

Daniel Mason

**An imaginative designer with
a passion for typography,
illustration and branding.**

Tarot's Gin

Type- Brand identity

Designed for- Brand Opus, London

Skills used- Illustration, typography, packaging.

Tarot's is a gin company with a unique twist, taking inspiration from the mystical art of Tarot card reading. These bespoke gins are created with the vision of changing the fortunes of our consumer through the use of carefully selected ingredients. Our label designs feel mystical with a handmade quality to them, emphasised by the use of risograph printing. Every gin is different, pick a card, choose your fortune.







I created a set of Tarot cards to really embrace the concept of fortune telling and mystery. These cards could be used at Tarot stalls at drinking festivals or a stack of cards could be given to bars so they could be used regularly. The customer picks a card face down, these cards have the drinks printed on the back of them. Essentially which ever card you pick results in what drink you have or sample. This makes the drinks brand more intriguing by introducing a game element to the brand.



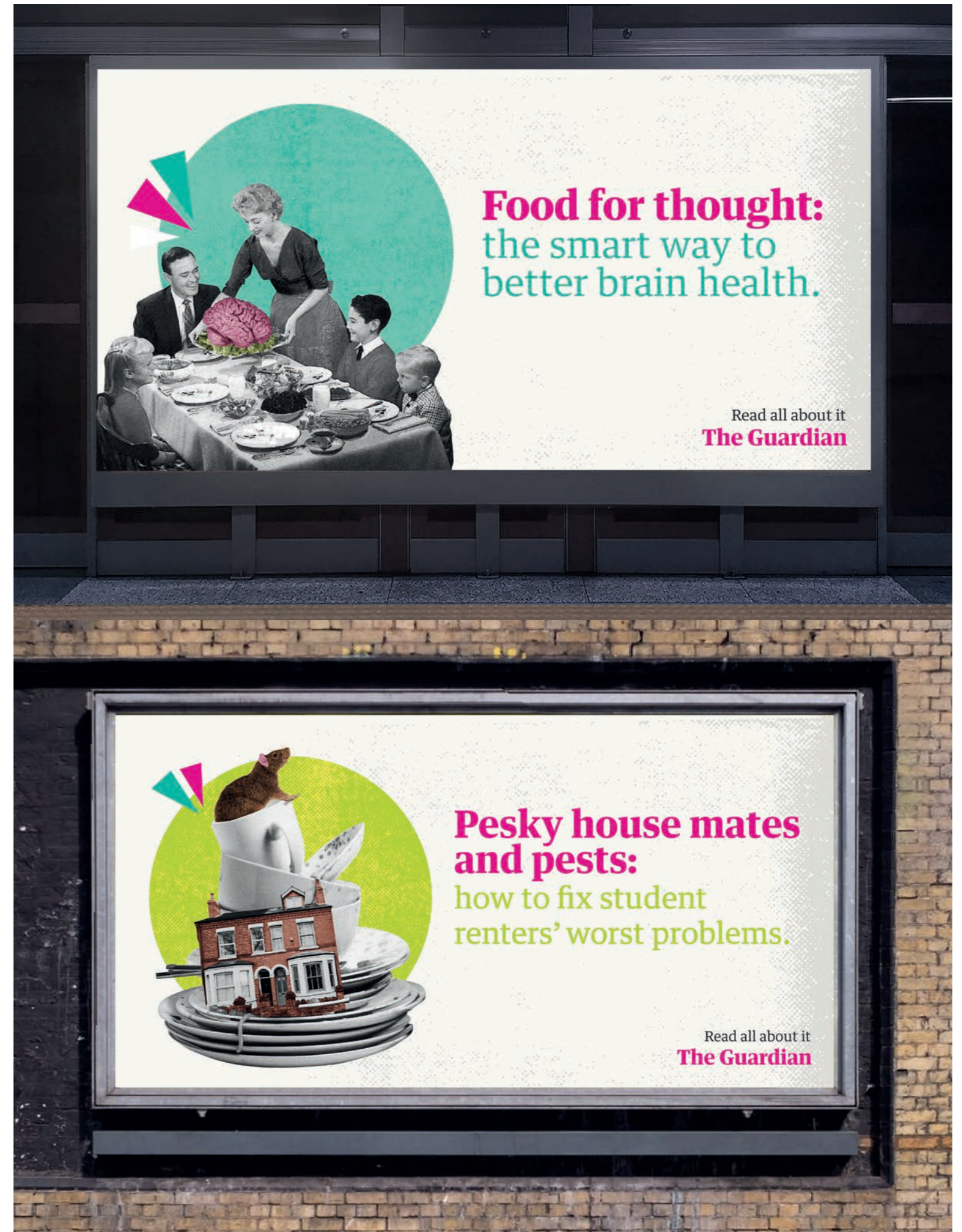
The Guardian

Type- Campaign

Designed for- YCN/ The Guardian

Skills used- collage, advertising, event design .

For a brief to engage a younger audience with The Guardian newspaper, I created work with a quirky collage style to tell news story through image making rather than text. Immediate communication is important in journalism in order to engage with your audience, the fun and creative collages are unique and informative.



The Guardian 22h ago

If it's vegan, it must be green and healthy, right?

Veganuary is huge. But is it really as simple as animal foods bad, plant foods good??

Read article

The Guardian 22h ago

Harry and Meghan step down as senior royals for a quieter life in Canada.

What do you think about their decision.

Vote now

The Guardian 22h ago

Did Boris Johnson **dodge** questions at his campaign launch?

Critics who followed the event accused Johnson of failing to engage with the questions put to him.

Read article

The Guardian 22h ago

The Guardian
Swipe up to subscribe!

News Opinion Lifestyle

SUBSCRIBE

Snapchat story

In order to engage with a younger audience, it's important to reach out to them on their social media platforms. The creative, quirky visual style I used for this project works well in the snapchat stories, communicating the headlines immediately through type and unique collage images that represent the articles content. Futhermore, encouraging the audience to swipe up and read the articles.



The New Minds event

In order to involve our younger audience, I created an event called “New Minds” which will travel around the country in student unions. The event is all about opinions, debates and discussion. The event will host a variety of talks and debates with young independent journalists, discussing their views and experiences with student based problems.



The Guardian
New minds

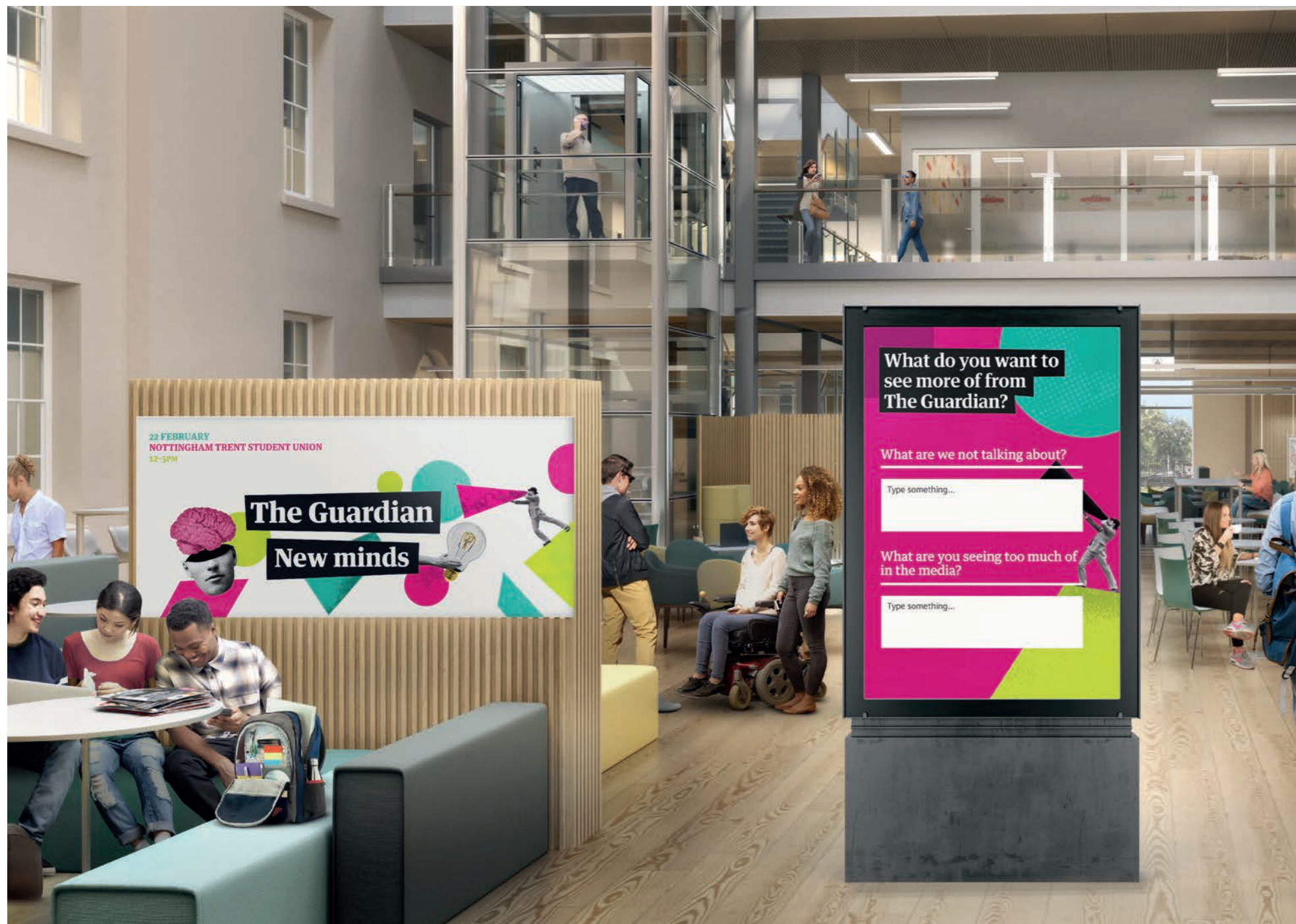
An event with talks, discussion, debates and ideas.

TIMETABLE

- 12:00pm** Student saving tips: how to stretch your loan until the end of term. A talk by Abby Young-Powell.
- 1:00pm** Is social media a good or a toxic force on young people? A debate by our panel.
- 2:00pm** **The creative hour:** Make your mark on our range of tote bags and t-shirts.
- 3:00pm** Student renters' worst problems - and how to fix them. A talk by Ruth Bushi.
- 4:00pm** **The time is now:** Climate emergency. A debate by our panel.

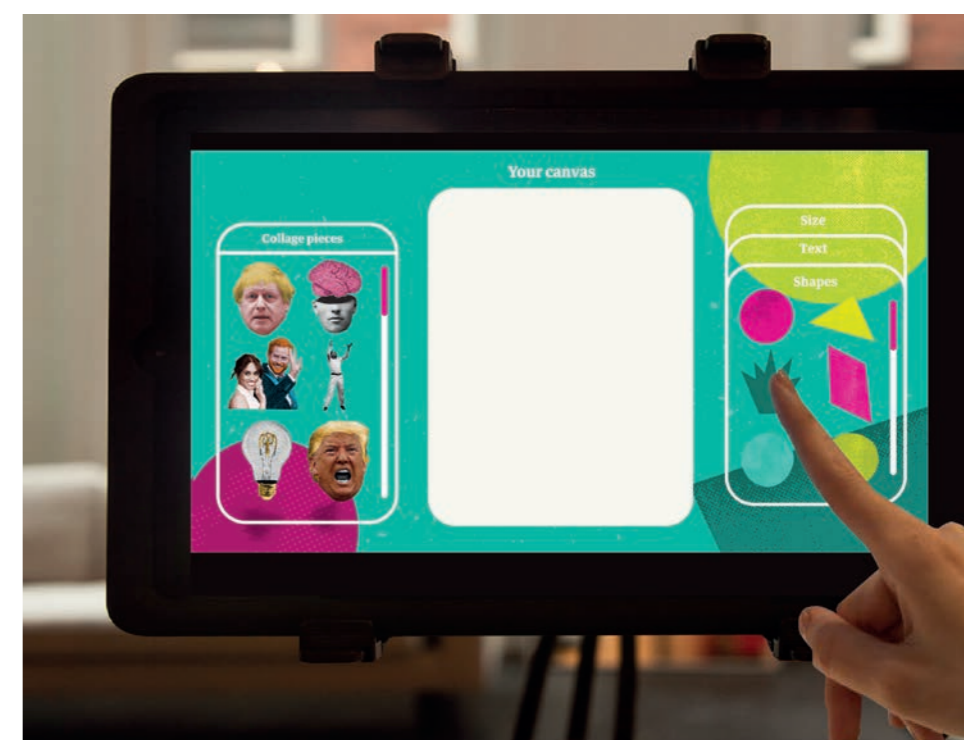
Here at The Guardian, your voice matters, see more at www.theguardian.com/uk/newminds

22 FEBRUARY
NOTTINGHAM TRENT STUDENT UNION
12-5PM



Involving our audience

At our New Minds event we have interactive screens so we can engage with the students in attendance. The screens asks the students what they want to see in the news and their opinions on what is being reported too regularly. These responses will be sent to the Guardian and hopefully influence the content we report.



Make your mark

Within our creative hour, our audience gets the opportunity to create their own collages and design through our "Make your mark" tablets. On these devices you can create designs and send them to be printed on tote bags and t-shirts.

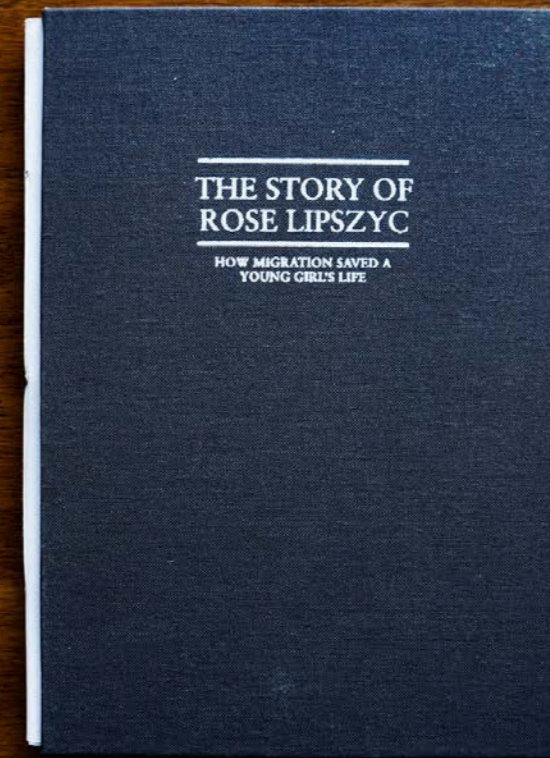
The story of Rose Lipszyc

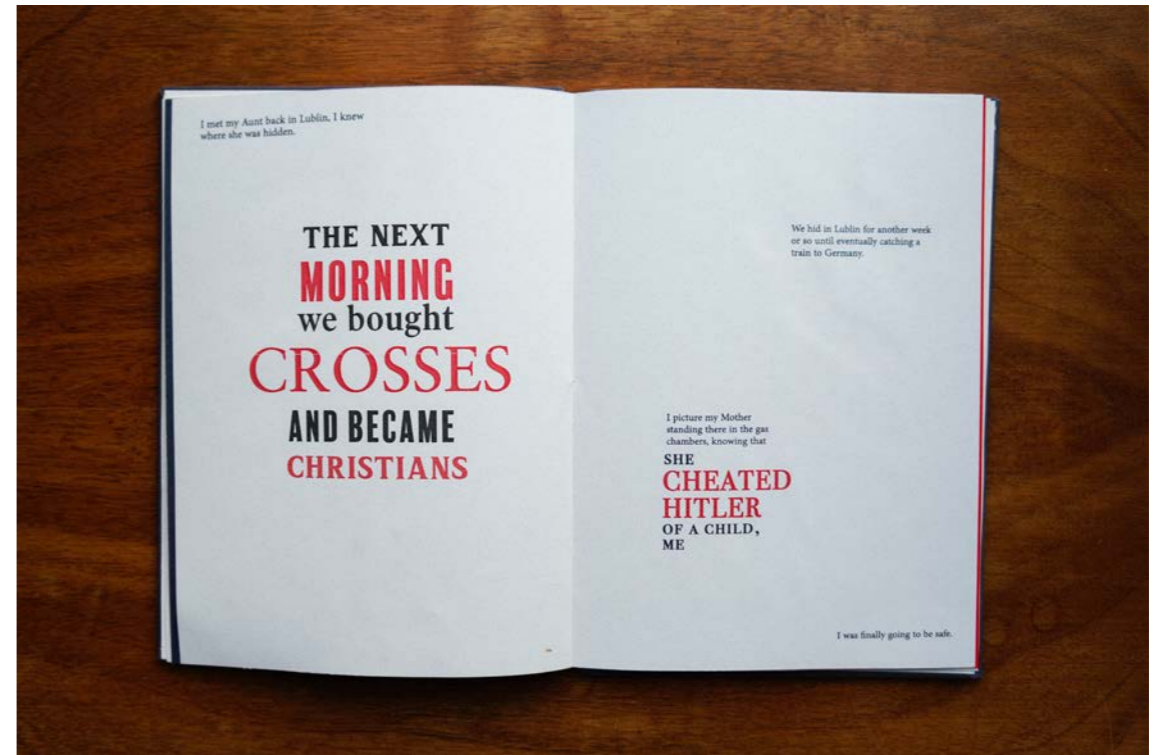
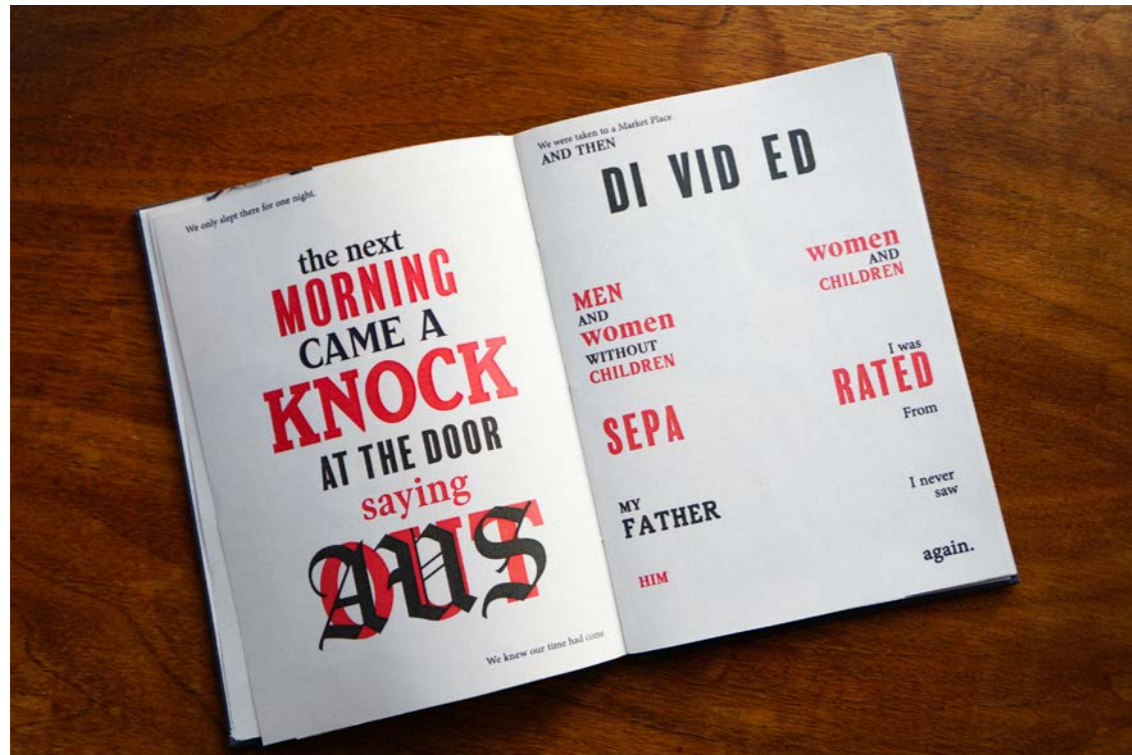
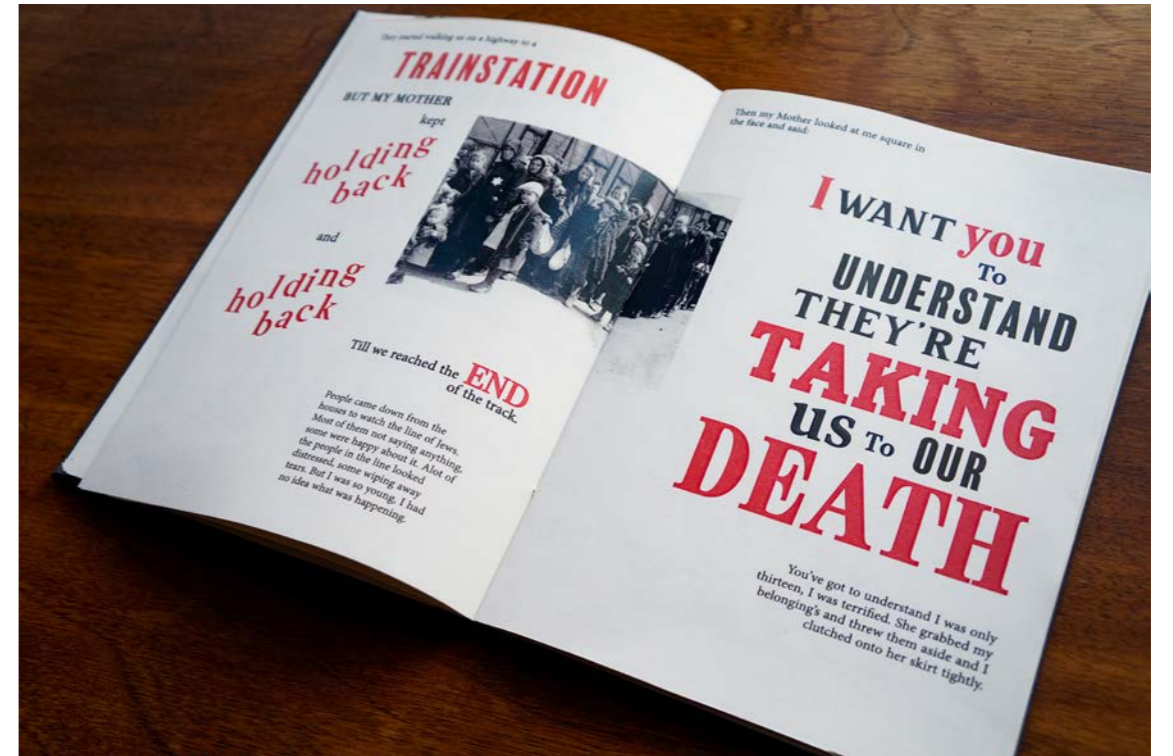
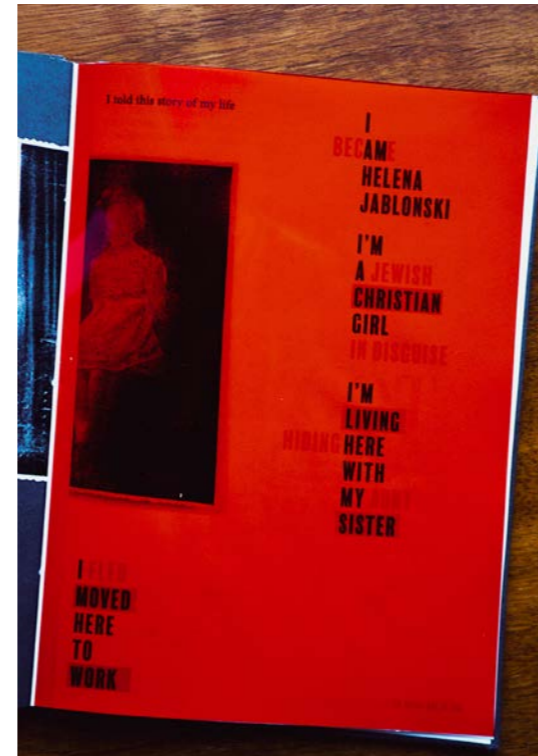
Type- Typographic book

Designed for- ISTD

Skills used- Typography, book binding, print.

A typographic book focusing on the life of Rose Lipszyc, a Jewish Polish girl who escaped the Holocaust by migrating to Germany under a different identity. The book explores themes of loss, detachment and identity through type experimentation. I used colour, scale, movement and a variety of typefaces to tell the story and capture the mood and intensity of the story.





The expressive typography style was partly inspired by Dada, type is used creatively based on the mood of the story, no page is alike reflecting the unpredictable nature of the story. Rose's family contacted me, requesting a copy for Rose who was happy with the book.

Mary Poppins title sequence

Type- Title sequencing group project

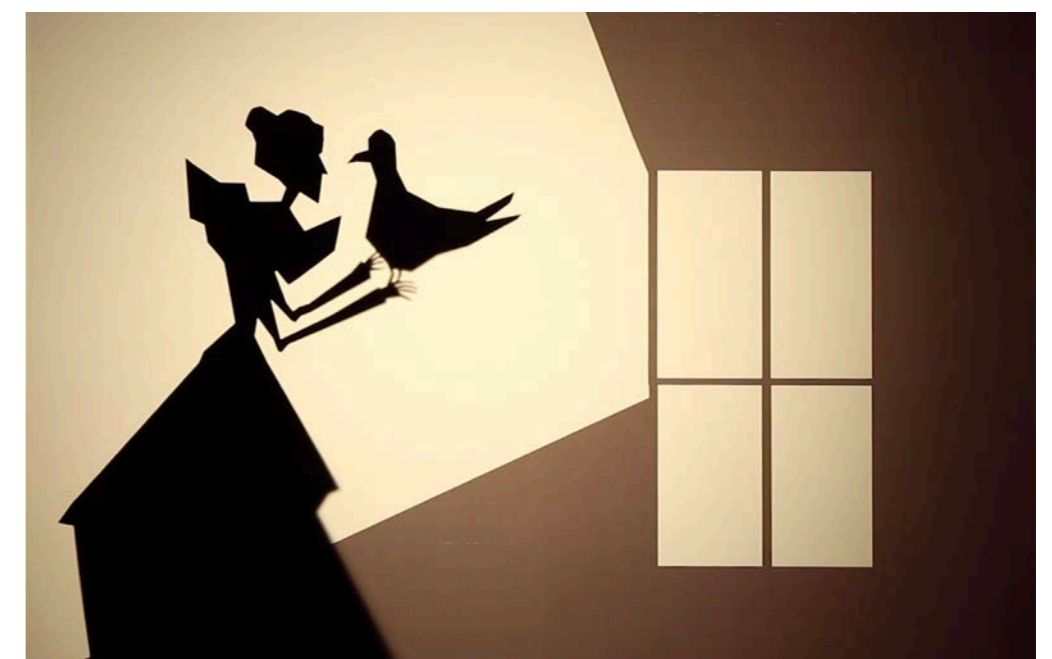
Designed for- University of Lincoln

Skills used- art direction, character design, laser cut.

For a University project we were asked to create a title sequence for a new retelling of a classic film. My group decided to focus on Mary Poppins and how this plot could be manipulated and reinvented to fit a horror genre. Through analysis of the original film I realised that Mary is a powerful, other worldly force and also noticed the control she has over the children. For our final outcome we created an unsettling shadow puppet title sequence that worked well.

Watch it here :

<https://www.youtube.com/watch?v=yY0la5e6Cww>



Roles within the group project

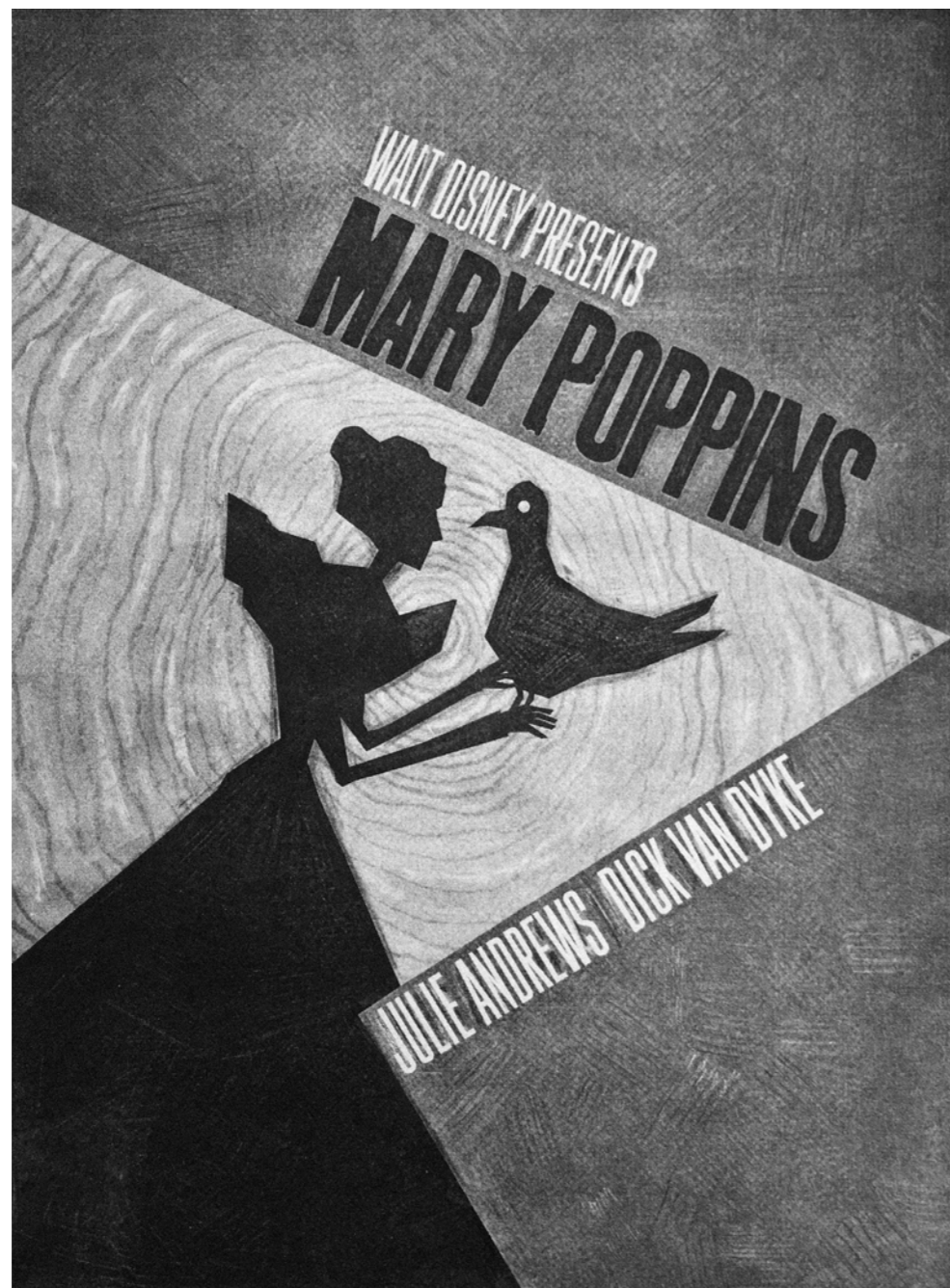
Daniel Mason- Assigned illustrator. Figures/ silouhettes.

Emily Oakes- Main type face/ scenery/ editing.

Alicia Conroy- Secondary type face.

Jacob Baker- scenery work.

Kavanagh Reeves- Sound editing.



Reimagined Mary Poppins poster



Laser cut silouhettes

I redesigned the characters to look sinister and cold through a sharp, paper cut style. The style was inspired by Saul Bass and Tim Burton, creating something sleek and creepy. I created Mary as a tall, overpowering figure to make the Banks children look small and vulnerable.



Still from title sequence

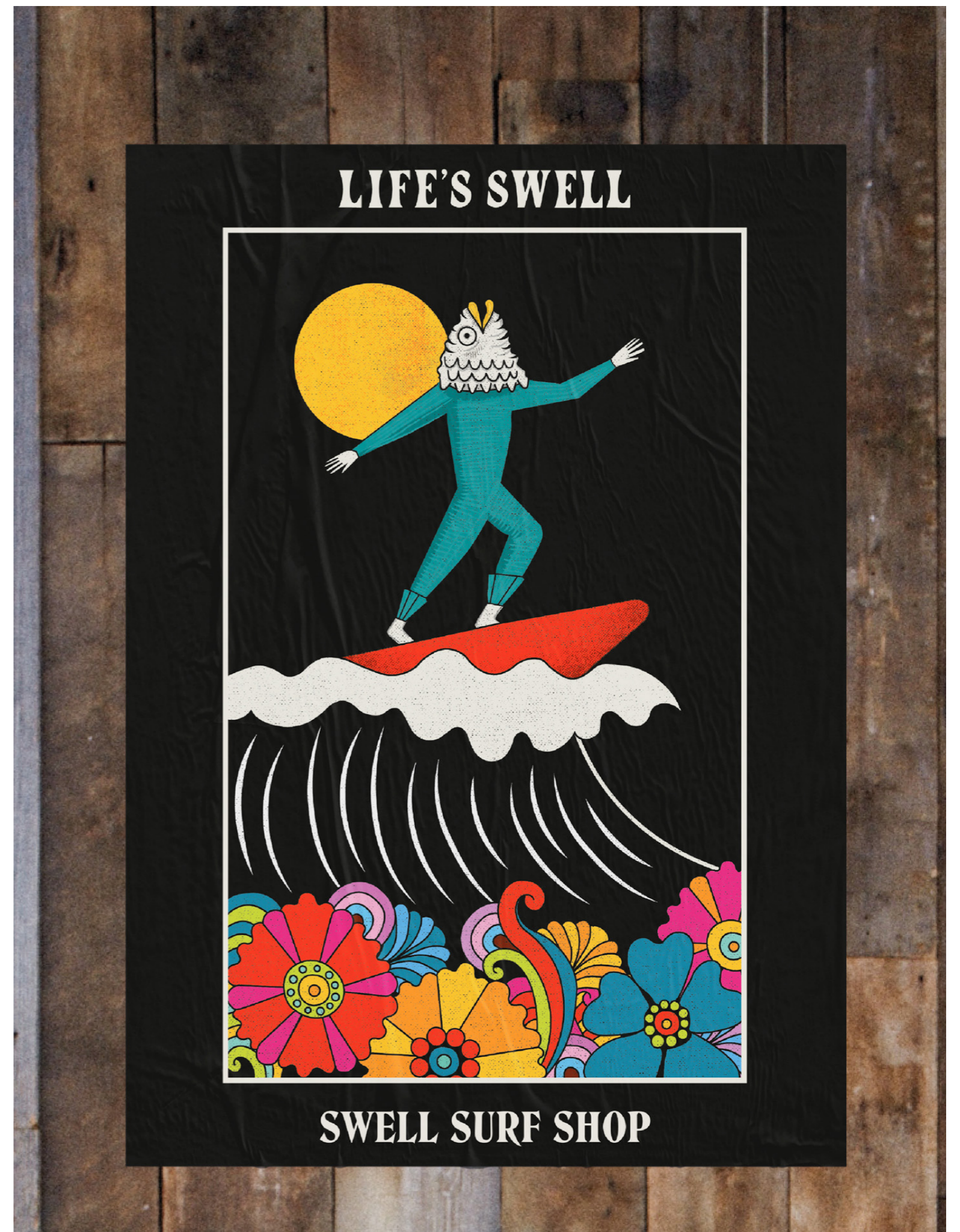
Swell

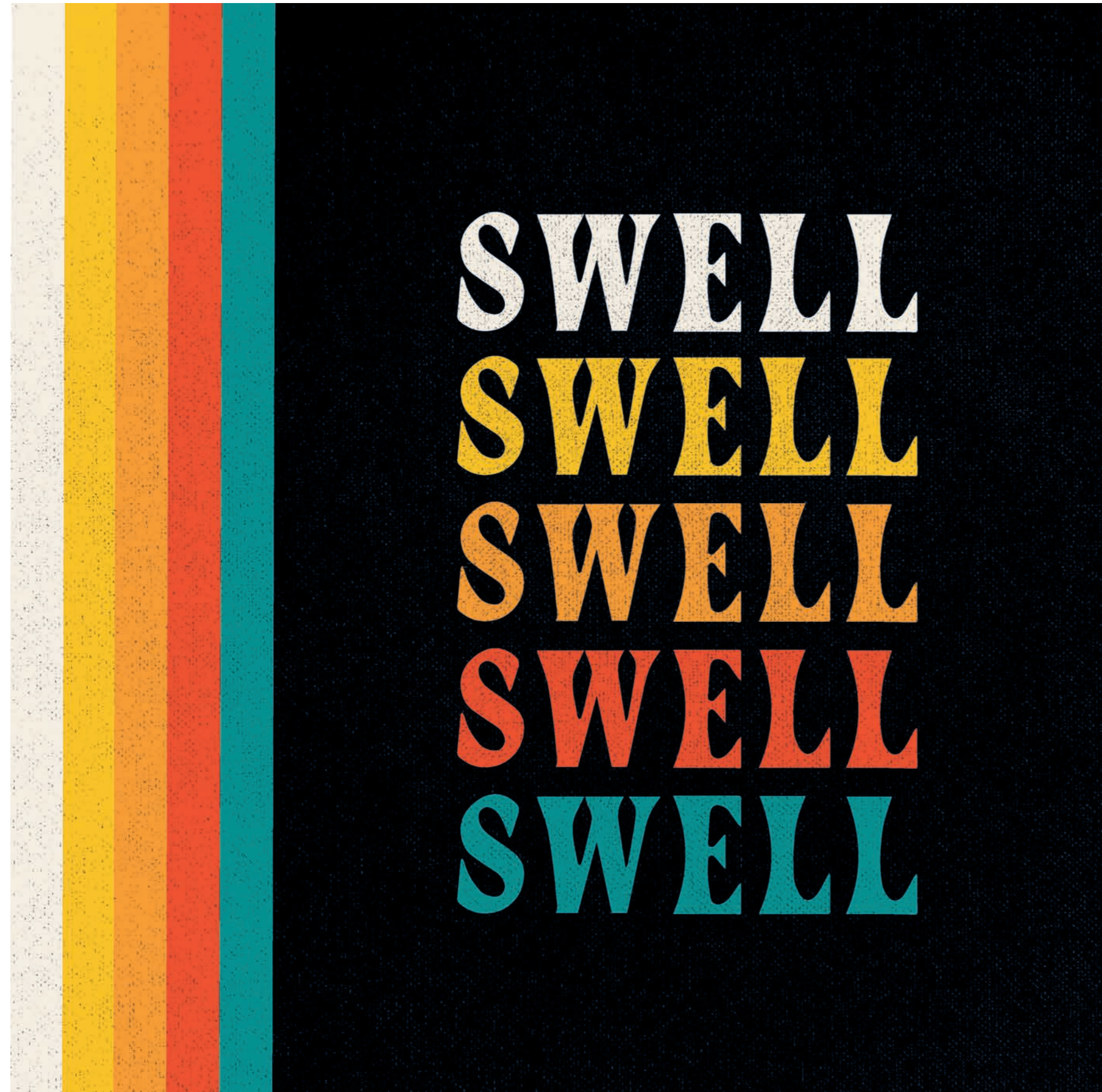
Type- Clothing Brand

Designed for- University of Lincoln

Skills used- logo design, illustration, t-shirt design

For my final project at University I created Swell. Swell is a cornwall based surf brand with a focus on the joy of surfing. The brand produces a variety of clothing and surf equipment, all with a positive, upbeat feel. The retro aesthetic of Swell is inspired by 1970s design. The surf shop is a hub for everything surf, capitalising on the positive impact surf has on mental health and bringing together the community.





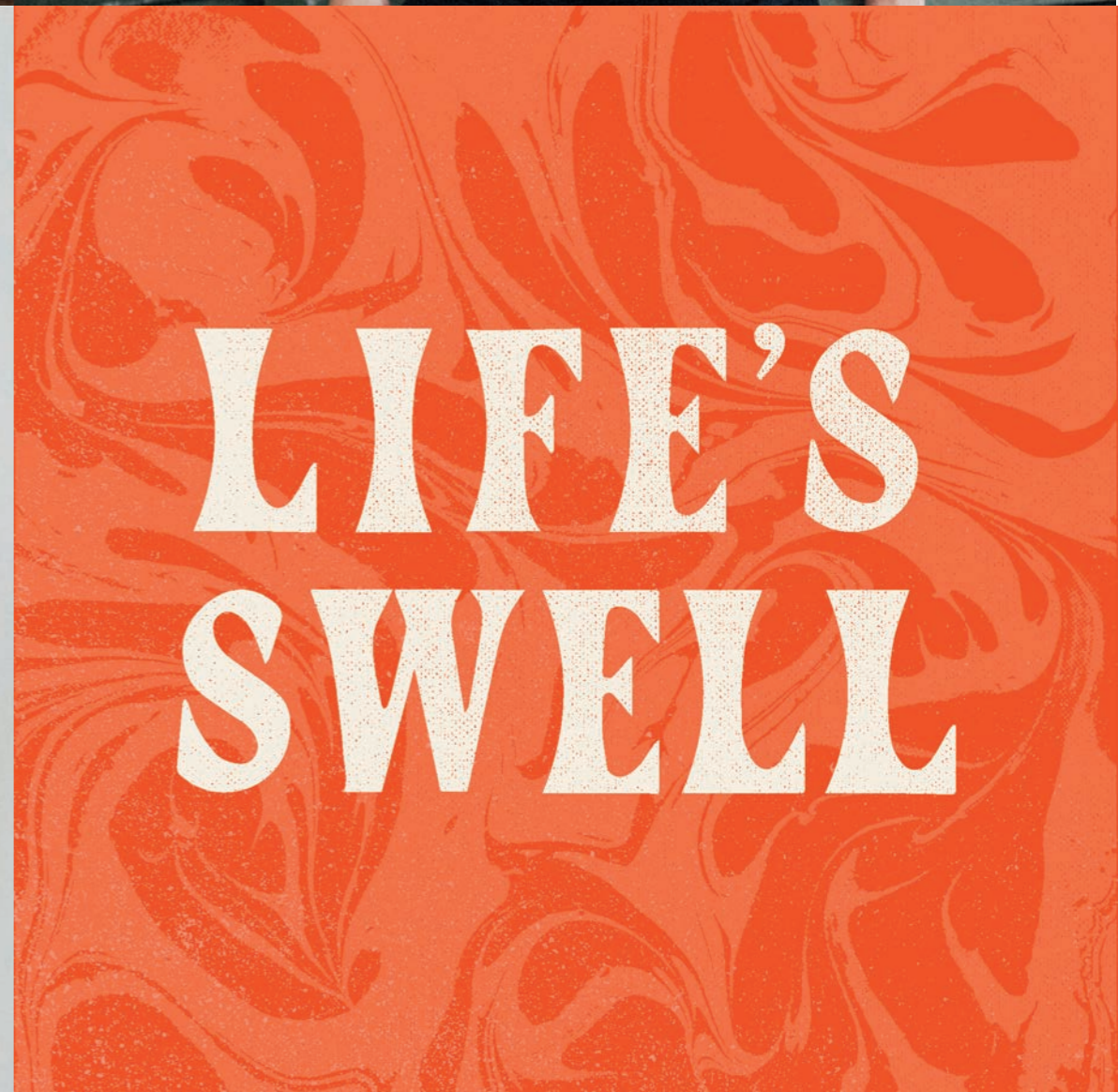
Logo type creation

The logo for Swell has a retro feel to it, in keeping with Swells visual style that is inspired by 1970's design. The curved lines make the type look friendly and positive, reflecting the brands values and personality. The logo font was inspired and partly made up of a digital wood type designed by Rob Roy Keller in 1990 (below).



Why Swell?

The surf brand is called Swell due to the double meaning, a Swell is a movement of the sea and also slang for very good. Meaning the name has connotations of positivity and surfing, two elements my brand unites. Futhermore the slogan 'Life's Swell' reinforces the message of surfing and positvity and is printed on a lot of Swell's items.





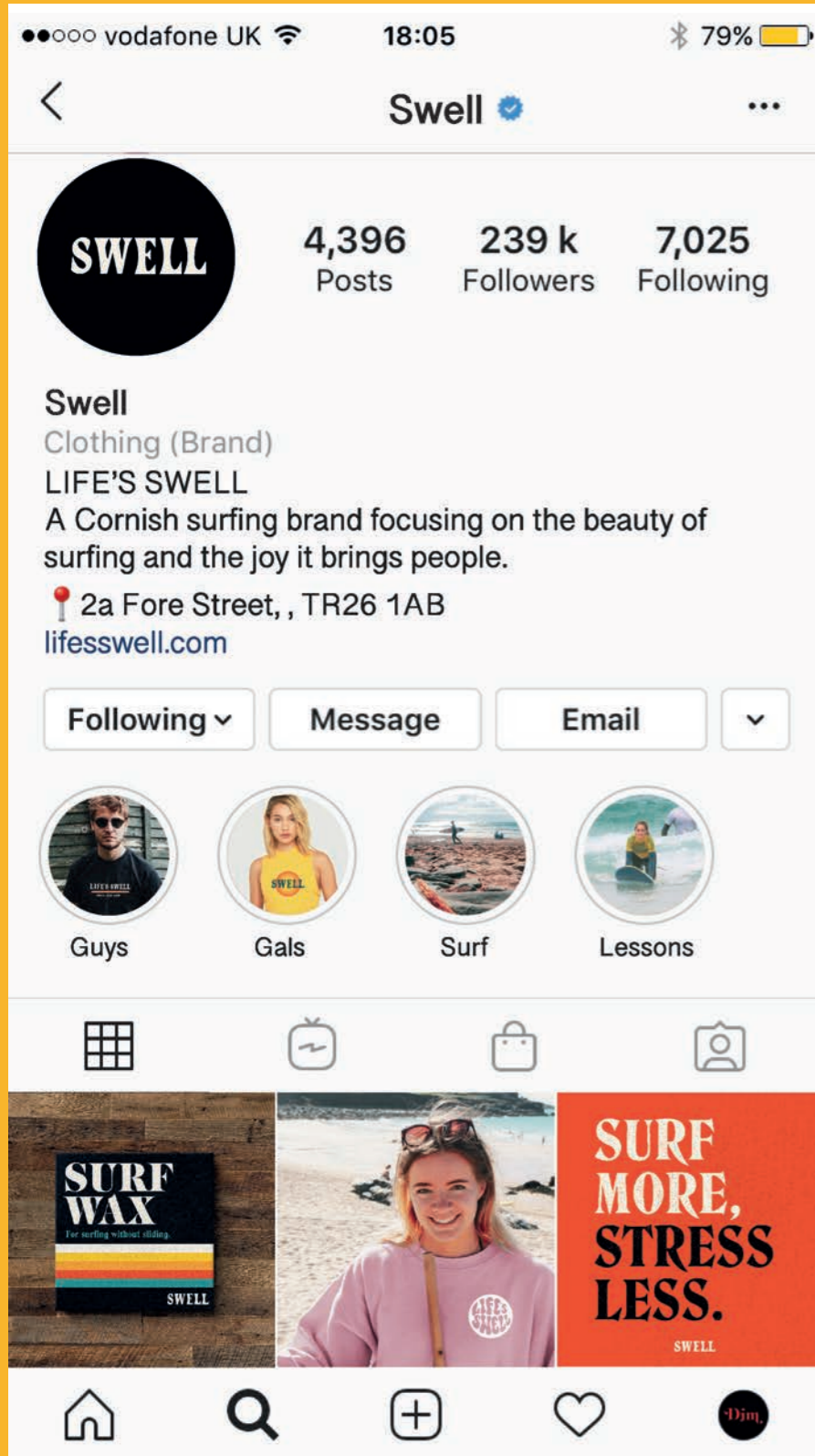
Surf shop interior

The interior of the shop distances itself from the usual, corporate aesthetic of clothing stores. The shop incorporates reclaimed beach wood into interior in order to give the shop more of a warm, rustic feel, thus creating more of a 'surf shack' look. The use of reclaimed beach woods not only ties in with the shops surfing content but with the friendliness of Swell brand, being kind to the environment is just as important.



Swell's instagram



In order to engage with our audience on social media Swell has an Instagram, our feed brings together all the different components of the brand, posting surfing shots, products, sales and typography pieces.



Swell website home page

SWELL

MEN WOMEN SURF LESSONS ABOUT



MENSWEAR

[SHOP MENS](#)

New Products



Psychedelic Swell T-shirt
£25.00
2 colours



Swell sunshine T-shirt
£30.00
2 colours



Swell vest tshirt
£25.00
1 colour





Swell sunset sweatshirt
£30.00
1 colour



Life's Swell tshirt
£25.00
2 colours

SWELL

MEN WOMEN SURF LESSONS ABOUT



SWELL SURF SCHOOL

[LESSONS](#)

SWELL

MEN WOMEN SURF LESSONS ABOUT



SURF MORE, STRESS LESS.

[SHOP SURF](#)

SWELL

MEN WOMEN SURF LESSONS ABOUT



DISCOVER THE JOY OF SWELL

[ABOUT US](#)

Swell website

SWELL

MEN
WOMEN
SURF
LESSONS
ABOUT

MENSWEAR

Clothing

View All









T-Shirts -

Hoodies & Sweatshirts -

Shirts +

Trousers & Jeans +

Shorts +

 <p>Fish surfer T-shirt £25.00 1 colour</p>	 <p>Life's Swell T-shirt £25.00 2 colours</p>	 <p>Psychedelic Swell T-shirt £30.00 2 colours</p>	 <p>Fish surfer sweatshirt £30.00 1 colour</p>
 <p>Swell T-shirt £25.00 2 colours</p>	 <p>Wavy Swell T-shirt £25.00 1 colour</p>	 <p>Swell sunshine T-shirt £30.00 2 colours</p>	 <p>Swell goddess sweatshirt £30.00 1 colour</p>

SWELL

MEN
WOMEN
SURF
LESSONS
ABOUT

WOMENSWEAR

Clothing

View All









Tops -

Hoodies & Sweatshirts -

Dresses +

Trousers & skirts +

Shorts +

 <p>Swell vest top £25.00 2 colours</p>	 <p>Life's Swell tshirt £25.00 2 colours</p>	 <p>Psychedelic Swell sweatshirt £30.00 2 colours</p>	 <p>Ringer Swell tshirt £30.00 2 colours</p>
 <p>Swell sunset sweatshirt £25.00 1 colour</p>	 <p>Life's Swell tshirt £25.00 2 colours</p>	 <p>Life's Swell sweatshirt £30.00 3 colours</p>	 <p>Psychedelic fish tshirt £30.00 2 colours</p>

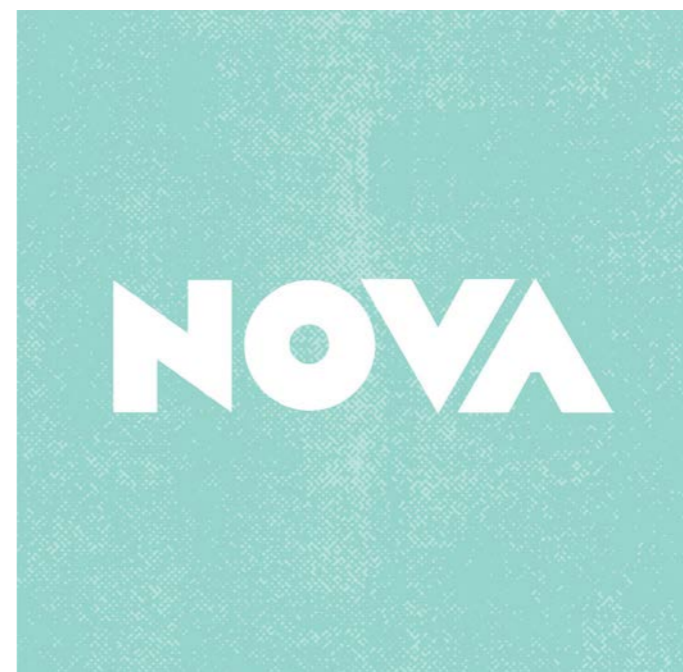
Nova teleportation

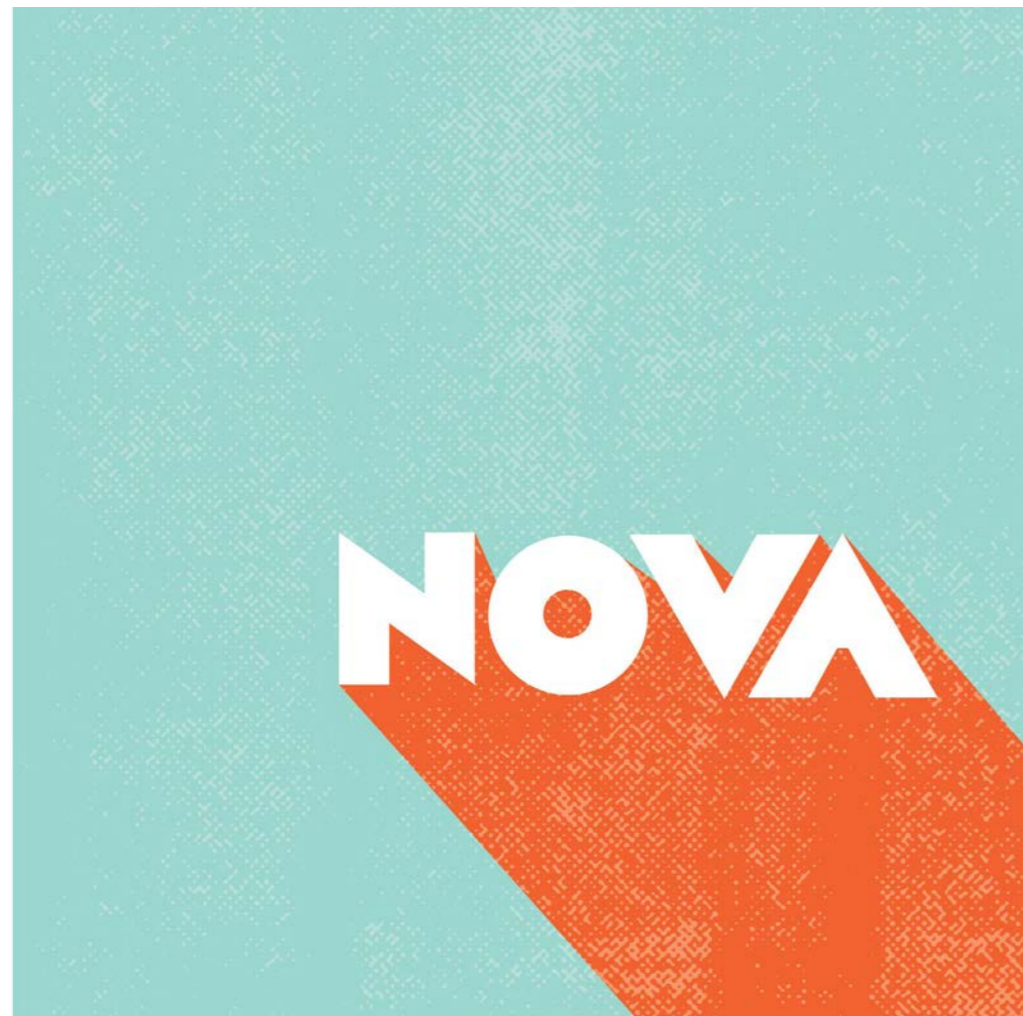
Type- Brand Identity

Designed for- Elmwood, Leeds

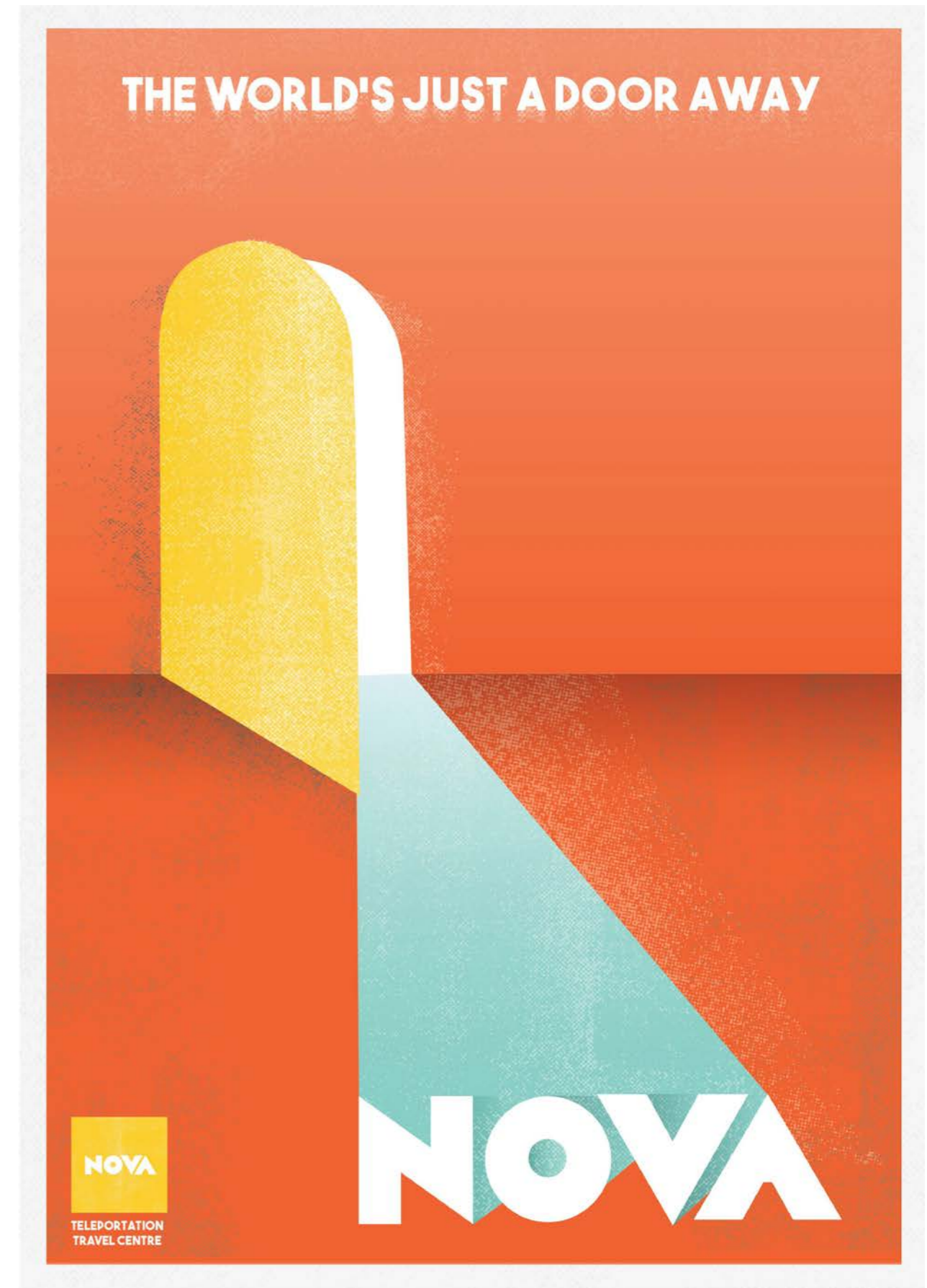
Skills used- Branding, typography, illustration.

Nova is a door teleportation company, with a focus on the simplicity of travelling by door. The aesthetic of the brand is inspired by retro futurism, science fiction and 1960's design. The brand has an upbeat, unique look and feel.





Advertisements for Nova focus on the concept of the door opening to new destinations with light shining on the floor. This is a creative way to involve the unique, custom logo type in the design and communicate what the company does.



Nova teleportation centre interior



Nova tickets

To travel with Nova, tickets need to be purchased.
The tickets are inspired by vintage travel tickets.

Contact

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Instagram

djmdesign

Education

BA (Hons) Graphic Design

University of Lincoln

2017-2020

A-Levels

Brookfield Community School Sixth Form

2015-2017

A- Graphic Design

A- Art and Design

A- English Literature

GCSE's

Brookfield Community School

2013-2015

10 GCSE's A*-C

Software skills

In the past three years I've used a variety of Adobe programmes, gaining an understanding of their main software. In my work I predominantly use Illustrator, Photoshop, Indesign, XD, Light room and have a good knowledge of Premiere Pro.

Key skills

As a designer I enjoy working in a team and discussing ideas with the people around me. I'm a hardworker who has a genuine passion for designing, I always want to learn more and explore different methods for a design solution. Though I'm a sociable person who enjoys creatively collaborating, I also work well independently and can handle stress effectively.

I like to approach every task with different ideas and solutions. I never rush my work and refine my designs in order to create the best outcome possible. When creating a brand identity I often produce my own type faces in order to give a brand a unique look. In my spare time I enjoy illustrating, visiting galleries and designing t-shirts.

Work Experience

Gullivers Kingdom 2018 & 2019 (Entertainment & Revenue Department)

- Customer service skills, friendly member of the team who wants to help.
- Working closely in a team and handling pressure.
- Handling money, training behind the till.
- Hosting Childrens birthday parties, being fun, entertaining and enthusiastic.
- Going the extra mile to help the customer, suggesting and directing them to attractions on the park.

Wheatsheaf Pub 2017 (Potwasher & kitchen staff)

- Working under pressure, busy hour, fast pace environment.
- Potwashing, cleaning, preparing the kitchen for closure.
- Preparing desserts.

Oakleaf Graphics 2014 (Work experience)

- Logo designing
- Buisness card designing
- Old photo restoration on photoshop
- Getting a feel for working in a design firm.