

**MAKING DESIGN FRESH & EXCITING FOREVER**

**HELLO, I'M JOE BAGGLEY AND I WORK UNDER THE NAME OF:**



## CHILDHOOD COLLECTIONS

For: Children and Collectors

Brief: Create a visual system from a collection of fifty items of your choice.

Size: 184mm x 120mm

Format: 2 Perfect bound books

University Project

These books contain beautiful photographs of childhood toy collections. Each book is dedicated to one type of toy. For example a collection of Hot wheel cars.





**Cappuccini**  
recordings

## CAPPUCCINI RECORDINGS

For: Cappuccini Recordings

Brief: To design and create a classic and simple looking logo and identity.

Format: Vector

Freelance Project

A very simple and recognizable logo design.



## LITERACY IN GRAPHIC DESIGN

For: Lucienne Roberts Magazine

Brief: Design and create a four page spread for the article, 'Literacy in Graphic Design' by Lucienne Roberts.

Size: 240mm x 240mm  
Format: Booklet

University Project

The booklet contains a front and back cover with the article set on a double spread.

# TWO THIRDS

## TWOTHIRDS : LOGO DESIGN

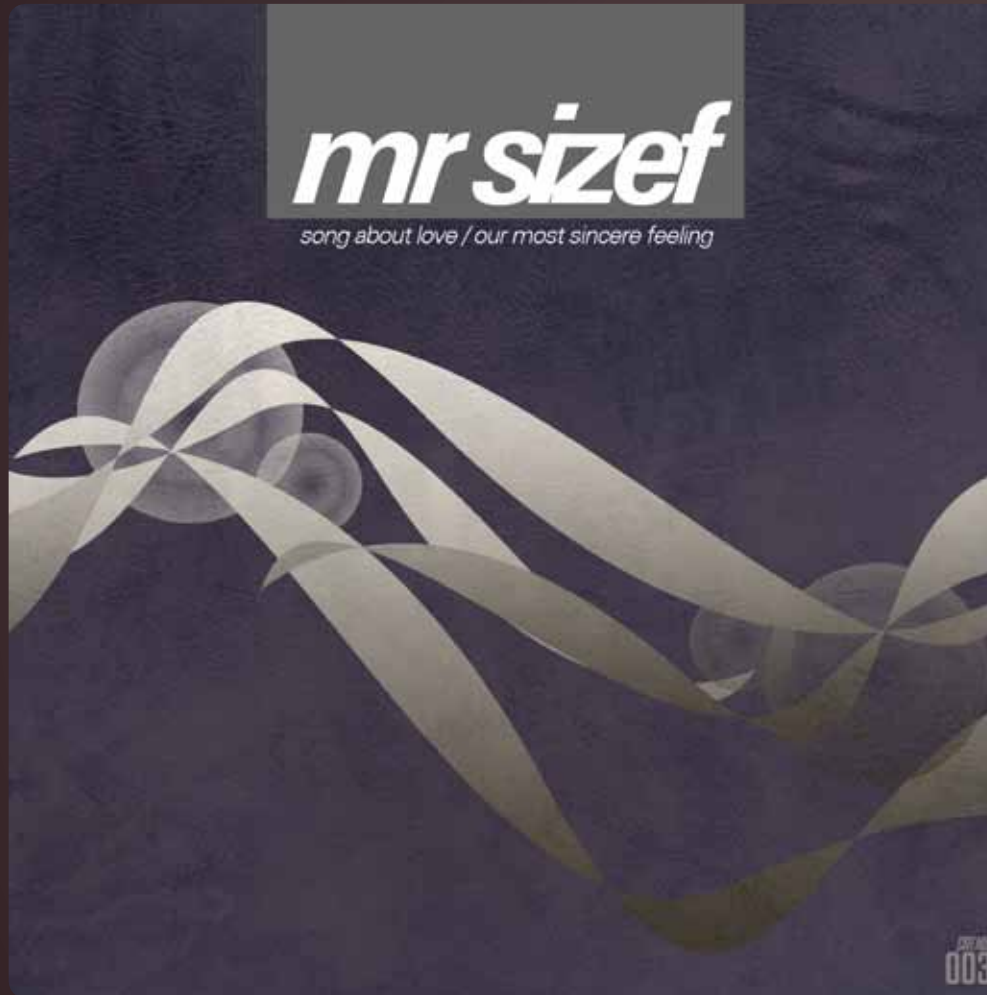
For: TwoThirds

Brief: Create a new, simple design identity for music producer, TwoThirds.

Format: Vector

Freelance Project

The logo can be seen on the TwoThirds  
Youtube channel: [youtube.com/draner123](https://www.youtube.com/draner123)



## MR SIZEF: EP ALBUM COVER

For: Jazzfunk Records

Brief: Design and create the album cover for 'Mr. Sizef - Song about love'.

Size: 120mm x 120mm

Freelance Project

A simple and neutral design reflecting the music contained within the album.



## SUBSPHERE RECORDS: LOGO

For: Subsphere Records

Brief: Design and create a brand identity for the launch of a new record label.

Format: Vector

Freelance Project

A fresh and bold looking design to represent the new music record label. The design can be seen on the 'Feint - Clockwork Hearts EP' at [subspHERErecords.com](http://subspHERErecords.com).



## ZINGA: THE NEW YORK DRINK

For: New York bars and clubs

Brief: Create a new brand for a gap in the market.

Size: A2 Poster

Format: Poster and four 70cl bottles

University Project

A new alcoholic drink aimed at the nightlife in New York. Vodka based with blended mixed fruit. Promotional flyers and a sharing beer mat were designed and produced to show the drink in action.



## FEINT: DESIGN & MOTION

For: Subsphere Records

Brief: Design and create the album artwork for 'Clockwork Hearts EP by Feint'

Brief II: Design and render a motion graphic promoting the launch of the CD.

Format: Jewel CD case

Format II: HD Motion Graphic

Freelance Project

The artwork has been kept simple and clean. It includes front and back covers along with a two page pull out booklet.

The motion graphic can be viewed here:  
[www.youtube.com/watch?v=X7G1Bra0pyw](http://www.youtube.com/watch?v=X7G1Bra0pyw)



# JOE BAGGLEY

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YOU CAN FIND OUT MORE ABOUT ME HERE

**MATCHING  
OPPOSITES**

## WORK EXPERIENCE

- 2011 Magicboxmedia - Bournemouth, BH1 2LN  
Working with clients and live briefs including flyer design, web banners, and menu layouts. A two month placement working within Adobe Photoshop, Illustrator and Indesign CS5.
- 2011 Core Creative - Yeovil, BA20 1EN  
A two week work placement experiencing live briefs and working with a team of graphic designers in the studio
- 2007 Tecomart - East Knighton, DT2 8LL  
A two week placement working in a design studio learning the Adobe Suite. Producing a book and learning different methods for print.

## FREELANCE WORK

- 2011 Cappuccini Recordings - Logo design  
Subsphere Records - Logo design, numerous motion graphics for promotional purposes, album artwork (digital and physical) and web banners.  
Dream - Digital album artwork and logo design  
Jazzfunk Records - Digital album artwork  
TwoThirds - Logo design and digital album artwork  
Other clients include, logo design for music producers Feint, Moleman and Bustrexx.  
Software Skills: Adobe Photoshop, Illustrator, Indesign and After Effects CS5.  
Reference: To be supplied upon request.

## EDUCATION

- 2011 The Arts University College at Bournemouth  
*BA Hons Graphic Design undergraduate*
- 2008 The Arts University College at Bournemouth  
*BTEC National Diploma in Art & Design*
- BTEC Double Distinction & Merit
- 2006 The Purbeck School, Wareham
- GCSE A\* - Graphic Design  
A - Product Design, Art, IT and English