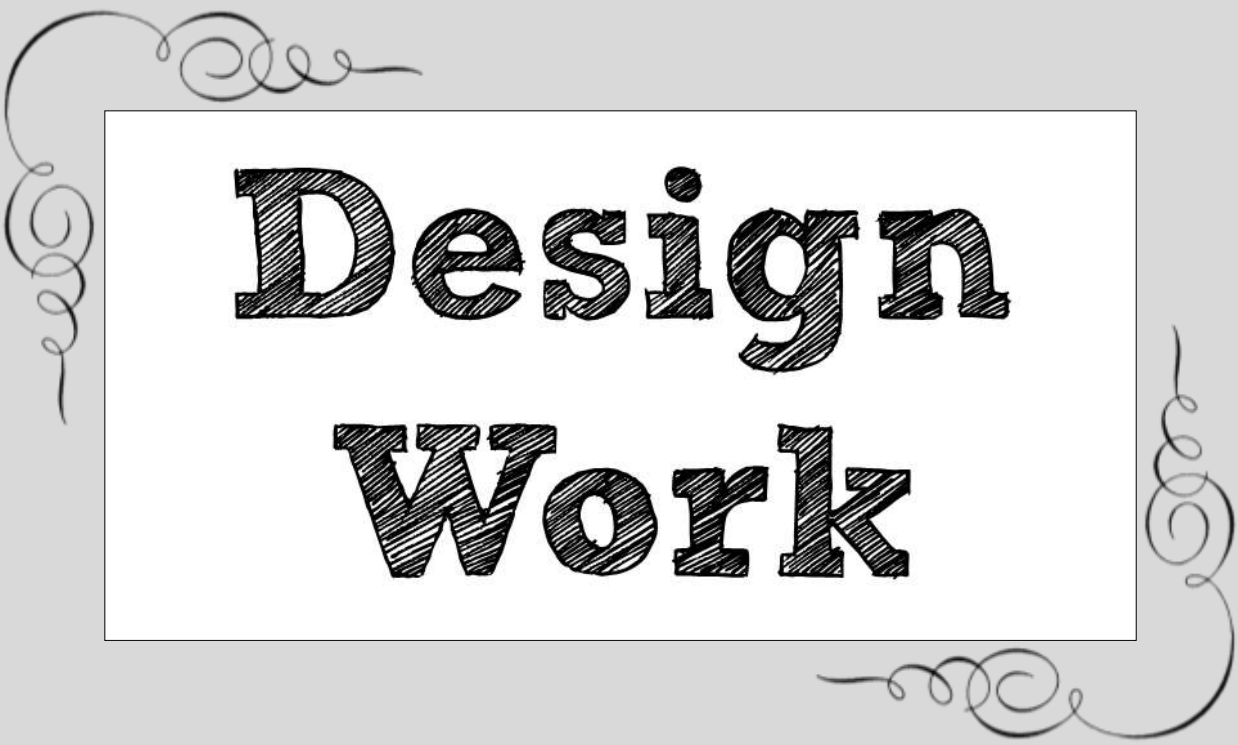




Design Work

Telephone: (021) 785 2014
Mobile: (073) 546 5964
E-Mail: jam1e@telkomsa.net
jamieadam.blackwell@gmail.com



Queen Business Card

Surface: Card
Size: 5.5 cm × 8.5 cm

Rational: Queen's business card needed to stand out among any other business cards that people could possibly have. This was the main influence of the design. A black background allowed for the over-laid images to become more vibrant and clear.

On the front side of the card is a chiaroscuro styled photograph of the band member's faces – this is a bold and united picture which makes a statement when placed with the band's logo.

On the back of the card is another, different, chiaroscuro style picture of the band which is placed above the band's logo's font. At the very top of this side is the band's names in order of the photograph. In the bottom right is the band's manager and his number which is comprised of band's names on a twelve button phone key pad.



Queen Letterhead

Surface: White Paper
Size: 29.7 cm × 21 cm

Rational: The design of Queen's Letterhead needed to be crisp, clear but have a sense of elegance. The crisp style of the design comes from the rounded border which allows – this gives a sense of being closed off and neatness. The use of the white paper makes the design clear and allows for the writing to be seen well in any colour written. Elegance is received by the use of a bold but slim banner at the top of the page which includes the band's logo, name as well as band members. Although the banner is bold it is understated – which is caused by the fading of the bright colours.



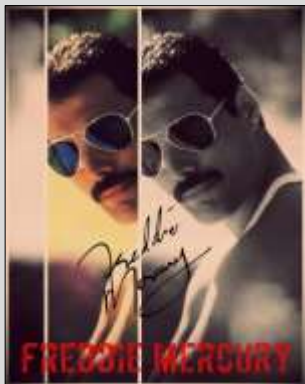
Queen Envelope

Surface: White Paper

Size: 10.5 cm × 21.5 cm

Rational: The envelope needed to be crisp and clean as well as working well with the letterhead of the band – thus the similar styling. However, in this design the ‘Q’ has been enlarged to create a sense of self-worth and importance to the design, it also allows for the tail of the ‘Q’ to act as a frame work which surrounds the address of whom the letter is sent to.

The names of the band and band’s logo are also included in the design to bring unity. The rounded corners echo with the design of the letterhead creating a subconscious relationship between the two products.



Queen Signed Photographs

Surface: White Card

Size: 21 cm × 14.8 cm each

Rational: Each photograph was created by taking a photograph which best represented the band member and then using photo-shop to create the photograph to represent the member’s personality better.

Each photograph holds a typed name of the band member as well as their own signature which would be hand written by the band as the fans bring the pictures for signing. Each person entering the concert would receive one picture of their choice.

Queen Individual Monogrammed Notes

Surface: Coloured Marble Pattern Paper

Size: 21 cm × 14.8 cm each

Rational: Each of these notes needed to represent the band member they were designed for. This is shown through the use of paper pattern as well as the colour.

At the top of the 'note' is the band member's initial of their first name, F for Freddie, B for Brian, R for Roger and J for John. These have been styled in a highly decorative fashion with the use of swirls and a faded crown behind the initial.

At the bottom of the page a line of crowns has been inserted to create a sense of completeness and an end to the page. The use of the crowns is to reference the sense of the 'queen' as well as royalty and regality.

Each colour was chosen to highlight the personalities of the band member who would use it. Purple for Freddie as he is full of passion and defiantly the queen of the group. Green for Brian as his is the life of the band, one of it's founding members and thus made the band grow. Yellow for Roger because of his vibrancy stage presence and loudness – influence by his drum playing. And finally blue for John as he is the calming member with a peaceful personality.





Queen 'Beyond the Grave' Concert Tickets

Surface: White, Silver and Gold Card
Size: 6 cm × 15 cm each

Rational: The concert ticket needed to be the main feature of any of the band's items in their 'Beyond the Grave' tour in South Africa, as it would be the item that many of the fans would come into direct contact with.

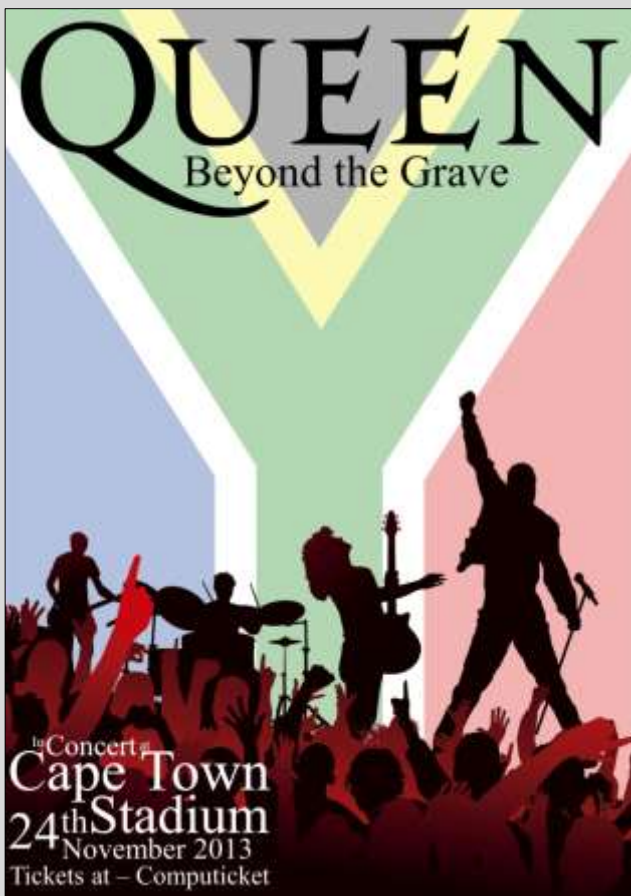
The ticket needed to be elegant and regal but simple and understandable. It needed to include all the information of concert dates and times on it as well. Also the ticket required a 'rip-off' section which would be removed once the ticket was used.

In the background of the ticket a Braque style pattern has been faded to educe a sense of elegance. At the bottom of the ticket a black and bold banner which holds the information of the concert, while in two rounded blocks at the top hold the ticket information.

In the centre of both sections is the band's logo which has been placed under the font of the band's name. This creates balance in the design.

The tickets come in three grades, Plain – for those positioned in the standing area, Silver for those positioned in the seated area and Gold for those who are given VIP access to back stage after the concert has ended – these people will meet the band members.





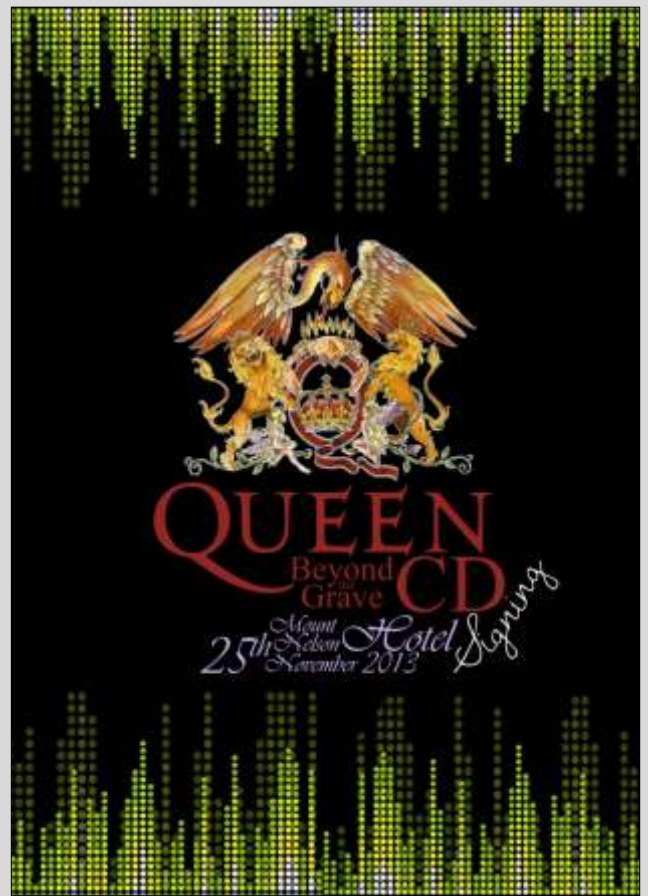
Queen Concert Poster

Surface: White Paper/Laminated Card
Size: 42 cm × 29.7 cm

Rational: This poster required life and soul to 'get the party started' as they say. This has been achieved by over-laying a silhouette of the band 'in action' in front of a concert crowd, with their hands in the air, over a faded South African flag. The flag imposes a sense of Proudly South African. The use of black and red in this silhouette is to coincide with the black and red in the flag and thus create a relationship between the foreground and background.

The band's font of 'Queen' has been placed at the top of the poster and increased in scale to show the importance of this event. Under the font is placed the title of the band's concert – Beyond the Grave – which was inspired by how the lead member is dead.

In the bottom left of the page is placed the information of the concert, including place and date. The date was inspired by the date of Freddie Mercury's death.



Queen CD Signing Poster

Surface: White Paper/Laminated Card
Size: 42 cm × 29.7 cm

Rational: This poster was designed on a black background which would allow for the foreground items to stand out. The vibrant green dots were inspired by the sound waves that are made when a Compact Disk is played.

The central focus of the design is the bands title and logo which draws the eye to read the information which follows below. This information has been organised by the colour and font style of the text. The event in red which correlates with the colour of the band's font and the location in blue.

The main feature of the poster is to advertise the signing of CD's at the Mount Nelson Hotel in Cape Town, and thus the design takes a playful twist by making the work 'Signing' look like a signature with echoes the occurrences of the event. The Mount Nelson venue was chosen to demonstrate the regallness of the band and its style.

Queen Compact Disk Covers

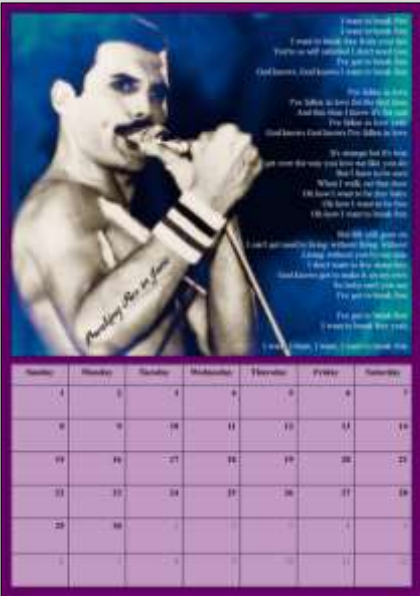
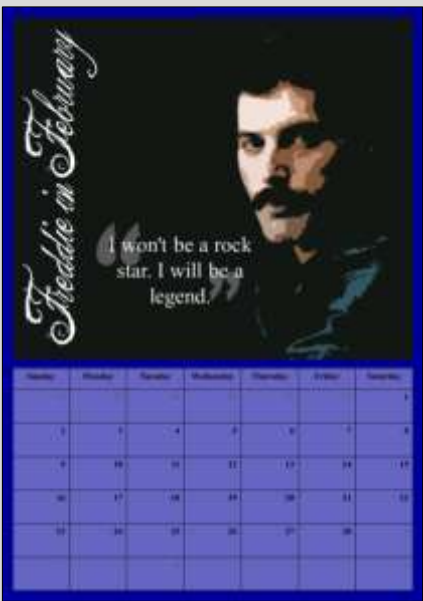


Surface: White Card
Size: 12.1 cm × 12.1 cm each

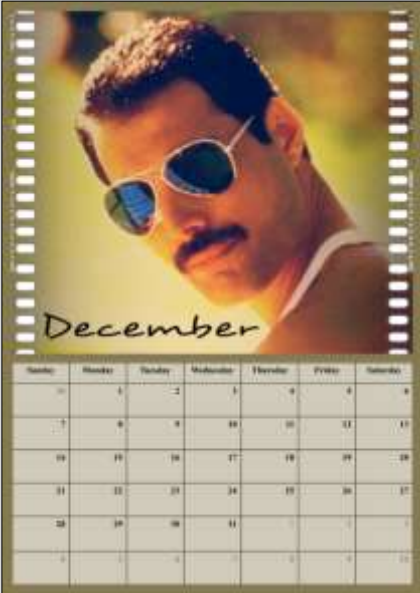


Surface: White Card
Size: 11.7 cm × 14.9 cm each





Queen 2013 Calendar



Surface: White Card
Size: 29.7 cm × 21 cm each

Rational: This calendar was design for 2013 and would have been sold at the end of 2012, in anticipation for the November 2013 concert of Beyond the Grave it would serve as an advertisement for the band as well as heighten the attention that the concert would receive. It would also serve to remind the fans how many days would be left until they can witness the performance of a life time.

Each page is designed to show the month in all its glory, with use of alliteration and a play on words. This makes the calendar fun and interactive. Each page has been designed to be different and thus creates interest and serves to grab the eye of any viewer who passes it.



Queen Individual Guitar Picks

Material: Plastic

Rational: Four guitar picks were designed, each one representing one member of the band. This was created so that these items become collectable and so that the fans can purchase their favourite band member.

The products were created though photo shopping original pieces of art created by 'ClownGuppy' – this process has changed these pieces' tone, subliminal texture as well as colour. It has made these items unique in their design.

Each product holds the name of the member somewhere in the design – in case the painting is not recognisable enough.



Queen T-Shirt

Material: Cotton

Rational: This T-Shirt design was inspired by the second of Freddie Mercury's outfits – the one he wears in the second half of the show. It took aspects such as the blue colour and the white lines which run around the sleeves and bottom of the top. The band's font of 'Queen' has been photo-shopped into a white colour and over-laid onto the chest area of the top so that the design has that personal touch of Queen.



Queen T-Shirt

Material: Cotton

Rational: This design was inspired by Freddie's 1st outfit, which was inspired by a prison outfit – thus the orange and also the number 2411, which stands for the 24 of November – the day Freddie died.

Queen T-Shirt

Material: Cotton

Rational: This T-Shirt was inspired by the design of the Beyond the Grave CD cover design. The T-Shirt is black so that the foreground images stand out as bold and in your face, almost.

Freddie Mercury has been come the main feature of the design, with his face framed in the negative space of the 'Q'.

Queen T-Shirt

Material: Cotton

Rational: This T-Shirt design was inspired by one of the unused poster concepts considered for the concert. It was a design which echoed the style of the concert and Queen and thus found use as a T-Shirt design instead.



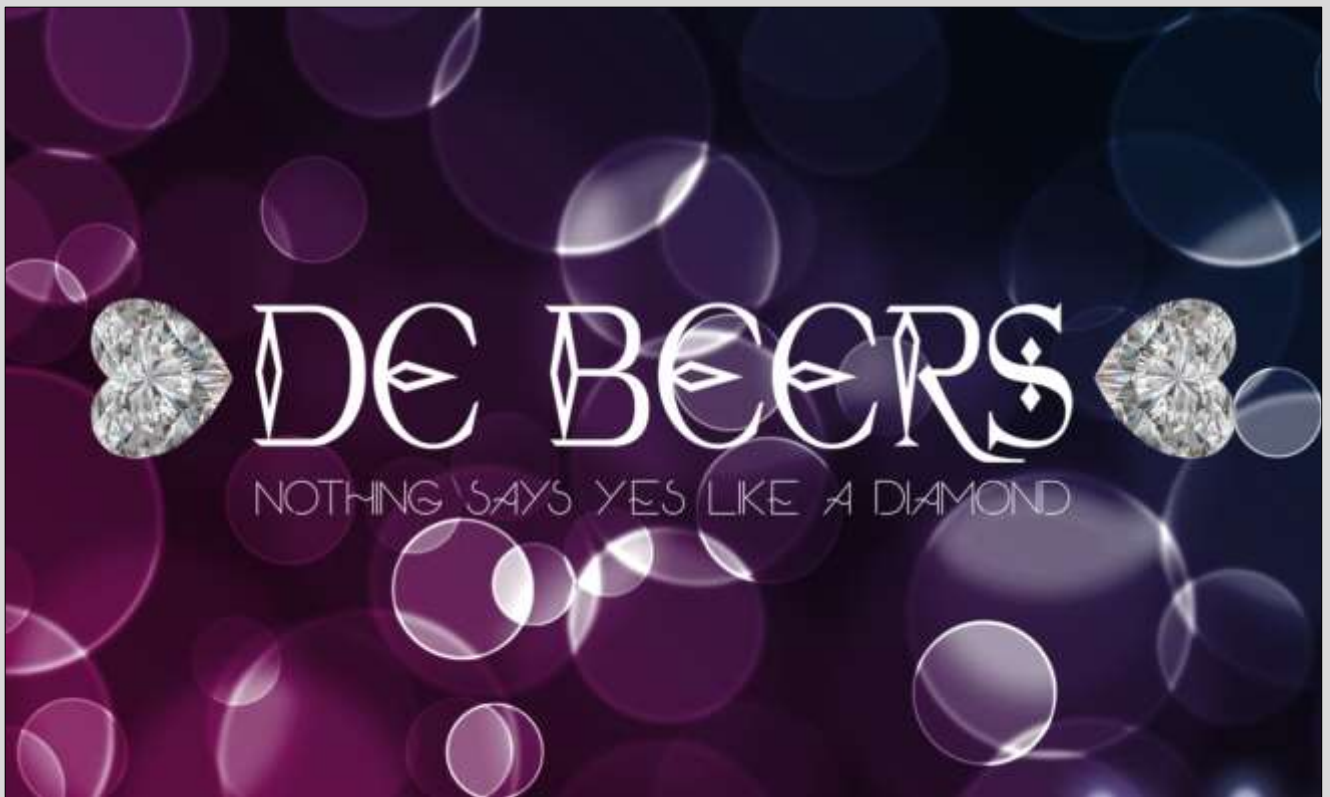
Queen I Want To Break Free Cage

Material: Wood, Paint, PVC Plastic, Chain and Wiring

Rational: This product was inspired by the song *I Want to Break Free* by Queen. The song will be the opening act of their Beyond the Grave concert in Cape Town.

At the beginning of the concert, the cage would be wheeled across the stage by two men in black and white striped prison outfits while Freddie is chained up inside. All the lights would be off throughout the area, and only the down light on Freddie. This will create a dramatic entrance as the music begins to play. During the production of the song the cage will be wheeled to the main stage.

Finally at the end of the song, Freddie will slip from his chains, bend the front two bars open – which do bend and escape from his prison.



De Beers Logo

Rational: The new logo of De Beers was the most important aspect of their review, revision and revival as it dictated the design of all the other products required. The new logo needed to represent the new approach and style of the company, it needed to show elegance, youth, vibrancy and a sense of being royal.

These needs were addressed through the use of imagery and colour. The main feature of the logo is the circular pattern in the background which ranges in tones of purple. Purple is considered a regal colour and largely associated with diamonds. It was used because of its echo of the refraction of light by a diamond. The hearts were used in the design as they hold a hidden D and B in them which stands for De Beers.

The company's association with diamonds was shown through the use of their new logo font. It makes use of diamond shapes to construct the framework of each letter. This echoes the company's work.

Finally the slogan was constructed by twisting the phrase '*because nothing says "I Love You" like a diamond*'.

The new slogan implies that a proposal is taking place and that nothing but a big diamond will make her say yes, in short the diamond says yes for her.



De Beers General Business Card

Surface: White Card
Size: 5 cm × 8.5 cm

Rational: This card serves as a first point of call to contact the company of De Beers. The design makes use of the new logo of the company on the front – this makes a bold but welcoming statement to the viewer, it shows confidence and assertiveness.

The back of the card is which holds the information of the company. This information has been placed on the circular purple pattern which has been faded slightly through the introduction of a dark, transparent purple over-layer to darken the image and make the textual information easier to read – which is highly important.



De Beers Personalised Business Card

Surface: White Card
Size: 5 cm × 8.5 cm

Rational: There will be many employees working at the De Beers company, whom will each need a business card for their own clients. This card needed to be a template, as many would be produced.

Thus the card was designed with font information only. This means that blank cards can be produced in their millions and then bunches of them printed with the personal information of the De Beer's employee.

The back of the card uses the circular purple pattern influenced from the company logo, with the heart symbol being the main feature of the back – creating a focal point and making the design bold.

The front of the card consists of the company logo tilted 90° on its side to serve as a vertical banner. In the background a washed out copy of the circular purple patter has been inserted to provide the back-drop to the employee information printed on this section.



De Beers Printed Letterhead

Surface: White Paper
Size: 29.7 cm × 21 cm

Rational: The letterhead of De Beers needed to sum up the new style and appearance of the company. It needed to be royal, bold and crisp. This is achieved by the design of the product.

The rounded border allows for a bold appearance while at the same time appearing soft and welcoming – in turn bringing a sense of royalty.

Boldness is achieved by the substantial banner placed at the top of the design. This banner holds all the information a client would need to contact De Beers, either by phone, post or fax – depending on their best means of communication.

The crisp sense of the design is achieved by the use of harsh lines which create an empty space for which to write in. The colour of the paper also addresses the crispness of the design. A clear and bright white was chosen, which allows for the writing – written or typed – in any colour on the paper to be clearly visible.



De Beers Written Letterhead

Surface: White Paper
Size: 29.7 cm × 21 cm

Rational: This letterhead was created for internal company communications, where employees write to each other – rather than e-mail as it brings a more personal touch to the communication. This echoes the new approach of De Beers.

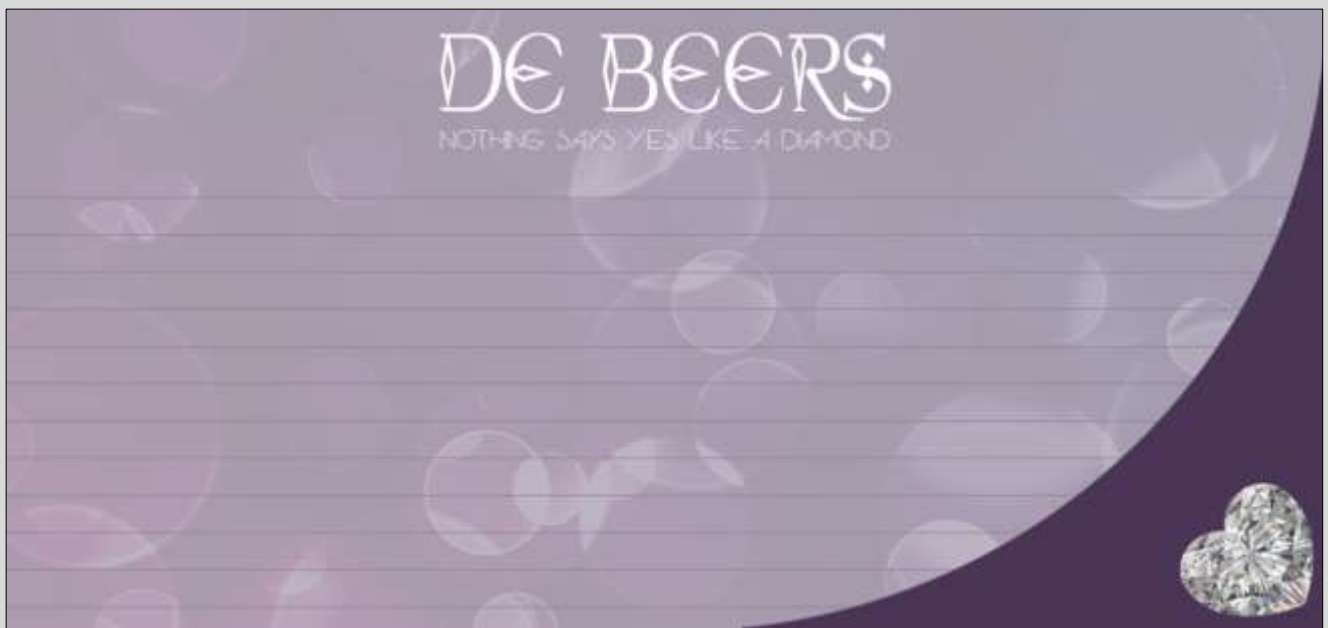


De Beers Envelope

Surface: White Paper
Size: 10.5 cm × 21.5 cm

Rational: The envelope needed to work with the letterhead to create a united front – thus it needed to be crisp and unique. This was achieved by the use of a two colour scheme (white and purple). The front of the product grabs the attention of the viewer by being bold and bright, while the back remains simple but elegant.

The front has a space for an address label in the top left corner, while on the back in the bottom left corner is the return address of De Beers. On the folding flap which closes the product is the company's logo – where, in olden days, a person would have placed a wax seal – which was its inspiration.



De Beers Compliment Slip

Surface: White Paper
Size: 9.9 cm × 21 cm

Rational: A compliment slip is a product which the consumers come into contact with the most, other than the letterhead of the company. The product was designed, with influence from the Written Letterhead, to be able to be written on. The background of the De Beers logo has been faded behind a set of guidance lines, which guide the writing. The dark purple corner was influenced by the De Beers Envelop design. The heart came from the De Beers logo. All these aspects work together to create a unified design which references aspects of other designs



De Beers E-Mail Signature

Surface: White Paper
Size: 4 cm × 29.7 cm

Rational: This is a digital product, used at the bottom of company e-mails and hold contact details. The product needed to be slim, but bold – hold the company's information such as logo and details.

On the left hand side a modified version of the company's new logo has been used, while on the right the contact details of the company's 'CEO – John Smith'. These items on either side create balance in the product making it level and calming to the eye. These aspects have been placed onto the circular purple pattern to stand out as they are the most important characteristic of the design in total.



De Beers Adshel Advertisement

Surface: White Paper/Laminated Card
Size: 180 cm × 120 cm

Rational: This advertisement promotes a specific product created by the De Beers company. This item is a swan ring which is encrusted with small diamonds. The text of the advertisement picks up on the abilities of the creature displayed – the wings – and makes a pun upon this to lighten the mood and atmosphere of this advertisement – making promotions funny makes them more memorable to the consumer.

The advert makes use of known phrases to embed the De Beers products into the subconscious of the consumer – creating a link between old and new information, in effect jogging his/her memory.



De Beers A3 Poster Advertisement

Surface: White Paper/Laminated Card
Size: 42 cm × 29.7 cm

Rational: This advertisement makes a connection between the concept of a necklace and a dog's collar. Implying that if a man buys a diamond necklace that the woman would follow him like a new born puppy. The diamond necklace is used to frame the text of the advertisement, while the logo has been separated between top and bottom to create balance and unity.



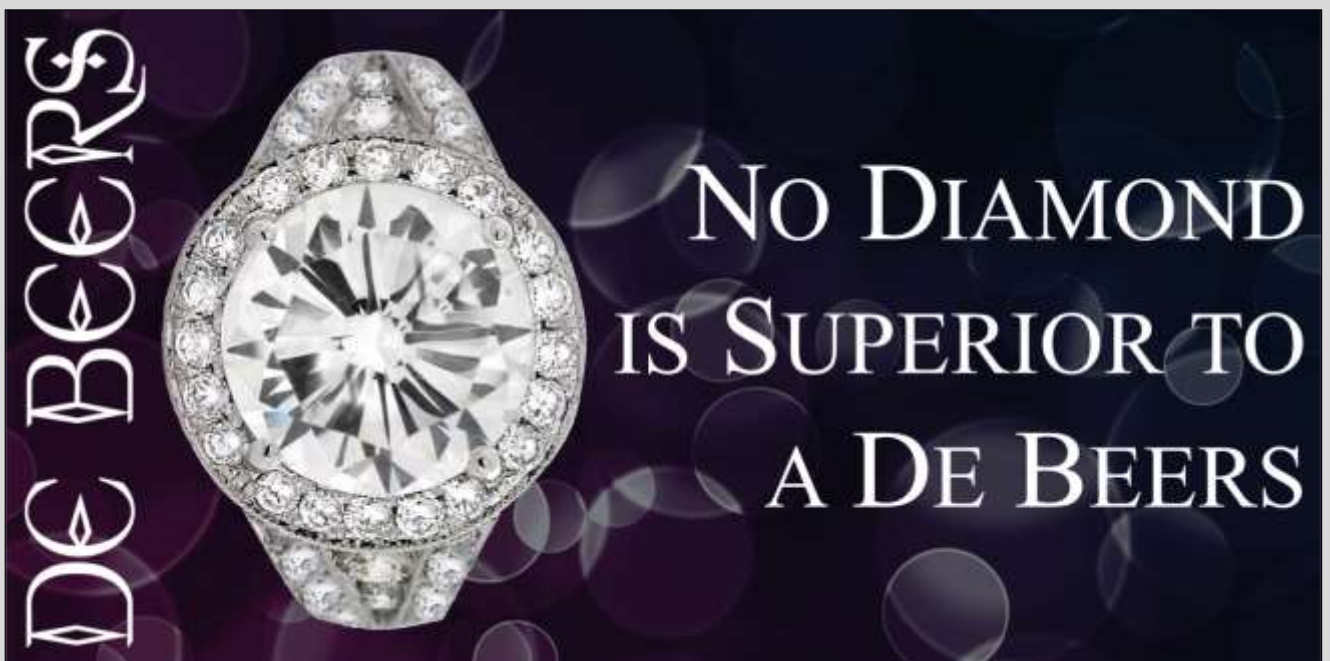
De Beers Digital 48 Sheets Advertisement

Surface: Bill Board
Size: 230 cm × 530 cm

Rational: This advertisement plays with the phrase '*money can't buy happiness*' and questions its meaning and truthfulness by implying that if the money is used to purchase a De Beers diamond product that Happiness is soon to follow.

This advertisement's lay-out was again based on the left to right reading of items. Thus, the company's logo font placed on the far left, the witty comment off centre to the left and finally the gold ring on the right. This lay-out allows for a balance to be created which in turn creates unity in the design.

A gold ring was chosen for this advertisement as it correlates with the background colour – purple – and plays off one another to create a connection between the background and foreground.





De Beers Adshel Advertisement

Surface: White Paper/
Laminated Card
Size: 180 cm × 120 cm

Rational: This advertisement makes use of a sexual innuendo, and common occurrence in the De Beers advertising techniques throughout their years. These innuendos are usually understated, but at times can be quite, out there.

This advertisement makes use of sexual innuendo pun, as one thing is said to mean another, but we cannot quite be sure which one is which.

The advert does not directly advertise anything specific, such as a product. It does merely advertise the company by stating one other 'their' opinions to create controversy and intrigue.

De Beers 48 Sheets Advertisement

Surface: Bill Board
Size: 300 cm × 600 cm

Rational: This advertisement aims to bring down the competition in the industry of diamond mining and jewellery manufactory by implying that there is not better diamond than on minded and handled by the De Beers company.

This ideology is re-enforced by the large diamond ring which appears on the left hand side of the text. The layout of the advertisement was ordered by the natural reading process – left to right – so that people see the name of De Beers, then a large diamonds, which catches their interest before the bold text catches their eye.

The use of lowering the standard of the competitors is an age old technique used throughout the advertising industry. This advert makes use of this and uses it to its advantage to create an effective advertisement.

Our Jewellers, as well as working with a number of different diamond styles and cuts also manage to create pieces in varying precious metals.

This creativity creates a unique style, which is only found with De Beers jewellery and unmatched by our competitors.

Gold

Silver

Platinum



De Beers is a world renowned company, widely known for its production of exquisite diamond jewellery. The company is involved in all aspects of the production of these high quality goods, no 'middle-man' is approached in the duration of manufacture. De Beers mines the diamonds from deep within the Earth's Crust with the utmost safety and care for its workers. These raw materials are then produced into cut diamonds of flawless superiority. These cuts are then produced into excellent jewellery by the best and most creative craftsmen and women into items even procured by the Queen of the United Kingdom.

Contact Details

Telephone: 053 839 4111
Fax: 053 839 4210
Address: PO Box,
Kimberley,
8300

DE BEERS

NOTHING SAYS YES LIKE A DIAMOND



Front Cover

Inside

Diamond Cuts



The round cut can represent the love of a couple, which will never end. The cut is considered honest, faithful and traditional.



The oval cut is highly similar to the round cut, but highlights creativity and uniqueness.



The princess cut is a style which demands attention and shows a want for risk, thrill and excitement.



The pear cut can represent a woman who is highly individual but is still caring and traditional.

The marquise cut represents a want for opulence and need for a spectacle and extravagant appearance.



The heart cut represents pure romance and happiness.



Rings

Whether you're just attempting to say 'I Love You' or hoping of an 'I Do' a diamond is the perfect gift for any woman. These precious little presents can be used at Birthdays, Valentine's, Christmas and – if you save three months salary, as she would expect – for a proposal.

Just make sure you pick a style or cut that best suits the woman of your choice. All women are beautiful and need a ring to express that beauty

De Beers is the Heart of Africa. The existence of this company provides employment for thousands of people, especially in the continent of Africa.

Our Heart of Africa range of simple, but stylish, jewellery provides capital which is then re-introduced into providing basic needs for people in poverty.



De Beers Brochure

Surface: White Card
Size: 21 cm × 29.7 cm each

Rational: This is the main advertisement of the company and should promote both the products that the company produces as well as the company it's self. This is achieved though an innovative design which allows for a condensed amount of information in a highly presentable manner.

This brochure includes information such as the company's contact details, the mission of the company and finally advertises the products the company produces as well as giving advice to the consumer in a slightly humorous manner.

These aspects allow for a relationship between the client and the company – making a equal playing field as the client does not feel intimidated by the power of the company.



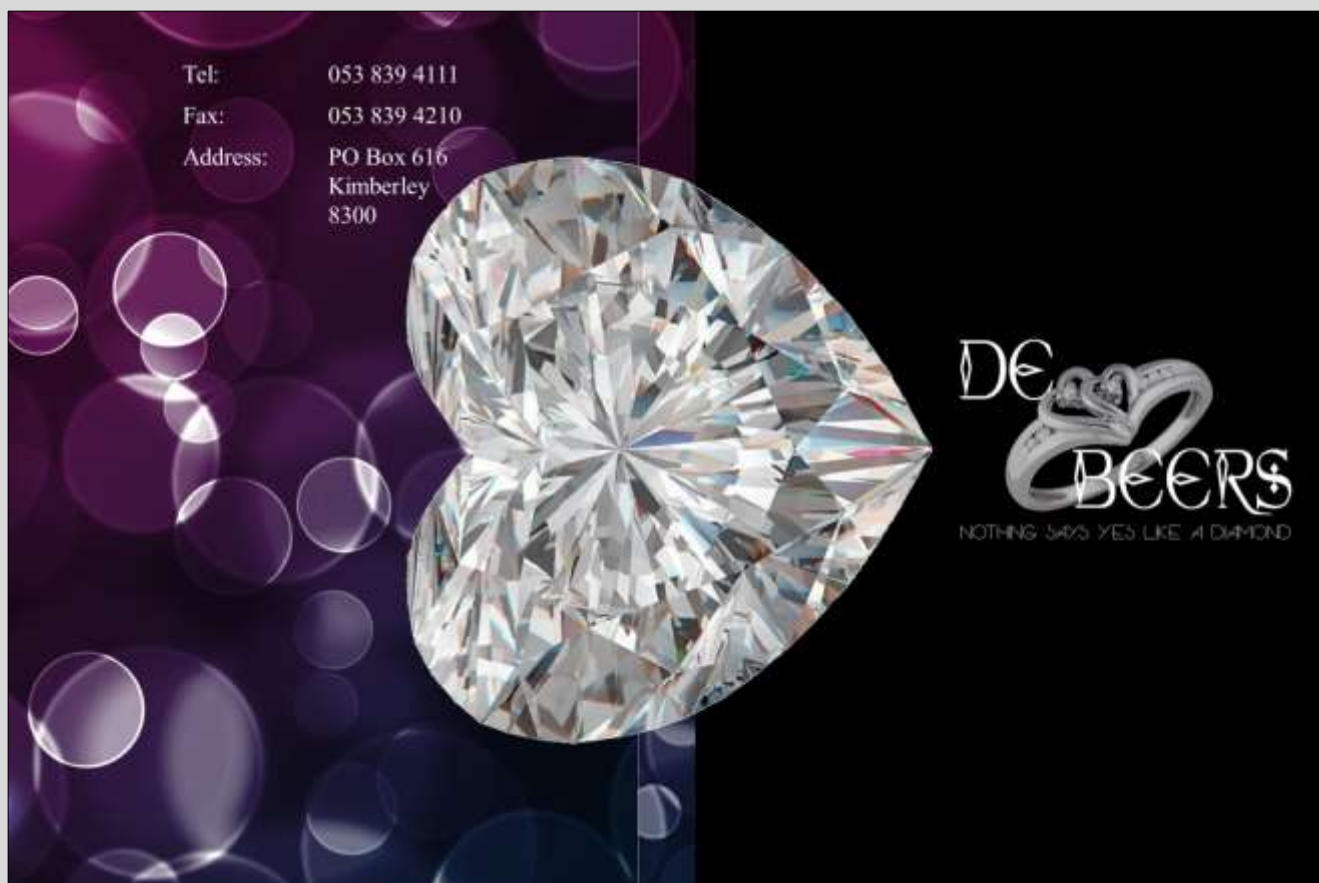
De Beers Adshel Advertisement

Surface: White
Paper/Laminated Card
Size: 180 cm × 120 cm

Rational: Gender stereotyping is made use of in this advertisement, this is used as the advert is aimed at the male gender and thus 'pokes' fun at the female gender. This brings a sense of relationship between the male viewers and the advertisement/company.

It implies that if he buys her some expensive diamond and gold earrings that they will make her listen to him more.

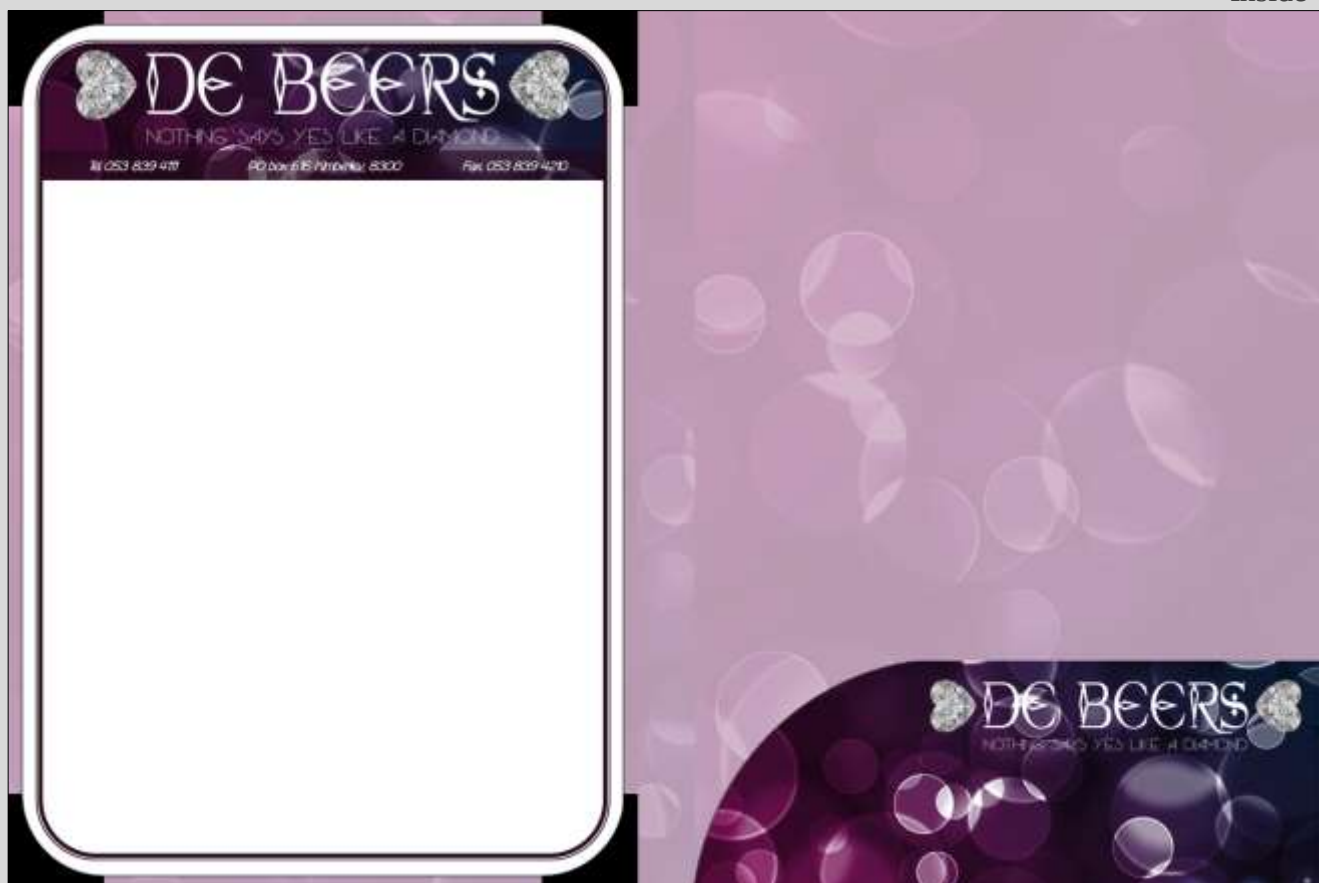
The set-out of the was inspired by how earrings are worn – either side of the head. Thus the two pieces are on the edges of the advertisement with the text of the advertisement down the middle – which represents the head where all the 'information' is that he would say to her. The positioning was also inspired by a linear style of lay-out which has been used to make the eye run down the page rather than up or side to side.



Front Cover

De Beers Corporate Folder

Inside



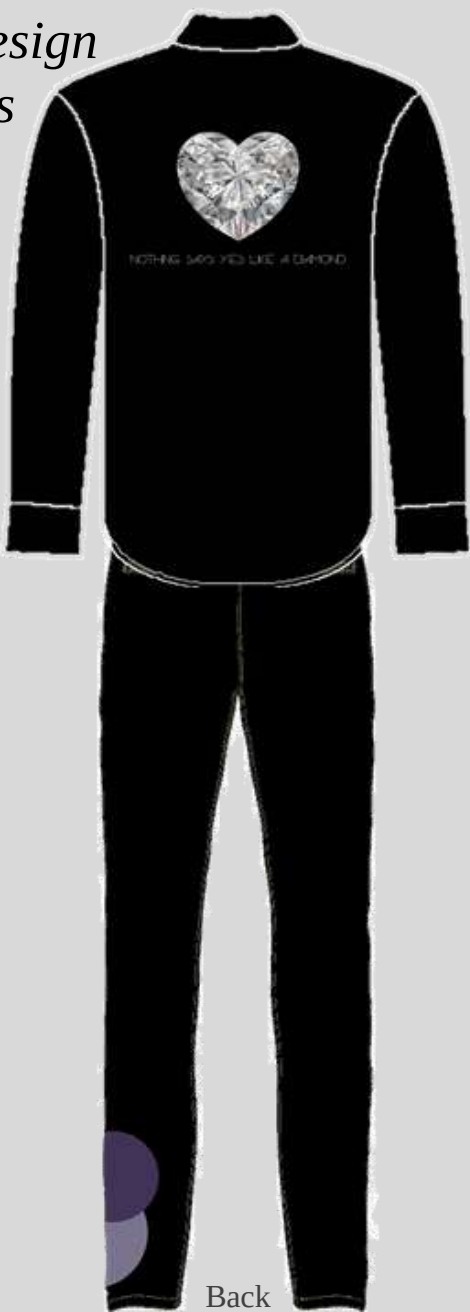
De Beers Corporate Folder

Surface: Thick White Card
Size: 46 cm × 30.7 cm each

Rational: The corporate folder is one of the most used products between company workers and clients. Thus the item needed to demonstrate the new style of De Beers, as well as be sturdy and easy to use.

The front cover uses a black background to make a bold statement with the half-heart on the left hand side which wraps around to the back of the product – creating a link between front and back. The back of the folder uses the circular purple pattern as a background and holds the company’s contact details at the top. The first inside page as four corner holders which allow for the safe inserting of an A4 *De Beers Letterhead*, while on the other page a holding section has been create to be used to hold any lose papers, ranging between one and about thirty.

De Beers Clothing Design Shirt and Trousers



Jamie Adam Blackwell

131 Kommetjie Road,
Fish Hoek – 7975,
Cape Town,
South Africa



Andrea Gardner

76 Marsden Road,
South Shields – NE34 6DU,
Tyne & Dear



De Beers Address Label

Surface: White Paper
Size: 3.8 cm × 7 cm

Rational: This product needed to work with the envelope – as that would be the main use for it – as well as being bold and clear.

It was placed on a simple deep purple background with the heart symbol in the bottom right hand side tilted at a 45° angle to fit better in the space, while the writing was based in the top left hand corner in white to be easy to read and clear.

DE BEERS

NOTHING SAYS YES LIKE A DIAMOND

1 Carat Diamond (Round)	R113 420
10g 18 Carat Gold	R4 466.12
Setting	R1 258.95
Total Ring Price (Excl. VAT)	R119 145.07
2 × 0.5 Carat Diamond	R99 589.00
1 Carat Diamond (Round)	R104 793.34
20g 18 Carat White Gold	R8 932.25
Setting	R2 645.90
Total Necklace Price (Excl. VAT)	R215 960.49
VAT	R33 510.56
Total	R368 616.12

De Beers Till Slip

Surface: White Paper
Size: 18 cm × 6 cm

Rational: The till slip design makes use of the circular purple pattern in the background which has been washed into the background to allow other aspects to be inserted on top.

The front of the design consists of the De Beers logo font, in a black colour scheme, at the top of the product. While in the bottom right hand corner is the heart diamond symbol – which has been rotated at a 45° angle to better suit the shape of the corner. Most of the space is left blank for the inserting of a list of purchased items and their prices.

On the back of the product as repeat linear pattern has been created. This consists of the black version of the company’s logo font, which has been placed above three diamond rings – which have been photo-shopped together. Under these to aspects is the company’s contact details – in case further information is needed.

Address: PO Box 616, Kimberley, 8300
Tel: 053 839 4111
Fax: 053 839 4210

DE BEERS

NOTHING SAYS YES LIKE A DIAMOND

Address: PO Box 616, Kimberley, 8300
Tel: 053 839 4111
Fax: 053 839 4210

DE BEERS

NOTHING SAYS YES LIKE A DIAMOND

Mount Nelson Dinner Plate, Side Plate and Dessert Bowl

Surface: White Porcelain
Size: Dinner Plate – 27 cm diameter
Side Plate – 19.5 cm diameter
Dessert Bowl – 22 cm diameter

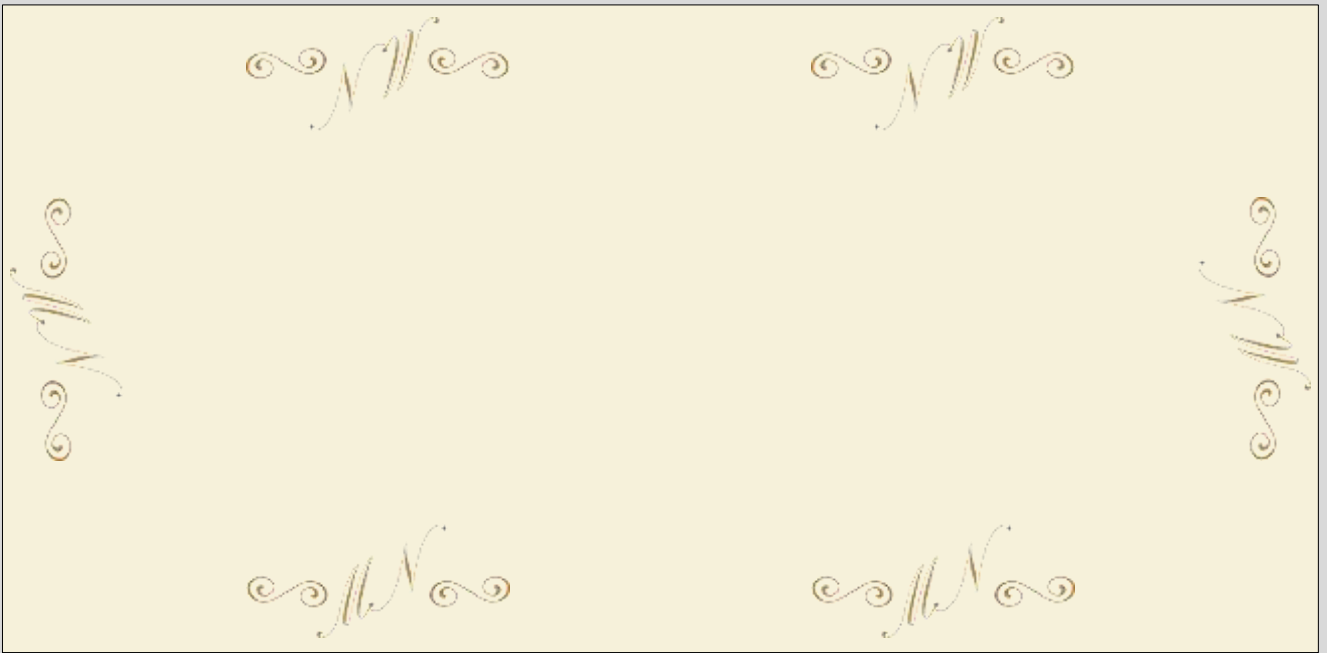
Rational: These products required a clean, elegant and calming design to them.

A clean feel was brought into the design through the use of crisp white plates and a bowl.

The elegance was inserted as a result of the new Mount Nelson logo with its Baroque style pattern and clear lines. This frames the top of the designs. In the base of the products a golden, also Baroque style, pattern was inserted to bring a sense of royalty to the design.

The use of a monotone colour scheme brings calmness to the design, this is also a result of the relation between the various products created for the Mount Nelson, each product connects to one another – either through the use of colour or similar aspects in the design.





Mount Nelson Table Cloth

Surface: Cream Cotton
Size: 110 cm × 170 cm

Rational: The cloth of the new style of the Mount Nelson required an understated style which holds onto an elegance appearance.

This was created by the use of an off white material in a coarse but soft appearing material. It was then hemmed with white cotton to stand out slightly.

Around the edges of the cloth an MN motif was painted with a swirl either side. The MN initials connect with the MN in the Table Centre, while the gold connects with the tray and the swirls connect with the Baroque style pattern of the other products.



Mount Nelson Tray

Surface: Wood
Size: 35 cm × 55 cm

Rational: The tray follows on the style characterised in the design of the plates and bowls. The base of the design is white – bringing that clean and crisp feel to the design. The base of the tray has been decorated with the same golden Baroque pattern with the initials of the Mount

Nelson (MN) inserted in the centre of the design. On the top edges of the product a golden trip has been used.

All aspects connect with other items, the golden pattern with the plates, the MN initials with the Table Centre and the golden trim with the gold on the table cloth motif.

Mount Nelson

Table Centre

Surface: Steel

Rational: This design is based on the concept of a canter lever with creates a sense of beauty in a design, as well as interest. This design has made use of the initials of the Mount Nelson – MN – to create a canter lever candle holder which would be placed on the tables of the Mount Nelson tea room during high tea.

The shape of the M and N were inspired by the font used in the MN on the tray and table cloth, while the black was inspired by the black in the new logo of the Mount Nelson – this creates connections between all the products of the project.

