GAB DESIGN.

Master Portfolio

Gabriel Buckland-Willis

Hello! I am a home grown Australian designer who specializes in Graphic Design, Photography and Web/App Design.

I’m a very colourful designer who loves to learn new skills and add variety to his portfolio.

I’m passionate about creating designs that work towards making positive change in the industry, creating sustainable practices and promoting equality.

Contents

- App Design.....4-9
- Photography.....10-21
- Branding.....22-27
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Programs Used

- Illustrator
- Indesign
- Photoshop
- Lightroom
- Premier Pro
- After Effects
- XD
- Clip Studio Paint
- Maya
- Blender
- Figma

The Tenant Project

University Work.(2024)
.App Prototype.

The Tenant Project is an app designed for Tenants to help them find and stay in rental homes amidst the housing crisis as of 2024.

This was my Major Project for my final year at Uni, it presented many fun challenges and made me learn many new skills. Overall I was very satisfied with the results!

Roommate Profiles

Share House Listings

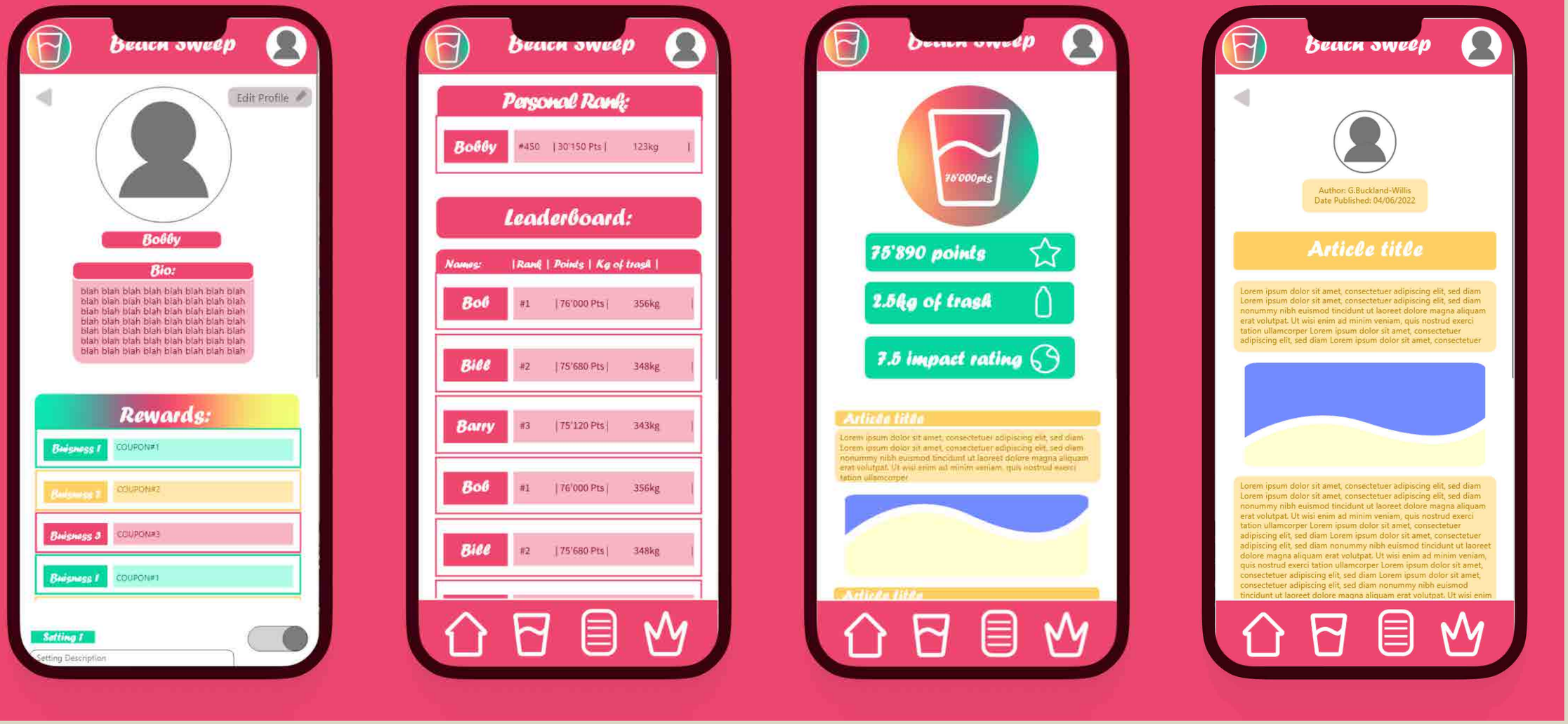
Tenant Law and Advice

Beach Sweep

University Work.(2022)
.App Prototype.

Beach Sweep was an app prototype that aimed to gamify and reward cleaing up your local beach.

Broadly the concept would work like ‘Return & Earn’with an app tracking your progress and an interactive leaderboard.


Beach Sweep
Edit Profile
Bobby
Bio:
blah blah blah blah blah blah blah blah
Rewards:
Business 1
COUPON#1
Business 2
COUPON#2
Business 3
COUPON#3
Business 1
COUPON#1
Setting 1
Setting Description
Beach Sweep
Personal Rank:
Bobby
#450
30'150 Pts
123kg
Leaderboard:
Names:
Rank
Points
Kg of trash
Bob
#1
76'000 Pts
356kg
Bill
#2
75'680 Pts
348kg
Barry
#3
75'120 Pts
343kg
Bob
#1
76'000 Pts
356kg
Bill
#2
75'680 Pts
348kg
76'000pts
75'890 points
2.5kg of trash
7.5 impact rating
Article title
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam
Beach Sweep
Author: G.Buckland-Willis
Date Published: 04/06/2022
Article title
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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

My Time

University Work.(2024)
.App Prototype.

My Time was a project concept proposal for an app to help people find their “Me Time” through meditation and relaxation.

This also included promotional material for the branding in the form of pamphlets

Ask For Help
Anxiety
Burnout
Overwork
Depression

Our Mission
Find us at:
Twitter.com/metime
Facebook.com/metime
Instagram.com/metime
Download our App
Me Time

Me Time
2h 46m
Daily MeTime
Todays Playlist
Lorem ipsum Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed
Affirmations
Lorem ipsum Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed
Plan and Destress
Lorem ipsum Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed
Me Time
Meditation Session #1
Meditation Session #2
Meditation Session #3
Meditation Session #4

Homage to Fruits

University Work.(2024)
.Magazine Photoshoot.

Ai Id Lr

This work is based off a magazine called fruits from the early 00’s that centered around Y2K, Alt fashion and other youth fashion styles of the time.

PHAIDON
FRUiTS
ISBN 0-7148-4083-1
£ 19.95
$ 29.95
€ 35.00
CAN $ 45.00
AUS $ 55.00
9 7870714 840833
PHAIDON

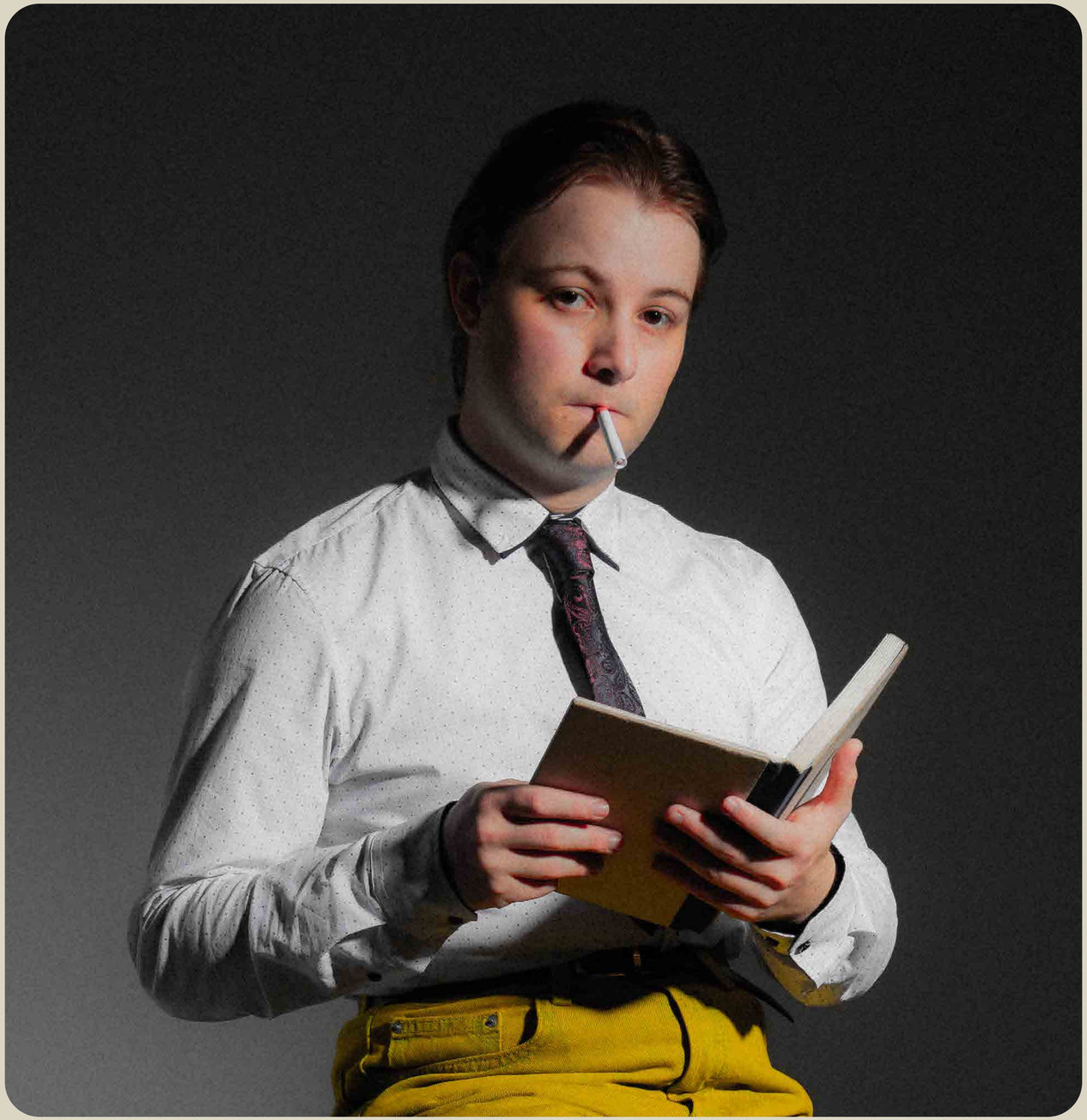
50’s Mens Fashion Shoot

University Work.(2024)
.Photo Collection.

Ai Id Lr

This photographic narrative is based off the text from the popular Mitski song ‘My Love is Mine all Mine’.

Personally I’m a big fan of this artist so I really enjoyed making this piece.



Novella VOL2: Yearing

University Work.(2024)
.Photographic Narrative.

This work was a Homage to an existing independent magazine, Novella that only had one volume.

The volume tells the story of how one can become consumed in their obsession with another, loosing thier identity trying to be loved by this person.

2

GREEN WESTERN PANTS ✦ THE TRAGIC ROMANTIC ✦ A MIDNIGHT WALK ALONE ✦ HOW CHARMING IS THE DIVINE PHILOSOPHY ✦ YEARNING FOR BESOTTEDNESS ✦

5

Nowella ISSUE N°2 *Yearning* is a pervasive idea that is perpetuated by romantic literature. often portaied as a trait of a hopeless romantic, it is a persistent longing for another person, often characterised as an obssessive crush. However contrary to the emotions attached to this term, Yearning implies a distance to a subject of love, they can only be loved as an idea, not as a person.

6

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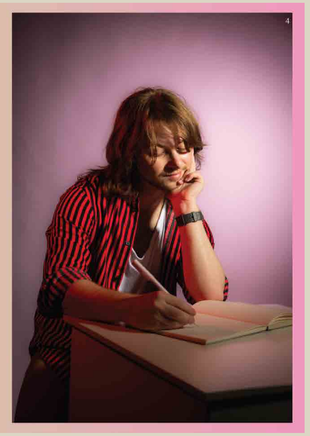

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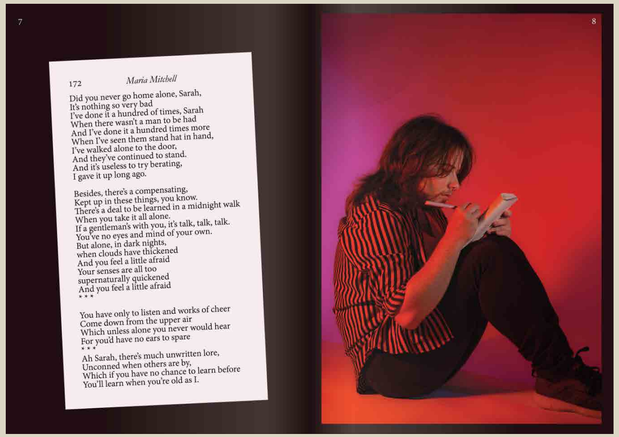


7

172 *Maria Mitchell*

Did you never go home alone, Sarah,
It's nothing so very bad
I've done it a hundred of times, Sarah
When there wasn't a man to be had
And I've done it a hundred times more
When I've seen them stand hat in hand,
I've walked alone to the door,
And they've continued to stand,
And it's useless to try berating,
I gave it up long ago.

Besides, there's a compensating,
Kept up in these things, you know.
There's a deal to be learned in a midnight walk
When you take it all alone.
If a gentleman's with you, it's talk, talk, talk.
You've no eyes and mind of your own.
But alone, in dark nights,
when clouds have thickened
And you feel a little afraid
Your senses are all too
supernaturally quickened
And you feel a little afraid
* * *

You have only to listen and works of cheer
Come down from the upper air
Which unless alone you never would hear
For you'd have no ears to spare
* * *
Ah Sarah, there's much unwritten lore,
Unconned when others are by,
Which if you have no chance to learn before
You'll learn when you're old as I.

8

9

10

Old Threads

University Work.(2024)
.Fashion Photography.

Ai Id Lr

This was my first foray into fashion photography. My concept was to present the unique personality traits that are expressed with well worn and secondhand clothing.

My Love is Mine All Mine

University Work.(2024)
.Photographic Narrative.

Ai Id Lr

This photographic narrative is based off the text from the popular Mitski song ‘My Love is Mine all Mine’.

Personally I’m a big fan of this artist so I really enjoyed making this piece.

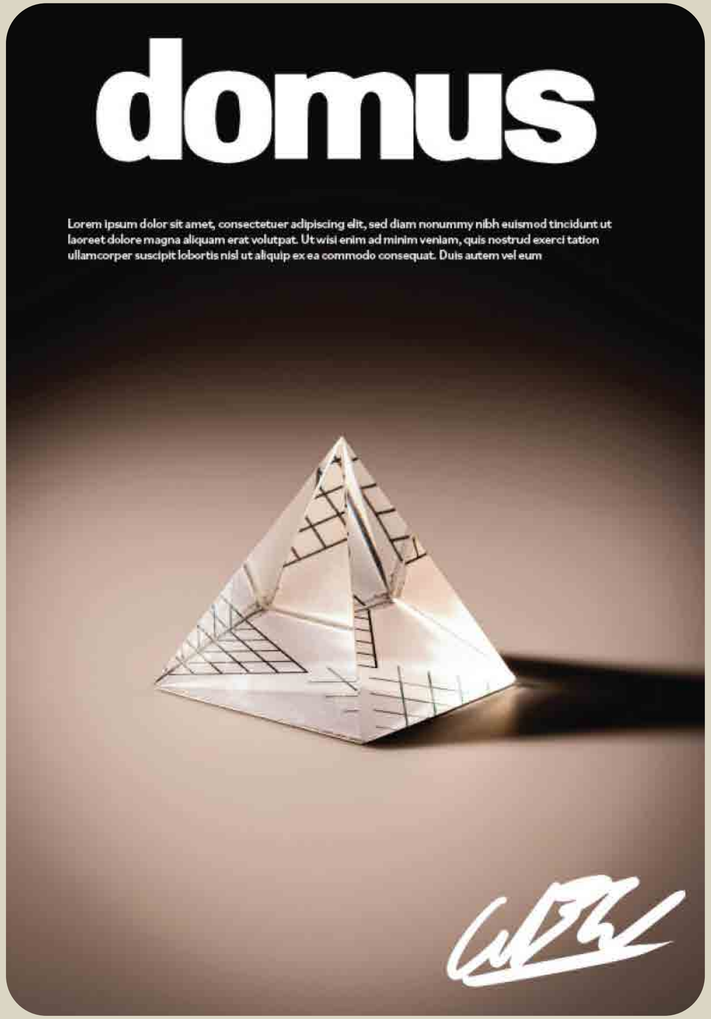
Moon, A
Hole of
Light
Through The
Big Top
Tent Up
High
Here Before And
After Me
Shinin' Down On Me
Moon, Tell Me
If I Could
Send Up My
Heart To You?
So, When I Die Which I
Must Do
Could It Shine Down
Here With You?
My Baby, Here On Earth
Showed Me What My
Heart Was Worth
So When It Comes To Be My Turn
Could It Shine Down Here For Her?
Cause
My Love Is Mine, All Mine.
I Love Mine, Mine, Mine. Nothing In
The World Belongs To Me
But My Love Mine, All Mine.
Nothing In The World Is Mine For Free
But My Love Mine, All Mine

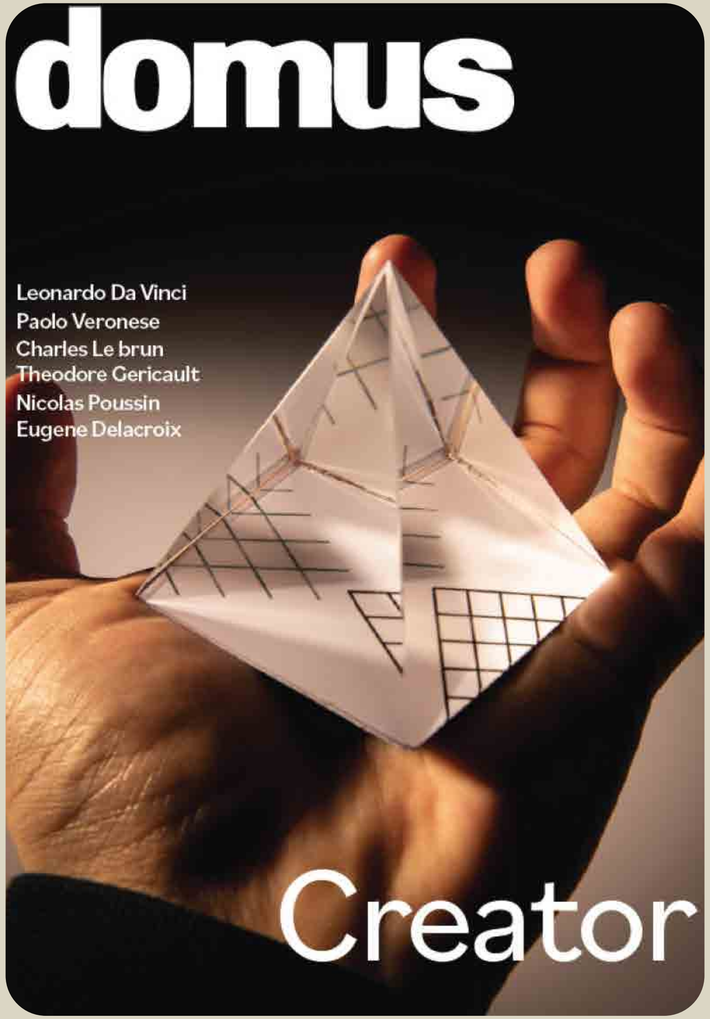
Product Photography

University Work.(2024)
.Studio Photography.

These covers are based on an existing magazine, Domus, and were shot in a professional photo studio.

The theme was architectural and the object chosen was an artistic rendition of the lourve.





Two Faced

University Work.(2023)
.Portrait Photography.

This two image piece aimed to show two opposing sides of the subjects personality, the public and the private.

Additionally this shoot required a creative setup as the subject was also the photographer.

AI Can’t Creativity Can

University Work.(2024)
.Social Media.

AI Can’t, Creativity Can is a social media campaign that focuses on highlighting the benifits of human made creative work and the issues with Generative AI.

I Had a lot of fun creating this campaign as its a topic I’m very passionate about!

Why do we need Artists?

"The expression or application of human creative skill and imagination, typically in a visual form such as painting or sculpture, producing works to be appreicated primarily for their beauty or emotional power."

Oxford Dictionary (2024)

So can AI create "Art"?

AI by definition cannot create real art as it does not possess the free will, understanding, and creativity to imagine ideas of its own.

Fundamentally it does not create with intent, it does not understand the cultural/contextual reasoning that goes into even the simplest artworks.

What can AI be used for?

AI can be used as another tool in an artists toolkit, [insert more uses] Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

AI And Gen AI

Whats all the fuss about Generative AI?

And how is it any different from normal AI?

"AI is the ability of a computer system to perform tasks that would normally require human intelligence, such as learning, reasoning, and making decisions."

Different types of AI include, but are not limited to:

- Generative AI
- Machine Learning (ML)
- Natural Language Processing (NLP)
- Computer Vision

Generative AI (Gen AI) is a type of AI Model that uses huge sets of data, usually text, images, audio or videos, to create an advanced pattern recognition algorithm.

This algorithm is then used to create new content from prompts thats similar to the data it was trained on

AI Has an exponentially increasing issue with energy consumption.

The IEA reported that energy consumption in data centers globally is predicted to increase from 460 TWh (2022) to between 620-1,050 TWh in 2026

They attribute this to the massive boom in Generative AI and Crypto Currency development and useage

The CEO of one of OpenAI, Sam Altman is quoted as saying

"There's no way to get there without a breakthrough" He said "It motivates us to go invest more in fusion."

However as of 2023 only 34% of the worlds energy generation is from renewable energy, the rest being fossil fuels.

This is having an extremely detrimental impact on the climate crisis

The question is, are the advances in Gen AI tech worth potentially putting more strain on the globes power consumption?

At a time when we're struggling to stop burning liquid fuels for most of our power?

A bit about [Artists Name]

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis

A bit about Adobe Firefly

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna

enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis

Assignment

Each participant is required to create a version of this iconic spaceship, the Swordfish II from the classic 1998 anime Cowboy Bebop.

They are free to use any medium of their choice!

Artist

Firefly

Do you think you can do better than an AI?

Create your own work under the Salient and the top 10 best responses will be picked each week!

Specialty

[Artist Name]

Reference Material

Modeling

Materials

Rendering

Final Render

SWORDFISH II

AI And Gen AI

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Weekly Art Challenge

Assignment

Each participant was required to create a version of this iconic spaceship, the Swordfish II from the classic 1998 anime Cowboy Bebop.

They were free to use any medium of their choice, and these were the results!

		3	4
1	2	5	6
9	10	7	8

Next Week...

[This is where you would place the next weeks assignment.]

Post under ascii't and have a chance for your art to be featured on next weeks post!

[Ref Image here]

Froots

University Work.(2022)
.Product Design.

Froots is a branding/ product design project where I created a brand idea for a flavoured fizzy drink brand.

Another aspect of the product was that the packaging could be used to create cutouts of the brands cast of colourful characters.

Froots

Froots
Stands Here

Mango
Orange

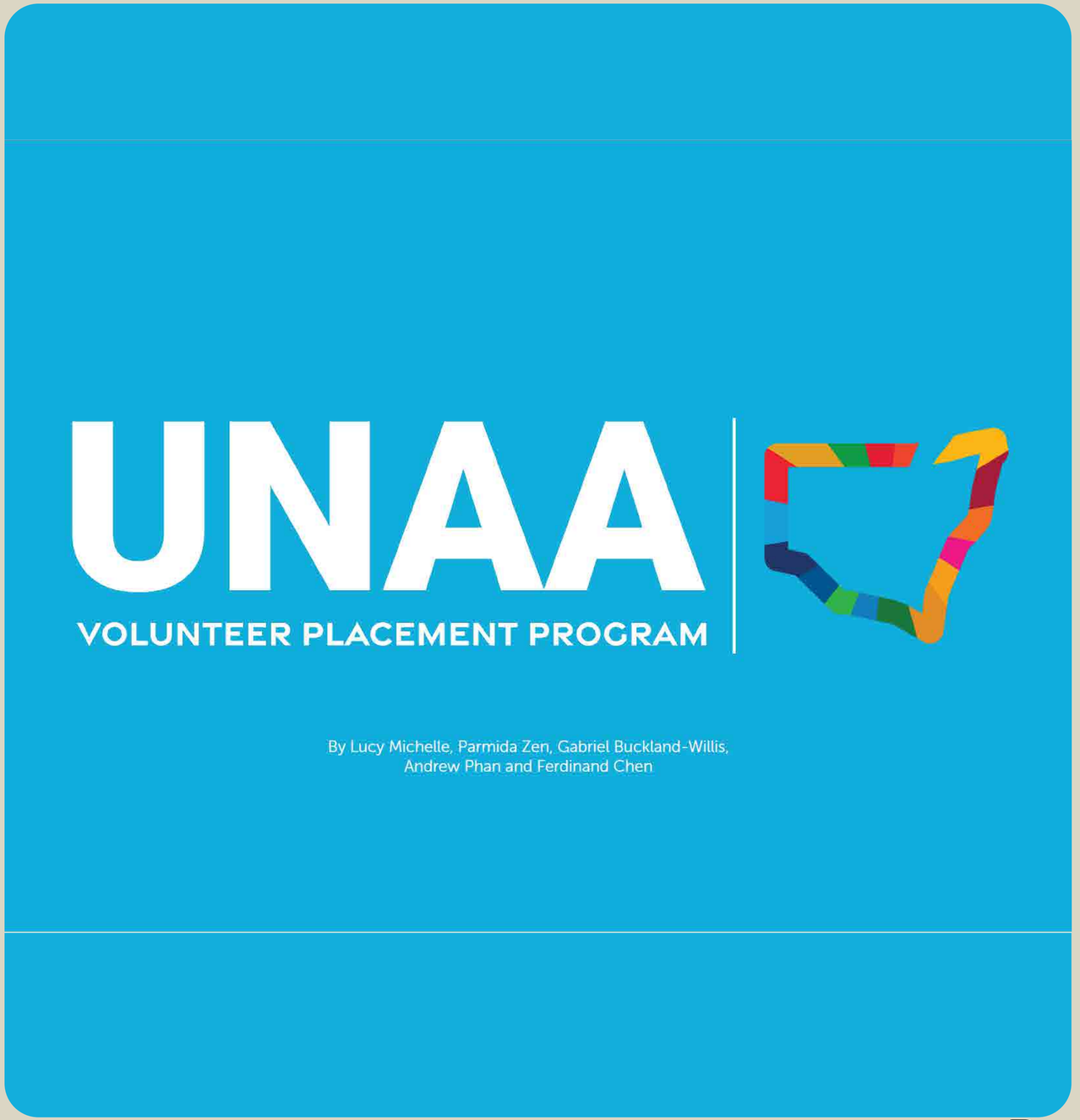
UNAA Student Placement Program

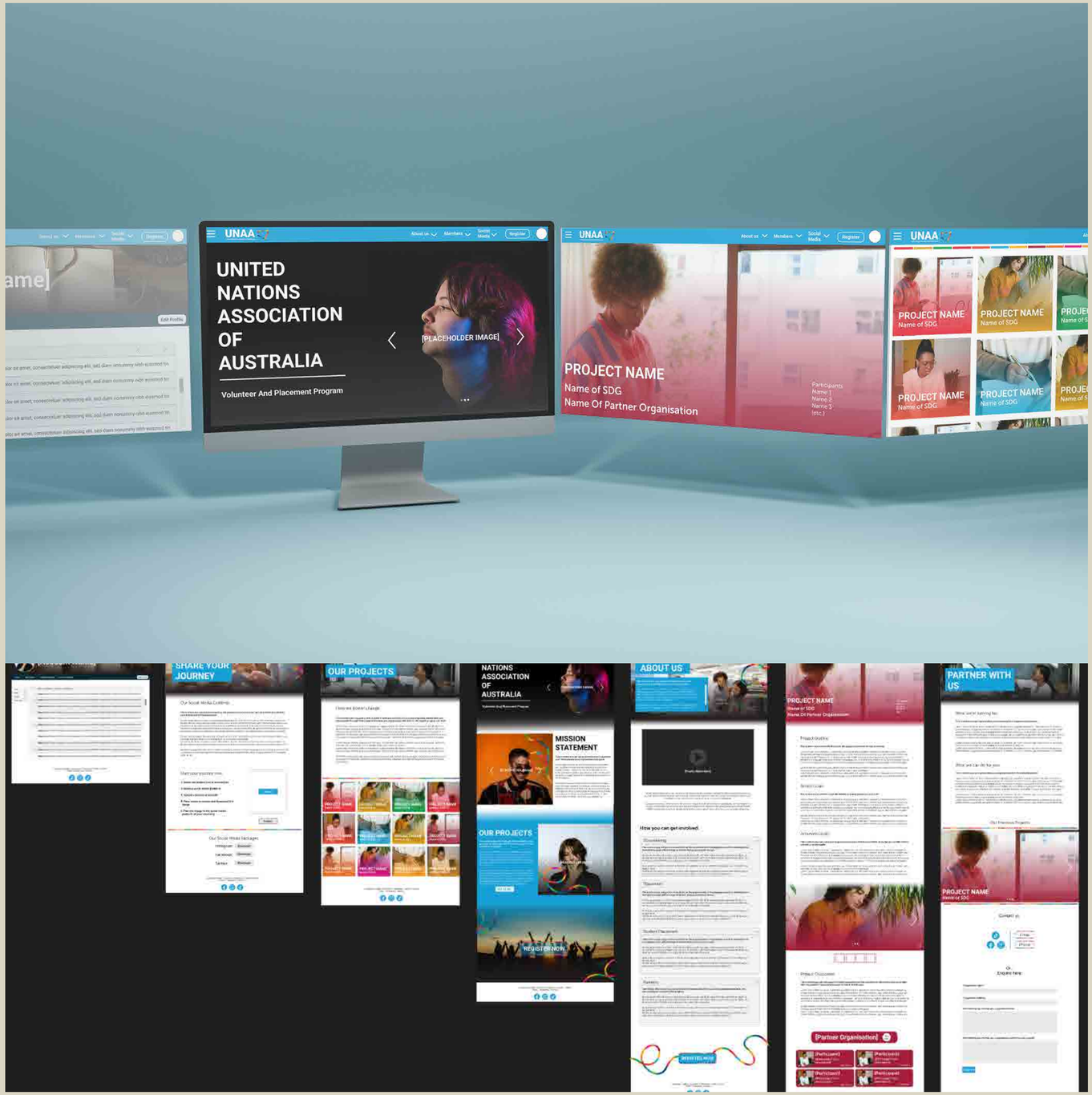
The Burrow.(2024)

.UNAA(NSW) Rebrand.

For this project I worked with a team of my peers, and together we developed a small variety of initiatives to rebrand the NSW branch of the UNAA.

All elements present here were done by me.





UNAA
VOLUNTEER PLACEMENT PROGRAM

UNAA
VOLUNTEER PLACEMENT PROGRAM

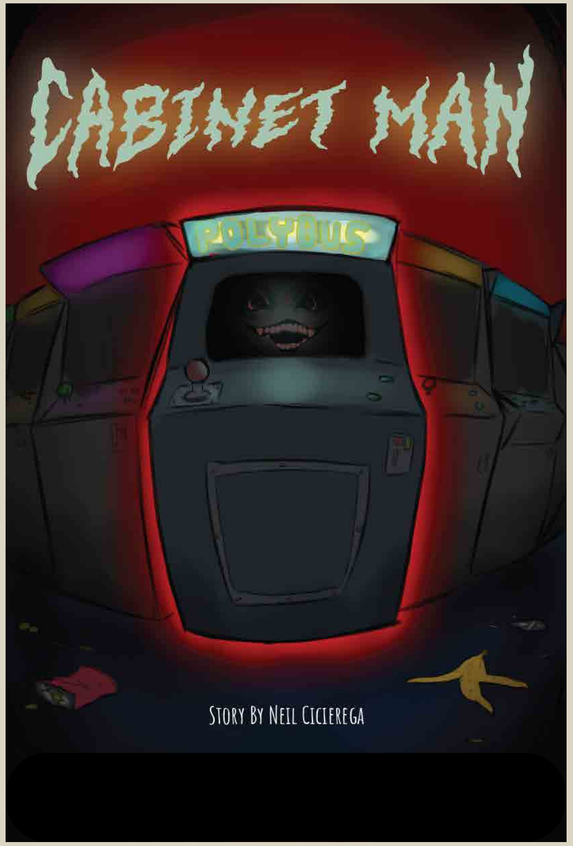
UNAA
VOLUNTEER PLACEMENT PROGRAM

Cabinet Man

University Work.(2022)
.Digital Zine.

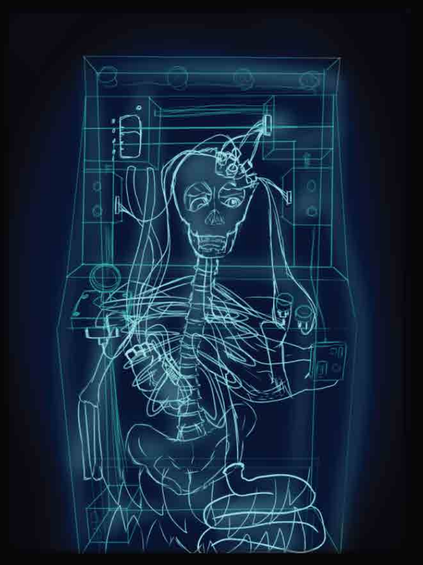
This project is an illustrated zine based on a song by Neil Cicierega.

I also drew inspiration from the internet legend of polybus which is a creepy story about an arcade machine that isn't exactly what it seems...



The day they found me, I hadn't yet been played
Inside my workshop behind the old arcade.

Electric desires had unraveled all my wires Now
I'm in the box for safekeeping.



The news reporters reported that I died But all my
organs were living on inside.

Circuit board to brain with two lungs collecting
change. One big human heart gently beeping.

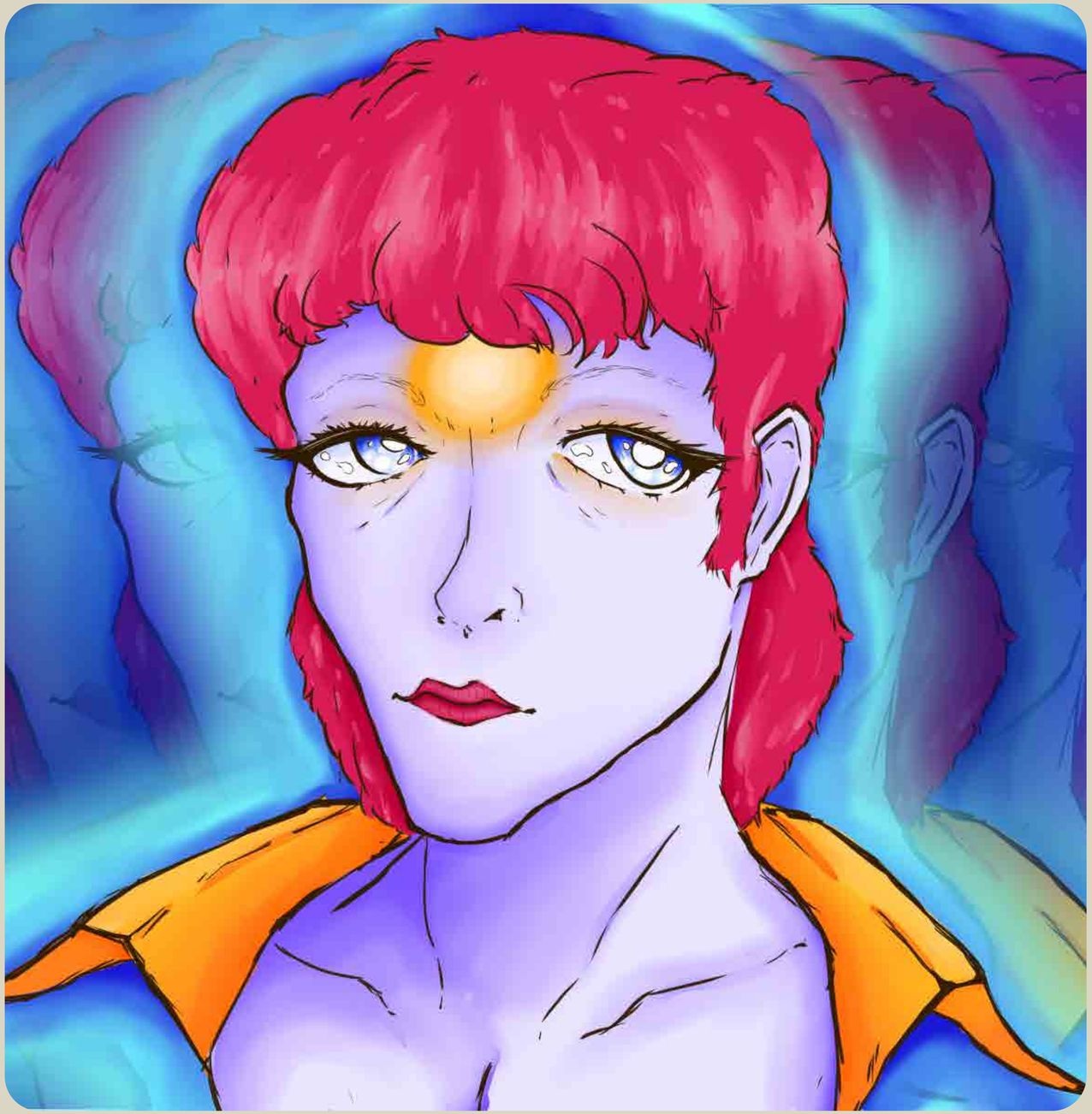
Thank God for business, they let me take the floor
I stood so proudly, like I was going to war.

David Bowie

University Work.(2022) .Digital Artwork For Article.

This work was designed with an article format in mind, being used as a thumbnail image for a Bowie retrospective.

I personally admire Bowie a lot and really enjoyed creating this piece.

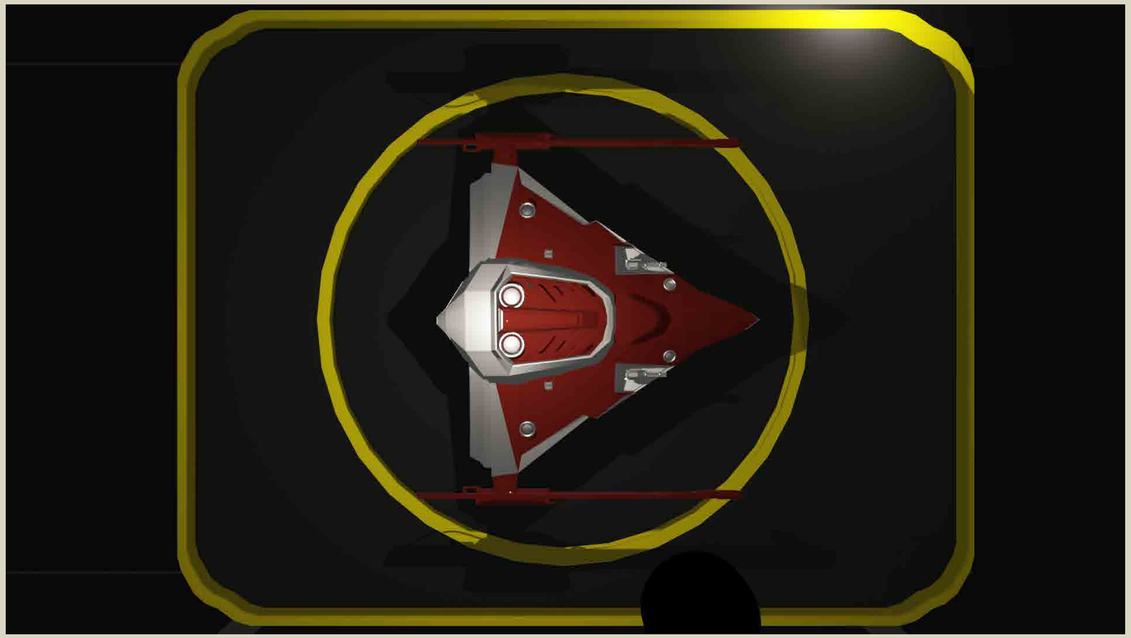


Krait MKI

University Work.(2023)
.3D Model.

This detailed model was based off concept art for a ship based in the Elite Dangerous Universe.

The landing gear and turrets were also rigged so the model has functionality as well.



The Swordfish

Personal Project.(2024)
.3D Model.

The Swordfish is an iconic ship from hit classic: Cowboy Bebop, this personal project is a simple rendition of this ship in Blender.

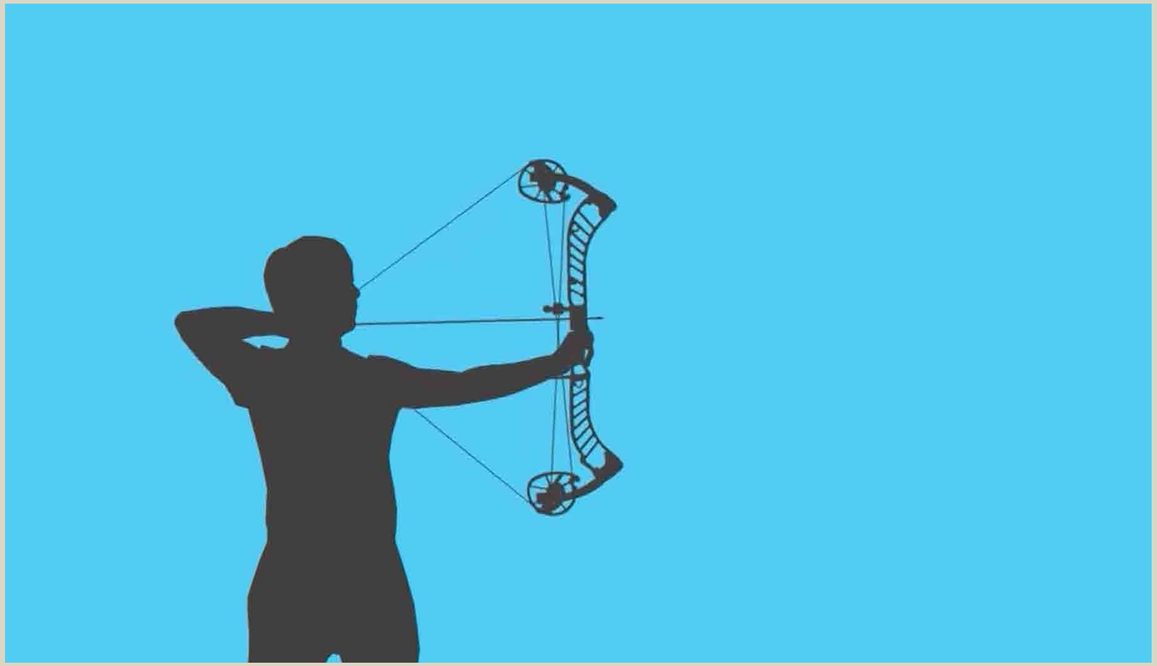
This was created use references to ensure the model was as accurate as possible

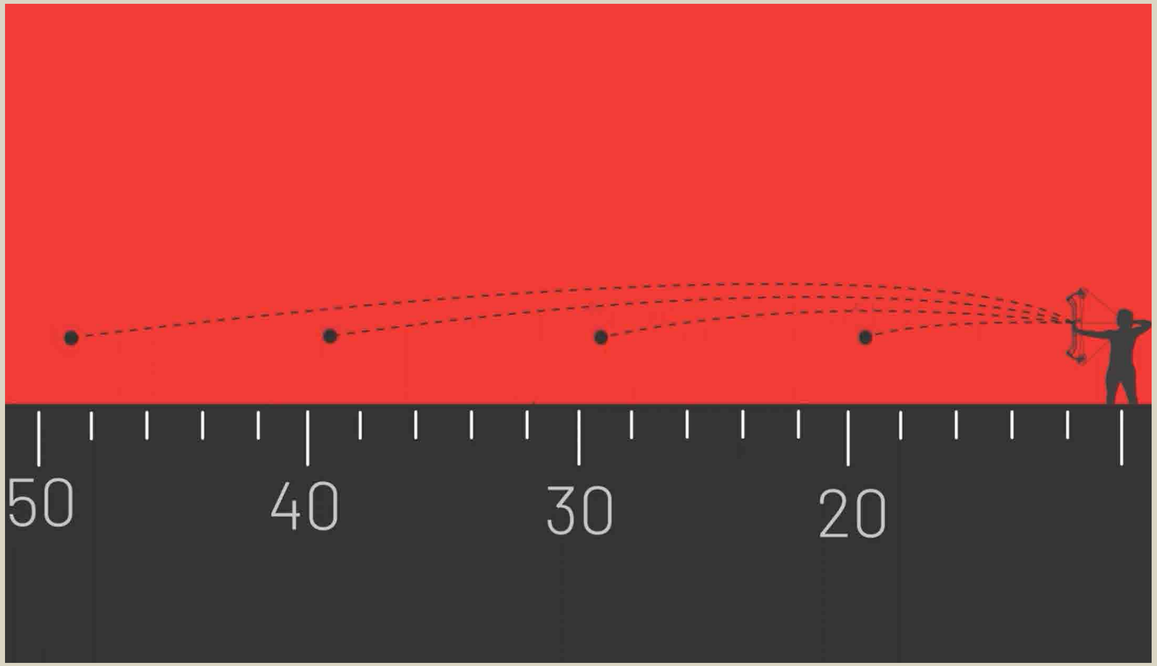
Shoot Your Shot!

University Work.(2023)
.Animated Short.

Shoot your shot is a short animated video on a small vaiety of things an archer needs to be aware of to
execute a good shot.

This video was based on my own personal knowledge from my training as an archer.



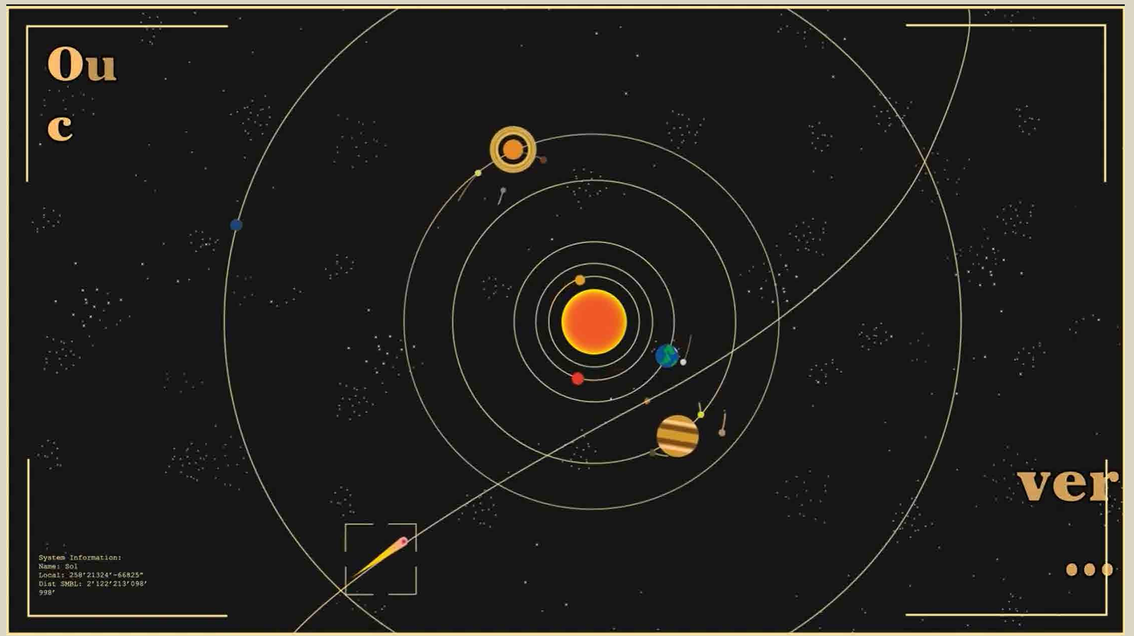

50
40
30
20

Trajectory

University Work.(2023)
.Animated Short.

Tradjectory was a short animation I created depicting a missed connection I’d had during the summer of 2022.

This project also displays some of my scifi influences.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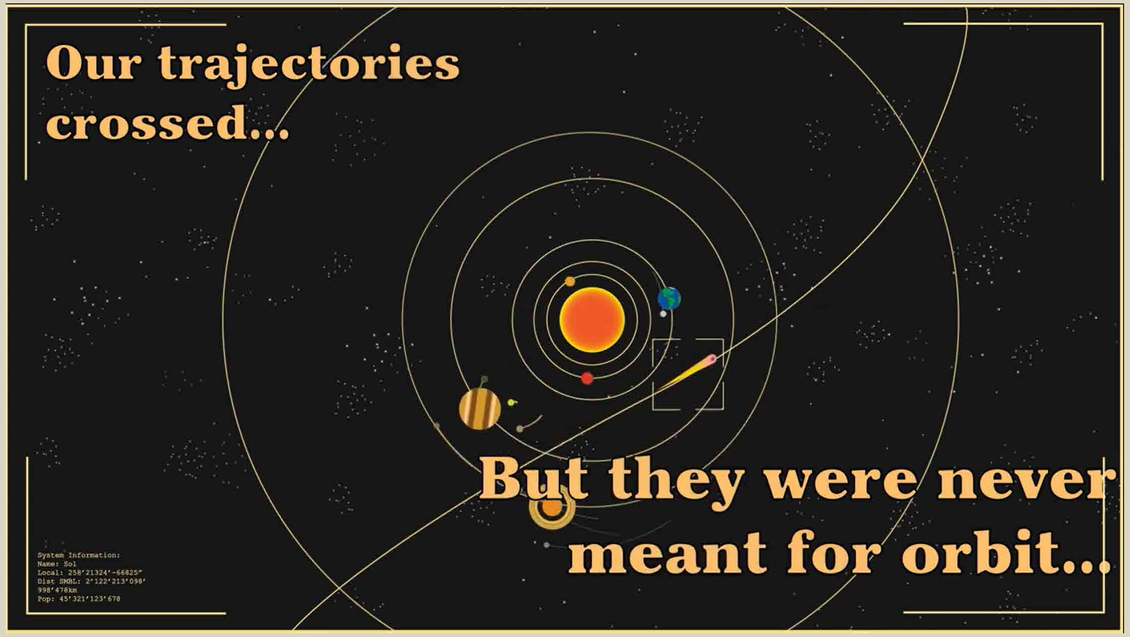
c
ver
...
System Information:
Name: Sol
Local: 258°21324'-66825"
Dist SMBL: 2'122'213'098'
998'


Our trajectories
crossed...
But they were never
meant for orbit...
System Information:
Name: Sol
Local: 258°21324'-66825"
Dist SMBL: 2'120'213'098'
998'478km
Pop: 45'321'123'678

Signal Lost

Thats All!