

DANIEL CARSON

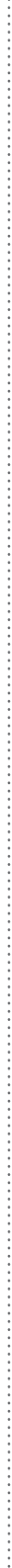
PHOTOGRAPHER
GRAPHIC DESIGNER
PRODUCT DESIGNER

mobile: +61 438 929 950
email: daniel.carson@mac.com
web: www.dimages.org

po box 1280, subiaco
perth, western australia, 6008

PRODUCT DESIGN

daniel carson // pdf design portfolio 2011 #1



project: field hockey sticks - 2011 release date

client: gryphon hockey

description: Taboo Range - to design the graphical elements of the international specification hockey sticks. Keep familiarity to the previous year's range, appeal to both genders, striking, strong branding on the shelf and on the field. This is the seventh iteration of the Taboo Range, with it being the fifth in this specific series breakdown. The Blue Steel stick is the flagship product of the entire Gryphon catalogue requiring quick and easy reference and recognition to be paramount.

Additionally product photos, pre and post release marketing design accompanied this project.

responsibilities: a full range design with scope of new variations for different markets and new models in development within the range. factory liaison within taiwan, vietnam and china to achieve a reproducible product as intended in design for mass production.

design year: designed 2009/2010 for full-scale production late 2010 for 2011 release to the market



PRODUCT DESIGN
daniel carson // pdf design portfolio 2011 #1

project: field hockey sticks - 2011 release date

client: voodoo hockey

description: Custom Range - Voodoo is a german brand aimed at the european and australian market. The brand has been built as "off-kilter". The Custom Range was to sit in the middle tier and appeal to a very broad range within the market. Exceptionally different, attention seeking and striking while holding some brand relevance. This design was later adapted to become the European top range design for 2012.

Additionally product photos, pre and post release marketing design accompanied this project.

responsibilities: a full range design with scope of new variations for different markets and new models in development within the range. factory liaison within taiwan, vietnam and china to achieve a reproducible product as intended in design for mass production.

design year: designed 2009/2010 for full-scale production late 2010 for 2011 release to the market

PRODUCT DESIGN

daniel carson // pdf design portfolio 2011 #1



project: field hockey shoes - 2011 release date

client: gryphon hockey

description: To develop an all new shoe from the ground up. The project started in 2008/09 with player + market research. Weight and grip are of the highest importance, so the need for innovative and new technologies inside the midsole of the shoe were required. A completely new outsole to reduce shoe failure while offering maximum grip specifically for hockey turfs was needed. The upper was to be appealing while breathable, able to move water and be comfortable for men and women. Concepts were tested globally before the final designs were placed on.

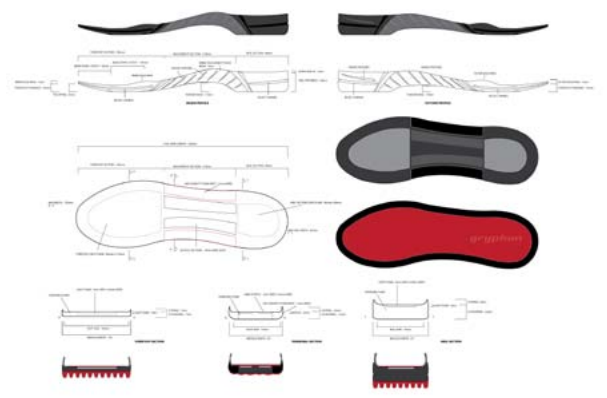
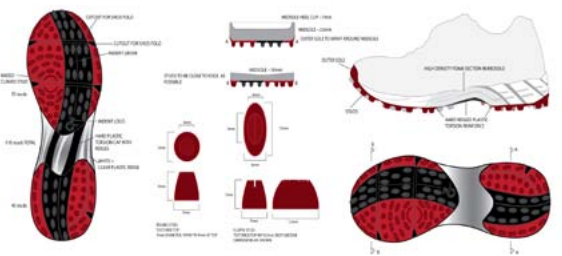
Additionally product photos, pre and post release marketing design accompanied this project.

responsibilities: Learn and develop new ideas, skills and technologies and integration within the confines of the existing shoe making methods available in China to achieve an economically viable design. Closely working with the production facilities was required throughout.

design year: designed 2008/09/10 for full-scale production and release for 2011.



PRODUCT DESIGN
daniel carson // pdf design portfolio 2011 #1



project: bag range - late 2010 release date

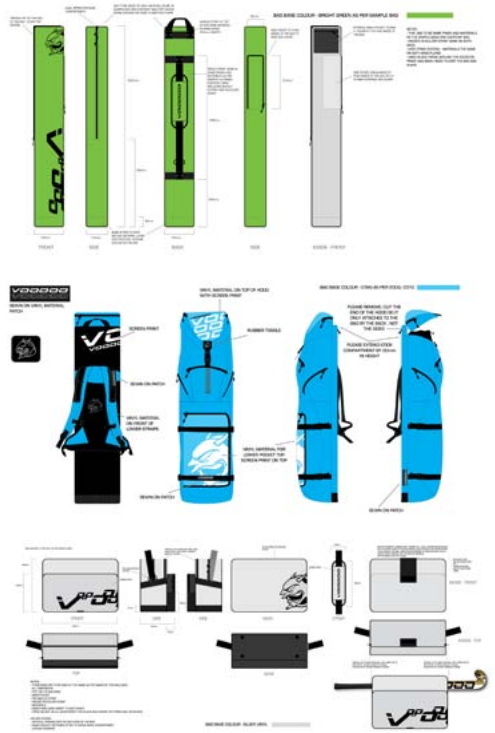
client: voodoo hockey

description: A complete range of bags to cater for both genders on and off the hockey pitch. A strong consideration to the european market and transport options such riding bikes with hockey equipment. Build on and innovate the two existing (previously designed in 2005 by Daniel) stick bags with new materials. Add a smaller and simpler stick bag. Create a new market position with an everyday shoulder bag that can also be used for hockey equipment, requiring a stick holster design within a compact rectangle shape.

responsibilities: Explore new materials, marry with colours and designs while strengthening the physical attributes of the products for less failure rates as well as keeping a competitive price point.

design year: designed 2010 for full-scale production late 2010

PRODUCT DESIGN
daniel carson // pdf design portfolio 2011 #1



project: grip packaging - 2009-10 release date

client: gryphon hockey

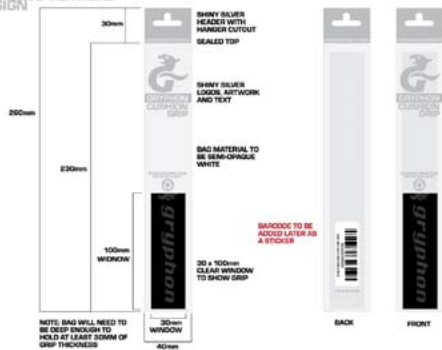
description: A job in two parts. Firstly design a package that is environmentally friendly, modular, requires as little new printing as possible for different contents, easy display. The first iteration was the recycled cardboard boxes for 2009. In 2010 packing for all products in this size range needed to be incorporated. All the above points needed to be considered but even cheaper and more universal. Clear windows, clear product description stickers and smaller physical expandable footprints were created to reduce shipping and packing costs.

responsibilities: Develop a new package that was not the industry standard of blister packs. Work with the factories regarding materials and modular options. A big challenge was to create a package design that could be replicated in many different factories in different countries.

design year: designed 2009/2010 for immediate production



GRIP PACKAGING VERTICAL DRAFT DESIGN



PRODUCT DESIGN
daniel carson // pdf design portfolio 2011 #1

PRINT MEDIA + DESIGN

daniel carson // pdf design portfolio 2011 #1



project: promotional posters

client: gryphon hockey

description: The best tool for marketing in hockey is the recognisable players that are signed to your cause. Second is the emotion of the game. Combine both of those to create a simple marketing tool for physical print media at tournaments, banners, posters, cards, point of sale give aways and online wallpapers. Bring together the intimate aspects of the personal touch of the player (real signatures), clear product placement, a simple brand message and emotion.

responsibilities: Create a style that can be used for any player. A format that can be reproduced in different formats. Take the photos of the players in the largest tournaments there is to offer. Organise printing globally and locally.

design year: designed for the 2010 Champion's Trophy Tournaments



shopfront variation // germany

PRINT MEDIA + DESIGN
daniel carson // pdf design portfolio 2011 #1

project: promotional posters and sales material

client: voodoo hockey

description: Create a poster that not only touts the marketing spin of the products but also pushes sales through a partnership. Make the posters different and engaging to standard sports posters, in line with the Voodoo ethos of being different and "off-kilter". A poster that can be used at tournaments and also instore.

responsibilities: A template that can use any player or combination of players. Organise the printing locally to the tournaments nationally and shipping around Australia of spin-off material kept locally.

design year: designed for the 2010 Champion's Trophy Tournaments



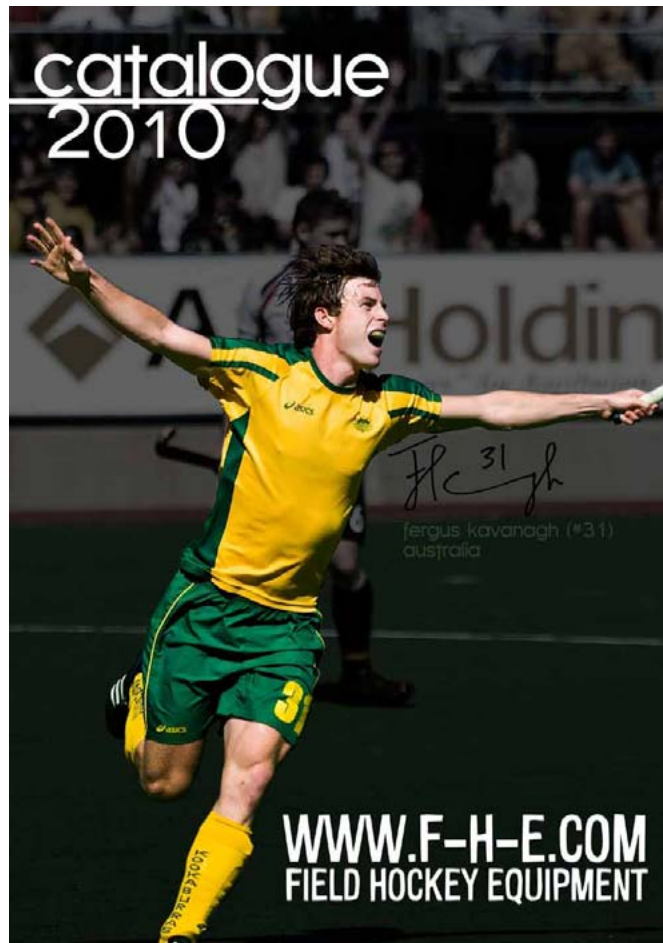
project: retail product catalogue

client: field hockey equipment australia

description: Build and design a 40 page catalogue complete with prices, specials, featured products, location guides, contact details. Build a template that can accommodate many different types of products while being clear with descriptions, prices and allowing ample space to feel accessible.

responsibilities: Create a template that can be reused. Take product photos. Use and take player photos that portrays the retail brand. Organise press quotes, print process, colour check and mail-out (including weight considerations) directly from mail centres to the supplied database.

design year: designed for the 2010 catalogue



PRINT MEDIA + DESIGN
daniel carson // pdf design portfolio 2011 #1

project: retail product catalogue

client: gryphon hockey (japan distributor)

description: Create a simple product catalogue for the brand in a foreign language. Consider the market and what is appealing in terms of colour and design. For this project an illustration of a player was drawn for the cover.

responsibilities: Consider copy checking with Japanese native speakers. Organise off-shore printing. Liaise with distributors and press through language barriers.

design year: designed for the 2008 catalogue



STICKS - VINTAGE RANGE

SILVER ARROW - 36.5" ¥12980 - ¥13000

STALLION RED - 36.5" ¥11980 - ¥11000

COBRA BLUE - 36.5" ¥13480 - ¥9500

JAGUAR GREEN - 36.5" ¥13480 - ¥9500

STICKS - GOALIE RANGE

TAROO BLUE STEEL GK - 36.5" ¥15480 - ¥17000

TAROO MAGNUM GK - 36.5" ¥13480 - ¥13000

ACCESSORIES - SHOES - BALLS - GRIPS

VENOM BLACK (23cm - 29cm) ¥9500 - ¥5500

DUMPLE INTERNATIONAL BALL (WHITE) ¥10000 - ¥12000 (ケース)
日本ホッケー協会公認球

TOWEL GRIP: red, black, blue, white ¥10500 - ¥700

CHARMOIS GRIP: yellow, black, white ¥10500 - ¥700

CHARMOIS OVER GRIP: black, white, navy, orange ¥10500 - ¥700

CUSHION GRIP: blue, black, red, white ¥10500 - ¥700

CHUBBY GRIP: black, sharkskin ¥7500 - ¥1000



CORPORATE IDENTITY

daniel carson // pdf design portfolio 2011 #1



project: full identity package

client: window logic IT

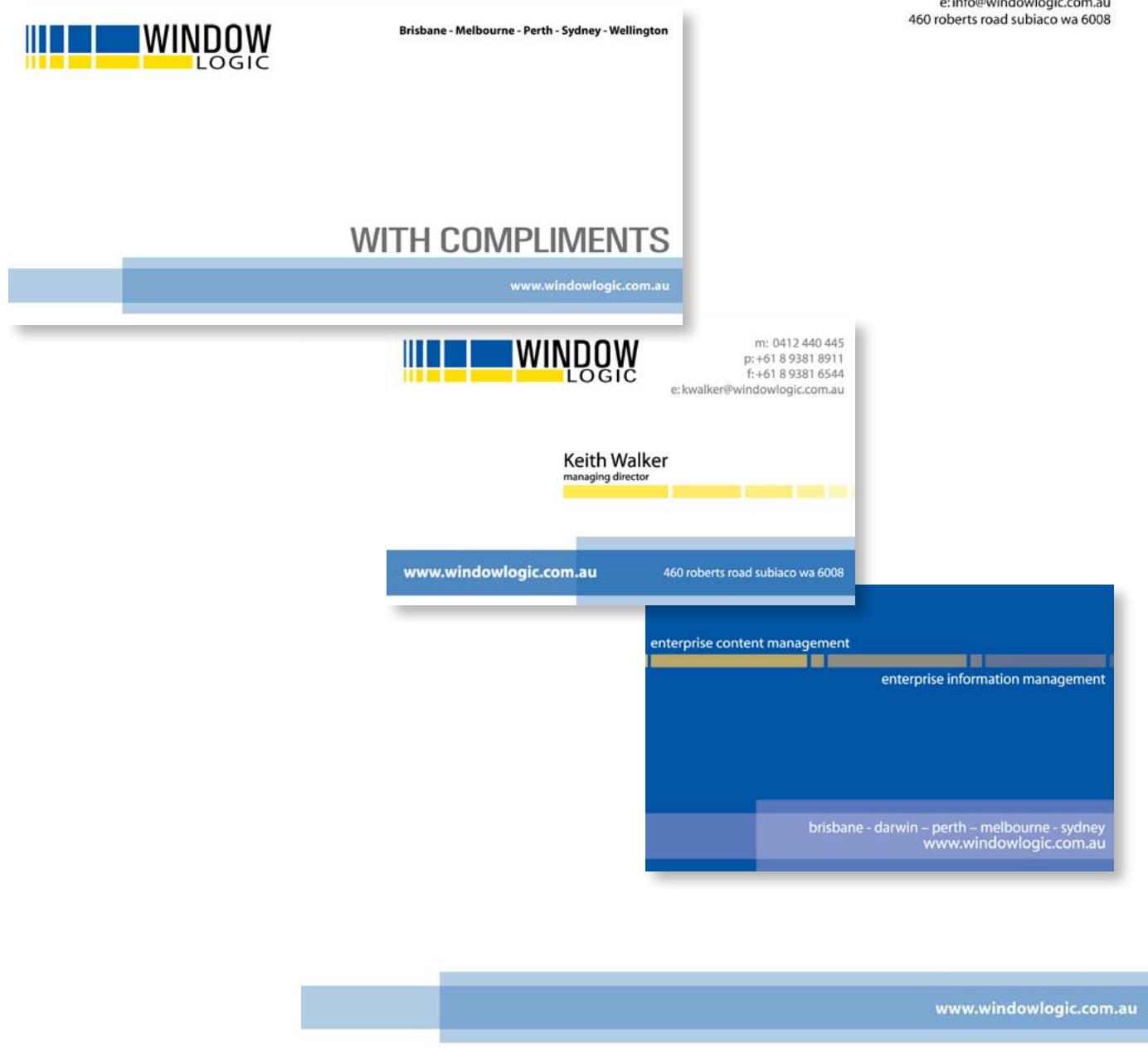
description: Create a full and complete corporate identity (inc. logo) for a leading IT company in Perth which services Woodside, Rio Tinto, Water Corporation, GSC, etc... Must stay away from any "MS Windows" references. The owner is a big West Coast Eagles fan.

responsibilities: Liaise and work through the full process of a large scale identity programme. Organise complete start up printing for all staff and offices nationally. Work with further WL clients with their logo and branding across all projects.

design year: designed in 2004 (still current)

CORPORATE IDENTITY

daniel carson // pdf design portfolio 2011 #1



project: full identity package

client: latitude xl project management

description: a corporate identity with a twist. The client is an avid motorsport entrant competing nationally. His love of fast, and race inspired design needed to work well on a car as well as site signage. His love of the KTM brand lead to the colours.

responsibilities: As well as the usual printing needs, the artwork needed to be adapted for different car colours and shapes, primarily as vinyl cut graphics.

design year: designed in 2008 (client won Targa Tasmania 2011 with the car pictured)



BLAISE PARIS

0411 337 644

blaise@latitudexl.com.au

LatitudeXL
COMMERCIAL FITOUT & PROJECT MANAGEMENT

LatitudeXL
COMMERCIAL FITOUT & PROJECT MANAGEMENT

THE OTHER DETAILS

PO BOX 4066 | CANNINGVALE | WA 6155

FAX: [08] 9287 2842

THIS IS THE BACK OF THE CARD. YOU REALLY WANT THE FRONT SIDE

LatitudeXL
COMMERCIAL FITOUT & PROJECT MANAGEMENT

WEB + DIGITAL MEDIA

daniel carson // pdf design portfolio 2011 #1



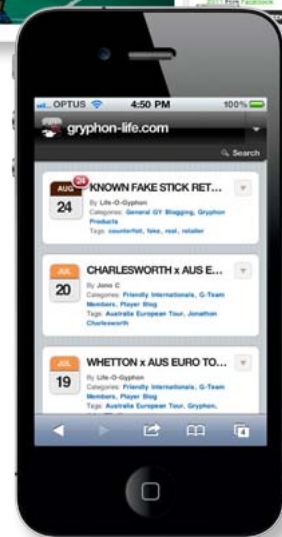
project: gryphon-life

client: gryphon hockey

description: the brief was come up with a concept to further engage customers without the constraints of standard social media such as facebook. Create a platform for constant, new and interesting content from the brand as well as the players. Gryphon-Life.com was born through player consultation. Coded in PHP with Wordpress as the basis of the content system. Ultimately make it a common destination in person's internet browsing habit, as much as facebook and other social media.

responsibilities: Customise the website uniquely. Make it easy for the average contributor to add content to the site. Integrate it with Twitter and Facebook. Update with new content constantly while watching carefully the viewer stats and acting accordingly to the data to create more traffic.

design year: original concept in july 2009. reworked in november 2009



WEB + DIGITAL MEDIA
daniel carson // pdf design portfolio 2011 #1

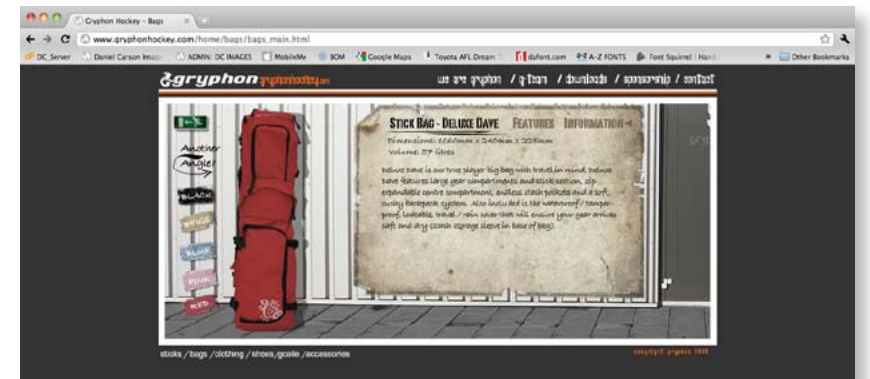
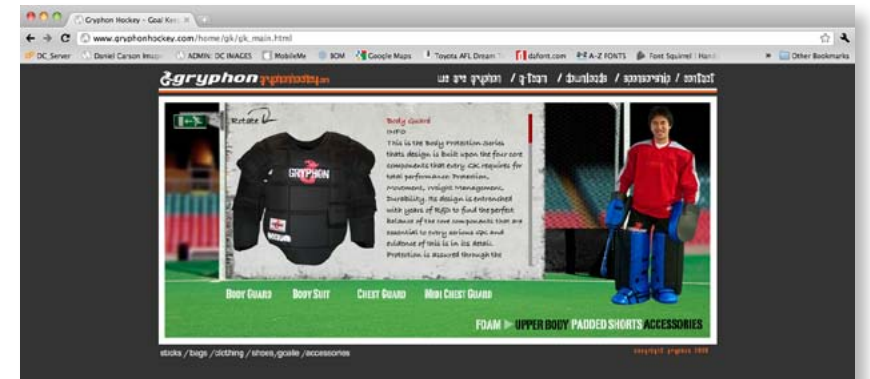
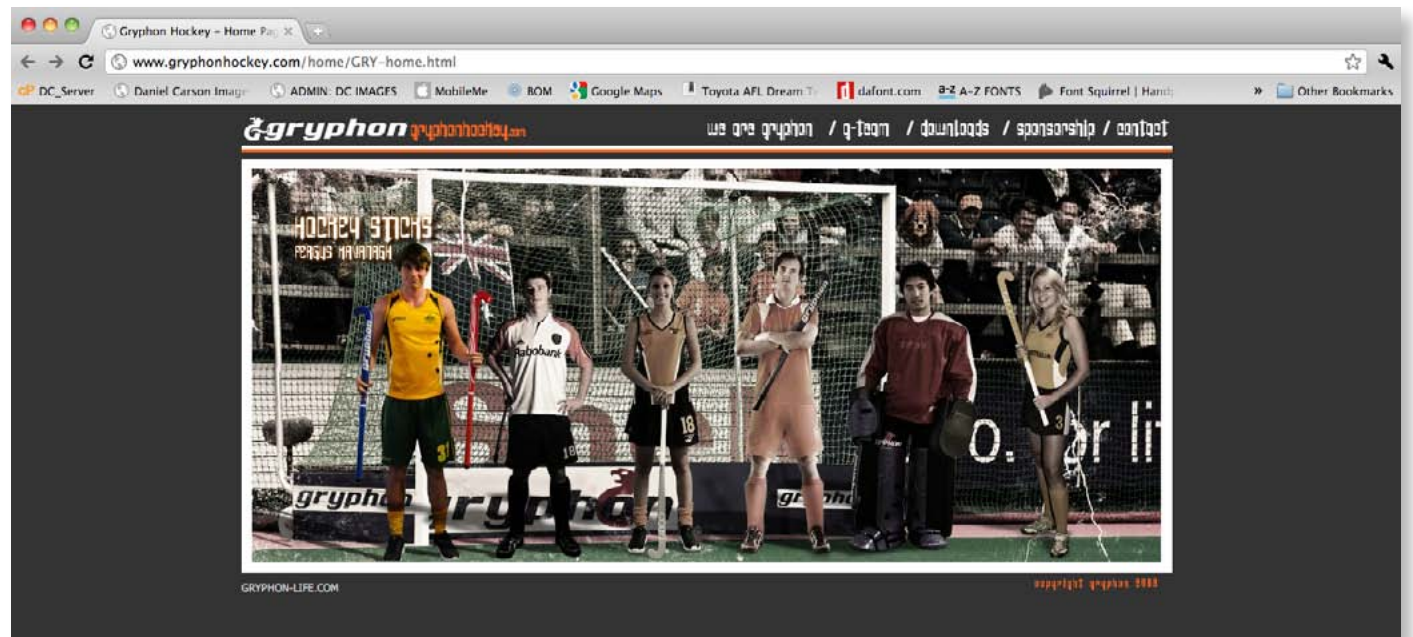
project: 2009 gryphon website

client: gryphon hockey

description: Three weeks to make a new website in Flash. A website that is not the norm in the hockey market. A site that has more emphasis on interacting with the viewer's heroes rather than just the products. Make the viewer want to come back over and over again to find new little things. Get the customers talking. At the same time make it easy to find products.

responsibilities: Work to very tight time constraints. Communicate with international players and distributors to understand how to get the right photos to create the animations for the site. Consider systems to reduce the Flash lag time on load.

design year: designed and coded october 2008



WEB + DIGITAL MEDIA

daniel carson // pdf design portfolio 2011 #1

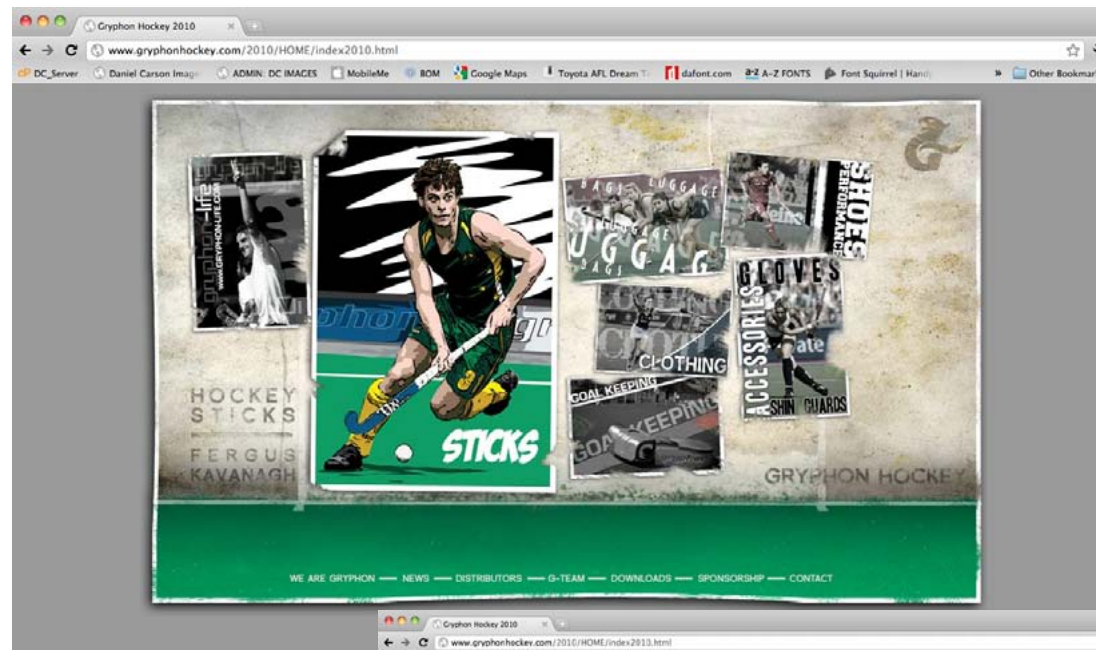
project: 2010 gryphon website

client: gryphon hockey

description: A short time frame of less than four weeks to make a completely new website in Flash. Grow from the 2009 website to creating texture and warmth. Keep emphasis on the players but enlarge the product experience to a "hyper real" aesthetic. Tie in with the 2010 product range brand marking and media already being released

responsibilities: Push the knowledge of Flash design while still within tight time frames. Make the site feel seamless where the viewer stays in one place and their choices move the objects around that single place using Flash and artwork.

design year: designed and coded november 2009



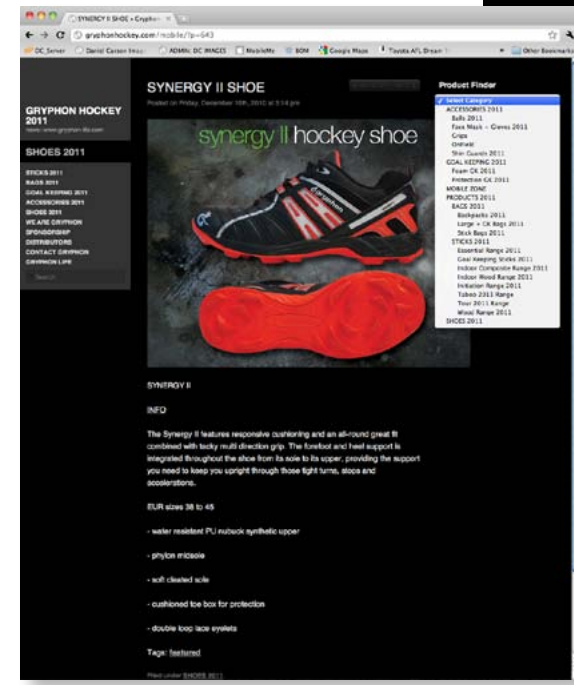
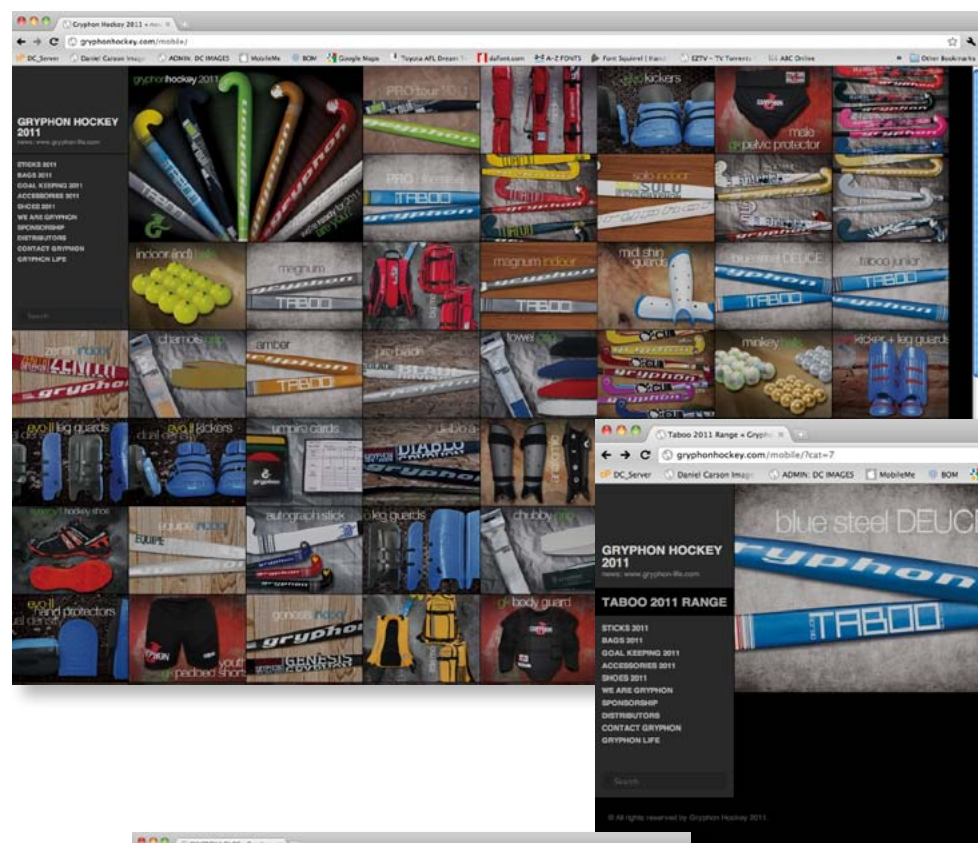
project: 2011 gryphon website

client: gryphon hockey

description: With the push of iOS devices and the incurring issues Flash was pushing globally with speed, page referencing and editability, create a website that can work cross-platform but still look appealing. PHP and CSS using a Wordpress platform was utilised and customised to create an easy to update and view website. Content richness was created through the product imagery.

responsibilities: Custom code Wordpress templates to work across platforms seamlessly. Teach internal and external staff how to update and look after the website and products. Interact with social media outlets.

design year: designed and coded december 2010



WEB + DIGITAL MEDIA
daniel carson // pdf design portfolio 2011 #1

ILLUSTRATION

daniel carson // pdf design portfolio 2011 #1



project: illustration for multiple media

client: gryphon hockey

description: Think outside the box for a concept that can span across multiple formats from print, web, promotional and products themselves. Choose well known players and give them a "heroic" edge while creating a "wow" factor within the hockey marketplace, creating a want for more players to become the subject of these illustrations as a gryphon player.

responsibilities: Draw the players using Illustrator and tablet technology freehand. Use multiple layers to allow for colour changes and quick edits. Make the products available across multiple formats at high quality.

design year: up to 12 illustrations were drawn since 2008 to 2010

