



My name is Matt Taylor and this is MattOS.
Click the through this pdf like you would a
desktop to explore my work!

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OK



To begin, press the log in button



Matt Taylor

I am a 22 year old Falmouth University Graphic Design graduate based in London. The projects I create stray from the norm, providing exploritive, unconventional, and playful outcomes. My research into psychology and the human psyche has deepened my perspective on design, allowing me to develop work that resonates with people and provokes curiosity.



Luckfest



Thursday_Nights



(Re)generate



The_Abyss



The_Subcon_Proj_Sesh



Films_Archive



The_Big_Red_Badge



Hostile_Architecture



Back



Project Description

Details

Event Design & Branding

- Logo Design
- Icons and Signage
- Promotional Material
- Spatial Design and Construction
- Event Hosting

About

Luckfest is a private, invite-only festival founded by a group of uni friends who love cider, live music, and unforgettable vibes in the cornish countryside. Set in a secluded field in Golant, this four-day event features live music and performances, a handcrafted bar and stage, a cinema made from boat sails, and a legendary party in the woods. While Luckfest is currently a close-knit gathering, it holds the potential to evolve into something much larger—a grassroots festival that stays true to its origins while embracing future growth.

Luckfest

Brief:

Refresh and build upon Luckfest, a Cornish festival created by myself and a group of friends in 2024. The aim was to capture the atmosphere of Luckfest and imagine it as a budding festival with massive potential. This project will continue for years to come as each year we will host this festival and make it better than the last.

Insight & Solution:

Luckfest is a hedonistic festival set in the heart of nature with a grassroots, handcrafted spirit but its branding currents lacks the wild, messy imperfection, and atmosphere that comes with attending the event. The solution? Drunk Vision + Fire Pit.



Dancing.jpg



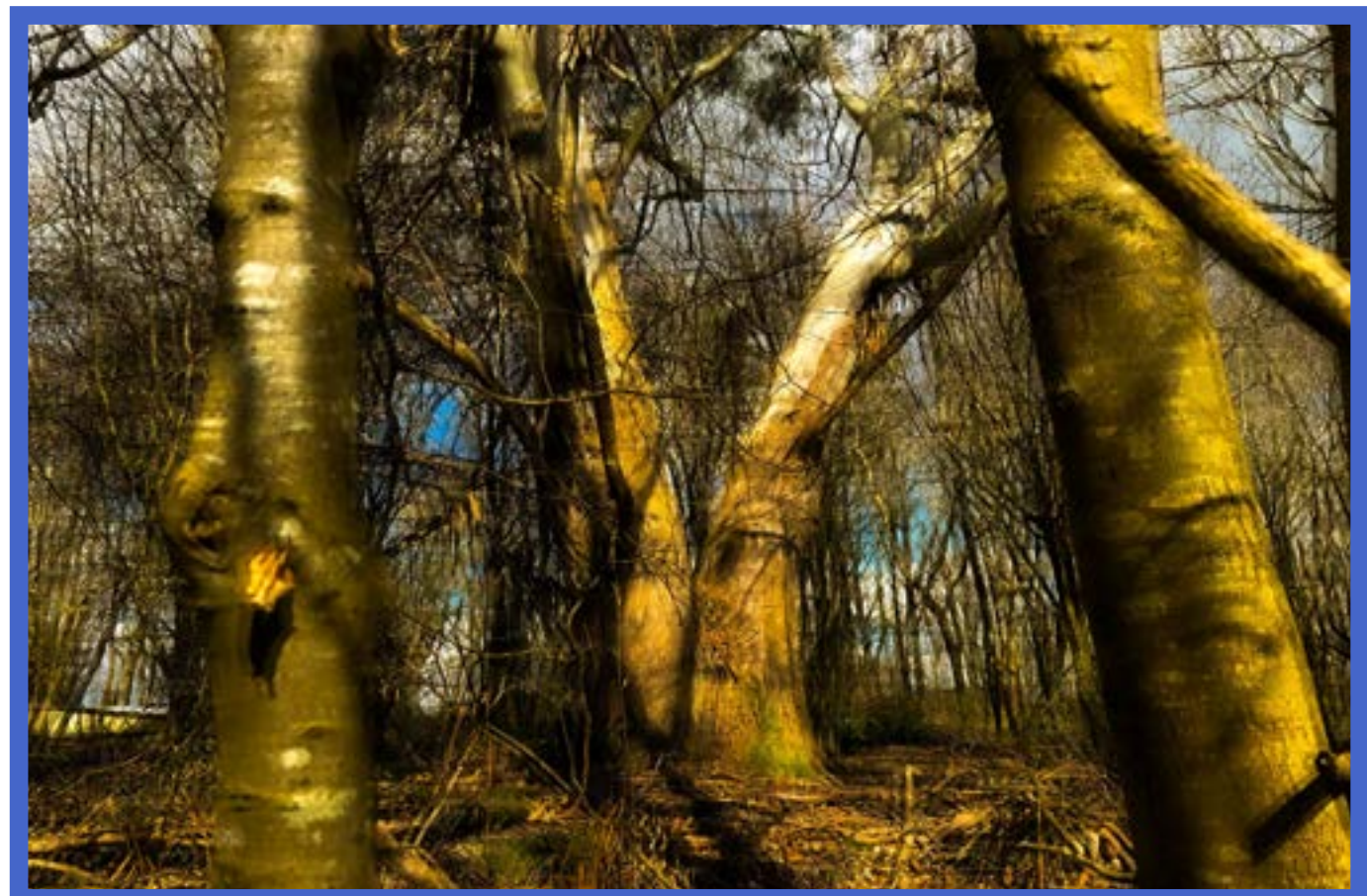
Good_Vibes.jpg



Drunk_Vision.jpg



The_Bar.jpg



The_Gumtrees.jpg



The_Fire_Pit.jpg



Low_Shutter_Speed_Photography.jpg



[^ Click to watch the Luckfest 2025 Teaser Trailer ^](#)



Back



Icons and Signage



Rigid_Contrasting_Type.jpg





Back



Promotional Material



Laser_Etched_Gumtree_Tickets.jpg



Merch.jpg



Welcome_Leaflet.jpg



Collaborative.jpg



Grass_Roots.jpg



Hand_Crafted.jpg



^ Click to watch Luckfest 2024 Highlights ^



Cheers_To_Good_Times.jpg



Keg_Stand.jpg



Back



Project Description

Details

Book Making & Editorial Design

- Collection and Curation
- Craft
- Reader Experience

About

The aim with this project was to pay homage to the culinary tradition of Thursday Nights after my housemates graduated in 2024. This is to be a fun, almost satire take on cookbooks due to the go-with-the-flow nature of Thursday Nights in which ingredients were often bought on the day and recipes were never closely followed. However the final outcome is not just a loose mess of memories, but a well assembled collection of good times that still captures the chaotic spirit of Thursdays.

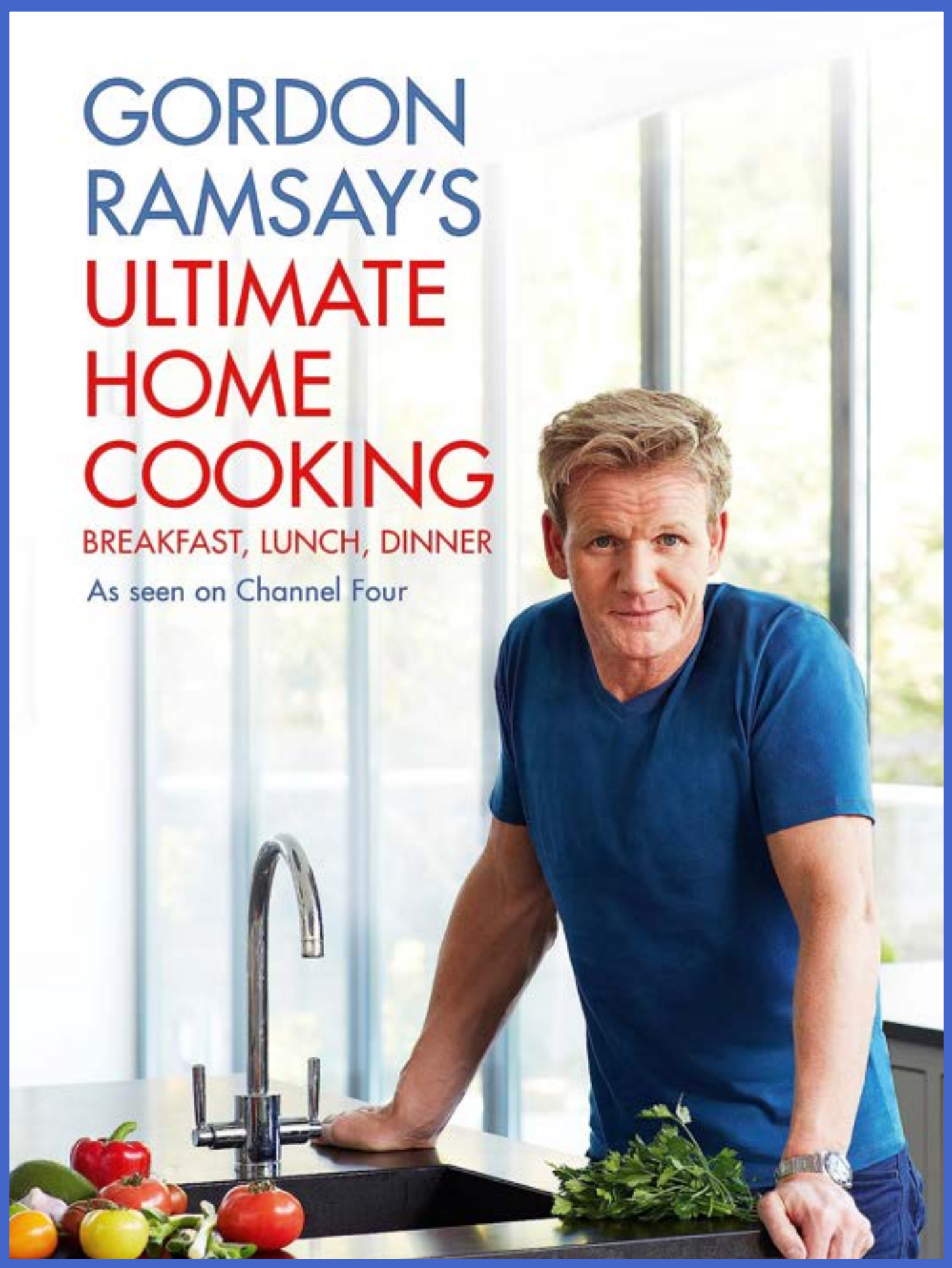
Thursday Nights Cook Book

Brief:

Create a 'cookbook' to represent the legendary Thursday Nights; a tradition between my housemates and I made where we made a group banquet every Thursday night for 3 years.

Insight & Solution:

All cookbooks look the same. This book captures the unique, chaotic spirit of Thursday Nights in a way that doesn't adhere to the traditional expectations of a cookbook by celebrating memories and embracing mess.



Boring_Books.jpg



Uni_Kitchen_Nightmares.jpg



Layered_Zines.jpg



Menu_Art.jpg



Death_Row_Night.jpg



Fondue_In_The_Woods.jpg



Christmas_Night.jpg



Mexican_Night.jpg



Hand_Drawn_Illustrations.jpg



Layered_Scrapbook_Style_Imagery.jpg



The_Thursday_Night_Cookbook.jpg



Washing_Up_Photoshoot.jpg



Back



Project Description

Details

Editorial Design

- Typesetting
- Book Design
- Perfect Binding

About

(Re)generate uses blackletter typefaces to celebrate typography and the similarly ancient rules that it entails. It does this by highlighting the beauty of ligatures with negative space and adhering strictly to the laws of typography.

(Re)generate

Brief:

Breathe new life into old typographic essays through the creation of a publication called (Re)generate and adhering to typographic rules.

Insight & Solution:

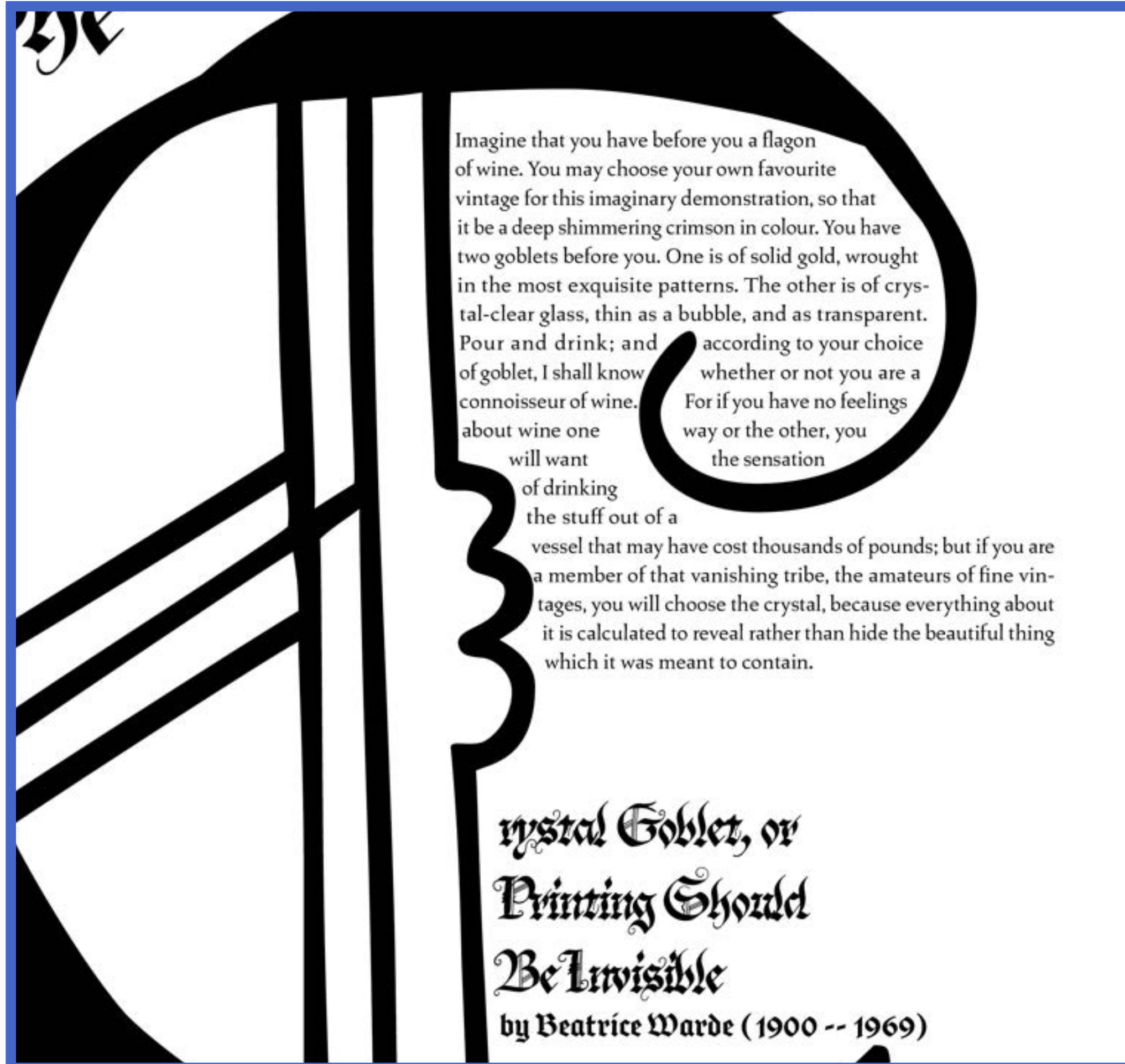
Revive and celebrate blackletter by zooming in on the details of ligatures, allowing them to encapsulate whole pages for the viewer to truly appreciate.



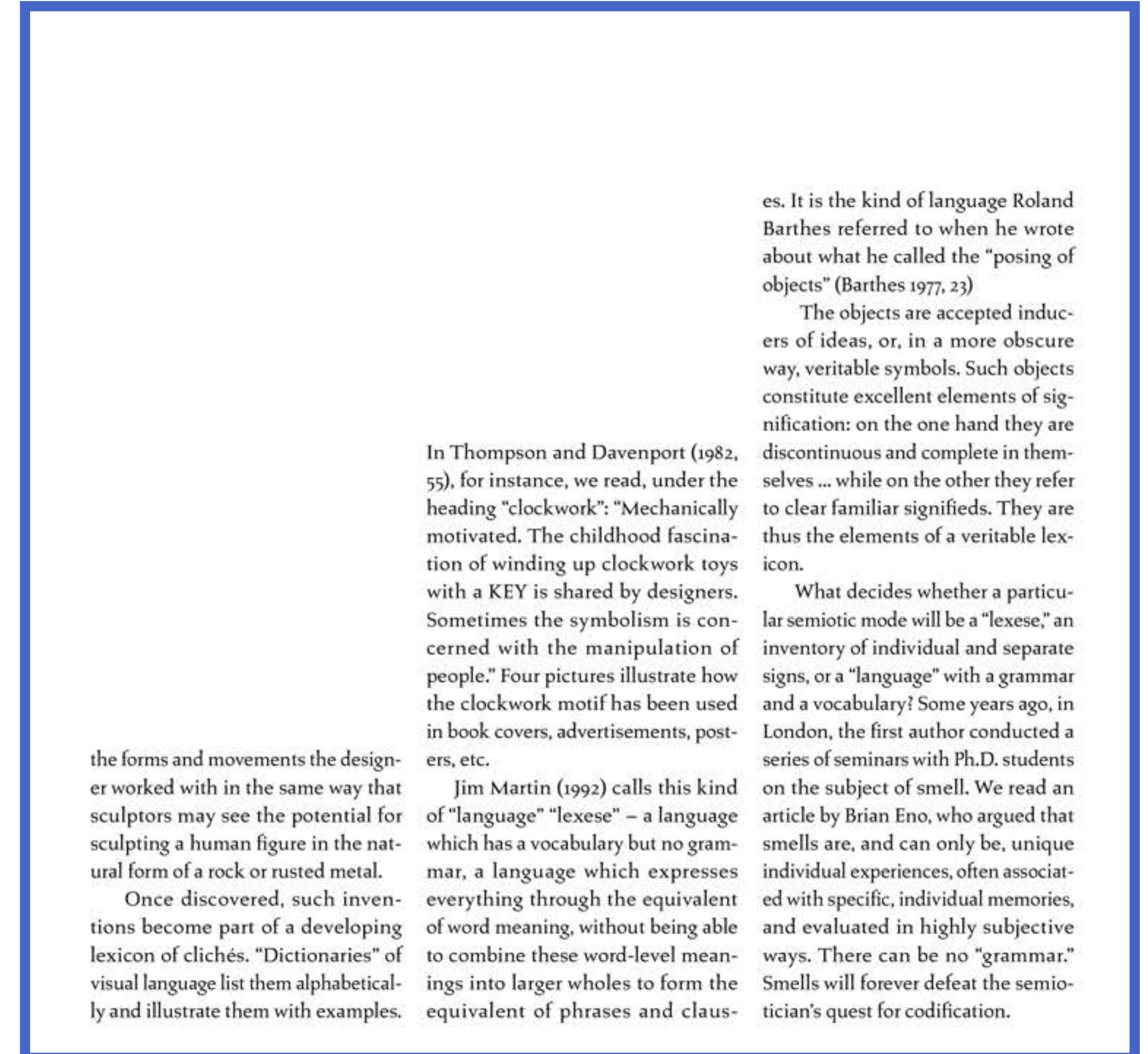
Back



Typesetting



Celebrating_Ligatures.jpg



Engaging_Text_Arrangements.jpg



Back



Book Design



Translucent_Pages.jpg



Using_Negative_Space.jpg

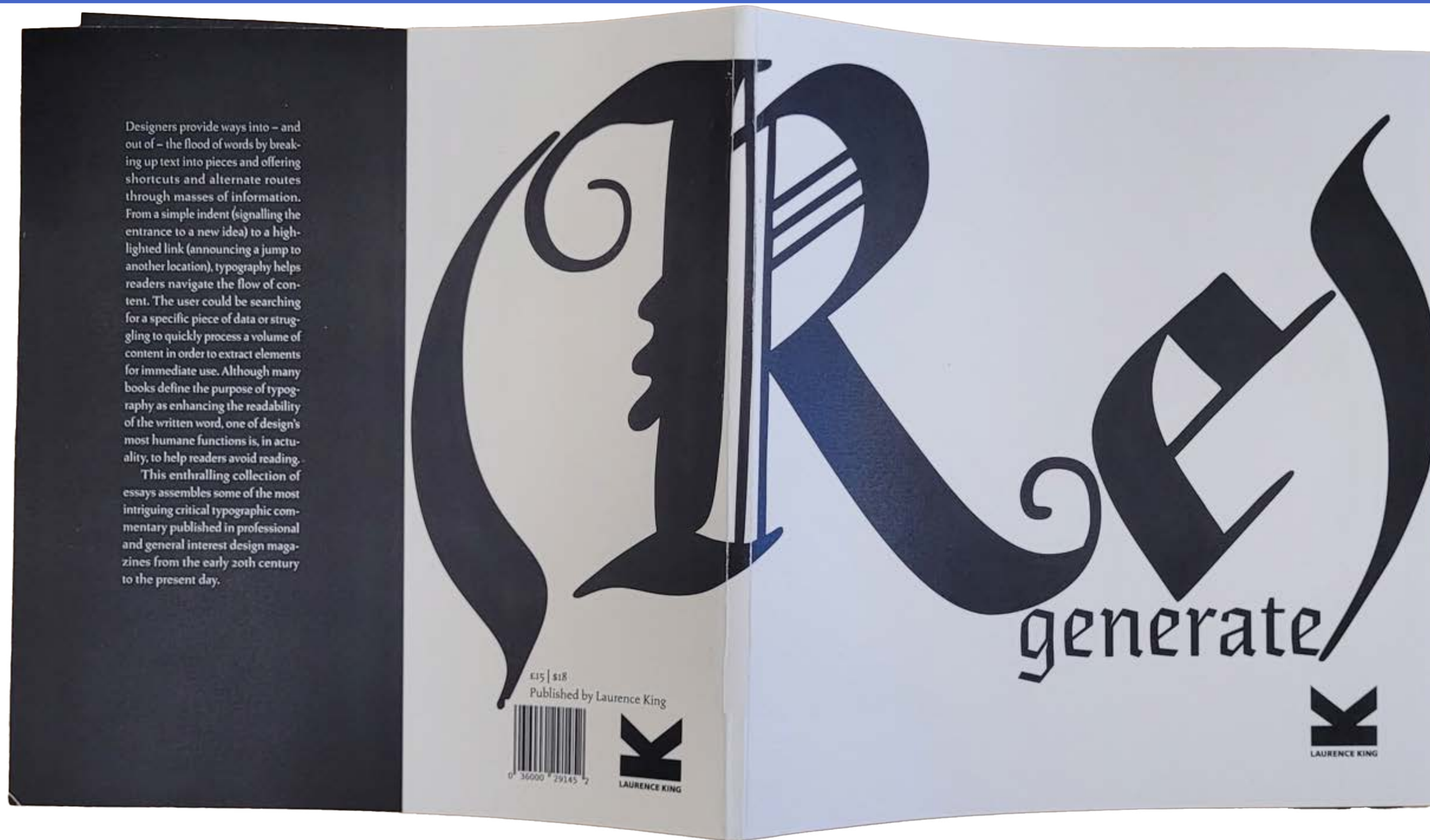




Back



Perfect Binding



Wrap_Around_Cover.jpg





Back



Project Description

Details

Installation & Book Design

- Narrative and Typesetting
- Hand Stitched Binding
- Exhibition Installation

About

The Abyss is an order of service style booklet sitting in a casket upon a plinth, designed for the reader to stand at the shrine while reading as if to pay their respects. The narrative inside is based on my own life and I use this to my advantage in this emotional experience.

The Abyss

Brief:

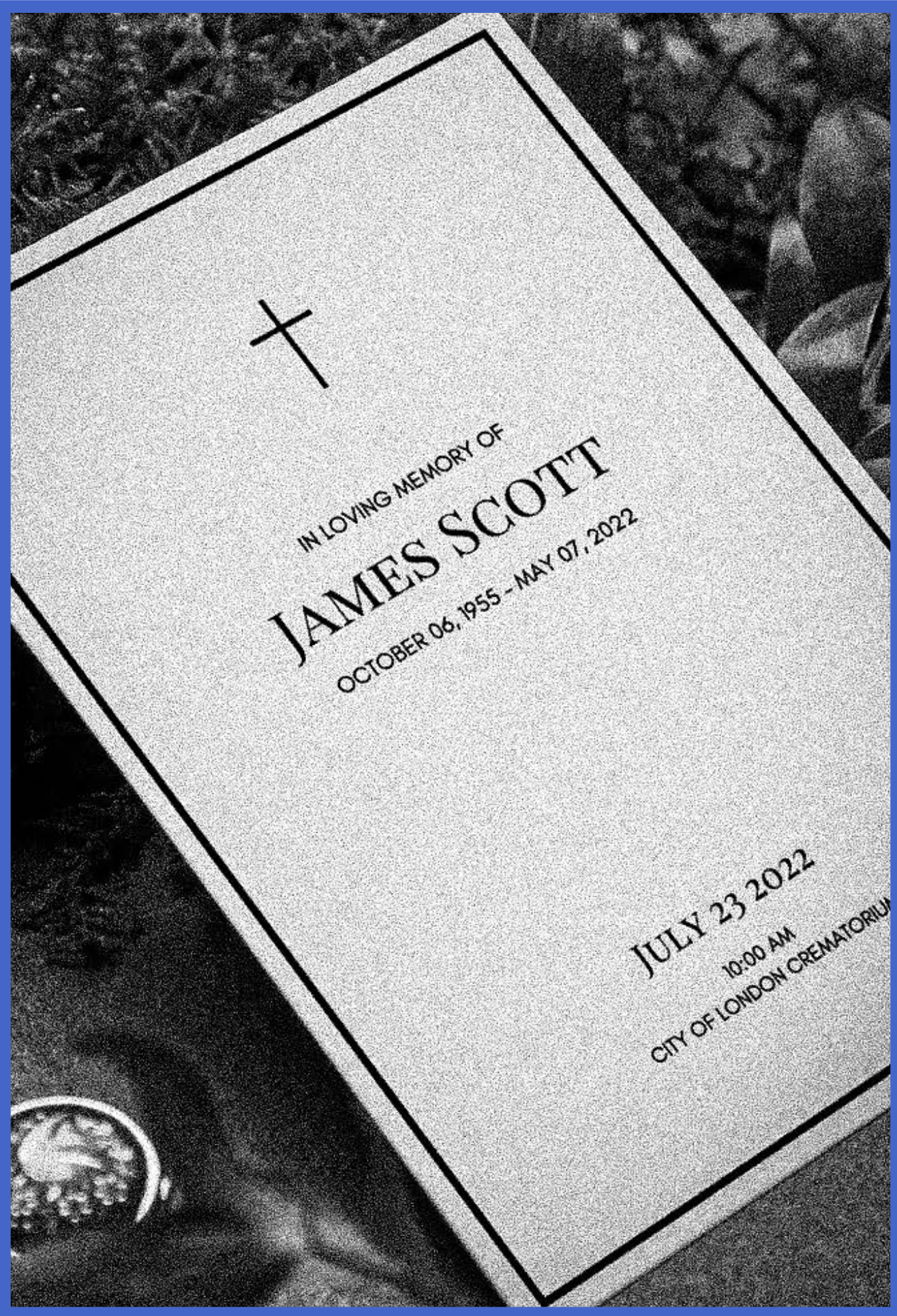
Create a narrative book on the theme of loss.

Insight & Solution:

To pay respects with quiet design I made an order of service style booklet and funeral service for the loss of childhood innocence.



Victorian_Funerals.jpg



Order_of_Service.jpg



Kazimir_Malevich's_Black_Square.jpg



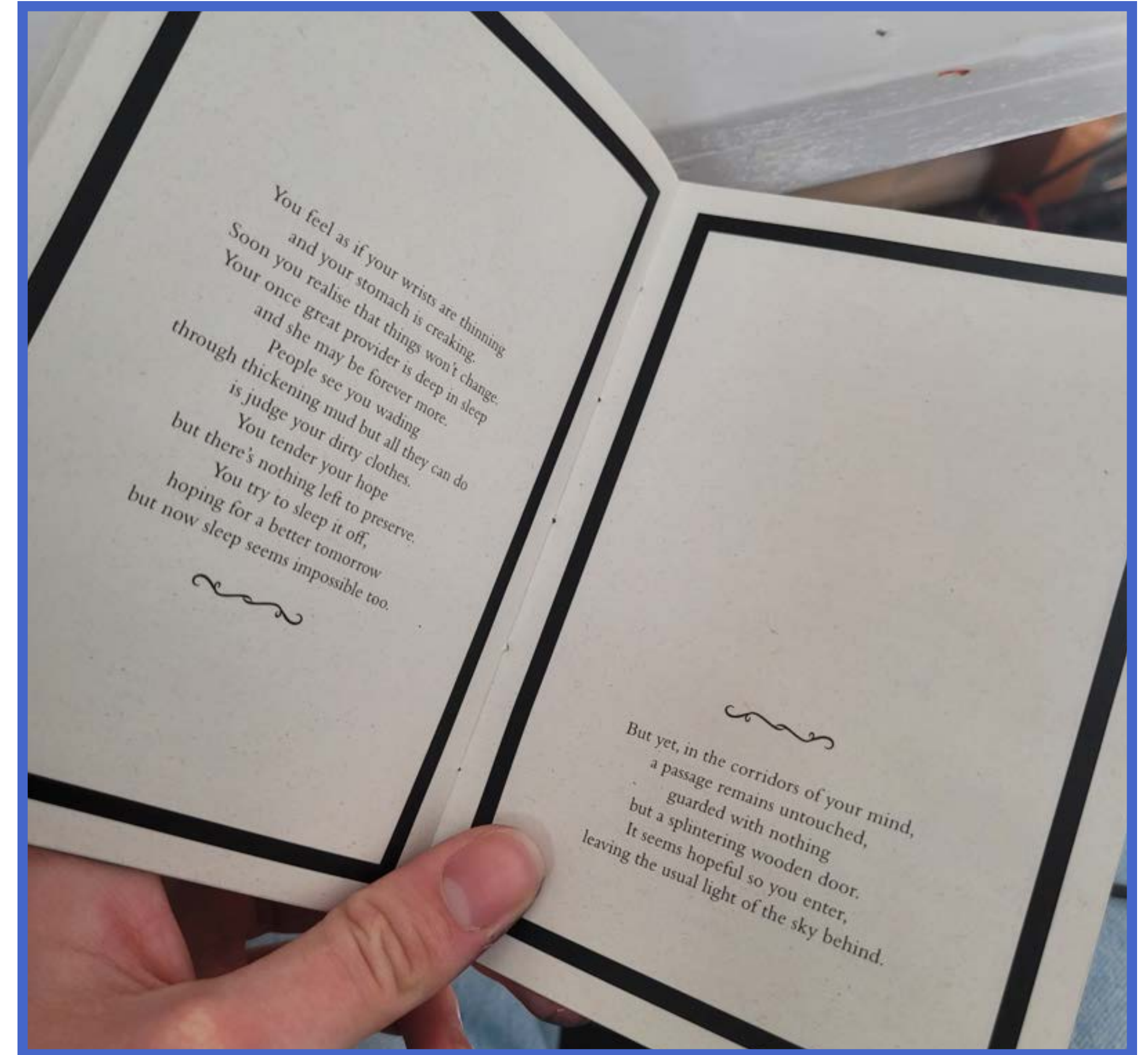
Back



Narrative and Typesetting



Cautionary_Bookmark.jpg



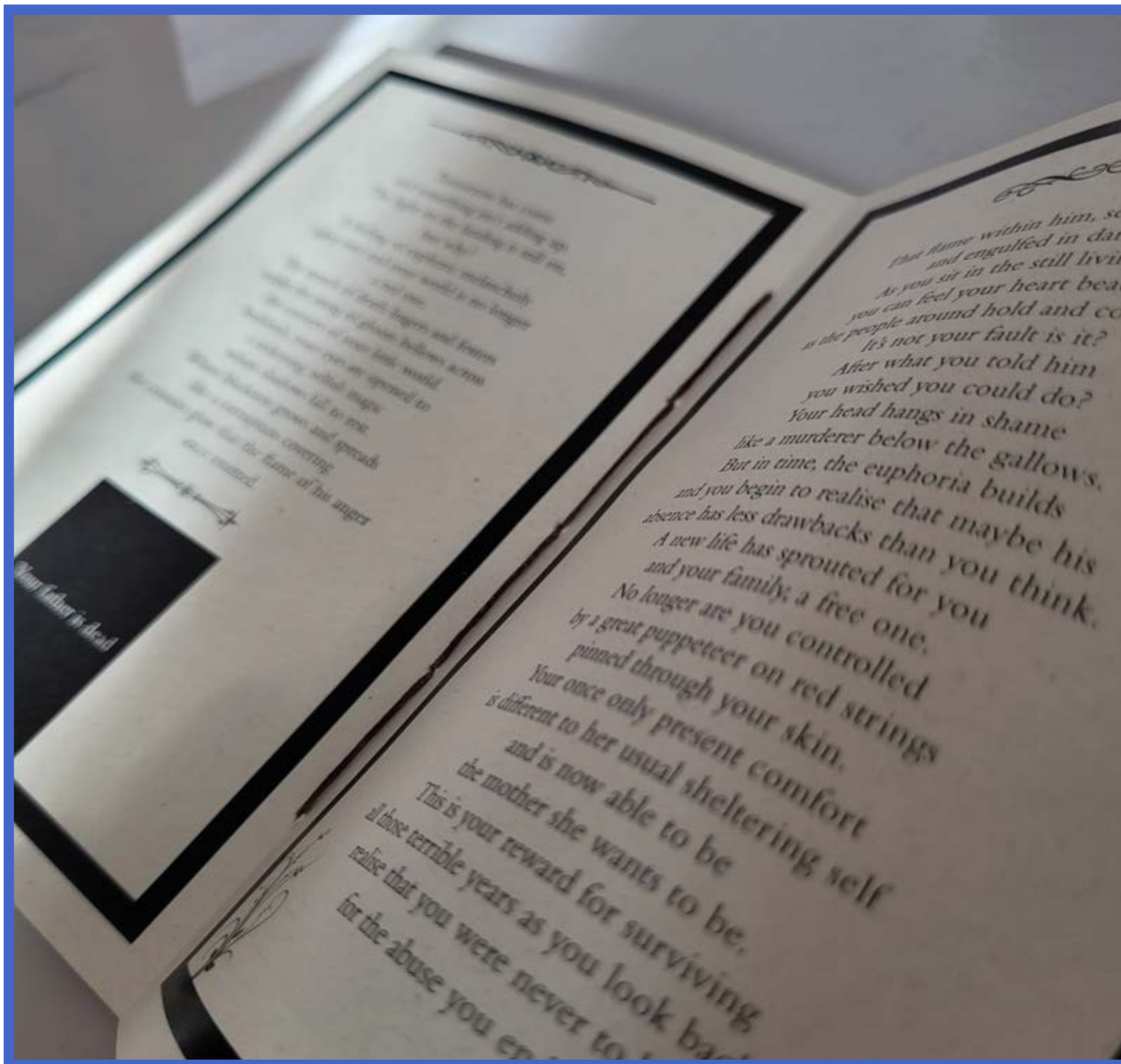
Quiet_Revering_Design.jpg



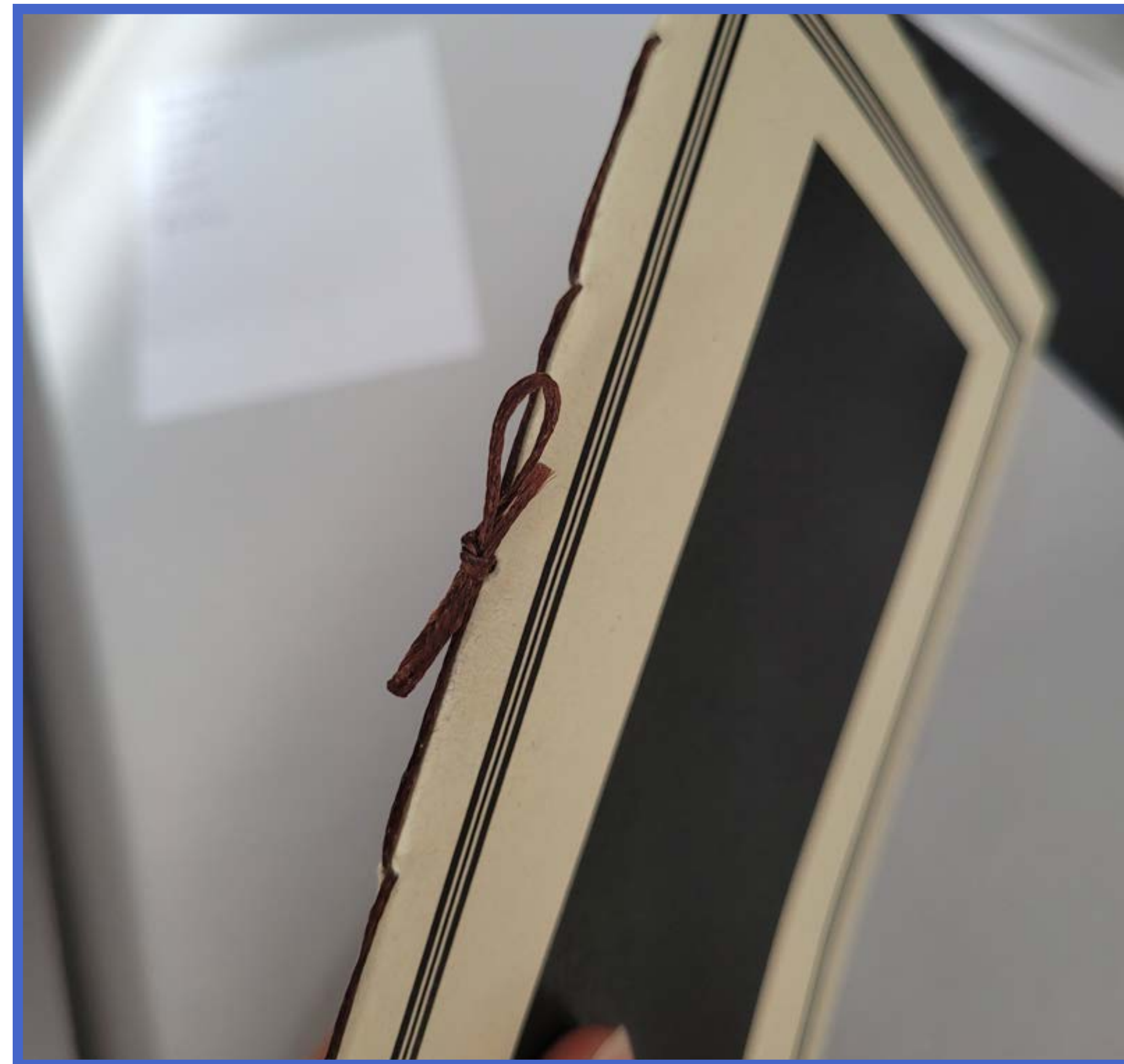
Back



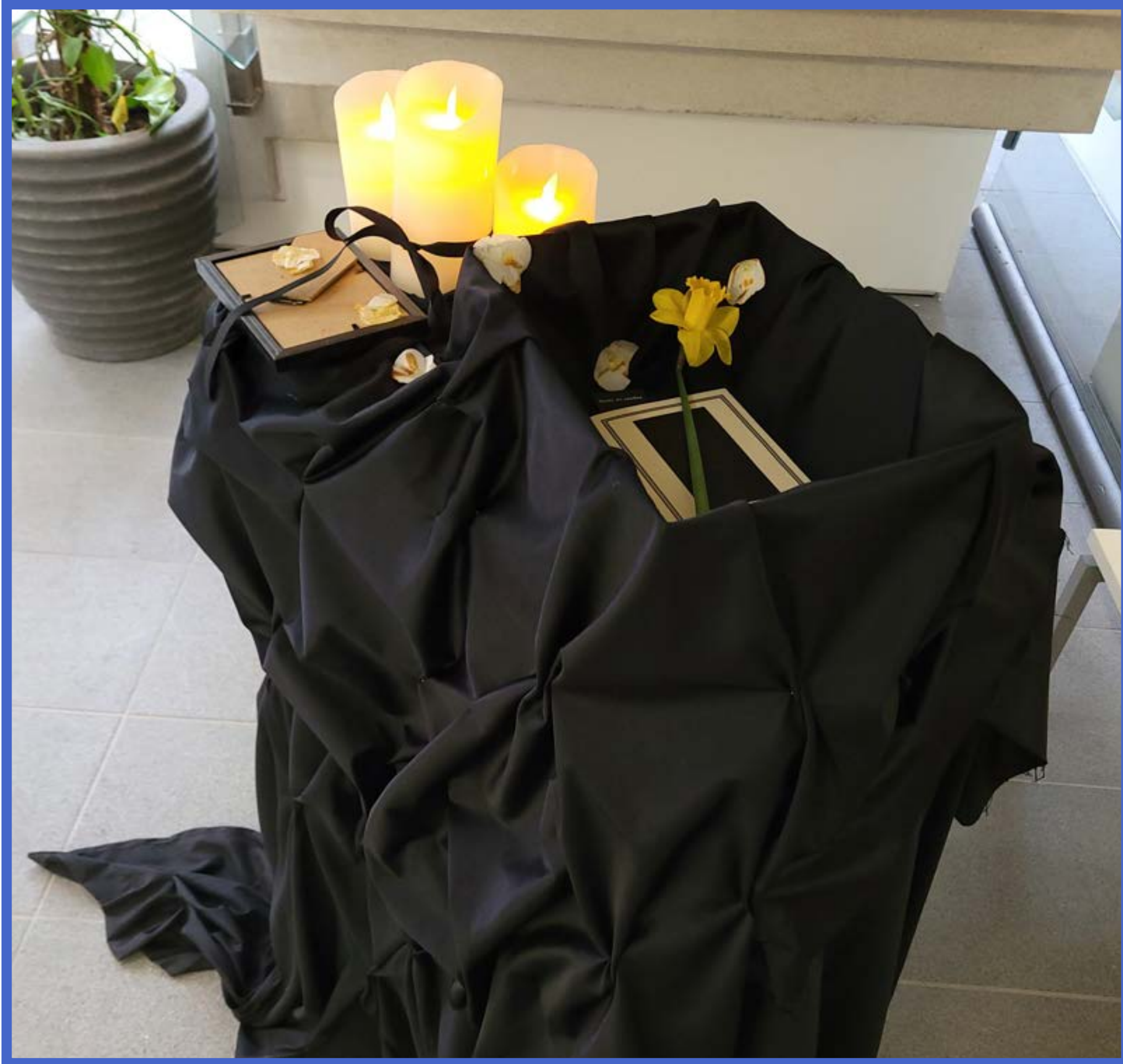
Hand Stitched Binding



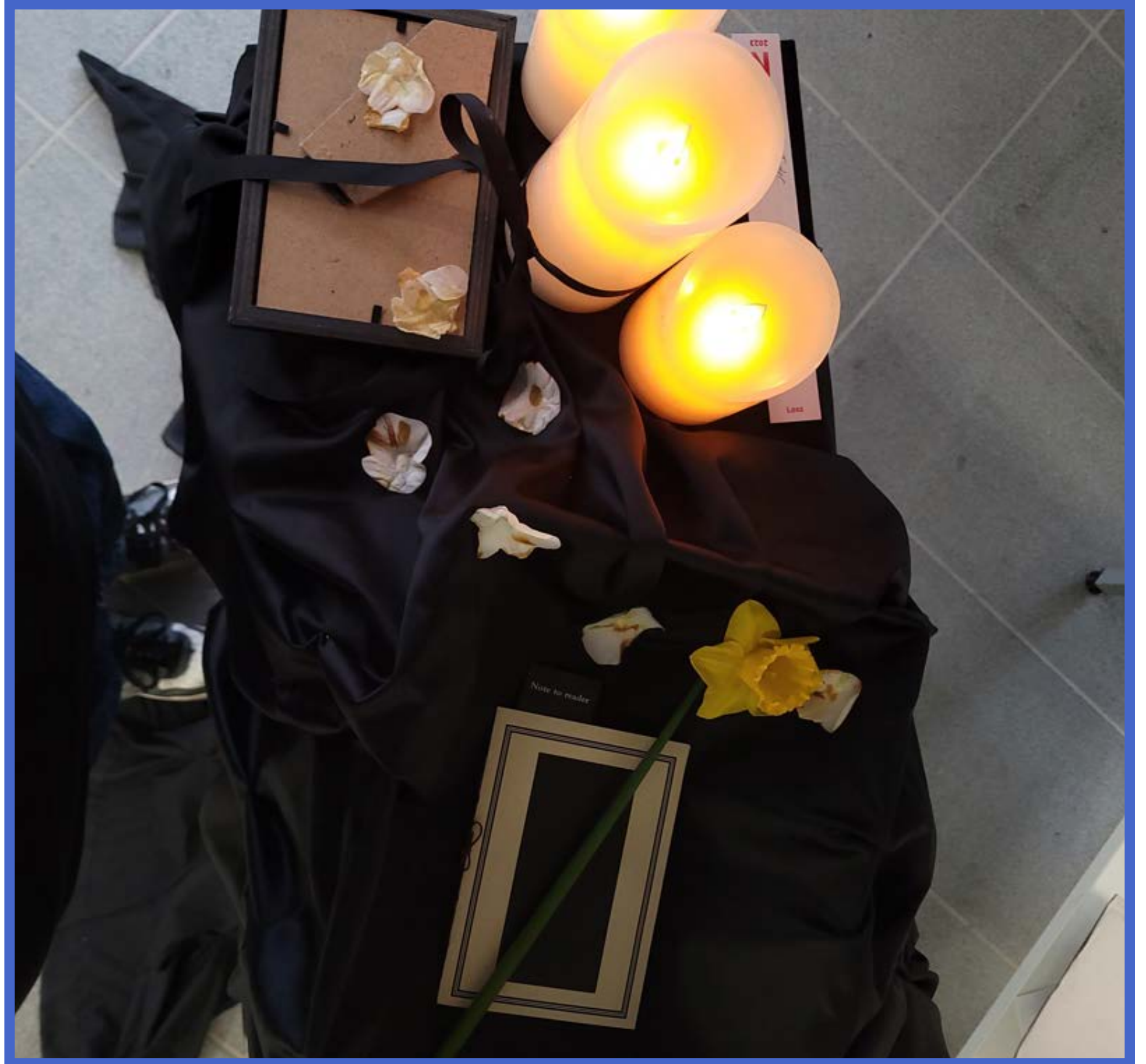
Book_Binding.jpg



Hand_Stitched.jpg



Black_Draped_Plinth.jpg



Funeral_Installation.jpg



Back



Project Description

Details

Experimental Design

- Dissertation Research
- Primary Research and Experimentation
- Workshop Hosting
- Film and Documentary

About

This research driven project lead me to host a series of workshops called The Subconscious Projection Sessions. Drawing from the theory of projection, the hand is used as an extension of the mind, allowing music to guide you as you create a piece of art with your eyes closed. This process aids one to bypassing preconceptions, tapping into the subconscious for an authentic visual interpretation of the chosen song. This process ultimately ended in a large scale mural of all the participants work and an approach to design that I learnt a great deal from.

The Subconscious Projection Sessions

Brief:

Build on prior research and push to answer the questions left from my dissertation. I must find a solution that satisfies my desire for knowledge.

Insight & Solution:

Not enough studies in this field use 'art based research' so I conducted a series of workshops that tap into the subconscious mind and open the floor for interpretation and analysis.



Back



Dissertation Research

A Critical Essay

From Brain Scans to Psychoanalysis: Using Biopsychology to Explore Trauma's Effect on Creative Outputs and Processes

By Matt Taylor
Student No. 2203505

Word Count: 6,185

Critical_Essay.jpg

Abstract:

This essay examines the relationship between traumatic experiences and artistic outputs and processes to argue that an interdisciplinary approach, such as the one provided by a biopsychological standpoint, provides unique insights into how trauma shapes art. It will look at how traumas of individual, collective, or cultural natures can alter the brain and how this is evidenced through artistic expression. The essay illustrates how trauma informs the tone, style, and motifs in creative works, using case studies that range from Picasso's *Guernica* to aboriginal Papunya Tula art. It goes on to carry the importance of trauma art into the modern day with movements and artists like Petrit Halilaj who show how trauma inspires hope and resilience among a contemporary audience. By comparing the differences as well as the reoccurring motifs across the different trauma types, the essay underlines the utility of biopsychology in decoding art and fostering healing. It is concluded with a notion for a greater abundance of art-based research as this emphasises the vitality of art's role in the processing and potential overcoming of trauma.

An_Extract.jpg



Back



Primary Research and Experimentation



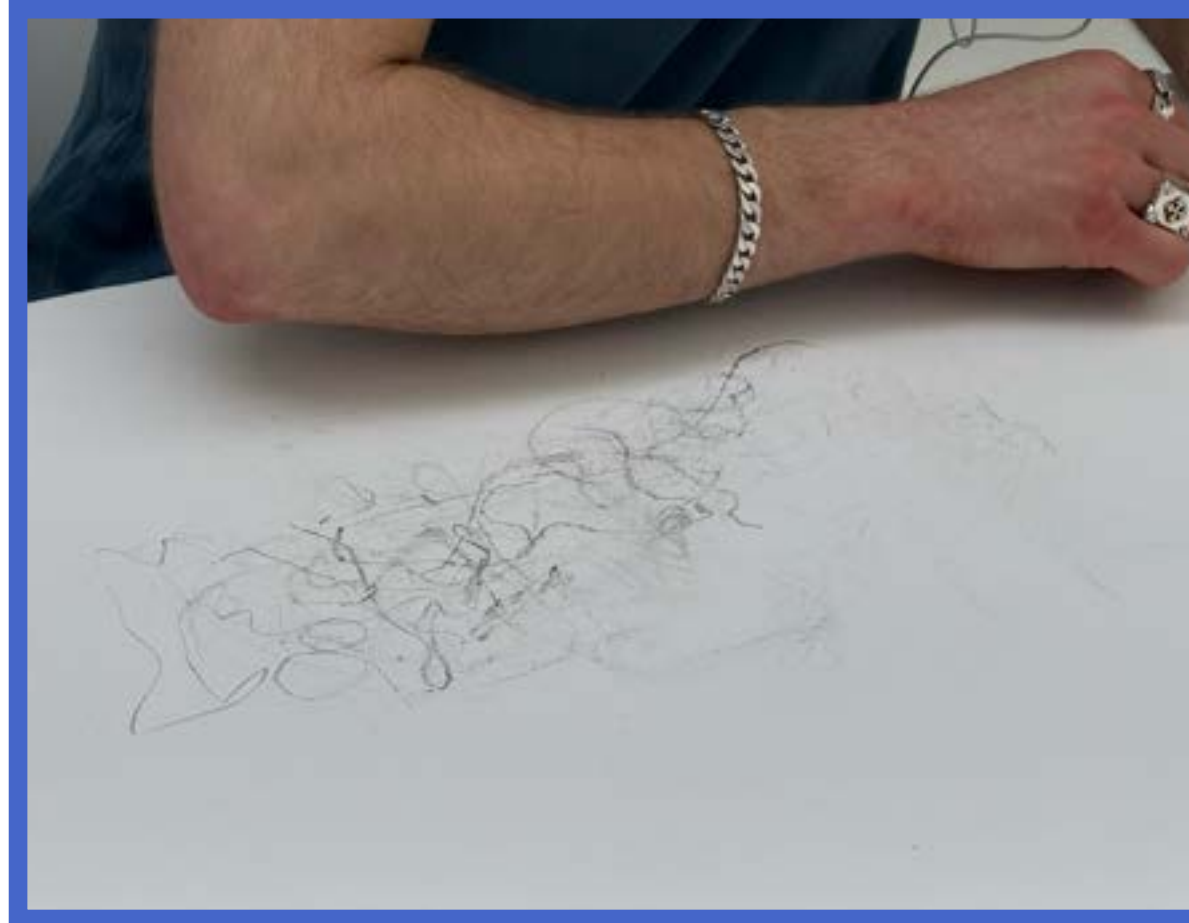
Projection_Drawing_01.jpg



Projection_Drawing_02.jpg



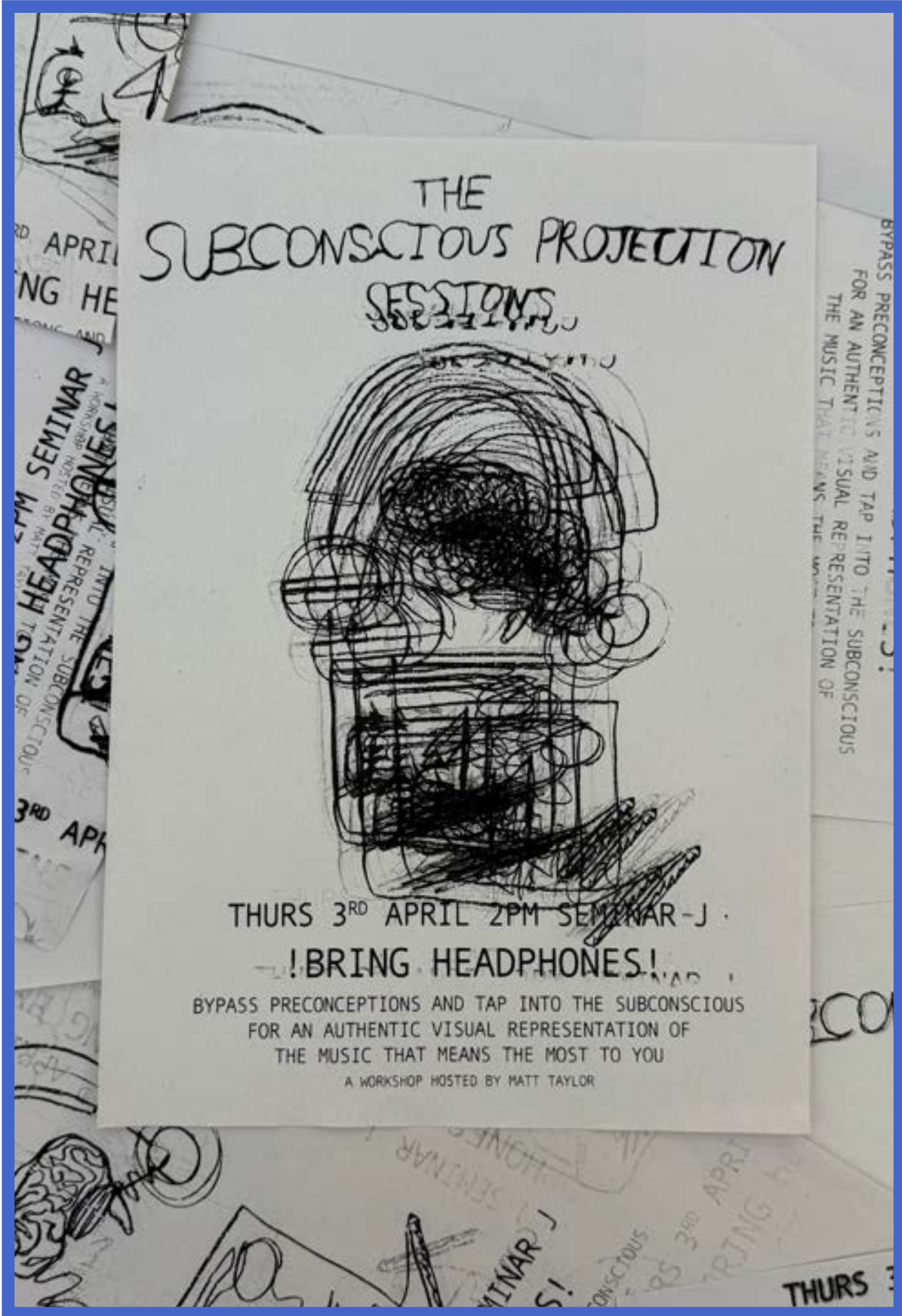
Projection_Drawing_03.jpg



Projection_Drawing_04.jpg



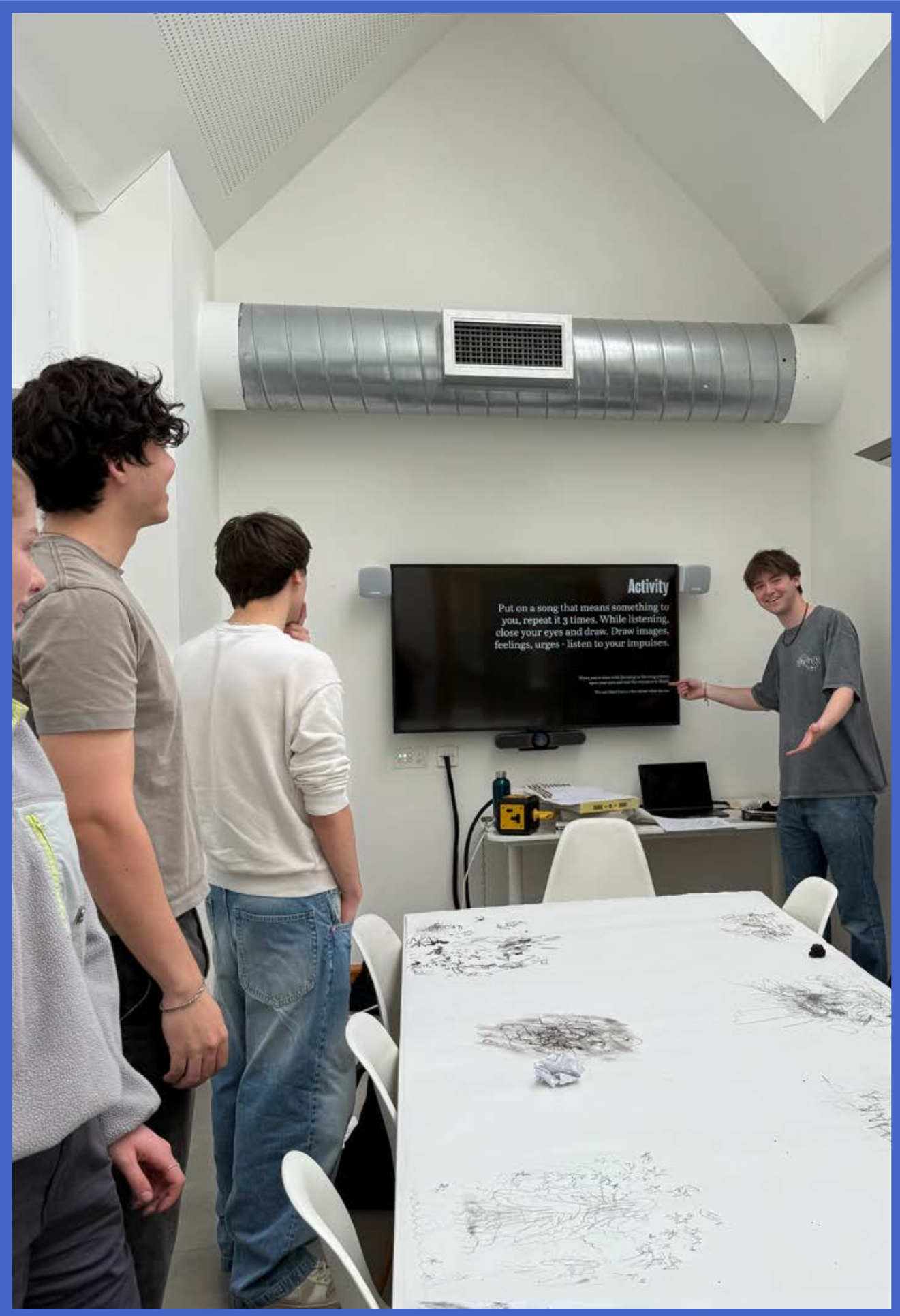
Album_Cover_Application.jpg



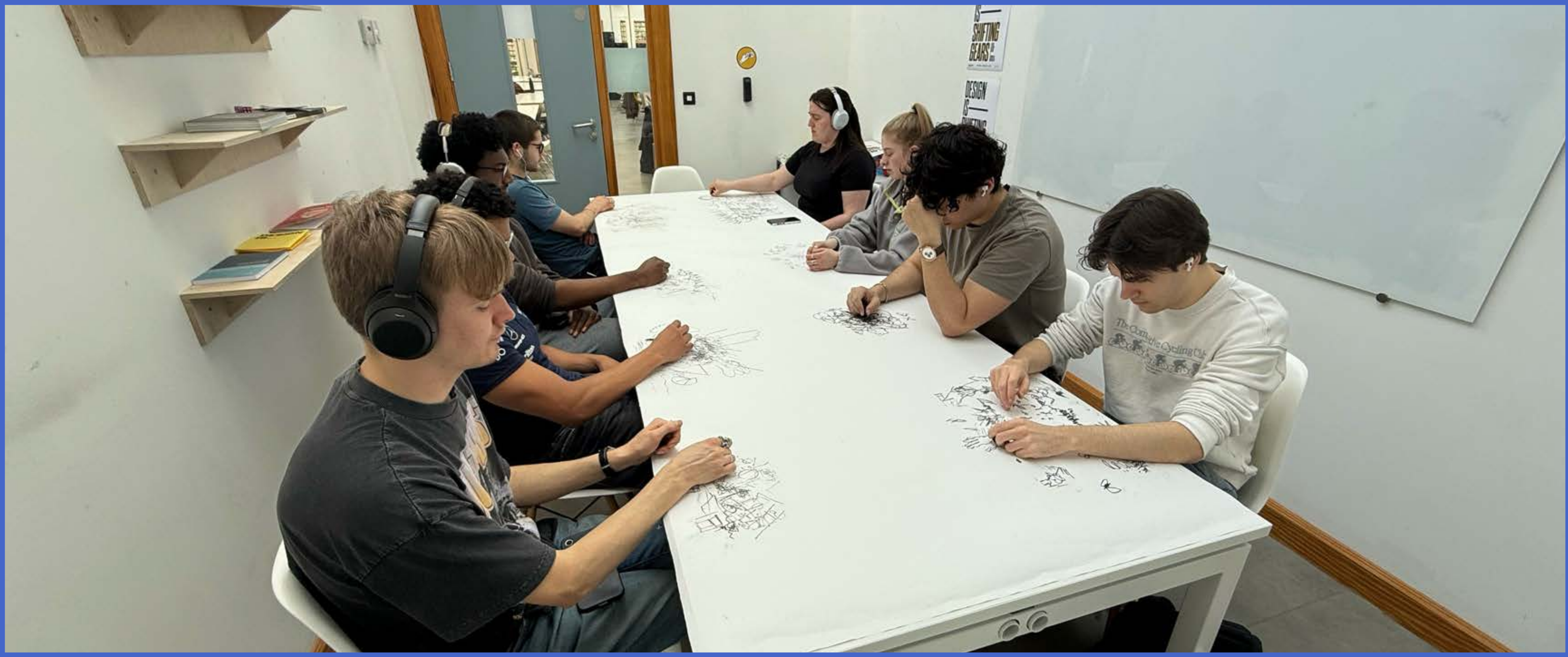
SPS_Posters.jpg



SBS_Mural.jpg



Workshop_In_Progress.jpg



^ Click to watch The Subconscious Projection Sessions Mini Doc ^



Back



Project Description

Details

Film

- Done In 60 Seconds
- Auntie Violent
- Croak

About

My love of film has only grown since my first project in 2024. From that point, I began to incorporate the practice into as much of my work as I deemed fit. This has allowed me to better my skills as a film maker and tackle a variety of genres and tones.

Films Archive

Briefs:

- Done In Seconds: Create four 60 second films each with a week long deadline.
- Auntie Violent: Create a 10 second film with only the prompt 'Auntie Violent'.
- Croak: Create a film about the anxiety of speaking about your feelings.

Insight & Solution:

I want to build my knowledge and skill set for my growing passion for film and its role in graphic design. In these projects I gained experience in: camera work, video editing, colour grading, title graphics, acting, collaboration, A.I., audio, and achieved an adobe certification in After Effects.



⤴ Click to watch A Dangerous Avocado (Creative Title) ⤵



⤴ Click to watch A.I. Horse (Graphic Themed Title) ⤵



⤴ Click to watch Rattleskate (Restrictive Theme) ⤵



⤴ Click to watch Hot Shot (Musical Trailer) ⤵



Auntie_Violent_Still_01.jpg

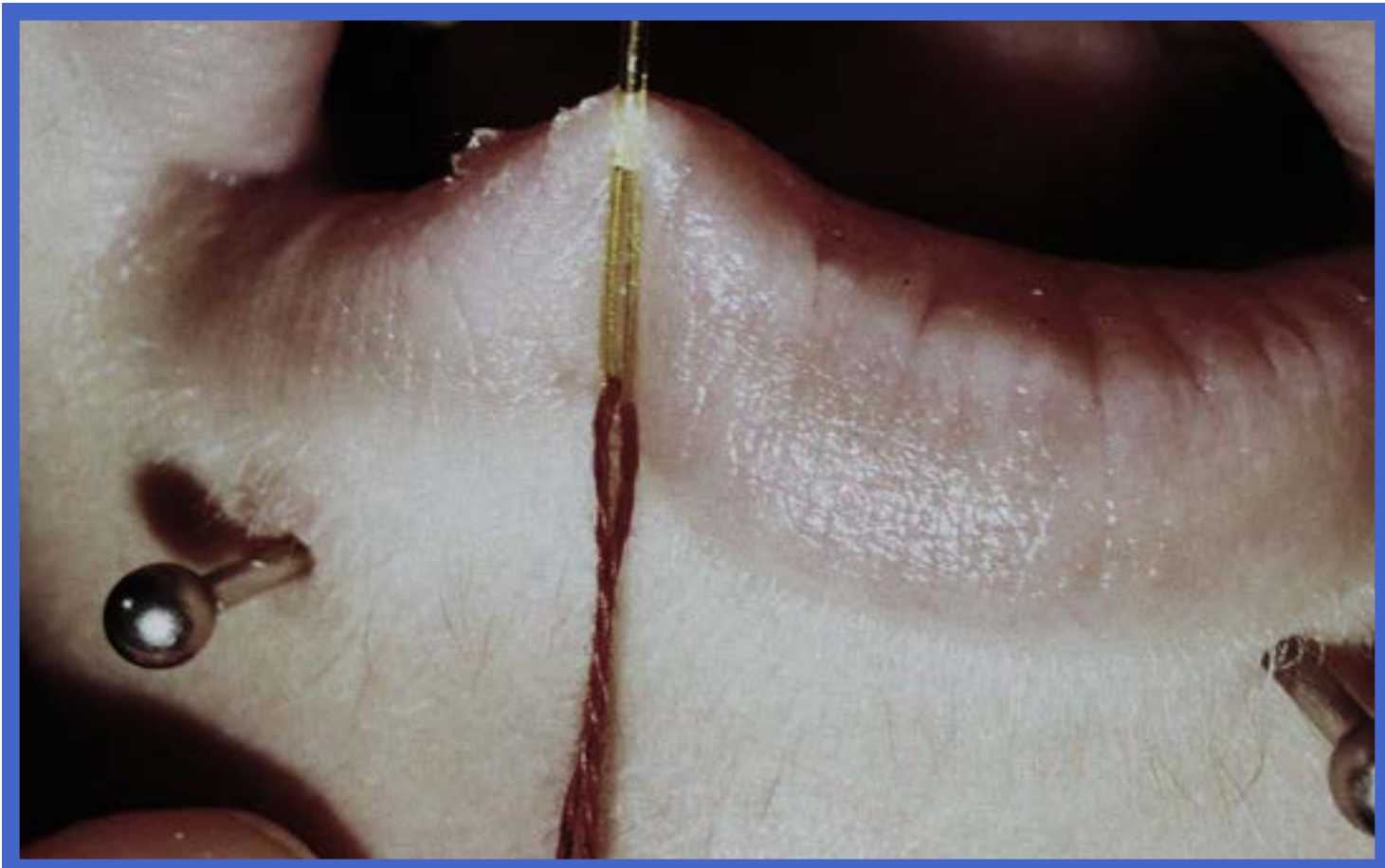


Auntie_Violent_Still_02.jpg

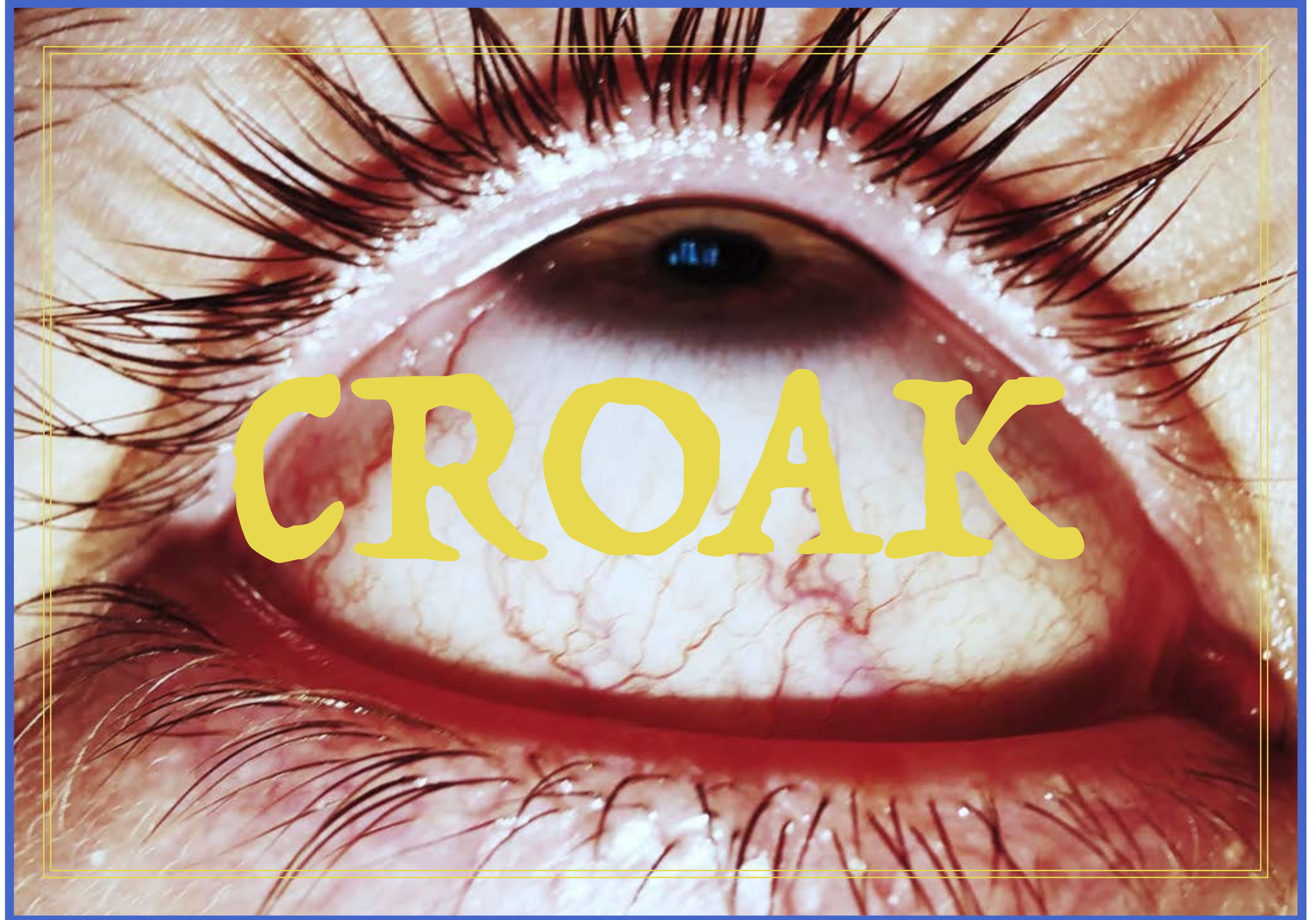
^ Click to watch Auntie Violent ^



Croak_Still_01.jpg



Croak_Still_02.jpg



^ Click to watch Croak ^



Back



Project Description

Details

Performance Art & Campaign

- Poetry, Typography, and Leaflet Design
- Public Performance

About

The Big Red Badge is a poem about the lack of education for men around sexism. The dress I wear is a statement on gender norms and fights for the idea that wearing a dress does not make me any less a man. Leaflets aiming to help educate people were handed out during the live performance.

The Big Red Badge

Brief:

Use creative activism to bring change in society for feminism.

Insight & Solution:

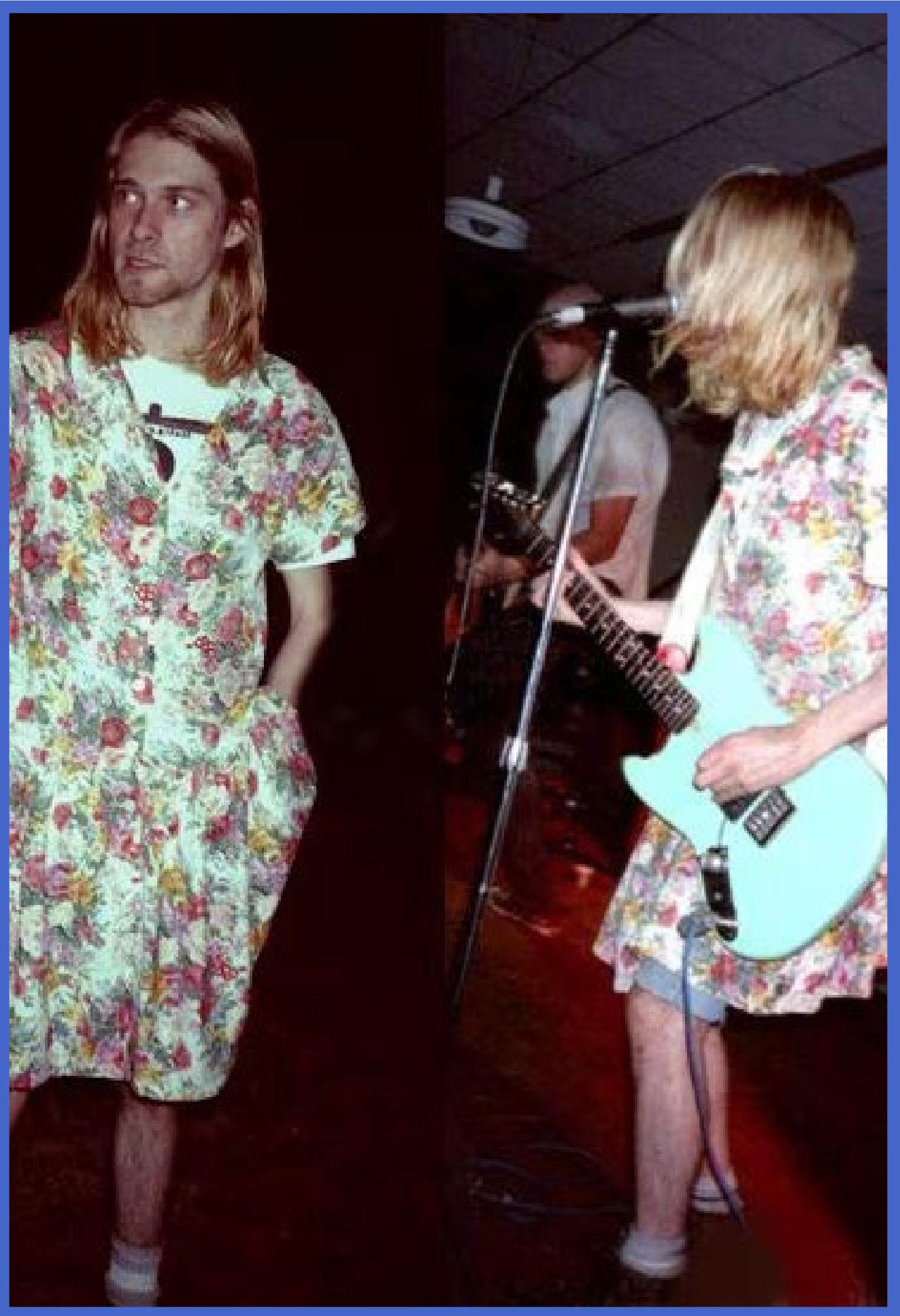
Men are raised with sexist ideals so this project aims to educate them through the use of performance and poetry to fight masculine stereotypes.



Riot_Grrrl_Zines.jpg



Statistical_Research.jpg



Male_Femenist_Icons.jpg



Back



Poetry, Typography, and Leaflet Design

The Big Red Badge

FEAR is the driver of *hopeless* nights,
The **defence class** she went to won't save her *life*,
It's futile when she's done all she's been told,
And still we **watch** as this **violation** unfolds.

So why **teach** her with such *great insistence*,
That she needs to **fight** or *run* or **hide** or **LISTEN**,
When we could take that *effort* straight to the **source**,
And **educate** the men who've caused this *divorce*.

From *young* we've **taught** them that we are not equal,
By *splitting* up classes in *sex ed* sequels,
And encouraging sexism on *HIGH SCHOOL* playgrounds,
By calling friends **gay** when they bring girls around.

We shouldn't *have* to put measures in place,
To *spread* a *message* that's in theory so plain,
Because **why** on **Earth** should we have to be,
A **feminist** to treat people with the *respect* that they need?

One hundred and ten **KILLED** in a year,
Eight hundred thousand **assaulted** in a year,
One point six million **ABUSED** in a year,
In England and Wales, **a l l** in a year.

We know not all men are **CREATURES** who **rape**,
But if so many did wouldn't you be **AFRAID**?
So don't *draw out* the **female experience**,
By putting in your own *validation seeking* two cents.

You don't have to wear **heels** or put **paint** on your lips,
Or put a **big RED badge** on your chest saying "I'm feminist",
Encourage a world where children are **educated**,
And **examine** your own behaviour because we **don't** tolerate it.

Typographic_Poem.jpg



Zine_Style_Statistical_Leaflet.jpg





⤴ Click to watch live performance ⤵



⤴ Click to watch performance around Cornwall ⤵



Back



Project Description

Details

Animation & Campaign

- Poster Design
- Animation

About

I created this brief to demonstrate graphic design as a force for positive change. Hostile architecture is any man made structure with the purpose of altering people's behaviour, in particular the homeless. I am passionate about using design as a tool to better the world which is something I wish to bring forward into my career.

A Thought On Hostile Architecture

Brief:

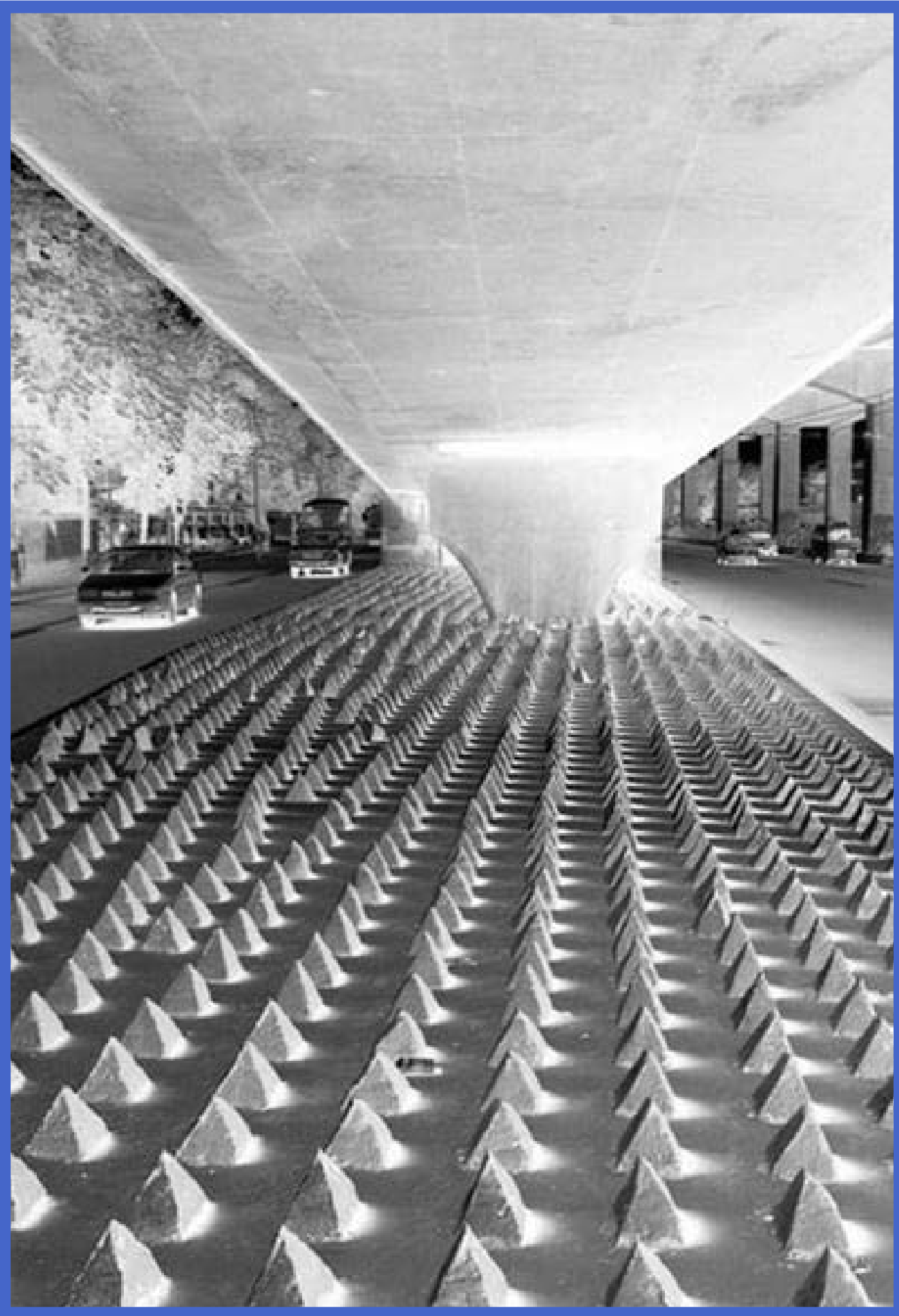
Make a statement to communicate against the use of hostile architecture to residents and council members of large cities.

Insight & Solution:

The government spend more money on discriminating against the homeless than helping them. This campaign urges the public to stand up to local councils to fight against the use of hostile architecture with posters and a hard hitting animation.



Anti_Sleeping_Bumps.jpg



Spikes_Under_Shelter.jpg



Camden_Bench.jpg



Cardboard_Sign.jpg



Graffiti_Tags.jpg



Typographic_Poster.jpg



Back



Animation



ATOHA_Still_01.jpg



ATOHA_Still_02.jpg

[^ Click to watch A Thought On Hostile Architecture ^](#)

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EXCEEDED_COOL_PROJECT_LIMIT

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For further support and enquiries, please contact Matt Taylor on one of the following:

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Telephone: 07922197907

Instagram: @mattt_.jpg

Visit matttjpg.com for more projects and updates.

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