

JACK
HALE

PORTFOLIO

WHO AM I?

I specialise in rendering in Cinema 4D and Redshift. My main focus is 3D Motion graphics and digital sculpture via zBrush.

My work is influenced by urban landscapes and contemporary design principles focused on scale.

I've spent the last four years at Birmingham City University honing my craft and figuring out the kind of things I like to do, and now i'm ready for adventure on a worldwide scale.

If you'd like to contact me, please don't hesitate to do so at:

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Thanks for your time!



CITYSCAPE SCENE

This work helped gain an internship with Wardog Collective.

Using Cinema 4D and existing Kitbash 3D assets, this piece set out to engage my current following into similar futurescape work. Inspired by Blade Runner and it's sequel, Blade Runner 2049, this piece used Redshift's inbuilt environmental volumetric lighting to create the eerie, moody look of the near future.

The neon signs were created in Adobe Illustrator, using a series of basic parametric shapes to create simple scenes that add extra detailing whilst not obstructing the focus of the scene.

The scene was then rendered on a single Nvidia 1050ti, and comped in After Effects, with some added lens flares, rising smoke, and colour correction.





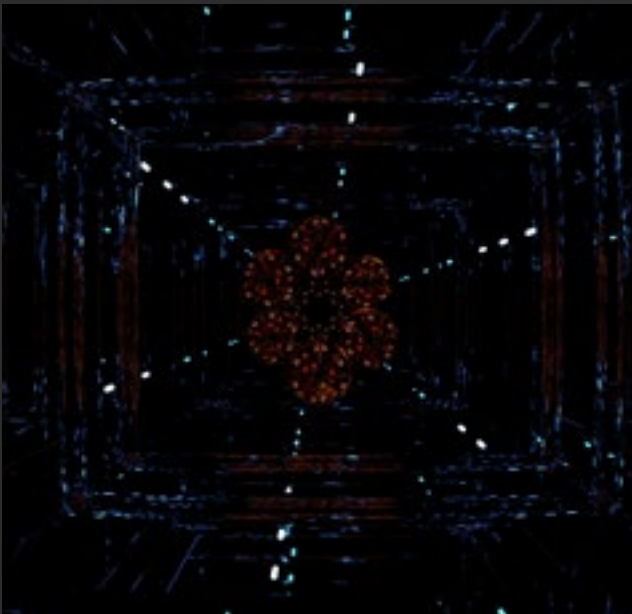
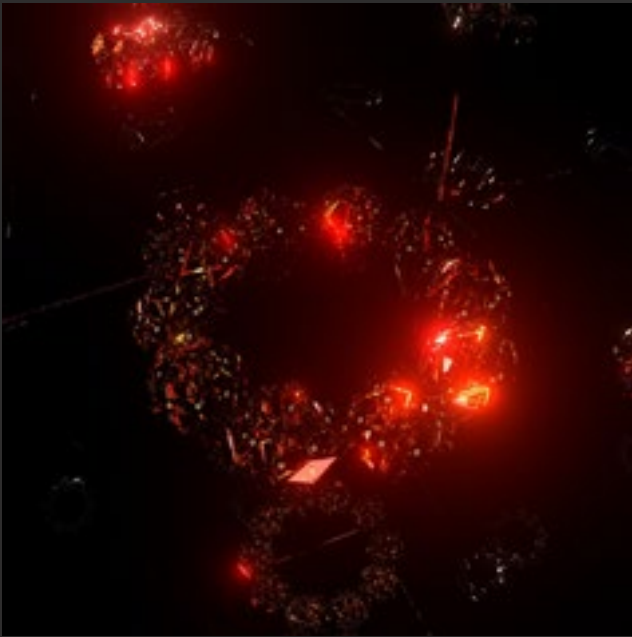
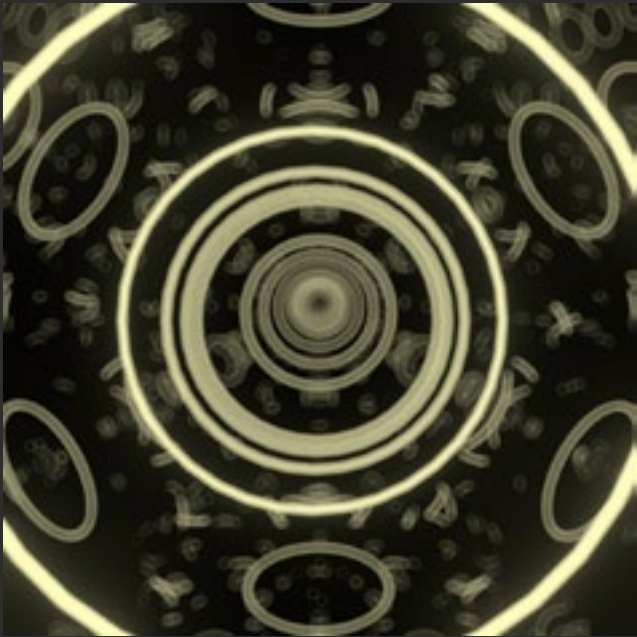
HENRY'S HONEY:

Working alongside graduate illustrator Vanessa Mountain, I was approached to create a brand identity for Henry's Honey, a brief created through Briefbox.

I wanted to create a series of product shots with dynamic fluid simulations to further the retail experience.

Adding the illustrations to the jar via displacement maps in Redshift really helped sell this design.





MIRROR ROOMS:

In Cinema 4D r20 and Redshift, I've made a series of looping mirror room experiments - ideal for backing loops for VJs.

These experimental scenes feature a kaleidoscope of colours and patterns, using symmetry to form tessellated shapes. The motion involved throughout each scene pulls you into the image further, meaning clients feel drawn to the information within.

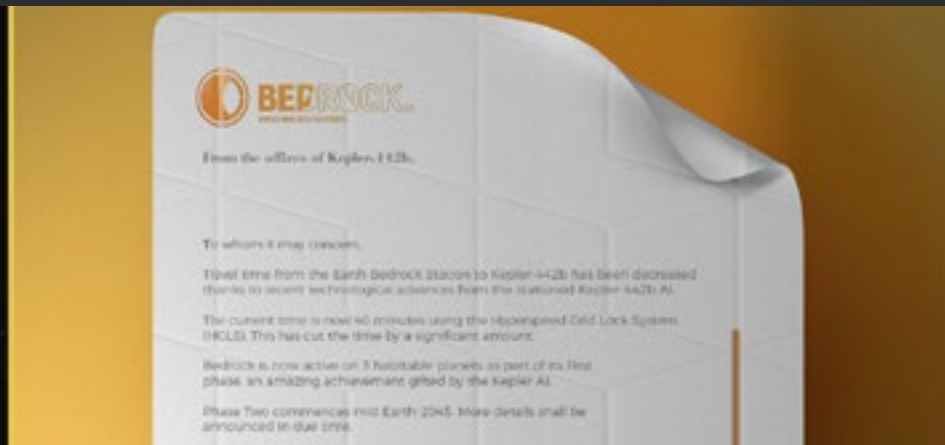


BEDROCK

An exercise in minimalist corporate branding, Bedrock is a near-future fictional space flight conglomerate made to compete with incoming plans from SpaceX and NASA.

I find that creating a narrative for my personal briefs like this helps create a stronger sense of style and a coherent, understandable brand for the intended audience.

Catering specifically to private sellers, Bedrock's initial plan is to colonise three nearby habitable planets via using city-wide AI networks to sustainably create cutting edge technology and breakthroughs.

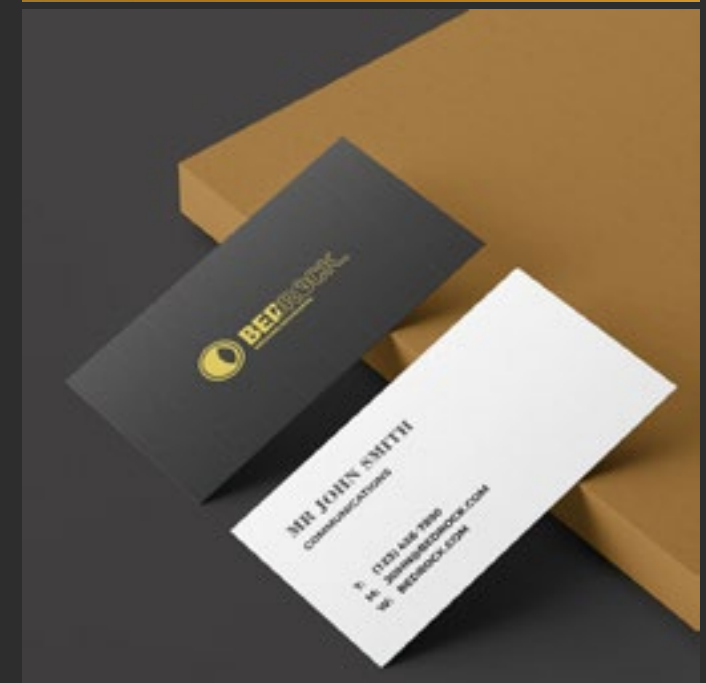


Universal Connection

BEDROCK uses artificial intelligence in intergalactic shuttles to bring off-world experiences to private clients.



BEDROCK, Cont



ELFEROH RED HOOD HELMET

Designed to be sleek, fitting and in one piece, This helmet went through several iterative processes, leading to finally being 3D printed in PLA to create a base mold to be casted out of polyurethane.



Elferoh was a brand I tried to create in 2018, making costume parts for cosplayers - a niche, untapped market.

The business wanted to grow larger than me and I didn't have enough financial support to continue. I continue creating, but under my own name instead of this persona. I have no intentions of going back to Elferoh, but it was a great experiment and learning opportunity into selling ecommerce.

HEINZ D&AD BRIEF

"Celebrate 100 years of Heinz."

To emphasise the love and care that has gone into the brand, I created 57 variant adverts full of their "rejected ideas" - to emphasise that it's not coincidence that Heinz has been so prestigious for so long.

Some of these rejected ideas include:

- **Heinz 2 in 1 Shower Gel and Conditioner**
- **Heinz Baked Bean-style Earpods**
- **Heinz Mayonnaise Sun Tan Lotion**

Most of these posters have been created in Cinema 4D using Octane Renderer, with post-processing and compositing done in Photoshop.

I feel like I excel at tongue-in-cheek humour when it comes to branding and advertising, and it's something i'd love to explore more.

