



**Hi, I'm Steph.** I'm studying graphic design at AUT.

We do all the stuff you'd expect including poster, publication and identity design, but AUT students also work with animation, video, photography, painting, design theory, book-making, relief & screen printing, 3D printing, web/app design, the list goes on.

When I enrolled, I knew I loved design, but I was worried because there were other areas I wanted to explore in the future. However, studying at AUT has equipped me with the tools I need to branch out into a variety of creative fields. It has liberated, rather than limited me, and I would recommend this course to any artistic soul.

Here's a sample of some of the projects I have worked on.

# PUBLICATION DESIGN.

**SECTION ONE**

**DESIGN STATEMENT**

In Section One I have based my text compositions on the words of Robert Bringham.

*"Typography is the craft of endowing human language with a durable visual form."*  
-Robert Bringham, The Elements of Typographic Style

Composition is used to give the text a voice. It allows the reader to experience the words in a visually interesting way that still feels natural.

**TYPOGRAPHY SERVES A DUAL PURPOSE.**

Firstly, to convey information, it must be accessible, this is its practical function. Secondly, it must be expressed in a form and manner that complements, clarifies or amplifies the content; this is its poetic function.

The aim of the Shape of Texts section is to explore space as a primary factor in the visual organisation of paragraphs of text, and to develop a consistent visual language that relates a pair of different kinds of texts.

**INTRODUCTION**  
**SHAPE OF TEXTS**

**FINAL THREE**

*You're not. It's a day's work just looking into them.*  
-Your eyes!

*For he intended what he said and drew the ribs of Paradise.*  
-For he intended what he said and drew the ribs of Paradise.

**IT TANGO KUBLA KHAN**

**Stage Three**

I used a similar layout to the Stage Two final, but was able to reduce the amount of text, create shapes and add colour. Previously I focused on the last two lines of each text so that they cut the text and simply used these words to put across the meaning. I created a slight differentiation by making the last line bold. The square shapes on the right draw the viewer to the words and help anchor them within the space. I accentuated the title by increasing the font size and adding colour. I removed the distracting quotation marks and author name. By cropping the title and using a lower percentage of colour in one area, the viewer focuses more on the text at the top.

**RATIONALE**

**SHE SAID:**  
*It looks.*  
Don't you think it looks a lot like rain?

---

**SHE SAID:**  
*It's hard. It's just hard.*  
It's just kind of hard to say.

---

**SHE SAID:**  
*It goes. That's the way it goes.*  
It goes that way.

---

**SHE SAID:**  
*It takes. It takes one.*  
It takes one to know one.

---

**SHE SAID:**  
*She said it. She said it to no. She said it to no one.*  
Isn't it.  
Isn't it just.  
Isn't it just like a woman?

**HE SAID:**  
*Isn't it. Isn't it just.*  
Isn't it just like a woman?

---

**HE SAID:**  
*Isn't it. Isn't it just.*  
Isn't it just like a woman?

---

**HE SAID:**  
*Isn't it.*  
Isn't it just like a woman?

---

**HE SAID:**  
*Isn't it.*  
Isn't it just like a woman?

**YOUR EYES:**  
*It's a day's work to look into them.*

**YOUR EYES:**  
**IT'S A DAY'S WORK JUST LOOKING IN TO THEM.**

**IT TANGO**  
Laure Anderson

**SUBJECT PROFILE**

**THE ART OF CONVERSATION**

**DON'T:** mangle your words, or smother them, or swallow them. Speak with a clear enunciation.

**DON'T:** be over-careful. Do not let your dignity be disturbed occasionally by a mistake.

**DON'T:** pronounce improperly. Under carefully to the pronunciation of common people, and speak in accordance.

**DON'T:** mix it with "ah! ah! voo, and what a nice horse. Cultivate a dignified, calm, unobtrusive, quiet tone.

**DON'T:** adopt the common habit of saying something fairly that changes to a little odd or strange. You can only do right and when the occasion is near.

**DON'T:** use names for the "should" and "ought" to go with you. It is neither good English nor good sense.

**DON'T:** use meaningless exclamations, such as "Oh, my!" "Oh, dear!" etc.

**DON'T:** ask questions of strangers in a commonplace way. Young women should be especially courteous to strangers, and they should be courteous and obliging.

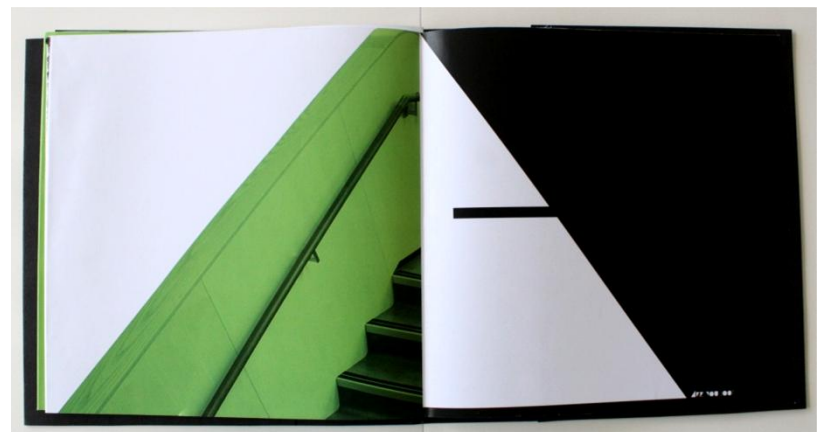
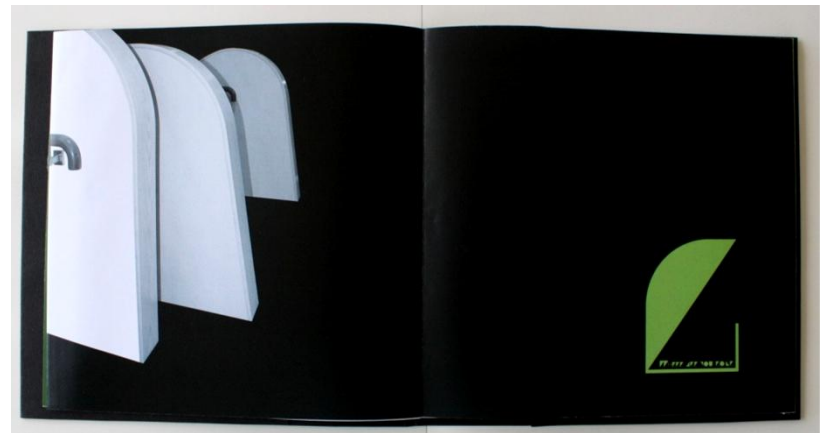
**DON'T:** use the word "please" too much. Say, "Will you, please, oblige me," or something equivalent.

**DON'T:** follow a custom of grammatical impropriety in a way to cause a man of culture to pay more to anything of the kind, and to occasionally meet with the hearing of other persons.

**DON'T:**

**A Manual of Mistakes & Improprieties more or less prevalent in Conduct and Speech. Circa 1880.**





# FEAR

IN ORDER TO SUCCEED, YOUR  
**DESIRE**  
FOR SUCCESS  
SHOULD BE  
GREATER  
THAN YOUR  
**FEAR**  
OF FAILURE.

-BILL COSBY

# ENVY

ENVY COMES  
FROM PEOPLE'S  
IGNORANCE OF,  
OR LACK OF BELIEF IN,  
**THEIR OWN  
GIFTS.**  
Jean Vanier

THE IMPORTANT THING  
IS NOT TO STOP

QUESTIONING

**Curiosity**  
has its own reason  
for existing.

Curiosity

**FRIENDSHIP**  
FRANCOIS DE LA ROCHEFOUCAULD

However rare  
it is, less so than  
**TRUE LOVE**  
**TRUE FRIENDSHIP.**

**Indignation**  
WIKIPEDIA

Moral indignation  
in most cases is  
2% more, 43%  
indignation and

# 50% ENVY

# Pity

Langfor Aniston

Do I have my days when I've thrown a little  
**PITY PARTY**  
for myself? **Absolutely.**

**ANGER**  
THOMAS JEFFERSON

**WHEN  
ANGRY**  
COUNT TO TEN  
BEFORE YOU SPEAK.

**IF VERY  
ANGRY,**  
COUNT TO  
ONE HUNDRED.

Kindness

Carry out a random act of  
**KINDNESS**  
with no expectation of reward,  
safe in the knowledge that one day  
*someone might*  
**DO THE SAME  
FOR YOU.**

PRINCESS DIANA

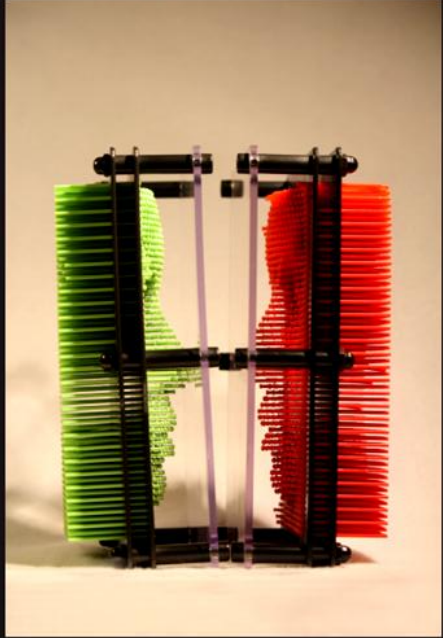
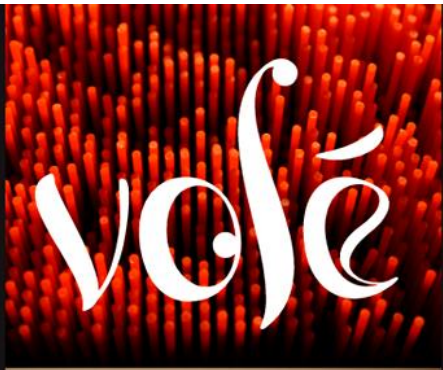
**PHOTOGRAPHY.**







EXHIBITION  
SEPT. 2014



EXHIBITION  
SEPT. 2014

# IDENTITY DESIGN.



A 64 Peter Buck Rd  
New Windsor  
P 09 828 6290  
W phi.org.nz

Whanau tupu ngatahi - Families growing together



# APP ICON.



**Mr. History**

**“I have a dream”**  
- Nicki Minaj

Mr. History

Free research App for iPhone.  
Get your facts straight.

**“Let them eat cake”**  
- Bob Marley

Mr. History

Free research App for iPhone.  
Get your facts straight.

**AD POSTER (1930'S STYLE).**



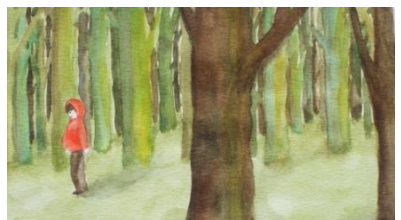
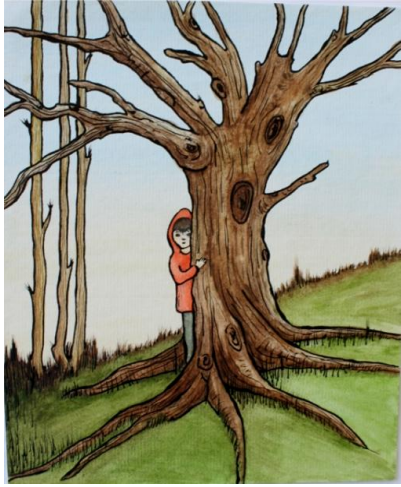
**YOUR FAMILY DESERVES THE** *best quality* **IN THE COUNTRY**

A vintage-style advertisement for Kirkpatrick's Raspberry Jam. The central graphic is framed by a white border with a black dashed line. At the top, a dark blue banner contains the word 'buy' in red, followed by 'KIRKPATRICK'S' in white, bold, serif font. Below this is a red circle with a white 'K'. Underneath, 'FRESH FRUIT' is written in blue, bold, serif font. The word 'Raspberry' is in a red, cursive script, and 'JAM' is in large, red, bold, serif font. To the right is a can of the jam with a label that matches the central graphic. At the bottom of the graphic is another illustration of raspberries and green leaves.

**buy**  
**KIRKPATRICK'S**  
**'K'**  
**FRESH FRUIT**  
*Raspberry*  
**JAM**  
FRESH **'K'** FRUIT  
**JAM**  
RASPBERRY

**GUARANTEED PURE AND HEALTHY! FROM NELSON**

# ILLUSTRATION.



# BOOK MAKING.



# A1 INFOGRAPHIC POSTER.

