

**MY NAME IS**

**BENJAMIN ANSTEY**

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What follows is a small sample of my work.  
For context, I have included a quick run through of  
each project.

Each project can be found on [benjaminanstey.com.au](http://benjaminanstey.com.au),  
which contains in depth breakdowns and other works.

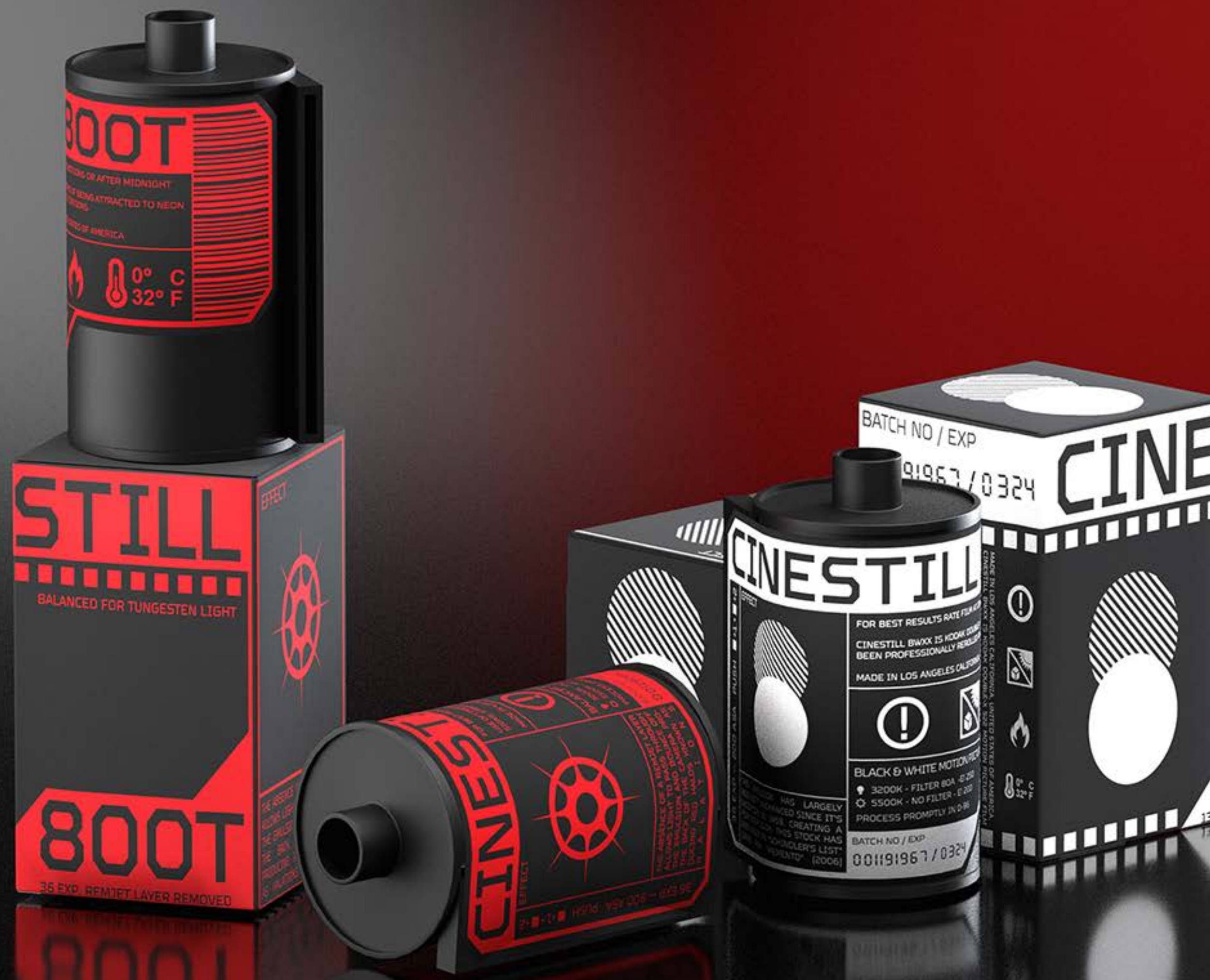
Thank you for your time, I hope to speak with you soon.

# Cinestill Film Packaging

Cinestill is a favorite in the film photography community, with 800T highly sought after amongst night owls. This film stock, along with BWXX, gets a new look in this student brief.

Both the labels and outer packaging were created with a brutalist aesthetic in mind, the same industrial visual language as shipping labels and fuel bowsers, embracing elements like the rigidity of shape and regulatory icons. And yet, these canisters house something that is free and is used in artistic expression.

These film canisters were rendered in 3D software to allow to animation and greater controll of lighting, and were later printed and made into real world mock ups.









# Clear Mind, Clear Sight

Phone related distractions are the number one cause of crashes among 17 — 25 year olds on Australia's roads. Working with Re:act, "Clear Mind, Clear Sight" shows the viewer a simple solution to distractions.

The creative for this project was dependant on data and anecdotal research that each student needed to undertake and use to inform their design.

My concept, titled "Clear Mind, Clear Sight" is based on my findings that the most common distraction for drivers is messaging. This was partnered with insights from SAPOL that not all distractions are visual, and that a lapse in concentration and focus can come from messages, alerts, and other notifications.

A billboard advertisement for clearofdistractions.org. The central image shows a driver's perspective from inside a car, with the driver's head and hands on the steering wheel. The driver is surrounded by various colorful distractions: blue and green balloons, a green inflatable stick, a blue balloon with 'X X' on it, and a blue balloon with 'Love you'. Text overlays include 'In a moment road so to be late.', 'It's about to be late about to be late about to be late.', 'Please don't drink and drive', and 'How far off we are'. A white speech bubble with a red icon says 'Clear mind, clear sight.' and the website 'clearofdistractions.org' is at the bottom. Logos for 're:act', 'tate', 'NEMA', and 'oh!' are visible at the bottom of the billboard.

A15  
Nearlunga Ctr 4  
Christies Beach 5  
Pt Nearlunga 6  
(Seaford) 10

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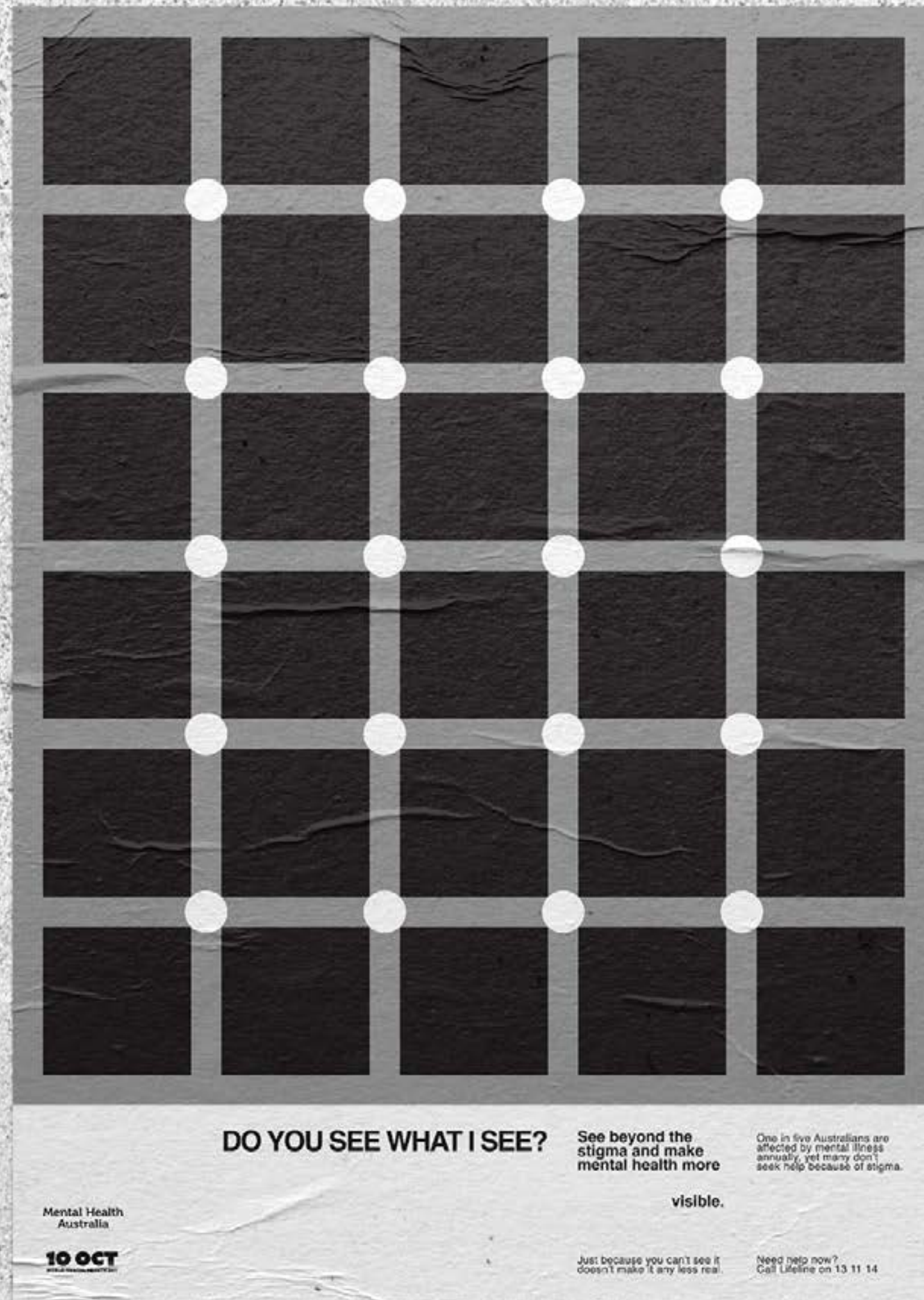
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# Do You See What I See?

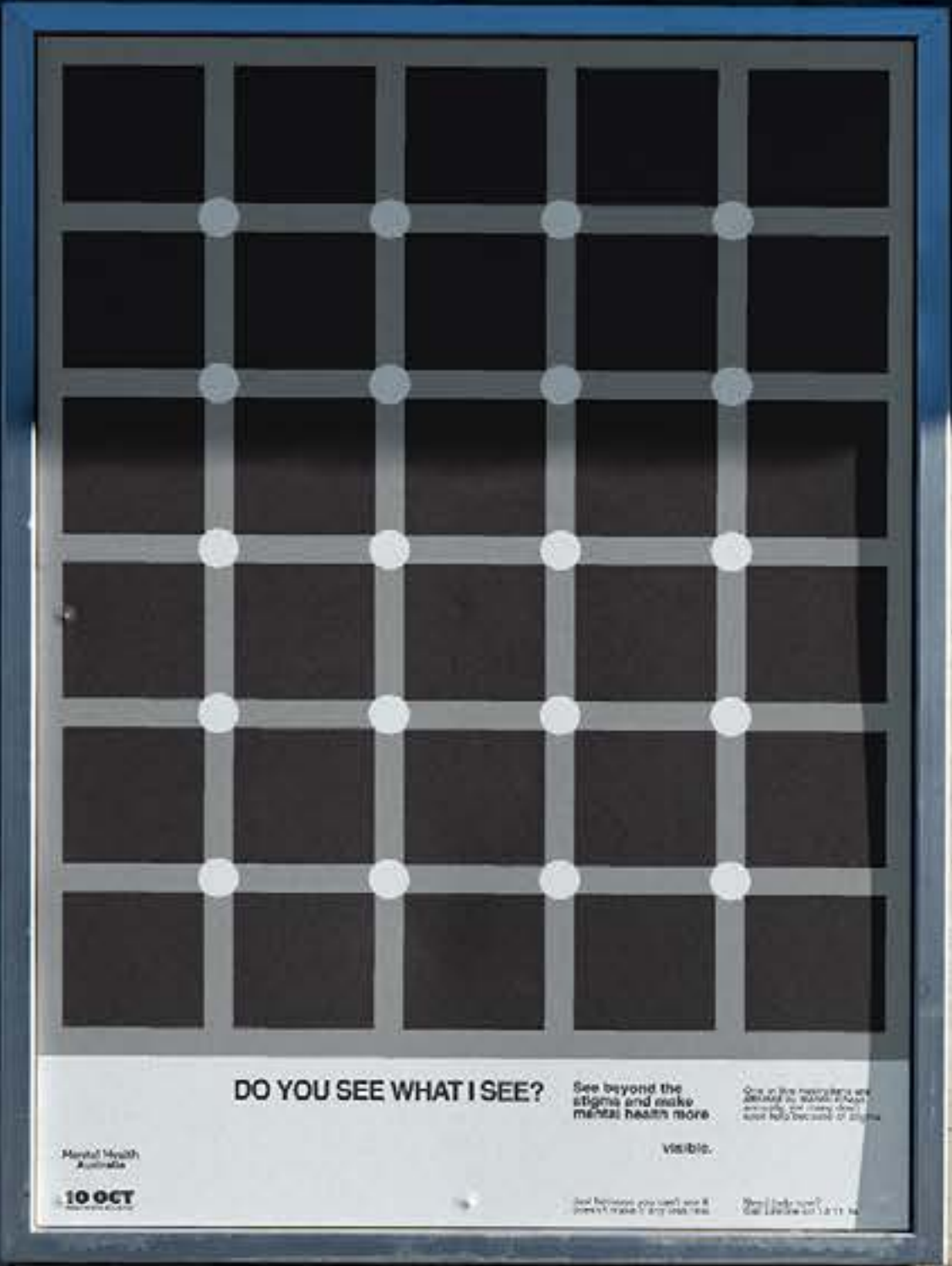
The brief for "Do You See What I See?" was all about changing perceptions about mental illness in Australia, and asked students to create a poster with the aim of raising awareness of mental health, and reducing the stigma around it.

This solution featured a scintillating grid illusion, which created divide amongst my class as to whether a poster that assaulted the audience's eyes was the right way to communicate the concept. However, this was exactly the point.

This use of this particular optical illusion was used to illustrate the fact that even though something is not easily visible, that doesn't make it any less real. It is the optical illusion that acts as the catalyst to grab the audience's attention.







AGDA Distinction - Student Packaging (Alcoholic Beverage)  
AGDA Finalist - Student Print (Posters)  
AADC Student Finalist - E.01 Idea  
AADC Student Finalist - E.02 Craft

# Barossa Vintage

This project focused on a biannual event held in one of South Australia's most beloved wine regions. The visual approach invites viewers to "Experience the Colours of the Barossa", by utilising grainy, textural and up close imagery to convey a sense of intimacy with the region.

The brief was around the broader visual identity of the event, however I also developed wine labels for both the assessment and as a personal learning project over the 2023 Christmas break. These labels were awarded an AGDA Distinction for Student Packaging (Alcoholic Beverage) in 2024.

These labels were both printed and rendered in 3D software. Each example showcases the considered approach to each image, layout, and design.









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I would again like to thank you for taking the time to read through this. I hope you enjoyed it.

Please don't hesitate to contact me if you have any questions, and I hope to talk to you soon.

Ben xx