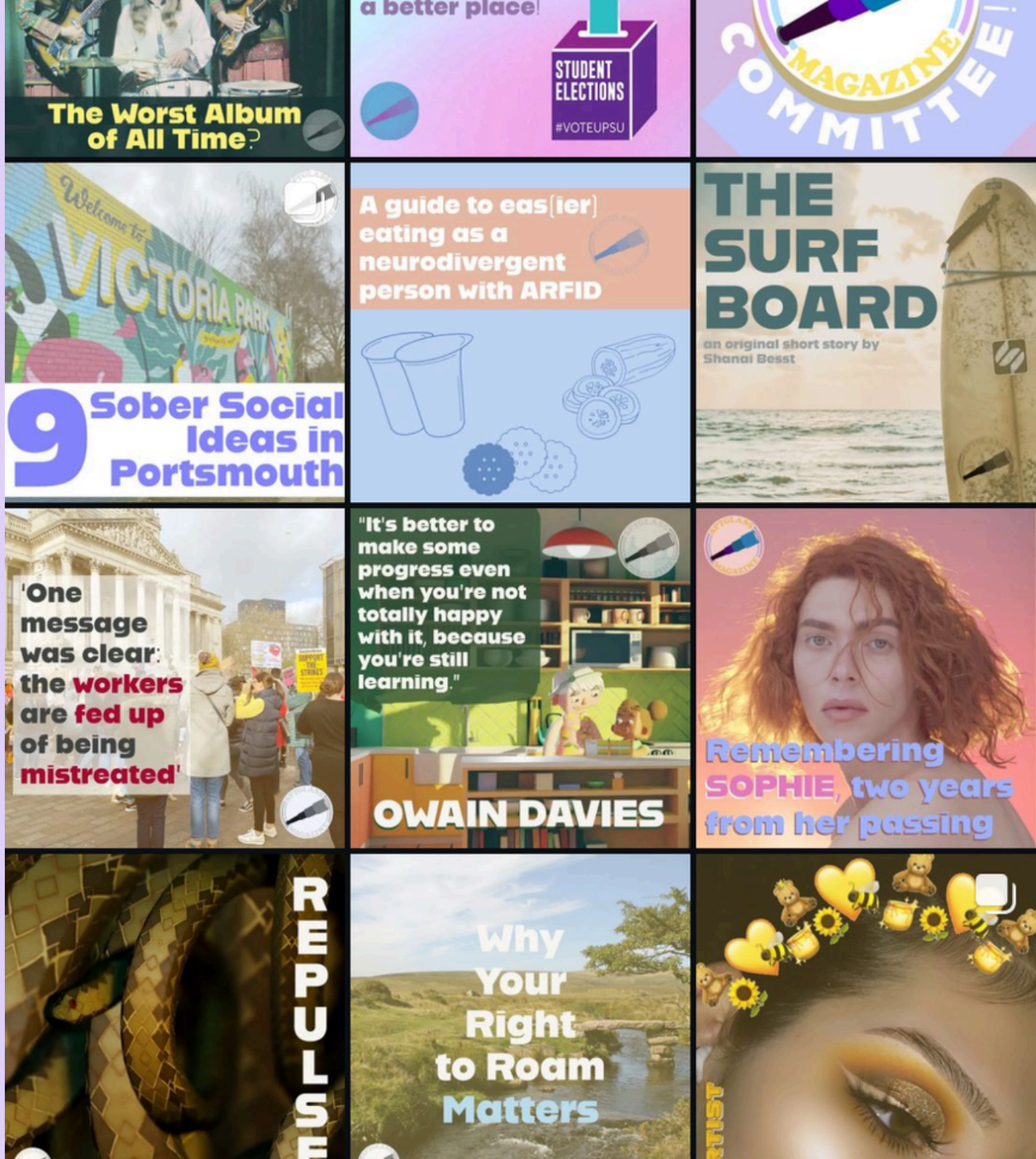
GEORGE TODD

PORTFOLIO 2024

Spyglass Magazine

Head of Design and Social Media

2022-2024



Spyglass Magazine / Head of Design and Social Media 2022-2024

In 2022 I was elected Head of Design for the University of Portsmouth's magazine, *Spyglass*. I lead the magazine with the Editor, made sure everything was running smoothly with the magazine itself and that our team were happy with what we were making.

From late 2022 to May 2023 I was temporarily in charge of the Instagram page. Here are some examples of my posts. I wanted to create a recognisable and consistent brand identity for our page, as well as showing off our design team's artwork. Sticking to a simple design also made it easier for others to make posts if I was unable to.

Having used the site for many years for my own work, I was familiar with how to use Instagram but still undertook research of other online magazines regularly to see how I could improve. At each meeting we also reviewed posts' performance to see what was resonating with our audience.

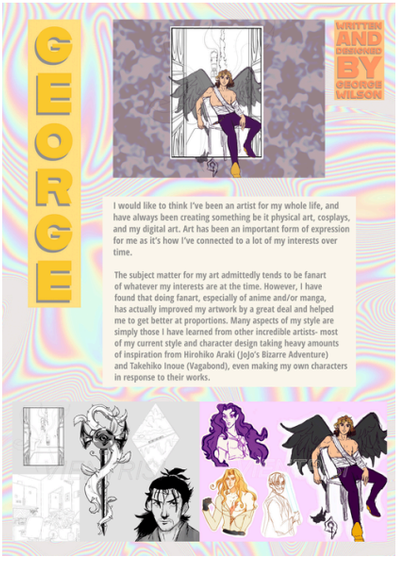
Spyglass Magazine / Head of Design and Social Media 2022-2024

My main priorities were to oversee all graphic elements of the magazine; this included any images assigned to written articles, the page and cover designs for PDF issue publications and ensuring that the magazine as a whole had a cohesive aesthetic.

There were 2 PDF issues in our first year (2022-23): Halloween and Winter. The Halloween issue focused on seasonal stories and artwork. The Winter issue served as a highlight of our favourite articles that year as well as some issue exclusives. For the first issue, I was the sole page designer and there was a lot of trial and error.

It was important to make sure that designs not only reflected the article content, but were also legible digitally and in print. It ended up being quite difficult to make as waiting for articles and images made the deadline hard to reach.

However, I was able to learn valuable lessons about page design, and it taught me to work under pressure. The Winter issue creative process was a lot smoother and by then, we had recruited more designers who contributed.

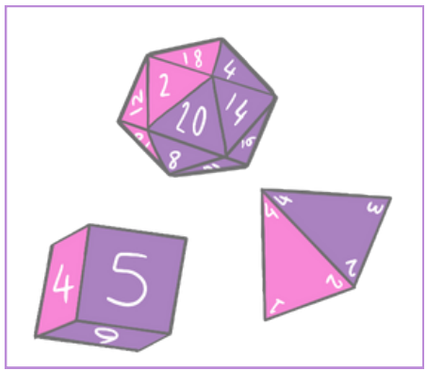


Spyglass Magazine / Head of Design and Social Media 2022-2024

Spyglass made its debut in 2022, after a decision to modernise the magazine and make it more relevant to current students. We used Wix to make a new website as the previous Wordpress one was outdated and considerably more limited in terms of functionality.

When designing the new logo, I wanted to make something which represented the name well and retained a connection to the university through colour scheme. It also needed to be simple enough that it could be used across multiple online platforms and not lose anything in the process.

I contributed to the magazine before I was appointed to Head of Design, providing illustrations to accompany articles as well as writing some of my own. Here are some examples of images made for articles and promoting the magazine.

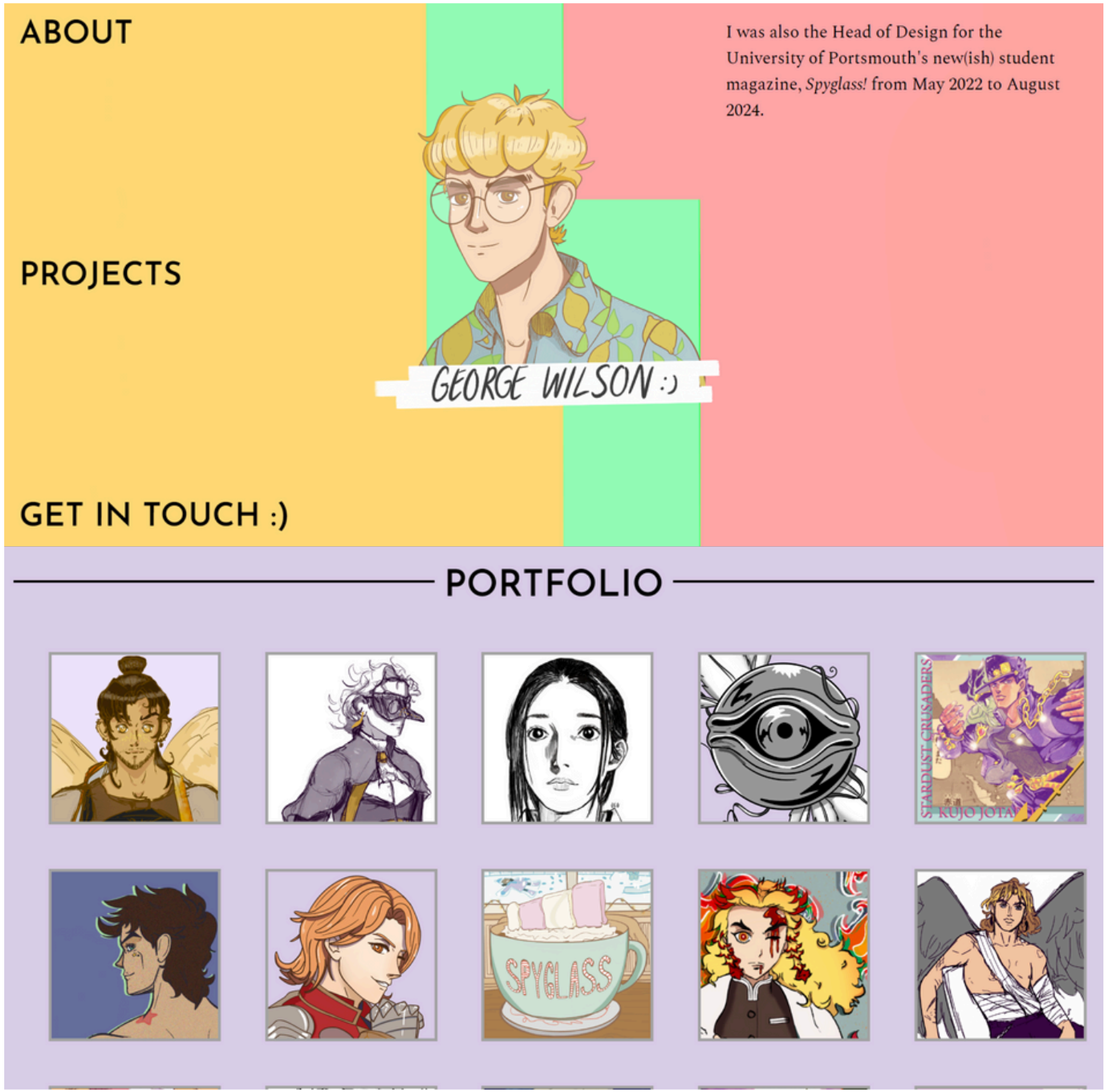


```
<div class="bio-text-a">
    <p>
        Hi! I'm George, and I'm a self-taught designer and i
        website was <s>painfully</s> <i>lovingly</i> made
        from
        scratch by me :&#41;
        <br></br><br></br>
    </p>
</div>
<div class="bio-text-b">
    <p>
        My main interests currently anime & manga and games,
            Piece</I>and the <I>Hades</I> games.
        <br></br>
        Design-wise, I like to make mock ups of merchandise
        that official ones are often lacking visually and I
        fellow fans. My style mostly uses clean lines and sh
        <br></br>
        I use Procreate for my illustration work and to crea
        over the next year as they are most-used in the indu
        <br></br><br></br>
    </p>
</div>
<div class="bio-text-c">
    <p>
        You might be wondering what <i>vientrisi</i> means-
        anything, and is merely the name of one of my charac
        sounded cool enough to use for my online presence 😎
```

vientrisi.com

Design and development of my personal website

2020-

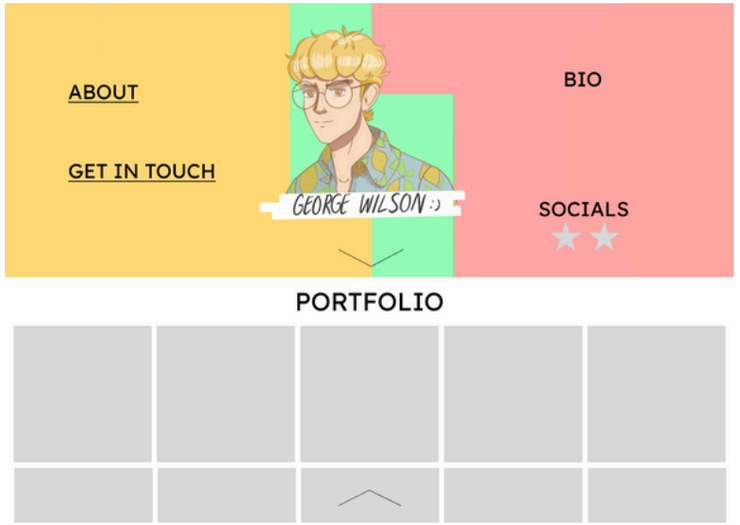


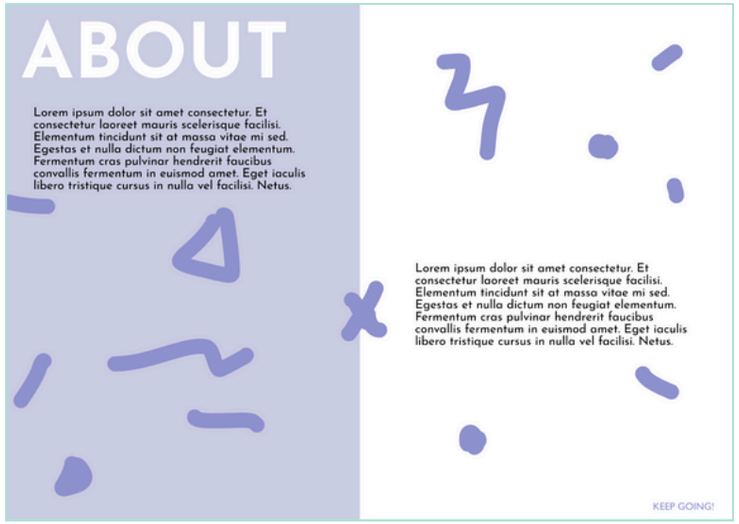
vientrisi.com / Design and development of my personal website

2020-

As part of a university module in my first year, I created my own website from scratch. I had to learn HTML, CSS and a small amount of JavaScript to make the website as it is today.

This is my current landing page and a brief look at my portfolio. I'm constantly thinking of improvements to my website and am currently in the process of a complete rebuild, hence the scarce state of the site at present. I aim to finish this by the end of the year.





vientrisi.com / Design and development of my personal website 2020-

These are mockups made on Figma for my landing page and an example page of my website. On the left is the current site- this was made over around 18 months ago, and was a good exercise in web design. I had to learn the basics of JS to implement the scrolling portfolio under my landing page.

The right is my new design at the moment. I've learned a lot about design in the past couple of years and want to make a cleaner and more professional looking website, while retaining my personality and fun elements.

I eventually want to optimise my website for mobile and tablets as it currently doesn't have any other versions. I also want to add a dark mode and learn more complex code to make the best site I can.

JoJo's Bizarre Adventure Poster Project

A personal project to practise graphic design

2022-

JoJo's Bizarre Adventure Poster Project / A personal project to practise graphic design

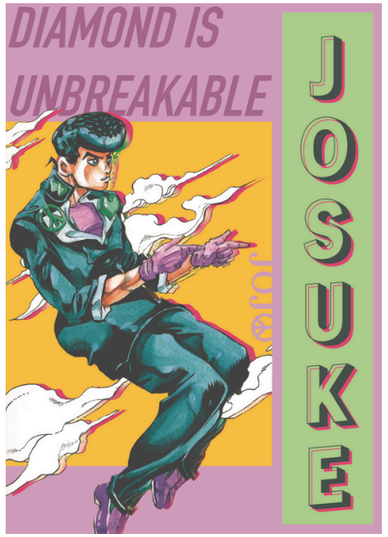
2022-

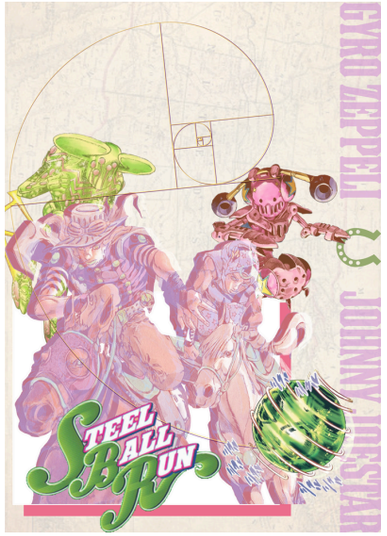
In 2022 I started a personal project to practise graphic design.

I chose JoJo because of its wide range of exciting designs. The story also spans multiple time periods with a new protagonist for each part, so I had a lot of material to work with. A lot official artwork for the series is very basic and uninspired, so I wanted to make something more visually interesting. The lack of official colour schemes gave me a lot more freedom in what I could do.

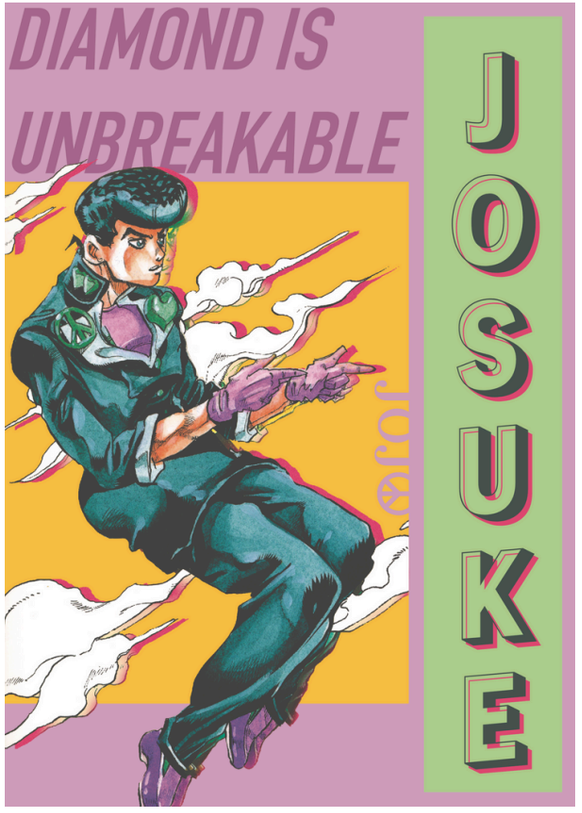
I trialled different programmes- Adobe, Affinity Designer and Procreate, sometimes blending these to use their unique aspects. I intend to remake posters 1 and 4 as I feel these are the weakest of the set.

I plan to complete the set and make a poster for the ninth part in the future when there's been more story to work with.





JoJo's Bizarre Adventure Poster Project/A Closer Look



JoJo's Bizarre Adventure Poster Project/A Closer Look

Catching Lives

Voluntary Design Experience

2023

catching LIVES

catching LIVES

THANK YOU!
for helping us help those who are homeless.

Catching Lives/ Voluntary Design Experience 2023

To gain extra experience, I reached out to Catching Lives, a homeless service in Canterbury, Kent. Their Chief Executive asked me to create some designs for their affiliated bookshop in Canterbury City Centre for Independent Bookshop Week.

I enjoyed this project as it challenged me to create work that would appeal to both the business and their consumers. I felt confident in asking for feedback and sending drafts of work to make sure that everyone was happy with the design choices I had made.

I also used this as an opportunity to work on finding my own design style and what works best for me when creating.

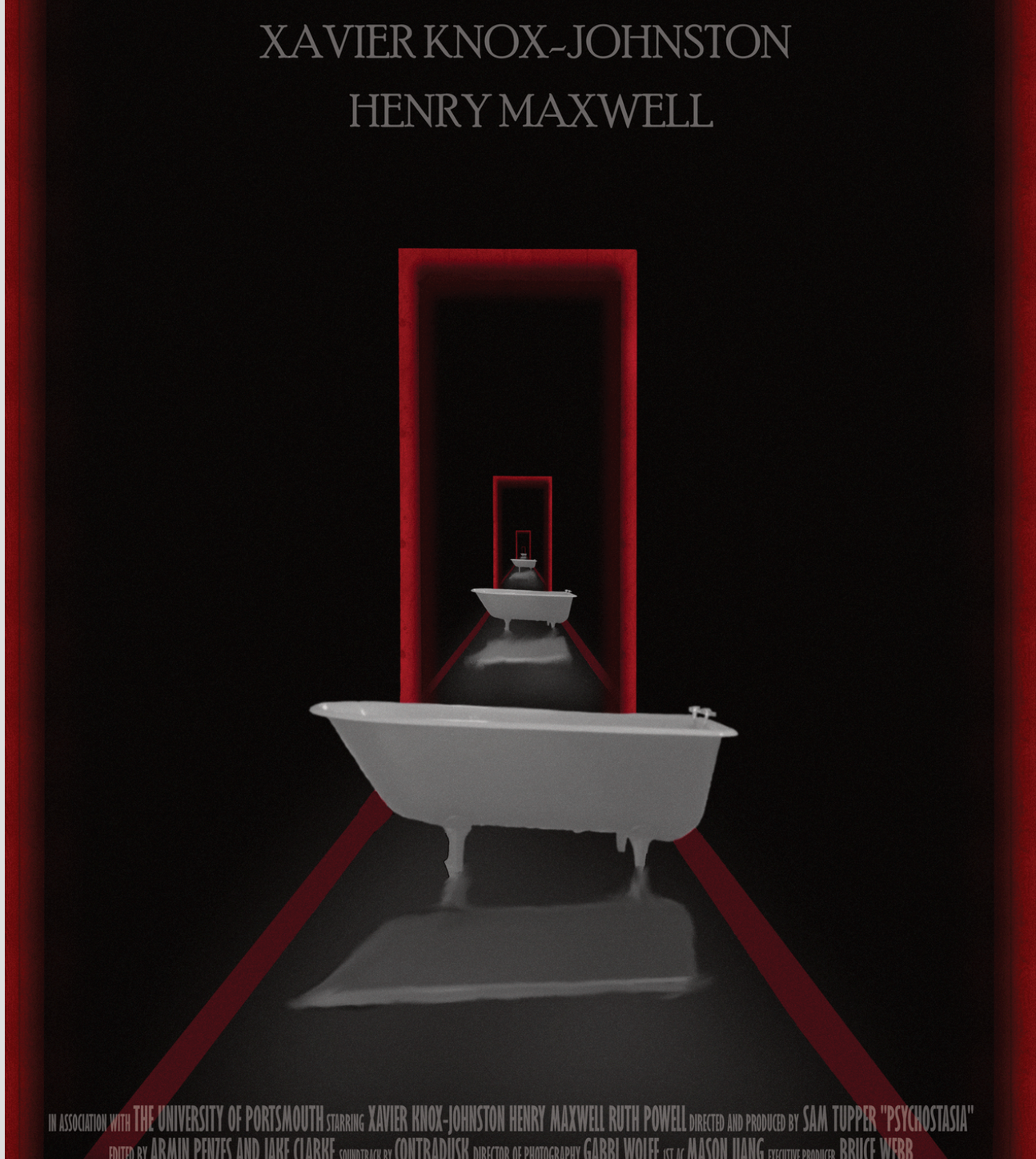
Catching Lives/ Voluntary Design Experience 2023

As per the brief, I designed a bookmark, flyer and a draft social media post. I wanted to keep a consistent colour scheme and design for the project, to create something that stood out and was easily recognisable. It also aimed to keep the designs simple, to avoid losing the products' purpose.

Final Year Project

My artwork and social media posts for ‘Psychostasia’

2022-2023

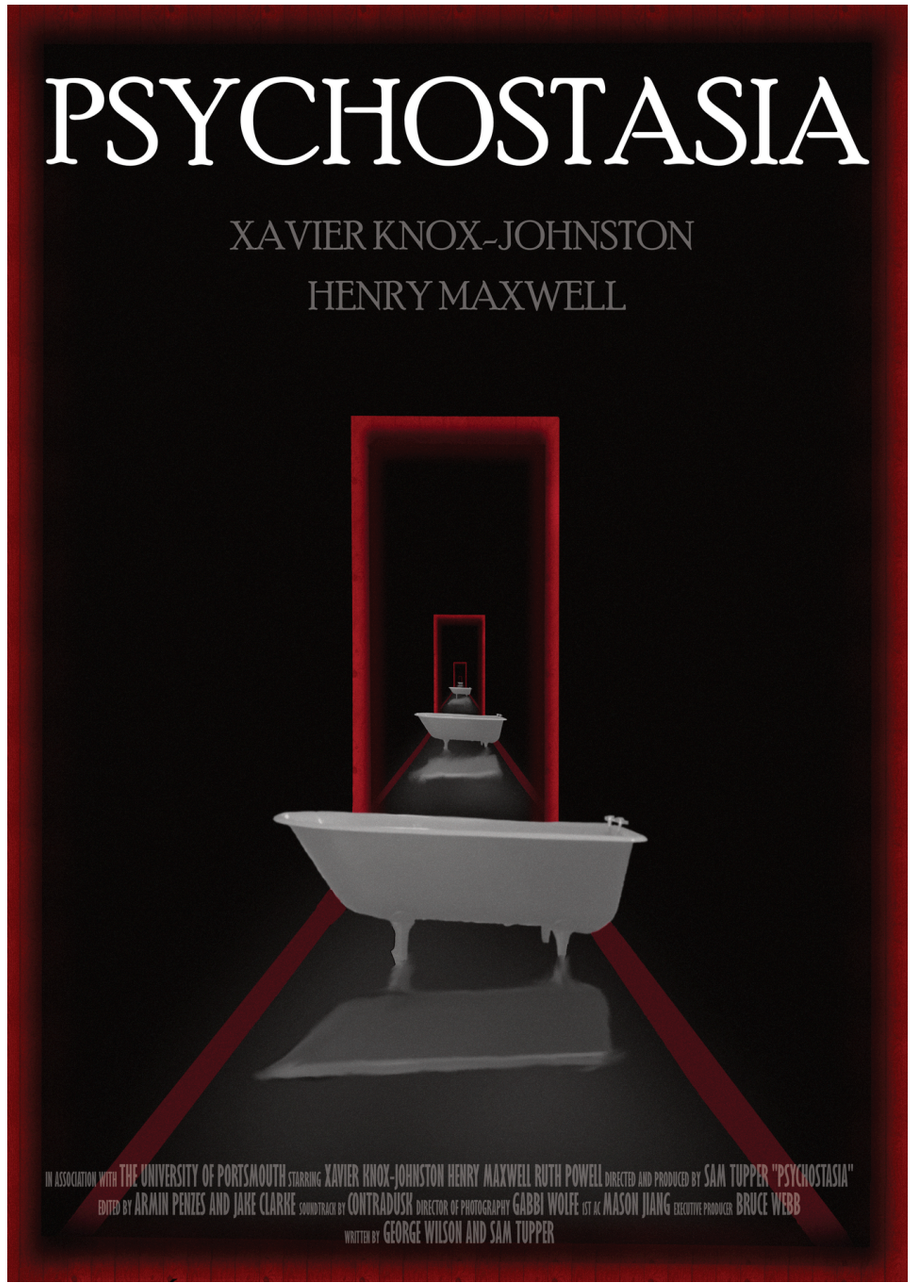


Final Year Project/ My artwork and social media posts for ‘Psychostasia’ 2022-2023

During my undergraduate degree in Film Production, my final year project was a psychological, thought-provoking short film called *Psychostasia* (formerly *Limbo*). My responsibilities included scriptwriting, character design and overseeing promotional materials.

Making the film’s poster was challenging, as this is usually the first promotional material seen by an audience, and I wanted it to represent the film well. It had to be interesting enough to attract an audience without giving too much about the filmaway.

The two designs on the left are draft posters for the film, with the top being a very early draft and the bottom being made towards the end of the production. The rightmost design is the final poster for the film.

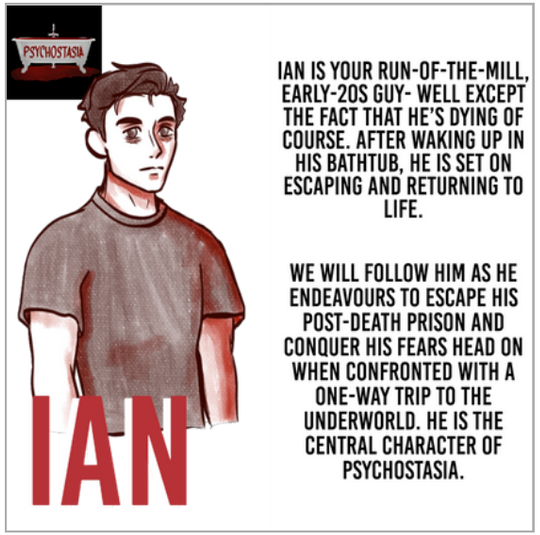


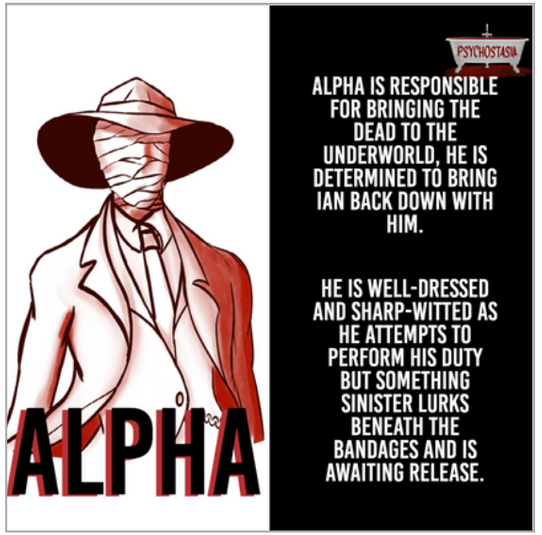
Final Year Project/ My artwork and social media posts for 'Psychostasia' 2022-2023

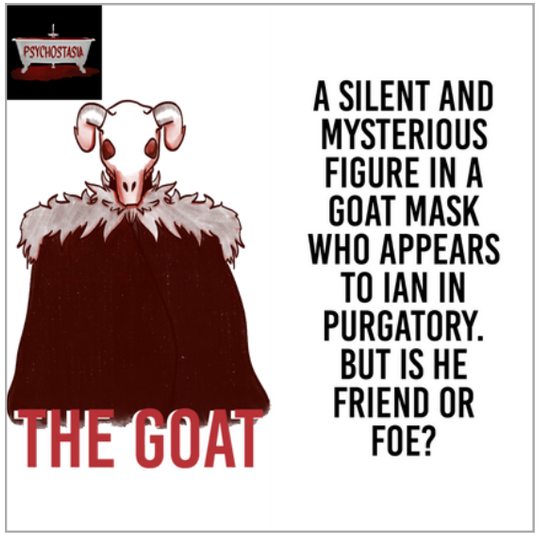
The first set of images are social media posts I made to promote the film's characters and celebrate our crowdfunding success. I also illustrated the character portraits.

The second set are drafts of the logo design for the film's branding. Each draft was reviewed by my team and supervisor for feedback, then adapted to reflect necessary changes. Changing the logo to the bath helped it feel more consistent with our social media presence. We also wanted a unique logo to stand out from other films being made on our course.

Keeping the colour scheme minimal also helped build the film's brand identity and central themes. These colours were used heavily in the film's final production.







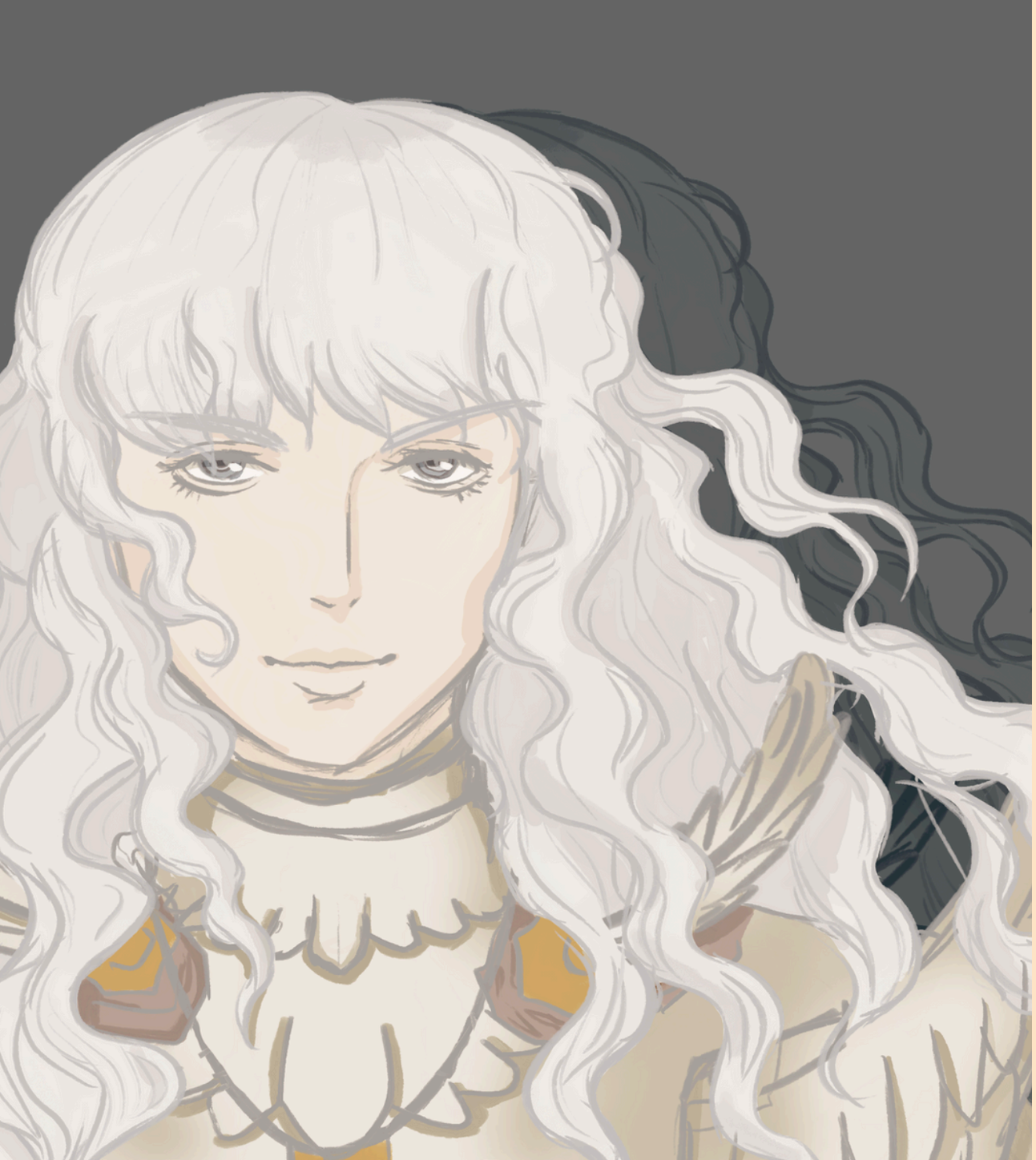


Illustration and Other Work

Miscellaneous pieces of work from recent years

2020-

Illustration and Other Work/ Miscellaneous pieces of work from recent years 2020-

I've been practising digital art for around 10 years and often draw in my free time. I mostly use Procreate for my illustrations and have been using this programme for over 5 years.

The majority of my work is fan art for media that I'm interested in- mostly anime, manga and video games. I have also created and designed many original characters and have used these to practice posing and drawing from a reference.

There are also some pieces from the MA Graphic Design module I undertook, including potential project ideas and more refined pieces of work. My focus was on Japanese culture, history and artwork; both traditional and modern.

Illustration and Other Work/MA Work/ Work in Progress Presentation

[WORK IN PROGRESS]

"HOW CAN GRAPHIC DESIGN CONTRIBUTE TOWARD OUR UNDERSTANDING OF THE HISTORY, IMPACT AND PRESENCE OF TRADITIONAL ART IN CURRENT JAPANESE MEDIA?"

original proposal question

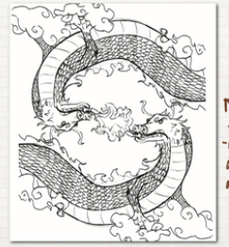
WHY I'VE MOVED AWAY FROM THIS IDEA

- The question wasn't specific enough, but was also somehow too narrow.
- I didn't know what I wanted to do with my research and the passion wasn't there.
- I felt like the incorporating graphic design was too difficult

WHAT I'VE BEEN UP TO

GETTING BACK INTO PHYSICAL MEDIA

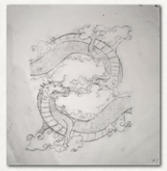
- I made this design several months ago, and have recently gotten round to printing it (drypoint etching). I made it mostly to get some practice with traditional Japanese style.
- I learned a lot from Matt and Jordan in the print studio about the printmaking process as well as other resources Eldon has to offer (such as the EPC) in case I wanted to try other methods.

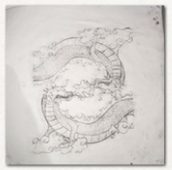


Japan-inspired dragon design

ETCHING RESULTS

FIRST PRINTS





- There were some issues with my plastic plate being too thick. This led to these prints not coming out as clearly as they should have been- there was not enough pressure. Also it generally takes a few tries to get intaglio prints to the boldness they should be
- The paper was also too thin and almost broke.

1st print

Worst print - tried to do shading, didn't work

ETCHING RESULTS

SECOND PRINTS

- The final two prints ended up being quite good and clear. Once I got the hang of the method, it was a lot easier to make the ink stand out where it needed to.
- As a practice attempt, it was useful and opened up possibilities for future work. Although I'm not sure if I want to use this method again, they are other materials to try with.

The best print (clearest lines)

Cleanest paper

SO WHAT WILL I BE RESEARCHING?

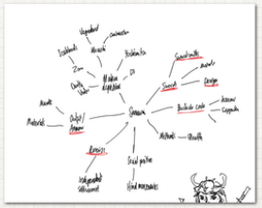
"BUSHIDO"
武士道

(THE WAY OF THE WARRIOR)

RESEARCH PREP

NOTES PAGE

- My initial research page shows some key areas of Bushido and thoughts I have surrounding the topic. The areas highlighted in red are ones I'm particularly interested in and will do more in-depth research into. I want to use graphic design as a tool to show my findings.
- A lot of secondary research I'd done for my previous question is easily transferable to this topic as they covered many aspects of Japanese culture- an example being ***WA: The Essence of Japanese Design*** *(Mennegazzo, Piotti. 2014)* which covered materials from all sorts of materials including metals and fabrics.



WHAT THE NEXT STEPS ARE

- Devise a new research question (current ideas will be on the next slide)
- Make detailed note pages on the highlighted topics
- Create info posters for these as a way of practising design
- Read more on general graphic design to help me understand the basics.
- Start learning woodblock printing process and create small test pieces
- Get the EPC induction for 3D printing
- Make plans on what to make for the final product

design for the sticker prompt

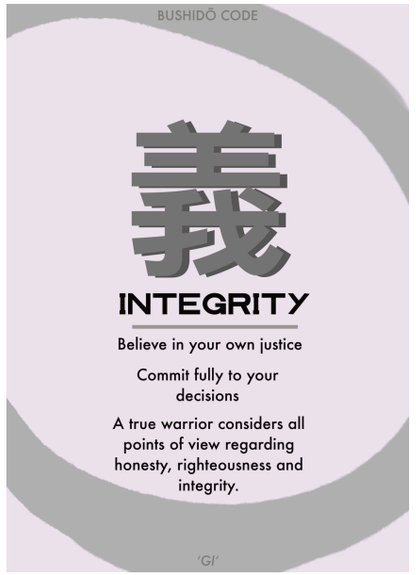
FUN FACT: DARTH VADER'S HELMET WAS INSPIRED BY SAMURAI HEADWEAR

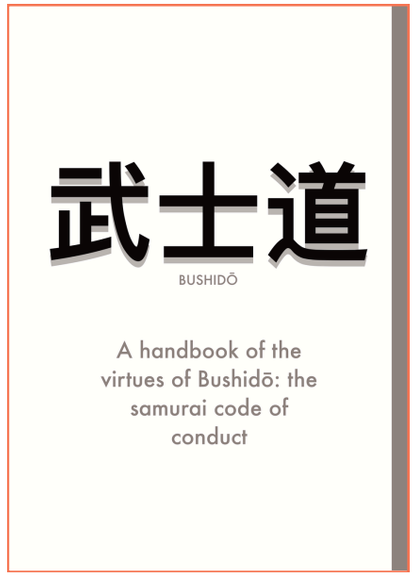
QUESTION IDEAS

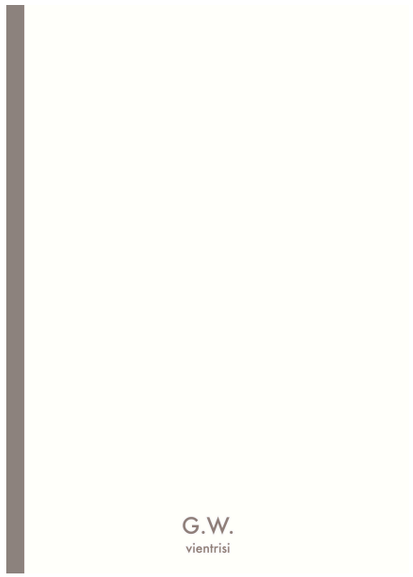
LOOSE PLANS FOR WHAT I WANT TO RESEARCH

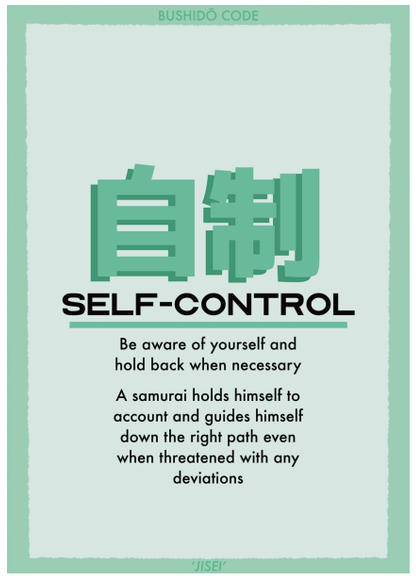
- How important was design in regards to samurai armour and weaponry?
- How can sword design be a reflection of samurai life in feudal Japan?
- Did Bushido code have an impact on the aesthetics of samurai equipment?
- For what purpose and to what extent were feudal Japanese swords given elaborate designs and what did they mean?
- Look at the lives of ronins versus organised samurai groups through the lens of their clothing and weaponry

Illustration and Other Work/MA Work/ Bushido Book









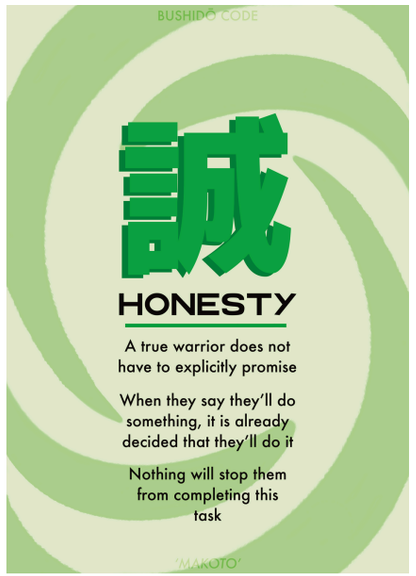
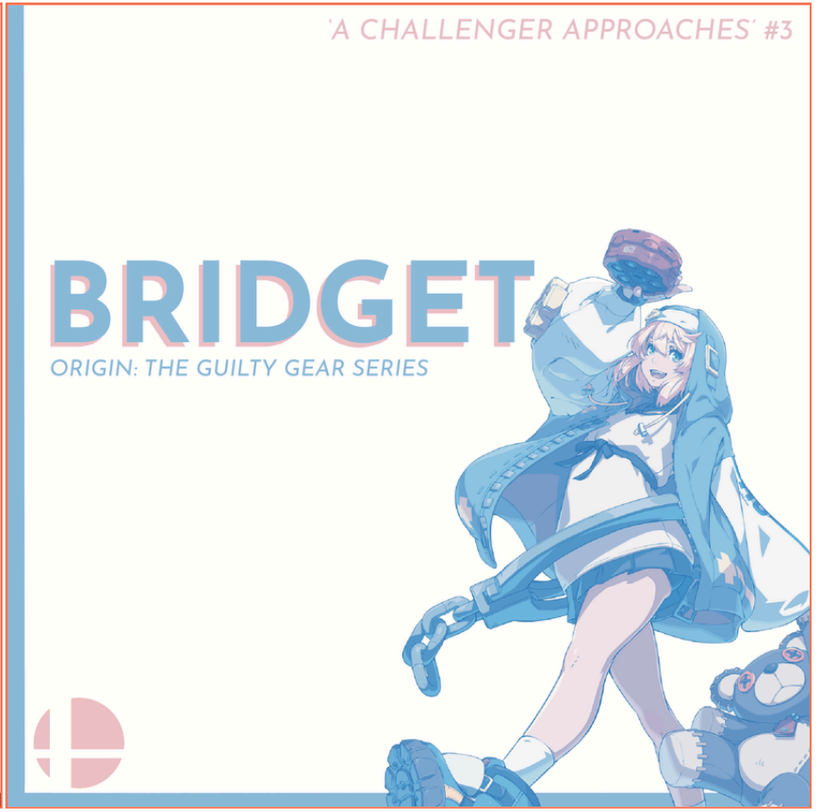


Illustration and Other Work/BA Work/ Candide

Illustration and Other Work/'A Challenger Approaches'



A PERSONAL PROJECT I'M WORKING ON ABOUT WHICH VIDEO GAME CHARACTERS WOULD BE GOOD ADDITIONS FOR THE NEXT SUPER SMASH BROS. GAME

Illustration and Other Work/Commissions

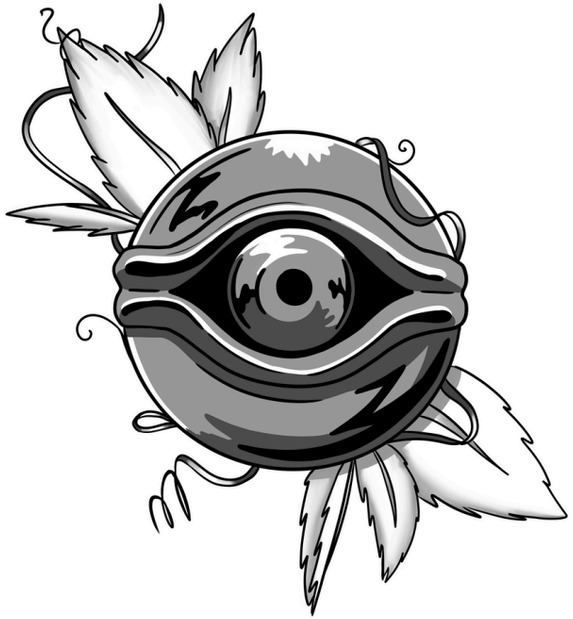
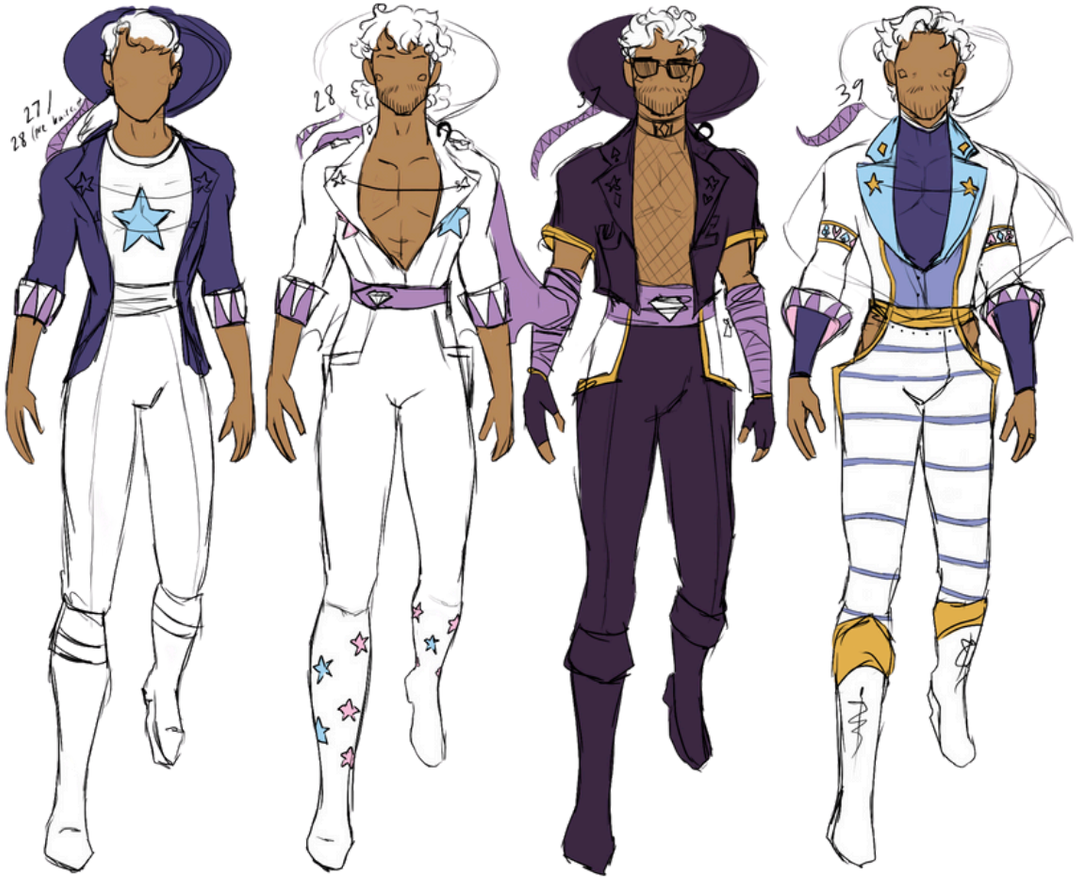


Illustration and Other Work/Original characters



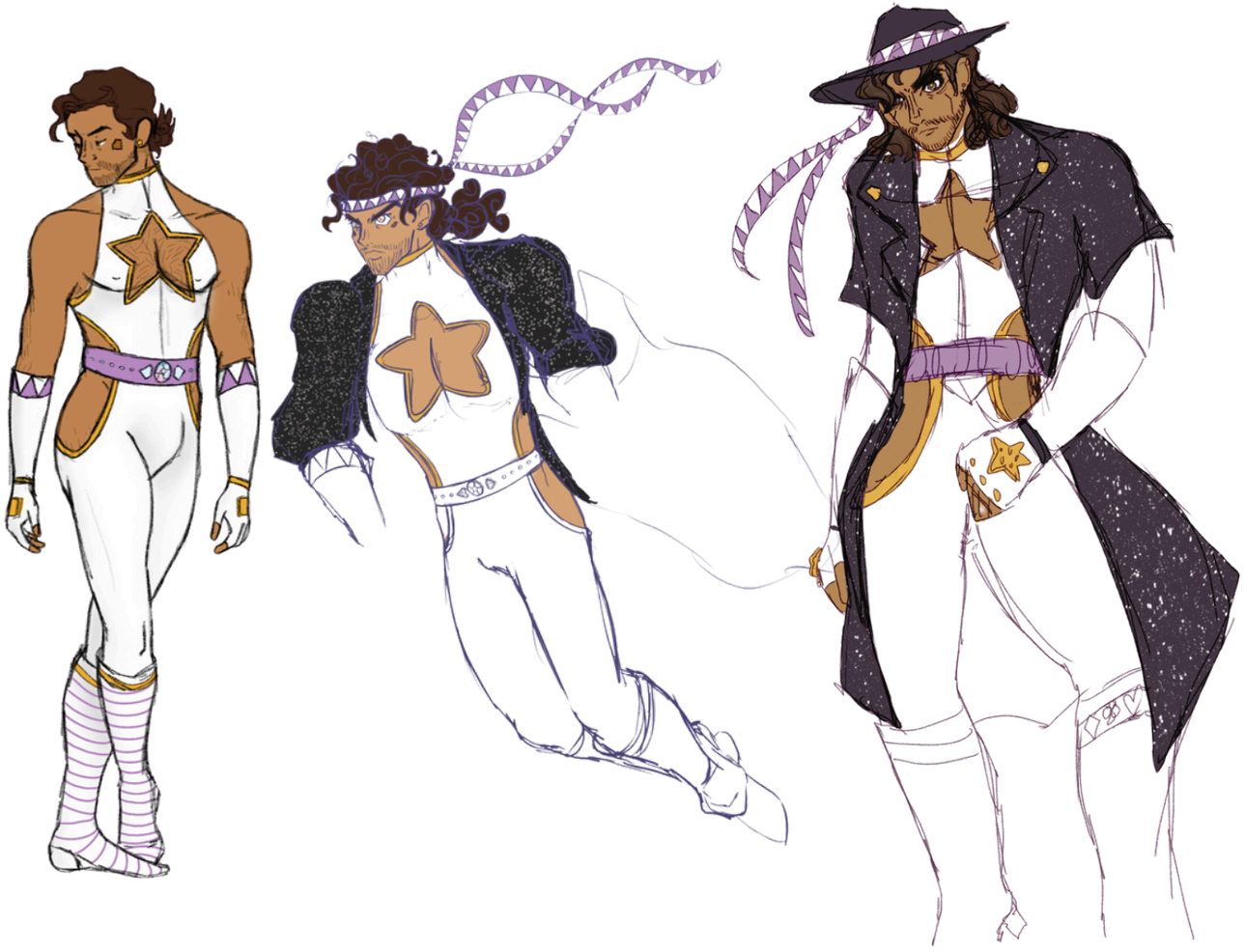


Illustration and Other Work/Original characters

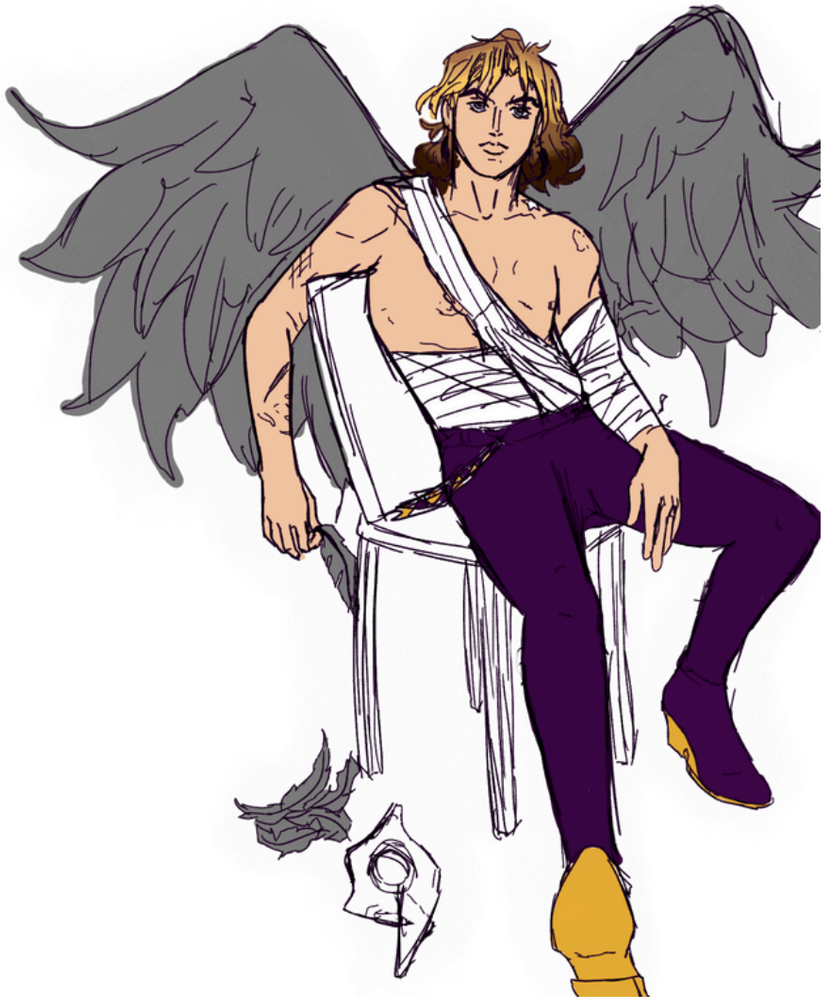
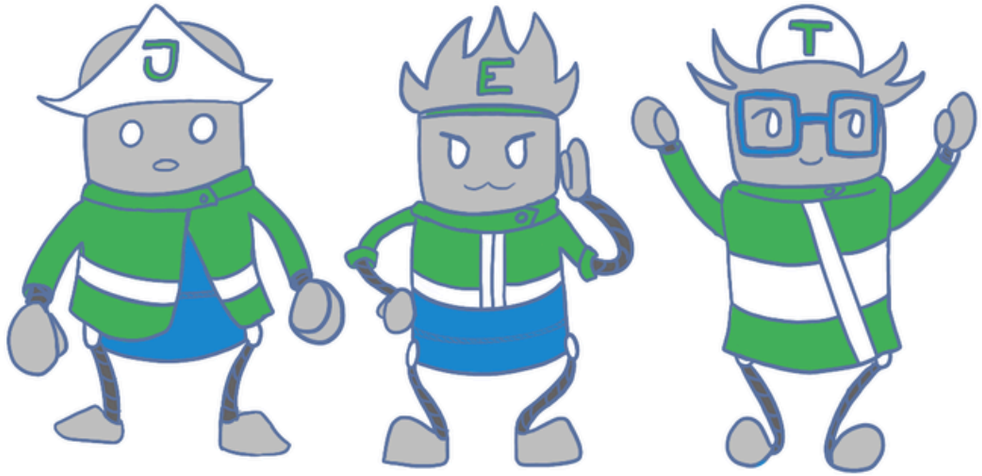
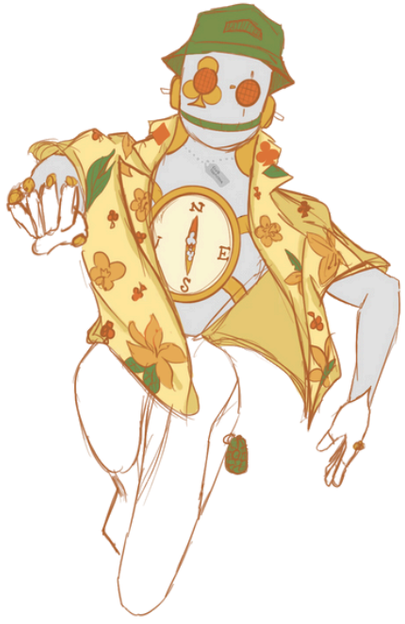


Illustration and Other Work/Original characters





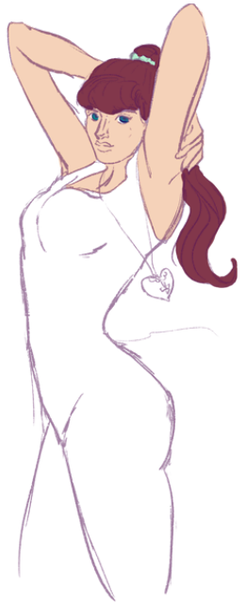


Illustration and Other Work/Original characters

Illustration and Other Work/Original characters/DnD

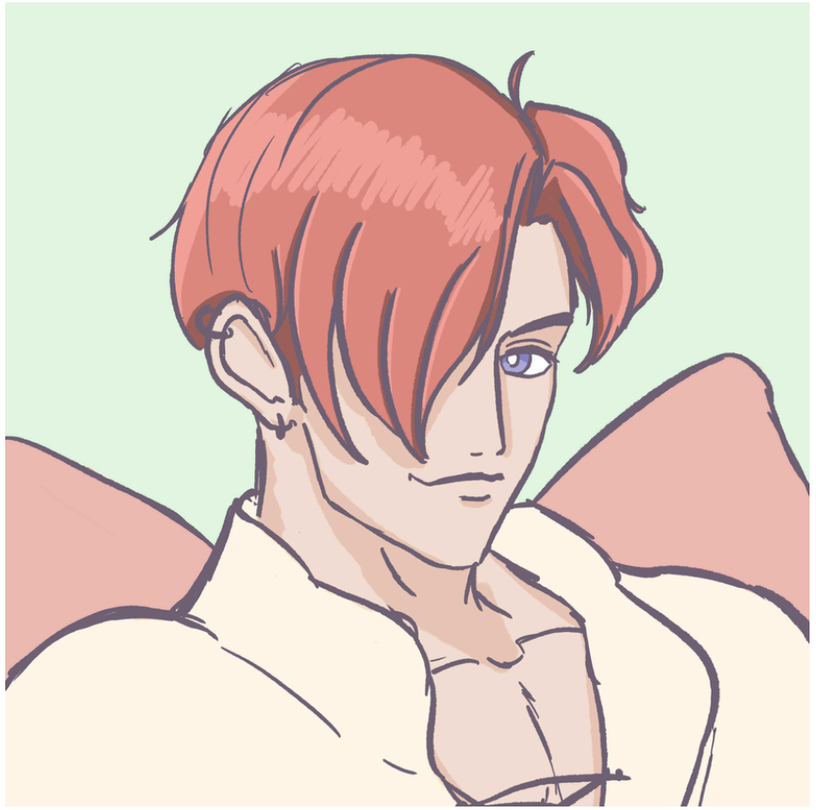


Illustration and Other Work/Original characters/DnD

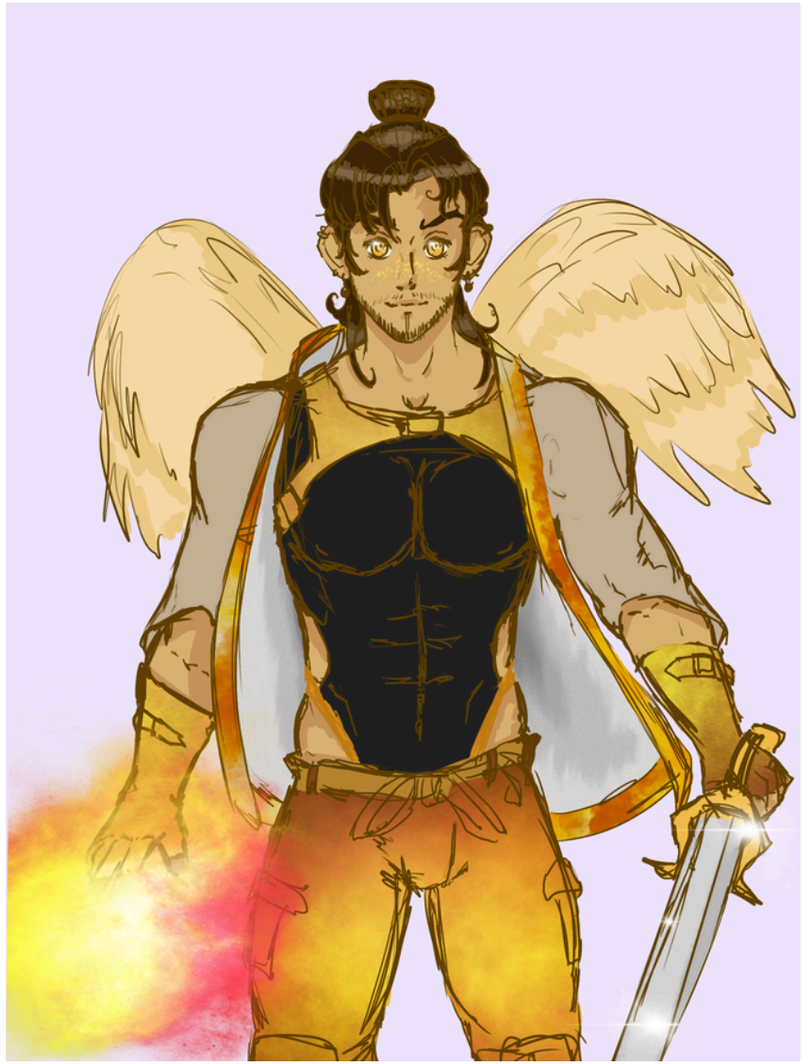
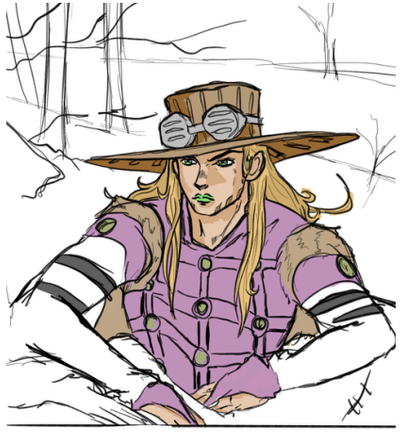
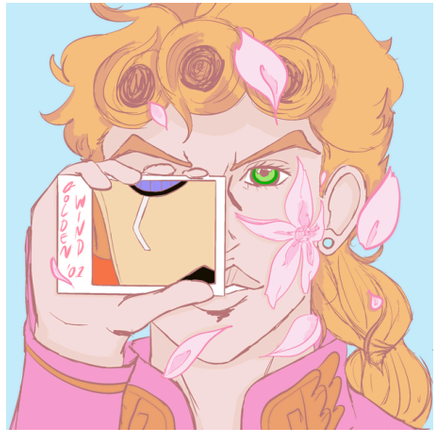
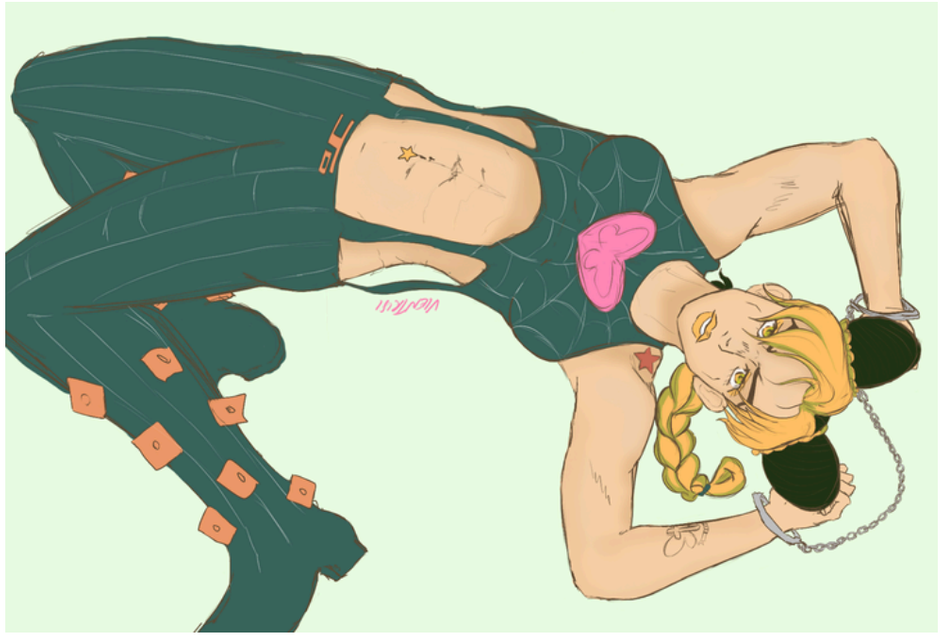


Illustration and Other Work/Fan Art/Fire Emblem

Illustration and Other Work/Fan Art/Anime







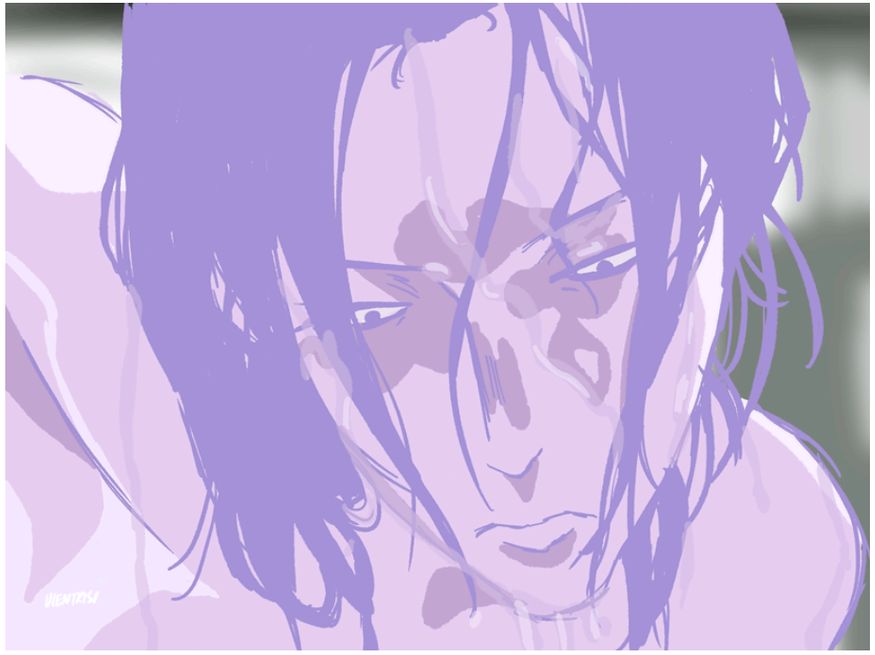


Illustration and Other Work/Fan Art/Other

Textiles/ Physical Media

Cosplays, Plush-Making

2023-

Textiles/Physical Media/Byleth (Smash Bros. Alt) Cosplay/Fire Emblem

Textiles/Physical Media/Alfred (Training Alt) Cosplay/Fire Emblem

Textiles/Physical Media/Shulk Cosplay/Xenoblade Chronicles

Textiles/Physical Media/Shulk Cosplay/Monado Plush/Xenoblade Chronicles

ORIGINAL

PATTERN

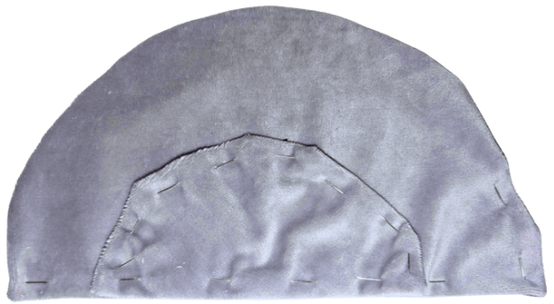
PRE-EMBROIDERY

POST-EMBROIDERY

FINAL PRODUCT

Textiles/Physical Media/Guts's Sword Plush/Berserk/Commission/WIP

PATTERN



DECAL

HANDLE

FINAL DESIGN
PROTOTYPE