

Chloe Hillier

portfolio

**“ I COULDN'T
DO THAT ”**

I Could Do That

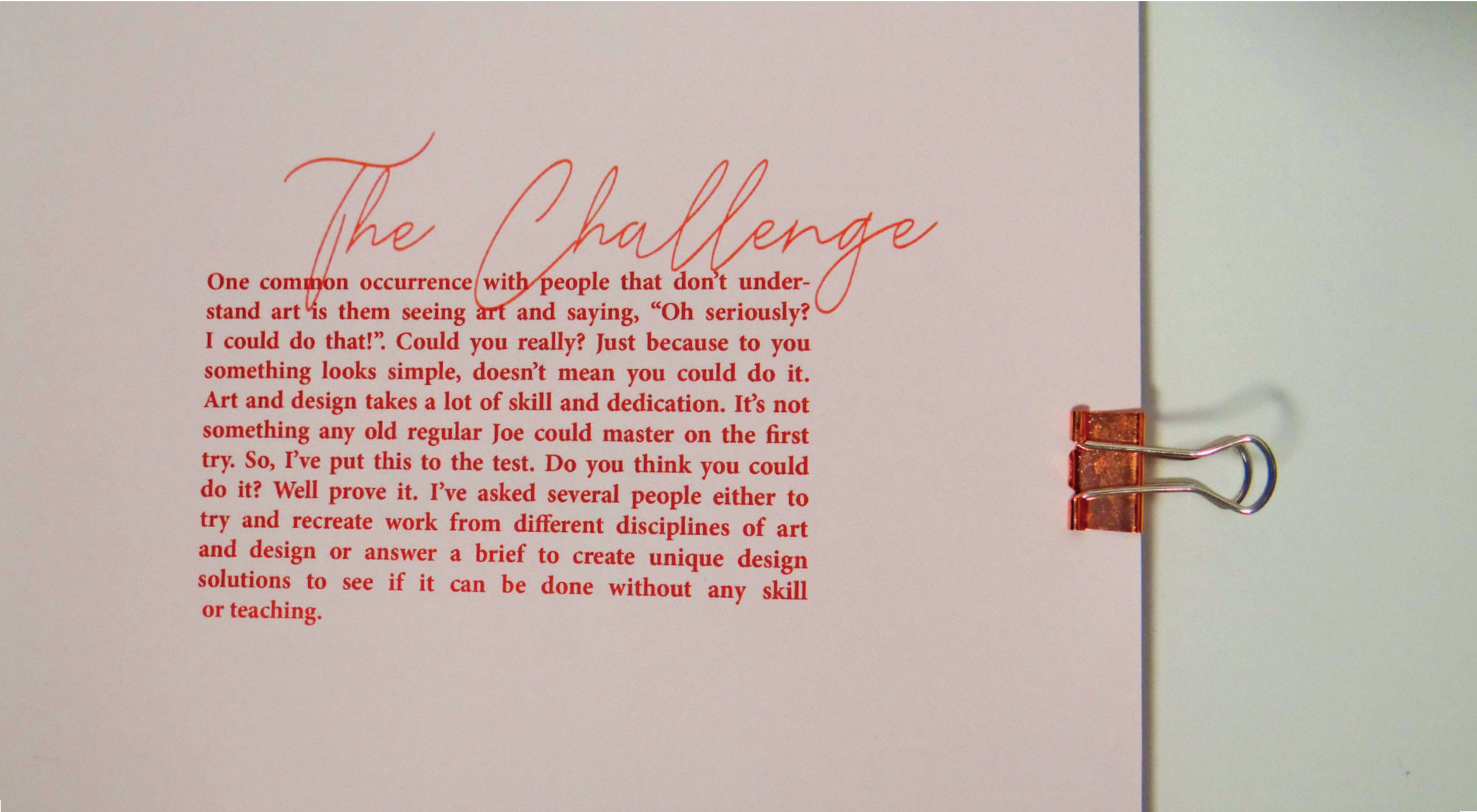
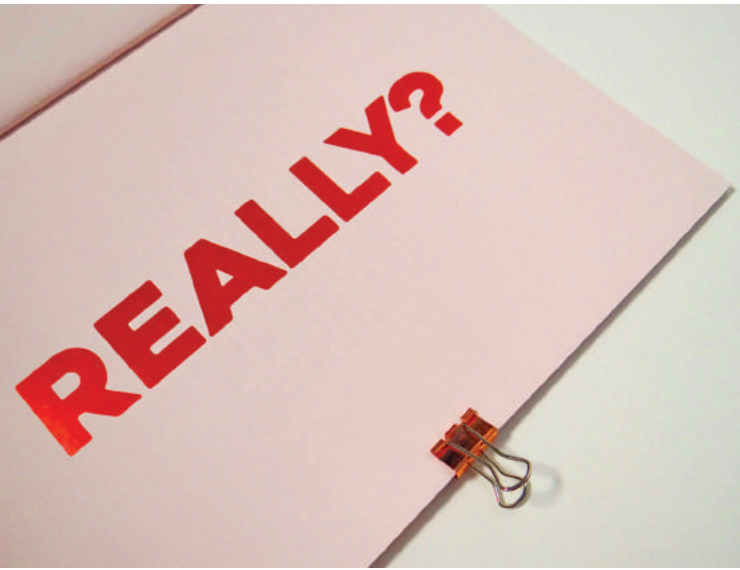
**“ I COULD
DO THAT ”**

An experiment

Brief:
Find a way to address the devaluing of creativity in education.

Concept:
There is a lot of stigma around art as a career and lot of people simply don't understand the importance of it as a skill. Many people see art as being 'easy' and can often look at it and think "I could do that". I wanted put this to the test by challenging typically non-creative people to respond to a creative brief to see if you really can be successful at art subjects without the skills.

Solution:
I asked 12 'non-creatives' to either complete a brief or try to recreate specific art successfully. I decided to organise my findings into an editorial to showcase the stark comparison between art with and without skill, thus showing how important teaching art is. People with real talent need their skills developed and nurtured through school.



The Challenge:

Before showcasing each challenge result, I noted a variety of details about the brief, the person and a summary of how the challenge went.



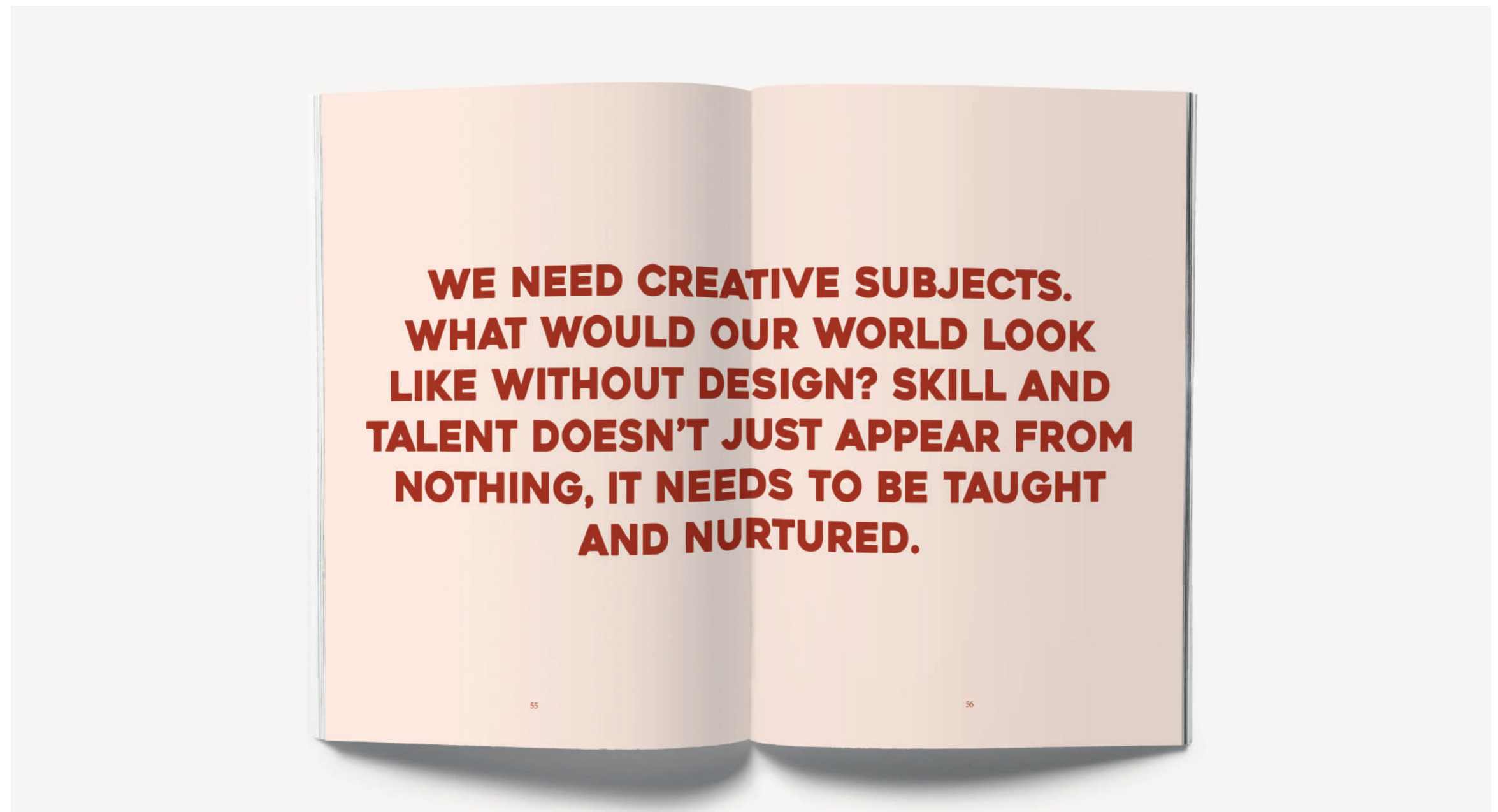
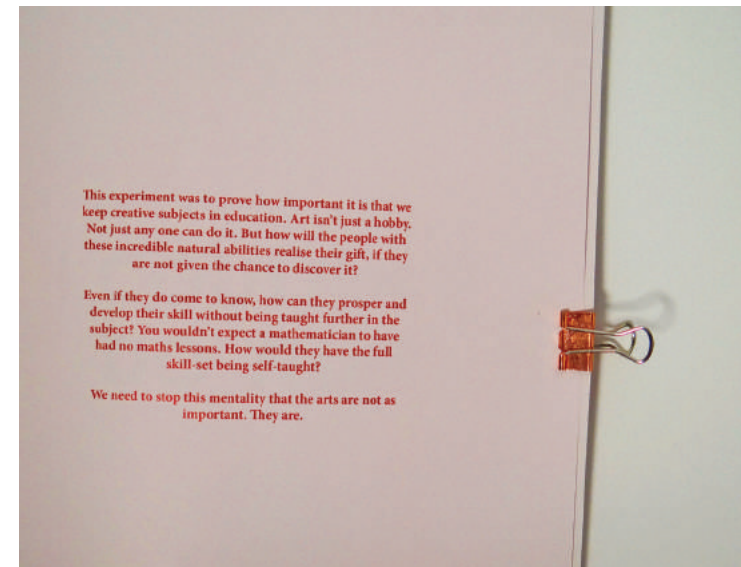
The Challenge:

Alongside the completed brief is an example of a real artists completion of a similar brief or the original piece to show the stark contrast.



Conclusion:

I conclude the editorial by reminding the readers about the importance of teaching art subjects within schools.



GRATE BRITAIN

even **BLUER** even **REDDER** even **WHITER**



STRONG
AND
STABLE
my arse

To find out more please visit
www.gratebritain.co.uk

Brief:

Re-brand the new post-Brexit Britain.

Concept:







After the backlash from other countries after Brexit, a lot of places thought we felt that we are better than them and we started to grate on them. I wanted to provoke thoughts in Leave voters by getting them to consider whether they're sending out the best message, as we still need to keep good ties. Grate Britain is all about encouraging us to accept our flaws and maybe see things for what they really are, not just what the Government want us to see. Maybe we're not quite as Great as we think?

Solution:

To spread this message I created an animation to set the scene of the concept. This film showcases a satirical view of how 'great' we as a country think we are, and then poses the question "are we really as great as we think?", to get viewers questioning their actions. Along with this I created a poster for each day of the month questioning a news story from each day to reflect how not everything that is told to us is quite so accurate. A new poster would be shown publicly each day to reflect that days news.

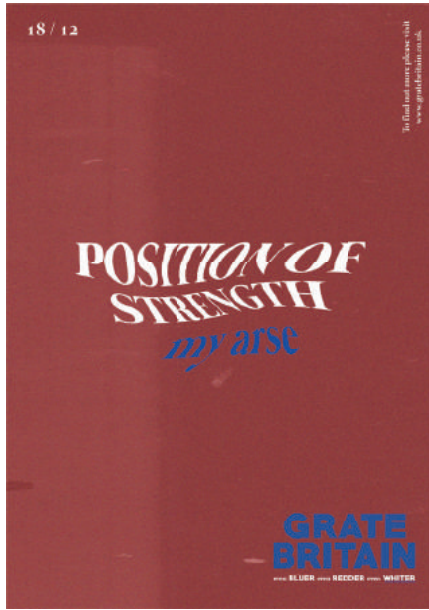
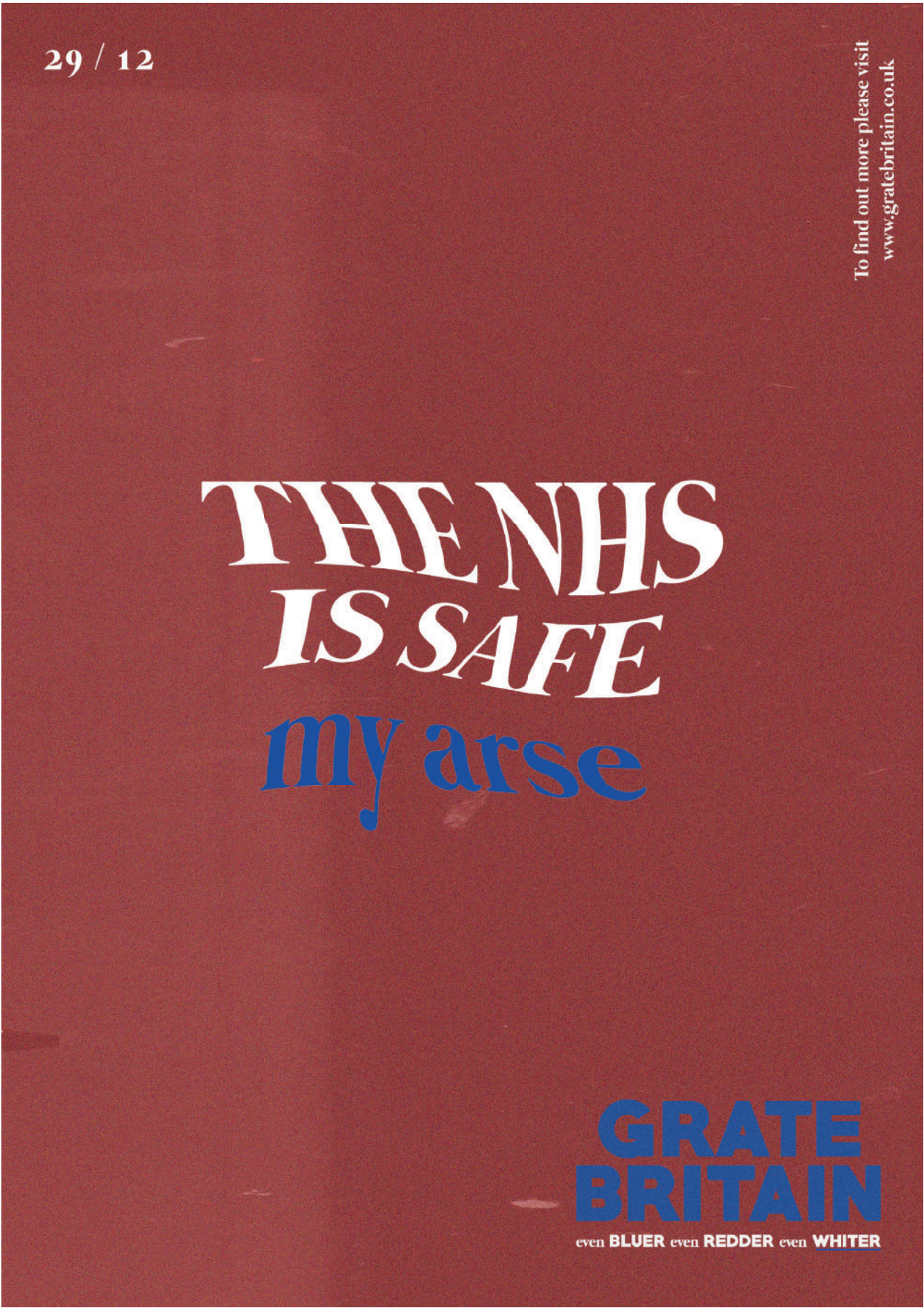


Film:
The film showcases a satirical take on the mood of Britain today to remind the viewer of the way our actions in regards to Brexit are being viewed. This serves as a way to make people think more about the messages being sent.

<p>great britain</p>	<p>great britain</p>	<p>we have everything that you could possibly need</p>	<p>and, <u>more!</u></p>
<p>you won't find anywhere better than here</p> 	<p>yes, we know what you're thinking.</p>	<p>yes, we know what you're thinking. We're definitely the best country to exist</p>	<p>yes, we know what you're thinking. We're definitely the best country to exist.</p>
<p>The best people,</p> 	<p>The best people, land, education, nature, food,</p> 	<p>The best people, land, education, nature, food, culture, entertainment, talent, Queen,</p> 	<p>we really are great</p>
<p>we really are great*</p> <p><small>(Far than any other country)</small></p>	<p>welcome to post-Brexit Britain.</p>	<p>welcome to post-Brexit Britain. even BLUER</p>	<p>welcome to post-Brexit Britain. even BLUER even REDDER</p>
<p>welcome to post-Brexit Britain. even BLUER even REDDER even WHITER</p>			<p>welcome to post-Brexit Britain. even BLUER even REDDER even <u>WHITER</u></p>
<p>great britain</p>	<p>GRATE great BRITAIN</p>	<p>GRATE great BRITAIN</p> <p><small>ARE WE REALLY AS GREAT AS WE THINK?</small></p>	<p>TO FIND OUT MORE PLEASE VISIT gratebritain.co.uk</p>

Daily Posters:

Taking a news story from each day of December 2017 I created a poster accordingly to represent the huge political agenda within news outlets.



Website:

The website is to provide more information to the campaign and the things we send out into the public. The posters are to catch the eye, then this is the outlet that expands upon that to provide a deeper outlook.



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OUR NEW ATTRACTION,
SWIMMING WITH
A CAR WRECK!



Looking for something new in 2018?
Come explore Buxton's most
beautiful hidden treasure.

Insurance death may occur

Brief:

Your task is to become a creative anthropologist. To conduct your study you will need to find a group of humans to observe, interview and record, presenting your findings in a visual way. Choose a place you have never been to, a place you know nothing about.

Concept:

The place I found was a man-made Lagoon in the Peak District town of Buxton. Infamously called 'The Blue Lagoon' by locals, at first glance, it looks stunning with water a similar colour to Mediterranean sea. However, this water is highly toxic and has a pH level similar to bleach. Yet people won't stop swimming in it. The locals have begged the council for years to remove it as it causes a lot of issues for them, but they won't as it's privately owned. The locals then took it upon themselves to dye the water black but every time that fades, they keep coming back.

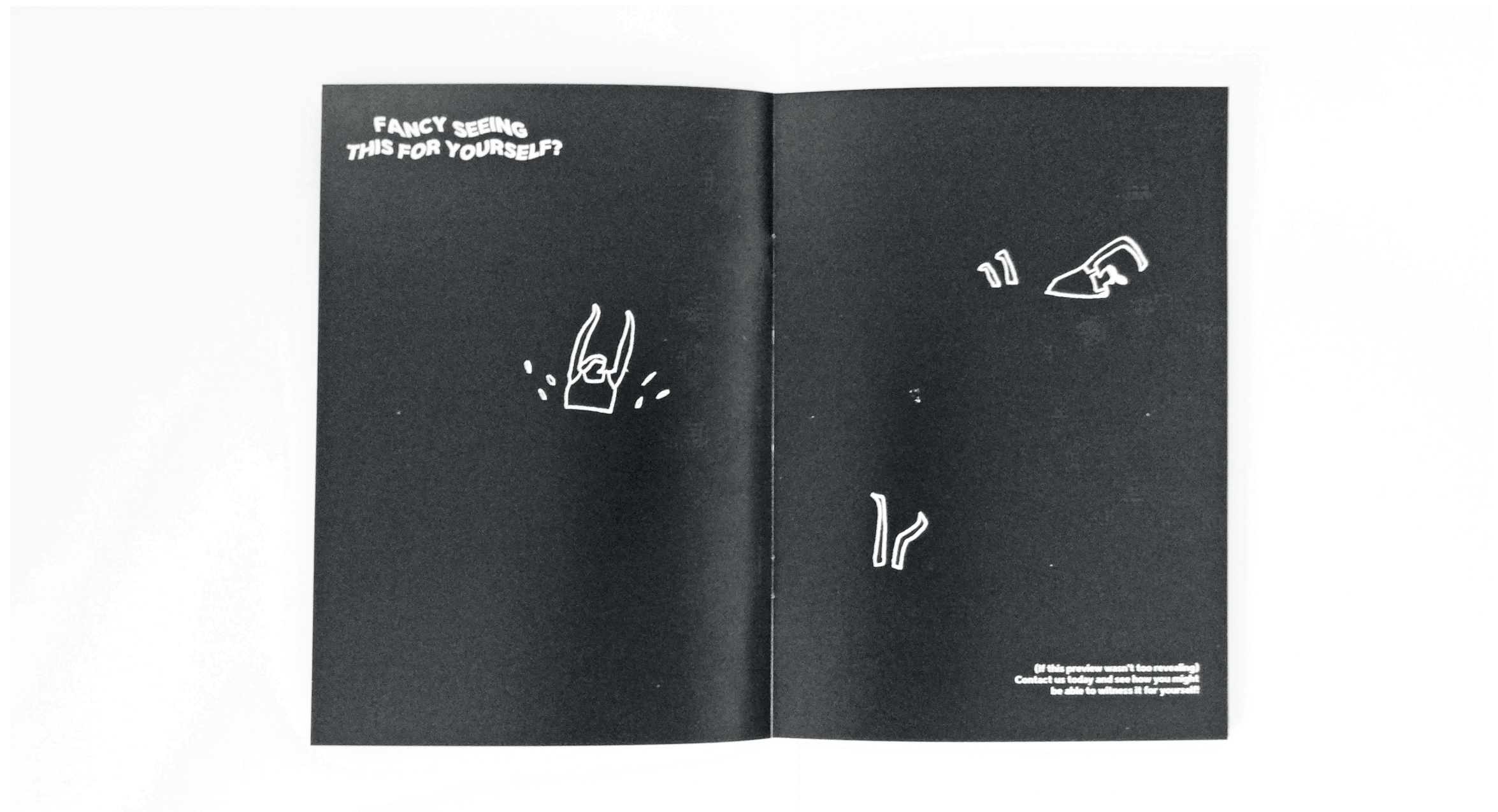
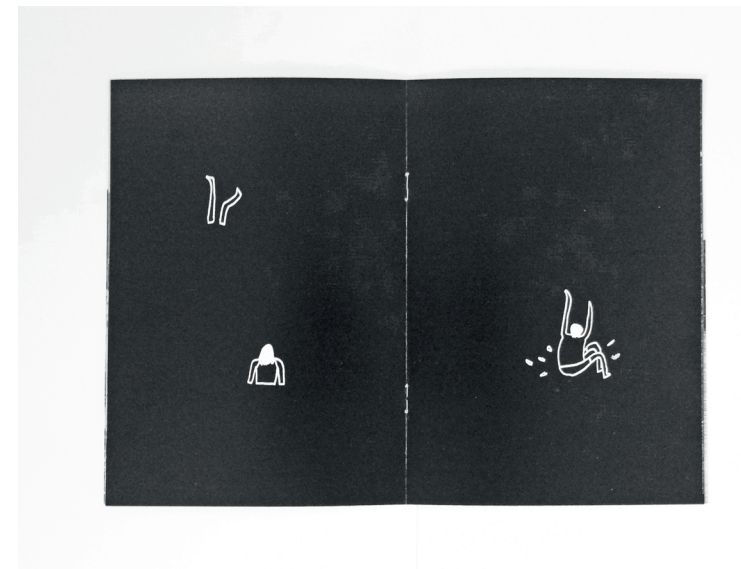
Solution:

After talking to the people who live next to the Lagoon, it was clear what these people wanted is for people not to visit the Lagoon. So I created a satirical 'travel brochure' aimed at visitors to subtly show them the dangers of the water to put them off entering. These would be kept near the Lagoon entrance so visitors would see it upon entry and be put off from going further.



Contents:

As mentioned, the residents have dyed the Lagoon water black on several occasions. Therefore, these pages are played off as an 'exclusive preview' of this 'event' to reflect how it doesn't stop people from entering the water.



Contents:

To play upon the concept of a satirical travel brochure, I have included many elements to reflect that such as a site map, reviews, photography, events promotion and exclusive deals. Within the copy the true meaning of the booklet is revealed.



Elements of copy:

The copy is a satirical take on the kind of language used within travel brochures, it sounds as if the Lagoon is really being sold to the reader, however it's clear the meaning is a lot darker.





Brief:

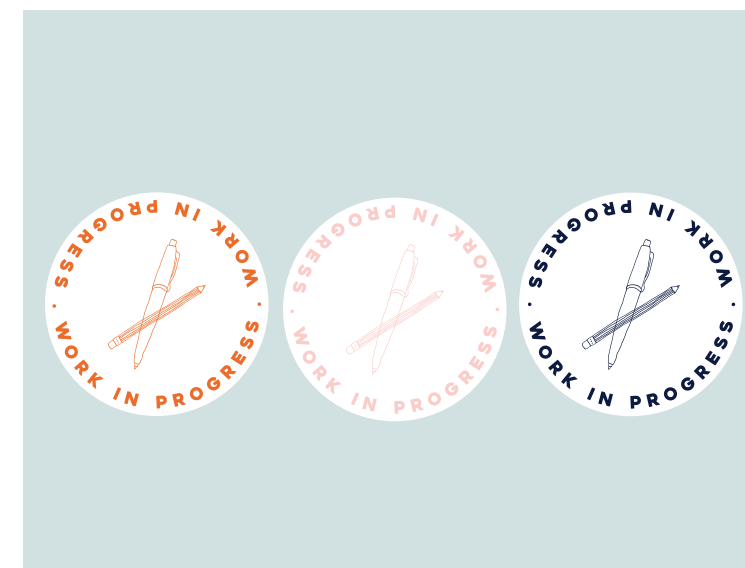
Create a stationary brand aimed at creative women.

Concept:

The stationary market is huge, however there is a huge gap for styles that aren't childish. I wanted to create something stylish yet functional, however, creative women have many different requirements due to it being such a large field. Therefore, I created a fully personalised planner where customers can fully choose their contents pages themselves online.

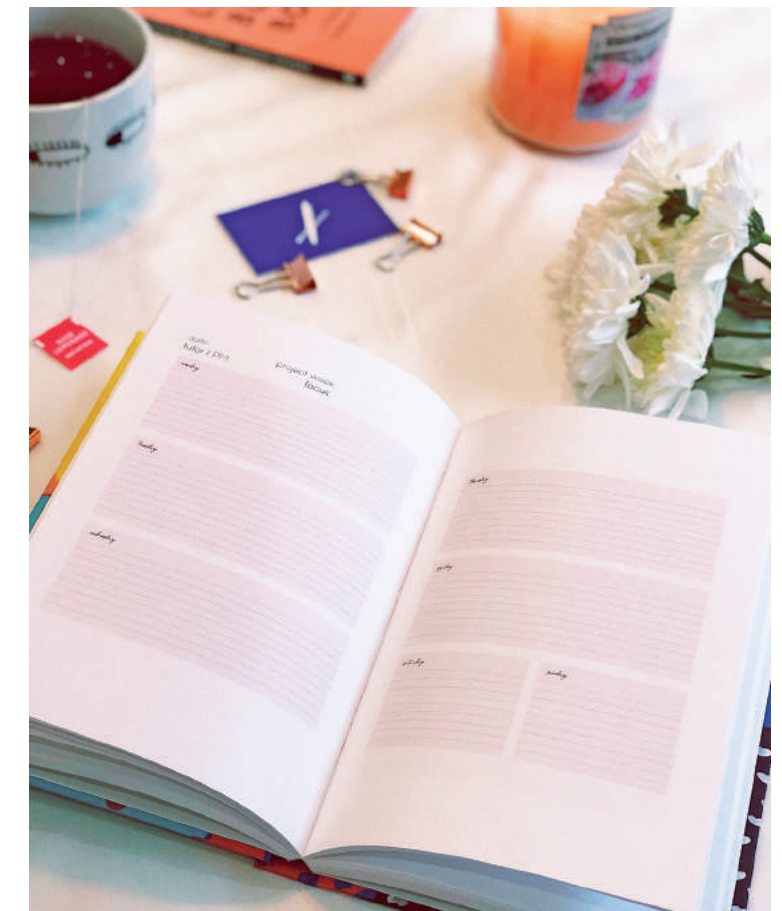
Solution:

With over 60 contents pages to choose from I created a website where the user can fully customize their planner. First they select their cover or upload their own, they then select their pages they'd like to include in their planner, followed by the colour and constructing the order of the pages by dragging and dropping each spread into place. The whole site is designed to be as simple as possible and the bold colour ranges throughout represents the bold variety throughout the industry.



Planner:

As the planner is completely customizable in terms of which contents you personally select, this is just an example of one outcome from the process.



I created over 60 pages for a wide variety of choice for customers as there is such a big range of roles in the creative industry, so now there is something that will appeal to a large audience.

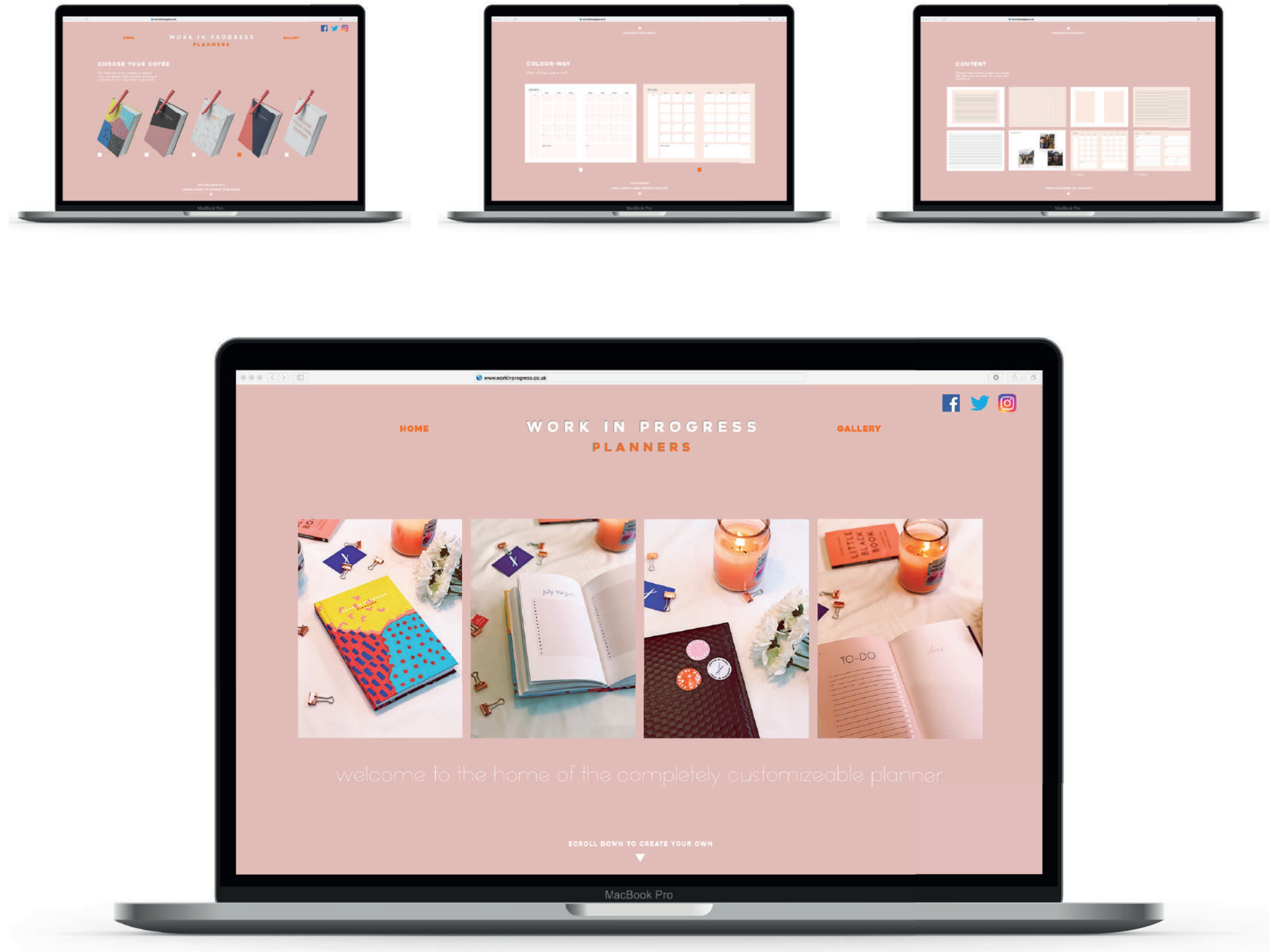
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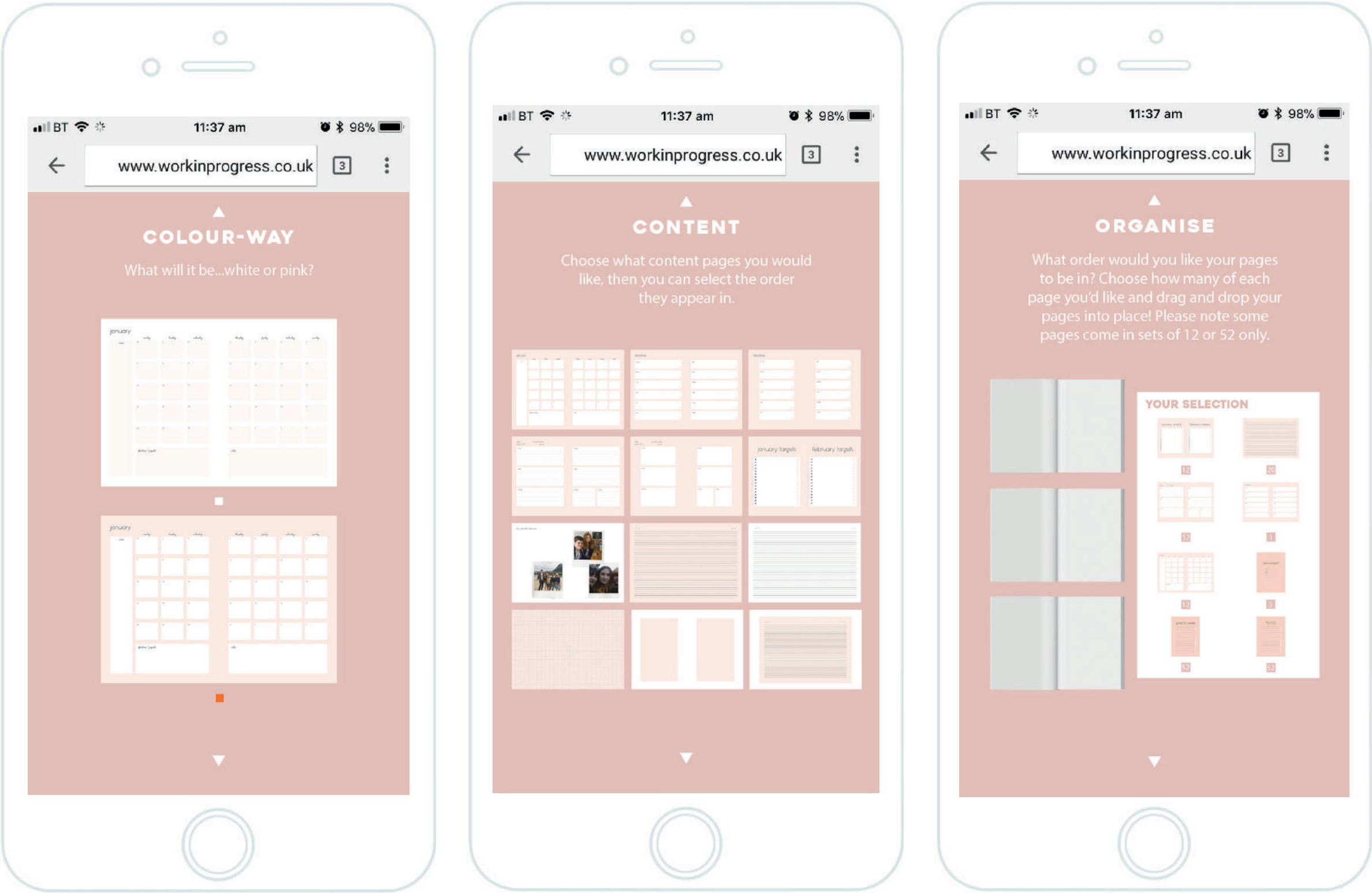


Website:

The website is designed to be as user-friendly as possible. The user is guided through each step of creating their planner individually to keep it as simple to use as possible.

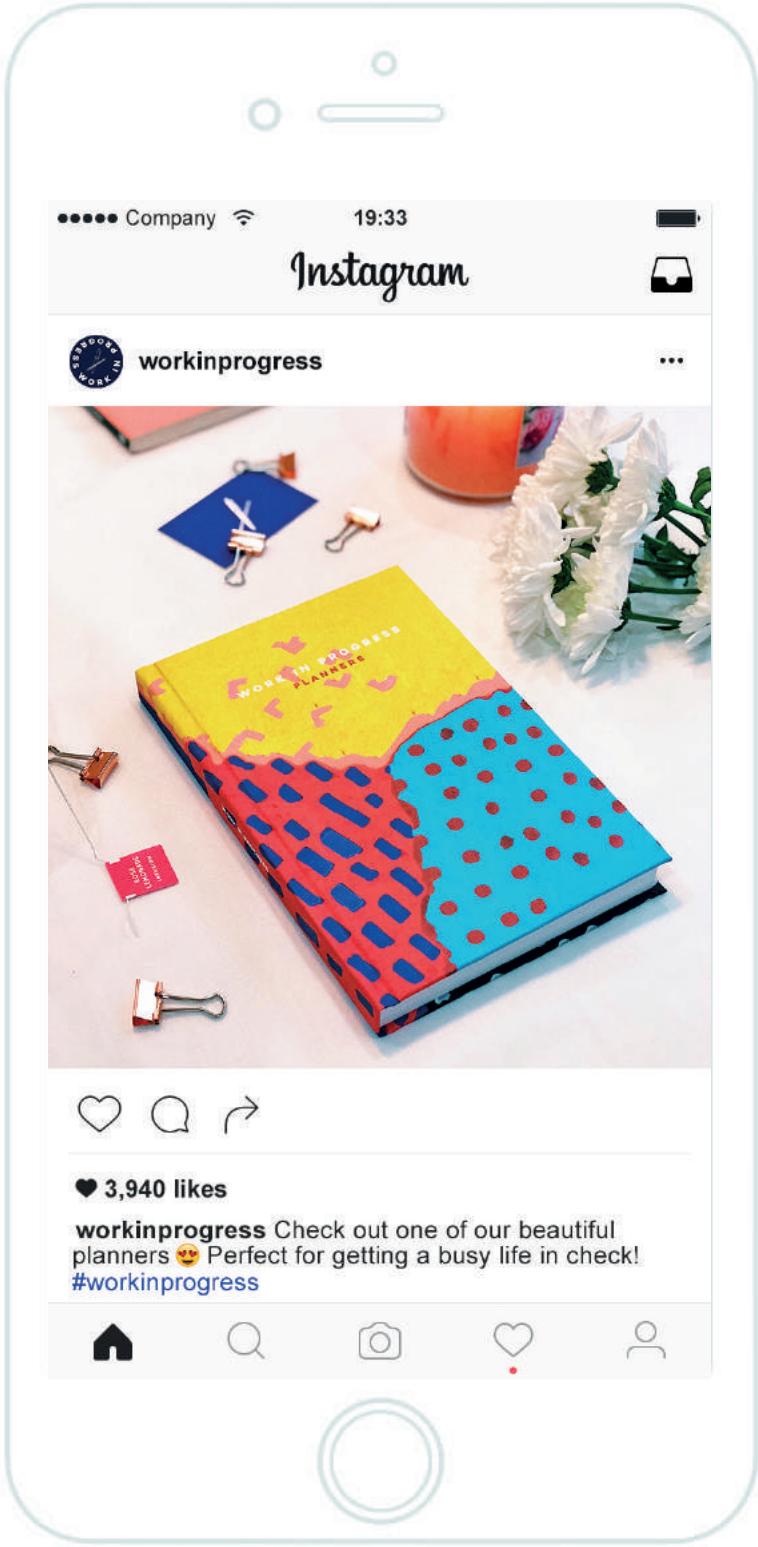
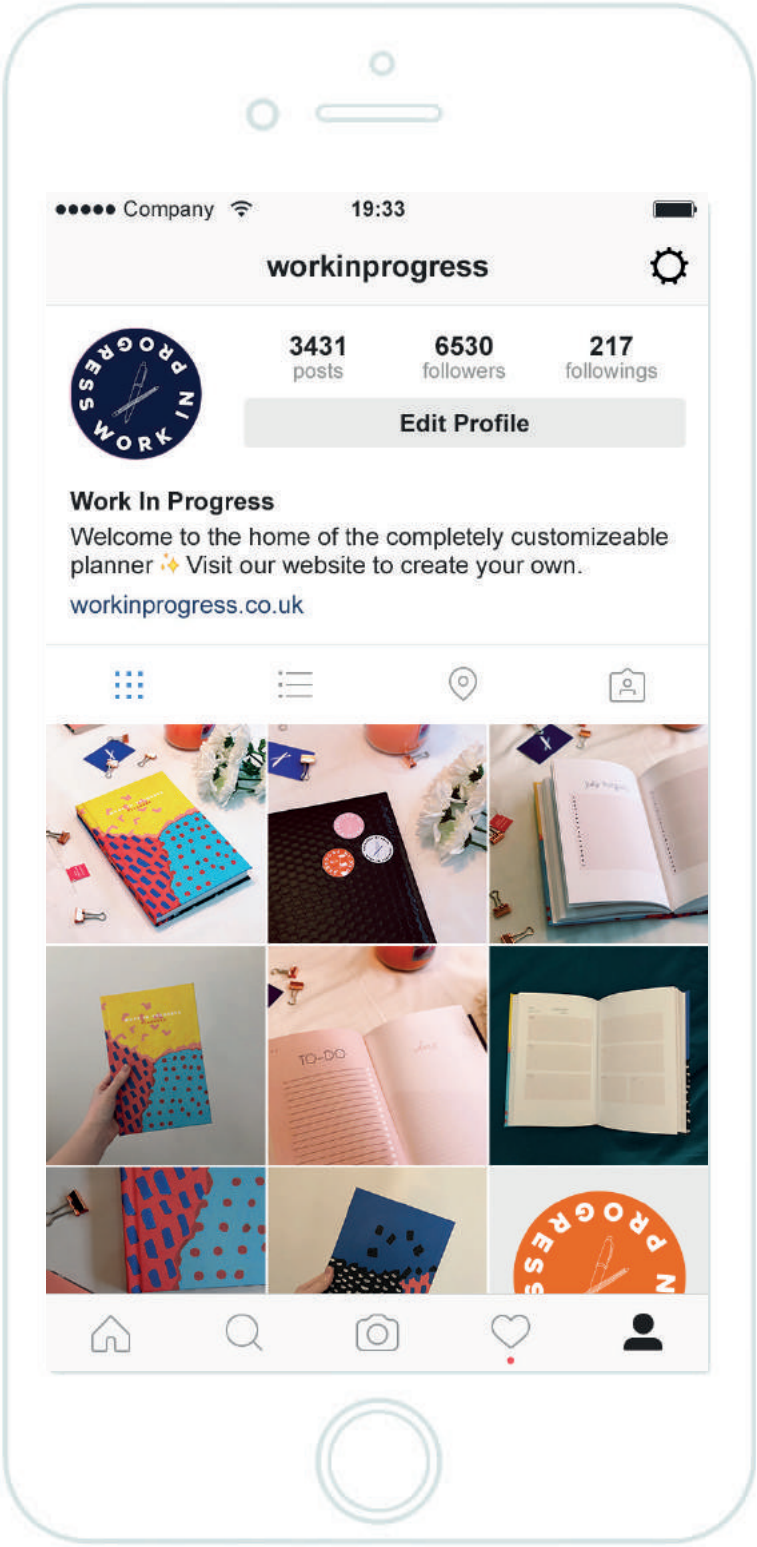


Mobile Site:
Mobile version of the desktop site.



Social Media:

The social media pages show the tone of voice for the company and also it's a way to market the brand as the target audience uses social media very frequently.



Campaign Posters:

The posters can target other areas of the audience's life such as magazines since they are very trend led.



Packaging:
Fun yet stylish packaging to reflect
the brand's ethos.





Brief:

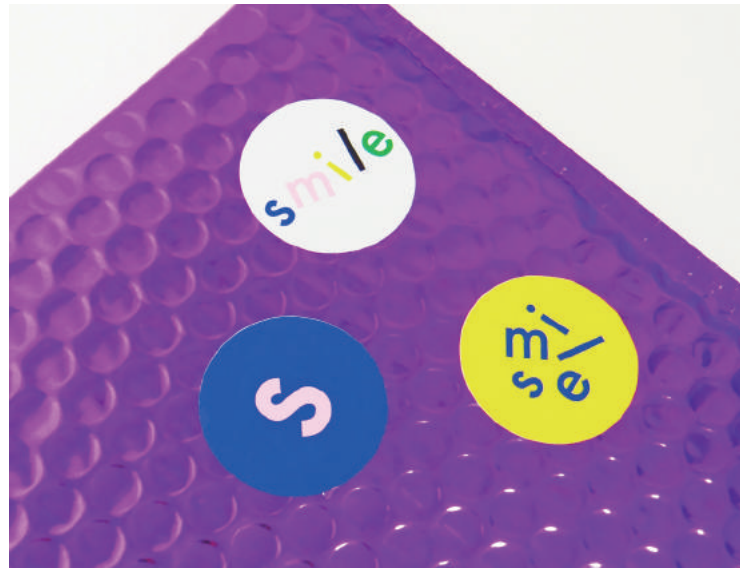
Explore the world of comedy and humour and present your research in an appropriate format.

Concept:

I feel that the deeper meaning to humour and comedy is spreading happiness and joy. Therefore I wanted to create something that would promote this, as it's easy to feel down with the world's current state of affairs.

Solution:

My idea was to make a monthly subscription package that would provide you with happy and encouraging items to provide a bit of light-relief and promote joyous thoughts. The brand also donates £2 from every package sold to a mental health charity to further spread this message.

Packaging

Packaging:

Every element of the brand and products there to encourage happiness. Therefore all aspects are very bold and colourful.



Contents:

The package provides 3 prints of different sizes, a greetings card, postcard and stickers. However each month the contents will change.



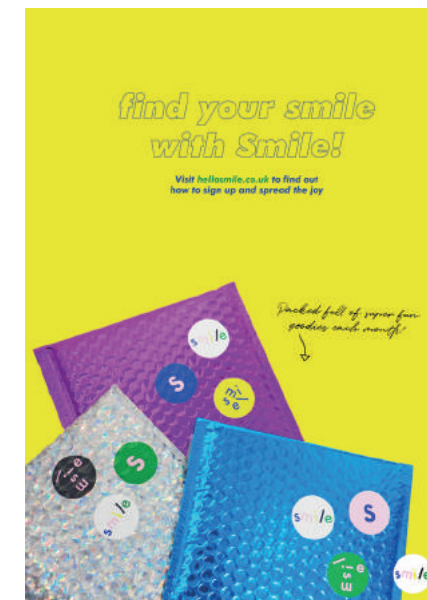
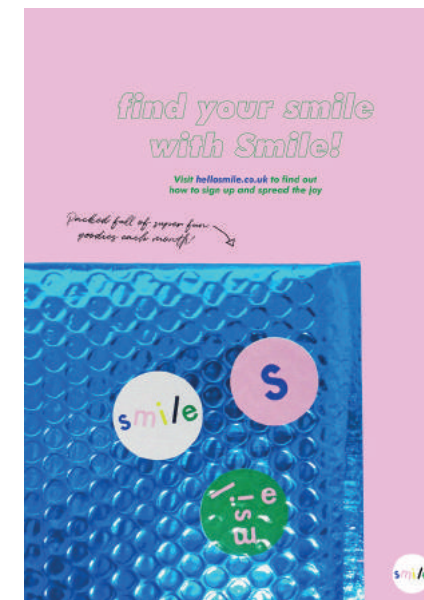
Contents:

Each design is very light-hearted,
promotes positivity and is there to
make you smile.



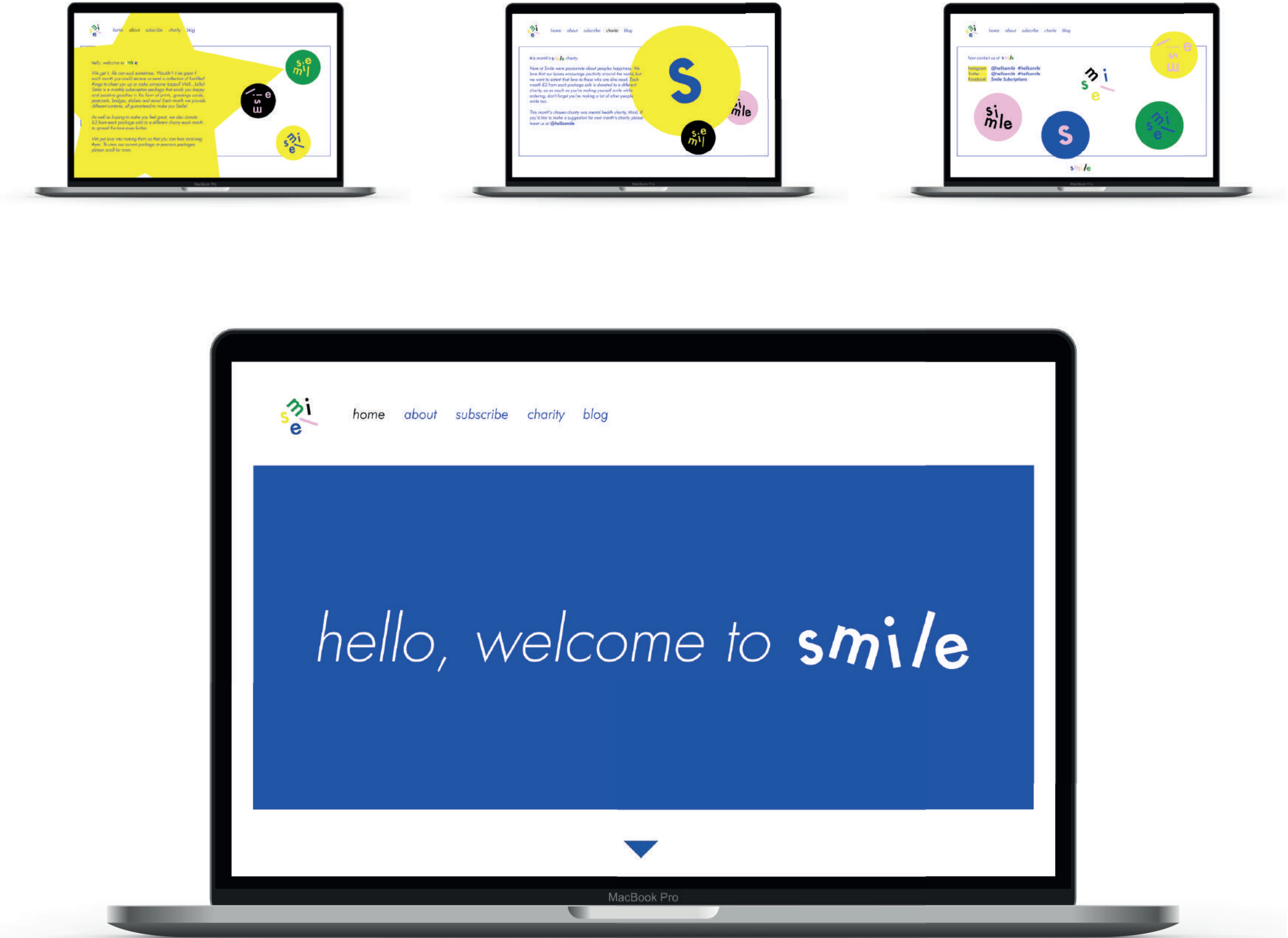
Campaign Posters:

The posters can target other areas of the audience's life to promote the brand.



Website:

Explore the world of comedy and humour and present your research in an appropriate format.



Mobile Site:
Mobile version of desktop site.



Social Media:

As the target audience is 18-30 years old, social media pages are vital as this audience constantly uses it.

