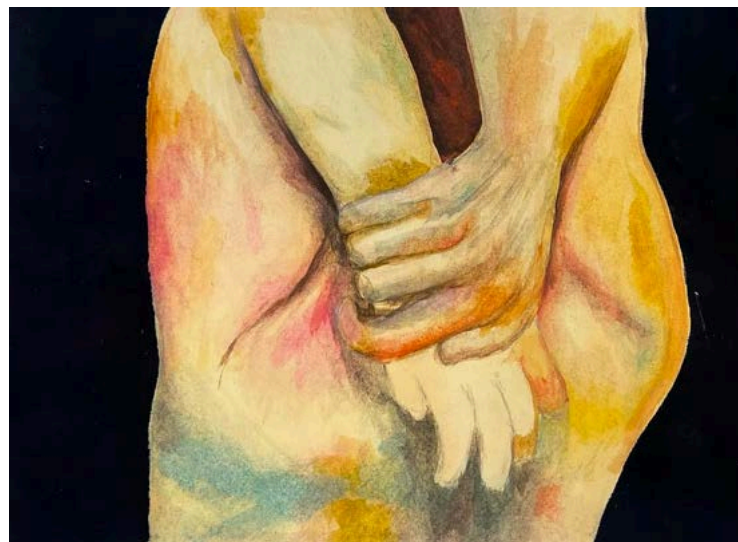
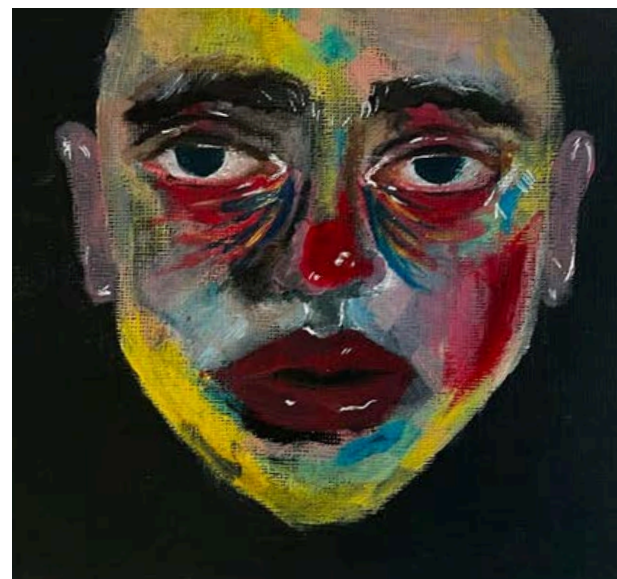
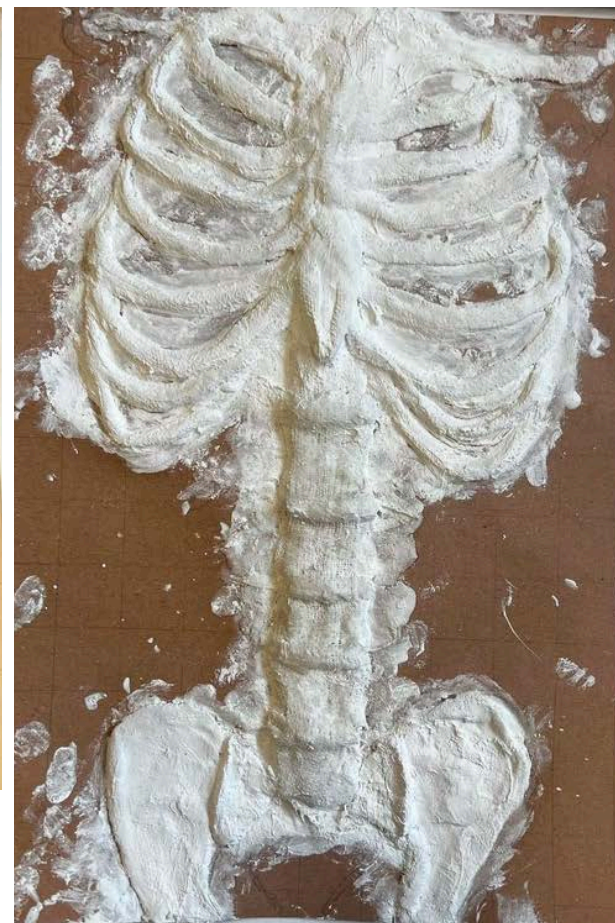
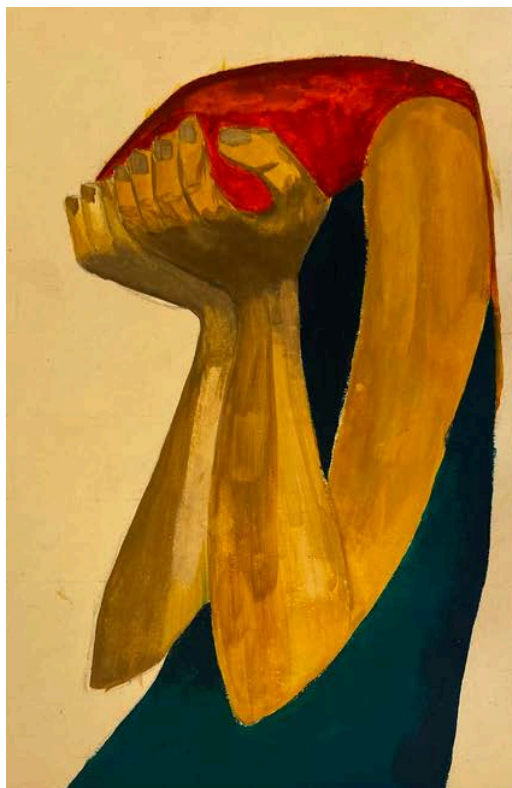


Selection of lino cut using different inks and techniques to create different textures. Combined with paper layering to create texture and interest



A selection of work inspired by the struggles with body image and unhealthy relationship with your body, inspired by a selection of artists including likes of Jenny Saville and others.

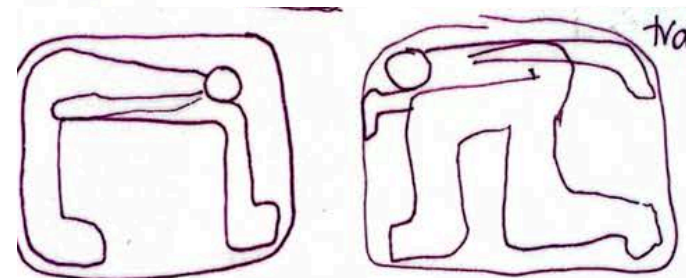
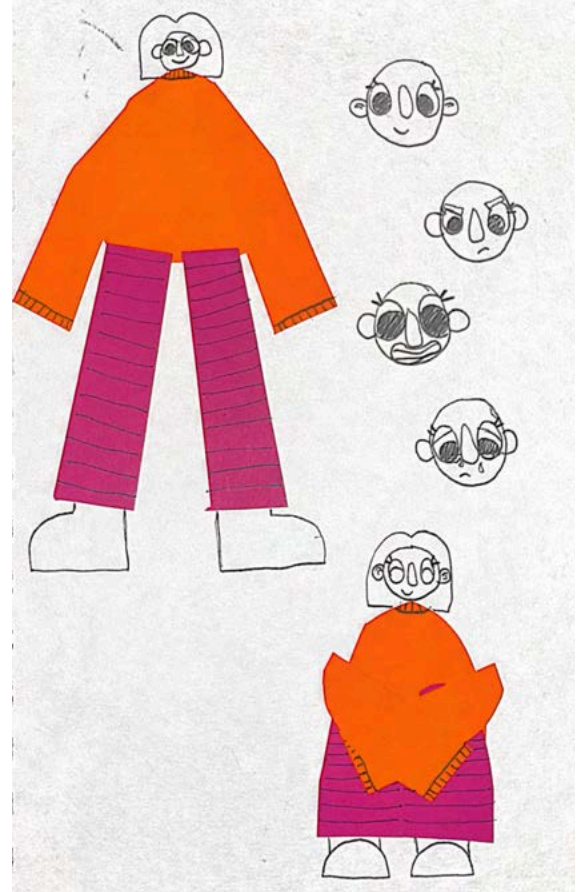
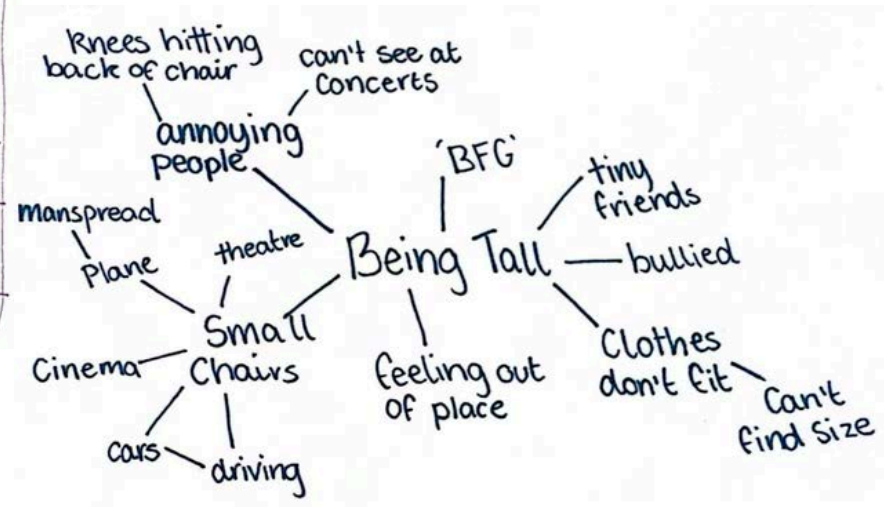
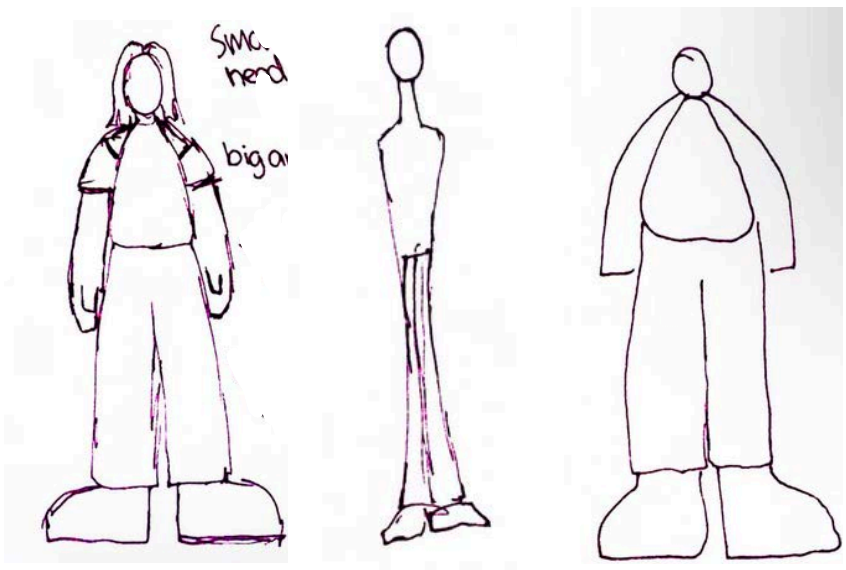
TALL GIRL SUPPORT GROUP

Struggles of TALL GIRL

FEELING OUT OF PLACE

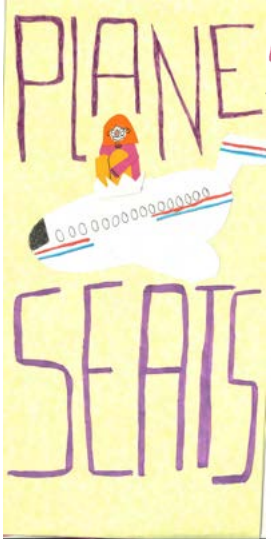
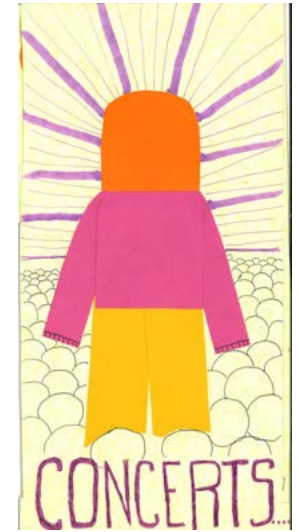
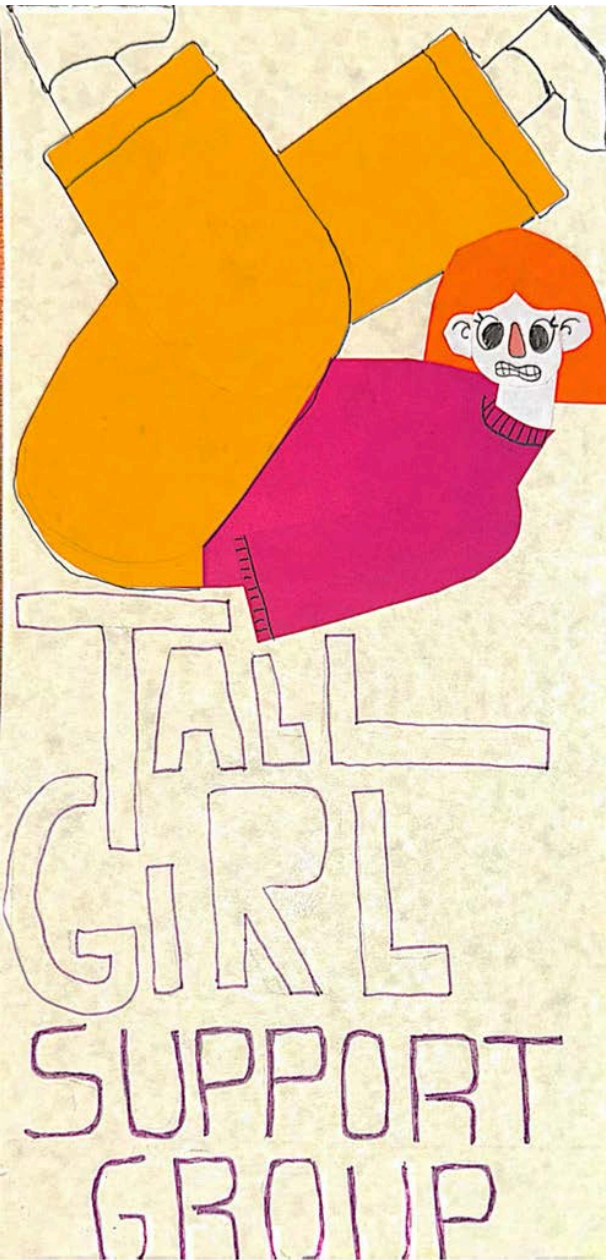
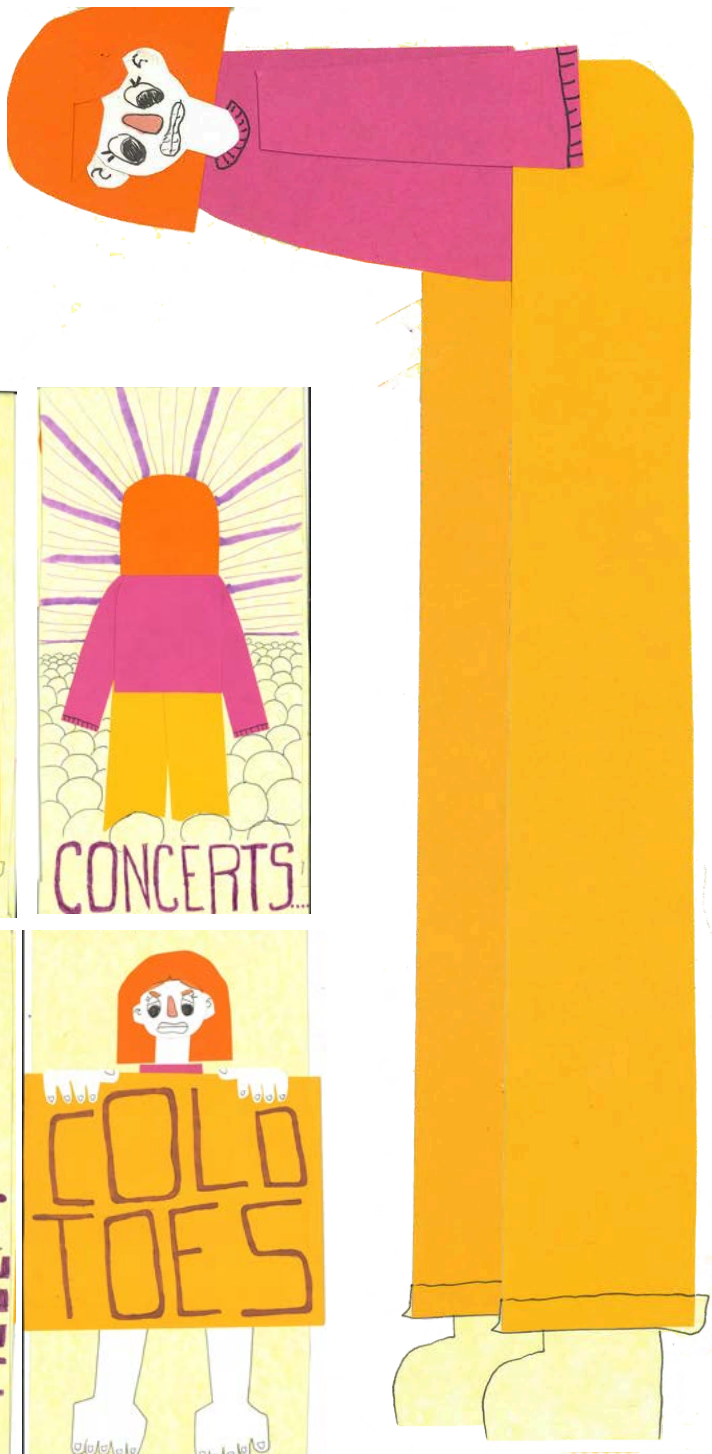
CLOTHES DON'T FIT

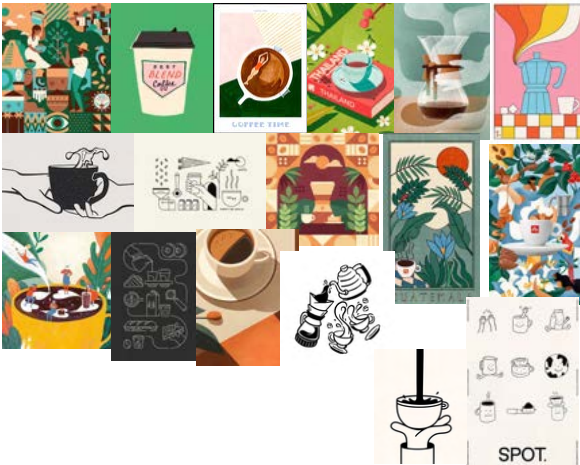
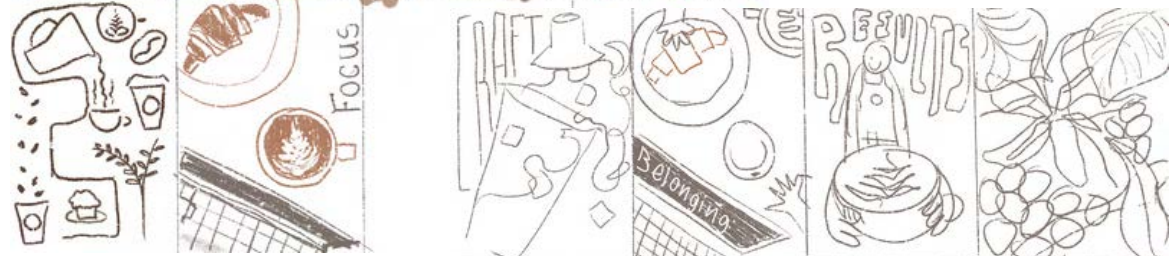
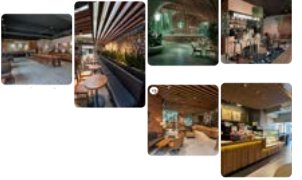
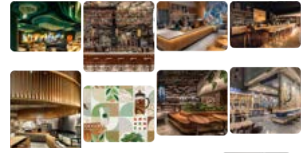
CONCERT Explains itself. Sorry.



Development for INTL Live Brief

Final outcome for 2-day INTL Live Brief, 7ft tall, completely analogue paper-cut pamphlet. This ranked in the top five and earned me a mentorship.

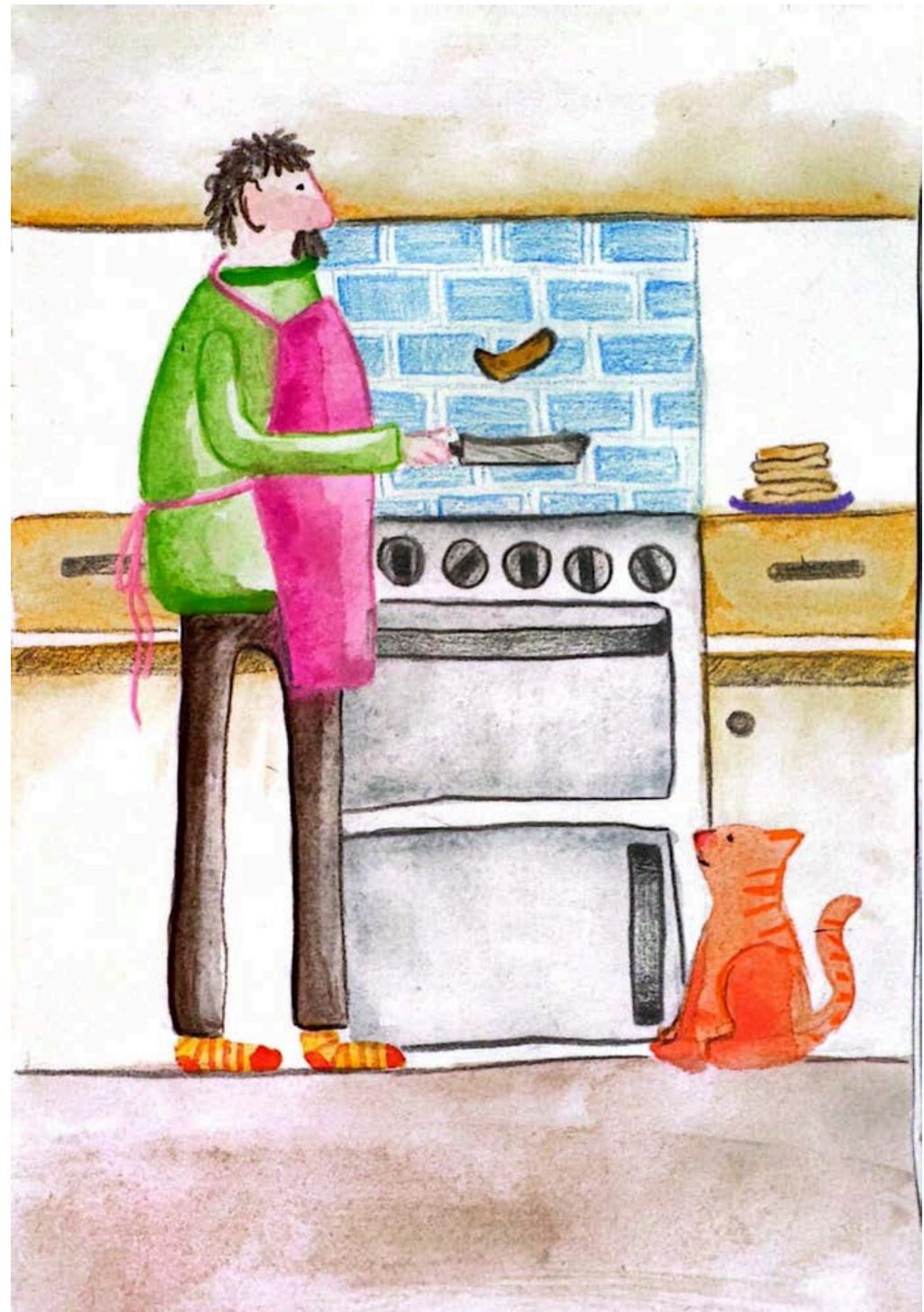






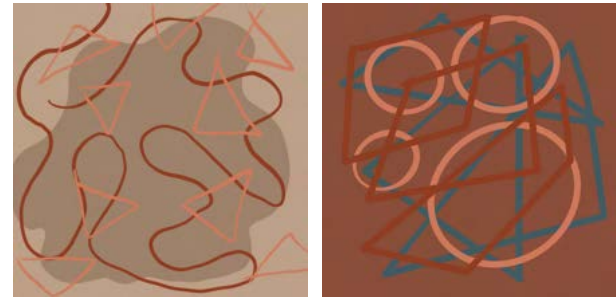
Final outcome for Starbucks National Live Brief. These are Staff Recognition Cards, given to staff to recognise good work ethic or customer service.

Starbucks wanted their company values to be the main theme. I wanted to take inspiration from their smooth colour schemes used in shop designs, and their already effective design, illustrations and branding, yet still keep it original and unique. These cards are printed in all stores around Scotland.

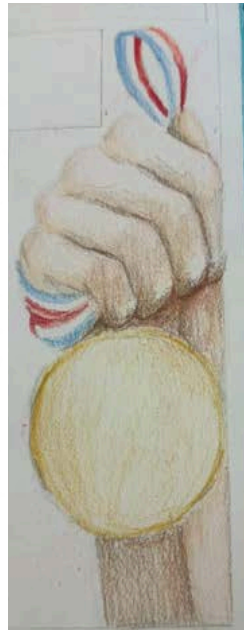
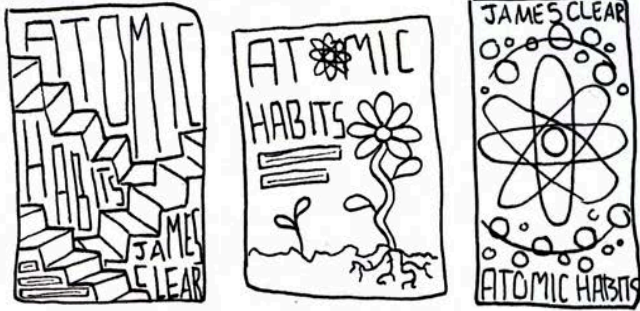
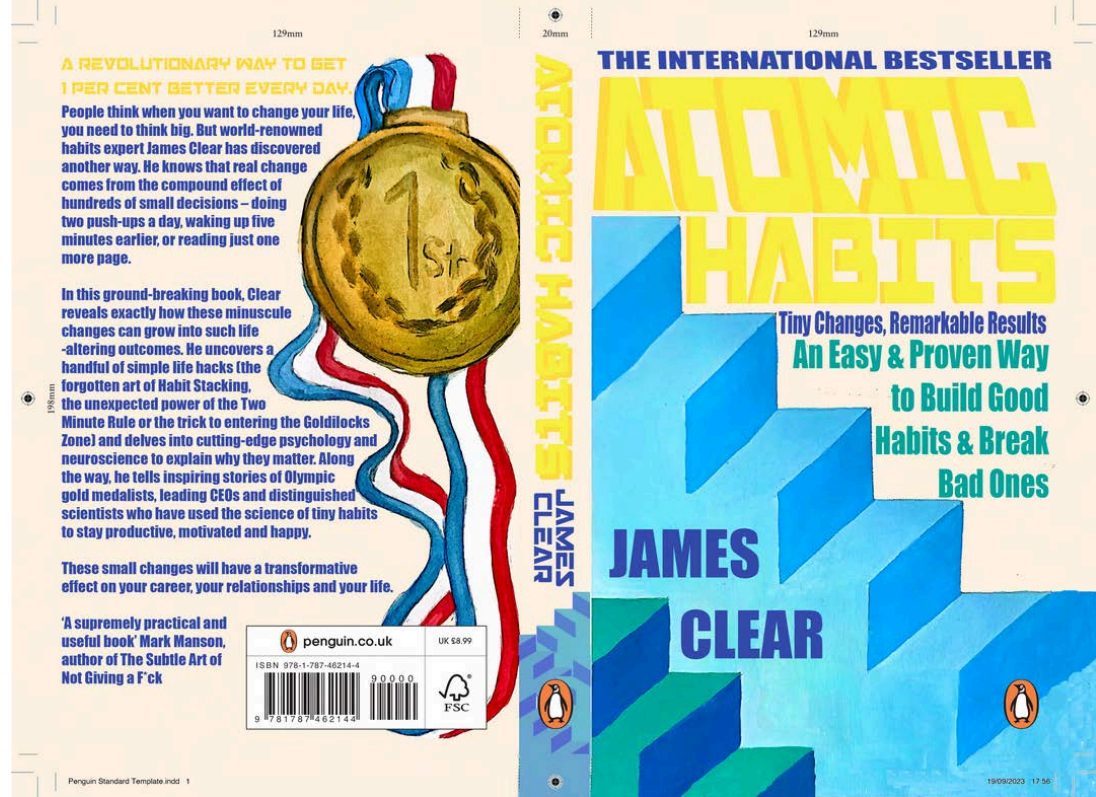
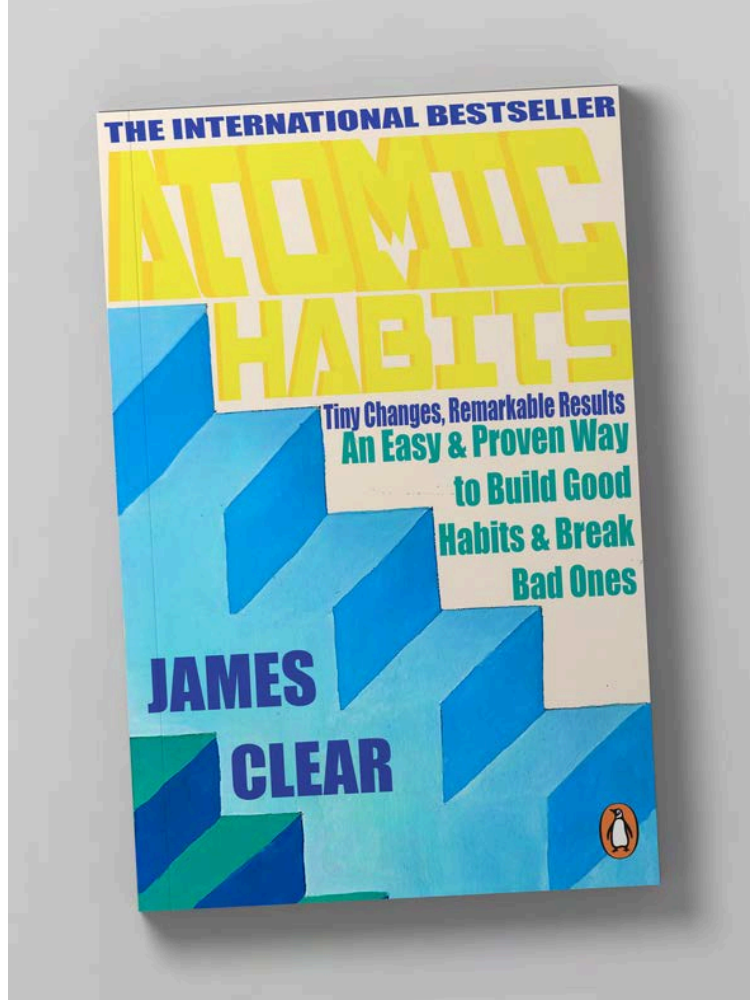


Development from first idea
to final scene, children's
story about a man and his cat
navigating through life
together.



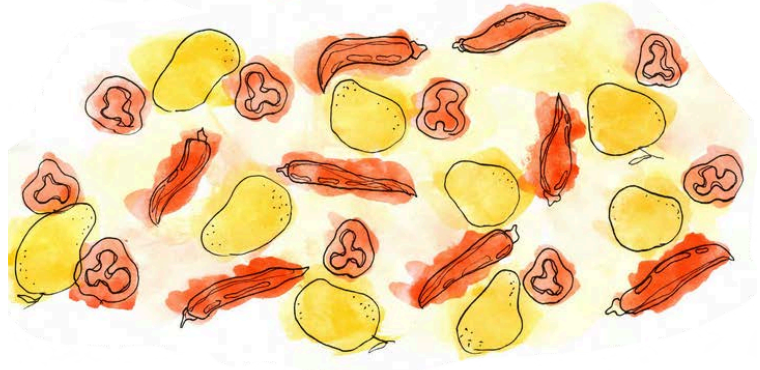
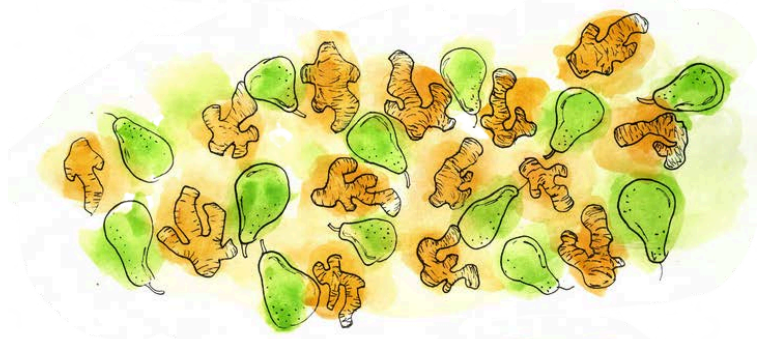
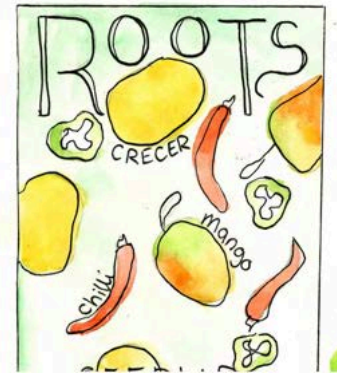
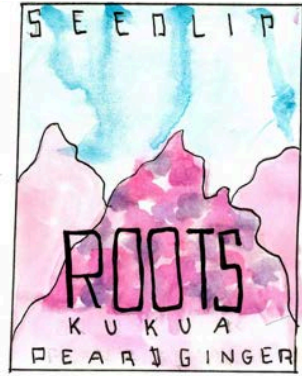
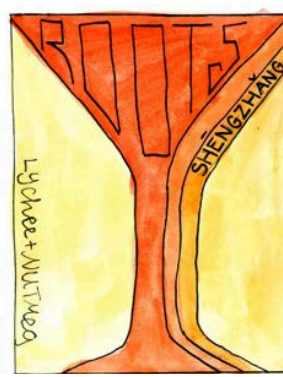


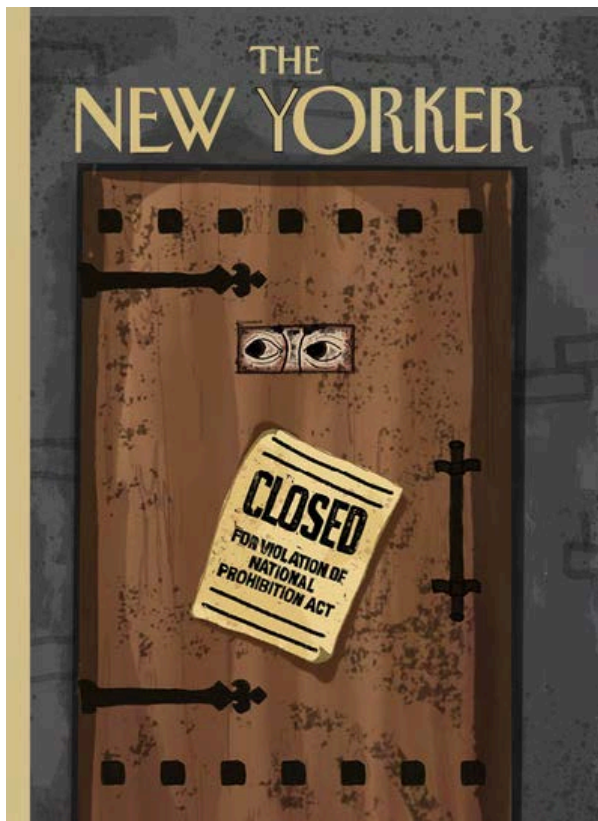
Album cover redesign project. Listening and using the feel of music to guide development and direction with work.



Penguin Book Cover Brief. Using metaphors and tips used throughout the book to create a striking front cover that nods to the inspirational theme of the book.

Seedlip packaging redesign project. Creating flavours and identity for an edition of limited non-alcoholic spirits, capturing the benefits and appealing a wide target audience while still being eye-catching and recognisable on a shelf.





THE 1920S: TURMOIL AND TRANSFORMATION

The 1920s, also known as the "Roaring Twenties," was a decade marked by tremendous social, political, and cultural shifts. Emerging from the shadow of World War I, the world faced new challenges, celebrated innovation, and witnessed the birth of new cultural movements. At the heart of these developments were events such as the aftermath of World War I, the devastating Spanish Flu pandemic, women's suffrage, the Jazz Age, and revolutionary art movements like Surrealism, Dada, and Art Deco. The decade would culminate in the devastating financial crash that heralded the onset of the Great Depression.

THE AFTERMATH

World War I, often referred to as "The Great War," ended in November 1918, leaving much of Europe in ruins. The

war was unprecedented in its scale, leading to the deaths of an estimated 16 million people, both military and civilian. Millions more were injured, with psychological trauma, or what was then called "shell shock," affecting countless veterans. Economically, countries involved in the conflict were severely weakened, communities made destitute and global trade disrupted for many years to come.

The Treaty of Versailles, signed in June 1919, officially ended the war, but it laid the groundwork for ongoing resentment and instability, especially in Germany. The treaty imposed heavy reparations on Germany, which was used to punish the country for its role in the war but had the side effect of crippling its economy. Hyperinflation would follow in the early 1920s, further fueling German discontent and creating fertile ground for the rise of political extremism, most notably Adolf Hitler and the Nazi Party. The end of World War I also marked the beginning of the redrawing of European borders. The Austro-Hungarian Empire collapsed, leading to the formation

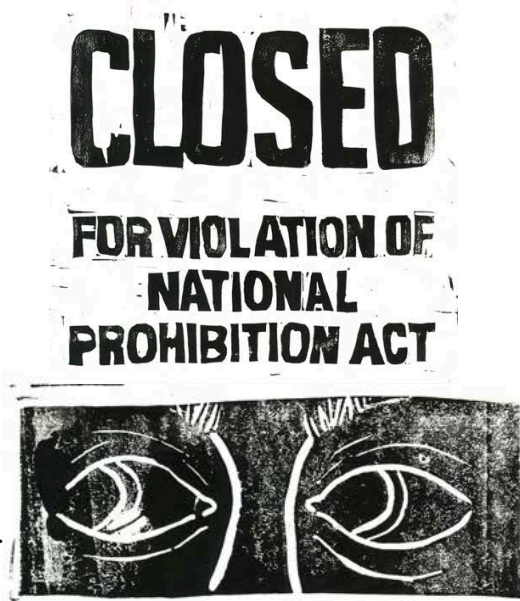
of new nations like Austria, Hungary, Czechoslovakia, and Yugoslavia. The Russian Empire, having undergone the Bolshevik Revolution in 1917, transformed into the Soviet Union under Lenin's leadership. The post-war world was not only reshaping politically but also socially, as many sought to rebuild and adapt to a new global order.

PANDEMIC

Even as the world emerged from the horrors of World War I, it was quickly plunged into another catastrophe: the Spanish Flu pandemic. Beginning in 1918 and lasting until 1920, the Spanish Flu was an influenza pandemic that infected about one-third of the global population and caused the deaths of an estimated 50 million people—more than the total casualties of the war itself. The pandemic spread quickly, aided by the movement of troops and the general upheaval caused by the war. It disproportionately affected young adults, a demographic that had already been decimated by the conflict. Medical science



THE NEW YORKER, FEBRUARY 25



at the time was ill-equipped to handle the virus, and there were no vaccines or antiviral treatments available. Public health measures, such as quarantines and the wearing of face masks, were widely implemented, but the global nature of the disease made containment difficult.

The pandemic had lasting social and economic effects. Many regions experienced labor shortages due to the sheer number of deaths. The flu also heightened awareness of public health, leading to the establishment of better medical infrastructures in some countries. In many ways, the Spanish Flu was a forgotten tragedy of the 1920s, overshadowed by the political and cultural changes that followed in the wake of World War I, but it was an essential element of the world's recovery in this tumultuous decade.

VOTES FOR WOMEN

One of the most significant social changes of the 1920s was the expansion of voting rights for women. The suffrage movement in the United Kingdom had been gaining momentum in the late 19th and early 20th centuries, with activists like Emmeline Pankhurst and the Women's Social and Political Union (WSPU) advocating for women's right to vote. Their efforts often led to protests, hunger strikes, and confrontations with law enforcement.

World War I proved to be a turning point for the women's suffrage movement. As men went off to fight, women entered the workforce in unprecedented numbers, taking on roles traditionally reserved for men, such as working in factories, driving ambulances, and serving as nurses on the front lines. Their contributions to the war effort strengthened the argument that women deserved full citizenship, including the right to vote.

In 1918, the Representation of the People Act was passed, giving voting rights to women over the age of 30 who met certain property qualifications. This partial suffrage was seen as a victory, but it left out a significant portion of

the female population. Ten years later, in 1928, the Equal Franchise Act was passed, granting voting rights to all women over the age of 21, bringing their voting rights on par with men.

The enfranchisement of women was



a landmark achievement that had far-reaching effects. It changed the political landscape of the UK, as women began to influence elections and policy-making. It also inspired women's movements in other parts of the world, contributing to a broader wave of feminist activism throughout the 20th century.

THE JAZZ AGE: A CULTURAL REVOLUTION

The 1920s were also known as the "Jazz Age," a term popularized by writer F. Scott Fitzgerald. Jazz music, born in the African-American communities of New Orleans in the early 20th century, exploded in popularity during this decade. Characterized by its syncopated rhythms, improvisation, and blending of African and European musical traditions, jazz became a symbol of the era's break from tradition and its embrace of modernity.

Cities like New York, Chicago, and Paris became hubs for jazz culture. In the United States, African-American musicians such as Louis Armstrong, Duke Ellington, and Bessie Smith gained national fame, while white audiences were increasingly exposed to and influenced by black culture. The popularity

of jazz clubs, speakeasies, and dance halls reflected the growing fascination with nightlife and entertainment in the post-war world.

The Jazz Age was not just about music; it was also a broader cultural movement that reflected changes in attitudes toward race, gender, and sexuality.

The decade witnessed the rise of the "flapper," a young woman who defied traditional gender norms by wearing short skirts, cutting her hair into a bob, smoking, and openly embracing a more liberated lifestyle. The flapper became an icon of the 1920s, representing women's newfound independence and a shift away from the strict moral codes of the Victorian era.

Jazz and the cultural changes it symbolized were not without controversy. Many viewed jazz as immoral and a threat to traditional values. Racial tensions also ran high, particularly in the United States, where segregation was still enforced in many areas. Despite these challenges, the Jazz Age had a lasting impact on global culture, influencing not only music but also literature, fashion, and art.

ART MOVEMENTS

The 1920s were a period of profound innovation in the visual arts, with several avant-garde movements emerging that challenged traditional artistic norms. Among the most important were Surrealism, Dada, and Art Deco, each of which had a distinct style and philosophical approach but shared a common interest in breaking away from the conventions of the past.

SURREALISM

Surrealism emerged in the mid-1920s as a literary and artistic movement that sought to explore the unconscious mind. Influenced by the psychoanalytic theories of Sigmund Freud, Surrealist artists



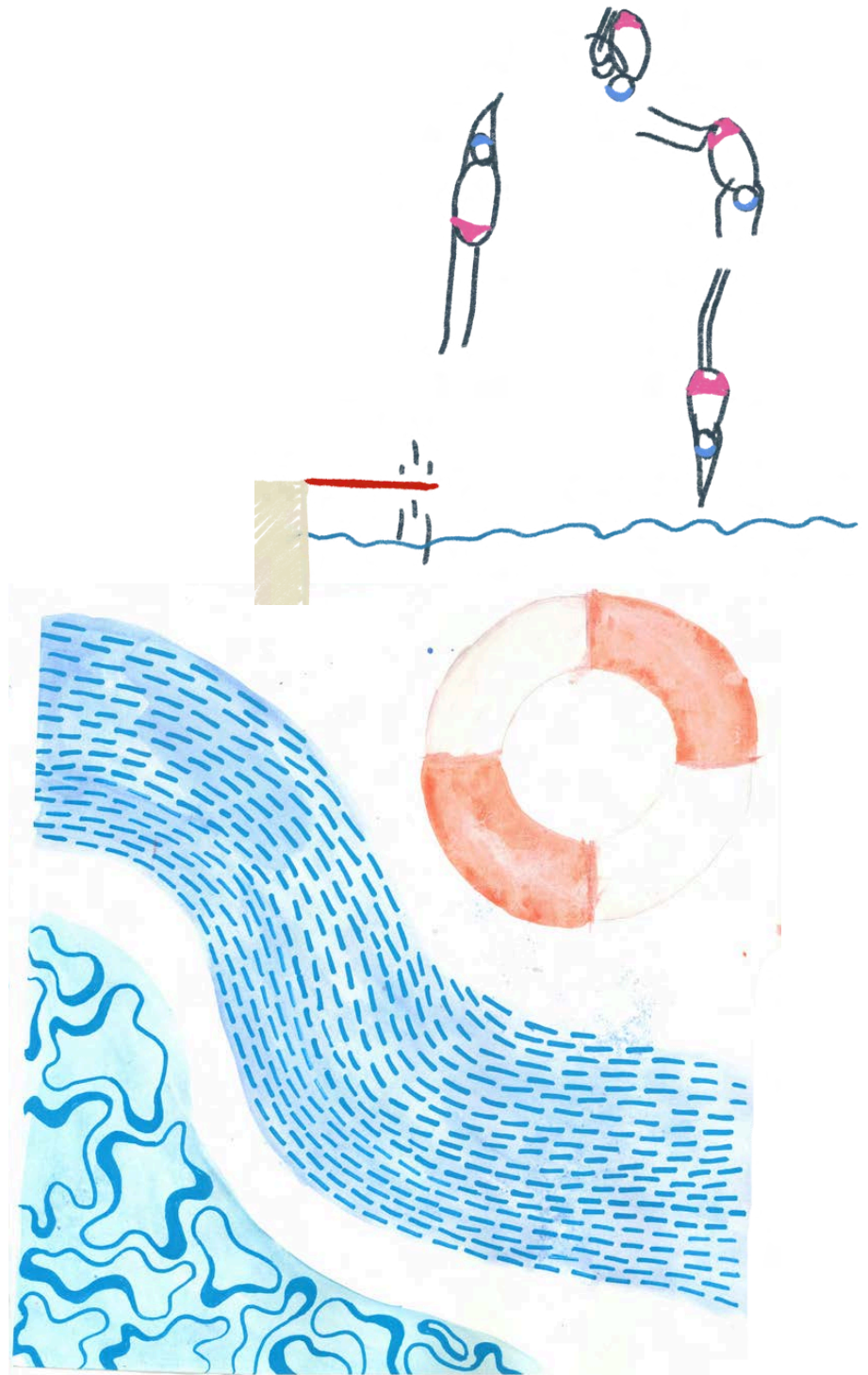
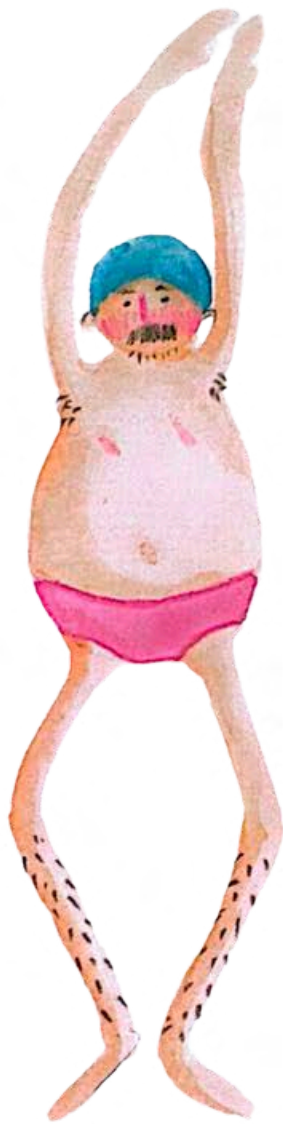
THE NEW YORKER, FEBRUARY 25

New Yorker 100 Years Project. Inspired by important events in the 1920s, prohibition, speakeasies and the normality of organised crime. Working with vectors and lino cut to create a grungy, thematic set of illustrations.



Glasgow Vegan Project. Taking inspiration from natural sources, stripping back my work keeping it simple, yet full of texture and personality, aimed at the target audience, and also aiming to also draw in non-vegans, nature lovers, and Scotland fans.

Character experimentation using a binding theme of water, keeping it light-hearted and inspired by children's books.



BARBRA

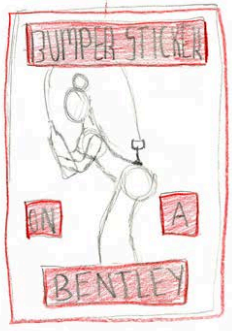
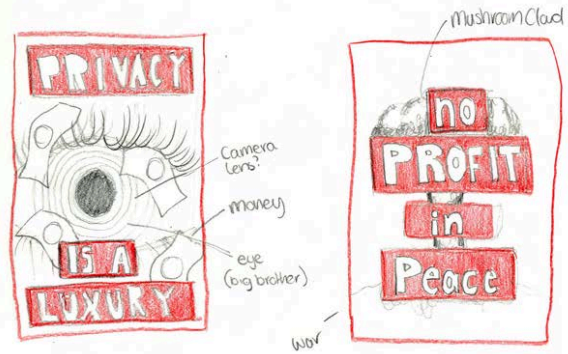
KRUGER

Barbra Kruger, born in New Jersey 1945, attended both Syracuse University, then Parsons School of Design for a brief time, before working in graphic design for Conde Nast Publications at Mademoiselle magazine, and was promoted to head designer at the age of 22, less than a year being there. Her time working in graphic design is described as her biggest influence on her work.

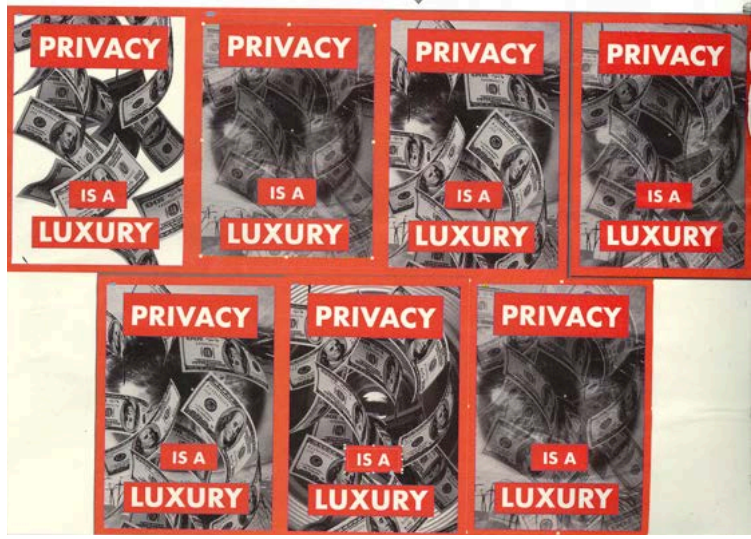
Media + Techniques!
 Barbra Kruger uses a variety of different techniques and mediums which are a part of which makes her art so distinctive and powerful. Kruger's main medium is using found photography which she edits and changes to fit her artistic aim. With the photology she also uses silkscreen printing, which helps her create graphic bold swags and layering, including her renowned white and red text. Recently Kruger has also ventured into the digital space, creating video and digital installations to expand her creative practice and opportunities. Barbra Kruger uses large, bold text overlays in her work, this combined with a limited color palette creates a strong impact within her art. She also creates collage-like pieces by combining various different media, creating new meaning within. Kruger uses common graphic design principles used in advertising, to draw the viewer's eye and catch their attention, this helps her to display your work in a way that is for corporations to manipulate through advertising. Kruger also uses repetition frequently through her art, which helps drill messages into viewers and create powerful, memorable pieces of work. These techniques and media choices help to convey these complex, political and social themes that Kruger explores.



Form!
 Barbra Kruger's work is often very large, she is often creating large visuals and installations, this combined with the large, bold text creates a very impactful piece of work. She will often use pronouns like 'I', 'we' and 'you' creating an immediate personal connection with the viewer. The bold typography usually contrasts the image behind, enhancing the message and creating a dramatic effect. These artworks include very clear imagery and large text, resulting in a very conventional piece of art.



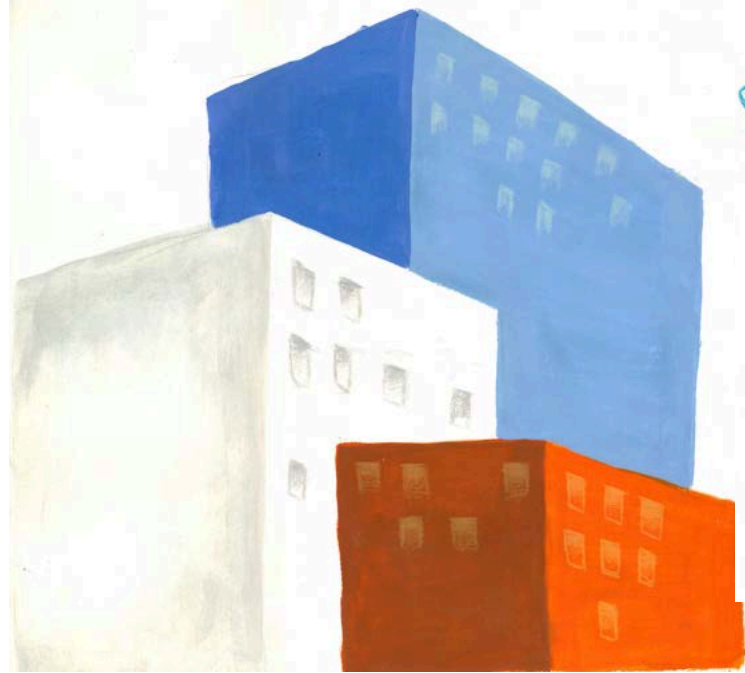
Function!
 Kruger's art encourages viewers to think about the messages that they come across in everyday life by critiquing social norms, gender norms and consumerism throughout. Her work addresses many political issues, such as feminism and capitalism, trying to provoke discussion and evaluative judgment. Kruger enjoys mimicking advertising techniques within her work to reveal the true manipulative nature behind commercial adverts. By using such personal pronouns within her art, this draws viewers in, making them feel as if they are part of the art. Barbra Kruger uses simple visual language and typography to provoke emotion and tackle complex themes very effectively.



Research and experimentation with Barbra Kruger and her work, using her established style to create my own work.

Creating a little farmers market for a company who were going to Glasgow Vegan Festival, took inspiration from this project and created a personal project to expand this festival and create a playful, comforting scene.





Taking inspiration from Weimer Pursell, and combining his techniques with my own, and creating a hybrid piece of work which combines both styles and inspirations.

