

MARYAM ZAHEDI

# Process

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BOOK | 2025



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# Proj.

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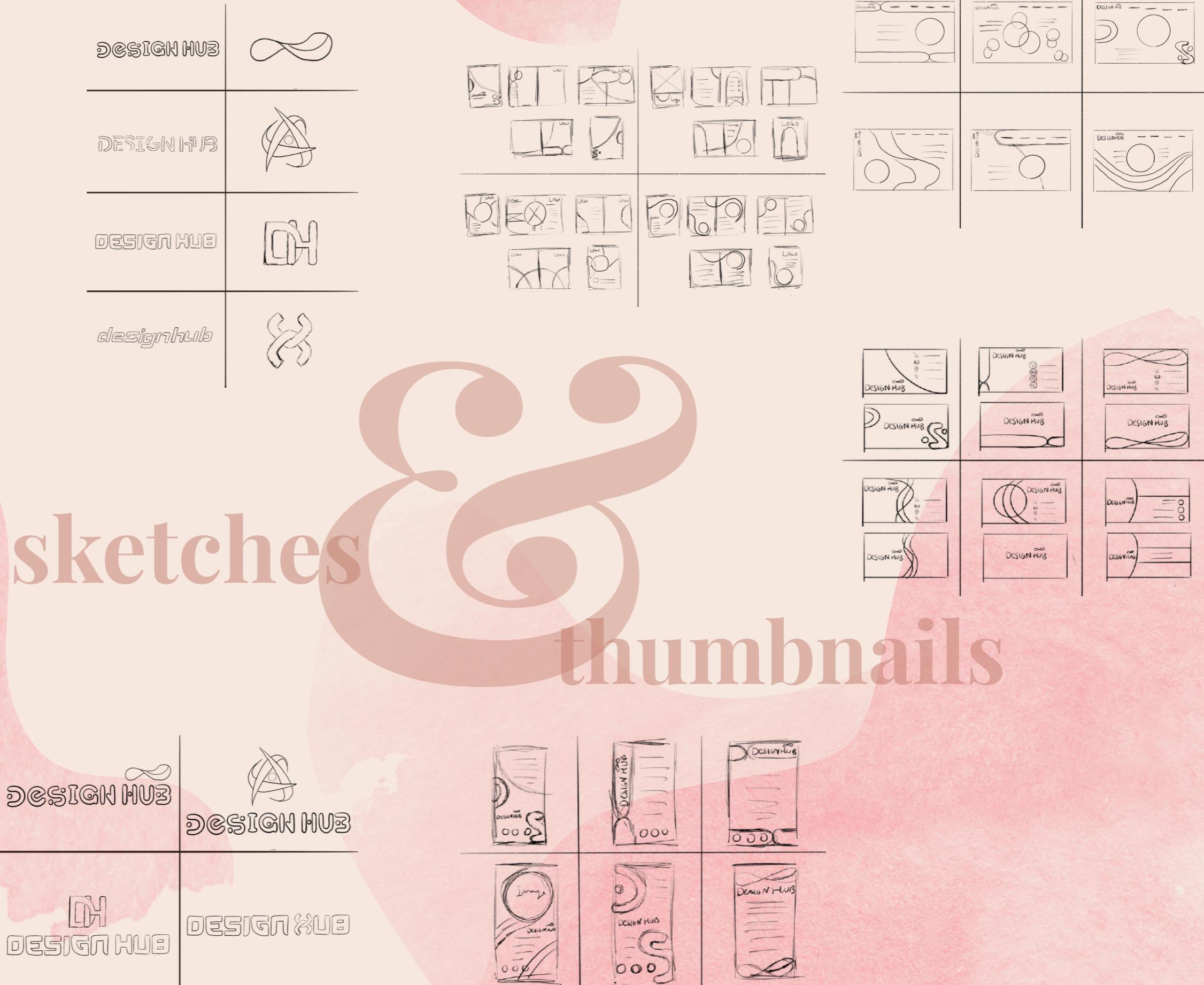
# 01

## Project Title: Careers in Graphic Design

For this assignment you are asked to design various forms of information and promotional media on the topic of careers in graphic design, aimed at school leavers. The various forms of media will be accessed from a stand and table, enclosed by free-standing display screens, at a careers event at a school or university. Please also provide a mock-up of what the stand may look like.

The content of the marketing media should contain guides to the many different specialist areas of design, examples of the breadth of work produced by designers, and three case studies of real, or made-up design agencies which include short statements from a designer about what it's like to work in their area, along with samples of work. Look back at the research and the exercises you have already done for content and inspiration.

The printed media will also feature information on how to find out more, along with some useful contacts and supporting images. You are also required to design a landing page for an interactive, on-line version of the promotion. A screen running a loop of relevant material will be on the stand. The screen media may be presented as a mock-up. All printed, or screen based media, must show visual continuity with a strong, creative identity suitable for a visually savvy audience.





# FINAL

## DESIGN HUB

### About us

Welcome to Design Hub, Where IDEas come to Life! We are a passionate team of graphic designers, innovators, and visual storytellers dedicated to transforming your ideas into stunning visuals. Whether you're looking to build a bold brand identity, create eye-catching marketing materials, or craft immersive digital experiences, we have the expertise and vision to bring your concepts to life.

At Design Hub, we believe in the power of design to connect, inspire, and drive results. With years of experience across various industries, our talented designers are skilled in a wide range of design disciplines: branding, web design, print, packaging, and more. We pride ourselves on delivering high-quality, customized solutions that not only look great but also align with your brand's values and goals.

Our approach is simple: we listen, collaborate, and create. Every project starts with understanding your vision and your audience, ensuring that the final product not only reflects your message but resonates with the people who matter most.

Let us be your creative partner. At Design Hub, we don't just design; we help you shape the future of your brand.

WHAT WE PROUDLY DO

- BRANDING
- PACKAGING
- WEB DESIGN

## 01

### BRANDING

"THE ONLY MANDATE IN LOGO DESIGN IS THAT THEY BE DISTINCTIVE, MEMORABLE, AND CLEAR."

Paul Rand

Branding is the art of shaping how your business is perceived by the world. It goes beyond just a logo or color scheme; branding is the complete identity of your company. It reflects your values, your mission, and the emotions you want to evoke in your audience. Effective branding creates a lasting connection between your business and its customers, building trust and loyalty over time.

At Design Hub, we understand the power of a strong brand. It's about creating a unified and consistent visual experience that communicates who you are at every touchpoint whether it's through your logo, website, packaging, or marketing materials. Through a combination of strategic design and creative storytelling, we craft brands that stand out, leaving a lasting impression in competitive markets.

Your brand is your promise to your customers. Let us help you build one that's not only memorable but meaningful.

## 02

### PACKAGING

"DON'T THINK ABOUT MAKING ART, JUST GET IT DONE. LET EVERYONE ELSE DECIDE IF IT'S GOOD OR BAD, WHETHER THEY LOVE IT OR HATE IT. WHILE THEY ARE DECIDING, MAKE EVEN MORE ART."

Andy Warhol

Andy Warhol

PACKAGING DESIGN IS THE ART OF CREATING FUNCTIONAL, VISUALLY APPEALING PACKAGING THAT NOT ONLY PROTECTS THE PRODUCT BUT ALSO ENHANCES ITS MARKETABILITY. A WELL-DESIGNED PACKAGE COMMUNICATES THE BRAND'S IDENTITY AND VALUES THROUGH COLOR, TYPOGRAPHY, AND IMAGERY. WHILE ALSO MAKING THE PRODUCT STAND OUT ON THE SHELVES, IT BALANCES AESTHETICS WITH PRACTICALITY, ENSURING THE PACKAGE IS EASY TO USE, STORE, AND DISPOSE OF, WHILE ALIGNING WITH THE TARGET AUDIENCE'S PREFERENCES.

## 03

### WEB DESIGN

"THE WEB'S MOVED BEYOND THE DESKTOP, AND IT'S NOT LOOKING BACK. THE NUMBER OF DEVICES WE'RE DESIGNING FOR IS GROWING JUST AS QUICKLY AS MOBILE TRAFFIC."

John Maeda

John Maeda

WEB DESIGN IS THE PROCESS OF CREATING VISUALLY APPEALING, USER-FRIENDLY WEBSITES THAT OFFER SEAMLESS EXPERIENCES ACROSS DEVICES. IT COMBINES LAYOUT, COLOR SCHEMES, TYPOGRAPHY, AND INTERACTIVE ELEMENTS TO GUIDE USERS THROUGH CONTENT IN AN INTUITIVE WAY. EFFECTIVE WEB DESIGN ENSURES THAT A SITE IS EASY TO NAVIGATE, LOADS QUICKLY, AND PROVIDES A CONSISTENT EXPERIENCE WHETHER ACCESSED ON A DESKTOP, TABLET, OR SMARTPHONE. BEYOND AESTHETICS, THE FOCUS IS ALSO ON FUNCTIONALITY, ENSURING THAT USERS CAN FIND INFORMATION EASILY AND INTERACT WITH FEATURES SUCH AS FORMS, SHOPPING CARTS, OR MULTIMEDIA CONTENT.

# DESIGN

### DESIGN HUB

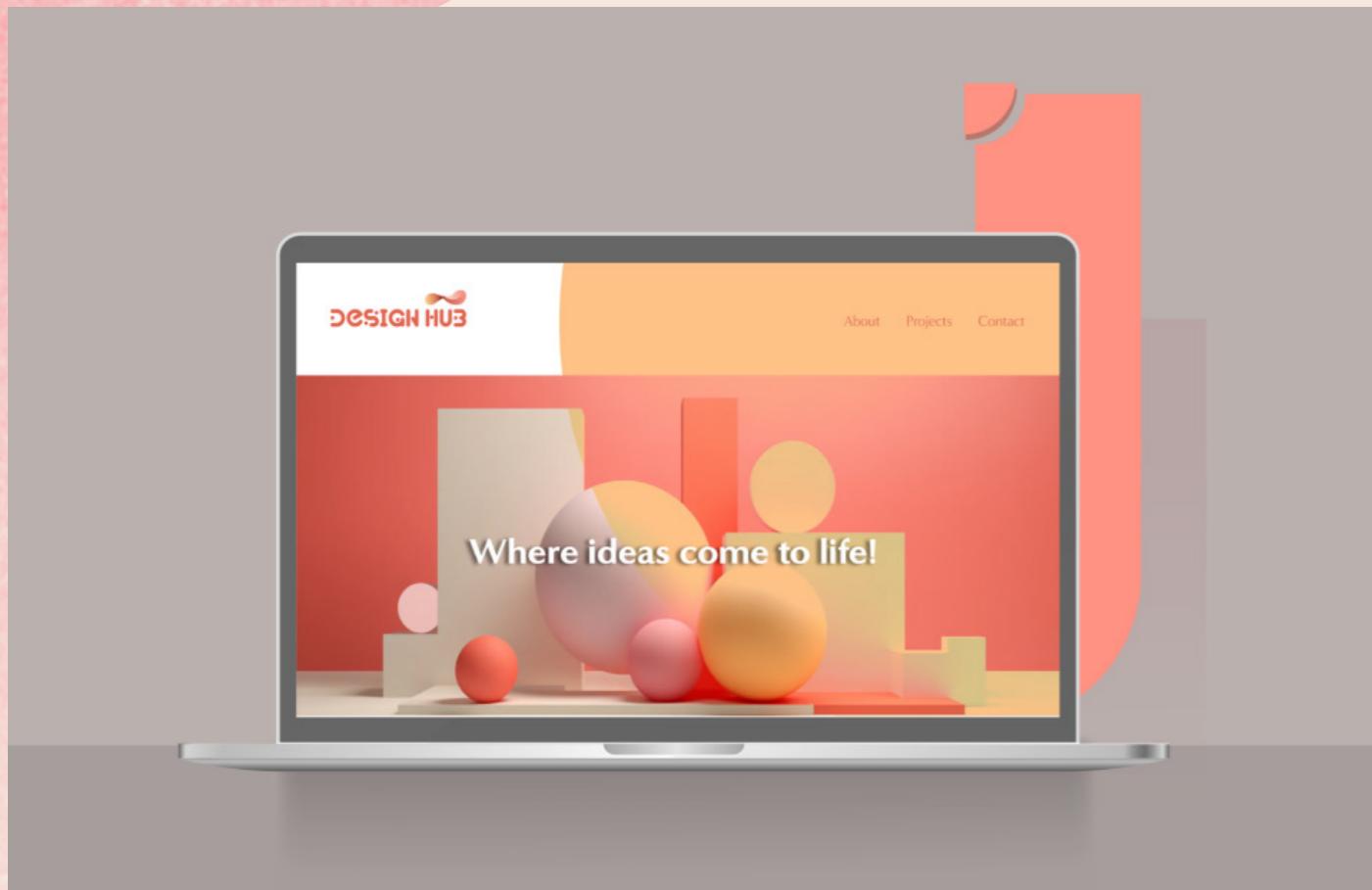
#### GET IN TOUCH

ADDRESS  
8 West Street,  
London, UK

PHONE  
00447696074510

WEB  
[www.designhub.com](http://www.designhub.com)

# mockup



# Proj.

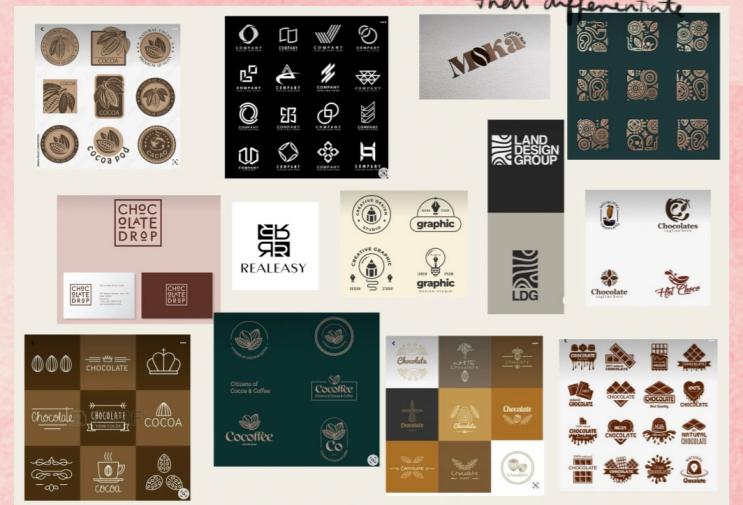
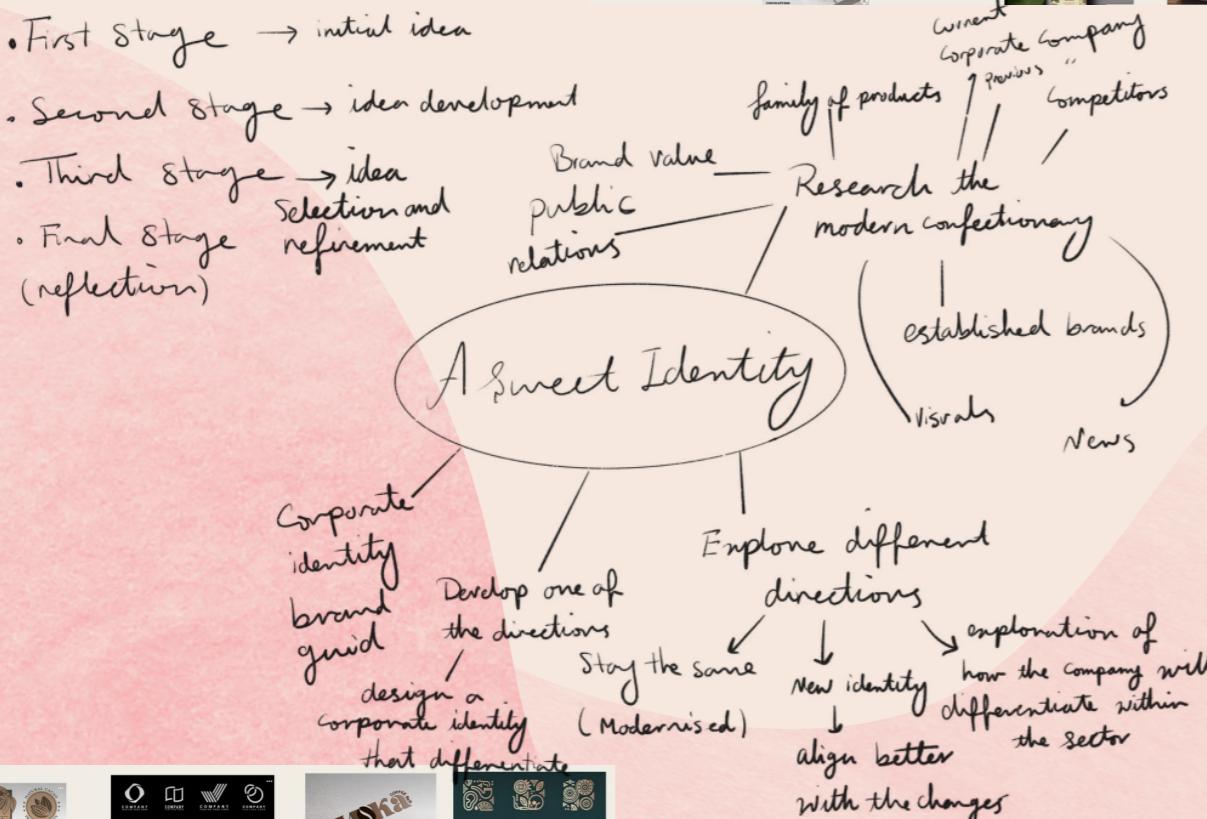
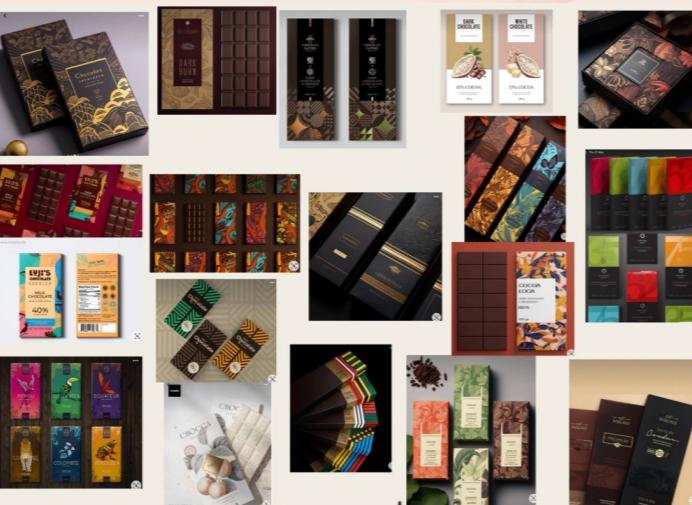
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# 02

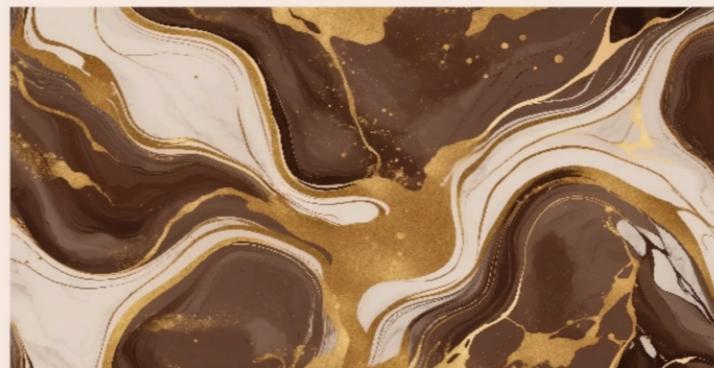
# design

## Project Title: A Sweet Identity

For this assignment you will redesign the corporate identity for a traditional confectionery company. The objective is to modernise the design of the identity while keeping the heart of the brand. You will select a company that has a wide selection of products and has established its brand for many decades – or at least multiple years.



# colour palette



# typography



CADBURY  
CADBURY  
CADBURY  
CADBURY  
CADBURY  
CADBURY  
CADBURY  
CADBURY  
CADBURY  
CADBURY

Amandine  
Didot LT Pro  
PF Manlet display  
vegawanty  
Glans-city  
Chardenia  
Broody

# process



FINAL



DESIGN

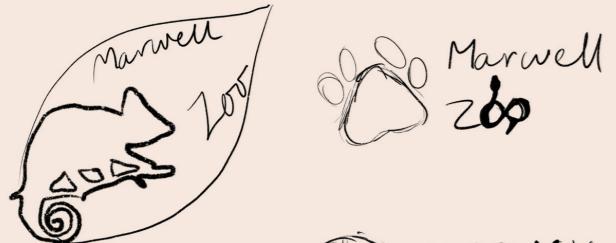


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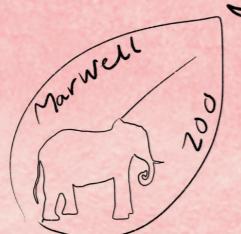
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03

MRWELL  
ZOO



MARWELL

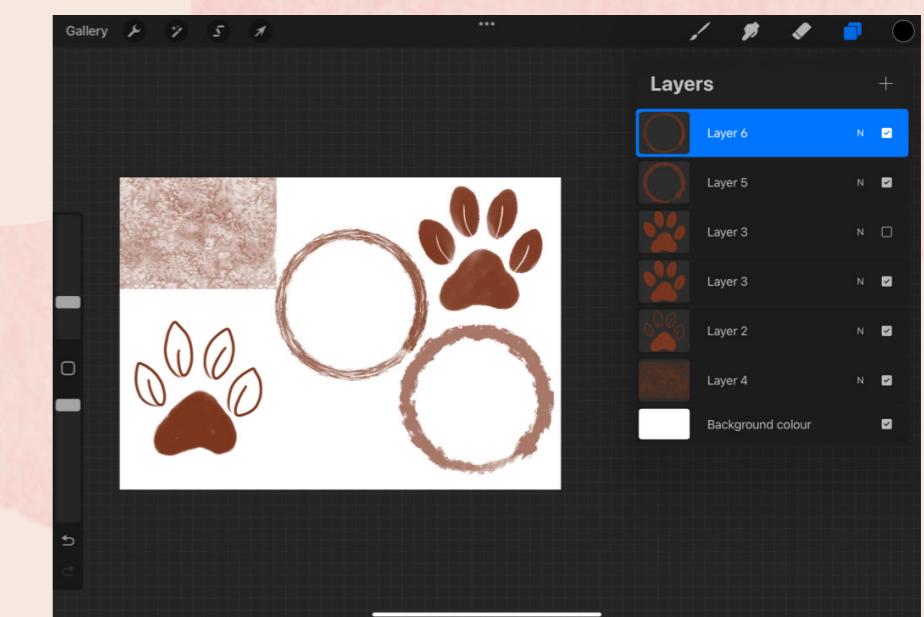


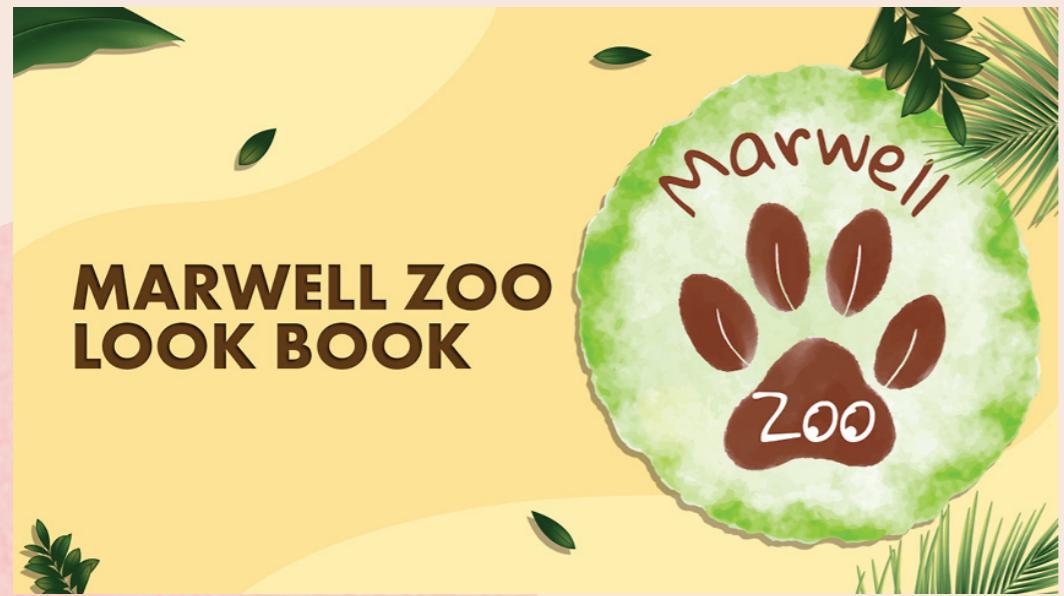
MARWELL  
ZOO

Project Title: 21st Century Zoo

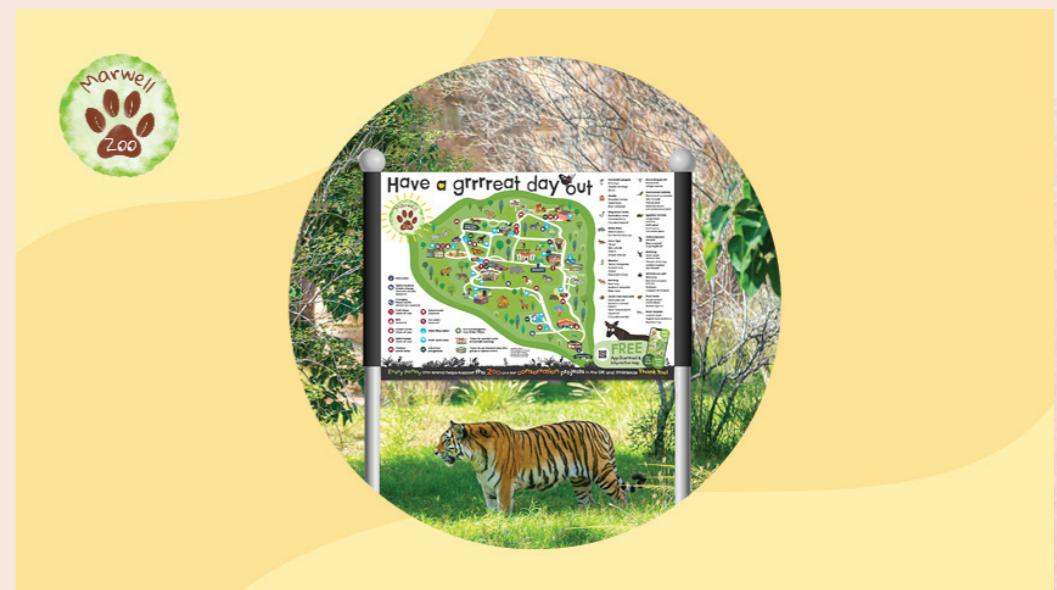
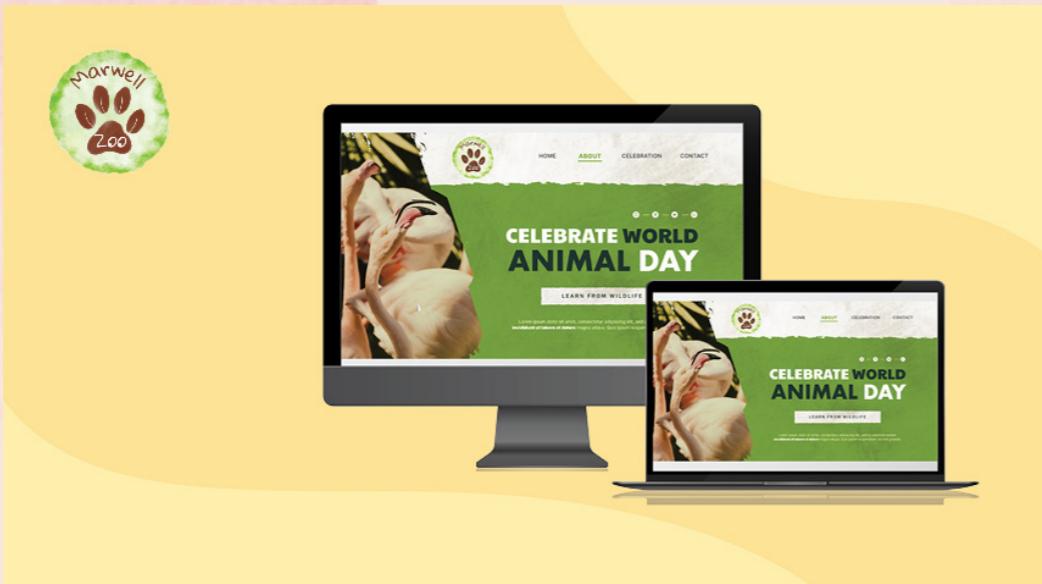
Your local wildlife park wants you to develop a logo that supports the idea of a popular and fun family-centred experience, but also helps to make people more aware of the conservation work they do.

# design process





# LOOK BOOK



Proj.

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04

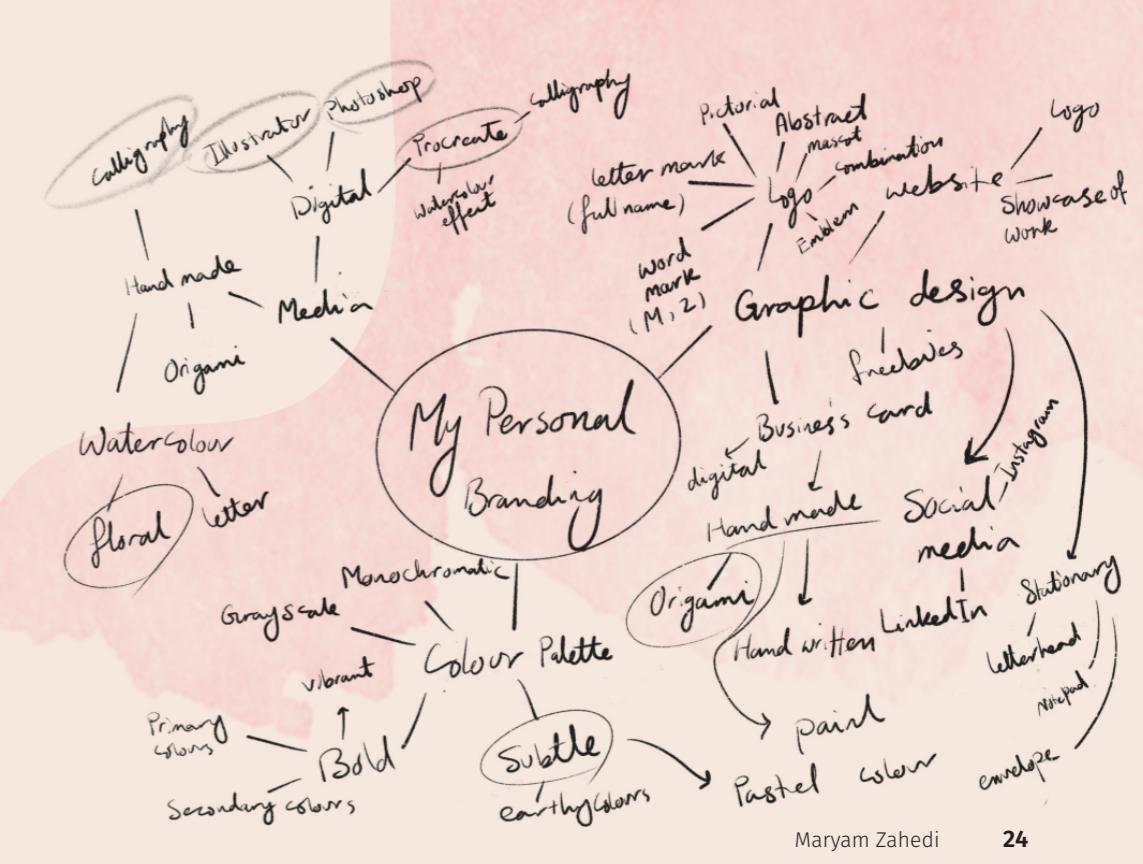
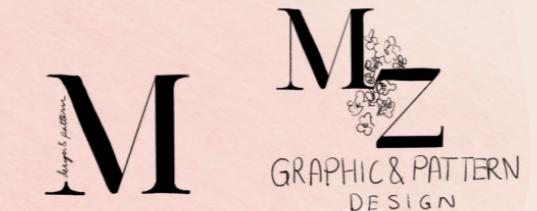
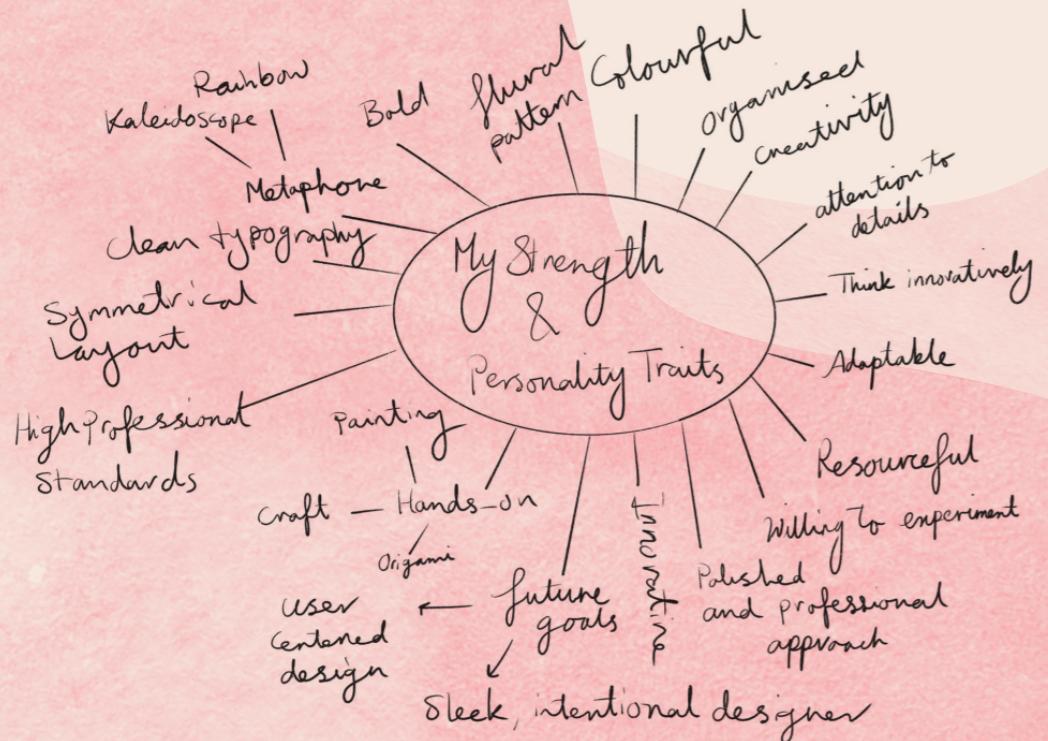
## Project Title: Getting to Know You

Now is your chance to design the image of yourself that you want to share with the world (or at least clients and employers). This assignment will be personal and unique for you because it is based on what you have identified as your strengths, weaknesses and future goals. Having taken the time to get to know yourself, you are now better prepared to create the elements that you need in your self-promotion repertoire.

You may wish to emphasise a growing specialist interest, such as typography, advertising or information design. You will certainly be aiming to leave a strong impression with the recipient, so don't hold back. Make it fun, interesting, informative and innovative.

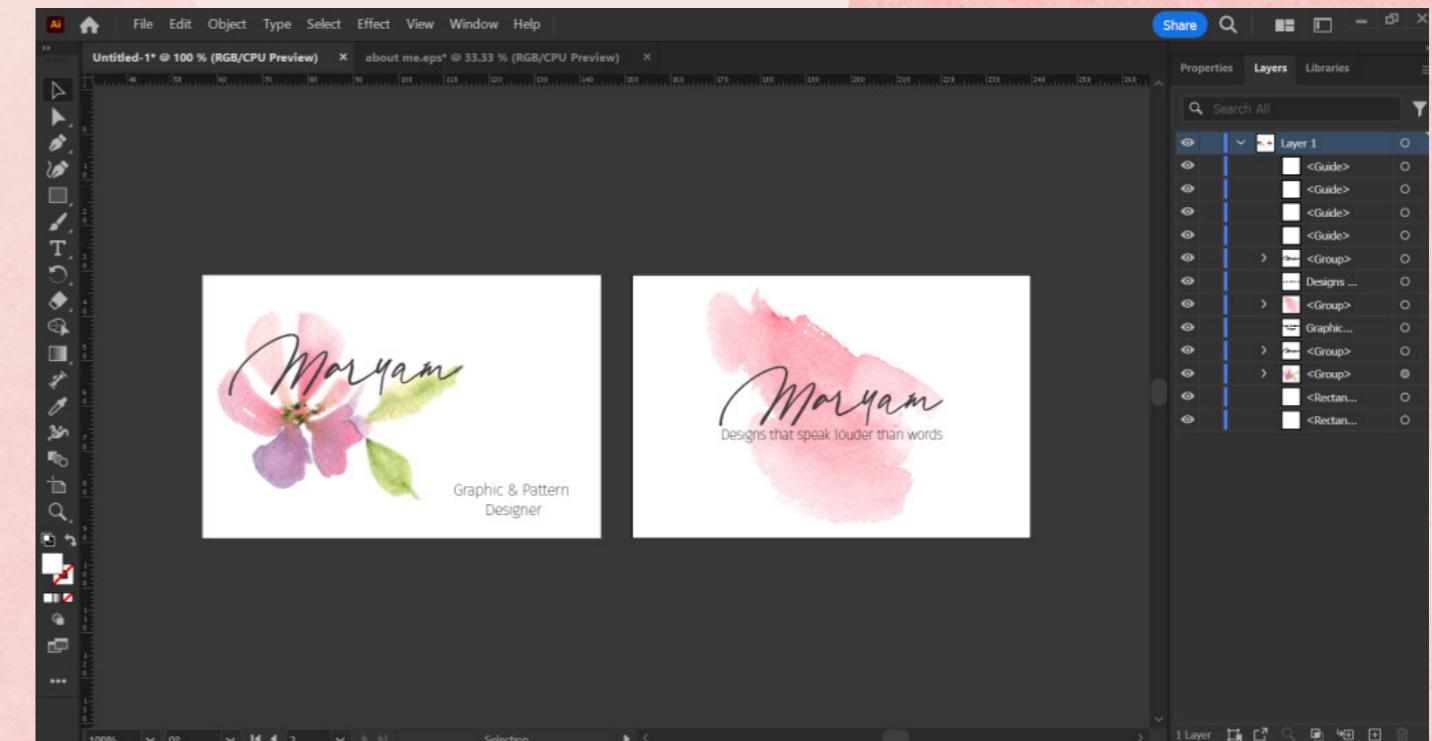
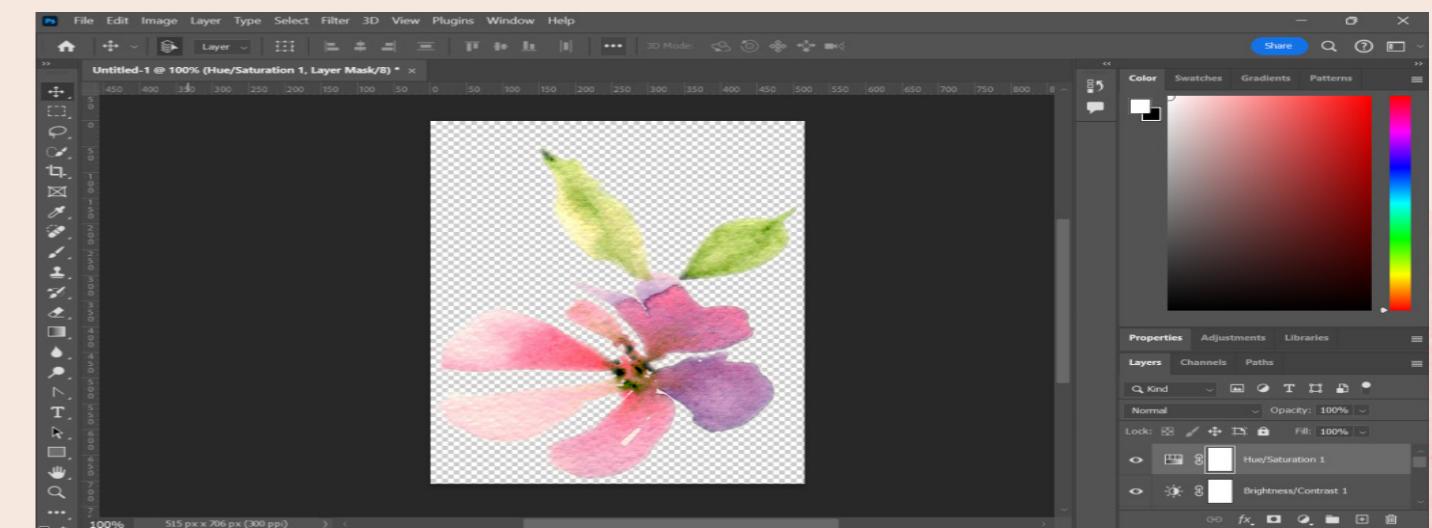
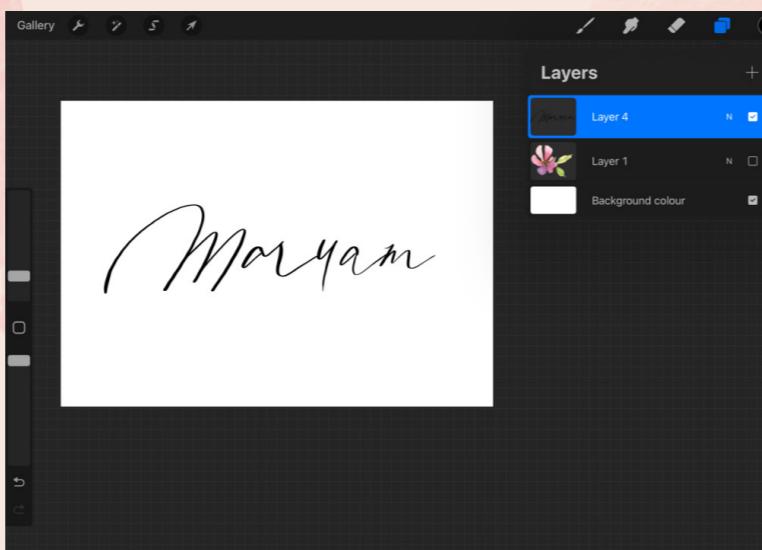
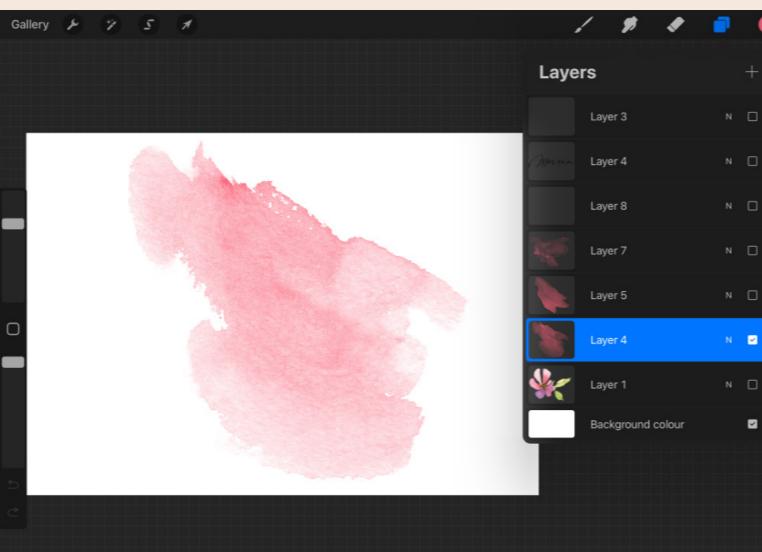
The self-promotional items will demonstrate your individual creative talent, as well as your personal interests and ambitions in design. Your items should share visual continuity, exactly like you would expect from a brand. From 3D models to printed promotional material, to animated clips and your website. There should be a sense of cohesion and the items should look or feel like they represent you.

# mind-mapping



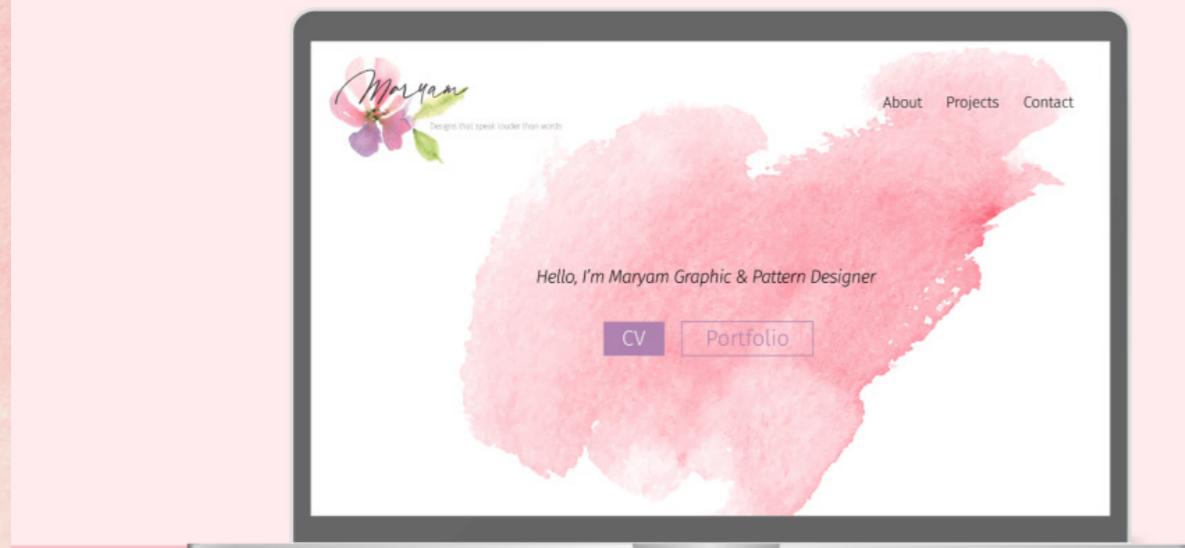
# Process

Design  
Process





# FINAL DESIGN



Proj.

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05

# DESIGN PROCESS

## Project Title: Spin the Bottle

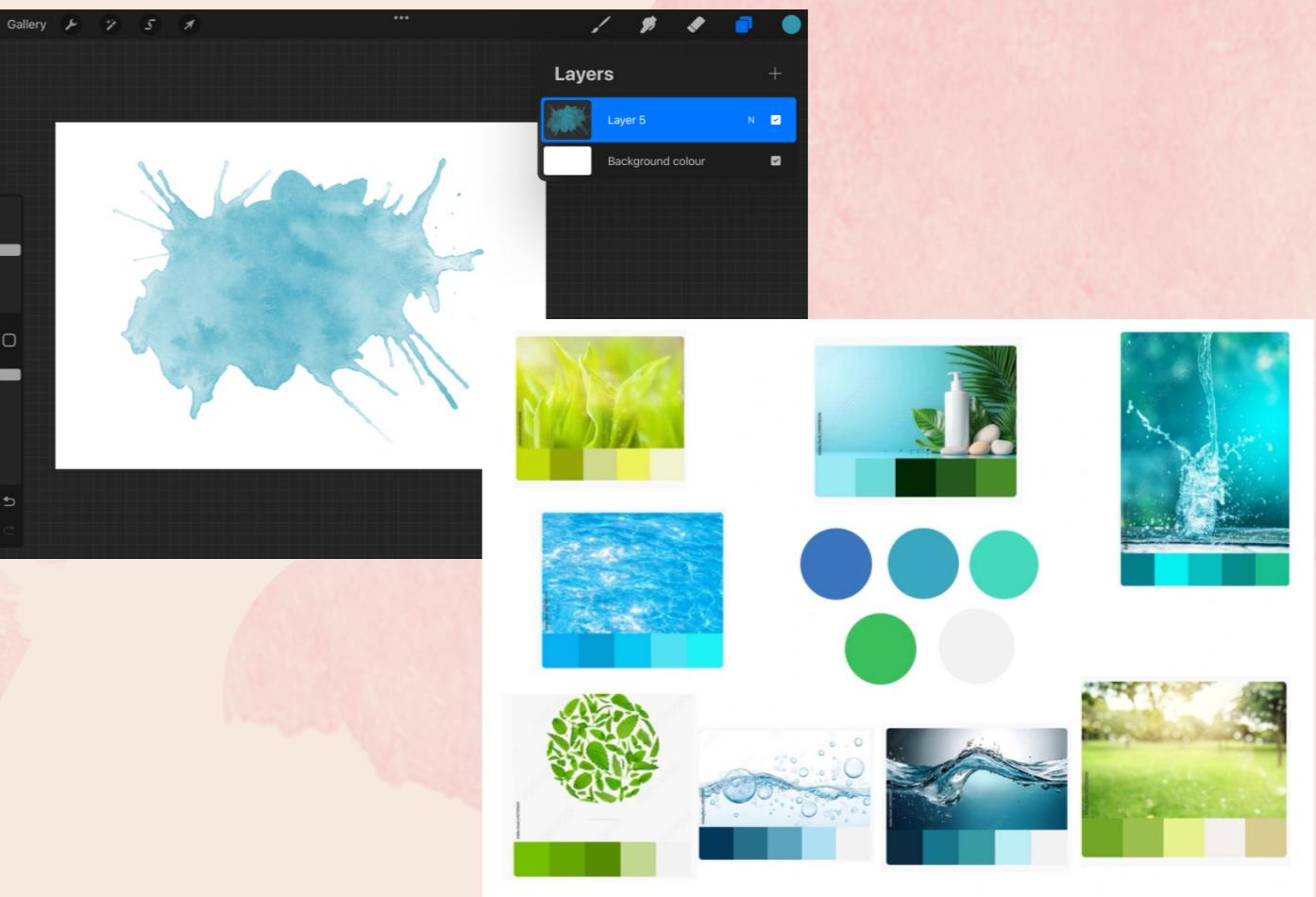
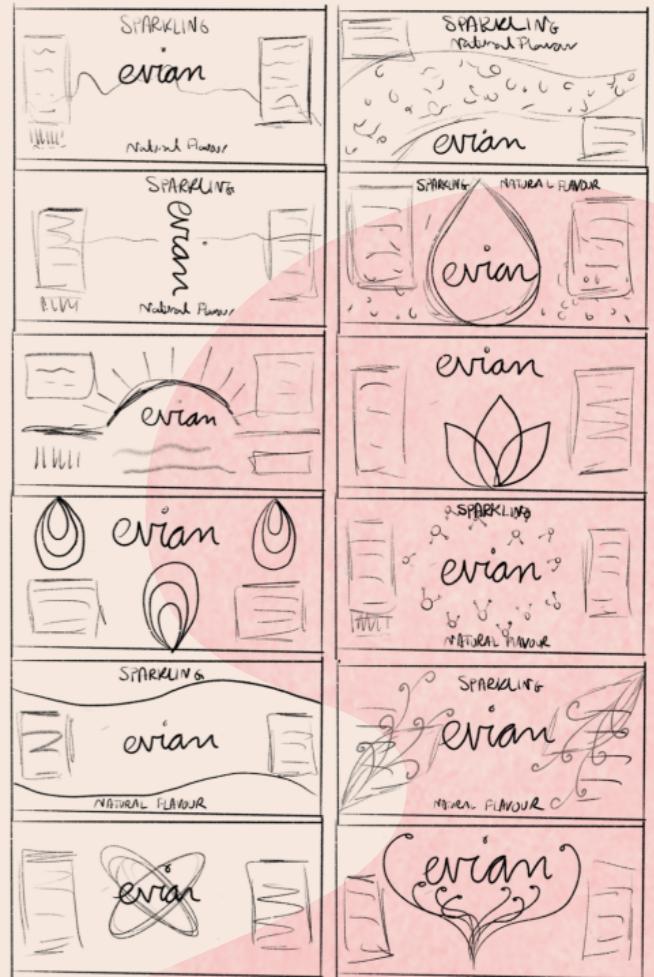
Design a label for a beverage of your choice.

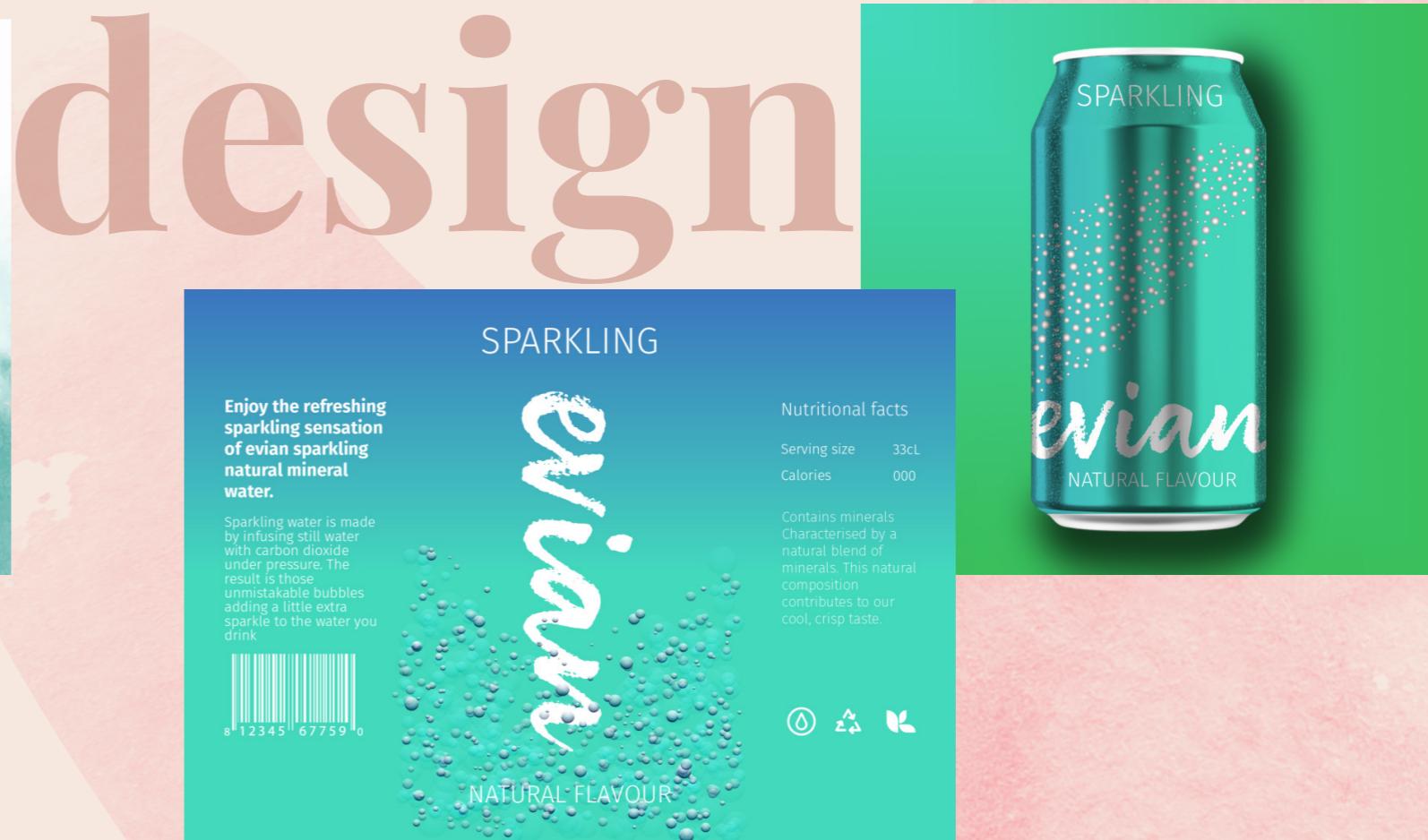
You can select an existing product, for example the iconic Coca Cola bottle or you can make up your own product. In both cases, clearly define the target audience and explain how your design satisfies the needs of this audience:

Who is the beverage for? E.g. is it for children with tiny hands and parents concerned about sugar content or for rare wine enthusiasts?

Where and how do they drink the beverage? E.g. do they drink directly from the bottle with a sport-top or is the beverage poured into a vessel?

What information does the label need to include? E.g. is there legal or regulatory information, the price and UPC code, does the label include a nutrition score?





Proj.

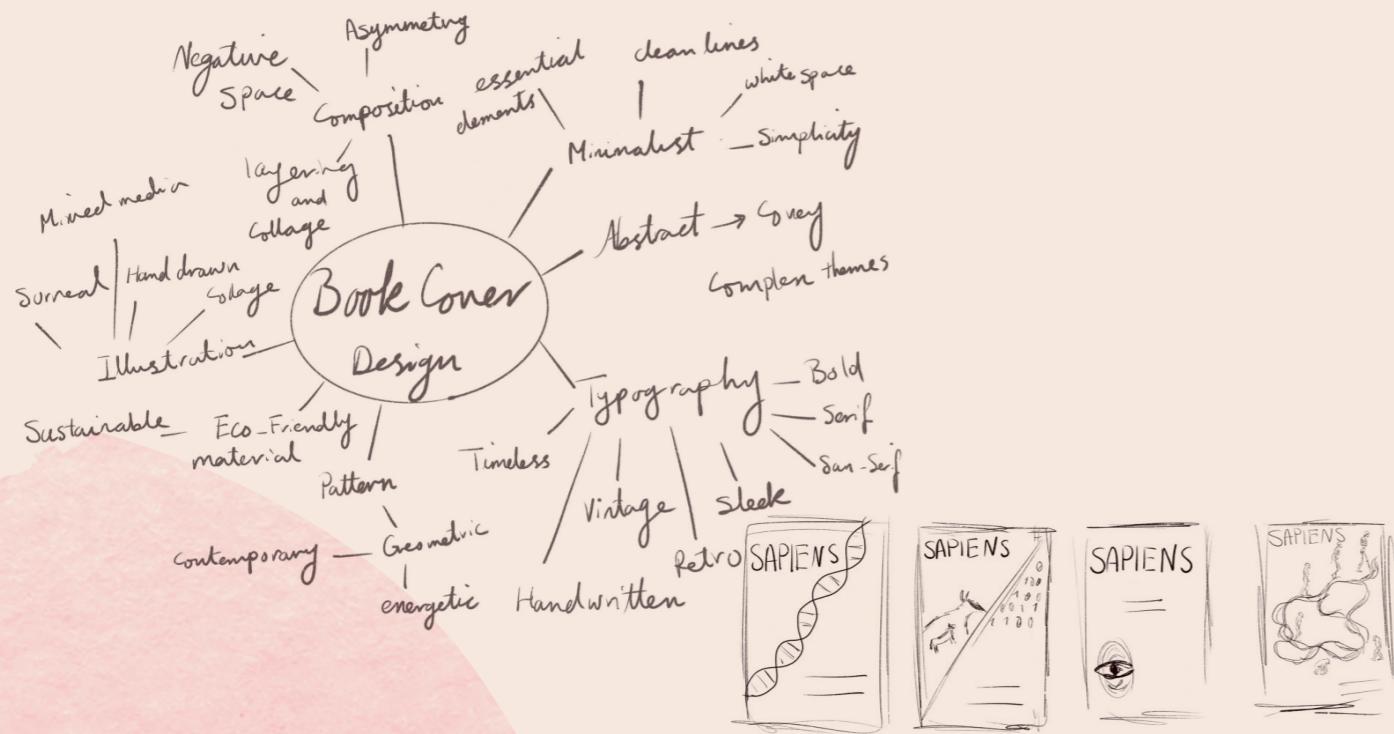
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06

## Project Title: Professional Bodies and Graphic Design Competitions

In this assignment you have the opportunity to demonstrate what you have learnt so far into an actual 'live' competition brief.

Depending on when you arrive at this point, you may or may not be able enter the annual Penguin books student competition. But if it is the case that you are out of sync with the timeframe do not worry, you can enter for a later year. Regardless of this, a range of titles will be posted onto the unit Padlet Professional Practice Padlet, which you can design instead. Alternatively look at the competitions that you explored in the research task. If you are unsure how to proceed with this, then please contact your tutor, who will provide further guidance.



# SAPIENS Sapiens

Yuval Noah Harrari

# SAPIENS Sapiens

Yuval Noah Harrari

# SAPIENS Sapiens

Yuval Noah Harrari

# SAPIENS

Yuval Noah Harrari

# SAPIENS Sapiens

Yuval Noah Harrari

# SAPIENS Sapiens

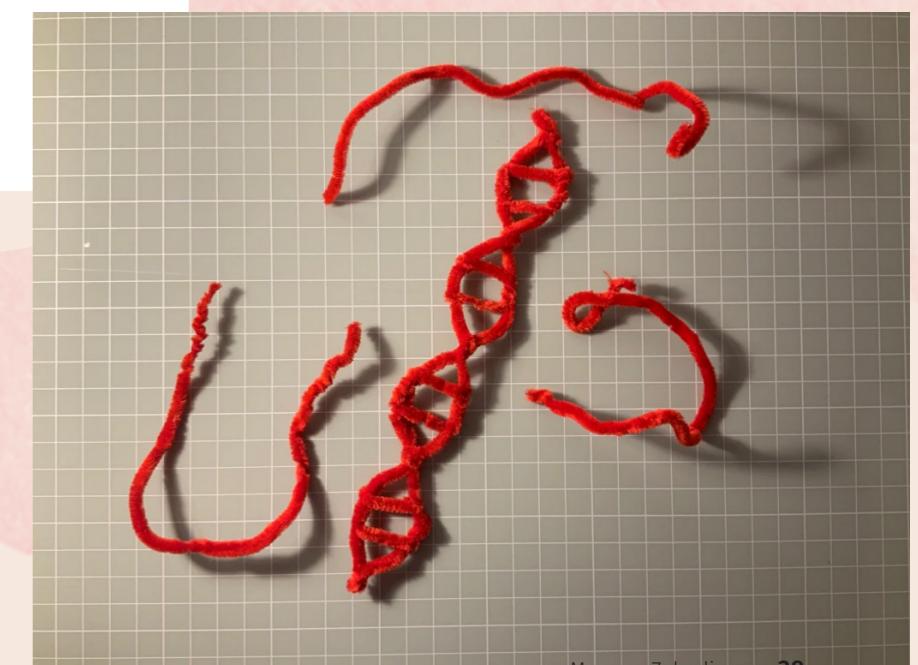
Yuval Noah Harrari

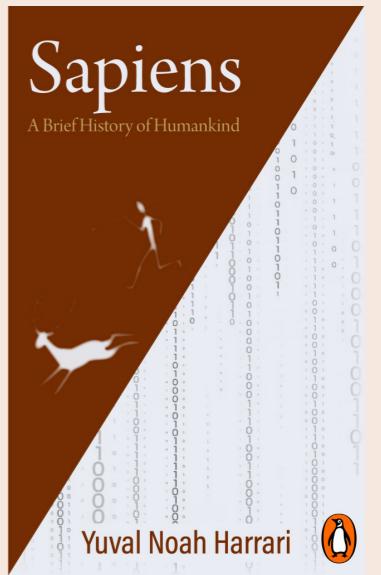
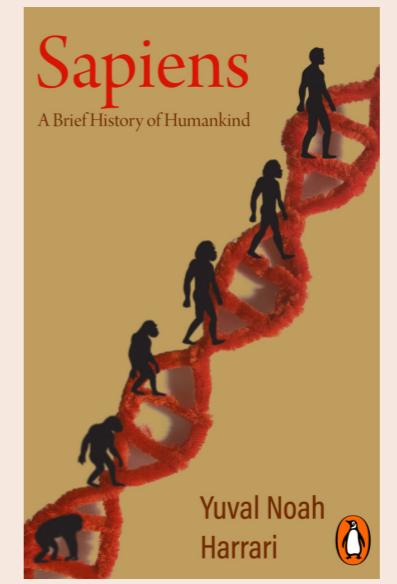
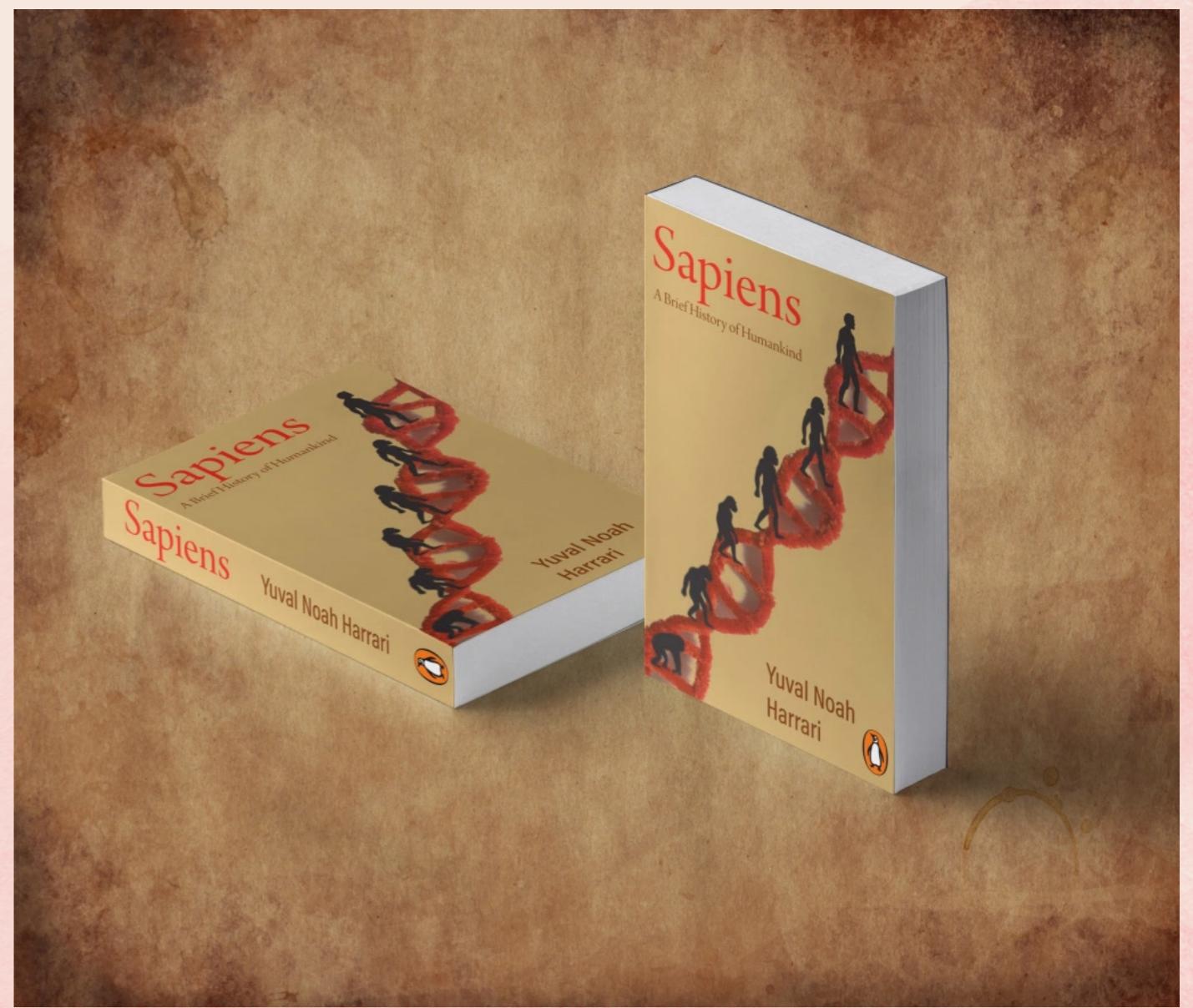
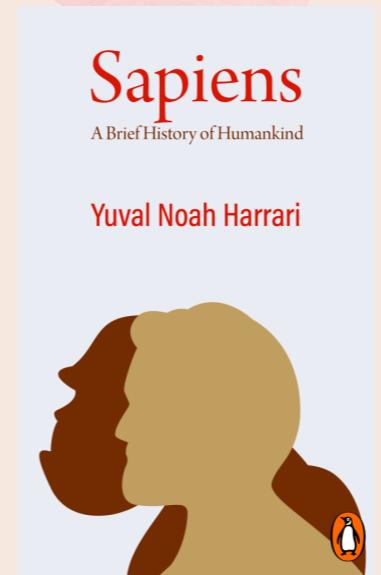
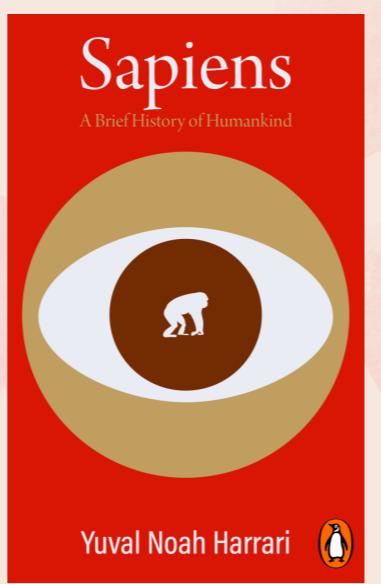
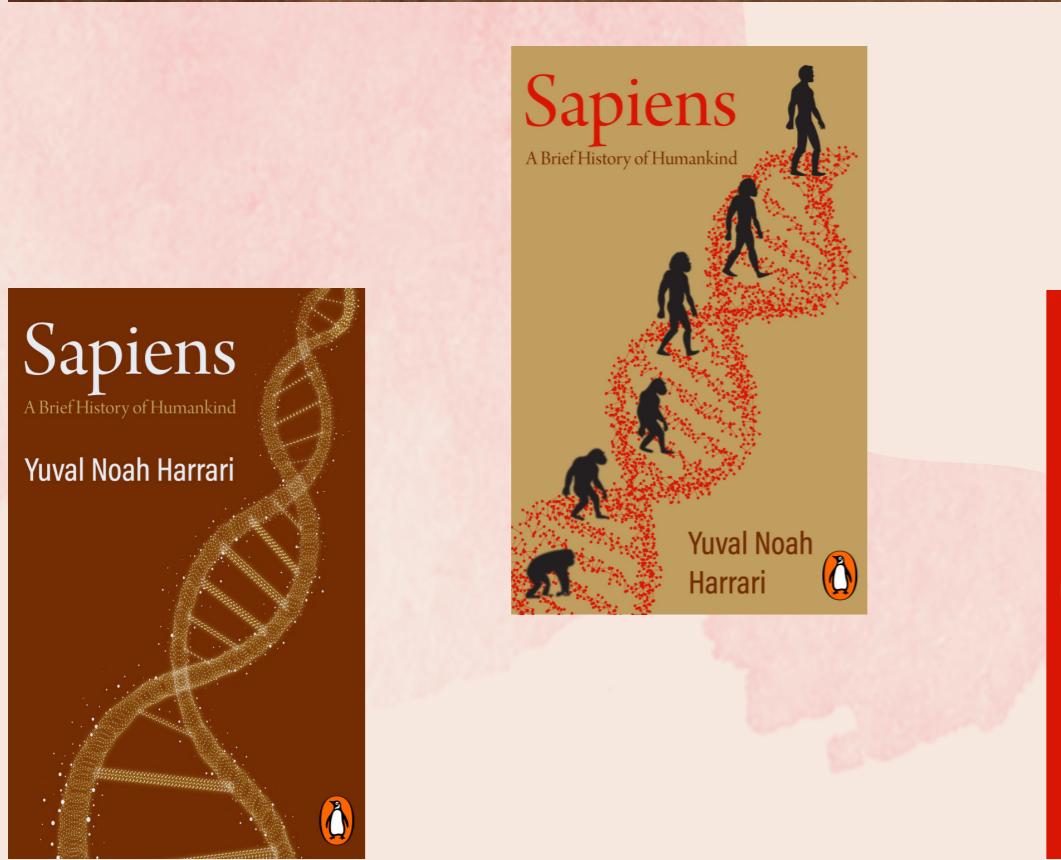
# SAPIENS Sapiens

Yuval Noah Harrari

# SAPIENS

Yuval Noah Harrari





Proj.

07

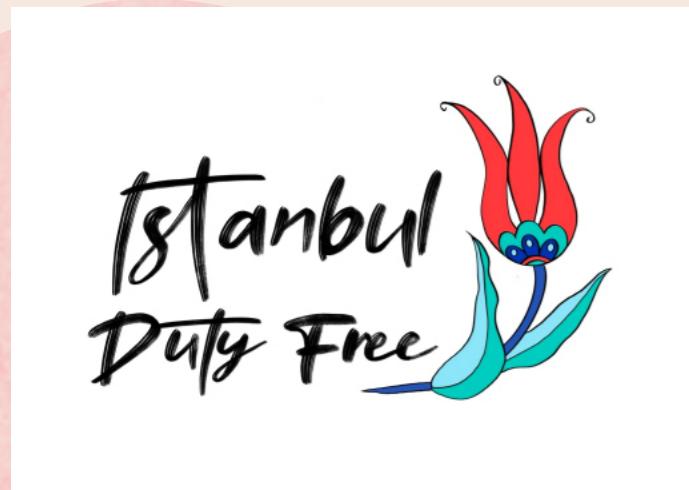
Using your research into a global language we would like you to design a set of visual touch points for a duty free store, located in an international port. The aim of this exercise is to celebrate cultural diversity. We want you to explore and champion national visual culture through ideas and themes that touch on lifestyle, attitudes and distinctive language. Duty free stores are usually airside or beyond security and often a first or last chance to purchase a momento from your travels. This brief provides you with an opportunity to design a distinctive identity that resonates with the diverse travellers passing through the airport and also captures the unique cultural identity of the country in which the duty free store is located

# de-sign



# pro-cess

# FINAL DESIGN

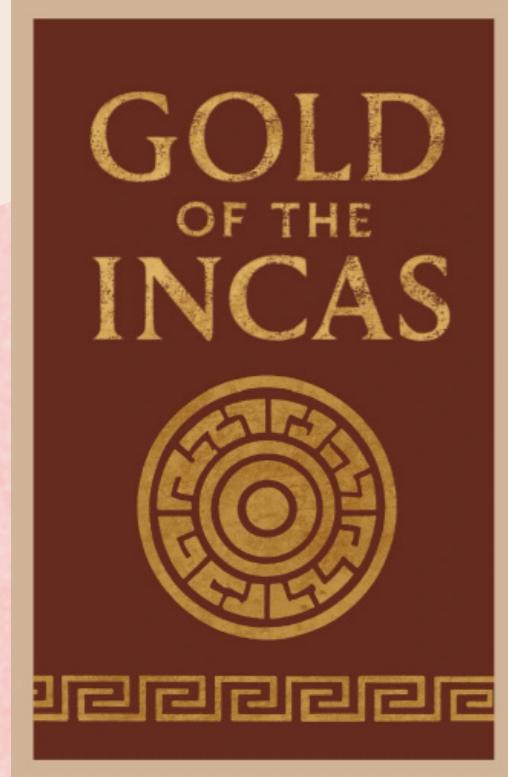


Proj.

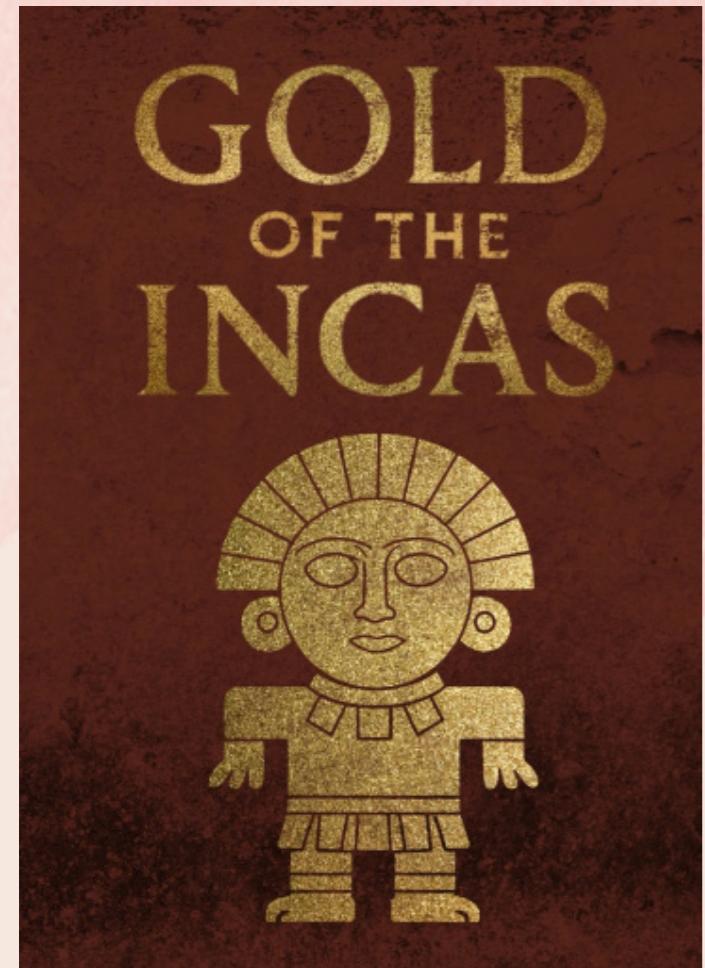
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08

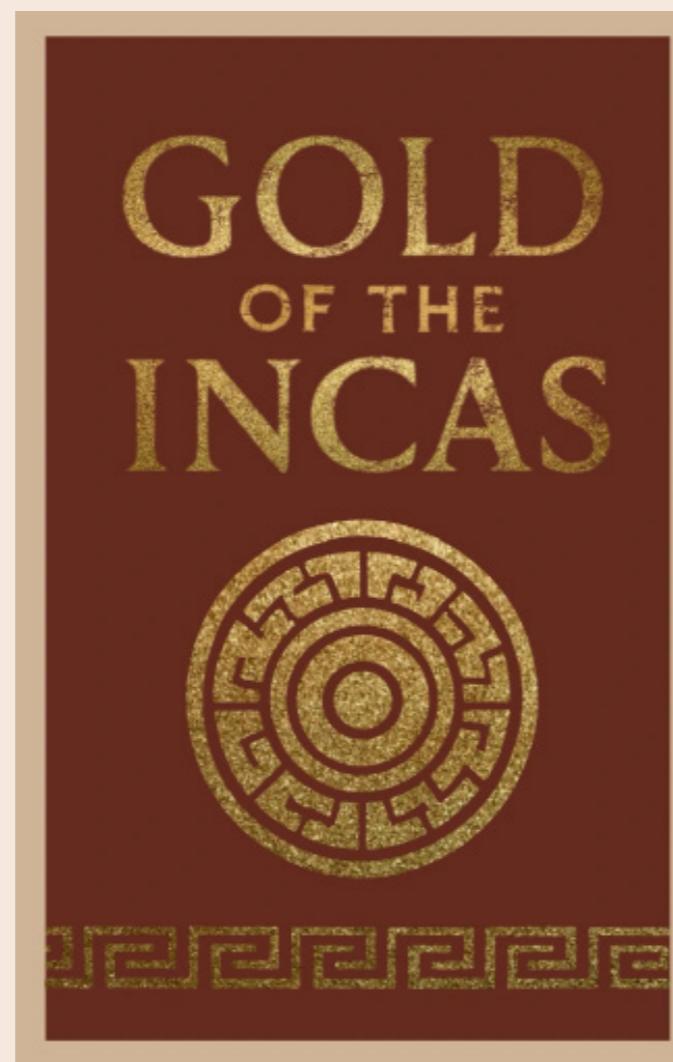
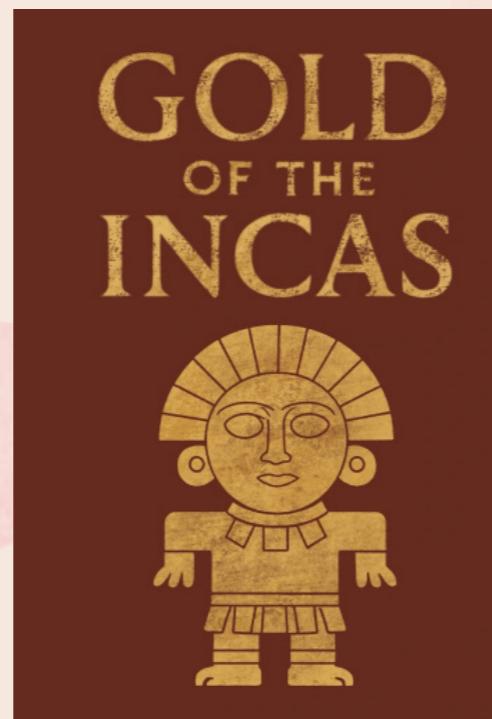




FINAL-



DESIGN



mock-  
up

proj.

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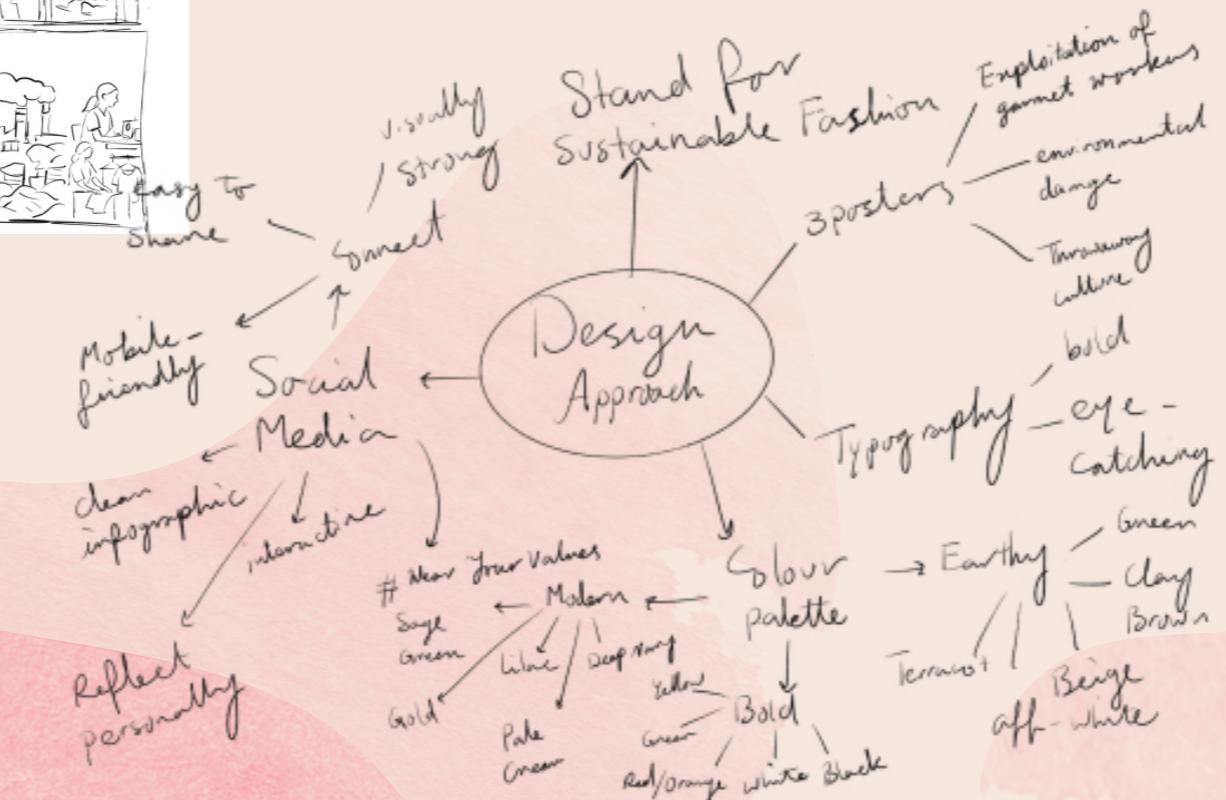
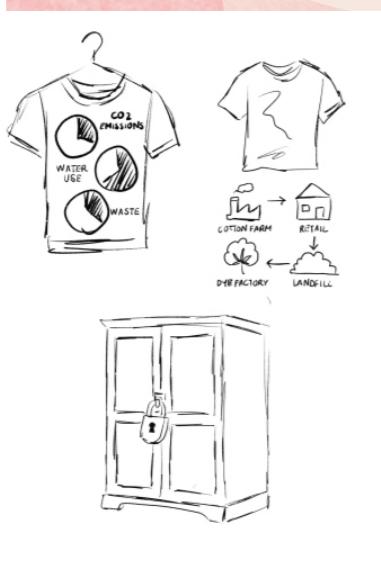
09

## Project Title: Take a Stand

Stand for Sustainable Fashion is a campaign aimed at raising awareness about the environmental and ethical impacts of fast fashion, encouraging young consumers (ages 18-30) to rethink their fashion choices and embrace more sustainable habits. The project will deliver a series of posters and social media assets designed to provoke thought and inspire action: buy less, choose better, and spread the message using #WearYourValues. The goal is to educate, incite conversation, and drive audiences to resources on ethical brands and conscious consumption, ultimately building a movement that values people and planet over disposable trends.

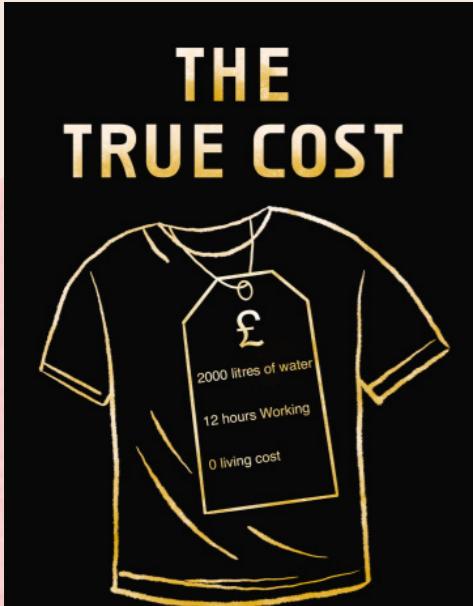


# design

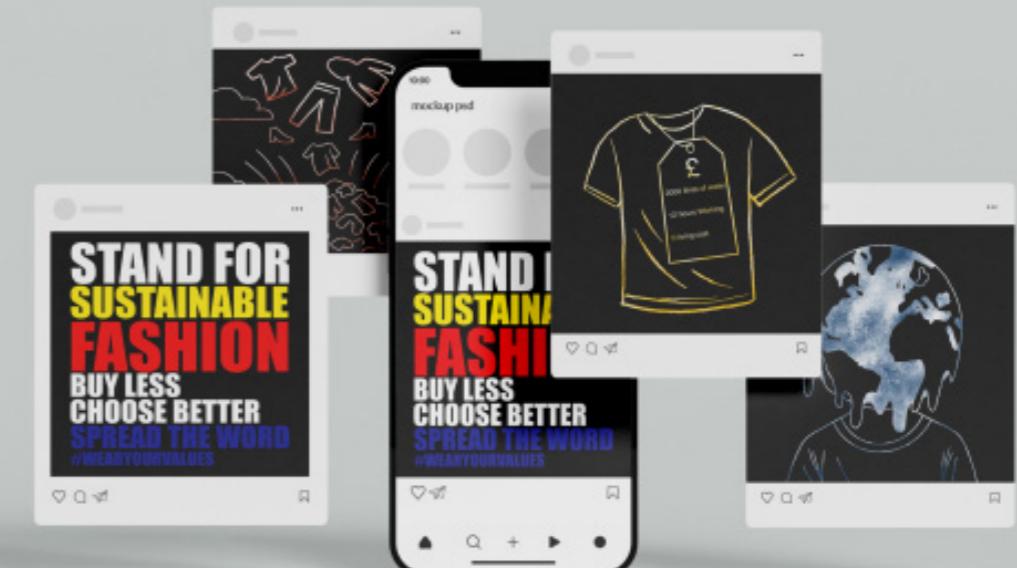


# process

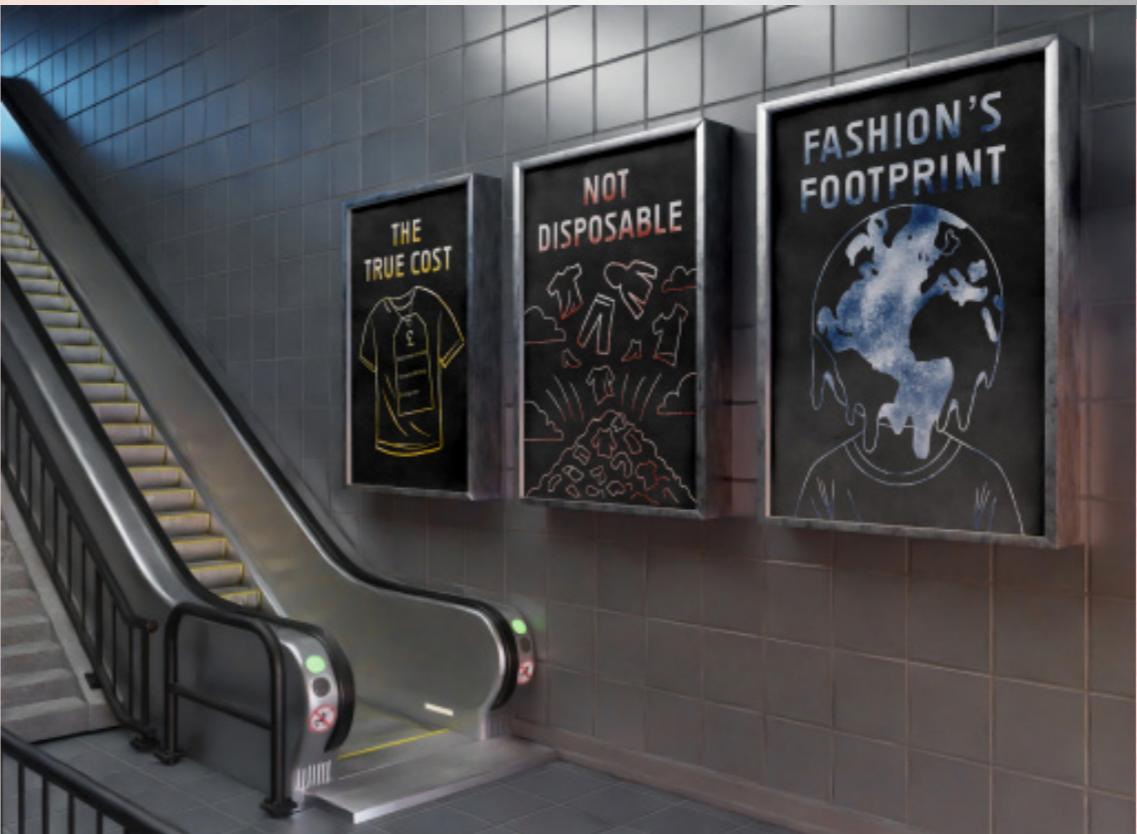
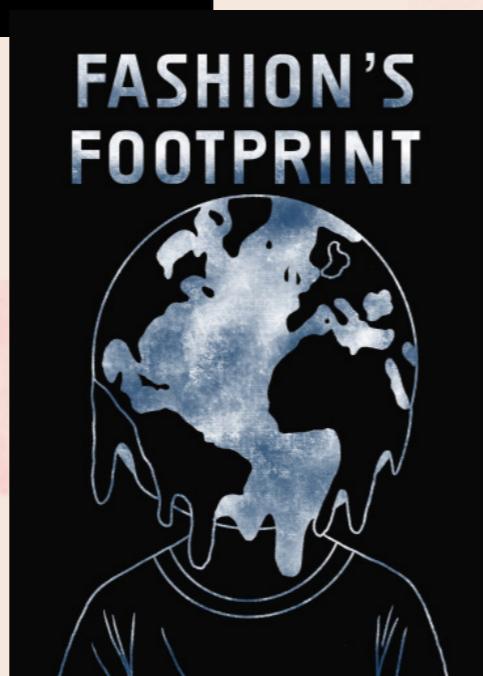
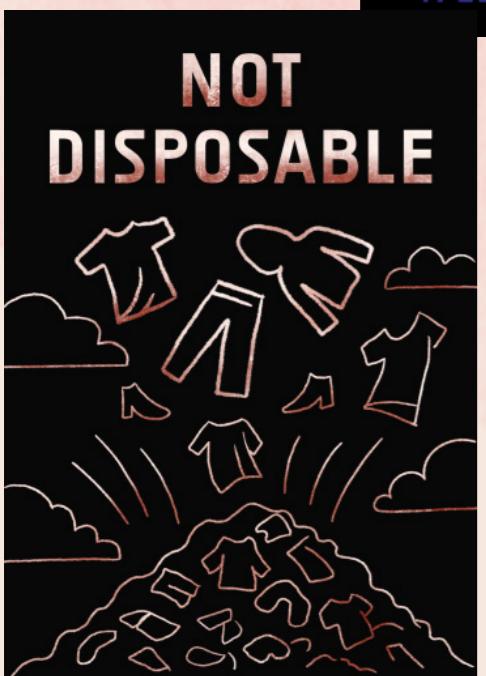




# Final Design



**STAND FOR  
SUSTAINABLE  
FASHION**  
**BUY LESS  
CHOOSE BETTER**  
**SPREAD THE WORD**  
**#WEARYOURVALUES**



## Final Reflection

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Creating this process book has helped me see how much I've grown as a designer. Each project pushed me in different ways and taught me to value the process just as much as the final outcome. I've learned to be more thoughtful, experimental and confident in my ideas. Most importantly, this journey has helped me understand the kind of design I enjoy, work that's clear, expressive and full of meaning. This book captures that growth, and I'm proud of how far I've come.

