



# ROSEMARY MACKLAM GRAPHIC DESIGN PORTFOLIO

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## **ABOUT ME**

Rosemary Macklam

1ST CLASS BA Media and Creative Writing

## **DESIGN SKILLS**

Photoshop | InDesign | Illustrator

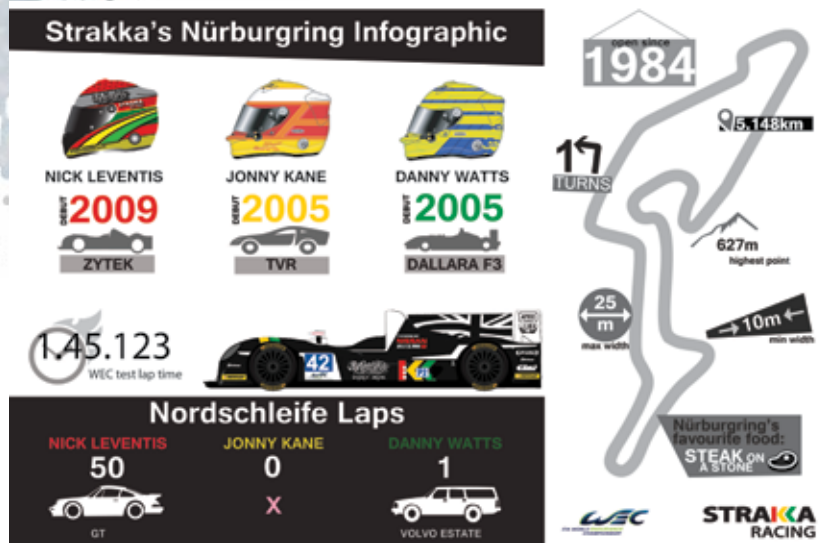
## **PROFESSIONAL EXPERIENCE**

Freelance Design for ELAN PR

Graphic Designer at York St John Students' Union

Independent Logo Design

# ELAN PR ARTWORK



## STRAKKA RACING INFOGRAPHIC

### STRAKKA RACING

Social Media Race Info  
Software: Illustrator



## ELAN PR BROCHURE

ELAN PR

Client Brochure

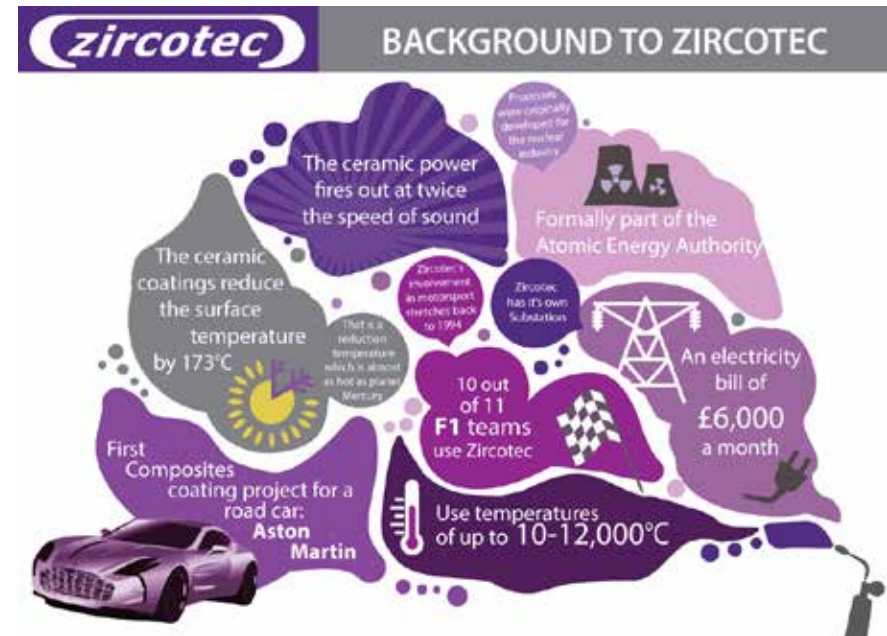
Software: Illustrator & InDesign

## ZIRCOTEC INFOGRAPHIC

ZIRCOTEC LTD

Social Media Graphic

Software: Illustrator



Developed Zircotec's group logo alongside the company directors

**zircotec**  
GROUP





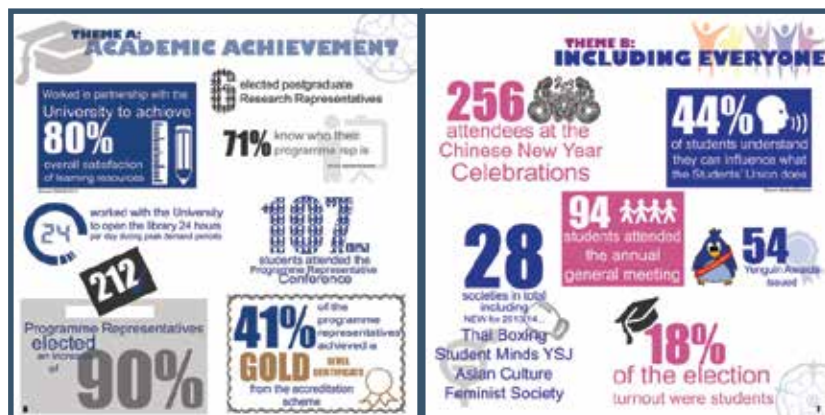
# TRANSFORMING STUDENTS' LIVES

YORK ST JOHN  
STUDENTS' UNION  
IMPACT REPORT  
2013 - 2014

## STUDENTS' UNION ARTWORK

### IMPACT REPORT

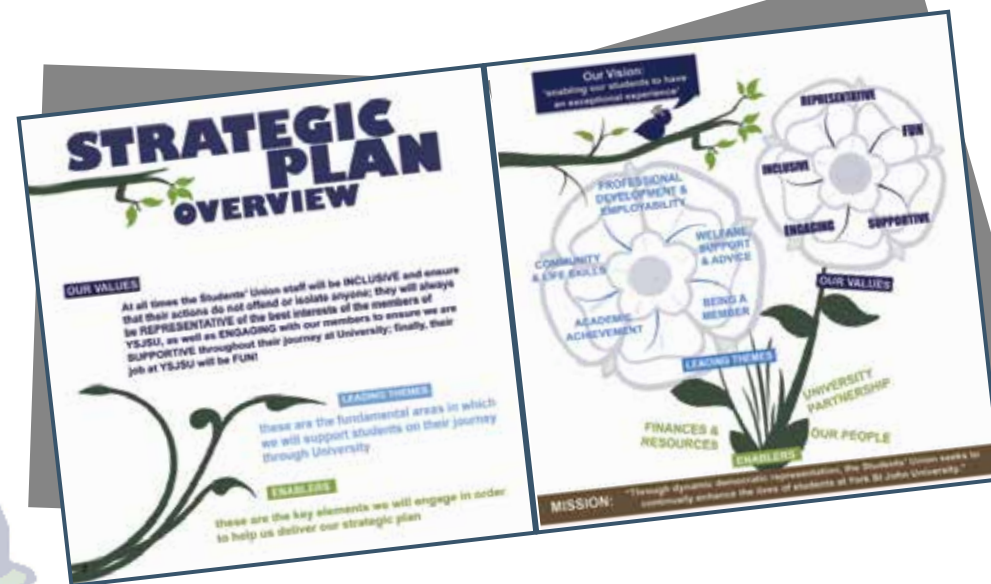
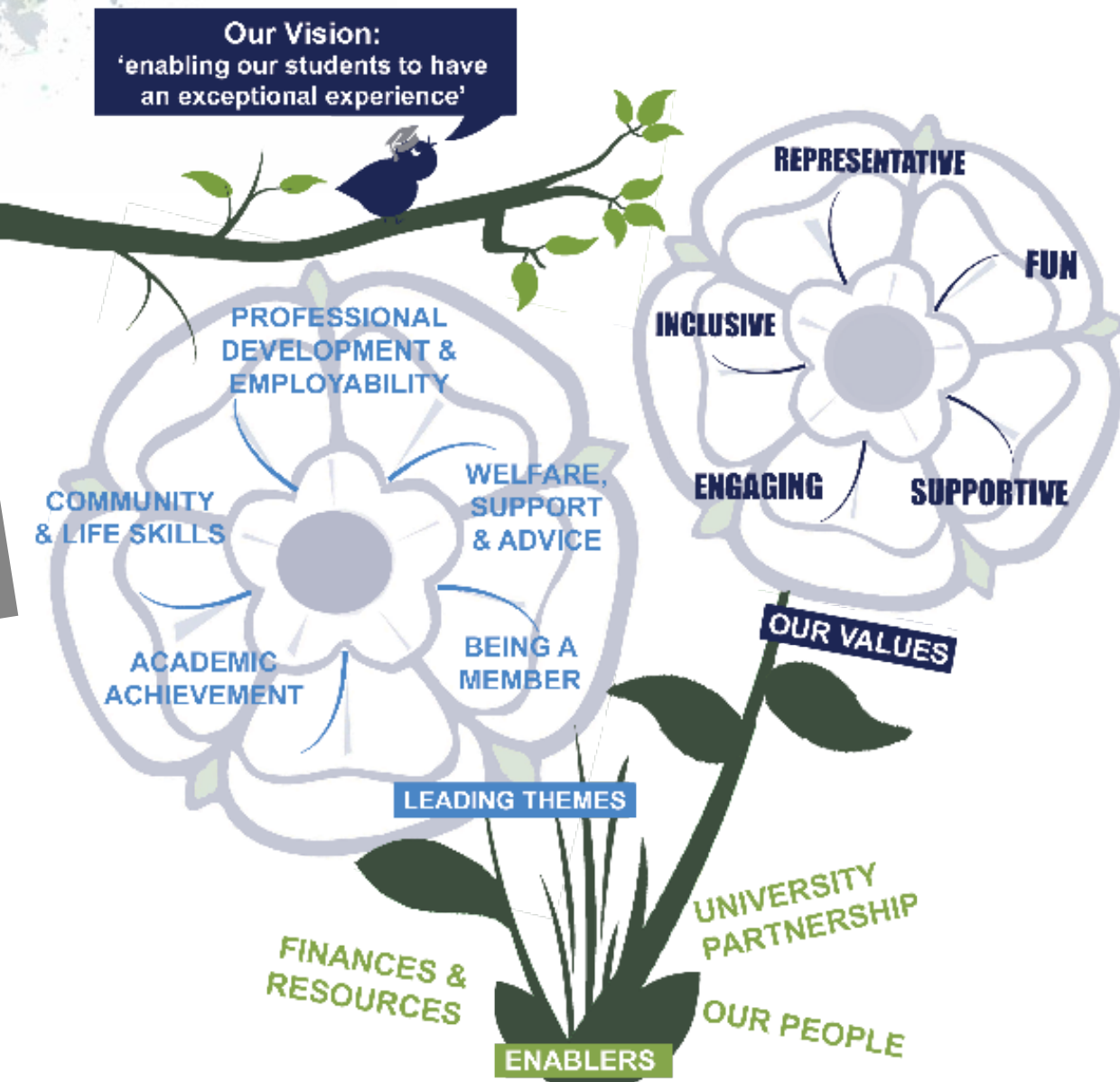
York St John Students' Union  
A4 Square Booklet, 20 pages



### BRIEF

Following on from your re-brand of the Students' Union, produce a corporate booklet that will use your new developed colour palette. The Impact Report needs to display the SU's achievements over the past year in a fun and interesting way.

# STUDENTS' UNION ARTWORK



## STRATEGIC PLAN

York St John Students' Union  
A4 Square Booklet, 18 pages

Software: Photoshop & InDesign

### BRIEF

The Impact Report should incorporate the Students' Union Strategic Plan for the coming year. Create a diagram which will explain the SU's 'Vision', 'Mission', 'Values', 'Enablers' and 'Leading Themes' and how all of these things intend to help the Students' Union grow from 2014 - 2017.

**MISSION:** "Through dynamic democratic representation, the Students' Union seeks to continually enhance the lives of students at York St John University."





## DRINK SAFE CAMPAIGN

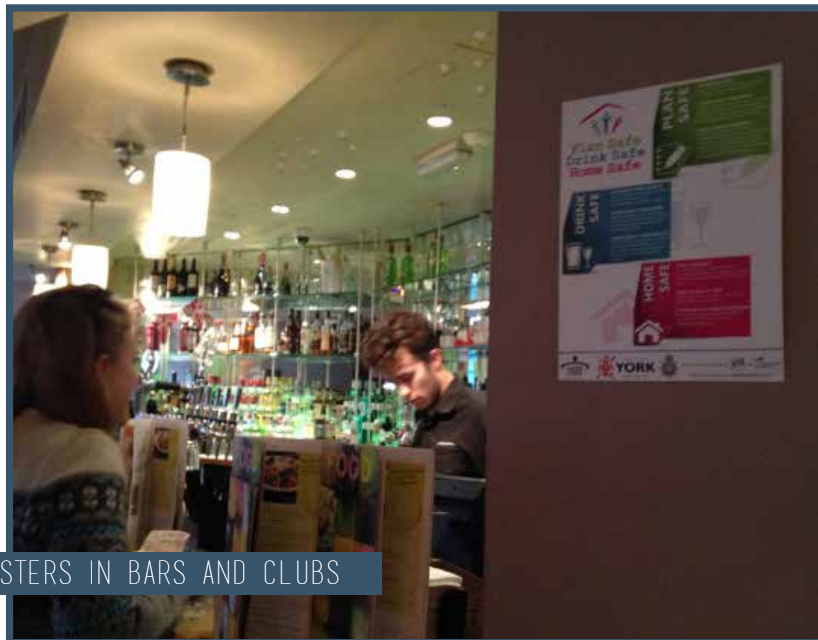
North Yorkshire Police, York City Council,  
York St John University & YSJ Students' Union  
Various Formats

Software: Adobe Illustrator & Photoshop

# STUDENTS' UNION ARTWORK

## BRIEF

North Yorkshire Police and York City Council would like to update the SU's campaign 'Plan Safe, Stay Safe, Home Safe' for their own use to promote around York City Centre. They would like the wording for each of the three points to be shortened down to one summarising phrase and the three colour co-ordinated boxes to stay. They require the artwork to be in the following formats: bus banner, A3 posters, beer mats and digi van slides. The Digi Van will be driven and displayed around York City Centre, as well as the Bus Banner. The Posters and Beer Mats are to be distributed in York's restaurants and bars.



POSTERS IN BARS AND CLUBS



Photo: inside York's Train Station

DIGI VAN



Photo: outside the York Minster



BEER MAT

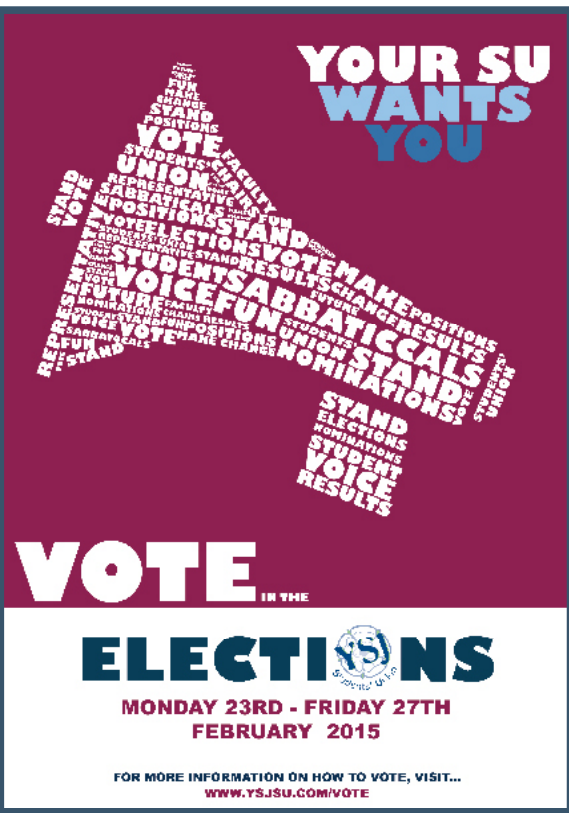


## 2015 ELECTIONS

### York St John Students' Union

#### Various formats

Software: Adobe Illustrator  
& Photoshop

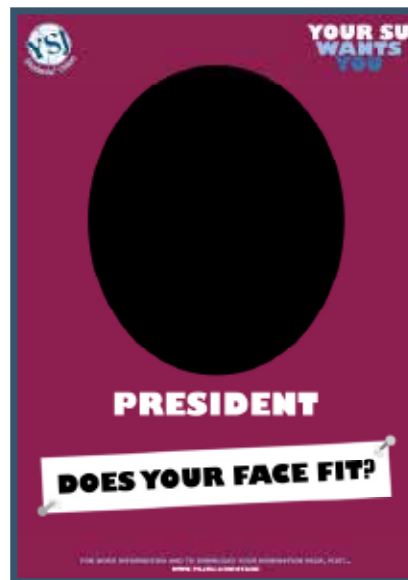


## STUDENTS' UNION ARTWORK

### BRIEF

Incorporating the colour purple, come up with a design that is completely different to any other Election artwork that has come out of the Students' Union before. The aim is to entice students to apply, and to make the campaign recognisable.

As a result of our meetings and as you suggested, please incorporate a 'word-collage-effect microphone', in an email I have sent you the words which you should use for this.



WEB BANNER



STICKER

### BRIEF 2

For our newly developed elections website, please design and create 5 square buttons where voters can acquire information about the people who are standing.



photo: screenshot of the buttons  
in use on [www.ysjsu.com/elections](http://www.ysjsu.com/elections)



A4 + A3 POSTERS

WEBSITE BUTTONS





YOUR OFFICIAL GUIDE TO THE 2014/15 ELECTIONS

# YSJSU ELECTIONS 2015



For more information on how to VOTE visit  
[WWW.YSJSU.COM/VOTE](http://WWW.YSJSU.COM/VOTE)

## PRE-ELECTIONS MAGAZINE

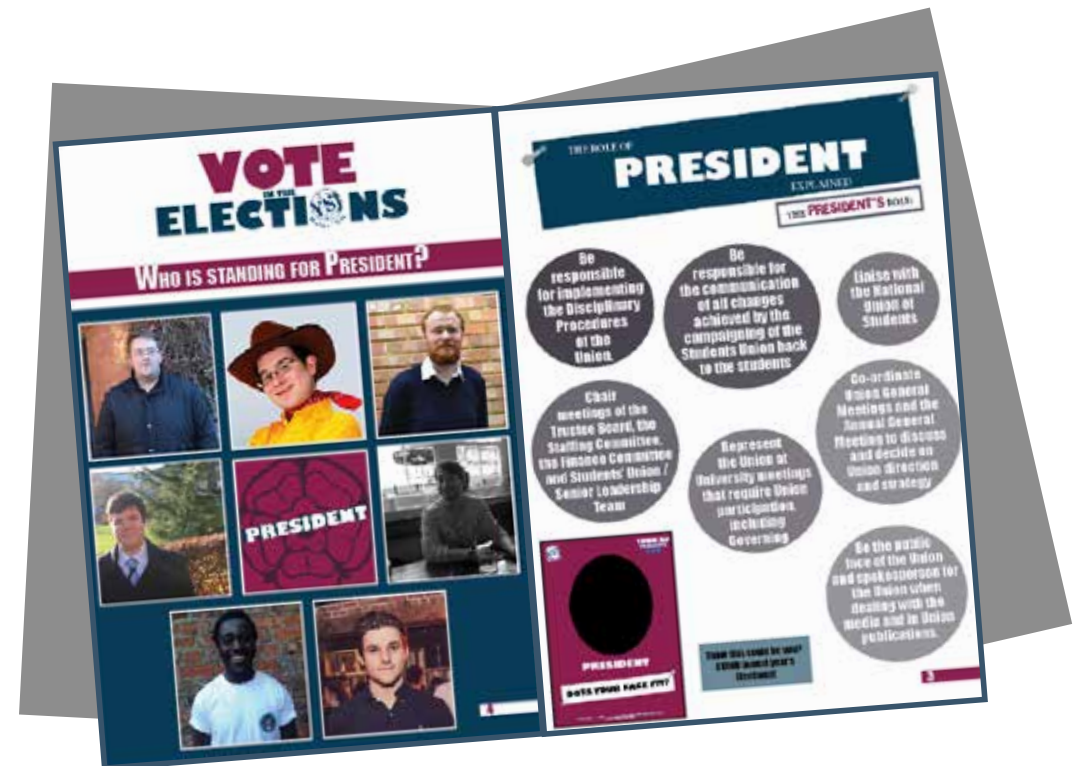
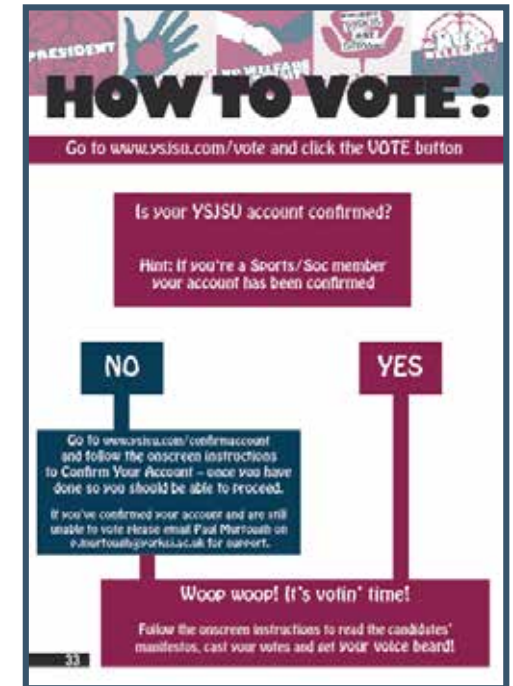
York St John Students' Union

A4 Magazine, 35 Pages

Software: Photoshop & InDesign

### BRIEF

Produce a pre-elections magazine synonymous to the rest of the elections artwork. The magazine should be a guide for voters on how to vote and the candidates standing. The magazine should be in PDF format, as it will be used on the SU website, as well as printed and distributed around campus. All candidates must feature in alphabetical order.





# STUDENTS' UNION ARTWORK



## BAR: WHAT'S ON York St John Students' Union Moving in (Freshers) Wall Planner & Weekly Events and Ads Flyer

Software: Photoshop & InDesign

### BRIEF 1

Create a two-sided wall planner, . The first side should feature the nine day plan for 'Freshers Moving In Week.' The moving weekend should take up a substantial amount of the calendar to ensure all the relevant information can be shown. The following days should include a daily plan of events and club parties, from the morning to the evening.

The second side should be titled 'Weekly at your SU'. Again structured in a calendar format. Archies day artwork as well as the Meal Deal advert should be featured. The wall planner overall should be bright and fun, and use the Bar's marketing colours: turquoise and pink.

### BRIEF 2

Create a two-sided flyer to be handed out around and outside of campus. One side should incorporate the weekly SU calendar and the other side should be used to advertise our monthly events. Ensure that our social media sites are present.

# INDEPENDENT LOGO DESIGN

## EQUINE MASSAGE LOGO

Independent Business

Software: Adobe Illustrator

### BRIEF

Design and create a logo for my start up business: Equine Massage by Leah Appleton. "I like the idea of a horse, in a sketch sort of style, being the focal point of the design. However, I would like the massage part of the business to also largely feature in the logo, to reinforce it's purpose. The horse needs to look relaxed, again to reinforce this idea".

"I would like the design to be blue or blue and red, and I am open to any design style. Eventually, I may want this to be sewn onto my work uniform and so the design should take that into consideration."







## PARIS TOURS: PARISTORY

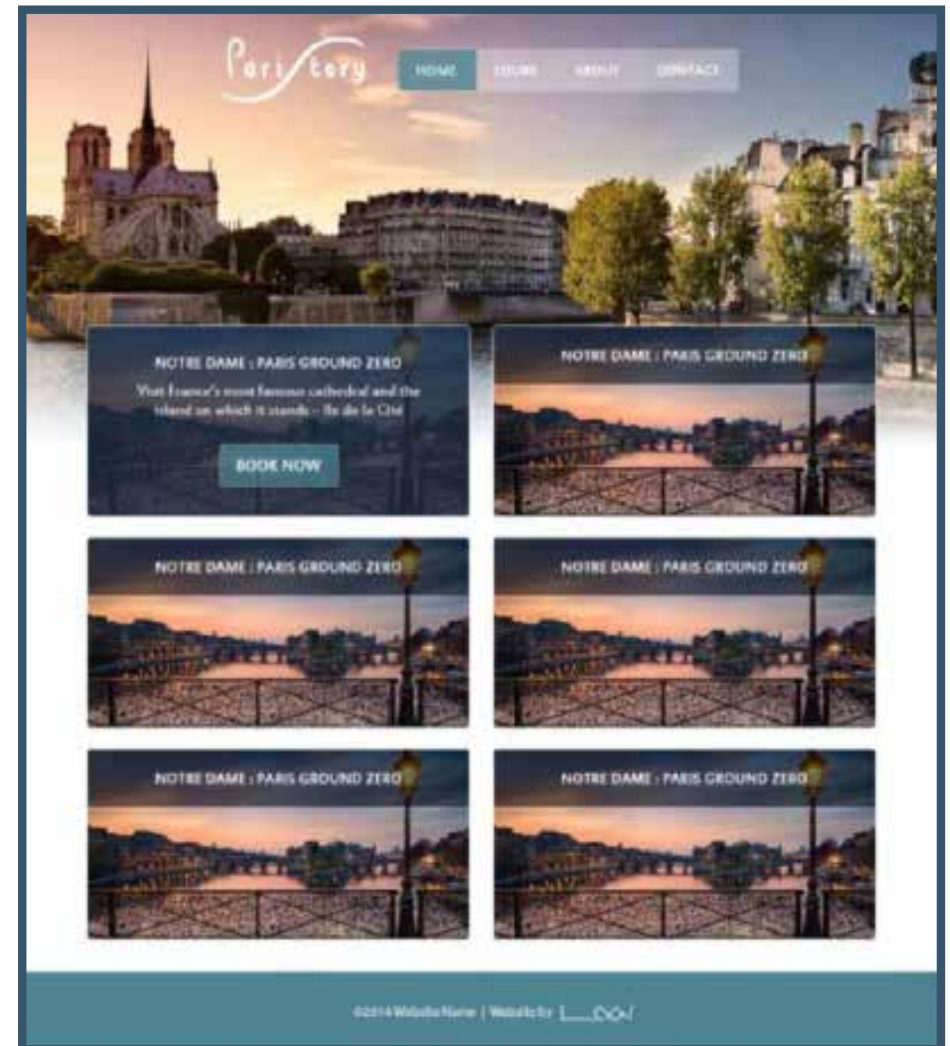
Independent Business

Collaborated with London Artist

Software: Adobe Illustrator

### BRIEF

Design and create a logo for my start up company: Paristory, guiding tourists around the historical places of Paris, France. Using the drawing provided, incorporate handwritten typography to create a logo that is modern, artistic, elegant and simple. It needs to have the potential to become synonymous with the company as it grows, and therefore it needs to be unique.



INDEPENDENT LOGO DESIGN

# UNIVERSITY CREATIVE PORTFOLIOS

Throughout University I have used Photoshop and InDesign to produce creative portfolios to display my academic writing and work. Here are a few examples....



## PHOTO ESSAY

'A DAY IN LIFE'

Grade: (78) 1st

Software: Photoshop & InDesign

Chosen to appear in Neutral Magazine 2014, along with commentary. Link here:

<http://2014.neutralmagazine.com/article/a-day-in-life-2/>



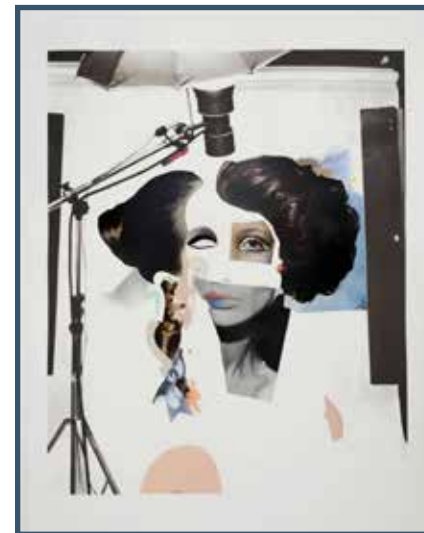


## VISUAL CULTURE POP ART RE-IMAGINING

Grade: (78) 1st

Software: Photoshop

We had to create re-imagine a pop art piece in our own interpretive way. The collage on the left is my re-imagining of Hamilton's pop art piece 'Fashion Plate'. My collage is a response to today's fashion, media and photography culture. The fashion magazine logos are used as hair to symbolise the relationship we have with fashion magazines, in that we try to integrate the styles we see in them. The photographs of models are placed on the head to represent how we internalise ideal images of women. Furthermore, the social media logos are placed on the lips to raise the question: 'does social media exercise free-speech, or does it ultimately control our thoughts and speech?'

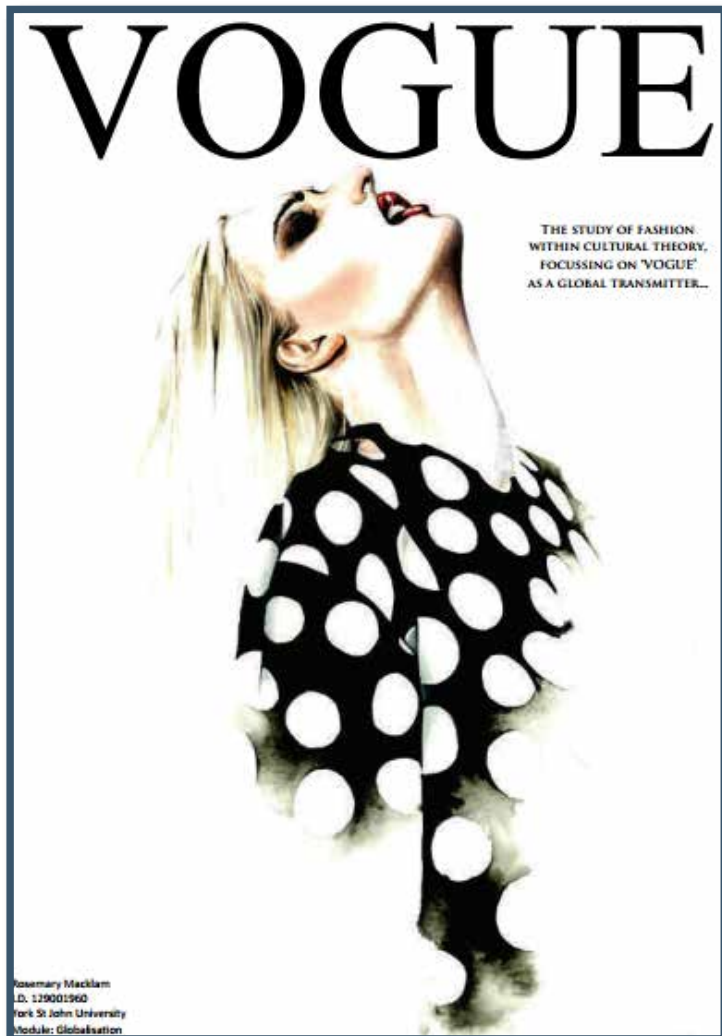


Richard Hamilton 'Fashion Plate' (1969)



My modern day interpretation of Fashion Plate, using the most popular celebrities of this time.





# UNIVERSITY CREATIVE PORTFOLIOS

## GLOBALISATION FASHION & CULTURE A4 Portfolio, 15 Pages Grade: (78) 1st Software: InDesign



Using images and the format of Vogue magazine, I wrote my assignment on the Globalisation of fashion in the media - most importantly in fashion magazines themselves. I looked into celebrity fashion, cultural fashion, catwalk fashion and how they are communicated across the world. Most importantly, I looked at the cultural appropriation fashion across the world.



# NEW MEDIA RESEARCH

## ETHNOGRAPHIC STUDY

### A4 Portfolio, 21 Pages

Software: Photoshop & InDesign

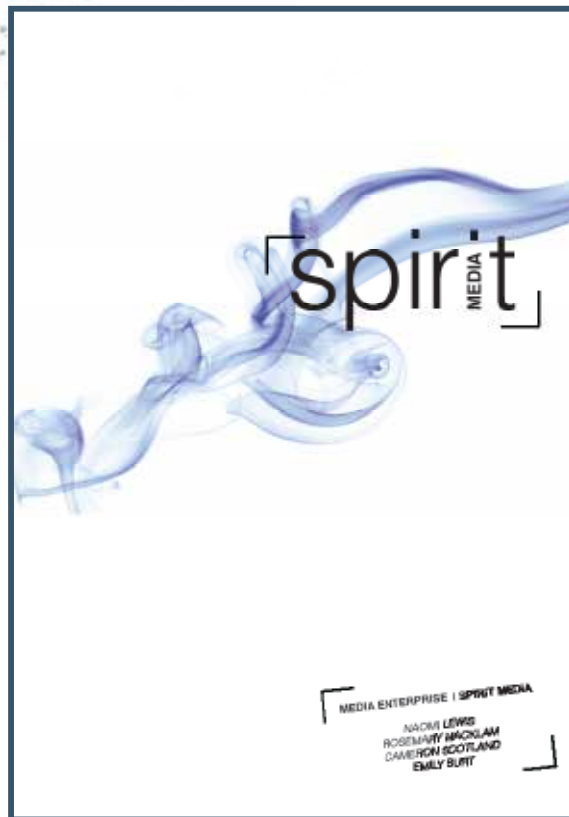
A research portfolio and ethnographic study (using my own photographs) of how we use our mobile phones in our day to day lives, and how they affect our bodies physically and mentally. 'Life Through A Lens' - for the second part of the assignment I created a mind-map which dissected the way in which we use the cultural phenomena of daily photo taking in our day to day lives.



Chosen to appear in Neutral Magazine 2015:  
<http://2015.neutralmagazine.com/article/life-through-a-lens/>



# UNIVERSITY GROUP PROJECT



## MEDIA ENTERPRISE VARIOUS

Grade: (86) 1st

Software: Photoshop & InDesign



One of my jobs within the group was to produce a logo which reflected our brand ethos. I also worked in all other design and research aspects of the portfolio. Creating an app was one of them.

## BRIEF

"Students on this module will need to present in a professional, informed and creative manner the research and concept development for a mobile app, a social media strategy and a brand analysis for existing creative organisations or cultural institutions. The production of the portfolio will involve the creative use of images in order to communicate their ideas. Students will organise themselves so that they can work to their strengths in the different areas of copy, image production, presentations skills and research. At the end of the module students will have the opportunity to 'pitch' their portfolio to an assessment panel who will decide which group are the most coherent creative team."



## MOBILE APP DESIGN BUS TRACKER







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