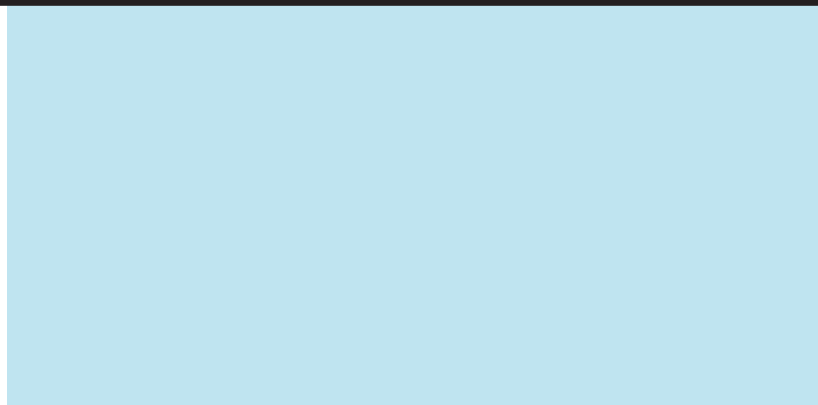
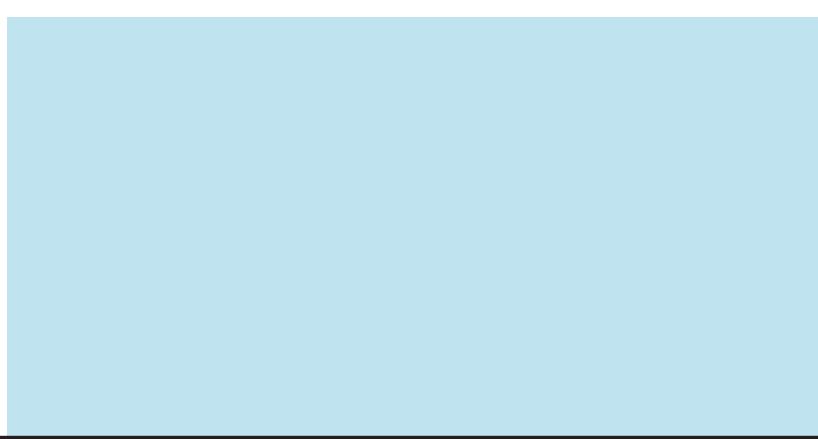
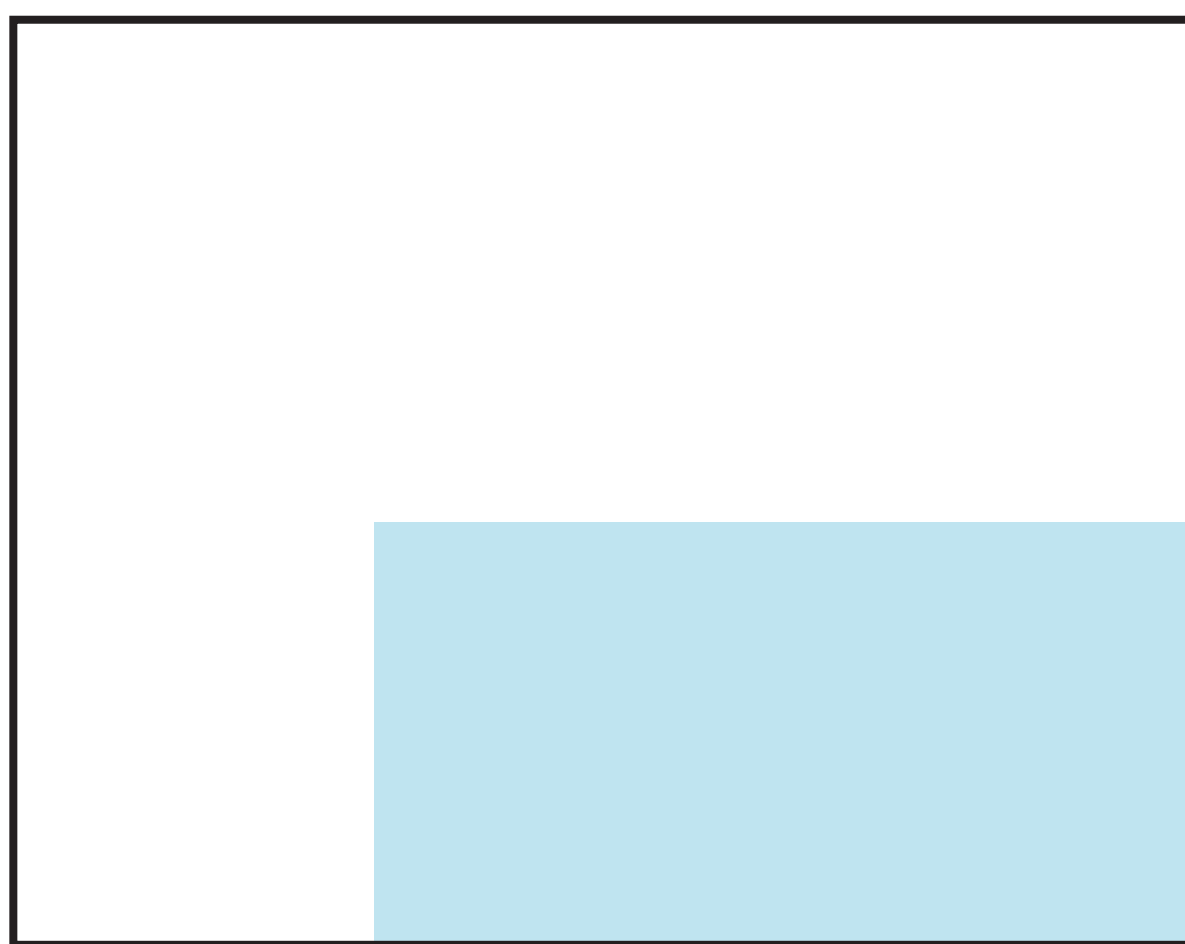


GRAPHIC  
DESIGN  
PORTFOLIO

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**Samantha Campbell.**

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# LOGOS

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The following logos are all based on briefs provided by clients. Under each image, a short description of the brief.



| Griffith  
**LSA**

The above logo was created in a minimalistic style depicting Themis (Lady of Justice) for Griffith Law Students' Association.



**R**AFRAEL  
**FERNANDES**

Designed for personal branding, Rafael Fernandes wanted a dynamic logo inspired by either his Brazilian heritage or a famous campaign featuring the yellow used in the above logo.



McNab Dental is a Brisbane general dentistry located in the heart of the CBD. The featured logos are four of the concepts designed for the client. The first one was the final logo chosen by the client. The brief specified the font that needed to be used and that blue must be the primary colour used within the logo. Business cards, a website and letterheads were also designed for the dentistry practice.

# BRANDING

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The following logos are all based on briefs provided by clients. Under each image, a short description of the brief.





General branding done for McNab Dental. Only business cards and letterhead used in real life as the rest is purely to demonstrate potential office stationary for the client.





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Sam Cam  
STUDIOS



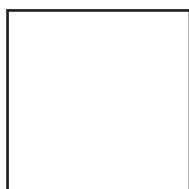
EFC4DC

Sam Cam  
STUDIOS



F5C162

Sam Cam  
STUDIOS



FFFFFF

Sam Cam  
STUDIOS

Basic branding done for my personal brand *Sam Cam Studios*. It was developed as a university assignment in my third year.

Sam Cam  
STUDIOS

Phone: 0437 370 485  
Email: info@samcamstudios.com  
Website: www.samcamstudios.com  
Socials: @samcamstudios

Sam Cam  
STUDIOS

Phone: 0437 370 485  
Email: info@samcamstudios.com  
Website: www.samcamstudios.com  
Socials: @samcamstudios

TAX INVOICE

Customer:

Address:

Items Purchased:

M beer pocket t-shirt

Lotus floral tote bag

5 customised notebook

Phone:

Email:

\$40

\$8

\$30

Discount Code: \$8  
Shipping:

**Total: \$86**

If there is an issue with your items, please let us know within 28 days and we'll provide an address for you to return the item to. Please refer to our return policies before requesting a return.





# ILLUSTRATIONS

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The following illustrations are both based on briefs provided by clients or done in my own time for pleasure. Under each image, a short description of the brief or inspiration for the illustration is provided.



oh honey.

This design was created with the intention to raise awareness for the bees and environment. It was intended to be placed on t-shirts, totes and other items to help raise money for donations.



Originally designed for a chalkboard mural located in Liveworm Studios. It then became a personal project with the supervisor's permission as they later decided they wanted a more typographic based design for the mural which wasn't originally disclosed in the provided brief.







A design done in my own time inspired by the "free the nipple" campaign and is part of a small series promoting body positivity.



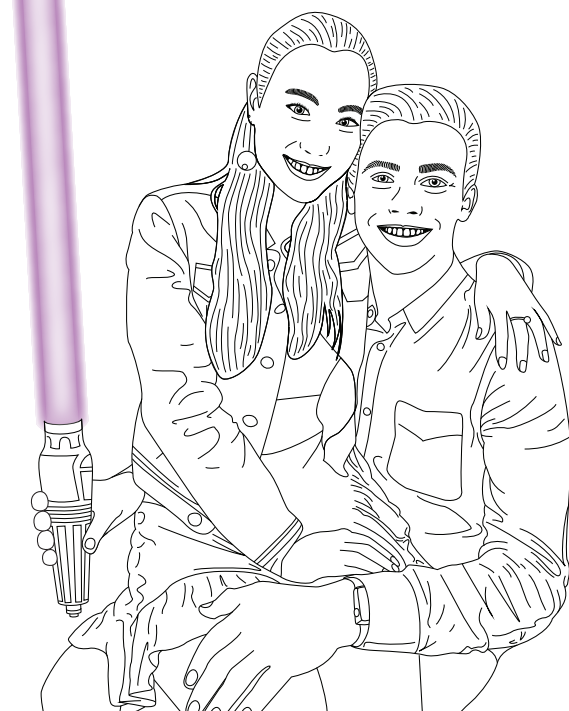
This was originally created to use on leave behind A5 cards during a university assignment. It is based on one of my friend's faces.



This was done for a 21st present for the featured girl. Her dog means the world to her so it was the perfect photo to draw digitally and get printed for her.



**Yoda one for me.**

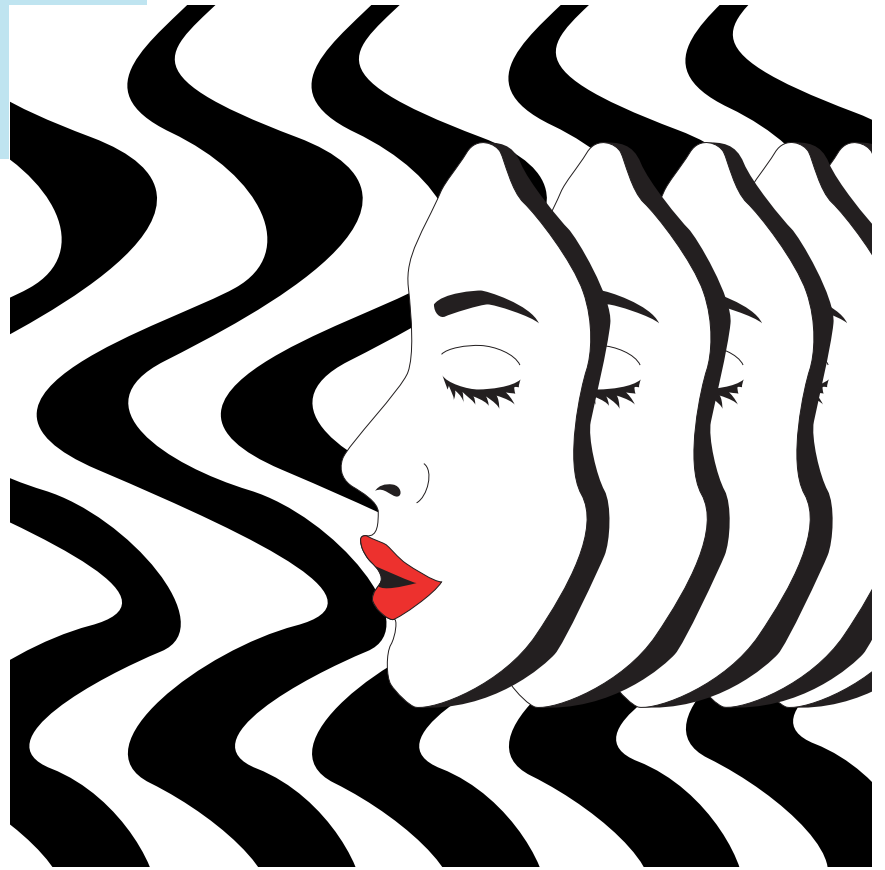


A Star Wars themed birthday present for the featured boy. It was a pleasure to create such a personal gift for the couple.



This was designed to a brief provided by a brewery in Brisbane during my internship. They wanted a quirky mural for their wall that represented the owners. Based on the acquired photos, this was created for the space.





Originally created for a technology themed cover of a university magazine. It wasn't utilised so it is now displayed on my social media and website.

# WEBSITES

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Some of the following websites are still awaiting content from the client (specifically the websites for J B Prosthodontics and McNab Dental). All websites have been made in Wordpress or Squarespace.



The websites I have designed can be found at the addresses below.

- [caprisharks.org](http://caprisharks.org)
- [samcamstudios.com](http://samcamstudios.com)
- [jbprosthodontics.com](http://jbprosthodontics.com)
- [mcnabdental.com](http://mcnabdental.com)
- [drvictoriabrazil.com](http://drvictoriabrazil.com)

# MISCELLANEOUS

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The work in this section have been one-off jobs done for various clients.



This was designed for the *Griffith Business School Association* Cocktail Night at the request of a friend. The colours used were designated by the client.



An instagram tile designed for a hair salon in Melbourne. The text was outlined in the brief, as was its placement. The logo was also provided by the client.