

MATTHEW GRAND

GRAPHIC DESIGN AND ILLUSTRATION PORTFOLIO

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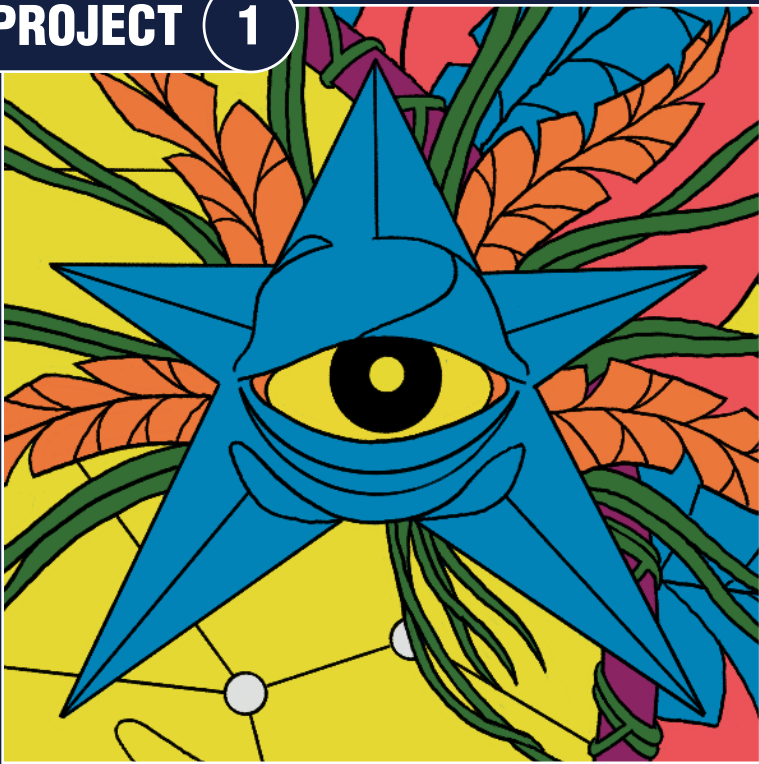
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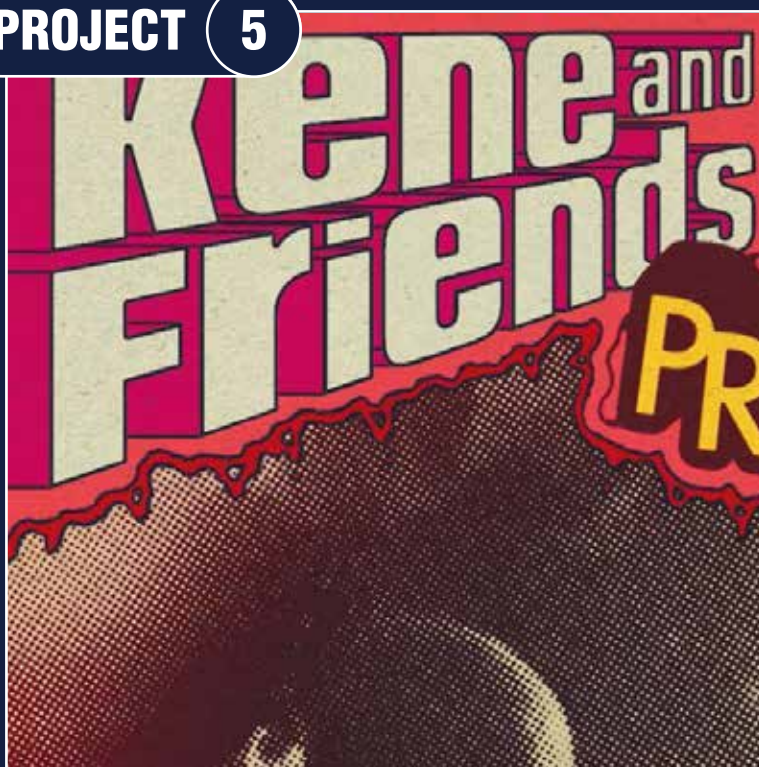


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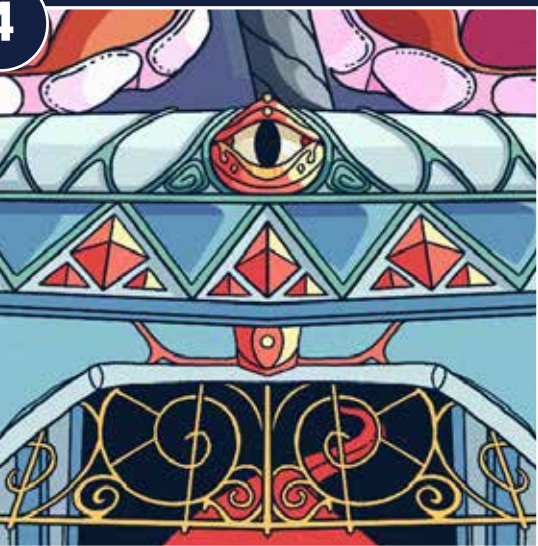
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SAVIOR

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 1 “GOD”
T-Shirt Mock Up Front



Shirt 1 “GOD”
T-Shirt Mock Up Back



Shirt 2 “FOLLOWERS”
T-Shirt Mock Up Front



Shirt 1 “GOD”
Front Design Asset



Shirt 1 “GOD”
Back Design Asset



Shirt 2 “FOLLOWERS”
Front Design Asset



“FROG POTION”
T-Shirt Mock Up Front



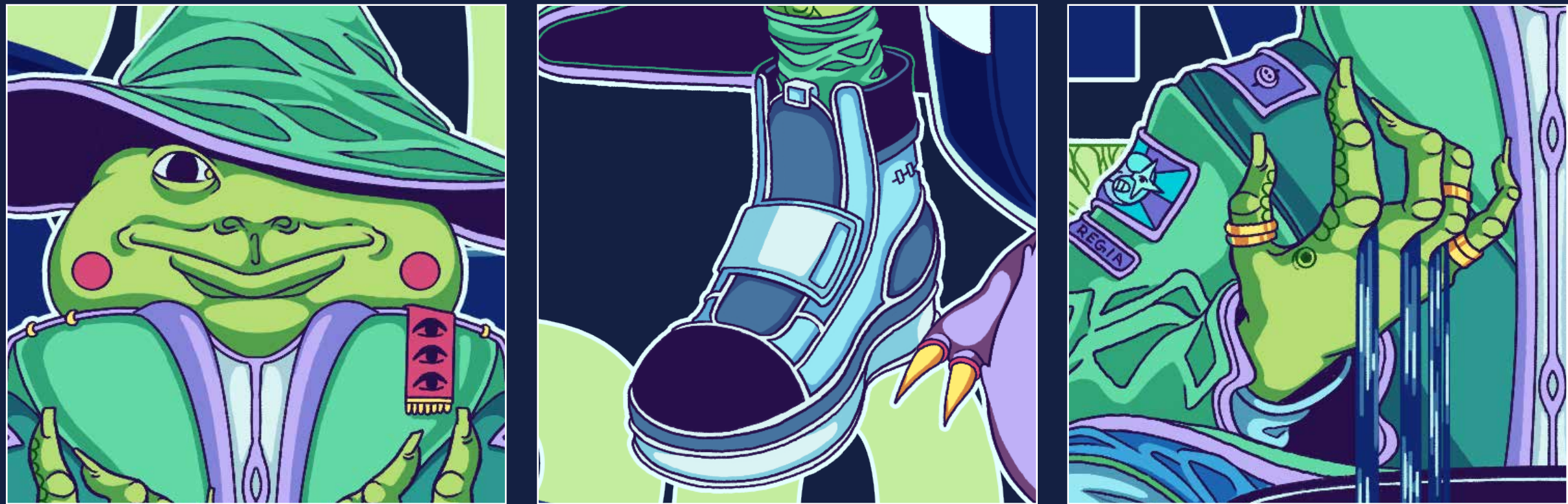
“FROG POTION”
T-Shirt Mock Up Back



“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.



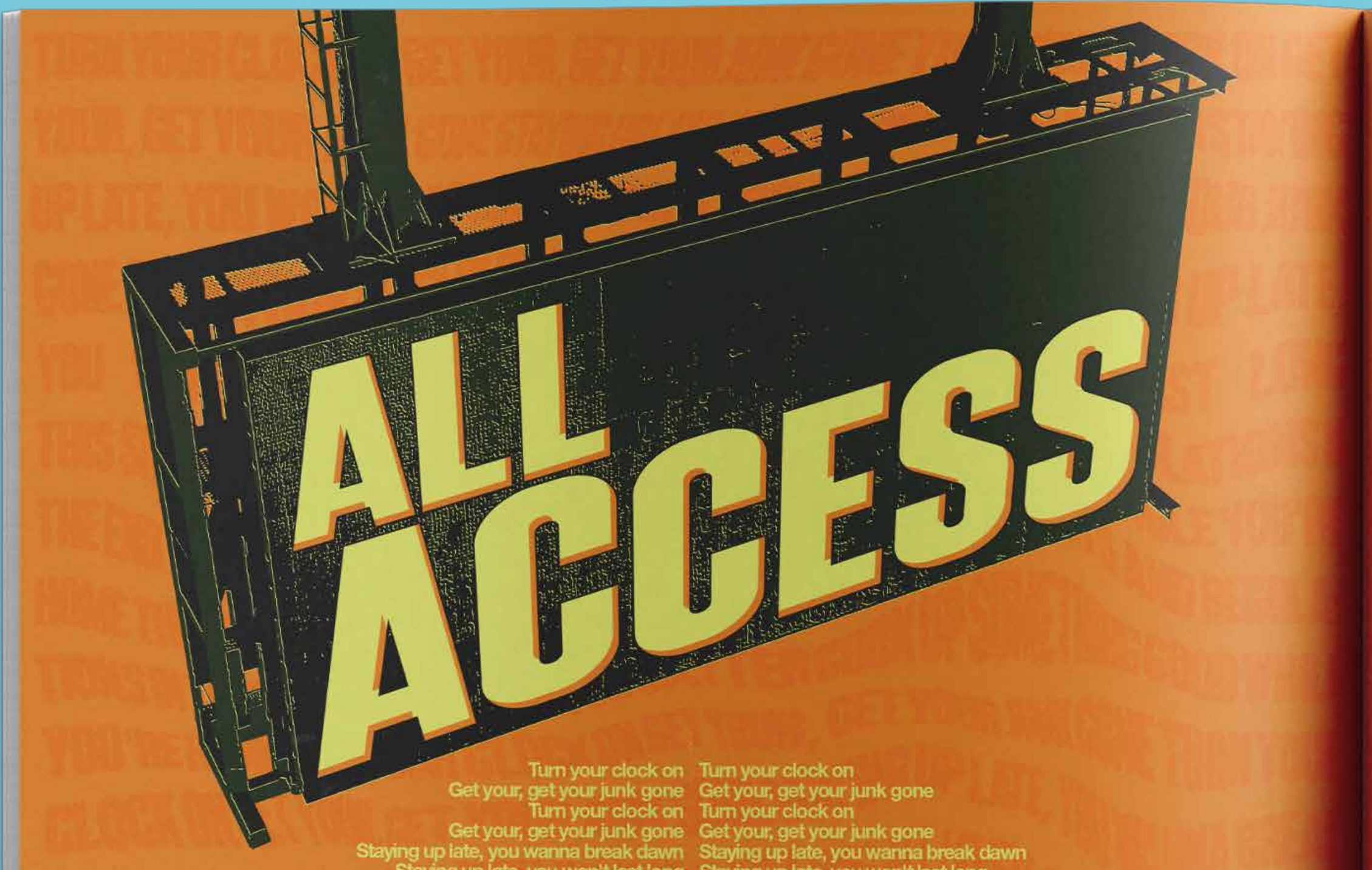


THE GARDEN

The Garden is an experimental rock group originating in Orange County, California consisting of twin brothers Wyatt and Fletcher Shears. They are most known for their fast pace Punk inspired sound that aims to push boundaries and produce exciting unheard forms of pure creative expression with every new project.

Since the band's conception in 2011 they've released four EPs and five studio albums.

The "U Want The Scoop?" EP was released in March of 2017



ALL ACCESS

Turn your clock on
Get your, get your junk gone
Turn your clock on
Get your, get your junk gone
Staying up late, you wanna break dawn
Staying up late, you won't last long

Turn your clock on
Get your, get your junk gone
Turn your clock on
Get your, get your junk gone
Staying up late, you wanna break dawn
Staying up late, you won't last long

This shit takes some patience
Forget about connects and regulations
In the end you're on your own
Better cook up something good while you're home
This shit takes some patience
Forget about connects and regulations
In the end you're on your own
Better cook up something good while you're home

Turn your clock on
Get your, get your junk gone
Turn your clock on
Get your, get your junk gone
Staying up late, you wanna break dawn
Staying up late, you won't last long

All I ever hear is the same damn thing
I wonder why people say the same damn thing
I guess that kind of happens when
You live all access
You breathe all access
You die all access

All I ever hear is the same damn thing
I wonder why people say the same damn thing
I guess that kind of happens when
You live all access
You breathe all access
You die all access

YOU WANT THE SCOOP?
 U Want The Scoop?

YEAH I GOT IT BABY
 Yeah I Got It Baby

YOU WANT THE SCOOP?
 U Want The Scoop?

YEAH I GOT IT BABY
 Yeah I Got It Baby

YOU WANT THE SCOOP?
 U Want The Scoop?

YEAH I GOT IT BABY
 Yeah I Got It Baby

YOU WANT THE SCOOP?
 U Want The Scoop?

YEAH I GOT IT BABY
 Yeah I Got It Baby

Generic business man
 You know he's onto something
 He looks like a normal man
 But he's something else
 He's from split
 He's tryin' to tell you something
 He's from split
 So now you know so now you know
 If you see a picture of an old business man
 Yeah he's from split yeah he's from split
 If he looks like a latex mask then you know that he's from split

You want the scoop? You want the scoop?
 Yeah I got it, baby Yeah I got it, baby
 You in the loop? You in the loop?
 Yeah we doubt it, baby Yeah we doubt it, baby
 You wanna know about split? You wanna know about split?
 Yeah we got you baby Yeah we got you baby
 You wanna know about split? You wanna know about split?
 Yeah we got you baby Yeah we got you baby

Bug under his costume body
 He can't wait to breathe again
 Shed that latex skin again
 Tired of shaking human hands
 Freeways train tracks
 Inner-city grit
 Split fucker tells you something
 Question that shit
 You could smell his stench from a mile away
 Probably driving past his billboard every day
 Advertise himself he's getting into the system
 Travel back to split
 We go to fucking intercept him

So many whips to the back
 I think our skin might split
 Turn around hand oh whip
 Looks like someone from split
 There it is you've got the scoop
 This information is yours
 So next time you're on the road
 Keep an eye out for split

U WANT
 THE SCOOP?

HAVE A GOOD DAY SIR

Known to be sketchy in my recent past
 Foot on the pedal, red lights flash
 Been caught by the black and white seven times
 I keep it quiet, keep it polite
 Not havin' luck with the DMV though
 I never showed up to check the dealio
 Almost been jailed a number of times
 But I got away, I paid those fines

(But I got away, paid the fines) X2

pretty sure I paid those fines

(But I got away, paid the fines) X2

Failed to appear in court
 I changed that to my middle name
 Always gettin' notes in the mail (fuck)
 I forget about 'em or I throw 'em away
 Not a good habit, I don't recommend it
 I got fucked over, license suspended
 Payed those fines and now I'm broke
 I think I learned my lesson but you never know

(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 was movin' down south on the Interstate 10
 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)
 Big boots closing in real fast
 Here comes the question, gonna be a blast
 "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

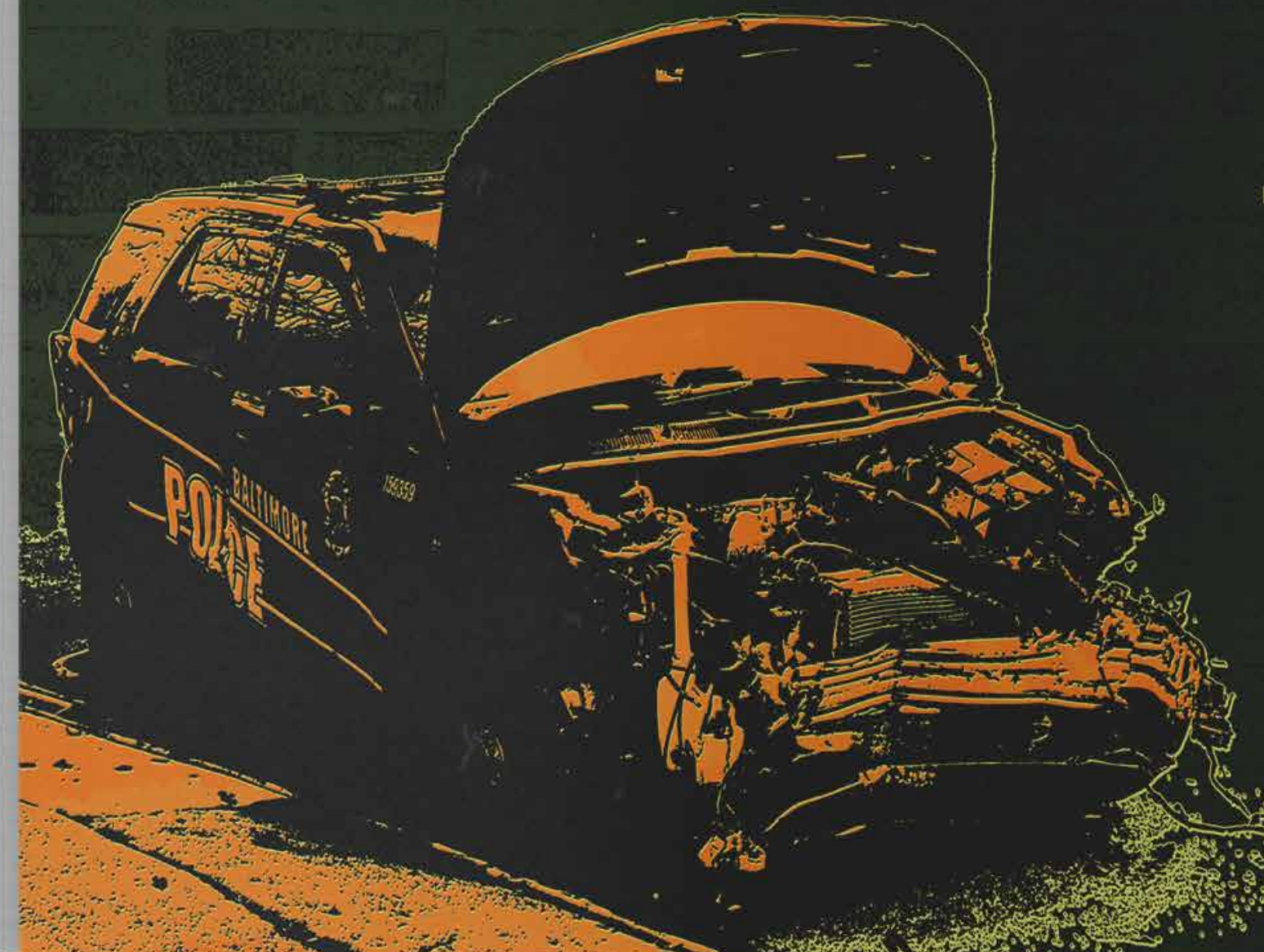
Sorry about my speed back there
 It's a new car and I'm getting used to its pedal
 I'm headed to a show a state away
 I hope I'm on time, I'm sorry to say
 "What kinda music do ya play son?"
 I play country, sir, and I'm proud to say
 It's the only kind of tune I listen to
 I listen to Buck Owens every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

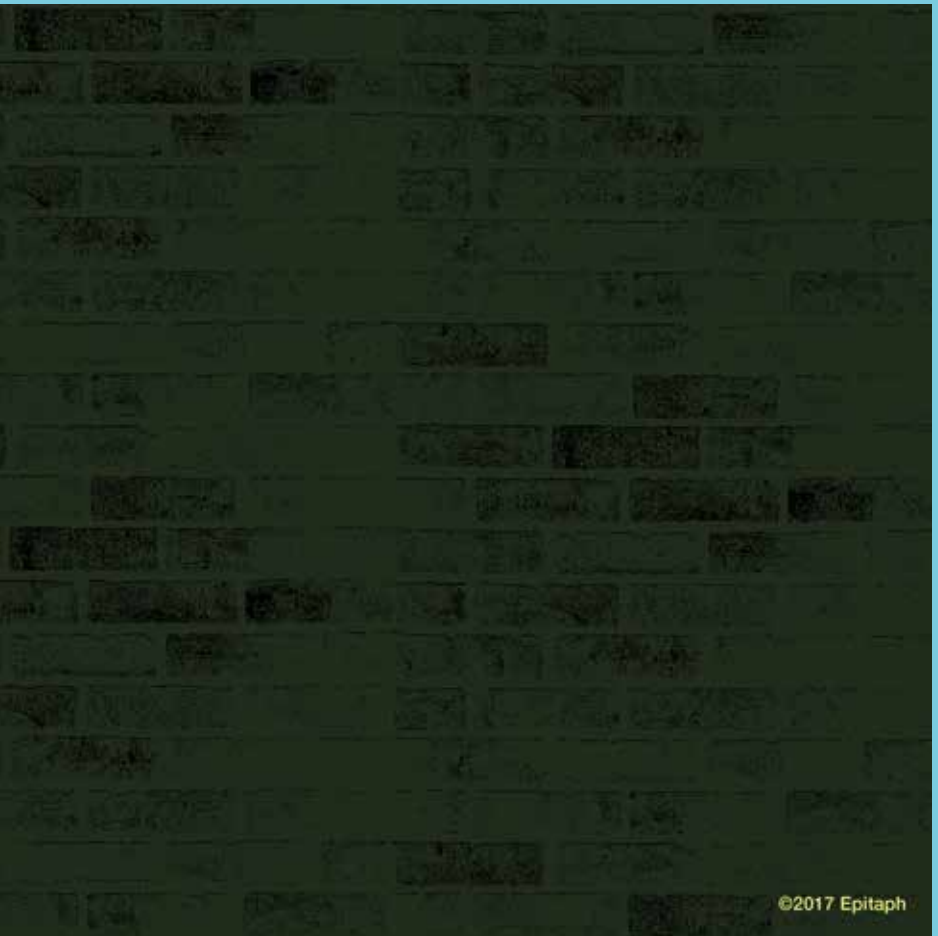
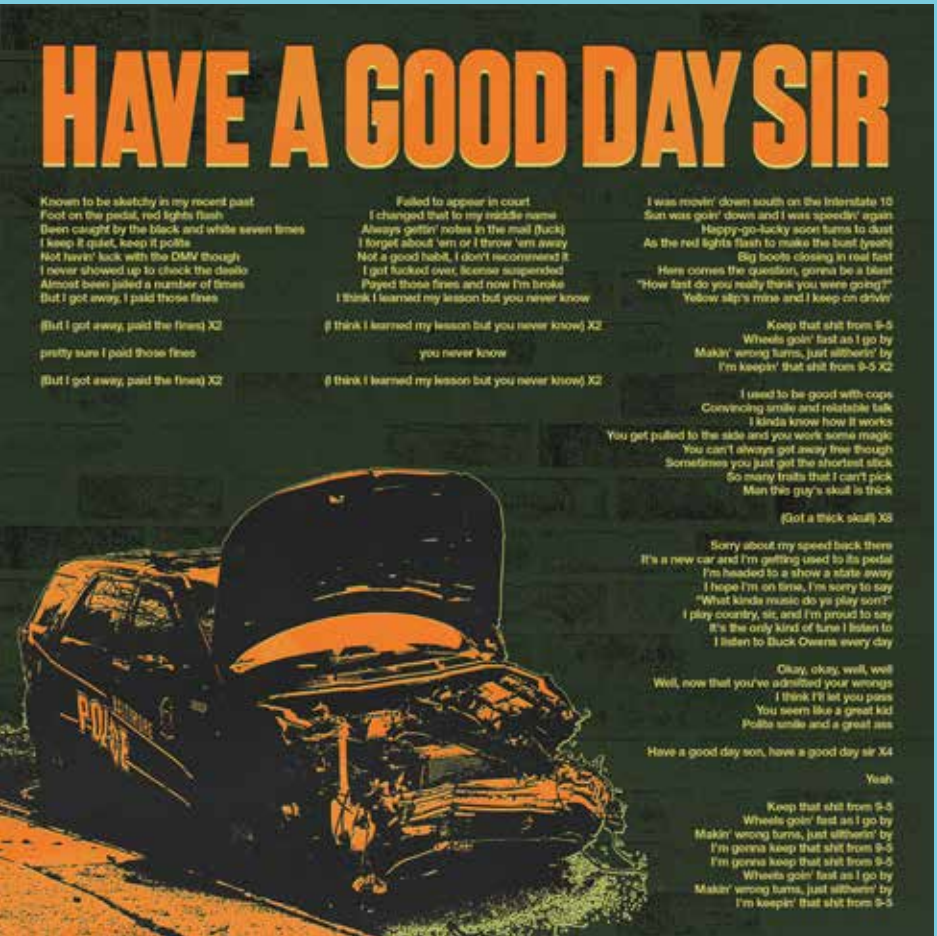
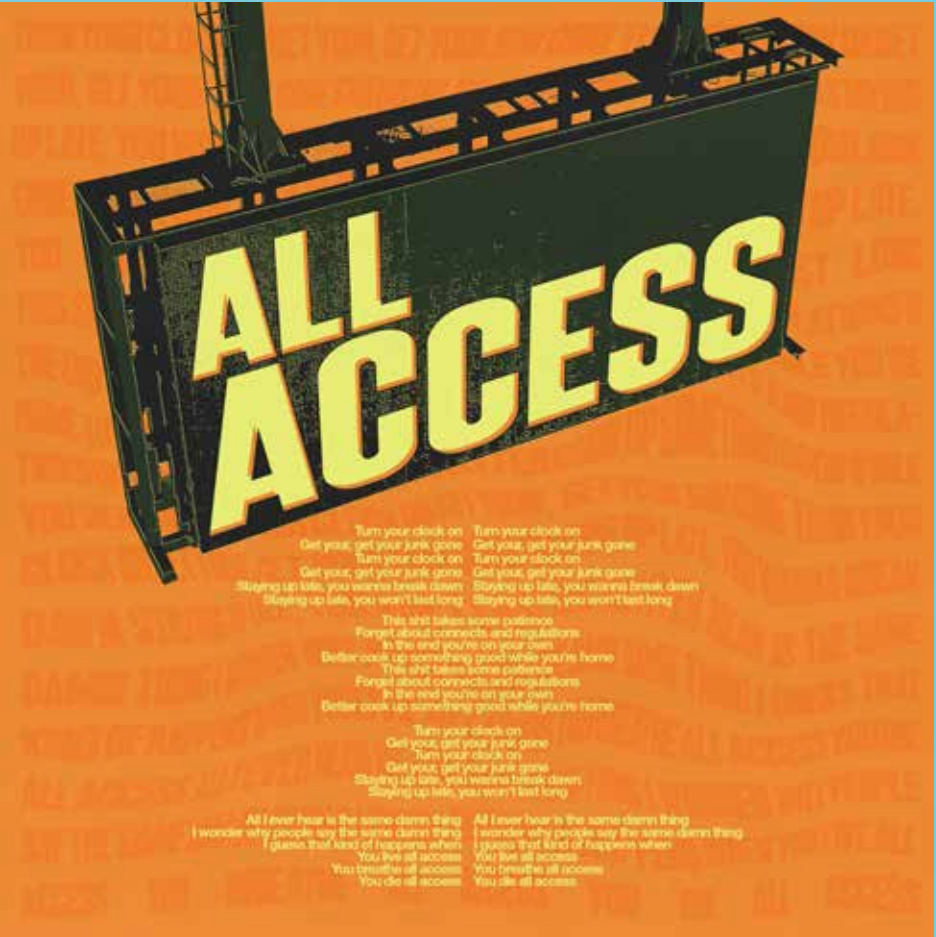
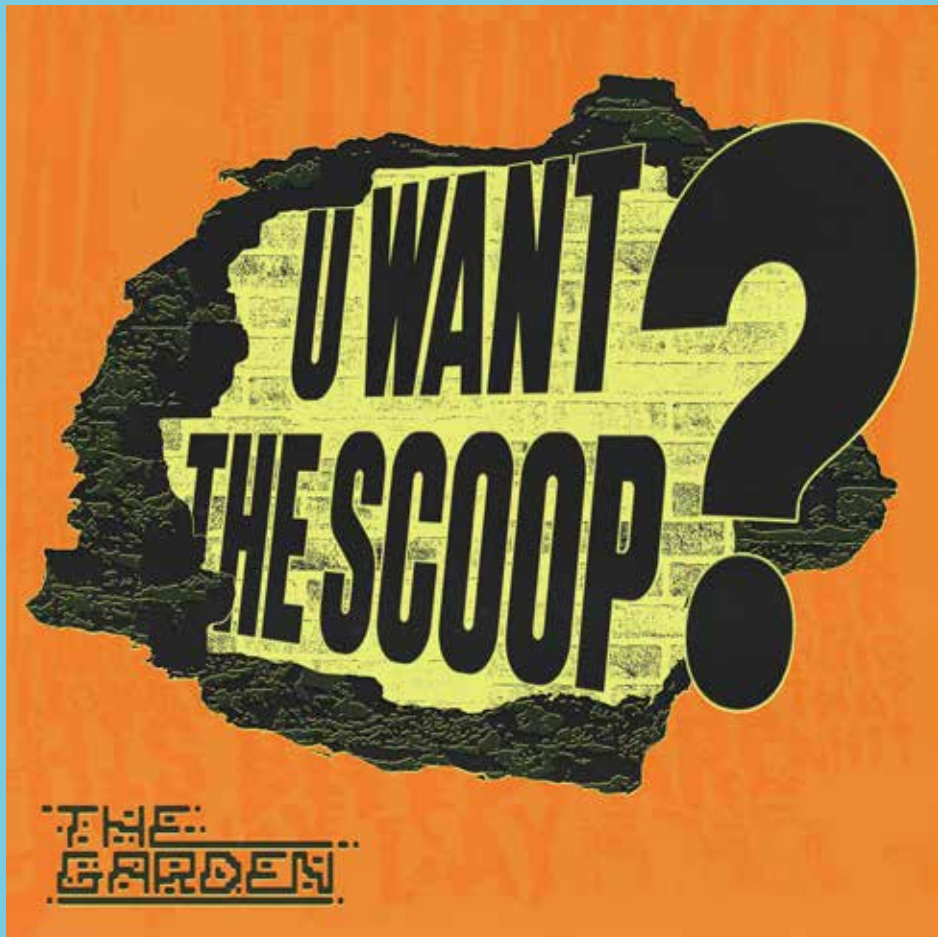
Okay, okay, well, well
 Well, now that you've admitted your wrongs
 I think I'll let you pass
 You seem like a great kid
 Polite smile and a great ass

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

Yeah

Keep that shit from 9-5
 Wheels goin' fast as I go by
 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





“U Want The Scoop?”
Vinal Mock Up Front



“U Want The Scoop?”
Vinal Mock Up Back



WE'RE ALL GONNA MAKE IT

Merchandise, 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.

WE'RE ALL
GONNA
MAKE IT

“WE'RE ALL GONNA MAKE IT”
Poster Design

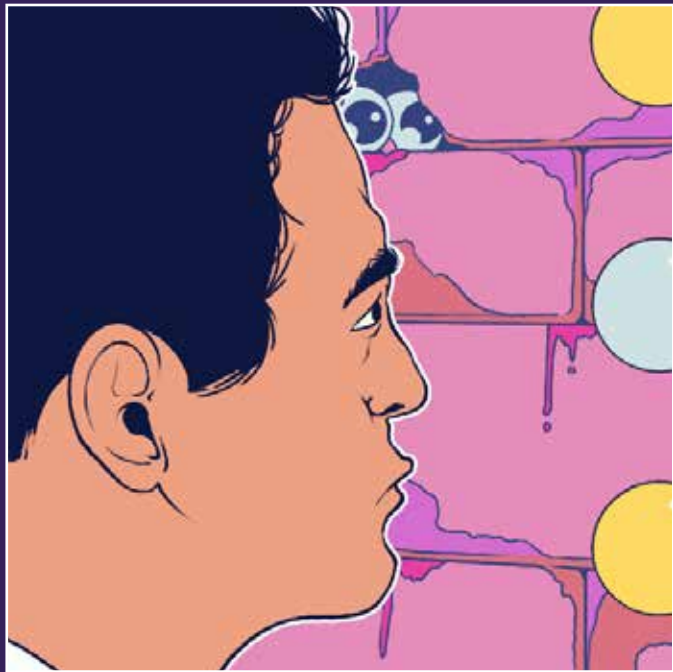
“WE'RE ALL GONNA MAKE IT”
Logo Variations



“Clown”
T-Shirt Mock Up Front



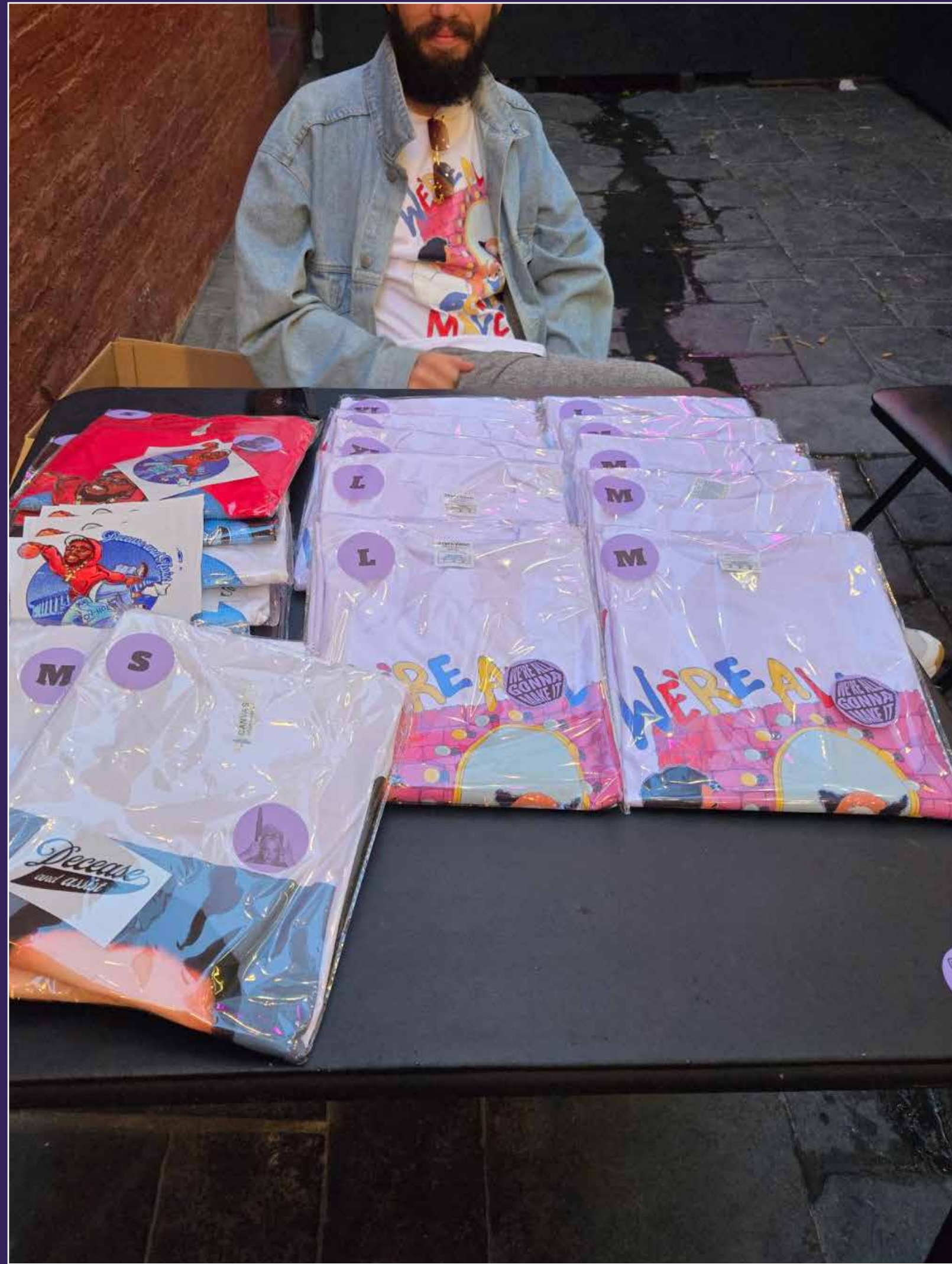
“Clown”
Design Asset



Nick Durvasula
Comedian Hosting We're All Gonna Make It



"Clown" Shirts
Being Sold Outside The Hotel Cafe



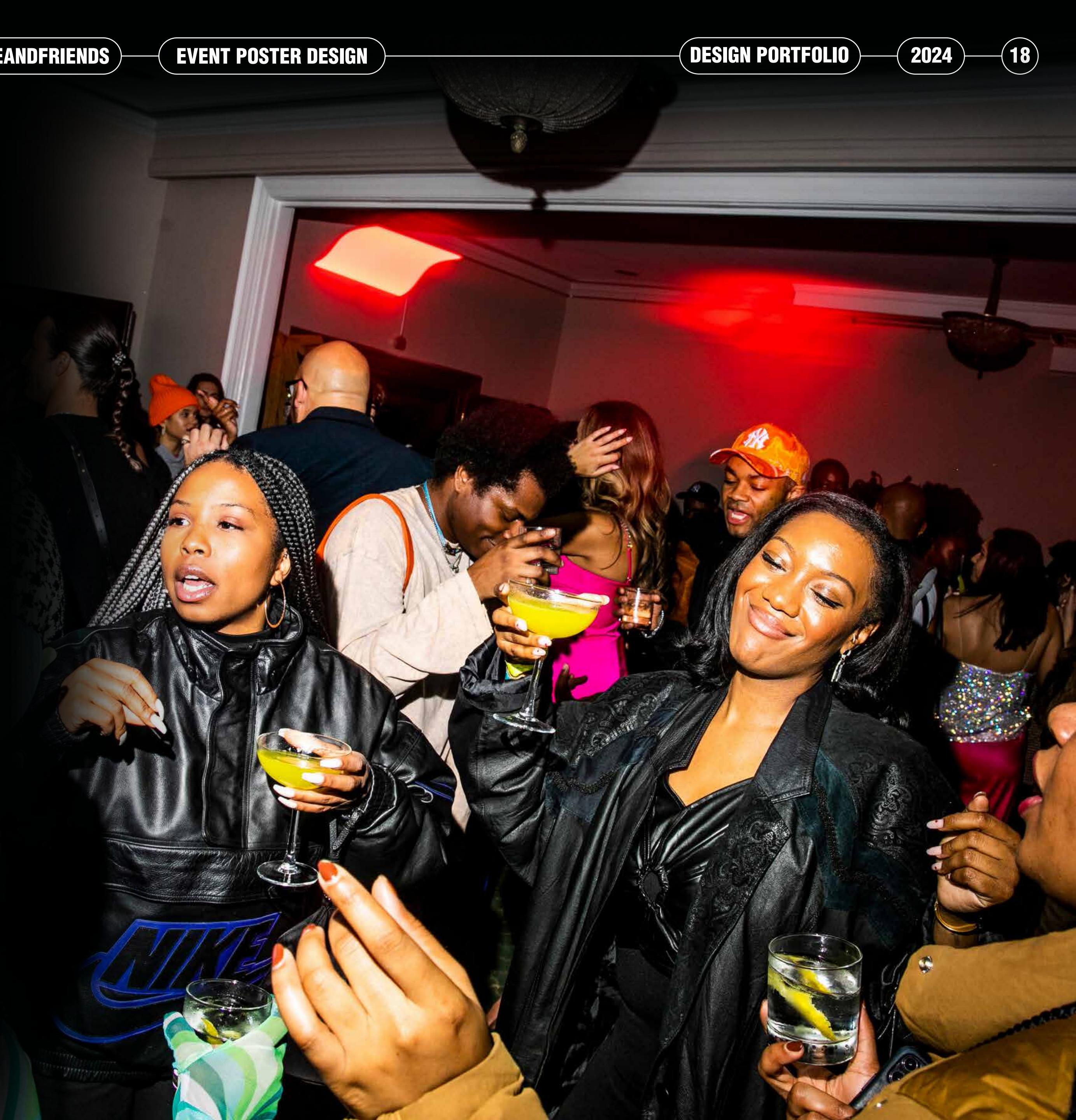
Manson Hajj
Comedian Performing At We're All Gonna Make It



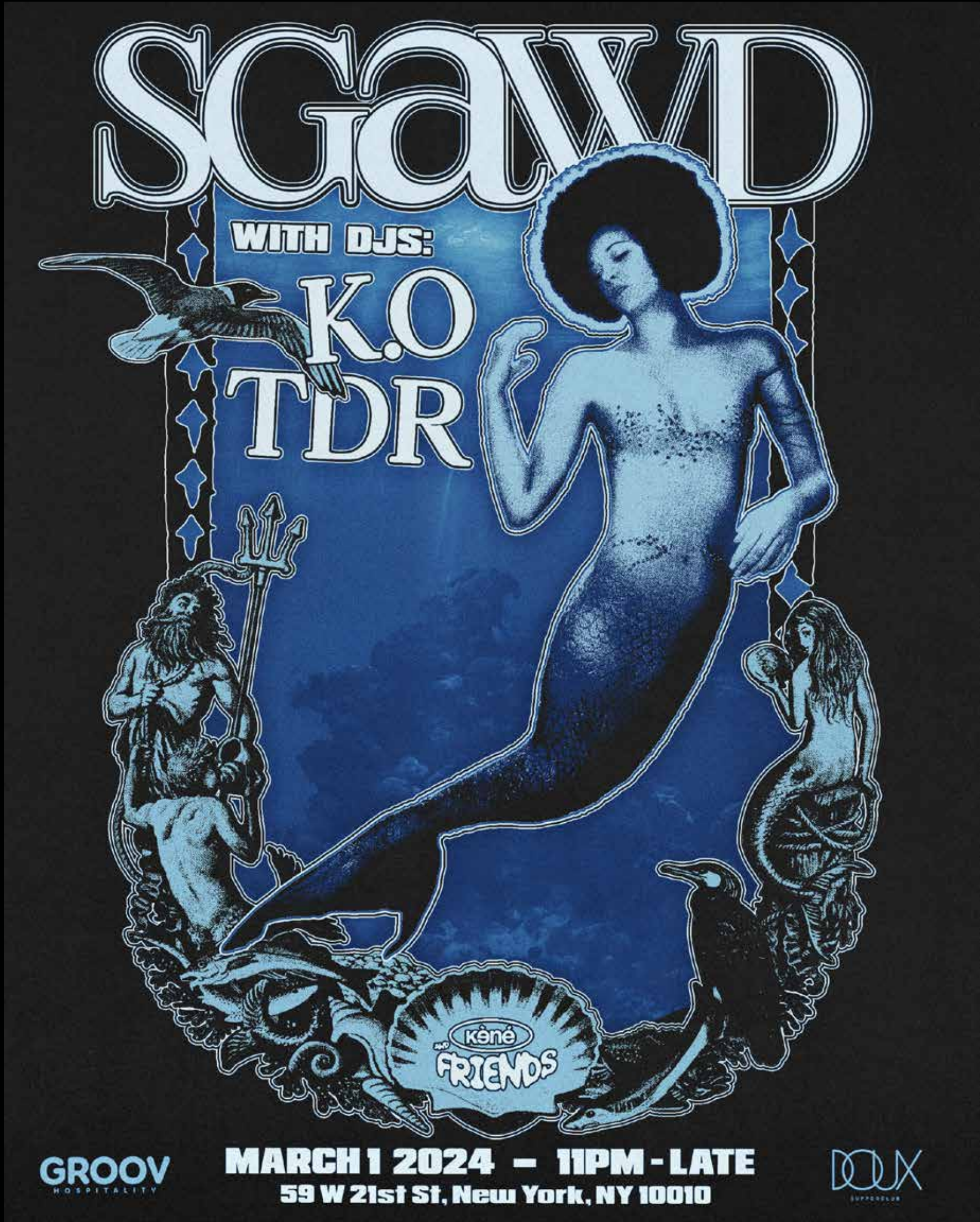
KENEANDFRIENDS

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 Maradonaxy (19.8k on Instagram). Below are a selection of the event posters I designed.



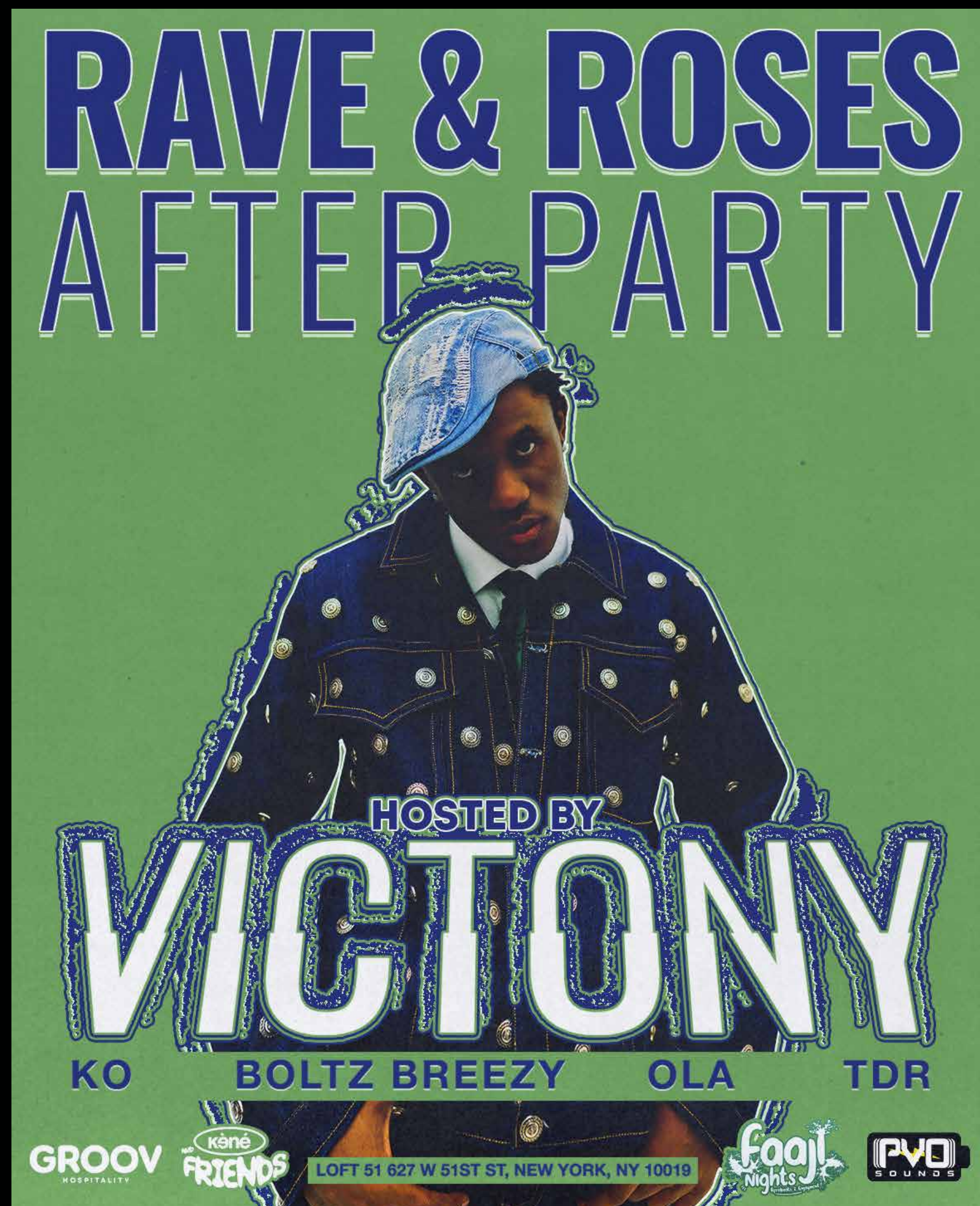
“SGAWD”
Event Poster



“NISSI”
Event Poster



“RAVE & ROSES AFTER PARTY”
Event Poster



“ELECTRIC ROOM TAKEOVER”
Event Poster



“KENEANDFRIENDS PRESENTS”
Event Poster



“LOJAY”
Event Poster

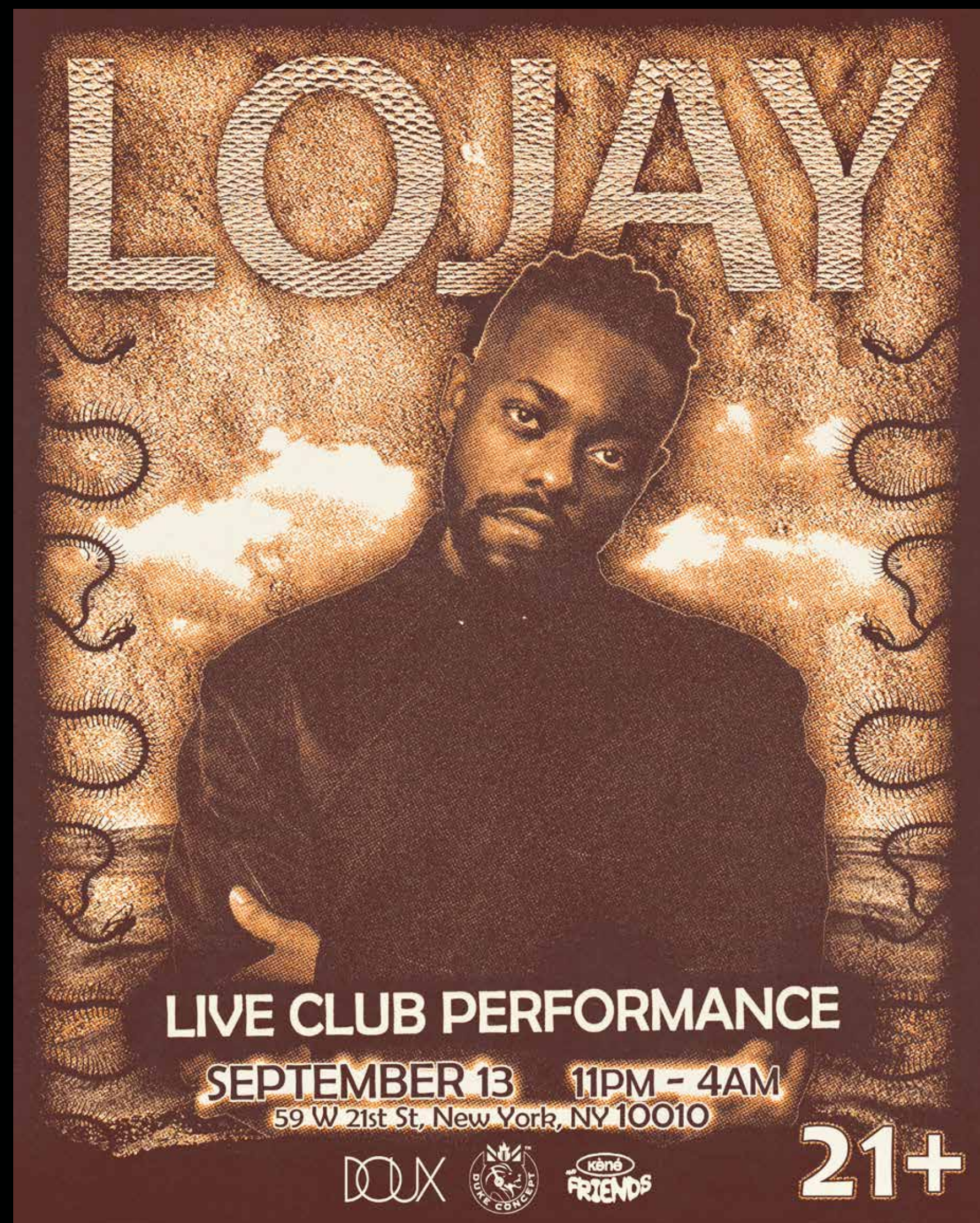


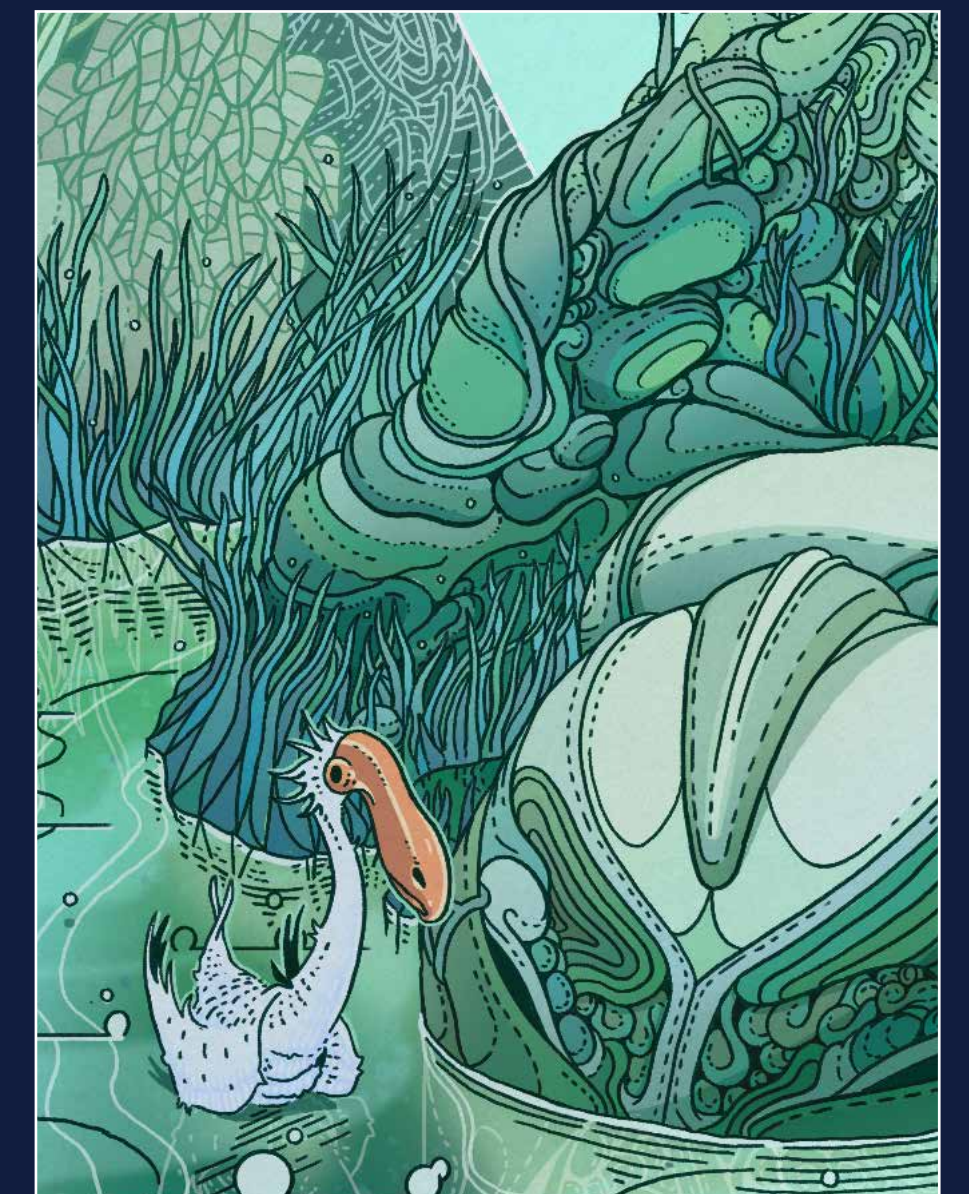
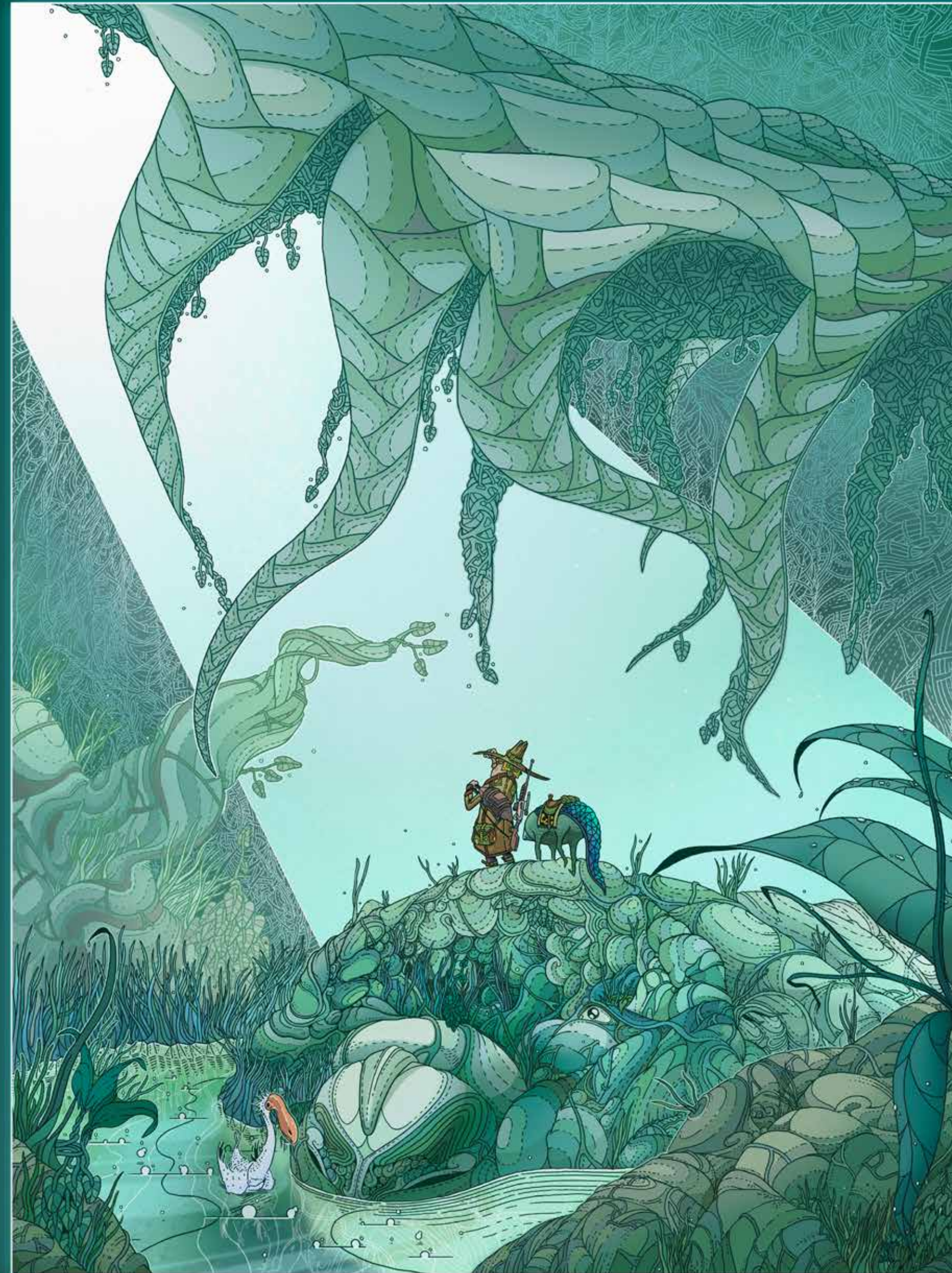
ILLUSTRATION SAMPLES



GREAT GREEN FOREST

Illustration — Concept Art

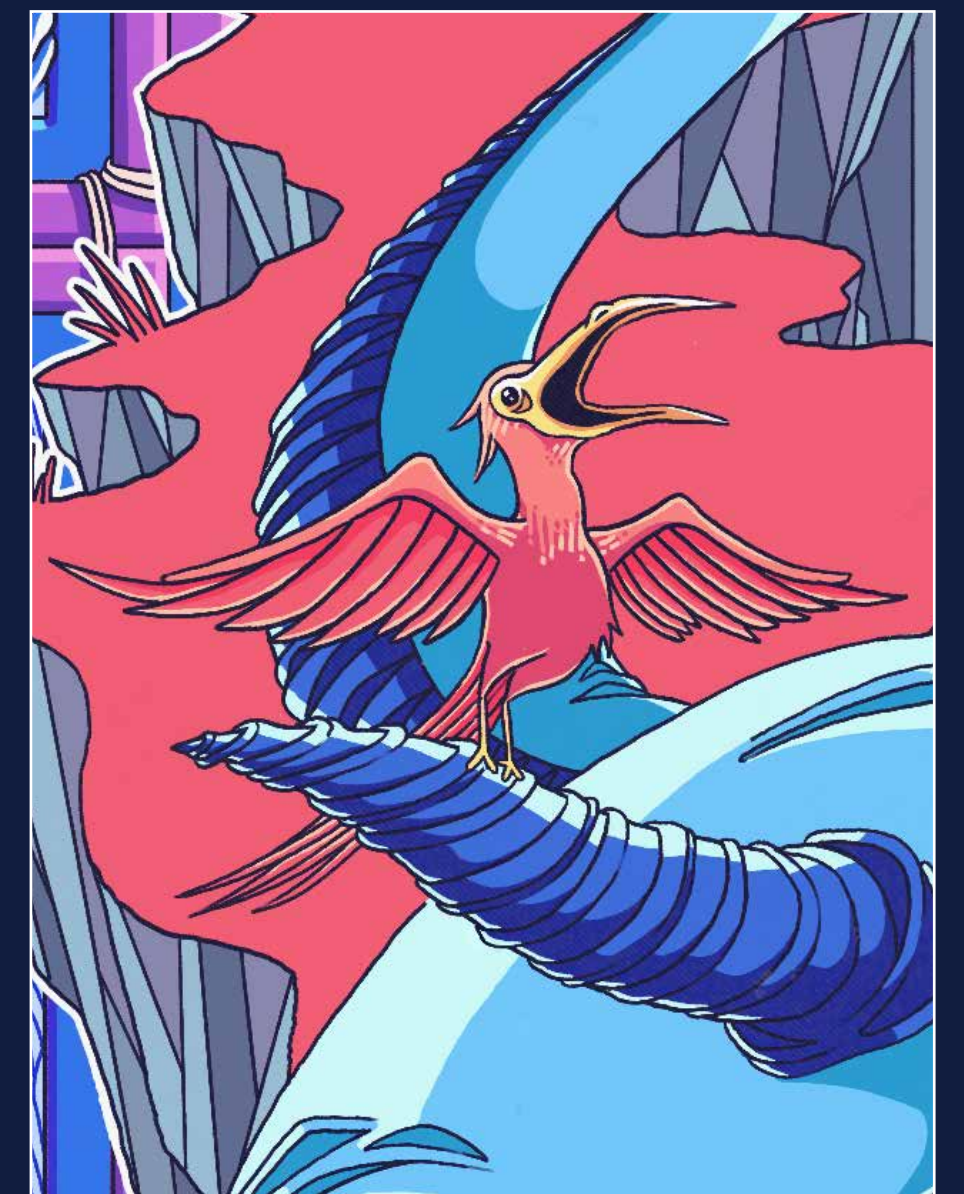
GREAT GREEN FOREST is a landscape illustration created as an exploration of color, composition, and visual storytelling. The drawing makes allusion to the same sublime awe and wonder as the Romantic landscapes of the 1800s. Of course this is a fantasy landscape, so it is even more so daunting in its 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.



DEMON THRONE

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.

