

An aerial photograph of a wetland landscape, showing a complex network of water channels and land patches. The water is a deep blue, and the land is a mix of green and brown. A white rectangular box is overlaid on the right side of the image, containing the text 'Ace Bashford' in a bold, black, sans-serif font.

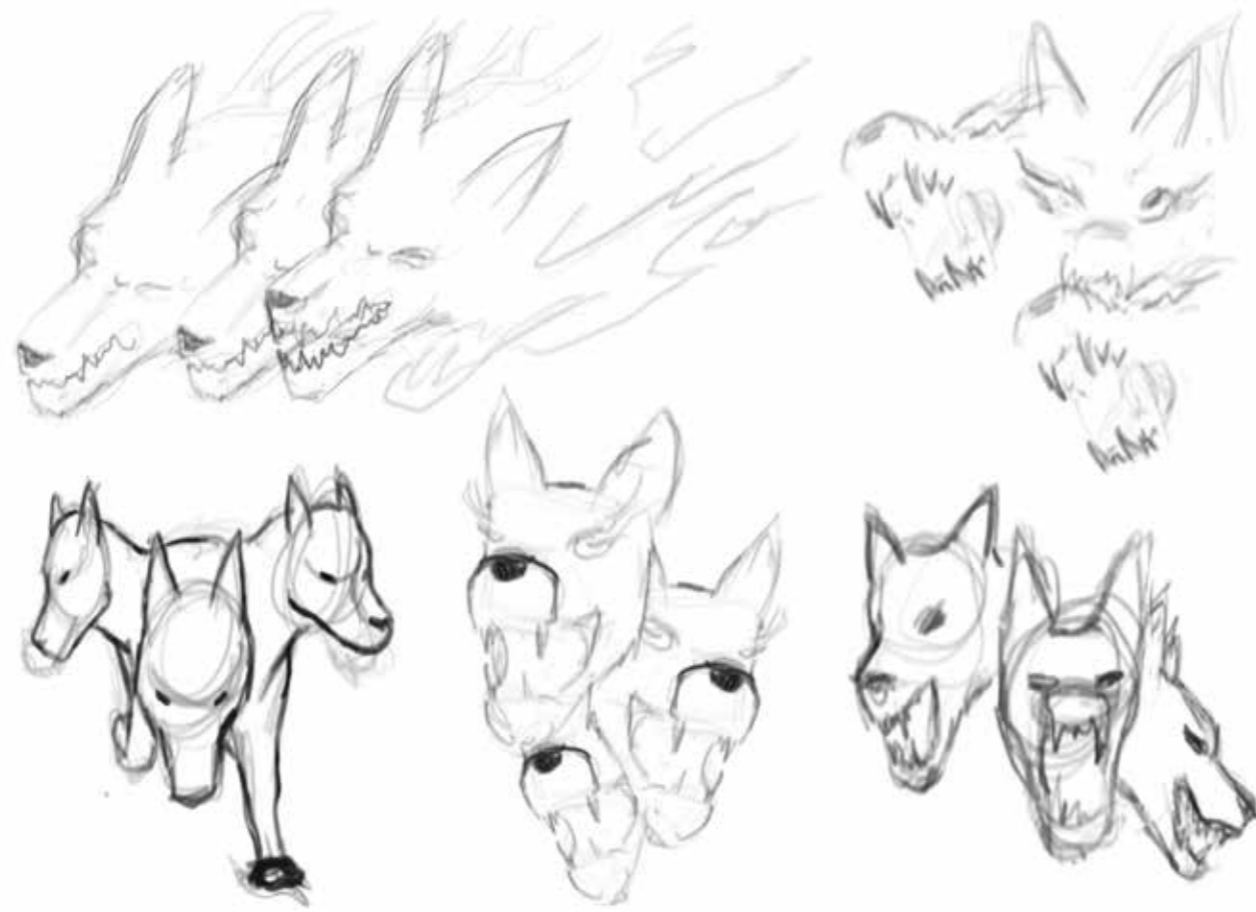
Ace Bashford

01: Mythological Tattoo Flash Design

This project also aims to deeply explore how symbolism can effectively communicate themes of empowerment within the intricate art of tattoo design. Some mythology and folklore imagery have an established and widely recognized meaning or symbolism, for example the modern image of Medusa is often used as a powerful symbol of empowerment and protection. The project deliverables are specifically designed to appeal to an audience that is interested in getting a tattoo that carries a meaningful story or deep symbolism behind it. The target audience would most likely be young adults, including millennials and members of Gen Z, as they represent the age group that is currently getting tattoos the most frequently. Mythology, particularly Greek mythology, has seen a significant rise in popularity within the tattoo industry, becoming a major source of inspiration for many tattoo designs.







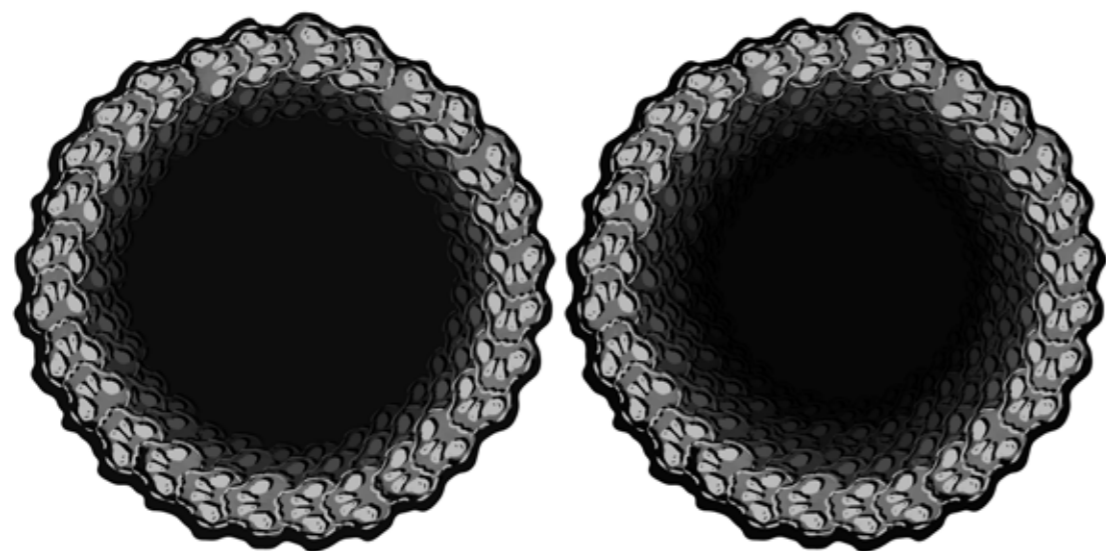
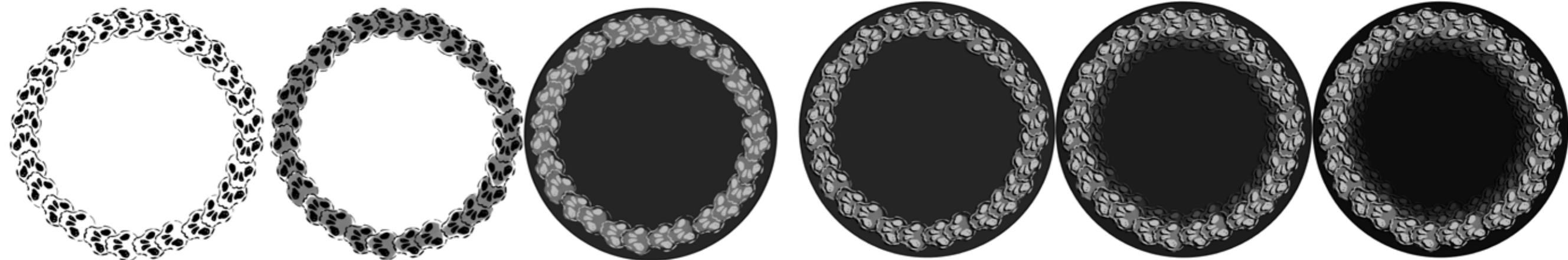




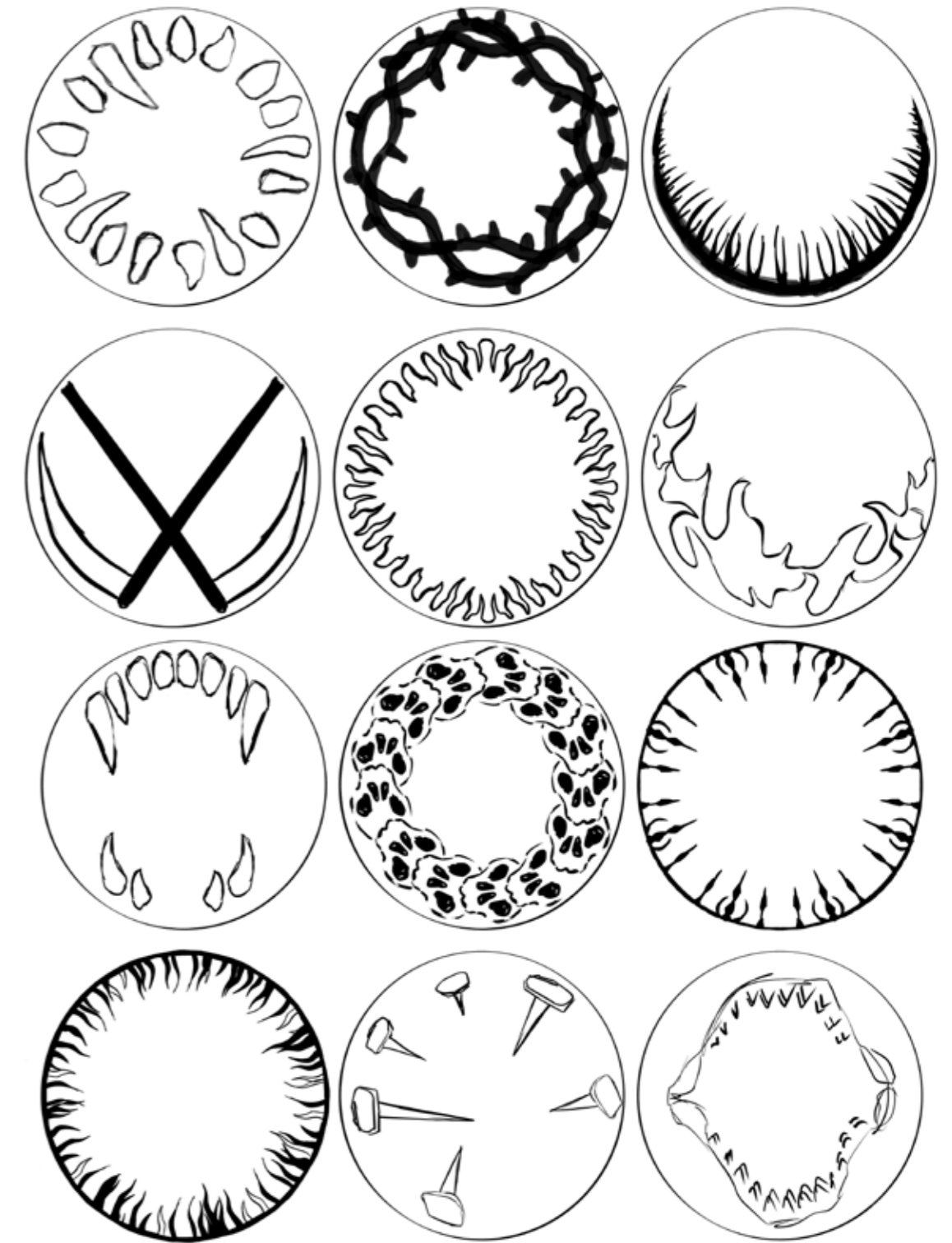


02: Self Promotion Project

This canine skull business card was designed to be bold, memorable and visually unique so it would stand out from standard rectangular cards. Instead of using a traditional shape, I created the design around a canine skull silhouette, which links strongly to my interest in tattooinspired artwork. I wanted the shape itself to immediately reflect my creative identity and make the card feel more like a piece of illustration than a typical business card.



TATTOO BALM
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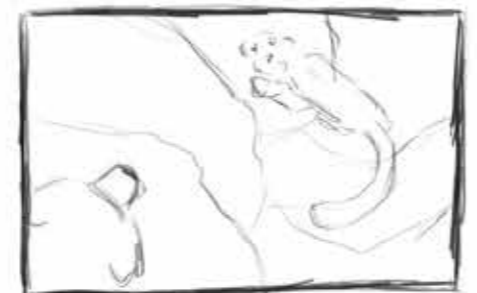
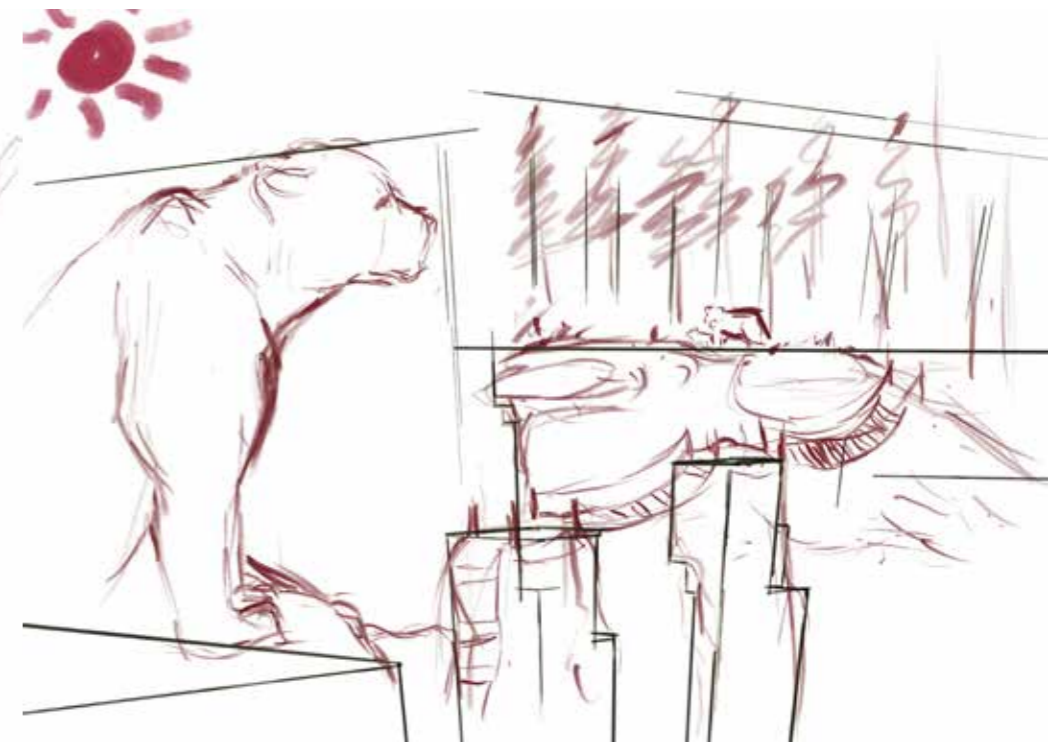
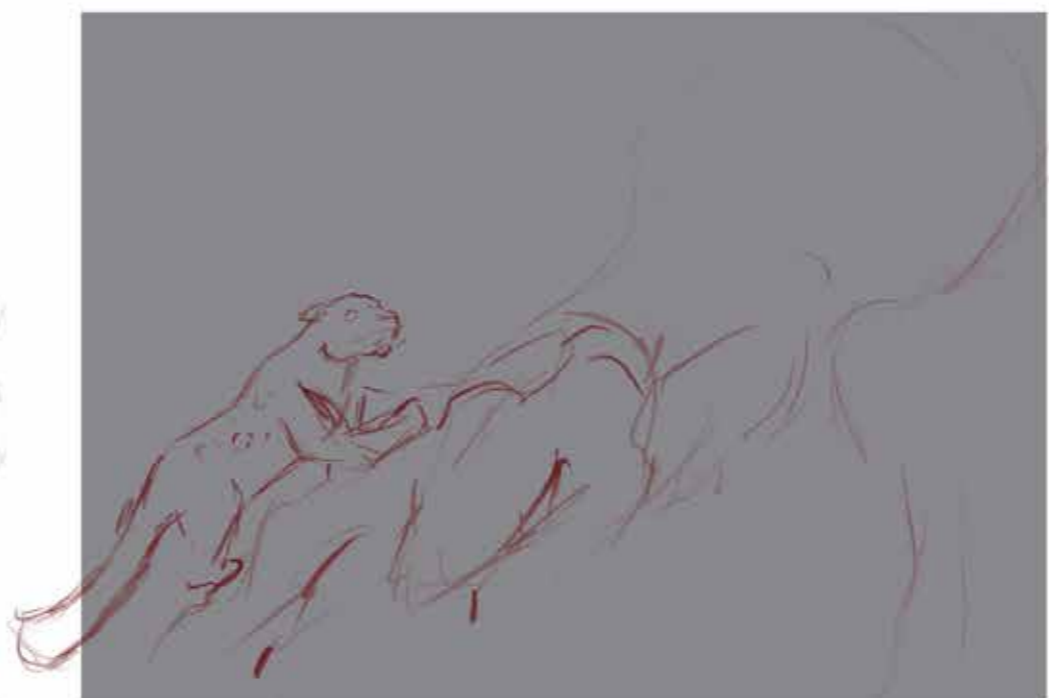
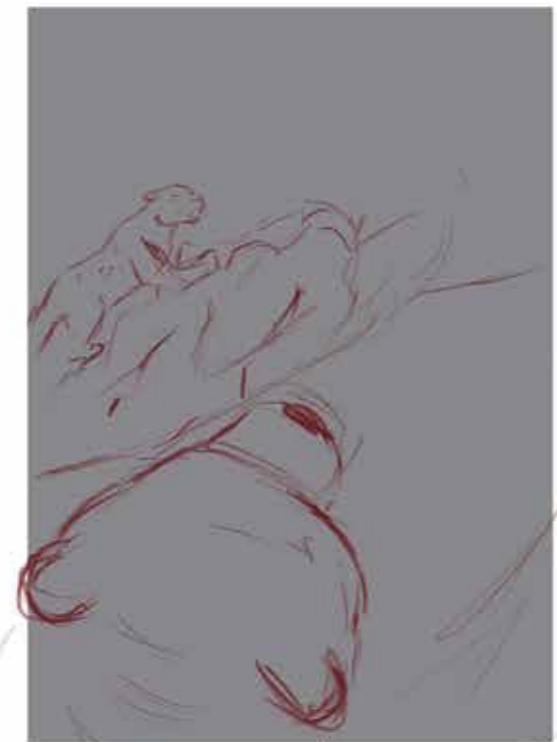


For my promotional item, I carefully designed a label specifically for tattoo balm. I thought that a sleek black label would look the best, so I decided to experiment creatively by layering multiple rings of skulls to create the illusion of a bottomless pit. I believe this technique has made the overall design much more visually appealing and has successfully created a unique and intriguing frame for the typography, enhancing the product's aesthetic appeal.



03: Cantril Ladder Project

This project was designed with the goal of creating an insightful and engaging data visualisation of the 2024 Cantril ladder results. I chose Afghanistan's national animal, the snow leopard, as the focal point of the visualisation because it is crucial to draw attention to the country that scored the lowest on the ladder, thereby fostering a sense of hope, resilience, and perseverance among viewers. Additionally, I illustrated Finland's national animal, the brown bear, situated in a lush, vibrant forest in the distance, representing the highest scoring country, to emphasize and further highlight the stark contrast between the Cantril ladder scores of these two nations. I altered the design to make it more versatile and adaptable, so it can be effectively used as a mural to visually bring awareness to the important cantril ladder data.

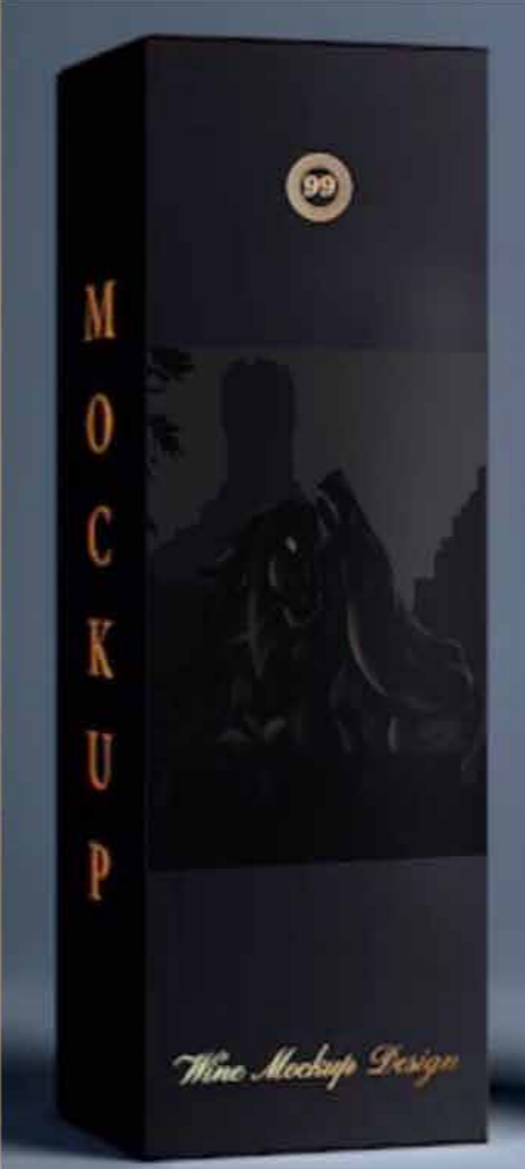




04: Castle Gift Shop Project

For this project, I created two detailed illustrations inspired by an old Lincoln Castle ghost story that involves a mysterious horse. I carefully used a limited color palette that gave the artwork a ghostly, spectral appearance, and I consistently referred back to the original ghost story throughout my entire design process to maintain authenticity and thematic cohesion. This artwork was intended to be used as packaging for a special liqueur product that could be sold in the castle's gift shop. Additionally, I developed mockups of various other merchandise concepts to demonstrate the design's versatility and potential for broader application.







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