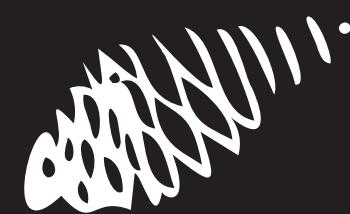




DREW CONYERS
HANDCRAFTED DESIGN

DREW CONYERS

HANDCRAFTED DESIGN





graphic designer

www.drewconyersdesigns.com

@drewillustrates

logos **illustrations** branding
design multimedia **creative**
solutions **animation**.

and I use grammarly.

INDEX

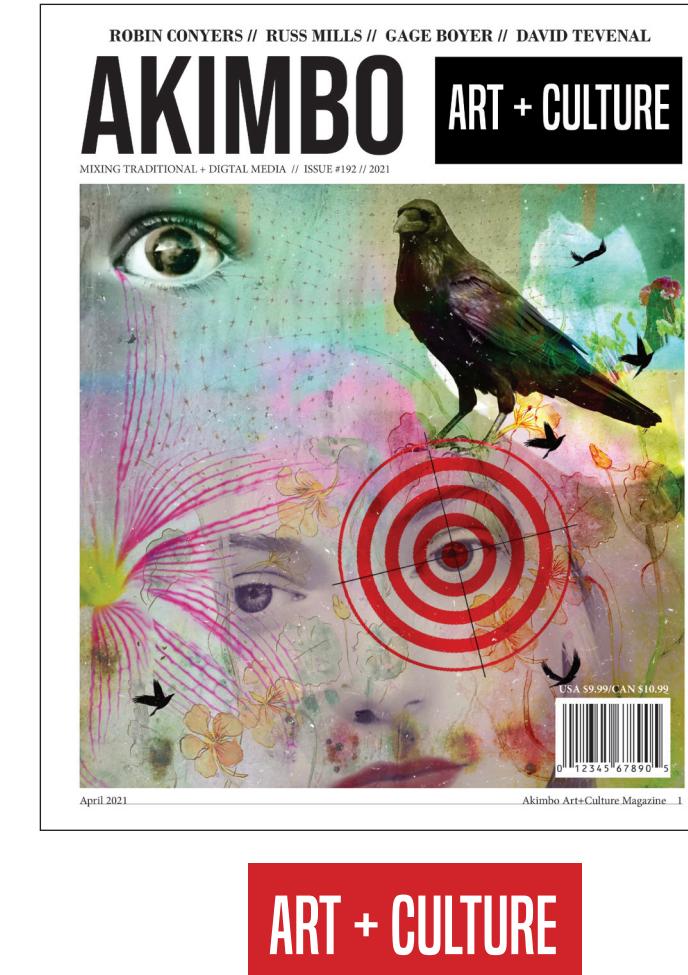
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1 AKIMBO MULTIPAGE SPREAD

Akimbo is an art and culture magazine created by a young group of artists. The purpose of the magazine is to help celebrate the alternative styles of both underground and contemporary art. Each magazine features striking imagery from various artists, relevant articles, events, and new ideas to ponder. The challenge of the publication is balancing these different styles to create a cohesive visual identity.

The work featured in this mock-up is my mothers' and my own. Our interests led us down similar career paths. One of her dreams was to have her work displayed on a magazine cover, so I made that wish come true. These spreads are a sample of the multipage layout that a magazine like Akimbo would require. I used colors present in her work to create visually exciting design elements.



ART + CULTURE



ARTIST FEATURE SPREAD

CONTENTS		ISSUE #192
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1 AKIMBO

Below: *Truth*, Digital Image created on Procreate. 2017 // ROBIN CONYERS

I like to use my iPhone for most of my photography as it gives me the ability to be spontaneous and capture life's moments and figures without being obtrusive. I use my 35mm digital camera for macros. I'm able to use my images as a starting point and bouncing from traditional and digital art opens up many possibilities.

Some pieces evolve from paintings, sketches or from an image on my iPhone and others begin in Procreate. Some start as traditional art, scanned, and finished digitally. Others start digitally, printed, and enhanced with watercolor, ink or gold leaf.

My styles are wide ranging from abstracts, nature subjects to figurative realism. All different mediums, inks, oils, acrylics, sculpture, collage and my current favorite watercolor. Every day is a new discovery and adventure. Honestly what would I do without art in my life!

"Others start digitally, printed, and enhanced with watercolor, ink or gold leaf."

ROBIN CONYERS

AN INTERVIEW WITH THE ARTIST

"An art major in college, I spent years working in different creative jobs from graphic design, web design, animation, video production, and currently as multi-media instructional designer.

All the while personally painting and drawing. Over the years I've sold my work in local galleries, and my paintings were published in an artist book. I've learned so much from experts in the field. The internet and social media brings us together.

How sweet it is to be able to watch a YouTube video on a new art technique, take course from an artist in France and get to work in my studio without leaving my home.

"It is an obsession."

4 Akimbo Art+Culture Magazine April 2021

5 Akimbo Art+Culture Magazine

ROBIN CONYERS

April 2021

ARTIST FEATURE SPREAD

Feature spread of artist: ROBIN CONYERS

AKIMBO.COM

DREW CONYERS

Every shape, logo, and illustration I make for my design originates during the sketching process.

6 Akimbo Art+Culture Magazine April 2021

7 Akimbo Art+Culture Magazine

DREW CONYERS

April 2021

ARTIST FEATURE SPREAD

Feature spread of artist: ANDREW CONYERS



AKIMBO

ART + CULTURE MAGAZINE

2 FOUNDRY BRANDING AND PACKAGE DESIGN

Foundry is a high-end, handcrafted men's grooming/wash brand forged in Denver, Colorado. The company focuses on providing natural, healthy products to men worldwide, with a heightened stance against chemicals and other harmful ingredients. The overall idea is to reverse the concept that all products are mass-produced in a factory somewhere and that even today, each product can be made by hand, with care. It's a concept that has lost itself in the time of automation.

I was responsible for carrying Foundry's message by pairing it with handcrafted design and branding to complement their statement. The design process was to require the same resource that goes into each of their products, time. I conducted many font and color studies to give the company an old-western theme.

PRODUCT MOCK-UPS + PACKAGING ➤



DIRECT MAILER



Scratch this gentleman's beard for a unique discount code. Then redeem the code on our website, www.foundrybeardcare.com, for 50% off our select beard care products!

SCRATCH HERE! ➤
EXFOLIATE. REVITALIZE. STYLIZE



WEB ADS



3 NIGHT OWL

BRANDING AND PACKAGE DESIGN

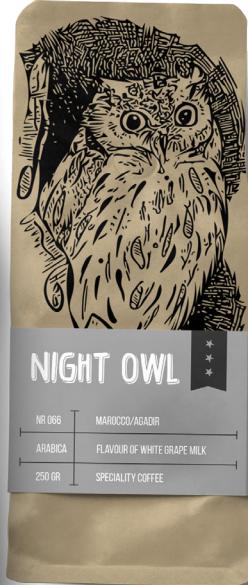
Night Owl is a small coffee shop that needed an identity to start selling beyond their counter. The idea was to use sustainable bags to sell their coffee. This created the need for designs that would look good against any background as the packaging could change. I created many owl illustrations for the company to use across all of its products. The graphics were first made traditionally with ink on bristol to be later scanned and vectorized in Adobe Illustrator.

FINAL LOGO ▶

MUG MOCKUPS ▶



"The idea was to use sustainable bags to sell their coffee."



◀ CUSTOM OWL ILLUSTRATIONS

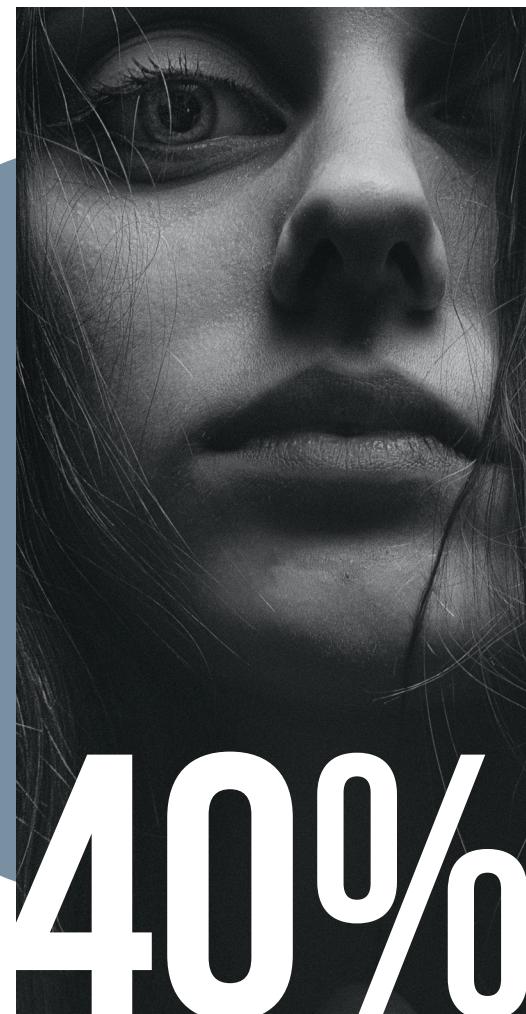
I created these three illustrations for Night Owl's custom package design. Each illustration was drawn using ink and paper then scanned and traced in Adobe Photoshop.

◀ VECTOR ILLUSTRATION

Vector illustration traced from the original inking. Cleaned up and ready for print.

4 MENTAL HEALTH

NON-PROFIT CAMPAIGN

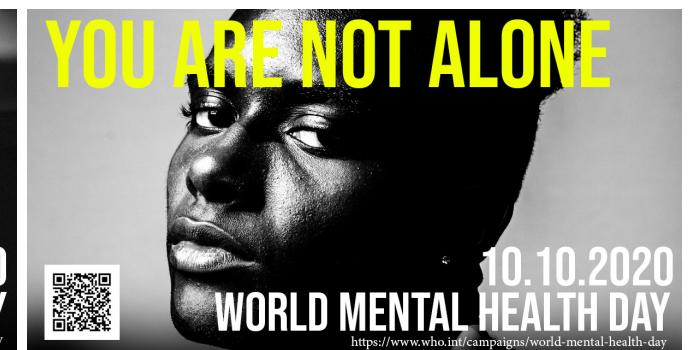
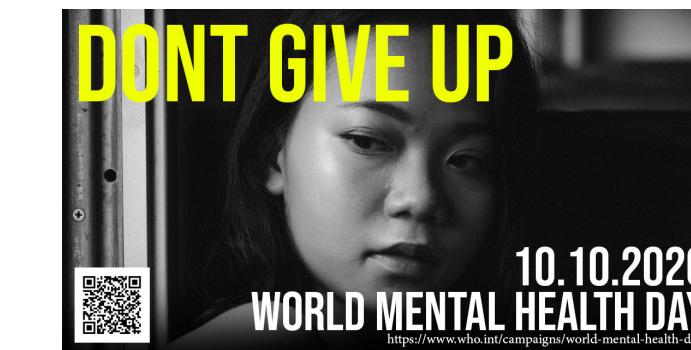


"NOW MORE THAN EVER"

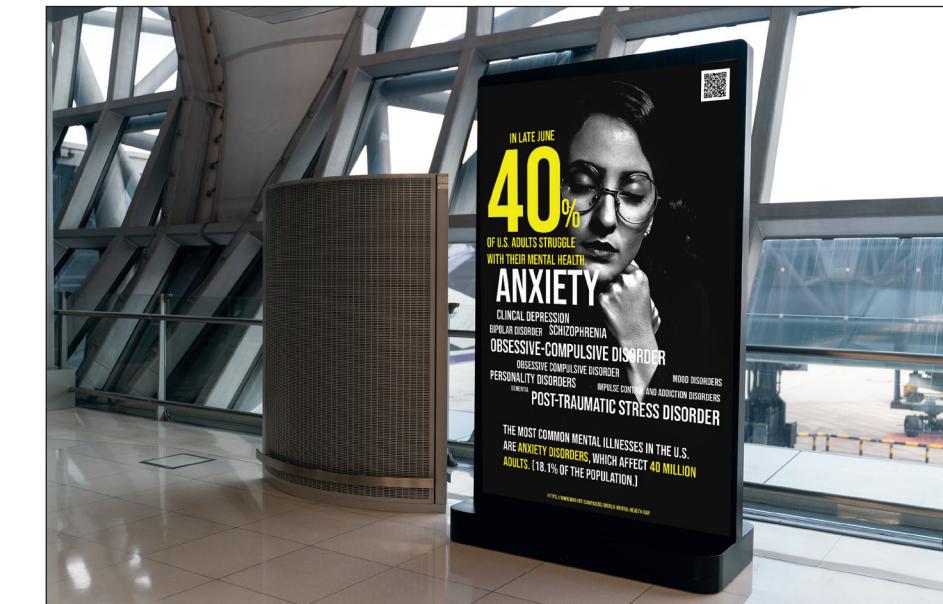
Shocking mental health statistics.

In late June, **40% of U.S. adults reported struggling with mental health or substance use.** One in six U.S. youth aged 6-17 experience a mental health disorder each year. Half of all lifetime mental illness begins by age 14, and 75% by age 24. Depression alone costs the nation about \$210.5 billion annually. The average delay between onset of mental illness symptoms and treatment is 11 years. Suicide is the second-leading cause of death among people aged 10-34 in the U.S. and the 10th leading cause of death in the U.S. The most common mental illnesses in the U.S. are anxiety disorders, which affect 40 million adults (18.1% of the population).

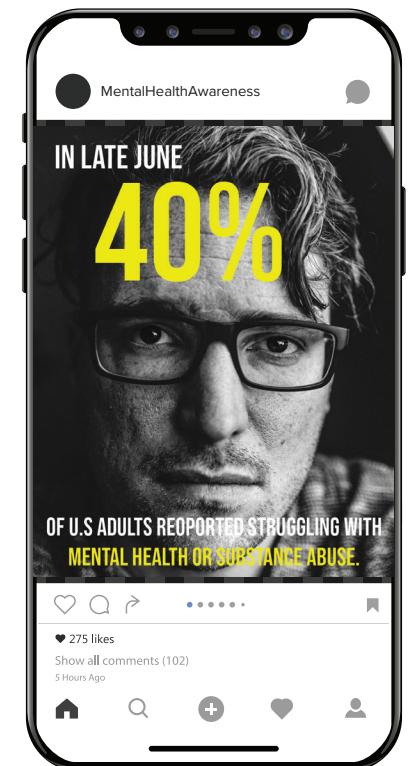
The QR code takes you to the World Health Organization's website to get more information regarding mental health.



BULLETIN BOARDS/POSTERS



AIRPORT KIOSK



SOCIAL MEDIA POSTS

I created a series of social media posts raising awareness for mental health. In this example, I've produced an Instagram portrait with the same striking imagery that the campaign holds. The headline including the shocking percentage repeated throughout.

5 AUGMENT 3-D POSTER DESIGN



FIRST FRAME

First frame of the glitch

AUGMENT

LOGOMARK

Custom Type Manipulation

The goal was to design a Sci-Fi movie poster. I decided to base this movie on human augmentation. The poster was to feature a human that has technical augmentations. I wish to invoke drama from the tagline to get an idea of what the movie will be about—Cyber humans fighting each other.

THE IDEA BEHIND IT

The poster itself is 3D. Three frames will pass from left, center to right. The first frame will be before a hack/glitch effect takes place and the third will be the final visual with a skull graphic appearing above the man. The effect will seem like a glitch for the worst.



1080 x 1080p



1080 x 1080p

INSTAGRAM POSTS

Social Media GFX created for social media marketing campaigns



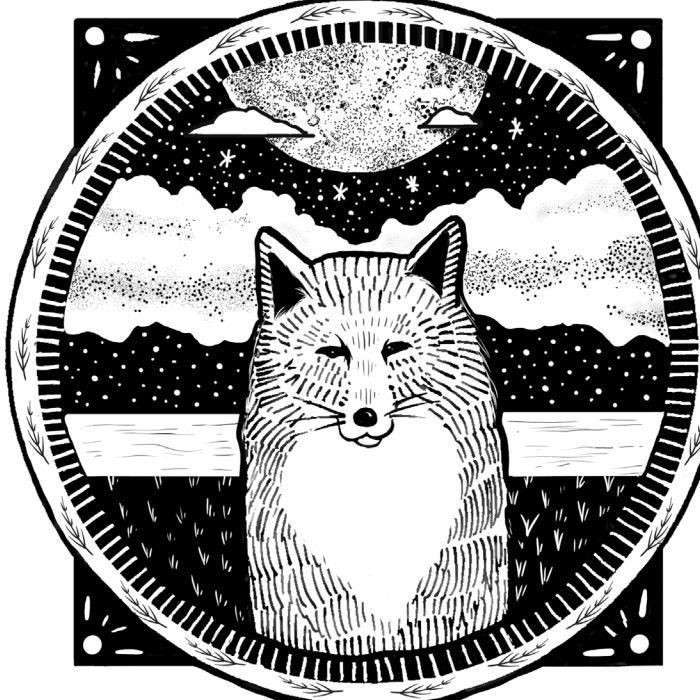
3-D MOVIE POSTER

THE FINAL FRAME
The third and final frame of the 3-D poster with the completed glitch and hack effect. There is a GIF for the online content.

6 SISTER VAN BELLE

ALBUM COVER + BRANDING

SISTER VAN BELLE



WORDMARK

Bodoni 72 Smallcaps:
SISTER VAN BELLE

◀ CUSTOM ILLUSTRATION FOR VINYL COVER

Sister Van Belle is an Americana music band that needed me to create a brand identity for their latest album. The violinist, Autumn Brand, approached me through social media to illustrate and stylize this release. I made art prints for her album while also creating a unique wordmark for the band. The resiliency of the fox was a perfect subject for the type of music they were playing.



BAND ART PRINTS



This illustration was also used for the back of the album accenting the song list.

VINYL



Bodoni 72 Smallcaps:
SISTER VAN BELLE

7 AniMali

KIDS BRANDING

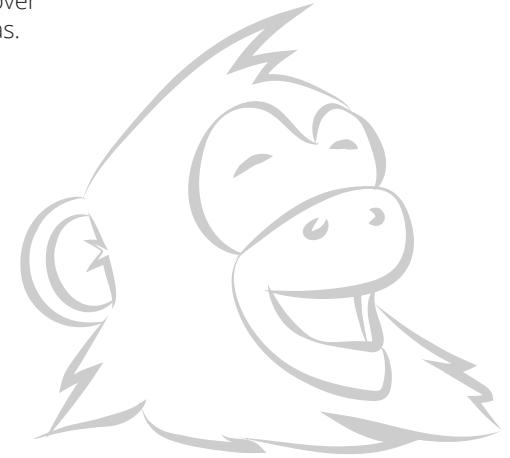


For AniMali Kidzwear, I wanted to design a logo + illustration combo to a playful, and fun tone. I chose to create a monkey character named Albert to display this charm. This little chimp character went through many iterations until I was finally happy with him. This was the first project I used a Intuos Wacom Tablet for and now I have no need for a mouse.



INITIAL THUMBNAIL SKETCHES

Here are some of my initial sketches. I tried to experiment with different playful elements with a focus on bringing something new and different to ponder over each iteration. Then once I zero in on a few favorites I expand on those ideas.



INITIAL DIGITAL SKETCHES

7 AniMali

KIDS BRANDING

Vertical



Horizontal



FINAL LOGOS

The final wordmark with the included color scheme. I wanted to give two tri-color options to give flexibility when printing.



FINAL ILLUSTRATIONS

I created the chimp character Albert as a graphic mark to represent AniMali.



THE SWAG

Here's a simple mockup of young boy sporting that AniMali swag!

8 NZXT CASE DESIGN

ISOMETRIC DRAWING



**NZXT H500i Compact Mid-Tower Case
(Photograph)**

NZXT Case Design.

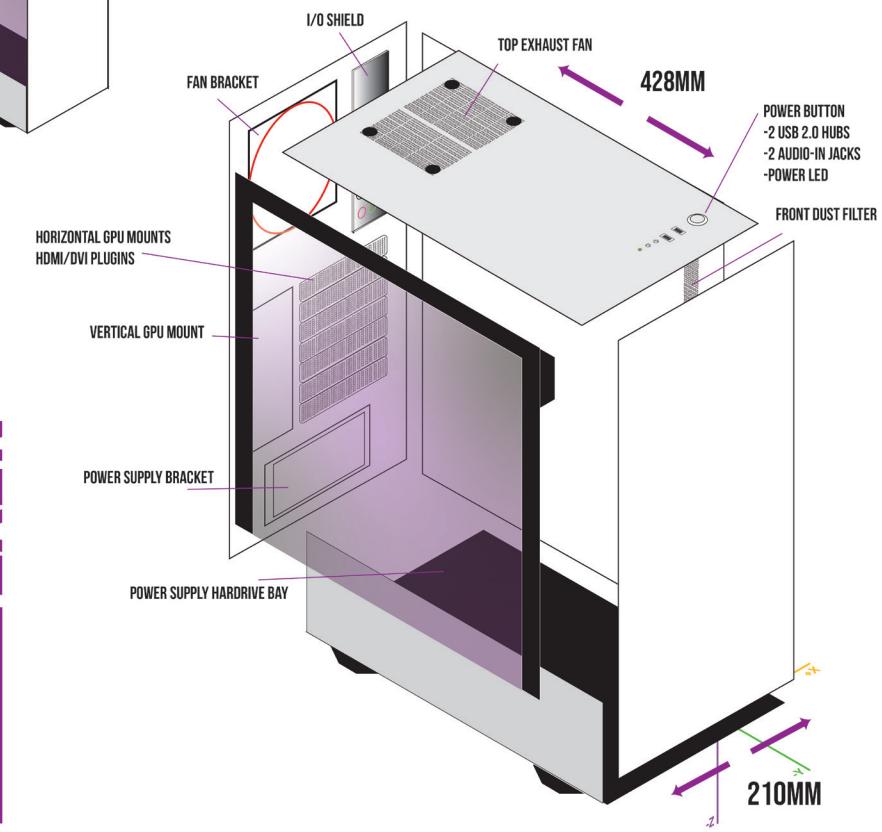
To show my knowledge of computer hardware, I decided to illustrate a computer case for NZXT. The 3D illustration was created in Adobe Illustrator on an isometric grid to keep linework consistent. I started off with a black and white drawing with the purpose of display in an instruction manual. Along with the case, I created graphics for the components necessary to build a PC. Newcomers to PC builds would appreciate these illustrations as a reference guide when building.

ISOMETRIC GRID



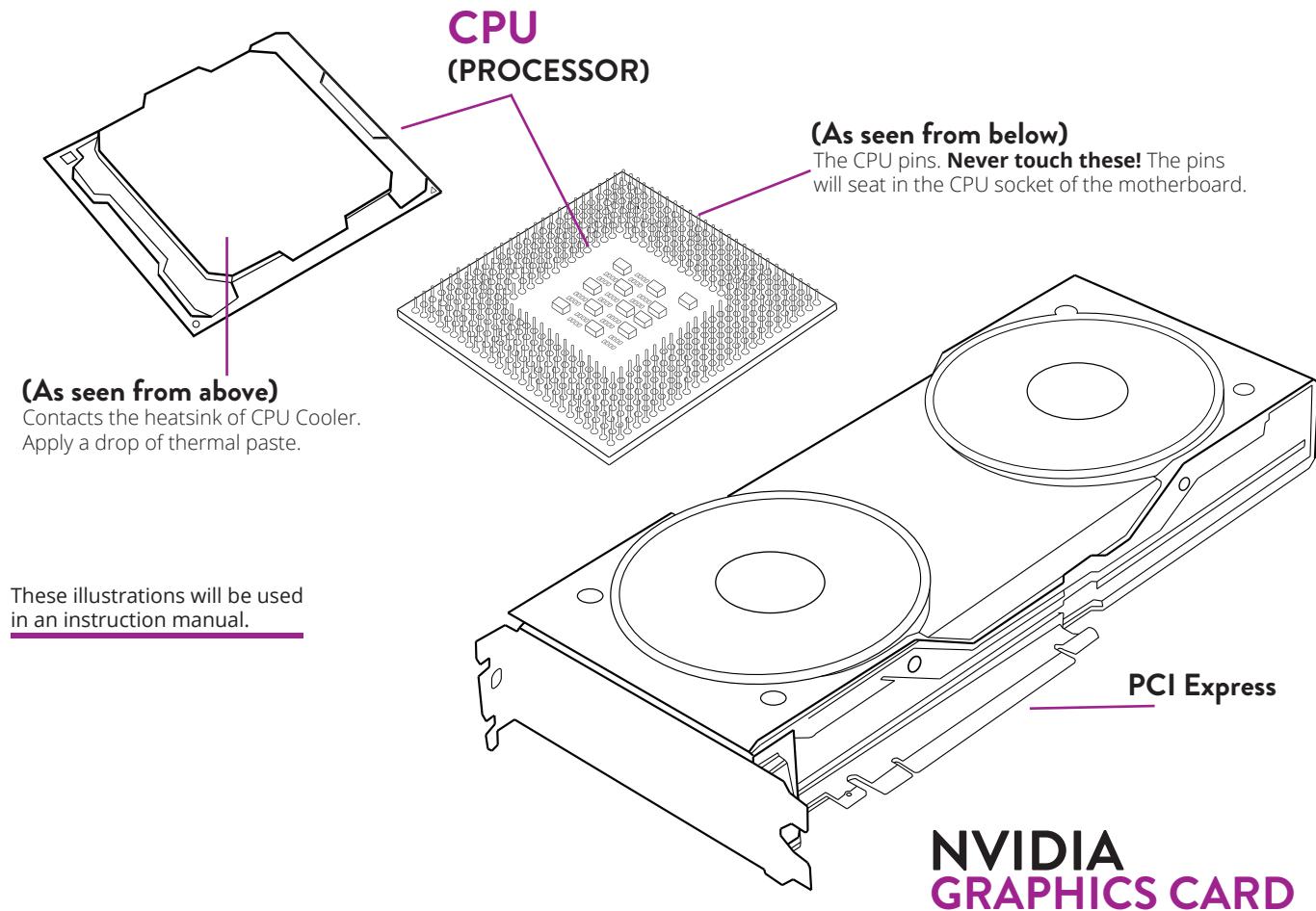
NZXT
H500i
ATX MID-TOWER
WITH LIGHTING AND FAN CONTROL

EXPLODED VIEW



8 NZXT CASE DESIGN

TECHNICAL DRAWINGS

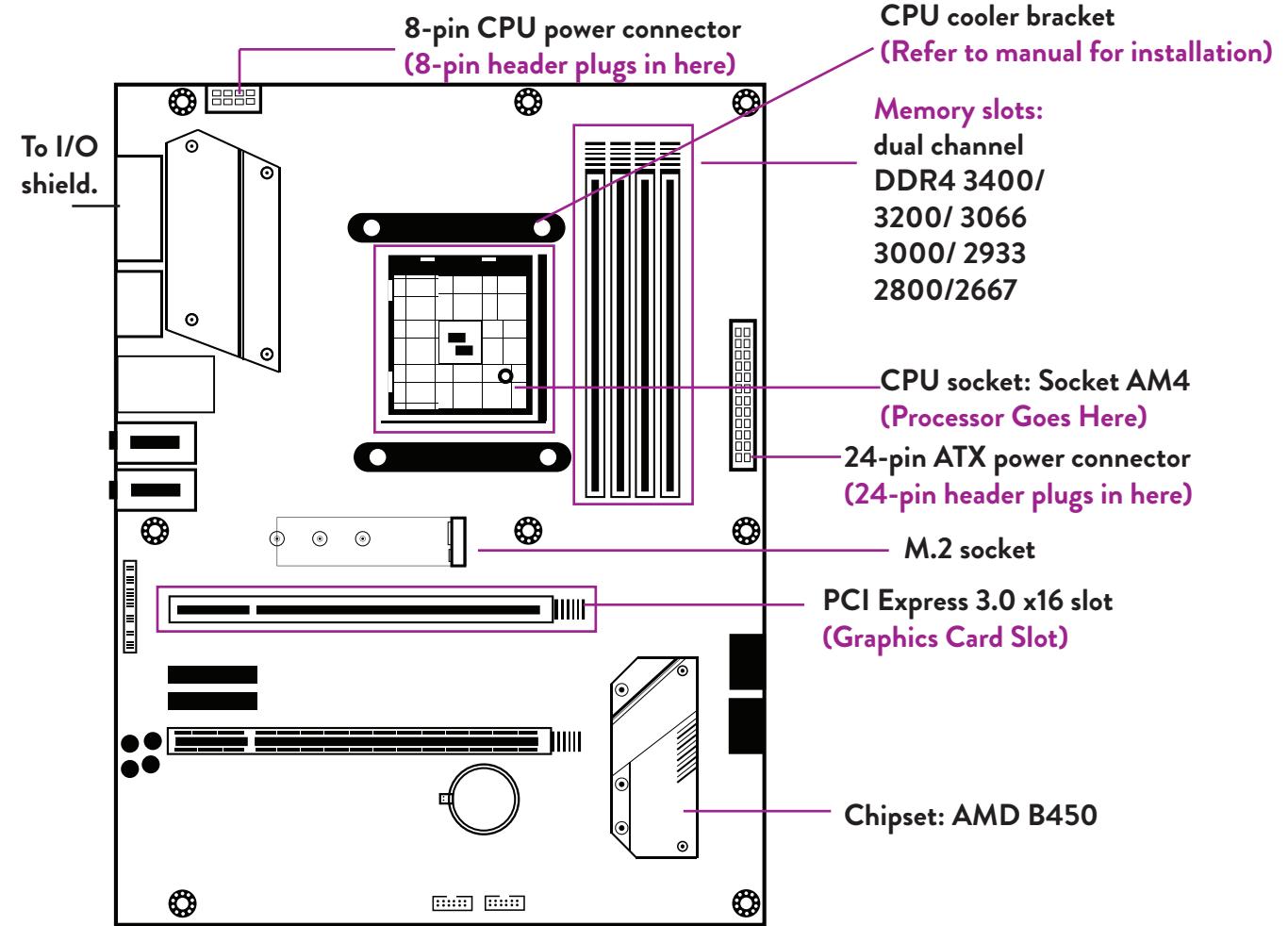


These illustrations will be used
in an instruction manual.

These are illustrations of components that will be needed to complete a full workstation.
Parts that are not shown but are required is a CPU Cooler, power supply (PSU),
Memory (RAM), and a storage drive such as NVME, SATA SSD, or a hard drive.



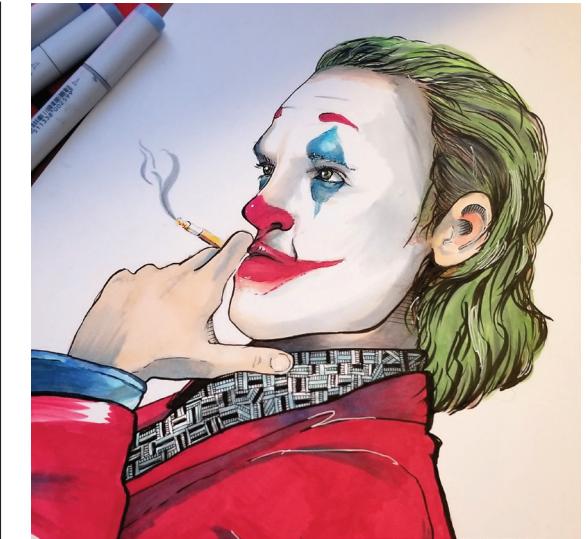
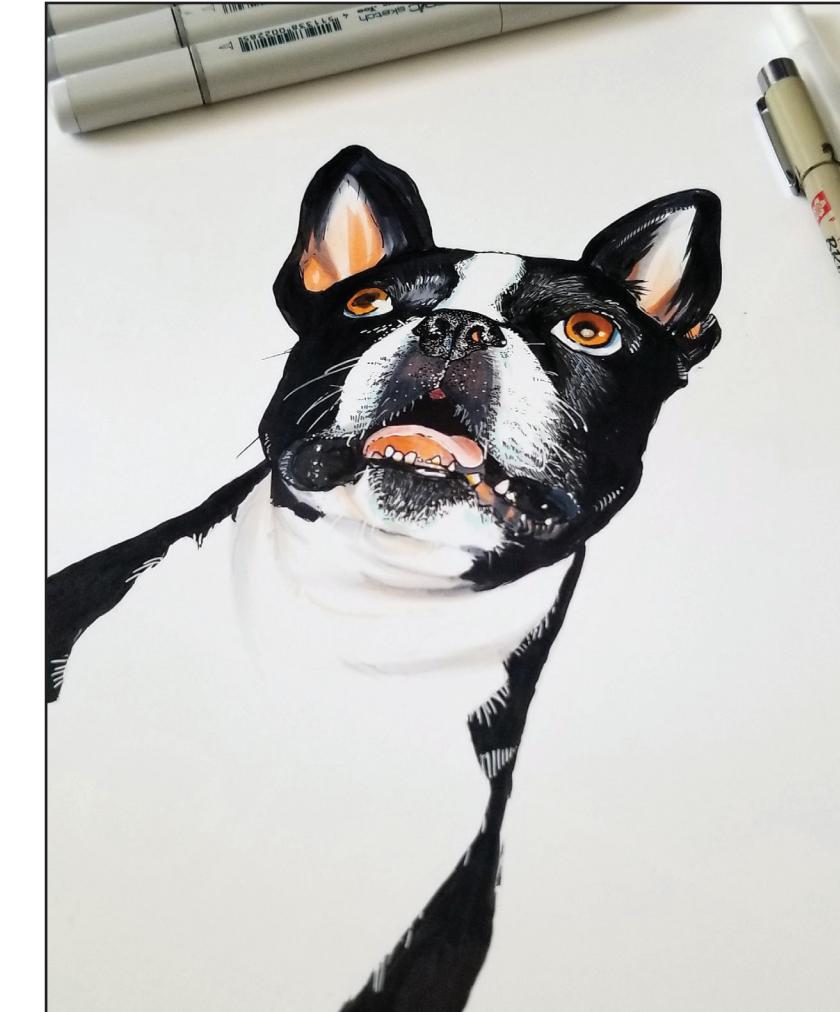
MOTHERBOARD



Here's a motherboard illustration I created to assist newcomers with their builds. This illustration shows the customer a general consensus on where each component plugs into the motherboard. *This is generalized as each motherboard has its differences. The builder will need to consult their motherboard manufacturer's manual for exact specs.

9 ILLUSTRATIONS

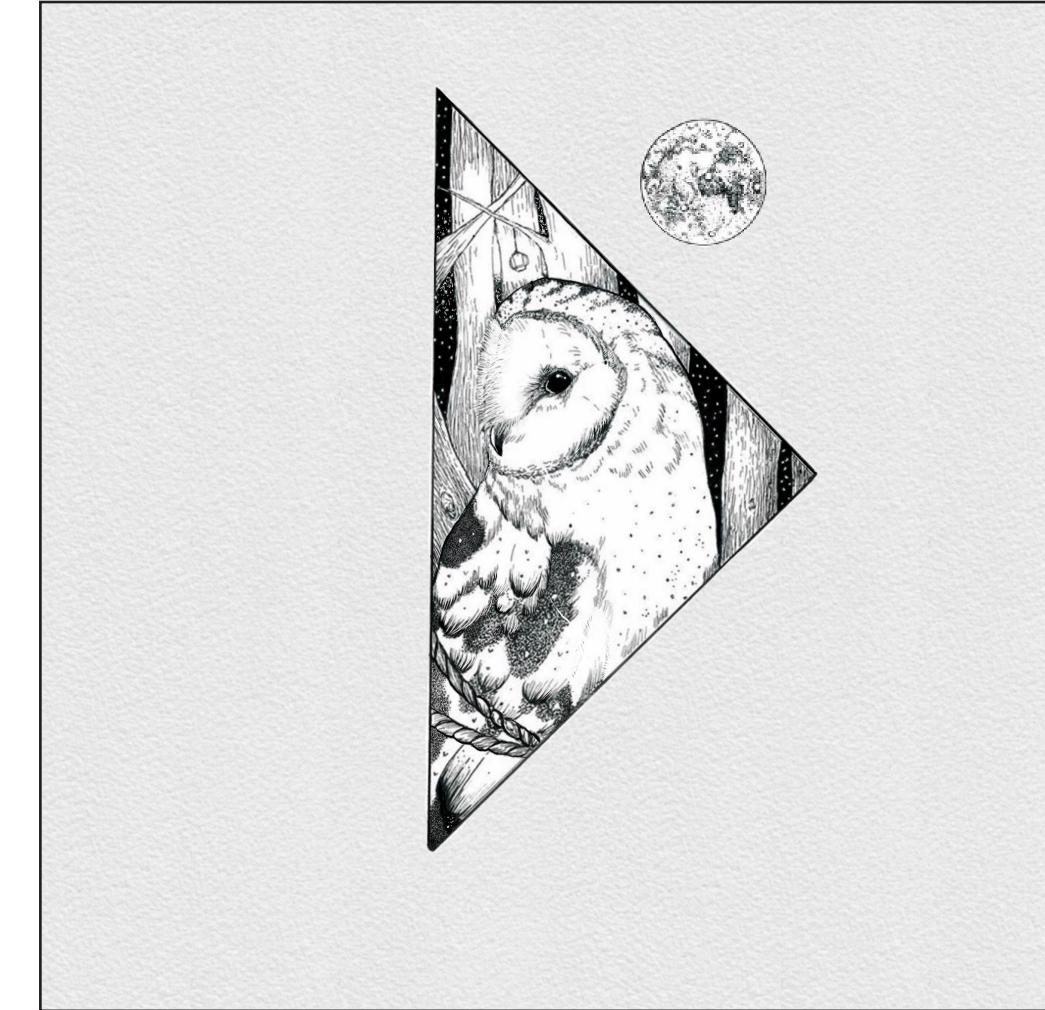
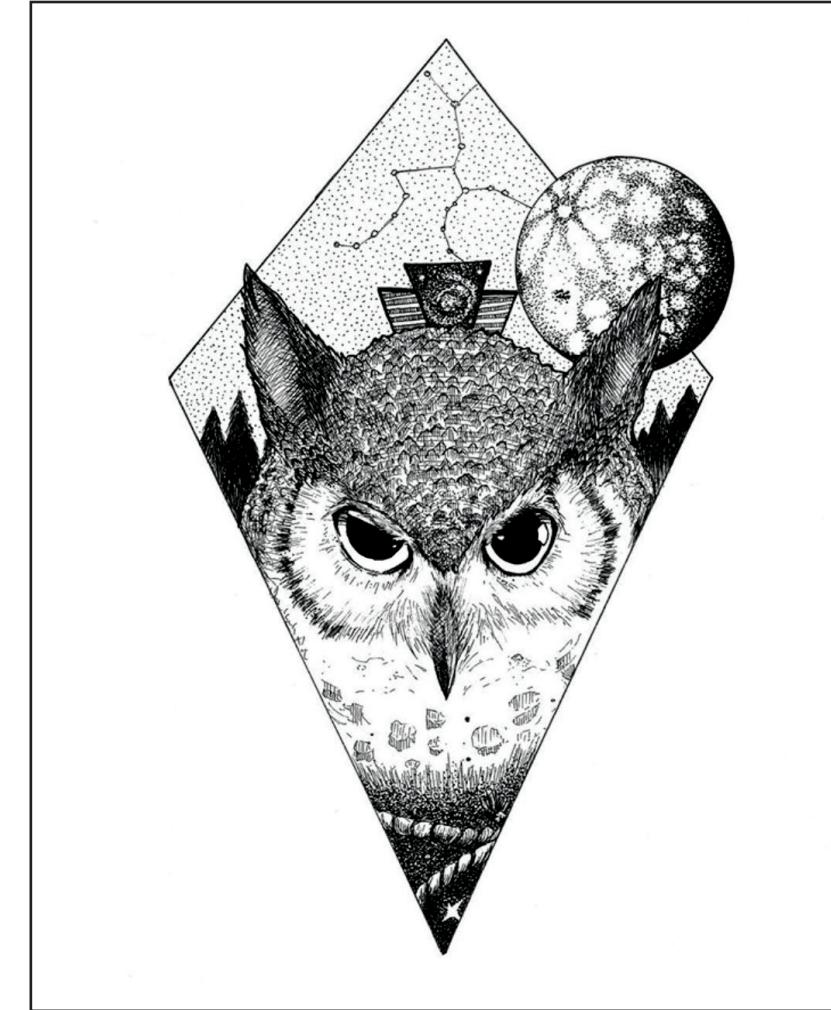
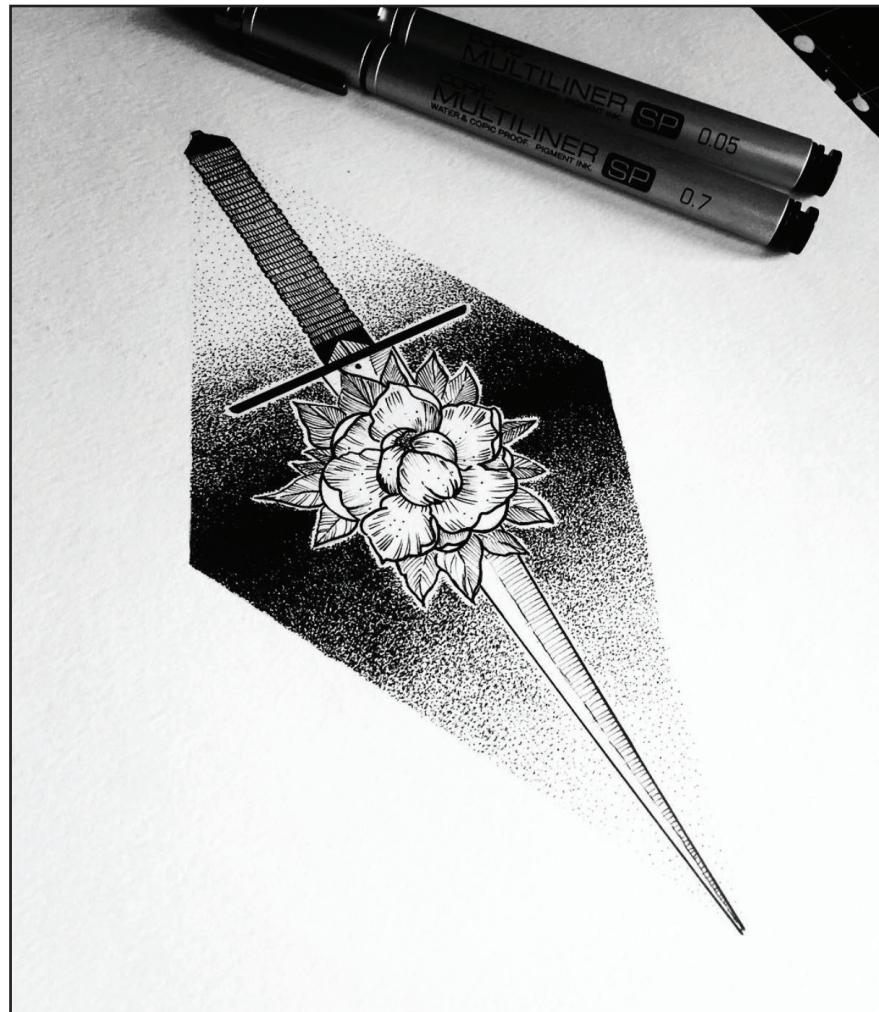
TRADITIONAL ILLUSTRATIONS



DREW CONYERS
HANDCRAFTED DESIGN

9 ILLUSTRATIONS

TRADITIONAL ILLUSTRATIONS



"My fascination with graphic design started with my illustration work. I learned balance, composition, color, hierarchy and a ton of other skills from illustrating. I knew I had to incorporate my art into my design as it's a big part of who I am."



DREW CONYERS
HANDCRAFTED DESIGN



