



CJ Lawrence

Portfolio 2018

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Rolls Royce Gravity London

Pitch presentation

- Concept
- Design, layout and artwork
- Art direction

Tasked with creating the invitations for the launch of the new Rolls Royce Dawn the challenge was to design deployment devices for journalists that captured the historic and prestigious feel of the original 1940's Dawn with launch of the new re-vamped model.

Current Page

The idea for the USB stick was to incorporate the leatherette box with velvet interior and the walnut veneer sliding lid. The USB would contain the invitation, press pack, video history and RSVP.

Next Page

With this idea the journalists would receive a classic leatherette package containing a smart watch. The watch would be programmed to receive a pre-recorded video call from the CEO of Rolls Royce to invite the Journalist personally to the launch event.

The user would then respond and reply via text message from the smart watch and would unlock further content related to the event. It would also be used as a form of secure authentication to allow the journalist access.



Rolls-Royce Dawn digital launch journey

Device to launch invitation

Individuals receive a box containing a RR branded smart watch with a message that it should be worn on the launch evening. We can then send a trigger event to the watch, which launches a invite and introductory video, before inviting the user online to join the main event. The smartwatch is usable as normal device moving forward.

Pros:

- High 'talkability'
- Innovative content delivery.

Cons:

- Higher cost
- Longer lead time
- Innovative and new technology presents some risk.





Airbus Launch Gravity London

Previous page

Invitation, VR Box, Goodie Bag

- Design and layout
- Art direction

Current page

Launch EDM

- Design and layout
- Asset generation
- HTML 5 Development
- Art direction

Gravity were tasked with creating the brand for the new Airbus cabin. Called Airspace, the theme and styling for all of the design collateral was devised around the four pillars set out by Airbus:

*Comfort
Ambience
Service
Design*

These pillars carried the principles for the main development of the branding allowing us to create a clean, minimalistic and sleek typogram.

The remaining collateral was created with the focus on the exclusive launch at the Gherkin with attendees receiving an EDM with a count down timer and a teaser campaign prior to the event.

At the launch the attendees recieved a VR Goggle Box creating a personal experience for them to view the Airspace cabin.



Airbus Launch Gravity London

Next Page

Website

- Concept
- UX and UI design
- Design and layout of content
- Asset generation
- Art direction

The Airspace website was created to showcase the revolutionary interior cabin created by Airbus for its liners. The emphasis centred on a minimalistic, sleek and spacious landing page which leads the user into the cabin area.

The UI was hidden away for the user to reveal using a horizontal sliding framework for the main navigation and circular information points within the discoverable content. The website was driven by a custom built Wordpress theme to allow for the bespoke design whilst utilising the CMS for content updates and upgrades.



AIRSPACE



AIRSPACE BY AIRBUS ON A350 XWB



AIRSPACE

- relaxing space
- beautiful space
- living space
- inspiring space

FIND OUT MORE

- explore
- aircraft ▾
- expert interviews ▾

RESOURCES

- your film
- your brochure
- your virtual reality
- your media space



Aviva Investors Gravity London

Current page

HTML 5 MPU Storyboard

- Storyboard template development
- Concept
- Artwork and design
- Annotations
- Asset generation
- Art direction

The challenge was to create a gloomy forecast for UK investors but to show that there was a bright future by investing in the fund on offer.

All storyboard assets were editable from the Indesign template ensuring that once the template had been set up the only visual amends happened in Photoshop.

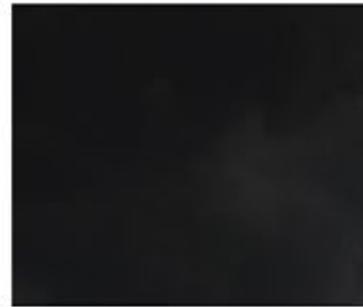
Next page

Digital Style guide

- Design and layout
- Annotation
- Asset generation

Tasked with creating the digital style guide the objective was to provide clear instruction about the do's and dont's of creating or amending the digital assets.

All assets are templated and supplied with the style guide as PSD files, colour coded and conventionally named, ready for HTML5, Animated or Static implementation.



1. The scene is set with dark foreboding clouds rolling in from the right.



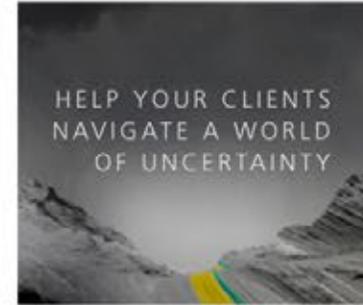
2. The clouds break slightly and from the breaks in the gloom key words begin to appear.



3. The clouds continue to roll and more light begins to break the clouds revealing more key words.



4. The last key word rolls in from the right as the gloom steadily lifts, revealing the light from below.



5. The statement rises from behind the horizon, bringing the desert and the "Aviva Pathway" into view.



6. The sun clears the clouds and the "Aviva Pathway" is revealed followed by the bands and the T's&C's.



7. The headline and copy block slide in from the left and the logo and strap line come in from the right



8. The copy block rotates through phases providing the detail about the fund.



9. This is the last phase of copy before the user accesses the video. The copy block exits right.



1. The video content comes in from the right supported by a call to action to "Find out more".



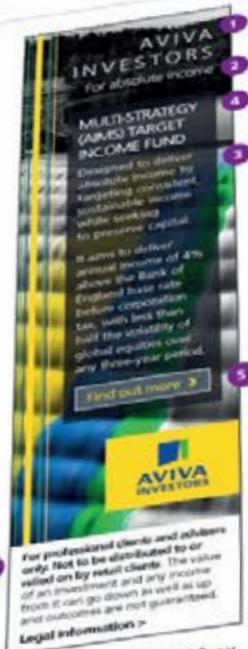
2. On selecting "Play" the video fills the MPU space to maximise the user experience.

ADVERTISING – DIGITAL

DIGITAL UNITS EXPLAINED

Not all digital units contain every element listed below. When a unit is too small to contain all of the elements only the necessary components are used. E.g. 160x600 Sky Scraper is too thin to display the outcomes, yellow line and strapline, so just the logo is shown.

- 1** **Headline**
Neue Frutiger LT Light, Size is set at no more than 70% of the width of the unit, Tracking 170, text colour White, Opacity 75%, Blend Mode Screen
- 2** **Subheadline**
Neue Frutiger LT Light, Size is 50% of the Headline, text colour White
- 3** **Body**
Neue Frutiger LT Book, Minimum Size 11px, Leading 14pt, text colour White
- 4** **Fund name**
Neue Frutiger LT Book, Minimum Size 12px, text colour White
- 5** **Call to action**
Neue Frutiger LT Bold, Minimum Size 11px, Leading 14pt, text colour Aviva yellow
- 6** **Line**
stroke width 2px, stroke colour Aviva yellow, effect Gradient Feather 0% to 100% must fade away from the Aviva Investors logo tab
- 7** **Outcomes**
Neue Frutiger LT Book, Minimum Size 11px, text colour White (Vertical Line: text colour Aviva yellow)
- 8** **Strapline**
Neue Frutiger LT Bold, Size 12px, text colour White
- 9** **Legal**
Neue Frutiger LT Bold & Book, Minimum Size 9px, text colour Black.¹



Sky Scraper: 160x600 px



Double MPU: 300x600 px



MPU: 300x250 px



MPU: 240x400 px



Leaderboard: 728x90 px



Billboard: 970x250 px

Current page

Static Banners

- Concept
- Artwork and design
- Art direction

Tasked with designing 2 static banners for the Investec Private Banking Website to provide insight into the funds on offer.

Next page

Investec Derby Website

- Concept
- UX and UI design
- Artwork and design
- Art direction

Leading the conceptual development and design of the Investec Derby Website.

The concept was based on a collage style for the imagery and the carousel interface that utilised a rotating parallax effect as opposed to a conventional sliding carousel.

The design had to fit into a CMS framework which followed a specific set of development rules for a non-responsive template.

3 Year Base Rate Plus Savings Account

Unlock a generous rate of savings

[Read more](#)

Base Rate Plus

No matter what happens to interest rates, you'll never earn less than 2.60% AER*. This account pays 1.00% above the Bank of England Base Rate (variable).

3 Year Base Rate Plus [Find out more](#)

5 Year Step Up Bond [Find out more](#)

Investec Test Tracker [Get closer to the action](#)

Specialist Banking

Asset Management

Wealth & Investment

Investec is a distinctive Specialist Bank and Asset Manager

We provide a diverse range of financial products and services to a niche client base in three principal markets, the United Kingdom, South Africa and Australia, as well as certain other geographies.

Investec's strategic goals are motivated by the desire to develop an efficient and integrated

Search for Investec contacts

-- Choose category --

-- Choose location --

Search



The story of a legend in the making

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[View related content >](#)

A story of winning against the odds

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[View related content >](#)

The story of the greatest flat race in the world

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[View related content >](#)





Investing in Africa

Recent Projects.

- \$80m Powercom, Namibia
- \$120m Seacom, East Africa
- \$200m Kuvaninga Energia, Mozambique

[Discover More](#) 



Investec Gravity London

Previous page

Investec 'Investing in Africa' Website

- Concept
- UX and UI design
- Artwork and design
- Art direction

Leading the conceptual development and design of the Investec 'investing in Africa' Website.

The design was created to showcase the level of investment that Investec had put into industries in developing countries in Africa. Emphasis was placed on full screen hero imagery, bold facts and figures and full scope for all Investec social media.

The design had to fit into a CMS framework which followed a specific set of development rules for a non-responsive template.

Current page

Animated MPU Banner

- Concept
- Artwork and design
- Animation
- Art direction

The brief was to create a type-led animated MPU Gif. Simplicity was key to the messaging with emphasis being placed on the call to action to generate user engagement.



1. Intro frame opens with headline fading and sliding in from the left, behind the zebra before resting in the frame.



2. Depicting how the headline fades and slides in from the left, behind the zebra.



3. Depicting where the headline comes to rest in the frame.



4. Once the headline comes to rest in the frame there will be a 3 second pause to allow the user to read the copy/headline.



5. This shows the secondary copy entering the frame in the same manner as the headline, forcing the headline to slide out towards the right and off frame.



6. This depicts how the headline (exiting right) slides off frame.



7. This frame shows where the secondary copy has come to rest with the headline hidden from view off frame to the right. Here there will be a 3 second pause.



8. The process for the third line of copy is repeated, sliding and fading in from the left, forcing the secondary copy off to the right.



9. This shows where the third line of copy has come to rest with the secondary line of copy hidden from view off frame to the right.



10. The process for the fourth and final line of copy is repeated, sliding and fading in from the left, forcing the third line of copy off to the right. Within this frame is the CTA.



11. This shows where the fourth line of copy and CTA has come to rest with the third line of copy hidden from view off frame to the right.



12. There will be a 6 second pause here to give the user time to absorb the message and activate the CTA. The whole process will be looped 3 times.

EOS Brand Development Freelance

- Concept
- Identity development and design
- Art direction
- UX and UI design
- Digital and traditional marketing
- Artwork, design and layout

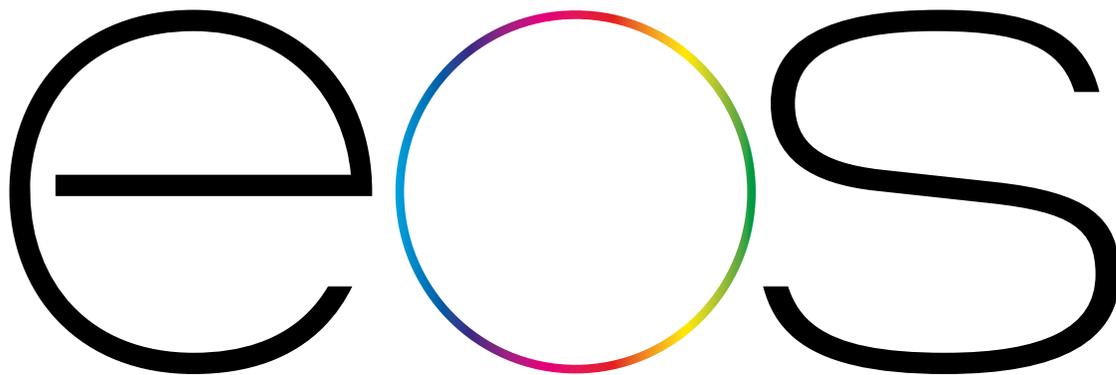
I was tasked by lighting manufacturer Lyco to create a brand for an upmarket lighting product for the hotel and leisure sector. In Greek mythology Eos is the goddess of dawn, sister of Helios the sun and Selene the moon. The design represents an eclipse with the gradient spectrum forming the Corona.

Current page

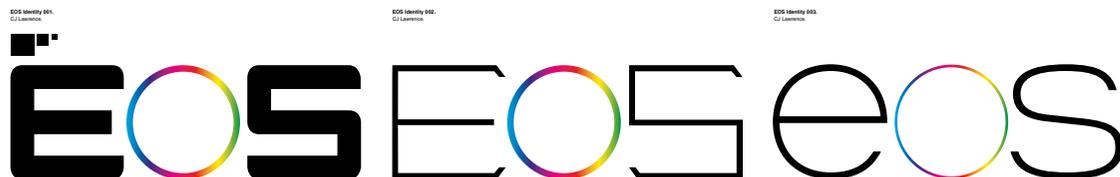
The logo development took on a number of guises mainly typographic until the final typogram was finalised. Included is the digital marketing in responsive EDM format.

Next page

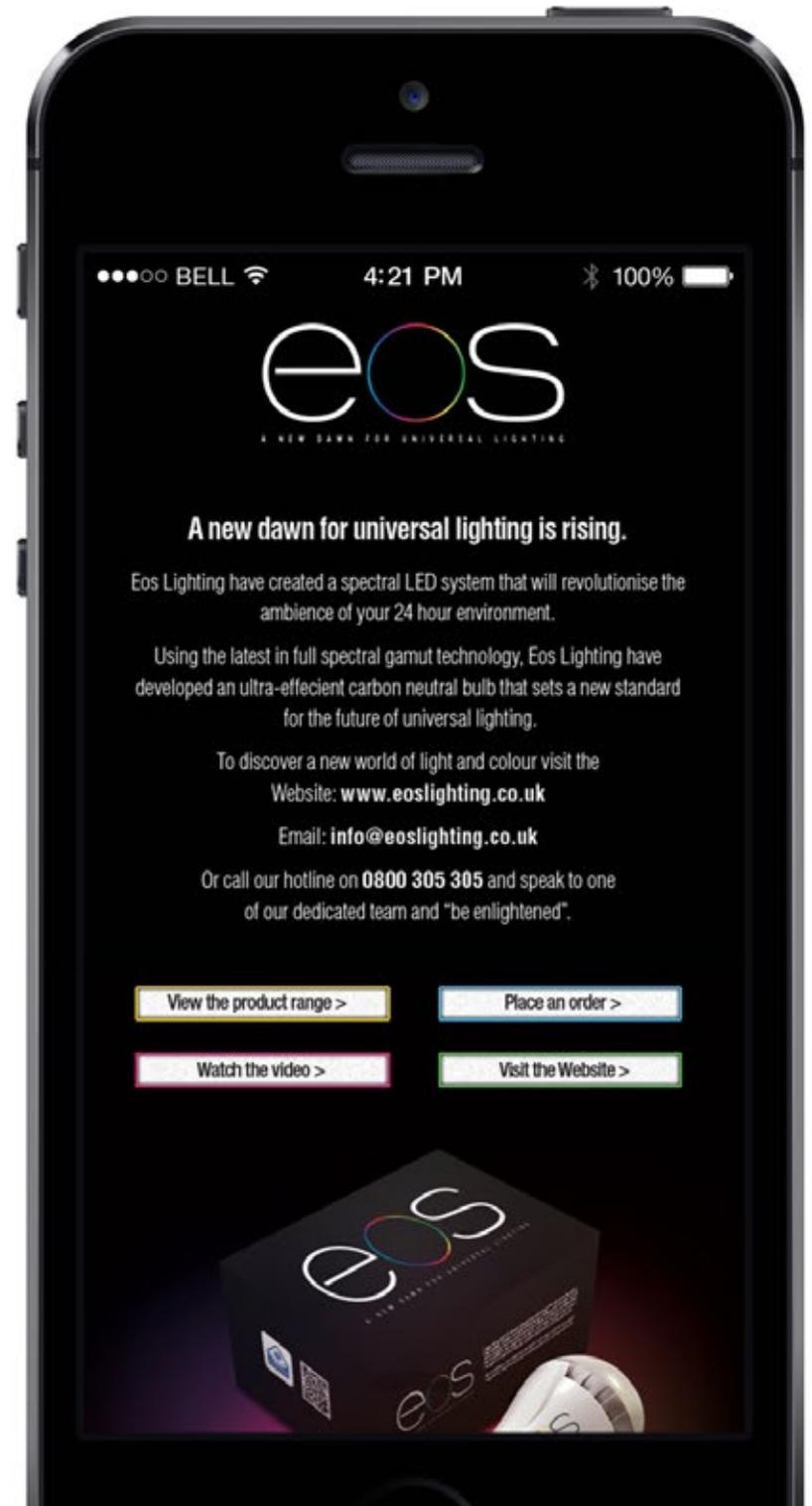
The website was designed as a brochure style website to provide insight and information about the range of EOS lighting products.



A N E W D A W N F O R U N I V E R S A L L I G H T I N G



EOS Identity 001
© Lycomark EOS Identity 002
© Lycomark EOS Identity 003
© Lycomark



A new dawn for universal lighting is rising.

Eos Lighting have created a spectral LED system that will revolutionise the ambience of your 24 hour environment. Using the latest in full spectral gamut technology, Eos Lighting have developed an ultra-efficient carbon neutral bulb that sets a new standard for the future of universal lighting.

[Discover More >](#)**Be enlightened.**

If you would like to enquire about our products please complete the form below and one of our team will respond to your request.

EOS Spectra 1 LED Bulb.

- Ultra Long Life 40,000 hours
- Recreate Atmosphere and Quality of Incandescent
- 80% Energy Saving LED Bulb (4.4W=20W) with A-Energy Rating
- Soft Warm Colour (2700 Kelvin)
- Compact Size, 90 degree light (E27 socket)
- No Mercury

[Discover More >](#)[@be-enlightened](#)[/be-enlightened](#)

MOJO Brand Development Freelance

- Concept
- Identity development and design
- Signage
- Interior styling
- Design and layout
- Website, UX and UI design
- Digital and traditional marketing
- Corporate video direction
- Photography
- Art direction

I formed a working relationship with a Milton Keynes restaurateur to open a bar at the Hub in Milton Keynes Central. The concept centred around the owners name 'Mohamed' and the phrase for a place to hang out 'Joint' hence the name MOJO. The design of the 'O' and the stems intersecting represented straws in cocktail glasses whilst the colour palette was chosen to distinguish the bar from the competitors in the vicinity.

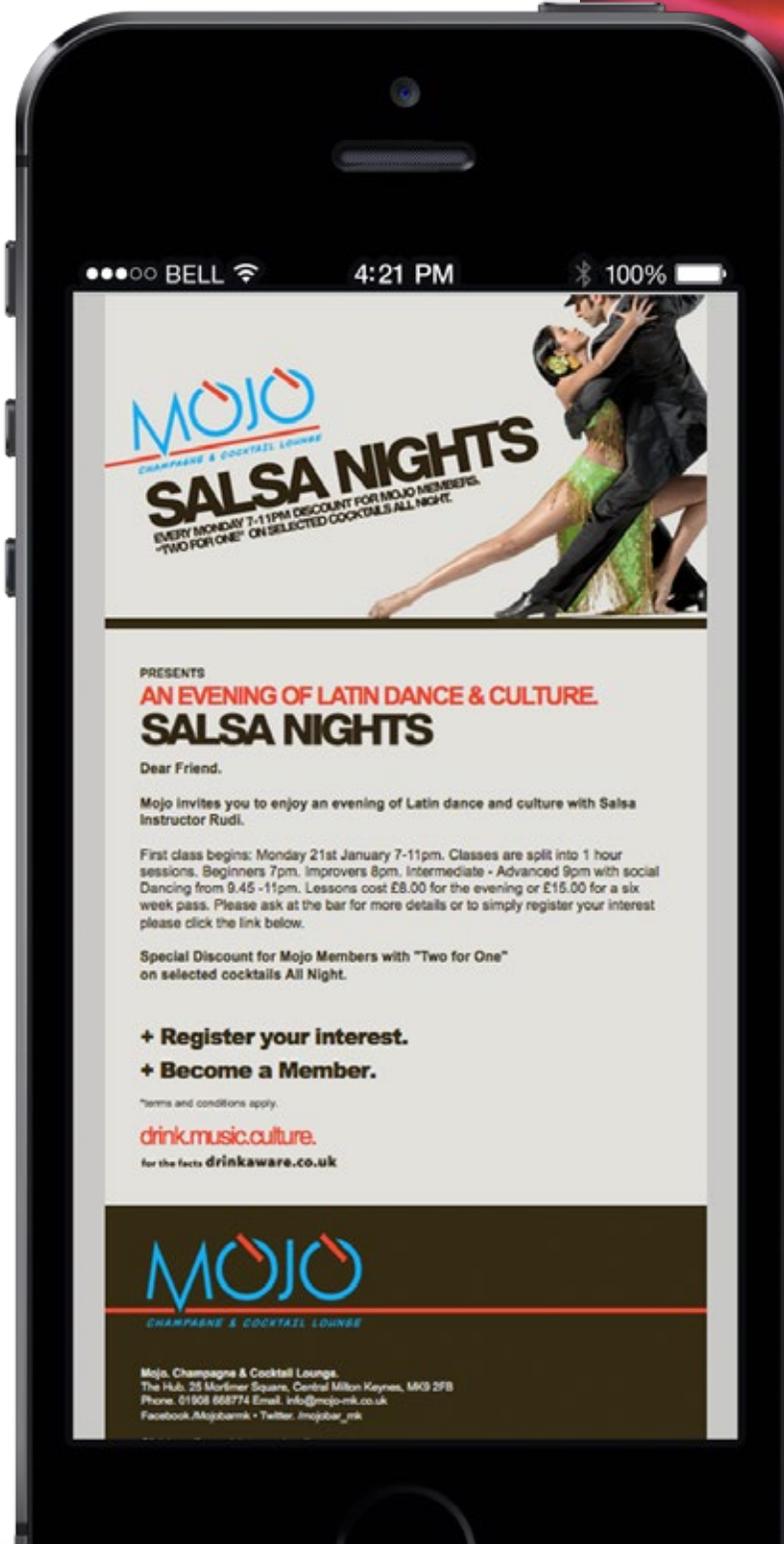
Current page

Below are the development ideas for the logo, social media profile icon and the final design represented on the signage above the main door and window.

Next page

Opposite are four stills from the corporate video sponsored by Redbull, an EDM for an event and an interior photograph featuring a signature cocktail and bar menu.





BELL 4:21 PM 100%



PRESENTS
AN EVENING OF LATIN DANCE & CULTURE.
SALSA NIGHTS

Dear Friend,

Mojo invites you to enjoy an evening of Latin dance and culture with Salsa Instructor Rudi.

First class begins: Monday 21st January 7-11pm. Classes are split into 1 hour sessions. Beginners 7pm. Improvers 8pm. Intermediate - Advanced 9pm with social Dancing from 9.45 - 11pm. Lessons cost £8.00 for the evening or £15.00 for a six week pass. Please ask at the bar for more details or to simply register your interest please click the link below.

Special Discount for Mojo Members with "Two for One" on selected cocktails All Night.

- + Register your interest.
- + Become a Member.

*terms and conditions apply.
drinkmusic.culture.
for the facts drinkaware.co.uk

MOJO
CHAMPAGNE & COCKTAIL LOUNGE

Mojo, Champagne & Cocktail Lounge.
The Hub, 25 Marliner Square, Central Milton Keynes, MK3 2FB
Phone: 01908 668774 Email: info@mojo-mk.co.uk
Facebook: [MojoBar_mk](https://www.facebook.com/mojobar_mk) • Twitter: [mojobar_mk](https://twitter.com/mojobar_mk)



...and 122 brake horsepower – no wonder time flies when you're at the wheel.



Monthly Rentals of	£13,366.94
Guaranteed Minimum Future Value	£10.00
Excess Mileage Charge	£16,652.56
Representative APR	£199.00
Fixed Rate of Interest	£5,467.50
	2.70p
	3.9%
	3.9%

STOCK AVAILABLE FOR IMMEDIATE DELIVERY

Ridgeway MINI Big Marketing

Current page

Mailer

- Concept
- Design and layout
- Artwork
- Art direction

Next page

EDM

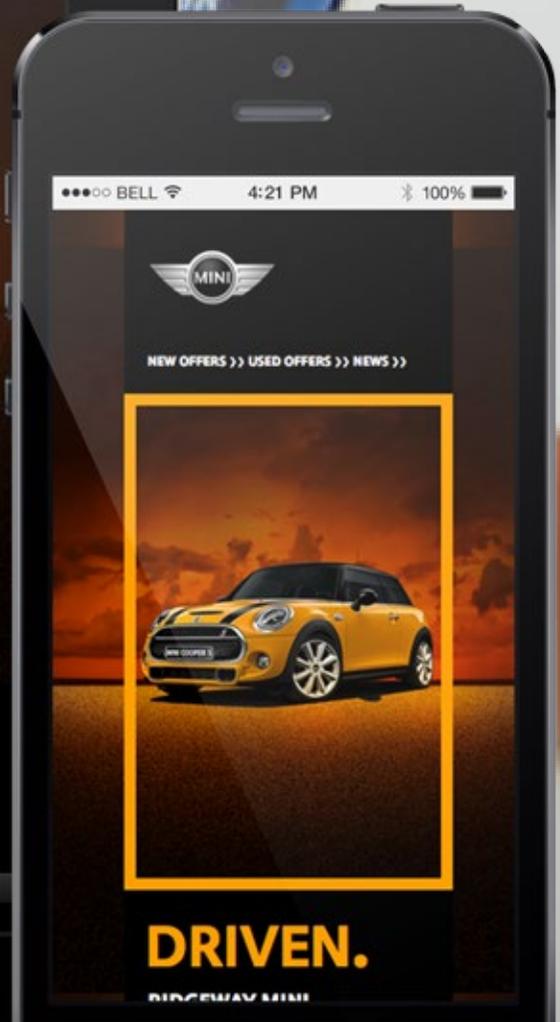
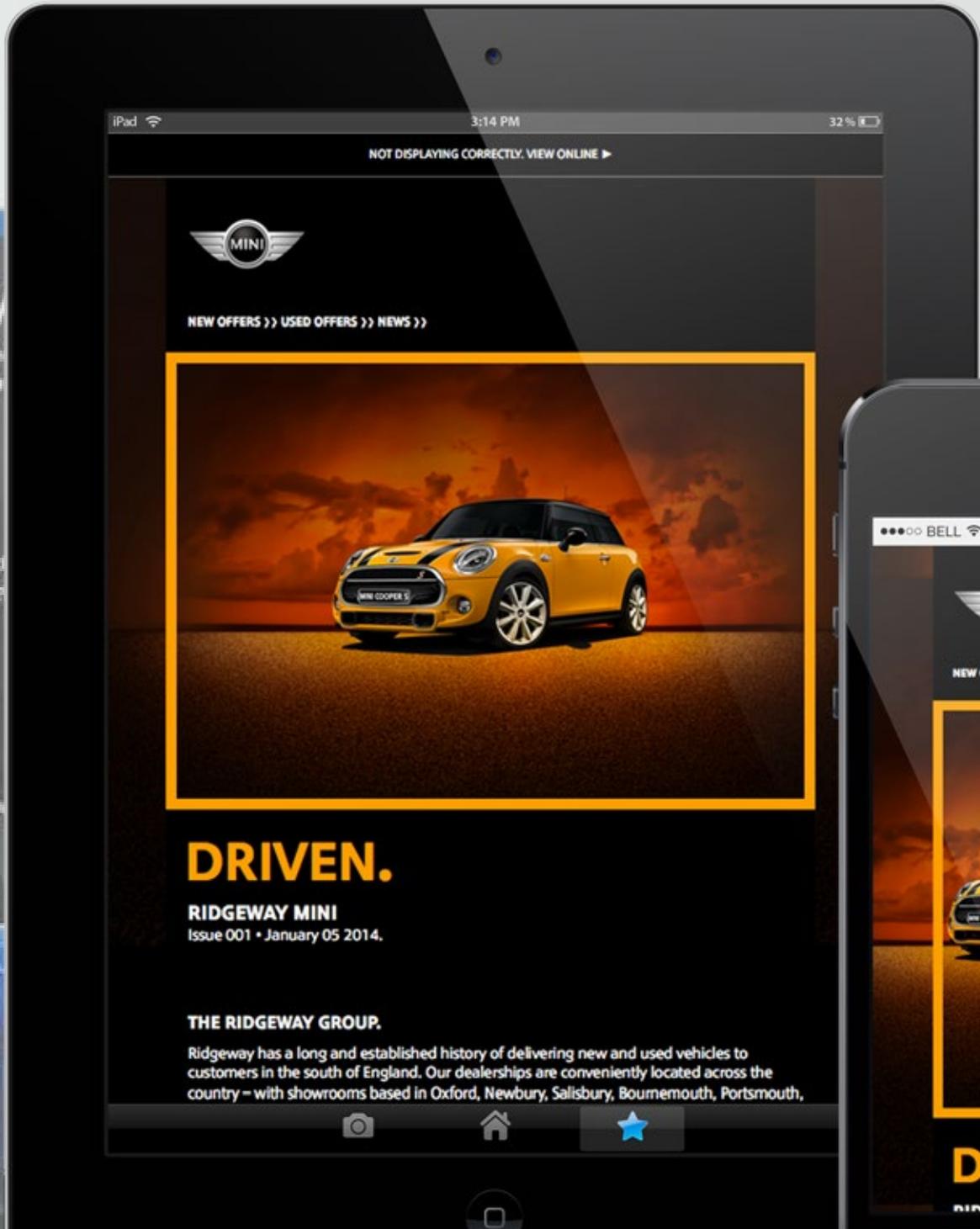
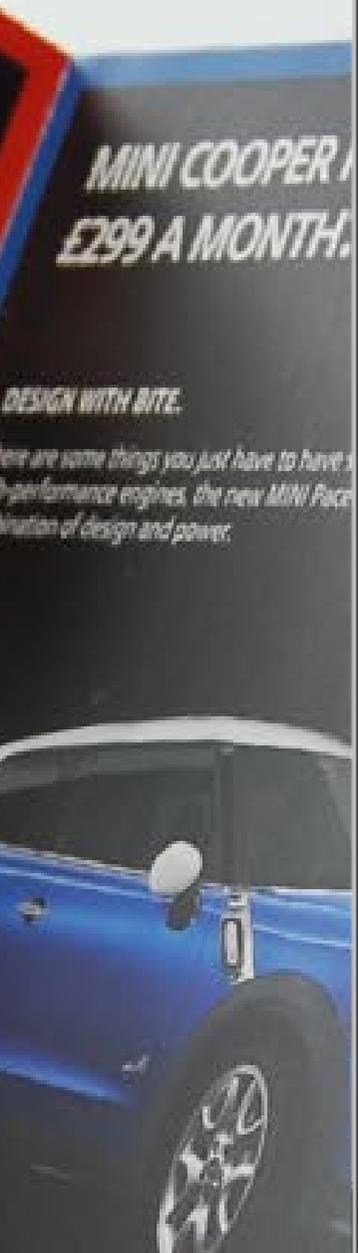
- Concept
- Design
- Asset generation
- Art direction
- UX and UI development
- HTML 5 development

Ridgeway are the largest independent automotive dealership in the UK. Every quarter a traditional and digital campaign would be launched to promote offers, inform customers of events and promote collaborative business ventures.

These campaigns comprised of a printed mailer and a digital EDM. The EDM was designed to be responsive in format in order to maximise on the growing mobile client base.

Using the data captured from previous campaigns we could tailor the design to degrade gracefully for users with less capable mobile devices and mail clients.







Fedrigoni & Phage Freelance

Digital Calendar

- Concept
- Illustration
- Art direction

I was commissioned by Phage to create an illustration for the Fedrigoni 'Ideas for the year' box calendar competition. The calendar showcased the various types of stock that Fedrigoni produce and on each of the boards within the box is a QR Code that the user could scan taking them to an online portal, which displayed the illustration.

My task was to create a concept for Labour Day. My research led me to discover that in 1886, factory workers rose up against the government and rioted with police in Chicago. Known as the Haymarket Massacre, the actions of those involved brought about the revolution of what we now know as the 8 hour working day. The doves represent the lives that were lost during the rioting.



CIA Records Freelance

Current Page

Record Sleeve

- Concept
- Illustration
- Design and layout
- Typographic styling
- Art direction

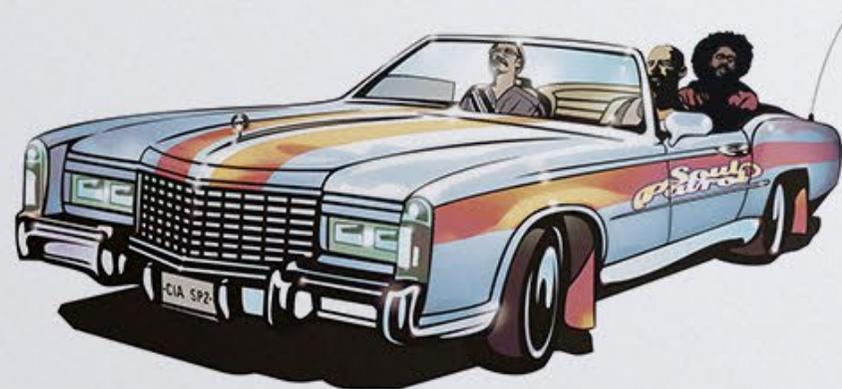
Next Page

Record Sleeve and Picture Disk

- Concept
- Illustration
- Design and layout
- Typographic styling
- Art direction

Drum and Bass producers Total Science commissioned my services to manage the design of their sleeve art for their record label CIA Records. The style for the sleeve art came about through the duo's tongue in cheek attitude towards what they felt was a largely arrogant music genre.

The decision was made to create cartoon caricatures of the duo to represent their alternative ego's to deflect the seriousness shown by their peers and colleagues.





C.I.A.
Computer Integrated Audio

CIA RECORDS PRESENT. CAT NO. CIA023PD

Q-PROJECT GREATEST THING

Ψ グレーテスト
シング



C.I.A.
Computer Integrated Audio

CIA RECORDS PRESENT

Q-PRO GREATEST

Ψ グレ
シ



Thank you