

The background features four large, overlapping organic shapes in teal, brown, dark green, and gold. The teal shape is in the top-left, brown in the top-right, dark green in the bottom-left, and gold in the bottom-right. The central area is white.

**Gemma Shrimpton**

Graphic Design and Illustration Portfolio

# About Me

## Gemma Shrimpton

I am an enthusiastic graduate of Loughborough University. Studying Fine Art has evolved my practice and artistic vision.

Focusing on digital mediums and graphic design, I am proficient in Adobe Suite; using Photoshop, InDesign, Illustrator and Animate. I strive to create pixel-perfect images with every design brief.

### Education

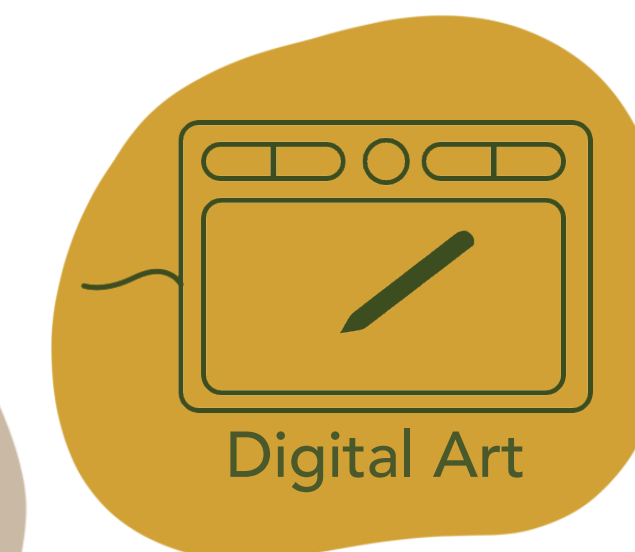
2018 - Present	Loughborough University, BA (Hons) Fine Art Second Year Result: 2:1
2016 - 2018	Comberton Village Sixth Form A Levels: Art and Design (A*), Psychology (B), English Literature (B)
2011 - 2016	2011 - 2016 12 GCSEs (Grades A-C) including Mathematics and English



## Personal Skills

- Teamwork
- Creative Direction
- Visual Communication
- Caring
- Enthusiastic
- Conscientious
- Diligent
- Determined
- Time Management
- Energetic

## Interests



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HeadsUp

3



Soul

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Poster Work

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Animation

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Absofacto

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Dear Grandma

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Clothing Design

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Article

# 1 HeadsUp

## Overview:

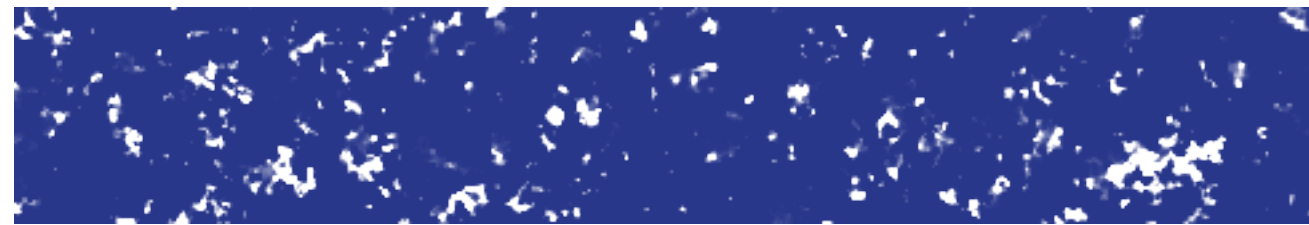
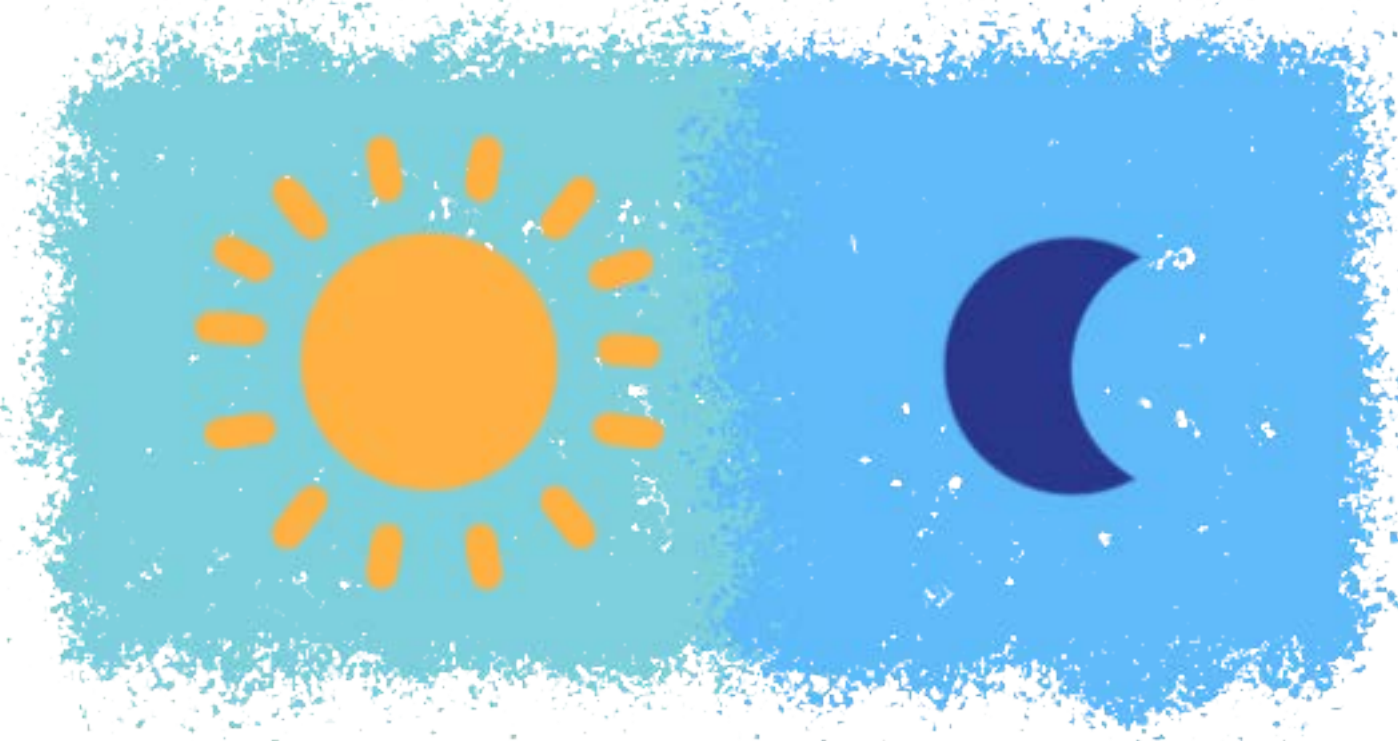
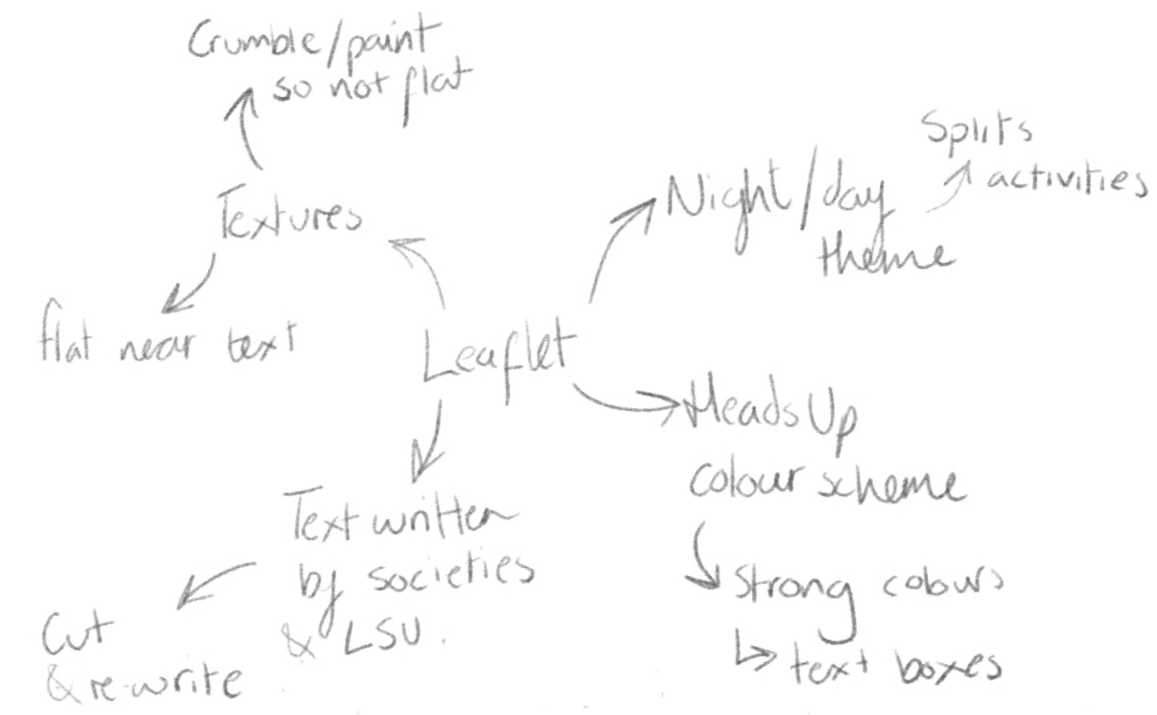
Due to COVID-19, well-being societies and the LSU Welfare and Diversity team at Loughborough University wanted to spread awareness surrounding mental health.

## Brief:

To create a Z fold leaflet with healthcare tips and resources.

## Time Scale:

12 Oct 2020 - 26 Oct 2020.



### Trigger Those Endorphines

**Physical activity**

Below are some tips and resources on how to stay physically active while staying at home or keeping your distance.

**Why should I stay active?**  
It will help you to de-stress, build a daily routine, and (once you got into the habit of doing it) even something to look forward to.

**How can I stay active whilst in lockdown?**  
You can start by reducing the time you are sitting. Taking breaks while working by standing up and walking around.

If you fancy pushing yourself harder, the University has some really good resources for sports during lockdown and self-isolation which are definitely worth having a look at:  
1. <https://www.lboro.ac.uk/sport/lockdown/>  
2. <https://www.lboro.ac.uk/sport/lockdown/training/>

### Daily Activities to Boost Your Mood

**Keep Going!**

If you are self-isolating, days can feel like weeks and one of the biggest questions is: how to keep occupied?

Here are some ideas:

- Create a playlist with your favourite songs.
- Unclutter your stuff (real and digital).
- Donate the things you don't need anymore.
- Go back to an old hobby or try something new.
- Learn a new language...  
It's the perfect time to learn a new language (and let's be honest, we all have this one language where we said: One day I'm gonna learn it)
- Read a new book...  
My personal book recommendation: The Millennium Trilogy from Stieg Larsson
  - The girl with the dragon tattoo,
  - The girl who played with fire,
  - The girl who kicked the hornets' nest.

## Mental Health in Lockdown

A leaflet full of tips for those quarantening.

Brought to you by LSU Welfare and Diversity, HeadsUp and Nightline.

Nightline is a confidential, anonymous listening line run by students for students. They are open 4 nights a week Monday, Tuesday, Wednesday and Friday 8pm-8am on phone line (01509 227650) and on their instant messenger service, which can be found on all of their social channels and on our website. They are always there to listen, however big or small the problem may be or if you are just feeling lonely and want a chat about the football, films, music or anything. They are aware of the additional strain that is being placed on students by the pandemic and are committed to being here as greater capacity as is physically possible.

Our amazing volunteers are always ready to take your calls throughout the night.

### Platforms That Can Help

Loughborough HeadsUp is a student-run association focusing on promoting positive mental health and wellbeing across campus, through social media campaigns and events.

**Useful Links:**  
For those who struggle with alcohol addiction or feel like they're drinking too much - <https://www.alcoholics-anonymous.org.uk>  
For those who struggle with using or feel like they're using too much - <https://ukna.org>

The above links are completely non-judgemental resources and there are usually support meetings in every local area.

### Wind Down at Sun-Down

**Make Meal Plans Instead of Dinner Plans**

Having a balanced diet with the recommended 3 meals a day is extremely important for your health as it strengthens the immune system and gives you the energy you need to have an active and productive day.

How varied your meals are is also very important to give your body all the different nutrients it need to keep your immune system strong. Eating a lot of fruit and veg, maybe changing your spaghetti for wholemeal pasta will increase the notorious value of your meals. This being said I just want to mention that it is okay (even recommended) to eat carbs and fats, in moderation.

If you want some more inspiration and want to try some new and healthy recipes now we finally have the time for it, have a look at the BBC food page: <https://www.bbc.co.uk/food/diets/healthy>

# Final Design

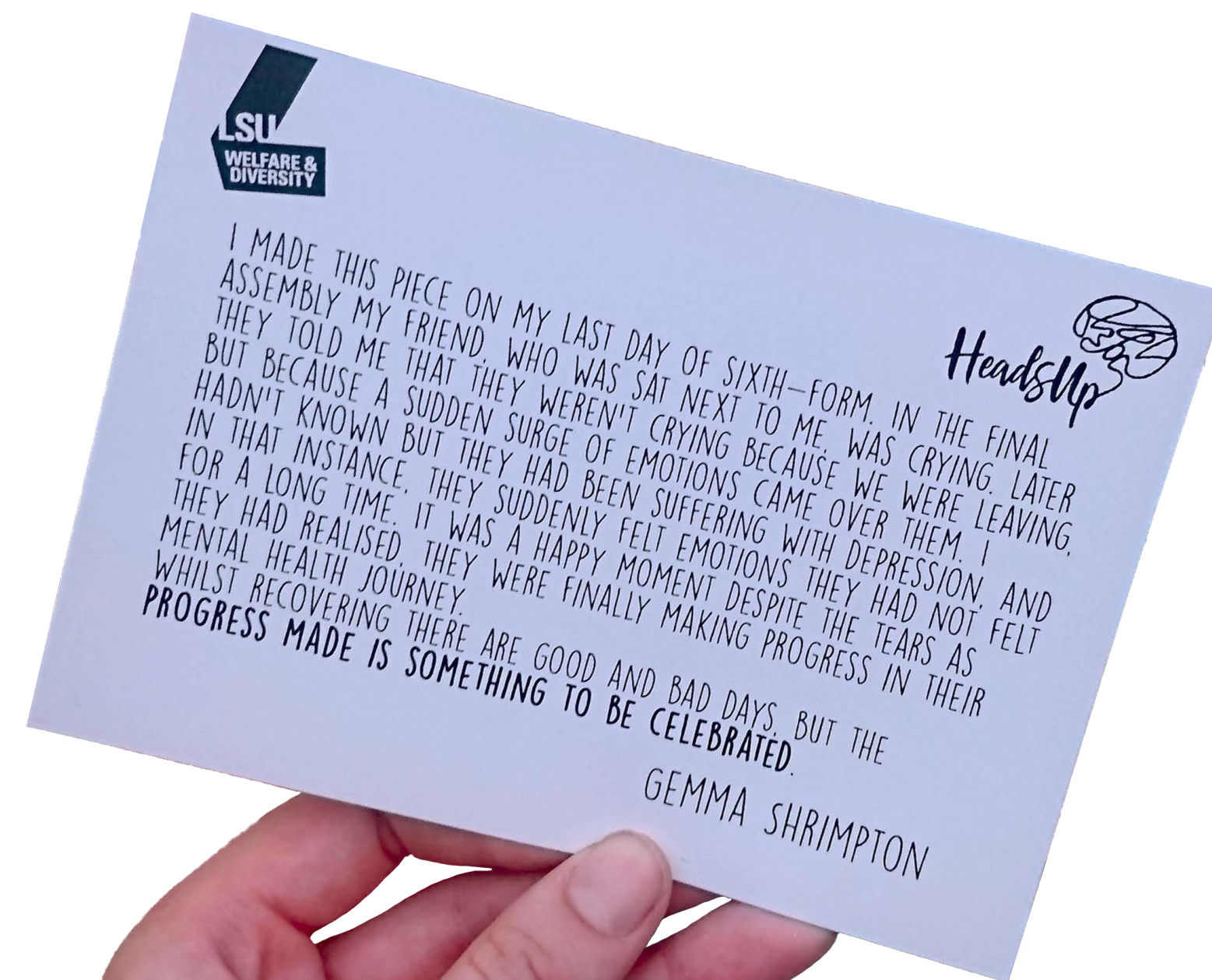
As the Graphics and Digital Media Officer for HeadsUp I was given the opportunity to create the leaflet for Loughborough Students' Union Welfare and Diversity team. The leaflet was printed and dispersed amongst the university halls.



# HeadsUp Postcard



'Rain Boy'  
Winning postcard for Loughborough  
University's 'Mental Health Day Post  
Card Competition' 2020.



LSU  
WELFARE & DIVERSITY

HeadsUp

I MADE THIS PIECE ON MY LAST DAY OF SIXTH-FORM. IN THE FINAL ASSEMBLY MY FRIEND, WHO WAS SAT NEXT TO ME, WAS CRYING. LATER THEY TOLD ME THAT THEY WEREN'T CRYING BECAUSE WE WERE LEAVING, BUT BECAUSE A SUDDEN SURGE OF EMOTIONS CAME OVER THEM. I HADN'T KNOWN BUT THEY HAD BEEN SUFFERING WITH DEPRESSION, AND IN THAT INSTANCE, THEY SUDDENLY FELT EMOTIONS THEY HAD NOT FELT FOR A LONG TIME. IT WAS A HAPPY MOMENT DESPITE THE TEARS AS THEY HAD REALISED, THEY WERE FINALLY MAKING PROGRESS IN THEIR MENTAL HEALTH JOURNEY. WHILST RECOVERING THERE ARE GOOD AND BAD DAYS, BUT THE PROGRESS MADE IS SOMETHING TO BE CELEBRATED.

GEMMA SHRIMPTON



# 2

## Absofacto

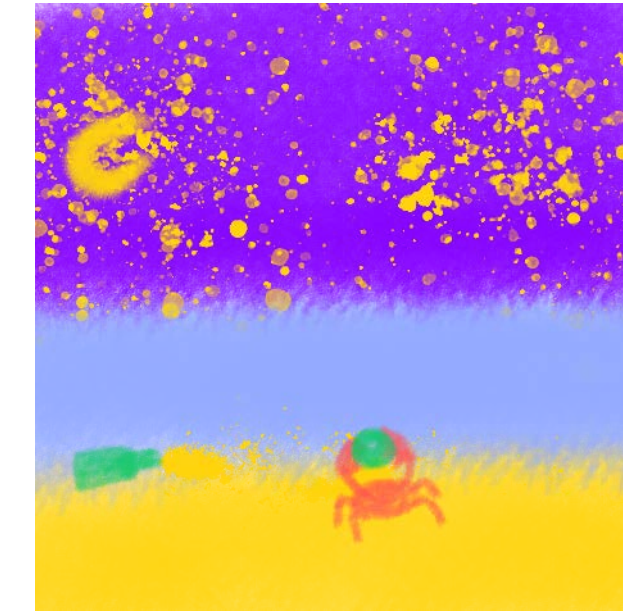
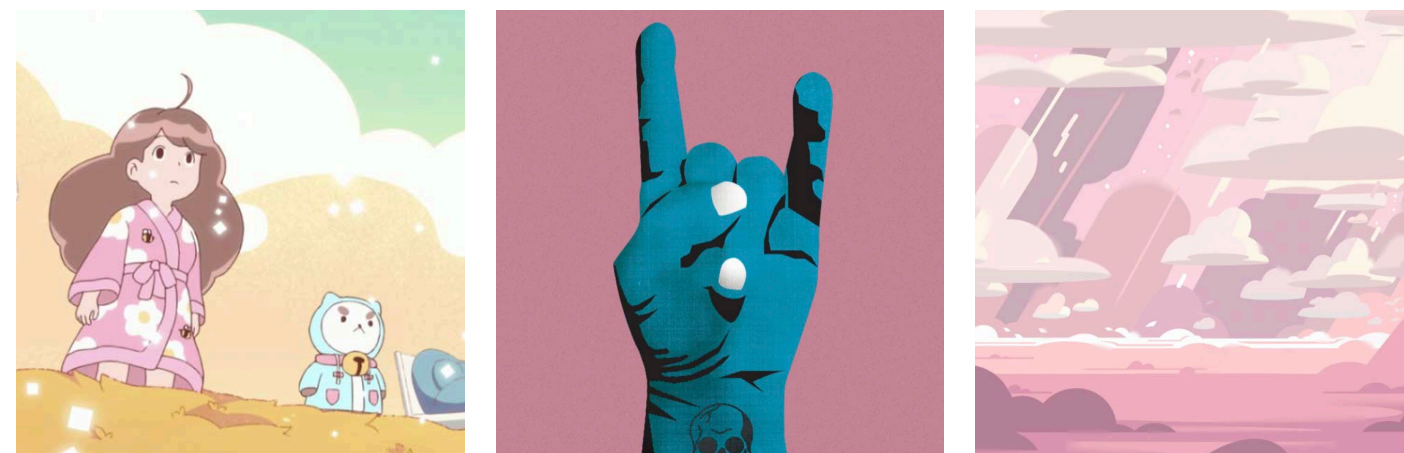
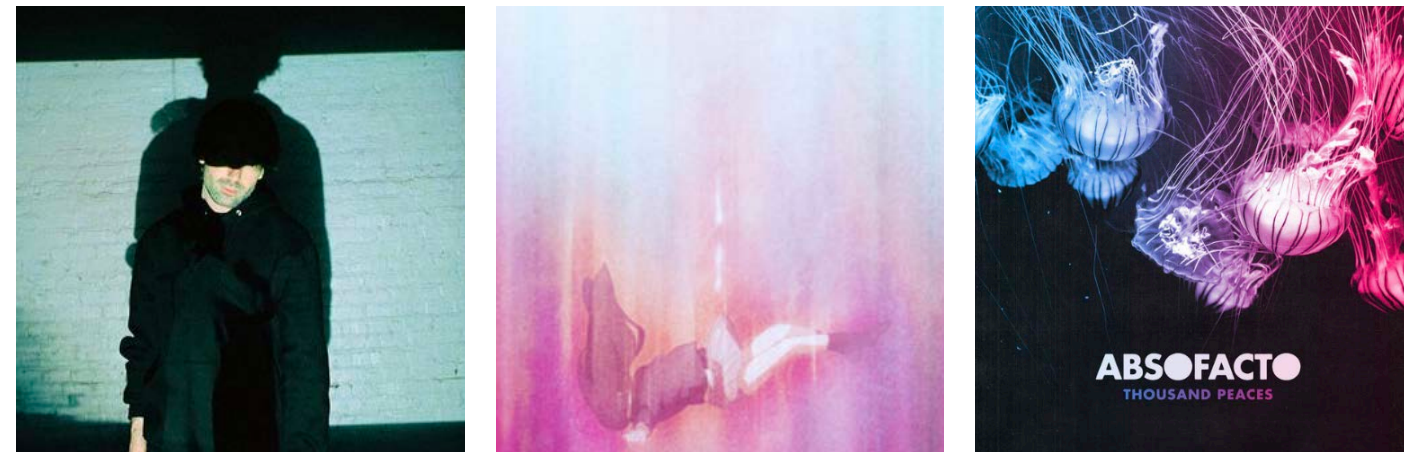
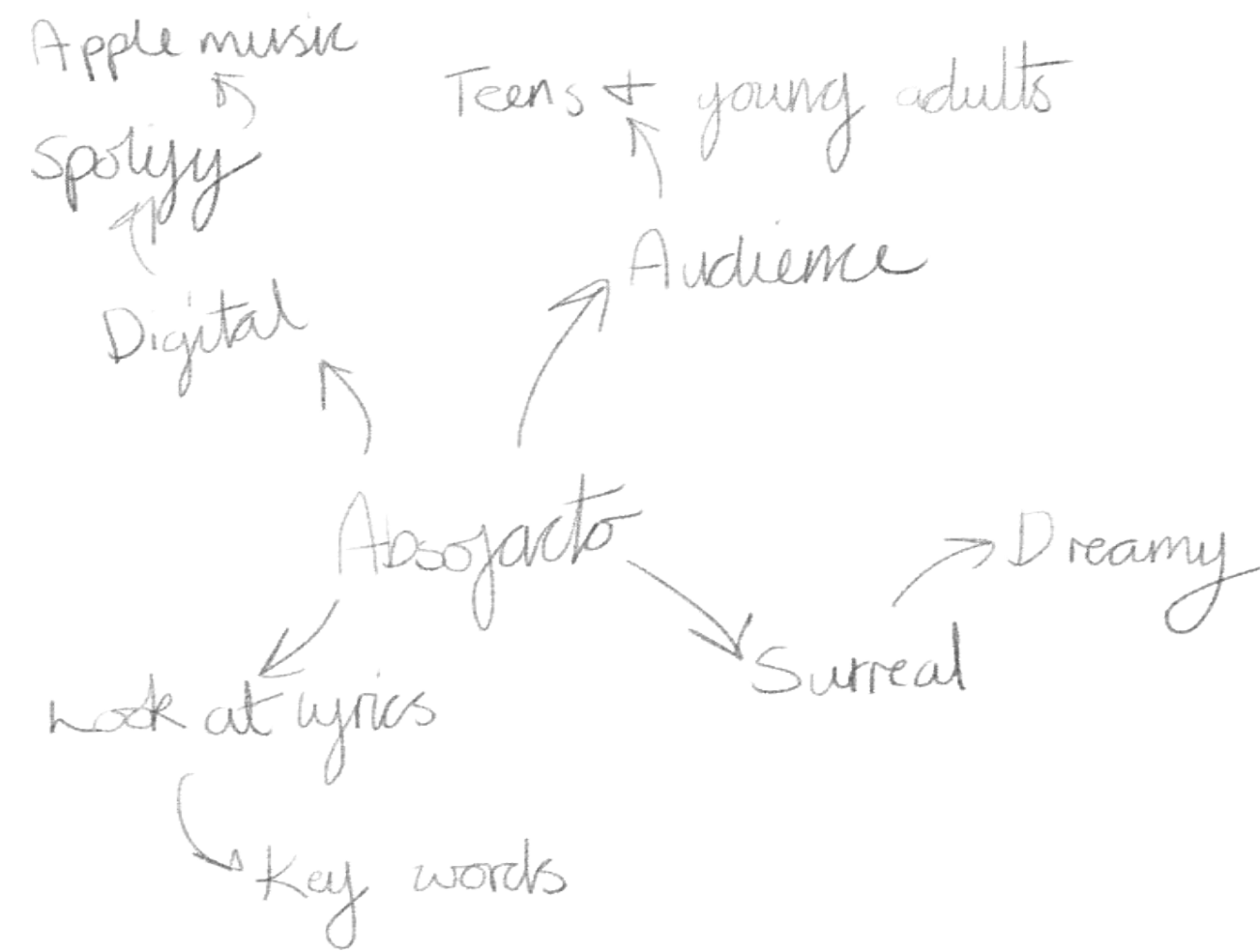
### Overview:

This is a personal project where I re-designed an album art cover in a limited amount of time.

### Brief:

Re-design musician Absofacto's album cover for 'Thousand Peaces'.

Time Scale:  
Three Hours



I just wanted you to watch me  
 dissolve  
 Slowly  
 In a pool full of your love  
 But I don't even know how the  
 chemistry works  
 When you're poolside  
 Kicking in the dirt  
 Kicking in the sand  
 And stirring up trouble

Lyrics from Absofacto's  
 song 'Dissolve'  
 within the album  
 'Thousand Peaces'

Water  
 Chemistry  
 Sand  
 Dissolve

Sea  
 Chemistry Equipment  
 Beach  
 Blend & Disperse

Ocean  
 Flask  
 Experiment  
 Soothing

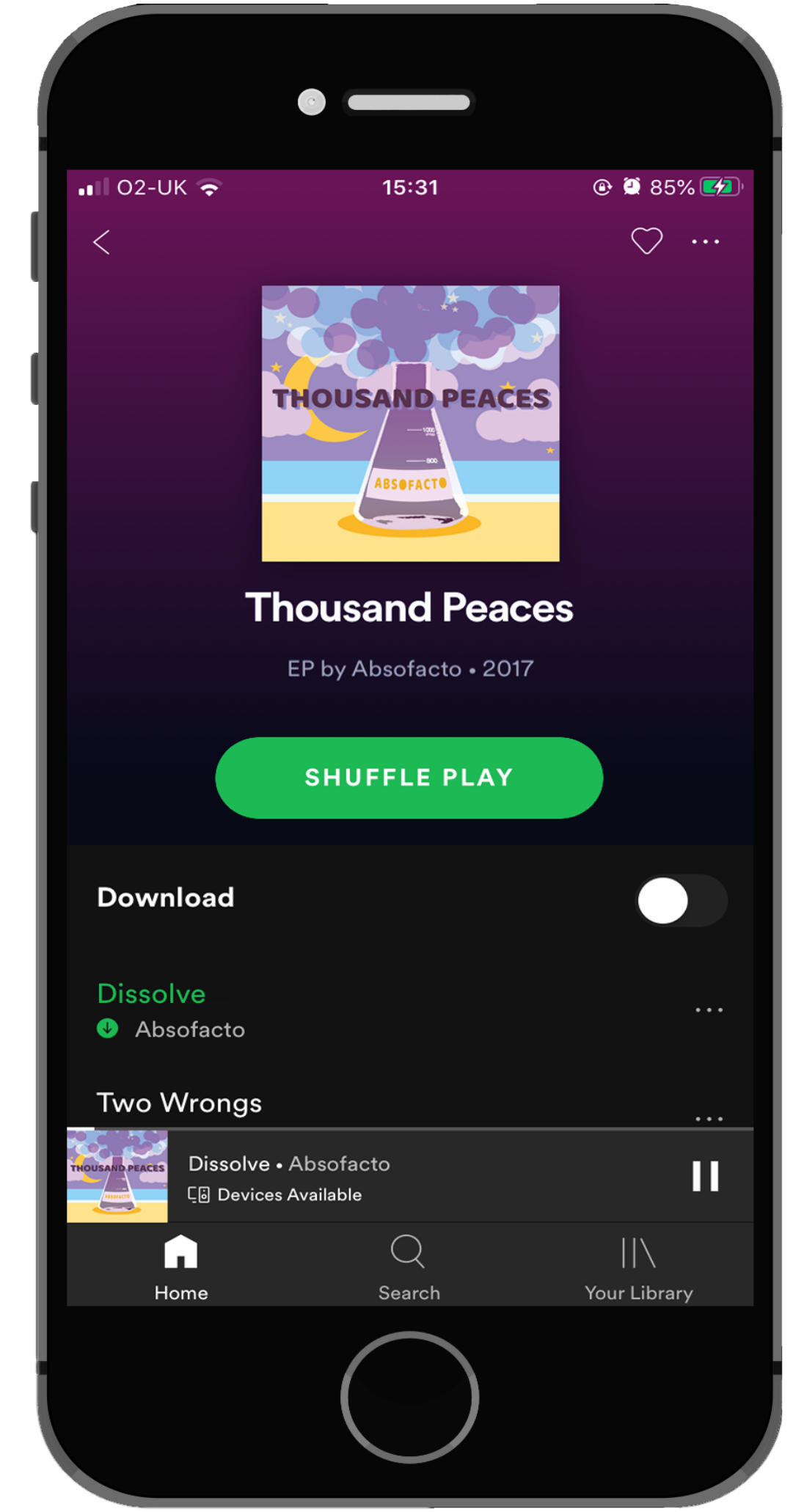




**ABSOFAC**  
**ABSOFAC**  
**ABSOFAC**  
**ABSOFAC**

**THOUSAND PEACES**

The art piece is inspired by animations such as Steven Universe. The simplified shapes and colours create a dream-like quality, similarly to Absofacto's lyrics.





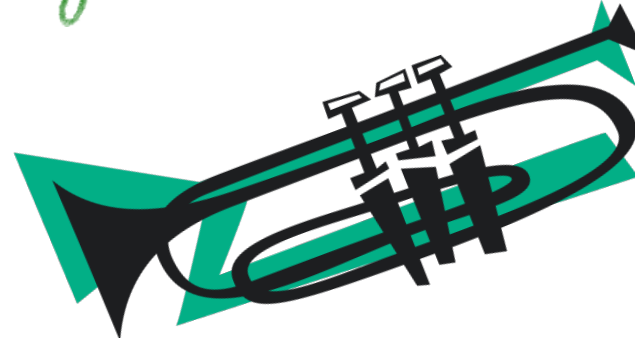
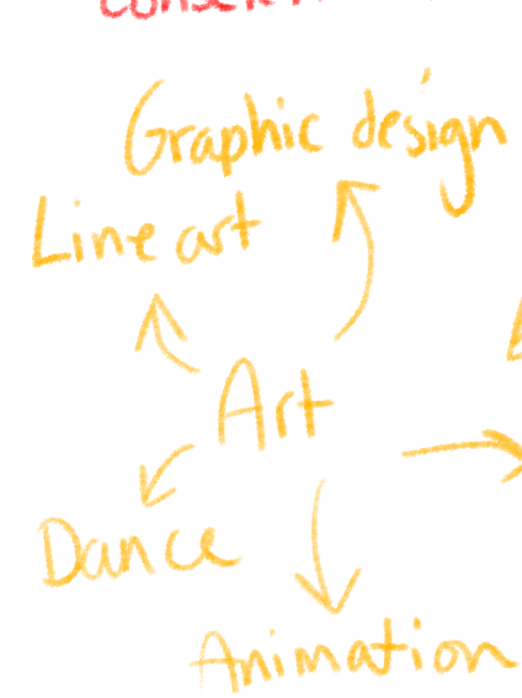
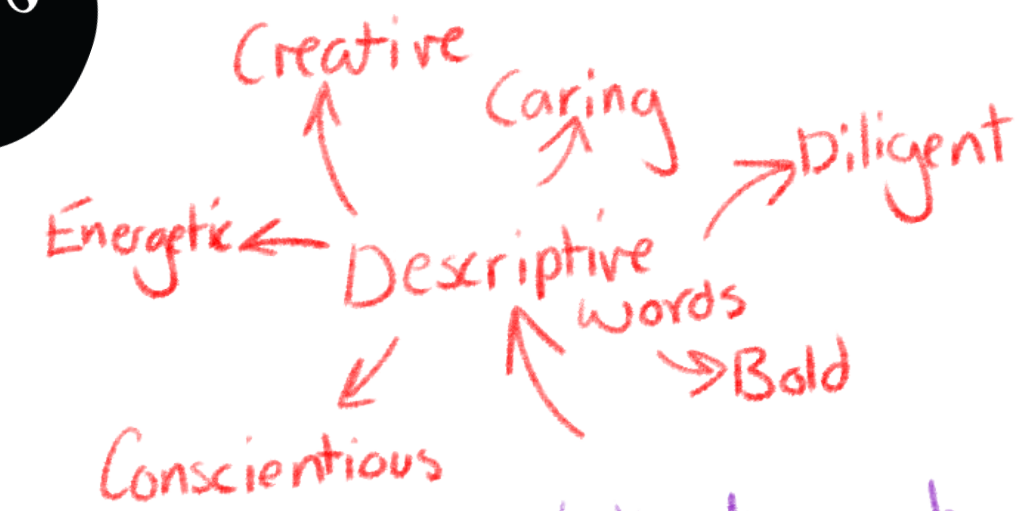
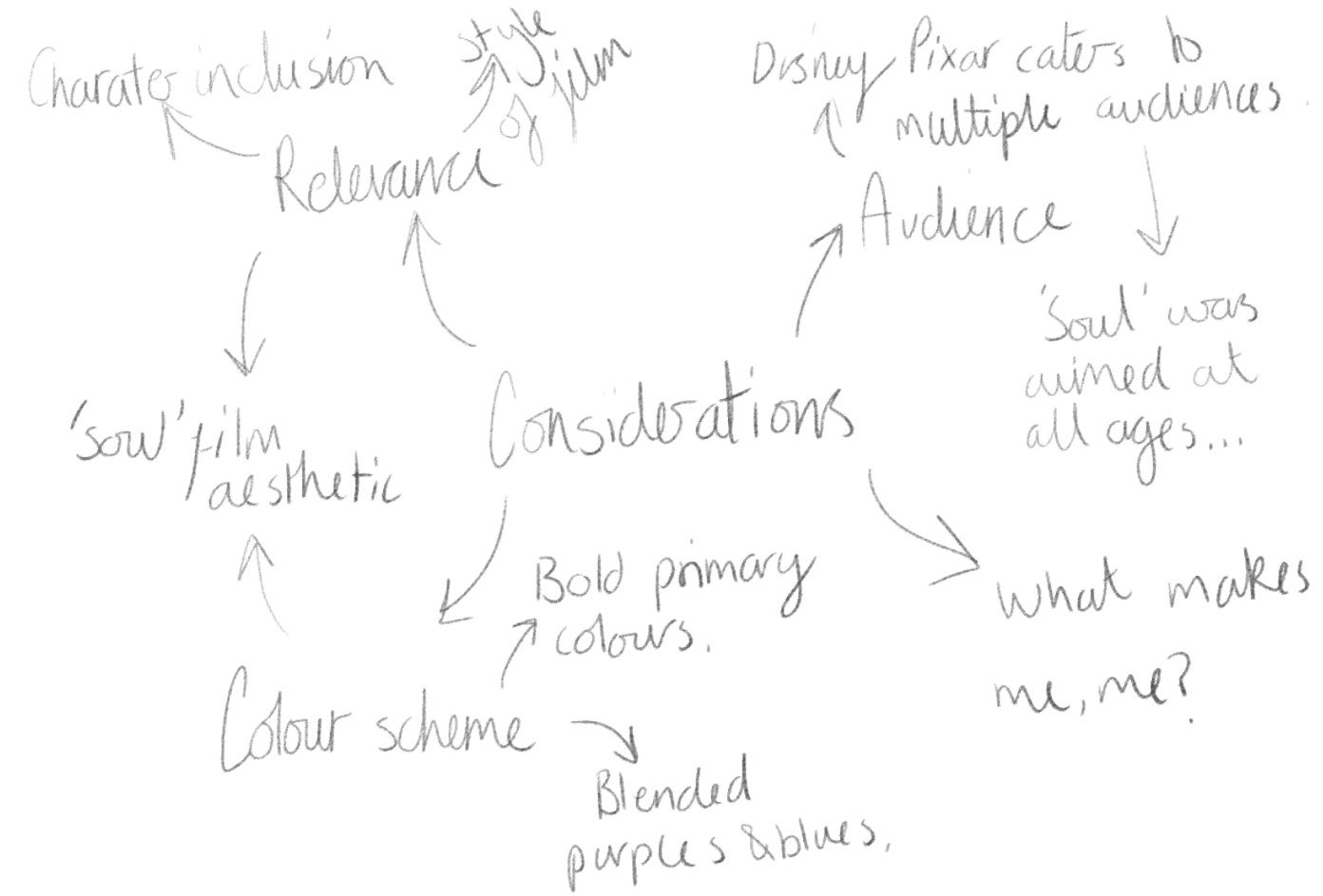
# 3 Disney Pixar

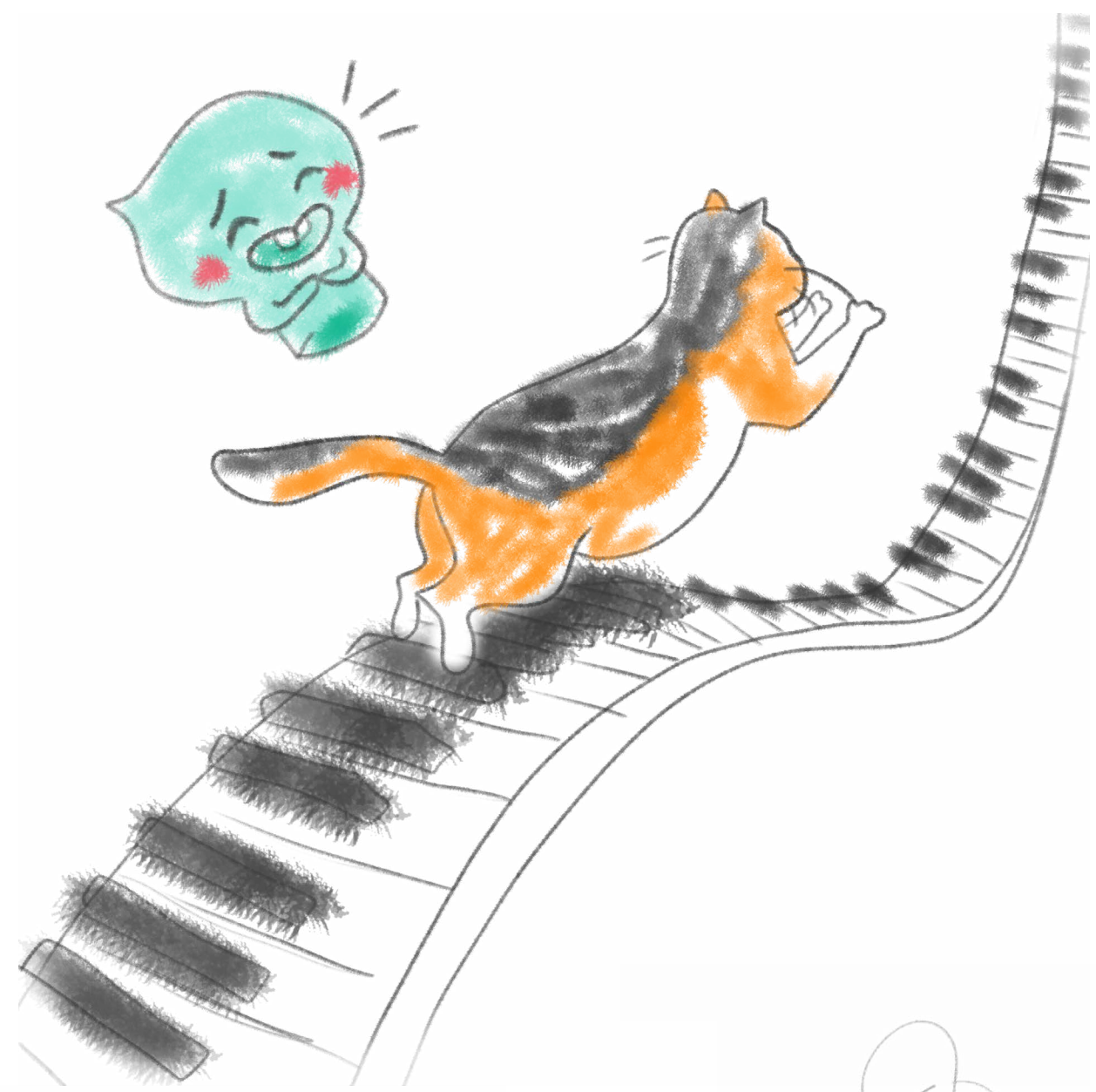
Overview:  
Disney Pixar collaborated with Adobe to produce the 'Adobe Art and Soul Competition' 2020.

Brief:  
Create an album cover for the film 'Soul'.  
The artwork must answer the question 'What makes you, you?'.

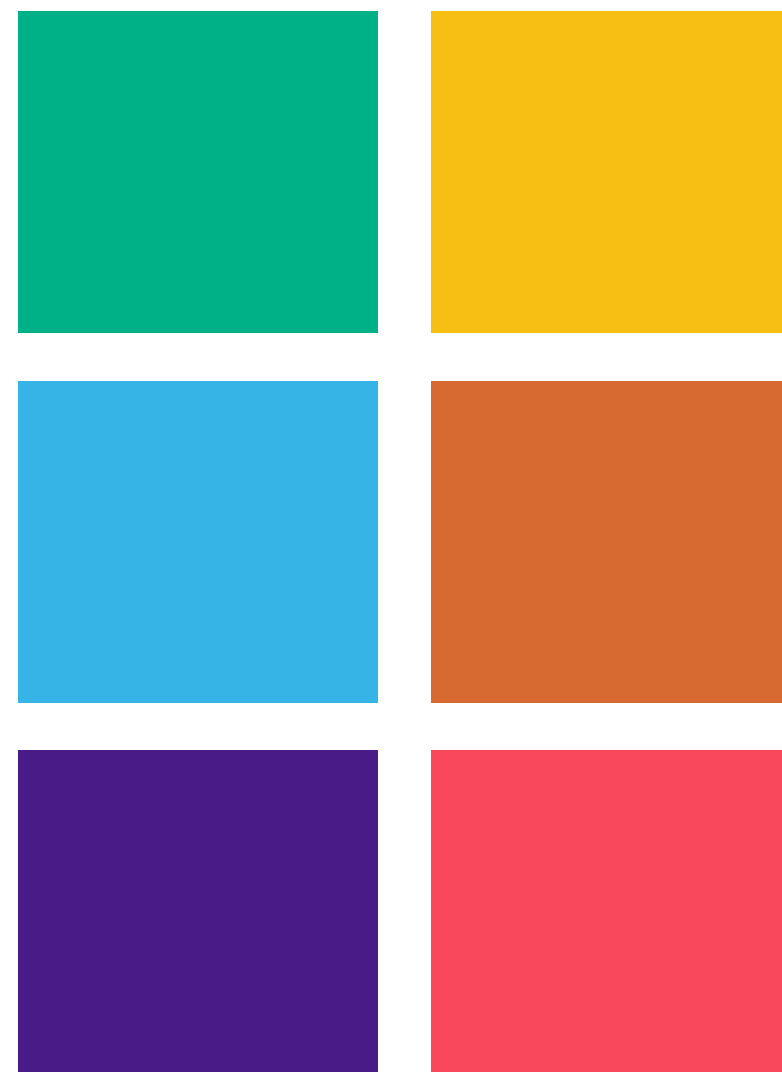
Rules:  
The participant must use at least one stock image provided.

Time Scale:  
5 Hours.





## Final Sketch



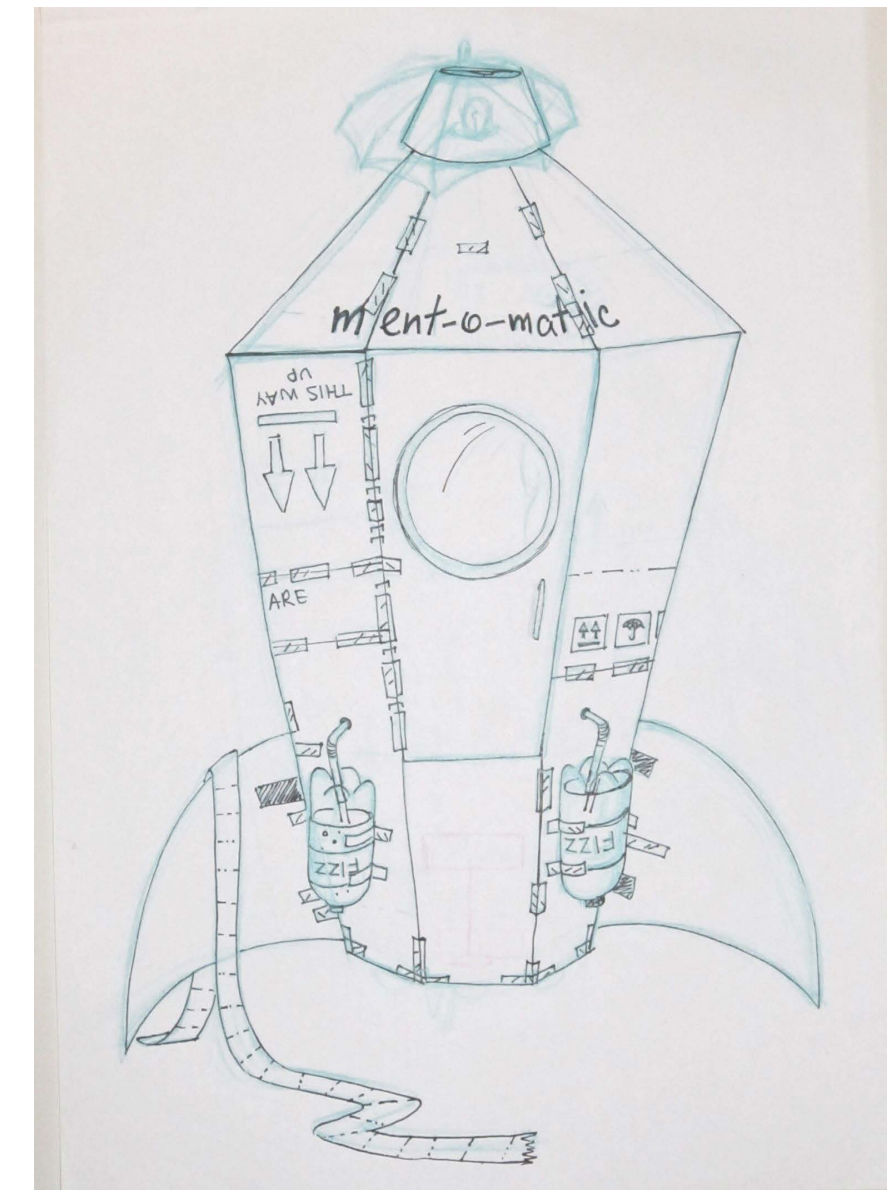


# 4 Dear Grandma

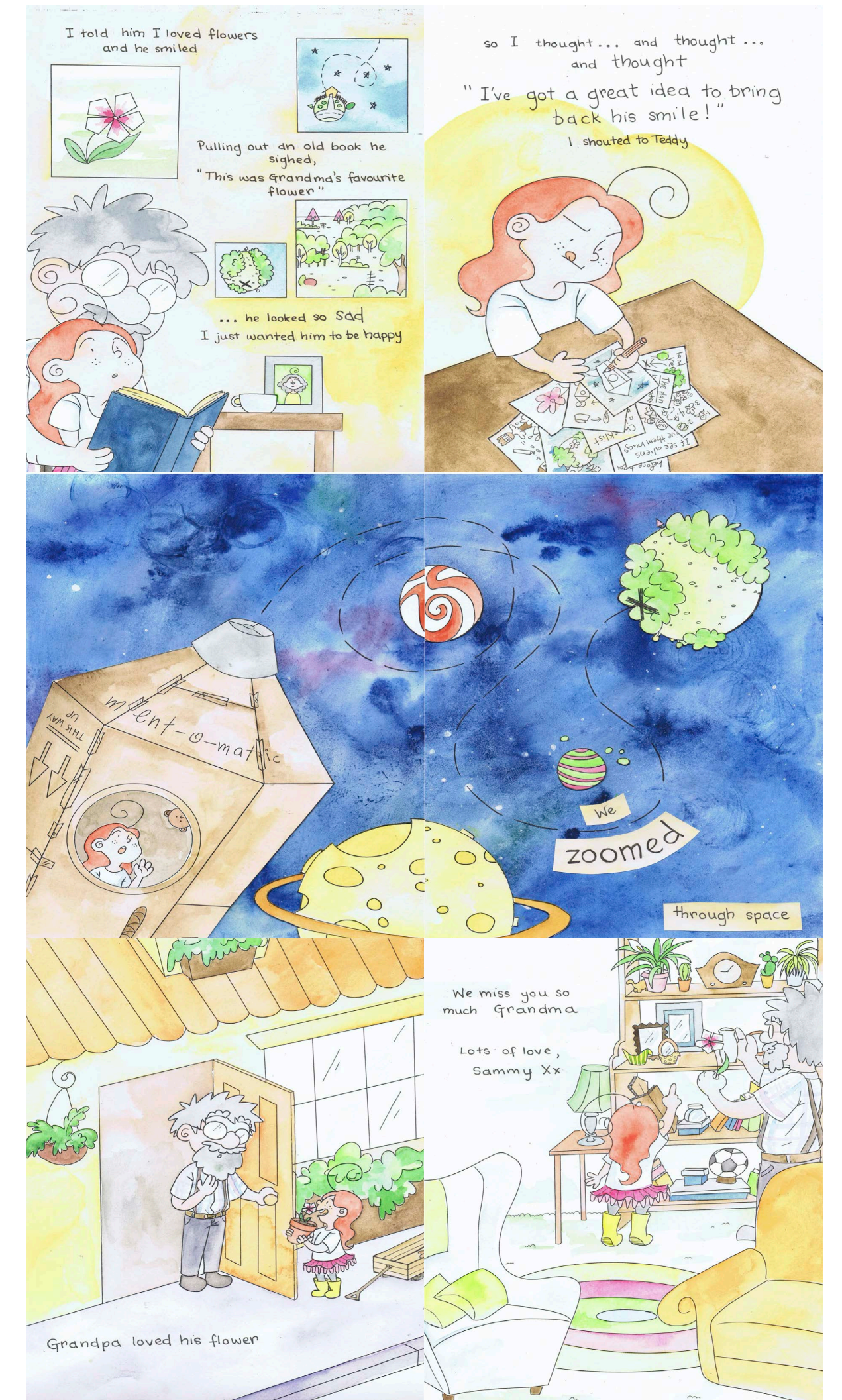
'Dear Grandma' was a collaborative project to make an children's illustration book 2017-2018.

Amy Selby, Rebecca Wilkinson, Sarah Hannaford, Erica Tang, Tom Frost and myself worked diligently and effectively together.

The book presents a young girl, called Sammy, who writes a letter to her late grandma.



# Dear Grandma



# POSTER PROJECT

*Campaign for a Better World*

## 5 Poster Work

**Overview:** The project aimed for students to create posters about a topic they are passionate about. The winners work was presented around the Loughborough University campus.

**Brief:** Create a poster that conveys a topic which provokes positive change and acceptance.

**Rules:** The posters created can be used within university work and cannot be offensive.

**Time Scale:** 2 Hours Per Poster



Mock up of how I imagined my work to look in a public space.

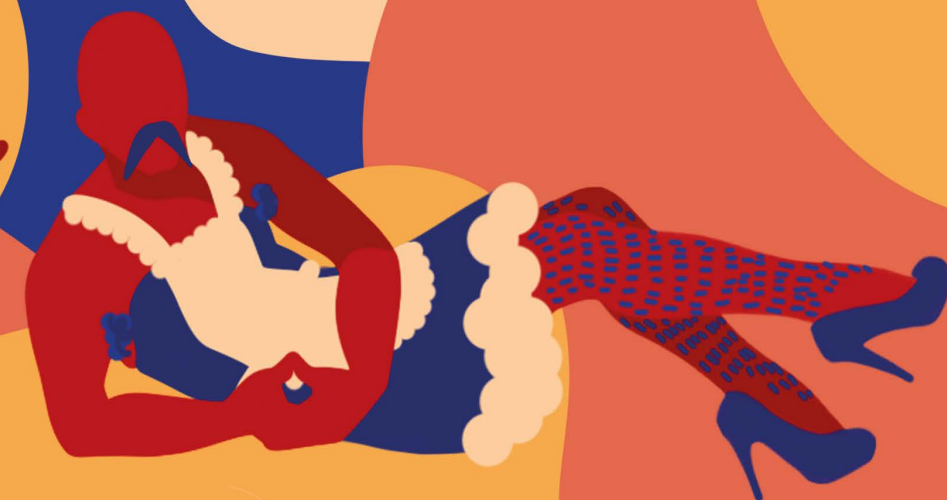
**WHAT YOU SEE ON  
SCREEN ISN'T  
ALWAYS WHAT YOU  
SEE BACKSTAGE.**



**WE WANT TO SEE DIVERSITY. WE NEED TO SEE DIVERSITY.**

**EXPRESS  
YOURSELF**

*Enchanté*  
♡



**IMPRESS  
YOURSELF**

*Strumpf*

**Ogólnopolski  
Strajk Kobiet**

**My Body. My Choice.**

**Educate yourself and help women  
take back their reproductive  
rights in Poland.**



*Strumpf*

**How Would  
You Feel If  
All Eyes  
Were On You  
Ever Since  
You Were  
Born A  
Woman, Not  
A Child?**

# 6 Clothing Design



Leading on from the poster project, I was inspired to create a clothing design that symbolised acceptance, kindness and togetherness.

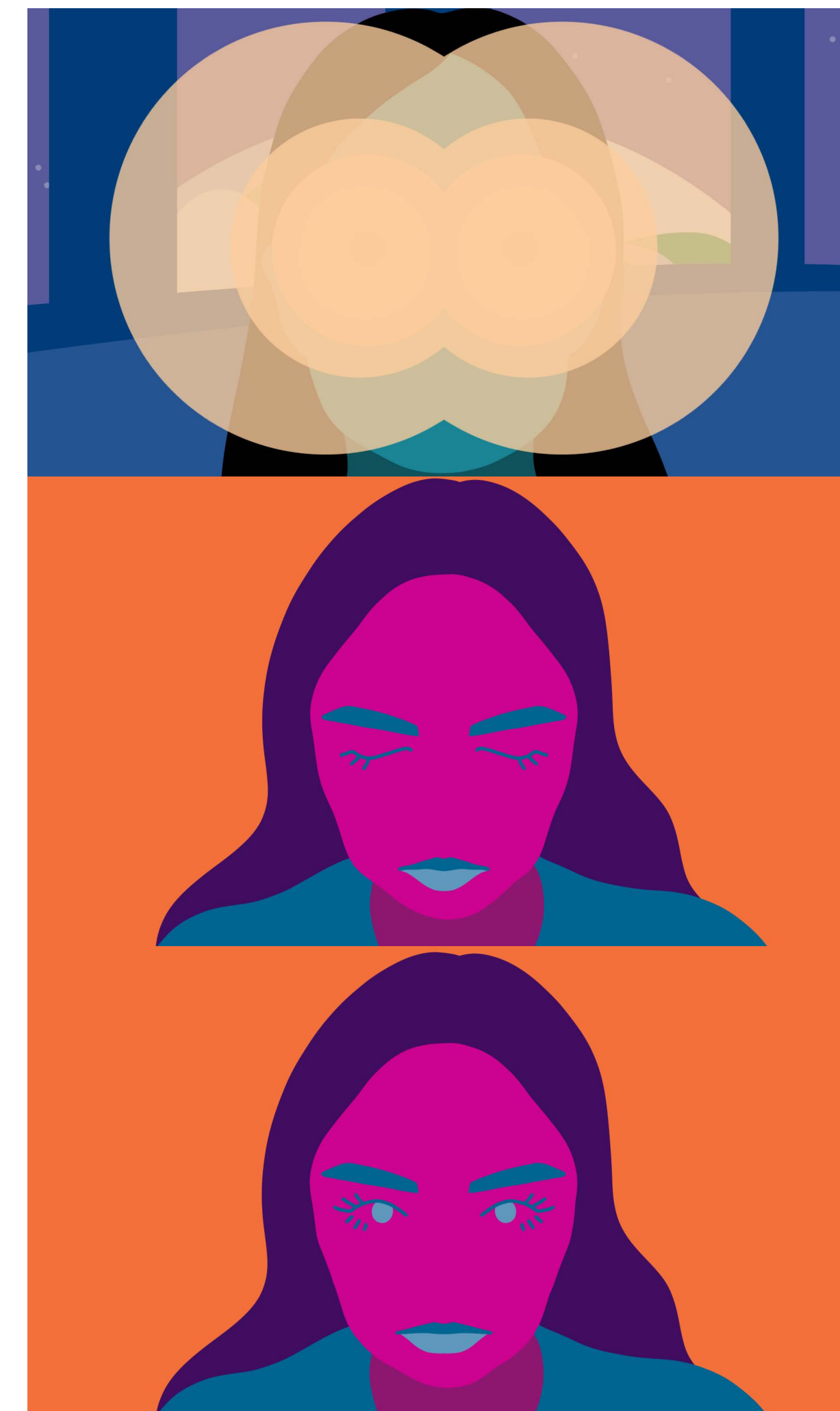
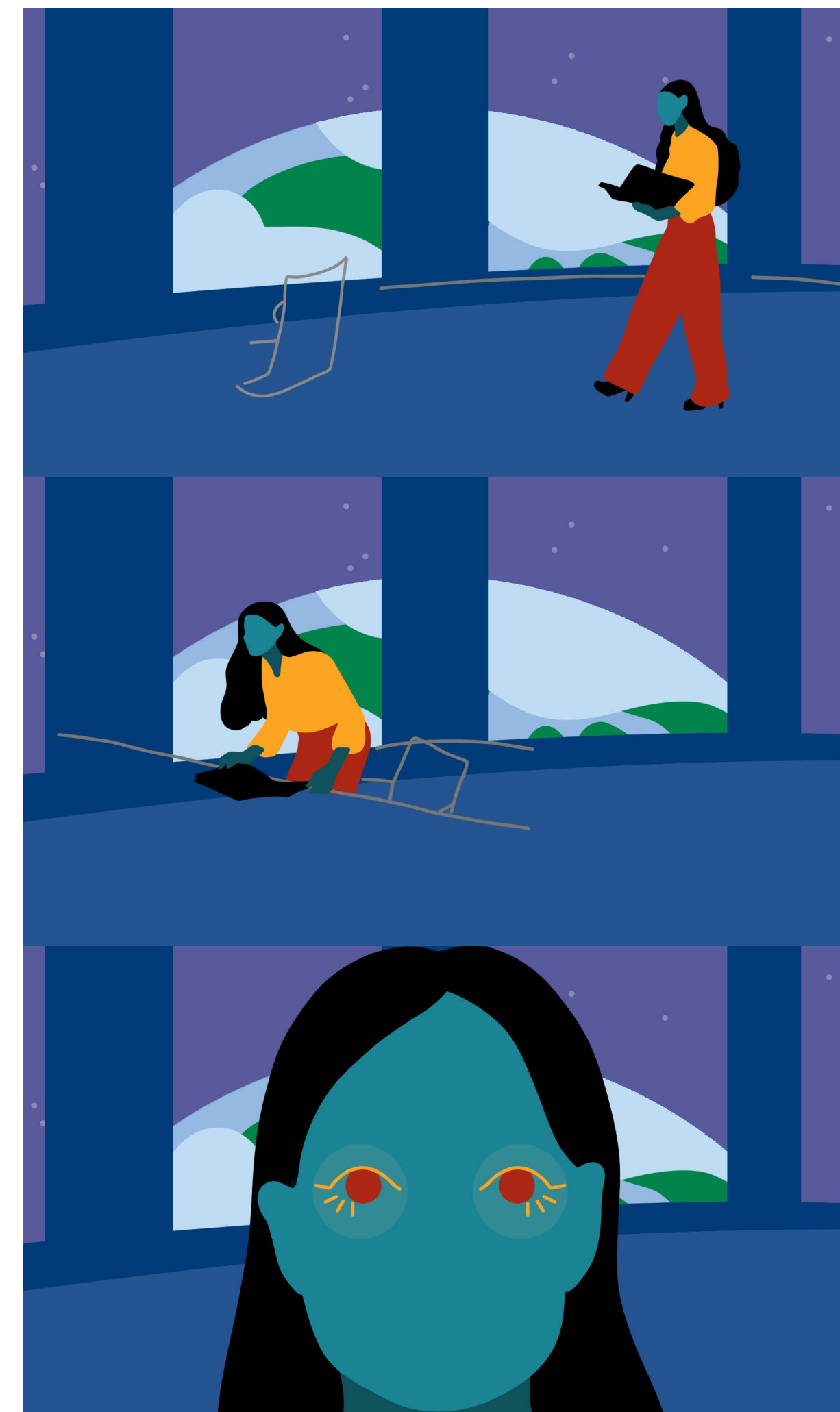
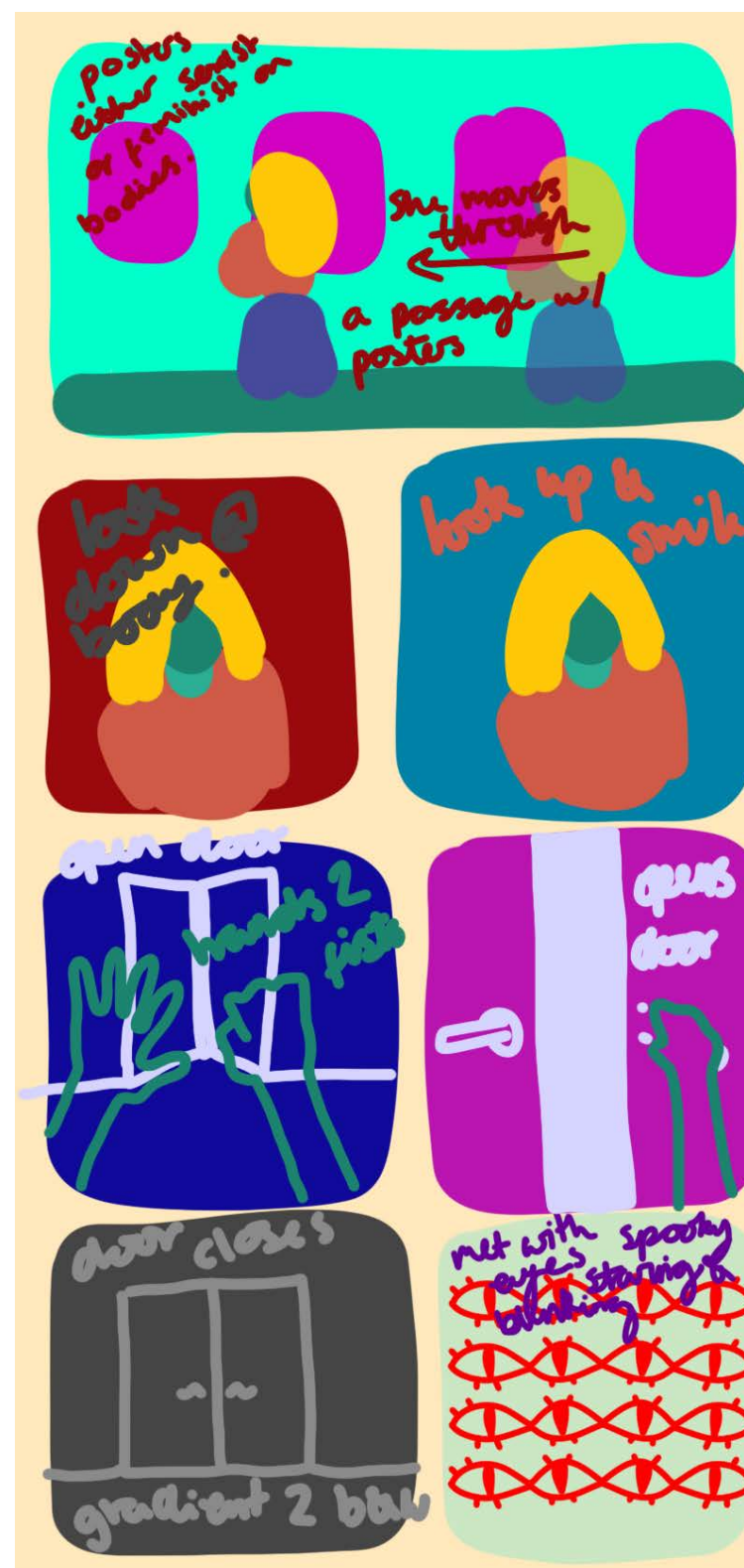
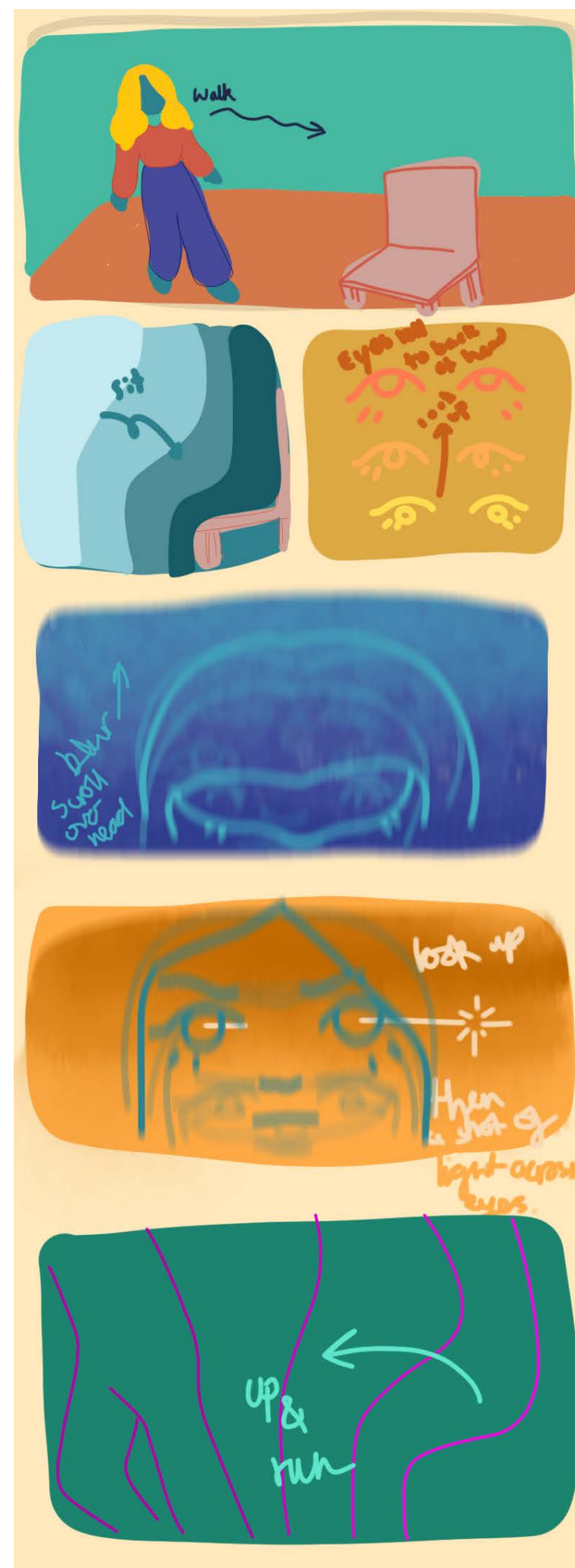


# 7 Animation

## Overview:

The animation was a part of a University project. The video highlights the being as "other" in a female form. The being is separate from Earth and imagines two alternate worlds in a split ending: one where women are uplifted and the other where women degraded.

A clip from the video can be accessed on Vimeo via the link:  
<https://vimeo.com/499273900>





# 8 Article

I wrote an article for 'The Limit' magazine.

The article comprises of six stereotypes of art students that you can find at Loughborough University.

The light-hearted and comical article is mixed with illustrations of the artists, drawn by myself.



STUDENT FEATURES

28 October 2020 | 6 mins

## Artist stereotypes: which one are you?

Written and illustrated by Gemma Shrimpton Stereotypes... Some may say that we all fit into one or another, others would argue that...

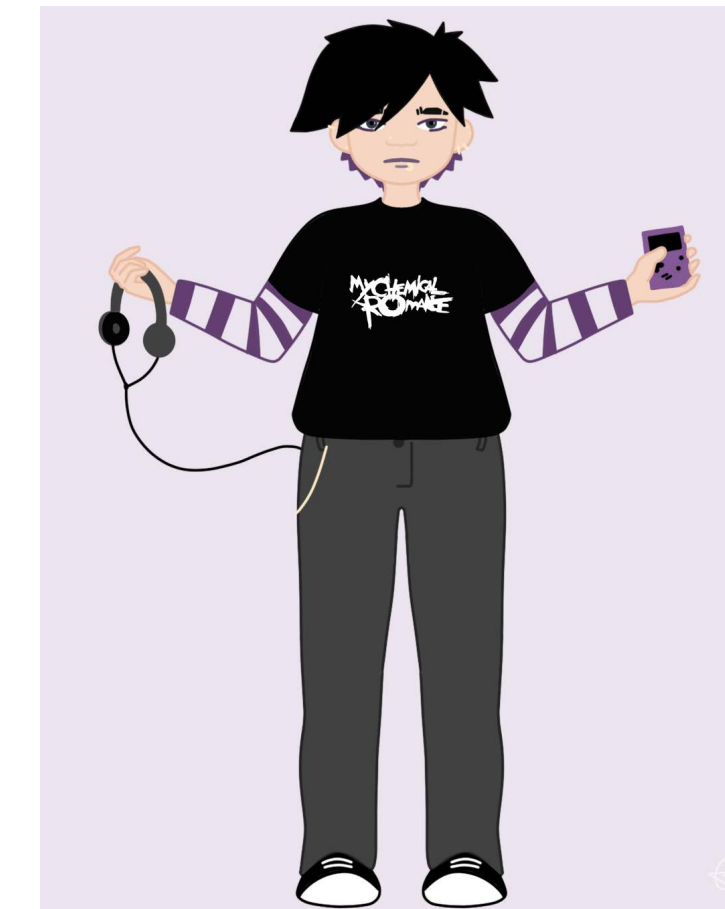


By LU Arts

The article can be accessed via this link:  
<https://blog.lboro.ac.uk/limit/2020/10/28/artist-stereotypes-which-one-are-you/>



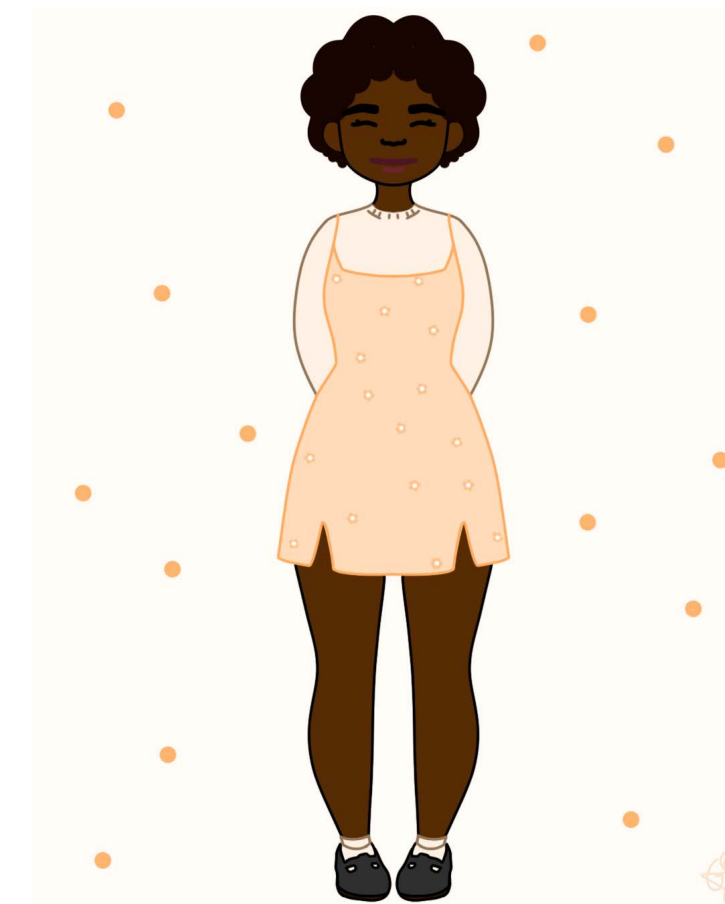
'The messy artist'



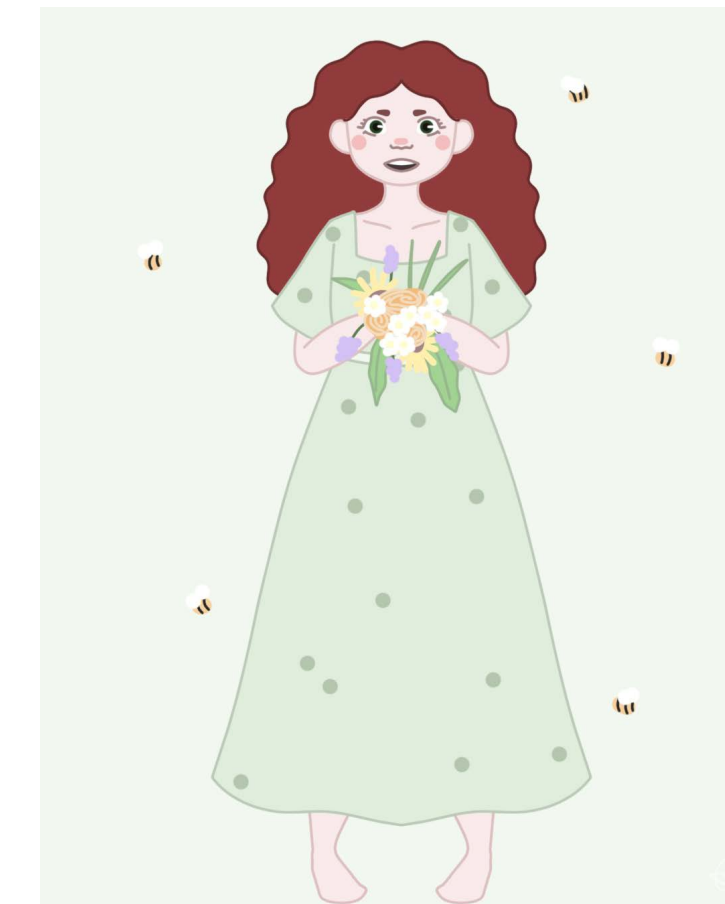
'The hermit'



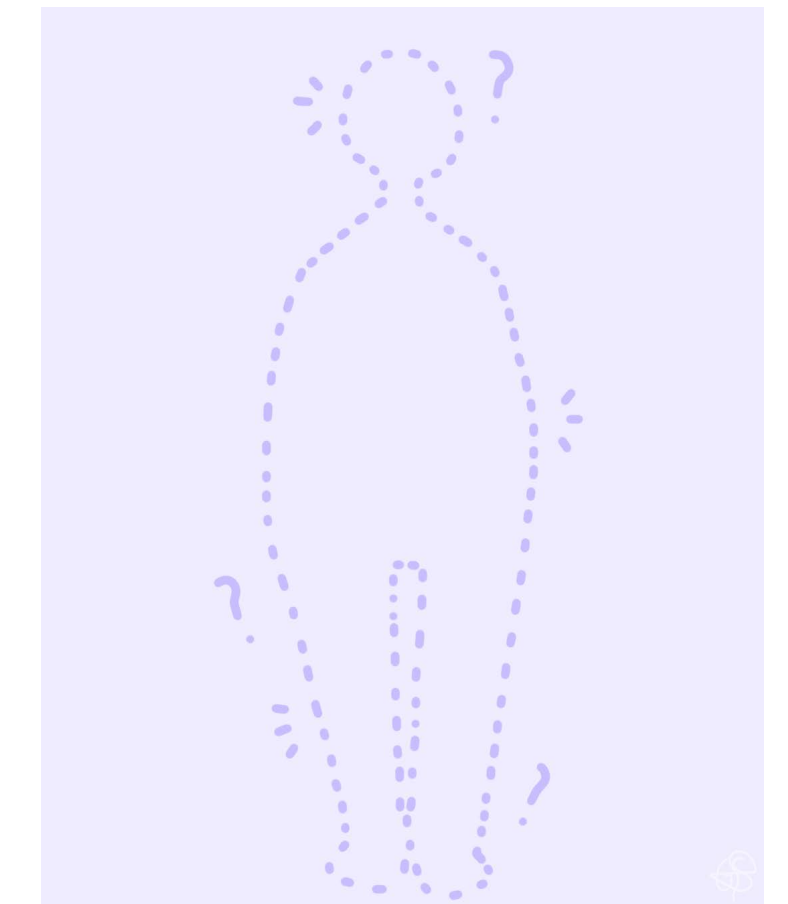
'The AU artist'



'The mum of the course'



'The cottage core artist'



'The artist who never shows up'

# Thank You

 07927245422

 [gemma.shrimpton@yahoo.co.uk](mailto:gemma.shrimpton@yahoo.co.uk)

 [gemma.shrimpton](https://www.instagram.com/gemma.shrimpton)