



Selected Work

Design work by Josh Krzyworączka-Robertson



Roundhay School Brand

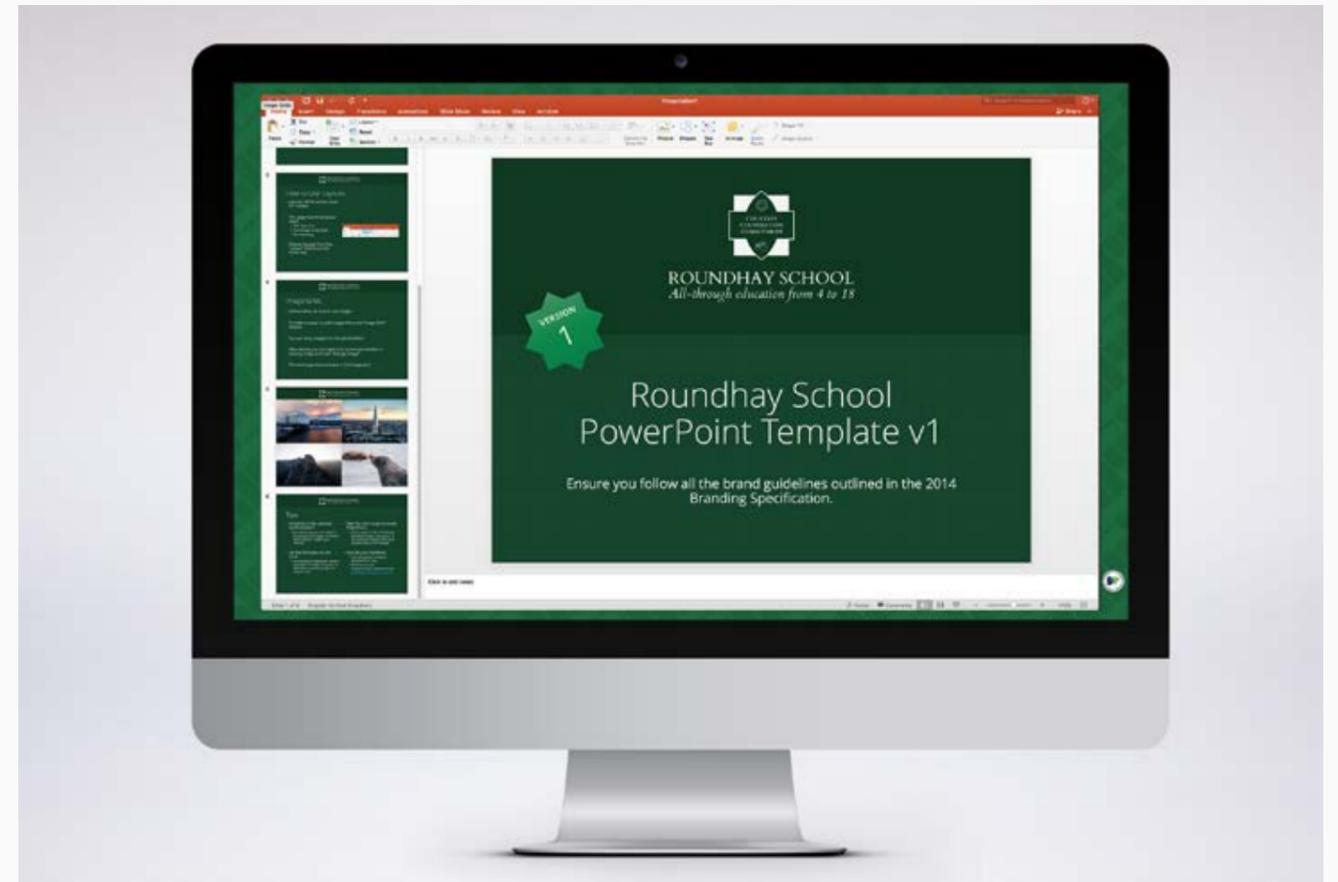
A fresh, professional and consistent brand style in line with the clients brief. The branding was to stay recognisable to the community and to suit budget limitations.

The logo was simplified and a new crisp typeface was implemented. Each campus was given its own identity and colour to increase their presence in printed and online publications.

This project included a full stationary set including business cards, letterheads, pens, pencils, desk pads, compliment and message slips.

The branding was also used across the web and was made available to employees to use within their own documents via built in Office templates including colour themes, letterheads and PowerPoint presentations.





2
2018

Hambleton Ales

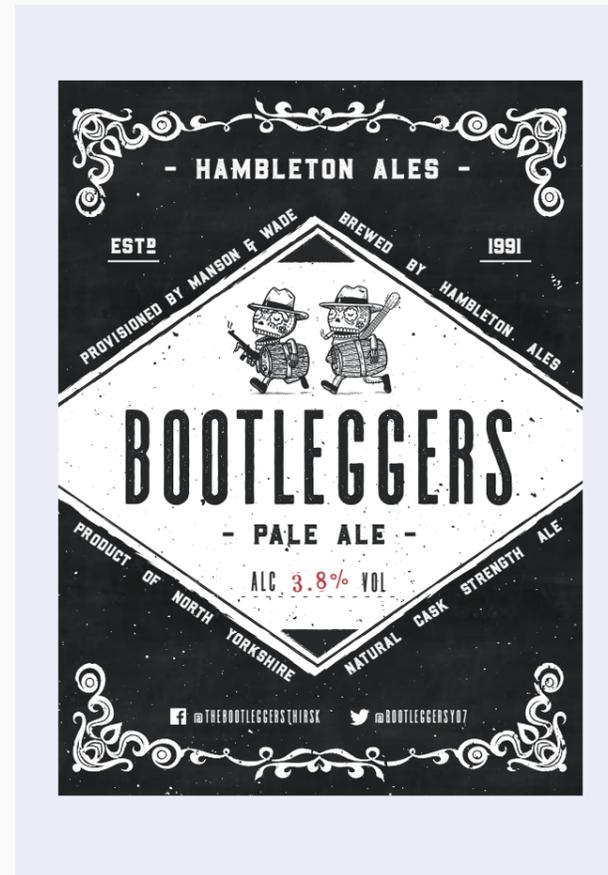
Hambleton Ales is a brewery based in Ripon supplying ales to the north of England and beyond. They wanted packaging that would retain their existing customer base that was focused on more traditional beer and also target a more contemporary craft beer enthusiast.

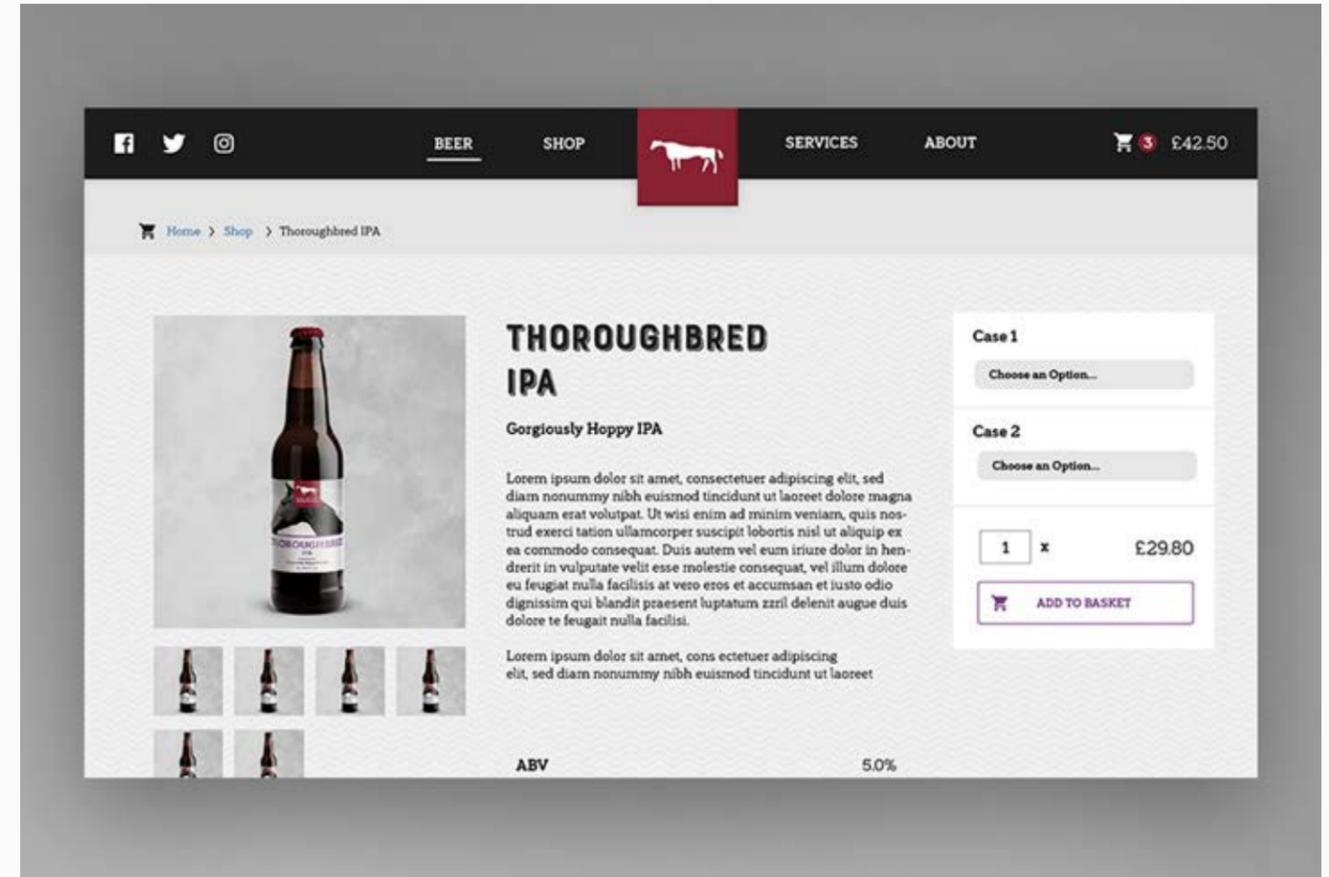
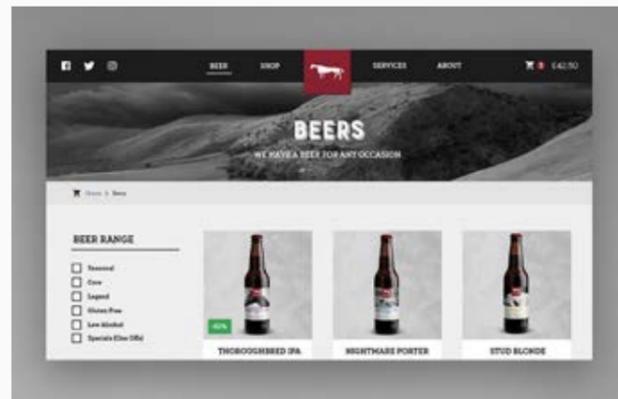
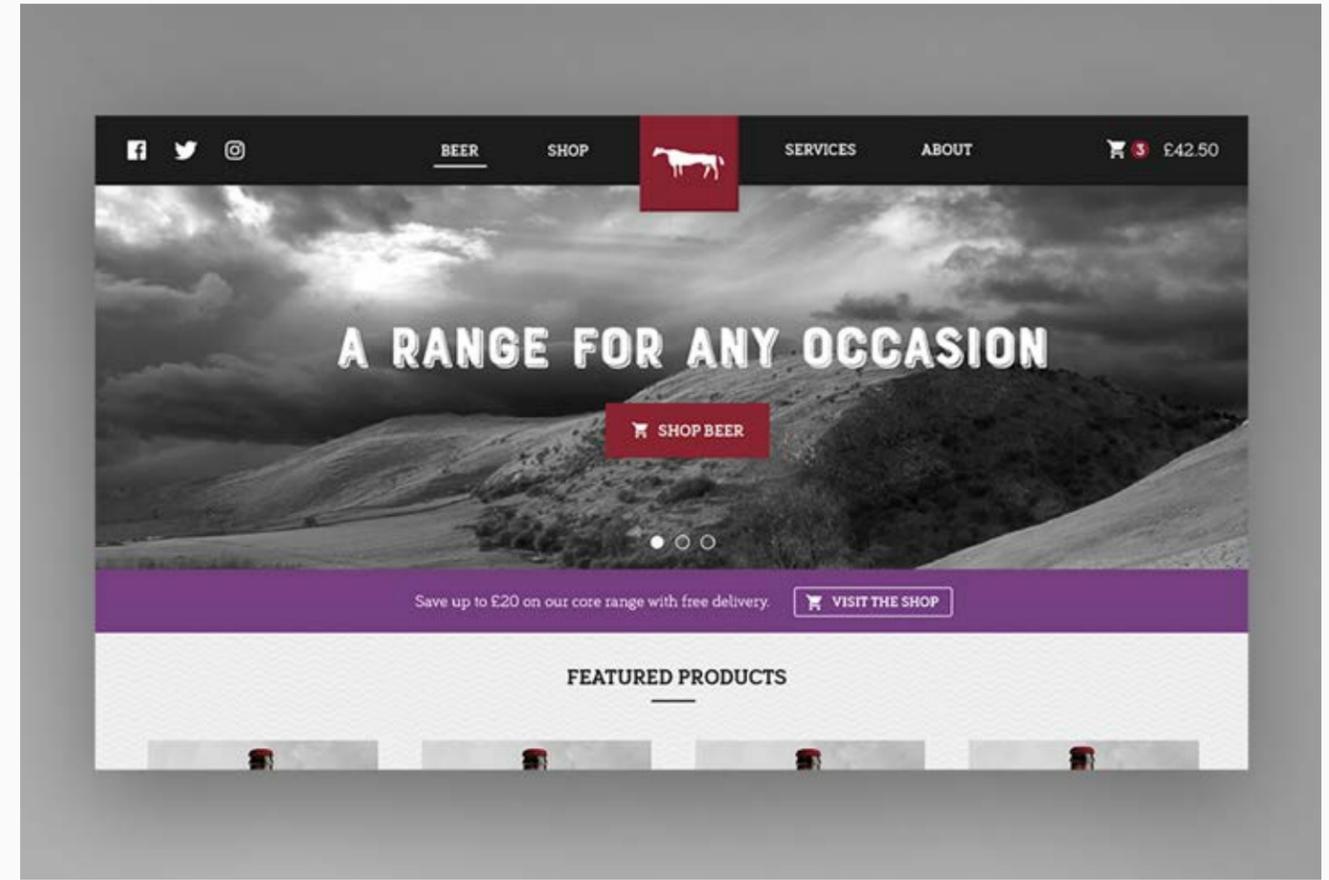
"Josh worked with us throughout the design process, from initial concepts through to final print ready designs, he took our ideas and developed them into something that was exactly what we were after. Unlike many designers he didn't push back at some of our more awkward requirements, but ran with them and incorporated them beautifully into the final design."

Ben Harrison - Hambleton Ales 2017

Since then various promotional items have been created including a bottle gift pack, t-shirts, beer mats and bar runners alongside branding materials, interior decals and stationary.







3
2016

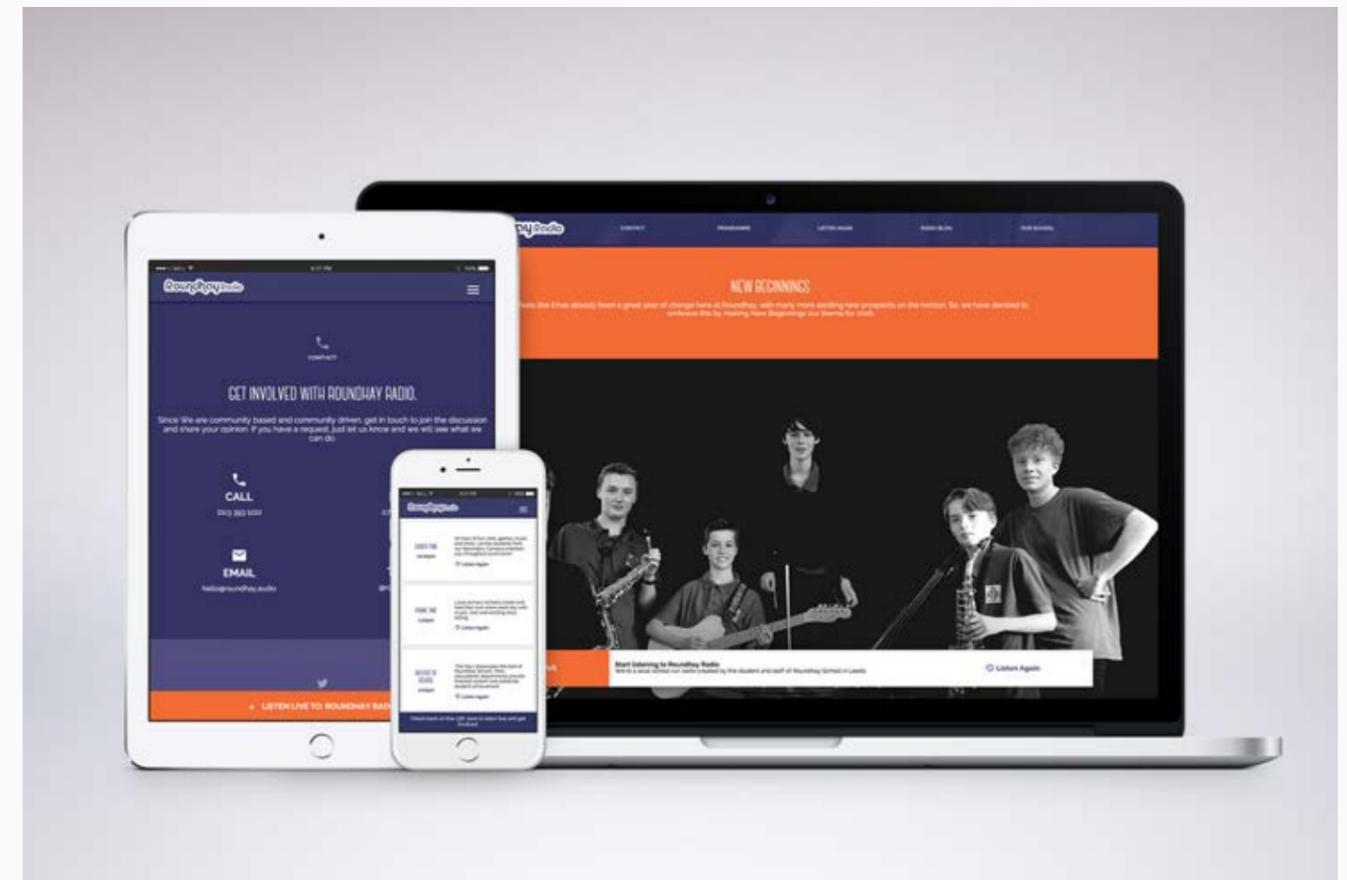
Roundhay Radio

Starting it's tenth year, Roundhay Radio is a mature brand with each year bringing improvements and new features.

This is the seventh year I have worked on the Roundhay Radio brand and it has been an excellent opportunity to build my skill-set, not only in graphic design but in advertising and web design too.

The usual requirements include:

- A custom size programme lithographically printed on beautiful 260gsm uncoated card.
- A5 and A6 flyers and A3 posters digitally printed in house.
- T-shirts and lanyards for radio team.
- Bespoke web portal for live streaming on all devices and Google Analytics integration.
- Animation for foyer TV presentations.
- Backing boards for the studio walls.
- Photography for the event.





Propellor – Classroom File Management



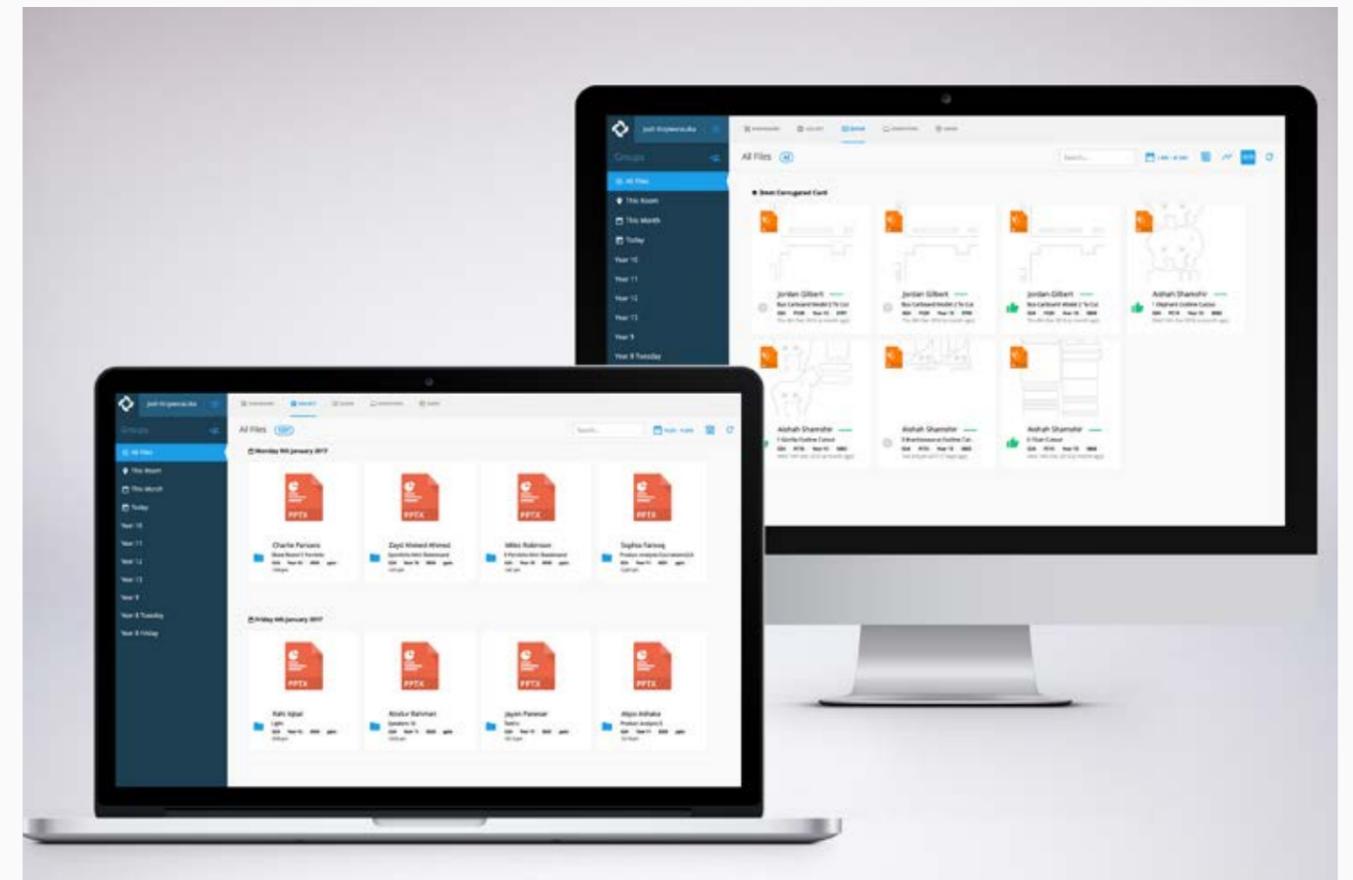
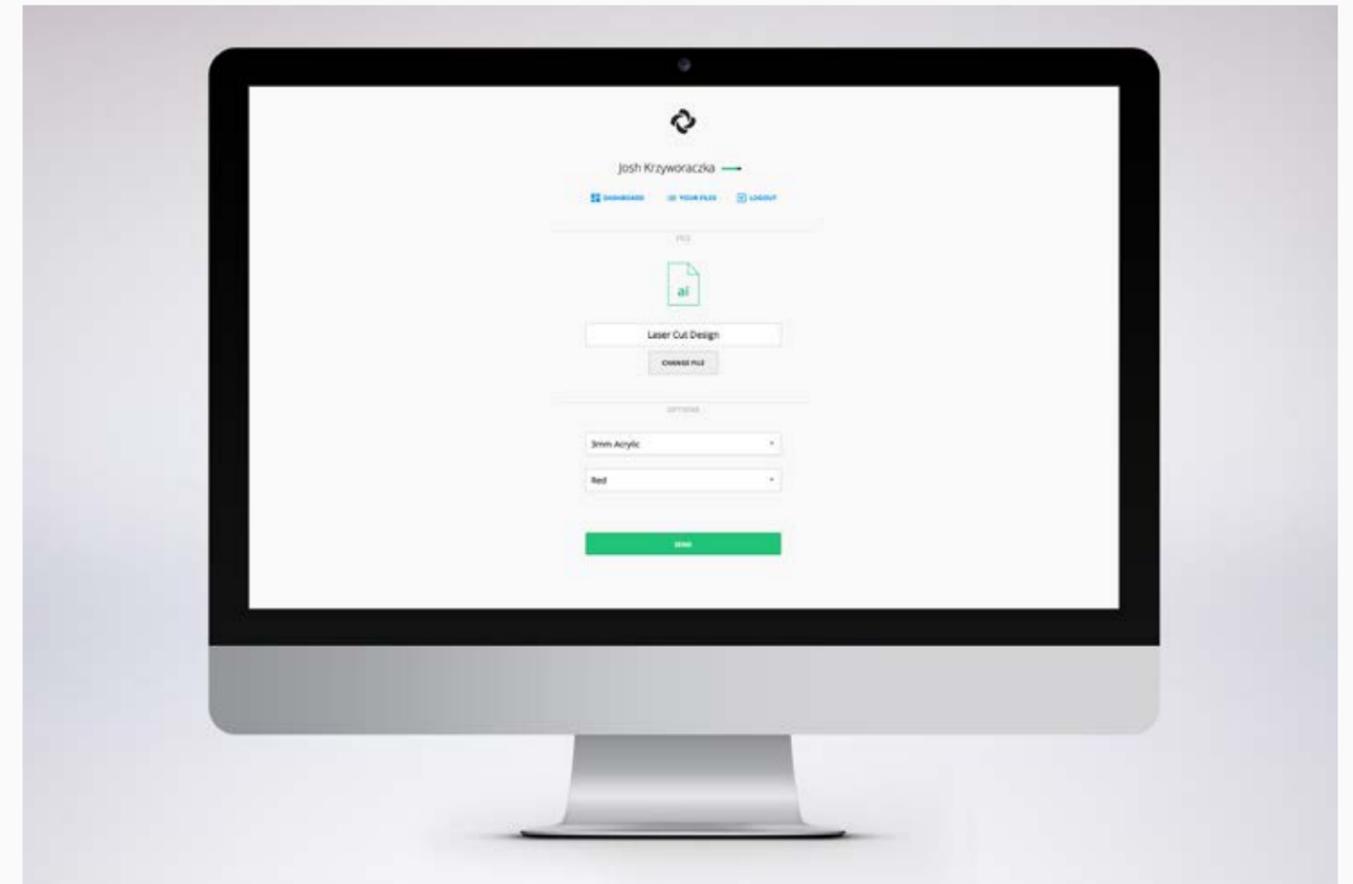
One of my greatest achievements is Propellor, a web application built in HTML, Javascript and PHP that allows students to send files to their teacher or to a technician for marking or CAM processing such as laser cutting.

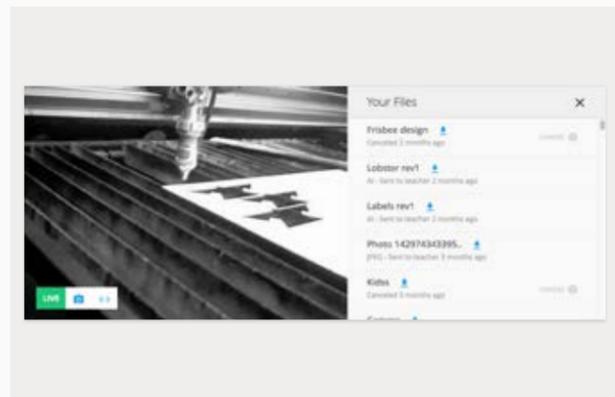
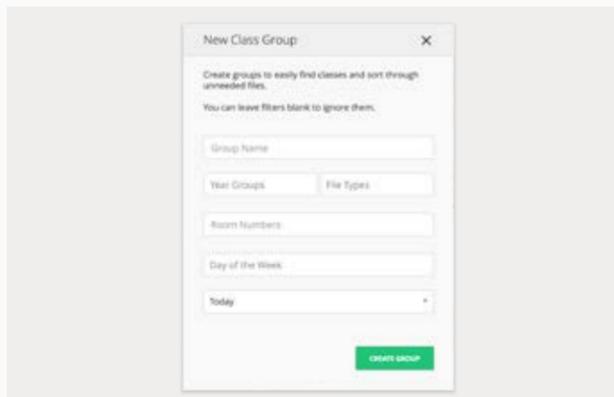
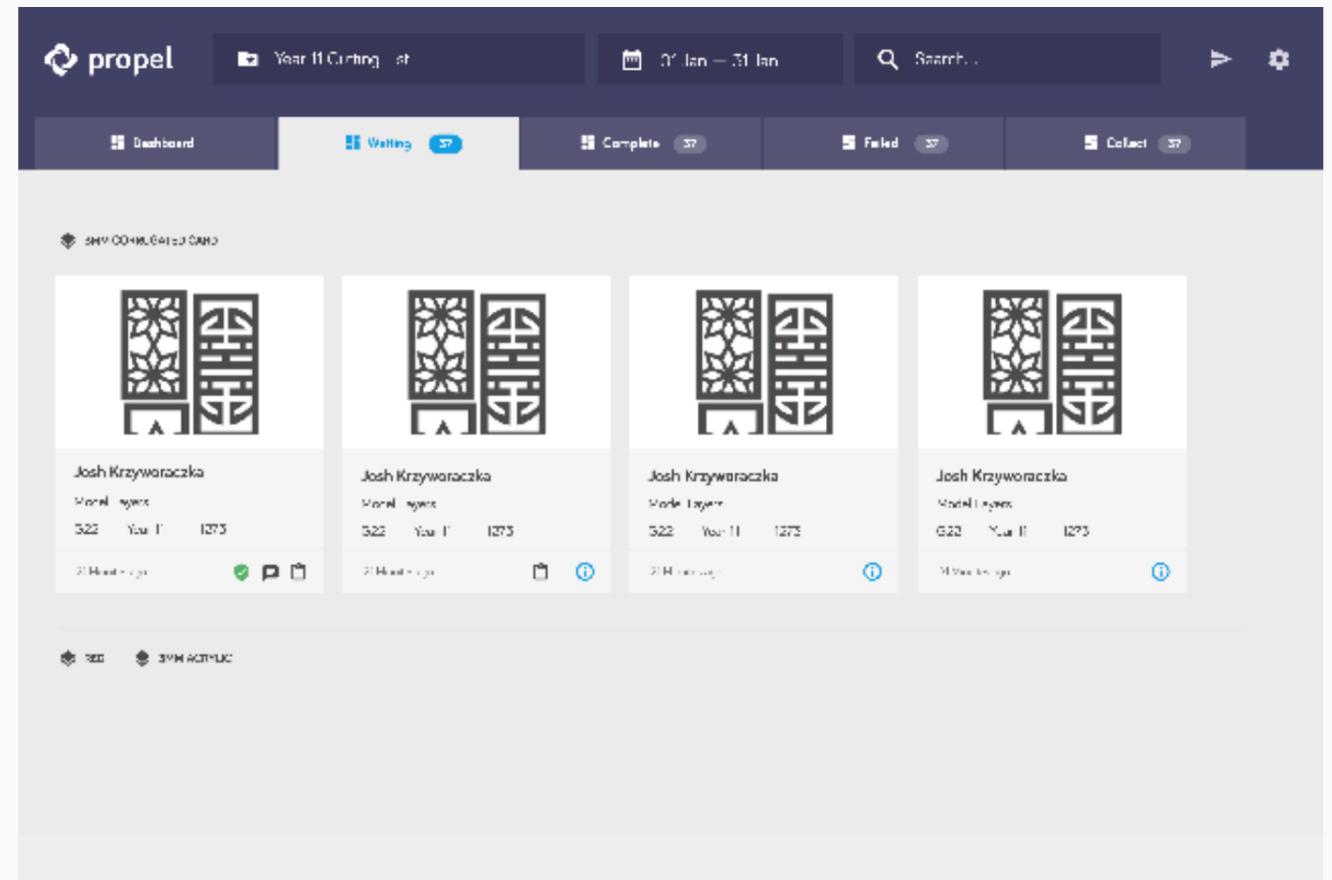
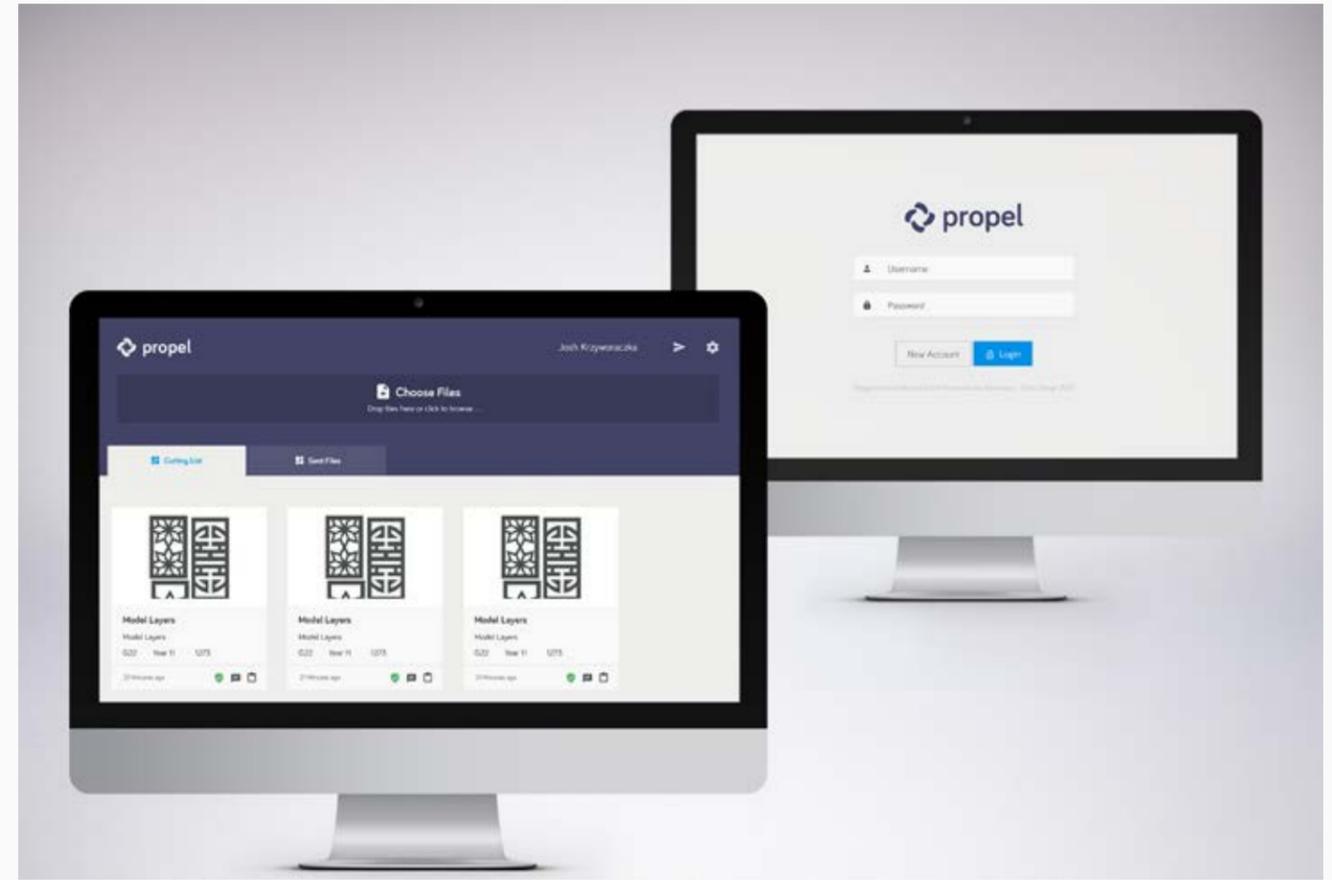
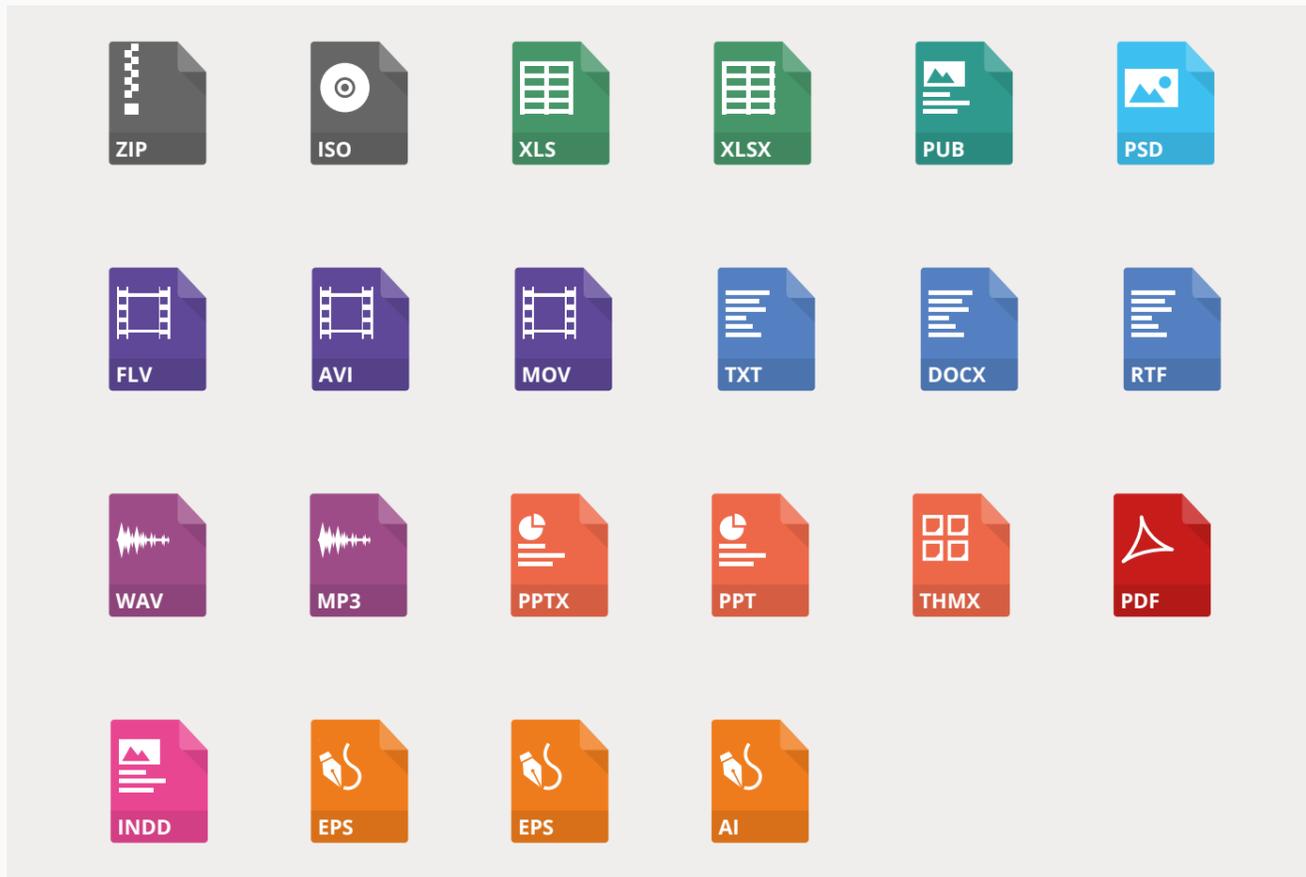
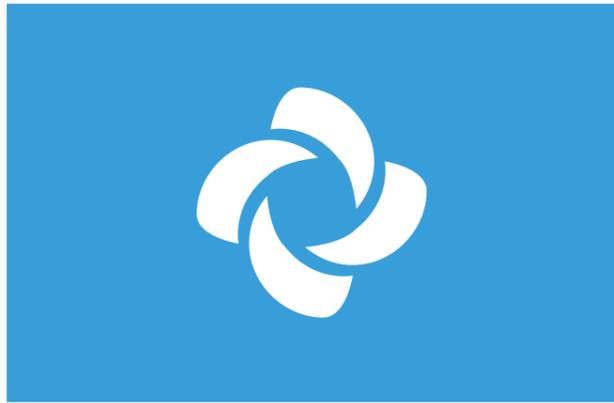
Every aspect of Propellor has been designed and developed by myself in my own time and was originally designed to make my workload more efficient but then expanded to help teachers collect in work.

It has been designed to be clear and easy to use and it's login system is extremely simple. There are no settings to configure and no need to add users or classes.

Key Features

- Smart CAM Queue saves large amount of time by grouping materials together based on time and demand.
- Pop-up notifications for staff and students for status changes and sent files.
- Ability to access a network share to browse files at work or at home.
- Live camera view of CAM machines whilst waiting for files.
- Auto username detection allows a one click sign in and account creation.
- Detects if an Adobe Illustrator file is compatible with the CAM software.
- Teachers can collect files from a class and be alerted to students who haven't sent work, sent work that hasn't changed and plagiarism.







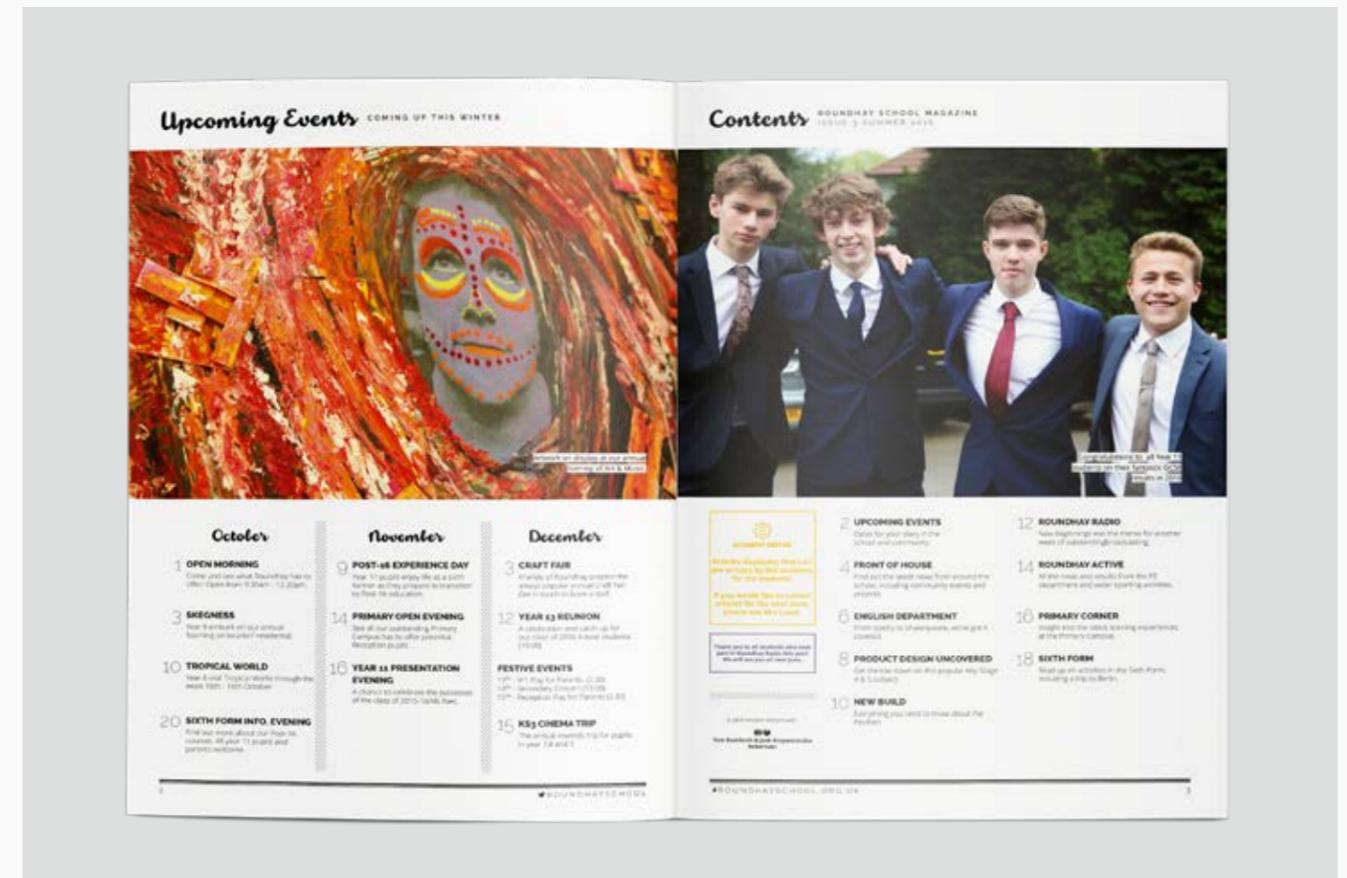
Roundhay School Magazine

The bi-annual Roundhay School Magazine is a chance to expand creative ideas whilst also providing a means of communication about events, trips and student achievements.

The magazine is a collaborative project with graphic designer and photographer, Tom Bamforth. With both our creative ideas and combined skill-set we're able to keep every issue fresh and exciting.

We try and strike a balance between illustration and photography and put much thought into page composition and layout.

The logo however was designed by myself and was crafted from a variety of previous logo concepts and feedback from colleges and the students themselves with the use of feedback forms.







Directory Portal

The Directory is designed to make the workplace more efficient by allowing quick access to many useful pages. It features an omni-bar that allows users to search for staff members and Google.

It's compatible with any web enabled device and scales responsively. A new background image is loaded from the stock image website Unsplash to keep the portal fresh and exciting.

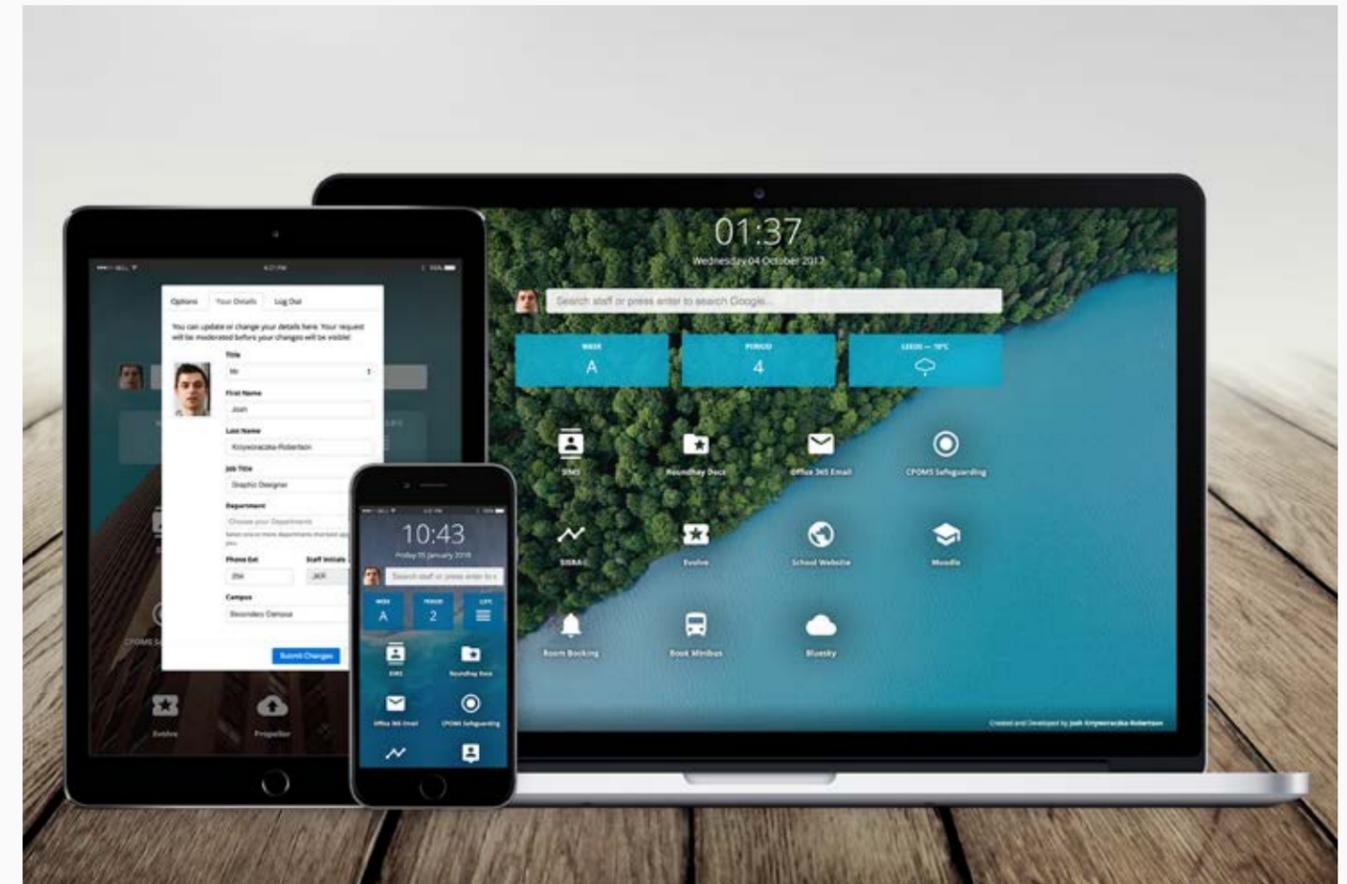
A dashboard displays the current weeks timetable, period, local temperature and weather which changes colour based on the current wallpaper.

To help maintain a full list of staff The Directory directly integrates with the popular ID card software EasyBadge and updates in real time when a new keycard is made.

Staff are able to login using thier network credentials thanks to Active Directory support and can update their own details to help keep the database up to date.

A printable telephone extention list is dynamically generated in real time when requested.

It also has built in clean up, auto correction and completion methods that work together to maintain a comprehensive list of staff.





Roundhay Sixth Form

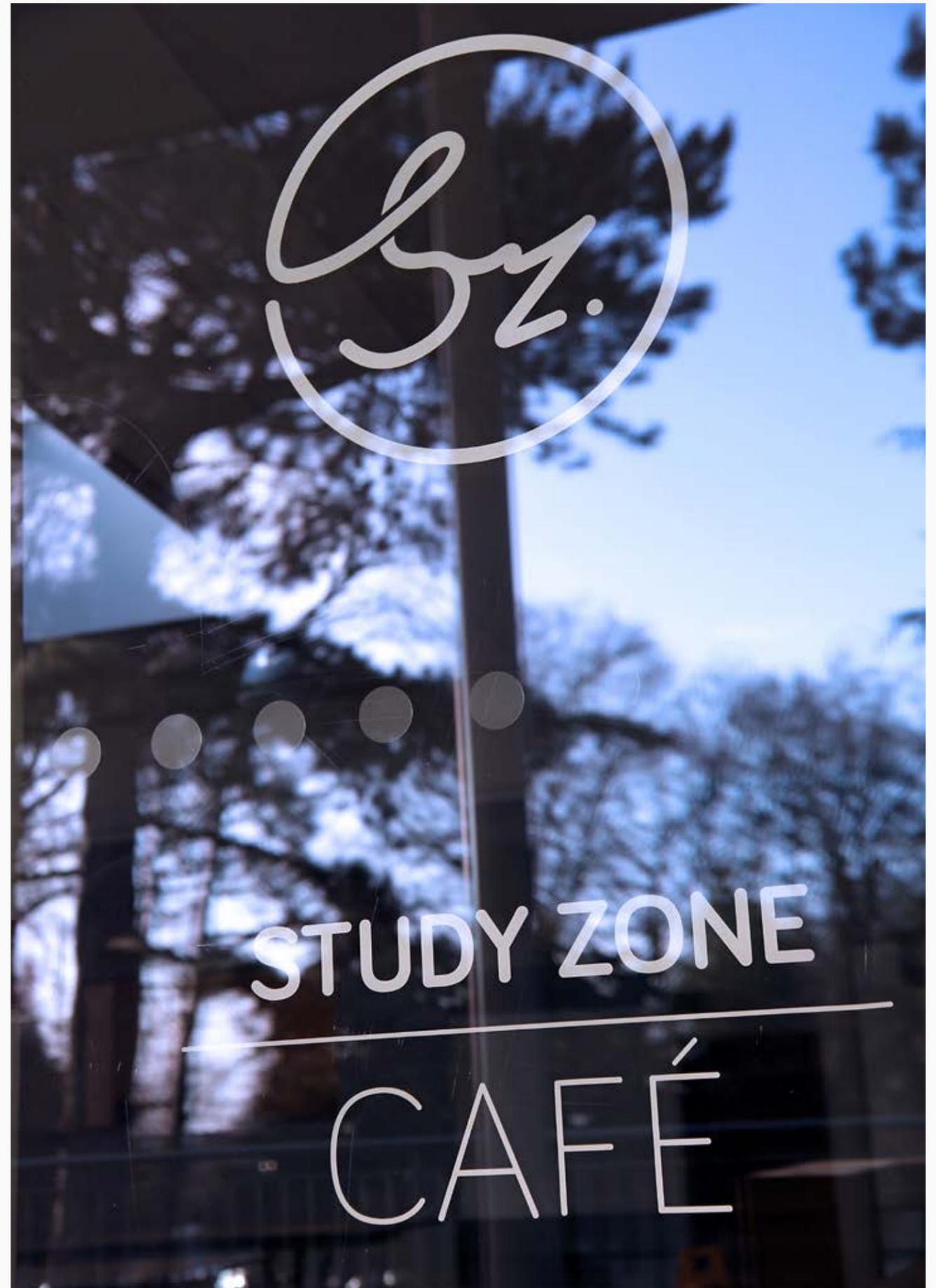
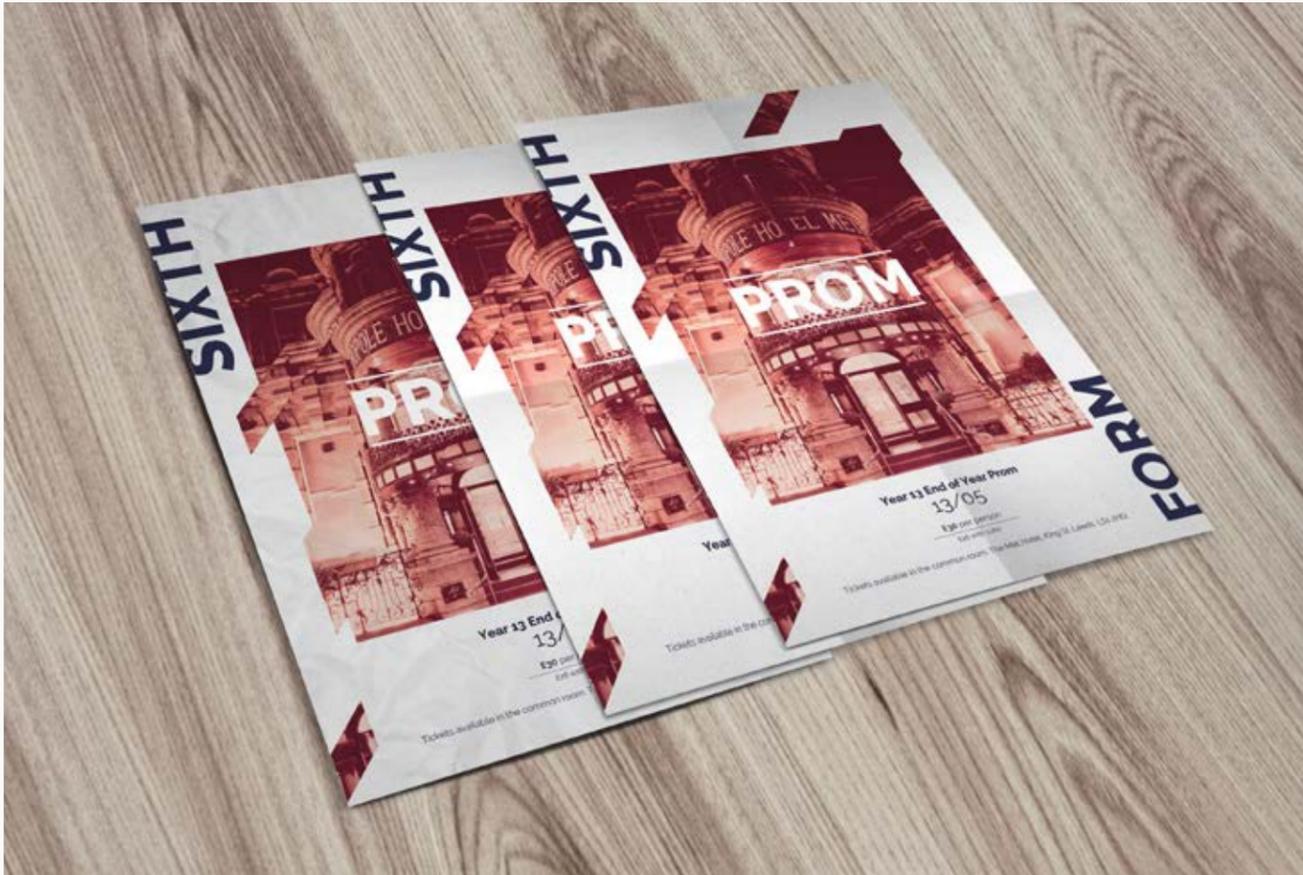
An opportunity to design solely for sixth form students was an exciting one to take as designs can be a little more contemporary and modern.

To raise money for the Sixth Form prom a set of T-Shirts were designed that needed to be desirable, wearable and cost effective. The result was a stylish design that promoted the school whilst still appealing to students.

The prom itself brought with it other promotional material such as tickets, flyers and wall boards, all of which needed to appeal to young adults.

The Study Zone Cafe was a new extension built onto an existing dining hall that has been designed specifically for Sixth Form students. A logo was to be developed that encouraged students to use the space and to brand the two other planned Study Zones across the campus.







Wharfe Beer Company Craft Beer

An ongoing freelance client that originally approached me to design a set of six craft beer labels specifically for the young craft beer drinker. Extensive concept work was done to help Wharfe Beer Company select a design that really fit with their brand and appealed to their target demographic.

"The designs that Josh came back with were outstanding. We're incredibly pleased with them and the feedback we have had from our customers so far has been excellent, too."

**Leigh Linley - Wharfe Beer Company for Beer Today,
February 2015**

The design was expanded to the rest of the range including new pump clips, posters, brochures and other publicity material. A custom build website was developed that required minimum maintenance and did not use Wordpress as specified by the client.







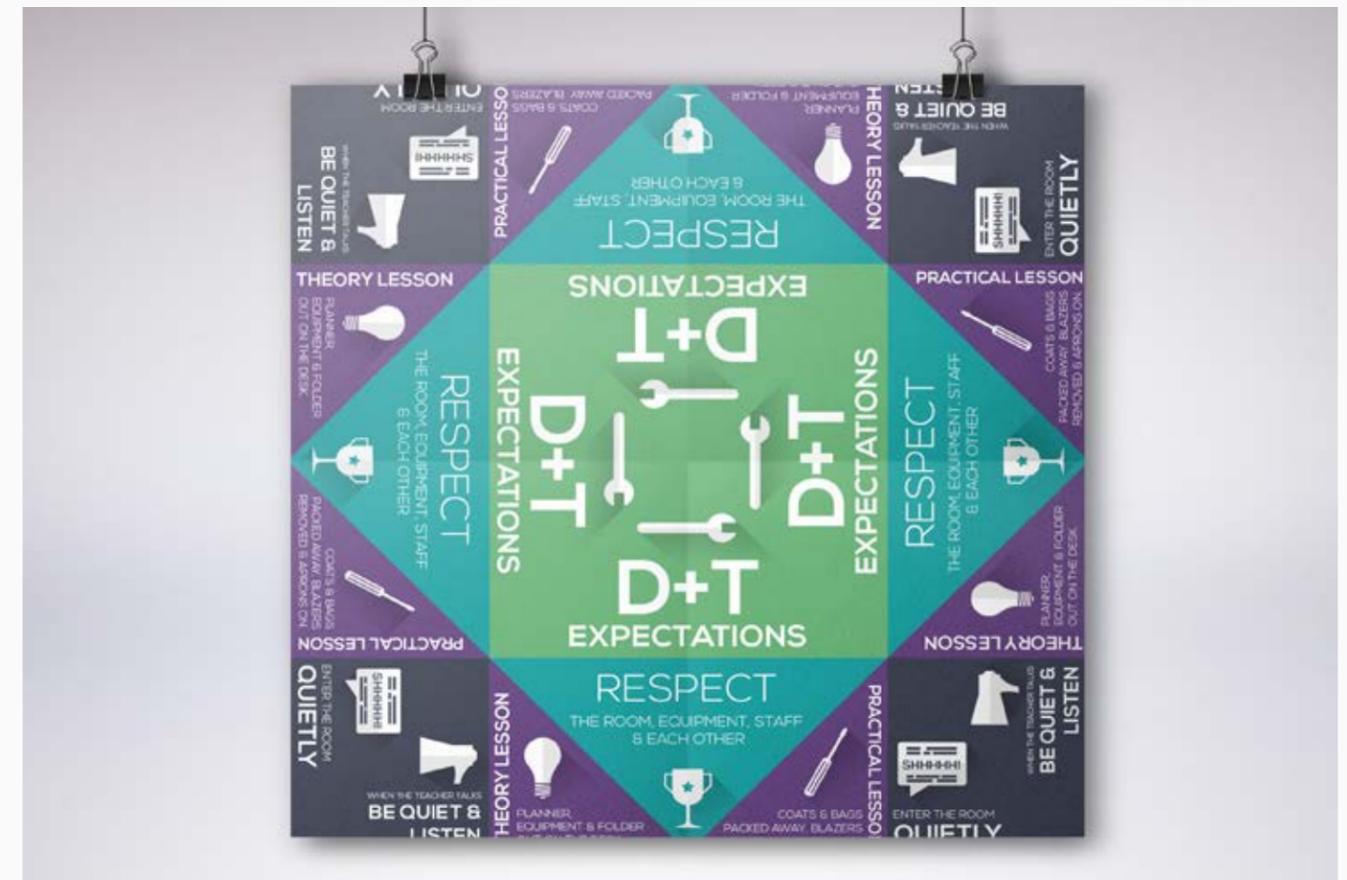
Product Design

A fun project with plenty of creative freedom. A range of material was designed such as badges and promotional flyers for open days and school events.

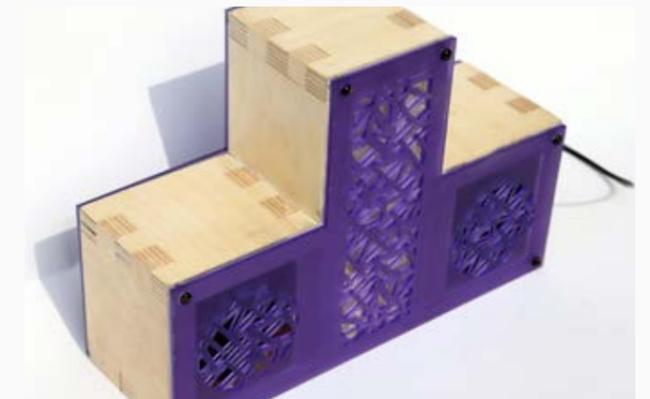
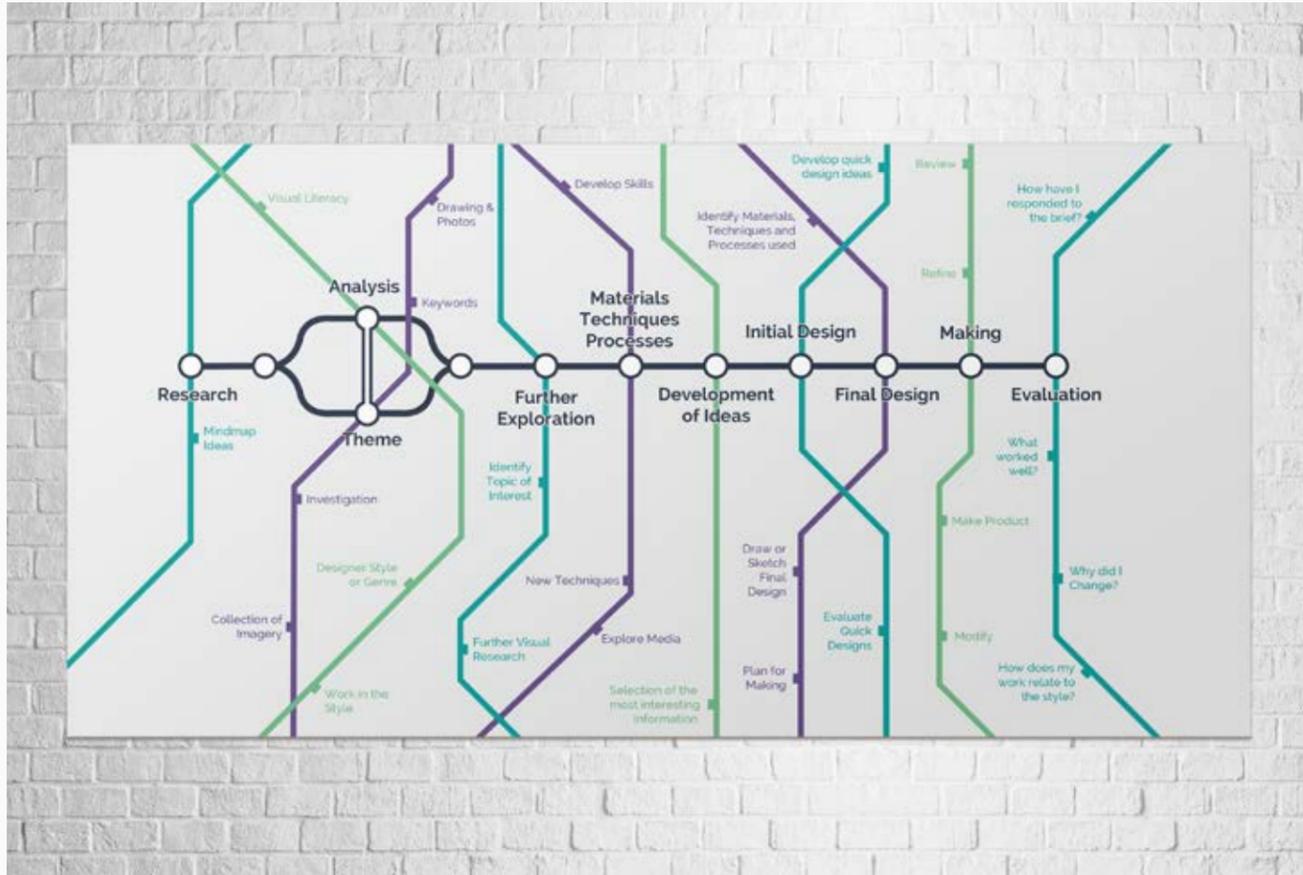
Classroom materials such as posters and desk pads demonstrating the use of machines or classroom expectations had to be durable and stand the test of time.

The design still looks clean and professional.

Stock shots of GCSE and A-Level products were needed two both in daylight and darkness to show various lighting effects.



Product Design





Pavilion Building

The Pavilion is an educational building designed primarily for A-Level students.

The work complies with the strict specifications outlined by the client and was designed to be simple, timeless and striking without looking convoluted.

The brief included decals on a ten meter high wall, door signage, wayfinding and glass vinyl designs.

I worked with various other companies including Interserve and All Signs as well as freelance project managers and Leeds City Council.







Tabby Design

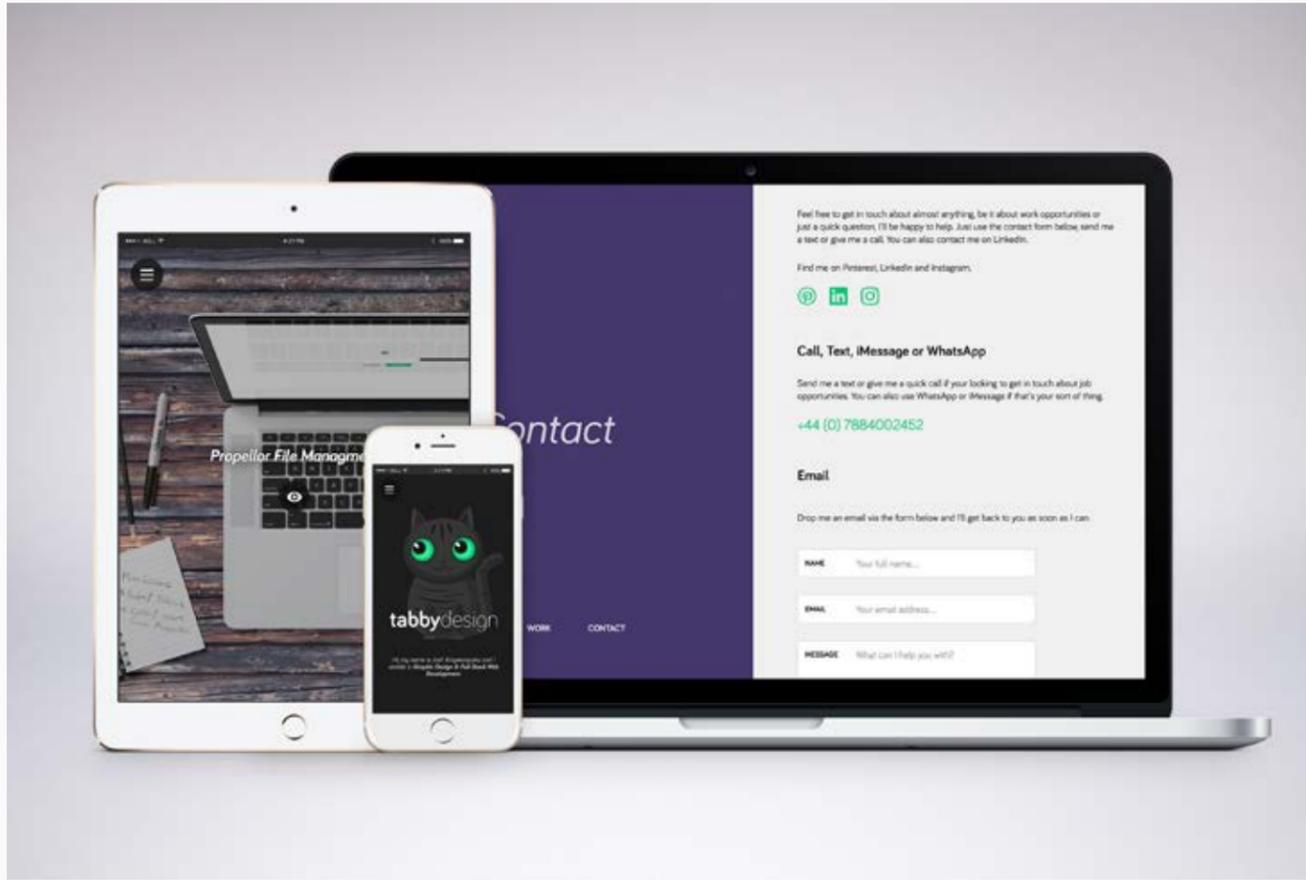
Branding myself was probably the most challenging project I have worked on.

The Tabby Design brand has come from a combination of my signature design styles and favourite colours and animals. It suits my design work and compliments it when used alongside other work and colours.

The website was a particularly lengthy endeavour. Trying new development techniques and ensuring compatibility on all devices was difficult but I learnt much from it and have applied it to other development projects.

I also thought I'd add a photo of my tabby cat 'Ominous'.

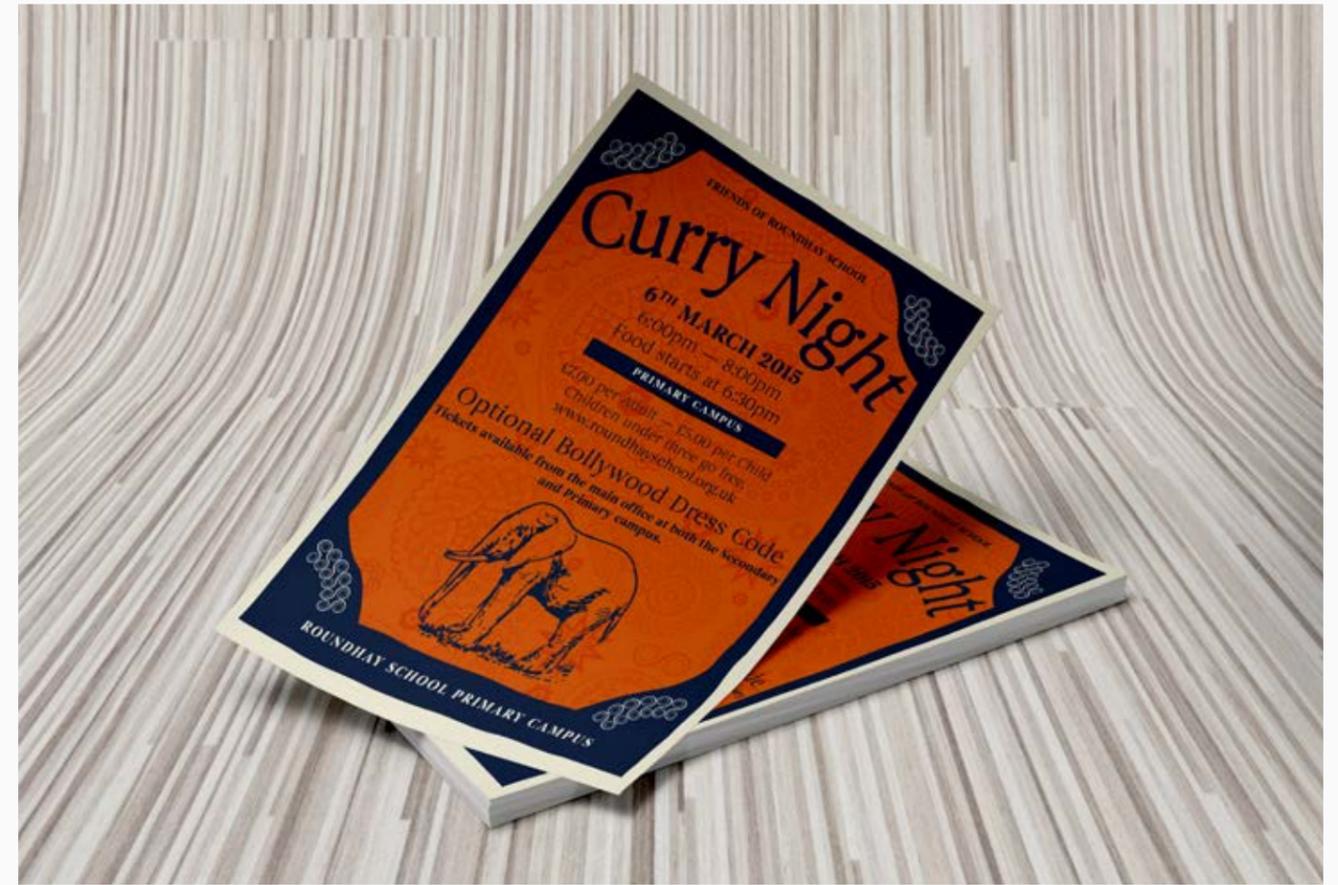


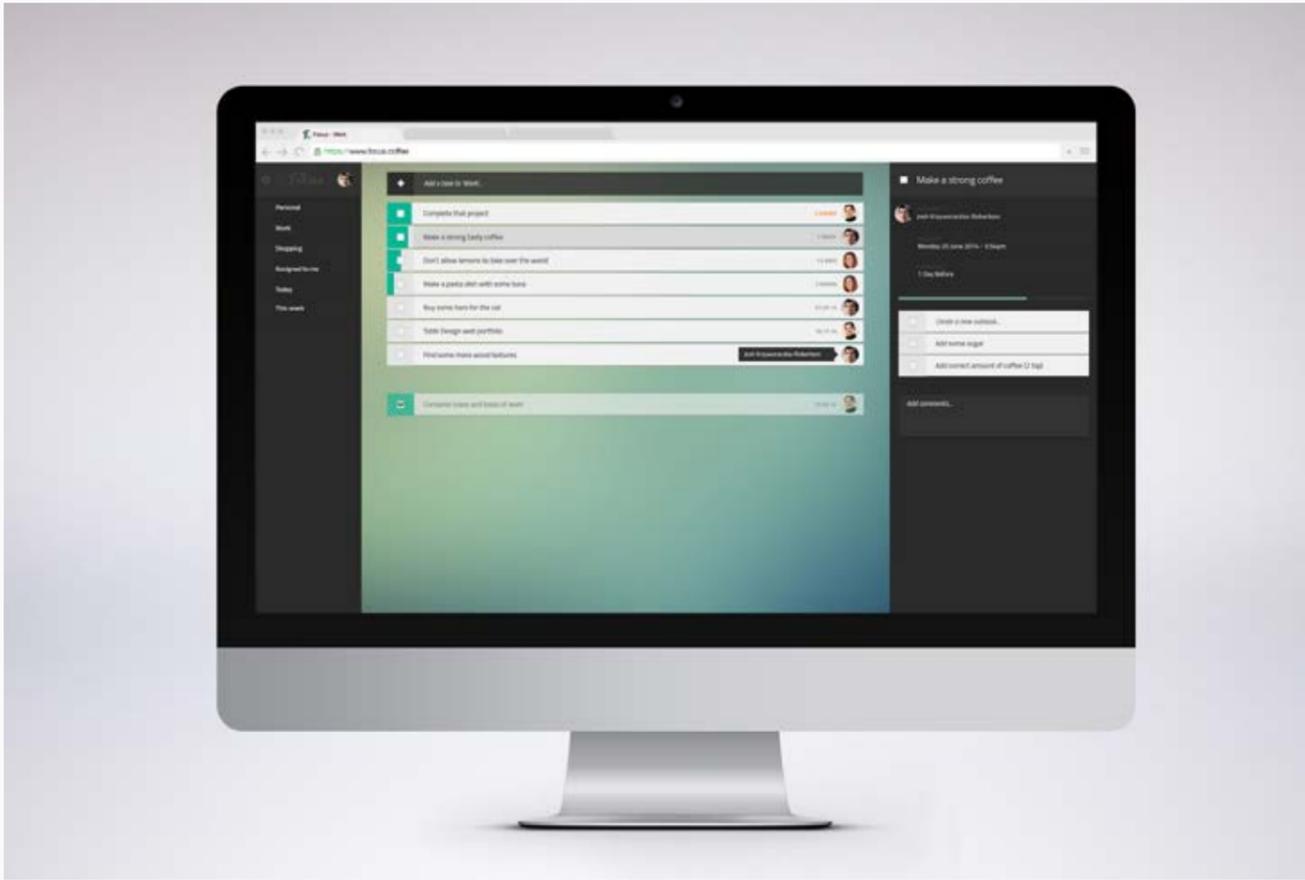


Various Design Work & Concepts

Here is a selection of design work that wouldn't fit anywhere else. I've created many small designs for events, work and for fun.

In this section there's some logos, a Wunderlist redesign, some event flyers and signage that you might like.



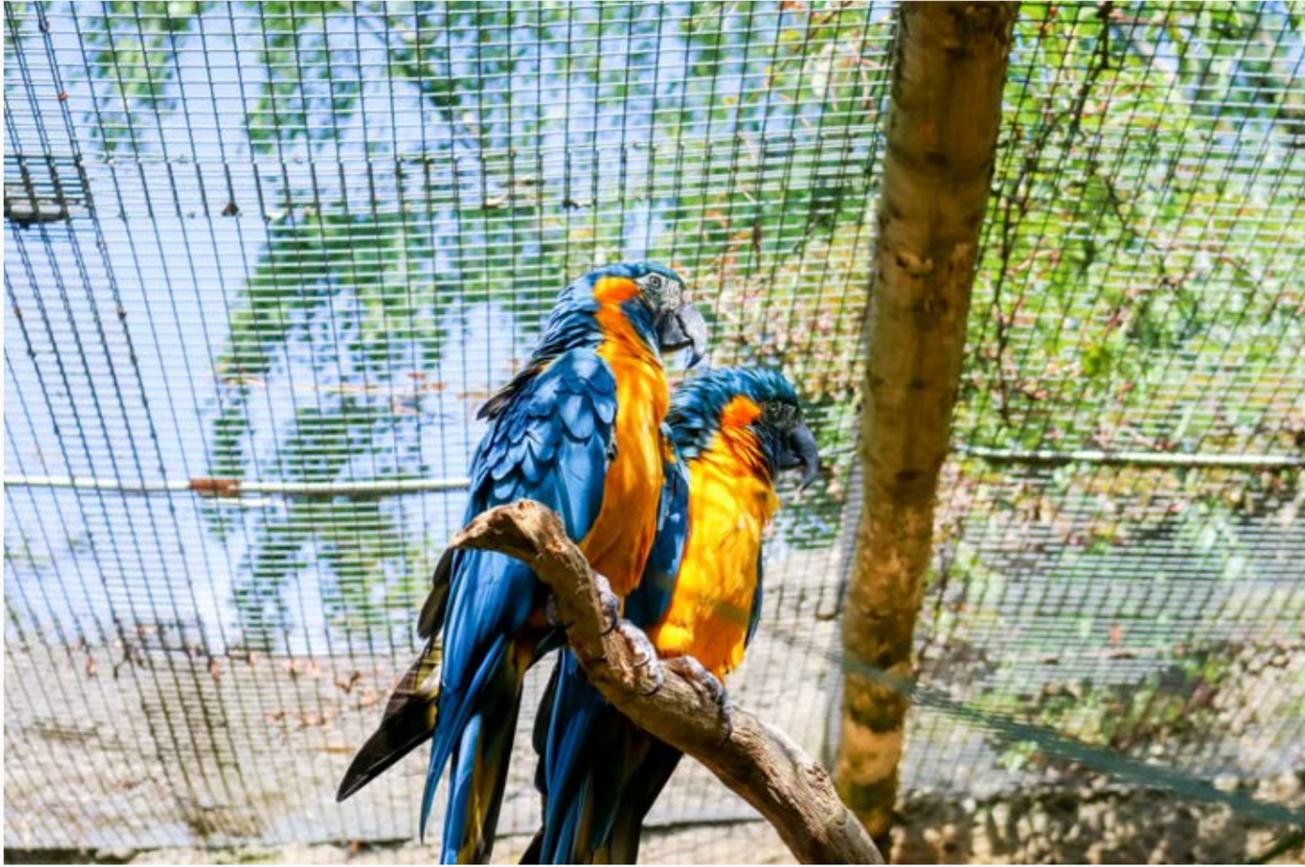


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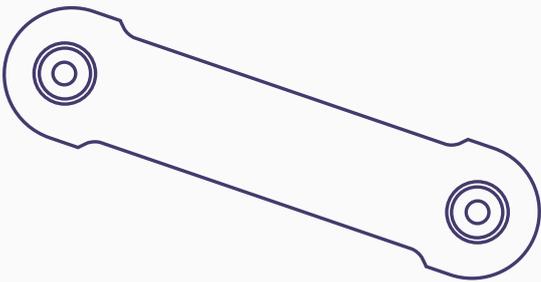
Various Photography

I enjoy a bit of photography here and there and have my own Canon 70D that I like to shoot with. I prefer to take photos of products or nature and I try to capture the ambience in every photo.









Goodbye

Thanks for taking a look.