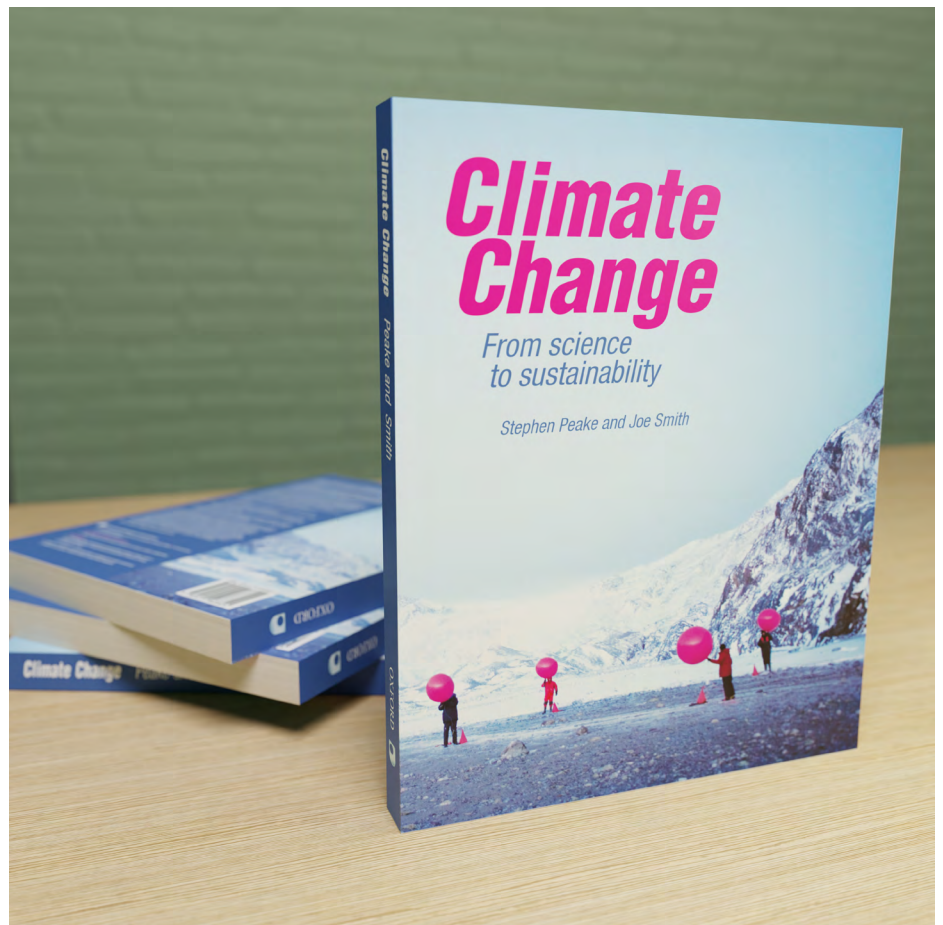


Portfolio

Chris Hough



Creating the design assets for eight books, each with multiple authors requires strong project management skills. I took image briefs, working with expert editors to ensure pedagogic accuracy, managed version control through rounds of amends, and ensured the artwork was correct and delivered on time.

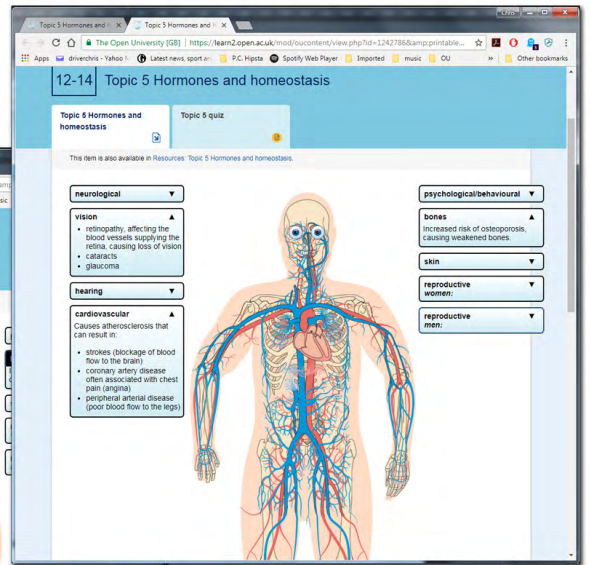
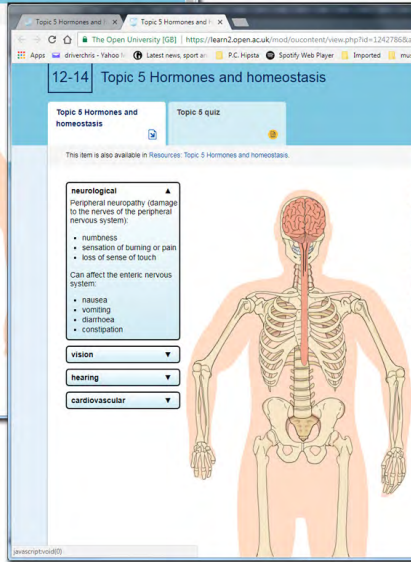
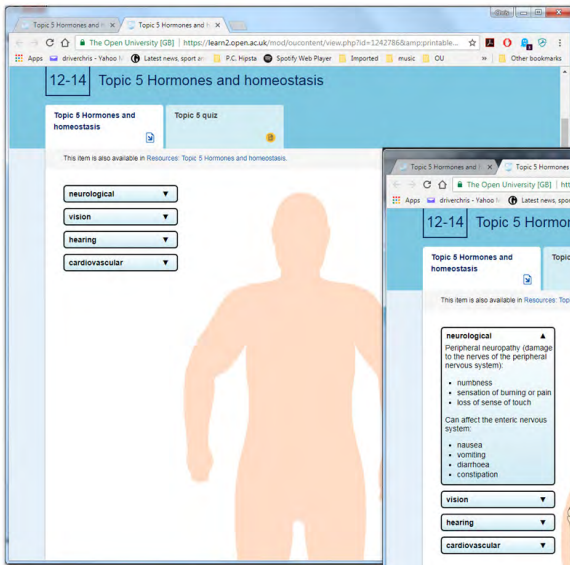
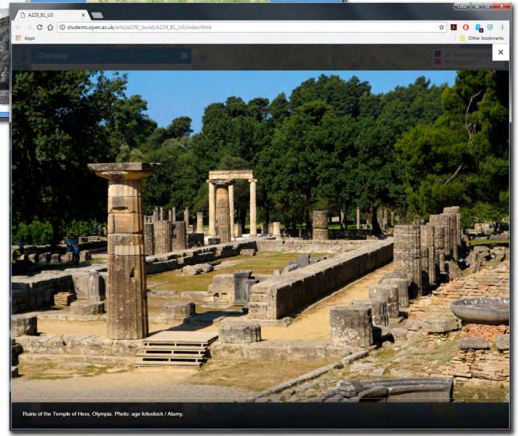
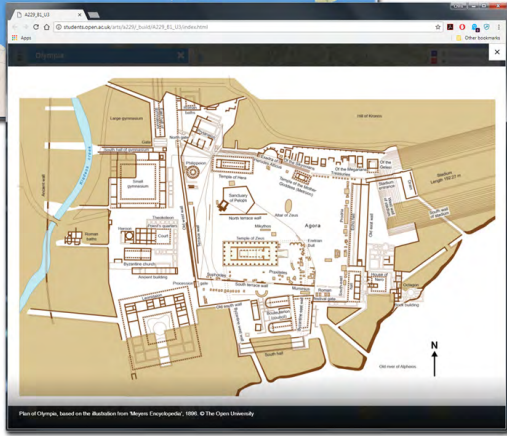
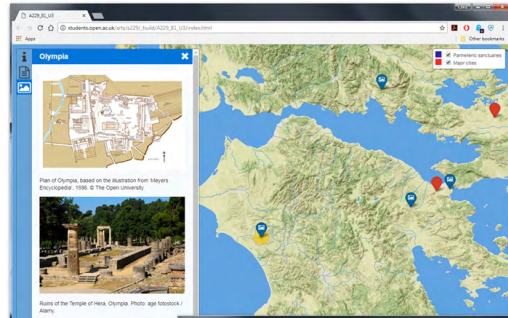
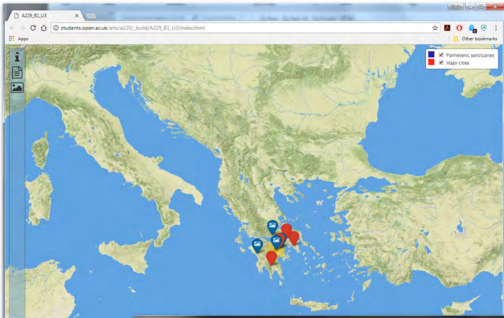


It is an added bonus when the work you are designing piques your interest. The design of this book, co-published with Oxford University Press is one of my favourites.



Professor Belinda Tynan, Pro-Vice-Chancellor of Learning Innovation at the Open University commissioned reports from multiple experts around the university. I collected them together and gave it a cohesive, clean design. Professor Tynan loved the final result.





I work closely with software developers to create interactive assets. We used open source online mapping resources to contextualize my ancient Greek temple plans and HTML5 to display different biological systems in switchable layers.



The Open University Vice-Chancellor, Peter Horrocks CBE wanted to host a forum discussing education with a range of experts. I was tasked with creating a logo and brand identity for it. I presented three different options to a management team who then had to 'sell in' the idea to the Vice-Chancellor.

My background working for design agencies and winning client pitches helped me get the team excited about the work. The selected design was quickly rolled out as invitations, pop-up banners and digital assets to promote the seminar.

eduuce

Eduuce 'i-'di:ūs also -'dyūs\ verb
(rare)

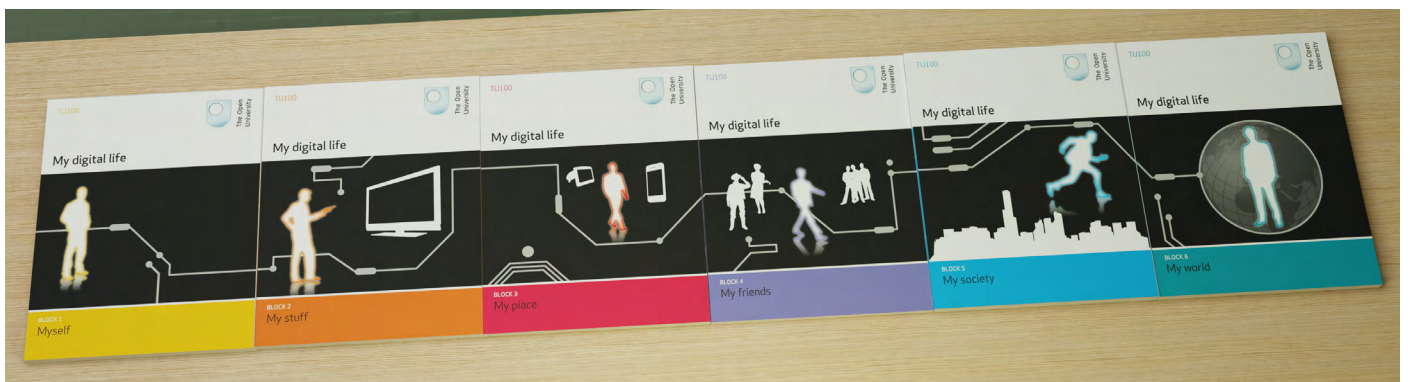
1 to evolve or develop, esp from a latent or potential state

2 to draw out or elicit (information, solutions, etc)

Origin

Late Middle English: from Latin *ēducere*, 'lead out', from *e-* (variant of *ex-* 'out') + *ducere* 'to lead'.





One of the most satisfying projects I produced was pulling together all of the materials for *TU100 My Digital Life*, and giving it a strong cohesive design. This included designing the packaging for the computer kit the students received. Circuitry is an innate element of the kit and it made a strong thread to tie all the elements together, an idea I played with across the cover designs.

I created a strong illustrative style for the design, I wanted to avoid traditional photography on the covers, creating course materials about technology that may be in presentation for up to ten years would inevitably date such an approach very quickly.

Topic 7 Respiratory system

The binding and dissociation of O₂ to and from haemoglobin is dependent on the PO₂. This is not surprising, because as you saw in section 1.3.2, differences in partial pressures between tissue capillaries and pulmonary capillaries drive the exchange of O₂ and CO₂. However, if you look at the oxygen-haemoglobin dissociation curve in Figure 2.2, you will see that O₂ binding to haemoglobin is not a linear relationship. Rather, the amount of Hb bound to O₂ over a range of PO₂ has a sigmoidal 'S'-shaped curve.

Place the marker on the point on the curve where 50% of Hb is saturated with O₂.

high PO₂ (in alveoli)
lots of O₂ attached to Hb

low PO₂ (in tissues)
less of O₂ attached to Hb

If using the keyboard, use the arrow keys to move the marker.

Your answer is correct.
This is the right position on the curve.

Topic 5 Hormones and homeostasis

This item is also available in Resources: Topic 5 Hormones and homeostasis.

1. Light and the SCN

2. SCN stimulates the VP

3. VP inhibits the reticular formation

4. Thalamus disconnected from cortex

The decreased activity of the reticular formation disconnects the thalamus from the cerebral cortex, and this decreases the level of consciousness.

Figure 3.7 (interactive) The process of falling asleep (uncoupling the brain).

Topic 2 Cells and cancer

Select the correct labels for the structures of the cell.

cytoskeleton

microtubule

centrosome

peroxisome

microfilaments and intermediate filaments

Golgi apparatus

mitochondrion

lysosome

free ribosomes

cell membrane

Check your answer Reveal answer Reset

Topic 1 Human variation

Figure 2.18 (interactive) The family of mRNA codons and their corresponding amino acids.

In terms of the number of unique codons that code for a given amino acid, what distinguishes the amino acid alanine from tryptophan?

Complete Figure 2.19 by moving each amino acid next to its corresponding codon.

Topic 1 Human variation

CCU } Proline (Pro, P)

This is a non-essential amino acid, meaning that it is made in the body (using the non-essential amino acid, glutamic acid as a precursor molecule). Its structure is slightly different to most other amino acids because the amine group is incorporated into the side chain. It is hydrophobic.

View chemical structure

Figure 2.18 (interactive) The family of mRNA codons and their corresponding amino acids.

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Figure 2.18 (interactive) The family of mRNA codons and their corresponding amino acids.

I am an expert at working with academics to find the best possible way to help their students achieve learning objectives. Finding interesting ways to display and test learning, sometimes discovering an entirely new concept. The Codon Wheel as a way to display every amino acid interactively using HTML5 was a great success, and an invaluable revision tool.



In the BBC series *Full Steam Ahead* historians Ruth Goodman, Alex Langlands and Peter Ginn brought the golden age of steam back to life and explored how the Victorian railways created modern Britain. I worked directly with Dr Chris Williams and Dr Denise McHugh, expert consultants on the series to illustrate the wealth of information they wanted the poster to communicate. I used Adobe Photoshop and Illustrator to create the complex artwork files.

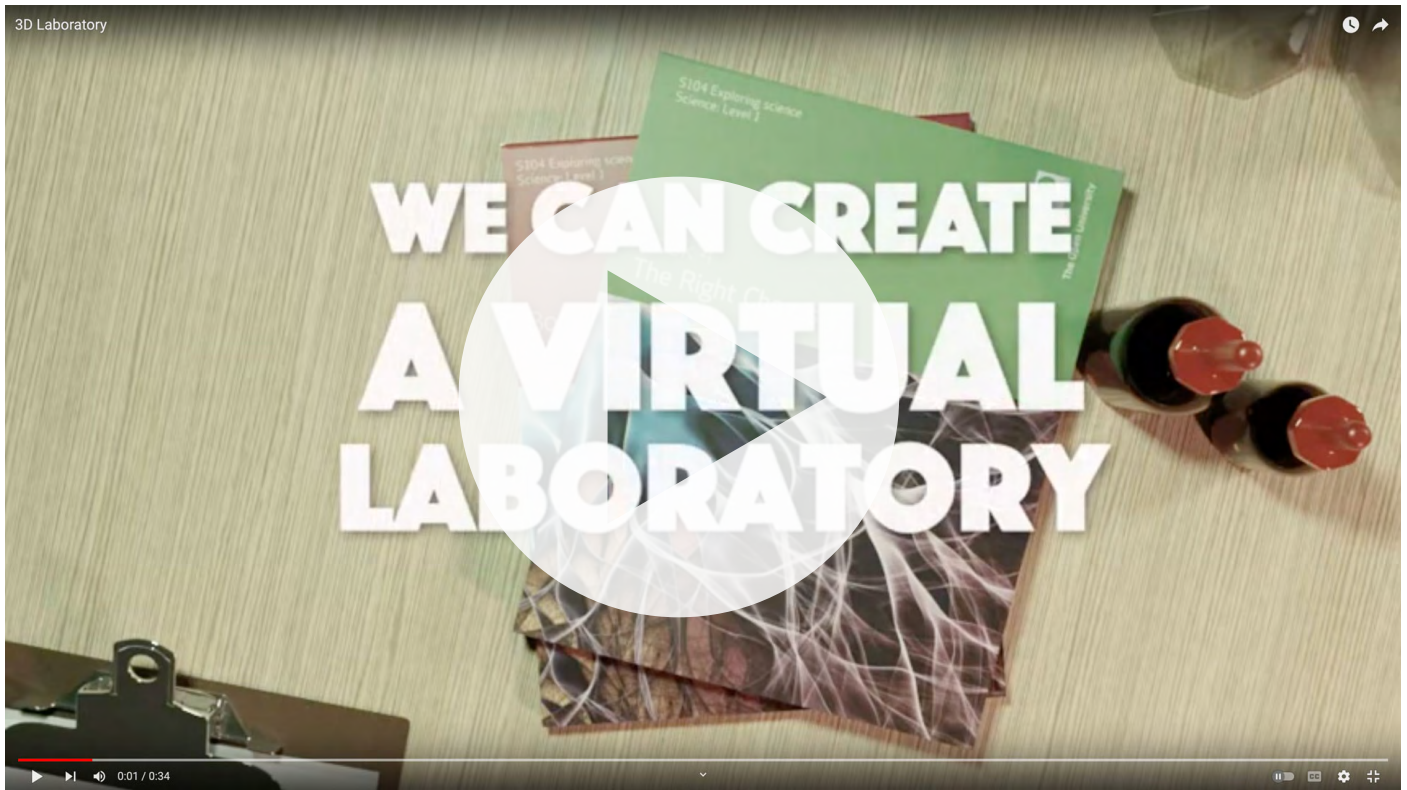
I ensured that I created artwork consistent with the brand identity and goals of the Open University and the BBC.



Hugh Fearnley-Whittingstall's BBC series *Hugh's Wild West* was about how humans and nature interact together. I worked with expert consultant Dr Andy Morris to create the design of the booklet, showing relationships between humans and wildlife, plus how they can challenge and inform our understanding of nature and society. Andy loved my idea of four perforated detachable bookmarks on a gatefold back cover, a call to action that can drive engagement weeks or months later.

I illustrated the *Things you can do...* section with my own drawings, bringing a coherent, fun feel to the spread.

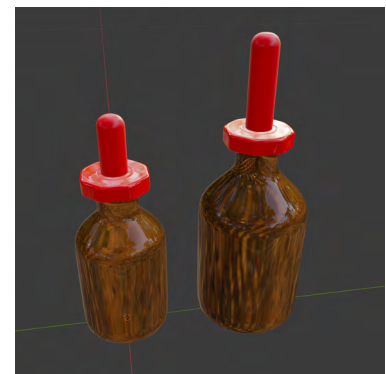
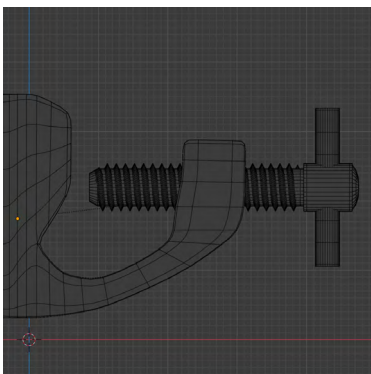




Inspired by the work I was doing for OpenStem Africa, explaining calorimetry to children in classrooms difficult to reach in the developing world, I set myself a task. Develop a 3D Laboratory space that can help explain how complex lab equipment works.

[click on the video above to launch it](#)

Everything you see in the video I modelled in 3D. I used After Effects and Premiere to composite the video visuals together with music I created.

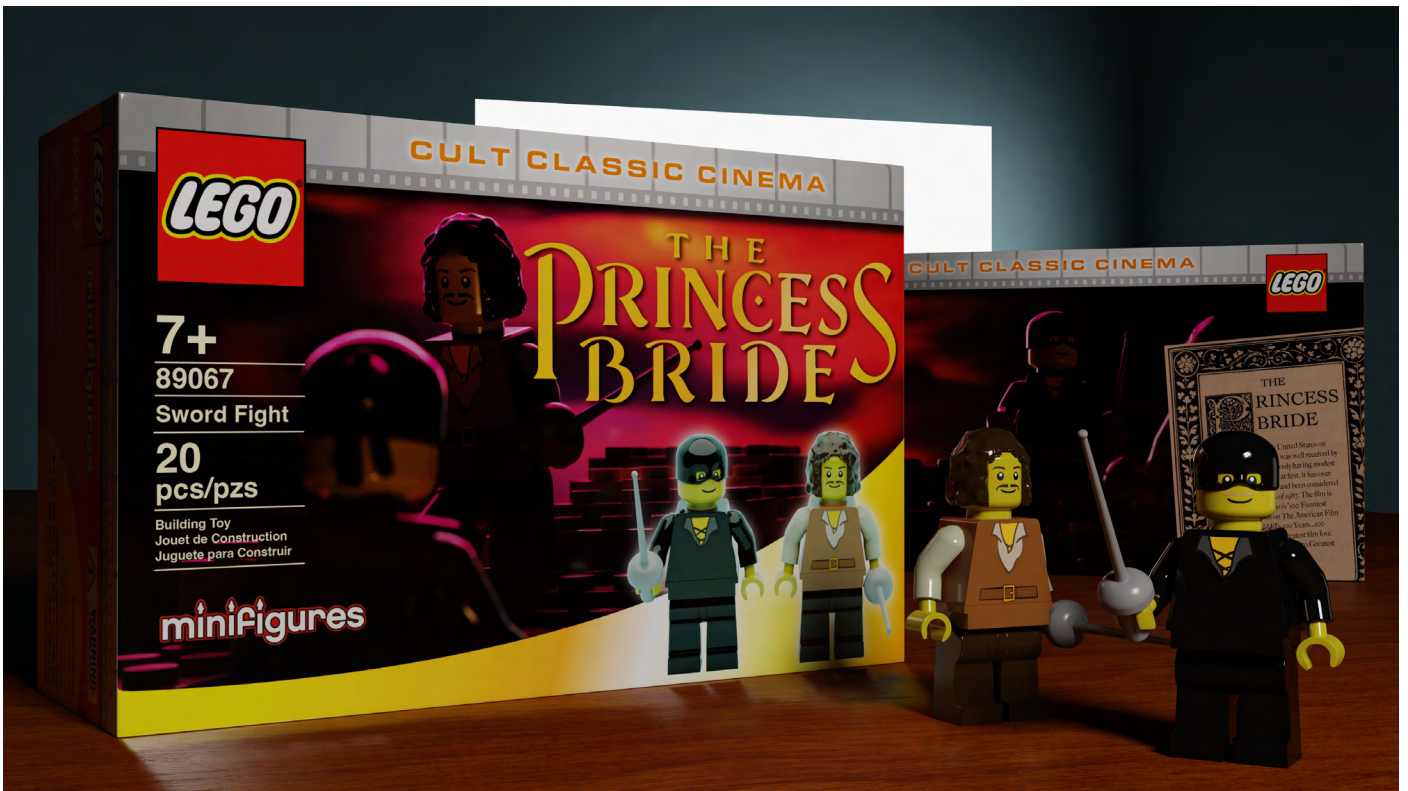




Three examples of video projects involving 3D, 2D visuals, digital visual effects and music production.



"I love it!"
Doug Stanhope



Thank you