



Rick Banks ^{MISTD}

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Personal Statement

Graphic Design has been an intense passion of mine since I started university in 2006. With a particular love for typography I strive to produce work to the best of my ability, and am always eager to learn new skills and techniques to aid my development as a designer.

In both digital and print mediums I feel the most successful pieces of design and advertising come from allowing the viewer to engage with the subject. This philosophy was applied to my Royal Mail Mini-Guide concept, which was well received by Royal Mail's upper management. My keen eye for detail across all projects I complete has been rewarded with membership into the International Society of Typographic Designers, where both typographic creativity and clarity are of paramount importance.

Concepts play an integral role in my work, so when commissioned to produce promotional material for the Keswick Film Festivals I set about capturing both the event's location and theme in contemporary illustrations. My campaign proved successful by increasing attendance over previous years.

Internships

Ogilvy & Mather, London
Jan 10
www.ogilvy.com

Hybrid Design, San Francisco, CA
July – Sept 09
www.hybrid-design.com

Liquid Solution, Liverpool
Nov – Dec 09
www.liquidsolution.co.uk

Tank Design, Boston, MA
July – Sep 08
www.tankdesign.com

Dinosaur, Manchester
Oct – Nov 09
www.dinosaur.co.uk

Creative Lynx, Manchester
Sept 07
www.creativelynx.co.uk

Reference

Rick Banks joined the Graphic Design Degree programme at Cumbria Institute of the Arts in 2006. As course leader and one of the graphic design tutors I have worked closely with Rick across several projects and feel I know him well enough to recommend him to you. He is talented, motivated and hardworking; interestingly he also has a naturally quick creative ability with the capacity to produce well-designed solutions from a range of ideas.

Rick is a diligent and self-critical young man, he seeks opinion but progresses work quickly and with minimum of supervision. Rick has had various successes during his degree, having interested Royal Mail to consider his mini-guide concept for postal pricing literature, and has won a live and industry brief for Keswick Film Festivals.

Although independent he contributes well in a team situation, his design rationale is always developed and communicated effectively. Rick has a strong technical ability and picks up programs quickly, but is also equally active in his own web design and digital SLR photography.

Finally, Rick is an interesting and friendly student, a good studio member and an individual who is generous in sharing his ability with others. I am pleased and confident in recommending Rick Banks to you.

Skills

Adobe Illustrator
InDesign
Photoshop
Dreamweaver
Flash
Silkscreen Printing
Digital SLR Photography

Education

BA / FDA Graphic Design
2006–09
Cumbria Institute of the Arts
Brampton Road
Carlisle
Cumbria
CA3 9AY

Clients

Abbott Pharmaceuticals
Adidas
Cambridge Interactive Development
Comfort
Creamfields
Disney
Diesel
Fedex
Ford
Keswick Film Festival
Puma

Ray Turner

Senior Lecturer
Cumbria Institute of the Arts
