Richard Watson
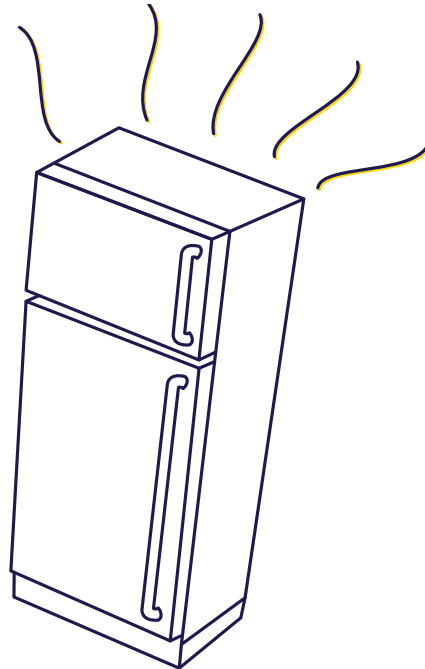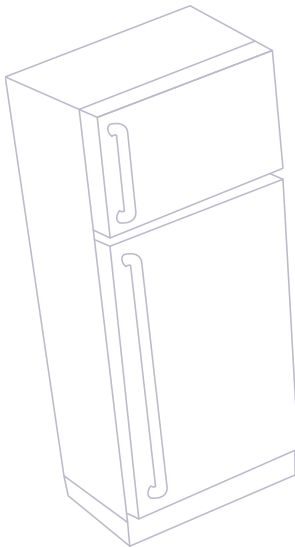
PORTFOLIO

Good design is like a refrigerator—when it works, no one notices, but when it doesn't, it sure stinks.

IRENE AU

CONTENTS

Hello there!

It is really nice to meet you. My name is Richard and I am excited to introduce my portfolio to you.

I am passionate about helping people achieve their goals in life and I feel well placed to do this as they engage with technology.

I am a User Experience designer and love to do graphic design too. I would love the opportunity to assist you with the direction you are taking.

Thinking laterally comes naturally to me, my attention to detail, problem solving skills and strategic approach have been of great benefit to many in producing preferable outcomes.

I am a creative, reliable, energetic and motivated team player with leadership experience from a variety of roles.
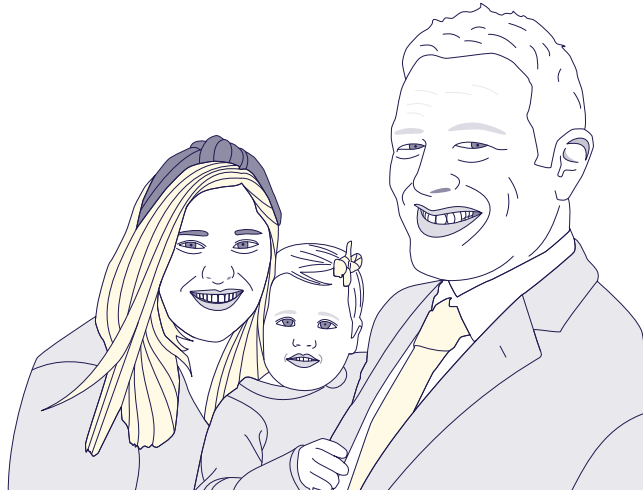
With a great interest in helping simplify the complex and making experiences worthwhile and satisfying. I strive to achieve outcomes that are beautiful, authentic and have great value for the user.

I have a good eye for detail, think outside the box and aim to meet high customer expectations.

My main strengths are found in concept realisation and development, design, client liaison and presentation.

On a personal level, I enjoy a good cold brew coffee, playing futsal and dancing with my two year old daughter.

Art has to move you and design does not, unless it's a good design for a bus.

DAVID HOCKNEY
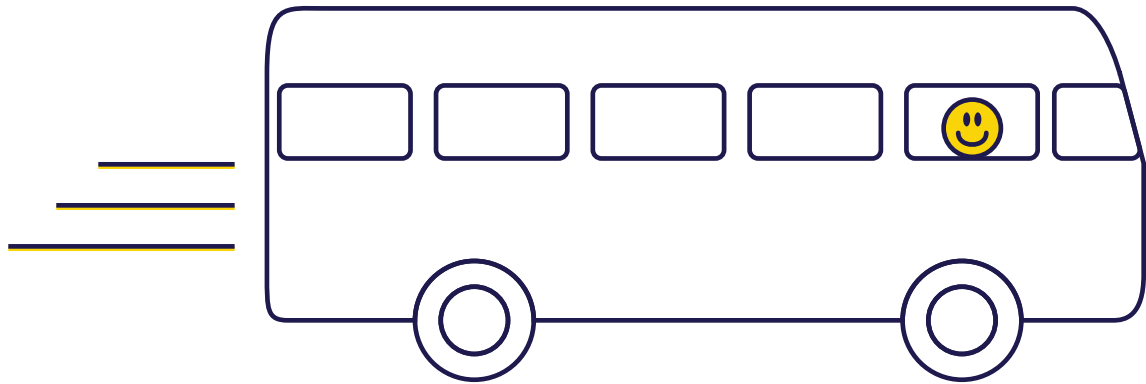
Designer Exploration

This portfolio explores two extremely influential visual designers. The first is most well known for his movie posters and title sequences: Saul Bass. The second is most well known for her masterful use of typography: Paula Scher.

It begins with a brief biography and an examination of their styles, followed by examples of some of their most well known work. After this, other work that has been redesigned using their style is featured.

Saul Bass

For the movie posters he created, his style is minimalistic in both shape and colour (often using simple shapes and just one to three colours plus black and white). His colours have a high level of contrast against one another.

The shapes and letter forms often appear hand drawn, adding to the unique appearance and striking nature of the composition.

He often makes use of the Gestalt principles within his designs. For example, in his poster for 'Anatomy of a Murder', five black shapes are presented in a way which suggests the appearance of a human body divided and laid out on the floor. In other works he has made notable use of negative space, such as with an arm in the poster for 'The Man with the Golden Arm'.

This American graphic designer revolutionised how the world views movie title sequences. His animated film sequences and posters are both striking and memorable. While best known for cinematic titles, he also designed logos for a range of globally known brands, such as Exxon, Warner Books and Geffen Records.

Saul Bass has informed my style through his use of the gestalt and negative space. He has helped me to appreciate the power of simplicity in design. In using fewer elements he brings greater contrast to enable focus on the main message of the design.

DESIGNER EXPLORATION
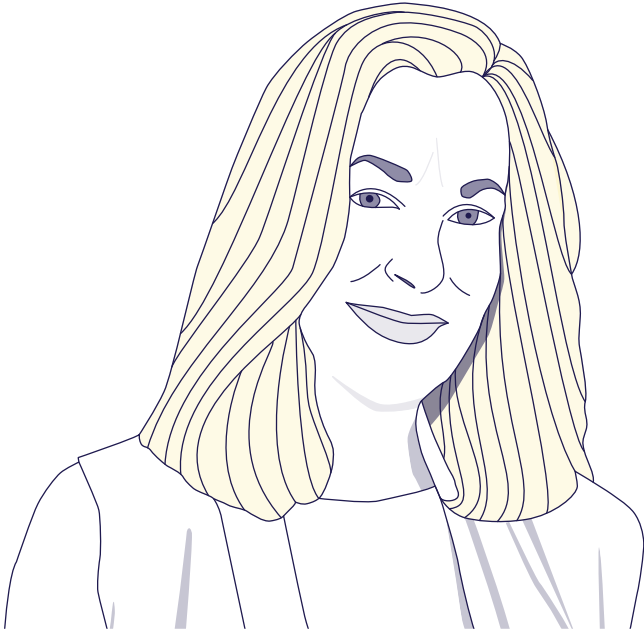
Logo Redesign

Hungry Jack's logo.

The original logo for Hungry Jack's already displays similar stylistic choices to Saul Bass, incorporating high contrast colours and using simple shapes. While these principles are applied consistently to his work, what makes it unique is the hand drawn style applied to the elements.

This redesign has focused on his hand drawn style in an effort to capture his work, with the hope that those familiar with it would identify it immediately.

Each letter has been given the distinctive 'hand-drawn-yet-blocky' treatment, often seen in his work. The 'burger bun' parts of the logo have been given straighter edges with corners and are slightly rotated to further capture his style.
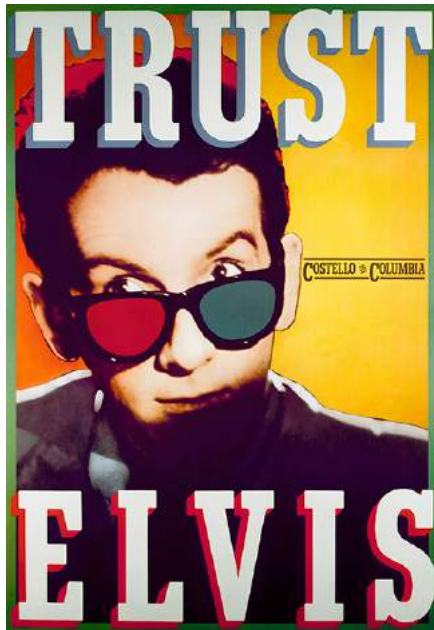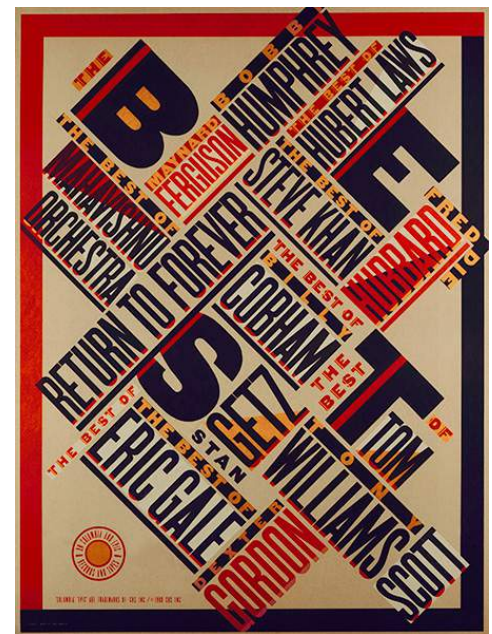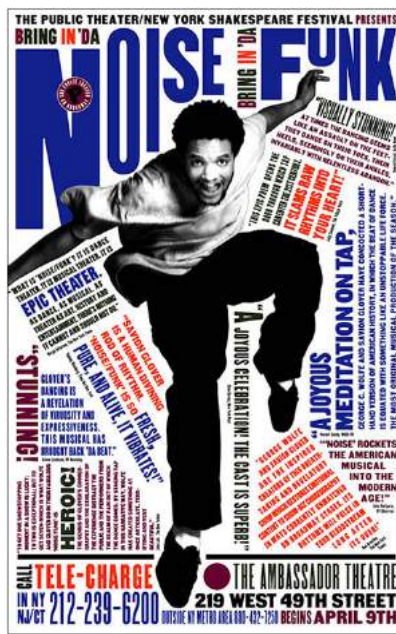
Paula Scher

After her design professor advised her to "Illustrate with type", Paula began to style her work with a strong typographical focus. Her compositions frequently use text as the focal point, communicating more than just the words they convey. Each word tells its own story through form and position. She manipulates letter forms into new and pleasing shapes, tinkers with alignment and experiments with placement and direction. In designs such as "Bring in 'Da Noise", she fills the page with blocks of text, aligning each element carefully. Her extensive use of capital letters allows her to design with rectangles. If necessary, she adds imagery to complete the design, and even then they are used sparingly and carefully. In terms of colour, Paula tends to use one or two highly contrasting colours with black and white.

It always fascinated me how Paula seemed to break the rules of typography yet still creates designs that work. She has influenced me to give great consideration to typography (I often consider the text of a composition before other elements), and made me contemplate that it is OK to break the rules if you can make it work.

An internationally recognised graphic designer, who has received hundreds of awards for her design work from organisations such as AIGA and The Type Directors Club. Her designs are attention grabbing and instantly memorable. While best known for bold imagery and illustrative typography, she has also designed logos for globally known brands, such as Windows and Citibank.
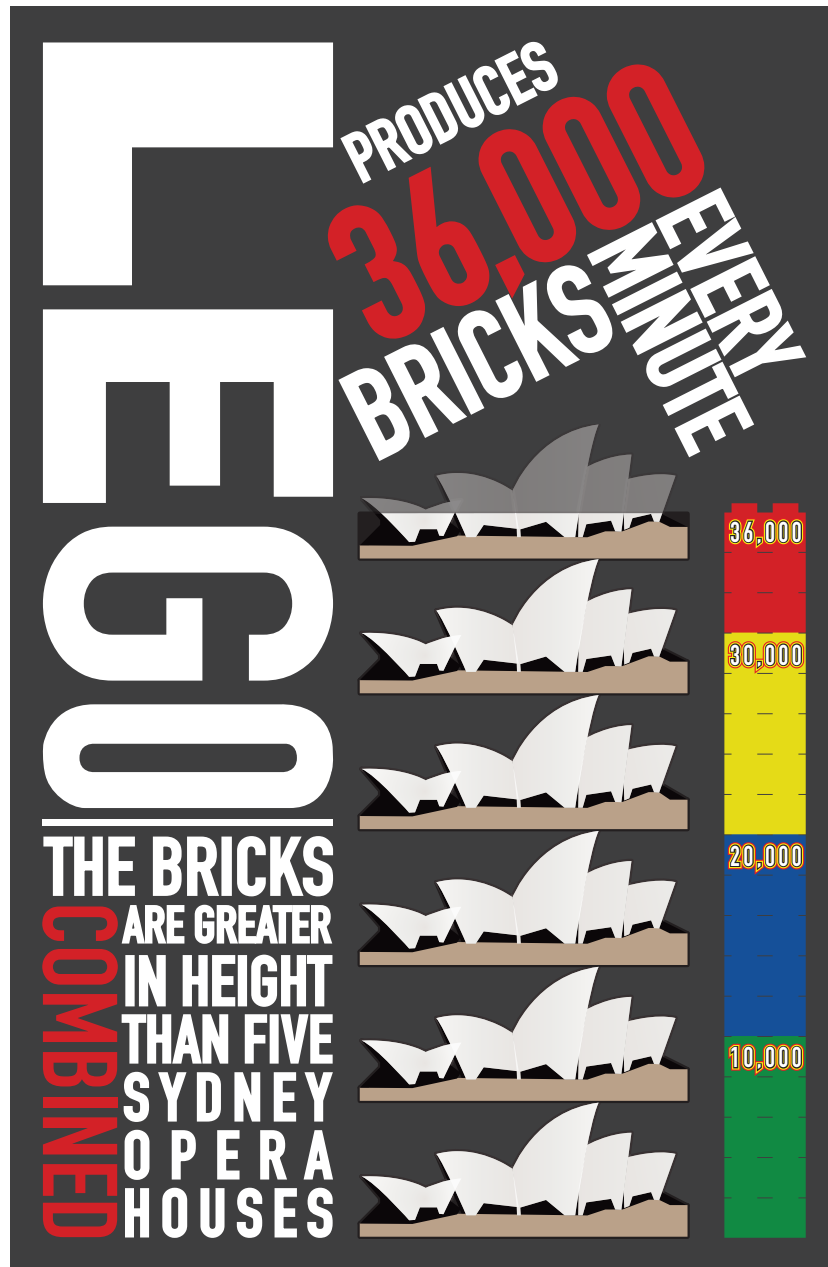
LEGO

PRODUCES 36,000 BRICKS EVERY MINUTE

THE BRICKS **COMBINED** ARE GREATER IN HEIGHT THAN FIVE SYDNEY OPERA HOUSES

36,000

30,000

20,000

10,000

Just the Facts Redesign

LEGO

produces 36,000 bricks every minute.

The bricks combined are greater in height than five Sydney Opera Houses.
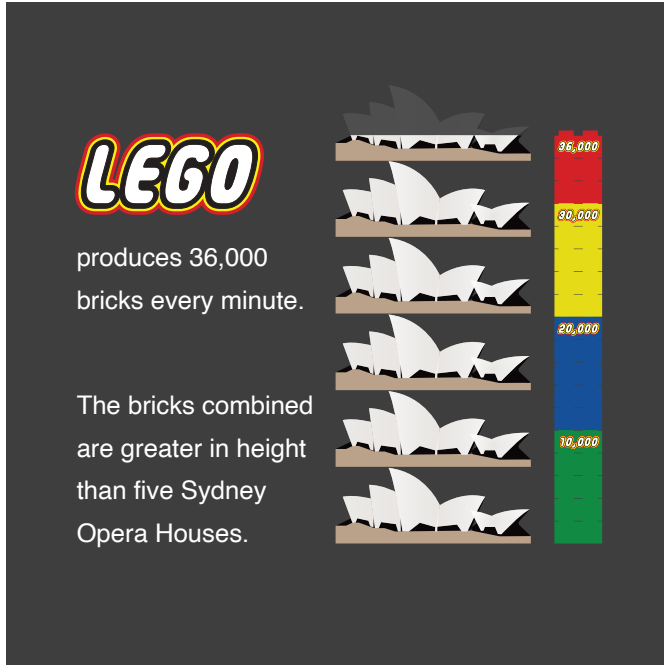
The original composition for the chosen 'Just the Facts'.

To best capture Paula Scher's style, this redesign has a major focus on text treatment and layout of typography.

As much of her work uses capital letters, upper case and a condensed typeface was chosen. The LEGO text was styled similarly to 'The Public' logo. It was rotated ninety degrees, with letters thicker at the top, becoming sequentially thinner towards the bottom.

The text below LEGO has adjusted kerning to form a rectangle with the text. Text to the right is rotated approximately 25 degrees and indented in order to avoid misalignment. Opposing text is rotated ninety degrees to fit around the stack of Opera Houses. All text remains within the over all rectangular nature of the composition.

As with many of her designs, some significant words have been highlighted using a different colour.

If you think good design is expensive, you should look at the cost of bad design.

RALF SPETH
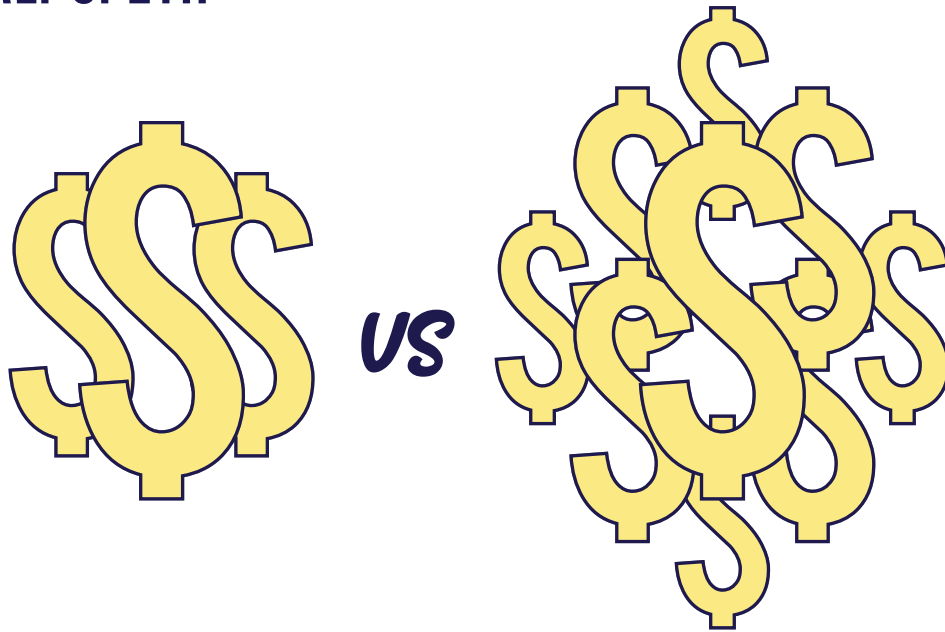
Just the Facts

'Just the Facts' required the production of three two-dimensional visual works to communicate textual facts provided from designated lists.

The assignment required that elements of the composition should communicate the impact and content of the chosen fact. Designs were to be limited to basic elements such as typography, colour, shape and line.

The three compositions in the following pages relate to these facts:

- 36,000: The number of bricks the LEGO factory produces every minute.

- 3/10: The portion of Americans who think there will be an apocalyptic disaster in their lifetime.

- 3.5 hours: The approximate number of hours a 16 year old posed as a New York subway driver in May 1993. 85: The number of stops they successfully reached before being noticed.

LEGO

produces 36,000 bricks every minute.

The bricks combined are greater in height than five Sydney Opera Houses.

36,000

30,000

20,000

10,000

JUST THE FACTS
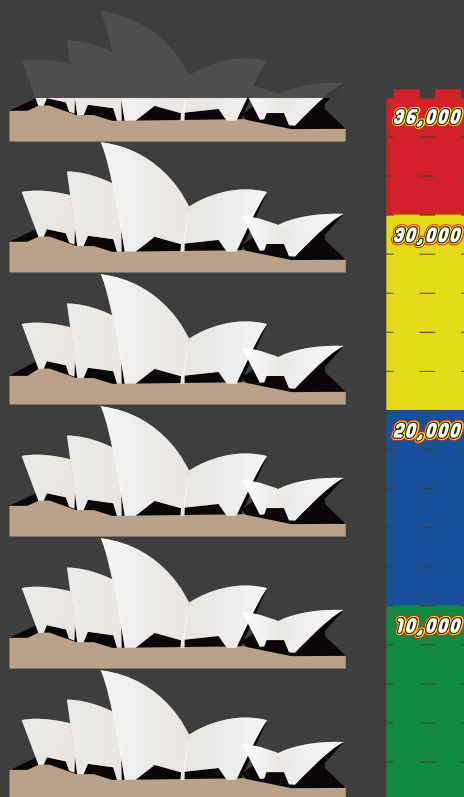
36,000 LEGO Bricks

Fact communicated - '*36,000: The number of bricks the LEGO factory produces every minute*.'

36,000 LEGO bricks combined equals the height of 345.6 metres. The Sydney Opera House was chosen as an Australian landmark and being 65 metres tall, makes the total of bricks 5.31 times taller. The design is intended to display '5.31 Sydney Opera Houses', with six illustrations presented (including 69% of the top Opera House at reduced opacity). A stack of LEGO bricks indicates the height comparison. Divided by colour, three sections represent 10,000 bricks and the fourth, 6,000 bricks.

A typeface based on the LEGO logo was chosen for the name and the bricks to enable easier identification. Helvetica was selected as the main typeface as it is simple, unobtrusive and supports the main content.

The colours used for the LEGO logo are used in the official logo. The colours used for bricks are common LEGO brick colours. The charcoal background was used to help give contrast to the brighter colours. To reduce undesirable dominant vibrancy, colours are set to 90% opacity.

3/10

Americans think there will be an apocalypse in their lifetime

JUST THE FACTS
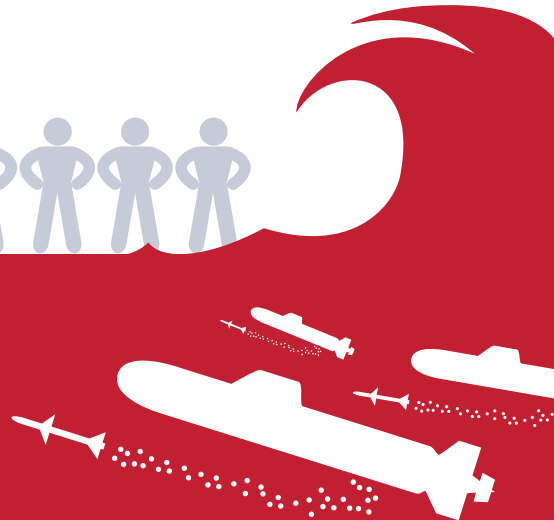
3/10 Apocalyptic Americans

Fact communicated - *'3/10: The portion of Americans who think there will be an apocalyptic disaster in their lifetime'*.

Styled with colours and layout reminiscent of the United States flag, apocalyptic elements are woven into sections of it.

Chunk Five typeface was chosen as it reflects old American styles. With big bold elements and rounded curves it fits well with the rest of the composition. '3/10' is larger in size to increase emphasis.

Ten men appear in blue connecting them with the text in the blue area. Seven are presented at 25% opacity to draw attention to the other three and are positioned as if the target of apocalyptic elements. The three are located further away because their beliefs would likely see them better prepared. The seven would therefore be unwittingly closer to the danger.

To aid simplicity, each stripe has one disaster scenario within it. To aid consistency and incorporate contrast, elements made use of negative space where possible.

Stop 1 **A**

In May 1993 a 16 year old posed as a New York Subway train driver.

He made 85 stops in 3.5 hours before being noticed.

Stop 85

JUST THE FACTS

85 Subway Stops in 3.5 Hours

Fact communicated - '*3.5 hours: The approximate number of hours a 16 year old posed as a New York subway driver in May 1993. 85: The number of stops they successfully reached before being noticed.*'

New York Subway trains, maps and signage provided inspiration for how the stops and platforms were designed. The train line colour is matched to the New York Subway 'A Line', upon which the subject drove. The white dots give the impression of stops.

As platforms normally have clocks, they are considered appropriate to convey time in the composition. Analogue clocks were chosen because they are more uniquely identified to illustrate time than digital displays. The clocks are enlarged to make the driving duration more obvious.

To communicate the driver is under-age and accurately display his ethnicity, a child-like figure with dark skin is shown driving the train.

Helvetica is used because it is the official New York Subway typeface.

*If I had asked people what they wanted,
they would have said faster horses.*

HENRY FORD
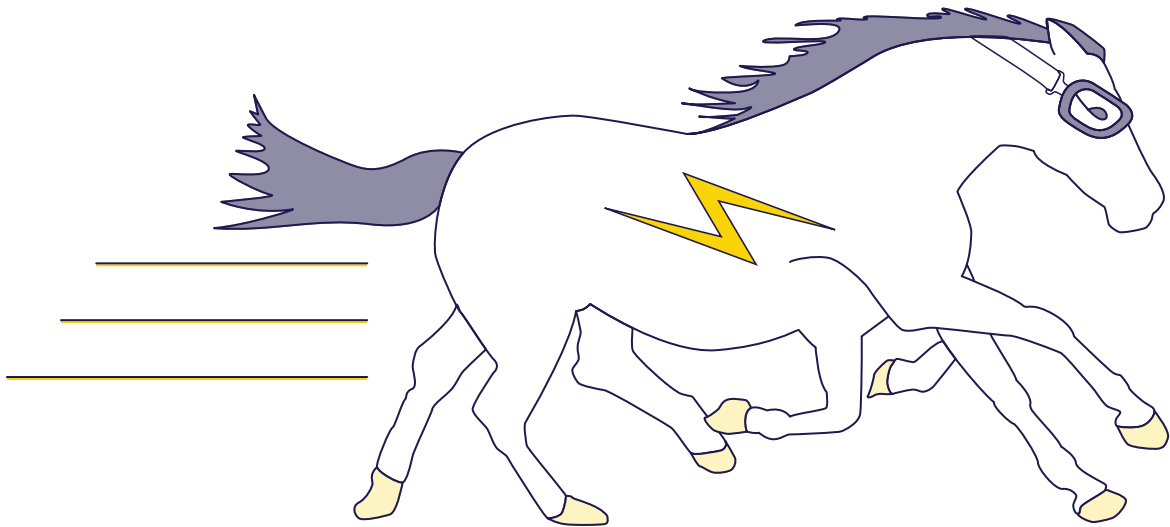
Infographic

'Infographic' required the production of an A2 poster to communicate the visual translation of complex data with additional supporting information.

The data was to be composed in a meaningful way for the reader to easily interpret and understand it.

The data chosen for this infographic is a snapshot of Norwich City Football Club which plays association football in the United Kingdom.

The complex dataset displays historical league and cup data, top scorers and notable events by season, manager and chairman. Additional supporting information includes key stakeholders, stadium, song, celebrity supporters, highest transfer fees and mascot.

Norwich City Football Club Snapshot by Richard Watson

Historical league & cup data, top scorer by season, manager & chairman. Includes notable events & other key information. All information in this infographic is correct at end of 2020-21 season.

Key Stakeholders

Majority Shareholders

Delia Smith & Michael Wynn-Jones
53% shares since 1996

Celebrity Chef · Publican
English · Life Long Fan · Welsh · Life Long Fan

Sporting Director

Stuart Webber
Sporting Director since 6 April 2017
Guided Two Clubs into Premier League
Welsh · Led the Club to be Debt-Free

Manager

Daniel Farke
Manager since 25 May 2017
Won EFL Championship Twice
German · Studied Economics

Captain

Grant Hanley
Captain since August 2018
Won EFL Championship Thrice
Scottish · 32 Caps for Scotland

Cup Results by Round

FA Cup · League Cup · UEFA Cup
W F SF QF R6 R5 R4 R3 R2 R1

Chairman	Manager	Notable Events	Season
James Stedman Cullen	Daniel Farke	Championship Winner	2020–21
		Championship Winner	2018–19
Ed Balls			2017–18
	Alan Irvine		2016–17
	Alex Neil		2015–16
Alan Bowkett		Championship Play-offs Winner	2014–15
	Neil Adams		2013–14
	Chris Hughton		2012–13
	Paul Lambert		2011–12
		Championship Runner–Up	2010–11
		League 1 Winner	2009–10
Roger Munby	Bryan Gunn		2008–09
	Glenn Roeder		2007–08
	Peter Grant		2006–07
	Nigel Worthington		2005–06
			2004–05
		Championship Winner	2003–04
Bob Cooper			2002–03
			2001–02
			2000–01
	Bryan Hamilton		1999–00
	Bruce Rioch		1998–99
Barry Lockwood	Mike Walker	Delia & Michael Become Major by Shareholders	1997–98
	Gary Megson	Captain Canary 1st Appearance	1996–97
Robert Chase	John Deehan	Chris Sutton Sold for British Record (£5m)	1995–96
		First Dutch Sale to Celtic/Bayern Munich in Germany	1994–95
	Mike Walker	Highest Final League Position (3rd)	1993–94
	Dave Stringer		1992–93
			1991–92
			1990–91
			1989–90
			1988–89
			1987–88
	Ken Brown		1986–87
The Trust		Division 2 Winner	1985–86
Sir Arthur South		League Cup Winner	1984–85
			1983–84
			1982–83
	John Bond		1981–82
			1980–81
			1979–80
			1978–79
			1977–78
			1976–77
			1975–76
		League Cup Runner–Up	1974–75
			1973–74
Geoffrey Watling	Ron Saunders	League Cup Runner–Up	1972–73
		Division 2 Winner	1971–72
			1970–71
			1969–70
	Lol Morgan		1968–69
			1967–68
			1966–67
	Ron Ashman		1965–66
			1964–65
			1963–64
			1962–63
	Willie Reid	League Cup Winner	1961–62
	Archie Macaulay		1960–61
		Division 3 Runner–Up	1959–60
			1958–59
			1957–58
			1956–57
	Tom Parker		1955–56
	Norman Low		1954–55
			1953–54
			1952–53
			1951–52
			1950–51
	Cyril Spiers		1949–50
			1948–49
James Hartley			1947–48
			1946–47
	Jimmy Jewel		1939–39
	Bob Young		1937–38
	Tom Parker	First Match at Carrow Road	1935–36
James Wright			1934–35
		Division 3 Winners	1933–34
			1932–33
	James Kerr		1931–32
William Hurrel			1930–31
			1929–30
	Cecil Potter		1928–29
			1927–28
	Bert Stansfield		1925–26
	Albert Gosnell		1924–25
			1923–24
			1922–23
			1921–22
Ernest Morse	Charles O'Hagan		1920–21
William Blyth	Frank Buckley	Joined Football League	1919–20
	Bert Stansfield		1914–15
			1913–14
			1912–13
			1911–12
			1910–11
	Arthur Turner		1909–10
	James McEwen	The Nest Stadium Opened	1908–09
			1907–08
John Pyke	John Bowman		1906–07
Wilfred Burgess		Turned Professional	1905–06
		Club Founded	1902

Final League Position by Quadrant

Highest League — Division 1 until 1992, Premier League to present

Second Highest League — Division 2 until 1992, Division 1 until 2005, Championship to present

Third Highest League — Southern Football League to 1920, Division 3 to 1992, Division 2 to 2005, League 1 to present

Top Scorer / Goals Scored
5 10 15 20 25 30 35 40

Robins, Fleck, Drinkell, Fleck, MacDougall, Holt, Sutton, Fleck, Drinkell, Deehan, Deehan, Fashanu, Ryan, Pukki, Mbokani, Hooper, Pukki, Ward, Fleck, Deehan, Fashanu, Reeves, Bunn, MacDougall, Cross, Pukki, Jerome, Holt, Huckerbye, Roberts, Drinkell, Jack, MacDougall, Foggo, Boland, Allcock, Jerome, Ashton, McVeigh, Roberts, Roberts, Foggo, Foggo, Curran, Vinal, Sheffield, Maddison, Cureton, Earnshaw, Roberts, Bellamy, Eadie, Ward, Curran, Davies, Davies, Allcock, Allcock, Coleman, Manders, Vinal, Lunes, Mannon, Allcock & Holt, Bly, Ackerman, Hollis, Gavin, Vinal & Warnes, Brown & Gavin, Hunt, Brennan & Kearns, Johnston, Kinsey, Ashman, Blakemore, Hunt, Jackson & McCudden, Jackson, Doran, Ingham, Ross, Ross, McKenna, Verco, Cropper, Jackson, Dennison, Austin, Travers, Potter & Wilson, Woolstenholme, Woods, Rayner, Bauchop, Hunt, Eyre, Eyre, William, Smith

Stadium

Carrow Road
Built in 1935
Pitch Size · Capacity 27,359

Song

The oldest football song in the world still in use today composed by Albert T Smith in the 1890s.

"Kick off, throw it in, have a little scrimmage, Keep it low, a splendid rush, bravo, win or die, On the ball, City, never mind the danger! Steady on, now's your chance, Hurrah! We've scored a goal, City! City! City!"

Celebrity Support

Stephen Fry (Comedian) · Hugh Jackman (Actor) · Jake Humphrey (BT Sport Presenter) · Myleene Klass (Musician/Model) · Philip Pullman (Author) · Simon Thomas (Sky Sports Presenter) · Ed Balls (Politician) · The Darkness (Rock Band) · Sir David Frost (Journalist/Broadcaster)

Highest Transfer Fees

Sales
€30m €20m €10m
Ben Godfrey (Everton 2020/21) · James Maddison (Leicester City 2018/19) · Jarrod Lewis (Newcastle Utd 2020/21) · Robbie Brady (Burnley 2016/17) · Nathan Redmond (Southampton 2016/17)

Purchases
€30m €20m €10m
Steven Naismith (Everton 2015/16) · Timm Klose (FC Basel 2015/16) · Ricky van Wolfswinkel (Sporting CP 2013/14) · Robbie Brady (Hull City 2016/17) · Alex Pritchard (Tottenham Hotspur 2018/17)

Mascot

Captain Canary
First appearance August 1995
Superceded: Canary & Nimbo Dumpling · Love Interest: Caono Canary

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INFOGRAPHIC

Design Choices

To track the over all success relating to league performance, a **sankey diagram** was employed with each league divided into quarters. These are sufficient groupings to identify general levels of success and simplify the complex nature of the data.

With horizontal bar charts on either end, cup success can be quantified and top scorers from each season (with goals scored) identified.

Chairmen and managers in charge at any given time can be pinpointed, enabling easy recognition of who oversaw the greatest levels of success and mediocrity.

The **Club Crest** is illustrated in the top left corner as it is a major identifying mark of the club.

Dauphin Font is used for headings as the club employs it for significant branding. Helvetica Neue is used for blocks of text as a supporting typeface.

Shades and tints of **green and yellow** have been incorporated across the design as they are the official team colours. Greyscale is used for additional elements.

A line-drawing **style** has been used to illustrate the appearance of key stakeholder and other content items. For stylistic purposes small elements have been coloured in shades of green and yellow.

Where possible, other data has been highlighted and represented with **small symbols.**

This page presents a section of the main visualisation to show the flow of data.

Cup data is presented with a horizontal bar chart using three darker shades of green and yellow. The legend at the top signifies the data type by connecting the cup name with the colour for the relative bar.

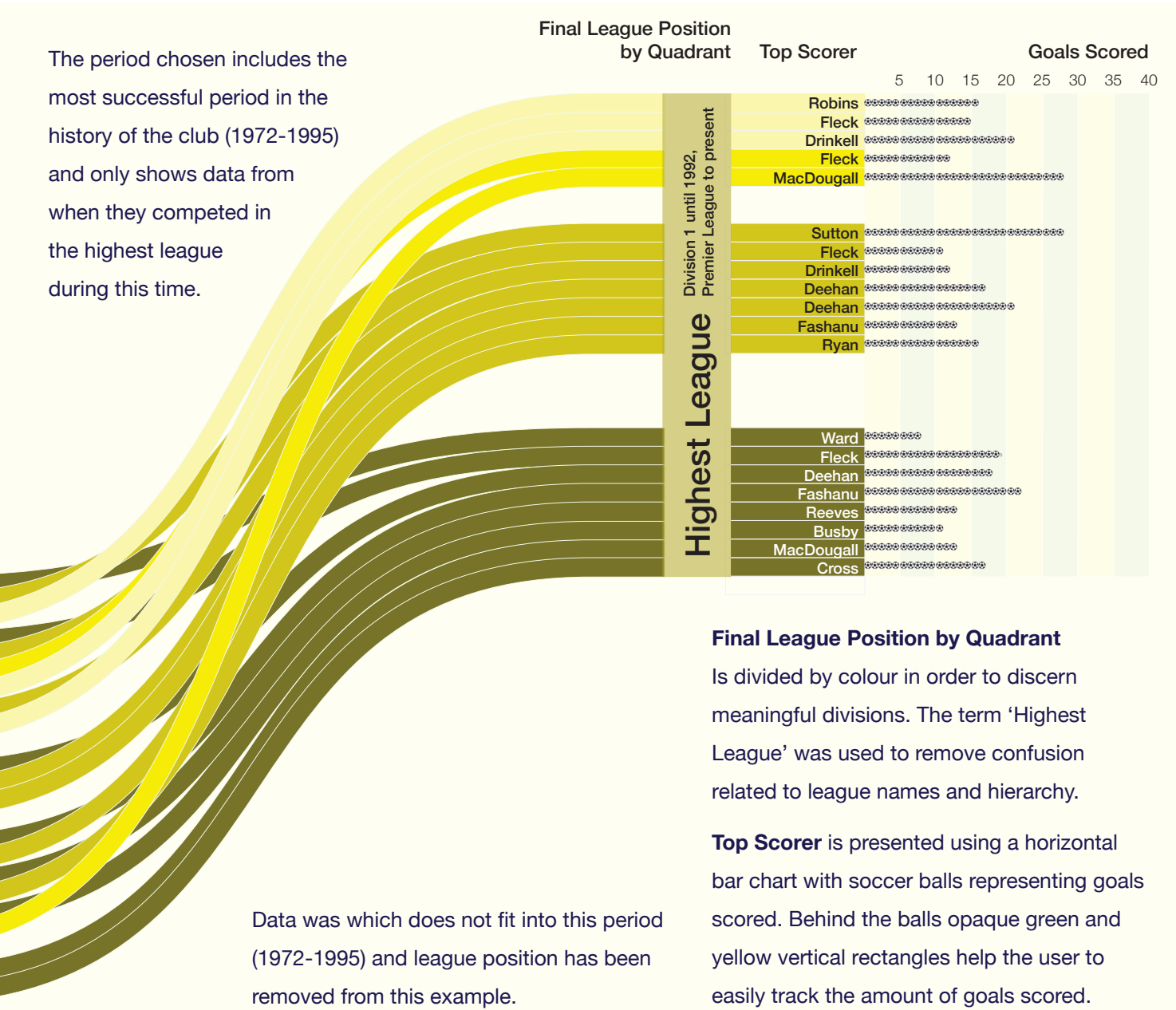A cup is displayed to more easily identify when the team succeeded in the competition.

Behind the bars opaque green and yellow vertical rectangles help the user to track progress more easily.

Chairman, Manager and **Notable Events** data is separated by green and yellow blocks of colour behind each label, allowing periods of time to be identified. White lines have been added to help the user comfortably track data from each season.

Season data is coloured according to the final league position by quadrant to ensure a clear connection is made. Labels for seasons are mostly displayed in black, with white used when darker colours are present to increase contrast for easier reading.

Cup Results by Round

FA Cup   League Cup   UEFA Cup

W   F   SF   QF   R6   R5   R4   R3   R2   R1

Chairman	Manager	Noteable Events	Season
Robert Chase	John Deehan	Chris Sutton Sold for British Record (£5m)	1994–95
		First English Team to Defeat Bayern Munich in Germany	1993–94
	Mike Walker	Highest Final League Position (3rd)	1992–93
	Dave Stringer		1991–92
			1990–91
			1989–90
			1988–89
			1987–88
	Ken Brown		1986–87
The Trust		Division 2 Winner	
Sir Arthur South		League Cup Winner	1984–85
			1983–84
			1982–83
			1980–81
	John Bond		1979–80
			1978–79
			1977–78
			1976–77
			1975–76
		League Cup Runner-Up	
			1973–74
Geoffrey Watling	Ron Saunders	League Cup Runner-Up	1972–73

The period chosen includes the most successful period in the history of the club (1972-1995) and only shows data from when they competed in the highest league during this time.

Final League Position by Quadrant

Top Scorer

Goals Scored

| | 5 | 10 | 15 | 20 | 25 | 30 | 35 | 40 |

Highest League — Division 1 until 1992, Premier League to present

Top Scorer	Goals Scored
Robins	
Fleck	
Drinkell	
Fleck	
MacDougall	
Sutton	
Fleck	
Drinkell	
Deehan	
Deehan	
Fashanu	
Ryan	
Ward	
Fleck	
Deehan	
Fashanu	
Reeves	
Busby	
MacDougall	
Cross	

Data was which does not fit into this period (1972-1995) and league position has been removed from this example.

Final League Position by Quadrant
Is divided by colour in order to discern meaningful divisions. The term 'Highest League' was used to remove confusion related to league names and hierarchy.

Top Scorer is presented using a horizontal bar chart with soccer balls representing goals scored. Behind the balls opaque green and yellow vertical rectangles help the user to easily track the amount of goals scored.

Majority Shareholders

Delia Smith & Michael Wynn-Jones
53% shares since 1996

Celebrity Chef   Publisher

English   Life Long Fan   Welsh   Life Long Fan

Delia Smith and Michael Wynn-Jones

Delia is a famous chef who appears on TV therefore a camera presented with a chef hat seemed appropriate symbolism.

Michael owns a publishing business therefore an open book seemed appropriate.

Flags are used to identify their nationality and a pram in club colours is used to show they have been fans from a young age.

Stuart Webber

Stuart has orchestrated promotion to the highest league with two different clubs, therefore a symbol designed to look like the league logo is presented.

Stuart was instrumental in helping the club become solvent, therefore a money-like symbol is used.

A flag is used to identify his nationality.

Sporting Director

Stuart Webber
Sporting Director since 6 April 2017

Guided Two Clubs into Premier League

Welsh   Led the Club
to be Debt-Fee

Manager

Daniel Farke
Manager since 25 May 2017

🏆🏆
Won EFL Championship Twice

🇩🇪 📊
German   Studied
Economics
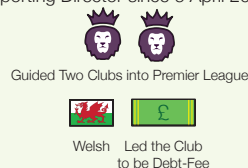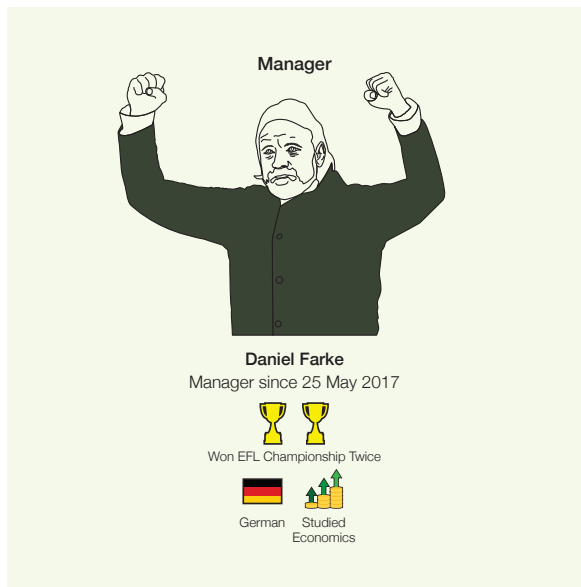
Daniel Farke

Daniel has won the EFL Championship twice, therefore two cup symbols are used.

Prior to moving into association football club management, Daniel studied economics at university. Stacks of coins with arrows pointing upwards seems appropriate to represent this.

A flag is used to identify his nationality.

Grant Hanley

Grant has won the EFL Championship three times, therefore three cup symbols are used.

When an association football player represents their country, they receive a special hat to memorialise it. To show his international pedigree, this hat has been illustrated.

A flag is used to identify his nationality.

Captain

Grant Hanley
Captain since August 2018

🏆🏆🏆
Won EFL Championship Thrice

🏴󠁧󠁢󠁳󠁣󠁴󠁿 🧢
Scottish   32 Caps
for Scotland

Club Song

The club song is displayed within a speech bubble to suggest people sing it. Musical notes imply it is a musical composition.

The refrain and end chant are presented in a larger and heavier style to give the main parts of the song greater emphasis.

Information about the origins of the song is listed next to the speech bubble to show it is related information.

Song

The oldest football song in the world still in use today composed by Albert T Smith in the 1890s.

Kick off, throw it in,
have a little scrimmage,
Keep it low, a splendid rush,
bravo, win or die;
**On the ball, City,
never mind the danger!**
Steady on, now's your chance,
Hurrah! We've scored a goal.
City! City! City!

Celebrity Support

Stephen Fry
Comedian

Hugh Jackman
Actor

Jake Humphrey
BT Sport Presenter

BT Sport

Myleene Klass
Musician/Model

Philip Pullman
Author

Simon Thomas
Sky Sports Presenter

Sky Sports

Ed Balls
Politician
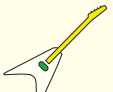
The Darkness
Rock Band

Sir David Frost
Journalist/Broadcaster

Celebrity Support

As many famous people support the club, an appropriate symbol representing their field of expertise was chosen and displayed in club colours.

For example, the sock and buskin (masks) are commonly used to symbolise acting, therefore it is appropriate to use them to represent the actor Hugh Jackman.

INFOGRAPHIC

Stadium

Carrow Road
Built in 1935

68 m
105.2 m

27,359

Pitch Size   Capacity

Stadium

A line illustration has been created to display the appearance of the stadium.

Pitch size is shown with dimensions of the field.

Capacity amount is displayed using a stadium seat.
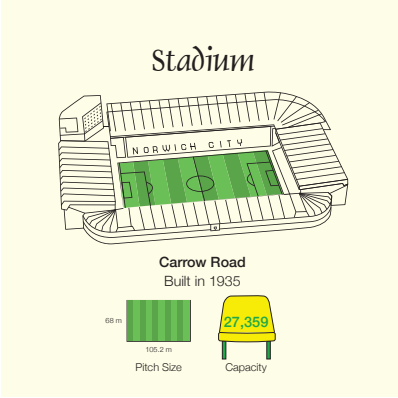
Mascot

The current mascot, Captain Canary is illustrated.

Heads of the previous mascot duo symbolise them.

A love heart suggests a romantic relationship with a secondary club mascot.

Mascot

Captain Canary
First appearance: August 1995

Superceded: Love Interest:
Canary & Norfolk Dumpling Camilla Canary

Highest Transfer Fees

Sales

€30m
€25m
€20m
€15m
€10m
€5m

Ben Godfrey   James Maddison Jamal Lewis   Robbie Brady   Nathan Redmond
Everton   Leicester City Newcastle Utd Burnley   Southampton
2020/21   2018/19   2020/21   2016/17   2016/17

Purchases

€30m
€25m
€20m
€15m
€10m
€5m

Steven Naismith Timm Klose   Ricky V. Wolfswinkel Robbie Brady Alex Pritchard
Everton   VfL Wolfsburg Sporting CP   Hull City   Tottenham Hotspur
2015/16   2015/16   2013/14   2015/16   2016/17

Transfer Fees

As transfer fees relate to amounts of money changing hands between clubs, stacks of coins were considered an appropriate way to represent it.

Opaque blocks of green and yellow were placed behind in order to assist the user in tracking amounts.

The life of a designer is a life of fight: fight against the ugliness.

MASSIMO VIGNELLI
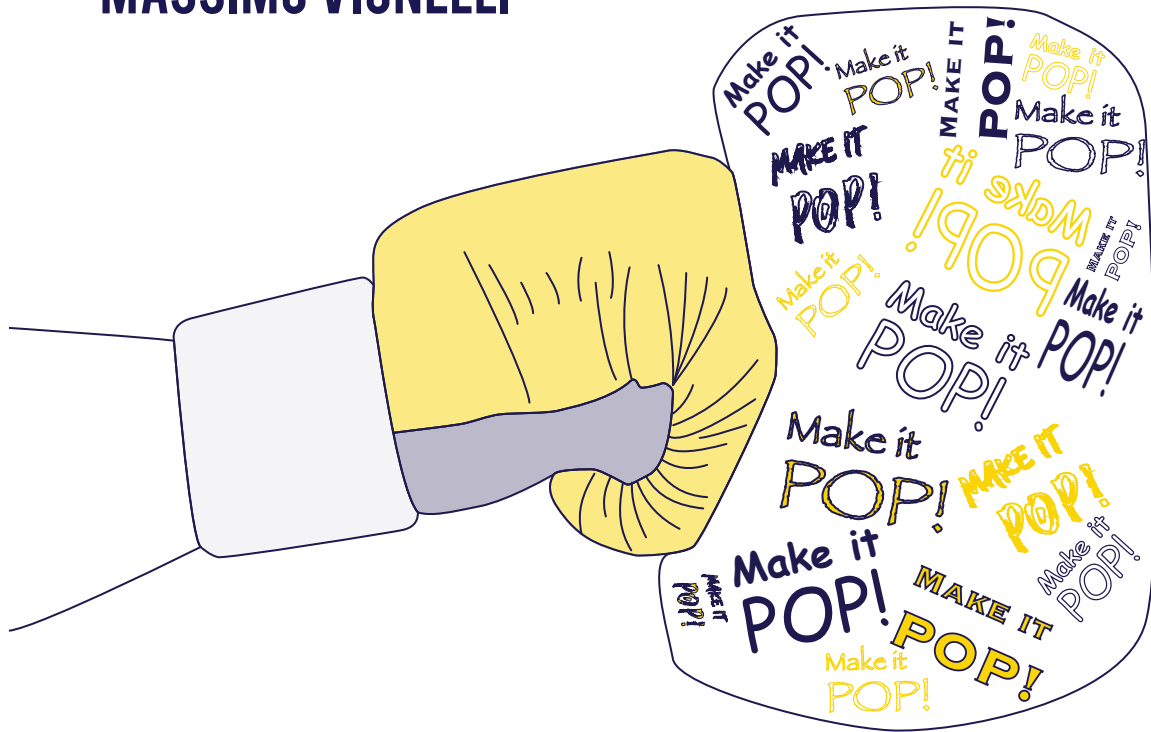
Personal Work

This section shows a small example of other work produced prior to this graphic design course.

Including work dating back as far as 2009, it displays examples of branding, concept print advertisements, promotional materials, and a magazine project for a different university course.

nurturing
nannies

Nurturing Nannies required a business identity which visually represented their approach to business.

They positioned themselves as providing professional, personal, friendly, in-home care for every family they were employed by.

A logo, website, stationary and marketing materials were designed for this business.

Jackie Watson was a professional nanny with extensive experience involving high profile clients. She asked for a logo, business cards, and letter headings.

She requested branding which was professional yet personal, friendly and fun.

Jackie Watson
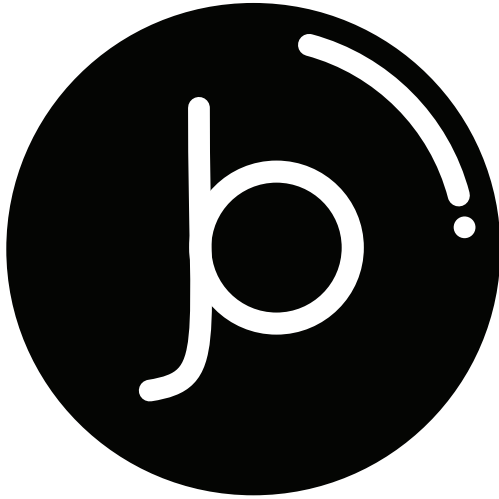
Joseph Burford Photography requested a logo which incorporated the letters 'JBP' and could be clearly identified as representing a photographer.

Sound engineer Christopher Denton requested a logo and business cards. He asked for branding that could incorporate his initials, yet symbolically be seen as connected to audio equipment.

For a project during a previous period of study, this concept for an advertising poster was produced for the coffee chain Cibo Espresso.

This design communicates the idea that coffee wakes you up by connecting an alarm clock with a cup of coffee. It also incorporates the idea of how people often refer to break times as 'coffee time'.

ADVERTISING

For a project during a previous period of study, this concept for an advertising poster was created to promote the wine 'La Biondina', produced by Primo Estate winery.

This design connects the reader with the origin of the wine. Wine lovers often enjoy visiting wine regions which are often picturesque and relaxed locations. The imagery is designed to help connect good memories and pleasant feelings with the product.

Seeing the Real Jesus in 20/20

JE SUS DIED FOR OUR SINS AND ROSE FROM THE DEAD BELIEVE

ROBBING THE REAPER

How Easter Puts Death Back in its Box

Good Friday
THE PENALTY IS PAID

Resurrection Sunday
DEATH IS DEFEATED
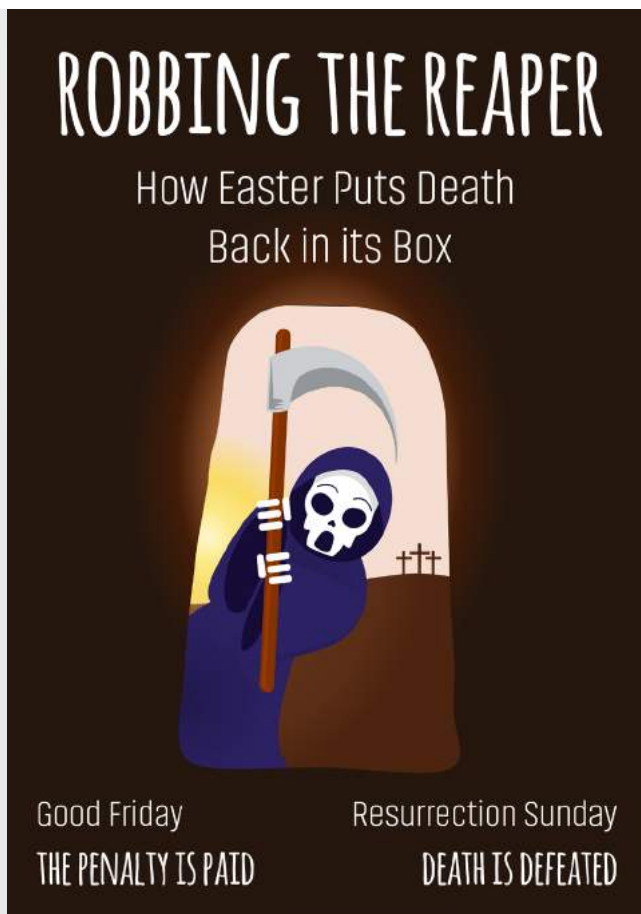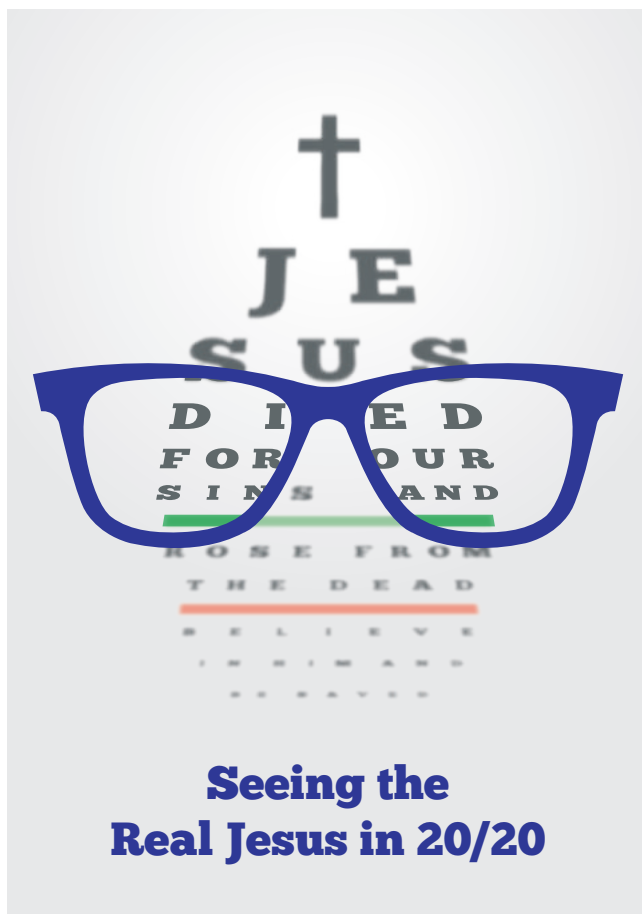
A sample of promotional print flyers created for a prominent church with over 400 weekly attendees.

A sample of title screens produced for sermons at a prominent church with over 400 weekly attendees.

For a project during a previous period of study, this concept for a food magazine was produced.

MAGAZINE PROJECT

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All design elements of other compositions (including photography and illustrations) were produced by Richard Watson.

No. I don't think the Empire had Wookiees in mind when they designed it, Chewie.

HAN SOLO