

ГЛО
ЛЕО
БОВ

ГЛО
ЛЕО
БОВ

p o r t
f o l i o

Ella Richards

design, communications and concepts

2022



CONTENTS

INTRO to DESIGNER	3
UNIVERSITY PROJECTS	4
visua	5
mospha	7
just friends	8
what's playing?	10
PERSONAL PRACTICE	13
one shot, two shots	14
paradise	16
spring	17

INTRO to DESIGNER

Ella Lee Richards

Background:
Billy Blue College of Design
(2020-2022)

Based in
Western Sydney, NSW - Australia

Instagram portfolio page:
@elrstrated

Email:
elrstrated.art.designs@gmail.com

Phone: 0407566866

I am a designer with an eye for detail, appeal and connection. With a focus on aesthetics and concept elaboration born from my love and experience in art, I have worked on branding concepts, layout design, advertising and story illustrative concepts and cinematography.

Since 2016, I have kept a record of my designs and art on my Instagram page ELRstrated, writing notes about the processes and concepts behind each to track my progress in my skills. Through there I have experimented with traditional art, mixed media and collages, building upon my own ideas and inspirations from the media I consume.

This portfolio contains a selection of works from my university projects as well as personal projects that display my design skills - and how they can be implemented into professional settings.



*e l l a
richards*



*u n i v e r s i t y
p r o j e c t s*

VISUA

logotype and
layout design



fleeting glimpses

fiona keerr



Photography is the art of capturing a fleeting glimpse, a moment frozen in time. Such a moment could pass unremarked, but it is the skill of the photographer not only to record the transient march of time, but to do so in a way that is truly remarkable. Raul Ortiz de Lejarazu Machin is one such photographer. Highly skilled in painting with light, he also manages to capture the overwhelming intensity of the harsh Australian sun. His work is diverse and eclectic, covering lifestyle, documentary, events, portraits, commercial and creative content. And it is that diversity that has led to a robust and successful career.

Raul graduated from a course in Advertising and PR, in his native Spain and worked as an art director for six years in advertising in Madrid. But the pull of photography became too strong, he quit his high-powered job and ended up in Sydney, where he studied a Diploma of Photography and Imaging at CATC (now Billy Blue College of Design) before completing a Masters of Design with Torrens University. He now works in Sydney as a freelance photographer for different national and international clients. His advice for up and coming photographers? "Be happy and have fun doing what you do."

According to Raul, photography students need to develop skills that aren't necessarily taught in school: patience and diplomacy. These help when dealing with real clients and when searching for new projects.



8

He feels that students need to learn not only the new technologies but also need an appreciation of the old processes and the origins of photography. "I remember spending hours in the dark room just editing one image that probably wouldn't go anywhere because it was not good enough. Now everything is becoming more instant, we don't stop to think about what we create and we just create a lot of images because it is easy to do." The most important thing in photography is "not how well your camera works, but how your brain works and how you can think out of the box and make things interesting and beautiful." For students he says that one of the "most important things to keep learning is to ask yourself and others a lot of questions, normally things nobody asked before."

His inspiration is derived from curiosity, popular culture, movies and science fiction books and music. He is influenced by famous photographers such as Cartier-Bresson, Gregory Crewdson and Max Dupain, but has equal admiration for the new generation of young photographers. He is also influenced by his grandmother, a chemist, who enabled him to inject an element of science into his photography. He likes photography because it allows him to "use something that is so technical to create art."



His latest project 'The Chemistry of Light' is, as he puts it "an exploration of how light affects us not only physically but also emotionally." This project started a few years ago with a series of images called the Lux Series which can be found on his website (<http://raulphotoart.com/lu>).

"I think sometimes I'm obsessed with colour, I love to create colourful images. I love colour theory and how colours can affect us or make us feel." He feels his greatest achievement was his work "Multiverse" which was a series of abstract images of architecture in Sydney. This work was selected to be included in the Head On Festival, an international photography festival.

Moving forward, Raul feels that photography has changed drastically in the past few years. Everyone has access to great technology, with the next smartphone cameras enabling everyone the potential to become a photographer. "I think the future is going to be multidisciplinary, photographers are becoming filmmakers, designers are photographers etc. I think we will find more exciting things mixing different creative industries."

visua 9

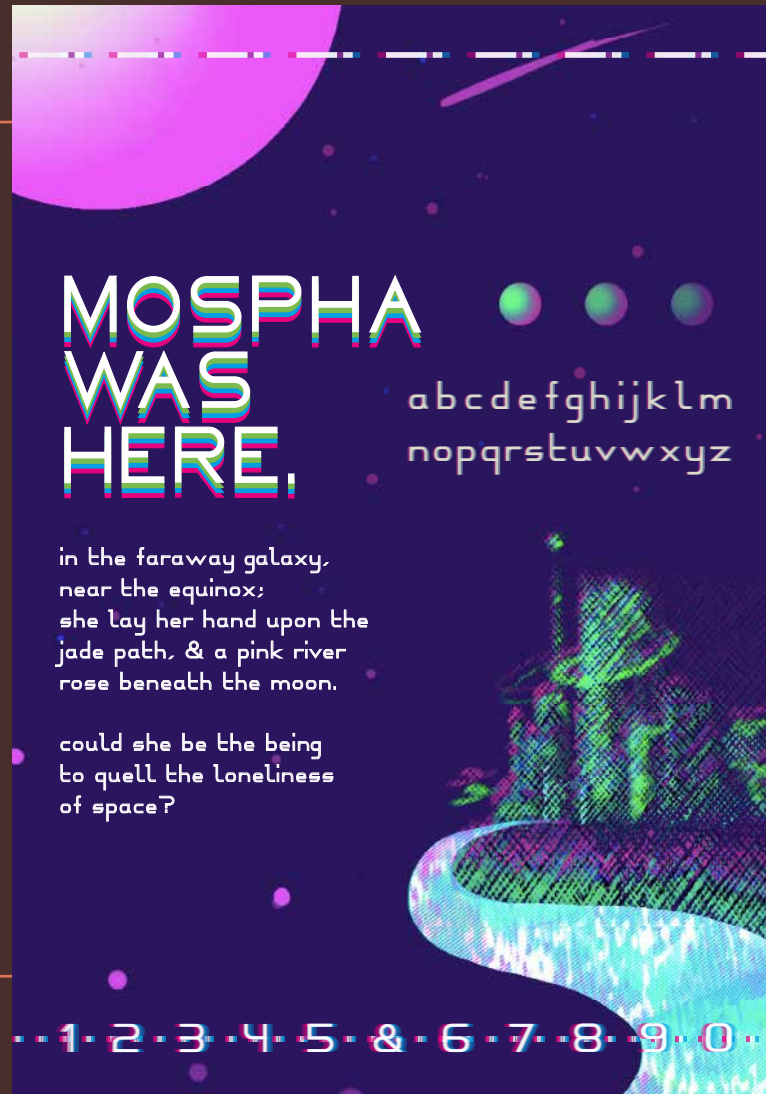
As part of typographic developments in my degree, we were tasked to design a layout for a design publication, having full control over the layout aesthetic, publication name and logotype creation + typeface design.

Titled VISUA, my take on this assessment harkened back to design roots with a focus on minimalism and use of white space + sparse colour. Both covers exemplify this approach by illustrating elements from reality in a stylised way; this overall style would be suitable to modern website and publication layouts.



A postmodern typeface with sci-fi aesthetic influences in form, Mospa was created in response to a typeface development project within my second year of university.

Crafted to invoke a sense of ethereality whilst retaining ease of legibility, the typeface can be used in title text and type-based designs, extending to posters and album covers.



MOSPHA

typeface form
and concept



just friends.

A new mental health initiative, Just Friends is an extension of headspace, providing in-depth education based upon the power of social expectations and how they affect the mental health and growth of young people. Read about its related topics down below to get started.



what to do in misunderstandings
Communication is important in relationships, but may not always come across the way it is intended. Here are some tips for working through misunderstandings and avoiding them when possible.



how social norms can change relationships
Social expectations of what people are expected to be, feel and behave like often distort the dynamics and stability of relationships. This article goes further in depth into why that is, and how people can make a change.



breaking away from harmful behaviours
In the present age, self-harm has become more prominent among young people. Here are some tips for identifying harmful behaviours and how to break away from them depending on the situation.



what to know when dealing with rejection
It can be hard to feel better again after being turned down for a relationship, but the experience may also bring about new realisations that may have not happened otherwise. In this article is a guide to dealing with rejection honestly, while also learning how to move forward in maturity.



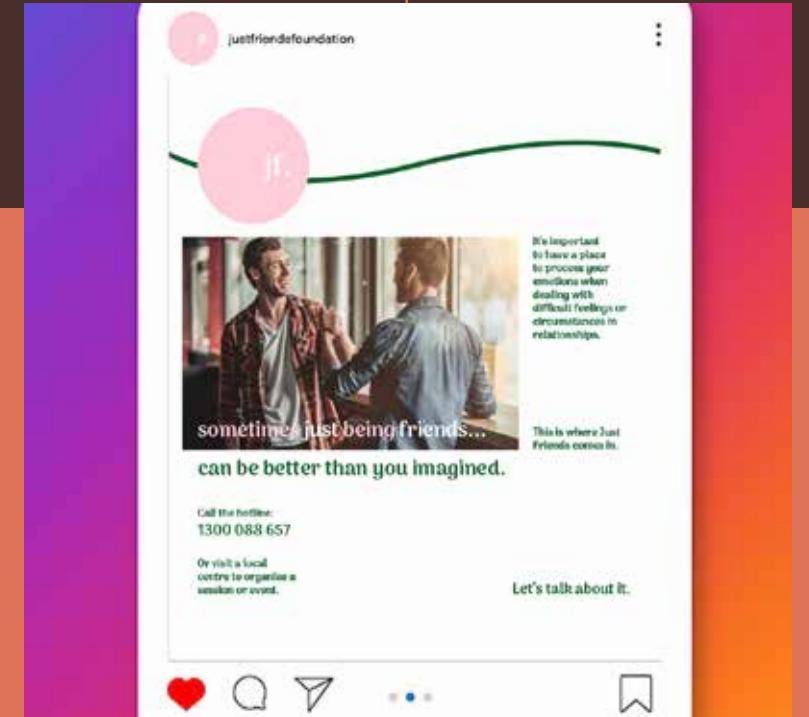
JUST FRIENDS

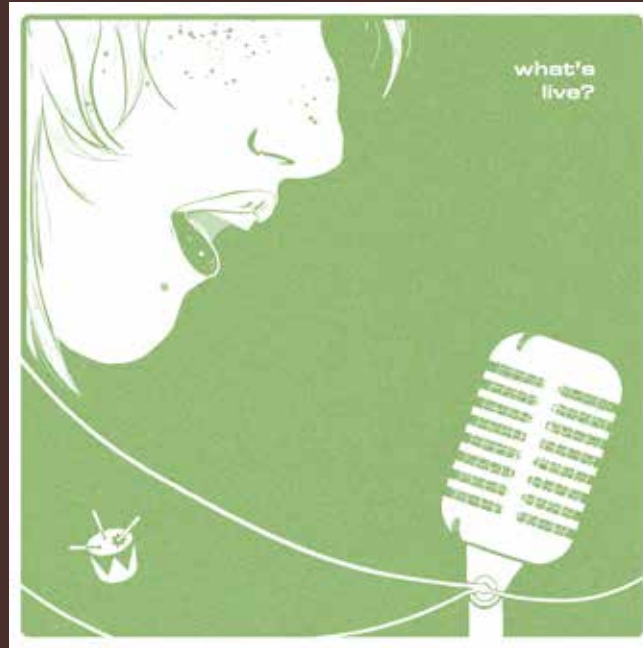
social campaign promotional cycle



One of my introductory projects for the final year of my Bachelor's Degree, Just Friends is a social campaign concept meant to address how society values platonic and romantic relationships differently - with romantic relationships being prioritised - and works toward dismantling this disproportionate value by detailing the benefits of platonic bonds and their true importance to a person's mental health.

Created as a sub-campaign running under Headspace for the context of the assessment, the design elements in this campaign screenshot are varied in medium and use, with placement on social media, advertising posters and billboards, flyers and architectural plans, covering most possible avenues of promotion.





WHAT'S PLAYING?

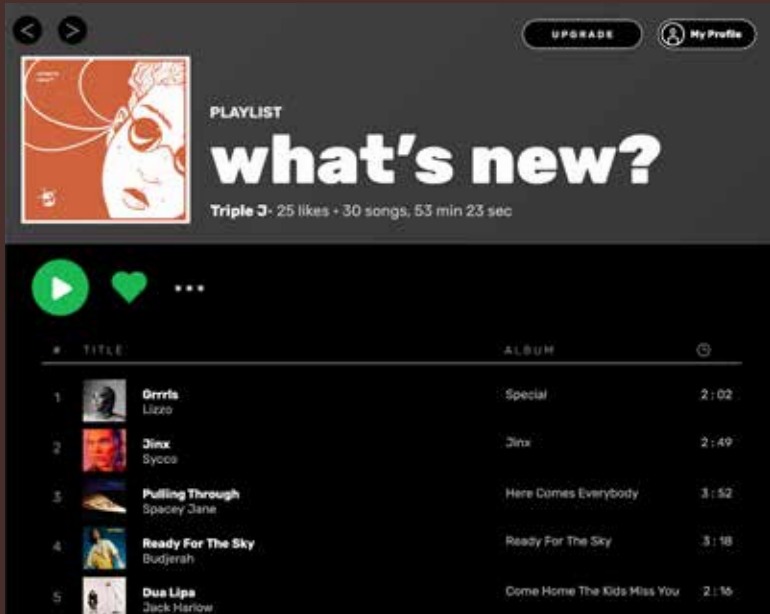
radio segment
promotion cycle



An elaborate advertising project created to test my visual design and promotional constructive skills, this Triple J campaign concept seeks to streamline the radio station's approach in advertising and broadcasting new and old music.

By stripping down the design aspects of the station's branding to its most fundamental and recognisable elements - e.g. artstyle and colour scheme - early concept drafts were used to create a new focus on the brand, in this case visualising the diversity of Triple J's target demographic.

This theme was then elaborated upon with physical musical symbols as well as a triple line motif, resulting in a realistic yet minimalist design series harkening back to the station's roots that intends to further the connection between Triple J's listeners and the music they broadcast.



What's Playing, named for its four establishing playlists, is the most extensive campaign concept I've worked on thus far due to its intended strong digital presences and connection to Triple J's existing merchandise presence. Consistency of design work in the asset creation process while retaining diversity in imagery was a primary goal in refining this project.

The use of mockups has been refined and expanded beyond the limits of my previous projects; I ensured that each promotion element would be fully developed in visual fidelity and text-based background with a matching use in realistic scenarios. This way, the intent and reach of the campaign in taking music promotion back to basics could be fully realised.

The body of work developed for this project - in and beyond this representation - fits the common current trends of visual minimalism and colour contrast in graphic design, but also counters complacency in those trends through visual detail and a strong connection to the subject matter and distribution. These types of promotional deliverables and their purpose could be used in media promotion and concept elaboration.



*e l l a
richards*

*i n d i v i d u a l
p r a c t i c e*

ONE SHOT, TWO SHOTS



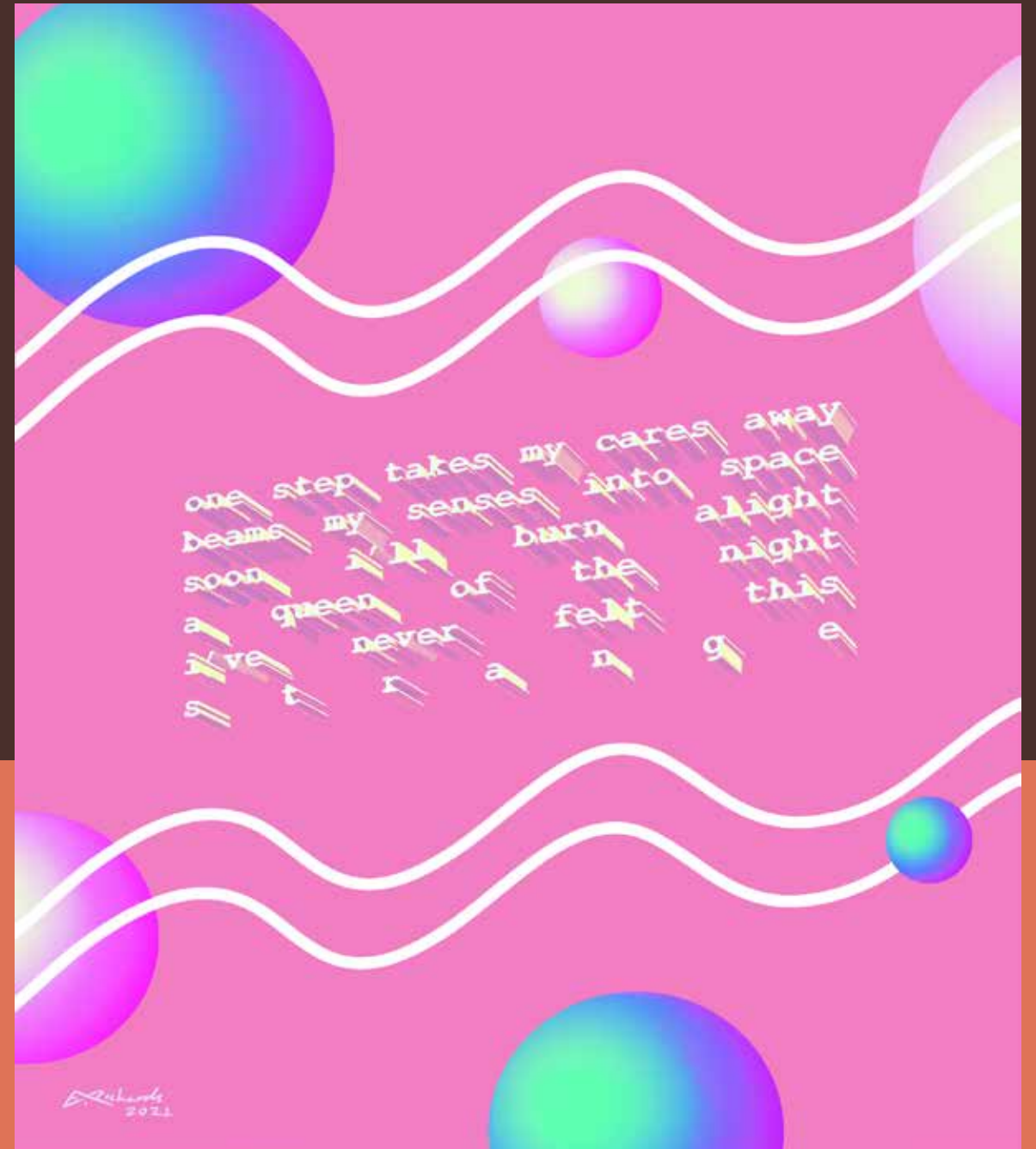
type-based poster
design

w/ embellishment and
illustration variations

Experimenting with three-dimensional elements in Photoshop as well as translation interpretation within my studies led to this split piece, based upon the Korean pop song 'One Shot, Two Shot' by BoA.

Implementing popular 1980s design elements into the structure of both pieces with a celestial theme for the latter, I wanted to create a design that reflected the inspirations, lyrics and genre/musical aspects of the song.

The text-prominent poster utilises pseudo-3d shapes and a wave motif, framing the Courier typeface passage. On the illustration, the passage serves as context for the woman's style and pose; acting as a narrative concept.



PARADISE.



poster design series

A work utilising layer styles, illustration and photo manipulation, Paradise places a variation on contemporary design trends by mixing semi-realism with an abstract application.

Along with the variations placing colour and noise filters on the photograph of a hotel interior, the pensive facial expression conveys a sense of unreality and deepness in thought. This style of design could be utilised for promotion of causes related to social issues or concepts for narrative media.



SPRING

Inspired by the performance of Ukraine's 2021 Eurovision entry, SHUM by Go_A, this illustration was created to convey a dynamic portrait of the aesthetic, meaning and setting of the song.

Kateryna Pavlenko, the band's singer, is centred as she appears to change the environment around her, elaborated through splatter and mixer brushes to give the environment implied movement and transformation. This style can be used for concept art for fictional media as well as promotional cycles that suit illustration-focused clients.

concept illustration

