

PORTFOLIO

A CAREFULLY CURATED
SELECTION OF WORK

GRAPHIC DESIGN

PORTFOLIO

KATHRYN CHAMPION

SELECTED WORK
2021 - 2023

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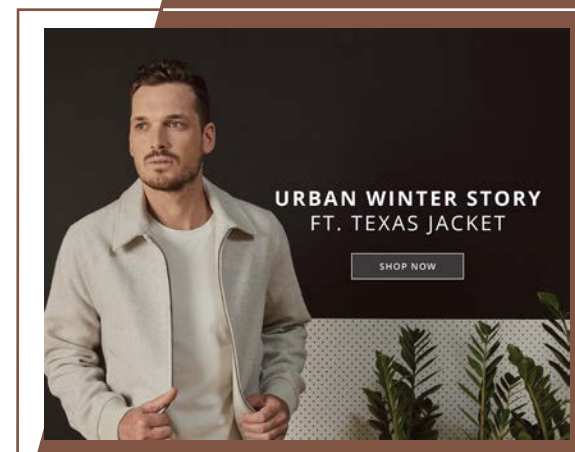
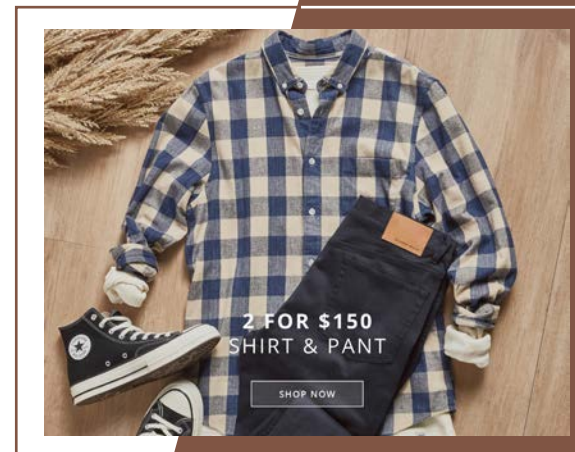
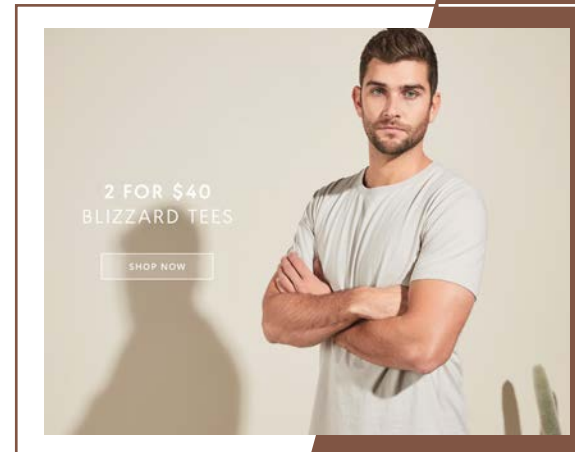
Publications & Brandmarks
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THE ACADEMY BRAND



2021 - 2022

My Role at The Academy Brand involved assisting and working alongside the Senior Graphic Designer. During my time at The Academy Brand I worked primarily on digital brand content such as web banners, e-commerce imagery, social media content, mando screens, marketing emails and the role out of the brand new Academy womenswear collection.



Web collection banners for academybrand.com

SIGNATURE ESSENTIALS

2 FOR DEALS



@academybrand

01/05



Graphic for paid media

@academybrand

03/05



Instagram post - February 2022

academybrand.com

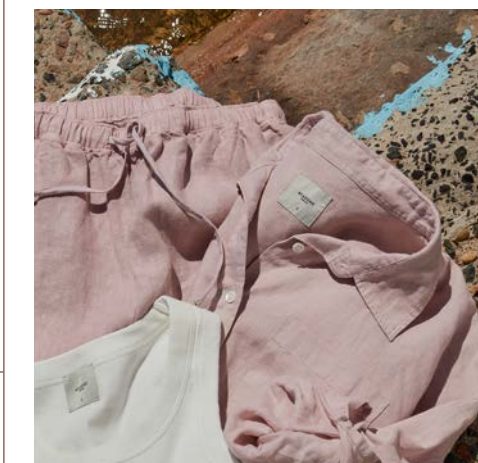
02/05



Home page collection banner

@academybrand

04/05



Instagram post - February 2022

Following my internship I began a part time role as a Junior Graphic Designer whilst I studied my Diploma in Graphic Design.

@academybrand

05/05



Graphic for paid media



My role as an in-house Graphic Designer at BEDSaHEAD included the creation of product catalogues, signage, labels, EDM's and website collateral.

BEDSaHEAD

2022 - 2023

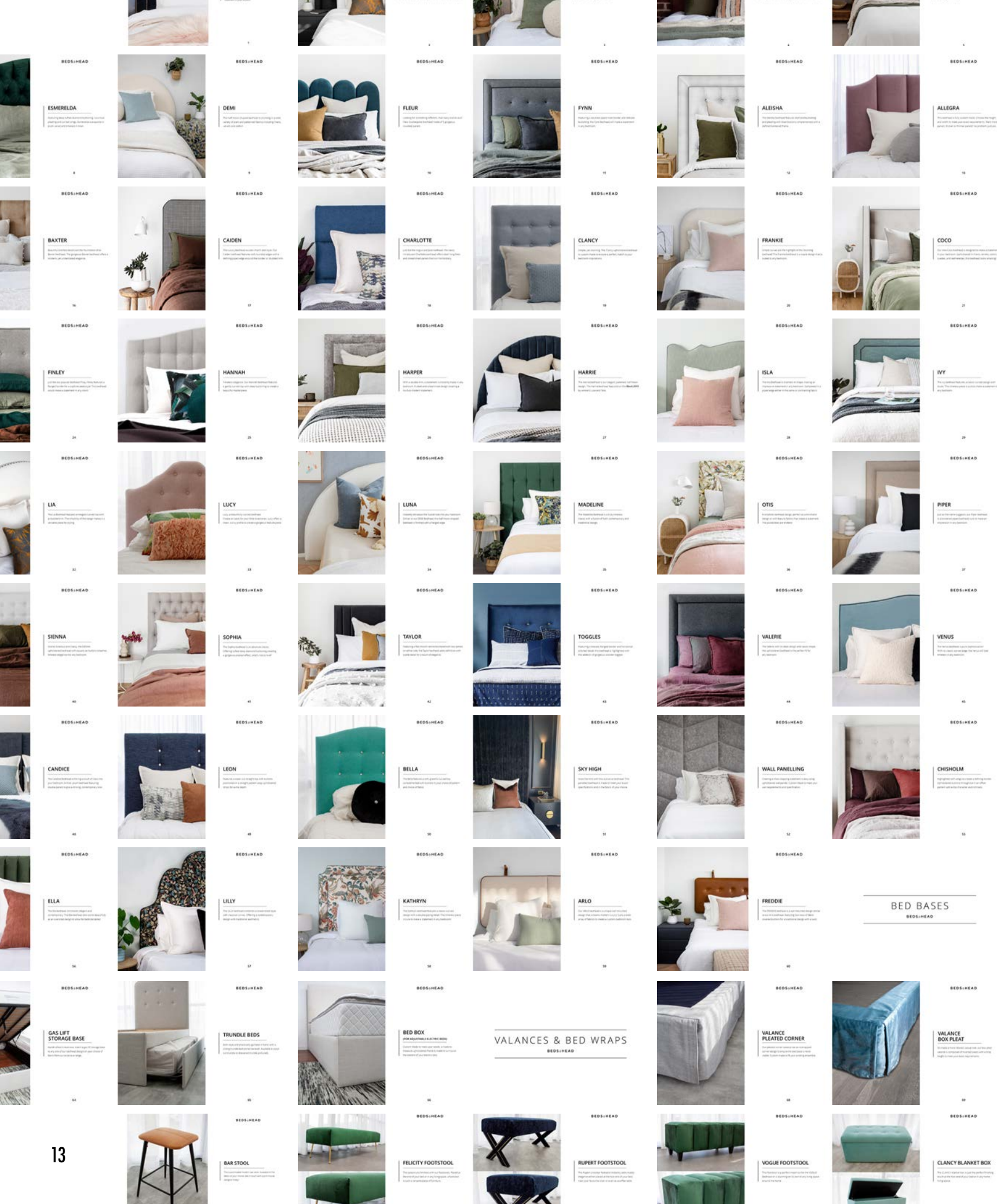
I also managed the BEDSaHEAD social media platforms, which involved planning and producing content along with styling and photographing products.



BEDSaHEAD Catalogue 2022 - 2023

The BEDSaHEAD product catalogue was one of my first start to finish, major publication projects. The brief was to create a catalogue that showcased the complete BEDSaHEAD product range, initially intended as a price guide for trade partners. Due to the constantly changing cost of materials, I pitched the idea of a product catalogue to introduce the designs, with a separate trade pricing document that can be sent out with updated prices corresponding to the products and page numbers in the catalogue. This new direction also meant that the catalogue could be used not just for trade partners but also the general customer base. This project required me to not only design the publication, but also style and photograph 90% of the product range, as there were only 10 professional images out of over 100 products. The scale of this project, working as a solo designer allowed me to apply my creative direction to every facet of the project, creating a catalogue that showcases the broad range of my skills as a Graphic Designer.



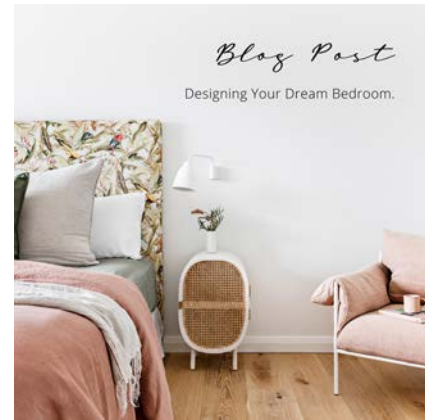


MEASURE TWICE. CUT ONCE.

My motto in sewing. life. design.



Top 5 Interior Design Trends 2023 - Carousel Instagram post



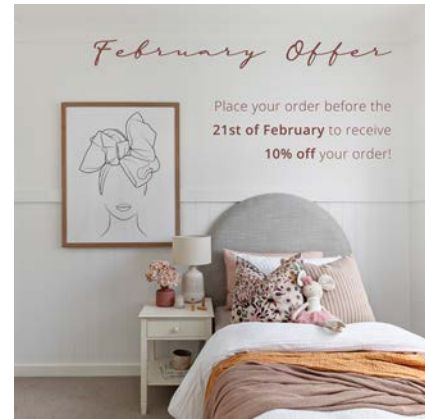
Designing Your Dream Bedroom Instagram post Promoting the Blog



A Guide to Bedhead Sizes Instagram post



Local Business Awards Finalists Instagram post



February Offer 10% off Instagram post



BEDSaHEAD Showroom Event Instagram post Promoting the Event



Top 3 Staff Picks August 2023 - Carousel Instagram post



Product Styling & Photography

Once I took over the role of content creation and managing the BEDSaHEAD social media and website, I also began styling and photographing products as they moved through the warehouse. I created reels showcasing the creation of bespoke bedheads and products, which was an instant hit on the BEDSaHEAD Instagram and brought an influx of new views and engagement. Fun Fact, I also sewed all the scatter cushions used for the styling!



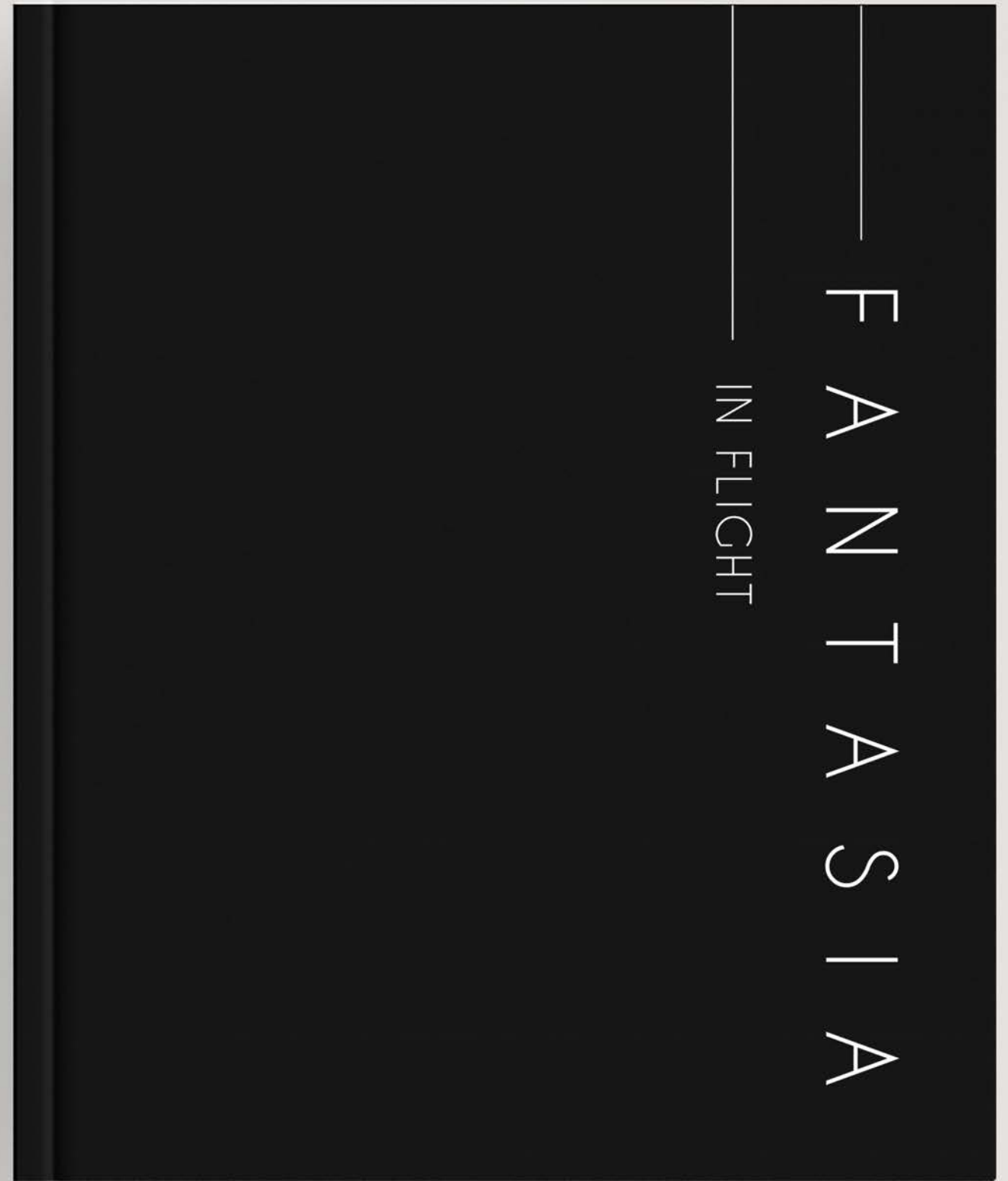
FANTASIA

IN FLIGHT

*An Aerial Symphony of
Movement and Music*

In 1940, Walt Disney created a fusion of imagery and animation inspired by sound, called Fantasia. The concept of 'Fantasia' is an artistic expression that transcends traditional boundaries, fusing various art forms to create harmonious and immersive experiences. Fantasia represents a departure from reality into a world of unrestrained creativity and boundless possibilities.

'Fantasia In Flight' embraces the concept of 'Fantasia' where various performers are given the freedom to blend and reinterpret sound into a physical display of strength and grace. After being played each piece of music once through, the performers are asked to let the music carry them and inspire their moves and story in an impromptu 'one-off' performance that was captured in a series of still shots. These images capture the breathtaking and awe-inspiring essence of each performance, and will take you on a journey of artistic expression and creative liberation.



PHOTOGRAPHY & DESIGN

Self-initiated Project

For this project I wanted to blend my two passions in life, the worlds of Aerial and Design. For this project I reached out to a selection of Aerial performers, of which I allocated each costumes and songs for them to perform an improvised routine. I then photographed and edited each shot to deeply reflect the story and theme of each performance. Finally, I collated them into a book that showcases the grace and strength of the Aerial Arts.




SWAN LAKE

By Pyotr Ilyich Tchaikovsky

First written by Tchaikovsky in 1871 and later completed in 1876, Swan Lake has become a timeless classical ballet of enchanting melodies and evocative story telling. The music of Swan Lake weaves a captivating tapestry of emotions, ranging from ethereal beauty to tragic despair.



SWAN LAKE
By Pyotr Ilyich Tchaikovsky



THE NUTCRACKER SUITE, DANCE OF THE SUGAR PLUM FAIRY
By Pyotr Ilyich Tchaikovsky




The Blue Danube
By Johann Strauss II

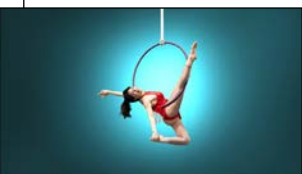



The Four Seasons, Winter. I. Allegro Non Molto
By Antonio Vivaldi



The Planets, op. 32:4, Jupiter, The Bringer of Jollity
By Gustav Holst

Can Can
By Jacques Offenbach




SYMPHONY NO. 5, IN C MINOR, OP. 67
By Ludwig van Beethoven



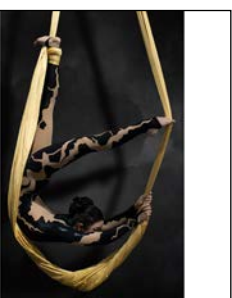


Clair De Lune
By Claude Debussy




In The Moonlight...

CARMINA BURANA, O FORTUNA
By Carl Orff



Take Five
By Paul Desmond



Rain
By Ludovico Einaudi



PHANTOM OF THE OPERA, OVERTURE
By Andrew Lloyd Webber




You will curse the day you did not do all that the Phantom asked of you...



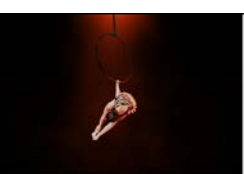
ROMEO & JULIET, DANCE OF THE KNIGHTS
By Sergei Prokofiev




Rhapsody in Blue
By George Gershwin



The Planets, op. 32:1, Mars, The Bringer of War
By Gustav Holst




ACKNOWLEDGMENTS

Thankyou to all the performers who donated their time to participate in 'Fantasia in Flight'

CAN CAN
Photographer: Andrew Chapman
Aerialist: Anna White

THE NUTCRACKER SUITE, DANCE OF THE SUGAR PLUM FAIRY
Photographer: Andrew Chapman
Aerialist: Tracy Ann Yu

RAIN
Photographer: Andrew Chapman
Aerialist: Tracy Ann Yu

TAKE FIVE
Photographer: Andrew Chapman
Aerialist: Anna White

ROMEO & JULIET DANCE OF THE KNIGHTS
Photographer: Andrew Chapman
Aerialist: Anna White

SWAN LAKE
Photographer: Alex Douglas-Morris
Aerialist: Katrina Chapman

THE FOUR SEASONS, WINTER. I. ALLEGRO NON MOLTO
Photographer: Andrew Chapman
Aerialist: Anna White

THE BLUE DANUBE
Photographer: Andrew Chapman
Aerialist: Tracy Ann Yu

THE PLANETS OF JUPITER, THE BRINGER OF JOLLYTY
Photographer: Andrew Chapman
Aerialist: Tracy Ann Yu

OFF! CARMINA BURANA
Photographer: Andrew Chapman
Aerialist: Tracy Ann Yu

SYMPHONY NO. 5, IN C MINOR, OP. 67
Photographer: Andrew Chapman
Aerialist: Anna White

CLAIR DE LUNE
Photographer: Andrew Chapman
Aerialist: Anna White

RHAPSODY IN BLUE
Photographer: Andrew Chapman
Aerialist: Tracy Ann Yu

PHANTOM OF THE OPERA, OVERTURE
Photographer: Anna White



The Bean Collective.

Not Just a Bag of Beans

'The Bean Collective' is a fictional coffee company that encapsulates the essence of innovation, sustainability, and exceptional coffee. Over the next few pages we will delve into the intricate details that shaped the brand's identity, from its conceptualization to its final realisation. From choosing the perfect colour palette and typography to crafting a final compelling packaging solution and brand identity.

So without further ado, let us begin!

THE BIRTH OF THE BEAN COLLECTIVE

The Bean Collective started from a desire to create a brand that stood out from the current market and to create an innovative packaging solution that avoided the typical use of non-recyclable composite materials.

For the primary logo and typography, I choose a fun and playful typeface that stands out from the more traditional coffee brands currently on the market. In combination with the playful typography, the ring motif of the primary brand mark replicates the ring left by a coffee cup spill creating a unique, standout design.



Aa

Typeface: Alstria / Header

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Aa

Typeface: Optima / Body

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Not Just a Bag of Beans





The Bean Collective



Physical Prototype Photography

T
W

TRACK / WORKS

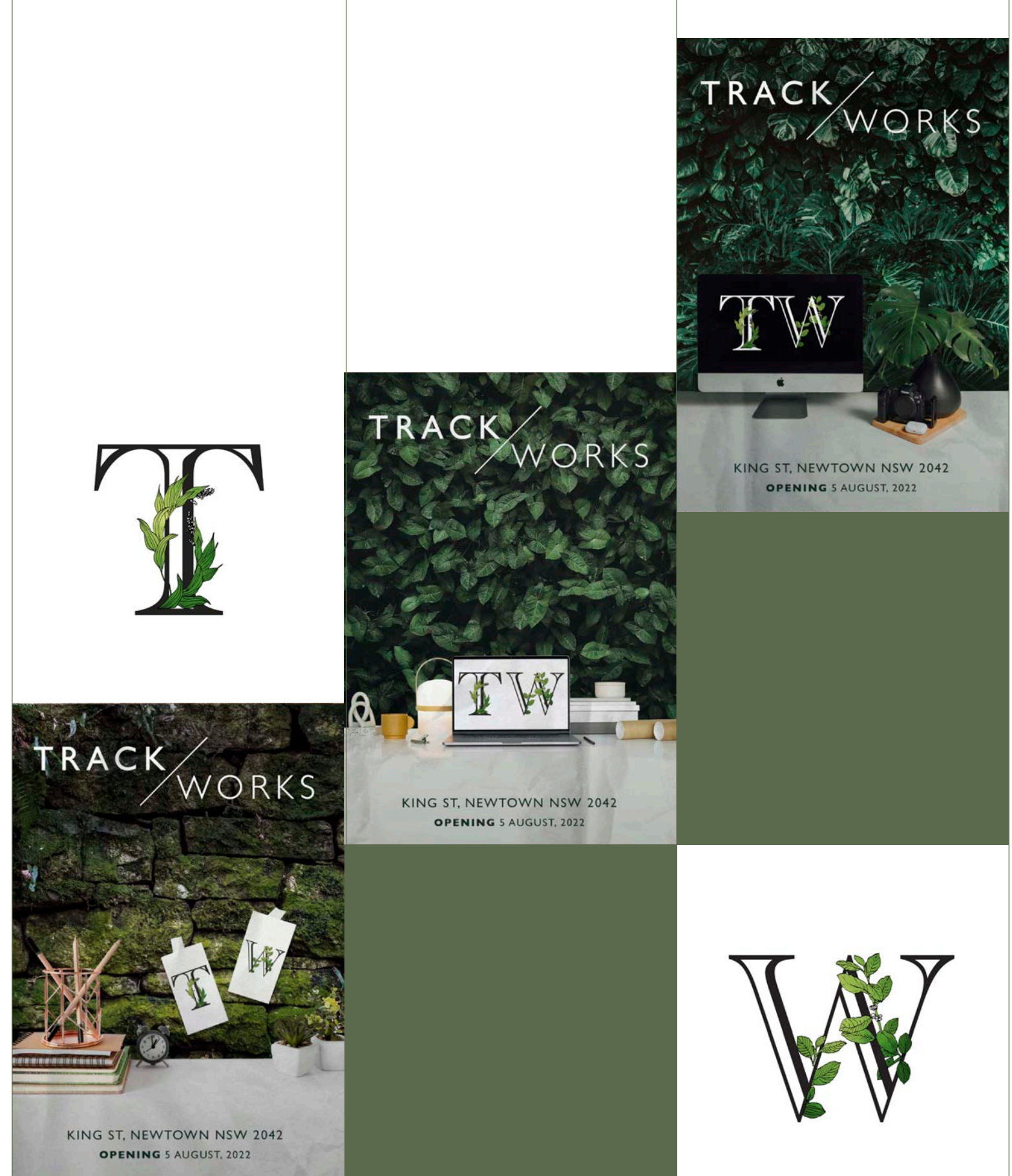
Concept &
Complete Brand Creation

Situated in the abandoned Newtown Tram Depot, Trackworks is designed to give people an inspiring place for independent work, to hold meetings and to study. This self initiated project started with the selection of a derelict space in need of reinvigoration. It then involved the creation of a complete brand identity, promotional catalogue, wayfinding and various promotional collateral.



Trackworks Promotional Posters

The creation of 2 promotional poster series consisting of 3 posters per series. These posters promote the opening of the newly invigorated workspace located in the abandoned Newtown Tram Depot.



WHERE
IMAGINATION
 TURNS INTO INNOVATION



TRACK
 /
 WORKS

KING STREET, NEWTOWN NSW 2042

Trackworks Promotional Brochure

OUR HISTORY

Located in the heart of Newtown, **Trackworks** sits within the old abandoned Newtown Tram Depot. The Depot was built in 1899-1900 after the conversion of Newtown lines to electric traction. With the original architecture still standing today, the depot closed its doors in 1957 and has sat abandoned ever since.

FIGURE 1
 The abandoned Newtown Tram Depot captured in 2017. [funder.com](#), Forgotten Sydney

FIGURE 2
 The abandoned Newtown Tram Depot captured in 2017. [funder.com](#), Forgotten Sydney

The Newtown Tram Depot is the oldest Tram depot in Sydney that is still standing in its original form.

THE BIRTH OF TRACKWORKS

Trackworks was established in 2022 as a collaborative work space for locals to utilize when the 'work at home' concept calls for some much needed human interaction. Post COVID-19 lock-downs, work at home has become the new standard. **Trackworks** is designed to give people an inspiring place for independent work, to hold meetings and to study. We liken **Trackworks** to a vibrant indoor library with an abundance of nature instead of books, what better place to stimulate productivity and spark creativity!

FIGURE 3
 The newly designed Trackworks space, Cafe pictured.

OUR SPACE

Trackworks has a calm and work orientated atmosphere that acts as an innovative public office. **Trackworks** has various individual work space areas that are set up with individual tables in a shared space, or small individual work pods. There are also collaborative meeting rooms that range in size and require pre-booking.

FIGURE 4 & 5
 The newly designed Trackworks space, Meeting & individual work space

FIGURE 4
 The newly designed Trackworks space, Break area.

Trackworks has an onsite cafe that serves coffee, snack items and light takeaway lunches. The cafe is a takeaway cafe for people in the space. There is also an open plan break area for lunch breaks and office catch ups.

"WHERE IMAGINATION TURNS INTO INNOVATION"
 - UNKNOWN



PUBLICATION DESIGN

Article on designer Wolfgang Weingart, with a focus on strong type design and use of the grid in an engaging manner. (Image above)

2 x Double page magazine layout featuring graphic designer David Carson. Combining examples of Carson's work with original artworks and design features that complement his unique and abstract style. (Images to the right)



NOT JUST A LOGO!

Re-designs for existing
brands, sub brands or
complete brand creation!



The Kat

Behind Kat & Mouse Design

My Graphic Design story began following a Fashion Design internship at The Academy Brand , where I went on to work as an in-house Assistant Graphic Designer. After wrapping up my time at The Academy Brand I transitioned into the role of in-house Graphic Designer at BEDSaHEAD, where I worked across the board from catalogue design, product photography, web design content creation and social media management.

Beyond my artistic design pursuits, you will often find me spinning around upside down on my Lyra (aerial hoop), balancing in a handstand or spinning a pottery wheel, among other things!

VISIT MY WEBSITE

KATANDMOUSEDSIGN.COM.AU

ESTD-2021
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