



ROWAN MORREY

PORTFOLIO



BRAND
WEBSITES
MARKETING

Big **AL'S** PIZZA & BBQ SMOKEHOUSE

Big Als Pizza and BBQ Smokehouse was opening a restaurant in Belfast (Lisburn Road) and as part of their marketing campaign acquired some billboard real estate to advertise their opening at some major intersections in Belfast city.

I was tasked with designing these and showcasing their new burger:

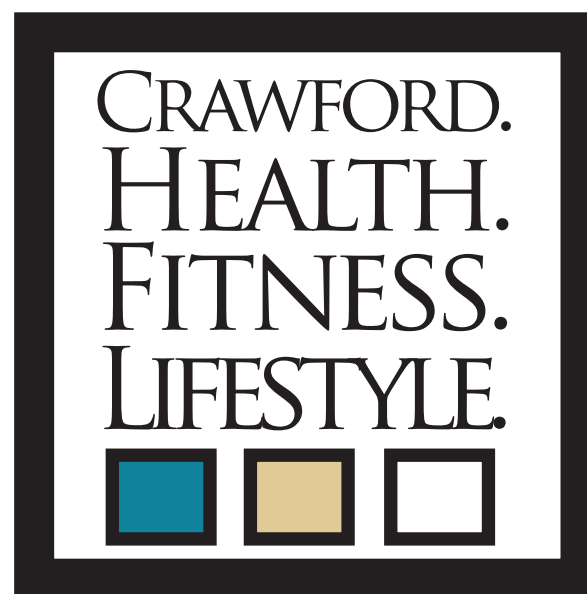
The **BEAST**

These were especially to appeal to the incoming students that would be servicing the areas fast food industry (near Queen's University). I used a combination of a **STENCIL** and *HORROR* font in high contrast white against hi-res photography of the product.





Crawford Fitness have been working with me since their inception. They were positioned initially as a high end membership-only health and fitness club but as the market and business model changed we developed the brand into a logo system motif that would accommodate the strong weight lifting focus of the gym proper and the strongman club, along with merchandise (t-shirts), website(s) and business cards.

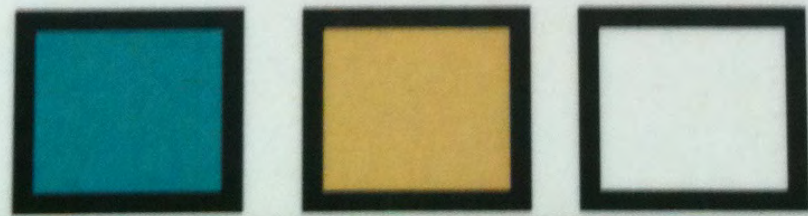


CRAWFORD.
HEALTH.
FITNESS.
LIFESTYLE.



 **Crawford**
Health.Fitness.Lifestyle

CRAWFORD.
HEALTH.
FITNESS.
LIFESTYLE.



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W: WWW.CRAWFORDFITNESS.CO.UK





**2 TICKETS TO
THE GUN
SHOW**

WWW.CRAWFORDFITNESS.CO.UK

**CRAWFORD
FITNESS**

IF IT HURTS YOU'RE DOING IT RIGHT





Me & Mrs Jones

Cromore Village and Me & Mrs Jones were two brands developed for a Port Stewart property developer. Cromore Village are high end holiday rental apartments and houses while Me & Mrs Jones was meant to be a high end boutique hotel. The brand was developed along with print materials and a website.

The high contrast brand could be situated alongside bright swathes of colour as easily as white and ties the two seemingly separate enterprises together.



Cromore Village

PORTSTEWART





STAY STYLISH

Cromore Village is a smart mix of stylishly renovated stone cottages, providing self-catering facilities in a convenient location for a relaxing break. The cottages are fully furnished to the highest standards, for comfort and great surroundings.

With beautiful beaches, the Glenties Gannet and Redpolls Sanctuary is just a few minutes away from the town of Portmagee. Cromore Village is just a few minutes away from the town of Portmagee. The cottages are fully furnished to the highest standards, for comfort and great surroundings.







STAY TOGETHER

The cottages at Cromore Village are just a few minutes away from the town of Portmagee. The cottages are fully furnished to the highest standards, for comfort and great surroundings.

With beautiful beaches, the Glenties Gannet and Redpolls Sanctuary is just a few minutes away from the town of Portmagee. Cromore Village is just a few minutes away from the town of Portmagee. The cottages are fully furnished to the highest standards, for comfort and great surroundings.







STAY ACTIVE

Enhance your stay at Cromore Village by exploring the area around you. The cottages are fully furnished to the highest standards, for comfort and great surroundings.

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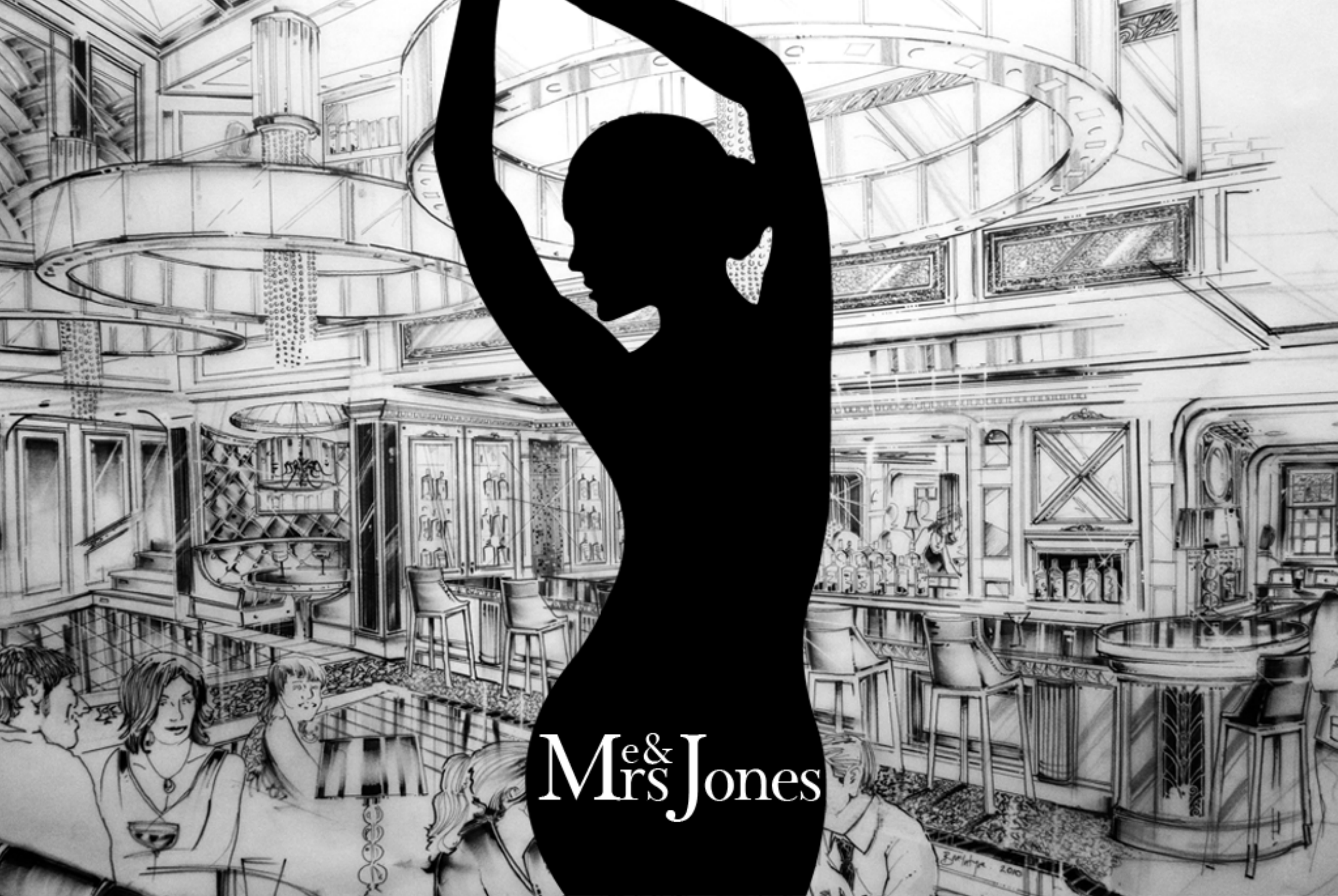


STAY HERE

Portmagee, the quietest coastal village, is a pretty harbor town, with the ruins of the old castle and the ruins of the old castle. The cottages are fully furnished to the highest standards, for comfort and great surroundings.

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Me&
Mrs Jones

Coming in 2011

Luxury Boutique Hotel / Public Bar / Wine Bar Restaurant



Me&
Mrs Jones

Coming in 2011

Luxury Boutique Hotel / Public Bar / Wine Bar Restaurant



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At Ulster University I have developed various print and web materials using different versions of the developing brand of 8 years of work with the institution.

Postcards, websites, business cards, various designs of course leaflets, panels for stands, pop up stands and shark fins as well as merchandise and posters for various events are just some of the collateral developed for the Faculty of Arts under my tenure.

Coleraine Borough Council Media Training Programme



Department for
Social
Development
www.dsdni.gov.uk



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BOROUGH COUNCIL



Office of the
First Minister and
Deputy First Minister
www.ofmdfmi.gov.uk



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Studying Arts at Ulster won't just provide
you with:

Quality Courses

Fees Just 6K

Lower Living Costs

Cheaper Digs

Easy To Get To

Great Craic

We have much, much more! We also have places
left, so come see what we have to offer:



Design

School of Creative Arts and Technologies
Magee campus

BDes Hons Design for Creative Practice (with named Specialisms)

The programme aims to provide students with trans-disciplinary approach to design studies, allowing them to combine theory, critical thinking and practice from different creative disciplines. Student can choose to develop their education as a generalist designer or refined along a systematic pathway or combination of pathways that map to specific design discipline careers, within an evolving industry.

You will be taught by designers who are international prize winners in various aspects of design. They are all commercially and research active. Their close links to industry lead to challenging live projects and professional visits. Staff, students and graduates have a long track record of successful enterprise and entrepreneurship.

Key Features

Exploring core aspects of design practice and theory across 2D, 3D and 4D.

Unique optional pathways leading to specialist design careers reflected in degree title, including:

1. Graphic Design
2. Motion Graphics
3. Product, Interaction and User Experience
4. Animation and 3D Digital content

Associate Bachelor's Exit award at end of year 2

Placement year (optional) - work in industry at home or abroad to earn a Diploma of Professional Practice (DPP) or study abroad to earn a Diploma of International Area Studies (DIAS).

You will have the opportunity to study modules in animation, biomedical design, drawing, graphic design, interaction design, moving image, 3D design and simulation, and typography.

Progression Routes

PgDip/MDes Design for Creative Practice
Design-led PhD study

For further information: www.prospectus.ulster.ac.uk
e: arts@ulster.ac.uk t: +44 (0)28 7167 5396



Key Features

Aspects of design practice, theory and digital story telling using 2D and 3D methods.

Unique optional pathways leading to specialist design careers reflected in degree title, including:

1. Graphic Design
2. Motion Graphics
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PgDip/MDes Design for Creative Practice
PhD Design and Communication

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Dear <<First Name>>

Thanks for applying to Ulster University!

You and your parents are invited to a UCAS Day on Saturday 7 February, 10am - 3pm.

Come and get a feel for what it is to be an Ulster University student. Explore our facilities, attend subject talks and meet with other applicants, academic staff and current students from your main subject area. We have also designed a specific talk for your parents (on fees, funding & accommodation).

We know your UCAS choices are very important, particularly the selection of your UCAS Choice Firm (CF) and your Choice Insurance (CI). This UCAS event will help you make the most informed decisions possible.

Book your place online
You can book your place at our UCAS Day online at:
arts.ulster.ac.uk/interviews

Keep in contact
We prefer to correspond by email so please keep all your contact details current via your UCAS Track account. Don't hesitate to contact us: artsadmissions@ulster.ac.uk if you have any questions about your application. Please quote your UCAS Personal ID in any correspondence.

See you on the 7th,
Gary Kendall
Head of Faculty Administration
Faculty of Arts

Delivered by



<<First Name>> <<Last Name>>

<<Address Line 1>>

<<Address Line 2>>

<<Address Line 3>>

<<Address Line 4>>

<<Address Line 5>>

<<Address Line 6>>

<<Address Line 7>>

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Michael Watters is a jazz guitarist that required branding and web for his personal business. His target demographic is primarily weddings, so particularly ladies between 18 and 35. This solution was an elegant and stark combination of serif letter forms and guitar iconography. This was then used to create vinyl graphics for his van, business cards and web and social media images



