



**CALLUM WEBSTER**  
**Graphic Designer**

**(26)**

# Portfolio

**My brain moves at a thousand miles per hour.  
Thoughts, ideas and images shooting back  
and forth; design creates a container for the  
chaos - rules, strategy & discipline.**

Hi, I'm Callum.

This is a display of just some of the things I do, and some of examples of the ways I like to harness my design skillset.

Lets explores a variety of projects throughout both freelance work, and my academic journey studying Graphic Design at the University of Hull; touching on visual identity, branding, campaigns, layout, editorial & motion.

# 01.

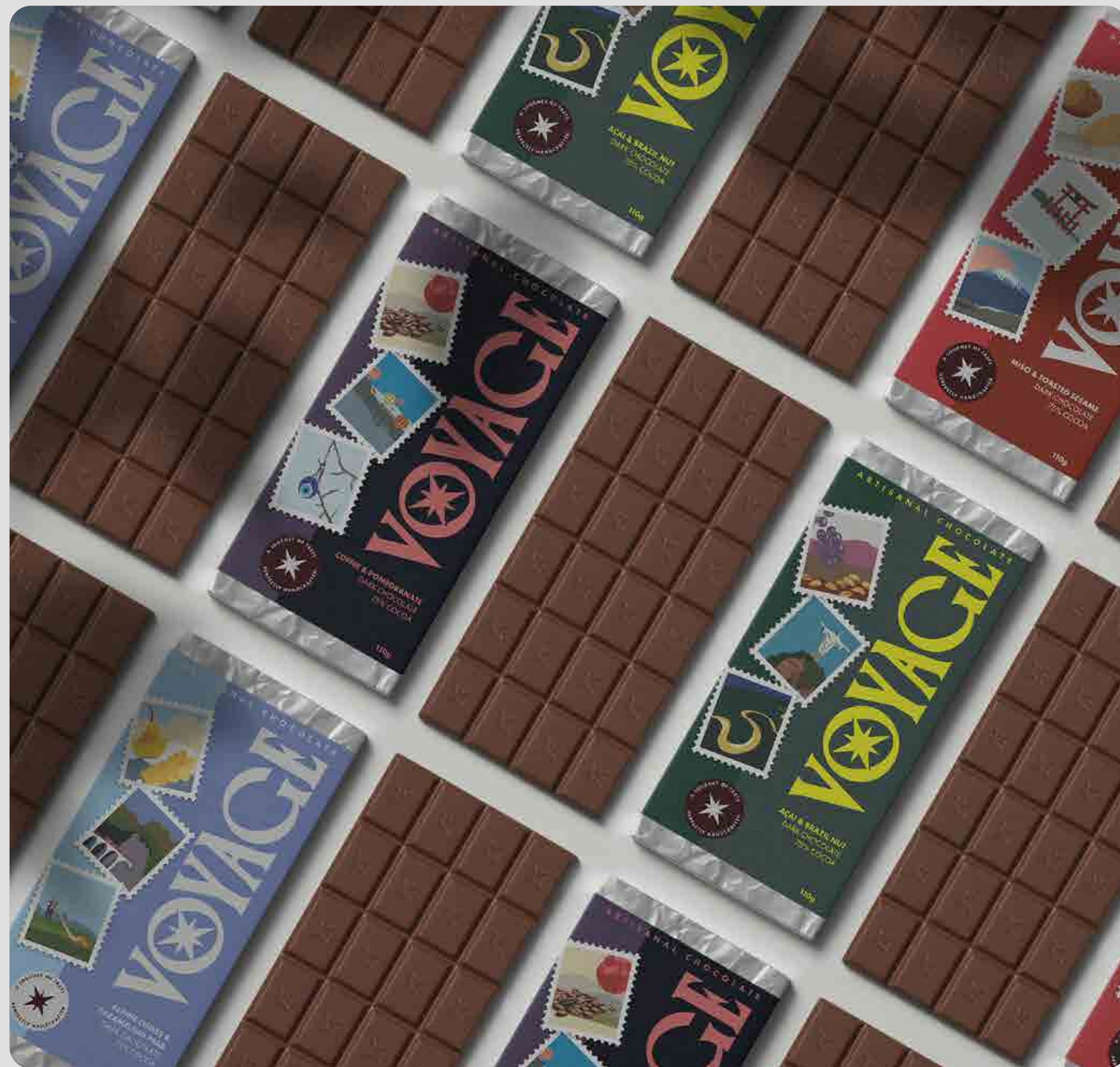
Branding  
Packaging  
Social Media

## Voyage

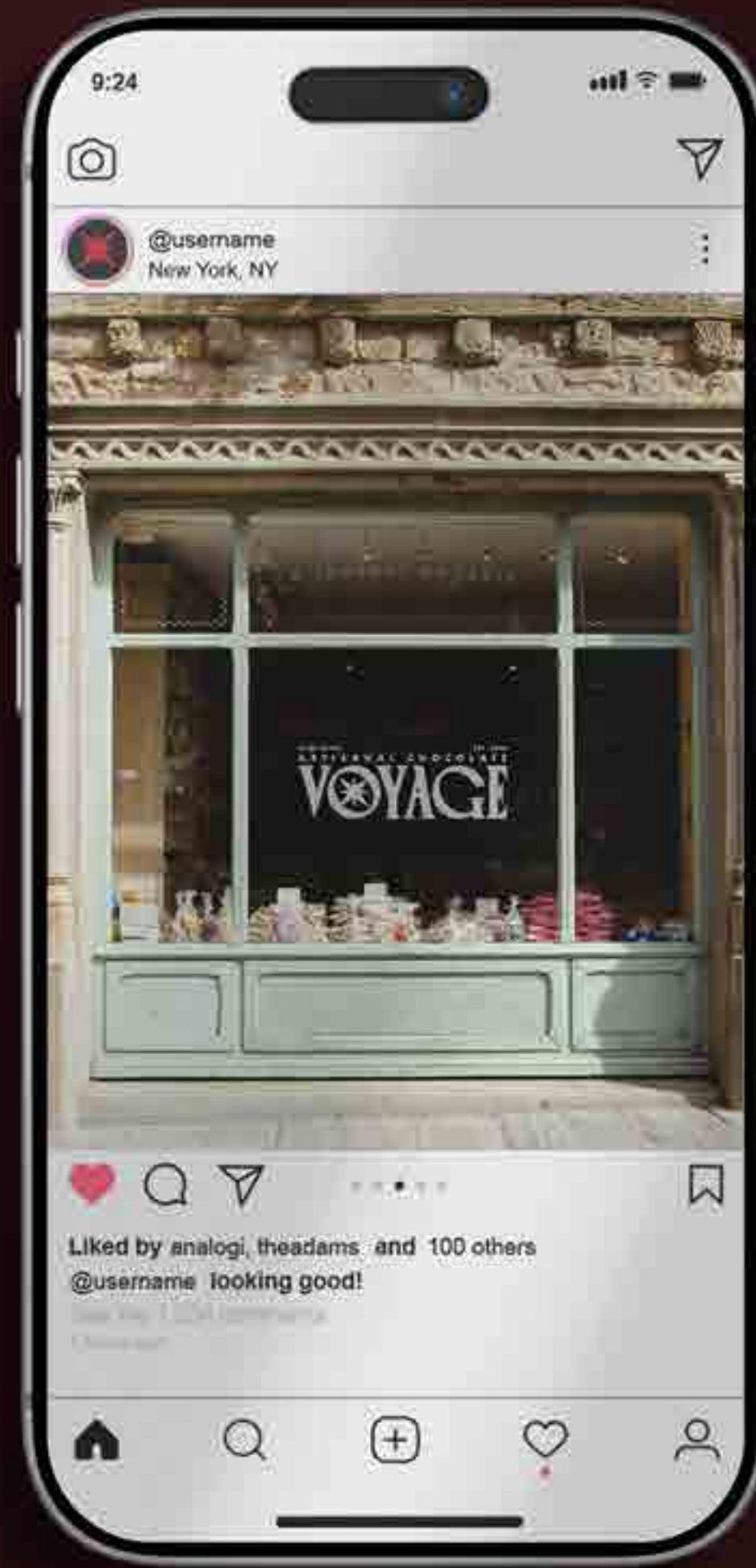
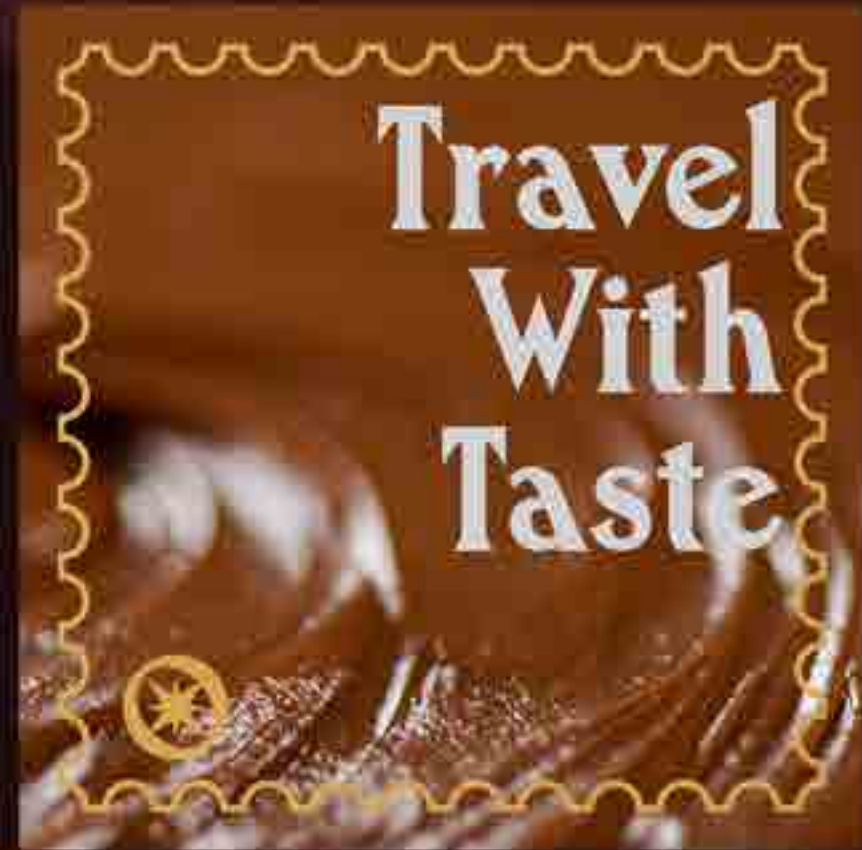
[2026]

Voyage is a bespoke, artisanal chocolate brand that transcends borders and language.

It is all about trying something new and exploration of flavours inspired by unusual combinations from different countries.







# 02.

Campaign  
Social Media  
Motion

## Off The Grid

(2026)

Off The Grid is a visual campaign for Nike's subbrand ACG.

The campaign's goal is to show ACG's fashion-forward demographic that outdoor spaces like national parks are closer than they realise. Making adventure accessible.





# Motion

[\(Click Here\)](#)

# 03.

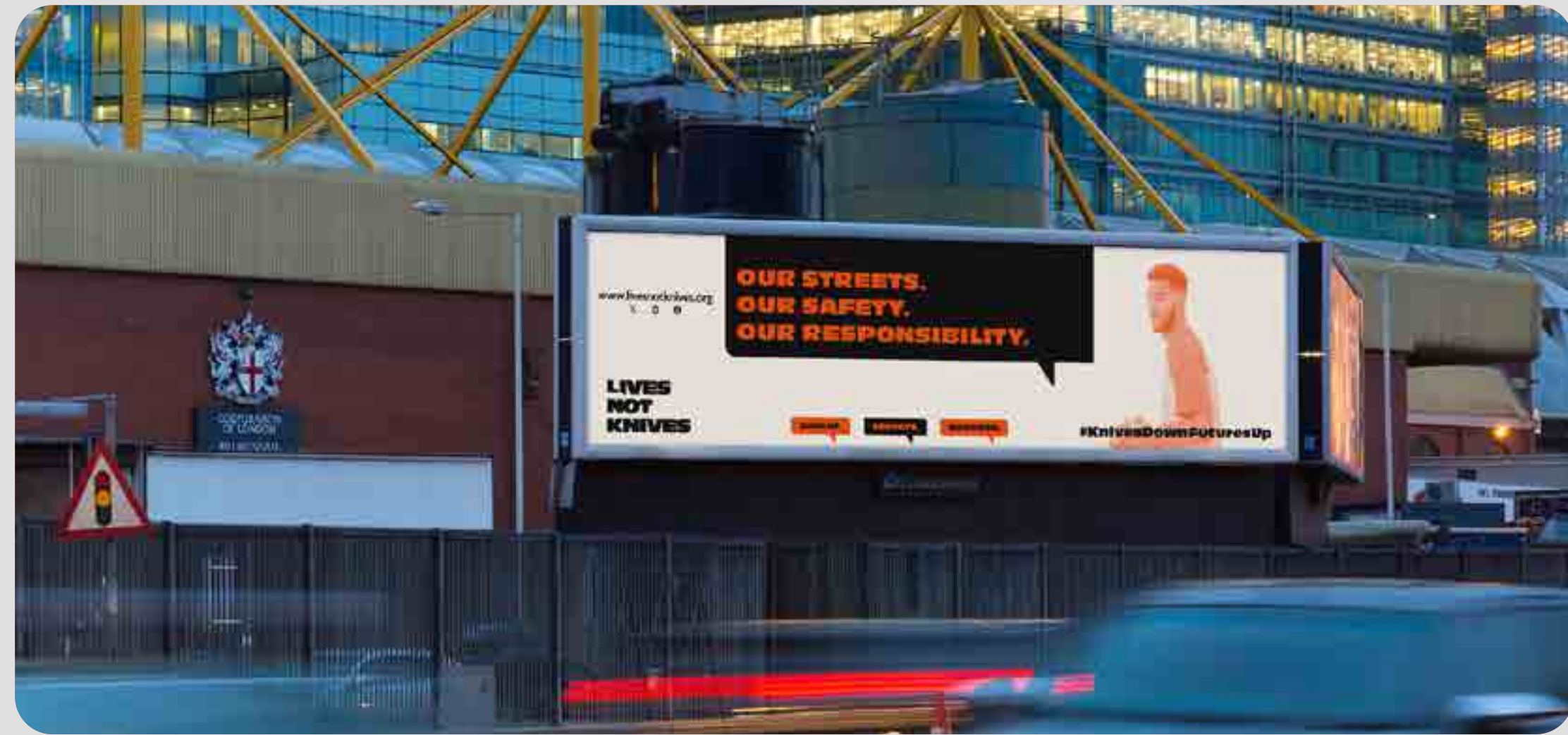
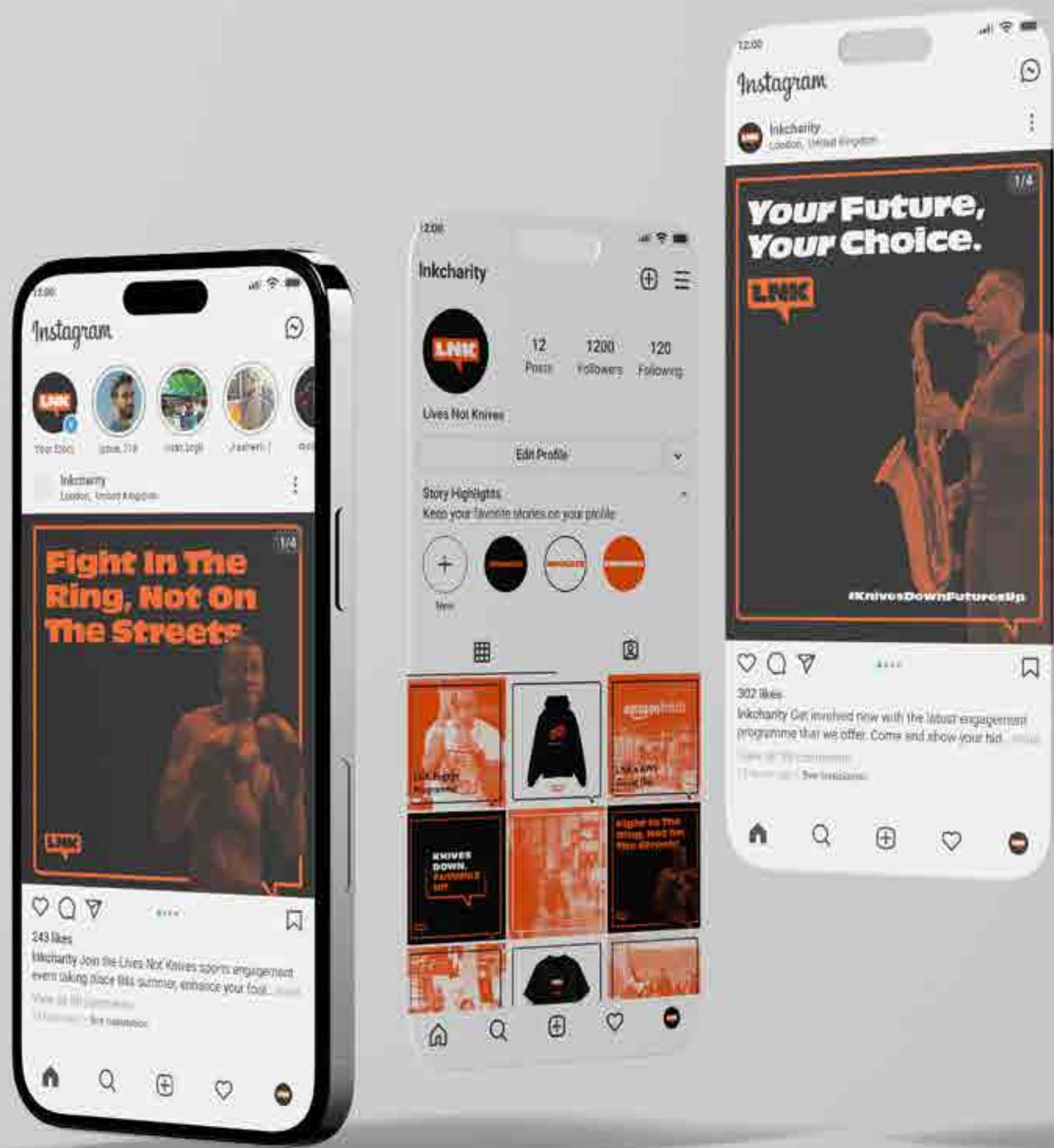
Campaign  
Social Media  
Motion

## Lives Not Knives

[2024]

This project is all about rebranding LNK to feel more friendly and approachable. The rebrand is paired with a campaign which is spread across a variety of mediums to encourage the public to speak out on knife crime, whilst also encouraging positive change with different walks of life.







# Motion

[\(Click Here\)](#)

Lives Not Knives

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calkyleweb@gmail.com

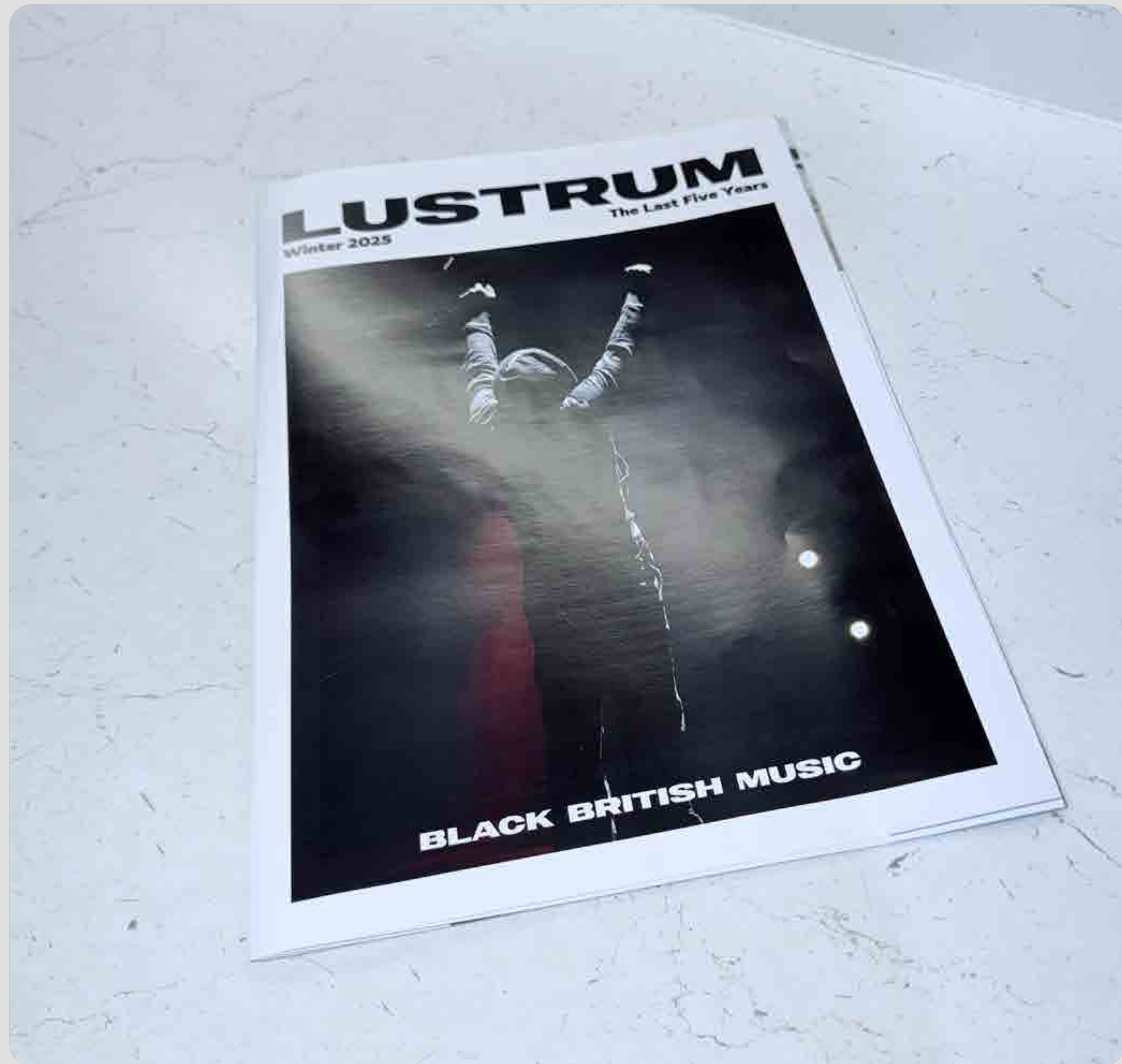
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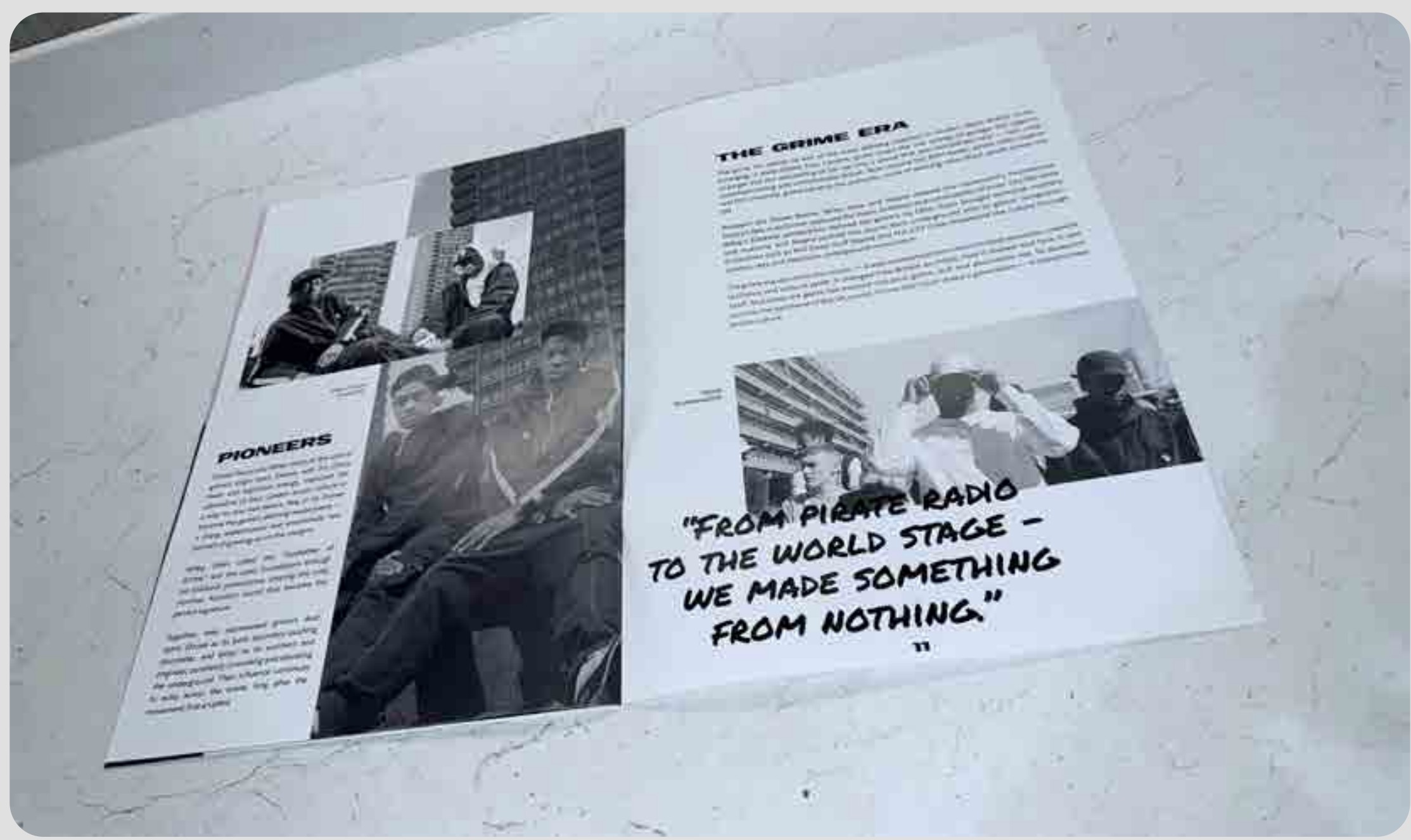
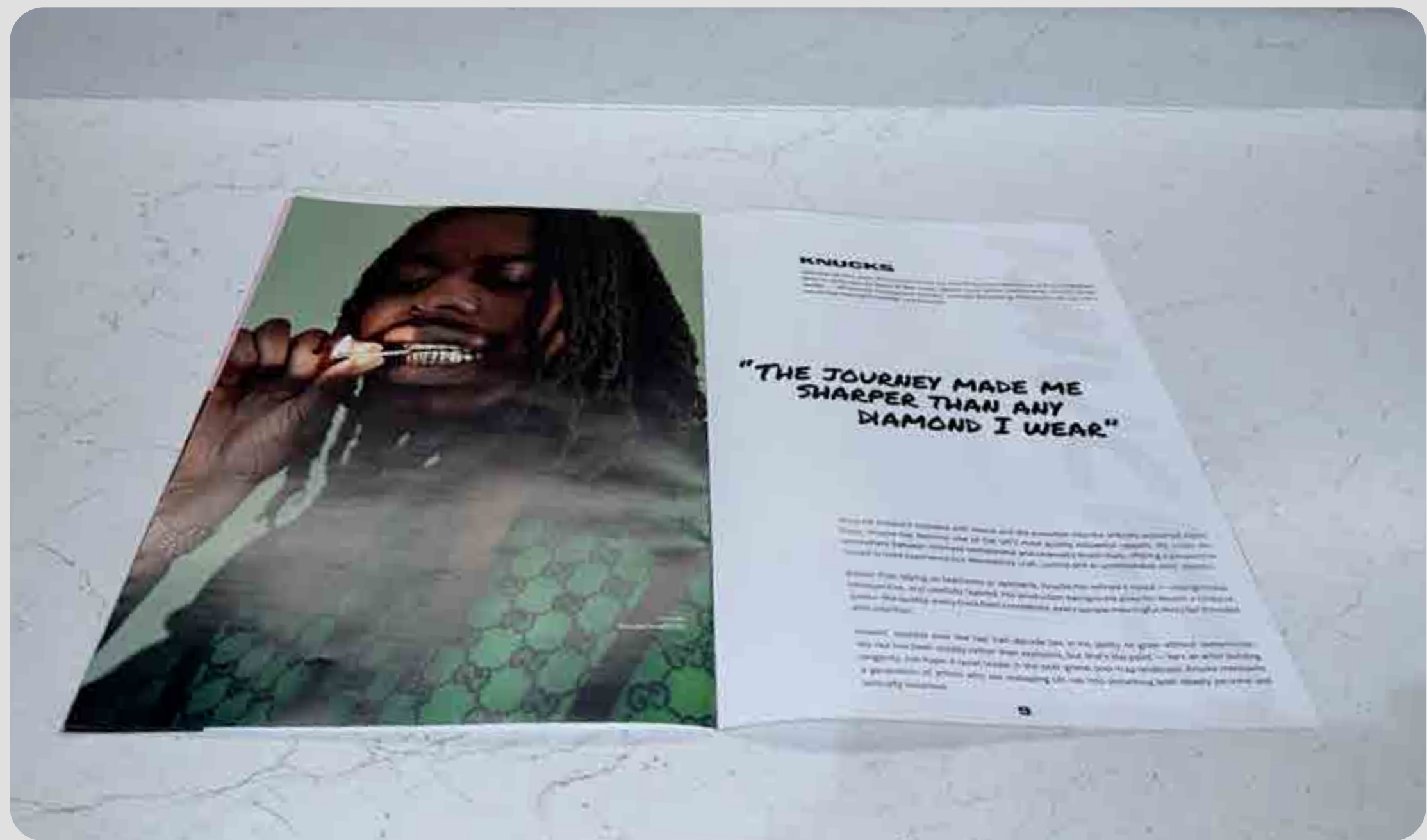
Editorial  
3D Modelling  
AR

## Lustrum

[2025]

Lustrum is an AR editorial project looking at the last 5 years in black british music. Augmented reality allows for a story to be told from a new perspective allowing for a deeper dive into the the articles within.





# 05.

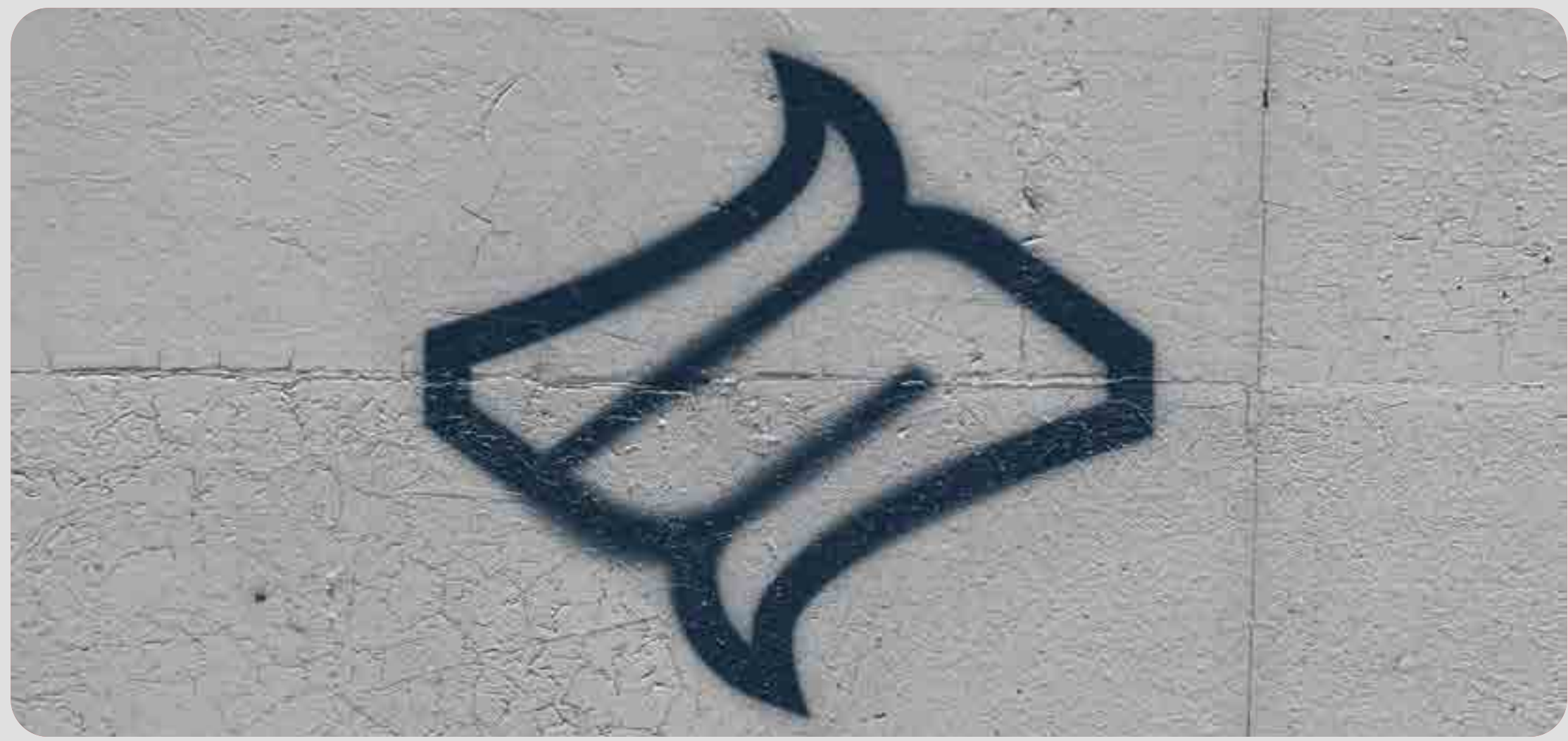
Branding  
Packaging  
Motion

# Scorpion

(2022)

Scorpion is a table tennis brand specialising in professional level table tennis equipment and performance gear.





**Motion**

[\[Click Here\]](#)

# Get in Touch.

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