

CONTENTS
CONTENTS

1. ABOUT ME
2. OXFORDSHIRE
3. WHITBY
4. PORTRAITUDE
5. MISC WORK
6. GRAPHICS

P
R
T
T
F
O
L
I
O

JOSEPH
VANHINSBERGH

GRAPHIC AND PHOTOGRAPHY
GRAPHIC AND PHOTOGRAPHY

2021-23
2021-23

JOSEPH VANHINSBERGH



A
A
B
B
O
O
U
U
T
T
M
M
E
E

I AM A GRAPHIC DESIGNER/PHOTOGRAPHER FROM STOCKPORT. MY PHILOSOPHY RELIES ON BEING A CREATIVE INDIVIDUAL AND ALL-ROUNDER. I TAKE ENJOYMENT FROM LIFE AND CHALLENGES WHEN FACED WITH A CREATIVE PROBLEM. IN A MODERN SOCIETY IT WOULD BE IGNORANT FOR ME TO NEGLECT THE ADVANCEMENT OF TECHNOLOGY AND SOCIETY AROUND ME. WE ARE SO CAPTIVATED BY HOW THINGS APPEAR THAT EVERYTHING BECOMES ART. I WANT TO FORM AN ESTABLISHED DESIGN CAREER AND SHOW MY CAPABILITIES IN A MYRIAD OF WAYS.



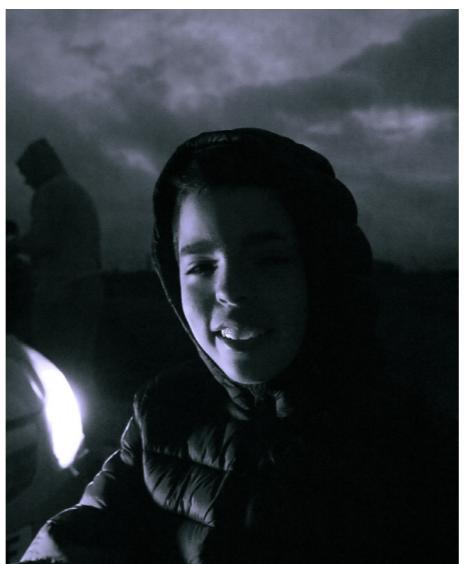
JOSEPH VANHINSBERGH

2022

THE PROGRESS I HAVE MADE ACROSS 2022, IN ONE DOCUMENT.



The walk I took on White Horse Hill in Wiltshire was a challenge. Facing the winds of the south on muddy land. I wanted to challenge my skills in darker environments which would not offer me much light with a mirrored camera so I chose to use everything I had at the time to get some lighting. I almost fell a couple of times on the way down so it was an interesting location.



I eventually came across a fence which looked like it held purpose to my work, however it didn't appear as apparent as I would have expected. Regardless, I felt like it made a great shot, and the lights in the distance add to the aesthetic of the scene. On my return to the car it was a struggle as I only got muddier and once I got home I felt triumphant over the captures I was left with, it was indeed a brilliant way to kick into 2023 and when analysing the shots in Lightroom, I decided that these all needed a black and white element or at least the colour grade should be colder than the RAW file replicated. This gave me a little creative freedom as when I touched the photo up with new colour grades the light shined through and to me resulted in a beautiful image of vernacular quality.

This year (2023) I took a trip to my father's to spend some time with my family and enjoy the Christmas break. Employing my camera on a trip southbound was quite a promising and exciting prospect for me as by this point my camera was still new. Going on many walks after driving down country roads in my brother's Vauxhall Corsa, I captured the beauty in the vernacular in what is Oxfordshire's countryside. The photos introduced here are some which I really think speak to me as a perspective-based memoir. I took these in the position of where I was and they breathe those exact moments where I felt in-between all of my more important endeavours.

I think these parts of my life are very important to me and they feel underappreciated in ways, so I enjoy the idea of employing the organic nature of family and all of their smiles whilst struggling to alter the aperture of my EOS 750D which struggled against the low-light conditions we faced. In an attempt to be resourceful, I sighted my brother in the headlights of the Corsa so I could take a low-lit portrait. I ended up subjecting these to editing and was content. I think that in the future, I can capture photos like these better from this.



W H I T B Y



This photo of a Seagull on a telescope really was one of the highlights of my trip to Whitby as it exploited the local colour array and ability of my Canon EOS 750d to capture deep and rich colour. I think the main attractive element in this piece would be the mix of strong yellows which work cohesively with the beak of the seagull, telescope and said yellows offer a contrast to the backdrop which makes the foreground even more justifiable.

When faced with choices of what I would like to do over the holidays of late 2022, I chose to take a coach to a place which I began seeing the world properly. As a child I never went out with my family so looking in retrospect the idea of taking a trip to Whitby was a great choice, having visiting there first when I was in year 6, Whitby offered a vast colour palette and array of texture which occurred naturally, which then merged with what we human beings are capable of when subject to a rural civilisation. At the time I didn't have much content photo-wise having recently bought a Canon EOS 750d, this meant that this trip was a firestarter to what I would consider a very important landmark in my understanding of composition. Upon my return I set out to edit my photos in lightroom which I also love to use as a piece of software as it allowed me to influence the photos to how I perceive life's beauty in the moment. Using colour grading and altering curves meant that I could add tones in which I associate with the English Seaside and in result I am very content with. These photos meant that I could then gain more confidence in taking my camera around with me in areas of new ground and high volumes of people traffic.



W
H
I
T
B
Y

W H I T B Y



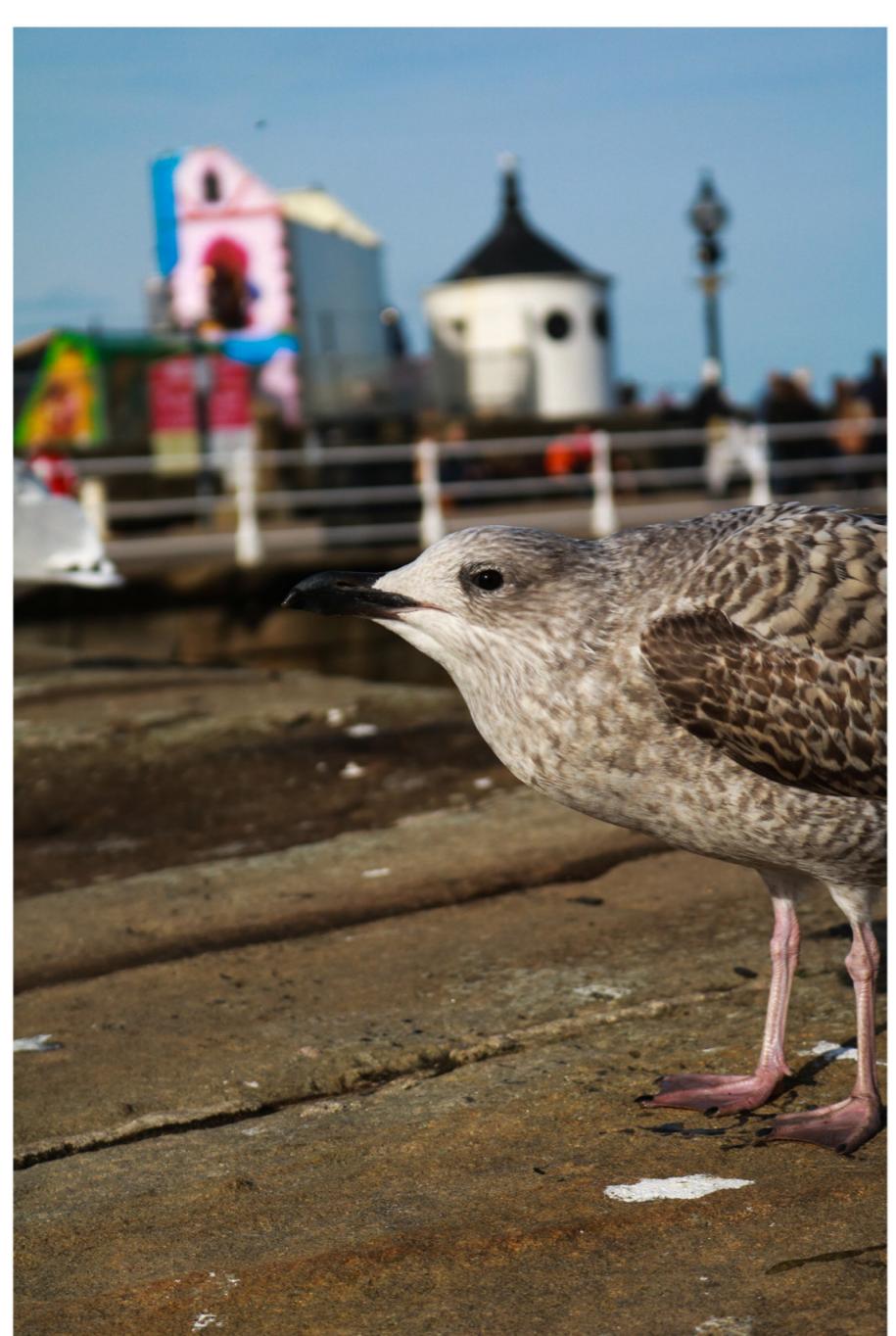
This trip provided me with the time and space to be quite reflective and from the walk I took around the place, before being let into my hotel, I was overwhelmed with its beauty. From this I spent hours strolling the pier to get some shots. It's a shame I didn't plan better in retrospect as I didn't make the time to shoot the Abbey. I hope to make another trip to get some more coverage of what I failed to see.

These are the fundamental shots in which I believe make the trip so worth it, these shots aided me in working with different point of views and lighting perspectives which in turn helped me forge a better view of how to use a camera but also how to train my eye toward photogenic elements. Taking photos of a new environment really aided my vision of new places and whilst being overwhelmed, I managed to get ahold of the more important elements which tie themselves together to create a better result. Once I returned from this trip, I really didn't think I got many shots of quality as what I intended to shoot when I planned the trip was the Abbey and when I got there I got so lost as I was infatuated with being by the sea. Admittedly once I got to my bedroom I just got comfortable after all the hours I spent on the move from Manchester.

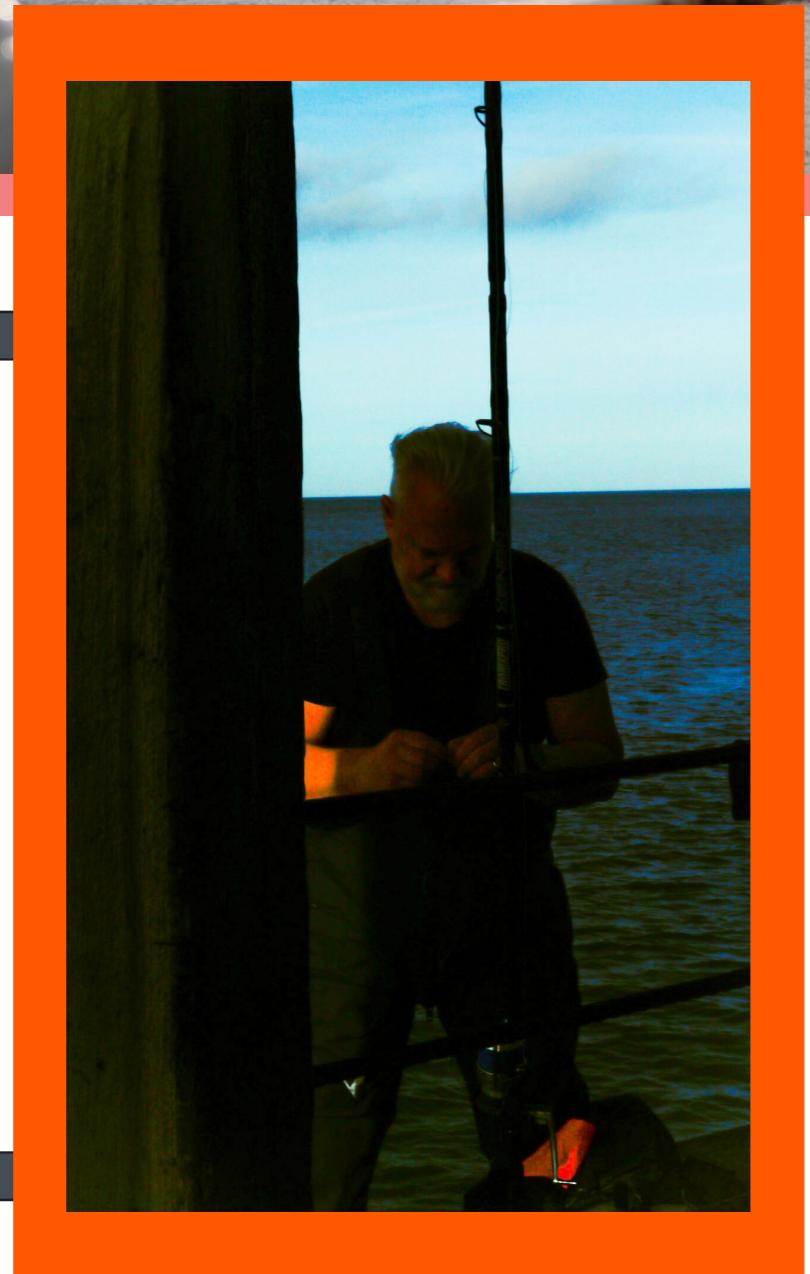
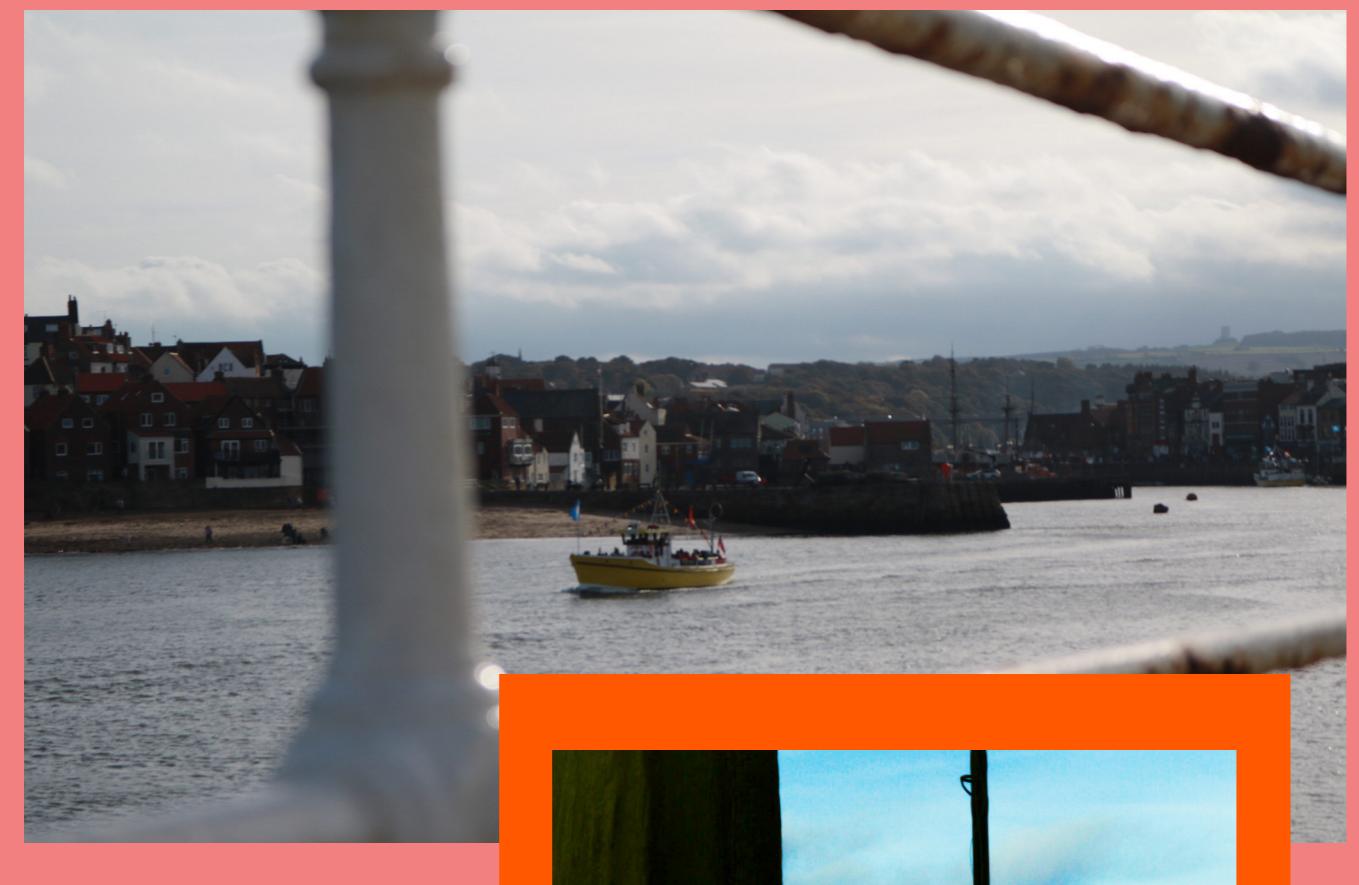


W
H
I
T
B
Y

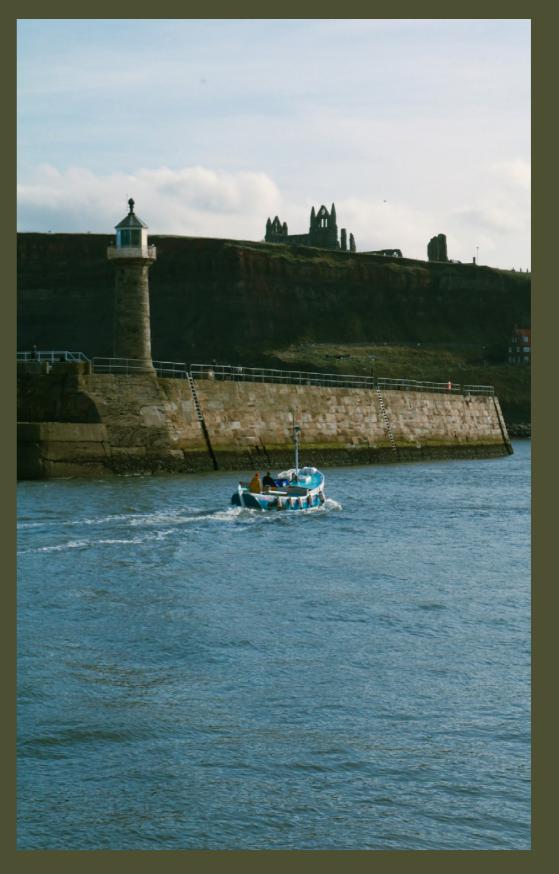
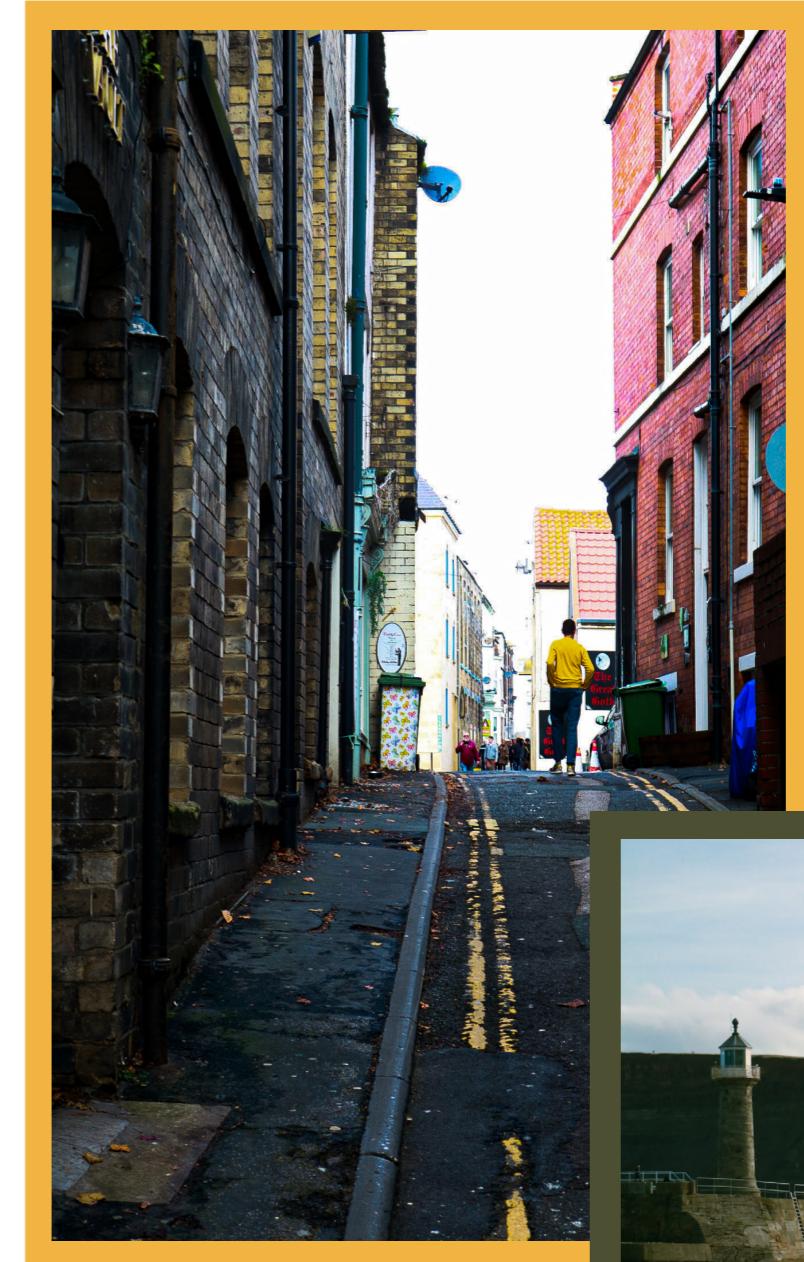




W H I T B Y



What charmed me about Whitby was the sense of community when I visited, it seemed that nobody had ever been to this place, however when I stepped foot into Whitby, I suddenly found myself with a feeling that you'd expect an explorer would have when they would discover a continent. The land was so rich with joy I just had to capture it's intricate moments and from the trip I went on in 2022 to the residential I stayed there when I was in year 6, nothing has changed.

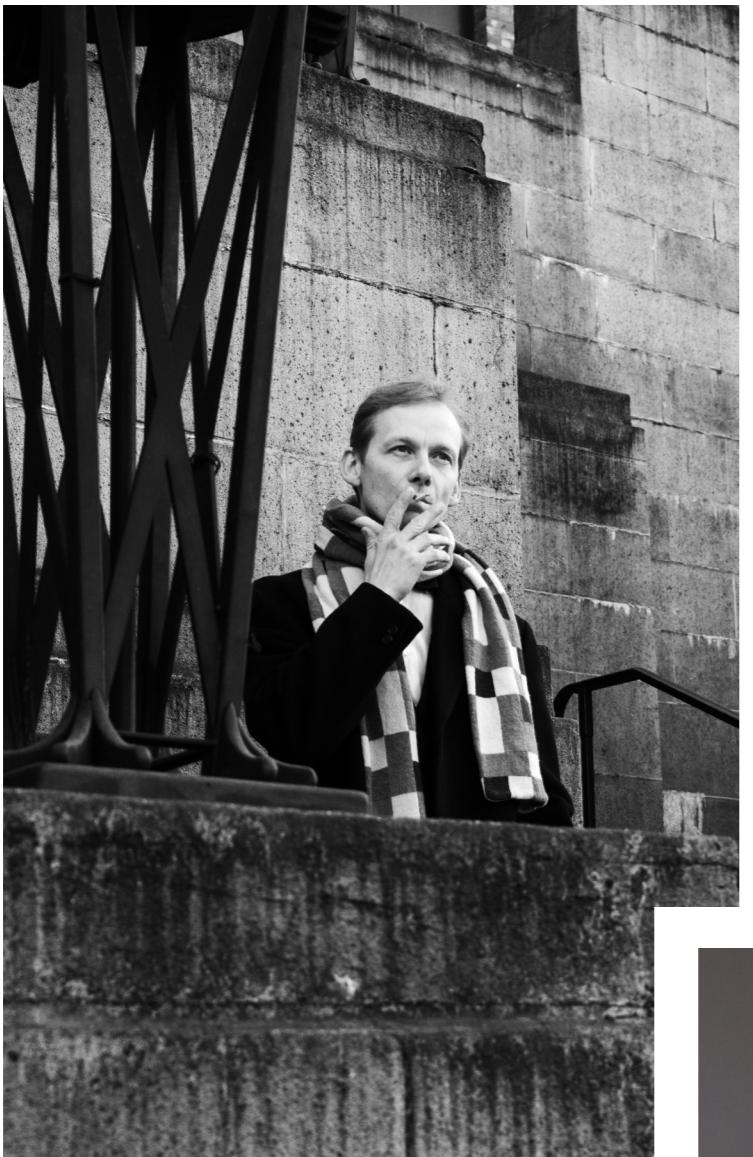




Portraiture is a really big fascination of mine as I take immense joy from studying people and how expressions can be noted into the form of a photograph, the use of colour and natural lighting can always help portraits feel more organic and as much as the photographers tell me to keep shots straight, I do sometimes like to try new methods of taking shots that may help me dramatise what I am seeing and capture shots the way I intend to. I also think it is nice to capture my friends in the moment so I have things to remember them by. It is nice looking through a memory but photography exists as it can be so much more impactful than that and from this I think it is important to notice similarities between this and more traditional pieces of art. Coming from a German Expressionism background really helps me to understand the convections of emotion which can be portrayed and the use of being bold really emphasises a mood or feeling.



PORTRAITS

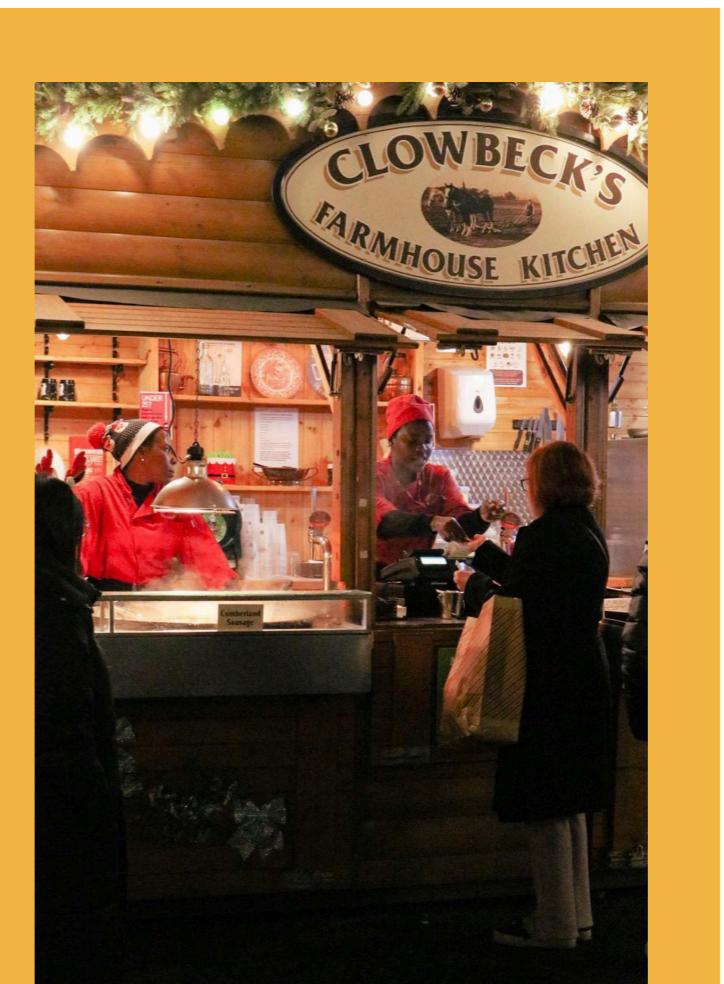
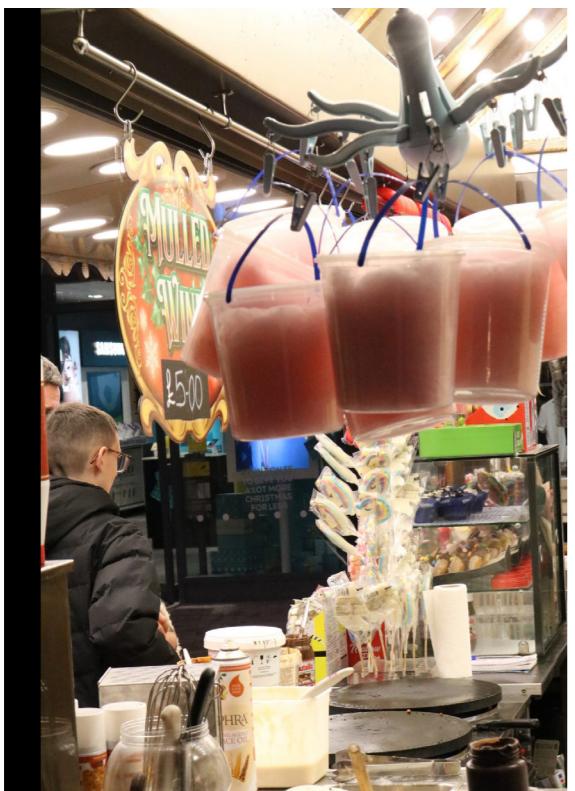


Going for walks in the local towns including where I am from, Stockport is always a nice way to capture what can be so easily overlooked. I think that it is important to show appreciation for your home as well as other destinations when you travel so sometimes I will bring my Canon to places like these to capture significant moments which take complete advantage of the natural light provided by the sun and also the unique textures captured by the idea of a variable scene complexity. Stockport shows this ideology to me as around every corner it seems there is always something that can give more which make for a surprisingly photogenic composition. Not everywhere can feel like home.



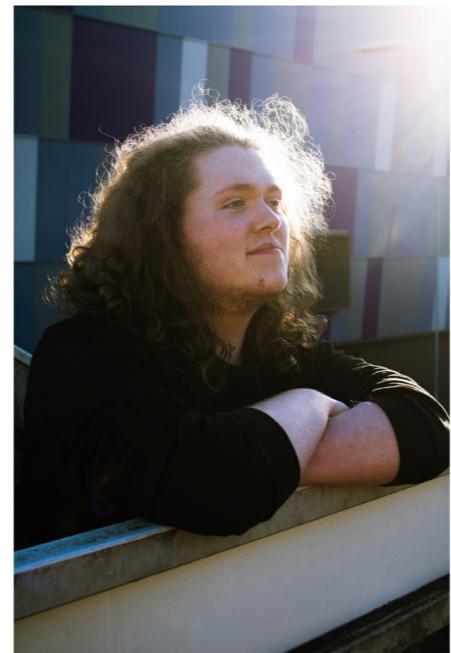


OTHER WORK





Things which made up a large portion of my year in 2022 were trips to the centre of my hometown, Stockport and grabbing food with some friends. I thought these were great opportunities to provide some good lighting to shots and encapture lots of texture. The architecture that Stockport leaves us is always interesting and there is a huge element of history of Stockport so when I do bring my Canon, I make sure to get shots like these and engineer something great.

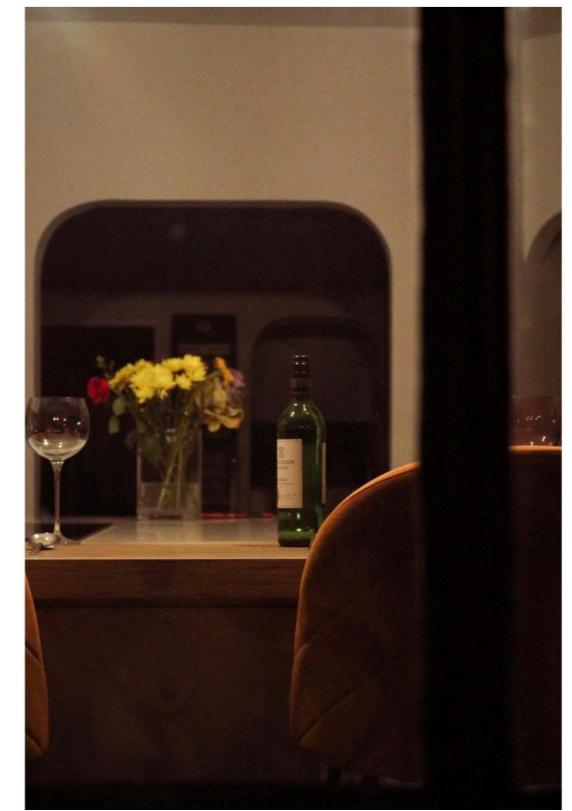


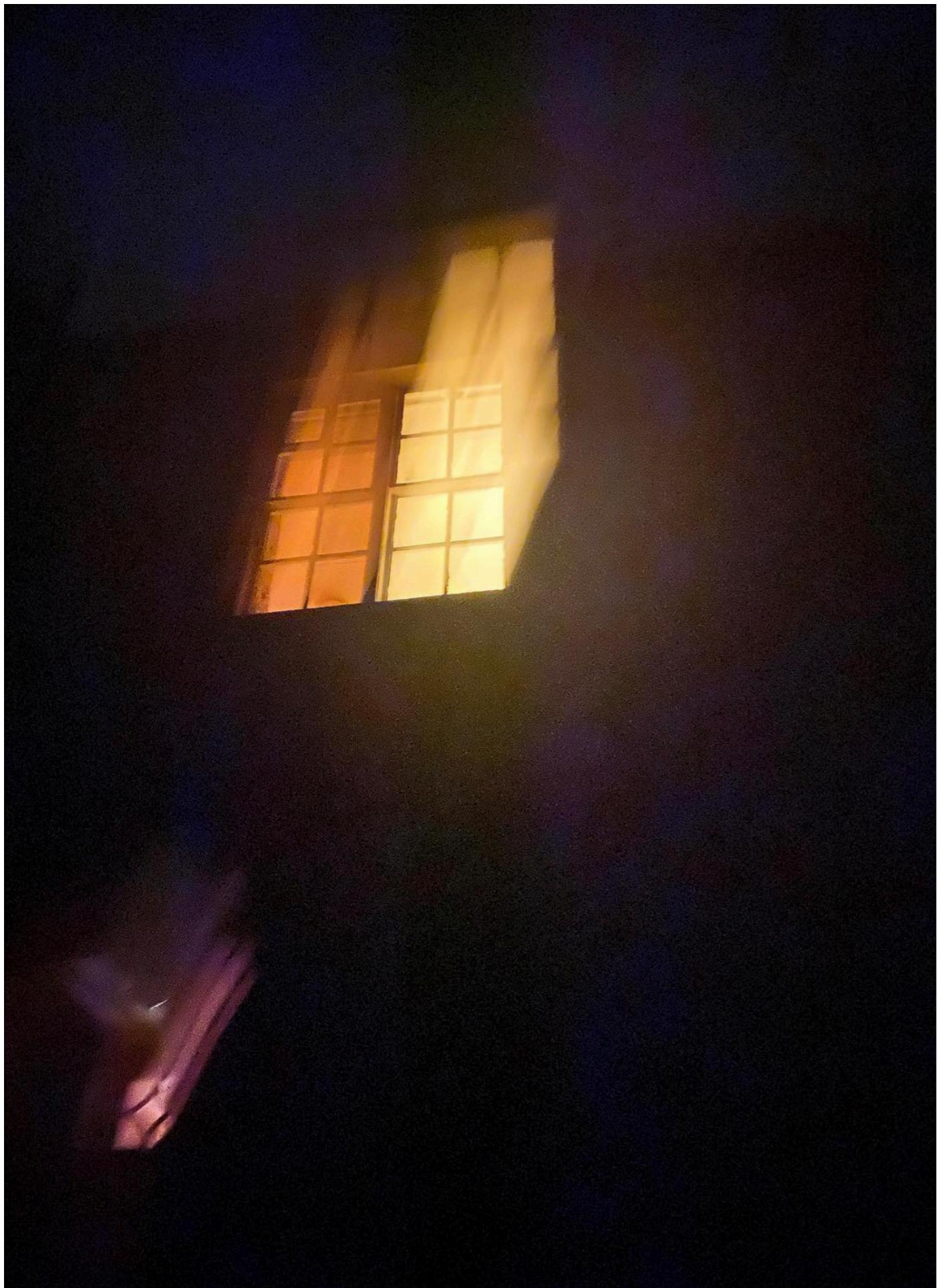


STOCKPORT



The village I live in proves to be a nice walk at times and I would often meet friends here during my time at college. I decided to bring my Canon one day because after a while you get hungry to take more photos. Some of ths shots like the one on the right really help me understand why photography is important to me even when I consider my future in graphic design. I really like to fixate on the more minute details that life presents to us in forms of human nature. I also like the simplicity of a wine bottle left on a table when it could simply have nothing on it.

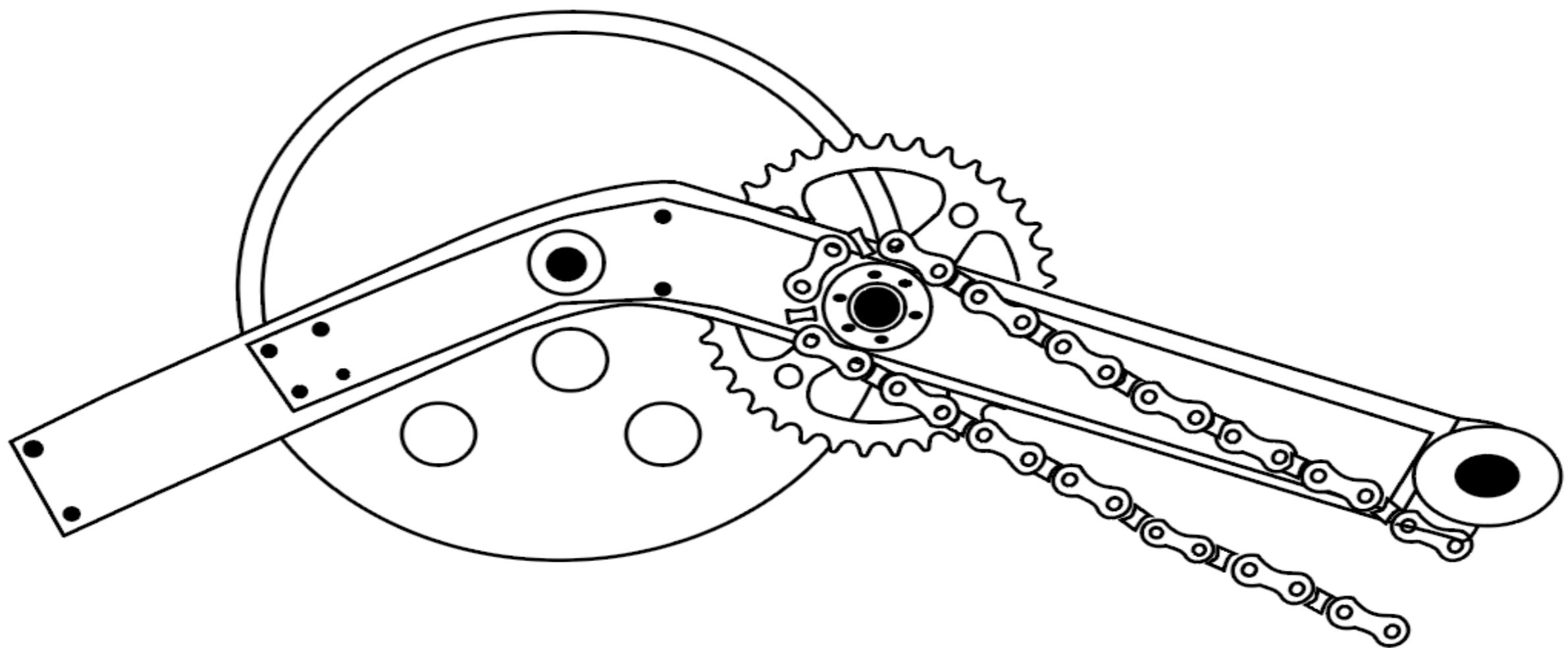




When given the opportunity to, I tend to take enjoyment from using natural moments to take photos, sometimes I will keep my camera in my bag and if I see something that looks good, I will for sure take a photo. Not everything works, the shot on the right tends to be a good example of this as I find I wanted a body shot but instead it made a great shot which captures both motion and places great emphasis on lines and how their nature can complete a shot. It is these types of shots in particular which make me want to use shots with longer exposure types, such as ones that take place along roads and use lights to create a palette of colour.

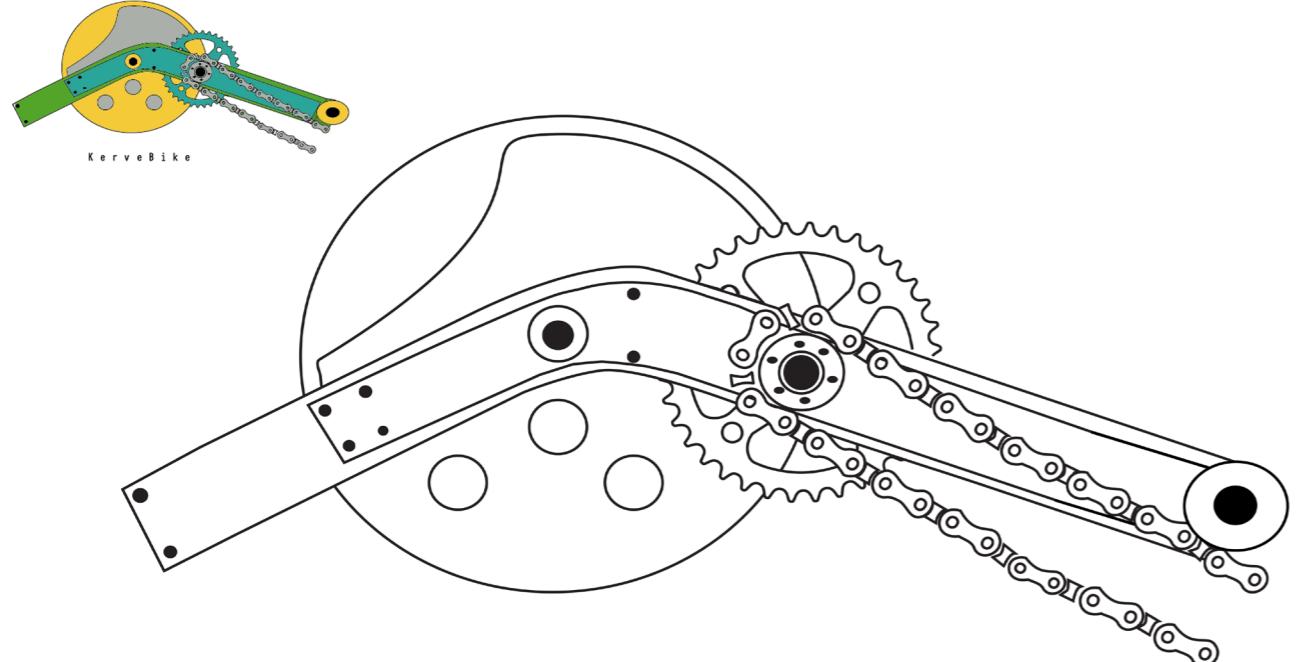


GRAPHIC DESIGN

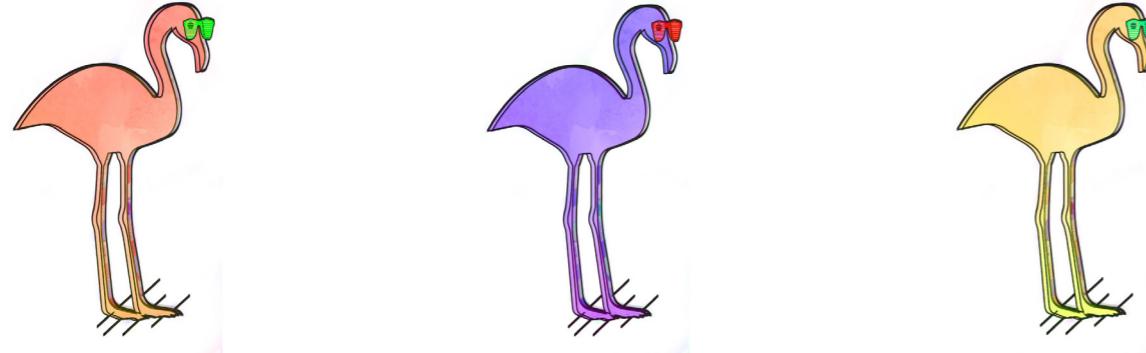


KerveBike

One of my proudest graphic design pieces is when I designed my eco-friendly branding template for a company named KerveBike which took from the use of K.E.R.S in formula 1 vehicles.



Using Photoshop, I was able to adjust the hue and saturation to shift the colour properties equally in comparison to each other in order to achieve a new set of colours so that I have other choices of design progression which can show development of brand representation ideas. I like to use this sometimes if I do not have a specific use of colour like with KerveBike as that project's colours were specific to the feelings that they emit.



Using appropriate colours, I chose to focus on what would be used as a uniform to identify my brand. These colours act as a style guideline. This is something which would later act as a contribution to my website UI concepts for KerveBike.

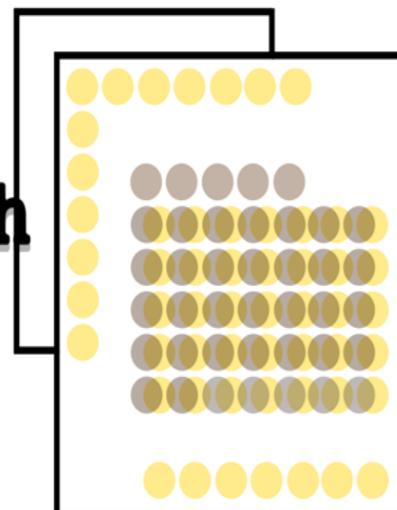
I chose to use the colours I used on the style guide to create my brand's identity via a website. Artistically I really enjoyed the asymmetry and it was my focus on the site for a while as the aesthetic provided to customers may prove a quite important element of the brand. Kind of similar to how popular and trending brands provide an ideology of lifestyle to its customers.

BELOW: FESTIVAL CONCEPT ART



I set out to design a nordic-inspired film festival so I took to photoshop and made this poster. I included a sharp, high-resolution mountain which really gave the image depth and I think everything works well together in cohesion.

Joseph Vanhinsbergh



This piece of work (on the left) comes from when I chose to try out some new software I had come across with my ipad (Procreate) and I wanted to make a self portrait from one of my shoots. I used opacity layers and my stylus to trace the proportions of my face to an accurate standard and took inspiration from German Expressionism, using bold lines to express a formal, creative and regimented piece which then would be taken into photoshop but exported into Illustrator, image traced to make it higher resolution and then exported as a translucent PNG.

Choosing to design a business card was one of the most recent tasks I have took into my stride when thinking of advertising my work and ability to envision a new idea and bring it into fruition whilst maintaining a solid idea of continuity. When faced with lots of ideas I chose to keep things true to my design philosophy and maintain a common theme with similar colour choices and bold line work. Here is also an example of where I am not afraid to reuse assets I have created for a professional task.

joseph vanhinsbergh
graphic design
and photography



josephvanhinsbergh.2016@gmail.com
josephvanhinsberghcreative.github.io

joseph