Hi, I’m Matt Gilbert,
and this is my graphic
design portfolio.

hopper

Look, we get it. Buying beer can be a proper pain.

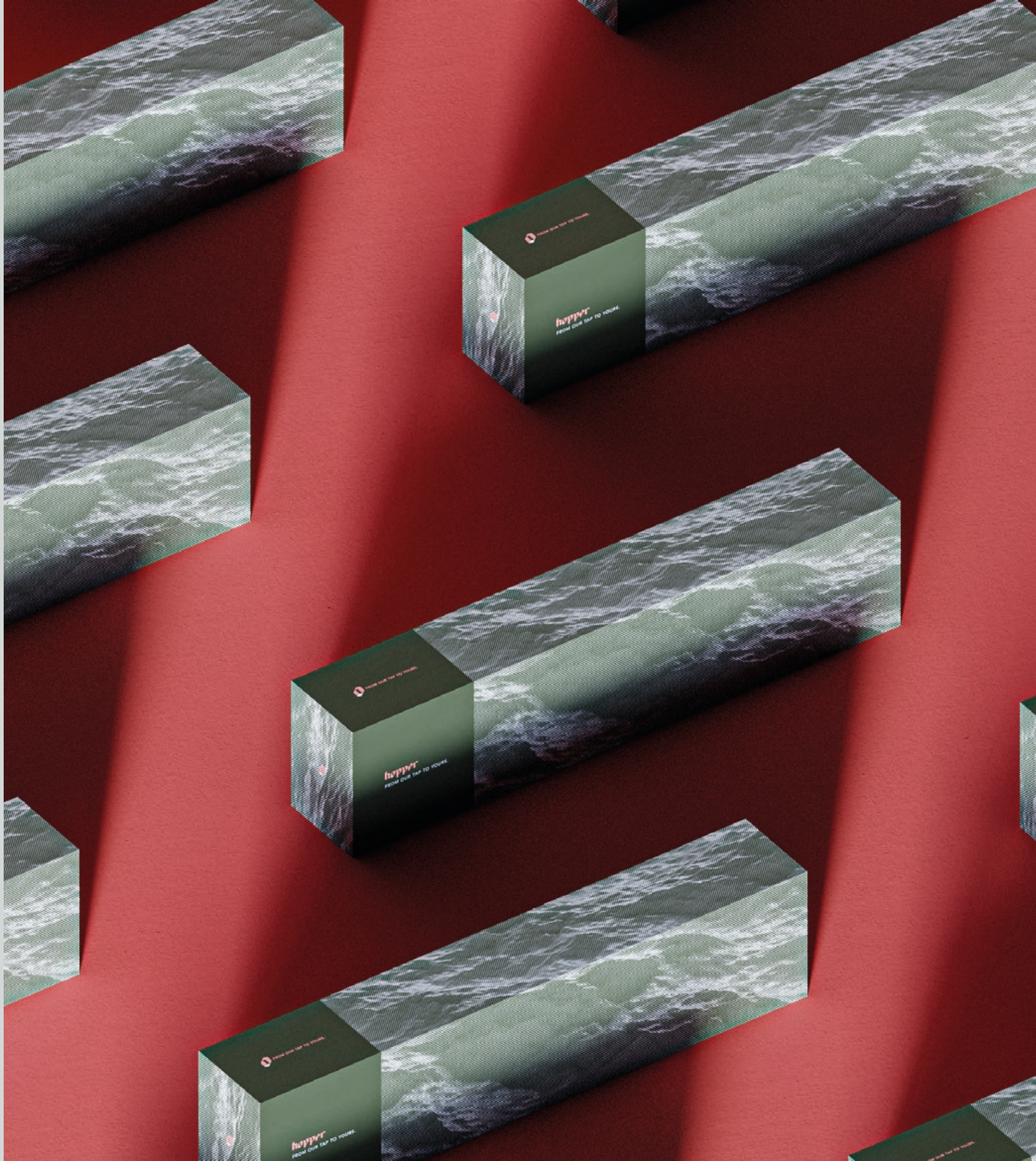
The market is currently saturated with so many beer brands and types, it is often incredibly hard to find the right beer for you. Do you want a pale ale, an IPA, a stout or a cider, or do you try something new at the risk of not liking it and wasting your money?

Wouldn't it be great if you could choose any beer, wine or beverage from anywhere around the world, and have it delivered straight to your tap? With no wires, pipes or delivery costs to get in the way, you can get the beer you want, straight from the brewery, at any temperature you want, instantly.

From our tap to yours.

Elmwood 2019
The Future, Today.
Shortlisted.

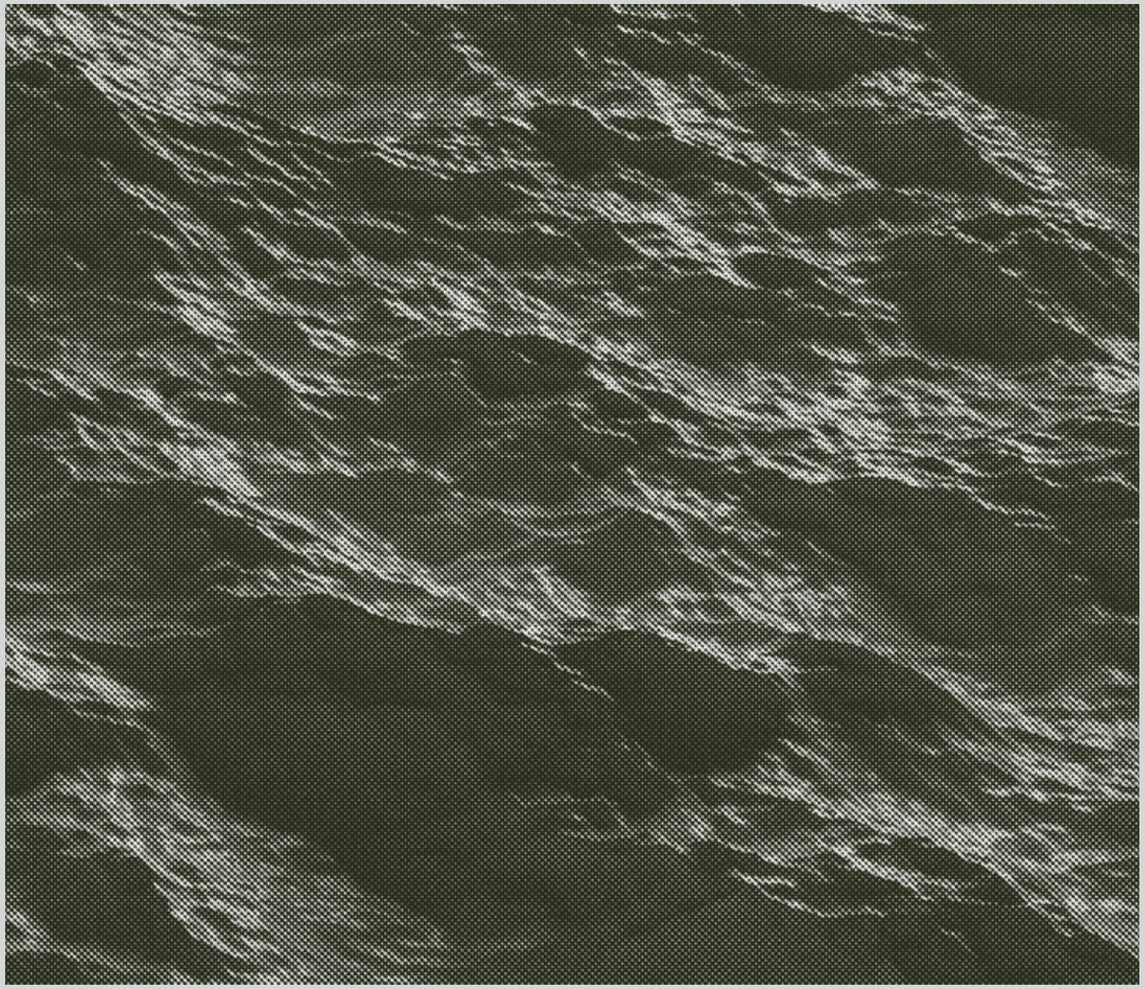
Illustrator, Photoshop,
Lightroom and Blender 2.81



Hopper.

Branding elements.

The branding is influenced by traditional Bavarian colours and design language of the time, whilst being updated for a current audience. Furthermore, the name Hopper derives from the hops used to make beer, a way of dispensing and the act of jumping from place to place.



Wave pattern imagery used to infer alcohol without being too obvious.

hopper

Base logo.

CMYK – 71, 55, 74, 69
RGB – 45, 50, 36
#2d3224

CMYK – 6, 69, 49, 1
RGB – 226, 108, 110
#e76e70

CMYK – 0, 0, 0, 0
RGB – 225, 225, 255
#ffffff

CMYK – 81, 70, 61, 86
RGB – 19, 20, 21
#131415

Colour palettes used. across branding.

Single H for use on smaller applications.

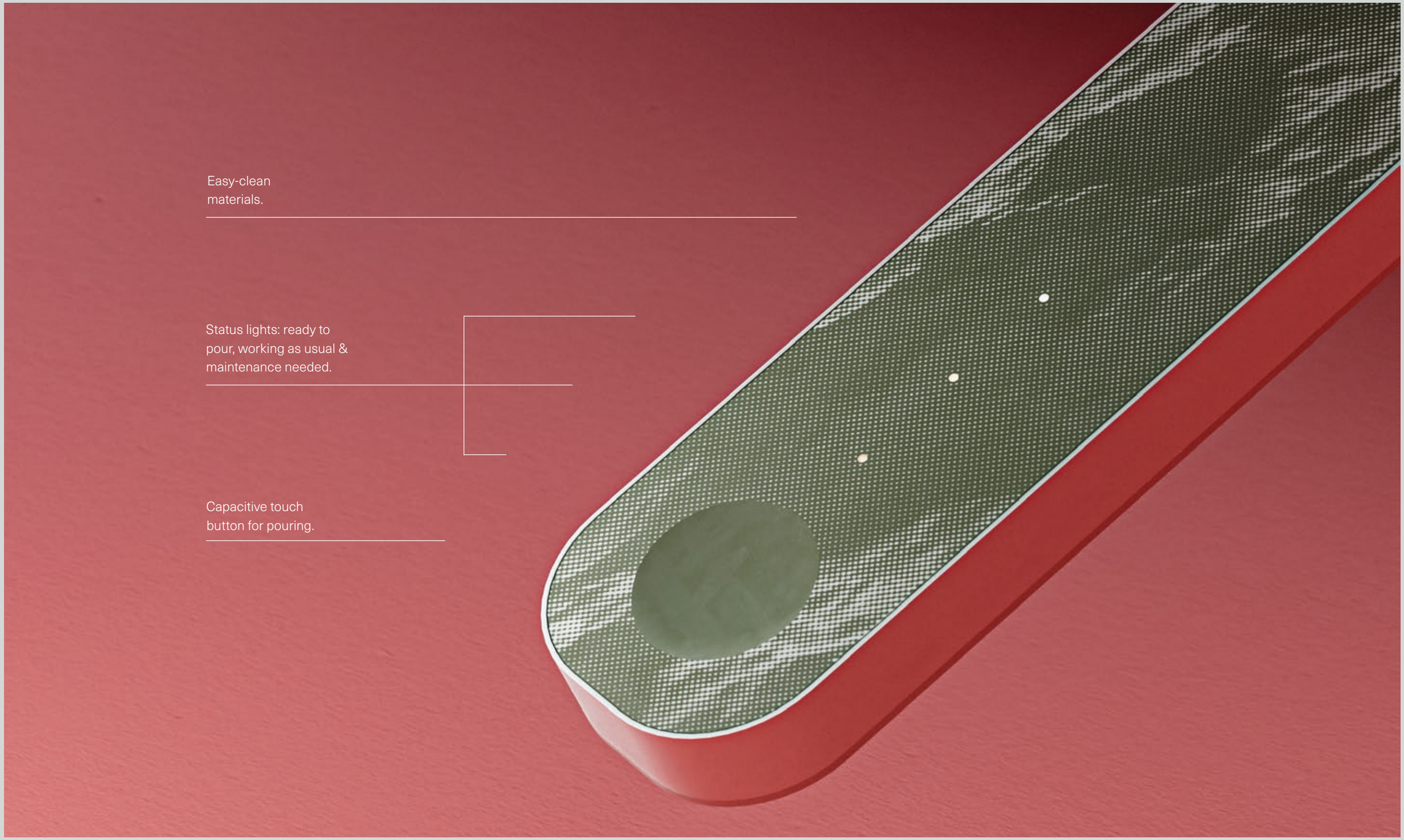
Hopper. Packaging.

Due to the nature of the Hopper tap being only available to order online, commercial marks such as bar codes can be removed, leading to a less cluttered and easier to read layout, which also lowers the cost of printing the packaging.

Hopper.

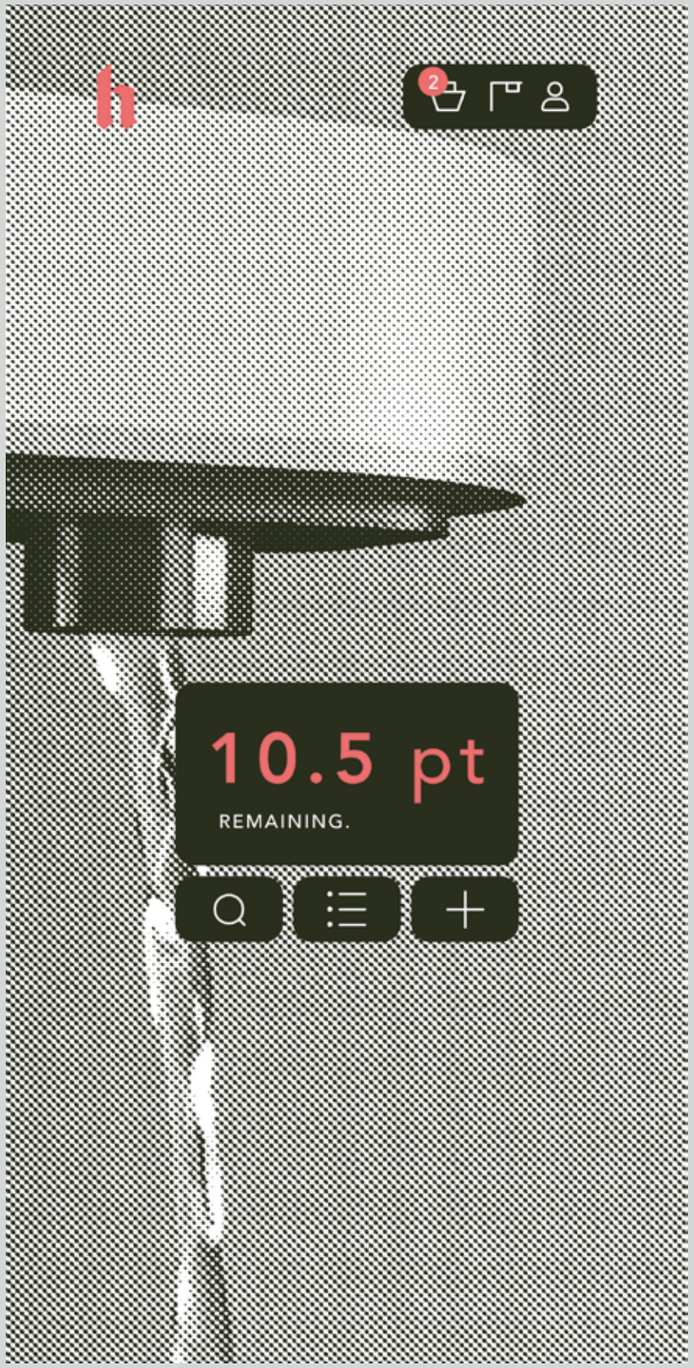
The tap.

Due to the nature of teleportation, and therefore a lack of pipes and wires, the Hopper tap can be placed basically anywhere – it can even be taken with you outside.



Hopper. App screens.

The app works as the way to control the tap. With it, you can choose any beer or alcohol you want, from any distillery or brewery from around the world, and have it sent straight to your tap at your preferred temperature – a much more cost effective service than delivery.



Hopper. Posters.

Hopper.

Pop up bar.

Hopper taps will be placed upon glass pedestals in the pop-up bar to highlight the lack of pipes or wires connected to the tap itself, thus drawing attention to the nature of the technology being used.

Singularity

A journey into a black hole

Black holes are often associated with ‘heavy’ science – equations, quantum physics and theories around space time. Black holes are truly interesting anomalies in space however the knowledge you often need to understand them puts most people off. This book is a typographic journey, telling people what happens when you fall into a black hole whilst avoiding all the information that people don’t want or need to know.

ISTD 2019 – Lost.
Adobe ADAA Top Talent 2019

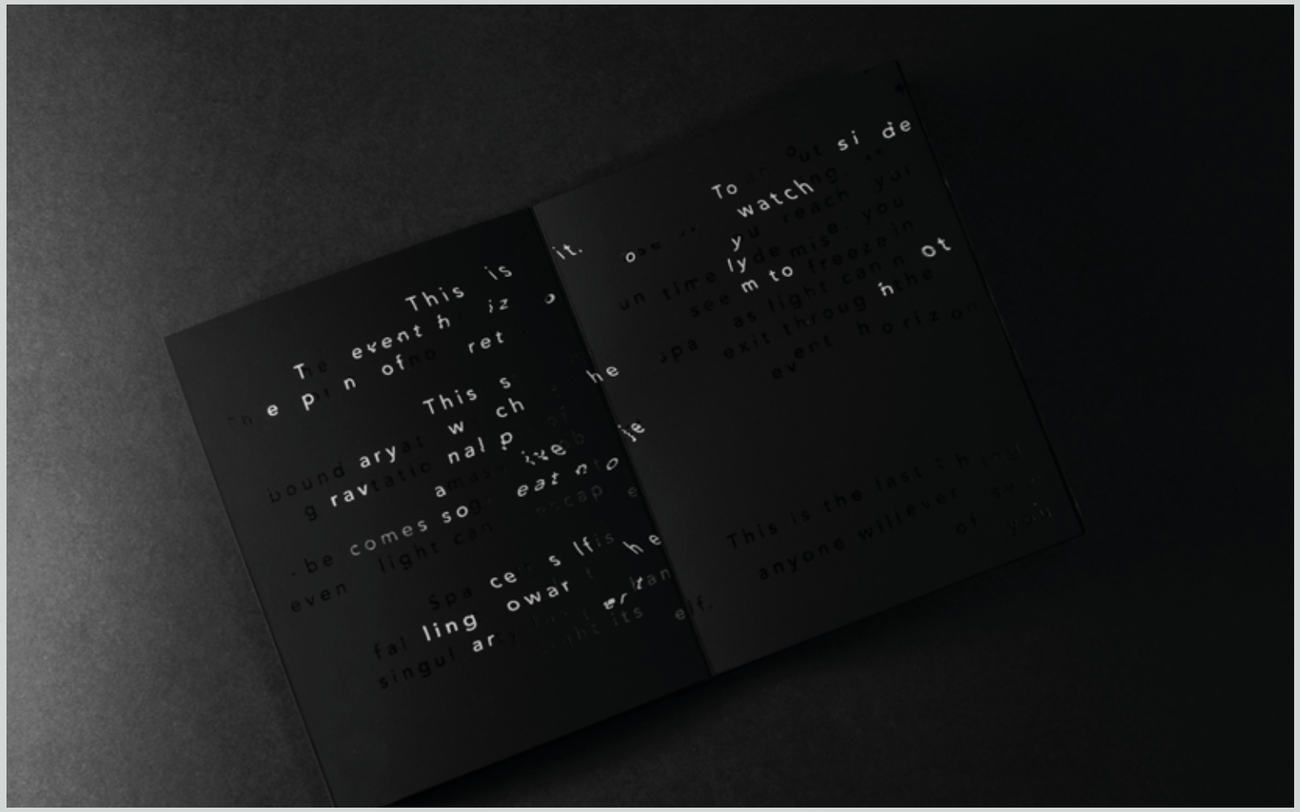
Illustrator, Photoshop,
Lightroom and Blender 2.79

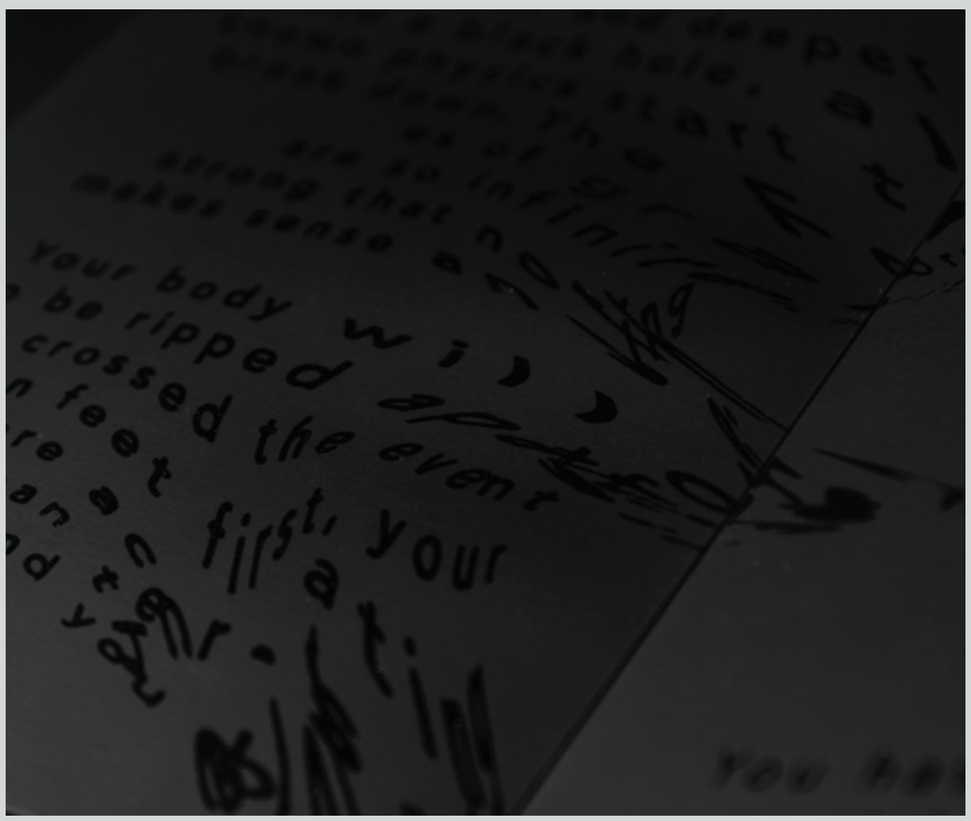
ISTD 2019 – Singularity.

When an object gets pulled into a black hole, it is spaghettified by the insane forces of gravity – the book literally reflects this through it's concertina structure and it's slowly devolving and warping type the further you read on.

ISTD 2019 – Singularity.

Black holes are so powerful that not even light can escape – the further you get into the book, more colour drains from the page, with the spot gloss showing a complete lack of light.





Sagittarius A

44 million km across.
25,640ly away.
4 million solar masses.

A super-massive black hole located 25,640 light years away at the heart of our galaxy – With the weight of 4 million solar masses, or 4 million times that of the sun, and being so gravitationally strong that not even light can escape.

So what would happen if you fell into one?

The life-cycle of a star is that of a constant battle between the forces of gravity pulling it in, and the pressure pushing out.

When all of a star's fuel is used up and the fusion inside its core turns off, it is gravity that takes the upper hand. The star's mass is forcibly compressed into itself, crushing and condensing down into an infinitely small point with infinite gravity.

A **singularity.**

This is it.
The event horizon.
The point of no return.

This is the boundary at which the gravitational pull of a massive object becomes so great even light can escape.

Space itself is falling towards the singularity faster than light itself.

To an outside observer watching, as you reach your untimely demise, you seem to freeze in space as light cannot exit through the event horizon

This is the last thing anyone will ever see of you.

DIABLO BITTERS

Originating in Venezuela, bitters are to be dashed into cocktails and other alcoholic drinks, to add another edge and another flavour profile. At the current time, most bitters are aimed at bartenders and cocktail connoisseurs, not the general market. Therefore how can we keep it both grounded in it's cultural and historical roots, whilst pushing bitters to a new target audience of Millennials and 'Gen Zs' who want to try something exciting, fresh and new?

JDORaw 2020 – Diablo Bitters.

Illustrator, Photoshop,
Lightroom and Blender 2.81

Diablo Bitters.

Branding elements.

The main brand type shows the chaotic and playful nature of devils, demons and tombstones, whilst not leaning too heavily into religious aspects to both avoid alienation and to appeal to a newer and younger target audience.

Floral patterns based off flavour of the bitter.

DIABLO BITTERS

Main Lock-up shown on external material, with singular skull used for smaller applications and icons.

Bones

CMYK – 0, 63, 94, 0
RGB – 255, 121, 0
#ff7900

Pablo

CMYK – 0, 19, 93, 0
RGB – 255, 206, 0
#ffce00

Nick

CMYK – 0, 75, 43, 0
RGB – 236, 95, 110
#ec5f6e

Lively characters to represent the flavours (yes they have names).

Single icon used for smaller applications.

Diablo Bitters.

Bottles

The labels draw parallels to the carnival atmosphere – during the day all seems quiet, and the illustrations fade into the background, however as the night slowly draws in, the label comes alive with glow-in-the-dark ink illuminating the bottle from the inside.

Diablo Bitters.

Pre-mix cans.

The grab-and-go cans are aimed at those who are after a high quality pre-made drink, without the hassle of having to measure out what spirit goes with what mixer & bitter combo.

Diablo Bitters.

Brand range.

When partnering with a bar or pub, drinks using the bitters can be poured into branded glasses, further extending the brand outside of the physical cans and bottles.

Diablo Bitters.

Posters.

Similarly to the bottles, the posters have multiple versions – during the day, they are bright and punchy, with the illustrations acting as spot gloss – always there but only visible from certain angles.

Diablo Bitters.

Illuminated posters.

However, as night draws in, the carnival comes alive and the devils and demons start to awake, so do the posters – transforming into a whole different beast.

Diablo Bitters.

Bar sign.

The neon bar sign is to be placed above the bitters at establishments which have partnered up and sell the drink.

talk

As guys, talking about our mental health can be tough. If we're ever feeling down we're told to 'man up', to 'stop being such a girl' and to 'just be more happy'. Over 4/5 of suicides are by men.

Talk is targeted at men aged 16 to 45, with the aim of creating an atmosphere where talking about your mental health is widely accepted and even encouraged. Many men currently don't connect with existing campaigns as they don't believe that they are worthy of receiving help.

This needs to change.

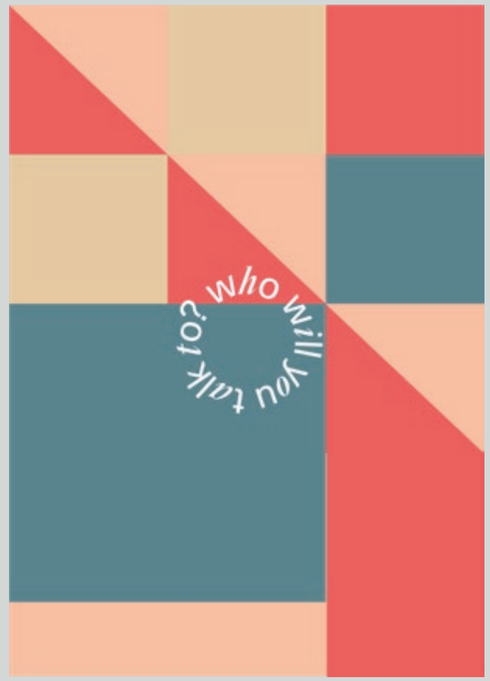
Dragon Rouge
Firestarters 2020.

Illustrator, Photoshop,
Lightroom and Blender 2.81

Talk.

Branding elements.

Each icon and logo can be swapped and changed, and when it's mixed with the random nature of the polygonal backgrounds, it means every poster is different, linking to how every person with mental health is different as well.



Talk.

Public interaction.

Many people suffering with mental health problems don't believe that they are worthy of help, therefore these icons will be used when telling those with mental health issues that they are in fact worthy of getting help – who will you do it for?

Talk.

Public interaction.

Posters are placed in areas where the general public are most likely to interact with the brand, with the amount of copy reflecting this.

deadline.

As designers, we'd all wish we could just have 'one more week', or 'just a few more days' to finish off a project. There's a saying that a project is never really finished. Even when you've handed it in, you could still have worked on it more, endlessly tweaking the kerning and adjusting letterforms to the n'th degree. Maybe there were some ideas you had to leave on the cutting room floor in favour of others, or maybe the design route you chose ended up going out not with a bang, but with a whimper instead.

Deadline is a creative's almanac for the past, present and future. You can explore the ideas you left behind, you can see if a client is ever actually going to pay you, or if you're simply going to finish at all.

A deadline is final, so why should the work leading up to it be?

Deadline.
Dissertation FMP 2020

Illustrator, Photoshop,
Lightroom and Blender 2.81

Deadline.

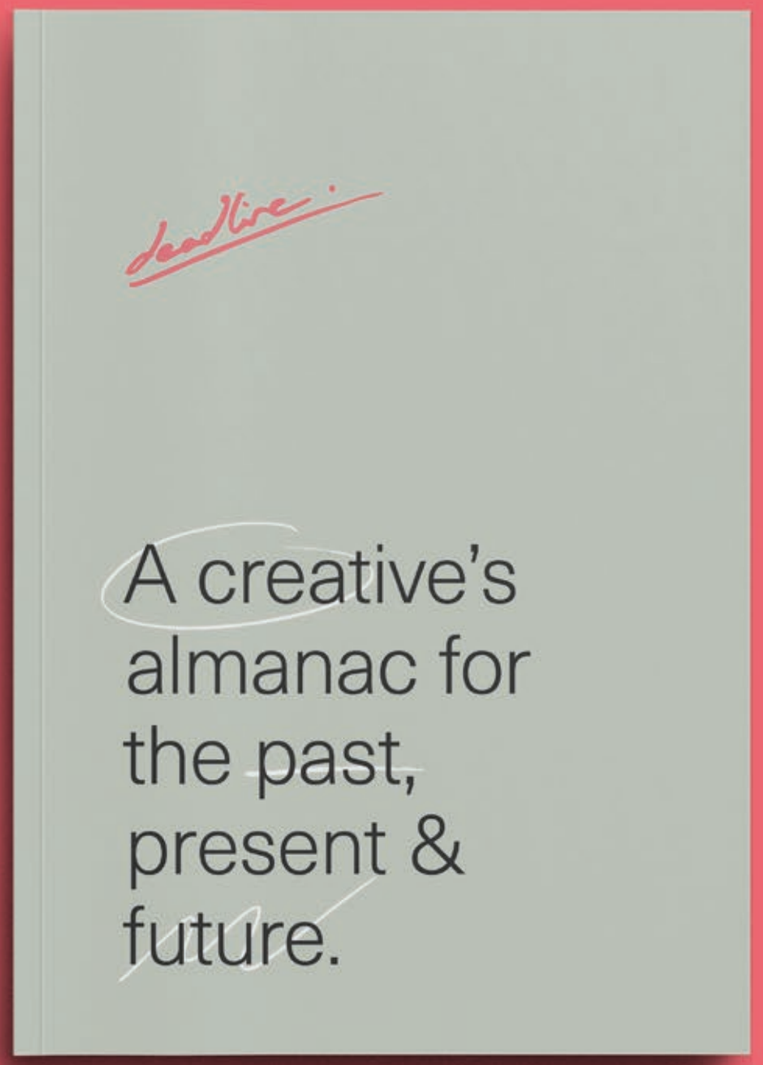
To stop every studio owning a Deadline, they are hard to get – you've to know someone to get one. As such, it might be best for end users to hide the fact that they own one. Inspired by classic Braun design, it can look like a simple radio to anyone trying to find said device.

The Deadline device.

Deadline.

Front page mockup

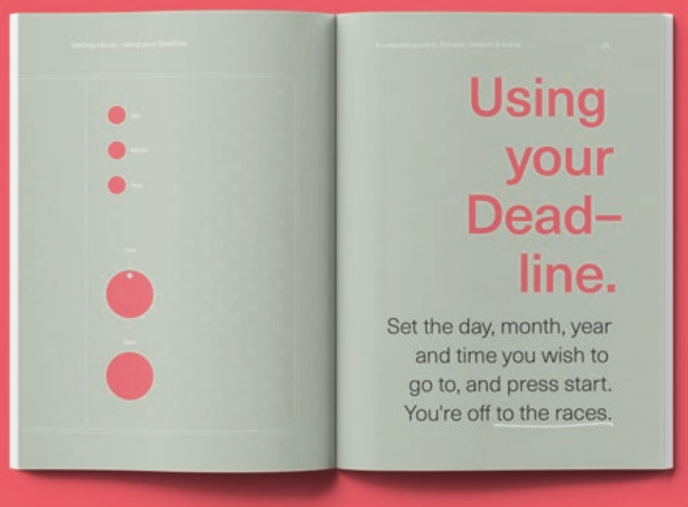
Everyone's work-flow is different – some might spend their time in the kitchen working, or some in a coffee shop. Deadline is made to work around the user, and as such, it can be both attached to other objects to streamline said person's work-flow.

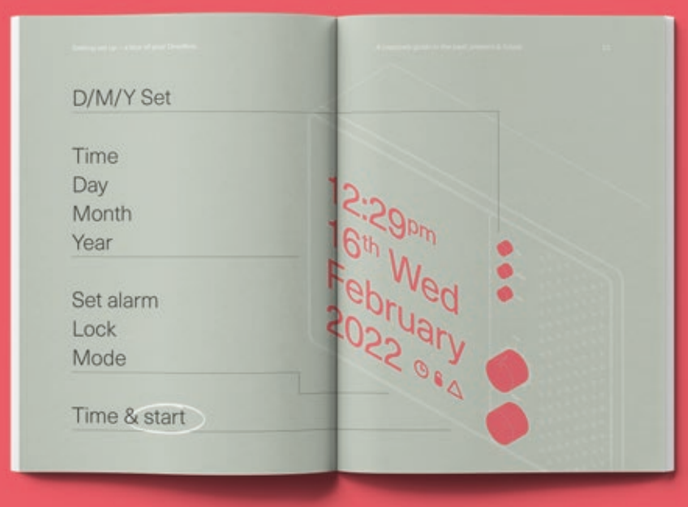


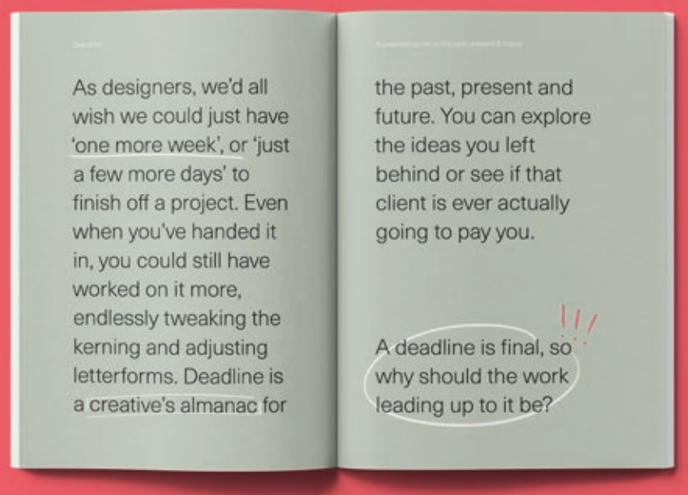
Deadline.

Mockups.

Due to the almanac's portable size, both the typeface itself and its size on the page have been scaled up so it is easily readable at a distance, with red being utilised to draw the attention of the reader to important areas of text or information on the page.







Deadline. Flats.

The almanac is split into sections, showing the end user not only how to control the device, but use case examples, safety and things they probably shouldn't be doing with the device.

You've got plenty of time on your hands. Go out there, find an idea, make your client proud and change the world.

Keep a note of where you've been before.

Time is a fickle thing. To make sure you don't get yourself caught out, keep a note of where you've already visited, & what ideas or insights you got there. It would be disappointing to give a big client a shiny new brand, to later find out you've double crossed yourself in the future.

So, how can you use it?

The Deadline device is a nuanced machine which allows you to explore time in multiple dimensions - here's a few examples of ways in which you can use the deadline machine to get the most from it.

Use HINDSIGHT As FORESIGHT

Running out of time? Just add a few weeks.

It's literally in the name. Everyone has thought at some point that they would like another two weeks or even another month to make a hand-in – well now you can. Deadline will let you pause time as and when you need it, so you can fit more hours into your already packed day.

Just try to be a nice person overall.

If your colleague has come up with a great idea, try not to go into the future, steal it from them and then present it to a client just before them.

Just don't.

You're better than that.

Thank you.

Education.

University of Lincoln: 2017 - Present
First class honours.

Borden Grammar School: 2010-2017
A-levels: 2015 - 2017
Film Studies
Fine Art
Geography
History

GCSEs: 2010-2015
10 GCSEs A* to C
Including Maths, English and Science.

Contact.

Mobile
07496355417

Email
Matthew1712@virginmedia.com

Behance
be.net/mgilbertdesign

Instagram
instagram.com/mgilbertdesign

Experience.

Segway Tour Guide / Graphic Designer & Photographer.
Southern Segway Day Tours: 2016 - Present
Segway tour guide based in Leeds Castle, interacting with over 500 customers on a weekly basis. Providing teaching on how to ride a segway, assisting in day to day running of the company and liaising with the Leeds Castle estate.

Design Intern
Accept and Proceed: July 2019
Toolkit development, grid layouts, photo retouching and ideation towards a to-be-announced Nike initiative. Internal work for A&P including 3D visualisation / modelling and layouts.

3D Modelling
UFO Studio for VICE & The Old Blue Last Beer: March 2019
Modelling, lighting and texturing for Old Blue Last Beer. Used as pre-visualization for final photography and filming.

3D Modelling / Graphic Designer
Baker & Hill for WETA / PBS: June 2017
Created a 3D rendered map to show an educational look into the Lewis and Clark Journey across North America. Whilst not used in the final website, the render was used as previsualization for the final animated design.

Design Intern
Rye Design: June-July 2016
Shadowed lead designers, gaining experience in both industry practices and the rebranding of multiple clients. I was present in several client meetings, providing new insights and assisting in the development of live briefs.

Key skills.

My jobs in the design industry have taught me how to deal and converse with clients, how to interact with design leads and work alongside other members of a larger team.

My experience working at and with Southern Segway has given me great interpersonal skills; dealing with customers on a daily basis and working out their specific needs and sorting out queries they might have to ensure they have the best experience possible. Furthermore, teaching customers how to ride a Segway has given me skills that allow me to talk through problems and find new ways to gain results.

Software.

Self taught and experience in Blender 3D, with great knowledge in Photoshop, InDesign, Lightroom and Illustrator with competent skills in Premiere Pro.

Awards.

2020 Elmwood student design shortlisted
2019 Design Bridge Bursary Scheme - Shortlisted
2019 ADAA Top Talent
2018 ADAA Semi-Finalist