



## Stolen Oranges

Stolen oranges is a project that blends all the parts of design that I enjoy. A little odd and whimsical, blending clever ideas with Photoshop, branding and typography.

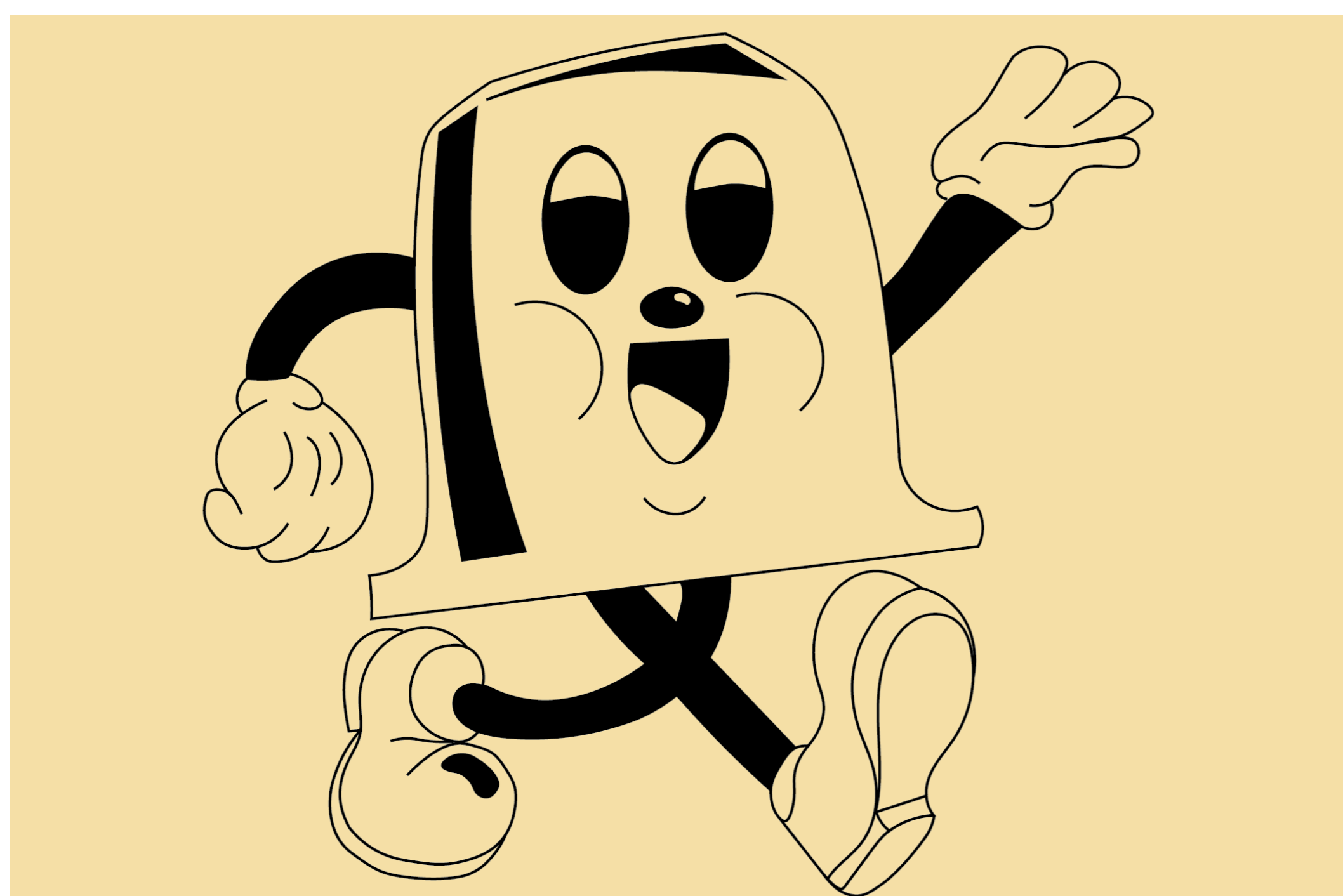
It was a reflection on not only my design style as an artist but the music that I create as well. It was a perfect storm. The process from conception to creation was incredibly fulfilling creating a desire to keep on designing. My skill set in design was pushed and I creatively explored many different options. A key component of this was the creation of the typeface used in the title "Stolen Oranges". It pushed me to develop a skill that I needed to. The piece became cohesive to create desire for a person to invest in the music, catching ones attention. As a record collector myself how the pressing and the album look can influence if I will purchase the product. This became a large influence to my design.

Overall the album creates a unique cover that holds a persons attention while still showcasing the genre of music.

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### CityPods coffee

Packaging, it is an integral part of being a designer. With the structural design as well as creating a brand. With the Citypods coffee, the exploration of the two went underway. It came to my attention a lack of packaging within the coffee pods that opened horizontally over at the ends for long-sleeved boxes. So I created a design that helped turn a sleeve into an open container.

With that packaging in mind, I created a brand surrounding that market. The branding was inspired by how each city on the east coast of Australia has such different coffee cultures, which is how CityPods was created. Each line of pods/flavours represents a city. It added a level of loyalty and brand without saying anything. As it represents a part of the Aussie coffee culture.

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