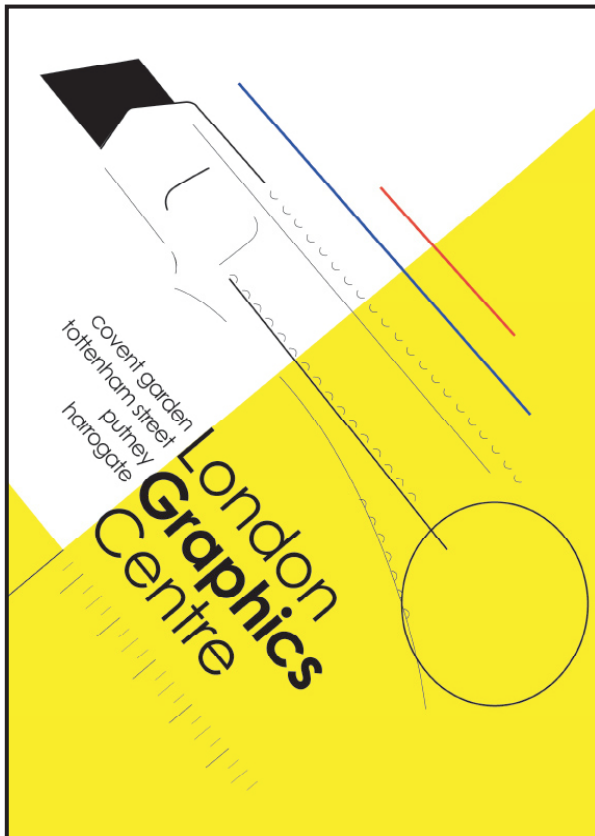


A poster designed for an undergraduate music degree display.



A coursework design for The London Graphics Centre, required to incorporate a cutting knife.



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team jerseys

Ever since the post-war introduction of commercially sponsored cycling teams, riders have donned attire that has evolved along with the technology, fashion and money involved with the sport.

Like many other sports, competition could be considered as human billboards. As the sport's popularity has increased, so too has the level of sponsorship involved. Companies decide to associate with the team that will best suit their market. This has often meant that a wide range of styles can be found within the peloton.

The companies who back teams want as much visual promotion as possible. One way of ensuring this is by creating a recognisable and distinguishable team kit.





The 1960s saw a continuation in the use of simple block colours, with often a contrasting horizontal chest band and matching sleeves. As more sponsors entered the sport, sleeves were also used as a place to display text.



The late 1960s and early 70s saw more experimentation with colour, but styles still favoured the classic use of single block colour and stripes across the chest. Graphic detailing was developed as elements such as shoulder stripes and sleeve cuffs were styled.



During the mid-1970s it seemed that the classic chest stripe style had reached a limit and teams started wearing more unusual designs often involving sharp angles, multiple stripes and wapped text.


20

colour combinations

Although the choice of predominant colour is important, perhaps more so is the secondary colour and therefore the combination of the two. Below is a table of the main colour combinations of cycling jerseys in the last 50 years. What is perhaps immediately noticeable is how small it is, showing that there are several key combinations that have proved very popular and effective.

The most popular main colour is blue, followed closely by red. White, yellow, orange and green also prove popular. The introduction of a second colour can alter the impact and emotions evoked from the initial colour alone. Whilst classic contrasting colours such as red and black, and vivid colours such as yellow and pink, can be highly visible and of a high impact, lighter colours can also do the job just as successfully.

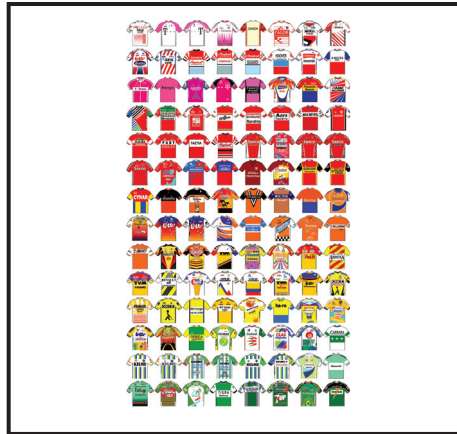
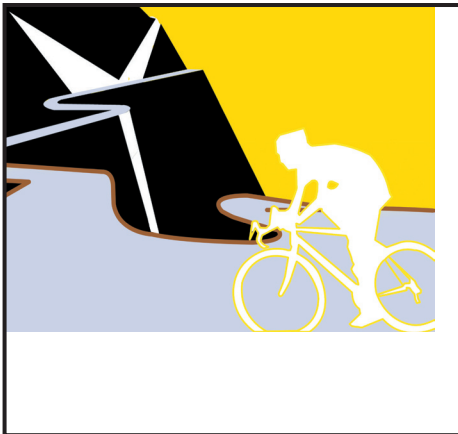
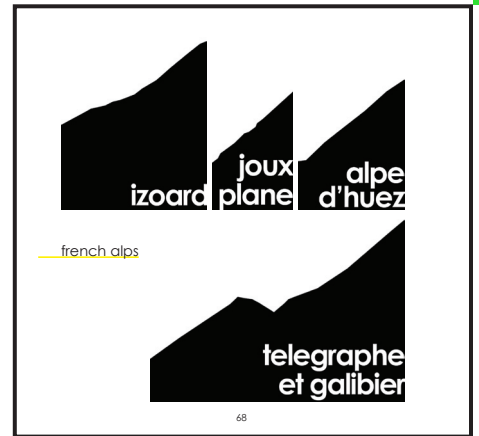
... a colour scheme that uses only light colours can be effective in it's own quiet way, and may actually stand out from the bunch, over confident colour schemes that surround it." H. Chivvis



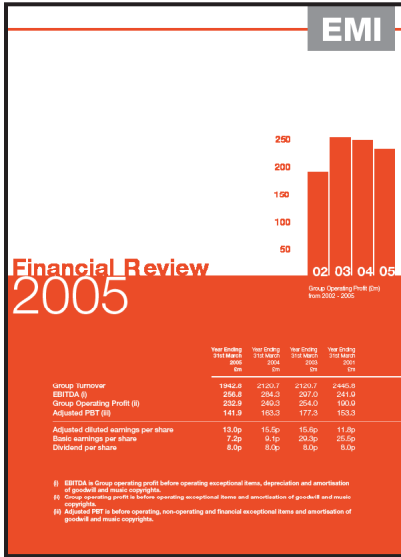
25



Extracts from 'Colours of the Peloton'. A book produced in 2006 as coursework for my Graduate Certificate in Visual Communication. A book of 90 pages, it contained in-depth analysis of a variety of areas to do with the professional sport, as explained in the contents.



Further examples from 'Colours of the Peleton'. The first image shows how the book was packaged in a yellow cover, within a cycling jersey acting as a secure, protective bag.

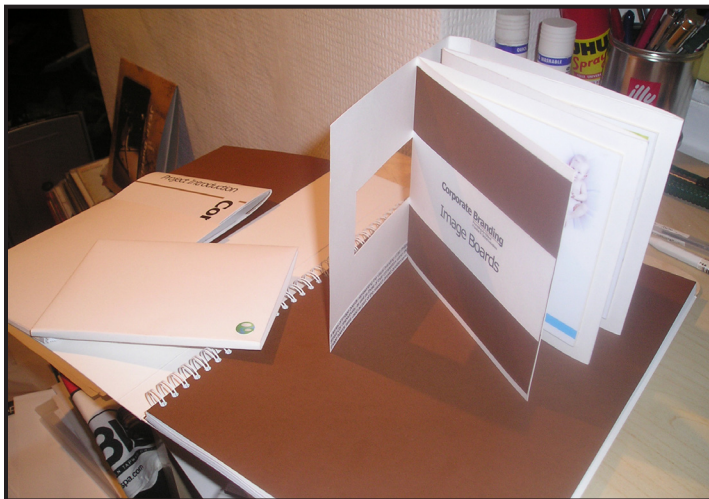


Global Music Group

EMI is the world's largest independent music company, operating globally in 50 countries and with territories in a further 25 and employing over 6,000 people.

Revenues in the last financial year were nearly £2bn, generating operating profit of over £225 million. The company comprises of two divisions - EMI Music and EMI Music Publishing, both contributing to success.

EMIGroup



Work created for my Visual Communication course. A double-sided, foldable handout of EMI, explaining the company's recent financial performance. Below is a brief depiction of another project of completed

coursework, investigating the ethical branding behind four companies within the automotive, clothing, electronics and petroleum industries.



Royal Institute of
British Architects
66 Portland Place
London W1N 4AD

London's Architecture

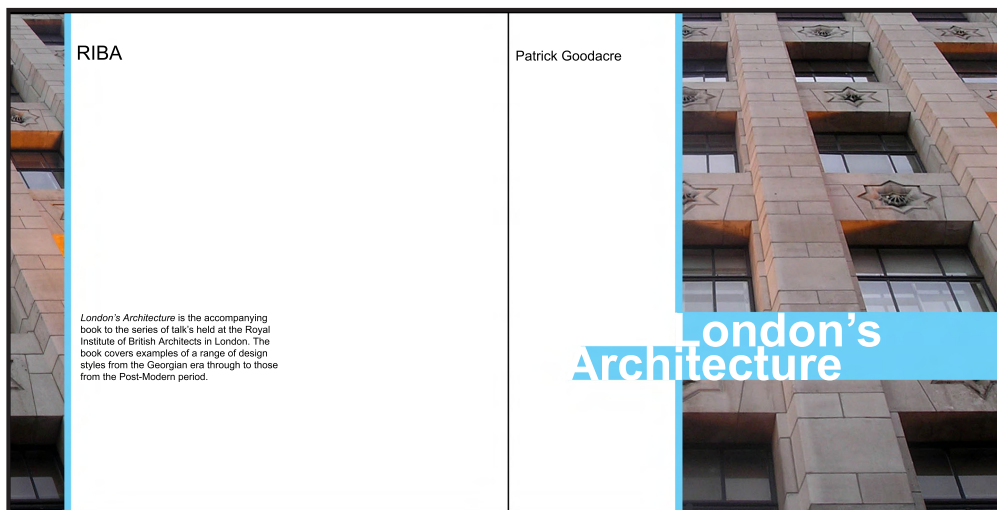
A series of lectures covering
Georgian to Post-Modern styles

Dan Cruickshank
6.30pm Wednesday 1 March
Georgian Architecture

Gavin Stamp
6.30pm Wednesday 8 March
Victorian Architecture

Jonathan Glancy
6.30pm Wednesday 15 March
Modern Architecture

Terry Farrell
6.30pm Wednesday 22 March
Post-Modern Architecture



Two further examples of work completed on my Visual Communication course, depicting background research and work produced for a much enjoyed typographic project.



**WestFocus Innovations Day
HELPING ENTERPRISES GROW**
Kempton Park Racecourse Conference Centre 18 MAY 2006

The Sustainability in Practice Network cordially invites you to two seminars and a drinks reception at Kempton Park Racecourse Conference Centre

Louise Ellison
Commercial property: Making the case for sustainability
Seminar Room 2 3:30pm

Dr Paul Micklethwaite
Inspired Recycling: Tailored assistance for designing and making new products
Seminar Room 2 4:30pm

Drinks Reception
Royal Box 5:15 - 7:30pm

RSVP: Patrick Goodacre
p.goodacre@kingston.ac.uk
020 8547 7410
www.westfocus.org.uk/innovationsday

GREEN MARKETING WORKSHOP : FROM NICHE TO MAINSTREAM

MONDAY 26TH JUNE 2-4PM
UNIVERSITY OF WESTMINSTER
Room G2.07, 115 New Cavendish Street, W1W 6UW
Tube: Warren Street / Great Portland Street / Goodge Street

Inspired Recycling
Tailored assistance for designing and making new products.

Are you making products from recycled materials but don't know how to target your key markets?

Learn how to effectively market yourself, your ideas, designs and products as a small manufacturer of recycled products, to attract customers, partners and investors.

This FREE afternoon workshop is geared to the specific marketing needs of small businesses and sole traders offering 'green' products.

- Key ideas in marketing
- Effective marketing for small businesses
- Green marketing: Moving from niche to mainstream

Specialists in small business and green marketing will show you how to become more effective in reaching your key markets.

To reserve a FREE place contact Charitza Rogers at:
London Remade - charitza@londonremade.com 020 7061 6355

www.inspirerecycling.org info@inspirerecycling.org 020 7061 6369

This page shows some work created for the Kingston University based Sustainability Research team within WestFocus.

Plenty of posters and corporate literature were produced. I was involved in both the research and creative sides of much work.

Inspired Recycling **enhance** **LONDON REMADE**
recycling, sustainability and business development

Green Growth
recycling, sustainability and business development

A free package of workshops for business owners and start-ups developing markets in the green economy.

Learn about opportunities to build and grow your business by:

- Becoming a sustainability leader in your sector.
- Exploiting the potential of recycled materials.
- Greening your business.

Green Growth
recycling, sustainability and business development

How to register:

- Complete the form below
- Must be in London
- Must come to 5 of 6 workshops
- Fax, Web or Email to Michael Marriot / michael@londonremade.com / fax: 020 706 6391

I would like to attend the Green Growth workshop series.

Name _____
Job Title _____
Organisation _____
Email address _____
Telephone _____
Fax _____
Address _____
Postcode _____

I would like to receive further information about future Inspired Recycling and London Remade news and events.

Yes / No _____

www.londonremade.com
www.inspirerecycling.co.uk



Re-Using Design

London Design Festival

Reusing existing design and making new products is environmentally friendly, resourceful and clever. What's more, it appeals as much to the eco warrior as to the design guru.

However reusing someone else's existing product to make something new, often means finding out who is the originator and coming to an arrangement about copyright, ownership, possible partnership and clearances.

Part of [re]design 06, this event will focus on the role of design and designers in relation to recycling existing products or waste products for manufacture, and the IP issues that come out this. The seminar will also feature case studies of creative manufacturers.


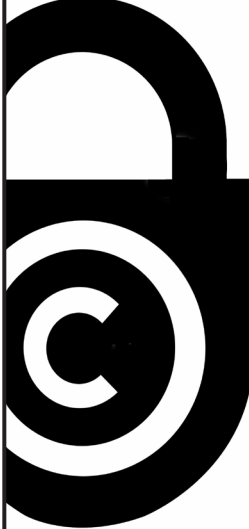
Own it

Creative London Intellectual Property Advice Service

Thursday 21st September 2006
3.00 - 5.00pm

The Boiler House
Old Truman Brewery
Brick Lane
London
E1 6QL

visit www.own-it.org/events for booking details



Re-Using Design

visit www.own-it.org/events for booking details

London Design Festival

Reusing existing design and making new products is environmentally friendly, resourceful and clever. What's more, it appeals as much to the eco warrior as to the design guru.

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Own it

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Brick Lane
London
E1 6QL



Above are two more poster designs for an event involving the WestFocus Sustainability Research team.



Further examples of work produced during my Premm Design work experience contain these poster concepts for the City of London Festival.



make life flow

Missing essentials

making life flow for millions

You use the loo without thinking. Without checking, you know you're a stone's throw from a tap. And without doubt, you know that poor sanitation or dirty water is unlikely to kill you. But for billions of people, what we know as essentials are just plain missing.

Words: Steve Adams Photos: Layton Thompson

January 2009: I'm in Kigazi village in south-west Uganda, talking to the local people about water, sanitation and hygiene. It's my second morning, and a small electric shock in the shower and a glance at a local shop – God is our hope: Ronnie Quick Electricals – set me thinking. Should I wear

rubber sandals in the shower? And why do I think it's unusual for an electrical shop to name-check God?

My hosts are long-term Tearfund partner the Diocese of Kigezi Water and Sanitation Programme. And their work confirms that in Uganda Ronnie Quick and his nod at God are not a one-off.

Here, material and spiritual transformation go hand in hand.

The diocese of Kigezi is playing its part to achieve Tearfund's vision for water and sanitation. By 2015, we plan to have transformed the lives of 3 million people with better access to water and sanitation – and to

She prays for the day she can open the back door of her home, turn on a tap and collect water. And with your help, that day is coming.



2

summer 2009 teartimes

and families – and the use of child soldiers is extensive.

Despite a peace deal, the formation of a transitional government in 2003 and democratic elections in 2006, the threat of widespread civil war has resurfaced recently. Fierce fighting broke out again last year in the east, across North Kivu province.

That's where I met Patrick, a young boy who – for most of his life – has known only war, unrest and violence. In 1998, when he was six, rebel forces rose up and took control of much of the east of the country – where Patrick and his mum and dad lived.

Despite a ceasefire agreement in 1999, the fighting continued. 2001 was a particularly bloody year. In January, President Laurent Kabila was shot dead and a UN panel reported that the conflict was being prolonged deliberately to allow the plunder of gold, diamonds, timber and coltan – used in the making of mobile phones.

In 2002, the height of the civil war, Patrick – then aged ten – faced another devastating blow. It was the year his mother died. But, just a year later, hope came to Patrick and his dad. The transitional government brokered a peace deal that promised an end to fighting. But it didn't last long.

Following two attempted coups, fighting in the east reignited in 2004. But it was one night in 2007 that destroyed another part of Patrick's world.

'The attack started at night while we were sleeping,' he explains. 'I was staying with a family when I heard the shooting. I started to run. We were fleeing the rebels.'

'My father was somewhere behind me. Later I heard the news that he had been shot.' Patrick speaks softly – he looks down at his hands, constantly running a small stone gently over his palm.

Patrick speaks softly – he looks down at his hands, constantly running a small stone gently over his palm.



A life stripped bare

Now Patrick has no father or mother, his home is Nzulo, a camp for about 1,000 people. Most of the children and families, like Patrick, ended up here when they fled the conflict that flared up in 2007. More recent arrivals are escaping the resurgence of fighting in North Kivu in October 2008.

The camp is about a mile down a rough track off the main road from Sake to Goma. Situated on a lava field, the landscape is bleak and – apart from the view of Lake Kivu – it has nothing to recommend it.

'Life here is very tough. I came here just like this,' says Patrick, showing me his clothes, '... with no possessions. It's hard to find food and to get clothes.'

Families live in flimsy-looking shelters built around a thin wooden frame, typically less than two metres high and just over three metres long. A tarpaulin roof offers some protection against the elements in this inhospitable, windswept lava plateau. Those with basic grass roofs are left completely exposed to the rain and bitter wind.

Patrick lives in his own shelter, alongside neighbours from his home village. People are forced to camp here – there's nowhere else to go. There's also no reliable way to make a living.

And there's no soil: black lava means no crops and no food. Despite this rough, hard ground, many children roam around the camp barefoot.

Nothing can separate us

In his 16 years, Patrick has been violently cut off from his family and forced to stay in a camp where there's no food. With no

make life flow



schooling, he's struggling to find a future. He's stuck in one of the most volatile regions of a deeply divided country, detached from the world because of constant fighting and corruption. Who can reach him?

'I am convinced that neither death nor life, neither angels nor demons, neither the present nor the future, nor any powers, neither height nor depth, nor anything else in all creation, will be able to separate us from the love of God that is in Christ Jesus our Lord.' (Romans 8:38-39)

Even in the desolation and despair of camp Nzulo, the love of God is breaking through. Tearfund's local church partners, HEAL Africa and Programme de Promotion des Soins de Santé Primaires (PPSSP) are right here in the midst.

With support from the global church – from people like you and churches like yours – HEAL provides tarpaulins for shelters at the camp, distributes free medicine and pays the wages of aid workers. PPSSP provides latrines and shower blocks – vital to keep people clean and healthy. They offer practical, physical and spiritual support to children, families and young people like Patrick. Reaching the unreachable.

'Tearfund's partners are doing a good job,' says a grateful Patrick. 'They came to get involved in our situation and try to change

our way of living for the better.'

'Tearfund's partners are doing a good job,' says a grateful Patrick.

Forgotten children

For almost 40 years, Tearfund has worked in the Democratic Republic of Congo – before, during and after each of its recent difficulties, including the civil war.

Through Children at Risk, we fund Christian partners and local churches who can reach out to the thousands of children around the world who fall through traditional safety nets.

Across the world, our partners and local churches work with children who face sexual abuse, those forced into child labour, those who are trafficked, kidnapped and trained as child soldiers, and the many who end up on the streets when their parents. They have also reached out to people whose lives have been devastated by war – people like Patrick.

But it's important to remember that – despite all that's going on around him – Patrick is still a child, a child who has hopes, dreams and ambitions. With adulthood just around the corner, he's looking to a career using his entrepreneurial skills. 'I hope to be someone who repairs things,' he says.

summer 2009 teartimes

7

8

summer 2009 teartimes

I have strongest background in typography and text layout. Whilst at my Premm Design work experience, I completed a variety of tasks including organising text/page layouts for 'Tear Times', a magazine for the charity Tearfund.



Peleton

Issue 1 - Summer 2009

Giro D'Italia '09

review and map guide

Tour de France '09

Guide and route map

Ivan Basso & David Millar posters

A gazette on professional cycling in 2009, during it's production in the summer of this year. A key piece of work created during my work experience at Premm Design.

il Giro d'Italia 2009

Brought to you by Patrick Goodacre.

Throwing his arms in the air, his pink kit almost illuminated by the water and green from the Italian hills, the Italian cyclist has won the Giro d'Italia for the 100th time. The 33-year-old Basso has won the Giro d'Italia for the 100th time. The 33-year-old Basso has won the Giro d'Italia for the 100th time.

It's not often he shows such an exuberant joy, but when he does, it's very contagious. It's hard to see the very focused and quiet during the whole Giro d'Italia, but when he shows his joy, it's very contagious. It's hard to see the very focused and quiet during the whole Giro d'Italia, but when he shows his joy, it's very contagious.

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Cervelo Test Team

Sponsor: Canadian bicycle manufacturer Cervelo
Bikes: Cervelo frames with Campagnolo components
Website: www.cervelo.com
Manager: Stan Van Poppel
Key riders: Carlos Sastre (Spain), Tom Brunt (UK)

Cyclists are keen to see a new super team powered by Cervelo. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

Cofidis

Sponsor: Offer credit on the phone
Bikes: Look frames with Campagnolo components
Website: www.cofidis.com
Manager: Eric Druart, Francis Van Vlierberghe
Key riders: David Houdouin (Fra), Christophe Ribot (Fra), Arnaud Heurteloup (Fra)

The 2009 line-up look weaker than it's previous one, but the team has a strong talent pool. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

France des Jeux

Sponsor: The French national lottery
Bikes: Look frames with Shimano components
Website: www.france-jeux.com
Manager: Marc Hodot and Martial Mottet
Key riders: Franck Bouyer (Fra), Anthony Geslin (Fra)

Run by two-time Tour de France winner Marc Hodot, France des Jeux was founded in 1997. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

Euskaltel-Euskadi

Sponsor: Euskaltel is a Basque telecoms company. Based in the Basque Country government.
Bikes: Orbeo frames with Shimano components
Website: www.euskaltel-euskadi.com
Manager: Miguel Mendicuti, Gorka Guzman
Key riders: Igor Martinez (Esp), Mikel Artetxe (Esp)

then began success in the transfer market. The departure of Alberto Zubeldi to Astana was a surprise to some considering his stage race pedigree. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

Columbia-High Road

Sponsor: Columbia Industries
Bikes: Scott frames with Shimano components
Website: www.columbia-highroad.com
Manager: Leo Siquieros, Andre Ariz, Chris Horner, Alan Peiper
Key riders: Nicki Chevalier (USA), Tom Brunt (UK)

It would be easier to see why Team Columbia High Road isn't in the Giro. The American squad won a grand total of 10 races in 2008, with stages in the Tour and Giro. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

Magnum

Sponsor: Magnum
Bikes: Look frames with Shimano components
Website: www.magnum.com
Manager: Eric Druart, Francis Van Vlierberghe
Key riders: David Houdouin (Fra), Christophe Ribot (Fra), Arnaud Heurteloup (Fra)

The 2009 line-up look weaker than it's previous one, but the team has a strong talent pool. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

Katusha

Sponsor: Katusha is the title of the Russian state-owned oil company.
Bikes: Canyon frames with Shimano components
Website: www.katusha.com
Manager: Igor Frimoz, Andrei Kuznetsov
Key riders: Vladimir Karpets (Rus), Gert Steegmans (Bel), Filip Poels (Bel)

The Russian team entered the 2009 UCI Pro Tour after a successful season in 2008. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

Team Astana

Sponsor: Astana is a Kazakhstani telecoms company.
Bikes: Orbeo frames with Shimano components
Website: www.astana.kz
Manager: Miguel Mendicuti, Gorka Guzman
Key riders: Igor Martinez (Esp), Mikel Artetxe (Esp)

then began success in the transfer market. The departure of Alberto Zubeldi to Astana was a surprise to some considering his stage race pedigree. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

Peleton

Issue 1 - Summer 2009

Le Geant de Provence

Mont Ventoux

Saturday 25th July

Mont Ventoux 1912m

Montelmar

167km

As the final climb of the prologue, the starting section of Mont Ventoux will prove an alternative start line. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

Mont Ventoux has become legendary as the scene of one of the most gruelling climbs in the Tour de France. It's not often he shows such an exuberant joy, but when he does, it's very contagious.

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Book now! Housing Apprenticeship information session

Wednesday 29th June
Basingstoke Hilton Hotel

You can choose to attend either the morning session at 10.00am or the afternoon session at 1pm.
(Full details on reverse)

Apprenticeships can benefit anyone in your workforce. They can

- Increase their skills
- Increase their knowledge
- Provide them with industry-recognised qualifications
- Enhance their confidence, so they are more effective in the work place

The Thames Valley Housing Training Centre is hosting two information sessions about the Housing Apprenticeship Framework, prior to launching the qualification.

The sessions are for RSLs, Local Authorities and any other employers in the Housing Sector.

Julie Freemantle from Asset Skills will be talking about the specific benefits of the Housing Apprenticeship, and Michele Densham, from the TVH Training Centre will be talking about the Centre, which has run Apprenticeships since 2001.



Book your place online

<http://www.assetskills.org/Housingevent/>

For more information

Contact
Tom Orton, Asset Skills UK Academy Coordinator
0844 822 2525
ukacademy@assetskills.org

Or

Laura Osborne, Training Centre Administrator
020 8607 0884
laura_osborne@tvha.co.uk

Time and place

Wednesday 29th June

Hilton Basingstoke Hotel
Old Common Road,
Black Dam
Basingstoke
RG21 3PR

Morning session

10.00am – Registration
10.30am – Presentations begin
11.10am – Coffee, questions and networking
12.10pm – Close

Afternoon session

1.00pm – Registration
1.30pm – Presentations begin
2.10pm – Coffee, questions and networking
3.10pm – Close

Course content

The Housing Apprenticeship can be studied at the TVH Training Centre at levels 2 and 3.

Level 2

- City and Guilds NVQ in Housing Level 2
- Chartered Institute of Housing Cert in Housing 2
- Key skills: Application of number Level 1
Communication Level 1
ICT Level 1
- Employment Rights and Responsibilities workbook
- Personal learning and thinking skills

Level 3

- City and Guilds NVQ in Housing Level 3
- Chartered Institute of Housing Cert in Housing 3
- Key skills: Application of number Level 2
Communication Level 2
- Employment Rights and Responsibilities workbook
- Personal learning and thinking skills

