

{ SHAY
COLLEY



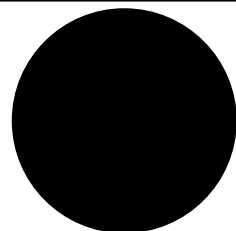
Hello,

This portfolio contains work developed during my time as a student completing an Advanced Diploma of Graphic Design. I majored in illustration and have a passion for print based drawing and artwork although my enthusiasm for graphic design is not constrained to this field. I love work that speaks loudly with a strong foundation in good ideas. I'm driven to grow and improve.

My graphic design training is complemented by a *Bachelor of Arts: Mass Communication (Journalism & Public Relations)*. I believe that the ability to clearly communicate a well constructed message is the key to effective design.

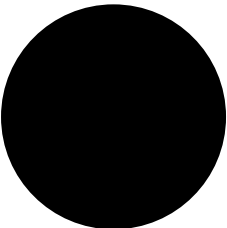
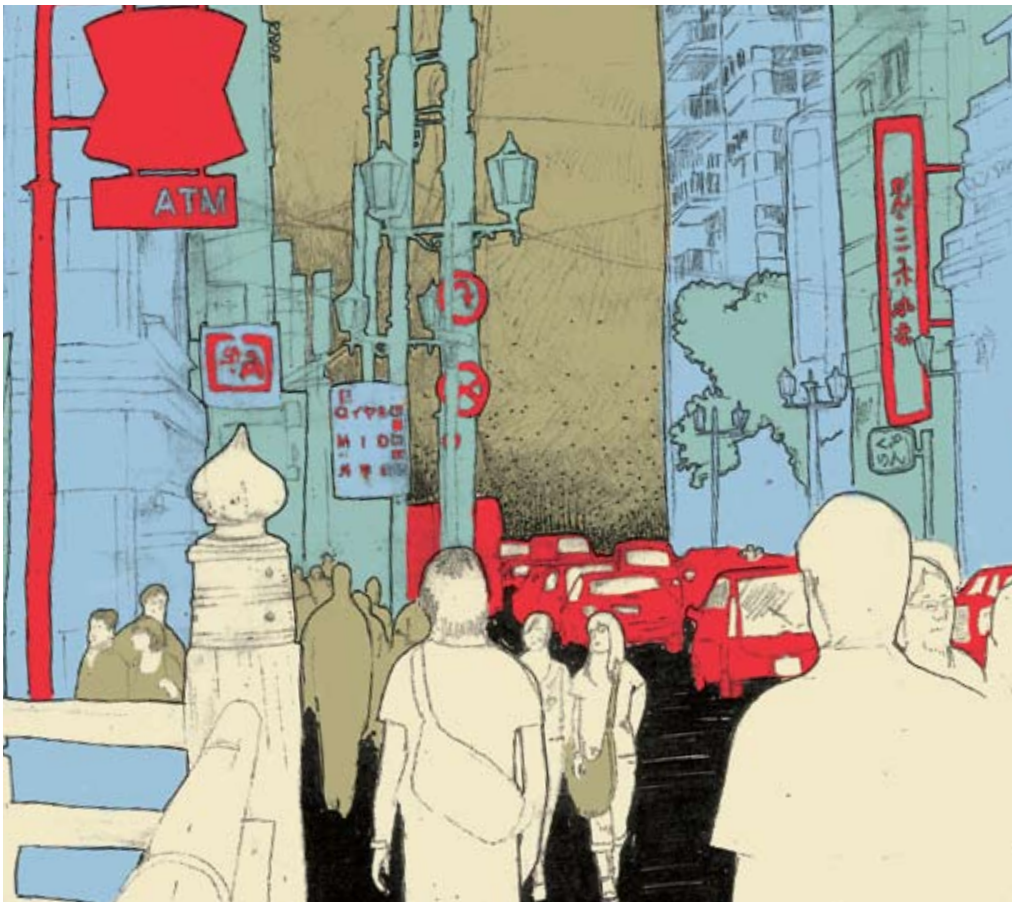
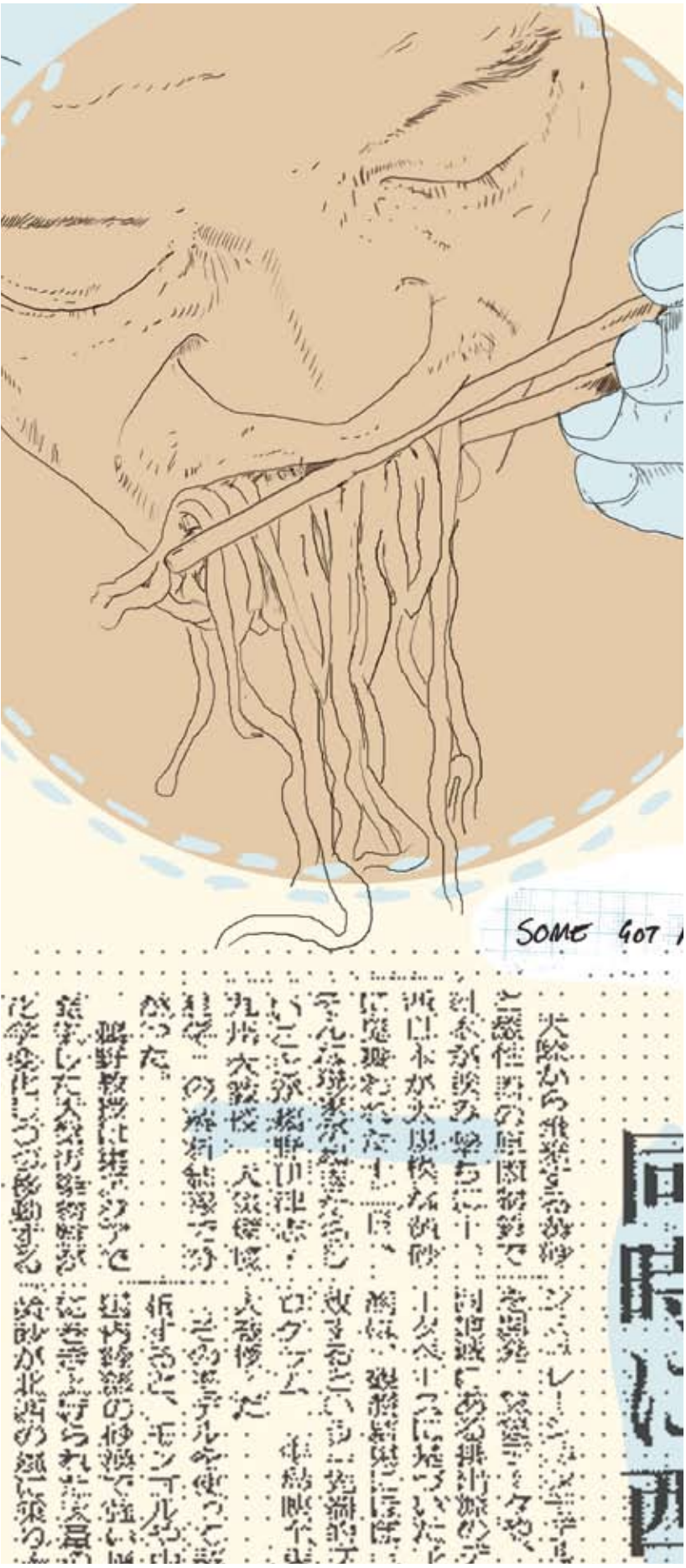
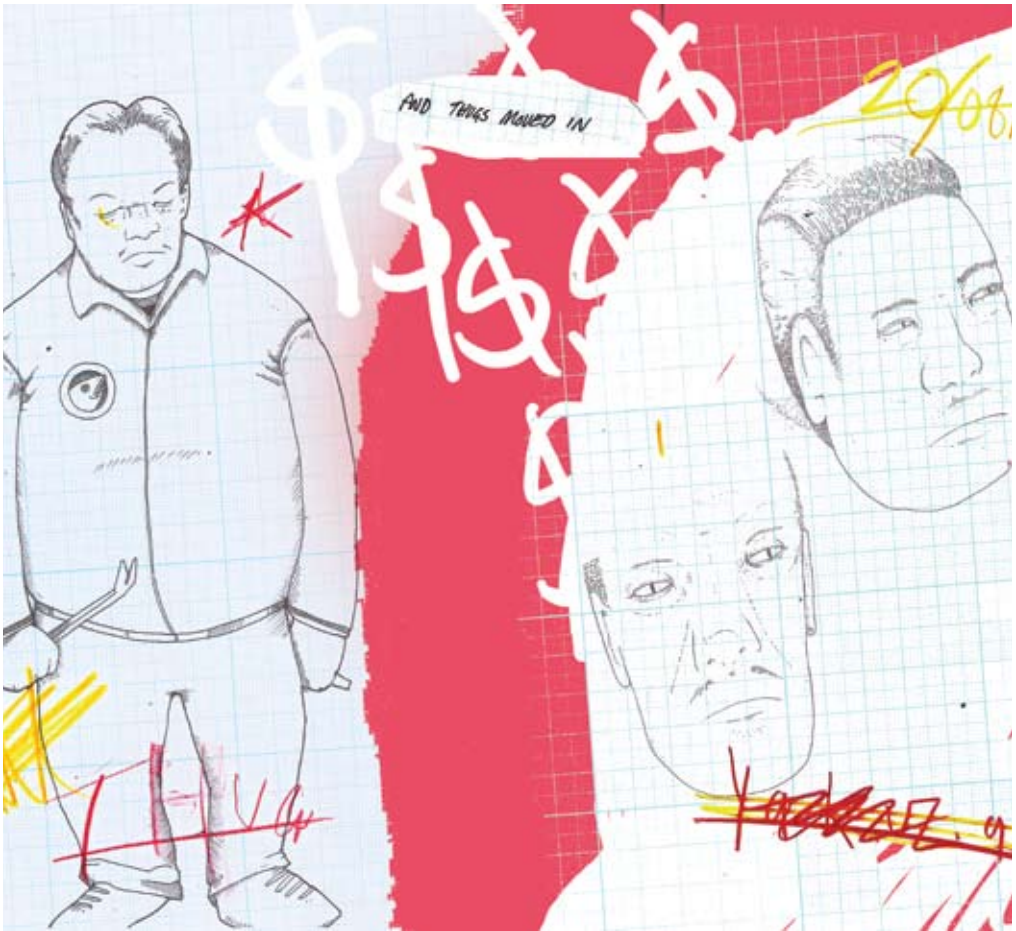
My goal is to continue to learn and ascend throughout my life. Fueled by the ocean and double espressos, I'm hungry.

Shay

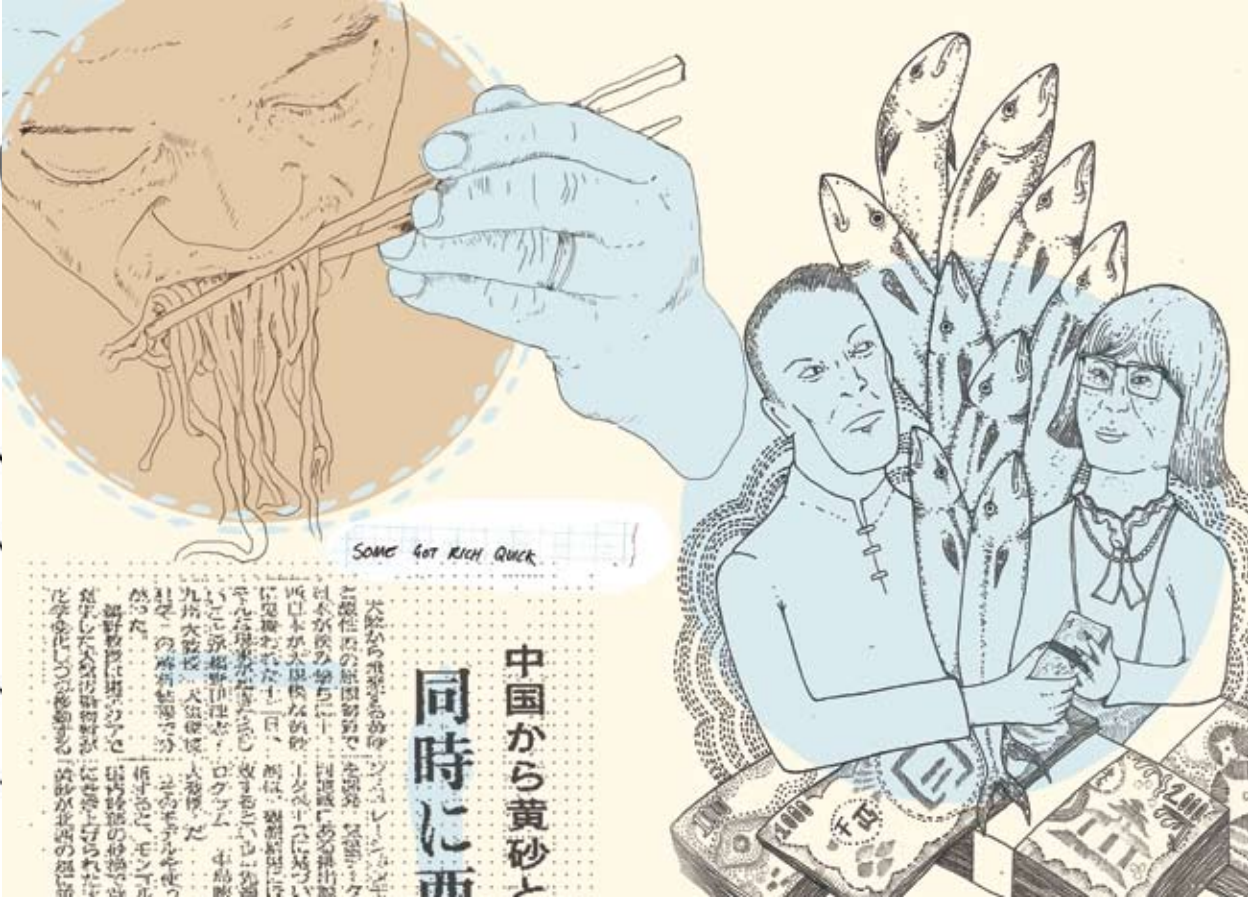


Shay Colley 0421 231 082 shaycolley@gmail.com

ILLUSTRATION



TUNA WARS: CONCEPT ART
A collection of concept sketches depicting the shady world of the 'gold tuna' trade in a thriving Japanese city.





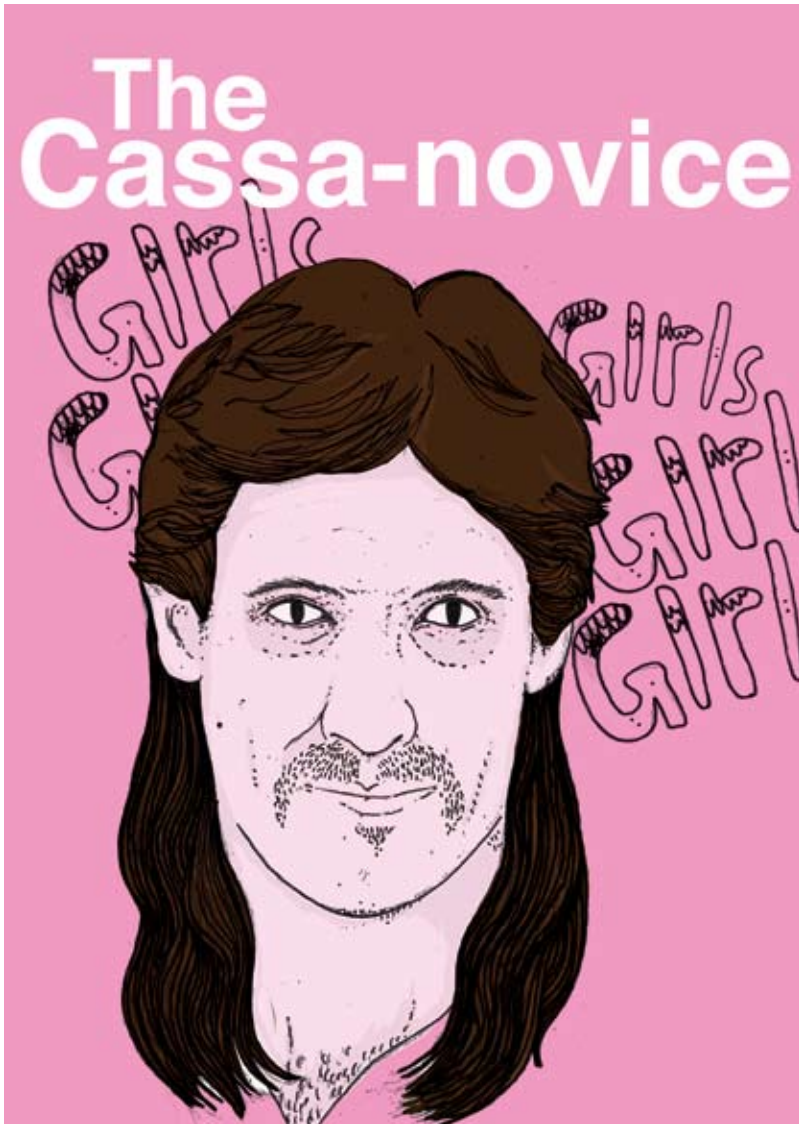
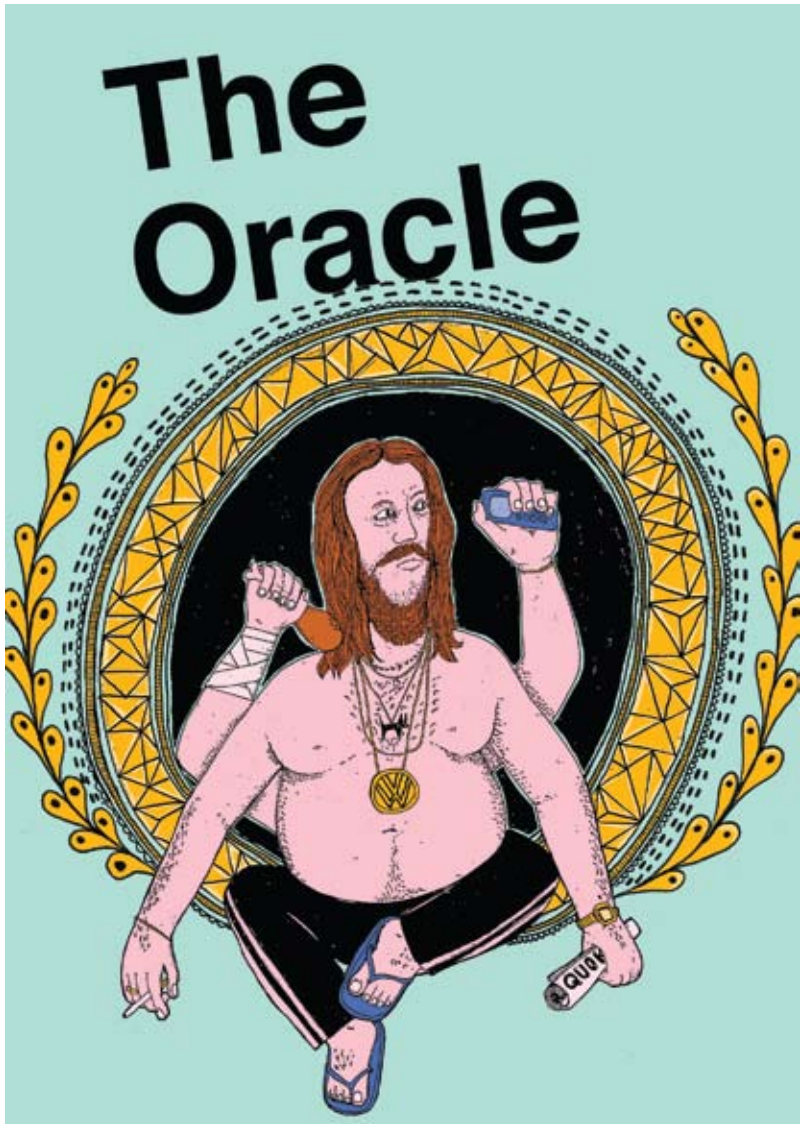
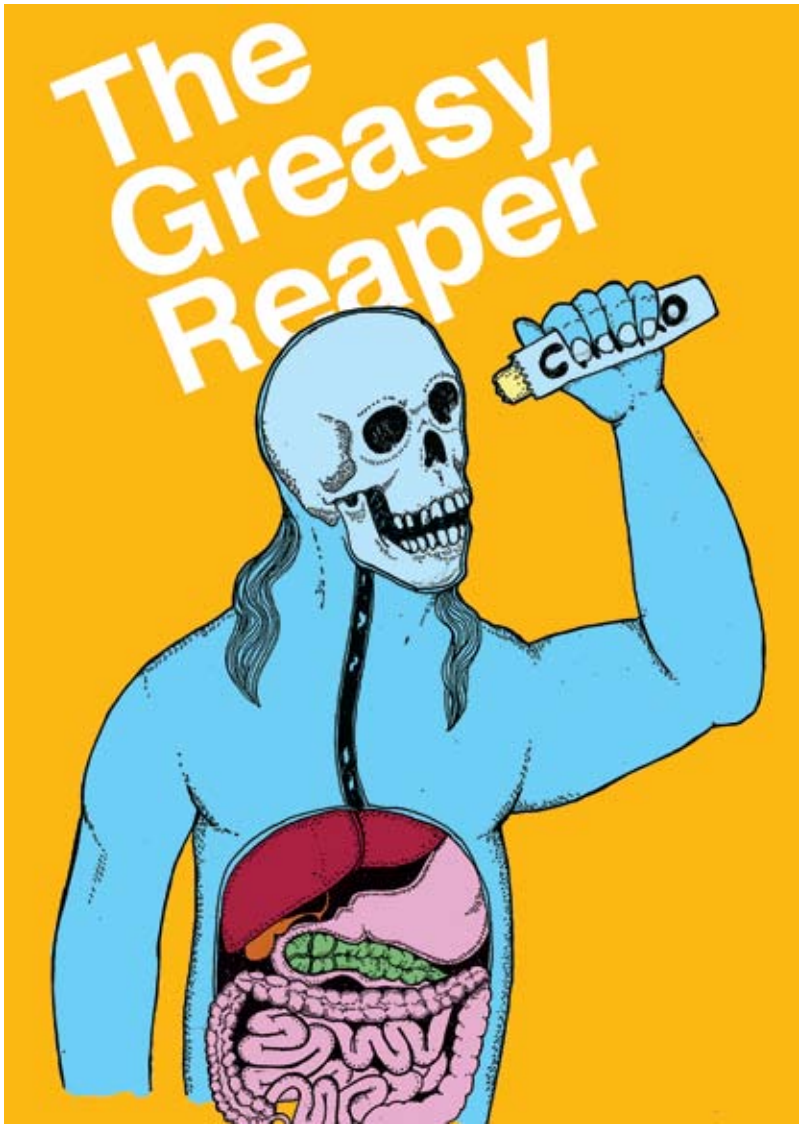
DEEP SEA SLUGGOS

Illustration included in the *Semi Permanent Book 1 2011*



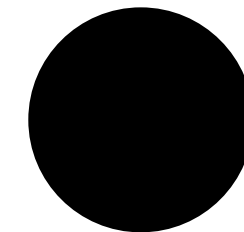
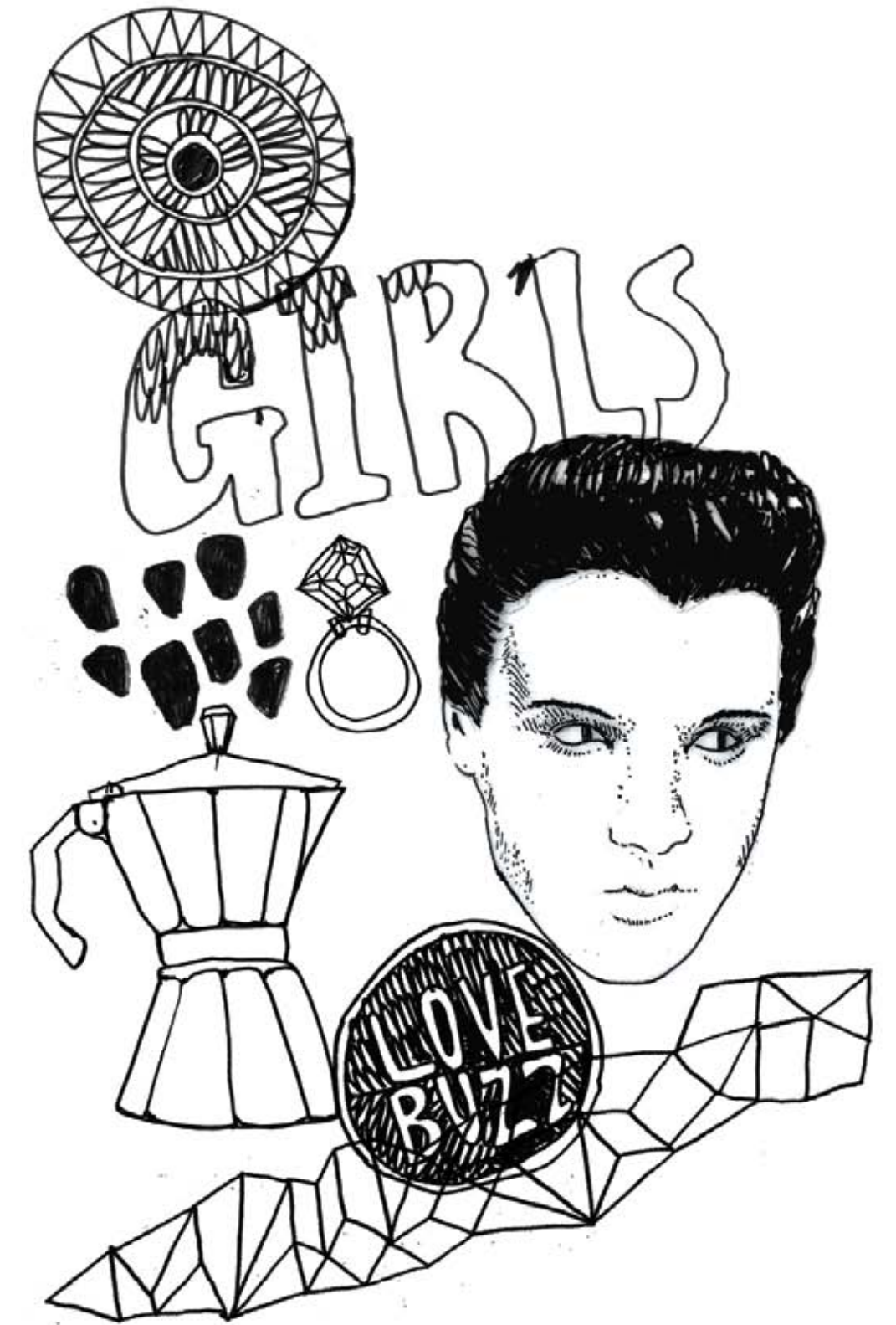
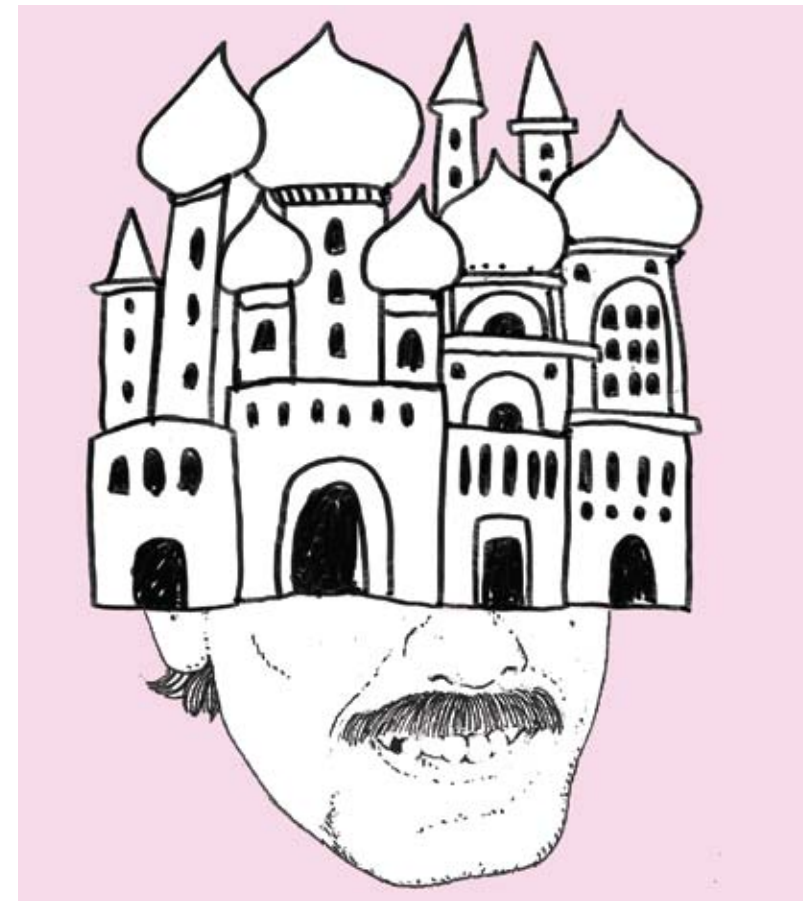
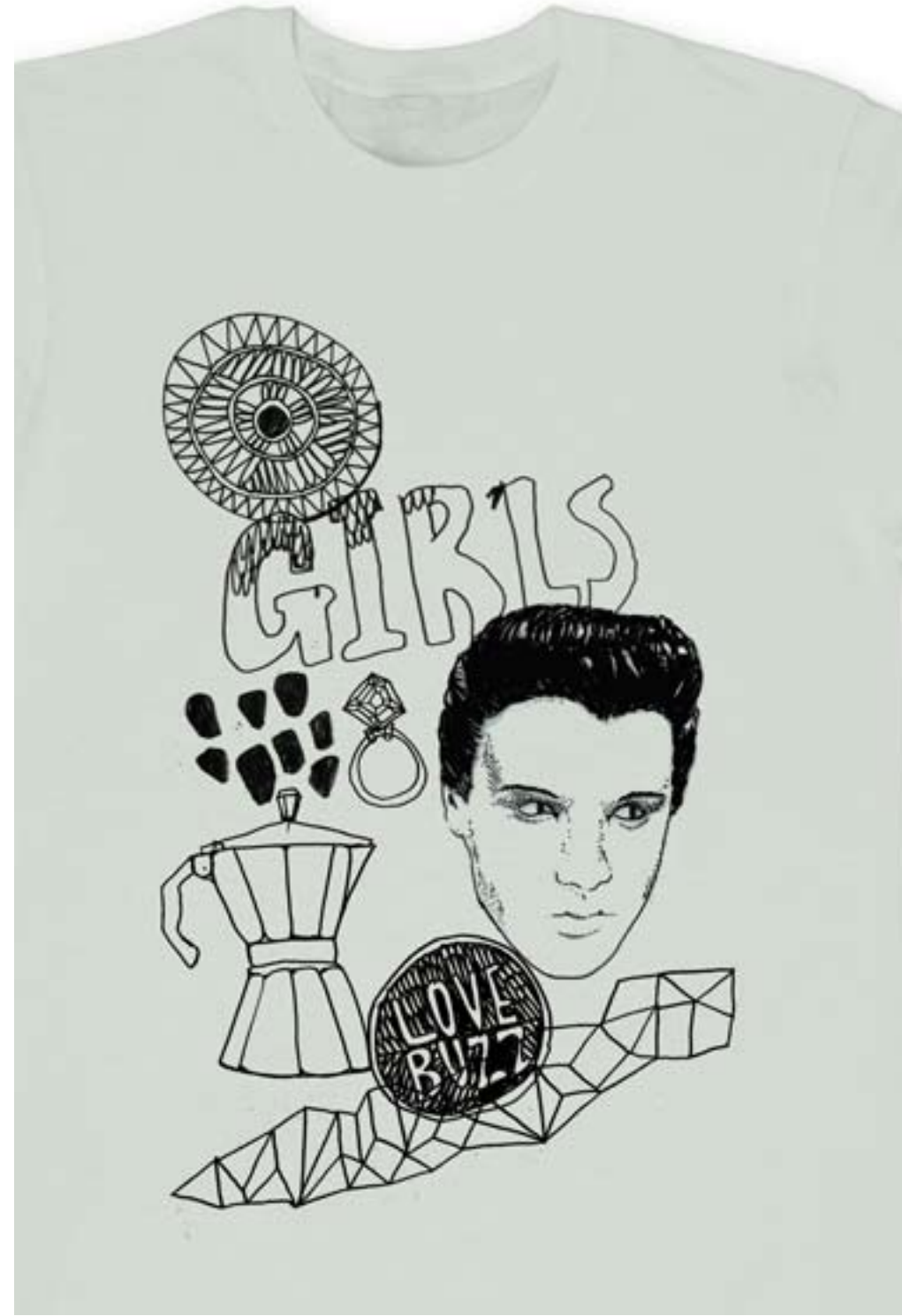
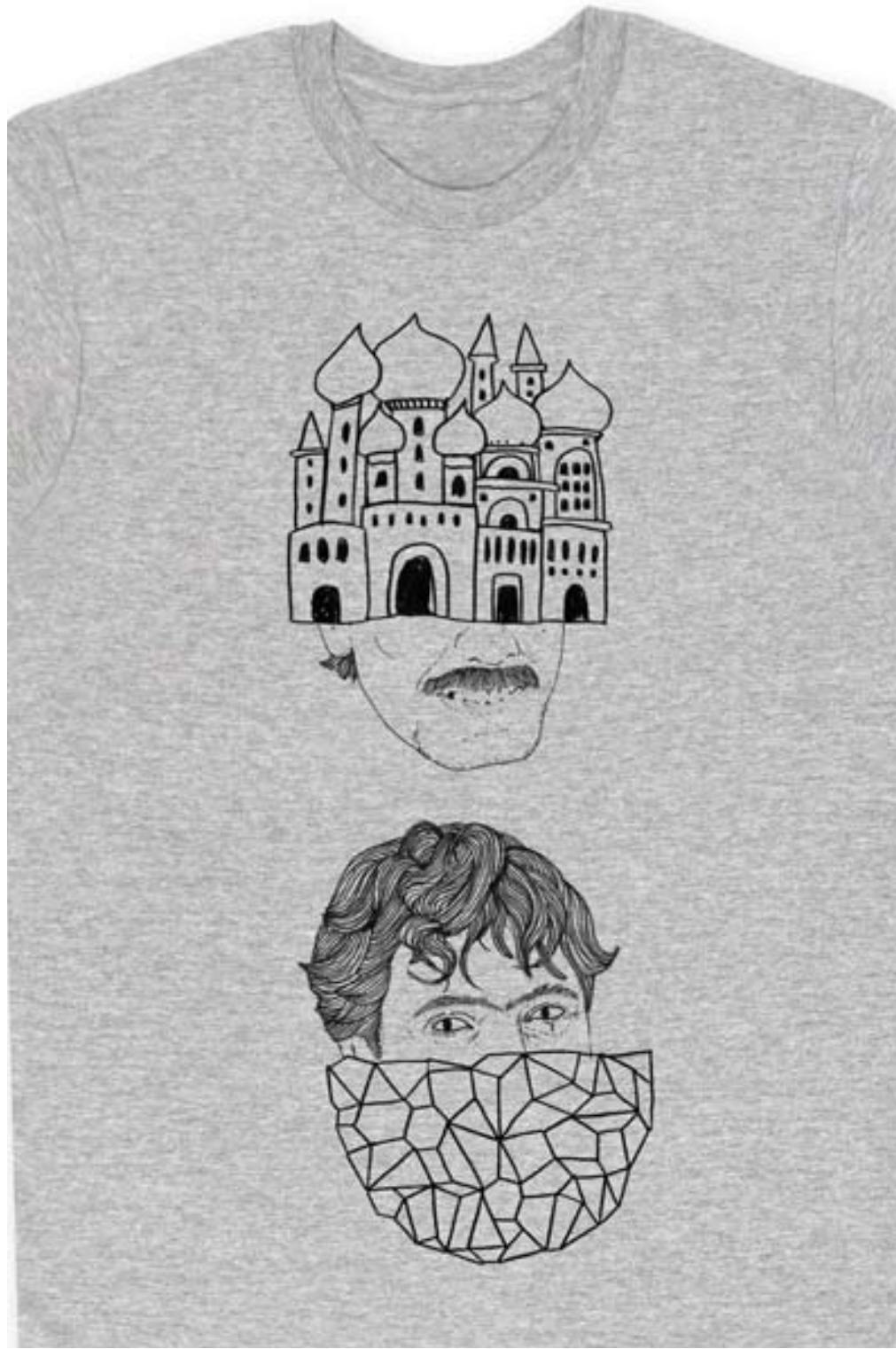
WAR FOR OLIVE OIL

Personal project. First press or death.



SLOW TRAIN BLUES

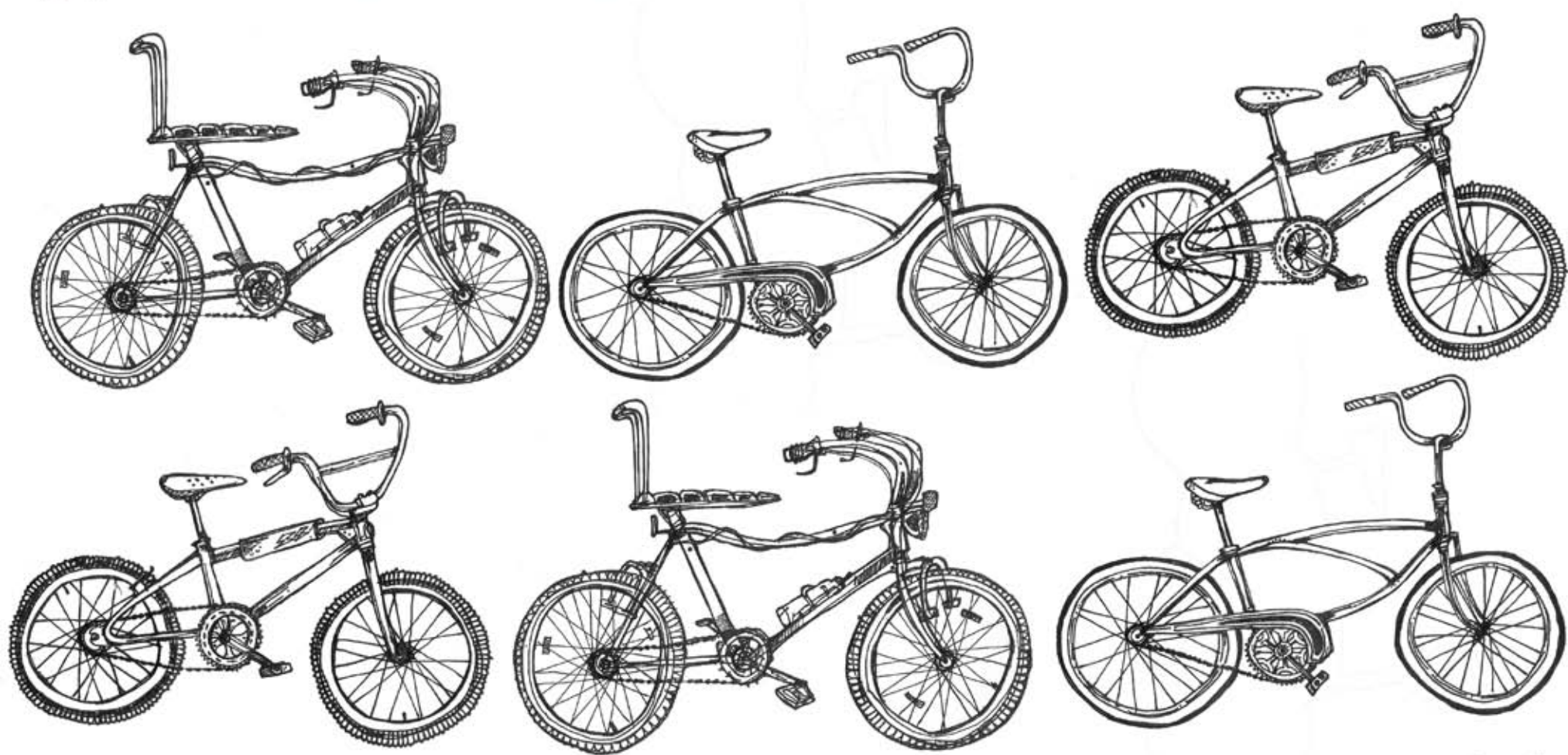
An exploration of the colourful characters found cruising the lines of Perth's train system. From the chronic fiddler to the worker chowing down on sausage rolls at 6 in the morning.



DOME CHROMOSOME

AS Colour Little Help T-shirt design finalist.
www.littlehelpproject.com

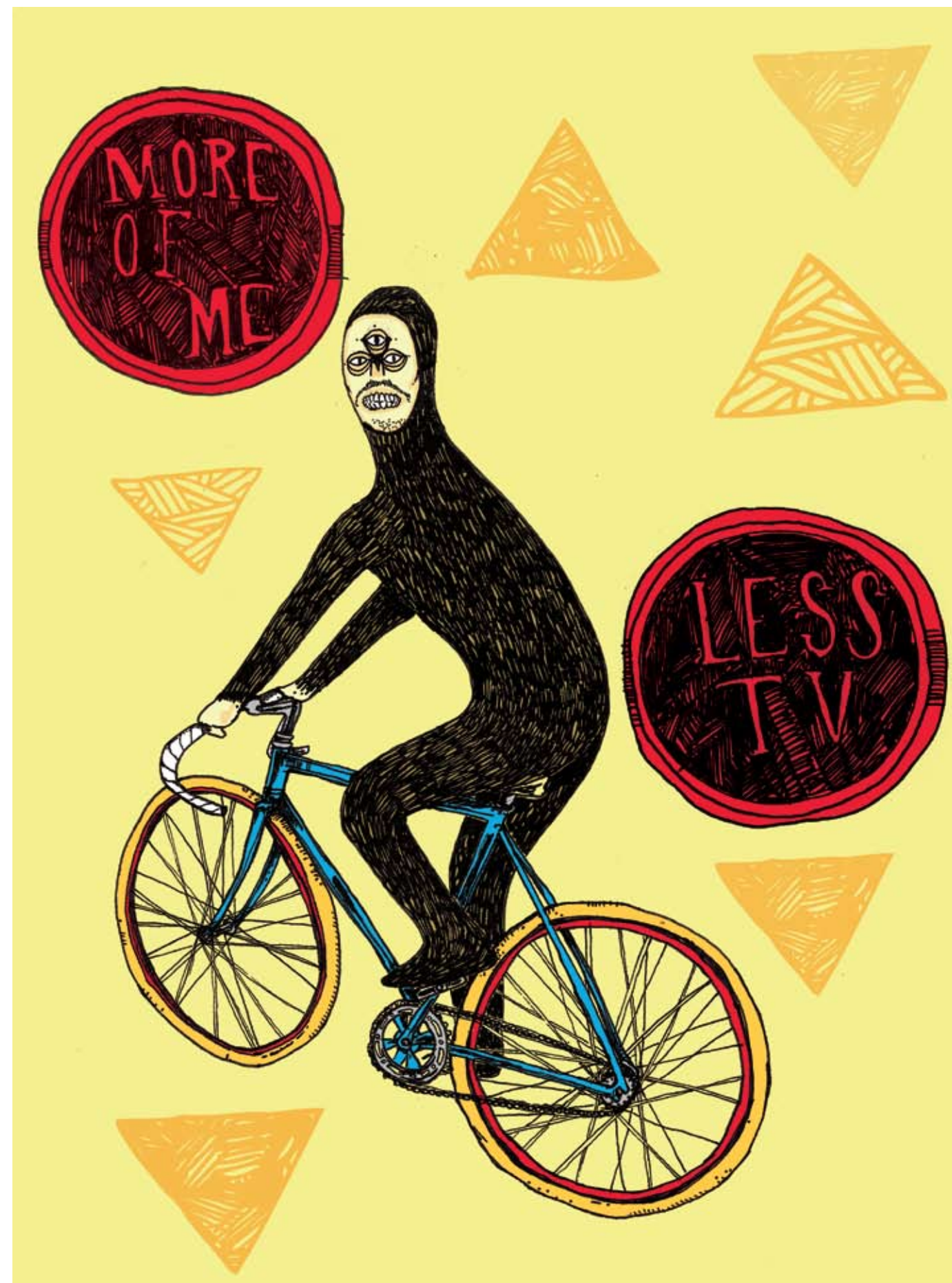
MORE OF ME



LESS TV

MORE OF ME, LESS TV

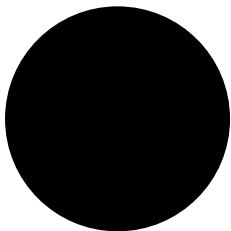
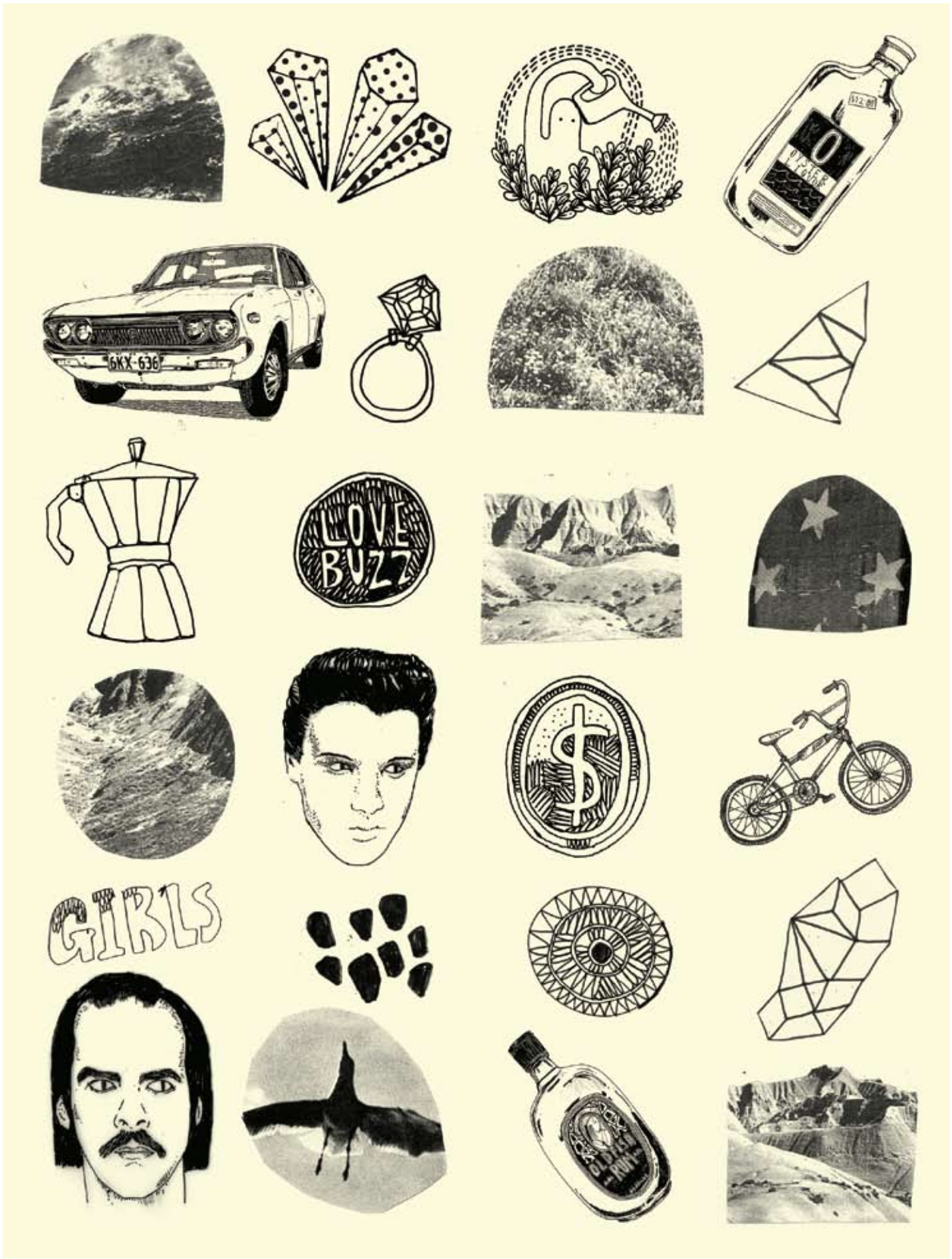
T-shirt design.



MORE OF ME, LESS TV: SEMI PERMANENT 2009

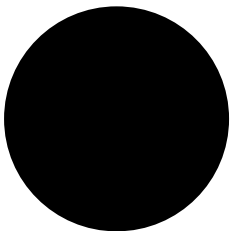
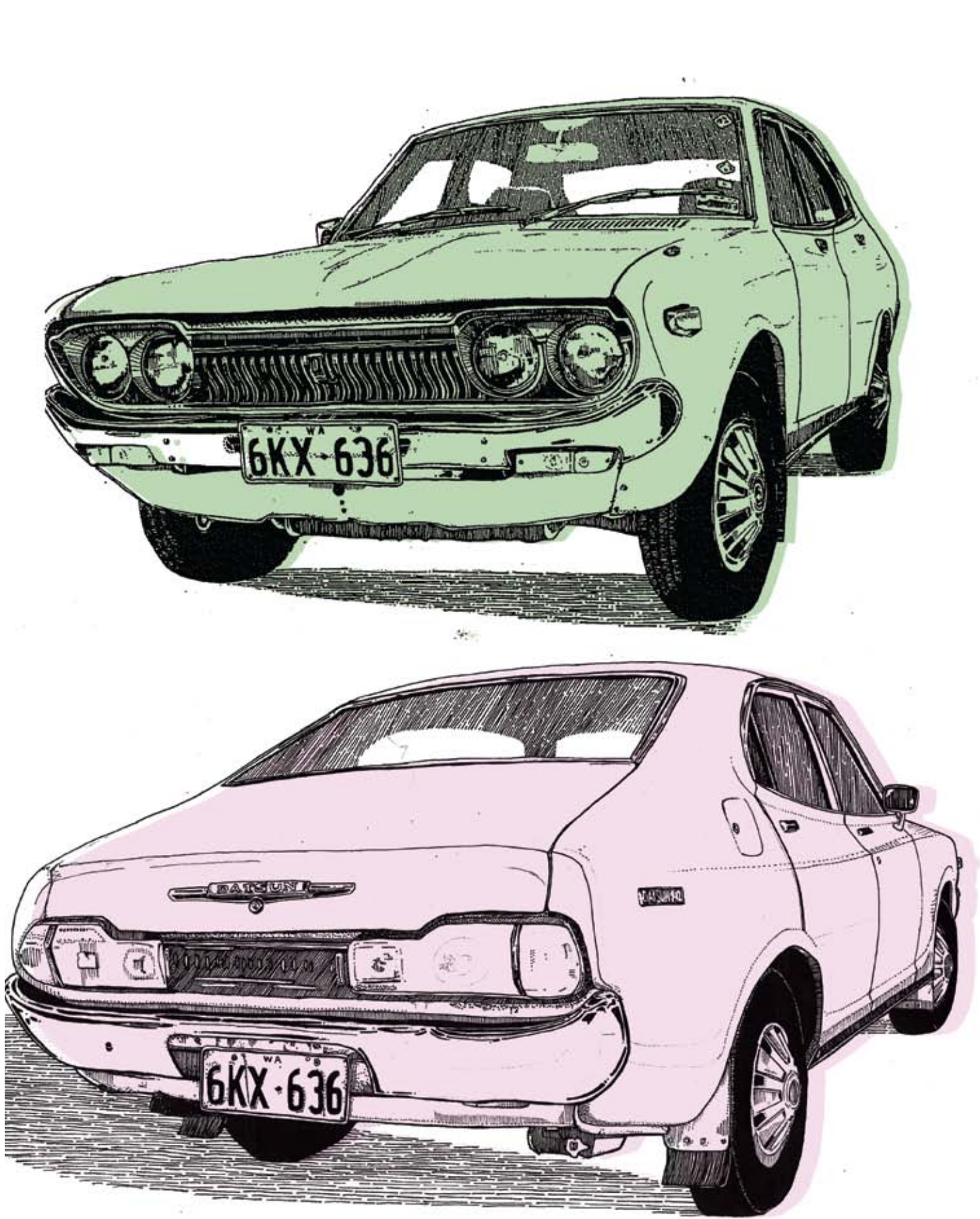
Illustration included in the 2009 *Semi Permanent* book.





LOVE BUZZ / HEAVY METAL MAYONNAISE

Personal work.



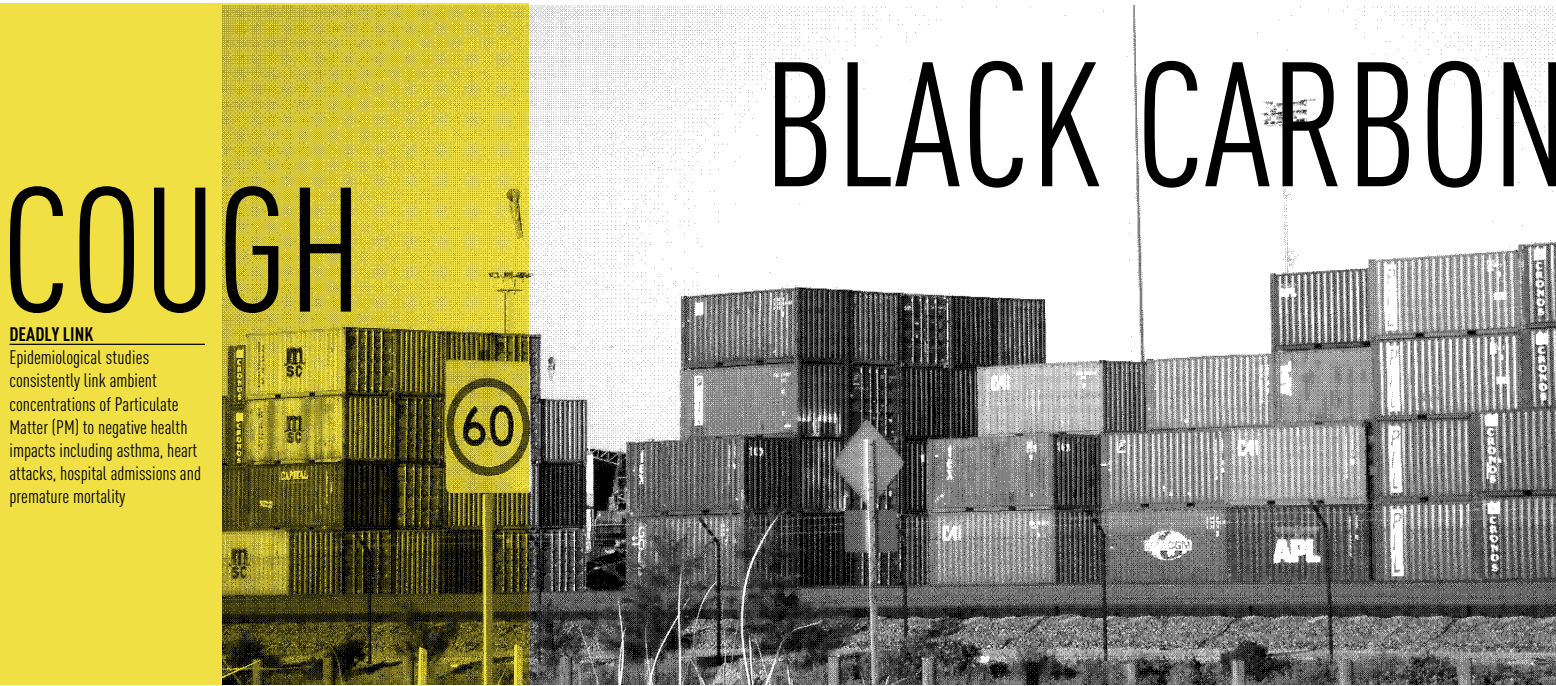
OLD CARS AND MUESLI BARS

Illustration of clapped out gas guzzling ride.

TYPOGRAPHY

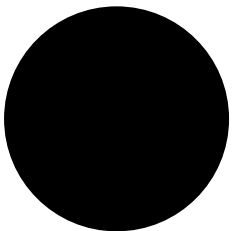
C02 CARBON DIOXIDE EMISSIONS

PM is believed to cost US\$330billion annually in health costs from lung and heart diseases.



DEADLY LINK
Epidemiological studies consistently link ambient concentrations of Particulate Matter (PM) to negative health impacts including asthma, heart attacks, hospital admissions and premature mortality

Results from a study from a group of universities shows that shipping related PM emissions are responsible for approximately 60,000 cardiopulmonary and lung cancer deaths annually. Most deaths occurring near coastlines in Europe, East Asia, South Asia. Under current regulation there is an expected increase in shipping which could increase annual mortalities by 40% by 2012.



DIRTY CARGO
Small run type based project focussing on the unparalleled C02 emissions of large cargo vessels.

BUNKER FUEL

THICK, STUBBORN, TOXIC

Bunker fuel has up to 2,000 times the sulphur content of diesel fuel used in US and European automobiles.

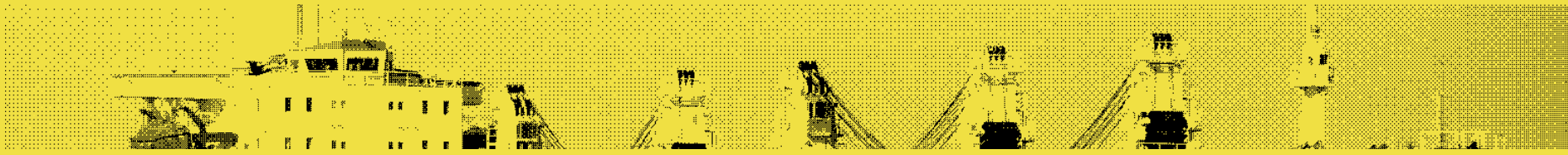
Europe dramatically cleaned up sulphur and nitrogen emissions from land-based transport in 20 years but has resisted imposing tight laws on shipping industry.

INEFFICIENT

Europe dramatically cleaned up sulphur and nitrogen emissions from land-based transport in 20 years but has resisted imposing tight laws on shipping industry. Cars that drive 15,000km a year emit around 101 grams of sulphur oxide. The largest ships which typically operate 280 days a year make 5,200 tonnes a year.

Most shipping emissions occur near the coast where they can be transported over land. In 2020 projected International shipping emissions in European sea areas will exceed total land based in the EU25 countries. US EPA's current regulations permit new coastal harbour craft diesel marine engines to emit Nitrous Oxide and particulate matter at rates 2 to 27 times higher than non-road land-based heavy-duty diesels.

In Europe in 2004 cargo vessel emissions exceeded heavy truck emissions of particulate matter by 4-6 times and Sulphur oxide by about 30-50 times.



1 CAR (15,000 Km PER YEAR) EMITS :
101 GRAMS SULPUR OXIDE

1 SHIP (OPERATING 280 DAYS PER YEAR) EMITS:
5,200 TONNES OF SULPHUR OXIDE

COUGH,
SPLUTTER,
CHOKES.

SHIPPING EMISSIONS: A GLOBAL HAZE

90,000

There are over 90,000 ocean going ships.

109,000

World's biggest container ships have 109,000 horse-power engines.

18-30

Shipping is responsible for 18-30% of all the world's nitrogen oxide pollution.

2,300

These engines weigh 2,300 tons.

9

9% of the world's sulphur oxide pollution is directly linked to shipping.

24

Most cargo ships run their engines 24hrs a day, around the clock.

70

70% of all ship emissions are within

280

The majority of the world's shipping fleet operate 280 days a year.

400

400km of land.

85

85% of emissions are in the Northern Hemisphere.

CLIMATE CHANGE

Shipping is responsible for 3.5% to 4% of all climate change emissions.

Emissions cause acidification of terrestrial and coastal ecosystems, damage to vegetation from ozone

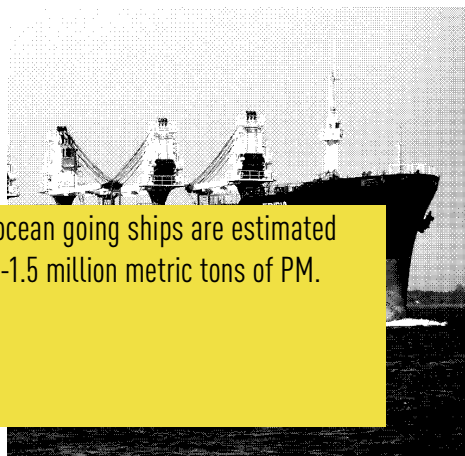
Pressure mounting on UN's International Maritime Organisation and the EU to tighten emissions law.

Marine transport sector contributes significantly to air pollution, especially in coastal areas.



US govt has introduced a strict 200 mile buffer zone along entire US coast.

US Buffer zone may save over 8,000 lives a year with new air quality standards cutting sulphur in fuel by 98% , PM by 85%, and Nitrogen Oxide by 80%.



Annually, ocean going ships are estimated to emit 1.2-1.5 million metric tons of PM.

400KM SPREAD

Study in the North Atlantic found that emissions spread at least 400km.

すき焼き

SUKIYAKI

"The meat is never cooked too long but just swished back and forth a couple of times."

When making Sukiyaki, slices of meat are either grilled or simmered in a shallow iron pot. In Japan, there was no custom to eat meat until sometime around 1860. Therefore, it was not until this time that restaurants serving Sukiyaki were introduced. Back then, this dish was called "Sukiyaki" in the Kansai region but was known as "Gyunabe" in the Kanto region. Later on, the term "Sukiyaki" became commonly used. Sukiyaki is prepared differently in Kanto and Kansai. Although vegetables are used either way, in the Kanto style, the meat is first simmered in a type of sauce called Warishita (mixture of soy sauce, sugar, Mirin, and cooking wine). On the other hand, in the Kansai style, the meat is grilled first before adding sugar and soy sauce. The most common way of enjoying Sukiyaki is to dip the ingredients in a small bowl of raw, beaten eggs just before eating.

Sukiyaki gets better and better as the cooking progresses

4

うなぎ

UNAGI

"The taste is the mildest sweet and sour with a lingering aftertaste of something slightly smoky"

Unagi (freshwater eel) has been consumed in Japan since the 17th century. Unagi is rich in protein, calcium, vitamin A and E, and it's said that unagi gives people stamina. For this reason, unagi is eaten the most during the hottest time of the year. It's a Japanese custom to eat unagi on "doyo no ushinohi" in the summer. The end of each season is named doyo, according to a Chinese philosophy called gogyo, and there are four doyo periods per year. It's defined by ecliptic longitudes of the Sun, so the dates slightly change every year. There can be one or two ushinohi during a doyo period, and doyo-no-ushinohi in summer falls between mid. July and early August each year. It's known as "unagi day" in Japan. When unagi is grilled over charcoal, the fat from unagi drips and burns, causing smoke. The smoke adds a great flavor to unagi, and the great smell coming from unagi restaurants attract many customers into the restaurants every summer.

It's believed that eating unagi considerably improves the love life

6

日本酒

SAKE

"Sake, like wine, ought to be accompanied by a meal or at least something to nibble on".

Sake is often referred to in English as rice wine. However, unlike true wine, in which alcohol is produced by fermenting the sugar naturally present in fruit, sake is made through a brewing process more like that of beer. To make beer or sake, the sugar needed to produce alcohol must first be converted from starch. But the brewing process for sake differs from beer brewing as well, notably in that for beer, the conversion of starch to sugar and sugar to alcohol occurs in two discrete steps, but with sake they occur simultaneously. Additionally, alcohol content also differs between sake, wine, and beer. Wine generally contains 9-16% alcohol and most beer is 3-9%, whereas undiluted sake is 18-20% alcohol, although this is often lowered to around 15% by diluting the sake with water prior to bottling. There are two basic types of sake: futsu-shu and tokutei meishu-shu. Futsu-shu, "ordinary sake," is the equivalent of table wine and accounts for the majority of sake produced. Tokutei meishu-shu, "special designation sake," refers to premium sakes distinguished by the degree to which the rice is polished.

Sake is as important to Japan as wine is to France

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河豚

FUGU

"Last night, fugu with a friend. Today I helped carry his coffin". 16th Century Poem.

Fugu (blow fish) is a fish which contains deadly poison in the organs. Despite the risk, fugu dishes remain as special feasts in Japan. Even the milt is considered as a great delicacy. Fugu is referred to as blow/globe/puffer fish since it blows its body up. The kanji (Chinese characters) used to write fugu indicates "river pig." In western Japan, fugu is called "fuku," which means "to blow" or "happiness." It's reported that about 40 kinds of blow fish are caught and cultured in Japan and that 10000 tons of blow fish are consumed each year. Shimonoseki-city in Yamaguchi is known as fugu city and supplies a large amount of fugu. There is an old expression such that "I want to eat fugu, but I don't want to die" in Japan. Since fugu's poison can lead to instantaneous deaths of diners, only licensed cooks are allowed to prepare fugu. You must have special skills and knowledge about fugu to be licensed. Poisonous parts of fugu differ, depending on the kind of fugu.

Fugu is the one delicacy that the imperial family are never served

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天ぷら

TEMPURA

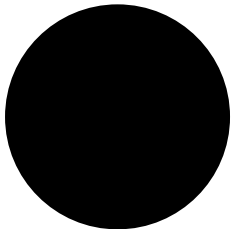
"As a general rule, tempura tends to be better at specialty restaurants rather than at all-purpose restaurants".

Tempura is, in many ways, an archetypal Japanese food. All the essential qualities of the nation's cuisine are reflected in its preparation: the use of absolutely fresh ingredients, the artful presentation, and the perfection of technique by a skilled chef. The result is one of the triumphs of Japanese cooking-a fried food that is light and fresh-tasting rather than heavy and greasy. It's a cooking style in which the essence of the ingredient itself completely defines the taste.

The first rule of eating tempura is to get it while it's hot

It may come as a surprise to learn that tempura was not originally a Japanese dish; it actually owes its origins to the visiting Portuguese missionaries of the sixteenth century. But tempura, like many imported ideas, gradually adapted itself to Japanese needs and tastes. By the late nineteenth century tempura was a popular fast food in Tokyo, sold from sidewalk stalls and roaming pushcarts, and today's modern tempura (made by deep-frying vegetables, fish and shellfish) is no longer a foreign food at all, but a completely Japanese cuisine.

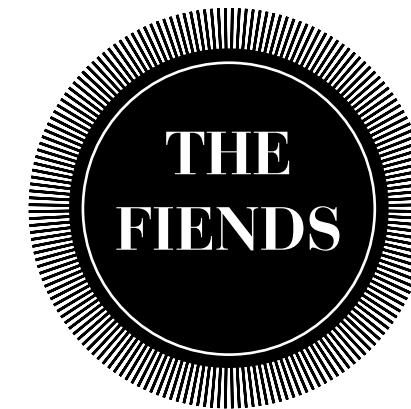
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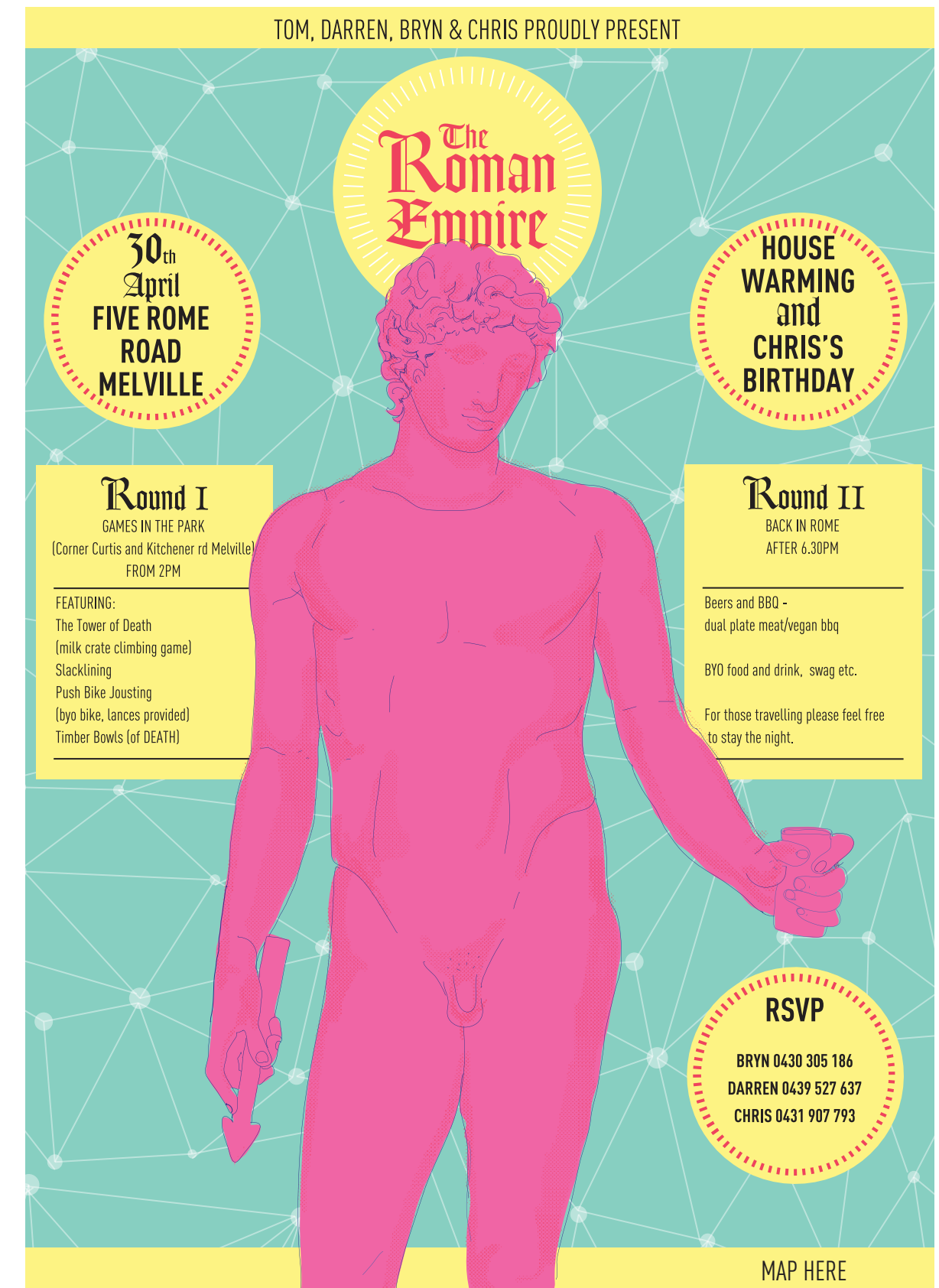
10 THINGS YOU SHOULD KNOW ABOUT JAPANESE CUISINE

Small publication covering ten famous Japanese dishes.

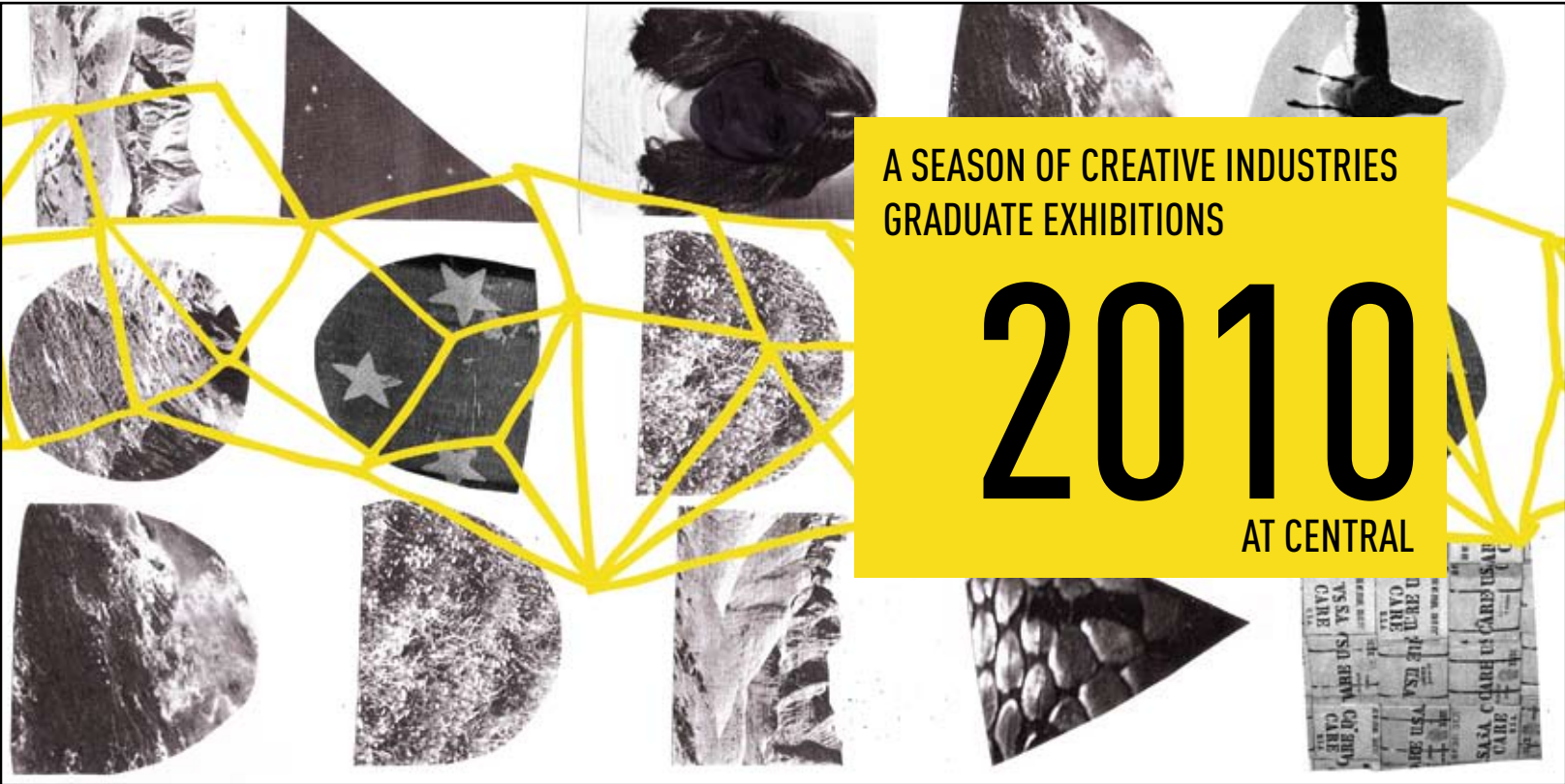
ASSORTED WORK



THE
FIENDS



FREE LANCE EVENT INVITATION & ASSORTED
LOGO TRIALS



A SEASON OF GRADUATE EXHIBITIONS 2010 AT CENTRAL

CHECK OUT OUR WEBSITE FOR MORE DETAILS
www.gallerycentral.com.au 94271318



3D Design
Central Park
22 - 26 Nov
Mon - Fri 9-6

Printing & Graphic Arts (Cert 3)
Central, 133 Newcastle St
23-26 Nov
Tues -Fri 9-6

Fashion & Textile
The Bakery
23 Nov
Ticketed event

Interior Design
eCentral
24 -26 Nov
Wed - Fri 9-7

Graphic Design
Gallery Central
25 - 27 Nov
Thur -Fri 10-4.45, Sat 10-2

Photography
Gallery Central
2 - 4 Dec
Thur -Fri 10-4.45, Sat 12-4

Digital Media, Animation & Games
eCentral
5.30pm Thurs 2 Dec

Music
Rosemount Hotel North Perth
albums launch & awards night
7.30pm Thur 2 Dec

Diploma of Screen
The Bakery
Early December

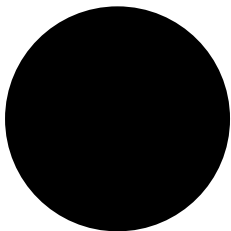
Visual Art & Jewellery
Gallery Central
9-15 Dec
Mon - Fri 10-4.45, Sat 12-4

Advanced Diploma of Screen
Astor Theatre, Mt Lawley
Wed 15 Dec by invitation only



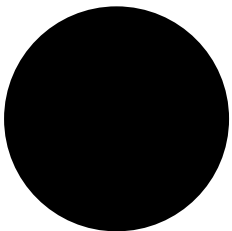
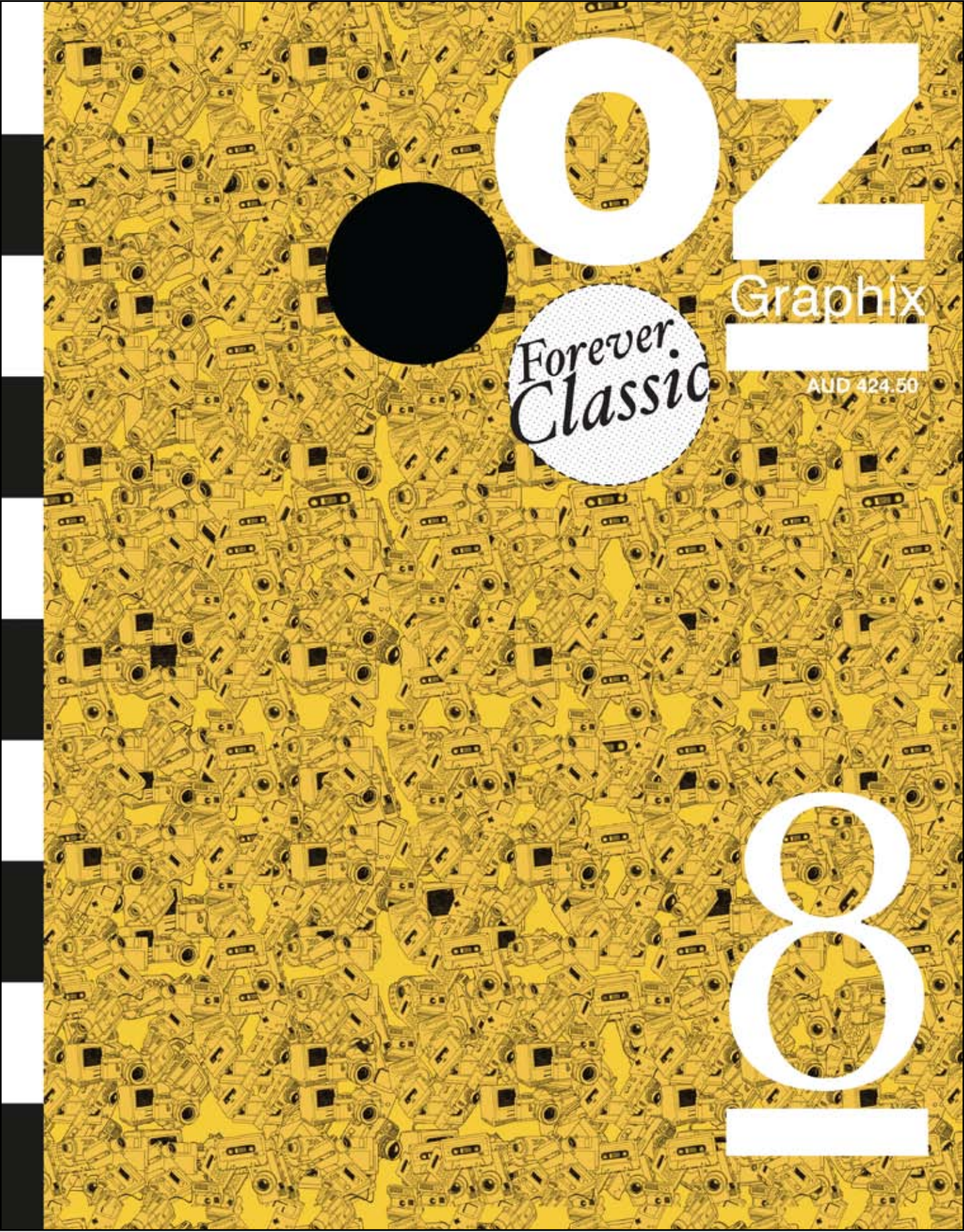
central
INSTITUTE OF TECHNOLOGY

Artwork: Shay Colley



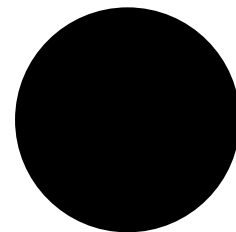
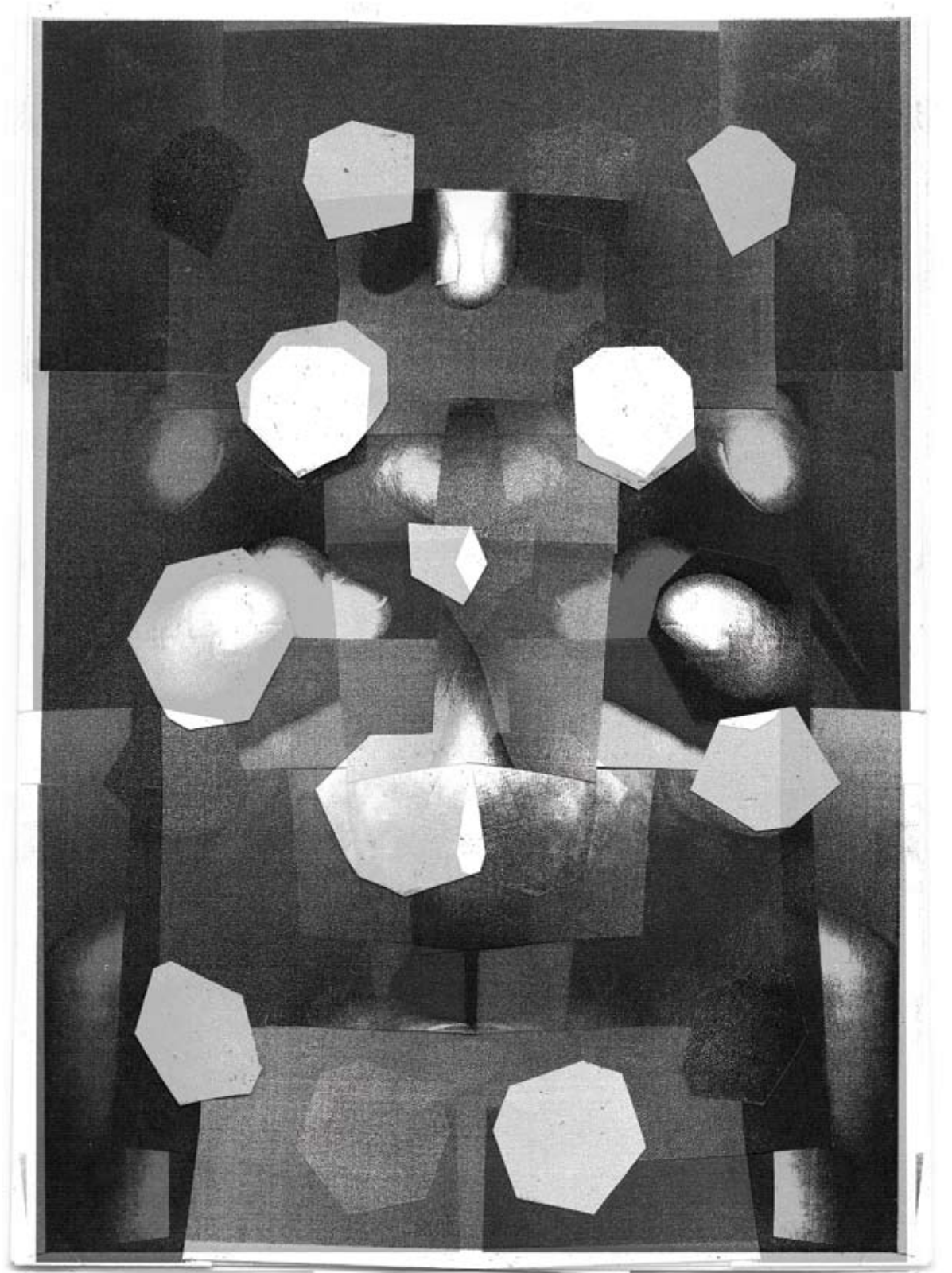
C.I.T. GRADUATE EXHIBITIONS INVITE

Invite created for Gallery Central.



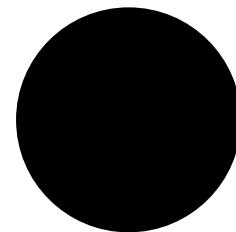
OZ GRAPHICS COVER

Cover created for Oz Graphic's student competition.



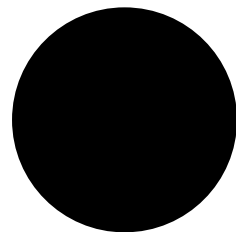
LOVE IS MY VELOCITY COOKBOOK RECIPE CARD

'Dip Life' recipe card created for the *Love Is My Velocity Cookbook*. Project paired artists with recipes supplied by local musicians.



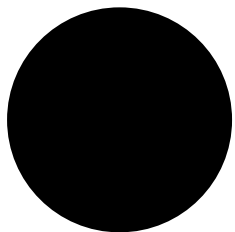
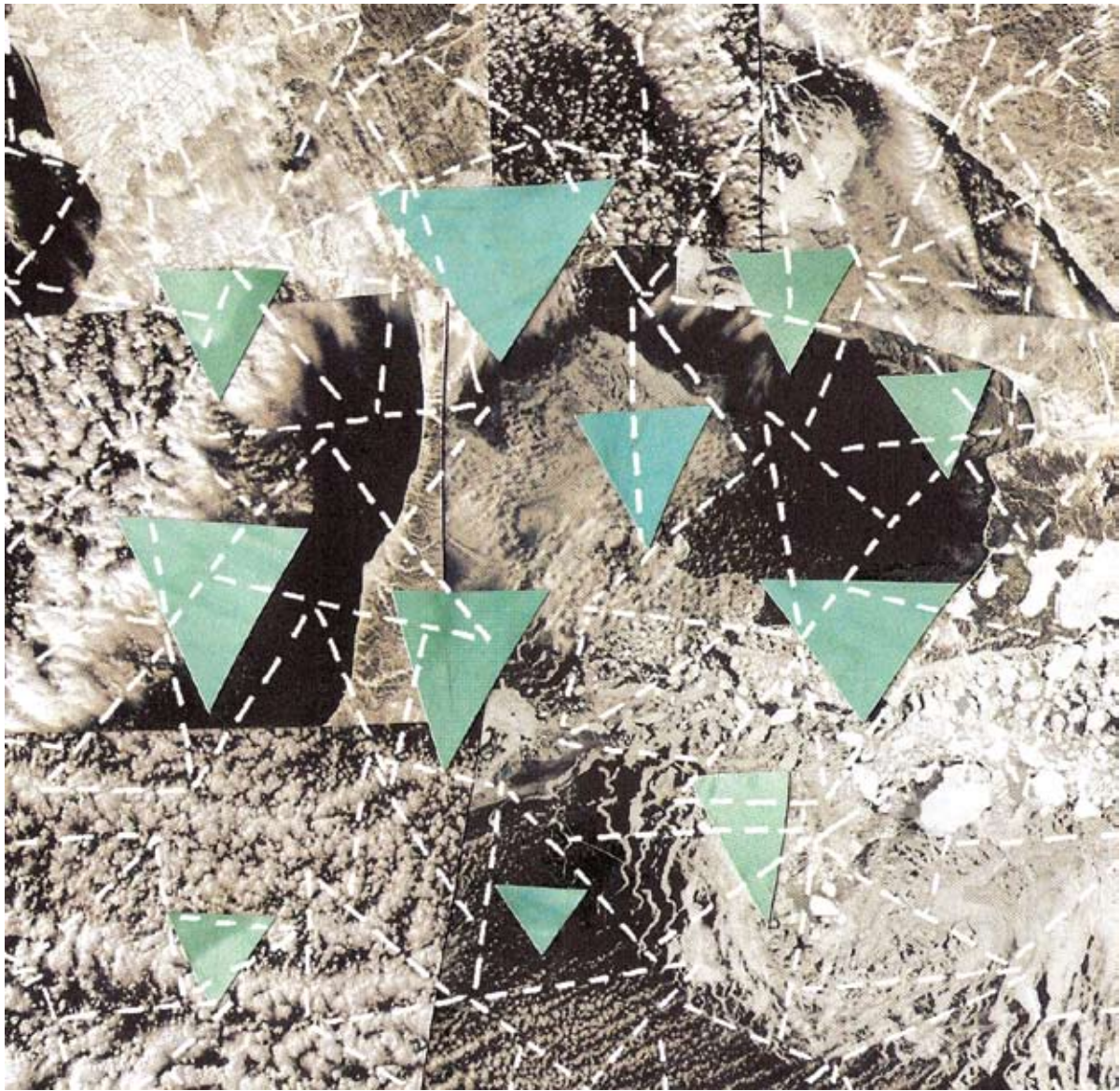
SWINE FLU CODE : SEMI PERMANENT 2010

Artwork included in the *2010 Semi Permanent* book.



SILVER LIZARD EP DESIGN

Packaging created for Silver Lizard's EP *Tales of Lost Tails*.



INTERGALATIC KICKS

Personal project. Artwork printed on shoes.