



Clay Hurring

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About Me

Hello, My name is Clay and this is my portfolio.

I'm a 19-year-old student currently living and studying in Auckland. I have a passion for design and enjoy working across all kinds of mediums in all sorts of design fields. My goal with this portfolio was to showcase that.

I hope you enjoy looking at my work.

-Clay

Havel the Rock

MODEL SHOWCASE



HAVEL THE ROCK

THE CHEST ARMOR PIECE CONSISTS OF FOUR SHOULDER PLATES KNECK PLATES ONE MAIN CHEST PLATE A SEPARATE WAIST PIECE. LEG GUARDS THAT ARE EACH MADE UP OF THREE PLATES. THE PACK ARMOR HAS TWO SPIKES THAT MIMIC DRAGONS (THE CREATURES THESE KNIGHTS WERE TASKED TO HUNT). THERE ARE DECORATIVE CHAINS, CLOTH, AND CHAINMAIL HOLDING EVERYTHING TOGETHER.

THE GAUNTLETS CONSIST OF A SINGULAR CYLINDRICAL STONE PIECE WITH CHAINS WRAPPING AROUND THEM FOR DECORATION AND EXTRA EFFECTIVENESS IN MELEE COMBAT. CHAINMAIL IS USED AGAIN TO CONNECT EVERYTHING AND FOR THE GLOVES.

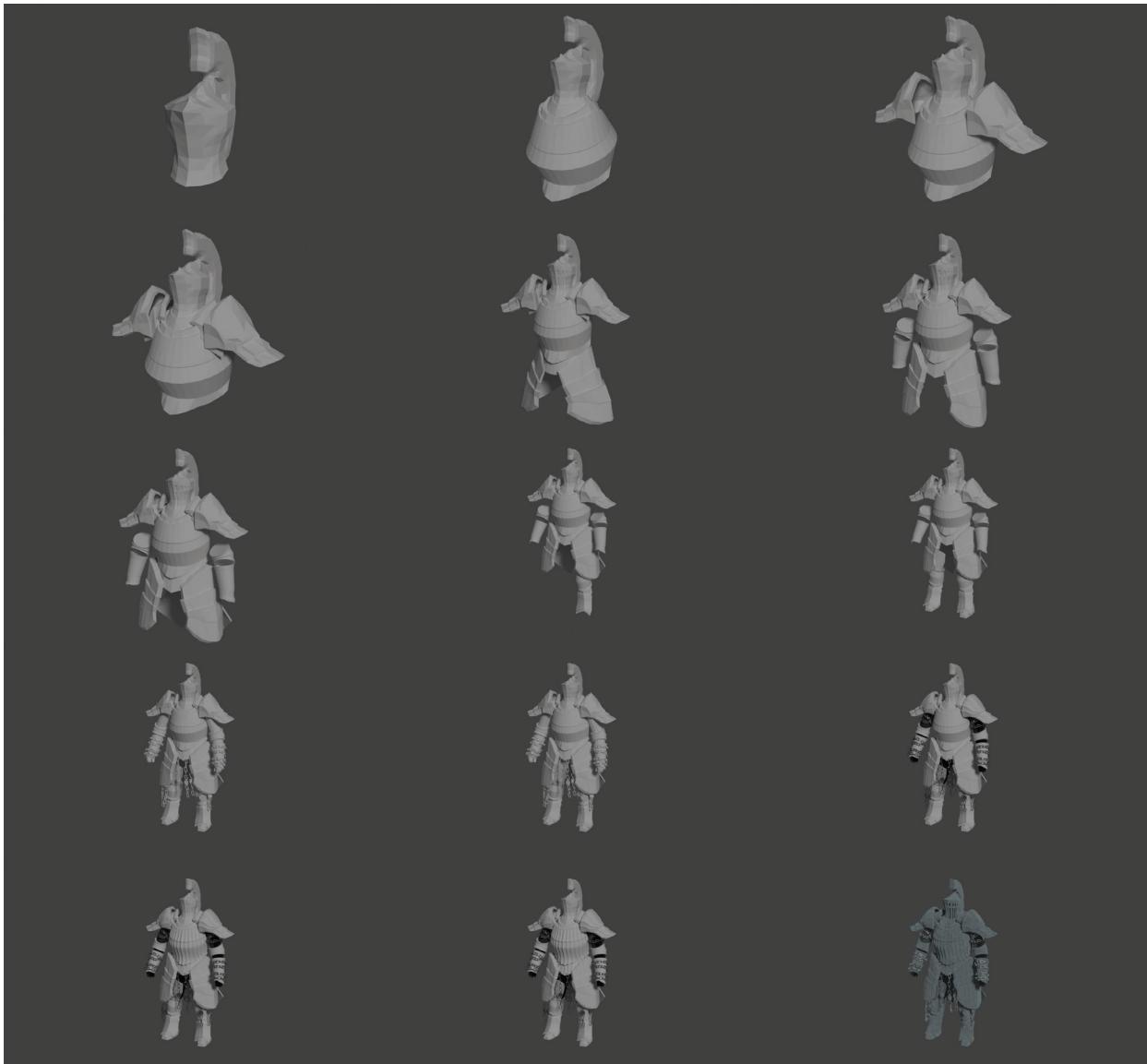
THE HELMET IS MADE UP OF THE HEADPIECE AND THE FRILL. THE HEADPIECE HAS MULTIPLE CUTS MADE VERTICALLY SO THE PERSON WEARING THE HELMET CAN SEE.

THE LEGS CONSIST OF CHAINMAIL UNDER AR.MOR. KNEE PLATES, SHIN GUARDS, STONE BOOTS AND THIGH PLATES FOR PROTECTION.

DARK SOULS 4
CLAY HURRING

This project had me recreating a character/ armor set from the video game series "Dark Souls". The armor changes slightly from game to game, so my brief was to redesign the armor set for From Software's newest entry into the series, Dark Souls 4.

Because the armor never changes too drastically in every new variation, I started by researching how the armor looked in previous iterations. Once I had a strong understanding of how the armor had looked in the past I could start designing how it could look in the future. The image to the right shows the design progression of my final armor design. Above is the showcase of my final design, and on the next page is a few of my final renders.



HAVEL THE ROCK
DARK SOULS 4
CLAY HURRING



HAVEL THE ROCK
DARK SOULS 4
CLAY HURRING





X-Wing



This X-Wing was one of the first proper 3d models I created. It was completed over 3 days and introduced me to using different settings to achieve a wide variety of unique looking materials. I was also my first experience using lighting to illuminate a scene. If I were to continue working on this Project I would use proper textures with UV maps.

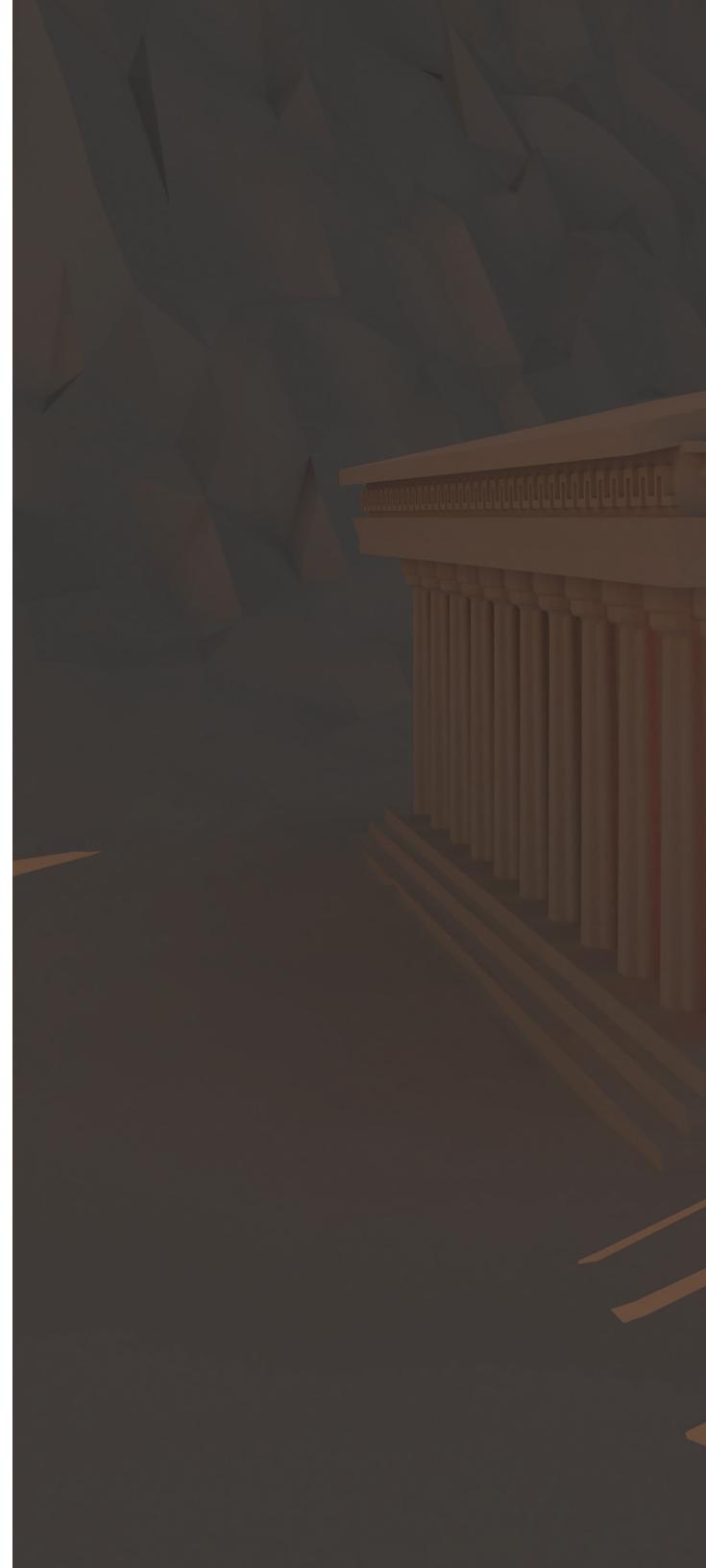


Greek Temple

This was an exercise in learning to use arrays and lighting to create visually appealing designs.

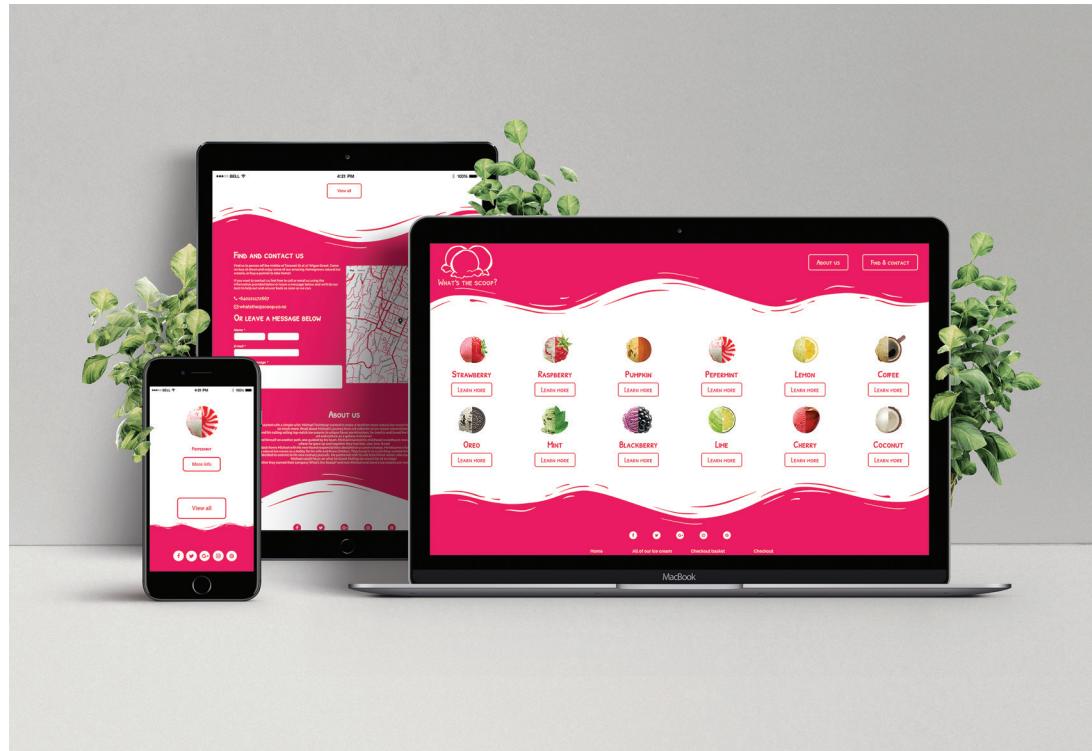
learning how to only make an object once and array it to create a series of the same object is a huge time saver and proved very useful for every 3d project I have worked on since.

Playing around with lighting and colour to give a scene an interesting and unique look was also very useful as lighting often determines the mood of a scene.



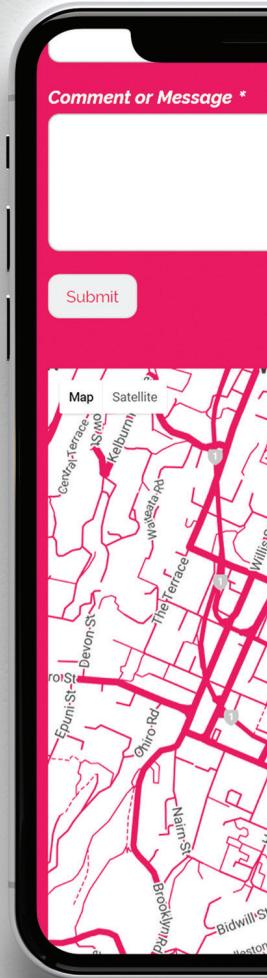
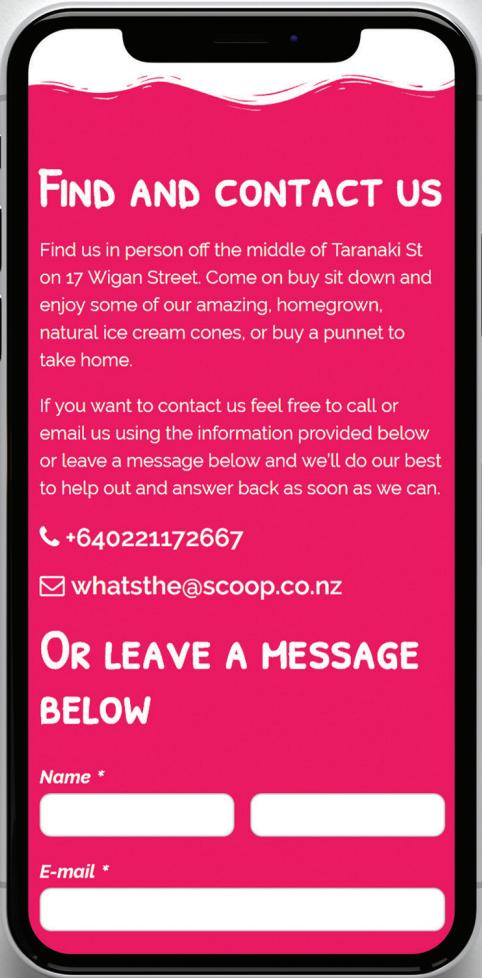
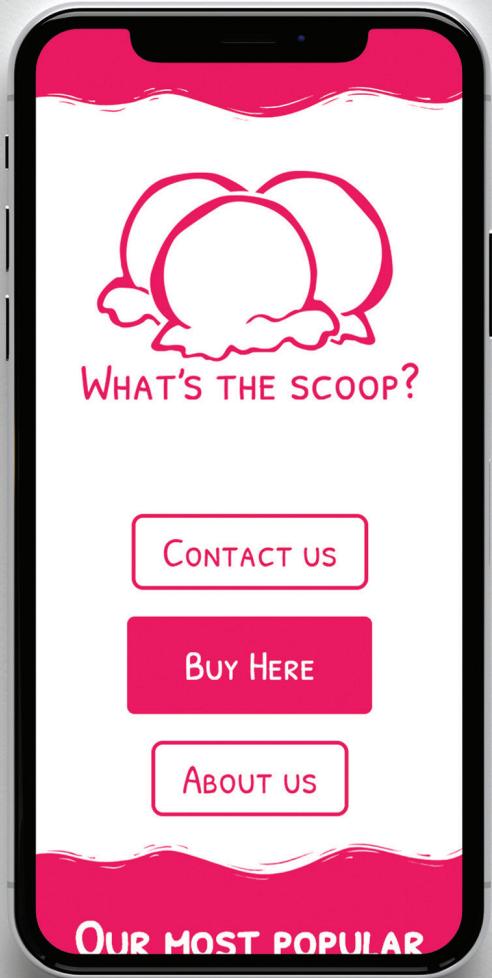


What's the Scoop?



What's the scoop was an interesting project. It had me creating a fictional company, defining the target audience for it, designing and creating the website for it, as well as setting up the e-commerce side of things. The design had to reflect the company's image as well as catering to the target audience. This meant by the end of it I had a fully functioning website that you could go onto and make purchases through.





e *



What's the Scoop? started with a simple wish: Michael Twinthorp wanted to make a healthier, more natural ice cream for his family. But soon it became so much more. Read about Michael's journey from art galleryist to ice cream extraordinaire. Before Michael found his calling slinging top-notch ice cream in unique flavor combinations, he lived and loved in the big city. Michael's life was full of culture and art as a gallery maintainer. But he'd soon find himself on another path, pulled by his heart. He married his love Louis and together they had kids, one, two, three. Back home, Michal started making natural ice cream for his family. Together they moved to Wellington New Zealand, back to where Michael had grown up. Michael decided to commit to his culinary pursuits. He partnered with his old time friend James and together named their company Whats the Scoop?, and it's a sweet delight. Now Michael and Jame's ice creams are sweeping the nation..

Raspberry Tub 2L

\$15.00

10 in stock



1

Add to basket

[Description](#) [Additional information](#) [Reviews \(0\)](#)

Description

This delicious all natural ice cream is made from all natural real ingredients. Real chunks of Raspberry add a kick of flavor to this creamy vanilla base. Perfect for every occasion, from a 10th birthday to a sneaky 2 am snack!



Burgatory

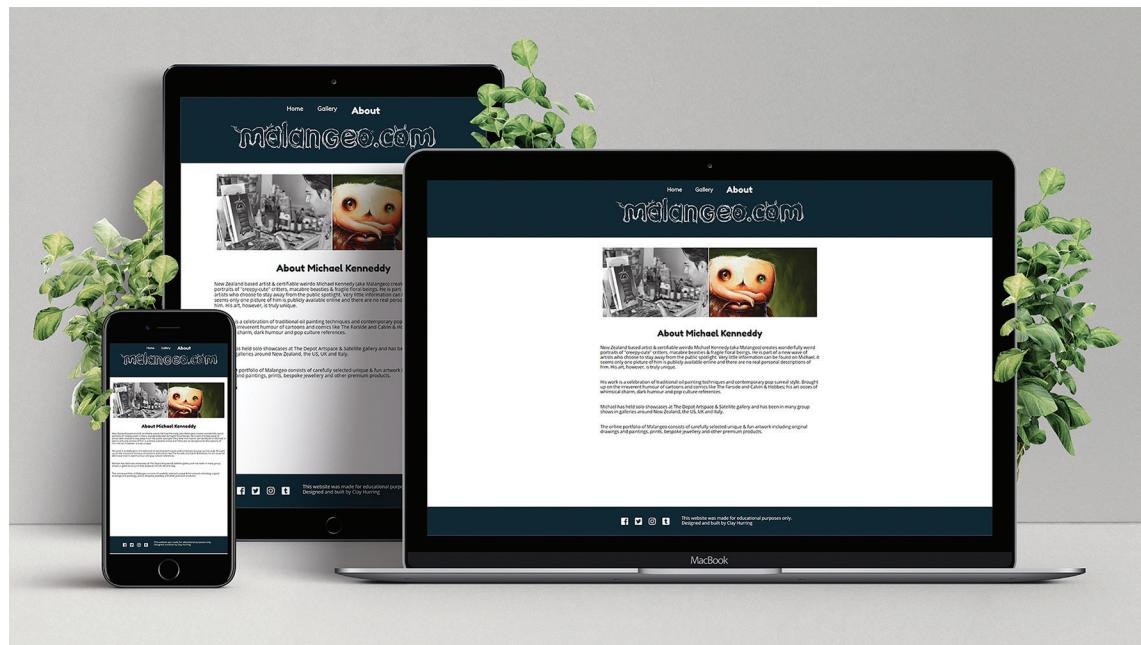
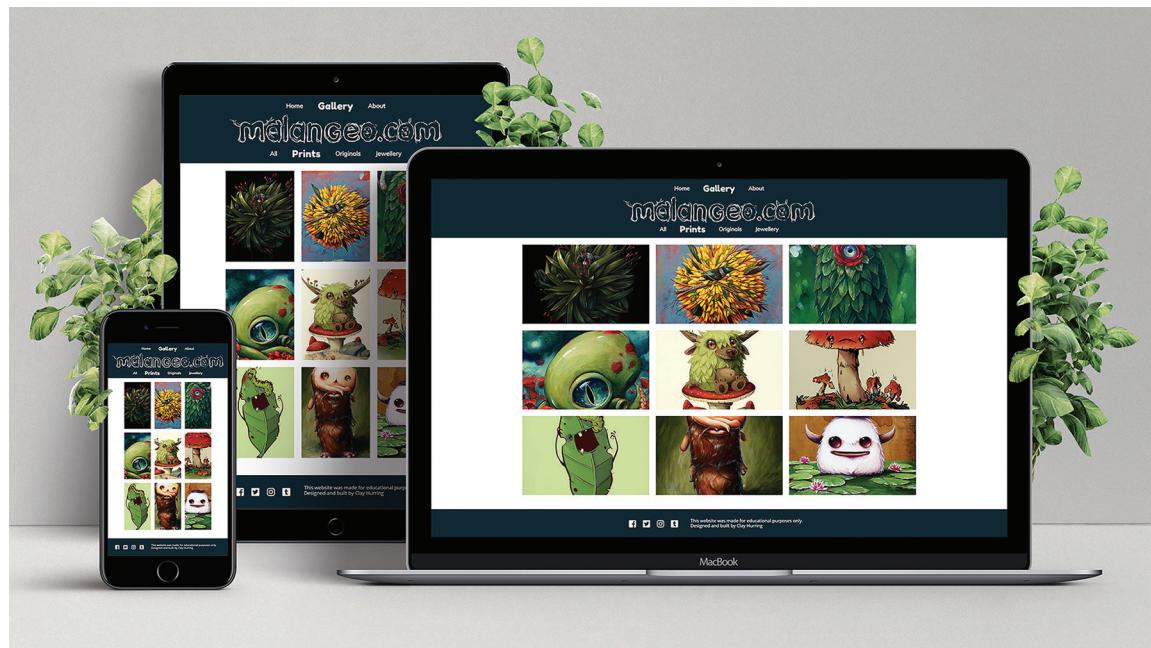
Burgatory was a simple project, but one that I think turned out aesthetically very nice. It was only a landing page for a restaurant, but it looked very nice on desktop and mobile as well as devices in between. I based some of the look for the site off of their current branding and created my first drafts for the site. I felt that something was missing though. What I came up with for the final site was an animated gif that lived in the header that showed the process of a burger being created. I found this really added some flair to the site and made it feel less stiff and boring.

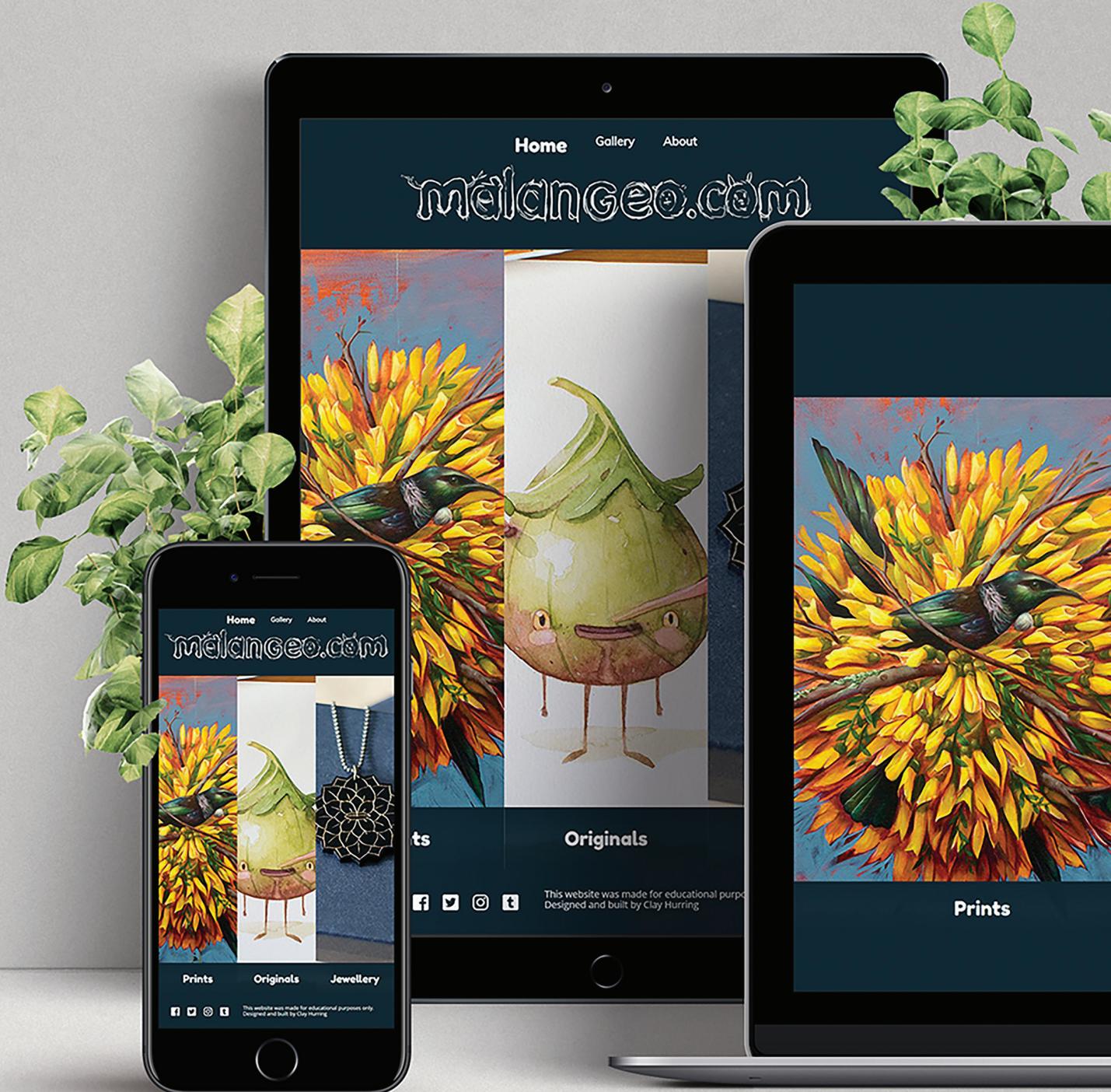






Malangeo was a bit more of an in-depth project compared to Burgatory. I made multiple pages, including a gallery home and about page. For this project, we had to define our target audience much more clearly. So most of the decisions I made while creating this site we aimed towards a younger audience. His art is very upbeat and quirky so I tried to capture some of this in my design, while still maintaining a professional storefront demeanor.







Home Gallery About

melangeo.com



Originals



Jewellery



This website was made for educational purposes only.
Designed and built by Clay Herring

MacBook

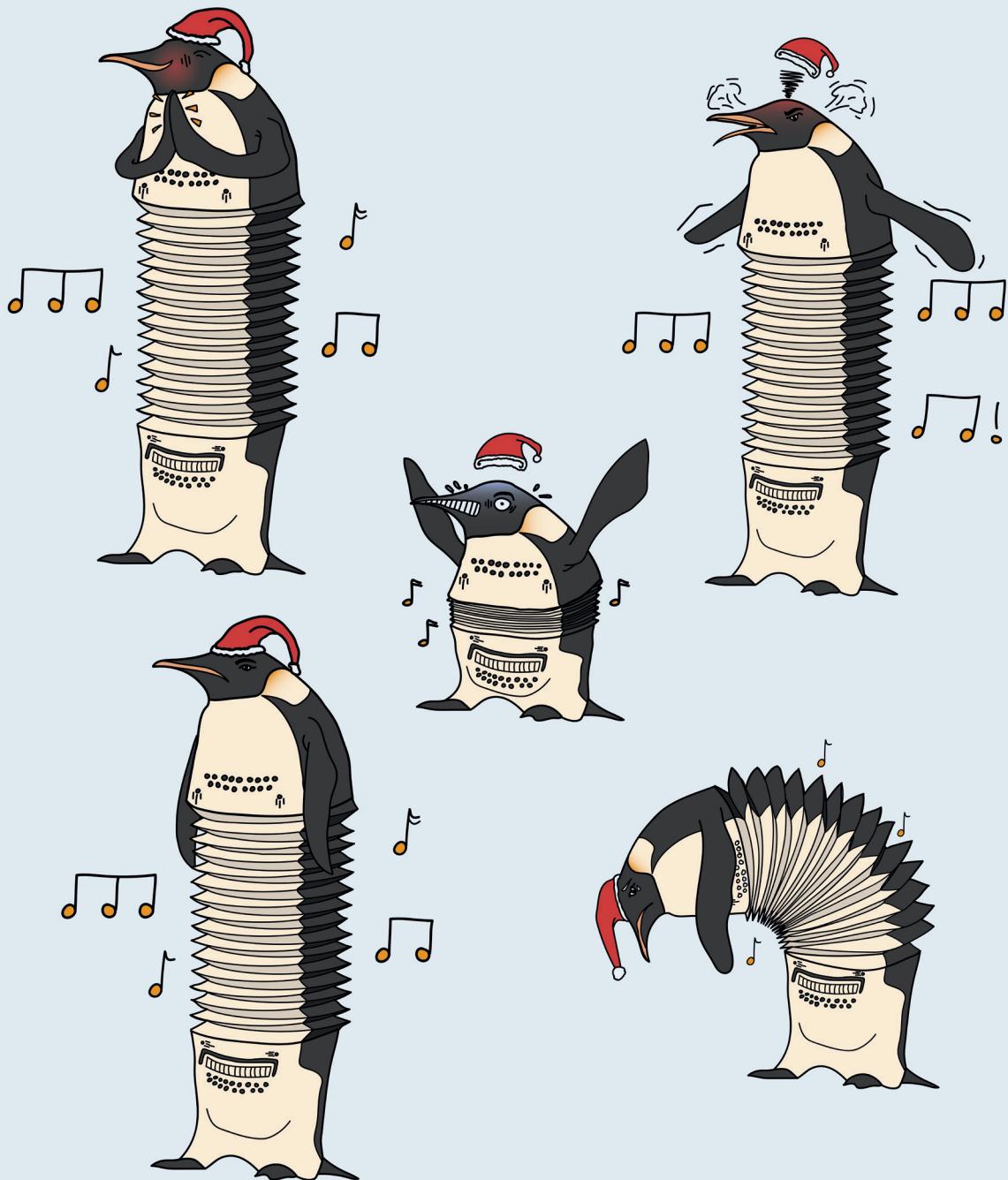


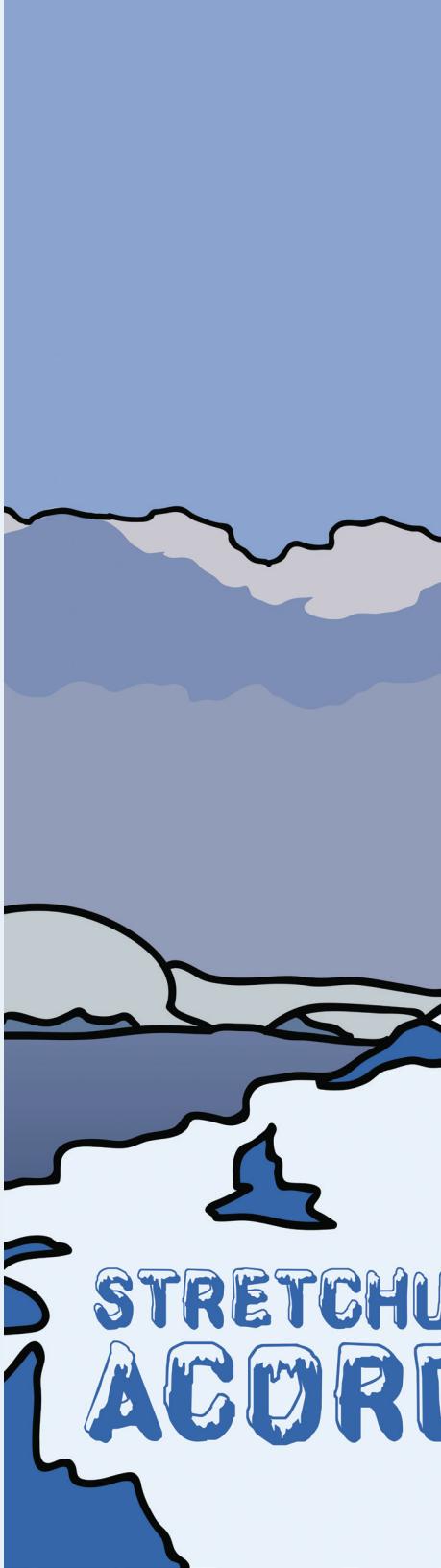
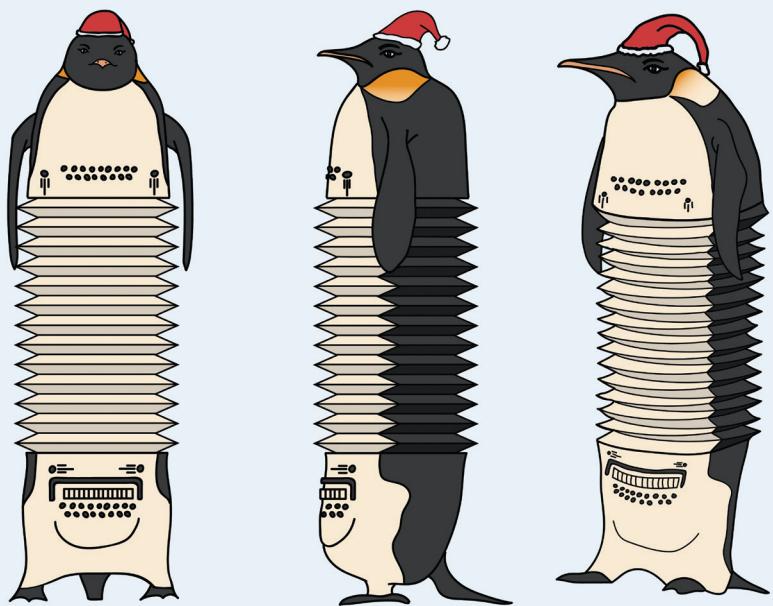
Acordiguin

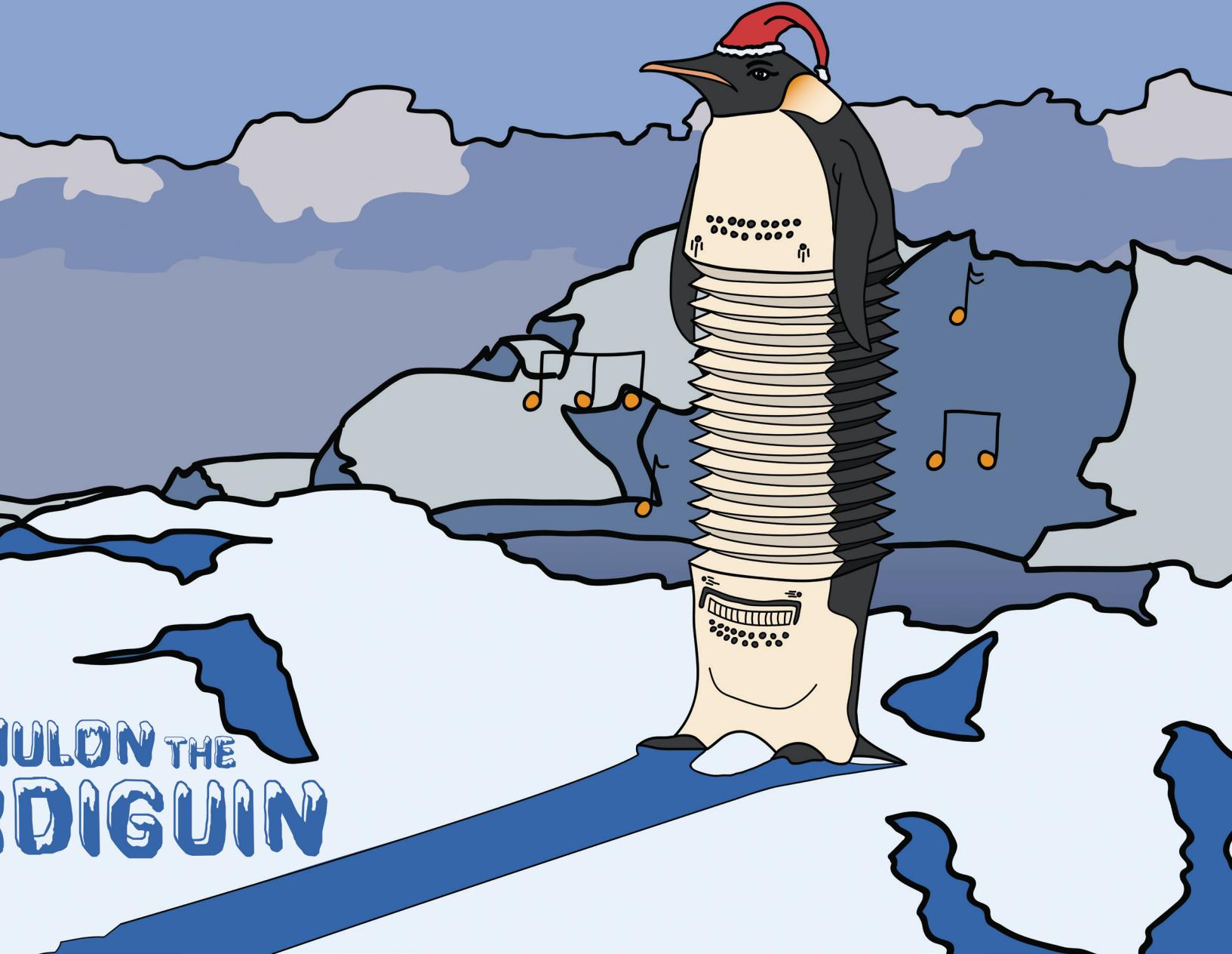
Pg 22

For the Acordiguins, we had to create a hybrid creature that is made up of an inanimate object and an organic creature. Below is a scan of one of my pages coming up with ideas. What I came up was a cute little creature made up of an accordion and a penguin. On the right are the Acordiguin's different expressions, and on the next page are it's orthographic and the final character in context of it standing on an iceberg in Antarctica.







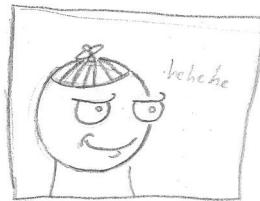
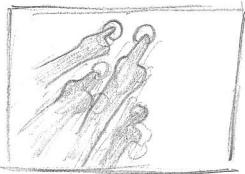
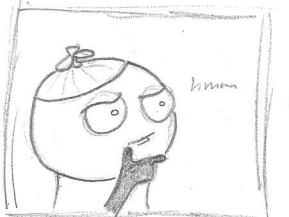
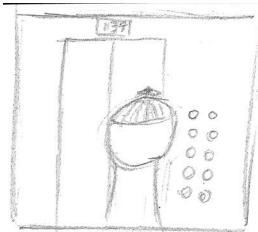


MULON THE
PENGUIN

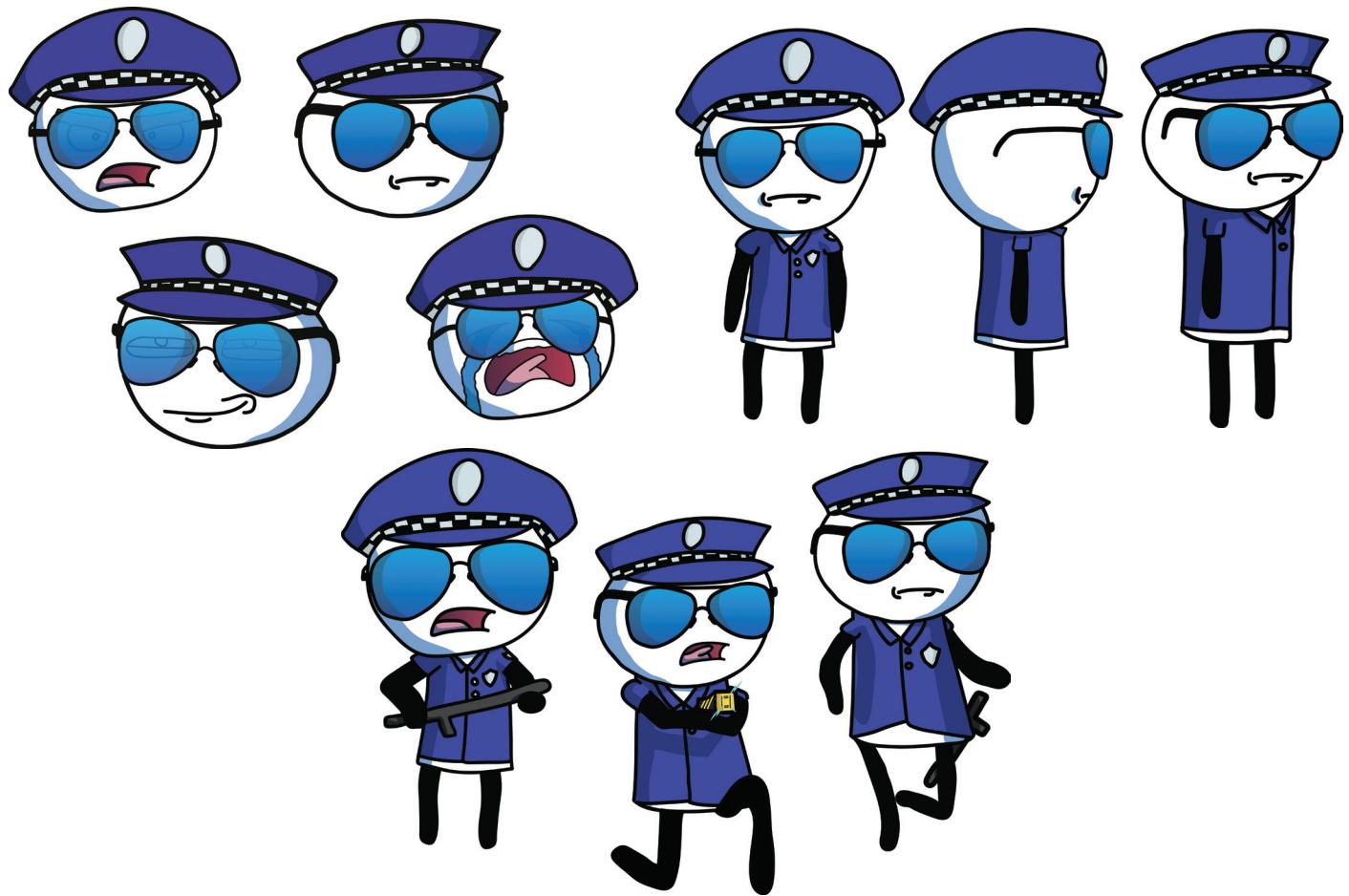
Elevator Comic

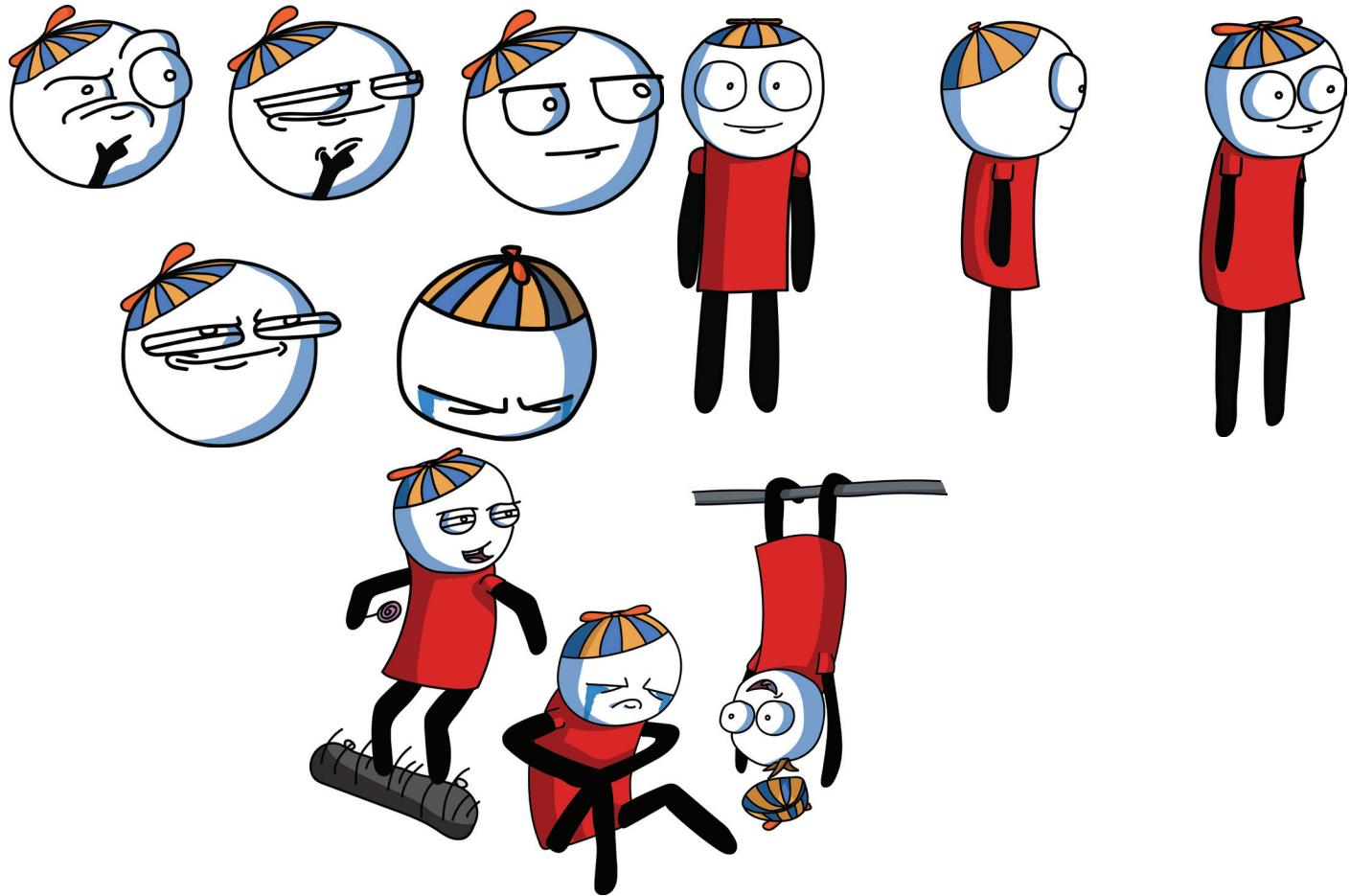


For my elevator comic, the goal was to create a webcomic in the style and tone of New Zealand artist Gregor Czaykowski. I started by doing a few pages of character drawings to try and pin down his style. Once I felt I had replicated his art style sufficiently, I went on to the ideation phase. I came up with the idea of a kid pushing all the buttons and getting arrested for it. I felt this was the type of idea Gregor would come up with so I went back to the sketching phase to come up with the designs for the characters of the comic.



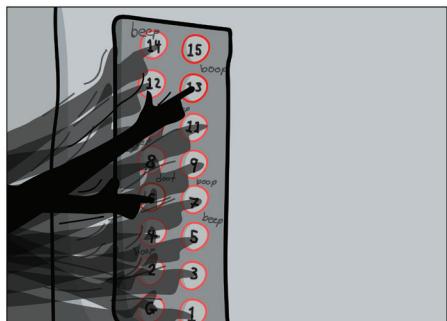
I created three characters and facial expressions, key poses and orthographic drawings for each. Now that I had the character designs finalized I could start on the final comic.





The format of the original comic was completely vertical because you would read by scrolling down like a web page. But because we had to print for our finals I created the alternate version that you see in this portfolio that reads left to right like a more traditional print comic.





NukaCola

Pg 32

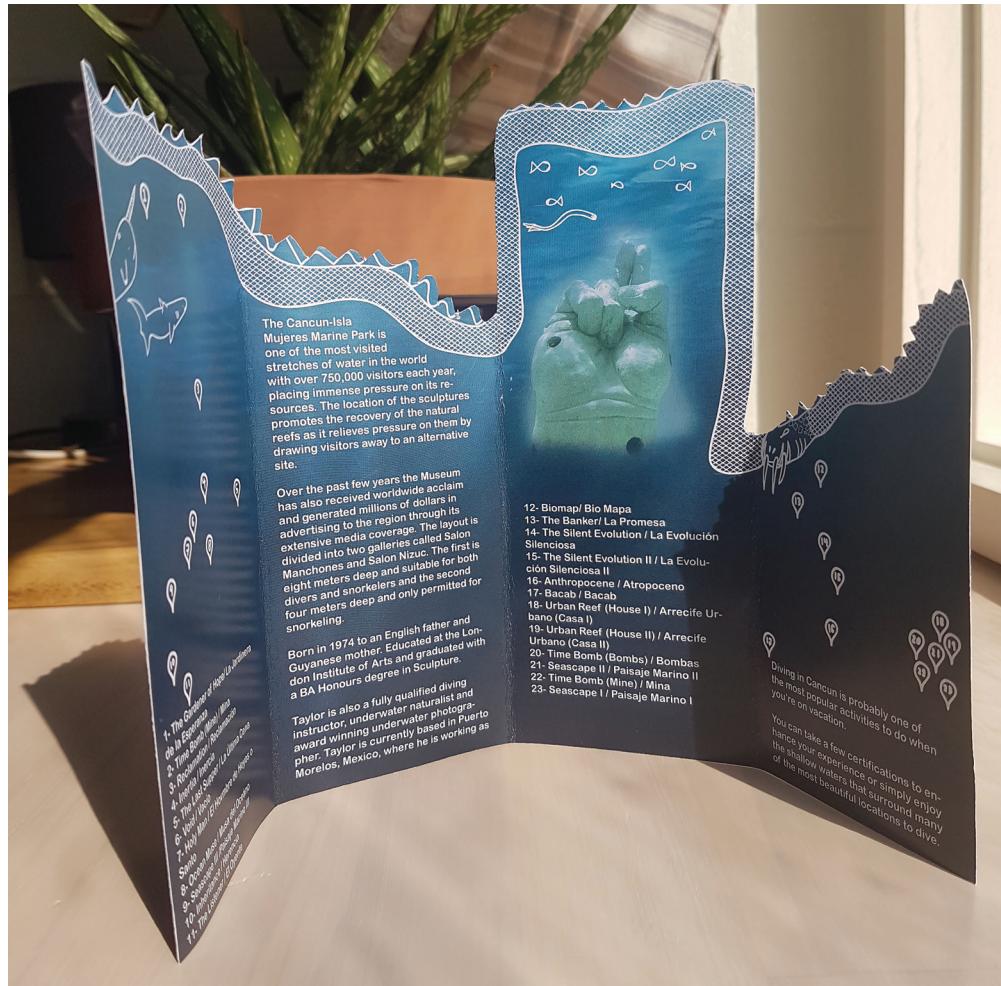


The brief for NukaCola was to pick a fictional food/ drink from any media and design or redesign the packaging for it. I went with the drink NukaCola Quantum found in the Fallout series. The design theme of fallout is that technology progressed far into the future but the aesthetic of the world was stuck in the 1950's. This let me have fun in designing a retro-futurism style of packaging.

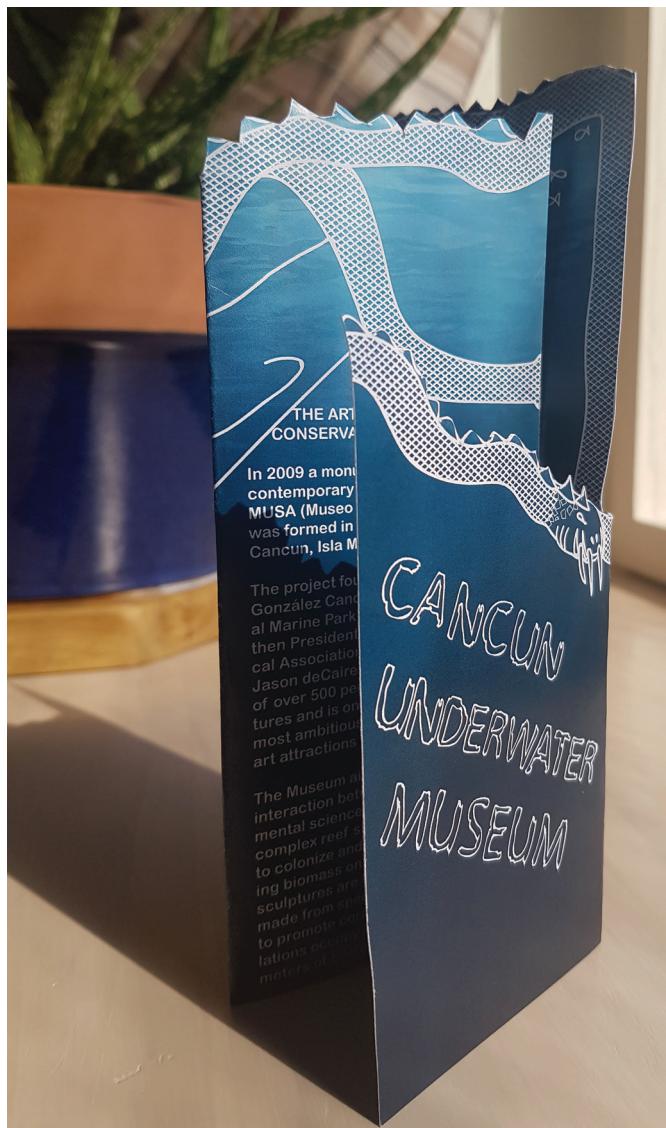
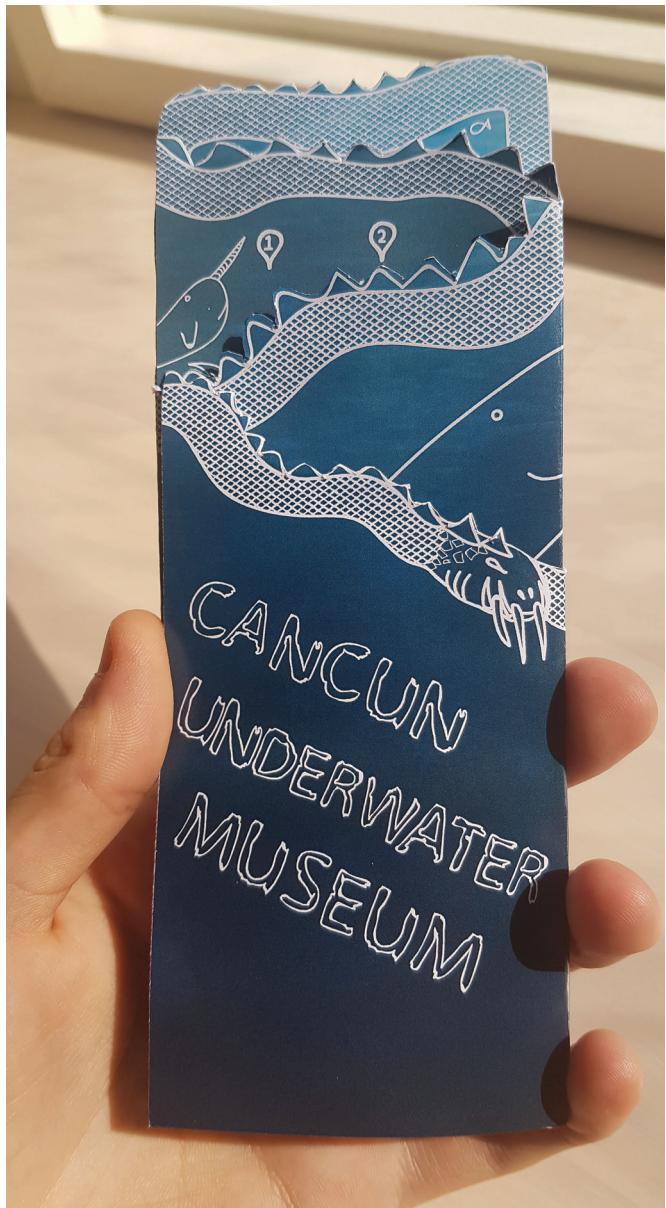


Cancun Museum

Pg 34



I was tasked with creating a brochure for any museum in the world. I wanted something different so I found a very unique museum. One that is completely submerged underwater off the coast of Cancun Mexico. And for a unique museum, I needed to create a unique brochure. The design went through multiple iterations, but the one I landed on was this zig-zagging sea serpent design that's body works while closed and open to tie the whole thing together. It includes a map of the area as well as descriptions for each art piece. The idea is that the brochure could be laminated and taken underwater with the museum-goers.



Lollapalooza

Pg 36





Lollapalooza is a yearly music festival held in Chicago. The brief required me to design a poster front and back, staff lanyard, and ticket. Lollapalooza is a very upbeat pop festival so I wanted to reflect that in my designs. My final design featured the silhouette of a DJ throwing his hands up in the air with colour explosions going off in front of him. This theme of bold colours continued throughout all of the pieces for this project. The lanyard features space for a photo name, the ticket has key information to the event as well as a barcode (QR code) and the main poster has the headliners of the event on the front, all the artists on the back as well as a map of the venue.

Every year The Creative Store releases statistics on the average pay for New Zealand jobs in the design industry. My task was to take the raw data and turn it into something appealing and informational to the target audience this data pertains to (New Zealand designers). My final solution to this was to first group the jobs into four categories. Digital/ Web Design, Motion/ Animation, Digital/ Development and Graphic Design/ Mac Op.

I then had each job average minimum and maximum compared to each other by how much of the circle they took up, the bigger the circle, the more pay the job gets. I also had the data in text for quick viewing. To make it even faster to tell which jobs made more/ less at a glance I colour coded each job and gave the colours a key in the top right showing each value from high to low.

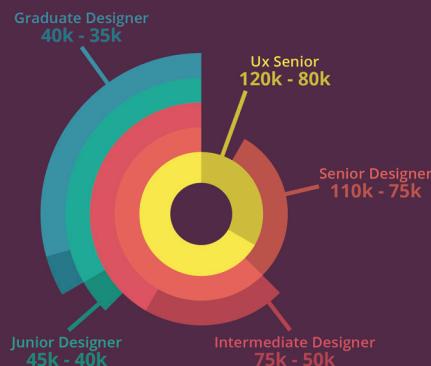
the **creative store**

High Low

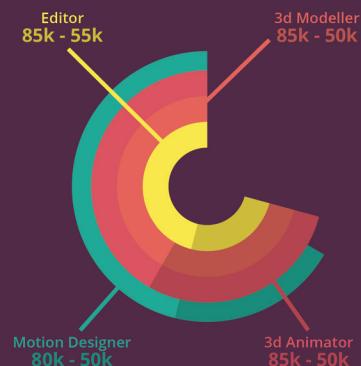
-By Clay Hurring

Our salary review is a guide on how the industry is performing a gauge of the New Zealand market. Figures are based on the candidates we meet, their current salaries and their skills vs salaries. This combined with our client salary expectations, gives an overall market expectation.

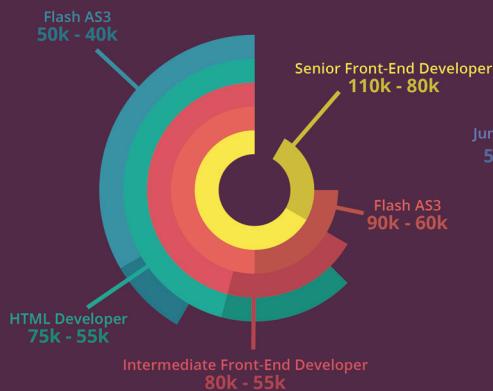
Digital / Web Design



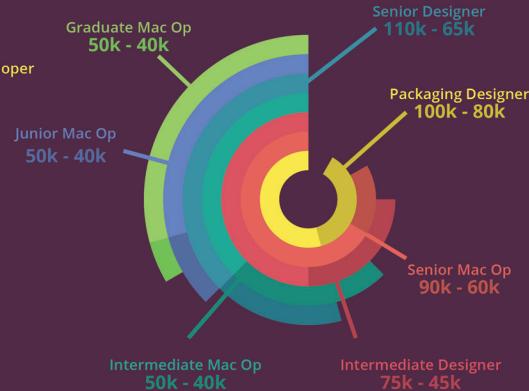
Motion / Animation



Digital / Development



Graphic Design / Mac Op



Personal Brand

This is the style guidelines I did for my own personal logo. It includes everything a designer (mostly me) would ever need to know when using my logo. This includes clear space, colour, black and white variations of the logo as well as minimum sizing. Finally, it includes RGB, CMYK and Pantone colour swatch information for the colours I have used as part of my personal brand.



Reverse



Exclusion Zone



Black & White

Minimum Size



Main Font

Raleway SemiBold
1234567890
!@#\$%^&*()=-+
abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Alt font

Raleway Regular
1234567890
!@#\$%^&*()=-+
abcdefghijklm
nopqrstuvwxyz
ABCDEFGHIJKLM
NOPQRSTUVWXYZ



R: 16
G: 25
B: 33
C: 82
M: 71
Y: 59
K: 75
P 129-2 C



R: 57
G: 34
B: 102
C: 91
M: 100
Y: 21
K: 23
P 98-15 C



R: 153
G: 197
B: 197
C: 40
M: 9
Y: 22
K: 0
P 129-2 C

Digital Art

Here is a piece of my digital art. It was created in photoshop over an afternoon with a Wacom drawing tablet





