

My Portfolio

Design for Digital Media (BA)

Aiden Jackaman

Geewiz charity: Thomas Wolsey school playground design

Brief:

To design a eye catching interactive and sensory piece of playground equipment for the charity Geewiz.

Techniques implemented:

Initial sketching of design, creation of marquette.
Development of sketches into vectors using Illustrator,
experimenting with colourways and dimensions.

Thought process:

Making a design with human characteristics to create a bond and interest between children and equipment. My design was one of five designs chosen from 20 and will be fabricated in late 2022.

Tags:

Story telling
Invention
Charity
Drawing
Interactive

Mini model

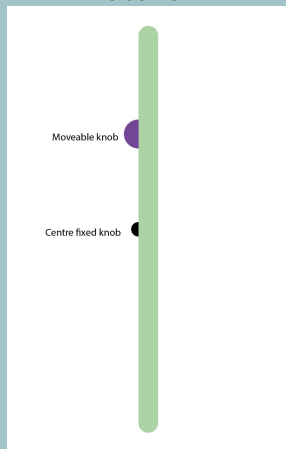


Initial design ideas

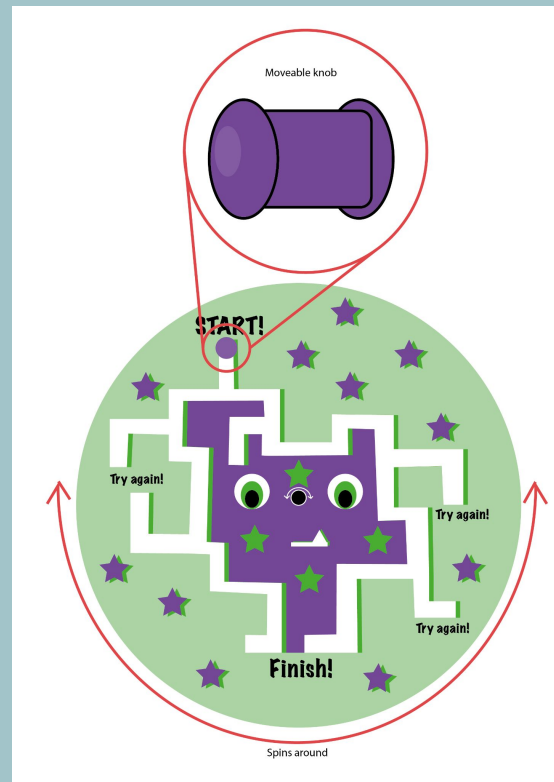


Our initial idea was to create a spinning device which had character and would create a bond between the child and the equipment. The design has a maze which would be navigated with a moveable knob. The design will spin with a bearing which is designed to have a clicking sound which would fulfil a child's sensory needs. The children could spin the design and also play with the maze.

Side view



Front view



Architectural editing

Brief:

To manipulate a photo of architecture.

Techniques implemented:

Images taken with phone, then manipulated in photoshop with stamp filter and colour/saturation tool. Design then mirrored four times.

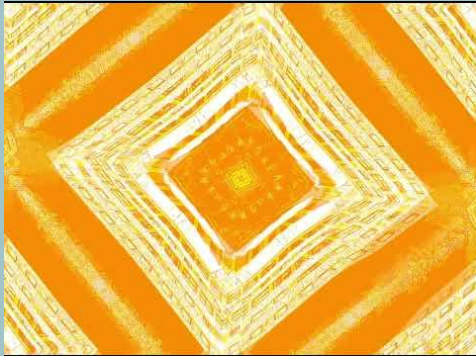
Thought process:

Mirrored buildings to create distorientating effect. Inspired by Doctor Strange movies. Created movie style animation e.g. kaleidoscope.

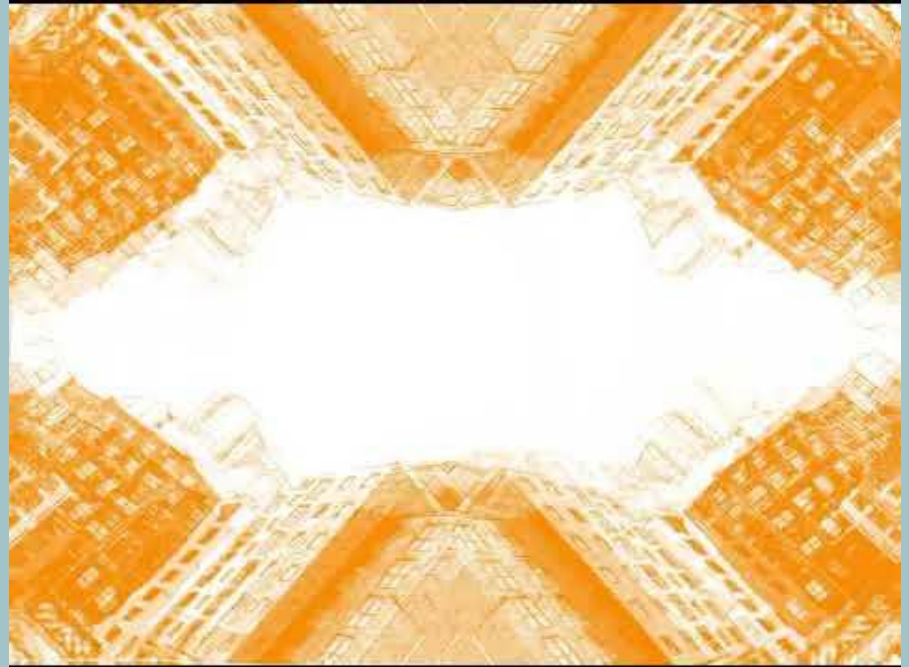
Tags:

Image creation
Image manipulation
Digital
Photography
Video

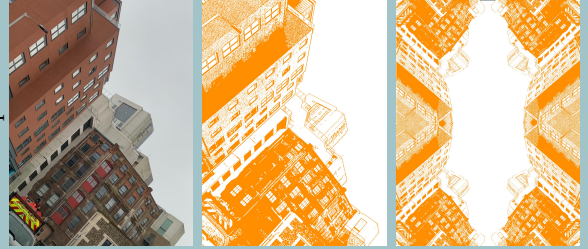
Alternative outcome



Final outcome



Development



Narrative photography

Brief:

To capture images with a story narrative.

Techniques implemented:

Atmosphere created through contrast filter and exposure.

Thought process:

Careful observance of surroundings and perception of the natural narrative available to capture.

Tags:

Image creation

Image manipulation

Story telling

Photography



Capturing textures

Brief:

To capture a range of different textures.

Techniques implemented:

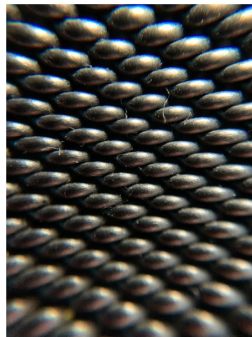
Images taken with nano lens on phone.
Laid out into grid to create further
comparing of textures between images.

Thought process:

Textures had to differ by colour, shape
and material. White grid background
to not distract from textures.

Tags:

Image creation
Image
Manipulation
Photography



Pattern surface designs: Pillows

Brief:

To create pattern to be featured on a surface such as a pillow.

Techniques implemented:

Illustrators vector shape tool to create initial pattern shape. Pattern tool to create pattern. Pattern added to pillow with displacement filter from Photoshop.

Thought process:

To create a pattern that started with simple shapes to build to a complex, yet visually pleasing design.

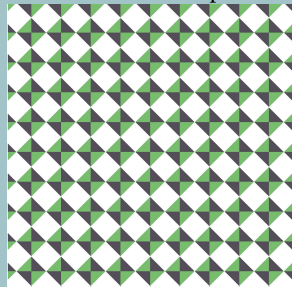
Tags:

Digital
Invention
Image manipulation
2D to 3D design

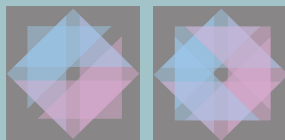
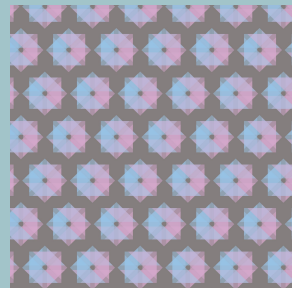
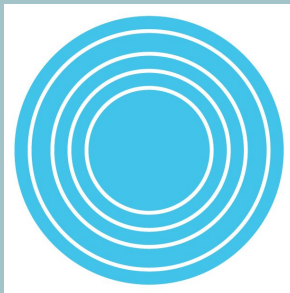
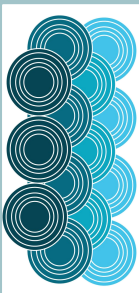
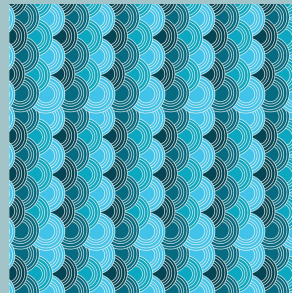
Initial pattern ideas



Pattern mock ups



Final outcomes



Marketing skills: Can of me

Brief:

Create a can which simulates me.

Techniques implemented:

Pen tool, pattern making and shape work.

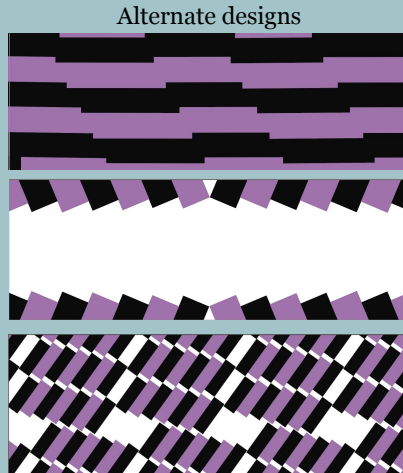
Thought process:

Colour scheme and typography carefully chosen as they reflect me and my interests.

Percentages of emotions on can to give further information about me.

Tags:

Digital
Invention
Expression
Story telling
Interactive



Photomontage: The ages of Bowie

Brief:

Create a photomontage to pay homage to an icon of your choice.

Techniques implemented:

Image layers, cropping, and opacity editing

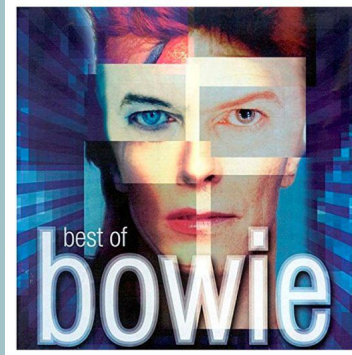
Thought process:

To create a fitting tribute to an artist who occupied many personas.

Tags:

Story telling
Expression
Image
Manipulation
Collage

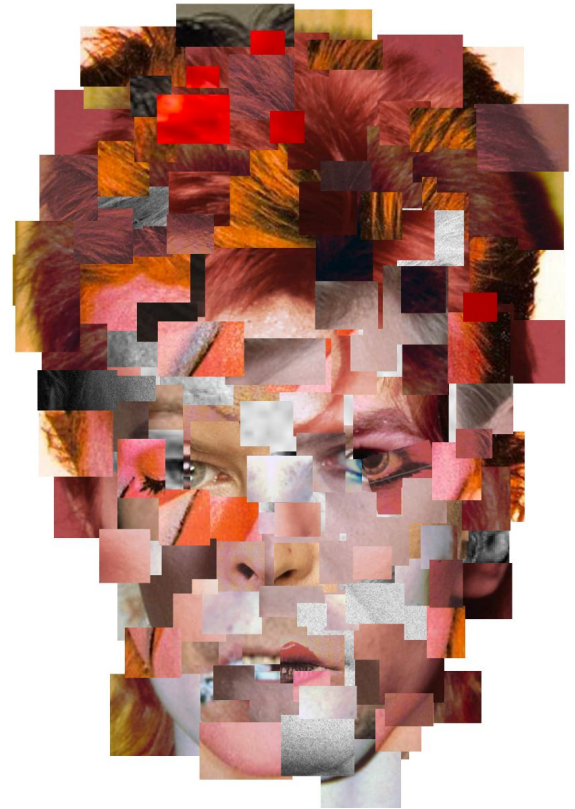
Inspiration



Photos used



Final outcome



Portraits through words: Lil Nas X

Brief:

Inventing from the letter P.

Techniques implemented:

Displacement filter, gaussian blur filter, filter gallery and typography settings.

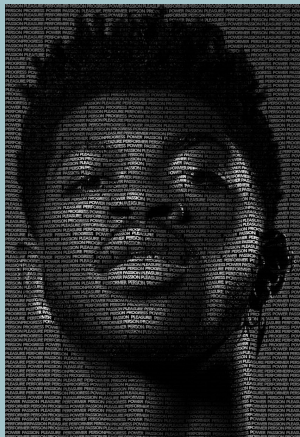
Thought process:

Portraits created for a music artist Lil Nas X from relevant words relevant to him and his work, all beginning with the letter P.

Tags:

Story telling
Invention
Digital
Typography
Image manipulation

Alternative outcome



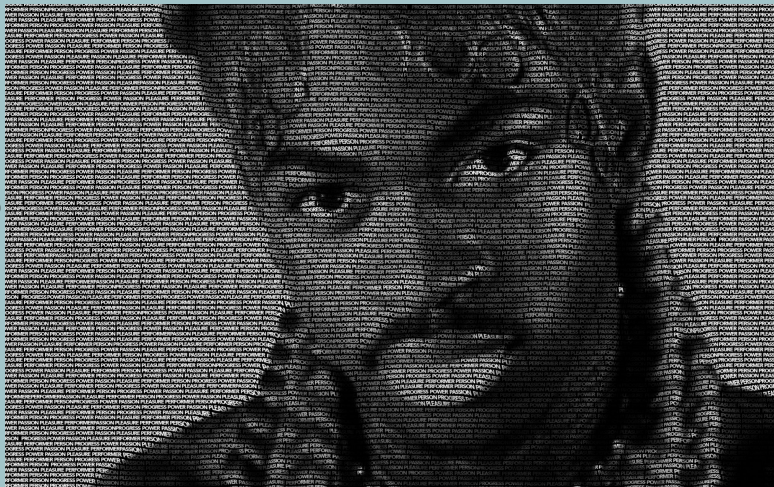
Unsuccessful attempt



Zoomed



Final design



Exploring the power of typography: CHAOS

Brief:

To show chaos through type.

Techniques implemented:

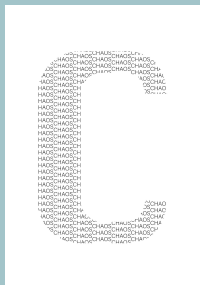
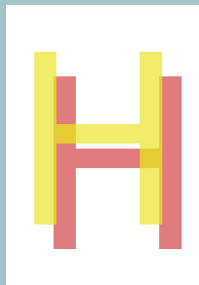
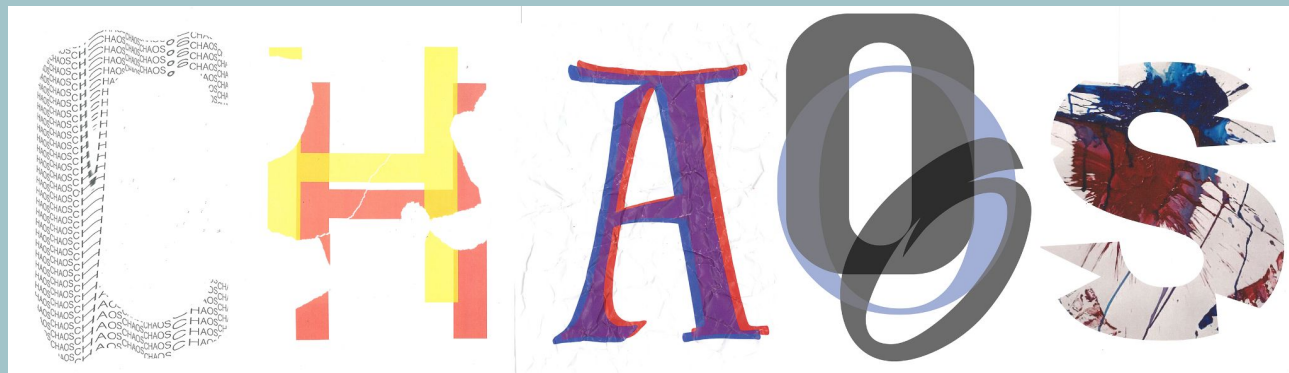
Digital image manipulation, pattern making, paper ripping, paper cutting, overlaying, opacity experimentation and clipping mask.

Thought process:

I matched the brief with my different style choices making them disjointed and chaotic.

Tags:

Digital
Expression
Textiles
Paper
Typography



Animation and GIF invention: Animation

Brief:

Design a GIF and animation.

Techniques implemented:

Illustrator vectors, individual frame artboards and timelining the frames.

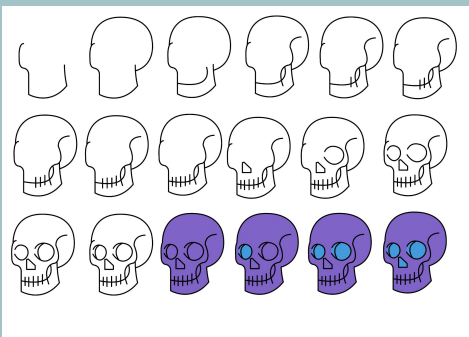
Thought process:

Exploring dark humour initial influences from DC Comics The Joker and the contrasts of colours and the juxtaposition of ideas.

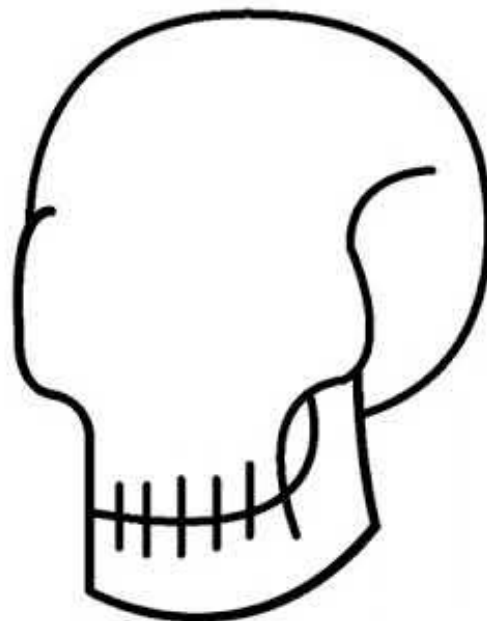
Tags:

Image creation
Digital
Video
Animation
Invention
GIF

Construction of skull

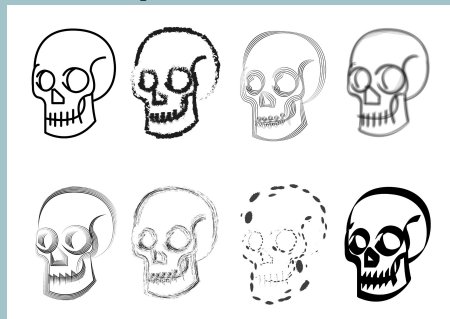


Final outcome



Animation and GIF invention: GIF

Exploration with strokes



Exploration with Colour ways



Alternative outcomes



Tags:

Image creation
Digital
Video
Invention
GIF

Sample stages of final GIF animation



Voluntary design work: Care-4-Cars

Brief:

To create a car vinyl mock for a car mechanic to promote his business.

Techniques implemented:

Making Care-4-Cars logo and typography with Illustrator.
Photoshop used to map where vinyl would sit.

Thought process:

Asking the client how they wanted the car to look. Many designs created to give the client choice.

Tags:

Digital
Typography
Image manipulation
Advertisement
Interactive

Mock up design



Final outcome



Voluntary design work: Robot Yeti

Brief:

To create and design a logo for the company Robot Yeti.

Techniques implemented:

Creation of Robot Yeti logo and typography via Illustrator using pen tool and shapes.

Thought process:

Focused on making typography match with style of Robot Yeti, cartoonistic and friendly.

Tags:

Digital
Invention
Typography
Advertisement
Drawing

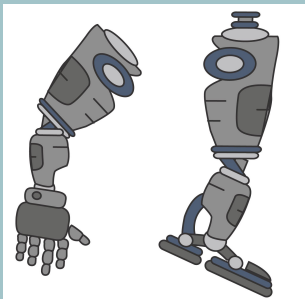
Initial sketch



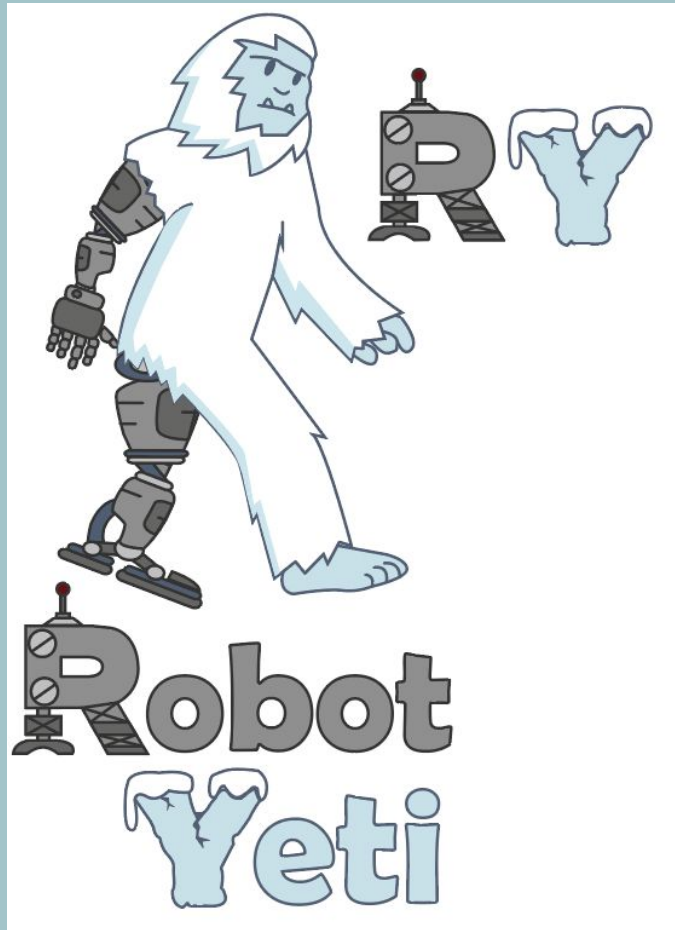
Digital render



Creation of ligaments



Final outcome



Birthday cards

Brief:

To create birthday cards which are personalized to recipient.

Techniques implemented:

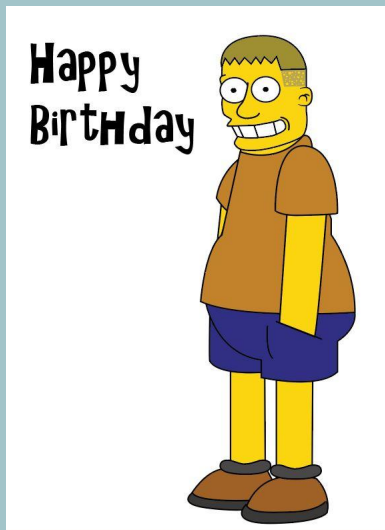
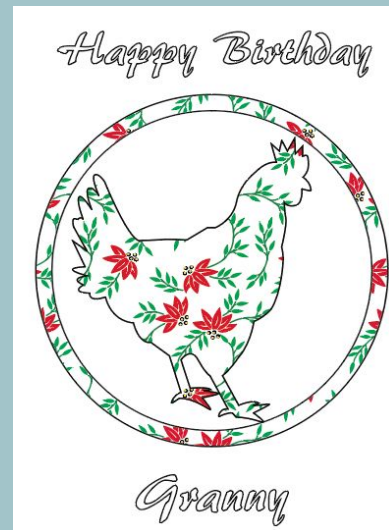
Pen tool work, vector shapes and clipping masks in Illustrator. Image manipulation, typography in Photoshop.

Thought process:

The card has to be personalized to the recipient.

Tags:

Invention
Digital
Image manipulation
Story telling
Typography
Image creation



A book of Aiden Jackaman

Brief:

To create mini journal/booklet of my summer using range of mediums.

Techniques implemented:

Image manipulation, water colour work, drawing, collage, digital vectors.

Thought process:

Created a range of different medias, different colourways for differentiating pages. Documenting summer through art.

Tag:

Image creation
Digital
Story telling
Invention
Image manipulation
Textiles
Sketch
Expression



Experiments in media

Tags:

Image creation
Digital
Story telling
Invention
Image manipulation
Textiles
Sketch
Expression

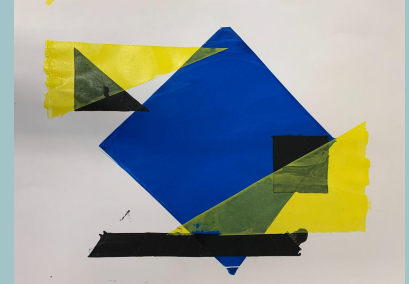
False narrative



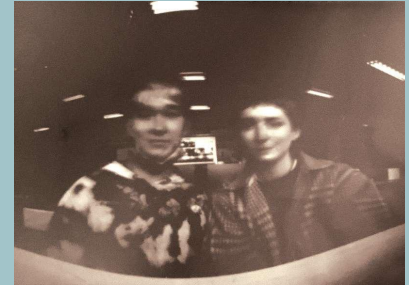
Triptych



Screen printing



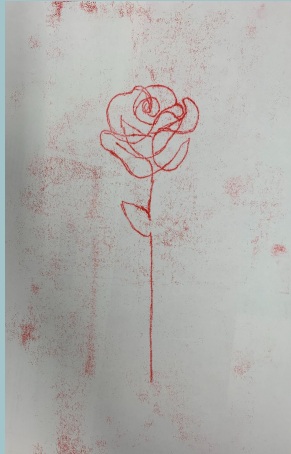
Pinhole photography



Observational drawing



Monoprinting



Deconstruct/ reconstruct



Pixel art



Paper sculpture



Designing for a campaign/cause

For my personal project I chose to base my campaign around an issue which is very important to me; the safety of the natural inhabitants of the ocean. I wanted to challenge myself to find visually interesting ways to communicate the dangers that our oceanic wildlife face from humans.

This is my shark bait and finning campaign work.



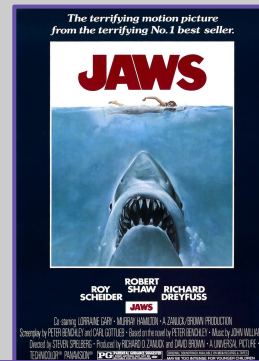
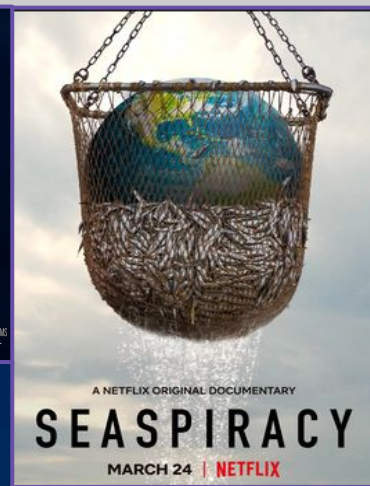
Products



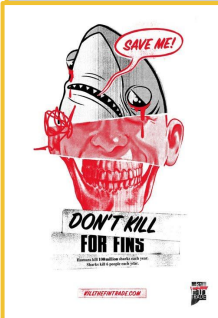
Charities



Inspirations
Motivations
Influences



Films and documentaries



Shock campaigns



Viral images



Shark Campaign: Shark and Bycatch awareness

Brief:

To create stirring, cause based, teaser artwork for our chosen campaign theme.

Techniques implemented:

Artworking and through a process of experimenting with image and type, colour and enhancements to make a loud introductory message. This worked to give a sense of urgency to the public.

Thought process:

Choosing to focus on Bycatching. Careful shocking image selection. Clear bold typeface.

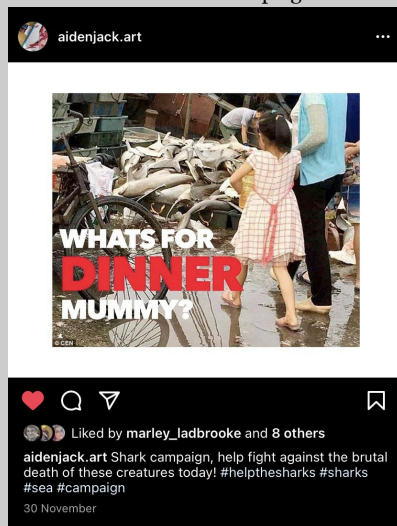
Tags:

Typography
Image manipulation
Story telling

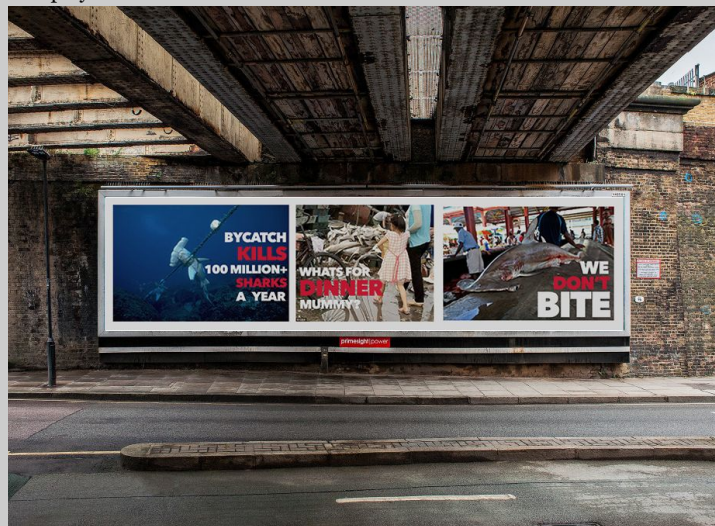
Print media



Social media campaign



Display media



Shark campaign: Stop-motion

Brief:

To design the first step of a multimedia campaign to spread awareness over shark finning.

Techniques implemented:

Created range of storyboards, then take images with phone, images then placed together to create layers on Photoshop then made into a timeline.

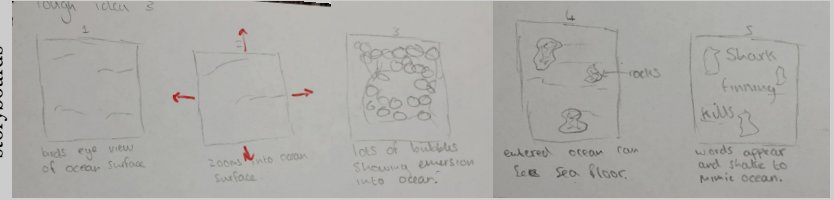
Thought process:

I wanted to create a short interest inspiring teaser that would be an opener for the full explainer animation. Storyboards created to show range of possible outcomes. Created using printed typography and cut out sharks, in a light sensitive studio. Fast tick speed for animation to gain realism.

Tags:

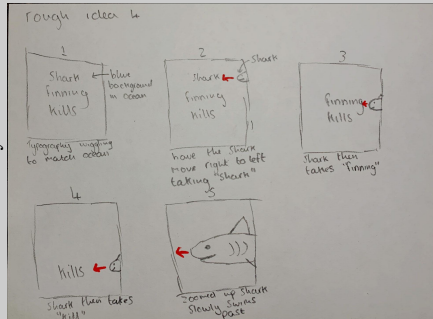
Image creation
Image manipulation
Digital
Paper
Typography
Video

Unused storyboards



Finished outcome

Used storyboard



Campaign merchandise design: Tote bag

Brief:

To create a captivating tote bag and tshirt merchandise designs for the campaign.

Techniques implemented:

Drawing to create initial sketches. Illustrator pen tool and shape tool to digitize designs. Photoshop for mockup designs

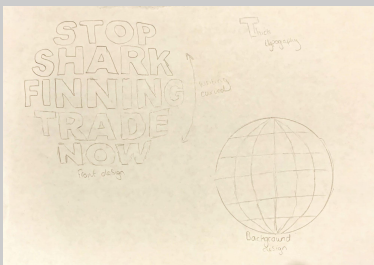
Thought process:

Wanted to create intriguing funky design for tote bag and tshirt. Designs needed to be scaled correctly to look realistic in mock-up.

Tags:

Digital
Image creation
Advertising
Typography
Invention
Interactive

Initial sketch



Development

STOP
SHARK
FINNING
TRADE
NOW

STOP
SHARK
FINNING
TRADE
NOW



Possible mock up with design



Mockup



Final design

Campaign merchandise design: T-shirt

Development of design



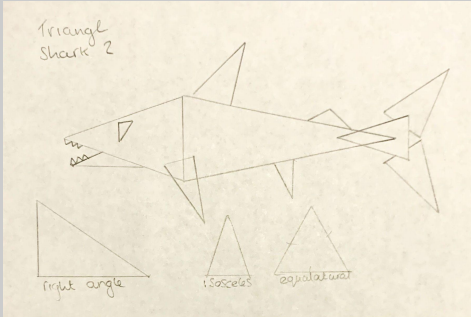
Colourways



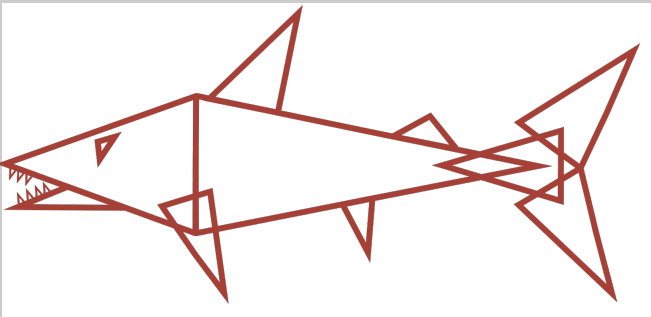
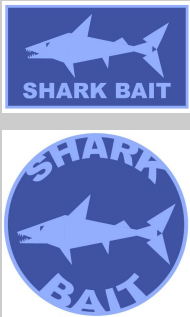
Mockup



Initial sketch



Digitized development



Final logo outcome



Shark campaign: Coaster design

Brief:

To design a coaster for my shark awareness campaign.

Techniques implemented:

Drawing to create initial sketch. Illustrator pen tool and shape tool to digitize design.

Thought process:

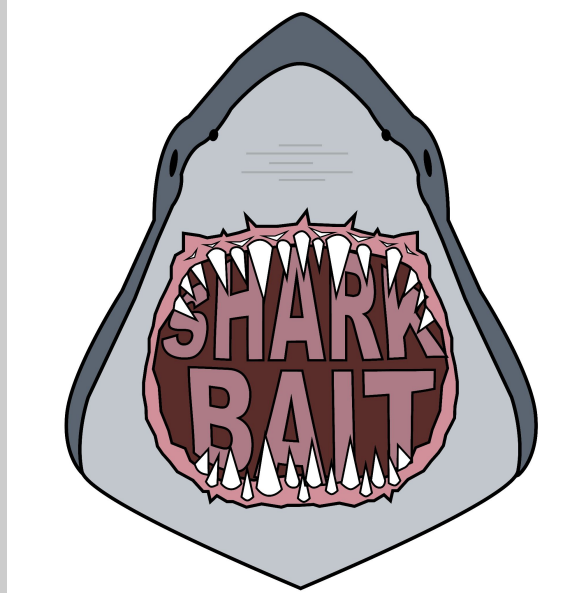
Placing the charities name inside of sharks mouth to make design tidy, professional and to maximise impact.

Tags:

Digital
Invention
Interactive
Image creation
3D
Advertising
Typography
Drawing



Final outcome



Shark campaign: Laser printing

Brief:

To construct a coaster design for a shark awareness campaign through laser cutting.

Techniques implemented:

Illustrator pen tool to construct and create coaster outlines and shark design. Implementing design onto laser cutter.

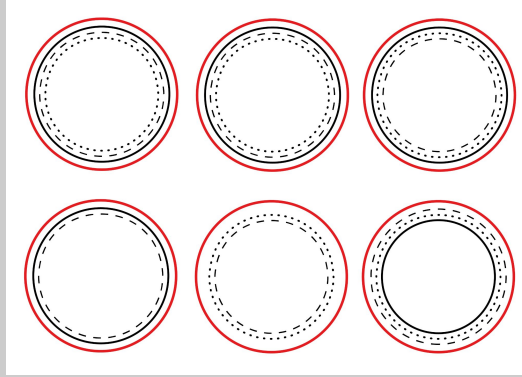
Thought process:

Design had to be simplified so laser cutter could produce clear outcome.

Tags:

Digital
Invention
Interactive
Image creation
3D
Advertising
Typography
Laser printing

Coaster outlines



Coaster mockup



Final outcomes

