

The word "Highlight" is rendered in a bold, black, serif font. The letters are set against a bright yellow background that is shaped like a trapezoid, tapering from left to right. The top edge of the yellow shape is slightly irregular, with small black dots above the 'i' and 'l' characters. The bottom edge of the yellow shape is a straight horizontal line.

Highlight

PORTFOLIO OF WORK

The UNION

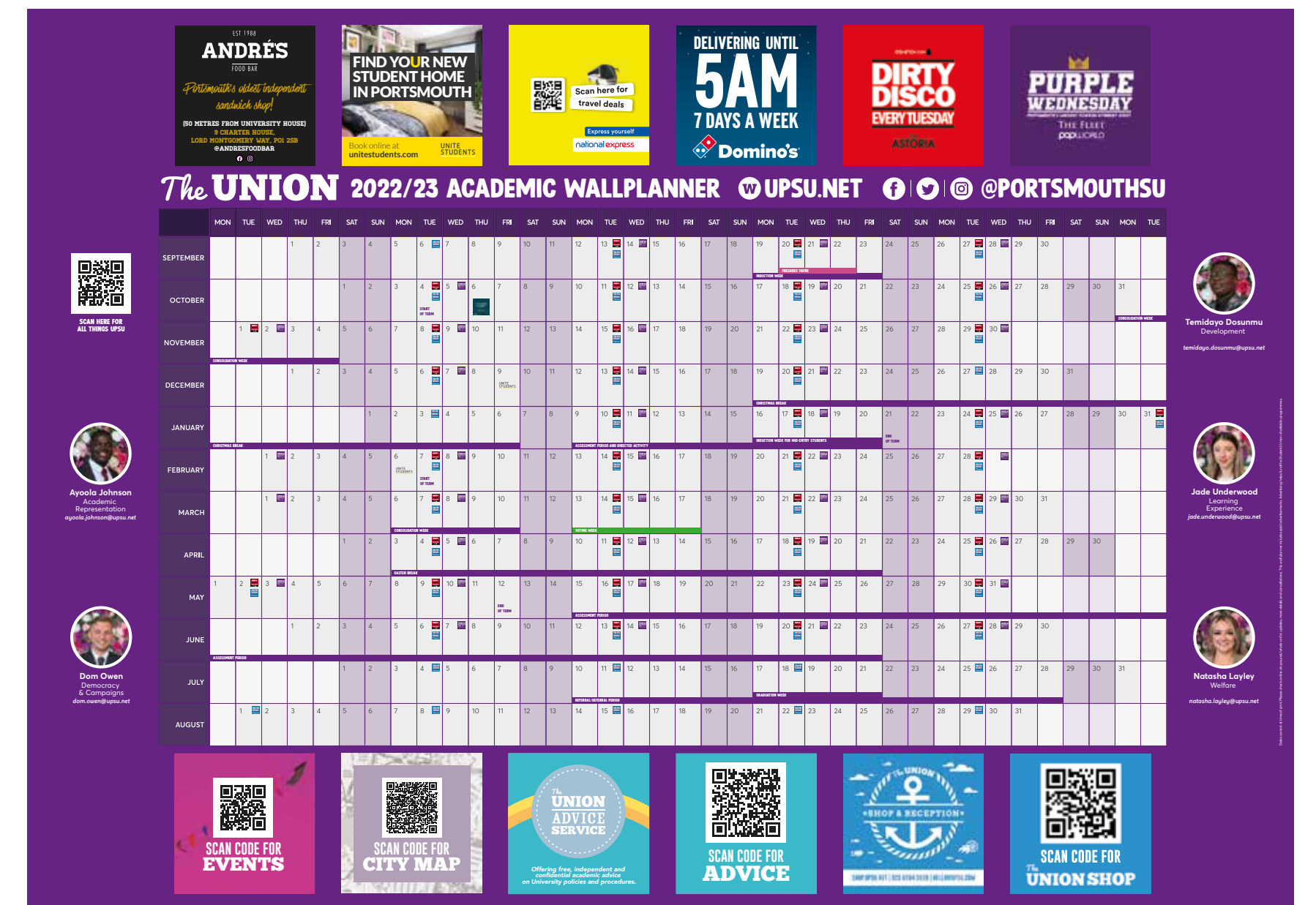
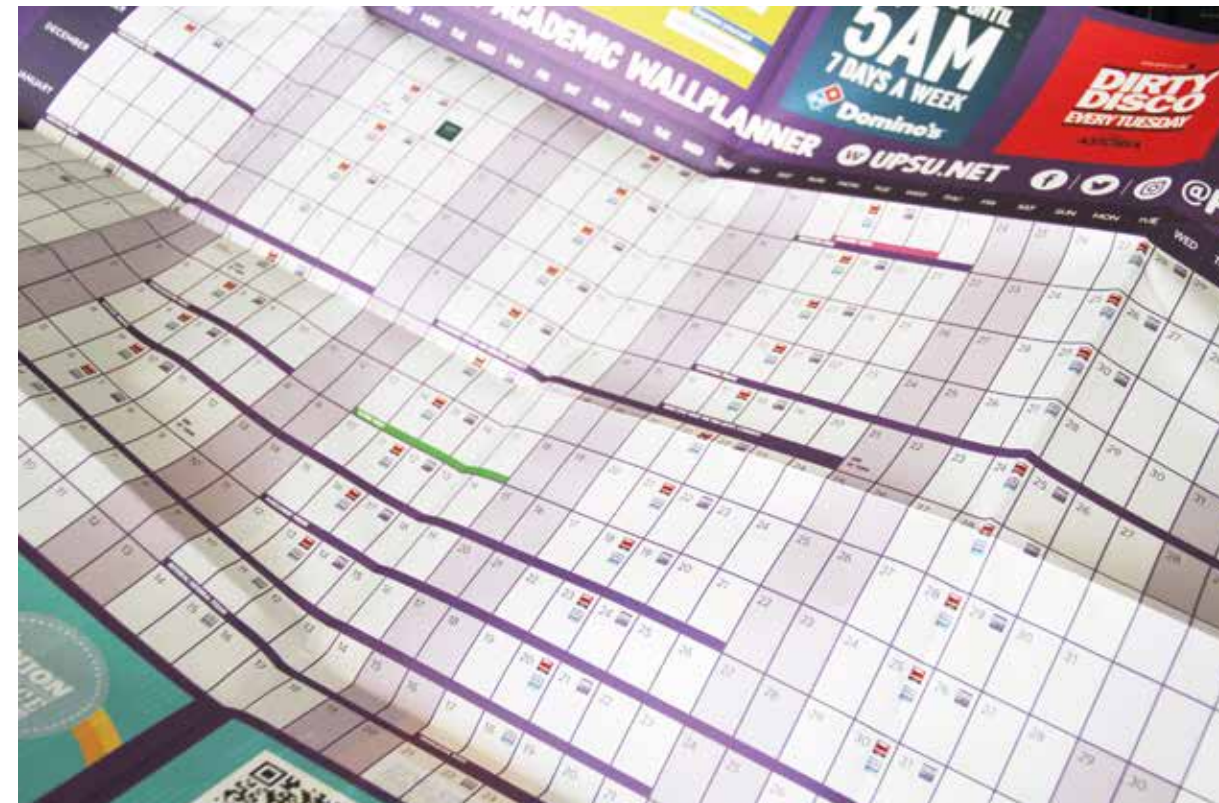
During my time at the University of Portsmouth Students' Union, I have worked on a vast array of projects, including; Brand development and guardianship, managing the in-house marketing team, development of all visual identity, all the way from small social media campaigns, to large-scale events, like Freshers' Fayre. The following pages include some of my favourite achievements...

Union Guide/Wall-Planner

Every year, the Union works hard to develop their yearly prospectus - a key promotional tool to tell incoming, perspective and existing students about all the work the Union does.

Every year, we are faced with the same challenges; production costs and time, what messaging and copy to include, size of the document, form and function. The key question being "How do we move this from ephemera to something that people want to keep?"

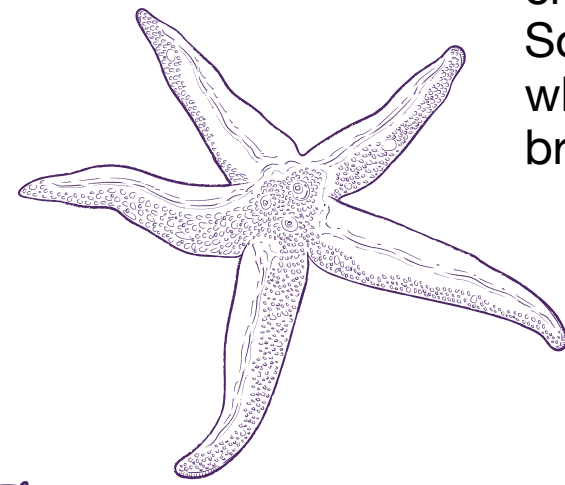
This particular year, I merged the existing student calendar with the guide, to create a fold out booklet, that encourages the reader to unravel the 'golden thread' of information, in order to reach their academic calendar within. Rather than overloading the audience with bulky text and images, the passages include bite-sized paragraphs of text and QR codes that link to relevant areas of the website. This helps bring more traffic to the website, allows content to be kept up to date and, with the addition of the wall-planner, gives the design a multi-use function, encouraging students to keep using it throughout the year.



The UNION

Miscellaneous

Here are a handful of designs I have created for the Union during my time there. Some act as expressions of the core brand, while others push the boundaries of the brands flexibility.




The UNION

**CREATE CHANGE
BE PART OF SOMETHING**

WE'LL BE ELECTING FIVE OFFICER ROLES:

1. WELFARE OFFICER
2. DEVELOPMENT OFFICER
3. ACADEMIC REPRESENTATION OFFICER
4. LEARNING EXPERIENCE OFFICER
5. DEMOCRACY AND CAMPAIGNS OFFICER




The UNION

STUDENT ELECTIONS

#VOTEUPSU

The UNION



Stressless

CONQUER THE ASSESSMENT PERIOD

To find out more visit
[UPSU.NET/STRESSLESS](https://upsu.net/stressless)

The UNION


Stressless



**THINK ADVICE
THINK STUDY
THINK RELAX**

[UPSU.NET/STRESSLESS](https://upsu.net/stressless)

The UNION



**GUIDE
20-21**



THE UNION AWARDS

The UNION

WELCOME MONTH!



BREAKFAST CLUB
-FREE FOOD-



MONDAY - FRIDAY / 9.30 - 11.30AM
THE UNION COMMON ROOM
**maximum of 2 items*

The UNION

The ROAMING Living Room



Want to lounge between lectures?
Join us for a chance to relax, socialise and meet new people.

Refreshments | Board games | Comfortable furniture | Movies

Portsmouth Students Union Building, Meeting Room 1.
11.30am - 1.30pm, 11th December 2019.

The UNION

BE HERE

IT'S NOT TOO LATE - APPLY TODAY!



hsvc.ac.uk
023 9387 9999



HIGHER EDUCATION AT HSDC

At HSDC we pride ourselves on offering a cost-effective alternative to university. Taught by expert lecturers, you'll gain the knowledge and skills you need to succeed in your chosen career. We offer a range of HE courses, including HNC/HND and foundation degrees.

HE is not just about moving away from home and going to university, you can also study here at your local College. Once you've completed your qualification at Havant & South Downs College you'll have the opportunity to top-up your qualification to a full degree thanks to our links with a range of universities.

Our specialist teaching staff all have experience in their fields and embed years of knowledge into all of their teaching. The small class sizes mean you get far more one-to-one support than at a university. We also offer a wide range of facilities and resources which will equip you to gain your qualification.

HNC/HND QUALIFICATIONS

Higher National Certificate (HNC) and Higher National Diploma (HND) courses are equivalent to the first (HNC) and second (HND) year of a university honours degree.

Each are qualifications in their own right and having a Higher Education qualification can significantly improve your career opportunities. Once you have completed your course you'll also have the opportunity to top-up your qualification to a full degree thanks to our links with a range of universities.

Annual course fees for HND's and HNC's are lower than for a full degree.

HSDC HAVANT & SOUTH DOWNS COLLEGE

University of Chichester

UNIVERSITY OF PORTSMOUTH

023 9387 9999
enquiries@hsvc.ac.uk
hsvc.ac.uk

matrix

WOLVES

European Union

AIM HIGHER

HSDC HAVANT & SOUTH DOWNS COLLEGE

HIGHER EDUCATION BROCHURE
hsvc.ac.uk

HAVANT CAMPUS

With so many different courses to choose from, finding the right one can be hard. A Levels at Havant & South Downs College could be the course path for you if you want the option to study multiple subjects, develop your critical thinking skills and study at a dedicated A Level Centre of Excellence.

A Levels are great for progression on to Higher Education. They also teach you many transferable skills that give you the option to go straight into employment or on to a Higher Apprenticeship.

In September 2018, Hampshire's new A Level Centre of Excellence will be opening at our Havant Campus. The A Level-focused centre will be THE place to study your chosen subjects, taught by our dedicated and experienced lecturers who are experts in their field.

Our Vocational courses are taught on our South Downs Campus. They give you the opportunity to use theories you learn in practical situations, improve your independent study skills and develop your communication and teamwork skills.

And if you are eager to enter the world of work, you can earn while you learn in a setting that reflects your wider career aspirations through an Apprenticeship. Not only that, you'll have a work-based trainer who will help ensure you get the most out of your Apprenticeship.

To get the most out of your time at College, it's important to select a course that you enjoy and fits with your style of learning. If you already know what industry you want to work in or prefer a more hands-on approach to your studies, an Apprenticeship or vocational course at Havant & South Downs College is the opportunity you have been waiting for.

The high standard of teaching and learning, alongside regular one-to-one support, will help you reach your highest potential. Plus, with more teaching time per week, per subject than other local Colleges, you will have more invaluable time with our expert lecturers.

Our A Level Centre of Excellence uses Google for Education as a digital platform for all your teaching and learning. This use of technology is embedded throughout the College's curriculum, ensuring you gain with industry-recognised skills.

The HSDC Be Extraordinary programme is designed to provide you with opportunities beyond your curriculum choice. Be Extraordinary allows you to participate in a range of activities and experiences that will develop your knowledge and skills. Preparing you for university, your future career and helping you achieve your aspirations.

Whatever it is that sparks your passion, Hampshire's new A Level Centre of Excellence has it waiting for you in September 2018 - and you can come and see for yourself at our open evening on 28 February.

The HSDC Be Extraordinary programme is designed to provide you with opportunities beyond your curriculum choice. Be Extraordinary allows you to participate in a range of activities and experiences that will develop your knowledge and skills. Preparing you for university, your future career and helping you achieve your aspirations.

The range of facilities at the South Downs Campus means you can study your chosen course with industry-standard equipment, giving you the experience and skills needed for your future career.

We have everything from a fully licensed fine dining restaurant, staffed by Catering & Hospitality students, to a fully equipped salon where Hair & Beauty students practice their skills. And, if you were born to perform, you may want to tread the boards at our purpose-built theatres, which have seating for audiences over 100.

Whatever field you aspire to work in, we have the facilities to support you to reach your full potential. But don't take our word for it, come and see for yourself at the South Downs Campus open evening on 28 Feb.

OPEN EVENINGS

BE THERE

Wednesday 28 February 2018
Havant Campus

Tuesday 6 March 2018
South Downs Campus

All events: 5-8pm

hsvc.ac.uk
023 9387 9999

HSDC HAVANT & SOUTH DOWNS COLLEGE

OPEN EVENINGS

BE THERE

Tuesday 10 October 2017
South Downs Campus

Wednesday 11 October 2017
Havant Campus and South Downs Campus

Thursday 12 October 2017
Havant Campus

All events: 5-8pm

Careers interviews | Application support | Meet our staff and students | Find out all you need to know

Havant Campus
New Road, Havant, Hampshire, PO9 1QL

South Downs Campus
College Road, Waterlooville, Hampshire, PO7 8AA

hsvc.ac.uk
023 9387 9999

HSDC HAVANT & SOUTH DOWNS COLLEGE

COME AND JOIN US AT

YOUR STUDENT FESTIVAL

MONDAY
2 JULY 2018
9AM - 3PM

HSDC HAVANT & SOUTH DOWNS COLLEGE

NEW STUDENT FESTIVAL LUNCH VOUCHER

Please take this voucher to the Festival Food stands to collect your free lunch and beverage.

FESTIVAL FOOD

FESTIVAL BEVERAGE

HSDC (Havant & South Downs College)

I joined South Downs College at a very exciting time. The college had been without a strong brand identity for some years and were in the process of a merger with neighbouring Havant College. During my three years there, I assisted on the merging rebrand of the two colleges and acted as the solo in-house graphic designer for the marketing team. This page demonstrates a small taste of the assets that I would create on a day-to-day basis, ranging from publication, transport, billboard and street advertisements, to printed handouts, web ads and social media content. I also directed photo-shoots and sometimes took photographs for the entire archive of images you see used here. All of which display a strong and colourful brand identity of the now fully merged HSDC College.

OPENING SEPTEMBER 2018

HAMPSHIRE'S NEW A LEVEL CENTRE OF EXCELLENCE

JUST A 15 MINUTE RIDE AWAY

hsvc.ac.uk
#bemore

HSDC HAVANT & SOUTH DOWNS COLLEGE

HSDC HAVANT & SOUTH DOWNS COLLEGE

SAVE OUR SCENE

Independent Artists Supporting Independent Music in Portsmouth!



brutalistrecords.bandcamp.com

BR005



Proceeds of the sale of this cassette-only compilation will go towards saving local music institutions; our independent venues, our recording studios and our rehearsal spaces who are all currently out of action due to the Covid-19 Pandemic.



BR005

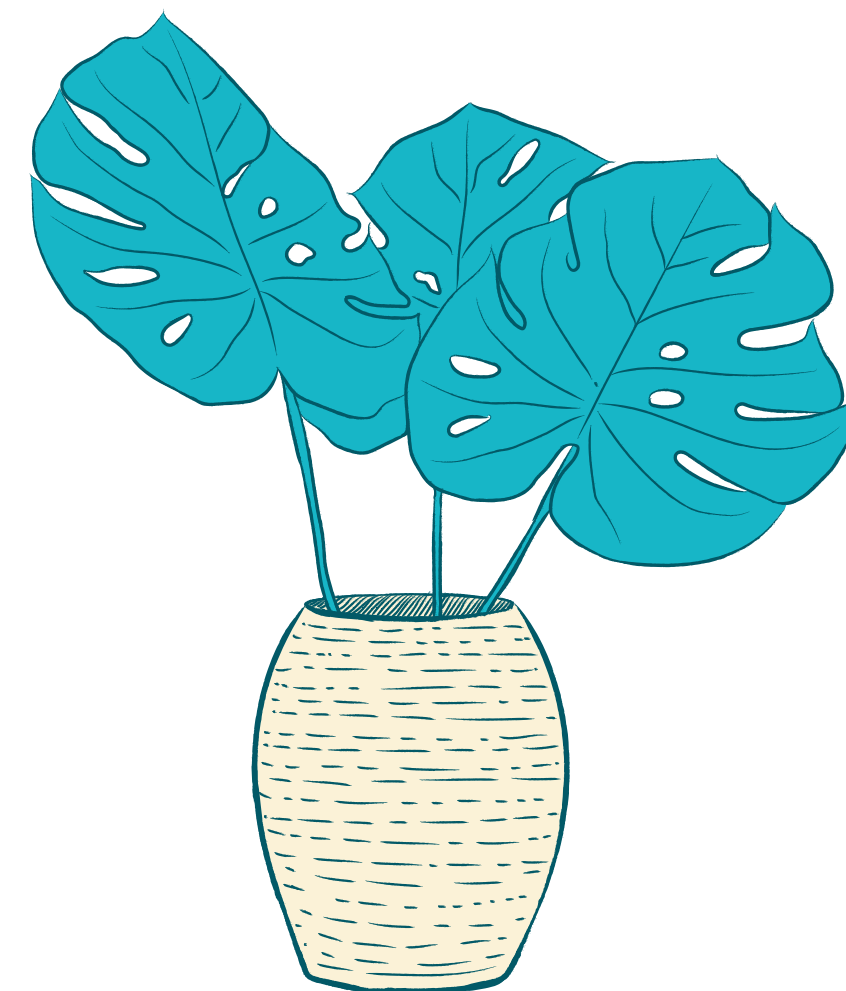
SAVE OUR SCENE

Independent Artists Supporting Independent Music in Portsmouth!



brutalistrecords.bandcamp.com

BR005



Save Our Scene - Brand Identity and Assets

Save Our Scene was a Southsea-based musical community project, conducted between myself and Brutalist Records. The project was designed to raise money for the local music scene, during the Covid-19 pandemic.

There were 100 cassette tapes and over 100 tee-shirts sold in total and all proceeds went to local music venues, recording studios and independent venues. The project was shared and promoted by a wide range of local media outlets, including The News and backed by many local bars and venues.

WEEKENDS AT
HUIS
11PM UNTIL
3AM
FREE ENTRY

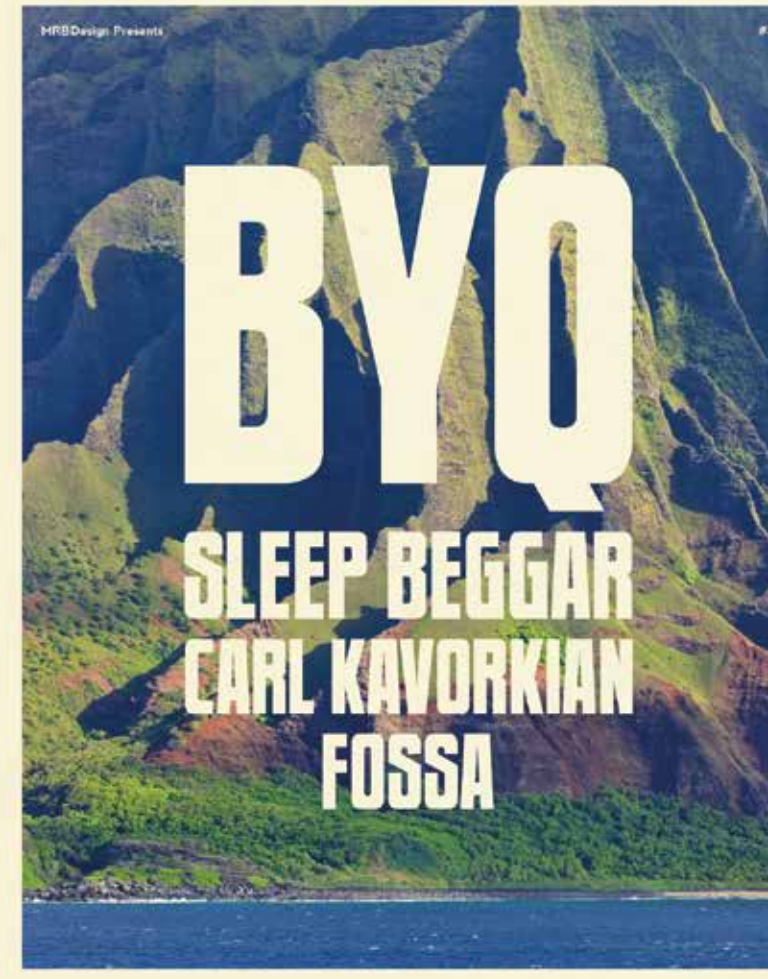


SATURDAY NIGHT
CALAMITY CRATEDIGGERS
ALTERNATIVE CLASSICS / ALL DECADES / ALL VINYL

100 BEERS FROM BELGIUM AND BEYOND

@HUISOUTHSEA | 62 ELM GROVE, SOUTHSEA, PO5 1JG
HUISOUTHSEA.CO.UK

BYOQ
SLEEP BEGGAR
CARL KAVORKIAN
FOSSA



The Edge of the Wedge, Southsea | Wednesday 10th August 2016 | Doors open at 19:00 | £4

A DAY TO GIVE BACK TO THOSE LIVING AND WORKING IN PORTSMOUTH

PO5
Club

£1 OFF DRAUGHT BEER,
10% OFF HOUSE WINES AND SPIRITS

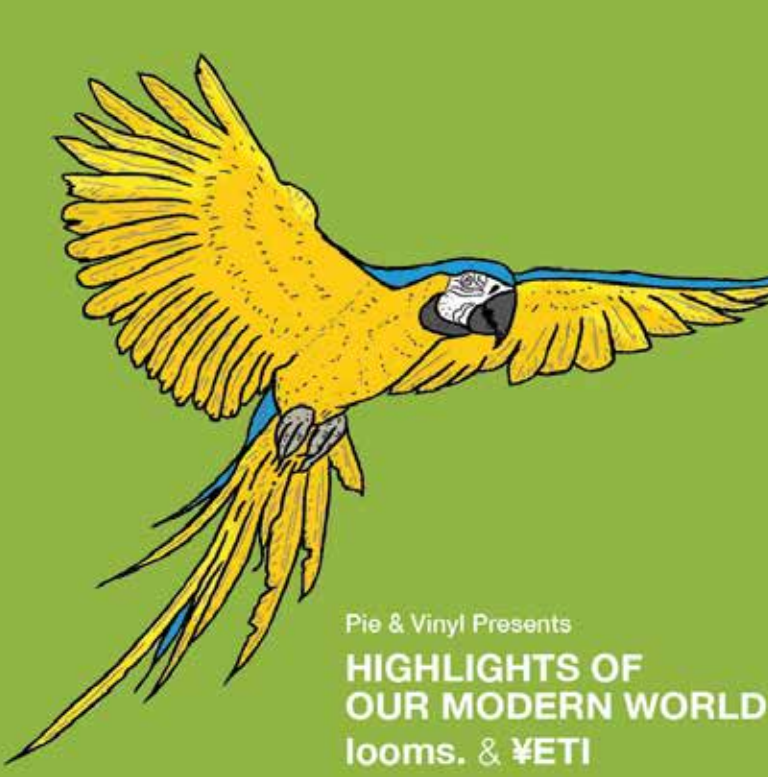
EVERY MONDAY, ALL DAY

MEMBERS ONLY | ASK AT THE BAR FOR DETAILS | TERMS AND CONDITIONS APPLY | JOIN US

Sleep Beggar
JE Double F
Sica Limited.



Saturday 27 October | 07.30pm | £5 on the door
The Wave Maiden, 36 Osborne Rd, Southsea, PO5 3LT



Pie & Vinyl Presents
HIGHLIGHTS OF OUR MODERN WORLD
looms. & ¥ETI

The Wave Maiden, Southsea
23rd June 2017, 8pm start
£3 Entry, on the door

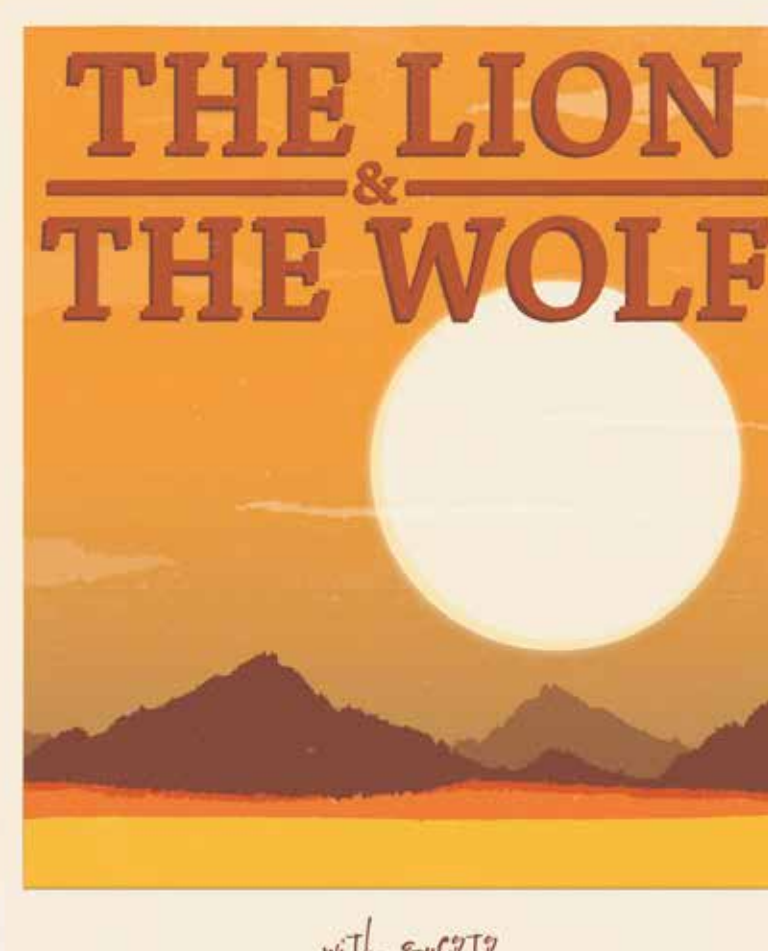
あなたの本を持って来て
BYOB
Bring Your Own Books

Lo Fi Hip Hop
Chill/Gaming/
Study Beats To
Chill & Relax To



20% off Food 10% off Drink with valid student ID
Lord John Russell, 12 Albert Road, Southsea

THE LION & THE WOLF



with guitar

SHIPTON | JIMMY BROOMFIELD | VILLIERS | MAX EDERMANIGER

THE EDGE OF THE WEDGE, PORTSMOUTH | MONDAY, 22ND JULY 2013
STARTS AT 7:30PM | £2 ENTRY AT THE DOOR

Build your Meal...

Pie & Vinyl Pies
Home made here in Portsmouth, sourcing quality local ingredients and made with love. We are proud to produce our very own range of Pies using the best Gluten Free Pastry. You.

Christine and the Beans
Choose black bean (V) or Lardicase Cheese and Sour Cream in a Chili Pastry (GF)

Buckwells Pies
Southsea's local butchers of distinction who offer supreme quality specialities in traditional fillings in puff pastry.

Piemminister Pies
Contemporary Classics from the West Country, using short crust pastry.

Vegan Pies
Our vegan pies are homemade locally, in a strict vegan only kitchen. Sourcing the highest quality and ethical ingredients only. Remember you don't have to be vegan to eat vegan food, try these - they are awesome!

Drinks & Desserts

Temperance Cordials
All of our Botanical Beverages are supplied by Mr Fitzpatrick's, the Original Victorian Temperance Refreshment, Established in 1899.

Puddin' Pies
Comfortably Plum
Poached Plum Frangipan Pie Topped with Almonds and Icing Glaze (GF) (V)

Hot Chocolate
From Our Local Chocolatiers, Confiserie Verdonk - based in Southsea. A family business established for over twenty years who are inspired by speciality chocolates from the finest Belgian chocolatiers. Choose from:

Miscellaneous Promotions

Over the years I have worked with a number of people to create a range of commissioned project work; many of which have been local businesses, musicians and promoters.

This page demonstrates a few of my favourite and most striking designs that I have produced.