

EMMMA
SMITH

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Graphic Design Year 3
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TURF



Heineken®

WAR

Heineken Turf War is a campaign that brings people together through community beer gardens. A war on the grey, the campaign aims to regreen cities and reintroduce a sense of community.

A collaboration with Isabella Atkinson.
D&AD New Blood Pencil Winner 2023.



LIVING
GROWING
BUZZING



GREEN
LOVERS



Heineken
TURF WAR

SPRING TO LIFE

Heineken
TURF WAR

STAKE YOUR CLAIM

Heineken
TURF WAR

GROW YOUR SOCIAL CIRCLE

WAGGING

WAR

EST. 1876

Heineken®

TURF
WAR




DOWN

THE GREY



Brand experience - Heineken Turf War

A light blue seismic wave graphic is overlaid on a white background with a light gray grid. The wave is centered horizontally and passes behind the main title text. The title text is in a large, bold, black, sans-serif font.

SEISMIC

Seismic is an Italian water brand that funds research into the hydrochemical impact of seismic activity on groundwater aquifers. This research could potentially allow scientists to predict earthquakes and prevent major devastation and loss of life.

Minerva Competition Brief 2023



MINERAL WATER MAKING WAVES

ITALIAN MINERAL WATER

BOTTLED AT THE SOURCE

Established in 2017,

after the devastating Central Italy earthquakes,

Seismic Water supports research

into hydrochemical changes in groundwater caused by seismic activity.

This ground-breaking research could give scientists the power to predict major earthquakes, potentially saving lives.

Quintessentially Italian water, sourced 200km north-east of Rome from Peschiera Springs,

which also provide water to the Nasoni, ancient public drinking fountains in Rome.



Brand creation - Seismic

SEISMIC



SEISMIC

CUTTING EDGE
RESEARCH

FIND OUT ABOUT OUR GROUND-BREAKING RESEARCH AT WWW.SEISMIC.COM



SEISMIC

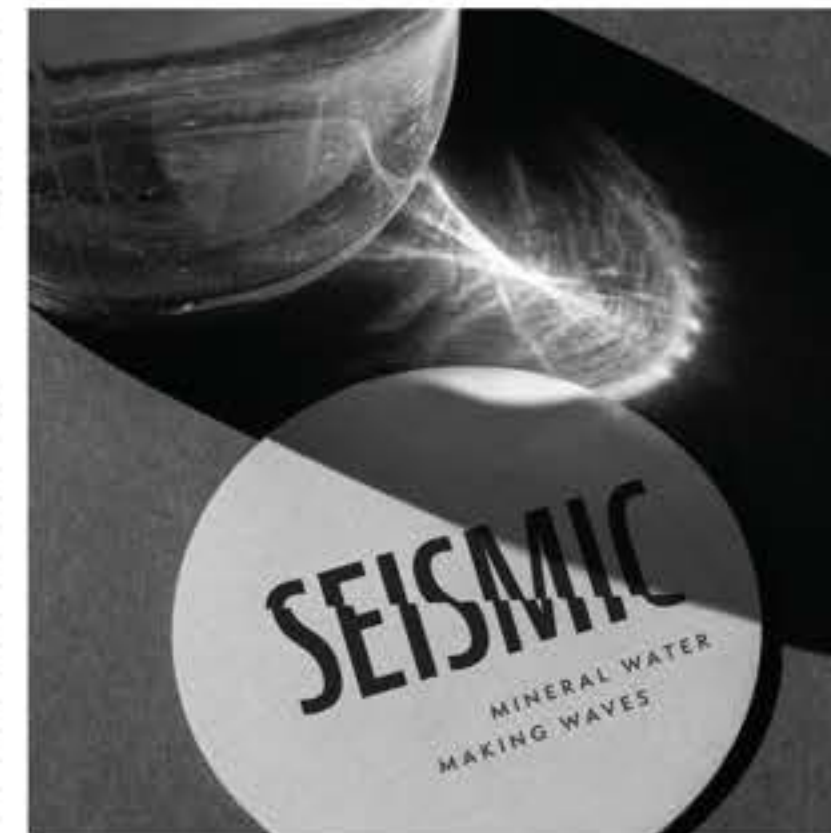
CREATING A SHIFT IN
EARTHQUAKE FORECASTING



Brand creation - Seismic

**GROUND
BREAKING**

RESEARCH



**STILL
WATER**

LITERALLY



SEISMIC

WAVES

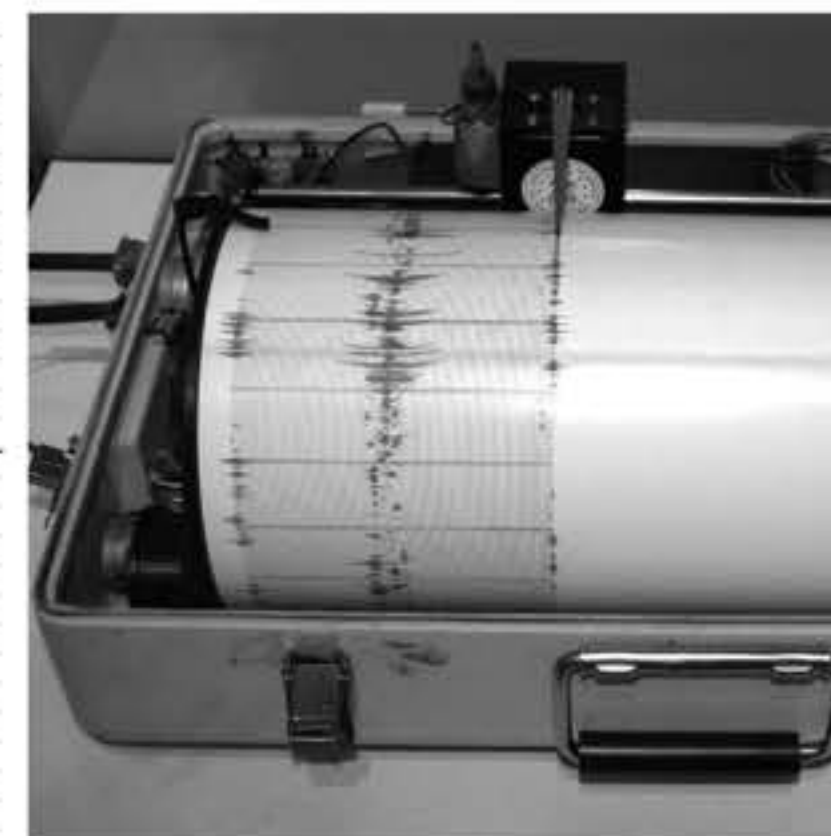


SHIFTING
THE FOCUS

Seismic Water funds research to allow
scientists to predict earthquakes

and prevent major destruction

Established in 2017
after the Central Italy Earthquakes

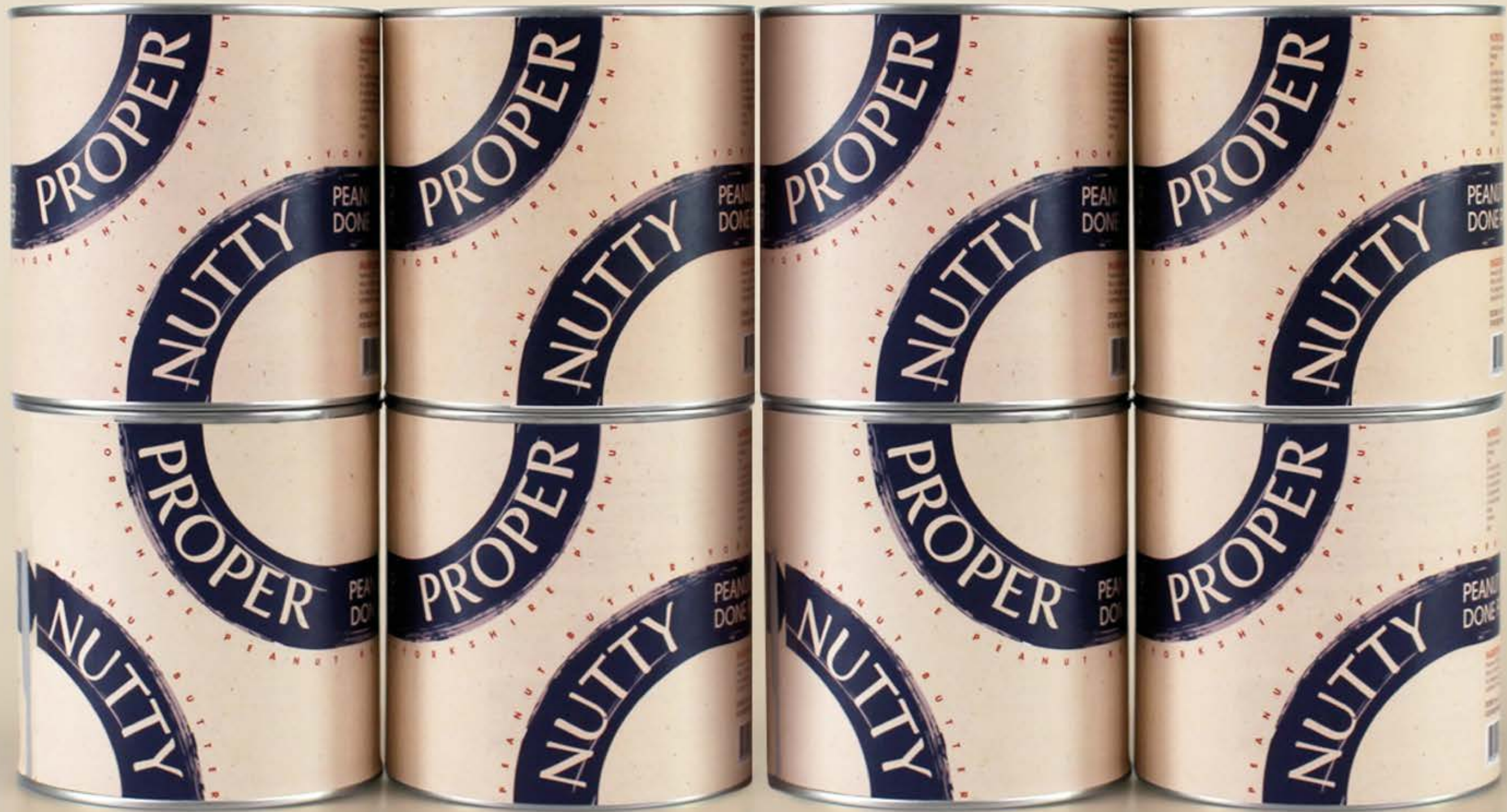


IT'S IN THE

WATER

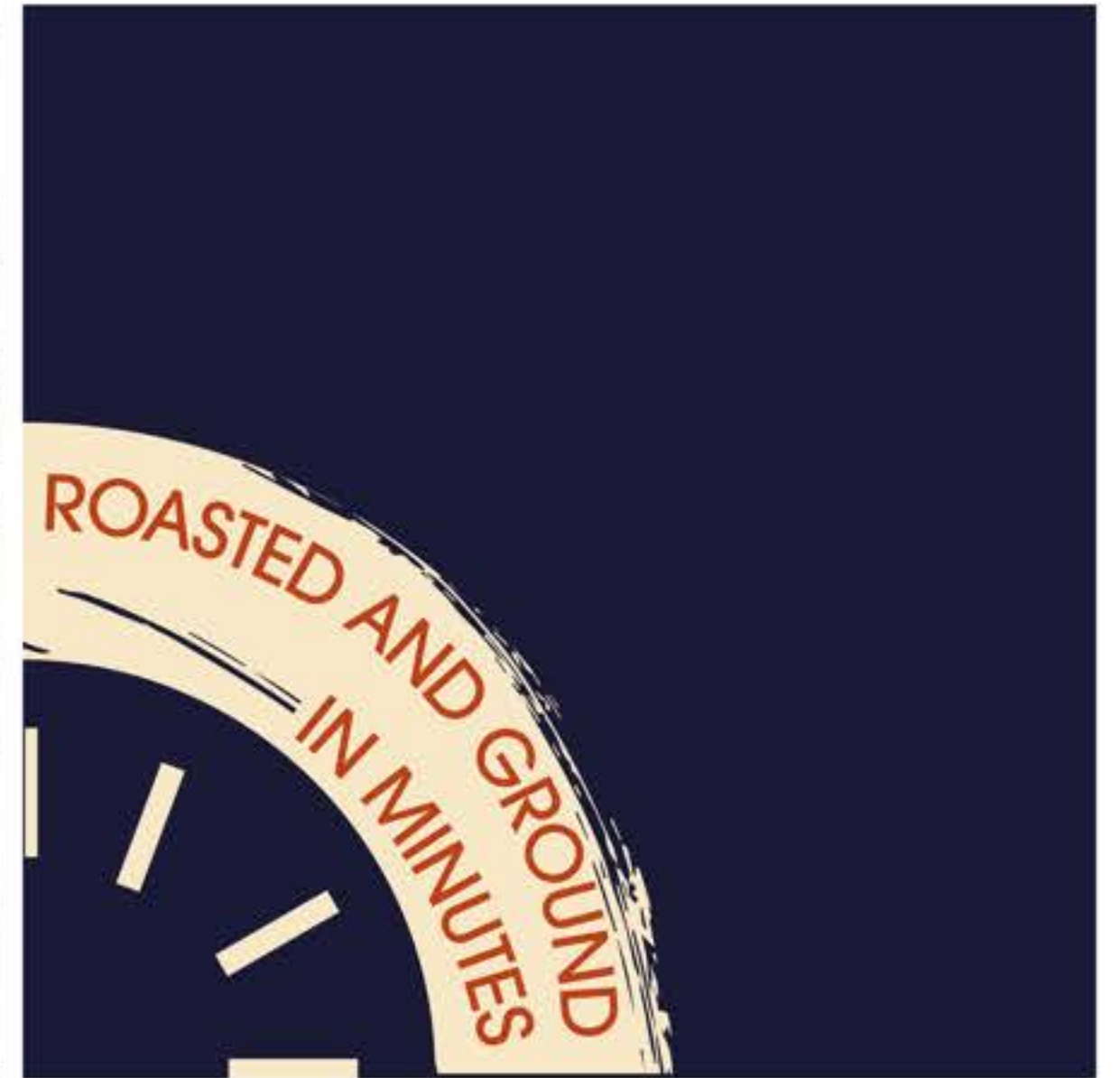
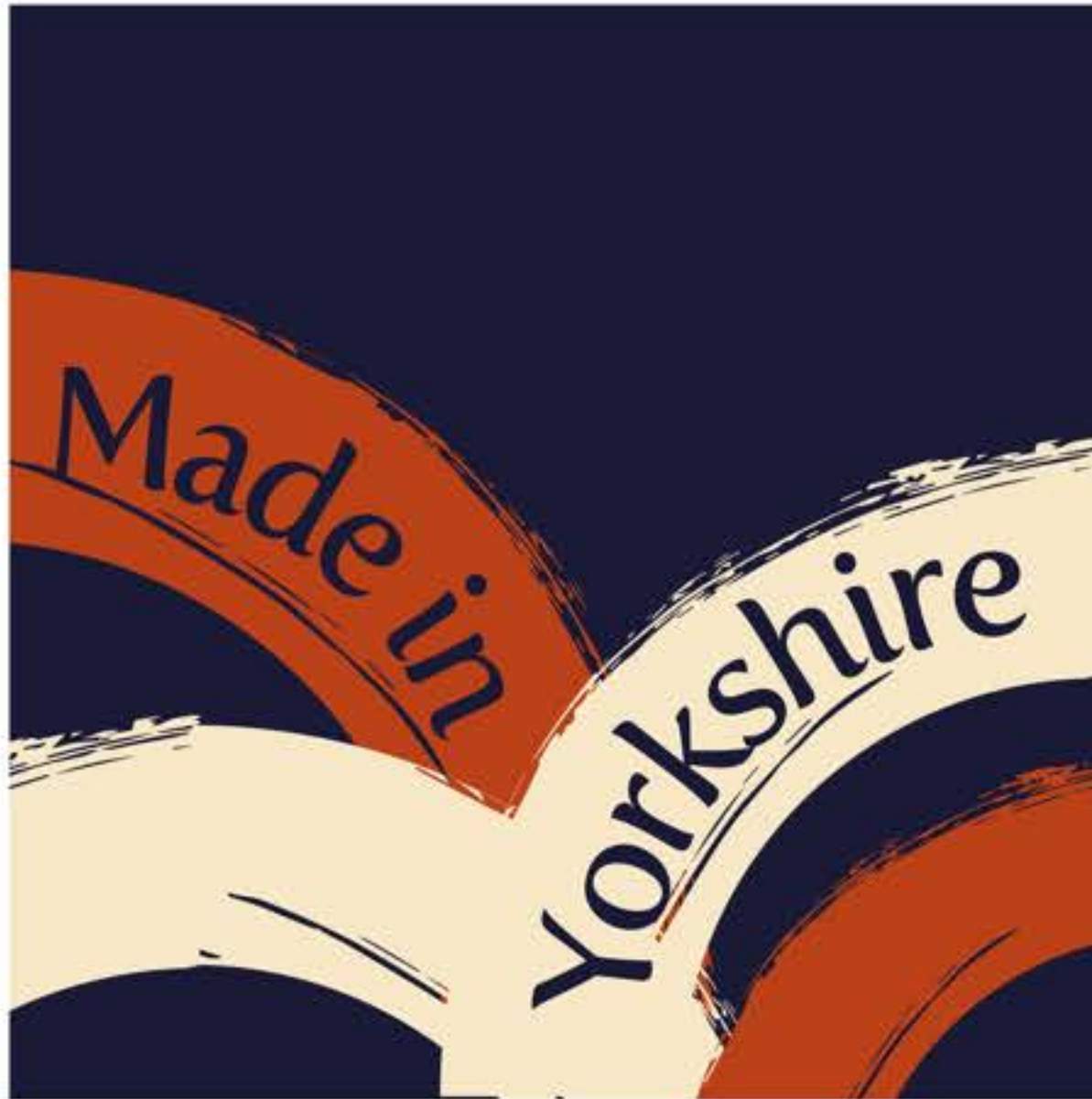


A live brief for peanut butter brand Proper Nutty. A rebrand that champions a unique peanut butter that is made differently to any other on the UK market. The tessellating design heros the sustainable choice to package the nut butter in a tin.





Packaging and brand identity - Proper Natty



Packaging and brand identity - Proper Nutty



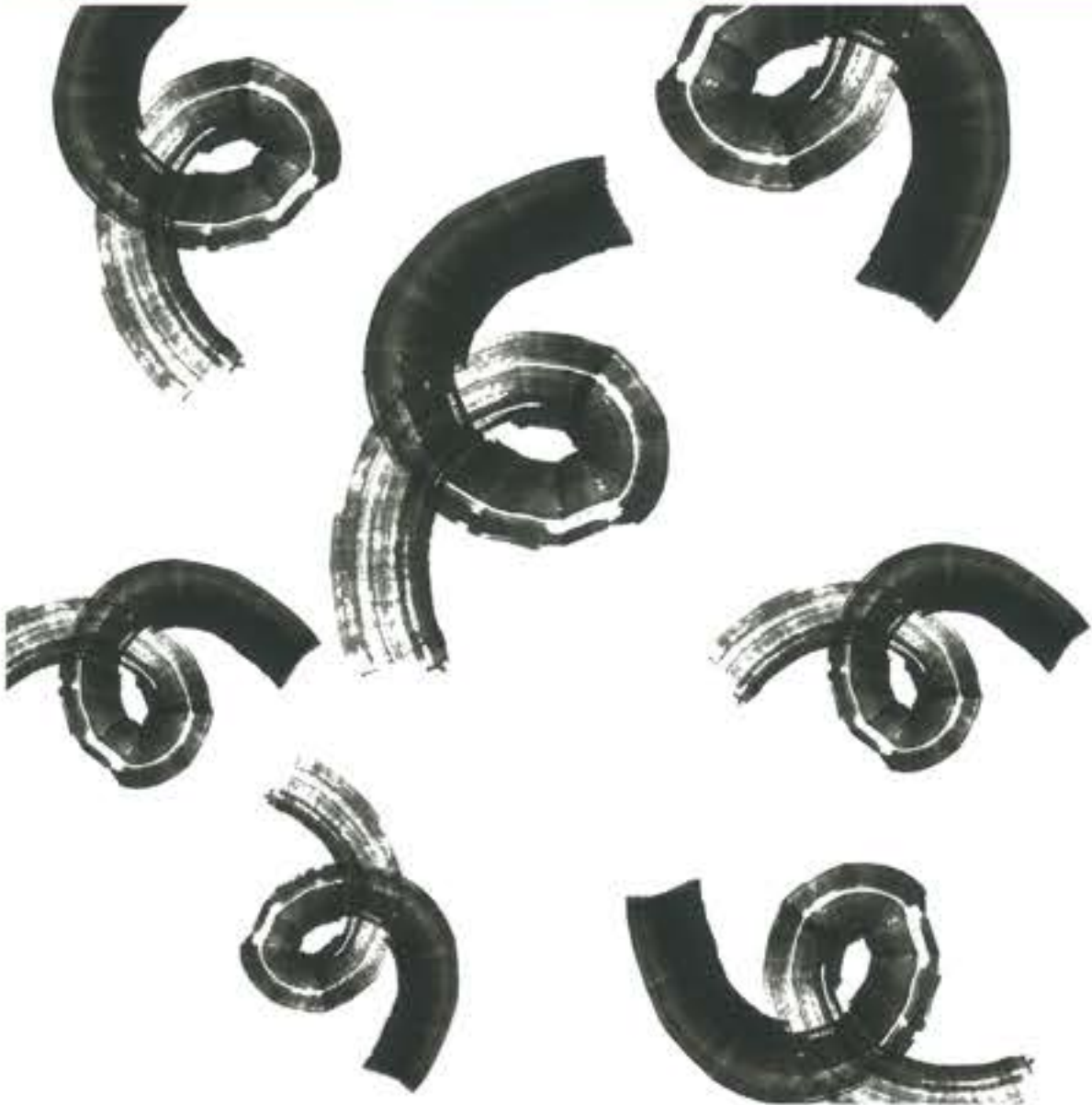
FLOCK

KNITTING WITH ATTIT-EWE-D

Flock, a knitting subscription service that champions British sheep farmers whilst breaking knitting stereotypes.

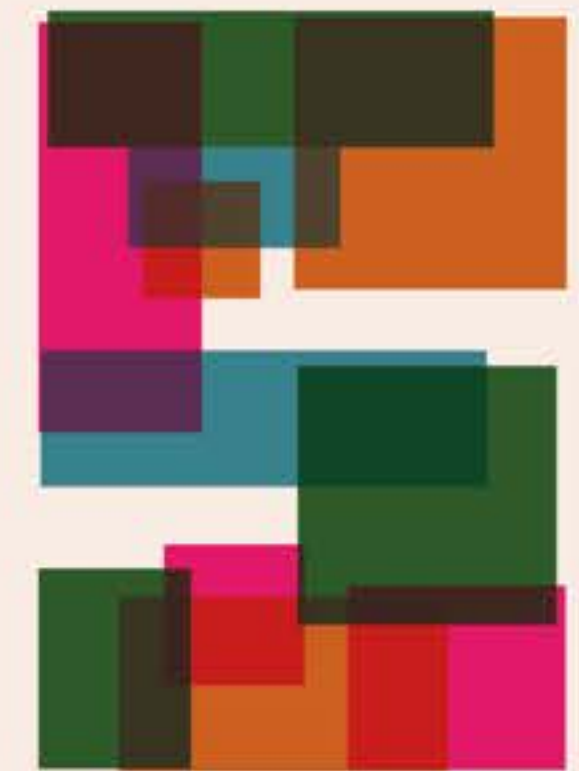
A group project.
Runner up in the JKR competition.







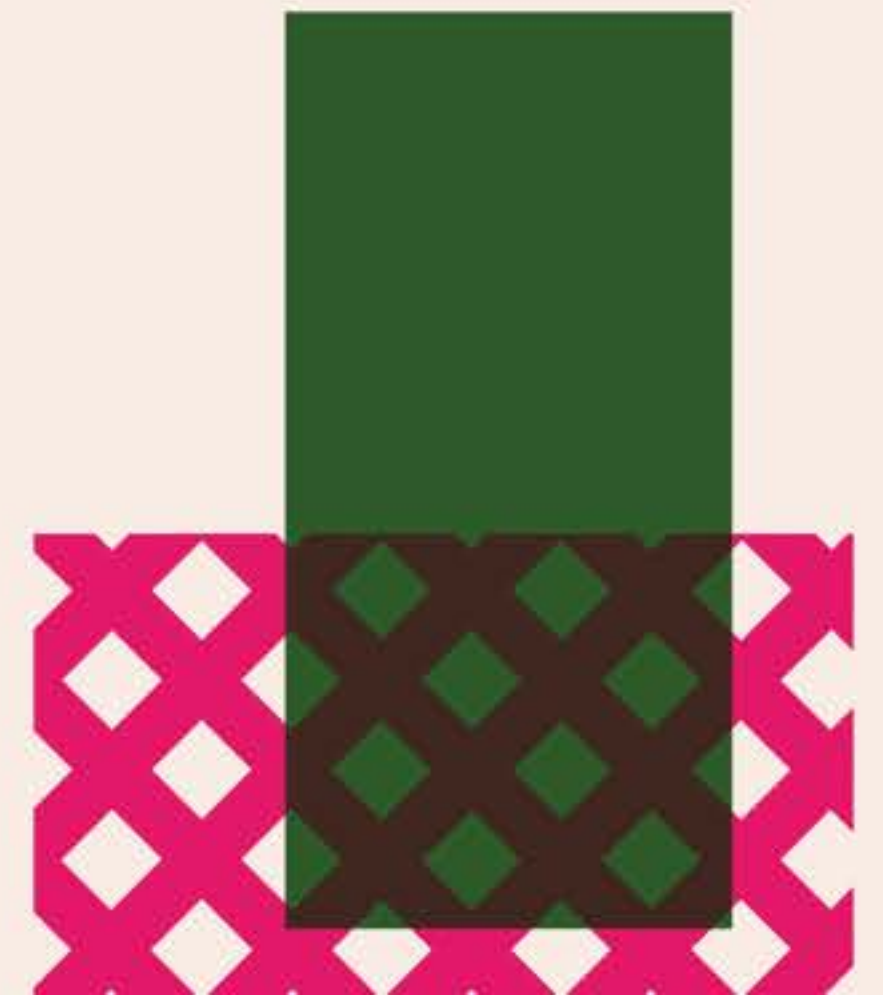
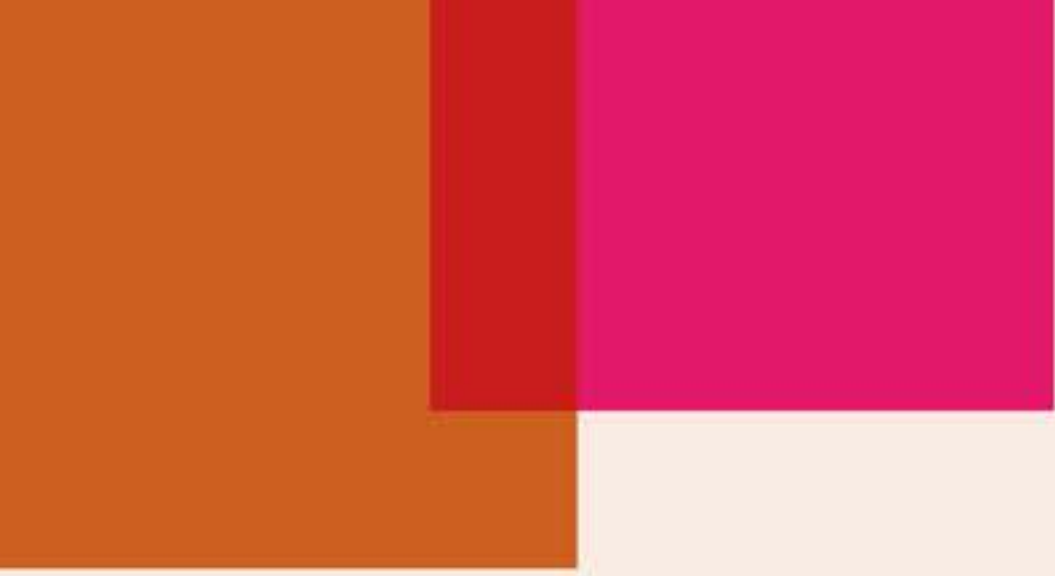
Brand identity - Flock

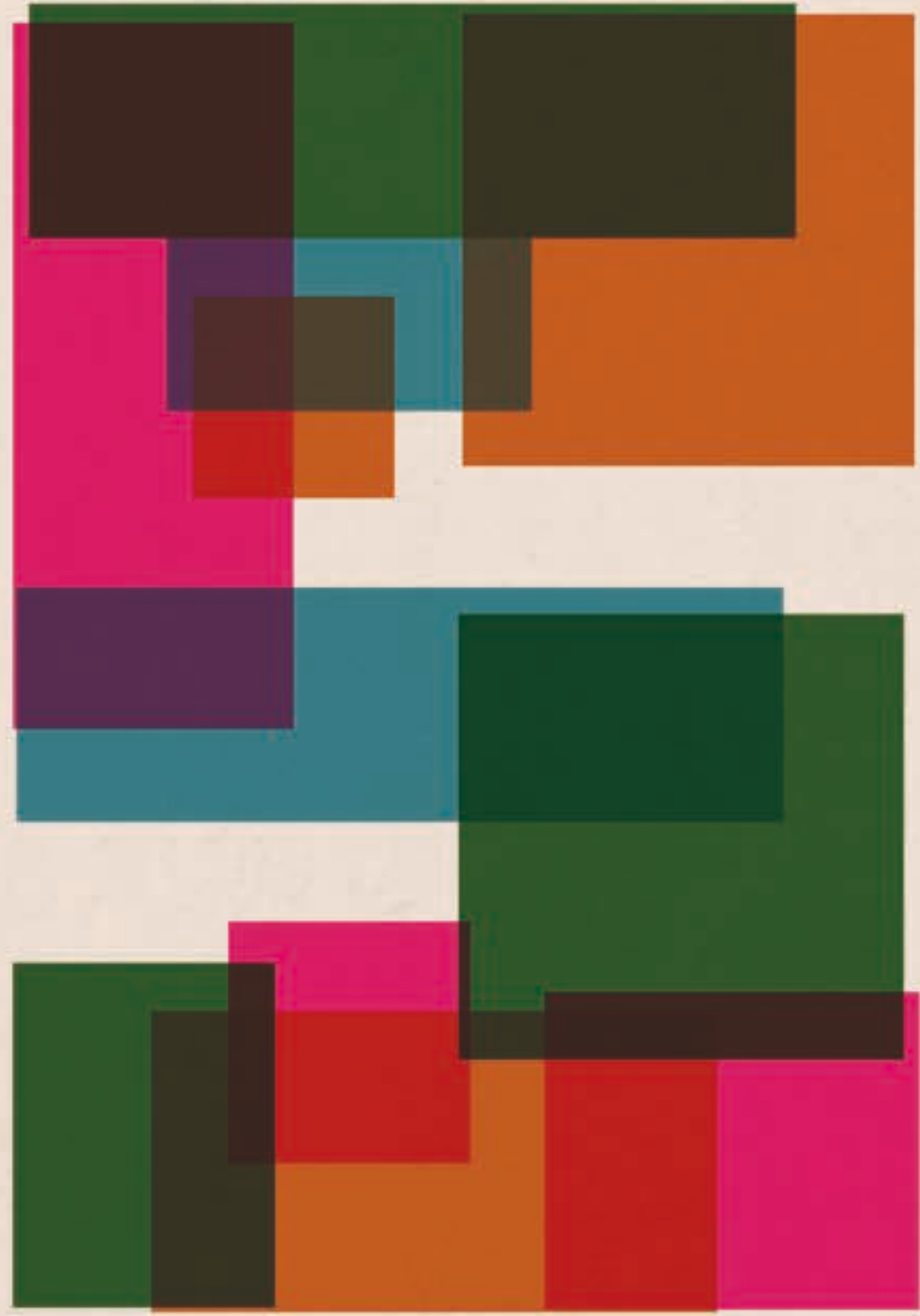


SPITAL FIELDS

MARKET

A rebrand of Spitalfields Market in East London. Celebrating the diverse groups of people that have come together to shape the market and the traditional weaving associated with the area.





**WEAVE YOUR
WAY THROUGH
OUR MARKET**

**SPITAL
FIELDS**
MARKET



**SPITAL
FIELDS**
MARKET



**SPITAL
FIELDS**
MARKET

EXPLORE OUR
**HOME
PATCH**



THE KITCHENS

The
Kitchens

/ THAI
HAI STREET FOOD

DUMPLING SHACK





EAST ART FAIR

SATURDAY 5TH NOVEMBER
10AM - 5PM
AT SPITALFIELDS MARKET



URBAN MAKERS MARKET

EVERY WEDNESDAY
AT SPITALFIELDS MARKET



SECRET MARKET GIGS

FRIDAY 4TH NOVEMBER
SATURDAY 5TH, NOVEMBER
FRIDAY 18TH NOVEMBER
SATURDAY 19TH NOVEMBER
FRIDAY 25TH NOVEMBER
AT SPITALFIELDS MARKET





Visual Identity - Spitalfields Market



EMMA SMITH

I am a graphic designer with an interest in packaging and branding. I communicate clever ideas through engaging designs, always being creative with media such as collage, painting and photography. I am motivated and organised, good at working in a team, but I also enjoy working independently. I have excellent Adobe Creative Cloud skills and a keen attention to detail.

Qualifications

BA Hons Graphic Design
Norwich University of the Arts
2020 – present

Experience

Free the Birds
5 week internship, June 2022

Bonfire Creative Intelligence
2 weeks work experience, July 2018

Awards

D&AD New Blood Pencil winner
JKR competition runner up

Contact

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