

Design Fields : Case Study

Charlie Smith Design

John Lewis, Childrenswear



What? Where?

A small design
studio in London

Their focus & types of client:

- Animation studios
- Exhibitions
- Charities
- Restaurants
- Healthcare

Cass Art, visual timeline

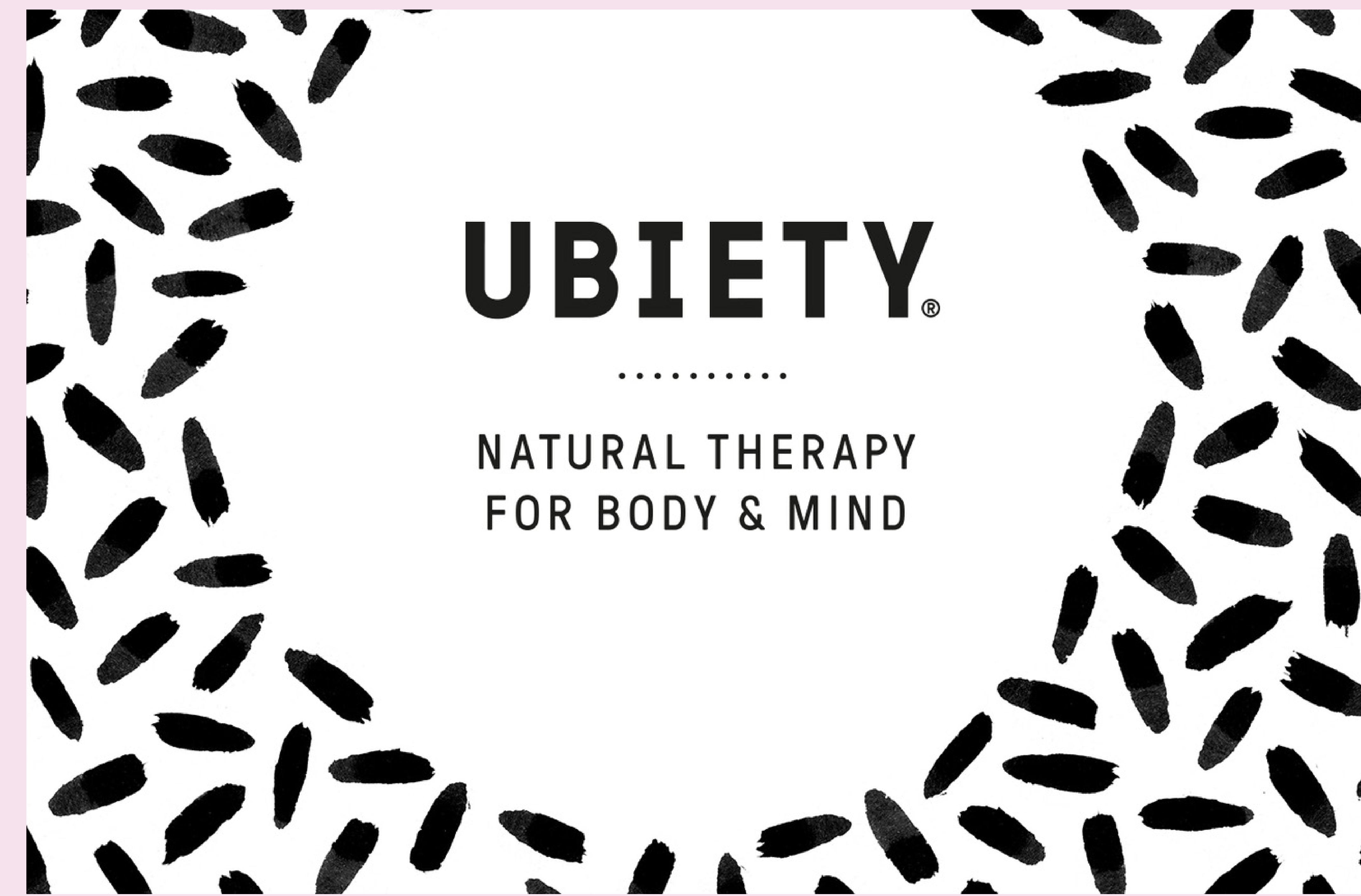


Why do they inspire me?

- # Bring bespoke illustrations to their designs

Supple Studio

Ubiety, mindful skincare



What? Where?

Branding and design agency in Bath

Their focus & types of client:

- 'People and the planet'
- Education
- Not-for-profit

Supple Studio

NSPCC and NHS, The Lighthouse



Design Disciplines:

Working with specialists:
print-makers, photographers and
illustrators

Why do they inspire me?

- Ethics
- UAL publication (guides)



Pentagram

Dance Ink, magazine design



What? Where?

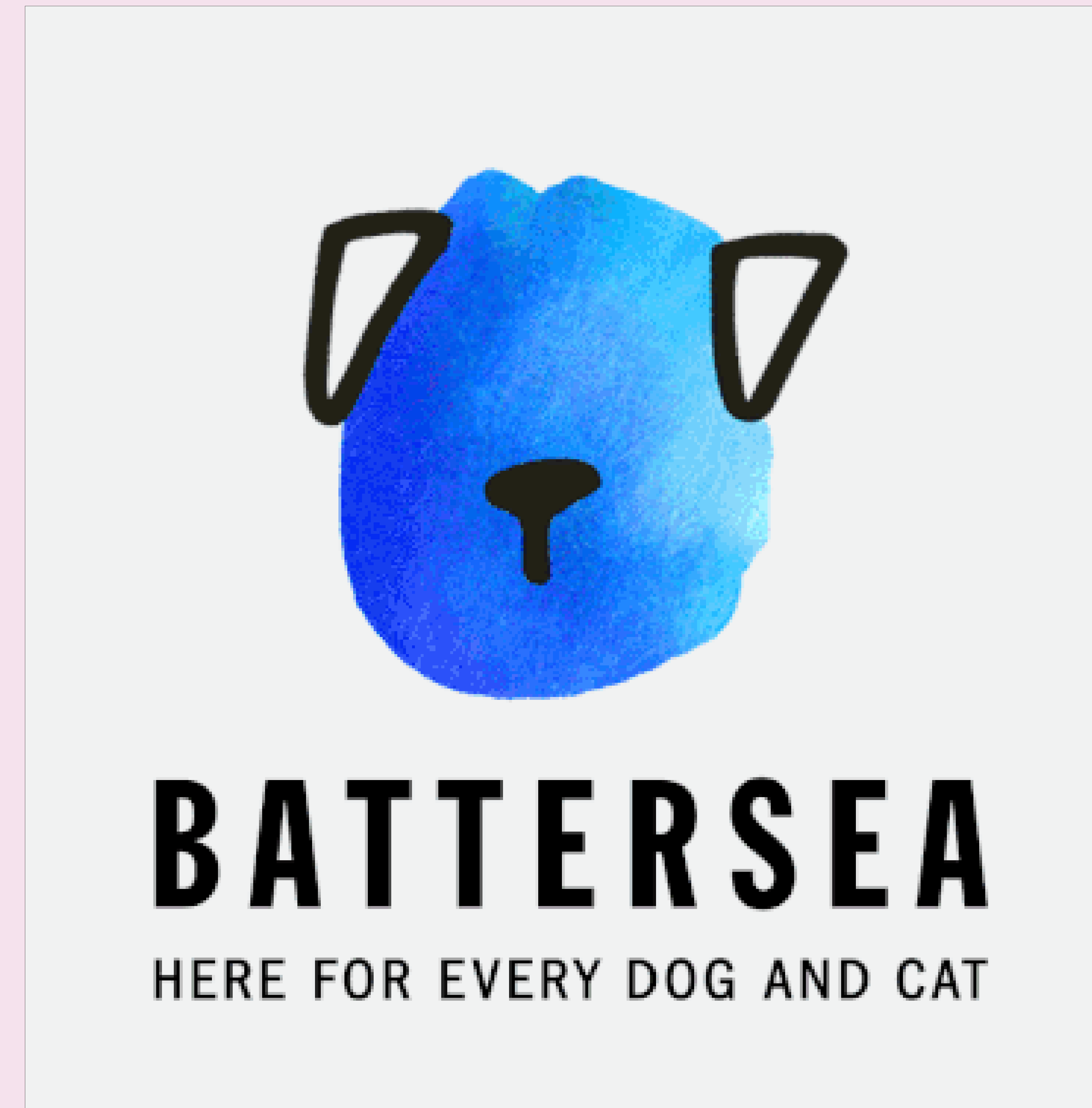
Design firm founded in 1972

Their focus & types of client:

- Passion, intelligence
- Corporate

Pentagram

Battersea, visual identity



Design Disciplines:

Strategy, packaging, exhibitions, advertising, websites, motion, typefaces

Why do they inspire me?

- Circular 19 (editorial design)

Summary:

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

Packaging
Environmental
Brand identity
Editorial
Printed material