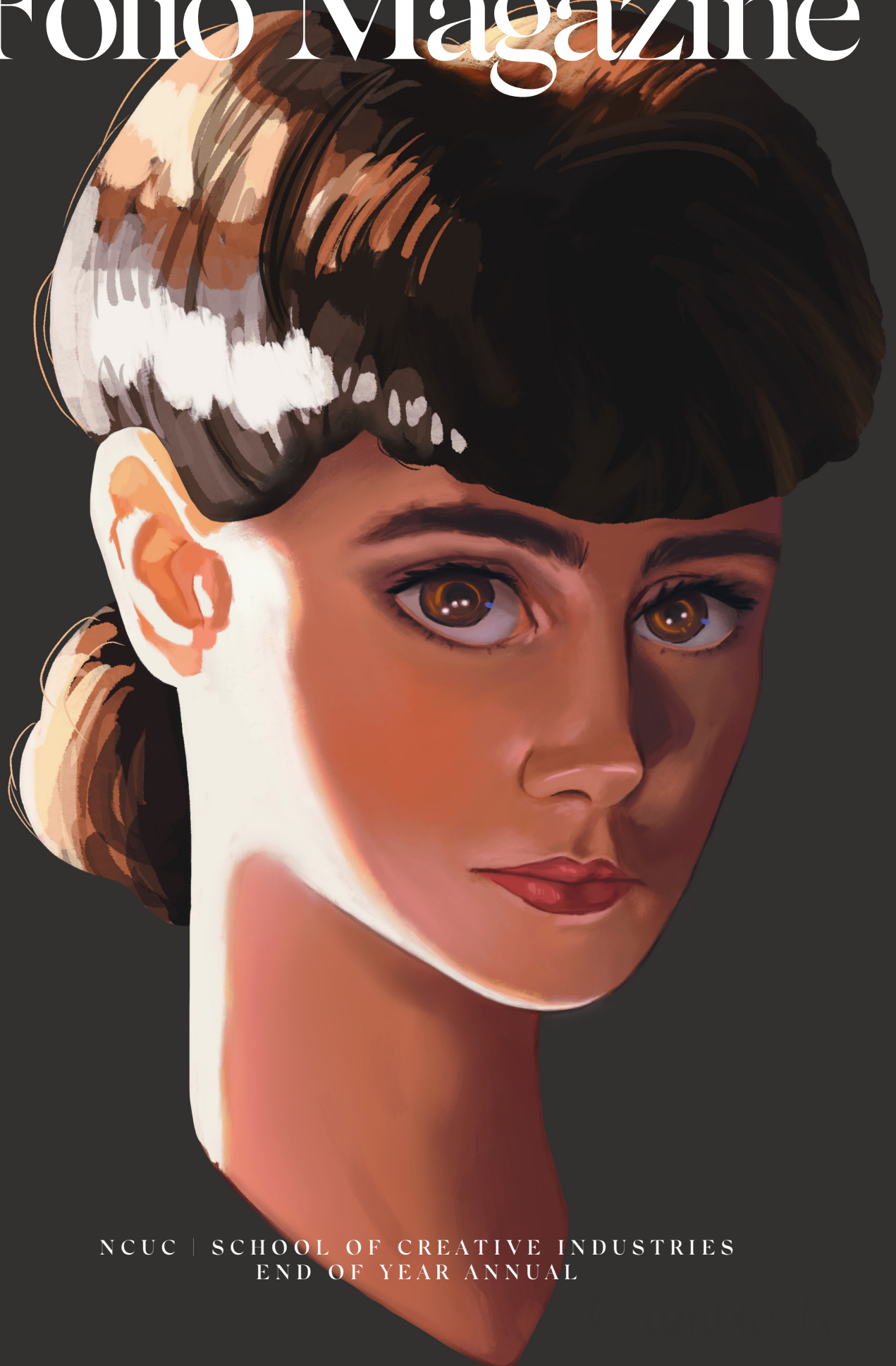


Folio Magazine



NCUC | SCHOOL OF CREATIVE INDUSTRIES
END OF YEAR ANNUAL

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END OF YEAR ANNUAL

*“Art is an
irreplaceable way
of understanding
and expressing
the world”*

– Dana Gioia

*Curated by Neil Ferry
Edited and Designed by Micky Weir*

Contents

The past two years have been very difficult for students and staff at Newcastle College. Covid 19 has forced us all to work and study differently. This issue of the Fo-Lio celebrates how we have adapted to those challenges.

Throughout three lockdowns, we have all adjusted to distanced learning, online presentations, and discussions. Partial reopening, smaller class sizes and social distancing and eventually, everything slowly returning to normal. Throughout this period, students have still managed to turn in some beautifully creative pieces of work as you will see in this edition of Fo-Lio.

This edition contains work from a disabled student who shielded for over 18 months, a student photographer who still works with physical sketchbooks, and even a soldier who came to study at Newcastle College after being shot in the Serb, Bosnian conflict.

I'd like to extend my thanks to Micky Weir and his time given to support me with this project and aiding the graphic design of the magazine, and to the staff who have helped me and countless other students.

If I could give one piece of advice to new students reading this, it would be to make the most of every opportunity and attend every lecture you can. Your three years will be over in a blink of an eye.

Fo-lio editor

Neil Ferry

<i>Becca Hieide</i>	<i>Becca Hieide</i>
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<i>Kathryn Anne Gibson</i>	<i>Kathryn Anne Gibson</i>
<i>Kev McAlister</i>	<i>Kev McAlister</i>
<i>Lauren Gilholm</i>	<i>Lauren Gilholm</i>
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Becca Heide

SUSTAINABLE FASHION

My experience in hairdressing inspired me to join Newcastle College in order pursue a career in fashion. After being in the competition environment, I wanted to create my own garments to pair with the model's hair on the runway.

Designing sustainably is very important to me as a designer, and I strive to experiment with new ways of working to reduce wastage. I am often influenced by modern architecture and historical subcultures.

Once qualified, I hope to open a small business designing and manufacturing my own patterns sustainably.

Becca Heide





Rosalynd Byass

PAINTER AND FILM MAKER

I specialise in oil paint, and also with film. I am currently investigating the border between the reality that we see, and the reality in our minds, created by our imagination and dreams. I am discovering that feelings of desire, anxiety, and shame in particular cause these worlds to be blurred.

I am heavily inspired by surrealism visually and conceptually. I am exploring my unconscious mind to learn more about myself, which helps me navigate through my mental health issues. I find it interesting that what I perceive in my mind is part of my reality, even if there is no truth within it.

I am bringing the philosophies of surrealism into modern-day through my work because I am exploring my own desires from the perspective of being a gay woman with turmoil associated with my sexuality.





Andrew Byass



Andrew Byass



The focus of my work is on bringing stories and characters to life, as my specialisms are Narrative and Character-Focused Illustration. In most recent projects on my BA Hons Illustration course, I have been taking inspiration from folktales; looking to re-imagine the stories by designing characters and narratives that break out of the old-fashioned stereotypes and ideals that these folktales have perpetuated.

I take great interest in representation, as well as indulging myself in copious amounts of detail and pretty aesthetics. My main artists inspirations come from contemporary narrative and book illustrators such as Karrie Fransman, John Kenn Mortensen, and Celia Lowenthal, but I have always been inspired by artists such as Albrecht Dürer, Gustav Doré, and Arthur Rackham. I believe these three play a prominent role in the style and aesthetics of my work.

The next big project I am looking to tackle to develop my skills moving onto third year is to use my narrative illustrations and create my own picture books, as well as keep honing my skills in digital illustration.

I am very grateful that I chose to study at Newcastle, because I strongly feel as though the support that I have gained from my tutors and peers has been a huge factor in allowing me to realize how passionate I am in visually communicating narratives and designing characters. This support has given me so much motivation and I can confidently say that my art has improved so much in the past 2 years, which I am incredibly thankful for.

Once I graduate, I am hoping that I will go into a career in illustration and live out my passions which I have always dreamed of doing ever since I began drawing.

Kathryn Anne Gibson

FINE ART

I am currently enrolled on the BA hons Illustration course at Newcastle college. Though I admit I was unsure about the prospect of picking a college over a university for a degree, I was quickly taken by the familiar and friendly nature of the area and the people.

Everything about the college is so humble and pleasant- the group sizes are small enough that there is plenty of room for one-to-one tutorials and a strong connection to tutors. The open and informal environment is perfect for allowing creativity to flow.

By coming here I feel that I am slowly spreading roots in a place with a rich art culture- between the classical feel of the Laing and the contemporary vibe of the Baltic there is an abundance of inspiration for creatives in the North East.

My inspiration stems from fantasy and fiction. My childhood was spent reading fairy stories and magical tales, laced with mystical imagery. Artists such as Yoshitaka Amano, Hans Zatzka and Kay Nielsen have all played a part in fueling my passion for art. Art that evokes emotion or inspires a story always fills me with ideas.

Now I combine as many elements as I can – whether it be traditional line art or full digital renders, to establish my own unique style, creating art whenever inspiration hits.

Post-graduation I hope to set up a small art business, selling work freelance to keep a connection to the audience. My long-term goal is to illustrate fantasy books or create character concept art, however beyond that I want to scout for some local opportunities and help keep the North East the pleasant creative hub that it currently is.





Kev McAlister

FINE ART AND DIGITAL COLLAGE

Trying to work within the parameters of not having a studio and the facilities that are available on campus automatically created its own barriers, in regards to scale of art the physical medium of what you can create due to the limitations of working from home.

This is where you need to adapt your thinking and process to spark your creativity as the medium of discussion was missing for such a large part of the lockdown. Whilst in lockdown I addressed the world around me, taking inspiration from current events and putting a creative spin to get the visual across. Whilst I also creating artworks in honour of those who would keep us safe such as the NHS and inspirational people who gave and asked for nothing back.

Before covid I created the Tin-Man to Painting to explain my disability in a visual form that could hopefully draws attention and discussion. When you have a hiding disability, you are subject to abuse because your using facilities or taking advantage of government guidelines that allow you to not mask.

My work this year and during covid speak of Death, government control, abuse, the police state and fear as a whole. This is because of the mental mind set I've become almost conditioned into. The reasoning behind this is mainly because of the fear of covid that has almost been drilled into are brains everywhere you cannot escape it. It is all-over social media tv, radio, news, sports shopping and leisure.

During the last 12 months, it has not been easy and open to discuss the good and the bad things with living with a disability even this year when I was so close to giving up with my studies. Art has always been something that kept me going but I cannot pin point the moment when I stopped using my art as an escape and seen it more as a chore or a deadline that must be completed. This became a massive concern as I could not see an end to

feeling this way, I distanced myself from my peers and tutors, and in hindsight this was most likely causing my feelings to intensify. With this in mind I started joining teams calls for group sessions but still avoiding any one-to-one meetings.

One morning on a scheduled call from my tutor Will, I decided to answer and this was the beginning of the starting to move forward. Although it took a few weeks to get motivated to the point of working of being able to work on my projects, the calls with Will enabled me to discuss my ideas with no pressure or any urgency in getting back to creating work.

His calls were extremely valuable to myself, I'm a very strong-willed person and I understand the reasoning around this stagnant approach to my art work. With this mind I knew there would be no support out there that could fix the circumstances in which I have had to adapt, but talking with Will about my ideas and his thoughts around them sparked the creativity within my brain, I still, however, had to do the final part and put that into practice.

Would I have opted to leave the course and pick up in September 2021. Without Will's calls there is a high possibility that would have happened, I had been advised to do this by family members who could see how not being in the studio was affecting me personally. Long-term if I had taken that option, I don't think I would have returned as I would of taking on more hours from my employer.

I still have the same mind-set that I had during my stagnant time but at least my creativity its back to 100% and I'm willing to break past the slump and I'm improving mentally on a daily basis.

Kev McAlister





Lauren Gilholm

WILD LIFE AND FOOD PHOTOGRAPHER

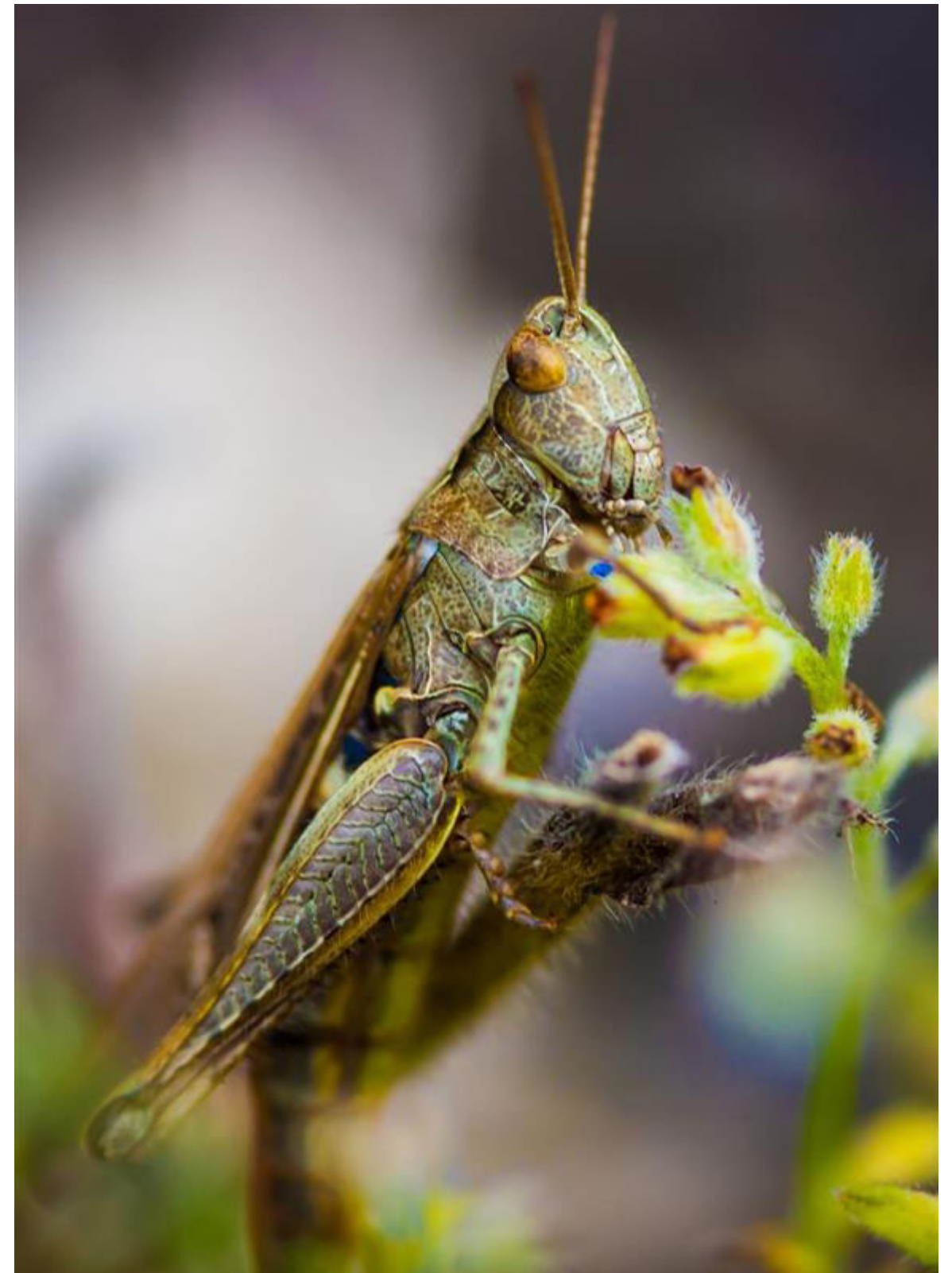
Most children become interested in taking photos during their childhood. I was the same. After being given an Olympus E-PM 1 I quickly found my passion. The lenses I was given to accompany that camera helped me find the interests that have remained to this day. I viewed my 24mm as my 'macro' lens, leading me towards insects and flowers. I used my 135mm as my 'bird' lens, the longest reach I had 8 years ago. These lenses formed the foundation that I later built upon, allowing me to upgrade my equipment as I progress.

I now shoot with a Canon 7D Mark 2, 10-22mm, 24mm, 60mm and 100-400mm.

Where I've been interested in animals and insects since I was young, my fascination with food and products has recently come to the forefront. I began working for The Running Fox Café in Northumberland at the end of 2020, and I've had the opportunity to shoot some beautiful local products and truly exquisite food.

Having a job you love doing is something special ... But being a photographer is something else! With the fields I specialise in, I get to try delicious food from all over the world, get to meet animals with such vibrant personalities, and have the most amazing experiences!

laurengilholm.co.uk
instagram.com/laurengilholm





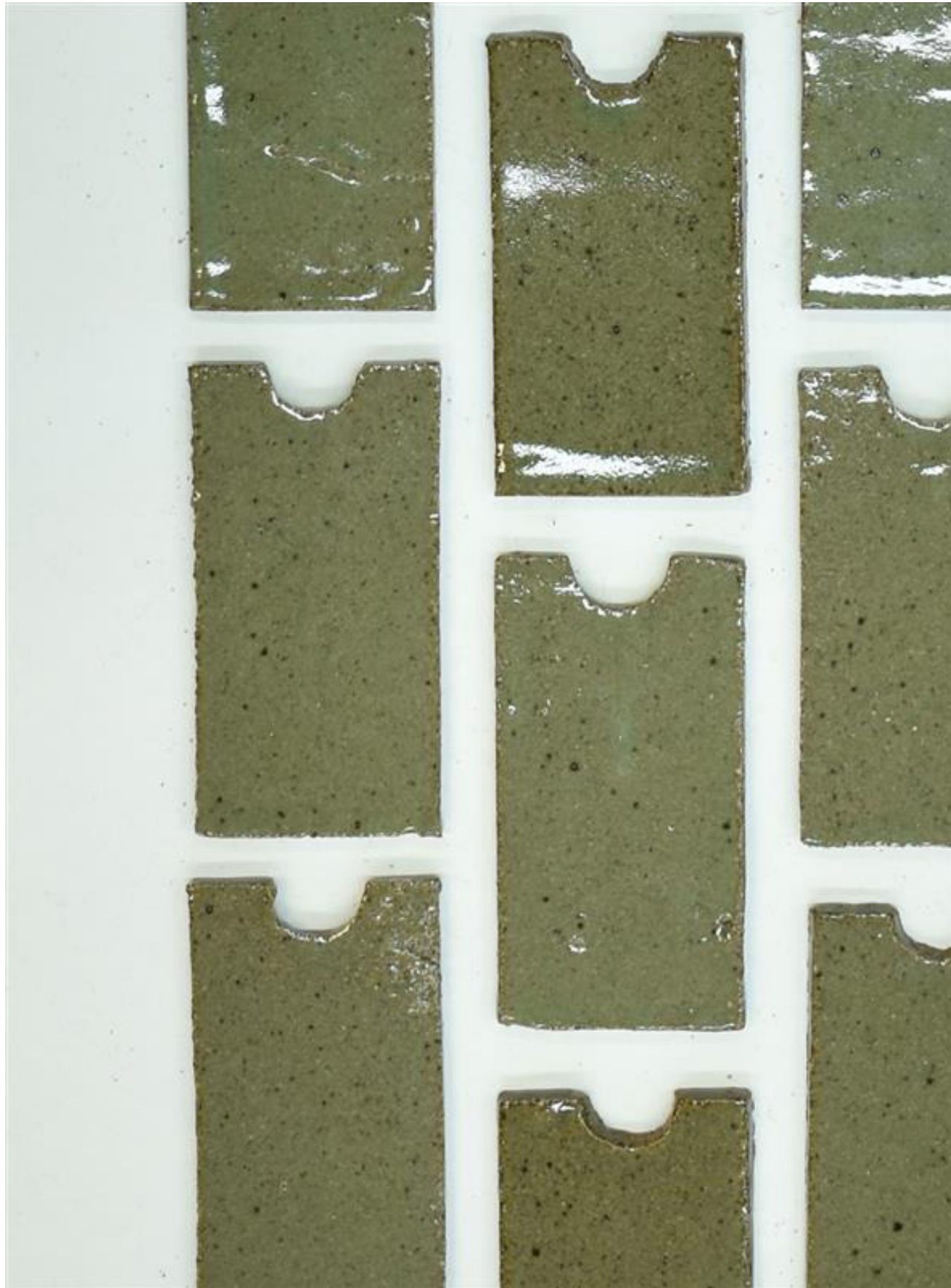
Matthew McFarlane

ILLUSTRATOR AND CERAMICIST

I have been in college for over four years and I have recently graduated from a BA in Fine Art. I am interested in cultivated landscapes, site-specific response. I share my time at the family Allotment.

The works I've made this year and last can be described as between artifice and the organic. I produce charcoal drawing and ceramics. The first piece I created last winter was a series of ceramic tiles. An encapsulated shape indicating passage of time, sun or moon though not necessarily the 'artists view'. Essentially, the structure which the artist occupies whether a shed or greenhouse. Having an ability to cross-over to the viewers own establish of space, even if that is dream or desire.





Tianna Gray

ILLUSTRATOR

I am a 22-year-old student illustrator currently entering my 3rd year of my BA Honours Degree in Illustration at Newcastle College University Centre.

I decided to pursue a career in the art industry after taking it up at college to help with my mental health; I discovered that it not only kept my anxiety levels down but it made me incredibly happy too!

Since starting my degree I've found that I love to work in specialisms such as: publishing, editorial and product and packaging, but I am keeping myself flexible in order to gain as much experience and as many skills as possible!

facebook.com/tiannagrayillustration
[Instagram.com/tiannagray_illustration](https://instagram.com/tiannagray_illustration)





Micky Weir

GRAPHIC DESIGNER

I have been involved with Graphic Design for many years before Newcastle College. I began by teaching myself how to use Adobe Photoshop when I needed promotional material for myself as a DJ. I then began to create Posters for my club nights, which turned into jobs for other people in on the club music scene. Later developing into Logo Design and Social Media Content.

For a long time I worked in retail and hospitality and although I did find this satisfactory I always had a longing to be creative, and found myself frustrated without that outlet. Eventually with a little nudge from loved ones I made the decision to back-up my self taught skills with a degree. Which meant going to universality as a mature student.

I have worked on lots of projects with most of them still having a link to the music industry. For my final year I worked commercially for a local clothing company as an unpaid intern. As well as carrying out client work for a music producer and friend. Although the internship was unpaid I learned many valuable lessons about working in industry and with clients. I gave myself a head start on failing fast and figuring out how to identify red flags. It is important to be able to explain to a client why design decisions are made and instill trust with them. I was proud to have designed compositions that were commercially realised and released into the real world.

I also challenged myself to developed traditional skills in Hand Lettering and Calligraphy, which contrasted the digital design that I felt comfortable with, and often fell back into.

behance.net/mickyweir
[Instagram.com/mickyweir.blog](https://www.instagram.com/mickyweir.blog)







Out Now
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Micky Weir



DOG SOCIAL

SUNDAY 24TH OCTOBER | 11AM - 6PM

TYNE BANK BREWERY

WHETHER YOU'RE A DOG LOVER OR A DOG OWNER IT'S A CHANCE FOR YOU TO SOCIALISE AND HAVE FUN WITH AN ARRAY OF POOCHES IN A SAFE AND RELAXED ENVIRONMENT.

DOUGHNUTS | COFFEE | NACHOS



X



375 WALKER ROAD, BYKER, NEWCASTLE UPON TYNE, NE6 2AB

Kim Bainbridge

PHOTOGRAPHER

Both my parents were travellers. My father loved exploring the unknown while my mother enjoyed the luxury kind of holidays. Before I was 17, I had seen most of Europe in both ways, so it came to nobody's surprise that I chose the adventurous path in life.

I joined the Royal Dutch army in 1996 and became the very first female to serve with the engineers and quickly became everyone's little sister. After my first mission serving for SFOR in Bosnia I changed career and became an ambulance driver with the medics. This turned out to be a very boring job, so soon after I passed the training, I changed to be a transporter of dangerous goods for the infantry. I was sent to Bosnia for the second time. I was caught in a fire fight and was hit by a ricochet just underneath my helmet. It had broken my skull in five pieces and after being in a coma for nearly three months I woke up with my left-hand side paralyzed. Slowly the swelling in my brain took off and regained mobility, however it took the best of two and half year to fully recover. It was time to really follow my dreams, so I booked a ticket to Asia to backpack around for a few months.

A few months became a few years. Whenever I was running low on money, I worked as a Holiday representative on campsites across Europe to be followed by more adventures. It was on a campsite in Switzerland where I met Jeff and for a few more years we maintained the life on the road. In 2017 we got married and settled down in Newcastle. For the first time in twelve years, I stayed in one place. I had taken thousands of photos and finally had the time to have a good look at them. The pictures brought back the good memories, but they did not show how I remembered it. The colours were wrong, and the light was not even close to the real thing.

I began to learn about photography which soon became

a hobby. After a few online courses, I joined an in-class course. My hobby became an obsession and was convinced that I wanted to become a travel photographer. With encouragement from my tutor and husband, I applied for the BA photography course at Newcastle College which I started in 2019.

I expected to learn about compositions, techniques and how to use different kind of equipment but it turned out to be much more than that. Even though I was not interested in the history and the “arty fart” part of photography, I engaged with all the modules and enjoyed it immensely.

English is not my native language, and the Dutch have a different approach of saying and doing things. This created some friction between me and some classmates at times, but I have learned so much from them. Seeing other students ' work makes me often doubt my own work. They are much younger and have a different view on things which makes me often think, “why did I not think of that”. I am not nearly the best in the class but work very hard and try to be so.

I thought about many areas of photography, from travel to landscape, wildlife, architecture, still life and I even considered teaching. My passion is still traveling but the Covid-crises made me realise that I must be realistic and must choose a sensible occupation. Now my mind is set to follow commercial still life photography. This is still a broad concept as it includes architecture, product, lifestyle and food photography, however I have something to focus on when the third and final year will start this September.

As for the pictures of my traveling time, unfortunately I have to go back too all 74 countries and shoot them again...







Anna Jeffries

SKETCHBOOKS

Displaying work in a sketchbook for me means I have a way of contextualising my ideas and really bringing each thought process, from beginning to end, to life. Throughout the process of physically documenting my journey through each theme I can discover new alternatives, as carefully illustrating each page gives me time I otherwise wouldn't to apply more thought to what I am creating.

My sketchbooks document the work but also in a way are an unintentional reflection of everything happening that day. Some pages are full of colour, whereas some are just black and white. This documentation process is essential for artists.





Title of Work (2020)

Andrew Walker

PHOTOGRAPHER

Much Love is a documentation of Andrew's own personal struggle with depression in the months following his 22nd birthday – the difficulty of accepting responsibility for himself and his actions, coming to terms with adolescence, seeing himself for what he is and learning to love himself once again.

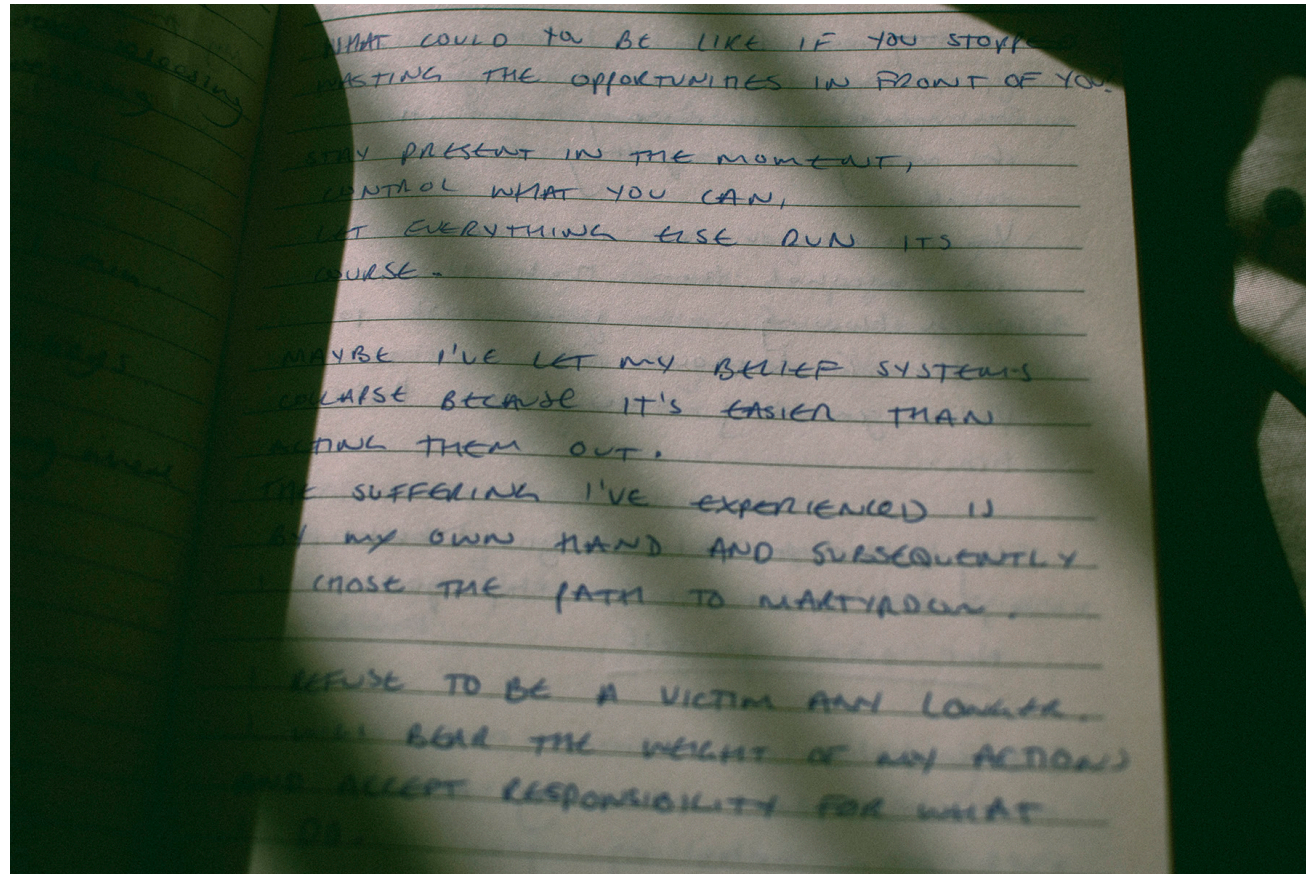
This project is dedicated to the family and friends who offered unconditional support through these difficult times, without whom Andrew would not be here.

Andrew hopes that anyone viewing this work can take some semblance in the fact that when life seems hopeless, it will always return to a state of equilibrium. It is about appreciating the little things in life, loving oneself and those who love you and not forgetting you will never be in it alone.

andrewjameswalker.co.uk/much-love

Andrew Walker





Traditional Photography

PERIOD PHOTOGRAPHY

Traditional Photography is a two-person team comprising of photographers: Jonathan Keys and Mandy Cook. We specialise in pre-digital Photography, using period-analogue cameras and chemical processes developed during the period between the 1840s and the 1990s. We work with photographs taken on glass or large format cameras as well as producing hand-coloured or black and white prints which are processed in our darkroom. We also use and process colour film. There are over 300 million photos uploaded only to Instagram every day. Most of them end up on hard drives never to be seen again.

At Traditional Photography we believe in creating tangible value. Hand-crafting vintage photography for those who dare to think differently.

Each photo is prepared with respect to traditional formulas, spiced up with passion, and garnished with love.

We don't want to turn back time, but we can counteract the arbitrariness and short life of the media with something valuable and permanent: for example the collodion image with real silver.

This so-called wet plate photography, which Frederick Scott Archer launched in 1851, was similarly ground breaking to the digitisation a good 130 years later. It is a process which can best be described as "polaroid's on glass".

E FORMATS

Large format is more of a film based photography as most people know of typical. Popular from 1920s-1990s These are taken on single sheets of film ranging from 5" x 4" to 10" x 8" sizes - The larger the sheet of film used, the earlier the feel and look of the picture.. This type of photography is still considered the highest quality one can get... The detail from the film is truly remarkable !

Traditional Photography are based in the North East region of England and can travel to any UK destinations to work on commissions.

Jonathan Keys and Amanda cook are both part of the Traditional photography

traditionalphotography.co.uk
instagram.com/traditionalphotography72
instagram.com/photographynewcastleupontyne







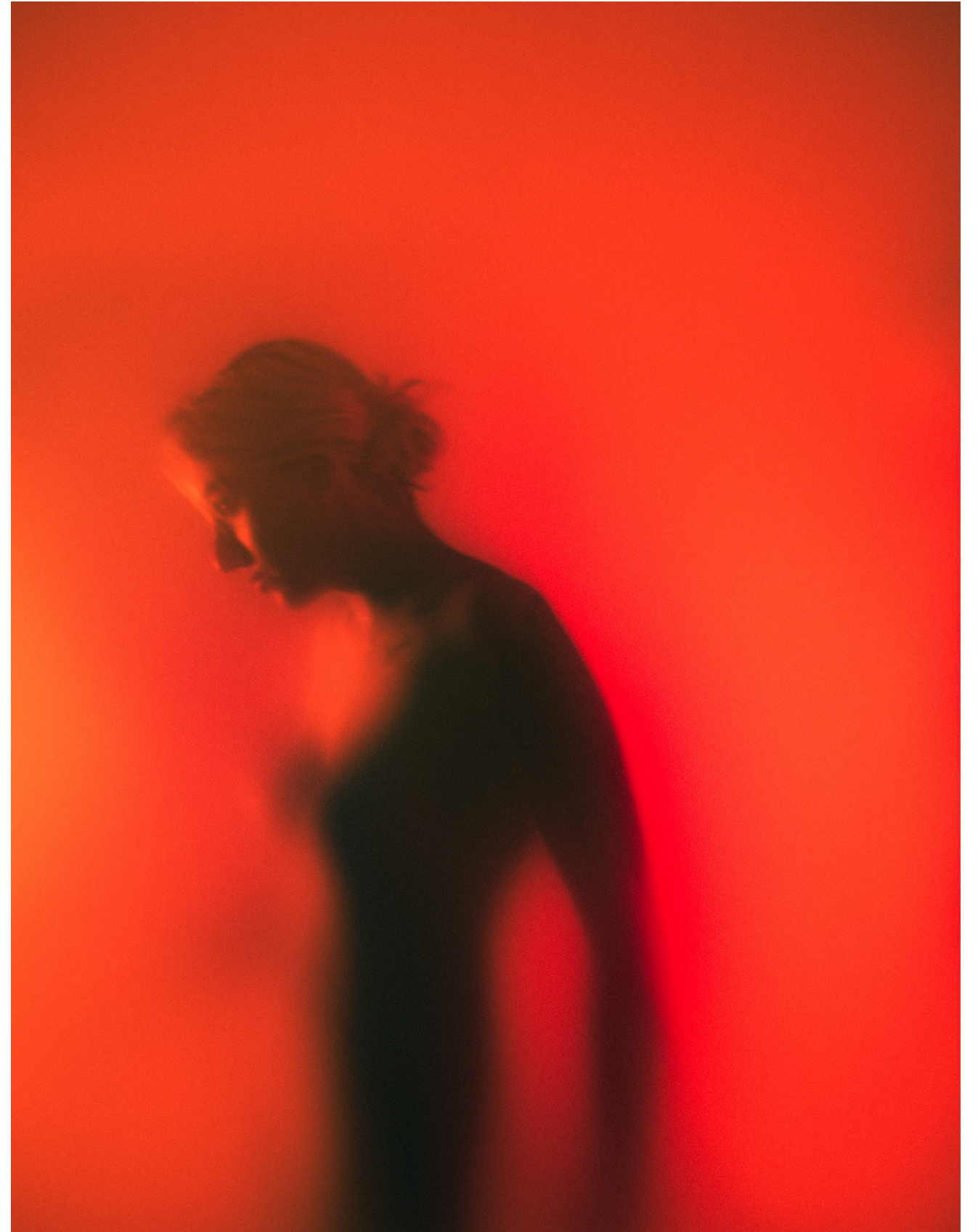
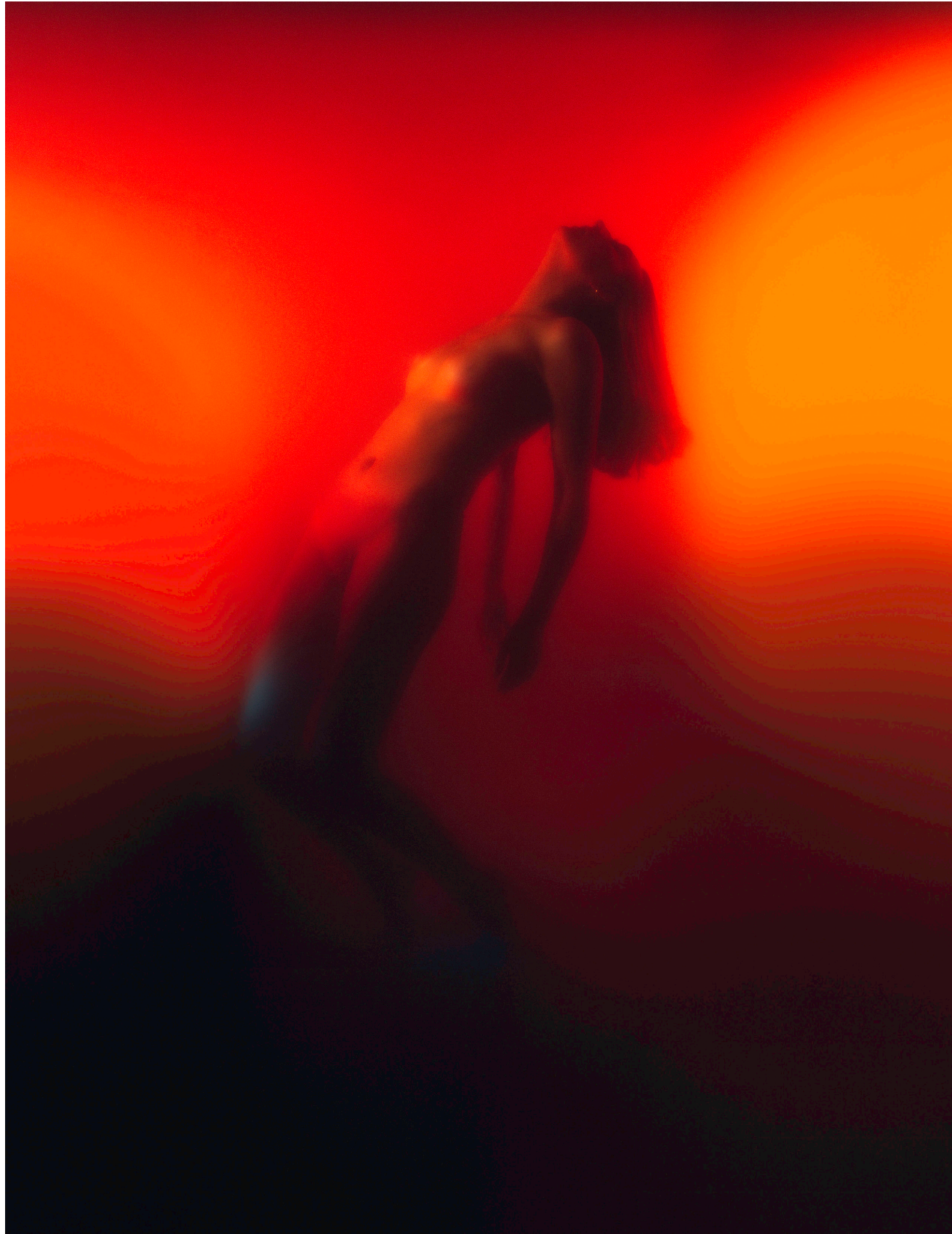
Sophie Robson

PHOTOGRAPHER

I am a 2021 graduate from Newcastle College with a BA (Hons) in Photography. An early interest in art led me to a passion for photography. I enjoy capturing people and scenes from backgrounds and situations I recognize from my own life, and the beauty I have always perceived therein. I am interested in the human form and the affect of contemporary world issues on the body and mind.

saintsophie.com
[Instagram.com/saintsophie_](https://www.instagram.com/saintsophie_)





Phoebe Kate Rogerson

ILLUSTRATOR

Hi there! My name is Phoebe, you can find my art work on instagram @fumble_bee. I have a passion for illustrating scenes, items and people which I find comforting and are full of fantasy! I often illustrate item collections, different character designs and animals. I always strive to improve my skill level and hope to one day create illustrations for children's books or products such as packaging and merchandise!

When I attended Newcastle College I was given a wide range of opportunities to create an array of different outcomes. There were facilities such as screen printing machines, embroidery machines, relief printing, wood block printing and riso printing, most of which I have experimented with. I was also given guidance in both traditional and digital illustration, along with classes on using new softwares such as Adobe Illustrator and Cinema4D which will be useful skills in the future.

They also have plenty of helpful books to research and cite in their library! It is also fairly easy to pitch in with other students from different courses to create a collaborative project together that works for both of you. I think that Newcastle College helped to broaden my scope for different potential outcomes and allowed me to experiment with these ideas freely.







Neil Ferry

PORTRAIT PHOTOGRAPHER

I arrived at Newcastle college three years ago, after working for over 30 years in Music retail. It was certainly an eye-opening experience, but I have enjoyed every second of my time here. I have made so many new friends that I know I will keep in touch with for many years to come.

When I arrived, I wasn't sure what to expect, but my tutors were excellent, and they helped me decide on a chosen field. It wasn't long before I decided to specialise in portraiture.

Within a few months, I created a portrait that would eventually feature the final of the British Photography Awards 2020 and have continued to enter competitions with varying levels of success.

Since graduating, I have decided to start up my own photography business after taking on a small studio and building a website. I also hope to work with SVOD companies

(Streaming Video on Demand) designing covers for Movies and TV Shows

If I could give one piece of advice to new students reading this, it would be to make the most of every opportunity and attend every lecture you can. Your three years will be over in a blink of an eye.

neilferryphoto.com

Neil Ferry







Will Aitchison

PRODUCT PHOTOGRAPHER

Will is a UK based contemporary photographer focusing on people, products and motion graphics. He is now employed by leading retailer of globally sourced clothes wear END Clothing as a photographer so this is an incredibly exciting time for Will.

Will specialises in creating highly stylised portraits as well as product images which can be used for a wide variety of purposes ranging from e-commerce to editorial fashion and social media content.

Will is always looking for ways to adapt to new situations and maintain a positive outlook. He got recognition for his trainers image 'Yeezy Boost 380' which was shortlisted for the 2021 British Photography Awards during the corona virus pandemic.

Will is continuing to work on commissions as well as personal projects and is available for national and international hire.

willaitchison.com
will@willaitchison.com
instagram.com/w_aitch





Anna Victoria Best

PROMOTING YOURSELF

Artist and photographer Anna attended Newcastle college from 2013 – 2017 where she completed a FDA in photography.

After completing her degree Anna moved to London where she became a receptionist for a prestigious photographic agency.

Whilst there gained a lot of experience and made a lot of good contacts which prepared her for her current role as a Freelance artist and fashion photographer.

Since going freelance Anna has worked with some of the huge fashion houses and publications including Boiler Room, Thom Browne, Les Girls Les Boys, Converse & Diesel.

Anna. Has always prided herself in having a long-term plan. She comes across as being considered when talking about the future. It's about building a brand for yourself and creating a long-term strategy to get you where you want to be.

Anna believes you need to invest in yourself as an artist, both in terms of time and

money.

Just as a clothing brand spends money on marketing to ensure their product looks professional and is seen by the correct demographic, we too as artists and creatives must adopt the same ideology to promote ourselves.

Anna invests heavily in her own Zine AVB Editions which she publishes on a regular basis.

In early editions Anna did the bulk of the work herself but as each edition becomes more popular, she has started collaborating with more creatives and on the latest edition has brought on board a Stylist, Art Director, Graphic designer & Hair & Beauty team.

The monetary investment is up front but Anna benefits in two ways from the Zine. Firstly, she sends a proportion of the magazines to Advertising companies and Fashion brands along with a compliment slip and then follows this up with an email.







Anna explained that many marketing executives and agents do not have the luxury of time, and do not appreciate drawn out emails. You need to catch their attention quickly using images.

The Zine is perfect for this, and Anna believes she has gained a lot of work by using it in this way.

Anna also sells the Zines on her website for £8 each which helps her recoup some of the costs.

AVB Editions is available on Anna's website www.annavictoriabest.alloyou.net



Reece James Morison

ATRICLE NAME

Not all students stick to their original paths, that is indeed the case for recently graduated BA Hons student Reece James Morrison.

Reece's originally studied for a degree in engineering and after graduating, started working full time as a mechanical engineer. Three years into his job Reece started to question whether engineering was the right thing for him, he really wanted to do something more creative.

Reece found himself drawn to photography after taking some snaps on a family holiday. He saw the world differently through a camera lens and felt that photography offered a creative freedom, often the opposite to engineering which was predominantly about fixing and following instructions.

Reece decided to take a part time evening photography course at Newcastle college, where he completed his levels 2 & 3. These earlier courses taught him the fundamentals of film photography & how to expose film in a darkroom. At the time Reece was more interested in digital photography, but little did he know at the time, these lessons were to become more valuable

He enjoyed the course so much he made the decision to progress onto the FDA

photography program dropping to part time at work to complete his level 4 & 5 and finally topped up to a level 6 (BA Hons).

It was during this time that Reece got his first job as a full-time junior photographer, working for the prestigious Newcastle based fashion chain End Clothing.

Reece's worked as part of the Ecommerce team, photographing stock for the website and was furloughed in March 2020 when the pandemic hit, but fortunately it gave him time to concentrate on some personal work and in particular a project during lockdown which focussed on the homeless and their plight during lockdown.

This project would go on to be featured in Rankin's 2020 exhibition and win the 2020 Michael Ormerod Award.

Reece graduated in 2020 and on returning to work at End, he applied for the position of Freelance Social media Photographer working as part of the Marketing team.

Reece recalls the interview process was very pressurised, He had to choose & prepare a product. Then professionally photograph the product with studio lighting. Then edit the selected image, before finally





scheduling the post for Instagram...
All within a two-hour time frame!

He succeeded in the task and was offered the position.

The position itself gives Reece much more creative freedom than the Junior photographers position.

Members of the marketing photography team are responsible for creating content & concepts as well as shooting the images for End Clothing's social network feeds.

As part of the team Reece also comes up with ideas for bigger marketing projects including collaborations between End and other major fashion houses.

Reece recalls working on a project with Wolf of Wallstreet & 21 Jump Street actor Jonah Hill who was launching a new pair of trainers in conjunction with adidas.

Reece had the idea of interviewing Jonah by a series of direct messages. His phone screen was recorded and speeded up and used in conjunction with Reece's photographs to make up a social media campaign.

Reece works with major fashion houses including Tom Brown, Alexander McQueen, Jil Sander, Rick Owens as well as sporting brands Nike, Adidas and many others. In the fashion industry one size does not fit all

and social media campaigns must target the specific customers of that brand. Something that works for a Puma customer will not work for a Gucci customer.

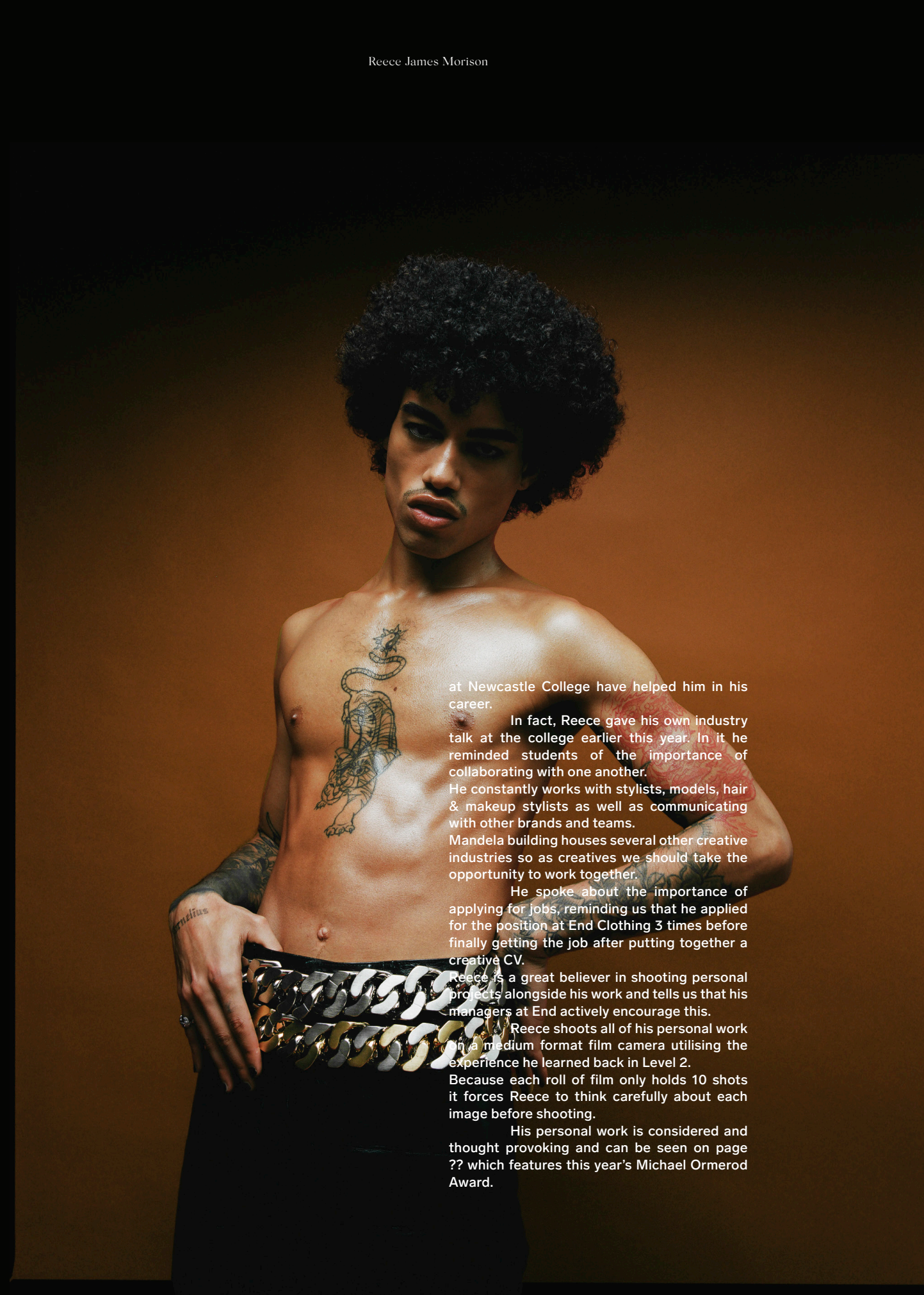
End pride themselves as being "first to market" which makes Reece's job fast paced and incredibly interesting.

He recalls shooting a campaign for a collaboration between End and Carhartt. After shooting some amazing images, the two marketing teams discussed the possibility of other ways of promoting the campaign. Because the campaign was designed around Carhartt's "Work in Progress" label, an idea was hatched to project a short film onto the houses of parliament and Big Ben, which at the time were under renovation, and covered in scaffolding.

Reece and the marketing team went on to shoot a 45 second film, hire a giant projector and a boat and proceeded to beam the film onto famous buildings up and down the Thames.

As well as creating the ideas and shooting the images Reece must also write editorials and work within budgets. (Often tens of thousands of pounds). Reece insists that writing dissertations and essays and industry talks he attended whilst

Reece James Morison



at Newcastle College have helped him in his career.

In fact, Reece gave his own industry talk at the college earlier this year. In it he reminded students of the importance of collaborating with one another. He constantly works with stylists, models, hair & makeup stylists as well as communicating with other brands and teams. Mandela building houses several other creative industries so as creatives we should take the opportunity to work together.

He spoke about the importance of applying for jobs, reminding us that he applied for the position at End Clothing 3 times before finally getting the job after putting together a creative CV.

Reece is a great believer in shooting personal projects alongside his work and tells us that his managers at End actively encourage this.

Reece shoots all of his personal work in a medium format film camera utilising the experience he learned back in Level 2. Because each roll of film only holds 10 shots it forces Reece to think carefully about each image before shooting.

His personal work is considered and thought provoking and can be seen on page ?? which features this year's Michael Ormerod Award.

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