TINY ✦ MASTER

EMMA PRICE : DESIGN / ILLUSTRATION

PORTFOLIO - 2017

EMMA PRICE
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HI. I'M EMMA,
AKA TINY MASTER

I'm a multidisciplinary graphic designer and illustrator working across print and digital formats with some of the world's biggest film studios, digital agencies, publishers and indie tech startups.

I work with companies to engage audiences in meaningful ways, exploring how images and information connect, and change how people think and feel.

The work in this document demonstrates my contribution to a wide range of projects that I've been a part of since becoming freelance in 2012: As creative lead on digital campaigns for international film studios with digital agency Glass Eye; Designer of the internationally acclaimed comic *Cry Havoc* for Image Comics; Artist and UI/UX designer for indie app developers.

Design and art direction of static and animated social graphics for distribution across Disney social channels.

I created hand-drawn background and border elements and established a typographic style to be used across the campaign for visual consistency. Once the style was approved I was able to hand over to other designers to iterate.

VIEW ANIMATED

VIEW ANIMATED

TINY MASTER

CLIENT: GLASS EYE for DISNEY
TYPE: Social content design, art direction and concepts | **DATE:** Summer/Autumn 2016

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Design and art direction of animated social graphics for distribution on Universal Studios' *Ouija: Origin of Evil* social channels.

I created a visual style for the surround, with appropriate typography and aged video treatments that reflected the retro setting of the movie whilst tapping into the unsettling horror. For the countdown videos I created a wooden 'planchette' to show warped and distorted footage through the lens.

VIEW ANIMATED

VIEW ANIMATED

VIEW ANIMATED

TINY MASTER

CLIENT: GLASS EYE for UNIVERSAL STUDIOS
TYPE: Social content design, art direction and concepts | **DATE:** Summer 2016

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ZOOTROPOLIS SOCIAL CONTENT CAMPAIGN

Concept and creation of both static and animated digital marketing assets for the UK and EU release.

To introduce the characters and the film to the European markets I established a visual style across the content, often creating the backgrounds from scratch using a mix of hand-drawn elements, stock imagery and supplied assets such as character tool-kits and trailer clips.

VIEW ANIMATED

VIEW ANIMATED

VIEW ANIMATED

- Motion graphics created in Adobe After Effects
- Video content shared across Disney Studios social channels such as Facebook, Twitter and Instagram
- Localised across key international markets

I designed the logo, the single issues and collected graphic novel for writer Simon Spurrier and artist Ryan Kelly. Using artist Ryan's inked artwork, I designed the main covers for the series, and I also ran the outreach campaign which included creating and maintaining the tumblr site, print adverts and posters, and social media posts throughout the release.

Left: Main logo design
Top Right: 'Inhand' logo design created for in-world militia
Bottom Right: Main wrap-around cover design for issue 1, showing both logos in situ
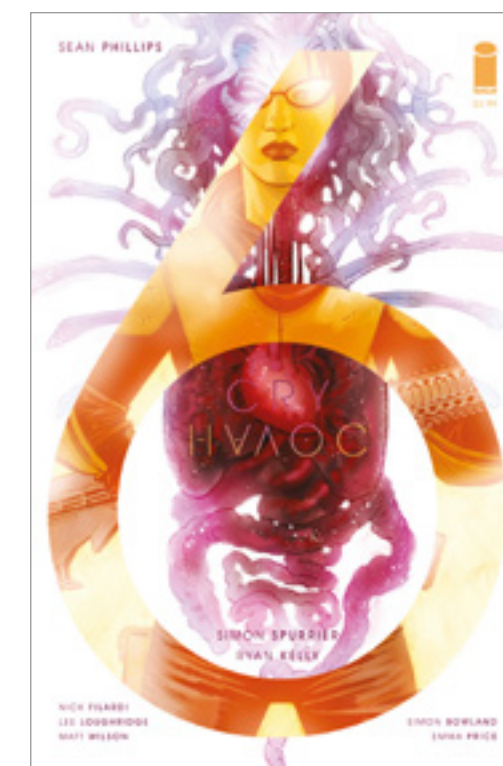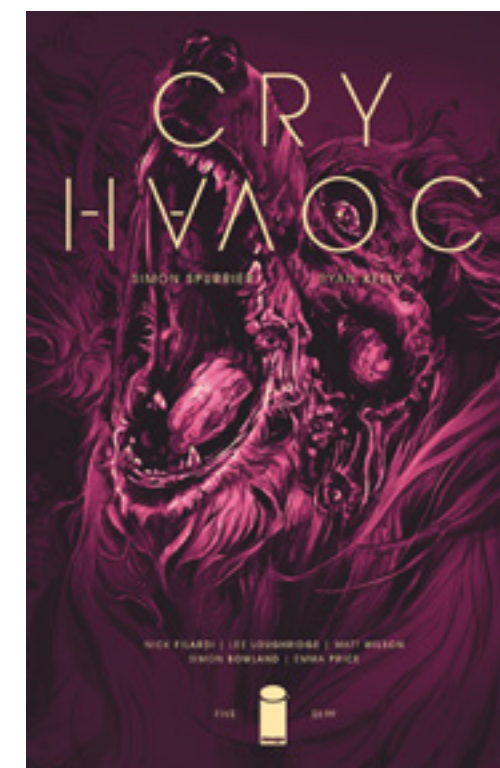
Top: Main cover designs for issues 1-6, created by adapting and colouring Ryan Kelly's original ink sketches
Bottom: Variant covers, issues 1-6, design using artwork from the following artists, in numerical order: Cameron Stewart, Fiona Staples, Si Gane, Declan Shalvey, Cliff Chiang, Sean Phillips

An electrifying account of black ops, black dogs and weaponised folklore that is unlike anything you've ever seen. Best in show.
– ALAN MOORE

MEET LOU:
A STREET MUSICIAN SAVAGED BY A SUPERNATURAL TERROR

MEET LOU:
CROSSING WAR-TORN AFGHANISTAN WITH A UNIT OF SHAPESHIFTING SOLDIERS

MEET LOU:
A MONSTRESS HELD CAPTIVE BY THE ROGUE BEAST SHE WAS SENT TO KILL

CRY HAVOC interweaves three stages of a remarkable life into a critically-exalted saga of military, myth and mania.

10/10 – Comicosity | **10/10** – Newsarama | **10/10** – Comic Spectrum
10/10 – Horror Talk | **9/10** – CBR | **9/10** – IGN

SIMON SPURRIER (X-Men Legacy, Doctor Who) and **RYAN KELLY** (Local, Saucer Country) collaborate with multiple superstar colorists to push comicbook storytelling in an unprecedented, monstrous direction.

CRY HAVOC: MYTHING IN ACTION collects issues #1-6 of the comic, with bonus annotations and design content.

imagecomics.com
ISBN 978-1-XXXXX-XXX-X

RATED **M** / MATURE /

$9.99 USD

image

CRY HAVOC

SPURRIER | KELLY

CRY HAVOC

MYTHING IN ACTION

1

VOLUME 1

MYTHING IN ACTION

SIMON **SPURRIER** | RYAN **KELLY**

NICK **FILARDI** | LEE **LOUGHRIDGE** | MATT **WILSON**
SIMON **BOWLAND** | EMMA **PRICE**

Left: Wraparound cover design for the collected edition   **Right:** Social media posts for the corresponding issue release

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The design of a responsive tumblr site as well as a range of static and animated content to promote the movie.

This was localised for multiple international markets.

Above: Details

Left: Responsive, newspaper style tumblr theme with static and animated video content for International markets

TINY MASTER

CLIENT: GLASS EYE for UNIVERSAL STUDIOS
TYPE: Website and social content design, art direction and concept | **DATE:** Autumn 2015 - Winter 2016

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Left and Middle: 'Contact Sheet' style social content

Top Right: Newspaper style social content

Bottom Right: Review card template

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CLIENT: GLASS EYE for UNIVERSAL STUDIOS
TYPE: Website and social content design, art direction and concept | **DATE:** Autumn 2015 - Winter 2016

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CATCH MOBILE MESSAGING APP

I teamed up with Martin Hollis and Ste Curran to develop an app that made digital messaging more playful and meaningful through the addition of artificial journey time, and therefore anticipation, to the process. I worked on the UI, UX, logo design, illustration and overall concept.

CATCH

Messages that mean something

CATCH MOBILE MESSAGING APP
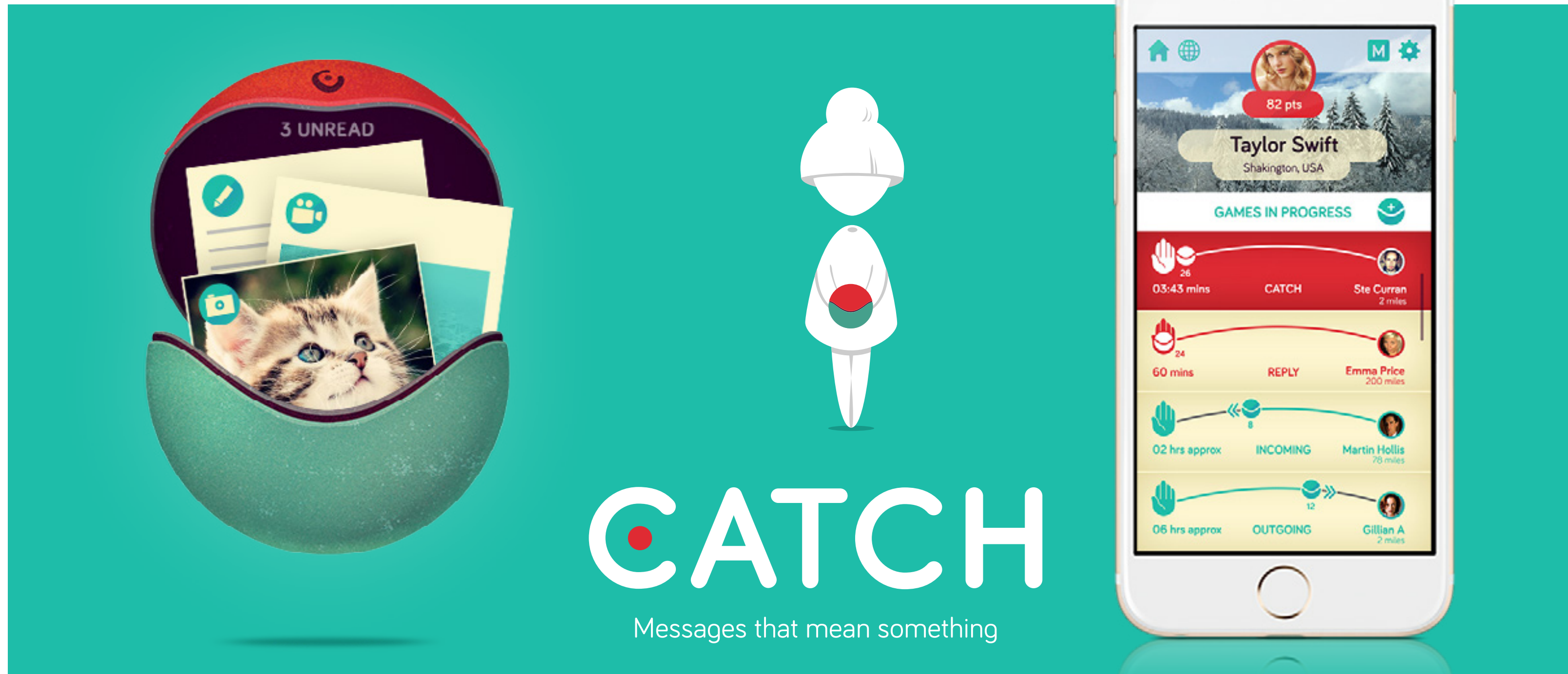
Catch is built upon the idea of putting your message in a capsule and flinging it around the world to your recipient, who must catch it in the allotted time to see what's inside. The conversation happens between two people, and stops if the capsule is ever 'dropped'.
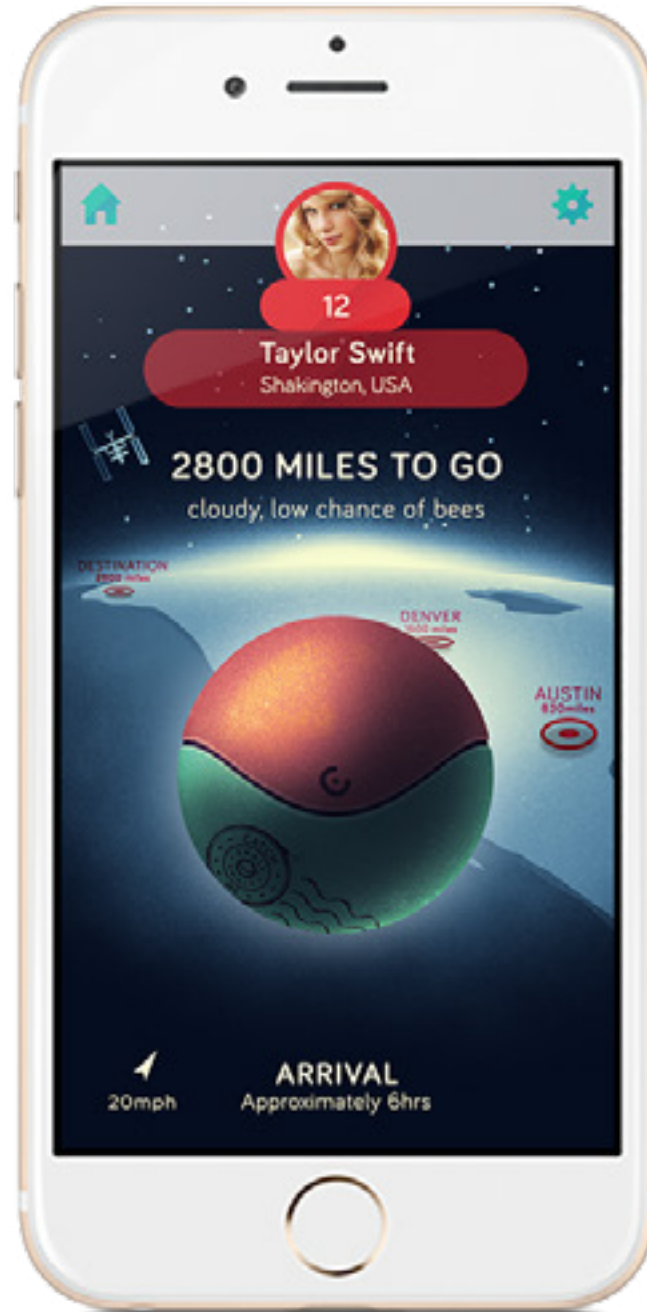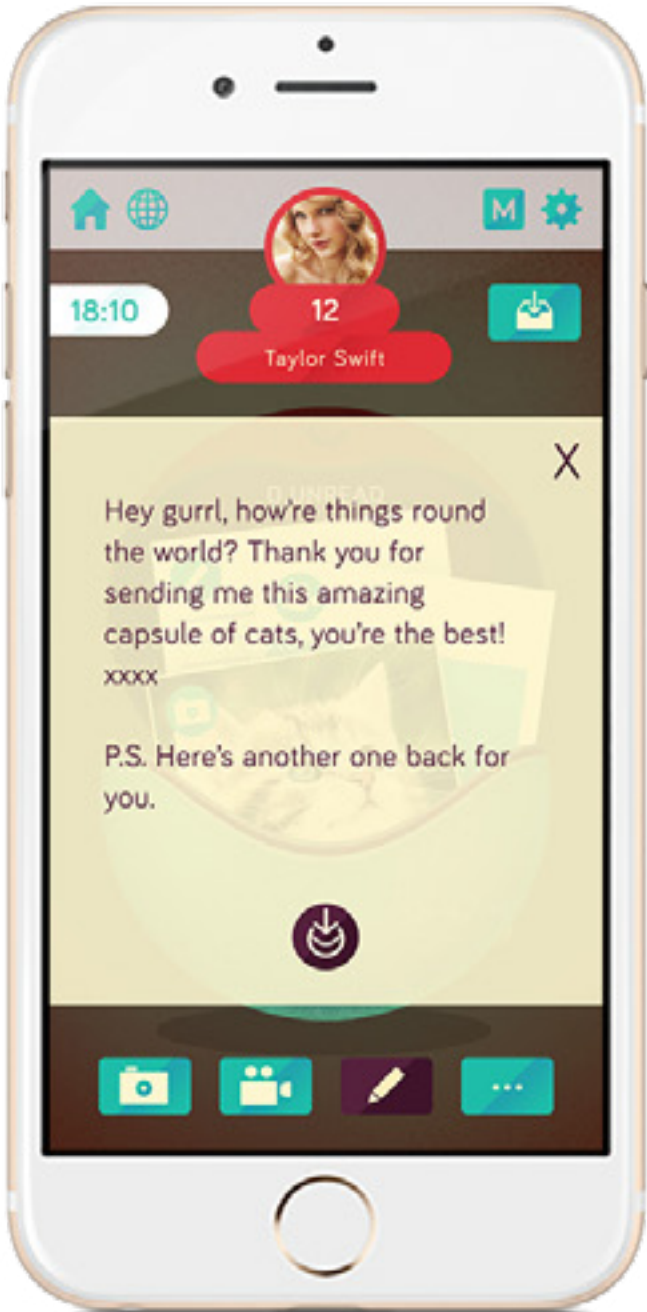
1 & 2. The Catch ball is a capsule, filled with things you might send to a pen-pal: notes, sketches, photos and video clips.

3. The sender can fill a capsule, decorate the outside and 'throw' the capsule to a friend.

4. The friend then waits for their capsule to arrive and can watch in anticipation as the capsule travels around the world.

Design and illustration of a rewards app built to test the practical use of mobile devices' Bluetooth as a means of tracking visits to a particular venue (in this case a board game bar).


CLIENT: SUPERMONO
TYPE: App design and Illustration | **DATE:** Spring 2015

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HEROES REBORN

AUTOMATED MOTION POSTER GREEN-SCREEN EXPERIENCE

Concept and design of final outputs and responsive sharing screen for the personalised motion poster installation of NBC's *Heroes Reborn* booth at San Diego Comic Con.

The automated process took a green-screen photo, ran it through filters and added animated elements to generate a personalised motion poster, ready to download in multiple formats in under 90 seconds.
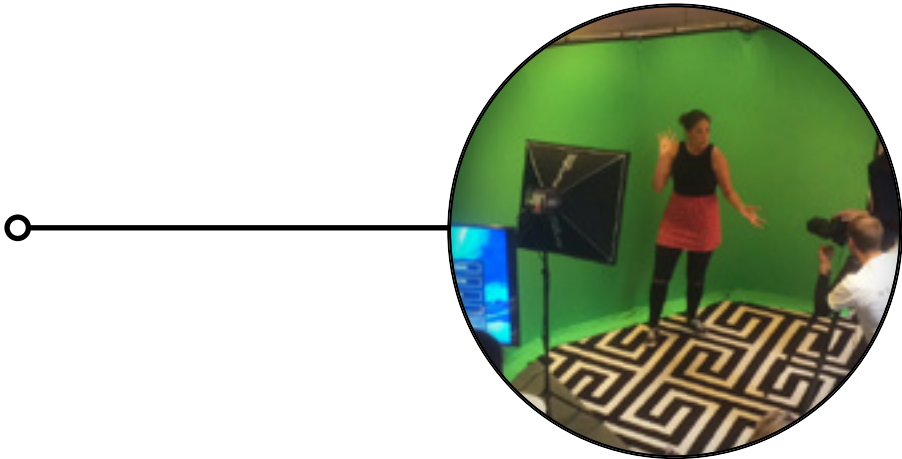
VIEW ANIMATED

VIEW ANIMATED

Left: Original concept, designed from the ground up to use filters and layers that could be reproduced with automated software

Middle: GIF output created on site with the automated process at the SDCC experience with cast member Jack Coleman
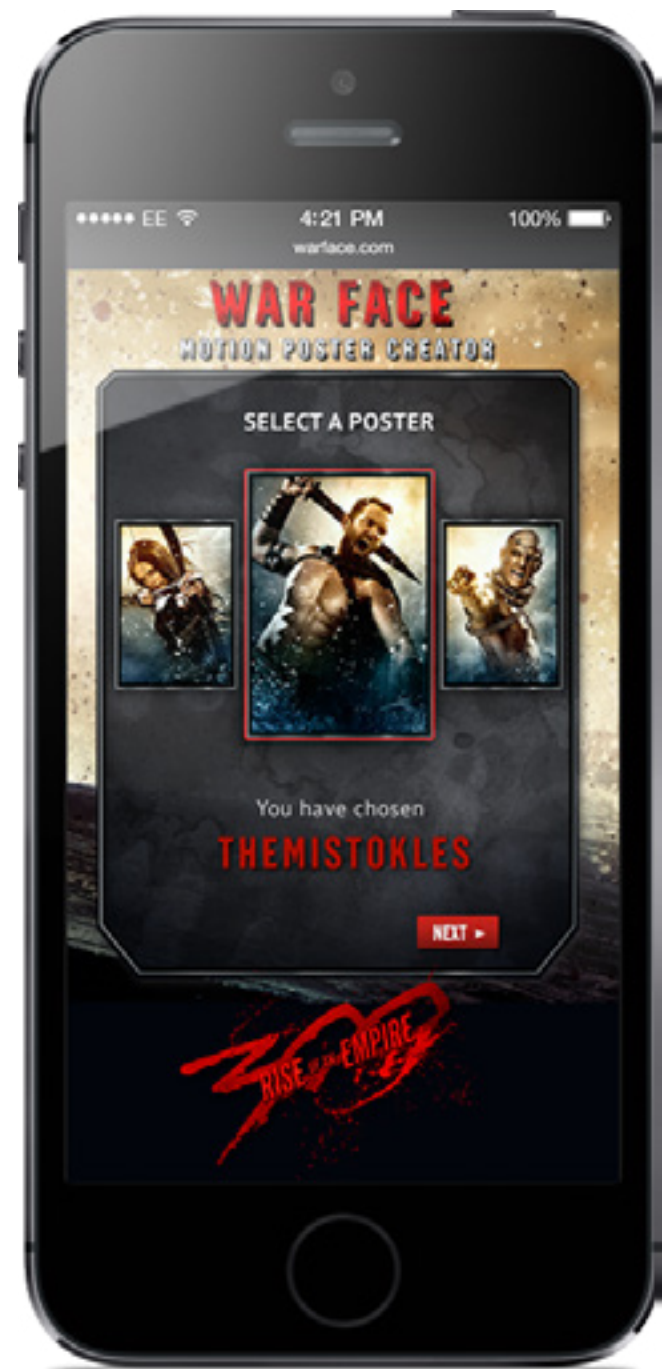
Right: The responsive share page, showing the final output using the automated process

300: RISE OF AN EMPIRE
PERSONALISED MOTION POSTER CREATOR

Design of HTML5 motion poster creator site, optimised across devices, and output graphics. The choice of character art allowed the user to map their face onto a 3D version using only a 2D photo, and multiple animated and static outputs were offered to download.

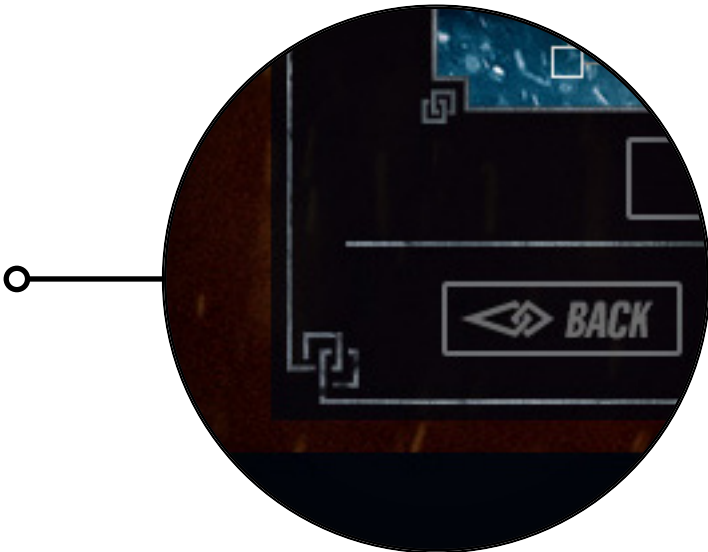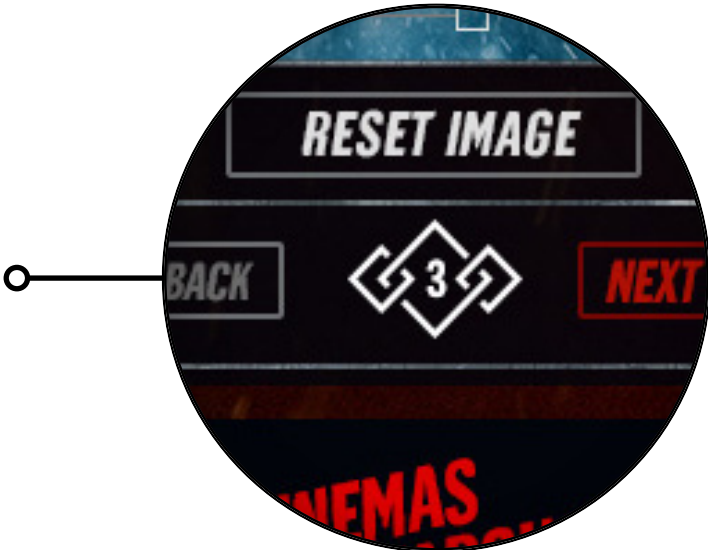The app utilised 3D face-mapping from a 2D photo, putting the user into the film's character poster-art

Left: Poster selection

Middle: Personalised image, showing user's face 3D-mapped on to character poster-art

Right: Static personalised avatar and Facebook cover outputs

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CLIENT: GLASS EYE for WARNER BROS
TYPE: UI, Output design | **DATE:** Autumn 2013/Winter 2014

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300 RISE OF AN EMPIRE
PERSONALISED MOTION
POSTER CREATOR

MAKE YOUR
WAR
FACE

TAKE A STAND!

WATCH TRAILER

WAR FACE MOTION POSTER CREATOR
Position and Scale your War Cry

COME AT ME
BRO!

RESET IMAGE

BACK   3   NEXT

IN CINEMAS
MARCH 2014

VISIT OFFICIAL SITE

RESET IMAGE

BACK   3   NEXT

CINEMAS

BACK

Left: Alternative UI design
Above: UI design elements

• Early concept showing alternative poster-art option and personalised text editing

Logo and branding redesign including an extensive brand guidelines document detailing colour palette and typography information, a responsive website design and other brand materials such as business cards, brochures and physical banners.

WATCH TRAILER
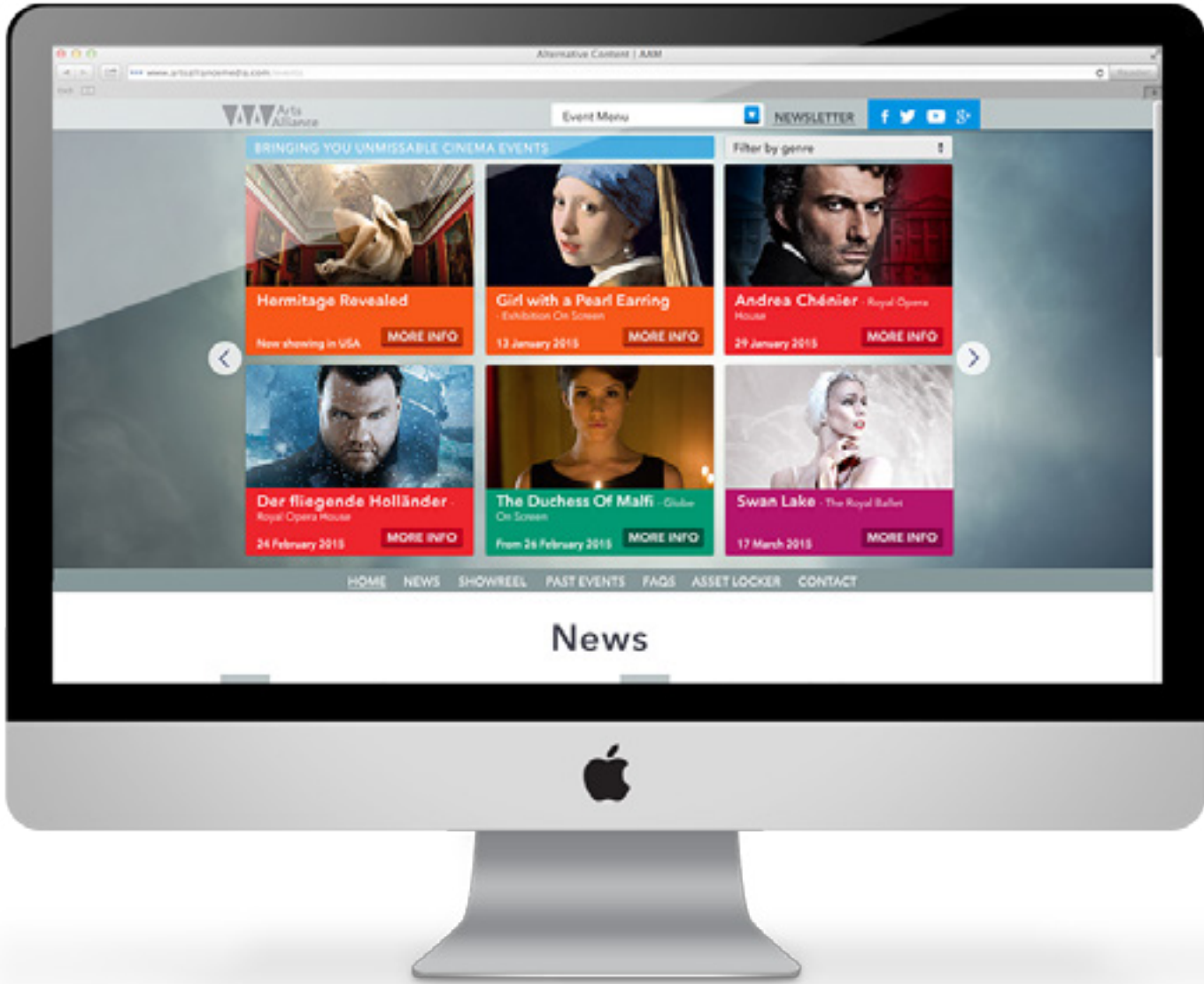
Top Left: Main logo design
Bottom Left: Brochure cover design
Middle: Title sequence used in the trailer for event season 2014/15

Right: Responsive website design

CLIENT: GLASS EYE for ARTS ALLIANCE
TYPE: Logo and brand redesign | **DATE:** Spring 2014 - 2015

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The design of a responsive microsite template that could be used to promote multiple event cinema releases and integrate a ticket listings widget.

Clients included such diverse brands as *The Royal Opera House*, *Arcade Fire, One Direction, Eric Clapton*, *The Hermitage Museum, Shakespeare's Globe* and *Goldfrapp* among others.

VIEW WEBSITE

Left: Shakespeare's Globe On Screen microsite   **Middle:** Arcade Fire: Reflektor Tapes microsite   **Right:** Cobain: Montage of Heck microsite