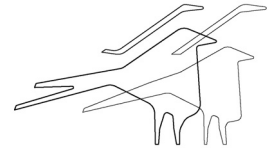


Synthetic Reality *Inventive Design*

Small Design Portfolio



synthetic
reality

Synthetic Reality *Inventive Design*, 4 Molesworth Place, Dublin, IRL – D2
Tel (353) 01 678 8068, Fax (353) 01 678 8066

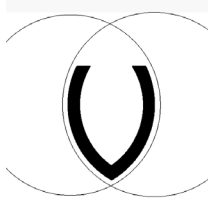
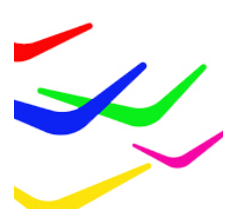
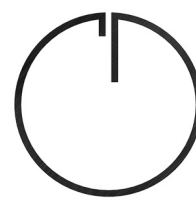
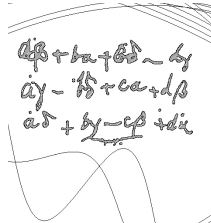
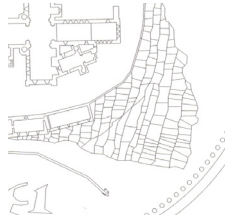
THE WORLD OF SYNTHETIC REALITY

IDENTITY

The manner in which an organisation identifies itself must involve the core values and principles of its constituency or its ethos. Sometimes this may be quite abstract and must cross a number of boundaries. These represent particular challenges that interest us, since they must appeal to a wider sense of ownership

APPROACH

The work of Synthetic Reality draws on a complex mix of cultural influences worldwide. It is international in outlook and has a broad range of skills and processes. Currently the activities are being restructured for the changing nature of the design field and are working to develop a new online presence for 12 Publishers (a multi-media design imprint).



CLIENTS

12 Publishers (publishers)

New online Logo and Journal Identity Logotype

Oblique Projection (band)

Logotype and Packaging Design

NJBA A+U (architects)

Logotype

Central Bank of Ireland (currency centre)

Coin (currency) Design

EU Heritage – 2008, Year of Physics – 2005,

EU Accession – 2004, Millennium – 2000

CRH (cement manufacturer)

New Architectural Tiling System

Eircom (telecommunications)

New Suite of Telephones

The Fireflies (band)

“Buzz” Demo Cassette Cover. Publicity Poster and Identity

Institute of Designers in Ireland (*professional body*)

SDI Logo Competition, Letterhead Design

Lund International

Design research use of Industrial Waste Products

MIT

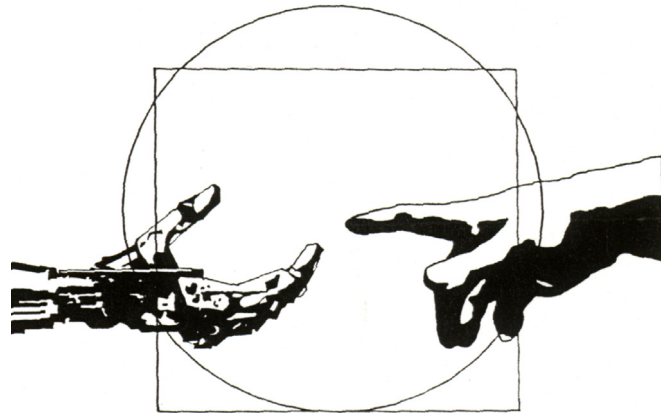
Metamorphosis Student journal of Architecture design

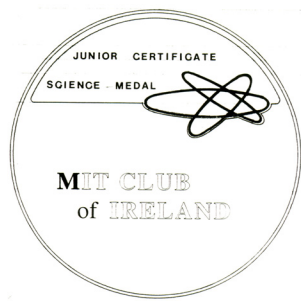
MIT Leaders for Manufacturing Competition Winner

MIT Club of Ireland Science Medal



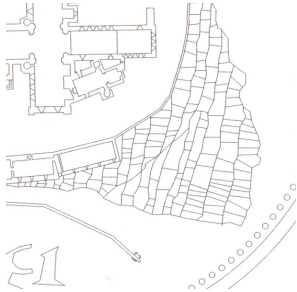
Project "Creation" Logo for Leaders for Manufacturing
Program MIT
Illustration Pen and Ink
Original A5
Date 1990
Client Leaders for Manufacturing – MIT
Status Winning competition entry



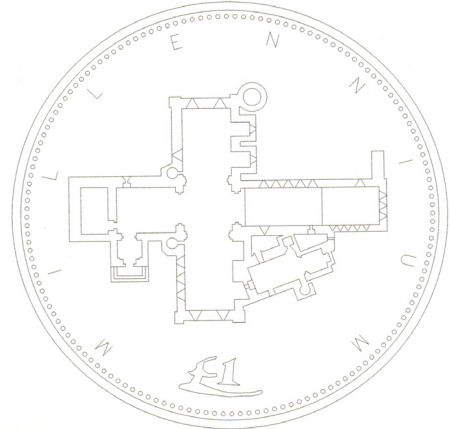


Project MIT Club of Ireland - Science Medal
Illustration Solid Silver Medal
Original 50mm diameter
Date 1994
Client MIT Club of Ireland
Status Awarded every year 1994 - 2004



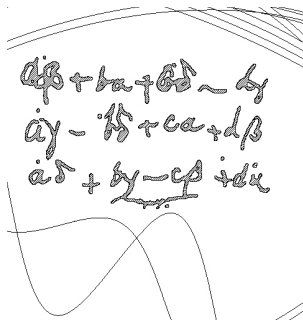


Project "Millennium" Coin
Illustration Computer drawing
Original 150mm diameter (30mm coin)
Date 2000
Client Central Bank of Ireland
Status Invited competition entry





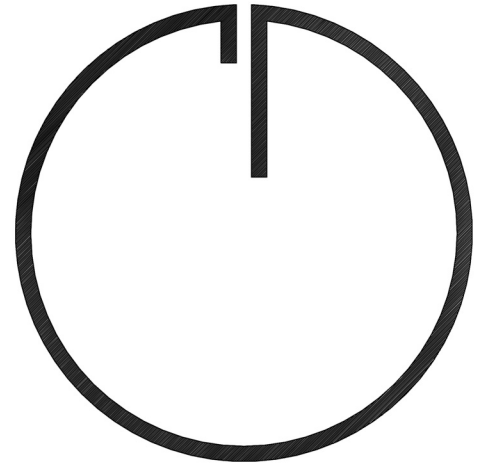
Project "Accession" Coin
Illustration Computer drawing
Original 150mm diameter (30mm coin)
Date 2002
Client Central Bank of Ireland
Status Invited competition entry



Project "Hamilton Year of Physics" Coin
Illustration Computer drawing
Original 150mm diameter (30mm coin)
Date 2005
Client Central Bank of Ireland
Status Invited competition entry



Project	12 Publishers
Illustration	Logo
Original	Computer Output
Date	2005
Client	www.12 Publishers.com
Status	Adopted New Logotype – Online – In Print





Project EU Cultural Heritage Coin
Illustration Computer drawing
Original 150mm diameter (30mm coin)
Date 2008
Client Central Bank of Ireland
Status Invited competition entry



Project International Festival of Cultural Diversity
Illustration Logo and Animated GIF
Original Computer Output
Date 2009
Client UNESCO
Status Design Competition Entry



International Festival of Cultural Diversity



Project	Logotype
Illustration	Logo
Original	Computer Output
Date	2010
Client	Sofie Paijmans BASICZ
Status	Design Competition Entry

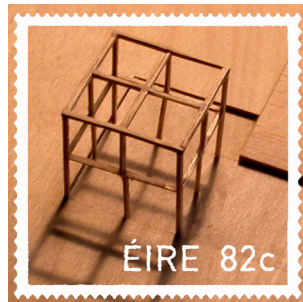




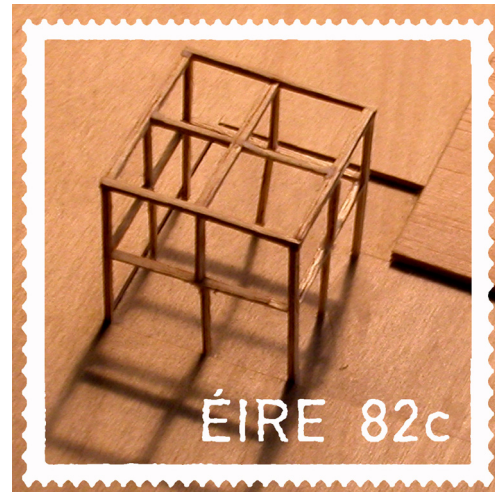
Project
Illustration
Original
Date
Client
Status

New Stamp Designs
 Stamps
 Photomontage
 2010
 Speculative – *The Secret of Kells*
 Concept





Project	New Stamp Designs
Illustration	Stamps
Original	Photomontage
Date	2010
Client	Speculative - Windpower & Architecture
Status	Concept



OBLIQUE
PROJECTION
PROJECTION

OBLIQUE
OBLIQUE
PROJECTION
PROJECTION

Project	Oblique Projection
Illustration	Logo
Original	Computer Output
Date	2010
Client	Oblique Projection Music
Status	Adopted New Logotype – Online – In Print

OBLIQUE
OBLIQUE
PROJECTION
PROJECTION

Project	Rainjoy I
Illustration	Digital Single Download Image
Original	JPG Digital Image
Date	2010
Client	Oblique Projection
Status	Distributed as Digital Download

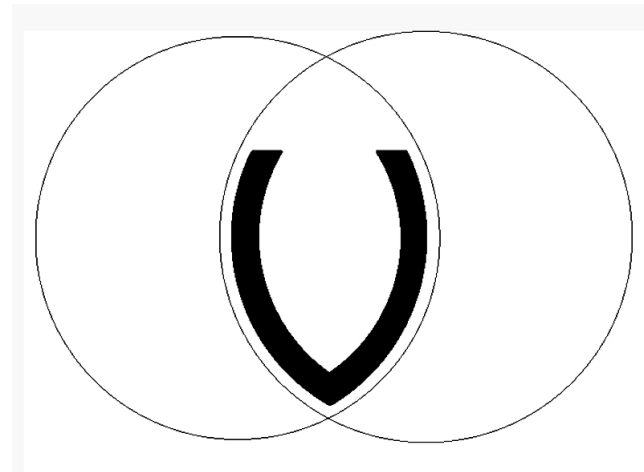


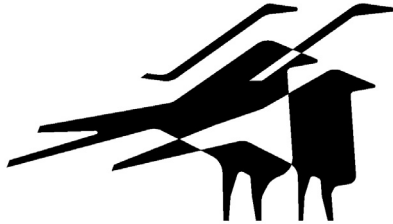
Project	Mechanical Electrical Chemical
Illustration	CD Packaging
Original	Various
Date	2011
Client	Oblique Projection
Status	Distributed as Digital Download and CD



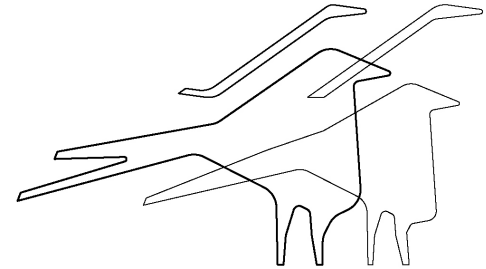
Version

Project	Version – Journal Logotype
Illustration	Logo
Original	Computer Output
Date	2011
Client	www.12Publishers.com
Status	Adopted New Logotype – Online – In Print





Project	Synthetic Reality <i>Inventive Design</i> Logo
Illustration	Logo
Original	Various
Date	2012
Client	Synthetic Reality
Status	Adopted New Logotype for letterhead



synthetic
reality

For details on how Synthetic Reality can help your organisation contact:

Noel Brady

Creative Director

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