



Amy M Wright Portfolio

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My name is **Amy Morag Wright**, I am a Freelance **Graphic Designer**, book binder, and Photographer with a passion for the environment and making social change, currently located in **Bristol**.

BBC Studios

Working in Development meant creating quickly, and efficiently towards specific briefs. I learnt to create treatments and posters that stood out.

The following covers are examples of the work I have made here. My NDA keeps me from showing work that has been used in current treatments, although I am able to show more examples in person.



Wild Wonder

This cover design was made for a show that explored a range of wild and exotic creatures all over the world. My aim was to make something more abstract, as this was a show that needed to stand out.



Music on Demand

I worked as a photo editor for the BBC Sounds team during the Glastonbury Weekend. Whilst there I took on the job of assigning roles and leading the morning shifts. I was later invited back to lead the picture editing on Radio 2 in the Park, where I made this lplayer thumbnail design.





The More You Know

This show was an energetic, informative show, that told fun facts about animals that you may not know. Hosted by tik tok star Mamadou. The show needed to fit into the look of a Netflix thumbnail, and be abstract and fun.

Below see examples of the full pitch deck treatment.





INTRODUCING MAMADOU

The world's most followed wildlife talent

16M TikTok subscribers.
2.5 million subscribers on YouTube.
Over a billion views.

In *The Truth About Animals*, Mamadou brings his hilarious style and infectious passion for wildlife, to a new TV series.



THE FORMAT

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Which animal has the ultimate rizz?
Do hyenas really deserve their bad rap?
Could you be swallowed by a whale?



EXAMPLE EPISODES

In each episode...



LOCATION 1

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LOCATION 2

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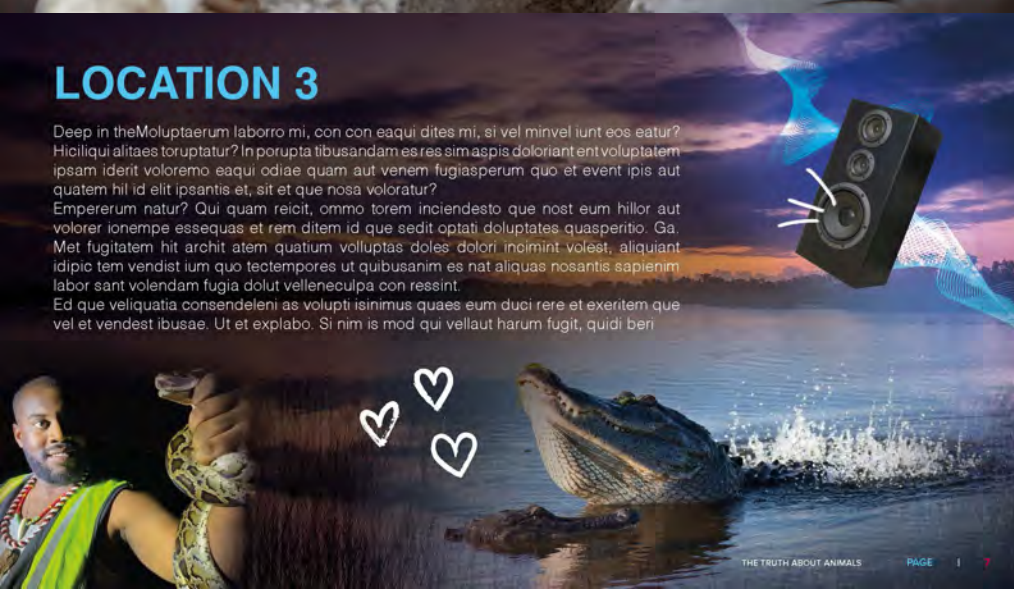
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LOCATION 3

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LOCATION 4

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BBC Studios Natural History Unit (NHU)

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Wild Beasts

This project was aimed to use the 7 deadly sins to show the audience the unsightly, taboo, and wild side of the natural world. The brief called for references to 'White Lotus' and specific species to be included.



I then took the pitch deck and mocked up ideas for marketing the idea for Netflix across the UK.

This idea includes a bus ad, and a set of interacting billboards. The animals could be moving, bringing to life the wild nature of these beasts.

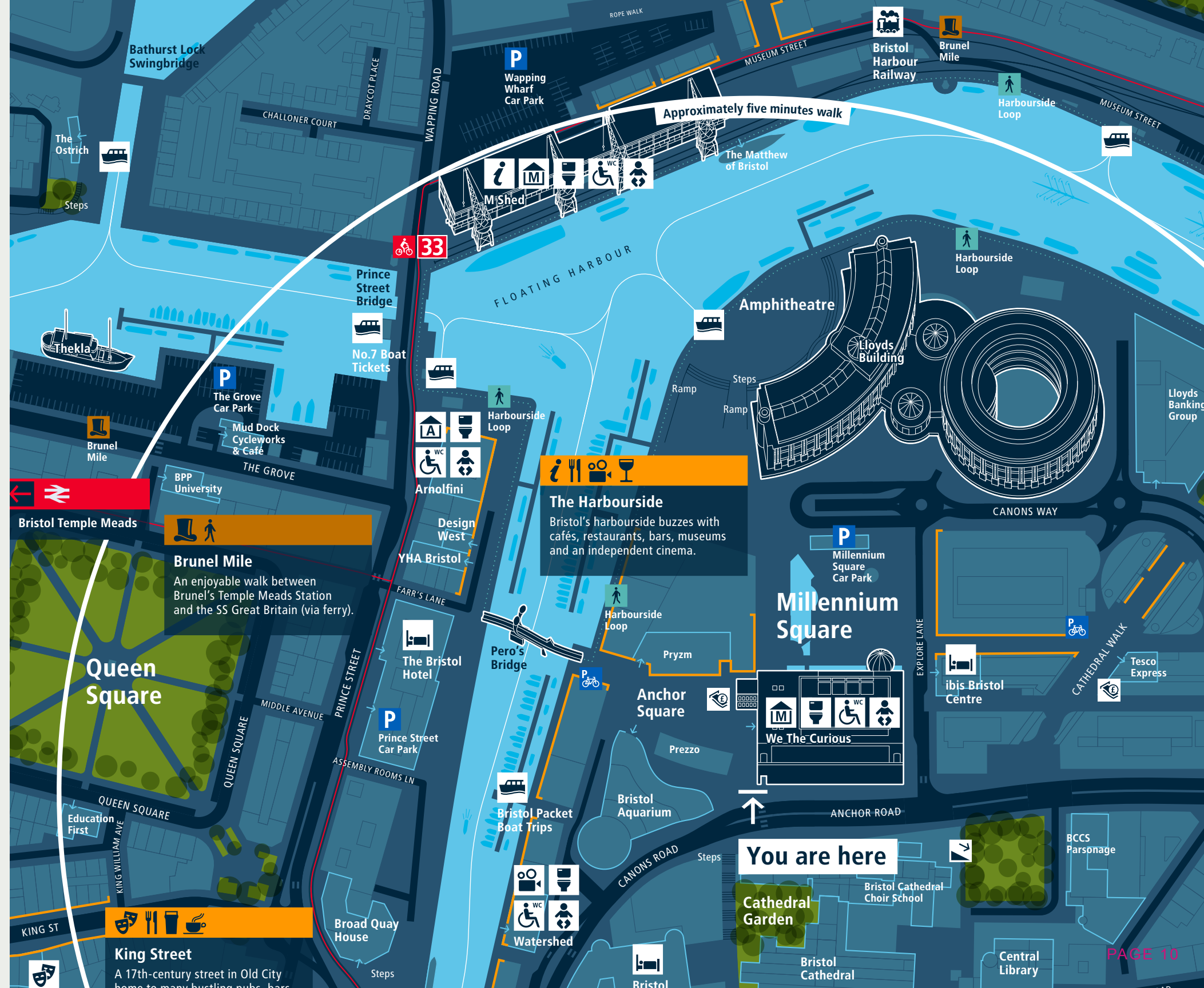


City ID Bristol Map Redesign

In my third year of University, I contacted City ID and had the opportunity to gain work experience there, this evolved into an internship.

Overall I spent 4 months at City ID. I learnt to design maps, work with many clients at once, and design for the public.

I also used my experience creating motion graphics to produce a range of videos for their social media.





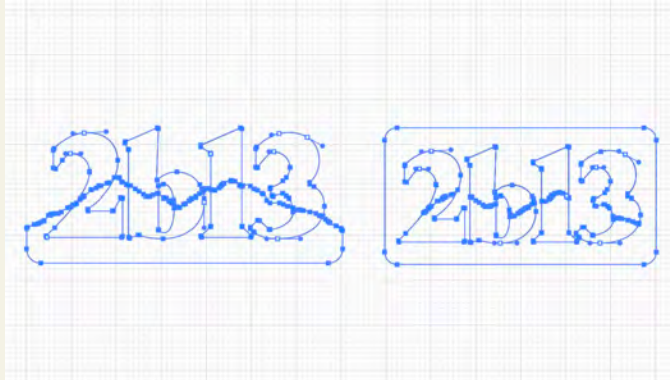
Queen Square Old City



2b13

I created a logo and a branding guide for the independent production company 2b13 Productions.

They wanted a logo that was similar, but demonstrated their evolution post-university. 2b13 specialise in filming the great outdoors. They produce “High-Quality Visual Media including Promotional Videos, Narrative Based Work and Documentary Films.”



Other Secondary Logos



Primary

Main, standard logo

Secondary

An alternative logo.
Eg: Audience already knows you, a more fun logo is needed.

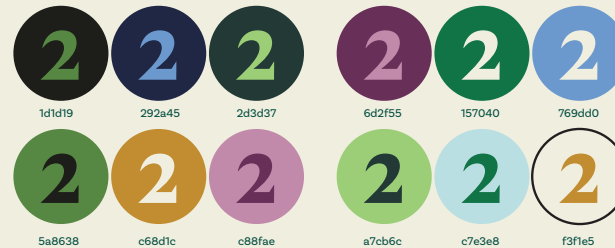
Logomark

Can be used for just '2b'

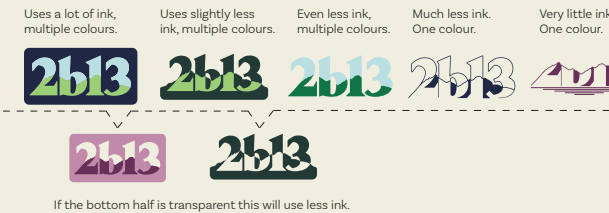
2B13 STYLE GUIDE | PAGE 3

Colour Guide

These are suggested combinations. See next pages for more combinations.



Logo in use: Environmental impact



Fonts

Nocturne Serif Bold
Use for Titles, smaller font for Semi-headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Adobe Garamond Pro Regular
Use for Paragraph Text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Basic Sans Light
When a Sans Serif font is needed in a paragraph
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

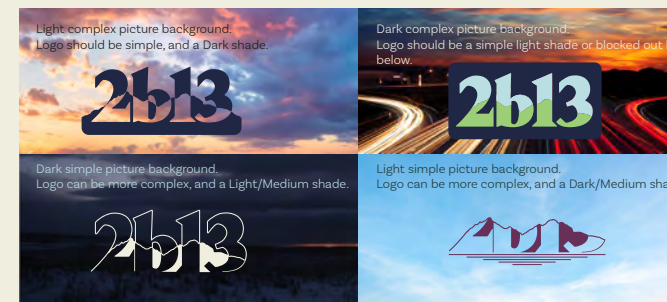
Brand Style Guide for:



Colour Guide



Logos in use:

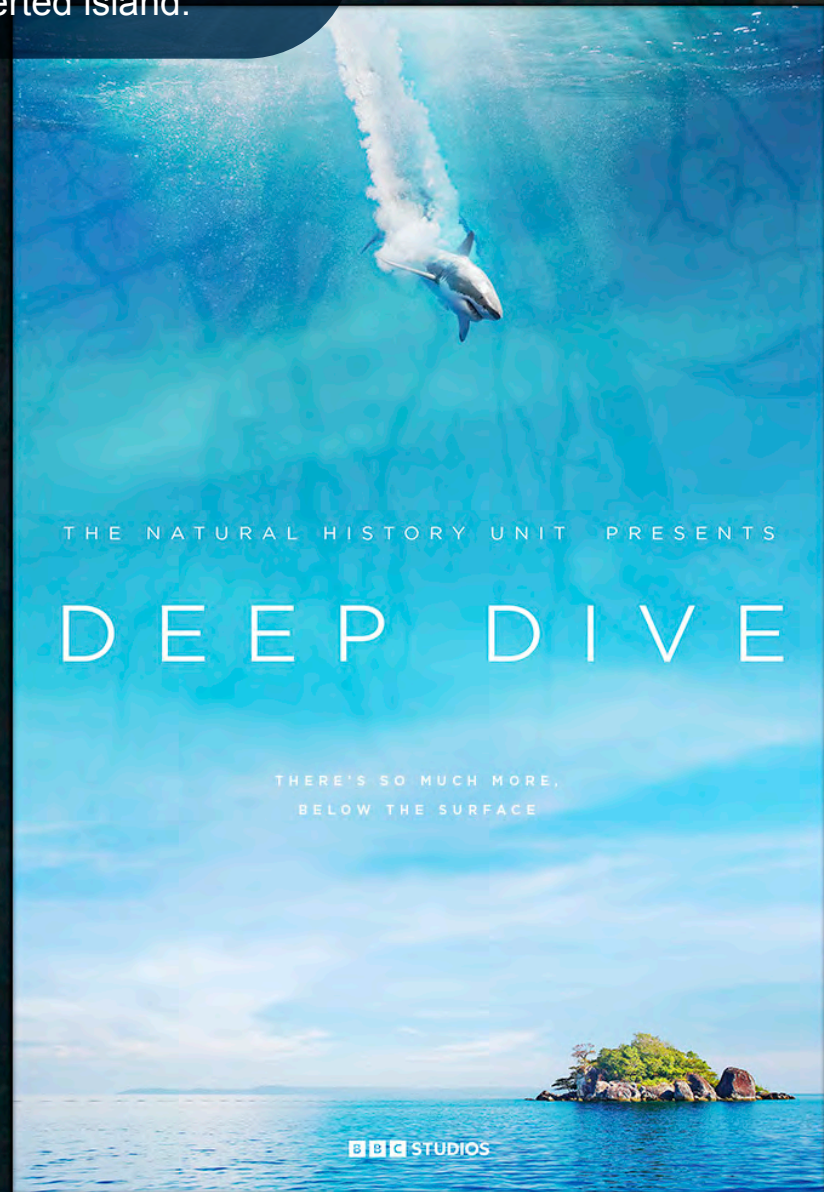


Applications



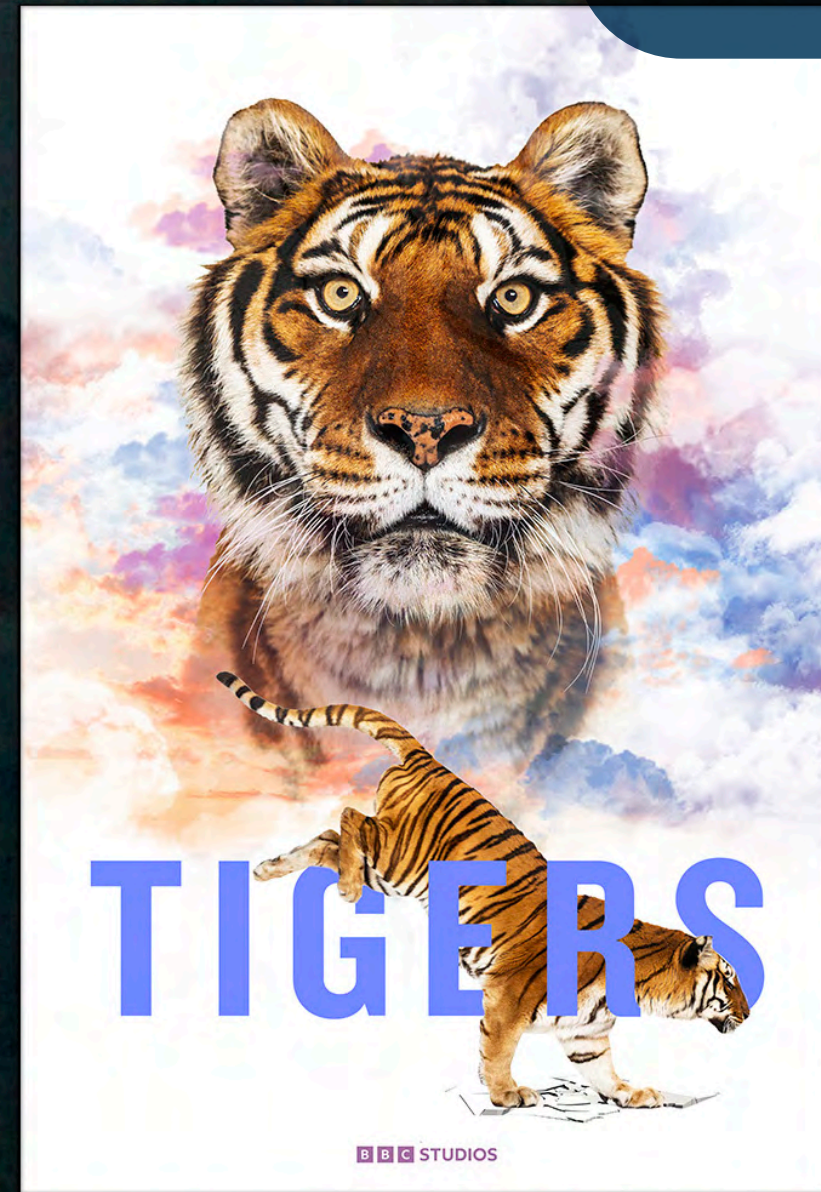
Deep Dive

An experimental poster, in the style of an indie film, centered around a shark character and a deserted island.



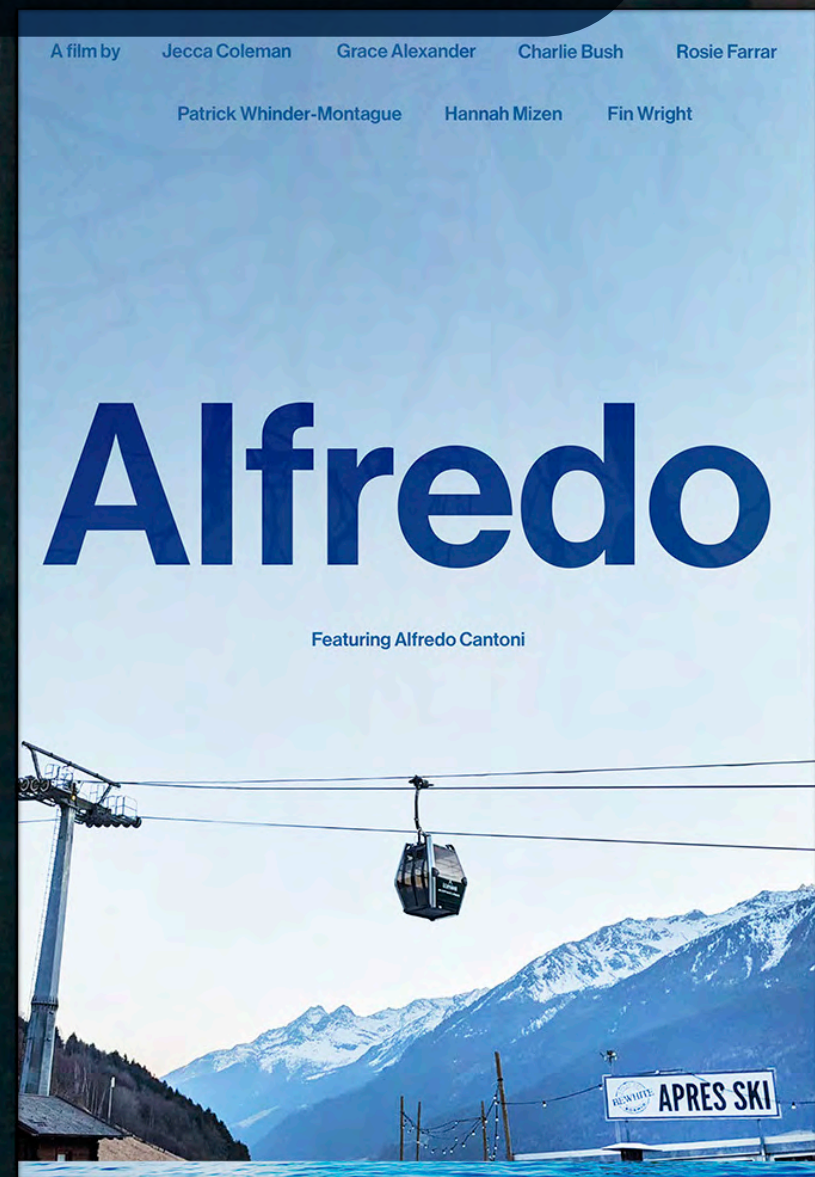
Tigers

A sports style poster featuring the central character of a Tiger.



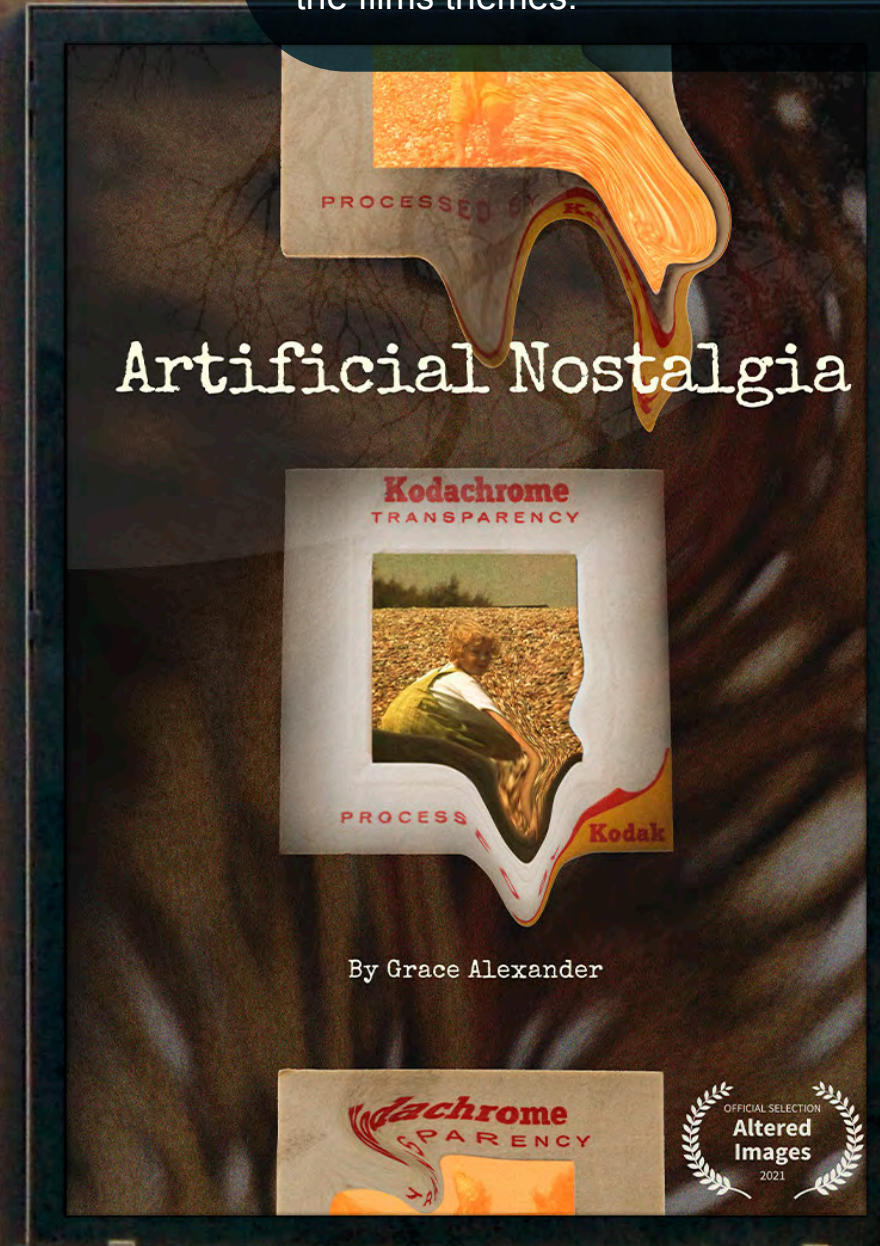
Alfredo

Documentary by Jecca Coleman. "A short documentary that follows Alfredo as he reminisces on life, and his love for his home town of Bormio in the Italian Alps."



Artificial Nostalgia

Grace Alexander's experimental film 'Artificial Nostalgia'. I used stills from her film, and a melting effect to capture the films themes.





Thanks!

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