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Megan Carpenter: Portfolio

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Portfolio

Statement.

With waves of social and environmental issues hitting us everyday, design offers me the chance to learn, articulate and educate on such topics. It makes the doom scrolling of social media much more manageable in understanding the way the world works and knowing how to handle things creatively.

My design is research led and aims to condense complex topics surrounding women's rights, LGBTQIA+ issues and climate change, translating them across audiences.

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I'm very much inspired by design activism and prefer my work to sit somewhere within that space. With this in mind, I created a manifesto that is specific to design activism, highlighting values and attributes important to me including:

- making mistakes
- creating a space for queer people
- being a decent human being
- understanding privilege
- drinking water (easily forgotten)



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3.

Cradle 2 Grave.

Cradle 2 Grave is a project which looks at using design to understand the weight of our practice in the context of a planetary crisis.

With inspiration from the circular economy, this project took waste materials found in the university studio and transformed them into a publication, prolonging the life of said materials and offering them a new purpose.

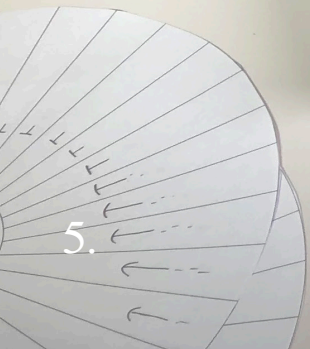
All materials used were recycled and matched with a lino printed logo.



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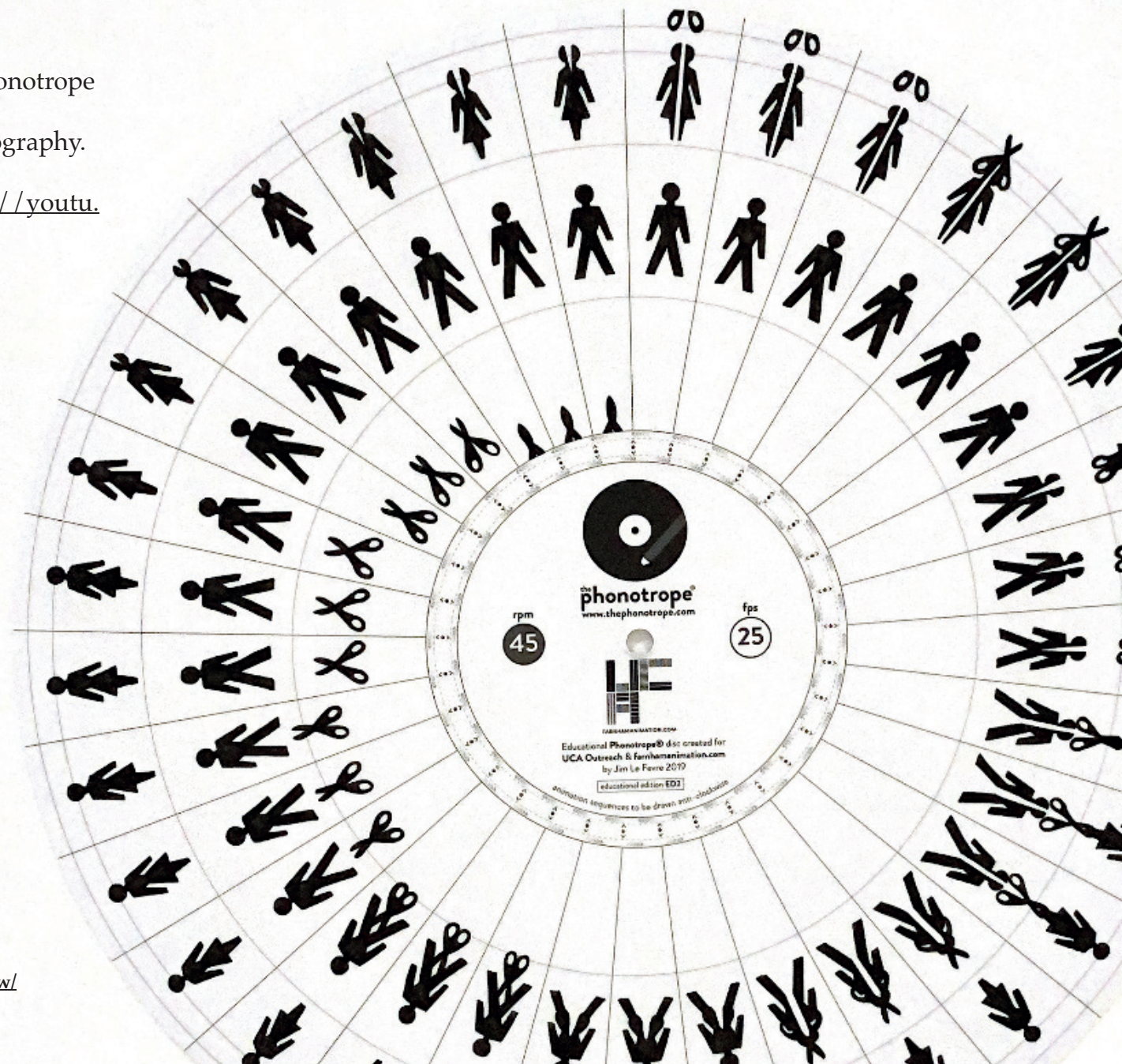
Gendering Design



Gendering Design is a series of projects that accumulate into one topic. It looks at both the ways we can use design to highlight the construction of gender in our everyday lives, as well as the gendered elements of design.

This example shows the subject of a phonotrope animation I made which narrates the deconstruction of gender through iconography.

Animation available on Youtube: <https://youtu.be/5JSVam8N8y4>



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Looking at the lack of gender neutral toilets available in our university studio building, this project looked at using AR and the platform Artivive to strip away gender and instead present the simplicity of what toilet facilities were available.

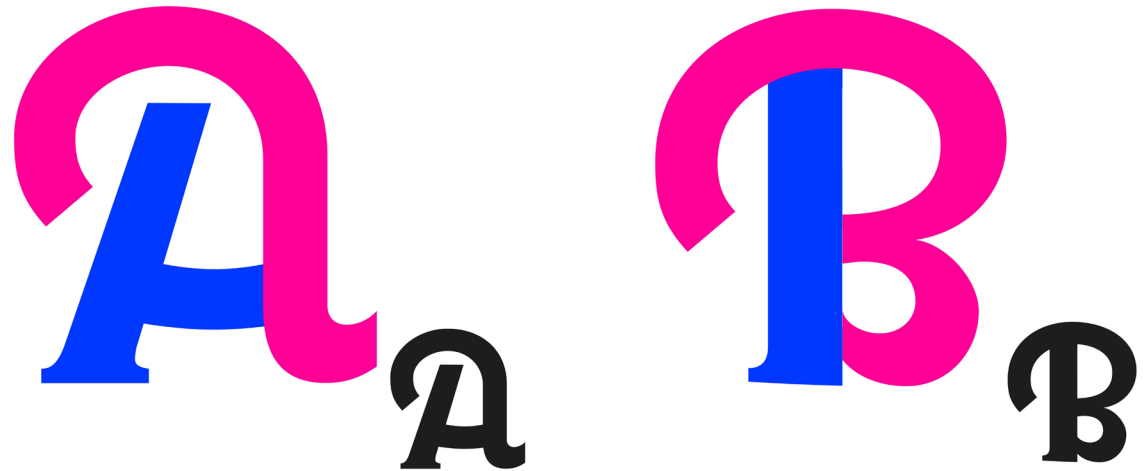


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With regards to gendered areas of design, these typographic examples show the stereotyped characteristics of lettering and what typeface elements are deemed feminine and masculine.

Typefaces used:

- Modesto Text in Bold
- Samantha Upright in Bold
- Coquette in Bold



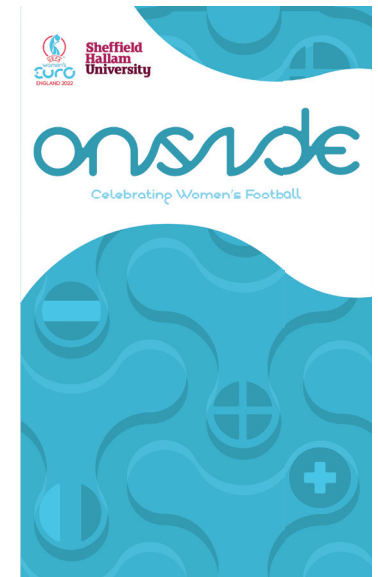
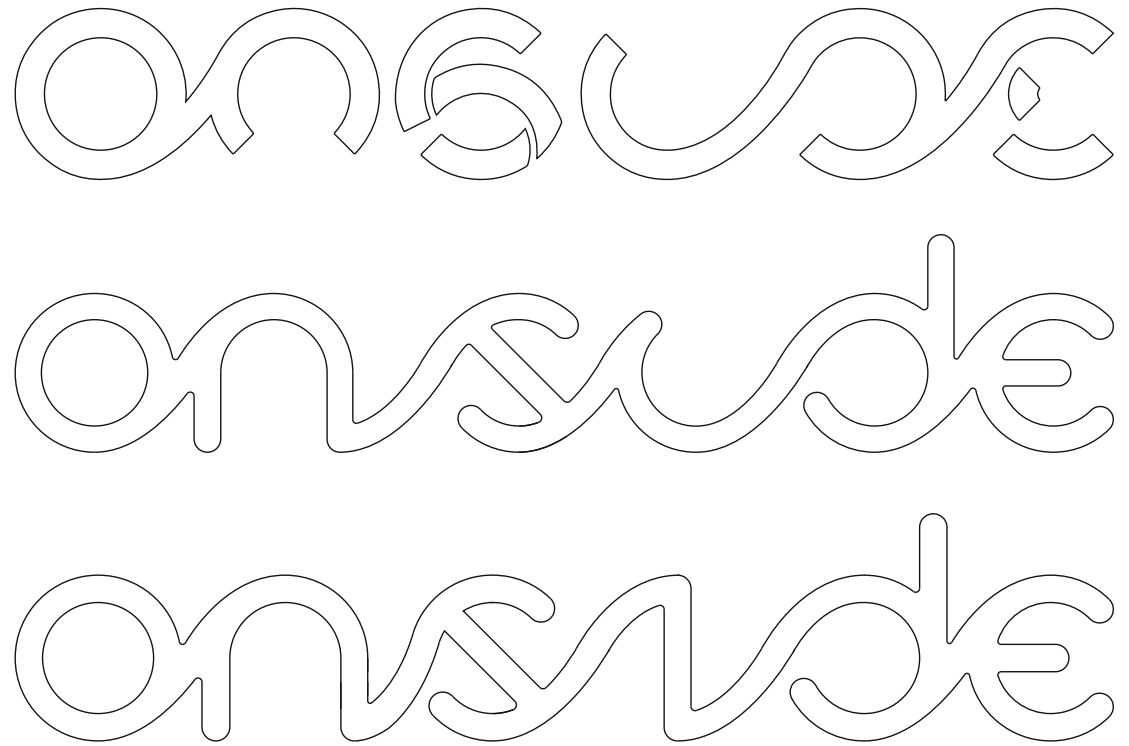
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This collaborative project between myself and Lydia Fletcher looked at branding a conference to be held at the university. Onside is an event which looks at celebrating women's football ahead of the Euro's 2022.

The branding required a logo and some form of animation and was asked by the client to be a sibling brand to the existing UEFA Euros.

Animation of title board available on Youtube:
<https://youtu.be/abswxZY2220>



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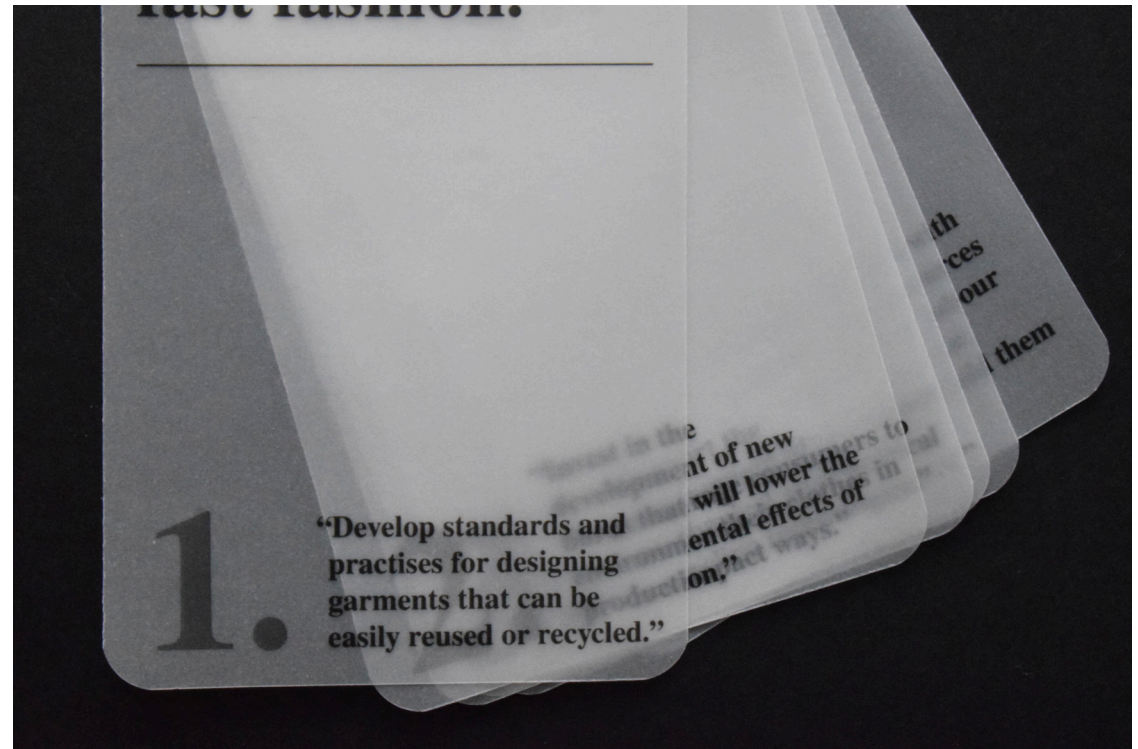


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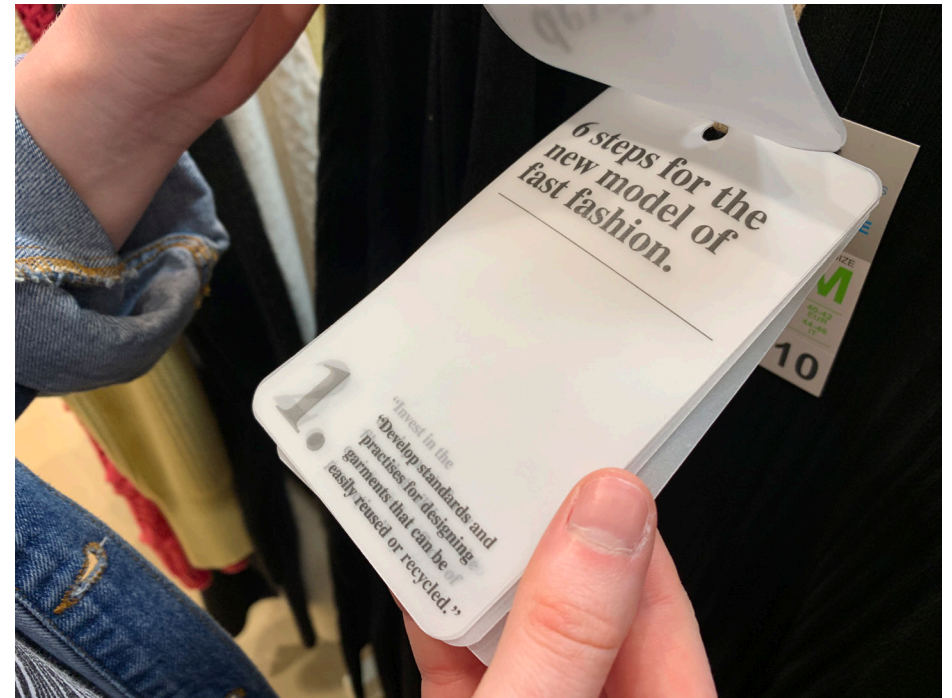


The Devil's in the Detail is an offering of transparency in terms of the steps needing to be taken in order to make the fast fashion industry more sustainable.

Points for improvement are told through tracing paper in the form of a tag which would be placed amongst garments and products of fast fashion brands/shops, informing the audience and exposing the abuse of power.



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