

ZINNIA WARDE ALDAM

Portfolio 2020

1/30

About:

I am a Graphic Designer based in Edinburgh and Newcastle, focussing on fresh, concept-based ideas. I enjoy exploring a lot of areas of design but my main interests are in Art Direction and Advertising. My aim is to develop original, characterful concepts to engage society in whatever medium works best. I have a particular enthusiasm for food and drink.

CONTACT:

zinniawa@icloud.com
+44 (0) 7824 331 289
@original.zin
www.originalzin.co.uk

Mayonnaise is an emulsion- a mixture of two liquids that normally can't be combined. I directed an advert, filmed by Zoe Warde, to reveal the 'secret ways to eat mayonnaise' - an indulgent glimpse into peoples sometimes squirm-worthy combinations.

Advertising/Film





SECRET WAYS TO EAT MAYONNAISE



Whilst co-managing our student-led agency, *Dejam*, we organised a brief set by one of our mentors *Tangent Agency*; to develop a campaign to reach families who havent considered fostering before. Our aim: to break the stigma of the “perfect foster carer” by avoiding guilt tripping photos of sad children and using bolder graphic shapes to represent the idea that ‘anyone can foster’ in order to appeal to a wider audience.

We hoped that later the visuals could later be created through design workshops with foster children, allowing them to be a part of the campaign. We also wanted to run a direct mail campaign, to reach residential areas with the potential to foster.

Direct mail/Poster campaign

Fostering services need to recruit 580 foster families in 2020 in order to meet demand.



**Anyone
can foster**

Get involved at www.fcascotland.com

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Anyone can foster

www.fcscotland.com

523

DIESEL

HOLLAND SWITCH
DIESEL OIL





You are invited to come and join over 500 others in order to help
with rise in number of children in care which has risen by 75%
since 2004.

Fostering is an opportunity to be part of a journey.

Experience/no experience
Single or a couple
LGBTQ
Pets
career/volunteer
A spare room

FIND OUT MORE or GET INVOLVED!
please visit www.fcascotland.org.uk

A recipe book I cooked and captured and styled, for easy student recipes. 'There's No Plate Like Home' started with realising how little people at uni sit down and eat together. Therefore this book aims to bring people back together at the table. With less writing and more photos of realistic quick dishes.

Print/Layout/Photography/Illustration/Styling



A brief set by Martini to encourage people 'to choose time for friends' during Martini Time, through their brand experience of 'Think, Feel, Do.' My concept stemmed from organising an event with a group of 22-24 year olds to create their own Martini cocktails, the result; it was indeed "SURPRISINGLY GOOD" .

Two outcomes-

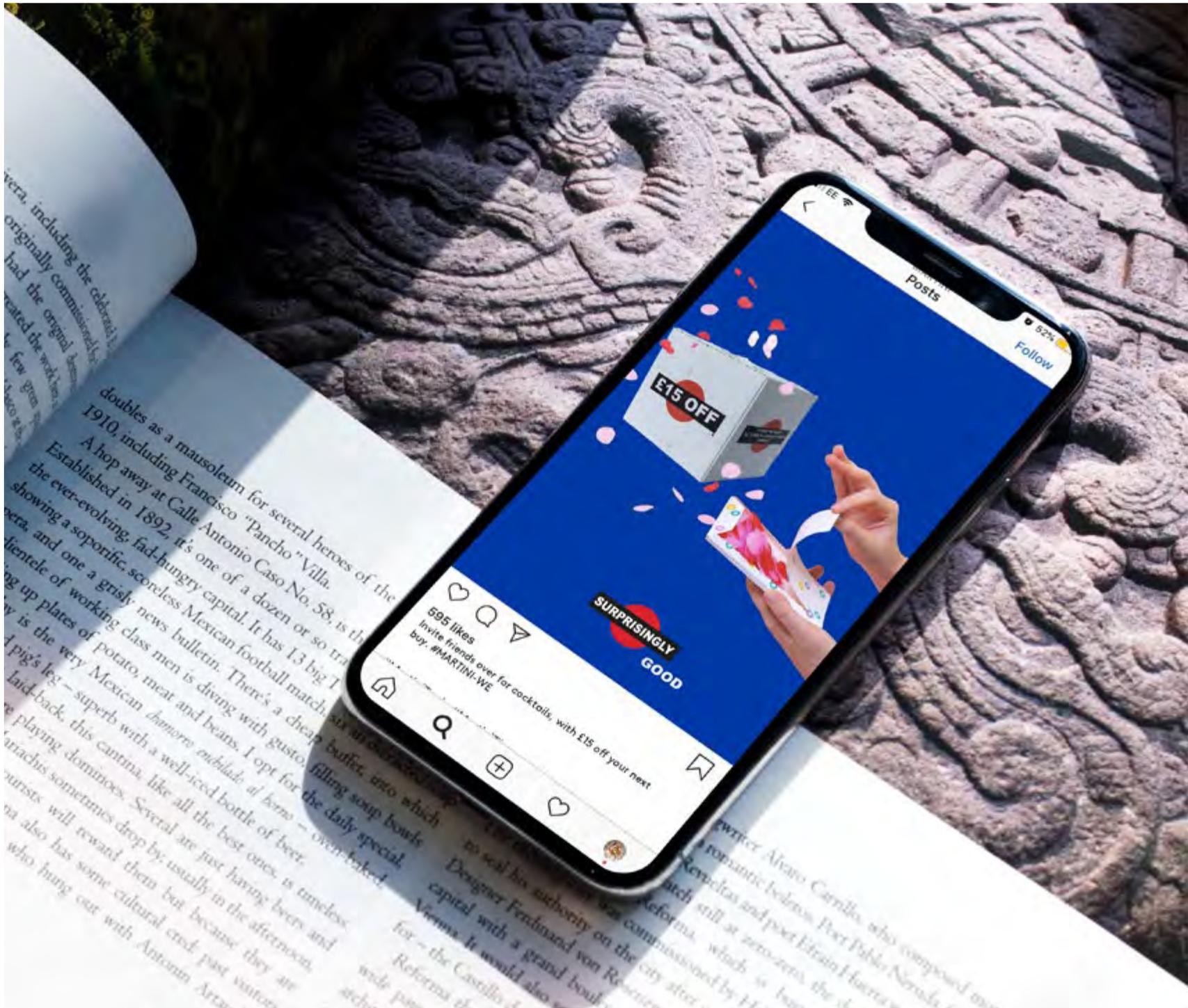
I used the *Boomf* box with its suprising opening, as a voucher to encourage people to buy Martini. The second outcome to support this, was a short video sting, showing how surprisingly good Granny and Grandpa are at making time for friends through tennis.

Direct mail campaign/Video sting



SURPRISINGLY

GOOD



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originally commissioned
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doubles as a mausoleum for several heroes of the
1910, including Francisco "Pancho" Villa.
A hop away at Calle Antonio Caso No. 58, is the
Established in 1892, it's one of a dozen or so tra
the ever-evolving, fad-hungry capital. It has 13 big T
showing a soporific, scoreless Mexican football match
vera, and one a grisly news bulletin. There's a cheap bu
lientele of working class men is diving with gusto, filling
ng up plates of potato, meat and beans. I opt for the daily special
y is the very Mexican *chamere enchilada al horno* - oven-baked
d pig's leg - superb with a well-iced bottle of beer.
laid-back, this cantina, like all the best ones, is timeless
e playing dominos. Several are just having beers and
ariachis sometimes drop by, usually in the afternoon.
ourists will reward them but because they are
na also has some cultural cred: past visitors
who hung out with Antonin Artaud

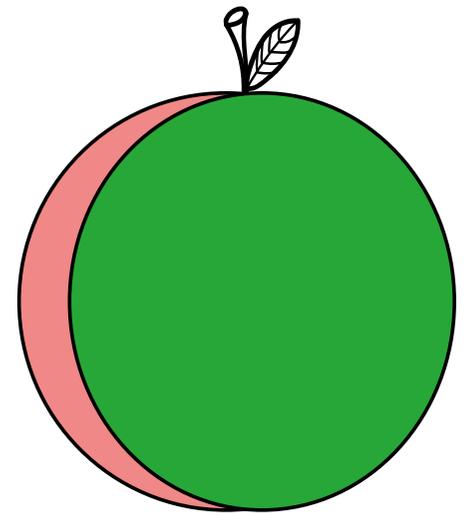
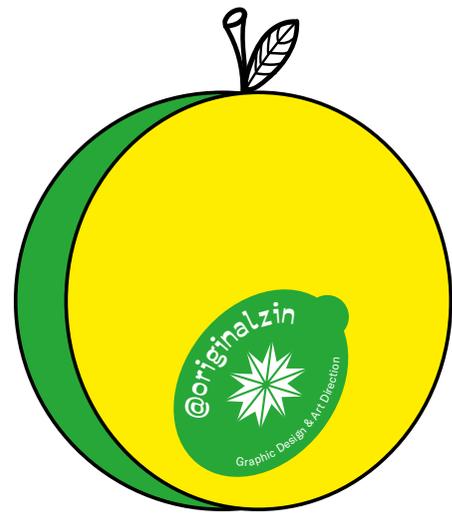
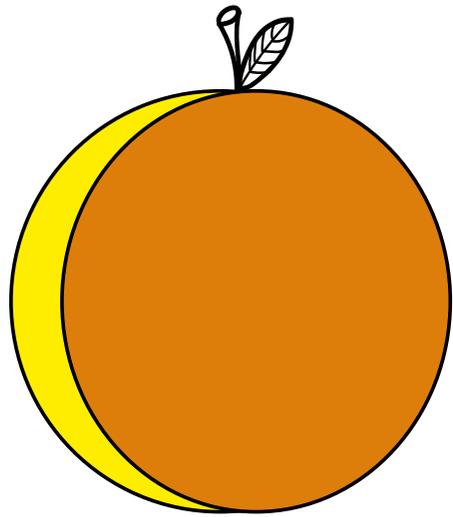
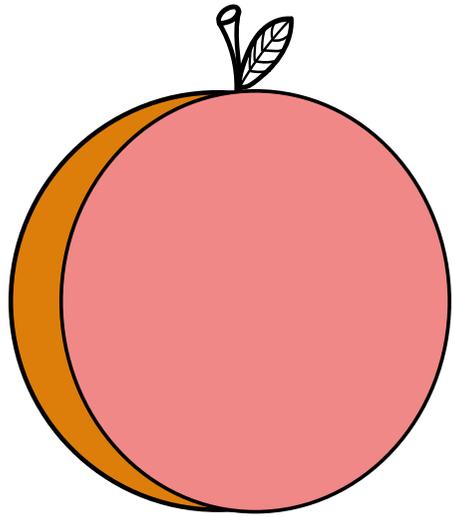
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Reneletas and poet Estanislao Huerta
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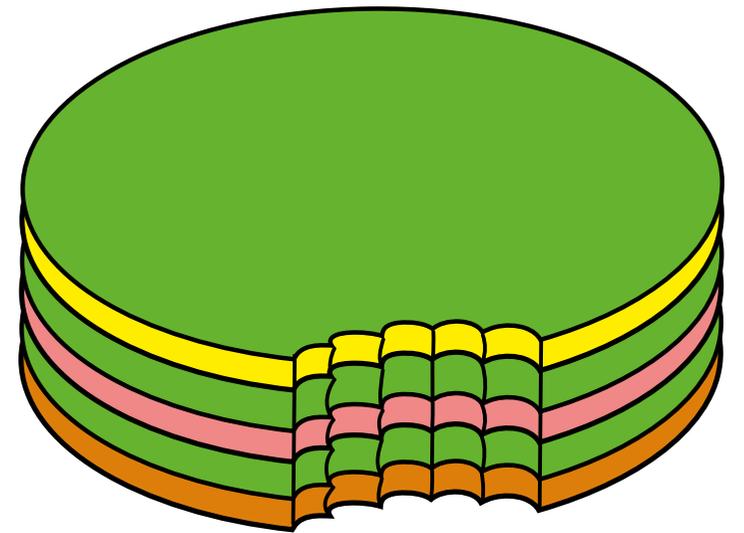
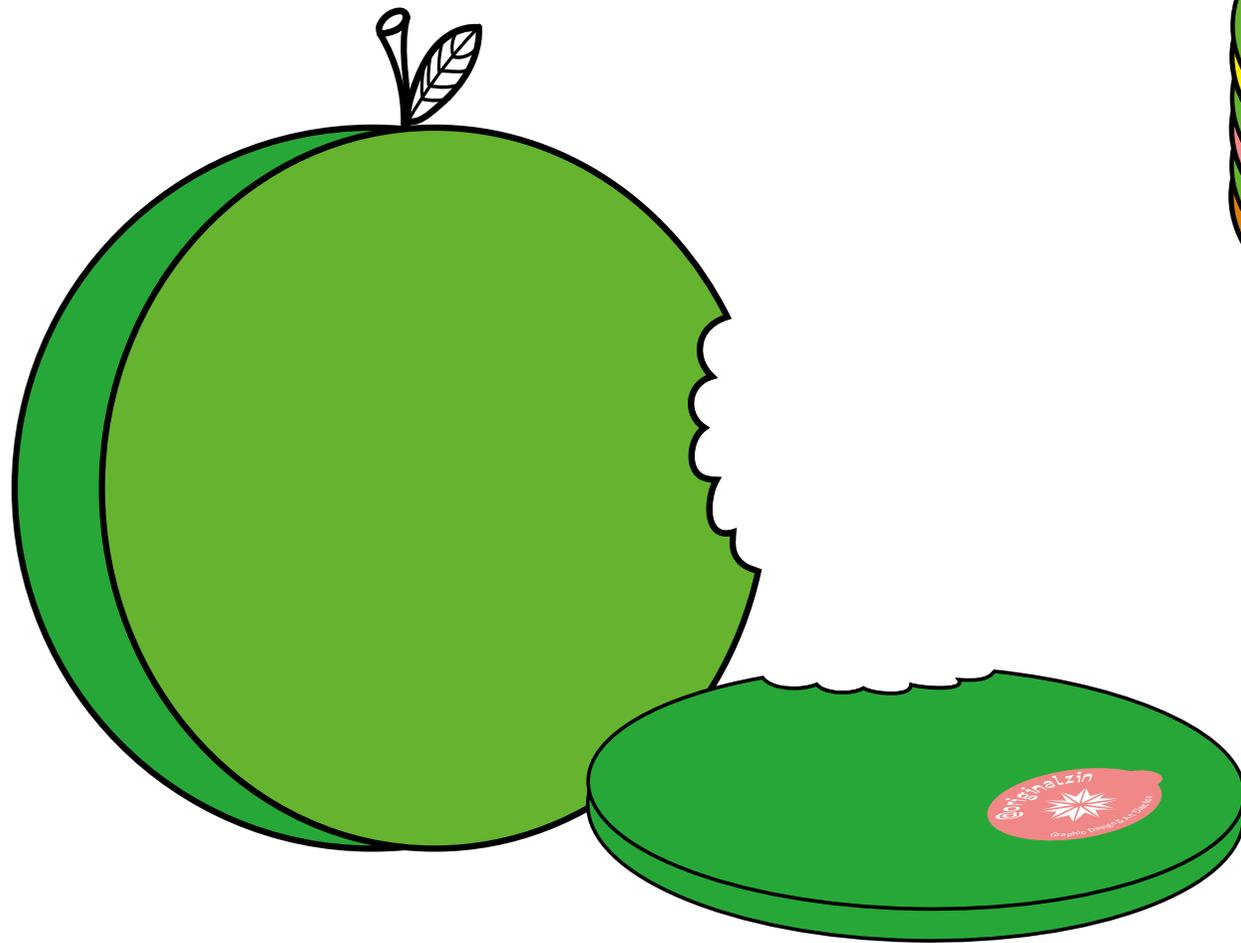
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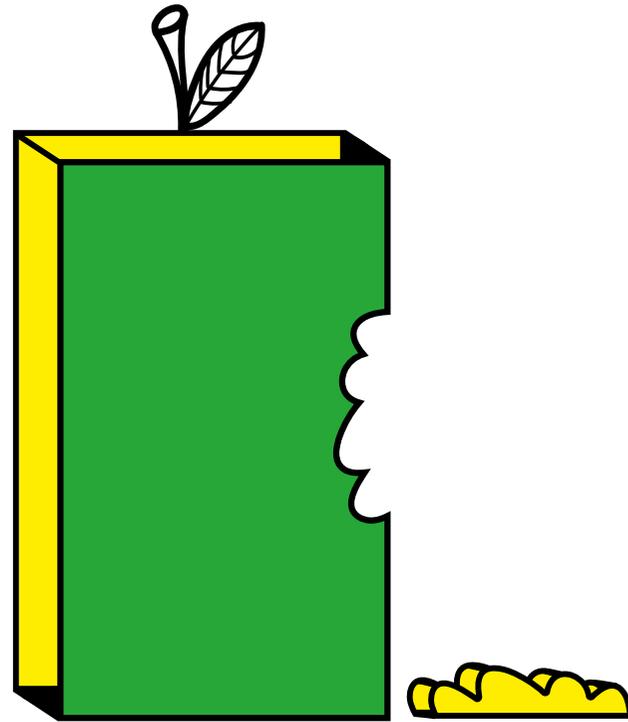
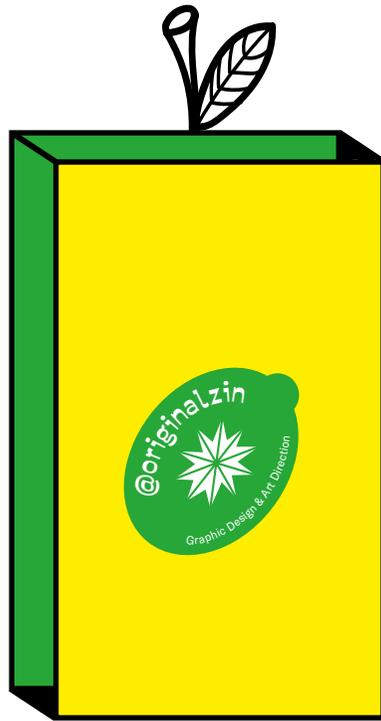


Illustrations in development for my personal branding. Concept based on my Instagram name *original zin* - a play on Original sin as committed when 'Eve consumed the apple from the tree of the knowledge of good and evil.' The apple sticker created to apply to collateral pieces such as my cv and business cards. The colours stem from lemons, limes, grapefruit, oranges as garnish possibilities for a Zin & Tonic. (A good drink to have whilst looking through my portfolio.)

Digital illustration







A collaboration project as part of the student-run Agency-Flip. The brief was to create a concept to promote a Scandinavian take away for open sandwiches. The word 'ATA' which means to take in Norwegian, along with the tag line 'Perfectly balanced', this promotes a balanced and healthy lifestyle, with a fresh idea of take aways. With others, I worked on the food photography and menu design for a promotional dish.

Branding/Photography



welcome to the family

0031700013496485

register your card at www.ata.com
to become a loyal balancer



Loyal balancer



äta





Fish Fillet
- fish fillet
- salad
- remoulade
- butter
- lemon
- dill
- ryebread



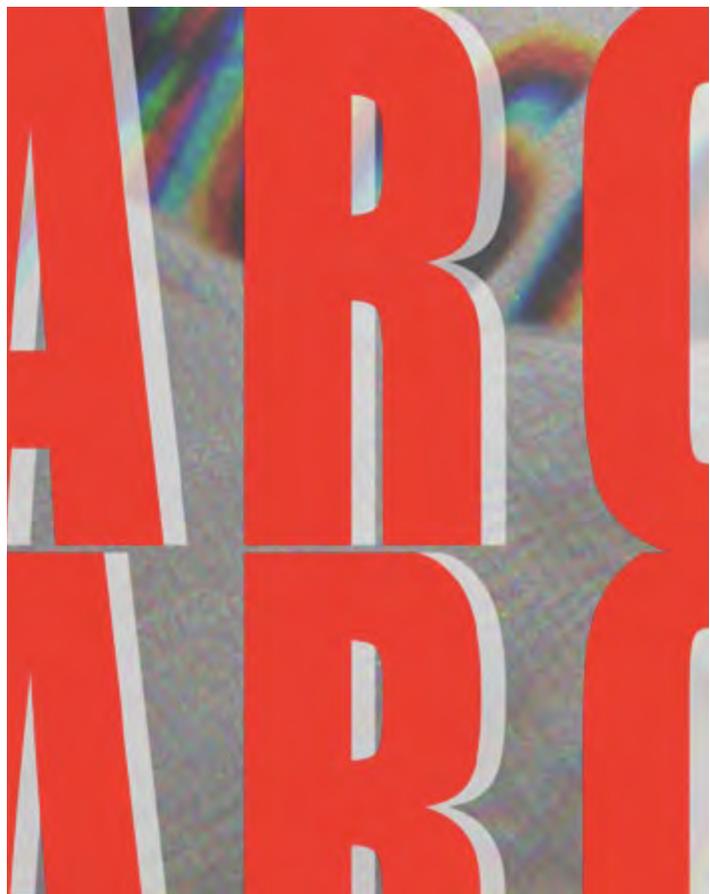
Egg and Shrimp
- egg
- shrimp
- salad
- lemon
- parsley
- mayo
- ryebread

SXSW is a festival celebrating the convergence of the interactive creative industries. Through making and experimenting with materials, I created a stand out poster along with a short animation to advertise the festival.

Poster/Video

MUSIC FESTIVAL
11-17TH MARCH, 2019
WWW.SXSW.COM





A self-initiated flyer campaign with a light-hearted approach, encouraging people to realise and value what shops they have around them which are offering delivery services during Covid-19. I produced a receipt-like list giving people options on how to go about ordering, as well as facts and activities.

The campaign has different catchphrases, images and sets of information to be handed out each week, targeting directly supermarket shoppers. These flyers were placed on cars in the supermarket car park, using social distancing measures to get the message to as many people as possible.

Advertising Campaign



**NO ONE LIKES A
LONG JOURNEY,**

BUY LOCAL!

Why look further?

When a bunch of independent food and drink shops are still open for business and now operating a delivery service to your doorstep.

Many are situated just around the corner, nows the time more than ever, to avoid supermarket queues. Support your local producers in order to keep the heroic businesses bubbling during and after Covid-19.

PUT YOUR ORDER IN

Brocksbushes

All basic essentials
Orders and Deliveries
www.brockbushes.co.uk
Tel: 01434 633 100

North Acomb farm

Meat and Essentials
Deliveries and collection
Tel: 01661 843181

JD Hall Butchers

Meat
Corbridge
Order delivery and collection
Tel: 01434 632005

Gilchesters

Flour
Orders online Tuesday 9am
<https://gilchesters.com>
info@gilchesters.com
Tel: 01661 886 119

Corbridge Larder

All basic essentials
Orders
sales@corbridgelarder.co.uk
Tel: 01434 632 945

Bread & Roses

Bread
Delivering Saturday Wentworth
andrew@breadandroses.co.uk
Tel: 01665 603 054

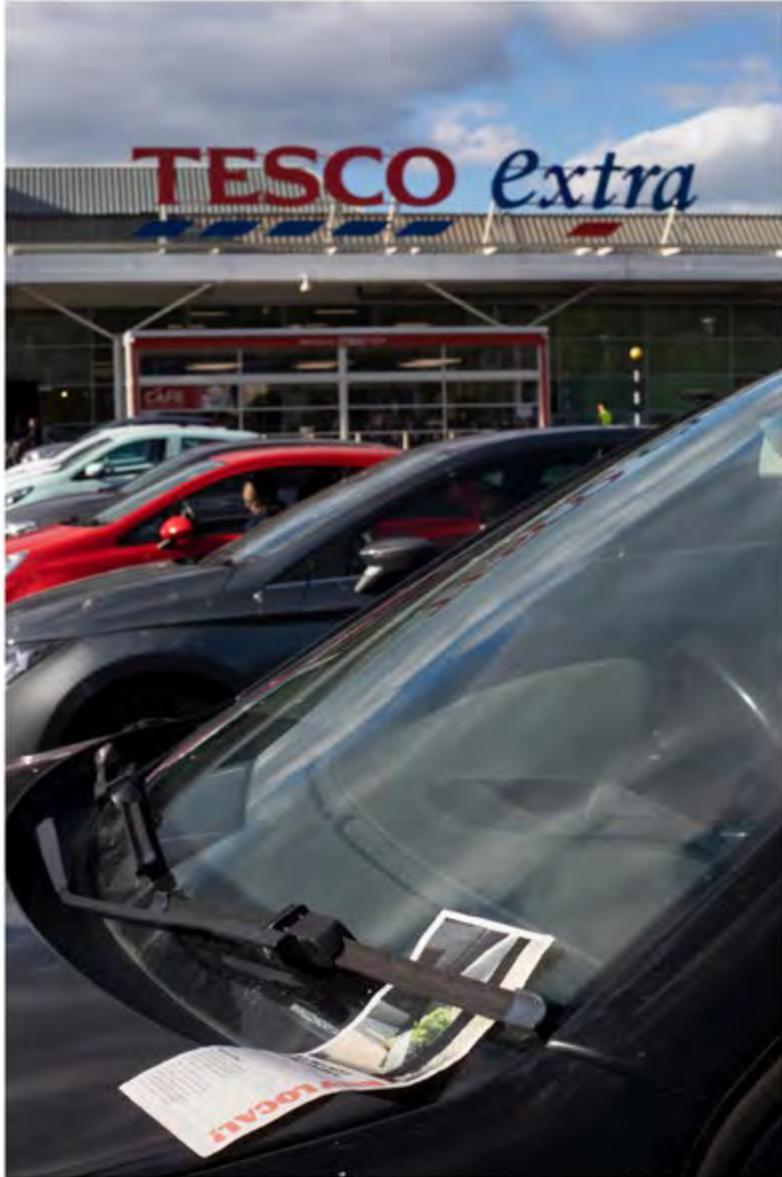
Did you know?:

UK supermarket's bread is often made and frozen in France and Ireland and partially cooked hundreds of miles away before being shipped to stores.

Activity of the day:

Keep your eyes peeled for wild garlic and nettles to add to soups and quiches!

BUY LOCAL!



TESCO extra

PUT YOUR ORDER IN



IT'S RIGHT UNDER YOUR NOSE,

BUY LOCAL!

Why buy local?
When you buy from a local business, you support the local economy and create jobs. You also get products that are fresher and often of higher quality. Plus, you can often get better prices and personalized service.

Helping you buy local is one of our top priorities. We've created a network of local suppliers and producers to help you find the best products for your business. Visit www.tesco.com/local for more information.

PUT YOUR ORDER IN

Breakdowns
If you're having a breakdown, we'll get you on the road as quickly as possible. Call 0800 900 000 for more information.

North Access Lane
We've got you covered when it comes to getting to work. Call 0800 900 000 for more information.

JD Hill Builders
We've got you covered when it comes to building your business. Call 0800 900 000 for more information.

Gloucestershire
We've got you covered when it comes to growing your business. Call 0800 900 000 for more information.

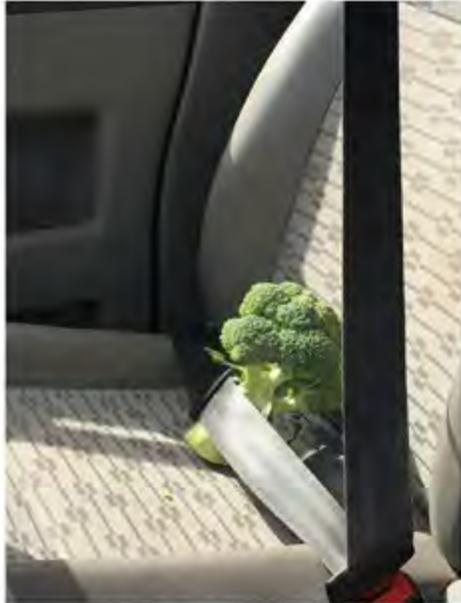
Clarke & Lewis
We've got you covered when it comes to managing your business. Call 0800 900 000 for more information.

Wood & Stone
We've got you covered when it comes to building your business. Call 0800 900 000 for more information.

Did you know?
We've got you covered when it comes to building your business. Call 0800 900 000 for more information.

Authority of the day
We've got you covered when it comes to building your business. Call 0800 900 000 for more information.

BUY LOCAL!



**NO ONE LIKES A
LONG JOURNEY,**

BUY LOCAL!

Why look further?

When a bunch of independent food and drink shops are still open for business and now operating a delivery service to your doorstep.

Many are situated just around the corner, now's the time more than ever, to avoid supermarket queues. Support your local producers in order to keep the heroic businesses bubbling during and after Covid-19.



**IT'S ON YOUR
DOORSTEP,**

BUY LOCAL!

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Thank you!



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