

DANIEL GLAZEBROOK

Portfolio - 2023



PROJECT INDEX

1. Amusement
2. NN5
3. Metropolitan Workshop
4. Live Cinema Conference



AMUSEMENT

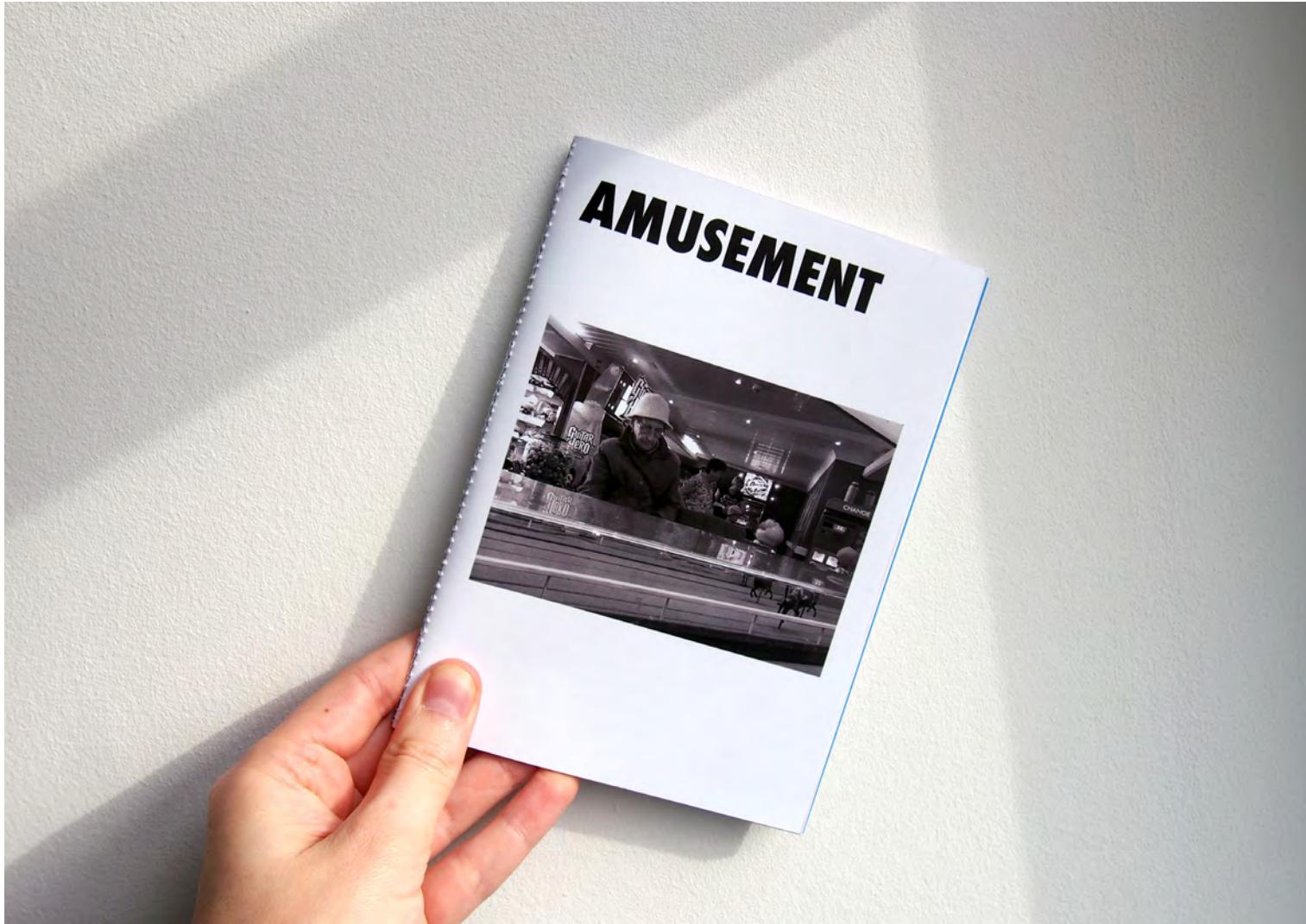
Having always been fascinated by amusement arcades I decided to focus a documentation project on the Pier Amusement Arcade in Brighton.

Due to the gambling nature of the arcade environment it is in fact illegal to take photographs within the arcade itself. This posed a small challenge for me, but ultimately added to the quick-fire nature of the photography.

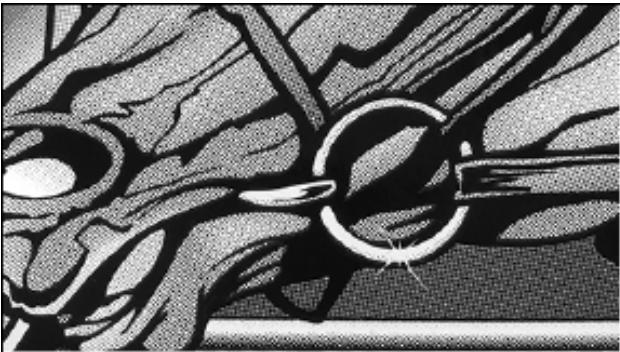
The final outcome was an A5 open-seamed book featuring a candid photography style with a typographic elements throughout.



AMUSEMENT



AMUSEMENT



The Kentucky Derby or "Derby" arcade games as they are known are based on a very simple form of horse race betting.

Each race contains five different coloured horses each with their own odds of winning.

Six players can place a maximum of three 10p bets per race.

The history of the Kentucky Derby amusement arcade game can be linked back to the early 1920's where players would place bets on a horse using tokens which were exchanged for cash.

A large wheel with four horses was then spun and the horse closest to the finishing line won. This game, although based on horse racing, was also based on the roulette wheel system.

With the advancements in technology and electricity, the games became automated, and now features mechanical horses running down a track along with brightly lit displays.



LOST LOST LOST LOST LOST
LOST WIN LOST LOST LOST
LOST LOST LOST LOST WIN
LOST LOST LOST LOST LOST
LOST WIN LOST LOST LOST
LOST LOST LOST LOST LOST
L O S T

**TWENTY
SPINS
ZERO
WINS**



NN5

During my final year of university I was becoming more and more interested in photographing the urban environment. I decided to question myself and explore what it is that attracted me to this type of aesthetic and why I found it so interesting.

After some in-depth self-reflection through the process of critical writing and the creative process, I discovered that my passion for the urban environment stemmed from my upbringing on the council estate where I spent the first 18 years of my life.

I decided to begin a personal photography project focussed around the area where I grew up.



The final outcome for this project was a french-fold A5 book which featured the strongest photographs from an extensive documentation project.

The book also features a brief history of the area in typographic form along with personal thoughts and reflections of the area.

The photographs were taken on an Olympus Mju II camera using Portra 400 35mm film.



NN5





The King's Heath estate was built in the 1940's and 50's in the town of Northampton.

The estate takes on a strange kidney shaped design in it's layout, with houses lining two oval roads, centered around a large square of shops and parks.

During it's development the estate won several awards for it's green open spaces and "village" feel, despite being populated with predominantly Council-owned housing.



During the 1980's and 90's the reputation of the estate began to turn sour, with the increase in criminal behaviour and rising-levels of unemployment in the area.

Despite it's bad name the people who live on the estate are very kind-hearted and friendly, and many have lived on the estate for their entire lives. It's this sense of positive community that has kept people living in King's Heath for generations.



Although the estate continues to have it's problems today, unemployment levels have fallen and crime rates have dropped below the average for the town.





NN5



NN5



NN5



METWORKS

During my second year of university I pitched for the chance to work with a London-based architecture company called Metropolitan Workshop in creating a unique logo and brand that would ultimately make them stand out from the "Helvetica" driven industry. I was successful with my early designs which featured a unique and custom typeface which drew inspiration from architecture firms attitudes, culture and design aesthetic.

Role: Logo Designer

I successfully worked with Metropolitan Workshop and Studio 245 to develop and perfect the logo and branding, which was fully implemented by early 2017, and which the company is still using today.

Update 1

Metropolitan
Workshop

Update 2

Metropolitan
Workshop

Update 3

Metropolitan
Workshop

Update 4

Metropolitan
Workshop

Update 5

Metropolitan
Workshop

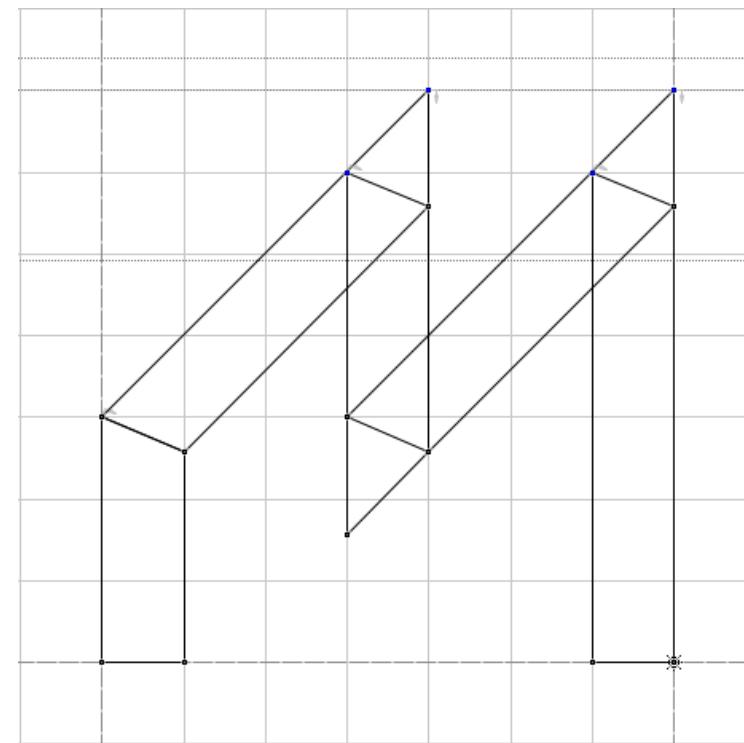
Update 6

Metropolitan
Workshop

METWORKS



METROPOLITAN
WORKSHOP



METROPOLITAN WORKSHOP



142 Building letterforms



Client: Metropolitan Workshop
Design: Gavin Ambrose / Urbik / Daniel Glazebrook
Typographic summary:
Typographic identity developed from an architectural approach.

Metropolitan Workshop

143



Metropolitan Workshop
The development of unique letterforms can be useful in creating a sense of identity. This example was developed by Gavin Ambrose, Urbik and Daniel Glazebrook for an architecture practice, whereby the letterforms mirror or hint at the shapes found in different approaches to architecture. The logo and typographic development was undertaken through a series of workshops with staff from the architects' practice, and thus also served as a mechanism for inclusion and ownership by all.

METWORKS





Students shine in the design world



Daniel and Chloe

LIVE CINEMA

During June 2016 I was given the opportunity to pitch for an exciting opportunity working with an interesting client to deliver a brand identity for the inaugural Live Cinema Conference which was held in London.

Role: Art Director & Graphic Designer

I was successful and with an experimental, fun and analog approach to this project, I was able to deliver a unique, playful and intriguing brand identity which worked across number of different mediums and formats e.g. posters, tote bags, small screens, large projection screens, leaflets, books, t-shirts and many more.

I took the main art director role for this project, and was supported by Barbara Nassisi (graphic designer).

LIVE CINEMA

Initial experiments using a "cinema" light box, acetate letters and experimental photography techniques using a slow shutter speed and camera movement.

After processing these images through Photoshop, I discovered a unique font style that reflected what I was looking for.



LIVE CINEMA

I felt like the font needed feel less "flat" so during the further development and experimentation process I projected the logo on to multiple different surfaces, textures and angles to try and create something completely different.

I decided upon the bottom right image as it replicated a "film-house" building



LIVE CINEMA

L I V E

C I N E M A

LIVE CINEMA



LIVE CINEMA

Although these images were part of my initial experimentation, the client liked them so much that they decided that they would use them as additional imagery throughout the event

These additional images were used as screen projections, screensavers and other digital formats.



LIVE CINEMA

final designs



LIVE CINEMA

final designs



LIVE CINEMA

final designs



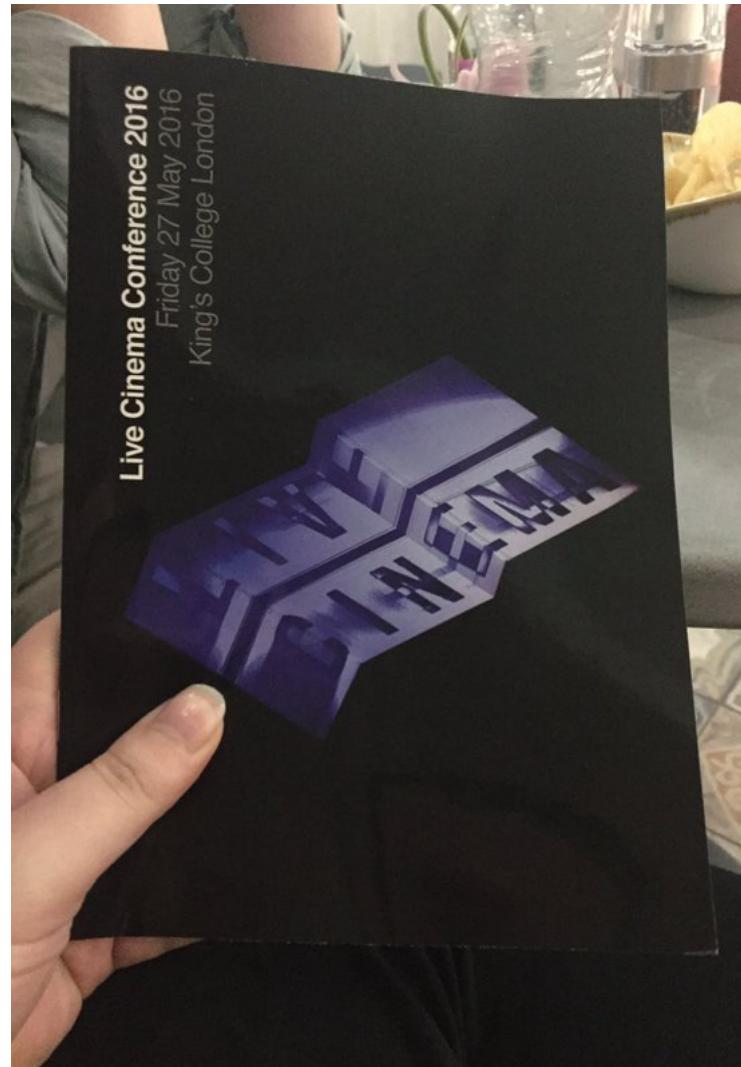
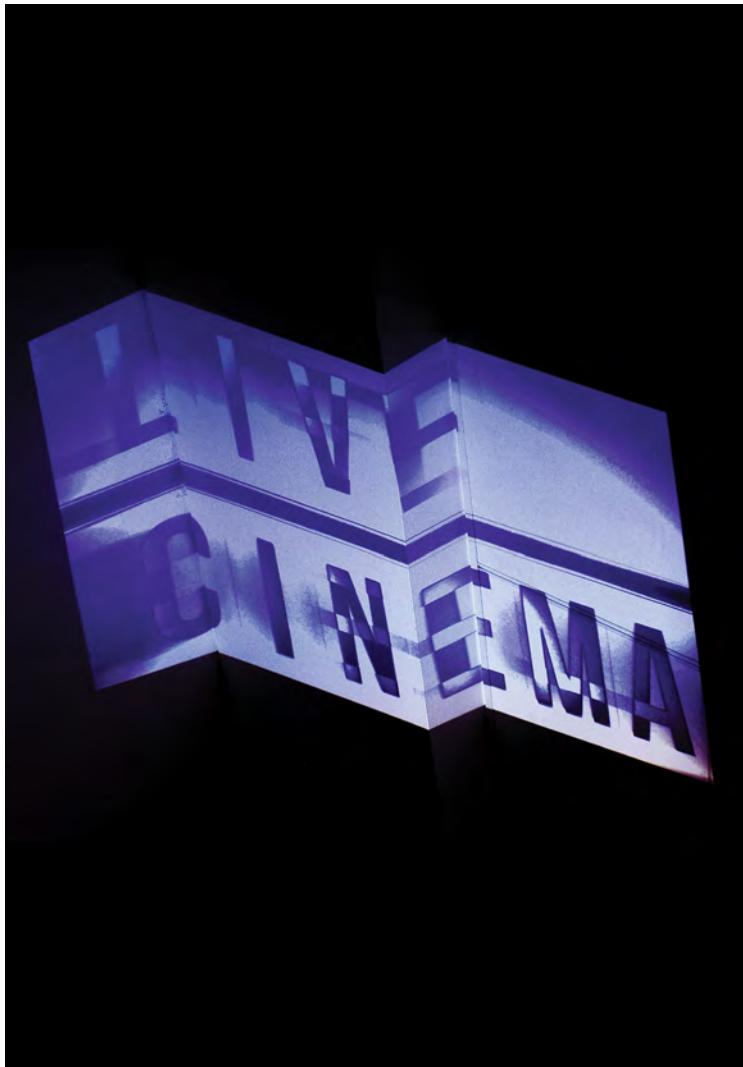
INAUGURAL
CONFERENCE
2016



2016
INAUGURAL
CONFERENCE

LIVE CINEMA

final designs



CONTACT DETAILS

Thank you for taking the time to view my portfolio.

Please feel free to contact me any time on the contact details below:

Telephone: (+44) 07593379619

E-mail: danieljamesglazebrook@hotmail.com

