

DESIGN NEWS

AUGUST
Issue 03
2021



WE CELEBRATE YOU : OURSELVES : AND : TECH!

Time for physical collaboration...



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WORK / ARDEN BA (HONS) GRAPHIC DESIGN STUDENTS
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Produced as a course journal for Arden University students and staff,
by Cavell Ord-Shrimpton



Editorial Note

“Summer summer summer time...summer time!”



By twenty20photos

Welcome to the 3rd edition of our Design News Journal. We value your feedback and input so please email your Programme Leader with your views.

The big release! For the last 12 months at least, we have all been locked down with nowhere to go, but the light started shining brightly and it has not stopped since lockdown ended.

We are not out of the woods yet, but we are on the road to recovery from Covid, what a relief! Remember even though the stats are getting better, it is in yours and everyone's interests to stay hygienic and take safety measures where possible. Think and take care of yourselves!!

Your editor Cavell



Photo by Sergeyskleznev

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01

We all love the idea of something free and you can make use of some amazing free software, let's take a look and see what we find.

By Cavell Ord-Shrimpton

Take a coffee break to check out what is new in the world of free software, shareware or open source are all words you might hear flying around and if you are heavily immersed in the Adobe Creative Cloud, chances are you have no idea what they are, have never used them or have downloaded them and then forgot about them.

A long time ago free software might have been quite rubbish, with very limited tools and capacity to do anything other than open an image and rotate and save it, but we have moved on a lot since then and now there are some fantastic free pieces of software that are almost as good as the big and well known household names from Adobe to Cinema 4D.

You can access free software for all of the jobs that you need, but you do need to keep up-to-date and to

be flexible, as you often need several applications to do the job.

For basic photo editing try GIMP, Canva, Pixlr X, paint.NET or Adobe Photoshop Express Editor, yes, it is free!

If you want to make vectors, try Vectr, Inkscape, Sketch, Canvas X Draw or Canvas X or Logo Maven.

If you are looking to trial 2D software for animation or movie making check out Powtoon, Animaker, Keyshot, Moovly, Toon Boom or Animation Desk.

For those of you who are looking to move into 3D, you should really trial Blender, the Blender community has really grown and grown its community the software is really fantastic and versatile In terms of video editing, there

are plenty of choices, Movie Maker Online, Shotcut, Lightworks, Hitfilm Express, iMovie, VideoPad and more.

There are also a vast array of free sound Apps that you can locate quite easily online, from Audacity, Oceanaudio, Acoustica 6, Wavepad, FL Studio, Soundation, and DVDVideoSoft.

If you are using an ipad there are endless options across the spectrum, from Krita, Artweaver, Stop Motion Studio, MonkeyJam,

Dragonframe, Stop Motion Pro to Carbon, Vecteezy, Boxy, Vectornator, Inscape and many more.

So what is the key take away from this beautiful long list of software? Well if your finances are light and you need to get work done then you can achieve the standard that you need with a mixture of these free software Apps, so take a look at them and see what pic and mix variation works for you for free!!

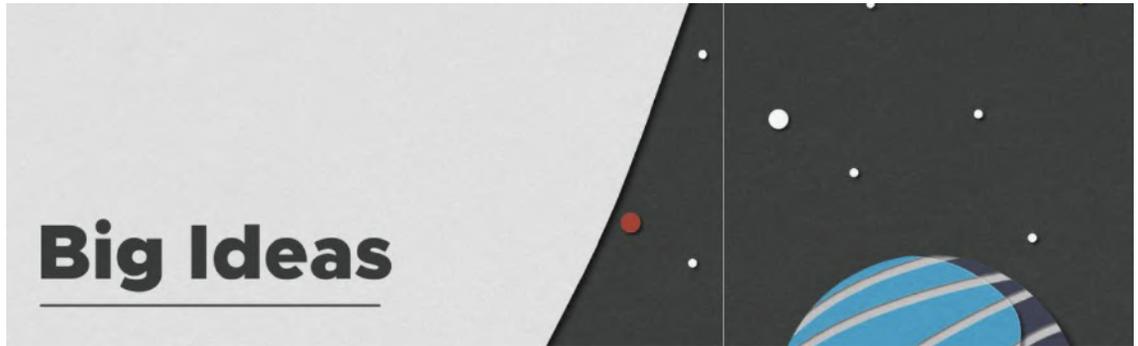


Photo by Fabrika

Do You Have...

02

Big Ideas



By Cavell Ord-Shrimpton

The art of good design should consider the brief in a creative context and that should not be limited by the subject matter or medium. Often, we make assumptions in relation to mediums and subjects, people can be quick to dismiss things as passé or old school, but in the time we live in now, the digital age, everything is viable and useful, and everything should be tackled with full vigour and appreciation of both the medium and the message or the product in question.

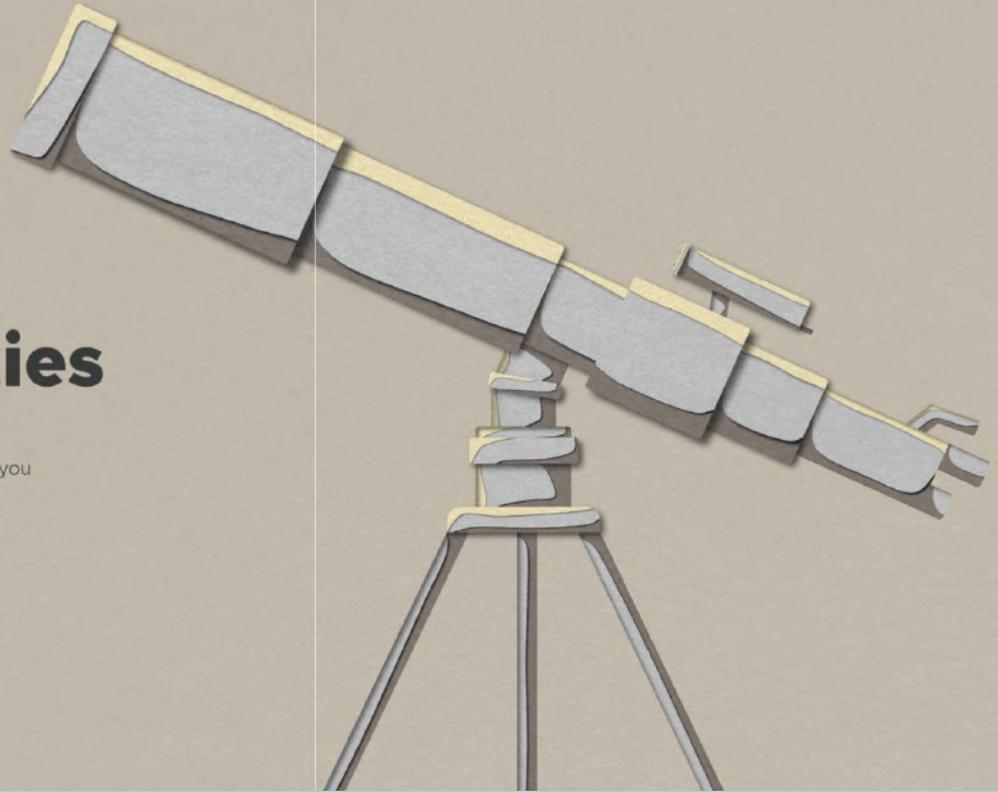
Dean Turnbull is adept at aligning these two factors. Working with paper for the Fedrigoni brief he selected the topic of space as a way to wrap a story around a very specific type of paper range, uncoated pulp- coloured papers and boards, with a smooth surface. Light fast, pure ECF and FSC® certified, produced by Fedrigoni called Sirio. It's a versatile and durable range of paper that comes in a really great set of shades. Now you could look at this paper range and 'think small', it's just paper or you could 'think big' and choose a story that resonates scale and adaptability.

That's precisely the direction that Dean took with this work. Space is a hot topic with Elon Musk, Jeff Bezos and Richard Branson recently making their way into outer limits and what better way to consider the medium of paper, as a product with endless possibilities. Like all good designers Dean started by looking at his own assumptions in relation to the brief and then parked those to one side and focussed on rethinking and reforming ideas to make a less conventional item.



Endless Possibilities

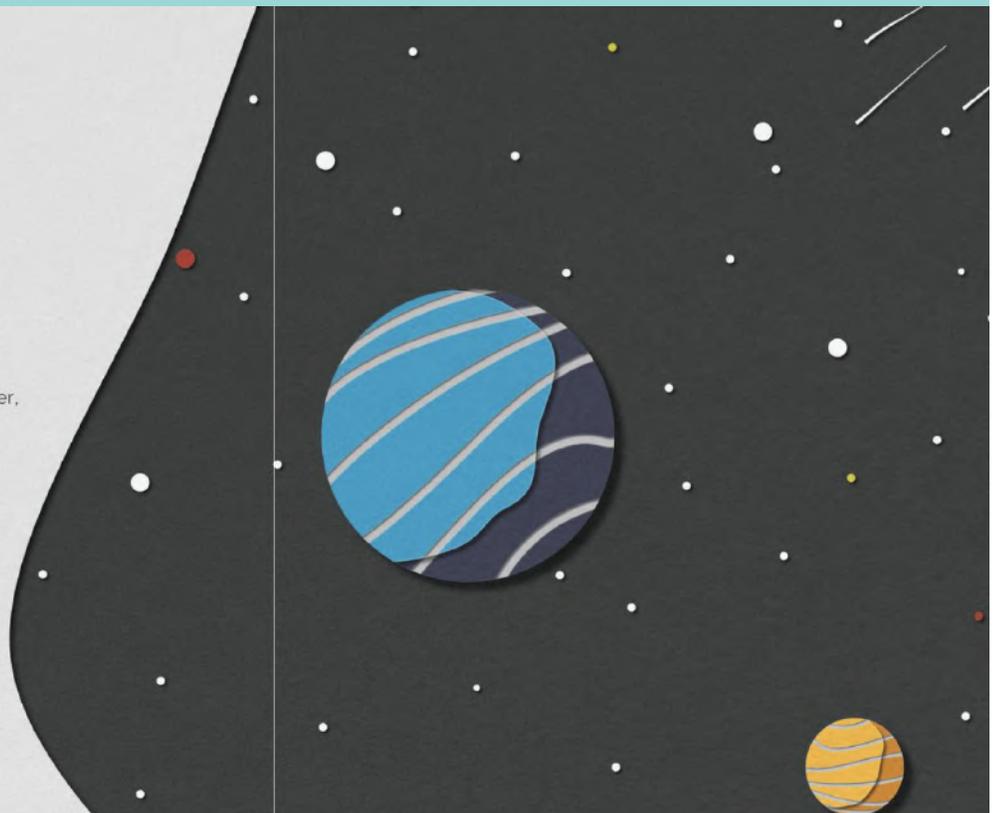
Our paper stock is great for anything you throw at it. Folding, cutting, creasing, embossing, die-cutting, glueing, screenprinting, letterpress. The possibilities are endless



Dean Christopher Turnbull
A6 paper leaflet for Fedrigoni Sirio range

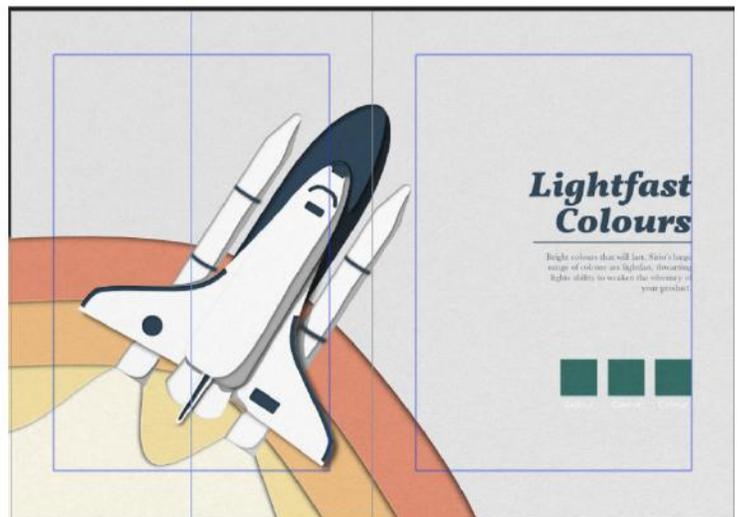
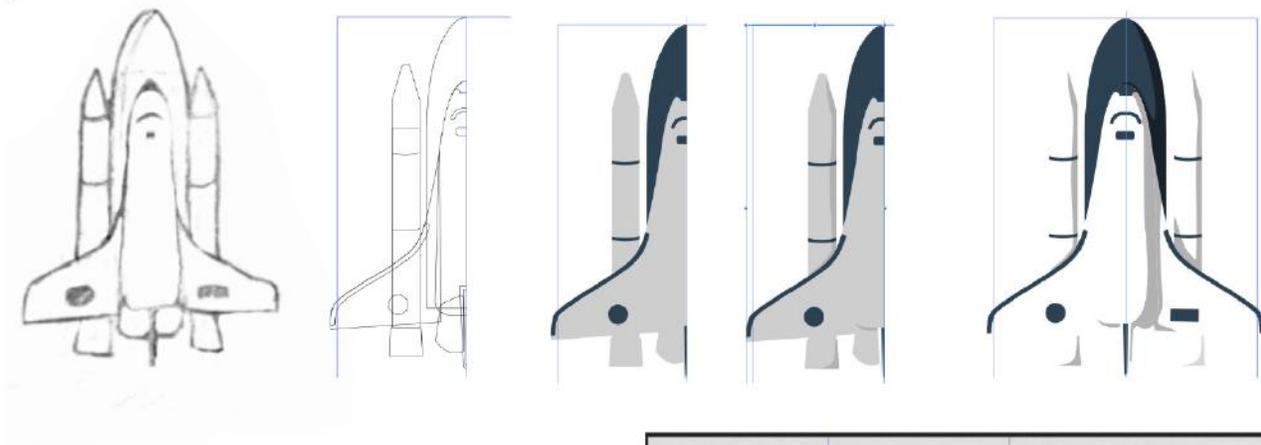
Big Ideas

Your ideas are worth putting down on paper, so choose the right paper. Using the Sirio color range means that your blank canvas already has tons of character





It's just paper, but you can do so much with it, especially if you have a good imagination and a clear strategy for your ideas, as Dean does in this example for SIRIO paper for Fedrigoni.





The final work takes on the form of something more physical and tactile, with layered paper that creates 3 dimensional forms. This is a really nice way to use the Sirio paper range in a creative, functional and expressive manner.

The work consists of an A6 booklet containing four, two-page spreads, each consisting of an illustration and relevant information. This is accompanied by an A6 die-cut 'solar system' that displays all of the colours in the range. What's great about this solar system is that each colour is a removable page, which can be taken out and used, making it not just a great set of visuals and promo campaign, but also fun to keep and use.

Packaging

03 *Designing accross food and beverages is a key area where Oliver Tuzzio excels and he keeps it simple, fun and visually informative.*



By Cavell Ord-Shrimpton

Our lives are consumed by packaging, it's everywhere, the drinks we buy, the food we eat, the groceries we buy to prepare, almost everything we buy is in some form of packaging.

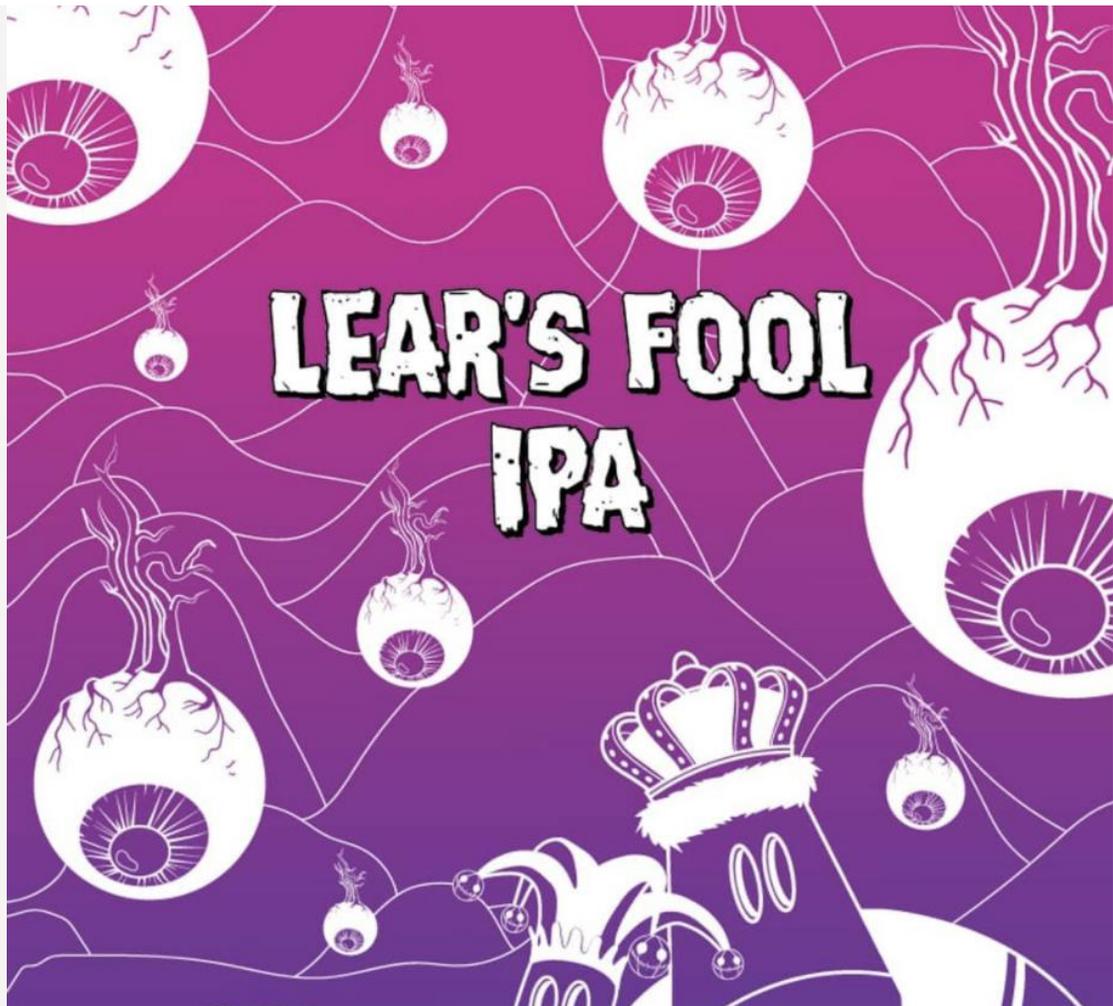
Oliver Tuzzio is developing a practice that focusses very much on packaging, in particular cans, drinks cans to be precise. He likes to take themes that are not regular or often seen in specific contexts and use them in those contexts. In the case of the work on the next page he worked with Shakespearean works as an influence to create and illustrate a style to express specific characters on the IPA cans of lager.

What is really great about these designs is that they are fun and vibrant, but also connect the audience to really deep topics with very relaxed methods that convey

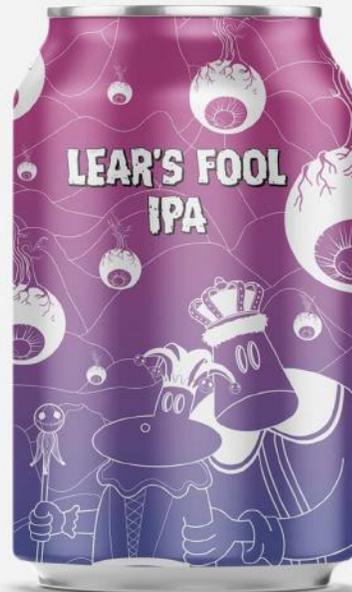
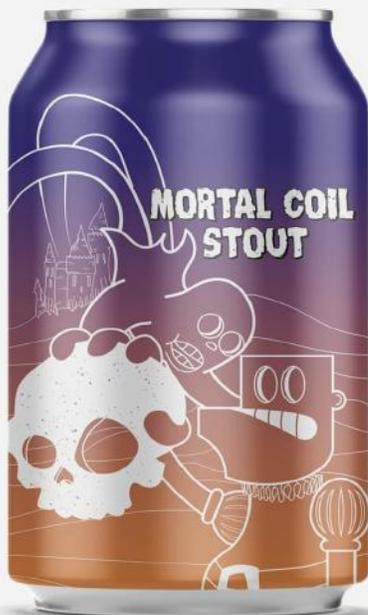
the stories in snapshots. Oliver brings a modern approach that gives historical references modern currency.

Designing a logo is only part of a project, and Oliver has also been exploring Apps and food as we can see in his work on Dishy, where he designed the logo, the App and the subsequent designs across the board. When you take on a project you design the users journey, where they go, what they see and access and the most important thing how they access the information. The better the design, the better the experience and the more you consider all aspects of the design as a designer the more adept you are at providing an accurate solution no matter what element you are working on.





Oliver Tuzzio
Lear's Fool IPA





Packaging can be fun and inspirational, bringing ideas from theatre to lager!





Dishy

Colours



Dishy

Dishy

Dishy

Dishy

Dishy

Dishy

Designing a logo is only part of the project, you design the users journey, where they go, what they see and access and the most important thing, how they access the information. The better the design, the better the experience.



Oliver Tuzzio

Typography

04

Fact: A bee produces a teaspoon of honey (about 5 grams) in her lifetime. For more bees in your garden, grow more colour. The bee is the only social insect to be partially domesticated by humans.-Science Hub

By Cavell Ord-Shrimpton

Typography is really important, often overlooked and generally taken for granted. It's impressive how something that is so important, something we use everyday in almost every facet of our lives, can so easily be ignored. That is not true, the digital age has made us all more attentive to how we absorb and read information and when more attention is given to typography, information is more easily accessible to everyone.

There is an ongoing debate between serif and sans serif fonts, which one works in which context better and why. We cannot expect to resolve that argument in this article, but we can make the claim that decorative fonts, when used wisely can have really targeted and focused impact.

Bees have been on our minds for some time. We know that humans have impacted their environment severely and we also know that we need to pay attention and help bees because without these hard working little furry

creatures we would have a totally different landscape.

Charlotte Arrowsmith tasked herself with the topic of 'save our bees', for which she carefully collected many small flowers and after many arrangements she created her own flower typography, which she then assembled into a typeface and created the bee campaign poster '#Dont Be a Buzzkill'.

It's focussed, simple and super effective and with the subtle smiley face arrangement the posters capture the attention in an empathetic way that calls the viewer to action to log on, to find ways that they can help save bees.

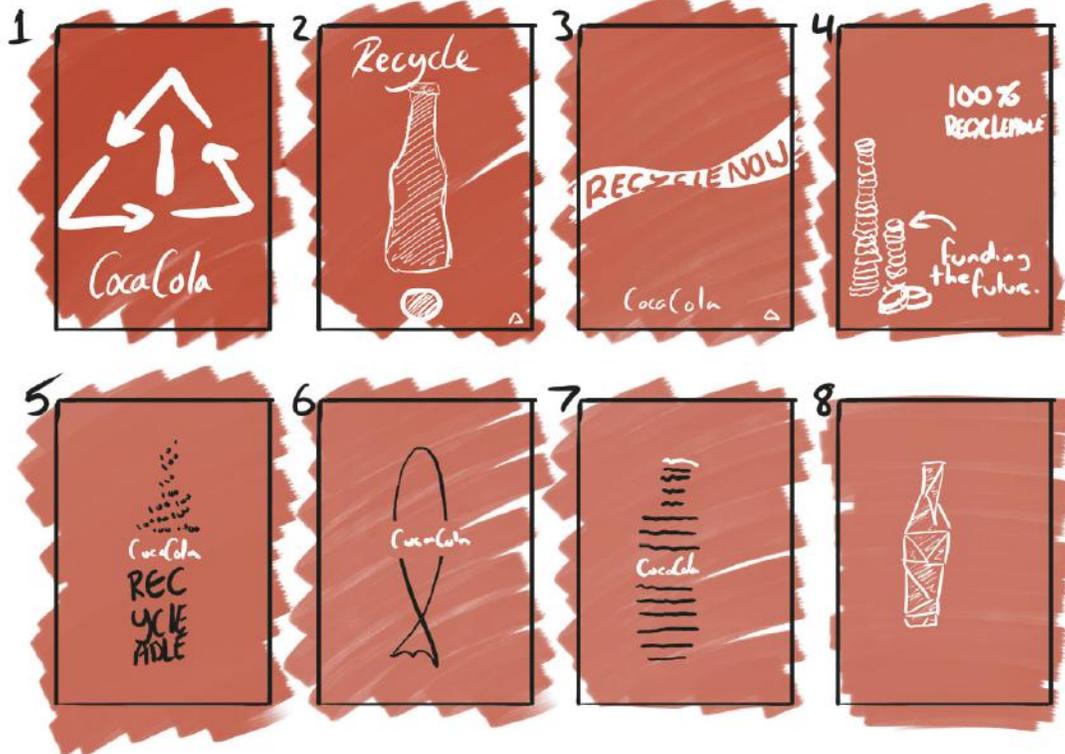
So be inspired, it's Summer if you see a bee who looks tired then pop some sugar with water on a spoon and give them a helping hand because sometimes, we all need a little buzz.



Charlotte Arrowsmith



05 Semiotics



By Cavell Ord-Shrimpton

“Discourse combines signs which have referents, of course, but these referents can be and are most often ‘chimeras’” - Roland Barthes

In 1964, Roland Barthes wrote *The Rhetoric Of The Image*, a classic semiotic text which analyses how a message or different messages can be conveyed to the audience using different signs and symbols. In this text he looks at advertising and the Panzani pasta advert

as an example of the linguistic, symbolic and literal message.

Based on this, the typography created by Rikki Johnson who selected a poster from Coca-Cola and the brief was to redesign the contents with a new designs that informs and communicates the message clearer than the original advertisement.

Not an easy task with a brand such as Coca-Cola who already have incredible advertising

styles and campaigns in their repertoire. The size of something should not stop you from attempting to rework and redesign it. In fact, the greater the challenge the better.

Rikki chose the ‘Refresh, recycle and repeat’ advert that you can see to the right. It is already a very clear and direct advert, so what could he add to it? That indeed is the challenge to a good designer. How can I add even greater value to this work and

what will I achieve by doing this process? As you can see from above Rikki started by mind mapping.



Coca-Cola ©



Strong Semiotic Messages



Those early boards led to a range of ideas that filtered in some more of the other commercial ideas that Coca-Cola had tested out for other campaigns.

Taking the vibrant colours, bold typography and the product photograph, along with linguistic values of the poster, 'refresh, recycle, repeat', Rikki tested out variations of the themes, as you can see on the left page from bottles, to twisted paper and stacks of lids representing cash piles from recycling the bottles.

The final designs on this page have strong semiotic messages, the text on the first poster provides the denoted message and the second poster conveys Coca Cola as helping to "fund" the future. Both posters take the original semiotics and convey them in a new way without changing the message.



Public Messages

Rikki is also an expert layout designer and in this project, he took an advice leaflet from the NHS on antibiotics and reworked the design to make a much more vibrant, eye catching leaflet.

Redesigning a leaflet in this way requires sensitivity to the subject in question and being mindful of the information and details already in place. In such a case as this there is a danger (for the sake of design) to reduce and

reduce and in doing so you may remove important information that is vital to get across to the public.

In this case Rikki was empathetic to the existing content and succeeded in creating a really clear, well signposted and structured update of the original design, that still conveys the important content, but also adds a designers stylistic visual language approach.



ILLUSTRATION

06



By Cavell Ord-Shrimpton

Illustration is just about everywhere lately, it has had a renaissance and can be seen in magazines, websites, the clothing industry, adverts and much more.

Drawing is also one of those things you can do anywhere, it's great for encouraging a mindful practice and is a lovely way to take some time away from the screen and release your inner child and doodle and create fantastical ideas for work or just for fun.

Susanna creates realistic and detailed illustrations capturing the quirky, lively nature

of animals.

Attention to detail is a key factor, but also choosing the right poses: inquisitive, shy, cute, busy, etc., they all display a different aspect of an animal's character in illustrative form.

Along with these skills you also need to practice basic drawing skills. Getting to grips with scale and proportion is essential as well as a clear grasp of the full range of tones on the gradient scale. Once you have mastered these you can start to work with shading and blending.

On top of these skills, you will also need to be offey with techniques such as cross hatch and pointillism, along with contour, cross contour and negative and positive forms.

Yes, it's a lot to take in you say, I just want to draw, I hear you say! And that is true, there are many processes involved in drawing that are not obvious if you are not used to drawing or just like doodling, but once you get these processes under your belt you can draw so much more and extend your illustration styles

into really creative and fantastical places that mix professional techniques with fun ideas.

Suzie focusses on animals, plants and general nature and has developed a following on Instagram of people who love this illustrative style and she has now extended this style into animation and across her graphic design work.

It pays to put in the effort, develop the skills and devote the time, so take a piece of paper, grab a pencil and just start drawing!

Susie Morgan

Designer & Illustrator

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About

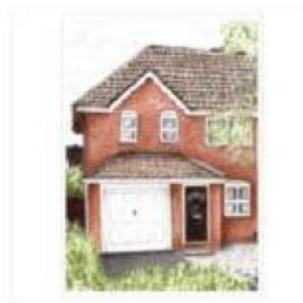
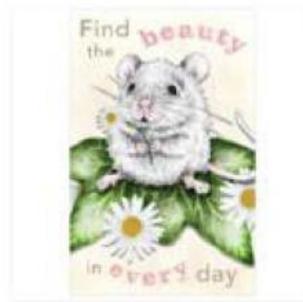
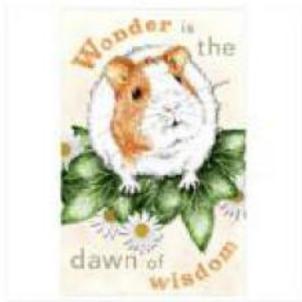
My Work

Gallery

Contact



Susanna Morgan Animal Illustrations



PRODUCT

07



By Cavell Ord-Shrimpton

Design traverses every facet of life and good designs can be mapped on to multiple surfaces and materials with great success. Of course, that does not mean that every design works in every context, there are those occasions when you make a design and you trial it in a new arena and it works so well it looks like you planned it!

Sinan Raza Mehkari is a mercurial designer in the making, moving from an architectural background to graphic design he brings a new perspective, a series of new angles and ideas. In this work for Pact coffee, handpicked coffees with unique flavours and tastes, his work focusses on the positive ethics behind the brand, which chooses to pay farmers fair rates directly for their work and harvests.

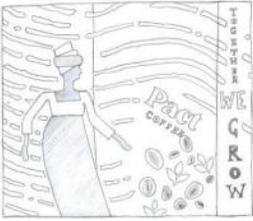
Starting off with a fingerprint, Sinan took his early design idea on a journey, evoking the landscape of the terrain and echoing the rise and fall of the fields and the finger print of the farmers as a synchronous series of forms. From

these early iterations he introduced farmers and farmers hands and finally concluded the designs in delicate water colours. Using a clean sans serif font in symmetry for the final layout the design and the new concept design for Pact coffee was complete.

Extending the design further, using good complementary innovative thinking Sinan mapped the design on to caps, t-shirts, hoodies and aprons. There are many ways that brands apply designs to these types of merchandise and its not always good, however, this work is empathetic to both the ethics of the company and the workers who harvest the beans. Overall, these designs encourage people to buy the coffee whilst retaining a sensitive and marketable aesthetic.

“You are responsible for what you put into the world. And you are responsible for the effects those things have upon the world.”

– Mike Monteiro



Sinan Raza Mehkari

Drawings for PACT





Merchandise for
Pact coffee



NEW: MA Visual Communication Design (Management)



Photo by Rawpixel

In mid-May the Graphic Design Team received confirmation that the validation of the **New MA Visual Communication Design (Management)** course had been successful. Congratulations to the team who collaborated with Cavell, the Programme Champion, to create a really constructive and forward-thinking course.

The MA has been designed to provide students with real world experience as enthusiastic managers of the future. Upon completion of the MA, students will receive a dual accredited award with CMI. What does CMI stand for I hear you cry, it stands for the Chartered Management Institute and is a renowned Business qualification recognised

all over the world as a standard of excellence in leadership and management.

The CMI is a Level 7 Strategic Management and Leadership certificate which has been woven into our new MA. The MA itself is a cross-disciplinary degree combining the skills of graphic designers, visual communication across a broad spectrum and management skills together, to create design leaders of the future.

If you are interested to know more then please join our Webinar in August or attend the Virtual Careers and Employment Event, details on the next section...



Photo by Kenishirotie

We know that juggling studies alongside employment, a family or outside commitments can be really difficult, and it is very easy to fall out of synch with a routine or schedule. It's even easier to develop a negative internal voice, anxiety or high stress levels. What do you, or should you do?

If you are feeling stressed, the first thing to do is reach out to a family member or close friend, someone you trust and talk with about why you feel so anxious or worried. If you are worried about your studies you can ask your lecturers for assistance or your programme leader, who will be more than happy to give you advice and help you to plan and manage your immediate study issues.

If you are very worried, you can contact [Togetherall](#) who have partnered with Arden University to provide you with an external outside support system.

Arden's charity of choice is MIND and in Graphic Design we really rate this very highly, we continue to raise or donate money to several events for MIND.

Studying is not an easy task and if you feel like you need to take a break, some self-care time, or simply need a motivational pep talk, the design team are here for you and can help you create structured routines that can flex to suit an ever-changing lifestyle and help you make sense to move forwards.

EVENT

VIRTUAL CAREERS & EMPLOYMENT EVENT 2021

School of Social
Sciences

PSYCHOLOGY CRIMINOLOGY SOCIOLOGY
GRAPHIC DESIGN
23rd - 27th August



Your programme leader has been hard at work with other Schools putting together an event in August. The Virtual Careers & Employment Event will run from 9am - 4pm, UK time, on the 23rd to the 27th August.

Graphic Design will be on all day through Monday 23rd and you can look forward to talks from Penguin Books, D&AD, Creative Technologies, Independent Designers, UX and UI Design. It should prove to be a great day and give you some tips and insights into the industry and future careers.

It is really worth taking time out to attend and participate everyday as there will be some really interesting talks in Psychology, Sociology and Criminology. There will also be some really good opportunities to discuss CV writing, cover letters, LinkedIn and careers. There will also be some really useful talks on coaching, being resilient, working as an academic and start-ups. It is really worth taking the time to come along to our virtual event.

If you have any questions or queries please email Cavell_coshrimpton@arden.ac.uk for further information.

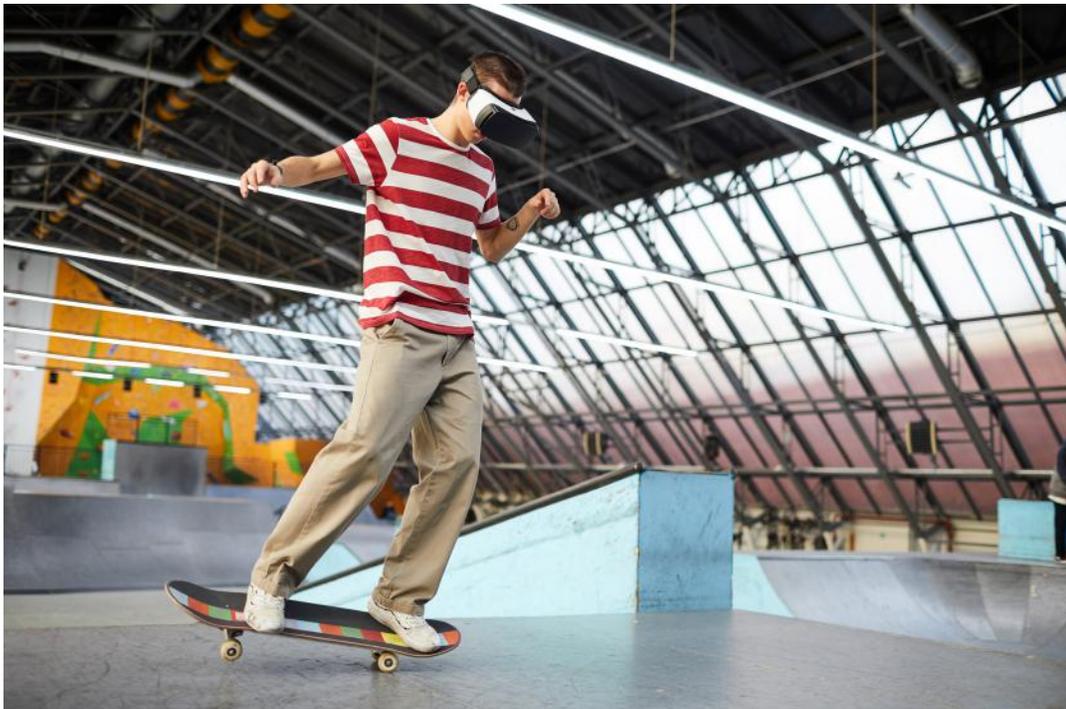


Photo by Seventyfourimages

We need you!

This is our third edition of the Design News journal, and we just love it. If you feel that you can contribute with work created:

1. On the course
2. A written article on a relevant and informative topic
3. A testimonial
4. Adding your work to our Twitterfeed

Or anything interesting or intellectually stimulating pertaining to graphic design and visual communication, please feel free to contact me via the email below.

coshrimpton@arden.ac.uk

Please note that Design News has limited pages. We will of course consider all of the work submitted to us, but your work may be considered for future edits.

We welcome new staff members to the team in the month of August.

Becky Ford has taken a lecturer position and will be working across various modules and authoring for us. Becky has a wealth of experience and currently has her own practice in New Zealand.

Lisa Karra will be joining us as an associate lecturer and will work on Level 04 modules.

Moving forwards we will be expanding our team and therefore you can look forwards to new writers in Design Journal.



Photo by Wayhomestudioo



TALKING POINT / CHARLOTTE ARROWSMITH

DESIGN

Produced as a course journal for Arden University students and staff, by Cavell Ord-Shrimpton

