# Design Fields : Case



# Charle. Design

# John Lewis, Childrenswear

### Design Fields Case Study



# What? Where? Asmall design studio in London

# Their focus & types of client: Animation studios • Exhibitions Charities • Restaurants • Healthcare

# Charle bar Design

# Cass Art, visual timeline

# Design Fields Case Study



# **Design Disciplines:** Brand identities • Signage Packaging

# Why do they inspire me? **Bring bespoke illustrations to** their designs

# Supple Studio

# Ubiety, mindful skincare



# Design Fields Case Study

What? Where? Branding and design agency in Bath



# Their focus & types of client: 'People and the planet' Education Not-for-profit

# Supppe Studio

# NSPCC and NHS, The Lighthouse

# Design Fields Case Study







A guide for children If someone has hurt you, shown you something or made you do something with your body that made you feel upset, it can be hard to talk about. But <u>it's never your fault</u>. At The Lighthouse we can help you.

What is The Lighthouse? The Lighthouse is a safe space for you to tell someone about what happened to you. If you are feeling frightened or alone, The Lighthouse team will be here to help. You can take things at your own pace, and you decide what you would like to talk about.

# **Design Disciplines:** Working with specialists: print-makers, photographers and illustrators

• Ethics

### What happens at The Lighthouse?

Meeting your advocate You will meet a friendly person called an advocate whose job is to help you during your time at The Lighthouse.

### Making you feel comfortable If you need to see a doctor or a nurse, don't worry, someone called a play specialist will help you feel comfortable. They'll have different if you see the doctor or yourself, with your parent or carer, or another adult you trust

### Gathering information for court

When you're ready to say more about what happened to you, someone will listen to you talk. This will help us get ready, if your case goes to court. Police officers and social workers will also be on hand if you and your family need them.

### Helping you feel better

Children have told us that talking things like toys and art materials to someone they trust can really help for you to use. And it's your choice them feel better. At The Lighthouse you can speak with someone who specialises in listening to children who have been hurt. They will get to know you, listen to you and be there for you every step of the way.



# Why do they inspire me?

UAL publication (guides)



# Pentagram

DanceInk, magazine design

### Design Fields Case Study



# What? Where? Design firm founded in 1972 Their focus & types of client: • Passion, intelligence Corporate

# Pentagram

Battersea, visual identity

# Design Fields Case Study





# HERE FOR EVERY DOG AND CAT

# **Design Disciplines:** Strategy, packaging, exhibitions, advertising, websites, motion, typefaces

### Demelza Brooks

# Why do they inspire me? Circular 19 (editorial design)

# Summary

# 1. Charlie Smith Design 2. Supple Studio **3. Pentagram**

Packaging

# Environmental Brand identity Editoral **Printed material**