



**Harriet Richardson**  
Third Year Portfolio

# Hasbro

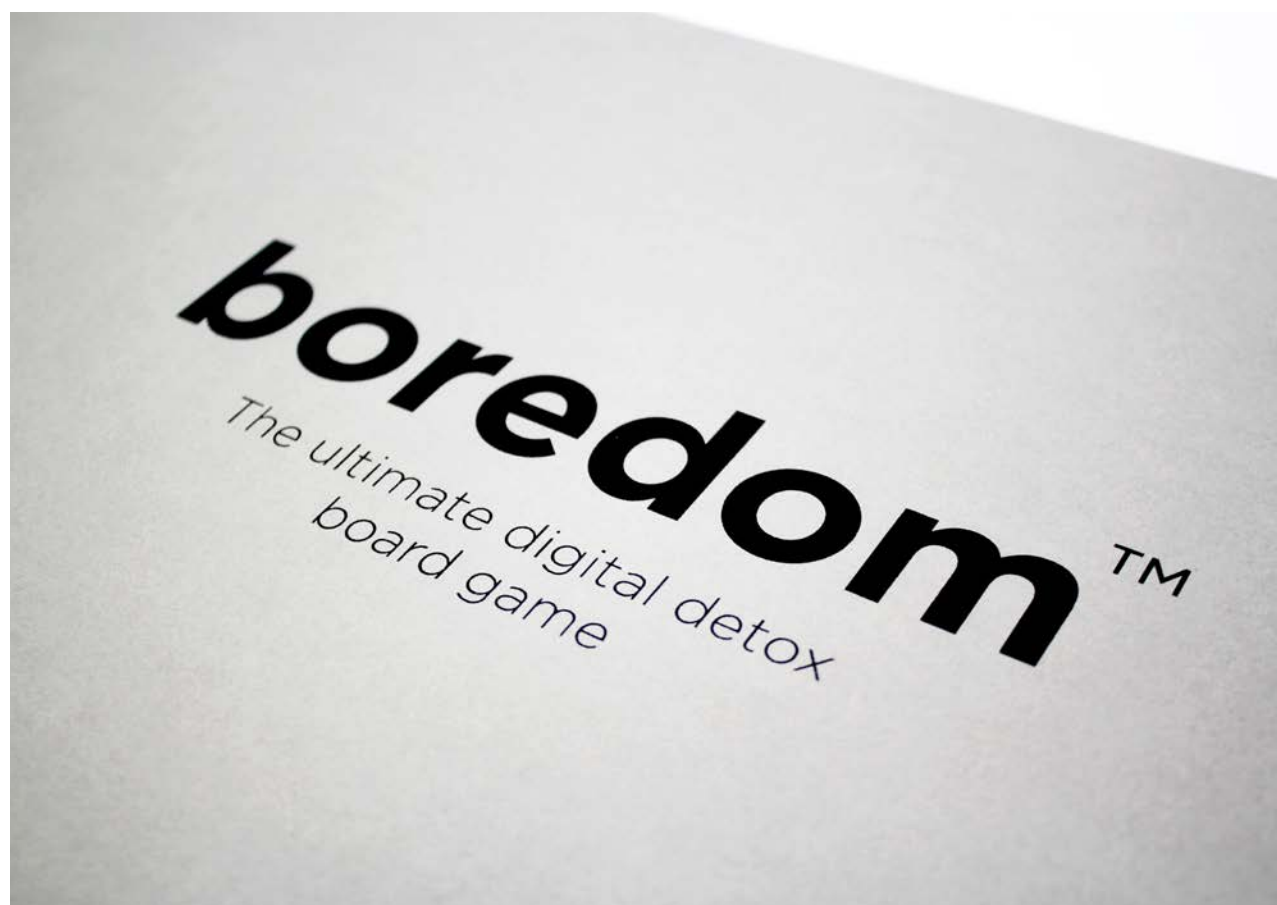
## D&AD Brief

### Boredom

**Brief:** Invent a party game for young adults. The game needs to be an innovative and exciting product that brings people together in the real world, so it must be offline and app free.

**Solution:** Boredom™ is the ultimate digital detox 'bored game'. Players take turns rolling the dice and answering a series of boring questions in order to reach the ultimate goal of boredom. The only thing standing in the way of any player reaching boredom is their own mobile device!



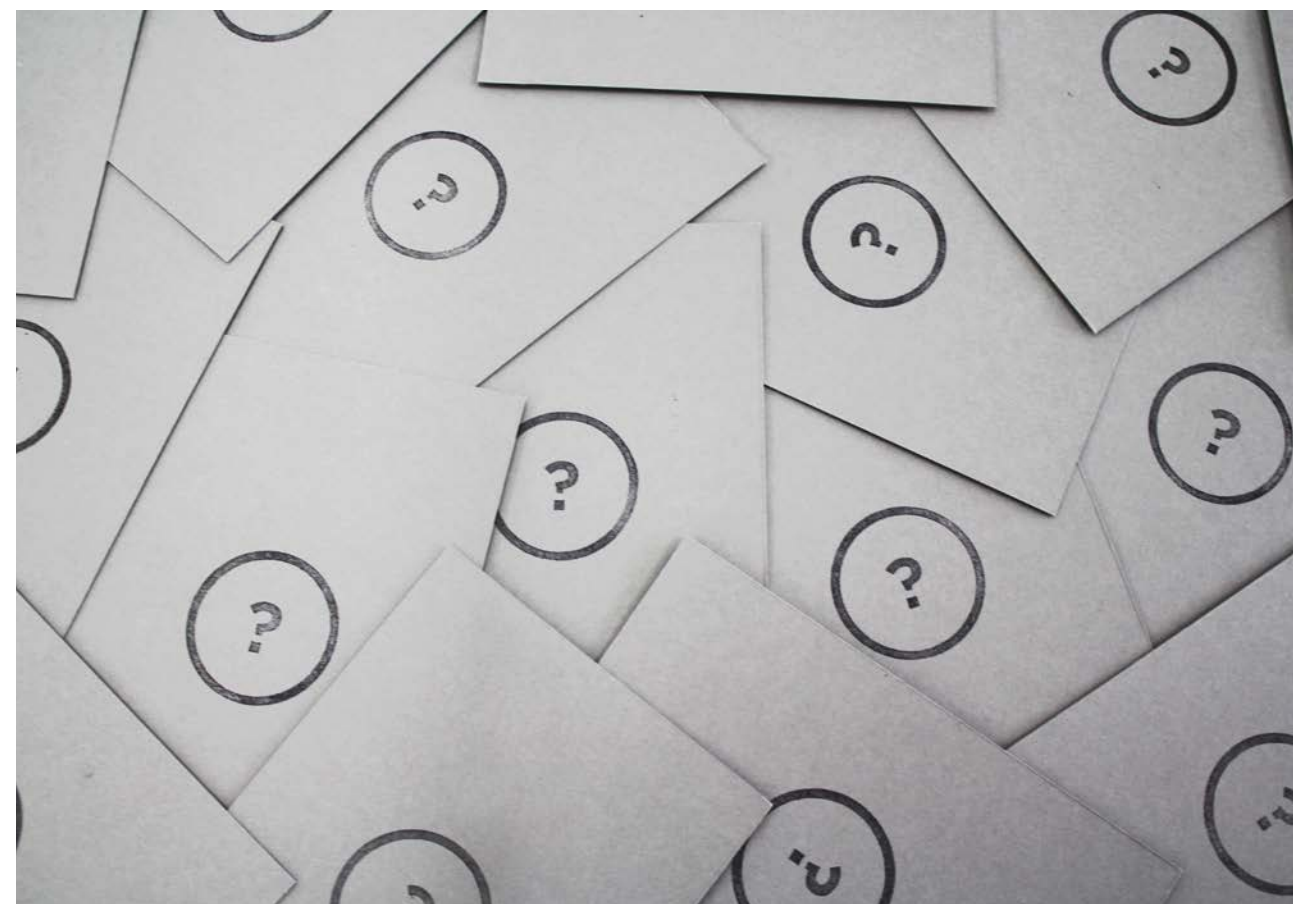
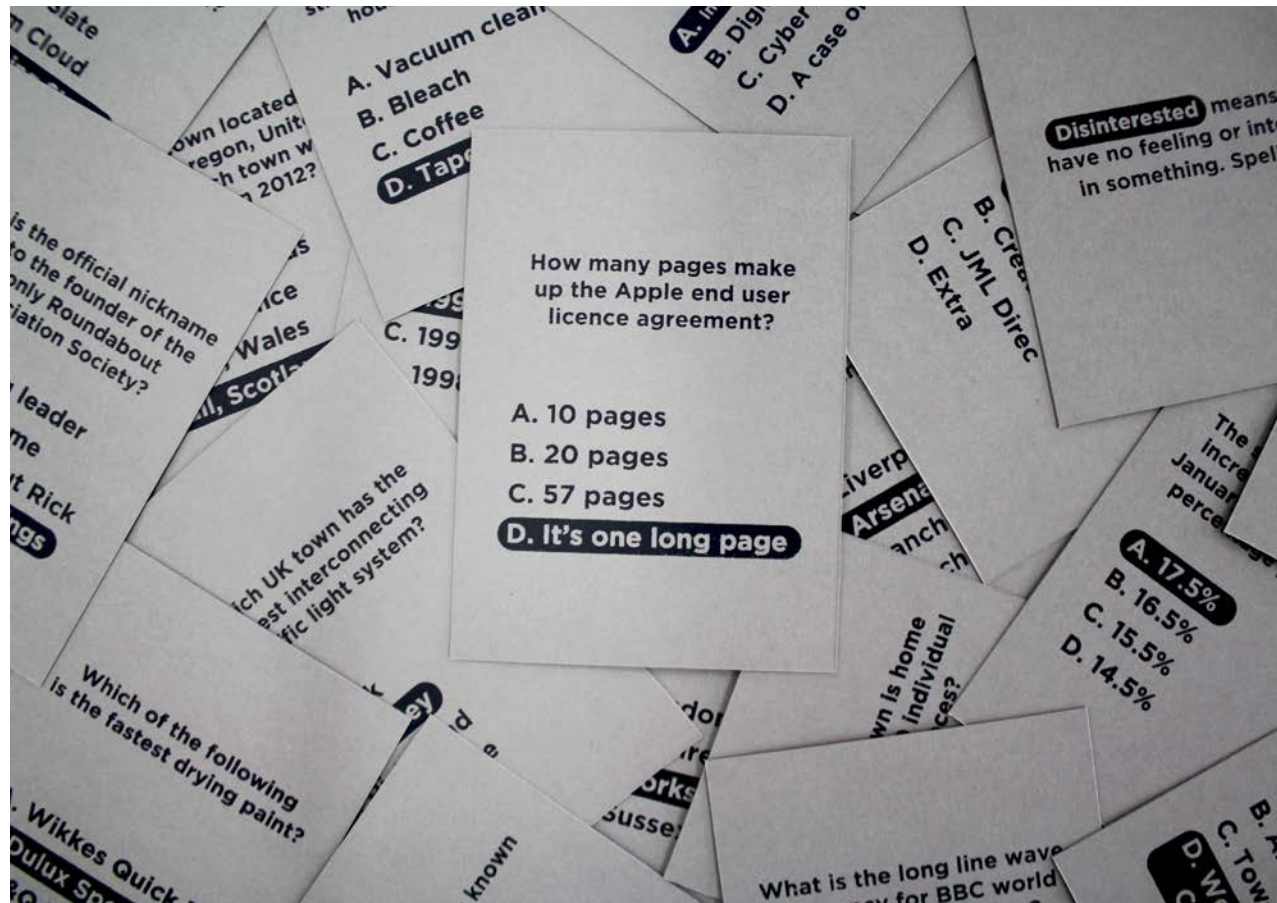




**boredom**<sup>TM</sup>  
Accept it. Embrace it. Enjoy it.









MAIN SUBMISSION  
- SEE VIDEO.



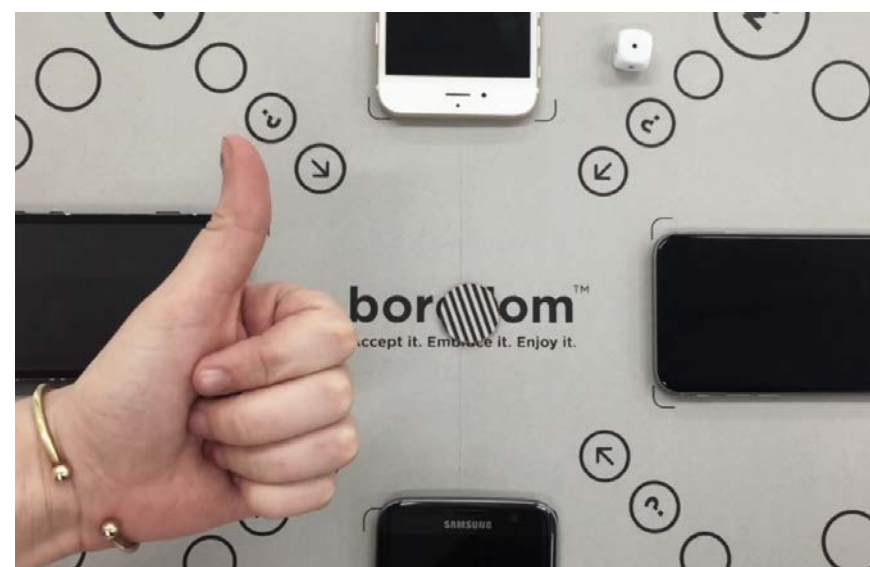
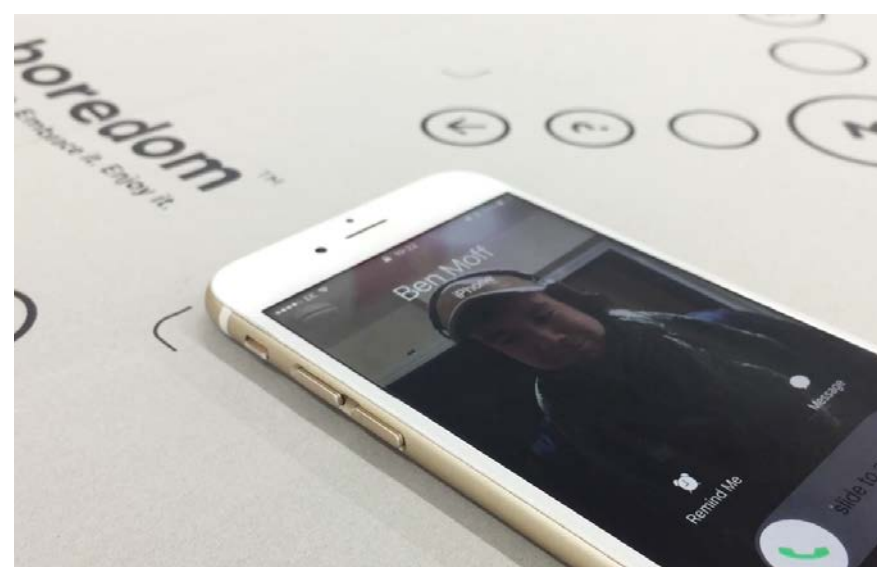
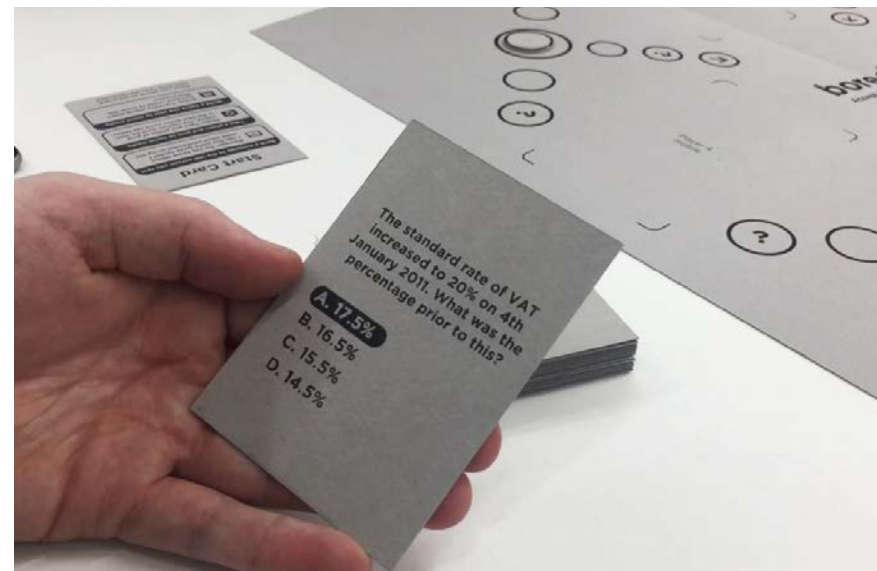




In 2017 it is becoming increasingly difficult to find yourself bored.



We are surrounded with constant stimulation from our smart phones and other digital devices, meaning that we have forgotten the beauty of being bored.

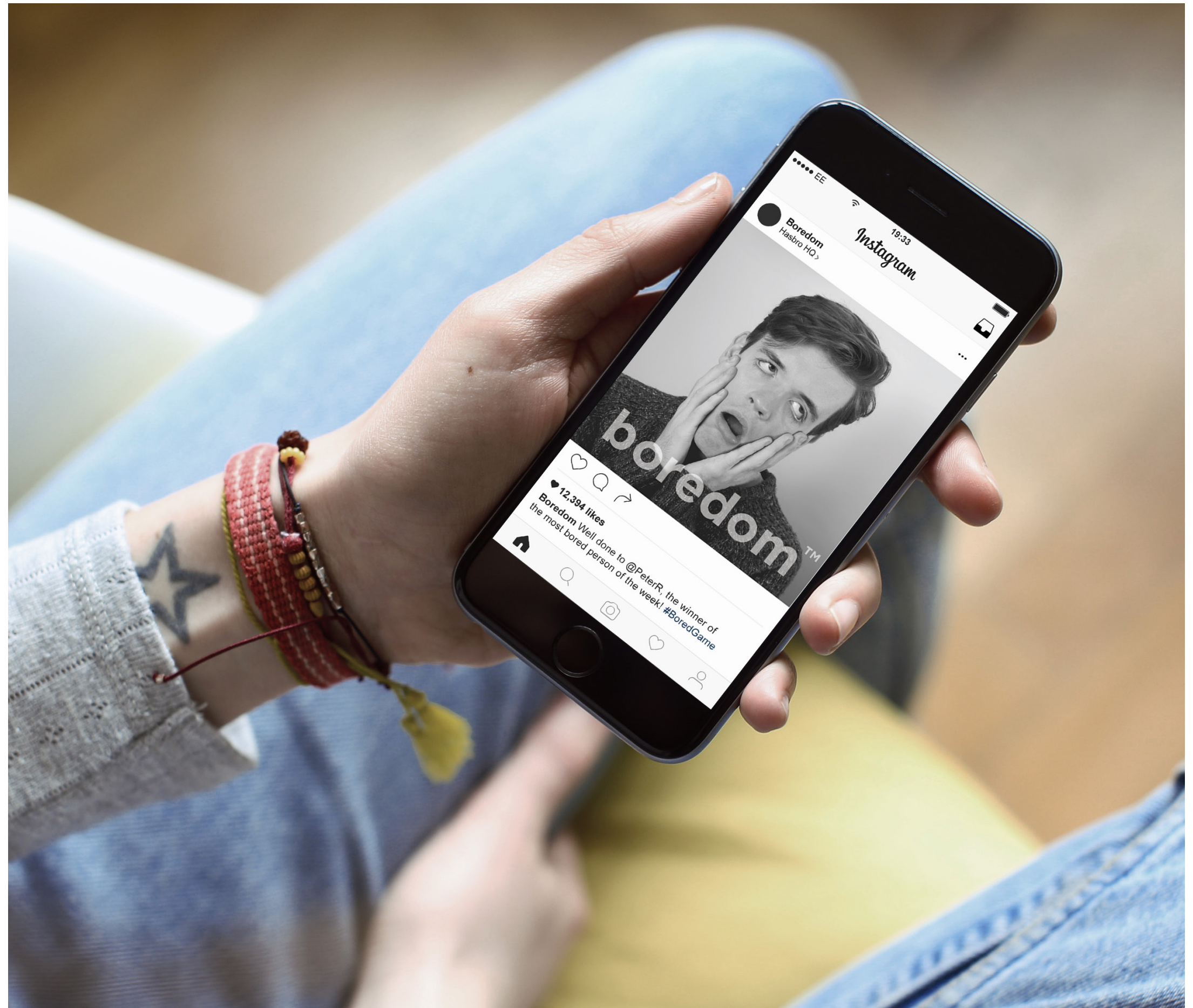




## INSTAGRAM COMPETITION

As part of the bored game, the first person to achieve boredom is prompted to submit their most boring face to the official instagram page.

The most boring people will be featured on the main page, which will cause even more media attention and is also in keeping with the digital theme.







Hey. Busy waiting for the tube? Well I  
bet you didn't know that the shortest  
escalator in any London Underground  
station is located in Stratford, with a  
vertical rise of only 1.4 meters in total.  
*Boring, right? Accept. Embrace. Enjoy.*

**boredom™**



# Arjowiggins


## D&AD Brief

### Samples

**The Brief:** Create a campaign or initiative, service or product with paper at it's core, to promote Sony music and at the same time champion the importance of paper in a digital world.

**The Solution:** 'Samples by Sony' is a revolutionary way of creating new experimental sounds like never before. Using the tactile medium of paper with digital sound technology, 'Samples' allows both music artists and Sony customers to turn paper into music.





# SAMPLES **A MUSIC REVOLUTION**

'Samples' by Sony is a revolutionary way of creating new experimental sounds like never before, combining the tactile medium of paper with digital sound technology.


'Samples' allows both music artists and Sony customers to turn paper samples into audio samples, whilst also exploring the unique and beautiful medium of paper.



## Launch Campaign

The launch campaign will slowly reveal over time, allowing the public to rip and tear the surface poster. This utilises existing Sony Music artists posters, whilst enabling the public to experience the brand in a tactile way, relating to the overall idea.

WE'RE **RIPPING UP** THE RULE BOOK

SONY MUSIC ×  arjowiggins





## **Mailer**

Music artists and Sony customers will receive a 'Samples' mailer which must be torn to be opened.

The mailer is made up of a range of carefully selected 7x7 inch paper samples, showcasing the different properties, colours, weights and finishes of Arjowiggins papers. The artists and customers are then prompted to rip and tear the paper samples.





## Mobile App

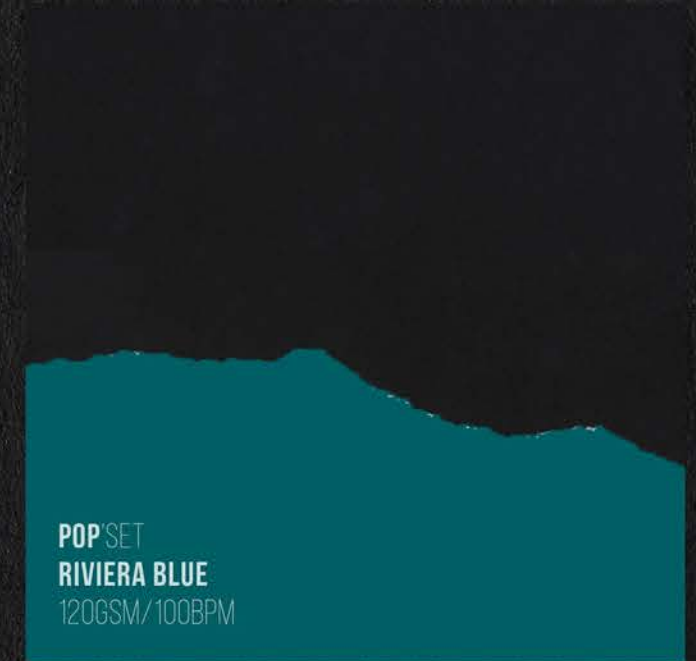
Once users have ripped and experimented with their samples, they then use the specially designed 'Samples' app to scan the paper. This will then convert their rips into a unique audio sample which they can instantly play back.





## Music Technology

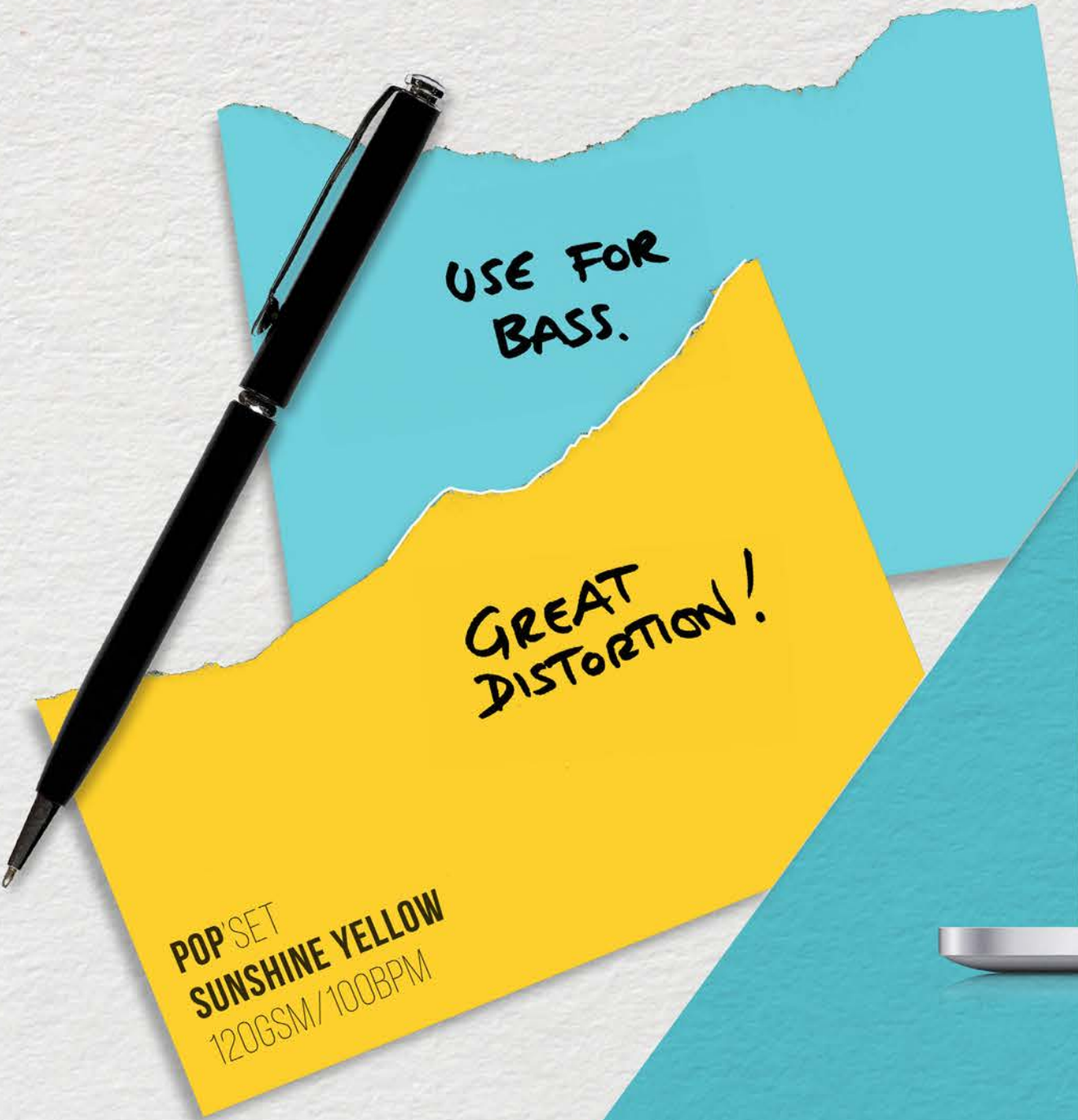
The colour of the sample will determine the basic sound and the rip of the sample will determine the variables, such as pitch, distortion and frequency. Different textures, weights and finishes will all rip differently, meaning that no two sounds will be the same.





### Music Notes

Users will also be encouraged to write about their experimental sounds using ‘Music Notes’, which enables them to keep a log of their trials and errors. These notes will be recognized by the app and will be uploaded to each users online Sample book.



### Sample Book

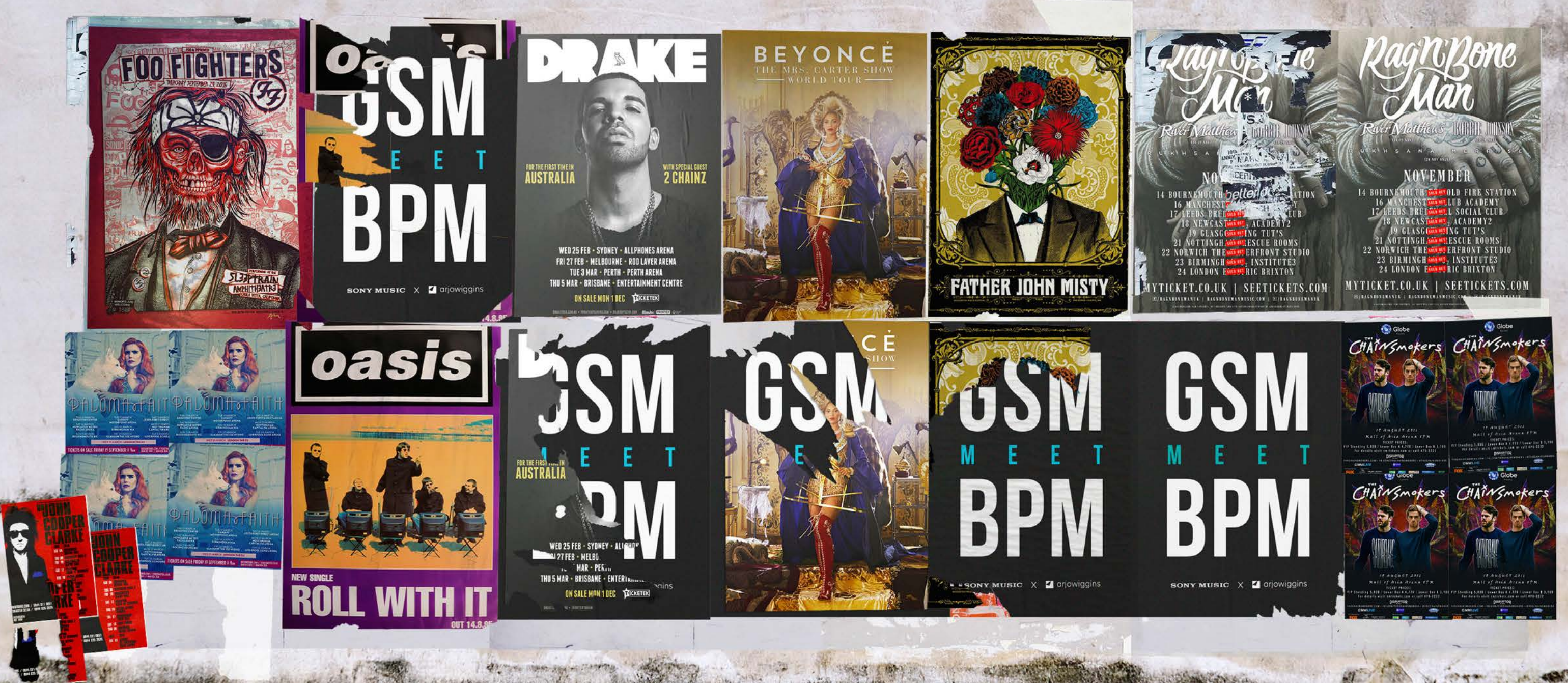
Once scanned on a mobile device, users can then upload their Samples to their own online ‘Sample Book’ where they can save, explore and even layer their different samples.





Ambient Campaign

An extension of the ambient campaign are a set of fly-posters with the strap line 'GSM meet BPM'. These would also appear under existing posters and will coincide with the release of the mailer, provoking intrigue amongst the audience.





## Various Artist

Once the audio samples have been used to create a piece of music, the artist or customer can then use the physical paper version of the samples to create their own album art.

This will not only be unique to every user, but will also visually represent the music, showcasing the beauty and diversity of both paper and sound.









# Adobe

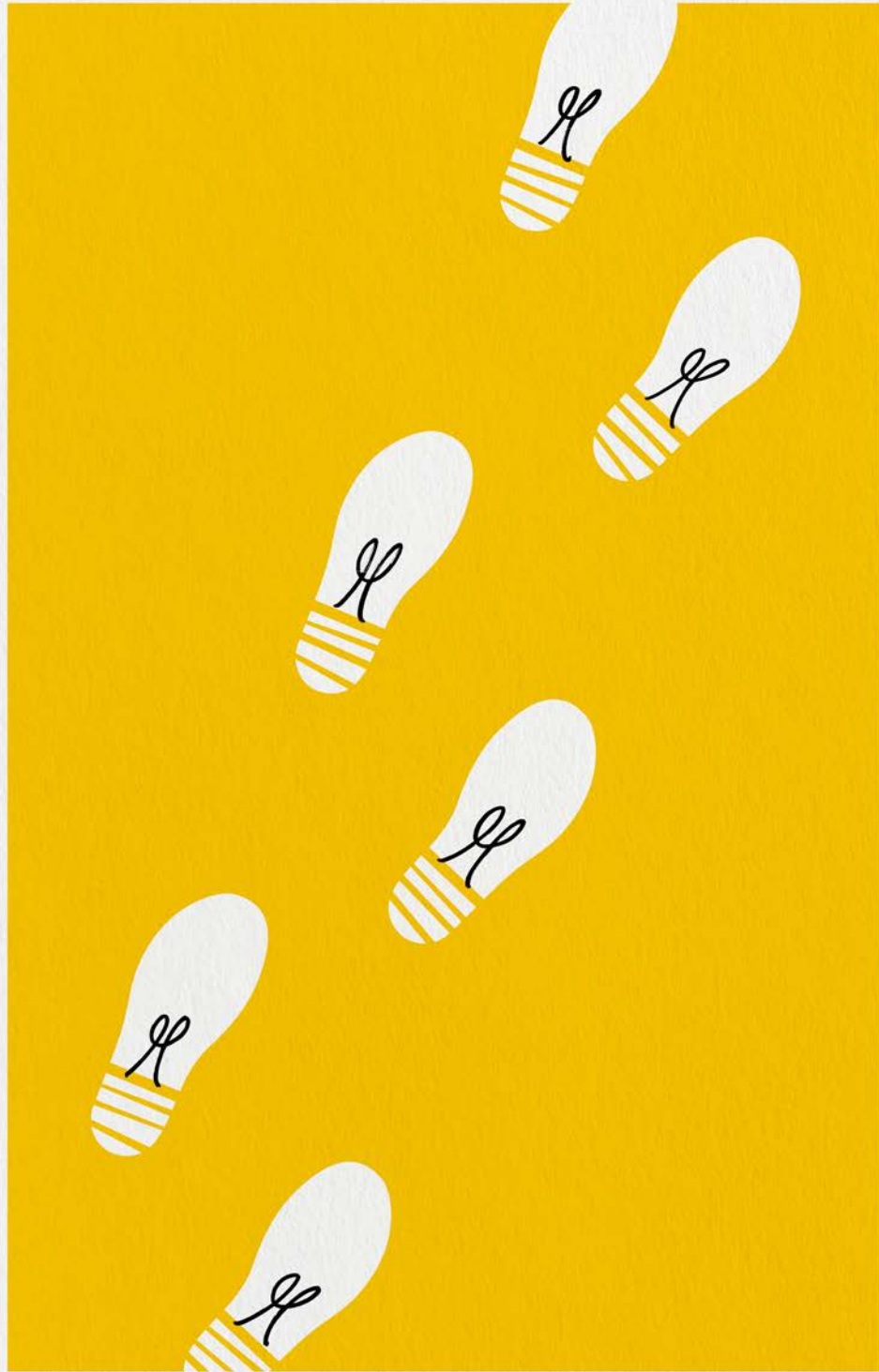
## D&AD Brief

### Tackling creative block

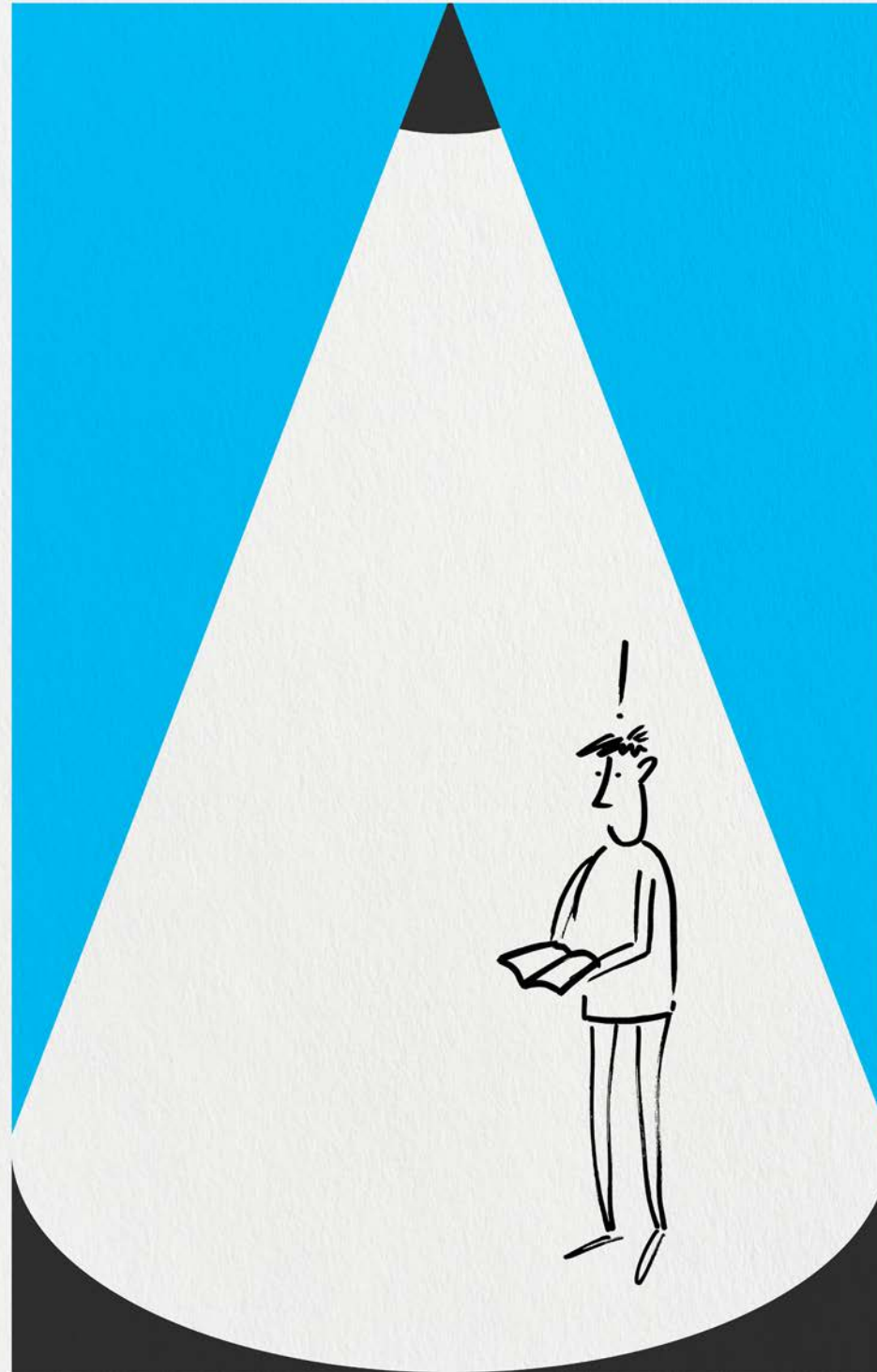
**The Brief:** Use your life lessons and celebrate them through illustration or photography. Identify the advice you'd like to give, and create a series of 3 posters or prints to visually bring your insight to life.

**The Solution:** Creative block is a burden that every designer will have to face at some point in their career. From interns to creative directors, we will all hit the 'ideas wall' and sometimes a little bit of inspiration is all it takes to get back up. 'Tackling creative block' is a series of posters to help motivate and inspire creatives when faced with this issue.

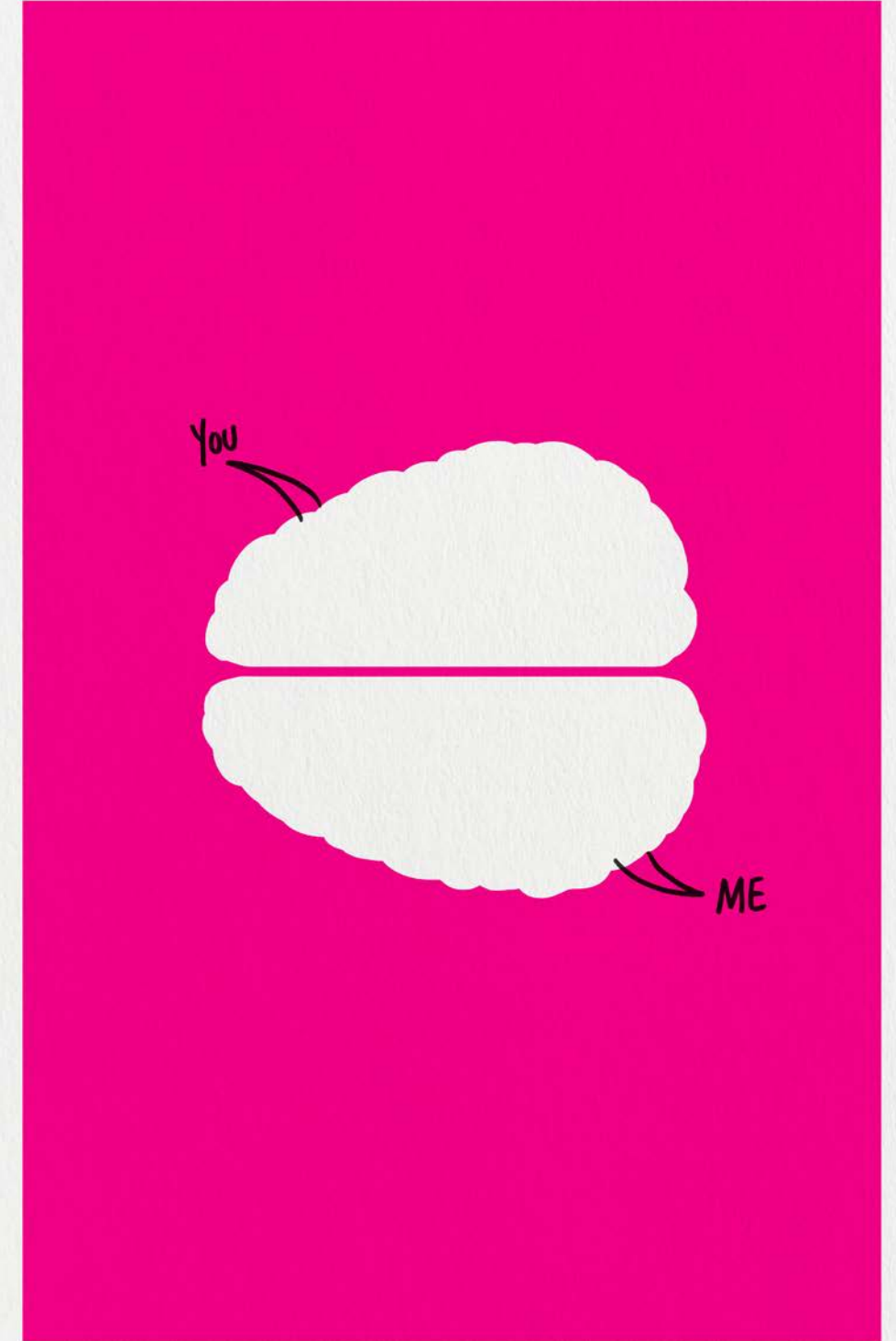




"Go for a long walk."



"Take a pencil wherever you go."



"Talk to someone. Two heads are better than one."



# Adobe

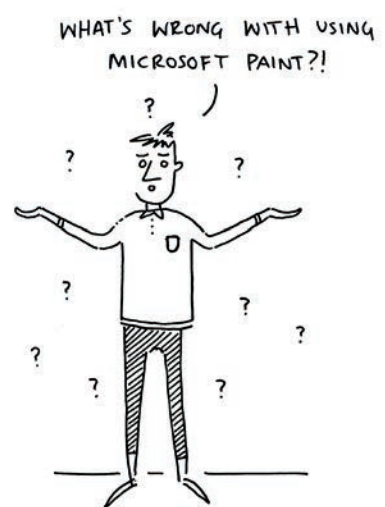
## D&AD Brief

### The little things

**The Brief:** Use your life lessons and celebrate them through illustration or photography. Identify the advice you'd like to give, and create a series of 3 posters or prints to visually bring your insight to life.

**The Solution:** It's the little things in life that make a big difference. This is a phrase that I have always believed in, and going on my work placement was no exception. This set of three posters illustrates how little things can get you a long way.







Make lots of tea

It's the little things.





Be first in, last out

It's the little things.





# Personal Project

## Self Initiated Brief

### Get Smart

**The Brief:** In 2017, for the first time ever, sales of water will overtake the sales of carbonated sugary drinks. Smartwater are looking for an innovative and engaging way to further educate people about the benefits of making the switch from sugary drinks to the more natural alternative.

**The Solution:** Introducing 'Get Smart' by smartwater, the week long take-over campaign that aims to educate people about the endless benefits of water in a new, graphic way.

Smartwater will be introducing limited edition, collectable packaging which works in collaboration with an educational app, along side further exciting take-over events which will both educate and hydrate!



# Get Smart

Smartwater Week 2017



**LIMITED EDITION  
PACKAGING**

As part of the 'Get Smart' initiative, Smartwater have created a limited edition bottle that hilights the weight loss benefits of drinking water in an interactive way.





**COLLECTABLE  
WATER FACTS**

There are 15 different water facts to collect,  
each in sticker form on the reverse of the bottle.



**HYDRATE  
WHILST  
YOU LEARN**

Customers will receive a free 'Progress booklet' in which they can place the collectable facts. The aim is to fill the booklet within one week, equating to 15 bottles of water, the recommended amount for adults. This enables the consumer to not only 'get smart' about water, but also get fit by staying hydrated.

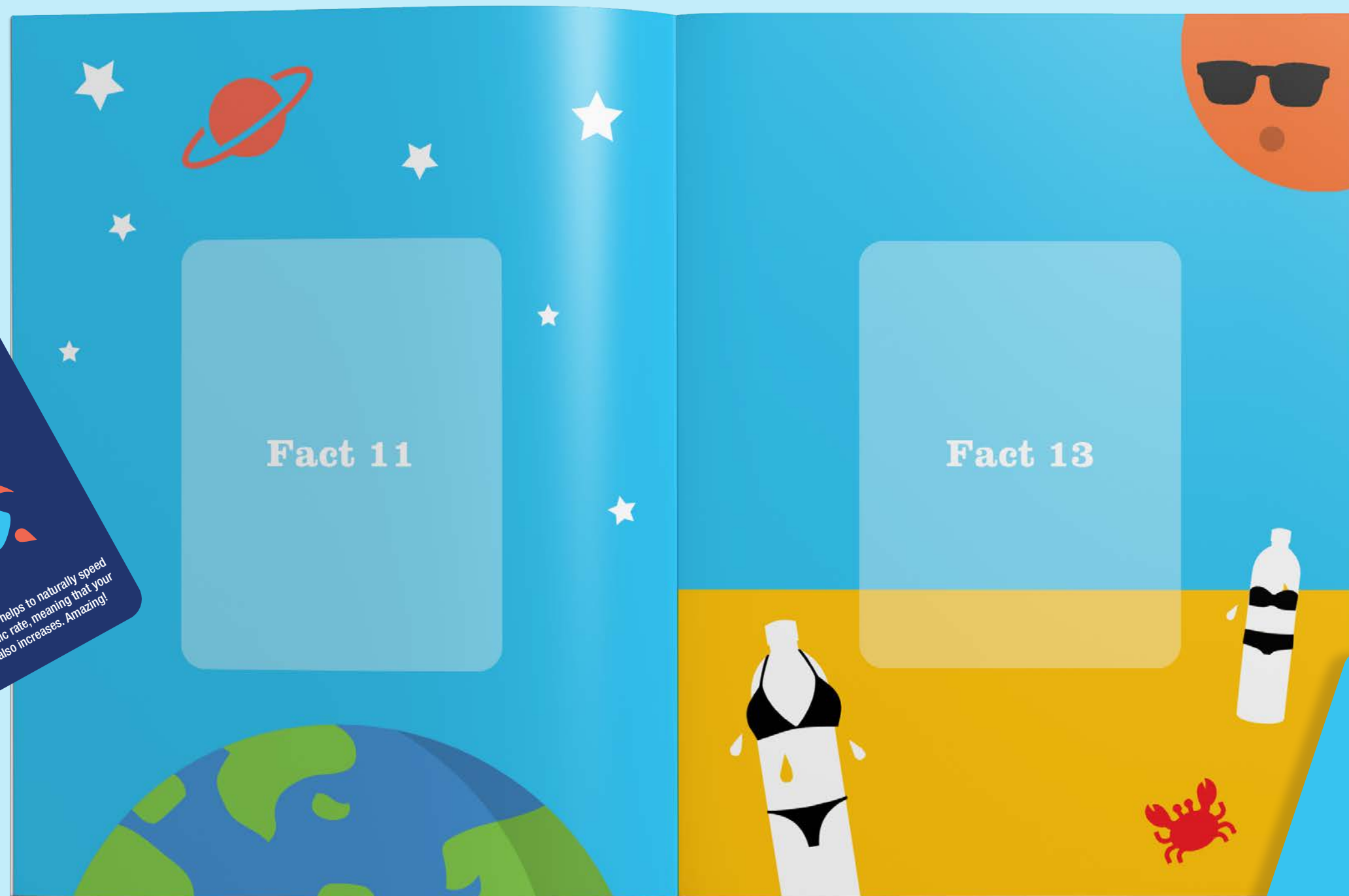




**Water speeds up  
your metabolism**



Drinking water regularly helps to naturally speed up your body's metabolic rate, meaning that your ability to burn fat also increases. Amazing!



**Water naturally  
cools you down**



Drinking water helps to regulate your body's natural temperature, especially in the hotter months. So stay cool and drink up!

### Water speeds up your metabolism



Drinking water regularly helps to naturally speed up your bodys metabolic rate, meaning that your ability to burn fat also increases. Amazing!

### Water is a natural appetite suppressant



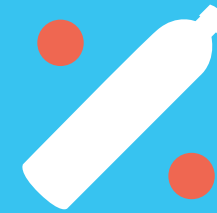
Drinking water helps to suppress appetite. A lot of the time your body may think it's hungry S when you're actually just dehydrated. Drink up!

### Water improves bowel movement



Drinking water regularly helps maintain natural bowel movement in both men and women. In turn, this helps to shift excess water retention.

### Water is 100% fat, sugar & calorie free



Water is 100% natural, with nothing added and nothing taken away. So if you're counting calories or just cutting out sugar, water is the way to go!

### Water flushes toxins away



Drinking water helps maintain the health of your kidneys. The kidneys are responsible for filtering all of the bad bacteria and toxins from the body .

### Water promotes healthy growth



Drinking water is a vital part of healthy growth and development. The body needs water to help in replenishing and creating new cells. Drink up!

### Water naturally enhances sex



Regularly drinking water has been proven to increase sexual libido, enhance lubrication and even improve flexibility. What are you waiting for!

### Water prevents illness and disease



Drinking water is vital in helping to build a strong immune system and fighting off any unwanted germs. Feeling ill? Have a sip!

### Water helps to regulate sleep



Drinking water is one of the main cures for a restless night. Water relaxes the body and helps to clear the mind, all aiding in a good nights sleep.

### Water naturally cools you down



Drinking water helps to regulate your bodies natural temperature, especially in the hotter months. So stay cool and drink up!

### Water promotes clear skin



Drinking water regularly helps to naturally speed up your bodys metabolic rate, meaning that your ability to burn fat also increases. Amazing!

### Water helps us concerntrate



Drinking water helps to suppress appetite. A lot of the time your body may think it is hungry when you're actually just dehydrated. Drink up!

### Water improves your mood



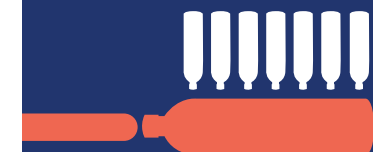
Drinking water regularly helps maintain natural bowel movement in both men and women. In turn, this helps to shift excess water retention.

### Water makes us more affectionate



Water is 100% natural, with nothing added and nothing taken away.

### Water prevents tooth decay



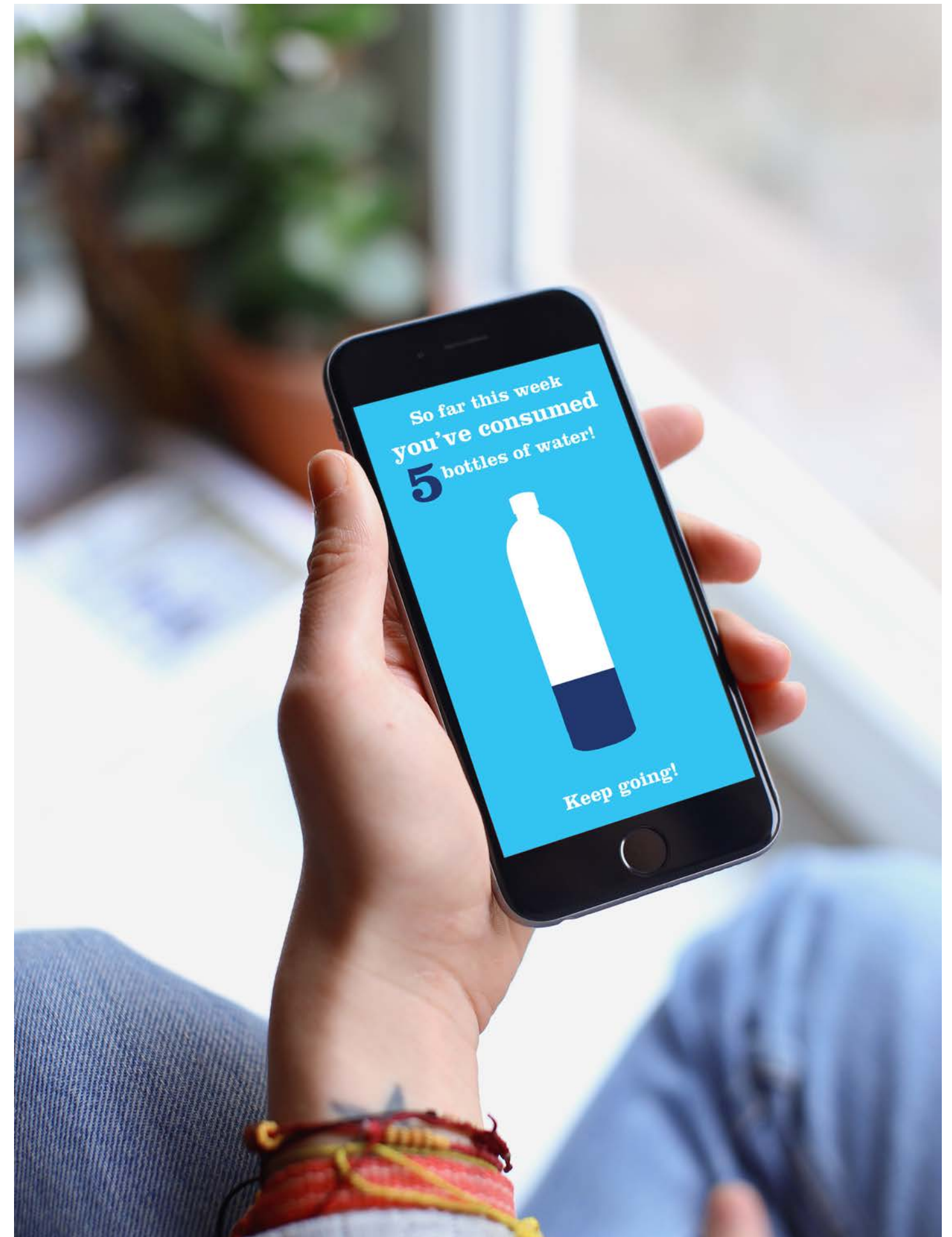
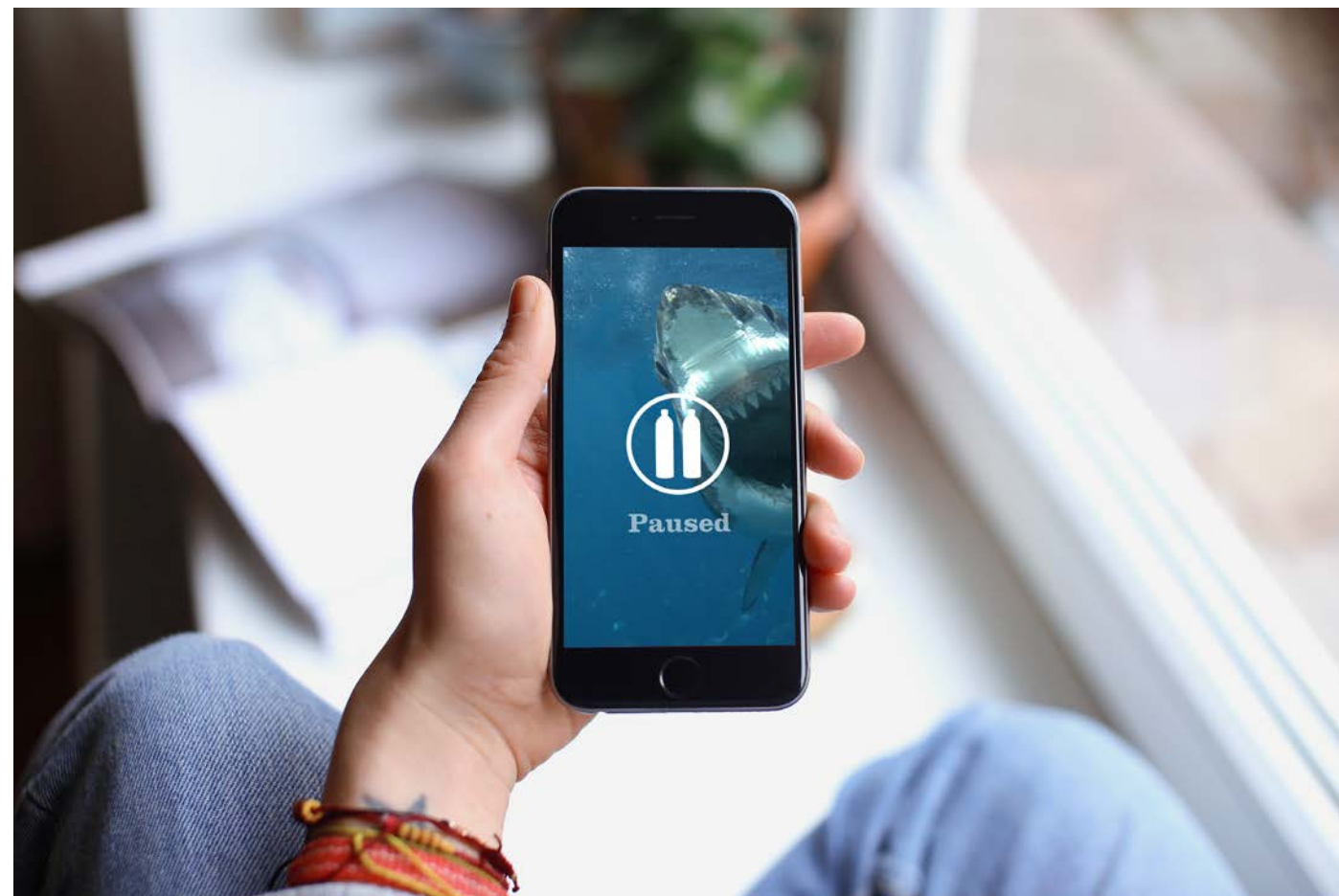
Drinking water regularly helps maintain natural bowel movement in both men and women. In turn, this helps to shift excess water retention.



## FURTHER BENEFITS

In addition to getting fit and learning about water, collecting the different facts can unlock exclusive features in the 'Get Smart' app.

Users enter the unique code on the reverse of each sticker to unlock content such as a water consumption tracker and also exclusive educational content and videos.





**Drink more,  
lose more.**



Drinking water regularly can boost your natural  
metabolism, causing you to burn excess fat faster!

**Get Smart**



## POP-UP EVENT

The 'Get Smart' pop up event allows the public to experience the fun illusion of water a life sized version of the exclusive packaging.

Customers can learn about the benefits of water whilst creating convocation about the event with the 'splashtag' #GetSmart.

