

Portfolio

Under The Knife Studios
Interactive Brand Portfolio

CV

Please click the headings to view
my criteria.

Emailer

Where ever you see an image
of a heart rate like the one above,
click it to come back to this page.

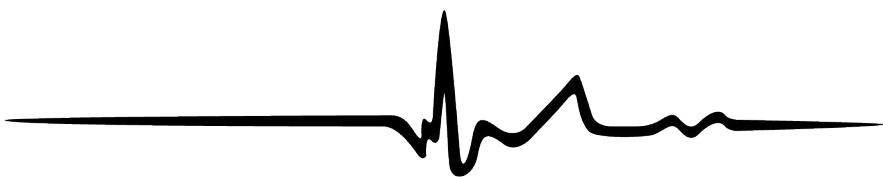
Website

<https://undertheknife.wixsite.com/mysite>

E - Card

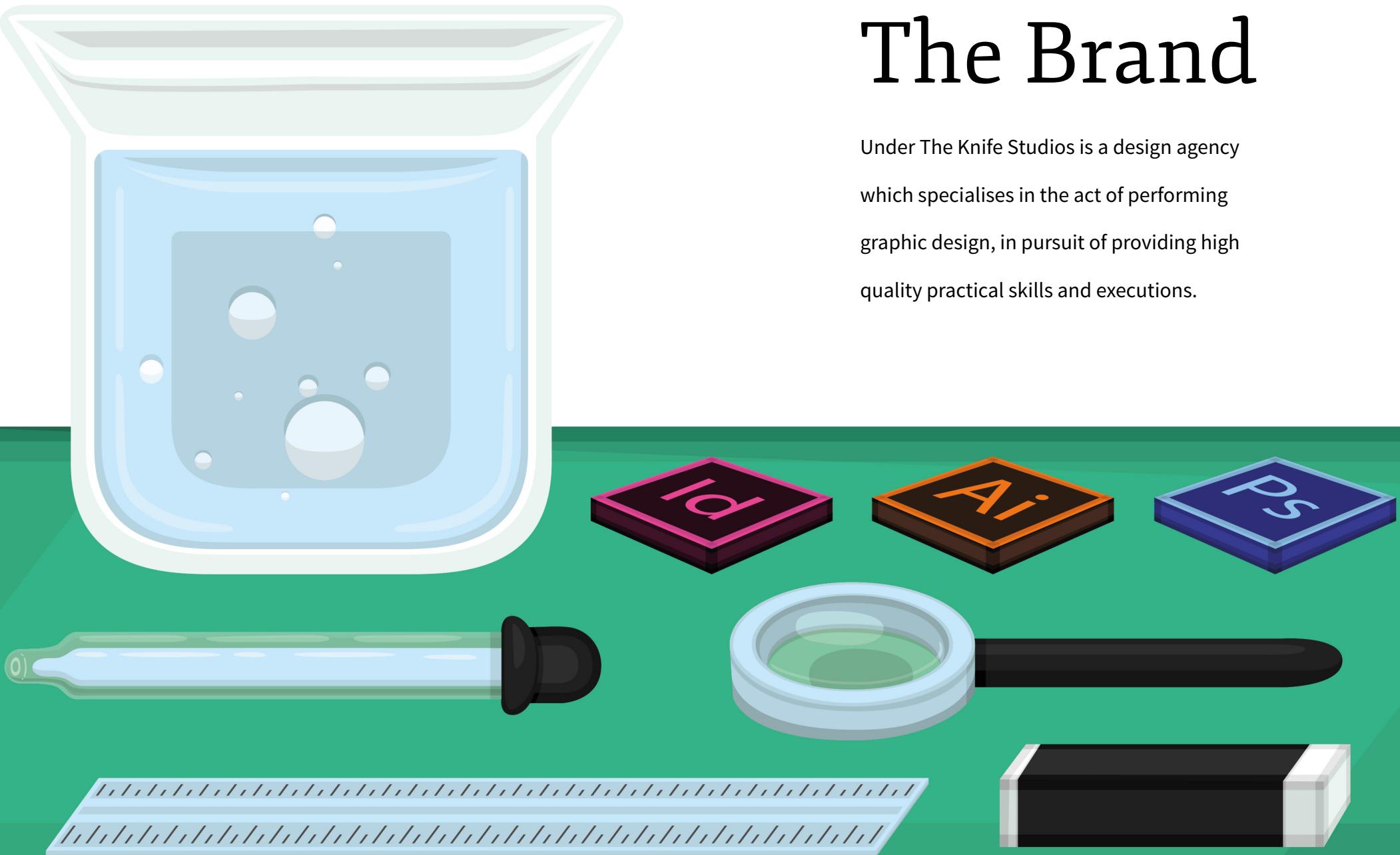
Studios

Under The Knife

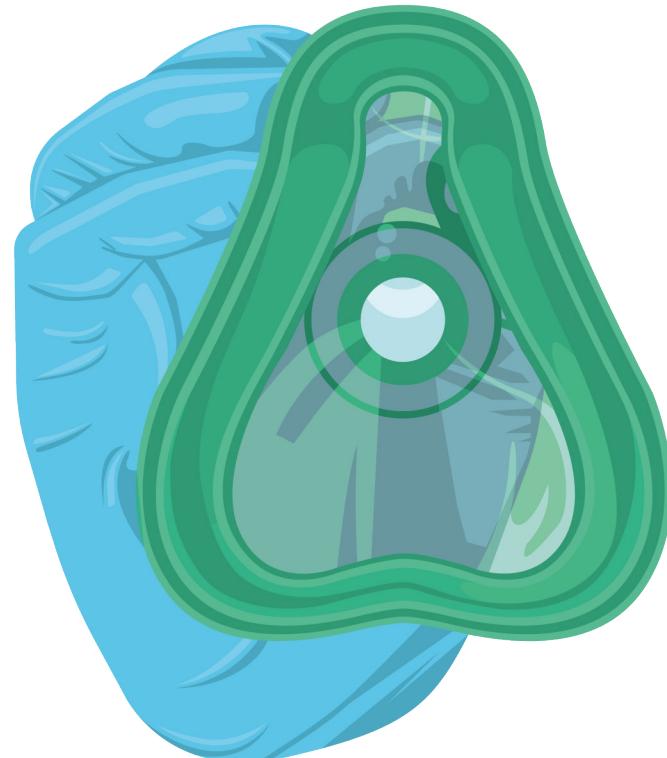


The Brand

Under The Knife Studios is a design agency which specialises in the act of performing graphic design, in pursuit of providing high quality practical skills and executions.



The Creative Instruments



Adobe

Illustrator
Photoshop
After Effects
InDesign
Muse

Experience
Specialty

Illustration
Advertising

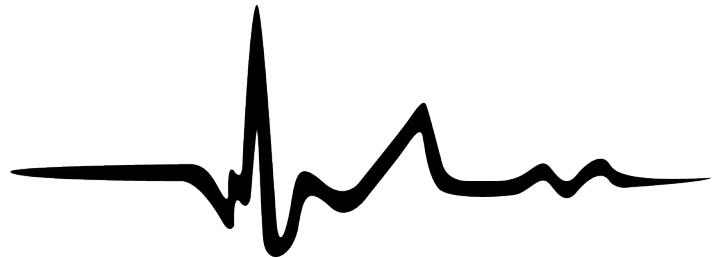
Design

Font Design
Poster Design
Product Design
Brand Identity
Editorial Design

Name : Reuven Wium

Qualification : Visual Communications

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Hungry Lion

The following is illustration work I've done for the brand Hungry Lion. The challenge faced was it needed to further instill its brand essence into its various contact points. What I did is create a meal campaign inspired by unpacking their brand essence. I illustrated the concept for the campaign in the form of a meal poster which was then carried across two other contact points.

Burger

Challenge the Untamed



HUNGRY
LION
SHARE MORE

The image features a vibrant red background. Overlaid on this are several words in a white, 3D-style font. The words are composed of numerous small, rounded, white shapes that resemble clouds or bubbles, giving them a soft, rounded appearance. The words are arranged in three rows: 'ROUNDED' in the top row, 'BURGER' in the middle row, and 'HUNGRY' in the bottom row. The font is bold and playful, with each letter formed by a cluster of these rounded shapes.



HUNGRY LION

SHARE MORE

A vibrant, cartoon-style advertisement for a 'Challenge the Untamed' competition. The scene is set against a red background with white clouds. On the left, a golden crown sits atop a stack of white clouds, with a red ribbon-like banner draped over them. Below the clouds is a large, red, textured area resembling a splash of ketchup or mustard. On the right, a massive, multi-layered burger is the central focus. The burger consists of several meat patties, lettuce, cheese, pickles, and tomatoes, all between two large, golden-brown buns. The word 'Challenge' is written in red, bubbly letters at the bottom left, and 'the Untamed' is written in a similar style at the bottom right, partially obscured by the burger. The overall style is playful and energetic, designed to attract attention and encourage participation in the challenge.

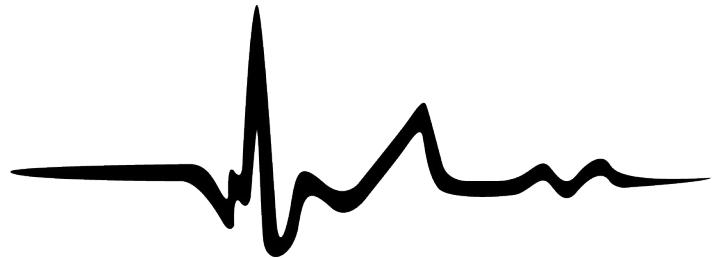
ROYAL BURGER

Burger

Challenge the Untamed



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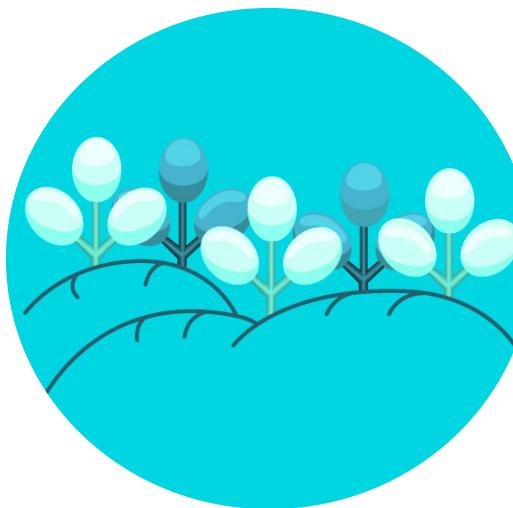
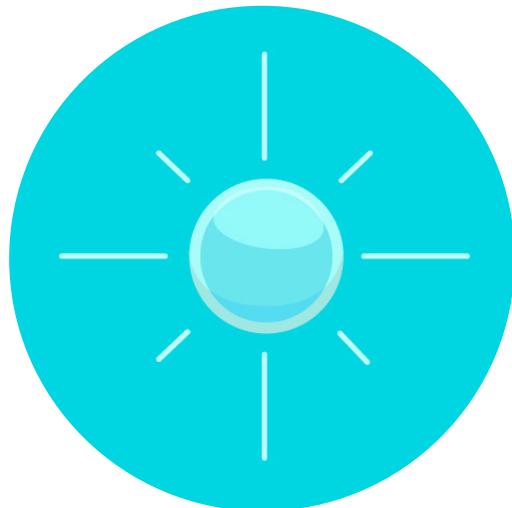
Poison City

This is work I did for a brand named Poison City. We were asked to determine things which uniquely represent the city of Durban to us, and what it was of Durban we couldn't get enough of. Our "Durban Poison."

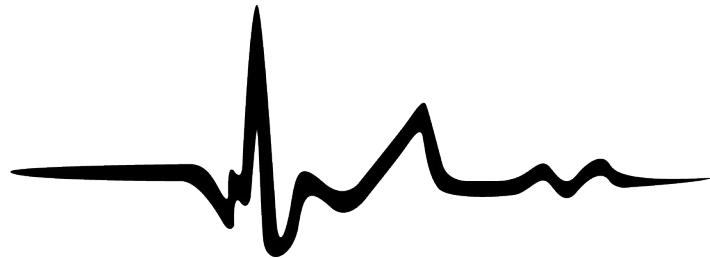


DURBAN

poison
city



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Product Design

The topic of this project was the meaning behind food. We were asked to research and portray findings in a typographical design which also explained the history or narrative of our topic. I chose to research the origins of soup. I uncovered distinct time periods in history where soup has played a vital role in either feeding or shaping human culture. The following are product designs of meals from those time periods which formed a part of this project.

PREHISTORIC SOUP

CONDENSED



DIRECTIONS

1. LIFT TAB TO RIM.
2. PULL BACK SLOWLY

MIX SOUP + 1 CAN WATER.

MICROWAVE HEAT, COVERED, IN MICROWAVABLE BOWL ON HIGH 2 1/2 TO 3 MINUTES. CAREFUL, LEAVE IN MICROWAVE 1 MINUTE, THEN STIR.

STOVE HEAT, STIRRING OCCASIONALLY. PROMPTLY REFRIGERATE UNUSED SOUP IN SEPARATE CONTAINER.

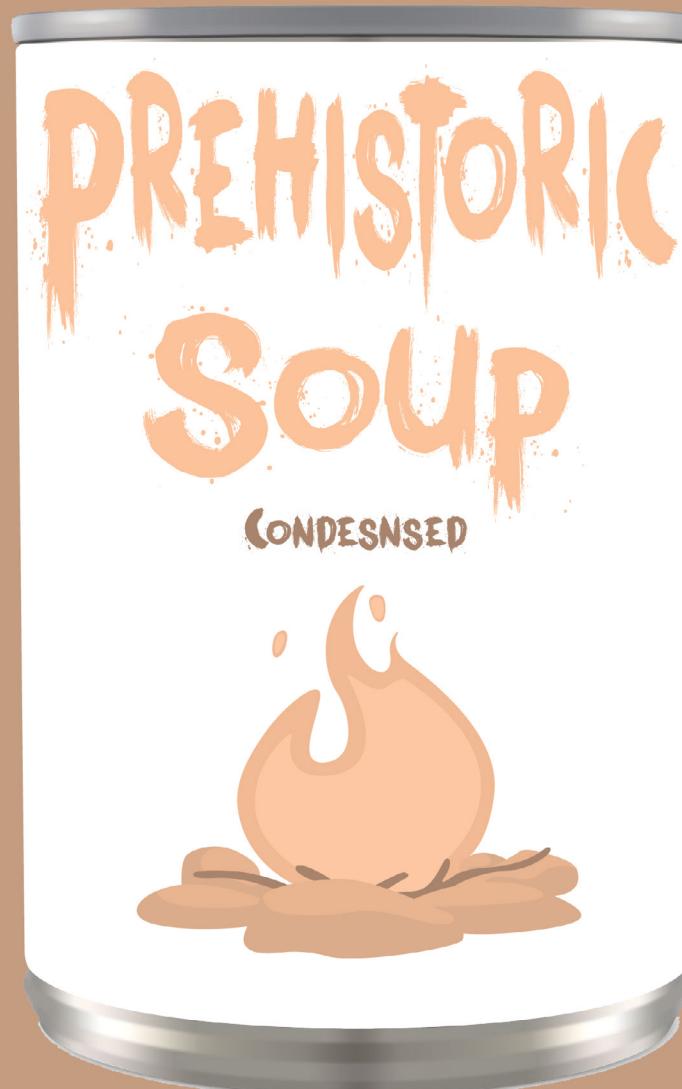
Nutrition Facts

Serving Size 1 bag (66g)	Calories from Fat 30
Servings Per Container 1	
Amount Per Serving	% Daily Value*
Calories 270	
Total Fat 3.5g	5%
Saturated Fat 1g	5%
Sodium 0mg	0%
Total Carbohydrate 33mg	11%
Dietary Fiber 0g	24%
Protein 27g	
Vitamin C 2%	Calcium 8%
Iron 30%	

*Percent Daily Values are based on a 2,000 calorie diet.



9 781565 924796



HISTORY

BOILING HAD NOT YET BECOME A COMMON COOKING SKILL UNTIL THE INVENTION OF WATERPROOF CONTAINERS. THESE MOST LIKELY CAME IN THE FORM OF CLAY VESSELS, ANIMAL HIDES AND WATERTIGHT BASKETS OF BARK OR REEDS. BEFORE THIS HOT ROCKS WERE USED TO BOIL THE WATER. THIS METHOD WAS ALSO USED TO COOK ACORNS AND OTHER PLANTS.

INGREDIENTS

PLANT MATTER, ACORNS, WATER CONTAINS LESS THAN 2 PERCENT OF SALT, MONOSODIUM GLUTAMATE, CORNSTARCH, MECHANICALLY SEPARATED MEAT, MODIFIED FOOD STARCH, YEAST EXTRACT, FLAVORING, SODIUM PHOSPHATE, SOY PROTEIN ISOLATE, BETA CAROTENE, MEAT DEHYDRATED.

ROMAN GREUL

CONDENSED



DIRECTIONS

1. LIFT TAB TO RIM.
2. PULL BACK SLOWLY.

Mix soup + 1 can water.

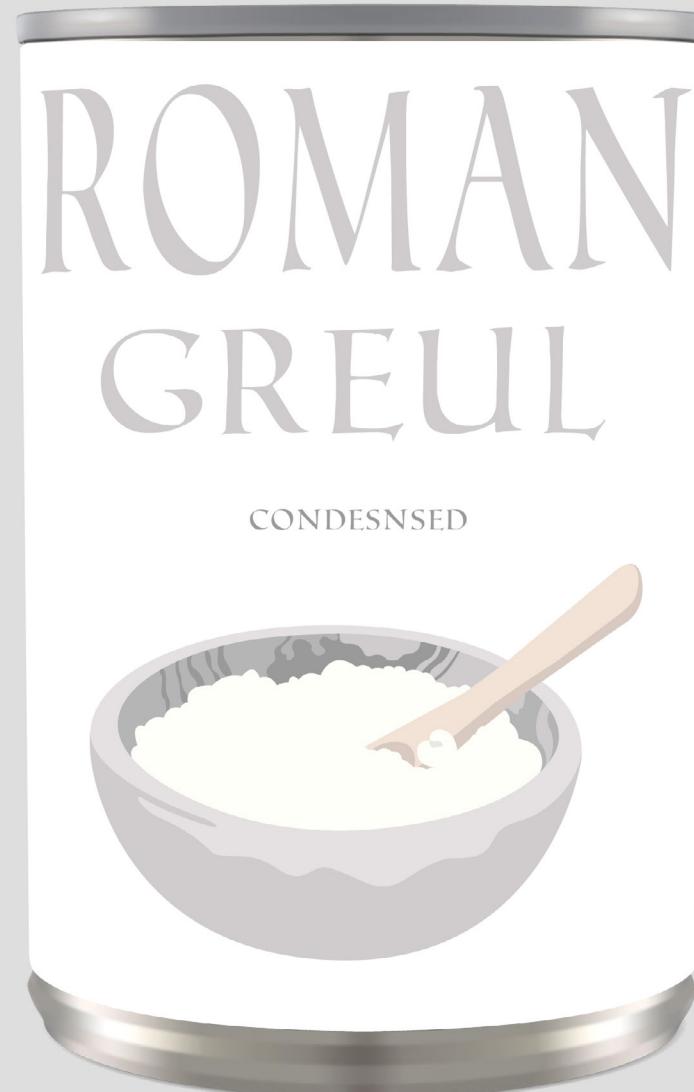
MICROWAVE: HEAT, COVERED, IN MICROWAVABLE BOWL ON HIGH 2 1/2 TO 3 MINUTES. CAREFUL, LEAVE IN MICROWAVE 1 MINUTE, THEN STIR.

STOVE: HEAT, STIRRING OCCASIONALLY. PROMPTLY REFRIGERATE UNUSED SOUP IN SEPARATE CONTAINER.

Nutrition Facts

Serving Size 1 bag (68g)	Calories from Fat 30
<hr/>	
Amount Per Serving	% Daily Value*
Calories 270	5%
Total Fat 3.5g	5%
Saturated Fat 1g	0%
Sodium 0mg	11%
Total Carbohydrate 33mg	24%
Dietary Fiber 6g	
Protein 27g	
Vitamin C 2%	Calcium 8%
Iron 30%	

*Percent Daily Values are based on a 2,000 calorie diet.



HISTORY

GRUEL WAS A TERM USED IN THE ROMAN CLASSICAL PERIOD AND IS KNOWN TO BE THE FIRST BROADLY UNDERSTOOD REFERENCE TO SOUP. GREL IS A FOOD CONSISTING OF SOME TYPE OF CEREAL OAT, WHEAT OR RYE FLOUR, OR RICE BOILED IN WATER OR MILK. IT IS A THINNER VERSION OF PORRIDGE THAT MAY BE EATEN WITH OUT NEED TO BE COOKED. THE MEAL WAS REFERRED TO AS SUPPA IN VULGAR LATIN AND ORIGINATED FROM GERMANIC LANGUAGES

INGREDIENTS

OATMEAL, WATER, MILK, SALT

RESTORATIF CHICKEN SOP

CONDENSED



DIRECTIONS

1. Lift tab to rim.
2. Pull back slowly

Mix soup + 1 can water.

Microwave: heat, covered, in microwavable bowl on high 2 1/2 to 3 minutes. Careful, leave in microwave 1 minute, then stir.

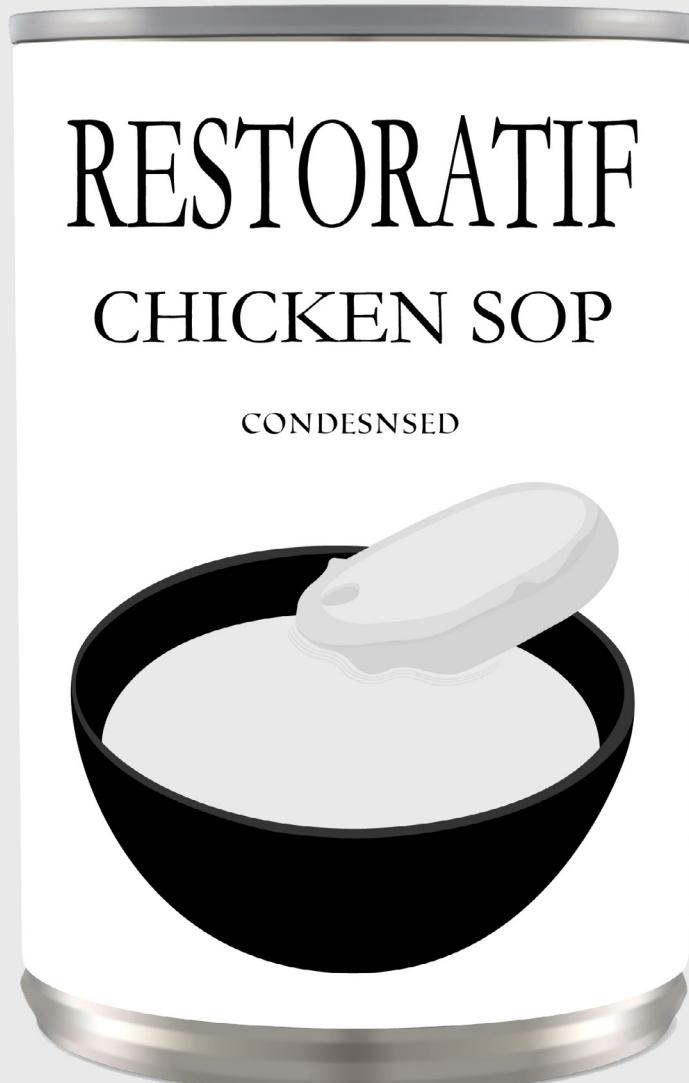
Stove: heat, stirring occasionally. Promptly refrigerate unused soup in separate container.

Nutrition Facts

Serving Size 1 big (65g)	Calories from Fat 30
Servings Per Container 1	
Amount Per Serving	Calories 270
Total Fat 3.5g	% Daily Value*
Saturated Fat 1g	5%
Sodium 0mg	5%
Total Carbohydrate 33mg	0%
Dietary Fiber 6g	11%
Protein 27g	24%
Vitamin C 2%	Calcium 6%
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*Percent Daily Values are based on a 2,000 calorie diet.	



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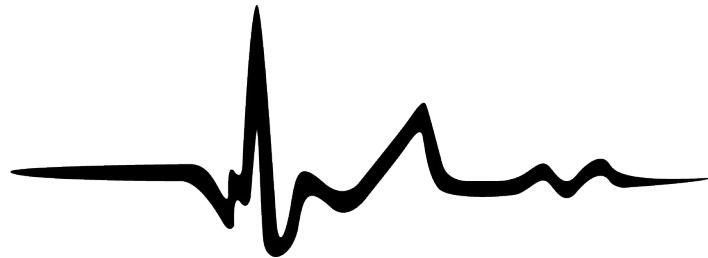
HISTORY

A piece of bread drenched in liquid and then eaten. In the 16th century vendors began selling soup on the streets as a form of a highly condensed, inexpensive meal with restorative properties acting as an antidote to physical exhaustion. Descending from Germanic and latin languages, French culture adopted the term sop which eventually became soupe. This is where the modern day word soup came from.

INGREDIENTS

Bread, butter , virgin olive oil, chicken stock, enriched egg noodles (wheat flour, eggs, niacin, ferrous sulfate, thiamine, mononitrate, riboflavin, folic acid), chicken meat, water contains less than 2% of: salt, chicken fat, monosodium glutamate, cornstarch, mechanically separated chicken*, modified food starch, yeast extract, flavoring, sodium phosphate, soy protein isolate, beta carotene, chicken*. *dehydrated.

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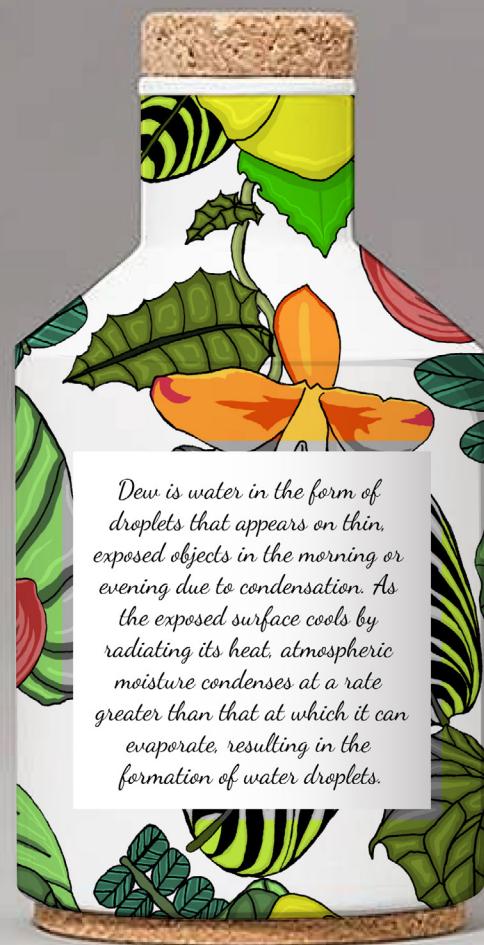


Product Design

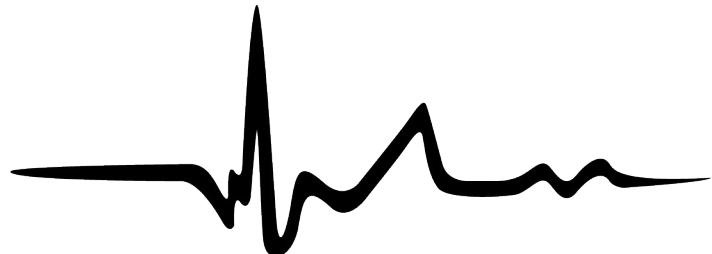
This is a floral pattern I hand drew with the intent of scanning and repeating side by side as a never ending pattern. I really enjoyed the design and decided to take it a step further by coloring it in digitally using Photoshop. Lastly I created a brand and mocked up the pattern onto products which could make use of the design.







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Yogi Sip

We were approached by Yogi Sip asking us to create social media content. Their aim was to simply break boredom and evoke excitement in the target audiences mind for Yogi Sip. I did this by creating a series of quirky, humorous, vibrant and fun illustrations which were done over real life photos.

**YOGI
SIP**

Break
The Boredom





Break
The
Boredome

DANONE

YOGI
SIP

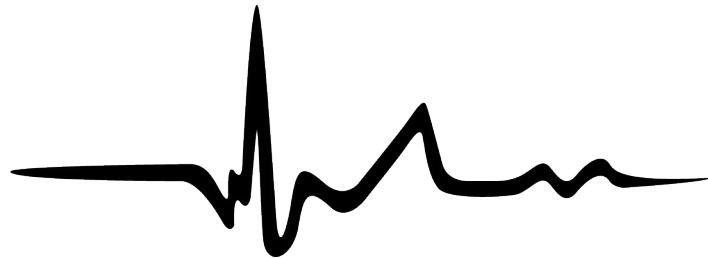




Break
The Boredom



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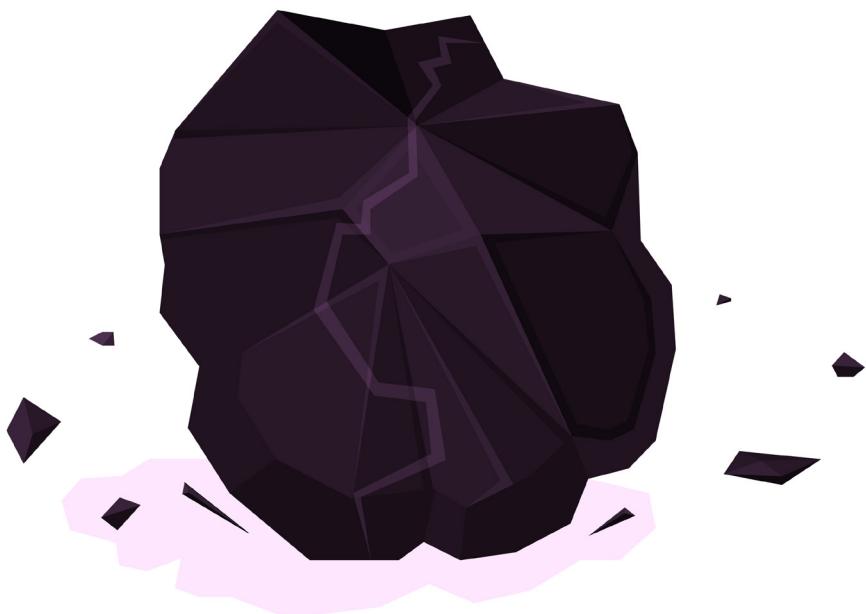
Brand Identity

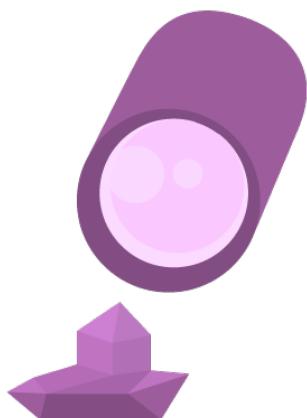
The following are graphics which I illustrated for a brand identity I and a few others worked under as a group during this year. Our brands name was Geode. I designed a logo along with images used during presentations and other points of contact during the brief.



geode.

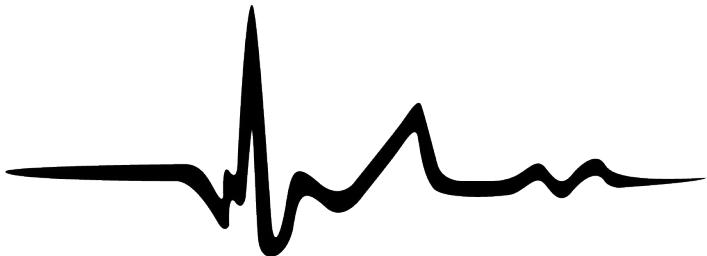
DIGGING DEEPER





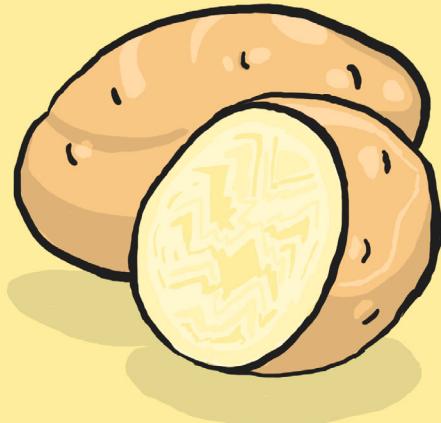
Font Design

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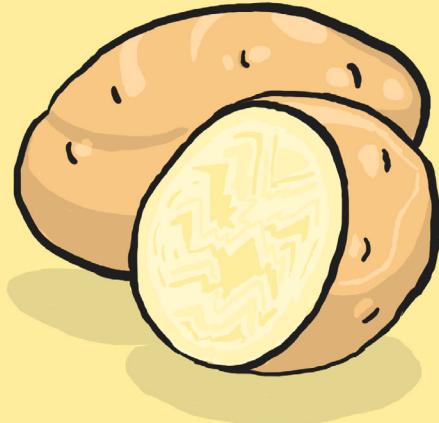


For this project I created typography out of potato's. I cut out shapes of an actual potato and dipped them in ink. Using these shapes I constructed the anatomy of the letters and made an alphabet in bold and regular. Furthering this project I developed a brand and a product that might need such a font. I then designed a logo for the brands identity and finally designed product packaging and mocked it up.

POTATO



P o t a t o



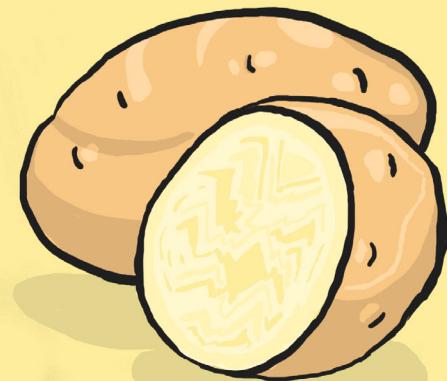
A B C D E F
G H I J K L
M N O P Q R
S T U V W X
Y Z

a b c d e f
g h i j k l
m n o p q r
s t u v w x
y z

POWER
PLANTS



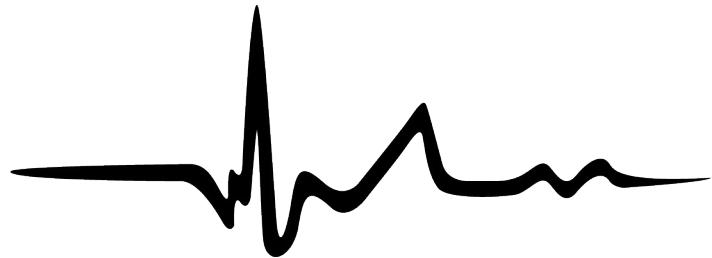
CHARGED
CHIPS



lightly Salted

POWER PLANTS

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Font Design

Given 24 hours I was tasked with creating a font which is drawn from what ever makes me feel uniquely South African. I used sugarcane as my inspiration as it's something I've been surrounded by most of my life and to me is distinctly SA.

Kipper



Details

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Under The Knife

Profile

I am a creative who specialises in the act of performing graphic design, in pursuit of providing high quality practical skills and executions. This means i focus on utilising tools of the trade and executing designs with them. Ultimately one can expect high quality designs as a solution to their branding needs.

Education

Vega School of Brand Leadership

- Visual Communications



Skills

- Illustrator
- Photoshop
- InDesign

- After Effects
- Muse

Experience

- Illustration
- Advertising
- Branding

- Font Design
- Poster Design
- Identity Design
- Editorial Design

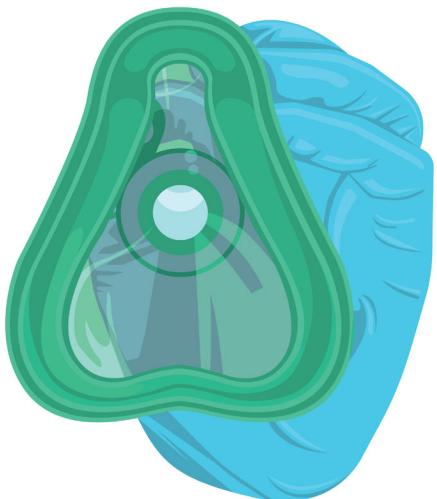




Under The Knife Studios

Under The Knife Studios is a design agency which specialises in the act of performing graphic design, in pursuit of providing high quality practical skills and executions.

Allow us to take care of your visual operations or give you hands on insight on creative procedure and professional skill in tools for design.



Experience

Programs

Illustrator
Photoshop
InDesign
After Effects
Muse

Skills

Illustration
Advertising
Font Design
Poster Design
Product Design
Editorial Design
Branding Design





It was great
working with you!

From all at
Under The Knife Studios

