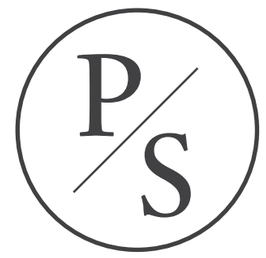
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BENEFITS AND DOWNSIDES OF GENETICALLY MODIFIED CROPS

My investigation focused on arguments for and against Genetic Modification. The aim was to simplify the understanding of biotechnology and create a non biased debate platform that helps the audience decided whether they agree or disagree with an argument. I have decided to attempt and use a format of a book to solve this problem. The outcome consists of two books, one with arguments for and one with arguments against GM technology. They share the same cover, typographical layout, and style that allows the user to read them simultaneously or individually. It should subsequently lead the readers to a voting point where they are able to express their opinion through voting stickers provided at the end of each book.


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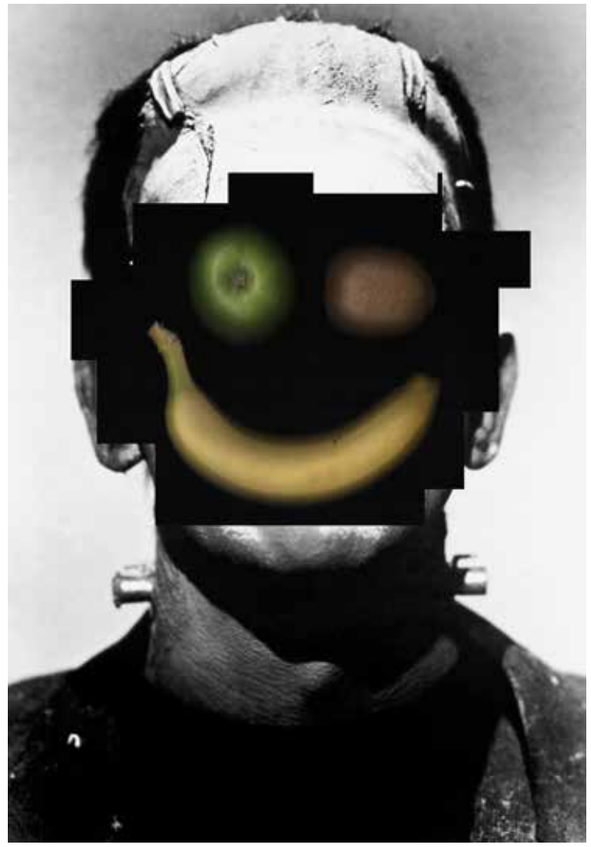
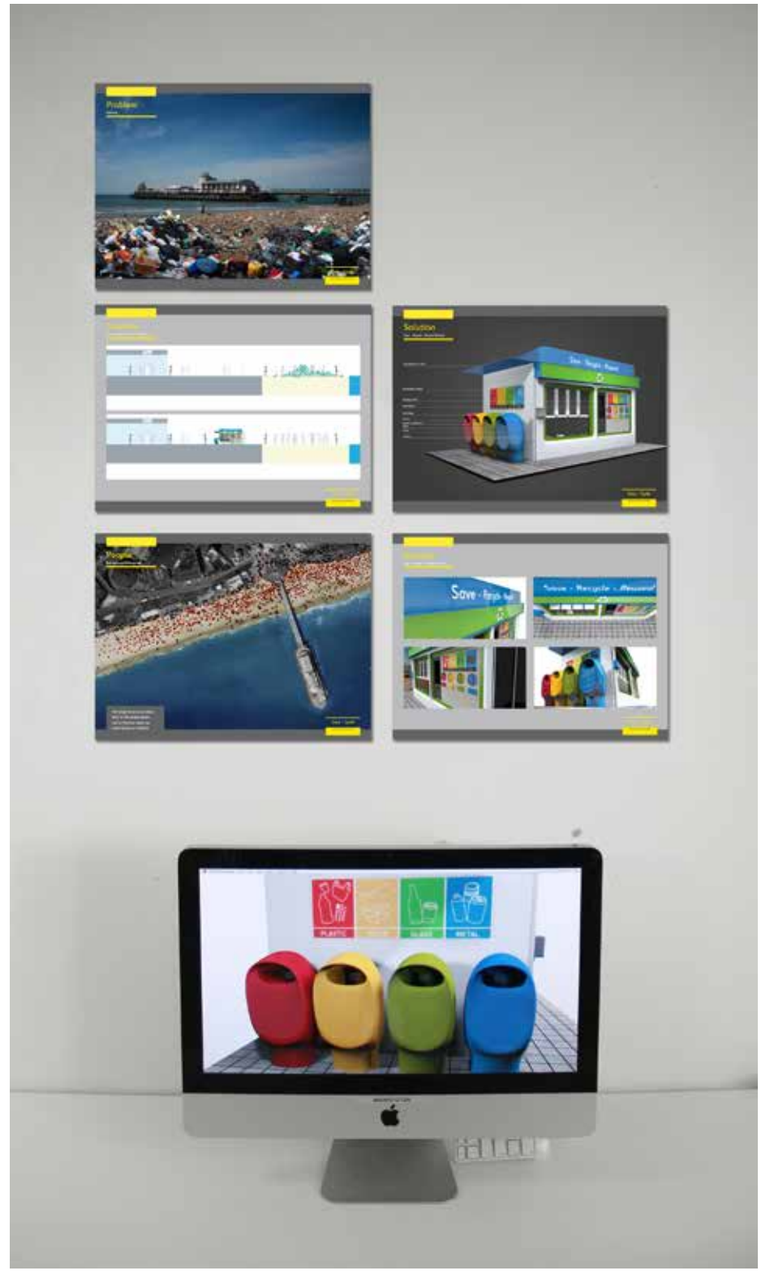


This is a documentation book designed for my final major project, from initial ideas to completion, including creative and logistical problems I have confronted and overcome. I have used plywood sheets to create the case and greyboard card with laser engraved pattern and type to create the book cover.

‘SAVE-CYCLE’ INTERACTIVE RECYCLING REWARD MACHINE

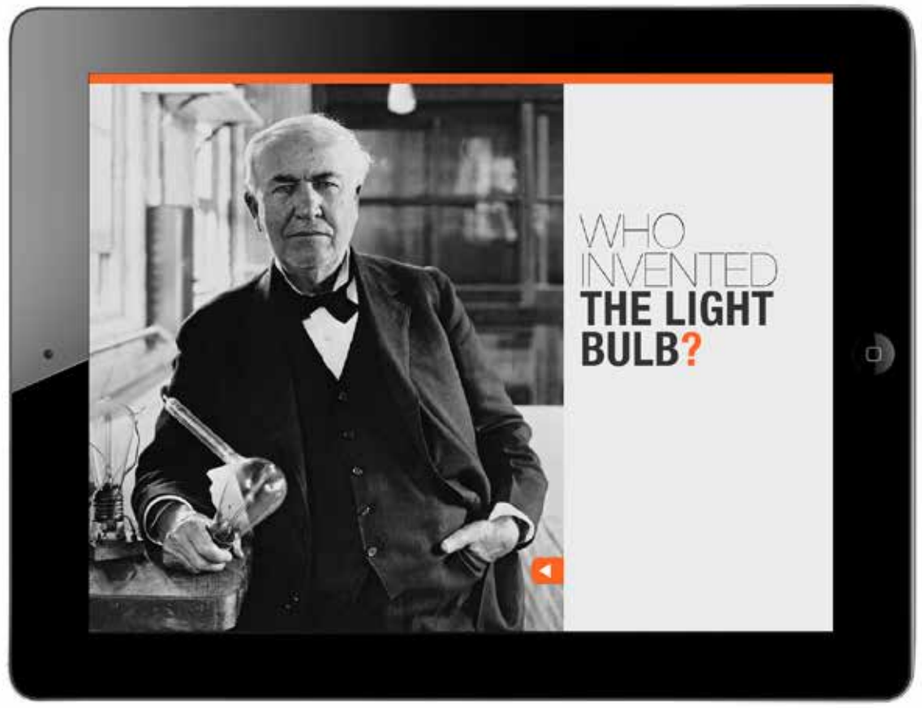
Interactive recycling machine was designed with intention to be used mainly by children. The process of recycling including the crushing of materials would be visible through the glass. Friendly and colourfull design makes recycling fun and should subconsciously teach the younger audience to recycle and perhaps change their future approach to littering.

Reward system would also encourage people to recycle more often. Some of the rewards would include: discount for parking, local shops or council tax.



‘PLANNED OBSOLESCENCE’ AN INTERACTIVE IPAD DOCUMENT

An interactive document for iPad created using InDesign Digital Publishing suite. Within this interactive document the user was given a possibility to interact with information through exploration of hidden clues, videos and animations.



RSA STUDENT AWARD ‘THE WHOLE PACKAGE’

The intention behind ‘liquid wood shoe box’ concept was to convince the user to keep onto the packaging rather than throw it away. The shoe box packaging can be used as storage container and the same time convert into shoe storage cabinet by holding the boxes with neodymium magnets. The box can also be returned to the store where it would be used for another pair of boots for an exchange of a discount for a new pair of boots.

In addition to the final outcome I have also produced a book that explains my concept but also showcases esearch into materials, target audience and beetle' branding.

PAWEL SZYMENDERA

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tel: 07857141681

Education

2011 - 2014 BA (hons) Graphic Design
Arts University Bournemouth.

2011 Foundation Diploma in Art & Design Arts
University Bournemouth.

2010 National Award Interactive Media
Richard Taunton Sixth Form College.

2008-2010 AS & A levels A*- A
Art and Design Fine art
Art and Design Photography
Polish

2004-2008 GCSEs A*- C : English, Mathematics, Geography, Art, Humanities, ICT, Additional Science, Product Design, Citizenship, Religious Studies.

Experience

September 2013 Work placement Yammayap.

August 2013 Work placement Magic Box Media.

August 2013 Freelance: Web design Polish Community Church in Southampton.

2013 Freelance: designing certificates, handouts, guides, cheque, flyers for AUB-University .

2013 Freelance: redesigning banner, sail and flyers Britain Special Olympics.

2012-ongoing Freelance : Radio Plus - print motion graphics and digital advertising.

2012-2013 Freelance - designing business cards, logos, t-shirts various clients.

2010 Awarded "Artist of the year"
Richard Taunton Sixth Form College.

Computing skills

++++++++ Illustrator

++++++++++ Photoshop

+++++++++ InDesign

+++++++ After Effects

++++++++ Cinema 4D

++++ Dreamweaver

Other training & courses

2009-2013 Translator and designer at "Majesty House Church Southampton"

2011 NPLQ - National Pool Lifeguard Qualification

Hobbies

Riding motorbikes, DIY mechanics, painting, photography, climbing, swimming and wild camping