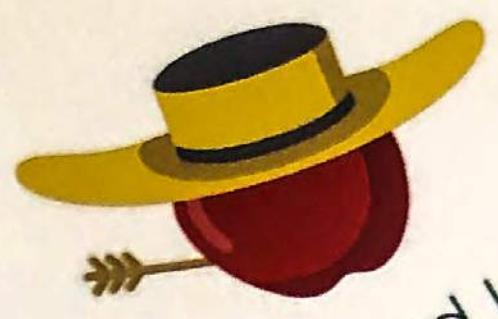




GRAPHIC DESIGN PORTFOLIO | BRITON HAINSWORTH







Backyard Joe

QD
DESIGN

Fresh Start

HAIN BRITON
HANSWORTH

801.889.5478

briton.hansworth@gmail.com



QG

LET US KNOW FOR US TO FATHOM
SINK OR SWIM, IT'S YOUR OWN

HAINS BRITON
HAINS WORTH
801.889.5478
briton.hainsworth@gmail.com
britonh.com



2G

D E S I G N

BRANDING

COMPANY BRANDING
WINGSHAK GRILL

BRANDING

Wingshak is a local higher-end sports grill around where I grew up that specializes in many different flavors of spicy buffalo wings. I felt that it's branding did not strongly appeal to their audience, and I wanted to see if I could make some improvements.

BRANDING

This is a skateboard designed for JAM skateboards. The inspiration came from the concept: "Abstraction of the Mind".

SKATEBOARD DESIGN
SKETCHBOARD



BRANDING

The background inspiration came as I was playing around with a painting process - trying a technique known as acrylic dump or flow painting. I like the natural abstract shapes and colors that are created.



Everyone interprets things differently, based upon their personality, likes, dislikes and past experiences. I wanted to see how many different people's minds would interpret an abstract shape, without any prior influence.

Each sketch on the board is an individual interpretation, showing that people sometimes interpret things similarly, but often very differently.





The background inspiration came as I was playing around with a painting process - trying a technique known as acrylic dump or flow painting. I like the natural abstract shapes and colors that are created.



Everyone interprets things differently, based upon their personality, likes, dislikes and past experiences. I wanted to see how many different people's minds would interpret an abstract shape, without any prior influence.

Each sketch on the board is an individual interpretation, showing that people sometimes interpret things similarly, but often very differently.







B R I T O N H A I N S W O R T H

801.889.5478

briton.hainsworth@gmail.com

britonh.com



A B O U T M E

I grew up in Lindon, UT and I have always been interested in creative work, whether visual, digital or technical. I love seeing how I can make an influence on thought and everyday life through creative design.

I have focused on art and design throughout my childhood, high school and college. I took a break from school to serve a religious mission in Mississippi and Louisiana in 2014-2016 and I am now studying for a BFA in Graphic design at UVU in Orem, UT.

E D U C A T I O N

BFA Graphic Design

Prospective Graduation: December 2020

E X P E R I E N C E

Dessert Server

July - December 2016

Rockwell Ice Cream Co.

Web Data Project Leader,

Onboarding Trainer

October 2016 - Current

Mozenda, Inc.

- Developing innovative solutions to gather web data.
- Management of teammembers and project deadlines.
- Interfacing with clients to ensure project success.
- Overseeing the training of new employees.
- Managing projects and training in Tirana, Albania.
- Graphic design and UX work.

S K I L L S

Adobe Creative Suite programs

Video editing

3D computer modelling and Animation

Cinema 4D

Adobe After Effects

Frontend web programming

HTML, CSS, Javascript

User Experience and User Interface design

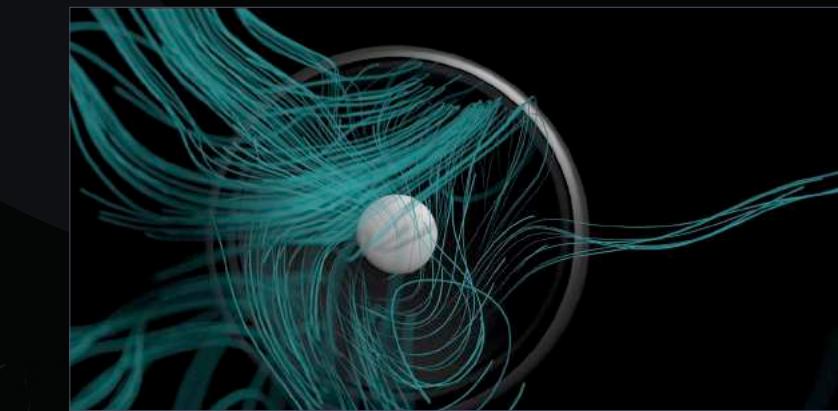
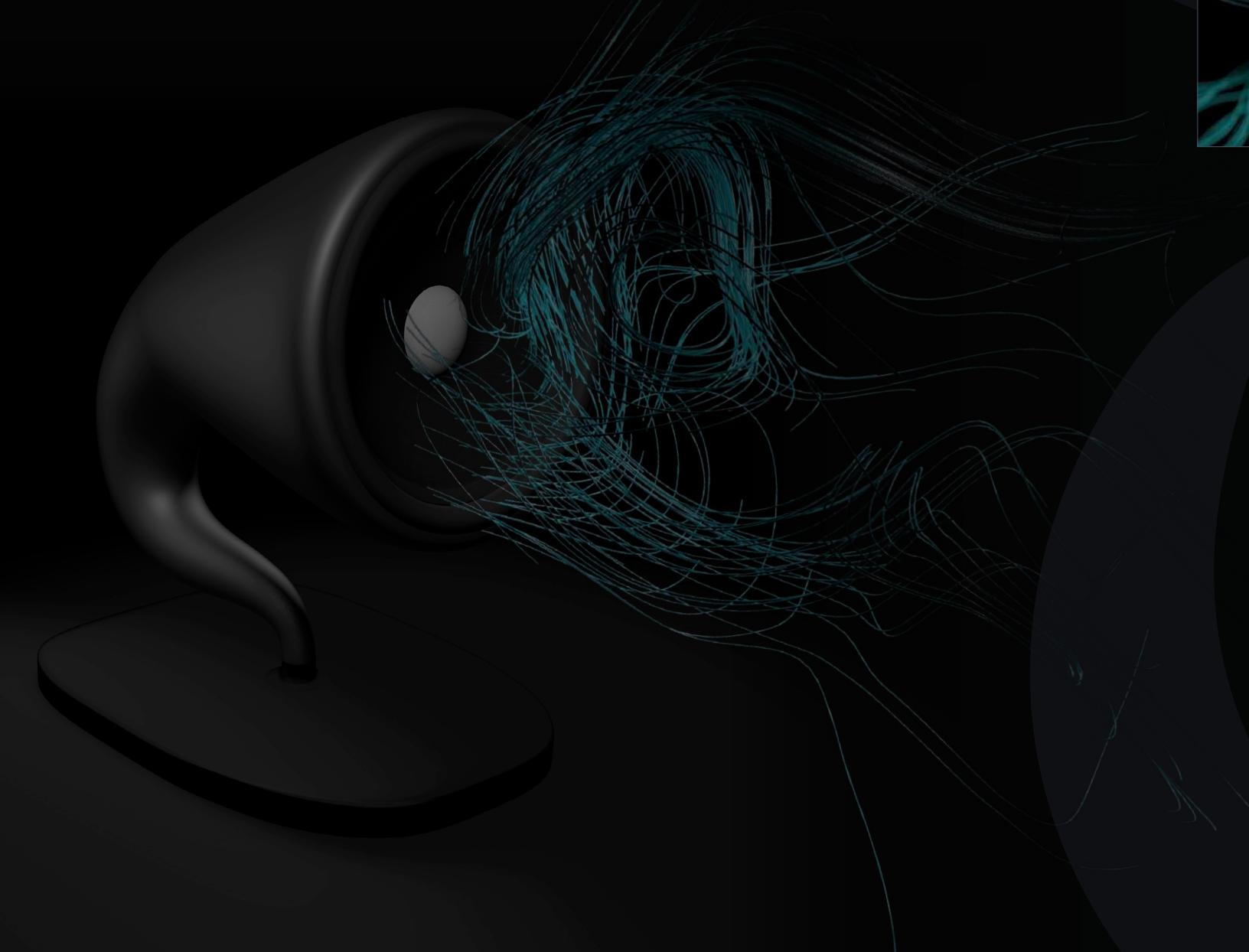
Web data scraping

Experimenting and learning new things



ANIMATED PRODUCT PROMOTION

ALPHASON SPEAKERS



Watch it!



This piece is a product promo animation created using Cinema 4D. It uses a moody, opulent atmosphere and surreal illustrations of sound to capture the interest of high-end audiophile enthusiasts.



COMPANY RE-BRAND**FRESH START VENTURES**

Fresh Start Ventures is a non-profit organization based out of Utah that focuses upon helping the incarcerated back into life after being released. I chose to focus on branding values such as: a new beginning, forgetting the past and connecting to the world around you.



#2C413F

#9FB0C0

#60746D

#CB7459

White

My main inspiration was that of a local forest fire in Lindon UT. As I watched the fire on the mountain burn, I realized that not only is a new plant a fresh start for the plant itself, but a fire allows for a complete new start for an entire forest. Fire wipes away the past and allows something to start over.

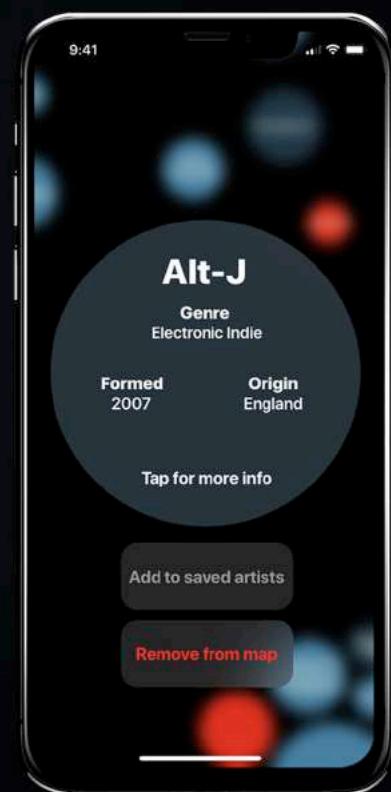
MOBILE APP

AUDIO FLAVOR

Audio flavor is a mobile app that helps you find music that you will like, based upon what you already listen to.



let your ears taste

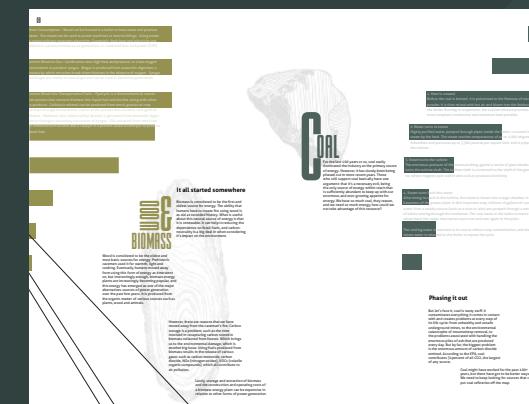


A lot of who I am has been defined by my personal music interests, so I am always looking for new artists that I feel express my feelings and who I am. This desire for new music is what drove my interest in this project.

PUBLICATION

THE LINES THAT HOLD US

This piece is a 30 page design publication focused on energy production and use in our world today. I created this work with the hopes to spark awareness in the mind of the average person into how much of their lives around them revolves around energy.



THE LINES THAT HOLD US



I believe that if we all have a better understanding of how needed and useful energy is in our lives, we can find ways to contribute to a better future in energy.

See more!



The potential of nuclear

- When considering these two major issues, it's important to remember that other sources of energy, such as wind and solar, may play a part in the future of our energy demand. But we should not overlook the future potential of nuclear energy.

FUTURE SOURCES

Let's pretend, for a moment, that the climate doesn't matter. That we're completely ignoring the connection between carbon dioxide emissions and atmospheric greenhouse effect, global temperature, ocean acidification, and sea level rise. We would still need to plan for our energy future.

As we have looked through our history of energy production, we see that there simply isn't one satisfactory source of energy. Fossil fuels, which provide most of our power today, are an abundant but fundamentally limited resource. They, by nature, are harmful in their implementation. Nuclear power has become more so as they are used on a widening scale. Fossil fuels and nuclear power both have different limitations: they're inconsistent. During our search for this perfect source of energy, we look at the few sources that are in our future that have not been found in our past.

Two major issues

The future of energy production must be able to overcome two major obstacles: Environmental impact, and the oversize of resources that contribute to high cost of energy.

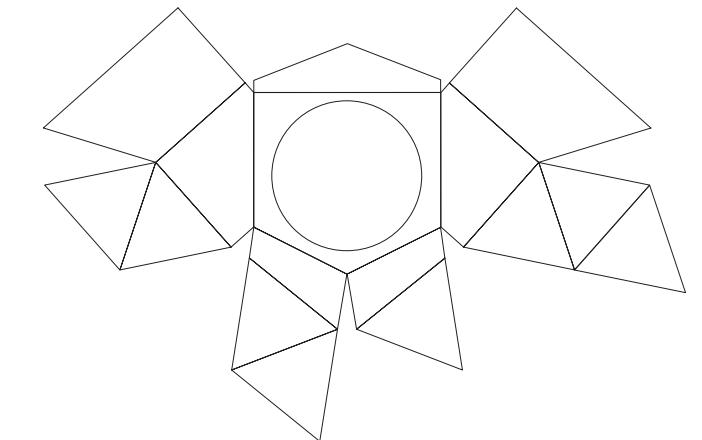
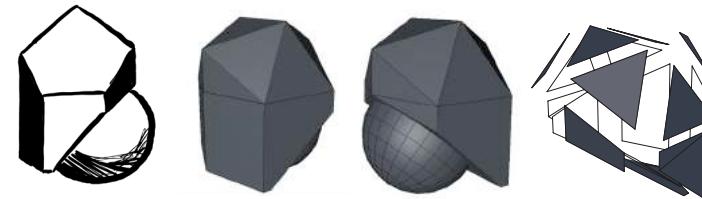
Nuclear fission itself is enough to elicit strong reactions from many people. The idea of nuclear bombs, of radioactive fallout, of meltdowns, of the Chernobyl disaster, Three Mile Island, and Fukushima. And that's a fear that's not wholly without foundation, when it comes to nuclear power. But fission isn't the only game in town. There is a long-term solution to our energy needs.

Even the most advanced chemical reactions, like combustion thermite, generate about a million times less energy per unit mass compared to nuclear fission.

When discussing nuclear energy production, or really any energy production method, an important concept is the point of no return or break-even point. This is the point at which the output of energy becomes greater than the input. In other words, when the output is greater than the input. So far, fossil fuel energy production is a money or controlled environment, rushing past the break-even point with ease. The question is, can we reach the break-even point in a controlled setting. With the massive potential of energy generation from nuclear fusion, this technology has the potential to become a very viable future source of energy.

PRODUCT BRANDING**LÉGER YOYOS**

For this project I wanted to explore mediums by branding and creating product packaging for a yoyo.

*Léger*

I am a hobbyist yoyo thrower, and I have always thought it would be fitting to have an interesting way to display and store a yoyo when it is not being used. Inspiration for the shape and design itself came from paintings by Fernand Léger due to their geometric and playful shapes and colors.



You can see here some of the steps that I took along the way that led me to the final design, including sketches, 3D digital mock-ups, and flat die-lines.

The final product was made through many hours of trial and error, eventually developing my own technique of folding laser cut masonite board.



These are a series of posters showcasing some of America's most iconic man-made structures.

POSTER SERIES

MEET AMERICA



This project interested me because I love to travel, and I am always marveling over architecture and the amount of time, effort and resources humans put into building structures. I wanted to showcase these types of iconic American structures in a simple way to show how quickly recognizable architecture can be.

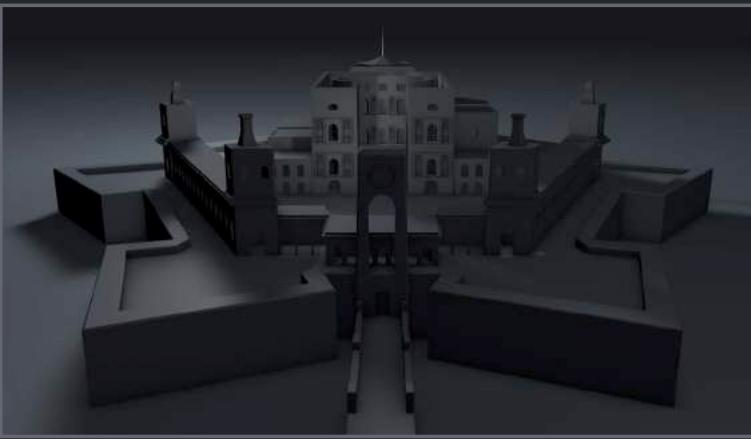


DIGITAL ARCHITECTURE

THE KRZYZTOPOR CASTLE



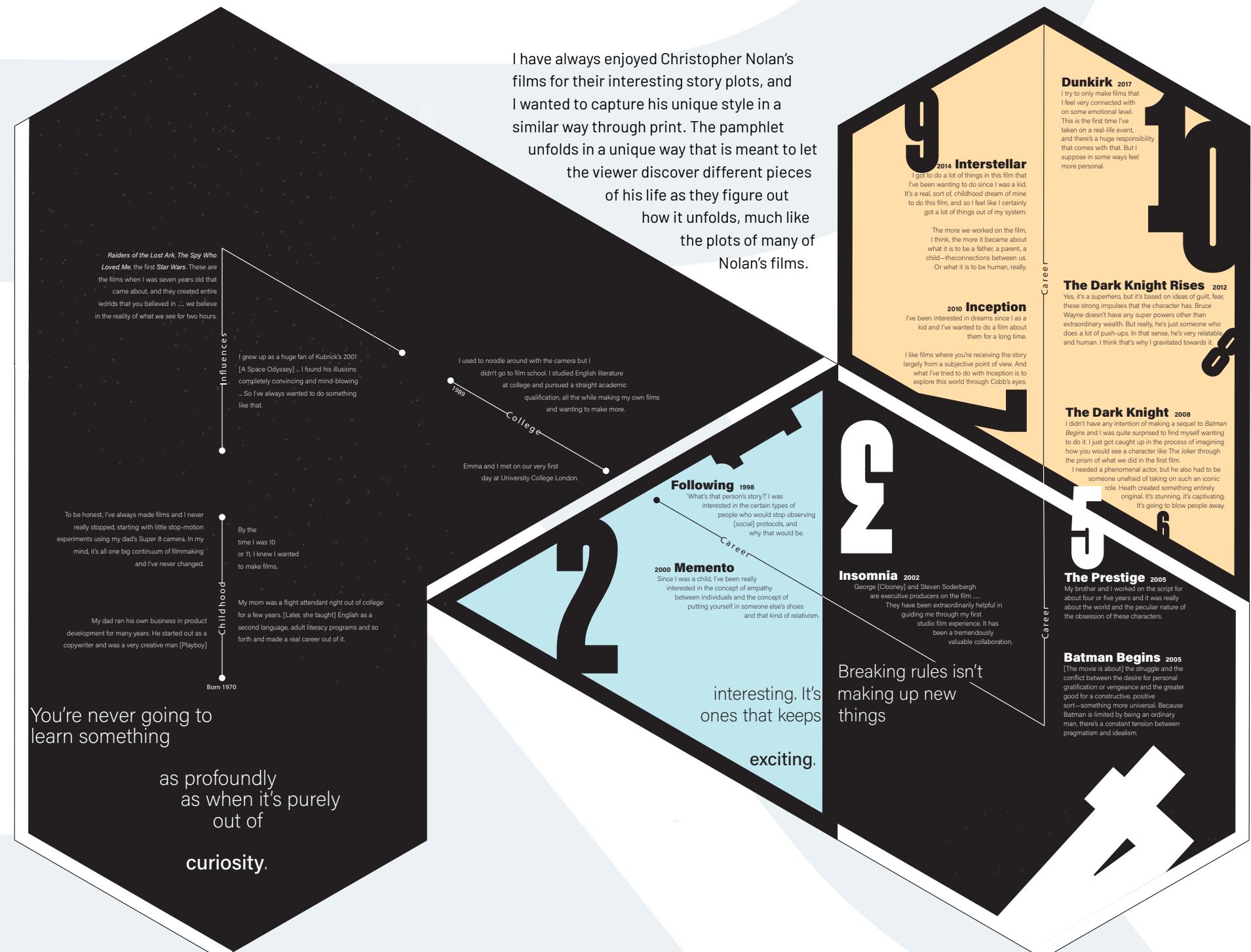
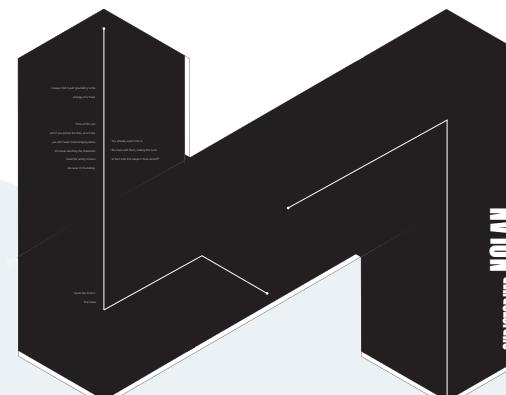
This is a digital "clay" recreation of the Krzyztopor Castle in Poland. The real castle was built in the 1500's and still stands today in partial ruin. I wanted to recreate the castle in much of the way it may have originally stood without damage, leaving out rendered texture to focus on it's unique structure.



PAMPHLET BIOGRAPHY

CHRISTOPHER NOLAN

A folding pamphlet about the life of Christopher Nolan, the film director.



I focused heavily on the use of typography throughout this piece, and used type as the leading visual storytelling element rather than photography or other elements.

ANIMATED EVENT PROMOTION

PARALLEL SKI TOUR



This is a parallax animation showcasing a professional ski tour hosted by Parallel Ski Company.



Watch it!



Apart from the flyover frame, every scene in this video was made by animating still images.



FEATURE ARTICLE

PARALLEL SKI TOUR

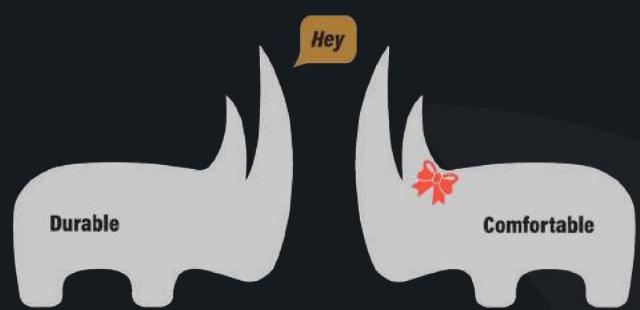
This is a four-page article showcasing a throwback ski event that hasn't taken place since the 90's. It is meant to capture some of the retro 90's feel, while featuring modern typography.

I am an avid skier, I grew up in Utah, and it has become a large part of my identity. I love to wear retro jumpsuits while skiing, so I wanted this article to have some of that "retro" feel to it, while still bringing interest to modern skiers around my age.



COMPANY BRANDING**RHINO CLOTHING**

Rhino clothing is a "rough urban" brand of clothing made with higher-end materials that allow them to be very comfortable, but very durable and long lasting.



This is where they meet

I love the rhino because of their tough and rugged nature, as well as their unique horns on the front of their nose.

It interests me to base a clothing brand around the durable "rugged" nature that rhinos naturally capture, and mix that with the idea that rugged clothing can be just as comfortable as any other clothing.



SKATEBOARD DESIGN SKETCHBOARD

This is a skateboard designed for JAM skateboards. The inspiration came from the concept: "Abstraction of the Mind".



The background inspiration came as I was playing around with a painting process - trying a technique known as acrylic dump or flow painting. I like the natural abstract shapes and colors that are created.



Everyone interprets things differently, based upon their personality, likes, dislikes and past experiences. I wanted to see how many different people's minds would interpret an abstract shape, without any prior influence.

Each sketch on the board is an individual interpretation, showing that people sometimes interpret things similarly, but often very differently.

COMPANY BRANDING

WINGSHAK GRILL

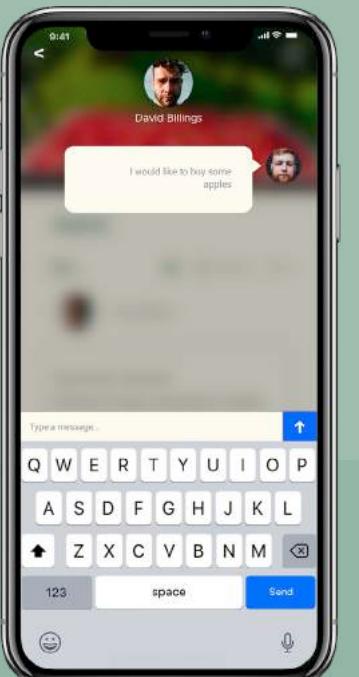
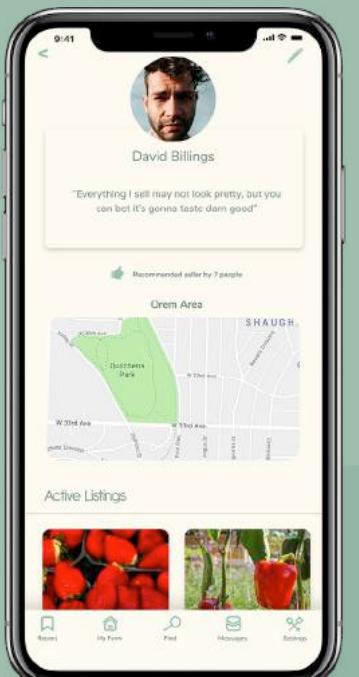
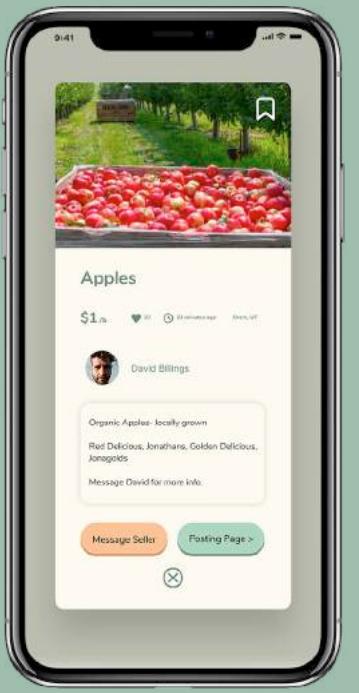
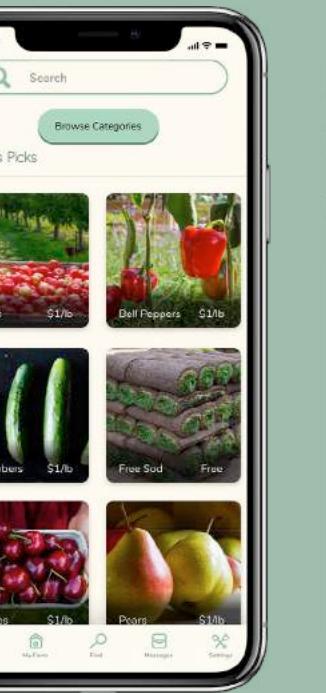


Wingshak is a local higher-end sports grill around where I grew up that specializes in many different flavors of spicy buffalo wings. I felt that it's branding did not strongly appeal to their audience, and I wanted to see if I could make some improvements.



MOBILE APP**BACKYARD JOE**

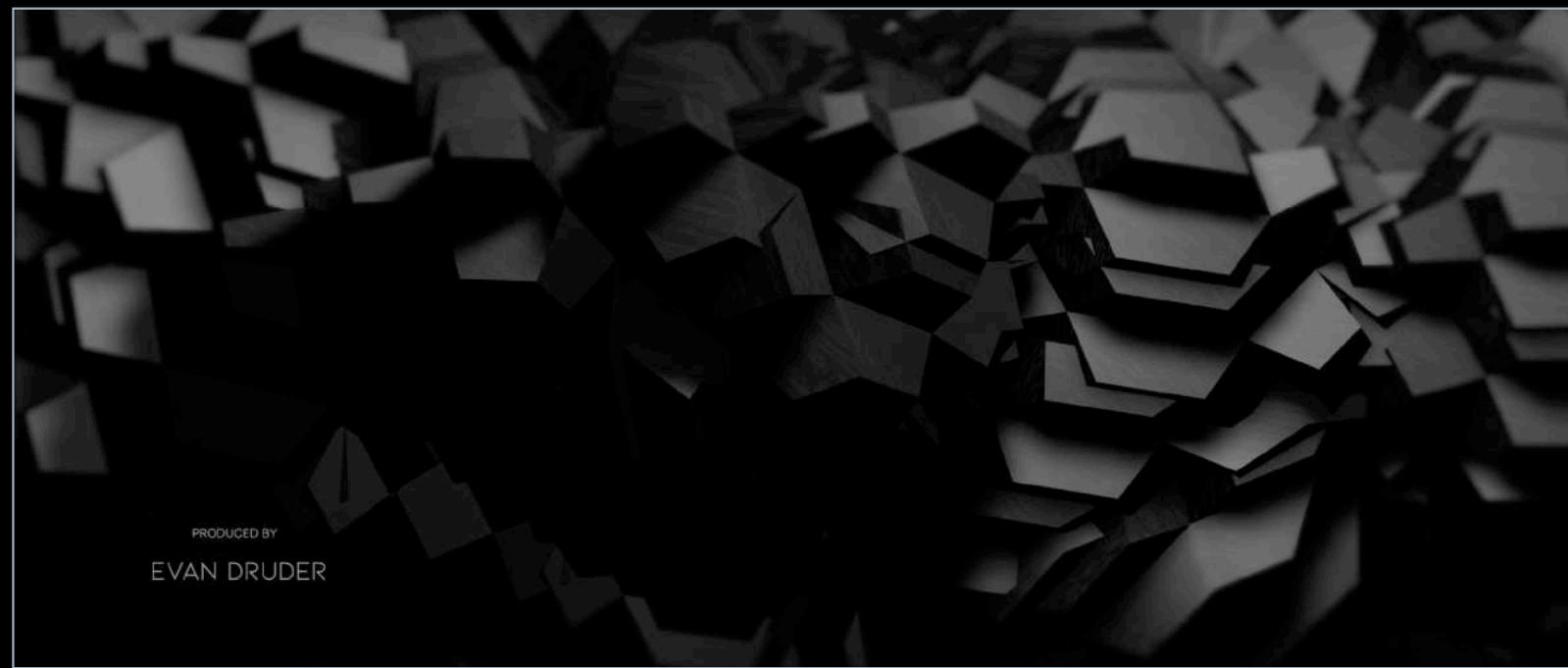
Backyard Joe is an app centered on the buying and selling of home-grown produce, much like traditional farmer's markets.



See more!



It sets out to make produce more available, with the same level of quality that is found at a farmer's market, and often at a much cheaper price. It is community driven, so it can appeal to avid health enthusiasts as well as just your average Joe.



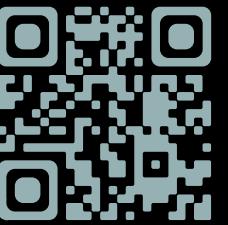
"REFORMULATION" is a computer animated title sequence for a sci-fi thriller made using Cinema 4D. Its dark, moody feel slowly drags the viewer into a feeling of discomfort or confusion through its visual and audio elements.

MOVIE TITLE SEQUENCE

REFORMULATION



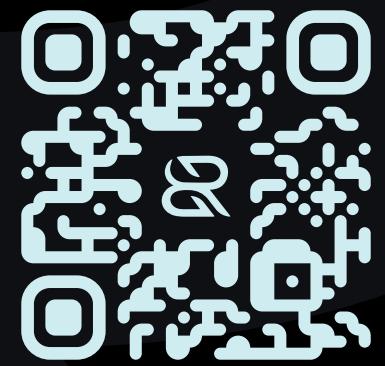
Watch it!



<https://vimeo.com/378694324>

REFORMULATION

MY PORTFOLIO IS ALSO
AVAILABLE DIGITALLY AT
BRITONH.COM



[britonh.com](http://BRITONH.COM)