

Craig Baldwin

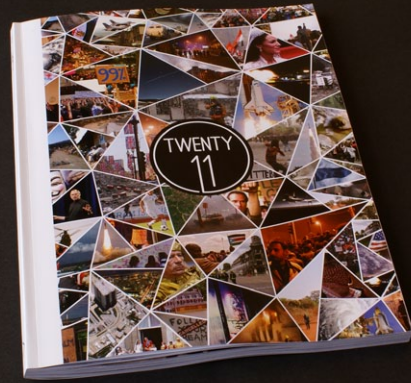
## 2012 Portfolio

(March)

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**Mobile:** Not given online

## Twenty 11

A retrospective magazine that uses Creative Commons sourced photography to show a time line of events that happened in 2011. This is the second such magazine following on from what I learned in Twenty 10. This time around I had the whole year for research and design whereas last year's was done in a few months. I used this extra time to look at the day to day happenings as well as major events.

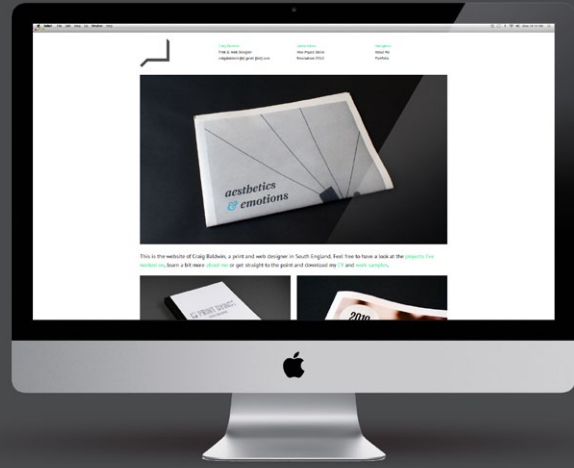


**Client:** Self initiated  
**Output:** 142 page magazine  
**Stock:** 80# Lulu stock  
**Software:** Illustrator, InDesign & Photoshop  
[craigbaldwin.com/portfolio/twenty11.php](http://craigbaldwin.com/portfolio/twenty11.php)

## Web Design & Development

Although my first love is print, I am equally capable when it comes to designing and developing HTML and CSS websites and email templates. I can integrate Javascript but I can't code it from scratch.

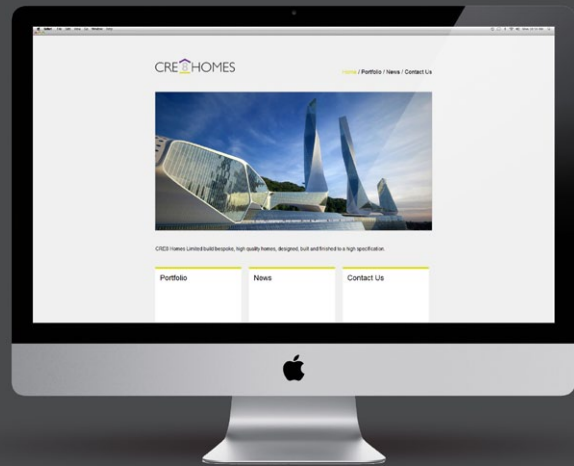
I designed and developed my own personal website including the integration of javascript functionality and all the various pages and features.



## CRE8 Homes

CRE8 Homes needed their website rebuilt after the original files were lost when their previous designer moved onto new work.

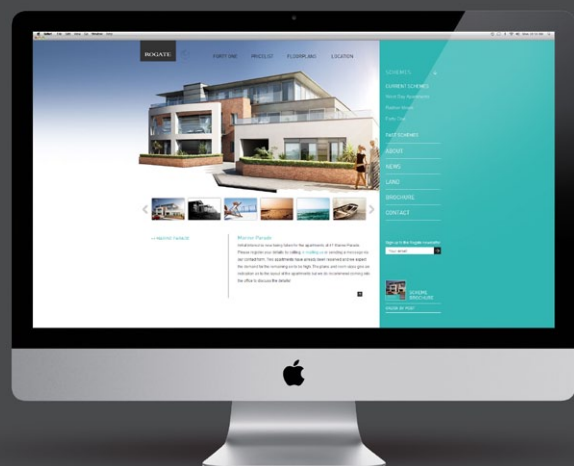
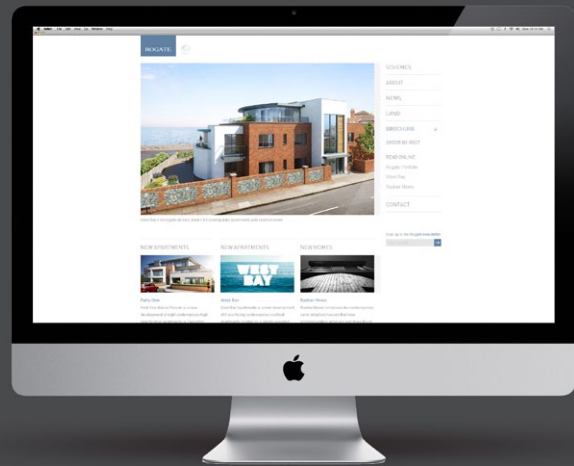
I started from scratch designing a Photoshop mockup before moving onto coding the site in HTML and CSS on top of a WordPress installation for client ease of use. The site features valid HTML and CSS3 code and is currently awaiting client content.



## Rogate

I developed the Rogate site from a design by Tom Showler at Rocket Base. I took the design from PSD and coded all pages into HTML and CSS. Javascript functionality was added by Mark at Rocket Base.

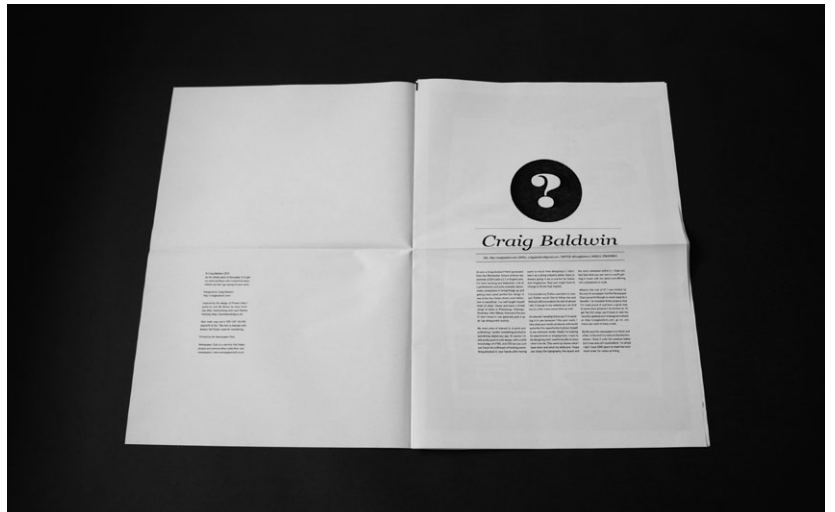
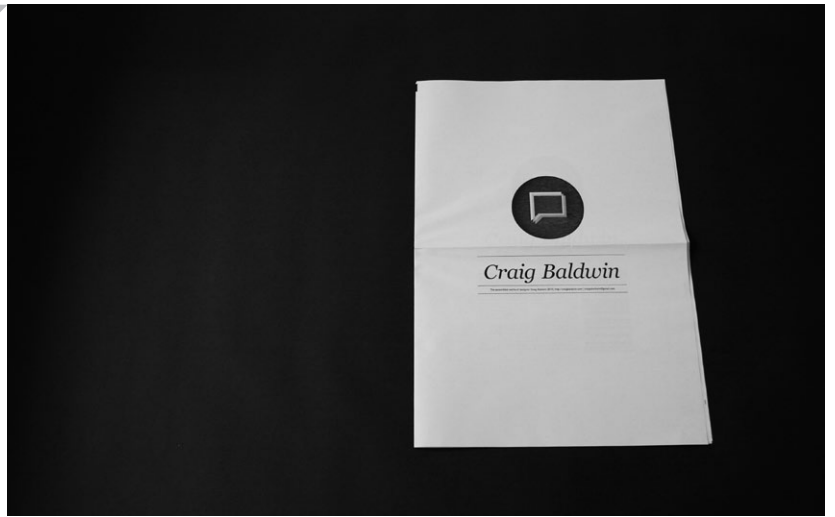
Whilst at Rocket Base I developed many more websites including an iPhone and iPad optimised sites however these are not yet online and viewable.



**Client:** Various  
**Output:** Websites  
**Software:** Dreamweaver & Photoshop  
[craigbaldwin.com/portfolio/web.php](http://craigbaldwin.com/portfolio/web.php)

## Self Promotion

After graduating from University I was eager to get placements and work experience. As I was primarily aiming for print experience I felt it didn't make any sense to just send out emails so instead designed this 12 page newspaper printed by the Newspaper Club. I was restricted to black and white but I feel this worked out for the better as it gave greater emphasis to the typography and layout which I quite pleased with.



**Client:** Self initiated

**Output:** 12 page newspaper

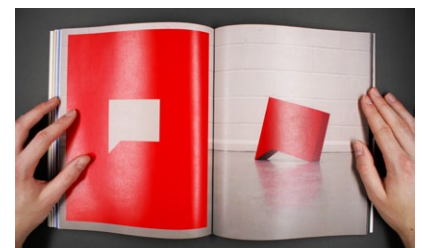
**Stock:** Newsprint

**Software:** InDesign & Photoshop

[craigbaldwin.com/portfolio/promotion.php](http://craigbaldwin.com/portfolio/promotion.php)

# Is Print Dying?

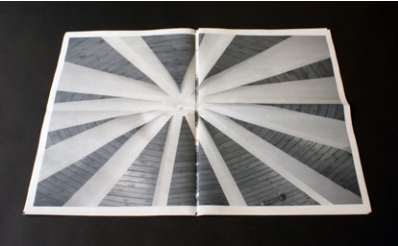
As part of my final major project I decided to investigate the so called 'death of print' and what future print had. The iPad had just been announced and talk of paper's demise was abundant. I used the 16 weeks of project to research what others thought and in the end decided to use their opinions to design a 167 page book that would be my final outcome. I wrote an introduction and summary as well to inject a few of my own opinions.



**Client:** University brief  
**Output:** 176 page book  
**Stock:** GF Smith Naturalis 135gsm  
**Software:** Illustrator, InDesign & Photoshop  
[craigaldwin.com/portfolio/fmp.php](http://craigaldwin.com/portfolio/fmp.php)

# Aesthetics & Emotions

Whilst I was studying at the WSA I took three films of black and white film on an old Canon AE-1 and looking through the photographs I decided to create a newspaper containing them. The aim when setting out was to highlight the importance of photography as a medium for capturing memories that would otherwise fade. The photographs may not be works of art but then most photos never are and I'm fine with that.



**Client:** Self initiated  
**Output:** 20 page newspaper  
**Stock:** Newsprint  
**Software:** InDesign & Photoshop  
[craigbaldwin.com/portfolio/a-e.php](http://craigbaldwin.com/portfolio/a-e.php)