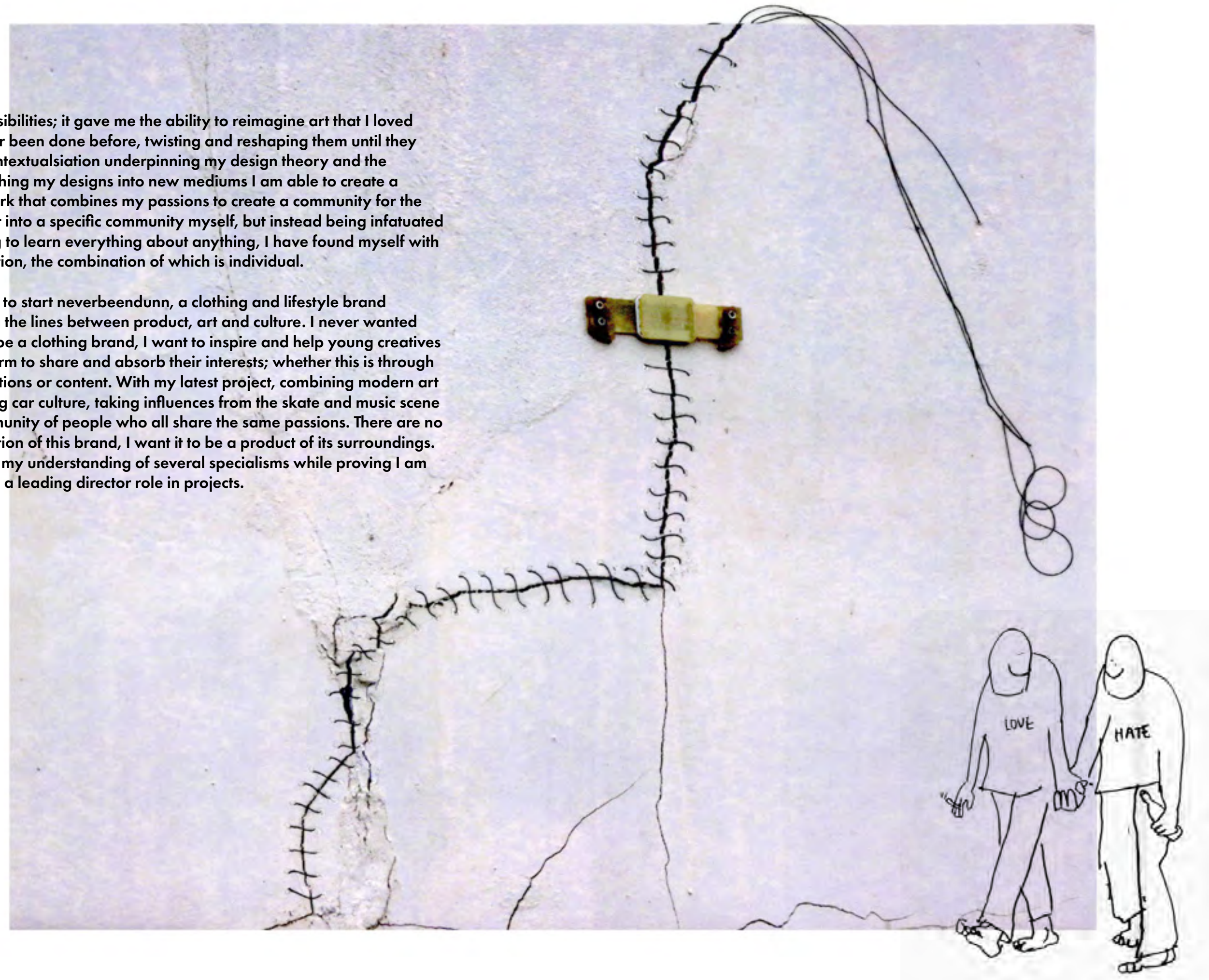


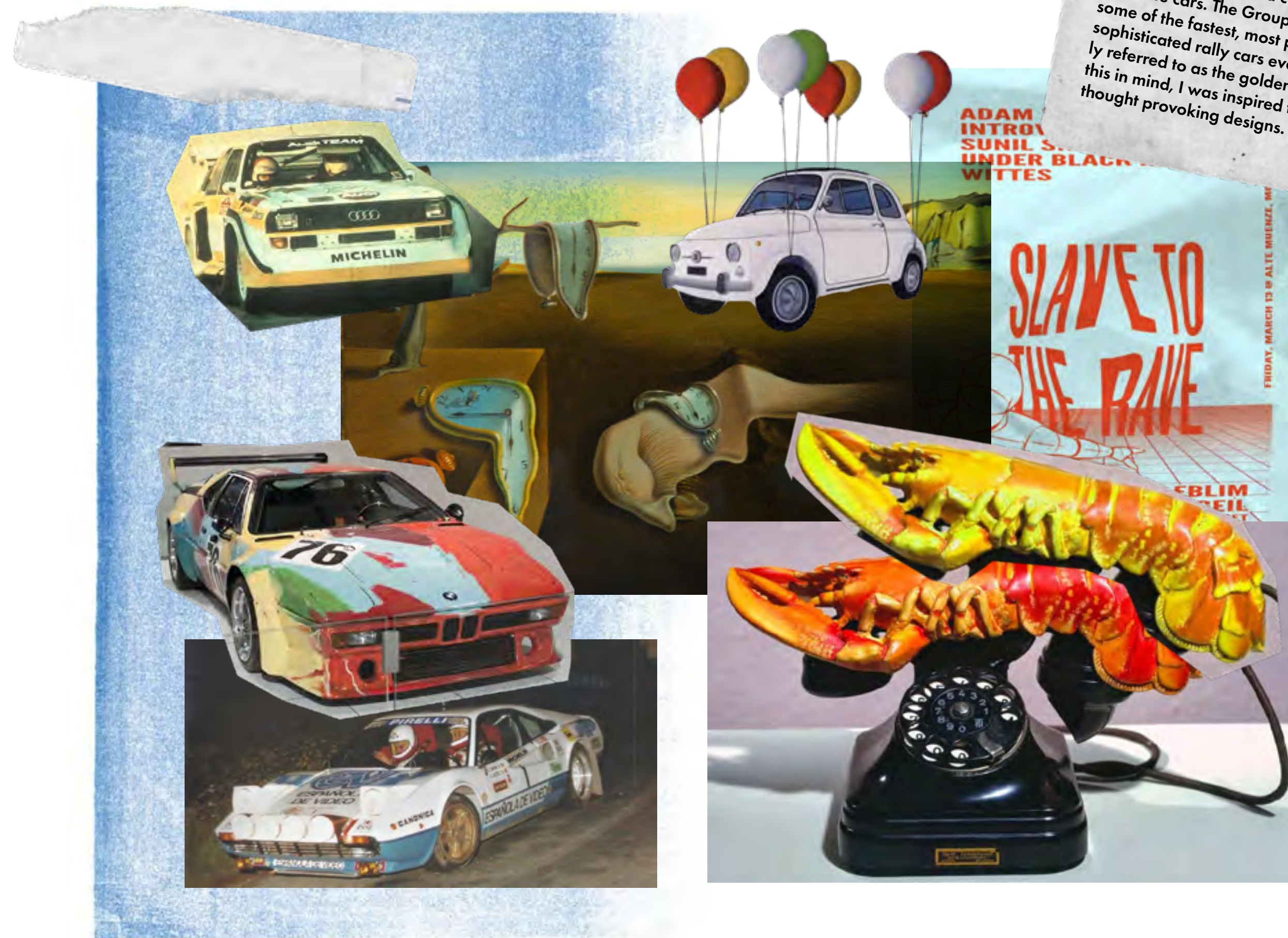
BRAND CONCEPT//  
NEVERBEENDUNN

Design has endless possibilities; it gave me the ability to reimagine art that I loved in forms that have never been done before, twisting and reshaping them until they are my own. With recontextualisation underpinning my design theory and the experimentation of pushing my designs into new mediums I am able to create a very unique style of work that combines my passions to create a community for the outsiders. Having not fit into a specific community myself, but instead being infatuated with many and wanting to learn everything about anything, I have found myself with a wide array of inspiration, the combination of which is individual.

From this grew the idea to start neverbeendunn, a clothing and lifestyle brand with a focus on blurring the lines between product, art and culture. I never wanted neverbeendunn to just be a clothing brand, I want to inspire and help young creatives by giving them a platform to share and absorb their interests; whether this is through clothing, music, publications or content. With my latest project, combining modern art movements with bootleg car culture, taking influences from the skate and music scene I hope to create a community of people who all share the same passions. There are no boundaries to the direction of this brand, I want it to be a product of its surroundings. This project will display my understanding of several specialisms while proving I am capable of undertaking a leading director role in projects.



CAPSULE CONCEPT//  
NEVERBEENDUNN



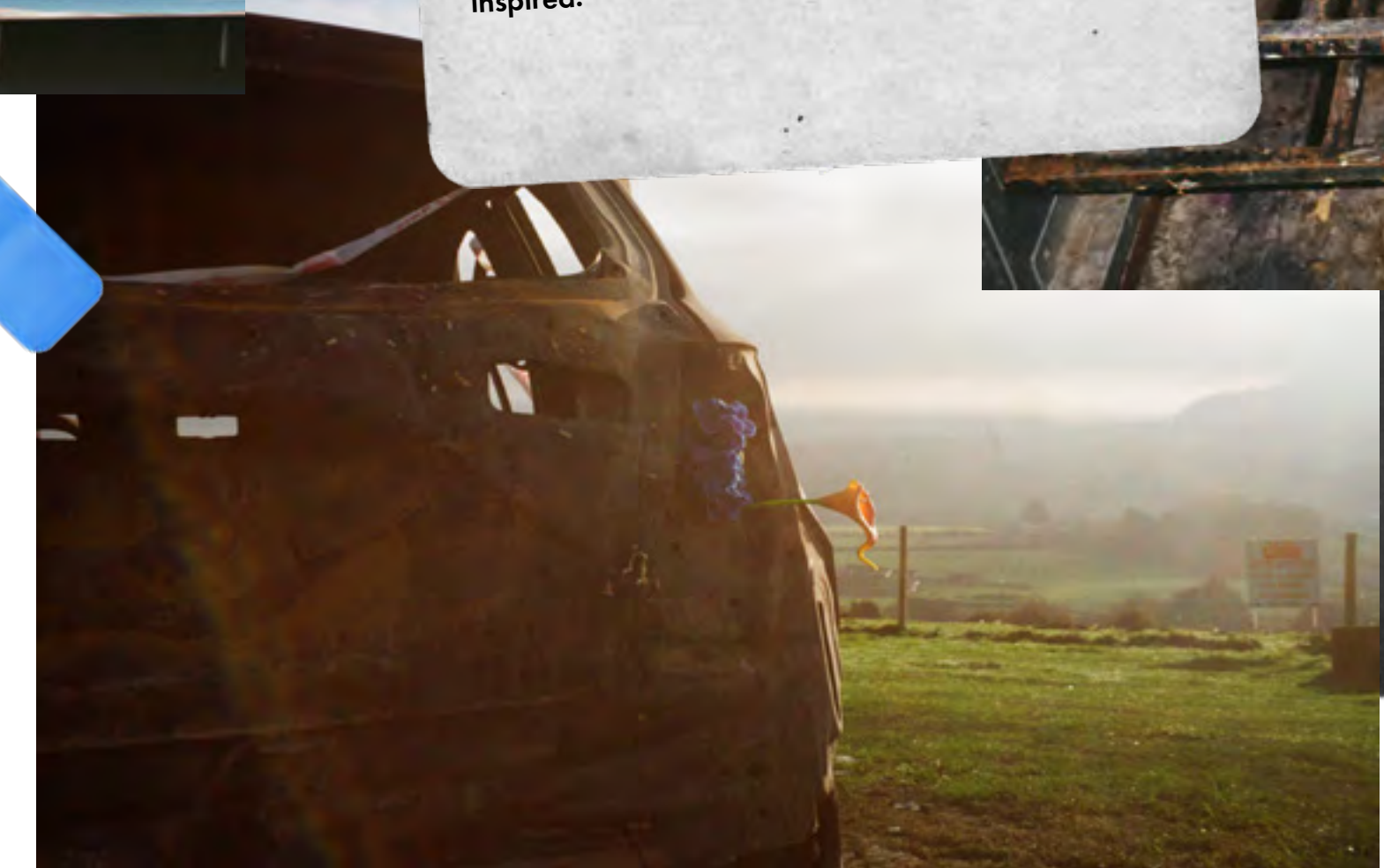
The crazy era of Group B rally was what initially inspired me to create a capsule focusing on my favourite cars. The Group B regulations fostered some of the fastest, most powerful, and most sophisticated rally cars ever built and is commonly referred to as the golden era of rallying. With this in mind, I was inspired to create some very thought provoking designs.



BRAND CONCEPT//  
NEVERBEENDUNN



Film photography is a passion of mine that I try to include in every project I undertake. It helps me document moments in my life in such a raw way and allows me to generate ideas. I am a strong believer of being inspired by your surroundings and film photography allows me to capture these specific moments where I have felt inspired.





BMW + SURREALISM CONCEPT //  
NEVERBEENDUNN



Salvador Dalí's iconic 'The Persistence of Memory' oil painting was the first artwork that I saw an opportunity to recontextualize and add my own style to. Taking the melting clock element and applying it to my bootleg 'BMW' logo to create the same liquid effect. Instead here though I decided to melt it over a CDJ and a skate rail; two things that I use in my day to day life. The result is a subtle but iconic graphic that hints praise to the artist in a fresh and modern way.



AUDI + DADISM CONCEPT //  
NEVERBEENDUNN



A Dadaism is often characterized by humor and whimsy, tending towards the absurd. Here I have created a photomontage of the iconic Audi Quattro S1 with both references to Dalí's 'Lobster Phone' and Trevisan Carlo's '500 Flying' pieces.



MERC + CUBISM CONCEPT//  
NEVERBEENDUNN



Originally, I was looking at paring Mercedes with Cubism, however after several weeks of experimentation I didn't feel like I had a strong enough design compared to the other two I had already done. I decided to look back through my sketchbook and revisit some Popart referneces that I had researched. However, I had created my own version of the Mercedes logo, replacing the extruded spindals with my brand name.

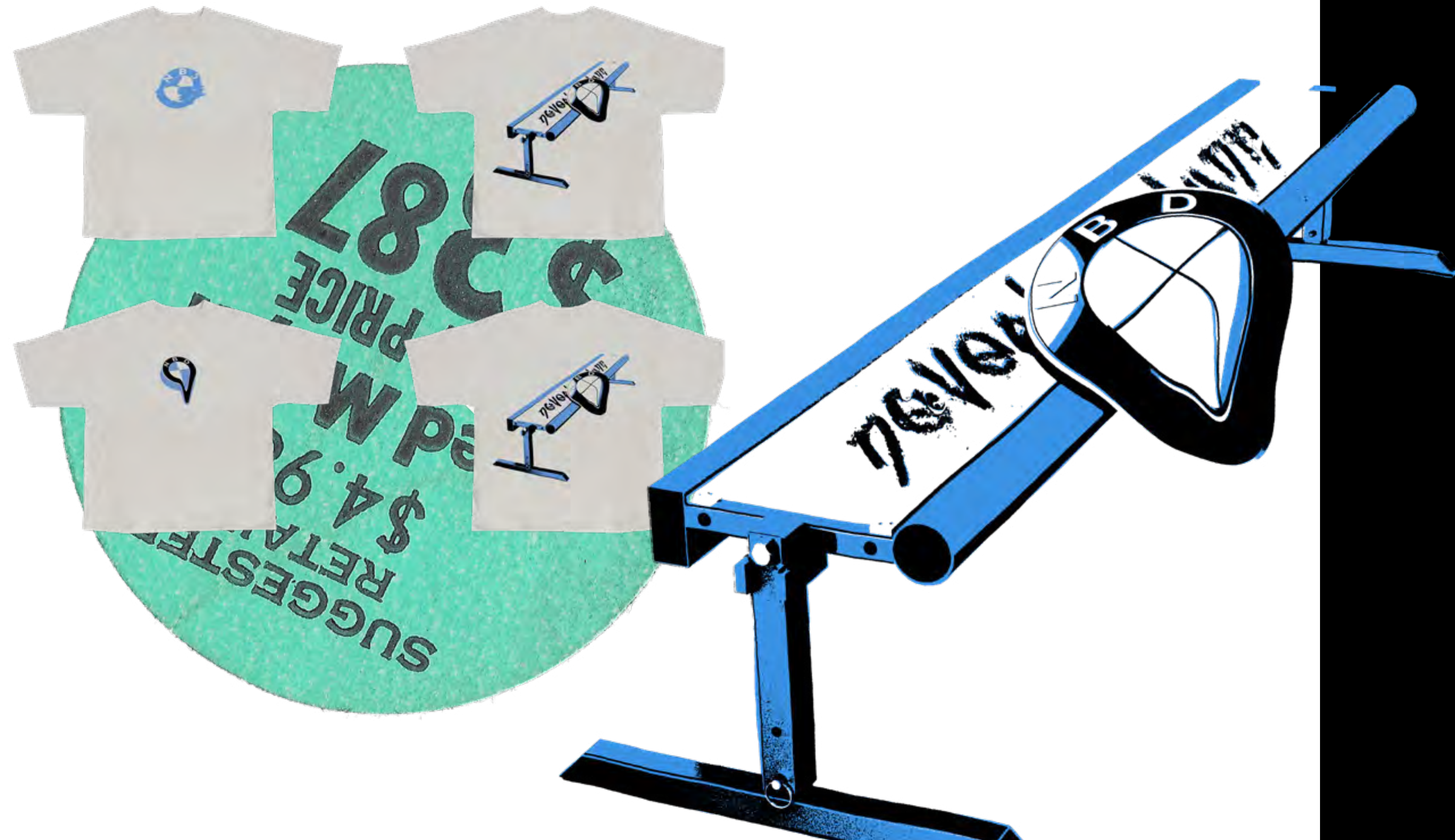


PHOTOGRAPHY (AUDI)//  
NEVERBEENDUNN





BMW DESIGNS + DEVELOPMENT//  
NEVERBEENDUNN



AUDI DESIGNS + DEVELOPMENT//  
NEVERBEENDUNN





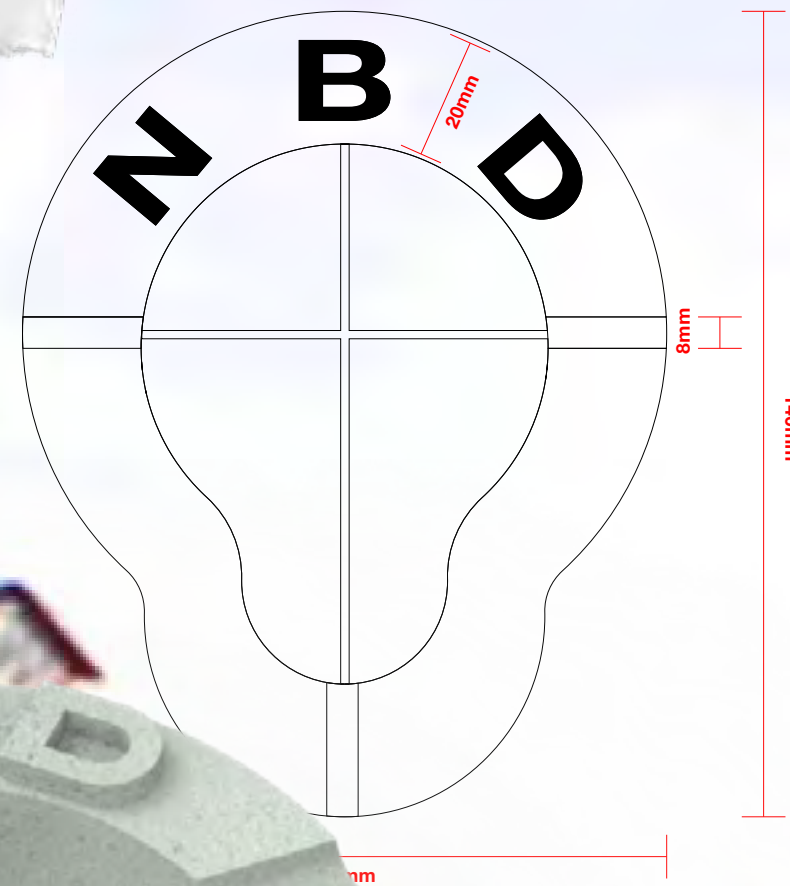


The decision to separate my designs into 2-4 colour screen prints was the final touch that my designs needed. Limiting the colours of a design sometimes highlights the most important parts of it.





ASHTRAY BRIEF AND DEVELOPMENT//  
NEVERBEENDUNN



AUDI NECKLACE CONCEPT AND DEVELOPMENT//  
NEVERBEENDUNN

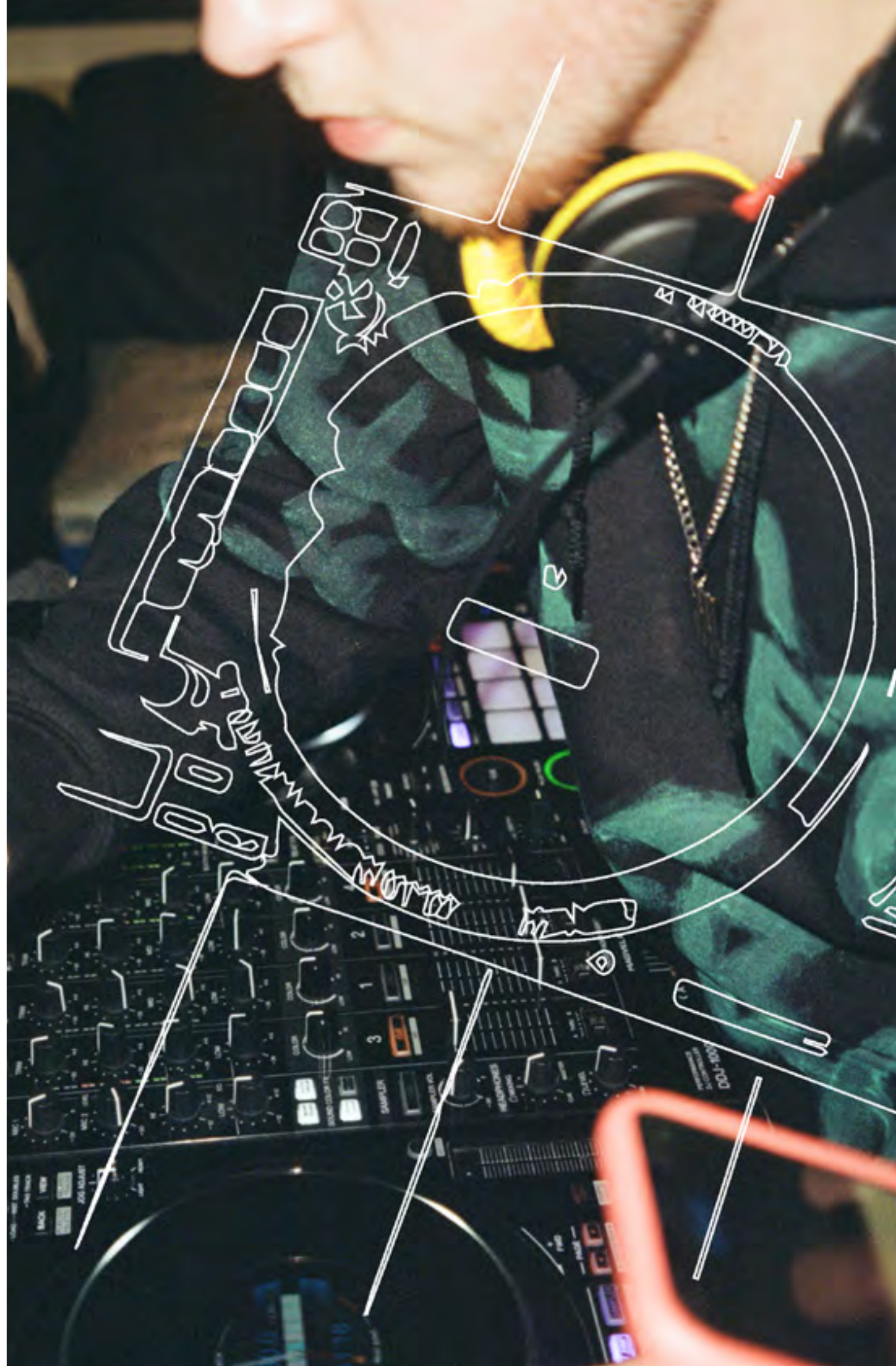




SLIPMAT DESIGNS AND SAMPLES//  
NEVERBEENDUNN



BLENDER DEVELOPMENT + EXPERIMENTATION//  
NEVERBEENDUNN





PRINTING EXPERIMENTATION//  
NEVERBEENDUNN



The quality of print is what I believe is the most important part of the garment. I have experimented with several different printing processes from sublimation to heat transfer to screen printing. I have always been interested in the process of screen printing and I have enjoyed trying to master it.

BRANDING AND DEVELOPMENT//  
NEVERBEENDUNN

**NBD 01**  
**RACING**

*NBD RACING*  
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**NBD**

**NBD**  
RACING TEAM

**NBD**  
RACING

**NBD**  
RACING





**CAR-VIDIOTS** Petrolhead yobs show off doing doughnuts at crammed 500-strong undercover car meet on London's streets despite lockdown



## Police break up Basingstoke car meet with 100 attendees

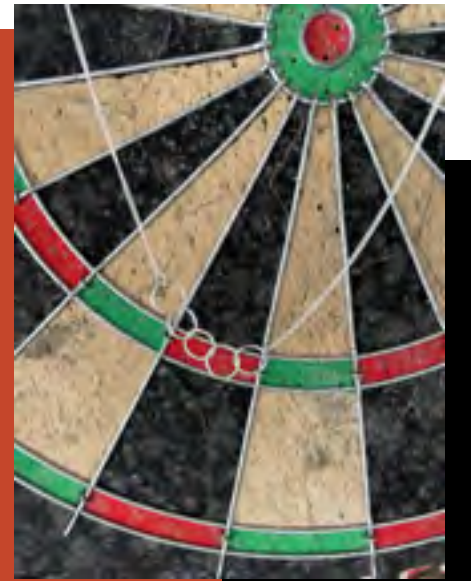
But shamelessly, some of the 100 vehicles involved fled the scene before officers could speak to them.

**PETROLHEAD** yobs were caught doing doughnuts and burnouts at undercover car meetups on London's streets last night.

Photos show hundreds of car enthusiasts crammed together as they lined the streets and car parks in Brent and Ruislip - despite social distancing rules and the Covid lockdown.



FINAL PRODUCTS





FINAL OUTCOMES OF BMW TEE//  
NEVERBEENDUNN

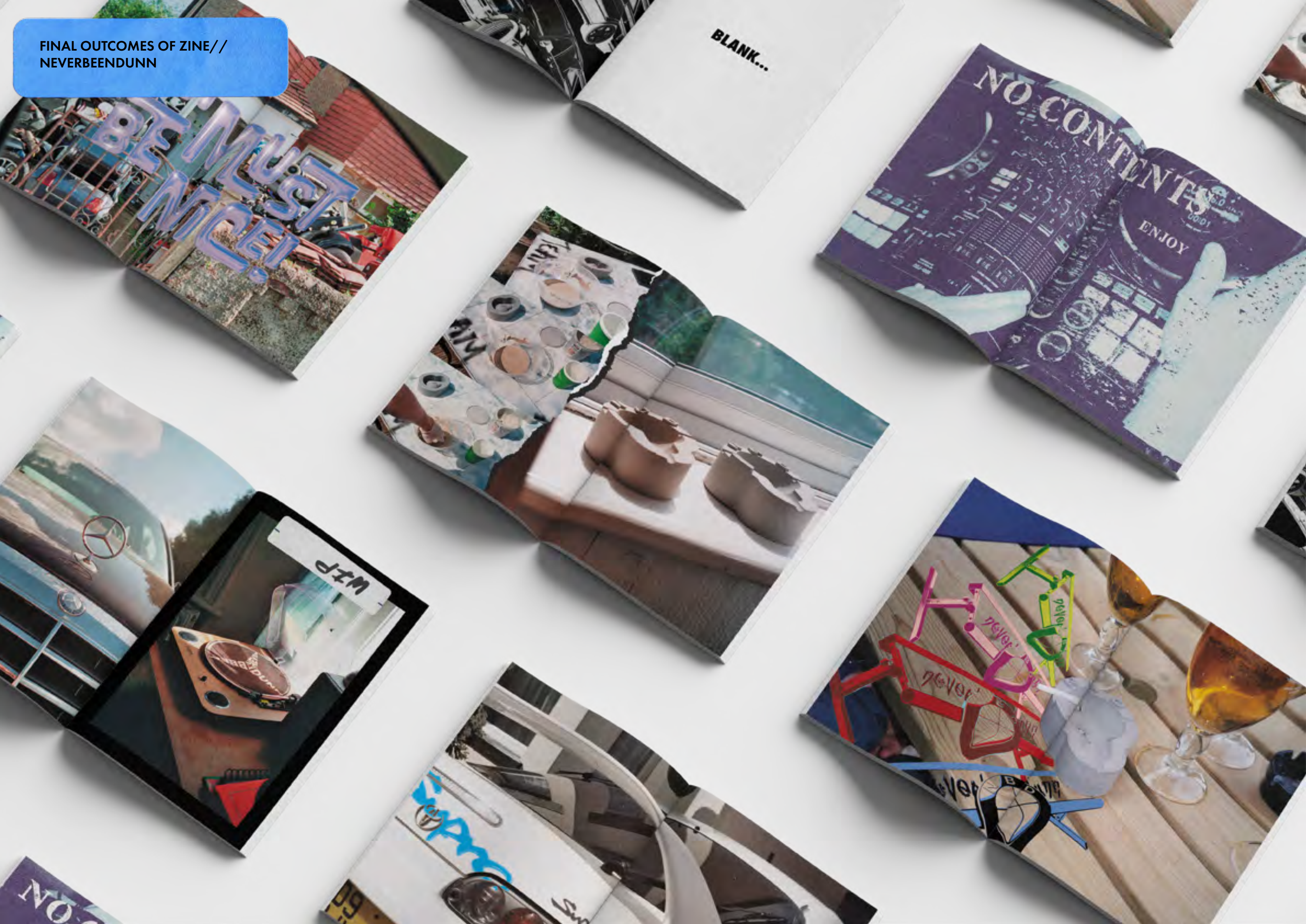


FINAL OUTCOMES OF MERCEDES TEE//  
NEVERBEENDUNN





FINAL OUTCOMES OF ZINE//  
NEVERBEENDUNN



BRIEF//  
D&AD TYPOGRAPHY



### COMPETITION D&AD

A typography-led, integrated graphic design campaign that uses Google Fonts, a library of 952 free licensed fonts. Though not a requirement, you may also consider the use of a variable font.

Your campaign must include:

- Create a typography-first campaign with both physical and digital elements to inspire your audience to discover more about the issue(s) and, where relevant, spark a call to action.
- Think about how type could creatively represent your music or the message of the lyrics. Whatever applications you choose, use typography as the main creative expression.
- Think about the unique qualities of your chosen music. How could it relate to your cause? Think about what you could say, how you could say it, and what type you say it with.

Your campaign must include:  
- A 12"x12" vinyl record cover as a lead expression of your typographic identity  
- One poster  
- One digital element  
- One other touchpoint\*

\*Your touchpoint could be anything: a band t-shirt, graffitied guitar, publication, digital experience, OOH, banners, moving image ads or other online promotions, etc. Think beyond the obvious, but keep in mind what's relevant to your target audience—and what would make the most impact—something that embodies the music [and cause] as a jumping-off point. The more innovative, the better.

Find a genre, song or musical movement that best represents your chosen cause and use typography to bring it to life.

Typography can express rhythm, culture, local aesthetics, traditions, humour, quirks, places and people—in any language. Utilise these benefits to highlight a cause of the present using the music of an artist, genre or festival that you feel is empowering (from any time period).

Create a typography-first campaign with both physical and digital elements to inspire your audience to discover more about the issue(s) highlighted and, where relevant, spark a call to action.