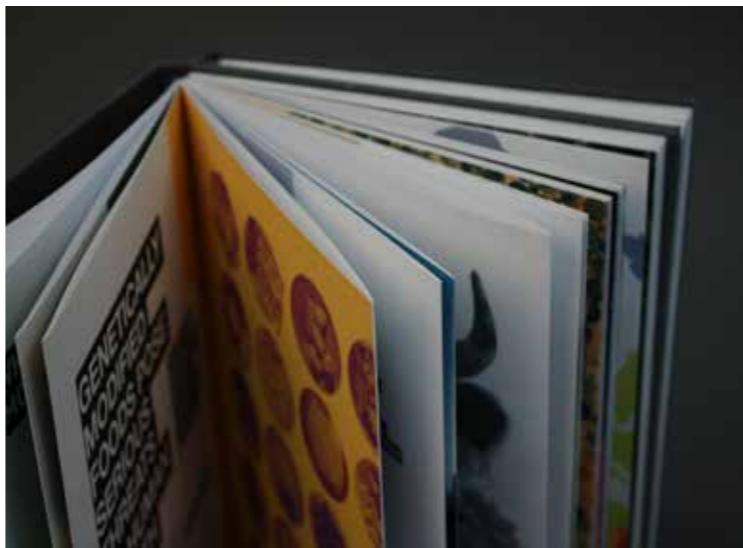
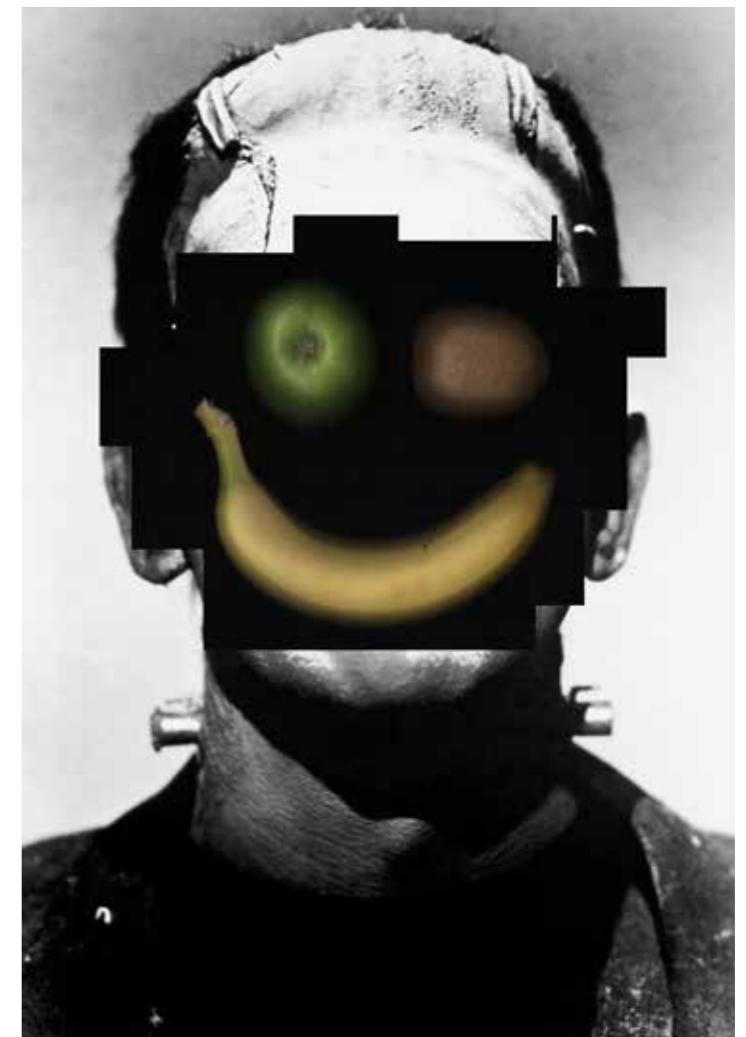


My investigation focused on arguments for and against Genetic Modification. The aim was to simplify the understanding of biotechnology and create a non biased debate platform that helps the audience decided whether they agree or disagree with an argument. I have decided to attempt and use a format of 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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FMP DOCUMENT BOOK

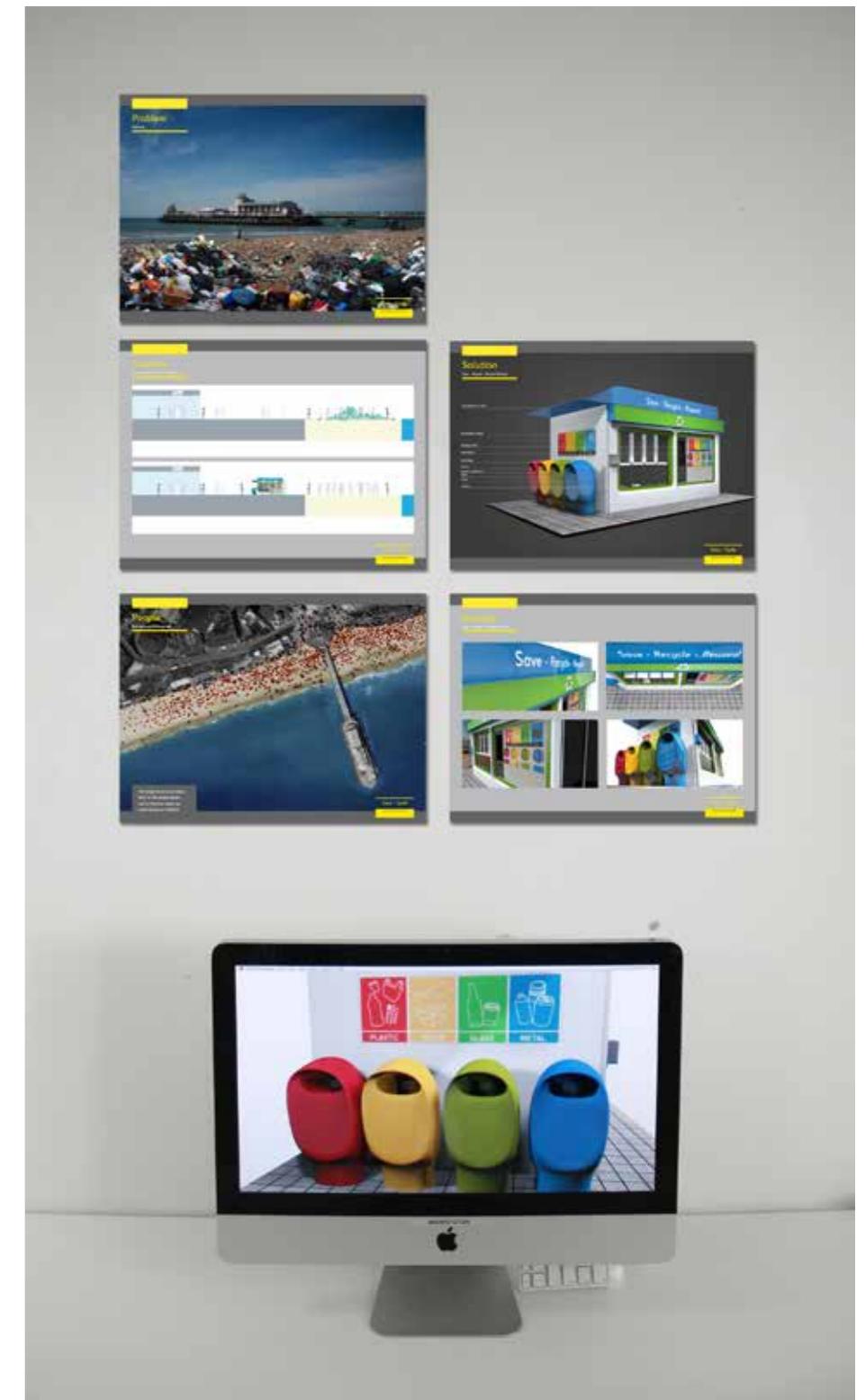
This is a documentation book designed for my final major project, from initial ideas to completion, including creative and logistical problems I have confronted and overcome. I have used plywood sheets to create the case and greyboard card with laser engraved pattern and type to create the book cover.



'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.



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.

"OPPORTUNITY IS MISSED BY **MOST PEOPLE BECAUSE IT IS DRESSED IN OVERALLS AND LOOKS LIKE **WORK.**"**

Thomas Alva Edison

WHO INVENTED THE LIGHT BULB?

A black and white photograph of Thomas Alva Edison, an elderly man with white hair, wearing a dark suit and a bow tie. He is standing in a laboratory or workshop, holding a lightbulb in his right hand and a glass tube or bulb in his left hand. He is looking slightly to the right of the camera with a serious expression.

100 YEARS OLD LIGHT BULB

The Centennial Light is the world's longest-lasting light bulb. It is at 4550 East Avenue, Livermore, California, and is owned by the Livermore-Pleasanton Fire Department. The fire department says that the bulb is at least 110 years old and has been turned off only a handful of times. Due to its longevity, the bulb has been noted by The Guinness Book of World Records. It is a great evidence for the existence of planned obsolescence in later produced light bulbs.

LIGHT BULB HOW IT WORKS:

Incandescent: An incandescent bulb uses heat caused by electrical current. When electrical current passes through a wire, it heats the wire to heat. The wire, or filament, gets so hot that it glows and gives off light. Every incandescent light bulb has a filament made of tungsten. Since the filament would burn out if it were exposed to oxygen, it must be placed in a sealed glass bulb which is then evacuated or filled with a gas that won't let it burn.

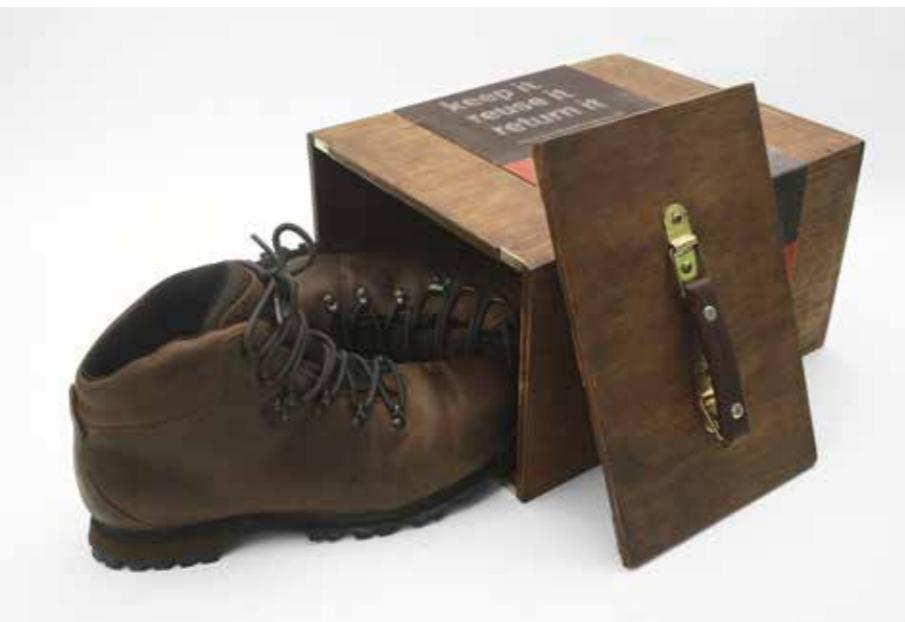
Fluorescent: A fluorescent bulb is a glass tube filled with argon gas and a touch of mercury. When electrical current is passed through the gas, the atoms of the gas pick up energy and release it in the form of ultraviolet light. The UV light then strikes the inside of the tube, which is coated with a phosphor. The phosphor gives off the light.

1920 PHOENIX CARTEL

Attempts have been made in Europe to ban incandescent light bulbs. In Phoenix, Arizona, in 1920, German jeweler master inventor Brömer invented a light bulb with a visibility prediction of 100,000 hours which is approximately 17 years, although the light bulb dimmed down for strength than for visibility. The reason for the ban on incandescent light bulbs is that it is a waste of energy. For a different type of incandescent lamp was up to 1,000,000 hours. However, shortly after finally finding a manufacturer for his bulbs in 1935, Brömer with his son died in a plane crash, which was officially regarded as an accident. His patent has since expired like obsolescence and obsolescence.

A portrait of a man with glasses and a mustache, wearing a dark shirt, looking directly at the camera. To his right is a photograph of a large pile of discarded lightbulbs.

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 research into materials, target audience and beetle' branding.



PAWEL SZYMENDERA

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Education		Experience		Computing skills	
2011 - 2014	BA (hons) Graphic Design Arts University Bournemouth.	September 2013	Work placement Yammayap.	++++++	Illustrator
2011	Foundation Diploma in Art & Design Arts University Bournemouth.	August 2013	Work placement Magic Box Media.	++++++	Photoshop
2010	National Award Interactive Media Richard Taunton Sixth Form College.	August 2013	Freelance: Web design Polish Community Church in Southampton.	++++++	InDesign
2008-2010	AS & A levels A*- A Art and Design Fine art Art and Design Photography Polish	2013	Freelance: designing certificates, handouts, guides, cheque, flyers for AUB-University .	++++++	After Effects
2004-2008	GCSEs A*- C : English, Mathematics, Geography, Art, Humanities, ICT, Additional Science, Product Design, Citizenship, Religious Studies.	2013	Freelance: redesigning banner, sail and flyers Britain Special Olympics.	++++++	Cinema 4D
		2012-ongoing	Freelance : Radio Plus - print motion graphics and digital advertising.	+++	Dreamweaver
		2012-2013	Freelance - designing business cards, logos, t-shirts various clients.		
		2010	Awarded "Artist of the year" Richard Taunton Sixth Form College.		
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