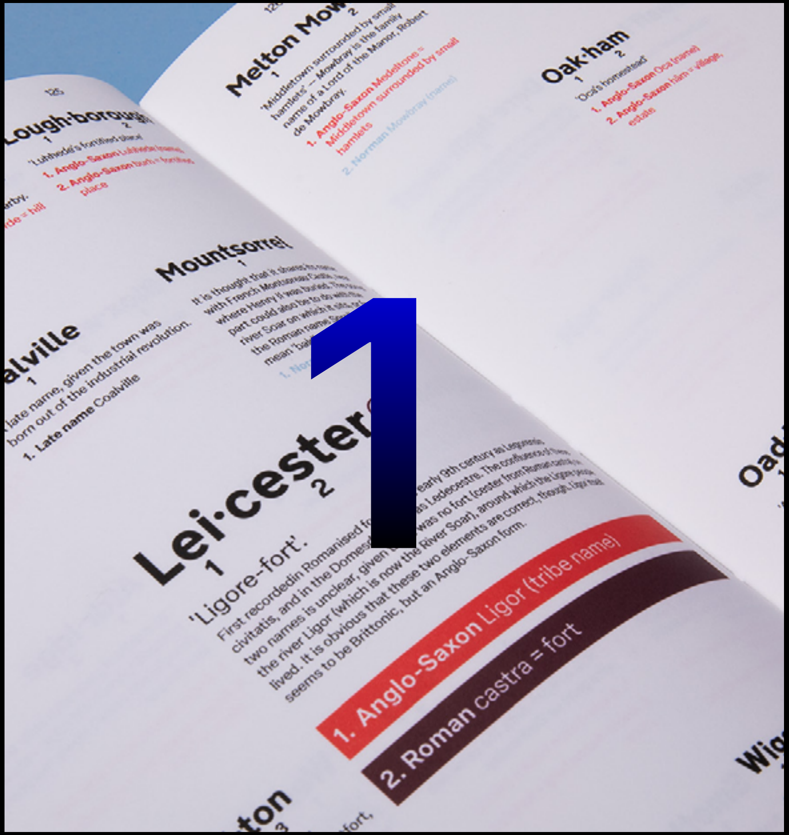
Design and typography
portfolio of selected work

2024

stephen smith


1
Melton Mow
Oak·ham
Lough·borough
Mountsorrel
Lei·cester
'Ligore-fort'.
1. Anglo-Saxon Ligor (tribe name)
2. Roman castra = fort

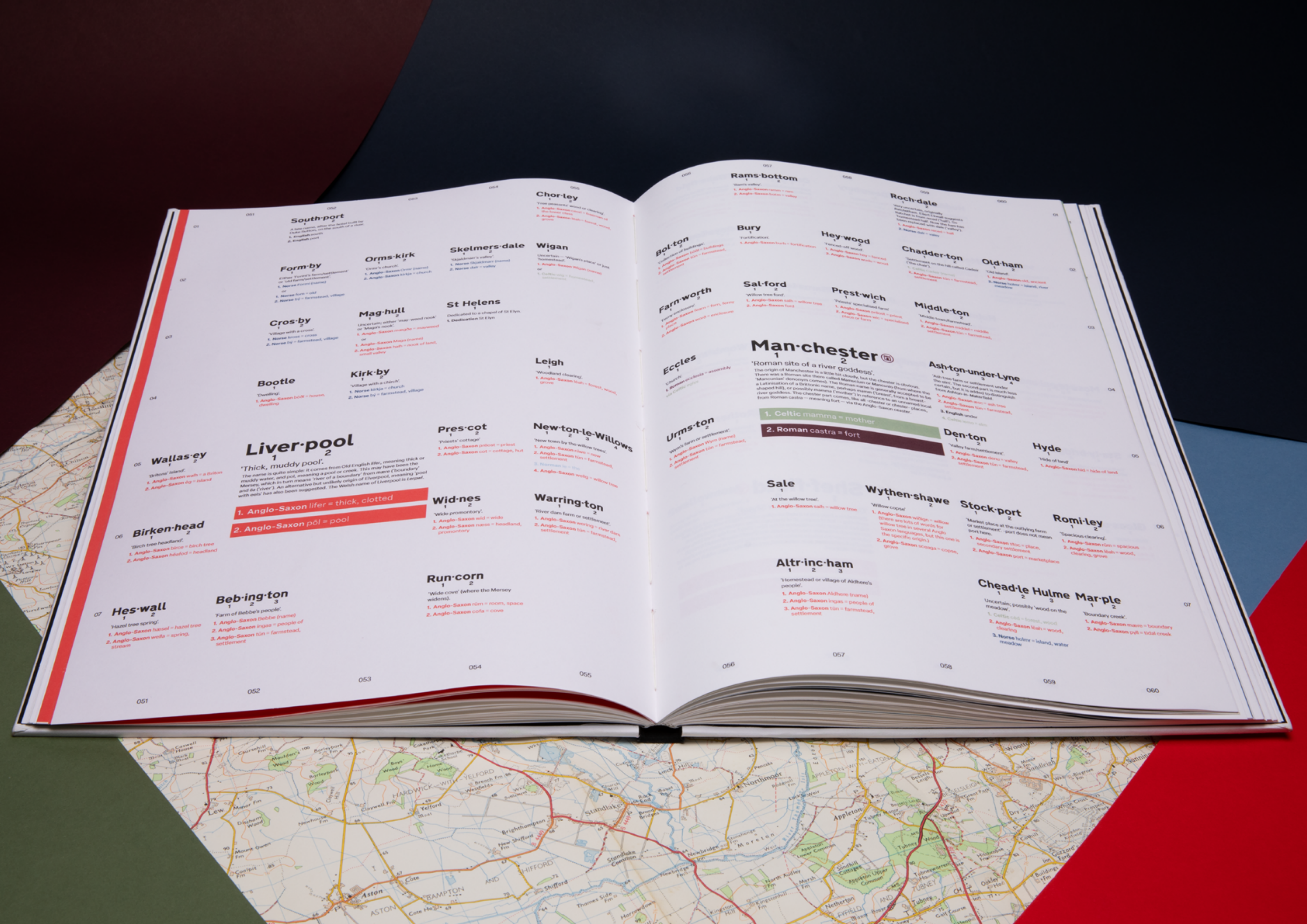
A Typographic Atlas of English Place Names

2024

As it says on the tin: an atlas of the origins and definitions of the names of over 750 English villages, towns and cities, arranged in an innovative, typographic system whereby the reader can find a chosen location by following coordinates of a grid, just like in a road atlas. The book also includes breakdowns of each linguistic influence, several indexes, and historical information.

The design and production of this book, has improved my typographic rigour and book production (paper stocks, binding and UV printing) to a world-leading standard, as well as given me a burgeoning passion in information design and mapping.

ISTD Student Assessment Scheme 2024: Awarded Commendation



South·port

A late name, after the hotel built by Duke Sutton, on the south of a river.
1. **English** south
2. **English** port

Form·by

Either 'Forni's farm/settlement' or 'old farm/settlement'.
1. **Norse** Forni (name)
or
1. **Norse** forn = old
2. **Norse** bý = farmstead, village

Orms·kirk

'Ormr's church'.
1. **Anglo-Saxon** Ormr (name)
2. **Anglo-Saxon** kirkja = church

Skelmers·dale

'Skjaldmarr's valley'.
1. **Norse** Skjaldmarr (name)
2. **Norse** dalr = valley

Chor·ley

'Free peasants' wood or clearing'.
1. **Anglo-Saxon** ceorl = freeman of the lower class
2. **Anglo-Saxon** lēah = forest, wood, grove

Wigan

Uncertain — 'Wigan's place' or just 'homestead'.
1. **Anglo-Saxon** Wigan (name)
or
1. Celtic wig = homestead, settlement

Cros·by

'Village with a cross'.
1. **Norse** kross = cross
2. **Norse** bý = farmstead, village

Mag·hull

Uncertain; either 'may-weed nook' or 'Maga's nook'.
1. **Anglo-Saxon** mægðe = mayweed
or
1. **Anglo-Saxon** Maga (name)
2. **Anglo-Saxon** halh = nook of land, small valley

St Helens

Dedicated to a chapel of St Elyn.
1. **Dedication** St Elyn

Bootle

'Dwelling'.
1. **Anglo-Saxon** bōtl = house, dwelling

Kirk·by

'Village with a church'.
1. **Norse** kirkja = church
2. **Norse** bý = farmstead, village

Leigh

'Woodland clearing'.
1. **Anglo-Saxon** lēah = forest, wood, grove

Wallas·ey

'Britons' island'.
1. **Anglo-Saxon** walh = a Briton
2. **Anglo-Saxon** ēg = island

Liver·pool

'Thick, muddy pool'.

The name is quite simple: it comes from Old English lifer, meaning thick or muddy water, and pol, meaning a pool or creek. This may have been the Mersey, which in turn means 'river of a boundary' from mære ('boundary' and ēa ('river'). An alternative but unlikely origin of Elverpool, meaning 'pool with eels' has also been suggested. The Welsh name of Liverpool is Lerpwl.

1. **Anglo-Saxon** lifer = thick, clotted
2. **Anglo-Saxon** pōl = pool

Pres·cot

'Priests' cottage'
1. **Anglo-Saxon** prēost = priest
2. **Anglo-Saxon** cot = cottage, hut

New·ton-le-Willows

'New town by the willow trees'.
1. **Anglo-Saxon** nīwe = new
2. **Anglo-Saxon** tūn = farmstead, settlement
3. Norman le = the
4. **Anglo-Saxon** welig = willow tree

Birken·head

'Birch tree headland'.
1. **Anglo-Saxon** birce = birch tree
2. **Anglo-Saxon** hēafod = headland

Wid·nes

'Wide promontory'.
1. **Anglo-Saxon** wīd = wide
2. **Anglo-Saxon** næss = headland, promontory

Warring·ton

'River dam farm or settlement'.
1. **Anglo-Saxon** wering = river dam
2. **Anglo-Saxon** tūn = farmstead, settlement

Run·corn

'Wide cove' (where the Mersey widens).
1. **Anglo-Saxon** rūm = room, space
2. **Anglo-Saxon** cofa = cove

Hes·wall

'Hazel tree spring'.
1. **Anglo-Saxon** hæsel = hazel tree
2. **Anglo-Saxon** wella = spring, stream

Beb·ing·ton

'Farm of Bebbe's people'.
1. **Anglo-Saxon** Bebbe (name)
2. **Anglo-Saxon** ingas = people of
3. **Anglo-Saxon** tūn = farmstead, settlement

Rams·bottom

'Ram's valley'.
1. **Anglo-Saxon** ramm = ram
2. **Anglo-Saxon** botm = valley

Roch·dale

2. **Norse** dalr = valley

Bol·ton

'Collection of buildings'.
1. **Anglo-Saxon** bōðl = buildings
2. **Anglo-Saxon** tūn = farmstead, settlement

Bury

'Fortification'.
1. **Anglo-Saxon** burh = fortification

Hey·wood

'Fenced-off wood'.
1. **Anglo-Saxon** hey = fenced
2. **Anglo-Saxon** wudu = wood

Chadder·ton

'Settlement on the hill called Cadeir ('the chair').
1. Celtic Cadeir (name)
2. **Anglo-Saxon** tūn = farmstead, settlement

Old·ham

'Old island'.
1. **Anglo-Saxon** ald, ancient
2. **Norse** holmr = island, river meadow

Farn·worth

'Ferny enclosure'.
1. **Anglo-Saxon** fearn = fern, ferny place
2. **Anglo-Saxon** worð = enclosure

Sal·ford

'Willow tree ford'.
1. **Anglo-Saxon** salh = willow tree
2. **Anglo-Saxon** ford

Prest·wich

'Priests' specialised farm'
1. **Anglo-Saxon** prēost = priest
2. **Anglo-Saxon** wīc = specialised place or farm

Middle·ton

'Middle town/farmstead'.
1. **Anglo-Saxon** middel = middle
2. **Anglo-Saxon** tūn = farmstead, settlement

Eccles

'Church'.
1. **Roman** ecclesia = assembly
via Celtic eglys

Man·chester

'Roman site of a river goddess'.

The origin of Manchester is a little bit cloudy, but the chester is obvious. There was a Roman site there called Mamucium or Mancunio (from where the 'Mancunian' demonym comes). The Roman name is generally accepted to be a Latinisation of a Brittonic name, perhaps mamm ('breast', from a breast-shaped hill), or possibly mamma ('mother') in reference to an unnamed local river goddess. The chester part comes, like all -chester or chester- places, from Roman castra — meaning fort — via the Anglo-Saxon ceaster.

1. Celtic mamma = mother
2. Roman castra = fort

Ash·ton-under-Lyne

'Ash tree farm or settlement under the elm'. The second part is much less certain, but it is added to distinguish from Ashton-in-Makerfield.
1. **Anglo-Saxon** æsc = ash tree
2. **Anglo-Saxon** tūn = farmstead, settlement
3. **English** under
4. Celtic lemo = elm

Urms·ton

'Wyrm's farm or settlement'.
1. **Anglo-Saxon** Wyrm (name)
2. **Anglo-Saxon** tūn = farmstead, settlement

Den·ton

'Valley farm/settlement'.
1. **Anglo-Saxon** denu = valley
2. **Anglo-Saxon** tūn = farmstead, settlement

Hyde

'Hide of land'
1. **Anglo-Saxon** hīd = hide of land

Sale

'At the willow tree'.
1. **Anglo-Saxon** salh = willow tree

Wythen·shawe

'Willow copse'
1. **Anglo-Saxon** wīðign = willow (there are lots of words for willow tree in several Anglo Saxon languages, but this one is the specific origin.)
2. **Anglo-Saxon** sceaga = copse, grove

Stock·port

'Market place at the outlying farm or settlement'. -port does not mean port here.
1. **Anglo-Saxon** stoc = place, secondary settlement
2. **Anglo-Saxon** port = marketplace

Romi·ley

'Spacious clearing'.
1. **Anglo-Saxon** rūm = spacious
2. **Anglo-Saxon** lēah = wood, clearing, grove

Altr·inc·ham

'Homestead or village of Aldhere's people'.
1. **Anglo-Saxon** Aldhere (name)
2. **Anglo-Saxon** ingas = people of
3. **Anglo-Saxon** tūn = farmstead, settlement

Chead·le Hulme

Uncertain; possibly 'wood on the meadow'.
1. Celtic cēd = forest, wood
2. **Anglo-Saxon** lēah = wood, clearing
3. **Norse** holmr = island, water meadow

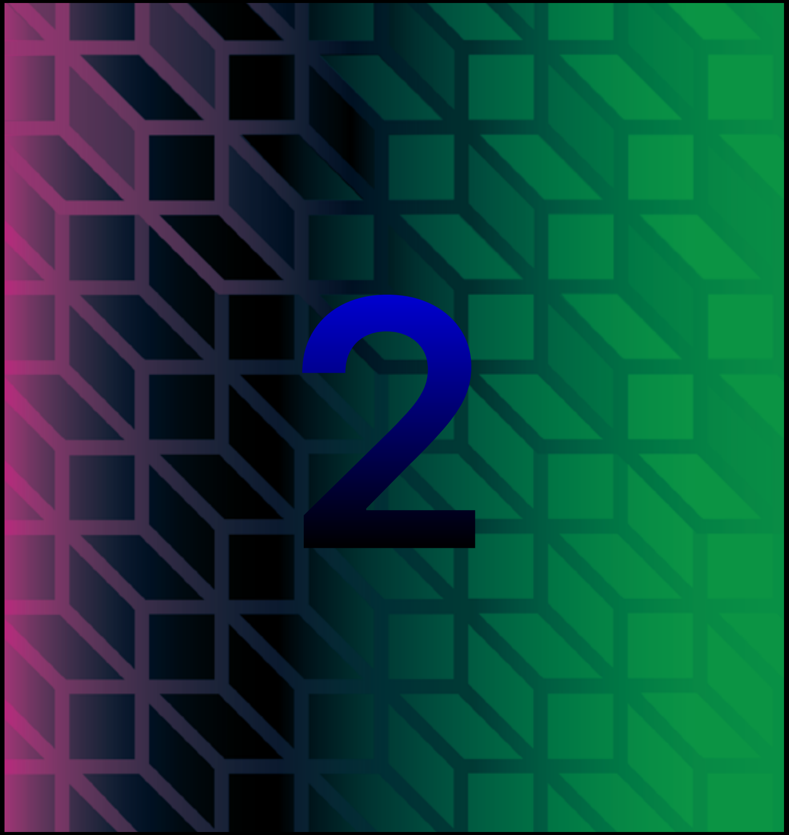
Mar·ple

'Boundary creek'.
1. **Anglo-Saxon** mære = boundary
2. **Anglo-Saxon** pyll = tidal creek

Ply·mouth

A Typographic Atlas
of English
Anglo-Saxon
Celtic
Norse
Roman
Norman
Place Names

Birm·ing·ham



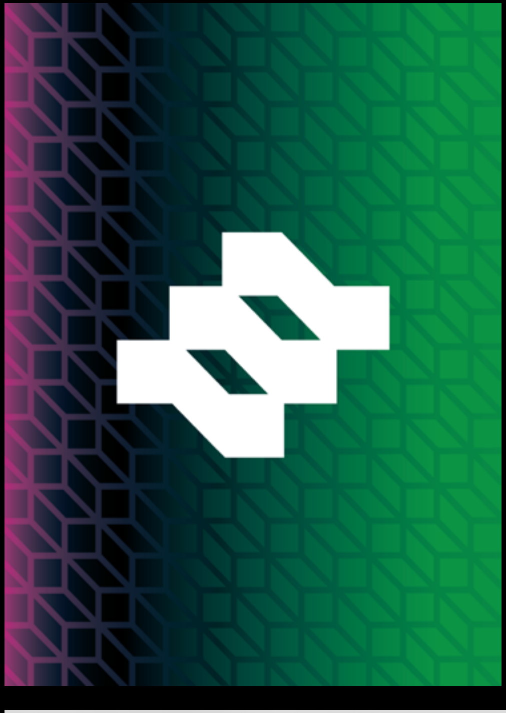
Emerge

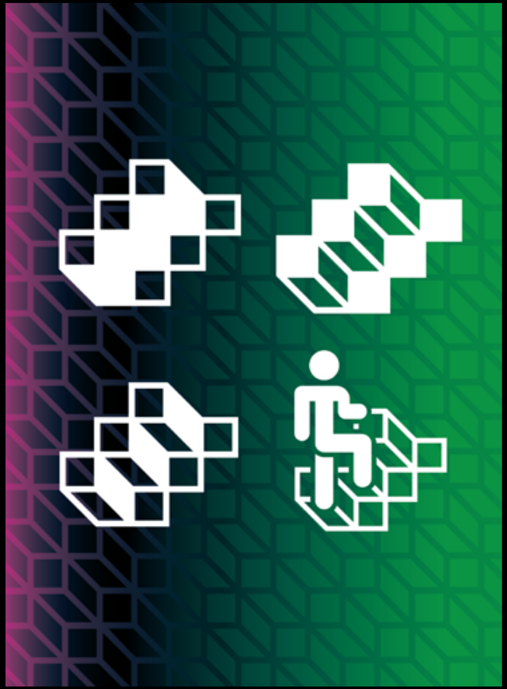
2022

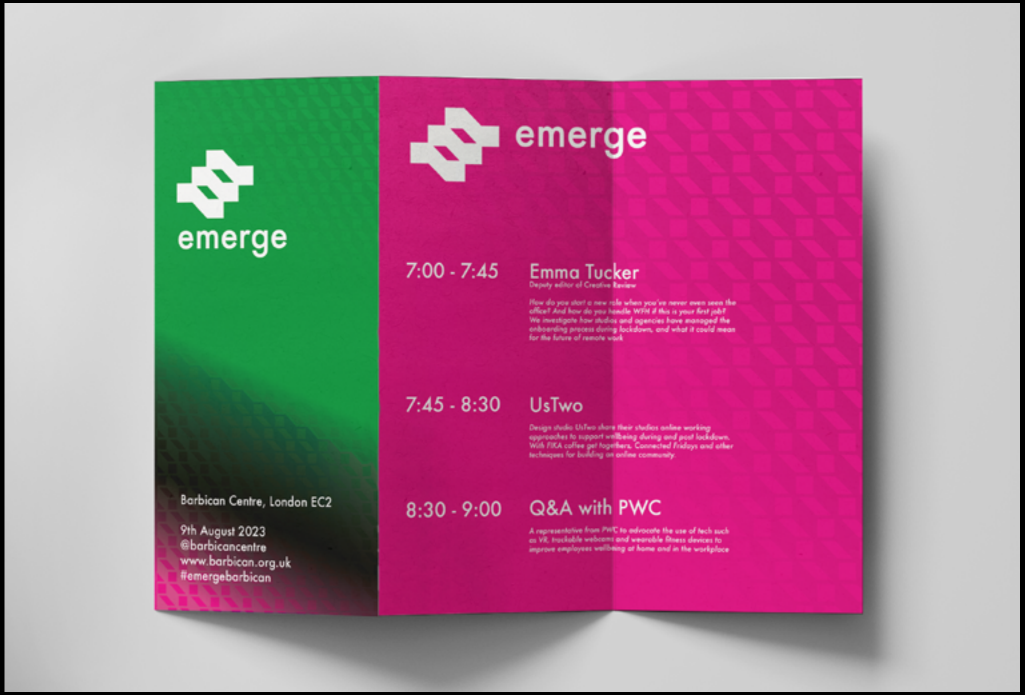
Tasked with establishing the identity for a fictional event at the Barbican Centre tackling post-Covid hybrid working and wellbeing, I created a modular logo (over the page) inspired by the brutalist architecture of the Barbican Estate and applied this, as well as a type system, to posters, video call backgrounds and a situation mockup among other outcomes.

While the logo can be seen as a cross-section of the Estate’s brutalist staircases, it can also be seen as steps up to post-Covid progress. The modular nature of the logo means it becomes adaptable to various visual situations.

The colours were taken from flowers in the hanging gardens, the most ‘emergent’ of the colours in the Estate.







emerge

Barbican Centre, London EC2

9th August 2023
@barbicancentre
www.barbican.org.uk
#emergebarbican

emerge

7:00 - 7:45 Emma Tucker
Deputy editor of Creative Review

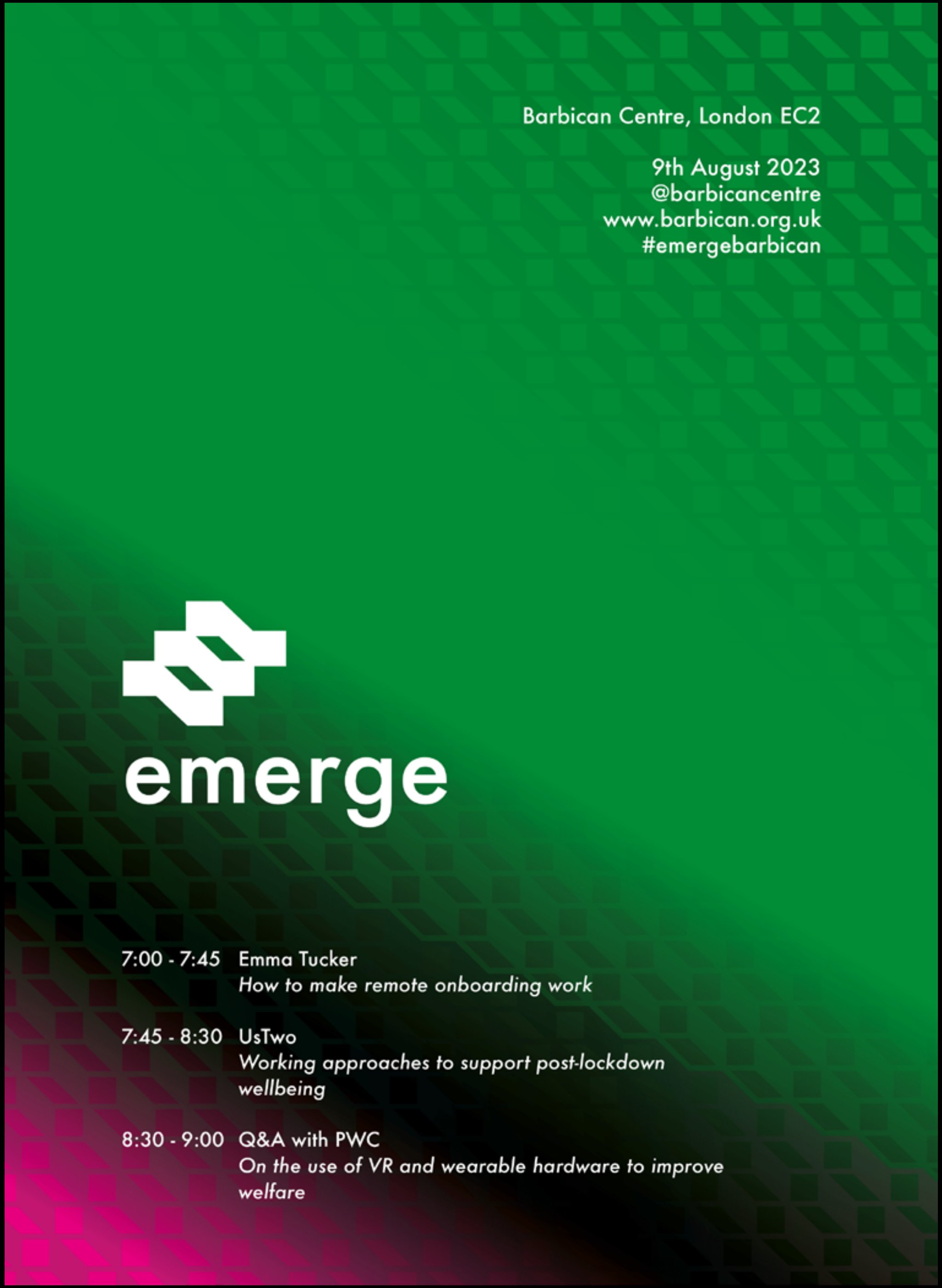
How do you start a new role when you've never even seen the office? And how do you handle WFH if this is your first job? We investigate how studios and agencies have managed the onboarding process during lockdown, and what it could mean for the future of remote work

7:45 - 8:30 UsTwo

Design studio UsTwo share their studios online working approaches to support wellbeing during and post lockdown. With FIKA coffee get togethers, Connected Fridays and other techniques for building an online community.

8:30 - 9:00 Q&A with PWC

A representative from PWC to advocate the use of tech such as VR, trackable webcams and wearable fitness devices to improve employees wellbeing at home and in the workplace



Barbican Centre, London EC2

9th August 2023
@barbicancentre
www.barbican.org.uk
#emergebarbican

emerge

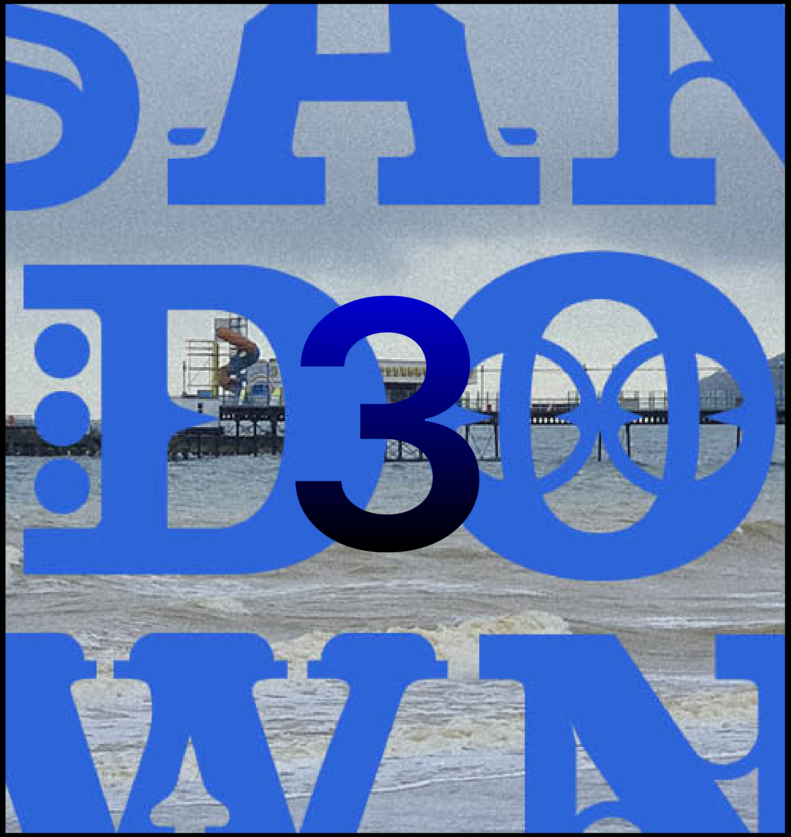
7:00 - 7:45 Emma Tucker
How to make remote onboarding work

7:45 - 8:30 UsTwo
Working approaches to support post-lockdown wellbeing

8:30 - 9:00 Q&A with PWC
On the use of VR and wearable hardware to improve welfare

emerge
emerge

Original image credit Claudio Divizia, Shutterstock



Autopsea

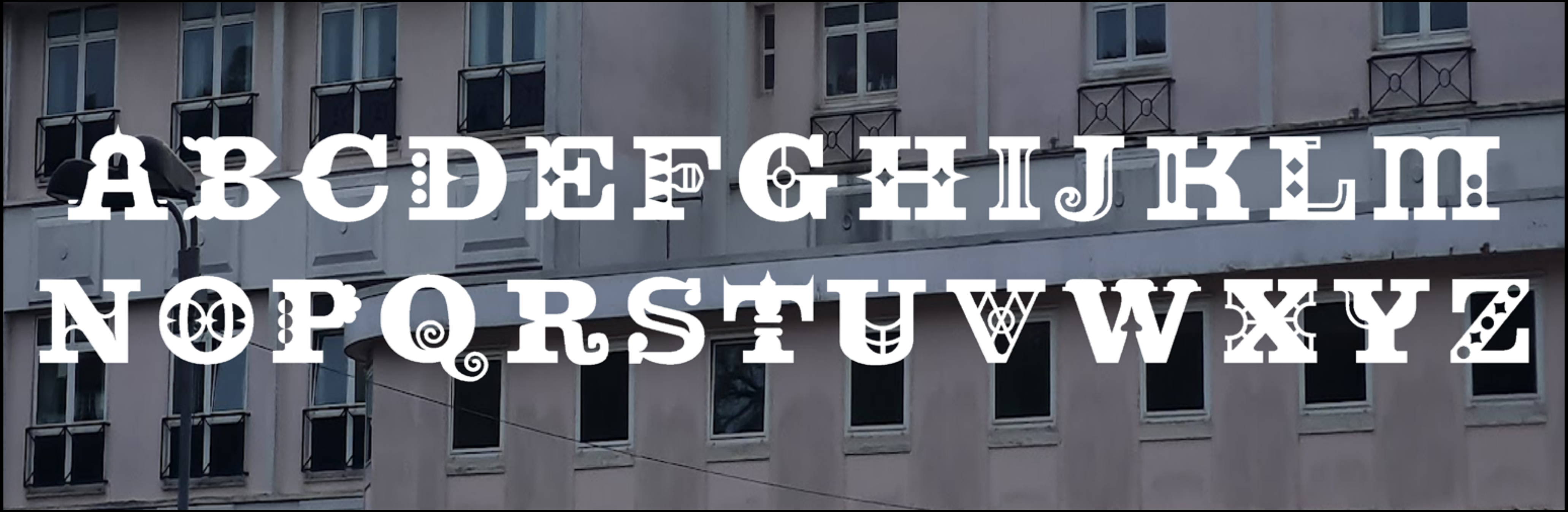
2023

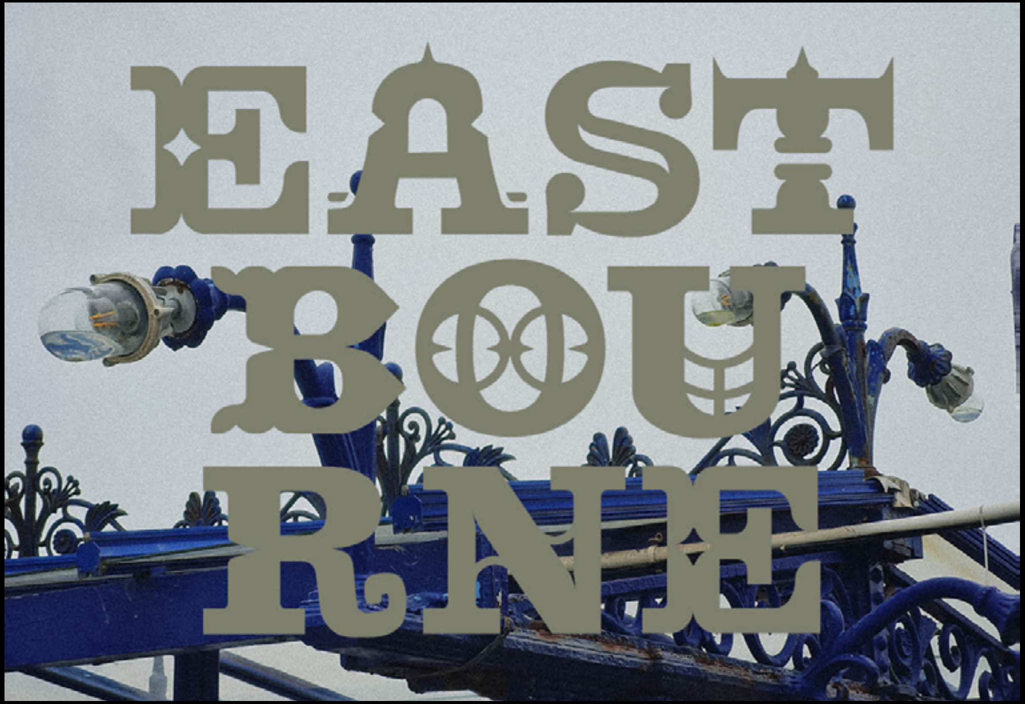
As part of a university project, I designed and made a publication examining and exhibiting the genius loci of British seaside resorts during the winter, focusing on different aspects such as the Victorian metalwork typography on the signs.

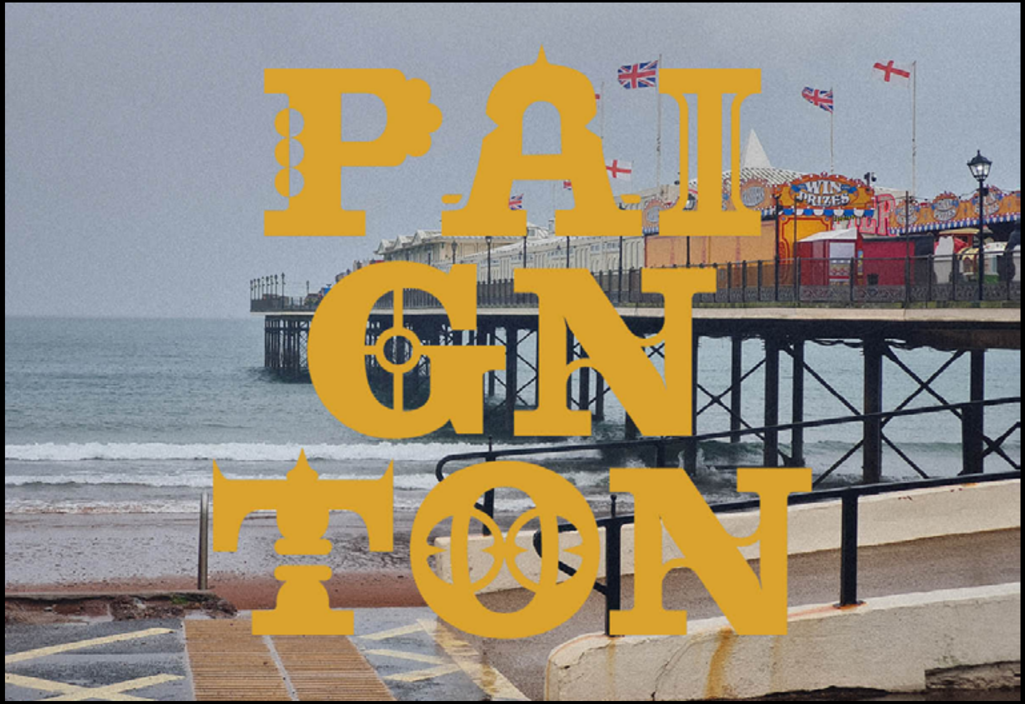
I designed a fully capitalised display typeface based on Clarendon, a typeface used prominently in seaside resorts, which I ended up including in the publication. The typeface included some of the aesthetic features of the seaside; some from the aforementioned metalwork and some from amusement park signage.

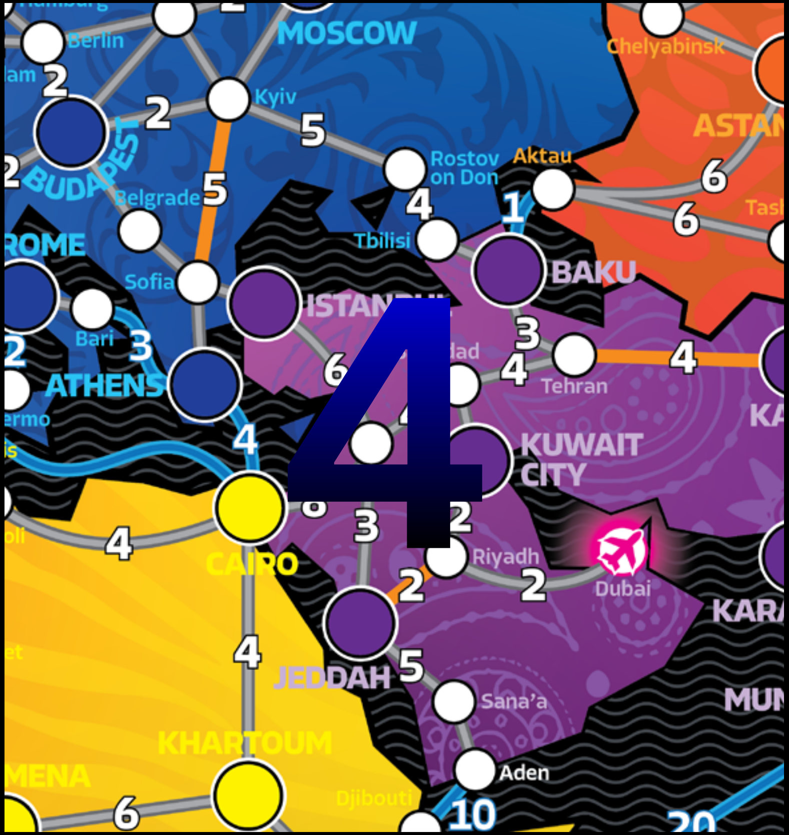
After the project was finished I developed this typeface further, designing a lowercase set, numerals and punctuation, and made some posters from some of my photography.

Paignton Pier, Devon
Saltburn-by-the-Sea


ABCDEFGHIJKLM
NOPQRSTUVWXYZ


EAST
BOU
RNE


PAI
GN
TON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MOSCOW
Berlin
Kyiv
Rostov on Don
Aktau
Chelyabinsk
BUDAPEST
Belgrade
ROME
Tbilisi
BAKU
Sofia
Bari
ATHENS
Tehran
KUWAIT CITY
Riyadh
Dubai
CAIRO
JEDDAH
Sana'a
Aden
KHARTOUM
Djibouti

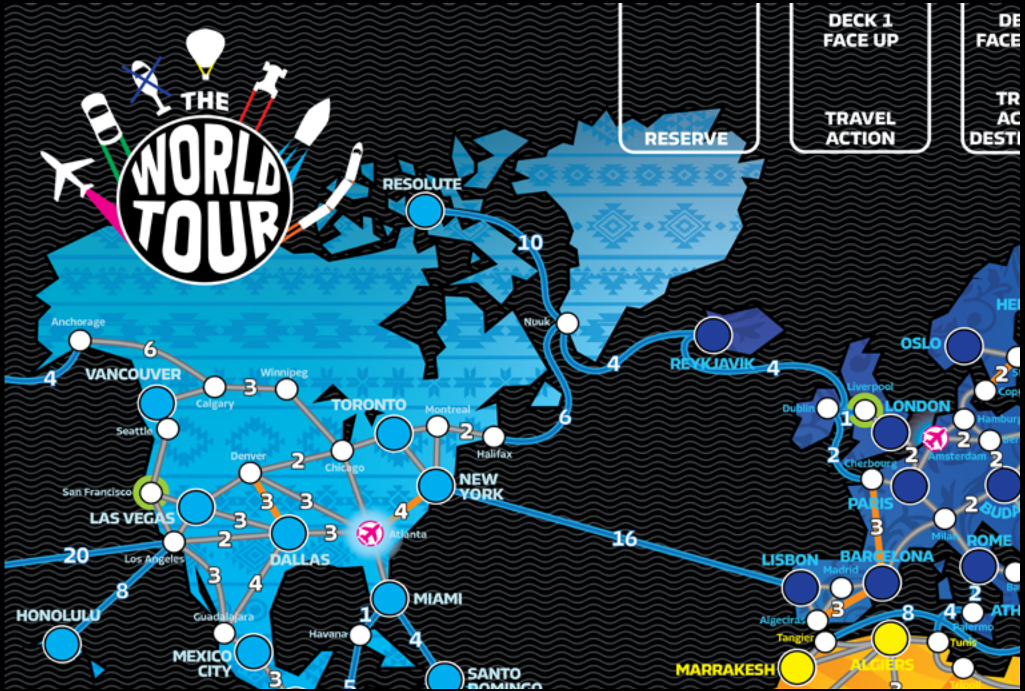
The World Tour

2024

During my university studies, I developed parallel interests in board games and geography. I was inspired by popular games such as Ticket To Ride and Globetrotters, and I endeavoured to make my own, with different mechanics and systems employed.

The graphic design involved was expansive; I designed 60 location cards, 50 travelling cards and multiple pot luck cards, as well as a large game board. The design was much friendlier, less conceptual and more accessible than other projects, but still an incredibly enjoyable experience. The game is still in a prototype stage at this point, and I occasionally work on it in my spare time with a view to completing the project in 2025, with the help of a few games design graduates.

THE WORLD TOUR
START
5
10
15
20
25
30
35
40
45
50
RESERVE
CAIRO
LUANDA
ANGOLA
9.7M
LONDON
SEOUL
PORT MORESBY
KAZAN
PAPEETE
HONOLULU
VANCOUVER
LAS VEGAS
MEXICO CITY
GUATEMALA CITY
MIAMI
NEW YORK
SANTO DOMINGO
CARACAS
BOGOTA
LIMA
MANAUS
FORTALEZA
RIO DE JANEIRO
SALVADOR
BUENOS AIRES
USHUAIA
DAKAR
LAGOS
KINSHASA
CAPE TOWN
LISBON


THE WORLD TOUR
RESERVE
DECK 1 FACE UP
TRAVEL ACTION
RESOLUTE
Anchorage
VANCOUVER
Calgary
Winnipeg
Seattle
TORONTO
Montreal
Halifax
NEW YORK
Nuuk
REYKJAVIK
San Francisco
LAS VEGAS
Denver
Chicago
DALLAS
Atlanta
Los Angeles
HONOLULU
Guadalajara
MEXICO CITY
Havana
MIAMI
SANTO DOMINGO
OSLO
Dublin
Liverpool
LONDON
Hamburg
Amsterdam
Cherbourg
PARIS
Milan
ROME
LISBON
BARCELONA
Madrid
Algeciras
Tangier
MARRAKESH
ALGIERS
Tunis
Palermo
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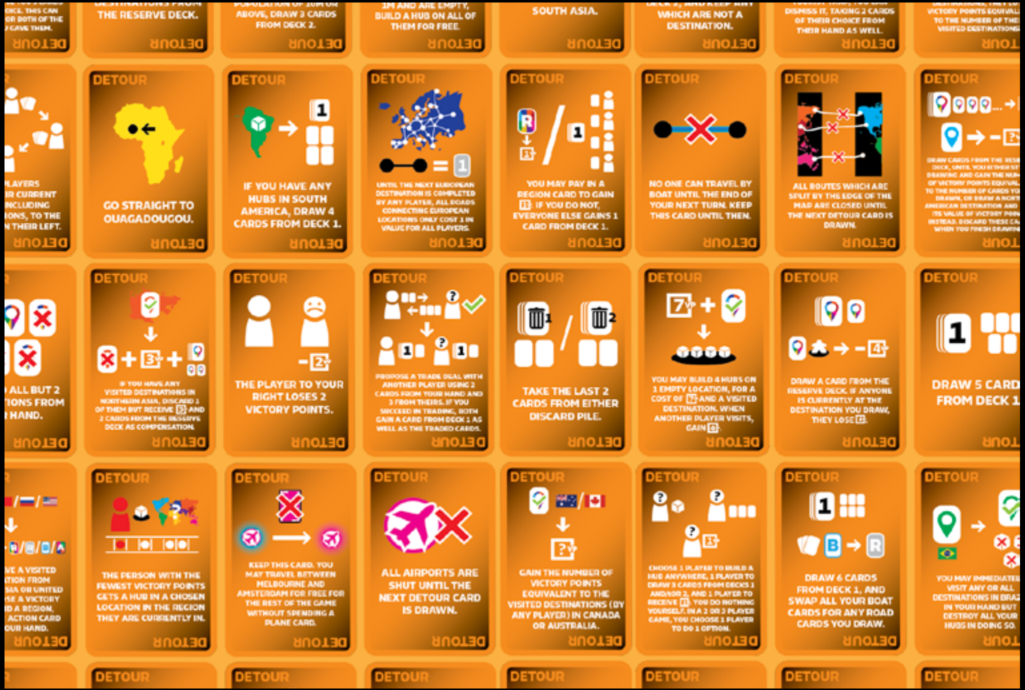
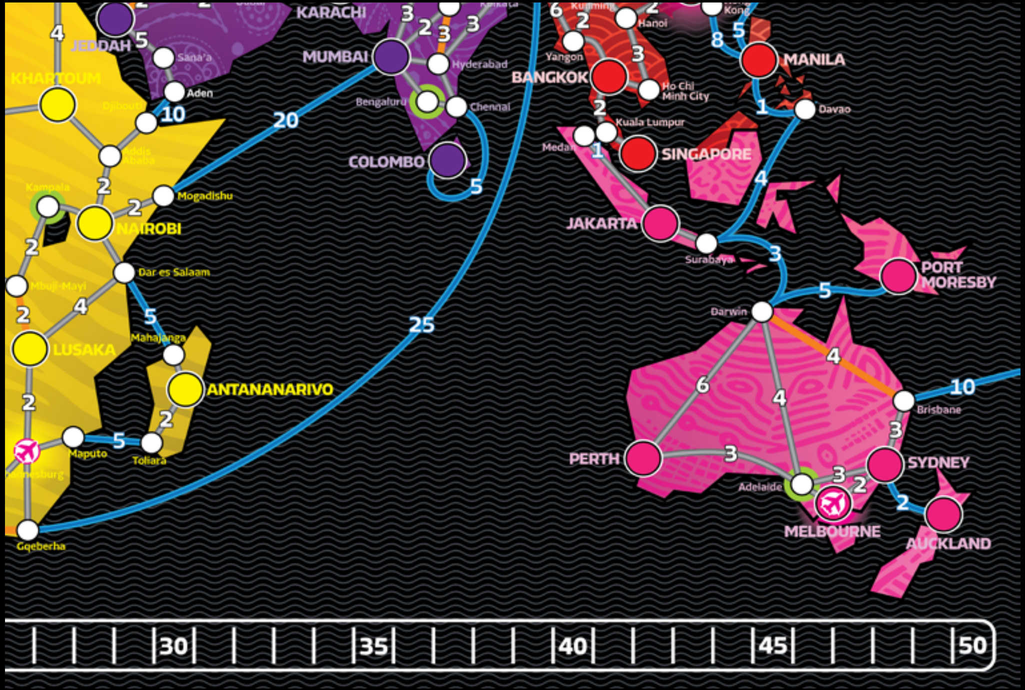
POR
6VP
2VP
CAIRO
4VP
SEOUL
3VP
MBO


DETOUR
THE RESERVE DECK.
ABOVE, DRAW 3 CARDS FROM DECK 2.
1M AND ARE EMPTY, BUILD A HUB ON ALL OF THEM FOR FREE.
SOUTH ASIA.
WHICH ARE NOT A DESTINATION.
DISMISS IT, TAKING 2 CARDS OF THEIR CHOICE FROM THEIR HAND AS WELL.
GO STRAIGHT TO OUAGADOUGOU.
IF YOU HAVE ANY HUBS IN SOUTH AMERICA, DRAW 4 CARDS FROM DECK 1.
UNTIL THE NEXT EUROPEAN DESTINATION IS COMPLETED BY ANY PLAYER, ALL ROADS CONNECTING EUROPEAN LOCATIONS ONLY COST 1 IN VALUE FOR ALL PLAYERS.
YOU MAY PAY IN A REGION CARD TO GAIN 1. IF YOU DO NOT, EVERYONE ELSE GAINS 1 CARD FROM DECK 1.
NO ONE CAN TRAVEL BY BOAT UNTIL THE END OF YOUR NEXT TURN. KEEP THIS CARD UNTIL THEN.
ALL ROUTES WHICH ARE SPLIT BY THE EDGE OF THE MAP ARE CLOSED UNTIL THE NEXT DETOUR CARD IS DRAWN.
IF YOU HAVE ANY VISITED DESTINATIONS IN NORTHERN ASIA, DISCARD 1 OF THEM BUT RECEIVE 3 AND 2 CARDS FROM THE RESERVE DECK AS COMPENSATION.
THE PLAYER TO YOUR RIGHT LOSES 2 VICTORY POINTS.
PROPOSE A TRADE DEAL WITH ANOTHER PLAYER USING 2 CARDS FROM YOUR HAND AND 3 FROM THEIRS. IF YOU SUCCEED IN TRADING, BOTH GAIN A CARD FROM DECK 1 AS WELL AS THE TRADED CARDS.
TAKE THE LAST 2 CARDS FROM EITHER DISCARD PILE.
YOU MAY BUILD 4 HUBS ON 1 EMPTY LOCATION, FOR A COST OF 7 AND A VISITED DESTINATION. WHEN ANOTHER PLAYER VISITS, GAIN 4.
DRAW A CARD FROM THE RESERVE DECK. IF ANYONE IS CURRENTLY AT THE DESTINATION YOU DRAW, THEY LOSE 4.
DRAW 5 CARD FROM DECK 1
THE PERSON WITH THE FEWEST VICTORY POINTS GETS A HUB IN A CHOSEN LOCATION IN THE REGION THEY ARE CURRENTLY IN.
KEEP THIS CARD. YOU MAY TRAVEL BETWEEN MELBOURNE AND AMSTERDAM FOR FREE FOR THE REST OF THE GAME WITHOUT SPENDING A PLANE CARD.
ALL AIRPORTS ARE SHUT UNTIL THE NEXT DETOUR CARD IS DRAWN.
GAIN THE NUMBER OF VICTORY POINTS EQUIVALENT TO THE VISITED DESTINATIONS (BY ANY PLAYER) IN CANADA OR AUSTRALIA.
CHOOSE 1 PLAYER TO BUILD A HUB ANYWHERE, 1 PLAYER TO DRAW 3 CARDS FROM DECKS 1 AND/OR 2, AND 1 PLAYER TO RECEIVE 1. YOU DO NOTHING YOURSELF. IN A 2 OR 3 PLAYER GAME, YOU CHOOSE 1 PLAYER TO DO 1 OPTION.
DRAW 6 CARDS FROM DECK 1, AND SWAP ALL YOUR BOAT CARDS FOR ANY ROAD CARDS YOU DRAW.


KARACHI
MUMBAI
Hyderabad
Bengaluru
Chennai
COLOMBO
JEDDAH
Sana'a
Aden
KHARTOUM
Mogadishu
NAIROBI
Kampala
Dar es Salaam
Mbuji-Mayi
LUSAKA
Mahajanga
ANTANANARIVO
Maputo
Toliara
Gqeberha
BANGKOK
Yangon
Hanoi
Ho Chi Minh City
MANILA
Davao
Kuala Lumpur
Medan
SINGAPORE
JAKARTA
Surabaya
PORT MORESBY
Darwin
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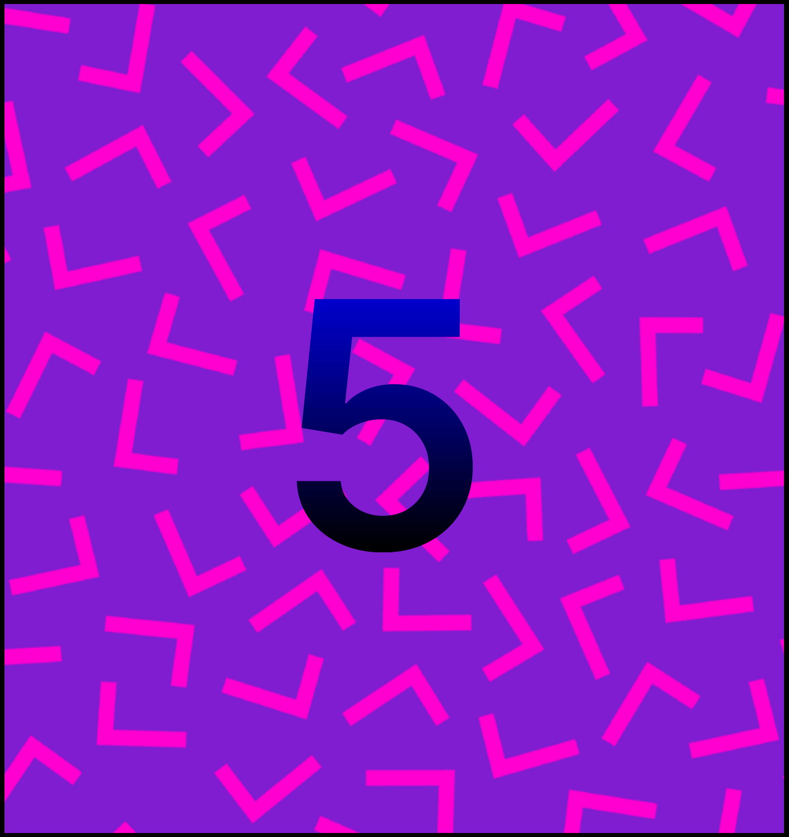


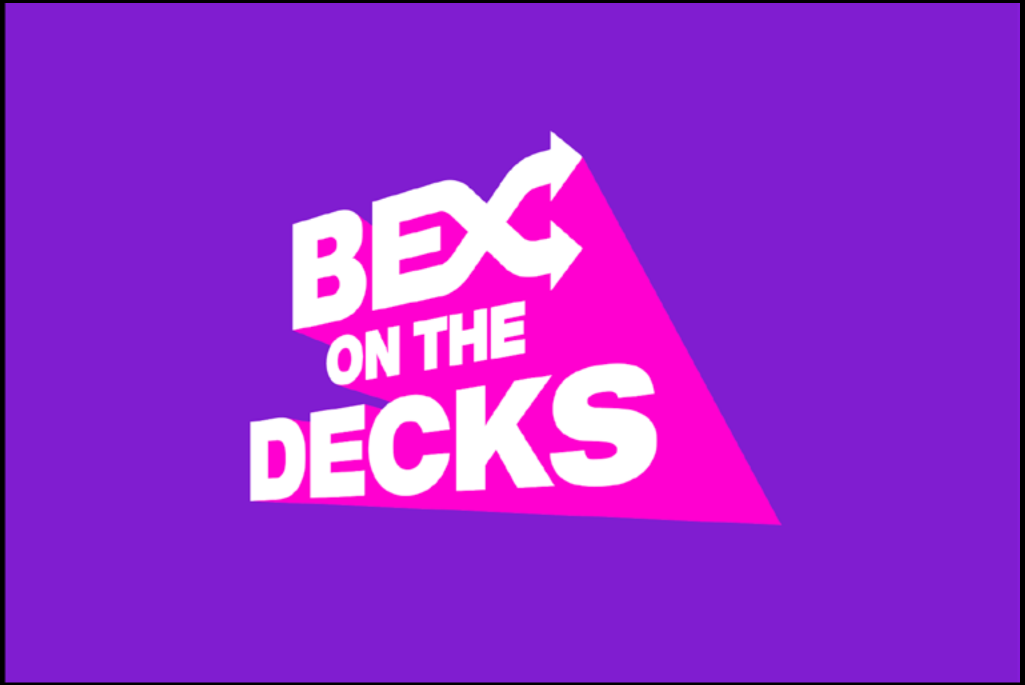
Bex on the Decks

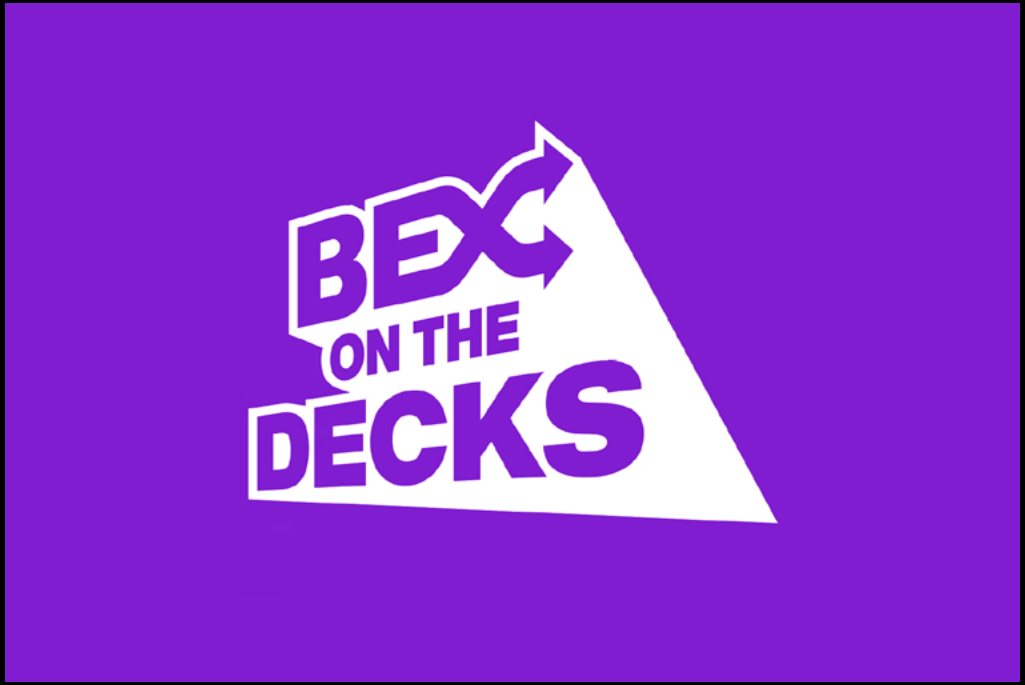
2024

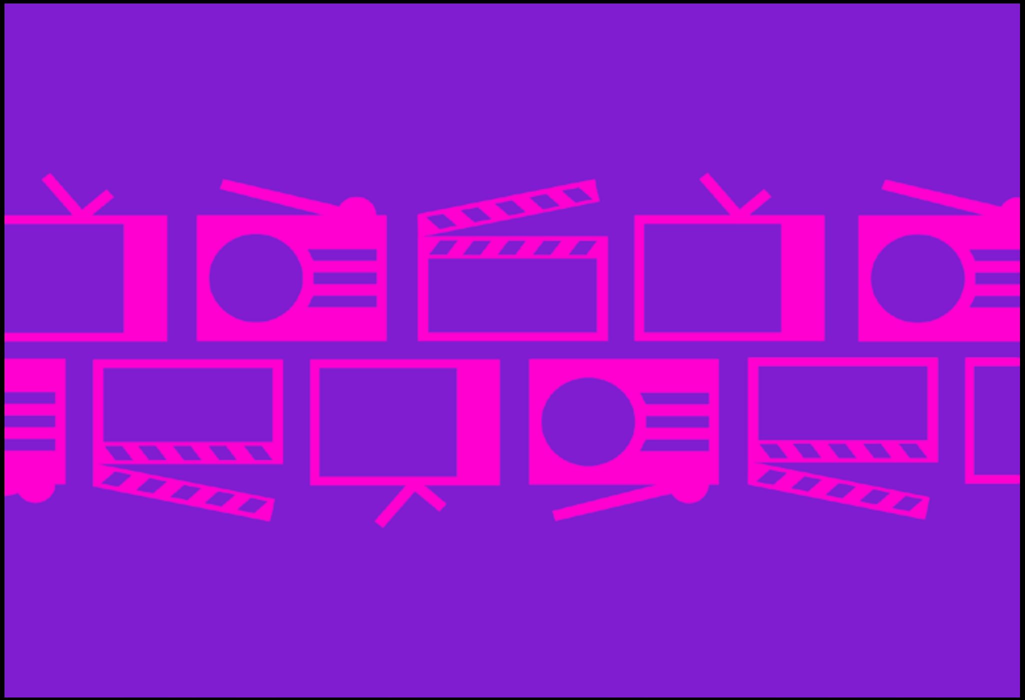
In March 2024, the opportunity arose for the branding of a radio show at a university. It involved designing the logo, graphics and a series of motion graphics, for use on social media and, prospectively, merchandise.

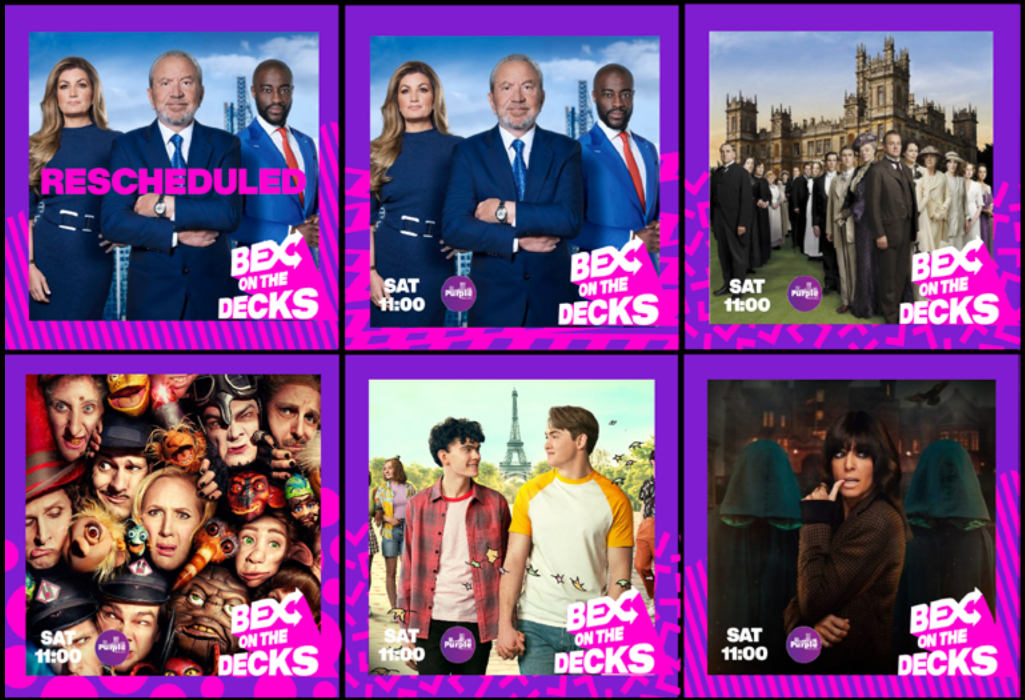
The logo (over the page) utilises the “shuffle” symbol in the bold type, and a perspective which gives the logo a booming effect, as if the music were being blasted. The colour choice was at the client’s discretion.

For motion graphics and social media posts, I designed a few flat illustrations regarding the formats discussed, and took elements from the illustrations to make more versatile textures.


BEX
ON THE
DECKS


BEX
ON THE
DECKS




RESCHEDULED
BEX
ON THE
DECKS
SAT
11:00
Purple
BEX
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DECKS
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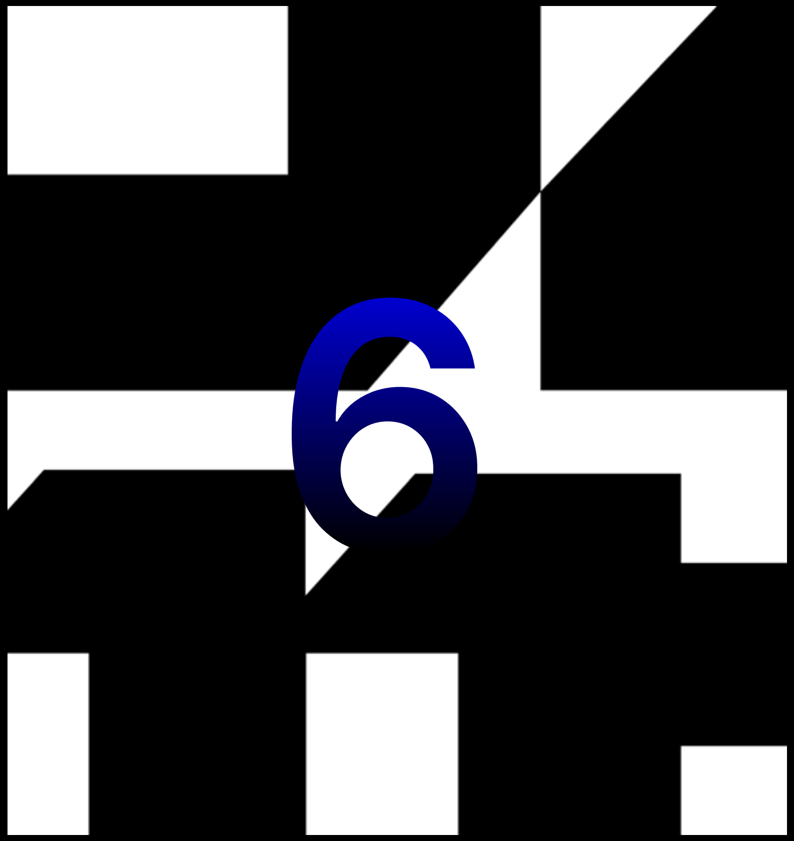


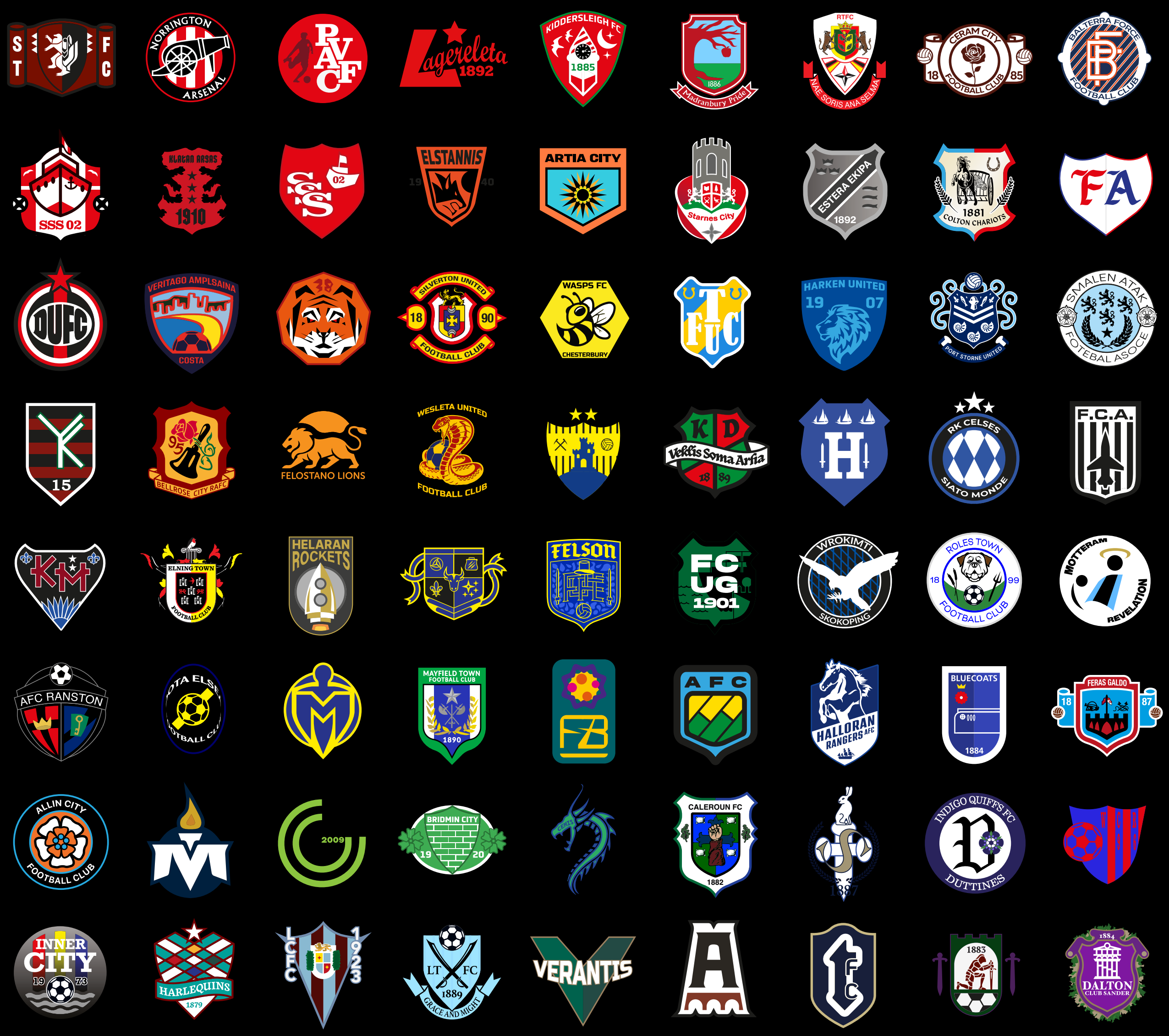
Utopia

ongoing since ~2008

As a child, any blank surface had to contribute to my growing collection of cars, brand logos, football teams or anything I felt remotely interested in at that particular time. I recently found type specimens from when I was at nursery! I have been curating this hugely detailed imaginary world for 16 years; does this make me a seasoned designer or just a sad obsessive?

What it does mean is that I will always have a place to practise, I will always have a reservoir of ideas for the real world, and I will always live and breathe design — even if most of it stays behind a cerebral curtain.

From 2023 I have been modernising and digitalising this utopia; here is an appendix of a few random projects from my computer.


STFC
NORRINGTON ARSENAL
PVAFC
Lagereleta 1892
KIDDERSLEIGH FC 1885
Madranbury Pride
RTFC
CERAM CITY 18 85 FOOTBALL CLUB
BALTERRA FORCE FOOTBALL CLUB
SSS 02
1910
ELSTANNIS
ARTIA CITY
Starnes City
ESTERA EKIPA 1892
1881 COLTON CHARIOTS
FA
DUFC
VERITAGO AMPLSAINA COSTA
SILVERTON UNITED 18 90 FOOTBALL CLUB
WASPS FC CHESTERBURY
FUC
HARKEN UNITED 19 07
PORT STORNE UNITED
SMALEN ATAK FOTEBAL ASOCE
15
BELLROSE CITY RAFC
FELOSTANO LIONS
WESLETA UNITED FOOTBALL CLUB
KD Vekkis Soma Arfia 18 89
H
RK CELSES SIATO MONDE
F.C.A.
KM
ELNING TOWN FOOTBALL CLUB
HELARAN ROCKETS
FELSON
FC UG 1901
WROKIMTI SKOKOPING
ROLES TOWN 18 99 FOOTBALL CLUB
MOTTERAM REVELATION
AFC RANSTON
MAYFIELD TOWN FOOTBALL CLUB 1890
FB
AFC
HALLORAN RANGERS AFC
BLUECOATS 1884
FERAS GALDO 18 87
ALLIN CITY FOOTBALL CLUB
2009
BRIDMIN CITY 19 20
CALEROUN FC 1882
INDIGO QUIFFS FC DUTTINES
INNER CITY 19 73
HARLEQUINS 1879
CEFC 1923
LT FC 1889 GRACE AND MIGHT
VERANTIS
A
1883
1884 DALTON CLUB SANDER

72 football club logos, inspired by real world teams. Each team has their own identity, a select portion have new kits designed every season, and a few have designed stadiums.

DX
1932

IGSLAM

FOXTOE

Jam-Z

TROSTE

Boro

HIBSON

BVT

9 car brand logos I have digitalised from drawings I created in my early teens. As a car enthusiast from a young age, I designed cars for over 40 of these imaginary brands, each with their own familial design languages, just like in the real world.