



HURST.

DESIGN
PORTFOLIO

01

Branding

My favorite thing about design is the development from an idea in your head to communicating it visually.

Design is a form of communication.

This is what I love about branding or corporate identity, the company's design instantly communicate so much more than words ever could.





Yak 'n Yeti

I designed the logo, stationary, packaging, photography and campaign for the clothing company Yak 'n Yeti.

My designs convey a handmade genuine clothing product with a cultural twist. I communicated this cultural/tribal feeling by using design elements seen in Nepal, hippie culture and native America to appeal to the target audience.

The target market for Yak 'n Yeti are men and women from 17-25 years of age who endorse a coastal or hippie lifestyle and seek an alternative cultural style. Furthermore, the target market includes people who want to support sustainable handmade products that are made from natural materials and are environmentally friendly.





The Concept behind my campaign for Yak 'n Yeti is to promote handmade, organic good quality products. Currently, China produces 65% of the world's clothes and is the world's largest manufacturer and exporter of textiles. Brands all over the world source their products from china because it is the cheapest way of manufacturing, low wages keep production costs down and thus maximise margins for brands, from fast fashion to luxury.

In this campaign I want to challenge this way of manufacturing our clothing. Yak 'n Yeti's products are handmade in Nepal. They support family-owned cottage industries and are made from sustainable natural fibres, are eco-friendly and support fair-trade practices. The campaign not only portrays a good looking, fashionable product but also highlights what most brands don't, which is where the clothes come from, how they are made, and what they are made of.



Bluesfest re-design

For a personal project I re-designed the corporate identity for a popular music festival Bluesfest 2021. The goal of my designs was to better illustrate the alternative beach culture that surrounds the festival.

The design used for the Blues Fest looked like it belonged in a country western movie, this is not the feel that an alternative beach festival should portray. I changed the designs so that they reflect the chill beach atmosphere of the iconic Byron bay location.



Tickets on sale at [Bluesfest.com.au](https://bluesfest.com.au)

Jimmy Barnes • Tash Sultana
Pink Floyd • The Teskey Brothers
John Butler • Xavier Rudd • The Cat Empire
Kasey Chambers • The Waifs • Ian Moss
The Living End • The Angels • Russell Morris
Kev Carmody • Troy Cassar-Daley
Hiatus Kaiyote • Kate Miller-Heidke
The Black Sorrows • The Bamboos
Backsliders • Ash Grunwald
Blue King Brown • Jeff Lang
Nathan Cavaleri • Kim Churchill
Henry Wagons • Pierce Brothers
Emily Wurramara • Ray Beadle
Pacey, King & Doley • Kara Grainger
Hussy Hicks • Daniel Champagne

Facebook, Instagram, YouTube, Twitter, Spotify icons



Java Love Coffee

The brief for this Coffee brand was to develop a logo and brand identity that is cultural and organic but appeals to a younger audience. I achieved this by using natural earthy colours and minimal plant themed illustration. Throughout my designs is explored realistic mock-ups to showcase the package and logo design.



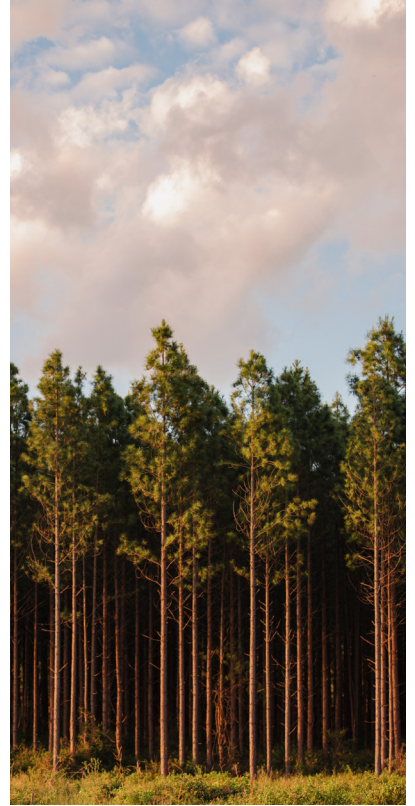
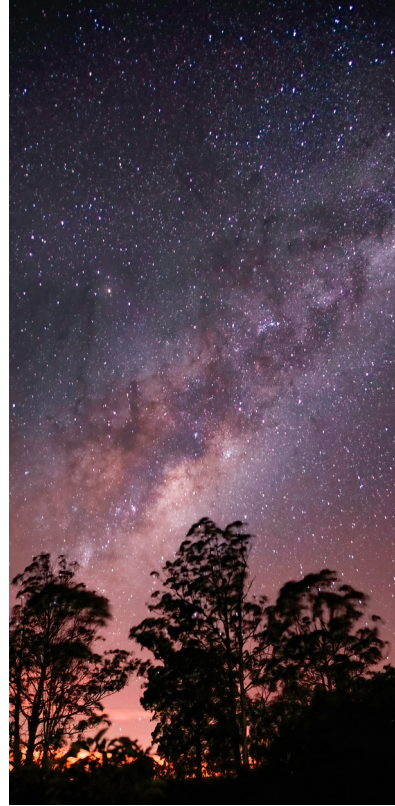
02

Photography

Photography has always been one of my passions. I grew up doing photography on our property and when we went on family holidays. Now I continue to capture memories both for myself and have been hired by others. I have had the honour of having some of my regional landscape photography featured as wall prints in the local hospital.



Photography



Growing up in a semi-rural area I have always been surrounded by forests and bush, so naturally this is reflected in my photography. I focus on natural themed environments even when shooting portraits or products I love to incorporate nature themed elements and colours because they are peaceful.

Freelance photography

I have completed freelance photography jobs, shooting portraits for formals, album covers and product advertisement. In all my work I ensure that I include my personal style, aiming for muted tones and soft lighting.

This particular photo (right) a commission from a local music artist Jack Field. He wished to achieve a nostalgic feel to his album cover so the shoot took place just down the road from his childhood home. He wanted a film looking end result so I kept this in mind throughout the shoot and editing process.



Air Jordan

A personal project that I developed to test my photography and digital manipulation skills.

The intention was to create a bold advertisement for Nike that was modern and would work with current advertisements, whilst reflecting a vintage style with a two tone print appearance.

Skateboarder

A moc cover design for an issue of the Skateboarder magazine.

The magazine features a very distinct street culture which was incorporated in the photography and typography to appeal to the target audience.



Photography

Interior photography

For 3 years I was employed by RW Joiners, part of my role was to photograph joinery fit-outs and completed jobs throughout Queensland. This involved shooting both residential and commercial spaces for both website and social media applications. Throughout the gallery of jobs I ensured a clean light style by eliminating harsh shadows and using negative space. You can find my work on their website rwjoiners.com





Upcoming Artist: Mirko Reisser a.k.a “DAIM”

Interview by Joshua W. Gabert

What was your childhood like growing up? I have always been interested in art as did many drawings and paintings. Though hip hop and my first journey to the USA I got to know and love graffiti. When I was 16, I discovered the spray can as a means of painting. Certainly in the beginning I did illegal stuff. In those days there were no legal walls. I was caught pretty soon when in the end helped me to leave the underground and illegality. Before I was caught, neither my parents, nor my friends and teachers knew what I was doing. After being caught I needed to go public and say, “I am doing graffiti, give me legal walls.” And this is exactly what I did. My first piece was a small contract work that paid for the cans. That showed me a perspective on graffiti art for my future. I believe that graffiti has lots to do with finding yourself. By testing different techniques, searching for your limits and getting respect within a group of people, one can find his personal path and self-respect. Especially during these years the process of finding yourself is very dominant but never quite ceases later on.



How do you feel about graffiti now, compared to 10 years ago? The special thing about graffiti is that it is always part of the youth culture. The active writers are highly motivated and energize the whole scene. Combined with those who are older with more developed skills by having been spraying for years the scene has an increasing complex foundation. **Authenticity is guaranteed**, as long as every writer can work for a suitable niche within a certain area and style of graffiti. If this rich diversity is maintained, graffiti will continue to develop very positively.

I have always been fascinated by photo realistic illustrations and art. That's why I started as early as 1991 to try to make my pieces look very 3-dimensional. Overning the comic style outline and defining the letter through lighting and shadows seemed obvious. It was also the time when personal computers became widely available and made 3-dimensional graphics possible.

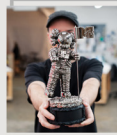
Part of what makes KAWS so comfortable working with so many other people's imagery is his beginnings in graffiti in the early '90s. Donnelly began his career by illegally spray painting over advertisements to undermine the commercial imagery.



But almost 30 years later, he has moved on to more elaborate endeavors, like the 7 to 20-foot wooden sculptures that will be on display in Detroit. The cartoon figures feature versions of KAWS's signature Maley Mouse subversion, but their aim is to convey human emotion. “When you look at the sculptures in particular, you can see that there is a connection.”



You can feel the larger figure being protective of the smaller figure in the way that they stand and how their arms wrap around or rest. If you look closely you will see that there is a great amount of motion in these simplified shapes. Like the cartoon characters KAWS plays off of, the figurines are easily understood and recognizable. But like fashion, it is something everyone wants to participate in, which can worry those who don't see fine art as a popular endeavor. “Everyone is always worried about commercialization in the fine art world,” Bonwy Reeder says.



In my time in the art world, spanning 13 years now, you have seen the commercialization and the professionalization of the art world. It probably started with the French impressionists at the MET. You have to get your Monet tote bag or your Monet umbrella. It is about having a piece of art in your life.” Arguably, the only difference is that KAWS is in charge of his own commercialization at accessible price points, like those with UNIQLO and H&M. It may be too soon to say whether or not KAWS will go the way of Warhol or Basquiat, but his broad appeal is not showing any signs of slowing down.

“As far as my opinion on galleries, I think they are a great thing. I see them as another outlet. I'm sure for me you've figured out that I do my work for everybody to see. That's the whole point.”

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APOLLO

THE INTERNATIONAL ART MAGAZINE

Kevin Peterson:
A New Kind
of Getaway

The story
behind
Josh Keyes

Upcoming
Artist: DAIM

Why is KAWS
Everywhere
right now?

Print design is one of my favorite types of design. The features left are a personal design exploration the Apollo Art magazine.

The magazine has a bold contemporary layout design with dramatic use of space and typography, making the layout the focal point of the design; subtly reflecting the artists work.

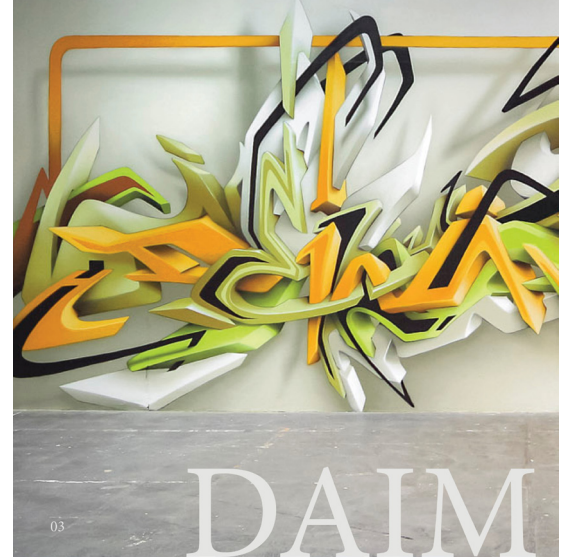
Print

Print

populated by animals forced to adapt to a new way of life amid the symbolic remnants of humankind's ultimately thwarted legacy.



Article by Angela Waters

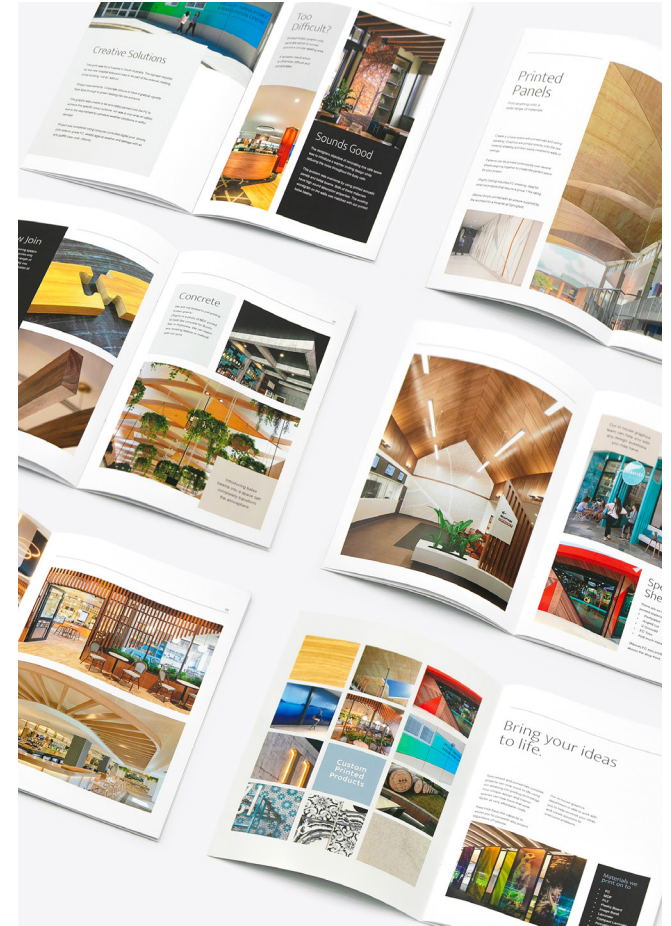
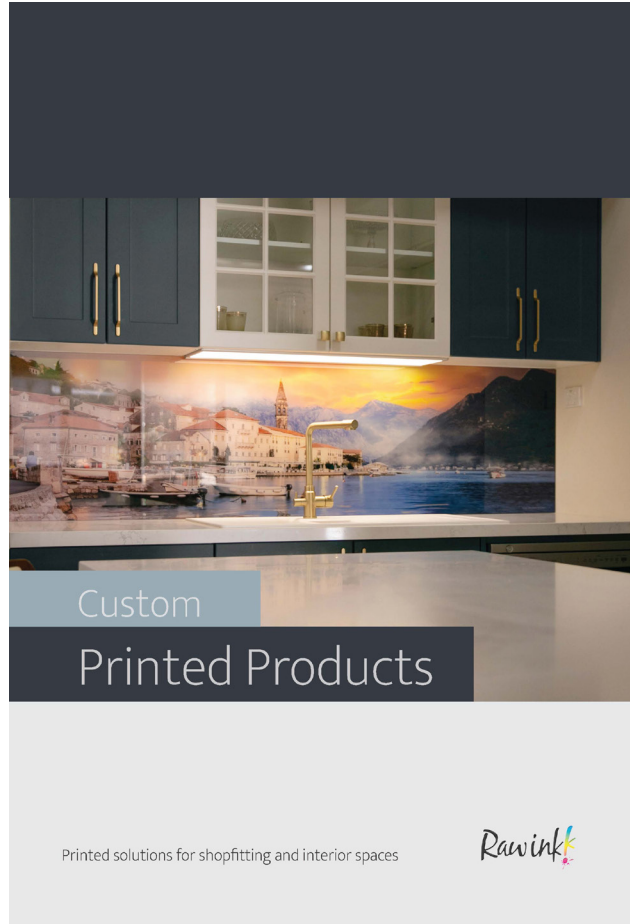


Raw Inkk Brochure

I was hired to design a product brochure showcasing the printing possibilities of a local company Raw Inkk. The brochure was designed to clearly communicate to shopfitters and architects how large format printing can be used in their interior design projects.

This process involved me photographing many of the jobs Raw Inkk had completed, designing a simple clean layout to best showcase the product, and finally writing up descriptions with the help of the company owner.

I was then in charge of producing the brochure at an affordable cost whilst achieving a professional result.





Science & Engineering Challenge

I developed a personal project to expand my illustration and layout ability. The goal was to create a design that conveyed real world Science and engineering applications in a minimalist style. I designed 2 posters, both very different x their layout but clearly of the same organization. Personally I have participated in this program and I support what they do.



04



Illustration

For as long as I can remember I have loved to draw, paint and embraced all things creative. Over the years I have practiced using many mediums and styles from cartoons to still life. During 2020, one of my artworks was selected to be a part of a state wide student art exhibition. This has given me confidence in my ability and creativity. I have experience using photoshop and illustrator to create illustration.

Illustration

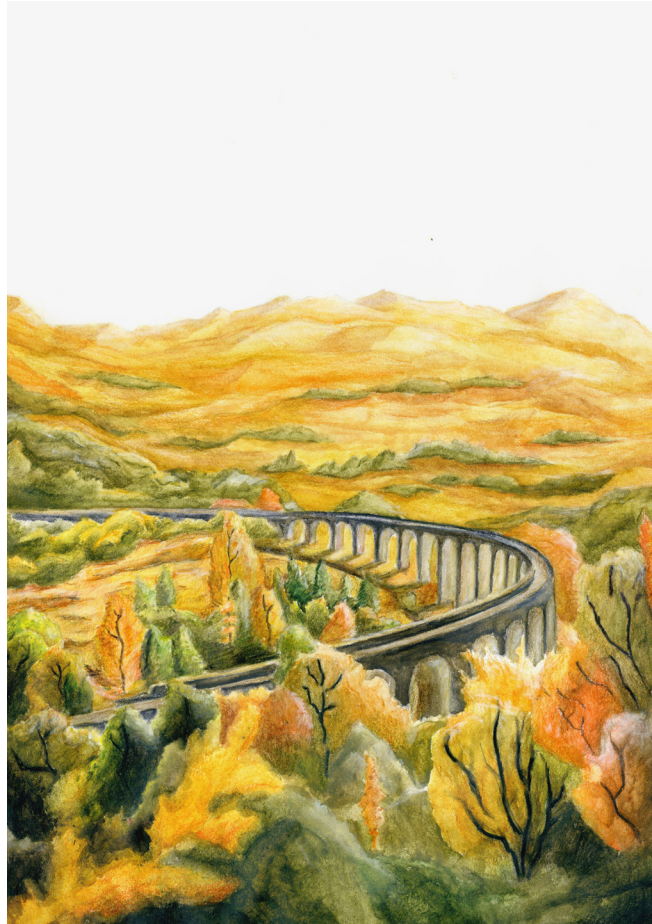


City of Sky

Oil painting on MDF / 85.5 x 176.5 x 5.5 cm
2020 Excellence Award - Creative Generation Excellence Awards in Visual Arts ©

The purpose of this work is to present my personal expression of awe, wonder and freedom through the manipulation of oil paint. I was inspired by ancient Greek architecture and how artists such as Raphael (1483-1520) and Hubert Robert (1733-1808) were able to capture ideas of awe, wonder and freedom through vast structures, beautiful landscapes and social gatherings.





Still Life

Oil on Canvas

Switzerland traintack

Watercolours on canvas paper



Digital Illustration

Using tools like a drawing tablet and programs such as Photoshop and Illustrator I have developed many personal explorations in digital illustration. Creating a wide range of styles from a childrens style illustration to old fashioned etched landscapes.

I am always trying to refine my digital illustration and am willing to give anything a go.



Illustration



Programs

I develop illustrations in both Adobe Photoshop (left) and Adobe Illustrator (right).

I have been using Photoshop for quite some time, I have a Adobe Photoshop associate certification that I completed in 2020. However although I am newer to Illustrator I am learning rapidly and getting quicker and more familiar.

Illustration



Contentment Mural

This illustration was developed as a 6m long mural which was printed and installed in the studio I work at.

I based this mural off an illustration I saw off the Internet, it is not my idea but I did re-create it from scratch and heavily modified it to fit my purpose. This was a personal project and was to test my skills in illustrator.

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