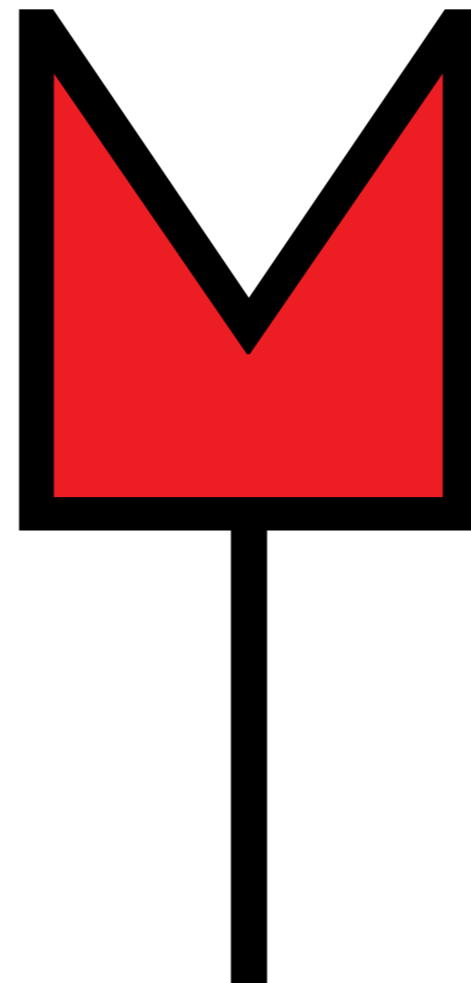


Thanks for taking the time to look at my folio, if you have any opinions, questions or thoughts don't hesitate to email me by [clicking here](#).



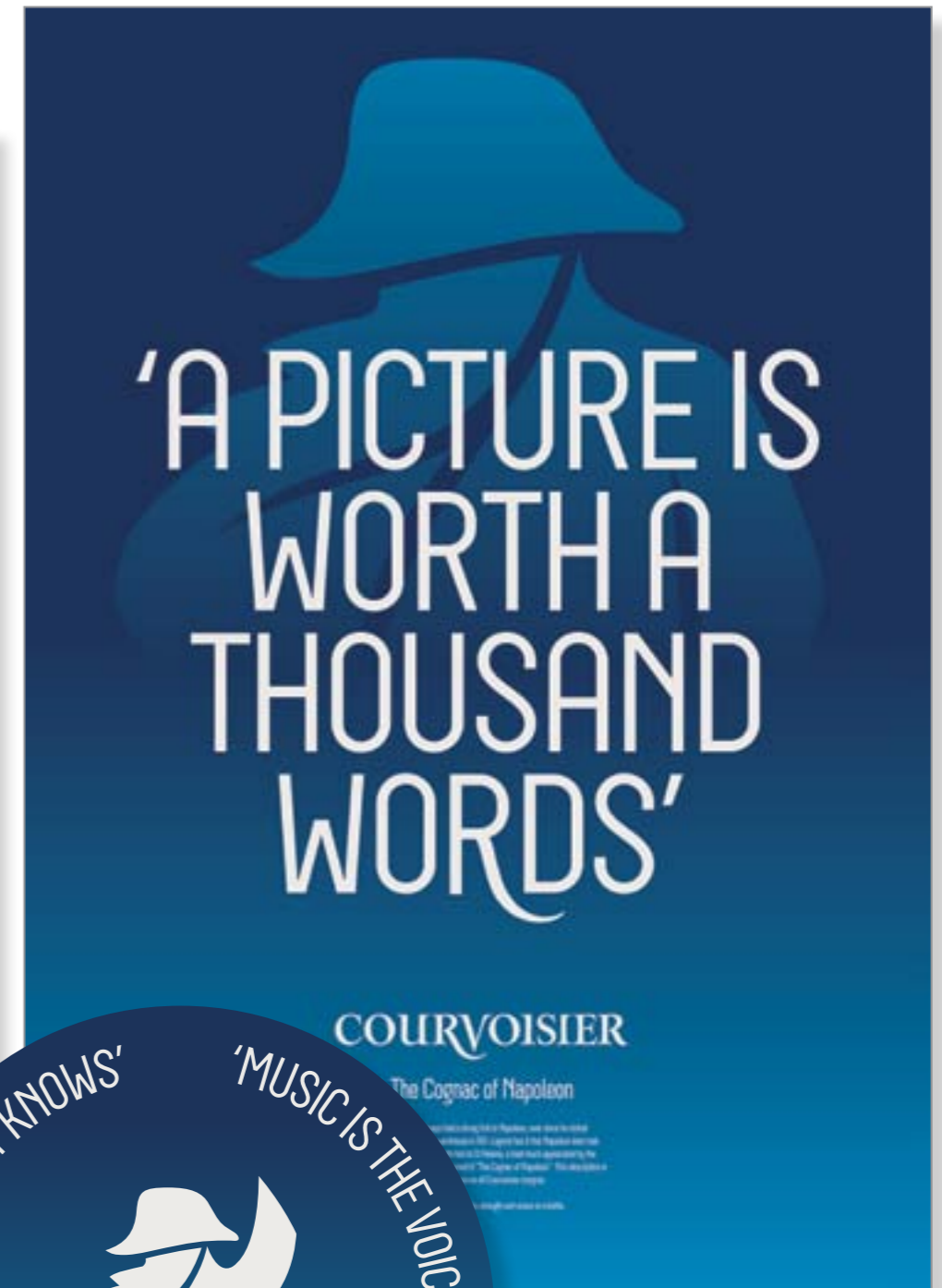
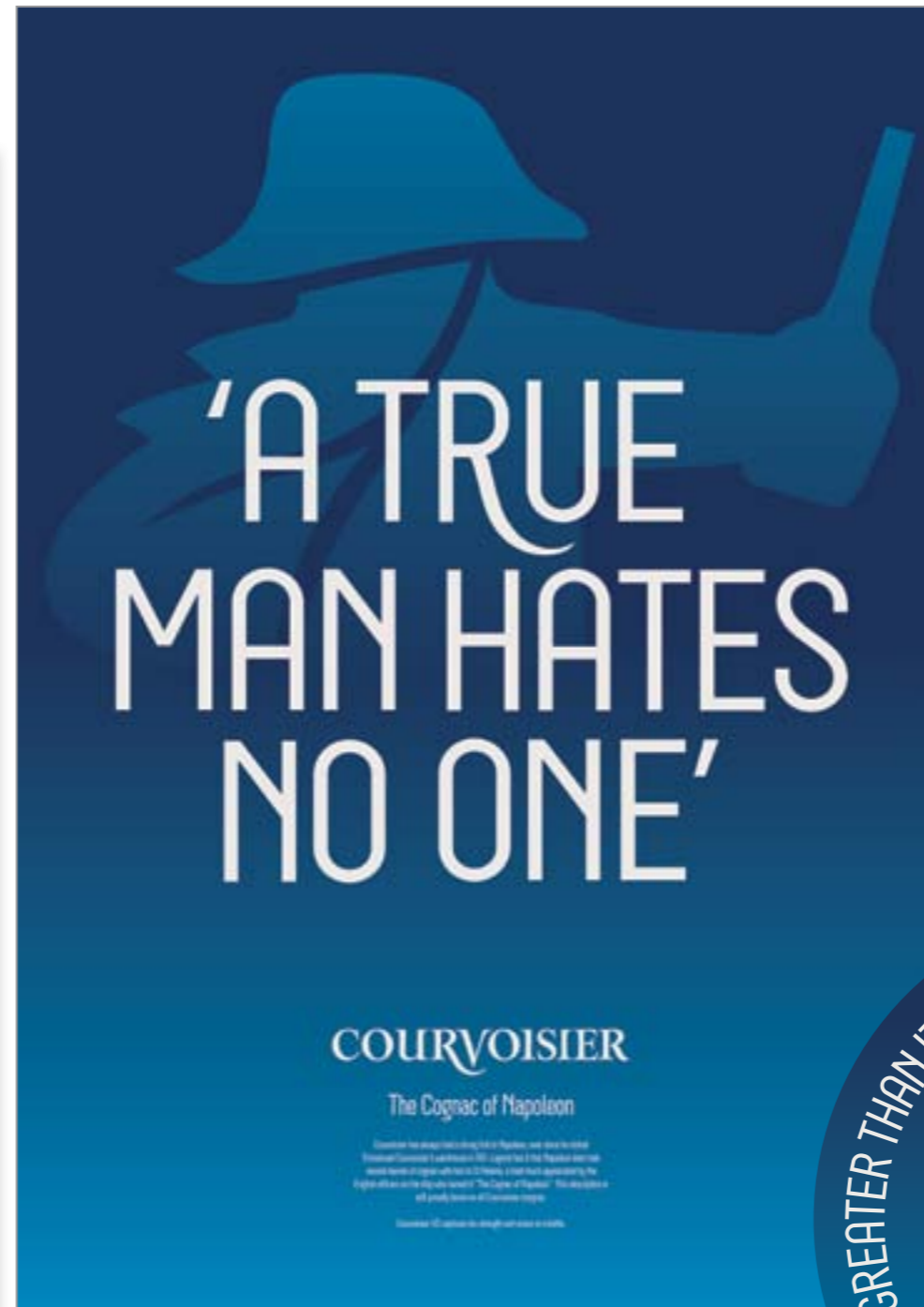
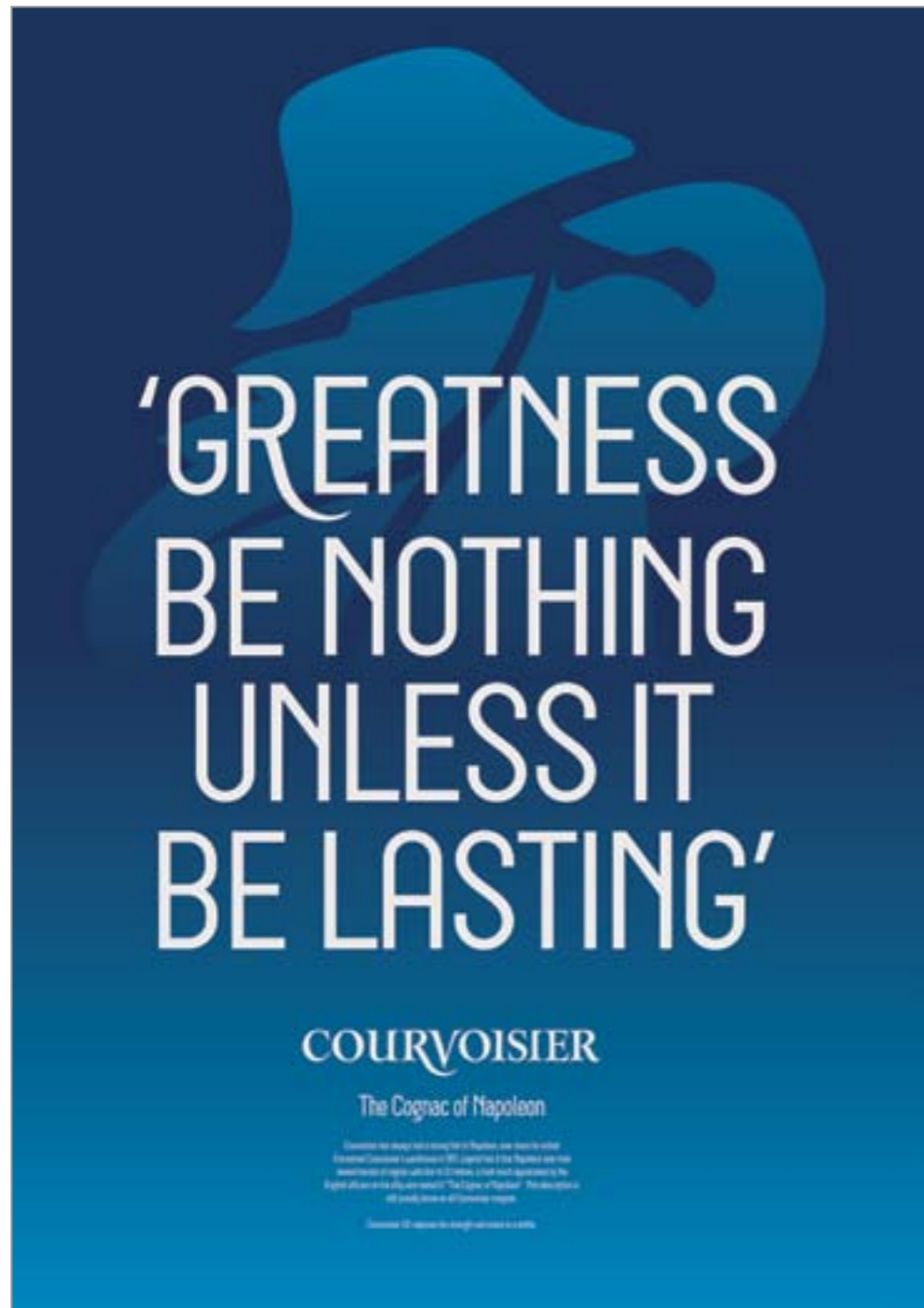


Courvoisier VS Branding and Packaging

Create a bold new twist of Courvoisier's flagship brandy.

I recrafted the VS bottle with the intentions of enticing a younger audience, whilst still maintaining Courvoisier's 'purist' brandy drinkers. I based the new bottle around Courvoisier's iconic figure, Napoleon Bonaparte.

The choice of colour, typographic quotes, animated character and sail shaped bottle all pay homage to Napoleon himself.



Courvoisier VS
Branding and Packaging

Create a bold new twist of Courvoisier's flagship brandy.

Posters and beer mats that could be placed in bars to advertise the new bottle. Subtle flicks of the 'r's reiterate the Courvoisier brand.

The logo is left intentionally small to draw observers into the image before realising the drink is a brandy.



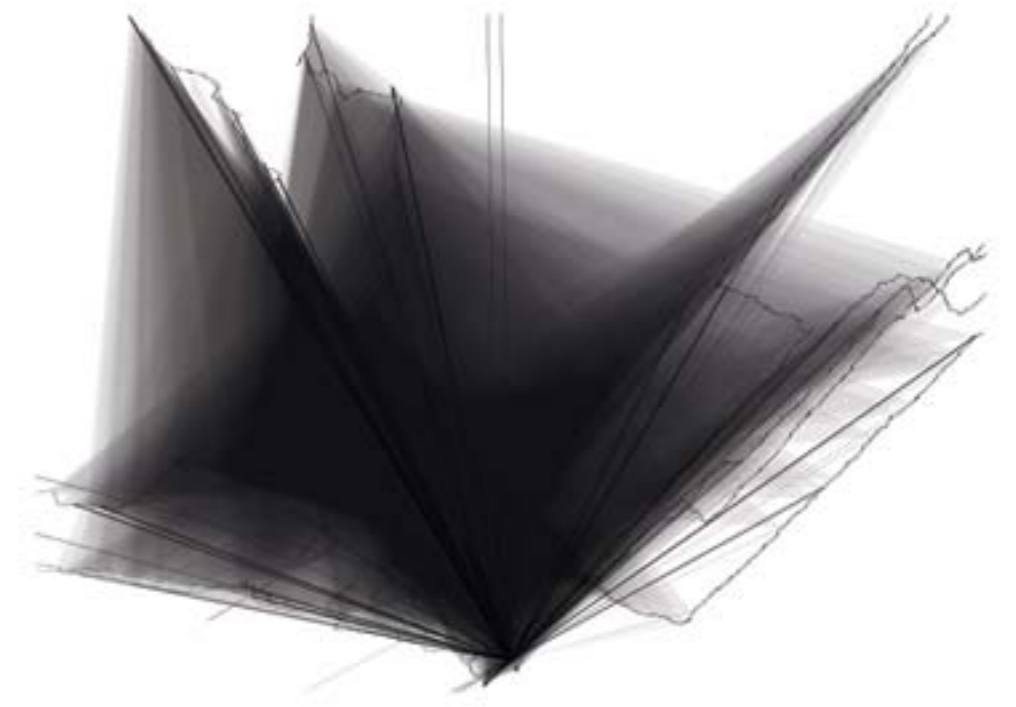
Soundstorm Generative art

A self initiated project. Create a music visualizer program and showcase its potential in a book, as well as various other forms.

After research, I realized that most computer-based visualizers change in an instance, leaving little to no "marks" from previous parts in a song. I therefore set out with the idea of creating a program that could create an everlasting "icon" for a song.

I decided that all of the shapes, movement and colour generated in the program should be based on the song itself, and avoid any "random" interventions from the computer.

This meant that if the program were fed the same song twice, it would produce exactly the same image both times.

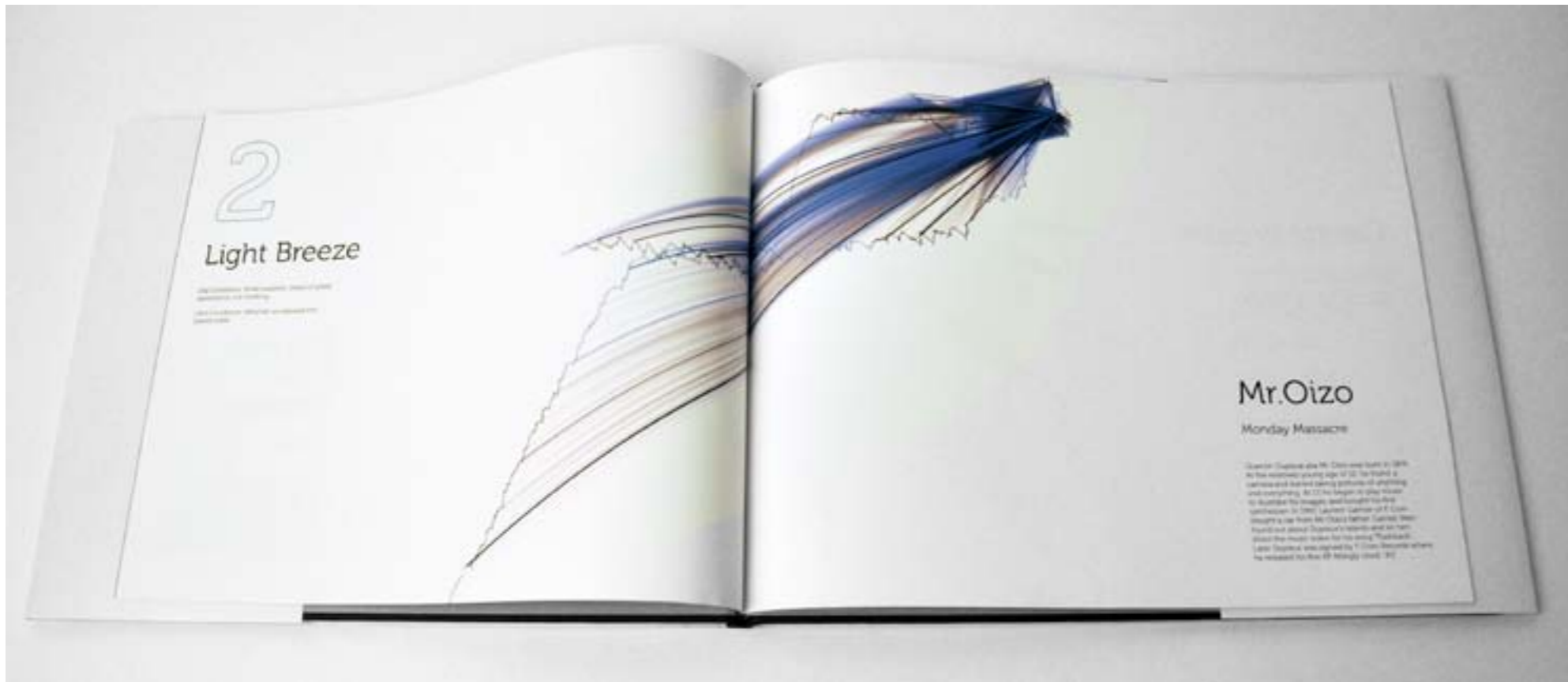


Soundstorm
Generative art

A self initiated project. Create a music visualizer program and showcase its potential in a book, as well as various other forms.

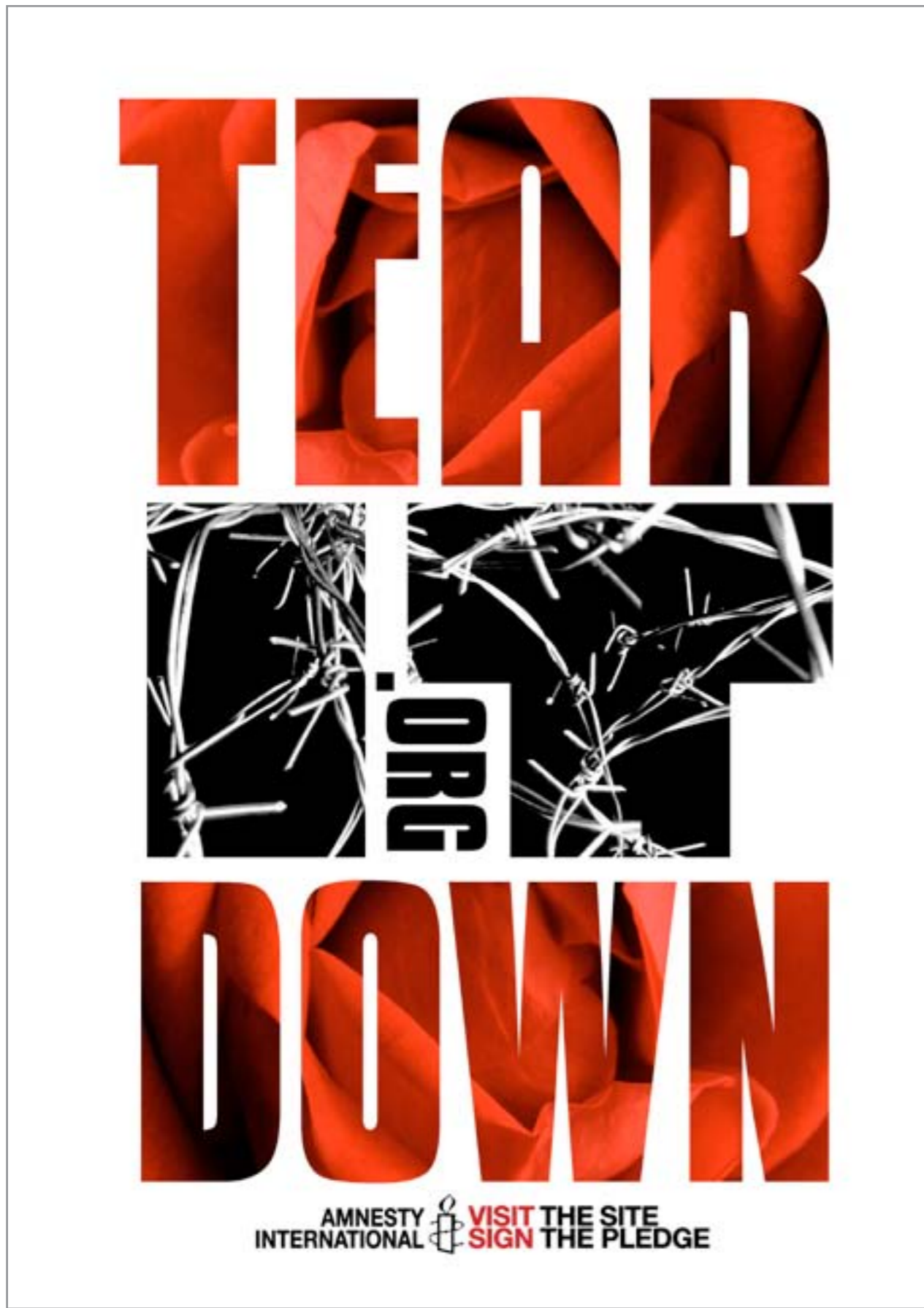
The initial creation of the program left many visual connotations. I realised that the program often generated shapes similar to that of a thunderstorm.

The 'soundstorms' were less intense in a calmer song, whilst being comparably more violent in a more intense song. This for allowed me to integrate the beaufort scale (used to measure storm intensity) into the book I created.



Soundstorm
Generative art

A self initiated project. Create a music visualizer program and showcase its potential in a book, as well as various other forms.



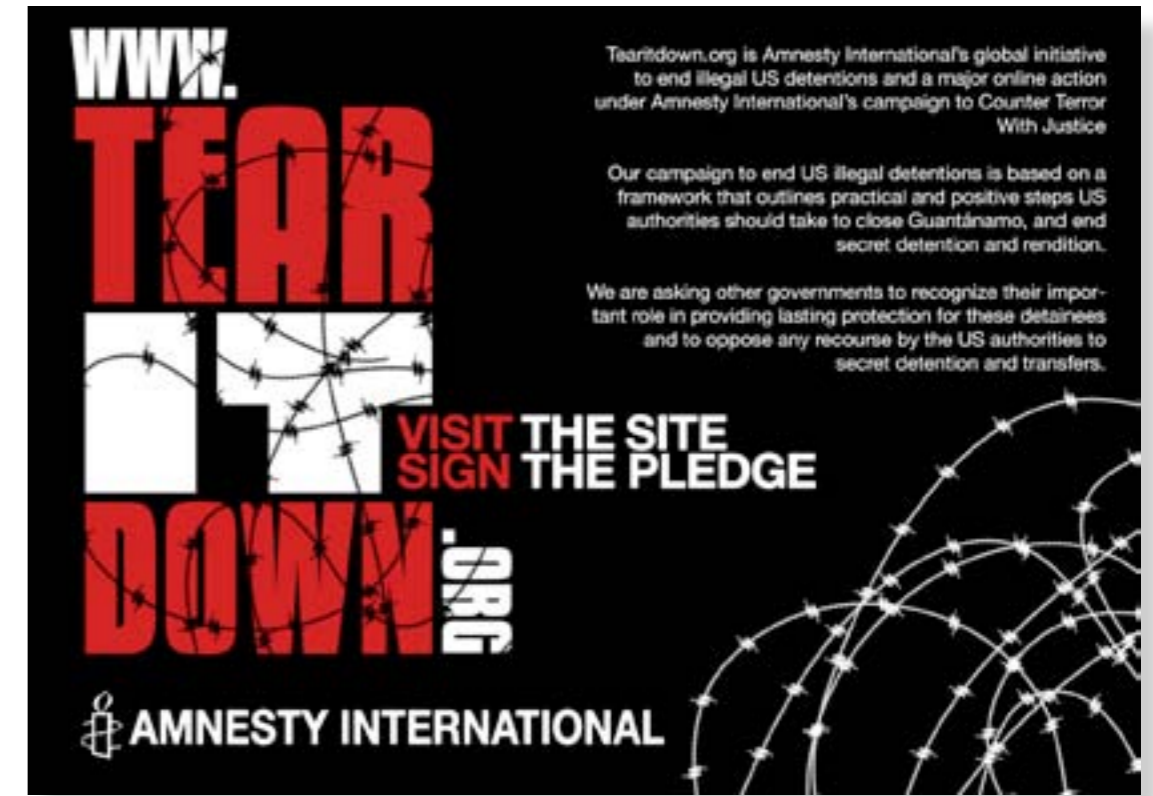
Amnesty International
Poster Campaign

Produce an advertising campaign for amnesty international against inhumane approaches to counter terrorism and justice.

I decided to produce a poster and direct mailing campaign to encourage the shutting down of Guantanamo bay. At the time Guantanamo was facing it's six-year anniversary. This coincided very closely with Valentines Day.

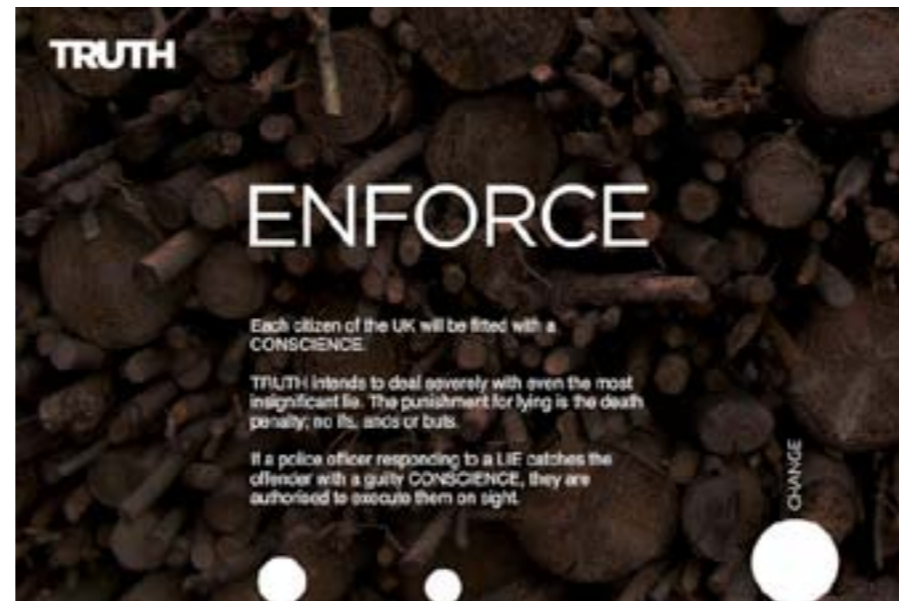
The post cards and posters were therefore intended for release and mailing on February 14th with the intention of personifying Guantanamo as a sleazy valentine.

On receipt, the cards then encouraged the visiting of a website to sign a pledge towards shutting Guantanamo Bay down.



Amnesty International
Poster Campaign

Produce an advertising campaign for amnesty international against inhumane approaches to counter terrorism and justice.



Truth Political Group Website

Design a website for a mock political group with a series of our own thought up ethos and rules.

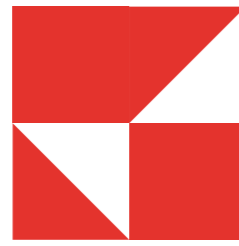
I liked the idea of having a society in which there were no lies. I decided that it would be illegal to knowingly lie about anything; the punishment would be the death penalty; no ifs ands or buts(!).

I decided on a simple logo for the group, using a circle, as I see it as being a very honest shape. I conjured a simple, yet complex idea in my sketchbook of using circles for the menus that bounced independently when clicked.

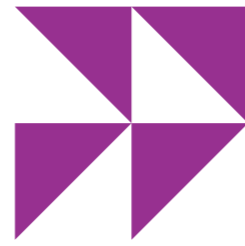
I spent a while learning Flash's actionscript and following tutorials, that then allowed me to create the concept.



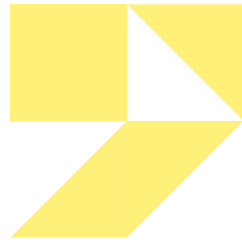
plants
pflanzen
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植物
植物



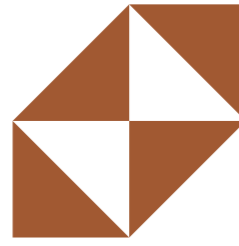
satellites
satelliten
satelliti
人工衛星
衛星



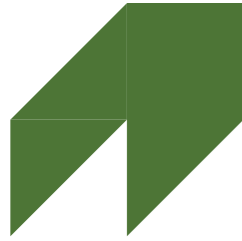
future worlds
l'avenir des mondes
zukunft welten
mondi futuri
将来の世界
未來世界



toilets
toilettes
toiletten
servizi igienici
トイレ
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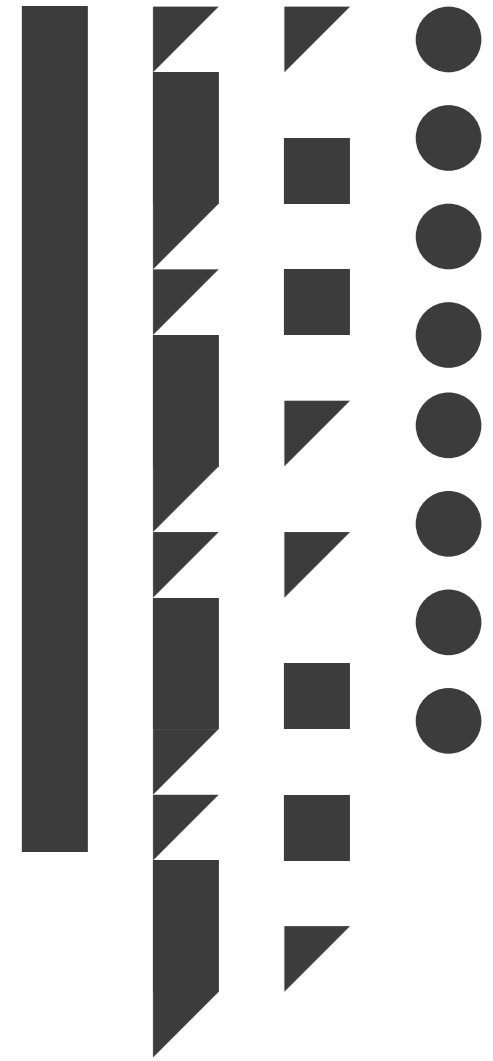
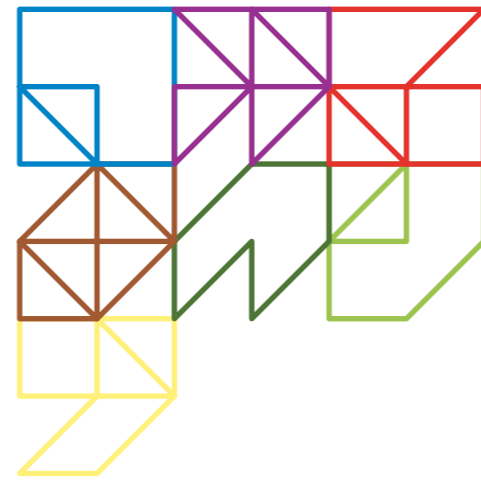
gift shop
boutique de cadeaux
geschenk-shop
negozi
ギフトショップ
禮品店



café
カフェ
咖啡廳



reception
レセプション
接待



goonλilly

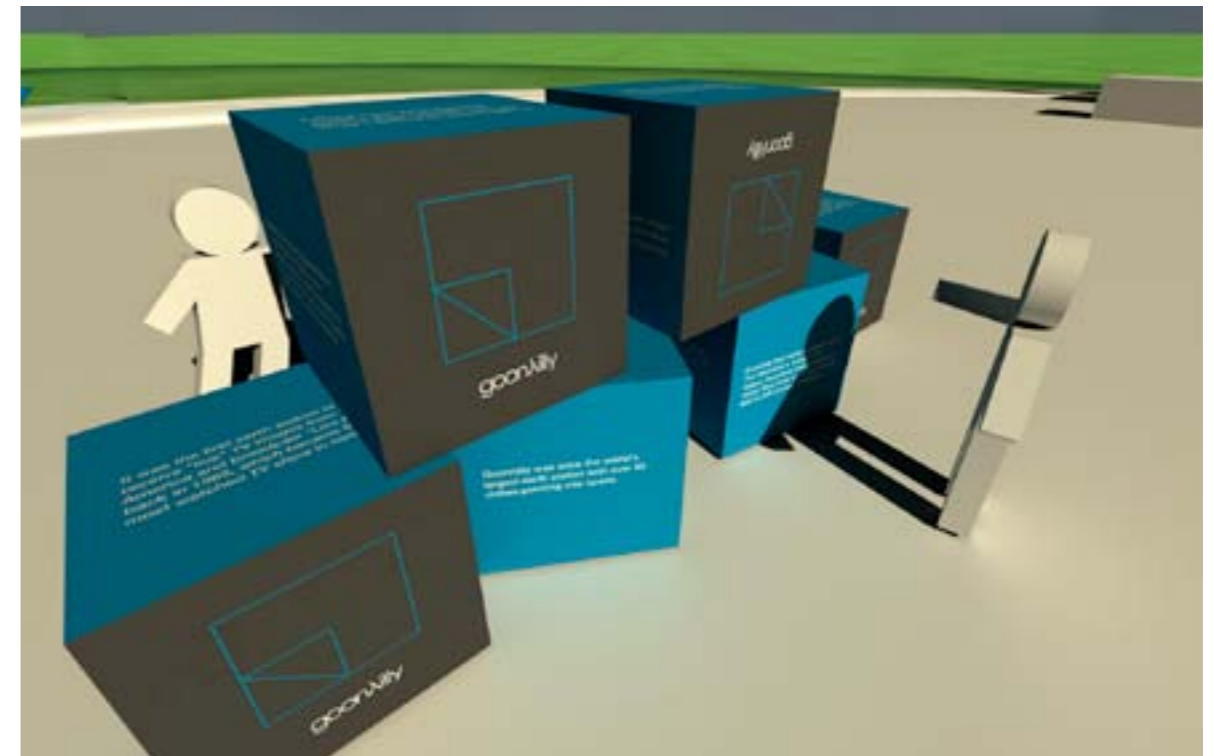
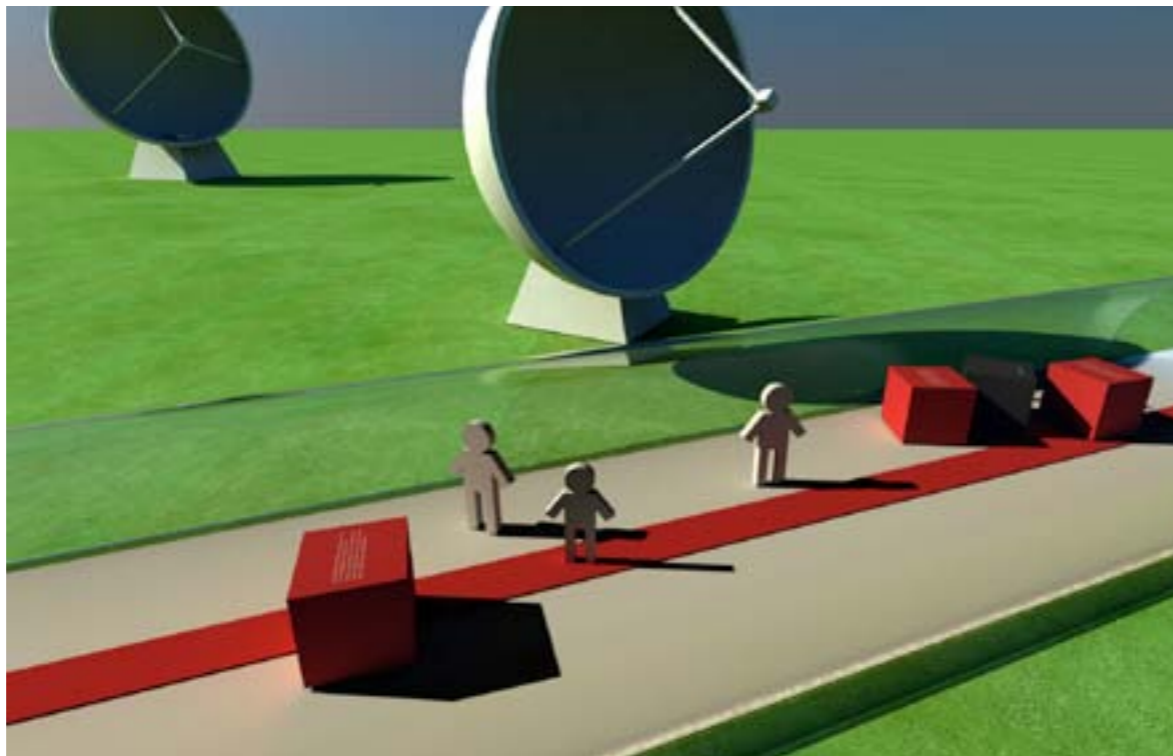
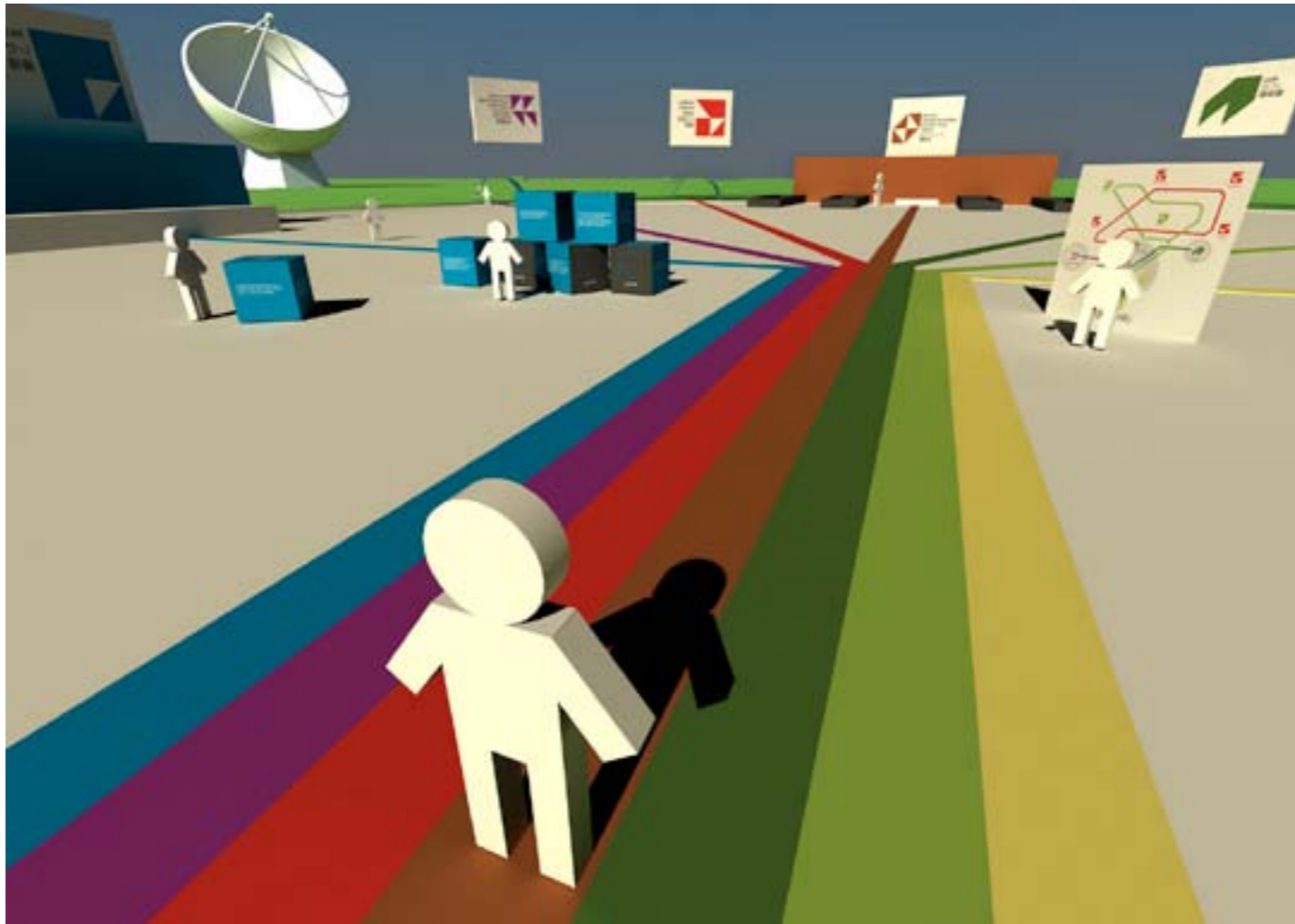
Goonhilly
Branding

Rebrand the identity of Future World at Goonhilly, with the additional option of changing the name of the attraction.

Now owned by the BT Group, it was at one time the largest satellite earth station in the world, with more than 25 communications dishes in use and over 60 in total.

I decided to rebrand the site with an emphasis on communication and discovery. Frequency and wavelength lie at the heart of any form of communication. With this in mind I incorporated the Greek letter 'lambda', the symbol for wavelength, in

to the new logo. The choice of colours mimicked the visible light spectrum, again making connections to wavelength. The signage was designed to represent the binary communication used by satellites to transfer information.



Goonhilly
Branding

Rebrand the identity of Future World at Goonhilly, with the additional option of changing the name of the attraction.

Mock ups of the new Goonhilly complex show how the colour scheme could be used to navigate the site. Visitors are guided by coloured 'roads' which begin together in the foyer area and then span the whole complex individually.

All the walls in the complex are made of glass, making the unique and compelling scenery offered by the site the main attraction.

Hands-on 'information cubes' allow visitors to discover quick and simple facts about the site.

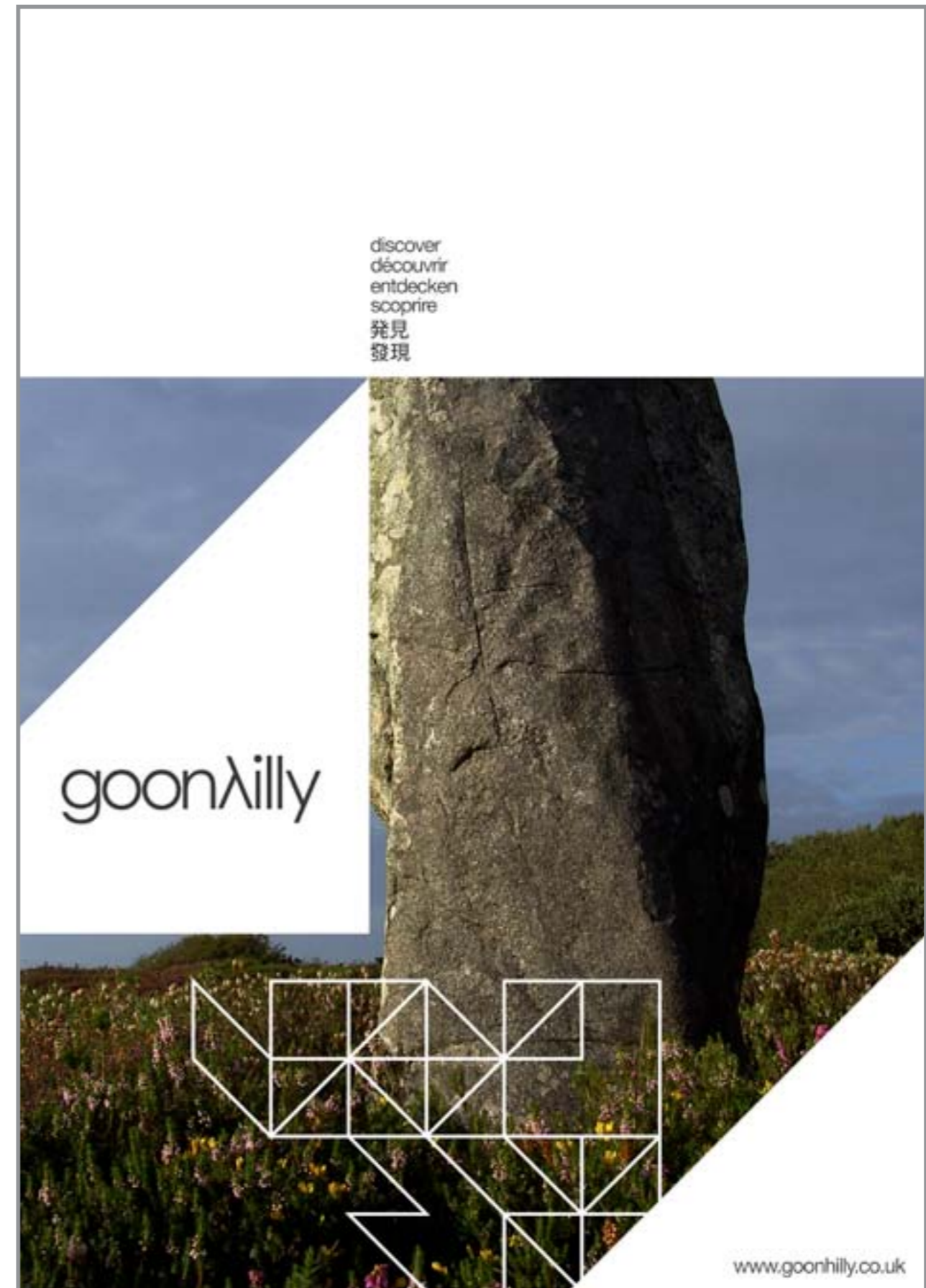


Goonhilly
Branding

Rebrand the identity of Future World at Goonhilly, with the additional option of changing the name of the attraction.

Site maps reiterate the use of signage and 'coloured roads' that span the attraction.

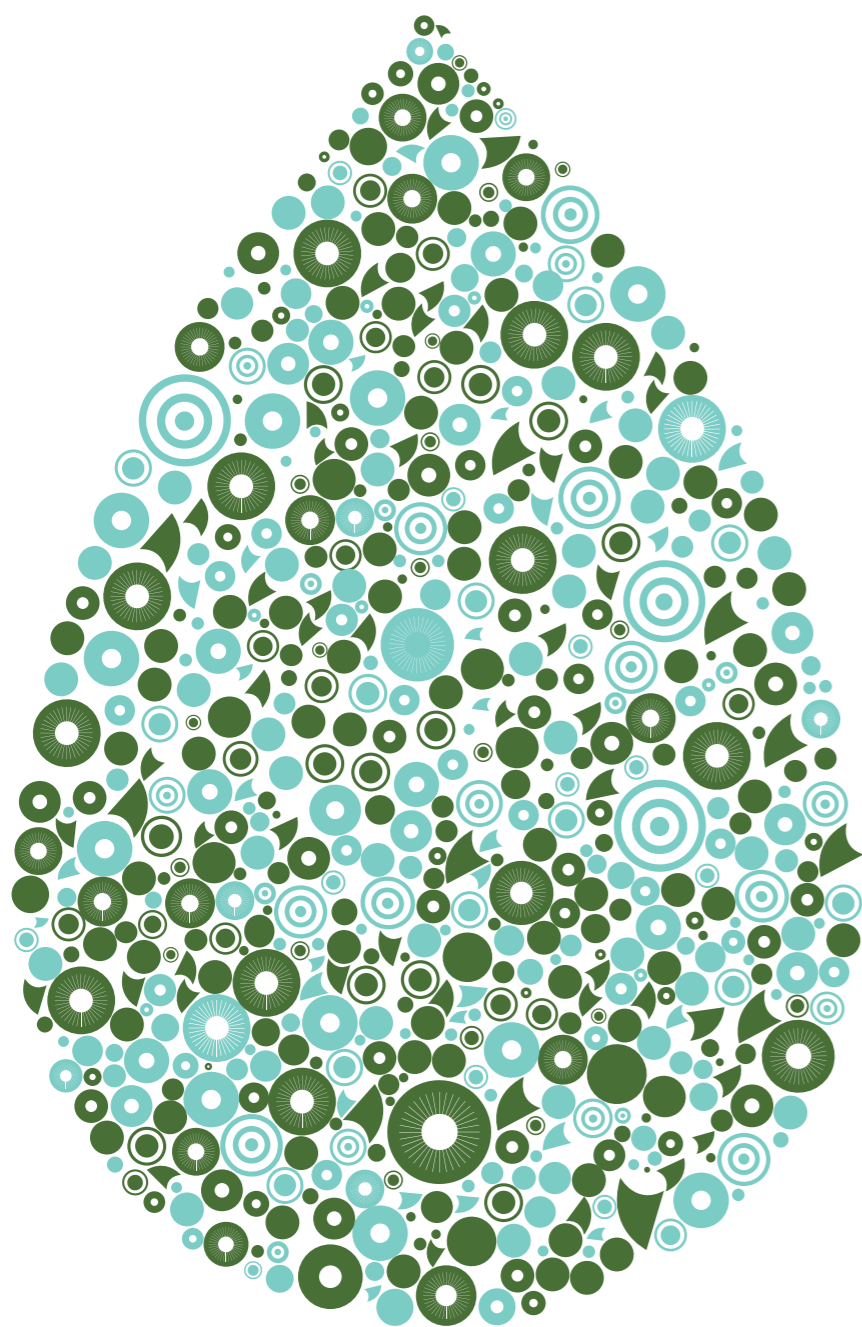
Individually generated business cards give each member of staff a bespoke insignia, whilst allowed access to restricted areas via image recognition.



Goonhilly
Branding

Rebrand the identity of Future World at Goonhilly, with the additional option of changing the name of the attraction.

External posters use the same kind of visuals. They are strongly cropped to suggest a hidden message that can only be deciphered if the person visits the attraction and sees the whole picture.



RECLAIMED
RESHAPED
RECYCLED



Eco-Carve Longboard
Print

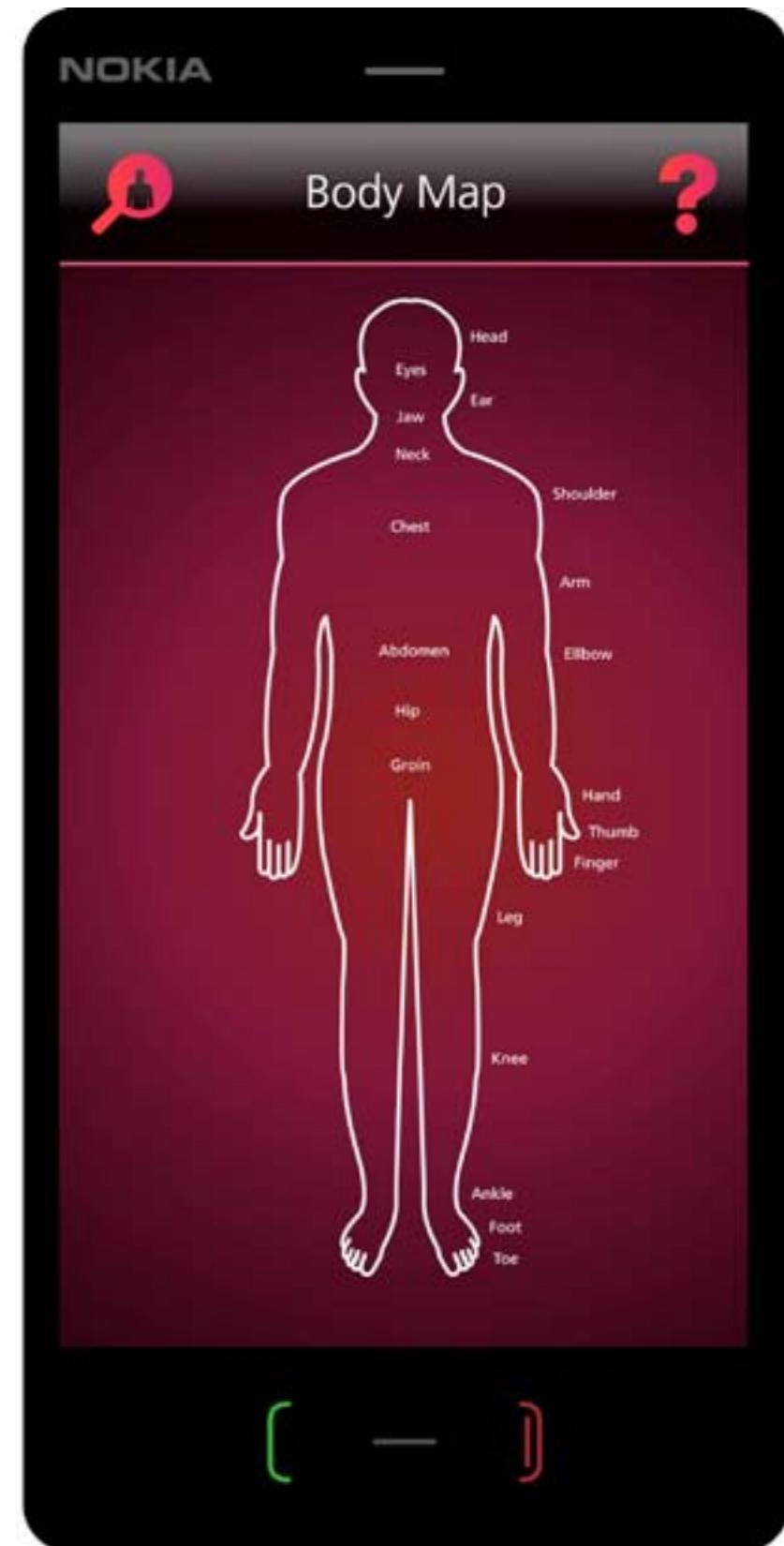
Produce a design that highlights the synergy between surfing and skating, whilst being relevant to intentions of Surfers Against Sewage.

It stated in the brief that Surfers Against Sewage were looking to shed their 'crusty surfer look'. This encouraged us to create a clean design with a simple message. The water droplet in the centre is composed of particles that emphasize the similarities

between surfing and skating. The droplet also points to how diverse and interesting the sea is; by combining this with the typography below, the observer is encouraged to keep it that way.



The
Mobile
Health
Service

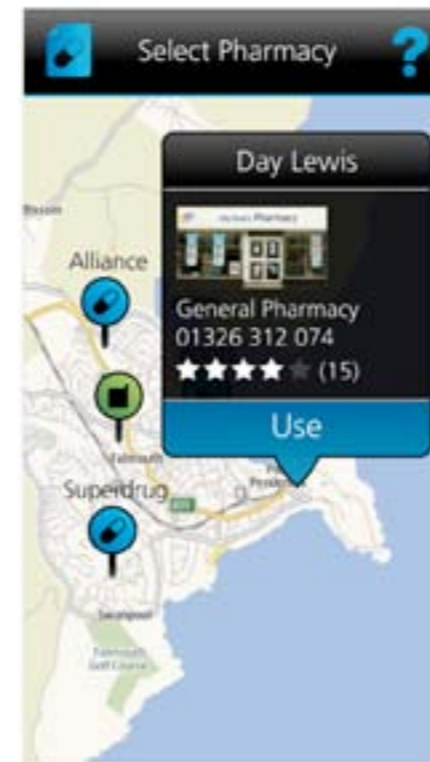
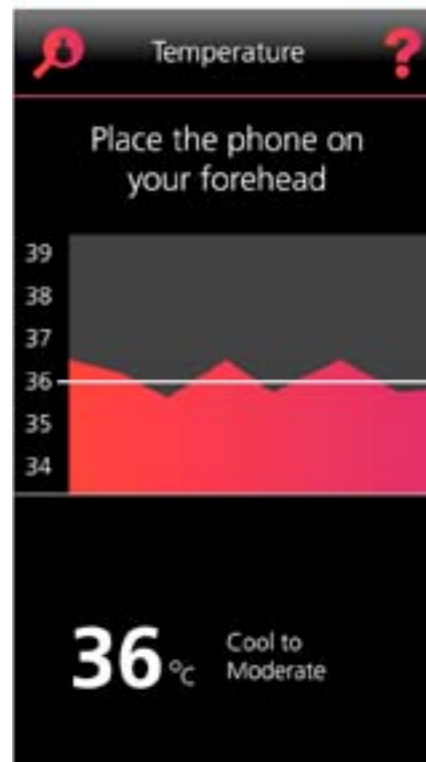


Mobile Health Service Phone Interface

Create a forward thinking and functional interactive mobile service that can make a real difference to the user's personal or professional life.

I designed an application to improve the relationship that a person has with their National Health Service.

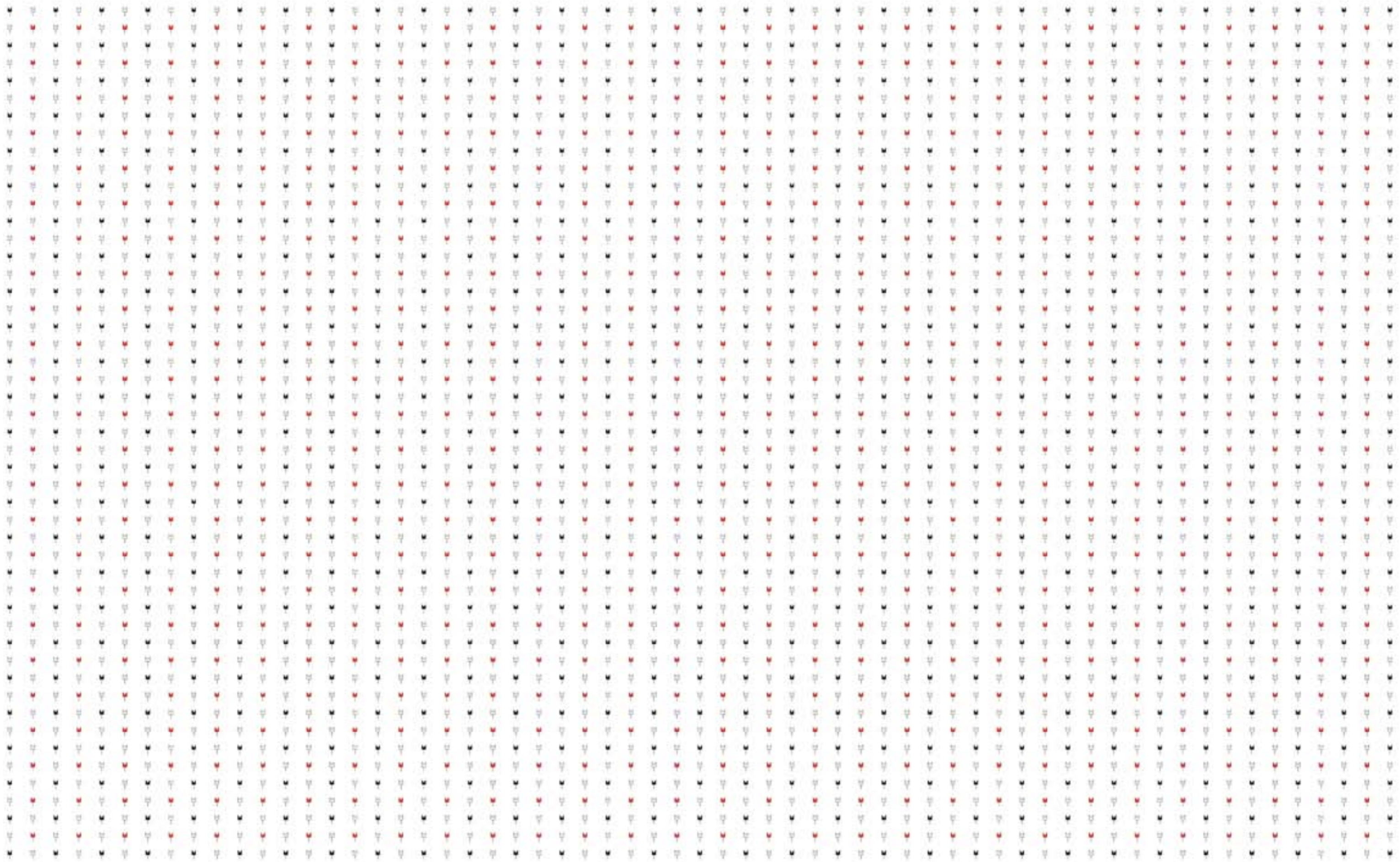
Whether it be diagnosing symptoms, booking appointments or advising you on when to take medication; the application makes public health more welcoming and instantaneous.



Mobile Health Service Phone Interface

Create a forward thinking and functional interactive mobile service that can make a real difference to the user's personal or professional life.

To see the presentation boards explaining the application, and a series of flash stories showcasing its potential, please click the link on the left.



Thanks for looking.

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matt@mattturnbulldesign.com