

PORTFOLIO

Bachelor of design degree

Name: [REDACTED]

Phone: [REDACTED]

AUT ID: [REDACTED]

Major: Communication design

Hello, my name is [REDACTED] and I am currently completing Level 3 at Albany Senior High School. I am creatively inclined in everyday life, and enjoy tasteful and on trend design through to abstract sculpture and painting. I often shoot films and enjoy creating things. I have dedicated every Wednesday of 2016 to completing design briefs and visiting design studio's and marketing sectors - at my school Wednesday's are for dedicating time to your passion. I am interested in photography and am actively on shoots modelling, shooting and creative directing for friends editorials. I have been involved in many different visual art subjects even if I am not taking the subject.

My favourite subjects are design, media studies, social anthropology and Spanish. In Level 1 and in Level 2 I endorsed Art Design with excellence and the overall year with excellence, additionally in Level 2, I gained top of subject in Art Design at Mahurangi College. This year I am aiming to endorse with excellence and gain scholarship in the subject as well. I take a lot of time when researching and ensure my work is completed to the height of my ability before handing it in. I also hope to do well in Spanish and overall as I have high standards of achievement for myself.

Sustainability is a contemporary issue that I consider more than a fad and my interest in this has pushed me to become more aware of my practices as an individual. Taking social anthropology has benefitted me in growing these practices and I consider myself an ethical consumer. I am looking forward to opportunities with AUT's sustainability group. I believe that ethical consumerism is increasingly important for our society and I wish to be able to work with individuals and companies who are in some way sustainable or promoting sustainability. I am excited to minor in design for sustainability as I will learn so much about principles of ethical design and what it means to be sustainable as a designer.

I aspire to become someone influential in the design industry, who will one day appear in conferences, feature in magazines and become a mentor to others. I want to be able to have a range of careers, from freelancing to working for large design corporations. During my time completing my design degree I wish to pick up a few business papers aswell. The option of interning and studying internationally through AUT in the 3rd year is very exciting and would be a lifechanging experience for me. AUT is my chosen place of study as I have learned from attending the portfolio day hosted by AUT staff that it has the highest quality of education from passionate teachers who really care, and that everything is aimed towards you being the best.

The way in which students collaborate and work for real life clients during their study is what I will love about AUT and makes it stand out for me. AUT will put me above others in the field because I will be motivated to be the best, being taught by well respected lecturers/mentors with amazing facilities and connections.

█: Details

July 2016

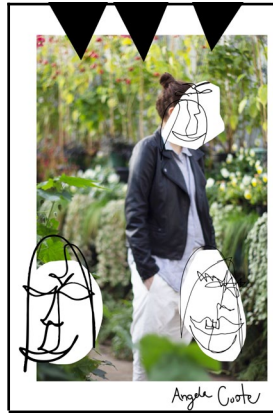
The idea of these photos was to contrast between the crisp colour and lines of her clothing compared to the nature and soft greens of the gardens. It would be an ideal photoshoot for a line of clothing.



TRANSLUCENT

LA LUZ
LA LUZ

COVER IMAGE



Zine cover and double page spread

July 2016

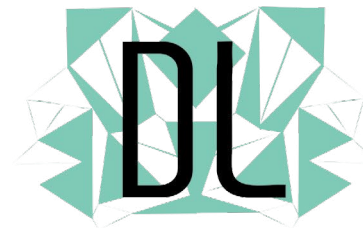
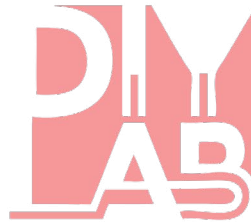
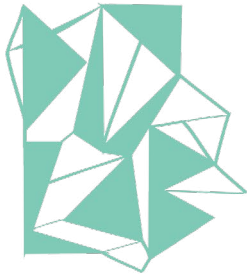
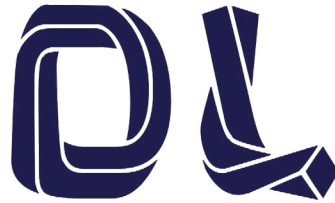
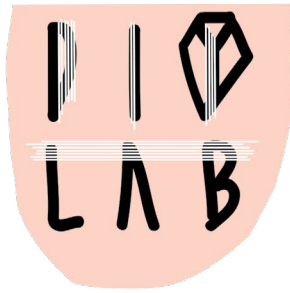
I used mixed media and collage to create a cover for the zine "la luz."

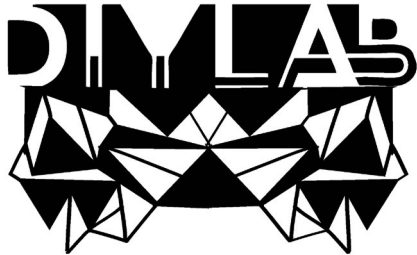


Logo development

April 2016

DIY LAB is a unique studio which runs workshops. They want their branding to represent their DIY essence with a more profesional aesthetic.

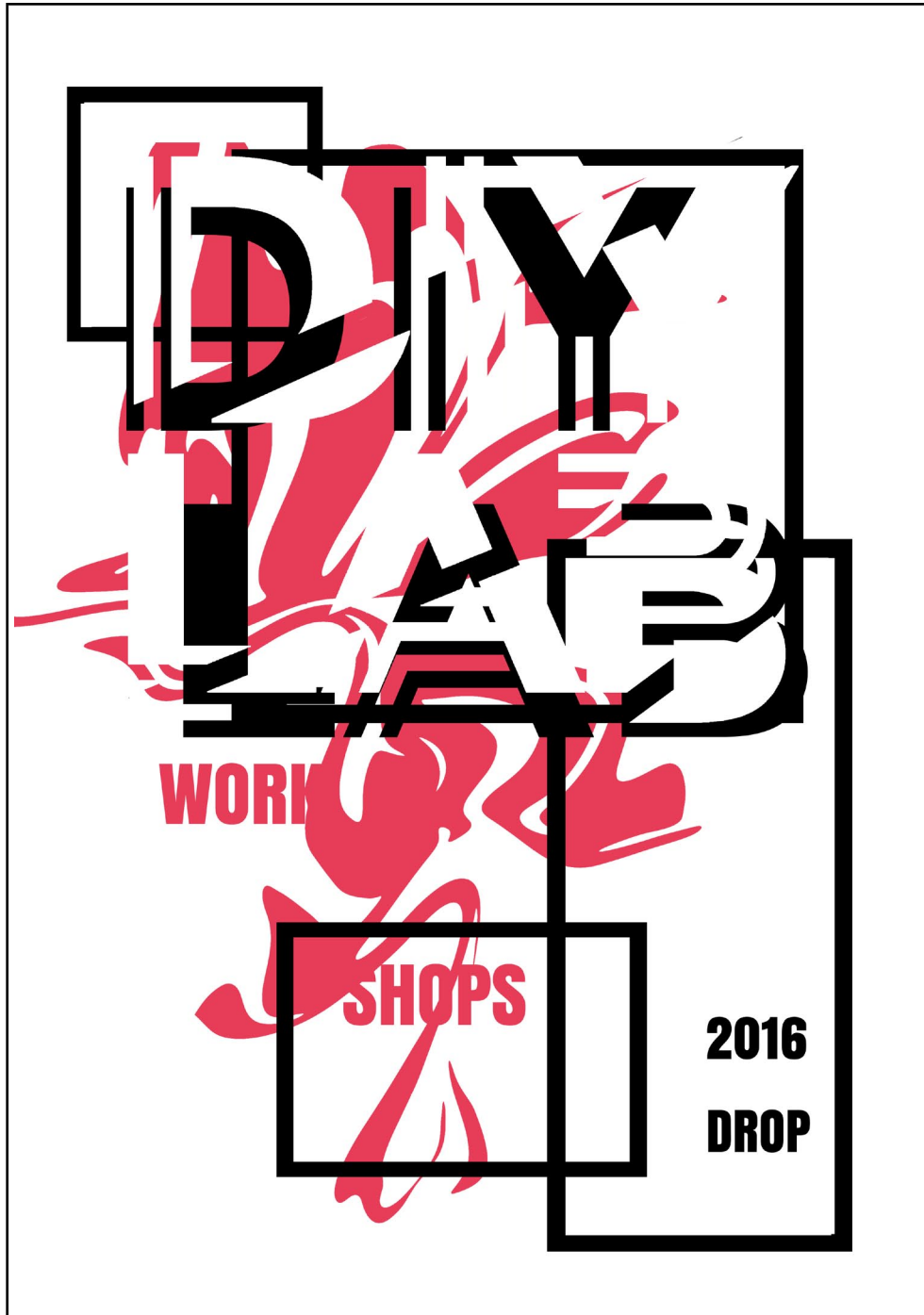




Final logo

May 2016

Chosen as final logo because it nicely incorporates text and shape and is very simple.



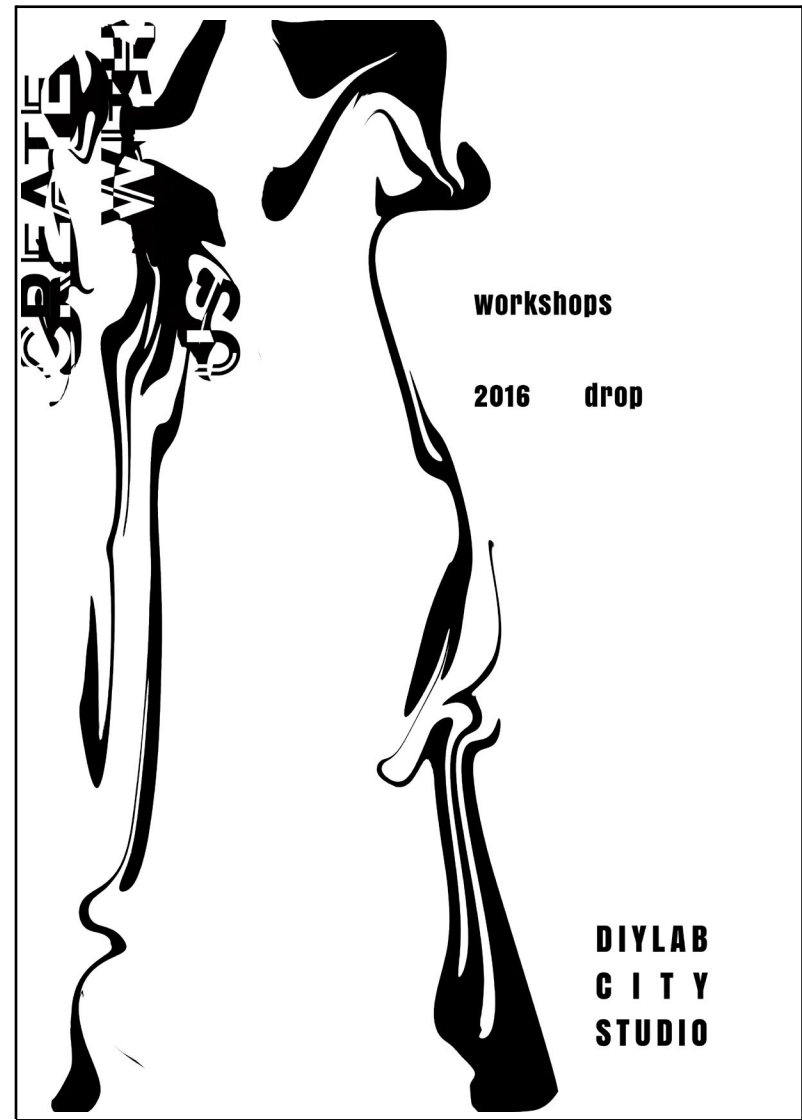
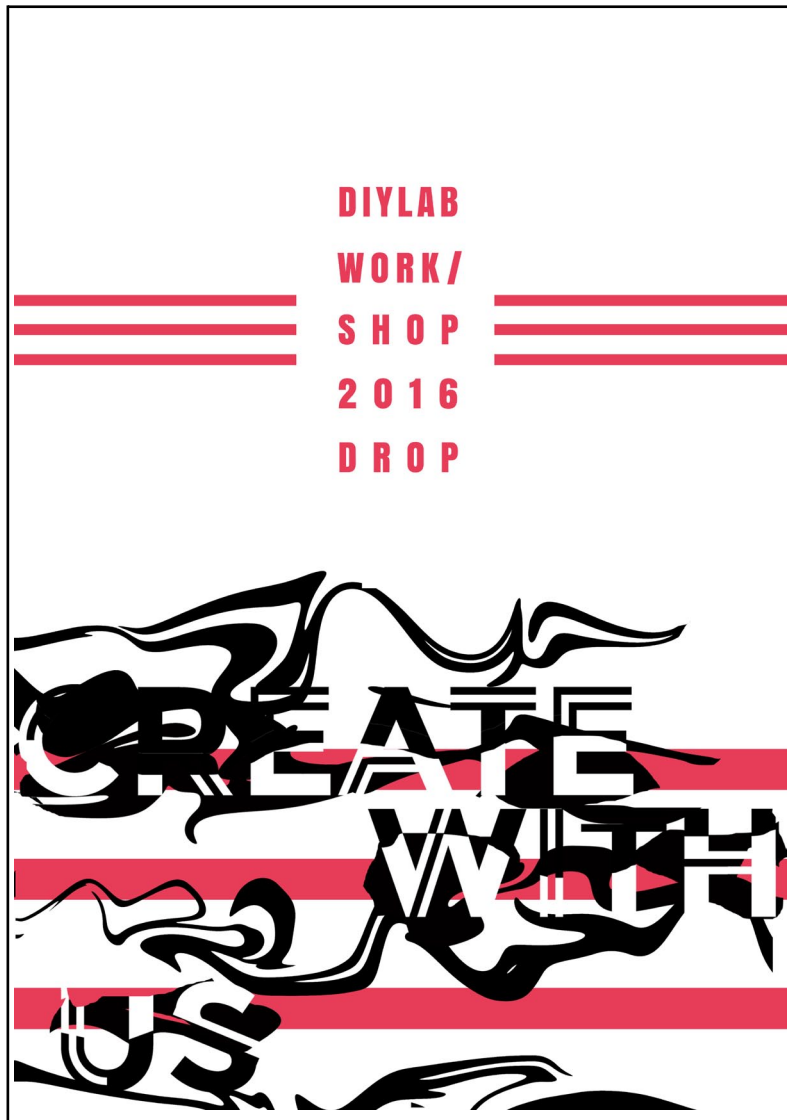
DIYLAB posters

June 2016

The focus for these posters was on type. The principles I used were layering, cropping and layer mask to convey the aesthetic of the campaign.



DIYLAB posters
June 2016

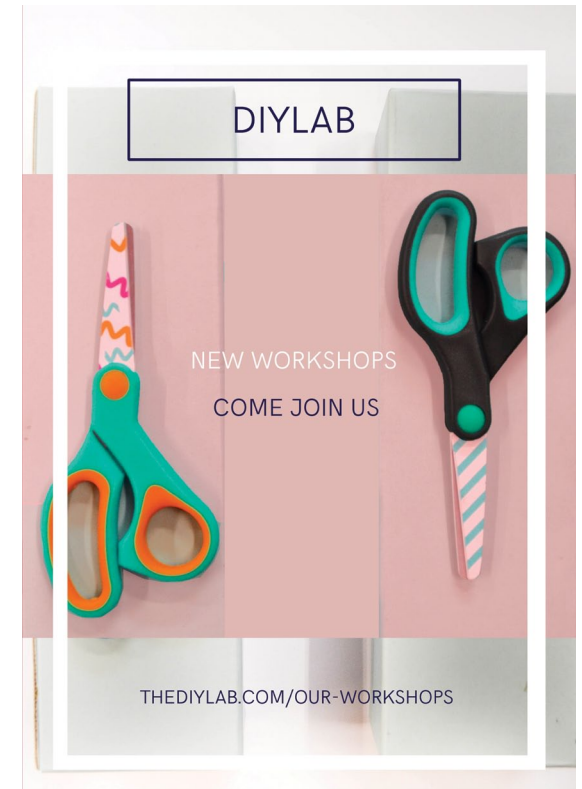
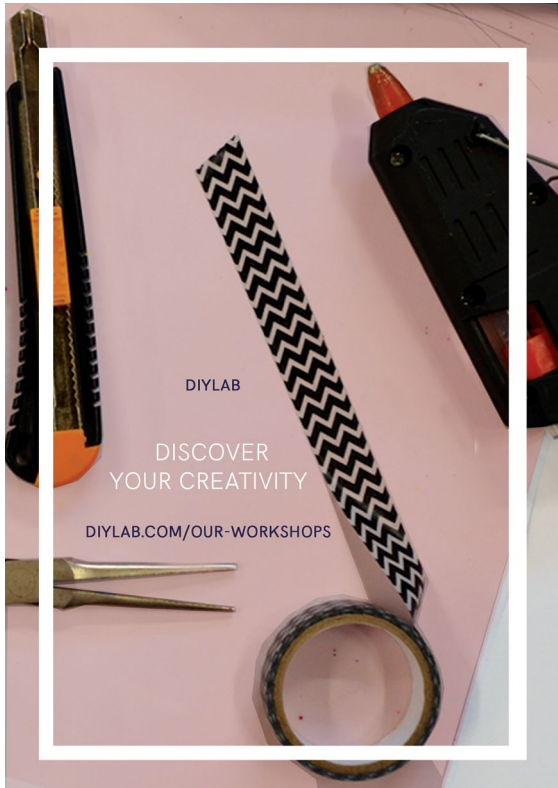


Posters
July 2016



Magazine cover
May 2016

Flyers: DIYLAB
May 2016





Billboard
June 2016



Brochure

May 2016

DIY LAB's workshops in a concertina brochure.

gardening

HELP

WEEDING • PLANTING • PRUNING
COMPOSTING • RUBBISH DISPOSAL • ETC

**I WOULD LOVE
TO DO WHATEVER
IS NEEDED
IN YOUR GARDEN**

CHRISTINE COOTE
NATIONAL CERTIFICATE ORGANIC HORTICULTURE
SNELLS BEACH
022 425 4261
COOTEFAMILY@XTRA.CO.NZ

contact me for more info

gardening

I would LOVE to do
whatever
is needed in your garden

PLANNING
PLANTING
PRUNING
WEEDING
RUBBISH
DISPOSAL

ETC

GARDENING HELP
*please contact me
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Designs for gardening flyer
July 2016
Clients brief: personable, eye catching

boysdontcry

Wearing pink or blue, a skirt or trousers, picking up a netball or rugby ball, an apron or hammer, reading the Woman's Weekly or the sports pages – these are among the many things that New Zealanders have grown up with, as girls and boys learning how to be women and men. What they learned, however, has changed over the years. Gender, the social organisation of sexual difference, is part of New Zealand's history.

In the 1960s clothing changed. Some men grew longer hair and women wore miniskirts. The women's liberation movement challenged many aspects of women's position in society. More women joined the paid workforce, and in the survey conducted by Westpac, a joint partner with Fairfax Media in the awards programme, 76 per cent of women respondents felt they had too little influence in business, while 53 per cent of men thought it was about right.

A majority of both men and women agreed that their workplace didn't have as many women senior managers as men. A majority the contraceptive pill gave women control over their fertility. Some men felt limited by the stereotype of the strong, silent New Zealand male. In the early 2000s men and women had far more in common than in earlier times. However, men continued to earn more than women, and women still did much

Gender roles adopted during childhood normally continue into adulthood. At home, people have certain presumptions about decision-making, child-rearing practices,

the gender issue

B O

Most of the women surveyed thought New Zealand benefited from having women of influence, while men didn't see it that way. While 51 per cent of women thought we needed more too women leaders, men were divided on that. Some 7 per cent of men thought there were already too many, compared to just 1 per cent of women. However,

D O

Y S

N T

About 36 per cent of women had personally experienced a gender-based pay gap at work. Although fewer younger women – 27 per cent – had done so. About 15 per cent of men claimed to have suffered the same thing.

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Boys don't CRY

the gender issue

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Both men and women should feel free to be strong. It is time that we all perceive gender on a spectrum, instead of two sets of opposing ideals. If we stop defining each other by what we are not, and start defining ourselves by who we are, we can all be freer, and this is what HeForShe is about. It's about freedom, want men to take up this mantle so that their daughters, sisters, and mothers can be free from prejudice, but also so that their sons have permission to be vulnerable and human too, reclaim those parts of themselves they abandoned, and in doing so, be a more true and complete version of themselves. You might be thinking, "Who is the Harry Potter girl, and what is she doing speaking at the UN?" And it's a really good question. I've been asking myself the same thing. All I know is that I care about this problem, and I want to make it better. And, having seen what I've seen and given the chance, I feel it is my responsibility to say something. Both men and women should feel free to be sensitive. Both men and women should feel free to

Gender equality double page spread

September 2015

Brief: Promote an event for public health in New Zealand around gender equality. My outcomes have a similar handmade element to them.

BOYS DONT CRY

GENDER
EQUALITY

workshop

FREE ENTRY

december 8 2015

**Poster: gender
equality workshop**
September 2015

