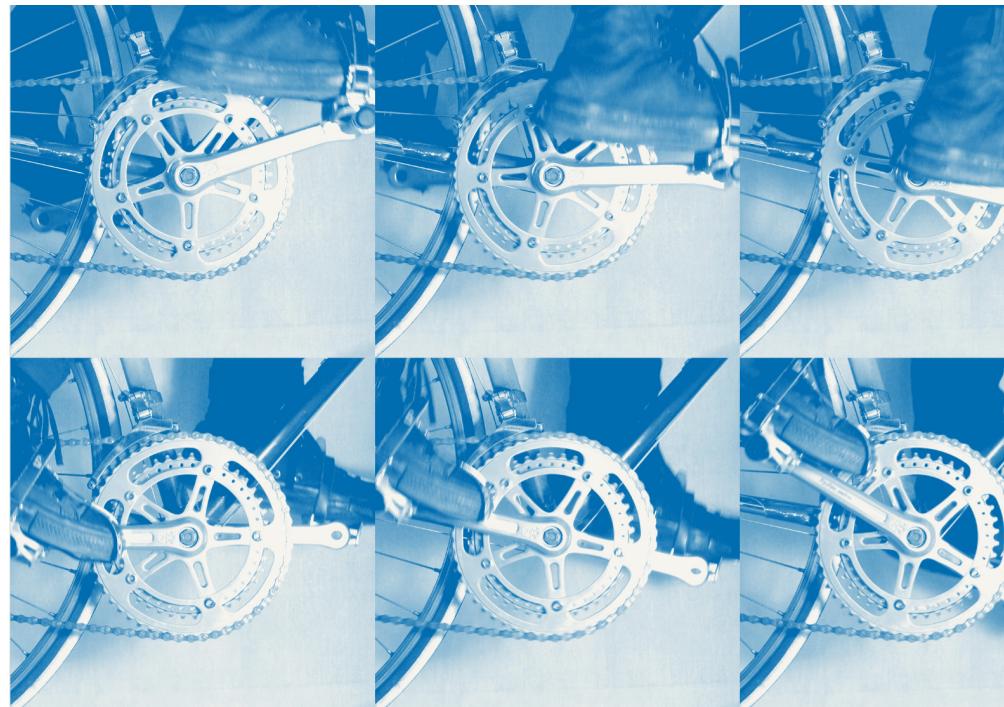


HI, I'M



PLEASED TO MEET YOU



**BRISBANE
BICYCLE
FILM
FESTIVAL**

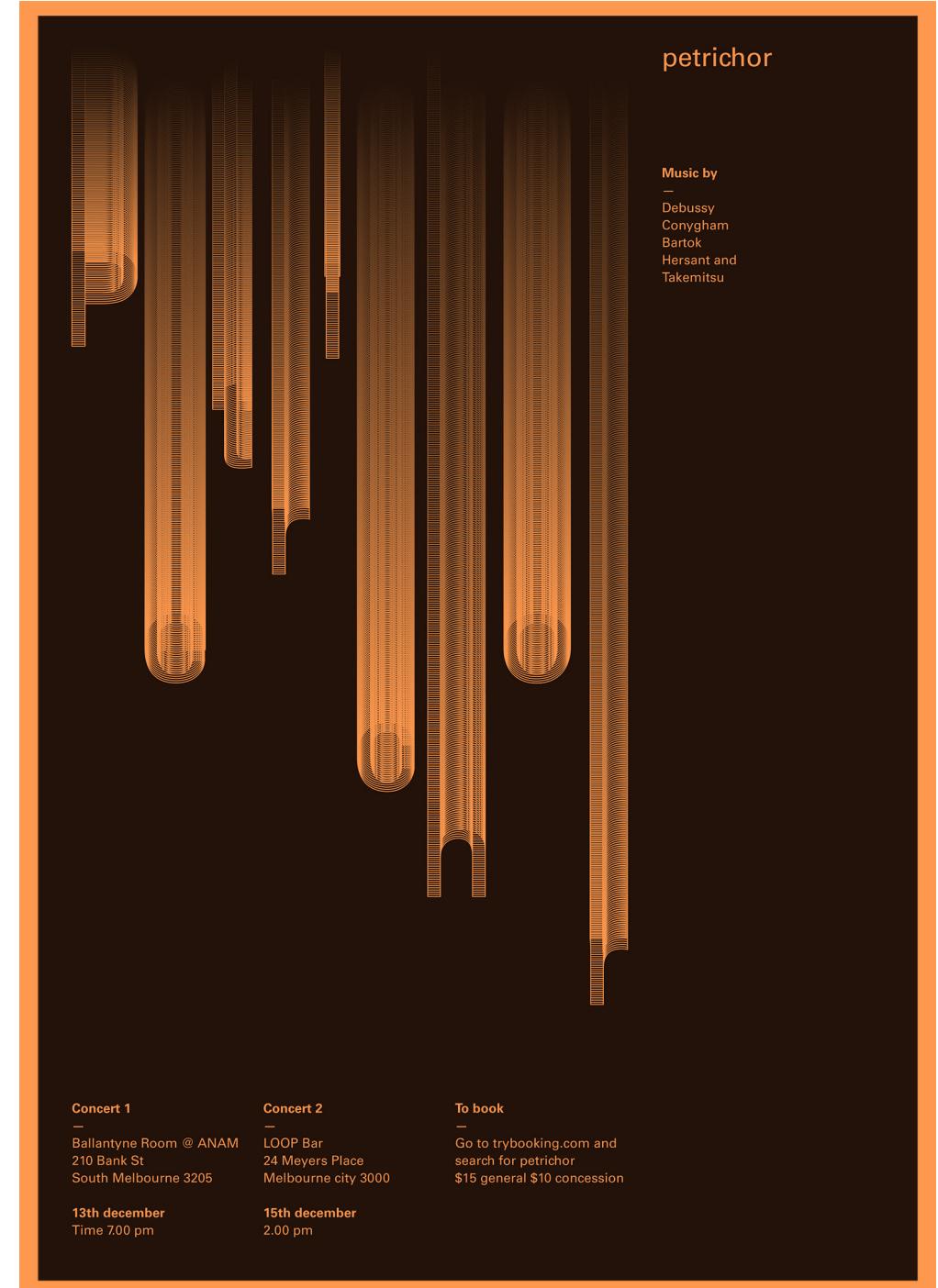
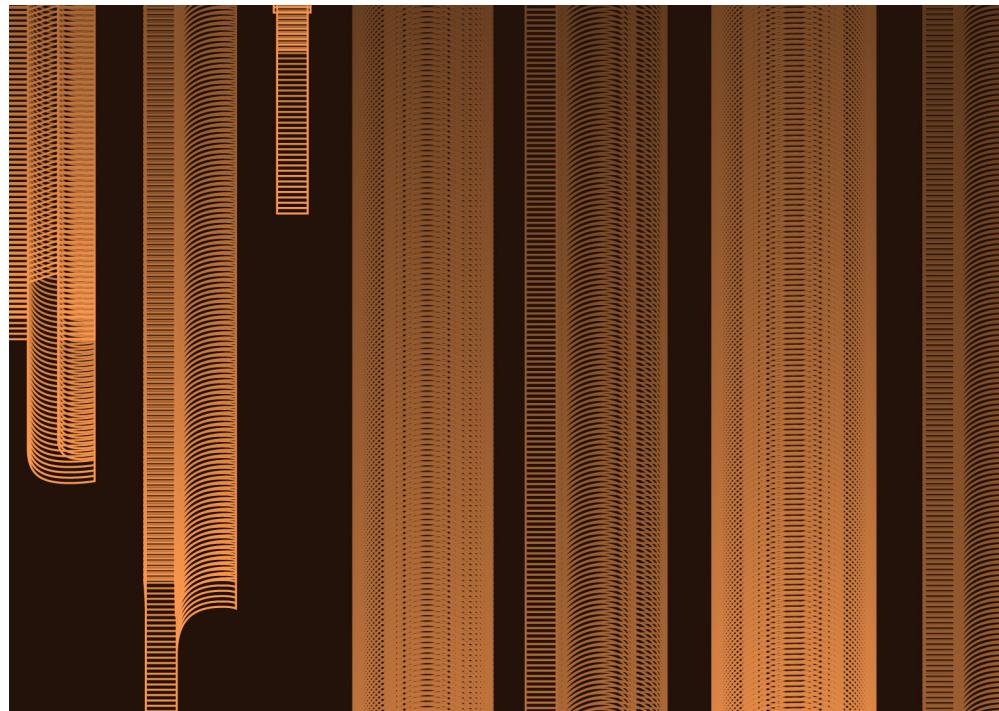
20/10/2012

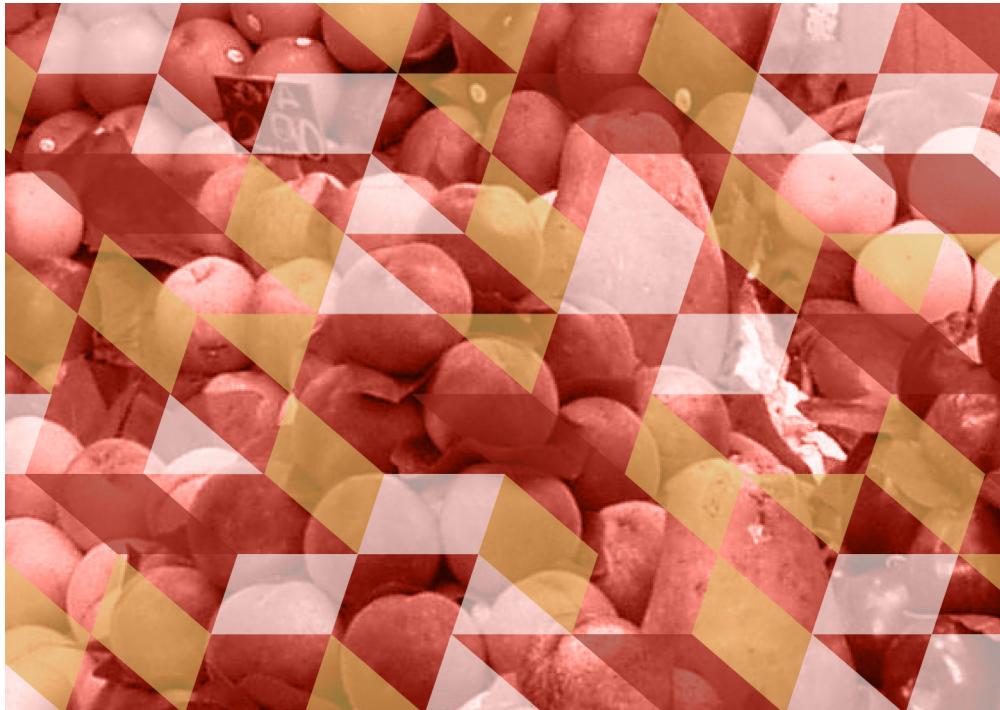
AT: ARCHIVE BEER BOUTIQUE
TRIBAL THEATRE + MORE (TBA)

BIKE POLO BENCH MINOR TOURNAMENT
BICYCLE PENTATHLON
MUSIC BY SILO ARTS RECORDS
ROLLER RACING BY RIVER CITY ROLLERS
GROUP BIKE RIDE
BICYCLE ART COLLECTION
INDEPENDENTLY MADE BICYCLE FILMS
AFTER PARTY

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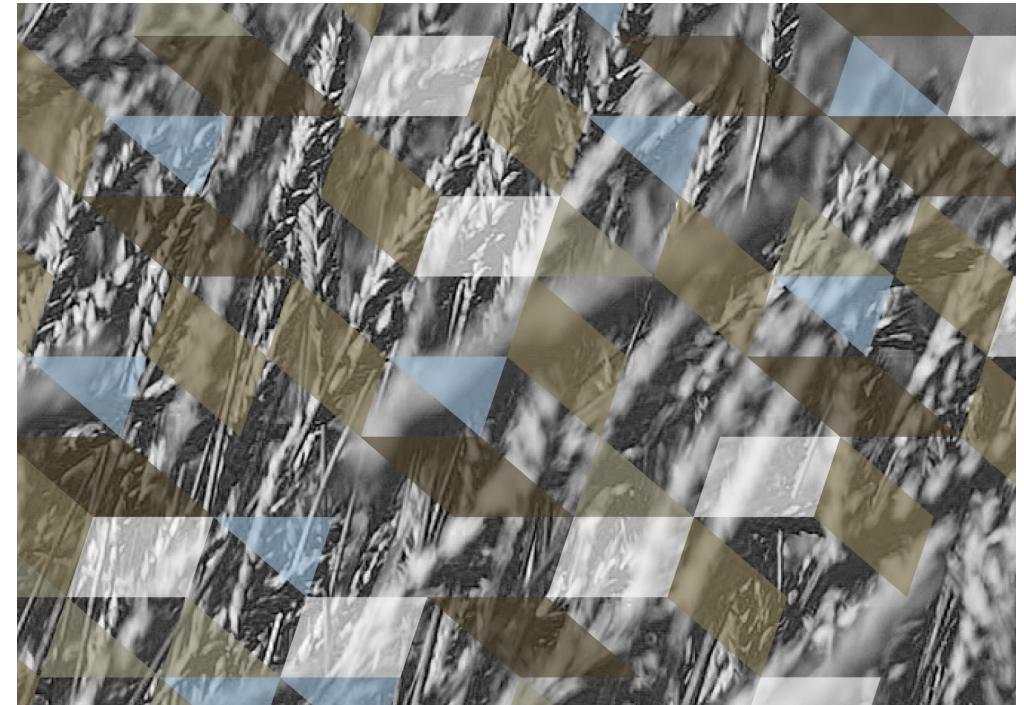


This one was fun to figure out. It's a visual identity for a yet to be released online commodities trading service. Marketwise will deal in information – its collection, organisation and clear representation.

The mark was designed by then Cloudary Lead Designer Jon De Araujo. I'm responsible for the typography, supporting elements and the dynamic colour system (including the code that drives it).

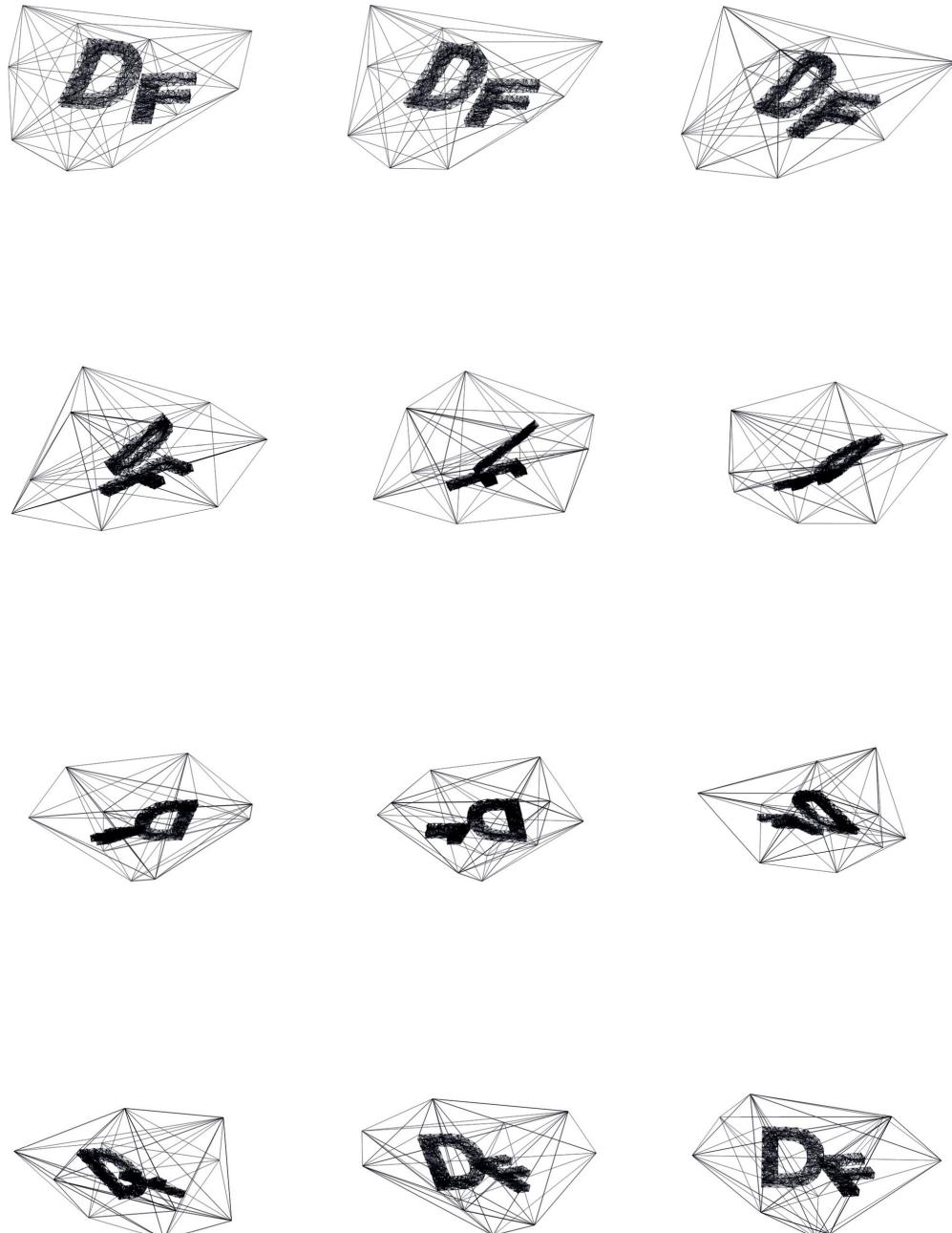
This brand has a dynamically generated colour palette. It takes a query (in production this is intended to be a commodity name), and it uses this query to do a google image search. One image is taken from this search and processed to return an array of its most common colours. Some extra processing is done to reject unwanted tonal ranges and refine it down to just four distinct colours. Hey presto – palettes for fruit, cattle, whatever you like.

Examples for 'wheat' and 'fruit' shown



Typeset: Lato by Łukasz Dziedzic

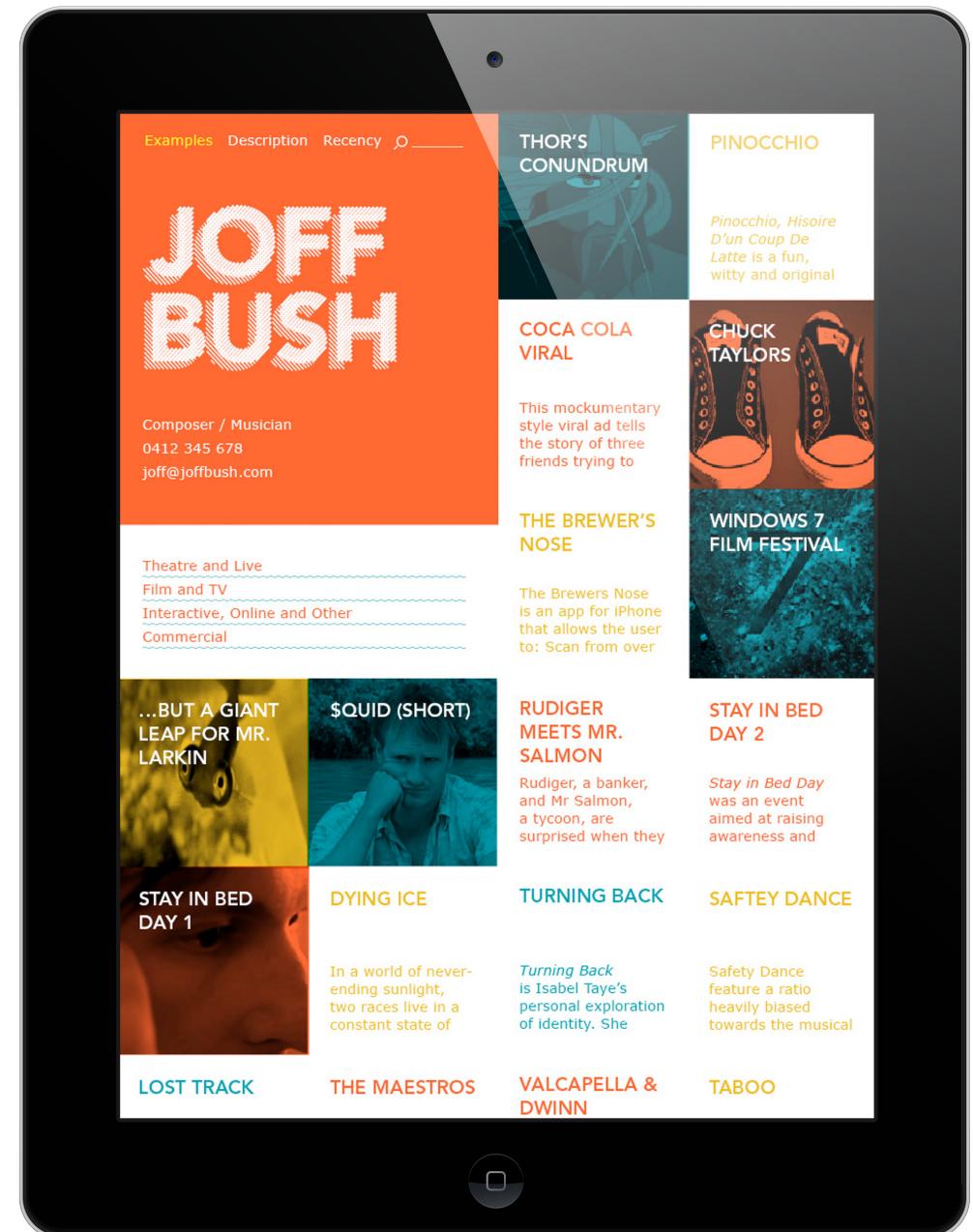
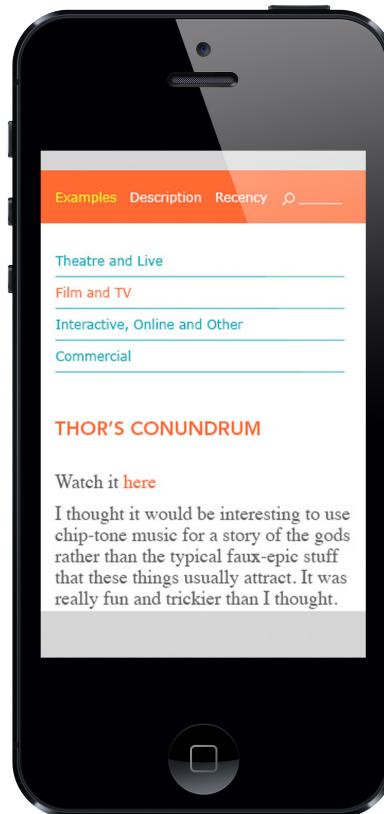
Role: Design + development



The inspiration for this type treatment was the inherent complexity of design's position within the meta network of society and the environment. So, the idea sprung from 'connection, influence, and responsibility'.

As it stands these are all mock-ups rendered in SketchUp, the finished product should be generated by code.

Ideally it should be able to read the vectors from font files, extrude them in three dimensions and fill them with this wild scaffolding.





Jeff Tweedy - 2010



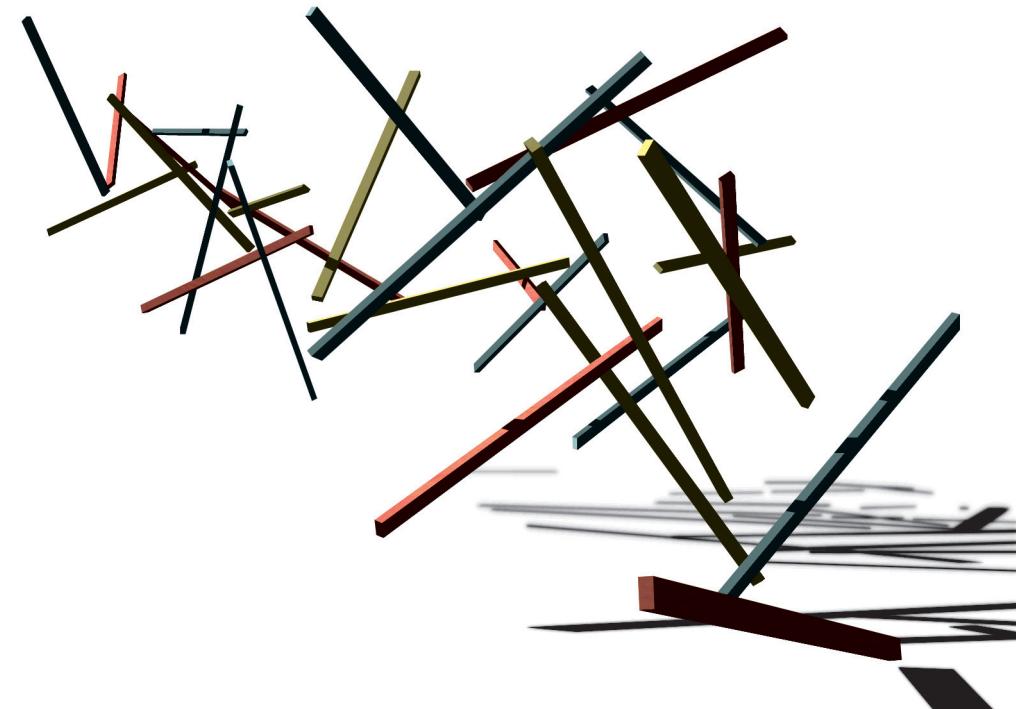
Icospheres - 2011



Above: photographing the object. Right: Graphic made before completion of object.

Nonparallel was the theme chosen for the 2011 QCA Design Graduate Showcase. I worked on the visual identity for the event with Emma Brownsen and Mikayla Pearce.

The initial graphics were inspired by 3D plans for a physical object, which I constructed and manipulated to create a full alphabet.



Typeset: Custom, physical letter-forms

Role: Typography + photography



An example of setting the letter-forms created by the object.

TypeSet: Custom, physical letter-forms

Role: Typography + photography

Thank you for your time.