



HELLO, I'M LAWRENCE

Hi I'm Lawrence - A Graphic Design graduate based in Cornwall, UK.

Combining several years of design experience with over a decade in sports coaching and leadership, I bring a people first, community driven approach to storytelling and content creation, striving to create work that engages audiences and elevates the culture around them.



Client

University Project

Category

Visual Identity, Graphic, Print,

Brief

Many people around the world have never watched or played badminton before due to the stereotype that badminton is a 'weak' 'garden sport'. In order to introduce more people to the sport, that stereotype must be broken.

Explore several possible routes for advertising campaigns in an effort to raise awareness of Badminton England and get more people playing badminton.

Solution

A print media ad campaign that highlights the ways that badminton is powerful and exciting through the use of bold, eye catching typography and photography communicating the idea of movement and speed throughout.

Audience

People of all ages and abilities, primarily people that do not play badminton

BADMINTON ENGLAND

#BADMINTONIS

- PRINT AD CAMPAIGN

Date

2021



BADMINTONIS

BADMINTON
ENGLAND

AGILE

A BADMINTON PLAYER CAN COVER MORE THAN 2 KM IN JUST ONE MATCH.

BADMINTONIS

BADMINTON
ENGLAND

POWER

BADMINTON IS MORE INTENSE THAN TENNIS - EVEN THOUGH ONE MATCH OF TENNIS LASTS LONGER THAN A BADMINTON MATCH. STATISTICALLY, THE AVERAGE SHOTS PER RALLY, DISTANCE COVERED, AND TIME THE SHUTTLE IS IN PLAY ARE ALL GREATER IN BADMINTON THAN IN TENNIS.

BADMINTONIS

BADMINTON
ENGLAND

BADMINTONIS

MADS PIELER HOLDING OF DENMARK HOLDS THE RECORD FOR THE FASTEST BADMINTON HIT AT A COMPETITION. HIS SMASH WAS RECORDED AT A SPEED OF 426 KM/HOUR.

BADMINTON
ENGLAND

BADMINTONIS

BADMINTON
ENGLAND

URDICAL

BADMINTONIS





OUTFRONT

BADMINTONIS



409-002

OUTFRONT



FAST
FAST
FAST
FAST

BADMINTON IS
THE FASTEST RACKET
SPORT IN THE WORLD
WITH SHUTTLES TRAVELLING
AT SPEEDS OVER 300 KM/HOUR.

BADMINTONIS

404-005

OUTFRONT

BADMINTONIS

BADMINTON IS A SWIFT GAME AND
PROFESSIONAL DOUBLES PLAYERS
ARE KNOWN TO HIT AS MANY AS 50
SHOTS IN AROUND 20 SECONDS.



409-003



UNPREDICTABLE

#BADMINTONIS

LEARNING HOW TO USE DECEPTION OPENS UP ENTIRELY
NEW POSSIBILITIES FOR WINNING RALLIES. DECEPTION
MAKES YOUR SHOTS IMPOSSIBLE TO PREDICT.

"THE KEY TO DECEPTION IS TO KEEP
YOUR SHOT PREPARATION AS SHORT AS
POSSIBLE TO LIMIT THE INFORMATION
ABOUT WHERE IT'S GOING." -
ENGLAND HEAD COACH IAN WRIGHT

BADMINTON
ENGLAND



Client

University Esports team

Category

Branding, Visual Identity, Illustration, Fashion

Brief

Falmouth University is a relatively small University in comparison to most. As a result their societies were also small and their Esports teams have only started to grow and become competitive in the last few years.

Falmouths Esports society had no official branding representing the uni for external competitions. They have asked for a full brand identity overhaul, a team logo/mascot and an official jersey design to be printed and distributed.

Solution

The final identity is centered around the logo of a double headed phoenix within an abstract castle shaped shield. It is directly based on themes from the falmouth town crest. The brand colours used, black, white and gold, are considered colours symbolic of Cornwall due to the use of black and white on Saint Piran's Flag (the Cornish flag) and also gold from the 15 gold bezants used in the the Duchy of Cornwall shield.

Audience

Students at Falmouth University, specifically the Esports teams and society.

Date

2021

FALMOUTH PHOENIX

- BRANDING AND JERSEY DESIGN





LOGOMARK

This is the Falmouth Phoenix logomark consisting of a double headed phoenix within an abstract castle shaped shield. It is directly based on themes from the falmouth town crest of which the primary details feature a black double headed eagle with two gold castle towers within its wings, representing the the forts at Pendennis and St Mawes.

The brand colours used, black, white and gold, are considered colours symbolic of Cornwall due to the use of black and white on Saint Piran's Flag (the Cornish flag) and also gold from the 15 gold bezants used in the the Duchy of Cornwall shield.







PHOENIX

PHOENIX

PHOENIX

FRONT

BACK

JERSEY | MOCKUP



FRONT



BACK

Client

University Project

Category

Visual Identity, Graphic, Print, UI/UX Design

Brief

As graphic design students going into industry I realised that it is not easy to make connections with people in industry, especially for shy students. There is also a lot of pressure when trying to make those connections.

Develop an app with the aim of targeting or creating some form of creative community.

Solution

I created Design Block, an app to match creatives and agencies/studios together in a more casual process, where the work speaks for itself. The idea is that the mini portfolio is seen first and people can then decide if they like their work want to get in contact with the creator. Design Block aims to empower our users with the confidence to share their work with others in a safe, accessible environment. It is important to be Inclusive as all creative industries should be valued.

Audience

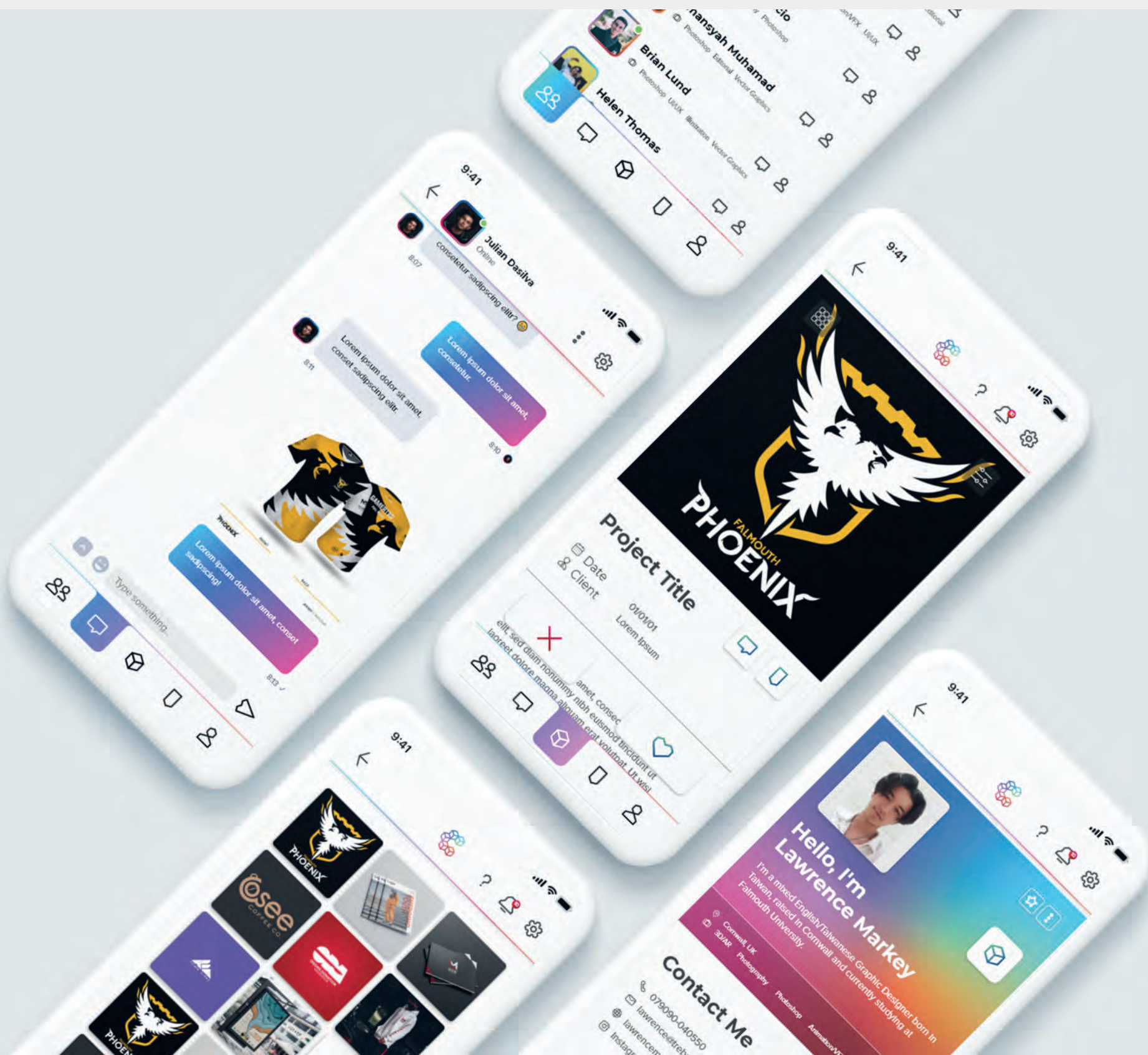
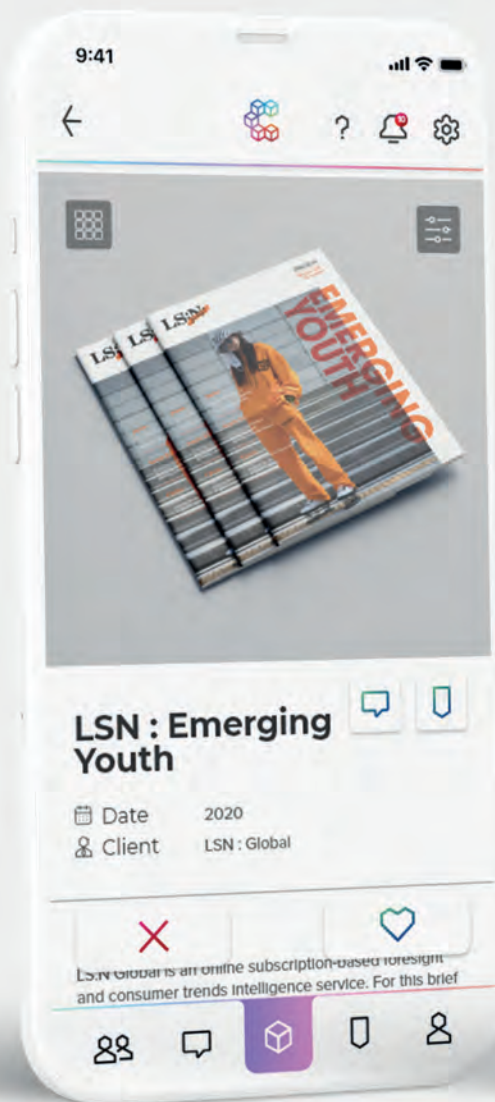
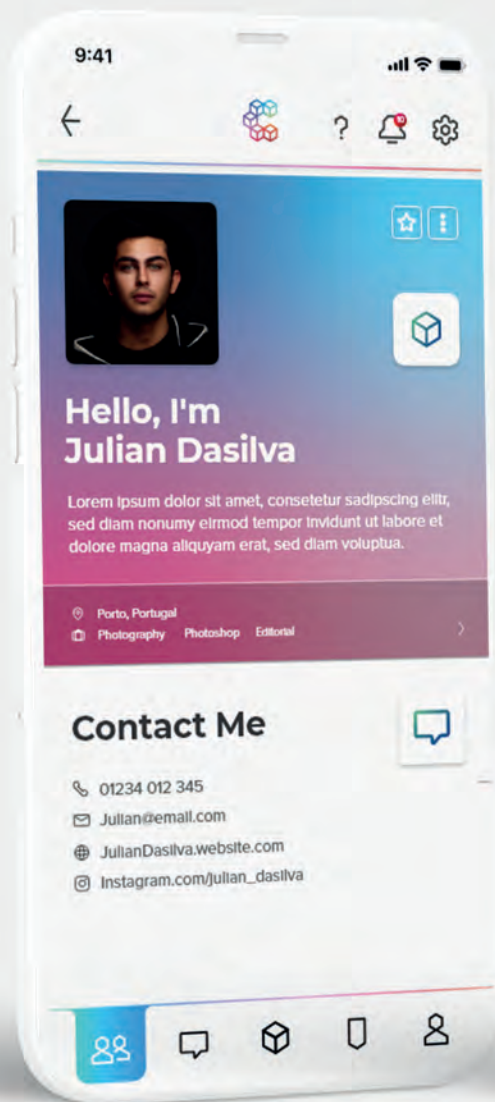
Design studios and potential clients.

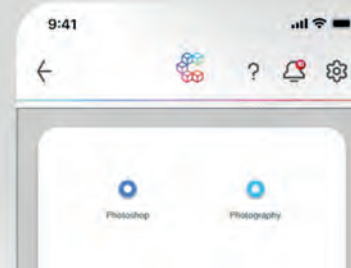
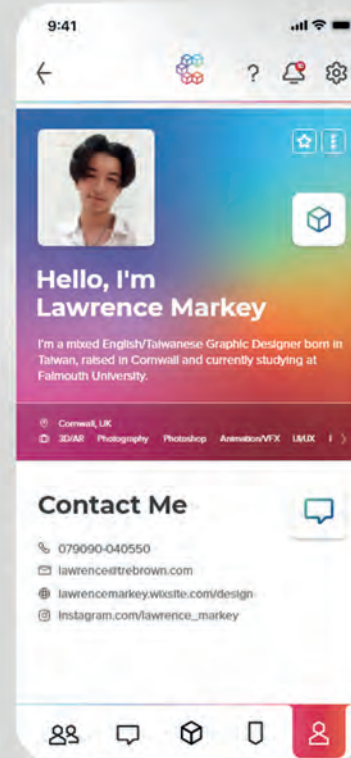
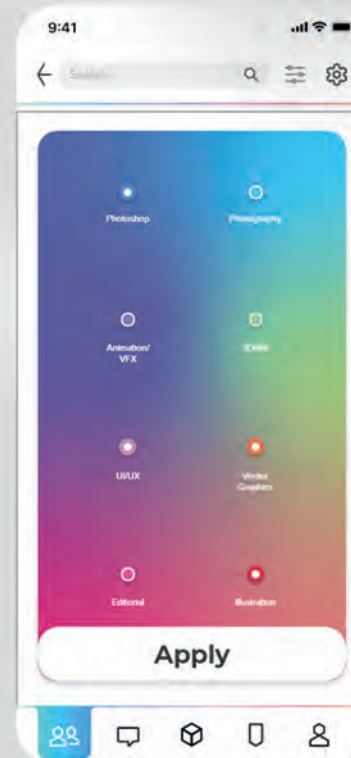
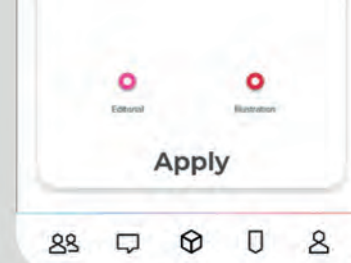
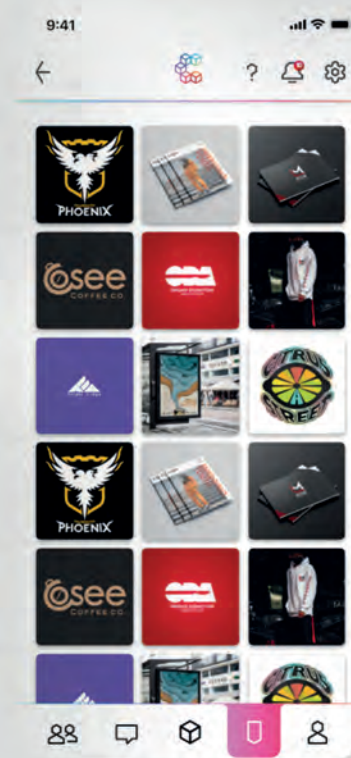
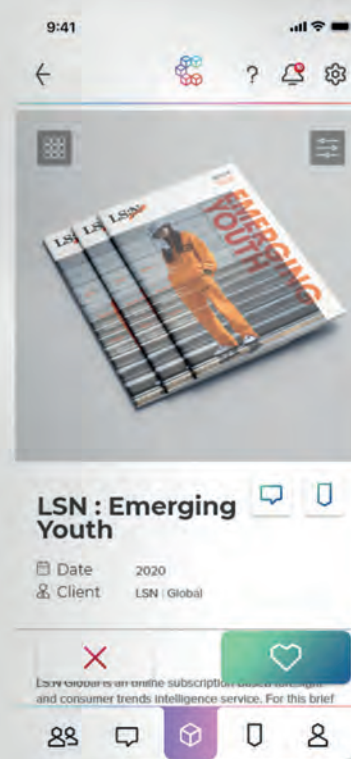
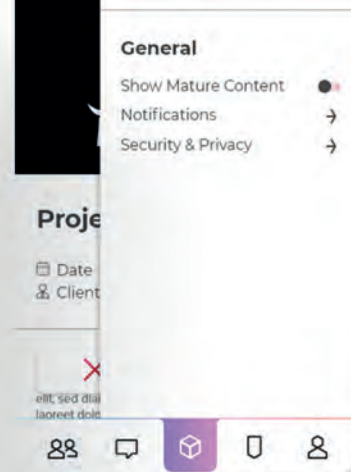
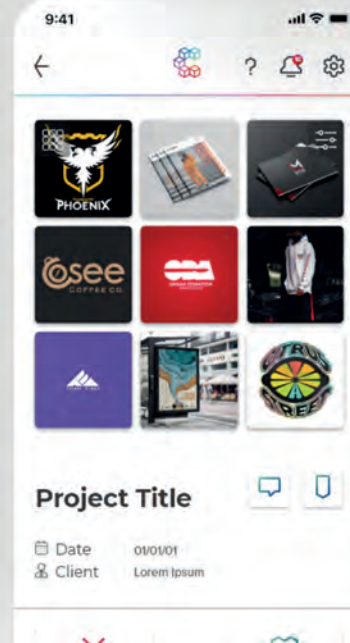
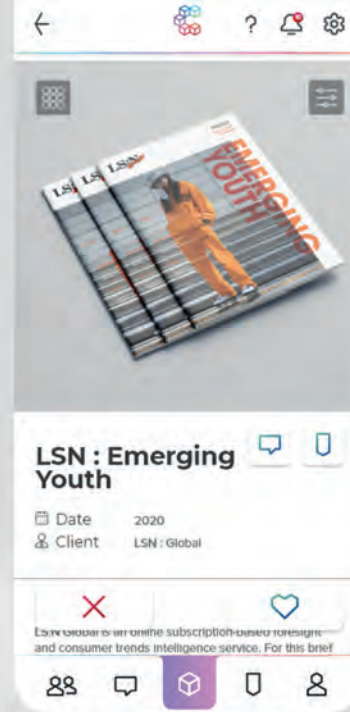
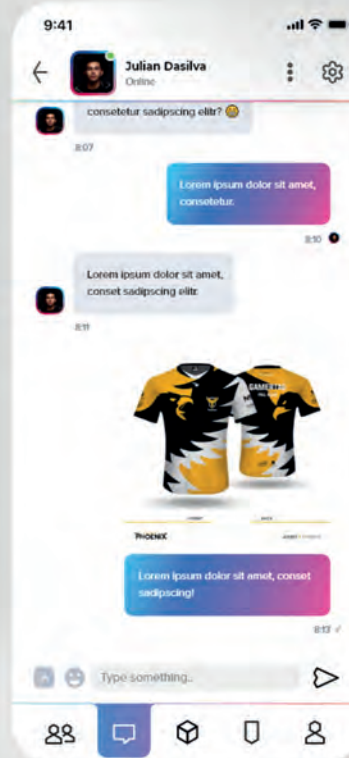
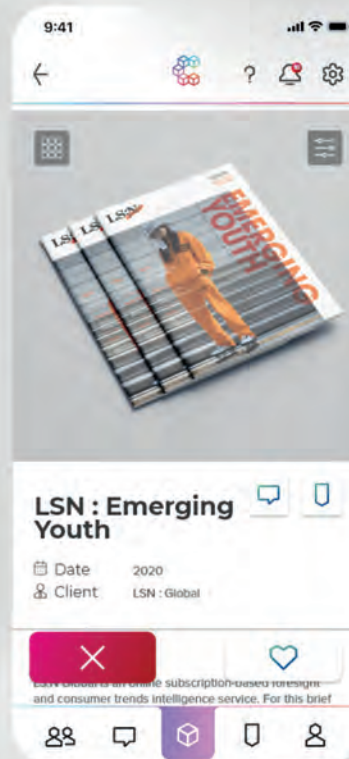
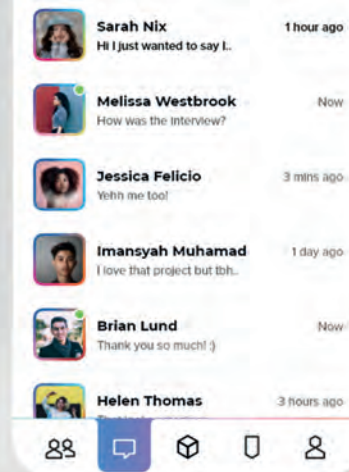
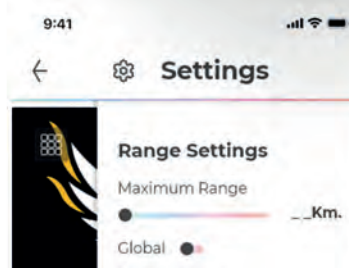
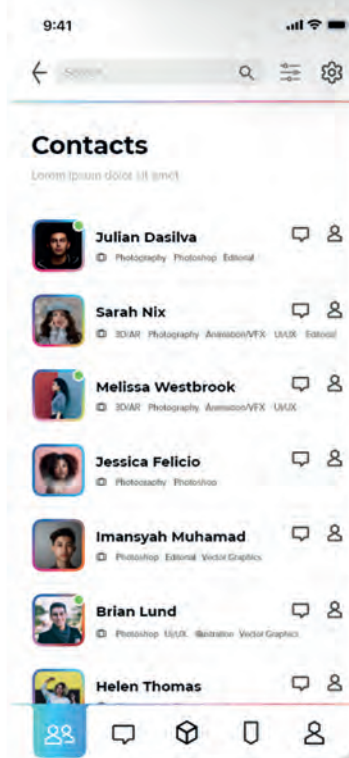
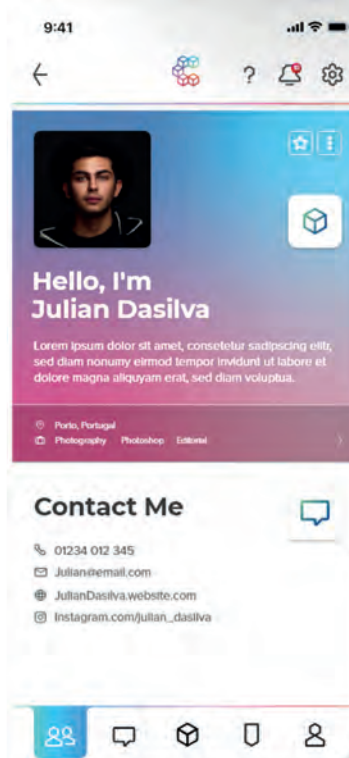
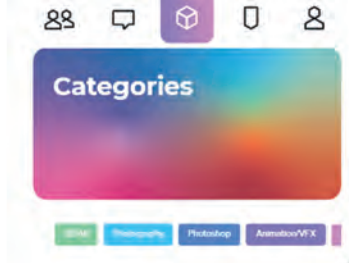
Creative Block

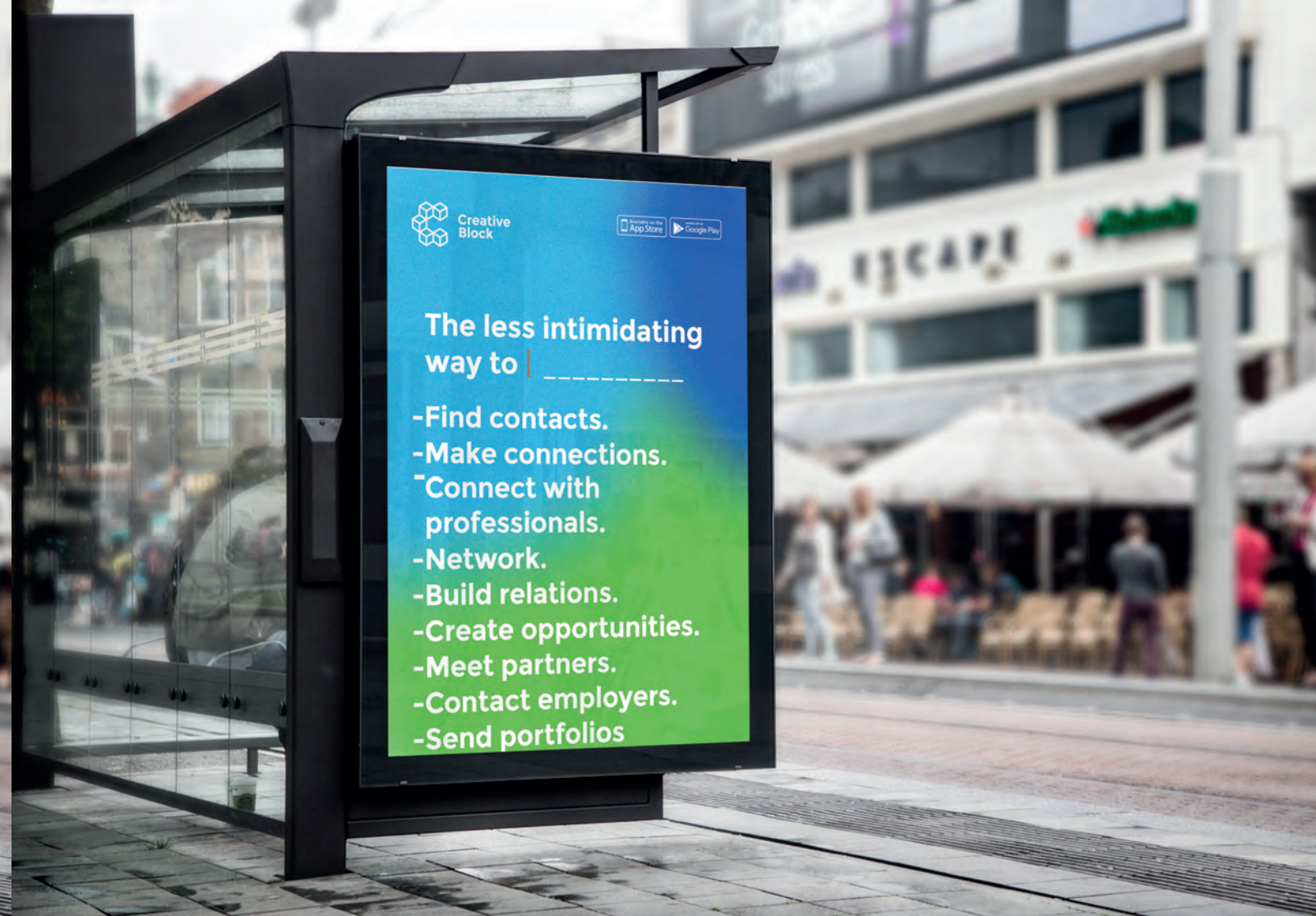
- APP CONCEPT AND PROTOTYPE

Date

2021







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JCDecaux



The more relaxed way
of finding | -----

Teachers
Support
Collaborators
Guides
Experts
Inspiration
Professionals
Peers
Mentors
Assistance

JCDecaux



Make connections with
likeminded | -----

Fashion Designers
Graphic Designers
Illustrators
Animators
Concept Artists
Web Developers
Photographers
Fine Artists
Copywriters

0112 0132

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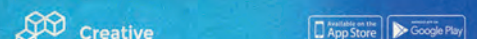
JCDecaux



Make connections with
likeminded | -----

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Animators
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Copywriters

JCDecaux



The less intimidating
way to | -----

- Find contacts.
- Make connections.
- Connect with professionals.
- Network.
- Build relations.
- Create opportunities.
- Meet partners.
- Contact employers.
- Send portfolios

Client

University Project

Category

Editorial, Graphic, Print,

Brief

LS:N Global is an online, subscription-based, trends intelligence service by The Future Laboratory. They provide original research, trends, analysis, market intelligence and qualitative insights to help industry professionals make informed decisions about the future.

The brief required me to design a conceptual, print magazine based on one of their sector categories, consistent with their online identity.

Solution

I chose to theme my magazine around the 'Emerging Youth' series, which investigates the emerging youth populations rising up, reshaping heritage and challenging societal systems.

Audience

Students to industry professionals, anyone interested in future trends and news.

LS:N GLOBAL MAGAZINE

- MAGAZINE CONCEPT

Date

2020









Client

Paying client, live brief

Category

Branding, Visual Identity,
Graphic, Print, UI Design

Brief

Design a logo, consistent visual identity and media assets suitable for a new, motorcycle raffle business.

Solution

A bold, modern graphic identity based on the idea of rotation and gear mechanics with a set of print ads utilizing friendly, tongue in cheek language directly addressing the reader.

Audience

Motorbike enthusiasts with a lower than average income.

TORCK RAFFLE

- VISUAL IDENTITY AND WEB DESIGN

Date

2021

SEE WHAT
EVERYBODY'S
TORCKIN
ABOUT

YOUR **TICKET**
TO THE **RIDE**
OF YOUR **LIFE**

SCOOTER TO
SUPERBIKE
IN 3 CLICKS

SEE WHAT
EVERYBODY'S
TORCKIN
ABOUT



SIGN UP TODAY

Torck gives people a chance to win the motorbike of their dreams at less than one thousandth of the price.

All it takes is three simple steps: 1. sign up for free, 2. buy tickets for the raffle of your choice, and 3. sit back and wait for the winners to be announced.

TORCKRAFFLE.CO.UK

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TORCKRAFFLE.CO.UK



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TORCKRAFFLE.CO.UK



OUTFRONT

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TO THE **RIDE**
OF YOUR **LIFE**

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TORCKRAFFLE.CO.UK



409-001

OUTFRONT

SCOOTER TO
SUPERBIKE
IN 3 CLICKS



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TORCKRAFFLE.CO.UK



404-005

OUTFRONT

SEE WHAT
EVERYBODY'S
TORCKIN
ABOUT

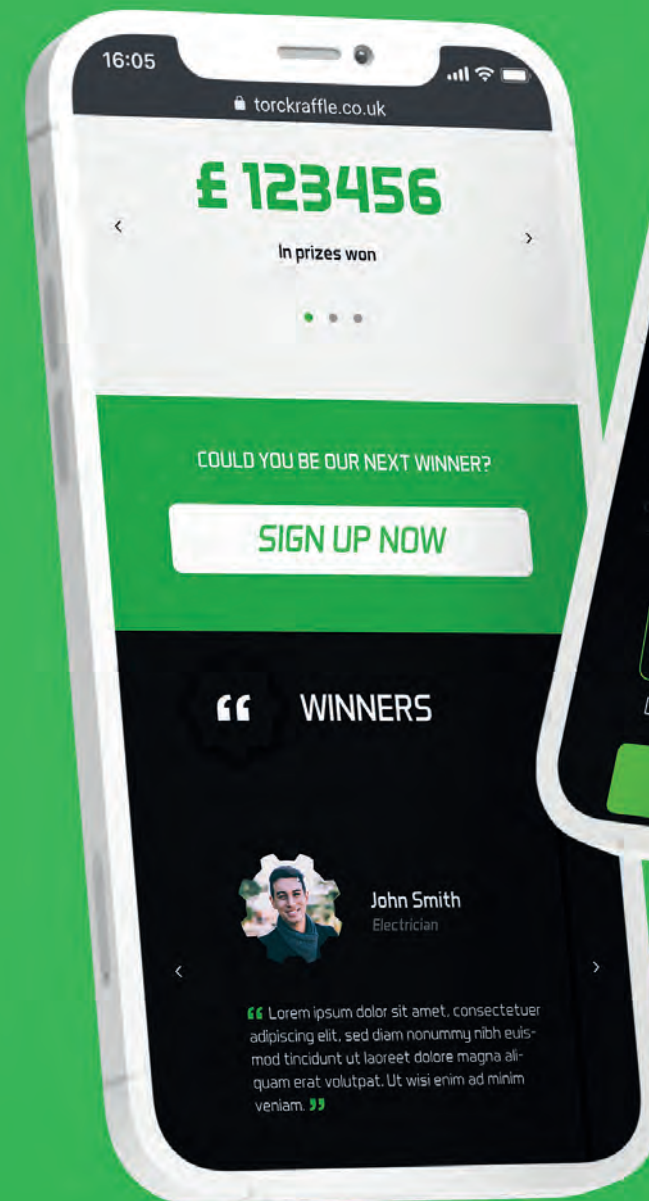
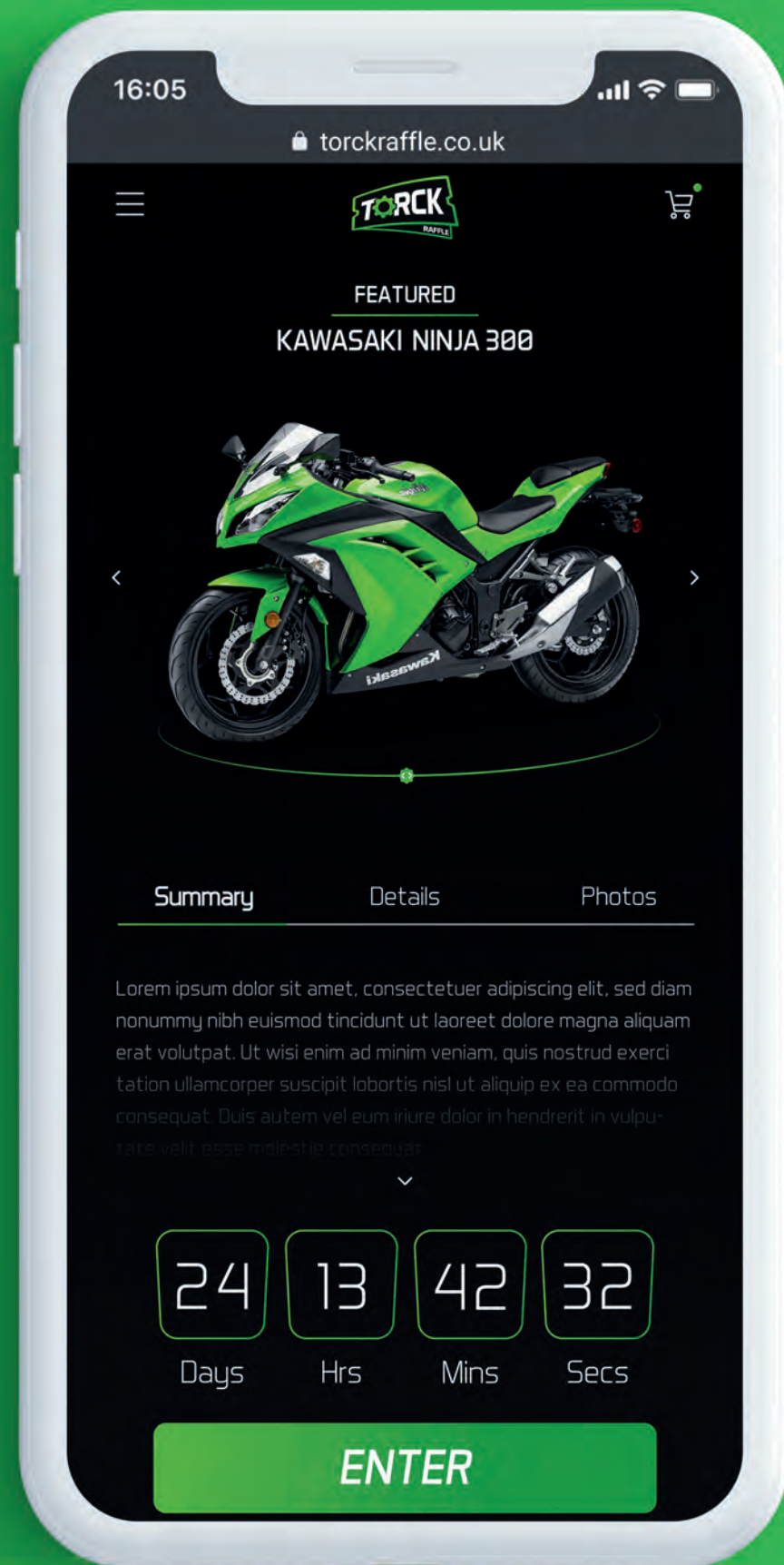
SIGN UP TODAY

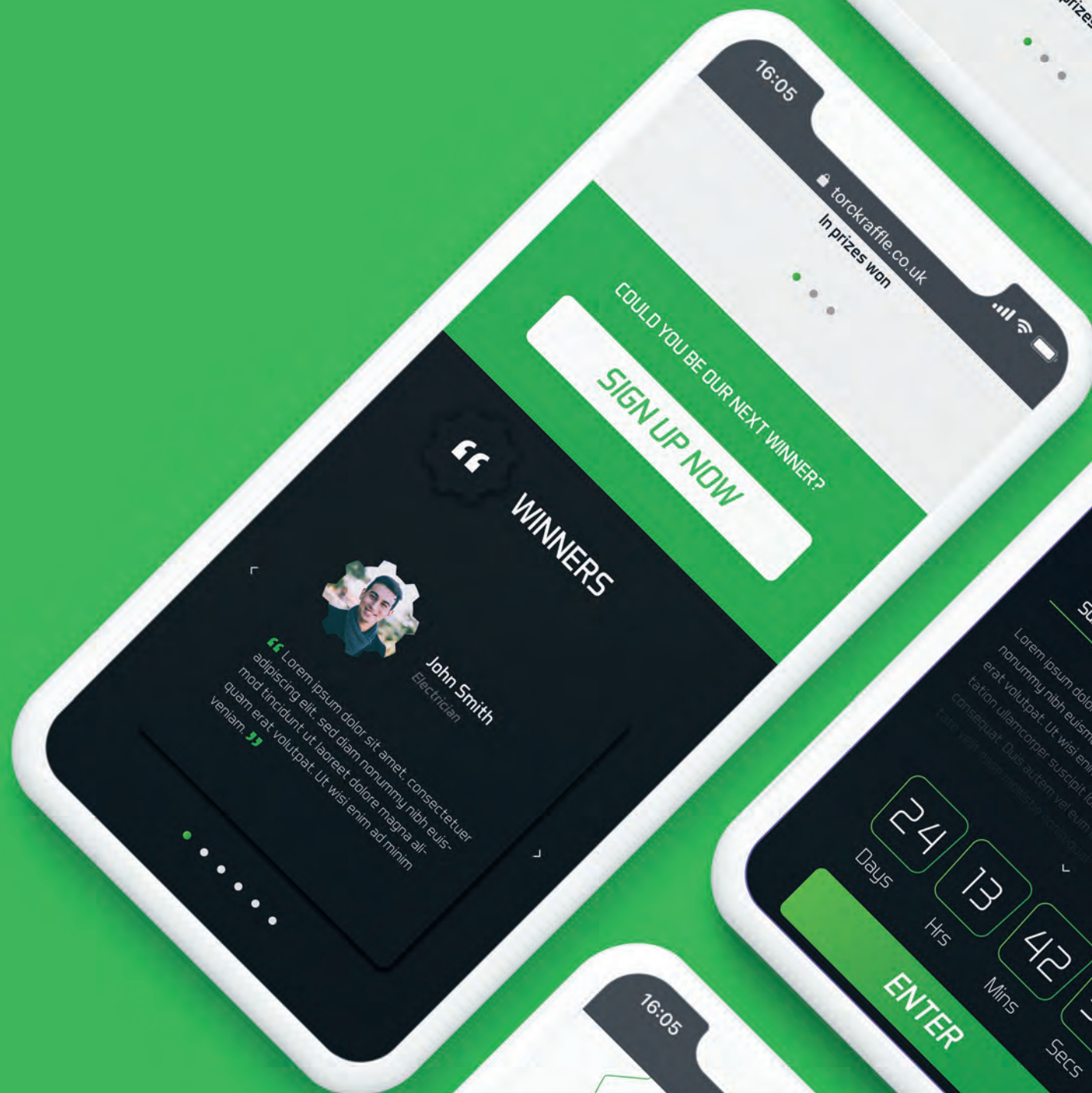
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TORCKRAFFLE.CO.UK

409-003











Client

Personal Project

Category

Branding, Visual Identity,
Fashion, Illustration,
Graphic, Print, Photography

Brief

Update my current personal branding, redesigning the logo and creating a consistent visual identity across all touchpoints and assets.

Solution

Modernising my existing logo with elements linking to my mixed English/Taiwanese background whilst creating a minimal yet colourful visual for my personal website and portfolio. My aim was to combine western design with a range of eastern and oriental influences.

Audience

Design studios and potential clients.

SELF BRANDING

- VISUAL IDENTITY AND LOOKBOOK

Date

2021







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**Lawrence Markey**
GRAPHIC DESIGN

INVOICE

Billed To:
Client Name,
Street Address,
City, County,
Country,
ZIP CODE

Invoice Number #
000 001

Date Of Issue:
00/00/00

TOTAL
£0000

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Subtotal
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Extra Fees
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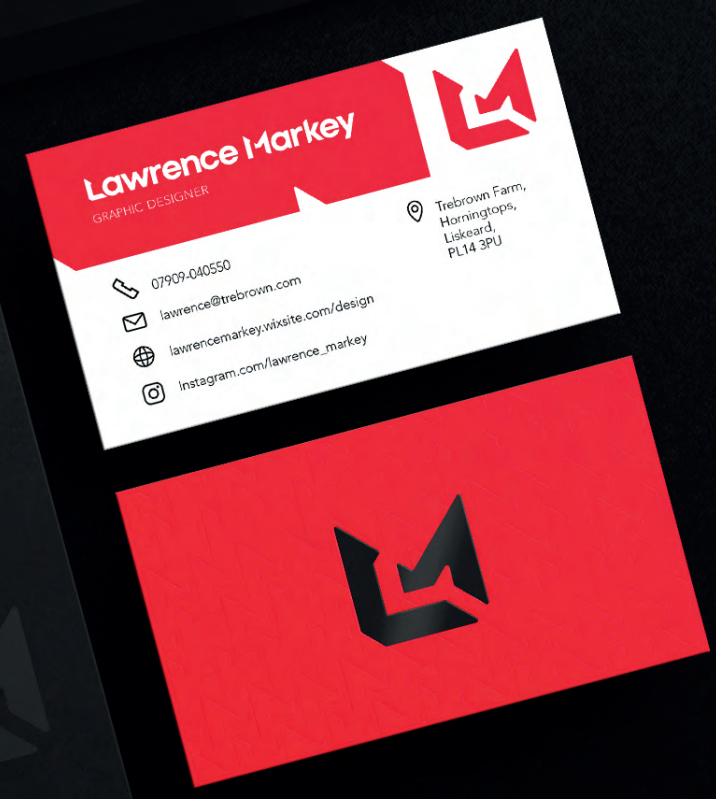
Payment
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Terms
Description goes here

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