Graphic Design

Selected Work

hello@martacelio.co.uk www.martacelio.co.uk +44 (0) 7517001835



# About Myself Work Experience Selected Projects

Hi! I'm Marta Celio

I am a multidisciplinary concept-led graphic designer with a passion for branding, typography, editorial design and print.

In my work, I aim to question the current social dynamics and celebrate culture, communicating complex ideas effectively in a more accessible form to bring about social change. In my self-initiated project, often drawing inspiration from critical theory and pop culture, I am interested in analysing the current social discourse, commentating on everyday life.

In the past few years, I have developed a wealth of experience in creating inventive visual concepts and design assetts, working on a range of projects for social causes, education, cultural events and non-profit organisations. Working on these projects, I had the chance to refine my design and visual thinking skills whilst feeding into my keen interest and curiosity towards all aspects of graphic design. I am always eager to learn more and I enjoy collaborating with like-minded individuals.

I believe in the subversive potential of words and images.

#### Nork Experience

October 2020 In-House Graphic Designer and Editorial Advisor Present

Cognitive Paths

October 2020 Head of Design and Project Lead October 2021 Bristol Black History Month Magazine

January 2021 Graphic Designer and Marketing Assistant June 2022

One Bristol Curriculum

July 2020 **Graphic Designer Intern** Sept 2020 **Encounters Film Festival** 

#### Additional Experience

September 2022 Associate Lecturer

Present The University Of West Of England - Graphic Design

October 2021 Visiting Speaker

The University Of West Of England - Graphic Design Present

March 2020 **Editorial Designer** 

May 2020 End Of The Year Publication C.E.O.s - UWE Graphic Design

October 2019 Graphic Designer and Video Editor

November 2019 Bricks And Mortar Exhibition - UWE Graphic Design

Selected Freelance Experience

December 2022 Graphic Designer

Royal College of Art, Intelligent Mobility Master of Art

December 2022 Web Designer January 2023 Frog Marsh Easton

September 2022 Graphic Designer

December 2022 The Assemblies (Canteen, Old Market Assembly, Harbourside N° 1)

August 2021 **Graphic Designer** February 2022 Extra Strong

August 2021 Graphic Designer and Front-end Web Design February 2022

Tales of Care & Repair - Repair Acts, School of Art and Design and Digital Cultures Research Centre/DCRC)

August 2021 **Graphic Designer** Present Home From Home

March 2021 Graphic Designer and Front-end Web Designer

April 2021 **Liminal Routes** 

February 2021 Project Coordinator and Graphic Designer

**April 2021** Re-Work In The Future - Street Corner Reading Room Bristol (UWE)

# Encounters Film Festival Catalogue 2020

#### Outcome:

Visual Identity
Promotional Material
Impact Report
Social Media

#### Displayed:

Editorial Design B5 125 x 176 mm

#### Role:

Graphic Design intern

#### Overview:

Encounters Film Festival is a short film and animation festival which takes place yearly in Bristol. Following the company's pre-existing branding guidelines, I created a new visual concept and designed the catalogue for the 2020 digital edition of the festival to reflect the new digital format of the event. After the end of the festival, I was also commissioned to design a series of infographics and an annual report to encapsulate the reception of the 2020 edition.

#### Additional Links:

The whole catalogue pdf can be viewed here: Encounters Film Festival 2020 Catalogue













Marta Celio September 2020

## Counter Sound

#### Outcome:

Visual Identity
Content Curation and Gathering
Publication

#### Displayed:

Editorial Design Book 120 pp 300x300 12" Vinyl Size 180x180 7" Vinyl Size 120x120 CD Size 100x63 Tape Size

#### Overview:

An exploration of the birth, rise and fall of independent music, a phenomenon which took place in England throughout the late 70s, 80s and 90s. The record labels which emerged during these years, characterised by their different sounds and use of technological innovations, will define musical influences which are still the root of various musical genres nowadays. All content was selected and curated in this book to highlight the stories of the most influential independent record labels formed as a reaction to mainstream music and the historical circumstances of the time.

#### Additional Links:

The whole book pdf can be viewed here: COUNTER SOUND







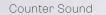












Self-Initiated Project



Marta Celio May 2019

# The Market Will Regulate Itself

#### Outcome:

Visual Identity
Vinyl Design (outer + inner sleeve)
Video Production
Sound Editing
Research Document

#### Displayed:

7" Vinyl Design Outer Sleeve

#### Overview:

The past few years of British politics have been characterised by privatisation, market deregulations, austerity policies and competitiveness. These are only some of the defining characteristics of the Neoliberal ideology through which policies have been implemented and continue to rule the political landscape of both sides of the Atlantic. Neoliberal policies have shaped not only the way we live but also our society and environments.

As a way of encapsulating the ideological change brought about by this ideology and its repercussions on our system, I created a sound piece, mixing recorded sounds titled 'The Market Will Regulate Itself' as a social commentary on our current system.

The sleek contemporary stock market-inspired aesthetic displays aspects of competitivity, deregulation and automation which characterise our current political and economic system. The sound piece, with its uplifting rhythm, includes more unsettling sounds in an attempt at satirically comment the society we currently live in.

#### Additional Links:

Listen to the soundtrack here: The Market Will Regulate Itself - The Sound Of Neoliberalism







Marta Celio March 2020



Marta Celio March 2020



Marta Celio March 2020 **03** / 10

## The Nocturns

#### Project:

Visual Identity
Merch Production

#### Displayed:

Logo Design Screenprinted merch

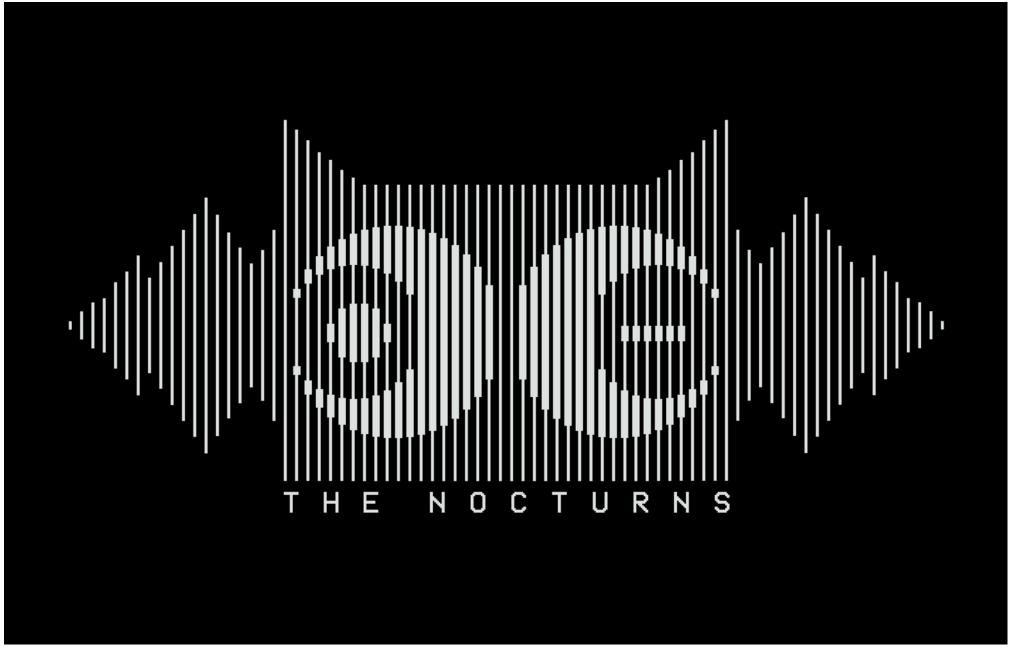
#### Overview:

The Nocturns are a pop music-producing duo based in London, founded by Joe and Charlie. The design I wanted to create a playful and catchy design to reflect the duo's music and practice.

The logo represents an owl to illustrate the name of the duo. The image is composed of lines of different thicknesses, which form a sound wave. The two eyes subtly create a monogram capturing the initials of the two founders, J and C, and also depict different mediums used by the producers in their process, such as mix tapes and DJ decks. The winking eye creates asymmetries within the design and suggests the friendly and approachable nature of the duo, whilst encapsulating their approach to music production.









### Bricks + Mortar

#### Outcome:

Visual Identity
Promotional Material
Social Media assets
Exhibition Curation
Video Production

#### Displayed:

Visual Identity
Exhibition Curation
A4 invite
A3 Exhibition Guide

#### Role:

Graphic Designer and Video Producer

#### Overview:

In 1919, the Government created the Addison Act, a move that made individual housing needs a national responsibility and aimed to provide good quality housing for working people. 100 years on, in 2019, the state of housing is not only a national crisis but a national scandal. Our government is failing to provide affordable housing for everyone, property prices and rents are inflating and an acute housing shortage and lack of investment has led to the increased displacement of citizens and a sense of loss of community. Bristol is particularly affected.

Bricks and Mortar, was set up as an exhibition to display and engage the public with the work of 3rd year UWE students on this topic. The outcomes were in the format of site-specific mega graphics and were all installed in the city at the same time on Monday 11th November and then exhibited at The Vestibules in College Green.

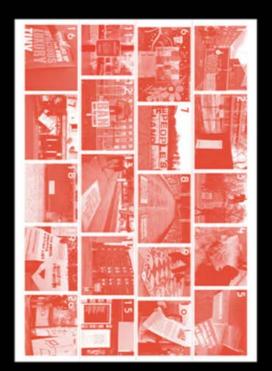
Identifying issues and sub-themes within the subject was the first most essential step into creating a visual identity for an event relating to such a pressing matter. This process was inspired by visiting speakers, archive visits, workshops and conversations around the topic. The visual identity was designed to communicate effectively the urgency and the gravity of the subject matter. The use of building blocks and modular design also references aspects of architecture and the built environment.

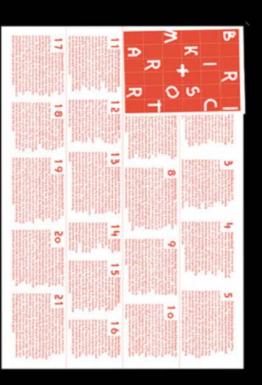
#### Additional Links:

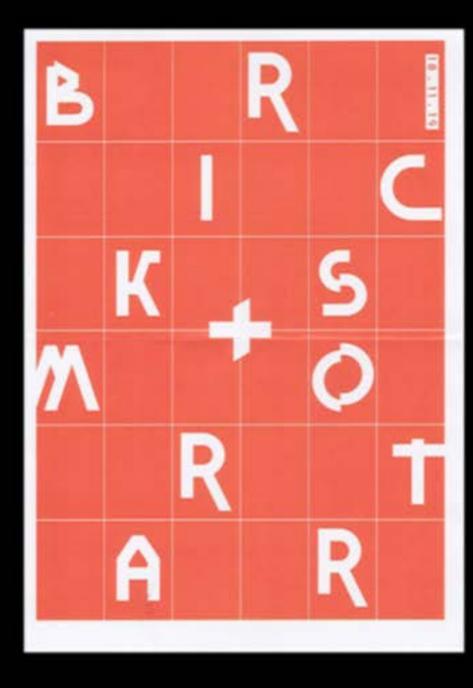
The project website can be viewed here: Bricks + Mortar











# BRICKS+

The Vestibules. Bristel City Holl, College Green, 851 5TR

Please come and join us at The Vestibules (Bristol City Hall) on Monday 18th November where an exhibition showcasing the documentation of our actions will take place.

18th November 2.00-6:30pm

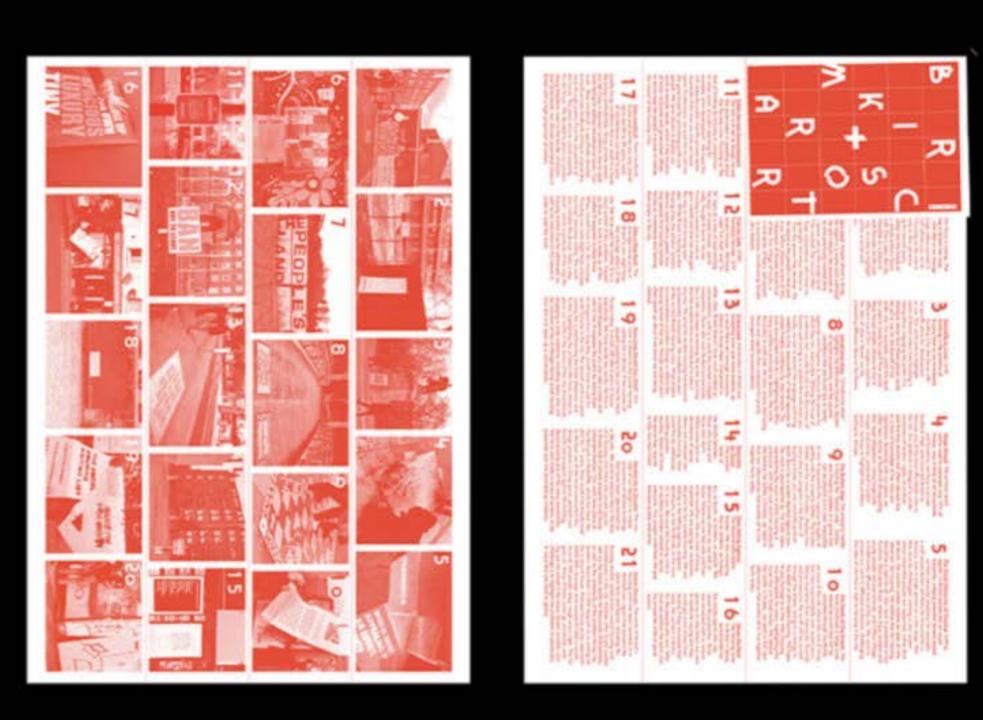
In 2011, the government counted the habitant Act, is more that bends and related to be present a contract to provide good quality features for providing and goods, for particular to the providing good quality features for receiving people. 100 pages on the 2018 she shall not not be to the providing and the contract of the providing features and the first of the contract of the contract and the contract of the c

for received displacement of others and a series of late of community.

On Parameter the 110, before the 100 region of four and four the first and four the first tend of the standard of four the standard of four the standard of four the standard of four the first tend of the standard of four the first tend of the standard of the standard of four the first tend of the standard of Design replaces, take to the cheets to copies our ordering about the code outlines. Our impostors is to make outline the extent of the basing area areas to let and make broady the UK. Howevay we are no no longer larger for the portion of our property to be left for the market to decide.

www.htmingstonerint.plm.

Marta Celio November 2019 **05** / 10



Marta Celio November 2019

06

# C.E.O.s\* Community Evolution Optimists

#### Outcome:

Visual Identity
Content Gathering
Workshop Organisation
Editorial Design

#### Displayed:

Editorial Design B5 125 x 176 mm

#### Role:

Editorial Designer Workshop moderator

#### Project Overview:

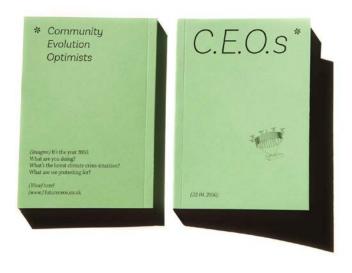
Climate Evolution Optimists is a collaborative end of year project, based around the theme of Solastalgia, climate-based media narratives and speculative climate-focused scenarios. The process of producing the book involved creatively and inclusively exploring climate futures in the year 2050, using methods of speculative, critical & participatory design. Speculating on daily life in Bristol, 2050, through the lens of current climate projections, the C.E.O.s\* seek to engage those groups disenfranchised by current media platforms, to think differently and to engage in community-focused conversations, debates and action around climate issues.

The content of the book was generated through workshops, conversations with the Class of 2020 students and interviews with the general public. The design was the result of a collaborative effort from the end-of-year production team.

#### Additional Links:

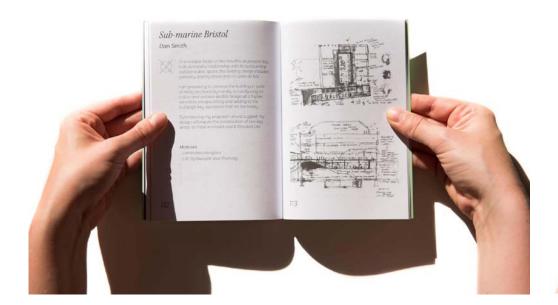
Project Feature: <u>C.E.O.s 3rd Year Publication Feature</u>
The whole book pdf can be viewed here: C.E.O.s\*















Marta Celio May 2020





# Tales of Care & Repair

#### **Project and Outcomes:**

Editorial Design Front-end website design Promotional Material

#### Displayed:

Editorial Design B5 125 x 176 mm

#### Role:

Editorial Designer Front-end Web Designer Editorial Assistant

#### Project Overview:

TALES OF CARE AND REPAIR gathers stories of the repair of everyday objects from India, the UK and Brazil. The project was commissioned by the British Council, following COP26

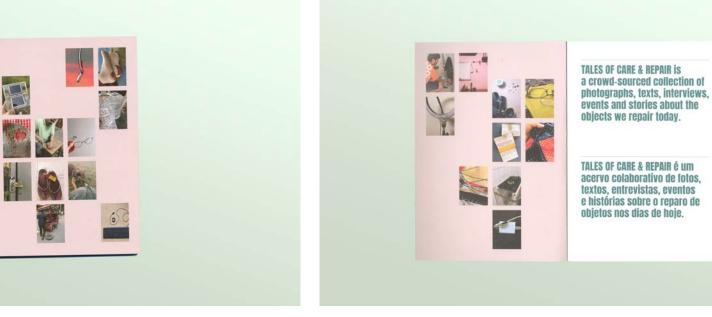
Considering repair as a potentially radical act that can transform our relationship with our material worlds, the programme aims to build an archive of 'stories' of everyday repaired objects.

The programme explores how repair cultures manifest in different ways and intersect with climate change, craft and traditional practices and environmental reparations. The workshops and seminars aim to explore the meaning of repair in different contexts. The publication was created at the end of the programme to display the content gathered through practitioners' interviews, contributions and online submissions, including a crowd-sourced collection of photographs and stories showcasing repair cultures in the UK, India and Brazil.

#### Additional Links:

The project website can be viewed here: Tales of Care & Repair



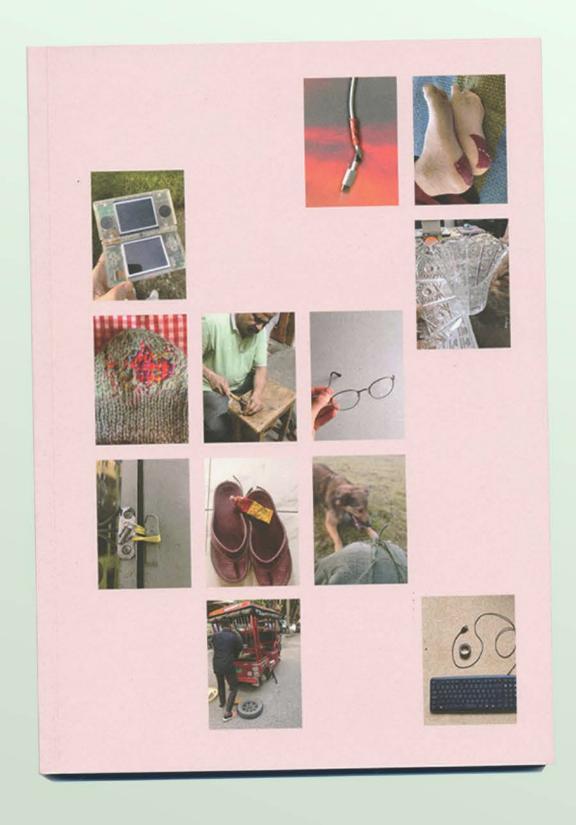












# ALLYSHIP

# **PARCERIA**

#### Allyship

TALES OF CARE & REPAIR brought together three allies - Repair Acts, Toxics Link and Gambiologia. Common to each group is that they have been founded by artists who work across disciplines, with our collective work crossing (but not exclusive to) the fields of performance and installation art, photography, graphic design and image making, tactical technology, critical making and textiles and speculative design. Our work also takes in applied practices such as art curation and production, education and ecopsychology including radical and critical pedagogies, place-based learning, curricula development, environmental activism, writing and publication experiments as well as policy making and traditional academic scholarship.

Initially established in 2018 by the artist and researcher Teresa Dillon, in conversation with many others<sup>9</sup>, Repair Acts explores in a pluralistic and collective manner care, repair, healing and maintenance cultures. The programme was established in response to practices of planned obsoletism and questions about how we can consider more restorative ways of living with and on the earth.

Specifically relating to the repair of objects, planned obsoletism refers to the conscious design decision to cut short a product's lifespan and durability. Such tactics increase consumer spending, producing throwaway cultures that in turn harm bodies, creatures, the land and environment.

Since the inception of Repair Acts, Toxics Link has been involved as one of its key international partners. Sharing its extensive knowledge and contacts,

#### Parceria

TALES OF CARE & REPAIR reuniu três grupos parceiros - Repair Acts, Toxics Link e Gambiologia. O ponto comum entre eles é o fato de terem sido fundados por artistas que desenvolvem trabalhos multidisciplinares e coletivos que atravessam - mas não se limitam - aos campos da performance e das instalações artísticas, fotografia, design gráfico e produção de imagem, instalação, mídia tática, fazer crítico, moda e design especulativo. Nosso trabalho também se utiliza de práticas aplicadas como curadoria e produção, educação e ecopsicologia, incluindo pedagogias radicais e críticas, aprendizado local (place-based learning), desenvolvimento curricular, ativismo ambiental, experimentos de escrita e publicação, assim como de formulação de políticas e práticas acadêmicas tradicionais.

Fundada em 2018 pela artista e pesquisadora Teresa Dillon, em diálogo com muitas pessoas<sup>9</sup>, Repair Acts explora, de maneira plural e coletiva, o cuidado, o reparo, a cura e as culturas de manutenção. O programa foi criado em resposta às práticas de obsolescência programada e questiona como podemos estabelecer modos de vida mais restaurativos no planeta Terra e em relação a ele.

Especificamente no tocante ao reparo de objetos, a obsolescência programada refere-se à decisão consciente de reduzir a vida útil e durabilidade de um determinado produto. Tais práticas aumentam o consumo, produzindo culturas de descarte que, por sua vez, causam danos a corpos e seres vivos, à Terra e ao meio ambiente.

Desde a origem das Declarações de Reparo, Toxics Link tem sido um de seus

15

#### The Jugaad, The Bodge And Gambiarra

To explore repair cultures in different countries is to tap into the values and ideals of what constitutes living well, in different places.

Our collection of short and informal conversations with the professional repairers across Bristol, New Delhi and Belo Horizonte best illustrate this kind of thinking. Their work indicates the care, pride and passion that people take in their repair work. It sustainable and so-called 'small' scale economies, emphasis is as much on whatis done, as how it is done.

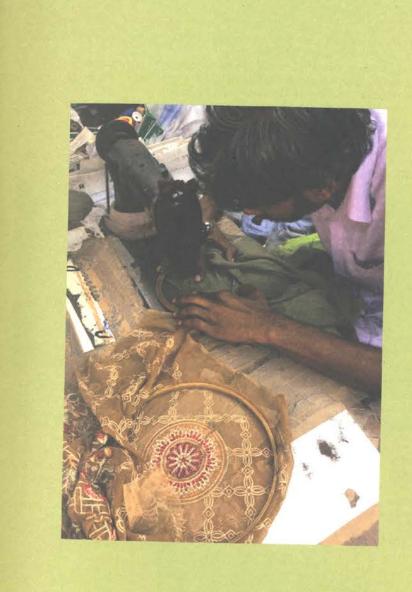
Recast in this light, local repair professions are critical examples of local systems-thinking in action. As part of wider economies of change, including those relating to post-carbon economies, they may well play a vital role in practically addressing how we achieve 'targets' such as the United Nations Sustainability Goals¹4, particularly those relating to Goal 11 (sustainable cities and communities), Goal 12 (responsible consumption and production) and Goal 13 (climate action).

#### O Juggaad, o Bodge e a Gambiarra

Explorar culturas de reparo em diferentes países é esbarrar nos valores e ideias que constituem o "viver bem" em diferentes locais.

Nossa coleção de conversas curtas e informais com reparadores profissionais em Bristol, Nova Delhi e Belo Horizonte ilustra essa linha de pensamento. O trabalho deles demonstra o cuidado, o orgulho e a paixão envolvidos no reparo. Ele também revela o valor presente na relação um-a-um com o cliente. Exemplos de economias sustentáveis e de pequena escala enfatizam o que é feito e como é feito.

Sob essa ótica, reparadores profissionais são exemplos críticos de pensamento sistêmico local em ação. Como parte de cadeias maiores de economias de transformação, incluindo aquelas de baixa emissão de carbono, esses profissionais têm o potencial de assumir papeis centrais para atingir determinadas metas, tais quais os Objetivos de Desenvolvimento Sustentável das Nações Unidas<sup>14</sup>, particularmente aquelas relacionadas ao Objetivo 11 (cidades e comunidades sustentáveis), 12 (consumo e produção responsáveis) e 13 (ação contra a mudança global do clima).



38

Marta Celio February 2022 08 / 10

# Bristol Black History Month Magazine 2020-2021

#### Outcome:

Visual Identity
Editorial Design
Social Media
Media Pack
Editorial Advice
Project Coordination

#### Displayed:

Social Media assets Media Pack 2020 Magazine 2021 Magazine

#### Role:

Head of Design & Project Lead Graphic Design & Art Direction

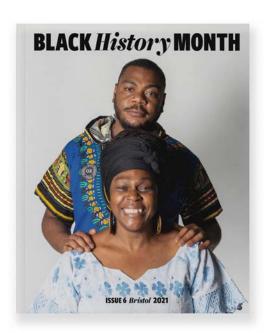
#### **Project Overview:**

Bristol BHM Magazine is a yearly publication created to provide an exclusive focus point for the city to celebrate the contributions and achievements of the African and Caribbean community, represent and unifying diverse communities and reduce racial tension by opening up conversations through story telling. This project was the result of a collaborative effort by myself, the team at Cognitive Paths and BSWN.

The layout and design of the publication was created to be reflective of the subject matter, to be adaptable and accessible to a broad audience. The Freight Super Type Family, designed by Joshua Darden, was used to represent the diversity of Black communities in Bristol and the diversity of the topic itself and to celebrate the contributions of BIPOC designers, whilst giving the magazine a bold yet personable tone.

#### Additional Links:

Instagram: @BristolBlackBHM
Whole media pack pdf: Bristol BHM 2020\_Media Pack
The digital edition of the magazine can be viewed here: BristolBHM











bristolblackhm

Following V Message · · ·

206 posts 1,613 followers 1,061 following Bristol Black History Month

Community

We share inclusive media to amplify Black voices, culture and lived experience! Brand new 2021 collaboration @blackswnet @cablescameras @punchrecords

linktr.ee/bristolblackhistorymonth

Followed by britishculturearchive, el.staines, onebristolcurriculum +3 more

**⊞** POSTS

REELS

TAGGED



















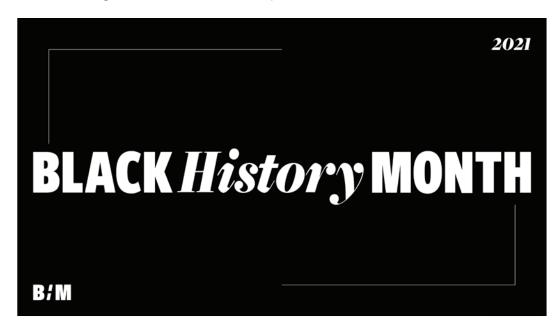








Marta Celio October 2020 - October 2021 **09** / 10









Writing an Article for us! Sharing your Creative Work with us! Promoting your Event! Advertising your Business with us!





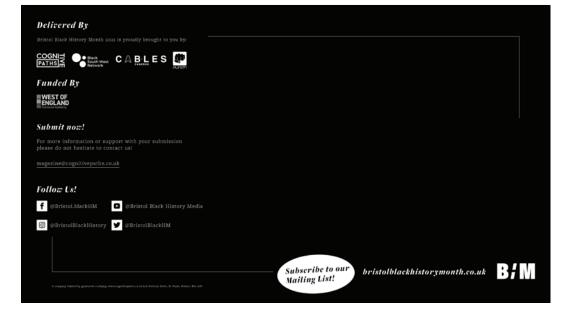




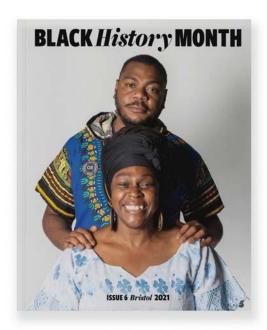




### **Events SUBMIT YOUR EVENT**



Marta Celio October 2020 - October 2021 09/10













Marta Celio October 2020 - October 2021 **09** / 10

## Liminal Routes

#### **Project and Outcomes:**

Visual Identity
Front-end website design
Promotional Material
Sountracks Covers

#### Displayed:

Website A5 Flyer

#### Role:

Front-End Web Designer Graphic Designer

#### Project Overview:

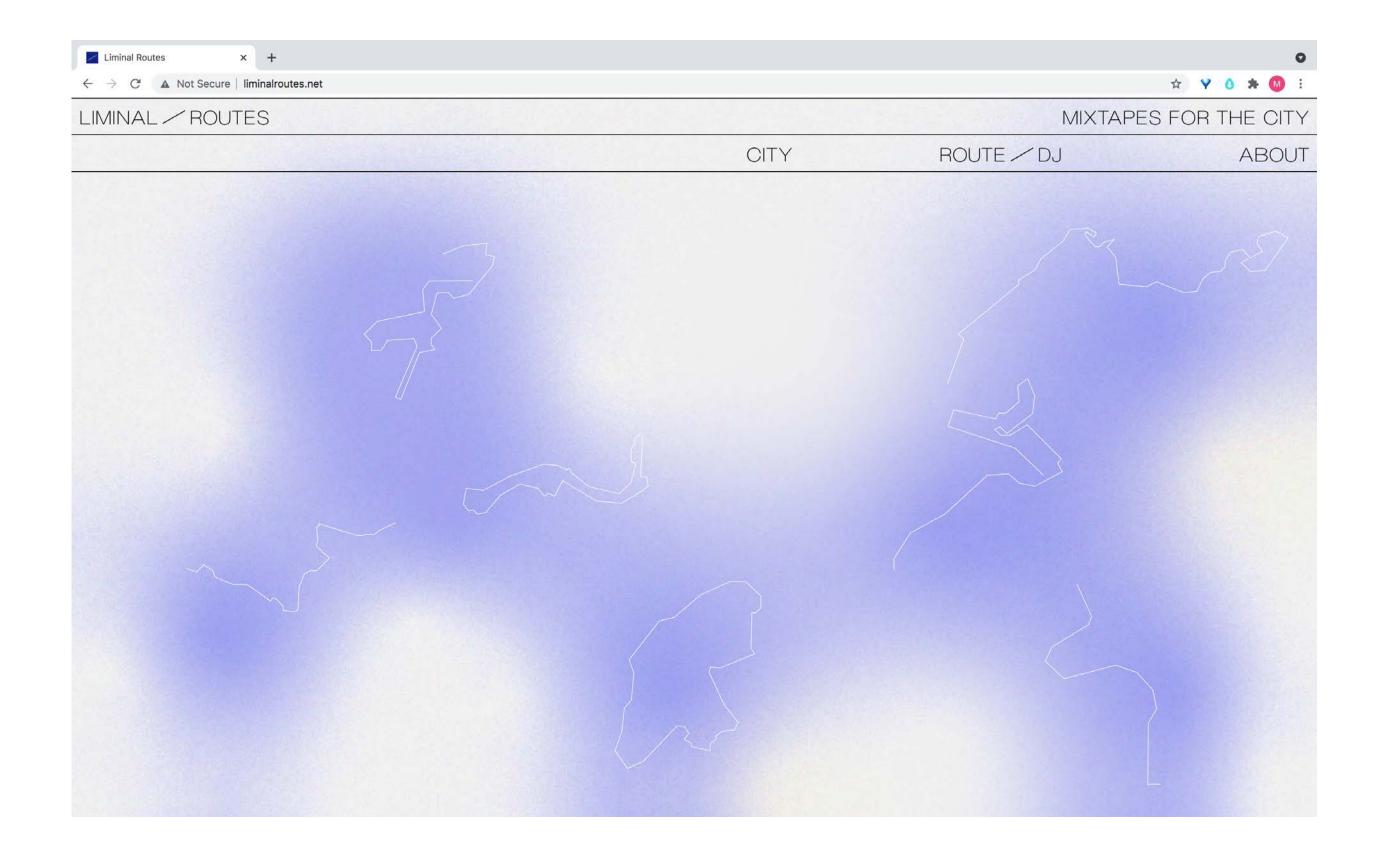
Liminal Routes was established as a means to support club cultures, provide opportunities for new listening experiences and promote the work of DJs and artists while spaces for such gatherings were on hold due to COVID-19. The project, which comprises a series of situated audio mixtapes, is an attempt to continue to share good music, support local artists and ground our bodies in local routes. Each artist created a mixtape for a walking route of their choice in the city, with an accompanying text that explains their process and choices.

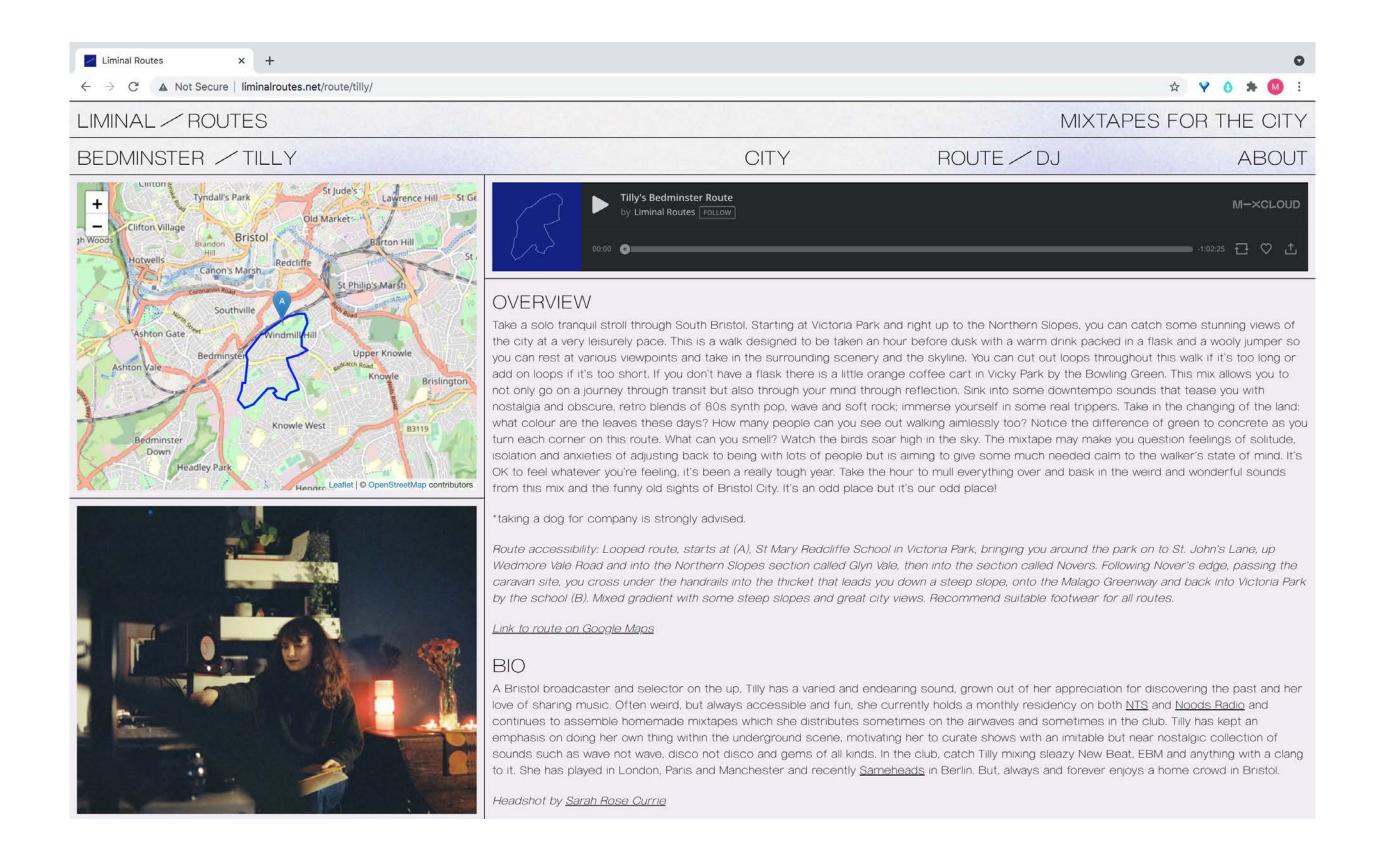
The use of colours and negative space aims to symbolise the fluidity of space and time characteristic of the lockdown period, whilst communicating the transitionality of the current uncertain conditions for music and club culture, which were disrupted by the pandemic.

#### Additional Links:

The project website can be viewed here: Liminal Routes

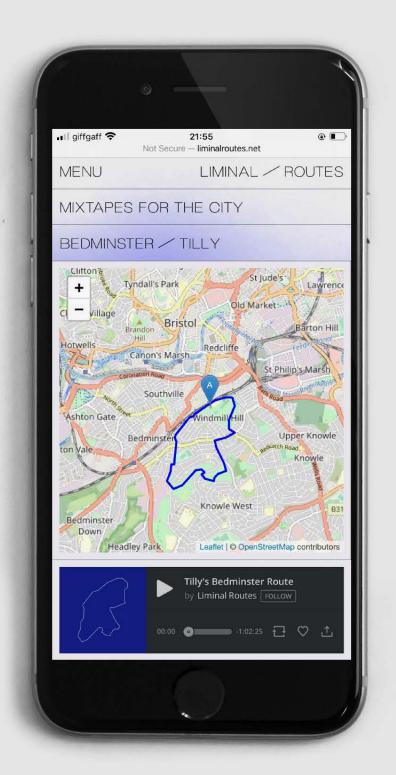






Marta Celio April 2021





Marta Celio April 2021 **10** / 10

Get in Touch!

hello@martacelio.co.uk www.martacelio.co.uk +44 (0) 7517001835