

**M A T T H E W
L O R D**

DECO2200 Portfolio

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ABOUT ME

*27 year old web developer
from Toowoomba,
Queensland*

I started creating web pages at the age of 13 and since that day I have been hooked. I started a 3D rendering and web development team originally called Fourth Dimension and later became known as Missing Link Designers at the ages 14 and 16 respectively.

I am now at the stage in my life where I am hungry for knowledge and began studying a Bachelor of Information Technology at the University of Queensland in 2014.

I am now in my final semester of university and I have achieved the goal of learning what I originally set out to learn. The future is uncertain and many things can change in a lifetime however I am looking forward to learning and growing.



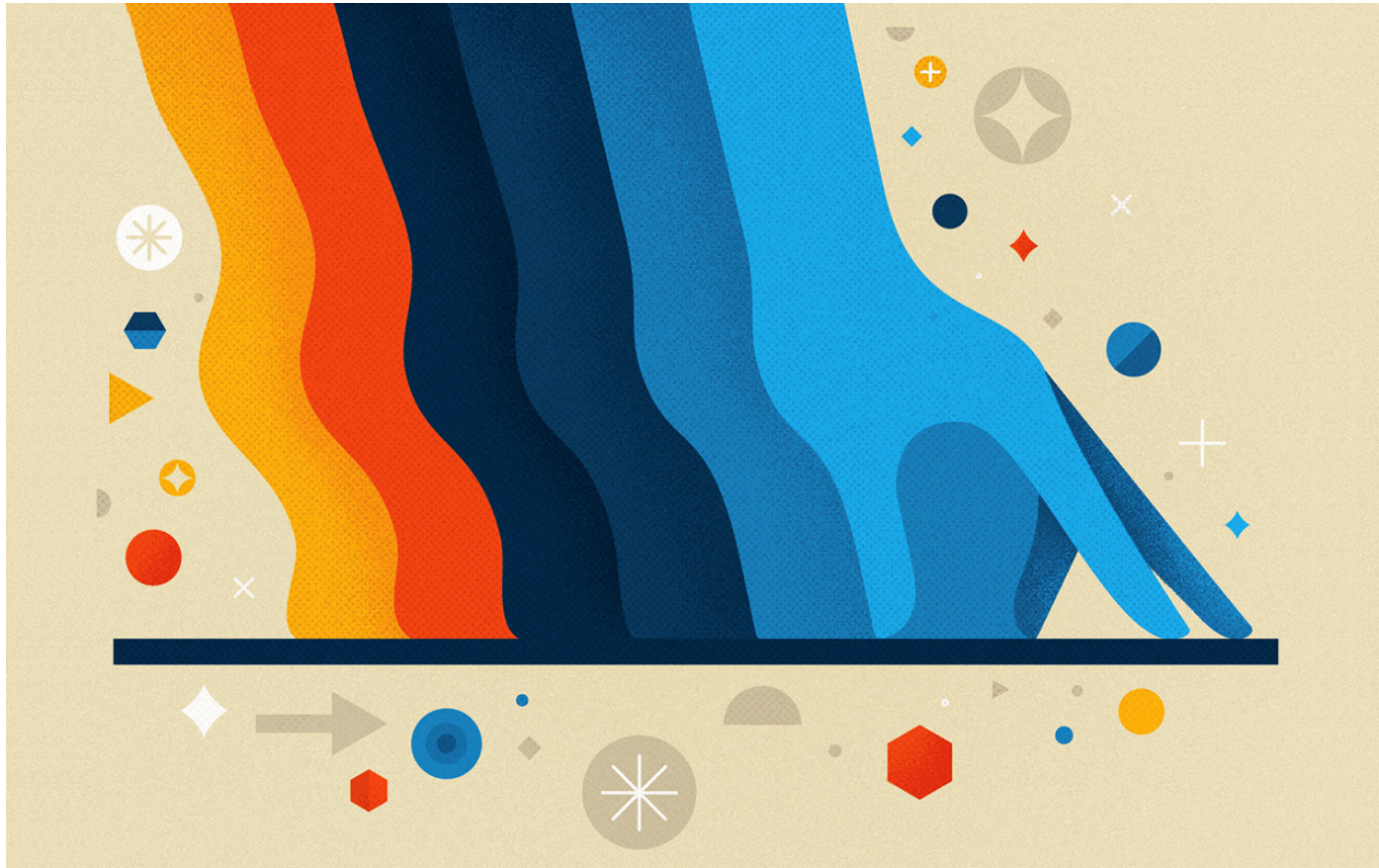
BRYAN JAMES

A concept artist and web developer from the United Kingdom

Coming from a web design background, I have followed the web design and concept artwork of Bryan James over the years. One of his most outstanding projects is a website called “Species in Pieces”. All of the artwork is made with polygons and is in the category of low-polygon art.

Although his talent far surpasses that of his polygon artwork, it is this style which influences my designs and my approach. I love the simplistic nature and the impact that different shades of a colour can have to add both depth and character.

I feel that my style has grown since following his work and have applied many of the techniques he uses in my own work.



RICHARD PEREZ

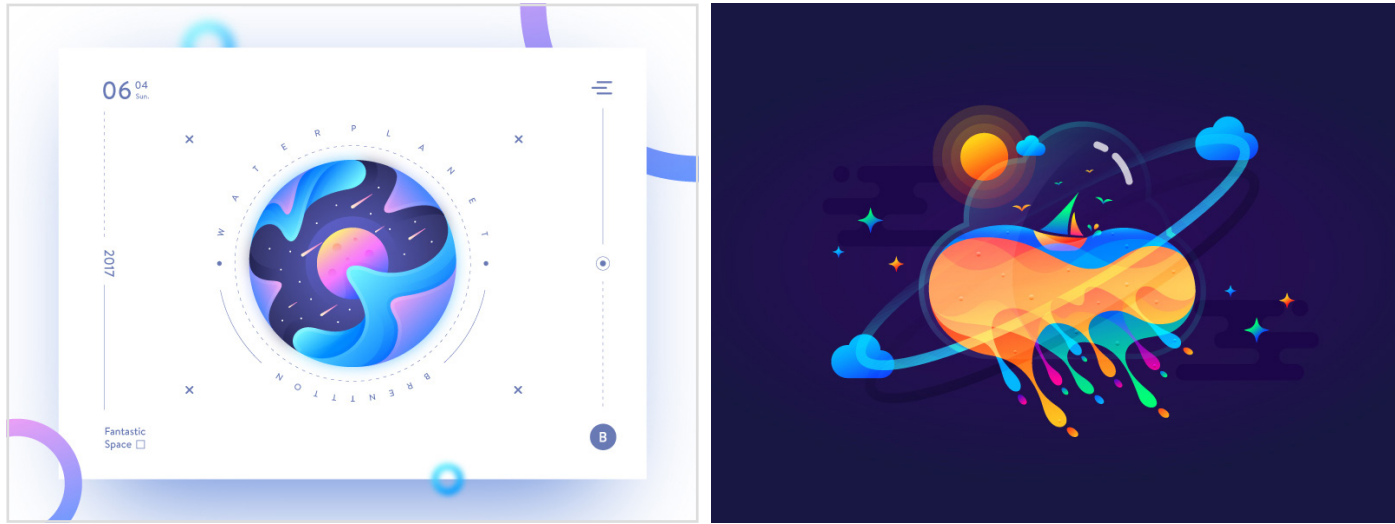
Richard creates designs for large companies like Google and Facebook

I have only recently come across Richard and his designs have already had an influence in my life. I originally saw one of his works on Facebook and thought I would look into who created it and that's how I found out about him.

Looking through his designs it can be said that some of his work are very simplistic in nature and some are complicated yet structured and architectural.

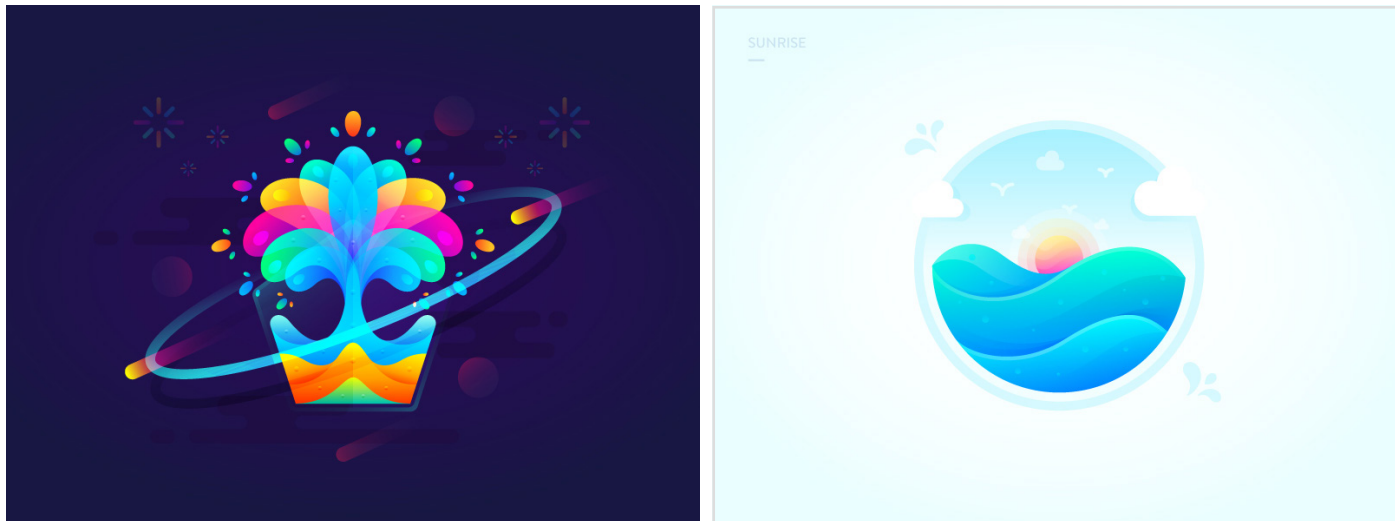
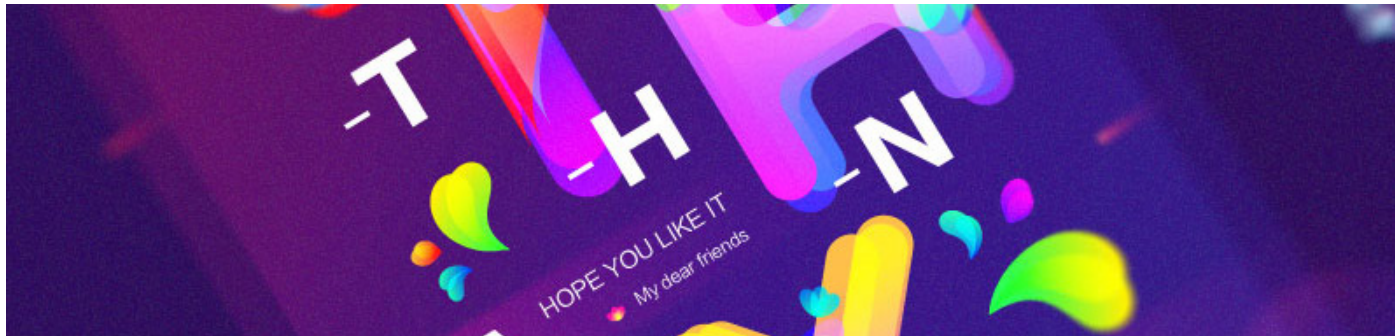
The main inspiration that I get from his work is the use of colours which are cohesive with each other which provide a nice palette to work from. I also find that colours he chooses are colours which I find appealing and it gives me a unique perspective on them.





BRENTON

Brenton is a modern designer and artist from Beijing



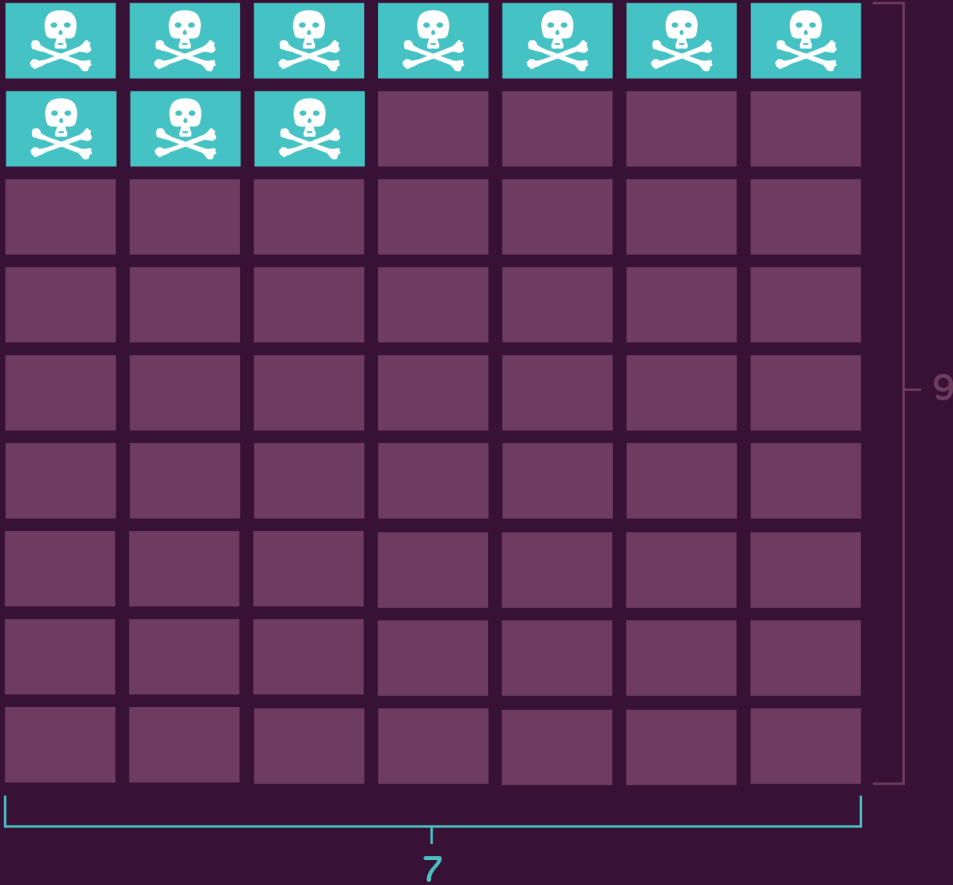
Since becoming a member on a popular design website called Dribbble, I have been following a user by the name of Brenton (Dribbble name: Brenttton) from Beijing.

Ever since I came across his work, I fell in love with the way he blends colours together. He often uses vibrant and neon colours and somehow manages to make them mesh together without any conflict.

His designs appear simple yet have a complex feel to them. The designs are very modernistic and make you think of the future.

The use of gradients is also a pronounced trait of his. The way this has been applied is inspirational to me and something I wish to be able to achieve some day.

10 out of 63 people elected to the Icelandic Parliament in October 2016 were members of the **PIRATE PARTY**



PIRATE PARTY

Number of members of the Pirate Party elected to the Icelandic parliament in October: 10

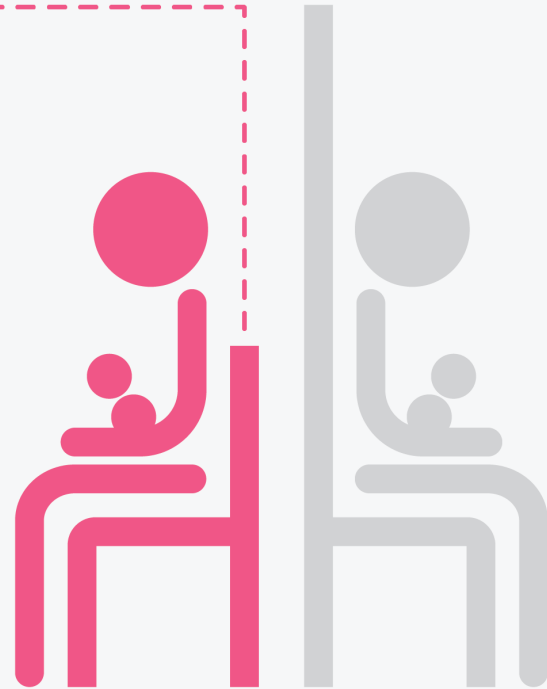


As there are a total of 63 members in the Icelandic Parliament, I wanted to make it obvious that 10 of those were from the Pirate Party. To achieve this, I had to emphasise and differentiate these 10 from the remaining 53.

The colour choices were a plum shade of purple and teal as these colours compliment each other well and do not conflict and makes the teal colour stand out from the background.

I went with the skull and crossbones flag and I felt it was obvious that it was related to pirates. The remaining 53 boxes are empty (no skull and crossbones) to make it clear they are not members of the Pirate Party.

50% of new U.S. parents
take a ***lower-paying job*** for
better family benefits.



FAMILY BENEFITS

*Portion of new U.S.
parents who have taken a
lower-paying job because
it offered better family
benefits: 1/2*

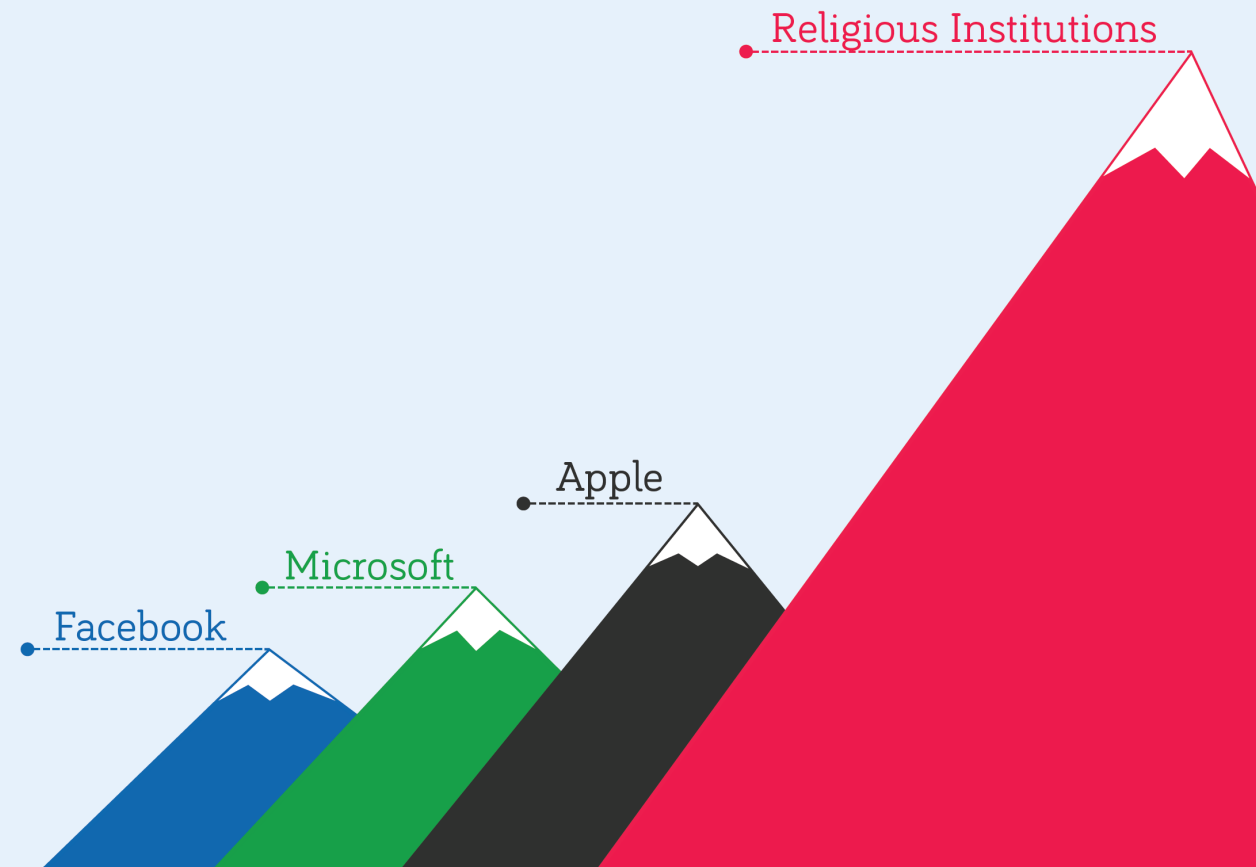


I decided to stick to genderless people to ensure the fact is interpreted accurately. This also meant the fact could not be over-analysed more than the core meaning.

To ensure the “new parents” part of the fact was covered, I added a small baby lying on the person’s lap to represent a new born baby.

The colour choices were a light grey background with magenta as the primary foreground colour. To represent the 50/50 split, the primary person and chair were set to magenta with the second person and chair set as a marginally darker shade of grey. This shade of grey was chosen so it was still visible but not the prominent figure. By using magenta, the eyes are instantly attracted to this colour as it stands out from the background.

RELIGIOUS INSTITUTIONS in the U.S. are valued at an estimated \$1.2 trillion dollars which far exceeds that of APPLE, MICROSOFT and FACEBOOK



RELIGIOUS INST.

*Estimated total value
of religious institutions
in the United States:
\$1,200,000,000,000*

I wanted to represent the size of the companies in the form of multiple mountains of different heights. The decision to choose a mountain was based on the concept that a company requires a tremendous amount of work to become large and there are “mountains to climb” and hurdles to overcome to get there. As the fact is comparing companies I felt this would be appropriate.

The colour choices consisted of crimson red, charcoal grey, emerald green and sapphire blue. I avoided the “pure” or truest form of these root colours as these are often harsh on the eyes so I opted for a softer and darker shade.

The height of each mountain was measured to be a ratio of the company’s value.



9 in 10 people born in 1940 earned more than their parents.
For those born in 1980, this has *decreased* to only 5 in 10.



CHILD EARNINGS

Estimated portion of Americans born in 1980 who will go on to earn more than their parents did : 1/2. Of those born in 1940 who did : 9/10

I wanted to display the difference of each decade between 1940 and 1980 in the form of 10 people for each which easily represent the fraction.

I used a dark shade of grey as the background (almost black) with a magenta shade of pink as the primary colour.

The percentage of people was represented in this primary colour with the remainder set as a shade of grey and made to a smaller size to allow the distinction between them more obvious.

To support the people in a line representing the fraction, I included the year at the beginning of the line in ascending order of the year. This allows the fractions to decrease in size from top to bottom which links with the text.



2 in 6 American gun owners leave
their guns *loaded* with live ammunition



GUN OWNERS

*Chances that an
American gun owner's
gun is loaded: 1 in 3*

I decided upon using the bullet chamber of a typical revolver to represent this fact. As it has 6 holes for the bullets, this tied in nicely with the “1 in 3” or “2 in 6” aspect of the fact.

To represent the part of the fact where people leave their guns loaded, I added in two bullets for those and the remaining 4 holes remained empty. To emphasise the “loaded” part of the fact, the loaded part of the gun was increased in size to make it prominent and the first thing people would observe.

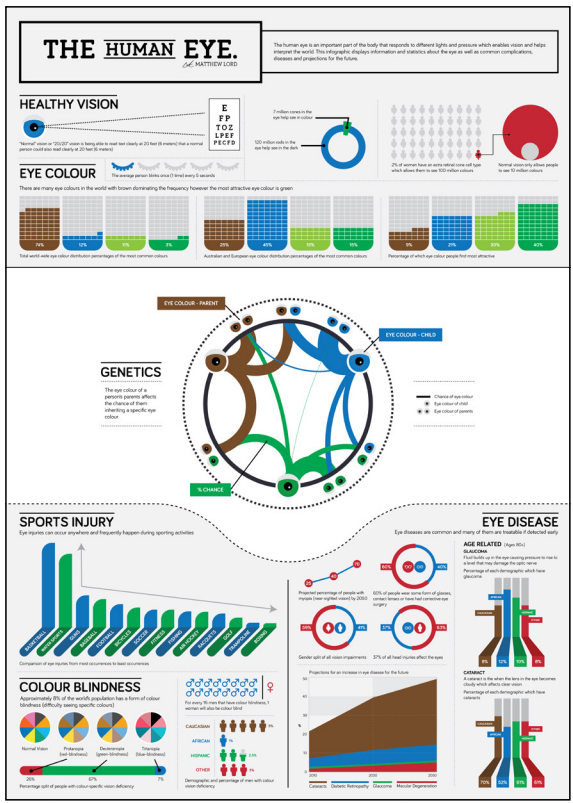
Using a military theme, I opted for a prussian blue and a gold instead of khaki. To contrast well with the background, the empty part of the bullet chamber was a pale turquoise which is within the same colour palette as the background blue.

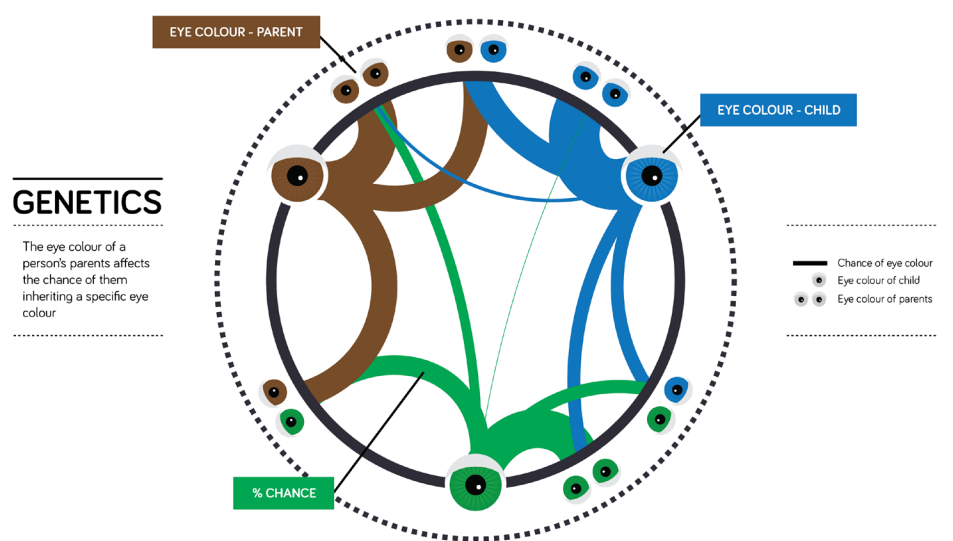
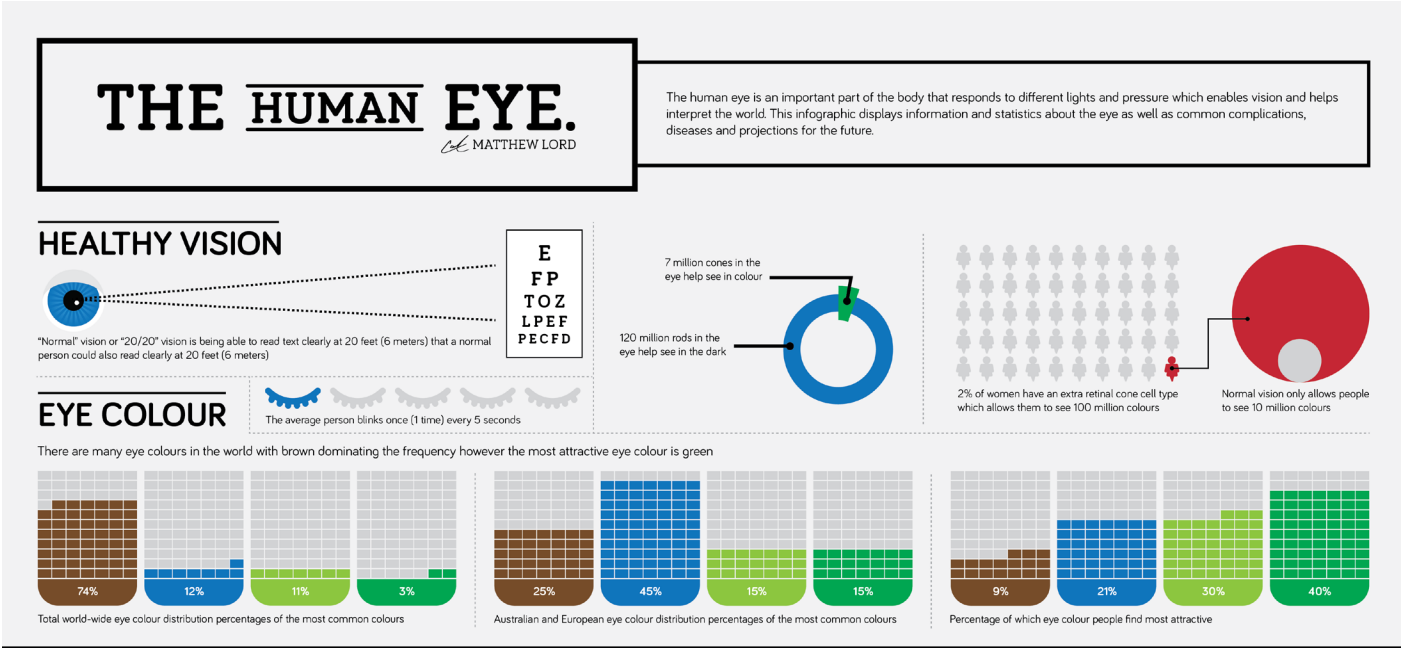


INFOGRAPHIC

THE HUMAN EYE

This infographic was designed to display information and statistics about the human eye as well as common complications, diseases and projections for the future





DESIGN DECISIONS

Displaying complex data in an easy to understand way is a difficult task so being able to so is a useful design skill to have



The infographic was split into two distinct sections. The top section displays information about a healthy eye and the bottom section shows statistics and traits of eyes with disease. It was separated like this to give the reader the overall picture of the human eye and help inform them of the trends.

I created a circular string chart that shows the chance of receiving an eye colour based on a parent's eye colour. This is represented by the thickness of the line. By designing it this way it makes a complex set of data easily understandable.

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Inspirations

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Just The Facts

“Number of members of the Pirate Party elected to the Icelandic parliament in October: 10”

Reference: Harper’s Index January, 2017, Harper’s Magazine Foundation, New York.

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