

EIRINN LEIGH REAY

Eirinn is a graduating Graphic Design student at Duncan of Jordanstone College of Art and Design, University of Dundee.

Currently based in Dundee, Eirinn is producing a publication with V&A Dundee to improve Health and Wellbeing within Dundee City.

Her claim to fame is that her [Food Typography project](#) has been reviewed by [Stefan Sagmeister](#) (one of her favourite designers!) on Instagram during October 2020.

She has worked with the following adobe suite software for over four years: Illustrator, Indesign, After Effects, Premiere Pro, XD, Photoshop and Lightroom. She also dabbles in Blender.

With graduation looming around the corner, Eirinn is a dedicated designer seeking to gain professional industry experience and expand her skillset.

All hyperlinked content will appear in [neon green](#). Eirinn normally creates walkthroughs of her projects to keep explanations short and precise. Please click links in full screen.

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PORTFOLIO

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THE ORIKALMI TRAILS (WIP)

The Orikalmi Trails are miniature reflection exercises that are socially prescribed as a creative outlet for those struggling with anxiety.

V&A Dundee want to make their Scottish design museum a safe place for all and recognise that not everyone within the Dundee community feels comfortable accessing the museum. The client asked for the team to design a health and wellbeing trial that promoted the positive health benefits of visiting a museum and the extensive amenities of V&A Dundee.

14% of adults in the 2018/19 Scottish Health survey reported two or more symptoms of anxiety, which has increased dramatically since the Coronavirus pandemic.

73% of participants from user research think that creative outlets alleviate their anxiety. Furthermore, they found origami to be calming, repetitive, and distracting.

These results led to the Orikalmi Trails, a series of three prototyped routes that explore different reflective prompts, accompanied by the instructions of an origami sculpture.

The Hope Boat focuses on current worries and achievements. The origami boat produced will be released in the body of water surrounding V&A Dundee as a physical release of those worries.

Planting the Seed (personal growth and development) provides instruc-

tions for a lotus flower made from seeded paper, which can be planted and monitored as it grows.

Walk the Scottie Dog is inspired by the Scottish Design Galleries within the V&A. You create your origami dog while reflecting on connections and relationships.

All trails are to be completed at the user's pace, with suggested routes and timeframes, to remove any pressure, encourage mindfulness and allow the user to explore different areas of V&A Dundee.

This project continues to undergo refinement for production and distribution within V&A Dundee and the surrounding city for Spring 2022.

Client: V&A Dundee

Team:
Eirinn Leigh Reay
Team leader, Graphic Designer, Copywriter

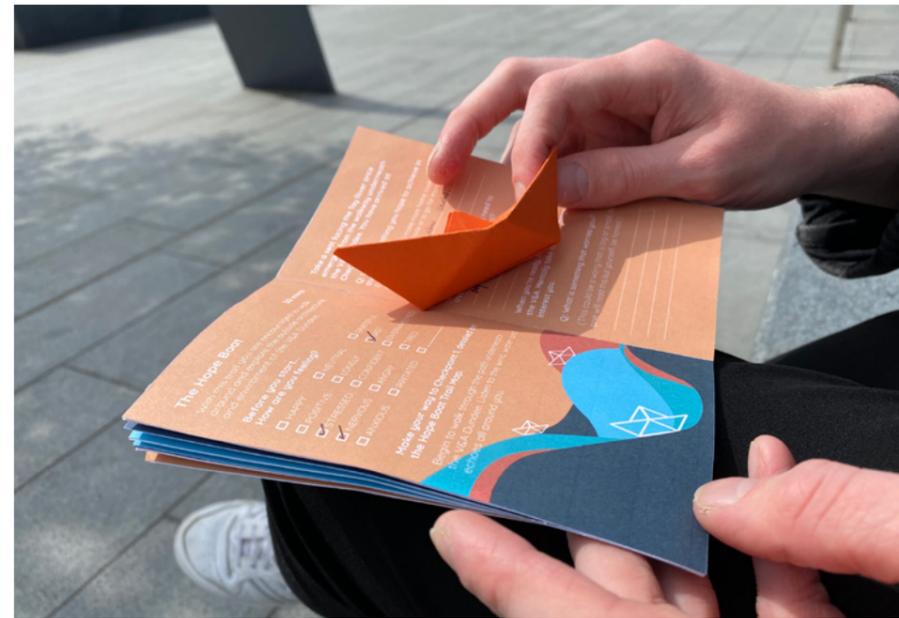
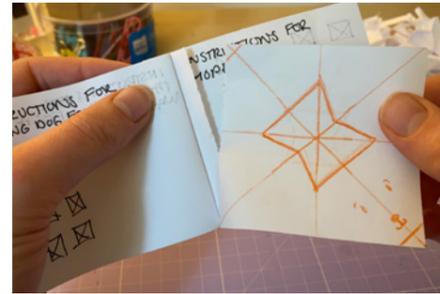
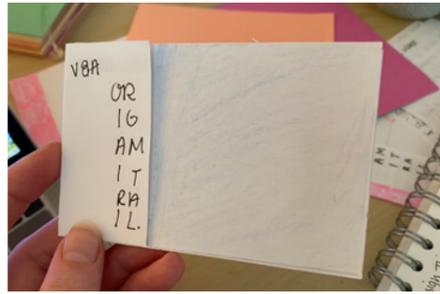
Nathan McWilliams
Product Designer

Izabella Jaruszewska
Graphic Designer

Helen Brown
Researcher, Medical Student



THE ORIKALMI TRAILS (WIP) DEVELOPMENT



Walk the Scottie Dog 60 mins

With this trail you are encouraged to focus on the exhibits within the Scottish Design Gallery, focusing on the exhibits that utilise paper in their design, similar to origami.

Before you start...
How are you feeling?

<input type="checkbox"/> HAPPY	<input type="checkbox"/> NEUTRAL	<input type="checkbox"/> GRATEFUL
<input type="checkbox"/> POSITIVE	<input type="checkbox"/> LONELY	<input type="checkbox"/> SAD
<input type="checkbox"/> STRESSED	<input type="checkbox"/> CONFIDENT	<input type="checkbox"/> OVERWHELMED
<input type="checkbox"/> NERVOUS	<input type="checkbox"/> ANGRY	<input type="checkbox"/>
<input type="checkbox"/> ANXIOUS	<input type="checkbox"/> IRRITATED	<input type="checkbox"/>

Make your way to Checkpoint 1, detailed on the Walk the Scottie Dog Trail Map.

You will be standing in front of the entrance to the Scottish Design Galleries. V&A Dundee houses a permanent exhibition of Scottish Design, celebrating national design history and culture.

The Instructions at Checkpoint 1 will help you make your own origami Scottish Terrier Dog to take for a walk around the Scottish Design Galleries.

Once you have made your Scottie Dog, enter the Scottish Design Galleries. The map route trail is only a suggestion of how long or little you would like to explore. Wander however much you feel comfortable.

Q: What exhibit caught your eye first? Why?

Checkpoint 2 is next to the Handcrafting Display. Paper within design can be used for more than just origami. **ALL MY OWN WORDS AND THOUGHTS** by Jonathan Boyd is a brooch fashioned from newspaper clippings. He also prototypes all of his designs with recycled paper!

You do not need to enter the Scottish Design Galleries if you feel uncomfortable doing so. You can still continue this trial by finding somewhere comfortable to sit and using the prompts and descriptions to help guide you (The cafe and outdoor viewing areas are on this floor and offer relaxing places to sit). If you do wish to enter the Scottish Design Galleries, follow along and answer the questions at your own pace.

The Scottish Design Galleries exhibits examples of Scottish design from many eras. Designers are inspired by lots of different things.

Q: Who are you inspired by?
This could be a famous person, a teacher, family member or friend for example.

Q: Think of 3 things that you admire about them:
Think about if these things are qualities that you already have, or would like to have yourself?

Q: What could this person learn from you?
A recipe that you know? How to play a song on guitar? Practicing patience?

One of the first pieces you will come across upon entering the Scottish Design Galleries Lovers Lace dress, by Christopher Kane.

Designed by Kane and his sister Tammy, the Dress features two human figures embracing each other, serving as a symbol of hard work, passion, and the significance of sibling support. They worked together to design and create something.

On the right-hand side of the Lovers Lace Dress, you will find exhibits exploring Dundee's maritime and shipbuilding past. Dundee's port connected the city to new continents, trade, and cultures.

Q: What are the things in your life that you feel connected to?
Is it music, gardening, sport? Or even just enjoying a walk along the Tay.

Heading to the far back left of the room, you will see a display cabinet full of Jewellery. Look for a brooch named 'All my own words and thoughts' by Jonathan Boyd (Hint: it is number 11).

Just like with your Scottie Dog, Boyd created this piece using paper. The Brooch unites strands of language and environment. Exploring how we are connected to our environment and, it to us. Connections are not just with people.

Following the Gallery around to the left, you will see original blueprints for the Fourth Rail bridge and photos of the original Tay Rail bridge.



THE FR_NGE PROJECT: ART TRAIL

The Fr_nge Project: Art Trail was an online and physical art hunt located in Edinburgh that utilised QR codes and augmented reality to promote local creatives work during peak COVID-19 lockdown.

Initially a theoretical rebrand and campaign for a live university brief, the client adopted the project for use during Summer 2021.

The client asked for branding that does not overshadow the creative's work yet represents their initiative. in-studio provided a flexible identity that utilises the underscore and missing "i" from the client's name as part of the wordmark and logo. The underscore is used to frame local creative's work, create modular grid systems, and generate patterns for wayfinding or social media content.

The campaign encouraged the public to follow three art trails dotted around Edinburgh to find posters with QR codes that led to the client's website. The website hosted a wide variety of creatives that struggled to promote their work during the 2020 COVID-19 lockdown as a replacement for the missed opportunity of the cancelled Edinburgh Fringe Festival. in-studio directed the campaign and produced the website, social media content and advertising for the client, adhering to the new brand identity and remaining as cost-effective as possible.

The campaign was live for three weeks. Any money raised went back to the creatives involved, with the prospect of creating a physical publication that documented their work during a difficult and uncertain year.

Client: The Fr_nge Project

Team:

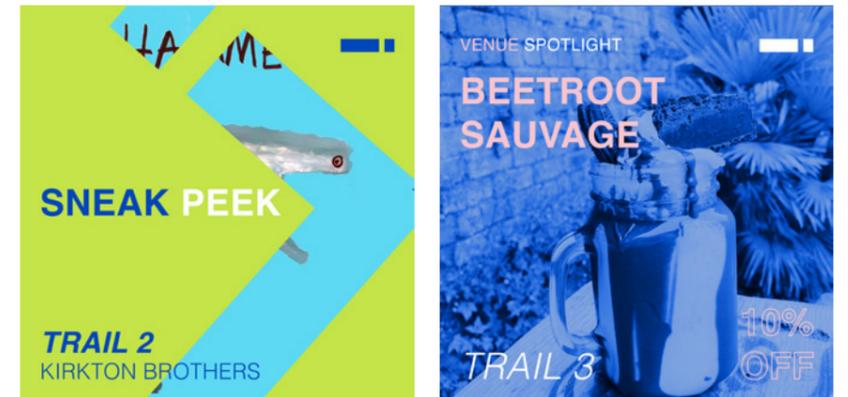
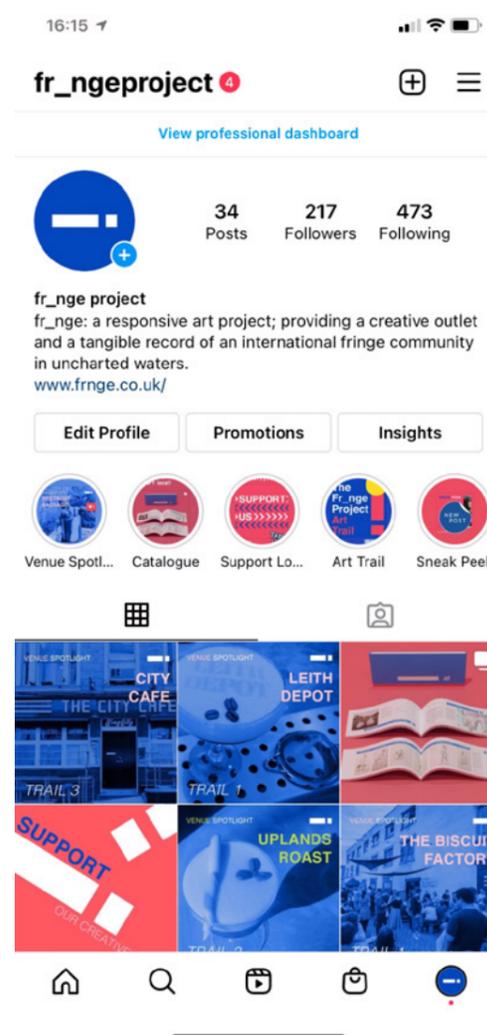
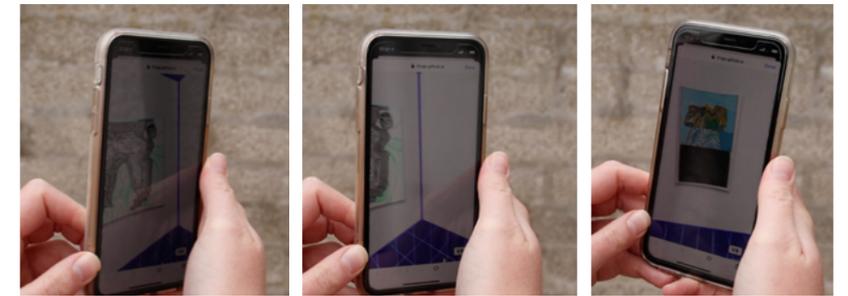
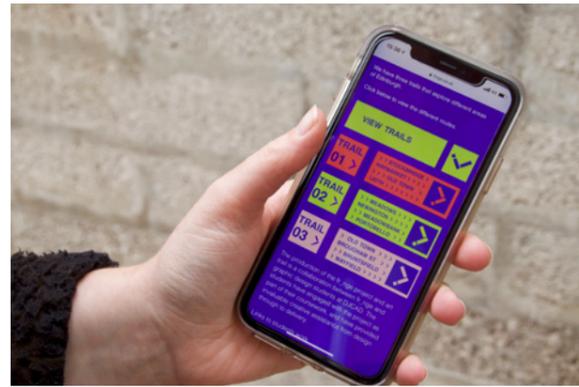
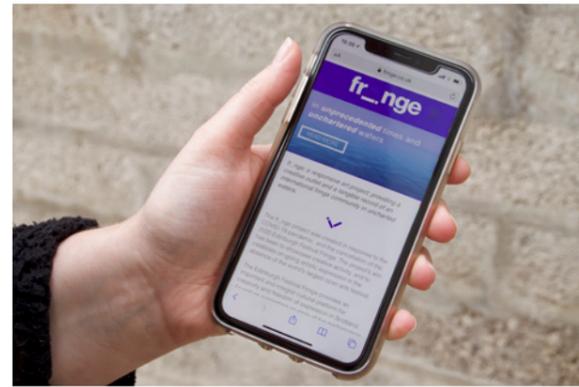
Charlie Chisholm
Website Development, AR development.

(in-studio)
Eirinn Leigh Reay
Campaign Direction, Branding, Social Media Content Creation, 3D Rendering.

Hazel Duncan
Print, Animation, Campaign Direction, Branding

Katrina High
Branding, Print, Campaign Direction.

Storm Dobson
Project leader, Website Development, AR development, Animation, Campaign Direction.



WATCH WALKTHROUGH

FOOD TYPOGRAPHY

This personal project aimed to marry two of Eirinn's favourite things, typography and food, through the medium of photography.

Food Typography was a food photography experiment, pushing the limits of 3D typography to develop photography and graphic design skills further.

"Customer Service Stencils" are a response to the overwhelming amount of impolite customers that have appeared post lockdown in Eirinn's part-time job as a barista. (Stefan Sagmeister reviewed this project on his Instagram account during October 2020!)

"Watermelon Sugar" is a homage to the singer Harry Style's song.

"Have your cake and eat it" is an optimistic twist adapted from the common phrase "You can't have your cake and eat it too."



WATERMELON

Survive your

Wishes
Come True



DUNDEE DESIGN FESTIVAL 2021

A graphic design internship that allowed Eirinn to experience and enjoy independent remote working for five months. She gained invaluable experience in researcher, writer, and designer roles.

“Everywhere design” was the theme for the Dundee Design Festival (DDF) 2021. It explored the hidden, unacknowledged design in our everyday lives for the Dundonian public in an accessible and jargon-free manner.

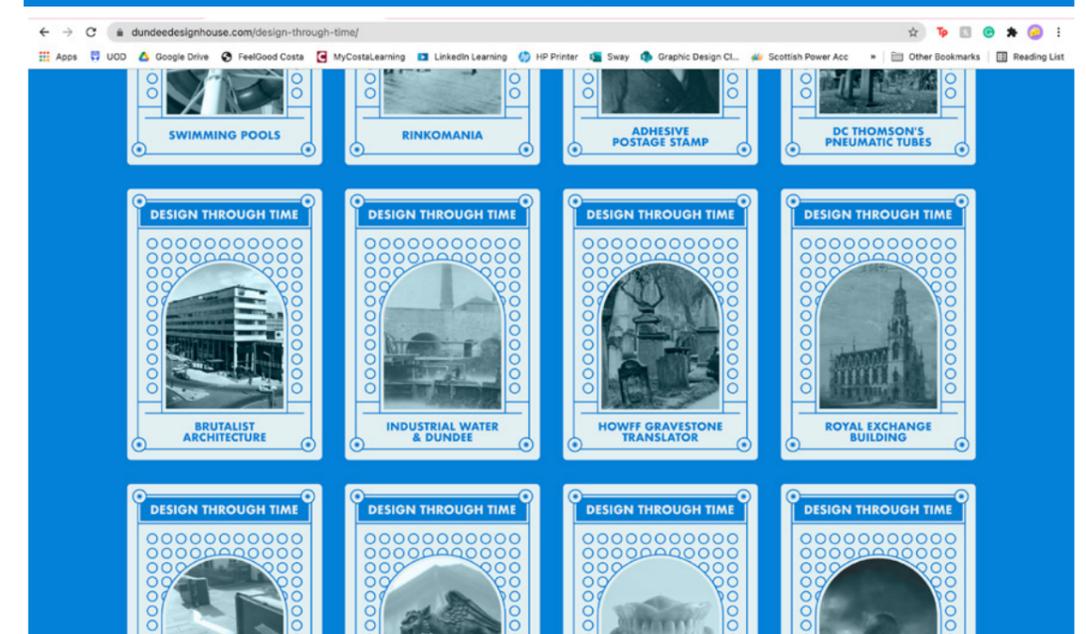
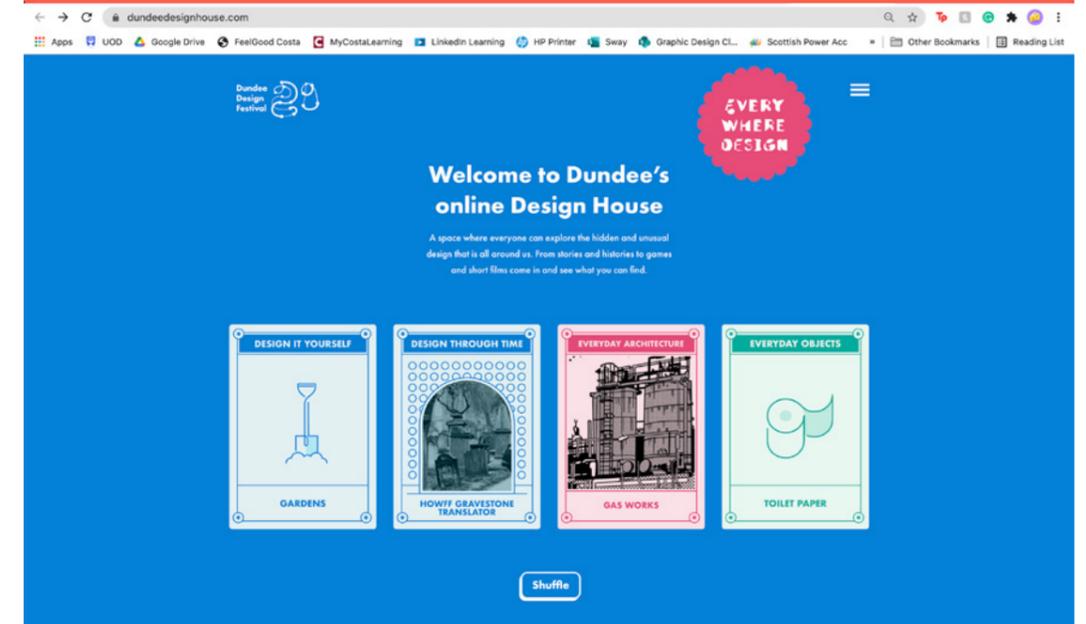
Tasked with researching and writing about “design through time” for DDF’s “online design house”, Eirinn was initially taken aback by the assignment to write during a design internship. However, she rose to the challenge. By creating a network of librarians, historians, and Dundee locals to fact check and delve into Dundee’s fascinating design history, she produced four writing pieces to a professional standard.

The research gathered from Eirinn’s informed an activity sheet distributed to all “design houses” within Dundee. She has created over 30 icons to accompany her research.

As the main takeaways from this experience, Eirinn better understands the inner workings of large scale design projects and working to tight deadlines. Working independently and out of her comfort zone improved her intuition, resourcefulness and time-management skills.

Client: UNESCO City of Design
+ Agency of None

[VIEW WEBSITE](#)



Activity Sheet No.3

Cemetery Symbols

Dundee has many cemeteries and graveyards, they might not feel like the cheeriest of places but there is fun to be had exploring different gravestones, honest. For this worksheet you'll need to visit one of Dundee's historic cemeteries like the Howff in the city centre, Balgay Cemetery next to observatory or Eastern Cemetery near Stobswell.

Once you get there, you'll need to go and hunt down all the different symbols. A symbol is just a simple picture that represents something. In the case of historic cemeteries, the symbols represent different things about people's lives and deaths.

Off you go and have a wander around to see if you can find them all.

1

Job Symbols

Jobs have always been a huge part of people's lives so much so that families were named after what they did for a living. You might well recognise the surname of friends and family as you go through this list.

Most of the jobs listed here still exist today but over time language changes and evolves so there will be a few head scratchers in there.



Merchant
Someone who doesn't make goods themselves but buys and sells the goods of others. The 4 on the symbol is still debated but it could be a ship in full sail, a handheld scale for weighing or a few other things.

9 Trades of Dundee

Back in the 15th century the Nine Incorporated Trades of Dundee was formed to help them work together to control funds and give them more bargaining power. It still exists as a charitable fund to support local causes.



Dyer
Someone who dyed textiles. The symbol is a bag of salt, a key ingredient that helps spread the dye evenly.

Bonnet Maker

A maker of hats. Hilltown used to also be known as Bonnet-hill as so many were located there.



Hammerman
Now known as blacksmiths, they formed metal by, you guessed it, hammering.

Cordiner

The symbol is a round headed knife, this was a common tool used in shoemaking to cut out patterns.



Weaver
Not always the most honest of trades as they were constantly being investigated for producing cloth that was short of the statutory measurements.



Glover
Funilly enough, they made gloves.

Baker

Mmmm, delicious and very important. Watch you don't confuse them with the Maltmen symbol though.



Tailor
Still a standard term used today and even the equipment hasn't changed much in hundreds of years.



Flesher
Sounds a little more sinister than 'butcher' that we use today. Fleshers used to use the slogan 'man shall not live by bread alone' on their stalls.

3 United Trades of Dundee - Representing Building Trades



Mason
Originally known for the craft of stonemasonry but now a fraternity with members worldwide.



Slater
You'd need to be ok with heights and lending out your ladders as originally they were also used for firefighting.



Wright
A joiner or carpenter, the wrights were a friendly bunch and welcomed in painters, glaziers, reed makers and ship builders.

Did you know?

The words graveyard and cemetery have different meanings? Graveyards are run by the church and generally only people of a Christian faith can be buried there. Cemeteries can be used by anyone of any faith.

2

Mortality Symbols

Mortality symbols are all about death and the afterlife. Generally they are found at the bottom of the headstones whereas job symbols tend to appear at the top.



Maltman
Don't confuse them with bakers, note the holes in the peel on the left. A highly valued skill over the years, now known as a brewer.



Sexton
Someone who looks after a graveyard or cemetery who has the charming task of digging graves.



Pineapple
A symbol of wealth, hospitality and perfection. The pineapple was an exotic and hard to come by fruit in the 18th and 19th century.

It was a luxurious status symbol, known as the 'King of fruit' because it's foliage resembled a crown. The working/middle class would rent pineapples to appear wealthy!

The Fraternity of Masters & Seamen



The Fraternity of Masters & Seamen
Dundee was home to one of the safest and most convenient ports in the UK in the late 18th century. The symbol of a sailing ship represents a shipmaster/ship owner.

Skull



Skull, crossed thigh bones and a skull with thigh bones are all a representation of 'Memento Mori'. A cheery Latin phrase for 'Remember you will die'. In the past there were a lot more things that could kill you as medical science wasn't that advanced. Memento Mori is a reminder that you could die at any moment, death comes to us all. A lovely uplifting sentiment.

Other common and slightly more optimistic Latin gravestone inscriptions are:

Memento Vivere = Remember to live
Vive Memor Leti = Live remembering death
Fugit Hora = Time flies



Crossed Thigh Bones

Hourglass (vertical)



Symbolic of the passing of time and the shortness of life. You were expected to live to around 70 years old.

Hourglass (horizontal)



This shows someone who had their life cut short and didn't make it to 70 years old.

Madonna Lily



This flower represents innocence and purity and replaced images of the Virgin Mary due to John Knox's influence.

Broken Column



Has similar to the horizontal hourglass where the deceased's life was cut short. It can also mean the loss of the head of the family or in other words, the family's support.

Winged Skull & Cherub



Both symbols represent the ascent up to heaven and not necessarily the death of a child as some people may think.

Idolatry
the worship of someone or something other than God—ie. the sun, the king, an animal, cheese, a statue etc.
John Knox was a Protestant leader of the Scottish reformation in the mid 16th century and was not a fan of idolatry. This has led to a few symbols being replaced over time.

3

Head to the Howff

To find these two unique objects you'll need to head to the Howff Cemetery in the City Centre and have a good look around.



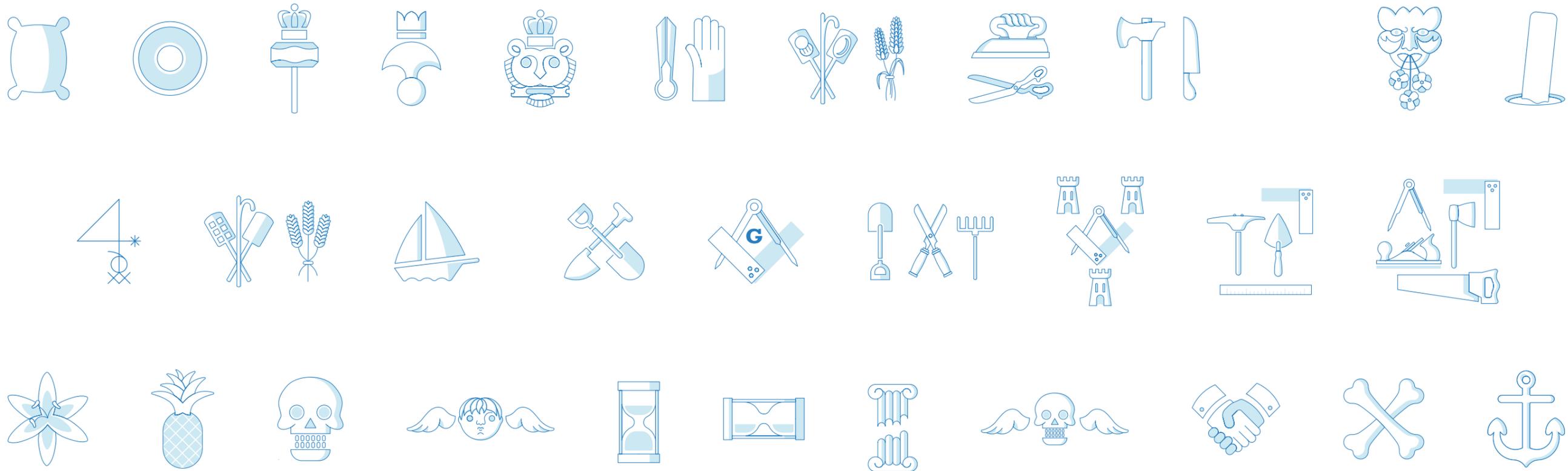
Convener Stone

The Nine Trades used to meet in the Howff Cemetery it's actually where it got it's name. Howff means 'to meet'. The head of the gatherings or the 'convener' would sit on this odd-shaped stone to run the meetings.



Green Man

A symbol of life, nature, regrowth and resurrection. Rare to find in Scotland as it's a Pagan symbol and that guy John Knox wasn't a fan. This green man was actually part of a tenement and was rehomed in the cemetery after the building was demolished.



LUNAR CHEDDAR

A brief issued by the Being Human Festival that required a lie to be told convincingly, inspired by the Lunar Hoax of the 1830s.

The common myth that the moon is made out of cheese is the chosen lie for a short promotional video.

Featuring Angus Russel, the owner of a small artisan cheese business named Lunar Cheddar, he describes the foundations of his business and his daily routine.

Original packaging and branding were created for the fictional business. Lunar Cheddar's logo originates from a Spanish folktale; A trapped fox tricks a greedy wolf into aiding the fox's escape by persuading the wolf that a body of water with the moon's reflection was a wheel of cheese.

Lunar Cheddar was selected to be played on the Being Human Festival opening night.

Client: Being Human Festival

Team:

Eirinn Leigh Reay

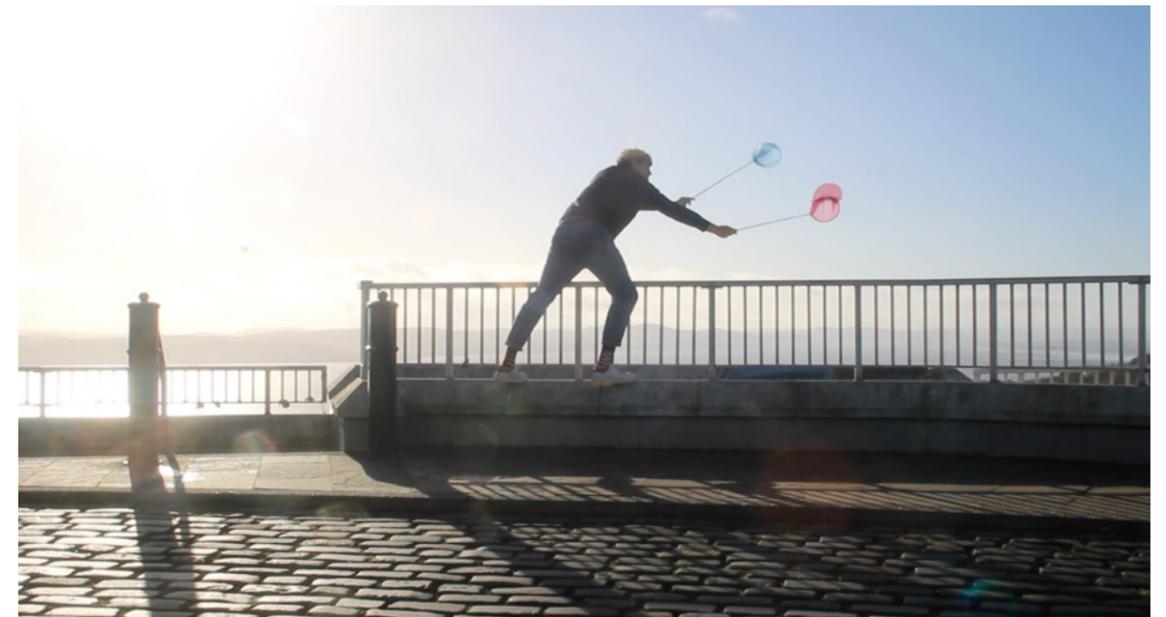
Art direction, videography, branding.

Adam Gregory

Antimation, branding, editor

Katrina High

Branding, videography.



WATCH VIDEO

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