

Chris McLean

portfolio

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Sunrise Senior Living

A suite of campaign material.

Once per quarter every Sunrise community participates in a themed national marketing campaign. For these multi-channel campaigns a full suite of material is created.

The material is created bespoke for each community via an online ordering web-to-print system. The system pre-fills the community's contact details then allows them to input their event details. Print-ready artwork is created automatically.

From top row, left to right:

Outdoor Banner

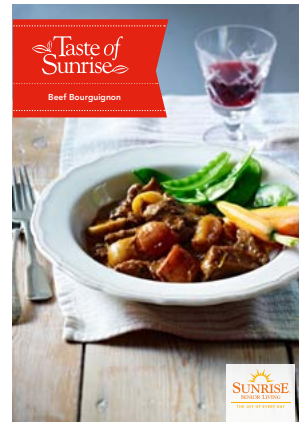
Recipe Card

Event Flyer

Online Advertisement

Outdoor Signage

Bespoke Community Invite



Sunrise Senior Living

A wider range of marketing material.

The simplicity of the newspaper advert, compared to the magazine advert, is a deliberate decision, based upon to the print quality of the respective formats.

The Open House invite artwork shows the pink spot colour keyline that forms the cutter path—once printed, these invites were die cut and thread with ribbon before being mailed to prospective customers.

Outdoor signage raises public awareness of the Sunrise communities.

As well as event specific signage a seasonal toolkit of messages and colours are produced which helps to keep the signage fresh and current.

Clockwise from top left:

Newspaper Advertisement - Testimonial

Magazine Advertisement - Open Day

Invite Print Artwork - Open Day

Outdoor Signage In Use

Outdoor Signage Artwork - Event

Outdoor Signage Artwork - Toolkit

"We believe the astounding recovery Dad has made is due to the kindness and genuine care of all the staff at Sunrise. They do genuinely care."

Daughter of resident at Sunrise of Banstead



SUNRISE SENIOR LIVING
THE JOY OF EVERY DAY

Call 01737 887 230 to find out how we can help you

Connect with us: [f](#) [t](#) [i](#) [y](#) [v](#) [p](#)

sunrise-care.co.uk/banstead

You are invited to spend Wednesday 25th March as a resident for the day to experience life at Sunrise.

Sunrise of Beaconsfield
To book your place call us on 01494 854 384
30-34 Station Road, Beaconsfield, Bucks HP9 1AB

sunrise-care.co.uk/beaconsfield



SUNRISE SENIOR LIVING
THE JOY OF EVERY DAY

Resident for a day

OTH_CAR_0214_Key_02.indd 1 24/02/2014 17:22

Quality Couples Suites

Available now.
Call in to find out more.

sunrise-care.co.uk/banstead

SUNRISE SENIOR LIVING
THE JOY OF EVERY DAY

Christmas Fayre
at Sunrise of Southbourne

Saturday 6th December
10.00am - 4.30pm

sunrise-care.co.uk/southbourne



Gracewell Healthcare

Brand Guideline Materials.

Upon inheriting the account (from a previous agency) it was decided that a simpler brand identity should be created around the existing logo. This set the tone for the light and fresh feel; which matches the modern and fashionable interiors of Gracewell's care homes—a far cry from the usual dowdy image of care homes.

For those with less dexterity the wide borders are easier to hold without covering the text they're reading. Similarly, the strong contrast between the text and light backgrounds help to make the text clearer to read. These considerations help to ensure that the material is suitable for the target audience.

Shown on the right are the colour palette and the File Naming Guide that help to form the foundation of the new brand guidelines.

Gracewell Green

Pantone 364c
Hex # 4F7436
C 73 M 09 Y 94 K 39
R 73 G 09 B 94

Celadon 100%

Pantone 346c
Hex # 94C3A9
C 55 M 00 Y 42 K 00
R 148 G 195 B 169

Celadon 50%

Pantone 346c 50%
Hex # CDE2D5
C 27 M 00 Y 21 K 00
R 205 G 226 B 213

Celadon 15%

Pantone 346c 15%
Hex # F1F7F4
C 08 M 00 Y 06 K 00
R 241 G 247 B 244

Text Brown

Pantone 418c
Hex # 565750
C 33 M 23 Y 34 K 68
R 86 G 87 B 80



Gracewell Healthcare File Naming Guide

Gracewell | Location Identifier (Toolkit) | Title

GW_PST_TK_2015_OpenHouse_02

File Media Type | Toolkit Year | Version Number

Gracewell | Location Identifier | Title

GW_INV_ABE_1214_OpenHouse_04

File Media Type | Month and Year | Version Number

Location Identifiers

TK – Toolkit <i>Template Items</i>	PEM – Pemberley House <i>Basingstoke</i>
ABE – Abercorn House <i>Camberley</i>	PIN – The Pines <i>Hove</i>
AMH – Amherst House <i>Surrey</i>	RAN – Randell House <i>Camberley</i>
ASV – All Saints Care Village <i>Camberley</i>	RID – The Ridings <i>Church Crookham</i>
BUN – The Bungalows <i>Parker Meadows, Fareham</i>	ROS – Rosetti House <i>Frome</i>
HIG – Highclere House <i>Weymouth</i>	SAL – Salisbury Manor <i>Salisbury</i>
OAK – Oakwood House <i>Edgbaston</i>	SHE – The Shelbourne <i>Sway</i>
PAR – Parker Meadows <i>Fareham</i>	

Media

ABS – Standard A Board
ABL – Large A Board
ABM – Monster A Board
ADV – Print Advertising
BAN – Banner
BRO – Brochure
EDT – Editorial
INV – Invite
LEA – Leaflet
PST – Poster
OFF – Offer
ONL – Online
OTH – Other
OUT – Outdoor

Gracewell Healthcare

The brand style in action.

The range of work shown to the right covers many scales and applications, showing the versatility of the brand.

The images used are deliberately aspirational; very often moving into a care home is not an appealing prospect, so the appealing images help to reduce the negative associations viewers may have.

The Christmas Teapot Tuesday event invite demonstrates a possible direction for developing the brand further in the future once it's more established and recognisable.

Clockwise from top left:

Outdoor Signage
Magazine Advertisement
Event Invite
Pull-Up Banner
Event Poster



GRACEWELL
HEALTHCARE

Oakwood House

Luxury Care Home

*Marketing Suite
now open*

0121 275 0335
www.gracewell.co.uk



The Ridings

Luxury care home in Church Crookham

- Specialist dementia, nursing and residential care
- Respite stays and couples suites
- Beautifully styled ensuite bedrooms equipped with the latest technology
- Cafe, boutique shop, hair and beauty salon
- Library area complete with computers and WiFi
- In-house cinema
- Daily activity programme
- Landscaped gardens designed for all year round enjoyment

GRACEWELL
HEALTHCARE

The Ridings 2 Bourley Road, Church Crookham, Hampshire GU52 8DY

01252 917100 gracewell.co.uk



Winter Wishes Fair at The Ridings


Saturday 13th December
1.00pm - 3.00pm

Don't miss our Winter Wishes Fair for an afternoon of festive fun. Do your last minute Christmas shopping from a selection of wonderful gift stalls, enter raffles and competitions, have your picture taken with Santa, and even take a donkey ride! Delicious mince pies and mulled wine refreshments will be served.

GRACEWELL
HEALTHCARE

For more details call 01252 917100 or email activities.theridings@gracewell.co.uk

The Ridings 2 Bourley Road, Church Crookham, Hampshire GU52 8DY gracewell.co.uk



GRACEWELL
HEALTHCARE

Luxury bespoke care homes

The luxury residential and nursing care home provider

Our Five-Point Personal Care Plan

- Your personalised care, nursing and support needs
- Your personalised bedroom
- Your personal interests, social life and companionship
- Your family updates, visits and activities
- Your favourite meals and dining choices

Gracewell Healthcare is dedicated to enhancing and enriching the lives of people in need of care and support.

gracewell.co.uk



Christmas Teapot Tuesday

Tuesday 9th December 10.00am - 12.00pm

Come and enjoy a morning of good company and delicious tea with home-made festive cakes. Don't forget to visit the Highclere Christmas Craft Shop while you're here!

GRACEWELL
HEALTHCARE

Highclere House Weymouth

Cross Road, Weymouth, Dorset DT4 9QX

For more details call 01305 233300 or email: reception.weymouth@gracewell.co.uk

gracewell.co.uk

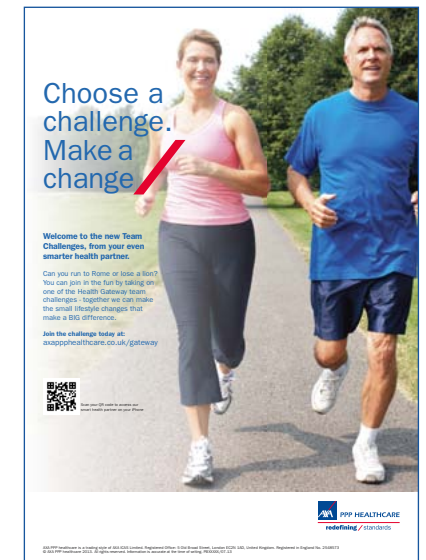
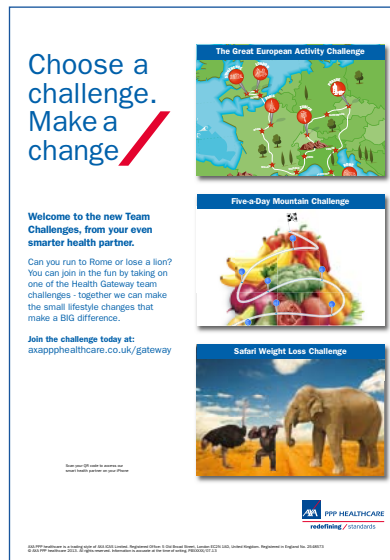
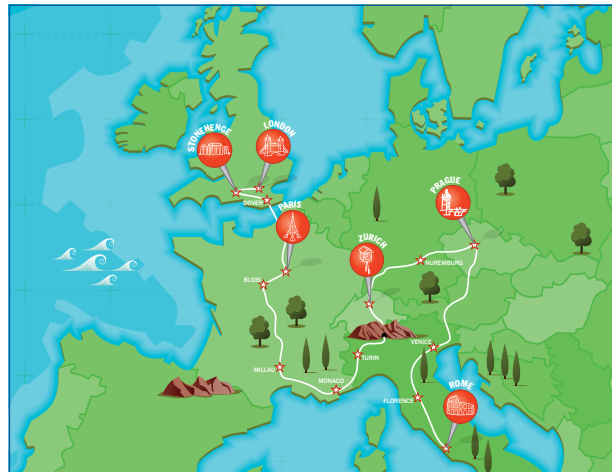
AXA PPP Healthcare

Employee fitness challenge material.

As part of their employee assistance programme (a service for other companies) AXA aim to promote employee fitness and wellbeing. The challenges provide a more interesting and approachable view to fitness, helped by the visuals.

Shown in the top left is an image of the interactive map for the 'Great European Activity Challenge'. The map equated how far teams of employees had run with distances across Europe, with checkpoints along the route.

The stack of fruit in the top right corner forms part of the 'Five-a-Day Mountain Challenge', encouraging participants to eat more fruit and veg. The illustration was art directed and created specifically for the project. Below these are a selection of three posters promoting the challenges.



AXA PPP Healthcare

An event poster.

The date, time and location have yet to be customised, as this artwork forms the template from which bespoke versions are created as required.

An alternative icon set is shown to the left of the poster. Whilst these have a more consistent style, the client chose to go with the original icons.

Images, fonts and colours all match the current AXA PPP brand guidelines.



BeHealthy Wellbeing Roadshow



DIY Health Check Point

Body fat
Body water
Metabolic rate
Metabolic age
Visceral fat



Be Active Zone

Benefits of physical activity
Practical activity session
Grip Dynamometer test
Physical activity discussion



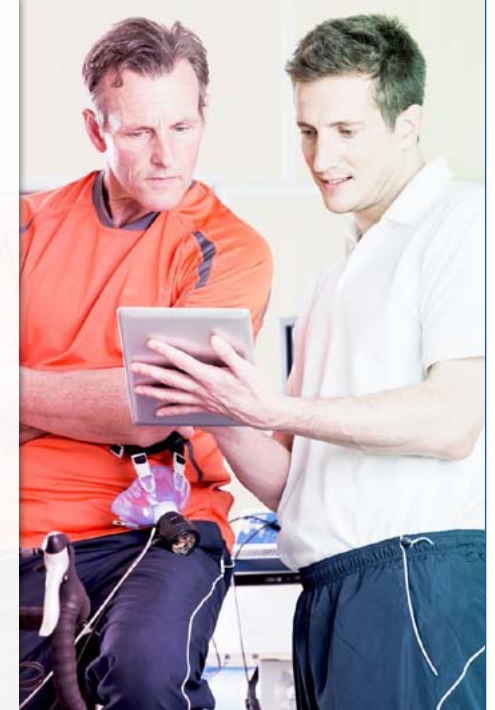
Building Resilience Zone

Bio-dots exercise
Stress management
Signs and symptoms of stress
Changing behaviour



Nutrition Zone

Healthy eating
Personal food diary
BMI/waist circumference testing
Eat well plate



Wednesday xx September 2015

00.00am - 00.00pm

Room name

Location

DIY HEALTH
CHECK POINT

AXA PPP HEALTHCARE
redefining healthcare

AXA PPP healthcare is a trading style of AXA ICAS Limited. Registered Office: 5 Old Broad Street, London EC2N 1AD, United Kingdom. Registered in England No. 2548573.
© AXA PPP healthcare 2014.

De Montfort University

A selection of promotional material.

Due to the young target age range of the course material less 'safe' design options became possible, such as the small font size and white text on a dark background.

The photograph in the bottom right is of a promotional giveaway puzzle. Due to the reflective nature of the item it required close attention to detail when photographing and editing to avoid unwanted reflections.



Bespoke Fashion and Textile Courses

De Montfort University's award winning School of Fashion and Textiles has been evolving both creatively and technically ever since it was founded in 1885. Our world renowned Contour Fashion and Footwear Design programmes form a distinctive part of the school along with our expert staff whose industry experience enables them to help make concepts a reality.



Working closely with industry means we learn from some of the best designers in the world. This allows us to deliver bespoke courses to fulfil a range of needs both design based and technical.

Our Industry partners have included:

Burberry, Kurt Geiger, French Connection, Abercrombie & Fitch, Speedo, Coco de Mer, Triumph International, Jack Wills, Seafully, Next, George Walmart Group, H&M, Fleur of England, New Look, Gossard, Berlei, Nike, Per Una, Giles, Danielle Scott, Felder Felder and The Penland Group.

We have a track record of delivering exceptional training courses tailored to individual needs. These can be delivered at your office in the UK or internationally depending on your requirements.

Week 1

Monday 08.07.13	Tuesday 09.07.13	Wednesday 10.07.13	Thursday 11.07.13	Friday 12.07.13
		Bra Making Beginner & Soft Lingerie		
	Technical Pattern Cutting with Adobe Illustrator		Technical Garment Drawing with Adobe Illustrator	

Week 2

Monday 15.07.13	Tuesday 16.07.13	Wednesday 17.07.13	Thursday 18.07.13	Friday 19.07.13
Bra Pattern Cutting, Grading & Sewing				
Plus Size Bra Pattern Cutting, Grading & Sewing				
Shapewear & Corsetry				
Bra Making Advanced				

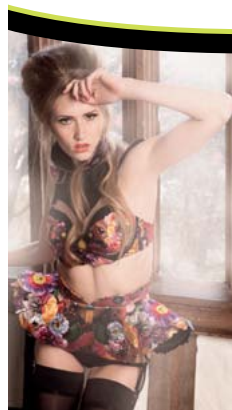
Week 3

Monday 22.07.13	Tuesday 23.07.13	Wednesday 24.07.13	Thursday 25.07.13	Friday 26.07.13
Bra Fitting for Retail		Bra Fitting Post Surgery		
Swimwear Pattern Cutting & Fit				



Intimate Apparel Summer School July 2013

The Contour Fashion course at De Montfort University is the oldest and most successful degree course in intimate apparel in the world. It was established in 1947 by the British corset industry to ensure a constant supply of skilled designers.



Due to popular demand, we are hosting a three week summer school this July offering a range of short courses that can help to distinguish your product, designs and business from that of your competitors. Delivered by trained industry experts, these courses will help deliver a wide range of intimate apparel skills for leading High Street brands, independent designers and industry professionals.

"The short courses will enable you to update your skills, expand your knowledge base of wider issues relating to breast care, and to understand the intimate apparel industry further."

Gillian Proctor, Contour Design Programme Leader



Our in-house expertise means we have the capability to deliver a selection of world class design and technical courses to business in a range of areas including:

- Core & Plus Size Bra Pattern Cutting and Grading
- Shapewear and Corsetry
- Swimwear Pattern Cutting and Fit
- Bra Making and Fitting
- Garment Fit: Problems and Solutions
- Footwear Design
- Footwear Fundamentals
- Footwear Analysis and Pattern Drafting
- Technical Garment Drawing with Adobe Illustrator
- Fashion Buying in Womenswear, Menswear and Childrenswear
- Fabric Manipulation and Design

"Great course, very informative, led by enthusiastic teachers. I would recommend this course to anyone who has a passion for footwear and wants to gain an understanding for everything involved in designing, sourcing and constructing footwear."

ASOS, Footwear Fundamentals

"Very detailed course which covers everything in a simplistic way that is easy to understand and helps develop your knowledge on the most common fit problems."

George, Asda, Garment Fit Diagnostics

Contact us today for more information.

Faculty of Art, Design and Humanities

T: + 44 (0)116 250 6210

E: shortcourses@dmu.ac.uk

W: www.dmu.ac.uk/shortcourses



De Montfort University

A visual identity for the Knowledge Transfer Partnership programme.

The challenge was in creating a visually unique identity for the programme whilst staying within De Montfort's brand guidelines. To do this the De Montfort brand fonts were used and the trefoil design created, representing the three elements of the partnership. The trefoil motif is used prominently through the material, along with the three colours, to build a strong identity for the programme.

Seen to the right is a double page spread from the brochure and sections of supporting print material below.

How does it work?

KTP is a 3 way partnership

About KTPs

Intro As incitis peribus sit prestis perunt voluptatus sed quati quam ducid et et dis sequatur sequam adit qui nonsequam fuga. Lam harumquatum reperum voluptatur ma veliate nitatam, quat omnimus di ut am iusto corroresd minis consequamus eictatem

Your Company

KTP Associate

De Montfort University

The company

Provides office space and supervisory support for the Associate. Contributes approximately one third of the total project costs which equates to £20k per year which covers not only employment and development costs for the Associate but also contributes to the time and expertise of the university.

De Montfort University

Provides expertise, knowledge and Academic Supervisory support, at least half a day per week, to the Associate and ensures the knowledge and expertise is embedded into the company. Manages the project budget and facilitates regular meetings to monitor the progress and track the benefits.

The Associate/graduate

Drives the project forward and transfers expertise/knowledge/skills back into the company via Academic Supervisor.

Case study Accordial (UK)

Manufacturing

The need

Accordial are manufacturers of acoustic movable partition walls. Prior to the project the company manufactured products under licence from their parent company. Accordial recognised the need to have their own in-house capability to design and develop its own products to become independent and this was the objective of the two year project.

Key benefits

- The business grew by 20% following the project
- Knowledge was disseminated throughout the organisation
- Now manufacturing their own products and improving existing products
- Diversifying into new markets
- Permanently employed the Associate as Product Development Engineer
- Qualified acousticians at the company – giving the company an edge over competition



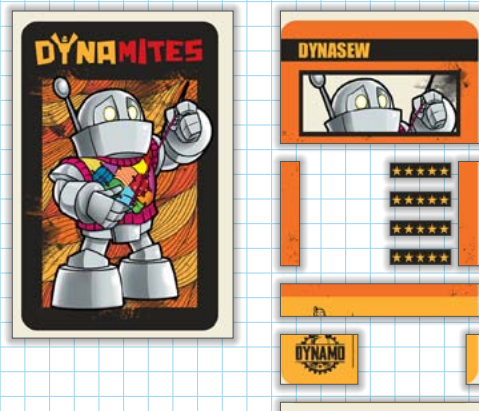
"The benefits to the company have been very well worthwhile, now and for the future. We have been indebted to the way the Partnership has helped us to utilise the University's expertise and facilities."

Martin Sarsfield,
Operations Director
Accordial (UK)

A series of monthly e-shots.
Working with illustrations created by
Dynamo's in-house illustrators to create
eye catching marketing emails.

Once complete, the html code and image segments were then loaded into a web-based email service and sent to Dynamo's contact database.

Examples of the finished layout can be seen in the bottom left.



```
<html>
<body>
<table width="665" align="center" cellpadding="0" cellspacing="0">
  <tr>
    <td width="344"></td>
    <td width="321"><table cellpadding="0" cellspacing="0">
      <tr>
        <td></td>
      </tr>
      <tr>
        <td><table width="321" cellpadding="0" cellspacing="0">
          <tr>
            <td></td>
            <td><table width="249" cellpadding="0" cellspacing="0">
              <tr>
                <td height="62" valign="top" bgcolor="#f37227">
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style="font-family: Arial, Helvetica, sans-serif;
font-size: 14px;
color: #FFF;
margin: 0px;
padding: 0px;
line-height: 17px;
text-decoration: none;">
Patching together multiple projects?<br>
Give Dynasew a call - he won't stitch<br>
you up...
                  </p>
                </td>
              </tr>
            </tr>
          </tr>
        </td>
        <td><table border="1" cellpadding="0" cellspacing="0">
          <tr>
            <td colspan="2"><div style="border-bottom: 4px solid #f37227;">
              <div class="pad" align="right" bgcolor="#232220">
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                    <td align="left" width="149"><a href="http://dynamolimited.com/series-fiction-licensed-character.html">
                      <div style="font-family: Arial, Helvetica, sans-serif;
font-size: 14px;
color: #FFF;
margin: 0px;
padding: 0px;
line-height: 17px;
text-decoration: none;">Editorial</a></td>
                    <td align="right" width="94"><a href="http://dynamolimited.com/series-fiction-licensed-character.html">
                      </a>
                    </td>
                  </tr>
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          <td align="right" width="94"><a href="http://dynamolimited.com/product-and-packaging.html">
            <div style="font-family: Arial, Helvetica, sans-serif;
font-size: 14px;
color: #FFF;
margin: 0px;
padding: 0px;
line-height: 17px;
text-decoration: none;">Product and Packaging</a>
          </td>
        </tr>
      </table>
    </td>
  </tr>
</table>
</body>
</html>
```

Circle Widgets

A pair of customisable android widgets.

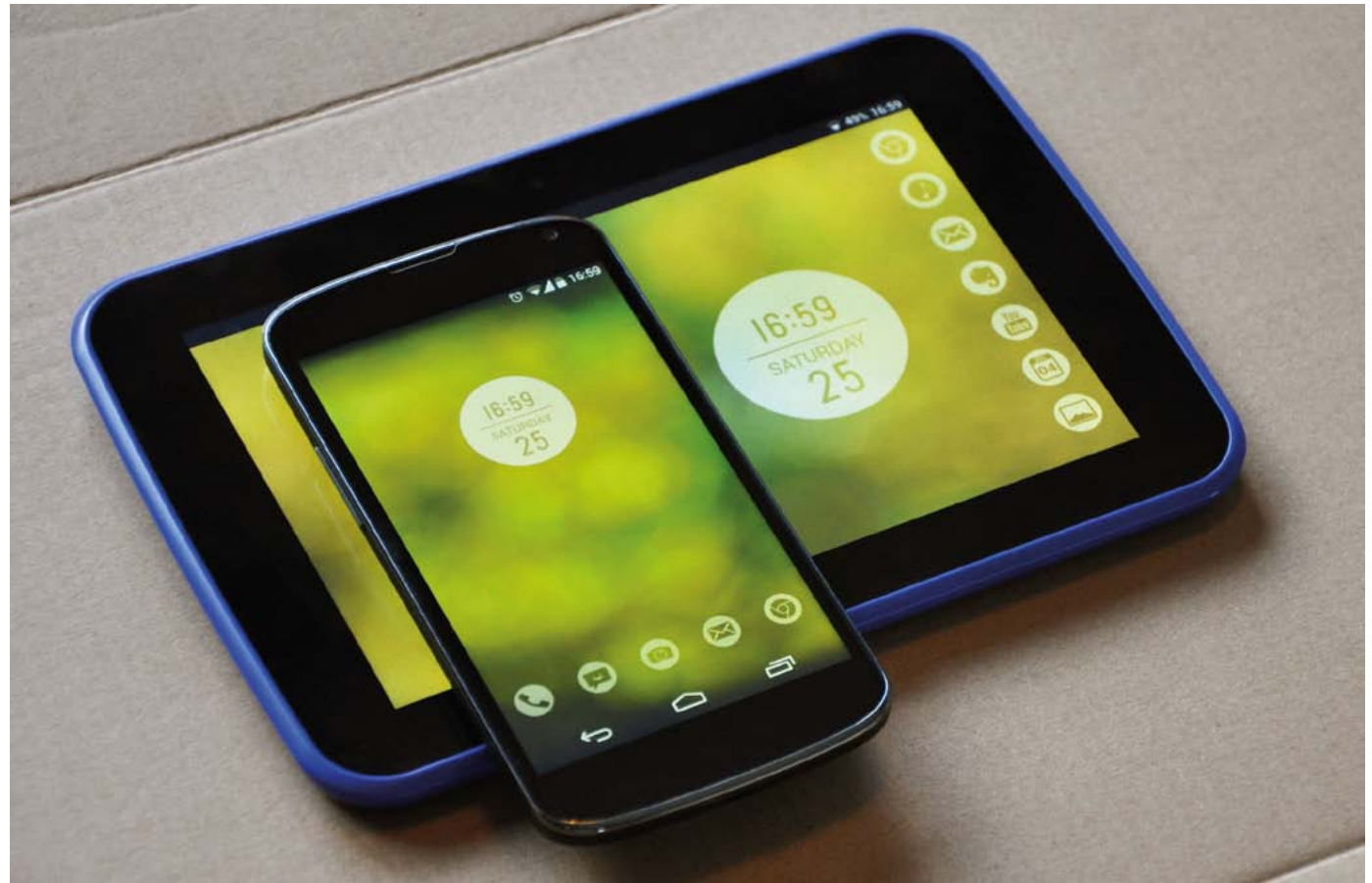
These widgets have been created to match the Holler! android icon pack.

Circle Widget 1 displays the current time, day and date, whilst Widget 2 shows the next upcoming alarm time.

By default Circle Widget 1 has a hotspot (or shortcut) to the clock on the upper half and a hotspot to the calendar on the lower half. Circle Widget 2's hotspots are set to open the clock with the upper half and to create a new Evernote document with the bottom half. All of these shortcuts can be tailored to suit your preferences in the Ultimate Custom Widget editor.

Both Circle Widgets are available to download from my website [here](#), along with usage instructions.

The wallpaper shown is my own image and is also available to download [here](#).

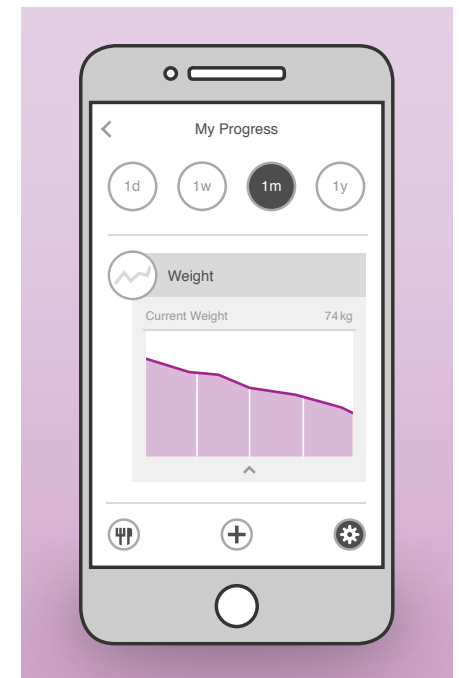
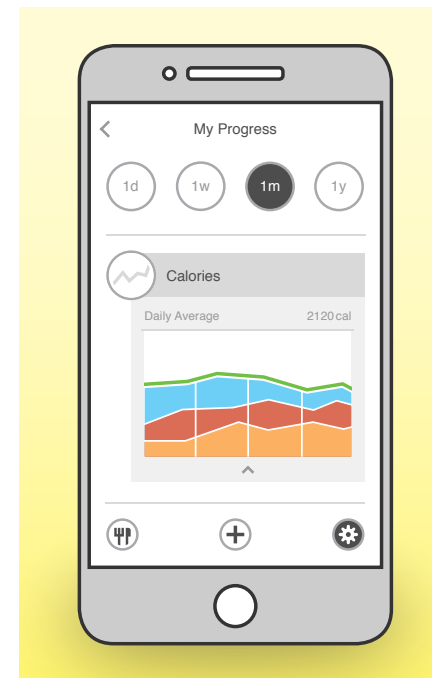
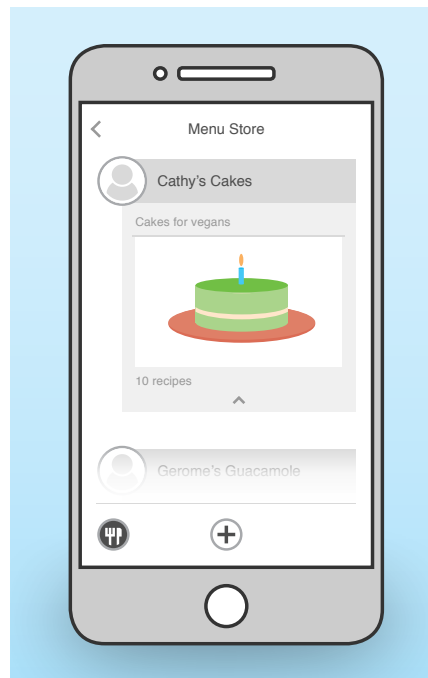
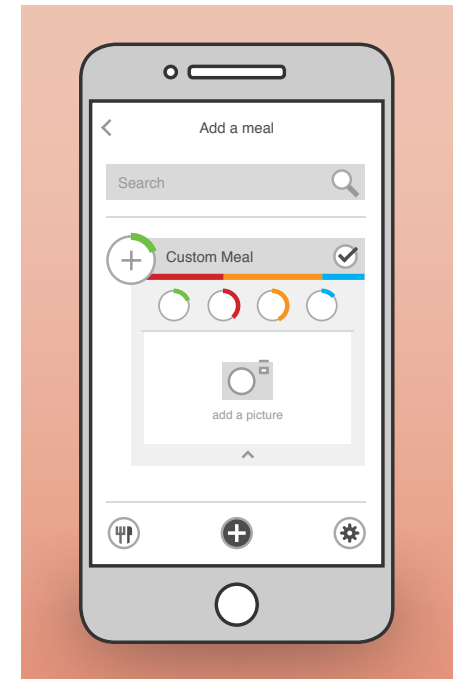
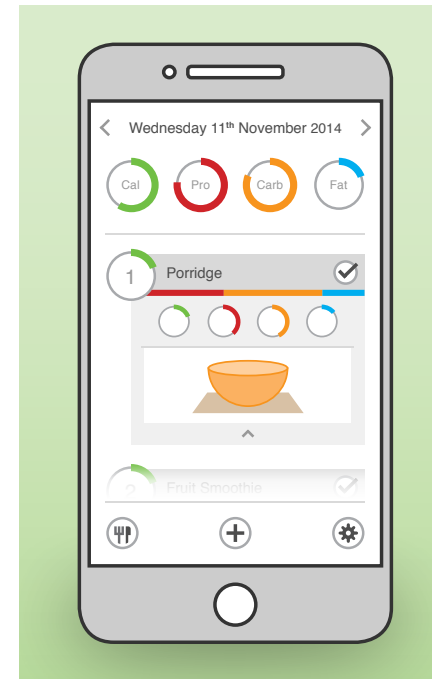
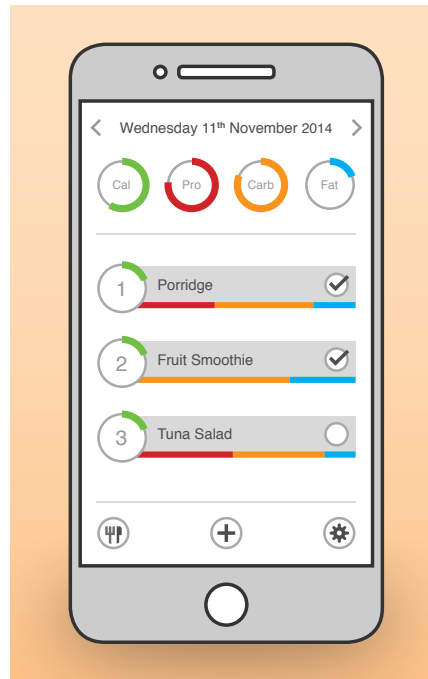


Health & Nutrition App Concept Visuals

Visual material to support a pitch.

As part of pitching their app concept to potential investors the client required graphics to display their initial ideas. The aim was to create visuals part way between a wireframe and a fully rendered mockup.

A traditional wireframe would be too bare to demonstrate the features of the app in an attractive way, whilst an on-screen rendering would focus the viewer too much on small details, such as the device platform or the app logo, rather than the broader concept of the app itself.



Cache 2012

Loughborough Textiles Graduates.

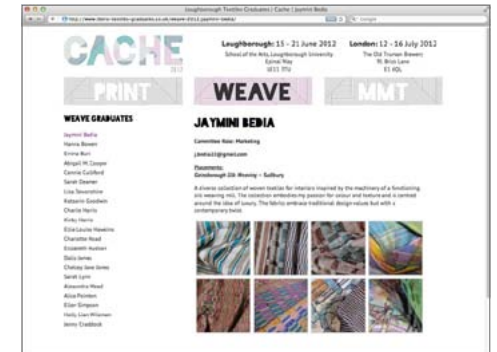
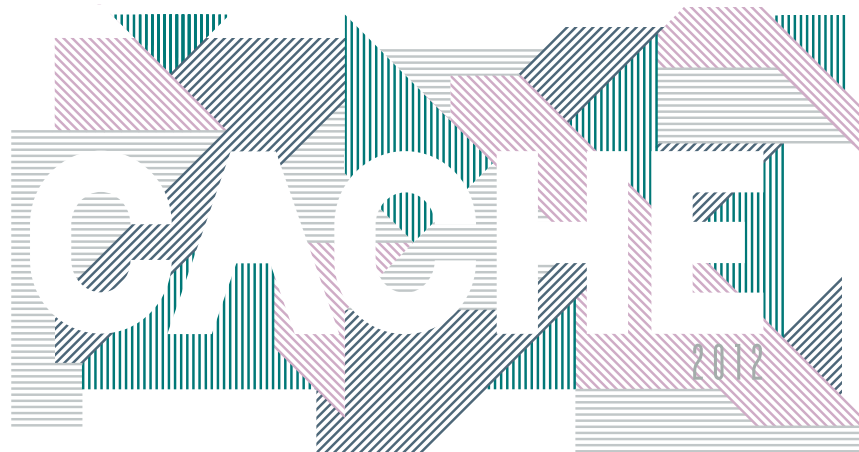
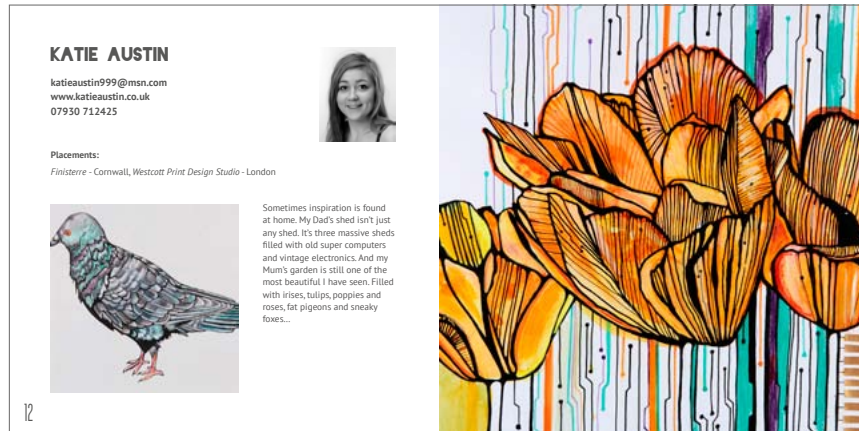
At the end of every academic year the Loughborough Textiles course produce a catalogue and website to showcase their work and advertise their degree show. The class of 2012's show and branding is entitled "Cache".

Two variants of the logo were designed, the primary version (seen bottom left) and a secondary version (seen bottom right) for use in more limited spaces and applications.

The cover of the catalogue featured an embossed logo, as seen in the top left image. The primary logo variant was less suited to being embossed so the secondary version was used.

Below this is an example double page spread from the catalogue.

To view the full Cache catalogue as a .pdf please [click here](#).



Live Transport

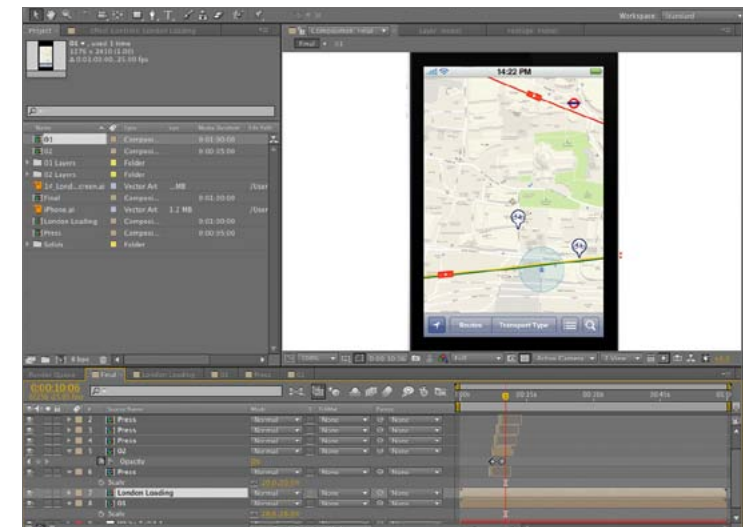
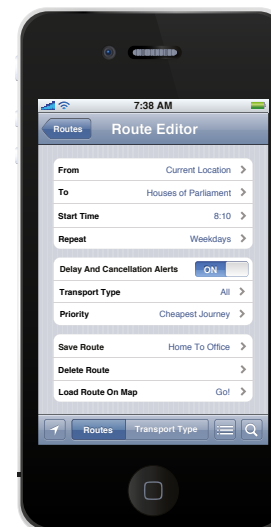
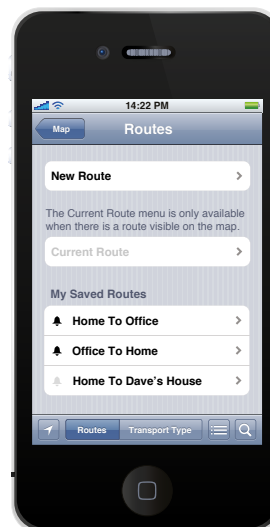
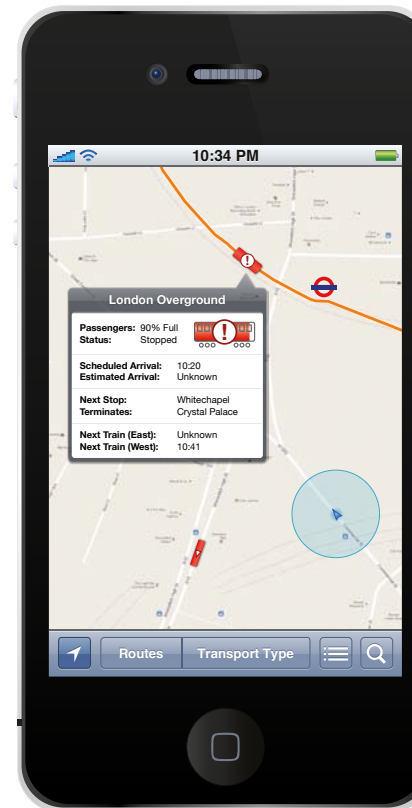
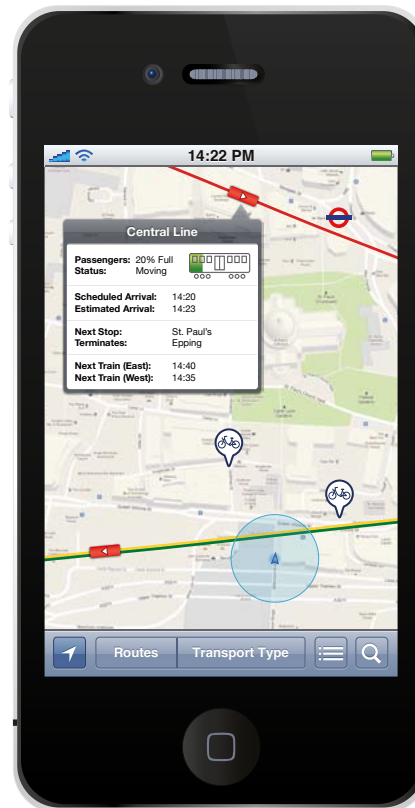
Want to know where your bus or train is? Where once a map printed on paper was the standard tool for navigating, GPS is now more widely used; from Sat-Nav in cars to Google Maps on a smartphone.

The range of different devices, combined with different forms of transport, has resulted in fragmentation; a vast range of small apps that only deal with one aspect of travel.

This project aims to create an application that unifies different features and forms of transport.

The app design began as a paper prototype, which evolved into a flow chart and wireframe to demonstrate usage. Finally the digital mockups seen here were created.

To view an animation of the Live Transport app (created with After Effects, as seen in the bottom right image) please [click here](#).



For more examples of my work,
including photography, please visit:

www.chris-mclean.com

Feel free to call me on:

07940 733833

Or email me at:

chris@chris-mclean.com

