Portfolio of

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Product Design
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Sketches Serif Typography

This typography assignment gave me the opportunity to learn about the anatomy of serif, and non-serif fonts. It also helped develop my work with penmanship, line weight, proportion, and spacing. The final assignment was done with 3” letters in height, with a 2” border on a mat board for a clean presentation. The letters were outlined first with pencil, and then completed with a .20 mm black Micron pen for sharp line-work. I chose my letters to create variety with little repetition, and to use a phrase that resonates with many people.

Danny Battle
Spring 2014

Serif Typography

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Spring 2014

BE HAPPY
Automobile Rendering

I drew this freehand (other than the wheels) in a perspective drawing class that has showed me how objects diminish in space, using vanishing points with one, two, and three point perspectives. Copic markers (shades 0-8) were used for all the shading in this car drawing. A multi-liner was then used to create the clean and crisp outlines. My design was influenced by multiple supercars on the market today.

Spring 2014

Memento Mori

This composition was done on a 22"x30" Strathmore Bristol board. The mediums used in this piece were compressed charcoal, charcoal pencil, and were all blended with the use of blending stumps and kneaded erasers. The objects that were chosen in this piece were based on the Memento Mori theme, which is the medieval theory based upon the art of life and death.

Spring 2014
Self Portrait

This drawing was done on a sheet of 22”x30” Strathmore Bristol board. I was able to look at the self portrait photograph while drawing this to make it look as close to the photo as I could. I used a push pull method with compressed charcoal, charcoal pencil, and blending stumps throughout the piece, to get the right tones and shading for the corresponding areas.

The image on the left is the actual photograph from which the self portrait drawing was created.

Spring 2014

Urban Jungle

This drawing was done on a sheet of 18”x24” Reeves BFK. It was drawn with graphite, compressed charcoal, and charcoal pencil. This is personally one of my favorite pieces because of how it leads the viewer to contemplate the juxtaposition of nature.

Spring 2014
Flat Pack Organizer

This assignment was a flat pack project designed for easy shipping, assembly, and disassembly for maximum convenience. The maximum size allowed for this assignment was a 2’x2’ piece of Birch plywood, and 1/2” thick. Finger joints make for stability (one of the strongest joints), easy assembly and disassembly, and for a user friendly joinery without the use of hardware or glue. The image on the left is displaying an exploded view of the organizer with the pieces in their appropriate spots for assembly, giving me a sense of the final appearance of the project when the pieces are cut out, and how they will fit together. The diagram on the right shows the dimensions and lines that the CNC router will follow to cut out the needed pieces to assemble it all together. These diagrams were both created using AutoCAD 2013.

The dimensions of the final product is 14” in length, 10” in height (the Space Needle), and 8” deep. This is a perfect way to store and organize your everyday cluttered desk items and papers while creating an intriguing look at the same time. This can also be a great toiletry organizer for placement next to your bathroom sink with three simple, yet spacious compartments.

Fall 2013

Danny Battle
Side Table/Coffee Table

This table/coffee table was made solely for aesthetics and function. The tabletop pieces are both made from 3/4” paduk, and the horizontal lines are made from 3/4” hard maple to match the wood of the legs. The upper tabletop piece is 32”x18”, and the bottom piece is 20”x12”. The legs are made with 12/4”x6” hard maple wood and are 17 1/2” inches tall. The lower tabletop is glued into the legs 5 1/2” below the upper table for articles to be easily accessible but still remain unseen. I used multiple coats of wipe-on poly to give a protective and glossy finish.

Spring 2014
Wooden Box Organizer

This wooden box organizer is great for holding anything from watches and sunglasses, to important documents, art supplies, and many other materials you want protected. This box was constructed using hard maple and cherry wood panel material. The splines on the corners were incorporated for strong reinforcement, and were made from hard maple for the top and bottom. Walnut was used for the middle splines. The hinges were made from steel with a brass finish, and the handle was made with stainless steel.

The dimensions of this box are 20"x12"x4.5" making easy visibility and accessibility for everything in the box. I finished the maple with danish oil, and the cherry panel material with red mahogany stain.

Spring 2014
The Cake Knife

This is a basic cake knife that can be used for cutting cake, danishes, or any type of pastries. The knife shape was cut out of the block at a diagonal angle to present a more pleasing and interesting look. The handle was made with hard maple, and the blade is made with. The final step was to apply mineral oil which helps preserve the wood, and is safe and non-toxic when cutting food.

Coffee Table

I made this table specifically keeping functionality and cost effectiveness in mind. The main tabletop is made from 3/4" cedar wood. The tabletop was designed with a 3/4" mahogany trim to give a more solid look while covering all end grain on each side. An important aspect of the structure as a whole, is the frame which is made from 2"x4" pine wood. All of the wood used for the legs are 4"x4" douglas fur.

The dimensions of the tabletop are 24"x36", the perfect size and proportions for the area it is placed in. The height is 18" tall which is an ideal height for the average anatomical dimensions for a human. The legs of the table were stained with a dark Jacobean stain, and the tabletop was finished with a Golden Oak stain.
These four photos are ideation models of mobile telephone stands designed for any phone. These were made to get an idea of how to bend, cut, and mold acrylic to different shapes and designs that I had in mind. All of these ideation models are about 5” tall from where the base of the phone would sit.

The final design I decided on was a phone holder that included many curves and is more aesthetically pleasing. Within this design I was looking to include the ability to accommodate many different sized phones. Another feature I wanted to incorporate into the design was a sturdy way to elevate your phone in both portrait and landscape positions. This design also minimizes waste of the acrylic material. This project gave me great knowledge of what working with acrylic plastic is like.

Spring 2014
AutoCAD Rendering

The orthographic views of the Gameboy below was created using AutoCAD 2013. I became familiar with AutoCAD, how to place dimensions in the right places, learned about penmanship, and many more design skills. This class showed me how important it can be to show your product dimensions, proportions, and different perspectives for your client/viewer.

Fall 2013

Photography

Thank you for reviewing my portfolio.