Theo Bernard

Graphic Design Portfolio
01

An Interstellar Rosetta Stone

Central Saint Martins BA Final Dissertation. How to communicate with extra-terrestrial intelligent civilisations?
AN INTER-STELLAR ROSETTA STONE

January 2016

How to communicate with extra-terrestrial intelligent civilizations?
In 1977, two robotic probes, Voyager 1 and Voyager 2, were launched into space to study the planetary systems of Jupiter and Saturn and later on explore the interstellar space. The spacecrafts are not heading toward any particular star, but Voyager 1 will pass within 1.6 lightyears of the star Gliese 445 (currently in the constellation Camelopardalis) in about 40,000 years (6). A Golden Record was fitted on each spacecraft containing sounds and images selected to portray the diversity of life and culture on Earth to any intelligent extraterrestrial life form or future humans who may find them. The phonograph records are engraved in aluminium on a gold-plated disc in a gold-plated box. On the outside of the box are parts of the Pioneer plaque (the pulsar map and the hydrogen molecule diagram) and indications on how to play the record using the stylus carried with it and the correct rotation speed expressed again using the hydrogen atoms transition as units of time.

The contents of those records were selected for NASA by a committee of Cornell University, lead by Carl Sagan. 116 images and a variety of natural sounds were first selected. And to this were added a musical selection from different countries and periods, spoken greetings in fifty-five ancient and modern human languages and printed messages from United States president Jimmy Carter and U.N. Secretary-General Kurt Waldheim. The message from President Carter as a somewhat vulnerable tone to it but summarises well the message’s aim. It says: “This is a present from a small, distant world, a token of our sounds, our science, our images, our music, our thoughts and our feelings. We are attempting to survive our time so we may live into your time.” (6)

The collection of images includes many photographs and diagrams both in black and white and colour. The first part shows scientific, mathematical and physical facts about the human body, its anatomy, DNA and reproduction system, Earth and the Solar System. It also includes pictures of animals, insects, plants and landscaped. In a second part, images of humanity have been selected, depicting a broad range of cultures. We can see images of food, architecture, human portraits and parts of our daily life. Finally, the varied musical selection features artists from Bach and Mozart to Blind Willie Johnson and Chuck Berry (6).
A zine about the first French high-speed electric train, seen through the eyes of my grandfather, chief engineer on the TGV001 project.
03

MARS ONE

Fictional form to join the 2022 MARS ONE project.
An essay on the new forms of neuromarketing.
NEUROMARKETING

A new creative science to sell ideas, concepts and products. On a fine line between ethical and unethical. Closely related to my practice of Graphic Design.

Theo Bernard
BA Graphic Design
Group 13
DO YOU WANT TO PLAY A GAME?

Let's do a neuroscience experiment! Below is a sentence written in italics. Try to read as much of it as you can in 10 seconds or less:

FINISHED FILES ARE THE RESULT OF YEARS OF SCIENTIFIC STUDY COMBINED WITH THE EXPERIENCE OF YEARS.

Say the word "IMMEDIATELY" to yourself 10 times and fast:

QUICK! WHAT DO COWS DRINK?

You probably thought about milk, right? Cows drink water. Your mind got tricked into thinking about a precise product and what it is made of. This example shows how subtle these tricks can be, even in an advertisement. In your everyday life, you are exposed to many marketing messages that aim to influence you.

THINK YOU CAN'T BEfooLED? You just were. Read it again.

It is clear that using neuroscience findings is a new and interesting way to deal with advertising and design. Marketing companies and designers are always trying to improve the relationship between their product design and customer experience. By understanding how the brain processes information, companies can create more engaging and effective advertisements.

It is also important to consider the ethical implications of using neuroscience in advertising. The goal of advertising is to influence people's behaviors, and it is essential to do so in a way that respects their autonomy.

Furthermore, the Big Picture lecture from Professor Charles Spence, my individual research, and writing done for this essay have been incredibly informative. I now believe that neuroscience findings could be used to "brainwash" a whole population or subtly influence voters in an election in a very precise and effective way can be considered highly unethical.

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Publication inspired by the weekly debates I attended during my second year of BA Graphic Design at Central Saint Martins.
Don’t you think that if you’re labelled too much, like, let’s say you’re a service designer, that mean that no one would recruit you for any other type of design, that you could potentially be able to do.
Semi-finalist window display proposition for a Hugo Boss competition. The brand was looking to redesign their Christmas displays.
07

Words Are For Sharing

Posters and postcards created for the Foyles library’s collection “Words Are For Sharing”.
rushed, swelled gurgling arise; drops, clasped

drift combs struck, beat rolled waft;

gnaws, rolls rumbling roars bounds howls

WORDS are for sharing
From The Collection

Set of posters designed for the exhibition “From The Collection” at Central Saint Martins College of Arts & Design.
Magazine created in collaboration with students from the BA Fashion-Communication at Central Saint Martins
Branding, web design and publication design for “Free Spirits”, Interior Design and Art Curation company.
12

IAM

Magazine created and published in collaboration with BA Fashion students at Central Saint Martins
The Vucari: A Rebirth.
A legendary Slavic myth claims that the God of the Earth is reborn in January each year, called the Vucari. This rebirth symbolizes the end of winter and the beginning of a new cycle of life.

EDITOR’S LETTER

[Content of the editor’s letter discussing current events, trends, and updates related to the publication.]

[Author’s signature and date]
Re-branding project for the British Universities and Colleges Sport
Brand & Front-end for a training website/app

Khozek
Branding & collaterals for student banking

UniZest
Brand renovation, UI and UX, advertising and collaterals
Great news for contractors

Get a tiny mortgage with huge interest rates today!

Nope. Doesn’t work for us either.

Even if you earn more, as a contractor, business owner or freelancer, you’re more likely to end up with a smaller mortgage, higher rates and a larger deposit to pay than a full time employee. We think that’s unfair.

We are CMME. We’ve helped more than 25,000 independent professionals get the mortgage they deserve.

cmmemortgages.com

Your property may be repossessed if you do not keep up repayments on your mortgage.

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