



Portfolio

Cara Ord

ABOUT ME

I am what I like to call an eclectic graphic designer and illustrator. This is because I love to learn and try new things so over my 5+ years professional experience I have collected a wide array of skills and made myself adaptable to an array of styles. Working in both print and digital design, I have a passion for my job and thrive in a fast paced environment. I love having multiple projects on the go and being challenged to produce creative solutions.

Through this portfolio you will see a small demonstration of my capabilities. Each project presented here I have taken from concept through to development (including production pre-press).





SPREAD AND COVER OF STUDIO NO 17 MAGAZINE



This project is a true passion piece for me. It is a magazine for a design studio promoting their print services as well as cross promoting their major clients. This piece was designed to be catchy and creative in it's design, to demonstrate the flare of the studio and make it stand out to it's audience of small business owners and entrepreneurs. I led this project, collating the content and developing the visual style of the publication. I also created photographic and illustrative assets for each article and took on the role of copy writer developing original content for the studios audience. Along side you will see a business card I also developed for the studio.



I am well versed in print and digital media. My strongest training in print came from my time working With BJ Ball (now Ball and Dogetts) as their in house graphic designer. Working for a paper company allowed me to get hands on with all print materials from specialty papers to inks and foils. I was very fortunate to be working in the midst of key design materials and even assisting great designers in judging print design awards. This experience has given me a keen eye for print details and finishes.

The next two projects are pieces that developed and challenged my pre-press skills. The first is a foils book (pictured beside) much like a Pantone book designed with over 30 different foils as well as specialty tear die-cutting.

The second piece (see next page) is a French fold adult colouring book. Printed with white ink and green foil on craft stock, with uncoated white interior. I designed the book and illustrated a couple of the interior art works.

FOIL BOOK FOR BJ BALL API FOLLS





A large part of design is working with brands and style guides to create coherent and beautiful designs which clearly communicate to their desired audience. Through working with Sydney Olympic Park and their internal clients I came across strict guidelines due to government restrictions and enjoyed the challenge of creating creative solutions in such a tightly structured environment.

As you can see from the included projects here the aesthetic of the governing body was clean and orderly, with a pop of colour. To stay in touch with the official and corporate nature of the documentation I was working with I played around more with typography, messaging and form. You can see this 'play' most prominently in the direct mail piece I developed for their Business Events sector (pictured on the next page).



Sydney Olympic Park 
BUSINESS EVENTS


Unearth where your inspiration begins


DIRECT MAIL PIECE FOR SYDNEY OLYMPIC PARK BUSINESS EVENTS

Working on such a large scale as branding a suburb I also had the opportunity to create signage and visitor information graphics. This type of work ranged from simple street signs, to branding info booths, designing outdoor areas, creating POS signage, billboards, information signs as well as fliers, maps and more. Anything that brought information to the public was my domain.

I also continued this sort of work creating large format signage and exhibition installations for BJ Ball, designs for Arceon Design Studio and all large format signage for McGrath Estate agents, including billboards, front of house and direction signage. No matter how large the scale of a project, there is always a solution.



SydneyOlympicPark 
Get into life





Newington Armory

Open 9am – 5pm, weekends, public holidays and school holidays.
 Visitor Centre open 10am - 4pm weekends only.
 Heritage Railway Tours every Sunday, tickets from Visitor Centre.
 Bookings and enquires call 02 9714 7888 during business hours.

This is a natural and cultural heritage site
 For your safety:

- Keep to formal pathways
- Watch out for rail tracks and uneven edges
- Supervise your children
- Do not climb on grass embankments or structures

Please note that dogs are not permitted within the site.

1. Armory entry & Visitor Centre
8. BirdLife Discovery Centre
2. Armory Gallery
9. Building 129
3. Armory Leisure Playing Field
10. Disc Golf
4. Armory River walk gate
11. Jamieson Street gate
5. Armory Theatre Building 22
12. Martial Arts Training Facility
6. Australian Scout Museum
13. Segways
7. Bike Hire
14. The Lodge

Bike Hire @ Sydney Olympic Park
 (Map Ref: 7)
 9am – 5pm (last hire 4pm) everyday
 02 9746 1572
info@bikehiresydneyolympicpark.com.au
bikehiresydneyolympicpark.com.au


Australian Scout Museum
 (Map Ref: 6)
 9am – 2pm, 2nd & 4th Sunday each month, other times by arrangement
 1800 SCOUTS (1800 726 887)
southertagensw.com

Martial Arts Training Facility
 (Map Ref: 12)
 Only available for pre booked groups
 02 9714 7600
sportscentre@sopa.nsw.gov.au
sports-centre.com.au

Armory Leisure Playing Field
 (Map Ref: 3)
 Only available for pre booked groups
 02 9714 7600
sportscentre@sopa.nsw.gov.au
sports-centre.com.au

BirdLife Australia Discovery Centre
 (Map Ref: 8)
 10am – 4pm Weekends
 Open at other times by arrangement
 Free bird walk on the last Sunday of every month
 02 9647 1033
southernnsw@birdlife.org.au
birdlife.org.au/visit-us/discovery-centre

Segway Tours
 (Map Ref: 13)
 10am – 3.30pm Weekends & School Holidays
 Weekday group bookings by appointment
 1300 859 983
info@segwaytours.com.au
segwaytours.com.au



sydneyolympicpark.com.au



Serving: 4-6
Cook time: 35 min
Total time: 55 min

What You Will Need:

- Knife
- Bowl
- Stove
- Chopping Board
- Deep dish
- Jug
- Spoon to serve

Ingredients:

- 1 tablespoon of olive oil
- 3 cloves of garlic chopped
- 1 chopped leek
- 1 cup mushrooms slices
- ¼ cup sundried tomato cut in small cubes
- Salt and pepper, to taste
- 1 cup of arborio rice
- 3 ½ cups of vegetable broth reduced in sodium
- 1/2 cup of dry white wine
- 1/2 cup vegan Parmesan cheese
- parsley for garnish



Preheat Oven to 220°C.

Chop the Leek and dice the mushrooms.



In a casserole, heat the oil over medium high heat.

Add leek and mushroom and cook, stirring, for 3 minutes or until leek is tender.



Add the risotto and the sun dried tomatoes to the pot and cook, stirring for 2 minutes.



Pour the wine and cook, stirring, until the wine is completely evaporated.



Add 3 cups of broth, pepper and mix. Bring to a boil.

Cover in place in the oven for 15 minutes or until almost all the liquid is absorbed.



Remove from the oven. Add 1/2 to 1 cup of the remaining broth and blend until risotto is creamy. Add Parmesan. Serve immediately.

Tips:

Preparing the traditional risotto requires almost constant monitoring, stirring and adding broth gradually. This accelerated version takes advantage of a covered pan and finish to cook in the oven, allowing you to set the table while the risotto continues to cook to perfection.

Nutritional Information:

Here all the nutritional information and allergins would be written.



Share photos of your meals with us!



@getpickd



facebook.com/getpickd



Leek, Mushroom and Tomato Risotto

Opti ut viderunt di aut liquis alictest, nis molorem olupta venis alit quo ditate perit ut estorero inimolu ptiatat.Nihilit explament unt aut acestia nost iliciet rem volupta comnist iatur, quidi nem quam quat is modias aut aut atemporae ped ut volesequos vidus doluptam faccupis cum



RECIPE CARD FOR GET PICKD BOX SUBSCRIPTION

Print always has new avenues to explore. This piece is a design I developed into a template as a 'drag and drop' solution for a client who wanted a designed document with a weekly turn over and a small budget. The document was created and tested with a wide variety of recipes which would be delivered weekly to clients with ingredients for their ready meal service. Design isn't just about the end result, it is about solving problems. Getting information to the audience efficiently and effectively, regardless of the constraints of the job.

I had written him a letter which I had,
for want of better knowledge,
sent to where I met him down the Lachlan,
years ago,

he was shearing when I knew him,
so I sent the letter to him,
just 'on spec', addressed as follows,
'Clancy, of The Overflow'.

And an answer came directed
in a writing unexpected,
(and I think the same was written with a
thumb-nail dipped in tar)

'Twas his shearing mate who wrote it,
and verbatim I will quote it:
'Clancy's gone to Queensland droving,
and we don't know where he are.'



SPREAD FROM CLANCY OF THE OVERFLOW CHILDRENS BOOK



Illustration is one of my assets as a creative. I use it in my work wherever it is appropriate. I work in mediums ranging from pencil, to paint and digital.

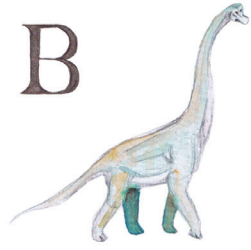
Above you see a spread from a children's book I designed and illustrated using the famous Australian poem, Clancy of the overflow. This is one piece of a 32 page book, which I developed from the ground up. The process branching from character design, pagination and story boarding to layout and pre-press.

Beside is one of 26 like pieces which make up the alphabet poster you see on the following page. I wanted to combine education with fun and colour, developing a standalone poster that any child (or adult) can admire.

Following this is couple examples of how I have used digital illustration to create playful and educational layouts.



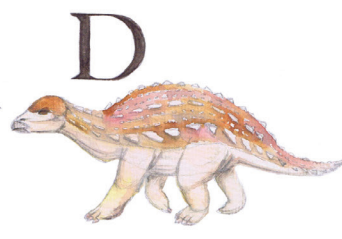
Anatotitan



Brachiosaurus



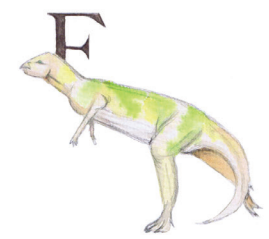
Caenagnathus



Dracopelta



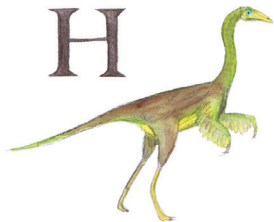
Enigmaosaurus



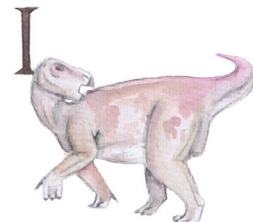
Fabrosaurus



Goyocephale



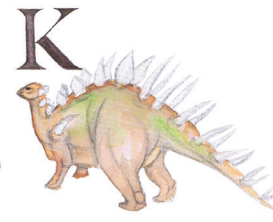
Harpymimus



Iguanodon



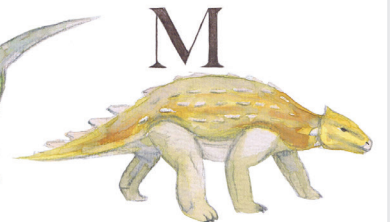
Jaxtrosaurus



Kentrosaurus



Laellynasaurus



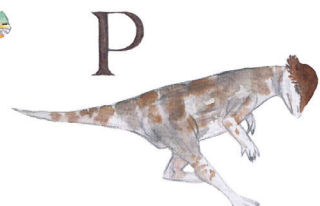
Minmi



Nomingia



Ornitholestes



Prenocephale



Quacsitosaurus



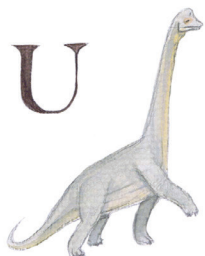
Rhabdodon



Spinosaurus



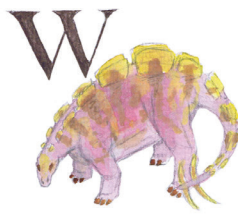
Triceratops



Ultrasaurus



Velociraptor



Wuerosaurus



Xiaosaurus



Yaverlandia



Zephyrosaurus



Assimilating the jellyfish's ability to cling to objects, Jellyfish PET film's ability to adhere to a variety of flat surfaces allows you to do so in the same way and adhere to glass or other smooth surfaces without leaving any film residue.

Advancing PET's already clear, strong adhesive resin technology from the depths of the deep blue sea.

BENEFITS:

- Clean technology that does not leave any residue
- Disposable and clear film
- Easy to apply
- Quickly reposition
- Adheres to smooth surfaces
- Can be die-cut or kiss-cut

AVAILABLE:

- 200µm in two convenient sizes
- 1270mm x 2.1m | 1070mm x 2.1m

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 REQUEST A TRIAL SAMPLE ROLL

Jellyfish PET | BJBall

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From Durakote's clear, adhesive topcoat and color, to the durable, scratch-resistant and clear, low-temperature adhesive, Durakote's performance is unrivaled. The ability to adhere to a wide range of substrates, including glass, metal, plastic, and more, allows Durakote to be used in a wide range of applications. Durakote's performance is unrivaled. The ability to adhere to a wide range of substrates, including glass, metal, plastic, and more, allows Durakote to be used in a wide range of applications.

Research in glass, water, scuffing and heat.

View Durakote Range | Request Durakote Sample

GET YOUR CLINGZ ON!

A versatile, clinging ClingZ clings to any surface such as glass, drywall, metal, wood, brick or masonry without an adhesive. ClingZ is an electrostatically charged polypropylene film that is portable and ideal for a range of promotional applications including direct mail, window graphics, point of purchase systems, interactive in-store displays and more. ClingZ is almost any indoor surface for up to 6 months. It does not use adhesives, so there is no sticky residue. It's repositionable making placement and removing easy.

Contact your local rep to receive the latest ClingZ ClingZ print portfolio.

[ClingZ End Application](#)

[Request a Sample Sheet](#)

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BJBall | 1-800-861-1200 | 1-800-874-2020 | 610-277-4900 | 410-482-1000 | 1-800-827-3444

POP FOAM BOARD

POP Foam Board is a lightweight, Polystyrene Foam Board which is suitable for a wide range of applications in the advertising, signage, arts, stationary and printing industries.

- Perfect for POS and visual displays for forwarding, vinyl printing or screen printing
- Available for direct screen & UV visible light printing
- Designed to be shaped with foam by cutting and die-cutting
- 10 & 20 mm products made to cut with a sharp blade at a 90 degree angle
- Available in two finishes for your convenience - 500, 600, 1000mm - 1225 x 2440mm.

POP 10
POP 20

THERE ARE NO SPELLS OR MAGIC TRICKS ...IT SIMPLY STICKS BY STATIC!

Wizard Wall is a cling film that turns any indoor flat surface into your imagination. A surface no longer becomes a plain surface but a new interface. The patent-protected ClingZ® film has an embedded electrostatic charge, allowing it to cling much longer & reposition many more times than simple surface-treated static film. Wizard Wall® is a cling film that enables you to have a meeting virtually anywhere.

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[▶ VIEW THE WIZARD WALL RANGE](#)

EDM PIECES FOR BJ BALL

Print is not the only avenue I have explored. I have also had the opportunity to work within digital design. A high quantity of my freelance work has been to create digital assets for use as social media and website content. I have also rolled out several campaign such as the ones pictured for email marketing.

The digital world lends itself to bolder colours, strong imagery and clever illustrations. Interactivity with your audience is a great asset in the digital format and a fascinating tool to play with, leading to a diversity of designs in this fast paced contemporary media frame work.

The following are a few digital assets developed for clients, including social media content, info-graphics and ebook publications.

we have a **job placement** rate of around **70%**

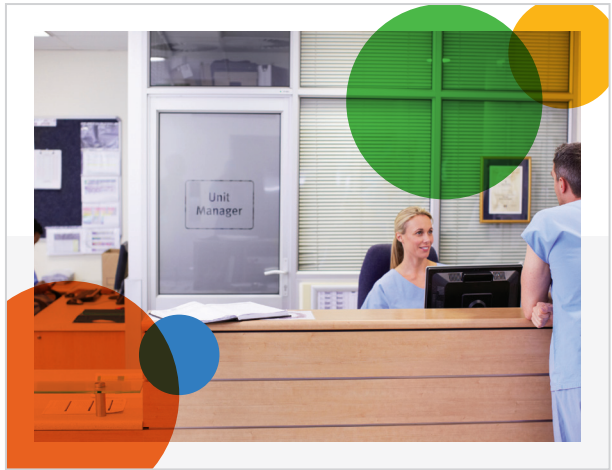
www.lgtc.com.au

We are currently undertaking the biggest shakeup of our training courses in a **decade!**

www.lgtc.com.au

Medical Transcription: The Details

A compendium of information for prospective students



INTRODUCTION

For those considering a career in Medical Transcription, we have put together a series of information blogs, previously published on our website. They cover topics such as the skills needed to work in the industry, the various distance education courses and placement support we offer our students, plus how to train for a career that allows you to work from home-base for lifestyle convenience.

The health care industry is thriving and is now one of Australia's largest industries. Due to an aging population, there is now a growing demand for medical examinations and treatments, leading to an increased need for Medical Typing and Transcription to organize and manage this data in all areas of the industry.

The opportunities for employment in this sector have never been better, thanks to the increasing need for trained Medical Transcriptionists to keep up with industry demands.

Peta Collier

FUJI ISLAND

— PICTURE PERFECT PARADISE —



ISLAND MAP FOR FUJI FILM LAUNCH EVENT



Thank you

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