

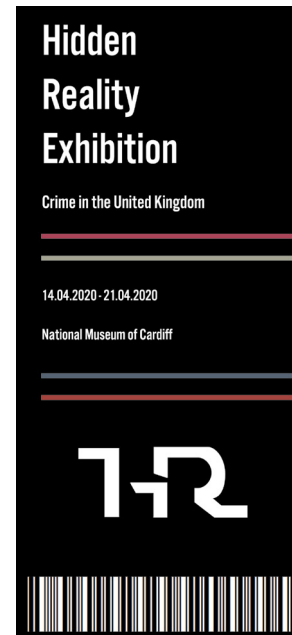
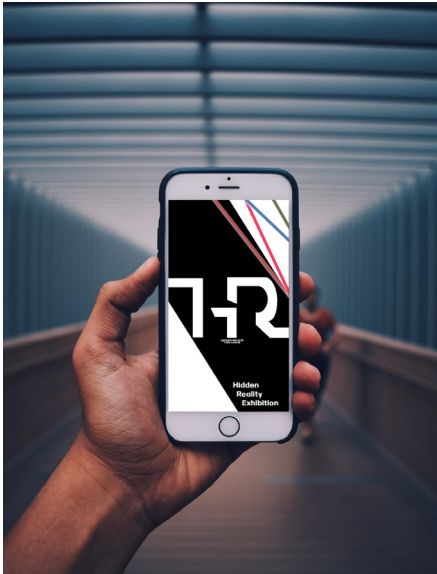


RS Graphics

Rachel Smith

Portfolio

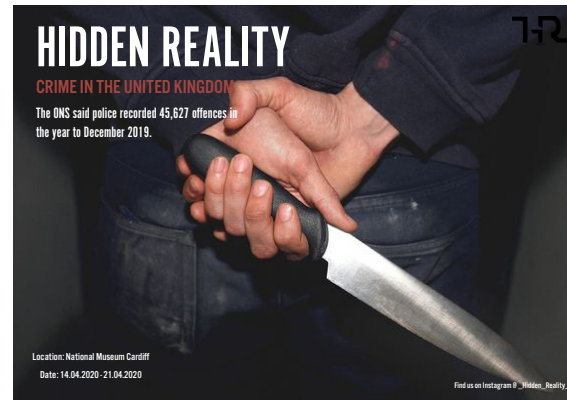
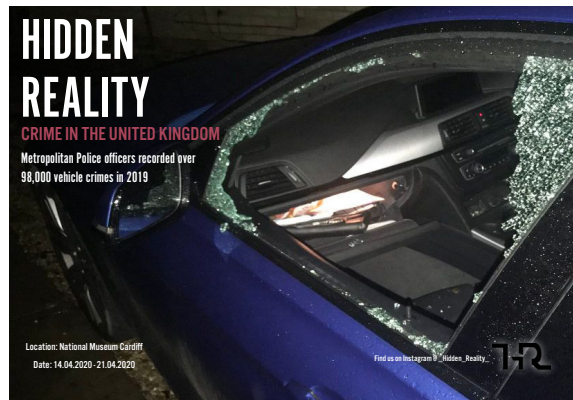
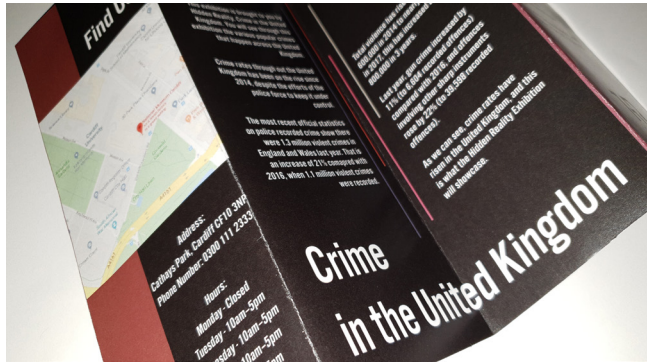




UNIVERSITY WORK - BRANDING

This was a 6 week branding project that was asking us to explore the subject of the brand in a broad manner.

I chose to do Codification and base it on Crimes in the United Kingdom and I named the exhibition Hidden Reality as the statistics are hidden from the news and the public is being hidden from the truth.





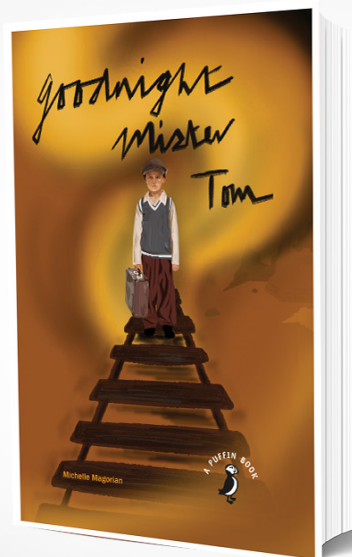
UNIVERSITY WORK - PENGUIN

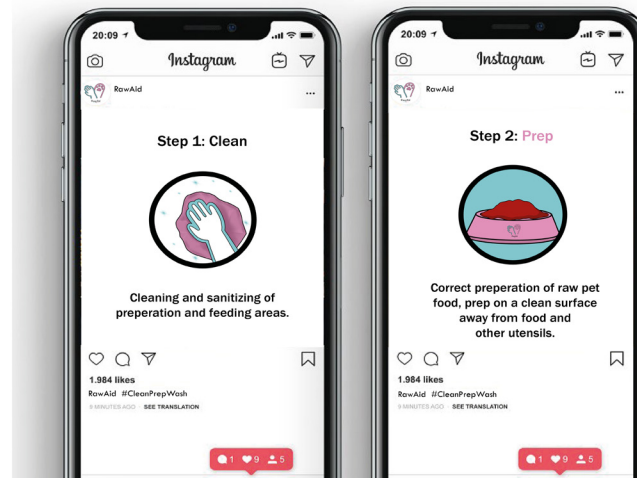
Brief:

Design one Penguin book cover based on one of the three book titles:

1. The Night Manager by John le Carre
2. A Short History of Nearly Everything by Bill Bryson
3. Goodnight Mister Tom by Michelle Magorian

I chose to do Goodnight Mister Tom by Michelle Magorian and I wanted to showcase the good instead of the bad within the book, showing William walking away from the War and his mother and walking into a happier place with Tom.





UNIVERSITY WORK - PERSUASSION

Brief:

For this project the brief was to spread awareness to pet owners on how to prevent raw meat pet food poisoning by educating owners on the necessary health and safety steps when preparing raw food.



Continued

A simple guide of the DO's and DONT's of raw feeding your pets



DO's

1. Keep fresh raw meat pet products in sealed containers on the lower shelf of the refrigerator or using a separate refrigerator to store the raw meat pet products.

2. Homemade raw meat based products for the pet intended for freezing, should be frozen straight away after preparation.

3. Defrost raw meat products fully on the bottom shelf of the refrigerator in a separate sealed container.

#CleanPrepWash



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Continued

A simple guide of the DO's and DONT's of raw feeding your pets



DONT's

1. Do not keep unfinished raw meat based pet food, do not re-freeze leftovers, and dispose of any leftovers as soon as your pet has finished their meal.

2. Do not use raw meat pet products past its 'use by' date.

3. Do not defrost raw meat pet products in room temperature.

4. Do not re-freeze raw meat pet products.

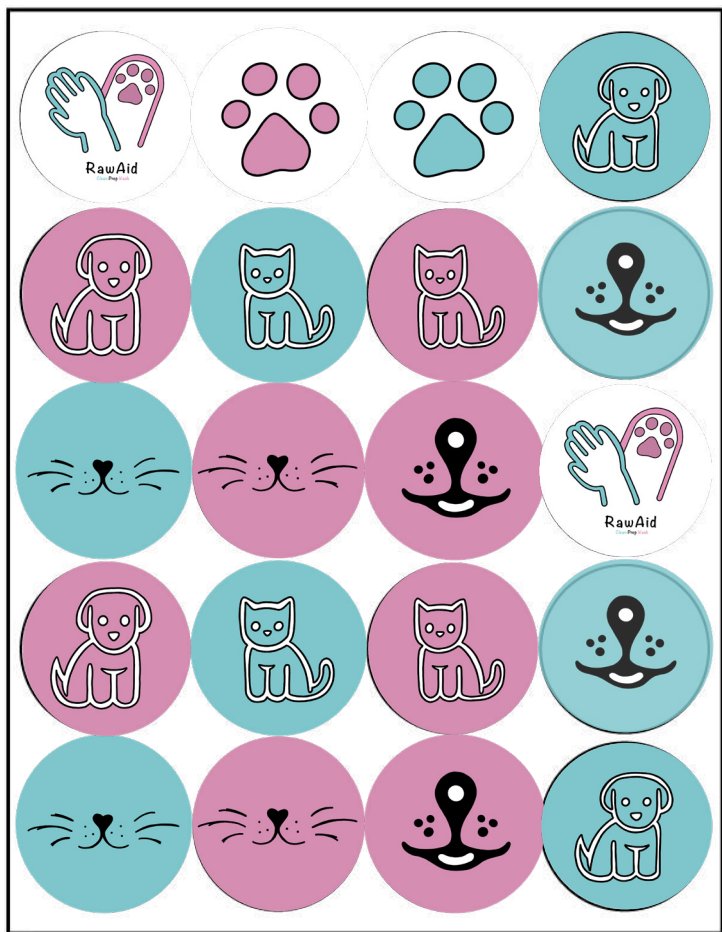
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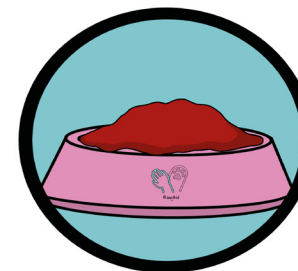
Continued

#CleanPrepWash

Educating pet owners on how to prepare raw pet food safely



Cleaning and sanitizing of
preparation and feeding areas.



Correct preparation of raw pet
food, prep on a clean surface
away from food and
other utensils.



Handwashing after food
preparations. Washing of pet
bowls with hot water and
washing up liquid.



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Food Industry Centre
Cardiff Metropolitan University
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Canolfan Ddwyliant Bwyd
Prifysgol Metropolitan Caerdydd



PERSONAL WORK

I was asked to create some animal illustrations for a clothing business. Showing a variety of type and illustrations. He wanted very basic and linear designs that were easy to identify to his consumers.

ABOUT ME

I'm Rachel Smith, I am originally from South Africa and living in Cardiff.

Email: rachsmi20@gmail.com
Blog: rachel25.home.blog
Website: rach22port.wordpress.com

I am a creative and get stuck into a wide range of things such as drawing, going to the gym and keeping up my fitness and doing make up on people for special occasions.

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Pinterest/ Blouwater
Instagram/ [@rs.graphics](https://www.instagram.com/rs.graphics)

I am the happiest when I am outdoors playing sports such as Rugby and Cricket and also being adventures and discovering new places.

I am a hardworking, reliable individual with an excellent attendance record, always well organised and able to work as part of a team or as an individual.
