

— this year is 2019

JOSHUA HAYES DAVIDSON

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SELECTED PROJECTS

Set
2



PALE BLUE

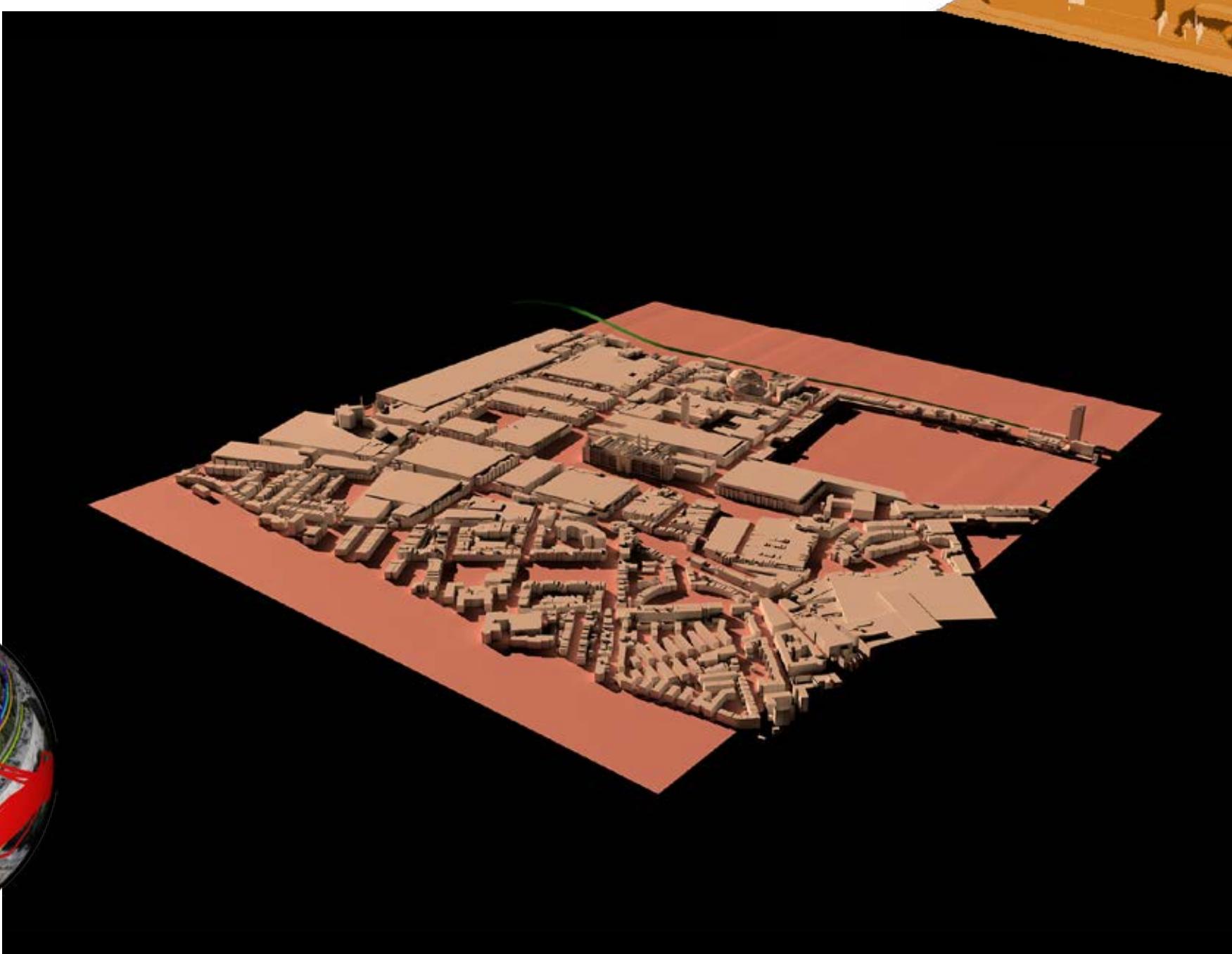
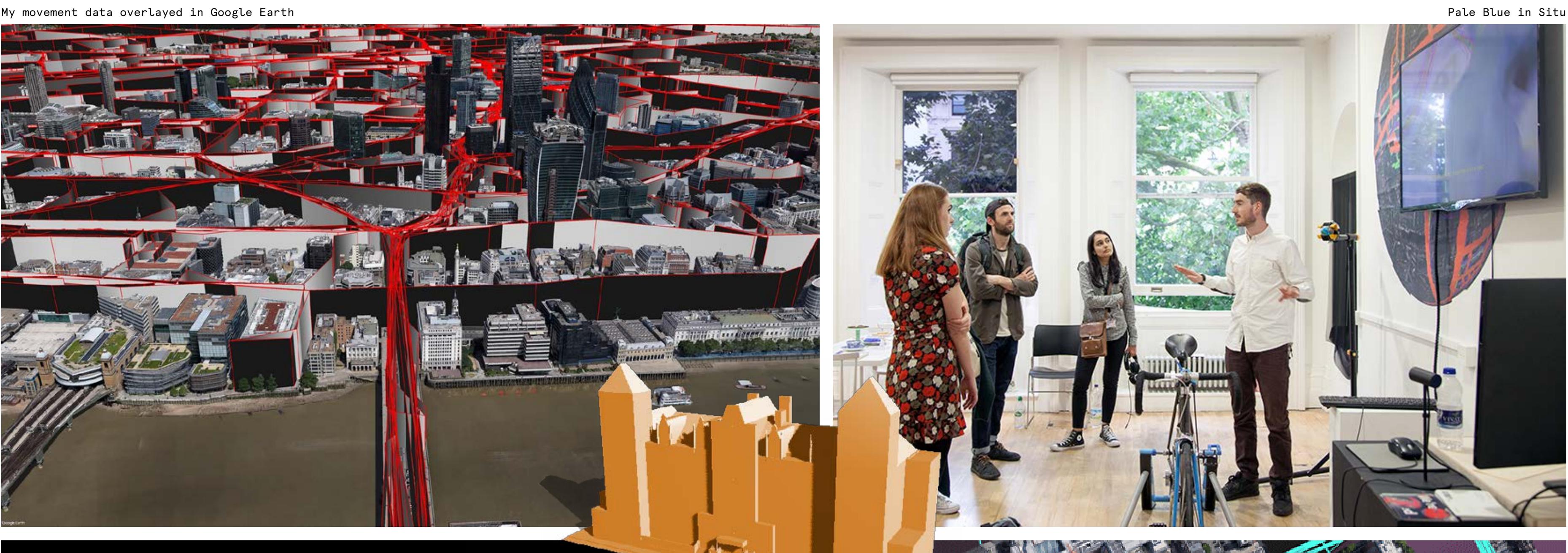
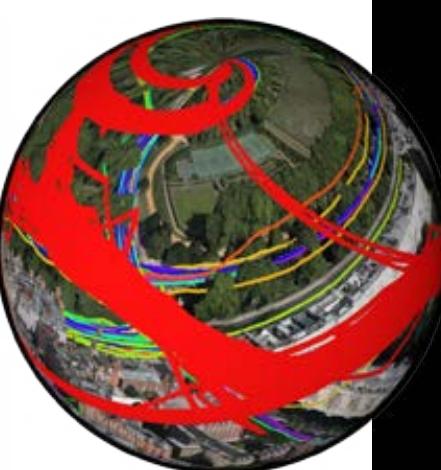
PALE BLUE

- BIG DATA
- MAPPING
- CITIES

This project was an examination of the city. With a specific focus on South Kensington, London. I used a mixture of game engines, coding and haptic feedback technology to sculpt a virtual and interactive landscape of South Kensington. This was overlaid with two years of GPS drawings produced whilst physically riding my bike around South Kensington (and London). Virtual Reality has enabled me to visualise the data as a tangible, dominating, scarlet red polygon hanging over the viewer. The data is obstructing the sun and creating dark black shadows on the grassy landscape and grey architecture of a slightly uncanny digital South Kensington. The viewer is confronted with this new reality, it reflects and represents a depiction of the known world, but this time with a foreboding data shadow across the city.

Pale Blue was presented as interactive installation. Viewers of the work sat upon a bicycle while wearing an Oculus Rift. The motion of peddling and steering provide inputs into the digital space, allowing for fluid and natural movements between the virtual and real world.

I worked extensively with Cinema 4D, Unreal Engine and the Oculus Rift SDK. I found this project was hugely challenging, but I found it highly gratifying when I made the breakthroughs were made.



3D model of South Kensington

DAYMARK



DAYMARK

- WAYFINDING
- NAVIGATION
- NETWORK

The Daymark project was designed as a network of 100 wayposts / information points stretched around the coastline of the UK.

The “Daymark” is designed to enhance and extend the experience of visiting lesser-known coastal regions while also encouraging geographic curiosity.

The waypost works as two devices, firstly as a physical frame in the environment, framing the horizon, ocean & land. secondly as an information platform.

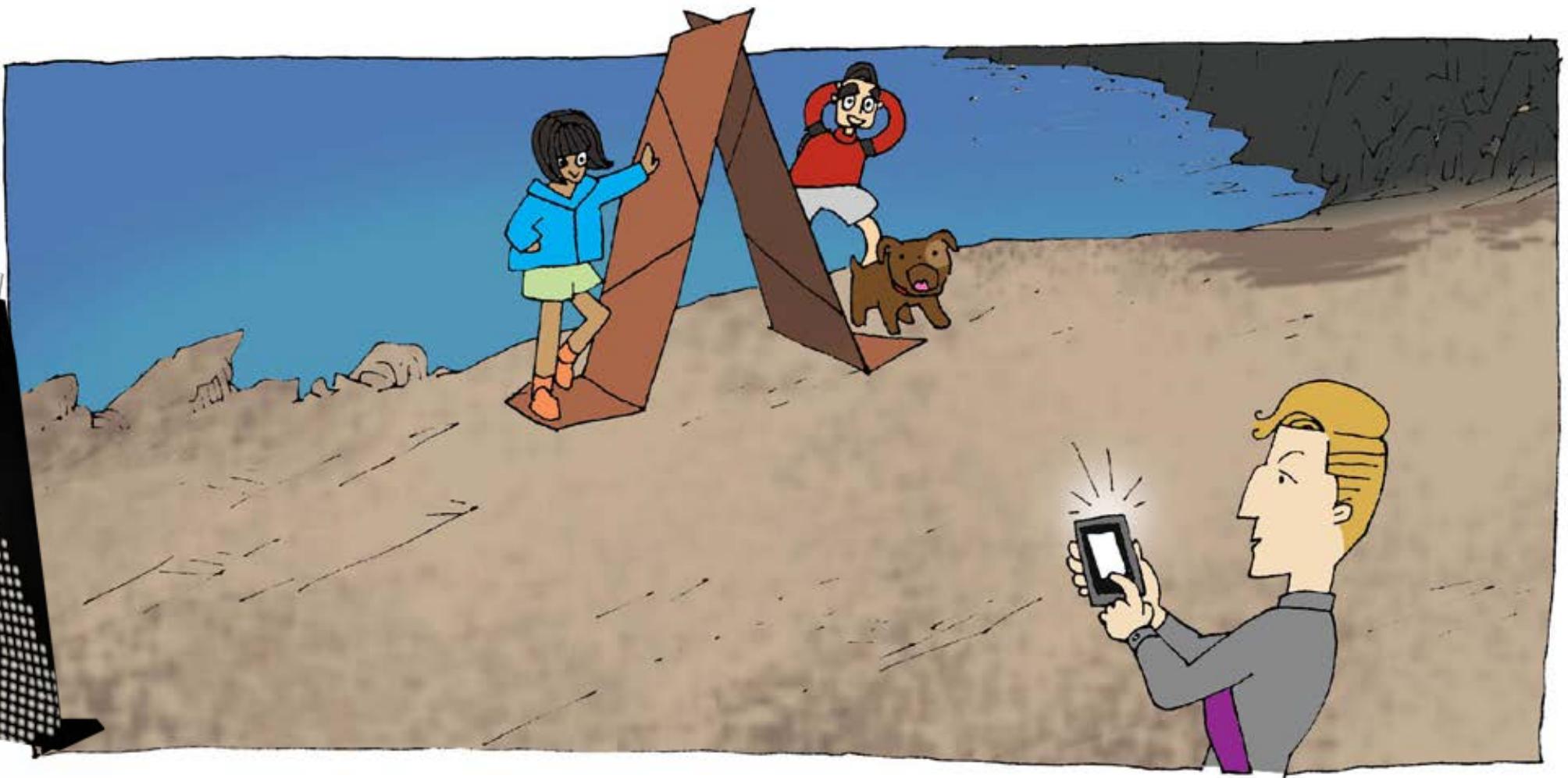
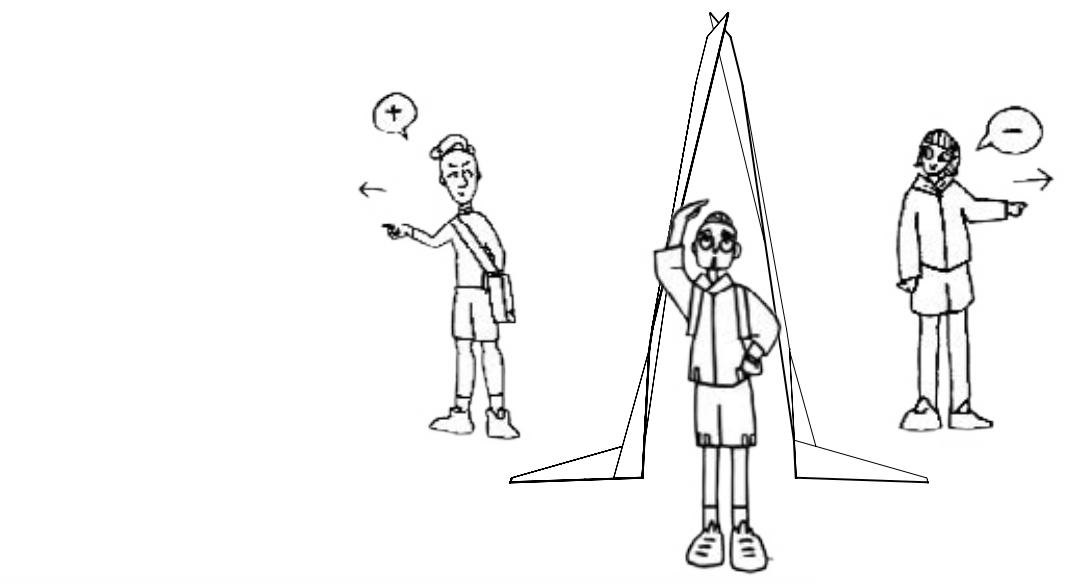
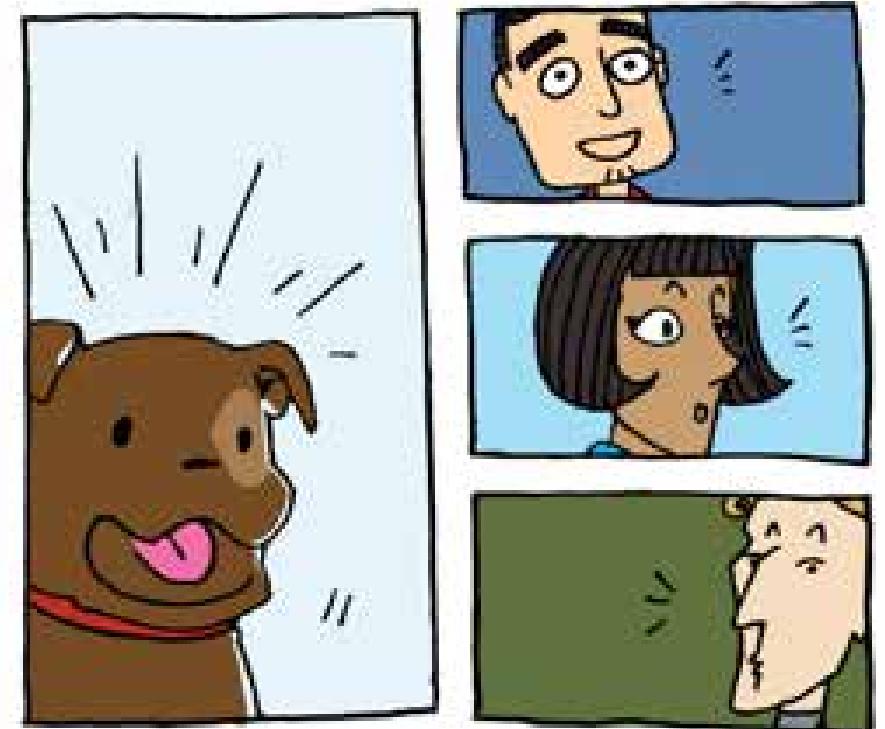
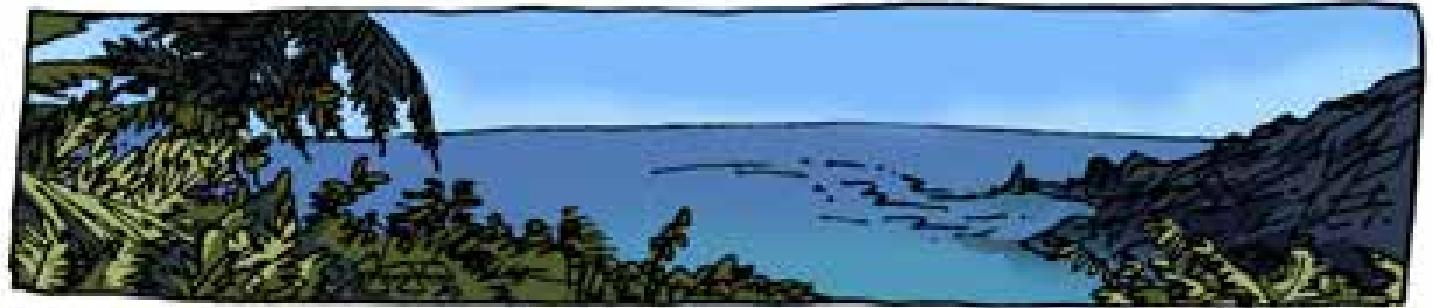
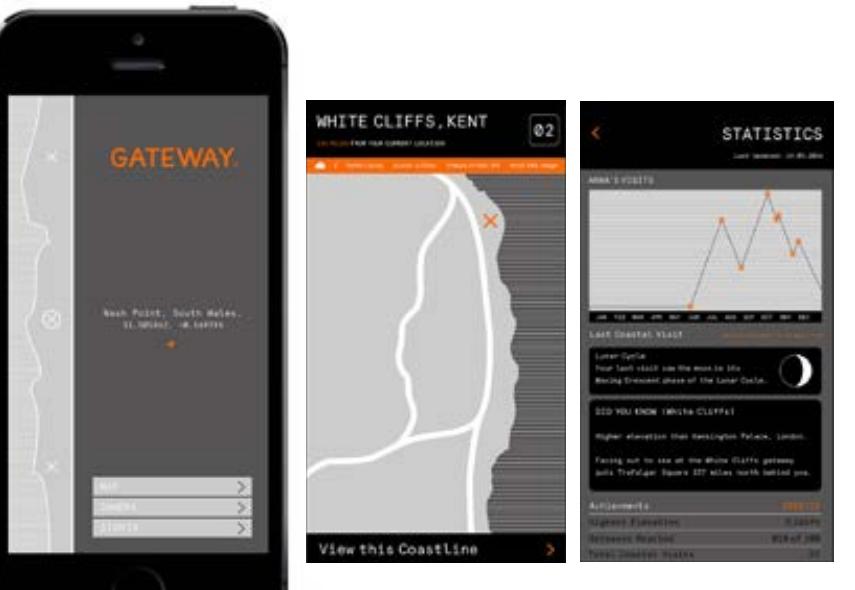
Each Daymark features 100 drilled holes to denote the combined total of 100 wayposts, using a clear and organic system of numbering — for example plugging 28/100 holes with stainless steel would mark that Daymark as number 28. This is accompanied with a stainless steel plate affixed to the inside with a rough map of the network and name of that specific location.



DAYMARK

- WAYFINDING
- NAVIGATION
- NETWORK

The physical waypost works in tandem with an associated mobile application and website. Providing a virtual extension of the coast, allowing users to explore and plan new routes and trips. Embedded sensors within the base of the waypost post out low powered bluetooth to alert passers by there is an interaction to be had. Groundwork and stress testing have been carried out by ARUP. The full network will be installed by 2020.



Digital interaction, Bluetooth prompt

ICUC Digital

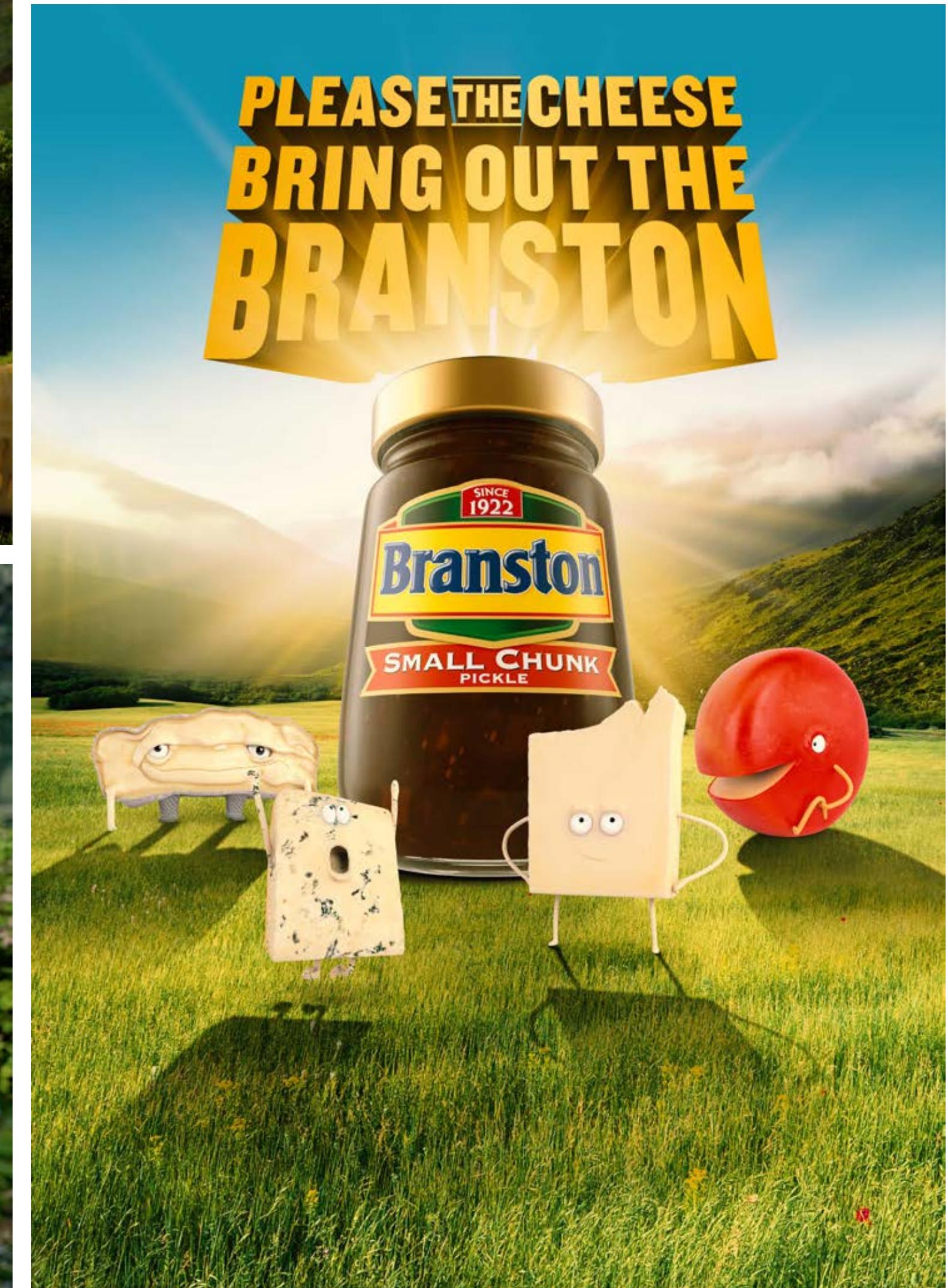
Please the Cheese;
Branston Pickle

- DIGITAL CAMPAIGN
- ADVERTISING
- DYNAMIC CONTENT

Working as a team of five were supplied a broadcast ready television advert. This was to be turned into a Facebook campaign and associated branding. The first job was to fit all of the hero characters onto the 'Please the Cheese' promotional delivery van for potential pop up events.

Our idea for the Facebook campaign was to make a short "call to action" to gain a response. This took the form of voting on which was your favourite cheese, or which you would prefer: the anthropomorphised cheeses would 'talk', responding to the public with personalised tongue-in-cheek, cheese related comments.

**PLEASE THE CHEESE
BRING OUT THE BRANSTON**

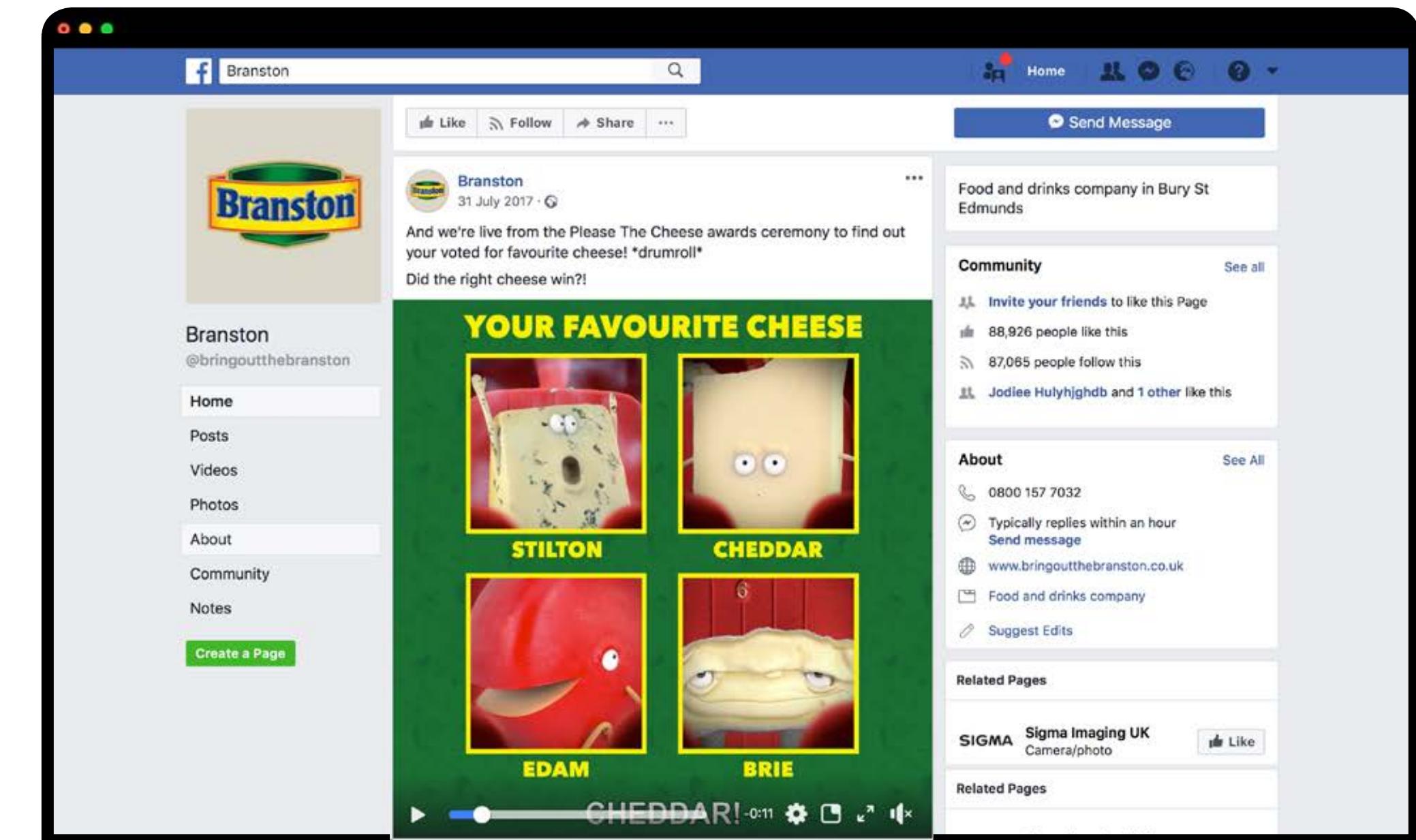
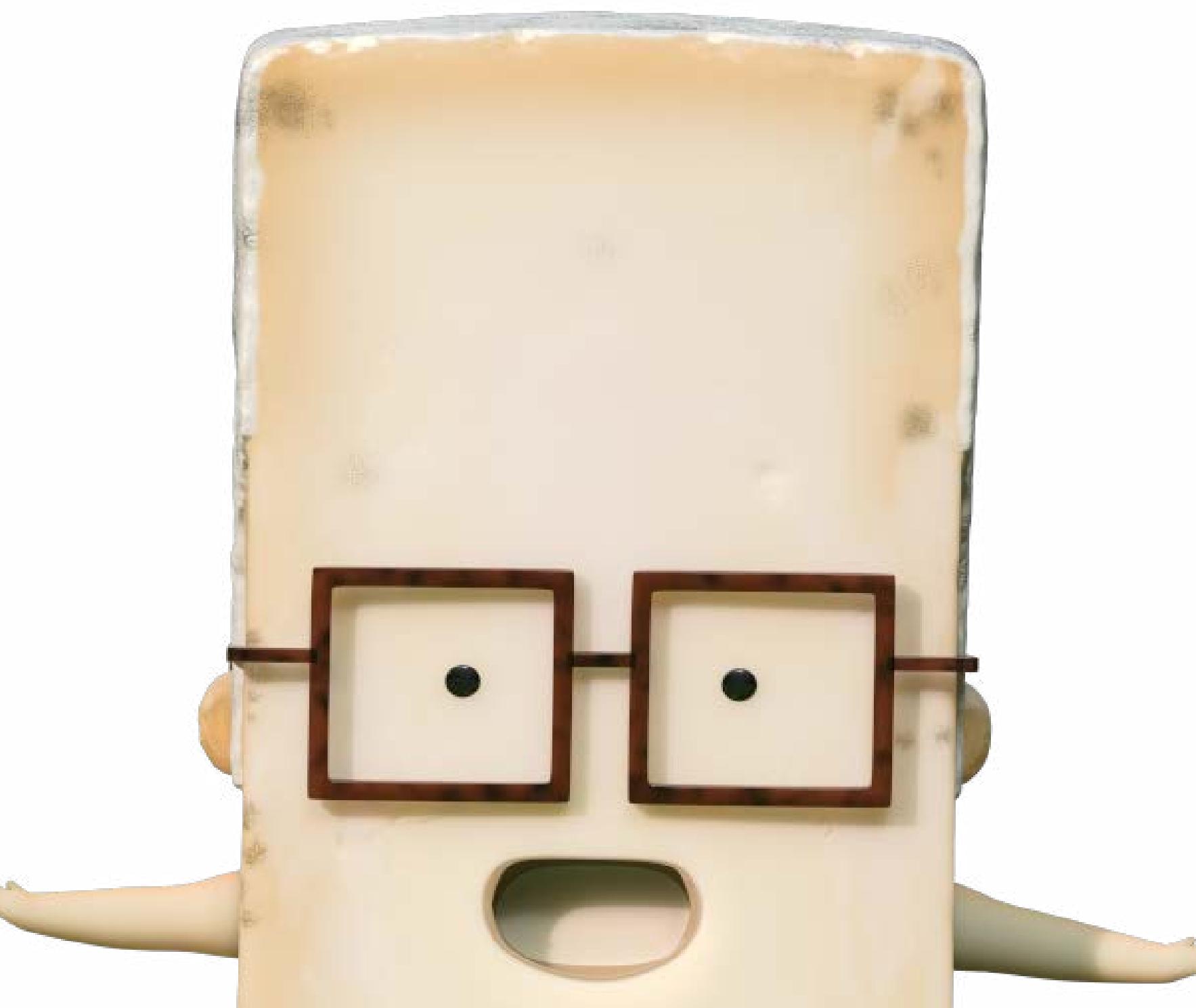


ICUC Digital

Please the Cheese;
Branston Pickle

- DIGITAL CAMPAIGN
- ADVERTISING
- DYNAMIC CONTENT

My task became animating the main hero cheeses of the campaign with adaptable speech bubbles that could hold any reply we needed in preparation for running the campaign. As soon as this was signed off I worked closely with a copywriter editing and uploading the animated GIFs in real time.



633K Views

Like Comment Share

1K Most relevant

208 shares

Write a comment...

Jackie Lambe Stilton first, then Cheddar and after that, Edam. If there has to be a fourth place I suppose it would have to be Stilton. Best of British!

Like · Reply · 47w

View previous replies

Branston Baz Fisher https://media.giphy.com/media/26n6CilzMmQjF1uGQ/giphy.gif

You rang, m'lud?

Like · Reply · 46w

View more replies

Alexandra Samways Brie if it's deep fried served with crusty bread and chilli sauce ... Cheddar if it's melted on toast ... and Edam if I'm feeling creative and want to make red wax roses with the peel... Stilton will never enter his stinky blue veins into my fridge ... yuck!

Like · Reply · 47w

View 2 more replies

Branston https://media.giphy.com/media/26n6KupXi49gSEjXa/giphy.gif

HARSH BUT FAIR, MILADY.

Like · Reply · 46w





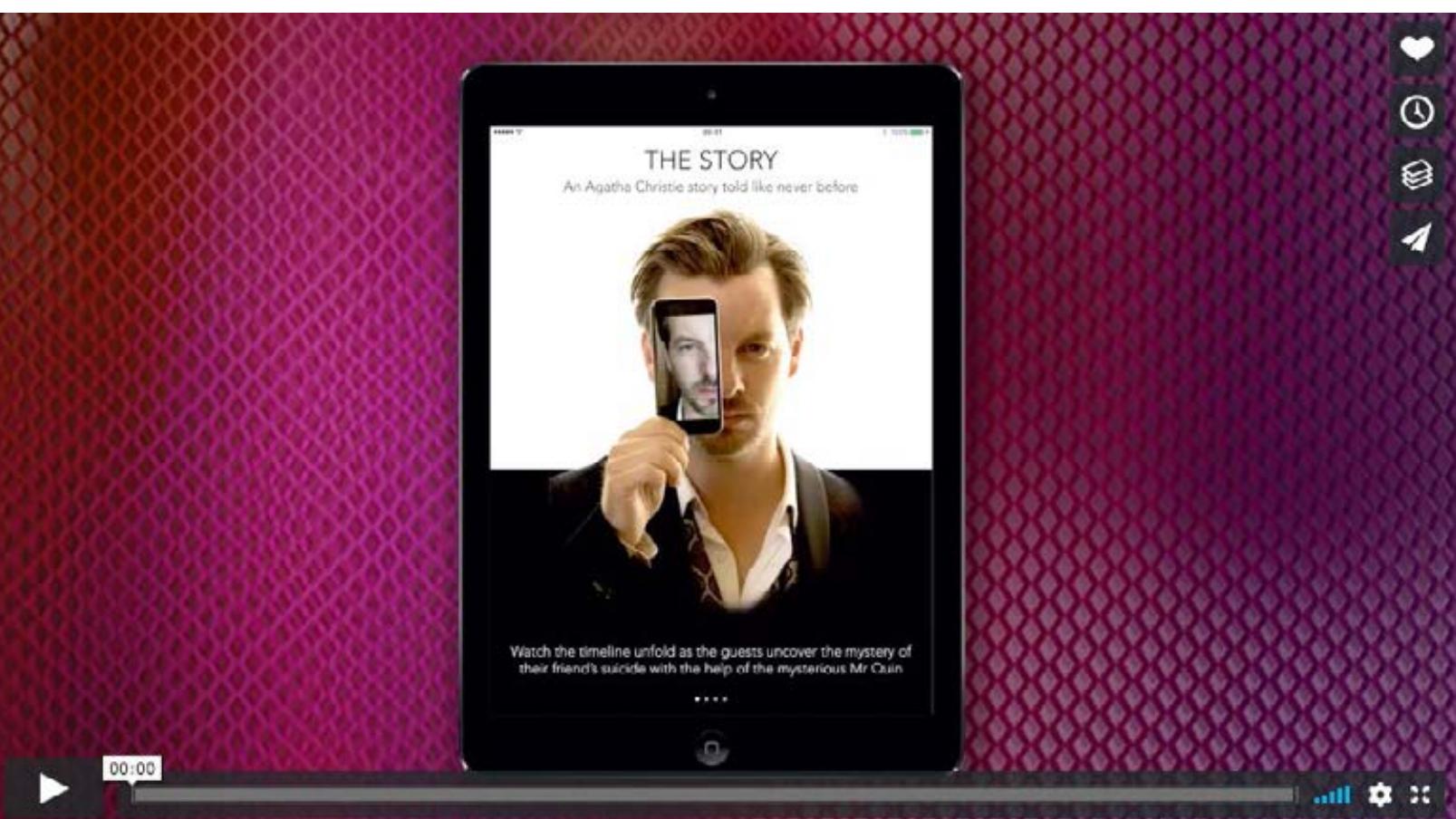
Mr.Quin

Agatha Christie Adaptation;
working for Tell Player/Acorn Trust

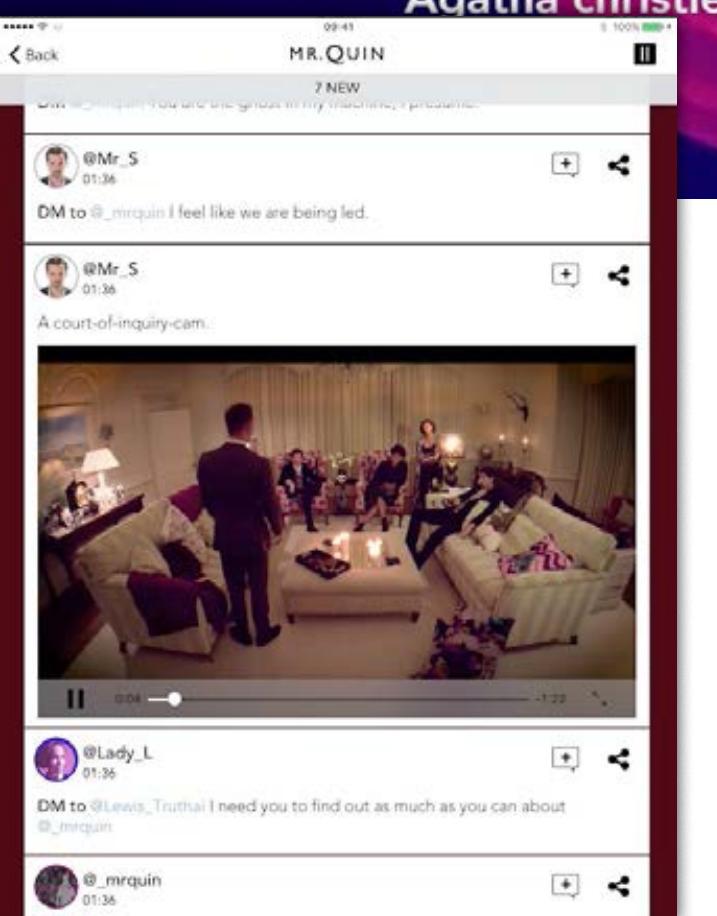
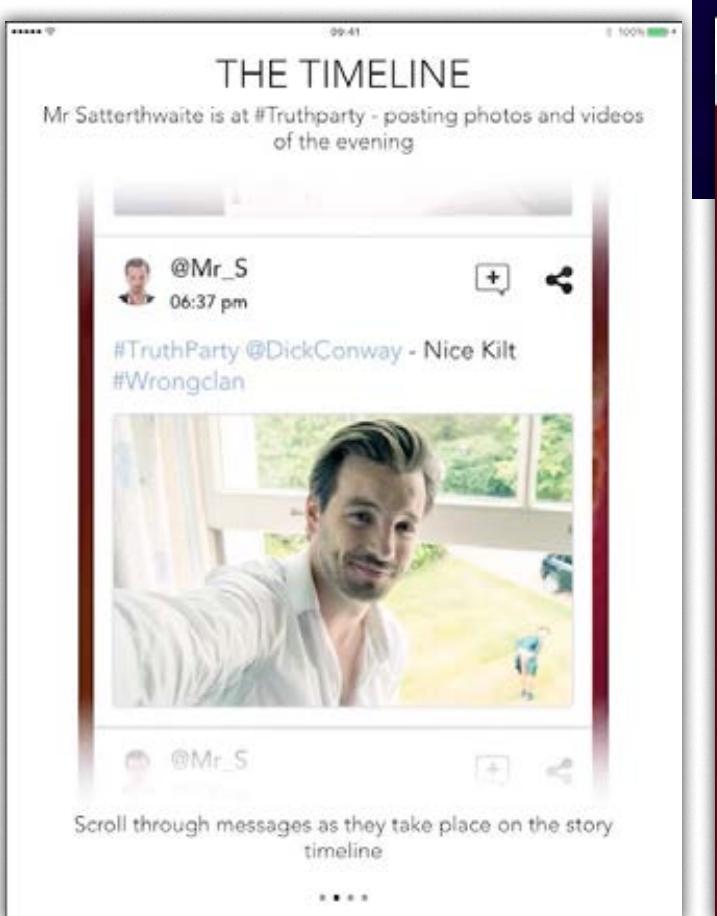
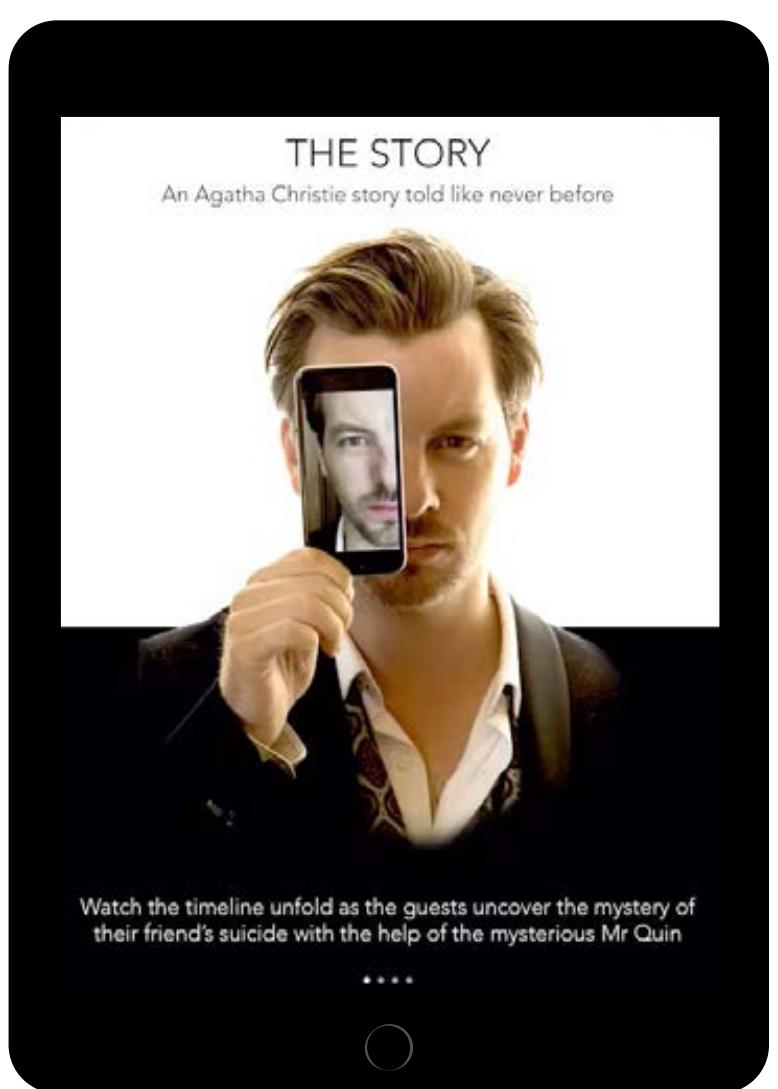
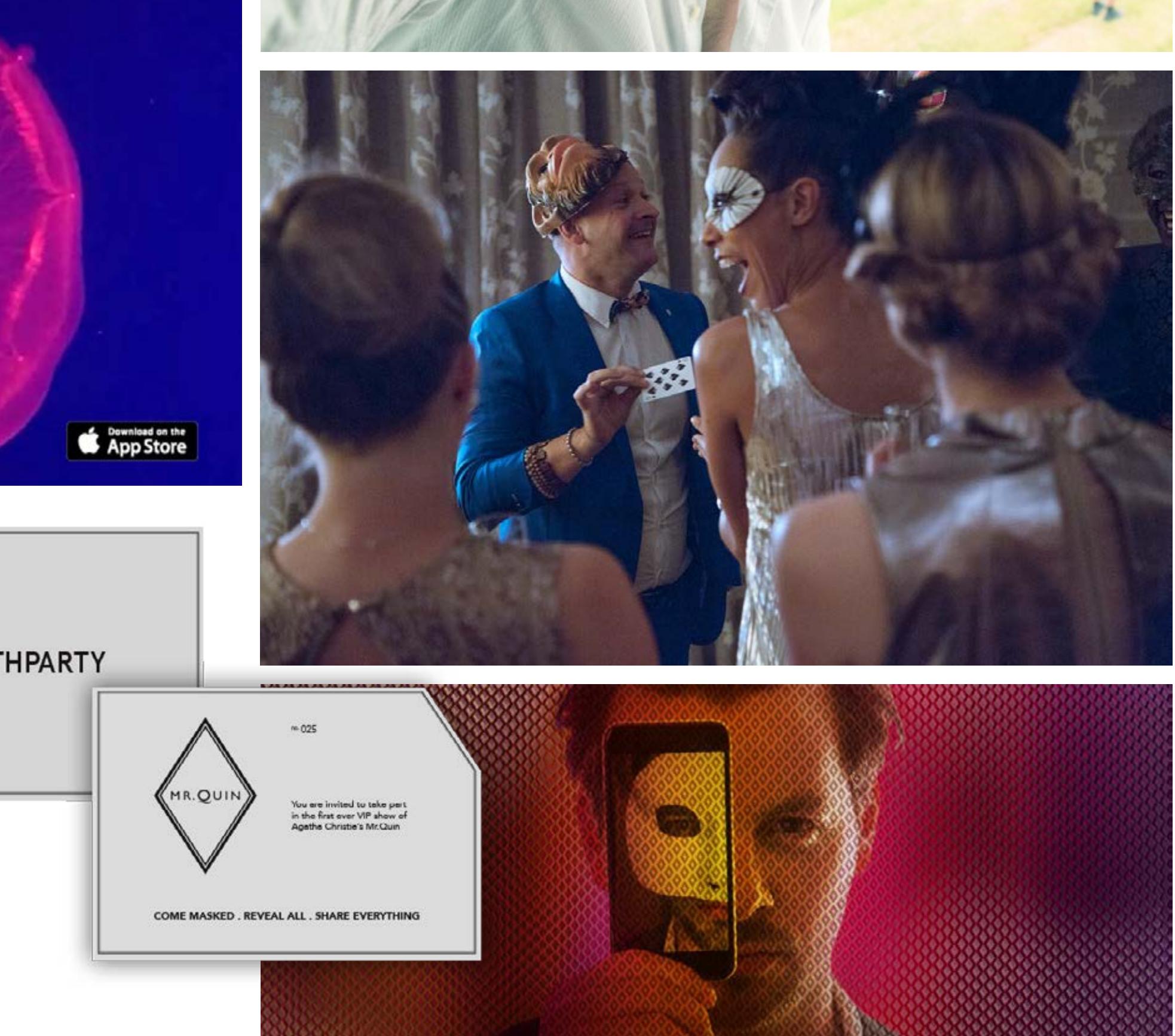
- DIGITAL CAMPAIGN
- APP DESIGN
- ART DIRECTION

Mr.Quin is a lesser known character and also the name of a set of short stories written by Agatha Christie in the 1930's. Mr Satterthwaite is the main protagonist of this series, we have taken this character adapted him to become a savvy young 'digital native' fitting into a contemporary narrative, produced as an ambitious digital publishing project.

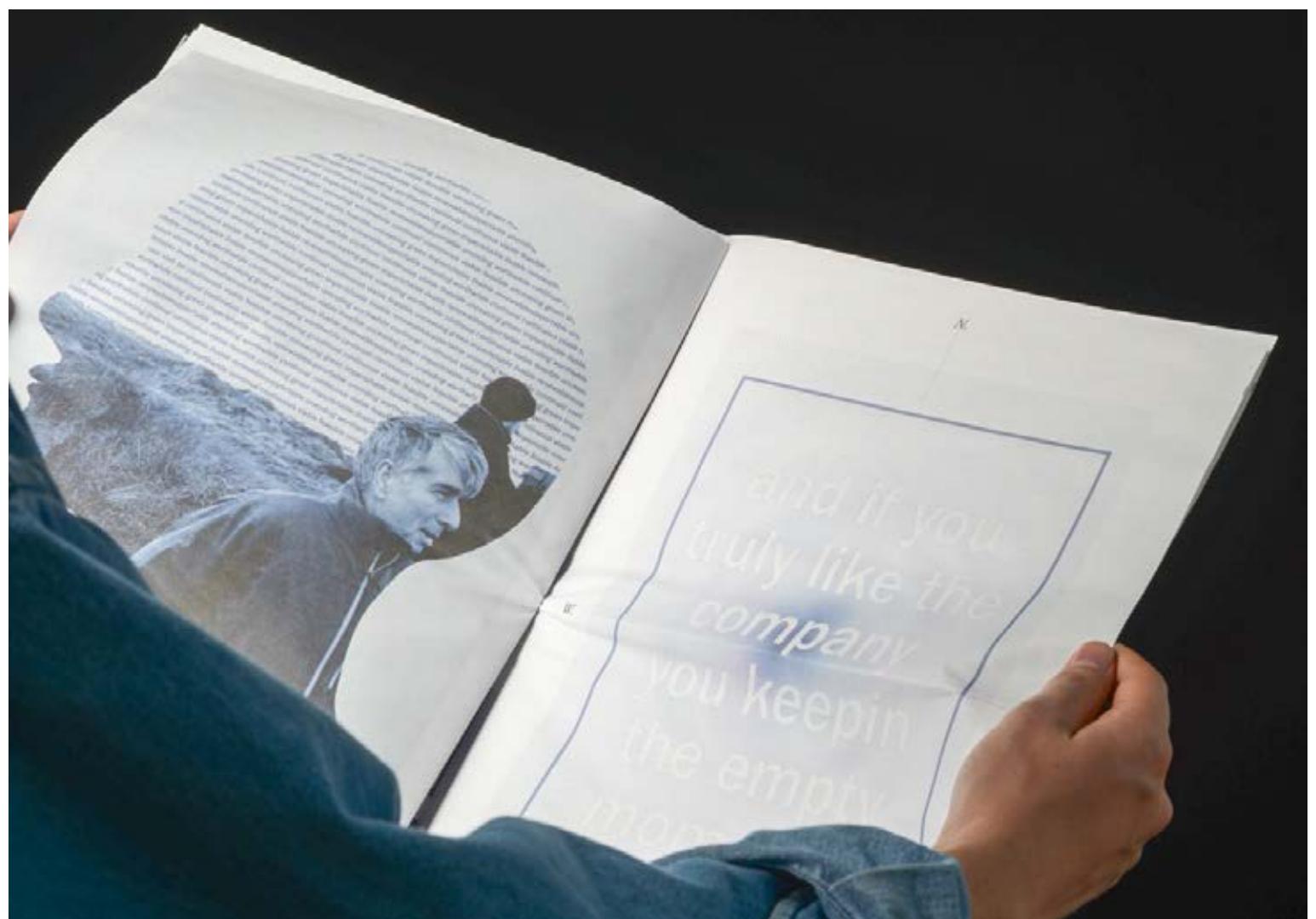
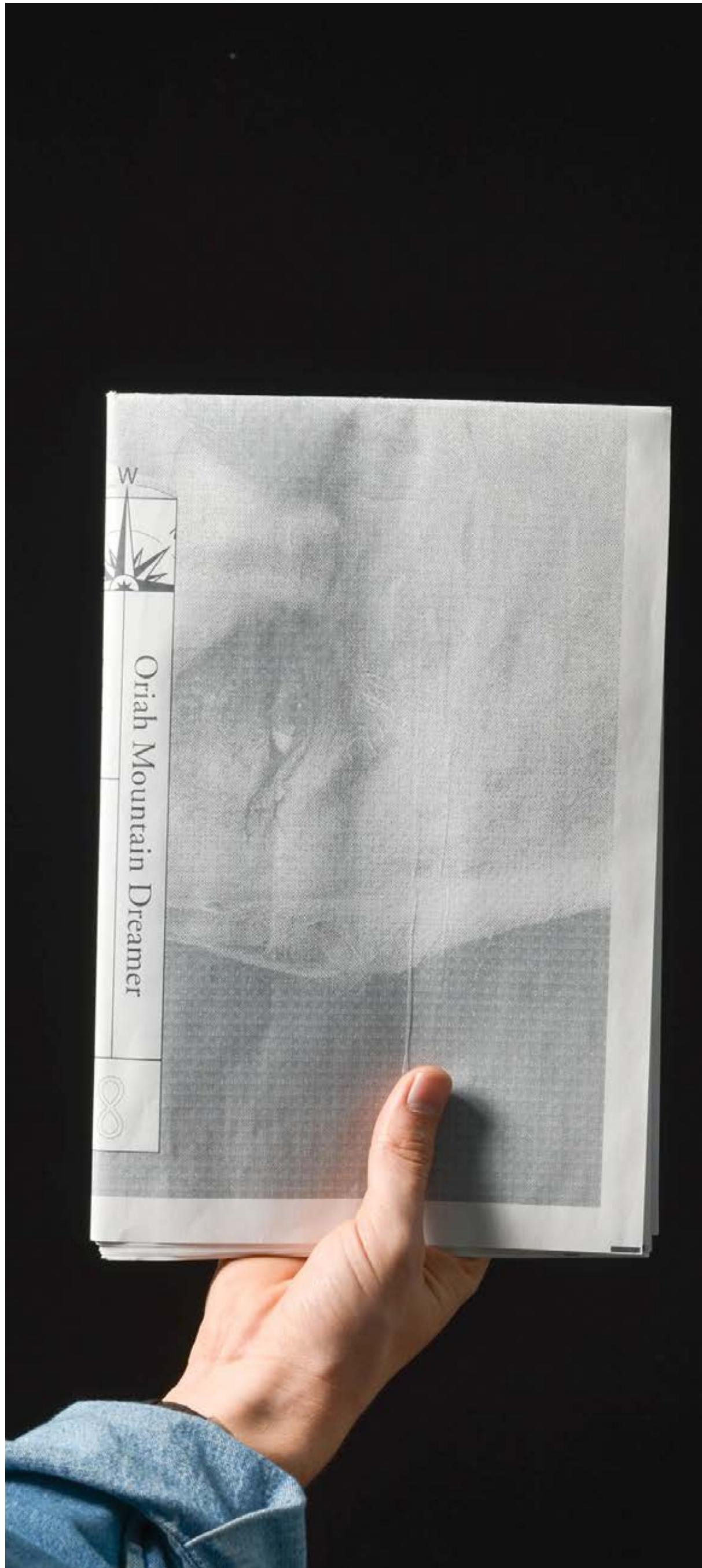
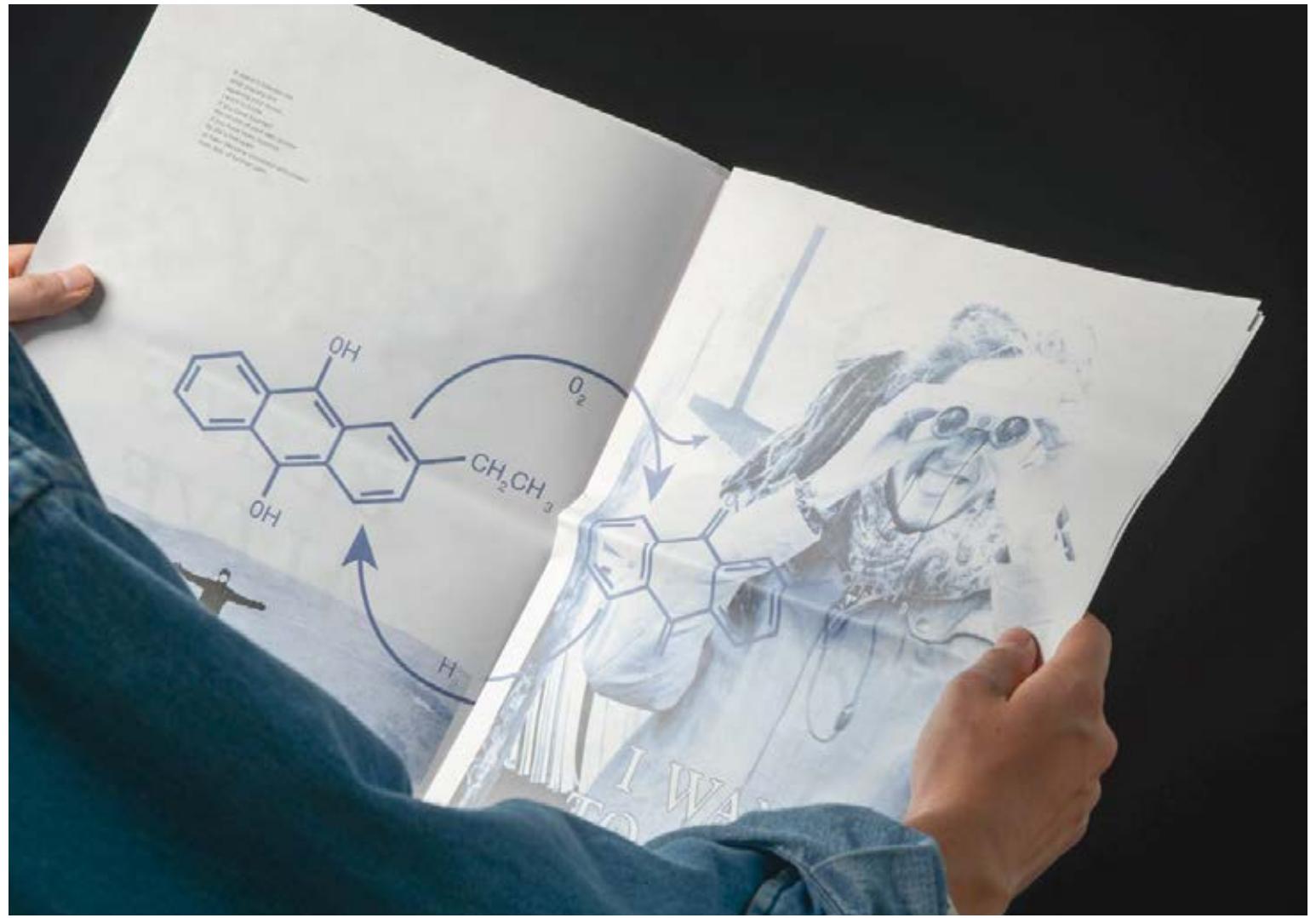
I worked closely with the executive producer on all elements of the project. I was key in the branding and production, creating animated gifs, vines, editing short videos, continuity and construction of the adapted narrative.

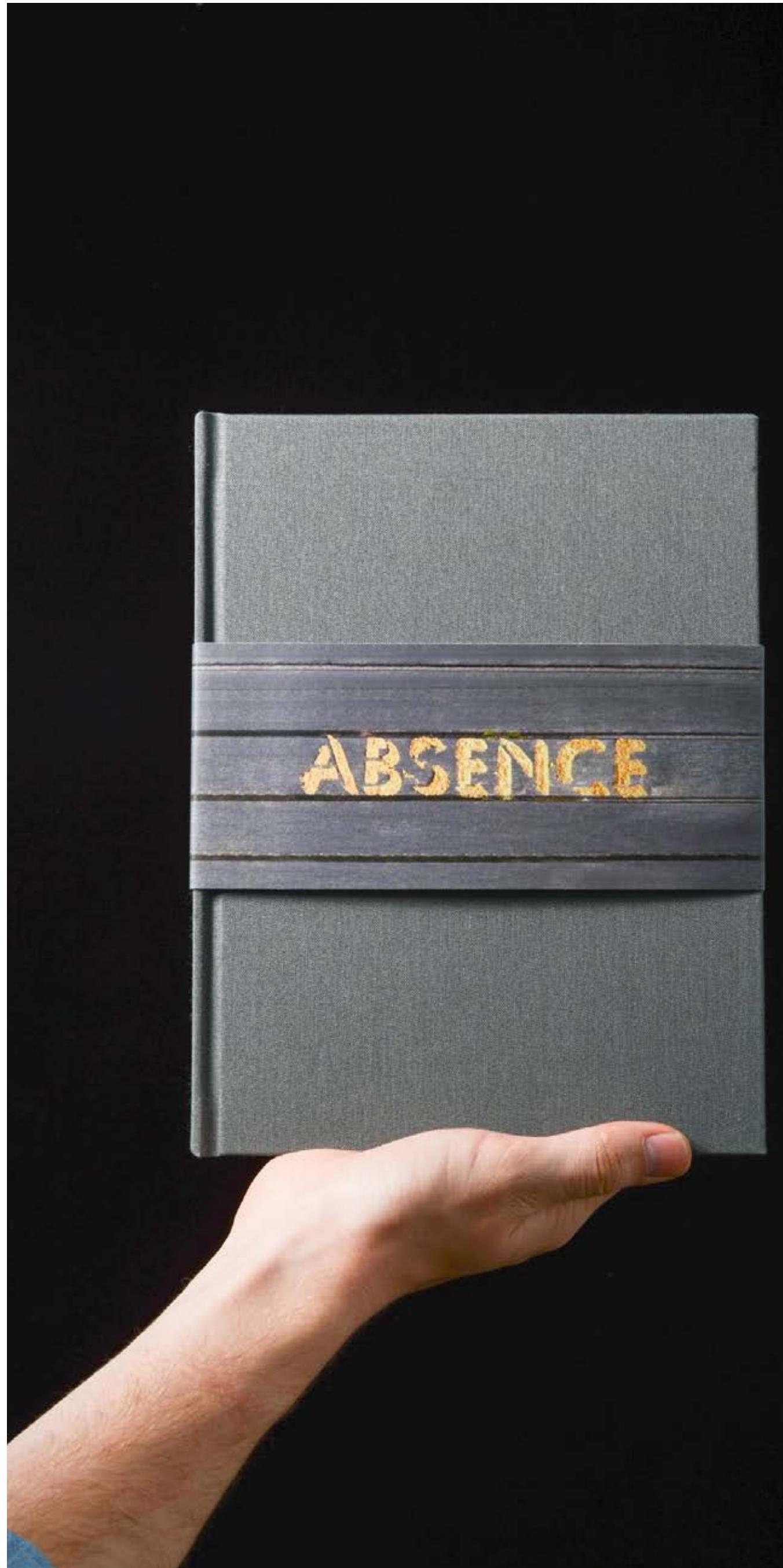
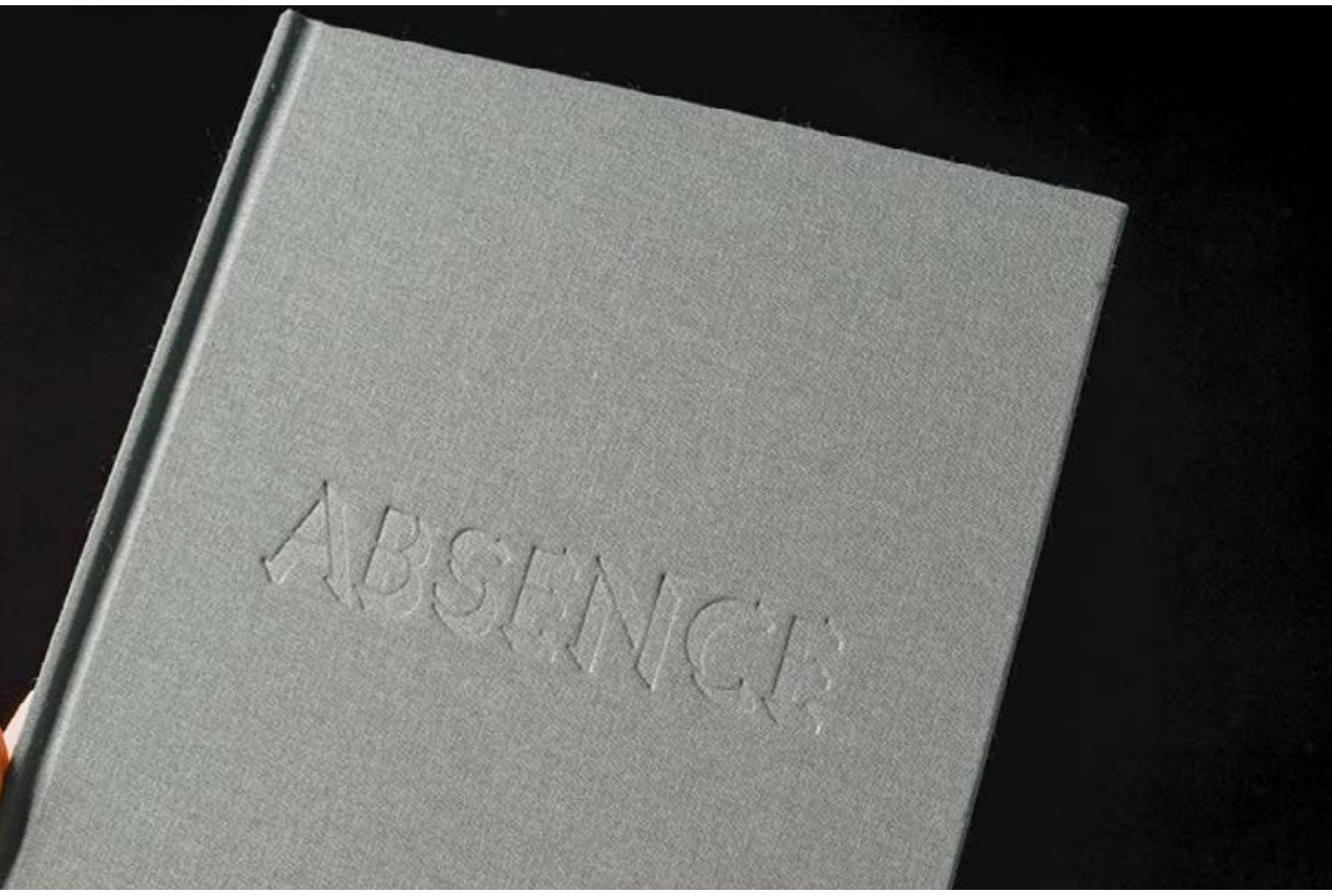


vimeo.com/146635551



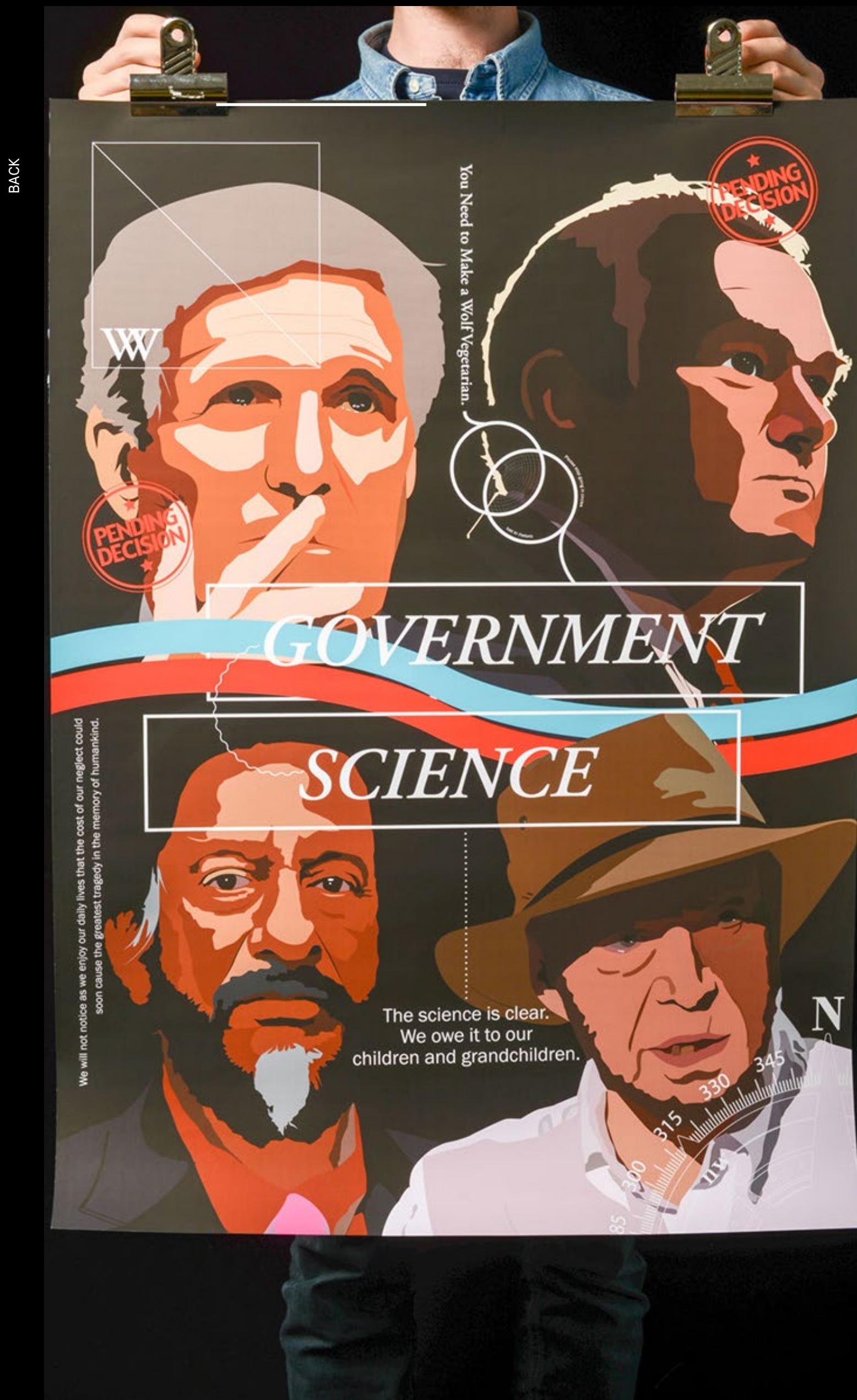
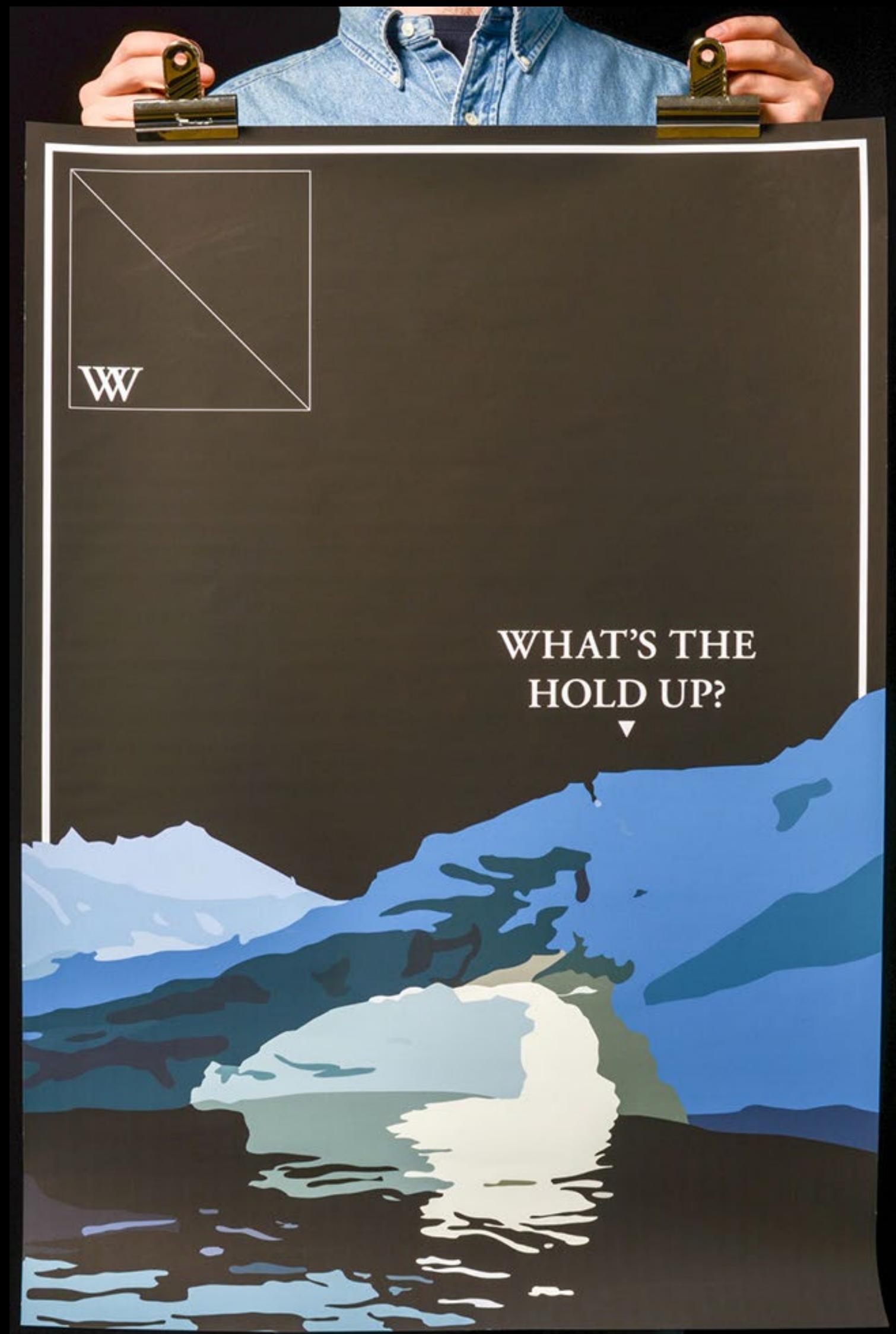
PRINT &
LAYOUT





Hardback Publication,
Blind Embossed & Perfect Bound,
GF Smith Bright White matt 140gsm
32 pages

FRONT



Double sided HP Indigo Digital Print
Printed on: A1, Mohawk Bright White 120gsm



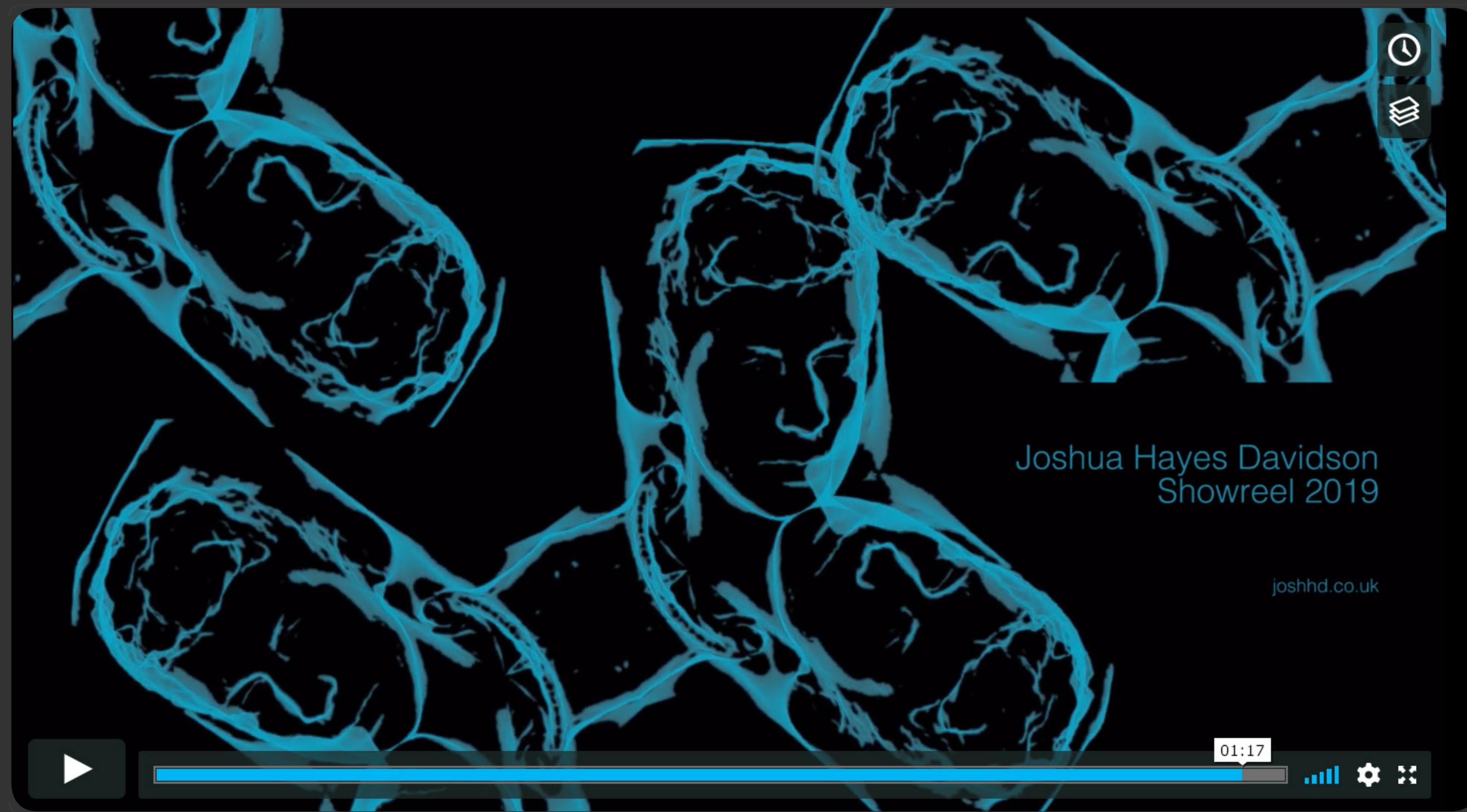
A heap of broken
images, where
the sun beats.

Text adapted from 'The Metal Case' by S. S. Shinde

Mohandas K. Gandhi
"The stone which once was hit to produce an image
was now bound to hit again to produce another." History
cannot be destroyed, but it can be misread"

Two colour screen print
Printed on: A2, GF Smith White 125gsm

MOTION DESIGN &
FILM WORK



vimeo.com/313532603
Password: sr2019

Thank you.

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