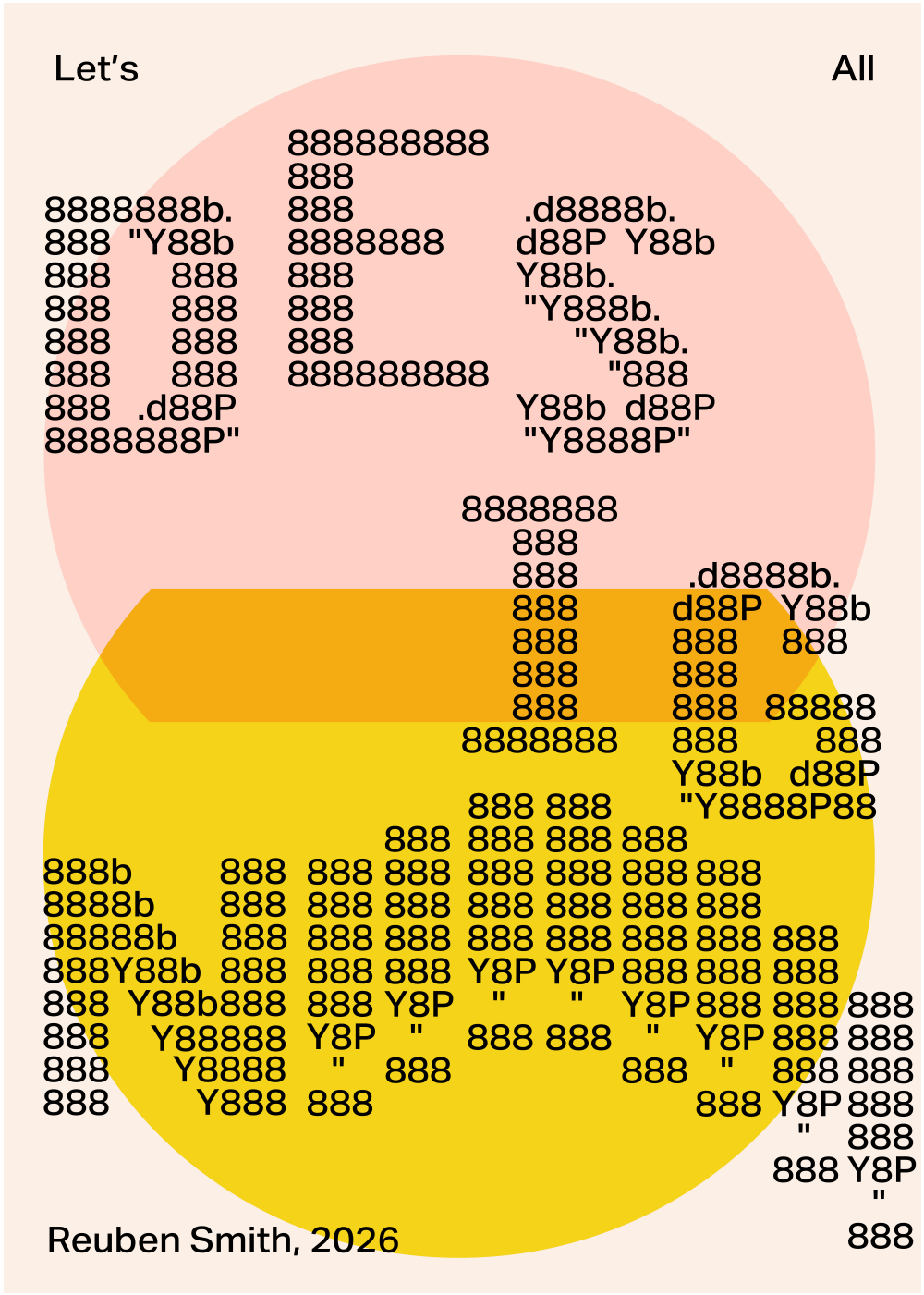
005.
Let’s All Design!!!!

‘Let’s All Design!!!!!!’ is a poster created for a competition hosted within my 2026 typography class and judged by Kris Sowesby in which we were tasked to develop a 3 word poster that described our personal philosophy as designers. My statement of ‘Let’s All Design’ describes how I believe that the conception of design as a profession has created an elitist and exclusionary atmosphere where people (especially amateurs) are afraid to let their idiosyncratic style come through in their work and that we need to delineate these ideas if we want creativity to shine in our profession. I was one of the 8 winners selected from my class, and the prize was having your poster displayed on a Phantom Billsticks board outside Te Aro campus. Unfortunately, I forgot to take a photo of this, so I hope my mock-up will suffice.

poster


Let's
All
888888888
888
8888888b. 888 .d8888b.
888 "Y88b 8888888 d88P Y88b
888 888 888 Y88b.
888 888 888 "Y888b.
888 888 888 "Y88b.
888 888 888888888 "888
888 .d88P Y88b d88P
8888888P" "Y8888P"
8888888
888
888 .d8888b.
888 d88P Y88b
888 888 888
888 888
888 888 88888
8888888 888 888
Y88b d88P
888 888 "Y8888P88
888 888 888 888
888b 888 888 888 888 888 888 888 888
8888b 888 888 888 888 888 888 888
88888b 888 888 888 888 888 888 888 888
888Y88b 888 888 888 Y8P Y8P 888 888 888
888 Y88b888 888 Y8P " " Y8P 888 888 888
888 Y88888 Y8P " 888 888 " Y8P 888 888
888 Y8888 " 888 888 " 888 888
888 Y888 888 888 Y8P 888
" 888
888 Y8P
"
888
Reuben Smith, 2026


Let's
All
Reuben Smith, 2026