

**JEMMA HART**

GRAPHIC DESIGN PORTFOLIO

# I'm Jemma, with a J



I'm a passionate graphic designer with a love of bright colours and chunky typography, although I do find it interesting to work with a wide range of design styles. My goal is to create unique and personal designs that will illuminate each business that I work with and I'll never say no to a challenge.

■ 07852 793111

■ [illuminategraphics.co.uk](http://illuminategraphics.co.uk)

■ [illuminategraphics@hotmail.com](mailto:illuminategraphics@hotmail.com)



### Brief

Design a fresh brand identity for a pre-school which looks friendly, homely and fun.

### Design

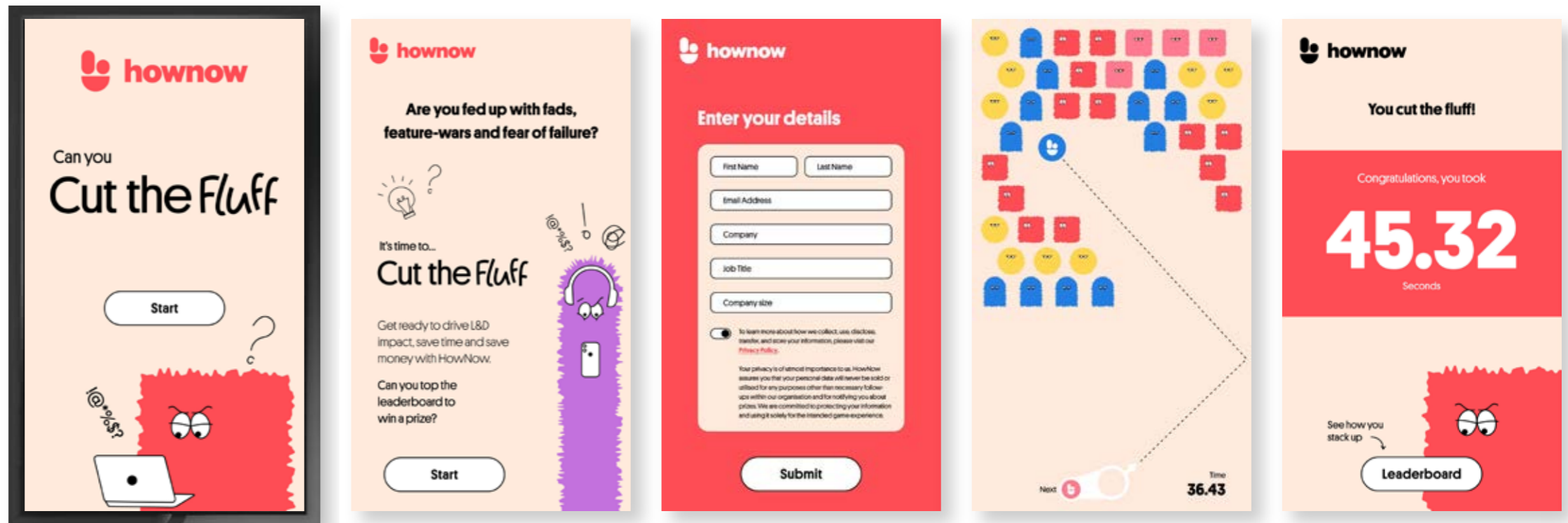
A brand identity which is fun, colourful and modern whilst staying away from any 'cringey' designs which can often be found in the industry.

The use of warm colours tells the audience that this is a safe place that will feel like a home from home for the children, installing trust in the audience. The fun typefaces add to the welcoming feel of the logo and the uneven placement shows movement, representing all the

fun activities that the children do at the pre-school. The abstract lines on a couple of the letters look like a typical child's sunshine drawing, they're a lovely addition which adds to the warm, welcoming feel of the logo.

Following on from the logo design, I designed some cute, woodland animals and other brand illustrations which are unique to the brand to be used for various marketing materials. Lastly, I created a brand guideline document which outlines how to use the logo, what colours and fonts to use and all the added brand illustrations that I had designed to ensure any future designs are consistent and on brand.





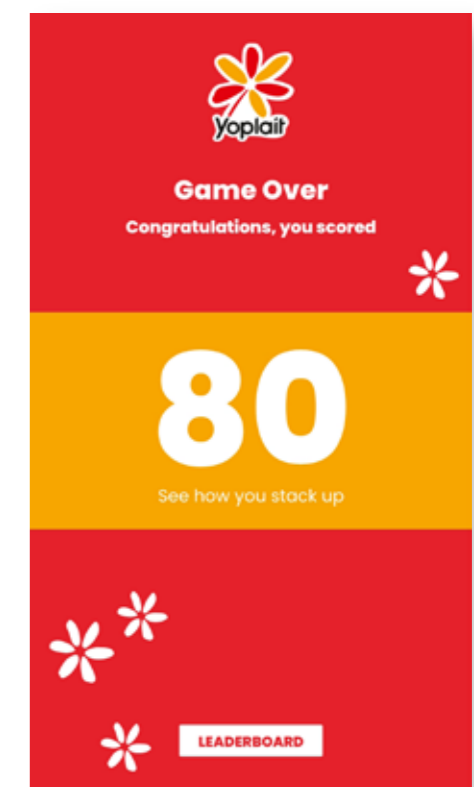
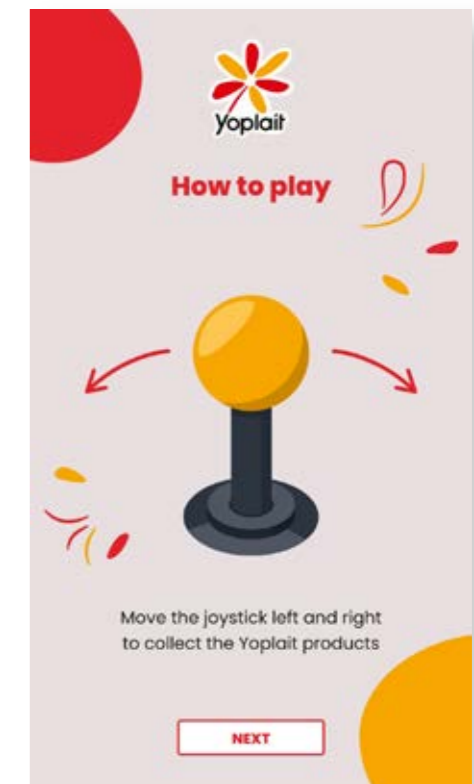
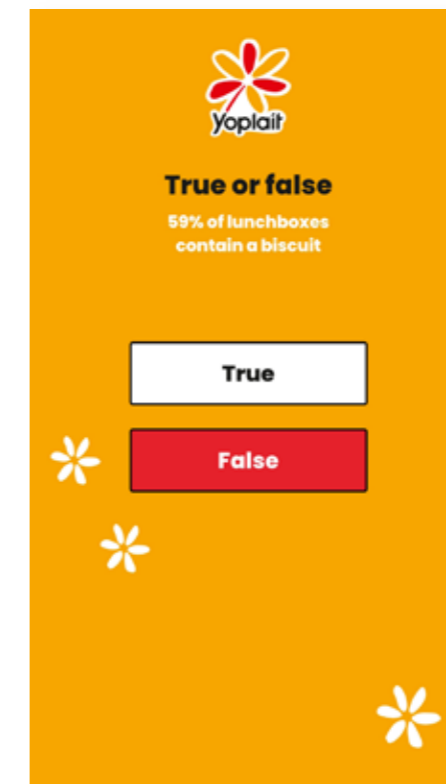
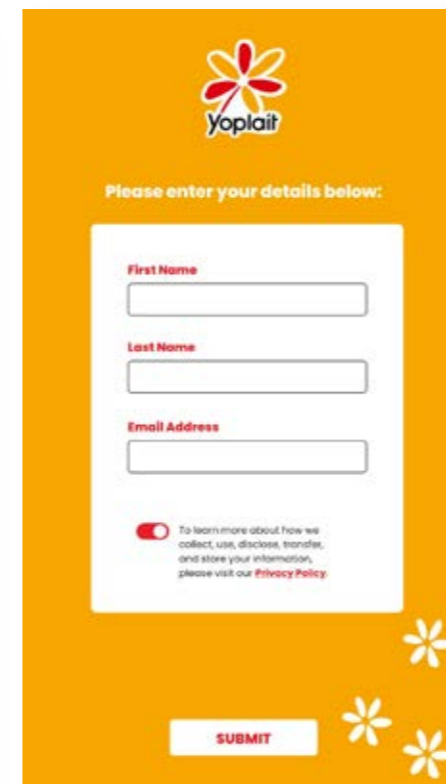
**Brief**

Design the graphics for a whole stand, including the panel graphics and game designs, following Hownow's brand guidelines and current campaign.

**Design**

Following a rough brief from the client, I designed all the graphics shown on the stand whilst following the company's brand guideline document and utilising the assets from their 'Cut the Fluff' campaign. Overall, I designed an interesting, welcoming and fun looking stand which represented the brand well and left the client feeling very pleased.



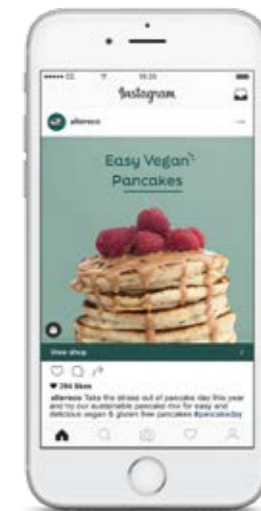


**Brief**

Design the graphics on a game for the globally recognised brand Yoplait.

**Design**

Whilst following Yoplait's brand guidelines I designed the graphics for this digital engagement, making use of the brand's assets as well as creating my own to dress the game and add interest to the designs.



**Brief**

Design a complete brand package, packaging and advertising for a high-end sustainable food brand.

**Design**

AlterEco has the full brand package, including a logo, brand guideline book website, social media, video advert, packaging and supermarket advertising.

The logo is simplistic and sophisticated, it speaks to the target audience and communicates the tone of voice. The simplistic, abstract flower and rounded sans-serif typeface gives the brand a modernist twist compared to the usual design that eco-friendly brands go for.

The website is an introduction to AlterEco and a source of information. The simplicity creates good UX and the clean and

creative design compliments the branding. <https://illuminategraphics.wixsite.com/altereco>

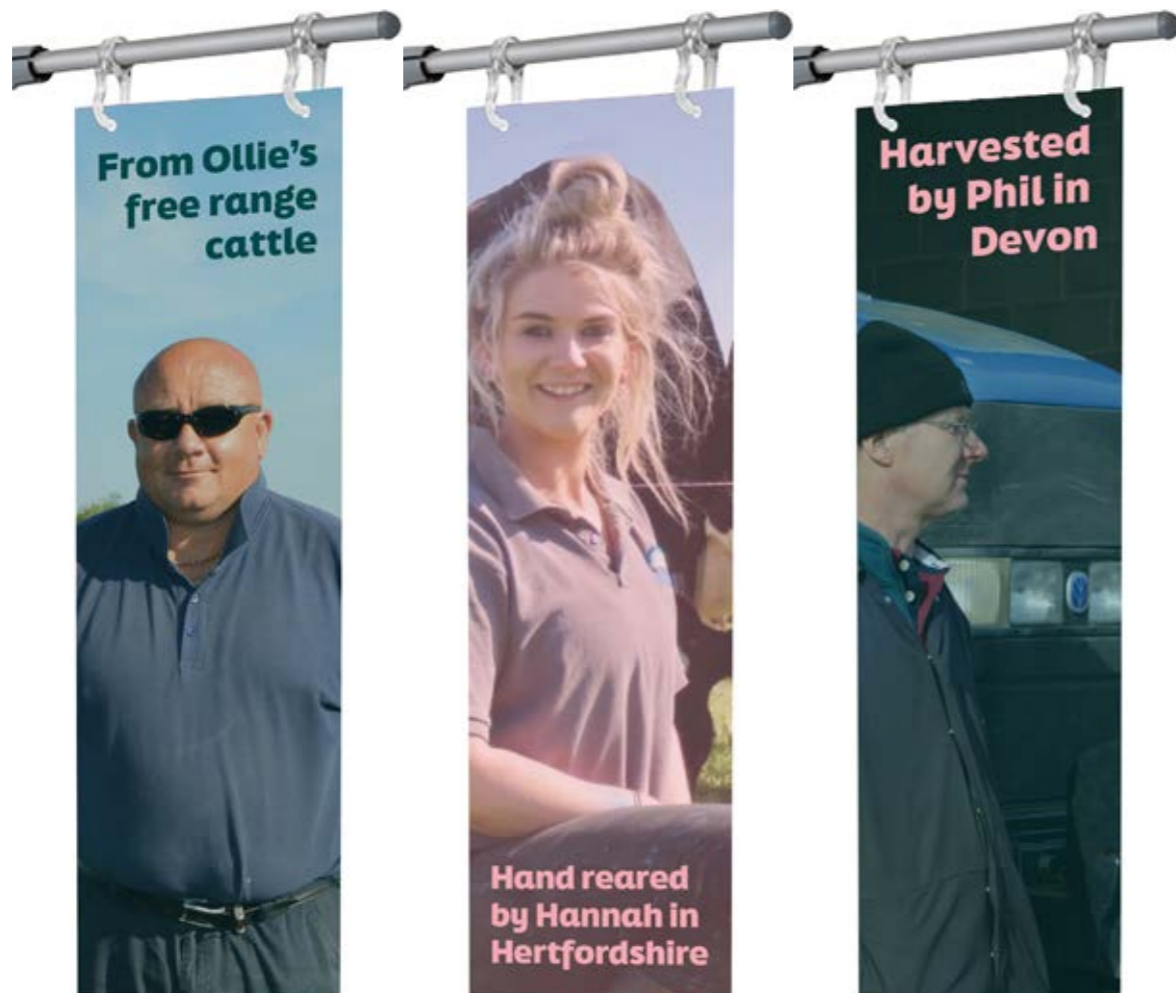
The social media posts mainly use the primary colour pallet and any photographs are edited to follow the brand colour pallet. The posts follow a sequence to ensure a clear and clean look overall. There are also posts for key food-based occasions throughout the year such as advertising pancake mix for pancake day.

The video advert advertises the brand and explains why people should shop with AlterEco. It informs the audience about why they're sustainable, where they can find the products, reviews and so on. There's a short and long version, with the long version being released first to inform and the shorter version used as a reminder. <https://youtu.be/driBxGku1OE>









AlterEco's modernist packaging is guaranteed to stand out in the market. The nostalgic look will allow the target audience to reminisce about their childhood with its inspiration taken from Sainsbury's own-brand designs from the 70's. The brand furniture is used to represent the product in an abstract way and the colours used from the brand's colour pallet represent the product.

AlterEco will take advantage of specific times of the year in order to boost sales and provide consumers with sustainable options. For example, pancake mix will be released on the run up to pancake day and Christmas dinner meal boxes will be sold at Christmas.

Vegetable boxes make buying fruit and vegetables easy and free of single use packaging. Consumers pick a small, medium or large box, fill it with any of AlterEco's range of fruit and vegetables and take it to the till to be scanned and weighed. Instructions will be displayed on

the boxes and on hanging signs over the fruit and vegetable sections.

Supermarket advertising will be used to tell consumers that the shop is stocking AlterEco's products and encourage them to buy the products. Hanging banners will be hung near the products in order to reassure consumers and create a personal connection. From the research, I found that people connected with people so displaying the farmers who produce the food will show the audience where the food comes from and establish trust.

Custom labels will be supplied with the name of the product, a description and our symbols. The most important symbol will be the sun which represents when a product is in season. When a product is in season, a label with the 'in season' symbol on will be used and when it's no longer in season, the label will be swapped for a label without the symbol on. This is to encourage seasonal eating, a key part to sustainable eating.





**Brief**

Design the panel graphics for a huge 14x10x6m exhibition stand for a next-gen technology company.

**Design**

These graphics were designed to look slick, professional and modern which was essential for the client to gain the trust of their audience at this show. It was essential to use my knowledge of designing large-scale graphics for this project due to the impressively large size of this stand.





**Brief**

Design a brand package for a luxury animal portrait product company which look friendly, high-end and professional.

**Design**

The overall look of this brand represents the products that the company sells which feature clean, vibrant designs, predominantly on white backgrounds. The script, signature-like typeface used for the logo gives the brand a luxurious feel whilst representing the craftsmanship that goes into drawing each animal and printing every product. The added heart shape detail not only represents the business' name, it also adds to the friendly feel of the brand and represents the love that goes into each product. The rest of the brand assets follow the same design rules, predominantly using the white and teal brand colours and utilising the company's hand-drawn animals where possible to add to the advertising.





- Introduction  
Get a taste of this  
01-04
- Chapter one  
Going back to the past, the rise of the silent salesman  
05-18
- Chapter two  
Present day designs and how they persuade  
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# Going back to the past, the rise of the silent salesman

Chapter One.

**W**elcome to the world of food and drink. From where we humans began to eat, we've been eating, and we've been eating well. This chapter will explore the evolution of food packaging from the past to the present. We'll investigate where we came from and how we got to where we are today. We'll explore the evolution of food packaging, from the early days of simple, functional packaging to the modern, sophisticated packaging we see today. We'll also explore the role of the 'silent salesman' in the evolution of food packaging.

**16000 BC** The first water well sufficient

**7000 BC** Glassmaking begins

**4500 BC - 134 BC** Egyptians begin to industrialize

**1300 AD** Tin plating was discovered in Britain

**1800's** Chimes invented cardboard

**“A shop keeper now replaced with a ‘silent salesman’”**

**1850-1900** Increase in transported goods

**1860** Commercial foils enter the market

**1860-1870** The Great Depression

**1930** America's first supermarket

**1918-1919** World War Two

**1940-1950** Increase in single use foils

**1948** Britain's first supermarket

The past food industry was a mix of different retailers, from the local shopkeeper to the large department store. The local shopkeeper was the 'silent salesman' who sold the goods to the customer. The department store was the 'silent salesman' who sold the goods to the customer. The evolution of food packaging was driven by the need for better packaging that could protect the goods and make them easier to handle.

**WUNDER PLANT BASED NOT MILK ORIGINAL 950ml**

**1950-1960** Increase in transported goods

**1860** Commercial foils enter the market

**1860-1870** The Great Depression

**1930** America's first supermarket

**1918-1919** World War Two

**1940-1950** Increase in single use foils

**1948** Britain's first supermarket

It strikes me that we have now come full circle. With the internet you effectively get the same service that you got in the early 20th century.

**2020** Estimated 470 billion additional sales from home deliveries

**2020** Multinationals and supermarkets aim to reduce plastic packaging by 30%

**2025** Multinationals target to reduce plastic use by 30%

**“It strikes me that we have now come full circle. With the internet you effectively get the same service that you got in the early 20th century”**

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**Brief**

Design a book for a manuscript about the evolution of own-brand food packaging. It must display strong editorial skills throughout in order to clearly display text and image whilst representing the theme of packaging and change over time.

**Design**

I really enjoyed the task of laying out this 84 page editorial piece which consisted of both image and text. As the manuscript was about food packaging, I decided to get creative with the front cover and

design a tuna tin with the book's title and author's name. The packaging topic was shown throughout with the use of a cellophane wrap texture which overlaid the cover, contents and title pages. I delved deeper into the 'evolution' side of the text by including a timeline which ran throughout, giving the reader a quick snapshot of how the packaging industry has developed. The events on the timeline are taken from key points which are mentioned in the text as well as some other key events of the time which will help the reader to put the events into context.



1839  
Lithographic printing was developed

1872  
First commercial handboard was introduced

1928  
First photographic image produced

1937  
Coca-Cola and most fast-food logos are in blue

1946  
First photographic image produced

1954  
Coca-Cola and most fast-food logos are in blue

1964  
First photographic image produced

1974  
Coca-Cola and most fast-food logos are in blue


1984  
First photographic image produced

1994  
Coca-Cola and most fast-food logos are in blue

2004  
First photographic image produced


2014  
Coca-Cola and most fast-food logos are in blue

2024  
First photographic image produced



# MINT main.

Quosque tandem abutere, Cutilina, potius in nostra te tuus cludet! quem after CONSTANTINOPLE: 4153 4567890




# Persuade

## Chapter Two.

1974  
The beginning of color television era

1984  
First photographic image produced

1994  
First photographic image produced

2004  
First photographic image produced

2014  
First photographic image produced

2024  
First photographic image produced

# The new, old way to gather your groceries

Three.

2024  
ASDA installs refill stations in stores

**T**he future of grocery retail packaging lies in the concept of refill stations. These are designed for consumers who want to reduce their plastic footprint. The stations offer a range of products, from household cleaning to personal care. The concept is simple: customers bring their own containers and refill them at the station. This reduces waste and saves money. The stations are located in the aisles of the store, making it easy for customers to find them. The concept is being tested in several stores, with positive results. Customers are embracing the idea, and the stations are proving to be a popular addition to the store. The concept is being expanded to more stores, and it is expected to become a standard feature of grocery retail in the future.

“It is not a good use of our planet's limited resources to recycle or throw away a perfectly good plastic or glass bottle or container.”

2022  
All of Aldi's own-brand packaging aims to be recycled, reused, or composted

2022  
Morrisons wraps up by 2025 with 100% own-brand milk

April 2022  
Tesco's packaging to be 100% recycled

More than the obvious benefit of saving the planet, all packaging companies are looking for ways to reduce their carbon footprint. For example, M&S and Morrisons packaging now uses 100% recycled paper. This is a good use of resources and helps to reduce the environmental impact of the company. The use of recycled paper is a positive step towards a more sustainable future. It shows that companies are taking responsibility for their actions and are working to reduce their carbon footprint. This is a good example for other companies to follow. The use of recycled paper is a simple but effective way to reduce the environmental impact of a company. It is a step towards a more sustainable future and is a positive sign for the industry.



Throughout the history of packaging, there has been a constant search for the perfect material. Glass and plastic are two of the most common materials used. Glass is a natural material and is recyclable. Plastic is a synthetic material and is also recyclable. However, plastic is not biodegradable and can take a long time to decompose. This is a problem for the environment. The use of glass is a more sustainable option. It is a natural material and is recyclable. It is a better choice for the environment. The use of glass is a positive step towards a more sustainable future. It shows that companies are taking responsibility for their actions and are working to reduce their carbon footprint. This is a good example for other companies to follow. The use of glass is a simple but effective way to reduce the environmental impact of a company. It is a step towards a more sustainable future and is a positive sign for the industry.



“All is fair in love and war”



2022  
All of Aldi's own-brand packaging aims to be recycled, reused, or composted

2022  
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# How do you like them apples?

55 per cent of shoppers preferred supermarket own brand products to leading brands





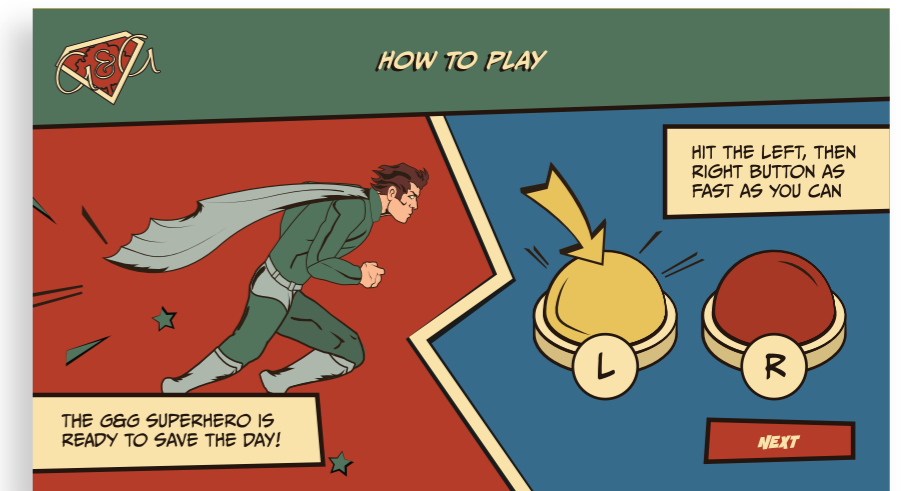
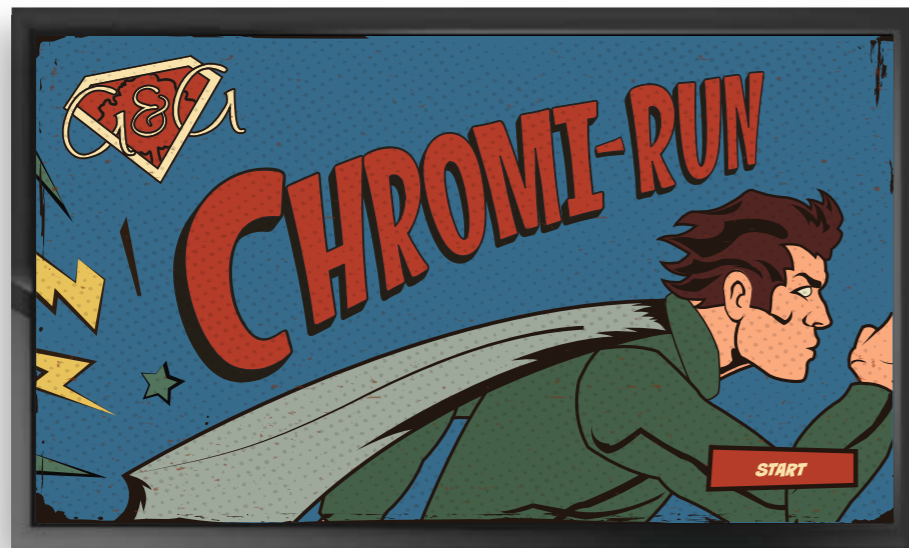
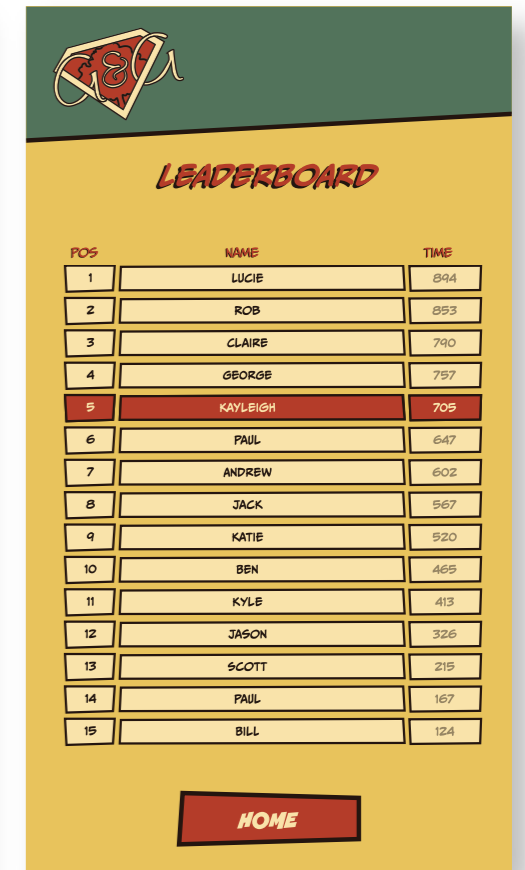
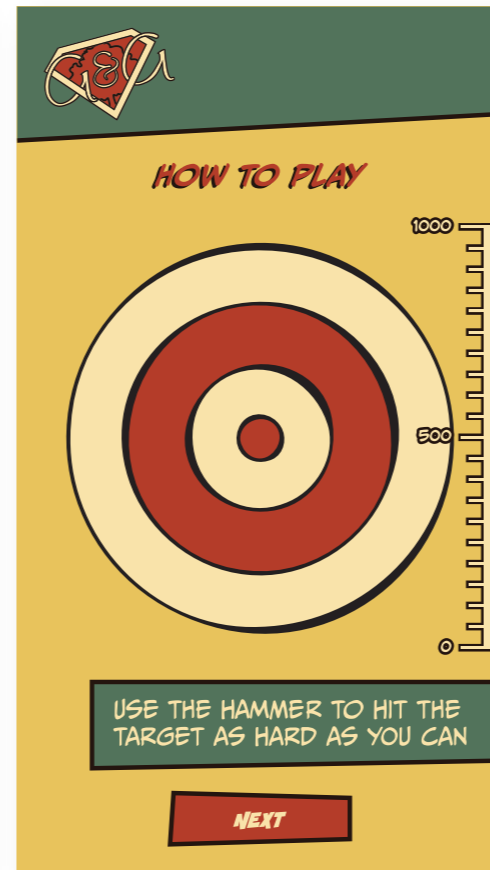
**Brief**

Design attention-grabbing physical and digital graphics for a stand using a retro superhero comic book theme.

**Design**

Designing the graphics for such a fun stand was a joyous project throughout. The process included discussing the client's desired outcomes, researching inspiration, pitching moodboard presentations, sketching out some ideas, creating and designing the graphics (including all the small details) and lastly, presenting the final outcomes which the client loved.





**Engagement Focus**

Once the stand graphics had been signed off, it was time to make a start on the digital designs. This particular stand had three engagement screens which allowed me to carry the theme throughout multiple outcomes.



**LUXE BLENDER**  
Cruelty Free Luxury Makeup Tools

- Cruelty free & vegan
- Suitable for sensitive skin
- Creates less product wastage
- Hygienic, antibacterial & easy to clean
- Luxuriously soft & multi use
- Allows you to 'Build, Blend & Bake'
- Used and approved by MUA's

@TheLuxeBlender

12 Piece Complete Set - £45  
5 Piece Face Set - £28  
7 Piece Eye Set - £25

Blender tools to IG @TheLuxeBlender. You'll receive your discount code & we'll be choosing our favourite content to feature on the feed. Here's what we're looking for:

Neutral background, clear & well lit. Feel free to get creative, beautiful styled flat lays, selfies, tutorials, reviews & videos are all welcome.

We can't wait to see your beautiful flawless faces!

Blender - £1099  
Blender & Holder Bundle - £15  
Blender Trio Set & 1 Holder - £30



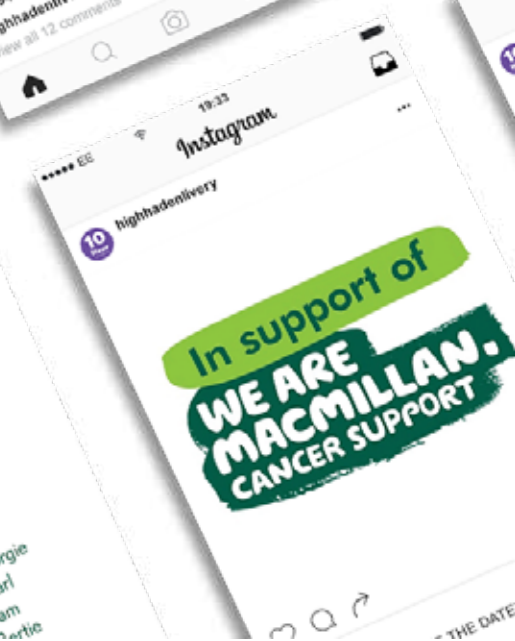
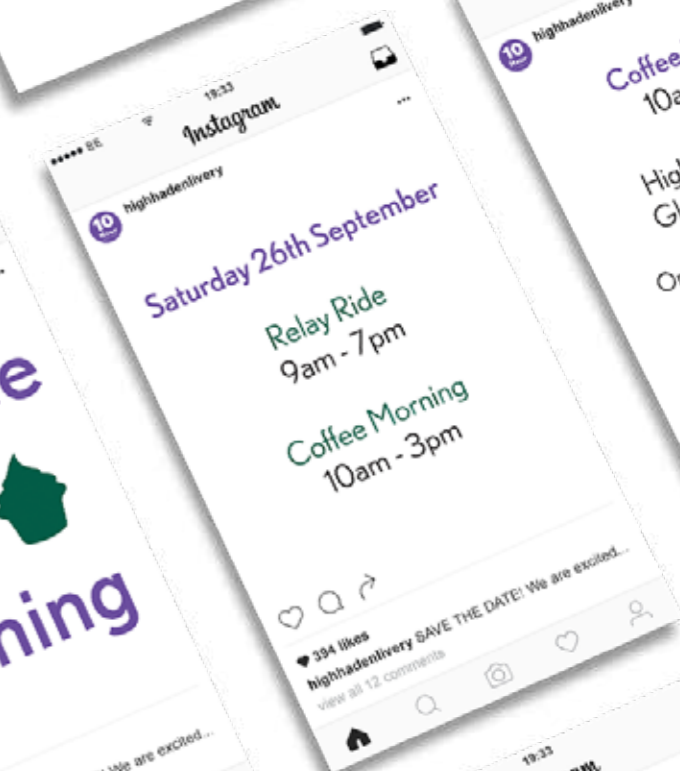
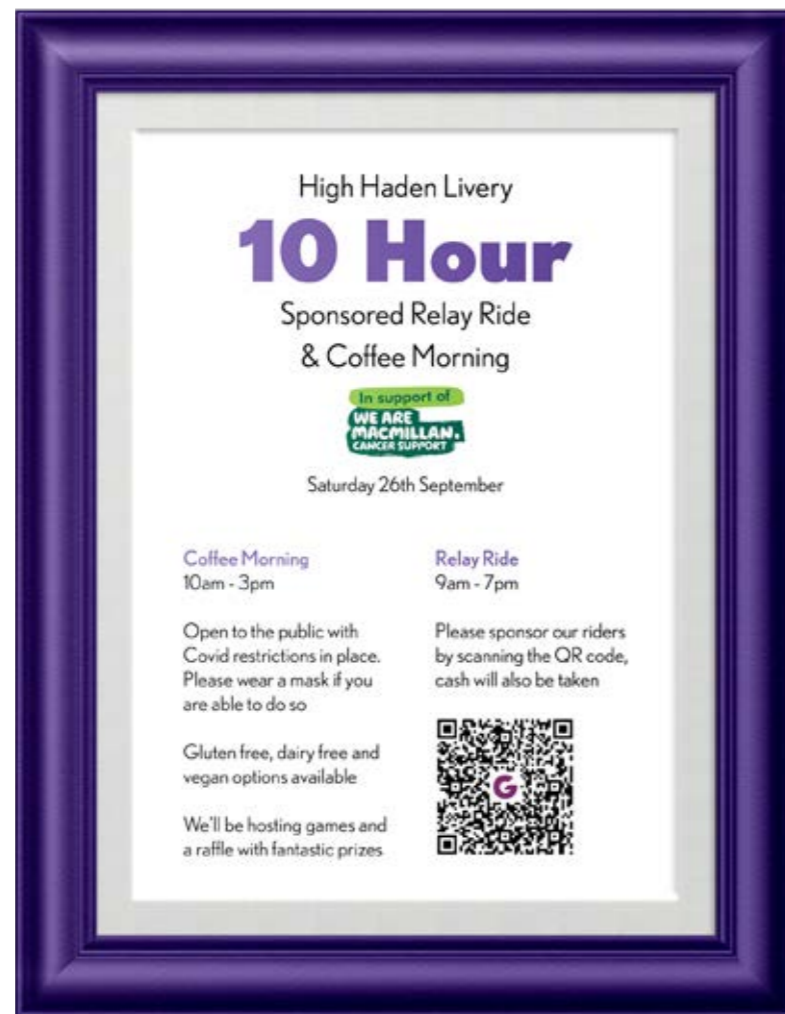
**Brief**

Design some luxury packaging for Luxe Beauty, including a box for their products, a 'thank you' card and some packing tape for all of their parcels.

**Design**

The use of white and nude skin colours represented this makeup company well, with the gold foil effect adding a luxurious feel across each design. The mixture of serif and sans-serif fonts match the logo to keep the brand image consistent.





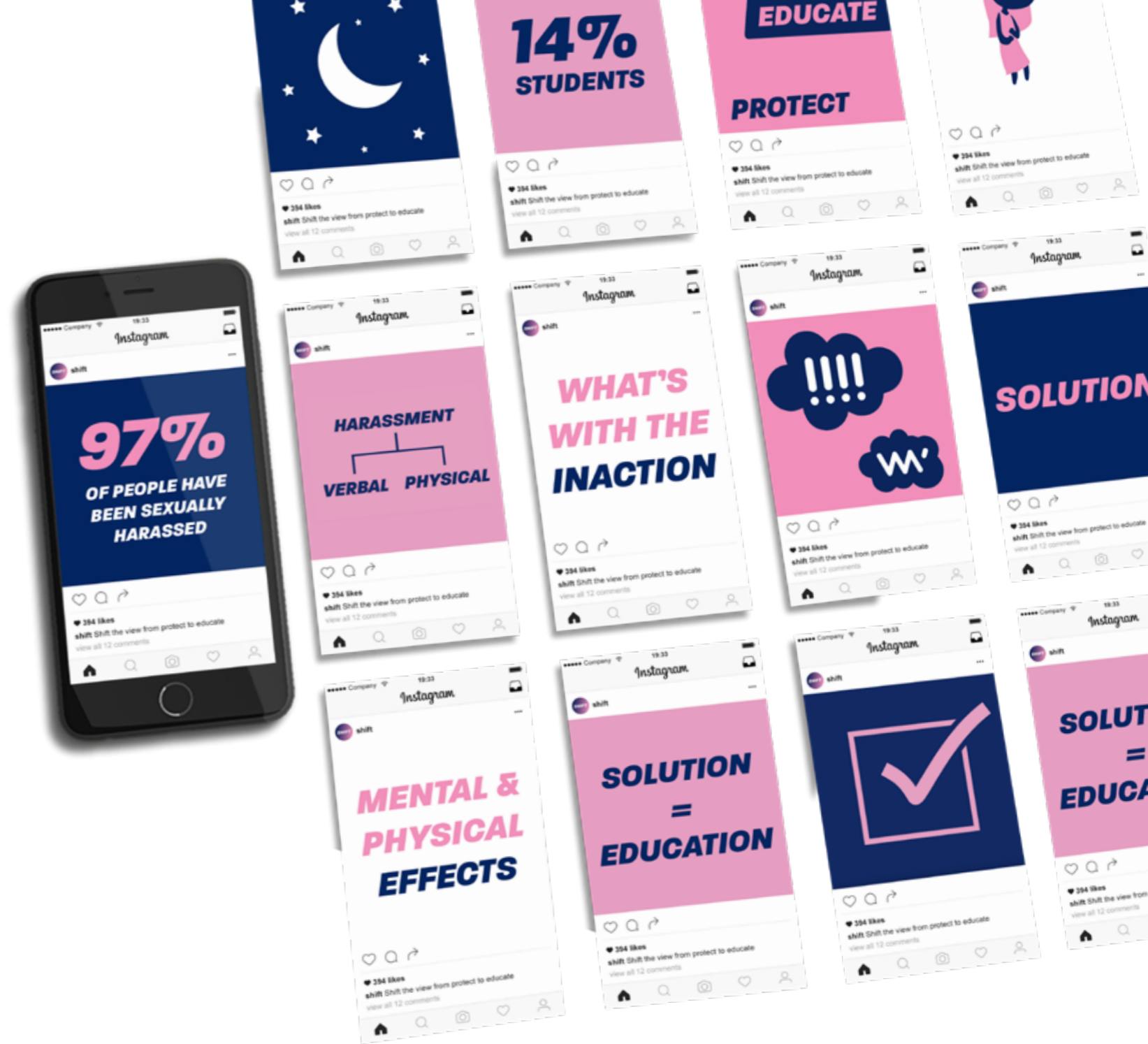
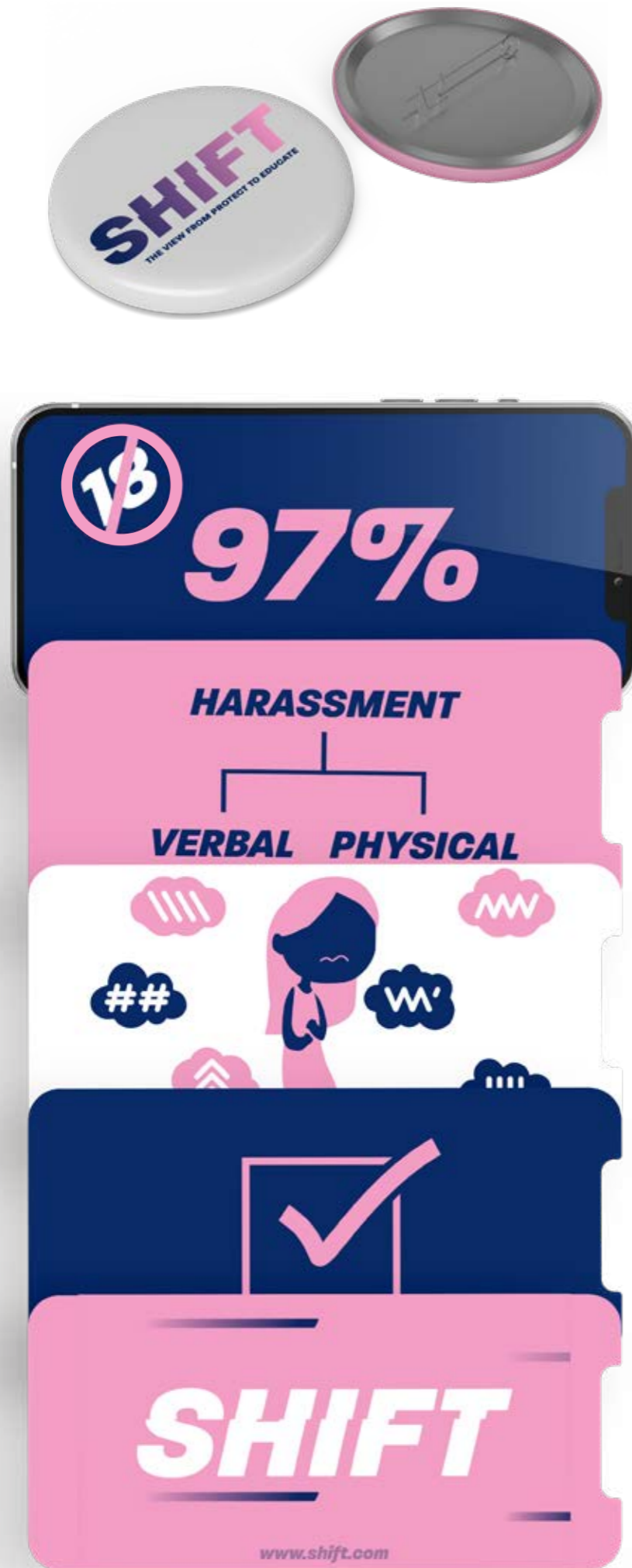
**Brief**

Design some advertising for a charity fund raising event that will cover various touch points including posters, social media and clothing for the volunteers.

**Design**

I organised this fund raising event after a large group of friends and I lost a friend to cancer. I felt really passionate about this project because I have a strong connection to charity work. The friend's favourite colour was purple so I chose that as the primary colour, with Macmillan's two shades of green as the secondary colours because that was the cause they were raising money for. The chunky typeface is attention grabbing and friendly.





### Brief

Create a brand that tackles an issue that you feel passionate about.

### Design

Shift is a brand that aims to stop sexual harassment by getting schools to insert the subject into the curriculum. The logo portrays the word 'shift' by showing movement with the split between the top and bottom and the italicised text. The pink represents the strong female audience whilst the added navy colour avoids excluding any other genders or assuming that all women like pink. Badges will help raise awareness and any profits will fund the campaign.

They'll make the most impact when students wear them at school as it will encourage the school to look into Shift's campaign and introduce sexual harassment lessons into the curriculum. Many of the campaign's target audience will use social media platforms such as Instagram so having an account will help raise awareness. The video uses vectors and typography to illustrate the message in the hand written poem. It's very emotive, mainly due to the voice recordings from different female actors reading over the top, which will instigate change. <https://youtu.be/aXIYGk2UONs>



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