



MAIA MCGHEE
GRAPHIC DESIGN
2022





ABOUT ME:

Hi! My name is Maia and I am a graphic designer. I like to design a little bit of everything but my main areas of interest are illustration, animation and UI/UX design. This book will showcase my favourite university projects.



Ps

Ai













Id

Xd

Ae



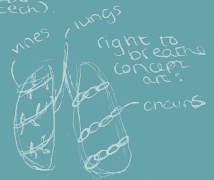
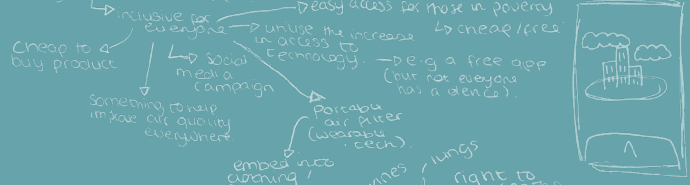
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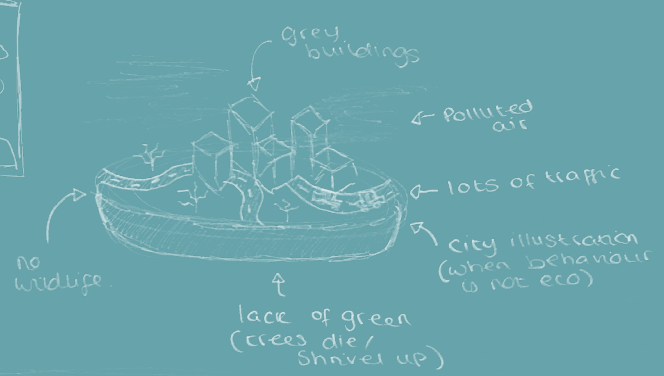
6



How might we ensure **EVERYONE** living in areas of poor air quality is guaranteed one right to clean air?



Green roof Campaign:



WHAT HAVE YOU DONE TODAY?



WHAT HAVE YOU DONE TODAY?





PARTICLESS: PROJECT OVERVIEW

This was an app design project created in response to a chosen RSA brief entitled 'Right to Breathe', which aimed to find a solution for improving air quality.

The project outcome was 'Particless', a mobile application which encourages users to track their lifestyle choices, in attempt to influence them to consider the environment more.

- (i) Winchester
- (ii) Polluted Winchester
- (iii) App Breakdown

(i)



(ii)



(iii)

Local air quality data is sourced once location is inputted, allowing the user to see what the air quality is like in their area.

The cityscape image is localised to whatever location the user is in. For example Winchester.



The user interface is animated, to create greater user engagement.



User can input their daily actions related to four different categories: Transport, Food, Energy and Waste.

Each category has different subcategories. The user can adjust the sliders to match what they have done on a particular day. For example, whether they have driven a lot or recycled.

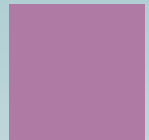


Users are able to view tips, which provide them with ideas on how they can make changes to their lifestyle.



The city remains bright and colourful, as long as the user is behaving ecologically. If they start behaving in ways which are damaging to the environment, the city will become dull and polluted.

Visual representation of local air quality - circle moves towards red end of the scale as air quality worsens.



- (iv) Illustrated hero image
- (v) Logo design ideas
- (vi) Final logo
- (vii) App icon
- (vii) App UI (the user is able to input details about their energy usage, using the sliders).

(iv)



Scan here to view
the full project
online!



(v)

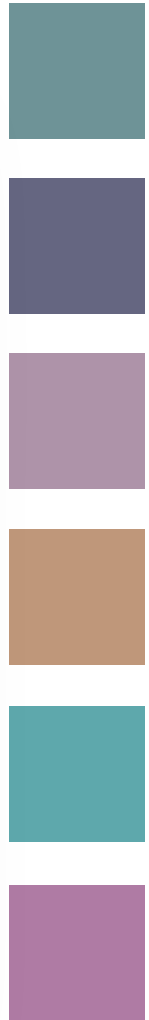


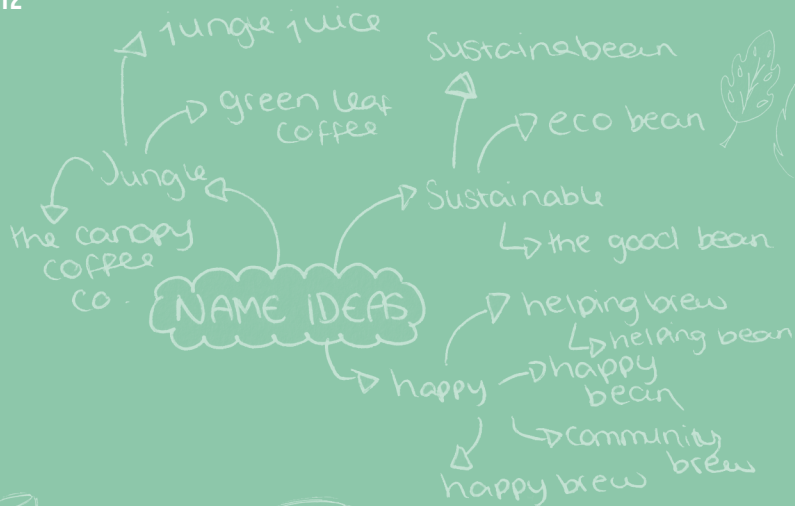
(vi)



(vii)

(viii)







CANOPY COFFEE CO.
sustainable shade grown coffee

CANOPY COFFEE CO: PROJECT OVERVIEW

For my third year final major project, I set myself the brief to design a sustainable coffee brand. The name 'Canopy Coffee' came from the concept of shade grown coffee farming occurring in rainforests under the natural 'canopy' of the trees.

This project involved me designing all aspects of the brand including the packaging and online presence.

- (i) Rendered packaging
- (ii) Primary logo
- (iii) Secondary logo
- (iv) Icon logo
- (v) Packaging designs

(i)



(ii)



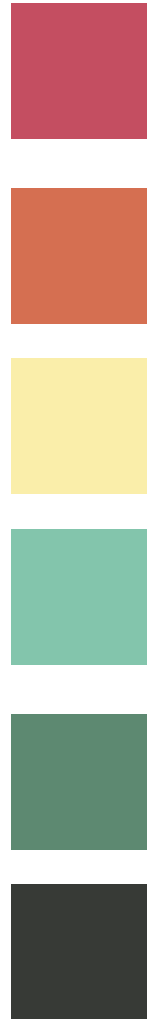
CANOPY COFFEE CO.
sustainable shade grown coffee

(iv) (iii)



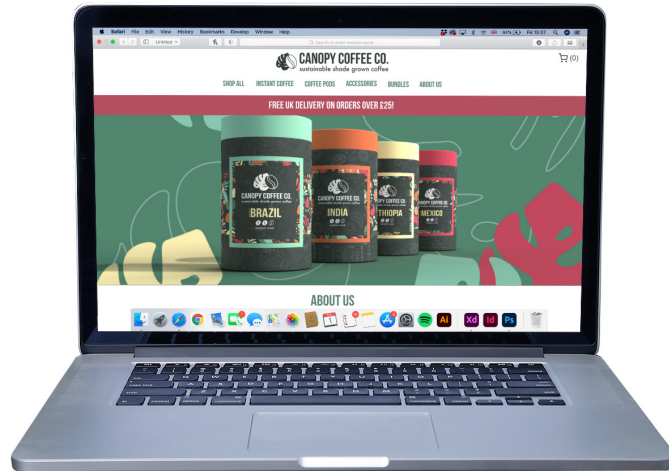
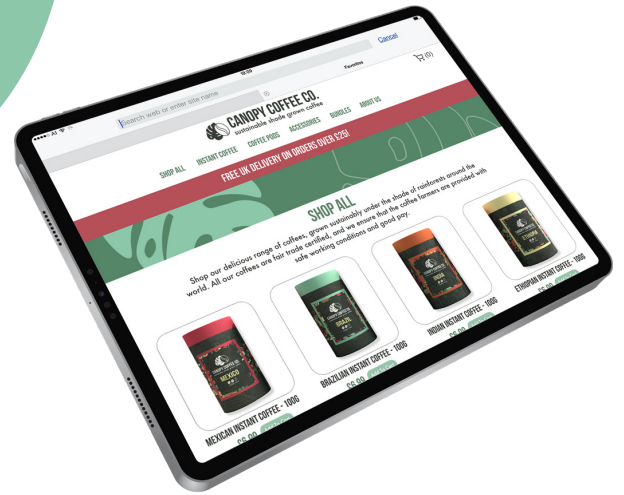
CANOPY COFFEE CO.
sustainable shade grown coffee

(v)



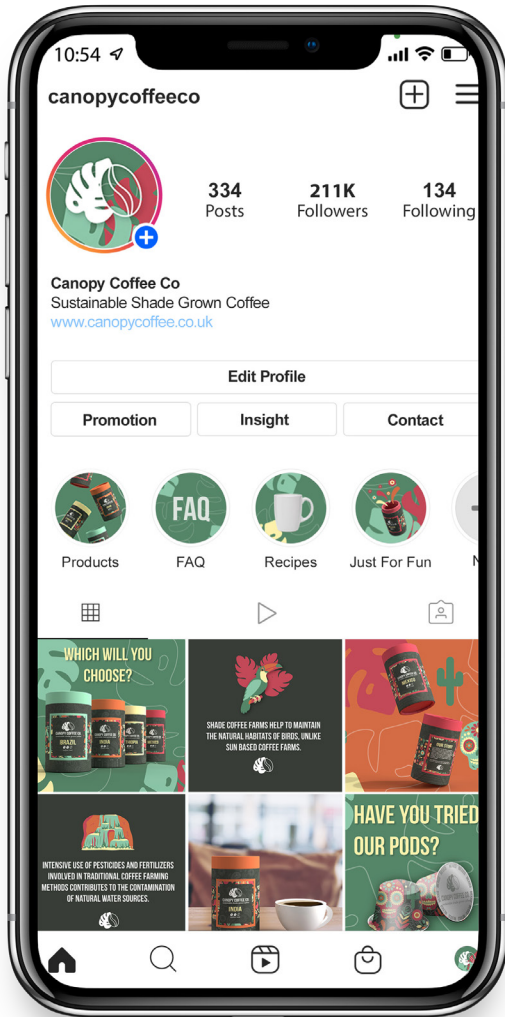
- (vi) Website mockup on an iPad and laptop.
- (vii) Instagram page mockup with content posted.
- (viii) Poster design

(vi)



Scan here to view
the full project
online!

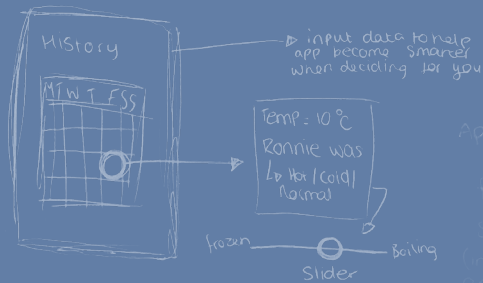
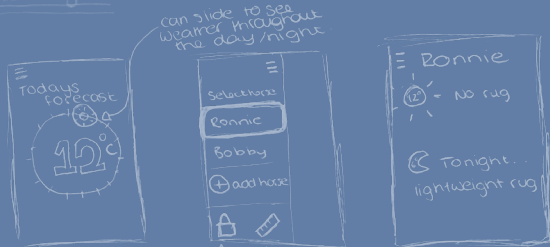
(vii)



(viii)



Which Rug?



factors to consider:

- Age
- Breed
- Body condition (weight)
- Turned out / stabled
- Clipped / unclipped
- Health

→ how easily they use/maintain

Competitor = Horseware Ireland 'turnout guide' app

↳ Similar concept but less detailed and only considers horses that are turned out.

Which Rug: SWOT analysis

Strengths:

- Hasn't been executed well before
- Only 1 competitor
- visually appealing
- Free to use (potential for a premium service)

Weaknesses:

- lack of app development experience (would need to outsource)

Opportunities:

- gap in the market
- competitor has less custom options + lacks functionality

Threats:

- NOT being able to secure sponsor
- development costs

Competitors SWOT: horseware "Turnout guide"

Strengths:

- established brand
- has the funding
- easy to use

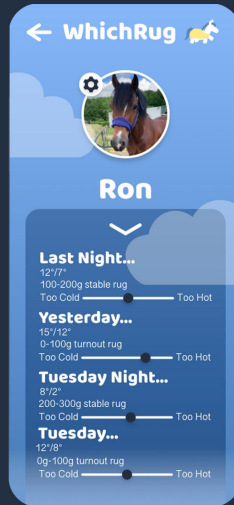
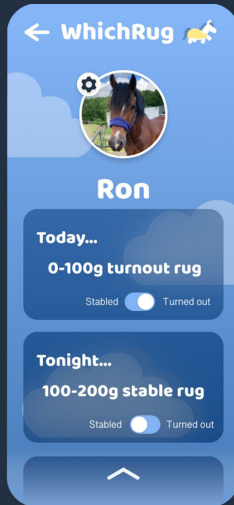
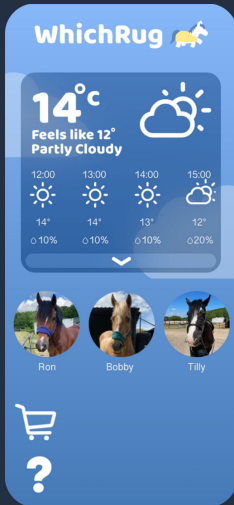
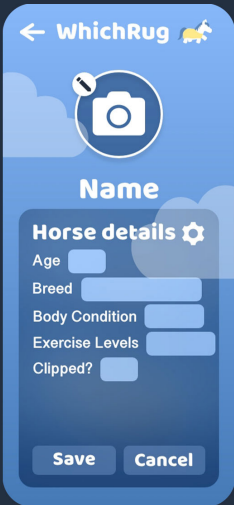
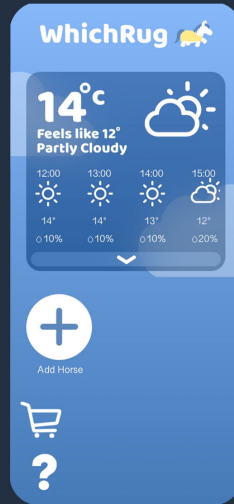
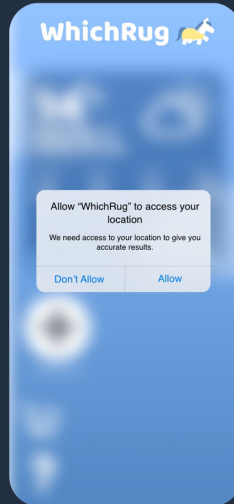
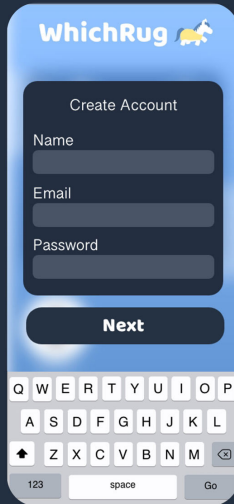
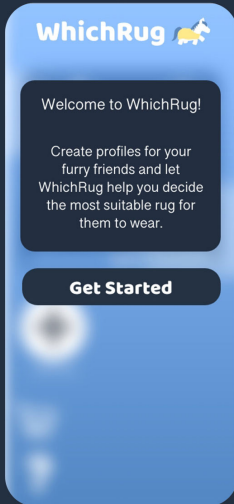
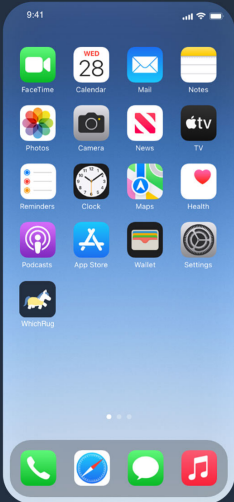
Weaknesses:

- only works for turnout rugs
- doesn't consider many factors
- basic design (less visually appealing)
- crashes alot

Opportunities:

- gap in the market
- promotion to clientbase

Threats:

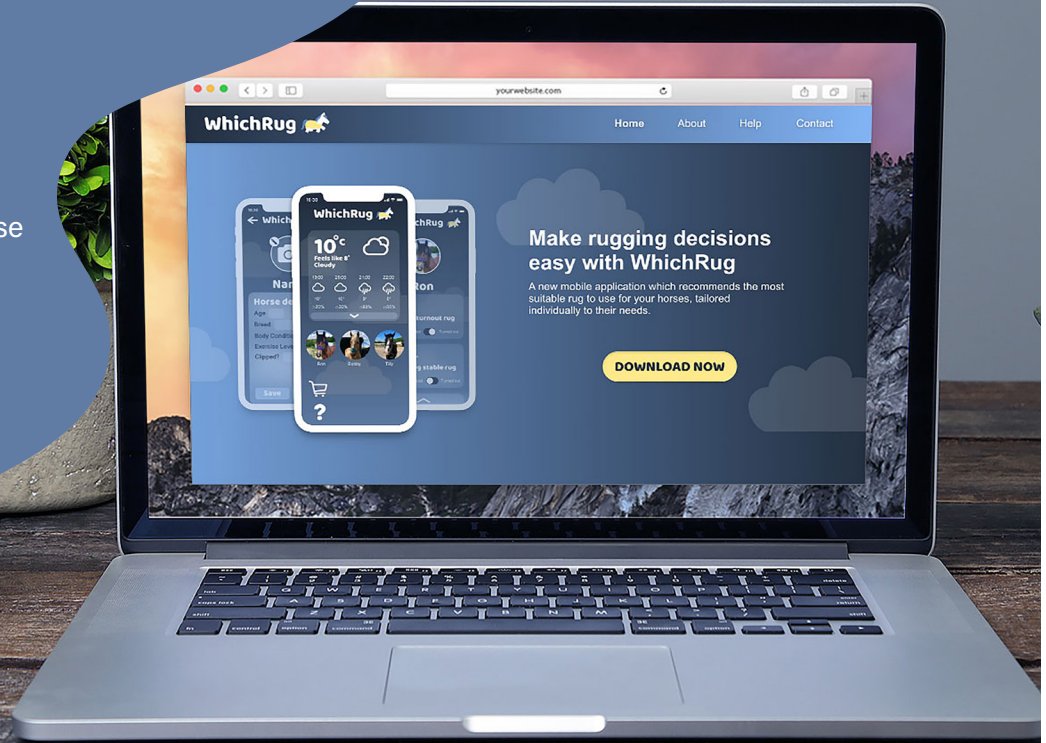


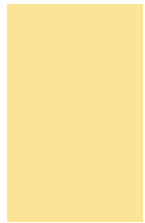
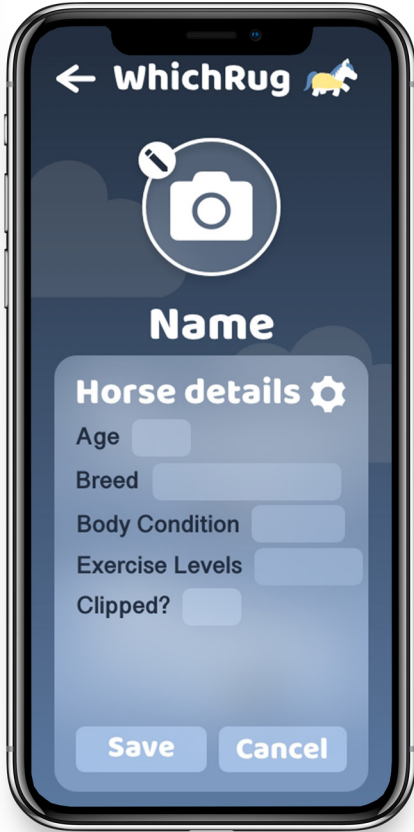
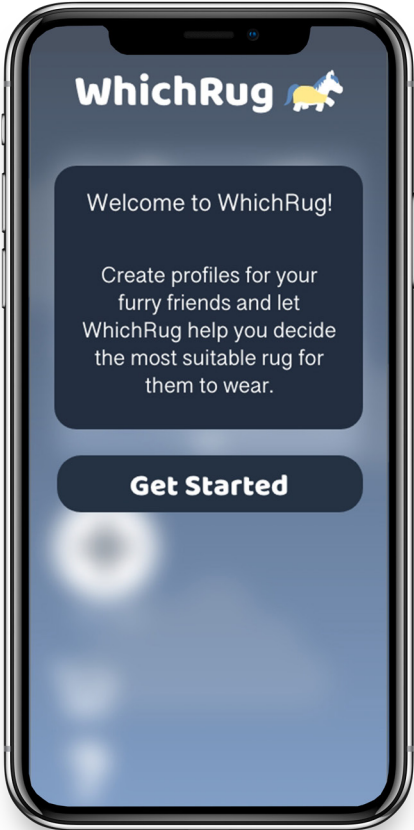
WHICHRUG: PROJECT OVERVIEW

WhichRug is a mobile application designed for a business module at university. The main function of the app is to help horse owners decide which type of rug to use on their horse each day, based on the weather conditions and a number of factors which the user inputs.

The concept was inspired the personal experience of myself and others who are indecisive when rugging their horses.

- (i) Website mockup
- (ii) Welcome screen UI
- (iii) Profile setup UI
- (iv) Homepage UI





- (v) Primary logo
- (vi) Secondary logo
- (vii) App icon
- (viii) Poster design

WhichRug 


WhichRug



Scan here to view
the full project
online!



(viii)

Making Rugging Easy



WhichRug 



Controlled via Wii remote



Projected display



INTERGALACTIC LEARNING EXPERIENCE

3D Solar System Graphics



educational learning tool to encourage kids to get interested in space

Interactive learning experience



targeted at kids

Click to find out about specific planets



experience space from the view of a spaceship



explore the solar system



AA

GALACTIC GUIDE



Milky Way



brand mascot: Astronaut



Space school

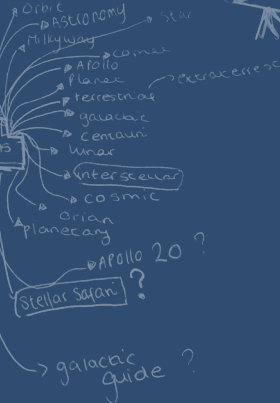
explore

Tour

Lesson sheet

Japan

NATEL IDEAS



С П О



STELLAR: PROJECT OVERVIEW

Stellar is an interactive, educational space game, and was devised with others in a group project. My roles in this group included creating the branding, the promotional content and some of the games assets.

The branding reflects the space theme, with the name 'Stellar' and the milky way shaped S. The astronaut character was a focal part of the final product.

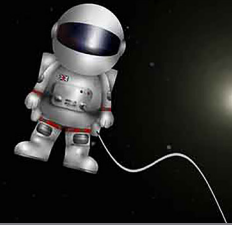
- (i) Frame from advert
- (ii) Iconic logo
- (iii) Secondary logo
- (iv) Primary logo
- (v) Astronaut character design

(i)

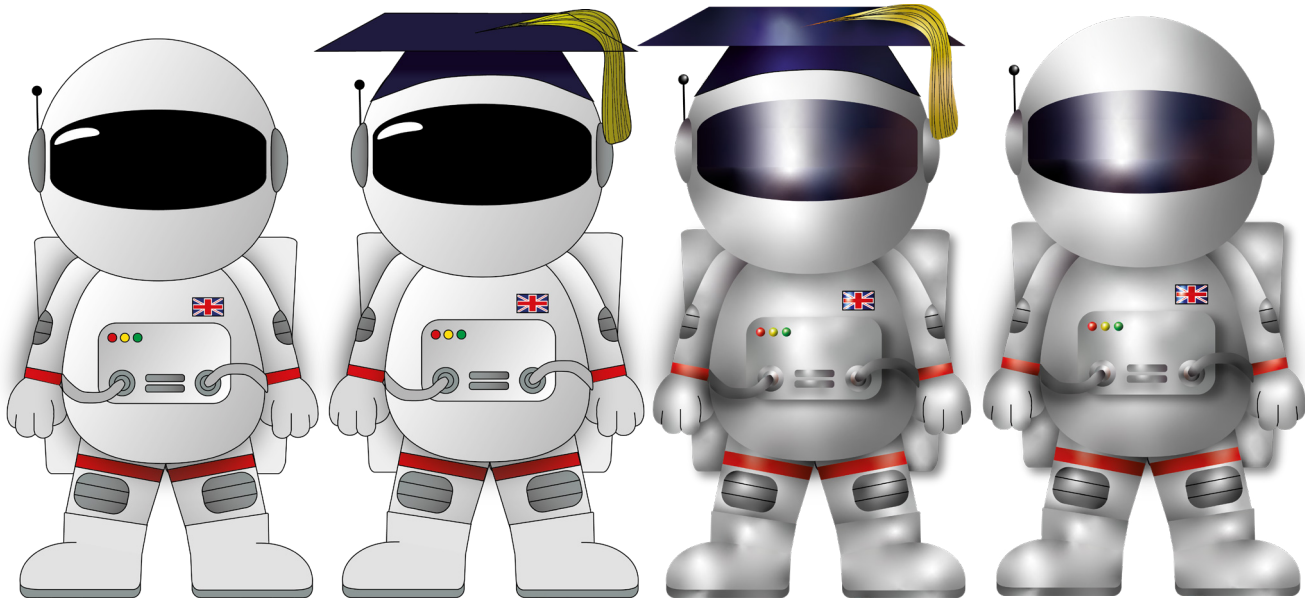
(ii)

(iii)

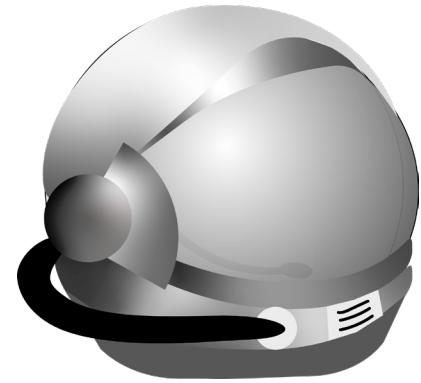
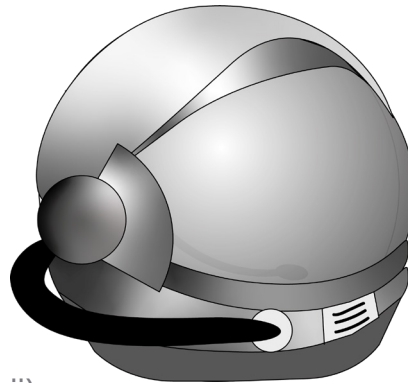
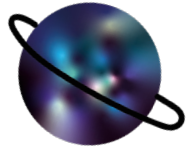
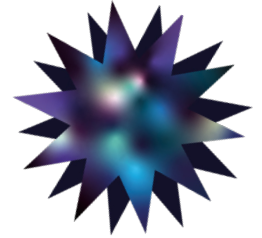
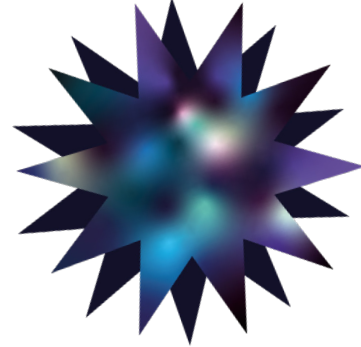
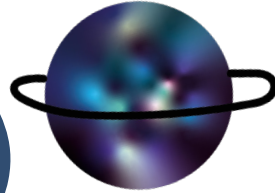
(iv)



(v)



- (vi) Experimental space illustrations
- (vii) Space helmet designs
- (viii) Poster designs

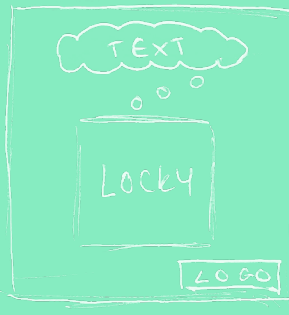
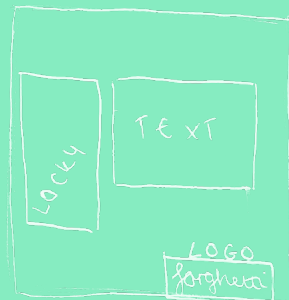
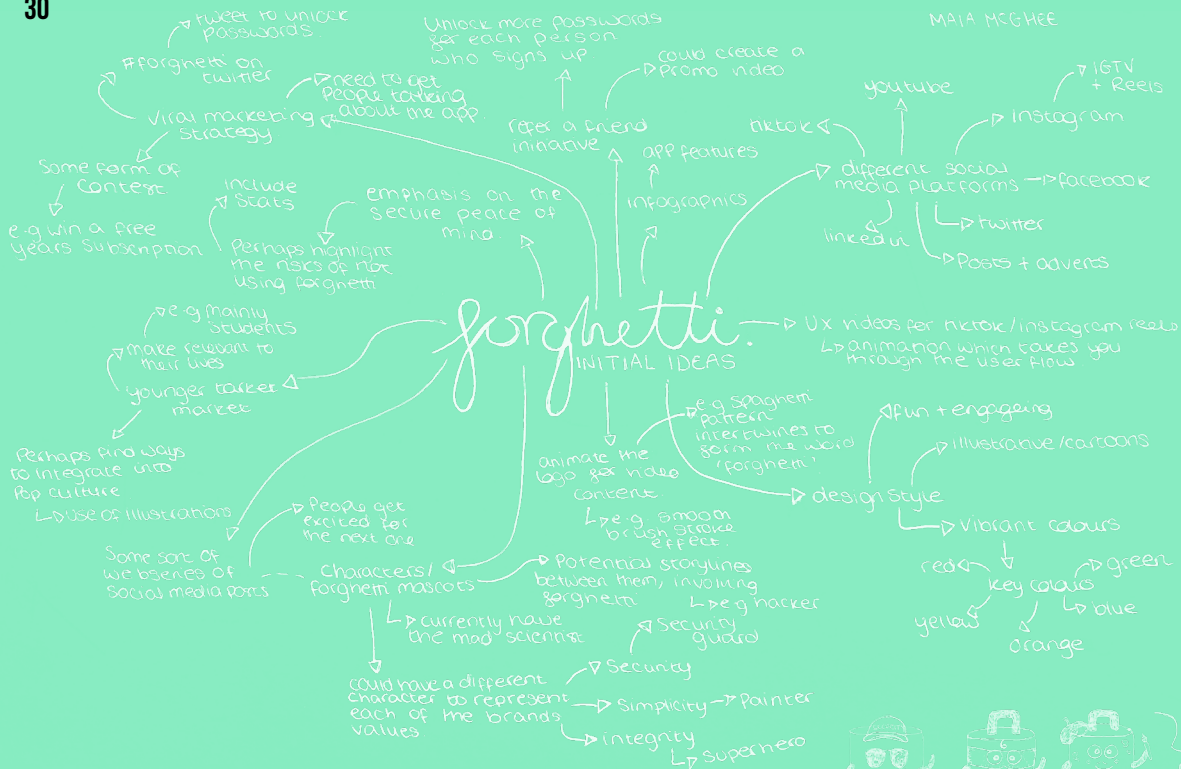


(vii)



Scan here to view
the full project
online!





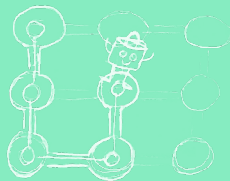
robber stealing passwords



lockie chasing after

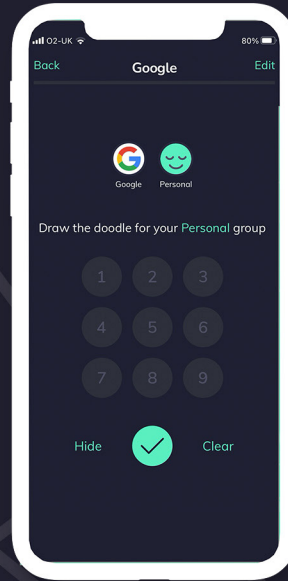
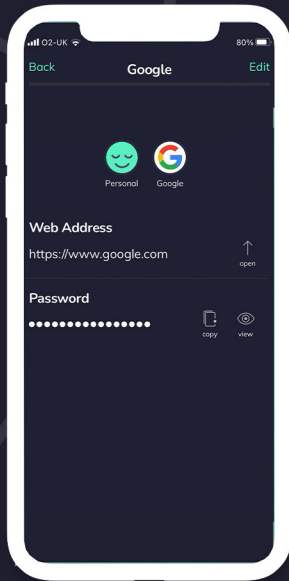


Further character development for lockie mascot



animate locky using the doodle pad

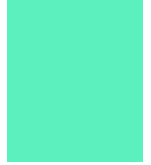
jumping between each circle like a hopscotch



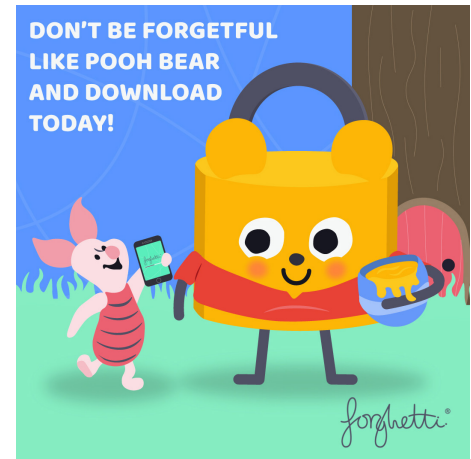
FORGHETTI: PROJECT OVERVIEW

Throughout my second and third years at university I have been producing social media content for forghetti, a password manager. The content promotes forghetti's key features and also celebrates a number of public holidays.

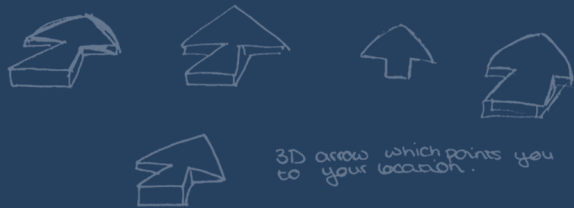




In addition to illustrative work, I produced animations for the Forghetti social media and app. I also designed an interactive AR based minigame filter, accessible on Instagram and Facebook's camera feature. This can be viewed on my website (see below).



Scan here to view
more of this project
online!

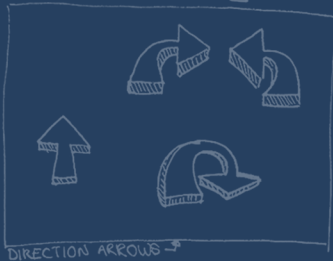


3D arrow which points you to your location.

DISTANCE TO LOCATION
ESTIMATED TIME REMAINING
Speed

DISTANCE TO LOCATION
ESTIMATED TIME REMAINING

SPEED



DIRECTION ARROWS →



LOCATION of someone
ESTIMATED TIME REMAINING:
Speed
time =



glowing / glowing instructions.

Speed: 31mph

glashes when going above speed limit

CURRENT LOCATION: ROMSEY ROAD



means you don't have to keep looking down at your phone & losing your place on the map.

can see your current real-time location, beyond the direction

transparent



destination

can plan multiple stops.

end of road you have arranged to meet
→ their picture appears here where destination

SLOW DOWN
Speed limit = 30mph



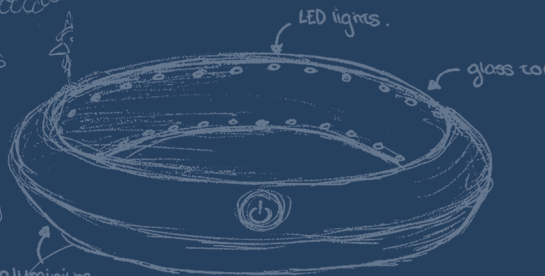
X-large eggs

Medium eggs

Supermarket Shelf



bar chair



LED lights.

glass to

aluminium casing

on/off button



A MUSICAL TEACHING TOOL WHICH IS DESIGNED USING A VR HEADSET + REMOTES



A TEACHING AID / GAME TO HELP YOU LEARN HOW TO PLAY THE DRUMS



TARGETS STUDENTS OF PRACTICE LEARNING AN INSTRUMENT MORE FUN!



ALSO TARGETS PARENTS AS THE VR HEADSET MEANS THEY WON'T HAVE TO DEAL WITH NOISY DRUMS IN THEIR HOUSES



USE THE VR CONTROLLERS LIKE YOU WOULD USE DRUMSTICKS



FUN, IMMERSIVE EXPERIENCE CREATED THROUGH THE GRAPHICS / UI

CHOOSE BETWEEN 3 DIFFICULTY SETTINGS (EASY, MEDIUM + HARD)

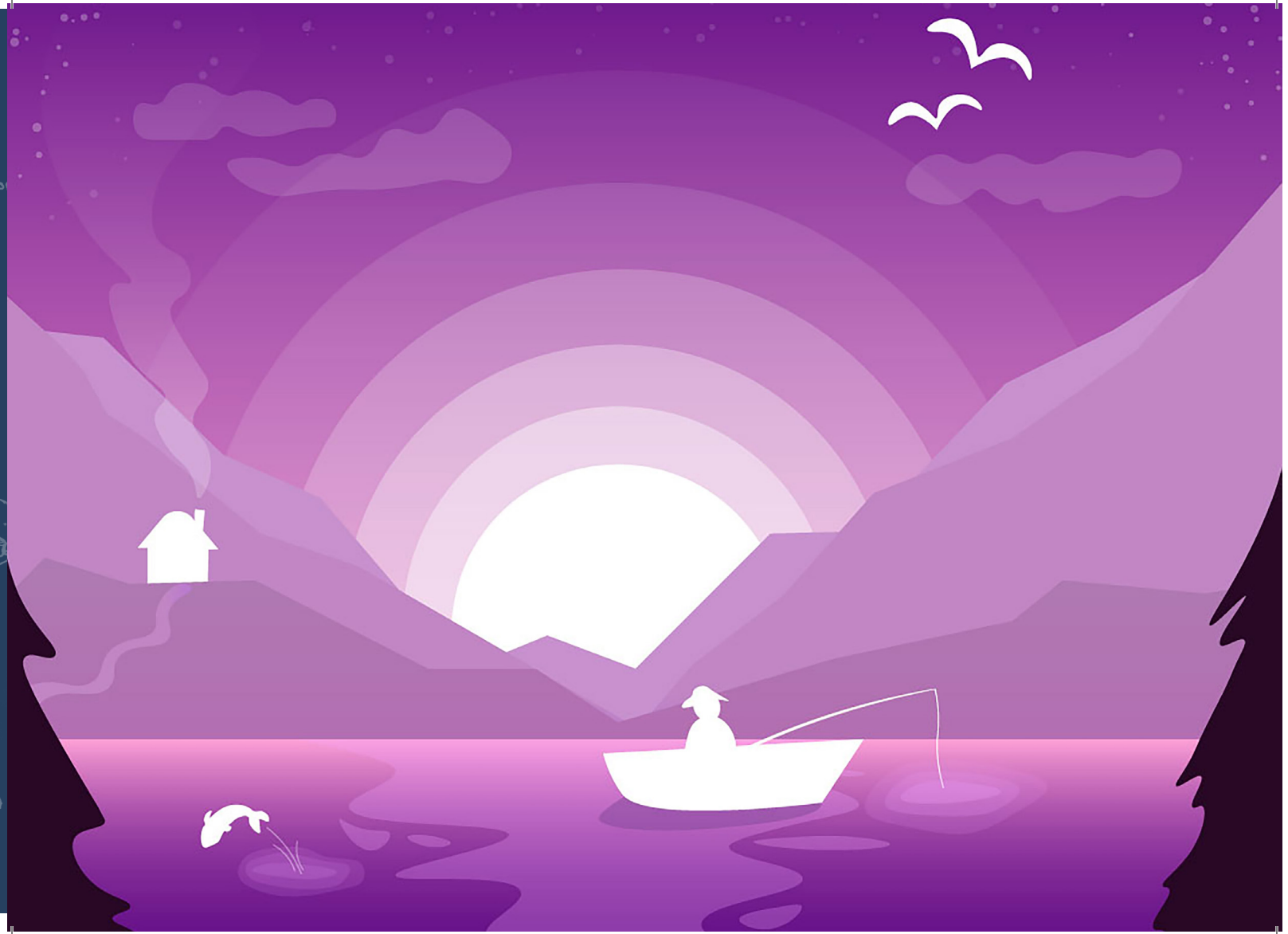
LEARN MODE VS FREESTYLE MODE.



CHOOSE FROM A WIDE RANGE OF SONGS TO PLAY ALONG TO

REALISTIC DRUMMING EXPERIENCE - WITHOUT THE DRUMS

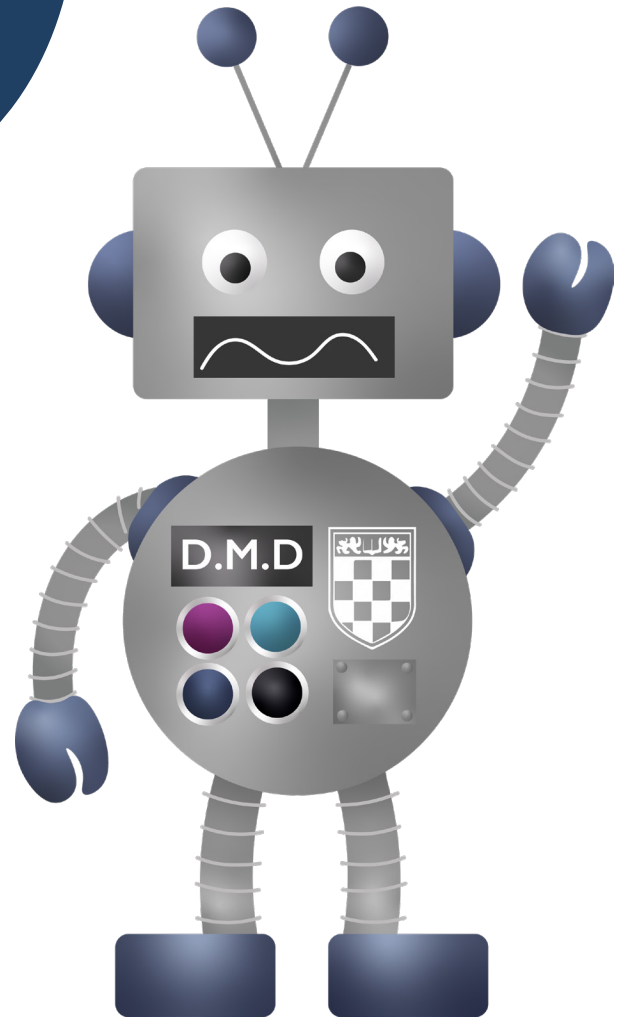


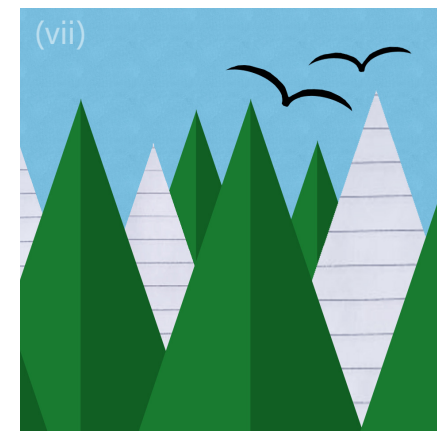
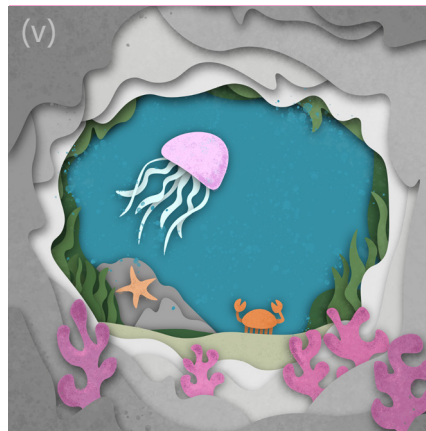


MISCELLANEOUS:

Here are some other designs produced for various projects or just for fun!

- (i) Robot character designed for Transmedia 2021.
- (ii) Smartglasses designed for a group mobile device project.
- (iii) Logo for Transmedia 2021.
- (iv) Level map concept for a game project.
- (v) Ocean scene to experiment with depth and textures.
- (vi) Comissioned portrait.
- (vii) Previous website hero image design





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