

Drumroll... Please...





TADAAA MY
PORTFOLIO

Graphic Design;

a creative process that combines art and technology with a focus on visually communicating and presenting ideas. It often refers to both the processes (designing) by which the communication is created and the products (designs) which are generated.

A designer works with a wide variety of communication tools in order to convey a message from the client to a target audience. The main tools are typography, images, colour and layout plus the unique flair of a designers mind to make it all work.

Graphic Design is a part of daily life without people realising it. From humble things like chocolate wrappers, to huge advertising billboards, to your favourite T-shirt, to a website, magazine or book you're reading.

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Where's What...

Advertising Designs

06

- poster designs and concepts

Logo & Brand Designs

12

- branding and logo designs and its applications

Illustration Designs

20

- various plan illustrations, elevations and layouts

Editorial Designs

38

- document designs, exhibition panel designs and other print based designs
- working together — showcase of projects
- showing multiple design products working together

Attention please...

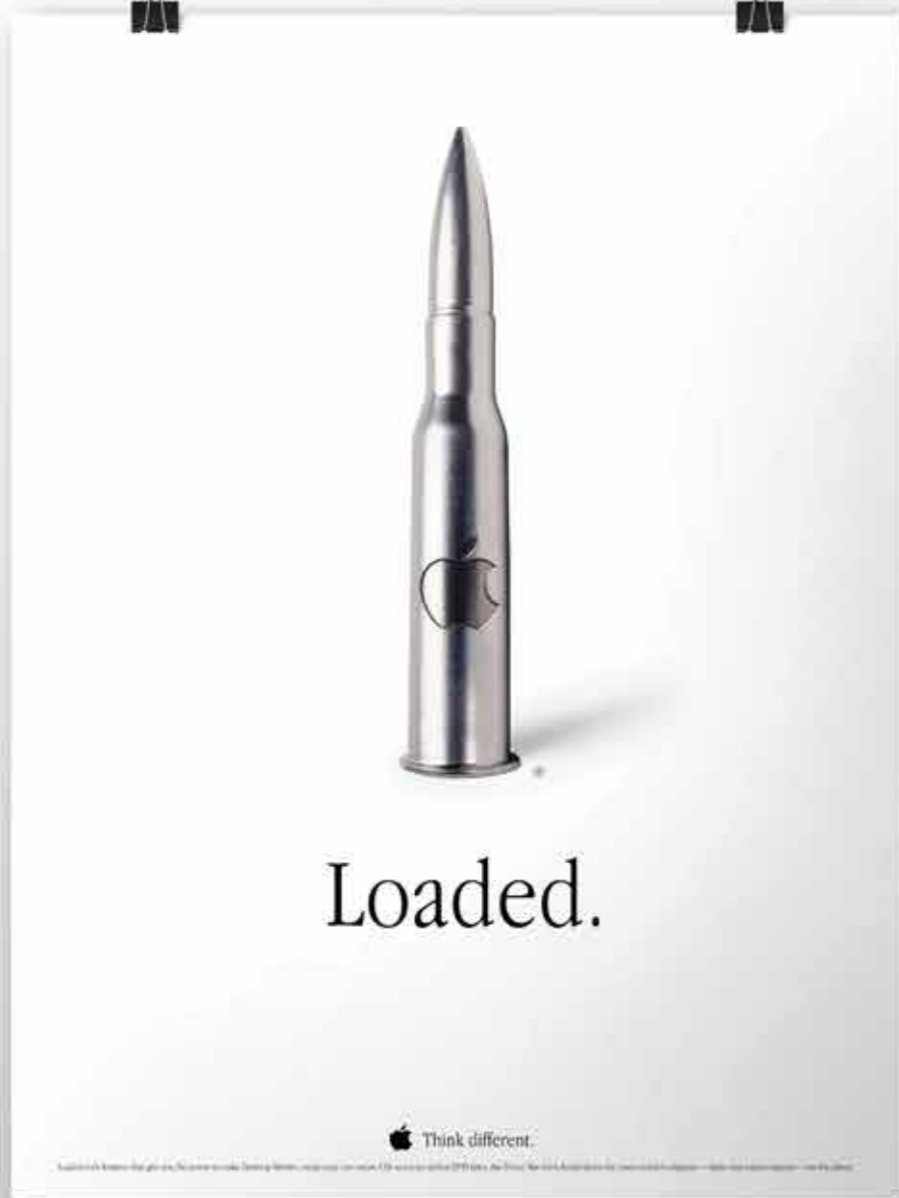


Advertising Designs

advertisement;
noun

informal advert, that tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc.

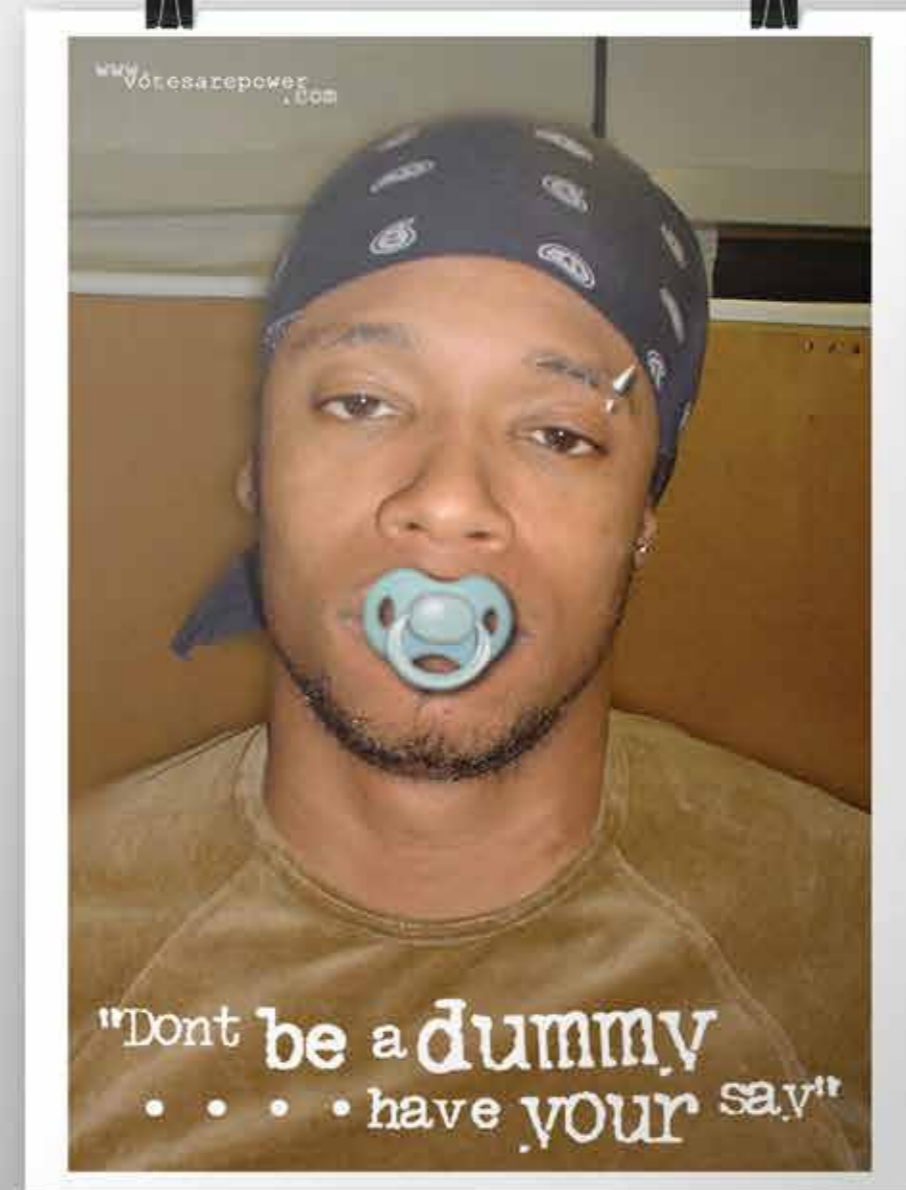
a television/newspaper advertisement for a new car.



ADSHELL (Clear Channel)
Competition for Ford & Apple



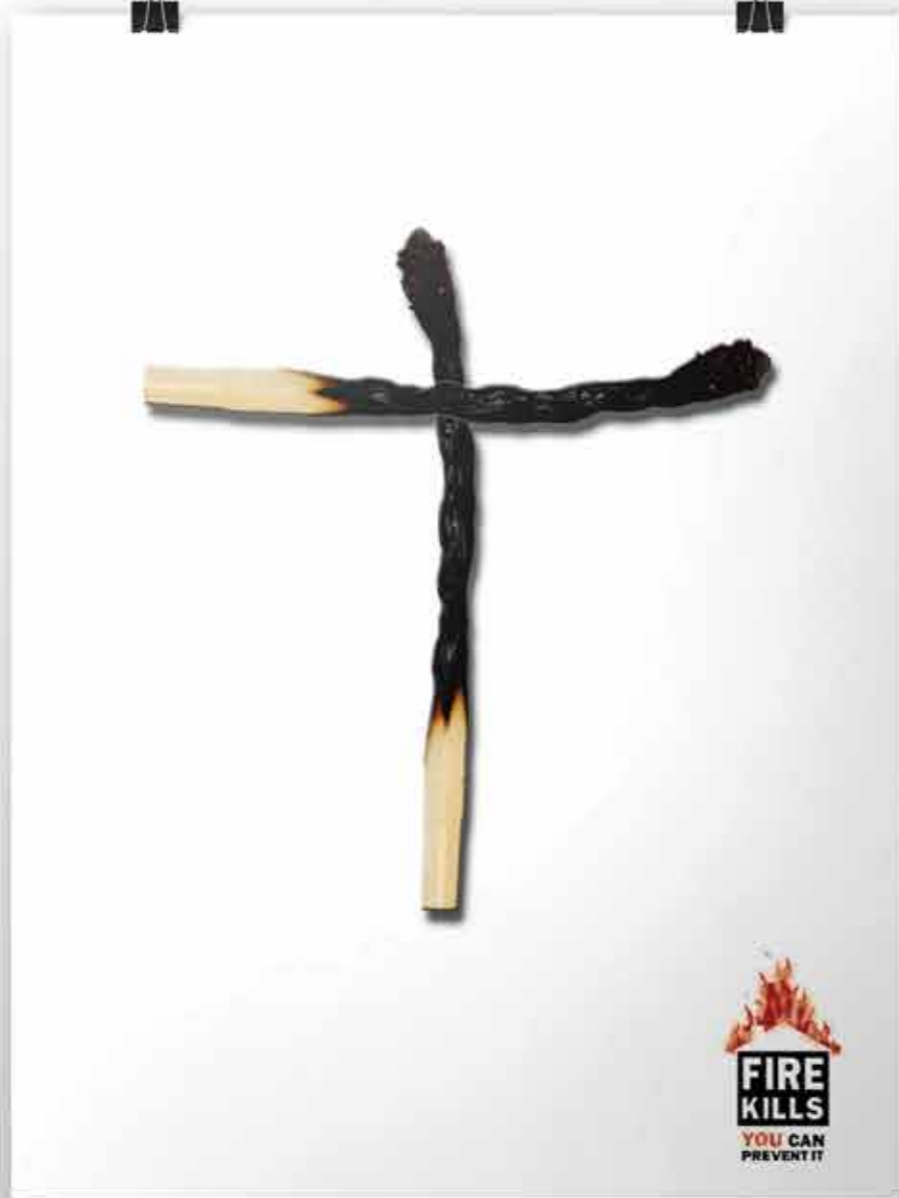
The brief to promote the new Ford KA and Apple for an audience between the ages of 18 to 25; designed a concept for a poster campaign which won 1 of 3 commended places within the UK.



The Electoral Commission
Competition UK Parliament

Poster campaign concept to persuade young people to vote.

The
Electoral
Commission

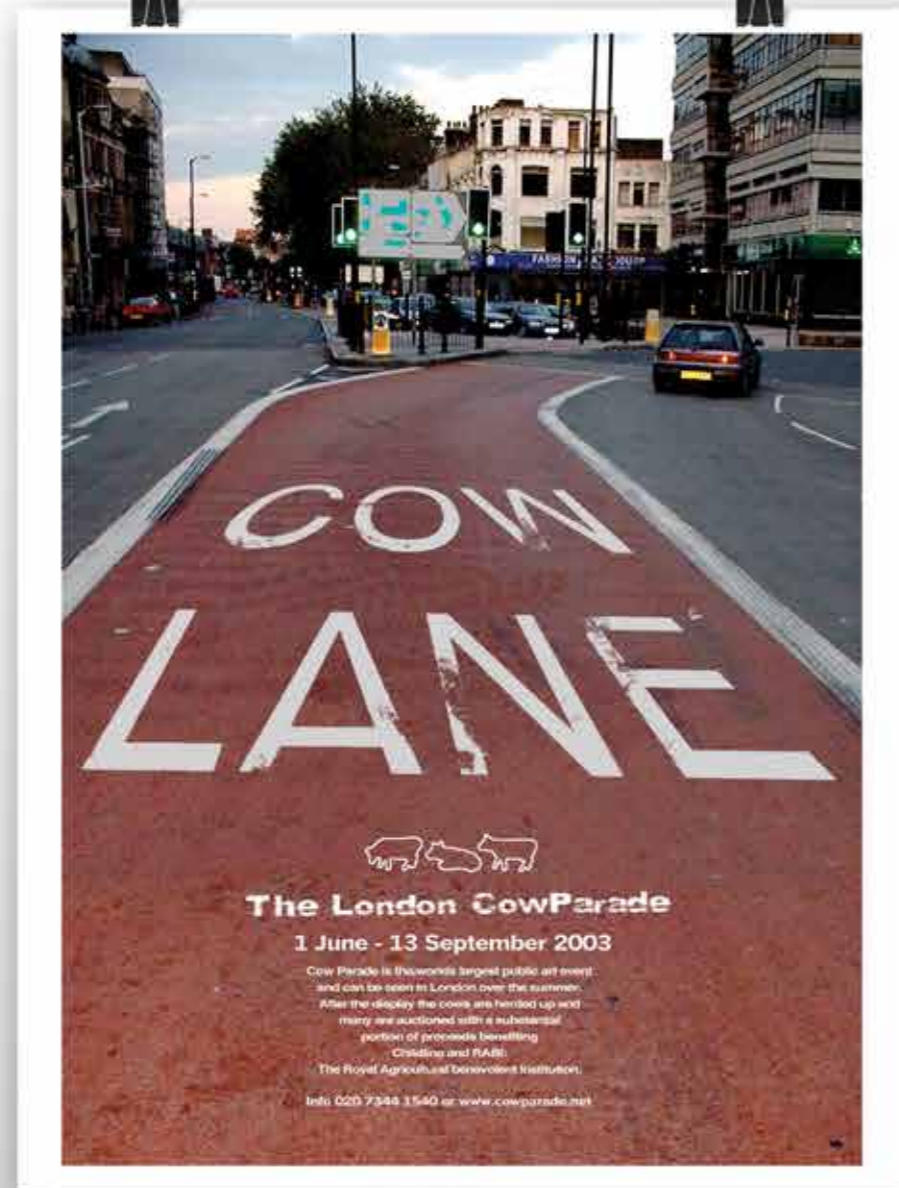


D&Ad

Competition for fire safety

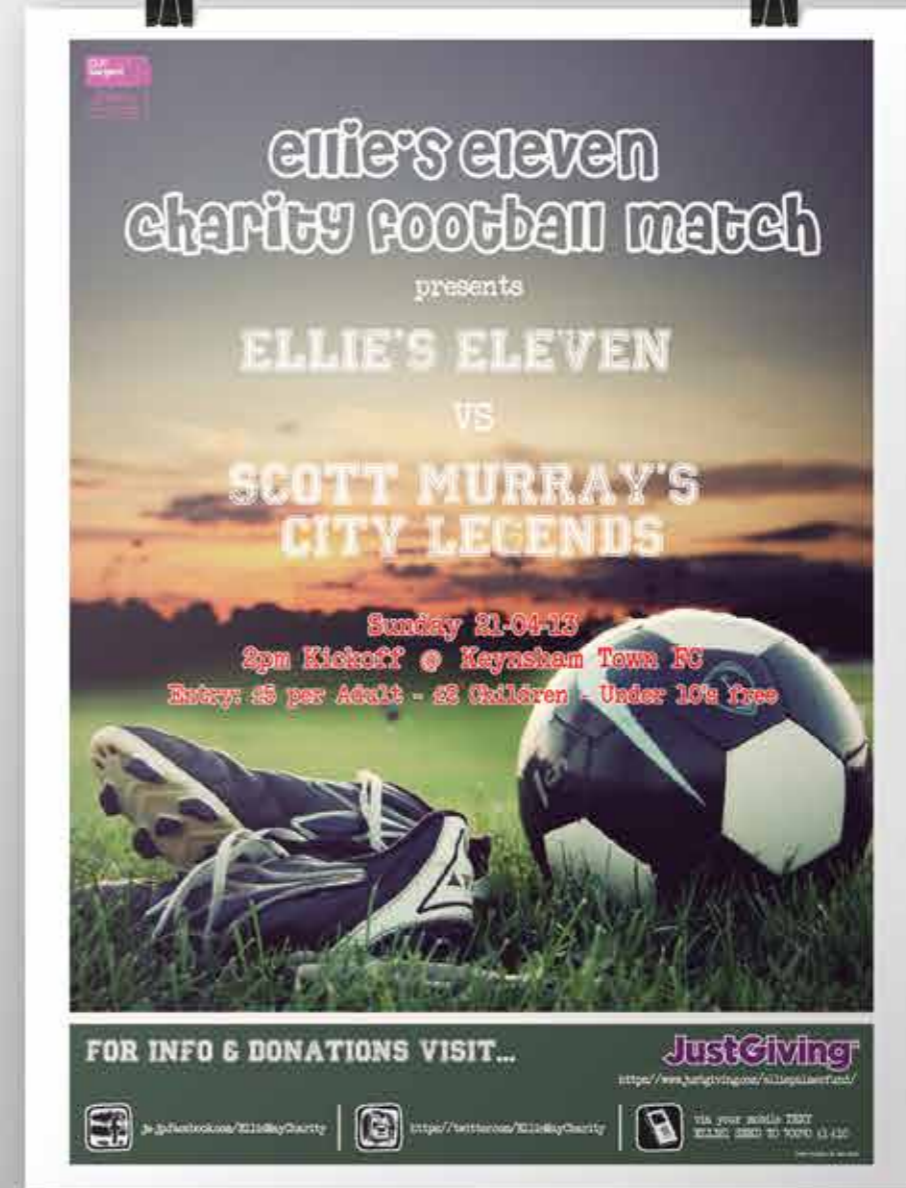
Poster campaign to promote awareness of the dangers of fire in the home.





London Cow Parade
Art Exhibition (Charity)

Poster campaign concept to promote and support a charitable cause involving London Cow Parade Exhibition.



Ellie May Charity Event
JustGiving

Poster campaign to support a justgiving charity football event for young girl Ellie May a suffering cancer patient.

estate strategies
business cases
planning consultancy
project delivery
design
risk advice and advisor
project facilitation

RPS

specialist police consultancy services
to devon and cornwall and to other constabularies...

dr colin bloch
01454 853000 blochc@rpsgroup.com

Land at
**Milton Road
Bloxham**

Notice of Public Consultation
Monday 15th June 2009, 3.00pm - 7.30pm
to be held at the Parish Rooms, Bloxham

Sanctuary Group | Sanctuary Care | Charter | DORSET | RPS

Various poster designs

Persimmon and Hannick Homes would like to invite you to
their second West Warminster

Public Exhibition

Friday 20th September 2013
3pm - 8pm
and
Saturday 21st September 2013
10am - 2pm
at the
Warminster Civic Centre
Sambourne Road, Warminster, BA12 8LB

Following public consultation in May 2013, Persimmon and Hannick Homes have further developed proposals to bring forward the sustainable extension to the west of Warminster, within the land identified for development by Wiltshire Council.

You are invited to attend the public exhibition to be held at the Warminster Civic Centre (on Sambourne Road) over two days on **Friday 20th September between 3pm - 8pm and Saturday 21st September between 10am - 2pm**. Your feedback on the proposals is sought prior to submission of the planning application.

Representatives from the design team will be present to discuss the emerging proposals and answer any questions you may have.

If you are unable to attend the event, please contact us via the email address below and we will forward an electronic copy of the display boards and questionnaires for your consideration: WestWarminster@persimmon.com

PERSIMMON Hannick Homes **West Warminster**

Notice of
**Public
Exhibition**

TAVISTOCK TO BERE ALSTON COMMUNITY RAIL PROJECT

Thursday 26 June 2008, 12.00 noon - 8.00 pm and
Wednesday 2 July 2008, 12.00 noon - 8.00 pm
to be held at **The Bedford Hotel**, Plymouth Road, Tavistock, PL19 8YG

KILBRIDE COMMUNITY RAIL RPS

Unique Identity

Logo & Brand Designs

brand identity;
noun

a set of ideas and features that a company wants people to connect in their minds with its products or brand.

the state of having unique identifying characteristics by which a person or thing is recognized.



Personal Client Logo,
Logo was designed for a stag party t shirt



Tavistock,
Logo design for community rail project



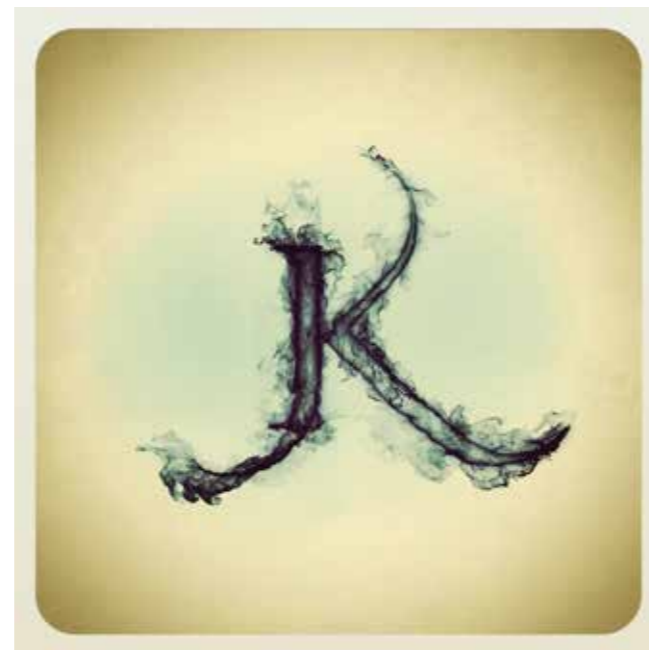
Sanford Station,
Logo design for housing development site



Movinder & Surinder
Wedding logo & branding



Butts Hill, Highpoint Station
Logo design for housing development site



Jaiden & Kaiyen,
Personal logo designed for my two sons



Maesgwynne Farm,
Logo design for housing development site

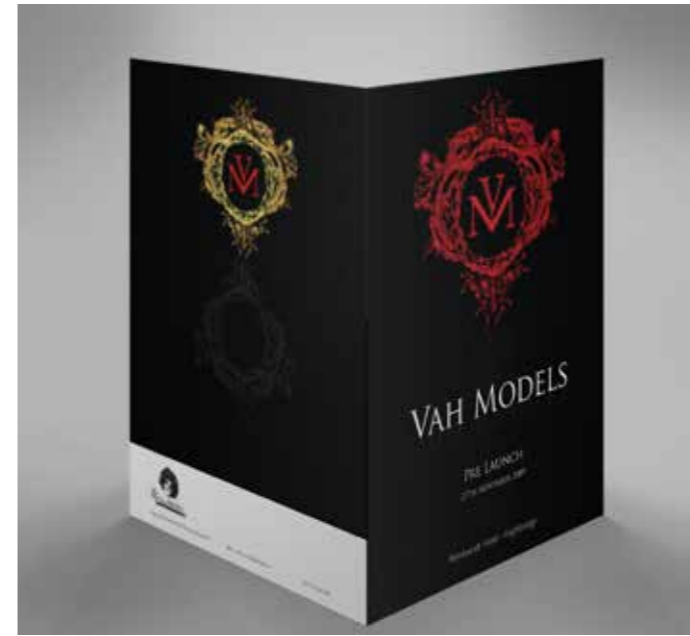


Afrolicious Designs,
Personal concept for me



Existing Logo

MRPC Bristol, Mobile phone repair centre



Vah Models London, Branding and Brochure Design



Rightstar Music Productions,
Logo idea came from a tattoo on client



Joe's Barber,
Branding and leaflet design for new business



Amit & Rajni Wedding,
Wedding logo & branding



Tiny Buttercups, London
Additional idea for childminding service



Magazine Logo,
Bristol magazine logo concept



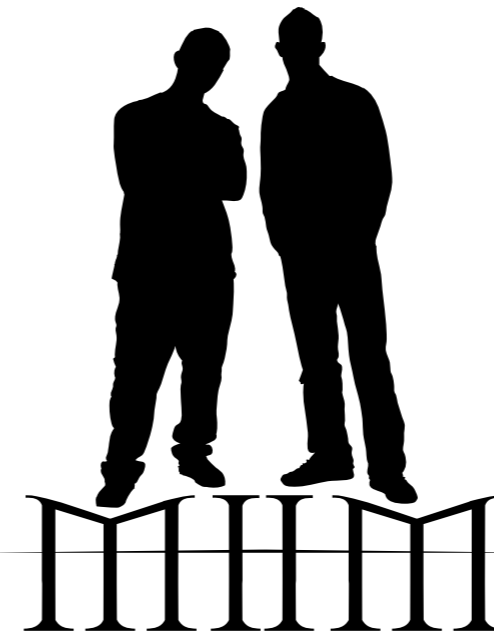
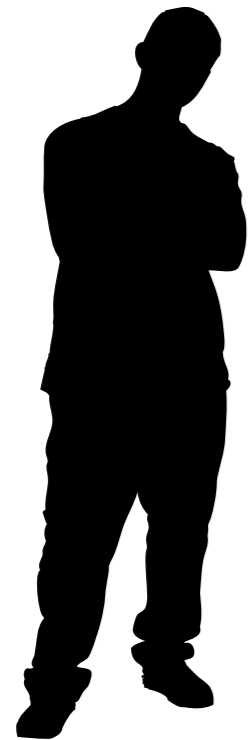
Lioncourt Homes,
Branding and document design



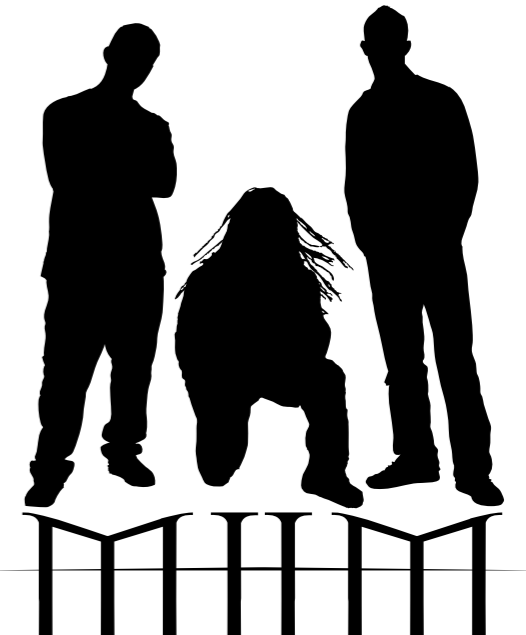
Nando's,
Logo concept idea



Nando's,
Logo concept idea



Made 2 Measure Inc.



Made 2 Measure.

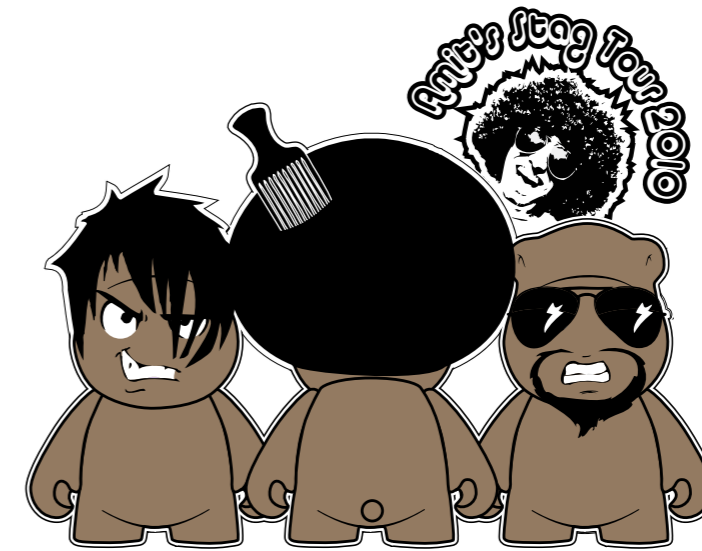
Made 2 Measure, Music Production, Logo Identity and Development



Made 2 Measure Inc.



Developing branding and applying to clothing label



Monkey Bizness
Tour

MALE
FRONT

MALE
BACK



Tiny Buttercups, Childminding Service

Stag & Hen, Branding and T Shirt Designs

Our Wedding...

Logo, Invitations, menu's, the package...

For our two weddings I took the opportunity to design a personal logo to represent us.

This then led to applying the branding to all elements of the wedding from scroll invitations to napkin holders and menu cards



Refreshing Palette

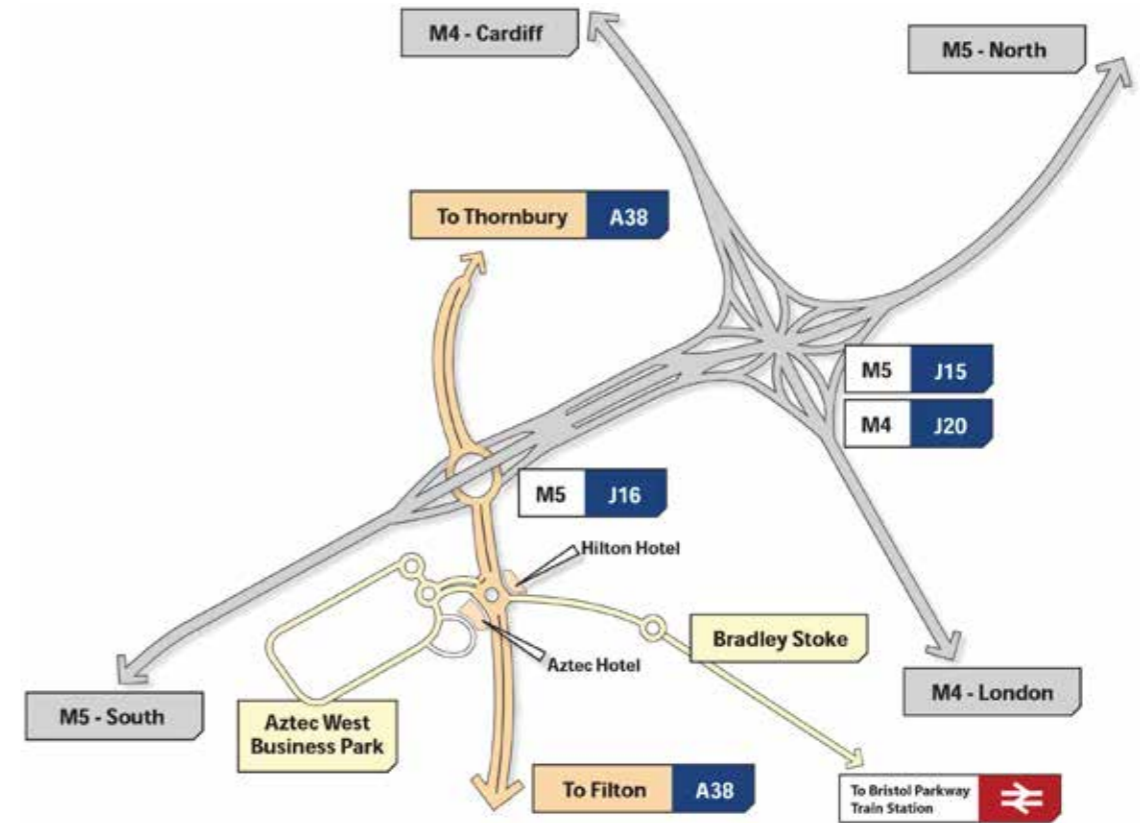


Illustration Designs

illustration;
noun

A picture or image that is used to decorate.
To present a clarification, example, or explanation.



SAI Waterfront, Swansea

Welsh Government

SA1 is a 40ha mixed use dockland regeneration set in the historic port of Swansea with numerous grade II listed buildings.

The development within the site comprises residential apartments, office buildings, cafés, bars and restaurants, and the Swansea sailbridge and marina.

Hampden Fields, Aylesbury

Taylor Wimpey

A very vast Masterplan colour-up for this major urban extension including 3,000 dwellings, schools, a mixed-use local centre, employment centre and large areas of open space.

Anchorwood Bank, Barnstaple

Wessex Investors Ltd, Asda

Production of a Masterplan colour-up and detailed design services to promote a large brownfield regeneration 'gateway' site for mixed-use redevelopment.

Golden Valley Mill, Bristol

St. Congar's & Linden Homes

A Masterplan colour-up and accompanying documents and exhibition boards for a mixed use scheme, led by 110 residential units.



Chalton Hayes Filton, Bristol

Crest Nicholson & Bovis Homes

Large mixed use development 2200 units. An array of design implementations including colour-ups, leaflets, exhibition boards and concept designs.

Haygrove Farm, Bridgwater

David Wilson Homes and Notaro Holdings Ltd

Designed a distinctive signature identity and consultation package to promote the Haygrove Park 186 dwellings scheme.

The proposed residential development site, Haygrove Park, is 8.4 hectares in size and is located in the Durleigh area of Bridgwater.

Sydenham, Bridgwater

Persimmon Homes

A wide area consisting of three parcels which had to compliment surrounding ongoing developments. Design assistance was given to show how the additional parcels blend with the existing and ongoing developments.

Trevenson Park, Cornwall

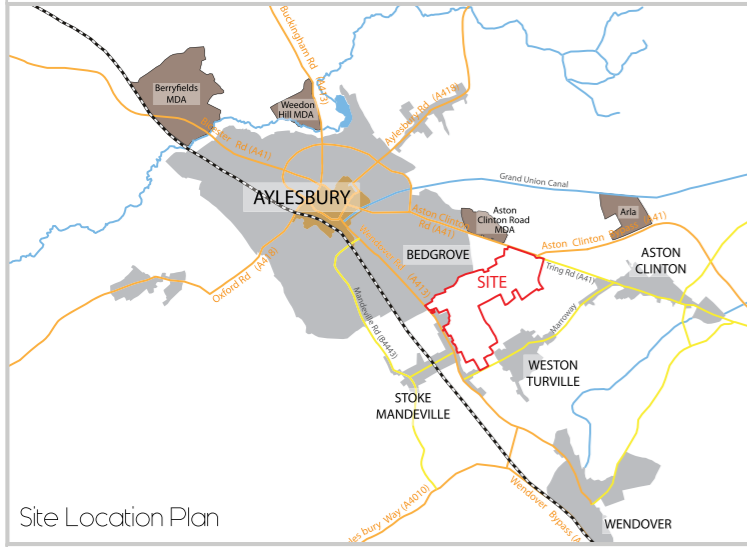
Taylor Wimpey

Part of a World Heritage Site, the scheme will see 301 new residential dwellings in total and will include both retail and commercial premises. Design support on all relevant design materials was supplied from colour-up, concepts, exhibition boards and leaflets.

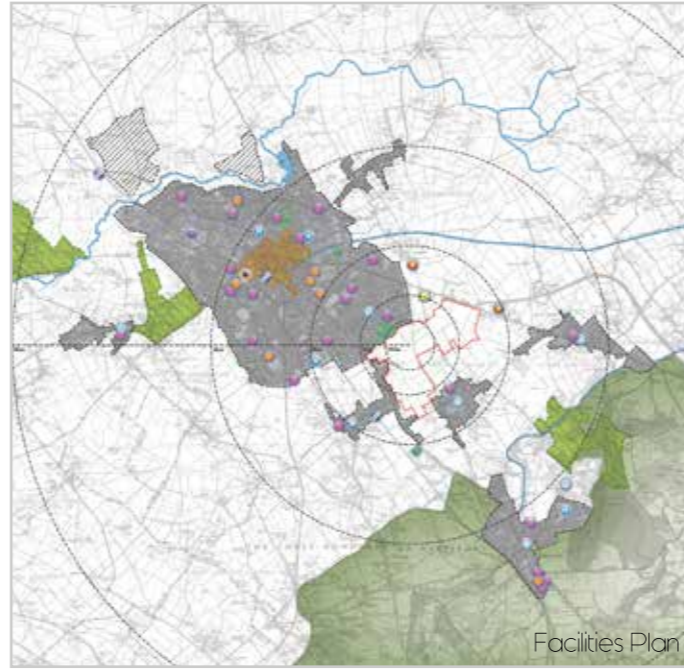
Hampden Fields, Aylesbury

Taylor Wimpey

A major urban extension including 3,000 dwellings, schools, a mixed-use local centre, employment centre and large areas of open space.



Site Location Plan



Facilities Plan



Masterplan



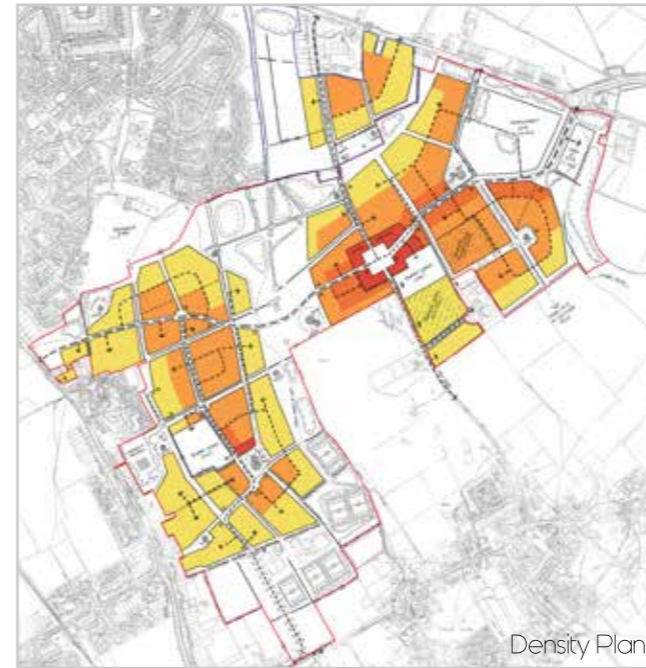
Preliminary Concept Masterplan



Concept Masterplan



Infrastructure Plan



Density Plan



Illustrative Masterplan





Longbridge East, Birmingham



Planning Layout Plan



Amount Plan



Boundary Treatment Plan



Building Heights Plan



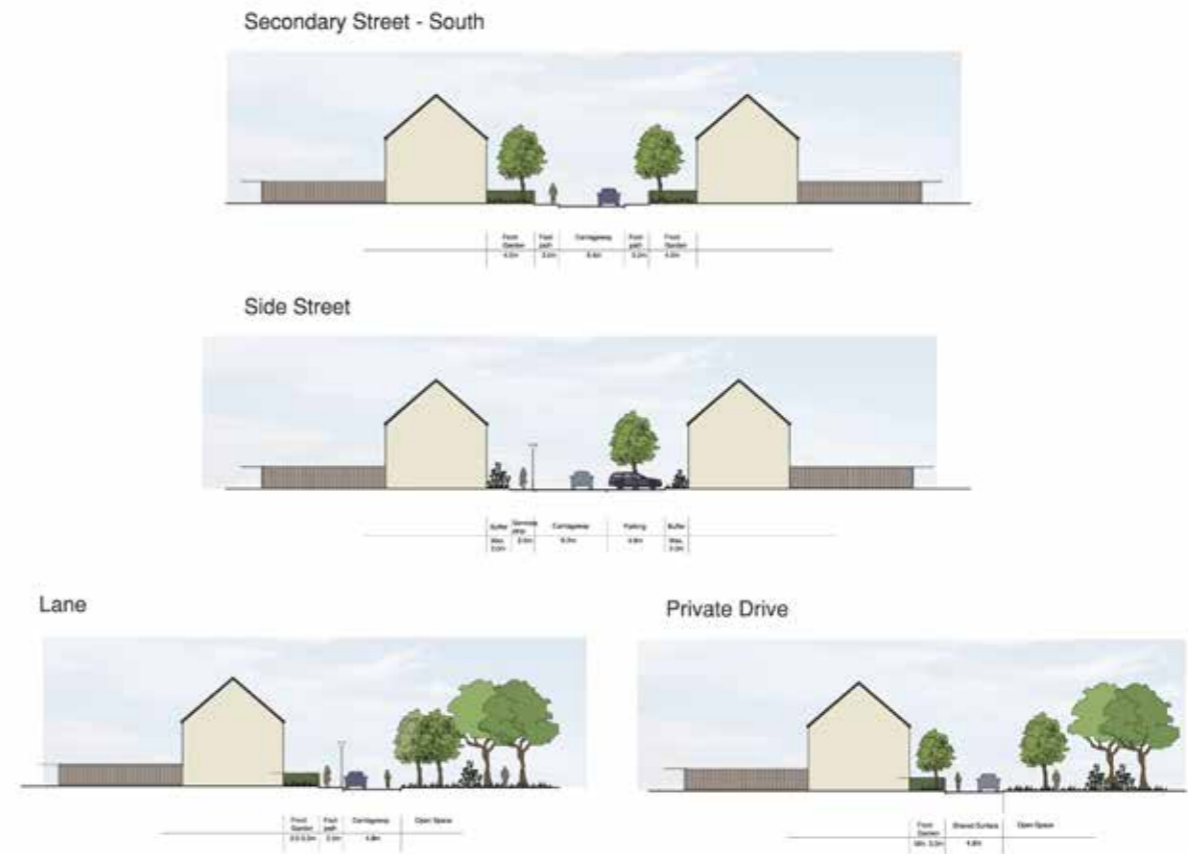
Character Areas Plan



Legibility Plan



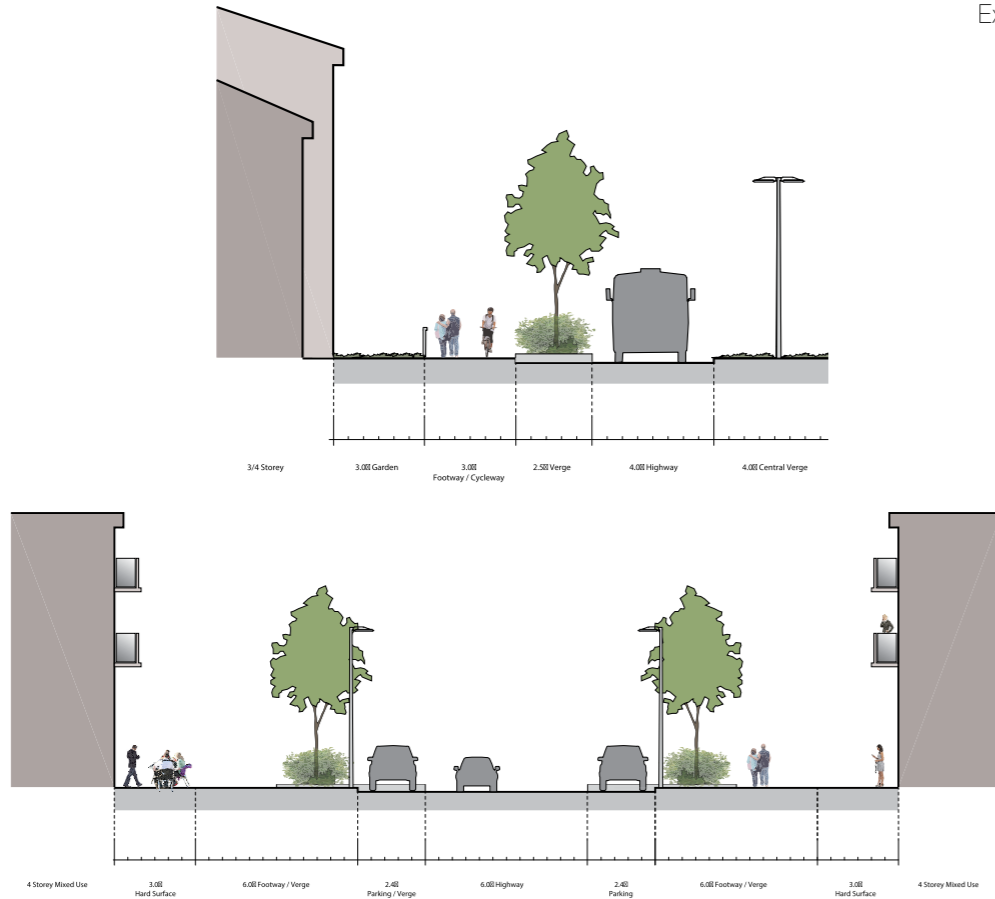
Movement Plan



Coloured Sections

Elevation Colourups

Example Street Sections



Cory Environmental East Elevation



Charlton Hayes Proposed Elevation Colourup



House Type Example

Before



After



Before



After



Before



After



Before



After



Cory Environmental Photo Montage Examples

Elevation Colourups



Ward Street Wolverhampton Typical Street Scene





Street Scene - Bath Road Frontage (A-A)



Street Scene - Townhouse Mews Frontage (C-C)



Street Scene - Mill Lane Frontage (B-B)



Street Scene - Park Frontage (D-D)

Bitton Mill Sketch Elevations



REAR ELEVATION

FRONT ELEVATION



SIDE ELEVATION 1

SIDE ELEVATION 2



GROUND FLOOR

FIRST FLOOR

Oakley Vale House Types



SIDE ELEVATION

REAR ELEVATION

FRONT ELEVATION



GROUND FLOOR PLAN

FIRST FLOOR PLAN

SECOND FLOOR PLAN

Oakley Vale House Types



SIDE ELEVATION

FRONT ELEVATION



SIDE ELEVATION

REAR ELEVATION

REAR ELEVATION



GROUND FLOOR PLAN

FIRST FLOOR PLAN

SECOND FLOOR PLAN

Oakley Vale House Types

Elevation Colourups



Street Scene 9 - 9



Street Scene 8 - 8



Street Scene 8 - 8



Street Scene 10 - 10



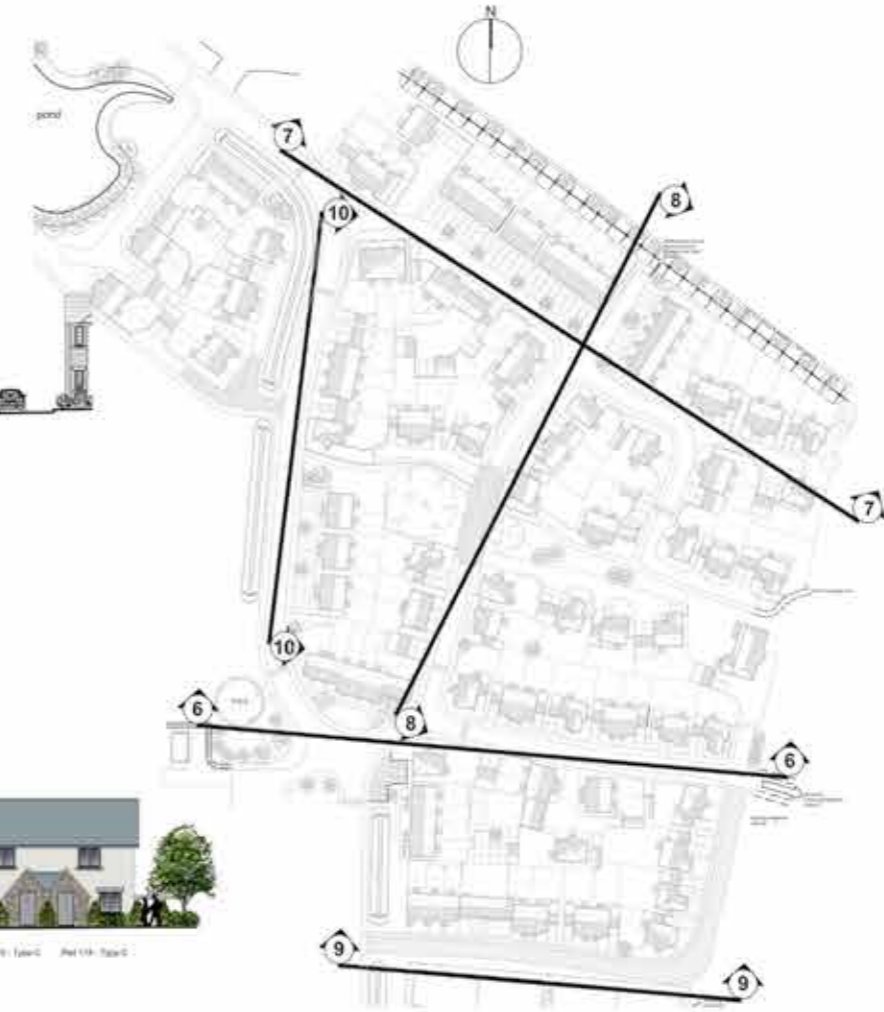
Street Scene 7 - 7



Street Scene 7 - 7



Street Scene 6 - 6





Bestwood Typical Street Scene



Trevenson Typical Street Scene



Trevenson Typical Street Scene

SketchUp Model, Garage conversion





Anchorwood Bank, Barnstable



Shrewsbury West, Shrewsbury

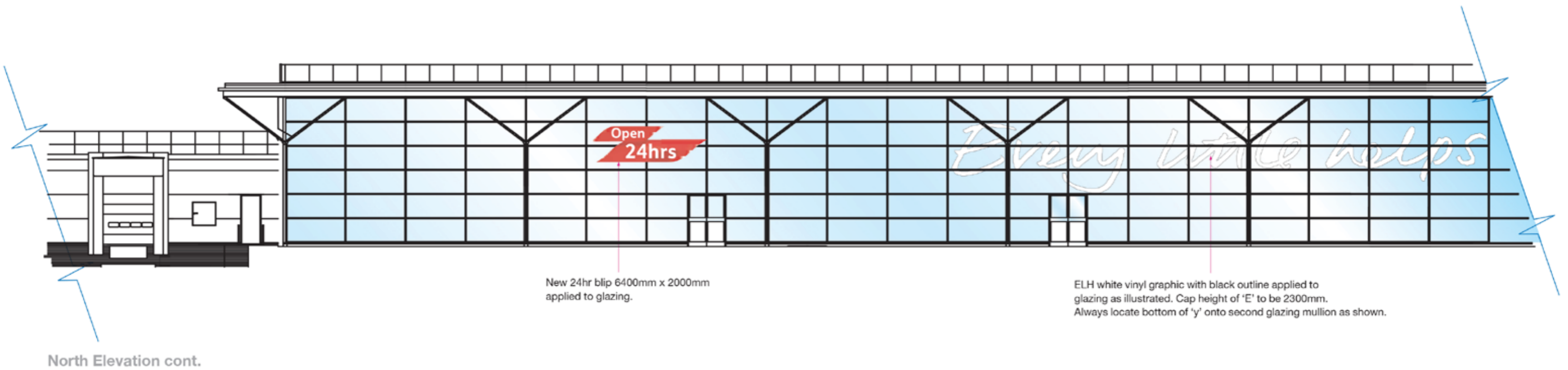
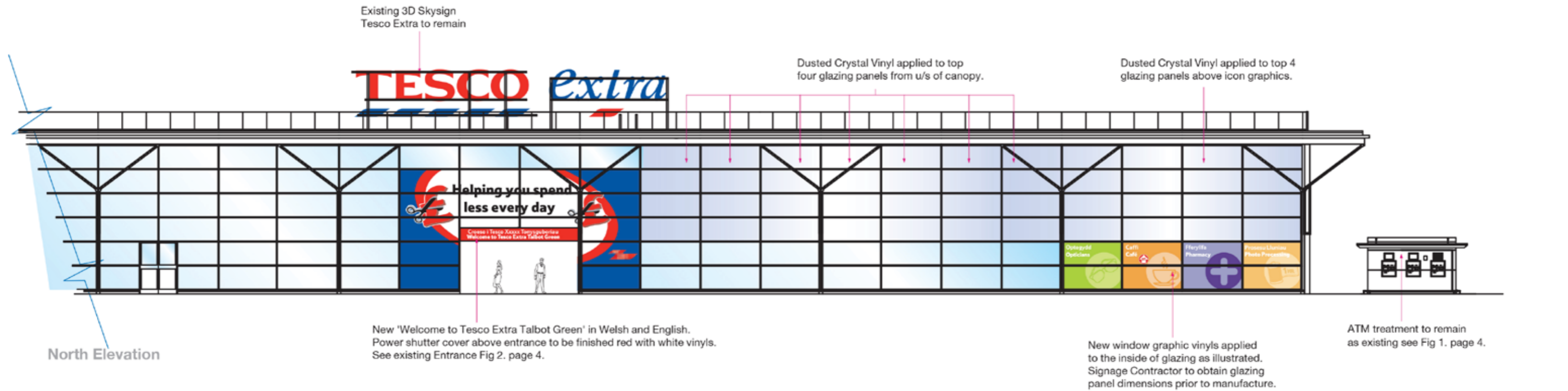
SketchUp Model, Ground Floor

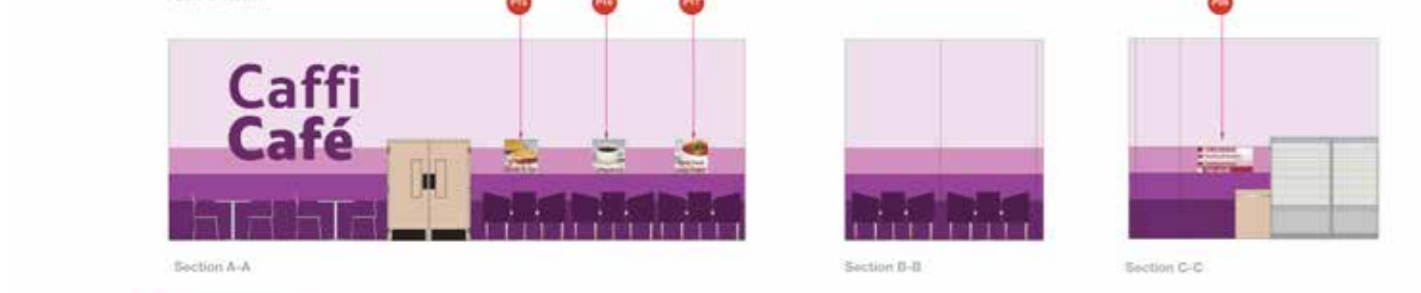
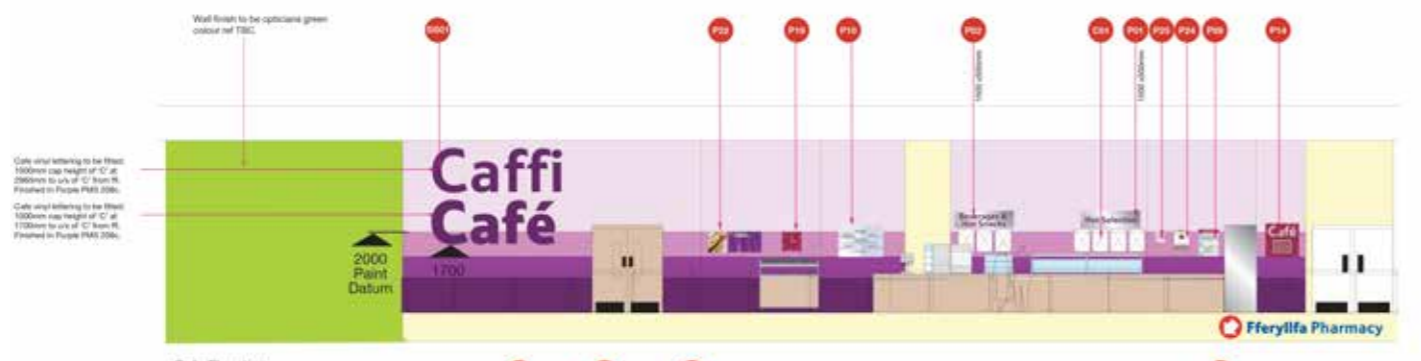
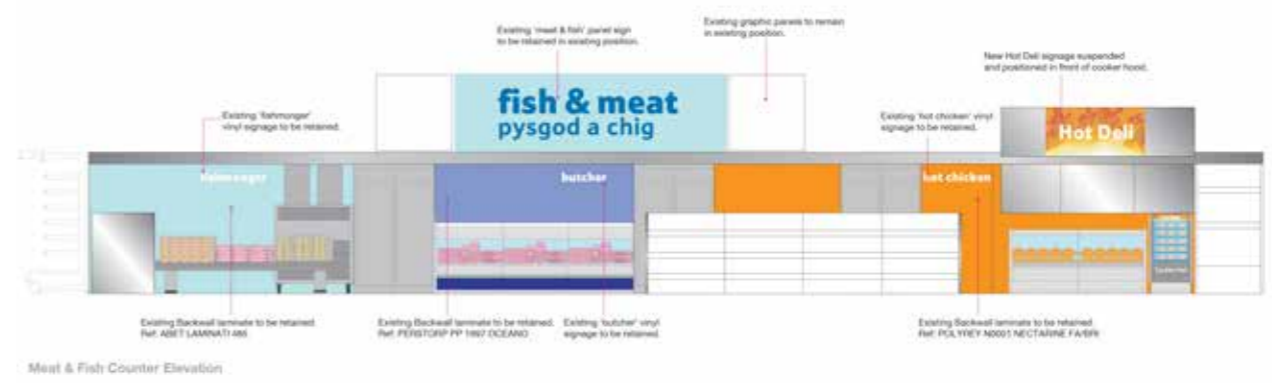
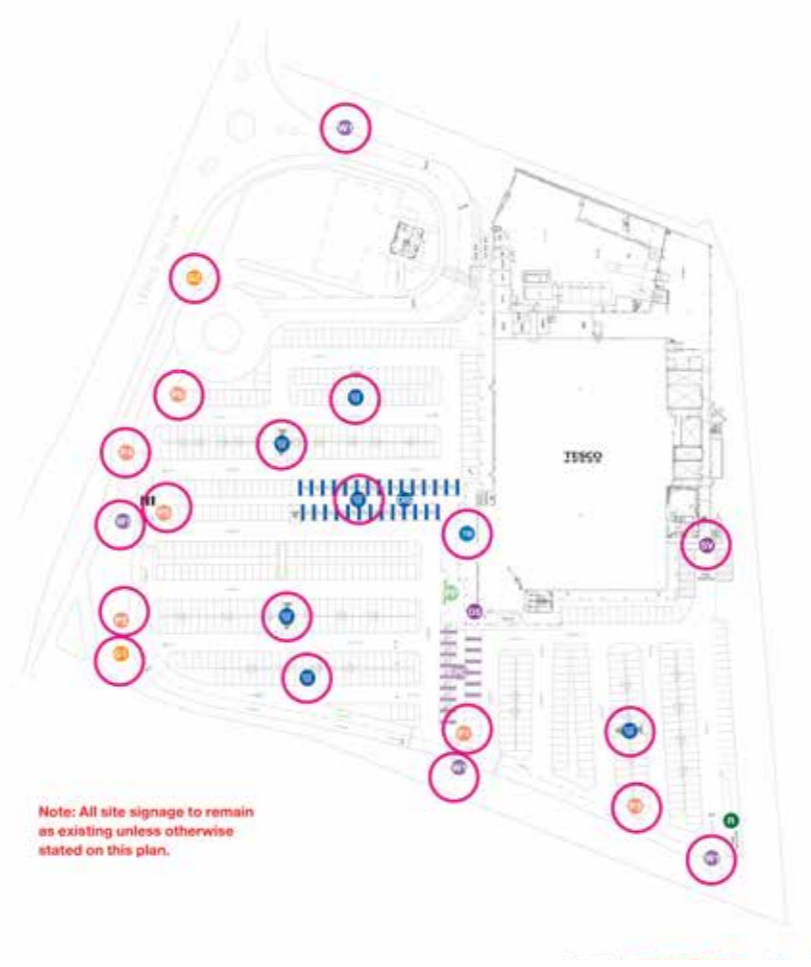
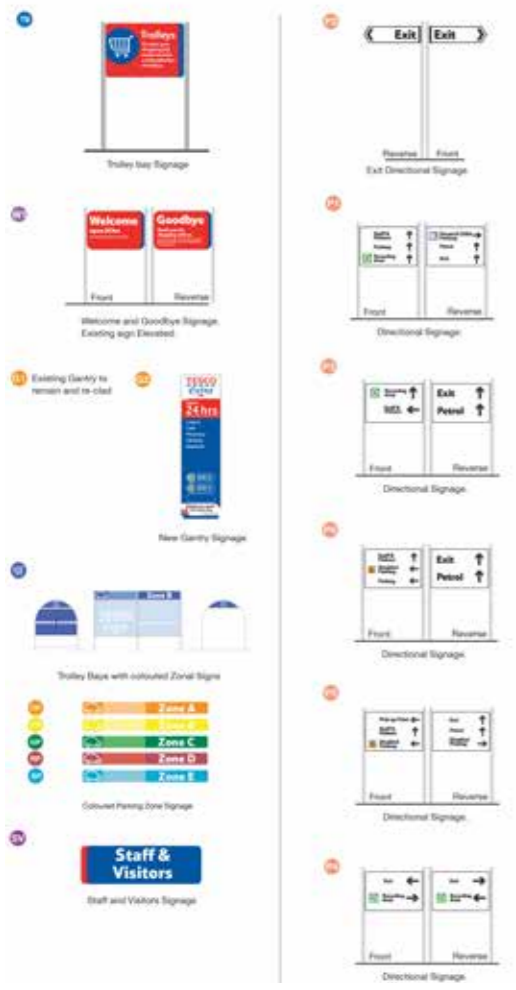




Tesco Extra Store Redevelopment,

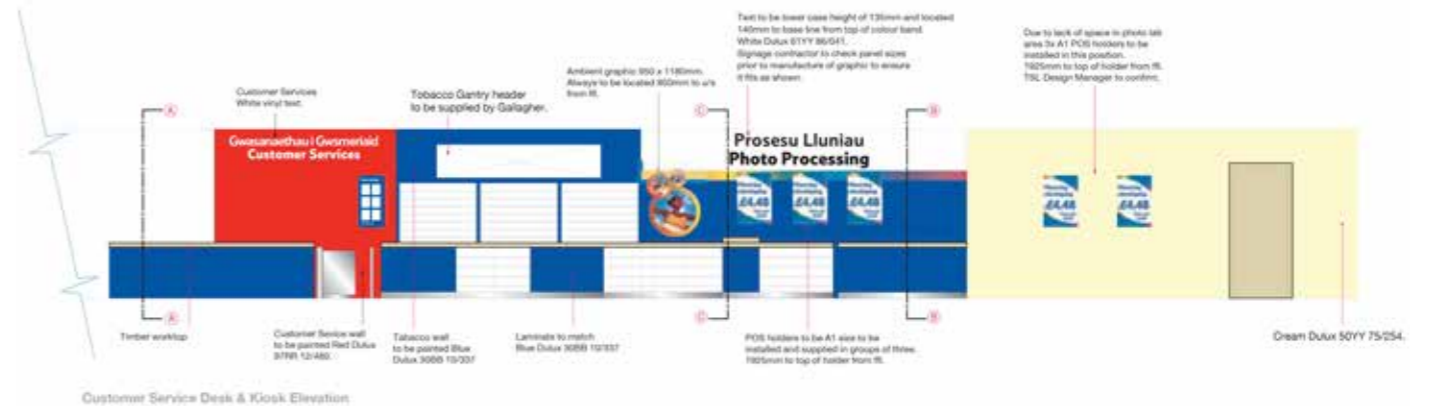
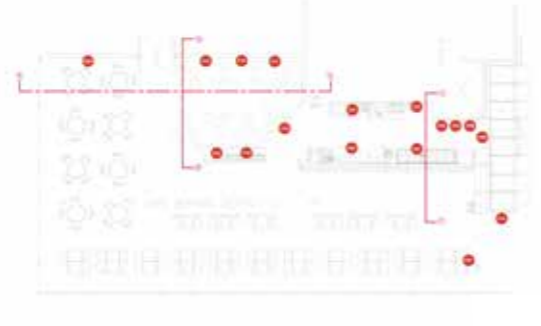
Talbot Green





100 **Signage notes to be provided for Caffi Café**

- 1001: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1002: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1003: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1004: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1005: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1006: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1007: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1008: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1009: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1010: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1011: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1012: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
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- 1015: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1016: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1017: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1018: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1019: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.
- 1020: Signage contractor to provide correct panel sizes and ensure all signage is supplied to site.



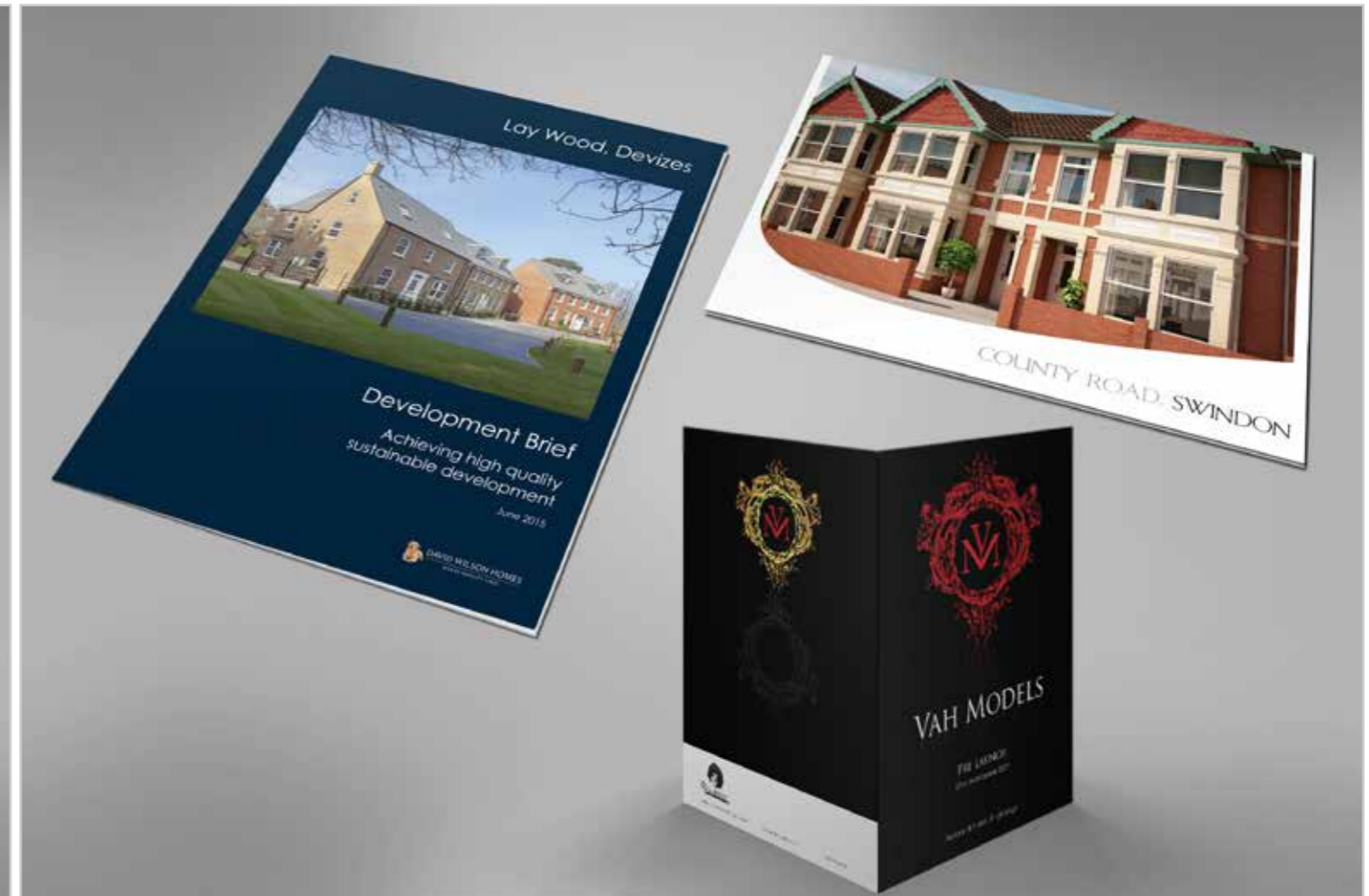
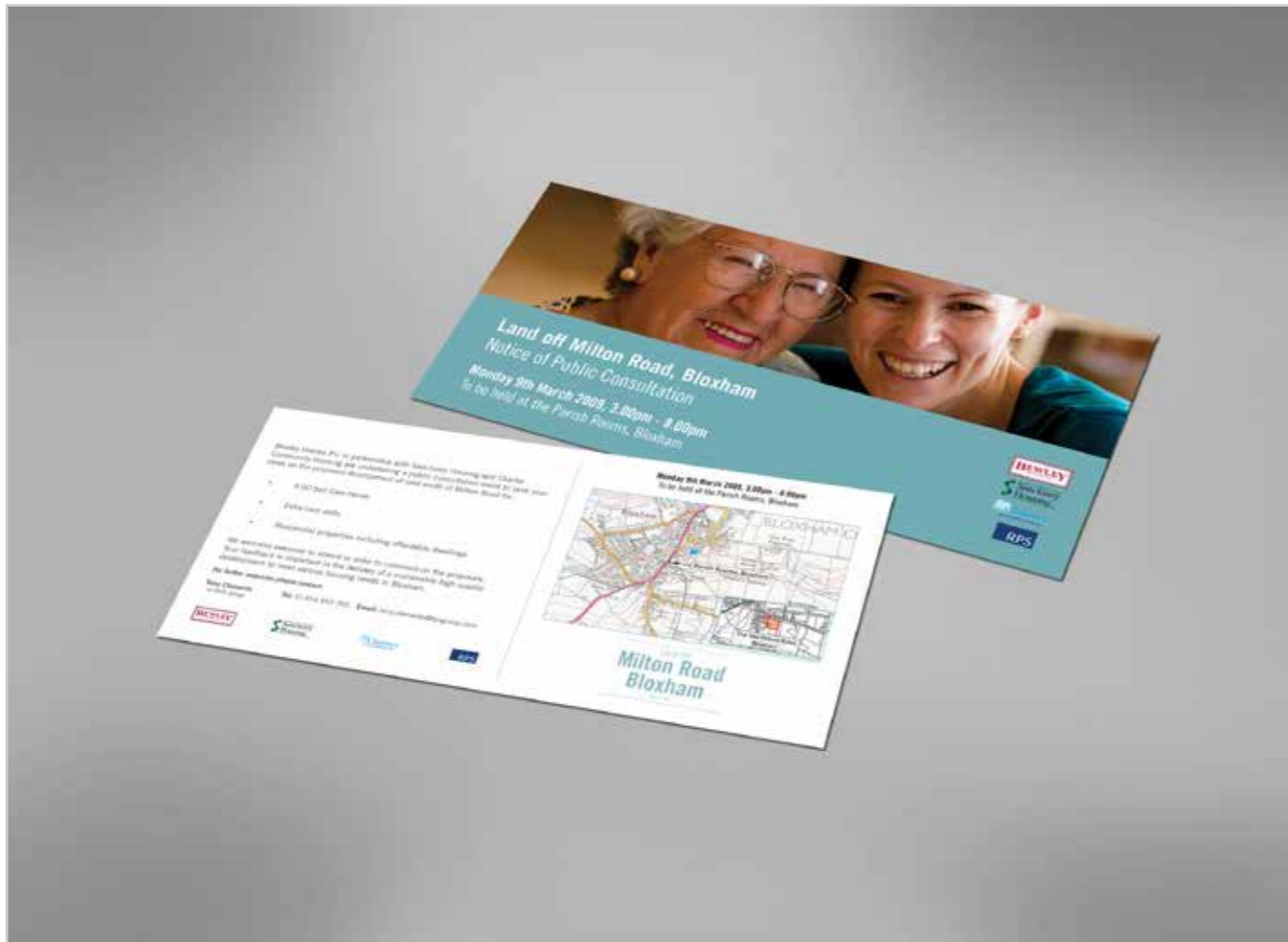
Gentle on the Eye

documents, brochures, questionnaires, flyers, newsletters, exhibitions

Editorial Designs

editorial;
noun

The practice or profession of designing print or electronic forms of visual information,
as for an advertisement or publication.







Lay Wood, Devizes
Achieving high quality sustainable development

At David Wilson Homes we are proud of our new homes and take great pleasure in delivering customer satisfaction.

We believe that great homes need to be located in great places in order to bring added value and improve quality of life.

Our Aim is to be recognised as the nation's leading housebuilder creating communities where people aspire to live.

Illustrative layout

Welcome

Thank you for attending this public consultation about proposals for a new residential development at Lay Wood, Devizes.

The aim of this event is to bring you information about the project, seek feedback and to offer you an opportunity to influence the future planning application to Wiltshire Council.

DWH has identified a number of key factors that have been used to inform the development of its illustrative layout:

- Deliver up to 200 new high quality homes of different sizes and tenures that will significantly contribute to Devizes' local housing needs.
- Provide a high proportion of larger homes, increasing local use and contributing to local housing needs through the provision of 40% affordable housing.
- Ensure affordable housing is future proofed and well integrated in order to provide tenures within the completed development.
- Create a new gateway into the town by restoring a former urban edge through 'Green Link' landscaping which will complement the character with its high quality public realm.
- Provide 8% of high quality new and enhanced green infrastructure including a variety of open spaces and play areas.
- Incorporate sustainable urban drainage systems (SUDS) and use swales to enhance landscape features and ecological habitats.
- Restore Lay Wood as an important habitat and local point within the scheme and provide a more attractive public space.
- Develop the existing tree and heritage to form a road to provide continuity and extend the ecological habitat network.
- Connect the development to town centre and the wider countryside, including to local and footpath networks and integrate new public transport routes.
- Successfully integrate a secondary emergency access.
- Provide a clear street hierarchy in order to improve legibility and ease of movement.
- Create an exciting new interface with the town and former Canal and upgrade the footpath.
- Respect the local vernacular within Devizes and the District Council's plans by matching architectural details on buildings.
- Provide legibility by providing different tenures on local housing and other important areas comprising to 20% of the total number of dwellings.
- Provide clear direction between the public and private realm and enhance the quality value of new homes by providing generous gardens and sustainable car parking.

Your views

We would like to hear your views on the proposals displayed here today.

All comments received will be taken on board and will inform the planning application, due to be submitted to Wiltshire Council in the coming months.

Please complete a comments form at the public consultation, or send your comments by 11th July 2015 to:

Freepost
RPS Planning & Development,
[Insert address]

Or by email to rlp@rpsgroup.com

Lay Wood, Devizes

Achieving high quality sustainable development



Welcome

Thank you for attending the public consultation to view our proposal for a new residential development of Lay Wood, Devizes. The aim of this event is to bring you information about the proposal, seek feedback and to offer you an opportunity to influence the future planning application to Wiltshire Council.

As a key stakeholder and land owner, Crown Estates will be collaborating with David Wilson Homes (DWH) throughout the design, planning and delivery process.

Key Benefits

- DWH has identified a number of key factors that have been used to inform the development of its illustrative layout:
- Deliver up to 250 new high quality homes of different sizes and tenures to contribute to Devizes' local housing needs.
- Create a new gateway into the town by softening the urban edge through generous landscaping which will complement the relationship with the North Wessex Downs AONB.
- Ensure affordable housing is future blind and well integrated within the completed development.
- Provide high quality new and enhanced open spaces including play areas, ponds and a ten trail.
- Incorporate Sustainable Urban Drainage Systems (SUDS) rainwater storage to improve local drainage while enhancing landscape features and ecological habitats.
- Retain Lay Wood as an important habitat and local point within the scheme and integrate it into the wider public space.
- Develop the existing tree lined frontage to Horton Road to provide continuity and extend the ecological habitat network.
- Provide in excess of £2.1 million financial contributions towards local education, sports facilities, improvement of the canal towpath, highways works and a Travel Plan to promote sustainable transport.
- Respond sensitively to the local vernacular architecture within Devizes and the Bathurst Canning Parish.

David Wilson Homes

At David Wilson Homes we are proud of our new homes and take great pleasure in delivering customer satisfaction. We believe that great homes need to be located in great places in order to bring added value and improve quality of life. Our Aim is to be recognised as the nation's leading housebuilder creating communities where people aspire to live.

Rather than replicate the exact style of existing buildings in Devizes, we have looked at those surrounding the site reflecting this in a complimentary mix of architectural appearances, primarily to public realm combined with the use of attractive materials and detailing to provide interesting street scenes.

Our range of proposed house types are set out below:



Illustrative Sketch Layout



Indicative Street Scenes



Your Views

Your views are important to us and we would like to hear your thoughts on the proposals displayed here today. Please complete a comments form available at today's consultation, attend and hand it to one of the team. All comments received will be taken on board and will inform the planning application due to be submitted to Wiltshire Council in the coming months.



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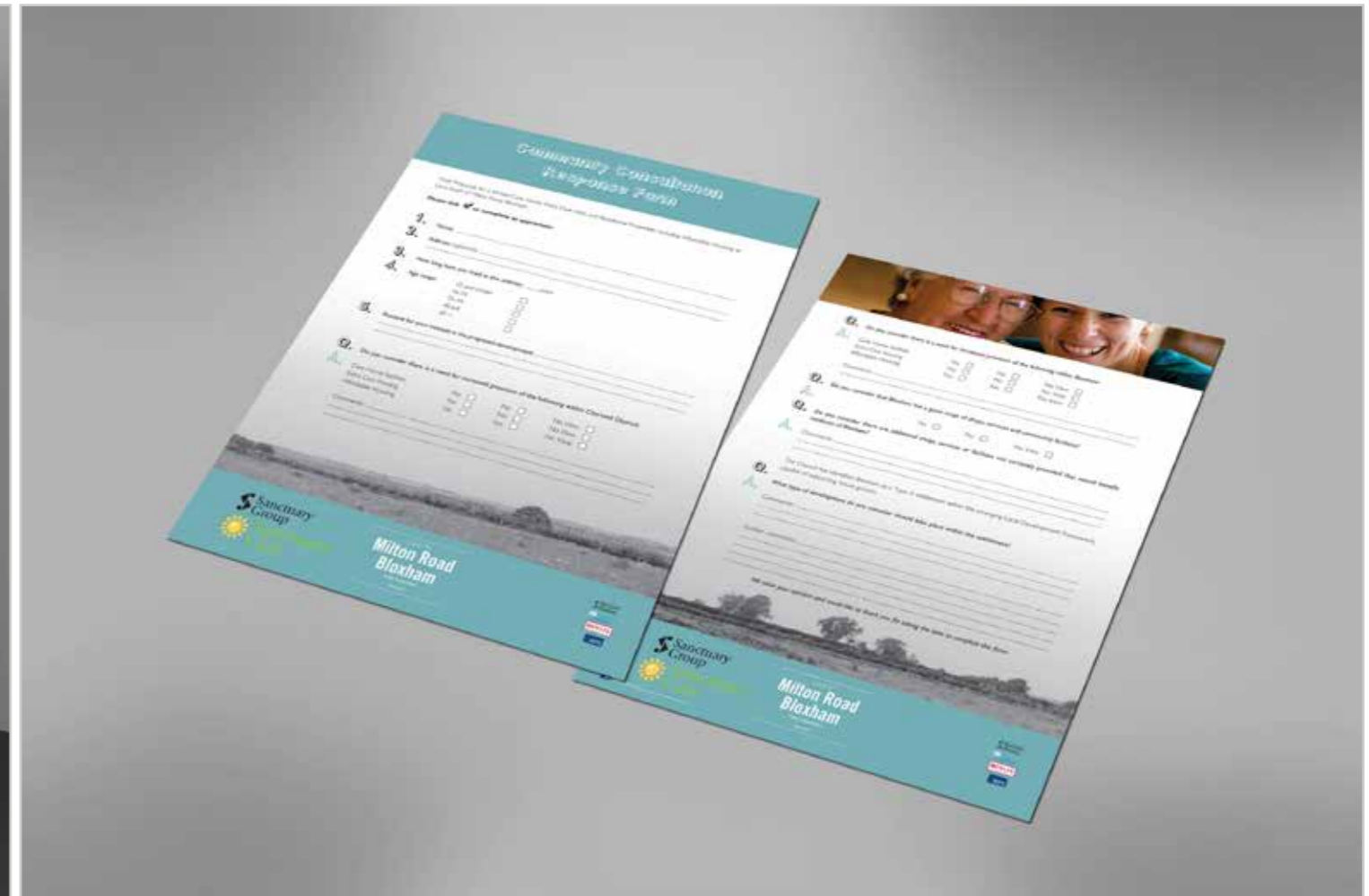
Indicative Street Scenes

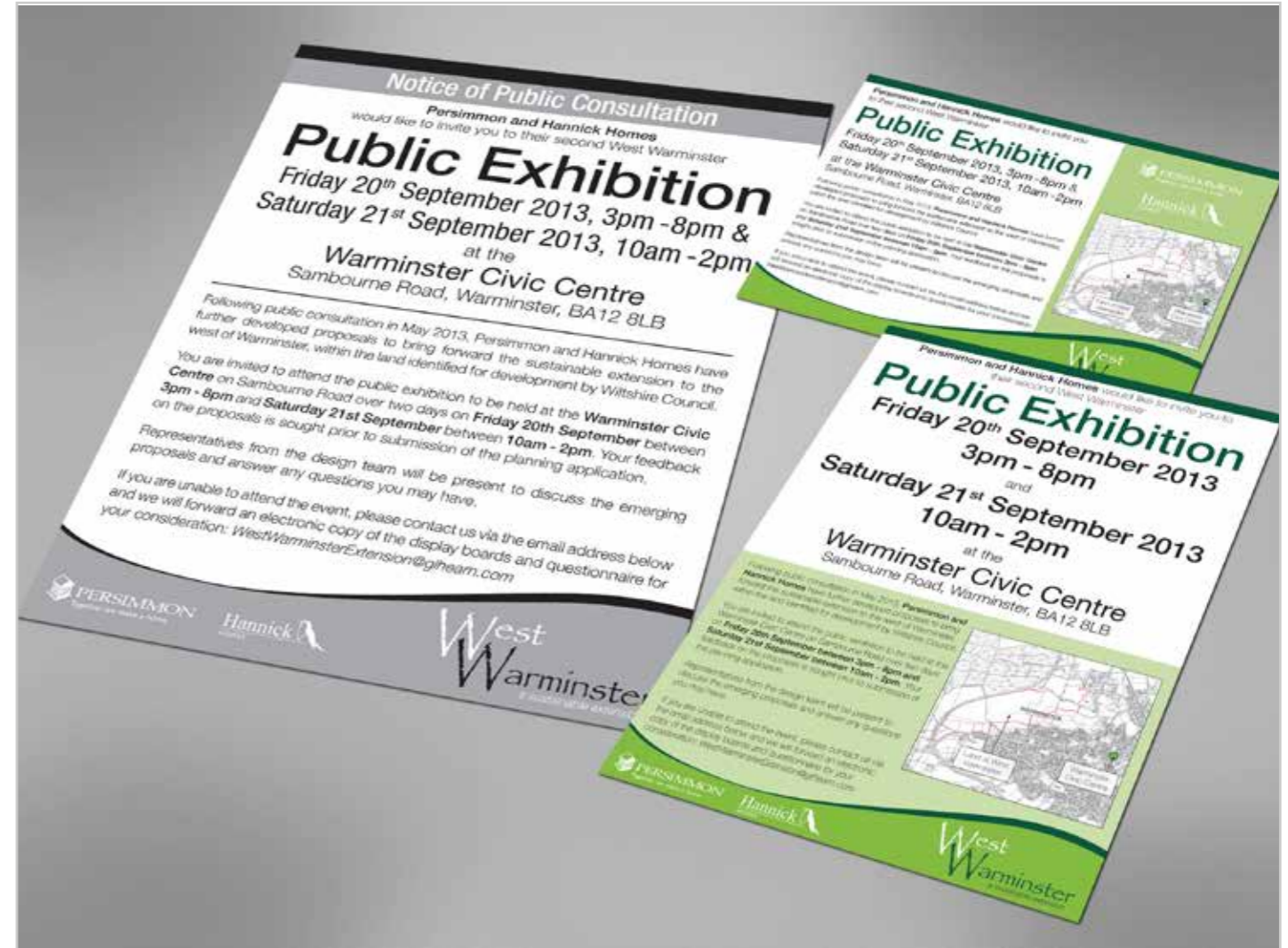
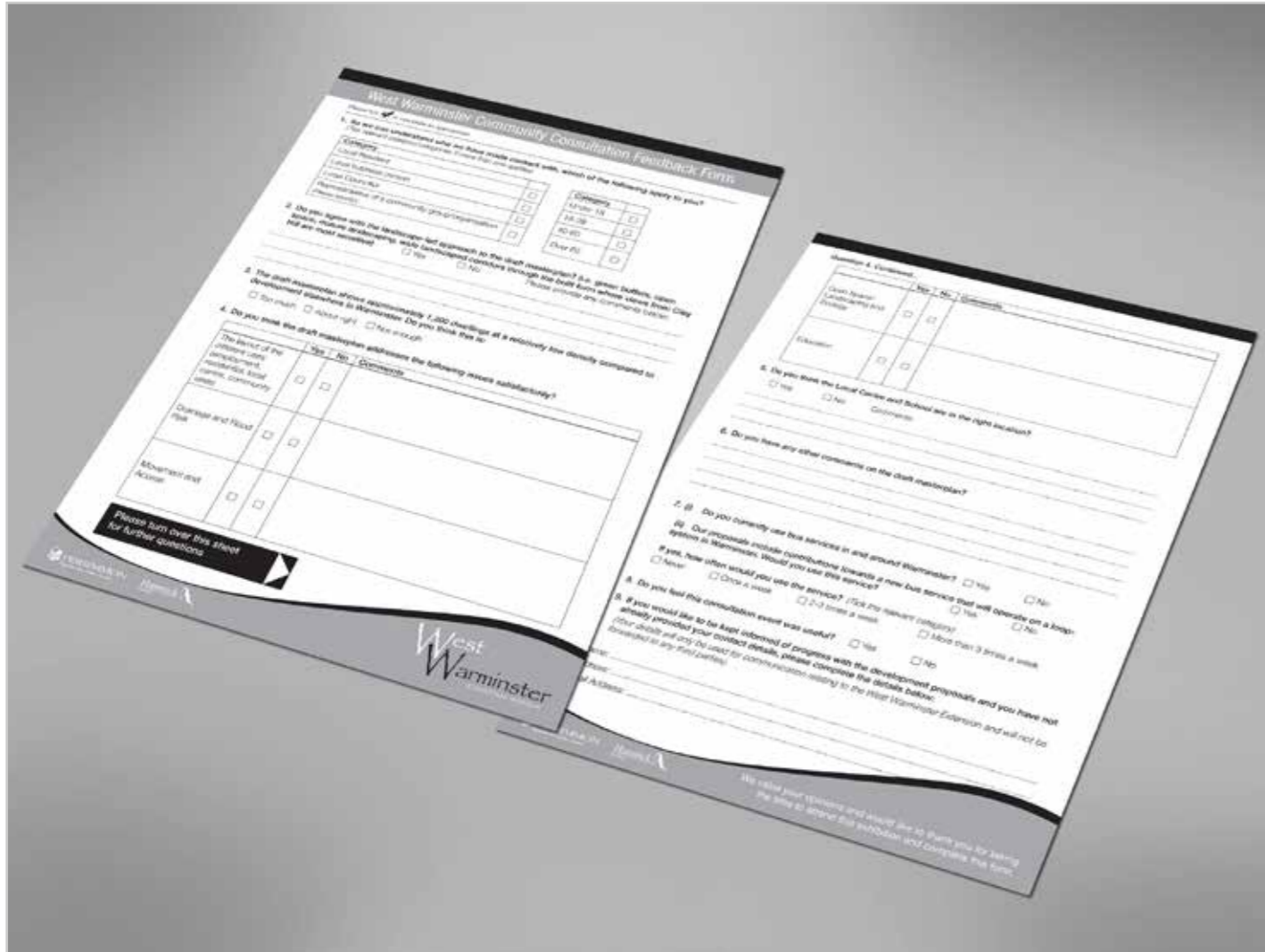


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1. Introduction

Welcome to the second public consultation event on the emerging proposals for the West Warminster Extension.

Persimmon and Hannick Homes control approximately 84 hectares of land identified for housing and employment development by Wiltshire Council via the draft Wiltshire Core Strategy at Warminster.

The Design Team is preparing an outline planning application for the delivery of a sustainable mixed-use extension to Warminster comprising up to 1,200 homes, 6 hectares of employment land, a Local Centre (formerly small shops and community facilities), a primary school, an internal link road, open space and recreation facilities. This level of development has been informed by technical analysis and guided by national planning policy and the draft Wiltshire Core Strategy.

Following the initial round of public consultation in May 2013 and ongoing liaison with stakeholders including the Environment Agency and Natural England, Persimmon and Hannick Homes have further developed their masterplan for the site. Draft technical reports on matters such as landscape and visual impacts, flood risk and transportation have been prepared and are currently being reviewed by Officers at Wiltshire Council and statutory consultees. Summaries of the findings of these reports are listed on the other display boards.

We are working to complete the masterplan over the next few weeks and are inviting comments and suggestions via this consultation on how you would like the proposals to be finalised.

Members of the design team are in attendance to answer any questions you may have.



Key feedback from the Public Consultation Event in May 2013

- Many of the comments received related to the proximity of the site to the A303 and the need for improved road infrastructure in Warminster.
- Requests to ensure that the green infrastructure and landscaping is maintained in the following areas:
 - The area between the site and the A303.
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Planning Policy Context (Wiltshire Core Strategy)

Since the previous consultation event in May, the Wiltshire Core Strategy has moved closer to adoption. The draft plan is currently subject to independent examination by a Planning Inspector.

An Examination Hearing on the Warminster Community Area took place on the 11th July 2013. The Inspector heard evidence on the planning strategy for Warminster and the case for allocating the urban extension. There was consensus among the attendees that the principle of developing the urban extension is acceptable.

The draft Core Strategy is based on a strategic assessment of the site and sets out broad principles for the development. More detailed technical analysis has been undertaken planning by the design team to guide the masterplan proposals and to identify any mitigation required to ensure the proposals can be delivered in accordance with the presumption in favour of sustainable development established in the NPPF.

Core Policy 21 identifies the West Warminster Urban Extension as the key focus for long-term sustainable growth in Warminster. It requires the delivery of 8 hectares of employment land and 200 homes. It also acknowledges that the site can accommodate more than 500 homes.

The Core Strategy also contains a 'Development hierarchy' setting out the criteria to be satisfied by any planning application.

The Warminster Town Plan (2012) supports the proposed Warminster Urban Extension, recognising the economic and social benefits that the proposals will deliver.

Wiltshire Council is required by the Government to identify a housing supply sufficient to meet its housing requirement over the next five years referred to as a five-year housing land supply. If the Council cannot demonstrate a five-year supply, it is advised to open a five-year housing supply consultation on land not identified for development through the development plan. The housing proposals for West Warminster form part of the Council's five-year housing land supply over the period 2013-2018 and because it is important that the proposals are delivered.

Draft Masterplan

The masterplan includes:

- A range of employment land with the northern part of the site adjacent to the A303 and Warminster Business Park.
- Land to support an accessible A303 Park & Ride (up to 150 spaces). The developer will make financial contributions towards provision of the park. The site could further be incorporated into the proposed School as required by the draft Wiltshire Core Strategy.
- Creating a Local Centre of shops and services to create a vibrant and sustainable community and to support the local economy and jobs.
- The public spaces integrated into the planning scheme.
- An area reserved for development where a major scheme could be provided, including retail and community uses.

Other design changes since the last consultation event:

- Reorganisation of the site to create a local centre for the development.
- Reducing the size of the employment area to 8 hectares to meet the requirements of the Wiltshire Core Strategy (WCS) in full form.
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Structure / Employment

Community infrastructure that will benefit new and existing residents, including for community projects via the Government's...

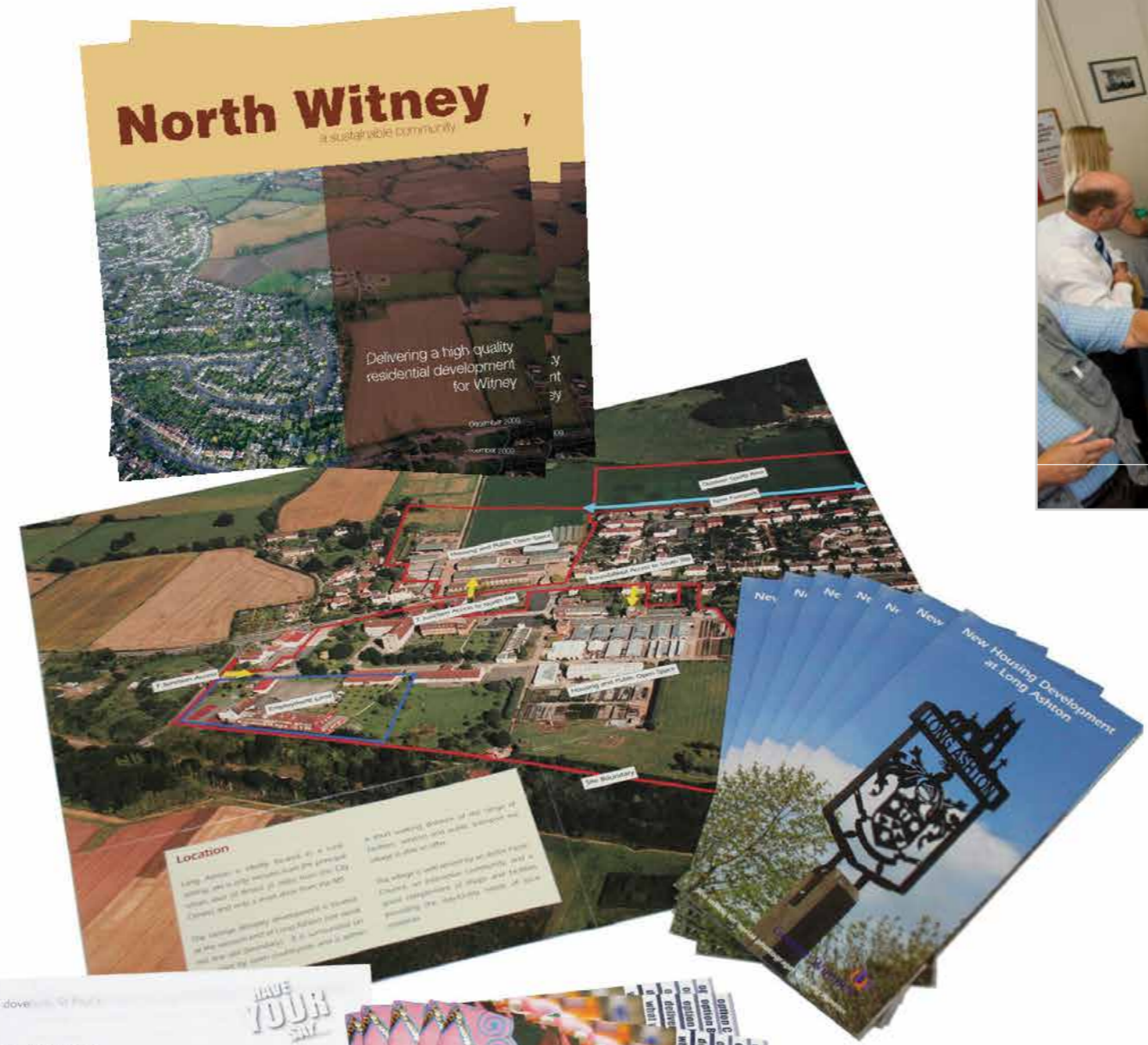


We're Family

Working Together...

Design Services

- **Event branding and logo design** — Establish an easily identifiable brand and logo. A consistent professional style can help improve the public's perception of the scheme as proposals evolve.
- **Invitations** — Design, printing and distribution of postcards/ Flyers with direct mail campaign or circular mail drop.
- **Posters** — Design and print promotional event posters for placement in a local shops, community centre or library.
- **Newspaper advertisements** — Design and publication placement.
- **Exhibition displays** — Options include glossy printed/laminated/foam mounted A/A0 boards using fold out stands or screen printed graphics using pull up pod stands or pop-up wrap around graphics and spot lights.
- **Questionnaires/feedback forms** — Design and print, in various formats.



Charlton Hayes Filton, North Field Public Consultation



Haygrove Park, Bridgwater

Create a unique signature identity and consultation package to promote the Haygrove Park scheme.

The proposed residential development site, Haygrove Park, is 8.4 hectares in size and is located in the Durleigh area of Bridgwater, approximately 15km southwest of the town centre. A detailed planning application comprising 182 dwellings was submitted to Sedgemoor District Council.

A range of Graphic Design services was provided including:

- Creation of a brand identity and logo for the scheme;
- Design, development and ongoing management of a public consultation website;
- Design and production of consultation literature such as invitations, newsletter and posters;
- Design and layout of wide format exhibition panels;
- Preparation and production of associated plans.



Consultation Leaflet



Consultation Website Design



Poster and Leaflet



Access and Movement Plan



Landscape Masterplan



Built Form Principal Plan



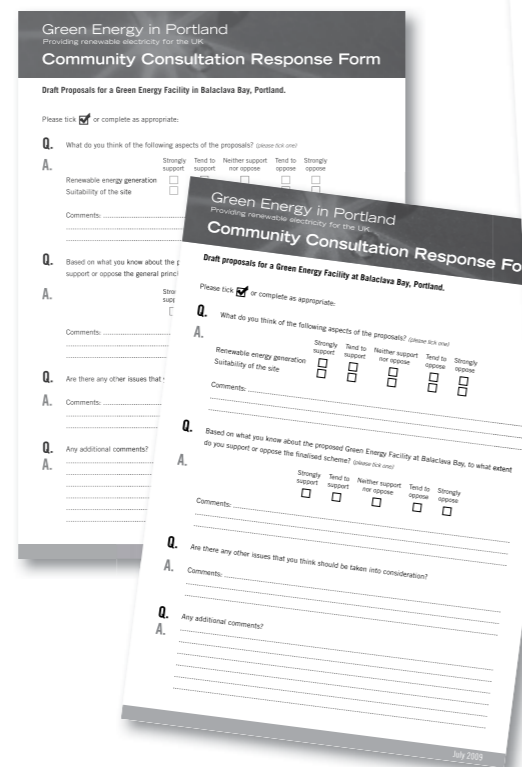
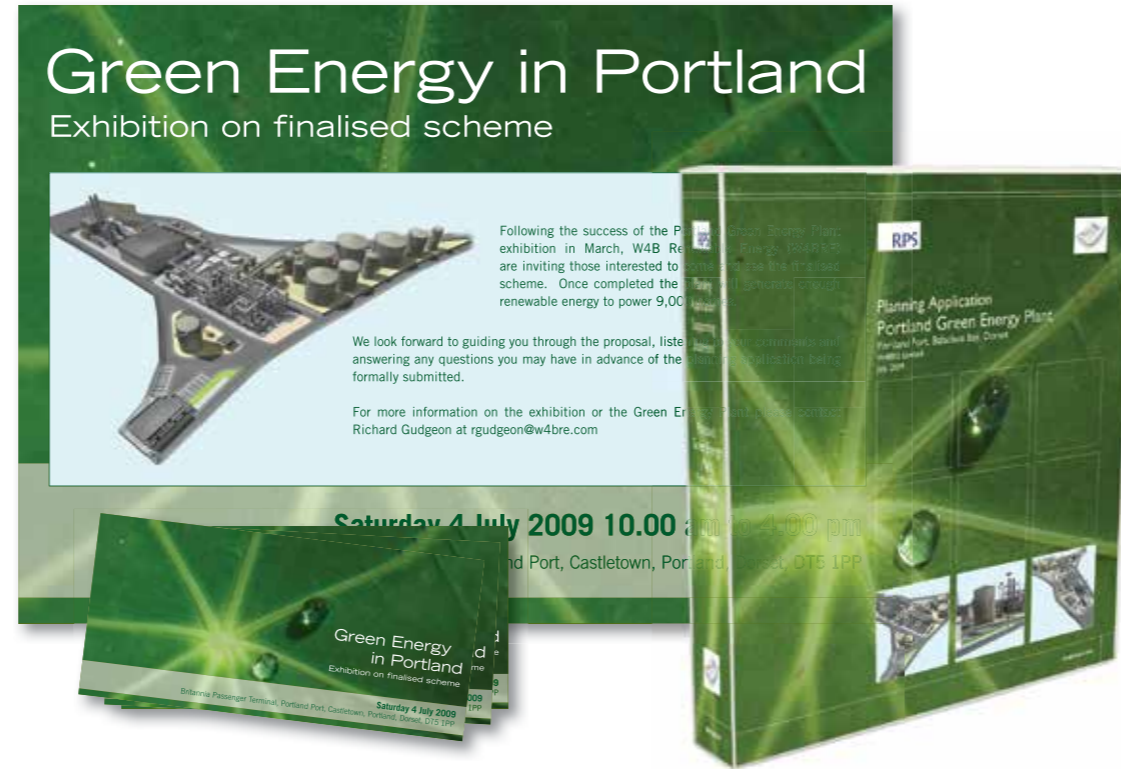
Green Energy, Portland

A Green Energy Facility at Balaclava Bay in Portland Harbour will generate 17.8MW of green electricity, enough to power around 9,000 homes.

The proposed Facility will be fuelled by vegetable oil comprising a mixture of sustainably sourced palm oil, as well as soyabean, jatropha and palm stearin oils (sometimes termed biomass). These are all grown as 'dedicated energy crops' and are independently certified to ensure that they are sustainable.

Design work included a brand and visual identity for two public consultation events and produced a range of literature which included:

- Invitations and promotional posters;
- Exhibition panels;
- Questionnaires;
- Summary leaflets;
- Planning Application and Environmental Statement folders.



Introduction 1

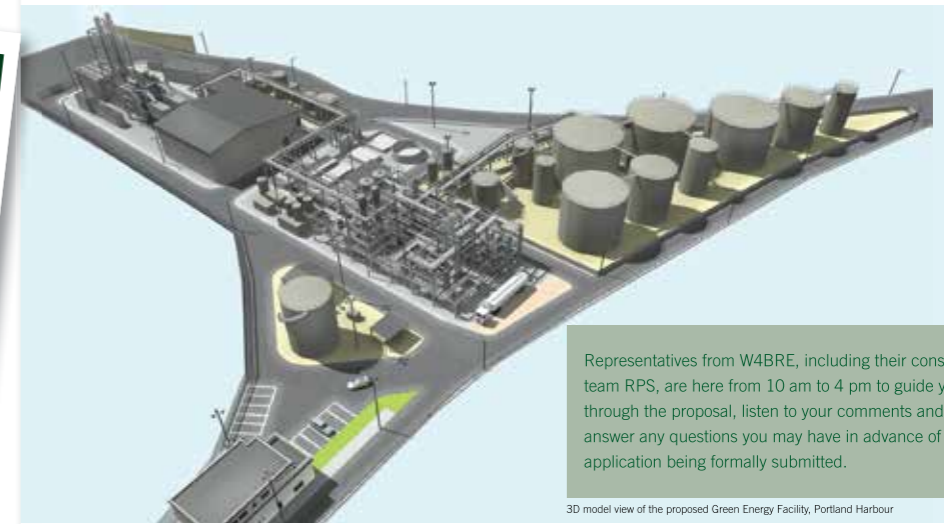
W4B Renewable Energy (W4BRE) Limited is developing a Green Energy Facility at Balaclava Bay, Portland Harbour.

The Facility will generate electricity from sustainably sourced vegetable oil such as palm oil, soyabean, jatropha and palm stearin oils.

These oils will be processed into Power Oil which will be fed into diesel engines to generate 17.8 MW of green electricity, enough to power around 9,000 homes.

By using this renewable energy source we will be able to produce more of the UK's electricity from renewable sources and therefore reduce the demand on fossil fuels, as well as reducing the amount of carbon dioxide emitted.

This exhibition is designed to describe the final scheme for the Facility, explain its sustainable merits and update you on how the findings of the previous consultation have been incorporated.



3D model view of the proposed Green Energy Facility, Portland Harbour

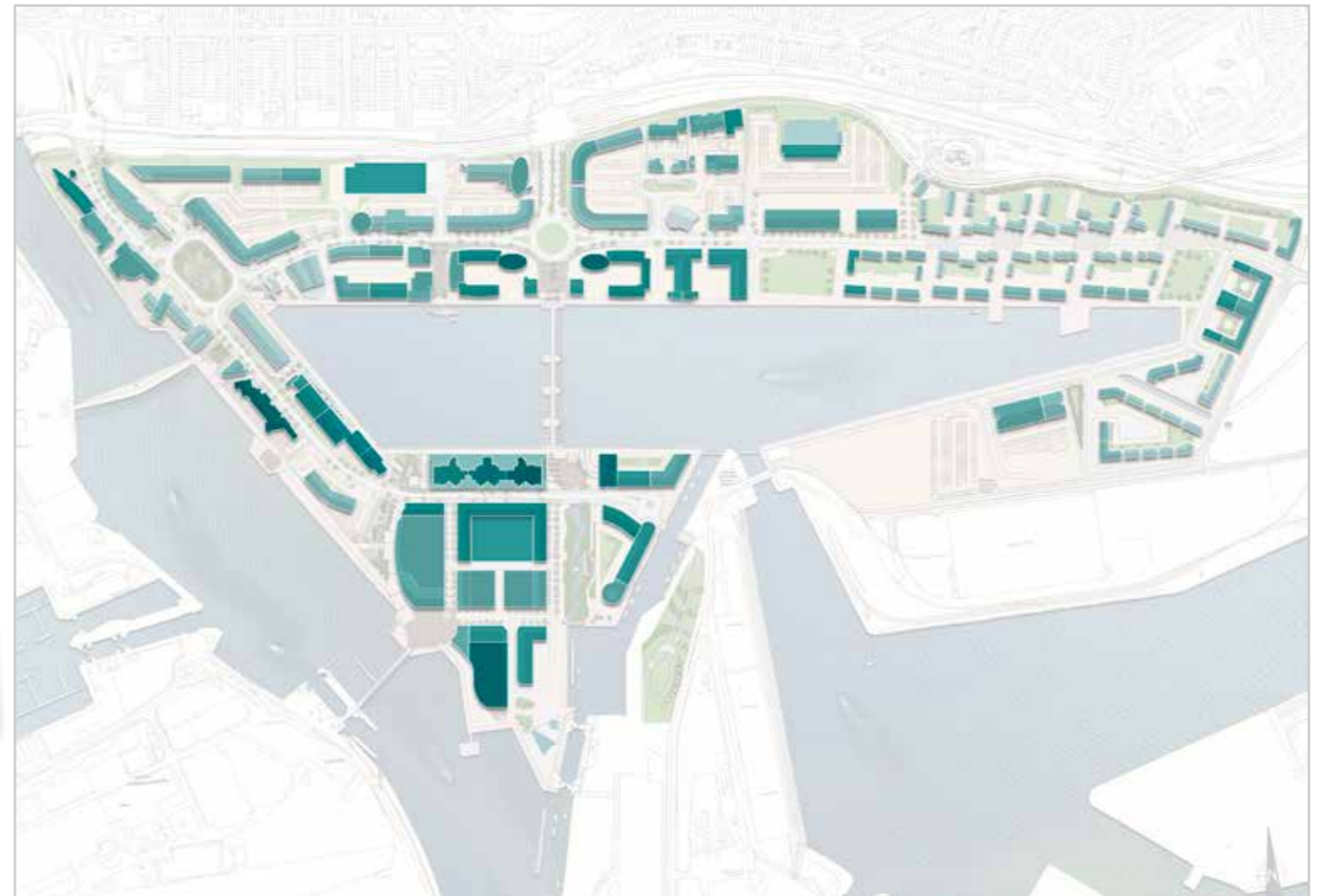
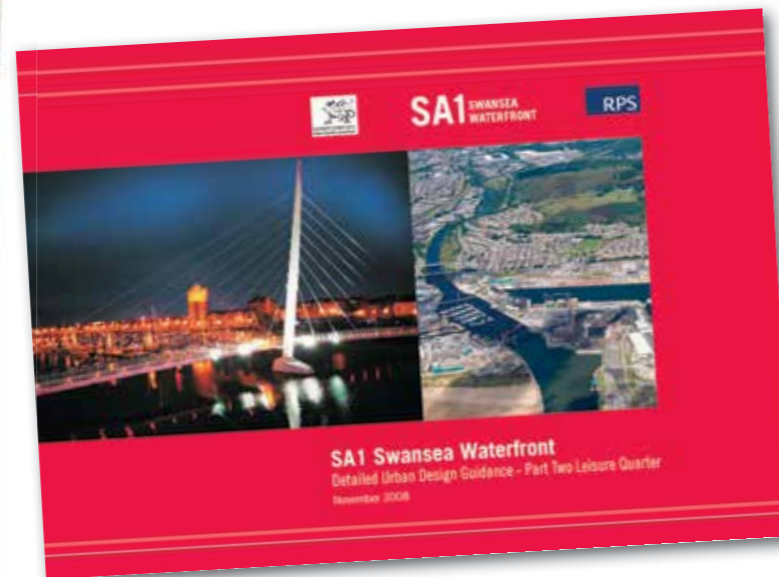
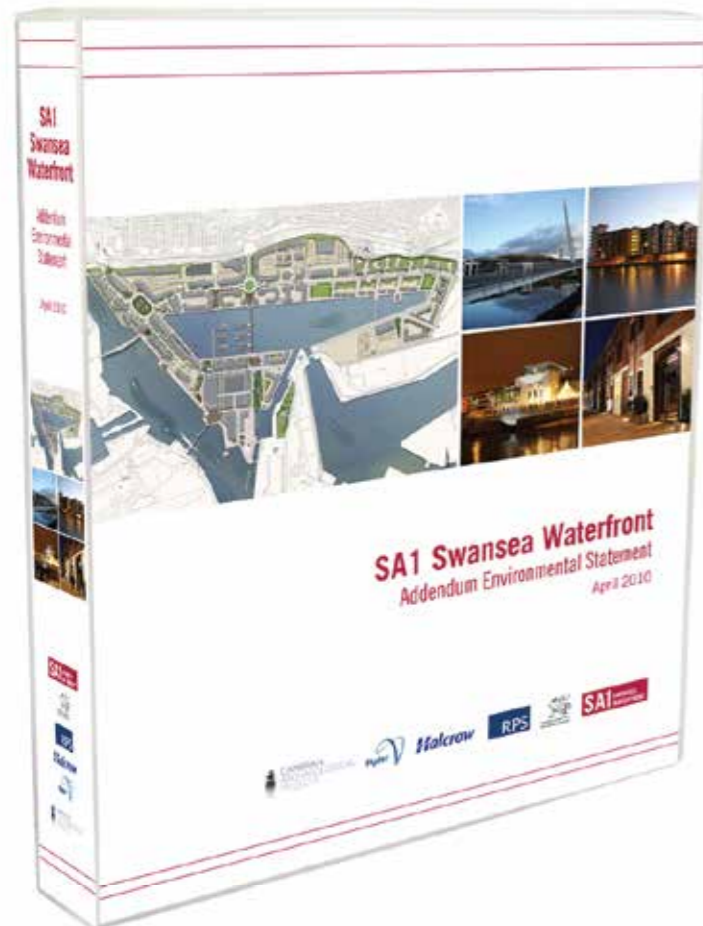
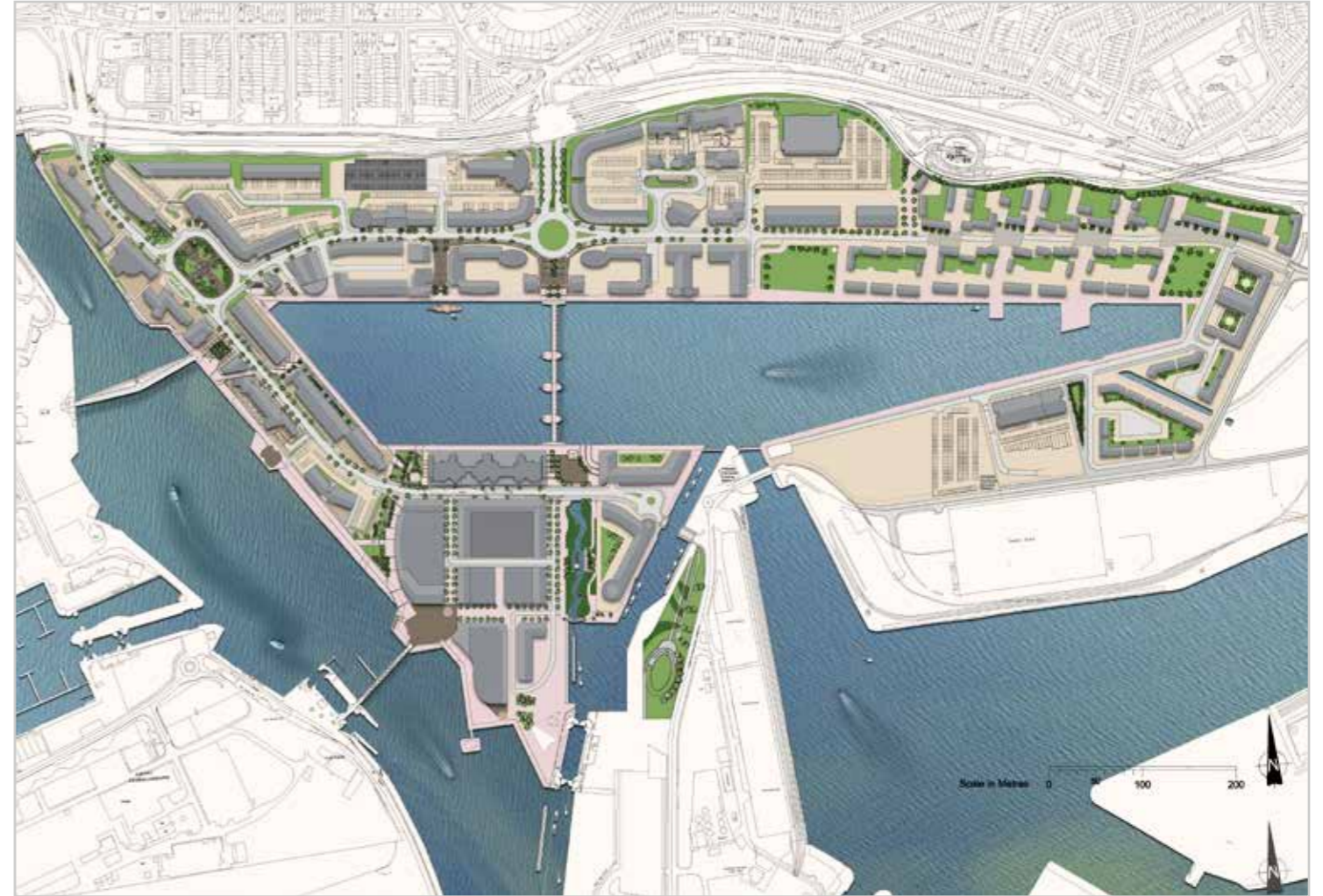


SAI Docklands, Swansea

SAI is a 40ha mixed use dockland regeneration project set in the historic part of Swansea with numerous grade II listed buildings.

The development within the site comprises residential apartments; office buildings; cafés, bars and restaurants; and the Swansea sailbridge and marina.

On behalf of the Welsh Government I produced the Illustrative Masterplan and Detailed Urban Design Guide which contains development guidance for the Leisure Quarter which has proposed uses such as cafés, bars, restaurants and an hotel.



Pipers Way (Marlborough Park), Swindon

This 23 hectare former Burmah Castrol site, on Pipers Way, Swindon, was acquired in 2002 from BP. The site is located on the South side of Swindon.

Graphic design services consisted of Planning (Lead Consultant) and four other consultancies. Stakeholders included Swindon Borough Council and local residents' groups who were consulted regularly.

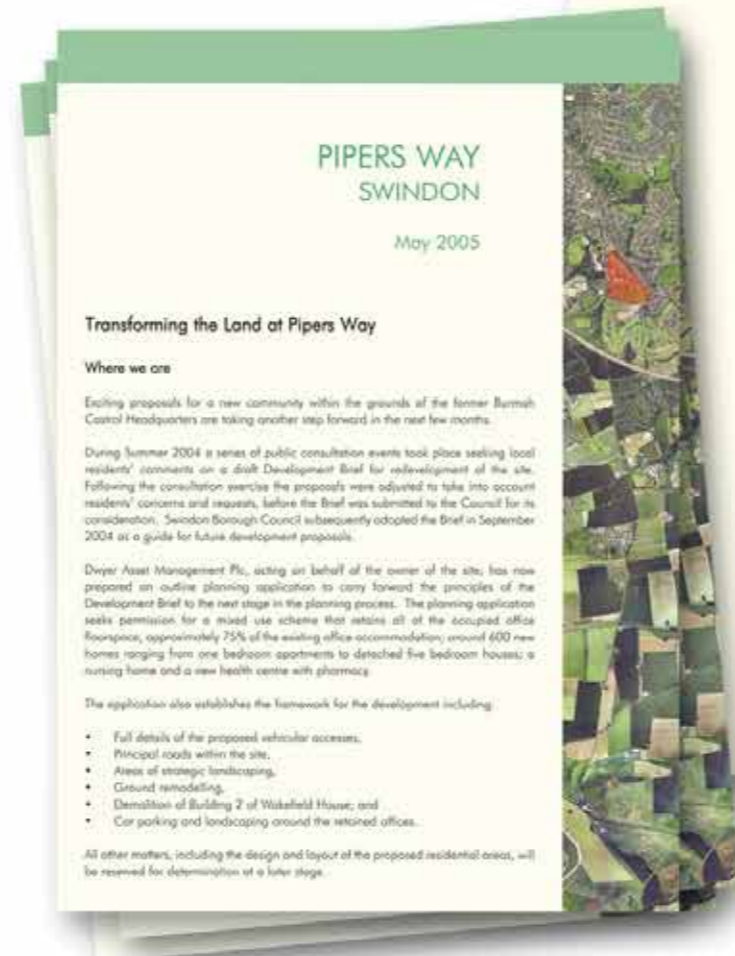
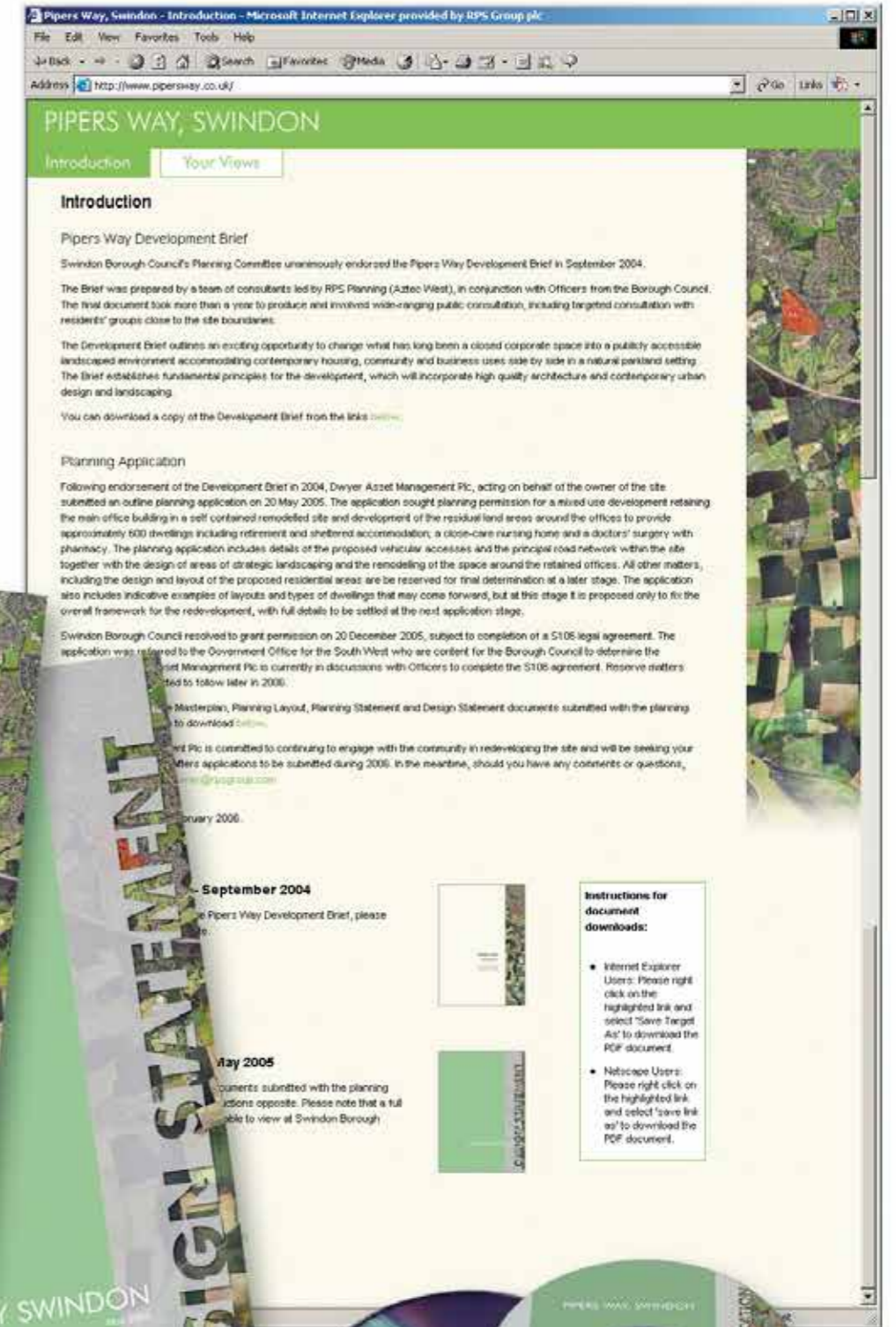
The objective was to support and illustrate the Development Brief to guide future development of this important brownfield site, involving stakeholders and ensuring that all views were taken into account and concerns addressed.

Graphic design services throughout the project included:

- Design and development of a public consultation website;
- Production and printing of leaflets and exhibition panels;
- Document preparation and production of the Development Brief, Design Statement and associated plans;



Marlborough Park CGI of a key building in phase I.



PIPER'S WAY
SWINDON
Development Brief
10 September 2004

PIPER'S WAY
SWINDON
DESIGN STATEMENT



Land at Castle Lane, Woodbury

A public consultation event on behalf of Devon & Cornwall Housing to promote residential housing scheme.

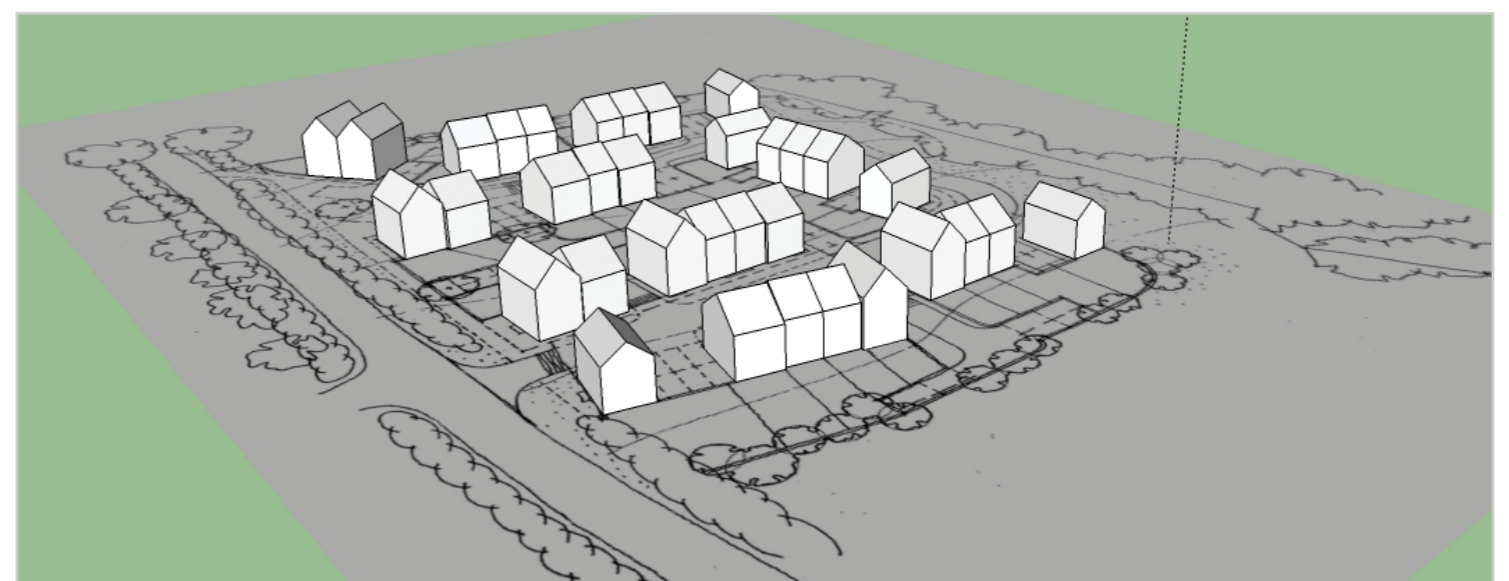
The development site is 126 hectares in size. The proposals offer a well balanced residential scheme of 34 quality new homes (50% affordable and 50% open market homes) with the opportunity for new planting and green, public spaces.

My role was to provide a range of services which included:

- Creation of a brand identity and logo for the scheme;
- Design and layout of wide format exhibition panels;
- Design and production of consultation literature such as invitations, posters and questionnaires;
- Colour illustration of associated plans and street scenes, and;
- Design of a consultation feedback leaflet



Consultation invitation, exhibition boards, feedback leaflet, sketch layout and SketchUp model



Dove Lane, St Pauls, Bristol

A proposal for a mixed use, inner city regeneration on an 8-acre gateway site in central Bristol to deliver 4,000m² of development. This included 250 new homes and up to 900 new jobs and was developed and shaped by an innovative consultation regime resulting in an unprecedented comprehensive Statement of Community Involvement and the UK's first Planning Performance Agreement.

Graphic design services throughout the project included:

- Consultation branding design and development;
- Website design and management;
- Media liaison and newspaper advertisements;
- Public exhibition event management;
- Exhibition display boards;
- Posters, and invitations;
- Promotional leaflets and questionnaires;
- Multilingual translation of printed material; and
- Administration of the project intranet (Buzzsaw).



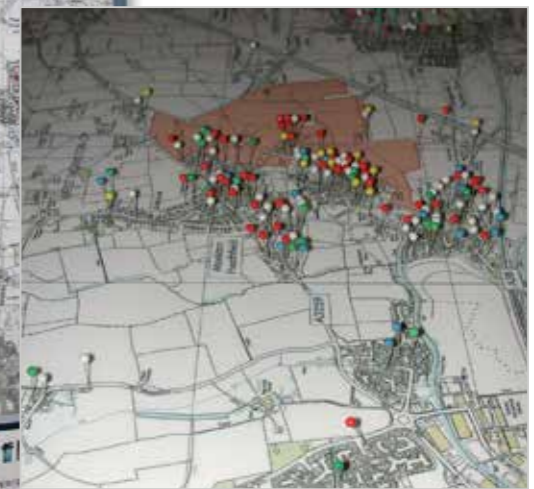
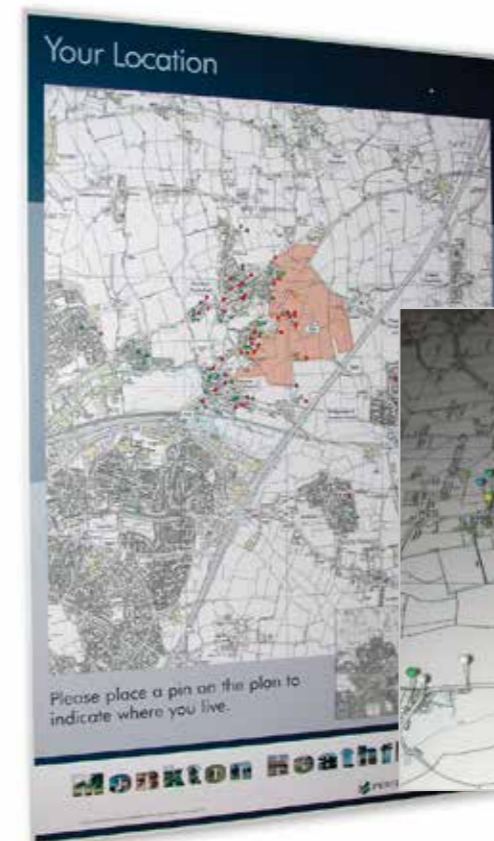
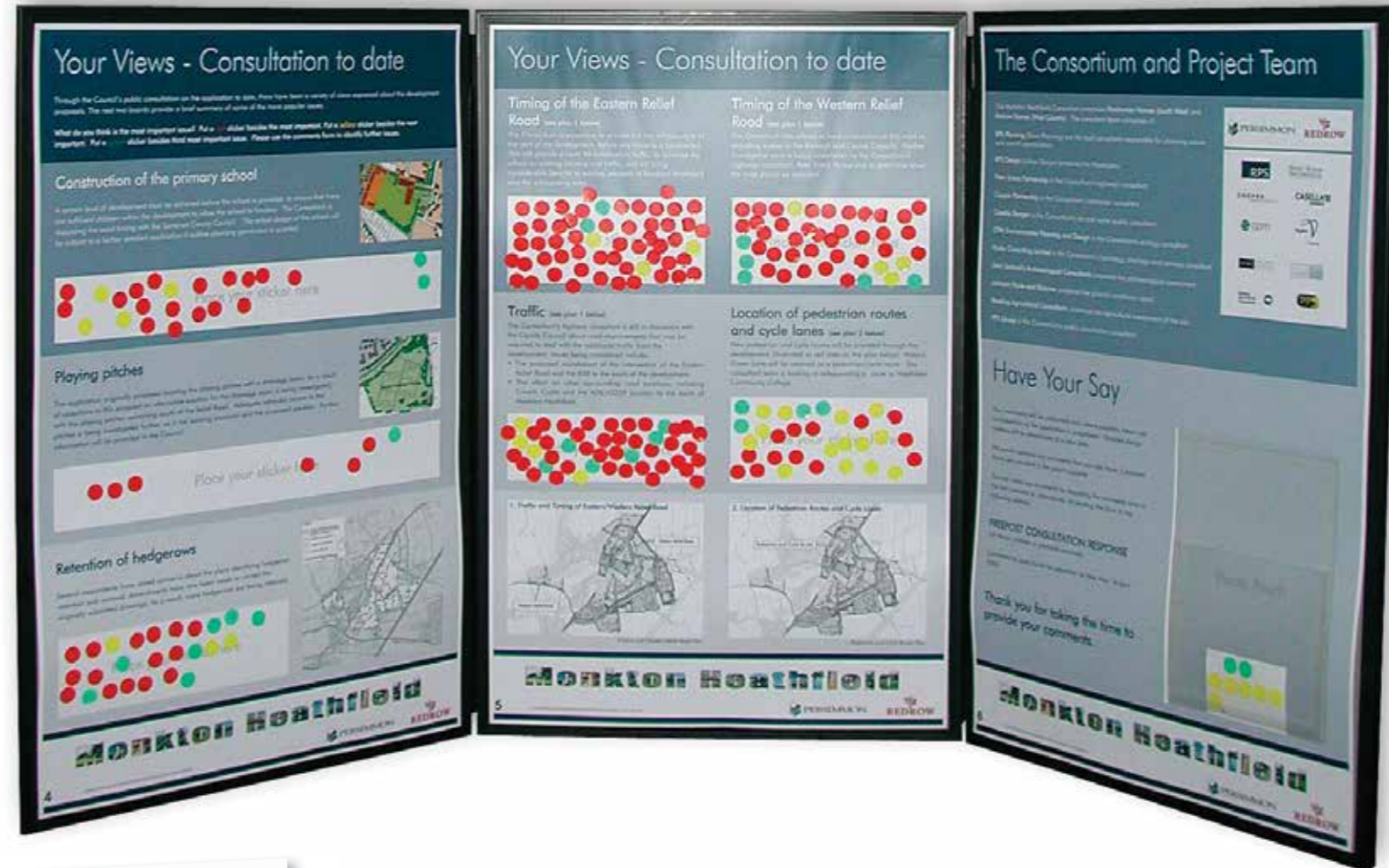
Monkton Heathfield, Somerset

The site is allocated for a mixed-use development including 900 dwellings, employment land, a local centre and primary school.

Our objective was to provide graphic input into the Design Statement submitted with the application and to the leaflet and public exhibition prepared to inform the community about the outline planning application and to seek the public's comments on the proposals.

Graphic Design included:

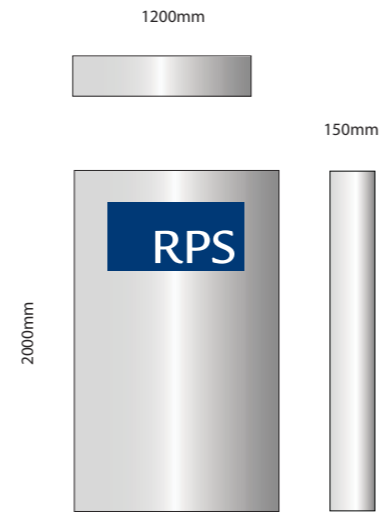
- Layout and production of the Design Statement;
- Design and printing of a leaflet to promote the public exhibition;
- Concept design, production and print exhibition boards.



Signage & Wayfinding

Signing programmes are often complex. Therefore, careful consideration needs to be given to translating the identity of the site location into three-dimensional signing forms, based on a clear understanding of predetermined objectives.

Branding and Wayfinding can play an essential supporting role in the creation of a successful public area by attracting, reassuring, exciting, directing, informing and educating visitors, customers and tourists alike.



Concept, design, through to manufacture and installation.

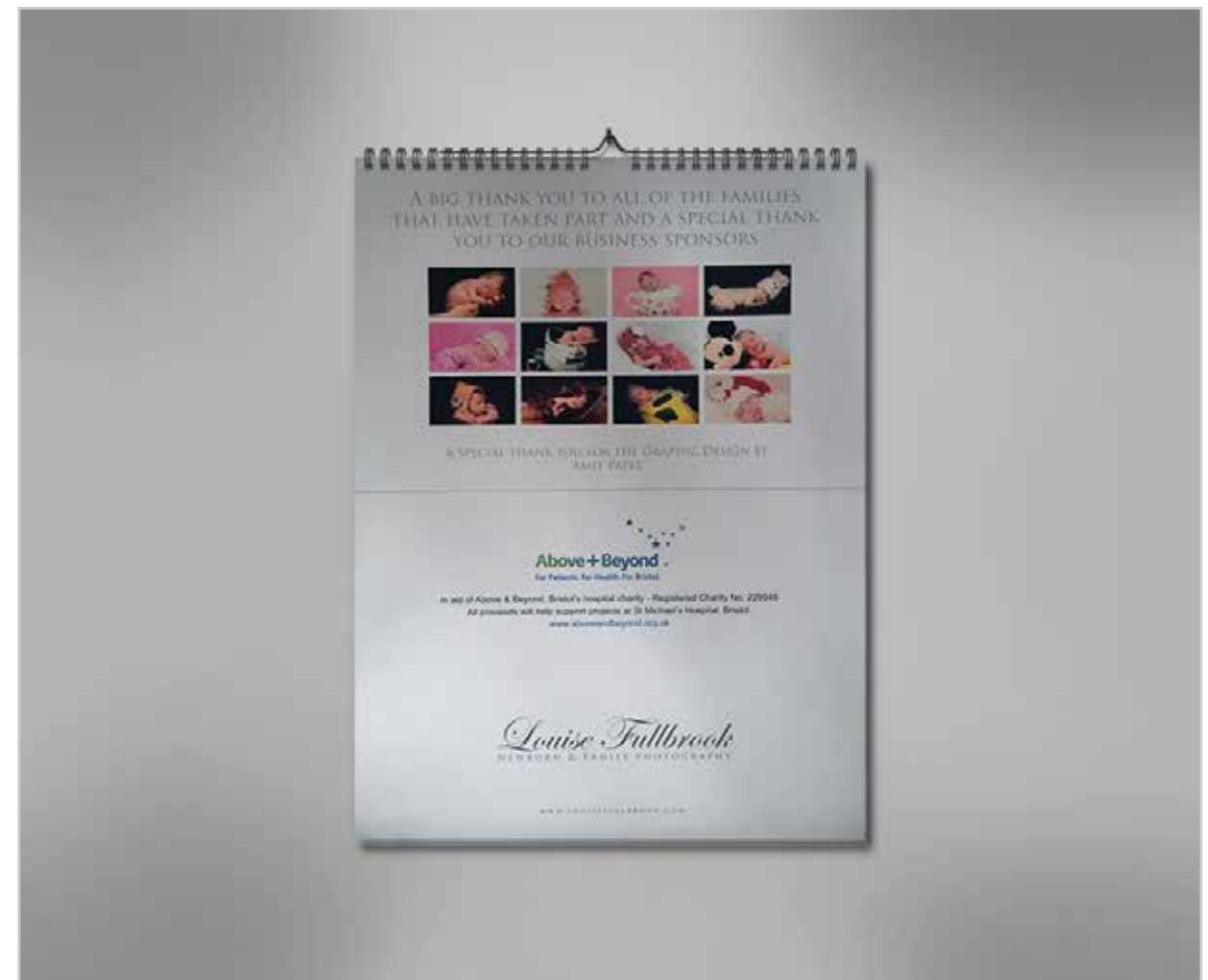


Design for gateway feature (Short-listed design for Kings Waterfront, Liverpool).



Centurion Vocational Centre – Corporate Logo & Signage, Radstock

Above + Beyond, Charity Calendar St Michaels Hospital



That's Me... for now