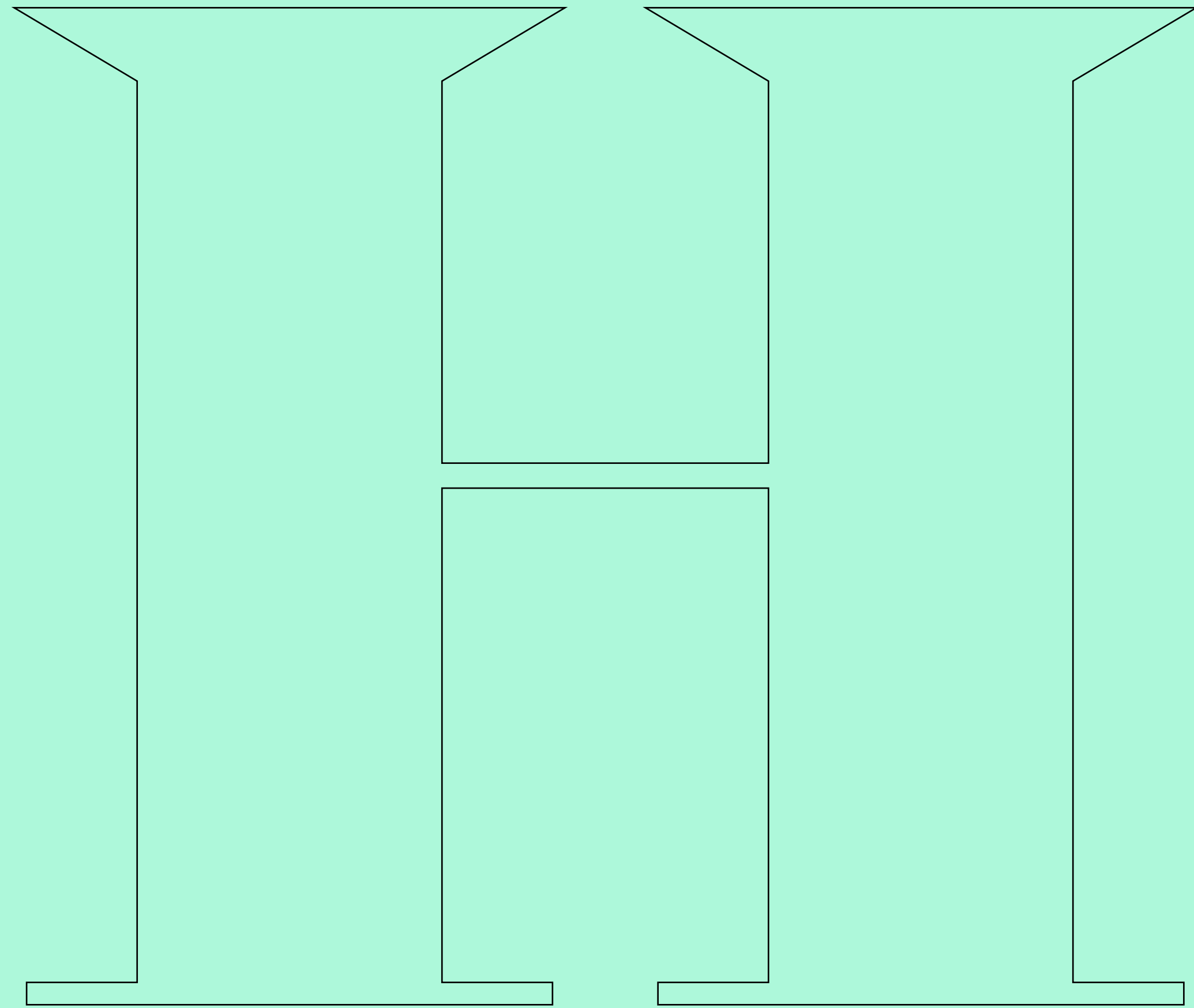


# **Design Portfolio**

**Namita Vijayakumar**



# Hello!

My name is Namita. I am a creative freelancer based in the North East of England with over 6 years experience. I am currently working as an artist, graphic designer and marketer.

Please scroll down to see some of my design work.

e: [namitasart@gmail.com](mailto:namitasart@gmail.com)

w: [www.namitavijayakumar.com](http://www.namitavijayakumar.com)

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# Rural Arts

# BRAND AND WEB

In my role as Marketing Coordinator at North Yorkshire charity Rural Arts, I worked as a design and technical lead on the charity's rebrand in 2021. I took part in recruiting and liaising with a branding and a web agency to develop the new brand principles and website. I then developed new designs based on the branding guidelines including such as the [Courthouse brochure](#) (above).

**Rural Arts**

Book online at [www.ruralarts.org](http://www.ruralarts.org) or call 01845 526 536

**Event:  
Print Sprint**  
Fri 25th - Sat 26th  
February, 10am - 4pm

Tickets from **£12.50**

**Folk music:  
Katie Spencer**  
Thursday 3rd March,  
7.30pm

Tickets **£8 - £10**

**Workshops:  
Women's Day**  
Tuesday 8th March,  
10am - 8.30pm

Tickets from **£7.50**

From left clockwise: Print assets including an external banner, cafe loyalty cards, feedback card and [ON Tour brochure](#) of performances.

**Rural Arts CAFÉ**

The Courthouse, Westgate, Thirsk, YO7 1QS  
[www.ruralarts.org](http://www.ruralarts.org)  
01845 526 536

@RuralArtsNorthYorkshire @RuralArts @RuralArtsNorthYorks

COLLECT 9 STAMPS AND GET YOUR 10TH DRINK FREE!

2 3 4 5  
7 8 9 FREE!

Live performances across North Yorkshire and the Tees Valley

**Rural Arts**

**ON Tour**  
September 2021 - January 2022

**Rural Arts**

**How was it?**

Could you help us by giving some feedback on your experience today?

What did you attend? \_\_\_\_\_

Which venue was it in? \_\_\_\_\_

How far did you travel to get there? \_\_\_\_\_

Postcode: \_\_\_\_\_ Gender: \_\_\_\_\_ Age: \_\_\_\_\_

**TURN OVER!**

Image: Cassie and Maggie by Chelle Wootten



Left: Social media graphics for platforms such as Instagram, Facebook and Twitter based on brand guidelines.

Below: [Rural Arts website](#). Alongside other staff members, I recruited the web agency and took part in scoping functions, flagging errors, design decisions and a walkthrough document. I also helped to populate the new WordPress website with a WooCommerce platform to manage sales for workshops, performances, events and a gift shop. Using a widely supported platform like WordPress provided more potential for future-proofing, so extra functionality could be added as the charity expanded. I also added suggestions to an instruction manual and led group and individual training sessions for the staff team on managing the site.



# 2

WITH GUEST PERFORMER SHAKK

AMP LIFY  
FREE SPACE

MAKE MUSIC OR SHARE IDEAS!

TO JOIN, CALL 01642 729729 OR VISIT  
MIDDLESBROUGHTOWNHALL.CO.UK

TUESDAY 14TH FEBRUARY, 6-8PM  
MIDDLESBROUGH TOWN HALL

FREE FOR  
AGES 14-18

Need somewhere to meet friends, make or chat about music? Enjoy performances from guest musicians, jump on the mic to share your latest song, or get stuck into the ideas and top tips from professional musicians on how to make your own music.

This month, we welcome Middlesbrough rapper and BBC Tees Introducing radio host Shakk, who will perform some of his captivating, eclectic and powerful music at Free Space.

## Musinc

## PRINT AND DIGITAL

I work as a freelance Marketing, Media and Digital Content Coordinator at Musinc - the music engagement programme at Middlesbrough Town Hall. In my role, I design digital and print materials to promote the programme's music opportunities for people of all ages, abilities and backgrounds in Middlesbrough.

**MUSING TIMELINE**

**2012**  
Musinc Development Officer is appointed and programme set up with an office based at My Place, Middlesbrough. Delivery is taking place across the Tees Valley by a small team of freelance music leaders, in partnership with the youth sector and other organisations working with young people.

Arts Council England establish the new 'Music Education Hub' model. Tees Valley Music Service are successful and are the lead organisation for the Tees Valley Music Education Hub. Musinc are invited to the board as strategic partners.

**2014**  
Youth Music create the Fund C grant for musical inclusion, with a view that 15 national Fund C grant holders will form the 'Alliance for a Musically Inclusive England'. The aim of the Alliance was to drive the musical inclusion agenda forward on a national level and create change within the music education sector. Musinc is successful in its bid to the Fund C grant and becomes the strategic lead for musical inclusion in the Tees Valley. 13 other organisations nationally receive the same grant.

**2015-2018**  
Musinc operates as a Fund C programme, developing its activity and partnerships and has a close relationship with Youth Music and the other Fund C grant holders nationally. Led by the Development Officer and Project Officer and a team of freelance music leaders, the programme is delivered across the Tees Valley.

**2016-2018**  
Middlesbrough Town Hall closed to the public for major refurbishment.

**2017**  
Musinc Development Officer submits successful bid for the new 4-year Fund C grant which will run from 2018-2022.

**APR 2018**  
Start of new 4-year Fund C grant period. The programme continues to be delivered across the Tees Valley. Musinc Development Officer steps away from the programme.

**MAY 2018**  
Middlesbrough Town Hall re-opens to the public as an NPO venue. New Head of MBC Cultural Services implements staffing review in line with Town Hall re-opening and considers bringing Musinc into the newly refurbished Middlesbrough Town Hall in order to encourage closer partnership working and strategic development in line with the Town Hall's NPO plans.

**DEC 2018**  
Musinc moves into Middlesbrough Town Hall.

**JAN 2019**  
Musical Inclusion Manager appointed. Fund C activity continues to develop. Closer working with the Town Hall allows for greater performance and progression opportunities for young people. The programme continues to be delivered across the Tees Valley.

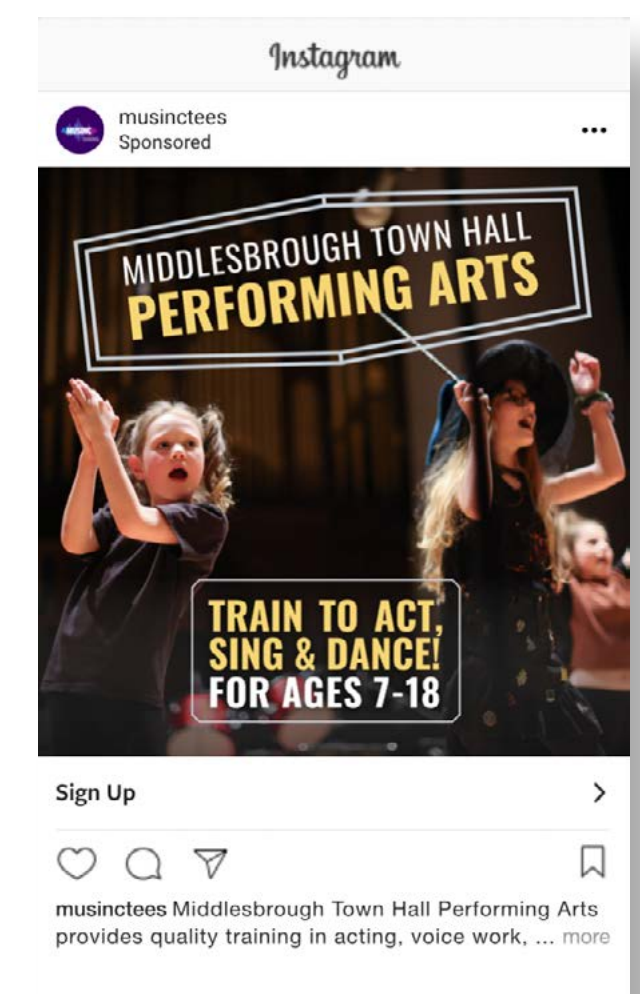
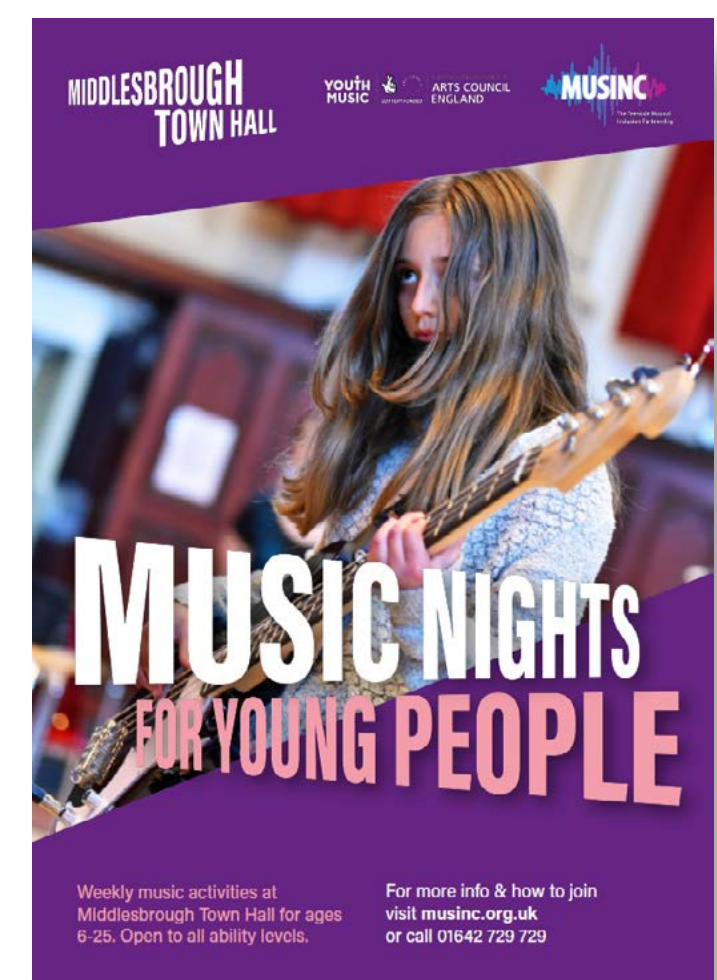
**MAR 2020**  
Musinc programme moves online during COVID pandemic. Programme continues as much as possible digitally and across the Tees Valley.

**FEB 2021**  
Youth Music announce the withdrawal of the Fund C grant from 2022 onwards, however confirm that current Fund C grant holders will be allocated an extension year for April 2022 - March 2023.

**APR 2021 - NOW**  
Musinc works closely with Middlesbrough Town Hall leadership to become the engagement strand of the venue. Musinc oversees the Youth Music grant for musical inclusion, and the engagement elements of the NPO grant for the venue.



Clockwise from left: An infographic to illustrate Musinc's history created for a digital proposal document, [print and digital brochure](#) of activities based on Town Hall's brand guidelines, [a trailer](#) to promote an online Make Music Day event, a print and digital flyer to promote a workshop, an ad graphic for social media, and a print poster for music nights.



# B



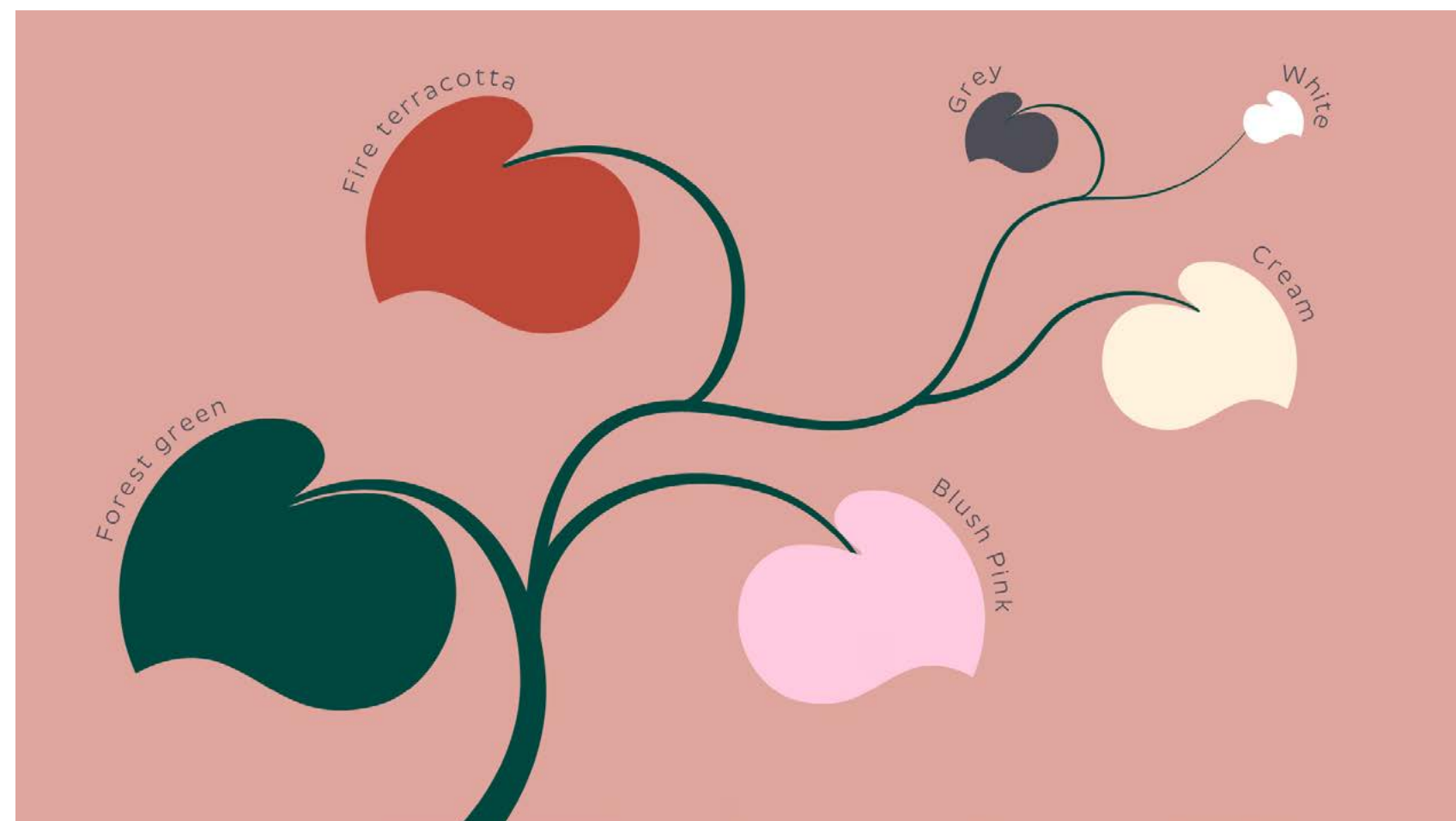
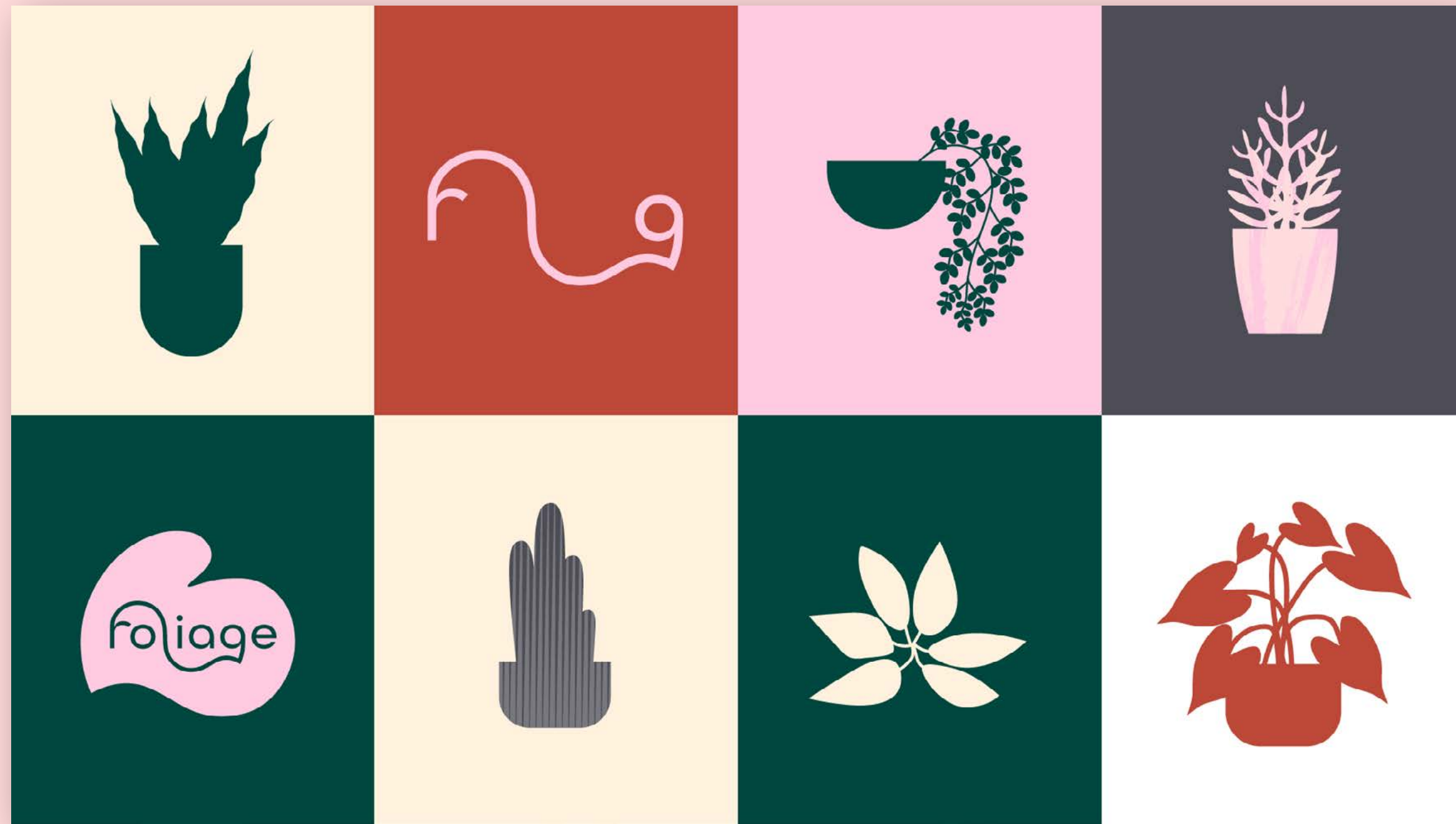
## Foliage

## BRAND AND WEB

This is a personal project to create a fresh brand and website concept for a fictional, modern plant shop called 'Foliage'. The shop sells a variety of houseplants and gifts which are sold in store as well as delivered straight to customers' doorsteps. I created a set of logos, visuals, explored typography and colours as well as prototypes for the packaging and website.



First I chose a clean, rounded font for a fresh, refined look. I also created various plant silhouette graphics and I utilised one of the leaf motifs and manipulated type to design the logo. I chose earthy colours that would create a natural comparison to potted plants.



I created visuals of branded packaging that the shop could use. I also created a [prototype for a website](#) which showcased the shop front with plant collections, gifts and a blog.



CURATED COLLECTIONS.  
SUSTAINABLY SOURCED.  
CARBON NEUTRAL DELIVERY.



GIFTS 

Hand selected gifts, perfect for every occasion!

[BROWSE GIFTS](#)

BLOG 

RECENT: How to design your plant haven

[READ MORE](#)

# 4



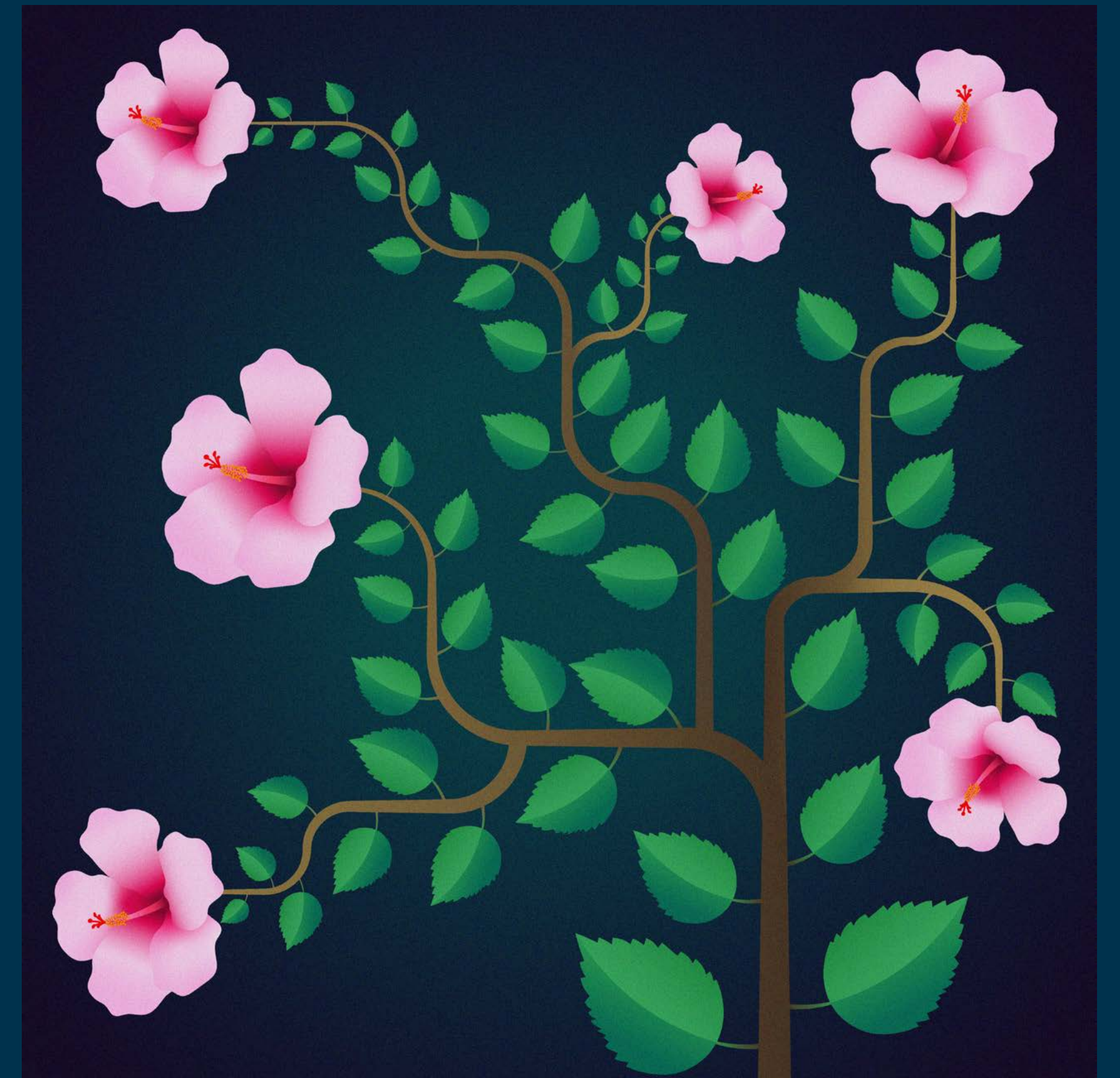
## Plant Illustrations

ILLUSTRATION

I have always enjoyed drawing as part of my artist practice and wanted to develop my digital illustration skills by creating a series of illustrations that would work well as framed prints. I used gradients and a textured grain effect so that the shapes were not completely flat and added variation. Due to the abstract, dark style, I also thought they could suit a science editorial that delved deep into our understanding of plants.

Left: Tulips

Below: Hibiscus



# 5



## Same Difference Arts

## POSTER AND TOUR PACK

I was briefed to create a print poster and a digital tour pack to promote Leeds-based performing arts company Same Difference Arts. The digital Christmas Tour Pack was designed to promote shows and acts to potential promoters and the poster was designed for a touring pantomime production of Cinderella.



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Spiced Satsumas	6
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Ice Queen Stilt Walkers	9
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Left: Pages from the [PDF tour pack](#)

Below: The Cinderella poster was created to be used by community venues with an area for overprinting dates and details.

### About us

Same Difference Arts have been working nationwide for 7 years, bringing interactive street theatre, walkabout shows and stilt walkers to events and festivals near you.

Based in Leeds/Bradford, we are a collection of actors and performers who love to entertain. We believe that performance doesn't just happen in theatre spaces, it also happens on the street where small interactions can make a powerful difference to someone's life. Every event is a chance to meet new people, make someone smile, laugh, and give a positive experience.

More than ever, street theatre can reach people who are at the corners of society and enhance their daily life.

Our actors and performers are trained to be interactive. We pride ourselves on making sure each act engages with people through chat, jokes, games, giveaways (where requested) and fun. Although not everyone may want to engage, the option is always open.

Led by Natasha (Artistic Director), the team are a collection of freelance performers and artists working together under the same goal of engaging the public at every event.


We look forward to working with you and making your event special!




### Cinderella

Limited dates available!

Pantomime



**Age guidance: Suitable for ages 5+**  
**Show duration: 1 hour**

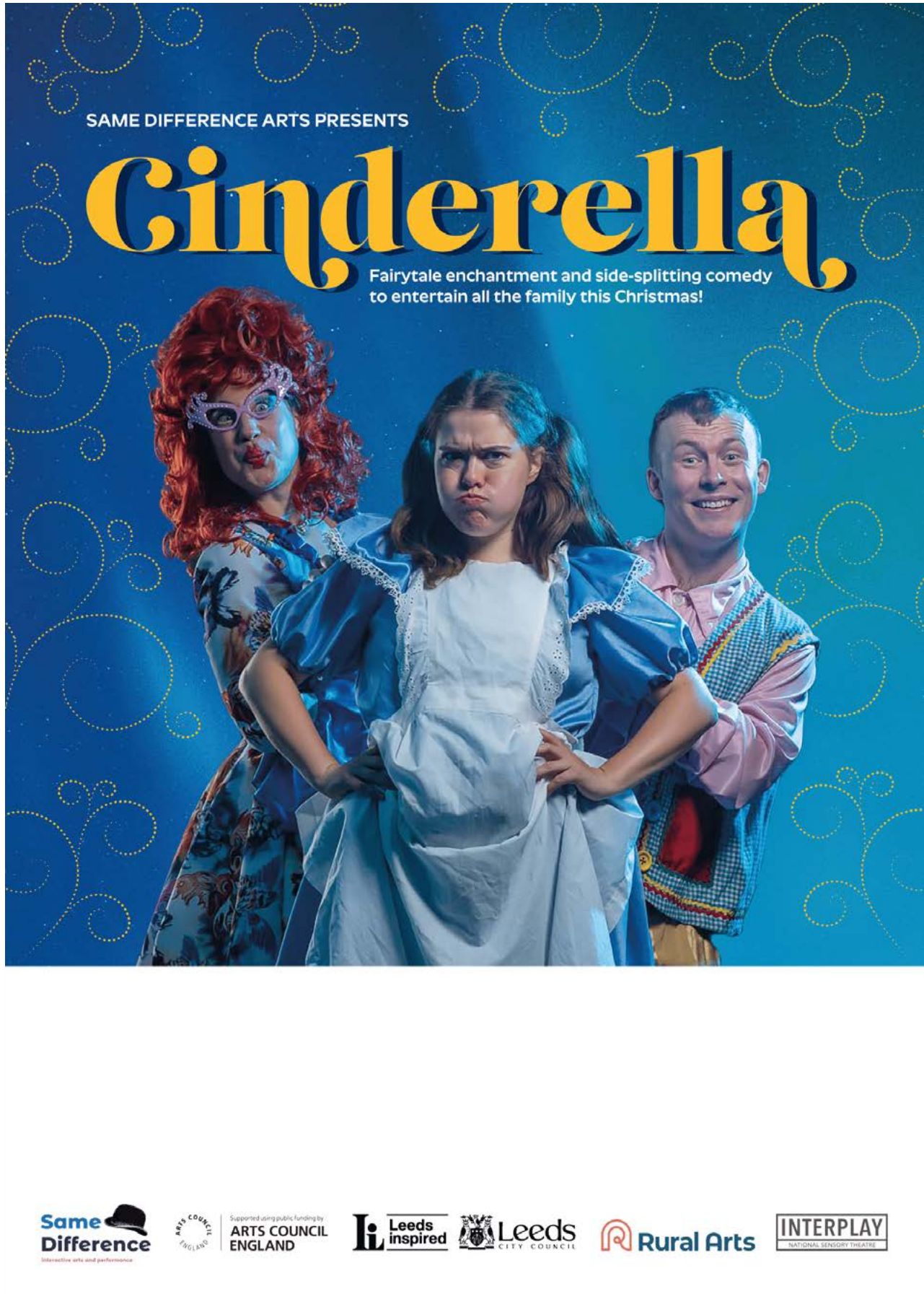
Same Difference have a few dates left on their Northern tour of Cinderella for 2022.

In this family pantomime, Same Difference Arts presents a collaboration with Pocket Panto's Dame Ruth for the much-loved classic Cinderella!

This hysterical family pantomime follows Cinderella's journey against her evil step sisters to win Prince Charming's hand in marriage. As her family's servant maid, Cinderella stands no chance of attending The Royal Ball. But, with the help of Buttons and her Fairy Godmother, can Cinderella's dreams come true? Will Cinderella grow in strength of character to realise she has choice, worth and a voice in this world?

Combining fairy-tale enchantment with side-splitting comedy, this year's panto will leave the whole family entertained and enchanted!

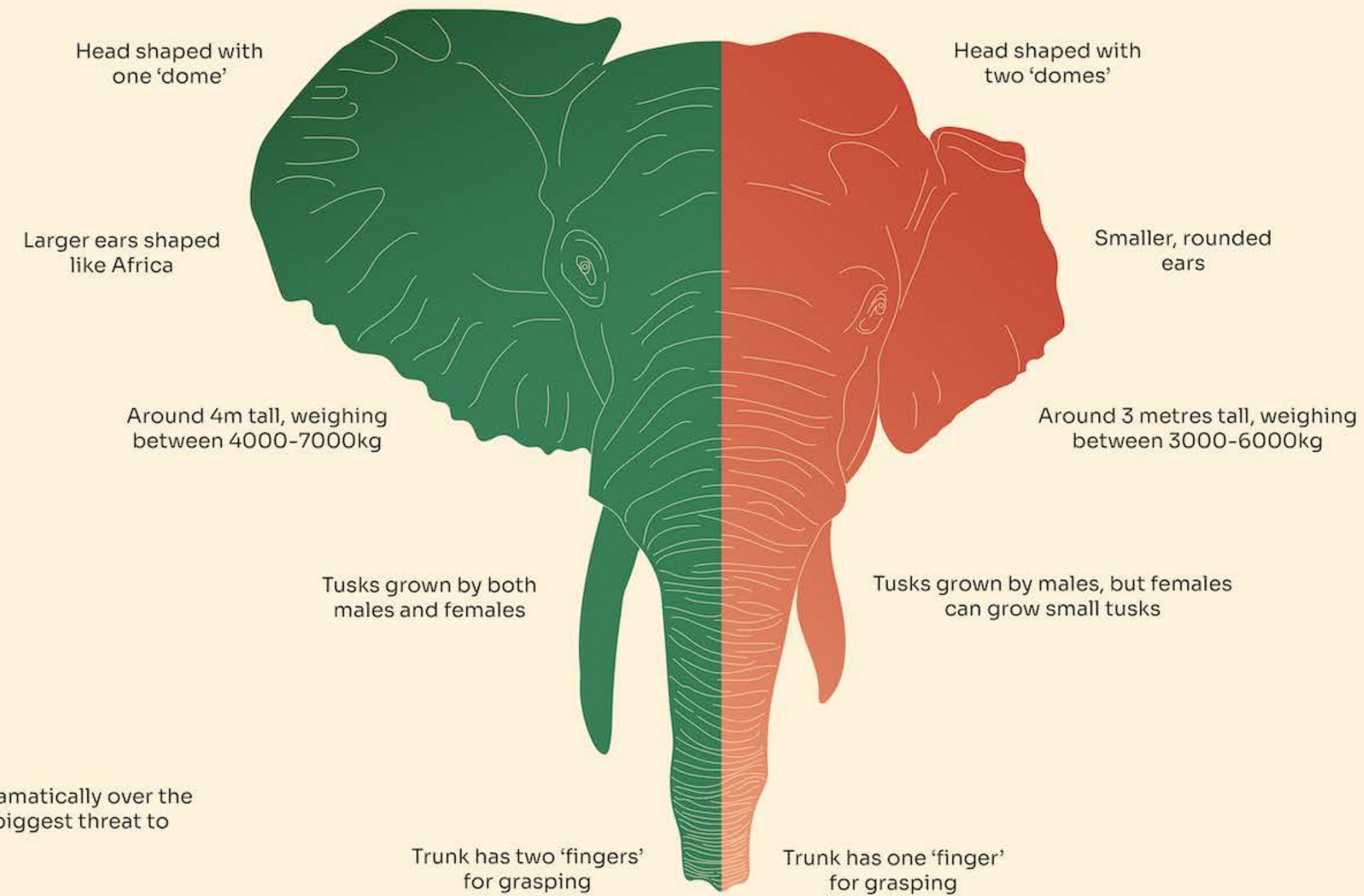
To find out more please get in touch!



6

# Elephant populations around the world

## What's the difference?



Elephant populations have decreased dramatically over the past century, and poaching remains the biggest threat to populations of both species.

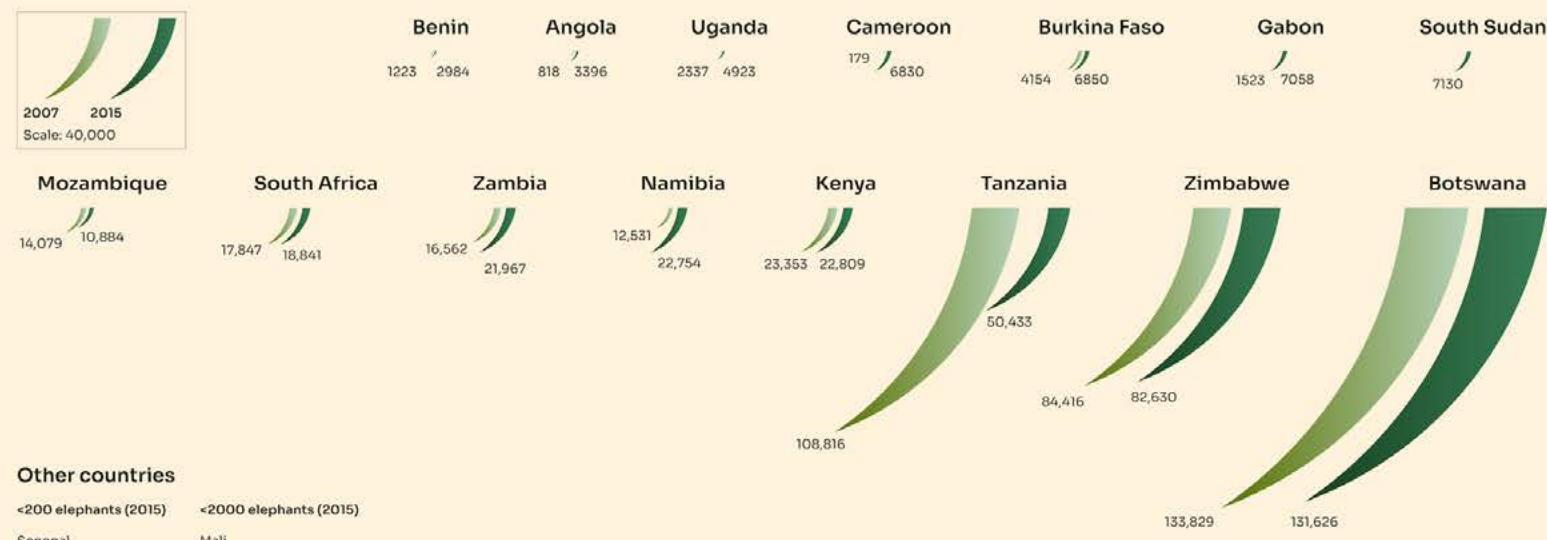
African elephant

Asian elephant

# Elephant Populations

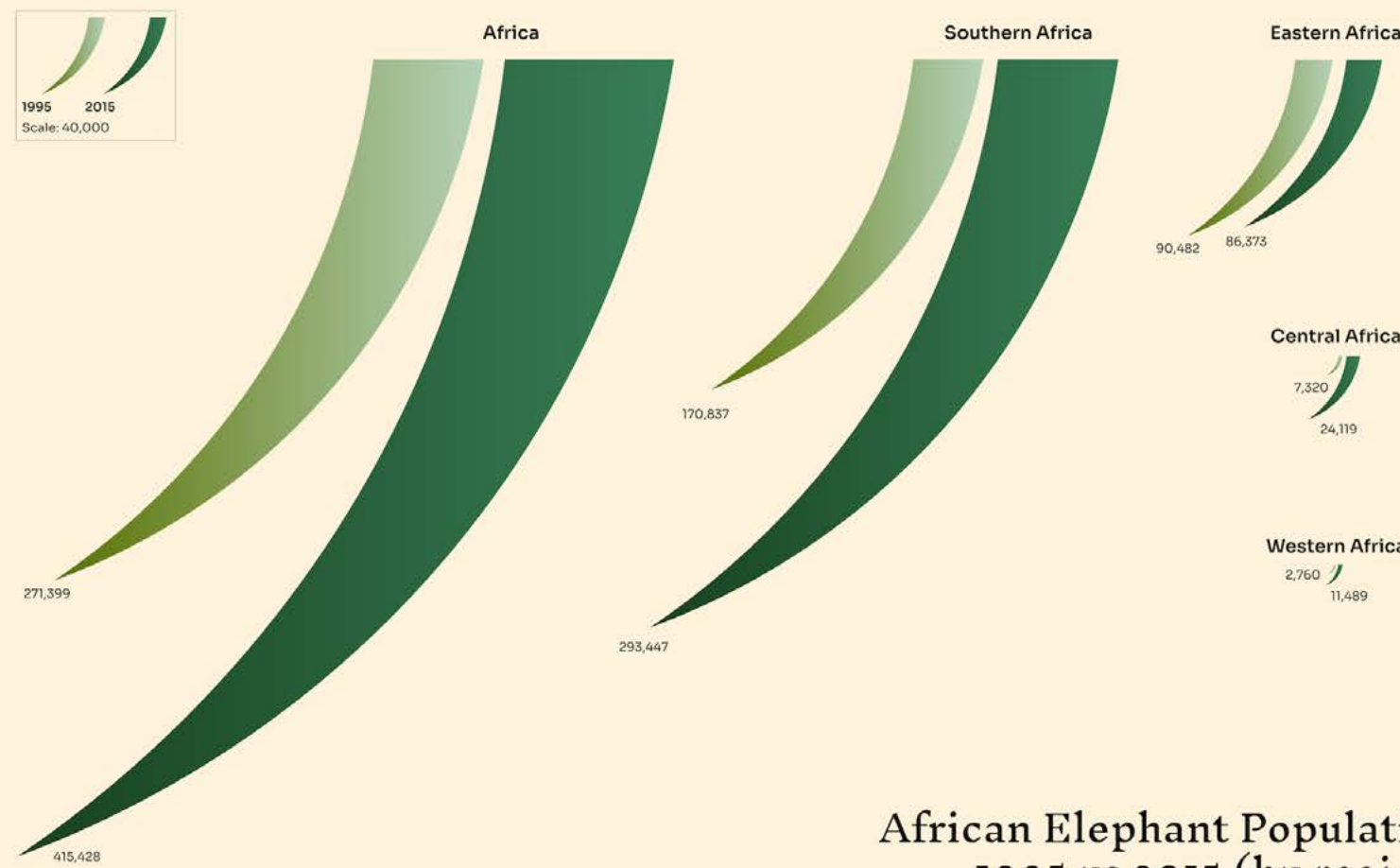
# DATA VISUALISATION

I am passionate about wildlife conservation and created a personal project that visualised population data of Asian and African elephants in the world from [ourworldindata.org](https://ourworldindata.org). I wanted to develop my skills in data visualisation and infographics and decided to make designs that could accompany a magazine or news article on the subject.

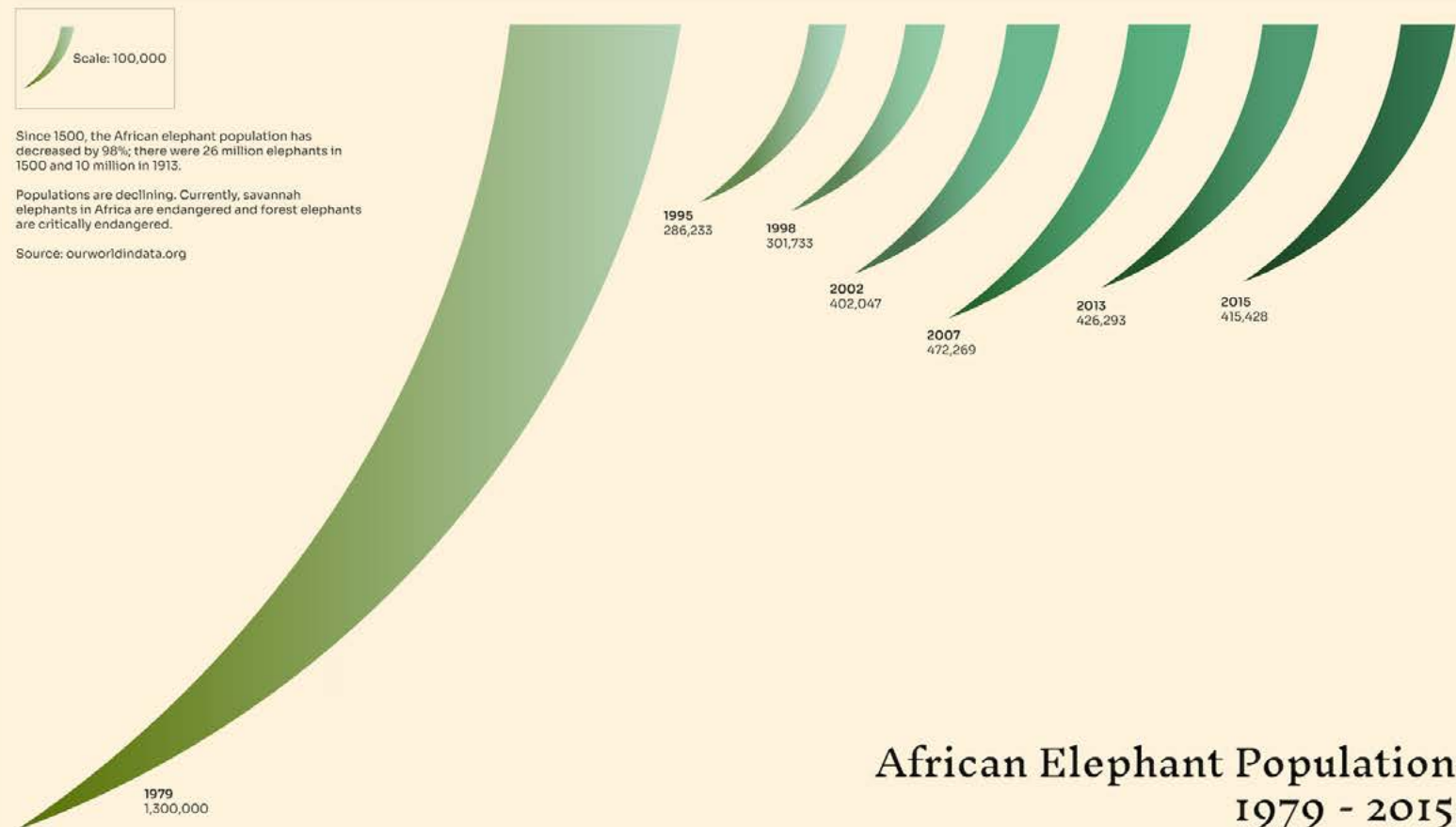


- Other countries**
- <200 elephants (2015)
- Senegal
  - Togo
  - Sudan
  - Equatorial Guinea
  - Niger
  - Rwanda
  - Nigeria
  - Eritrea
  - Liberia
  - Guinea
  - Côte d'Ivoire
- <2000 elephants (2015)
- Mali
  - Central African Republic
  - Chad
  - Equatorial Guinea
  - Ghana
  - Ethiopia
  - Malawi
  - Democratic Republic of Congo

**African Elephant Population 2007 vs 2015 (by country)**



**African Elephant Population 1995 vs 2015 (by region)**



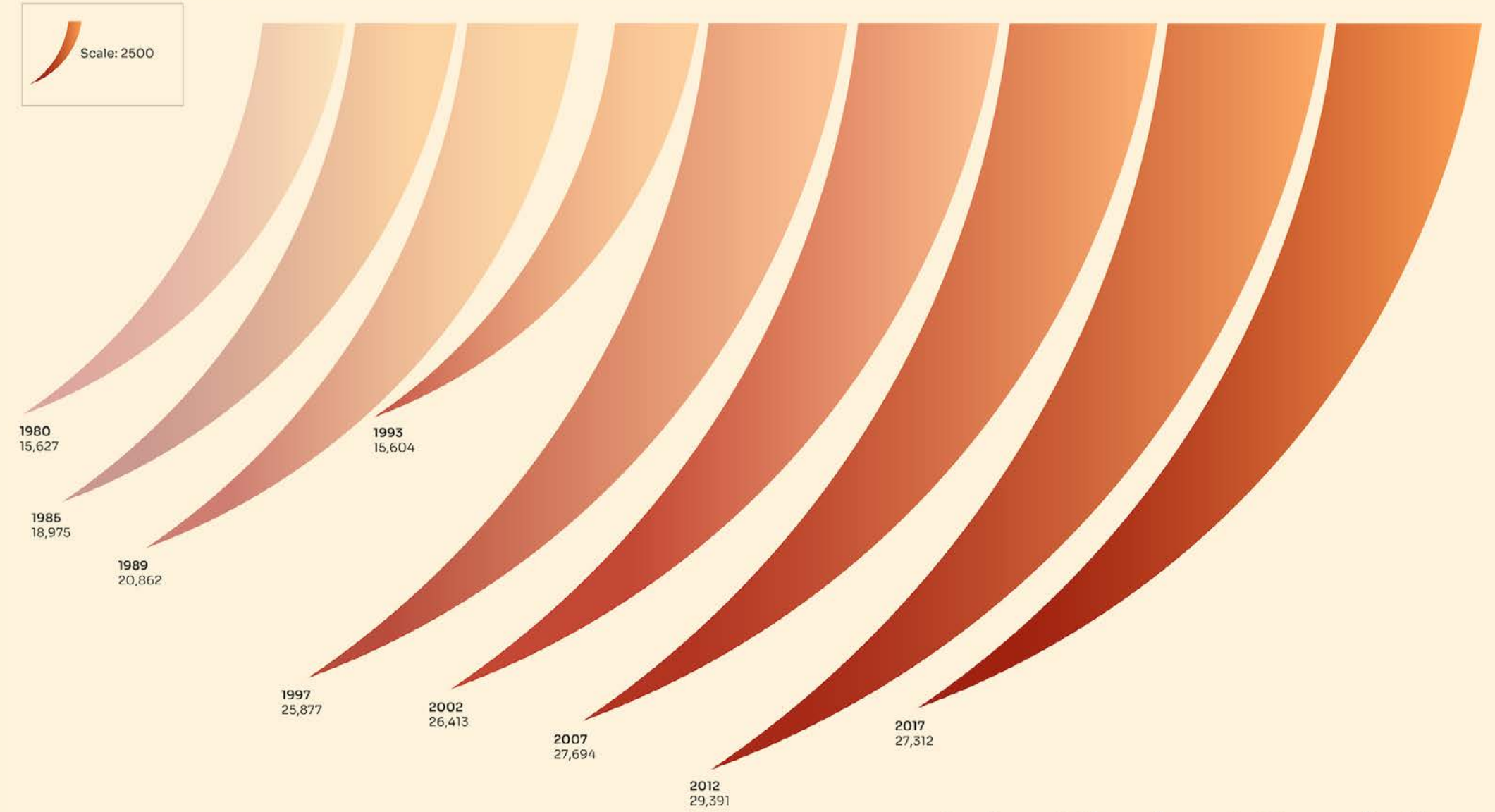
**African Elephant Population 1979 - 2015**

I decided to use an elephant's tusk as a graphic representation of the population differences in each country, with the darker gradients showing the more recent populations. One challenge I encountered was the scaling of the graphics due to the vast differences between countries. Below, I spotlighted India separately as the data was more consistent over a period of time.



There are lower populations of Asian elephants than African elephants and they are classified as endangered. Due to fewer estimates from each country, it is harder to assess the population health. Tracking populations more consistently, such as in India, helps to protect and rebuild populations. The IUCN estimates that populations across Asia have decreased by more than 50% in the past century, from around 100,000 to 40-50,000. Source: ourworldindata.org

**Asian Elephant Population (by country, various years)**



**Asian Elephant Population (India) 1980 - 2017**





# Wilderness

## BRAND CONCEPT

This design started out from a simple paper collage, to which I added typography to create a poster. I liked the result so I tried visualising the logo in different settings as a lifestyle brand that encourages people to seek out their wilderness.

Left: alternative colourways for the logo graphic

Below: what an illuminated poster of the brand could look like during nighttime outdoors at a bus stop



As a lifestyle brand, I visualised Wilderness with various eco-friendly merchandise such as t-shirts and bags.



**Thank you  
for viewing!**

