



Megan Boyles

Passionate about all things digital, websites and social media, new technology and design.

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Augmented Reality Print Campaign

My final project for university involved the creation of a marketing campaign for Mira Makati's Spring/Summer 2017 collection. The aim of the campaign was to explore how new technology can be used to change the way brands communicate with consumers and also to use current marketing trends of gamification and personalisation to improve consumer engagement. My project focused on the creation of a series of three print adverts that utilise augmented reality. Each print advert offers the consumer something different, from a discount rewarding game to a 'design your own jacket' experience.



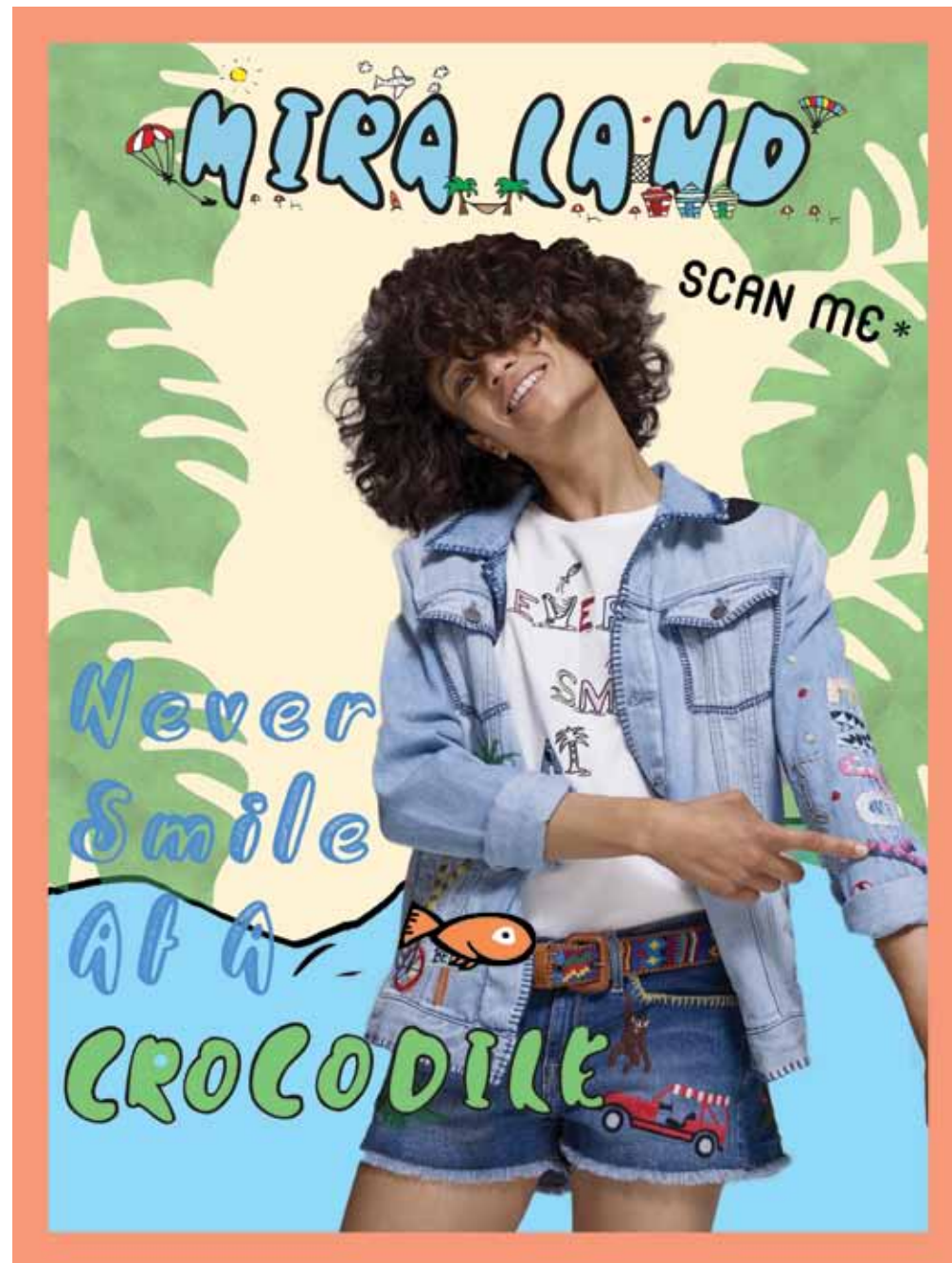
**Fashion New Media 2017 award shortlist.
Graduate Fashion Week.**

Skills used:

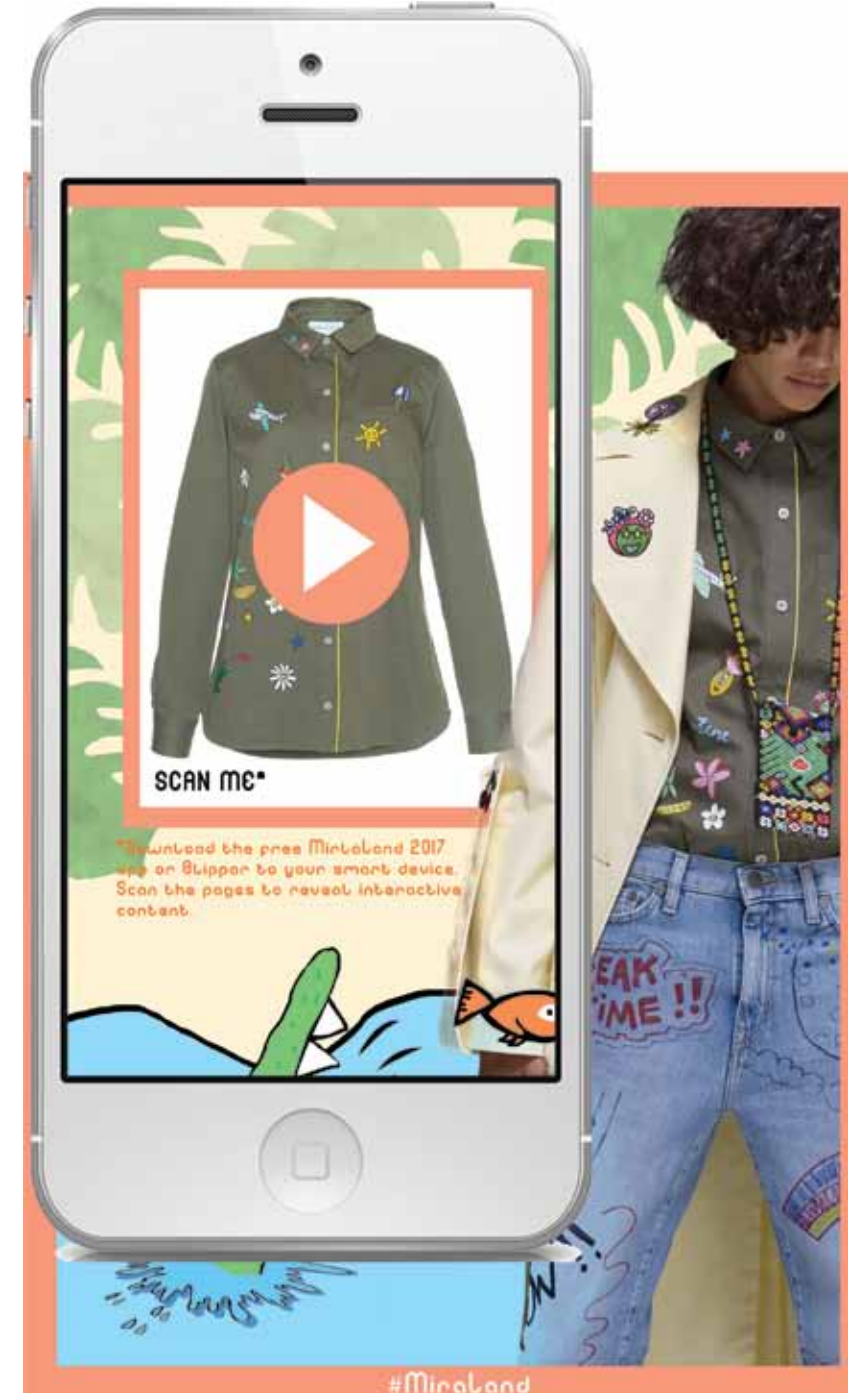
Adobe Photoshop,
Adobe Illustrator,
Layar,
Hand drawn illustration,
Designing for print,
Creative campaign development.



Marketing campaign logo to be used across all platforms. Inspired by the fun escapism of the brand Mira Land and captures the collections summer paradise themed clothing.



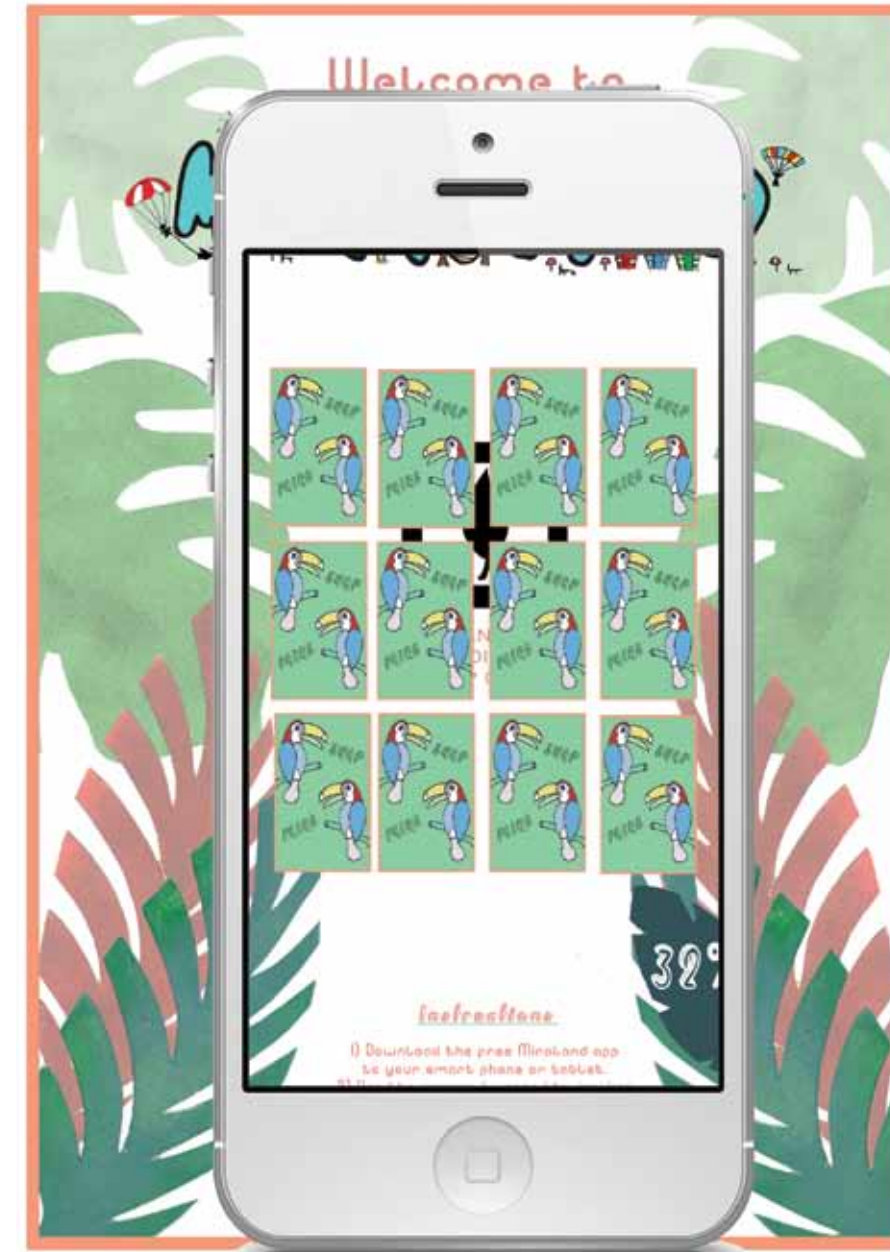
Augmented Reality Print Advert One



When scanned this advert transforms to show a gallery of the collection and a fun animated video that brings the brand to life.



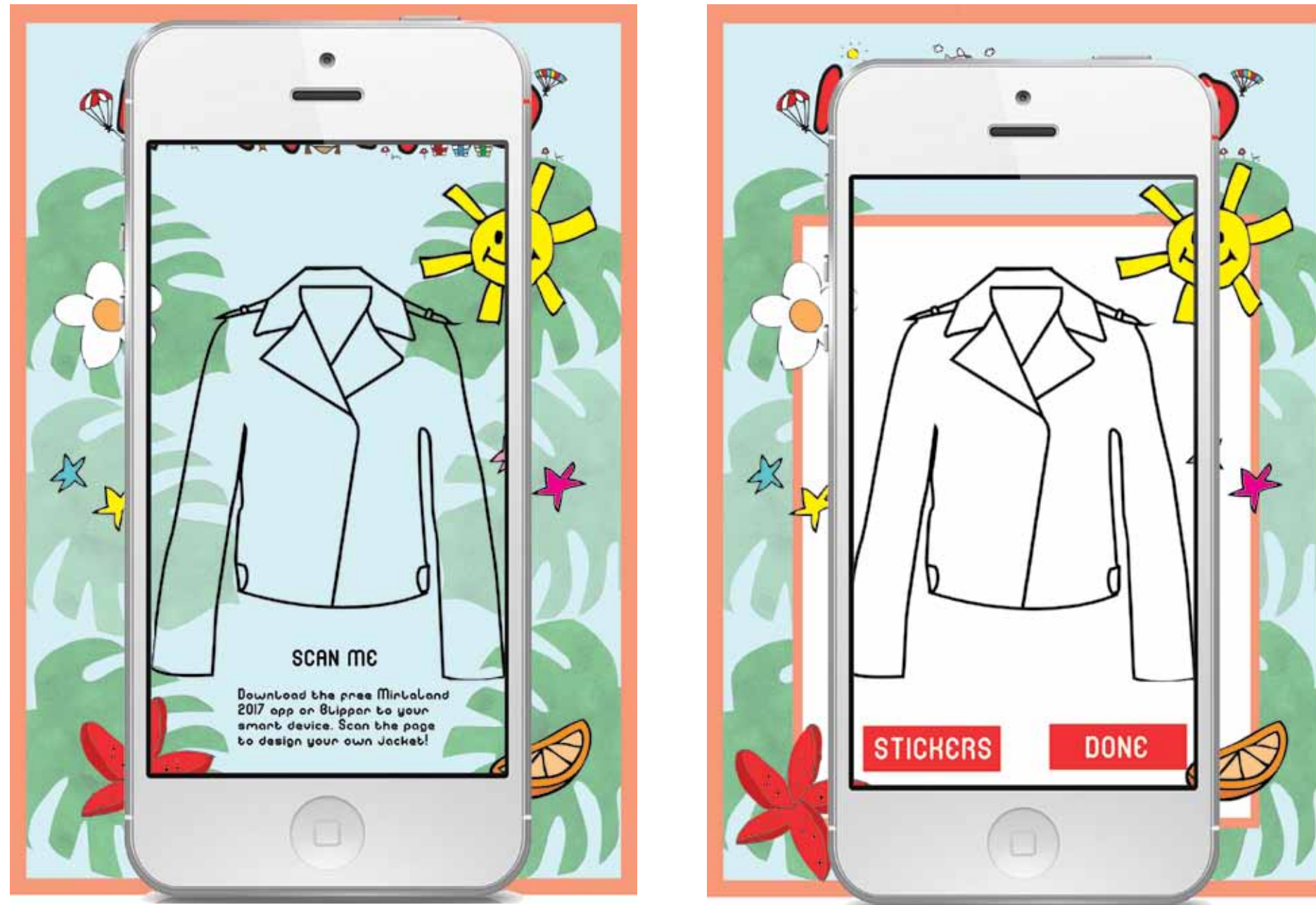
Augmented Reality Print Advert Two



This advert augments a game of pairs on top of the page, players match up the symbols on the cards as quickly as possible against the discount timer. The quicker all the pairs are match up the higher the discount the player is rewarded.



Augmented Reality Print Advert Three

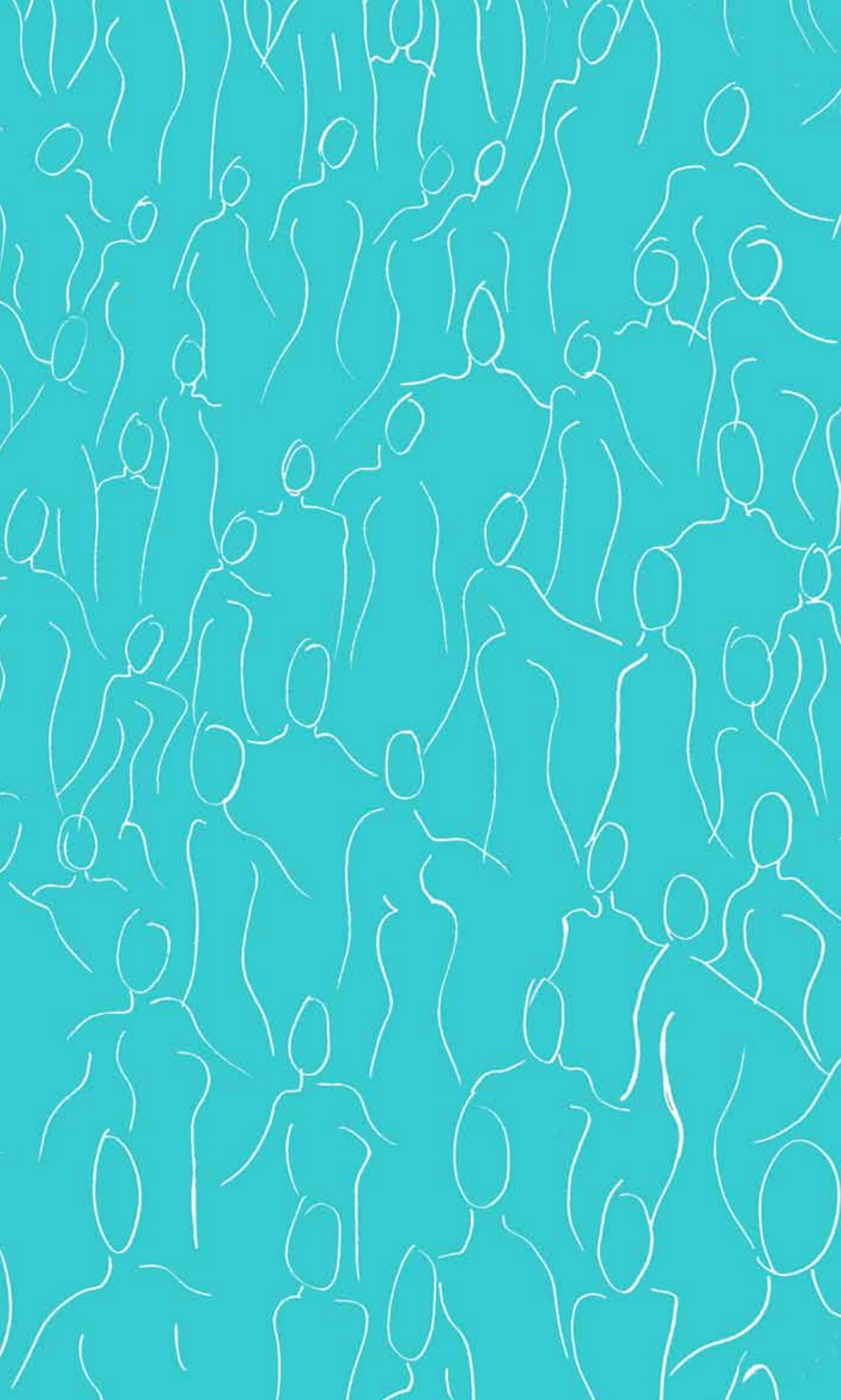


The last advert in the series allows users to design their own jacket using their smart device. After scanning the page with the app tools such as stickers and pens augment themselves on top of the jacket outline featured on the page letting users fully engage and interact with the advert.





Social Media campaign follow through

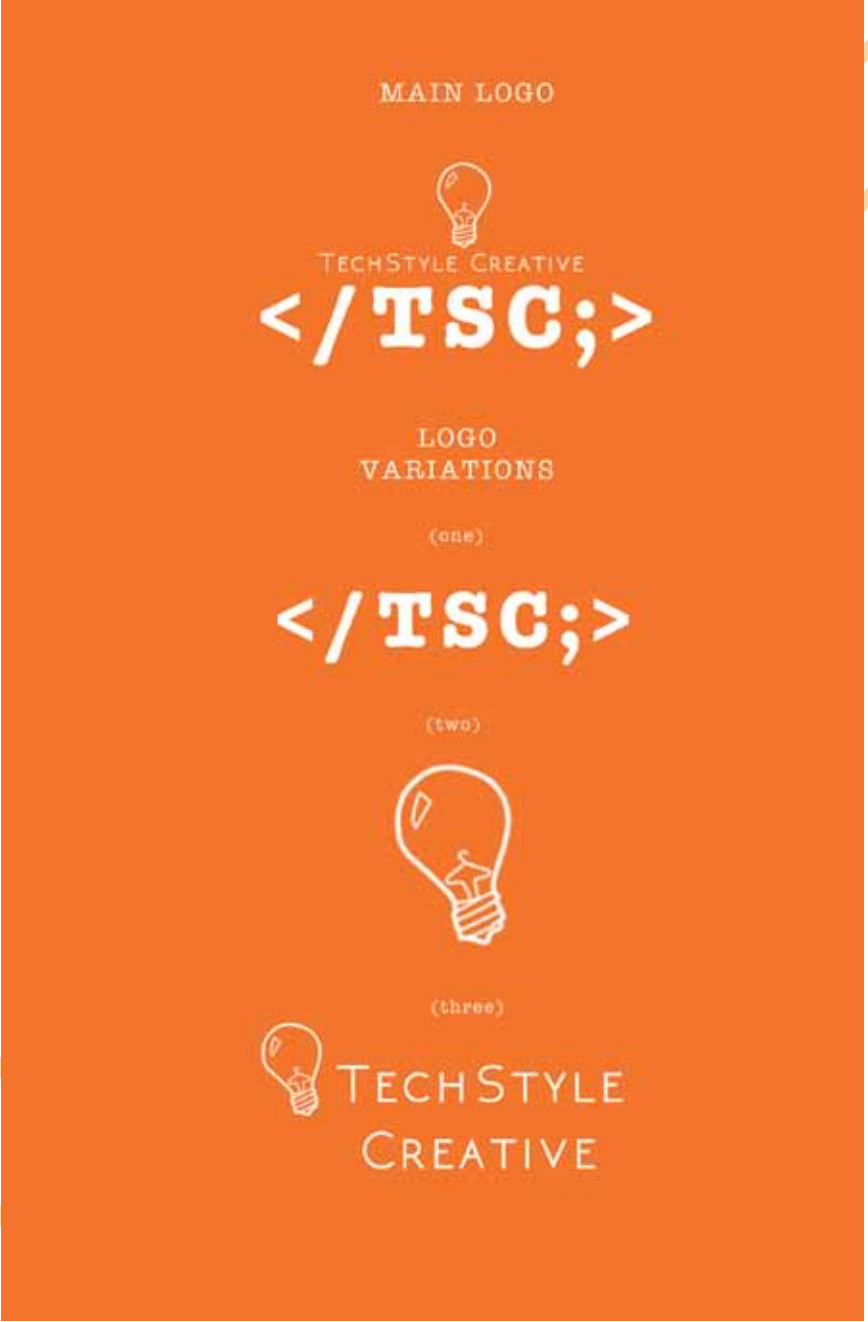


BR AN DI NG

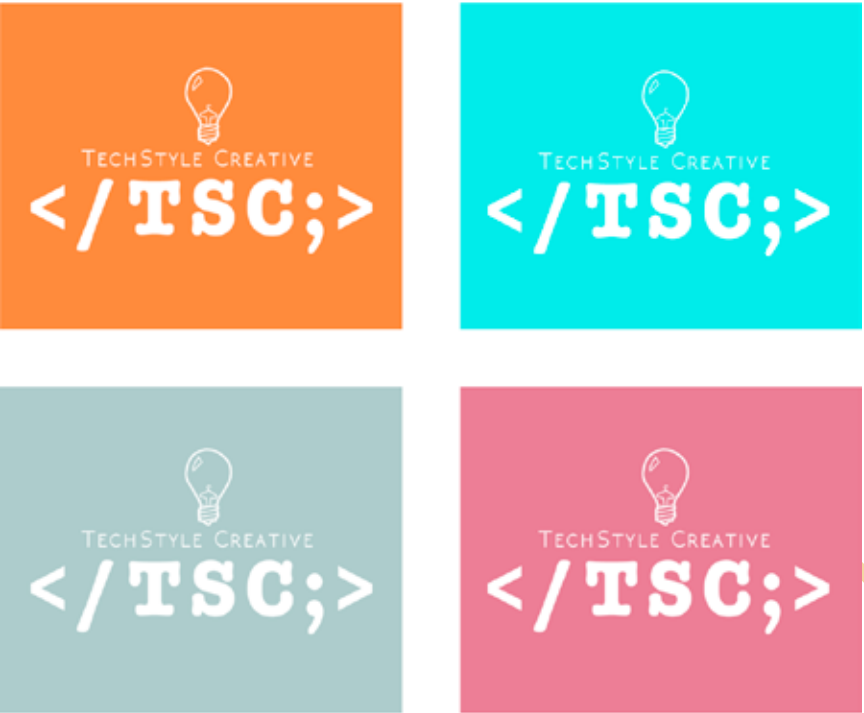
As part of my entrepreneurial module I created full branding for a fashion technology agency including logo, design elements (patterns), colour and identity.

Skills used:

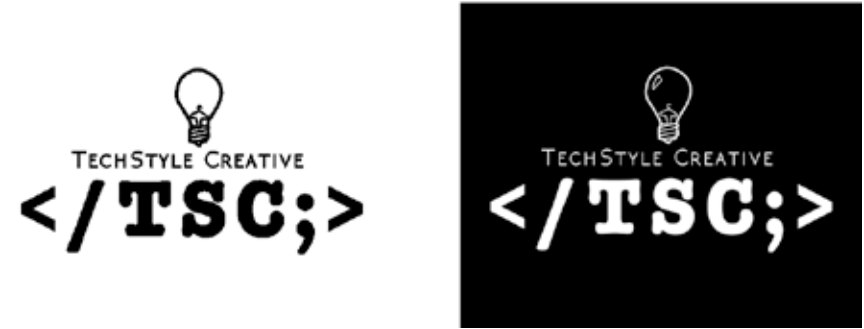
Adobe Photoshop,
Adobe Illustrator



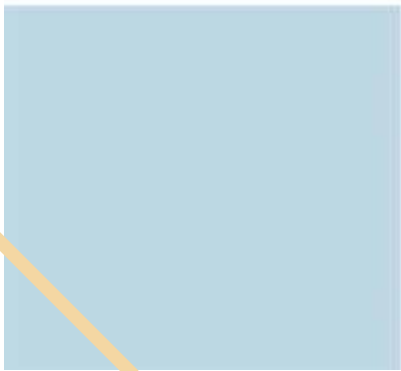
Colour Variations



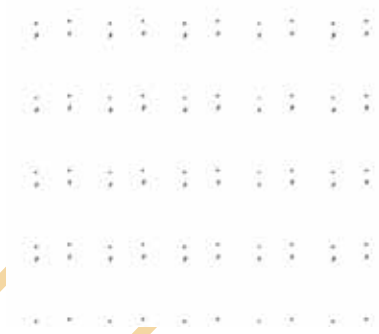
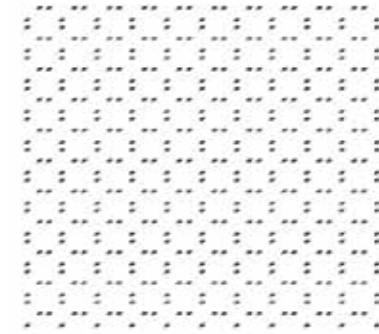
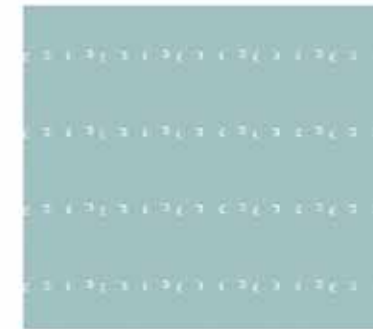
B&W



COLOURS



PATTERNS

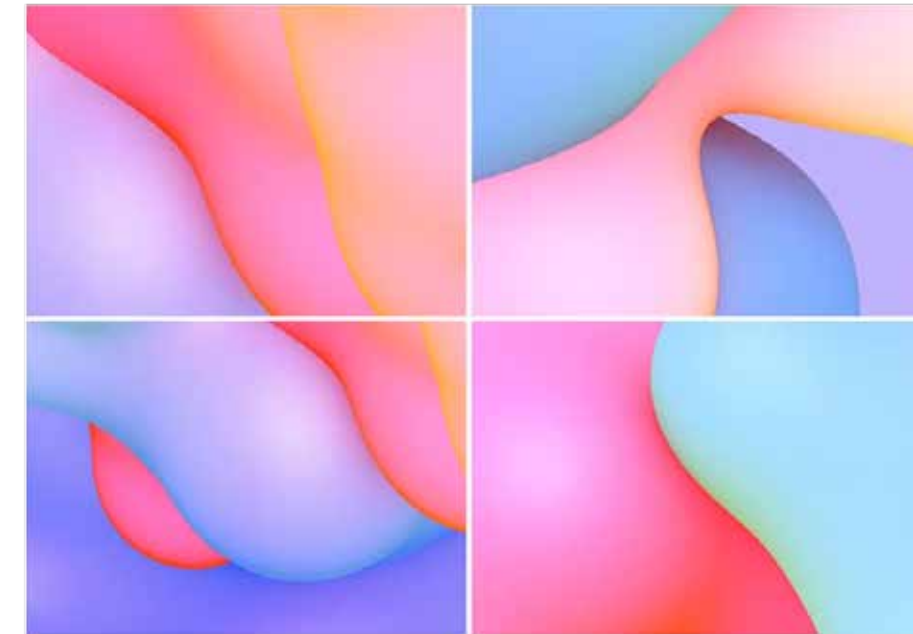


ABOUT

TECHSTYLE CREATIVE IS A START UP DIGITAL COMMUNICATIONS AGENCY WHO PROVIDE FASHION BRANDS WITH THE OPPORTUNITY TO IMPLEMENT TECHNOLOGY INTO MARKETING STRATEGIES AND BRAND EXPERIENCES. OUR MAIN SPECIALISM IS IN OFFERING BRANDS WITH AUGMENTED REALITY SOLUTIONS. THESE SOLUTIONS WILL CREATE A UNIQUE BRAND TO CONSUMER COMMUNICATION CHANNEL PRODUCED THROUGH IMMERSIVE CAMPAIGNS, NEW EXPERIENCES AND SERVICES. WE BELIEVE THAT OUR CAMPAIGNS AND BRAND EXPERIENCES WILL INFLUENCE THE FUTURE OF FASHION MARKETING AND RETAILING BY PUSHING THE BOUNDARIES BETWEEN FASHION AND TECHNOLOGY. UNLIKE OUR COMPETITOR COMPANIES, WE BELIEVE THAT ALL FORWARD THINKING FASHION BRANDS – NO MATTER THE SIZE OF BUDGET – SHOULD HAVE ACCESS TO THE PLATFORMS AND KNOWLEDGE TO UNITISE NEW TECHNOLOGY IN ORDER TO GROW THEIR BRAND TOWARDS A DIGITAL FUTURE.

WE ARE AN INNOVATIVE, FUN AND CREATIVE COMPANY WITH FRESH IDEAS THAT WE'D LOVE TO SHARE WITH YOU. IF YOU WANT US TO BRING YOUR FASHION BRAND OR BUSINESS TO LIFE, THEN GET IN CONTACT WITH US FOR A CHAT. WE ARE TECHSTYLE CREATIVE.

INSPIRATION



FUTURE

DESIGN

BRIGHT

IDEAS

CREATIVE

FRESH

FONTS

LOGO

HEADING

American Typewriter Bold

SUB HEADING

NEOTERIC

CONTENT

HEADING TWO

GOODMORNINGAFTERNOON

Body text one

Avenir Roman

Body text two

American Typewriter Regular

CREATIVE
IDEAS
DIGITAL
BRIGHT
FUTURE
ENERGY
SOCIAL
Communication
DESIGN
FASHION
NEW
FUN
FRESH
INNOVATIVE
TECHNOLOGY
Augmented Reality

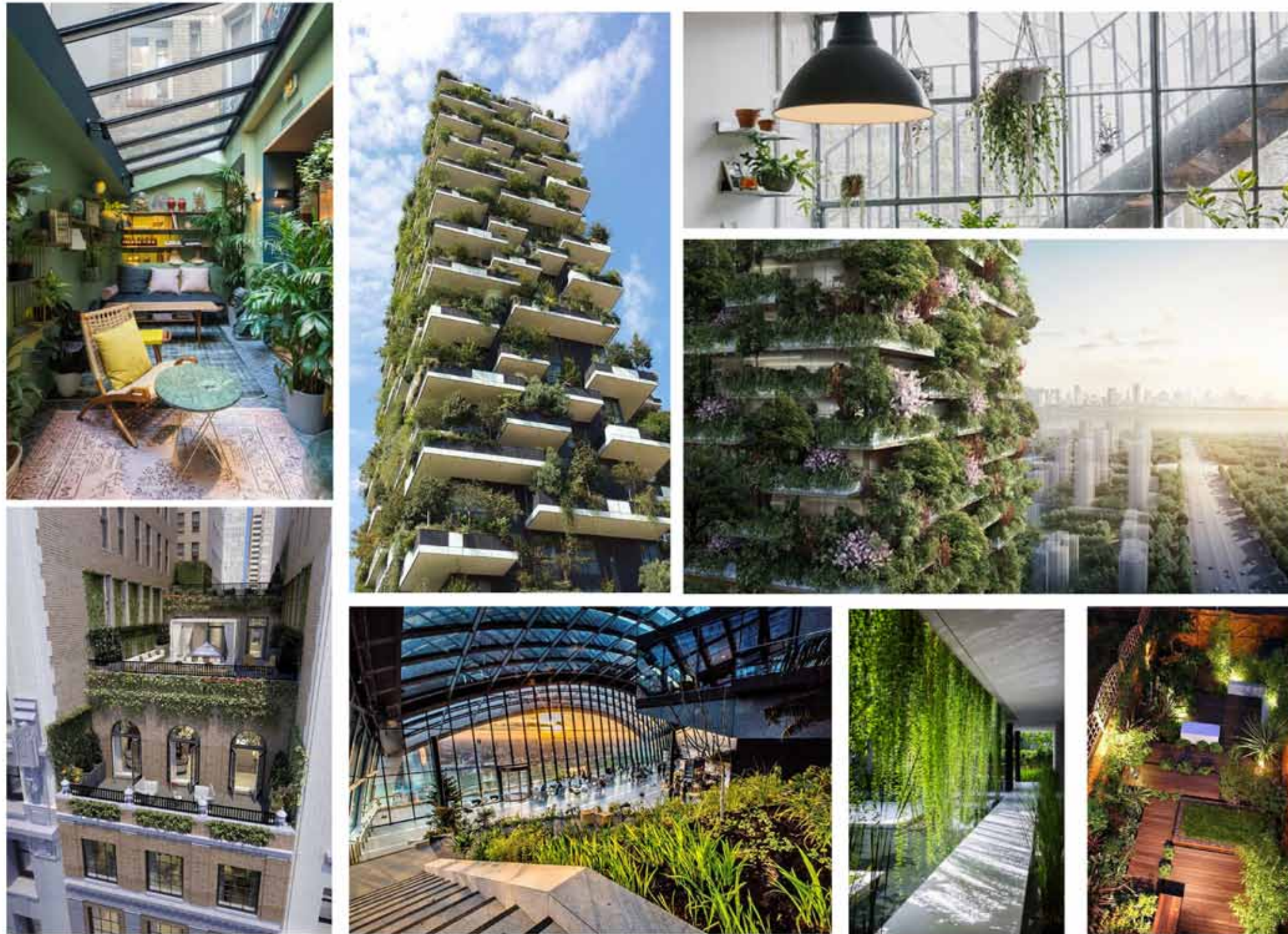


COLOUR & TREND

General research and trend research formed a large part of all the projects I completed on my degree. Creating mood boards, identifying trends and inspiration to help produce a final outcome.

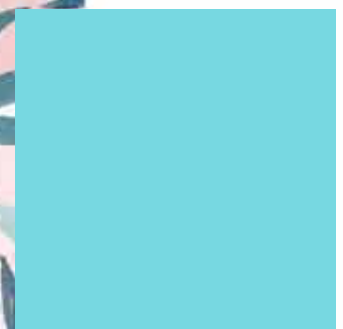
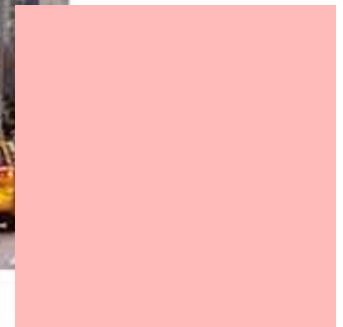
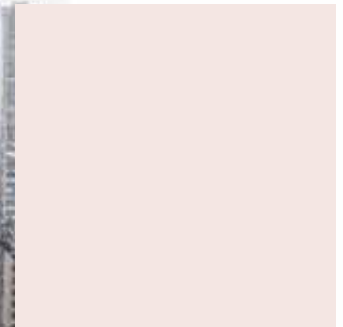
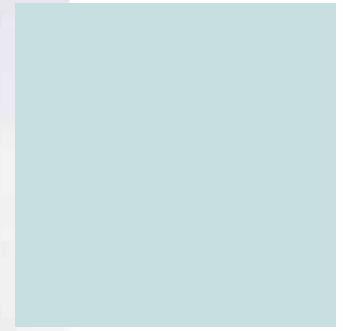
Skills used:

Research,
Adobe Photoshop,
Graphic Design



Urban Jungle

I researched the trend of greenery and outdoor space in urban environments to apply to a visual merchandising scheme for Urban Outfitters. I explored the trend by layering different colours and floral design to cityscapes. The final result was a window display featuring a graphic cityscape in pastel colours, wooden crates, industrial accents and flowers.





Graphic Print Design for window display background



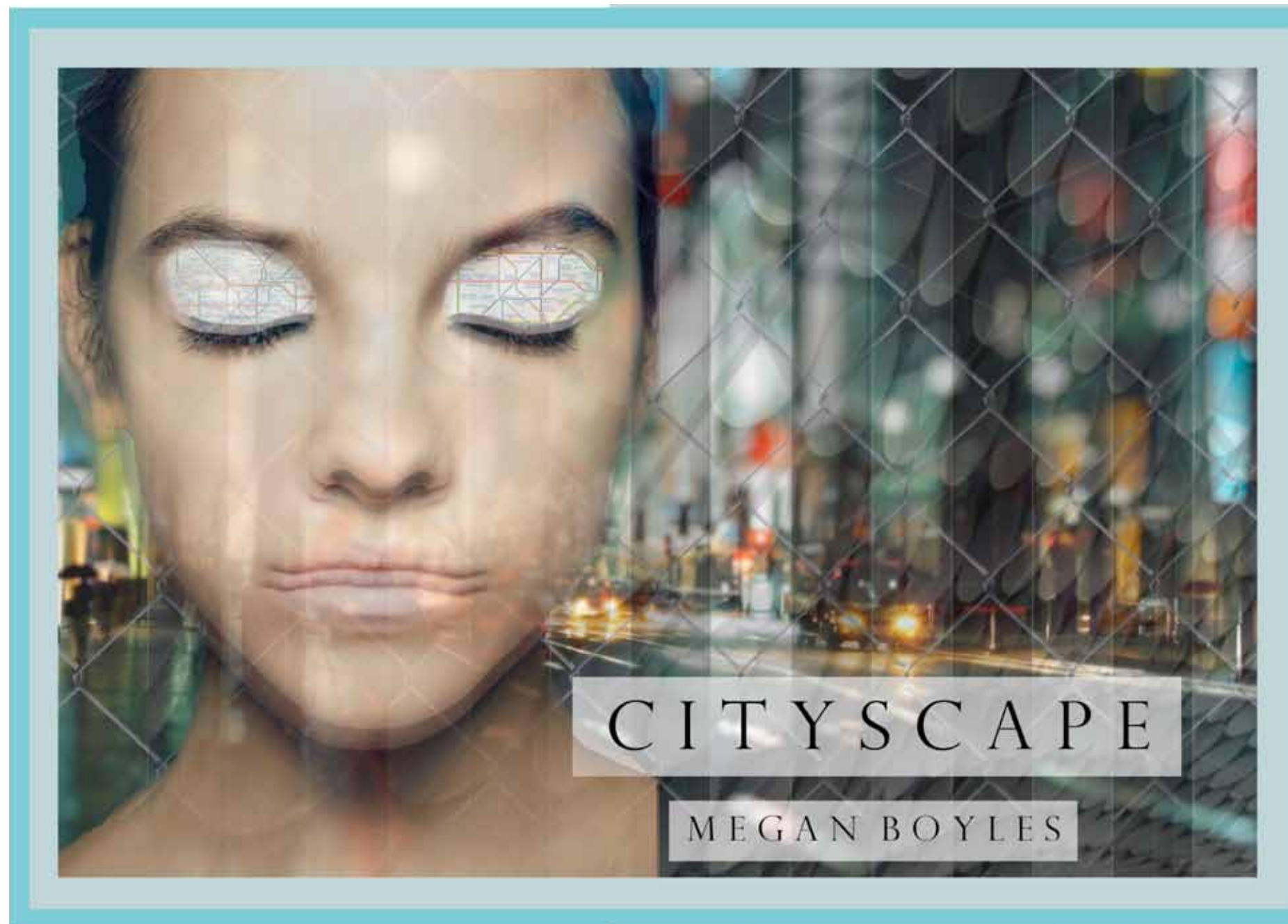
Graphic print design idea two - Cityscape flower overlay





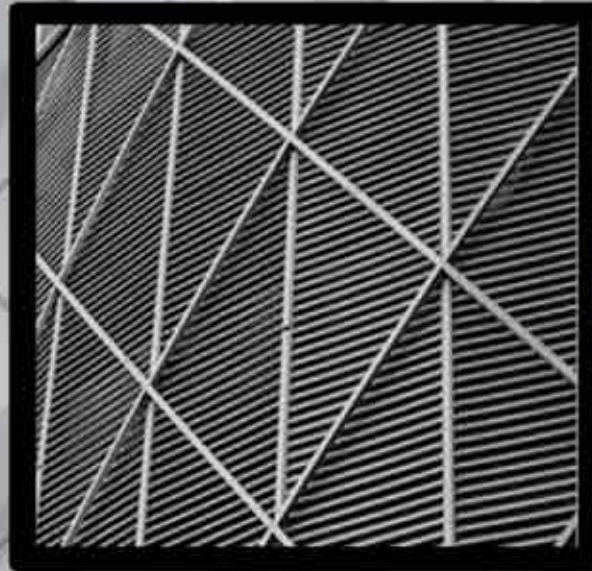
Urban Jungle





Cityscape

This trend research focused on how colour, pattern and design inspiration can be drawn from the city life, streets and architecture.



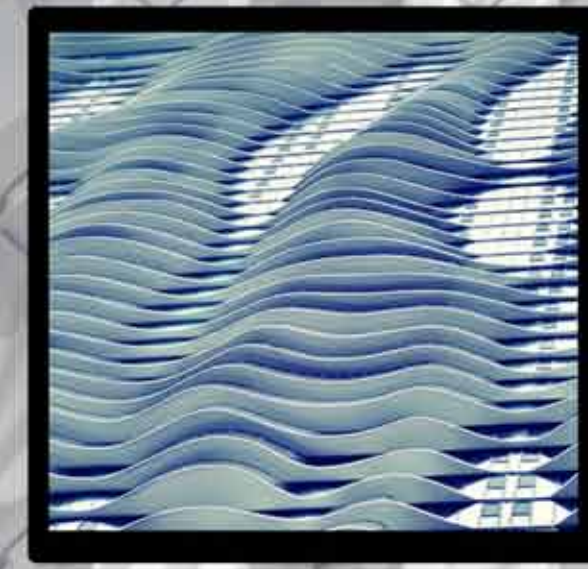
LINE



STUCTIONE

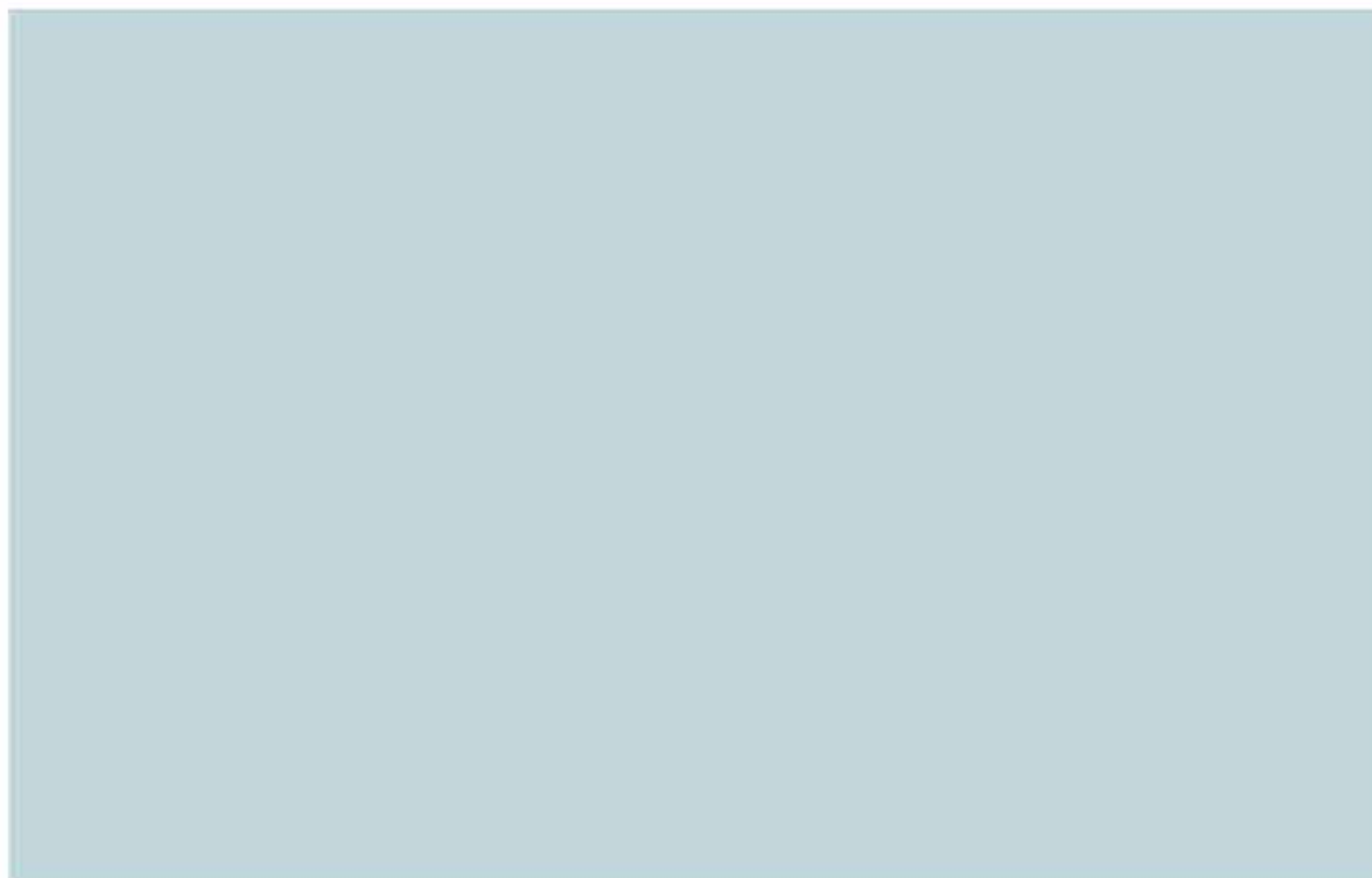
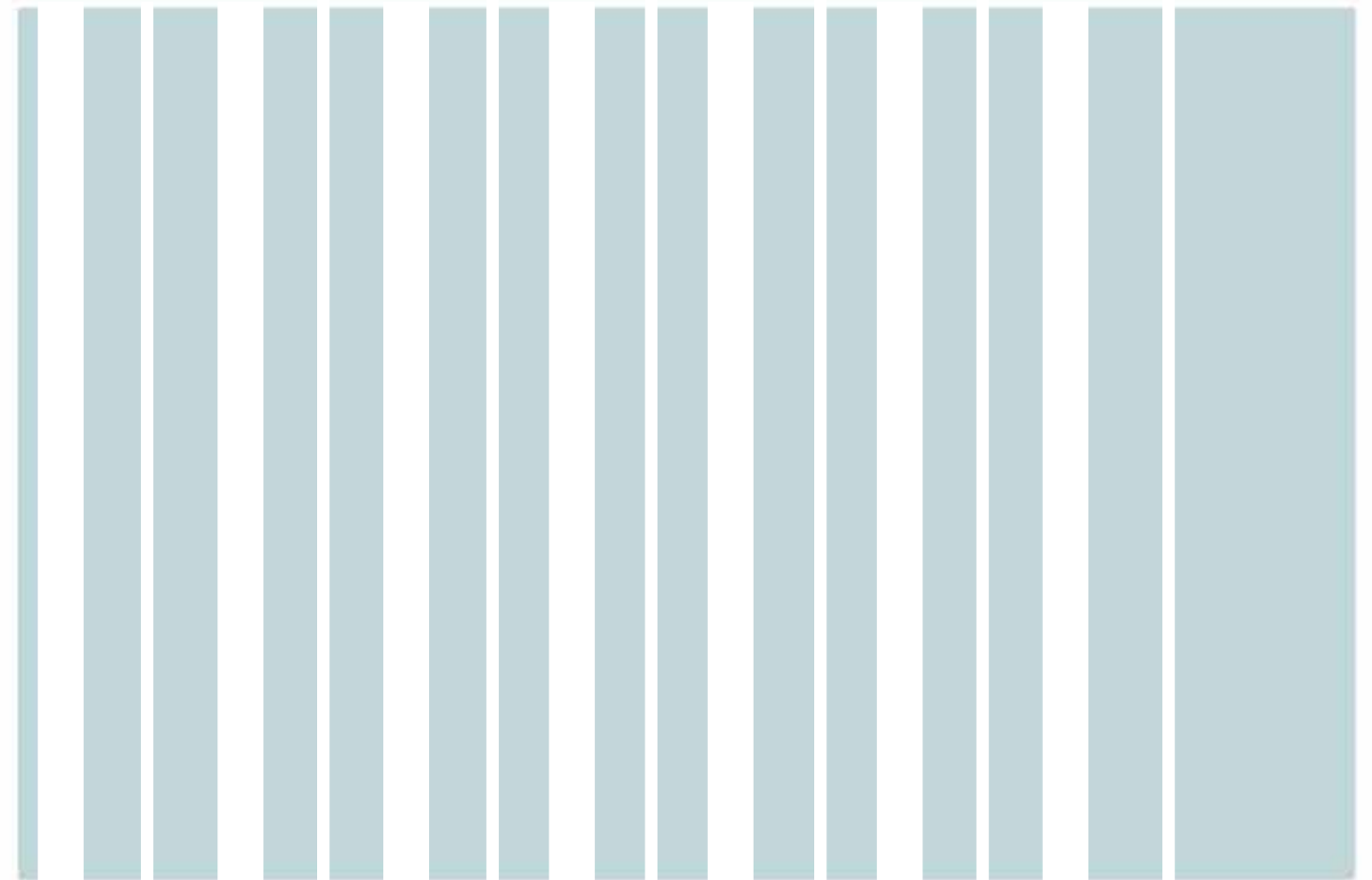


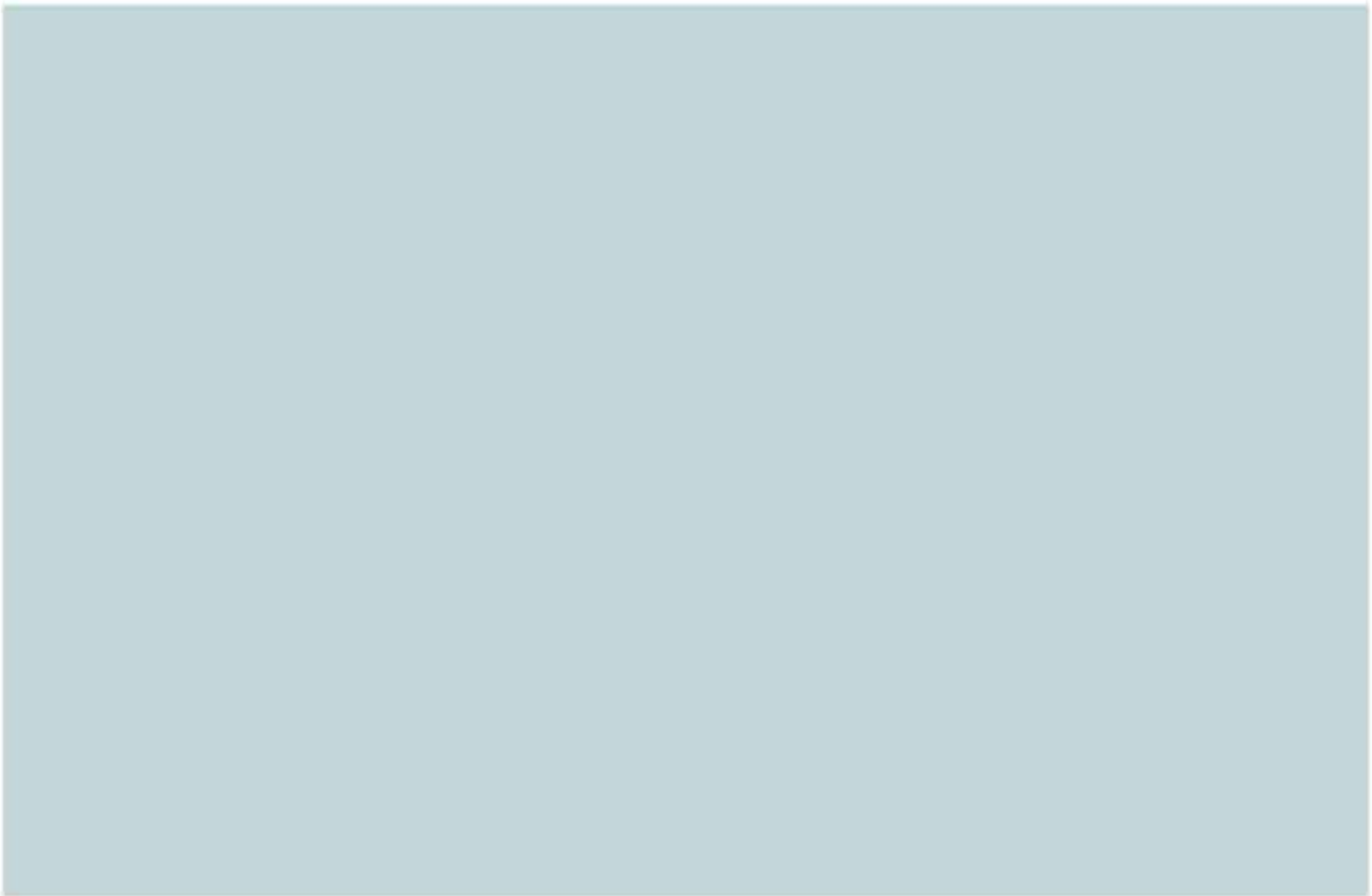
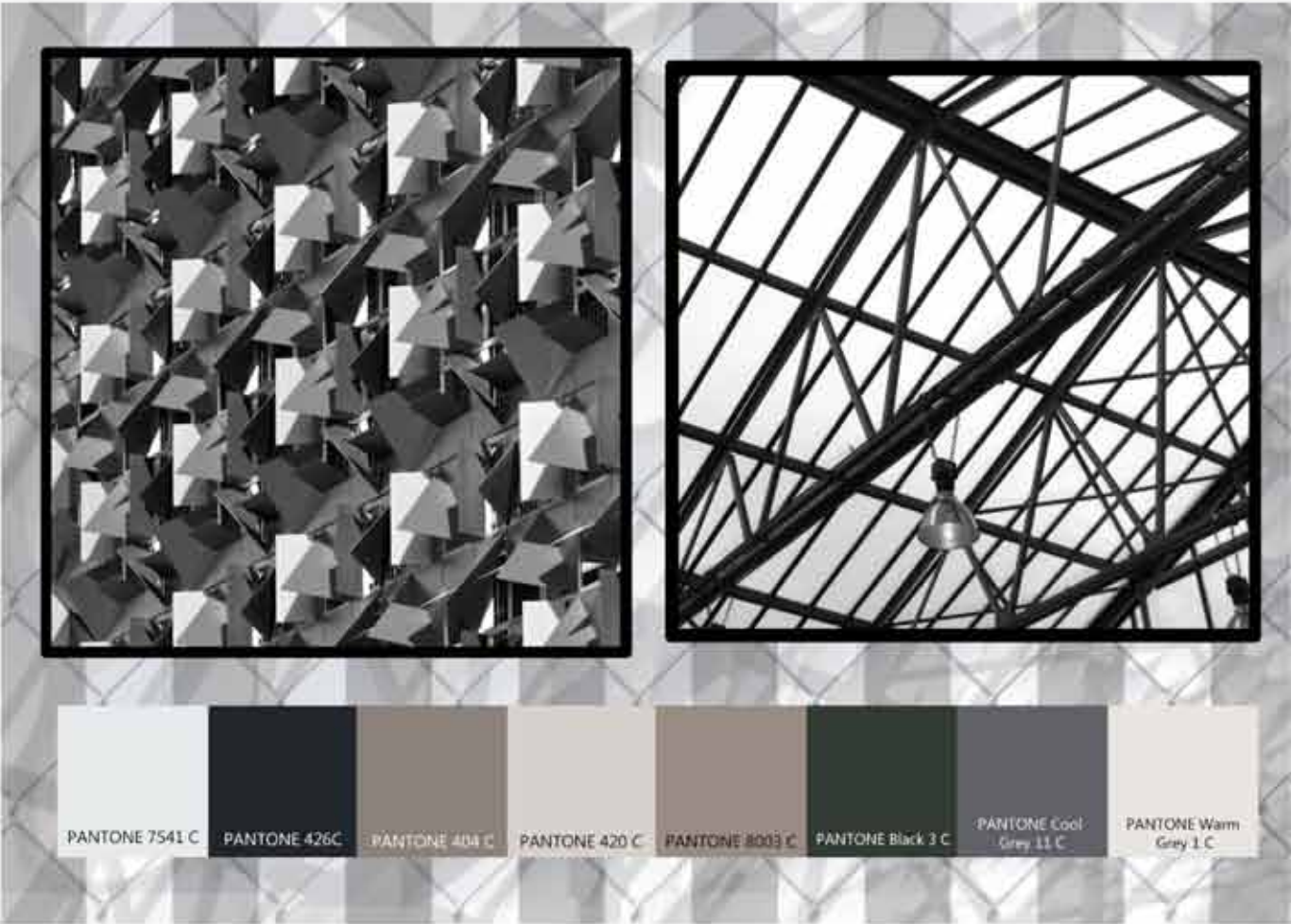
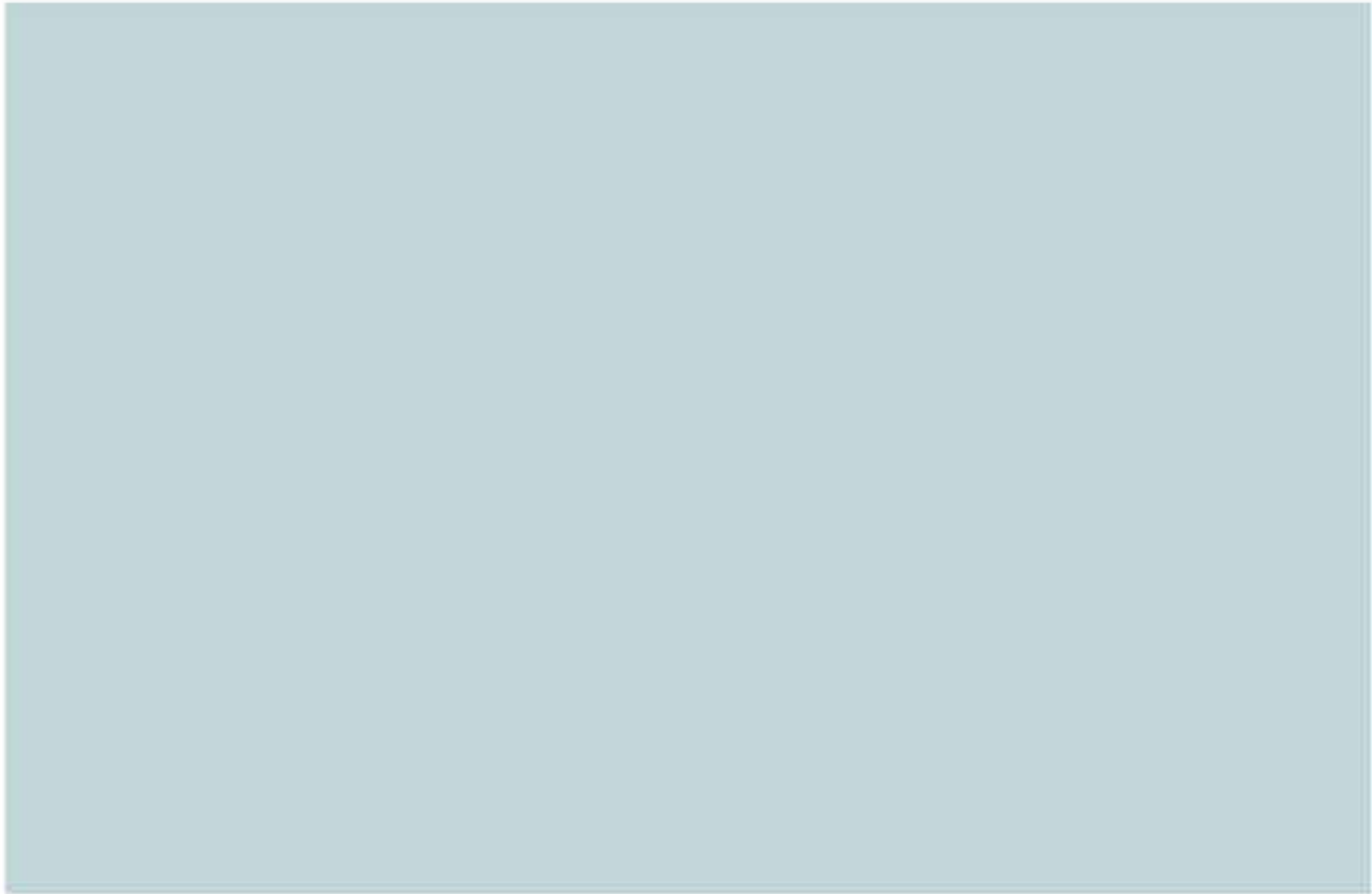
INDUSTRIAL

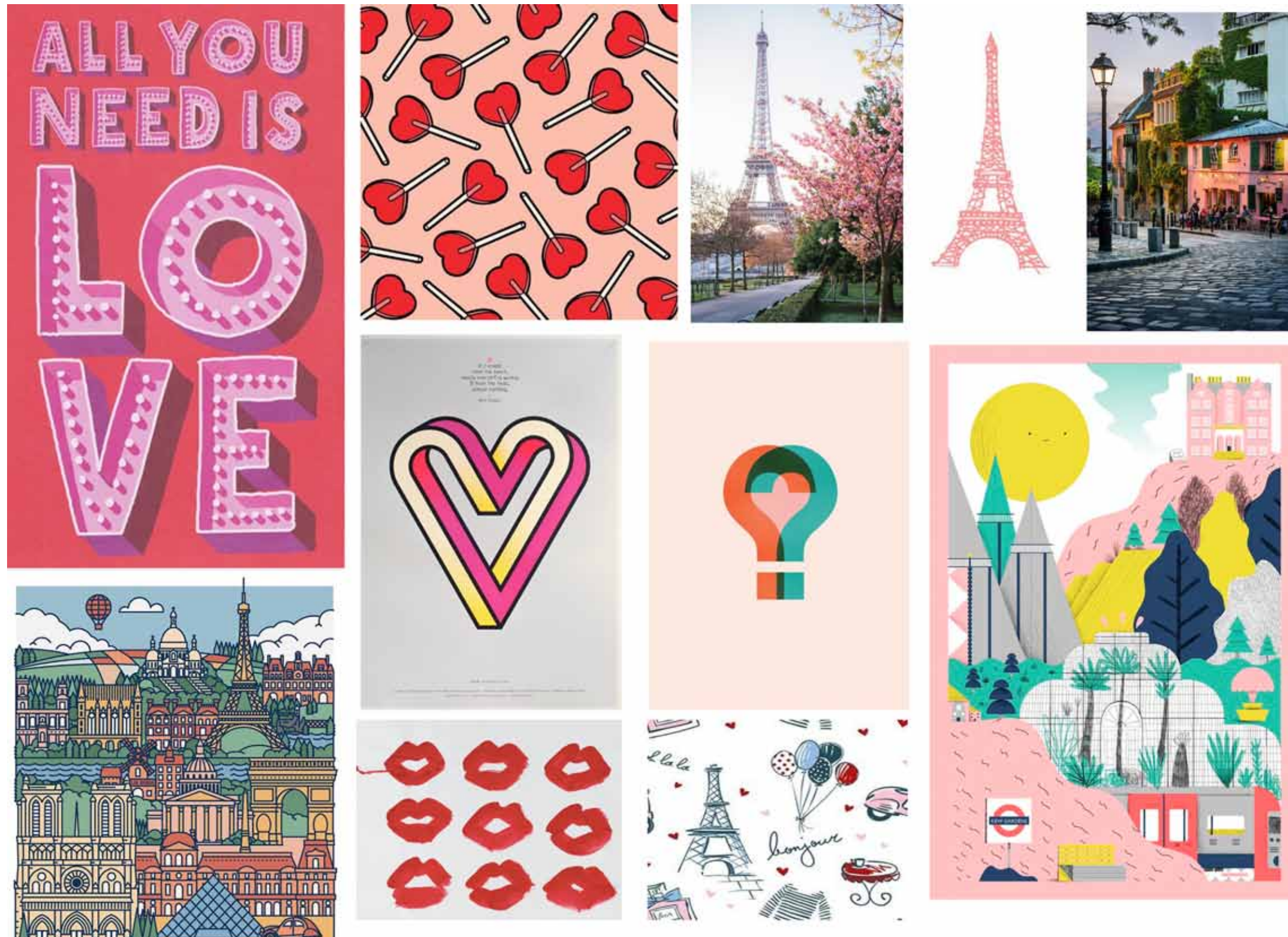


MODERN







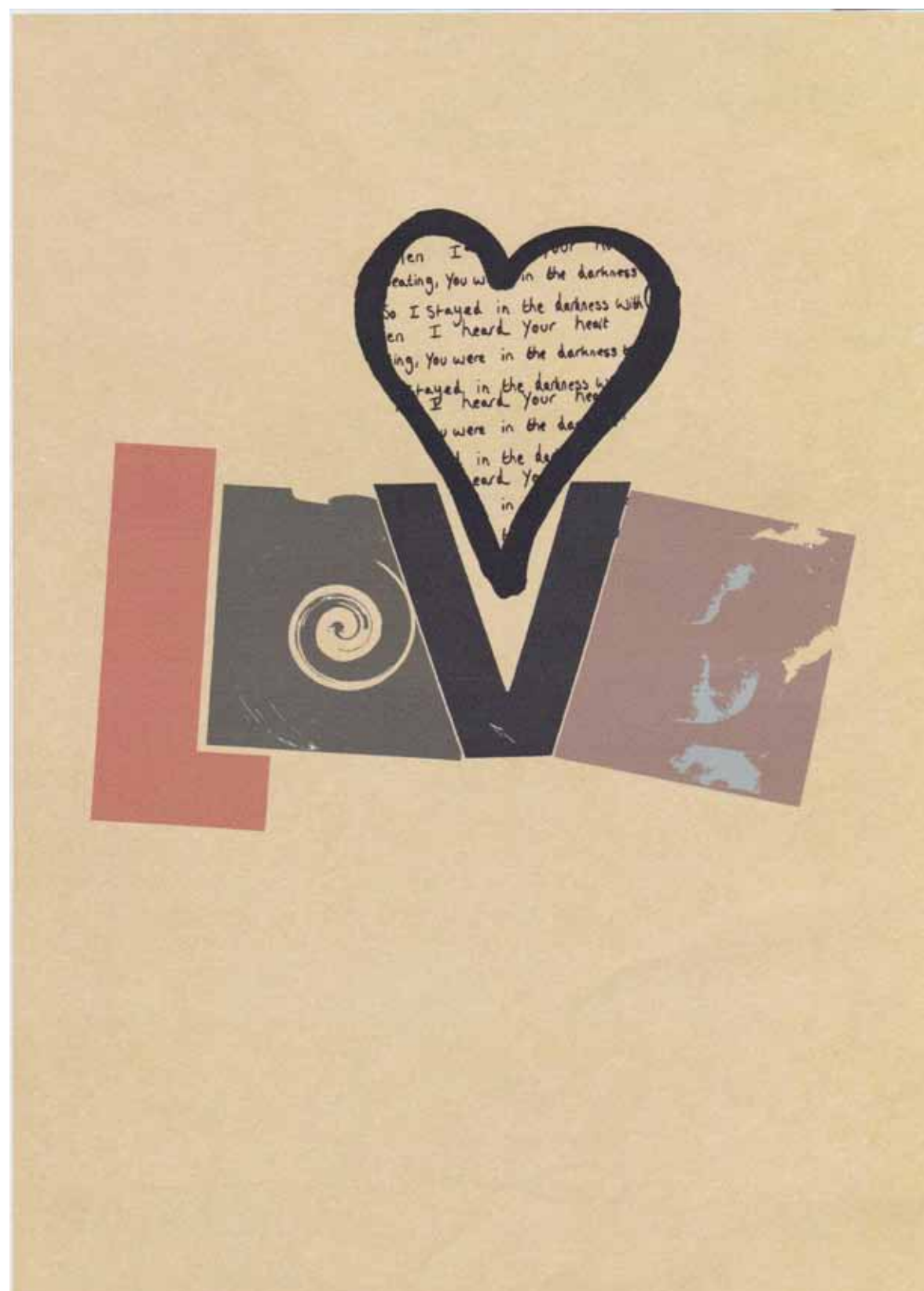


Graphic Design Research - Love

Research taken from my Art Foundation graphic design module which centred around the word 'love.' The end result was the creation of graphic design work using typography, colour and print to represent the word.

LOVE
LOVE
LOVE
LOVE
LOVE







MOTEL INTERACTIVE SHOWROOM

I was part of the visual merchandising team for the creation of the USW and Motel Cardiff Pop up shop in 2015. We worked hard to bring an online brand into a physical, interactive retail space. Visitors were able to try on clothing and make purchases using iPads instore. The fairground theme was implemented by the use of bright colours, sweet jars, miniture hook-a-duck displays, photo booth and balloons. My main role within the team was to create visuals to represent the theme, colours and displays. I worked within my team to impliment the displays and themes in store and helped in collecting goods from businesses to include in the launch night goodie bags.

Skills Used:

Team work,
Experience working on a live brief,
Visual Merchandising





Motel
POP UP SHOP
IN COLLABORATION WITH THE
UNIVERSITY OF SOUTH WALES
COMING TO
CAPITOL SHOPPING CENTRE
CARDIFF
THURSDAY 5 - SATURDAY 7
MARCH 2015
@FMRD_USW #MOTELPOPUP
IN ASSOCIATION WITH *Spindle*

