Graphic Design

Selected
Work

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# 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. 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 workplace experience in creating inventive visual concepts, working on a range of projects for social causes, education, cultural events and non-profit organisations. Working on these projects II 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.

### Work Experience

October 2020 In-House Graphic Designer and Editorial Advisor

Present Cognitive Paths

October 2020 Head of Design and Project Lead

Bristol Black History Month Magazine (Cognitive Paths + BSWN) Present

January 2021 **Graphic Designer and Marketing Assistant** Present One Bristol Curriculum (Cognitive Paths)

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

### Selected Freelance Experience

August 2021 **Graphic Designer** Present Extra Strong

Graphic Designer Front-end Web Design and Editorial Design February 2022 Tales of Care & Repair - Led by Repair Acts, UWE (School of Art

> and Design and Digital Cultures Research Centre/DCRC) in collaboration with Toxics Link, India and Gambiologia, Brazil.

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

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)

### Additional Experience

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

### 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. I was asked to develop an new identity for the 2020 first digital edition of the festival. Following the company pre-existing branding guidelines, I created a new visual concept for this year's festival edition to reflect the new digital format of the event. Following the end of the festival, I was also commissioned to design a series of info graphics and an annual report to encapsulate the feedback and reception of the 2020 edition.

The design was created to help viewers navigate the information and the festival schedule at best, as well as suggesting the new ways in which the films were being viewed, on a new digital platform from home. Similarly, the illustration on the cover conveys the new format of the festival as well as referencing characteristic film photography and lighting.

### Additional Links:

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









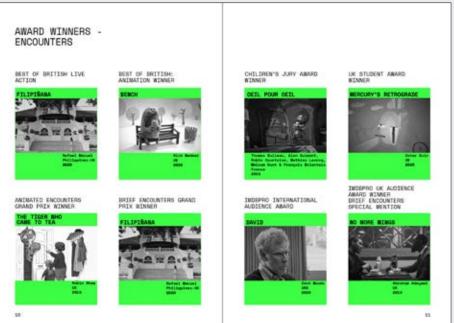
Marta Celio September 2020

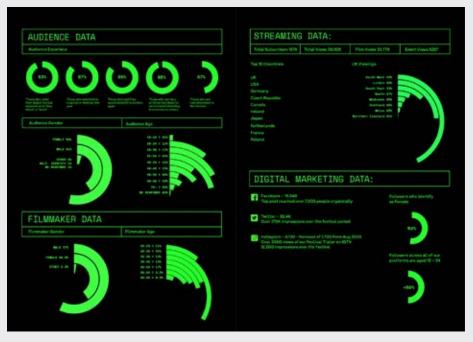


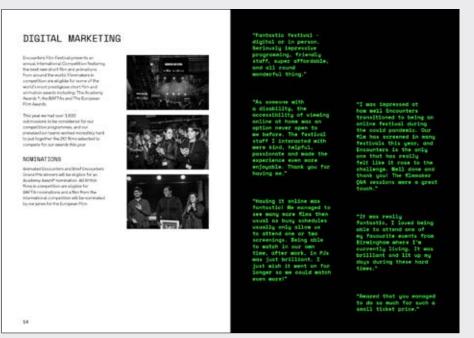


Marta Celio September 2020









Marta Celio September 2020 - **01**/10

### Counter Sound

### Outcome:

Visual Identity Content Gathering Editorial

### Displayed:

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

### Overview:

An exploration on 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 own different sounds and use of technological innovations will define musical influences which are still the root of various musical genres and sub genres nowadays. The independent music movement has been explored in this book by analysing the stories of the most influential independent record labels which formed as a reaction to both mainstream music and the historical circumstances of the time.

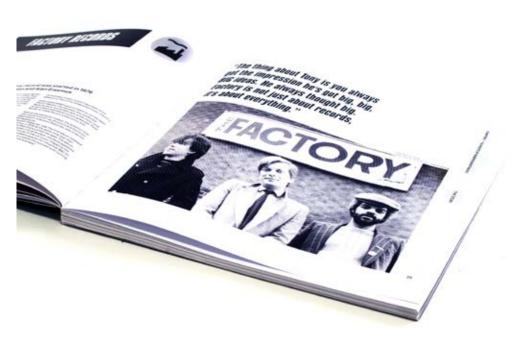
The book is divided in four different section: Intro, Foreword, The History and The Story. Each section's size was inspired by different music formats, such as the size of a CD, Vinyl or cassette tapes, this was done as a way of linking the outcome to its subject matter and to represent the theme of music technology development. Each element within the overall design of the book was chosen to reference different aspects of music culture, for example the display font, Compacta, is the font used in the first independently produced record: Buzzcocks' Spiral Scratch EP.

### Additional Links:

The whole book pdf can be viewed here: COUNTER SOUND



















Self-Initiated Project





- 02 / 10 Marta Celio May 2019

### The Nocturns

### Project:

Visual Identity Merch Production

### Displayed:

Logo Design Screenprinted merch

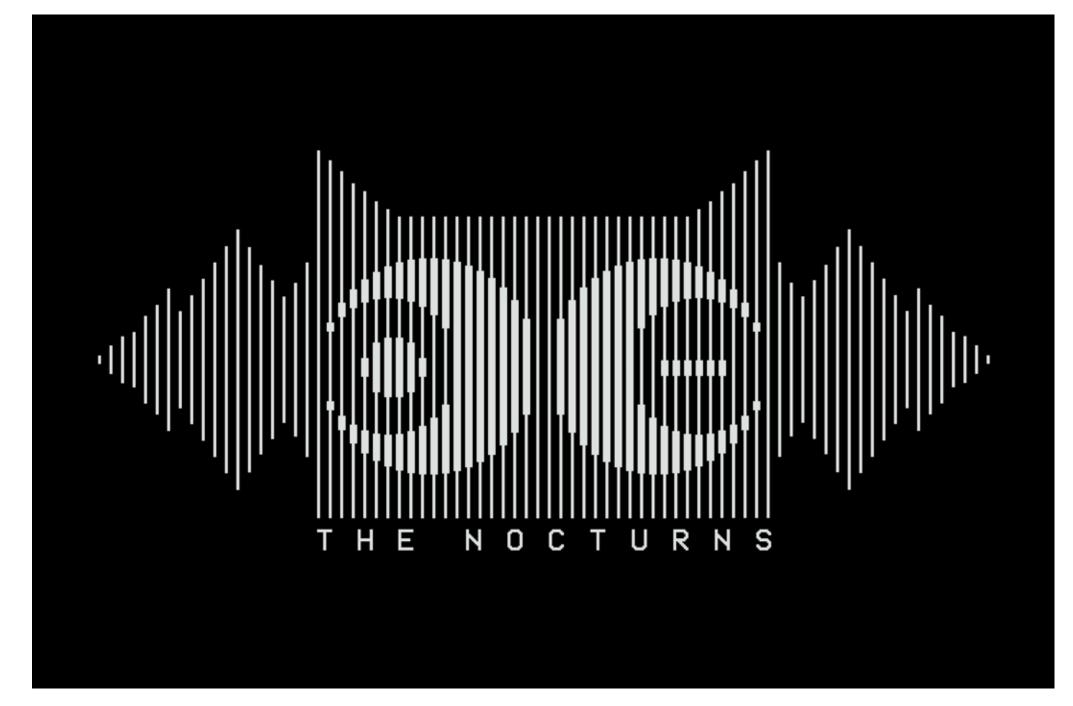
### Overview:

The Nocturns are a pop music producing duo based in London, founded by Joe and Charlie. I wanted to create a design that was playful and catchy, but also reflective of 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 thickness, which form a sound wave. The two eyes were subtly used both as a way of creating a monogram capturing the initials of the founders, J and C, and as a way of suggesting the 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 catchy sounds.











### The Market Will Regulate Itself

### Outcome:

Visual Identity
Vinyl Design (outer and 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, deregulation of the market, 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 has the role of displaying 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 to 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 - **04** / 10

### 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

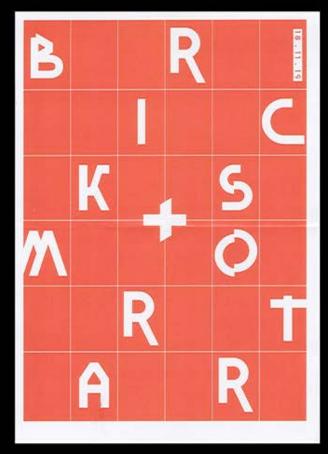
### Overview:

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 our 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. The Bricks and Mortar exhibition was set up to display and engage the public with the work of 3rd year UWE students. These outcomes were designed in the format of site specific mega graphics which 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 supported by the visiting speakers, archive visits, workshops and conversations which emerged in conversations around the topic. The visual identity for the exhibition 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





The Vestibules, Bristol City Hall College Green,

2:00-6:30pm

Free Entryl

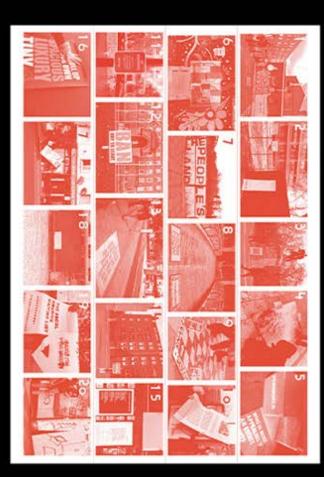
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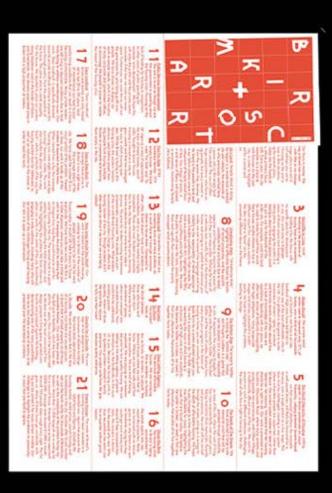
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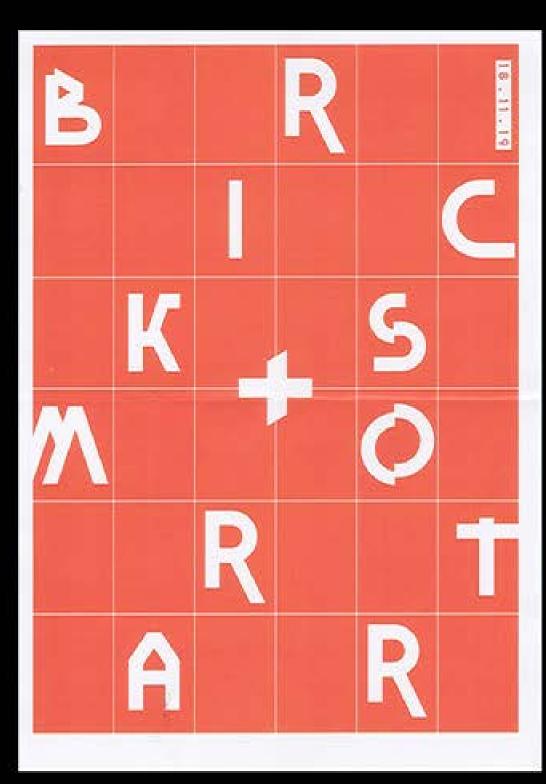
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On Newmohat the 11th, between Norm and you. Brails will be measured of the disc experies finds inself in as the third years BA. Have Graphic entry adulated false to the attent, to express setdective distant. Our intension is to make visible the next of the housing arises across finited and more could the UK. Whering we are no larger happy the policies of our property to be left for the order to decide.

www.bricksondmonter.s/s







## BRICK5+

The Vestibules, Bristol City Holl, College Green 851 5TR

Vestibules (Bristol City Hall) on Monday 18th November where an exhibition showcasing the

documentation of our actions

will take place.

and join us at The

come

18th November 2:00-6:30pm

Free Entry

H's BYOS

With Repris for street, and designers had Promon. Similar Self-street larger Reprises. Part Seath Number City Council, Makes Made Rose Reset Made. County, Police County and American Self-street, and County and American Self-street, Seath Streets in Parties Self-street parties of the Self-st

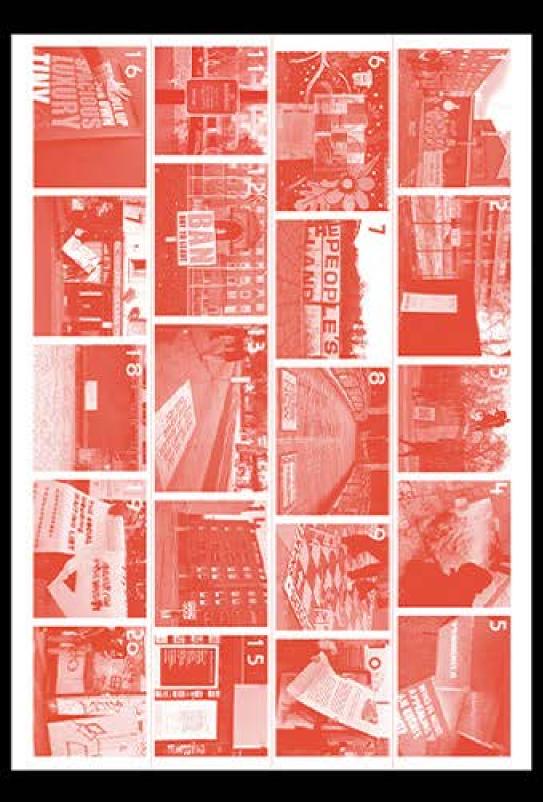
in 1919, the government created the Addison Act, a move that made individual housing needs a national responsibility and aimed to provide good quality housing for working people. 100 years on in 2019 the state of our housing is not only a national crim, but a rational soundal.

The abject failure of our government to provide affordable knowing for everyone has led to a country where the value of the UK's private. restal sector is greater than the COF's of over 100 countries around the world. It is a speculative and nut of central liusiness. Our city bristol is particularly affected, inhated property prices and rests, an again boosing shortage and lack of investment has led to the increased displacement of citizens and a series all last of continuity.

On Newselper the 11th, between 10pm and 3pm, Brood will be reminded of the dire stuction is finds itself in as the third year BA Hore Graphic Design students take to the streets to express our collective distain. Our interviou is to make visible the extent of the housing crais across Bristal and more broadly the UK, showing we are no larger happy for the position of our property to be left for the market to decide.

www.brickspredmorter.site

**- 05** / 10 Marta Celio November 2019





## 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:

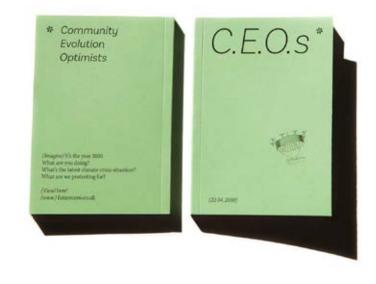
Climate Evolution Optimists is a collaborative end of year project based around the theme of Solastalgia, climate-based media narratives and speculative climate-focused scenarios. The process of producing the book involved creatively and inclusively exploring climate futures in the year 2050, using methods 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.

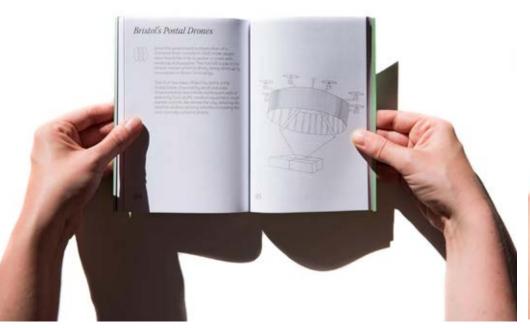
The content of the book was generated through workshops and conversations within the Class of 2020 students as well as interviews with the general public. The design was the result of a collaborative effort from the end of year production team.

### Additional Links:

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





















### Re-Work In The Future

### Project:

Visual Identity
Workshop organisation
Project Coordination
Event Moderation
Content Gathering
Video Editing

### Displayed:

E-Flyers Online Platform

### Role:

Project Coordinator

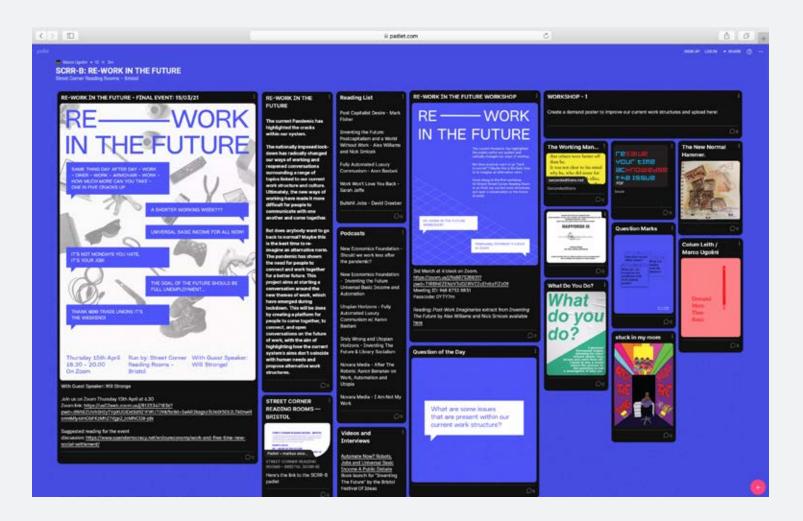
### Project Overview:

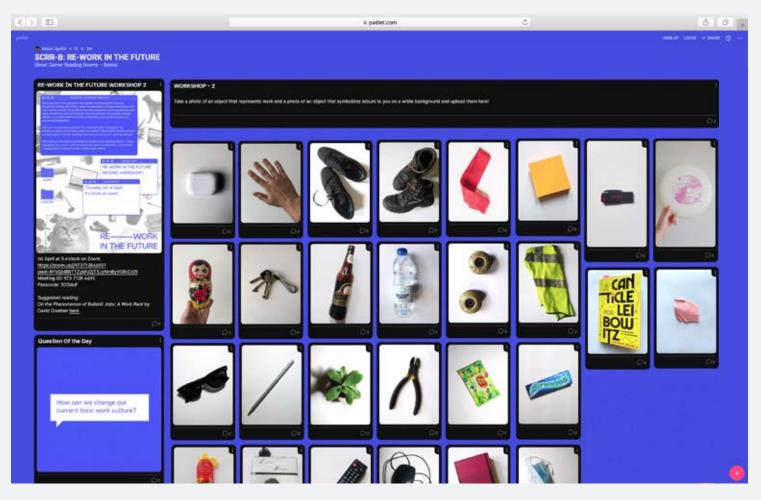
Re-Work In the Future is a project developed in collaboration with STREET CORNER READING ROOMS, a student-led project initiated by the Graphic Design, Fine Arts and Philosophy department at UWE. Re-work In the Future aims at starting a conversation around the new themes of work which have emerged during lockdown. The project revolved around a series of workshops for people to come together, to connect, and open conversations on the future of work, with the aim of highlighting how the current system's aims don't coincide with human needs and propose alternative work structures. The final event took place online with guest speaker Will Strong.

The design was inspired by visual features of digital platforms which, during lockdown, have became emblematic of our new ways of working. Digital visual elements are combined with photographs of domestic everyday object to represent the new working environment, a new world of work where the lines between leisure and labour have slowly started to fade.

### Additional Links:

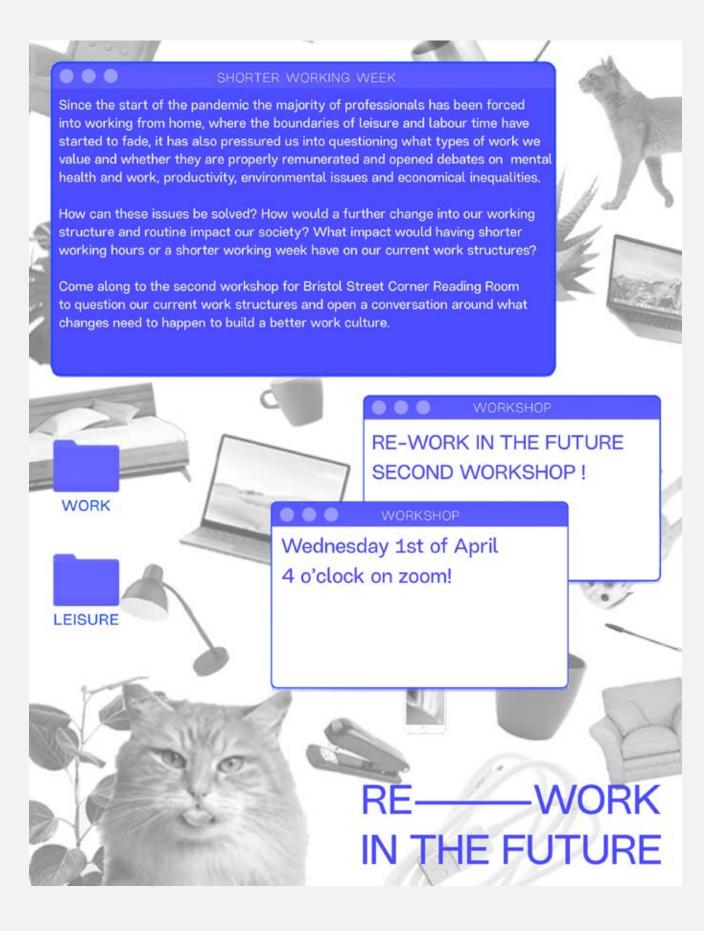
The project's website can be viewed here: Re-Work In The Future
Feature on Typenowhere: Re-Work In The Future



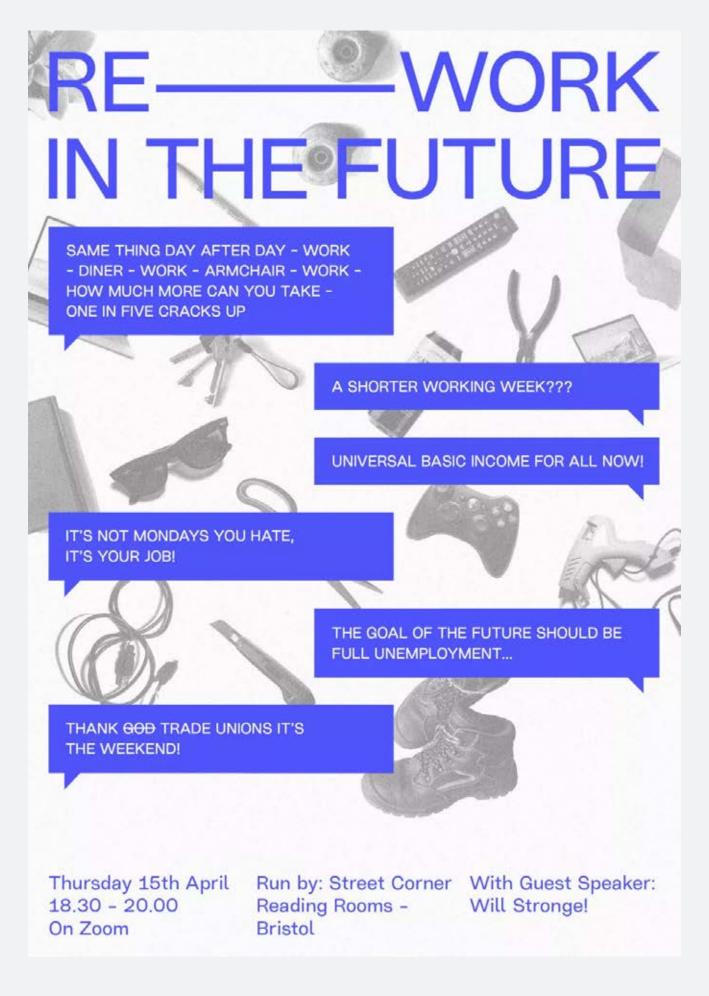




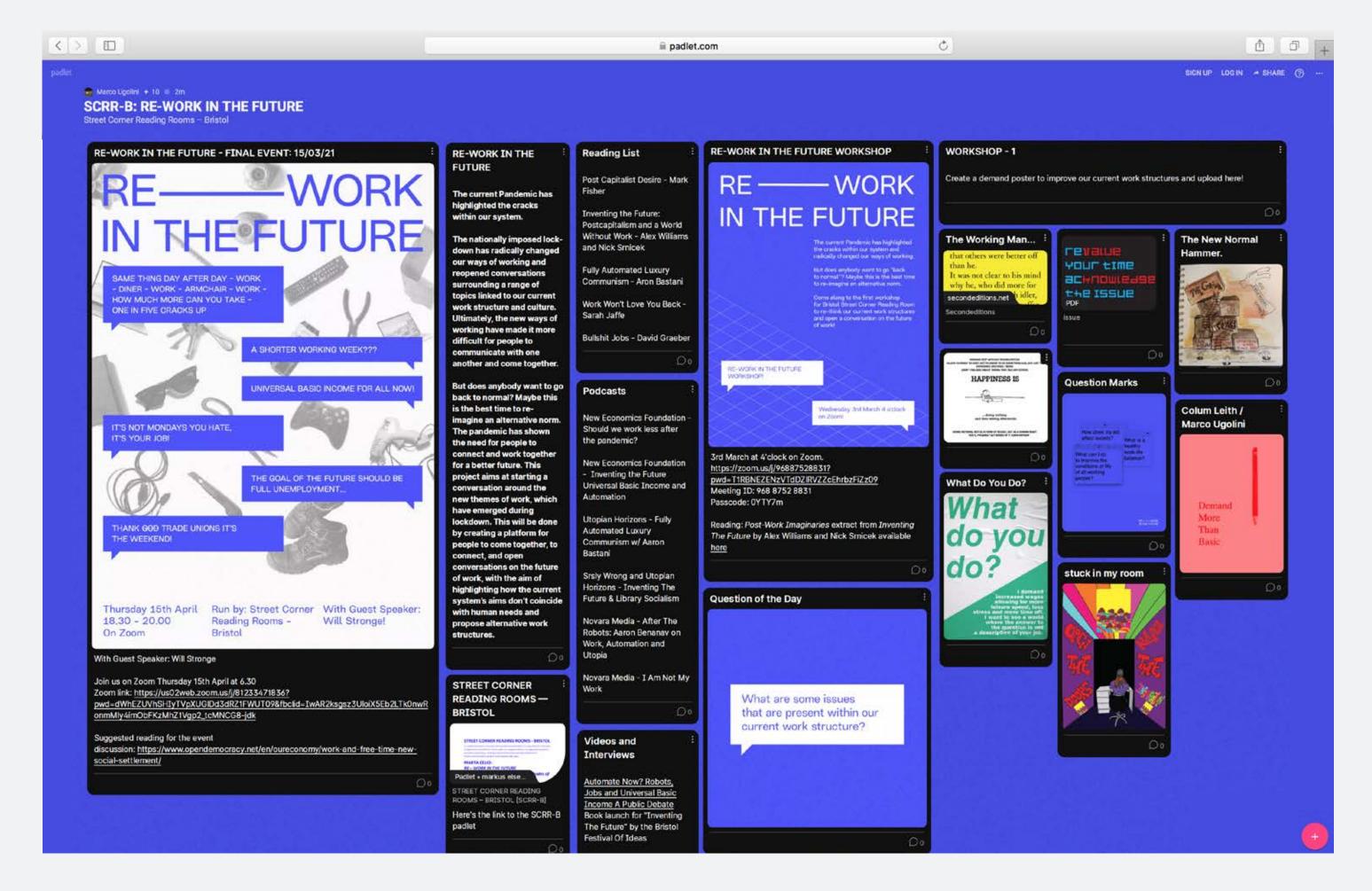
Marta Celio April 2021



Marta Celio April 2021 - **07** / 10



Marta Celio April 2021 - **07** / 10



Marta Celio April 2021 - **07** / 10

- 08

### Home From Home Jo Lathwood

### Project:

Visual Identity Editorial Layout Promotional Material Social Media Assets

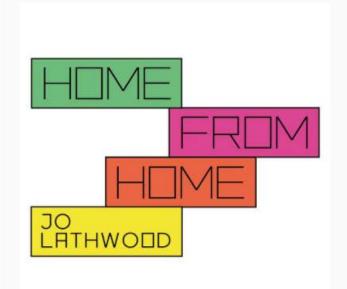
### Displayed:

A5 Flyer
A1 Wooden printed Sign
A3 Poster Series

### Project Overview:

Home From Homeis a temporary art space, designed and made by Bristol-based artist Jo Lathwood which will host creative events and activities with visiting and local artists. The structure It is a shelter and a space for the community, created using material from the local Whirlpool Factory and timber offcuts from building sites. Its modular form reflects Yate's 20th century evolution as a centre of manufacturing.

The design is inspired by the modular features of the structure created by the artist, all materials used in production were chosen to refelect the materiality of the construction. The visual identity and colour were used as a way of reflecting the playfulness of the events that will be run on site and to appeal to locals and families.





















### JO LATHWOOD

Upcoming Events

Bees Needs 5 September 2021 1-4 pm

A free, fun and educational afternoon for all the family presented by LGV Action Group. Learn about bees and the important role they play in our environment, with beekeepers, refreshments, kids' play area, a bee friendly plant sale, and treasure book making with Let's Make Art. This is a drop-in event and all are welcome.

Find Home from Home next to the play area between Leechpool Way and Ladden Brook. Home from Home is a new temporary art space, a place to make, discover, share and create.

Designed and made by Bristol-based artist Ja Lathward, Home from Home is the first project in a programme of artworks commissioned for Ladden Garden Village. It is a shelter and a space for the community, created using material from the local Whirlpool Factory and timber offcuts from building sites. Its modular form reflects Yate's 20th century evolution as a centre of manufacturing.

Home from Hame will host creative events and activities with visiting and local artists including family days, workshops, performances and exhibitions. Artists will also work with people living locally, creating new collaborative projects that are inspired by the area.

www.jolathwoad.co.uk

Home from Home is commissioned by Barratt Homes and delivered in partnership with Yate Parish.



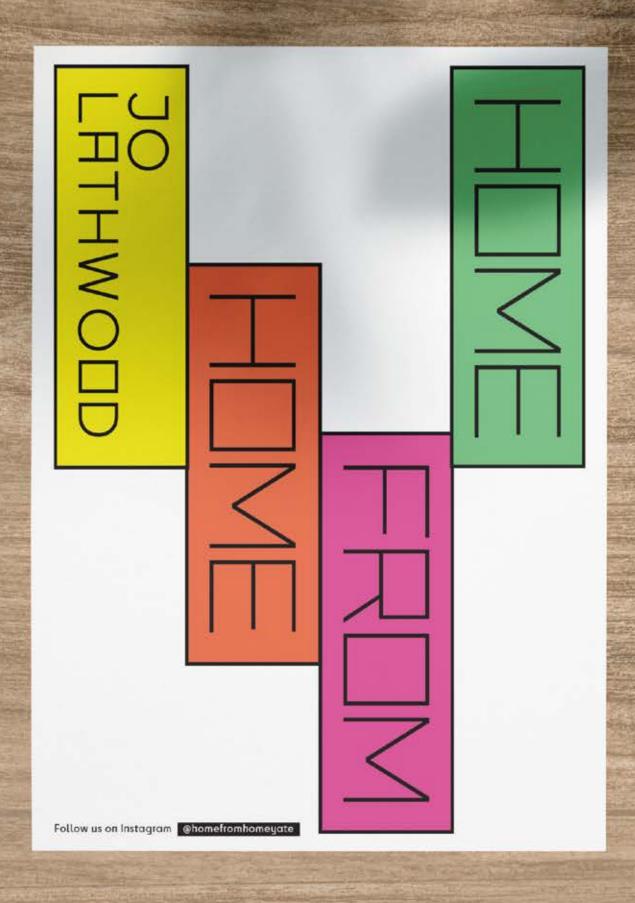












Aarta Celio August 2021 - O8



### What's Оп

Pilgrims, Pathways and Painting Join artist Martyn Cross on an urban walk around the town of his birth, encountering old haunts, personal memories and discovering new pathways. The walk will begin at Home from Home and end back at the structure to see a collection of Martyn's paintings. Saturday 16th October Please wear sensible faatwear. Email homefromhomeyate@gmail.com to book Paper Crystal Making Workshop Artist Phil Cuttonce will show you how to make your own paper crystals inspired by the shape of the Celestine crystals once mined in Yate. This is a drop in workshop, no need 11-3pm to book. Recommended for ages 4+ but children must be accompanied by an adult. Thursday 28 October Day of the Dead Join us for a special Halloween event, including a talk about hedgehogs and other night time animals, Day of the Dead trail, fancy dress competition, Lantern molding. Community Event biscuit decorating and hot chocolate. This is a drop-in event, and all are welcome. 2-5pm Saturday 30th October WASSAIL WASSAIL. Explore a selection of folk carols and wassail songs from South Gloucestershire used by our forebears to mark the season. Led by Phil Owen, a singer researching the ALL OVER THE TOWN local heritage of traditional folk singing. Email plower@gahos.com to book and for 2pm further information. Saturday 20th November Christmas Fayre With Christmas carols, crafts, stalls and festive fun and games. This is a drop-in event, and all are welcome. 2-5pm Saturday 11th December

Home from Home, is a temporary art space for Ladden Garden Village, designed and made by Bristol-based artist Jo Lathwood. Follow us on Instagram @homefromhomeyate. Visit www.jolathwood.co.uk

Find Home from Home next to the play area between Leechpool Way and Ladden Brook. If you have an idea for the programme or would like to host an event please email homefromhomeyate@gmail.com.



Marta Celio August 2021

### 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

### **Project Overview:**

Whilst working with Cognitive Paths, I was responsible for overviewing the production and design process of Bristol Black History Month Magazine, a yearly publication which provides 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 for the publication was designed to be adaptable and reflective of the subject matter but also accessible and relate to a broad audience. The use of The Freight Super Type Family, designed by Joshua Darden, aims to represent the diversity of Black communities in Bristol and the topic itself, whilst celebrating the contributions of BIPOC designers, giving the magazine a bold yet engaging 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 Message 🛂 🗸 ...

129 posts 1,432 followers 1,060 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

@ IGTV

12 TAGGED











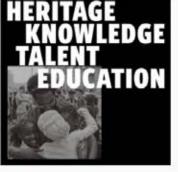














- 09 / 10 Marta Celio October 2020 - October 2021



- 09 / 10 Marta Celio October 2020 - October 2021







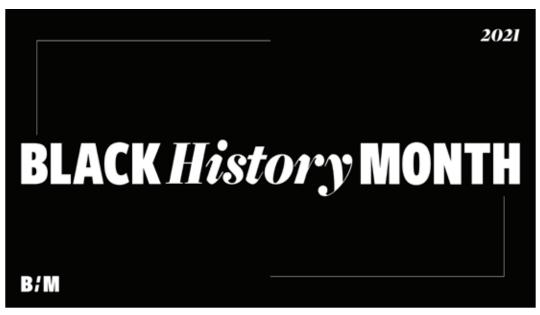








Marta Celio



















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













Bristol Black History Month Magazine 2021 Edition

- 09 / 10 Marta Celio October 2020 - October 2021













Bristol Black History Month Magazine 2020 Edition

- 09 / 10 October 2020 - October 2021 Marta Celio

# Liminal Routes

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

Visual Identity Front-end website design Promotional Material Sountracks Covers

#### Displayed:

Website A5 Flyer

#### Project Overview:

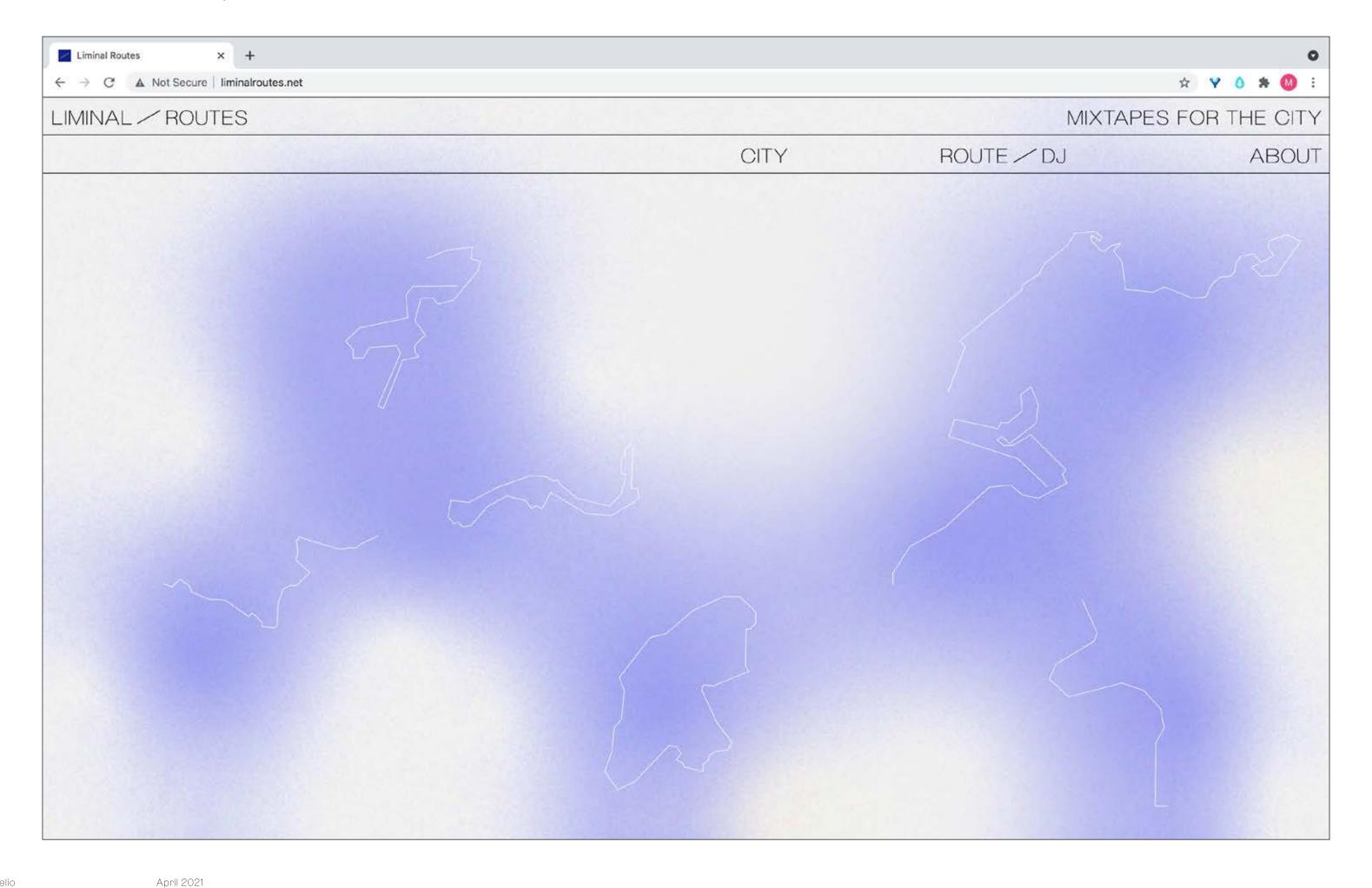
Liminal Routes was established as a means to support club cultures, provide opportunities for new listening experiences and promote the work of DJs and artists while spaces for such gathering were on hold due to COVID-19. The project, which comprises of a series of situated audio mixtapes, is an attempt 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 reflects their selection at this particular time.

The use of colours and negative space aims to symbolise the fluidity of space and time characteristic of the lockdown period, as well as communicating the transitionality of the current uncertain conditions for music and club culture, which had to be paused following the pandemic.

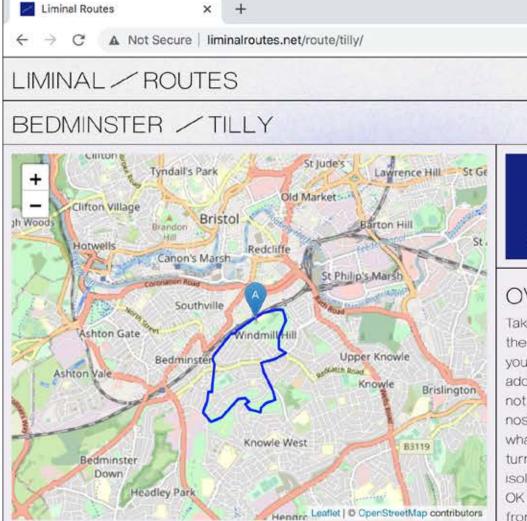
#### Additional Links:

The project website can be viewed here: Liminal Routes

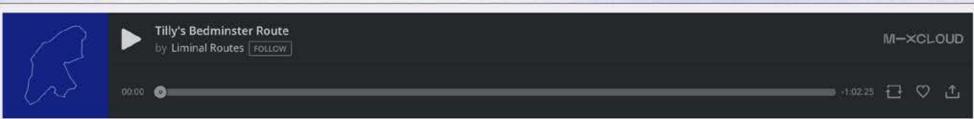












ROUTE / DJ

CITY

☆ Y O ★ M :

ABOUT

MIXTAPES FOR THE CITY

## **OVERVIEW**

Take a solo tranquil stroll through South Bristol. Starting at Victoria Park and right up to the Northern Slopes, you can catch some stunning views of the city at a very leisurely pace. This is a walk designed to be taken an hour before dusk with a warm drink packed in a flask and a wooly jumper so you can rest at various viewpoints and take in the surrounding scenery and the skyline. You can cut out loops throughout this walk if it's too long or add on loops if it's too short. If you don't have a flask there is a little orange coffee cart in Vicky Park by the Bowling Green. This mix allows you to not only go on a journey through transit but also through your mind through reflection. Sink into some downtempo sounds that tease you with nostalgia and obscure, retro blends of 80s synth pop, wave and soft rock; immerse yourself in some real trippers. Take in the changing of the land: what colour are the leaves these days? How many people can you see out walking aimlessly too? Notice the difference of green to concrete as you turn each corner on this route. What can you smell? Watch the birds soar high in the sky. The mixtape may make you question feelings of solitude, isolation and anxieties of adjusting back to being with lots of people but is aiming to give some much needed calm to the walker's state of mind. It's OK to feel whatever you're feeling, it's been a really tough year. Take the hour to mull everything over and bask in the weird and wonderful sounds from this mix and the funny old sights of Bristol City. It's an odd place but it's our odd place!

\*taking a dog for company is strongly advised.

Route accessibility: Looped route, starts at (A), St Mary Redcliffe School in Victoria Park, bringing you around the park on to St. John's Lane, up Wedmore Vale Road and into the Northern Slopes section called Glyn Vale, then into the section called Novers. Following Nover's edge, passing the caravan site, you cross under the handrails into the thicket that leads you down a steep slope, onto the Malago Greenway and back into Victoria Park by the school (B). Mixed gradient with some steep slopes and great city views. Recommend suitable footwear for all routes.

Link to route on Google Maps

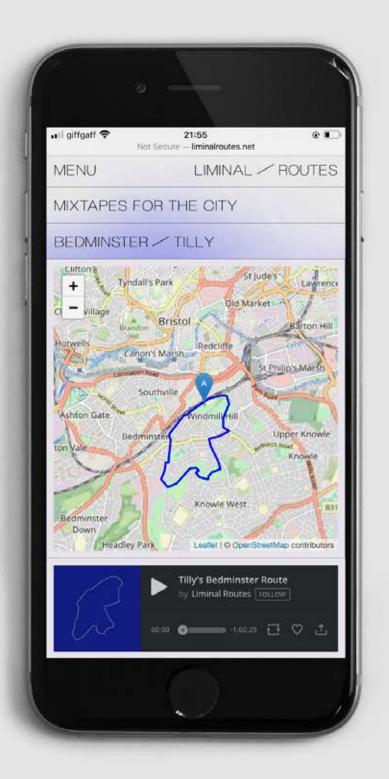
### BIO

A Bristol broadcaster and selector on the up, Tilly has a varied and endearing sound, grown out of her appreciation for discovering the past and her love of sharing music. Often weird, but always accessible and fun, she currently holds a monthly residency on both NTS and Noods Radio and continues to assemble homemade mixtapes which she distributes sometimes on the airwaves and sometimes in the club. Tilly has kept an emphasis on doing her own thing within the underground scene, motivating her to curate shows with an imitable but near nostalgic collection of sounds such as wave not wave, disco not disco and gems of all kinds. In the club, catch Tilly mixing sleazy New Beat, EBM and anything with a clang to it. She has played in London, Paris and Manchester and recently Sameheads in Berlin. But, always and forever enjoys a home crowd in Bristol.

Headshot by Sarah Rose Currie

Marta Celio April 2021 - 10 / 10







Marta Celio April 2021

Get in Touch!

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