

Rory Stewart

Design Portfolio

Lovetovisit.com

Graphic Design & Illustration

A tourism platform to discover & book tickets to attractions, theatres, events & experiences.

I joined Lovetovisit.com as part of their start up team as their only designer.

I have enjoyed being responsible for a wide range of design projects including working with the CEO to create pitch documents with a narrative focus, that were used to raise funding that was essential to the company's growth, to working with the tech team to produce animated simulations of the platform, including its interactivity and UI design.

Over time, the design assets required would expand to include branded visuals used across the platform, promotional materials, including a bespoke VW campervan wrap, brand documents, style guide, billboards, and service station adverts.



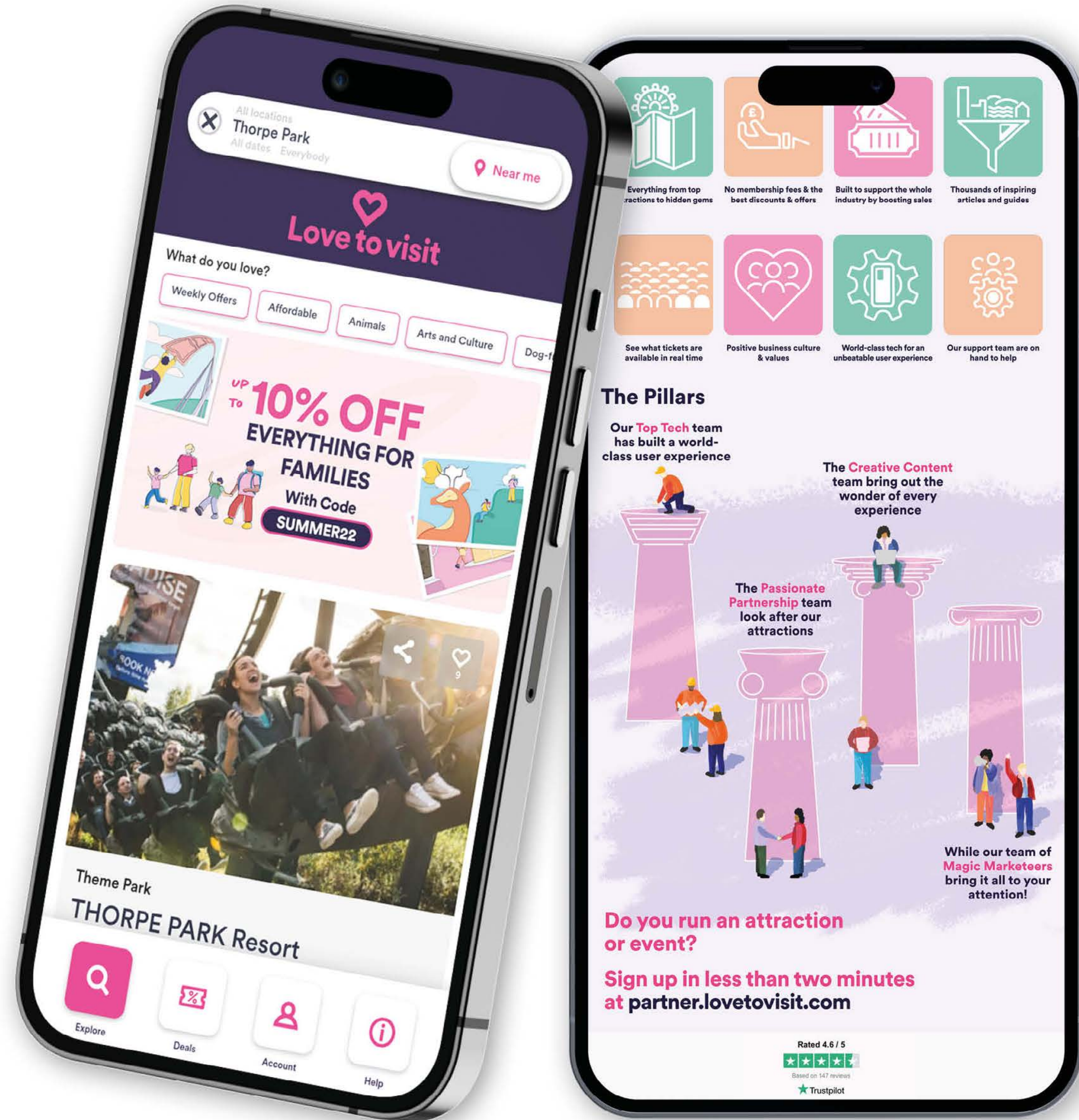
Love to visit

UI/UX Design

Much of my work at Lovetovisit.com has been centred around the presentation and animation of design assets.

A key project I worked on was producing a simulation of the booking process on the platform that was done long before the platform was live. This animation was used to attract potential investors and served as a first big step towards a live product.

This work also gave me the opportunity to design the character and behaviour of design assets, such as how the 'heart' button behaves when tapped, or how the 'Book now' button moves when scrolling.



Digital/UI & UX Design

I have also worked on the presentation for various pages across the platform including the about us page and the deals and offers page.

Each of these projects involved their own unique demands, such as illustrations, mock up designs and unique UI & UX designs.



Introduction

We built **Lovetovisit.com** to bring you the biggest and best range of things to do on one easy-to-use digital platform.

Our philosophy is, whoever you are, whatever you want to do, we'll help you find it!



Our story

Founders Fed, Georgia and Alice met at Pear Media, the tourism marketing agency Fed built over 20 years ago.

And together they had a vision...

[Click to read more](#) ▾



To build the best place for people to book things to do. A place of discovery and inspiration.

And when COVID hit the industry the time was right.

Within the year, Lovetovisit.com was up and running and going from strength to strength.

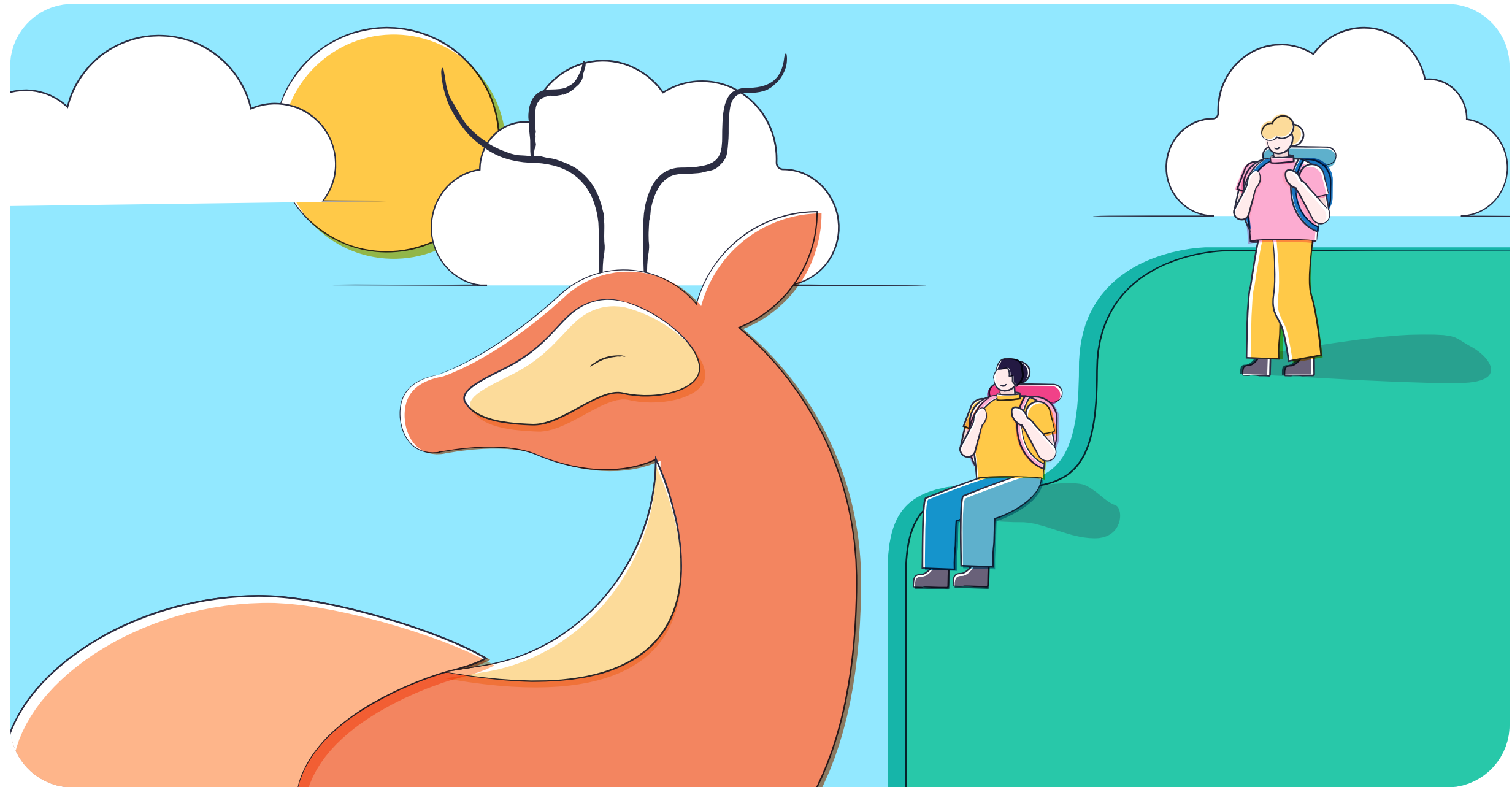
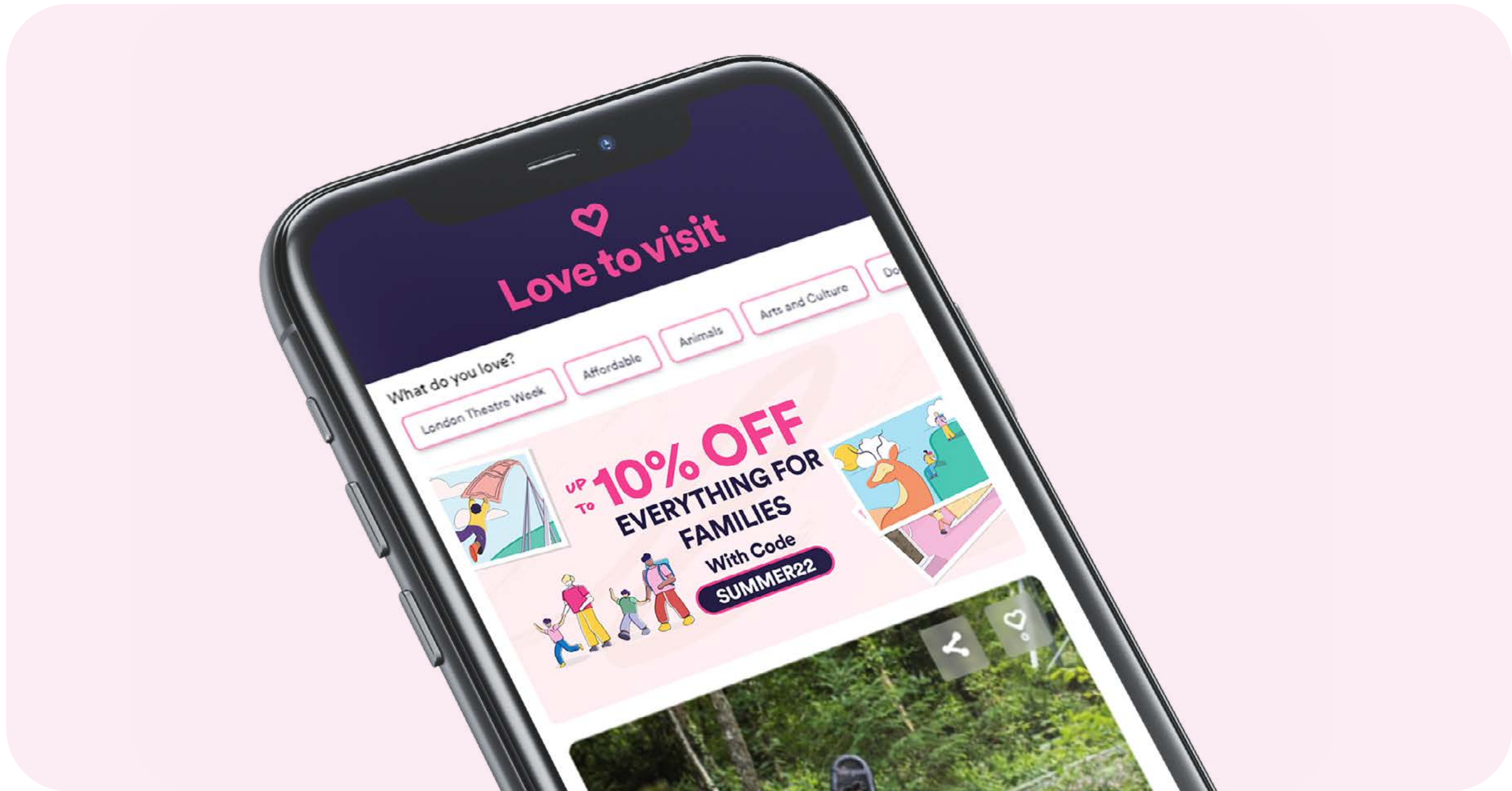
Lovetovisit.com is built for the industry, to support more ticket sales and bring extra resilience.



Illustration

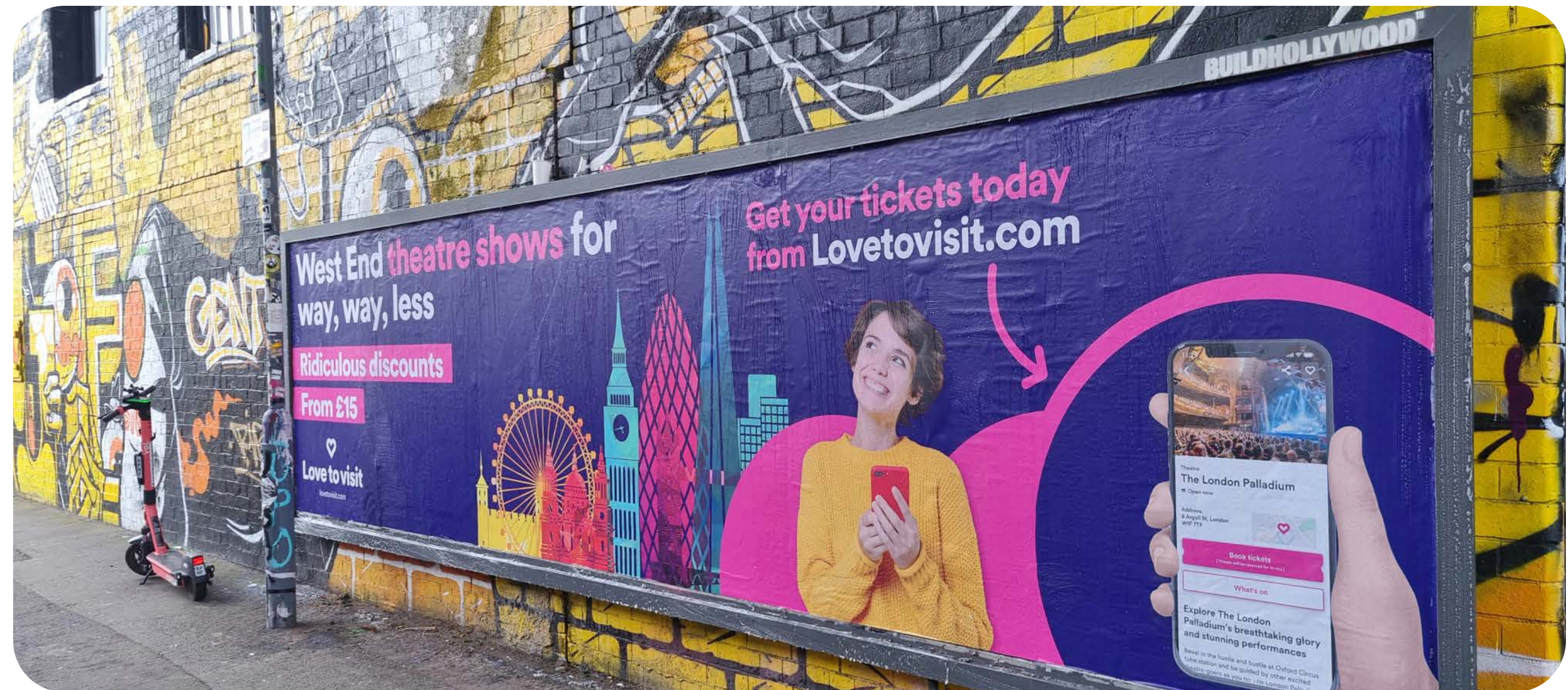
During my time at Lovetovisit.com I have also created the brand's illustrations. This has required producing illustrations for a range of filters, as well as for campaigns, advertising and imagery to be used across the site.





Print

I have also had the opportunity to take on large print projects, including a range of billboards for London Theatre Week.



Banbury Armistice

Motion Graphics

Work for Double Take Projections: Banbury Armistice (Banbury Events)

This is a motion graphic project I worked on for Double Take Projections. The projection shows the connection between Banbury and Erquelinnes, a Belgian town.

Erquelinnes was under German occupation until soldiers from the town of Banbury liberated them on November 11th 1918. Since then the two towns have shared a connection and have stayed connected for over one hundred years.

The projection shows a variety of archival footage from Banbury's photo archive, allowing us to produce a projection that is both accurate and personal to the town.





Be Bright
IN BANBURY
THIS WINTER

Remembrance Display

PLEASE OBSERVE SOCIAL
DISTANCING AND WEAR A FACE MASK

Roundland





Flutter Bye

Identity & Art Direction

A project re-framing wildlife preservation to include a larger public audience.

Flutter Bye is an inclusive environmental project that looks to reach those who may feel left out by the structure of traditional wildlife projects,

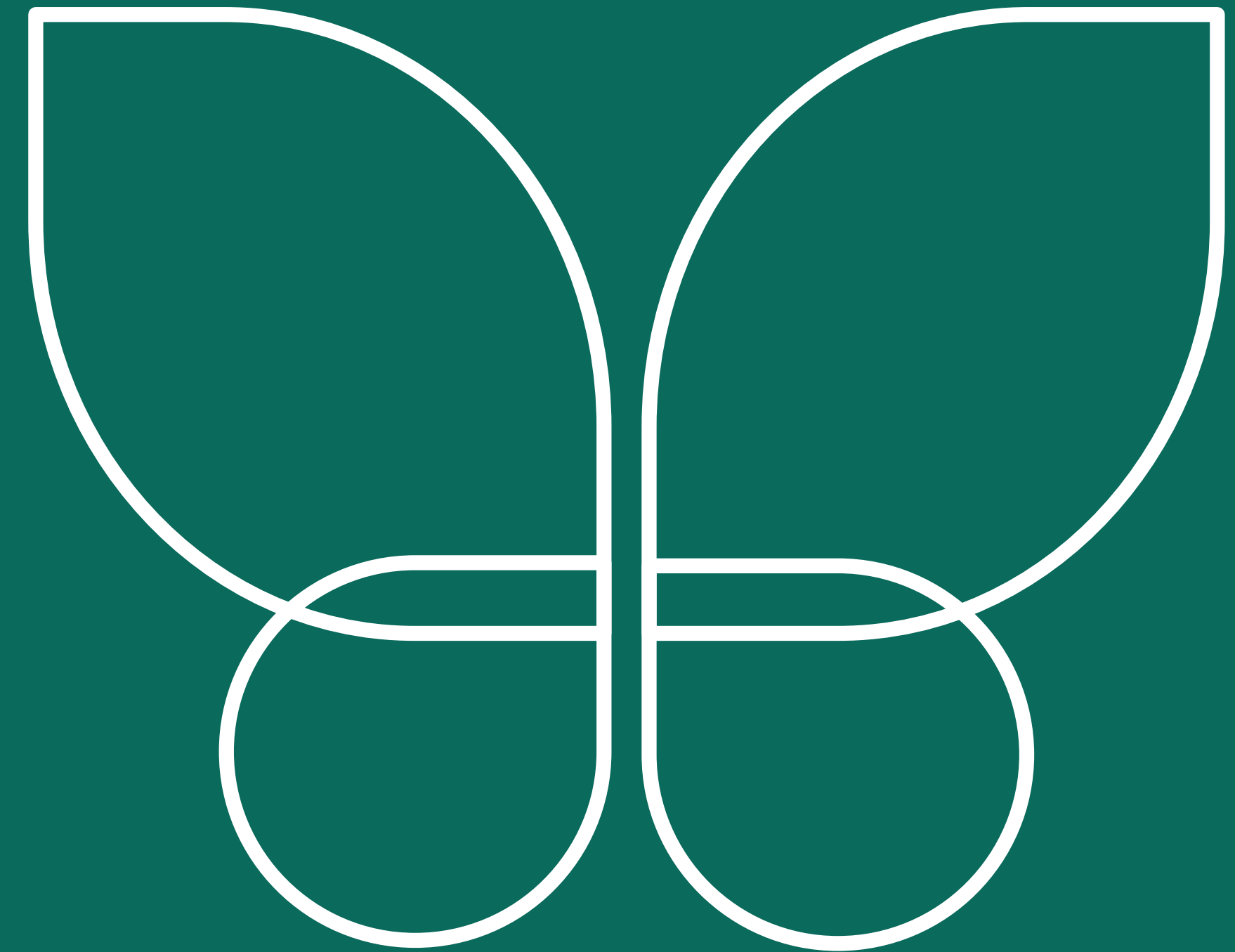
This is done by re-framing wildlife preservation to account for a variety of different lifestyles.

The project is largely focused around a kit that functions as a window box, allowing the user to grow their own plants. The kit comes with a variety of fun activities and information. Each month, new content and activities will be distributed and set up through Flutter Bye working along side local groups.

The starter kit also allows the user to sign up to a network of local environmental projects, connecting people in similar situations through environmental action.

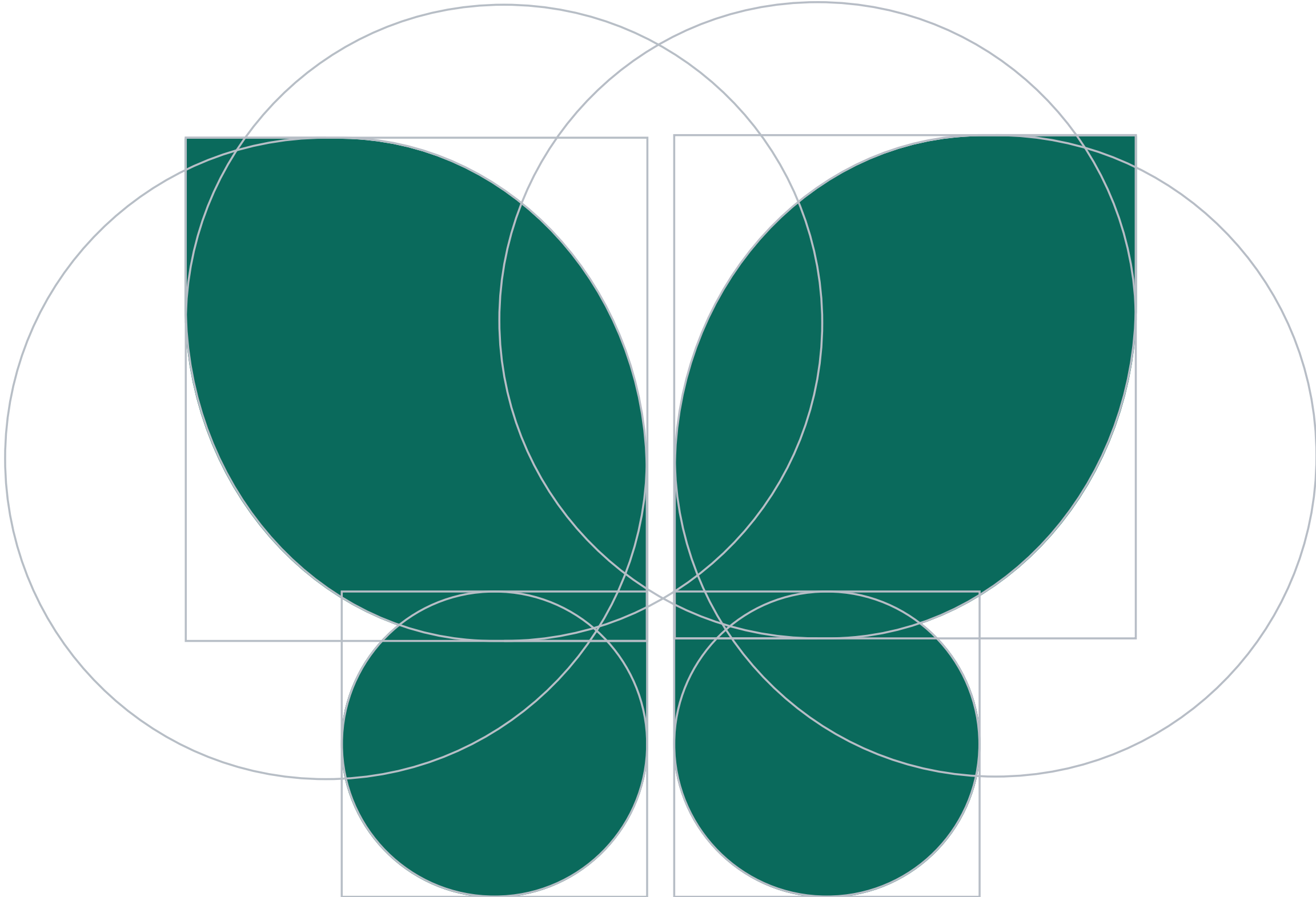
This includes specialised kits, activities, connecting projects, and structuring Flutter Bye as a gateway to further involvement in external wildlife projects.

The project was fully documented in a 15 minute video, as well as a condensed 5 minute film.



FLUTTER BYE

Butterflies are an indicator species, making them a relevant symbol for environmental protection.






SCATTER SEEDS WITH US



4 JUNE 2020
 To spread environmental awareness,
 we will be spreading wildflower
 seeds across the city of Edinburgh.
 Find out more flutterbye.co



Let the Wildflowers Grow



Seed Scattering

We've packed you lots of wildflower seeds.

We've marked a series of recommended locations to scatter these seeds. What a perfect opportunity for a family trip!

Hotel Management




Build an Insect Hotel

Everyone takes turns adding objects to the insect hotel. The possibilities are endless!

Insect hotels provide a great place for insects to nest, live and hibernate.

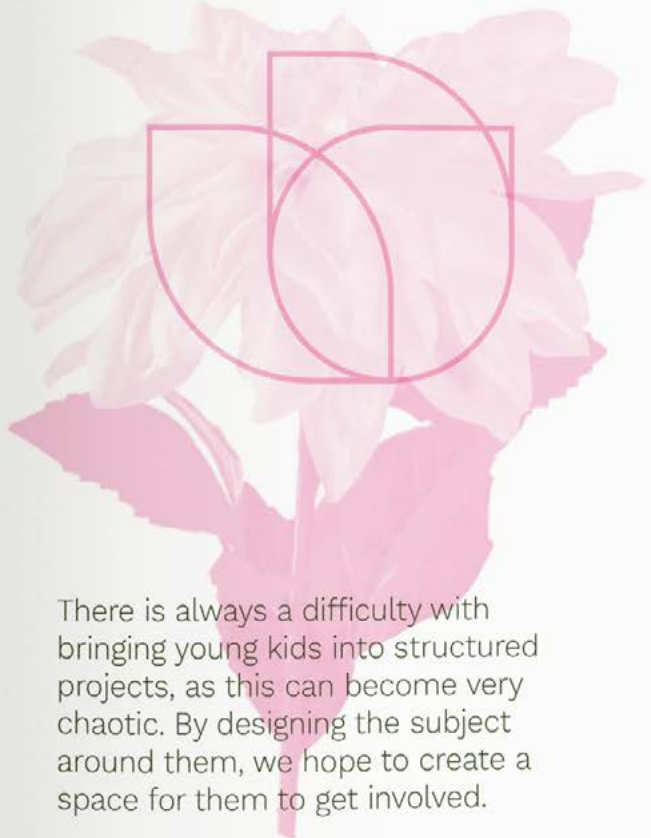
What is Flutter Bye?



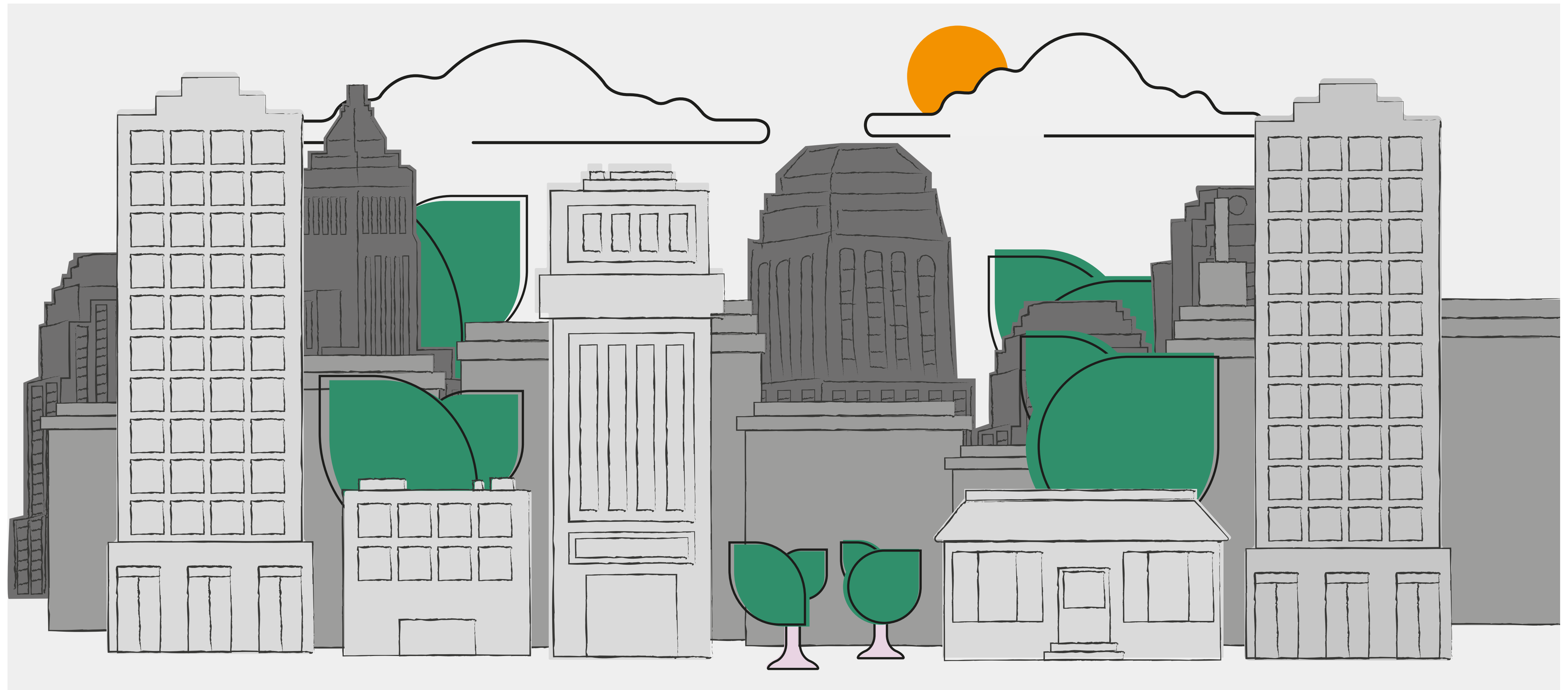
Formed out of the desire to make wildlife preservation an accessible subject, Flutter Bye is a campaign looking to get everyone involved.

We know that it can be difficult to fit green activities into a busy family schedule, so we decided to bring the outdoors to you.

Why Focus On Families?

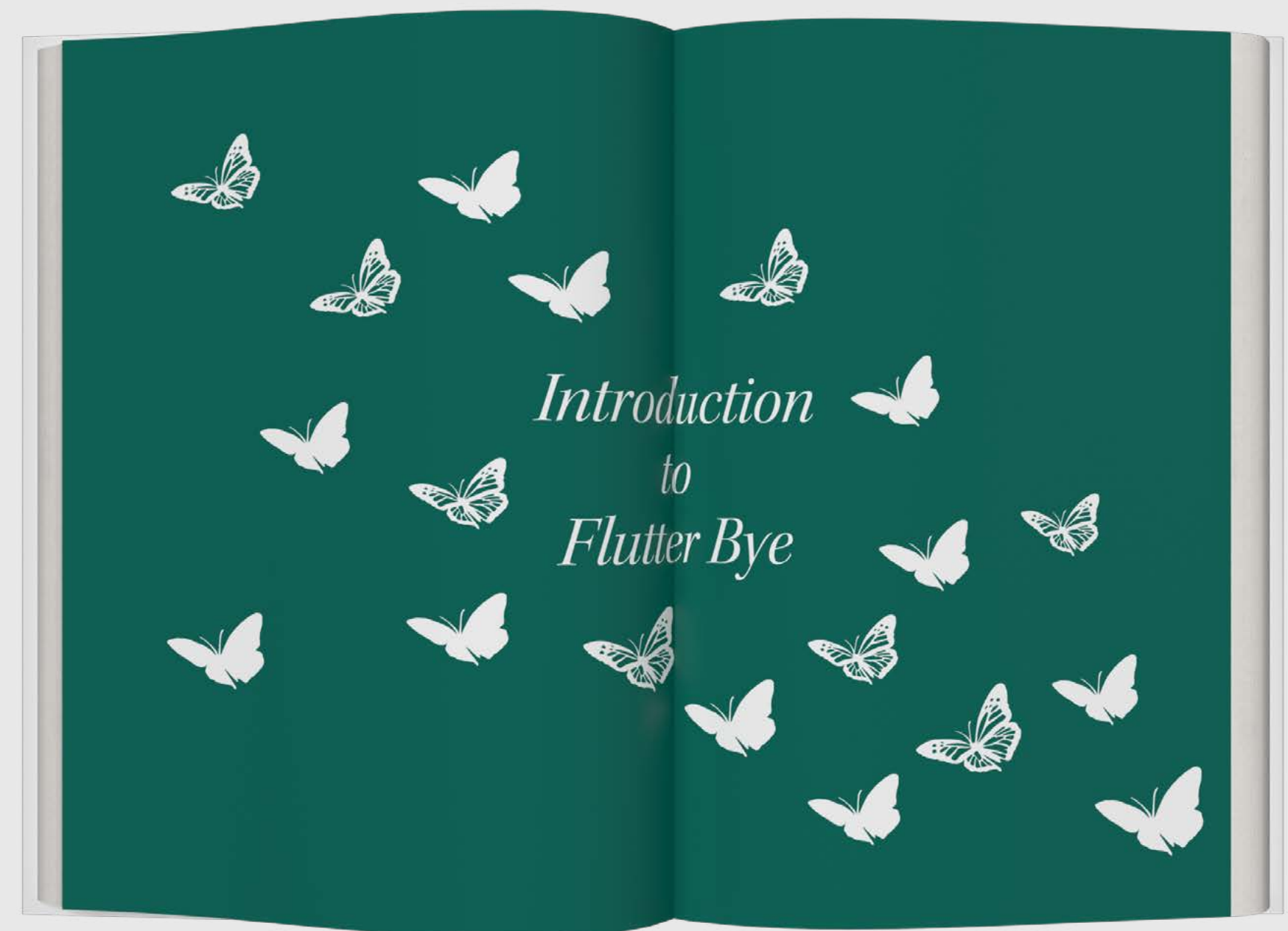
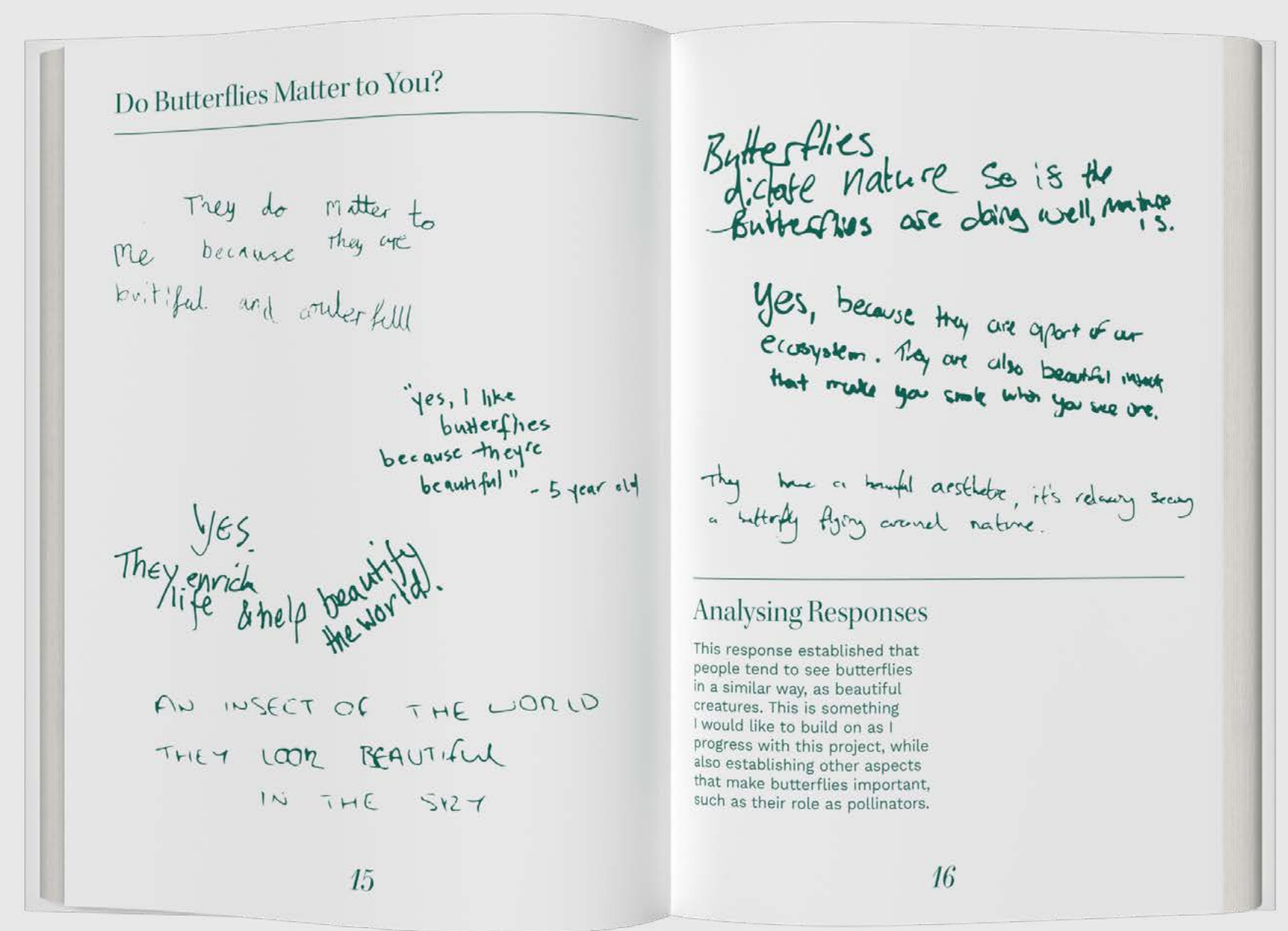


There is always a difficulty with bringing young kids into structured projects, as this can become very chaotic. By designing the subject around them, we hope to create a space for them to get involved.



Flutter Bye (Short Film)
[www.youtube.com/
watch?v=Ze8UEUVN0ks](http://www.youtube.com/watch?v=Ze8UEUVN0ks)

Flutter Bye (Full Film)
[www.youtube.com/
watch?v=xldi8LGxnzQ](http://www.youtube.com/watch?v=xldi8LGxnzQ)



Reactor

Identity & Art Direction

A record label connecting generations through music to combat climate change.

Concept for the Google Fonts/ HMCT D&AD brief

Create a typography-first campaign with both physical and digital elements to inspire your audience to discover more about the issue(s) and, where relevant, spark a call to action.

Reactor Records is a record label and environmental organization focused on uniting generations through music, with a common focus on combating climate change.

The aim of Reactor is to help establish a connection between generations through music. Our compilation of songs from the 1960's to the early 2000's presents the fights that previous generations have been through, and gives the youth an insight into great writing and performance from a different time.



REACTOR

IT'S BEEN
A LONG
TIME COMING
BUT I KNOW A
CHANGE
IS GONNA
COME

RV

PETER
GABRIEL

PINK FLOYD

JONI MITCHELL

THE
ROOTS

BOB
BOB

SAM
SAM

MARLEY
MARLEY

COCKE
COCKE

PINK FLOYD

PUBLIC
PUBLIC

JOHN
JOHN

LENNON
LENNON

ENEMY
ENEMY

Reactor Display

A B C D E F G
A B C D E F G

H I J K L M N
H I J K L M N

O P Q R S T U
O P Q R S T U

V W X Y Z
V W X Y Z

PROTEST AND

MUSIC GO

HAND IN HAND



Business Gateway

Animation

A fifteen second animation encouraging graduates to start their own business.

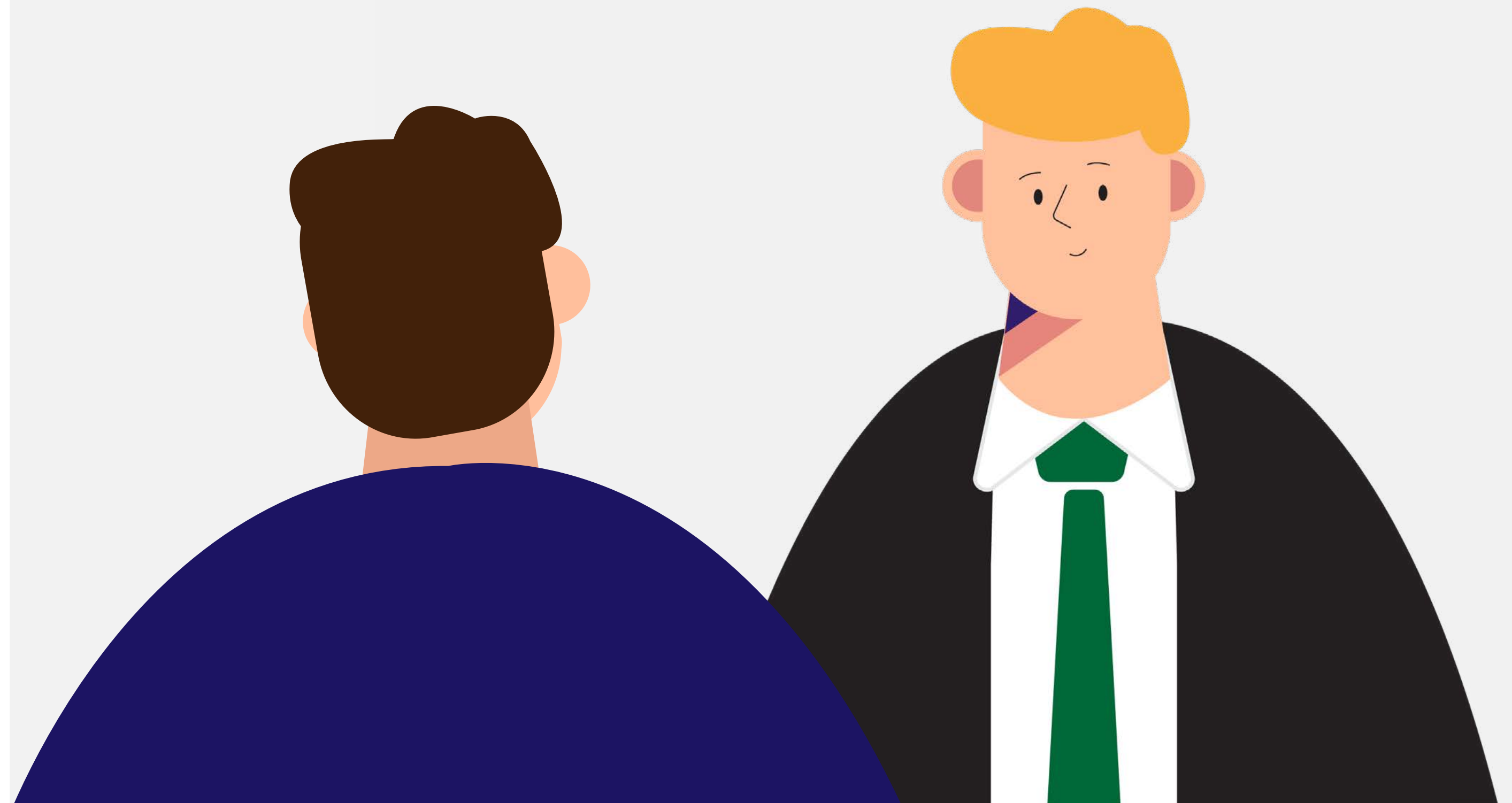
A collaborative project between Business Gateway and Whitespace. We were asked to create a fifteen second animation that would encourage recent graduates to start their own business.

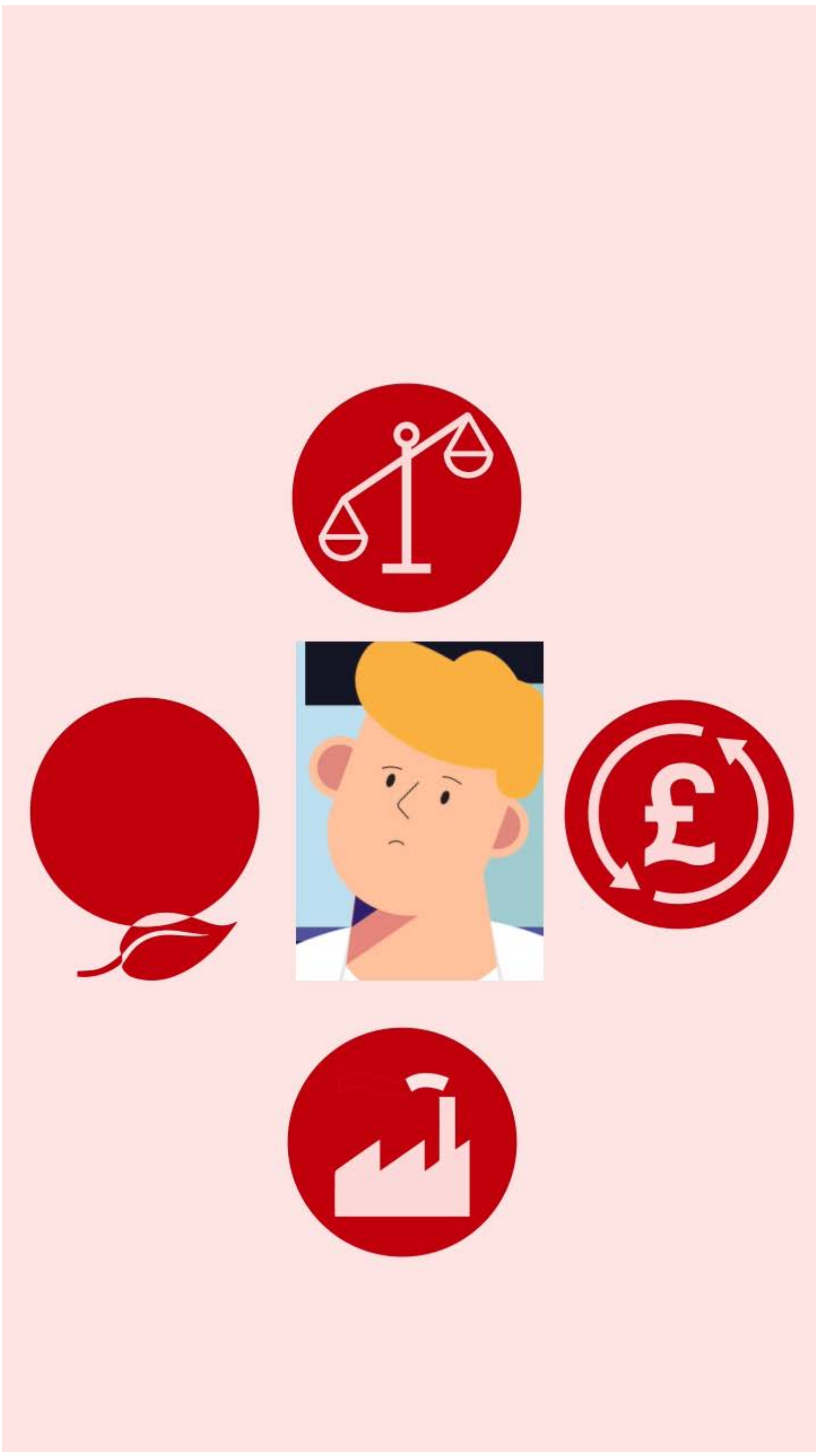
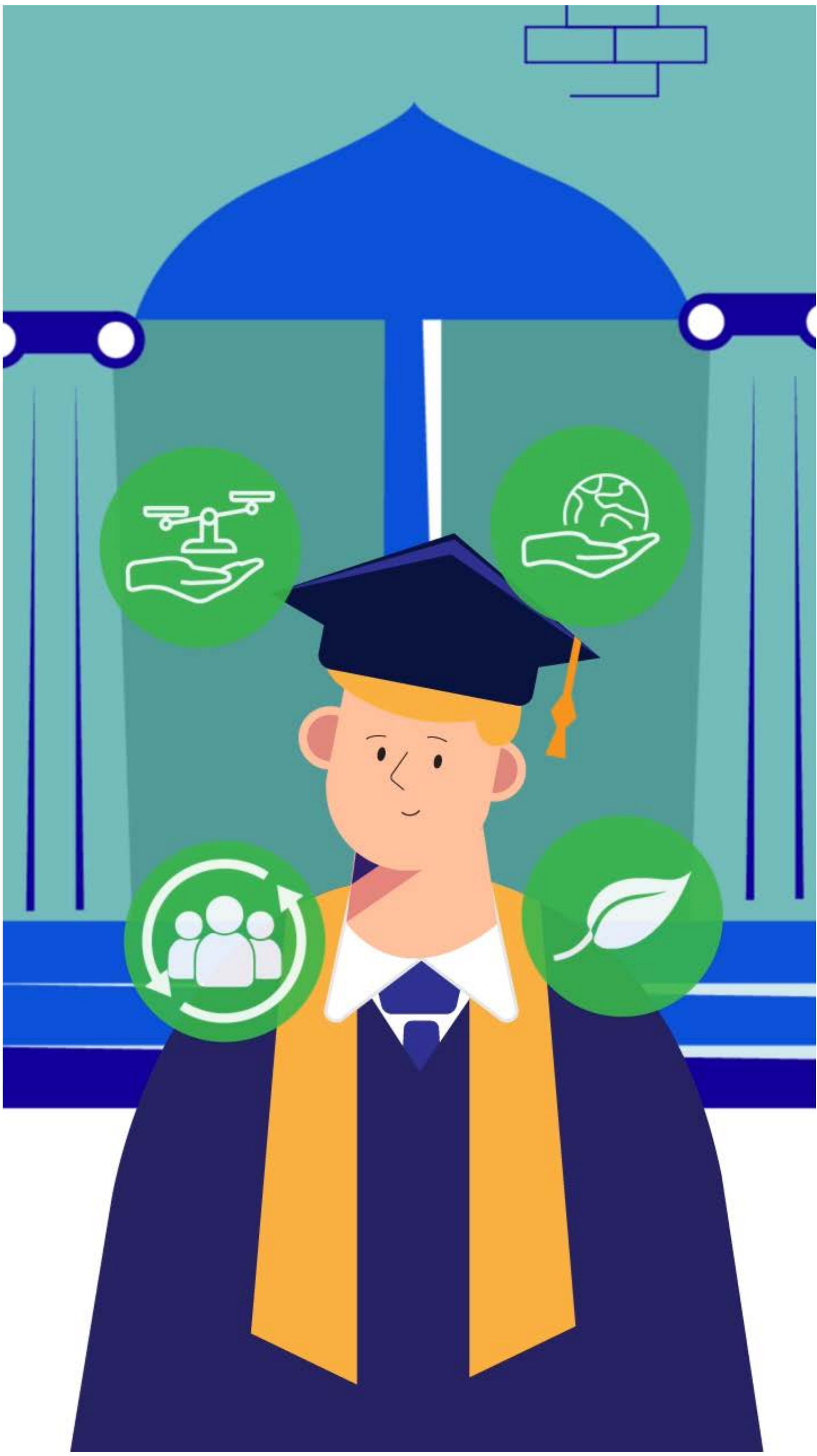
We chose to focus on the ability that owning your own business can have in relation to environmental choices such as sourcing products, equality throughout production, and the distribution of profits.

In recent years there has been a much larger focus from the public on how companies function alongside our climate and our fellow human beings. Through owning your own business, these decisions are entirely in your control.

You can find the animation here:
www.youtube.com/watch?v=_mIL08KWOB0

Business, on your terms





Mine

Typography Design

A custom typeface encapsulating the theme of greed.

“Mine” is a typeface that explores the theme of greed. It is built up of three separate typefaces that have been merged together. These are Turquoise, Copperplate, and Cottonwood Std.

To convey the theme of greed, I designed the typeface as if the letters were consuming other typefaces, without any regard for form or beauty, creating a horrible, but intriguing typeface that encapsulates greed for what it is. Ugly.



MINE

A B C D E F
G H I J K L M N
O P Q R S T U
V W X Y Z

Looking Is Not Enough

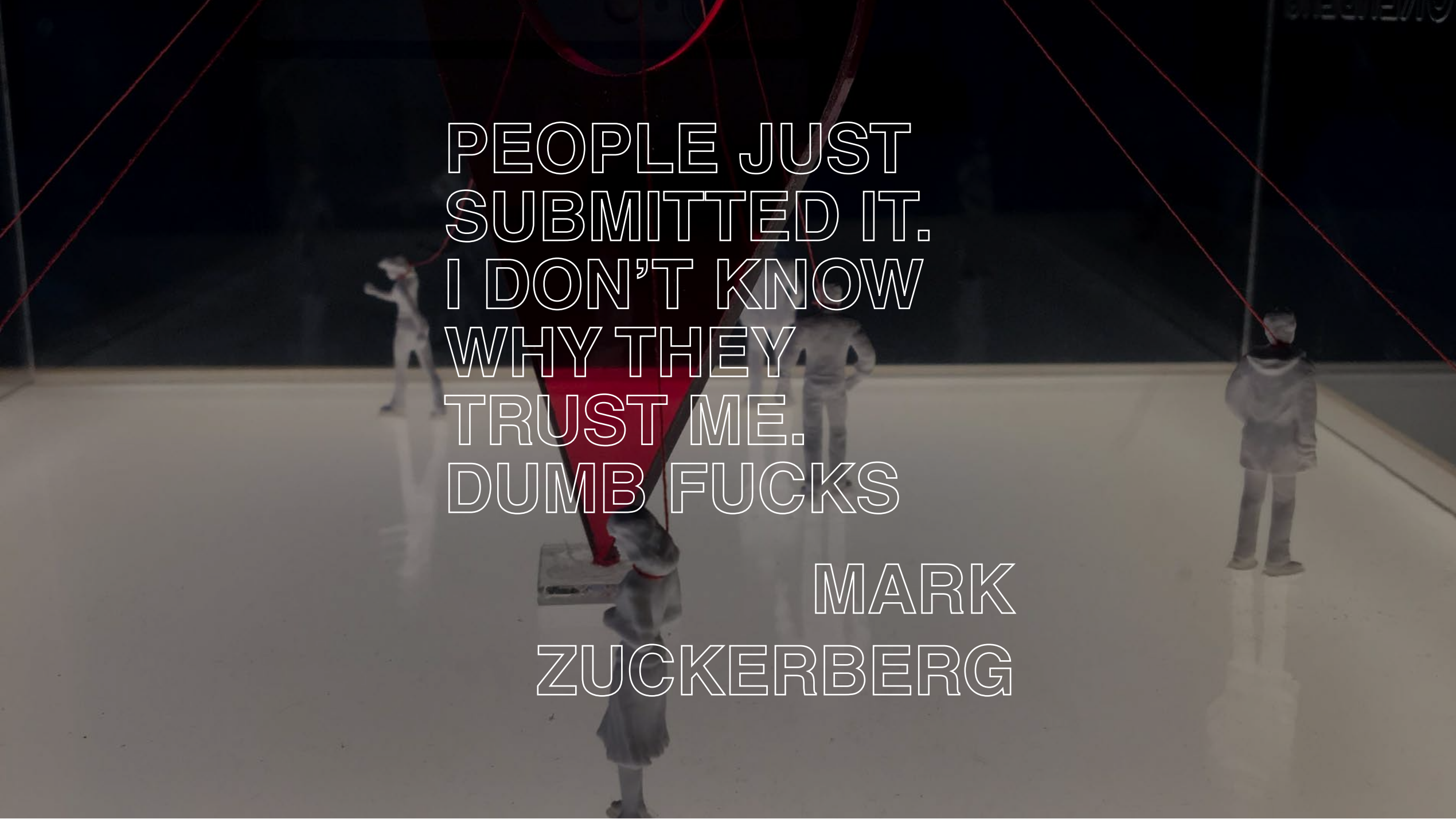
Experiential Design

A 3D visual exploring the loss of freedom in the pursuit of convenience.

“Looking is not enough” explores the acceptance of technology at the price of our privacy.

To communicate this, I created two pieces, the first as a light up display, visualising how apps and devices track our location at all times.





PEOPLE JUST
SUBMITTED IT.
I DON'T KNOW
WHY THEY
TRUST ME.
DUMB FUCKS

MARK
ZUCKERBERG



WELCOME TO THE
INFORMATION AGE

IF YOU KNOW YOU
KNOW



YOU'RE NEVER
ALONE WITH YOUR
MOBILE PHONE



GIVE ME CONVENIENCE
OR GIVE ME DEATH

Côteaux Nantais

Brand Identity

A brand identity presenting biodynamic food products to a new audience.

Côteaux Nantais is a biodynamic food company based in Nantes, France.

Our task was to rebrand the company and introduce new aspects to their process to bring more representation to biodynamic food, which has largely fallen under the radar to buzzwords such as “organic”.

Côteaux means “hills” in french, and Nantais refers to the area of Nantes, and Côteaux Nantais’ main export is apples.

I wanted to include both of these core aspects into the brands identity.

I also wanted to expand on the role that the seasons play in the production of biodynamic foods. Biodynamic food uses no pesticides, meaning that the taste of produce changes greatly throughout the year. To mark these changes I wanted to identify the brands products throughout the seasons, and use the change of season as an opportunity to celebrate through Côteaux Nantais events, sharing seasonal food with the public.





Hills



Apples



Edinburgh Zoo

Motion Graphics

Work for Double Take Projections: For Edinburgh Zoo's Christmas Nights.

This is a motion graphic project I worked on for Double Take Projections. The projection was part of Edinburgh Zoo's Christmas Nights show.

The animation shows a variety of festive scenes ranging from Santa's workshop to the snowy landscapes, towns and cities. The projection took place on the old polar bear enclosure, bringing to life an iconic space in Edinburgh Zoo.





Positivity

Editorial Design

A magazine sharing positive news coming from Cuba in 2016.

POSITIVITY. A magazine project exploring uplifting news coming out of a variety of countries, to highlight the good that's happening in the world.

I looked at Cuba, a country that, in 2016, had opened up to the rest of the world, with a key moment being the Rolling Stones playing a free show in Havana, which brought in a crowd of over 500,000 people.

While this subject formed the articles main story, I also explored a variety of smaller stories, ranging from new tourism clashing with old Cold-War laws, the imprisonment of a notorious local graffiti artist, and the documentation of local dance groups, along side the "Carneval de Santiago de Cuba"



'Today we don't talk about baseball'

Even before the official [redacted] decree, the sombre mood had begun. [redacted] Within half an hour of the news that [redacted] Fidel Castro was no more, the Fabrica de Arte [redacted] nightclub had closed its doors. [redacted]

Even before the official decree, the sombre mood had begun. [redacted] Within half an hour of the news that Fidel Castro was no [redacted] more, the Fabrica de Arte nightclub had closed its doors.

But [redacted] the most striking change in the vibrant Cuban capital was the toning down of [redacted] the volume in old city streets that normally echo day and [redacted] night with salsa beats.

"It happened very quickly," said [redacted] one of those present who would only give her first name, [redacted] Daniella.

"Our boss told the musicians [redacted] to stay home and said we mustn't sell alcohol," [redacted] said the waitress of the Richosa, a state-run bar on

"We were watching a concert by a Spanish guitarist [redacted] when cellphones started ringing and word started to spread that Fidel had died. At [redacted] first nobody believed it. Then the security suddenly told us we all had to leave, [redacted] without explanation."

Obispo Street that [redacted] normally draws tourists with a live band playing Guantanamera or classics from the Buena [redacted] Vista Social Club. "It's totally different from normal."

As it mourned the death of its [redacted] revolutionary commander in chief, Havana was [redacted] unusually quiet on Sunday, digesting the information that the "maximum leader" [redacted], the man who had launched the Cuban revolution and toppled a dictatorship only to rule [redacted] with an iron fist himself, had finally died. [redacted]

Flags were at half [redacted] mast; TV and radio stations broadcast blanket coverage about Fidel's life, and the communist party newspaper Granma had dropped its traditional red design to spread the news in funereal black.



TOURISM TO CUBA

A COLD WAR HANGOVER



Cuba and the US restored diplomatic relations last year. But several Cold War-era restrictions on travelling and trading are yet to be lifted.

A Cuban government rule stipulated, however, that Cubans could only enter or leave by plane. The restriction meant it could not take bookings from Americans of Cuban origin.

After protests by Cuban-Americans and threats of legal action, Carnival said it would have to postpone its cruises unless the entry policy was changed.

The Cuban authorities lifted the ban just over a week ago. Before the Cuban Revolution brought Fidel Castro to power in 1959, cruise ships and ferries were a common way to cross the Florida Straits.

Since Presidents Barack Obama and Raul Castro announced in December 2014 that they had agreed to mend relations, tourism in Cuba has reached record numbers.

The cruise ships are expected to bring thousands more visitors to the communist run island in the coming months, says the BBC's Will Grant. The Adonia will sail every other week from Miami to Cuba, said Carnival.

The wait in the line to exchange money at the Havana airport can stretch for hours, reservations are a must at popular private Cuban restaurants and tangerine and hot-pink-colored vintage cars ferrying visitors crowd the streets around the most frequented tourist destinations.

Tourism on the island is definitely booming. Cuba welcomed a record 4 million visitors last year, a 13 percent increase over the previous year that also was a record. And during the recent holidays the tourism stampede showed no signs of abating.

n a r i s o
m e d i n a
d a n c e
c o m p a n y



In the morning we first went to see the Community Project of Narciso Medina Dance Company. 15 to 25-year-olds perform and also teach young children. It was started in 1993 as an independent group, became part of the government in 2000. There are 400 students now. From 3 to 30. The choreographer, Narciso Medina, has travelled to South Korea, Japan, and the US (2004, NYC, Maine, Vermont, Dallas.) Recently the company has been performing an emblematic piece of Cuban dance, Metamorphosis, freely based on novelist Franz Kafka's "The Metamorphosis".

Pichação

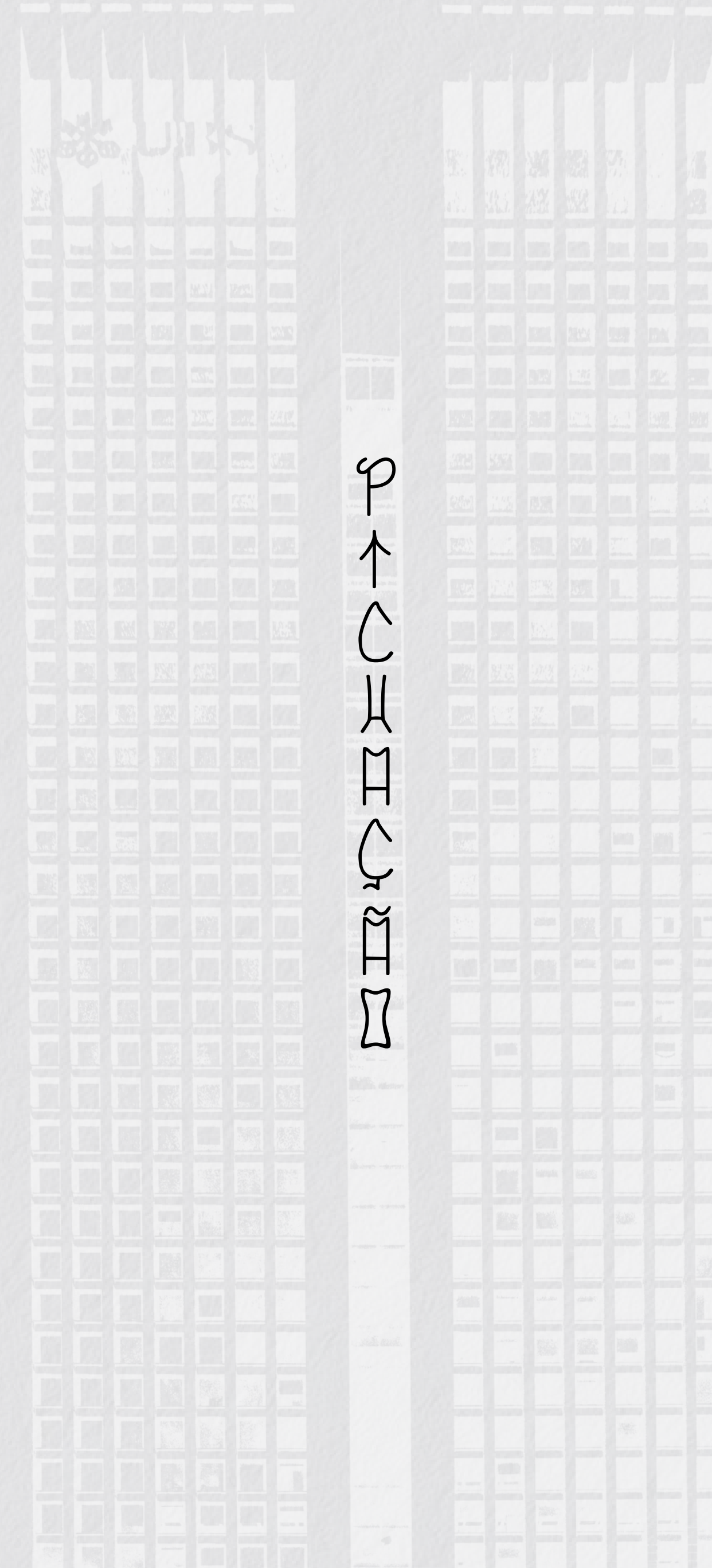
Typography Design

A typeface based on the a typeface based on the Pixação art of São Paulo.

Pichação is a South American graffiti style that has roots in heavy metal artwork and old rune forms.

I wanted to take some of the letterforms from this style and turn them into a functional typeface.

This project was a fun exploration of type design, while also being my introduction to industry standard typography software.



A B C D E F G

H I J K L M N

O P Q R S T

U V W X Y Z

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diacritics

92pt

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construction

250pt

700
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700
150
0

Showreel

Motion Graphics

A short collection of animated and film projects I have worked on.

<https://youtu.be/a6zAV8ZziwQ>

Rory Stewart
Showreel

The right side of the image features a solid blue background. In the lower half, there is a large, out-of-focus, abstract shape. This shape is primarily light blue and white, with a central area that is more vibrant, showing shades of pink, purple, and yellow. The overall effect is that of a motion-blurred or out-of-focus photograph or video frame.

Thank You

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