



**JVCA**

## HELLO, FRIEND!

My name is Jess Woodward - otherwise known as JVCA (pronounced 'Jay-vee-ka'). I'm a details-oriented designer/sass-enthusiast/geek, with a penchant for getting things done and clever thinking. Driven by a burning need to 'crack the case', seeing my work come to life keeps me going.



## AUT ART+DESIGN 2012 PROSPECTUS CENTREFOLD

A live, paid brief for AUT Marketing done with a partner; this poster was the centrefold of the 2012 Art+Design prospectus. This prospectus—and therefore this design—was delivered to 7,000 students nationwide. The aim was to represent each teaching discipline through footwear.





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## TL+C BILLBOARD & PRINT AD CAMPAIGN

Live brief completed with a partner through AUT, for which the client shortlisted us and provided a collection of thank you gifts. The aim of this campaign was to highlight the aesthetics and the function of these make-up bags: beauty.

We drove it to the Moon and back so you could drive it to the dairy and back.

3.5 million km of on-road testing means that nowhere is too far in the new Ford Focus. With testing so extreme and so thorough, every new Ford Focus is the best it can possibly be.

ford.co.nz

Feel the difference

Drive a car that outperformed its test drivers.

We opened and closed the doors, boot and bonnet on the new Ford Focus 300,000 times and found that if testing stopped, it was never because of the car. With testing so extreme and so thorough, every new Ford Focus is the best it can possibly be.

ford.co.nz

Feel the difference

The petrol will freeze before the engine does.

New Zealand doesn't suffer -40°C winters but that doesn't mean having a car that can handle them is pointless. With testing so extreme and so thorough, every new Ford Focus is the best it can possibly be.

ford.co.nz

Feel the difference

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## FORD FOCUS PRINT CAMPAIGN

Pre-live brief done during a 2 week paid internship at advertising agency J Walter Thompson. It was asked that the campaign have the same tone as the Top Gear TV show. The focus of the campaign was extreme testing measures Ford put the car through. Final outcome would be photographic.

# The year that was...

Problem Gambling Foundation working with communities

### Community awareness

The Problem Gambling Foundation aims to raise awareness in communities about the harm caused by gambling. This is done in a variety of ways including holding stalls at community events, being invited to health-related expos and by continuing to comment publicly on gambling issues.

Over the last year, PGF has been involved in many community awareness activities and events including the 'Migrant Expo', the Tūrangī Market in Auckland, the Mt Wellington Rugby League Whānau Day and the infamous crane stunt at Rainbow's End. This involved Alastair Galpin being suspended in a cage, 18 metres above the ground by a crane, for three weeks - from noon on the 1st April until noon on the 29th April 2009.

Warding off motion sickness and 50 knot winds, Alastair spent his time busily conducting over 130 media interviews in New Zealand and around the globe raising awareness about problem gambling. Young & Rubicam valued this media coverage at over \$150,000 worth of publicity.

Alastair used his unique style of social activism to talk to radio stations in over a dozen countries. Working from the PGF NZ backbeats which cover over 20 key areas of problem gambling including older adults, youth, women, crime, ethnicity and family violence, Alastair generated a great deal of media interest and assisted in raising awareness about problem gambling.

### Supporting communities

The Problem Gambling Foundation supports the rights of local government and its citizens to have a say in the type and quantum of gambling in their community and the need for independent research in this area.

When local council gambling venue policies are reviewed, PGF encourages people to have their say and make submissions to their local councils advocating for maintaining or introducing a sinking lid policy.

This has proved to be extremely successful and over the last year PGF has been involved in campaigns in many regions including Christchurch, North Shore City, Waitakere, Stratford, Gisborne, South Waikato and Palmerston North.



### Welcoming visitors

The National Gaming Control Commission of South Korea commissioned two professors to research how the New Zealand Government, research centres, and service providers are working to address problem gambling in New Zealand.

They visited PGF for two days in June 2009 and meetings were scheduled for them with various organisations including the Department of Internal Affairs (DIA), the Gambling Commission, the Ministry of Health (MoH), the Salvation Army, Auckland University of Technology (AUT), University of Auckland, and the Sky City Host Responsibility team.

### Social Networking

With the increase in popularity of Facebook, Twitter and other social media, PGF has embraced social networking as a way of engaging with a wider and more diverse audience. News from PGF can now be followed on Twitter and Facebook enabling 'fans' to keep up-to-date and encourage others to join as supporters.

# The facts and figures

Annual Highlights



### Gambling in New Zealand: The Real Outcomes

Overview of Gambling in New Zealand from DIA data

New Zealanders lost \$2,028 million through gambling in 2009  
\$5.6 million per person every day of New Zealand

- \$477 million was lost in NZ casinos in 2008, up from \$40 million in 1995. Casinos have 23% of the New Zealand gambling market.
- Racing earned \$152 million in 1984 which has nearly doubled to \$273 million in 2008. Racing has 13.4% of the gambling market.
- In 1984 \$97 million was lost to the NZ Lotteries Commission. It was up to \$346 million in 2008 and lotteries now have 17% of the gambling market.
- Pokies (outside casinos) took \$889 million in 2009, compared to \$107 million in 1991, and have 46% of the gambling market.
- The gambling industry has increased their turnover dramatically from \$6.1 billion in 1998 to \$15,892 billion in 2009.
- There are 1486 gambling venues plus 6 casinos in New Zealand (Sept 2009).
- There are 197 tables and 2824 pokies in New Zealand casinos.
- There are 19,359 non-casino pokie machines (March 2010) in New Zealand. With casino pokies this means there is one machine for every 134 people over 18 years of age.
- \$2.57 million is lost every day on non-casino pokies and \$27 million is wagered.

### Problem gambling in brief

- Pokie machines are the most harmful form of gambling as over 78% of problem gamblers use them as their primary mode of gambling.
- Between 10,000 and 60,000 (0.3% and 1.8%) of adults are problem gamblers in New Zealand.
- 10,000 New Zealanders engaged in illegal activities because of their gambling.
- Over 74,000 New Zealanders suffer from inferior mental health because of gambling.
- 1.3% of the adult population are problem gamblers. Some overseas studies indicate that this figure may be as high as 7% of the population. Problem gamblers account for 40-50% of expenditure on gambling.
- A recent study found that 9% of adults had gambled to a harmful level in the last 12 months.
- 10% of the adult population are regular continuous gamblers and are those most at risk.
- Between 2004 & there were 593 self-exclusions were instigated by the casinos.
- One in five regular pokie players has a gambling problem.
- In New Zealand each pokie machine takes on average \$47,500 from the pockets of those who can least afford it.
- The Productivity Commission suggests that average duration of gambling problems is around 9 years. A problem gambler can affect the lives of between 7 and 17 other people.
- There could be up to 500,000 people who are affected by problem gambling in New Zealand.

### Financial information

MGH Contract Income	\$4,756,362
Other Income	\$523,743
Staff Costs	\$3,646,217
Other Costs	\$1,632,549
Operating Surplus	\$1,139
Total Assets	\$4,107,435
Total Liabilities	\$1,670,908
Trust Equity	\$2,436,527

### Key statistics

Calls to 0800 numbers	6,515
Number of new clients	1,525
Face-to-face counselling sessions	10,412
Public Health activities/presentations	3,312
Catalogued library publications	4,700
Library requests for information	1,800

### Professional support

- Auditor
- Lawyer
- Bank

Hayes Knight  
Rogers & Rutherford  
ASB Bank Limited



# PROBLEM GAMBLING FOUNDATION CORPORATE WORK

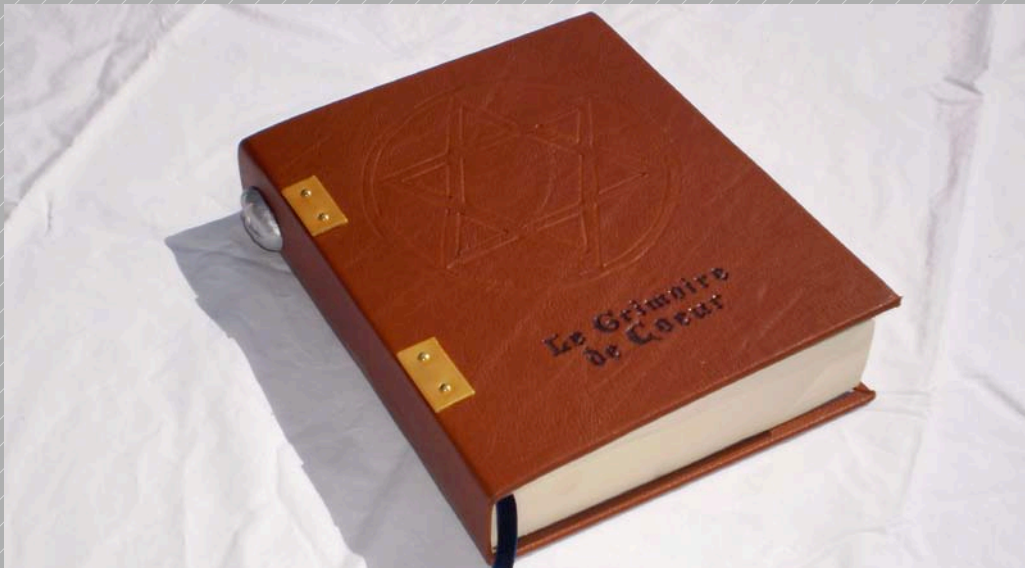
A hypothetical brief run through AUT, we were assigned a charity to rebrand and then produce an annual report for. My logo design was based upon the ripple effect problem gamblers have on other people's lives, with colours and imagery chosen to allude to fresh starts and hope.



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## PHOTOGRAPHY

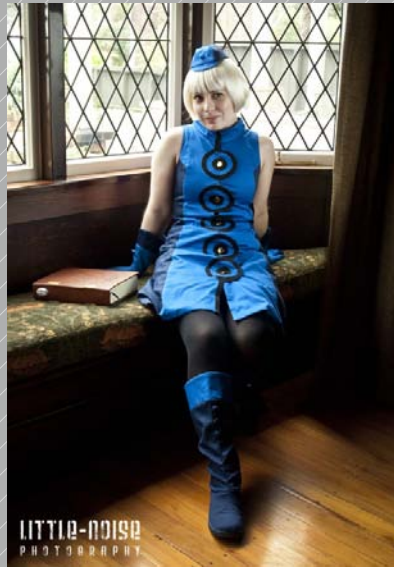
Above is a collection of hobby photography of mine. There are a range of features I look for in a good photo—cropping, lighting, depth of field (which is more often my main focus), tone—but ultimately what I am to convey in my photos is a particular feeling or mood.



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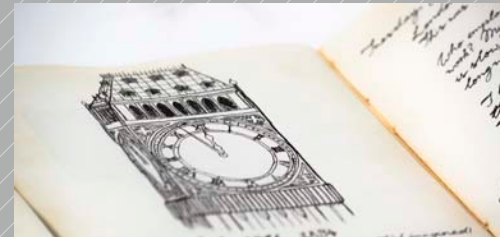
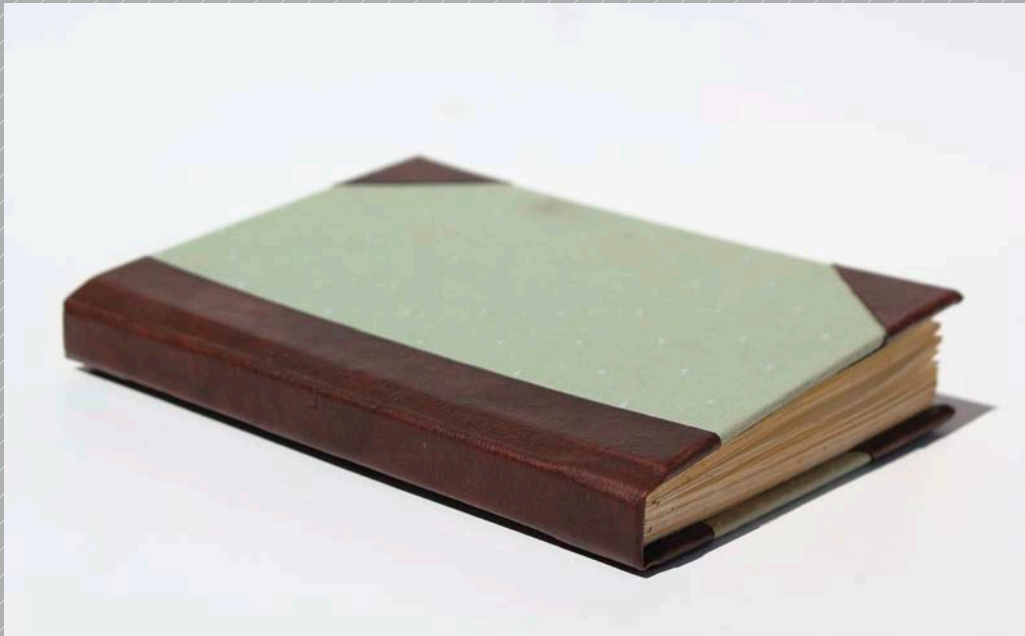
## THE COMPENDIUM OF SOULS

A self-initiated brief to create a replica of the book that the characters Elizabeth and Theodore carry in the Atlus video game Persona 3. All up, the book took approximately 80 hours to create, and I was then commissioned to create a further six copies by interested parties around the world.



## AWARD-WINNING COSTUME RECREATION

My personal hobby is that of 'cosplay' - short for costume roleplay, Entirely self-taught, I create my own costumes as well as modelling them, and have won several awards for my exploits in this field. These photos are by Little-Noise Photography and Jarrod Price and used with permission..



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## QUEEN-KILLER'S DIARY

Self-directed final project for my Degree. The aim of this project was to create a graphic design outcome for my developing narrative called "Dominari Liber". Through the diary of the main character I chose to convey both the narrative and the tone of the time period (faux-1890s).

**Skills and Qualities:**

Proficient in use of Adobe Photoshop, Illustrator and InDesign, competent in use of Adobe Dreamweaver, Microsoft Word, Emailing and Internet

Good understanding of social media marketing

High level of numeracy and literacy, competent copywriter

Capable in a variety of crafts, including but not limited to sewing, screen printing, prop construction and book binding

Moderate ability in illustration and photography with own basic equipment (Wacom Intuos3, variety of traditional media, Canon DSLR 550D with 18-55mm IS lens and 55-250mm IS lens)

Tutoring skills - teach a drawing class each week

Organisational skills, including event organisation

Strong leadership abilities and good team worker

**Education:**

Tertiary Education, 2009 to 2011 - Auckland University of Technology

Secondary Education, 2004 to 2008 - Howick College

**Formal Qualifications gained:**

2011 - AUT Bachelor of Graphic Design - B+ Average

2010 - AUT Bachelor of Graphic Design - B+ Average

2009 - AUT Bachelor of Graphic Design - B+ Average

2008 - NCEA Level 3 - Merit Endorsement. Received NCEA Level 3 Scholarship for Art Design.

2007 - NCEA Level 2 - Merit Endorsement.

2006 - NCEA Level 1 - Merit Endorsement.

**Other achievements:**

Co-ordinated the AUT RAW: Graphic Design Exhibition, 2011

Best in Show (Travel to the Auckland Expo) in the Christchurch Armageddon Cosplay Contest, 2011

Shortlisted by client for TL+C Ad Campaign, October 2010

Shortlisted as second choice by client for Portofino Ad Campaign, September 2010

Shortlisted by tutors for TVNZ One News Ad Campaign, August 2010

Shortlisted by client for Hampsta brief, April 2010

Best in Show (Travel to the Auckland Expo) in the New Zealand Anime Expo Cosplay Contest, May 2010

Best Group (\$100) and Best Skit (\$50) in the Auckland Armageddon Expo Cosplay Contest, October 2009

Best Group (\$100) in the Wellington Armageddon Expo Cosplay Contest, April 2009

NCEA Level 3 Scholarship for Art Design (\$500), 2008

Friends of the Art Gallery Pat Hanley Award, nominated by HOD Art, Jude Wood, Howick College, 2008

ASB Bursary recipient (\$150), nominated by Howick College, 2008

Second place in the Auckland Mathematics Association logo design competition, 2008

**Work Experience:**

August 2011 - 3 weeks paid internship at advertising agency J Walter Thompson

July 2011 - 2 weeks paid work experience at design agency Graphic Detail Ltd

May 2007 to present - Whitcoulls Ltd, Botany Town Centre – Supervisor and Customer Service Representative.



## CURRICULUM VITAE

References are available upon request, so drop me an email if you'd like to know more. If you'd like to see more of my work or find out more about one of the projects shown, just get in touch—see next page. :D



## GET IN TOUCH

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