

GRAPHIC DESIGN AND ILLUSTRATION PORTFOLIO

2024

PROJECT SELECTION -----

- SAVIOR Apparel Design
- FROG POTION Apparel Design
- U WANT THE SCOOP? Book Design
- We're All Gonna Make It Brand Identity
- KENEANDFRIENDS Event Poster Design

ILLUSTRATION SAMPLES -----

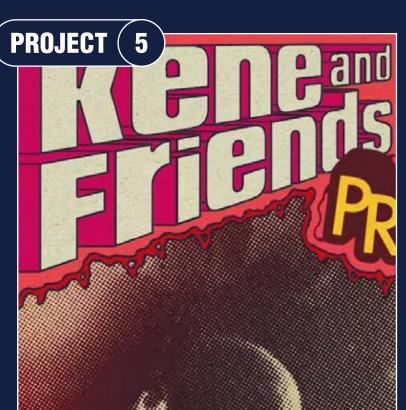
- GREAT GREEN FOREST
- TOOTHACHE
- LITTERING PSA
- **DEMON THRONE**







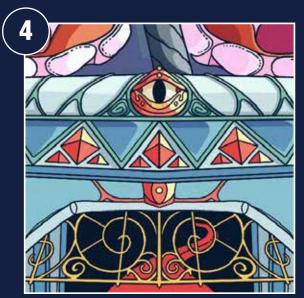












SAVIOR Apparel Design Case Study

SAVIOR is a case study in merchandise design created to evoke the aesthetics of fanaticism and the occult. Each asset is designed to be a piece of a modular design system, they could be repurposed and reformatted to create multiple design variations. Mix and match the assets to make different apparel designs, stickers, banners, skate decks, whatever fulfills a particular product's needs. Each asset also serves as a narrative set piece. Through their arrangement, a story is told about an apocalypse wrought by a deity's will and its worship by cultic followers. This creates a visual design language with two points of intrigue, one on the basis of aesthetics and one on the basis of narrative.





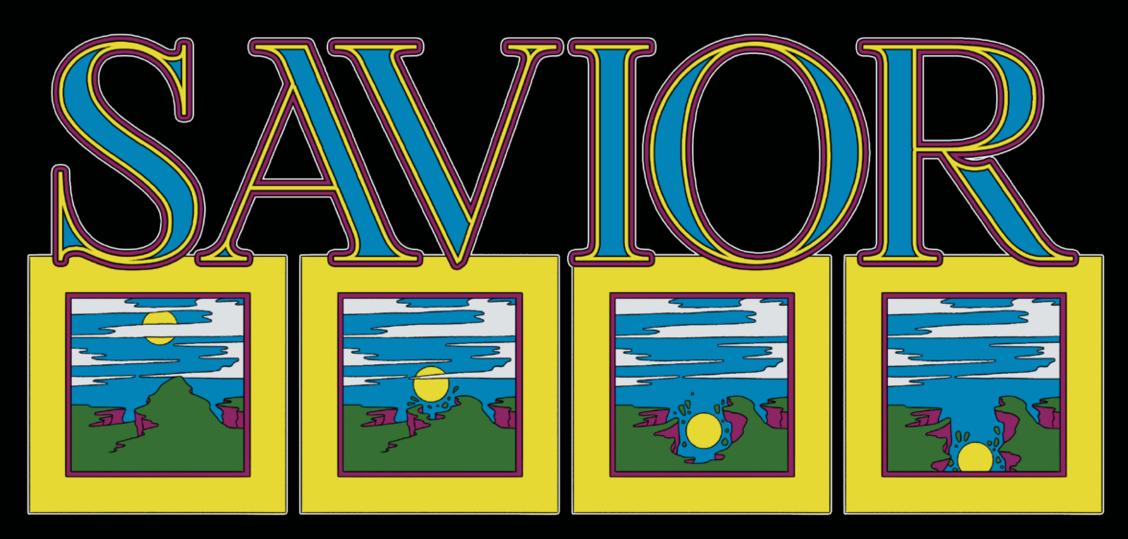
Shirt 2 "FOLLOWERS" T-Shirt Mock Up Front











Shirt 2 "FOLLOWERS" Front Design Asset



Shirt 1 "GOD" Back Design Asset



MATTHEW GRAND PROJECT (2) FROG POTION APPAREL DESIGN DESIGN PORTFOLIO (2024) 6

FROG POTION

Apparel Design Case Study

FROG POTION is a case study in merchandise design that draws influence from the aesthetics of electronic music like the work of Dan Deacon or Mort Garson. The aim was to create a semi-modular design system that would be used to create apparel for a theoretical music group called Frog Potion. These design assets would be able to be reconfigured for other types of merchandise such as stickers, banners, hats, etc.



"FROG POTION" T-Shirt Mock Up Front "FROG POTION"
T-Shirt Mock Up Back



"FROG POTION" Front Design Asset

"FROG POTION"
Close Ups







"FROG POTION"
Back Design Asset

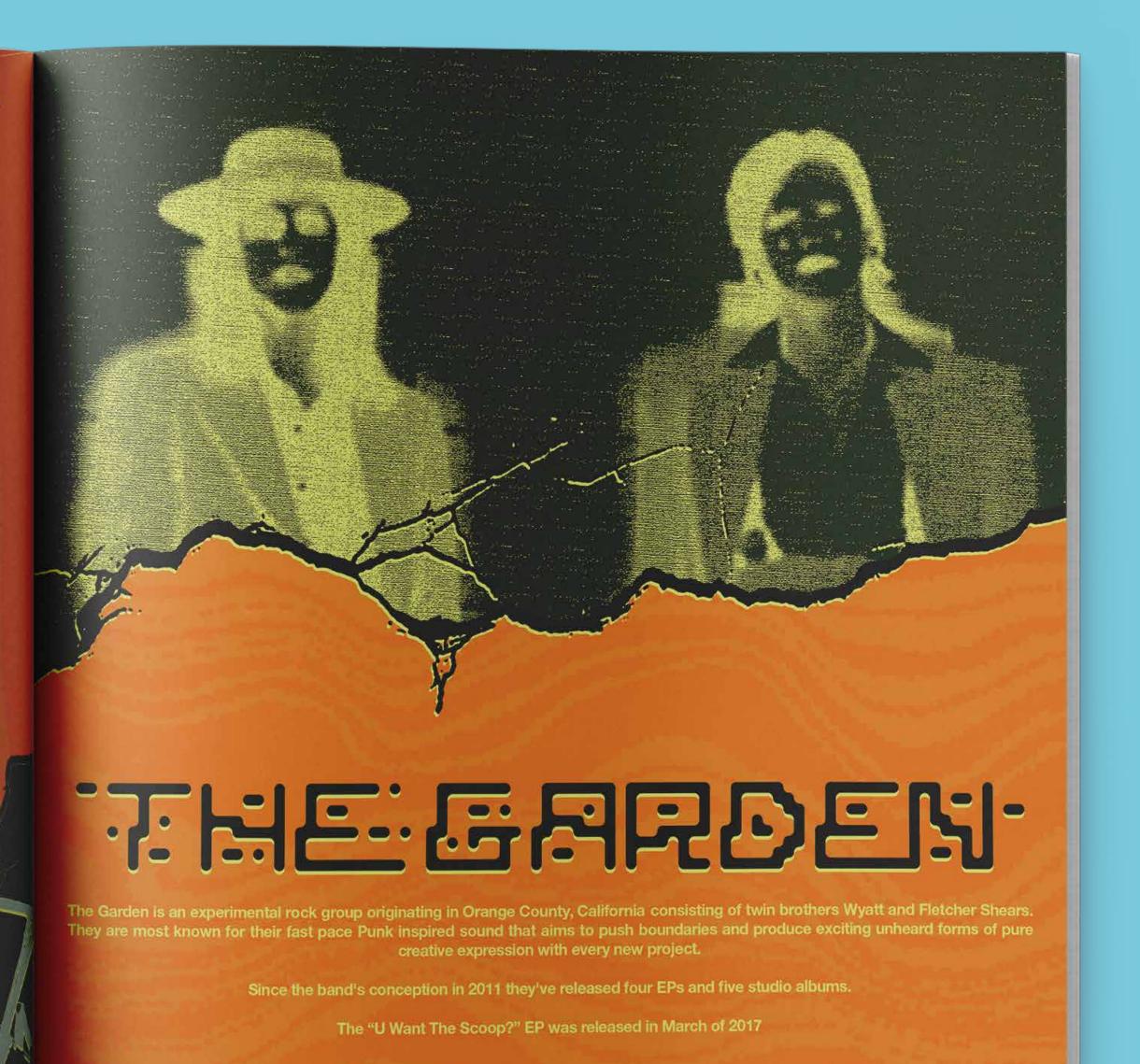


U WANT THE SCOOP?

Book design case study

This is a booklet design case study based on The Garden's 2016 album U Want The Scoop? This would be a pamphlet that would accompany a vinyl release of the record. This pamphlet would contain information about the band while also serving as a lyric book for some of the album's most popular songs. The design language aims to invoke the spirit of the record. Using rough textures, urban aesthetics, and bright colors, I sought to visualize their experimental music production, as well as the record's themes of the absurd in the postindustrial, urban landscape.







PROJECT

But I got away, I paid those fines

pretty sure I paid those fines

(But I got away, paid the fines) X2



I was movin' down south on the Interstate 10 Failed to appear in court Known to be sketchy in my recent past Sun was goin' down and I was speedin' again Happy-go-lucky soon turns to dust As the red lights flash to make the bust (yeah) I changed that to my middle name Foot on the pedal, red lights flash Always gettin' notes in the mail (fuck) Been caught by the black and white seven times I forget about 'em or I throw 'em away I keep it quiet, keep it polite Big boots closing in real fast Not a good habit, I don't recommend it Not havin' luck with the DMV though I got fucked over, license suspended Here comes the question, gonna be a blast I never showed up to check the dealio Almost been jailed a number of times Payed those fines and now I'm broke

(But I got away, paid the fines) X2 (I think I learned my lesson but you never know) X2

you never know

(I think I learned my lesson but you never know) X2

I think I learned my lesson but you never know

"How fast do you really think you were going?" Yellow slip's mine and I keep on drivin'

> Keep that shit from 9-5 Wheels goin' fast as I go by Makin' wrong turns, just slitherin' by I'm keepin' that shit from 9-5 X2

I used to be good with cops Convincing smile and relatable talk I kinda know how it works You get pulled to the side and you work some magic You can't always get away free though Sometimes you just get the shortest stick So many traits that I can't pick Man this guy's skull is thick

(Got a thick skull) X8

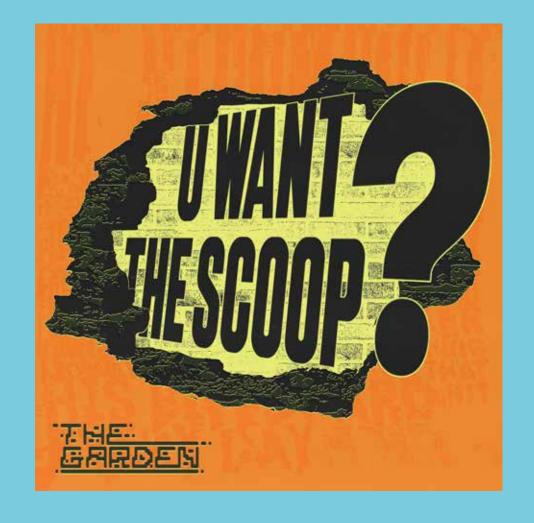
Sorry about my speed back there It's a new car and I'm getting used to its pedal I'm headed to a show a state away I hope I'm on time, I'm sorry to say "What kinda music do ya play son?" I play country, sir, and I'm proud to say It's the only kind of tune I listen to I listen to Buck Owens every day

Okay, okay, well, well Well, now that you've admitted your wrongs I think I'll let you pass You seem like a great kid Polite smile and a great ass

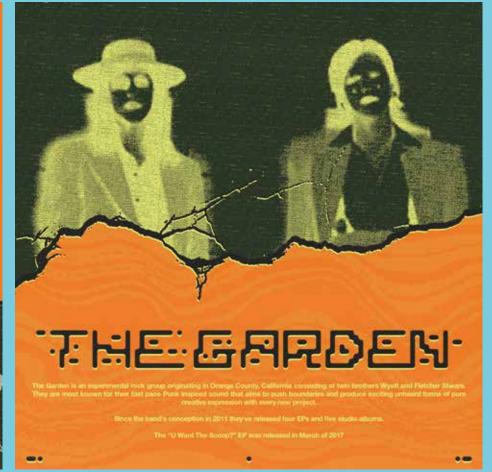
Have a good day son, have a good day sir X4

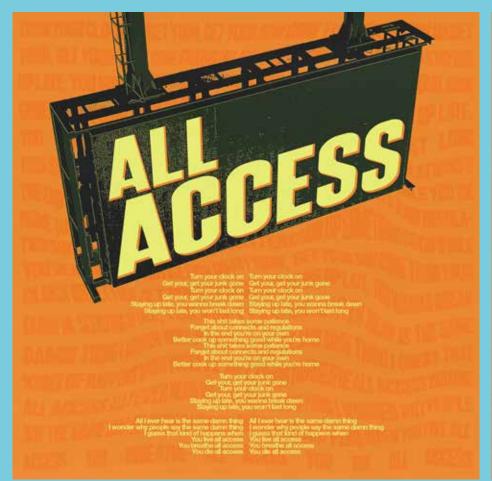
Keep that shit from 9-5 Makin' wrong turns, just slitherin' by I'm gonna keep that shit from 9-5
I'm gonna keep that shit from 9-5
Wheels goin' fast as I go by
Makin' wrong turns, just slitherin' by
I'm keepin' that shit from 9-5

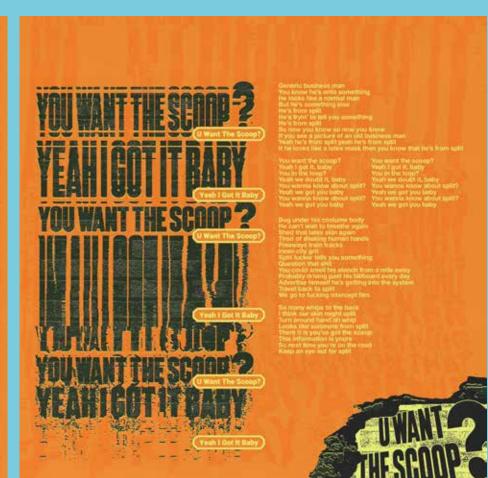
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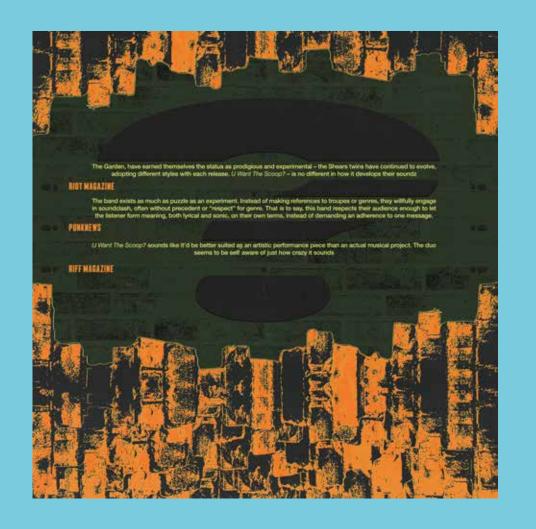






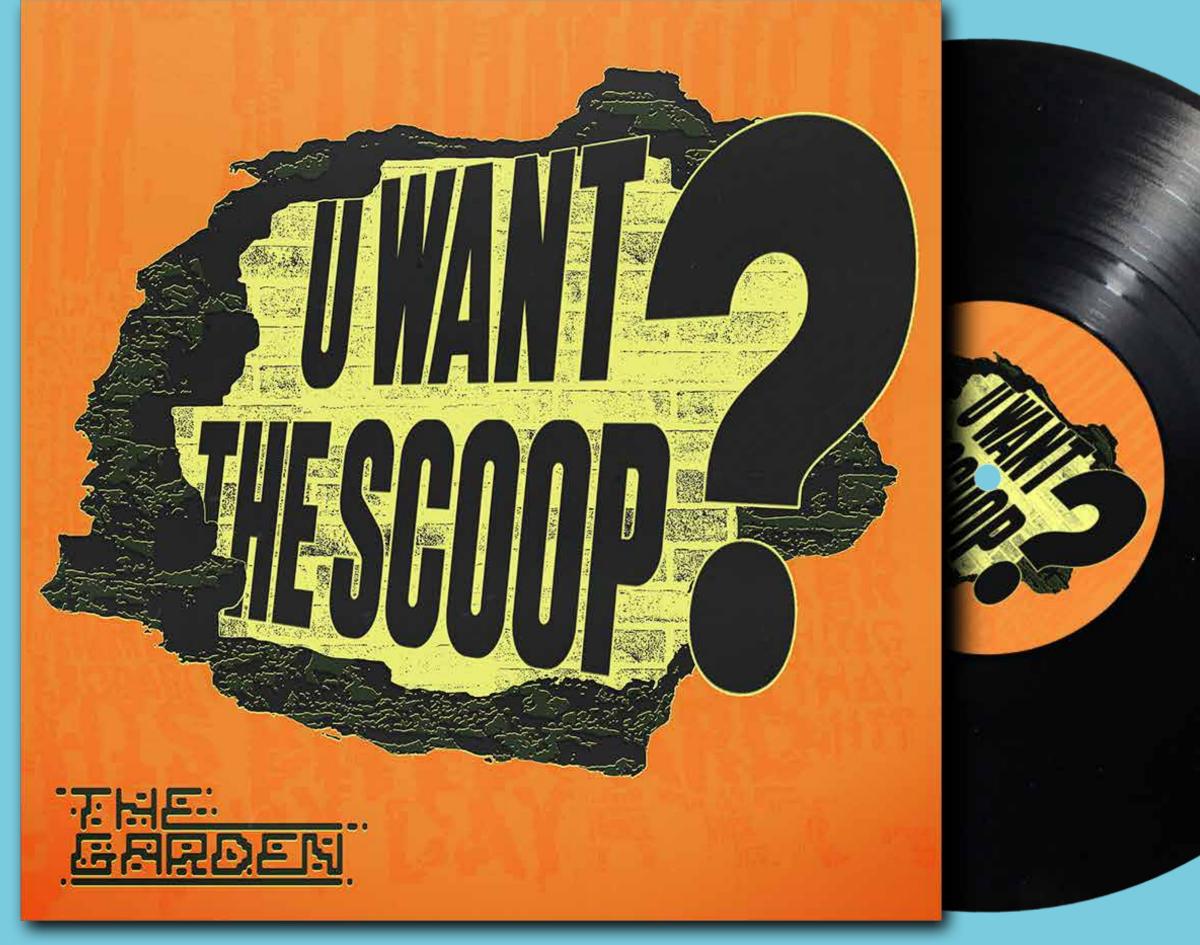






"U Want The Scoop?"
Vinal Mock Up Front









WE'RE ALL GONNA MAKE IT

Merchendise, Brand Identity and Social Media Advertising

We're all Gonna Make It is a comedy show based out of Hollywood, California. For the show, I created merchandise, branding, and online marketing materials. The merchandise was sold at their venue and the branding and posters were used as promotional material on their social media.



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"WE'RE ALL GONNA MAKE IT" Poster Design



"WE'RE ALL GONNA MAKE IT" Logo Variations







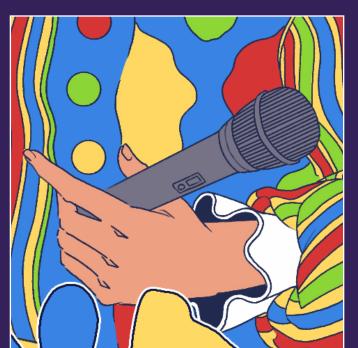






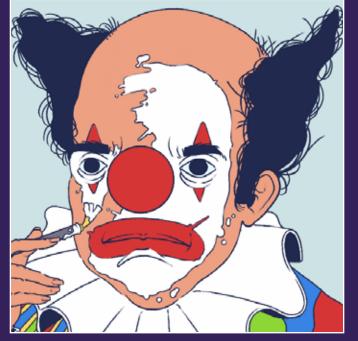
"Clown" Design Asset





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Comedian Hosting We're All Gonna Make It





Manson Hajj Comedian Performing At We're All Gonna Make It

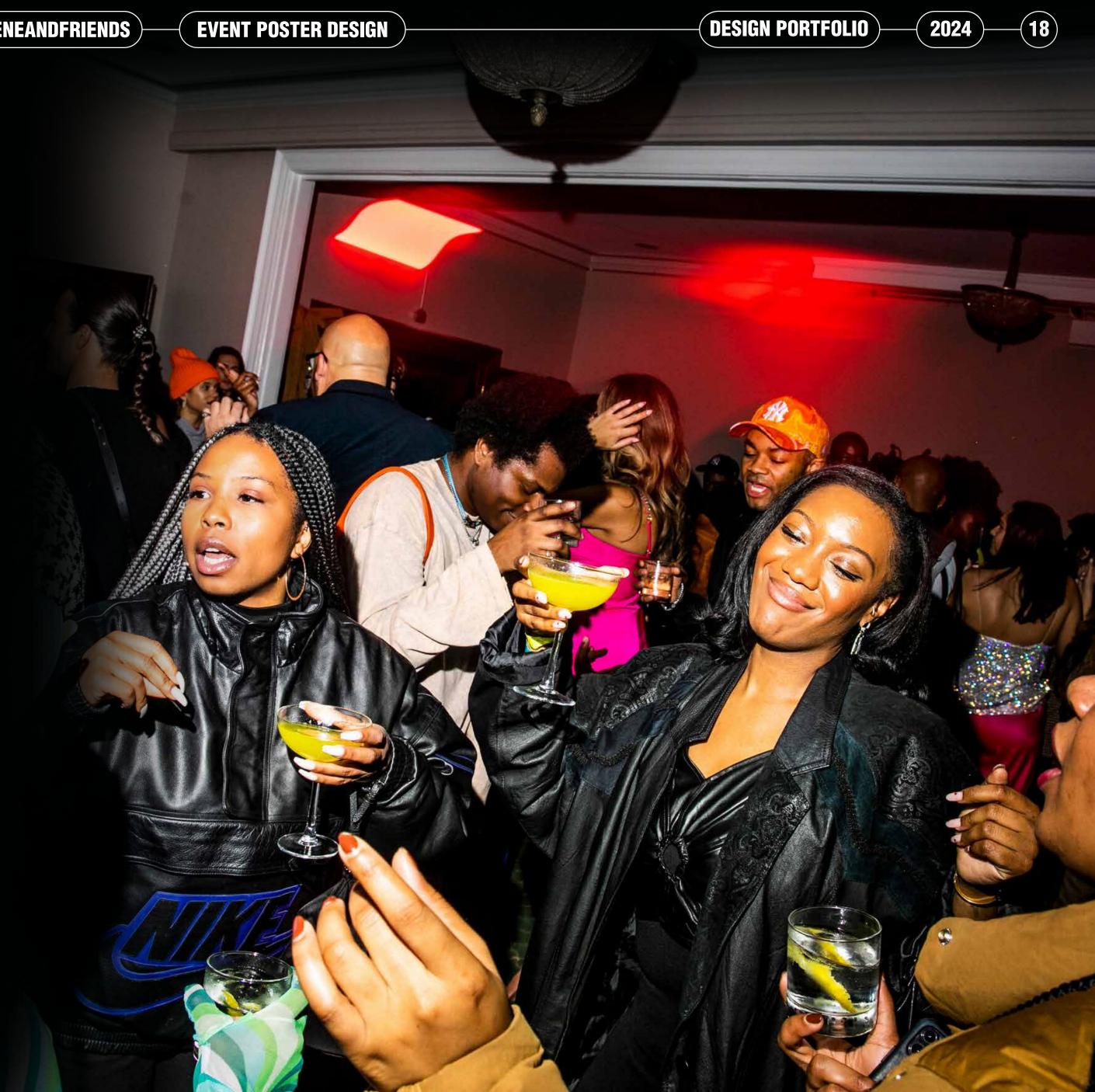




KENEANDFRIENDS

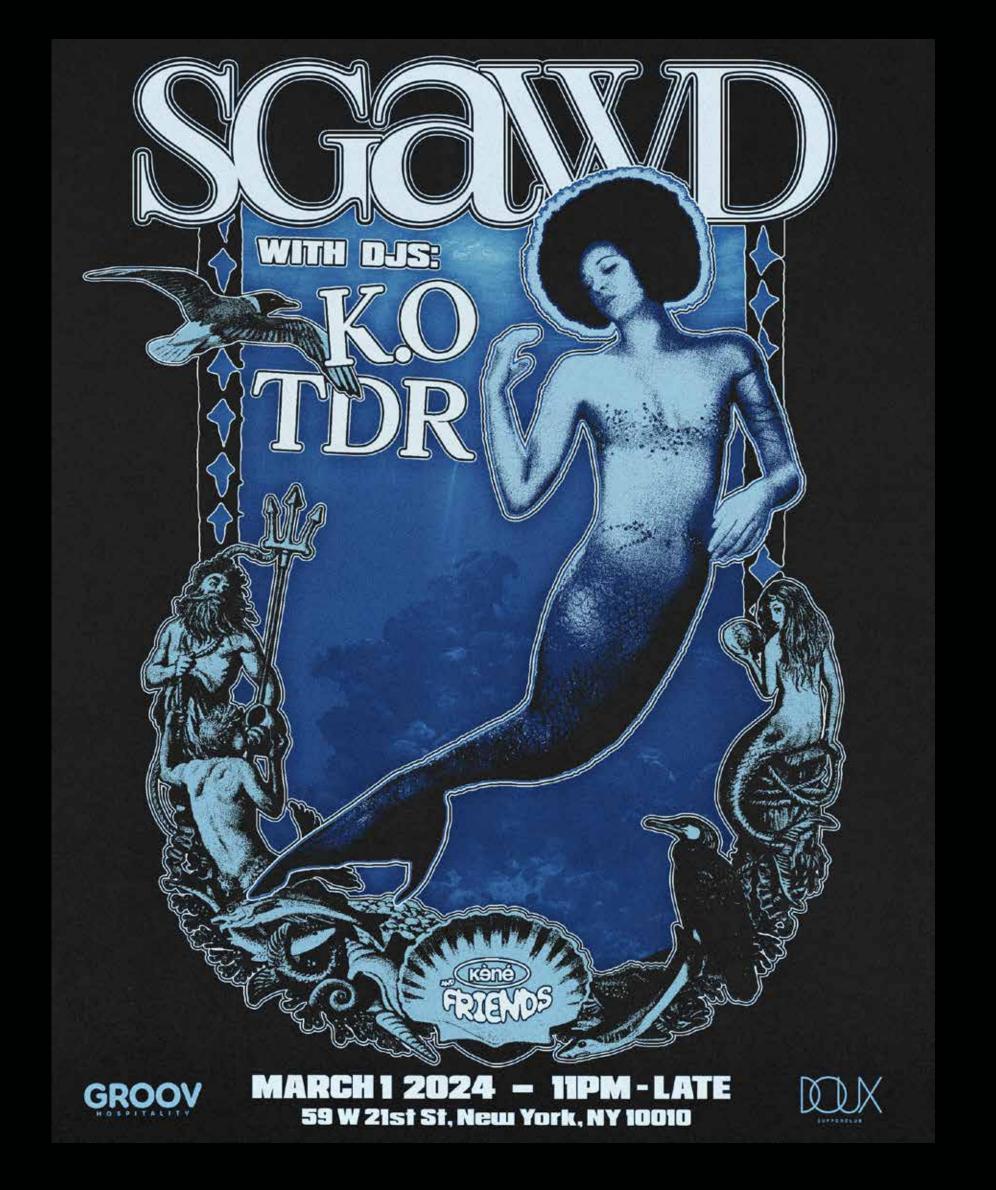
Event Poster Design

KENEANDFRIENDS is an event organizing company based out of New York, NY. They organize musical events, performances, and parties in local club spaces. Through Keneandfriends I have created dozens of posters, motion graphics and promotional graphics for artists such as Lojaymusic (402k on Instagram), Nissination (143k on Instagram), SGAWD (11.6k on Instagram), Victory (1.4M on Instagram), and Maradonaxyz (19.8k on Instagram). Below are a selection of the event posters I designed.

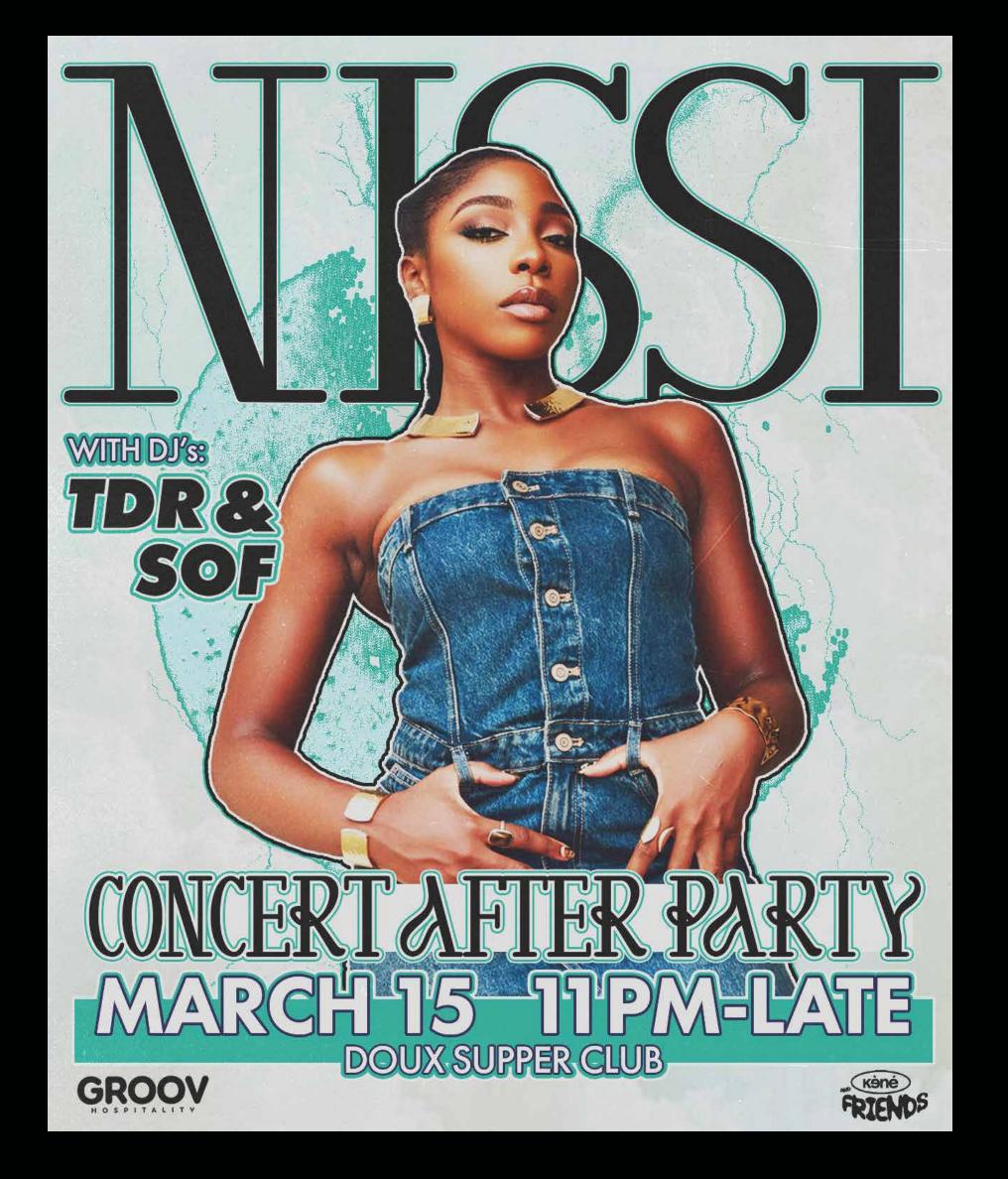


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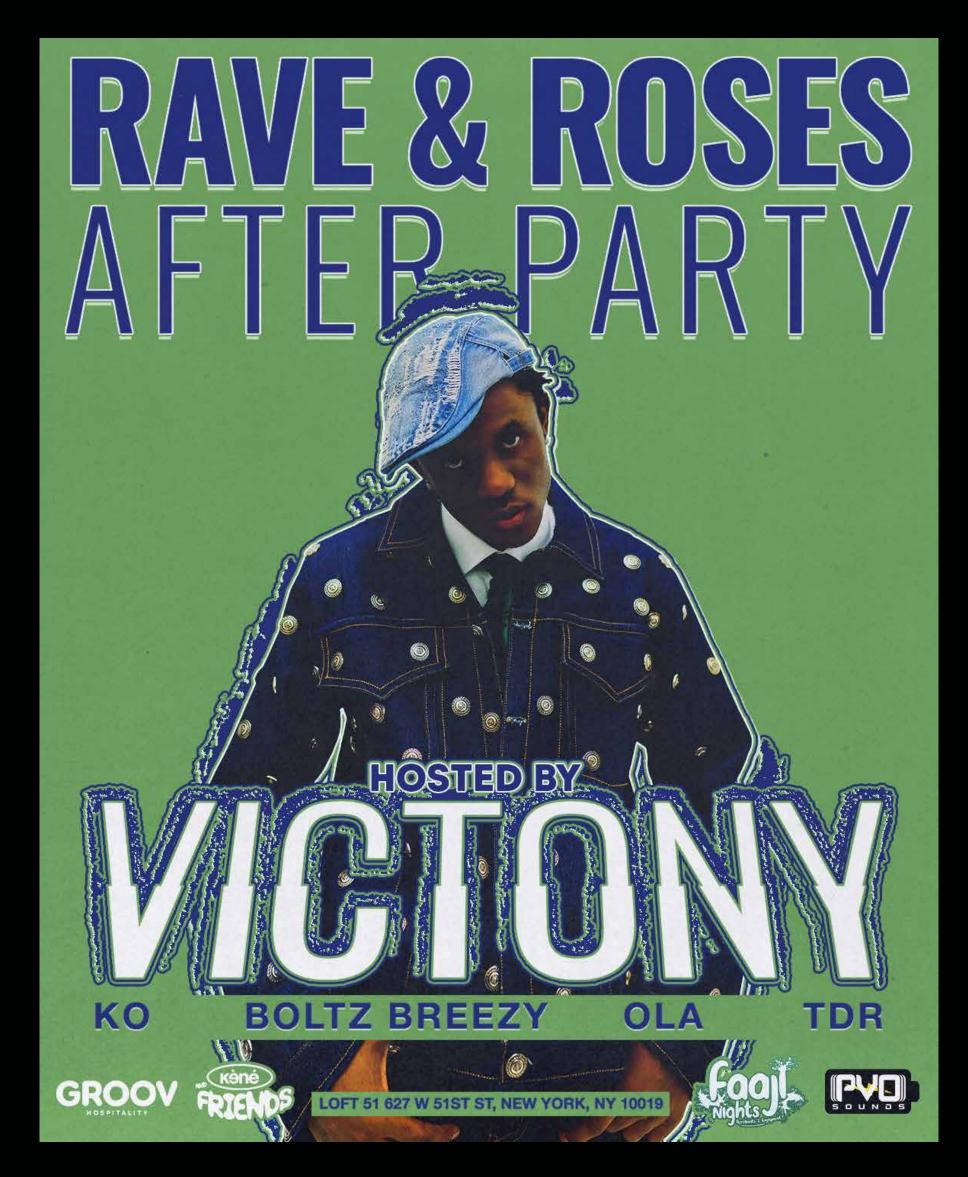
"SGAWD" **Event Poster**



"NISSI" **Event Poster**



"RAVE & ROSES AFTER PARTY" **Event Poster**



"ELECTRIC ROOM TAKEOVER" **Event Poster**



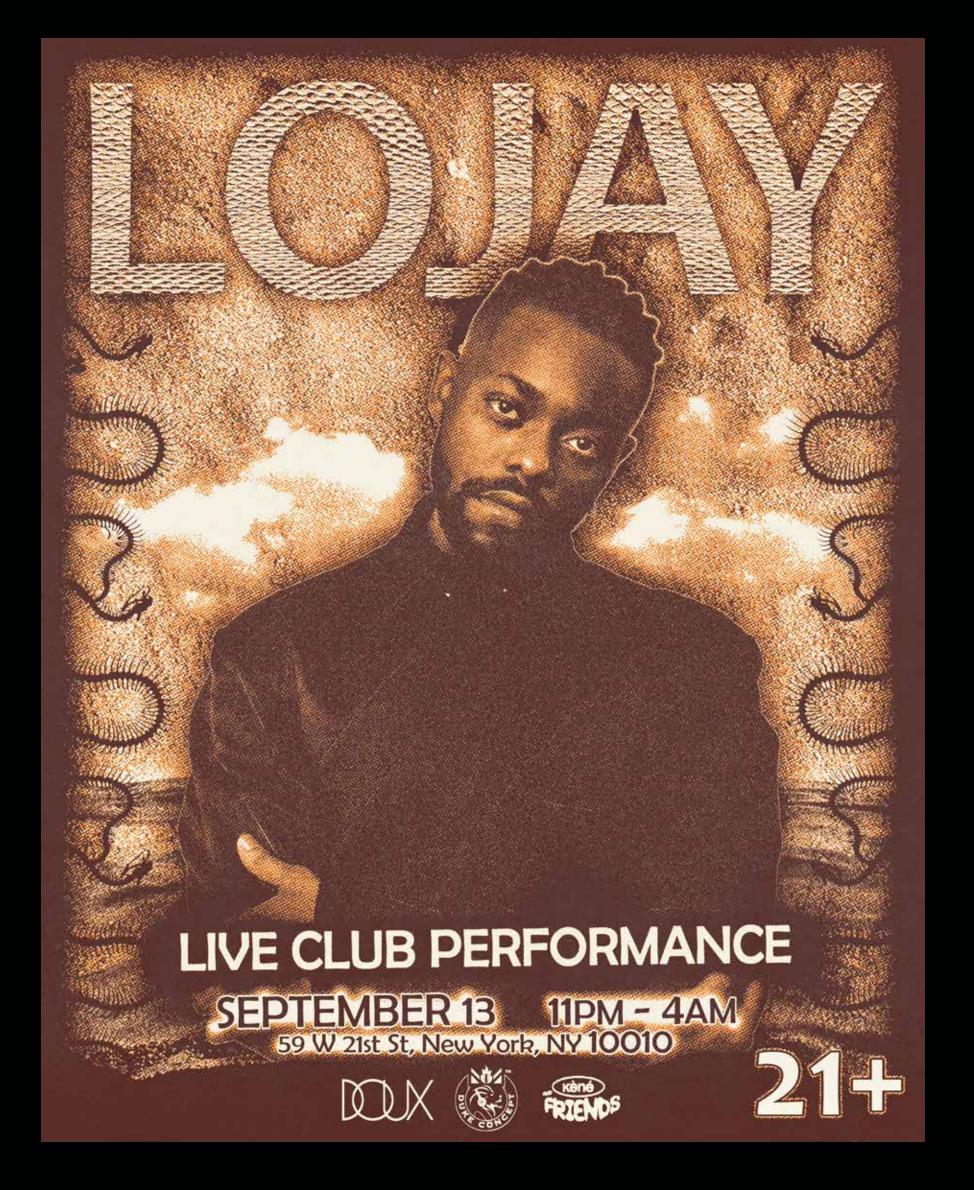
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2024

"KENEANDFRIENDS PRESENTS" **Event Poster**



"LOJAY" **Event Poster**



MATTHEW GRAND

DESIGN PORTFOLIO

2024

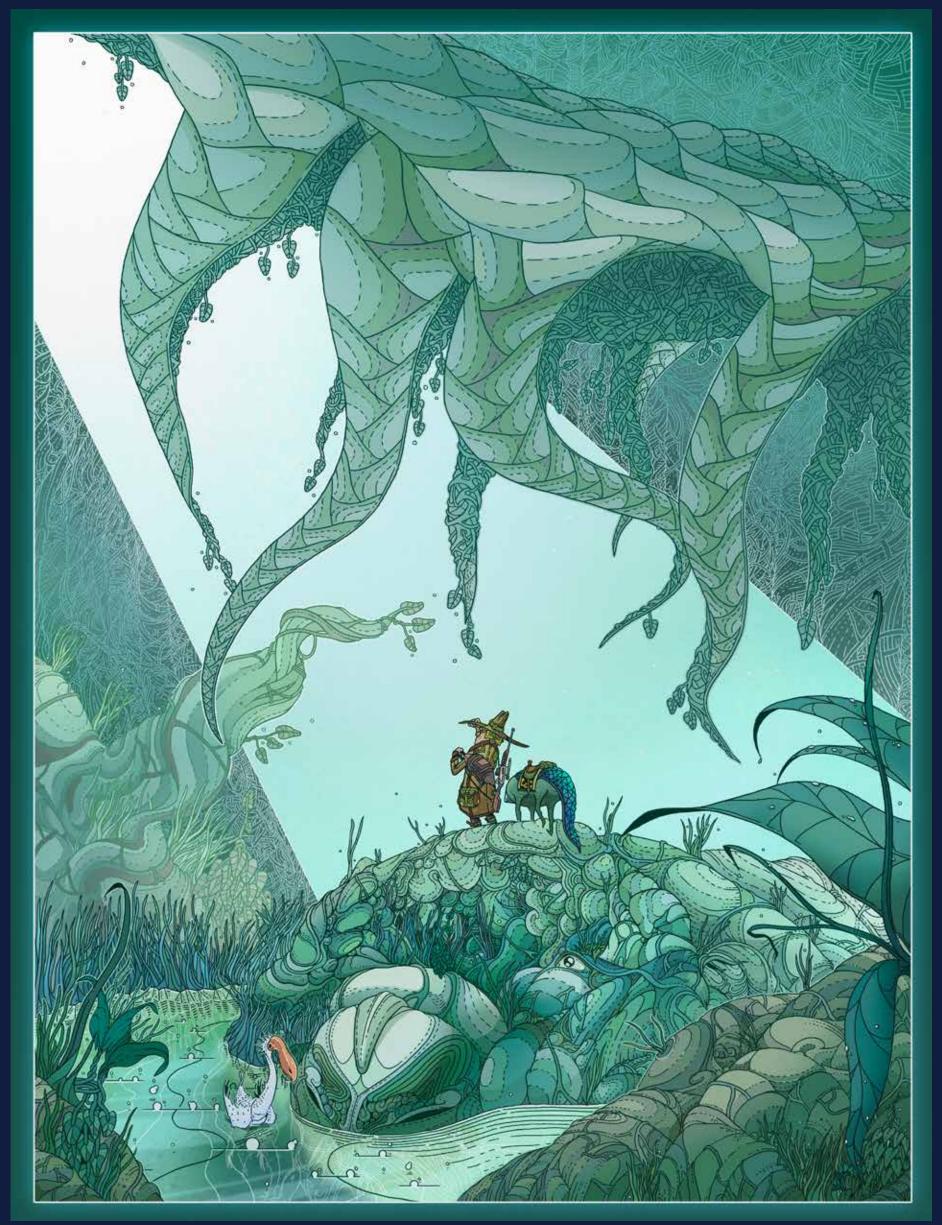
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ILLUSTRATION SAMPLES

GREAT GREEN FOREST

Illustration — Concept Art

GREAT GREEN FOREST is a landscape illustration created as an exploration of color, composition, and visual storytelling. The drawing makes allusion to the same sublime awe and wonder as the Romantic landscapes of the 1800s. Of course this is a fantasy landscape, so it is even more so daunting in its unfamiliarity. The viewer is encouraged to search deeper within the composition to find details hidden amongst the complex linework and alien plant life.







TOOTHACHE

Illustration — Poster Design

TOOTHACHE is a poster illustration made as an experiment in using text as a design element in conjunction with illustration. It also served as an exercise in visual storytelling and composition using overlapping subjects and surreal elements.







LITTERING PSA Illustration — Poster Design

LITTERING PSA is an illustrative poster made to spread awareness about beach littering. The monolithic water bottles towering over the playing children disrupt the otherwise peaceful landscape, showing the scale and urgency of the issue. The exaggerated scale and dynamic composition unsettle the viewer while bringing attention to the problem.







DEMONTHRONE Illustration—Concept Art

DEMON THRONE is an illustration created as an exploration of scale, architecture, and composition. It draws on aesthetics of the occult, antiquity, and deity worship while abstracting these inspirations for a more fantastical image.

