

Louis Cavill

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louiscavill.com

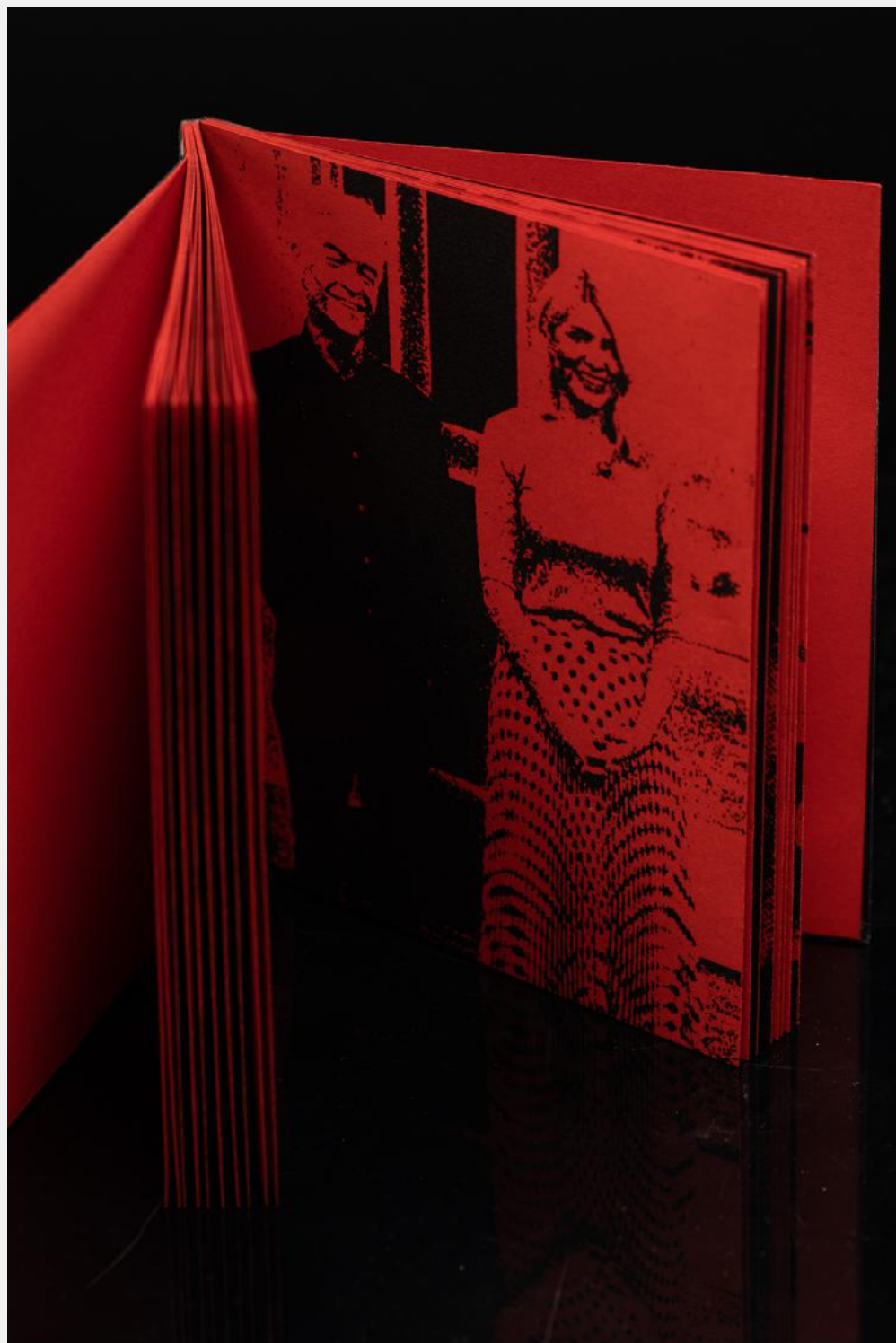
THE UNPLEASANT CALM

'The Unpleasant Calm' is a zine exploring the period of boredom that proceeds creativity, using quotes from artists and thinkers throughout history and comparing and contrasting them to modern ideas of boredom.

It features thermal bound pages printed french fold on red stock and a screen-printed varnish hard cover.



screen print varnish front cover



full-bleed feature pages



SECRET

ATA 048 -1-9-0-1-2 YZ -2 00/11/2021 0012.0010

private

0-76-63213-J A-Z Y W V U S Q P L

REF ID: A661103 4-01-9 WNA

'Private' is an experimental publication/exhibit, the result of a research project into data privacy. I recorded everything I did for a week, then codified the data and printed it using a dymo embosser.

It hopes to encourage the viewer to question how much data they give away about themselves online, and whether they are ok with that. This work was realised entirely through analogue techniques inviting the viewer to draw comparisons to the 'real' world.



publication mounted on plywood

giffgaff

#phoneforacone

'#phoneforacone' is a marketing campaign for giffgaff, completed for the D&AD New Blood Awards, encouraging the public to recycle their old mobile phones by offering them an ice cream in return.

A giffgaff branded ice cream van would make its way through small towns and suburbs around the UK to access the public who have not engaged with recycling e-waste previously.



van design



posters



social media ad



billboard



social media stories



interactive packaging



staff t-shirts



**Cambridge
International
Development
Conference
2022**

Branding and poster design for the Campaign for Global Equality Student Society's annual conference in Cambridge.

A contemporary update to their branding and design system with subtle hints to the current issues the world is facing.



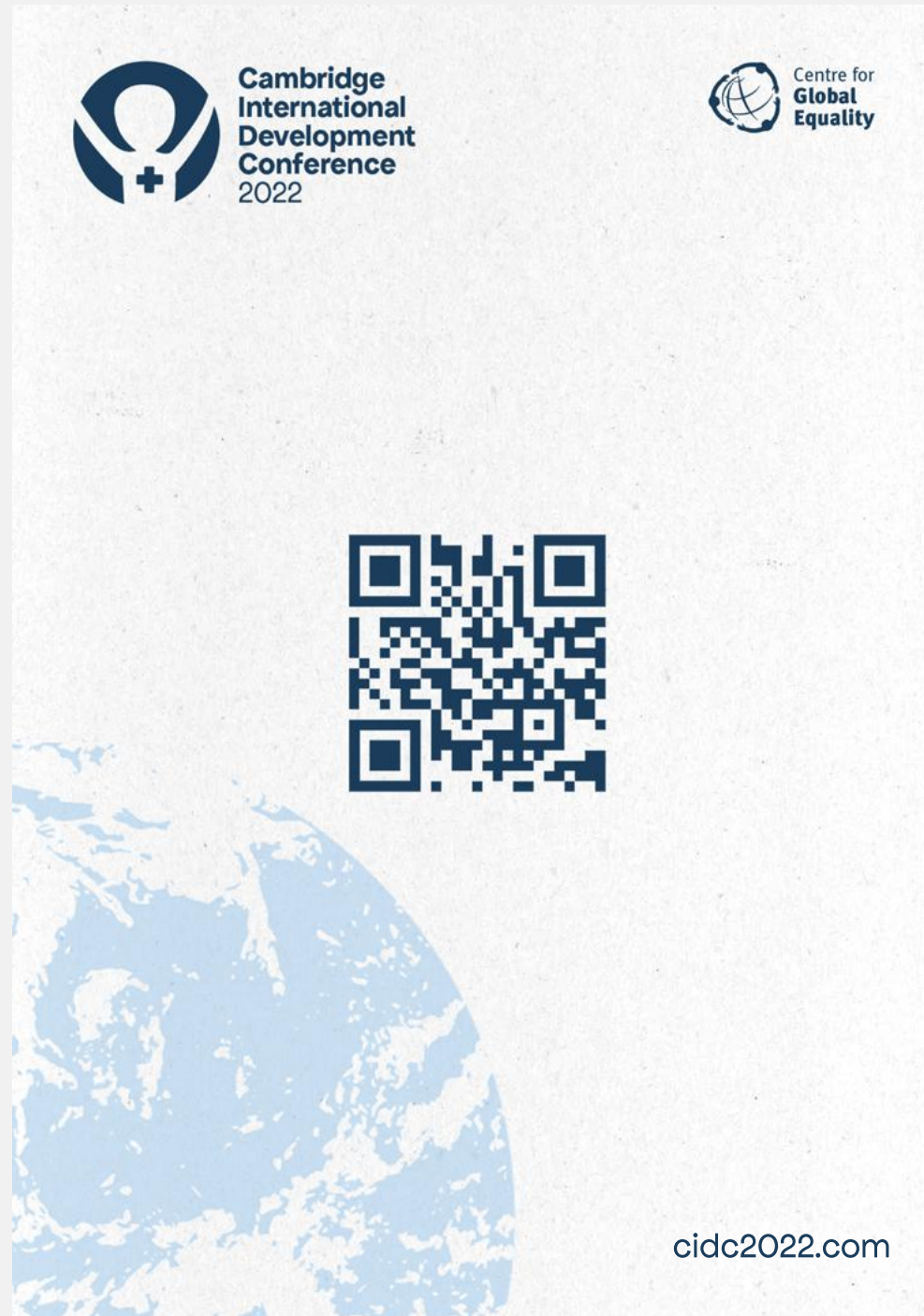
**Cambridge
International
Development
Conference
2022**



**Cambridge
International
Development
Conference
2022**



**Cambridge International
Development Conference
2022**



QR code poster to access
conference materials



Global Health: A Single Story?

**May 1st
2022**

Kings College,
CM1 3RG

cidc2022.com

main promotional poster

THE
NO
MANI
FESTO

'The No Manifesto' is an exploration into how I see design's place in the wider world using the rejection of ideas, situations and societal norms to find better alternatives.

Included postcards outline some of my thoughts while interactive items encourage the audience to collaborate and add to the manifesto.



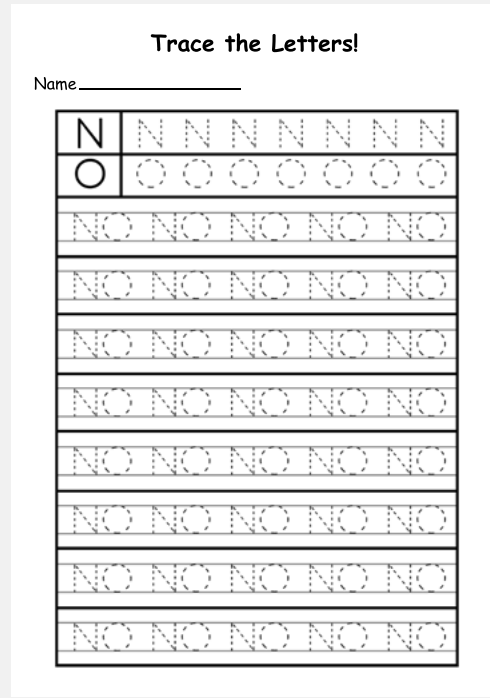
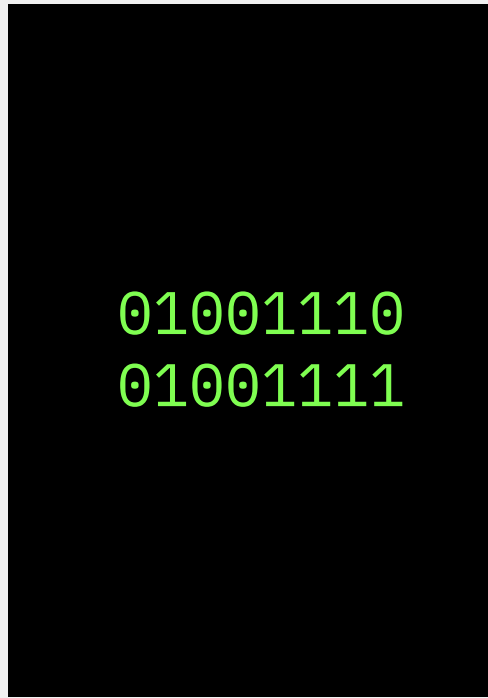
front of box



back of box/blurb



stamp, stickers, stencil, acrylic
sign & postcards



manifesto postcards

**DESIG
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AGAIN
ST THE
STATU
S QUO**

'Designing Against the Status Quo'
contains my three final year written
assessments, compiled into one document.

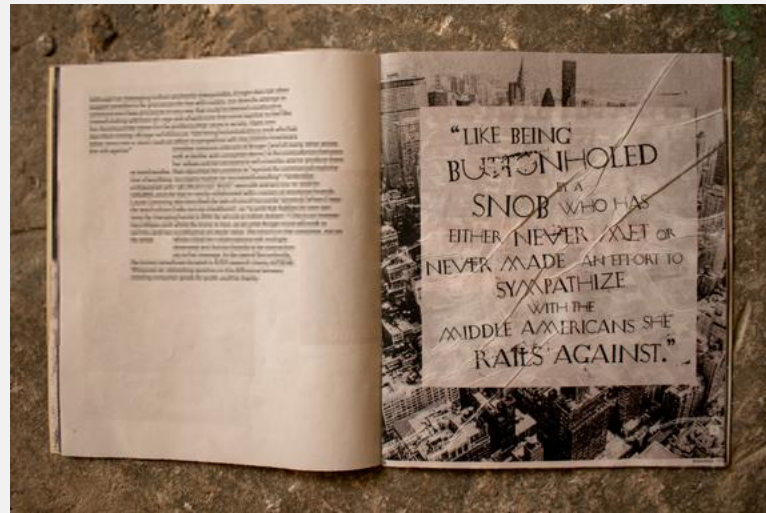
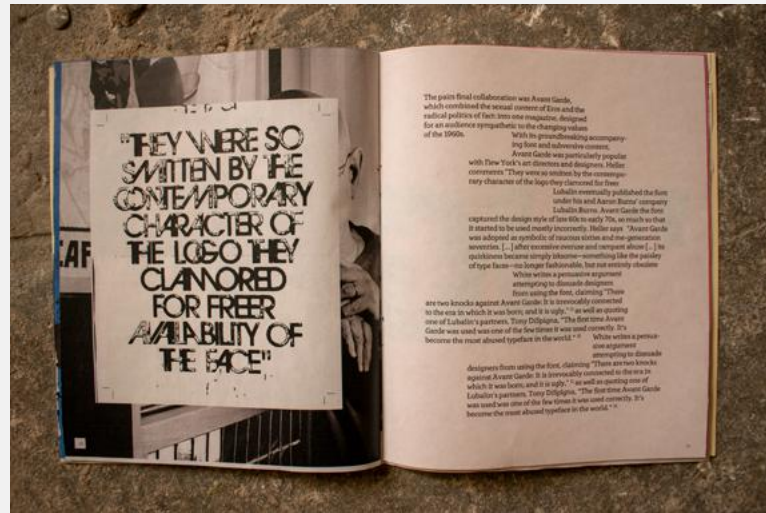
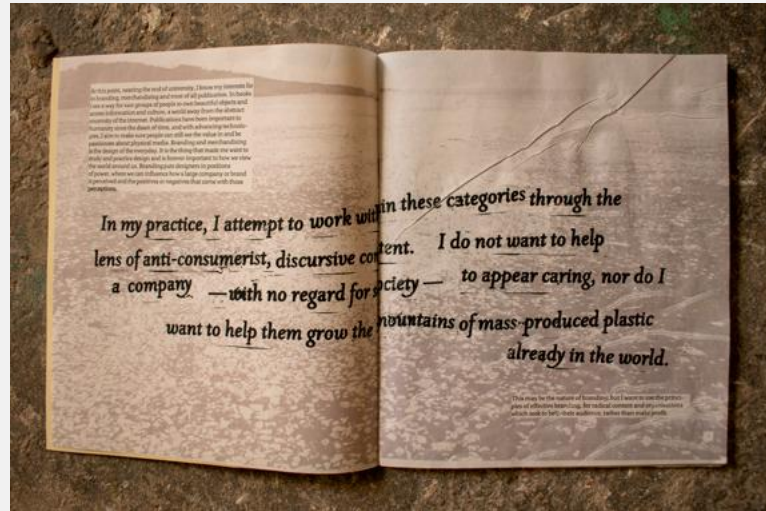
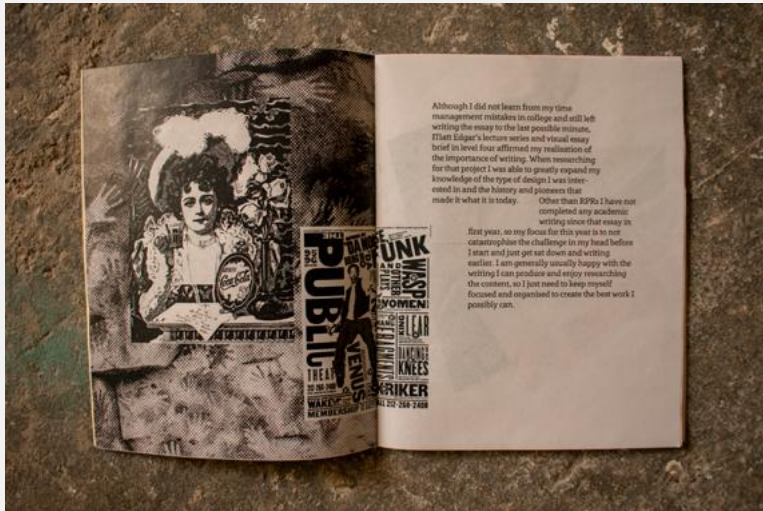
All three books examine how artists and
designers have gone against the grain in an
attempt to create a new, better alternative
and how they are usually successful.



three books bound to make one



back cover with essay titles



spreads from all three books

Thank You

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