

# Portfolio

## Lucy Jessica Coney

Lucy Jessica is an illustrator based in Lincolnshire, inspired by activism, patterns, sustainable fashion and campaign work. Lucy's background in fashion influences her illustrations by allowing her to use patterns and mixed media to inspire her designs. Using her enthusiasm to raise awareness about relevant ecological issues, she founded and became the first president of the Environmental Preservation Society at Sheffield Hallam University. This has inspired the values she brings into her creative practice such as sustainability which influences the materials she uses. With the need for positive awareness on social, environmental, and political issues Lucy uses her illustrations; campaign designs and patterns to show these issues in a bright and experimental way, using and a mix of digital and physical materials to build up her work. Allowing her practice to be a slice of colourful and positive light on powerful subjects. Lucy believes that art can help us use our voices for the better and hopes to inspire others to do the same.

# Graduation Projects

## 20/21

**What a Waste**  
Graduation Projects  
20/21



This project was a campaign piece to advertise for Channel 4's recent tv show called 'Dirty Truth About Your Rubbish: Dispatches', I created this advertising billboard to raise awareness for the show, which explains what happened to our rubbish in the past, current and future – which each section of the billboard represents.



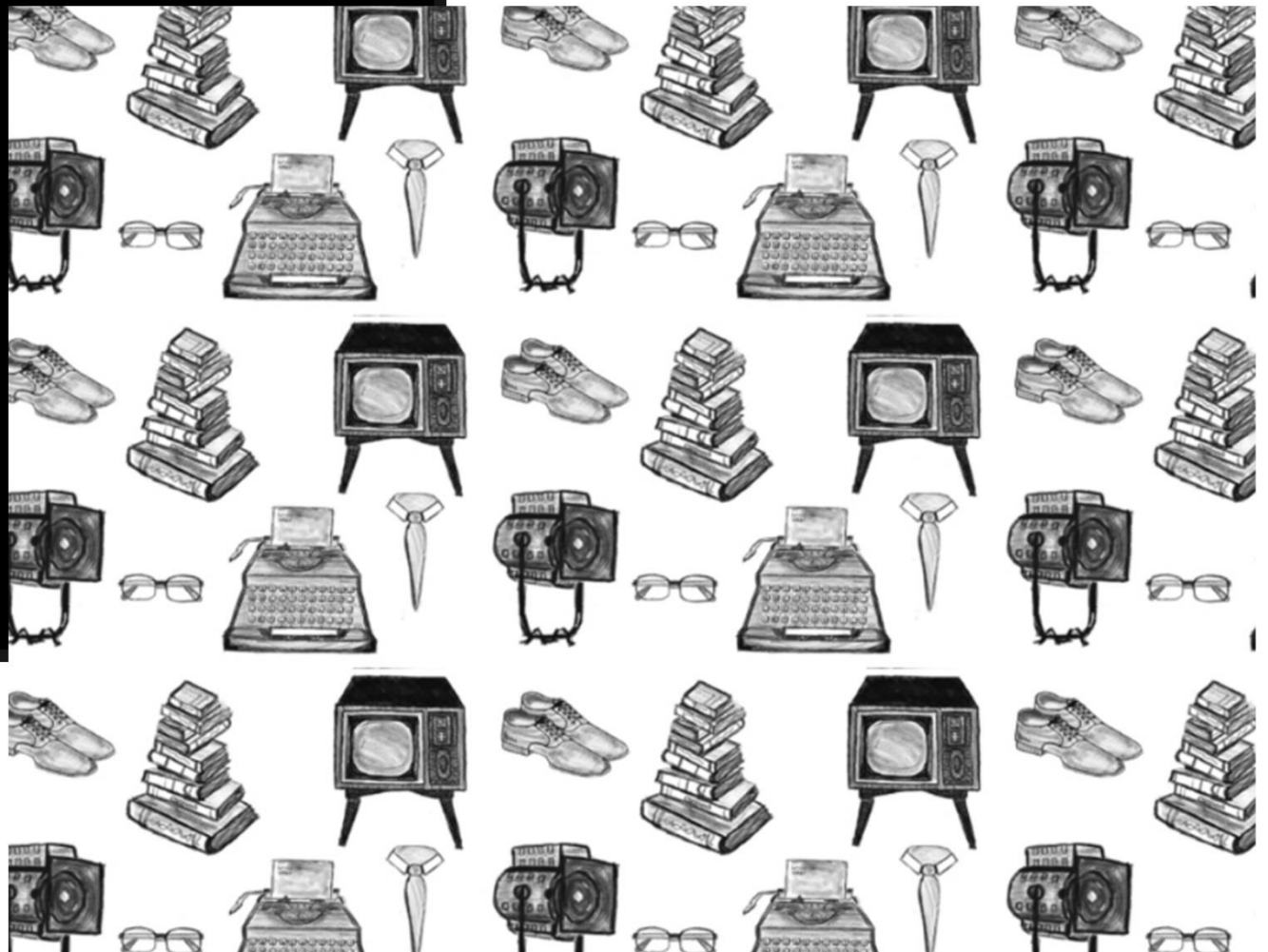


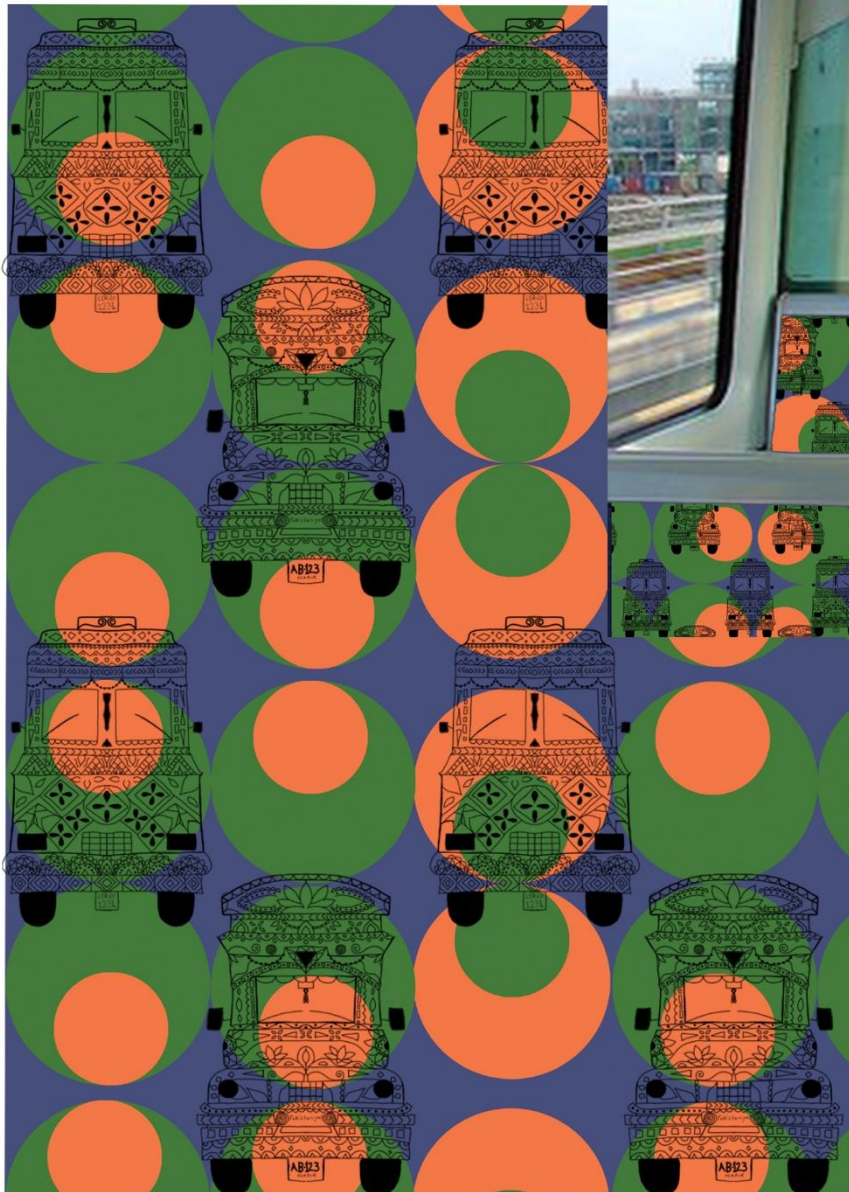
# **Patterns Of Behaviour**

## Graduation Projects

### 20/21

In this brief we were asked by Penguin Publishing Company to design end papers for a biography on Alan Bennett, my design was influenced by Bennetts' roots within theatre and TV – as well as his 'old soul'.

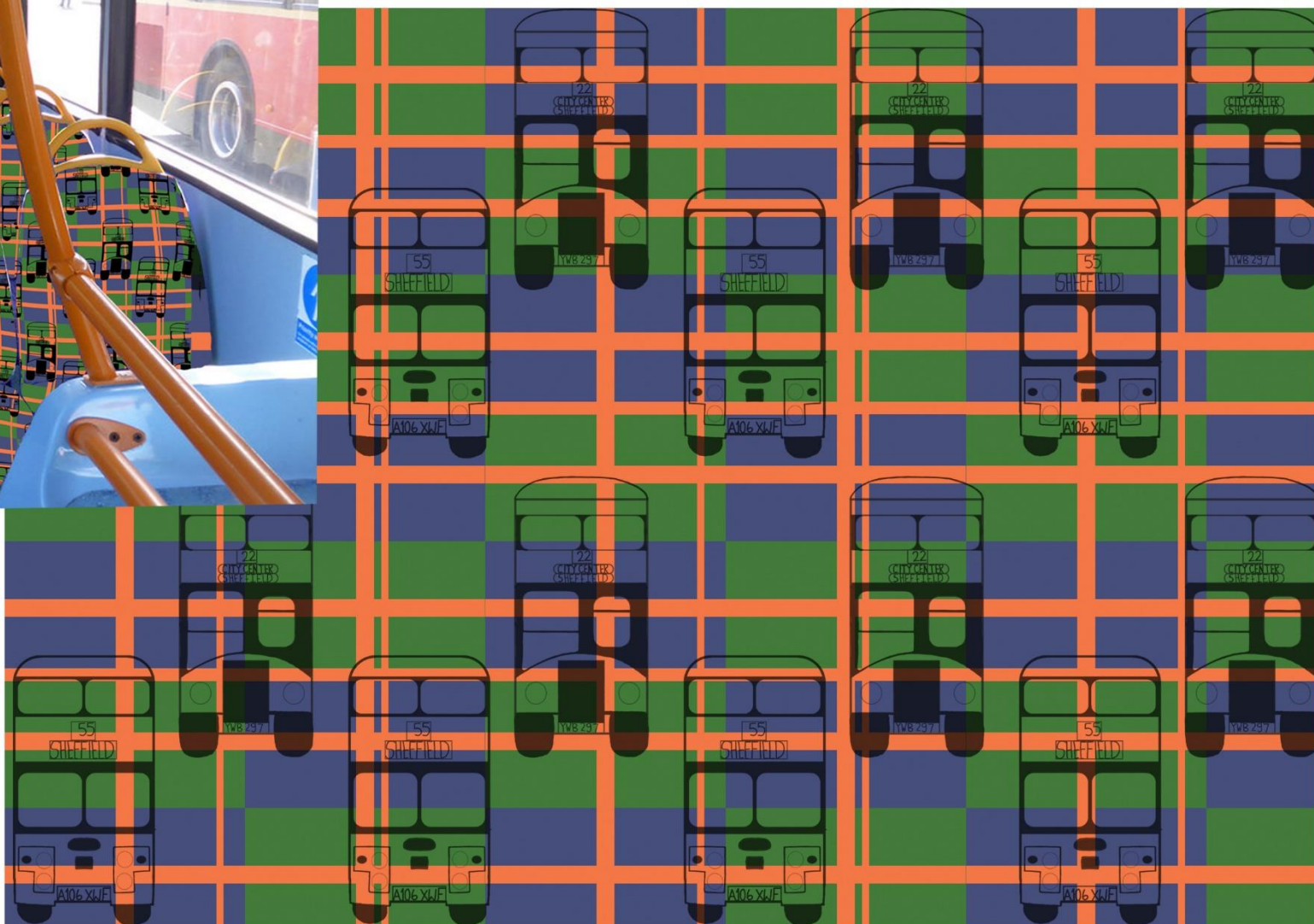




Travel South Yorkshire reached out to ask us to develop two separate designs for their bus and tram seats, using a limited colour palette I focused on the diversity in Sheffield and the variety of ethnicities, focusing on Pakistan and their truck art, to create this fun pattern, using stagecoach colours as a background pattern.



For Travel South Yorkshire's bus seat design, I was influenced by Sheffield's Public Transport past, and created a pattern not just to celebrate this history, but also to raise awareness for the future connecting my two travel South Yorkshire patterns together.





Joyful Expression is a trend that can be seen everywhere, and especially on clothing, we were asked to create patterns for Missguided, influenced by joyful expression, mine was also based on children's raw artistic naivety whilst playing with shapes.

# **Fashion Activism**

## Graduation Projects

20/21

Sustainable Fashion is the way forward to combat the climate crisis, however fashion can also be used as an activism tool, so for this project I used fashion to advocate for sustainability and the LGBTQ+ Community, creating fun and colour patchwork designs, inspired by the show 'It's a Sin' based in the 80's when the AIDs pandemic was at its highest in the LGBTQ+ community and beyond.





Women's rights is a popular topic in society, and is in high media focus right now after the current news regarding the sad murder of Sarah Everard, (2021). I decided to use fashion to explore this in a positive light, so I create these bright bold coloured patterns showing the diversity of powerful women, placed on loungewear garments which are in trend due to lockdown and covid 19.

**Activism in the Music Industry**  
Graduation Projects  
20/21

Many artists use their work to advocate for those less fortunate, or for issues that need to be raised, one artist that does this particularly in the music industry is Harry Styles, I decided to dedicate a project to Styles' work, and his 'Treat People with Kindness' movement, these CD designs are influenced by this and Styles' song lyrics. I have also created a lyric booklet for Harry Styles' recent album 'Fine Line' this booklet included song lyrics which have been linked to ways in which we can treat each other, ourselves, animals, and the environment, with kindness.



