
DIGITAL PORTFOLIO
Graphic design

Will McLellan

BRAND EXTENSION

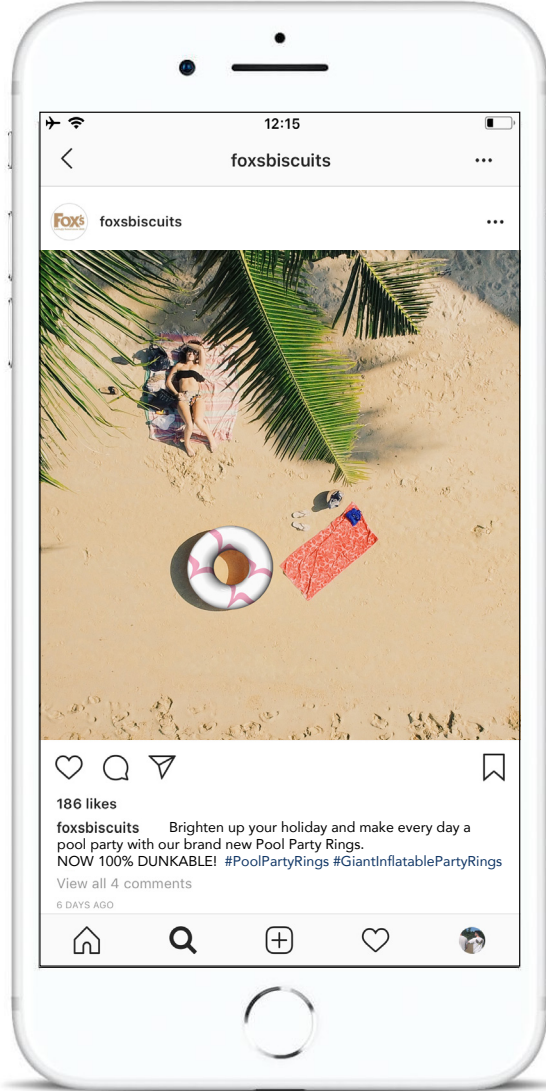
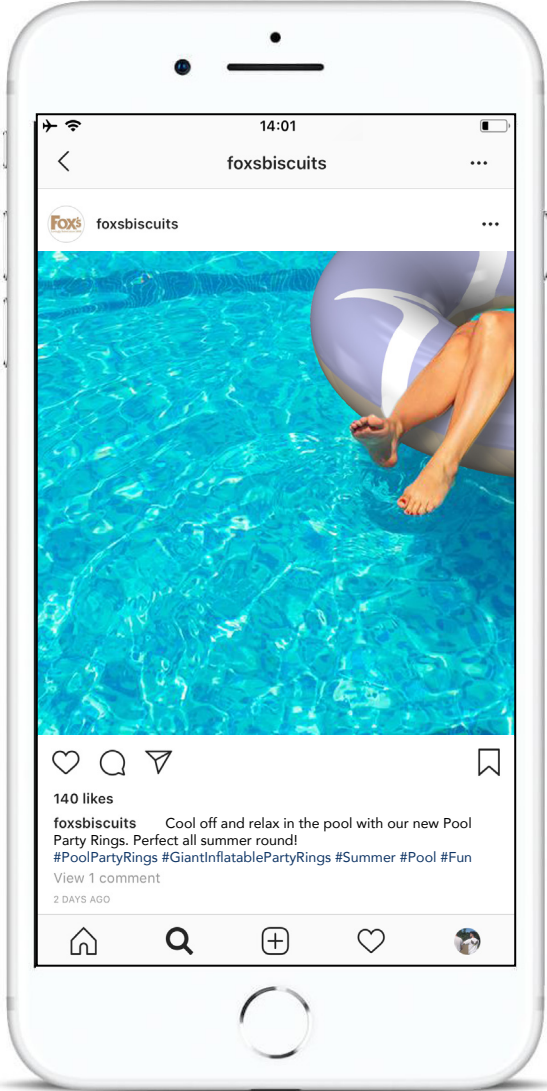
'Design a new range of products for an already existing brand.'

Primary based on visual connections, my idea for a new product line was Pool Party Rings.



BRAND EXTENSION

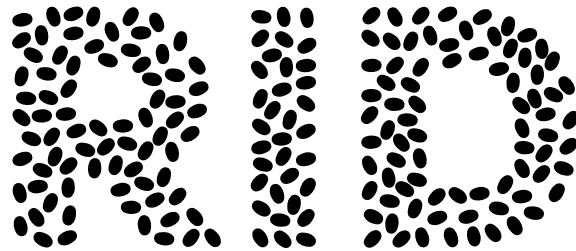
Some examples of how the new product would be advertised on social media in a way that would most appeal to the brands audience, using a friendly tone of voice.



BRANDING

'Create the brand identity for a pest control firm.'

RID is an insect elimination specialist. The small shapes making up the logo are designed to look like swarms of bugs, being contained within the type, showing control.



PEST CONTROL

BRANDING

RID Bold. A custom typeface extended from the brand logo.

A B C D E F

G H I J K L M

N O P Q R S T

U V W X Y Z

BRANDING

Some of the brand applications consist of a heat sensitive mug and a company van. To the right is an example of how the RID services may be advertised as either print or digital.



BRANDING

RID stationary set. When all pieces are connected, what appears to be a trail of ants forms on the reverse.



BRANDING

Concept designs for a RID product range, using a more wild and abstract version of the typeface showing a lack for control before the product is purchased and used. I found this minimal style was a nice contrast to competing brands.



ONE-WEEK PROJECT

'Design a set of envelopes for the English Table Tennis Association.'

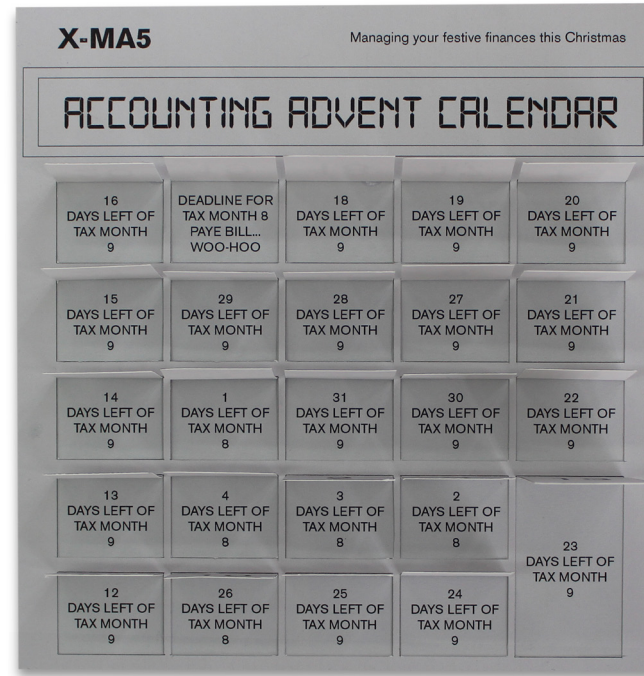
Two envelopes sent out by the association that come together to form a table tennis table (not to scale).



ONE-WEEK PROJECT

'Create an advent calendar for an accountancy firm.'

The calendar is designed around the stereotype of accountants being seen as rather boring and always focused on tax deadlines (even during the Christmas period).



ART DIRECTION

'Create a cover of The Guardian Weekend magazine based on a the Queen and the war against plastic.'

In teams we were assigned a photographer who we worked with on studio lighting, the direction of the shoot and grading the produced images. The final cover and headline was selected as it best fit The Guardian's style and summed up the article nicely.

The final straw

Queen waves cheerio to single use plastics in the palace

19.05.19
Weekend



The
Guardian

ART DIRECTION

This contact sheet show some of the various props and backgrounds we experimented with during the photo shoot.



EDITORIAL

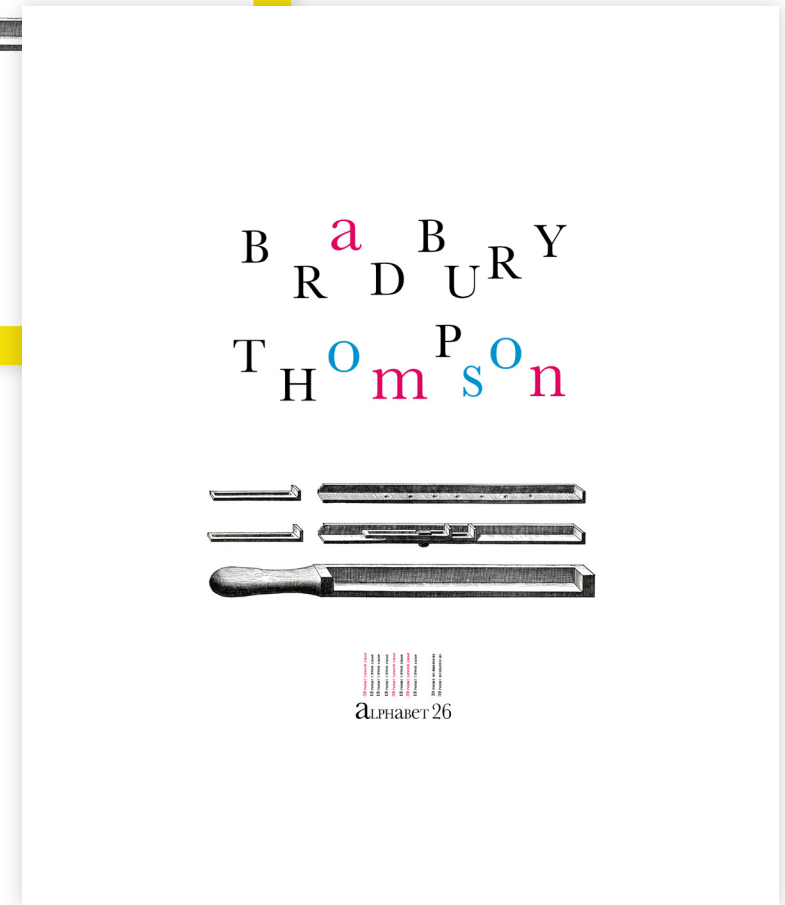
'Design a limited edition magazine displaying the work of an influential designer.'

The designer I selected was Bradbury Thompson, most well known for his use of the CMYK colour palette and experimental magazine layouts.



EDITORIAL

For the magazine cover I printed onto a tracing paper sleeve so as it's opened the artists name is revealed, along with a key piece of his work.



COMPETITION BRIEF

‘Design a limited edition KFC bucket to promote sharing.’ -YCN

My idea for this brief was ‘Things people do before kicking the bucket’. The bucket list theme is a conversation starter for people sharing a meal.

The bucket list layout was inspired by the Blackpool comedy carpet, using American wood block type closely.

BUNGEE JUMP
FROM THE
NEVIS CANYON

EXPERIENCE WEIGHTLESSNESS
ON A
ZERO GRAVITY PLANE

BIKE
JUMP
THE
GRAND
CANYON

★ **CLIMB** ★
MOUNT
EVEREST

WALK A
TIGHTROPE
BETWEEN 2
SKYSCRAPERS

SCUBA DIVE DOWN TO
THE GREAT BARRIER REEF
IN AUSTRALIA

WINGWALK
ON TOP OF A
BOEING STEARMAN
BI-PLANE

VISIT
AREA 51

CLIMB DOWN THE
CAVE OF CRYSTALS IN
NORTHERN MEXICO

== **RIDE A** ==
BARREL OYER
NIAGARA
== **FALLS** ==

PLAY BLACKJACK
IN LAS VEGAS

PAN FOR
GOLD
IN
CALIFORNIA

RIDE AROUND THE WORLD IN A
HOTAIR BALLOON SEEING
ALL THE CONTINENTS

TAKE A
SUBMERSIBLE
DOWN TO THE
TITANIC

EXPLORE THE HAUNTED
CATACOMBS
IN PARIS AFTER DARK

FEATURE IN A
HOLLYWOOD
MOVIE

BREAK A WORLD RECORD

FREEFALL
FROM
12000
FEET

RIDE THE WALL OF DEATH
AT CONEY ISLAND



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Thanks for looking