DIGITAL PORTFOLIO

OLIVER ADAMS

In hindsight, I should've realised that I wanted to be a general "creative" in 2013.

2013 saw Wigan Athletic Football Club relegated to the second tier of English football; The Championship. Amongst other things, this meant that they would be playing some of their football matches on Friday nights. Their ‘keeper at the time was an Omani fella by the name of ‘Ali Al Habsi’.

My favourite song at the time was **'Sha La La La Lee'** by a band called the Small Faces.

I promise this is going somewhere.

I had my Eureka moment*, when I put two and two together, and came up with the chant,

"He saves goals on a Friday night, Ali Al Habsi!".

My friends laughed and my Mum thought I was weird. I liked it.

*I wasn't naked, or in the bath.
I was in A-Level Philosophy with James Austin.

But I never really allowed that aspect of my personality to be reflected in my work.

I thought being a good designer meant having 59240 fonts on your Mac, and that my dream job would be redesigning the Apple logo.

That changed over the past year or so though. I realised that I want to make my friends laugh more. I want to tell stories. I want to shock people.

But, most of all, I want to redefine the word ‘weird’ for my Mum.

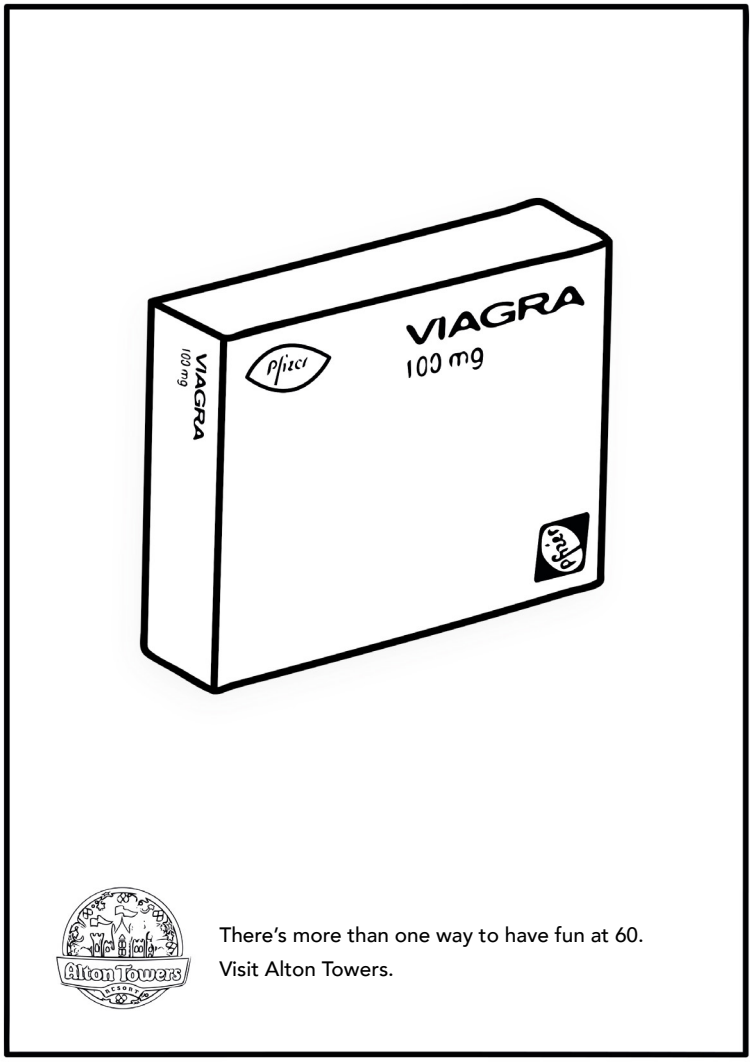
For that reason, instead of presenting some well polished Graphic Design, I present to you...

IDEAS

~~DIGITAL PORTFOLIO~~

OLIVER ADAMS

I Interned at Tayburn



As part of my application to Tayburn, I completed their 'Deepend' scheme. One of the briefs on the Deepend asked me to **"Remarket Alton Towers for the over 60's"**.

I arrived at the conclusion that people go to themeparks for a thrill; they go for that feeling of euphoria. I thought about other activities that are euphoric and (unsurprisingly) sex popped into my 20 year old head.

Feelings of euphoria are enjoyable, and I wanted to make light of the idea that older people can't acheive these feelings so easily. For that reason, I decided to focus the scamp on the somewhat cliche idea of older people needed to take Viagra.

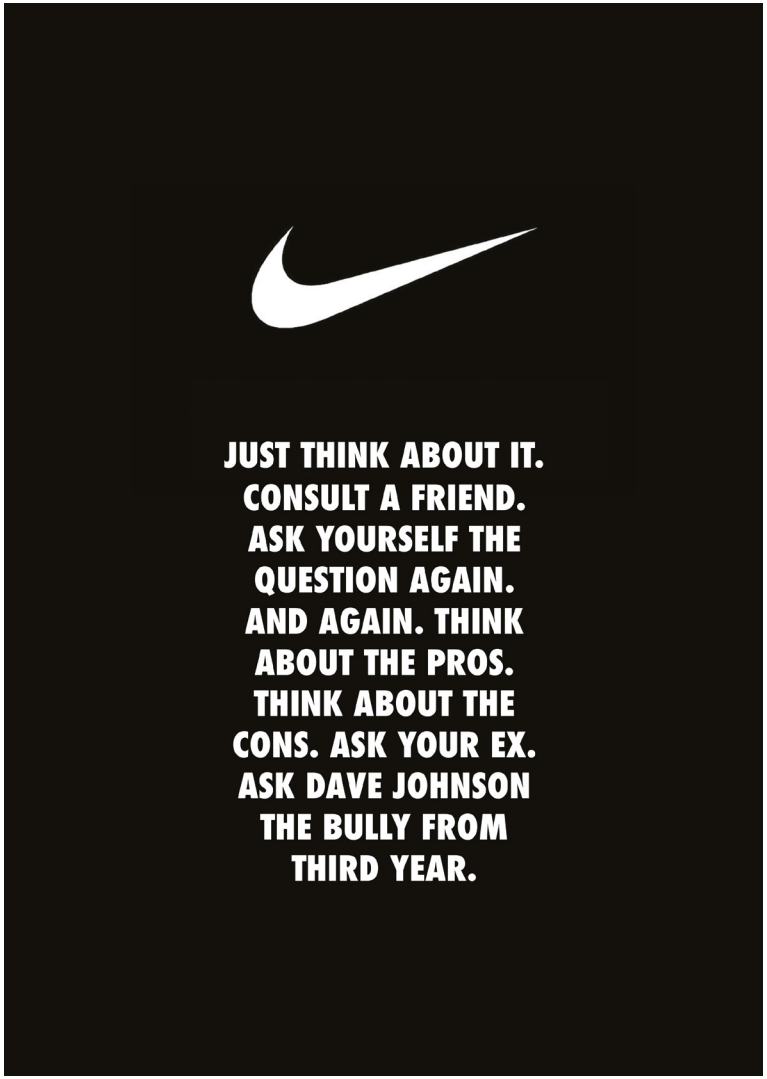
I sent a man I don't like my kidney in the post

When my Something Something offer fell through, I panicked and opened the part of my mind I like to call 'Shit ideas'. My best friend from home was moving to Cardiff at the time, and I thought "Yeah, I'll move to Cardiff! Why not?!".

I was in contact with a very authoritarian fella called Matt Jones, who owned an agency called 'S3'. I sent him an email asking if we could have a little chat, and he replied back saying **"An emails not bold, be bold"**, so I sent him a kidney.

A couple more emails (but no more kidneys) were exchanged; one of which ended with me saying 'Thanks mate'. He decided to tweet me saying "I'm not your 'mate'", which kind of made me realise that moving to Cardiff just because your best friend is, is kind of a shit idea.

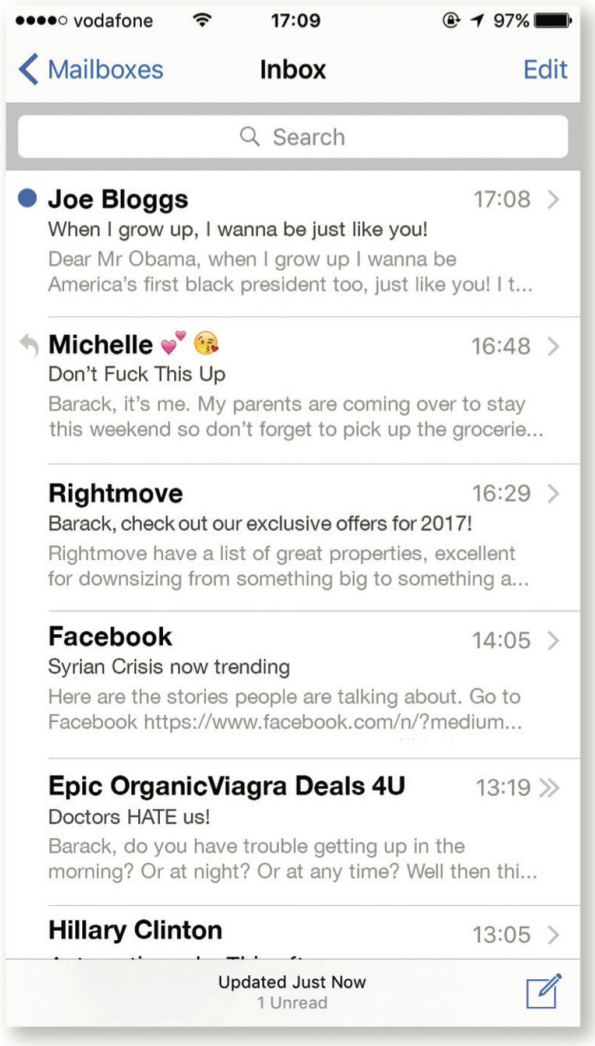
I didn't create a chair that broke every time you sat on it



During my final project at ECA, we were set a one day brief, in which we were told to **"Take something simple and make it complicated"**. A lot of the people in the class were taking a found object (such as a chair) and altering it in some way (making it break every time you sat on it). But I didn't really think that that was complicated, it just meant it disfunctional.

I decided to do something that was a little more 'throw away', and showed a little more of my personality.

I helped Something Something make Something



One of the briefs I got at Something Something was to produce visuals for a book they were making called 'Make Something'. 'Make Something' consisted of pieces of advice for creatives breaking into the industry.

They had produced all the content, and asked me to design the supporting visuals.

One particular page was about contacting people. They said that everyone is human, and sending an email to someone you like telling them why you like their work will usually result in you getting a response. At the end, they said this may not work on Obama.

I wanted to focus on that, and decided to mock up Obama's email inbox. The first message read "Dear Mr Obama, when I grow up I wanna be America's first black president too, just like you!".

I (we) became notorious...

At ECA, Freddy Taylor of KesselsKramer tasked us with becoming notorious in 48 hours. Our group consisted of 5 people, and we thought about ways in which we can gain notoriety.

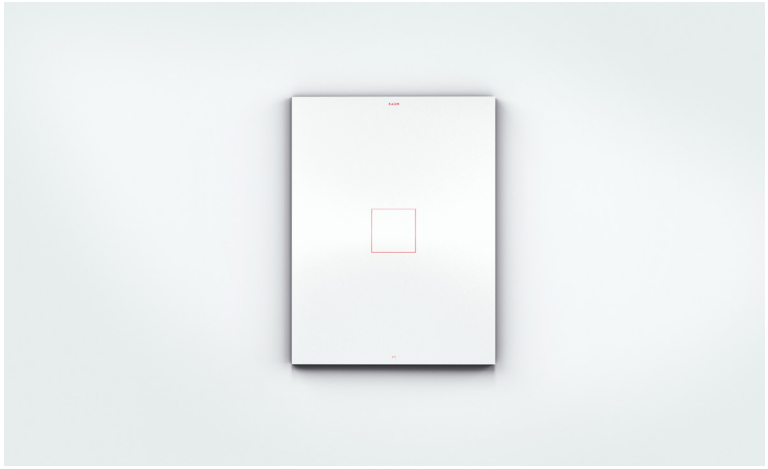
We decided to create a fictional animal fighting event in the meadows. We took to the streets of Edinburgh to promote the event, and documented the reactions of the public. Click the image on the left to watch their reactions (most folk were horrified, but one Australian guy at the end was really keen for it).

We went viral; our social media pages were taken down, the local press were talking about us and we went all over Reddit. Our group came out victorious, and we were crowned as 'the most notorious students at ECA'.

At the end of the brief we released a disclaimer, along with a Just Giving page to promote animal welfare, raising around £100.

But, I still like nice design.

(Hence the glasses and the Barbour jacket)


RAUM

PROXIMITY

RAUM
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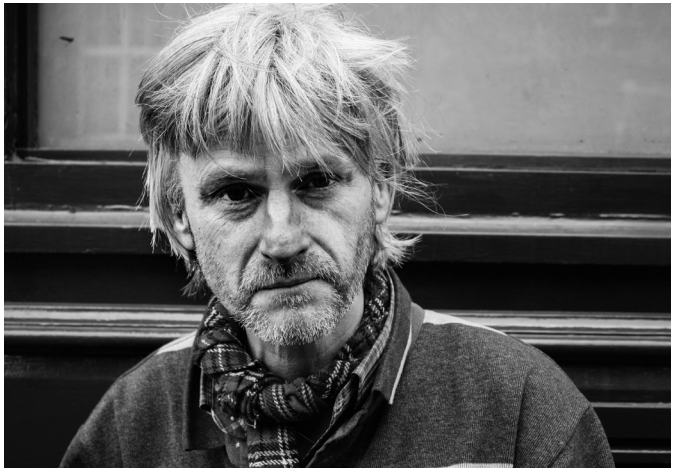

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24th/25th March
Pet Shop Boys:
Symposium
1986
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2016

Cheers!