
ZARA ALI

PORTFOLIO

2017

A BIT ABOUT ME

I AM ...

- ...Zara Ali Monteith
- ...a Brisbane-based graphic designer
- ...a communicator
- ...a quick learner
- ...an enthusiastic, hard working individual
- ...in awe of colour, in all its forms and combinations
- ...in love with typography, any language, any script
- ...perceptive and inquisitive about the world around me
- ...a transport tragic, maps, trains, signs, number plates...
- ...a crafty, hands-on worker, I always have new craft projects in progress
- ...dedicated to creating the best solution for the problem at hand
- ...obsessed with understanding how systems work, and how they work best
- ...adaptable, having worked and flourished in a large variety of industries
- ...working to make the world a better place
- ...always looking for the next challenge

ARTWORKERS

MAGAZINE DESIGN + TYPOGRAPHY — 2009

Artworkers Alliance is a network to support creatives working in visual art, craft and design industries in Queensland. In conjunction with their annual ARC Biennial, they were looking for a fresh look to facilitate the launch of a new issue of their magazine, Artworker.

I utilised my typographic knowledge and skill to create a unique and striking masthead (Fig 1) within the art magazine market.

This geometric and structured approach was continued throughout the magazine's contents. I created a simple typeface (Fig 2,3 & 4) for the article headings in response to the masthead style and digital focus of the feature articles.

I designed and produced the entire magazine at Liveworm Studio at Queensland College of Art, Griffith University, South Bank.



1. Artworkers magazine cover



2. Inside spread of magazine using Doomed typeface (see figure 3 & 4)



3. Doomed typeface



4. Doomed typeface glyph set

QWEEKEND

MAGAZINE LAYOUT + FOOD STYLING — 2012

While working at News Queensland, I was a designer at The Saturday Courier-Mail's QWeekend magazine.

I followed the production process from concept to publication, creating and preparing content for print. This involved creating and executing concepts based on the articles to visually communicate the focus of the article, all while following QWeekend style (Fig 1 & 2).

I was also responsible for styling food photography shoots for the recipe pages (Fig 3, 4 & 5).

It was my task to prepare, organise, style and supervise the photography shoot at Sirromet Winery, whilst working in conjunction with the photographers and chef to produce the end result.

Photography by David Kelly and Russell Shakespeare.



1. Recipe layout and photography



2. Feature article layouts



3. Food photography



4. Food photography



5. Food photography

LAT27 – CLIENT WORK

DOCUMENT DESIGN – 2015-17

Working as part of the Lat27 studio, I have worked on many public and internal documents for governments, councils and private firms.

I am the lead for designing the document and templates for clients, often adhering to guidelines and/or other requirements like accessibility criteria.

I also work internally, creating proposals and internal documentation for projects, requiring graphics, layout, colour and typography to communicate our design work, all whilst considering our varied target audiences from project to project.

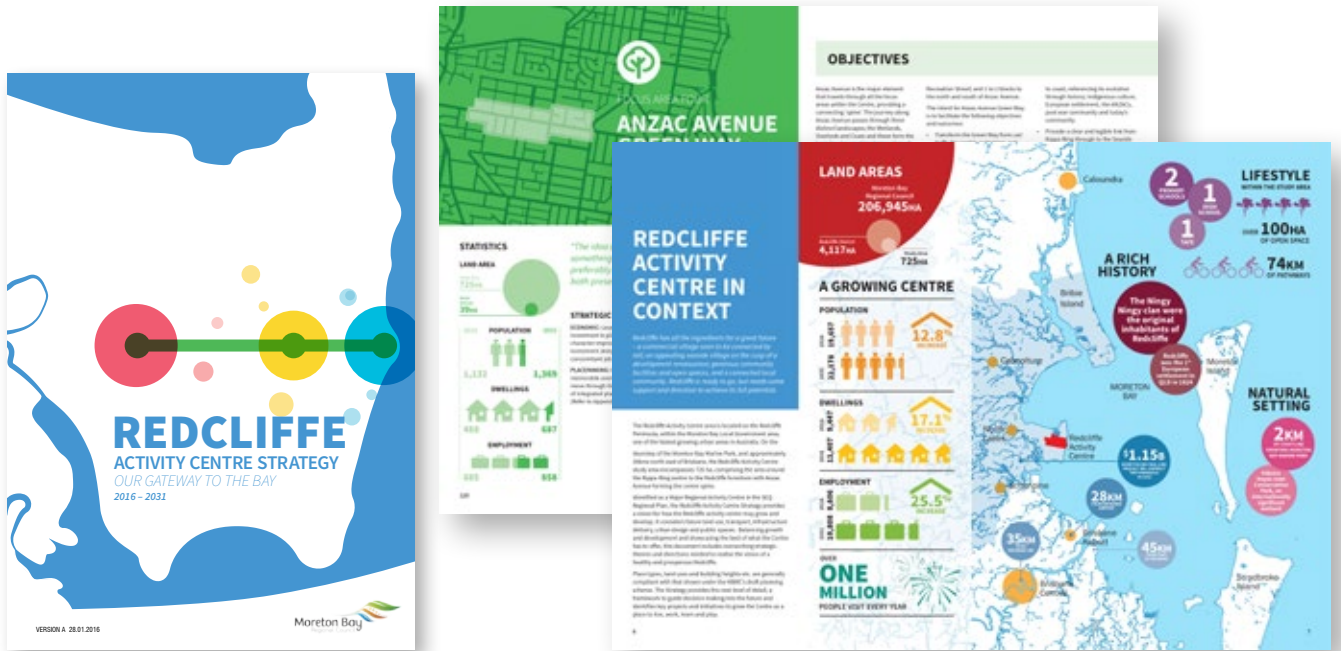
I work collaboratively with my colleagues on these documents, advising on colour, typography and form. I also am the go to for technical advice in Adobe products.

I have also worked on many projects themselves, creating environmental

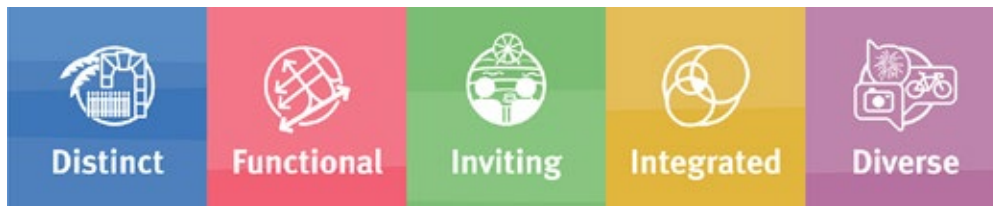
graphics like signage and patterns for surface treatments, furniture and structures. Much of the work I do is commercial in confidence, and most is still under construction/in progress so unfortunately most documents and project work I have completed can't be shown at this time.

Figure 1 is the Redcliffe Activity Centre Strategy, a large strategy document for Moreton Bay Regional Council requiring the production of many information graphics and maps.

Figure 2 is the Queen's Wharf PDA Public Realm and Movement Network Planning and Design Guideline. I worked with the Economic Development Queensland team to design this document to State Government guidelines, including the branding of the key categories for the guideline.



1. 'Redcliffe Activity Centre Strategy' document design



2. 'Queen's Wharf PDA Public Realm and Movement Network Planning and Design Guideline' document design

SUPER A-MART CATALOGUES

PRINT DESIGN — 2013-15

Working as part of the Super A-Mart Marketing department, my team was responsible for all print and environmental design across the 50 stores in Australia.

In addition to the core branding, we designed the monthly sales campaign across catalogues, advertising, web and in-store applications. We also worked on packaging, internal communications and the yearly Conference.

A key achievement while at Super A-Mart was helping to direct the steady evolution of the visual voice of the brand. When I started, the direction was loud, brash and in your face – you couldn't ignore what they had to sell.

Market research and competitor observation showed a simpler, clean approach whilst still being bold, could herald a larger target market and potentially more customers.

Our goal was to evolve the brand to include this new target market without alienating our current customers.

A combination of incremental changes, changing to a unified typographic voice and re-thinking the structure and core message of our output helped start the evolution into the Amart Furniture brand around today.

I played a key role in researching, advising and deciding on the new typeface for Super A-Mart. Gotham was chosen for its modern design, practical features and friendly yet confident voice.

This typeface change led to a more streamlined direction for the catalogue, steering away from a new look every month, to a rotating program of campaigns to help cement the brand in the market.



1. Super A-Mart catalogue designs

ELEMENT PHOTO & VIDEO

BRANDING — 2012

Starting out as a one-man operation, Lachlan Ryan Video Productions wanted to re-brand as Element Photo & Video Productions to reflect the larger and more professional business they had become.

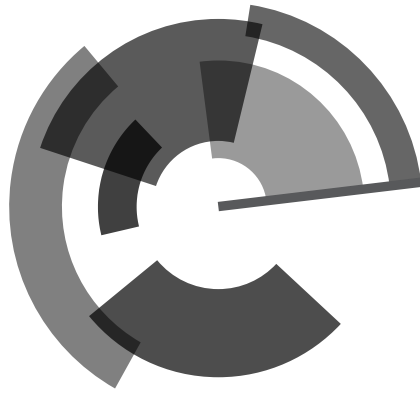
Element wanted their brand to appeal to a broader and more professional audience. They want to move up in the marketplace, cover larger events and eventually aim to produce short films.

Element has a niche in the marketplace, covering sporting and special events such

as triathlons, mountain bike racing, boxing and concerts. Element maintained their brand was to target this market, whilst not alienating others.

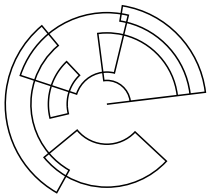
The brand has been created on-par with their desired competition in the Brisbane marketplace and with their future ambitions in mind.

A simple yet striking graphic of the aperture of a lens in the shape of an 'e' communicates the focus of their business and a connection to their name (Fig 1).



ELEMENT
PHOTO & VIDEO
PRODUCTIONS

1. Main logo



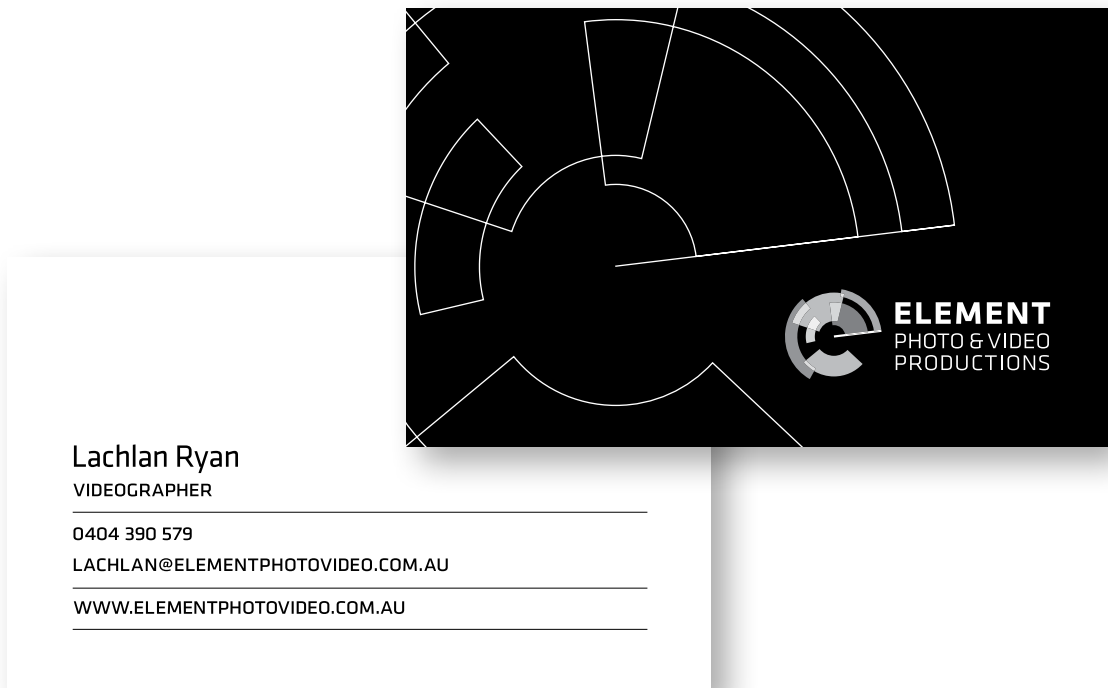
ELEMENT
PHOTO & VIDEO
PRODUCTIONS



ELEMENT

2. Alternate 'line' logo

3. Alternate 'solid' logo



4. Element business card

PIA 'QUEENSLAND PLANNER'

PUBLICATION — 2013–2017

I was approached by Planning Institute of Australia, Queensland Division, to design the covers for their quarterly industry journal.

They were seeking a more unified and graphic approach to the cover, to increase readership amongst its members and industry colleagues.

In response to the Winter 2013 edition's theme, "Changing planning culture" the cover (Fig 1) was created to highlight the elephant in the room, the red tape that restricts the industry and how the Institute is addressing this issue.

Spring 2013 (Fig 2) focused on Mackay and surrounds as an accompaniment to the State Conference, highlighting key themes and focal points for the event.

Autumn 2014 (Fig 3) covers Diversity in planning, using typefaces as symbolism for challenges unique to Queensland.

Winter 2014 (Fig 4) & Summer 2016/17 (Fig 8) are some photographic solutions.

Spring 2015 (Fig 5) uses road signage as a metaphor for how language directs the conversation in all different ways.

Autumn 2016 (Fig 6) reflects on the future and the unknown pathways that lie ahead.

Winter 2016 (Fig 7) uses the iconic London Underground map to symbolise the state's transport needs and desires.

I conceptualised and created all the graphic covers from scratch, and also photographed occasionally for the perfect cover shot.

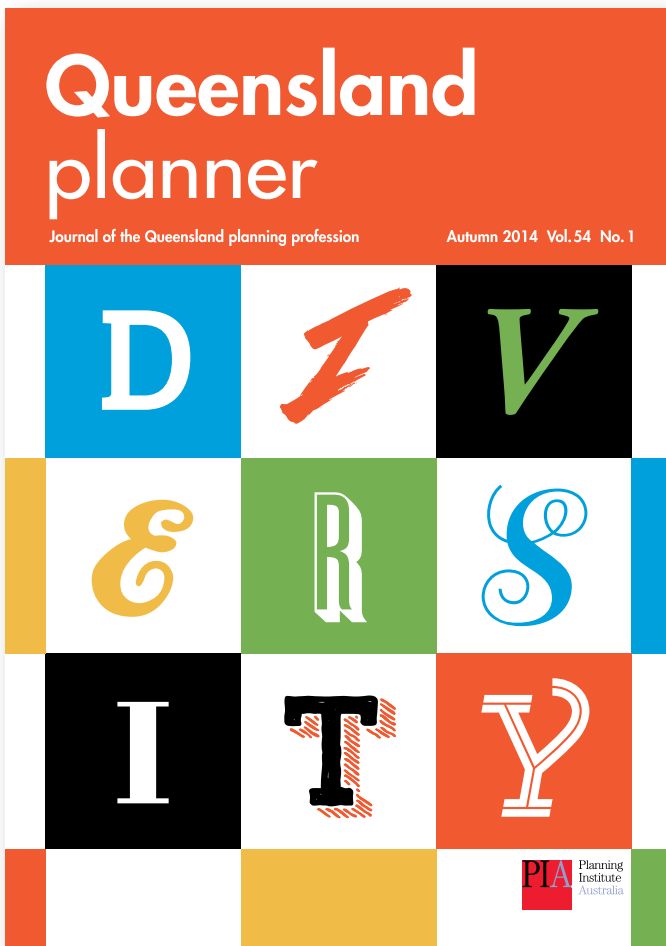
Feedback from the Institute and its members has been very positive. Readers have responded, noting how striking the journal is, and has increased readership among the Institute's members.



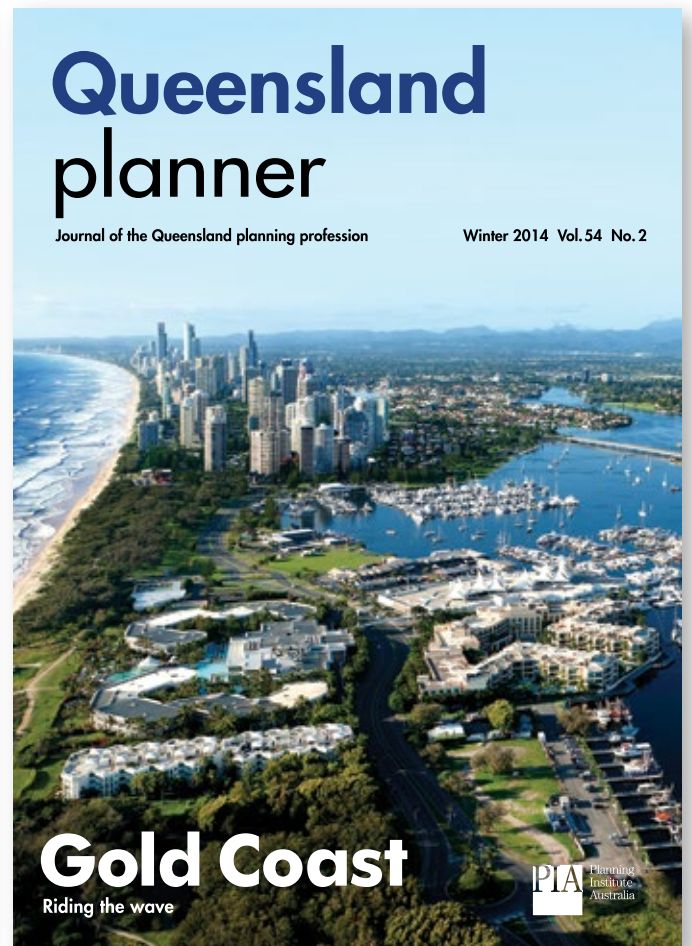
1. Cover design, Winter 2013



2. Cover design, Spring 2013



3. Cover design, Autumn 2014



4. Cover design, Winter 2014



5. Cover design, Spring 2015



6. Cover design, Autumn 2016



7. Cover design, Winter 2016



8. Cover design, Summer 2016/17

VOLUNTEERING QLD

BRANDING + DIGITAL BROCHURES — 2015

Volunteering QLD is a state-wide organisation connecting volunteers with people in need. They operate numerous programs and initiatives across a broad range of areas in the community including homelessness, women's development, disaster relief and education.

Beginning in 2011, the Innovate Symposium brings individuals committed to social justice and sustainable communities together. Participants are taught to challenge traditional approaches to social action and community development with new ways of thinking and use these new tools to innovate in their own area of expertise.

I was approached to re-brand (Fig 1 & 2) The Innovate Symposium in 2015 to better visually reflect the expertise and complex subjects the Symposium addresses.

In addition, I designed a digital brochure (Fig 3) for a series of community development workshops by Volunteering QLD. Once again I was charged with creating a visually engaging yet professional design, reflective of the expertise of the teachers and target audience.

INNOVATE SYMPOSIUM • 2015

Griffith University EcoCentre
Nathan Campus • 19-20 February, 2015

1. 'Innovate' logo

**INNOVATE
SYMPOSIUM • 2015**
Griffith University EcoCentre
19-20 February, 2015

Those committed to social justice and more fair and sustainable communities are facing many challenges. This un-conference will offer the chance to consider new ways - and reimagine traditional ways - of thinking, working and...

Innovate 2015 is a two day symposium exploring new theories and practical approaches to social action and community development.

Equip. Re-centre. community.

Key Information

Date:	19th February - 20th February.
Time:	9am - 4pm
Venue:	Griffith EcoCentre, Griffith Univ
Cost:	\$200 (Volunteering Queensland) \$300 (Non-Members)

This symposium will provide participants with the chance to consider and deepen their practice, through carefully developed and facilitated explorations and provocations. Participants have the opportunity to engage with new theories and ideas, with practical...

The Innovate Journey

- Welcome to Innovate
- Enter the spiral Journey into our practice.
- Working against stuckness - with soul.
- Self-centering, not self-centred.
- Practice implications
- Emergent ideas
- Social action and soul
- Emergent thoughts
- Recentering and reconnecting
- Giving form to our approach
- Exploring parallel narratives
- Critical stories of practice
- Revisiting key issues with new perspectives
- Provocation
- Sustaining work in challenging contexts
- Leaving the room, together.

Innovate is an opportunity to consider your work in light of emergent practice, soul work and working dialogically. It draws together facilitators and participants from a variety of perspectives, including community development, social work, critical education, community activism, and student engagement.

2. 'Innovate' digital brochure



Volunteering Qld

Reflective Community Development Practice

Series over four days in 2015

AND  Mark Creyton
VOLUNTEERING QUEENSLAND

This workshop series is designed for all those who are 'in community' - community workers, grassroots leaders, workers in community organisations - anyone wishing to broaden their knowledge of community development theories, reflect on their own practice and develop new skills and processes for working with and in community.

Participants will enjoy an opportunity for learning, application and reflection that draws on:

- Four full day workshops
- Access to a range of readings and discussions
- *Theory and Practice of Dialogical Community Development* (Westoby & Dowling, 2013), which will be used as a background text for the program and is included in the full program registration (this will be given to participants on the first day)
- The unique opportunity to join a 'community of practice' throughout 2015, which can provide ongoing support and additional communication between formal workshops.

Reflective Community Development

Workshop 1: Re-imagining community development

MONDAY 23 MARCH 2015

The first workshop considers various ways of thinking about and re-imagining 'community' and 'development' within community work practice. The values and practices underpinning community, as well as the 'shadow side of', and 'challenges' to community will be discussed. Ideas such as community as 'dialogue, hospitality, communitas, and collective action' will be foregrounded. Participants will consider the variety of traditions which inform current practice while some of the core movements within community development will also be examined - from 'I to We', powerlessness to cooperative power', and 'working for, to working with'.

Workshop 2: Dialogue and method within community development

TUESDAY 24 MARCH 2015

This workshop will take participants on a journey of understanding how dialogical practices underpin fundamental community development processes. Stories, practices, and ideas will be used to explore attitudes and skills (alongside challenges) that Anthony Kelly calls the 'method map'. It will explore (nurturing purposeful relationships), participatory groups), macro work (structuring situations) and meta work (linking people centred works, alliances, federations or cooperatives).

Your Guides

Peter Westoby

Senior Lecturer in Community Development at The University of Queensland, Australia | Research Fellow at the University of Free State, South Africa | Director of Community Praxis, a non-profit cooperative based in Australia | Over 25 years experience in youth, community and organisational development work, in South Africa, Australia, PNG, Vanuatu and the Philippines | Loves drinking good coffee with friends, hiking, running, hanging out in independent bookshops | Research focus on conceptual frameworks guiding community development practice | Publications include Westoby, P. & Dowling, G. (2013). *Theory and Practice of Dialogical Community Development: International Perspectives*. UK: Routledge. Westoby, P. & Shevtell, L. (eds) (2012). *Learning and Mobilising for Community Development: A Radical Tradition of Community-Based Education and Training*. UK, Surrey: Ashgate Press.

Mark Creyton

Director Education, Research and Policy, Volunteering Queensland | 20+ years experience as an educator and consultant with voluntary and non-profit organisations and groups | Interested in supporting new organisations and initiatives, having worked with over 5000 community and non-profit projects in the past five years | Extensive experience in design, development and delivery of community leadership programs across Australia | Enables young leaders through a range of projects to explore and research volunteerism in QUT, UQ, Griffith and and student engaged abroad and Amnesty

Workshop 3: Facilitating learning processes within community development

MONDAY 11 MAY 2015

The community worker rarely directs what is going on in a social situation, instead they're often facilitating processes of learning that enable people to 'find their way'. The expertise of a community worker is the 'process, not the destination'. However, such facilitated learning requires clear frameworks to guide the community worker. This third workshop inducts participants into the experiential, elicitive and spiral learning frameworks and key practices, underpinned by the work of Kolb, Lederach and Freire.

Workshop 4: Building your personal practice framework for community development

TUESDAY 12 MAY 2015

The final workshop creates a space for people to create, or re-visit, a personal community development practice framework. Building on the content of the previous workshops, along with auto-biographical reflection, case study examination, and creative activities, participants distill key dimensions of their community development framework, along with consideration of a framework 'name', symbol and shape. This framework will assist participants to identify, articulate and enhance their own particular approach to their work, their communities and the contexts in which they work.

BRANDING

VARIOUS BRANDS & LOGOS — 2009–2013

A variety of branding and logos I have produced over many years, in response to a diverse range of businesses, publications and charities.

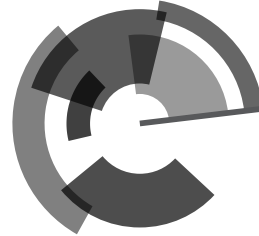
1. Artworkers Magazine – Artworkers Alliance masthead – 2009
2. Hummingbird – Brisbane charity helping connect people – 2012
3. Element Photo & Video Productions – Outdoor focused photography and videography – 2012
4. Grow Your Own – Sustainable food brand for the average consumer – 2009
5. Burn Fitness – Personal Training – 2013
6. Mike Molloy – IT specialist – 2010
7. Laser & Survey Solutions – Survey equipment & servicing – 2009
8. Mountain Bikes Direct – Online mountain bikes & equipment distributor – 2012
9. Lost Boys Theatre Company – Small Brisbane theatre company – 2012
10. Adriana Melissa Hairdressing – Home service hairdresser – 2013



1. Artworker magazine masthead



2. Hummingbird



ELEMENT
PHOTO & VIDEO
PRODUCTIONS

3. Element



4. Grow Your Own



5. Burn Fitness



6. Mike Molloy



7. Laser & Survey Solutions



8. Mountain Bikes Direct



9. Lost Boys Theatre Company



10. Adriana Melissa Hairdressing

NEWSPAPER INVITATION

WEDDING INVITATION — 2010

This invitation was designed for the nuptials of Jenny and Michael. They requested a simple yet quirky invitation which expressed the couple's unique character traits and interests. The bride's family has a strong family connection to the Queensland newspaper industry. I decided a newspaper style invitation would be the best invitation to reflect and communicate the couple's unique relationship.

The wedding was simple and classic with the bride wearing a 1920's inspired

dress. I mimicked the style and writing of The Courier-Mail from the 1920's and hid references to special dates, the groom's bicycle business, family and friends in the surrounding text. Instead of a gift registry, the couple arranged a World Vision registry, which fit in as an advertisement on the reverse (Fig 1).

This was printed on newspaper stock and torn to resemble a tear-out from an actual newspaper, and proved to be a convincing outcome for many guests.

Insure Your Boy

Against Sickness. Go to For The

RIDERS



and spare him to spend his time in the open air. Our boys' bicycles are built larger than the machines. The Holly is to stand. You don't need to pay cash unless you wish. We offer the easiest terms. £3 down and 5/ a week repayments. Call in to-day.

RIDERS

Cycle and Motor Cycle Co. (M. Geale) 452 Ipswich-road, Annerley VIC 4103

GEALE & MOLLOY WEDDING

Wedding Bliss in June

St Andrew's Anglican Church in South Brisbane is gearing up for a joyous June celebration.

On Saturday 5 June 2010, the Church in South Brisbane will play host to the wedding of parishioners Michael Geale and Jenny Molloy.

After several years together, the couple have decided to affirm their love and commitment to one another before God, their friends and family.

The Reverend Alan Moore will be presiding over the service, which will commence at 1pm. The church, situated at 160 Vulture St, South Brisbane, will provide a beautiful location to celebrate this occasion.

Attendants include bridesmaids Miss Emma Forbes and Miss Catherine Williams. While the exact dress and McCullough and Mr Russell Geale. While the exact dress of the bridal party is yet to be revealed, it is anticipated guests will attend looking stylish, a little dressy and even a little fun - ladies clad in their favourite pretty dresses and the gentlemen in smart slacks and shirts.

At the conclusion of the service, guests are invited to join the couple as they walk, drive, bus or ride to a casual reception at the Ship Inn, Southbank.

For those who wish to join the celebration, please indicate your attendance to Dan and Stacey Molloy by Friday 14 May 2010. Email mican@jfmolloy.com.au or Post the slip below to PO Box 1514 Coorparoo DC QLD 4111

RESERVATION SLIP

Name

Contact Details

Guests Attending

WEDDING

By a Spec

Bouquet, posy, prayer book
of June brides will have made her wedding ceremony.

This is but one of the questions that the wedding array is the aim of the modern bride attendants to conform to her own ideal bride.

One bride, featured in this very publication ideal wedding. Conversation with your correct represent her. Is it to be frills and fancy? Simple the bride of today may be orthodox or original, is of the more conventionally minded type, she chooses flowers according to the lines of her gown. A severe classical model with demand the simplicity of the flowers; the softer fullness of Princess or Victorian flowers is better suited to the shorter bouquet or the more compact posy.

Sometimes a bride-elect is accompanied by her fiancé to the florist. The man, in most cases, has little to say, but an occasional "yes" or "no" until the final decision is reached, when he contributes a pleading limbo, "I suppose you'll put a little bit of blue something-or-other in it?" to the discussion.

Our bride, mentioned here, with a carefree laugh, dismissed the thought she should already have made her final selection. Last-minute arrangements will guide this bride, so she says to your correspondent. Rest assured, whatever she carries, it will reflect a certain part of her.

And the colours for the day? The dress, the ribbons, the little embellishments of jewels and powders on the cheeks? What will they be? An ancient belief that the colours worn by the bride, as a influence on their wearers, and so yellow, signifying health, was said to be unlucky for the bride who would wear it also green, the colour of the faerie who would reveal its use at the betrothal of a favoured by an occasional bride with advantage. And our bride? Will she be traditional? Will she enter in layers and layers of white, blowing out to the street? She dutifully declines to say.

The choice of music to enter and then to proceed from the Church is also a consideration that falls to the bride - most often. Our bride tells us musical choice has indeed been covered, with significant input from her bridesmaids. Wonderful news, thanks your correspondent! The selection the bride, is simple. Music of mutual enjoyment, suitable to the time and place, and pleasing to the ear. Perhaps even enjoyable!

Shoes, hats, makeup, accessories - food, flowers, rings and more. She is bombarded with important tasks. Priorities, says our bride, are a limited number of preparation - a limited list. Five months only of preparation - a limited list. What is the purpose? A celebration of something, but of more importance is to focus on the... There will be many... days...

Miss E. Forbes, who has been on a visit to France, spent a week in Prague before returning to Brisbane.

On the way from Houtou, Miss Marjorie spent several weeks in Adelaide before returning to Queensland to be a guest of Miss Nesta in the Granite Belt.

On the way south, Mr and Mrs. Geale are spending a few days at Ormiston House before continuing to France.

After four weeks' holiday, Mr and Mrs. Molloy returned to Brisbane on Qantas yesterday. Their holiday began with a trip by plane to Europe, where they spent a week on cruise along the Danube River before continuing to France.

On their return voyage Mr and Mrs. McCullough attended the Racing Festival in the nation's capital.

Soon, Mr and Mrs. R. Geale will be introducing their young son to travel with a visit to the Northern beaches.

For the next year, Miss C. Williams will be enjoying a sojourn in Asia's south-east.

Visitors from the North include Mr. M. Molloy. Mr Molloy will be a guest of Miss Z. Monteath.

Daily Reflections

Assorted Thoughts and Inspiration

If you want to change a society, then you have to tell an alternative story. - Ivan Illich

Each one should use whatever gift he has received to serve others. - 1 Peter 4:10


We have different gifts according to the grace given us. - Romans 12:6

World change starts with educated children. - John Wood

A boss spoke more low but cheerily still, and said: "I pray thee then write me as one that loves his fellow man." - James Henry Leigh Hunt

World Vision to help the needy

Use your gifts to make the world a better place



Why get the happy couple a kettle when you can help a needy community clean water?

Why give them money towards bike parts when you can buy a bicycle for a teacher in a developing country?

Why buy a photo album when a child on the other side of the world would rather learn to read and write?

Michael and Jenny don't want gifts for themselves, they want you to consider making a contribution on their "World Vision Gift Registry."

A gift that really makes a difference.

World Vision of Australia www.worldvision.com.au
World Vision of Australia is a Christian organisation pursuing freedom, justice, peace and opportunity for everyone in the world. 640 28 004 778 081

THREE EASY STEPS TO CHANGE THE WORLD.
Log on to www.worldvision.com.au/smiles
Enter Michael and Jenny's gift registry reference number: EGTG186.
Select some gifts to give to deserving individuals who really need them.

"To celebrate our wedding, we would love for you to choose a gift from our Smiles Gift Registry List. Our marriage is the start of a future together where we hope to make a difference in the world... so let's kick-start this show with some gifts to those who really need them!" - Michael and Jenny

CYCLES, BICYCLES

1/ for 12 words, then 6d. per line.

A: Why waste team faces? Why not invest in a dependable cycle - a "Tomac"? Remember, expect chancy build speed, strength, and dependability. Look for "Tomac" in our modern workshop. Look for something more! Most read: B2010

SOUTHSIDE CYCLE SERVICE

GIANT ATX DH, A+,

A: Suntour Damocles - 1912, reg. 445.
A: Tomac 204 Magneton - reg. 435.
A: Specialised Palmer DH, reg. 430.
A: Mountain Cycle San Andreas, 1915, 685.
A: Kona Sisk Develas c.c., SV, 112/107.
A: SDV Bikes, Proprietors of
A: STREET, DIRT AND VERT BICYCLES
A: Try the new modern cycle for your ride to no longer just for roads. Take your ride to no lights. Off road.

VARIOUS BIKES SHOPS PTV, LTD.
229 Shortle Street, Brisbane, 86438

AND MORE BIKES. For Xmas, now and all the year. Fair prices for quality bikes. 100% deposit. Cash orders and lay-by accepted. 84739. Free delivery.

BUY, repair, overhaul, re-engage, trees, parts, accessories. Apply Regional P/B 8401.
RACE BIKES. Racing! Contact for shared well-known buyers who supply good credit for 84739.

SERVICES

Mum's catering. All events, children's charity functions, weddings. Stracy/Corry to take your order. Mrs Ali Moore's design services. For a great service in all areas. Ring, email or visit our website. 84739.
L89, Courier-Mail Phone 864343849

1. Invitation front and back

Many Brisbane readers choose to focus on books that enlighten and educate. Particular favourites include the works of those making a difference in their world.

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RESERVATION SLIP



WEDDING

By a Spic...

Bouquet, gossamer, prayer book... of June brides will have made the wedding ceremony.

This is but one of the questions that the wedding party is the son of the mothers' bridesmaids to confirm to her own ideal for...

One bride, featured in this very publication, ideal wedding. Conversation with your summer... elegant but is it to be filled with luxury? Some...

The bride of to-day may be orthodox or original... is of the more conventionally minded type, she follows according to the lines of her gown. A severely model will demand the simplicity of the classical, the other fulfills of 'fashion' or 'fancy' is better suited to the divergent 'traveller' or the compact gown.

Sometimes a bride-elect is accompanied... to the forest. The man, in most... little to say, but an occasional 'yes' or 'no'... the final decision is reached, when... a pleading little, "I suppose you'll... show something-or-other in it?"

Our bride, mentioned... though, dismissed the thought... have made her final... pulse will guide this... respondent. Rest... will reflect a certain... And the... ribbons, the... powders of... an ancient... (hand... leads... we...

World Vision

Use your gifts to help the needy

make the world a better place

Why get the happy people a gift when you can help give a needy community a better life?

Why give them money towards the gift when you can buy a bicycle for a teacher in a developing country?

Why buy a photo album when a child on the other side of the world would rather have a bicycle?

Michael and Jenny don't want their children to grow up in a world where they want you to consider making their "World Vision Gift Today".

A gift that really...



known buyers who...

B4739.

SEE

Mum's catering. All charity functions, Stacey/Corry to take you...

Zara Ali Monteith des...
cient service in all ar...
L89, Courier-Mail...

GEALE & MOLLOY

WEDDING

St Andrew's Anglican Church in South Brisbane is gearing up for a joyous June celebration.

DERS



2. Invitation detail

LOST BOYS THEATRE CO.

BRANDING, POSTERS + BROCHURES — 2012

Lost Boys is a small, quirky Brisbane-based theatre company. I produced collateral for their two shows, 'A Very Potter Musical' and 'How To Succeed In Business Without Really Trying'.

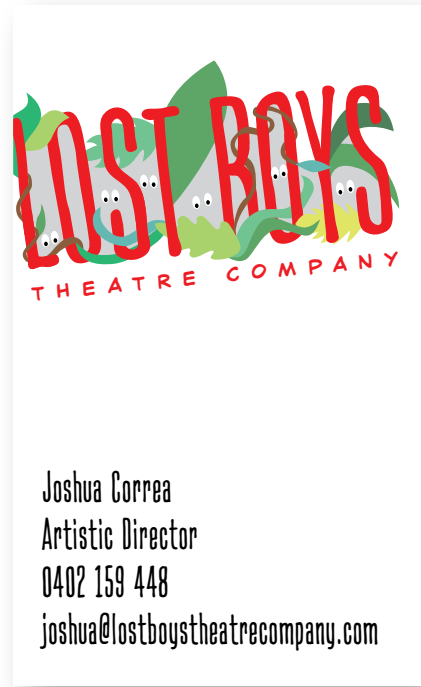
Their first production 'A Very Potter Musical', a parody of the Harry Potter novels. I designed the program, referencing style and elements from the novels and movies, heavily featuring the Marauder's Map (Fig 2).

Their second production 'How To Succeed In Business Without Really Trying' was given a modern twist with the use of technology throughout. I designed, hand-made and photographed a pixelated New

York skyline, as the play is set in New York, as the centre concept for the poster (Fig 3).

I used this concept for the campaign and paired it with Art Deco inspired typography referencing the origins of the original production.

The execution of the Lost Boys existing brand left room for improvement and was accurate in reflecting their quirky and generous style. I took the opportunity to re-fresh their logo in a simpler format (Fig 1).



1. LBTC logo & business card

When I first saw A Very Potter Musical on YouTube, I knew it would be the very first production of Lost Boys Theatre Company. Ever since Sarah and I started this company in February of 2011, we were both very sure about the type of company we wanted Lost Boys to be, and what shows we wanted to produce. One thing we have always said about LBTC is that we're not trying to be the best theatre company, just the COOQEEST which is why AVPM was the perfect debut show! Directing this musical has just been one big game; watching rehearsals is way too much fun to be called work. Every single person in the cast has brought something different to the show. The first thing I told them when we started rehearsals is that I did not want it to be a recreation of what everyone could see on YouTube. I didn't want the audience mouthing along to lines in the show and anticipating the jokes. I wanted it to be brand new, completely fresh, and unpredictable, so that people felt like they were seeing it for the first time. So sit back, relax, and let us take you to a world where growing up is not an option.

From the Director

Cast

Production Team

*Stage Manager - HEATHER OKEEFFE
Set Designer - DANIEL HARVEY
Assistant Stage Manager - AMY BRIGGS
Technical Advisor - SAMUEL MAHER
Costume Mistress - ANNE HARVEY
Makeup Artist - AMANDA PAUL
Graphic Designer - ZARA MONTETH
Photography - ELISABETH HARVEY & CHRISTIAN AAS*

 Dakota Scripps HARRY POTTER	 Emma Tavian HERMIONE GRANGER	 Tom Oliver RON WEASLEY	 George Kennedy VOLDEMORT	 Sally Lloyd GINNY WEASLEY
 Anthony Craig PROFESSOR QUIRRELL	 Lauren Nelson DRACO MALFOY	 Lachlan Geraghty CRABBE	 Cameron Whitten SEVERUS SNAPE	 Allison Nipperes NEVILLE LONGBOTTOM
 Robert Piggott DUMBLEDORE	 Kirsten Barros MOLLY WEASLEY, DEMENTOR, PANSY	 Dallin Williams CEDRIC DIGGORY, CORNELIUS FUDGE	 Lauren Timmison CHO CHANG	

Production Team

 JOSHUA CORREA Director	 SARAH HARVEY Producer	 BEN MURRAY Music Director
 CLAY ENGLISH Chorographer	 MICHAEL ROGERSON Lighting Designer	 JOEL REDDING Sound Designer
 ALICE McCABE Assistant Director		

LOST WANDS

2. A Very Potter Musical program

LOST BOYS THEATRE COMPANY PRESENTS

HOW TO
SUCCEED
IN BUSINESS WITHOUT REALLY TRYING

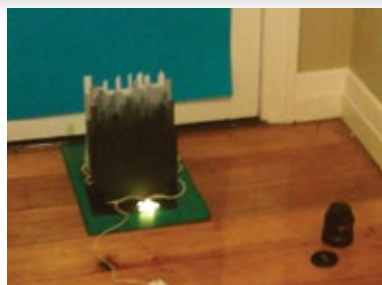
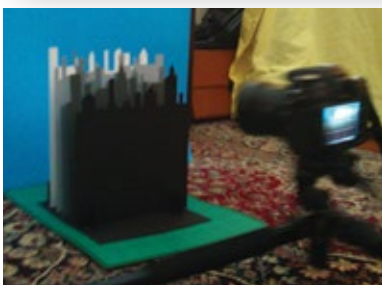
14 – 18 NOVEMBER @ THE SCHONELL THEATRE, UQ, ST LUCIA

BOOK BY ABE BURROWS, JACK WEINSTOCK AND WILLIE GILBERT
MUSIC AND LYRICS BY FRANK LOESSER

BASED UPON THE BOOK BY SHEPHERD MEAD
ORIGINALLY PRESENTED BY CY FEUER AND ERNEST H. MARTIN
IN ASSOCIATION WITH FRANK PRODUCTIONS
BY ARRANGEMENT WITH HAL LEONARD AUSTRALIA PTY LTD
EXCLUSIVE AGENT FOR MUSIC THEATRE INTERNATIONAL (NY)



GET YOUR TICKETS THROUGH TICKETEK



3. How To Succeed In Business Without Really Trying poster and production

MOUNTAIN BIKES DIRECT

ADVERTISING — 2013–2014

Mountain Bikes Direct is a Gold Coast based online store for mountain bike enthusiasts. They separate themselves from the competition with their Australian owned and operated business, providing low prices and quality service.

I have created print advertisements for their business for publication in Australian Mountain Bike magazine and Revolution magazine (Fig 1).

The design is simple, patriotic and eye-catching, with plenty of space for pricing, in an effort to stand out in the overseas dominated mountain bike market.

We progressed our message with a photographic dominated advertisement (Fig 2) aiming to connect with the customer through the culture of mountain biking, instead of focusing on their competitive pricing.

More recently, to address local and overseas competition, I designed an advertisement (Fig 3) to showcase the new local Gold Coast warehouse and the benefits of buying from Mountain Bikes Direct, a proud Australian Owned business.



**SAME DAY DISPATCH
LOCAL WARRANTY SUPPORT
DIRT CHEAP
AUSSIE COMPANY
THE BRANDS YOU WANT**

Like us on Facebook for exclusive deals, starting with

\$10 off your first order!

facebook.com/mountainbikesdirect

FiveTen Impact Lo Shoe
\$150
\$106.26

					
GoPro Hero 3 Silver	Giro Hex Helmet	Maxxis Minion 42a 2.5 DH Tyre	Endura Gel Satchets 20 Pack	ESI Silicone Grip	
\$580	\$342.87	\$150	\$118.13	\$65	
Fox 32 Float 29 100 CTD Remote 13 Fork	\$4250	\$899	Dakine Highwire Glove	\$35	\$24.49
Alpinestars Moab Elbow Guards	\$90	\$25.12	Dakine Session Hydropack	\$70	\$46.80
Thomson Elite Post	\$135	\$96.62	Chromag Fubars OSX Bars	\$125	\$94.17
Sidi Dragon 3 Carbon SRS Shoe	\$495	\$398.90	Camelbak Rogue 2.0L	\$190	\$81.91
Maxxis Ikon Tyre Kevlar	\$50	\$32.33	Rockshox Reverb (Std) Adjustable Seatpost	\$430	\$330.12

www.mountainbikesdirect.com.au

1. Mountain Bikes Direct, Revolution magazine advertisement, February 2013.



The MTB Lifestyle

www.mountainbikesdirect.com.au

			
SRAM X9 Cranks (inc. BB)	Ignitor 29' EXD Tyre	Crank Brothers Candy 1 Black	Sidi Drako Carbon SRS Shoe
\$99.78	\$32.50	\$20 WITH PURCHASE OF ANY SHOES	\$399.45

DIRT CHEAP



All information correct at time of printing. Promotional prices end 30 July 2013. Subject to availability.

2. Mountain Bikes Direct, Revolution magazine advertisement, June 2013.



SHIPPING. HUGE RANGE. AUSTRALIAN OWNED.

EXCLUSIVELY MTB. FAST SHIPPING.

DIRT CHEAP.





3. Mountain Bikes Direct, Revolution magazine advertisement, May 2014.

LETTERPRESS

POSTER - PRODUCTION + DESIGN — 2013

As part of a four-week letterpress course at Design College Australia, I produced in partnership with Chloe Koklas, a letterpress piece about Australia and its unique language.

Using Australian rhyming slang which originated in East London, commonly

referred to as 'Cockney', we wrote and produced a piece titled 'Dog & Bone'.

The comically cryptic piece recounts the events of last night, as told by an Australian man to his friend over the telephone (Dog & Bone).

So, I picked up the PHONE, the MISSUS/WIFE was up for a GOOD TIME. After my MEETING, we TALKED til LATE. She did a BOLT & left me with the CHEQUE ALONE.



1. 'Dog & Bone' final poster and letterpress production

MOCK BLUE REGULAR

TYPEFACE – DESIGN + IMPLEMENTATION – 2009

The newly formed “Out of the Blue” choir currently resides under the Queensland Youth Choir brand. Their quirky and unique style called for their own identity to separate the choir from their more uniform counterparts.

In response, typeface (Fig 1) was created for the choir for use across a variety of collateral and promotional material.

Each performance is branded, using unique ligatures (Fig 2) to enhance the theme and visually unify their work.

abcdefghijklmnopq
rstuvwxyz
1234567890

1. Mock Blue Regular character set

heart
and
music

2. Mock Blue Regular ligatures for 'heart and music' concert

CONTACT

I'D LOVE TO HEAR FROM YOU

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Graphic Designer

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Browse my work at www.zaraali.com.au

Stalk me at www.facebook.com/zaraalidesign

Tweet me at [@zaramonty](https://twitter.com/zaramonty)

Have a squiz at my Instagram [@zaraalimonteith](https://www.instagram.com/zaraalimonteith)