

# DEGREE SHOW<sup>2014</sup>

**THIS IS NOT THE END...**  
**THIS IS JUST THE BEGINNING**

[dmu.ac.uk/future2014](http://dmu.ac.uk/future2014)  
[#future2014](https://twitter.com/future2014)

# WELCOME TO THE FINAL YEAR DEGREE SHOW 2014

**Our finalists have each invested hours of creativity and hard work to produce the work you see on display here today.**

They have studied a wide range of courses and developed specialist skill sets in their chosen subjects. We have equipped them with the knowledge and personal attributes to enable them to succeed in the world of work, through ensuring that the content of each course is closely linked to industry standards and requirements. By giving our students every chance possible to interact with clients in a realistic environment and encouraging a professional, vibrant atmosphere in our studios and workshops we have helped them to develop into exciting professionals ready to pursue whichever challenge they chose next!

We hope you will join us in celebrating their accomplishments and congratulating each and every one of them on their forthcoming graduation.

Each of our Game Art Design finalists has worked towards their Skillset Accredited BA (Hons), by producing a personal portfolio of work to a professional standard. Their studies have focused around three key themes, Critical Studies, Game Production and Visual Studies. They have each undertaken at least three industry set briefs and worked with current industry leaders to produce their work. Some of our students have had the opportunity to take part in our exchange programme with the University of Advancing Technology in Phoenix, Arizona.

## GAME ART DESIGN BA (Hons)

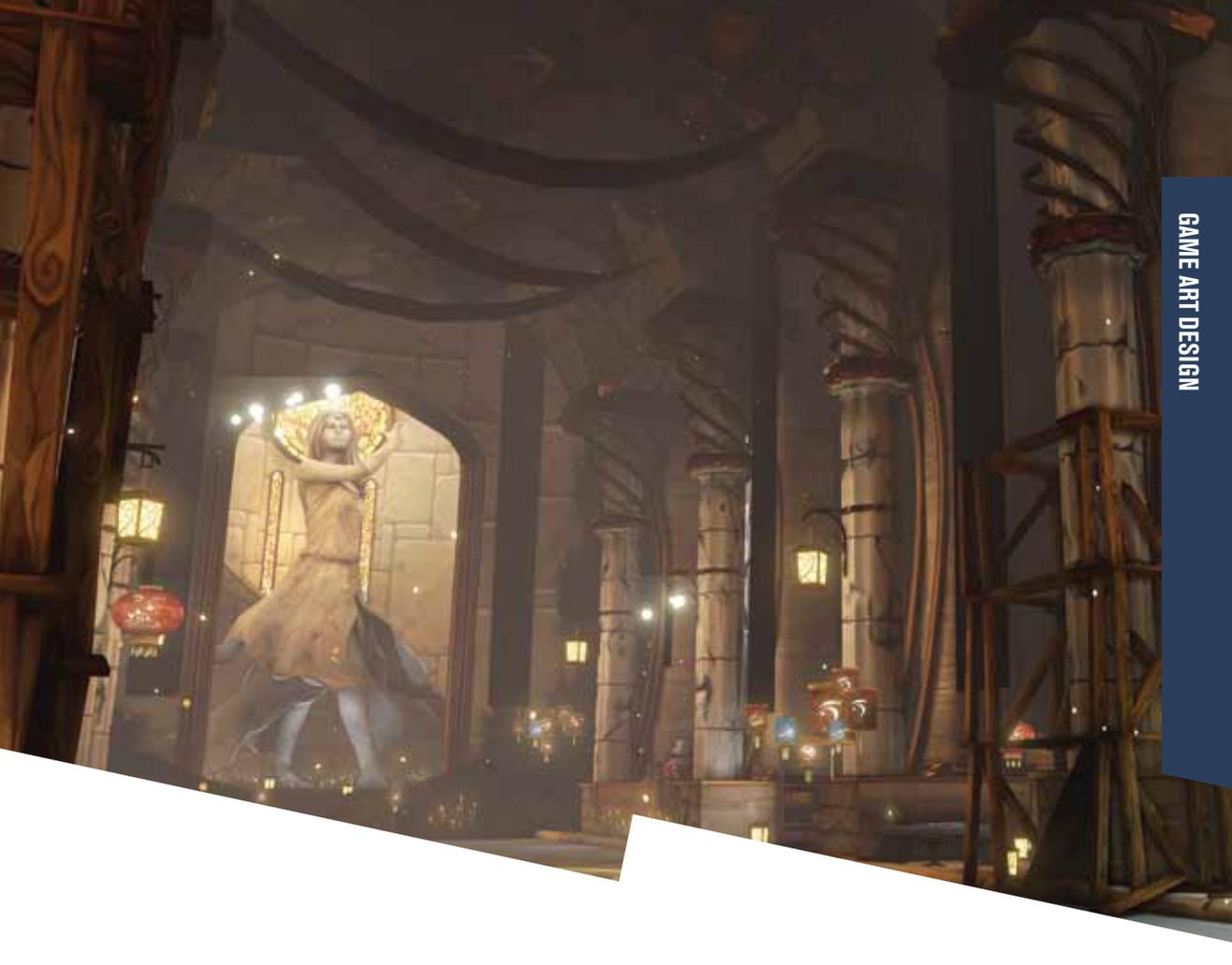
### OFF THE MAP COMPETITION

Six Game Art Design students attracted global attention after winning a prize at Europe's biggest video game festival. More than 100 national and international media outlets, including the BBC and CNN covered the story when six De Montfort University (DMU) students won a top competition at the GameCity festival.

**Luc Fontenoy, Joe Dempsey, Dom Bell, Chelsea Lindsay, Dan Hargreaves and Daniel Peacock** created Pudding Lane Productions and used 3D technology to recreate, in minute detail, the area of London which was lost in the great fire of London in 1666.

SOME OF THESE VISTAS WOULD NOT LOOK  
AT ALL OUT OF PLACE AS SPECIAL EFFECTS  
IN A HOLLYWOOD STUDIO PRODUCTION

Tom Harper, who is curator of cartographic materials at the British Library



OF ALL THE 100s OF GAME RELATED COURSES THROUGHOUT THE UK, DMU IS ONE OF ONLY A SMALL HANDFUL WHICH IS SKILLSET ACCREDITED

## DAN HARGREAVES

GAME ART DESIGN  
BA (Hons)

Dan\_7115@hotmail.com  
www.danhargreaves.com

Dan was interested in studying at DMU because he valued the accredited status of this course and recognised that the focus on art fundamentals would increase his career options at the end of his studies. He was part of the team that won the 'Off The Map' Project, last year, by recreating 17th century London in a 3D environment and has used the course to develop both technical and soft skills such as teamwork, being self-critical, motivation and self-discipline.

He now looks forward to exploring getting into an 'AAA' studio, as a junior 3D/environment artist.



## ANNA HOLLINRAKE

GAME ART DESIGN  
BA (Hons)

hollinrake.art@gmail.com

Anna chose DMU based on its reputation and strong focus on traditional art principles. She has really thrown herself into learning as much as she could whilst with us, particularly developing in regard to 3D designing. Anna has really enjoyed having the autonomy to control her own projects and becoming part of the supportive network of students on her course. She would recommend this course to anyone passionate about the field.

YOU CAN GET SO MUCH OUT OF IT IF YOU WORK HARD AND ENGAGE



# GRAPHIC DESIGN BA (Hons)

# GRAPHIC DESIGN & ILLUSTRATION BA (Hons)

up  
&  
on

For Graphic Design / Graphic Design & Illustration the Degree Show 'Up and On' has been put together by our students, our thanks go to:

**Jenny Hibberd, Gemma Ridgley, Kimberley Harris, Emma Smith, Vida Iglicar, Joy Paton, Jessica Mak, Clare Haynes, and James Took.**

## F10 DESIGN SOCIETY

The F10 Design Society acts as a creative hub for Graphic Design BA (Hons) and Graphic Design & Illustration BA (Hons) students to get together and share knowledge, ideas and skills with students from all years of the courses.

They also manage the student run design agency, Studio F10, which takes on external briefs and projects. This helps equip our graduates with real experience of dealing with clients, managing a project from end to end and producing work for their portfolios.

## GURUS AND GRASSHOPPERS

Gurus and Grasshoppers gives our second and third year students the opportunity to mentor first years and help them to work through a project brief over 11 weeks.

The guru's mentor the grasshoppers during this process. This popular program was set-up by Ian Newsham (Graphic Design and Illustration tutor) who pioneered a project that encourages students to take ownership of their course and their future as specialists. This scheme is currently available to Graphic Design BA (Hons), Graphic Design & Illustration BA (Hons), Game Art Design BA (Hons) and Animation Design BA (Hons) courses and many of our students take advantage of the chance to develop their communication skills, explore their subject and build relationships.

## GRAPHIC DESIGN BA (Hons)

Throughout the Graphic Design course our students have worked on a series of projects to explore and develop their skills in creative graphic communication and problem solving. They have experienced continuous assessment and learnt personal critical skills with the support of tutors, peers and industry experts. Each student has chosen special topics in addition to studying context and communication, integrated graphic studies, and applied professional practice studies among other modules. They have become accustomed to working on live project briefs set by clients and fulfilling them using our professional facilities.

## THE STUDENT STARPACK COMPETITION

This international package designing competition was established in 1964, and challenges students from a wide range of courses such as graphics, structural/product design, and materials/technology courses, to submit solutions to problems set by brand leading FMCG companies, design agencies, and manufacturers.

The expectation is that students really challenge conventional thinking and break the rules with off-the-wall creativity and clever use of materials. The winners enjoy global recognition and often offers of employment opportunities.

## GRAPHIC DESIGN & ILLUSTRATION BA (Hons)

This course covers a wide range of image making skills and the finalists have all studied various methods as well as learning how to apply these in a professional setting. By making use of computer suites, multi-purpose studios and large workshops on campus the students have developed their knowledge in a practical setting whilst focusing on modules such as context and communication, image making and illustration, and media communication technology for illustration. In the final year they have also worked on briefs for real clients and undertaken several projects some of which were entered into competitions both nationally and internationally.

# CHARLIE EVANS

GRAPHIC DESIGN  
BA (Hons)

CharlieEvansDesign@gmail.com

**Project: UnbeWeaveable – The Cardboard Bag**

The product is made from 100% sustainable and eco-friendly materials, and is a full size working backpack. Through weaving, plaiting and traditional stitching, Charlie has created a functional and interesting item.

Charlie wanted to create a high impact and unique piece, she said, "I decided early on in the project to throw myself in at the deep end and create something that would be impossible to imagine, and eventually this confidence paid off."

Charlie plans to set up 'The UnbeWeavable co!' in response to interest which has already been shown by Leicestershire retailers. She aims to set up an online store in order to fully explore the product's unique nature and establish a range of items.



THIS HAS BEEN THE MOST ENJOYABLE PROJECT I HAVE EVER COMPLETED. THE INNOVATIVE DESIGN AND CREATIVE USE OF THE MATERIAL GAVE ME SOME PROBLEMS DURING THE PROCESS. I MADE MULTIPLE PROTOTYPES TO GAIN AS MUCH KNOWLEDGE OF THE MATERIAL AS POSSIBLE TO GIVE A BETTER FINAL OUTCOME



# KIMBERLEY HARRIS

GRAPHIC DESIGN  
BA (Hons)

info@kimberleyharrisdesign.com  
www.kimberleyharrisdesign.com

The course content and the facilities available here at DMU are what made Kimberley choose to study with us.

Kimberley's confidence grew after discussing her work with tutors and others, and she has worked on a few live Graphic Design briefs and entered competitions such as D&AD. The De Montfort Students Union awarded Kimberley two silver awards for her volunteer work outside of University and she was also nominated for a Volunteering England Gold Award in the category of Outstanding Achievement.

After graduation Kimberley wants to secure a Graphic Design role to further her skills with a long term view to becoming a Freelance Graphic Designer.

I ENJOYED ATTENDING FEEDBACK SESSIONS AND DISCUSSING MINE AND OTHER PEOPLES' WORK. I APPRECIATE THE INSTANT FEEDBACK AND LIKE TO SEE WHAT EVERYONE ELSE HAS DONE



# ROBERTO LOPEZ

GRAPHIC DESIGN  
BA (Hons)

robertolopezdesign@gmail.com

Roberto was intrigued by the good reputation DMU has for creative subjects, the friendly staff and excellent facilities helped him to decide that this was the right university for him.

Roberto found that the facilities at DMU played a key part in his success; 'having our own design studio full of high spec iMacs and plenty of space is very helpful'.

Roberto has shadowed designers in 'Eat With Your Eyes' and has also entered the D&AD New Blood awards this year with a project he completed as part of his course.

In the future Roberto is looking to work for a design firm specialising in packaging or branding.

**WINNER**  
of the  
**Student Starpack**  
Competition



I WOULD LOVE TO END UP IN THE PACKAGING INDUSTRY, IT'S DEFINITELY A PASSION OF MINE AND I'M QUITE INTO MY BRANDING AS WELL, SO A JOB WITHIN THESE DISCIPLINES IS WHAT I'M AIMING FOR IN THE FUTURE



# SEAN GILES

GRAPHIC DESIGN  
BA (Hons)

**Project: Headphone Packaging**

Sean produced a sustainable alternative to the plastic blister packs that headphones are normally packaged in, which recently won gold and overall first place in the recent Student Starpack Competition. The packaging uses only corrugated cardboard in multiple layers, and the headphones sit inside keeping them extremely secure.

Sean was surprised at winning the award, "Winning was an amazing feeling, the main thing I'm happy about is that people have actually appreciated a project I've produced. So I feel rather proud."



THE COURSE OFFERED INSIGHTS INTO VARIOUS TECHNIQUES AND SKILLS, WHICH I WOULD NEVER HAVE THOUGHT TO EXPERIMENT WITH BEFORE



# PHILIPP BRUCKER

GRAPHIC DESIGN  
BA (Hons)

philipp.brucker@hfg-gmuend.de



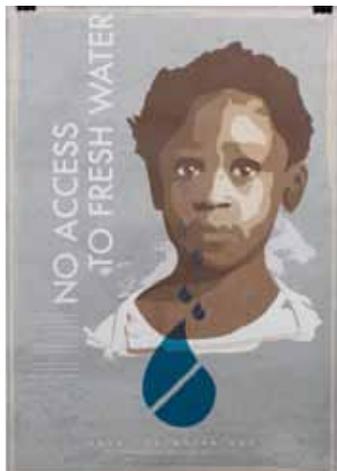
IT HAS BEEN SUCH A GREAT EXPERIENCE WHICH I WILL REALLY MISS ONCE I FINISH MY COURSE

Philipp, originally from Germany, decided to study at DMU as he was attracted to the course structure and felt it gave him the opportunity to choose the topics he was really interested in studying.

Philipp found the support network on the course really beneficial, he said "I used to have weekly meetings with other students about projects we were working on and I also met with course tutors on a regular basis to get feedback on my progress."

Philipp particularly likes how versatile Graphic Design is when considering career options, and said he would certainly advise peers to consider studying this course. "I have learnt a lot at my time at DMU and Leicester, my course has allowed me to experience and develop different design techniques as well as learning about and being involved in the vibrant community Leicester has."

Once Philipp graduates he plans to come back to the UK to work in a large agency in London to gain further work experience.



# TENILLE VESEY

GRAPHIC DESIGN & ILLUSTRATION  
BA (Hons)

**Project: Beetle back**

Tenille has created a festival survival kit container which is fully functional and has a quirky appearance. It comprises a hard plastic shell, to withstand the festival environment and can be collapsed and stored flat and then re-used.

The judges and sponsors described the product as "An exceptionally well made model with a useful application."

I LOVED THIS PROJECT FROM THE VERY START. I AM A MASSIVE FESTIVAL FAN AND KNEW EXACTLY THE SORT OF THING I WOULD WANT TO MAKE; SOMETHING THAT WOULD BE USEFUL IN THE FIELD. IT WAS NICE TO HAVE THE OPPORTUNITY TO TAKE THESE IDEAS AND TURN THEM INTO REALITY AND HAVE THE GUIDANCE OF PROFESSIONALS WHILST CONSTRUCTING IT





**WINNER**  
of the  
**Jo Moore Award &  
PC Priestly Award**

## VIDA IGLICAR

**GRAPHIC DESIGN & ILLUSTRATION  
BA (Hons)**

[vida.iglicar@gmail.com](mailto:vida.iglicar@gmail.com)  
[www.vidaiglicar.com](http://www.vidaiglicar.com)

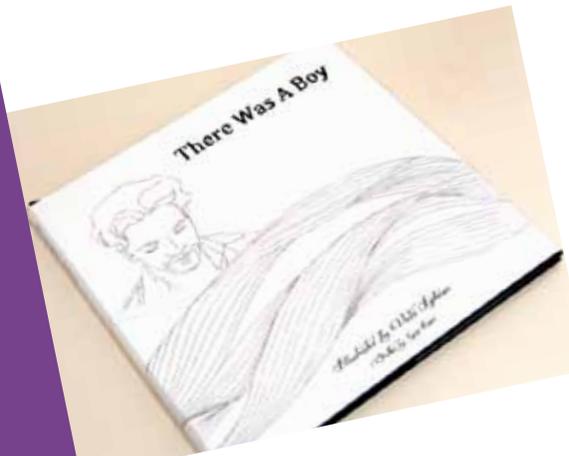
Vida moved away from home in Slovenia to study Graphic Design and Illustration at DMU.

Throughout her course Vida was encouraged by 'highly welcoming, encouraging and supportive' staff to explore various areas of Graphic Design and has enjoyed every single project.

Vida was excited and grateful to have won the Jo Moore Award for outstanding performance in Art and Design at the end of her Foundation Course and PC Priestley Award at the end of her second year for outstanding progress, originality and quality of work.

With an interest in branding, identity design, publishing and typography Vida is always looking for new experiences and opportunities to pursue her passion.

DE MONTFORT UNIVERSITY  
GAVE ME AN EXCELLENT  
BACKGROUND; I CAN SAY I AM  
FINISHING THE COURSE WITH  
GREAT ENTHUSIASM



## JOY PATON

**GRAPHIC DESIGN & ILLUSTRATION  
BA (Hons)**

[joy\\_paton@hotmail.com](mailto:joy_paton@hotmail.com)  
[www.joypaton.com](http://www.joypaton.com)

Joy joined DMU after seeing the work of other students on display at an open day and has made the most of her time with us, learning skills from her fellow students as well as the tutors and lecturers.

Through her studies, Joy experienced working under tight deadlines, with live briefs and meetings with clients, and having got a taste for this has taken on various freelance projects designing clothing, logo's, and promotional materials alongside her studies. She would love to carry on working freelance, developing her own children's picture books and getting involved with various projects.

Joy has taken part in several competitions, such as YCN and the Folio Society Book Illustration competition and has enjoyed being able to work independently and focus her studies on areas of interest. Throughout the four years she has been here Joy has also played for DMU's Women's Football Team.

I WOULD RECOMMEND THIS COURSE TO ANY  
STUDENT THAT'S INTERESTED IN DEVELOPING  
THEIR DESIGN AND ILLUSTRATION AND REALLY  
WANTS TO PUSH THEIR SKILLS FURTHER



Animation Design is very closely linked with industry professionals including Double Negative (a leading VFX company), CITV, RJDM Studios, etc. Learning from mentors and understanding professional practice through placements and studio visits is strongly encouraged. Our students are able to explore 3D as well as 2D animation, drawing, concept art, compositing and integration for VFX, utilising industry-standard processes and software. They regularly present and pitch their work to tutors and visiting industry experts. In the final year our students can undertake an optional placement and complete a professional brief along with their major project.

The skills of our students are in demand with film production houses, animation studios, TV and games companies.

We are one of a handful of universities in the UK certified as NUKE trainers. NUKE is used in the VFX industry with many of the major London post-production houses.

# ANIMATION DESIGN BA (Hons)

## PROJECT: HAIR DESPAIR

Winners: **Giedre Kaveckaite** and **Freddie Elsom**  
Animation Design BA (Hons)

'Hair Despair' is a professional project brief set by our industry partner, RJDM Studios (a Northampton-based animation company).

The project brief title was '**The Chair**'. This was a group project requiring students to think of a short animation that involves a chair and two characters interacting. Students were able to utilise whatever animation techniques they chose in the project.

In this case, the project is a 2D and 3D hybrid. Backgrounds are rendered and the different elements have been composited.

The two characters in the animation, Franky Goodman and Bobby Brooks, interact in an amusing scene where the barber tries to give his customer the hair cut he desires when the customer has only one hair to work with.



## FREDDIE ELSOM

### ANIMATION DESIGN BA (Hons)

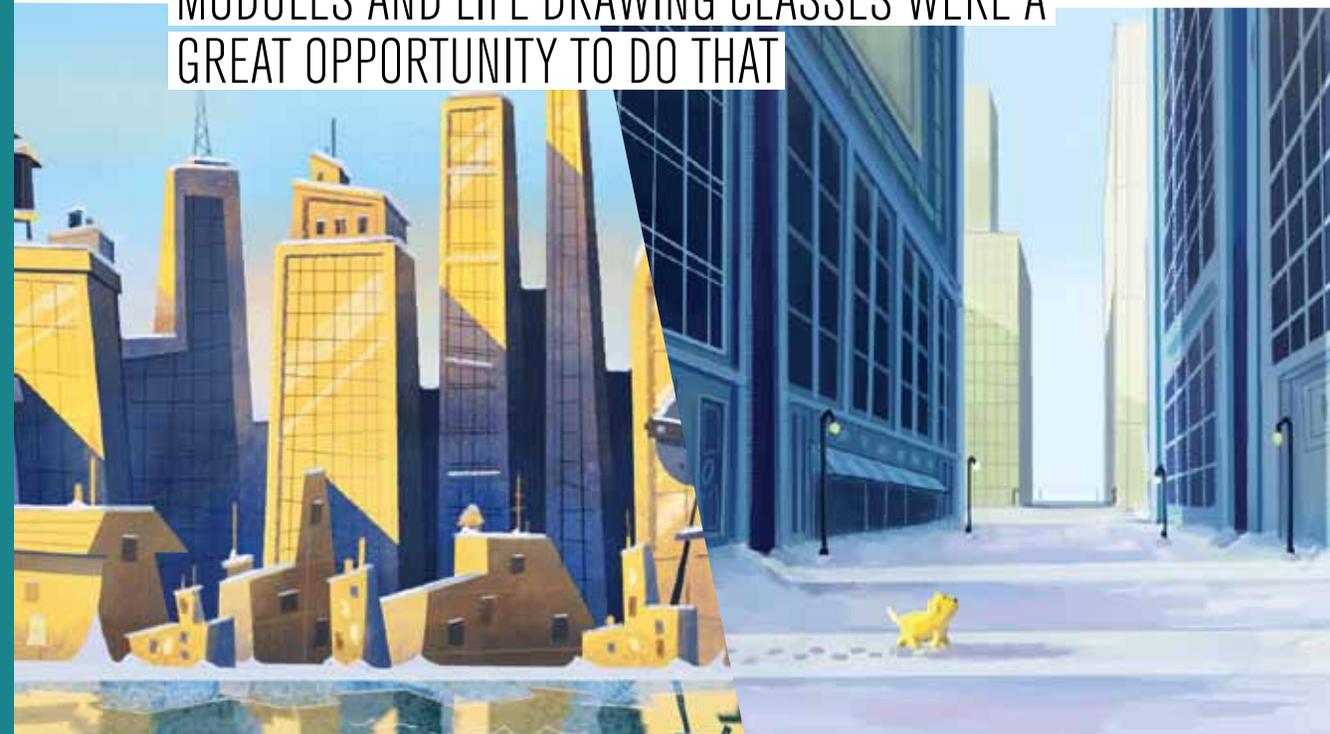
Freddie first heard about DMU through his college art teachers, after visiting an open day and finding out about the connections the course has with industry and the emphasis on employability here, he decided it would be a good place to study.

He enjoyed the chance to spend three years focusing on all aspects of animation and honing his skills in certain areas such as concept art and 2D animation.

Freddie especially liked the freedom to shape his studies in third year as it allowed him to fully focus on what he loves doing – 2D animation. From the briefs and projects He has worked on he has built up a solid portfolio and show reel of work that he is proud to show people and is looking forward to showing it to industry professionals as he begins applying to studios after graduation.



FOR ME, I WANTED TO BUILD ON MY DESIGN AND DRAWING ABILITY SO THE TRADITIONAL ANIMATION MODULES AND LIFE DRAWING CLASSES WERE A GREAT OPPORTUNITY TO DO THAT



Our Media Production finalists are well prepared for the world of work after having taken a course which focuses heavily on a technical approach to Media Production and ensures that they are up to date with the latest tools and techniques. The course consists of a variety of modules taught both here on campus and in the BBC Academy in Wood Norton, giving the students first-hand experience of studio practice, timing and synchronisation, and editing among other things. For their final year these students have produced a practise based project making use of what they have learned in our Creative Technology Studios.

# MEDIA PRODUCTION BSc (Hons)

SELF-BRANDING AND MARKETING WAS ALSO COVERED WITHIN THE CREATIVE ENTREPRENEURSHIP MODULE, AND HAS PREPARED ME FOR MY PURSUIT OF A CAREER ONCE I LEAVE



THE COURSE CERTAINLY TAUGHT ME A TONNE ABOUT MAKING VIDEOS, PRODUCING AUDIO AND WORKING IN A PRESSURED ENVIRONMENT (ESPECIALLY FROM OUR TIME AT THE BBC ACADEMY)

## PETER HUTCHINSON

**MEDIA PRODUCTION  
BSc (Hons)**

[p\\_hutch@hotmail.co.uk](mailto:p_hutch@hotmail.co.uk)

Peter was impressed by the format of the Media Production course which offered him the chance to do work experience with the BBC and the award winning Demon Media.

As the Station Manager for Demon TV, Peter has experience of managing a team of around 50 people and calls this achievement 'the most valuable part of my time at DMU!' Peter was Head of Production for Demon TV and also won Demon TV's Best Off-Screen Male at the Demon Media Awards in his first year of university. He is currently nominated for Demon TV's Best Off-Screen Male, Best On-Screen Male and Best Show which he says is 'all rather exciting.'

Peter would like to travel across the country to gain work experience whilst also working on personal projects and doing freelance work. The following year he aims to work full-time in the Media Industry.



## HERU PRASETYO

**MEDIA PRODUCTION  
BSc (Hons)**

[hezprasetyo@gmail.com](mailto:hezprasetyo@gmail.com)

Heru has particularly enjoyed his studies with us due to the combination of balance of theory, technical practice and technical study. He liked that he could steer his learning process into film making, while still having the freedom to explore and implement other facets of Media Production. During his studies he undertook a paid internship working within DMU as a Multimedia Specialist, giving him the chance to practically apply what he had learnt.

After graduation Heru plans to travel and then find work within an established production company.