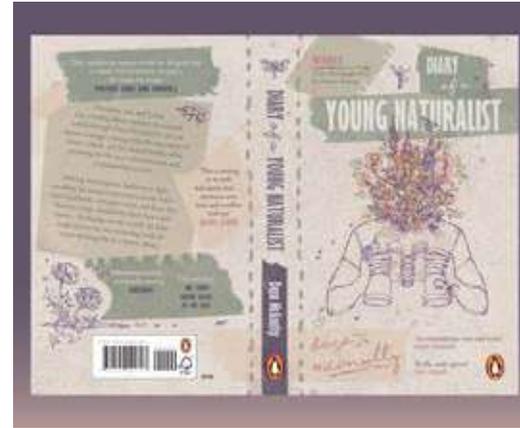
Exploring new mediums of design is exciting to me. In my final semester creating a UX project sparked a great interest in this area of digital design.

I take pride in basing projects on areas I am passionate about. For other final year projects I explored a variety of topics, from targeting gender equality in reproductive health, to prioritising the importance of the arts in Edinburgh's local culture.

In my work, I enjoy using bold visuals, driven by thoughtful ideation and creativity.

(Left) **Waddle App: UX/UI design.** A social community app powered by Penguin, encouraging users to talk about books. Users write posts and reviews, join book clubs and complete challenges to widen their reading experience.

(Right) **Waddle: Campaign & Branding.** Fun and visually exciting advertising material encourages users to download and use the Waddle app. Character driven branding from the app engages potential users and pushes the concept of community.



## MAR CHRZANOWSKA

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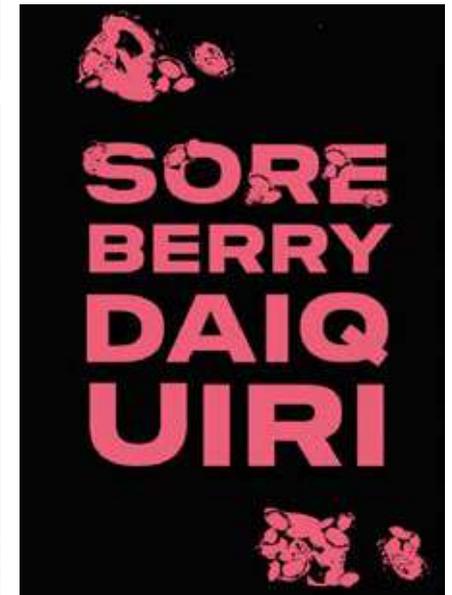
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I'm a graphic designer and illustrator with a love for bold colours and modernizing retro aesthetics. While I specialize in digital illustration, throughout my time at university I've been able to refine my skills across a variety of graphic design areas; I have also completed freelance illustrative work for various clients, developing great adaptability and flexibility when it comes to my work.

As both an artist with a passion for storytelling and an avid reader, I'm interested in establishing a career in book publishing and editorial illustration.



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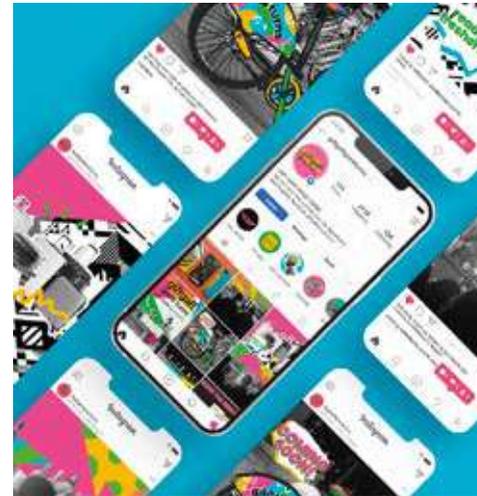
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A young aspiring graphic designer whose ideas are diverse and relevant to today. Often looking on the lighter side of life, I aim to always bring personality and originality to my work.

Left: Chivas X. D&AD Brief to rejuvenate the Chivas whiskey brand for a younger audience

Right: Cocktales. A campaign to raise awareness of sexual health among students.



## DAISY CLOVER

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I enjoy creating fun and colourful visual identities using brand strategy and advertising with a particular passion for environmental issues. I aim to solve important issues with a light-hearted and unique approach. I enjoy branding, packaging and experiential design.

Left - Tea Tots - Food Subscription Service tackling child food poverty.

Right - giffgaff Good Turns - Out of home campaign aiming to get freshers out and about in their new cities using sustainable travel.





## ALEXANDROS COLES LEWIS

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This first image is acting as the opening for my latest illustration/animation project, titled 'Home Sweet Home'. This project is tackling the global issue that is, 'anti-homeless architecture' or 'defensive design'. This issue has become overly prevalent in recent years and surrounds systematic forcing out of homeless populations out of cities, aka their own homes! City planners and council workers want to conjure images of wealth and stability, with the aim of shunning an already stigmatised group in our societies. The act of 'defensive design' is utterly barbaric and serves no sustainable purpose. The control that these city planners and council workers have over our population immediately made me think about how I could conceptualise the issue. I chose to do this through the form of a puppet show with the puppet master at the helm. I have always had a wholehearted passion for illustration. It is my world and I don't know where I would be today if it wasn't

for it. My strengths include a drive to achieve and an ability to successfully translate topical social issues into clever and conceptual artwork which create a conversation. I also have the ability to meet deadlines efficiently, research into my topics of interest thoroughly to gather both first and second evidence, and work well independently and with a group. My career aims include aspiring to become a freelance illustrator, as well as an animator, a skill which I have recently begun to obtain as part of my most recent project. I hope to eventually be selected for a job in an agency as an illustrator/ animator. I also have aspirations of completing a tattoo apprenticeship and possibly becoming a tattoo artist, a career which would also allow to draw for the rest of my life.



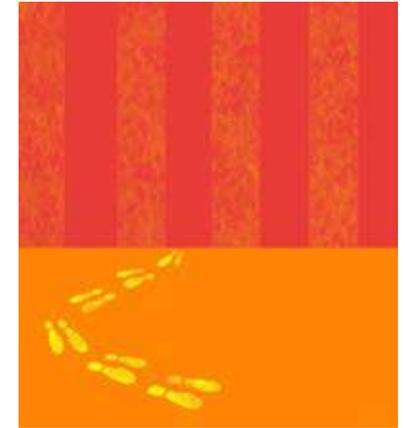
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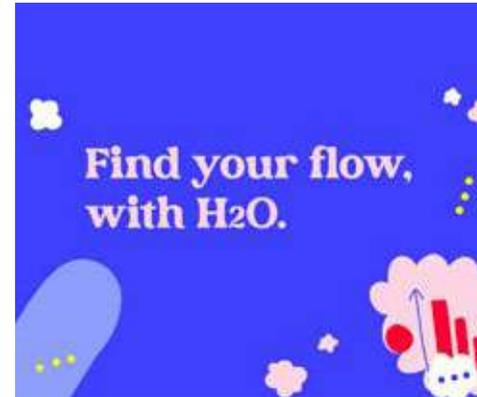
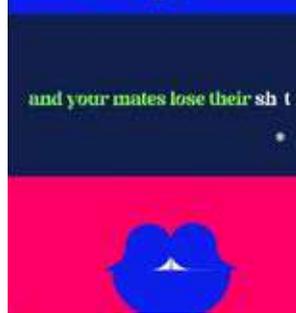
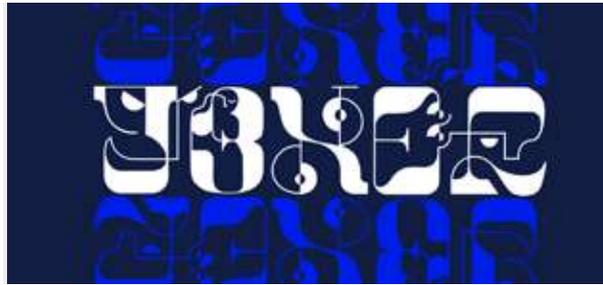


I am a multi-disciplined, story-telling designer who specialises in Storyboard Art and has a passion for visually relaying stories via animatics, storyboards, comic books and childrens books.

I originally come from an illustrative and film background which is why I have an eye for cinematography and visual narration.

With a diverse range of styles I am very adaptable

to various genres of scripts depending on the target market/audience.



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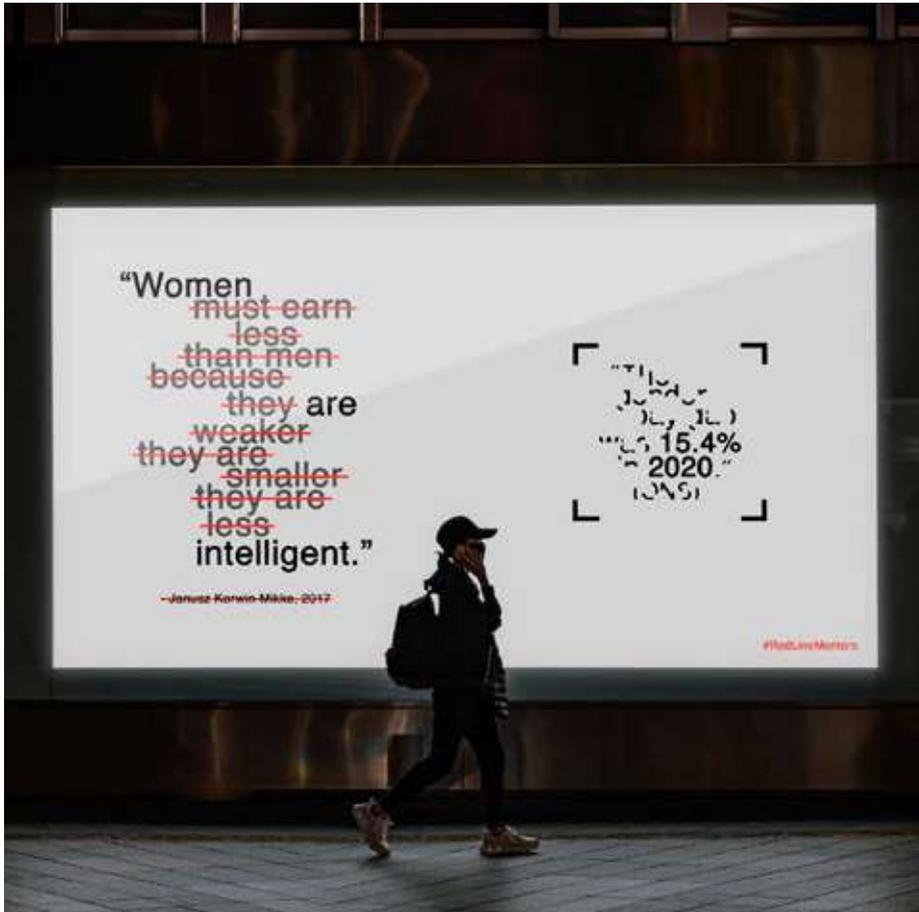


*'Joker' is a disruptive music festival campaign challenging 'lad culture' and harmful jokes which trivialise sexual assault and encourage potential perpetrators.*

*Flo-2 is H2O like never before: turning the essential liquid of life into an adaptable experience. The brand flows into audiences' hurried schedules with 'augmented' hydration to suit different routines.*

I'm a persistent and positive person who loves a challenge, so as a designer I love to dive into the nitty gritty research before starting to create nuanced and unexpected outcomes. My work extends across multiple disciplines – I'm always keen to learn and experiment in new areas.

I love coming up with clever copy to compliment the visual narrative and trying to inject my playful flare into my work.



ELENA CUMMING  
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In today's day and age, with such prevalent issues surrounding human rights, inequality and climate change, I believe it is our role as designers to illustrate problems in a manner in which society can relate to.

My ambition is to use my art to draw attention to these issues in a way that stands out from the hundreds of thousands of media exposures that people experience on a daily basis.

(LEFT) Red Line Mentors is a campaign that seeks to continue the progress of achieving gender equality in the UK. This is a call to action to promote women to reach their potential, because society suffers when not all members are able to participate fully.

(RIGHT) Icebreaker: Small Talk for Big Issues is a card game that facilitates a conversation around climate change. The game takes a serious issue and addresses it in a light hearted and novel manner, shining a light on the unexpected effects and solutions to climate change.



ELIZABETH DALE

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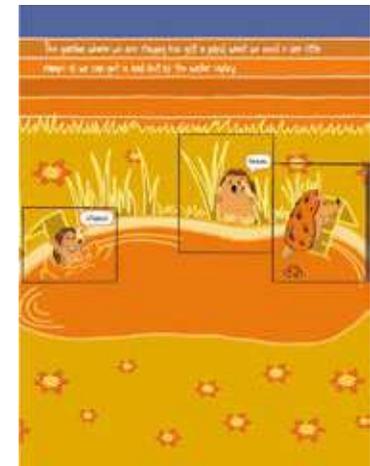
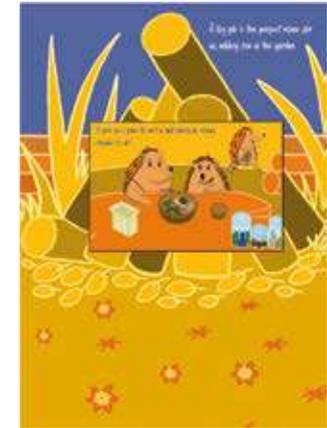
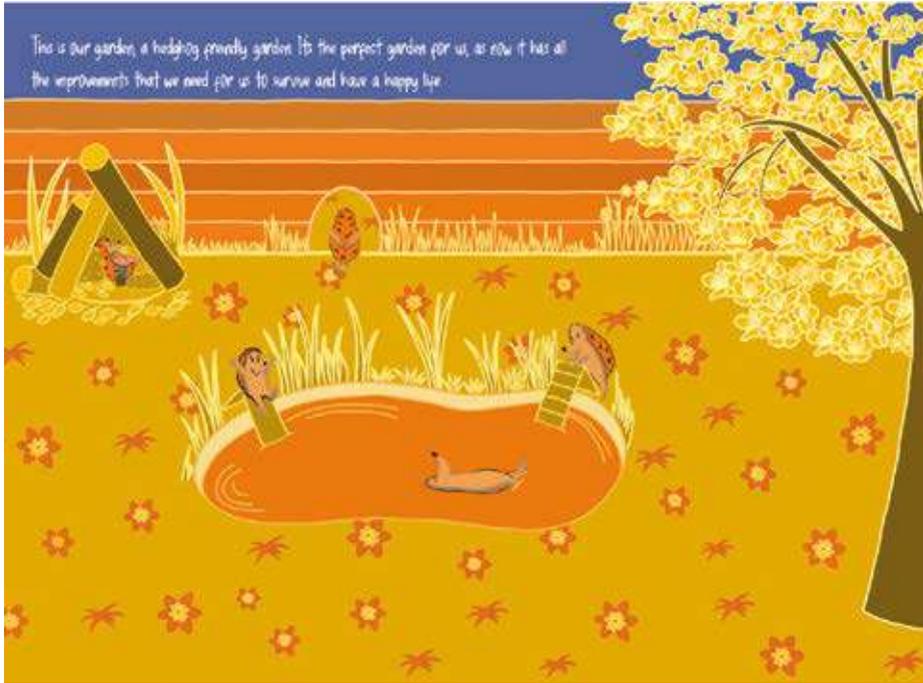
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I am an animator with a keen interest in combining traditional hand drawn animation with meaningful storytelling, and creating compelling characters to help drive these stories.

I love how raw and authentic hand-drawn animation is and, combined with the 'sketchy' style I developed for this particular film, I was able to tell this original story of life, death, and love in a sensitive yet endearing manner. What you put into hand-drawn animation directly corresponds to the final outcome, giving me direct control over the tone, pace, and style of the story I am communicating.

After graduating, I aim to find work within the animation industry to experience working within a team where we can share roles to collaboratively create expressive, beautiful stories through the art of animation.



## MOLLY-ROSE DANIELIS

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During my time at university I have acquired a passion for illustration, especially character illustration. I feel my strengths and talents lie within this type of field, especially when illustrating for a young target audience. The method that I normally use within my work is digital media.

The photos on these two pages are part of my final project. The main idea behind this project is to inform a

young audience (6-8 years old) in a fun and playful way how important hedghog friendly gardens are in order to stop their numbers declining.

Left: this is the last poster out of the five, and it shows all the improvements added and the hedghogs enjoying them.

Right: these are two flap posters. When the posters have got their flap closed it will show a type of improvement, whilst when

the flap is open it will show a quick glance of the hedghogs enjoying the improvement.

My aspiration for the future is to become an illustrator, with a key interest in illustrating children's books.



LEE DAVIS  
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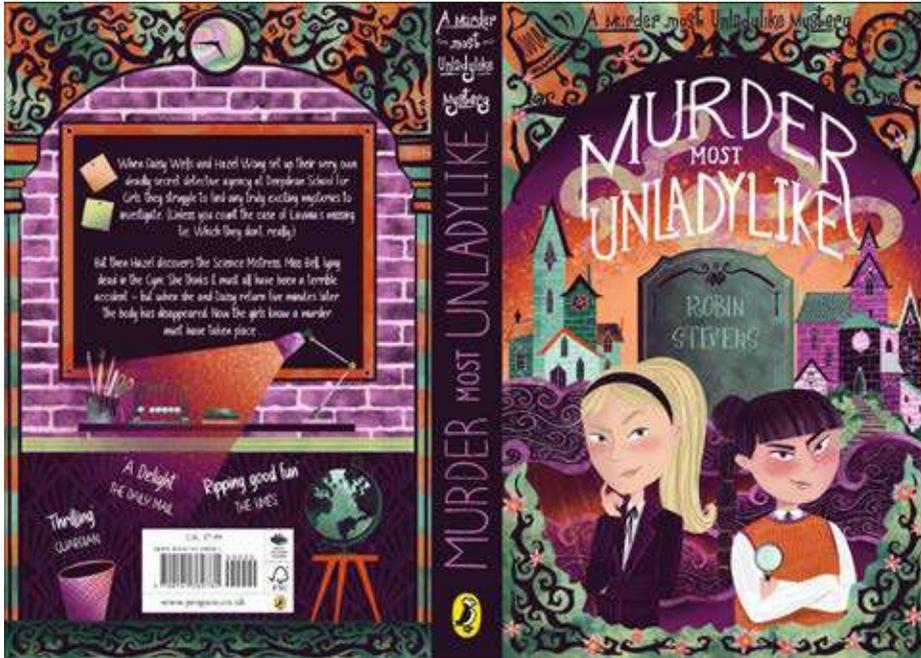


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I am a graphic designer that focuses on a wide variety of different mediums however if I had to choose I prefer projects that consist of branding and 3D design.

On the left is my first project which is a pharmaceutical brand named 'Cureco', which focuses on improved sustainable packaging. Along with this it also included a tamper evidence pull tab that shows if anyone has attempted or has opened the box beforehand.

The project shown above is a brand that helps lifeguards during rescues of swimmers in distress or in danger of drowning with the use of a drone. The idea is that the man-controlled drone will reach the swimmer who is in need of help and deploy an inflatable device which then they can hold onto. This gives ample time for the lifeguard to reach the swimmer.



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My projects this year have been geared toward children's book illustration which is my main interest and career goal. My work is aesthetically driven with heavy use of surreal colour and texture. Through extensive research and use of my own memories and experience I have been working on writing and illustrating a book to help burn survivor children with acceptance as well as understanding and dealing with trauma.

I also worked on redesigning a cover for the children's book 'Murder most Unladylike' as part of the Penguin Cover Design Awards competition.



SUKHMAN DHILLON

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I find the most joy in creating brand identities but also love to tackle illustration, packaging, social media and UX/UI projects. Recently I've enjoyed creating brands that influence change or tackle deeper issues. I find joy in creating designs that help to create a purpose or meaning. As a designer, I love working with bright and bold colour palettes and enjoy reflecting bits and pieces of my personality through this.

First Project: Eaze is an app designed to help new or young anxious drivers with parking related anxieties. The app caters to the users needs to make them feel more confident in their parking preferences.

Second project: Kynd aims to raise awareness on the topic of harmful toxins found in household cleaning products that affect our hormones and fertility.



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WWF VIDEO



Hey I'm Becky!

I love working on branding for start up business and campaigns that make a difference.

Tackling briefs across different sectors has really pushed me to become a vibrant, versatile designer.

Project 1: World Wildlife Wallet - A carbon neutral crypto currency for WWF. To release interactive NFTs that flourish and come to life when

the owner lowers their carbon footprint, with eco friendly purchases via the app.

Aiming to reduce the damage done to the Earth by crypto currency mining.

Project 2: Zero - Gluten free food on the go.

Project 3: Odds and Dogs - An initiative for Dogs Trust to reduce the amount of charity shop donations that end up in landfill. Aiming to prolong the life of your well loved clothes by giving your dog a voice.



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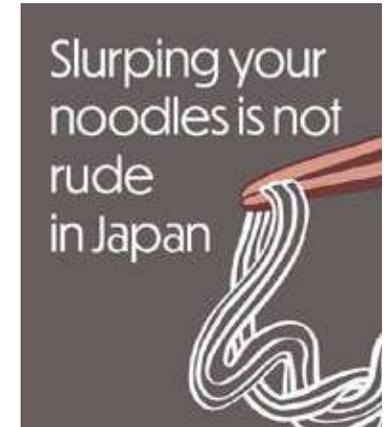
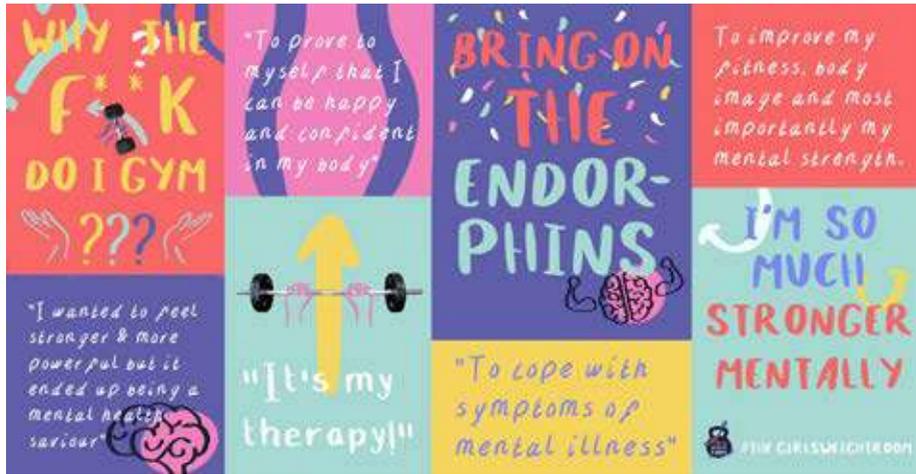
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I am a highly empathetic visual communicator with multidisciplinary interests in branding, strategy and photography.

Witch Craft is a brand new lager for women, that acknowledges their dark history in the brewing industry as the creators of beer. This brew enables women to participate in the crafting of a beer that can be personalised to their individual taste.

Ni6 was a group project carried out with Rajorshi Sircar that appropriated British representations to create a one-off interruptive campaign around the concept of 'Netflix Secret Intelligence'. Through the creation of foreign language content 'profiles' as Ni6 documents, we provided users with the chance to navigate new content from anywhere in the world in a gamified organization system.



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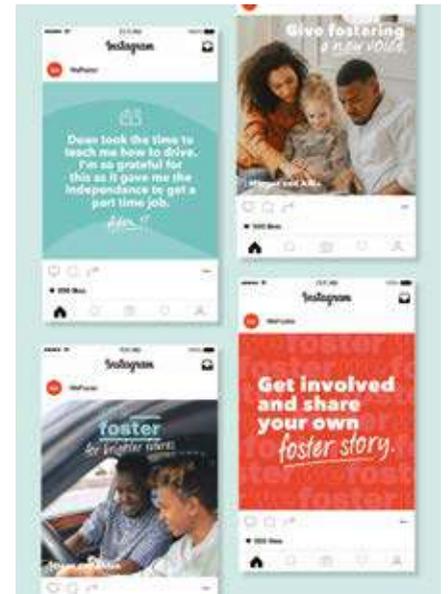
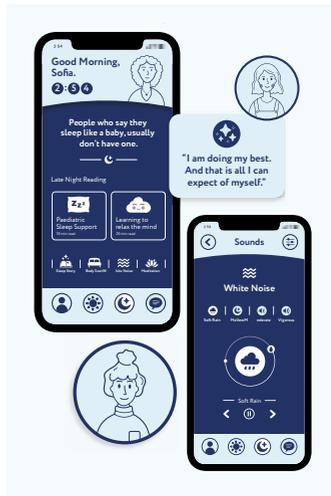


I have always been a creative person, but I am also involved in activities outside of design. Sport plays a very important role especially the gym and I have incorporated this passion into one of my projects on the left.

I play in multiple team sports and like to get involved in activities and roles that are usually outside my comfort zone. Due to being an expat child I have lived in 5 different countries and have gone to

7 different schools, this has allowed me to be exposed to a variety of cultures and people. I have used this experience for my project above which helps tailor the moving experience to your needs and taking away added stress.

As a designer I like to be versatile. I take on projects that are different from the last in order to develop my knowledge across all areas of graphic design. I not only thrive as an individual but also in a group.



EMILY FRENCH  
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As a well-rounded, curious designer I aim to create meaningful projects that tackle social issues and start important conversations.

Motherglow is a mental health support app for mums during the postnatal period, which can often be a lonely and overwhelming time. It provides mums with the virtual companion they need to look after their own well-being. The app is tailored to its users routine, with a day

and night mode that offers personalised content.

We Foster is a campaign with a clear mission to end the foster care crisis. It uses digital platforms to inspire those millennials that already foster to share their stories, starting the conversation that fostering is for anyone. It aims to break the stereotypes of what it means to be a foster carer and encourage the audience to realise that it can be a rewarding path for them.

My portfolio:





## SYAKIRAH FROST

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Artefact is a newly established business that sells high end antiquities and collectable items. The business works with established collectors and curators whilst simultaneously introducing new up and coming artists to create future collections. Each of the items are hand picked from regions such as South-East Asia, which are unique and exclusive to the market. Items are shipped from different regions, each retaining their own peice of history and sentimental value.

I have split my final year projects into two sections, one as a branding project and another as an editorial.

My branding project consists of a brand book, along with several mock-ups of promotional material. For my editorial, I have produced a triannual art & lifestyle magazine. I acheived this through photography of existing collections and interviews with existing, featuring artists.



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I am a strategic, creative designer interested in branding, UX/UI design and photography. I am interested primarily in tackling social and environmental problems. I am drawn to these because I am passionate about helping people lead better lives and preserving the environment for future generations.

'Street Needs' is a non-profit organisation that creates tokens worth £1 that can be given to rough sleepers to

redeem necessities including food, drinks, clothing and hygiene products. This alternative to money will ensure they acquire necessities.

'Winterly' is a winter clothing rental service for people that live in hot countries all year round that travel about once a year. The service would help these people when going on holiday to cold destinations. It would save them money and help the environment.



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### Project - Disco

This project shows illustrative assets for a children's game-based learning app. Designed to be used in a classroom, the app has themes of teamwork, life skills and reading.

I am a multi-disciplined designer with an interest in illustration, visual communication and motion. As an open-minded creator, I enjoy pushing my skills and concepts to develop playful and thoughtful design solutions.



## LOUISE GILLESPIE

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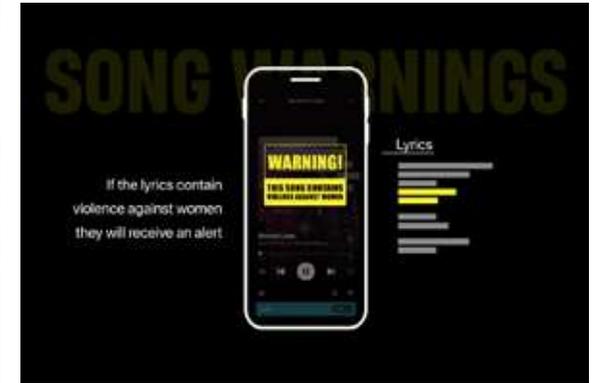
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Specialising in motion & campaign design, my work focuses around problem-solving & sparking conversation. I enjoy storytelling and bringing my designs to life using animation.

*The Crazy Space Race* (left), is an interactive reading experience to encourage 7-year-old reluctant readers to engage with stories on a deeper level.

*Date Safe* (right) is an app in collaboration with Tinder that aims to protect & empower singles when they meet their online date in-person. I have drawn upon the Regency Era romance seen in *Bridgerton* in the advertising campaign to engage my target audience of young adults.



GEORGIA GLEN  
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A bold and fresh creative with big ideas. Particularly interested in branding and advertising, I apply my projects with a multi-disciplinary approach and a keen eye for contemporary and communicative design. Being a big people person, I place emphasis on creating work that connects on a human level. I'm very much ideas-focused with the mentality of a problem-solver, creating alternative

solutions through striking and innovative design whilst committed to pushing the creative boundaries. The last three years at Loughborough have given me the opportunity to explore, grow and develop as a designer, now excited and ready to enter the creative industry.

(Left) OH! - A non-alcoholic healthy alternative for the young, social and sober curious mind.  
(Right) - Listen Up! - A grassroots activism campaign fighting against misogynistic music lyrics.



## LAUREN GLENNON

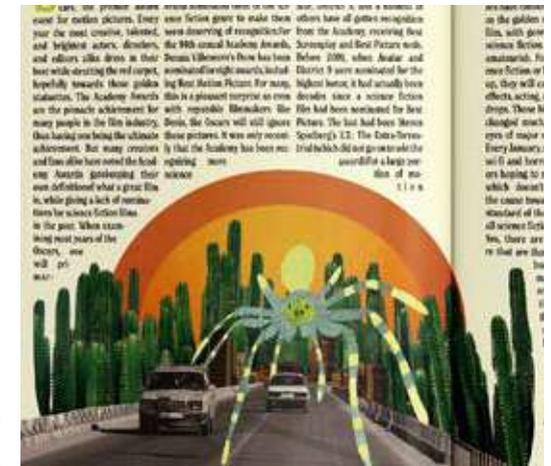
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As a designer I enjoy character illustration and editorial illustrations. The methods that I use are digital illustration and collage.

A key interest of mine is book cover design, editorial illustration, and packaging. I love to use bold colours with a variety of photoshop brushes to create textures.

In my final year I designed a book cover as well as some magazine and editorial illustrations about science fiction and space.

The project 'Happy Modern Families' (Left page) was the redesign of the classic childrens game 'Happy Families'.

The main idea behind the project was to celebrate and acknowledge families who do not follow the traditional nuclear family structure. Family comes in all shapes and sizes and do not have to be nuclear to be happy.

I am keen to use graphic design to promote positive social change.



## SARAH GRACE

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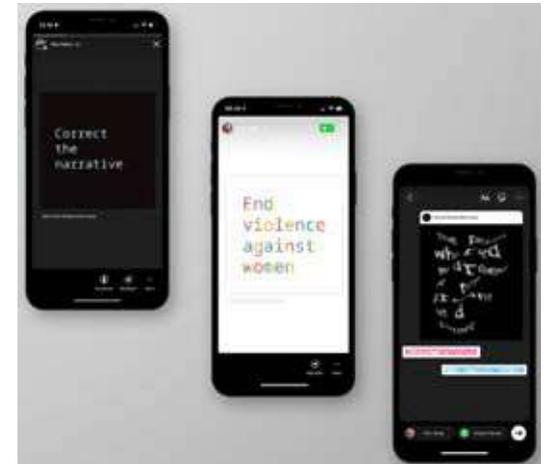
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Within my projects, I aim to reflect the emotions of the narrative, creating work that has a deeper, meaningful message behind it. I enjoy exploring different forms of media, incorporating illustration and animation. In my final year, I have found a particular interest in creating expressive characters, using a combination of digital and analogue methods to create interesting textures within my illustrations.

On the left is a project entitled "Horrible Herstories": a zine series for teenage girls interested in history. The zine aims to educate and deconstruct false portrayals of famous female historical figures that still exist today.

Above is a group project called "Pronto": a digital pen pal app created to increase proficiency in language learning among primary school children.



## LAUREN HEMMINGS

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I am a multidisciplinary designer with a keen interest in typographical and editorial design. My journey started in Loughborough in 2017 undertaking a foundation design course and aiming to carry out my undergrad in fine art, I had no idea how hooked I would become on graphic design. Since then my work has progressed from not only being visually visceral but hinges on strong well-thought-out narratives.

My typographical campaign Correct the Narrative works with Google to empower women to end violence against women. The campaign is open source, giving women the power to Correct the Narrative themselves, as well as connecting them to other women around the world as well as local charities offering specialised support. The project plays on illegibility and mass production.



MEGAN HOPE HERON

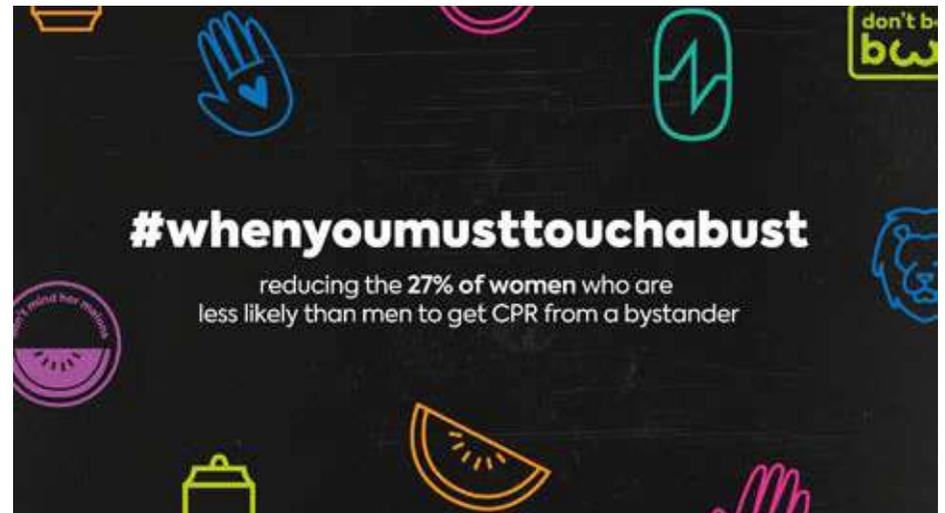
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Challenge-seeker and creative-thinker, my work to date has often been driven by my passion to use creative design when problem solving or providing a brand identity. I am especially interested in how to elicit emotion and connection through the creative practice.

My industry experience taught me how to use copywriting combined with graphic design to tell a story.

I look forward to developing my skills and pursuing a career in visual identity and story telling.

(Left) Launching a new Swansea brand identity that the locals can connect with, celebrate and be proud of.

(Above) Using creative campaign strategy to reduce the 27% of women who are less likely than men to get CPR from a bystander.



## MATTHEW HILL

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I am an aspiring video creator and FPV drone videographer. I have a passion for filmmaking, creating videos and anything to do with the outdoors.

These passions led me to focus on filmmaking and video projects during my university course. Two of the projects I have undertaken at university are; a short film that encourages people to get outside and go hiking, and a series of videos that aim

to show people a different perspective of the Lake District through the eyes of a bird, filmed with a drone I purposely built for this.

I aim to work for a video production company before setting up as a brand myself where I would be able to work with outdoor and travel brands around the world.



## IZZY HOWARD

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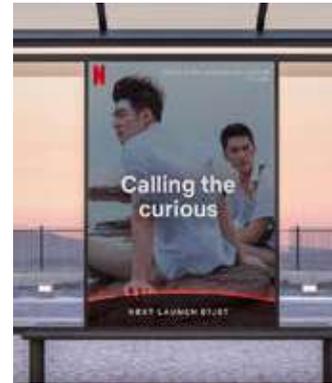
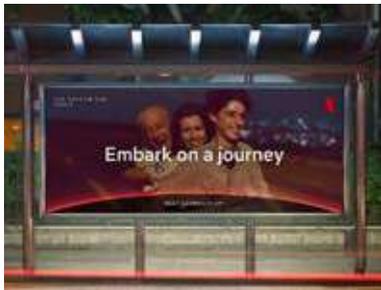
Throughout my university career I've completed projects in a wide variety of disciplines. The work presented above depicts illustration, branding, UX/UI, editorial and experiential design, showcasing the range of skills I've honed throughout the course.

My design work focuses on creating a fully encompassing experience for the target audience, whether that be through a children's educational app or

sustainable fashion brand. I like to push design past the norm and give the audience an experience through every step of their interaction with the brand I'm creating.

I wanted to explore projects of different disciplines to expand my skills base so I am better equipped to manage designers of different specialisms later in my career. My long term career goal is to own my own business, ensuring I only using sustainable

and environmentally friendly production methods. This may be in the form of my own design studio or product based brand.



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A multi-disciplinary designer with a love for digital. Producing work that gives a voice to minorities has been a motivation for my projects this year. It showcases a recurring theme of inclusivity in response to topics I resonate with, such as #StopAsianHate and Netflix's non-English language stories.

My work is driven by a thrill for storytelling. My interest in films has encouraged me to pursue projects in this nature.

From branding to illustration to motion graphics - I'm keen to expand my skillset and always on the look out for new opportunities.



MORGAN JONES

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Coming out of my placement year - I really wanted to develop my skills in motion design, as this field of work interested me the most. I used my written Industrial Intelligence report to begin visualising project ideas for my showreel, currently in development, demonstrating a variety of diverse projects and visual styles that communicate in different ways and for different purposes.

In my final semester, I worked on an ambitious animation project - 'Jigo's Journey', a vibrant app designed primarily for children.

I used this project to incorporate my drawing style to create life to illustrative and fun characters.

I also entered the D&AD New Blood Awards and created an outcome for the 'Walkers' brand brief, in which I tackled the issue of mental health. I used Photography, along with voice overs, to tell stories within my work - designed for social media platforms.

After graduation, I plan on learning some 3D animation skills and finalising my portfolio website before fully diving into the industry.



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My work revolves around evaluating current forms of social communication and making them more visually palatable, to engage the audience. This can come in many forms as I like to exhibit a variety of skills across my portfolio. I aim to gain more experience in animation and 3D modelling and illustration so that I can specialise in these areas of visual communication in the future.

LEFT - School Scenarios That Make Me Anxious

Using 3D illustration to communicate how Social Anxiety may affect a child in a school setting.

RIGHT - The Voices in the Shadow

A promotional video for a book, published by TLA Black Women in Tech, to inspired young women to enter the tech industry.



## HOLLY LAIDLER

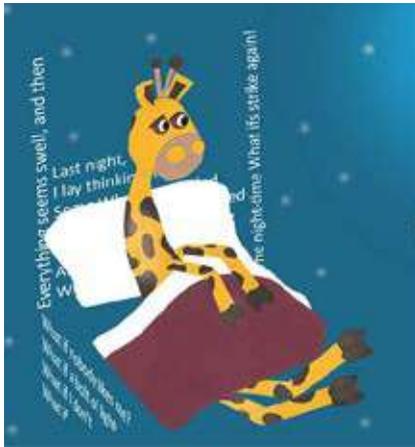
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I am a creative thinker; I love solving problems and coming up with innovative solutions that engage my audience and create change. This year I have focused on campaign-based projects, putting an emphasis on creating awareness for and helping to solve big issues. Recently, my work has involved topics such as our recycling habits, mental-health awareness, and even anti-social behaviour amongst football supporters.

To create a more dynamic visual experience within my work, I love to include motion design where possible. My placement year at Sony Europe gave me a great insight into industry, teaching me to work as part of a team within a creative environment. Most of all, I learnt how to pitch my ideas and got to understand the creative process.



JOANNA LAMBERT

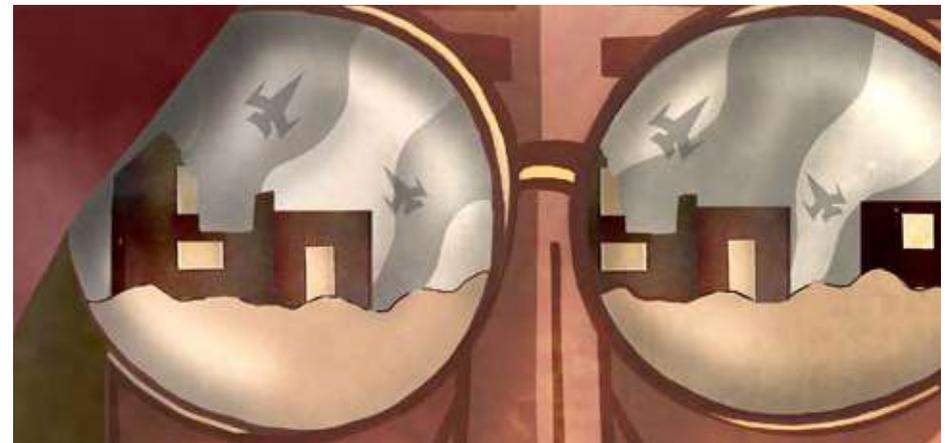
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I am an illustrator with a passion for book design, looking to kickstart my career in book publishing and freelance illustration.

In an increasingly digitalizing society, I am interested in how print media can still be promoted and used to solve complex issues. My projects at university have reflected this by tackling problems such as discrimination and mental health through book design. With still so much more to accomplish through print media and illustration. I am interested in how book design can become more interactive and how it will adapt with digital media in the future.

Project 1: Left 'What Worries?' An interactive childrens' book helping primary school kids to understand and cope with anxiety.

Project 2: Right 'Refugees' Brian Bilston A short illustrative poem that aims to change peoples stereotypes about refugees

Link to Portfolio





## JEMMA LAWLEY

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My work aims to emotionally connect and engage with audiences through both illustration and animation.

My illustrations try to capture narratives surrounding human connection through a playful, loose visual quality that offers a sense of expressiveness, which I enjoy translating into moving image pieces. Within my work, it is important for me to present questions to an audience that create a space for interpretation, giving my work a wider reach

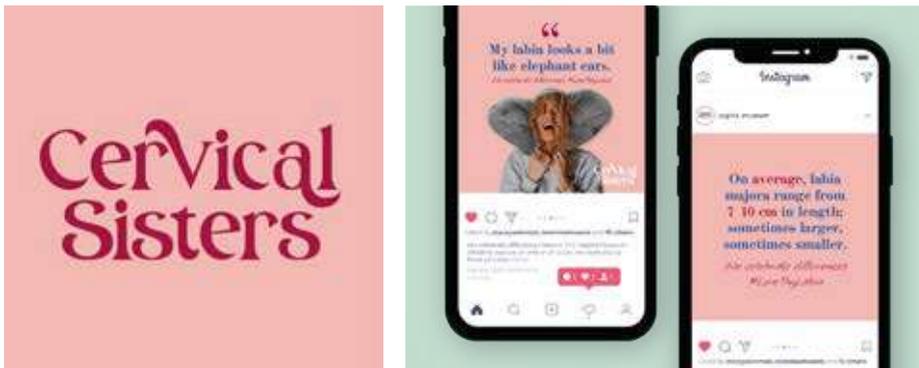
and creating more individual responses.

(Left) - *An interruption.*

Frames from animated film that concerns the general theme of loss, with an open interpretation outlook for the audience

(Right) - *Become a Befriender Advert*

A short animation regarding the befriending scheme for Age UK



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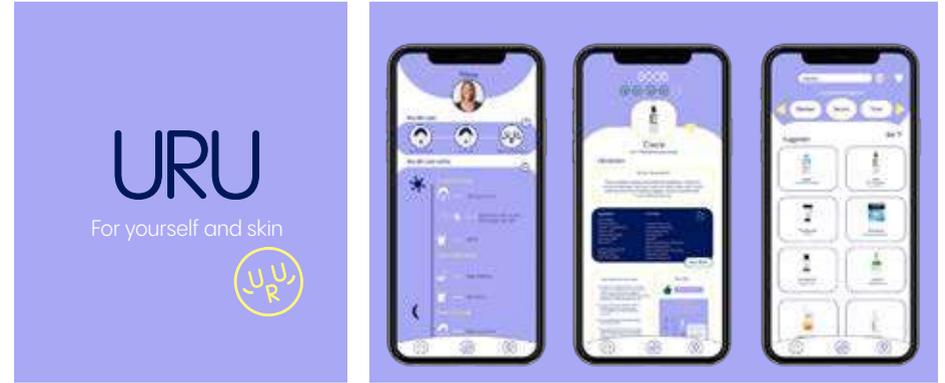
As an optimistic, curious creative with strong conceptual thinking, I am a multidisciplinary designer with a focus on strategy, social media and campaign design.

Cervical Sisters aims to ensure all people with a cervix feel empowered to attend their cervical screening when invited. In partnership with the Vagina Museum, the campaign will help to open up the conversation before invitation (aged 20-25).

Break The Ice is a response to the D&AD Walkers brief in collaboration with Jessica Man. We've all been in that sticky situation where we know someone who isn't fine but don't know how to get them to talk. Walkers will lend a hand through a social media campaign. From balancing a crisp on your nose to a quick game of Monster Munch VS Wotsits, this campaign encourages 18-30 year olds to break the ice, release the pressure and open up.

My portfolio:





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My years of studying graphic design have taught me to have fun on the journey of failure and success. I have always been motivated by simplicity and find it a great way of making an idea work better than complicating it.

This year I have decided to challenge myself and broaden my work within graphic design, from creating campaigns, and exhibitions to an app branding project.

Since my teenage years, I have always been fascinated with cosmetics products and the importance of self-care. And this interest has led me to create an app branding project about yourself and your skin.



## JESSICA MAN

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I am an experimental and enthusiastic designer, delivering digital projects that aim to tackle societal problems. I enjoy a challenging design task that allows me to learn and develop, resulting in a strong visual and functional outcome. My final year has allowed me to find a love for UX/UI design, branding and social campaigns.

GUI MI (left-hand side) is a new, progressive period brand

aimed to tackle the period taboo in China. The period box is one of GUI MI's core products, designed to provide young girls with the period products and knowledge they need to support them at the start of their period journey.

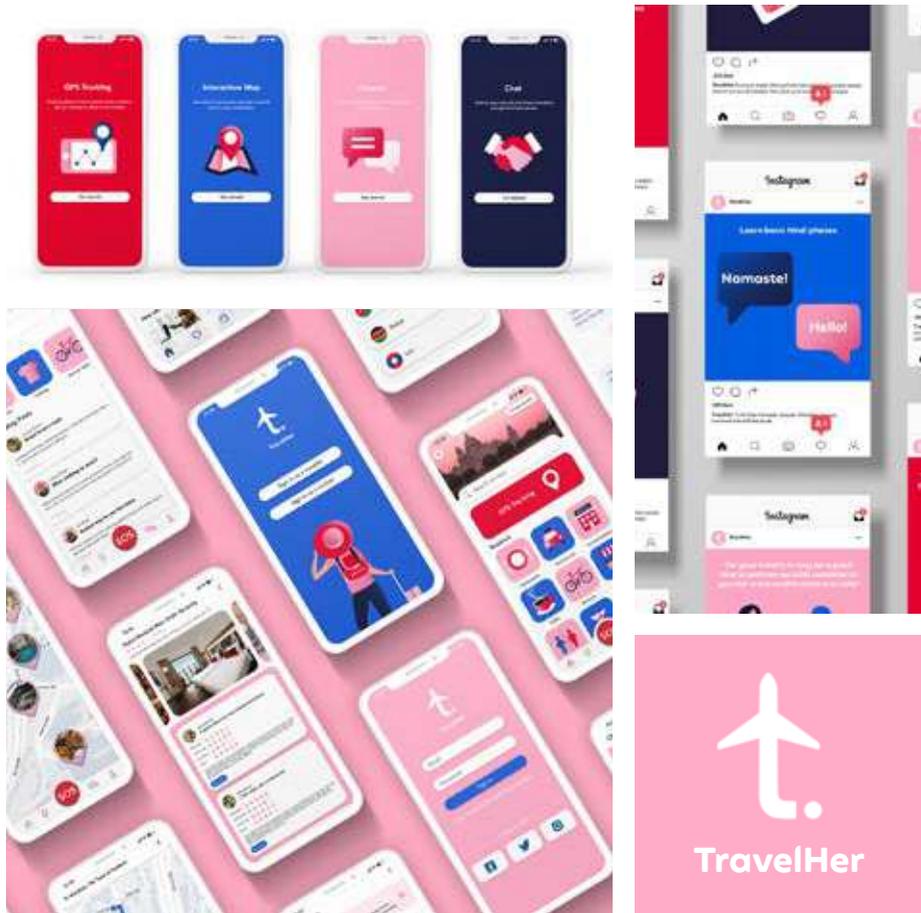
Chatter Zoo (right-hand side) is an Expressive Learning Disorder app used as a tool for parents to conduct at-home language activities with their children. The app provides parents with the

guidance and support they need to help to improve their child's language development whilst having fun.

Link to website:

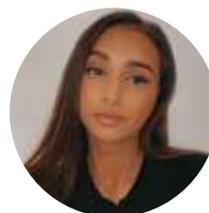






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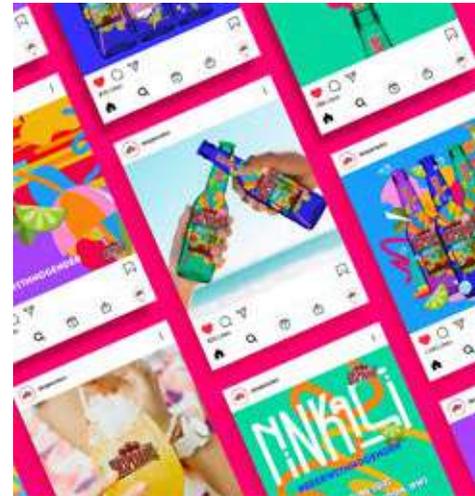


I am a multidisciplinary designer with a particular interest in digital, UX/UI, branding and Illustration.

In my design career so far I have been able to showcase my design skills to a variety of different clients. My placement year at Debenhams as a Digital Designer has allowed me to gain experience in designing for customer relationship marketing with a large focus on email designs. It has

given me the experience of producing designs fit for the target market under strict deadlines and time scales.

After I graduate I am moving onto becoming a Design Consultant.



PRIYA MISTRY

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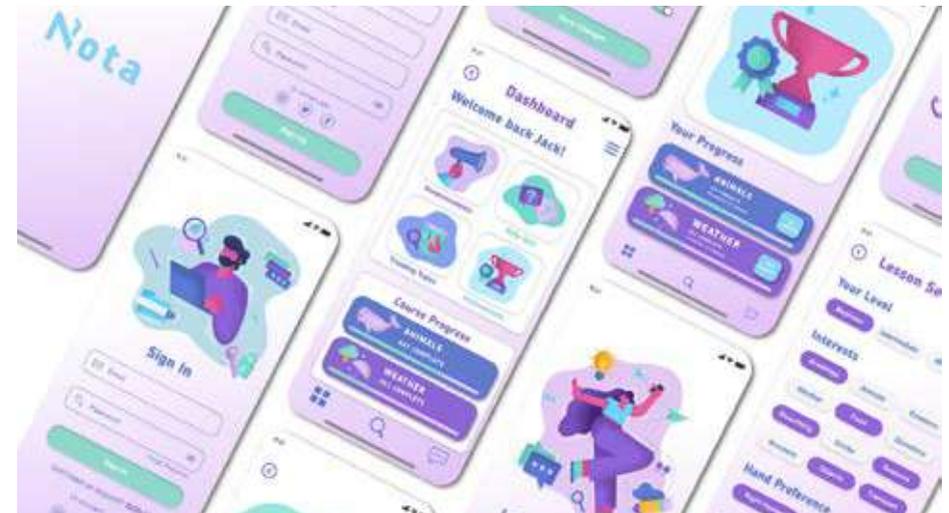
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I'm a multidisciplinary designer with a keen interest in editorial design and brand identities. My placement at We are Me:Mo agency as a Graphic Design intern provided me with opportunities to work with well known hospitality establishments like Hilton Park Lane. Developing new creative skills in social media branding which become helpful throughout my final year projects. Producing projects from concept to

completion for various clients that included digital marketing materials, re-branding and many more.

My placement has led me to become a freelance Graphic Designer for an in-house position at MJMK Hospitality based in London. After graduation I hope to continue my current role and excel further.



## ROMIE MUNRO

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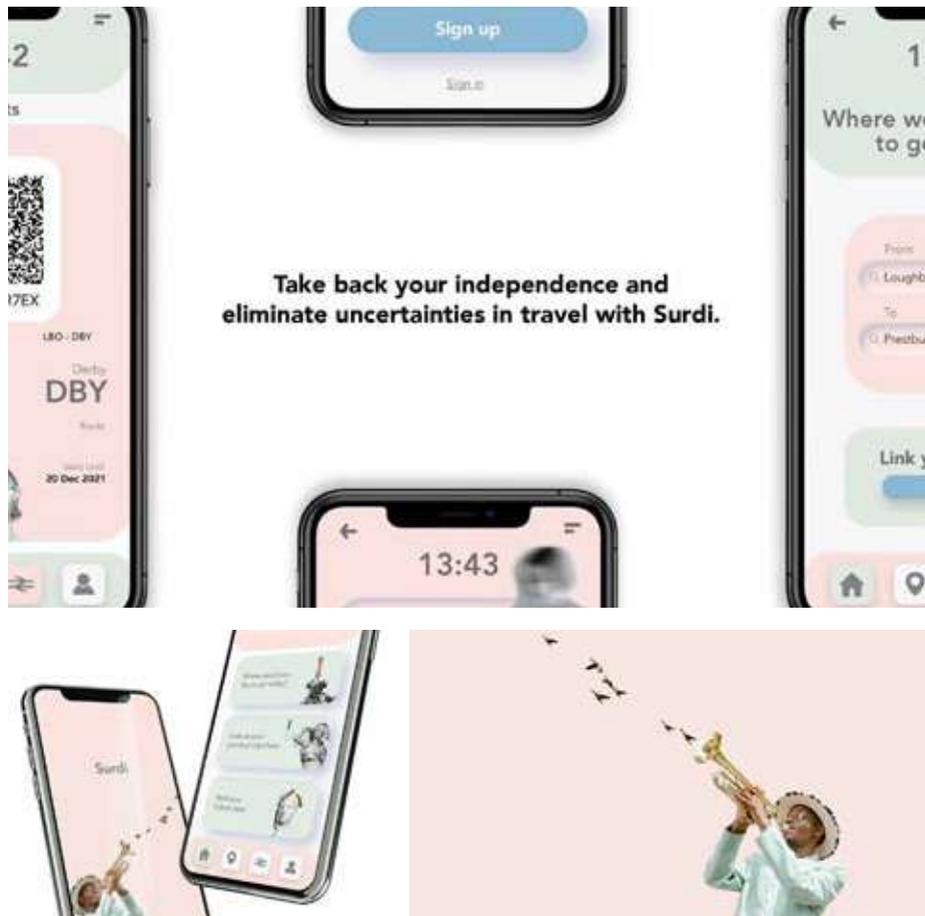
I center my work around my passion for promoting positive change. I use my multidisciplinary skills across a variety of areas ranging from branding, campaigns and experiential design in order to solve problems. I'm interested in pursuing opportunities that will enable both myself and my visualization abilities to further develop, expanding on my existing knowledge and allowing me to thrive.

### LEFT: XTRA LIFE

A pop-up blood drive event which has been fully modified to be visually engaging, interactive and informative.

### RIGHT: NOTA

An app to learn BSL (British Sign Language) in small bitesize chunks. The app focuses on the users individual learning requirements and offers personal customization.



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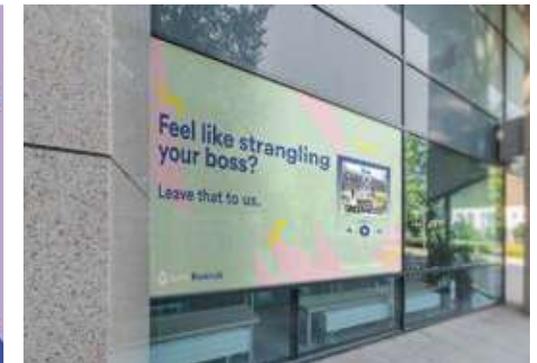


Being a Profoundly deaf Cochlear implant user, I have encountered numerous difficulties. My work addresses the issues that I have experienced as a member of the deaf community, whilst increasing awareness of the deaf community within society.

In this project I have utilised my skills in UX/UI and animation to help people like myself in the world of travel. I have found creating this app to be extremely rewarding.

Part C has given me a platform to display the skills that I have learnt over the course of the Degree Programme. I have also gained confidence in creating animation using After Effects and Premier Pro.

Having worked as graphic design intern, I have gained industry experience preparing me for the graduate role as a graphic designer and animator in the foreseeable future.



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I'm a highly creative individual, who has a methodical mindset to my design process. I enjoy the end-to-end process and have a keen interest into how concepts communicate to the user. Especially now, as interactive media grows and design becomes more reliant on digital technology.

This has led me to explore ways into how to make my work more dynamic and visual such as animation and

motion design.

I have a passion for sports, fashion and travel which has led me to new experiences such as working and living in Germany for PUMA, a top sports brand. This experience opened my eyes to the sports fashion industry and taught me invaluable skills which I have carried through final year.

(left) - A running app which helps to keep a consistent rhythmic pace through music.

(right)- Live brief: A campaign which launches audiobooks to Gen-Z users by showing them that by listening, they have the power to escape reality and unlock their imagination.



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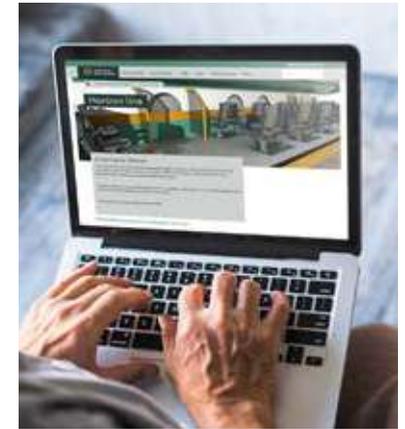
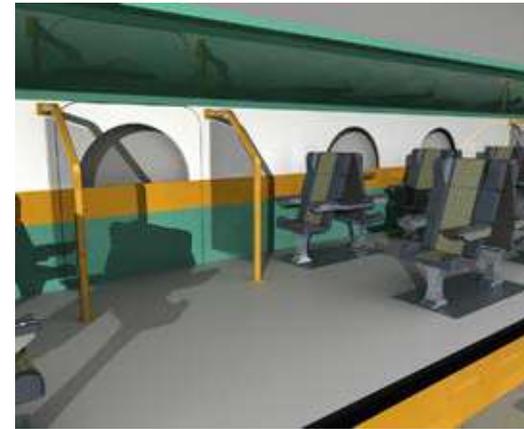
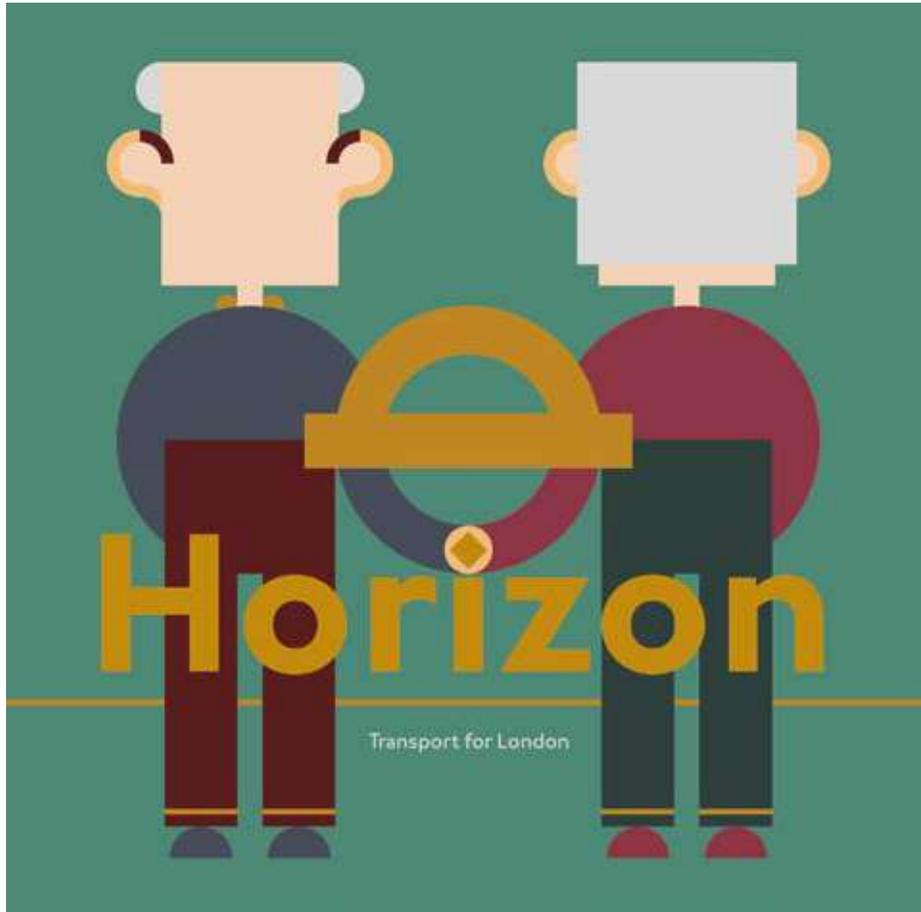
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I strive to find creative solutions to ethical and social challenges within my work. My strengths are branding, delivering distinctive designs, and empathising with social needs. My skills are in illustration, package design, and marketing. I have proficiency in Adobe Creative software, including InDesign, Photoshop and Illustrator. My branding projects have benefited from my additional ability in After Effects and Dimensions.

Revive (left) is a sustainable and modern textile tailoring/repurposing service. The focus is on restoring or recycling old garments, reducing textile waste in the fashion industry. Nibble (right) is a meal kit delivery service for people recovering from eating disorders, accompanied by a biodegradable seed paper posterzine – these can be planted throughout the recovery journey to show

personal growth. The aim is to provide healthy distraction and positivity to help heal relationships with food. The packaging in both projects is sustainably produced from recycled materials and can be recycled to enable circular economy.



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The fast-moving graphic and advertising industry, where creative concepts and approaches are in constant motion and development excites me. I am skilled in Adobe Creative Cloud software including Illustrator, InDesign and Photoshop. I take great pride in presentation and quality of my work, always striving to reach my optimum potential. I long to be an innovator, bringing fresh ideas to fruition as part of my role when graduating.

I am excited to evolve as a designer, embrace my personal strengths, utilize and broaden my skillset.

I am currently looking for internship opportunities and Junior Creative roles in the Advertising Industry.



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During my final year I have focussed mainly on campaign-based projects to raise awareness and draw the audience in. The campaigns that I have developed include Hidden Disabilities in Children, Men's Mental Health and Body Positivity in Women. Throughout my time at university I have developed my skills in creative design and worked in a flexible way to convey my message using branding and experimental typography.

In the Hidden Disabilities in Children Campaign above I have used illustration to engage with my target audience of 5 – 8-year olds and enjoyed the challenge of further developing my skillset in this area of design. I am passionate about working in an environment where I can push my ideas further and develop innovative solutions to influencing my audience.



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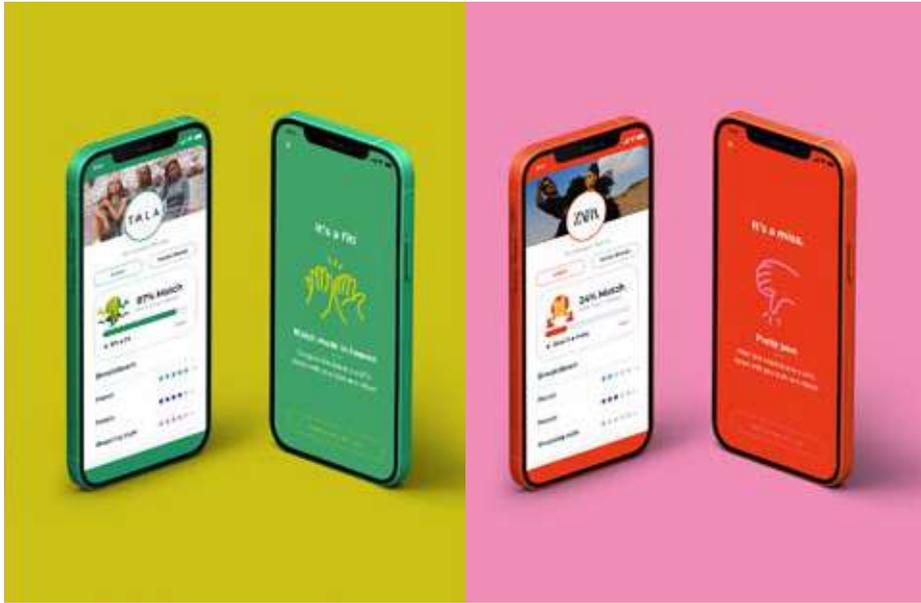
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I am an illustrator with a storytelling approach. I've always shared an interest in art and illustration since secondary school, however my involvement with illustration has grown a lot during my time at Loughborough University.

I approach a lot of my illustrations by trying to tackle topics I am passionate about, with my Part C projects tackling issues such as grief, disability and mental health.

I can't wait to begin my career and step into the industry doing what I love, reaching a range of audiences and developing my illustrative style over time. When I look back to where I was at the start of my degree, my visual identity has become more established so I am excited for where I will be in a few years time.



We are **MISFITS**.  
We are the change.  
If a brand is not a **FIT**  
Give it a **MISS**.



## SUZI ROYDS

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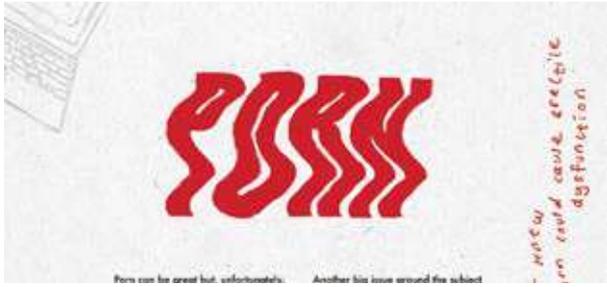


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As a creative thinker, my passion lies with generating exciting solutions to problems. I am motivated by understanding human behaviour, finding insights through research that drive me to create functional concepts for target audiences. I enjoy creating projects that power social change as well as demonstrating their commercial potential and place in the real world.

Misfits is an app for the fashion conscious. Transparency is key to empower consumer choices, the Misfits app rating system makes this simple.

Ten to Zen addresses the topical issue of work life 'balance'. At the intersect of mindfulness and productivity, the app is a functional wellbeing tool for employees working remotely.



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My work is often socially driven with a strong focus on aesthetic. I refer to fashion, film and surrealism as sources of inspiration. I incorporate mixed media collage, photography, and hand-drawn typography in my work. As a multi-disciplinary designer, I have worked on a variety of projects ranging from branding to campaigns and editorial design. I am often interested in pursuing design directions that will allow me to develop in effective visual communication.

**Period Poverty and Sleeping Rough:**

Sleeping rough and menstrual care is a crisis in the UK. Right now, individuals affected by this crisis are taking drastic measures, such as using paper bags, newspapers, and socks to deal with periods. This live project is supporting a campaign to educate people on this prominent issue and provide those in need with safe resources. During this project, I have worked with the sustainable period company 'Saalt', which has donated 50 menstrual cups to the Loughborough charity 'The Annex'.



## IMOGEN SANDBACH

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I'm a bold creative with big ideas to shake up the branding and advertising industry. I thrive when creating innovative campaigns to address social and environmental challenges.

In terms of my style, I am highly versatile. I am able to quickly learn new skills to achieve a result and will not shy away from a challenge.

Left: A collaborative campaign between Mind and Sky Sports to tackle the mental health taboo and encourage male football fans to check in with their mates and share how they really feel.

Right: A creative concept challenging one wear social media shopping habits with digital fashion which allows consumers to experiment with styles while being able to make sustainable choices.



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I'm an aspiring creative, with a love of creating bright, bold illustrations and developing big ideas that generate positive change. I am a curious and ambitious individual, who loves explore new culture through travel. I also love sport, cooking and visting art exhibitions.

My final year work shows my progression as a creative. Each project I have created highlights the issues I am most passionate about - from mental health to competitive sport.

Post-grad, I am excited to continue developing as a creative. I want to explore a career in advertising, where I can continue to use my love of culture, and passion for generating big ideas.

[Left] Ignite - a community platform championing small changes and healthy habits to improve Wales' health.

[Above] Penguin Pop-Up - reimagines the library experience, using bright orange, pop-up containers to host innovative reading spaces.



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I'm a multidisciplinary designer with a passion for branding and visual identity.

I may be a little quiet but my designs are anything but. Inspired by cool colours and characterful typography, my work is simultaneously aesthetic and strategic, looking to evenly balance fresh visuals and audience relatability.

My project, Open Rind, was shortlisted for the BrandOpus Hatch award. Focusing on the theme of emotional wellbeing, Open Rind is a series of canned lemonade drinks that aim to bring adaptogens into the mainstream in a bold and zingy way.



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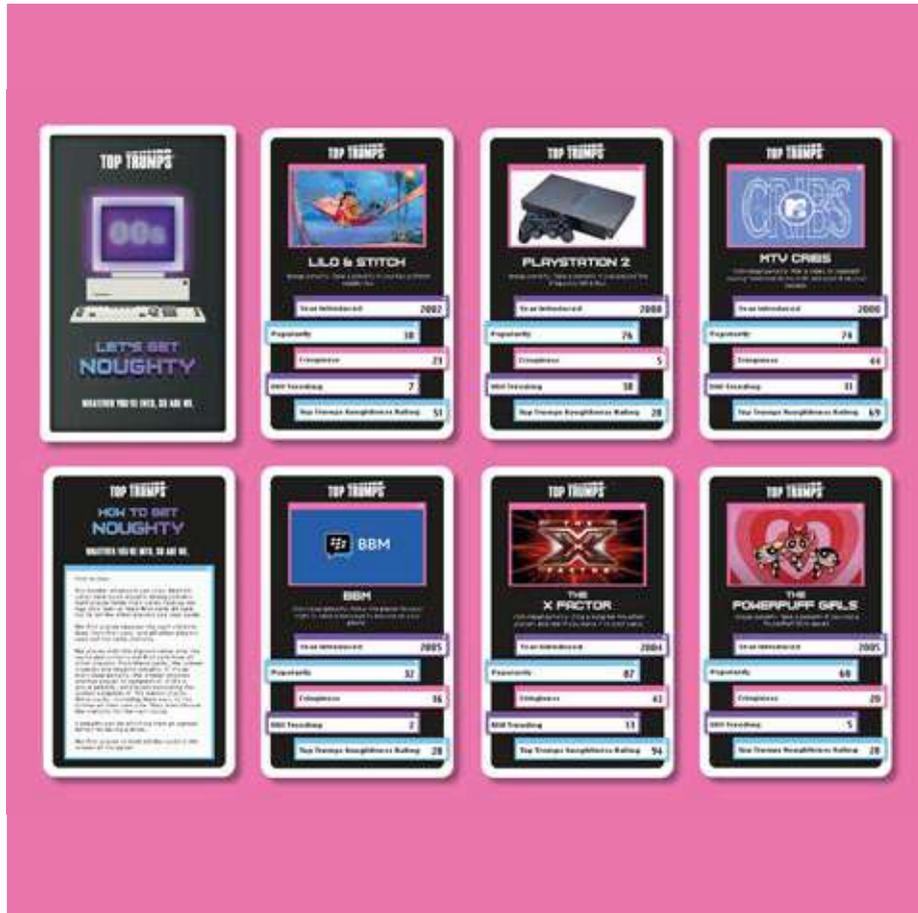
@rajo\_design on Instagram

The projects I undertook in my final year display the range of my interest in sequential imagery- from creating an unconventional animated spec ad for Porsche (left page) to designing the UI/UX for a game app, Emcee (this page, top).

The former is an illustrative animation: Simon the Sheep, dreams of being the sheep people count in their heads to fall asleep. It is about being driven by dreams.

The latter, Emcee, is an augmented reality game app for mobile and iPad. It acts as a facilitator to play classic games with a modern twist, physically in real life.

My third project, NI6 (bottom), was a team effort with Emma Dovey. It is an interactive marketing campaign, where users "investigate" shows and films from around the world "as a secret agent", in a bid to get them watching foreign-language content.



**YOU THINK YOU'RE  
MAKING HER HEART  
RACE, SHE'S GOT  
BUTTERFLIES, DON'T  
FLATTER YOURSELF,  
IT'S JUST HEART  
PALPITATIONS**



## GEORGIA STONES

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I am a multi-disciplined designer with an interest in branding. I like to challenge myself by taking on varied projects and don't limit myself to one topic or issue.

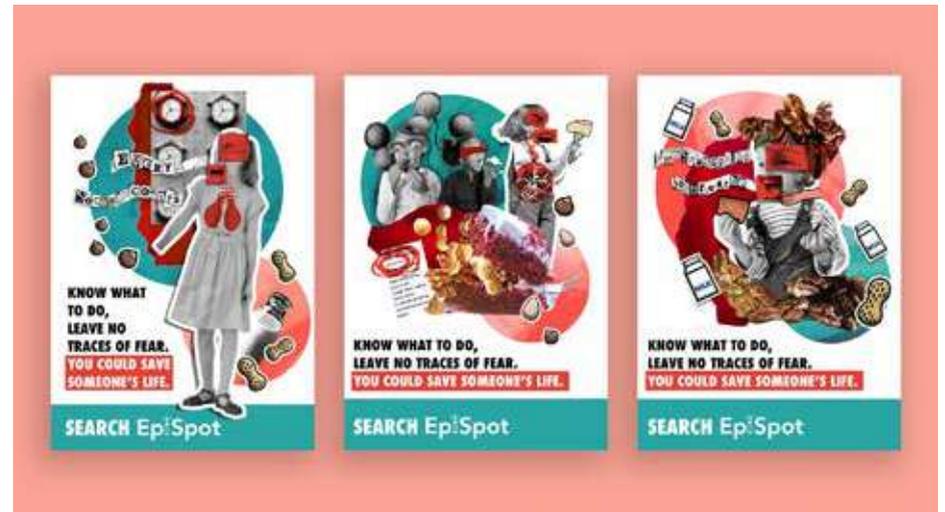
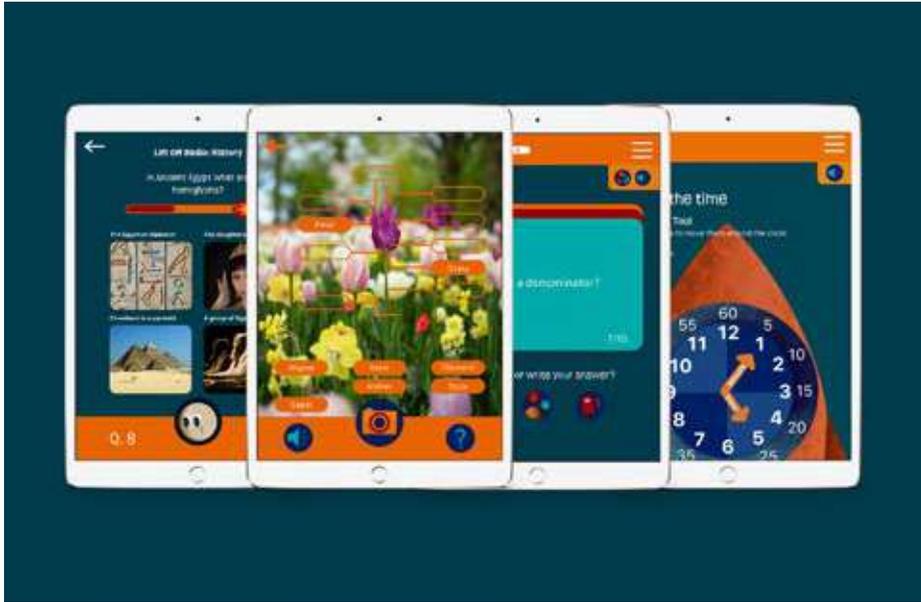
I use the same light-hearted and positive approach for every brief meaning even the most taboo topics are tackled with wit and playfulness. This allows me to engage unlikely audiences through the use of humour.

### Project 1: D&AD Top Trumps

The 'Let's Get Noughty' Top Trumps deck allows players to look back on the TV shows, games, artists and more that they were surrounded by growing up. The 2000s aesthetic encourages players to reminisce their childhood and the pop culture that defined it.

### Project 2: 'OH'

A collaboration between GenM and Camden Town Brewery. A campaign to raise awareness of menopause targeted at men. The campaign encourages men to consider the women in their lives who are going/will go through menopause and aims to remove the taboo around the subject.



ABI STUDLEY  
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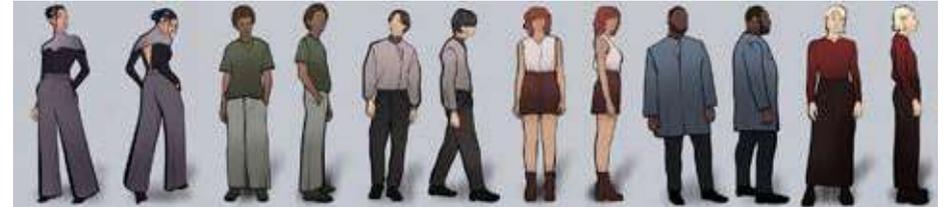


Design for me has often been about provoking a message or a moment of reflection on social or environmental issues, whether that's through UX/UI design, experiential, illustration etc. I enjoy exploring all forms of media to promote my message, that being said, collage has become one of my recent favourites.

The first of my two projects is a space themed educational app entitled 'BBC Lift Off' designed to help children with learning

difficulties and ensure no child is left behind when it comes to education.

The second revolves around allergy awareness and with this the launch of 'EpiSpot', boxes containing EpiPens for use in serious allergic reaction situations. Like many of my projects, this is a topic personal to me, as some of my close friends and family suffer from such allergies.



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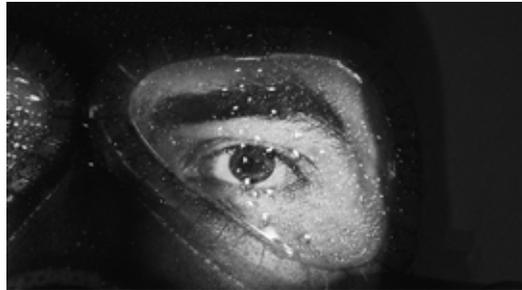
I am a freelance illustrator and designer, specialising in conceptual work. I have collaborated with clients across the world, from London to Tokyo, in both illustrative and graphic design projects.

With a love of illustration and storytelling, my projects are expressive, immersive and narrative driven.

I hope to create characters, worlds and works that captivate and charm,

designed in both traditional and digital mediums.

I plan on continuing my freelance work with a focus on the film industry, both as a concept artist and in visual preproduction.



ELLIOT THARMANANTHAR  
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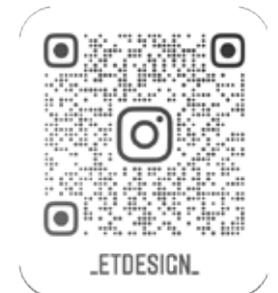
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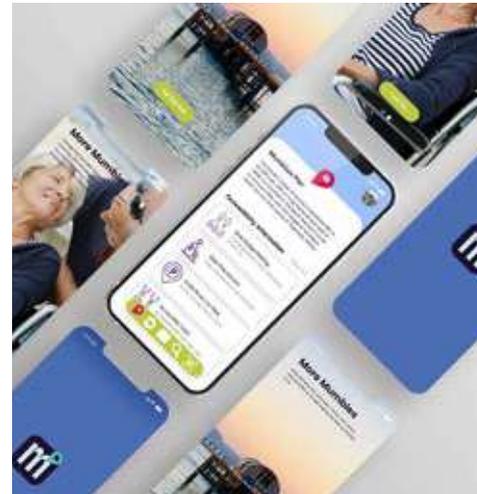
The project above was about creating the opening credits for a new Netflix TV series based on Metro 2035 by Dmitry Glukhovskiy and the game Metro Exodus.

I found props that related to the world and story, creating scenes that depicted atmosphere. I wanted a minimalist matte black look, spraying and using charcoal dust to

create the appropriate textures. The result gave a dystopian, bleak atmosphere, reflecting what life is like within Metro Exodus.

The protagonists of the story manage to find salvation on the train, the 'Aurora' escaping Moscow and travelling across Russia, exploring the wasteland...





JODIE THOMAS

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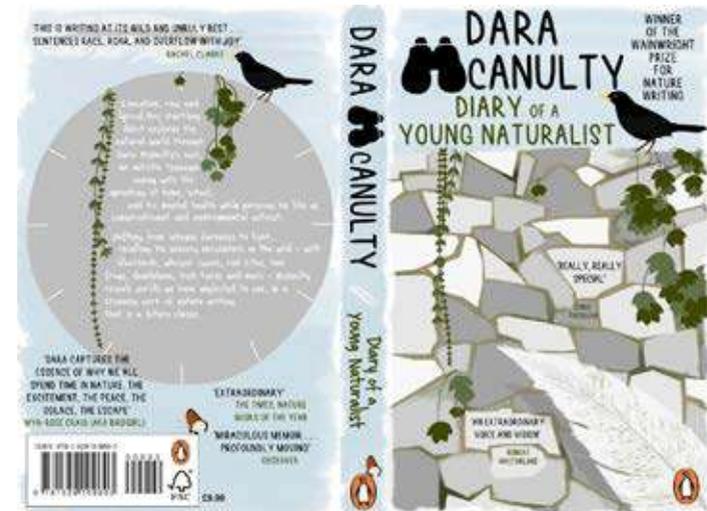
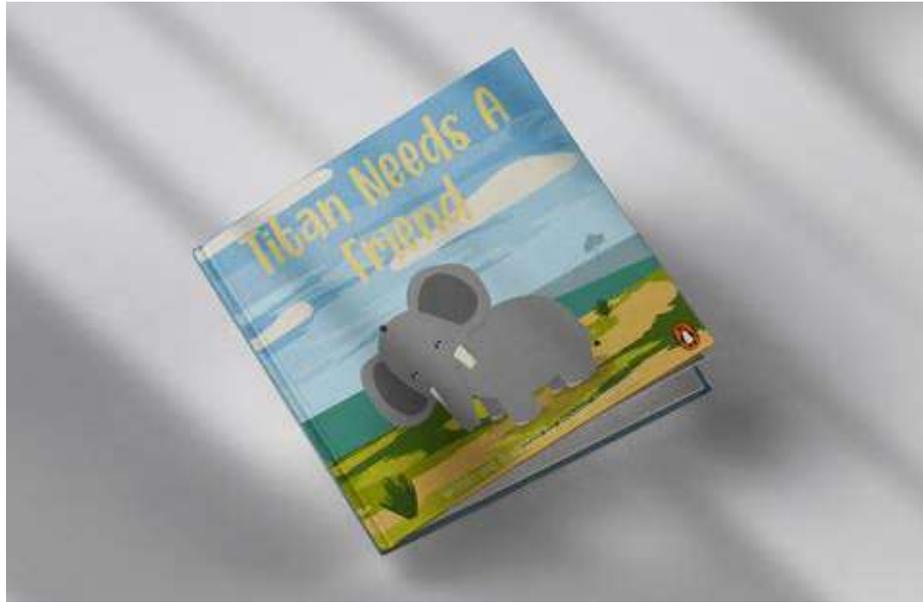
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Throughout my studies, I have been able to develop my artistic style, creating an approach that is significant to me. Constantly being challenged to push my ideas further.

My main interest area is within the illustration industry, specifically children's book illustrations and book covers. However, I am willing to try any discipline within Graphic Design.

My Final Major Project for my final term, has been a children's book called "Tiban Needs a Friend" which is all about playground bullying but in a savanna setting. It follows the story of Tiban the elephant and Peanut the mouse, with the focus of the story showing that bullying can happen no matter whether your bigger or smaller than someone.



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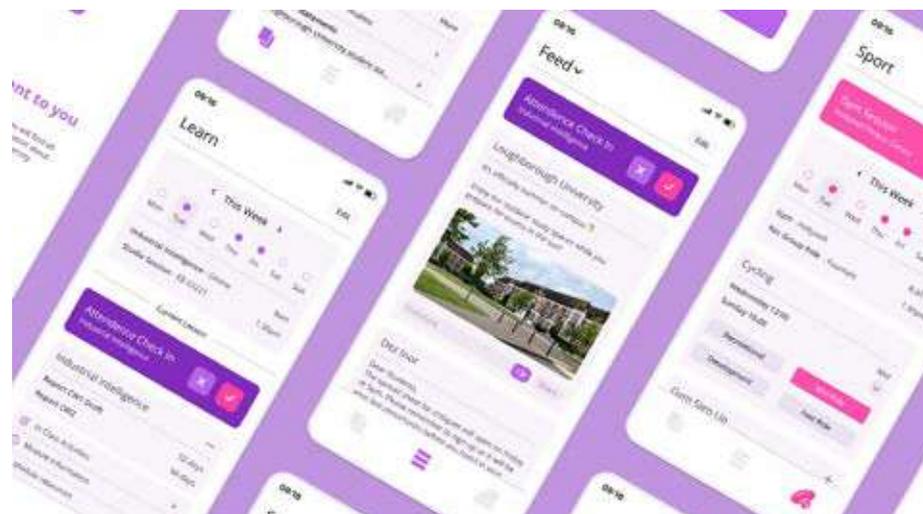
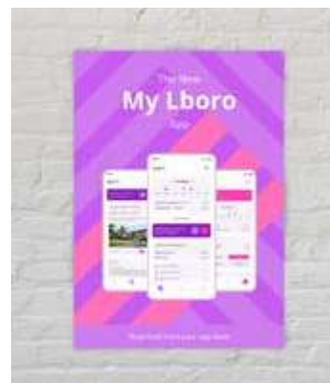


Campaigning has turned out to be the focal point of my Semester 2 projects. This is because it allows me to stand on a platform, on which I can bring light to issues that are hidden in the shadows.

As a Generalist Designer, I do not have a specific design style, nor do I want to. I enjoy generating and developing different visual themes depending on the concept or challenge at hand.

These projects are both ones I have been attached and committed to. One being, the Human Rights Violation that Unaccompanied Asylum Seeking Children face when they arrive in the UK alone, and the other being the advocating of Men's Mental Health through a collaborative campaign including Mind UK and Nike.





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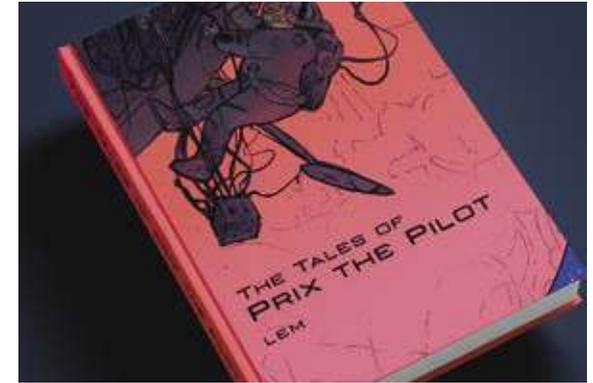


Over my time at university I have developed an interest in user experience design, this led me into designing two apps for my final semester.

The first project looks at creating an “always on” learning environment for children between the ages of 3 and 16. I achieved this by designing an app that looks at the users watch and location history to create lessons that relate to their surroundings. Following designing the app I

created an in class activity in the form of flash cards as well as flyers for children to take home to their parents

The second project looks at combining and improving the My Lboro and Lboro sports apps. I achieved this by creating customisable screens, so that the user can tailor it to themselves. The app also has a personalised feed so they can keep up to date with what is happening around University.



## MICHALINA TRABINSKA

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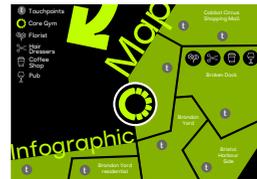
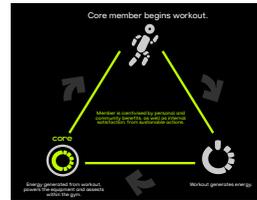
Illustration and editorial work for printed media is the main focus in my work. Although created using digital techniques, my artwork retains the charm of traditional material and textures. Creating detailed characters full of personality and making story-driven artwork is my specialism.

In my professional journey, I want to use both technical expertise by trial and error and creative experimentation

to answer complex marketing problems and create social change.

During second year, I have been exploring the way in which illustration can be used to tell a more interactive story when I created a board game for children to learn diving theory. Furthermore, I created short narratives by in various exoerimentative formats making graphic novels such as a short comic "Fences" and "Prix The Pilot".





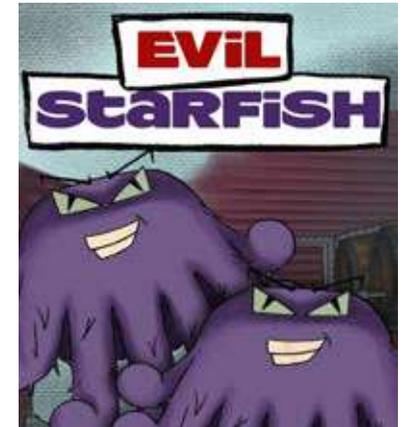
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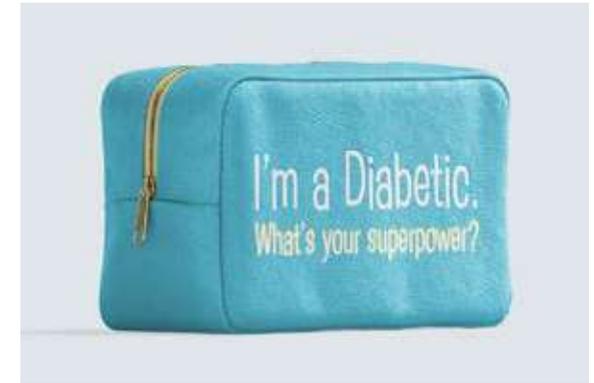
Positive and colourful are two words that resonate with my personality - my style consists of a child-like enthusiasm and energy. My passion is designing characters that are fun and unique; this final project captures my passion and ability perfectly.

'Welcome to Marinia' is a fictional underwater universe, that helps reflect real life issues experienced with marine ecosystems. The project consists of a children's

book, which relies on a light-hearted approach to spread awareness at a younger age.

The universe focuses on The Great Barrier Reef, an area well known for being beautiful by all ages.

For the character design, a child-friendly approach was selected, to ensure the characters are relatable and the lessons will be understood.



## DARCY WAKEFIELD

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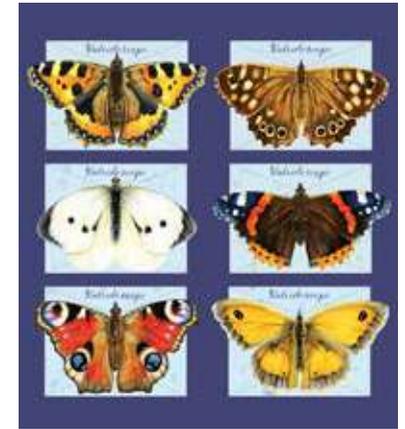


LinkedIn: Darcy Wakefield

The project I have designed is aimed at young adults, who have been newly diagnosed with type 1 diabetes.

The idea is that, upon diagnosis, these individuals will be given the 'Neway Diagnosis Box' to take home with them from the hospital. The aim of the box is to reassure these individuals and make them feel less overwhelmed about their diagnosis. The contents of the box include a quick guide

to type 1 diabetes as well as informative leaflets for friends and family, the box also contains a tote bag, kit bag and stickers to decorate their medical devices. All of which is intended to make living with a chronic condition easier for each person and to make them feel more empowered.



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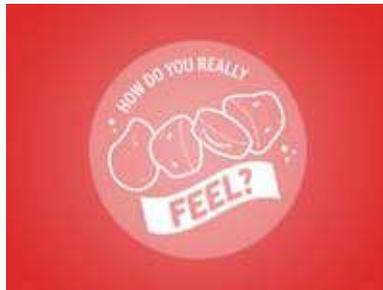
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A passion for creating visually beautiful artwork and a deep interest in storytelling has led me to children's illustration, and the style in which I most like to work lends itself well to this with very bright colours, fun details, and surreal elements being important for capturing a child's imagination. However, I am pleased that my work is very diverse, and I have also created detailed, realistic illustrations intended for an older audience that are

effective in representing the key message of the project.

My university projects have all been centred around topics/issues I feel strongly about, including the environment, education, and (my most recent project) encouraging creativity and promoting reading/storytelling amongst children.

My aim is to continue creating illustrations that inspire both young and older audiences.



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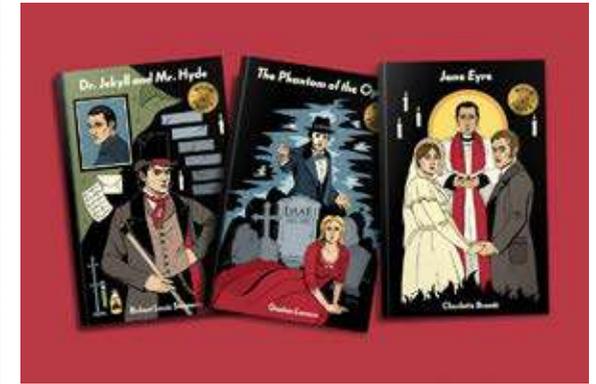
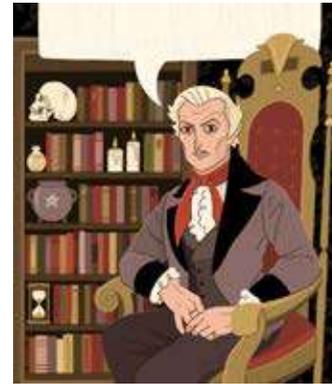
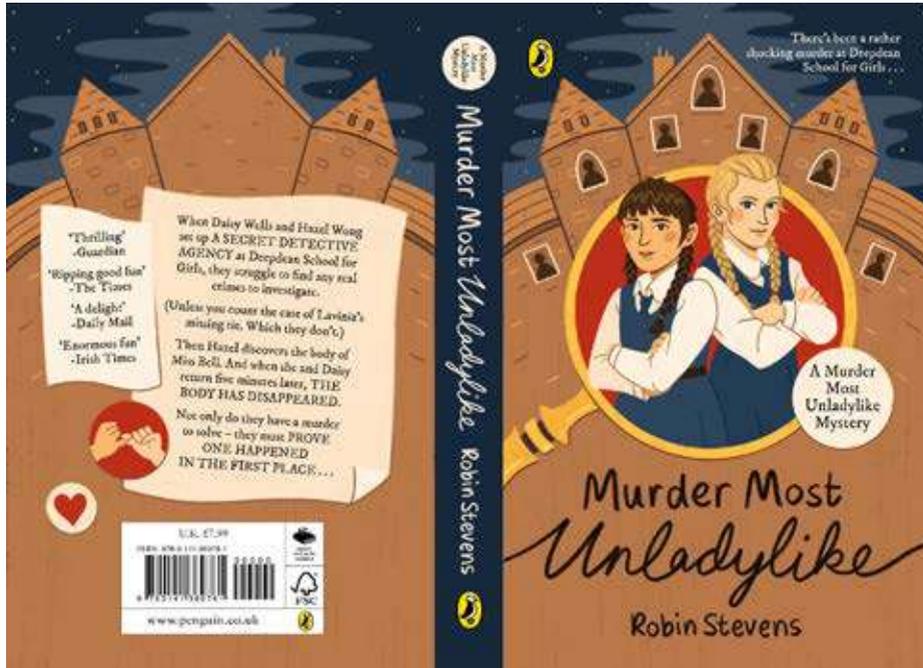
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Until this year I did not know what path I wanted to pursue, however I always had a feeling I would be in the creative industry. Through the projects I have undertaken I have developed an interest in brand identity design.

These projects explored mental health, and sustainability in commercial airlines. I have been able to draw from my own personal knowledge and experiences and accompanied that with

in-depth research to produce the outcomes you see above.

I constantly look to find new ways to improve my design process and broaden my skill set. I hope to be able to create convincing brands that tell unique stories.



LAURA WESTFIELD

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The projects I have worked on during my time at University have all been illustration based, often incorporating editorial design as I enjoy working for printed mediums such as books, leaflets and magazines. I love projects that are fun and educational, especially when they're targeted at younger audiences. My strengths lie in non-fiction and editorial illustration, although I also enjoy storytelling. My work features a lot of character design and I am interested in visual development work for animation.

My interests include history, literature, entertainment and pop culture. I enjoy the research stage of a project and drawing characters and scenes from different periods in history. One of my goals is to illustrate my own history books for children.



Loughborough  
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