

Web site: [chrisprenticedesign.com](http://chrisprenticedesign.com)

E-mail: [chris-prentice@hotmail.com](mailto:chris-prentice@hotmail.com)

*Chris Prentice* MISTD

Land line: 01228531729

Mobile: 07792556019

*The Story So Far...*

Chris Prentice

# *Cumbrian Slang Postcards.* Doing my Nut in (ISTD).

I created a set of post cards aimed at students who move to Cumbria from other areas. I wanted the designs to have a comical element to them but also be genuinely quite helpful. I decided I would actually put text over the top of a postcard-like photograph of Cumbria for the student to send home to their family, or friends with some translations of Cumbrian words. The Postcards split into two pieces one containing a short story the other to be sent as a separate postcard.



THE TOOK A  
MAN RADGEE AND  
THE "SNITCH" LAMPED  
CRAZY AND  
HIT  
HIM  
THE  
MAN  
WENT  
CRAZY AND LAMPED  
HIT HIM  
HIM LIKE  
THE THE  
MAN - GADGEE  
WENT TOOK A  
CRAZY AND - RADGEE AND  
HIT - LAMPED  
HIM HIM  
THE LIKE  
MAN THE

**"The gadgee took a radgee and lamped him like"**  
This one could come in handy after witnessing an aggravated assault, should you choose to "help the police with their enquiries". Remember, there is no shame in being on the side of the law, the police have very good witness protection programs these days.

**Detach the postcard below.**  
Send the post card to your family, non Cumbrian friends or family. If written using the Cumbrian slang you have learned from these postcards it will show how well you have adapted to life way up north and that you won't be coming home anytime soon.

**Gadgee** (noun, gad(jee) /Man Cumbrian: This girl always see a gadgee. English: That girl always like a man.  
**Radgee** (verb, rad(jee) /To react angrily Cumbrian: He took a radgee when he got a speeding ticket. English: He reacted angry when he got a speeding ticket.  
**Lamped** (verb, Lamst /Punch Cumbrian: He lamped him for stopping his car. English: He punched him for stopping the car.  
**Like** (suffix, le-k) General term of exaggeration or urgency.

BABY LIKE  
IS MY  
THE "RECLUSE" BEWER'S  
MY  
PARTNER'S  
BABY  
IS  
ILL  
MY  
PARTNER'S BAIERN  
BABY IS  
IS BADLY  
ILL LIKE  
MY - MY  
PARTNER'S - BEWER'S  
BABY BAIERN  
IS IS  
ILL - BADLY  
MY LIKE  
PARTNER'S MY

**"My bewer's bairn is badly like"**  
For when you just can't be bothered. Use this phrase when you are struggling to keep up with the pace of the Cumbrian nightlife, after all you don't want to admit being a lightweight and lose respect amongst your Cumbrian peers. (Note, it is probably best if you actually have a girlfriend who has a child before using this phrase).

**Detach the postcard below.**  
Send the post card to your family, non Cumbrian friends or family. If written using the Cumbrian slang you have learned from these postcards it will show how well you have adapted to life way up north and that you won't be coming home anytime soon.

**Bewer** (noun, Bewend /Friend Cumbrian: She bewer her partner in bed. English: She kissed all night with out.  
**Bairn** (noun, bae'n) /Baby Cumbrian: She was badly after a heavy season. English: She was ill after a heavy season.  
**Bairn** (noun, bae'n) /Baby Cumbrian: She was dropped on her head as a bairn. English: She was dropped on her head as a baby.  
**Like** (suffix, le-k) General term of exaggeration or urgency.

Cumbrian Slang Postcards. Doing my Nut in (ISTD).



Cumbrian Slang Postcards.  
Doing my Nut in (ISTD).

Postcard Box.





Cumbrian Slang Postcards  
Doing my Nut in (ISTD).

Chris Prentice

# Console Yourself. Collections (ISTD).

This brief is a 2008 ISTD brief, the challenge was to create a catalogue for a collection of object and display the relevant information. I decided to create a catalogue for my collection of old video games consoles. While I included a substantial amount of information (on age, games, manufacturer etc) and some self generated body copy, I kept the focus on the photographs. The book is quite large because I wanted to really emphasize the close up pictures. The cover also forms a cartridge from a NES.



	<div data-bbox="1110 888 1223 982"></div> <div data-bbox="1238 888 1351 982"></div> <div data-bbox="1485 888 1606 982"></div> <div data-bbox="1755 895 1883 1015"><p><b>Item</b> NES</p><p><b>Price at Launch</b> £109.99 (UK)</p><p><b>Years in Production</b> 8 years</p></div> <div data-bbox="1149 1032 1808 1131"><h1>HAPPINESS</h1></div> <div data-bbox="1110 1181 1351 1445"><p>The NES or Nintendo Entertainment System was released in 1983 in Japan. It was the first console to use the cartridge based storage system that became common place right up until the PS4 in 1997. The controllers were somewhat revolutionary at the time as they were the first to incorporate a d-pad (directional pad) instead of a joystick. The d-pad is still included on current generation consoles and although it has become somewhat redundant in terms of in game movement due to the introduction of the analogue stick, it has found a new use as navigation through menu screens.</p></div> <div data-bbox="1372 1181 1606 1445"><p>The NES was the home of the debut of Nintendo's now iconic mascot Mario in Super Mario Bros. Despite having such a strong catalogue of Nintendo produced games, Nintendo was one of the first major consoles to encourage third party development of games for their console. Nintendo dominated the market with the NES over a number of years with the only significant challenge coming from Sega's Master System. It wasn't until Sega started the next generation of consoles with the Megadrive that Nintendo had to consider the NES's successor.</p></div> <div data-bbox="1755 1181 1936 1495"><p><b>Release Date</b> 1983 (UK)</p><p><b>Manufacturer</b> Nintendo</p><p><b>Units Sold</b> 60 Million (Worldwide)</p><p><b>Best Selling Game</b> Super Mario Bros 3 (18 million)</p><p><b>Generation</b> 3rd</p><p><b>Predecessor</b> None</p><p><b>Successor</b> SNES</p></div>
<p>6 Nes</p>	<p>Nes 7</p>



Chris Prentice



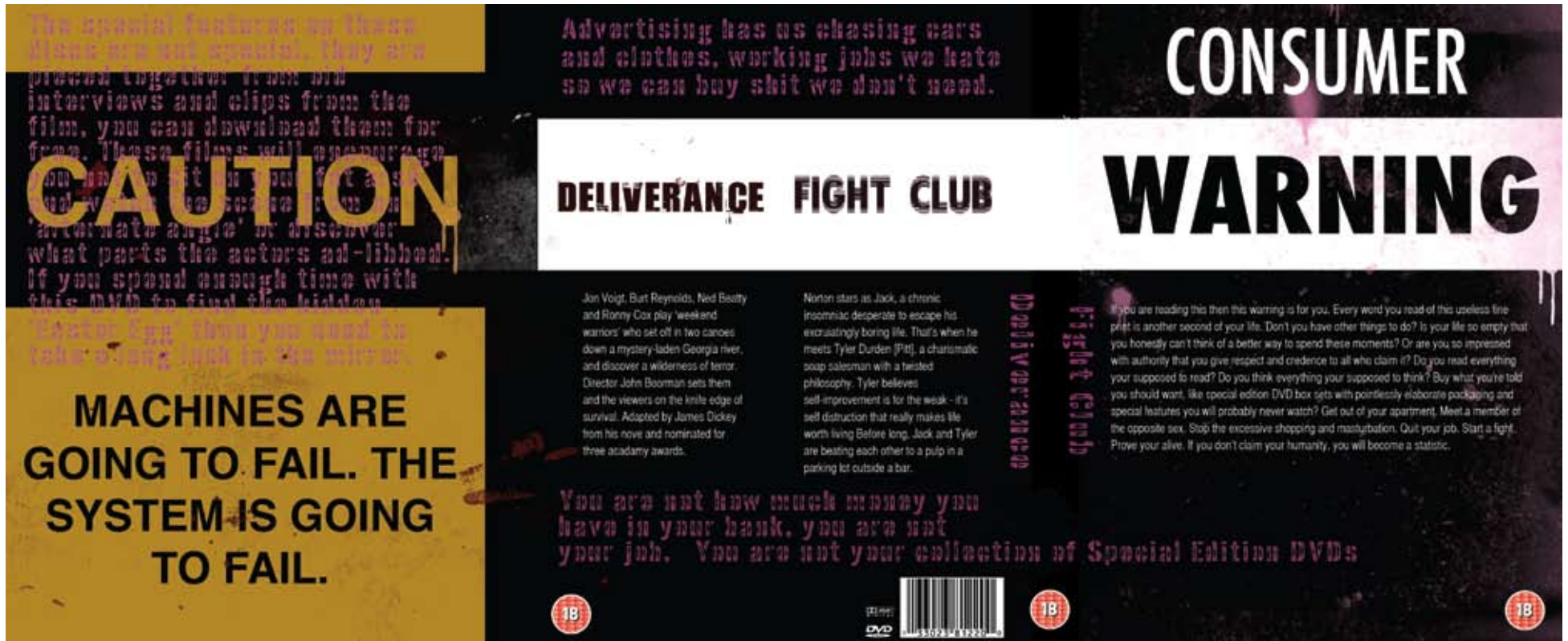
Console Yourself.  
Collections (ISTD).

Chris Prentice

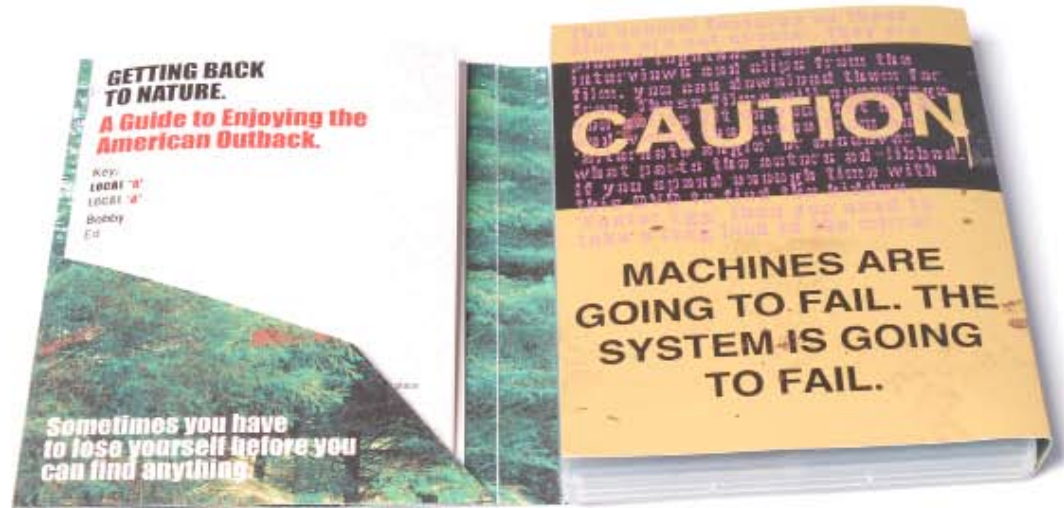
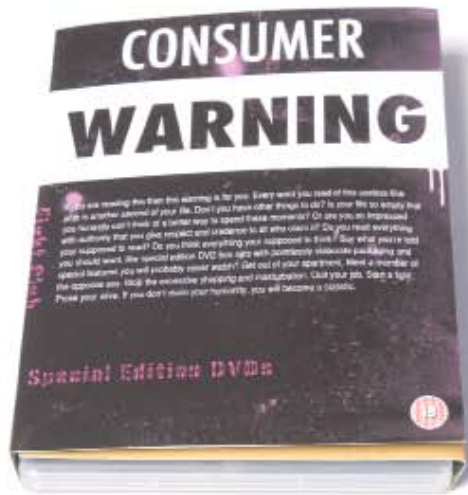
# You Don't Need This DVD. Lights, Camera Action (ISTD).

I chose to use scenes from Fight Club and Deliverance to create a DVD box set containing two booklets. Both films have the theme of escaping civilization. The two scenes I chose both have a character that is subjected to pain against their will by another character. Deliverance booklet I made a guide to the American outback using a map style key to describe what is going on in the scene. For the Fight Club scene I used a textbook style referencing system..

DVD box outside (flat).



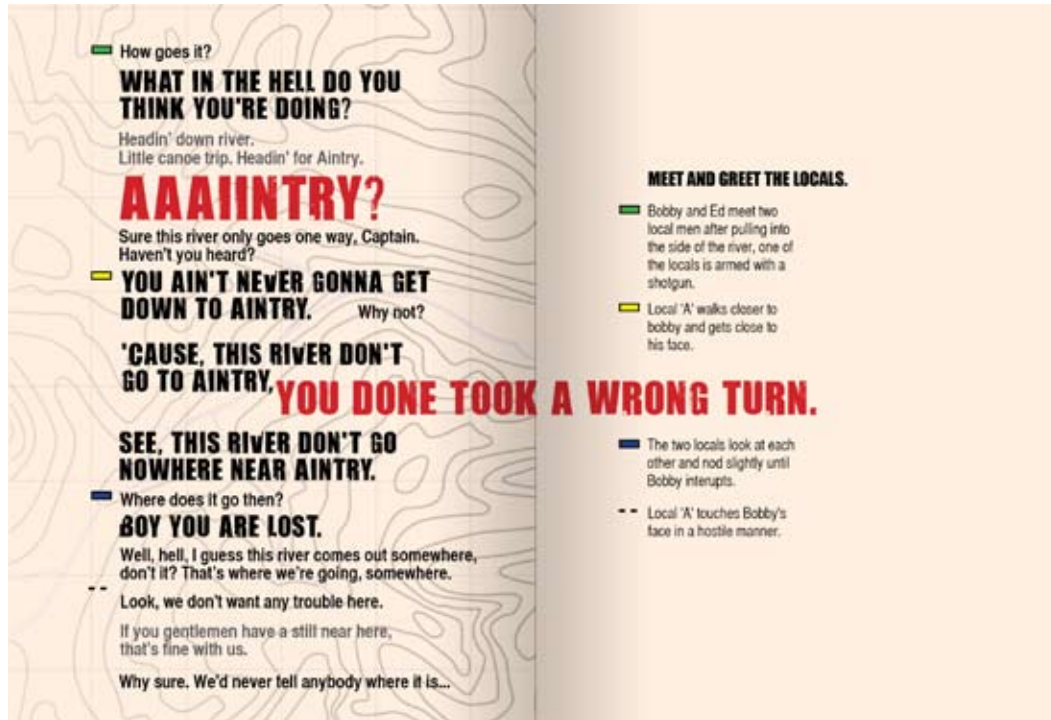
Chris Prentice



DVD box with booklets inside at three stages of opening/closing.

*You Don't Need This DVD.*  
**Lights, Camera Action (ISTD).**

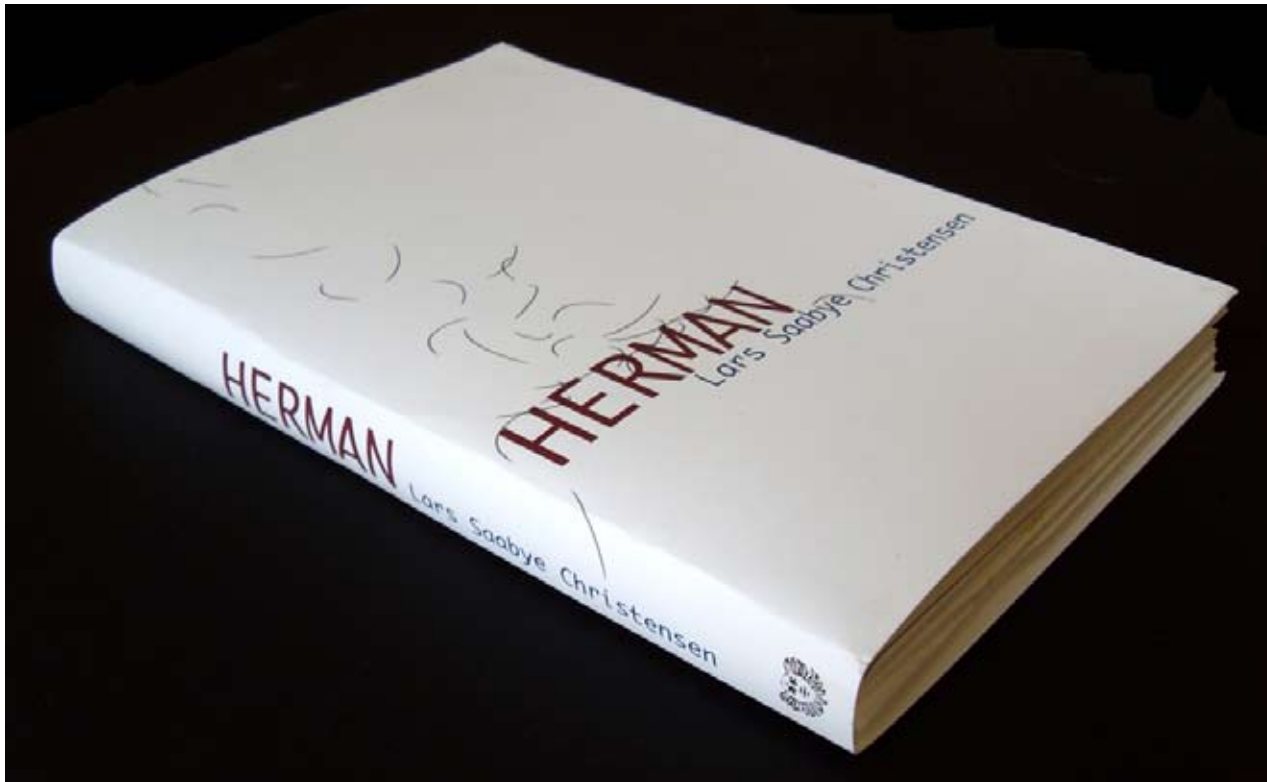
Spreads from 'Deliverance' booklet.



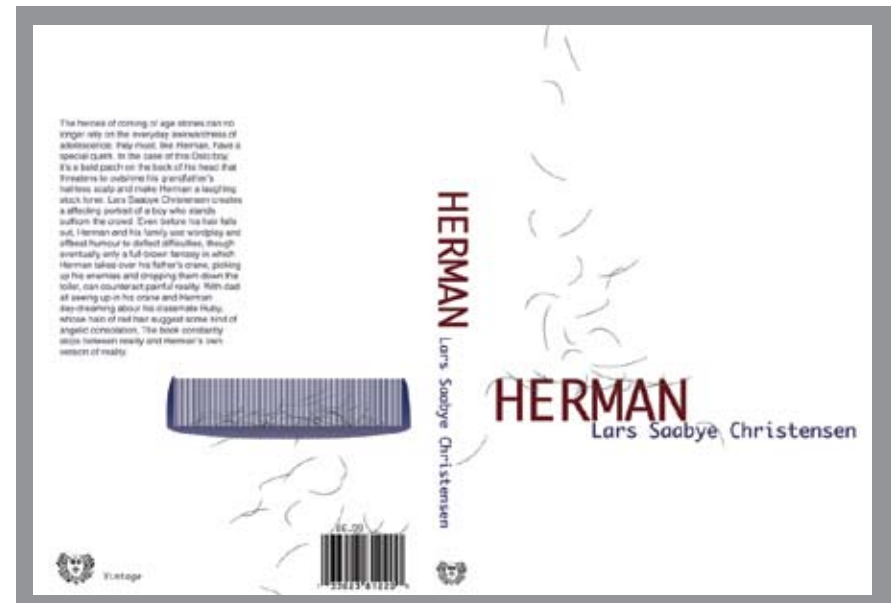
You Don't Need This DVD.  
Lights, Camera Action (ISTD).







Book cover design for a book about a young man who has a distressing experience when he begins to lose his hair.



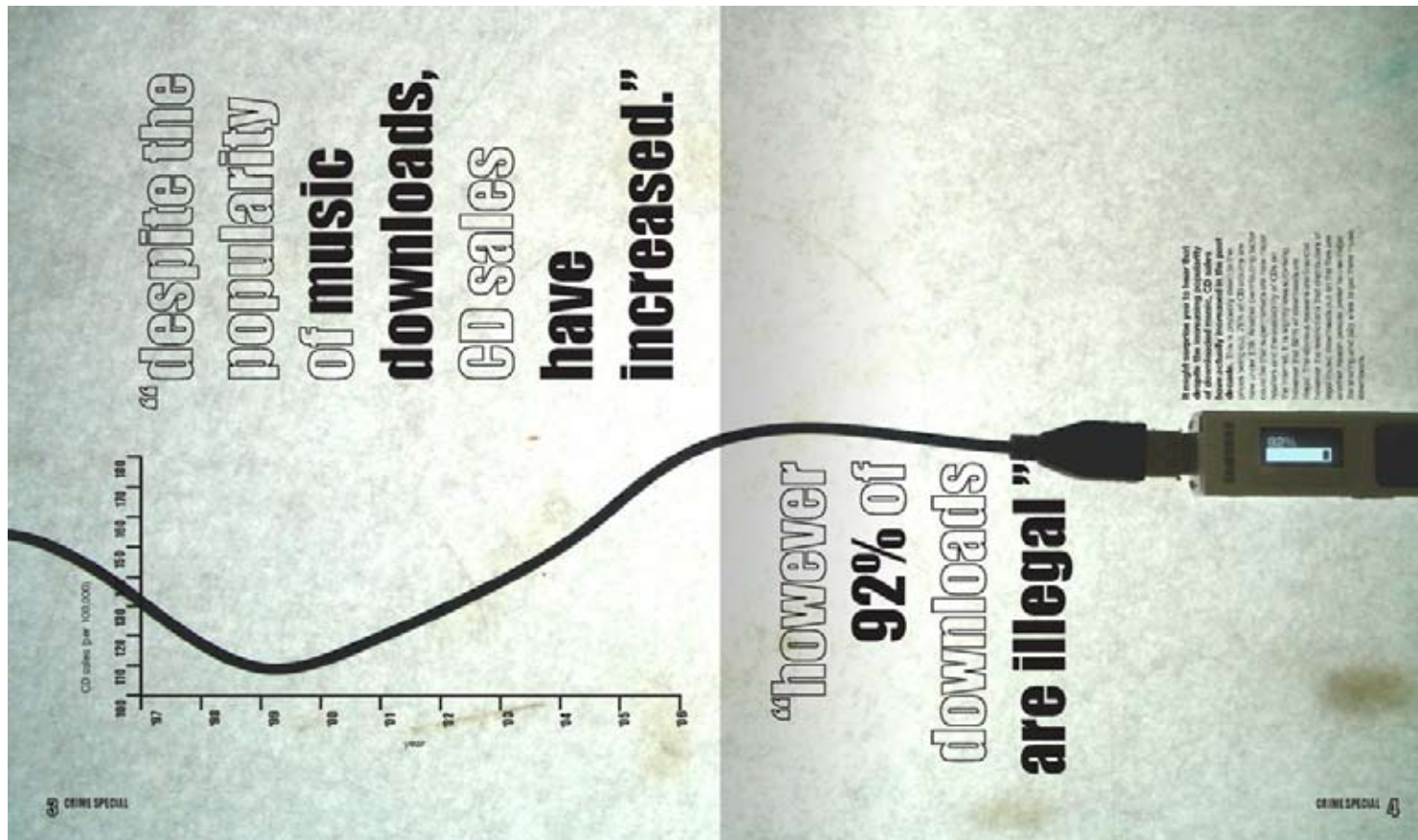
*'Herman' by Lars Saabye Christensen.*  
Book Cover.

# Day to Day Crime. Statistics Spread.

This brief asked us to display stats in an editorial design. I chose to take a photographic approach to displaying stats about crime. The images themselves and the headlines are meant to have impact but when you actually read the full headline the stats are often not as bad as people expect. The images are a combination of Photoshop and photography.



Chris Prentice



Day to Day Crime.  
Statistics Spread.

Chris Prentice

# Public Toilet. Font Fun.

This brief is a college brief from '06. The first part of the brief required me to pick two objects\*, from which I was to develop a font which captured the essence of the objects. The second part of the brief required me to present my font in an appropriate piece of design. I created my font as a contemporary display font for design such as posters, magazines and branding so the target audience was the people who design and create these pieces.



Catalogue/DVD case for font package.



Atmospheric spreads with a religious theme (using found imagery).

18 *Religion & The Fall of Man*

# RELIGION AND THE FALL OF MAN

For thousands of years religion has served to calm the human population.

Religion belief can cause damage to a society, increasing economic inequality, crime, terrorism, sexual promiscuity and suicide, according to the study belief is not necessary for a healthy society but may actually contribute to social problems. The study examines the views of believers that religion is necessary to provide the moral and ethical foundations of a healthy society to secure the social well-being of Britain, with the US, where the majority believe in a creator rather than the theory of evolution. Many researchers are skeptical to the US results. The research is a social and behavioral study that explores religious and scientific. Many liberal Christians and historians of other faiths hold that

religious belief is socially beneficial believing that it helps to lower rates of violent crime, terrorism, suicide, sexual promiscuity and abortion. The benefits of religious belief are a necessary human development in the "civilized world". But the study claims that the discussion of religion in the US may actually contribute to the US. The paper published in the *Journal of Religion and Society*, a US academic journal, states: "They first focus on the theory of evolution, which is an evolutionary, Godless, immoral, wrong view on the fall that results in an oppression necessary for an increasingly rational world." In general, higher rates of belief in and worship of a religious creator with higher rates of terrorism, suicide and early child marriage. The study examines the religious beliefs of the progressive democrats, the United

Religion & The Fall of Man. Editorial Spread.





BPA

Giving Nature a Helping Hand

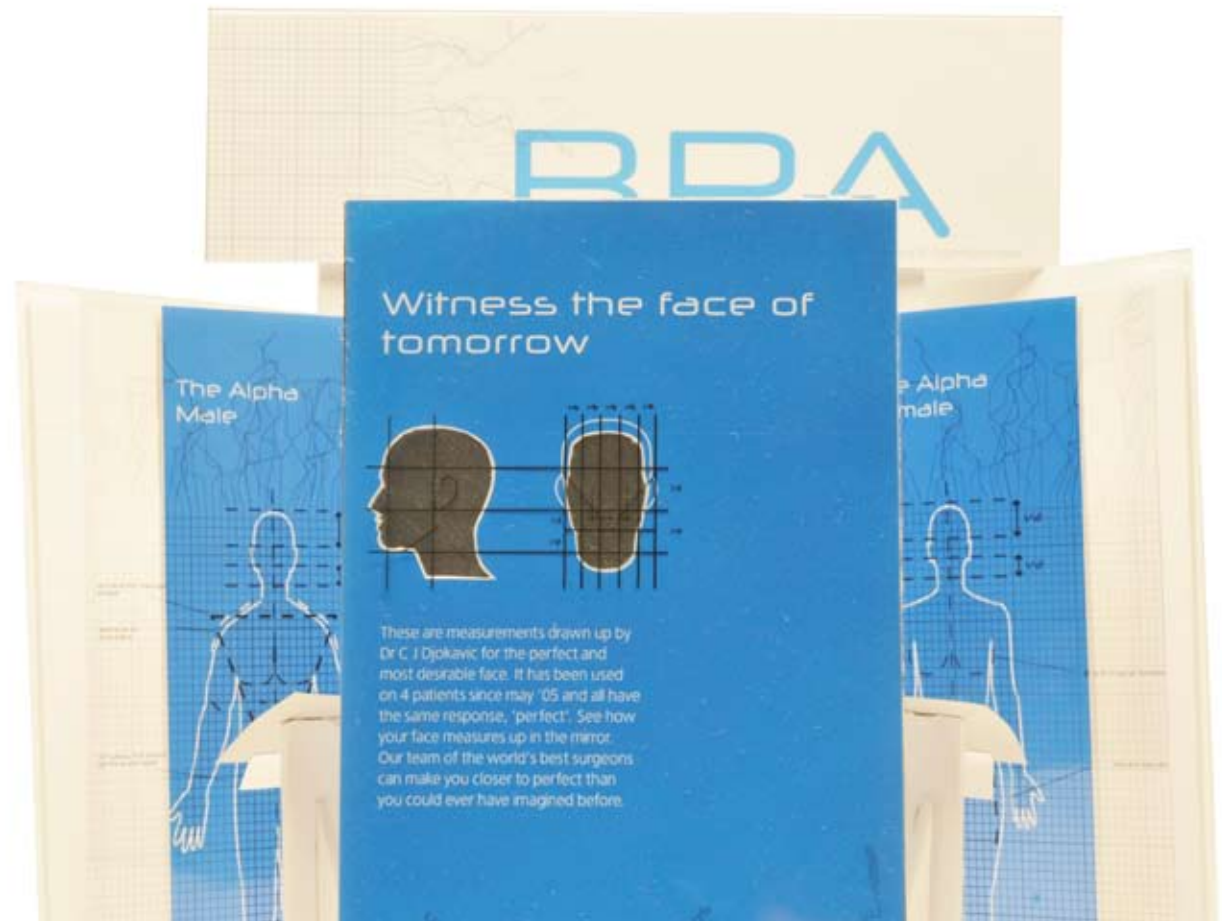
*Chris Prentice*

# *Body-Perfect Architects.* **Phobias and Fears.**

For this brief we were asked to choose a fear or phobia and create a 3D display which used that phobia to promote something or to help cure it. I chose a fear of imperfections. I exploited this to promote cosmetic surgery to people who didn't need it. I created a company called the BPA (Body-Perfect Architects), A futuristic and scientific cosmetic surgery company. The visual approach I adopted was a mixture of architecture (with blueprint style visuals) and science fiction style text to make it look futuristic.



Photographs from the BPA 3D display where people can come to compare themselves to the 'perfect physical specimen'.



*Body-Perfect Architects.*  
Phobias and Fears.