

**BRUCE**

PORTFOLIO

**FARTHING**

# POS DESIGN

After studying 3D animation I was offered a job in Point of Sale manufacturing and I have been working in the POS Marketing industry for more than 10 years.

My role has been primarily to design conceptually POSM products which have ranged from shelf talkers, gondola ends, freestanding units, exhibition stands, popup shops and more.

I've gained experience over the years in:

Conceptualizing units.

Processes involved in manufacturing from various materials such as wood, metal and plastic.

Artwork setup and printing in different methods.

In the manufacturing of sample units.

CAD drawings.

Been present at meetings, presentations and briefings.

As a person trained in animation I would like to improve my technical industrial design knowledge in the future.

Castle Lite blitz configuration concept as part of a campaign for 2DogsandaFish





Southern  
Comfort FSU  
concept created  
to imitate the look  
and feel of a  
guitar amplifi-  
er and create a  
sense of rock n  
roll nostalgia.  
Designed for  
2DogsandaFish



Pop Up Beer FSU concept creation  
based on the look and feel of the logo.  
Designed for 2DogsandaFish



JACK DANIEL'S®  
GENTLEMAN JACK®



Jack Daniels Perfect Serve (Bottle Service)

This was designed to be stand out and eye catching with a sense of sophistication and modernity. Shapes based on the bottle shape. Designed for 2DogsandaFish

**PERFECT SERVE**

A MODERN, STYLISH PERFECT SERVE WITH FEATURED ILLUMINATION





### "I Love", Indigo Brands

This counter display unit (above) was part of a campaign of POS items to celebrate and introduce two new variants within the "I Love" fragrance range. I took inspiration from Japanese popup origami to create a story with silhouettes and to make the items flat packable for transport. Designed for Campaign Creative



### Fox Apple Cider

The brief for this project (below) was to create a trade presenter which represented "the curious nature of the fox" with a puzzle element to be entertaining and interactive. My solution was what is essentially a simple 3D mosaic puzzle which when completed to assemble the logo on the unit unlocks the trade presenter to reveal the bottle and its information. Designed for The Kraal Collective



### Generic Stackable Units

This unit (above) comprises of individually brandable stackable shelves which sit on top of a cooling unit to cool and showcase one specific brand or multiple. Designed for Intermarketing/Hirt&Carter

# REALITY RENDER



# 3D VIZ

3D Visualization is encompasses the majority of the work I do. It is quite satisfying to create a visual representation of something that has not been made in the real world yet or of something that would be impossible to represent in a certain way in real life.

My experience in 3D visualization also based on my studies of animation has been mostly creating product deconstructions for Hip2Be2 magazine or architectural visualizations for companies such as the Mighty Visage, Cityscape and Inhouse. I've also completed some product visualizations for various other companies.

This is a basis of my 3D skills and I would like to expand on them and get involved in new technology and applications for these skills.

## Harrow Road

This was part of a set of visual for the redevelopment of a block in Harrow Road in London.

Visualized for Inhouse





# What's inside a cellphone's touch screen?

Buttons are so last century ... these days cellphones need only a screen, and all you need to do is touch it and it'll do whatever you want (except perhaps give you the exam answers).

Most touch-screen cellphones use one of two types of technology: **resistive**, which means the screen picks up the pressure of your finger, or **capacitive**, which means the screen has an electrical field on its surface, and this gets changed when someone touches it.

We decided to deconstruct the Samsung Star, to see how its touch screen works.

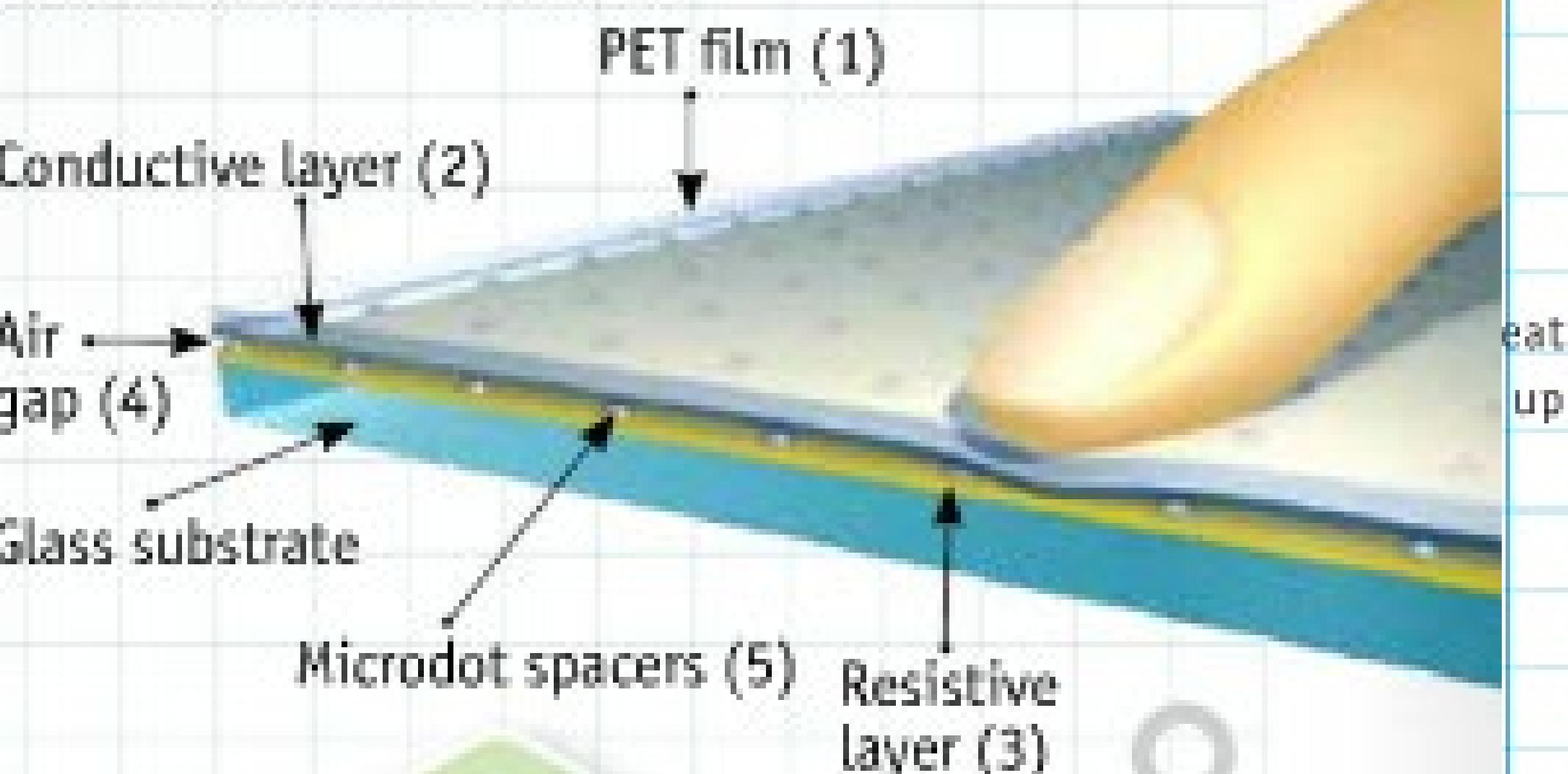
This cellphone uses a simple but



Wow!

To download a digital version of this page, go to [www.hip2b2.com](http://www.hip2b2.com).

## RESISTIVE TOUCH SCREEN

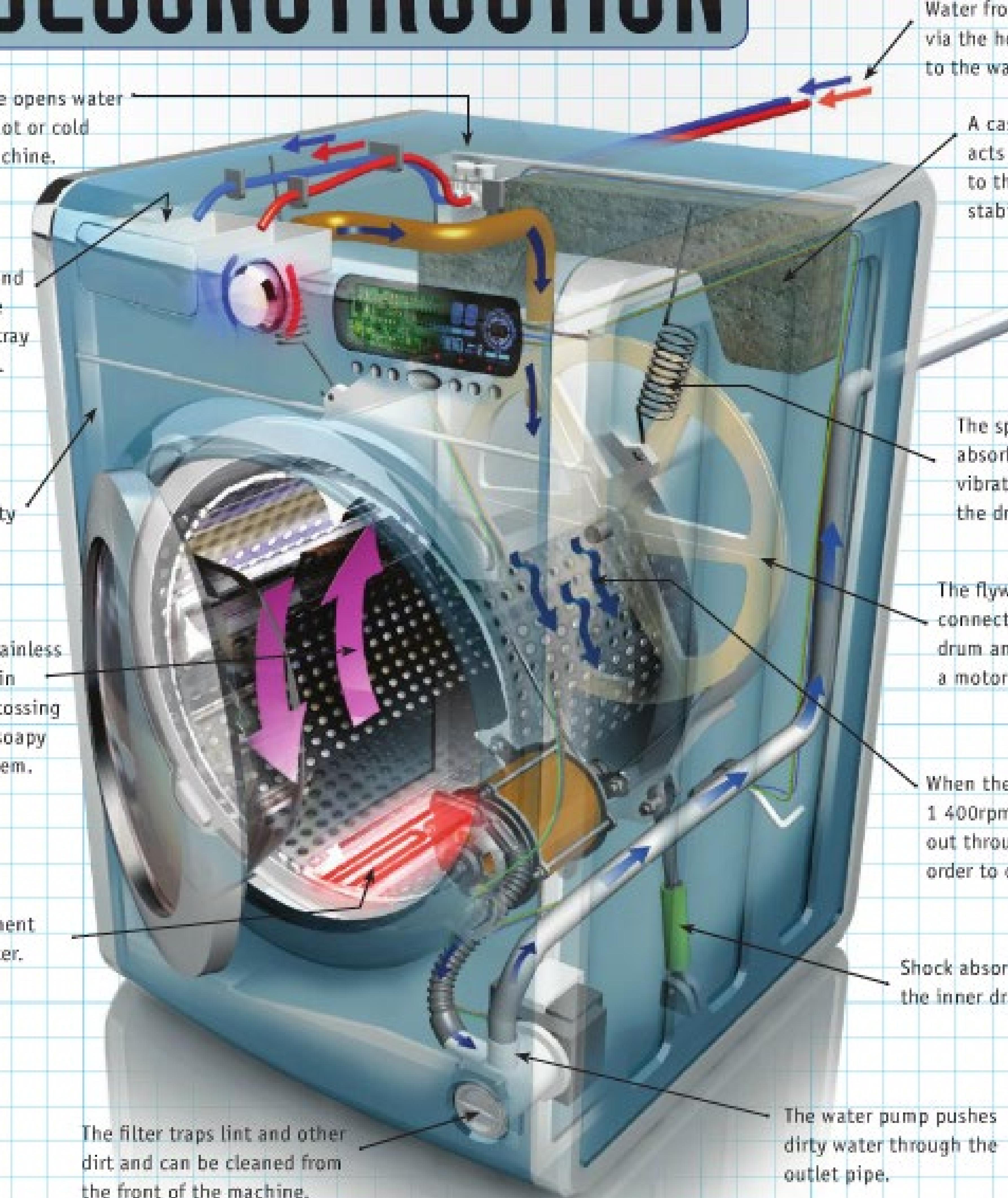


## DID YOU KNOW?

The first touch screen was invented way back in 1971. Bet they didn't know it would become so popular in about 40 years time ...

# DECONSTRUCTION

ILLUSTRATION AND TEXT: BRUCE FARTHING



## Deconstruction Articles

These are examples of collaborative projects done monthly for Hip to be square magazine.

## Harrow Road

This was part of a set of visual for the re-development of a block in Harrow Road in London.

Visualized for Inhouse



## Ciro Beverages

This is the interior of a mobile coffee station.  
Concept and visualized for Campaign Creative



### Harrow Road

This was part of a set of visual for the re-development of a block in Harrow Road in London.  
Visualized for Inhouse

## Box Park

This was part of a set of visual for the re-development of a market.  
Visualized for Inhouse



# GRAPHIC

Over the years I have been involved in parts of graphic design. As mentioned before, creating dielines and setting up artwork for print but I have also been asked to create logos and layouts.



**RMA**  
Logo concept which was requested to be  
rendered in 3D

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# WEB & DEV

I've always been interested in games and the mechanics of them and have tried various software over the years that cater for game making. Some of the older ones such as Click and Play and Adventure Game Maker bring back a lot of nostalgia for me.

More recently I've had a strong interest in learning to code. Having used basic HTML, Turbo Pascal and Logo when I was in school and Flash more recently. I've come to understand the basics.

I've been working on learning web development with Freecodecamp.org and I've used web tutorials and Udemy courses to learn how to program in Unity3D with C#.

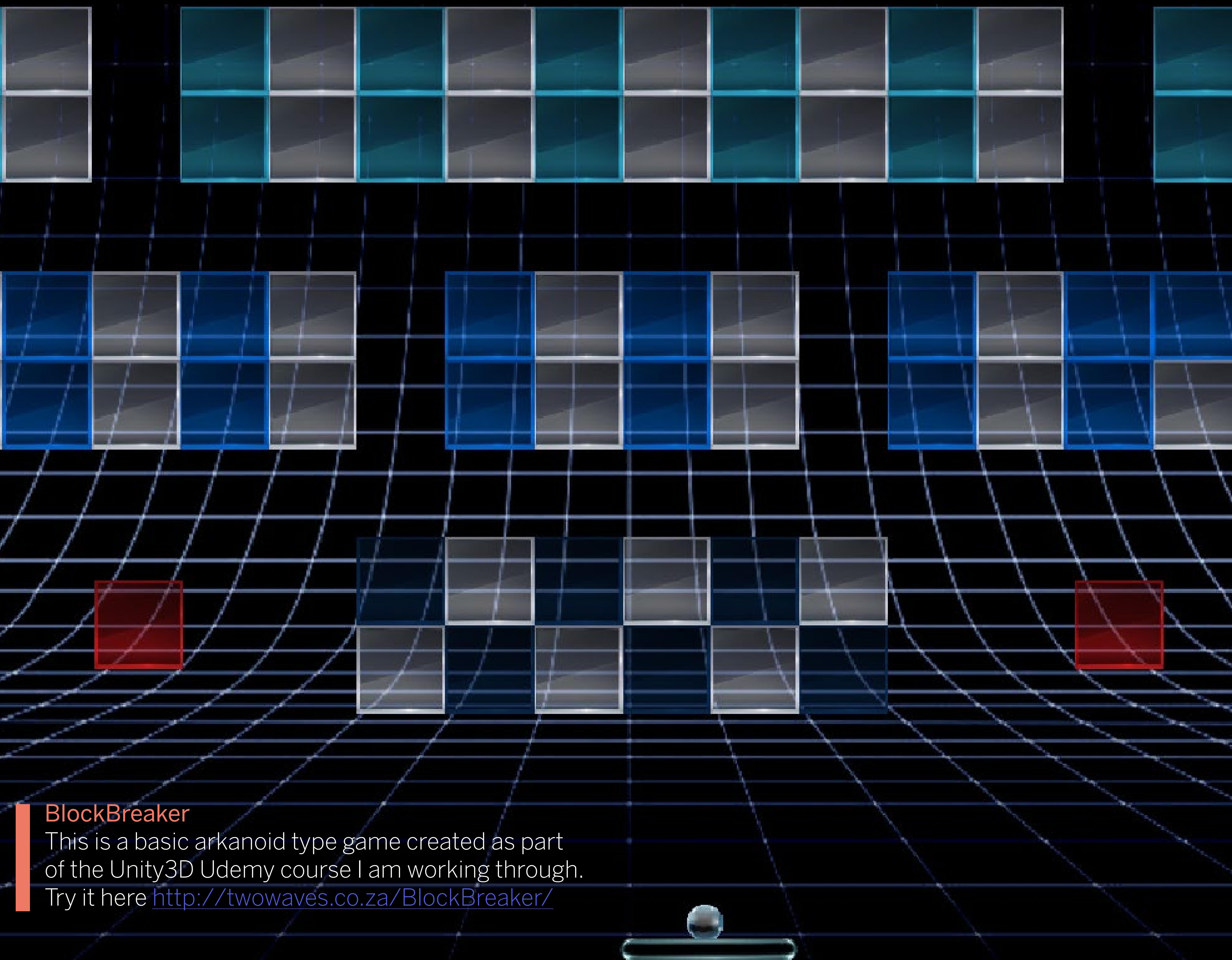
While I'm still working on these skills and learning as much as I can I am keen to move into a space where I can build on these skills and use them productively.



## Catship 3D

This is a basic space flight sim where an enemy ship chases you and you have to evade it to get in a position where you can shoot it down. I built this in Unity3D with information from the internet. My goal was to create smooth movement of the player which I felt I achieved.





### BlockBreaker

This is a basic arkanoid type game created as part of the Unity3D Udemy course I am working through.  
Try it here <http://twowaves.co.za/BlockBreaker/>

# WEB & DEV

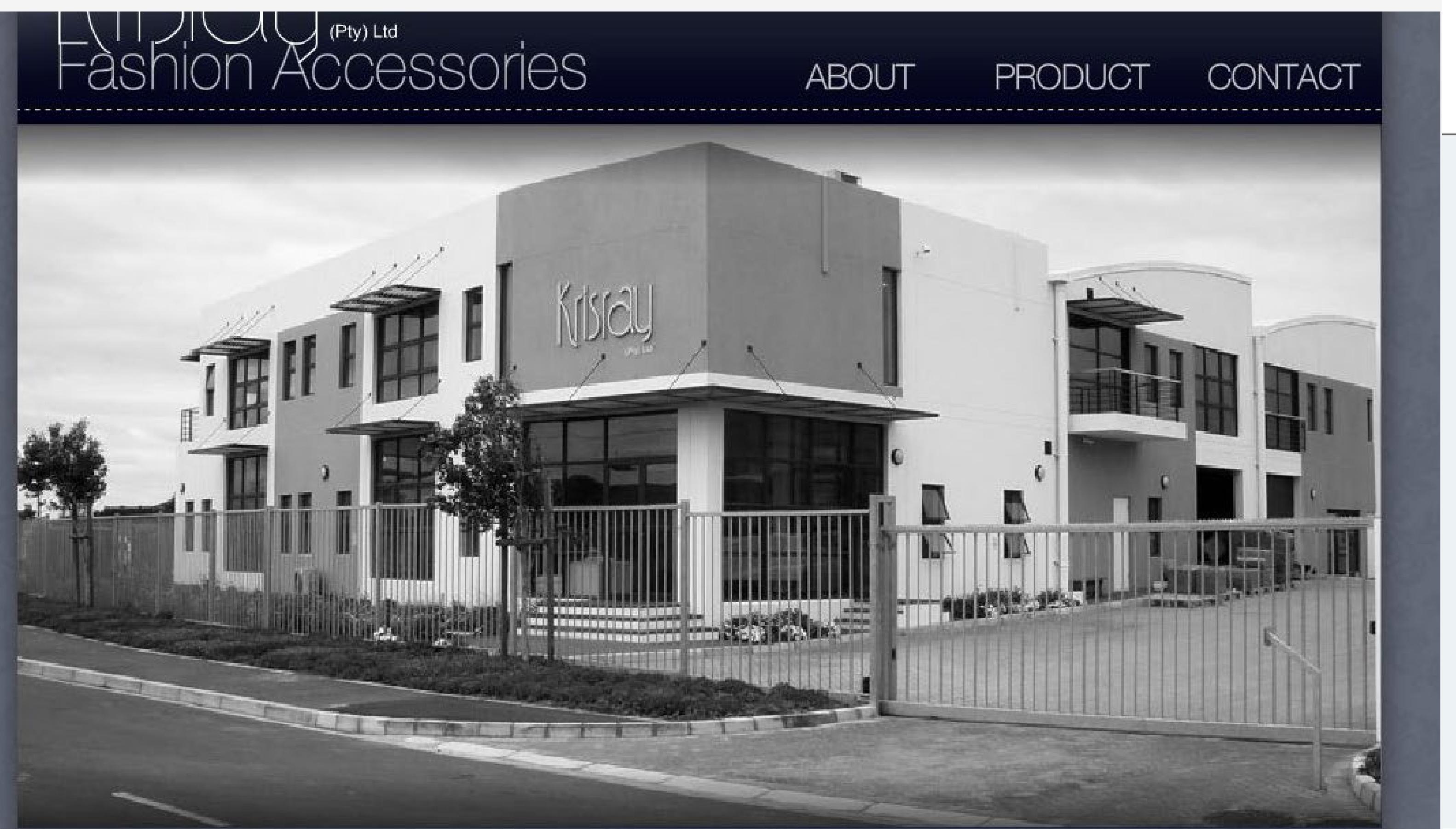
A few of the websites I have created or designed are displayed here.

The Krisray website is built in Flash, you can click on the image to view the live site.

Next to that is a forum I created with Wordpress is hopes to create a side business for the cosplay community in South Africa. You can click through to view the live site.

The Playboy site was a design concept which we pitched to them on the launch of their condom brands. This was a part of a point of sale campaign for them.

The Inthelouvre site was a blog for TLC media to keep their customers in the loop regarding their advertising campaigns. This was created with Wordpress. This site is no longer in operation.



A screenshot of a WordPress-based forum titled 'COSPLAY SAFORUM'. The header includes the forum logo and navigation links for 'HOME', 'ABOUT', 'CONTACT', 'SEARCH...', 'UPCOMING EVENTS', and 'There are no upcoming events at the moment'. The main content area shows a table of forum categories: 'Official' (3 topics, 3 posts), 'Introductions' (0 topics, 0 posts), 'General' (0 topics, 0 posts), and 'Your Photos and Videos' (0 topics, 0 posts). Below the table, there are two blog posts: 'LOOvision 5 stars' (published on Mar 9, 2011) and 'Graffiti' (published on Mar 24, 2011). The right sidebar contains social media links for Facebook, Twitter, and RSS, and a search bar.