

CALLUM



GRIFFITH

DESIGN PORTFOLIO

HUMAN EVOLUTION INFOGRAPHIC

DESCRIPTION: The Human Evolution Infographic is a project I created for a design class assignment which gives a quick look at a few of our ancient ancestors. I decided to use a three-tone palette which gives the type and information more attention while having a clean and simple aesthetic.

TYPEFACE

HEADER FONT: FUTURA BOLD

SUBHEADER FONT:

FUTURA MEDIUM OBLIQUES

BODY FONT: FUTURA LIGHT

COLOR PALETTE:



CMYK:
75,68,67,90



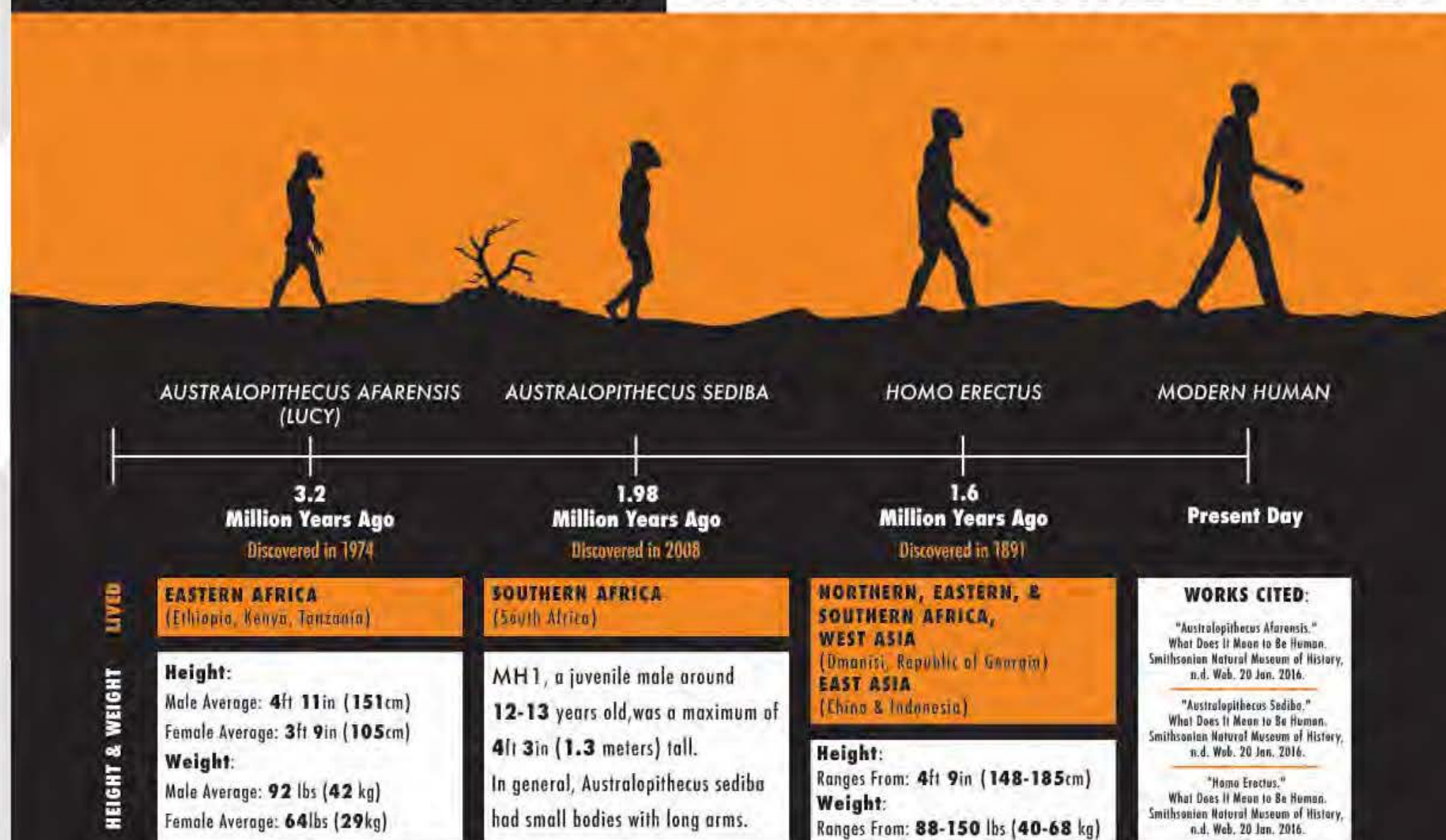
CMYK:
0,0,0,0



CMYK:
2,58,100,0



HUMAN EVOLUTION: EARLY HOMINID SPECIES



HUMAN EVOLUTION: EARLY HOMINID SPECIES



AUSTRALOPITHECUS AFARENSIS
(LUCY)

3.2
Million Years Ago
Discovered in 1974

EASTERN AFRICA
(Ethiopia, Kenya, Tanzania)

Height:
Male Average: **4ft 11in (151cm)**
Female Average: **3ft 9in (105cm)**
Weight:
Male Average: **92 lbs (42 kg)**
Female Average: **64lbs (29kg)**

AUSTRALOPITHECUS SEDIBA

1.98
Million Years Ago
Discovered in 2008

SOUTHERN AFRICA
(South Africa)

MH1, a juvenile male around
12-13 years old, was a maximum of
4ft 3in (1.3 meters) tall.
In general, Australopithecus sediba
had small bodies with long arms.

HOMO ERECTUS

1.6
Million Years Ago
Discovered in 1891

**NORTHERN, EASTERN, &
SOUTHERN AFRICA,
WEST ASIA**
(Dmanisi, Republic of Georgia)
EAST ASIA
(China & Indonesia)

Height:
Ranges From: **4ft 9in (148-185cm)**
Weight:
Ranges From: **88-150 lbs (40-68 kg)**

MODERN HUMAN

Present Day

WORKS CITED:

"Australopithecus Afarensis."
What Does It Mean to Be Human.
Smithsonian Natural Museum of History,
n.d. Web. 20 Jan. 2016.

"Australopithecus Sediba."
What Does It Mean to Be Human.
Smithsonian Natural Museum of History,
n.d. Web. 20 Jan. 2016.

"Homo Erectus."
What Does It Mean to Be Human.
Smithsonian Natural Museum of History,
n.d. Web. 20 Jan. 2016.

LIVED

HEIGHT & WEIGHT

ANTI-DISCRIMINATION SERIES

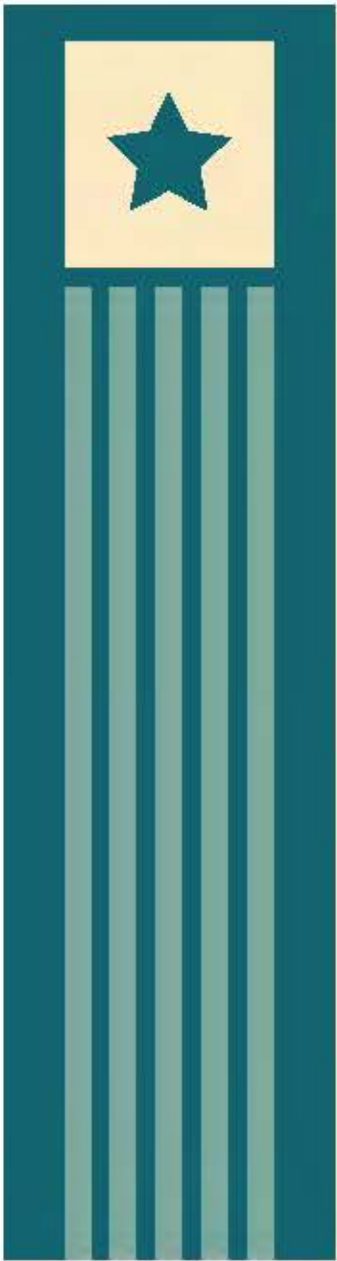
DESCRIPTION: The Anti-Discrimination series was created in response to the wave of islamophobia, racism, and classism that went hand in hand with Trump's rise to power. While the poster tackles some very serious topics, I kept the design simple and clean to the effect that the message is clear. The contrast of colors I chose are meant to highlight the power dynamics in each scene and add to the elegance. I was fortunate enough to win a Regional Gold Key and National Silver Medal in the Scholastic Art and Writing Awards for this piece!

TYPEFACE

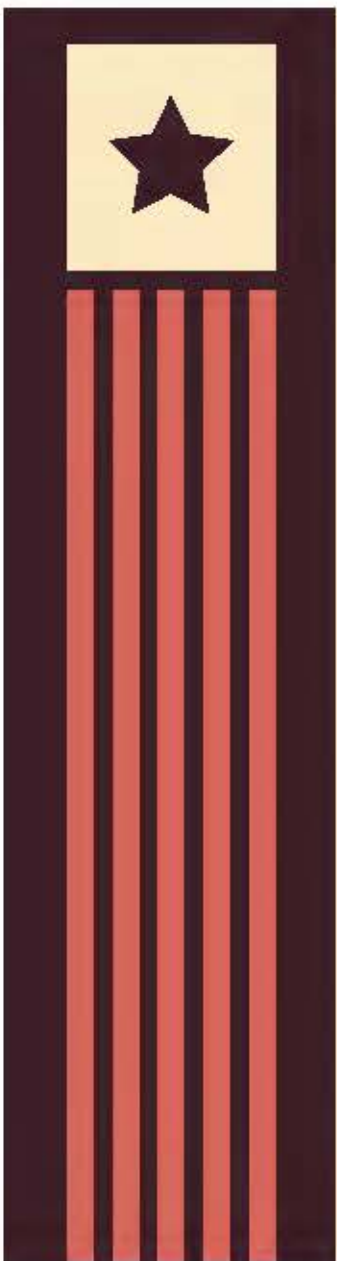
HEADER FONT: **LEAGUE SPARTAN BOLD**

COLOR PALETTE:





LET'S KEEP
AMERICA
IN THE HANDS
OF THE MANY,
NOT THE FEW.



LET'S KEEP
AMERICA
TOGETHER
AND FIGHT
AGAINST RACIAL
DISCRIMINATION.



GUN VIOLENCE INFOGRAPHIC

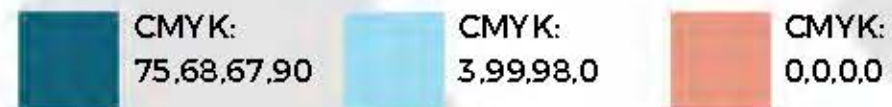
DESCRIPTION: I created this infographic for a class assignment and in response to the widespread mass-shootings of 2016. The design features a three-color palette with graphics to display information clearly. While the work is text-heavy, the typeface hierarchy and contrasted colors make important text easy to read.

TYPEFACE

HEADER FONT: **GALDERGLYNN TITLING**

BODY FONT: **League Spartan Bold**

COLOR PALETTE:



END GUN VIOLENCE IN AMERICA



In 2015 there were:

- **25,000** gun-related injuries
- **126** mass shootings
- **12,000** gun-related deaths



80% of shootings were carried out using handguns

WHEN WILL **WE**
DECIDE TO DO
SOMETHING?



END GUN VIOLENCE IN AMERICA



In 2015 there were:

— 25,000

gun-related injuries

— 126

mass shootings

— 12,000

gun-related deaths



80%

of shootings
were carried
out using
handguns

WHEN WILL **WE**
DECIDE TO DO
SOMETHING?



AMERICAN CITIZEN ALLIANCE

Ad
Council

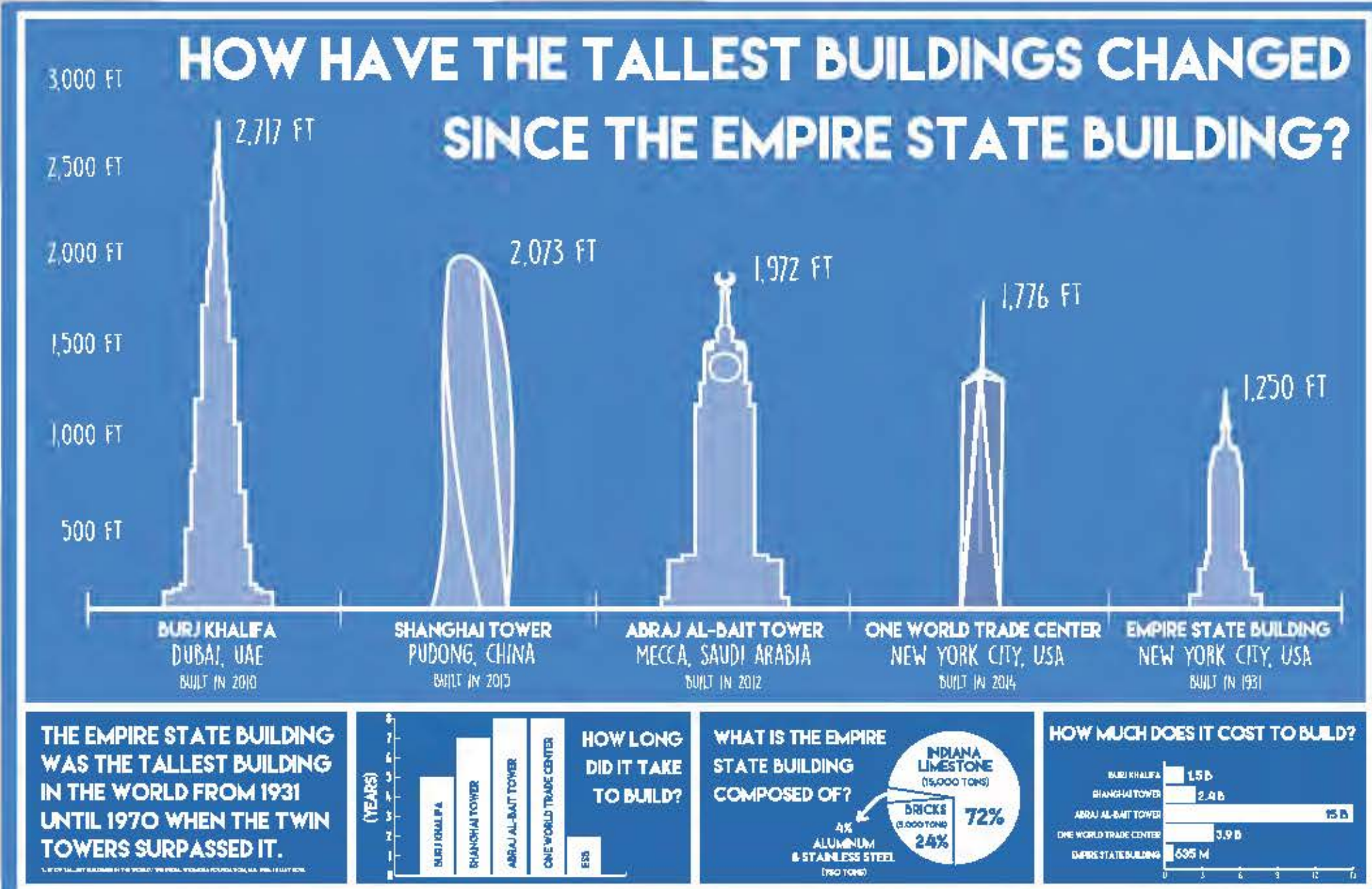
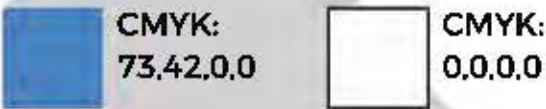
SKYSCRAPER INFOGRAPHIC

DESCRIPTION: The Skyscraper Infographic is a project for a design class which gives quick information about some of the tallest skyscrapers and compares them with the legendary Empire State Building. The design uses only two colors which are meant to fit a blueprint-style theme in recognition of the topic. I submitted this piece to the Scholastic Art and Writing Awards and was fortunate to win a gold key!



TYPEFACE
HEADER FONT: **LEMON MILK**

COLOR PALETTE:

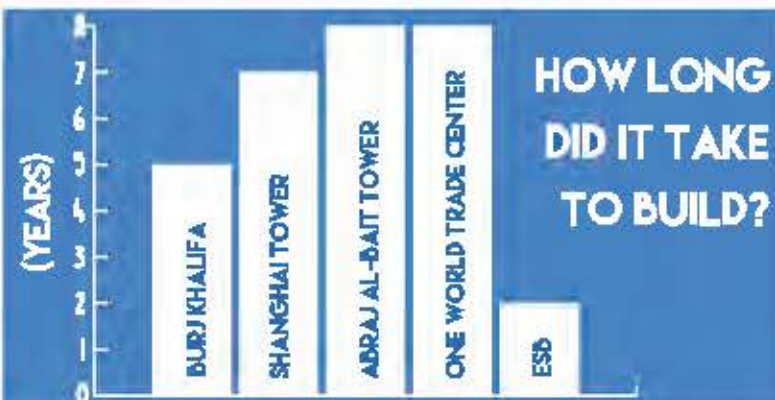


HOW HAVE THE TALLEST BUILDINGS CHANGED SINCE THE EMPIRE STATE BUILDING?

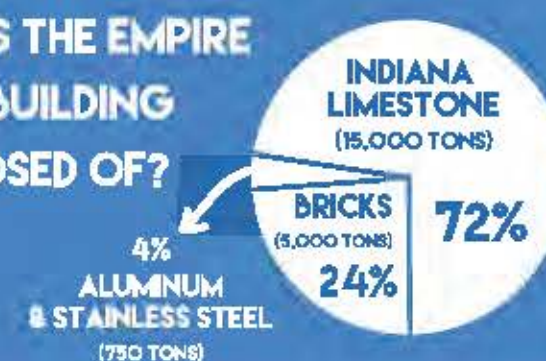


THE EMPIRE STATE BUILDING WAS THE TALLEST BUILDING IN THE WORLD FROM 1931 UNTIL 1970 WHEN THE TWIN TOWERS SURPASSED IT.

*LIST OF TALLEST BUILDINGS IN THE WORLD, WIKIPEDIA, WIKIMEDIA FOUNDATION, N.B. WEB, 18 MAY 2016.



WHAT IS THE EMPIRE STATE BUILDING COMPOSED OF?



HOW MUCH DOES IT COST TO BUILD?



MLK DAY OF SERVICE POSTER

CLIENT: Many Helping Hands

DESCRIPTION: This is a poster I submitted to the MLK Day of Service Competition which won. The event was held at the Cambridge City Hall and was attended by over 2000 people including the noteworthy Elizabeth Warren!

TYPEFACE

HEADER FONT: **LEAGUE SPARTAN BOLD**

BODY FONT: **League Spartan Bold**

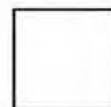
COLOR PALETTE:



CMYK:
75,68,67,90



CMYK:
3,99,98,0



CMYK:
0,0,0,0



CMYK:
1,24,99,0



CMYK:
60,0,25,0



Many Helping Hands Presents

MLK DAY OF SERVICE

A Day of Service for the Entire Community



MONDAY JANUARY 18

**2-5 P CAMBRIDGE
M CITY HALL**

ALL AGES WELCOME

We need everyone's helping hands for an afternoon of service making fleece scarves, blankets, valentines, and more!

**DON'T COME
EMPTY HANDED!**

Bring a can of food,
gently used winter clothing,
or a children's book for
those in need.



MANYHELPINGHANDS365
HOW YOU CAN VOLUNTEER AND MAKE A DIFFERENCE IN CAMBRIDGE, MA



REGISTER EARLY AT:

www.manyhelpinghands365.org

Email:

info@manyhelpinghandsmilkday.org

MAGAZINE BEACH EVENT POSTER

CLIENT: Cambridge Neighborhood Assoc.

DESCRIPTION: This is a poster commissioned by the Cambridge Neighborhood Association for their free local event at the local Magazine Beach Park. The park has a long history reaching all the way back to 1818 and it has been repurposed many times since then. To embody the seniority and versatility of the space, I used a retro typeface and style to draw attention to its age while abstract shapes and landscape symbolize its ever-changing state.

TYPEFACE

HEADER FONT: **HARDLY WORTH IT**

SUBHEADER FONT: **NUEVA STD**

BODY FONT: **FIRA SANS CONDENSED**

COLOR PALETTE:



CMYK:
60,71,59,57



CMYK:
1,64,100,0



CMYK:
2,23,74,0



CMYK:
52,2,79,0



CMYK:
73,47,79,45



SANOFI



Foundation for
North America

Knucklebones
for the love of play!



Massachusetts
Institute of
Technology



CHARLES RIVER
conservancy



CNA
CAMBRIDGEPORT
NEIGHBORHOOD
ASSOCIATION, INC

KIDS' FUN & GREAT JAZZ

AT MAGAZINE BEACH PARK

JULY 23RD

3-7 PM

RAIN DATE: SUNDAY,
JULY 24th

FOR MORE INFO GO TO MAGAZINEBEACH.ORG

SANOFI 

Foundation for
North America

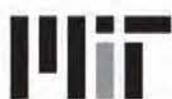


CHARLES RIVER



CNA
CAMBRIDGEPORT
NEIGHBORHOOD
ASSOCIATION, INC

Knucklebones
for the love of play!



Massachusetts
Institute of
Technology

Poster & Artwork by Callum Griffith