



Dr David Birks
BA, MSc (Management),
MSc (Statistics), PhD

P/T Lecturer (2010-11),
Digital Media Design &
Development

david.birks@winchester.ac.uk

Specialism & Interests:

David is a Senior Lecturer in Marketing Research at WSA, the University of Southampton. He is the co-author of Europe's leading Marketing Research textbook: Marketing Research: An Applied Approach and is currently writing the 4th edition and working on 2 additional major textbooks for Pearsons. David's work has covered the fields of Housing, Statistics, Marketing and Information Systems.

Helen Kent



P/T Lecturer
Digital Media Design &
Development

helen.kent@winchester.ac.uk

Specialism & Interests:

I have more than 15 years experience as a BBC TV editor and broadcast journalist and have expert knowledge of the media industry.
I am inspired by the possibilities new media brings for journalism, communication and storytelling.



Paul Isaac

P/T Lecturer,
Digital Media Design &
Development

Creative Director,
Three Muses

paul.isaac@winchester.ac.uk

Specialism & Interests:

Flash design and Actionscript 3 is the area I teach with the Digital Media students.
Web designer and developer, working with Wordpress skins.
About to get married having recently moved back to Winchester.

Live Projects from industry:

- Maths Olympics - Vivid Interactive
- My Party - Atelier Studios
- Interactive Exhibits - Winchester Cathedral
- Packaging - Caymanas Rum Cakes
- AutoHeritage - The Talking Walls UK
- Dwoodle - Marmalade on Toast
- Budvar - Marmalade on Toast
- Hungerford Mobile App - Rupert Thompson
- Winchester Mobile App - Winchester City Council
- Interactive Exhibit - Gurkha Museum
- Project Management - BrandAlley
- Fitness Selector Database - Garmin UK
- Information Design - INTECH

Thank you all for your time and support with the above projects.



What

is

Digital Design?

DMD END OF YEAR SHOW 2011

showcasing individual and group projects by students of
BA Digital Media Design & BSc Digital Media Development

The BoardRoom Thursday 2nd June 2011 4-7.30pm

www.dmd-winchester.org.uk

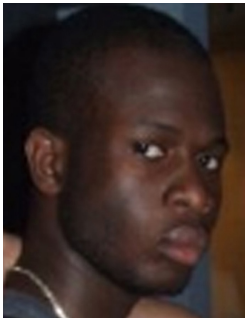
Hello and welcome to our End of Year Show 2011!

We are first, second and third year students at The University of Winchester studying for a BA or BSc (hons) in Digital Media.

This booklet contains information about each of us such as why we chose to study Digital Media, the career paths we intend to take, and our own personal interests relating to the course.

The End of Year Show is an exciting opportunity for students and lecturers of Digital Media to demonstrate their shared passion of Digital Media and share with you the different projects they have produced.

We hope you enjoy the showreel of our work and reading this booklet!



name: Tobe Amadi

degree: BA

cohort: 3rd Yr - DDM11

email: T.Amadi@unimail.winchester.ac.uk

web:

Specialism & Interests:

I am an intelligent, well presented and adaptable student with progressive qualifications and a comprehensive skills set, underpinned by relevant work experience in environments demanding self motivation and a focused approach.

My main areas of expertise are typography, branding, 2D & 3D animation.

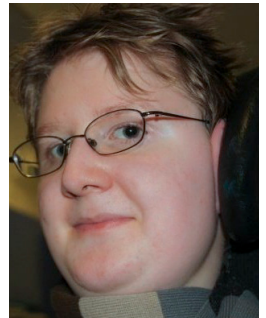
name: Chris Chamberlain

degree: BSc

cohort: 3rd Yr - DDM11

email: C.W.J.Chamberlain@unimail.winchester.ac.uk

www.chamberlaindesign.co.uk



Specialism & Interests:

I am 20 years old and I am currently in my third year of studying BSc Design for Digital Media.

My main areas of expertise are front-end web development and web design.

After graduating I intend to start my own freelance business aimed at small companies.



name: Josh Cottrell
degree: BA
cohort: 3rd Yr - DDMII
email: J.D.Cottrell@
unimail.winchester.ac.uk

www.cottrell-design.co.uk

Specialism & Interests:

My interests and ambitions lie within the fashion industry. Most of my experience lies within management in marketing but I am also a keen web designer. After university I am looking to gain a Masters in International Fashion and Marketing.

name: Sean Duffy
degree: BSc
cohort: 3rd Yr - DDMII
email: Sean1906@googlemail.
com

www.s-dev.co.uk



Specialism & Interests:

I have experience in web development but I am also interested in electronic engineering, photography and some digital design. I am passionate about creating innovative digital solutions and exploring new ways we can interact with web enabled devices furthering the development of the ubiquitous web.



name: Tez Grant
degree: BSc
cohort: 3rd Yr - DDMII
email: Tez.grant@google-
mail.com

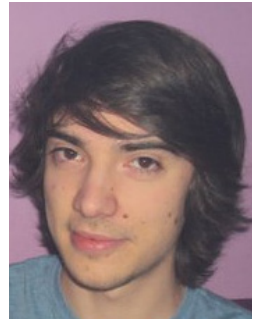
www.teztez.co.uk

Specialism & Interests:

I am most experienced in writing HTML, CSS, JavaScript, PHP and MySQL in web development but hope to become more experienced in Smartphone application development. After graduation I and others in my Cohort are grouping together to embark on freelance projects hoping to generate some income and expand our portfolios.

name: Mike Harrower
degree: BA
cohort: 3rd Yr - DDMII
email: M.D.Harrower@
unimail.winchester.ac.uk

web:



Specialism & Interests:

My interests and ambitions have changed substantially since starting this degree course. Most of my experience lies in 2D design, and more specifically design for print and web. Over the last 2 years I have developed a passion for 3D modelling and am currently focusing on my ability in that area.

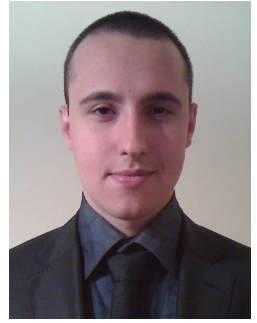


name: Danny Ledger
degree: BA
cohort: 3rd Yr - DDMII
email: Ledgerdesignmedia@me.com
web:

Specialism & Interests:

Aiming for a first classification.
Dissertation on 'Building Brand equity through digital means.'
Worked on various projects including design solutions for Vivid Interactive, the Gurkha Museum and Budweiser Budvar.

name: Metodi Yakimov (Nick)
degree: BA
cohort: 3rd Yr - DDMII
email: iceman_meto@yahoo.com
www.makeyouadesign.co.uk



Specialism & Interests:

I was born in 1989 in Varna, Bulgaria, it is also the same city where I graduated Architecture high school in 2008.
I specialize in graphic design and entertainment design.
After graduating I plan to return home in Bulgaria and look for a job in the gaming industry, while building my portfolio with personal projects.

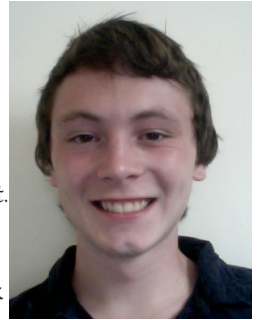


name: Beth Askham
degree: BA
cohort: 2nd Yr - DMDI2
email: B.V.S.Askham@unimail.winchester.ac.uk
dmd-winchester.org.uk / baskham/Home.html

Specialism & Interests:

Hi, I am Beth Askham, a second year digital media design student.
Upon graduation in July 2012 I am interesting in going into the field of advertising.

name: George Anderson
degree: BSc
cohort: 2nd Yr - DMDI2
email: geo@geoentertainment.co.uk
www.geoentertainment.co.uk



Specialism & Interests:

I have a strong interest in the media and entertainment industry, in particular Music, Movies and Television, which may be easy to tell from all my blogs on my site.
My specialist area in Digital Media is Mobile App and Website Design and Development, using HTML, CSS, PHP and JavaScript, and a pen and paper of course.



name: Vidhi Babu

degree: BSc

cohort: 2nd Yr - DMD12

email: V.Babu@unimail.
winchester.ac.uk

dmd-winchester.org.uk
/v.babu

Specialism & Interests:

I have a great interest in digital media, I like being able to think creatively and come up with unique and new ideas for every project.

My main interest lies in web development as I enjoy designing as well as building websites.

I aim to improve on my illustration skills and work more with Flash, Dreamweaver, Illustrator and Photoshop.

name: Paul Breading

degree: BA

cohort: 2nd Yr - DMD12

email: P.D.Breading@live.
co.uk

www.paulbreading.co.uk



Specialism & Interests:

I have a strong interest in graphic and digital design. My specialist area is within graphic illustration and design. I hope to develop my skills further in this area as well as learn new design skills such as game design, concept art and animation to widen my skill set.



name: Matt Burns

degree: BSc

cohort: 2nd Yr - DMD12

email: matthew845@msn.
com

dmd-winchester.org.uk /
mburns/portfolio.html

Specialism & Interests:

I have always had an interest in IT and Media.

After completing the 1st year I took the decision to study the BSc option of the course, as I felt it suited me to be a developer rather than a designer.

I aim to focus on developing websites and creating software programs.

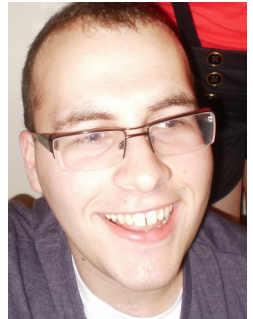
name: Warren Byrne

degree: BA

cohort: 2nd Yr - DMD12

email: W.J.Byrne@uni-
mail.winchester.ac.uk

dmd-winchester.org.uk
/wbyrne/home.html



Specialism & Interests:

I have a good knowledge of the digital media industry and the new technologies being talked and used about. I'm also developing my skills in both website design and development, including using HTML, CSS and a few different CAD programs. Finally I have a passion for digital media and find it's something I really enjoy doing, something I think is invaluable to succeed.



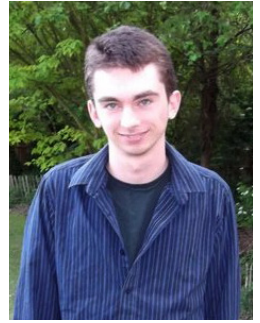
name: Heather Clarke
degree: BSc
cohort: 2nd Yr - DMD12
email: H.L.Clarke@
unimail.winchester.ac.uk
dmd-winchester.org.uk /
hclarke/Home.html

Specialism & Interests:

I would consider my specialisms within this course to be designing and developing websites using CSS, HTML and Php, creating and editing images in Photoshop and using Adobe Flash to create basic animations.

I'm rarely seen without a smile on my face, I am optimistic about learning new things and I enjoy working in a team as well as individually.

name: Ed Dulwich
degree: BA
cohort: 2nd Yr - DMD12
email: E.T.J.Dulwich@
unimail.winchester.ac.uk
dmd-winchester.org.uk/
ed.dulwich



Specialism & Interests:

I am a design student specialising in game design and snowboard graphics.
I am 21 and in my second year of BA Digital Media Design. After graduating, I plan to go into either of my two specialities.



name: Kate Edwards
degree: BA
cohort: 2nd Yr - DMD12
email: kate@
designedinthedark.com
kateedwardsdmd12.
blogspot.com

Specialism & Interests:

I enjoy web design and corporate identity, logo design etc, and working closely with clients to produce a product which is absolutely to their specifications and they are completely happy with.

I enjoy getting out and doing things, even if it's just going for a walk, or a bike ride. I particularly enjoy folk music and Morris dancing.

name: Sophie Geldard
degree: BA
cohort: 2nd Yr - DMD12
email: S.I.Geldard@unimail.
winchester.ac.uk
www.geldard.me



Specialism & Interests:

I am 19 and in my second year as a BA student on the course, I really enjoy designing for websites and mobile apps but I'm also extremely interested in Photography. I'm always happy and bubbly and really love being able to work in a good team of people.



name: Harry Hinch

degree: BA

cohort: 2nd Yr - DMD12

email: hazmongrel@gmail.com

dmd-winchester.org.uk/
hhinch

Specialism & Interests:

I chose the design course because it's what I love doing. I'm all about two dimensions; creating concept designs and illustrations the old fashioned way, then enhancing them digitally.

I'm here to develop my ability to communicate through the designs I create, and to prepare myself for self employment. So far so good.

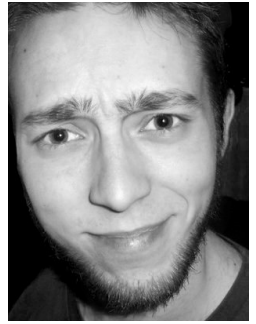
name: Richard King

degree: BA

cohort: 2nd Yr - DMD12

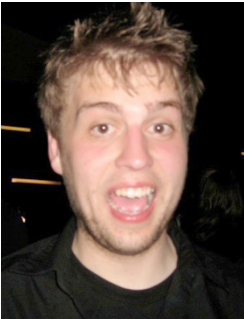
email: R.A.W.King@unimail.winchester.ac.uk

www.richardwking.co.uk



Specialism & Interests:

I've been interested in digital media ever since building my own website using Microsoft Frontpage when I was 11, but I'd like to think my skills have improved considerably since then, through taking a college and now university course on the subject. I hope to become involved in the web industry on a full-time basis once I graduate, and continue to freelance on the way there.



name: Rory McLeish-Lambeth

degree: BA

cohort: 2nd Yr - DMD12

R.McLeish-Lambeth@unimail.winchester.ac.uk

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mcleish-lambeth

Specialism & Interests:

I have a strong interest in Digital Media. Especially Web Design. I specialise in Design as well as CSS and HTML coding of web sites. I strive to create unique, beautiful websites that excite both my clients and web users.

Apart from web design I have recently gained an interest in Animation and 3D modeling.

name: Sophie O'Connor

degree: BSc

cohort: 2nd Yr - DMD12

email: sofio@live.co.uk

www.sophieoconnor.co.uk



Specialism & Interests:

My main interests are in the web and game design and development areas of digital media. I would say that my specialism on this course is web development using HTML & CSS. I also have experience using PHP, JavaScript & Actionscript 3.0. I would like to expand my knowledge and hopefully break into game development within the next year.



name: Darren Woodiwiss

degree: BSc

cohort: 2nd Yr - DMDI2

email: darrenwoodiwiss@gmail.com

www.darrenwoodiwiss.com

Specialism & Interests:

I'm currently investing my time learning web based technologies.

My specialism is hand coding HTML and CSS and keeping up to date with the continually changing medium.

I intend to expand my existing knowledge and explore the capabilities of the mobile web during my next year at University.

name: David Carlin

degree: DipHE

cohort: 1st Yr - DMDI3

email: D.Carlin.10@uni-mail.winchester.ac.uk

web / blog:



Specialism & Interests:

I enjoy experimenting with new programs and trying to create my own, game creation and data archiving are further aspects of my hobbies.

I enjoy reading, writing, drawing and animating art. I play a number of sports in my free time including basket ball, tennis, table tennis, badminton swimming, cycling and rock climbing.



name: Lisa Cripps

degree: BSc

cohort: 1st Yr - DMDI3

email: L.Cripps.10@unimail.winchester.ac.uk

www.lc-digitalmedia.co.uk

Specialism & Interests:

My interests lie in web design and building, I am also interested in mobile application and mobile web building in the future. I have 2 years' experience working as a web designer/developer and UI designer for a browser based application.

I love reading, watching sci-fi movies, live music and fitness training.

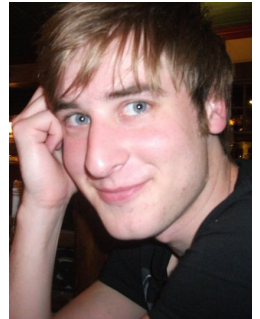
name: Chris DeRoux

degree: BA

cohort: 1st Yr - DMDI3

email: C.DeRoux.10@unimail.winchester.ac.uk

web / blog:



Specialism & Interests:

I enjoy sketching, creating vector artwork, manipulating images and brand design. I would like to be more involved in web design and advertising.

I play guitar in 'Grenades', a band at University. This gives me another creative outlet as I contribute to the writing process with my other band members. I see myself combining my love for music with design in the future.



name: Josh Harrington-Lunt

degree: BSc

cohort: 1st Yr - DMDI3

email: J.Harrington-L.10@unimail.winchester.ac.uk

web / blog:

Specialism & Interests:

I am currently studying BSc Digital Media Development, this is an area of digital media that I have a strong interest in.

I develop websites and Flash projects and want to expand my knowledge into mobile development and augmented reality. These are both areas that I feel are growing and show no sign of slowing down.

name: Orsolya Hegedus

degree: BA

cohort: 1st Yr - DMDI3

email: O.Hegedus@unimail.winchester.ac.uk

web / blog:



Specialism & Interests:

Everything interests me, but my main hobbies are designing, interior decorating, photography, drawing and painting. I speak four languages.

After finishing this course I would like to become a member of an international company.



name: Dan Hoff

degree: BSc

cohort: 1st Yr - DMDI3

email: D.Hoff.10@unimail.winchester.ac.uk

www.daniel-hoff.com

Specialism & Interests:

I am on the BSc side of the course but like to think of myself as a very design minded developer.

I am predominately interested in Games Design but also have interests in Website design, Graphic design and App development.

Please come and see me or visit www.daniel-hoff.com after the show.

name: Rika Iijima

degree: BSc

cohort: 1st Yr - DMDI3

email: r.ijima@unimail.winchester.ac.uk

dmd-winchester.org.uk/riijima



Specialism & Interests:

I am currently in my first year of studying BSc Design for Digital Media.

I am 20years old and from Japan. I haven't any specialism yet but I'm really interested in code, such as HTML, CSS and PHP.

I hope to become a web-designer/ web-developer.



name: Alex Talmage
degree: BA
cohort: 1st Yr - DMD13
email: A.Talmage1.10@unimail.winchester.ac.uk
web / blog:

Specialism & Interests:

I am currently in the first year studying BA Digital Media Design. My interests are in Web design but also have an interest in Mobile Applications. After I finish this course I would like to be in the digital media industry, hopefully as a web designer or a Mobile App designer.



name: Sammy Ware
degree: BA
cohort: 1st Yr - DMD13
email: S.Ware.10@unimail.winchester.ac.uk
web / blog:

Specialism & Interests:

I have a variety of interests such as Visual and Special Effects, Visual Communication and Film and Animation production. One of my main passions is Photography and Photo Manipulation and I also love Graphic Design.



name: Chen Wei Cheng
degree: BA
cohort: 1st Yr - DMD13
email: C.Cheng.10@unimail.winchester.ac.uk
web / blog:

Specialism & Interests:



name: Joe Woolley
degree: BA
cohort: 1st Yr - DMD13
email: J.J.Woolley@unimail.winchester.ac.uk
web / blog:

Specialism & Interests:

I have always had a keen interest in the digital media industry, mainly in the design/development of games and digital animation. In the future I would like to find work in the digital media industry and eventually start my own game design / publishing company.



Debs Wilson MA

Senior Lecturer,
Digital Media Design &
Development

Creative Director,
The Talking Walls (UK)

debs.wilson@winchester.ac.uk
www.dmd-winchester.ac.uk

Specialism & Interests:

Studying a part-time PhD - capturing user experience with cultural heritage applications - using The Talking Walls Beaulieu Abbey software on kiosk, web and mobile with the WSA., University of Southampton.

Interested in cultural heritage, architecture, crafts and design. Walking our dogs and gardening are essential as a respite from anything digital / computer based.



Lesley Banks

P/T Lecturer,
Digital Media Design &
Development

Creative Director,
RainerBanks

lesley.banks@winchester.ac.uk
www.rainerbanks.co.uk

Specialism & Interests:

I am currently dividing my time between teaching, working on a series of motorcycle illustrations for a solo exhibition and design work for a number of clients.

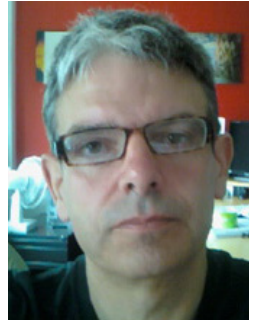
In my spare time, I am also working towards an accredited distinction with the British Institute of Professional Photographers by producing a series of commercial studio still life shots.

John Salisbury

Lecturer (0.6)
Digital Media Design &
Development

Creative Producer,
Red Bee Media, BBC

john.salisbury@winchester.ac.uk
www.dmd-winchester.ac.uk



Specialism & Interests:

At the moment, I am dividing my time between teaching here at Winchester and working as a Design Director for Redbee Media. Working at Television Centre on a BBC Sport contract we are working on a re-branding in time for the 2012 Olympics.

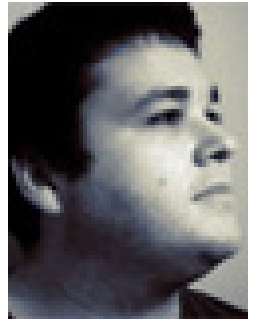
Working with the students on their work gives me a chance to expand into new exciting areas of future media.

Syd Lawrence

P/T Lecturer,
Digital Media Design &
Development

Programmer,
SydLawrence

syd.lawrence@winchester.ac.uk
www.sydlawrence.com



Specialism & Interests:

I like playing with and learning about new technologies. About 2 years ago I set up a monthly web community get together in Winchester, Winchester Web Scene.

I have recently started to be invited to give talks at conferences and events and have recently been approached by a publisher to write a book on cross platform mobile development.