

Charles Walker

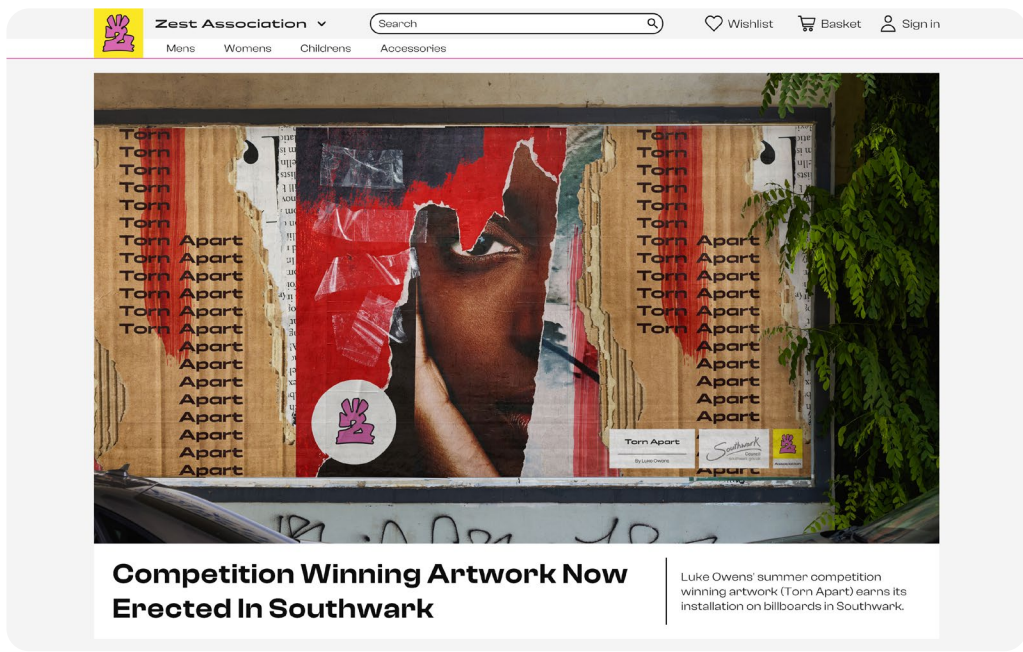
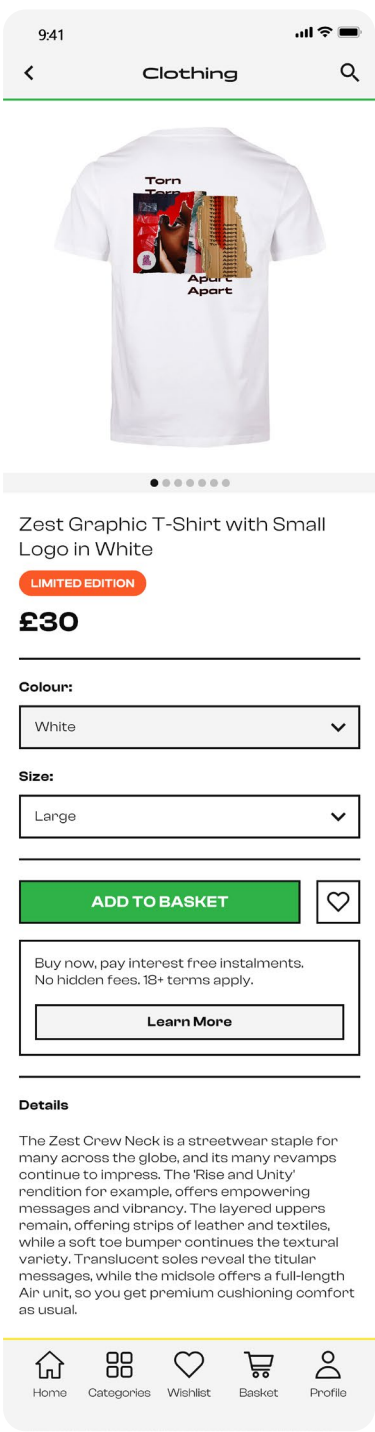
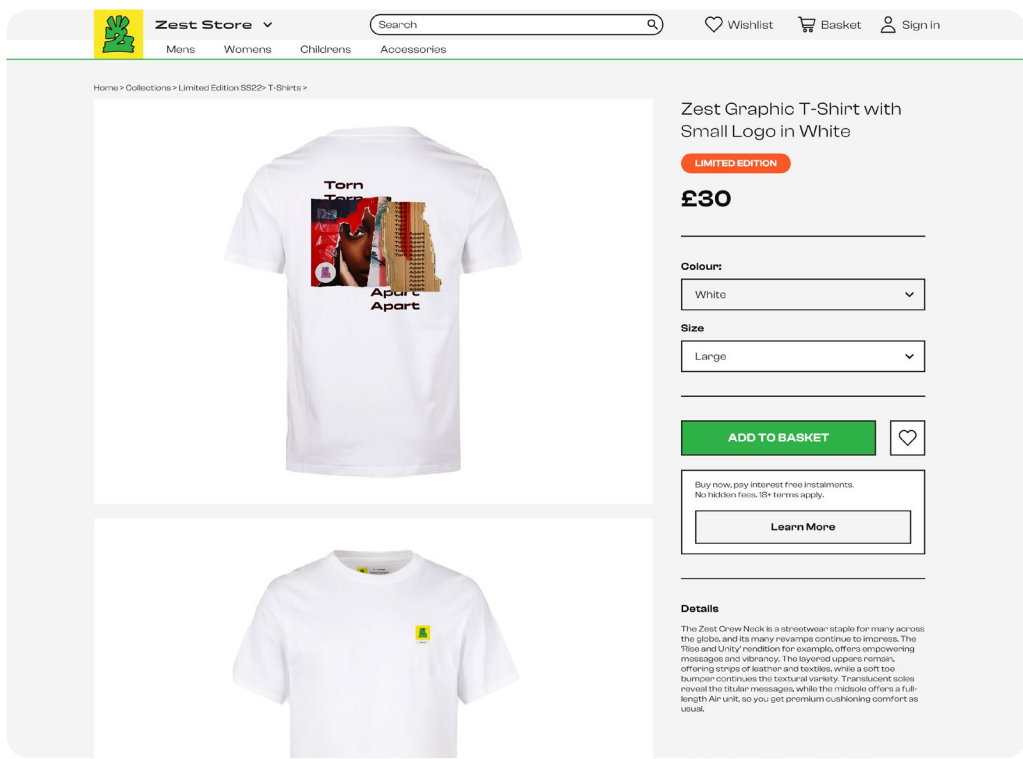
Graphic Design Portfolio

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Zest Street Art Association

Zest is a personal project with a mission to provide the opportunity for young aspiring street artists to create non-uniform artwork within a safe community.

I set out to create a strong brand identity for an association which has a vision to facilitate the creation of street art produced by youths and young adults and push for their artwork to be showcased to the general public within zones and areas in collaboration with various local councils.

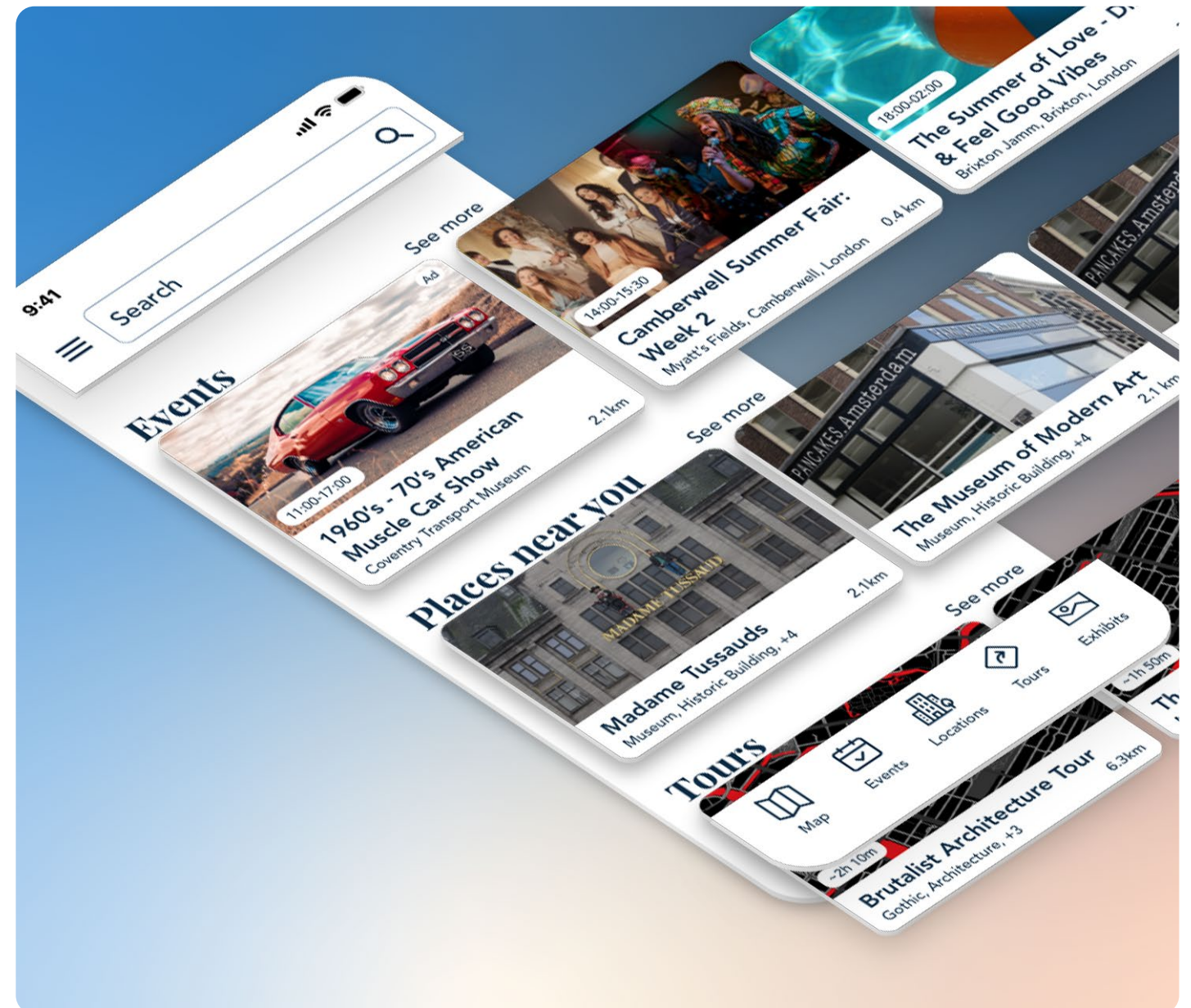
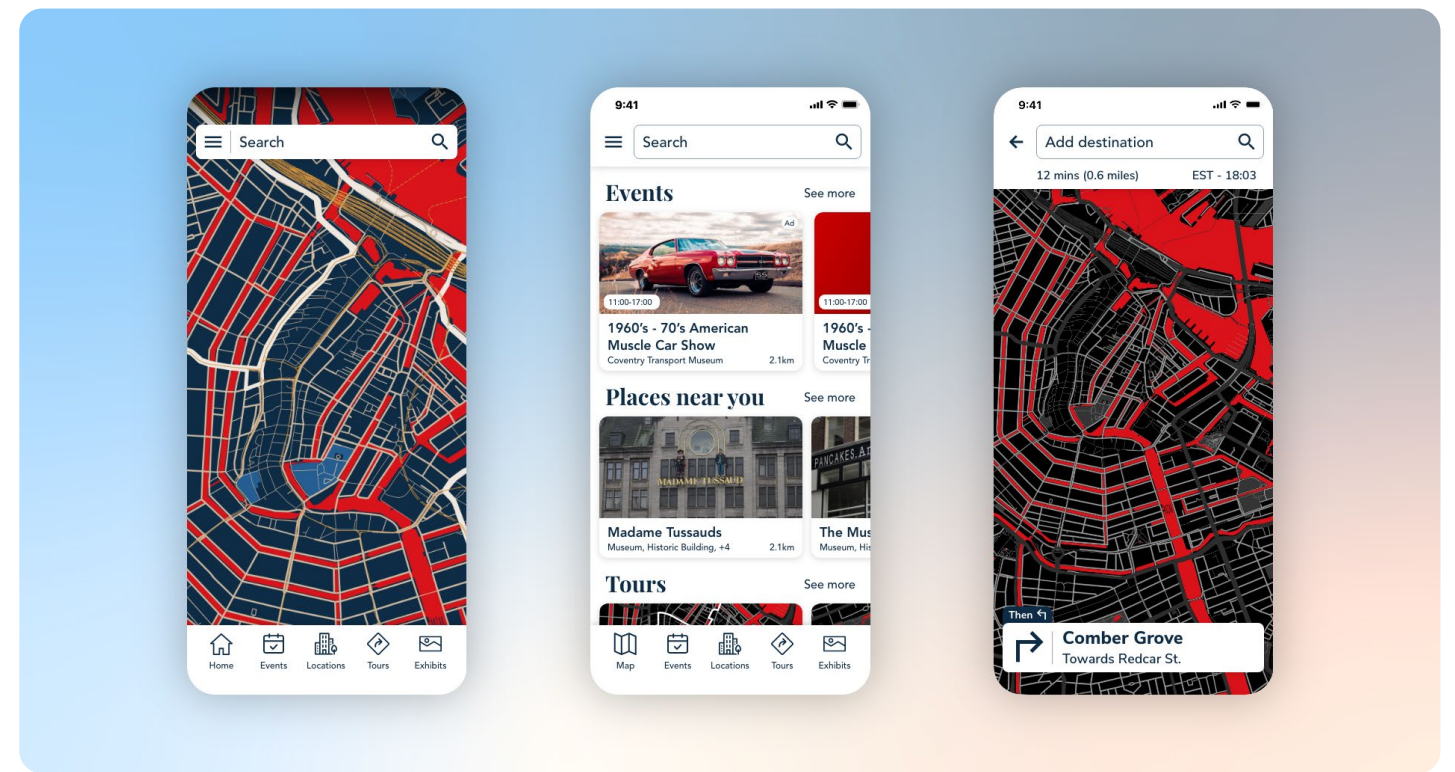
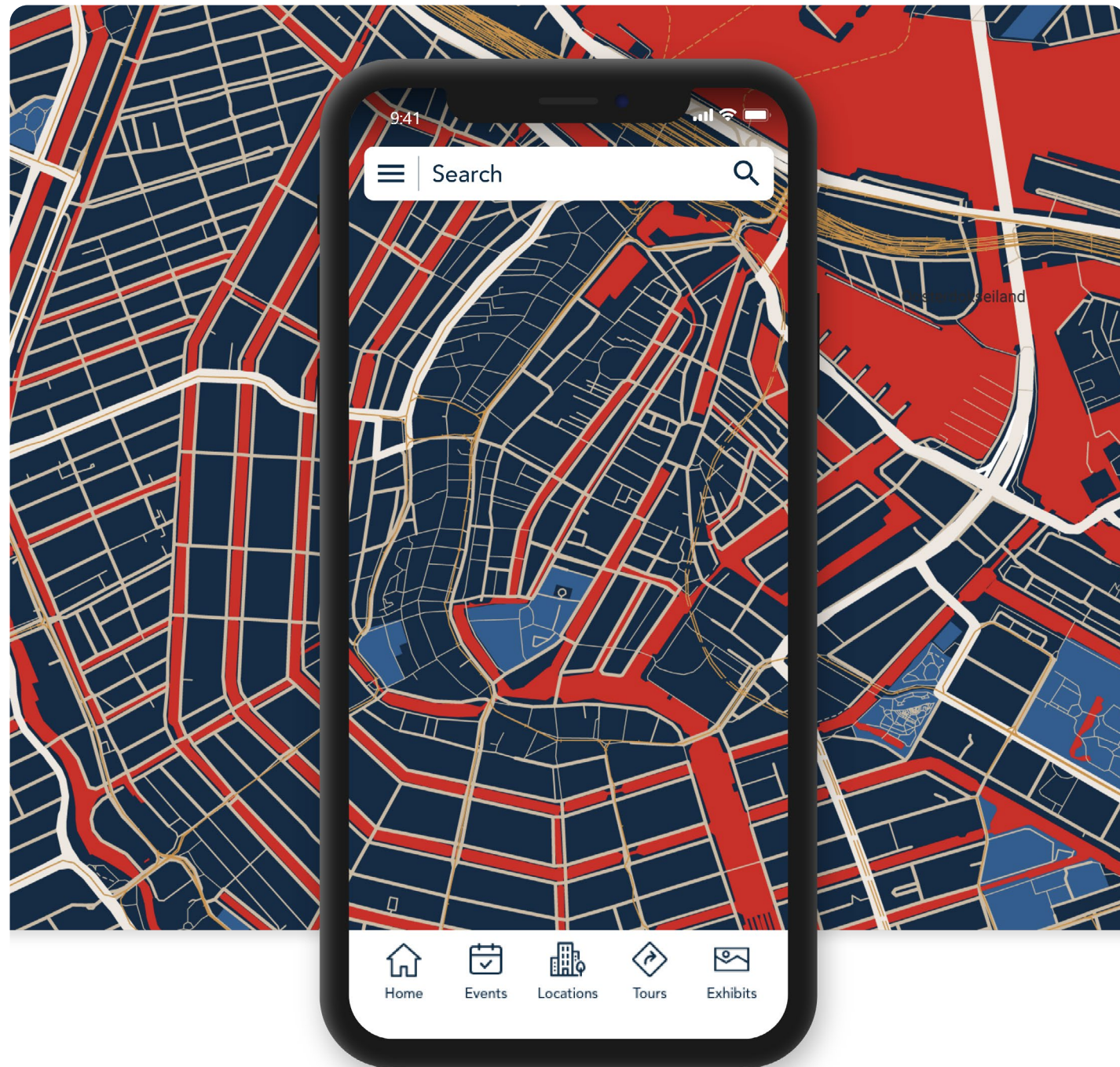




Trend Tour

I was briefed with identifying a broad range of typographic examples from around the city of Amsterdam, supported by a set of designed materials that outline the tour's content, themes and route.

I created a typographic tour of Amsterdam capturing the rawness and exploitation of a city which is so different from the rest of its Europe counterparts. The design was to be as bold and as garish as the streets of Amsterdam's most infamous red light district.





Team Phoenix

Team Phoenix are Coventry's elite sports teams representing the top level of athleticism. The programme is also a support network, to enhance the sporting experience of Coventry's Flagship Teams.

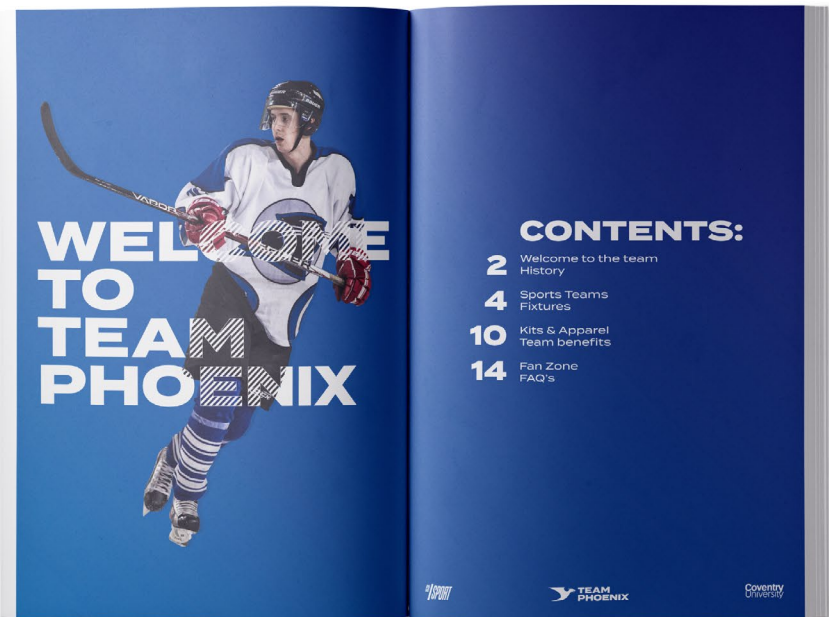
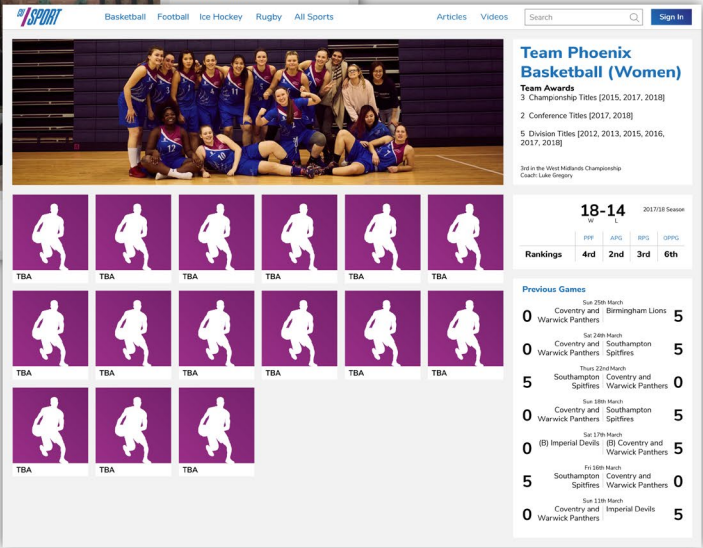
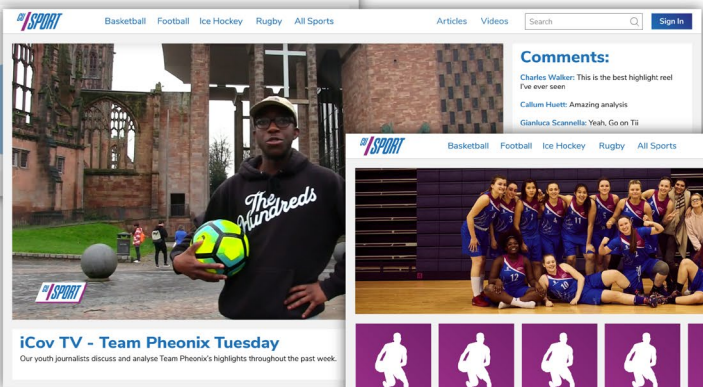
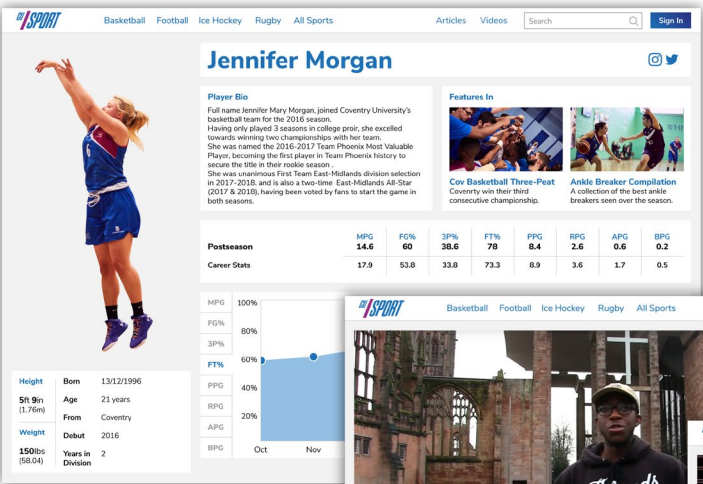
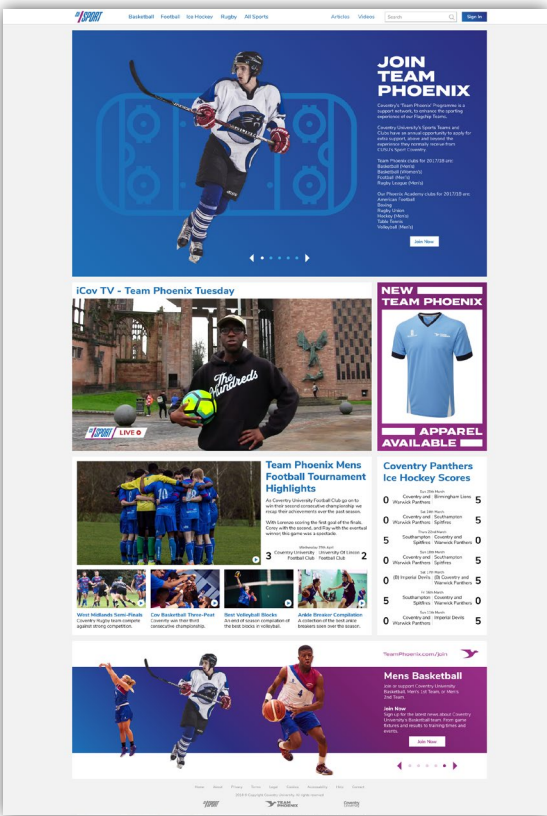
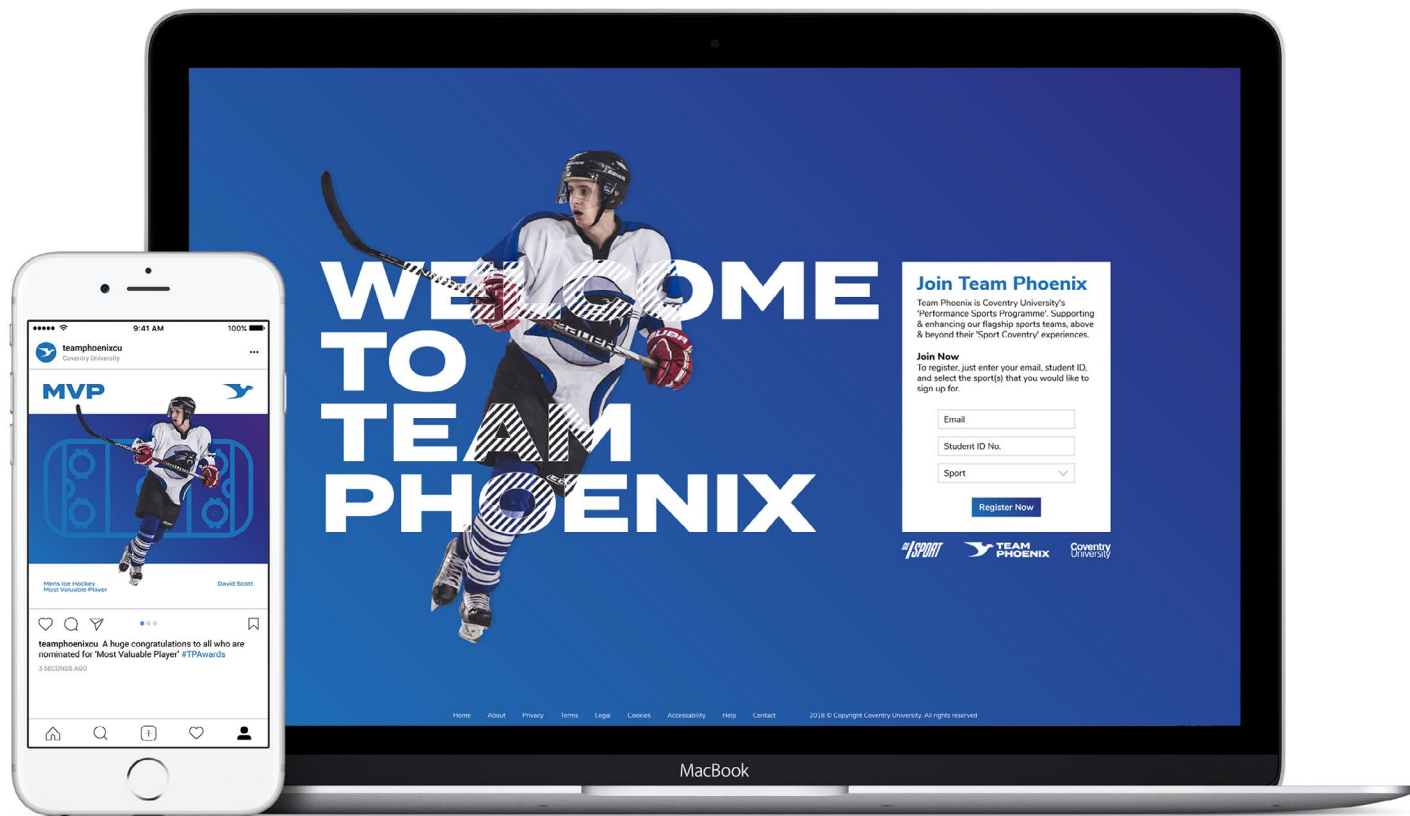
This rebrand would make Team Phoenix a recognisable brand that would unify all sports teams under its control. It would also allow supporters to be able to identify any CU/Team Phoenix team with ease.



Coventry University Sport

CU Sport is a sports network covering all news from Coventry University's sports teams.

This network would in practice allow different courses to work together on various projects, this includes journalists reporting news stories, designers creating artwork, media students creating video archives, and fashion and business and management linked to selling apparel.



Nike Air

Advertising campaign for Nike to present and showcase their classic models in an inventive way to their target audience.

I decided upon dissecting each model down to their basic elements giving the audience a technical insight to their favourite silhouette.

NIKE

REVOLUTIONARY
SILHOUETTE



Nike.com

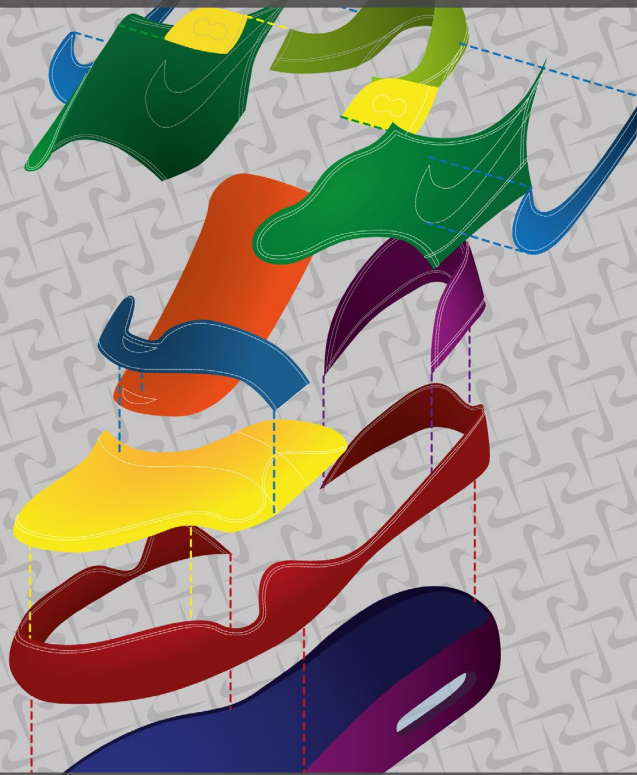
NIKE AIR FORCE 1



A MODERN CLASSIC
DECONSTRUCTED

nike.com

NIKE AIR MAX 1



A MODERN CLASSIC
DECONSTRUCTED

nike.com



Palette

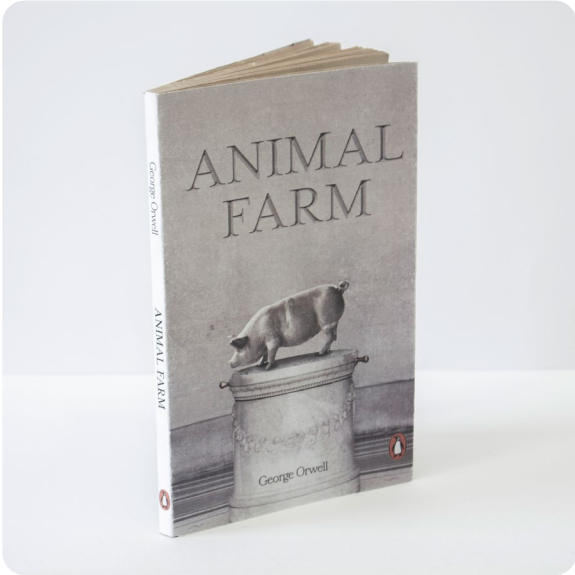


I was tasked to create branding for Coventry University's Graphic Design degree show which would mainly include printed materials, but also showreel's, and a website.

My concept of a spectrum of colour indicates the variety in styles, visions, tones and outcomes amongst the 62 individuals on the graphic design course. It also shows how a mix of people have come together over three years.



Animal Farm



Animal Farm is a story about Joseph Stalin's betray of the Russian revolution. I created a cover design which reflects the book's status as a great modern political allegory and unravels the momentum of this historical period.

The marble sculpture of a pig refers to how a dictator with total power and has obtained control by force may control the image seen on themselves to civilians.

