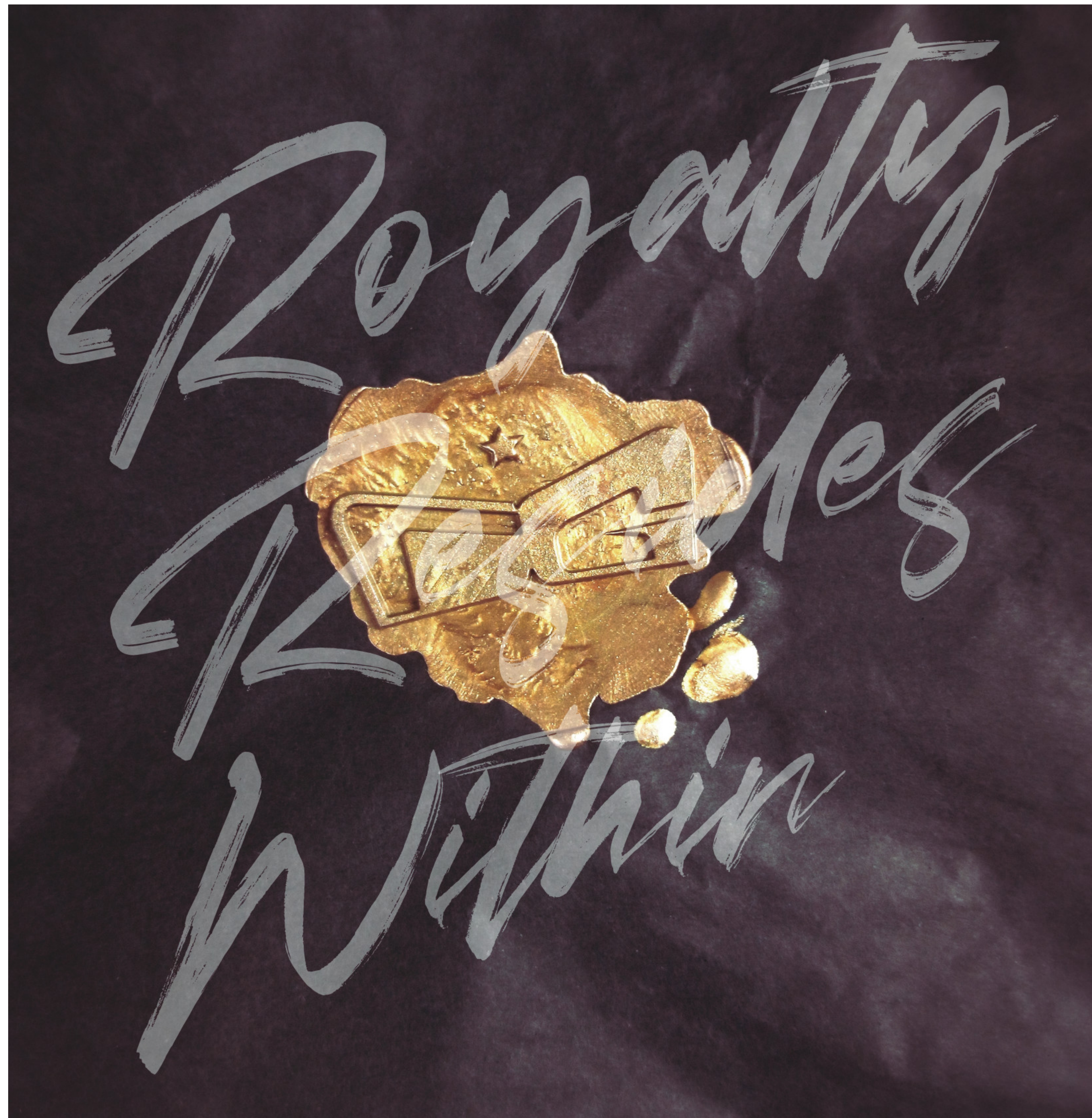


JOE HUSBAND

CREATIVE DIRECTION & TECHNICAL PRODUCTION



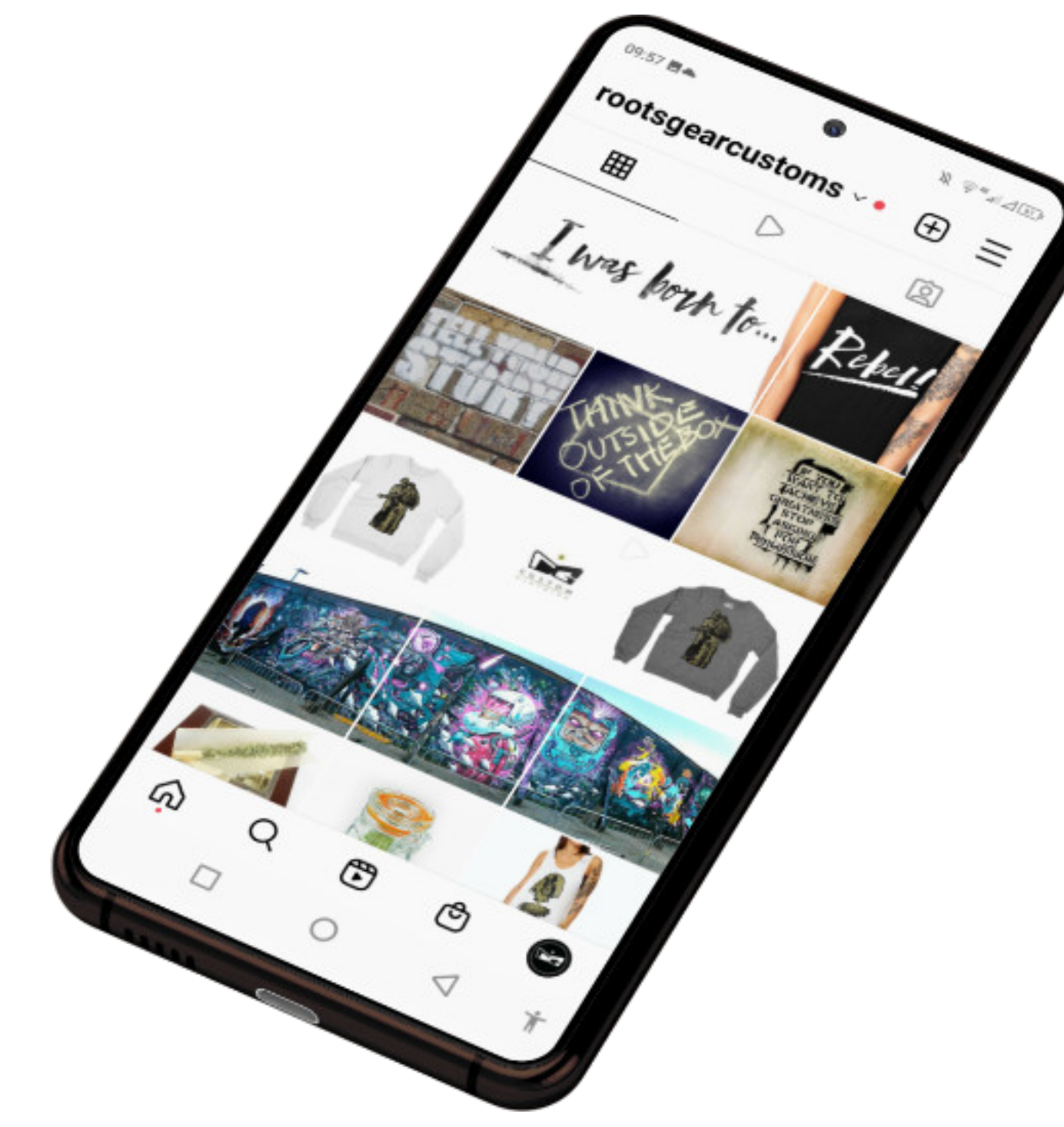
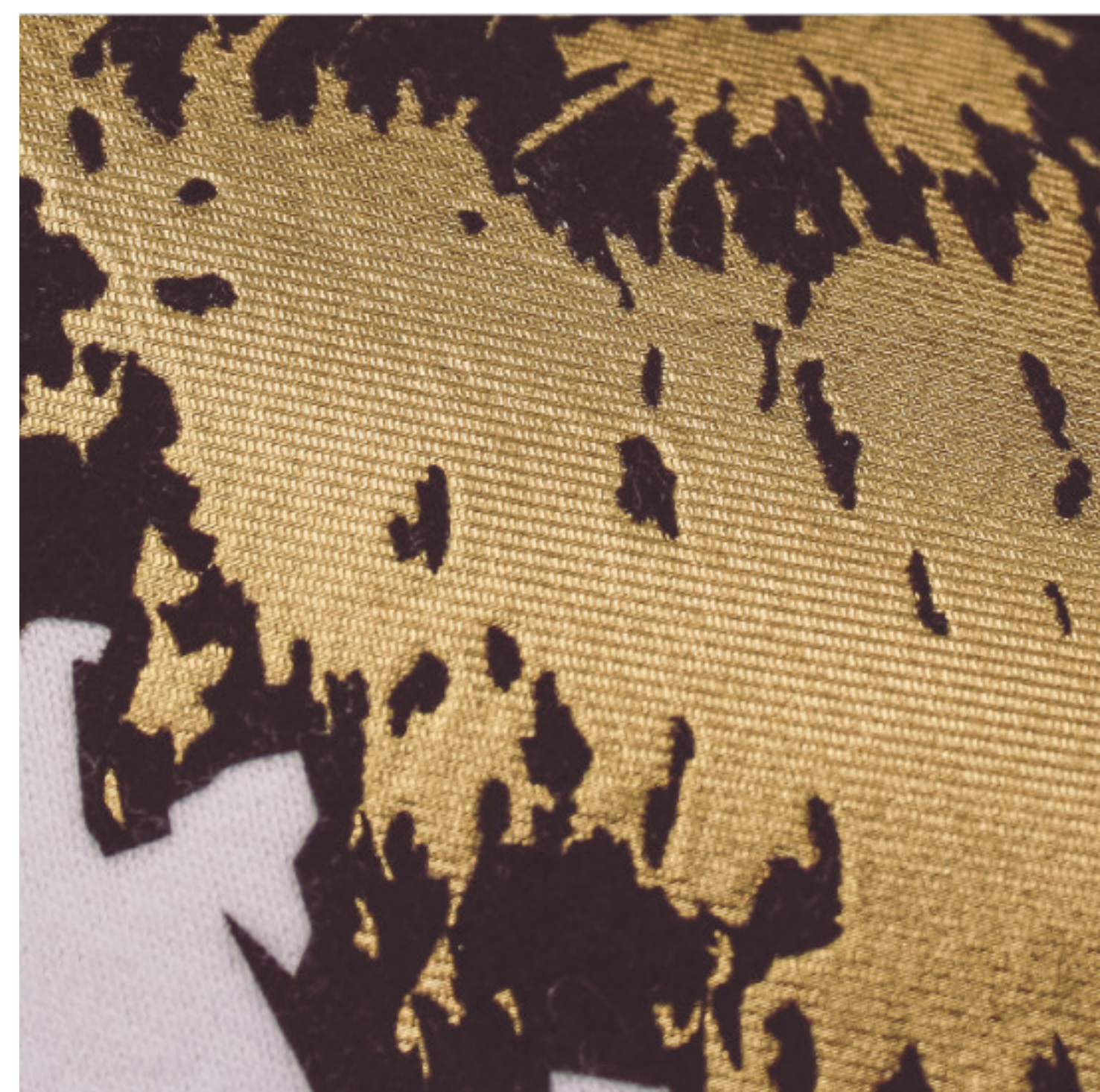


BRAND DESIGN
TECHNICAL DIRECTION
APPAREL DESIGN

As a bespoke printing brand, Roots Gear required a prestigious delivery experience, a rapid prototype way of showcasing new designs and illustrations that matched their rebellious nature.

Enter the “I Was Born To Rebel” range & campaign, a dynamic virtual studio & the timeless feel of a gold on black wax seal on arrival.



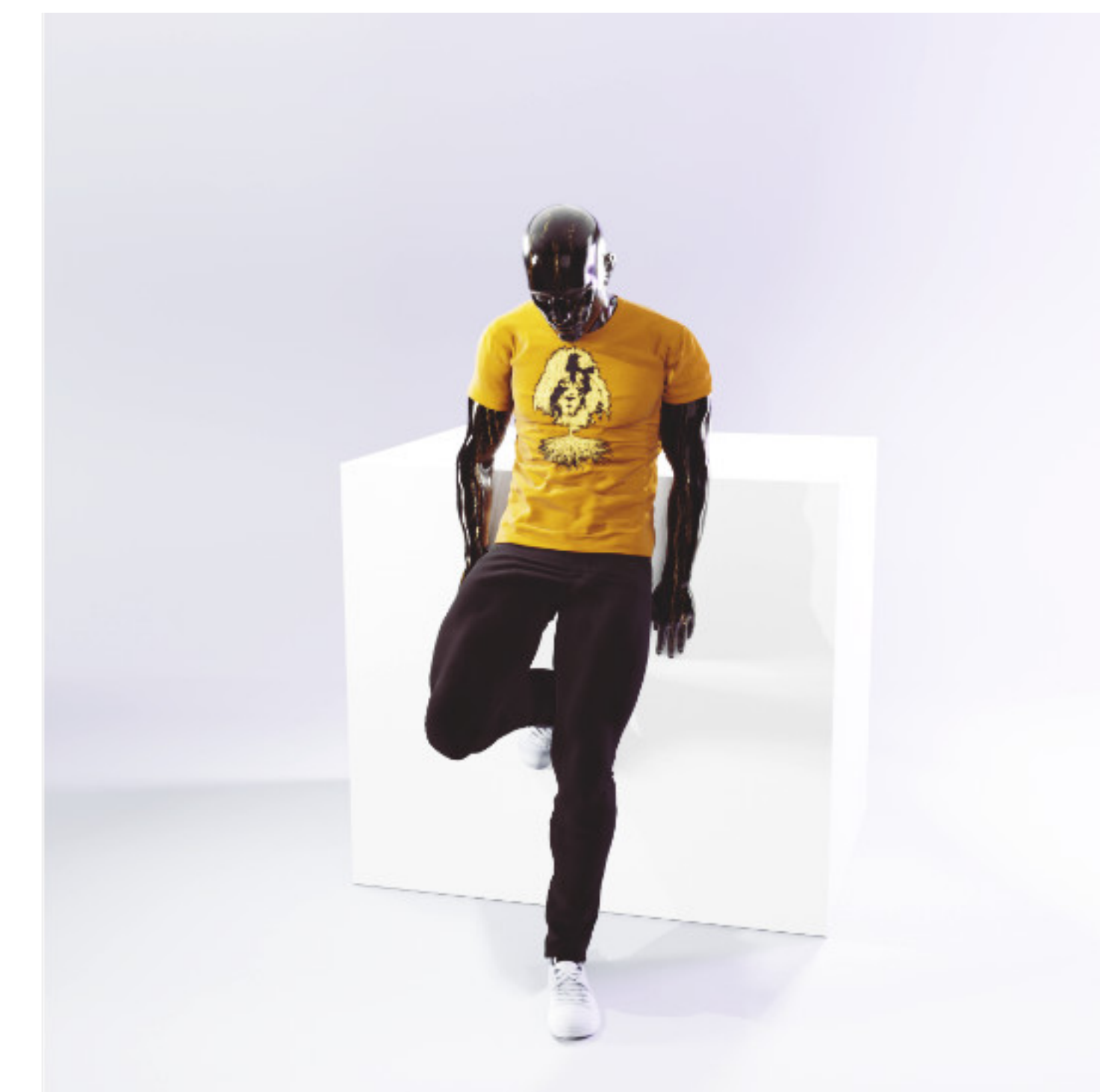
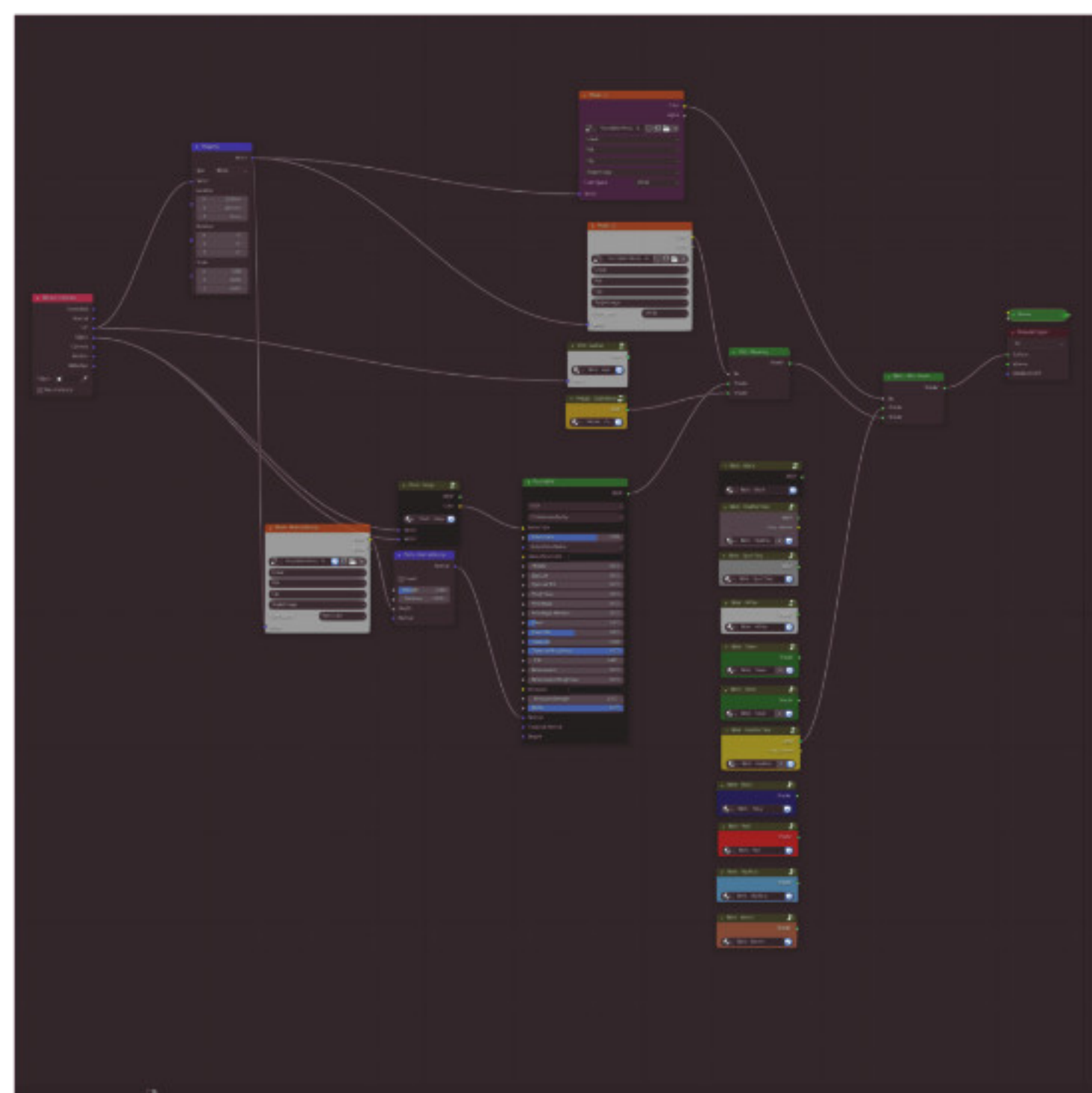


Creating a virtual studio for prototypes.

With so many variables of designs, garment types and colour combinations, a system was required where a simple image could be swapped out to replace the design, and changing garment colours plus print material could be swapped instantly.

Utilising real time render engines enabled instant feedback, all with the ability to adjust camera angles and lighting on the fly for unique images instead of repeating the same image which conventional 2D static mock ups are limited to.

This approach also provided the ability to animate models, adjust the forces and fabric fittings without the need for additional shoots.





CREATIVE DIRECTION & TECHNICAL PRODUCTION

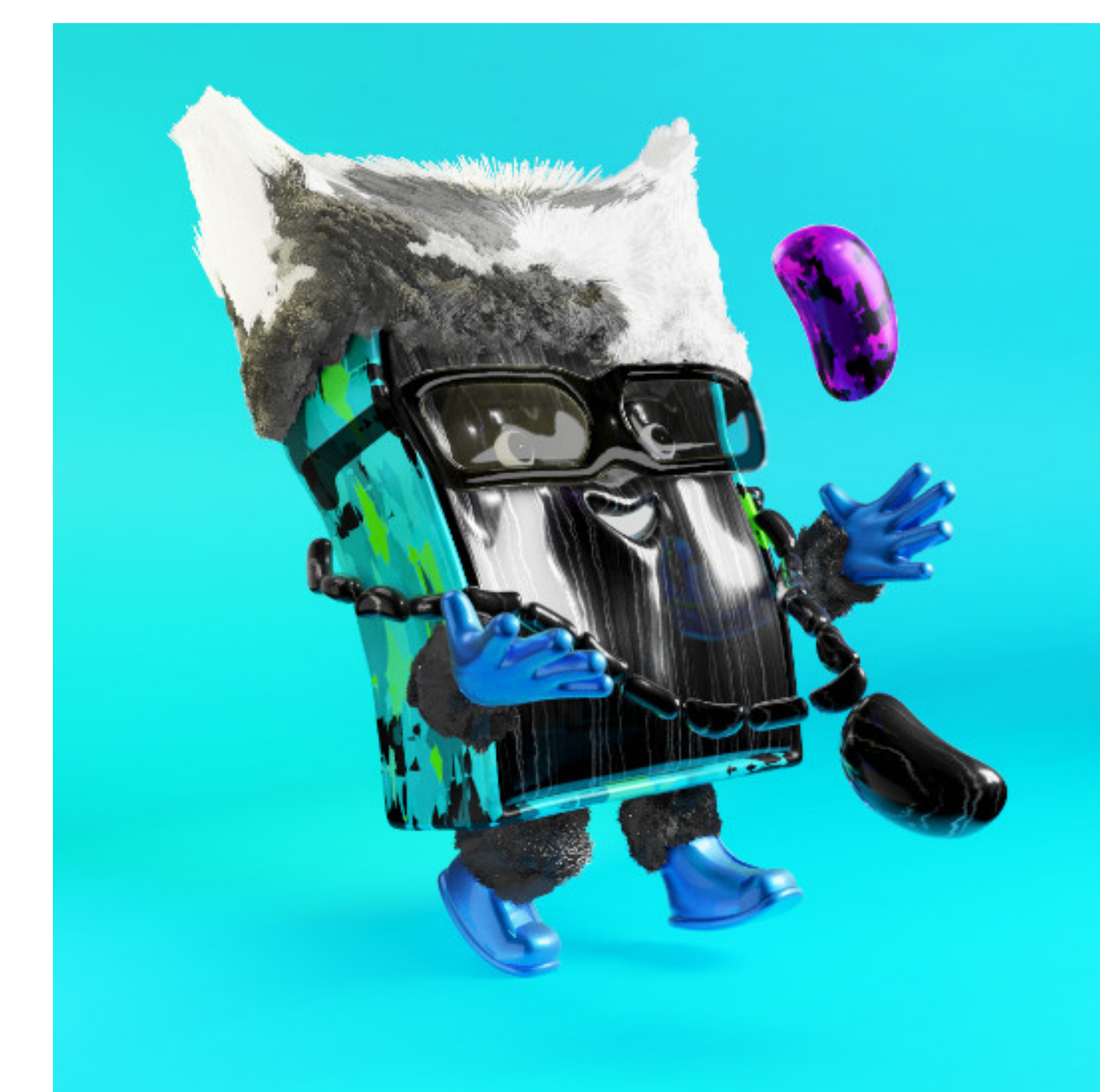
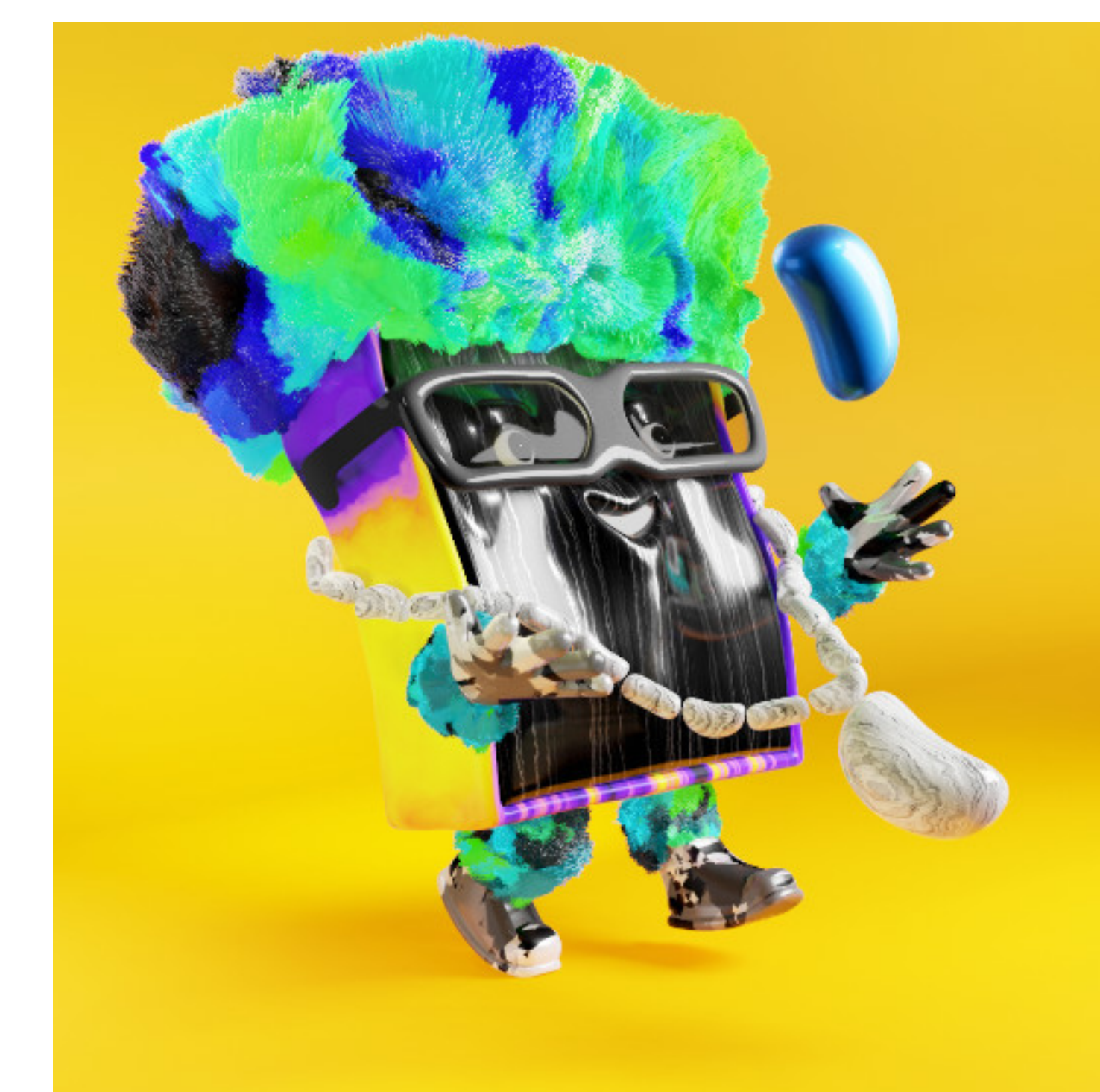
MR TOASTY

5000 NFTs... all unique, all encoded to work across blockchain technology.

The character was designed and created with game art in mind along with digital spaces. For this, a custom rig was made for the animation and posing. With a simple concept of the character chasing a bean around, a term used to reference a BNB digital asset, Mr Toasty needed to run, jump and throw. And a freeze frame for the NFT collectors editions.

Out of the 5000, A rarity scale was build in with the rarest being all black backgrouds with no glasses, only 10 out of the 5000 having this feature. With a further 490 having specific colour background.

This is the first collection for the BNB chain that featured completely unique, fully rendered images, enabling shadows and light bounces to maintain perfect accuracy unlike the usual 2D generated wisely used in the NFT generative space.

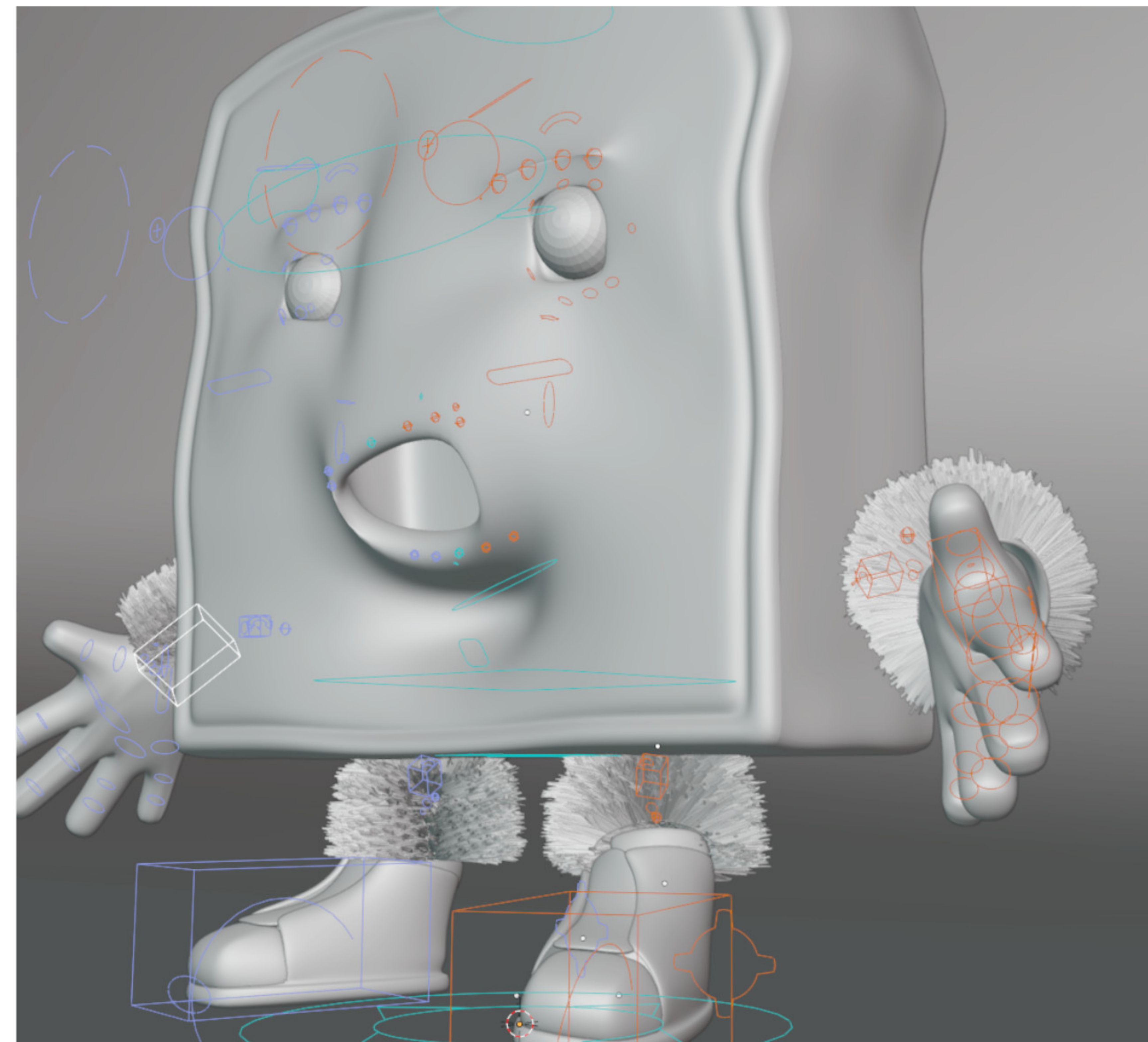
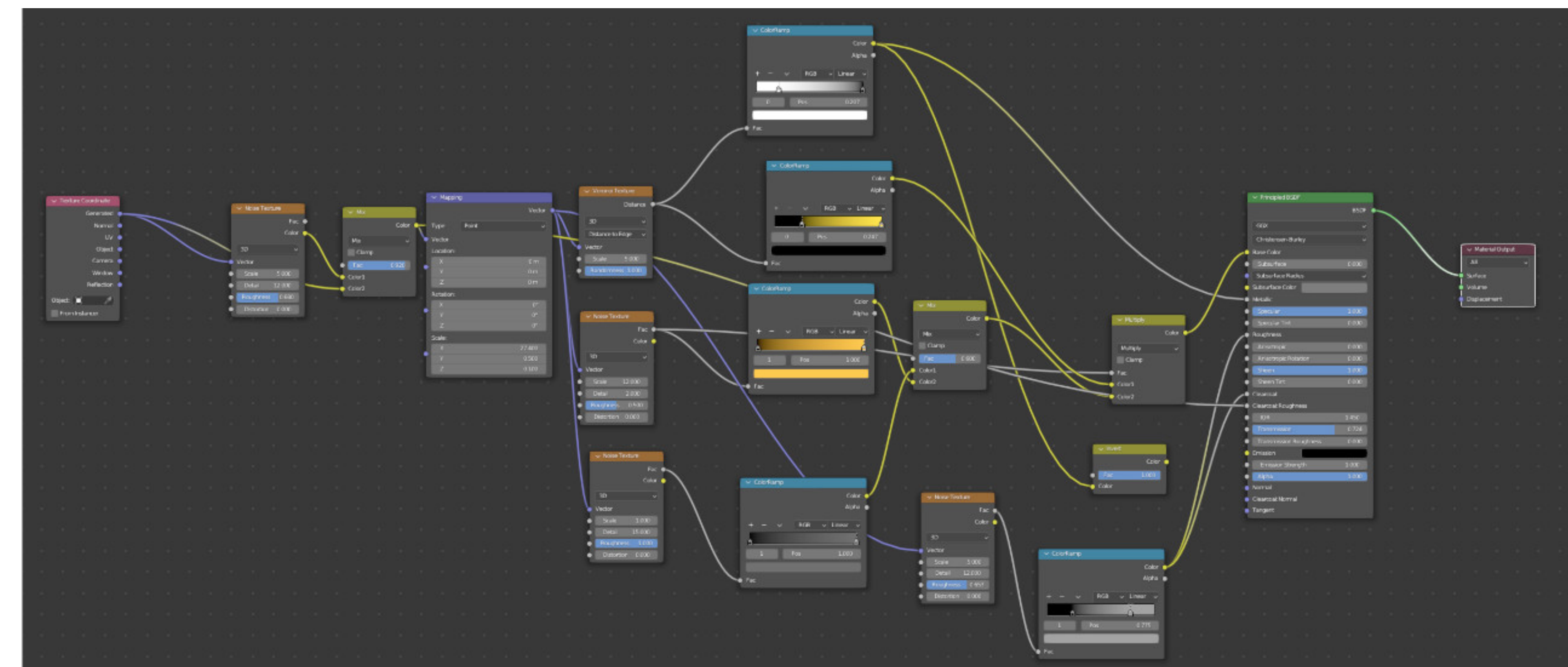
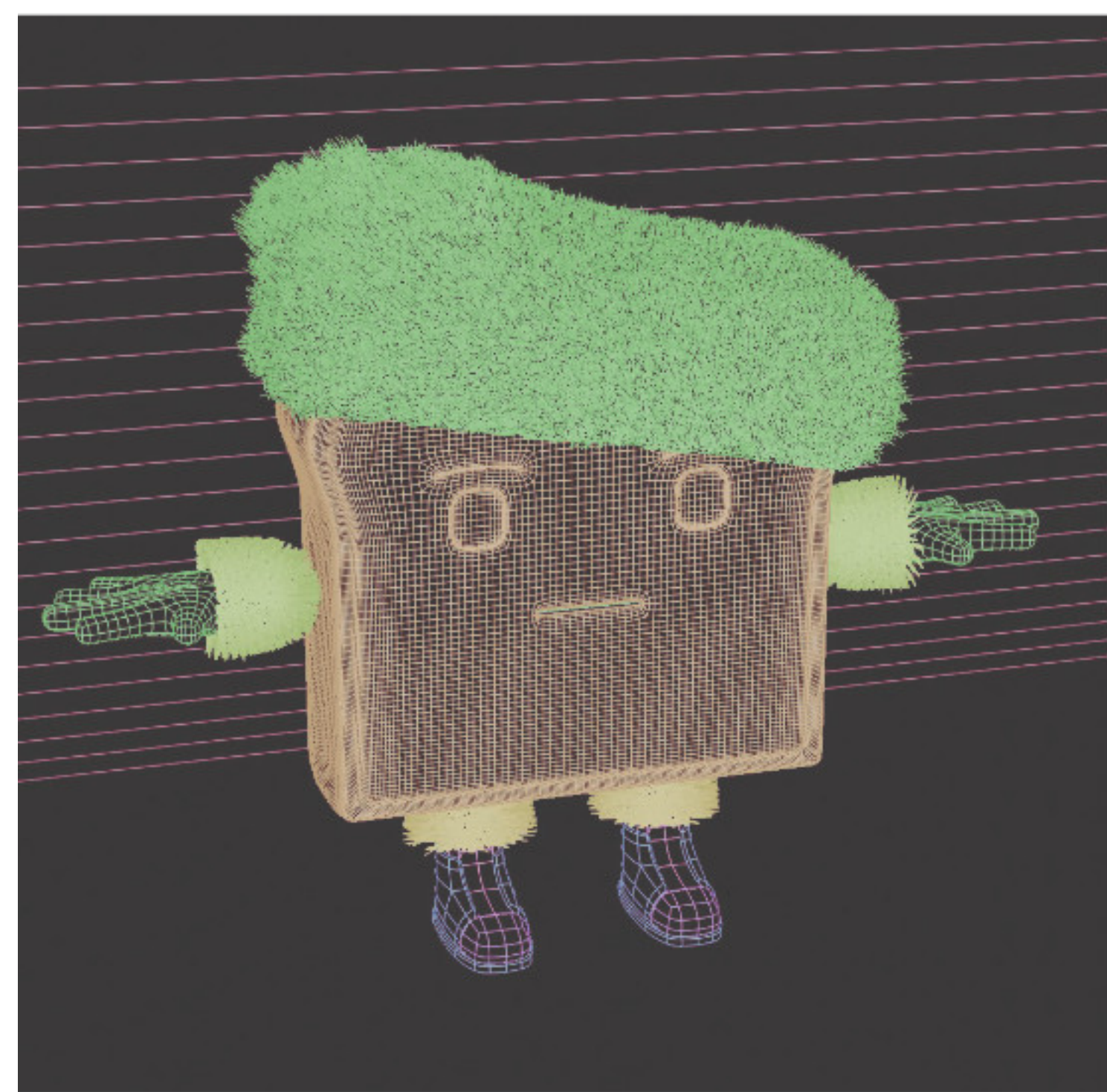


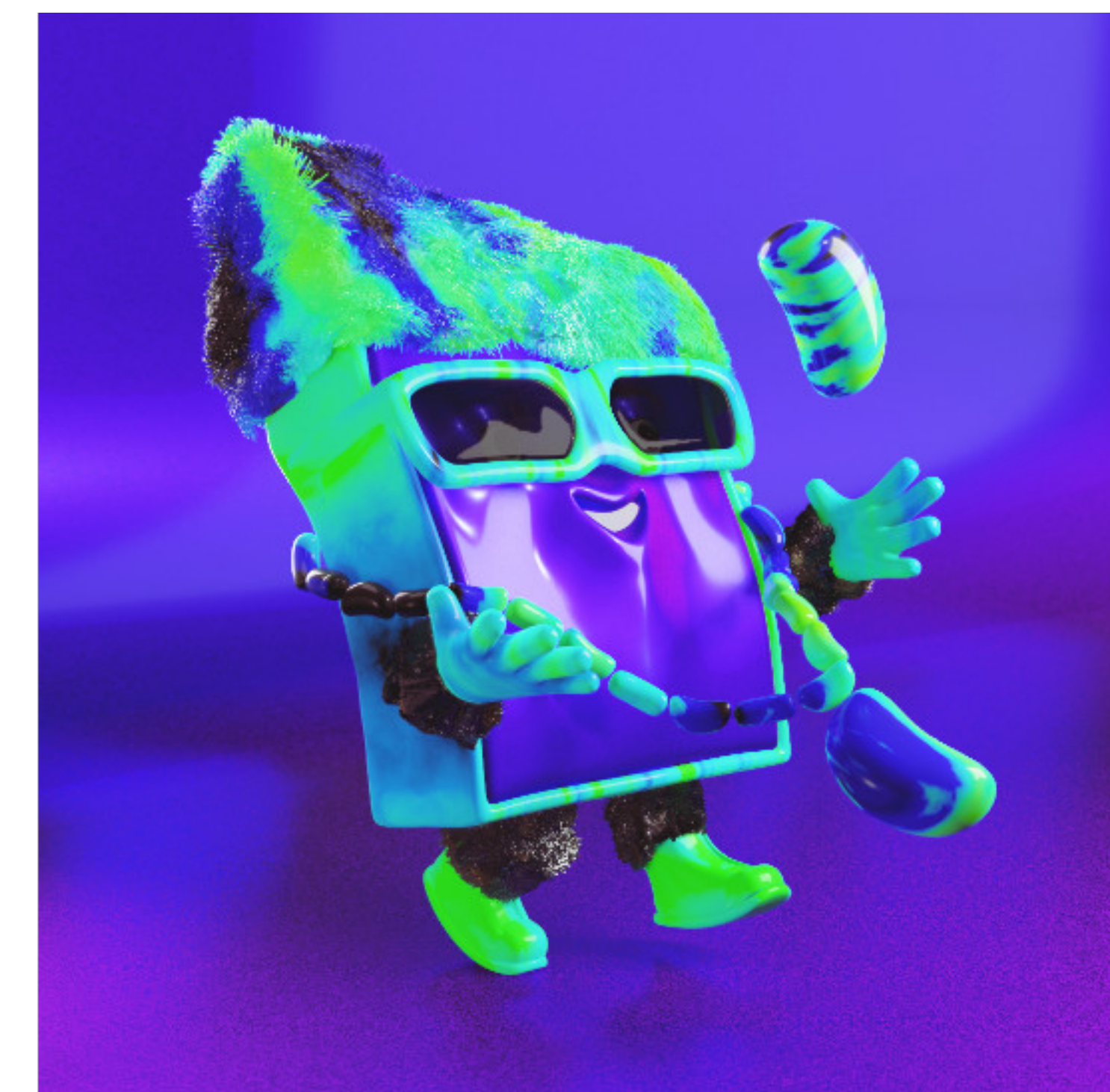
Creating a character for multiple mediums.

Mr Toasty was modelled with basic shapes to block out the correct proportions for a character with a share shaped body, then detail added to allow for smooth movements and enough facial expressions and hand controls to make the character as versatile as possible.

T-Poses (seen below) are created to allow the rigging to bind the 3D mesh correctly. Once the mesh is bound, the rig was tested to ensure all limbs and elements move correctly (Middle Image). The facial rig (bottom right) then allows the character to have emotion and depth.

Materials (top right) were created to be dynamic using a node based materials system.



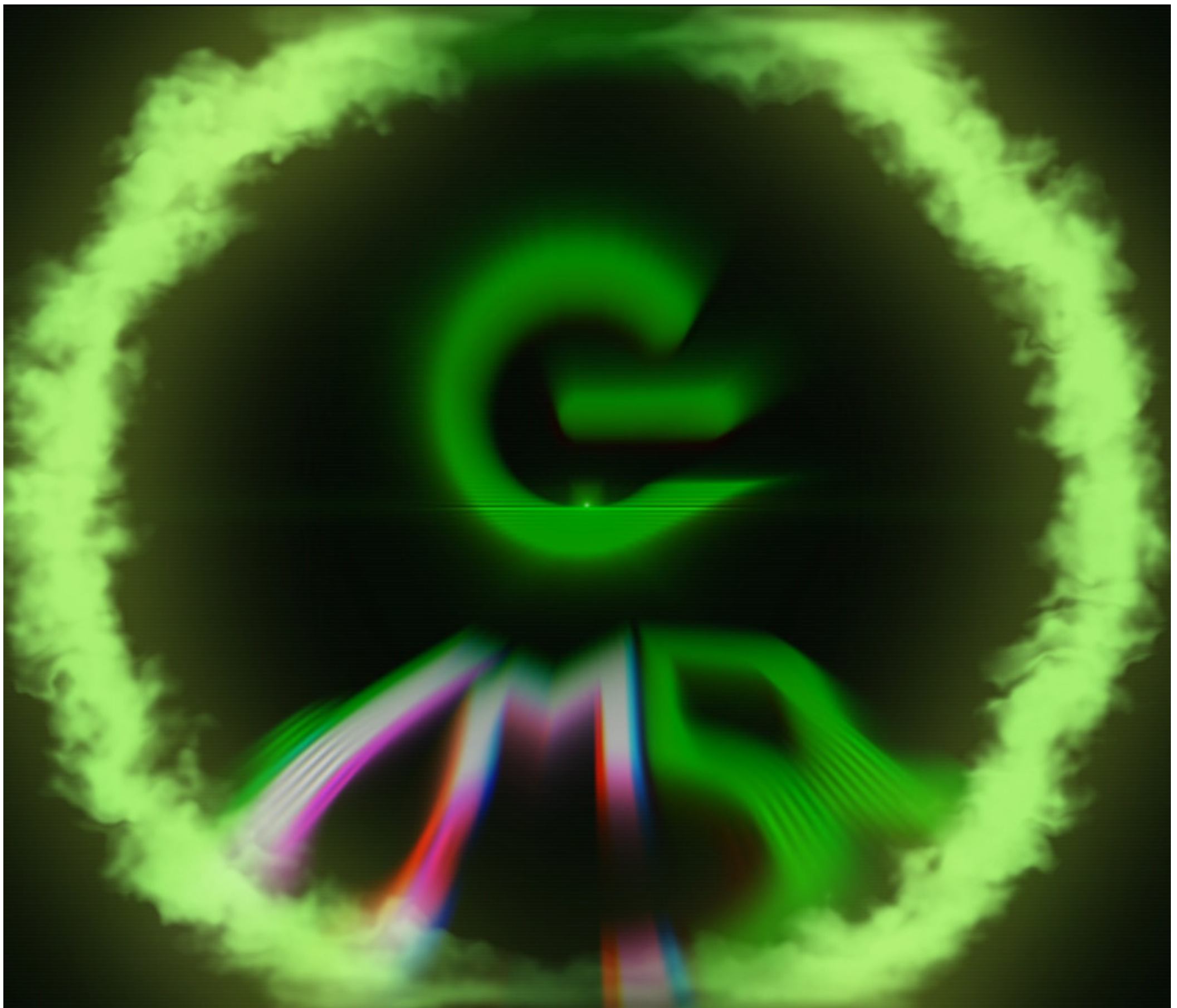


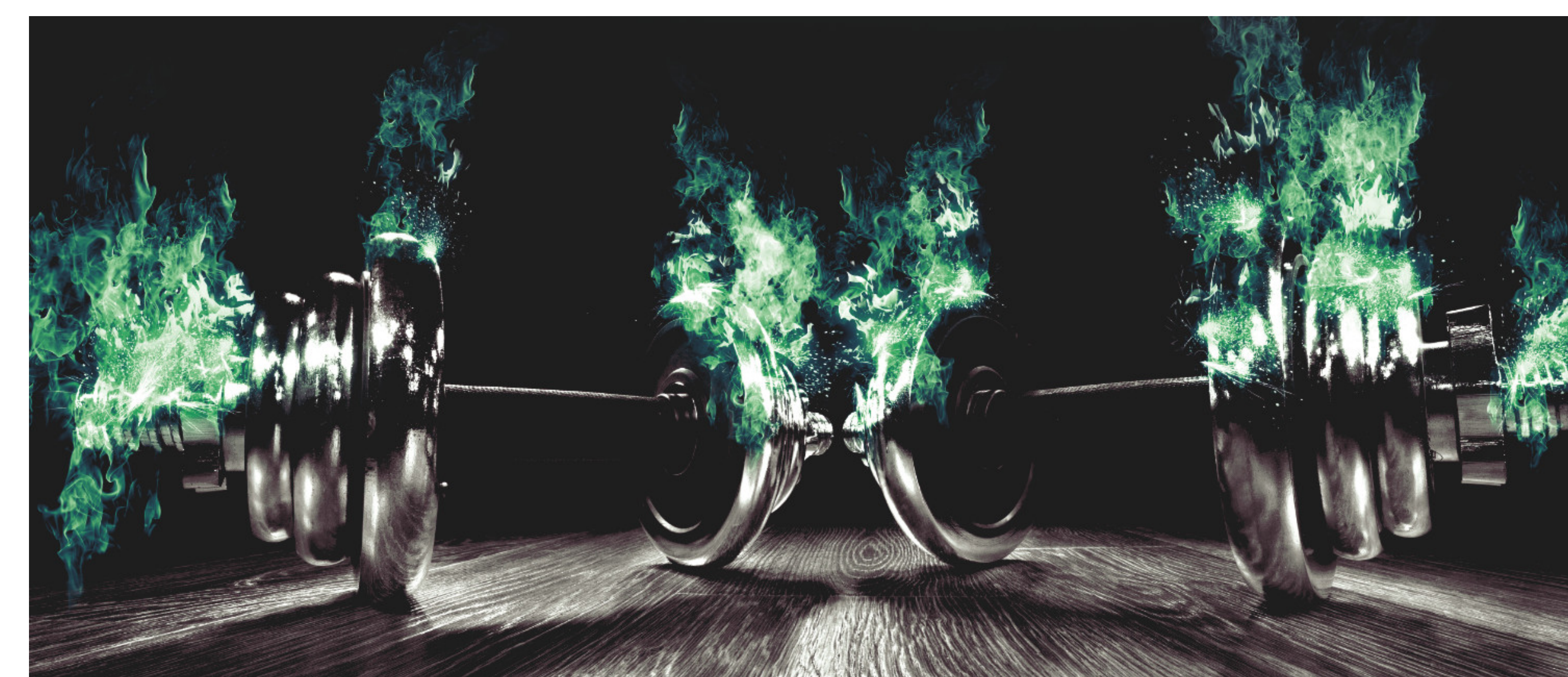
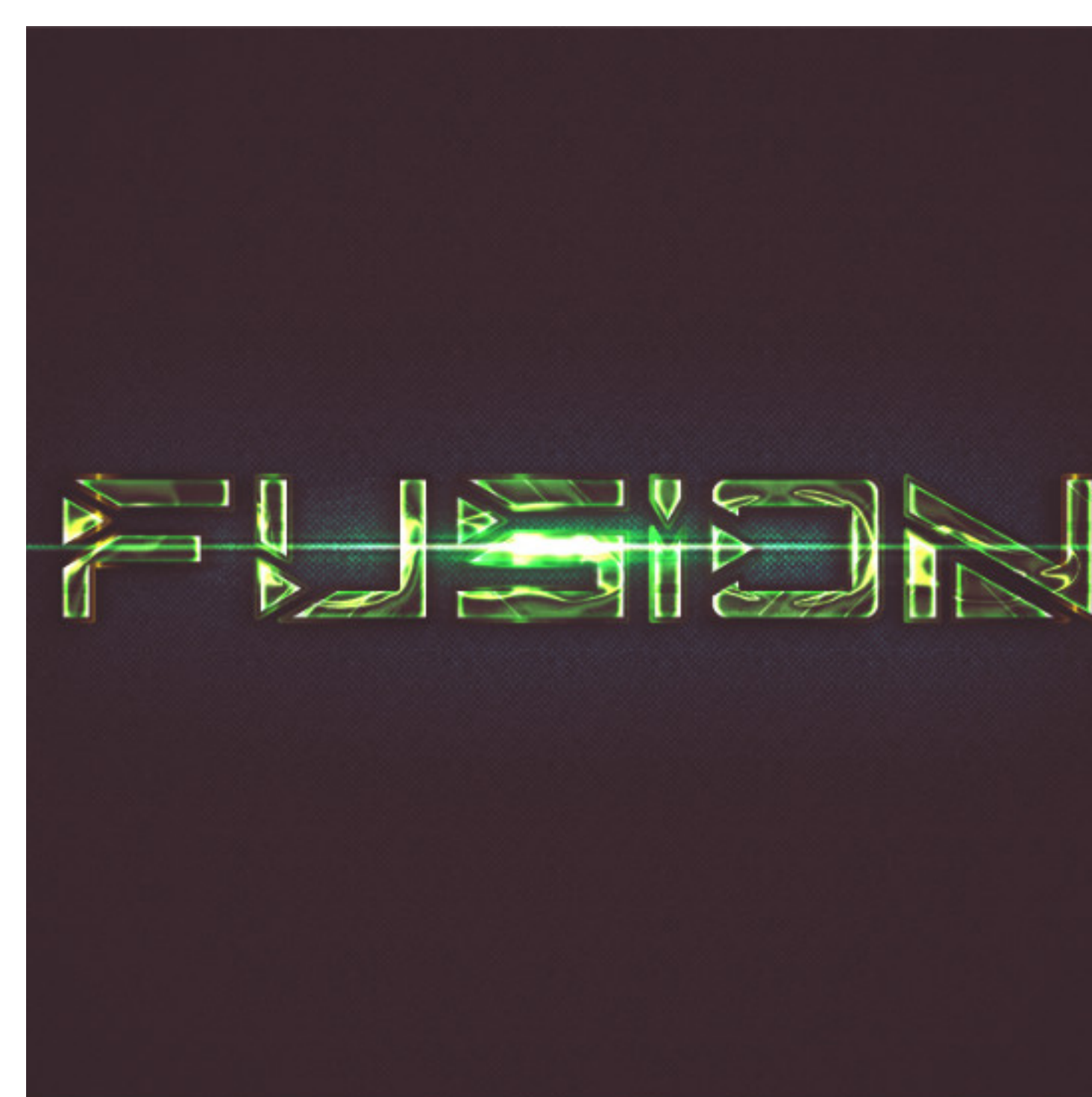


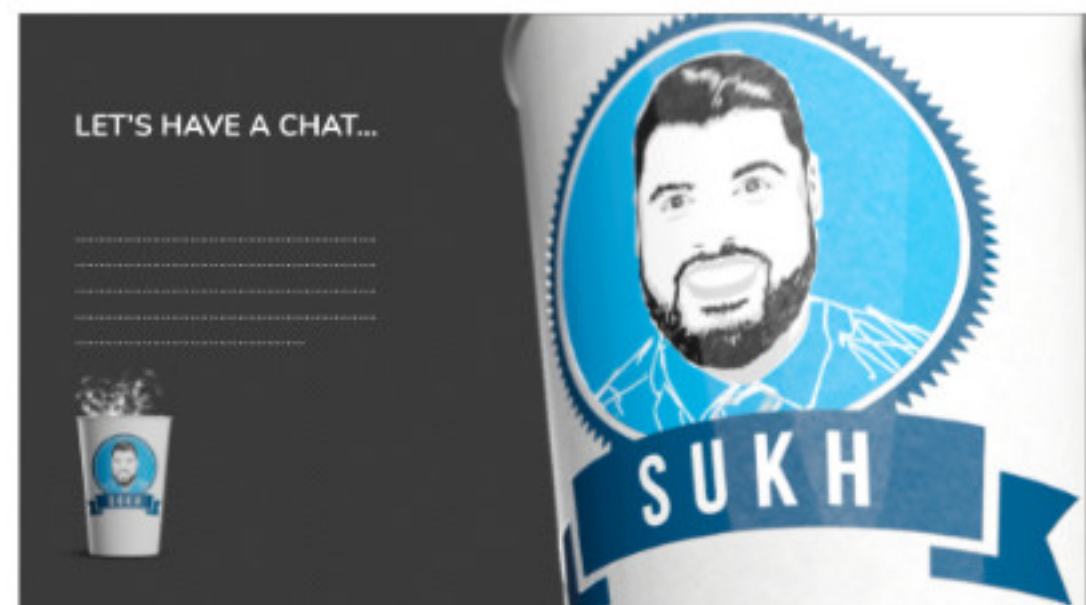
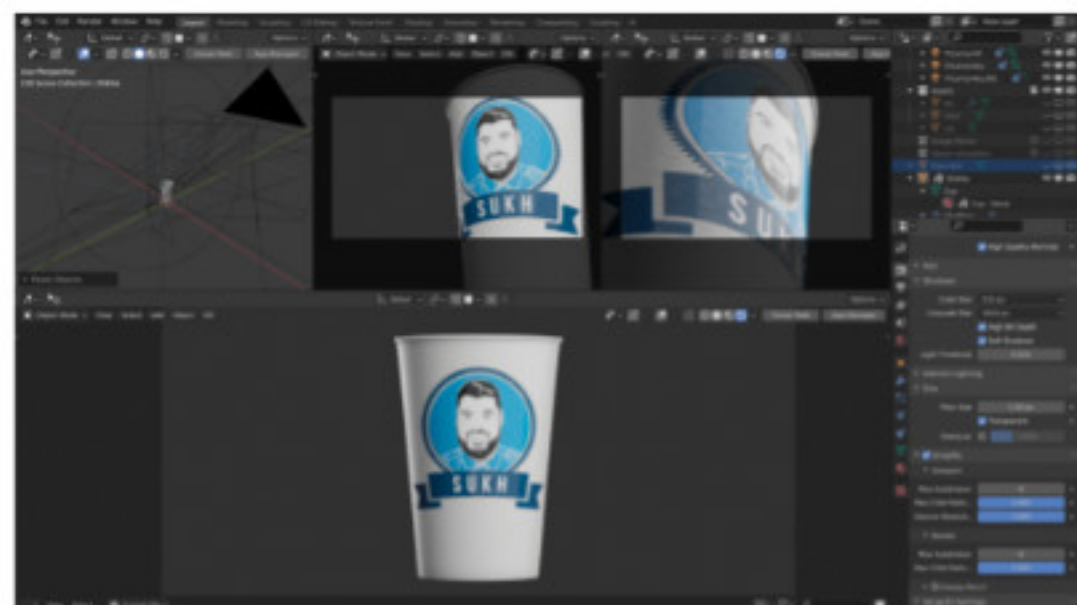
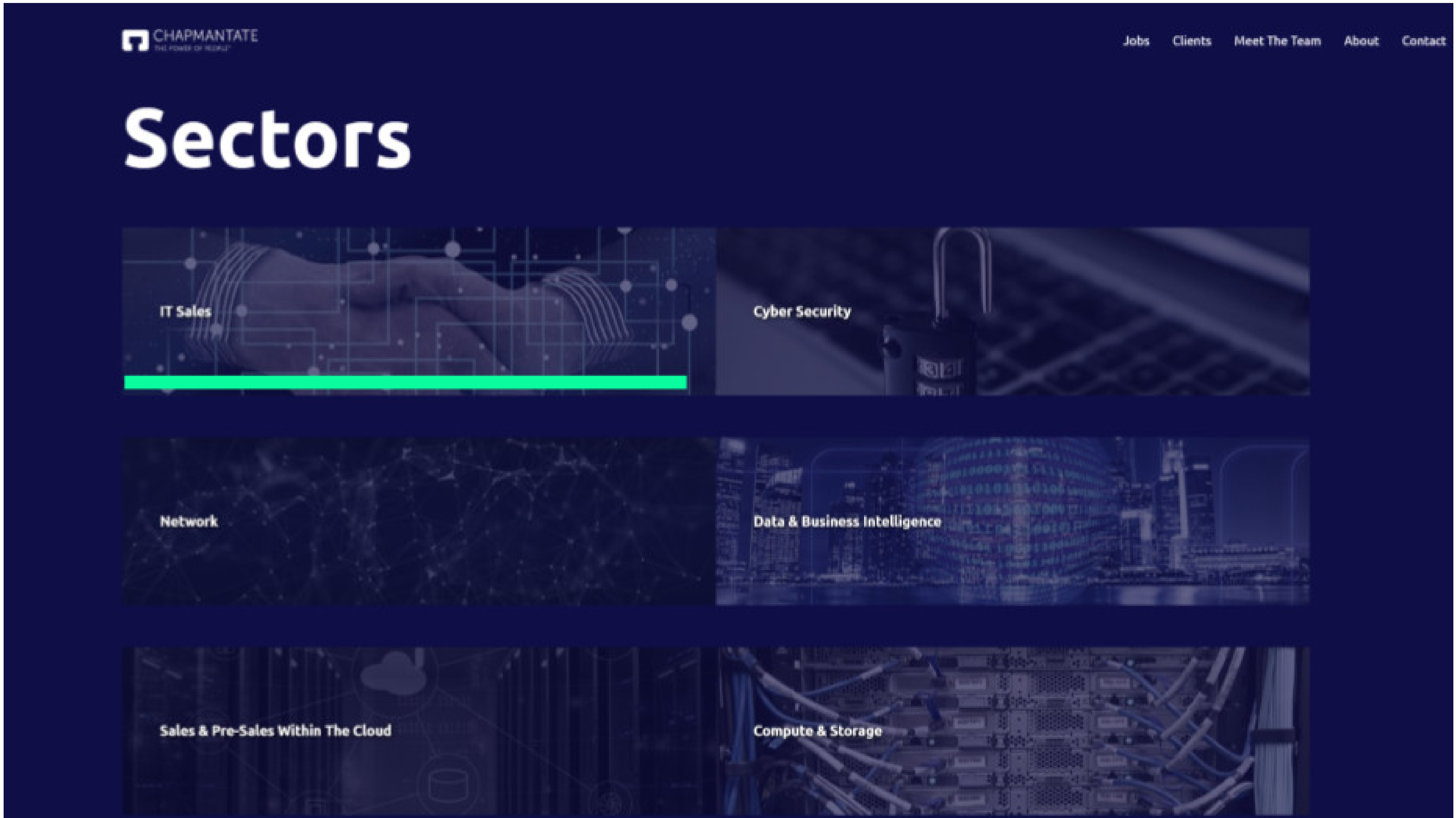
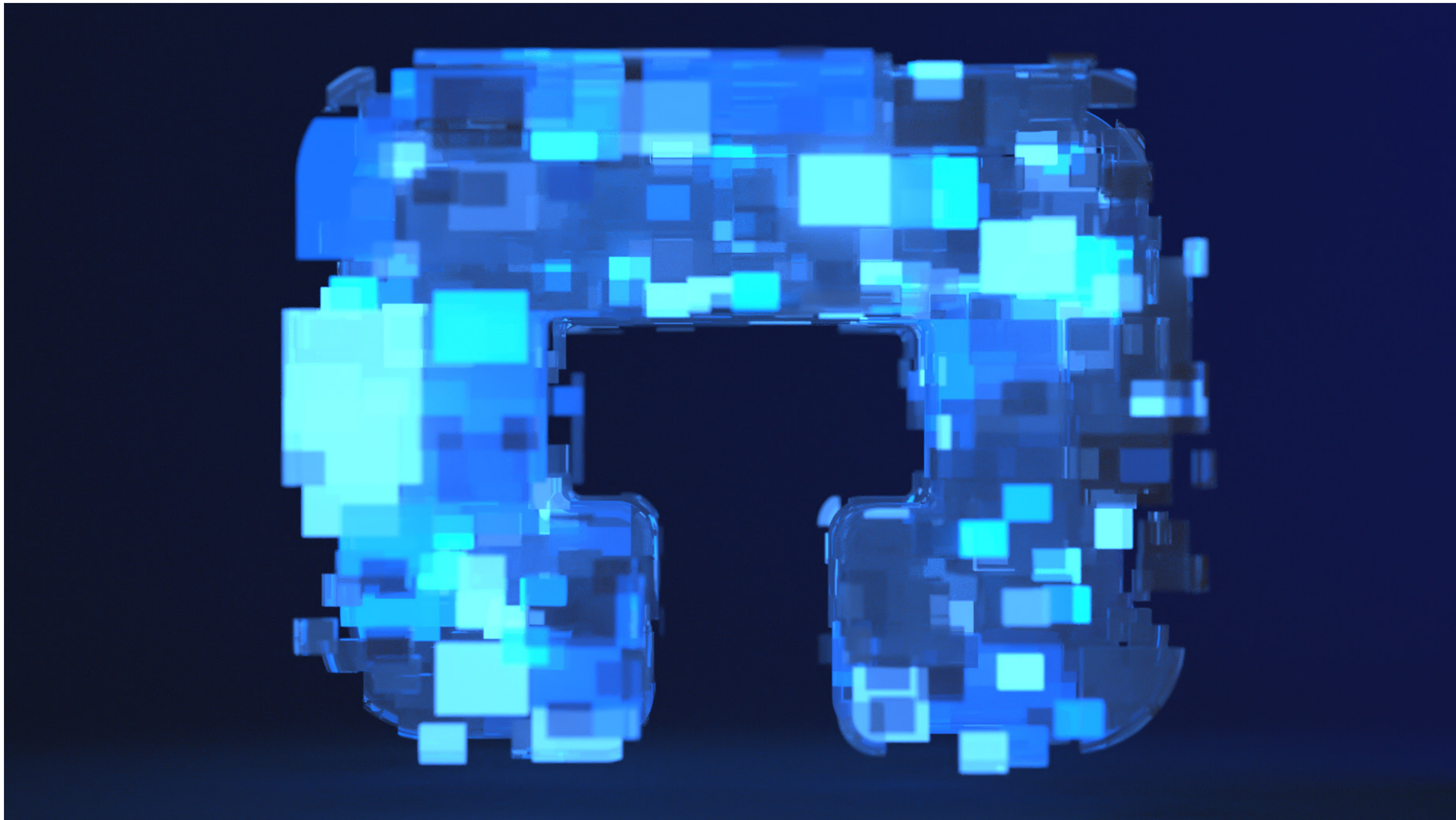
BRAND DESIGN
ART DIRECTION

*Enhancing workouts via
syncopated training, GymDJUK
provides music to train to,
whatever the training type. A
theme of an ethereal presence
surrounding the brand and gym*

*imagery was created as
repeatable actions to be used as
a running theme for cover art
work, promotional material & the
brands overall aesthetics.*







ART DIRECTION
INTERIOR SPACE

A recruitment company operating in the IT & data sector; Chapman Tate has repeatedly commissioned some quirky requests. Outward facing: corporate and clean with their

pre-existing corporate grey & blue, used for their staff illustrations & external brand. Inward facing, a playful, professional yet homely feel.



HIRE CHARACTER TRAIN SKILL

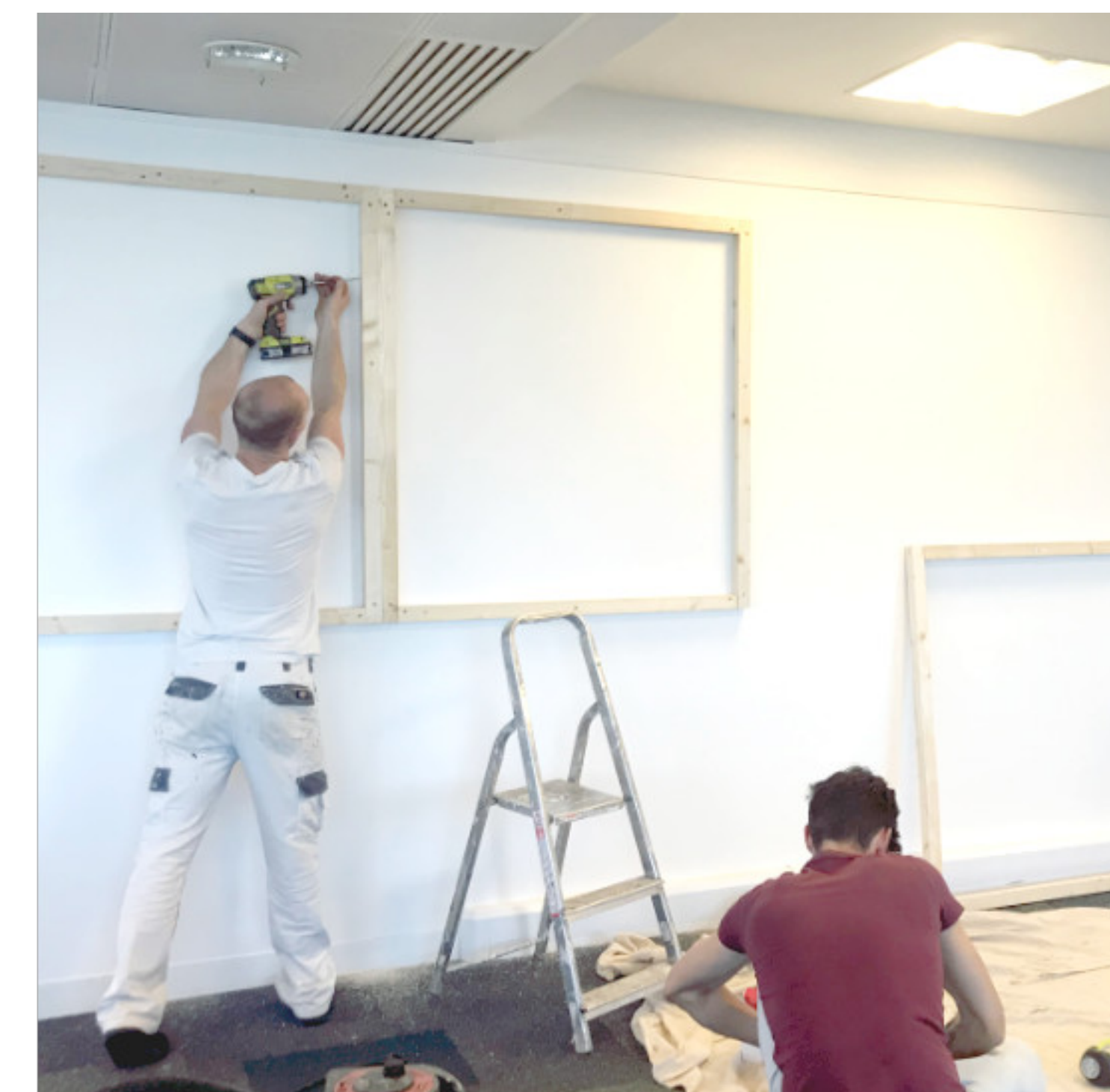
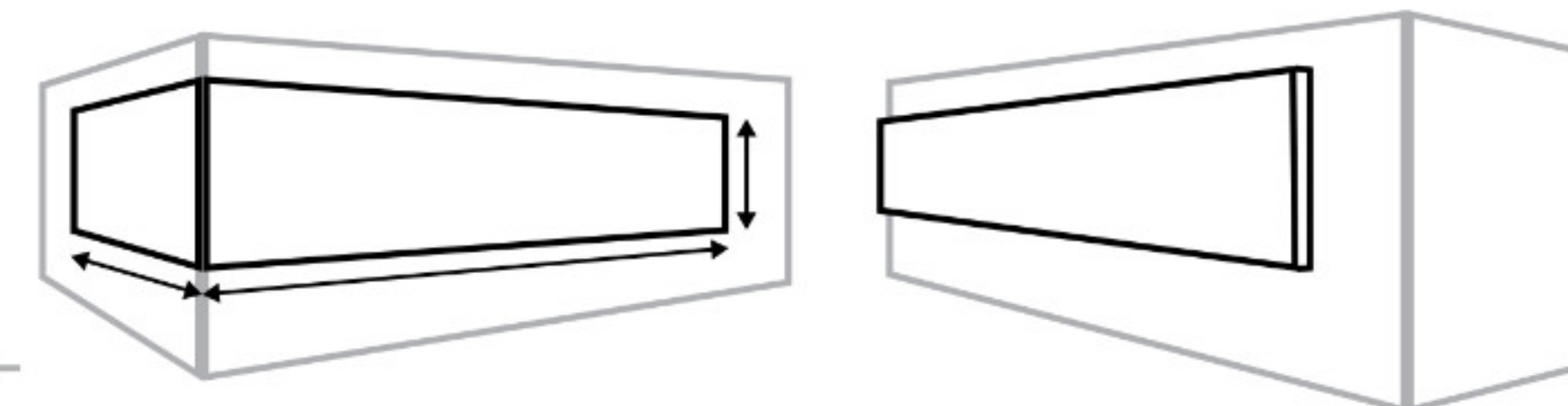
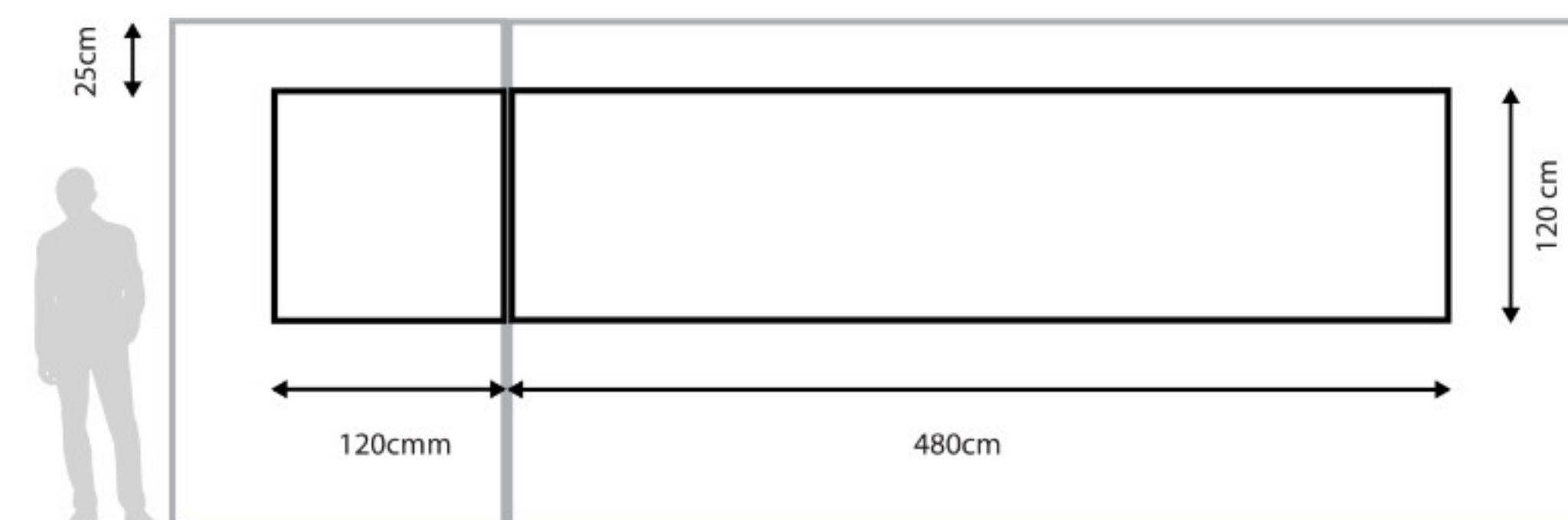
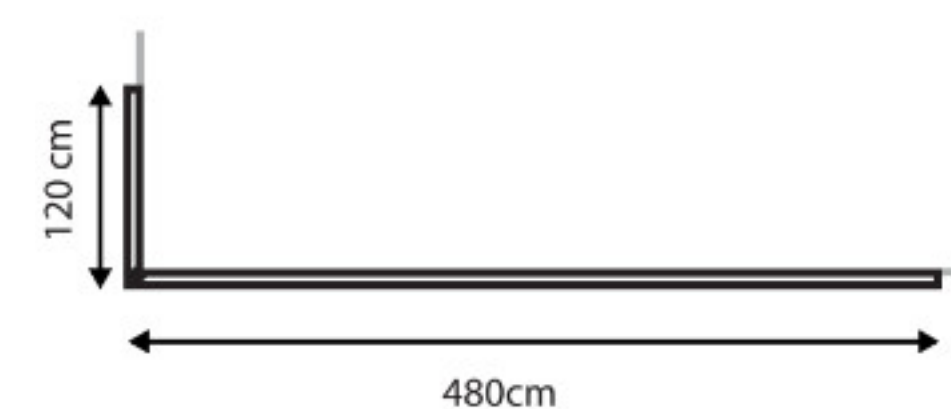


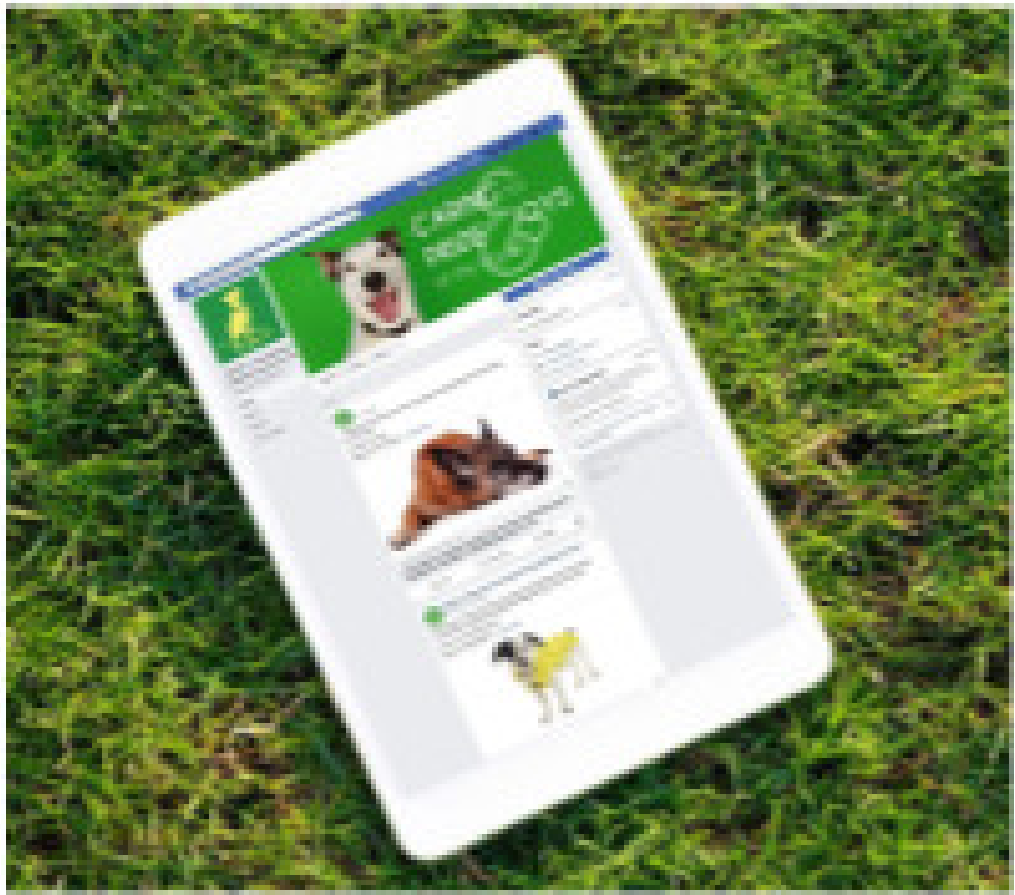
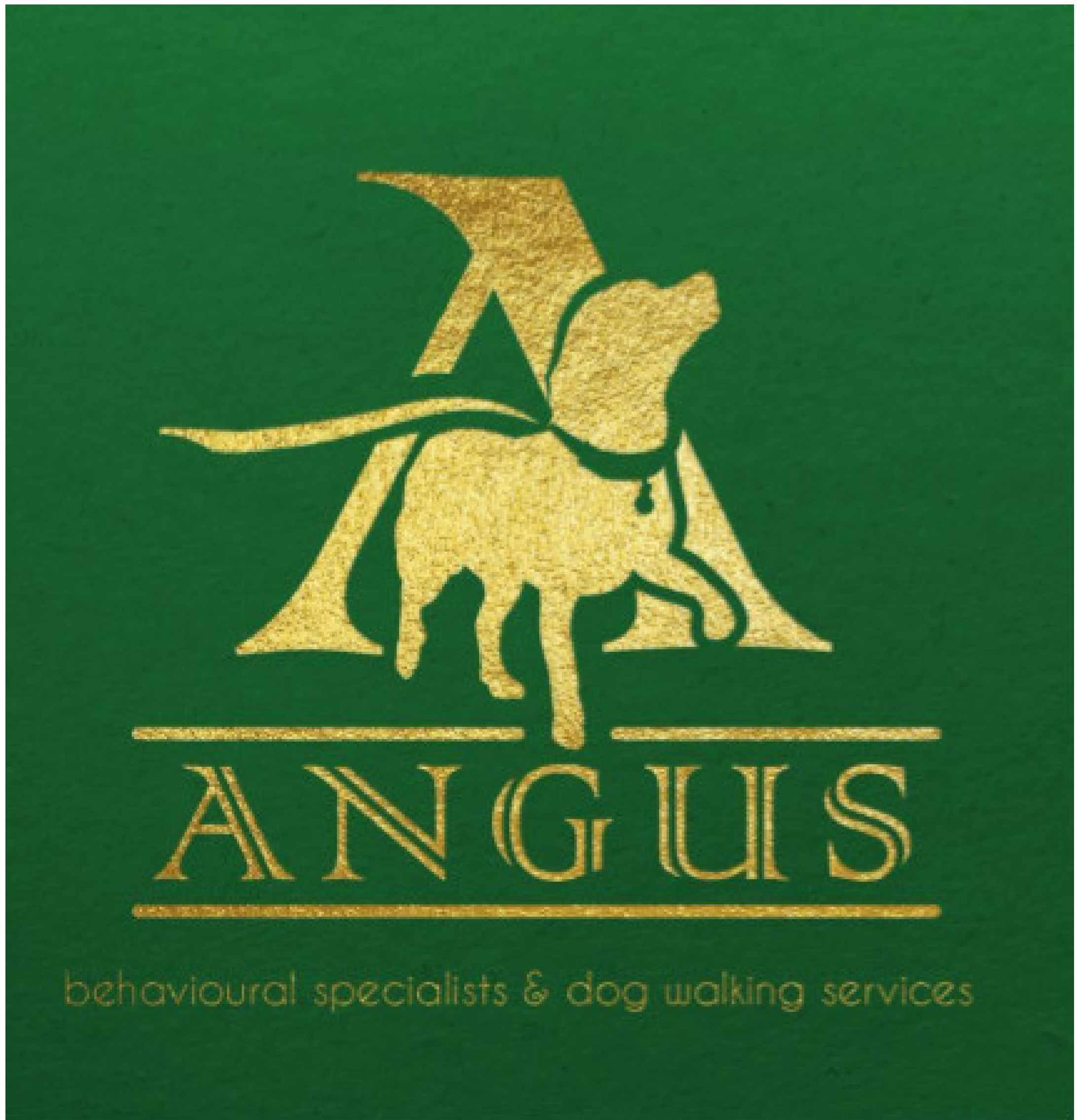
MAIN WALL GUIDE

Box to be applied to a frame one the wall. Frame will be same size as the board with no overlap.

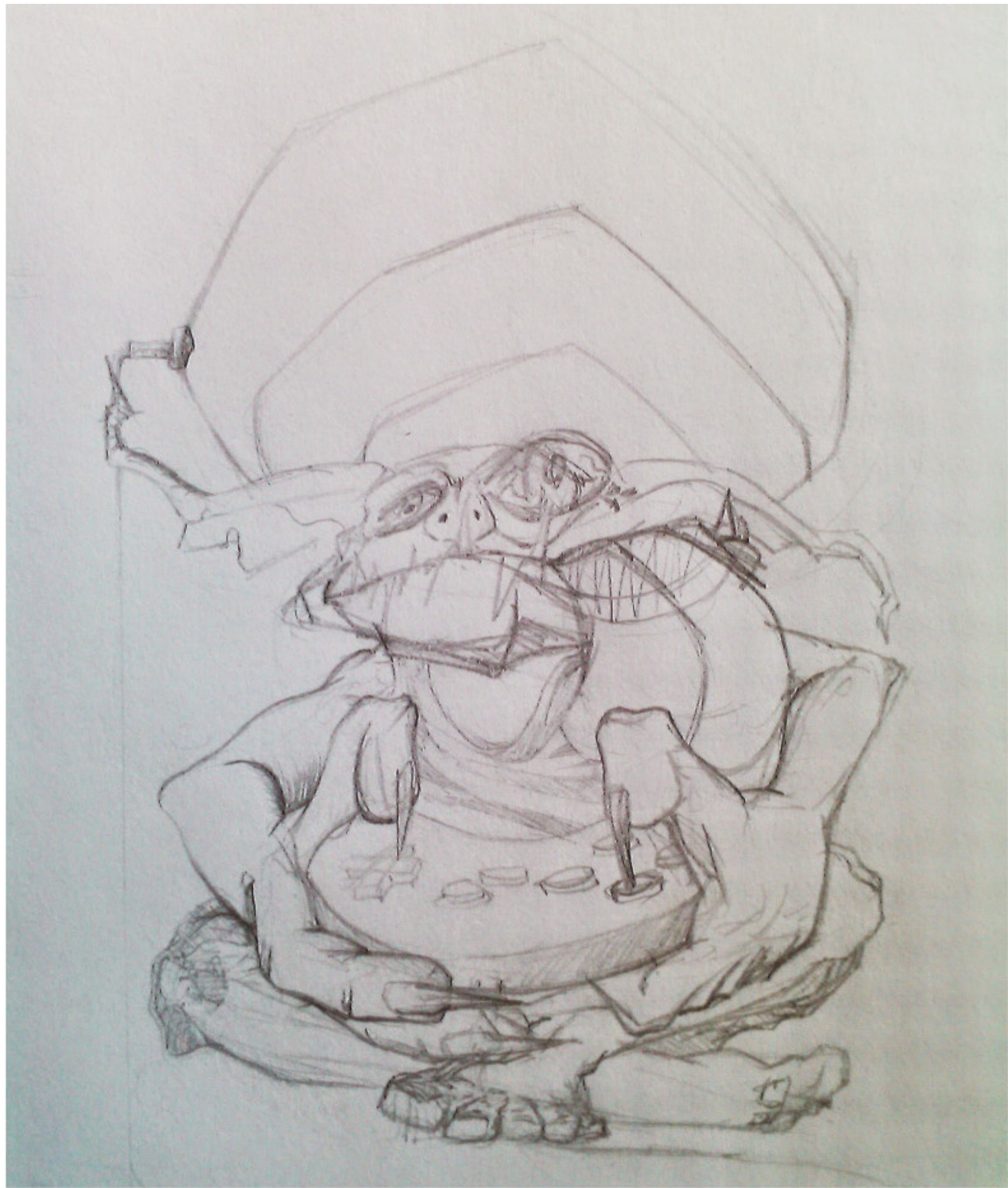
Preferable choice being MDF board so that the screws making up the design can be placed close enough without cracking or bits falling off (some screws will need to be 1-2 inches apart, plaster-board might crack or loosen but your advice is best there).

We'll need 2 different length screws for the boards design, the longest being for the text and the shorter ones for the brickphotos.

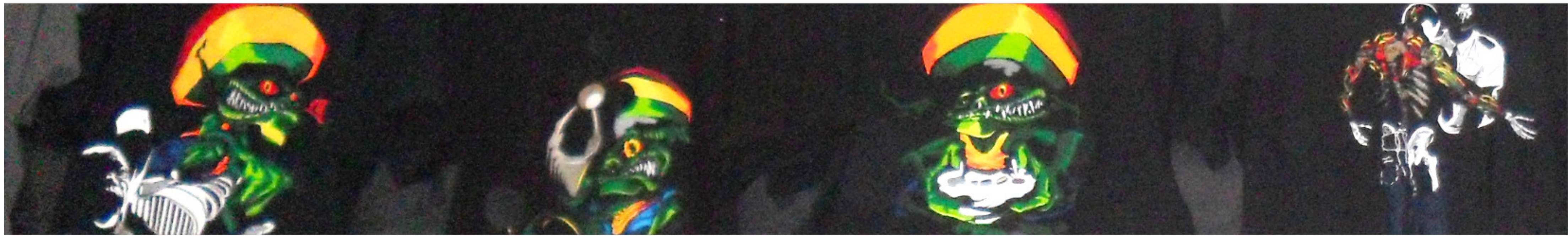








	Name	Controlled Programing
	Product Code	CP_FC_001
	Price (per item)	
	T Shirt	£27.50
	Sweater	£30
	Hoody	£32.50
Zip Up	£40	
Variations	N/A	

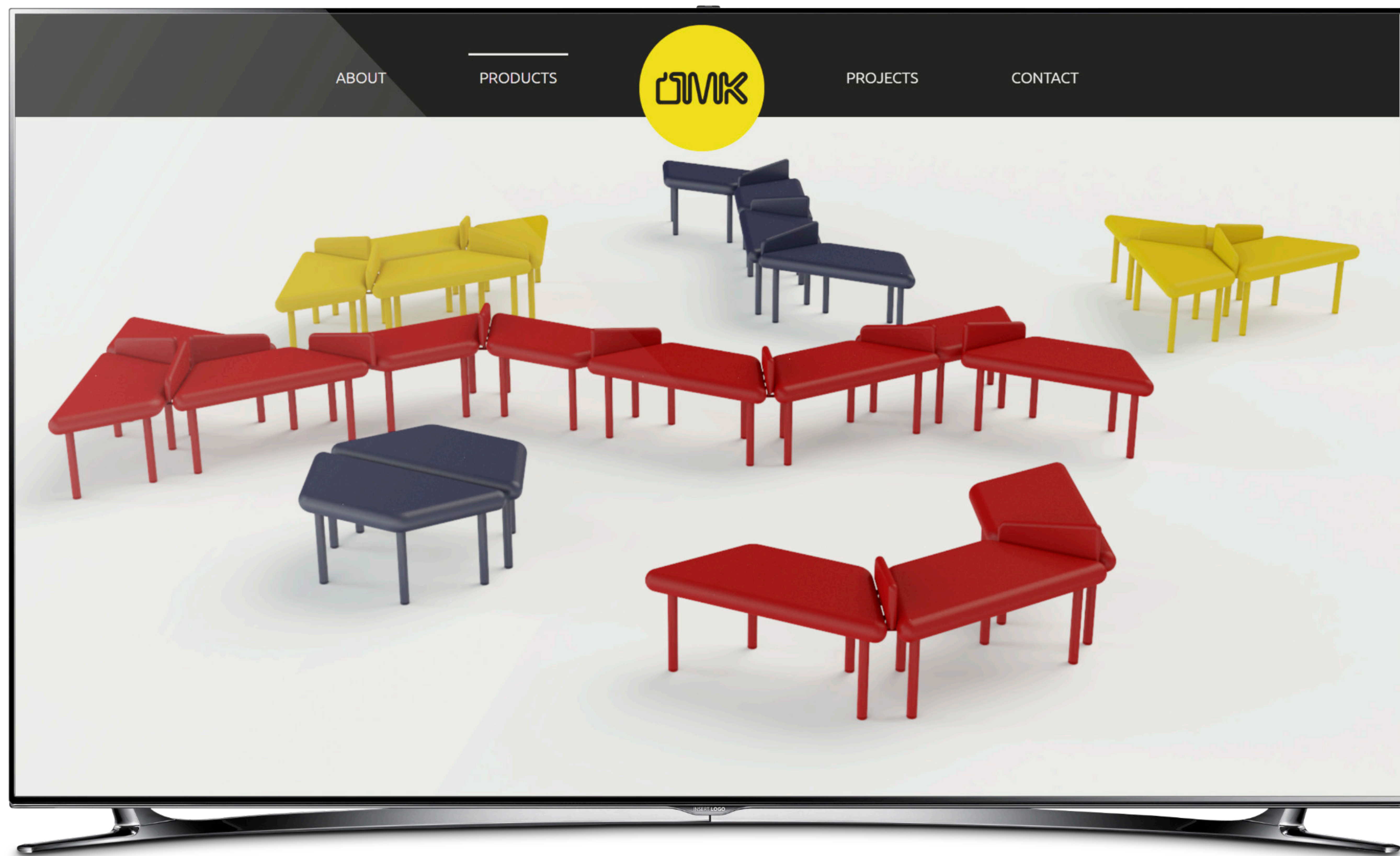


CLOTHING PRINT DESIGN & PRODUCTION

The print method for R Goblin required illustrations to be converted into vector files and

split layers for each colour to be printed. The Most of which was 13 layers build up to form the total image. These characters were sketched out, then retraced ready to be fed through the vinyl

plotter. A process that then requires removal of the excess before being heat pressed onto the garment. Requiring optimisation to speed up print times.



ANIMATION & ART DIRECTION

OMK - LINK

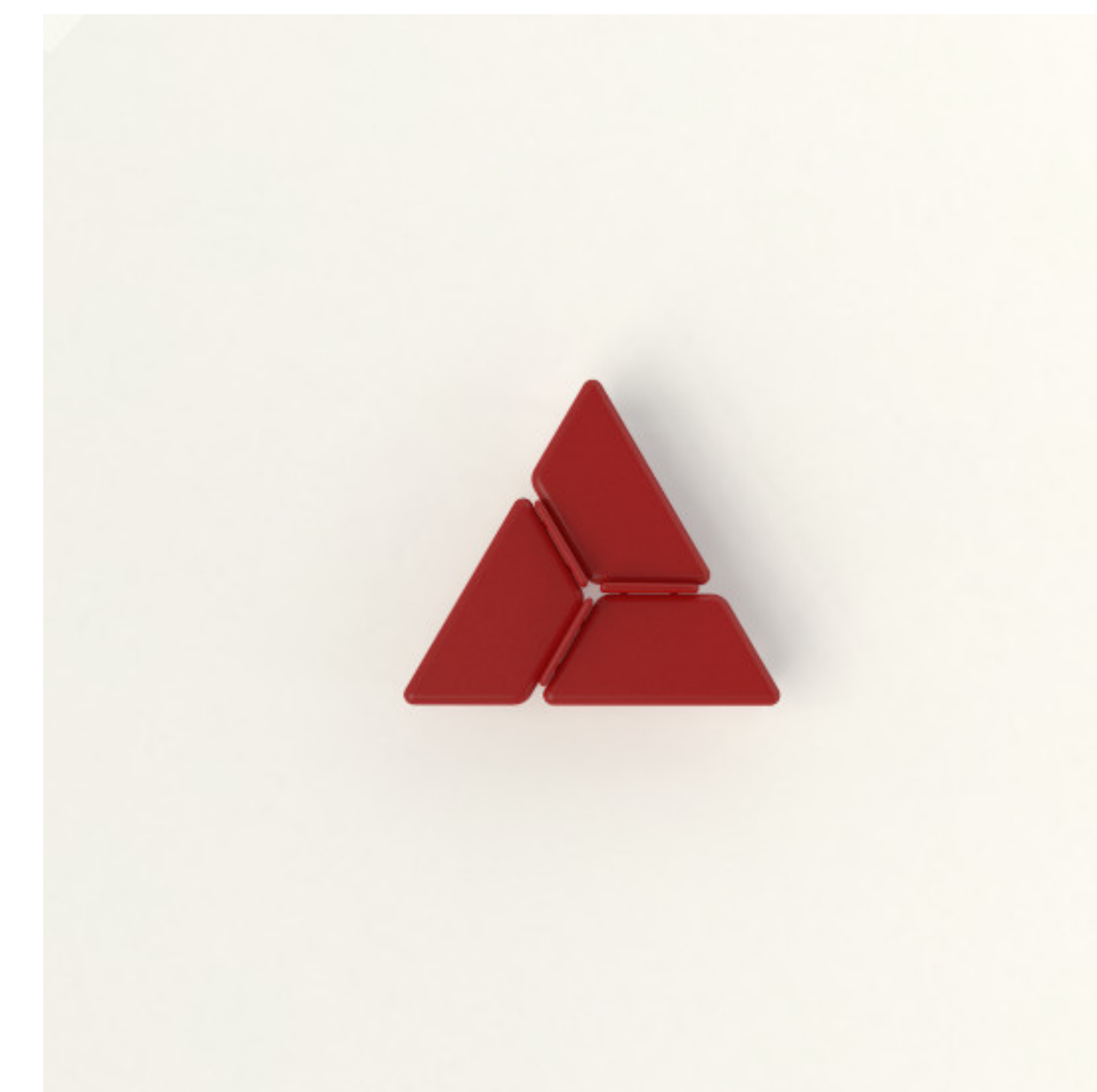
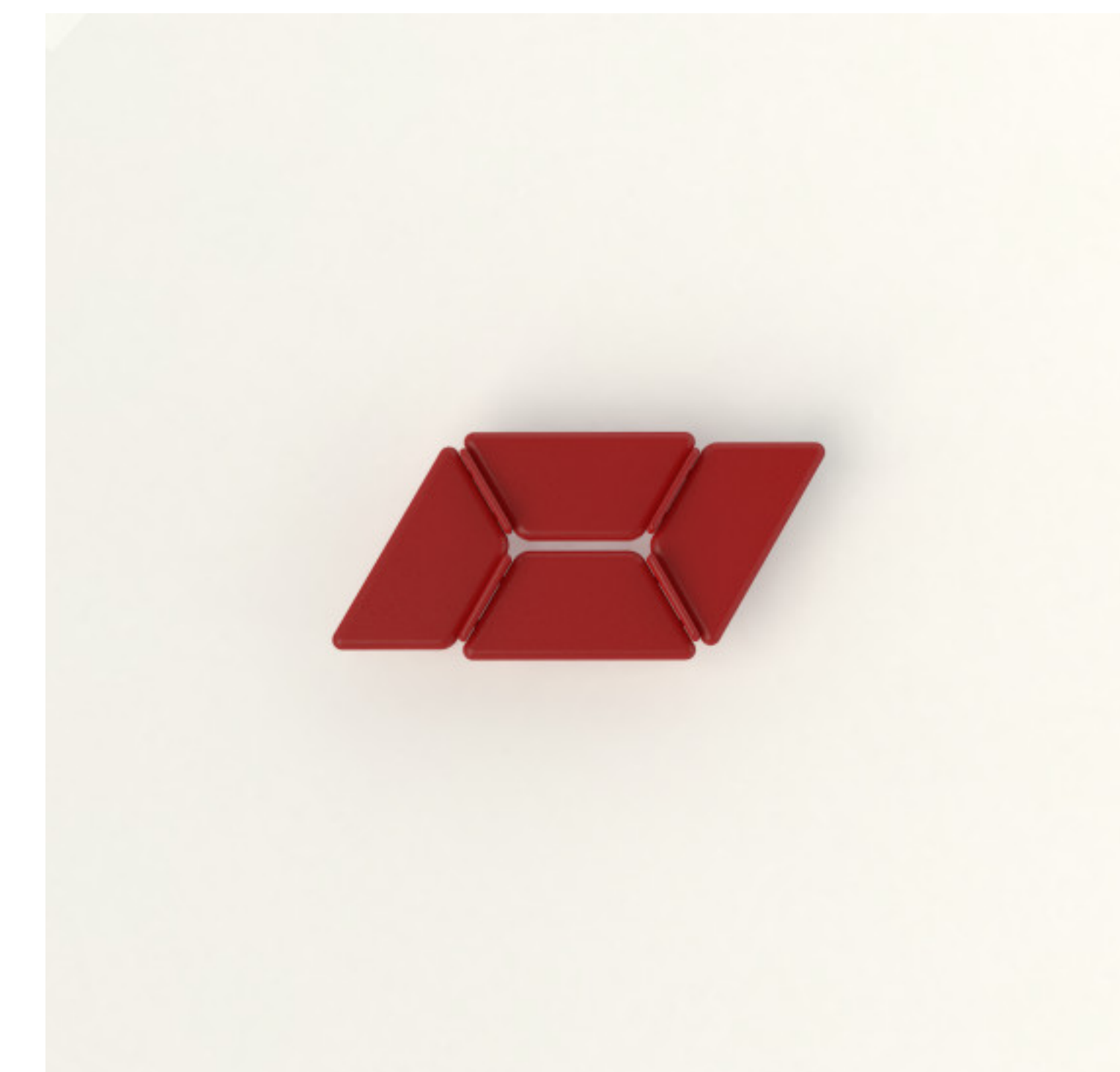
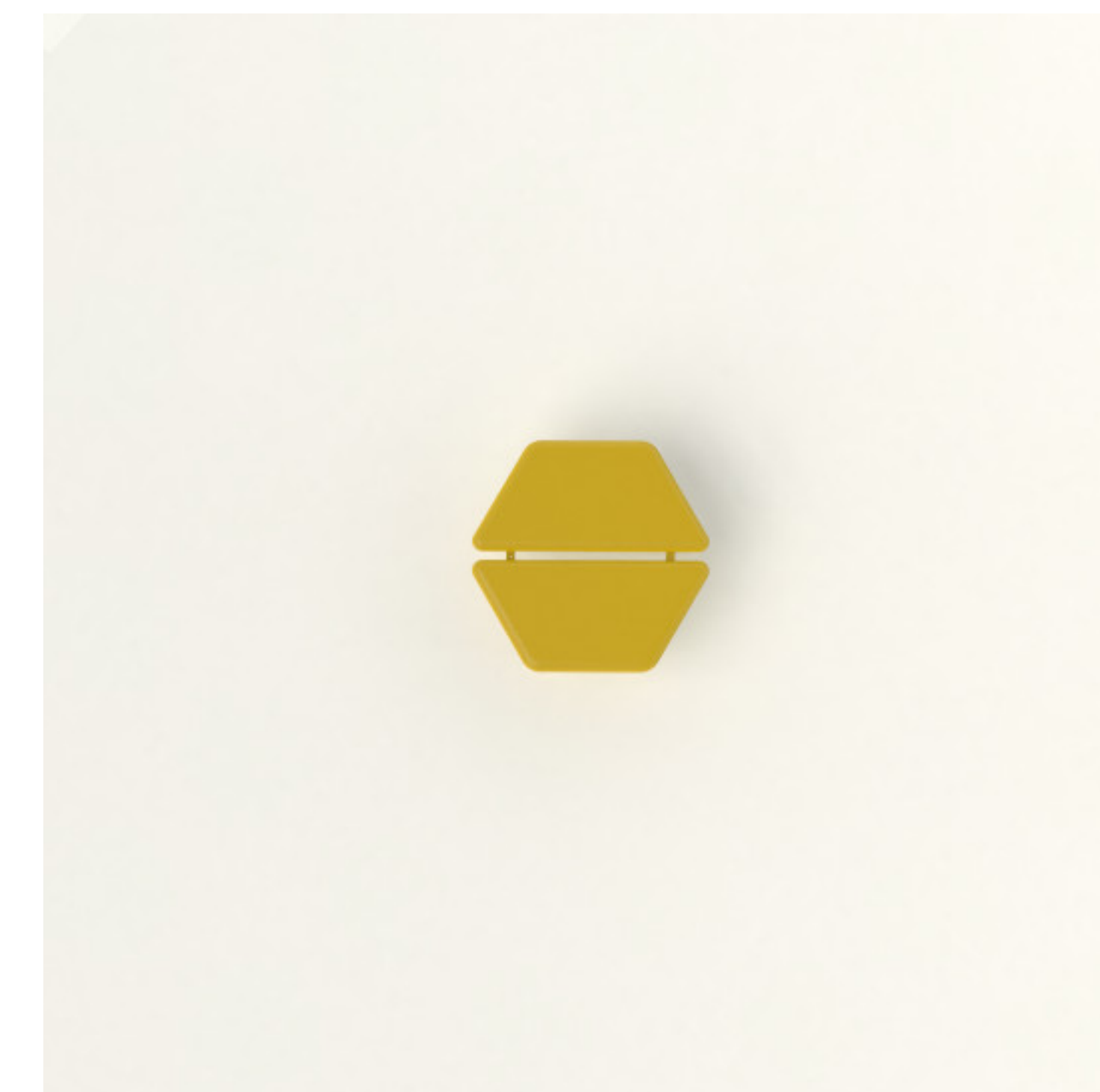
Tasked with showcasing the versatility of a static chair that resembled a table, for use by in public spaces but ultimately chosen by architects planning for everything from stadiums to train stations to airports.

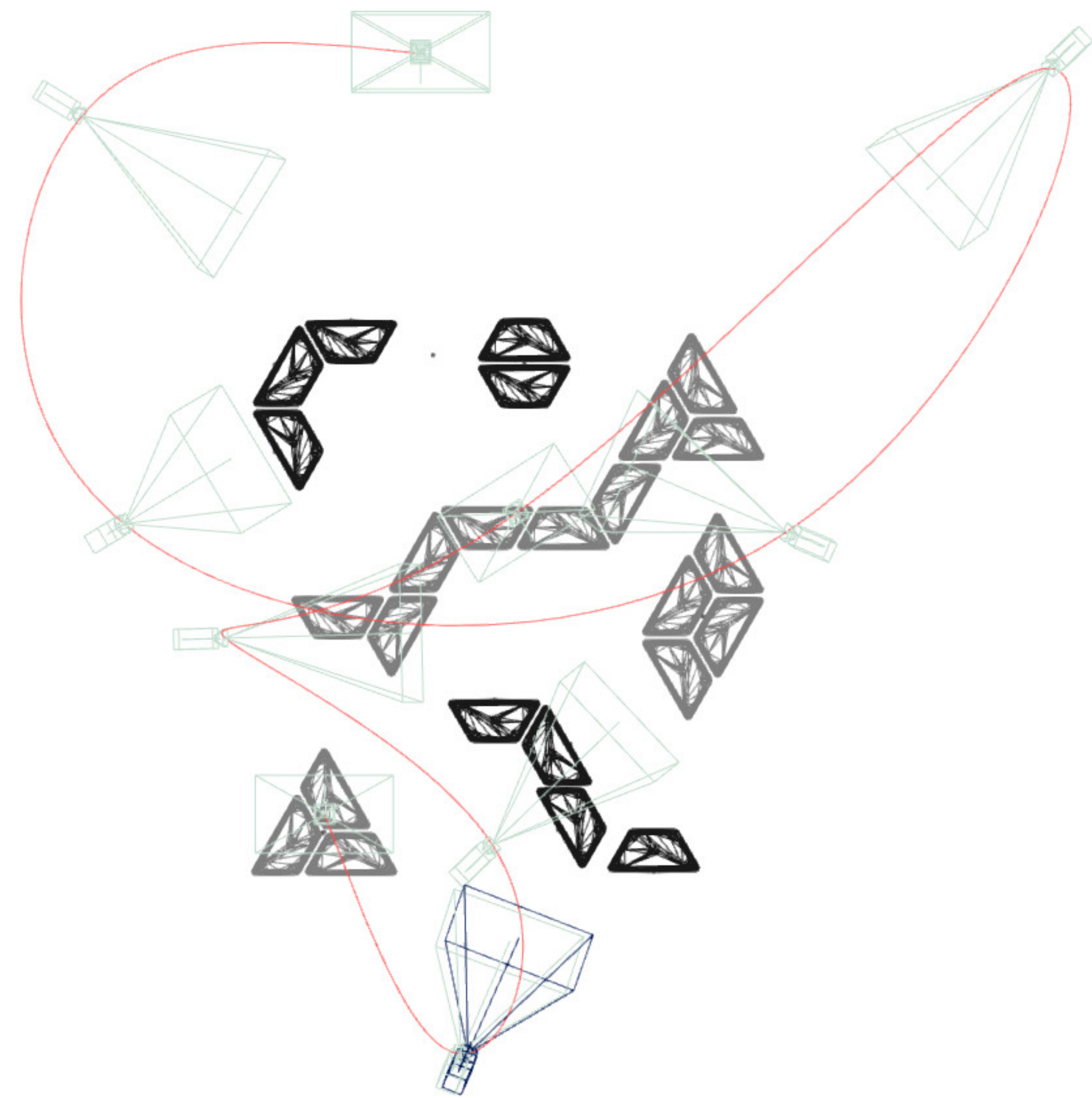
OMK wanted to present their product in a clean and simple way, an animated sequence of the chair clicking together in various configurations was created. Following on was a sequence of fluid camera movements that demonstrated some of the unique features of the chair and the settings it would be used in.

The final piece was to be used in online sales channels and exhibitions. Running a total of 1 minute 30 seconds, the initial sequence involved just the top rotating and slotting into place, with the legs scattering

into place all inside an infinity room with minimal colour to focus on the product.

Following the initial sequence, characters were shown interacting with the seats whilst a series of background scenarios was animated including a plane landing, train arriving and a ferry docking before a final birds-eye reveal.



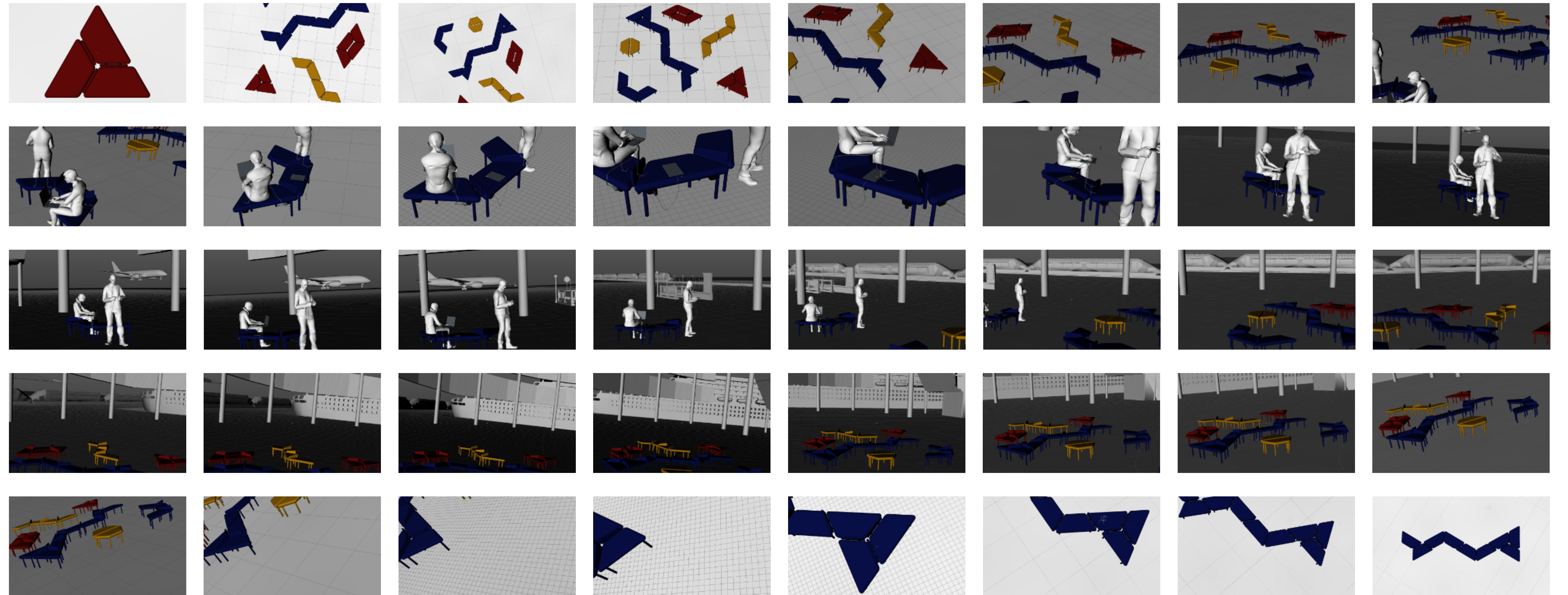
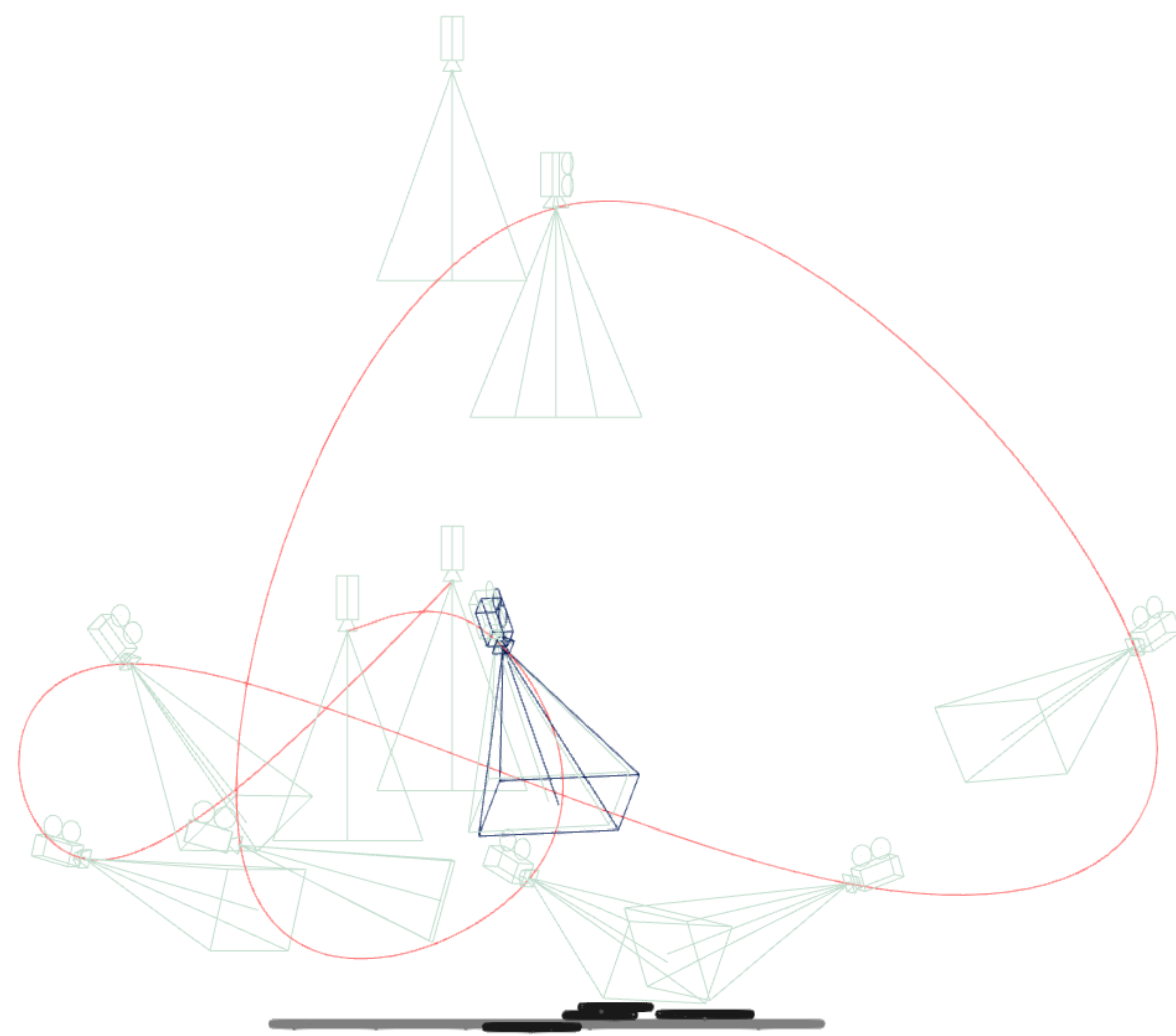


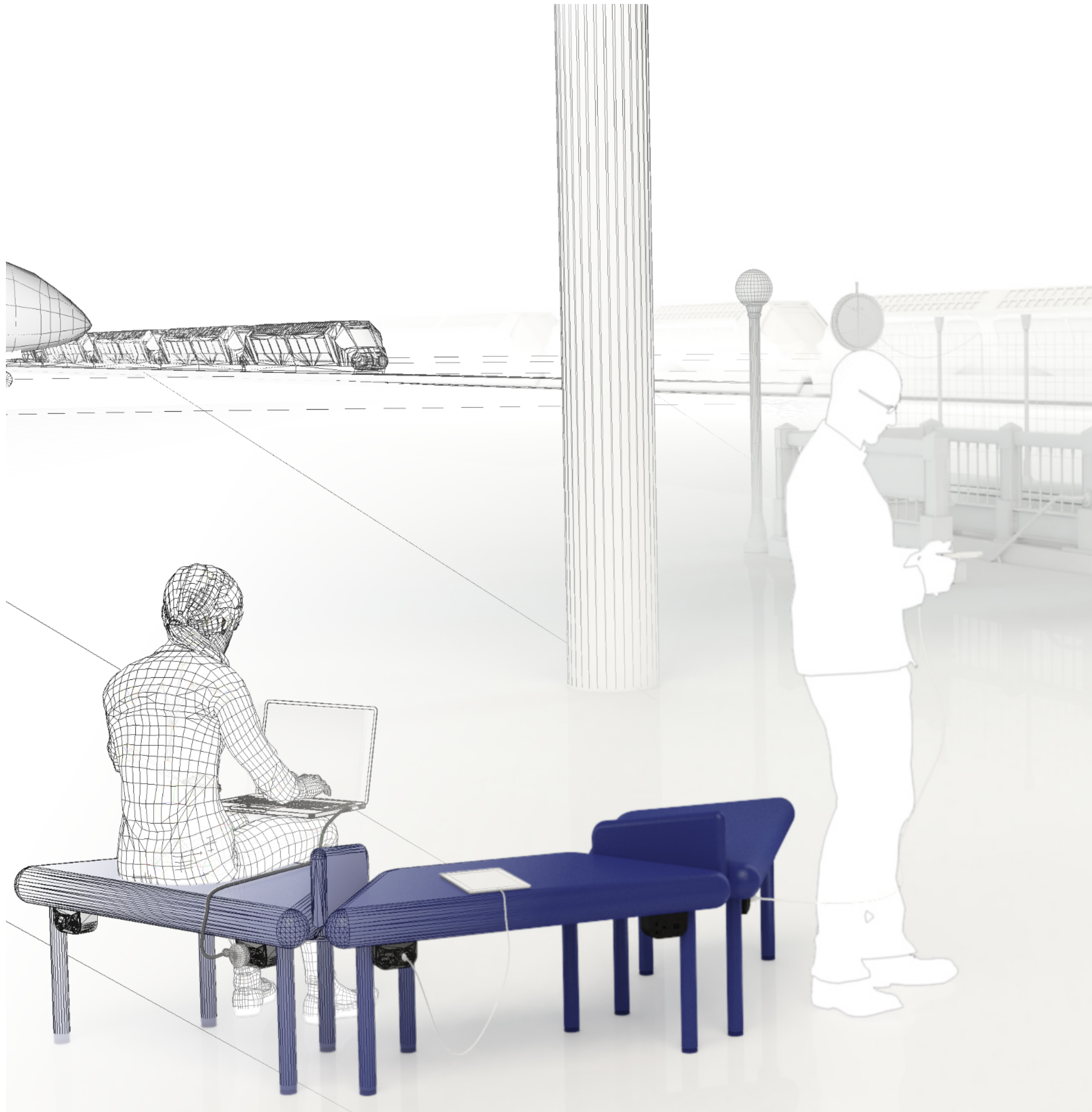
CONNECTIVE SEQUENCING & ONE-SHOT CAMERA MOVEMENT

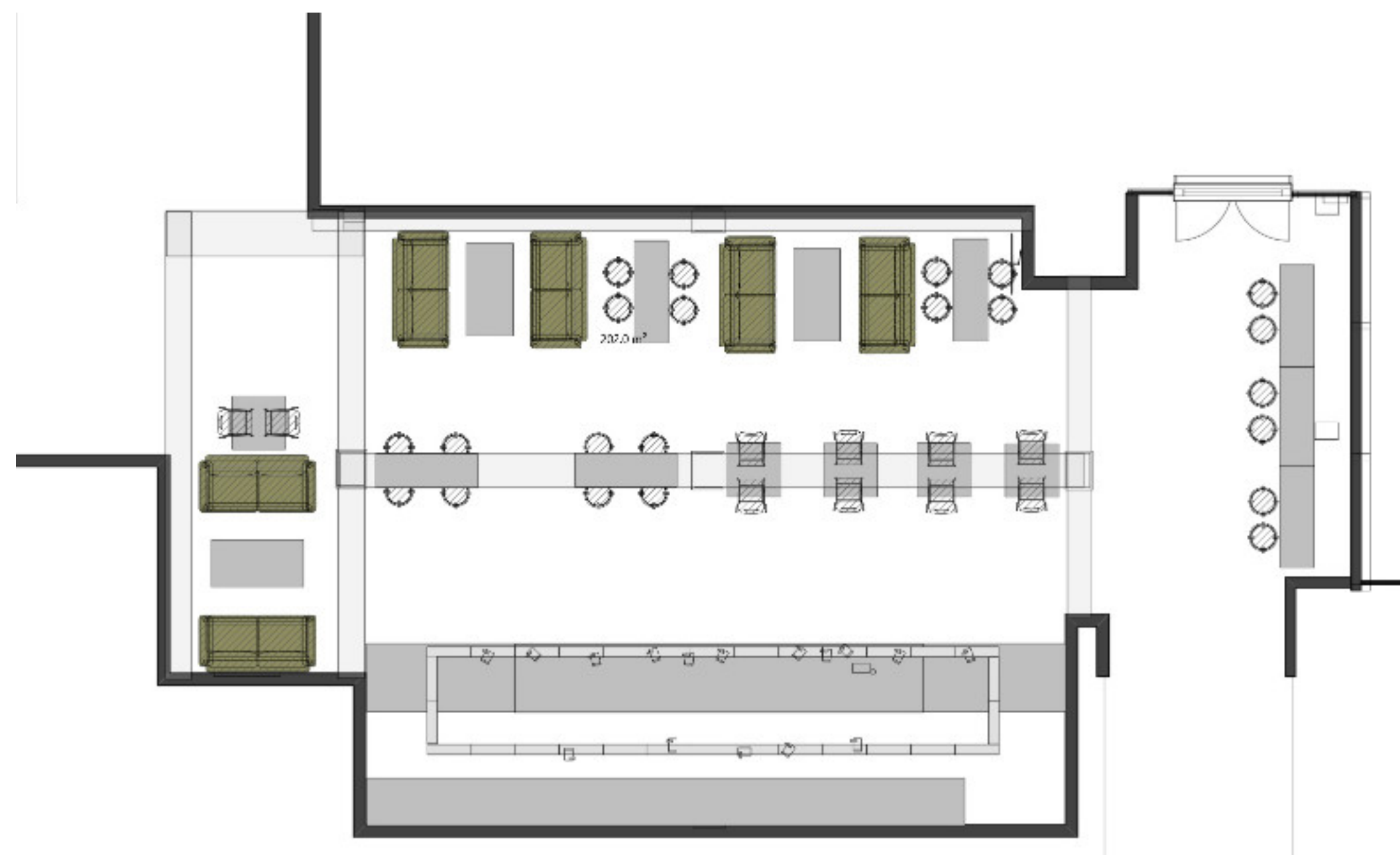
Camera angles were selected to showcase as many configurations as possible within the middle section of the animation.

The first 30 seconds to show how the seat could be arranged in various ways in different quantities.

The middle section showed the colour choices and some fully fitted configurations. With the final 30 seconds demonstrating the intended scenarios OMK provides its seating for. The final edit was cut and scored by Bareface Media with a run time of 1 minute.









PRO-BONO

Demonstrating how a simple shipping container could be used as a communal hub to store

seating, equipment & be used as a communal space close to a playing area.



JOE HUSBAND

CREATIVE DIRECTION & TECHNICAL PRODUCTION

07935756132

joe@mo2s.studio

*MO2S Studio
15th Floor, CTA, Cobalt Square
Birmingham
B16 8QG*