

centrifuze

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**Portfolio**

Sammy Williams

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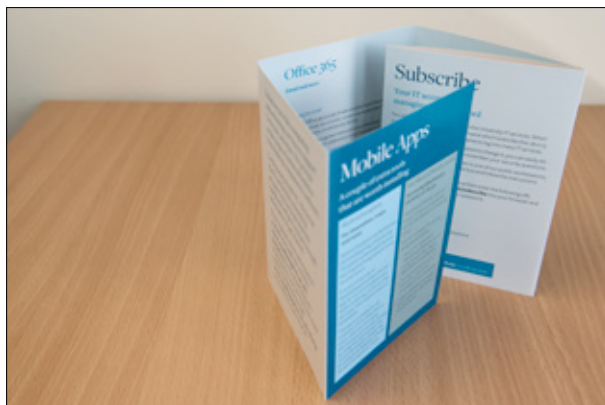
**Title** iSolutions informational material

**Project** Day job

**Brief** iSolutions provide IT services to staff and students at the University of Southampton. This project was to create a suite of materials to inform potential and new students about the IT services available to them and how to get started using them.

**Solution** The first item we produced was a fold out welcome guide, giving an overview of iSolutions and the services they offer. This was targeted at potential students coming to open days so that they knew of the free services they could expect as a student at Southampton. We then produced a roll out leaflet that was distributed in student halls welcome packs and at IT inductions, containing instructions on how to connect to the various IT services, and what was available. For the on-campus IT rooms that the students can use, we produced noticeboards with a list of the basic services and web links to further information, there were also 3 A4 plastic pockets that allowed for a series of interchangeable posters that could be updated to let students know about the latest service developments and seasonal notices. These were complimented by table talkers that could be put around the workstation area desks with information about key services of interest to the students and how to access them. We also produced a series of information cards that gave easy to follow instructions for accessing various services. These were distributed at key locations on campus, including workstation rooms and the library. These were cards that students could take away with them to follow the instructions at their leisure.

**Brand** This project was created using University of Southampton corporate brand guidelines.





**Lydia's  
oriental  
extravaganza**

Saturday 20 September 2014  
Hedge End Social Club, SO10 0BR

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**12:00–14:00 – Ameera**  
Workshop: "slow and sensual" dancing from inside out.

**15:00–17:00 – Maëlle Dubeaux Roger**  
Workshop: "veil and Unveil" learn how to make the most of this beautiful prop. How to frame and fly adding drama and personality to your piece (bring a veil )

**19:00–Late – Hafla**  
Souk – Bar – Buffet (please bring a plate of food)

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Workshops: £20 each, or £35 for both  
Hafla: £8 in advance, £10 on the door

Contact Lydia to book – paypal: l-Osborn@ntlworld.com

In aid of the premature baby unit, giving babies a chance at life



**Lydia's  
oriental  
extravaganza**

Ameera  
Workshop – 12:00–14:00



**Lydia's  
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Maëlle Dubeaux Roger  
Workshop – 15:00–17:00

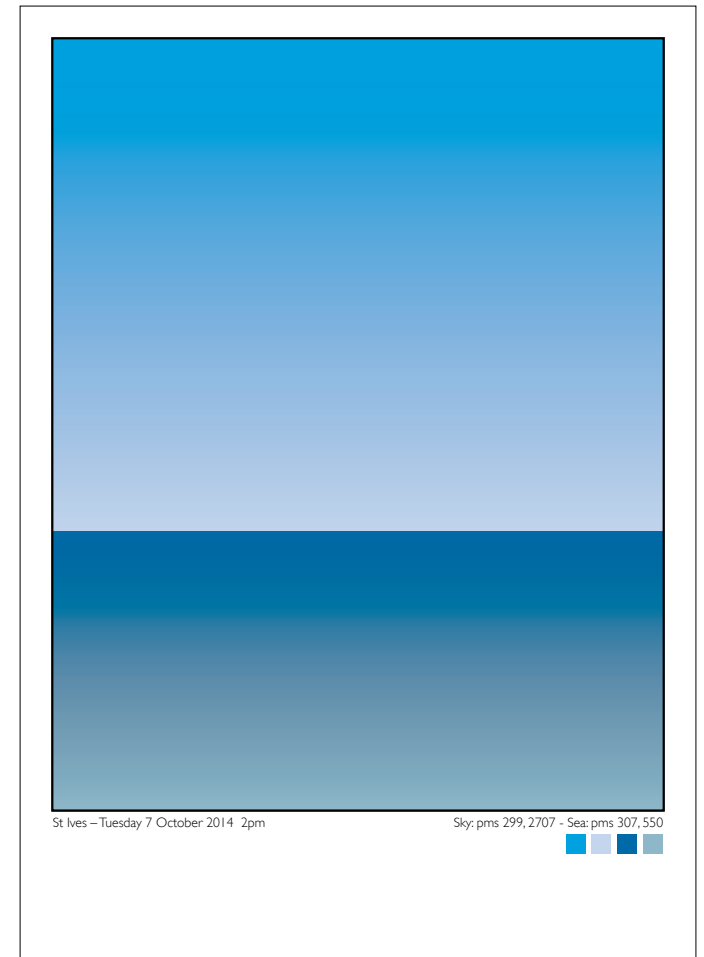
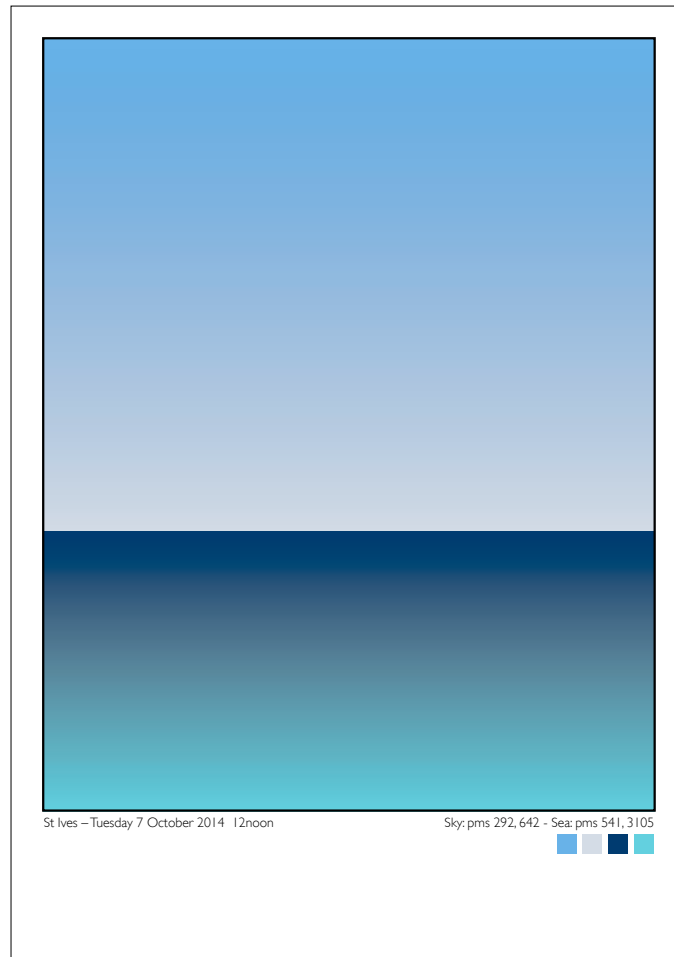
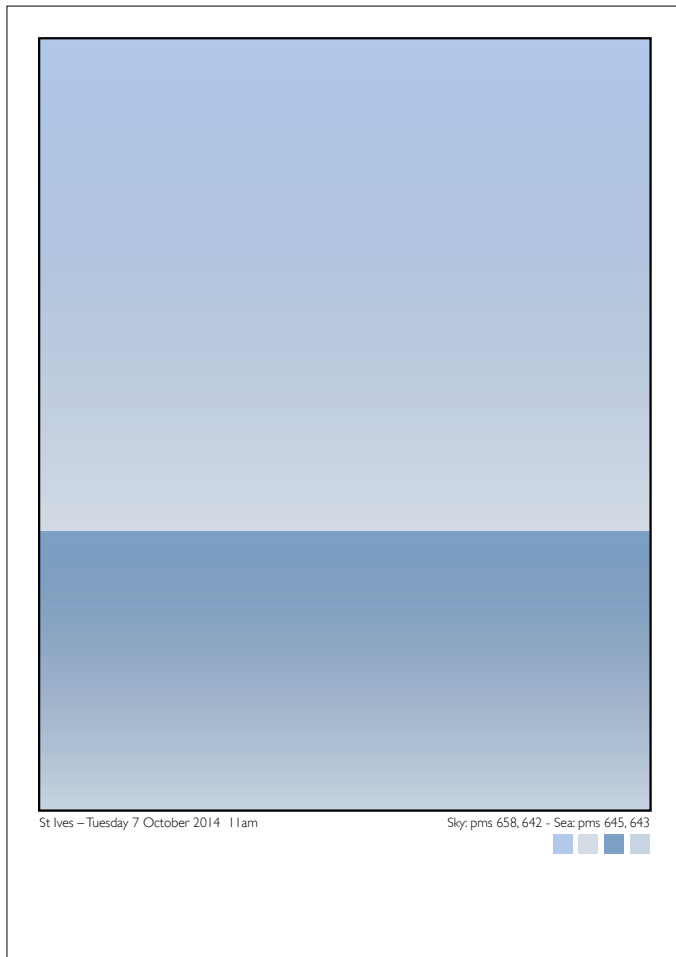
<b>Title</b>	Lydia's Hafla flyer and tickets
<b>Project</b>	Pro-bono
<b>Brief</b>	Every year Lydia holds a charity bellydance event in aid of the premature baby unit. She asked me to create flyers and tickets for the event, and I was given free reign. The event consists of 2 dance workshops in the afternoon and a "hafla" (dance show and party) in the evening.
<b>Solution</b>	The flyer consists of illustrations of the silhouettes of the 2 workshop teachers.



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Title	New Forrest Bakery logo
Project	Pro-bono
Brief	I was supplied with a rough pencil sketch of the concept and was asked to turn it into a vector logo.
Solution	Using the sketch as a base I drew the logo in illustrator. I used various references to draw the iced cupcake and leaf. The design started as pink, but the client wasn't keen on the colour, so I produced a couple of other colour variations, and the yellow option was selected.

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**Title** St Ives Pantone® postcards

**Project** Personal

**Brief** The special quality of the light in St Ives, Cornwall has fascinated artists for years, and there is much hype about the use of blue in painters work that they have made in this region.

**Solution** This personal project is my exploration of the phenomenon of the blue light in St Ives. For a week, at regular intervals through the day, I visually matched the colours that the sea and sky were appearing to the Pantone swatch book colour references. Taking 2 references for each the sky and sea I then used

these to create a series of very simple vector illustrations of the view, so that they emphasised the colours that I had sampled. The set comprises of 28 postcards in total, and had some interesting colour results based on changes in the weather and the time of day.





**Title** Annual report

**Project** Day job

**Brief** For the previous 2 years we had produced an annual report for the University of Southampton's Institute of Maritime Law. This year, as it was the Institute's 30th anniversary, they wanted to expand the report to highlight this milestone.

**Solution** This project had a long lead time, as the client approached us before the annual report content had been written. The previous annual reports that we had produced were well received and the client was keen to keep the design but to develop it further.

For the anniversary edition they wanted to include a retrospective review section which highlighted the developments and key landmarks in the Institutes history. They were looking for something more substantial than the previous reports, and had secured extra budget to allow for the addition of special finishes.

The report writing and the design were running in parallel, we initially produced a mocked-up layout, a proposal for a time-line design and an overall page guide, and worked together as the content was developed.

We decided on the use of silver foil on the cover and silver ink on the inside pages to emphasis the anniversary elements, as these were the key features that the client wanted to portray.

**Brand** This project was created using University of Southampton corporate brand guidelines.

