

Oliver Wall

**Creative portfolio
2022**



Beer & Idea

Brief : Engage over 21's with start-ups?

Year 2021

Client Personal project

Skills Product design
Illustration
Package design
Brand strategy





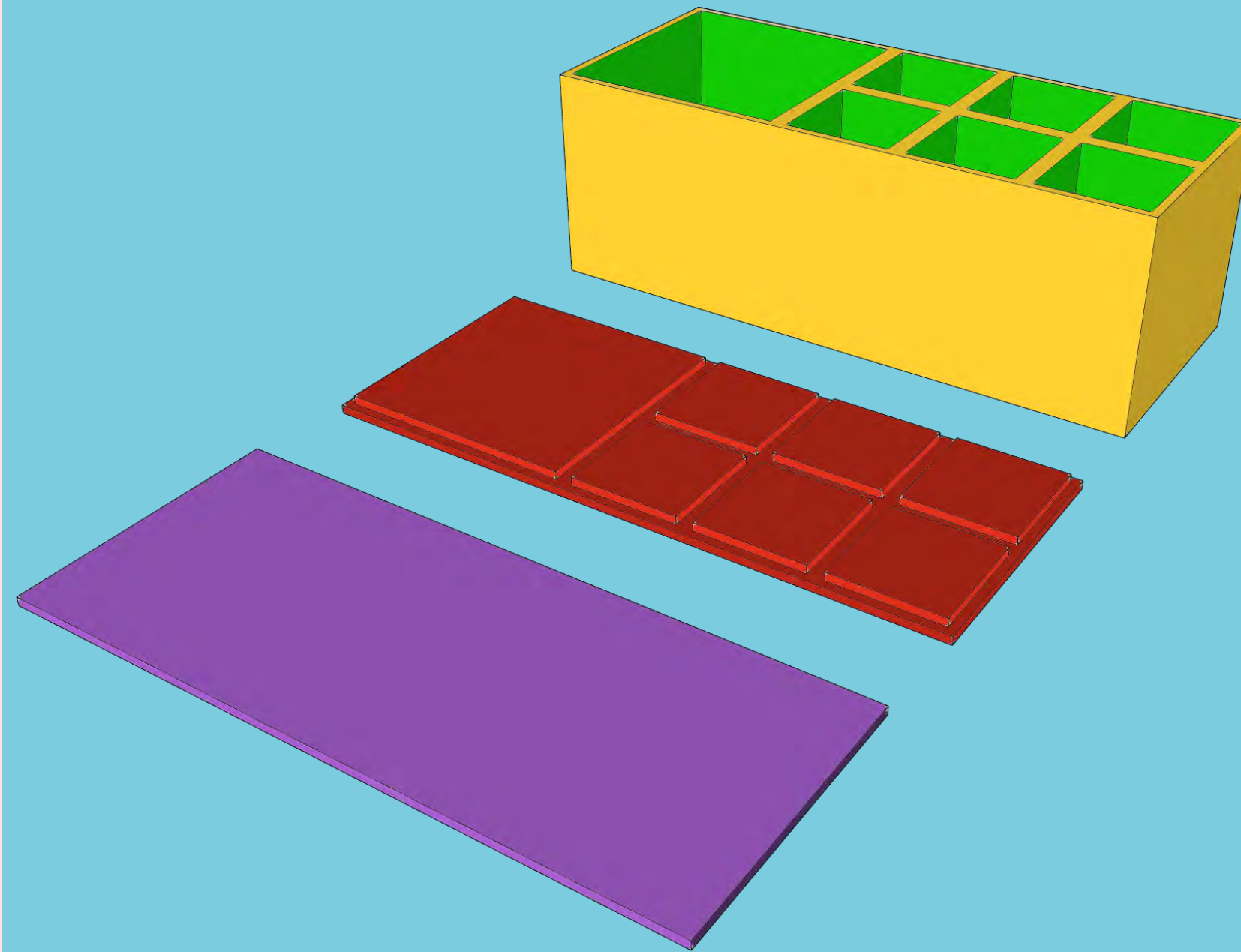
Beer & Idea merges **vibrant beer packaging, subscription services and start-ups** to produce an exciting way to help local entrepreneurs

- Incorporating simple illustration and a collaboration with start-ups to entice customers away from legacy competitors
- Identifying a space for a beer that wasn't taking itself to seriously.
- This design challenge made me delve into FMCG's and really try and make a stand out design with a great concept to back it up.
- Using print, 3D packaging and mock-ups to try and bring the brand to life.

What's a beer without an idea ?
What's a beer without an idea ?

Your Design here
Your Design here

BEER & IDEA
BEER & IDEA



- The packaging was modelled to allow space for both the beer and whatever information or product was to be included from the start-up partnering with Beer & Idea that month.

Player 2 ... Not Found

Brief : Reduce the number of motorcycle fatalities in the UK

Year 2022

Client RE:ACT - Pitch

Skills Brand design
Graphic design
3D modeling
Brand strategy



92% of people who are killed, or seriously injured, in **motorcycle accidents** are **male's** between the age's of **18 - 35**.*

*Based on the Department for transports - Reported road casualties Great Britain: motorcyclist factsheet 2020

- With this insight I designed a campaign that resonated with the age groups affinity for video games and their connection to online friends.
- The logo and icons use a retro 8 bit styled design
- Activations put people into the shoes of riders
- The campaign aimed to use the connection people had with their friends online and their close family, to translate into real world care and concern for riders.
- Using 3D modelling of activation spaces, Graphic design and real world mock-ups.



Player 2 ...
Not found

Do you want
to continue
?



- A 3d model of an activation that could take place in a major train station or public throughpass

Gone Tomrorrow

Brief : Help UK farmers to reduce food waste

Year 2021

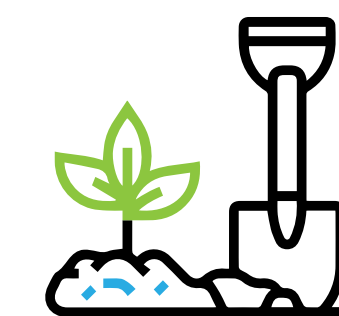
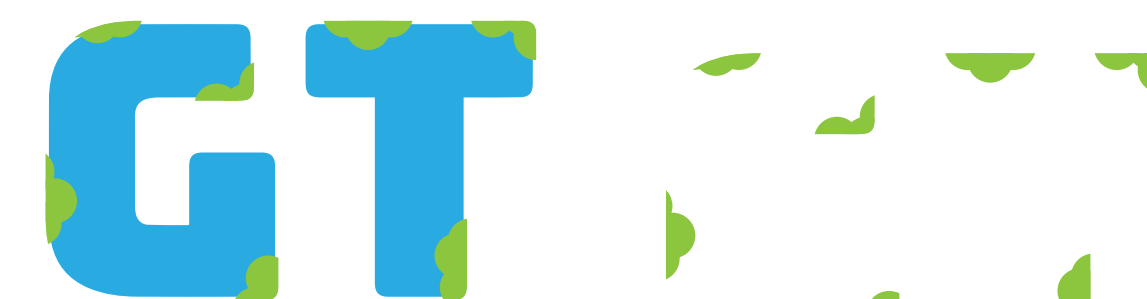
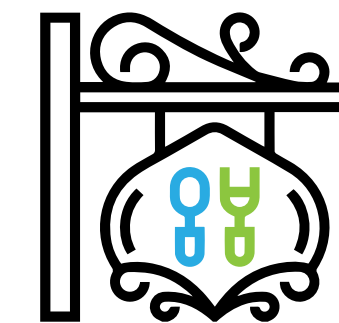
Client UAL project

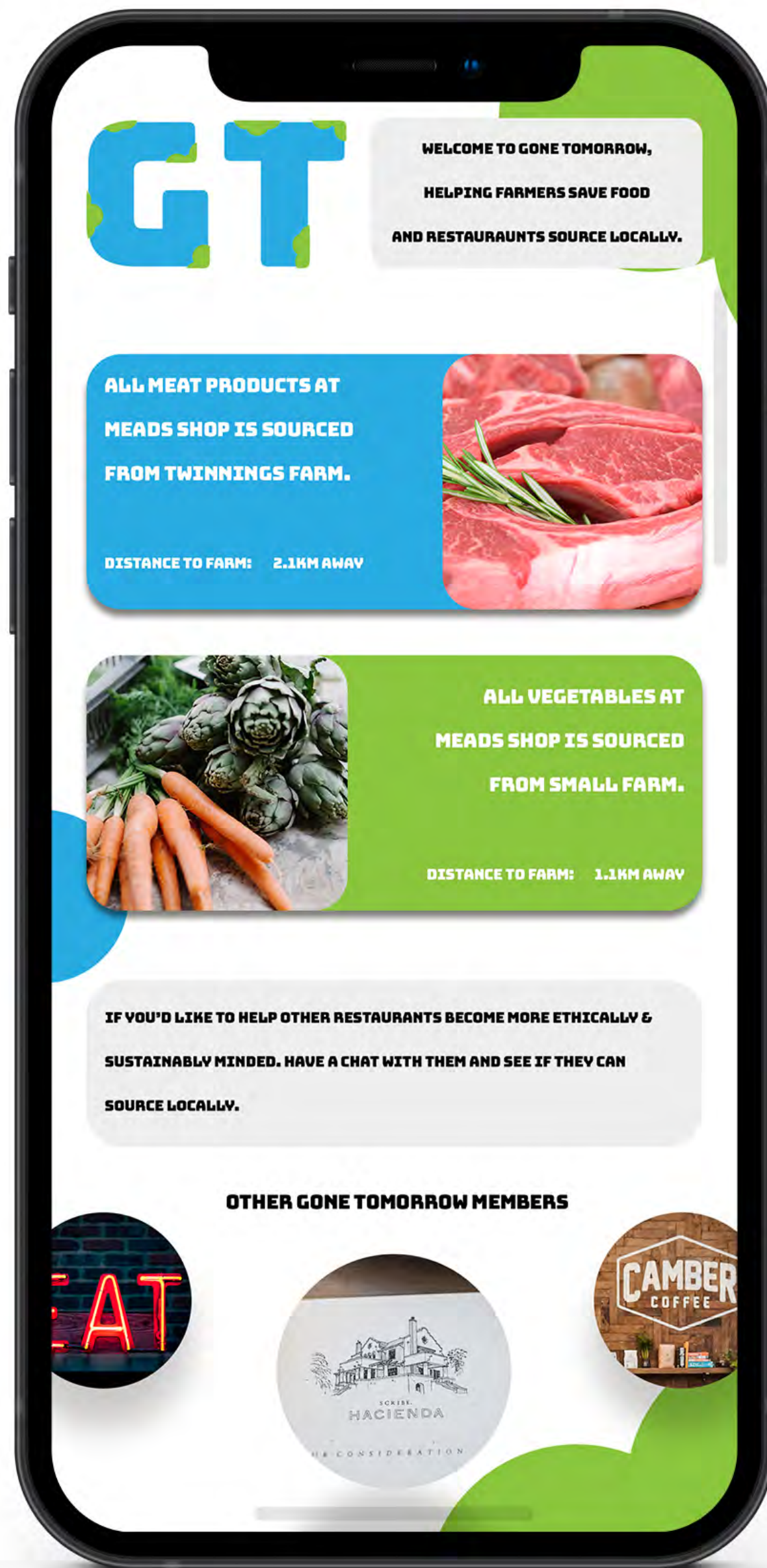
Skills Brand design
Typography
Logo design
Brand strategy



Over **1.2 Billion Tonnes** of food is **lost** before it even leaves the farm. Gone Tomorrow matches **farms to restaurants**, staying local and reducing food waste.

- The logo has moss regrowing over it, bridging it's connection with sustainability.
- The Gone tomorrow platform helps consumers to see which restaurants source locally, through stickers and QR codes.
- The illustrations have a colour pallet that is derived from the logo and the colours associated with sustainability for recognition.
- The brand name was derived from the idiom 'Here today, gone tomorrow' echoing the freshness of the products being sold, but also the message for the future if we don't act on climate change.





Levitating Signs

Brief : Revitalise a stagnant form of marketing

Year 2018

Client University project

Skills Brand design
Brand strategy
Layout planning
3D Modelling
Mockup design
Technical design

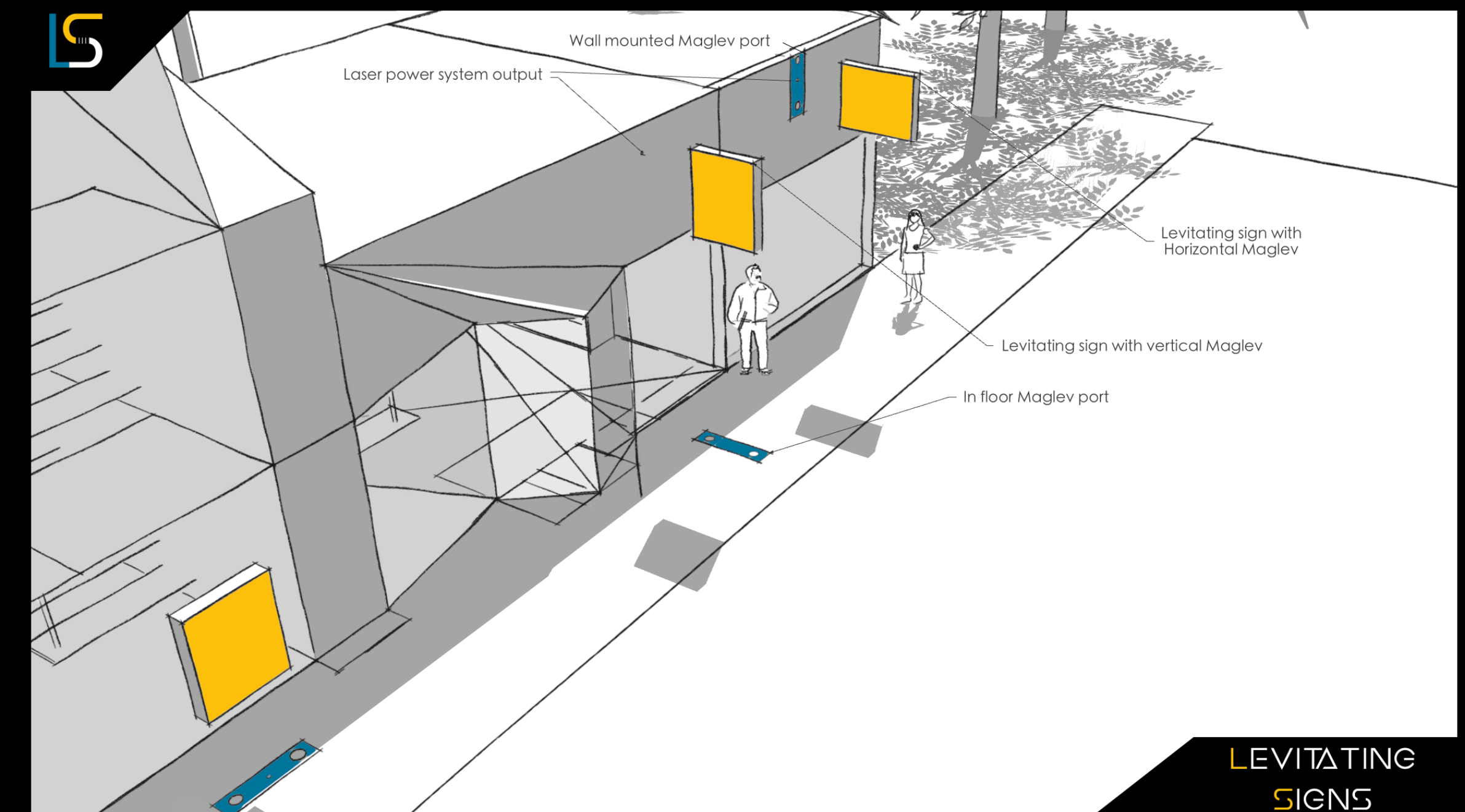




Consumers are targeted by **more than 10,000** brand messages **per day** (Saxon, 2018), Levitating signs hopes to catch consumers eyes again.

Saxon J (2018) Why Your Customers' Attention is the Scarcest Resource in 2017. Available at: <https://www.ama.org/partners/content/Pages/why-customers-attention-scarcest-resources-2017.aspx> (Accessed 18th April 2018).

- The project was a great introduction to modelling software and programs such as Sketch-up
- The levitating signs logo and mockups were intended to show the futurism within the brand.
- The brand colours of science blue and electric yellow were to reinforce the futuristic nature of the company, whilst being recognisable to consumers





"THE RETAIL INDUSTRY IS IN THE GRIP OF A REVOLUTION POWERED BY DIGITAL TECHNOLOGY.

CONVENTIONAL STORE-BASED RETAILERS MUST NOW ACT- ABOVE ALL (IN) TECHNOLOGICAL TERMS."

Niemeier, Zocchi and Cantena (2013)

"LEVITATING SIGNAGE LOOKS INTERESTING.

WE ARE LOOKING AT INNOVATIVE SIGNAGE SOLUTIONS"

Richard Blandy (owner of architectural agency stiff+Trevillion)

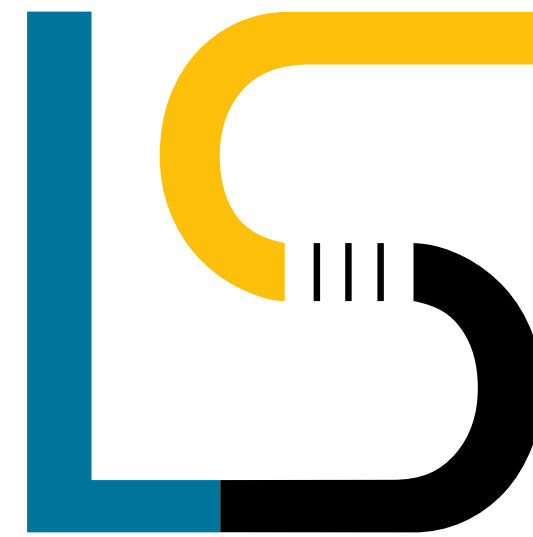
"(LEVITATING SIGNAGE) LOOKS REALLY COOL NOT TO MENTION VERY INNOVATIVE."

Derek Cuckow (Global Head of Store Design, Development and Construction at Clarks)

"SIGNAGE IS ALWAYS CRITICAL

IN THE RETAIL JOURNEY ... WE ARE ALWAYS LOOKING FOR NEW WAYS TO HELP OUR CUSTOMERS."

Paul Jones (Head of Store Design at Tesco)



Small World

Brief :

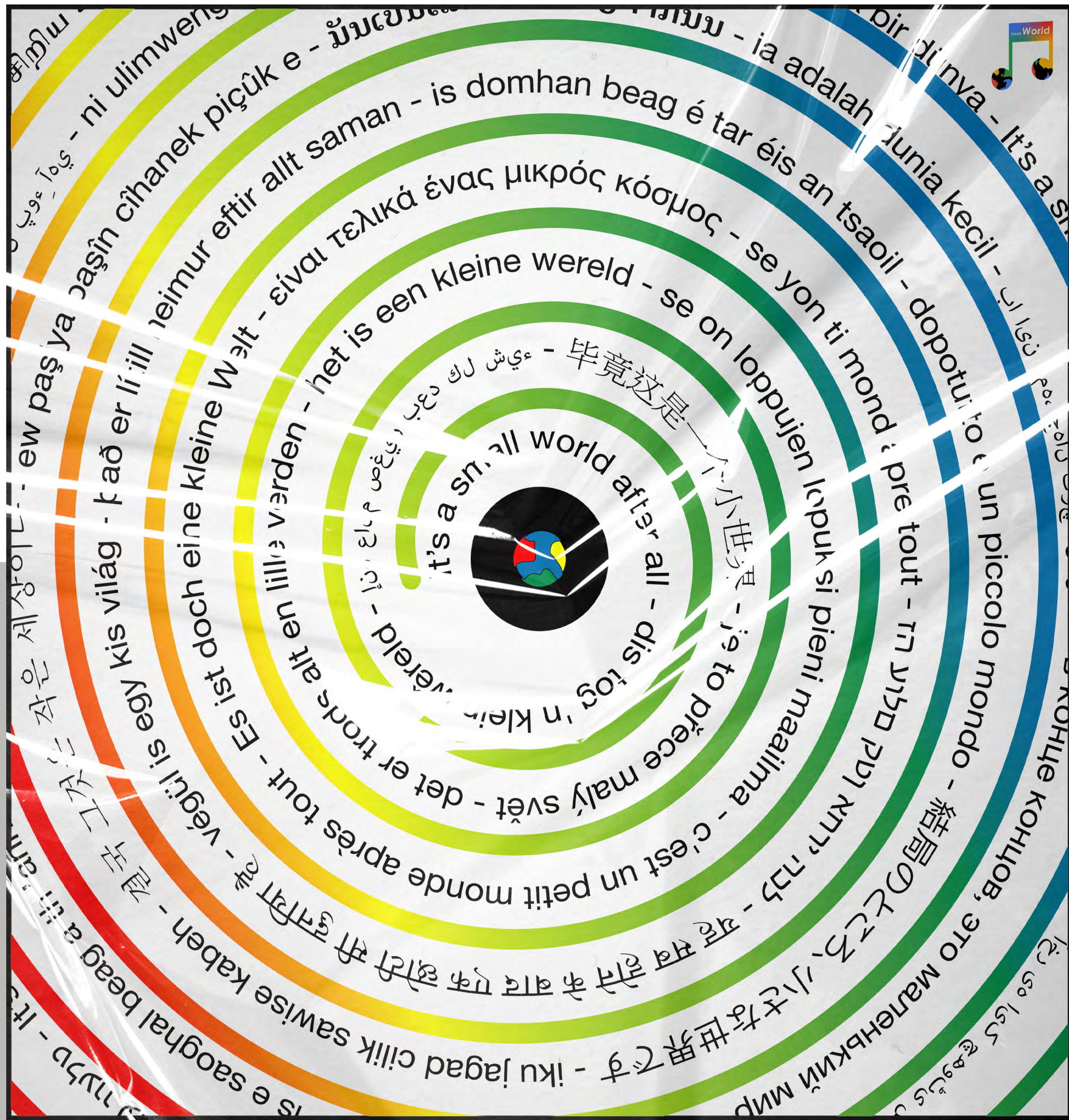
Create a typography first campaign with both physical and digital elements to inspire your audience

Year 2021

Client D&AD Entry

Skills Logo design
Spatial design
Typography
Mockups

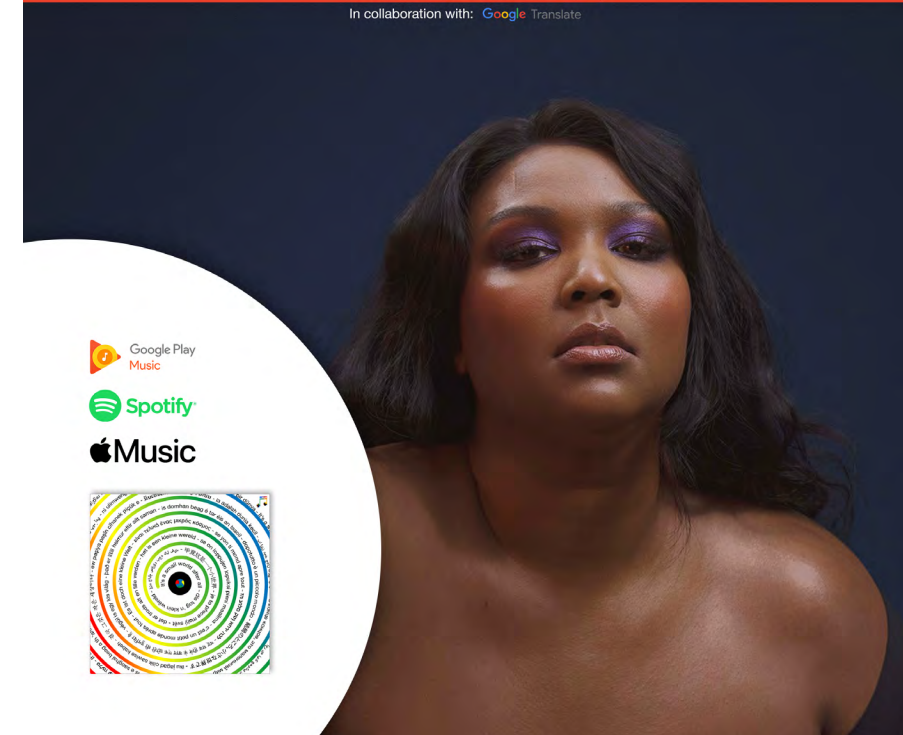
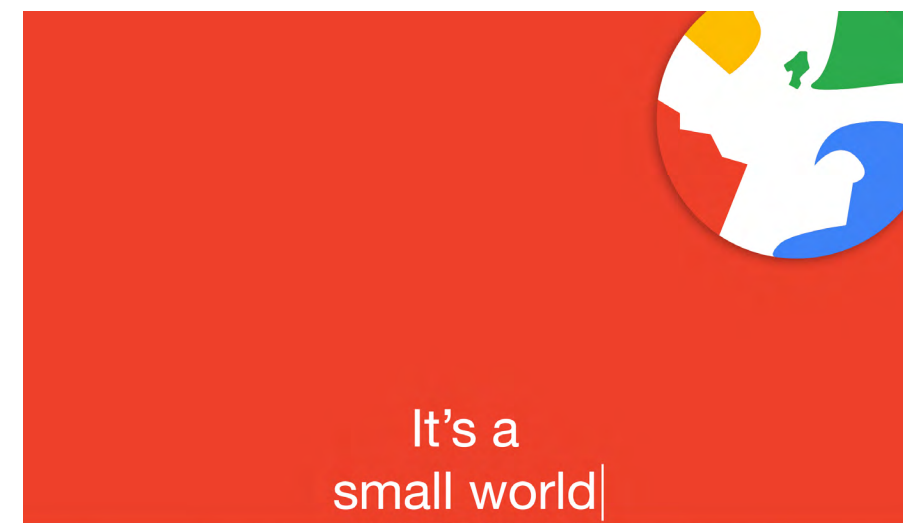
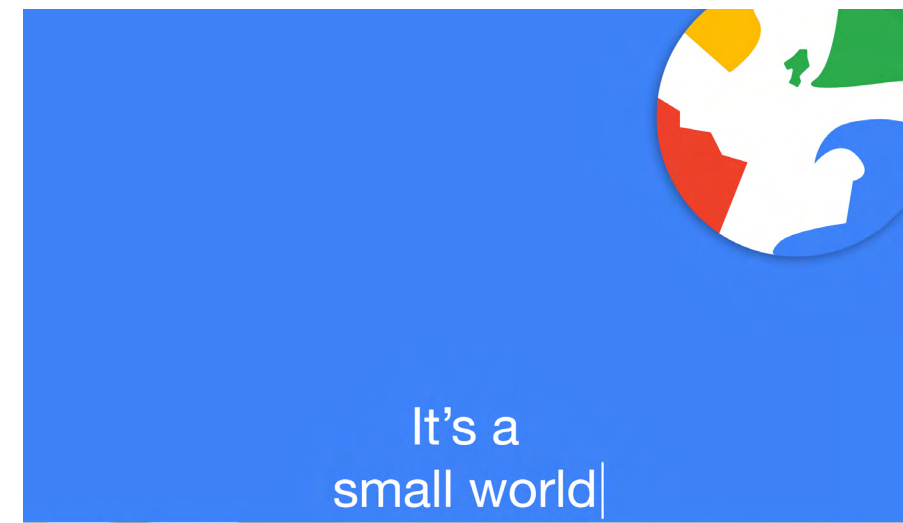
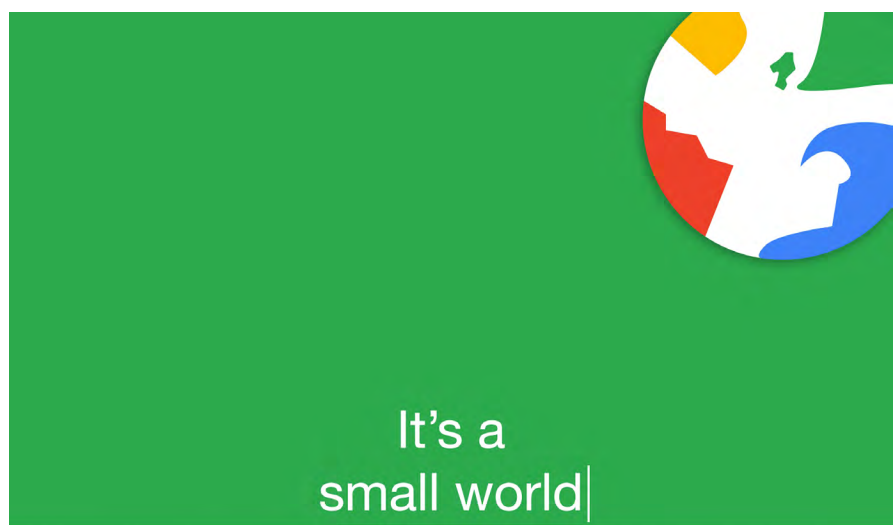




Telling the story of the worlds **most translated font** (Helvetica) through the lyrics of the **most translated song** (it's a small world).

- This D&AD submission was a very useful constraint when designing the brand
- Spatial design as well as prop's and mockups were all created to give the activation spaces life
- The goal was to have various international artists re-record the song, showing a global solidarity inspired by translation.
- Spatial design as well as prop's and mockups were all created to give the activation spaces life





Sharing Chapters

Brief : Break books into the mainstream cultural conversation

Year 2022

Client UAL + D&AD submission

Skills 3D modelling
Photography
Video editing
Brand strategy
Graphic design



infocus-media.org.uk

so,
are we on the
same page?

sharing
chapters
POWERED BY PENGUIN

In a world of **short form** content. Sharing Chapters updates how you read books. **Tap a plinth, Take a chapter and share** to grow your library.

- A huge personal development of 3d model making and introduction to blender modelling
- As I was part of a collaborative group for this project this added another layer of difficulty in co-ordinating a single idea for submission
- Incorporating aspects of print textures into brand guidelines, helped to ground the brand
- I was able to conduct my own mockup photography to add to our submission

sharing chapters

POWERED BY PENGUIN

sharing chapters

POWERED BY PENGUIN



SCAN THE CODE to join the community that discovers the best of Penguin, everyday.



- To the left a poster for the brand, below is an early blender render of the plinth, to the right is a sticker mockup



Redacted

Brief : Overcome desensitisation within the animal charity sector.

Year 2021

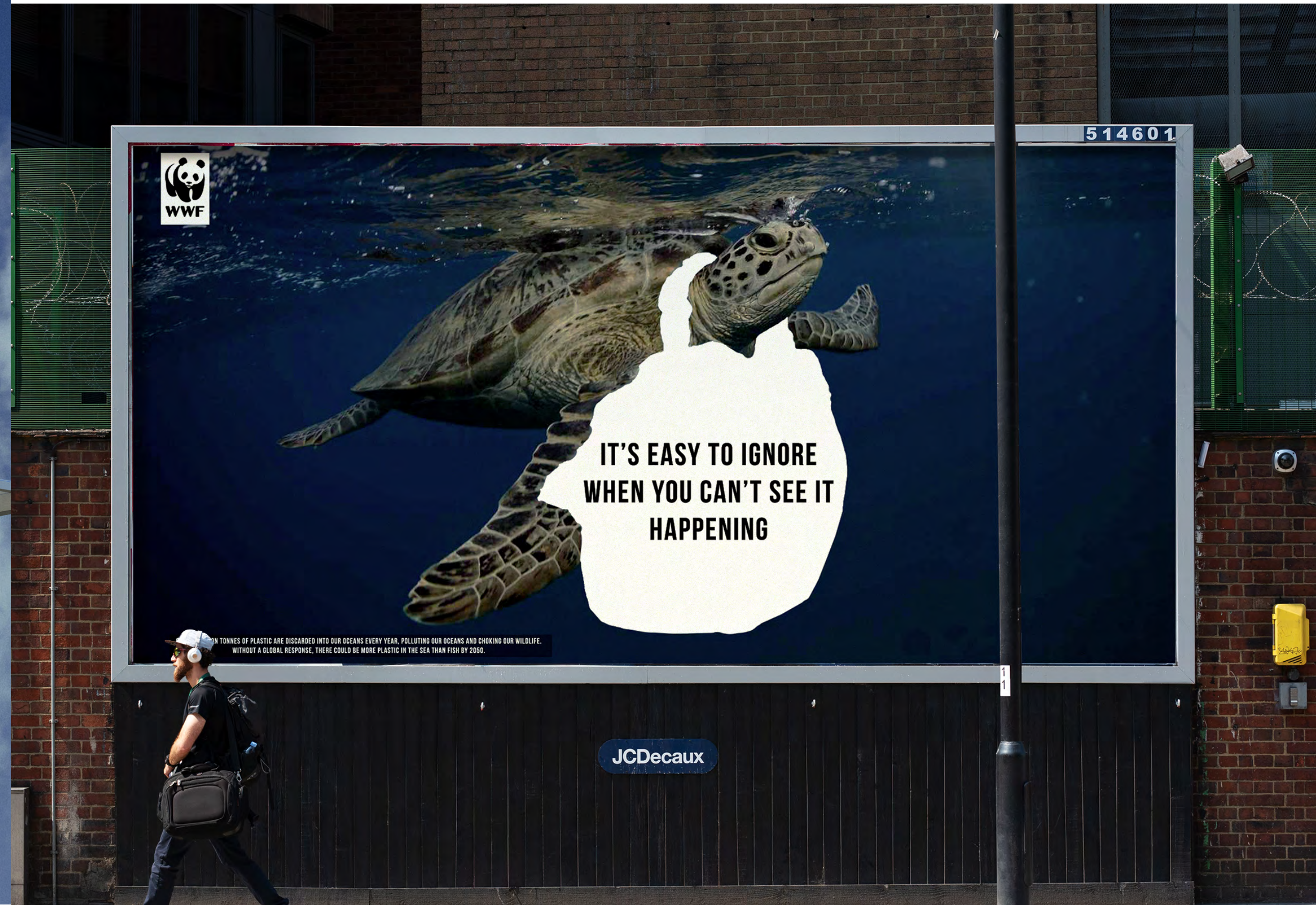
Client Personal project

Skills Brand narrative
Poster design
Mockups



The campaign aimed to combat the **desensitisation** of the public to images of **poaching, deforestation and pollution**.

- Each poster included statistics for the chosen cause, aiming to promote awareness.





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