



Blurbox[■]
MEDIA & DESIGN GRAPHIC • WEB • ANIMATION

Hi

My name is Laura Crossett and I operate as a Freelance designer under my company name Blurbox Media and Design.

My home base is Magherafelt and I have been working in the creative industry since establishing Blurbox in 2011.

Having previously attained a Bachelors and a Masters in Design and Communication from Ulster University, I have continued my journey in the wild and wonderful land of creativity and developed an extensive portfolio of work across graphic design, web design and animation.

I partner with established companies and emerging businesses to create exciting and meaningful experiences for digital or print.

2005-2008

HIGHER EDUCATION

University of Ulster // Magee Campus

BDes Design and Communication

2008-2009

POST GRADUATE EDUCATION

University of Ulster // Magee Campus

PgDip/MDES Design and Communication

■ Nov 2009 - Sept 2010

Sales assistant, Highfield service station, Magherafelt

■ Sept 2010 - June 2011

Volunteers and Interns Programme (VIP) Presbyterian Church in Ireland (PCI)



Creative Freelance

Storytelling is at the heart of why I design. Whether it is a companies brand story or in character development for animation.

I'm always intrigued by the different ways you can set a scene and capture an atmosphere with an image and sound. I like being part of imagining and creating worlds; establishing the reason why things look and feel the way they do, and developing how the characters and the viewers interact with it. I like to know the big questions that the project is seeking to answer so that I can add in subtle details into the artwork that help move the viewer forward and follow the story.

For my own company I wanted to consider carefully what I saw as my brand, my story, and how I viewed my own work.

A big part of that identity can be seen in the opening banner image on my website (indicated on the cover of this portfolio). It is a kingdom of creation, a world of adventure to journey through with a client. Guiding them through the process and reaching the end of the project having overcome hurdles and obstacles along the way.

I describe my process of working with the words imagine, design, create. I let my imagination run wild at the start and think of as many different ways to answer the problem. When it comes to the design you put the limitations on for why and how this piece should be created or what it's purpose is. The finished creation should be doing its job to tell the story and also be beautiful.

I want to create beautiful work that tells a story.

■ **Sept 2011 to current**
BLURBOX MEDIA AND DESIGN

Currently self-employed as a freelance designer at Blurbox Media and Design.

BLAZE

2022

CLIENT:

Presbyterian Church In Ireland (PCI)

DESIGN BRIEF:

Design a friendly and entertaining character for Blaze the Bee based on the already existing plush toy that PCI had created. This was to be incorporated into a logo design for branding purpose but would also be animated for use at the start and end of each of their video segments used on the Programme.

PROCESS:

IMAGINE

Sketchwork - Pencil and paper to create the initial look of the face and body as well as expressions.

DESIGN

Creating vectors - Drawing out useful hand poses and mouth shapes in Illustrator.
Creating individual moveable parts for ease of animation.

CREATE

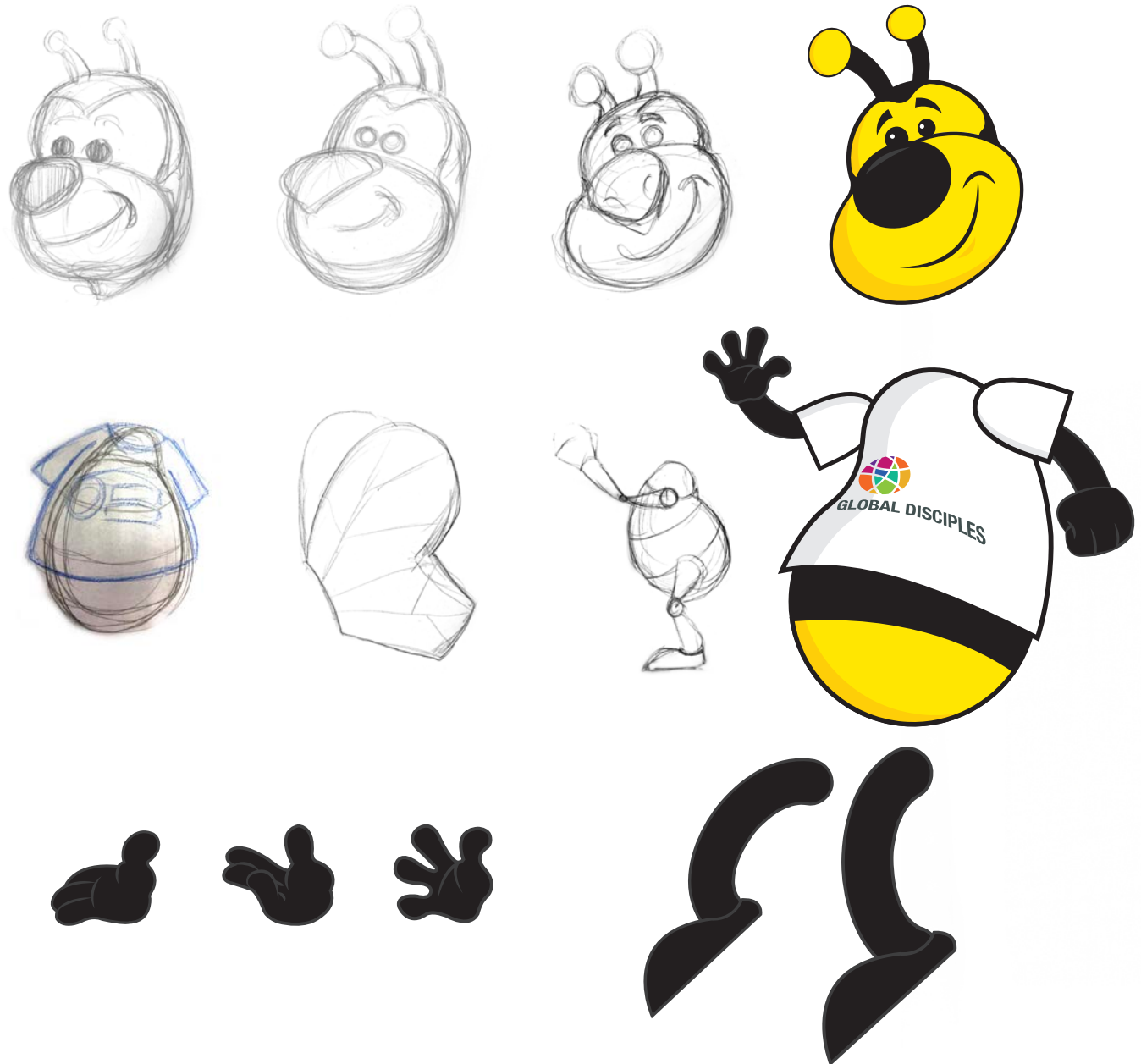
After effects - Placing them into position in After Effects and then adding movement, sounds and music.

Editing the work to create a 'top & tail' for a video presentation that highlighted mission work all over the world.

OUTCOME:

CHARACTER & BRAND ANIMATION

FULL HD 1920px x 1080px for use on website and social media.



BLAZE



MAKING A DIFFERENCE

2020

CLIENT:

Mid Ulster Volunteer Centre

DESIGN BRIEF:

This full suite of characters were create and then implemented across the Volunteer Centre brand through business stationary, social media, website and eventually 2 animated shorts.

The multitude of characters were to visually show the different ways to volunteer, the different age groups involved and also to incorporate brand colours.

PROCESS:

IMAGINE

- Agreed the script with the client
- Discussed all the areas of volunteering that were to be shown in the animation
- Produced a rough sketched storyboard of the flow of the animation
- Did initial sketches for the style of simple characters in keeping with the brand colours of orange and blue.

DESIGN

Created the vector versions of each character and scenario that was to be covered as a volunteer opportunity for a variety of ages and abilities.

CREATE

After effects - Placing them into position in After Effects and then adding text character movement, character movement and music.

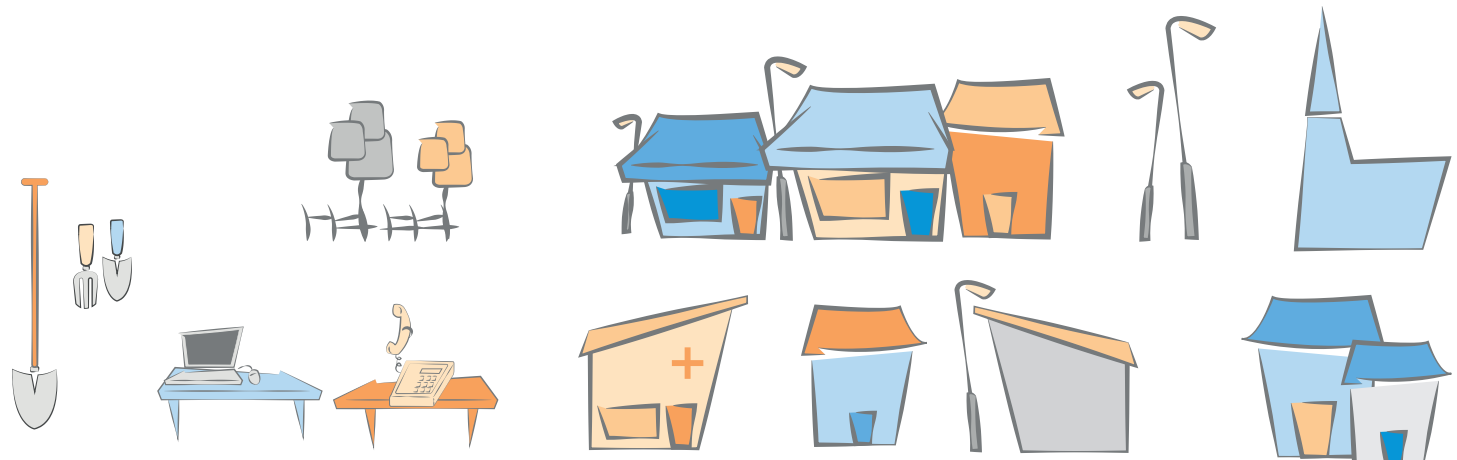
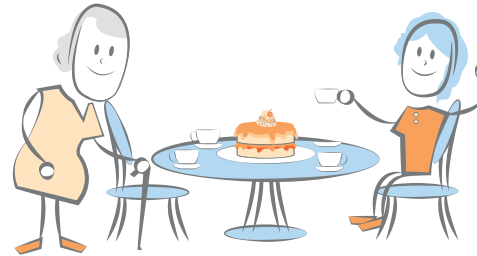
OUTCOME:

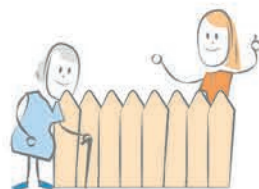
CHARACTER & BRAND ANIMATION

1min 20s

FULL HD 1920px x 1080px

For showing on screen at volunteer event / social media / website





TAKE A WOOF OF THAT

2019

CLIENT:

Personal Project

DESIGN BRIEF:

Use an existing character of mine to create a short animated run cycle. The original character of the corgi had a full storyboard for a short story about him defeating his own bad smell.

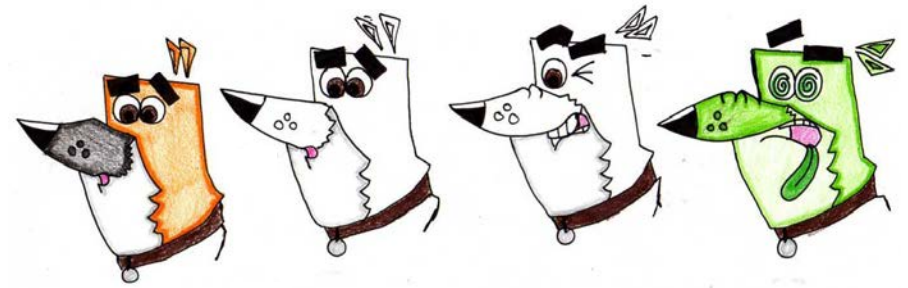
PROCESS:

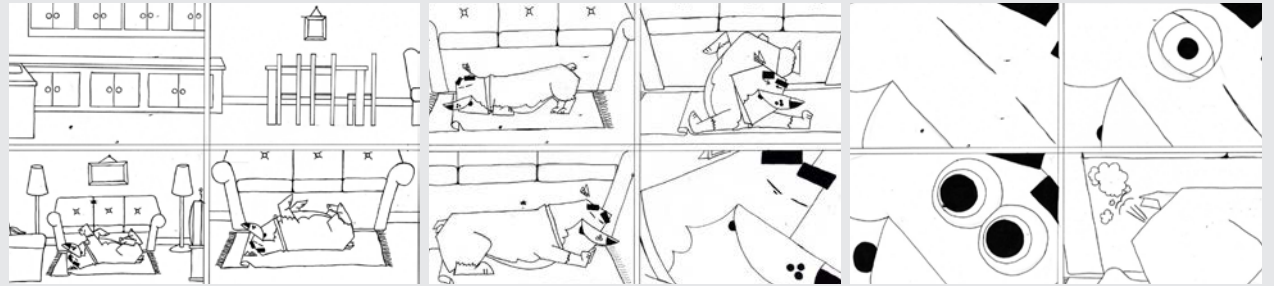
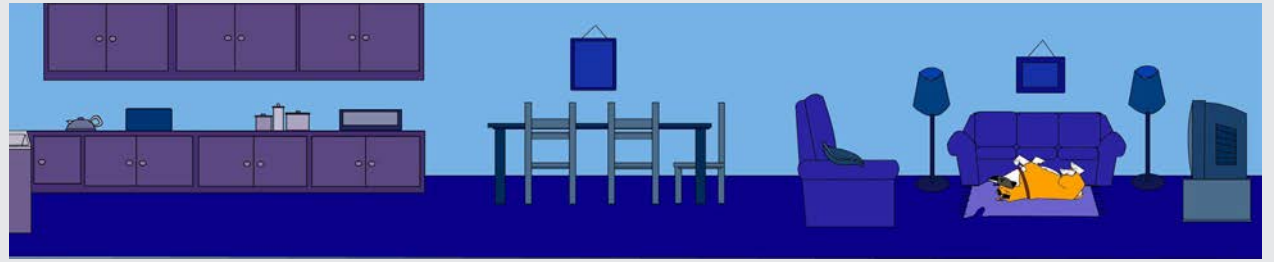
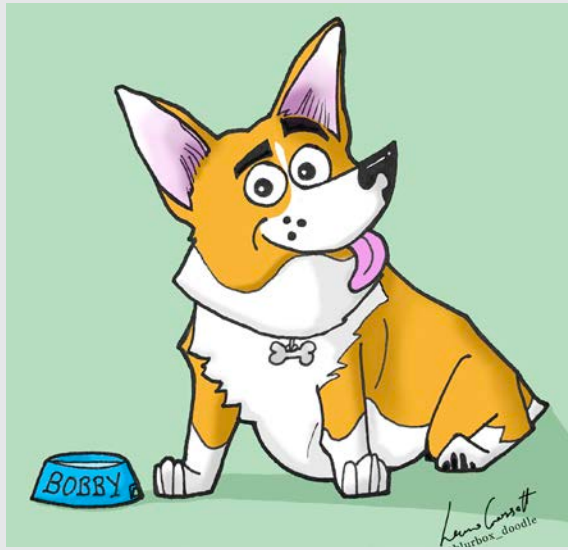
- Create vector elements for the character in illustrator
- Deciding on where the character was going to run and building the running machine and background elements.
- brought all the elements into after effects along with sound recording of a dog panting
- Animation created to work as a loop.

OUTCOME:

CHARACTER ANIMATION
Looped animation (Bobby on the treadmill)
FULL HD 1920px x 1080px

CHARACTER ANIMATIC
1min 47secs





TAKE A WOOF OF THAT

2021

CLIENT:
Personal Project

DESIGN BRIEF:

A short fan animation creating a crossover of the movie 'Shazam' and the TV show 'Chuck'. Both characters are portrayed by the Actor Zachary Levi.

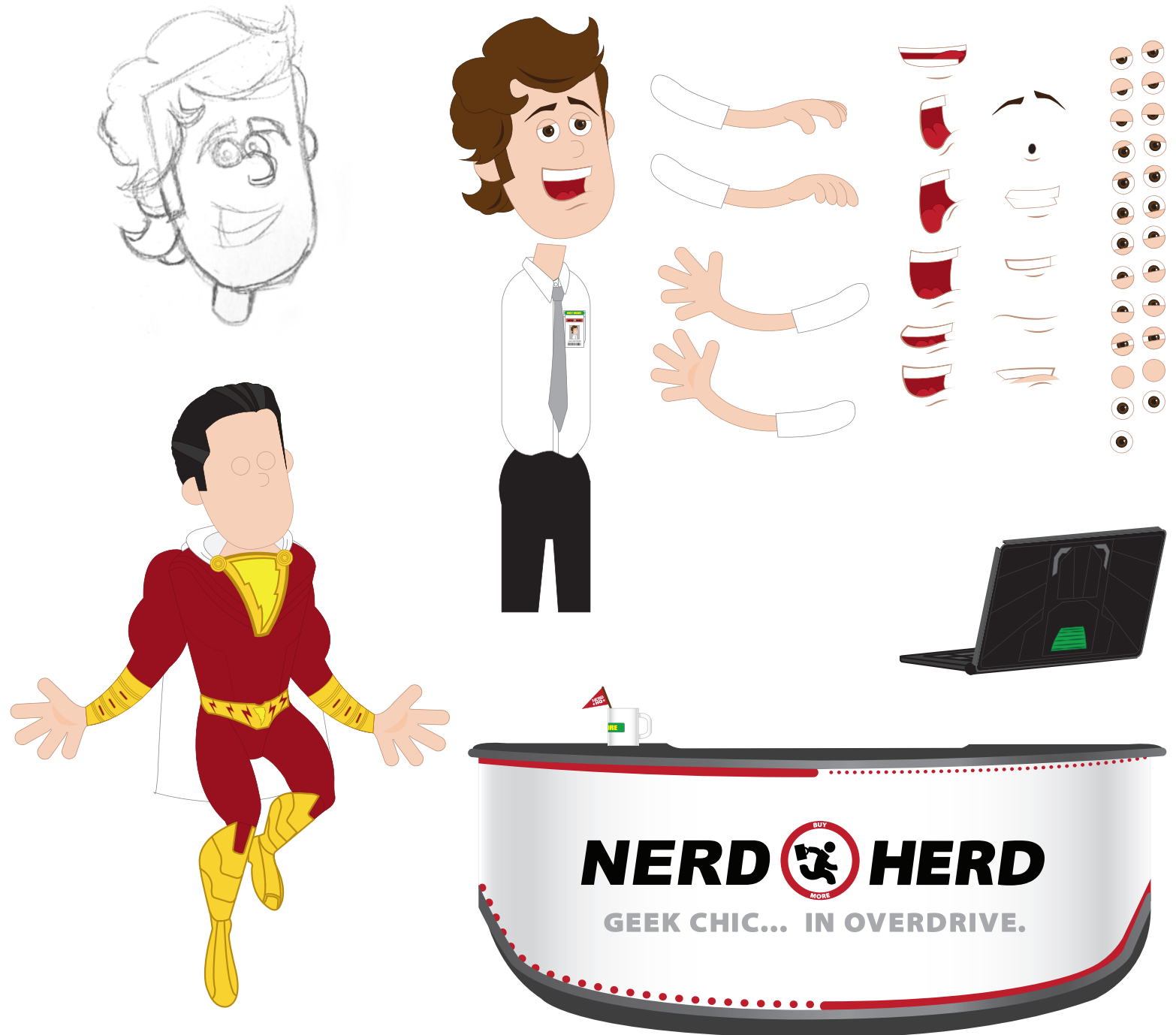
In this story the main character Chuck, uses the upgraded version of the Intersect database in his head to turn into Shazam and power up his broken laptop. The final result was a looping animation which shows the laptop may never get fixed.

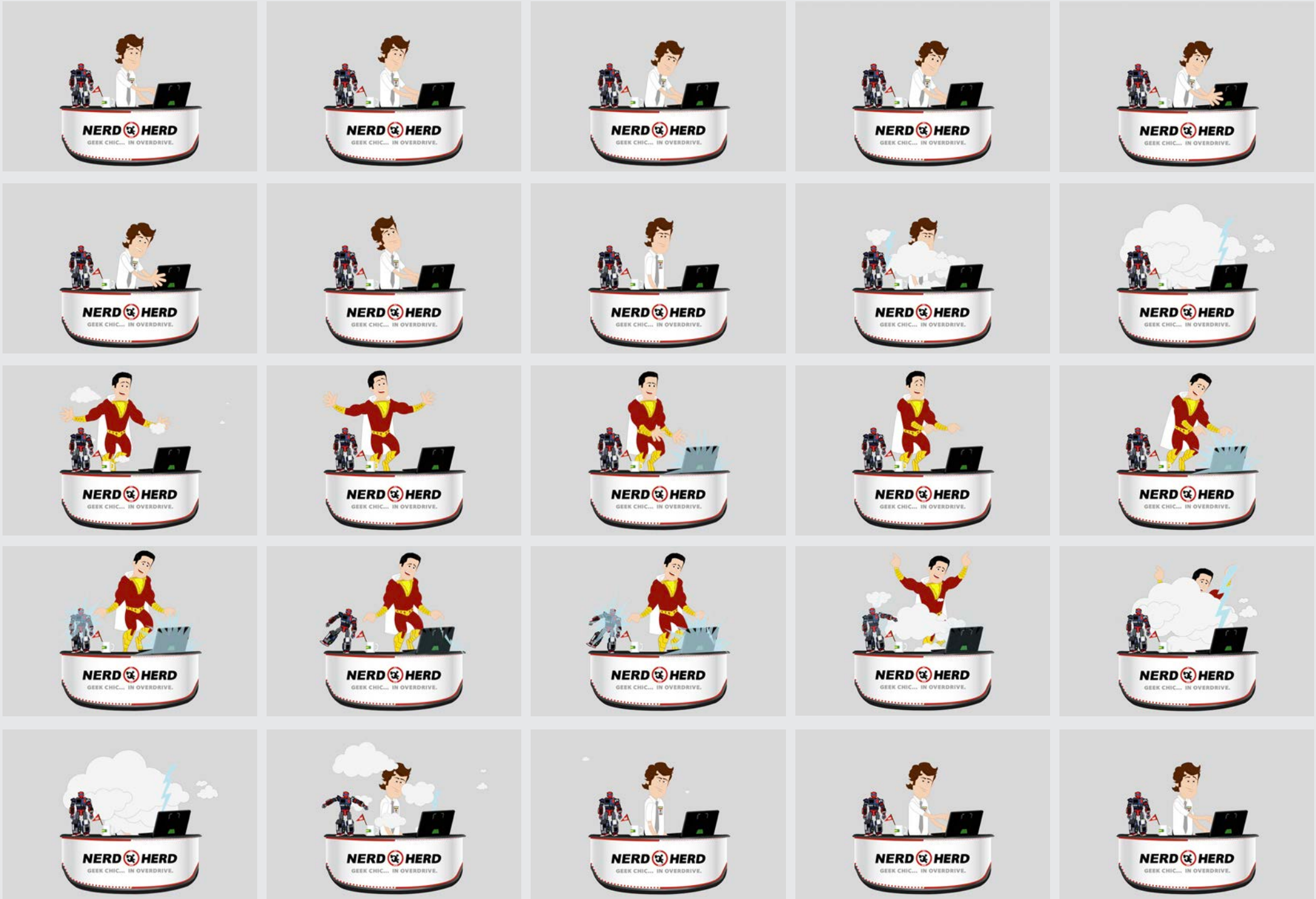
PROCESS:

- Create vector elements for the character in illustrator
- brought all the elements into after effects along with sound recording of a dog panting
- Animation created to work as a loop.

OUTCOME:

CHARACTER ANIMATION
50secs
FULL HD 1920px x 1080px





TRED

2013

CLIENT:
J.B. TYRES

DESIGN BRIEF:

Create a unique character to help promote the services and products of JB Tyres. The character was to be comical and have the possibility of being used for merchandise and advertising.

The character would be used in an animation that would be shown at the start of a popular agricultural programme by 'The Grassmen'.

PROCESS:

IMAGINE

- Drew out multiple different style of characters until arriving at one the client wanted to develop.
- Did further work to this version to establish the look of the final character and created the name for him which the client enjoyed.

DESIGN

Created the different vector elements and characters as well as basic landscape background to reflect the sperrin mountains which can be seen from where the client is based in Tobermore.

CREATE

Animated the clip with the agreed script from the client

OUTCOME:

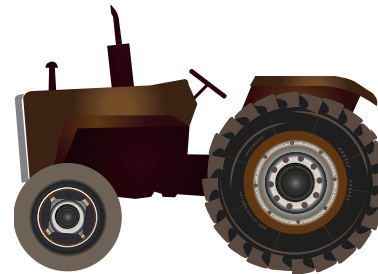
CHARACTER & BRAND ANIMATION

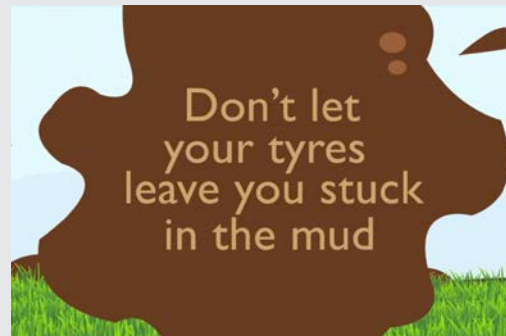
32s

FULL HD 1920px x 1080px

For DVD advert / events and showcases / social media / website /

Character design of Tred was used for merchandise and further social media campaigns by the company.

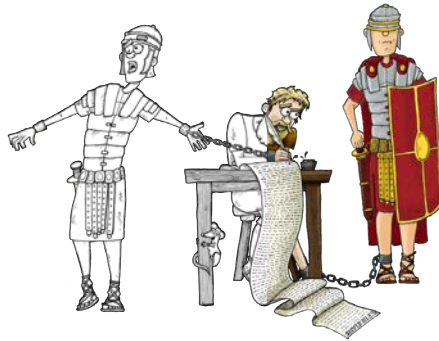






THE APOSTLE PAUL

2021



CLIENT:
PERSONAL PROJECT

DESIGN BRIEF:

I had wanted to create comical view point of the apostle Paul initially as a sketch. Once the final image was complete I began to see how I might be able to manipulate it using the puppet tool to form a simple animated story.

OUTCOME:
PUPPET ANIMATION

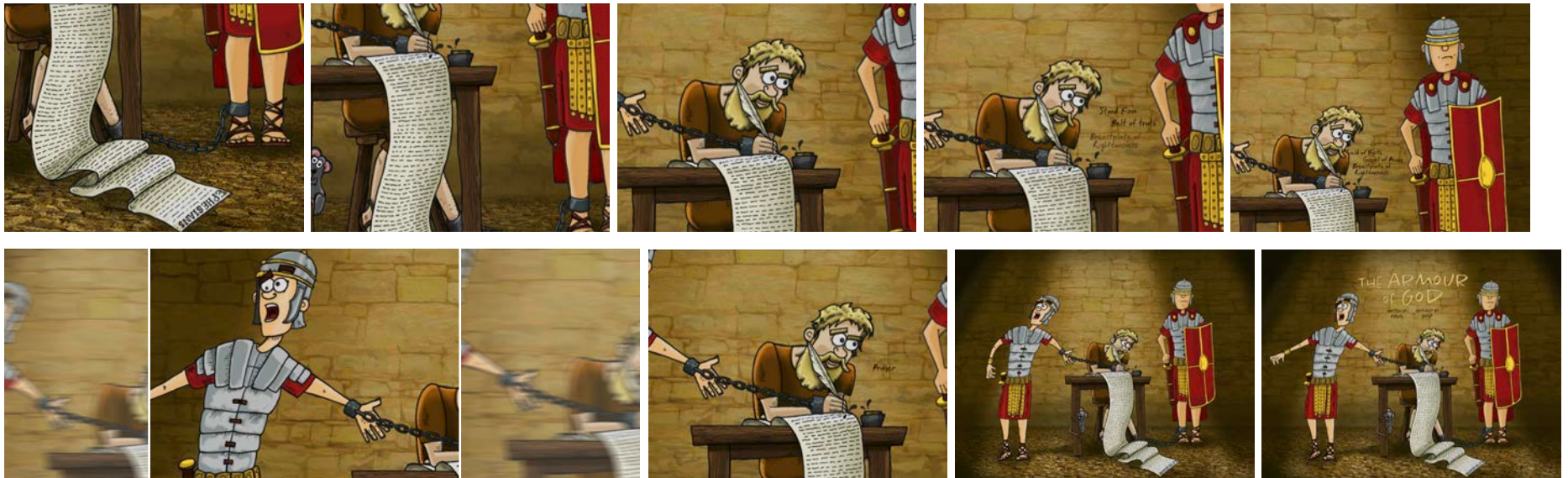
Outcome:

20s

1080x1080px for sharing on instagram

PROCESS:

- Rough sketching with paper and pencil.
- Inking the sketch with black pen
- Paint digitally in photoshop and add background and setting.
- Brought into After effects separately to put in a 3D environment and show some movement.
- The animation was created using the puppet tool and camera work to show a very short comical insight into the Apostle Paul writing the letter to the Ephesians and being so caught up in his work that he doesn't realise that he is hurting the arm of the soldier guarding him.



Leanne G...
@blurbox_d

THE SKETCHBOOK PROJECT

2020

CLIENT:

Personal // Sketchbook project as Part of the Brooklyn Art Library

DESIGN BRIEF:

The sketchbook project was set up as a way to develop a library of peoples sketch work from all over the world so that different artists of all ages and abilities could participate and showcase the work. Each sketchbook series comes with a range of themes to build your book around and mine centred on 'One more story'. I used the theme to develop illustrations and limericks in combination as a way to explore language, culture and myth in Northern Ireland.

PROCESS:

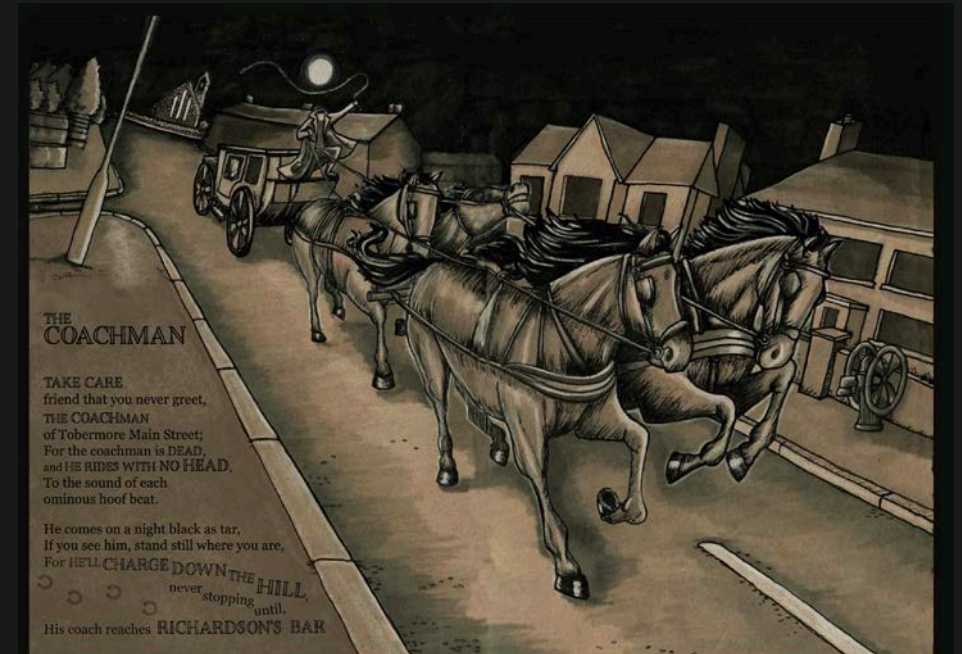
- I already had been writing a few poems and limericks so I began the project by creating illustrations to match that focused on the key theme and humour of the rhymes.
- I pencilled in the initial ideas and then drew into the book directly in pen and ink, adding colour and shading to complete the piece.
- I prepared the pages as I went to avoid the ink seeping through.

OUTCOME:

CHARACTER AND STORY

An A5 sketchbook filled with sketches for 12 limericks and stories and delivered it back to Boston where it was added to their library and their digital library.

I had the entire book photograph and scanned before I left so that I could create my own copy of the work in my own printed copy.



THERE ONCE WAS A
LADY FROM DERRY,
WHO DRANK WINE, JUST
TO MAKE HERSELF
MERRY.
ONCE HER MOUTH
FORMED A GRIN,
SHE'D SWITCH WINE,
TO GIN, AND
BEGIN TO COMMUNE
WITH THE FAIRIES.



AT HOME FOR CHRISTMAS

2020

CLIENT:

Presbyterian Church in Ireland (PCI)

DESIGN BRIEF:

Create 4 individual animations focusing on the nativity story and working along the theme that in each animation we have people who weren't able to be at home. It was looking at reaching out to people during the holidays at a time during covid where many people were not at home with their loved ones.

PROCESS:

- I worked with the creative team at PCI to help create a story board for their script and have it approved. While they worked on the voiceover required I began to develop the look and style of animation story as well as the opening sequence. The animations would always begin with an introduction to a warm and cosy living room where we see Christmas cards on the mantle piece - each card will lead into each individual animated story and also be the way to combine the two styles of artwork. The Final animation would take the viewer over to the Christmas tree where there is a present to lead them into the last part of the nativity.
- Most of the elements in the animations were sketched beforehand with particular attention paid to the set up of the living room as it would feature in each animation as a way to lead the viewer in. Each piece was then developed in illustrator as a vector and brought into After Effects. from there work was done to create a 3D scene using the elements and adding camera movements to bring the viewer through the room in a subtle way without having the distort the 2D vectors.





OUTCOME:

3D EFFECT SCENE &
SILHOUETTE CHARACTERS
1min 30s on average
FULL HD 1920px x 1080px x 4

The introduction of the animation was used as a separate promo for the Christmas animations. They were developed for congregations across the whole of Ireland to use and share through the Christmas period.

THRIVE

2021

CLIENT:

Thrive Academy

DESIGN BRIEF:

Create short animation using simple characters that showcase the importance of online resilience and encourage businesses and schools to support the project.

PROCESS:

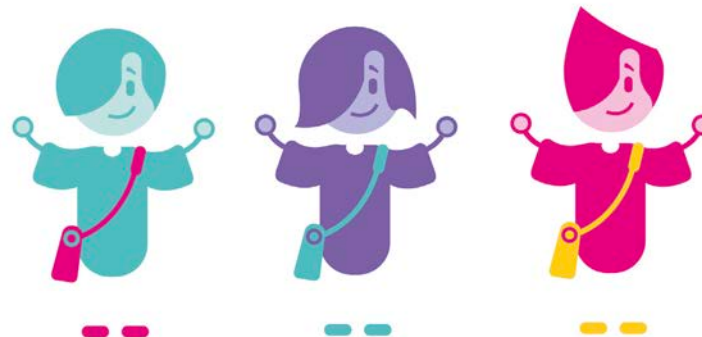
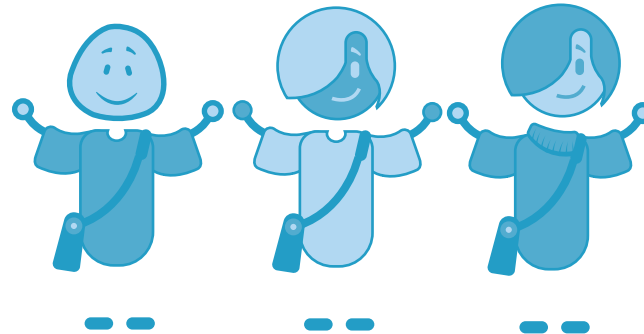
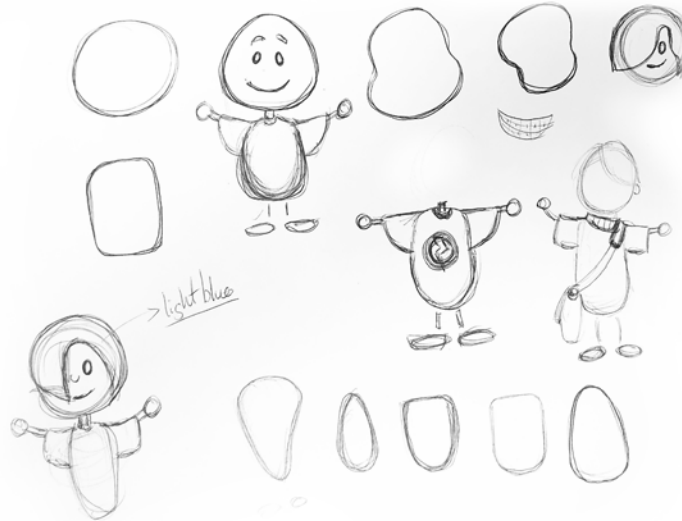
- I worked with the client on their script and confirmed a story board with them for how the animation would lay out. There were going to be a limited number of characters so thought was given to how colour and shape could be used so as not to exclude any person or group. Also detail was kept to a minimum so as to make animation simpler and fit with their budget.

OUTCOME:

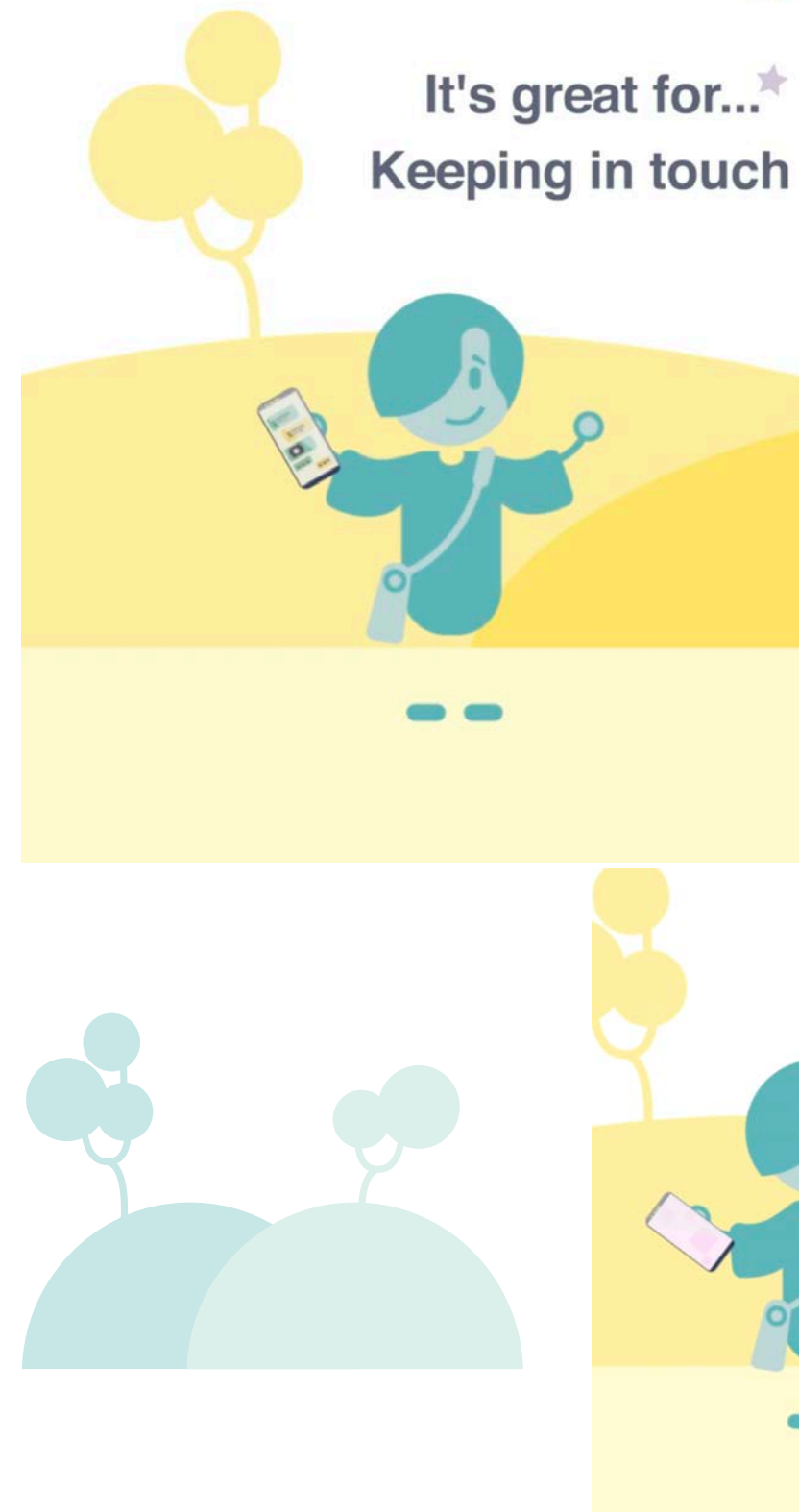
EXPLAINER ANIMATION

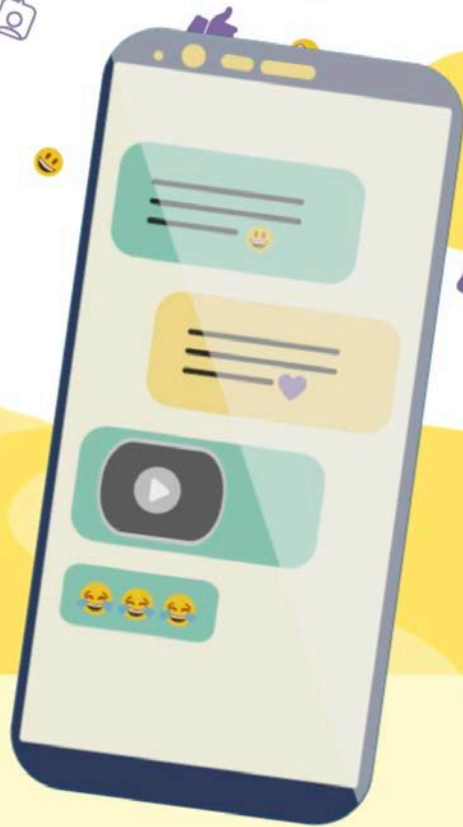
1min 30s

FULL HD 1920px x 1080px

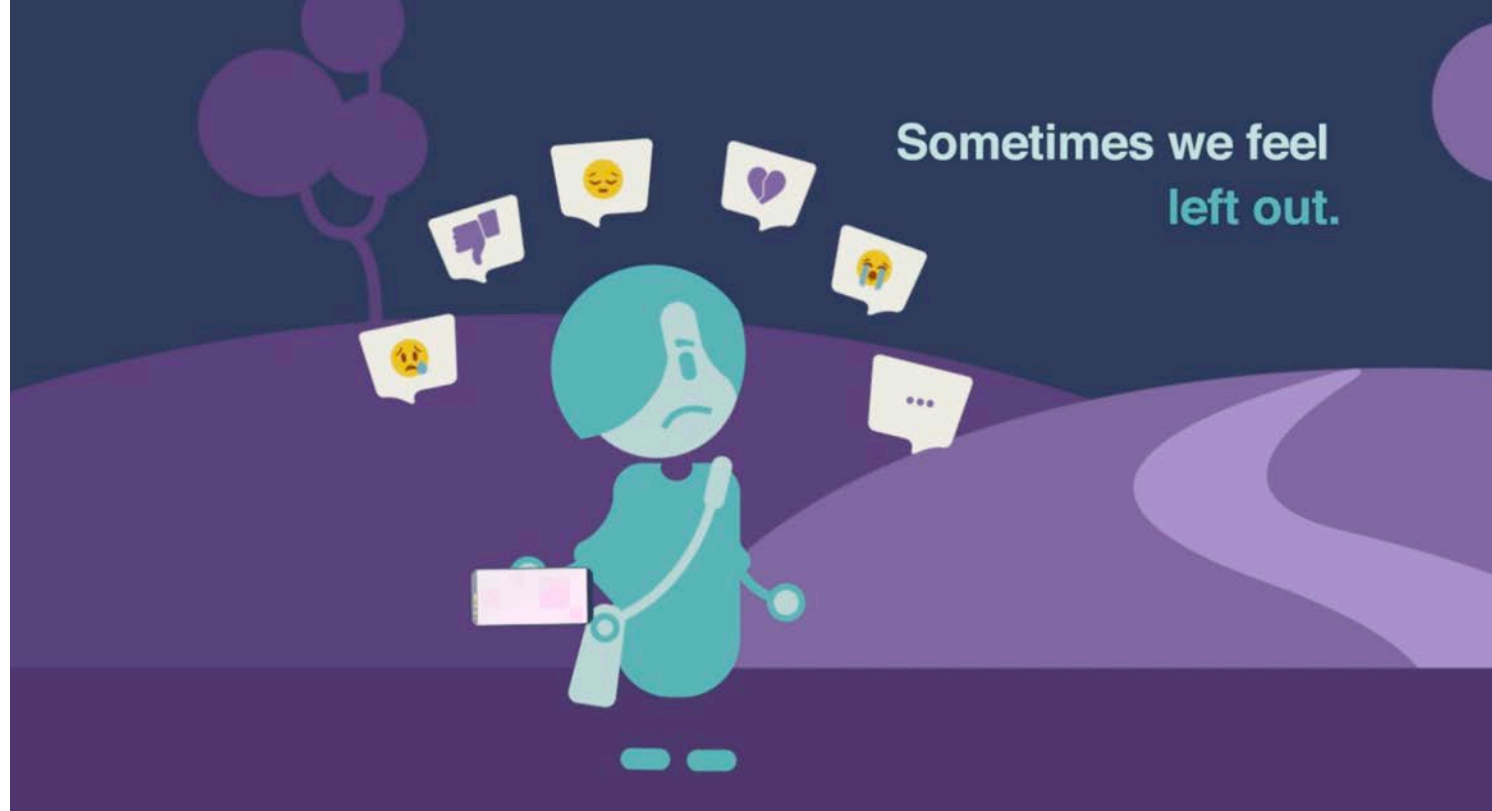


It's great for...
Keeping in touch

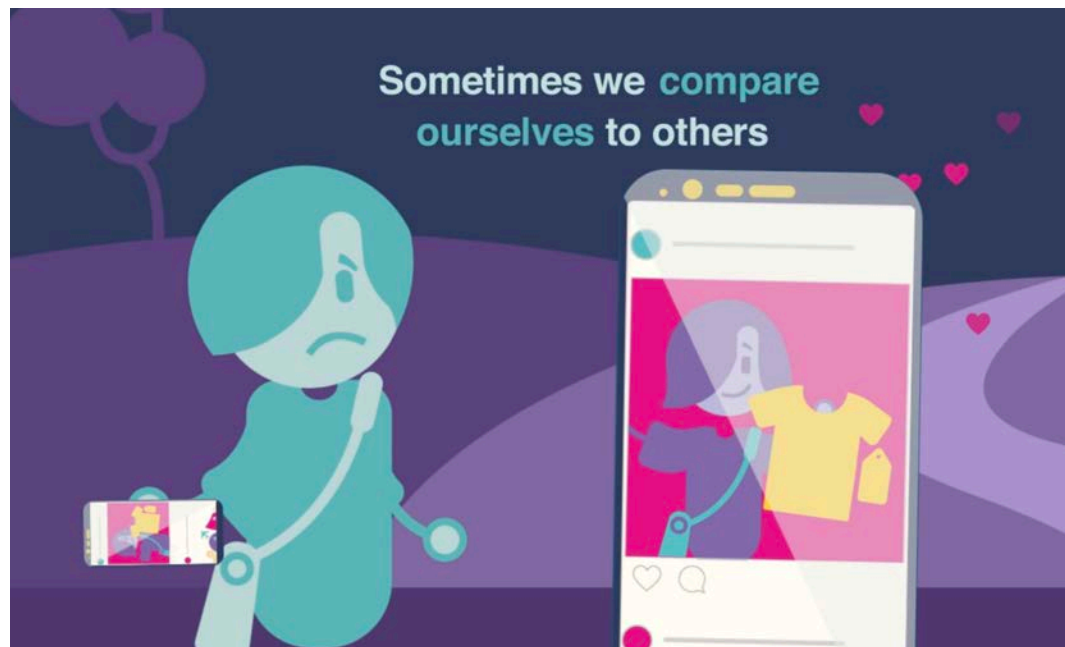




But sometimes,
using our phones
doesn't make us
feel good.



Sometimes we feel
left out.



Sometimes we **compare**
ourselves to others

Together
we can make young people
digitally resilient!

Thrive
academy

Digitally aware, Wise and Resilient

  
www.thriveac.org

TAKE A WOOF OF THAT

2013

CLIENT:

Presbyterian Church in Ireland (PCI)

DESIGN BRIEF:

Produce an animation that would advertise the youth event run by PCI called the MAD Event. This event is for all those of secondary school age and their youth leaders. The animation also needed to explore the theme of the event which this year was 'More Than'. It was to help young people that they were made for More than this.

PROCESS:

- I was given full creative control over the animation to deliver the theme correctly.
- I created the order and script idea for the animation, drew out the vector elements in illustrator and animated it in after effects.

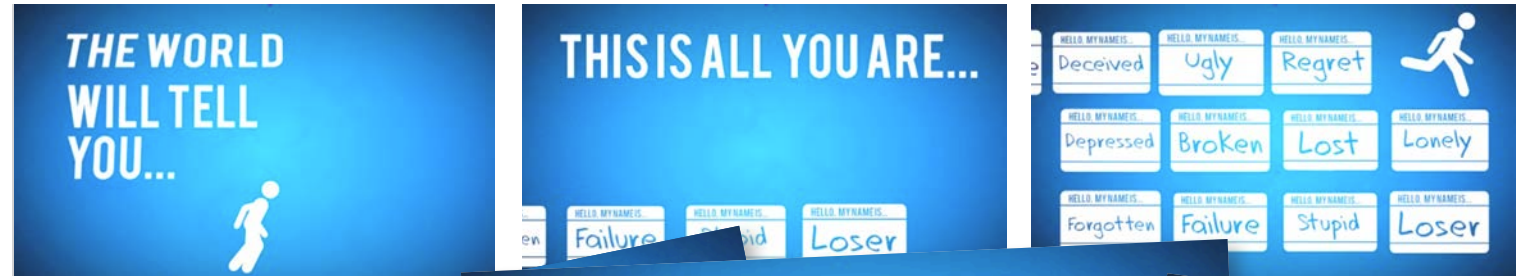
OUTCOME:

EXPLAINER ANIMATION

FULL HD 1920px x 1080px

animated version without the dates for use as stage intro at the event

Animated logo on a loop for stage design.





SIGNPOST DERRY/ LONDONDERRY

2020

CLIENT:
PERSONAL PROJECT

DESIGN BRIEF:
Produce a comical design for sale that showcases all the different names that exist for Derry/Londonderry.

PROCESS:

- The whole project was created in Illustrator with a short animation produced later through after effects.

BACKGROUND:

It is well known that there is a lot of disagreement in Northern Ireland over what this one place is called. It has many different names and I wanted to show as many of them as I could fit onto one sign post as well as having one sign post with it completely scored out as this is what happens to signposts in my area.

OUTCOME:

PROMOTIONAL ANIMATION

The design was created to fit across a variety of merchandise for sale with the most popular one being a postcard that stated "wish you were here".

BLURBOX KINGDOM OF DESIGN

2019

CLIENT:

Personal Project

DESIGN BRIEF:

Create a useful desktop background that is relaxing and not distracting and also contains useful information to do with my work and to keep the desktop tidy.

PROCESS:

- I started with a pencil sketch that I inked with blacked pen before scanning it into the computer to recreate it in illustrator and photoshop and make any any necessary changes to layout.
- An update to my apple computer that allowed for timed changes to the wallpaper meant that I was able to create 4 individual images of the same scene at different times of the day. each of these were set up so that they showed different characters and appearing and disappearing depending on the time of day.
- The Dawn image appears: 06:00 - 9:30am
- The day image: 09:30 - 16:00
- Sunset: 16:00 - 17:10
- Night: 17:10 - 06:00

OUTCOME:

Backdrop for the desktop wallpaper - x 4
Useful banner image for social media and website





HAPPY HARRY'S WORLD TURNS UPSIDE DOWN

2020

CLIENT:

Bear Press Publishing company / Author Nicola Ferris

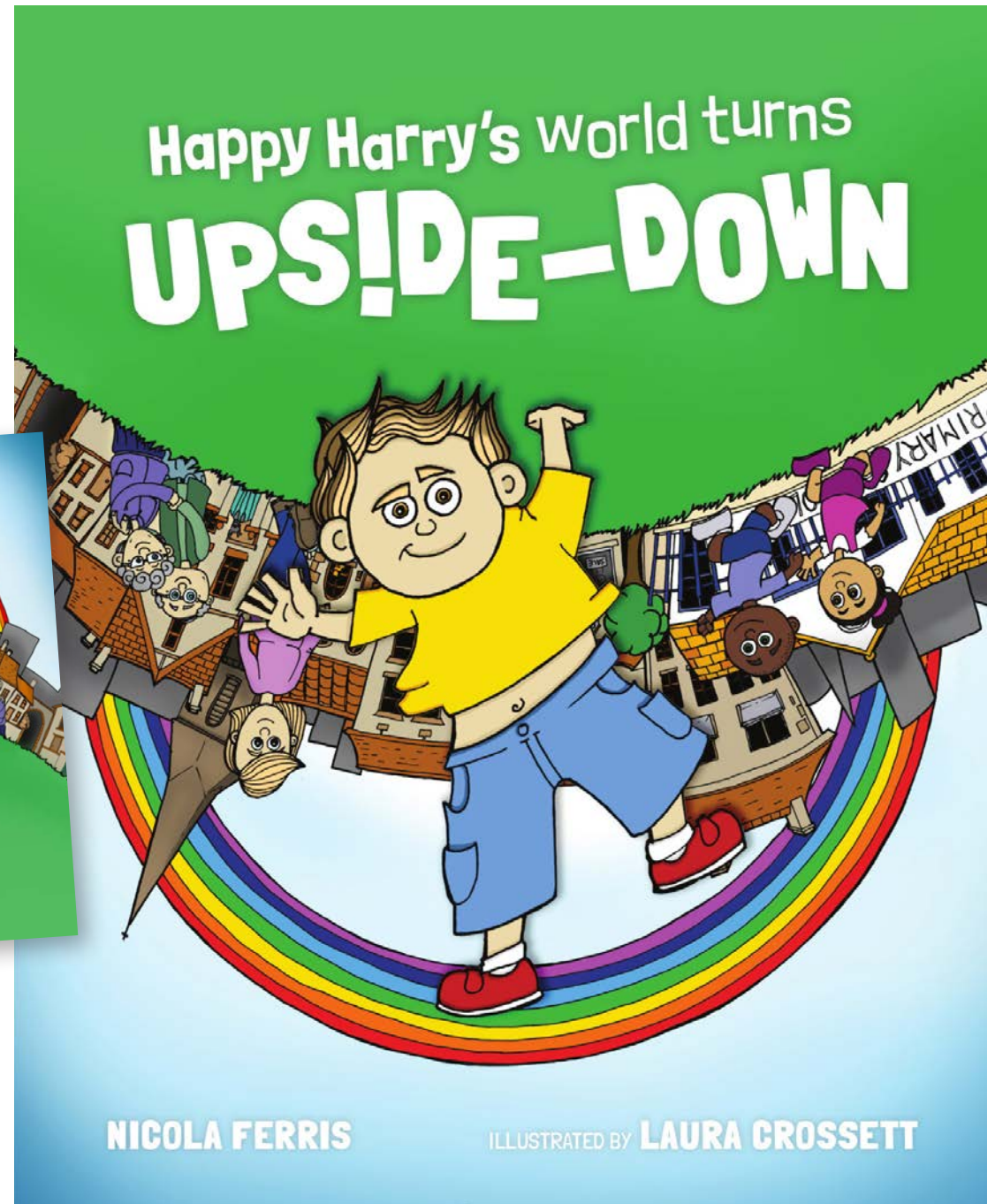
DESIGN BRIEF:

We worked with author Nicola Ferris and Publishing Company Bear Press Ltd to produce the character design and artwork for the children's Book Happy Harry's World Turns Upside down.

The ink sketches were created with the purpose in mind of providing a colouring activity for the reader. 15 separate line drawing were developed featuring a range of characters and scenes to show Harry's friend's, family and home life.

OUTCOME:

1 cover image
15 interior illustrations in simple black ink outline to allow for children to colour in



PROCESS:

- I had an initial conversation with the author on her desired style and outcome for some of the image. There was detail given to all the characters to try and reflect a broad range of society.
- Initial hand-drawn sketches were then completed for the layout of each of the interior images based on key elements from the story at that point. Special attention was given to a few small details in the background that highlighted aspects of Harry's character and life and also gave children something to discover as they noticed these little 'easter egg' items hidden in the images.
- Once the main sketches were completed they were then inked using a black ink 0.3 Staedtler pigment liner with some of the exterior lines of the characters done in the thicker 0.5 or 0.7 to make the character stand out more with distinctive sections created for colouring in.
- The images were then scanned into the computer for a final touch up on Photoshop. At this point colour was added to the rainbow on any of the pages that featured that design.
- The cover image was digitally painted and edited in Photoshop.
- I worked with the publisher to size and adjust images to suite the size and shape of the book.



IMAGINE. DESIGN. CREATE.

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