

JO FORD

I am an aspiring film production buyer. My core skills encompass creative, future and strategic thinking, idea generation, conceptualization, teamwork, and thorough trend, market, and consumer research.

For my major final year project, I delved into exploring the cathartic properties of colour and its underlying theories. I created a liberating practice where individuals could express emotions and thoughts by immersing themselves in the personal and aesthetic realm of colour. This concept aimed to stimulate a desire for mindful engagement and completion of activities.

I'm fascinated by the constant innovation and evolution within the industry, especially how fashion trends cycle and influence consumer responses. Additionally, I am intrigued by the profound meaning in creative choices, often backed by research and a factual basis.



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CONTENTS

1

GENERATING VISUALS AND CONCEPTS

2

BRAND PARTNERSHIP DEVELOPMENT DESIGN RECIPE

3

HOMEGROWN (TSPTR)



SKILLS

ADOBE SOFTWARE

MARKET / CONSUMER RESEARCH

CONCEPTUALISATION

TREND FORECASTING

IDEA GENERATION

STRATEGIC THINKING

GRAPHICS

VISUALISATION

MOCK-UPS

BRANDING / COMMUNICATION

PHOTOGRAPHY

PROJECT - 1

CONCEPT BOARDS

WORKING OUT BRAND PARTNERSHIPS

GENERATING VISUALS

COLOUR PALETTE

PHOTOGRAPHY / ART DIRECTION

LOCKUP INSPIRATION

HEADLINE
Colour Your Life

KEY WORDS

- Vibrant
- Playful
- Comforting
- Lively
- Stylish

PHOTOGRAPHY
The photography will be kept simple to enhance the boldness of the book's design. Plain white backgrounds will provide stark contrast, accentuating details, while complementing colours from adjacent products will ensure cohesiveness. This minimalist approach directs attention squarely to the striking design of the book, ensuring they stand out effortlessly.

COLOUR PALETTE

PHOTOGRAPHY / ART DIRECTION

LOCKUP INSPIRATION

HEADLINE
The Colour Diary

KEY WORDS

- Abstract
- Sophisticated
- Mature
- Educational
- Appealing

PHOTOGRAPHY
The photography will be centred around the origins of abstract art (emerging through art) using Kandinsky and Klee's pieces as focal points. There will be a sophistication to this design, mature and whimsical. Still very colourful with red as the leading tone.

COLOUR PALETTE

PHOTOGRAPHY / ART DIRECTION

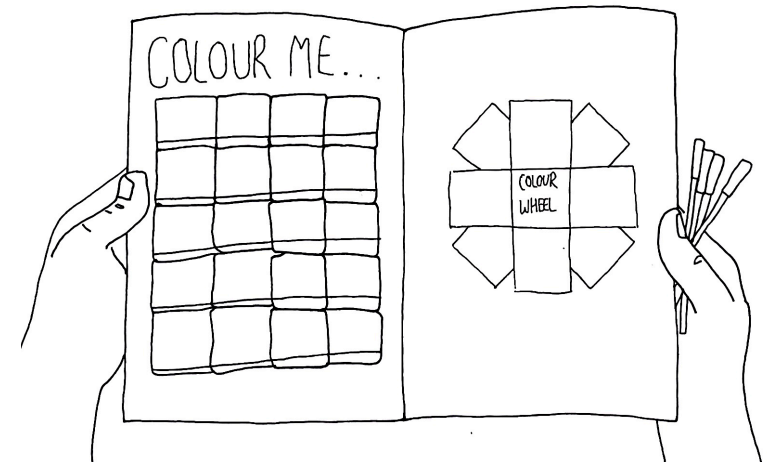
LOCKUP INSPIRATION

HEADLINE
Colour Me...

KEY WORDS

- Fun
- Crazy
- Creative
- Funny
- Inspiring

PHOTOGRAPHY
The photography will be very colourful with emphasis on greens, whites and yellows. The black line illustrations will be prominent in design and art direction to add a fun touch as well as storytelling. Imagery will be used to encourage creativity and the rainbow palette will be used in full.



PROJECT - 2

DEVELOPING PROJECT - 1

The brief for the Solution stage was to creatively address the problem, ideate innovative fashion communication and promotion ideas, test and refine them, and connect with your target audience effectively.

Problem Statement

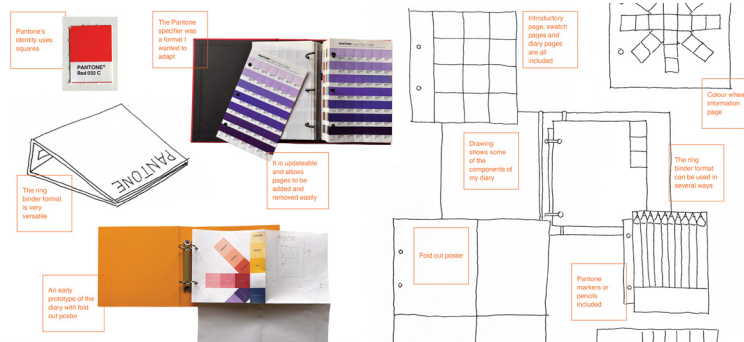
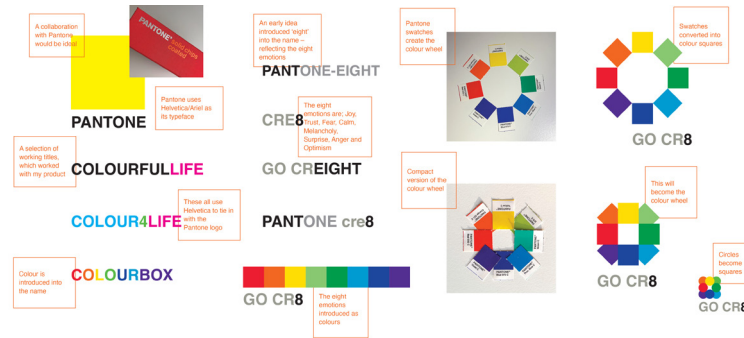
How can I create a mindfulness practice using colour that aims to engage young adults daily in completing an activity and nurturing an overall sense of healthy well-being, considering their struggle to establish a routine?

Solution Statement

Many young adults struggle to establish a routine with mindfulness activities, often overlooking the potential of colour as a unique tool for catharsis. To address this gap, I created a straightforward practice that incorporates colour theory as a means of emotional release. The originality of the outcome encourages my consumer to use it regularly.

Big Idea

A freeing space where individuals can record emotions and thoughts by immersing themselves in the personal and aesthetic realm of colour, stimulating a desire to engage in mindful activities to completion.



PROJECT - 1

FINAL OUTCOMES

ROUTE TO CONSUMER



PROJECT - 3

HOMEGROWN (TSPTR) CONSUMER BOARD

The task was to craft a zine reflecting my personal interpretation of 'Homegrown.' I aimed to explore how I cultivated a sense of comfort upon leaving my childhood home, focusing on the connection between colour theory and emotional well-being.

CONSUMER

- 18-24 yrs old
- University students
- Has a pre-existing interest in art and design
- Wears Adidas gazelles
- Frequently buys Tesco meal deals
- Attends the university gym
- Reads Sally Rooney
- Charity shops every month
- Enjoys taking digital pictures
- Engages loosely with Instagram
- Makes list
- Goes clubbing twice a week
- Homebody
- Likes to cook
- Interested in the history of fashion
- Has two tattoos
- Favourite designer is JW Anderson
- Owns a Vivienne Westwood lighter
- Plays guitar
- Enjoys walks with headphones on
- Dyes hair every 6 months
- Likes SZA, KAYTRANADA and Miguel
- Wears silver jewellery
- Owns a skims dress
- Practices mindfulness
- Does pilates tutorials on YouTube
- Has a pret membership
- Smokes socially
- Sentimental
- Takes an art based university course
- Journals weekly
- Enjoys nature
- Works part-time in a cafe



PROJECT - 3

THE CONCEPTS FOR EACH ROOM THEME

CUSTOM COLOUR SWATCHES

These concept boards offer escapism, mindfulness, safety, and comfort through curated colours, textures, art, lighting etc. Harmonising soothing elements creates relaxing spaces that prioritise emotional wellness, making them inviting sanctuaries for rejuvenation and inspiration.



THE NEUTRALS



A 'POP' OF COLOUR



EYES ON THE PRIZE



THE TIME CAPSULE

