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**PORTFOLIO**

STUDIO **GOLD**

# GRAPHIC DESIGN





## LOGOS

The Good Op Shop

[Thrift Store, Castlemaine]

Pluckstrum Music Lessons

[Private Music Lessons, Castlemaine]

No Room For Family Violence

[Card Set Branding for Innovative Resources]

Silk Tree Chinese Medicine

[Chinese Medicine Practitioner, Reservoir]

The Konnection Club

[Dating Service, Bendigo]

Mount Alexander Cycling

[Cycling Advocacy Group, Castlemaine]

Maldon Cycling

[Riding Group, Maldon]

Candid Tiny House

[Branding for Fred's Tiny Houses Podcast, Castlemaine]

Medspa Elysium

[Beauty Services, Ballarat]





## LOGOS cont...

Threesquare

[Small Design Studio, Melbourne]

Healthier Babies = Stronger Teeth

[Public Health Campaign for The D3 Group]

URCOT

[Policy Research Unit of RMIT, Melbourne]

Embrace Family Nutrition

[Cooking workshops, Newcastle]

Illawarra Music Solutions

[Booking agency for emerging bands, NSW]

Sonic State Design

[Sound designer/artist, Melbourne]

Little Mystery Records

[Independent jazz label, New York]

Monday Collective

[Textile artist, Castlemaine]

Gas Consulting

[Business/Marketing consultant, Melbourne]







## THE D3 GROUP

The D3 Group are a translational research and education network spanning the Developmental Dental Defects (DDD = D3) sector originally in Australia and New Zealand (the Hub) and increasingly around the world. I have worked with Mike Hubbard the Founder & Director for many years on a variety of projects as well as developing our brand.

Here is a snapshot of our brand logos currently, I wanted to develop consistency to the mother logo which was The D3 Group with both colour and typography. The D3 Group is our professional face for dentists and scientists, whereas our Chalky Teeth Campaign is targeted at the public to help promote this public health issue. Along with the logos I have created and illustrated prominent branding figures including Sam and Toothy. We regularly call on these brand elements as you can see in the various documents to help promote our brand as well as our key messages.



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## TRAILERS MAGAZINE

Fred's Tiny Houses are a local business who specialise in building not only tiny houses but also trailers. Fred & Shannon came to me with a very exciting brief which was to create an online 30pg magazine to promote their trailers. The target audience was mainly for females, but they also wanted to tap into the younger market. They really wanted the magazine to be full of great visuals and be engaging as they knew the content may come across a bit dry.

For the front cover, I was given the shot of Alexa with the trailer, however it was shot on a really dull grey day and with a fairly average background of a backyard. I decided to bring the photo to life by finding a new background and then blended the two images and retouched the image to make it look like a new photo. Fred & Shannon were absolutely wrapped with it as well as the final magazine.







## FRED'S TINY HOUSES BROCHURES

Fred & Shannon were holding an Open Day for their business and wanted to have a few brochures designed that they could hand out on the day. We decided that an A5 brochure was a perfect size for a give away and there were 3 to be designed all up. Two showcasing tiny houses that they had built and one showcasing their trailers.

The brochures were a fantastic challenge as I had to fit quite a lot of content into a small canvas as well as showcase a lot of their photos, whilst making it easy to digest the information.

### FRED & SHANNON'S TINY HOUSE

Classic Australian corrugated iron sets the tone for this bold off-grid tiny house, custom designed and built by Fred for his family with the the Earth's future in mind. Soft wooden curves and hand-beaten curls show the attention to detail, while the scent of wood welcomes each guest into this easy-to-live-in design where beauty and functionality stand together.



#### CUSTOM DESIGN

Fred and Shannon wanted their tiny house to be completely off-grid so that it could accommodate their family of three comfortably year round in any location. It was particularly important to avoid using fossil fuels in the ongoing running of the home, which determined the inclusion of the off-grid appliances and creating the wet-back water heating system. The verandah posts are also removable and reusable anywhere they go.



#### PRICE

TRAILER: \$10,000 | HOUSE: \$94,475  
**TOTAL: \$104,475**

#### BUILD TIME

TRAILER: 6 weeks  
HOUSE: 13 weeks

#### FEATURES INCLUDE:

- 2 Solar arrays set at winter and summer angles as well as German engineered deep-cycle battery pack with 330 amp hours.
- Double insulated roof and walls including climate barriers to stay cool in summer and warm in winter.
- Hand made wood fire heater with wet-back solar hot water heater system.
- Large verandah awnings increasing covered area by 187%.
- Japanese style deep bath.
- 283 Litres of underfloor storage.
- Underfloor battery storage.
- Transformable large dining table and guest double bed on lower level.
- Alcohol oven and stove.
- Highly efficient under-counter fridge (72L).
- Campfire laurel bench tops.
- Hardwood trimming on all the cabinetry and ladders.
- No nasties; zero toxicity plywood used.





#### SPECIFICATION

- » 5.4 meters long
- » 4.25 meters high
- » 2.5 meters wide
- » 30 Degree pitched
- » Tandem (2) axle trailer
- » No fossil fuels used running of the house
- » Composting toilet
- » 2 Loft beds - queen man & single kids



### FRED'S TINY HOUSE TRAILERS



### FRED & SHANNON'S TINY HOUSE





## CASTLEMAINE COMMUNITY HOUSE

Whilst working with Greengraphics, I was assigned the task of designing the Castlemaine Community House Annual Report for 3 years. Each brief was very open, I was able to design a front cover and design theme to my liking. For each year I designed a front cover that spoke of the year that was. 2017/2018 was the year that CCH moved to its new home, so I decided to feature this. The lines were representative of identity (so fingerprint like lines), so to convey making its mark on its new home, and the gradient colours were to link the previous years report which celebrated Marriage Equality and Pride Day.



### COMMUNITY DEVELOPMENT - SPECIAL PROJECTS

#### CASTLEMAINE PRIDE AND SOCIAL EQUALITY

The marriage equality debate and postal survey in late 2017 was an exhausting and damaging process for many people identifying as LGBTIQ+ (lesbian, gay, bisexual, transgender, intersex and queer or questioning). However, the community of Mount Alexander rallied together in support of equality and social inclusion, and a range of advocacy and support programs were instigated.

Castlemaine Community House was proud to work closely with many local agencies, local businesses and community members to lobby for change and deliver several key programs, including:

- Supporting marriage equality campaign and the Castlemaine 193 Facebook page
- Hosting a Wednesday night drop in support network for people affected negatively by the Marriage Equality postal survey
- Promoting the beautiful letters (of love posted in shops and cafes all over Castlemaine)
- Lobbying our council to raise the rainbow flag and support equality for all
- Establishing the LGBTIQ+ Round Table with council
- Partnering with Castlemaine District Community Health to deliver the Castlemaine Taxes Pride project, and
- Employing our first ever Diversity Coordinator at Castlemaine Community House

When marriage equality was secured at the end of 2017, the community rallied once again to organise and deliver the inaugural Castlemaine Pride event in April 2018. This was a day-long celebration of diversity with live music, live food, local wine and beer and activities for all ages in the spectacular Castlemaine Botanical Gardens.

Castlemaine Community House would like to thank everyone who supported the community and advocated for social equality and justice throughout this challenging process. There are too many individuals to list all involved, but there are some particularly fantastic people, organisations, business and councillors who we really do owe thanks to. We think you know who you are!







## CASTLEMAINE COMMUNITY HOUSE

2018/2019 was the year of the spectacular Spring Ball. It was such a fantastic ball that year and the last one before COVID struck. The marine theme was fun to work with, and I brought across wavy lines and a different coloured gradient to tie in with the previous years report.



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## CASTLEMAINE COMMUNITY HOUSE

2019/2020 was the year of the COVID! CCH actually specified that the main photo be used to highlight the community pantry program that had been implemented. I added vector designs to enhance the photo, which were to represent community coming together which we saw in spades in this very difficult year. The lines and colours were the link from the previous years report.





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## EXPERIMENTA BOOKLET

Experimenta are a Melbourne based media arts organisation. I was extremely excited to be part of the Utopia Now event and designed their website, the main program booklet (pictured) and some promotional posters for a coinciding music event.

The booklet was handed over to me quite late in the plan, so lack of time was a major hurdle for this job. The basic grid system had been started by another designer who then parted ways with Experimenta. The booklet is quite lengthy and creating a grid system that would allow all the content to remain consistent and easy to read was a great challenge. The front cover was topped off with a UV finish on the type, making the book a very worthy keepsake for the event goers.

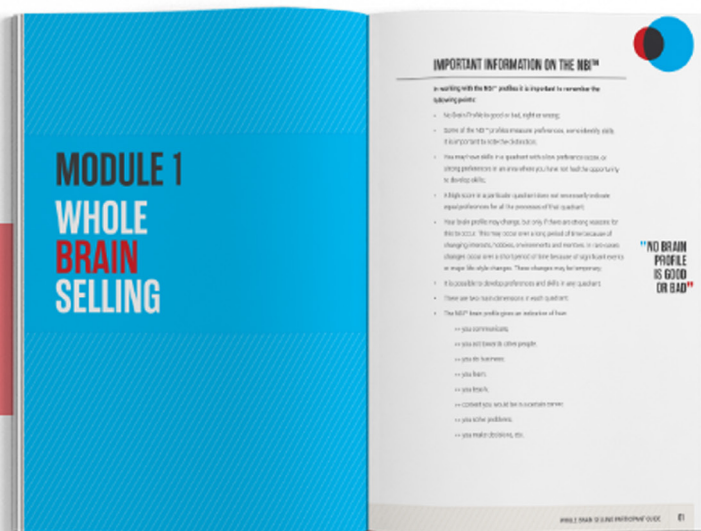
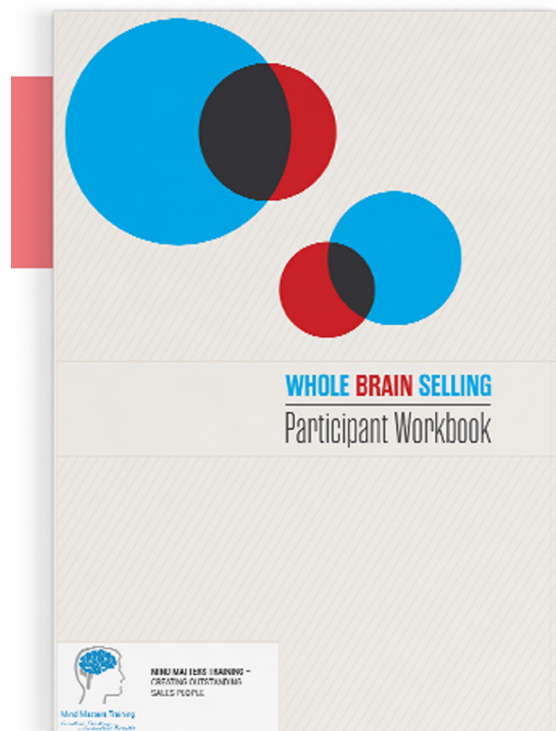




## MIND MATTERS BOOKLET

Peter Twist is based in Queensland and runs Whole Brain Thinking workshops. I had already designed booklets for Peter in the past, so we had established a good working relationship.

The booklets are quite lengthy and need to have enough space in them for people to write in and use. For this corporate training book, I wanted to make the booklet interesting and dynamic by using bold typography. I also gave it a modern retro look by using repetitive lines and overlaid colours. The circles represent the 4 parts of the brain in a more abstract way.





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## LIZZIE FLYNN CD

CD album artwork for Brisbane based singer/songwriter Lizzie Flynn.

Original photography by Polly Snowden. Album concept, design and photo retouching by me.

Lizzie's album focuses on her lyrics, which are inviting and warm but at times melancholy and bittersweet. The blue contrasting with Lizzie's red hair provides this contrast, along with the suggestion to an open sky to match the title. I thoroughly enjoyed working on this album, it was quite a journey and great to have some creative freedom with the photography.



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## LIZZIE FLYNN CD

Showing the 6 panel artwork inside and outside. The tassels on the outfit Lizzie was wearing was a real standout amongst the photos she offered me. The way they moved as well as their outspoken colours brought an element of fun and humour to the artwork, again contrasting with some of the moody and mysterious poses Lizzie held.





## NADJE NOORDHUIS CD

Nadje is an extremely talented jazz trumpeter and composer. An Australian now calling New York home, I had the honour of designing her debut solo album. I was given complete creative control and had a wonderful time coming up with the concept and artwork for the album.

The music I found to be beautiful, with such depth. I spent a lot of time listening to the album to experiment with imagery. The final photography was an image I took on a very old school camera of Niagara Falls when I was visiting Canada. The water droplets took over most of the shot, but it turned out quite beautiful. I retouched and coloured the imagery to add some warmth but really wanted to keep it dark and slightly moody to replicate the depth and emotions of Nadje's compositions.







## NADJE NOORDHUIS CD

The 6 panel artwork for inside and outside. I kept the outside colours consistent with the front cover imagery, however for the inside I wanted to deliver more sophistication and contrast by using black with the water droplets.

The effect maintains the mood, but adds a layer of professionalism and minimalism. There was no booklet with Nadjie's album.

I was very lucky to have had such a easy going but responsive client. The job was an absolute joy to do overall, with barely any hitches.



# ILLUSTRATION

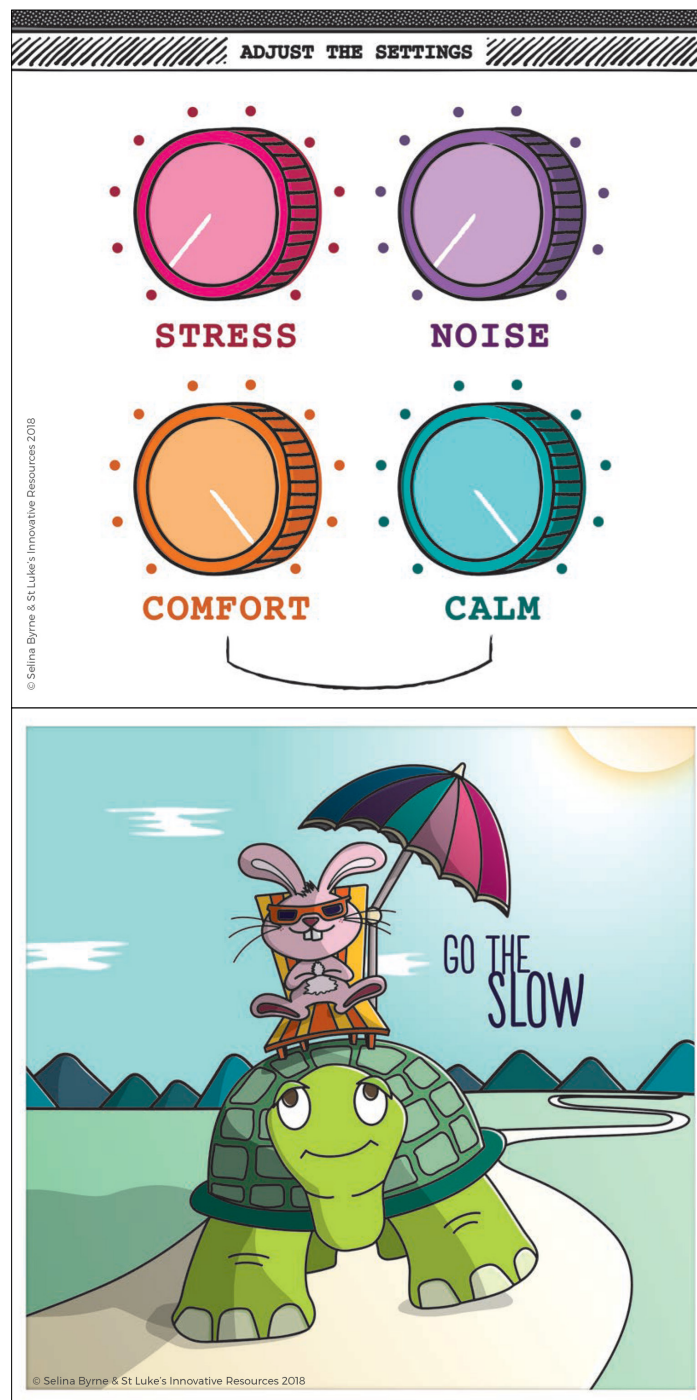




## ANXIETY SOLUTIONS INNOVATIVE RESOURCES

Innovative Resources was founded by St Luke's, and is the publishing arm of Anglicare Victoria. They create and publish resources that are steeped in 'strengths-based practice'.

Whilst working with Greengraphics I was given the brief of designing and illustrating the Anxiety Solutions card set (for adults), where 50 cards were to be designed. Each card was assigned an exercise/solution with how to deal with anxiety, and for each I was to convey visually this exercise. Conceptually I was to make these cards interesting, eye-catching, gender-neutral and inclusive of all kinds of people in the community. I designed cards using images and typography, however in this section I am highlighting the ones where I created original illustrations.

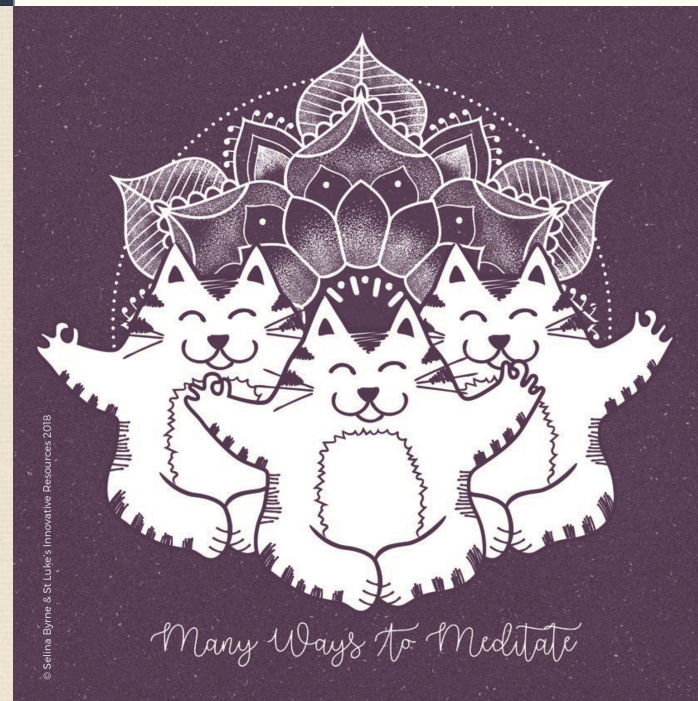






## ANXIETY SOLUTIONS INNOVATIVE RESOURCES

More examples of illustrations  
created for the card set.







## ANXIETY SOLUTIONS INNOVATIVE RESOURCES

More examples of illustrations  
created for the card set.



© Selina Byrne & St Luke's Innovative Resources 2018



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## IT'S JUST ONE OF THOSE THINGS SAM

One of my briefs working with The D3 Group was illustrating a story book educating kids and parents about Molar Hypomin (chalky teeth).

Mike Hubbard had developed the story and my brief was to create two main characters (Sam & PJ) who were to be gender-neutral and throughout the book try to include a diverse set of characters.

I created Toothy as a bonus character, as I wanted to include a character that could convey a lot of the science and dentist information in a friendly and fun way for kids to interact with. These are a few pages from the 28pg book.

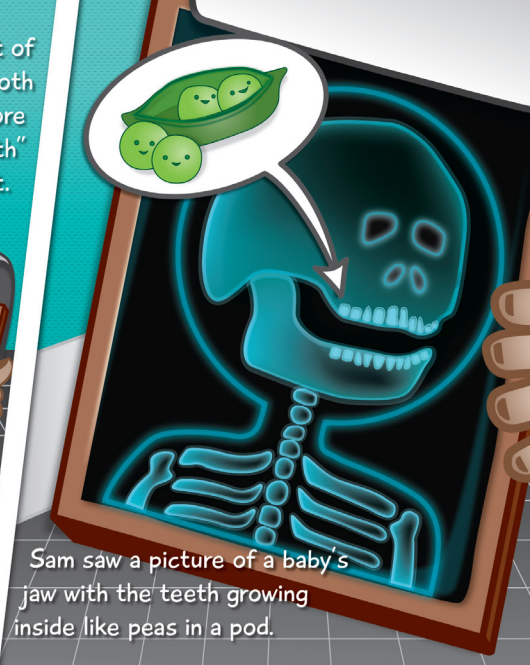
Sam thought about it and soon realised that chewing food...



... and brushing teeth was a bit like "mouth traffic" – so even doing normal things might make it worse.



"Chalky Molars are a sort of birth defect, where the tooth isn't made properly before it's born into your mouth" said the Dentist.

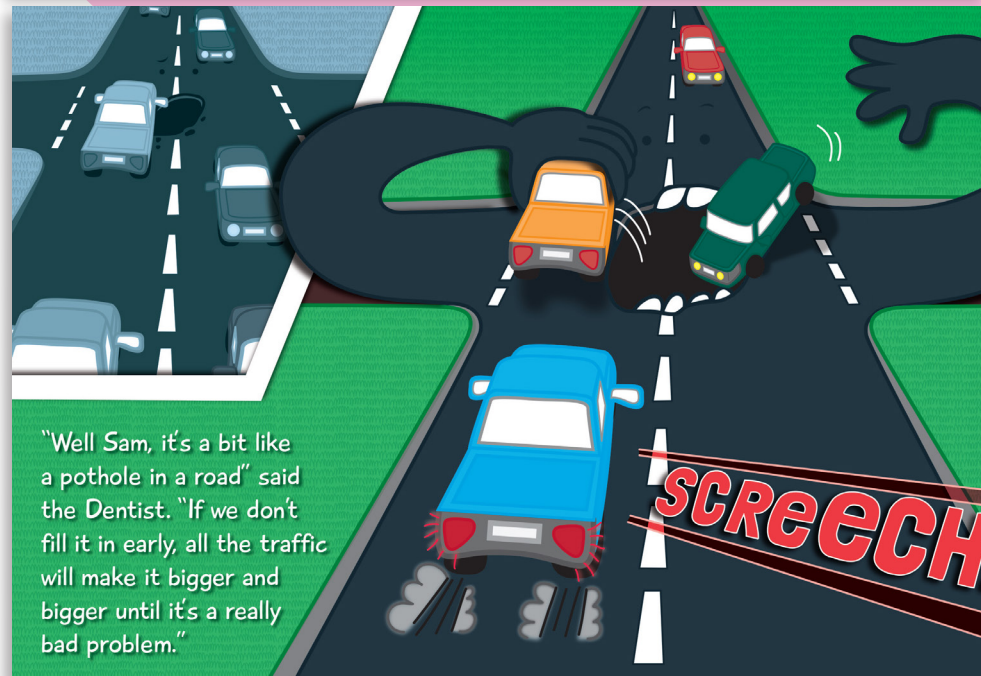


Sam saw a picture of a baby's jaw with the teeth growing inside like peas in a pod.

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## IT'S JUST ONE OF THOSE THINGS SAM

Here are a few more pages from the booklet.





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## COMMUNITY INTERLINK

While at Greengraphics I was given a brief from Community Interlink to design an illustration they could use for their branding and presentation folders.

Community Interlink service aged residents in their homes in regional Victoria, so they wanted an illustration that would be friendly, eye-catching, represent what they do and use their brand colours.

I created two versions for them to use, one that was flat vector illustration and another using textures and creating a 3-dimensional feel.



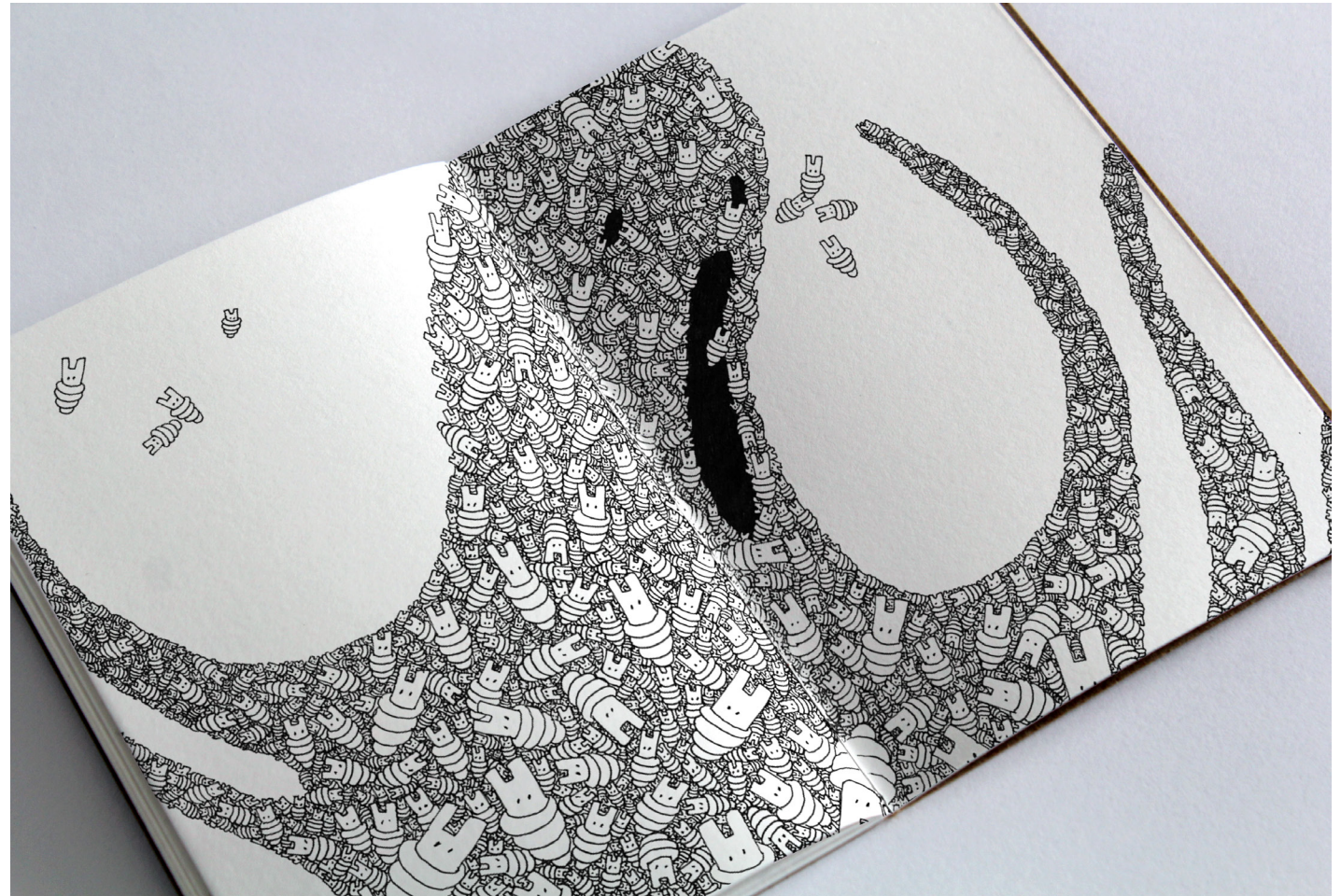


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## PERSONAL PROJECT OGRE DRAWING

I have always loved drawing. I was gifted a sketchbook a while ago and I decided to challenge myself and draw straight into the book with black pen (no pencil first) and draw whatever came out of my brain. It was very liberating and I had a load of fun seeing what I would come up with.

The ogre you see here stemmed from a little rabbit character I had been drawing. The concept is about our mass consumption of gadgets/toys/plastic that are usually thrown away not long after they are bought. The ogre is a writhing mass of junk which has an infinite amount of junk to eat.



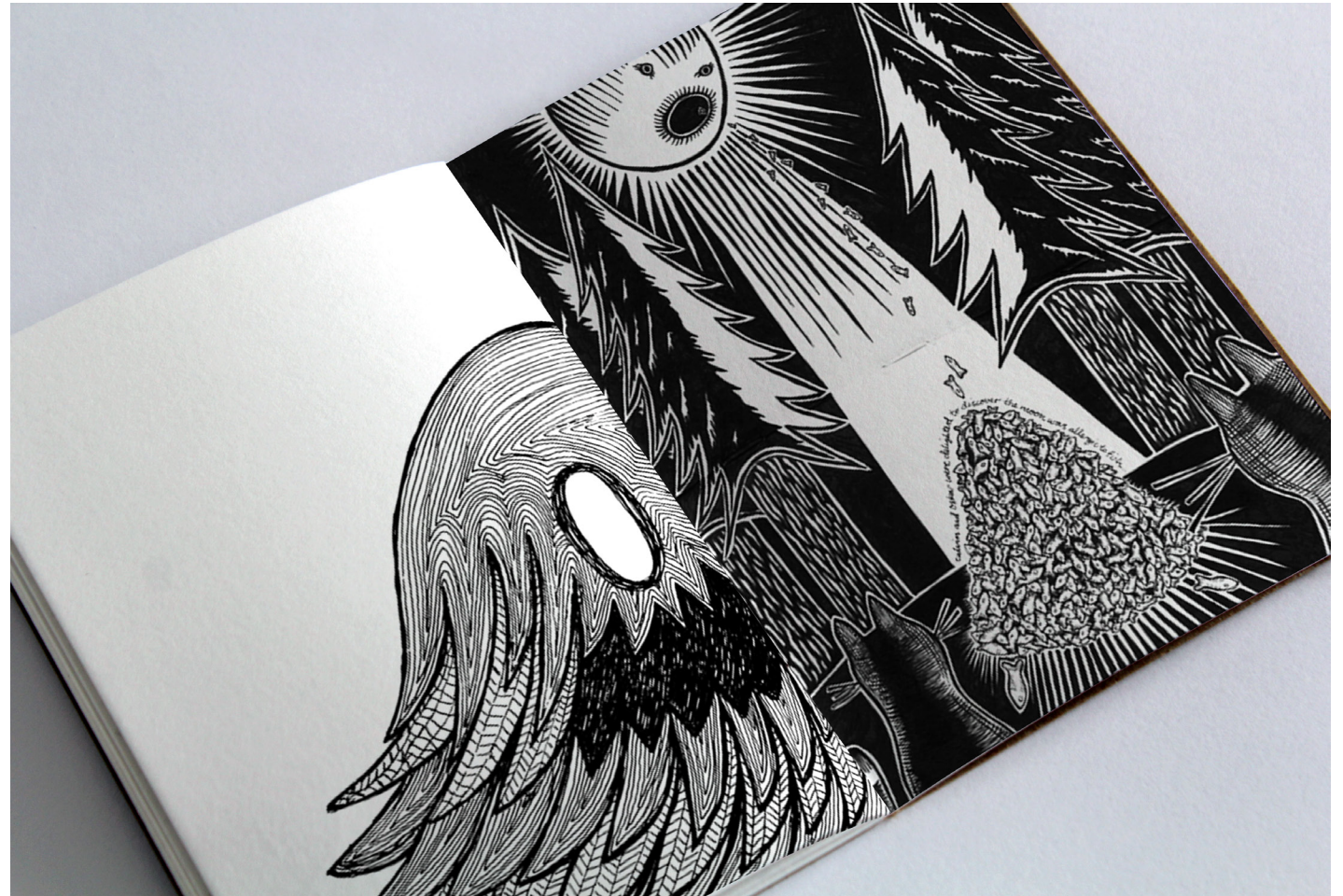




## PERSONAL PROJECT OTHER DRAWINGS

The tree monster on the left is made up of wood and feathers. It resembles nature at its basic, but also the lurking beast that is present if we are not careful and treat it well.

Calvin & Oskar are cats who have encountered their luckiest day. The handwritten type around the fish says: "Calvin & Oskar were delighted to discover the moon was allergic to fish". I had been wanting to try my hand at the linocut type of drawing style, so it was fun to try. I have a fantastic illustration book from when I was a kid about cats doing all sorts of weird and humorous things at night, so there was some subconscious inspiration from it. I also love the mystery of the night, and what animals could get up to.





Thanks for your time. If you would like to  
get in touch and talk more, here's how:

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