

## CREATIVE DIGITAL PORTFOLIO



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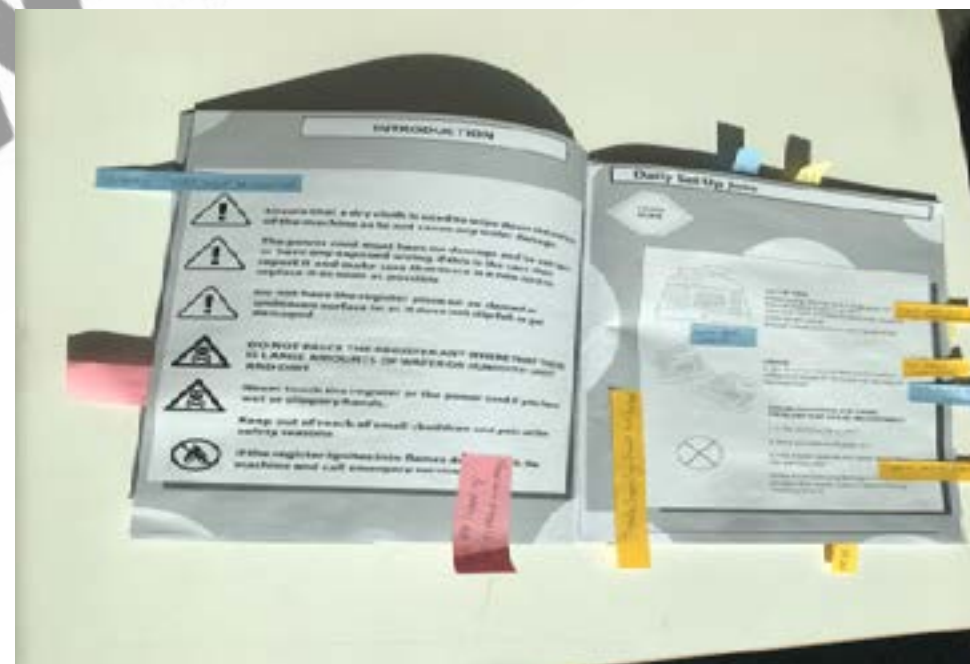
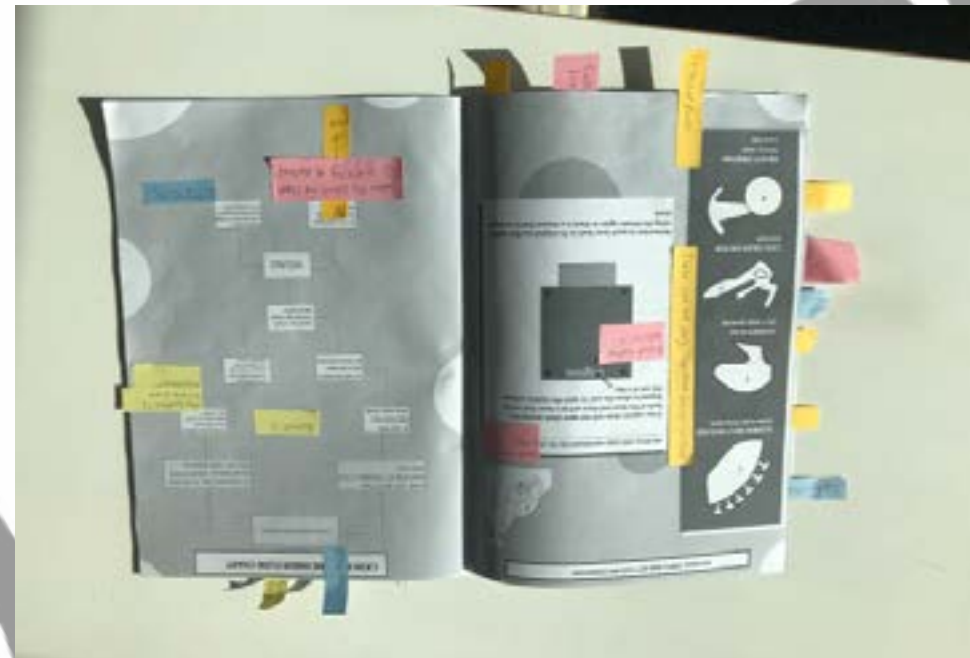
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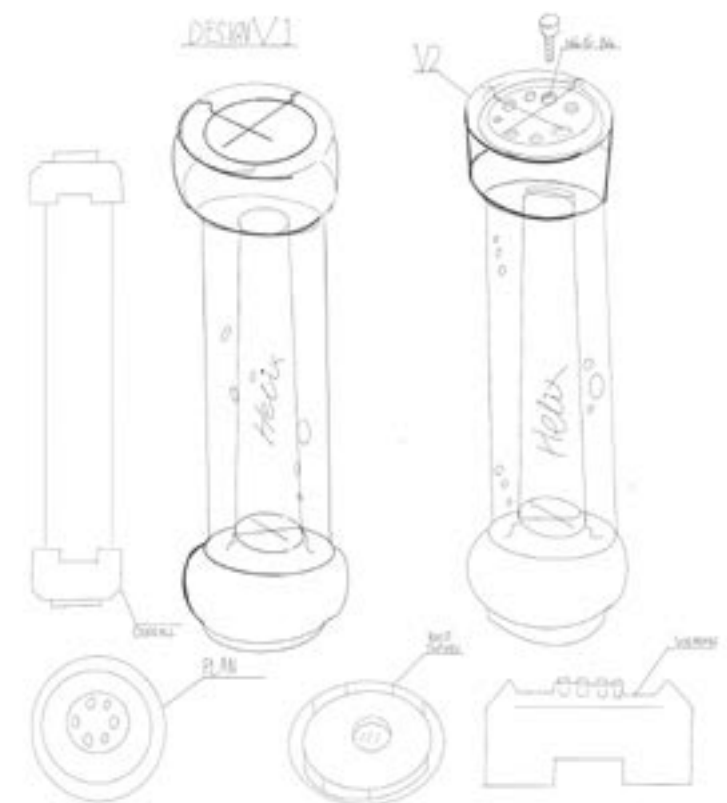
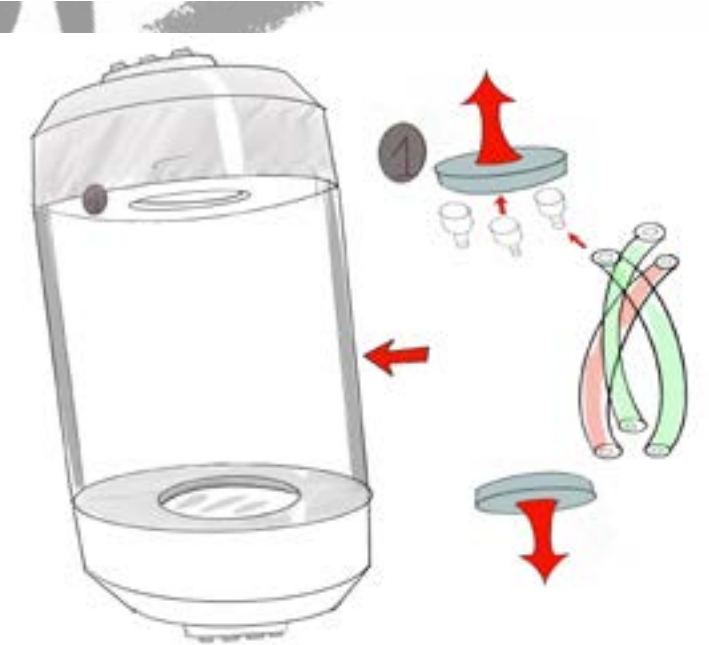
# PROP MAKING

THESE ARE PROPS MADE FOR A FAKE GROCERY STORE CALLED DIAMOND FOODS, THESE PROPS ARE SUPPOSED TO BE A BOTTLE OF DIAMOND FOODS CHABLIS WINE, ANOTHER IS A CUSTOM 1970S CHECKOUT TILL USER MANUAL MADE TO BE USED AS AN ACTION PROP.



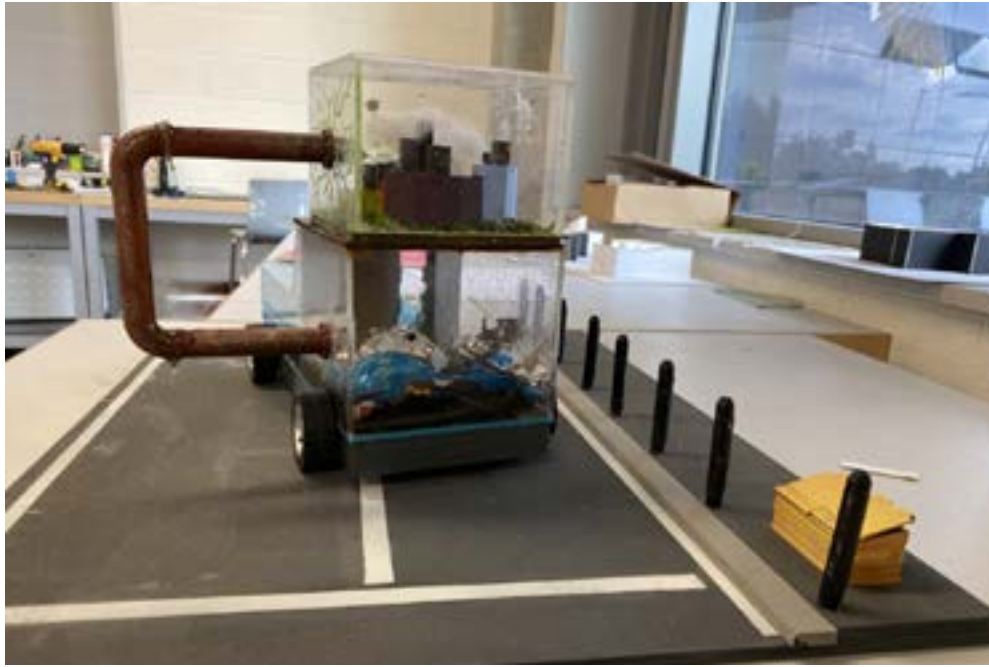


# PROP MAKING





# MANCHESTER INTERNATIONAL PARADE FLOAT 1:50 SCALE MODEL





# MODEL MAKING

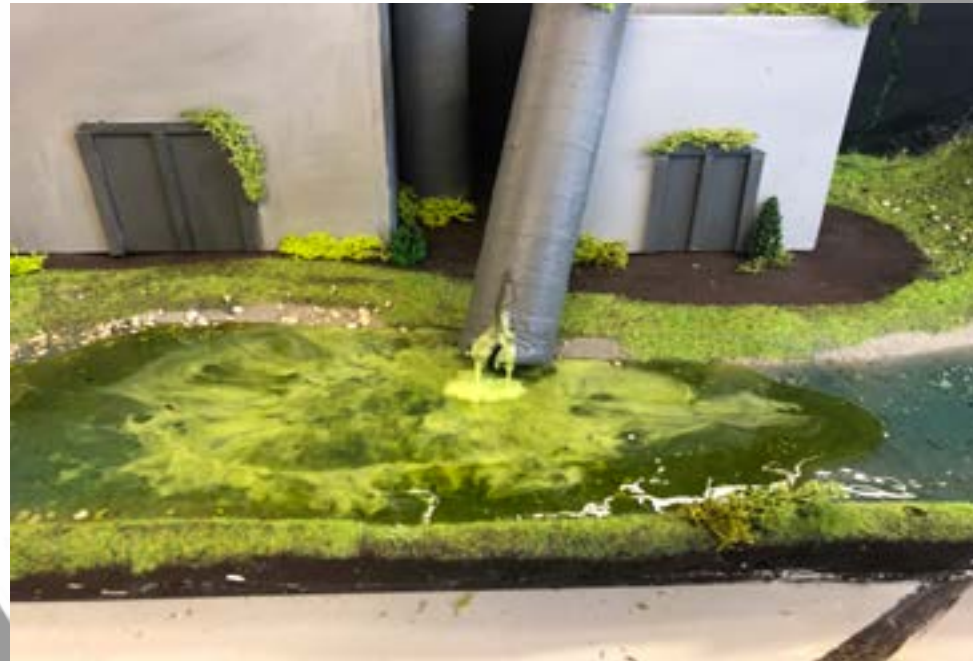
DESIGNING FOR THEATRE, THIS WAS A 1:50 SCALE MODEL OF HEAVEN AND HELL CONCEPT. THIS FEATURES LASER-CUT FENCING, CLOUDS, AND A BACKDROP. WHILE THE OTHER IMAGES ARE OF WIRE TREES COATED IN LATEX AND THEN DRY BRUSHED AND DRESSED TO LOOK LIKE TREES. ALONGSIDE STAGE PLATFORMS THAT HAVE ALL THE REALISTIC SUPPORTS THAT WOULD BE USED ON SET.





# MODEL MAKING

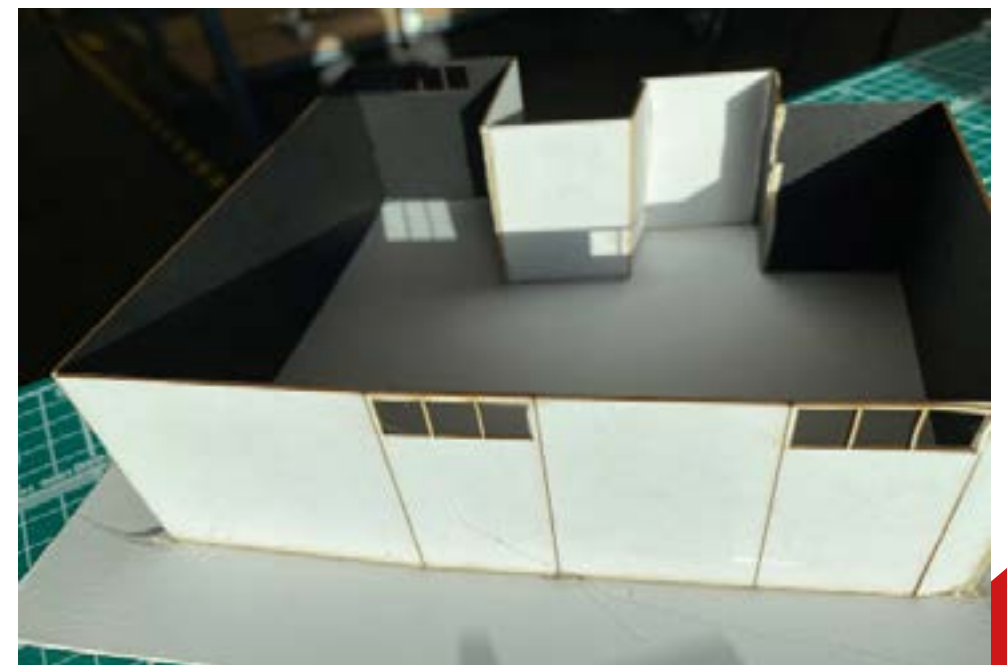
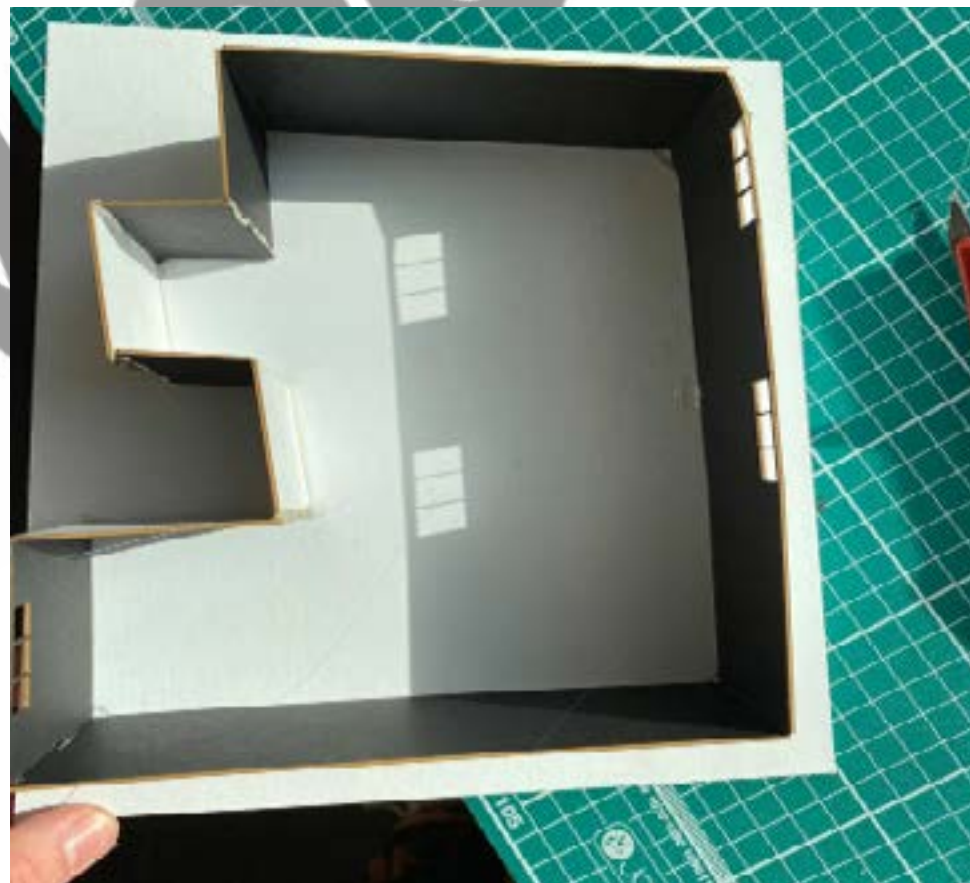
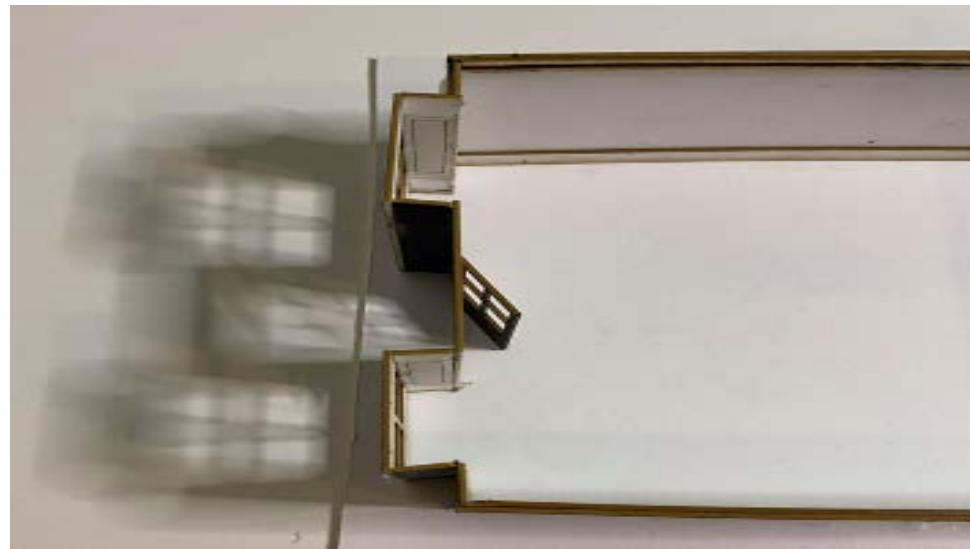
THIS MODEL FEATURES A PLASTER OF PARIS AND A FOAMBOARD MODEL, WHICH FEATURES A LARGE OPEN LAKE MADE FROM RESINS OF DIFFERENT PIGMENTS. THE MODEL WAS MADE TO SHOW WHAT WOULD HAPPEN IN AN APOCALYPTIC WORLD IF A WASTE STORAGE FACILITY WAS LEFT TO DETERIORATE OVER TIME





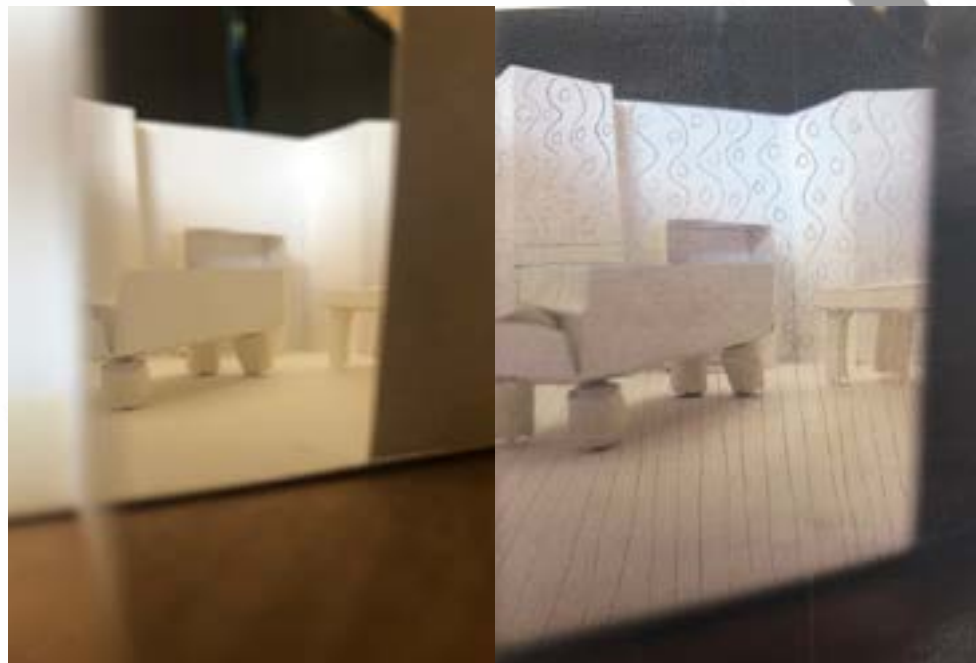
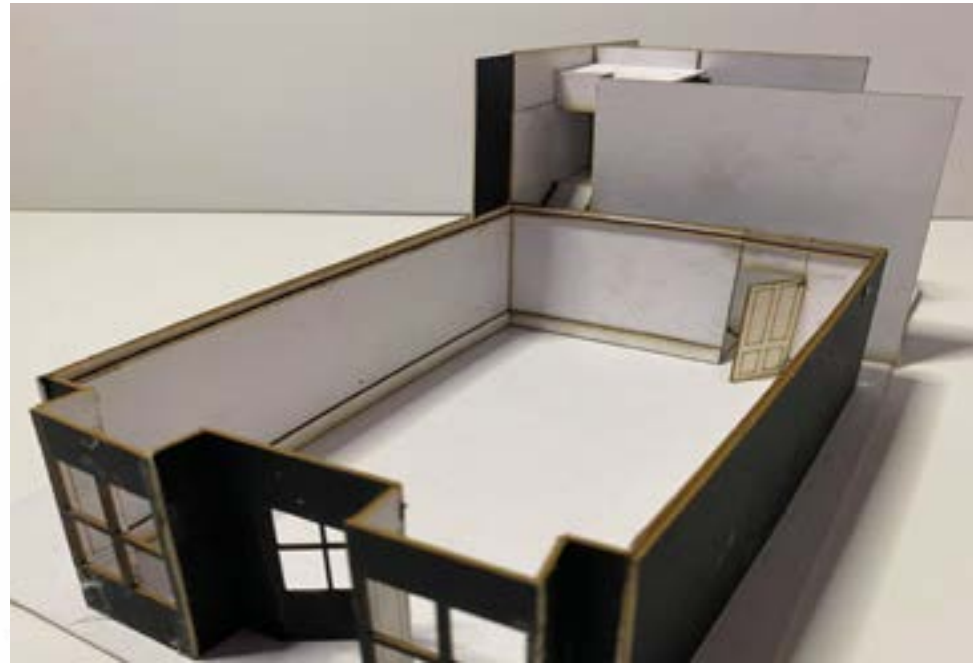
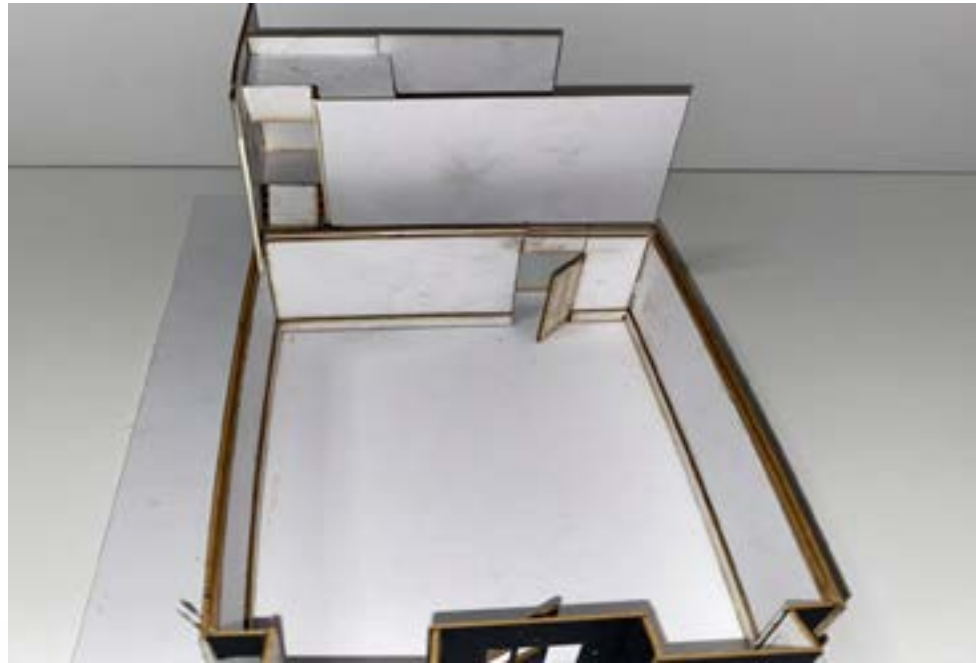
# WHITE CARD MODELS

HERE ARE SOME EXAMPLES OF 1:50 SCALE WHITE CARD MODELS WHICH HAVE BEEN MADE USING ADOBE ILLUSTRATOR TO CREATE THE SPACE IN WHICH THE HOBSON BOOT SHOP WOULD BE LOCATED IN.





# WHITE CARD MODELS





# GRAPHIC DESIGN WORK

THIS WORK WAS FOR A PROJECT IN MY FOUNDATION YEAR WHERE WE WERE TASKED TO CREATE A SERIES OF GRAPHIC POSTERS THAT COULD DISPLAY SOME OF OUR OWN GOALS ALONGSIDE THINGS WE BELIEVE IN THAT WERE RELATED TO DESIGN.

## CURRENT AND FUTURE TRENDS

The Greeks originally invented theatre for entertainment in large and open amphitheatres, these had no artificial lighting or consideration for acoustics. In 455 BCE the skene was invented as the only backdrop in the Greek amphitheatre. Aside from being the background it was also used for the actors to change behind. In ancient Rome a three-door skene was used this allowed for them to have different backgrounds and also to use a curtain in the show.



During the renaissance Sebastiano Serlio came up with the idea of using a specific set for each type of show depending on what was trying to be conveyed. During the late 18th century experimentation with lighting began, through the 19th century gas light was introduced during performances and later-on the arrival of the spotlight changed the industry forever.



During the 20th/21st there have been many different trends and advances in technology. Originally sets were hand-made and built specifically for one time use only. Over the last two decades technological advances such as using CGI has radically changed the methods of scenic design, bringing worlds of wonderment to audience through both theatre and film with high budget realistic looking animation and green screens.



One example of this is the film "Avatar". The special effects added to the film was more than what the real was. Almost all the entire set is computerized and created using special effects. The modern film industry can create almost anything using technology and Avatar is a prime example of what a quality production designer and modern CGI can create.



### REFERENCE

(<https://paralle reflections.wordpress.com/2015/04/20/avatar-production-design/>).

## ETHICAL DESIGN



### WHAT SHOULD A DESIGNER BE AWARE OF?

To work ethically as a designer, you should be able to consider the needs of others and how your work is perceived by the public, you should also be aware of cultural and social opinions on the work you become involved with and the messages that it could be promoting. When working with sensitive topics in any industry you should be aware of cultural views and opinions and how this can offend different groups of people even if you don't think that it is wrong, this in turn can cause issues in your working career and you could become boycotted from the industry.



### WHAT ARE THE CONSEQUENCES OF A LACK OF ETHICS?

One example of this is James Gunn, one of the directors in the Hollywood film industry, who was boycotted and "fired" due to a public backlash after inappropriate online comments he made in the past were found and received negative reactions from sections of a later public. But he was later rehired due to a public backlash from the fans of his work who threatened to boycott the company that had fired him. This instance demonstrates the impact of a work's message and how important it is within the creative industry to be careful to produce work that promotes the right message.



### WHAT DOES A DESIGNER NEED TO BE ETHICAL?

When working within any sector of the film industry you should be aware of the ideas and messages that projects and teams are promoting and be aware of any implications that these could have on an audience. While the ethics of a designer can vary from person to person, you should be reliable and able to work under pressure, while effectively communicating your ideas and ethical stance to others that you work with.



## CAREER TRAJECTORIES

### PORTFOLIO CAREERS

Within my creative industry there are many different career trajectories that are available. For the vast majority of people in the creative industry they have a portfolio career, such as having a job as production designer for film, while lecturing at university about set design and then going onto job as a prop master for tv. In the current industry there is a desire for people to be able to do more than one job.

### SKILLS ON YOUR CAREER

On the "BBC TRIP MONDAY 26TH of March" executive producer Ellen Evans explained that a set designer requires good construction skills along with the design and manufacturing skills, alongside with all of the standard industry skills you must have such as problem solving, and teamwork and skill transferability.

### JOBS AND CAREER PATHS

There is the option to start your own company, in my case my company would be "PROP AND DROP" a custom prop design company that would design and build custom props for a client, be it for film, tv, theatre industry or private clients.

Additionally, there is a wide variety of jobs within the industry that all still relate to the film and tv industry for example a Property master procures all props for a production along side with keeping them maintained.

Then there's the Production Designer who is charged with creating the visual aspects of the production, this will mean working closely with the director and producer to fulfil their vision for the design.

And finally the set dresser who is responsible for the continuity of props and set decoration, they are tasked with keeping the maintenance of the props up to date and making sure that all props are kept safe from damage and are not lost. While in addition they must ensure continuity and be able to remake the sets so they must know what goes where.

### WHAT DOES THE JOB REQUIRE YOU TO DO?

The job of a set designer includes many roles such as

- reading scripts
- producing plans, drawings and models of sets
- managing budgets
- viewing possible outside broadcast sites
- meeting with and commissioning set construction companies
- Deciding the props used related to the design of the show

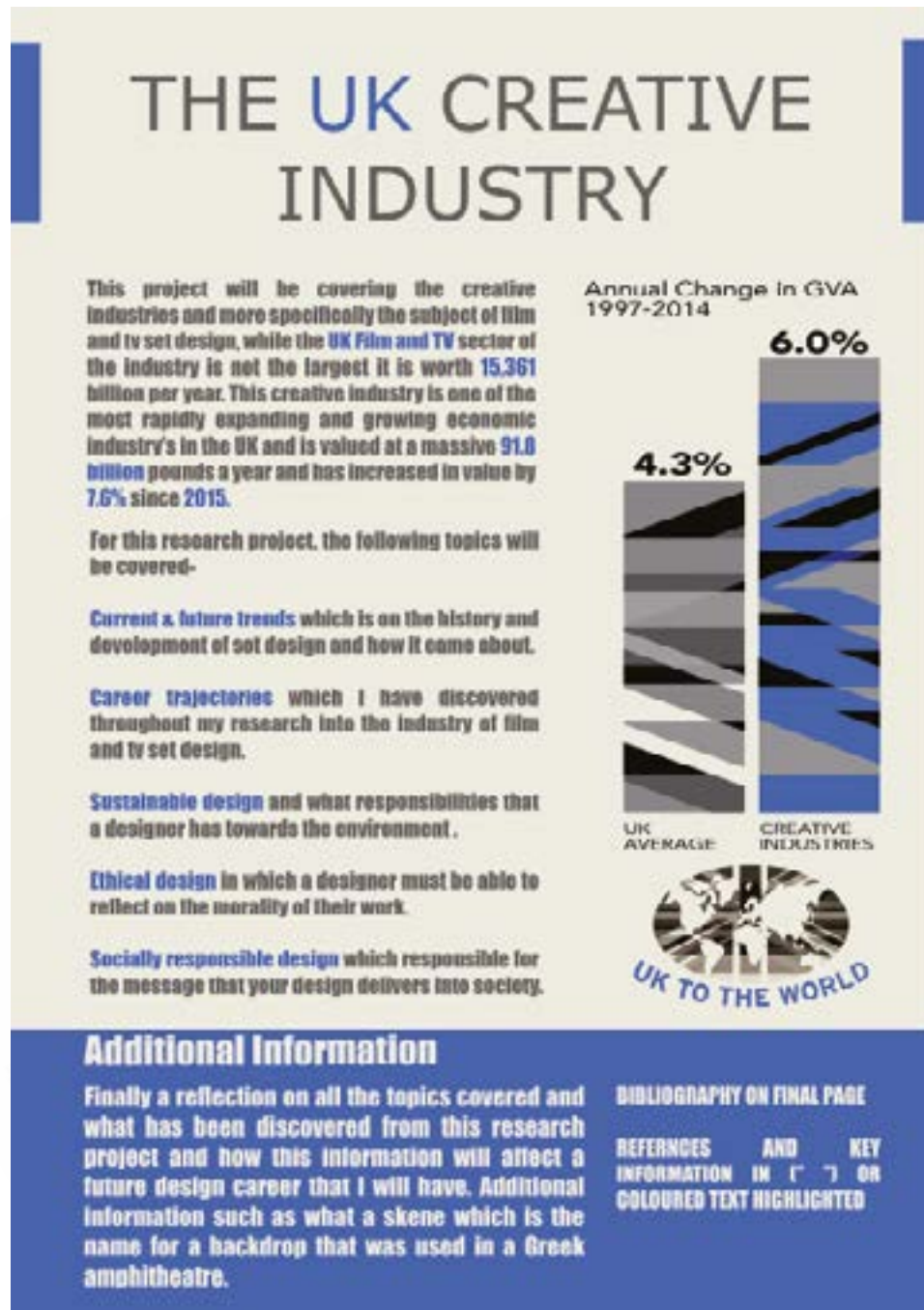
### WHAT QUALIFICATION DO YOU NEED?

Relevant degree in subjects include those related to art and design, such as the course I'm working my way towards.



# GRAPHIC DESIGN WORK

FOLLOWING ON THERE ARE A VARIETY OF  
DIFFERENT LOGOS THAT I HAVE DESIGNED  
OVER A SERIES OF DIFFERENT PROJECTS  
FROM CHILDREN'S TV SHOWS TO MY ARTIST  
LOGO





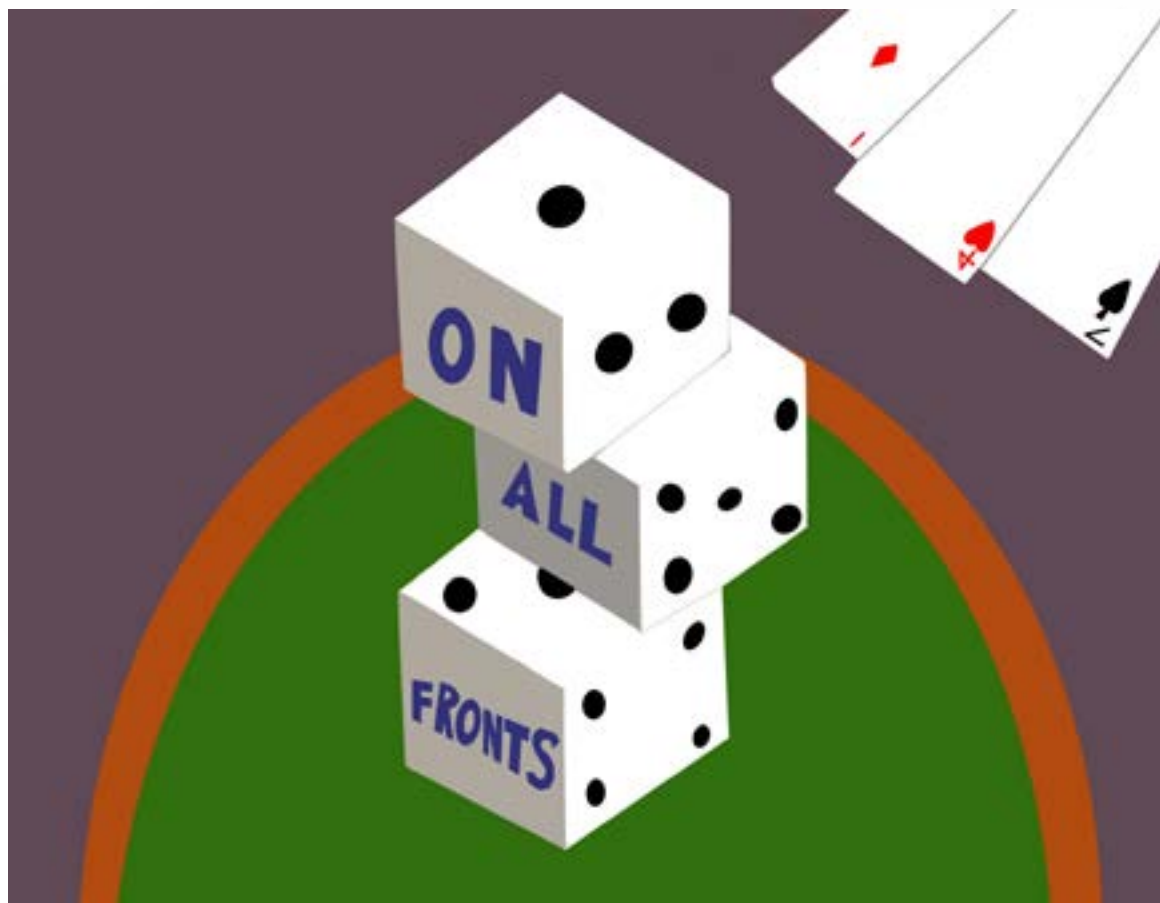
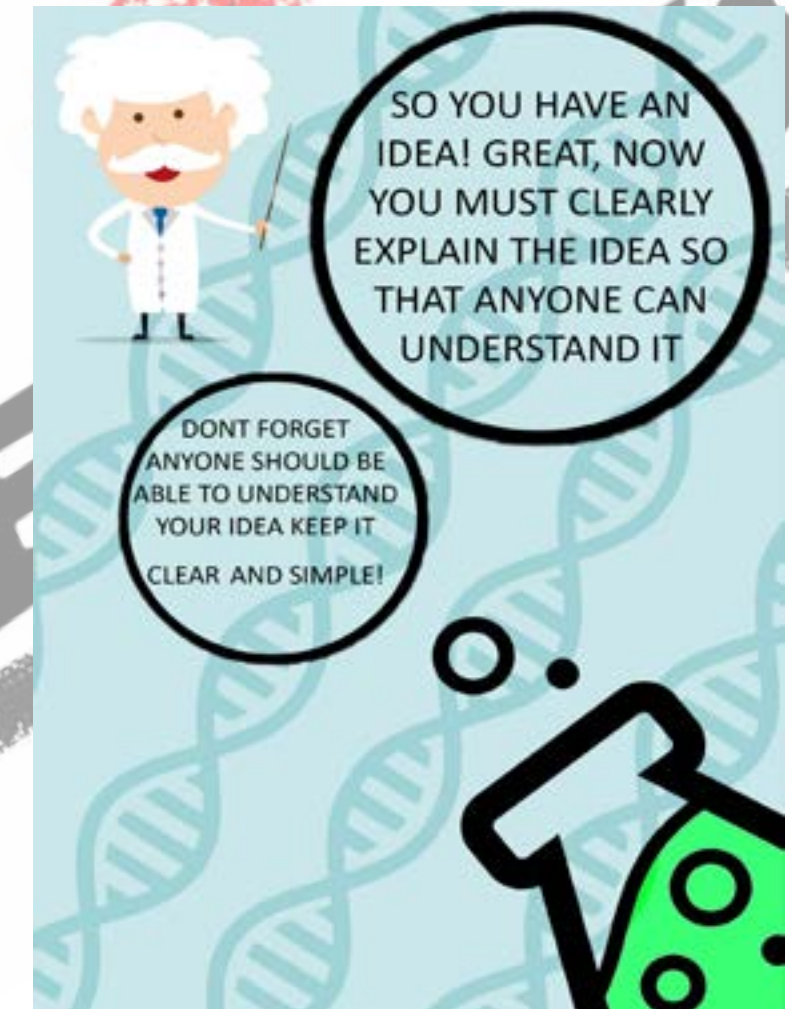
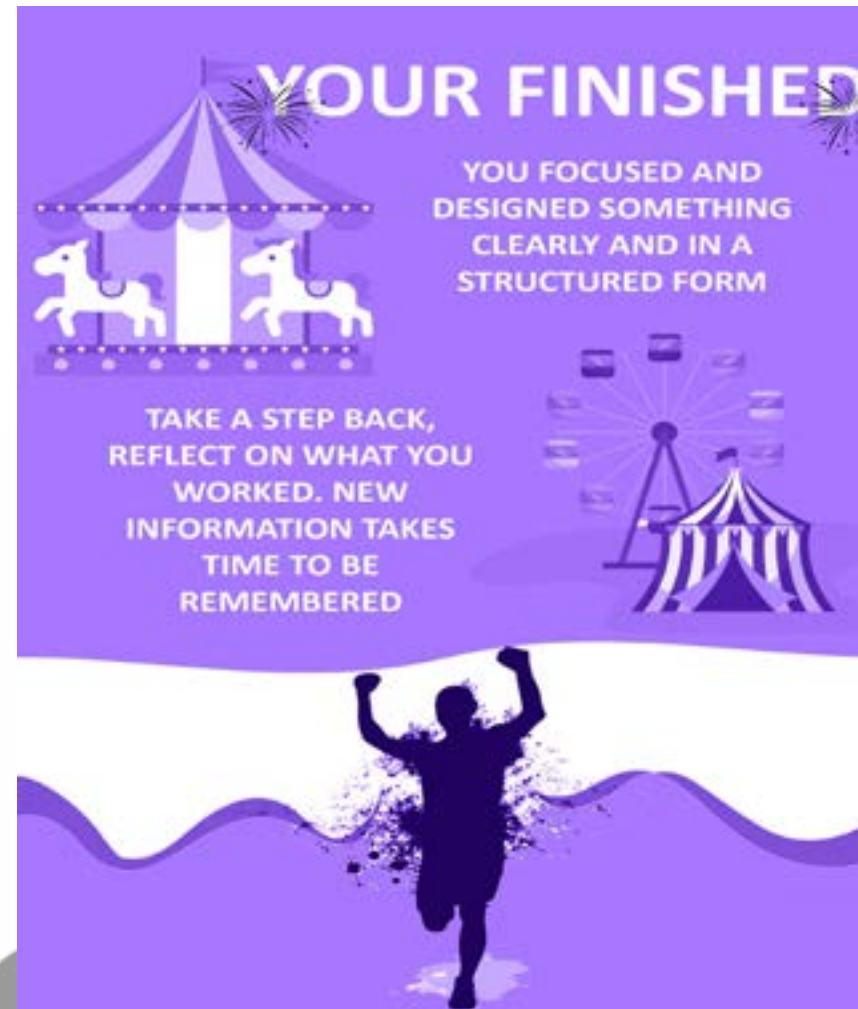
# GRAPHIC DESIGN WORK



**TOBY WOOD DESIGNS**

**PROMETHEUS DESIGNS ART**

**PROMETHEUS DESIGNS ART**

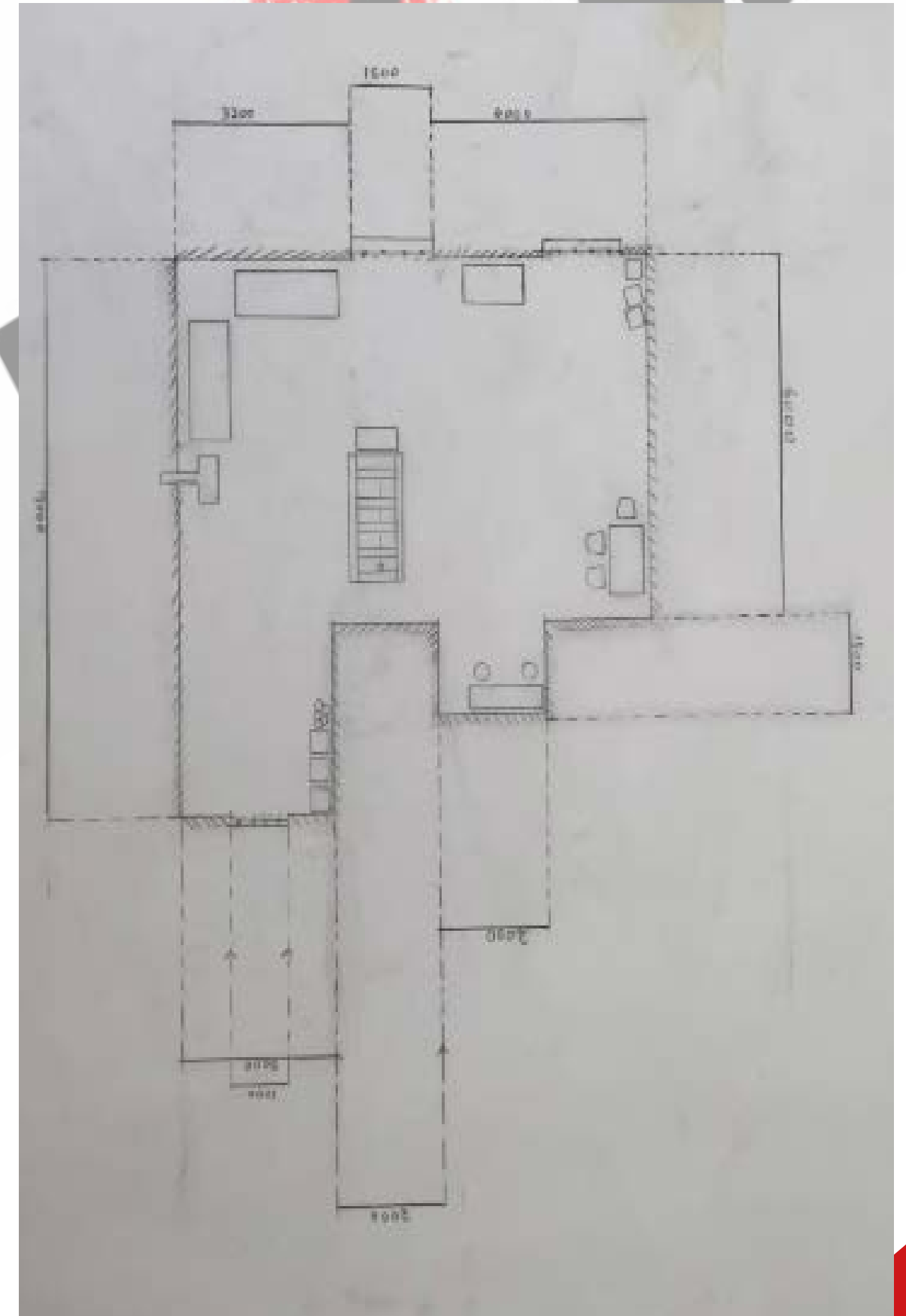
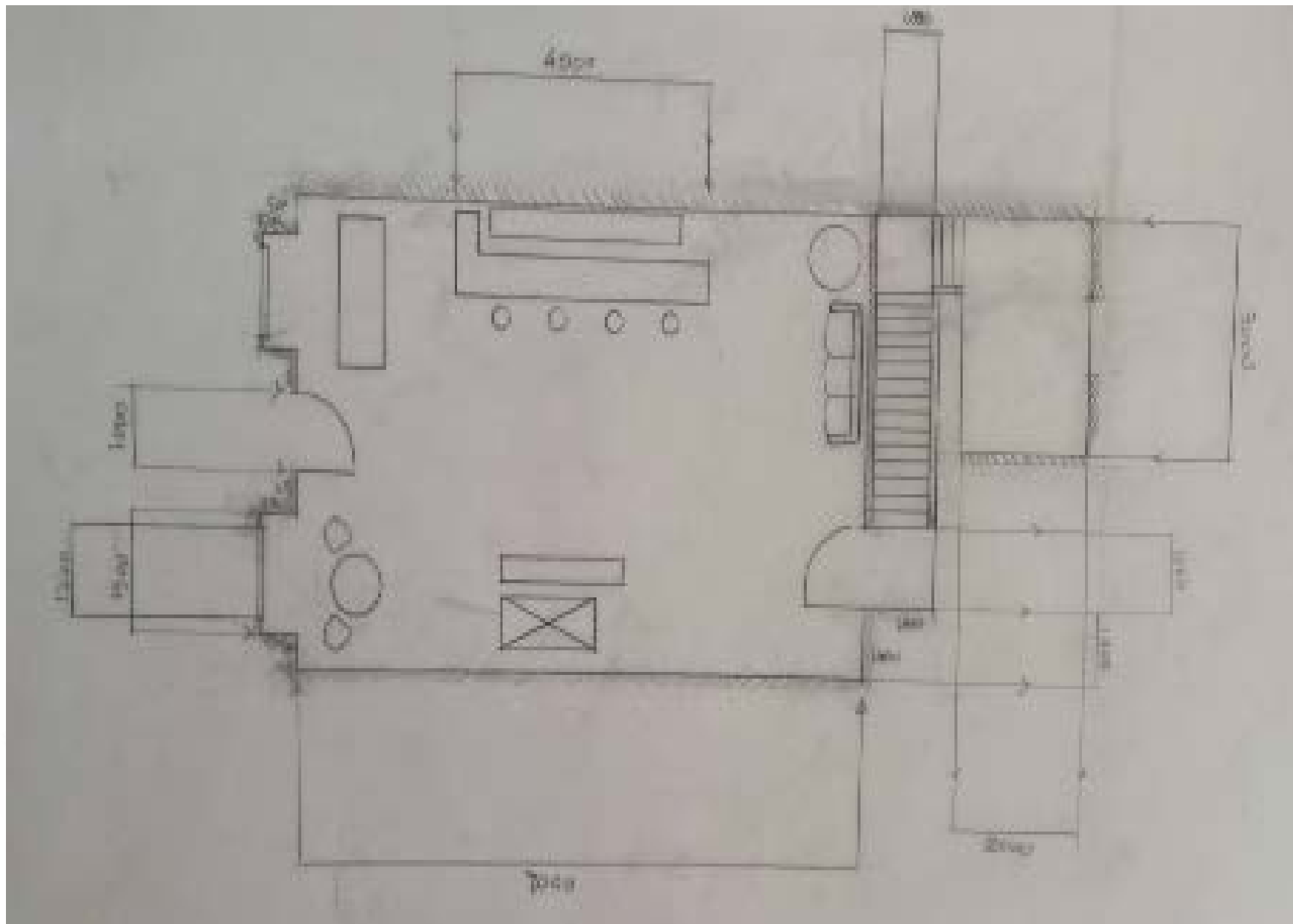


**SALTERSTER**  
**PHARMACEUTICAL**  
**COMPANY**

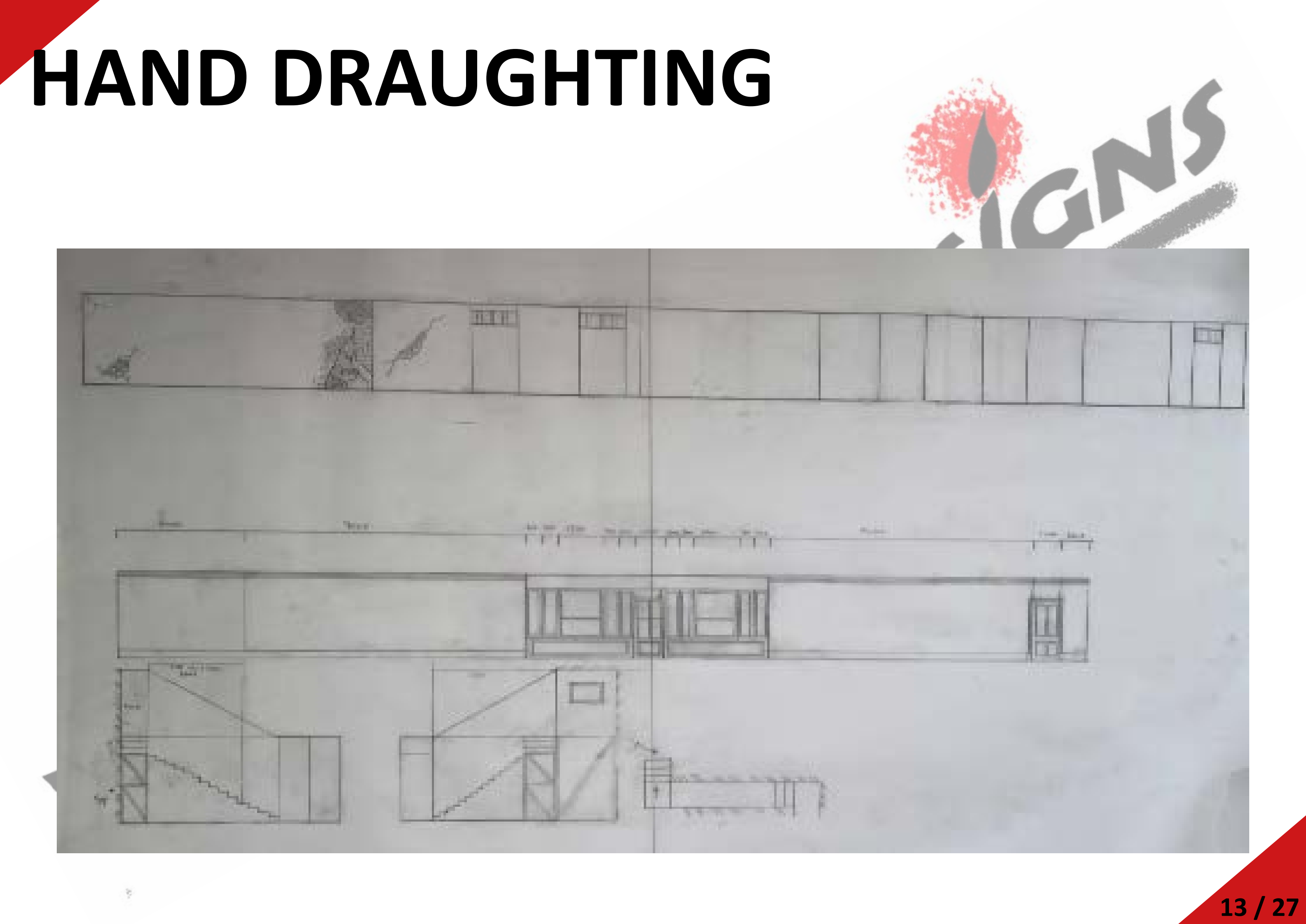


# HAND DRAUGHTING

HERE ARE SOME EXAMPLES OF HAND DRAUGHTING THAT I HAVE DONE  
THESE INCLUDE FLOOR PLANS AND ON THE NEXT PAGE ELEVATIONS OF  
HOBSONS BOOT SHOP.





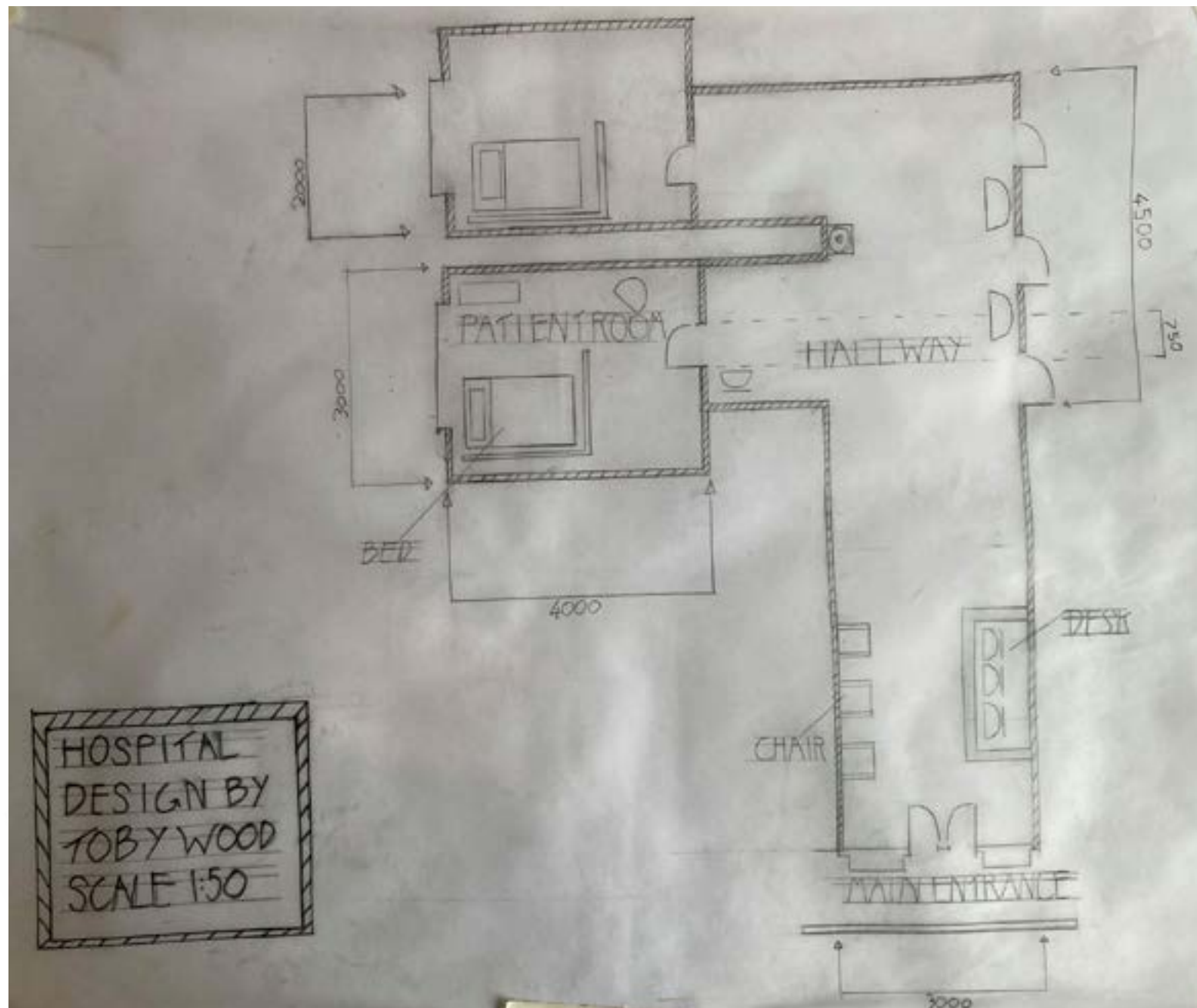


# HAND DRAUGHTING



# HAND DRAUGHTING

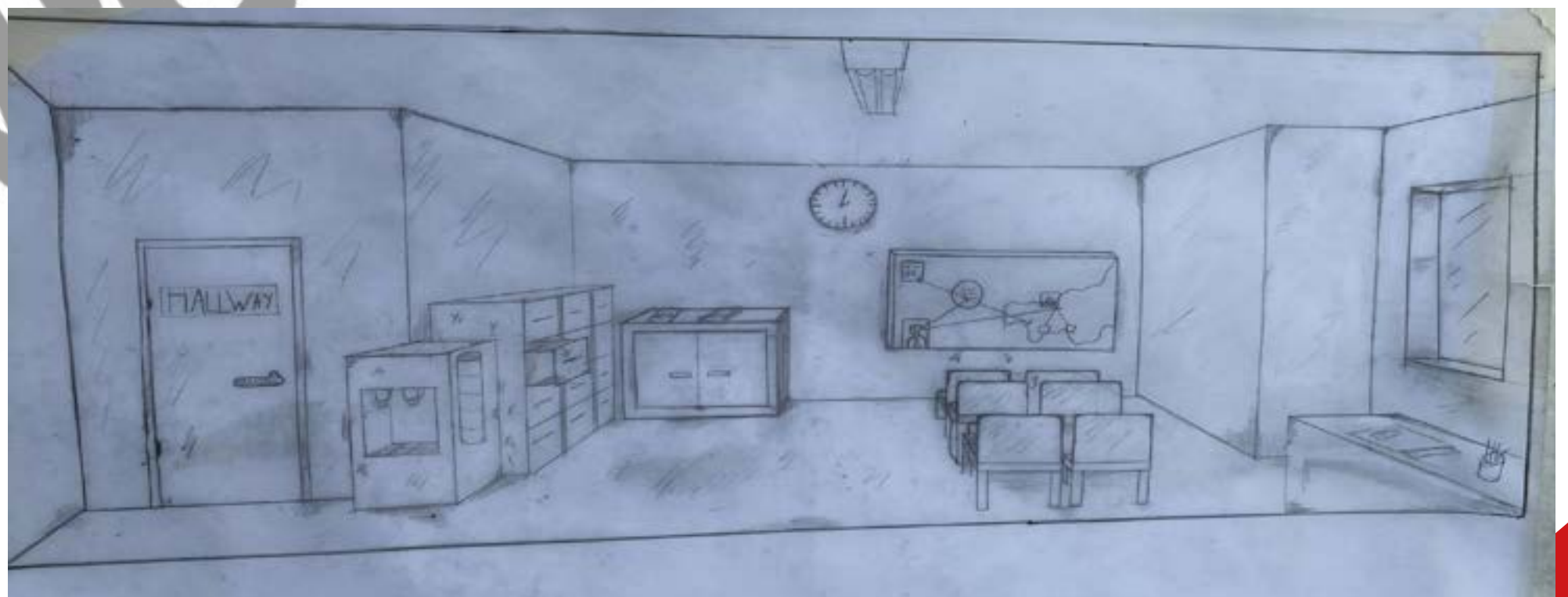
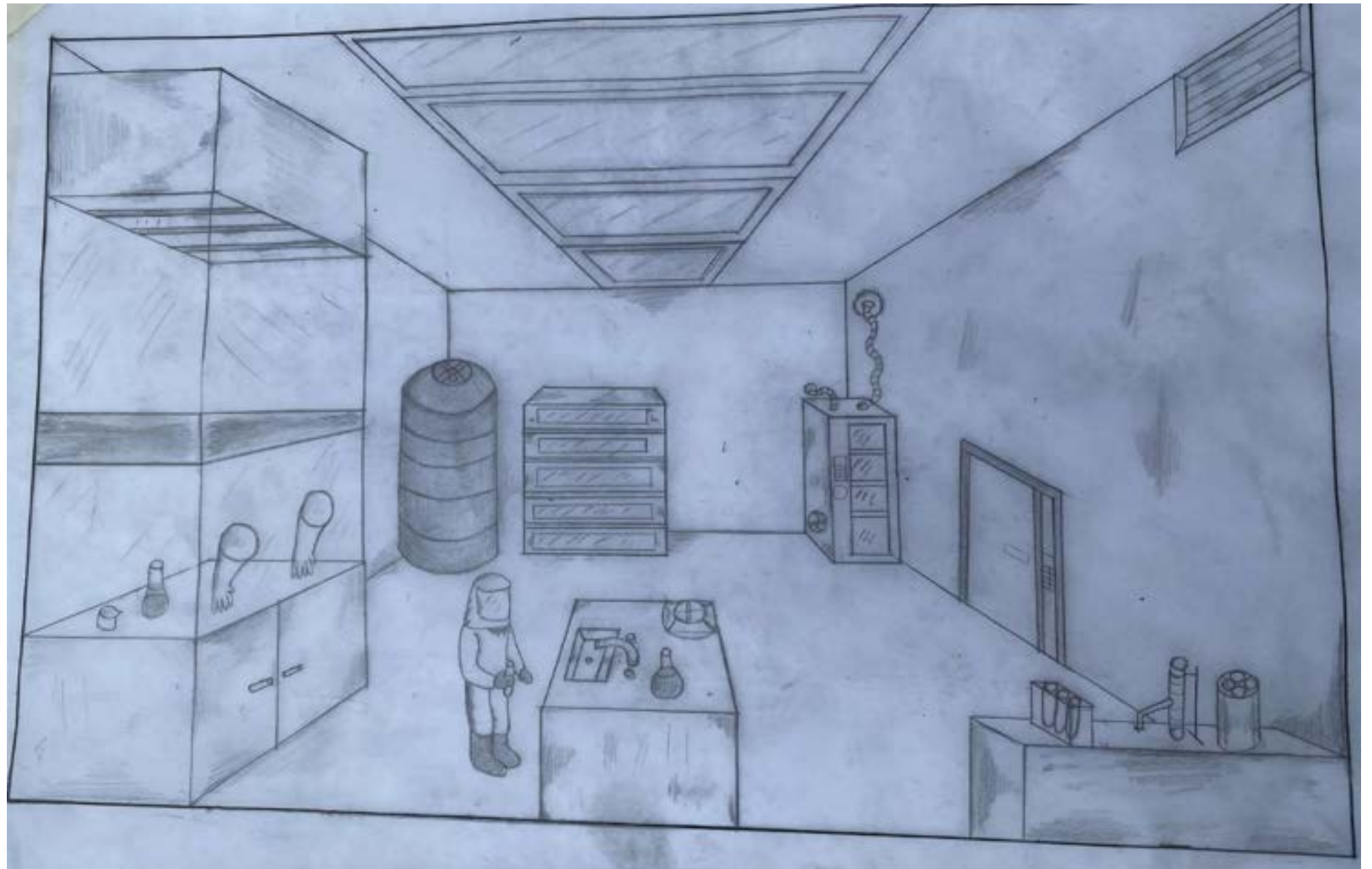
THESE FLOOR PLANS WERE DESIGNED FOR A LOCATION SCOUTING PROJECT WHERE WE WERE TASKED WITH ALTERING THE FACADES AND CREATING INTERIOR PLANS FOR MULTIPLE SEPARATE LOCATIONS BASED ON A BUILDING WE FOUND.





# PERSPECTIVE DRAWINGS

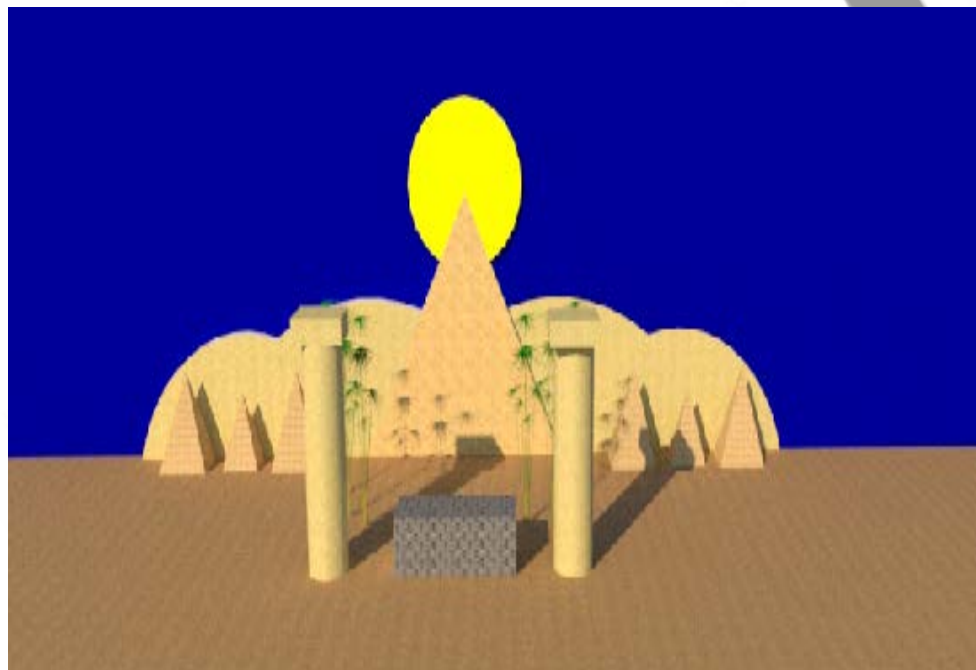
PERSPECTIVE DRAWING FROM ONE AND TWO-POINT PERSPECTIVE THESE DRAWING ARE OF THE INTERIORS OF A LABORATORY AND A POLICE STATION FOR OUR DESIGN FOR LOCATION PROJECT.





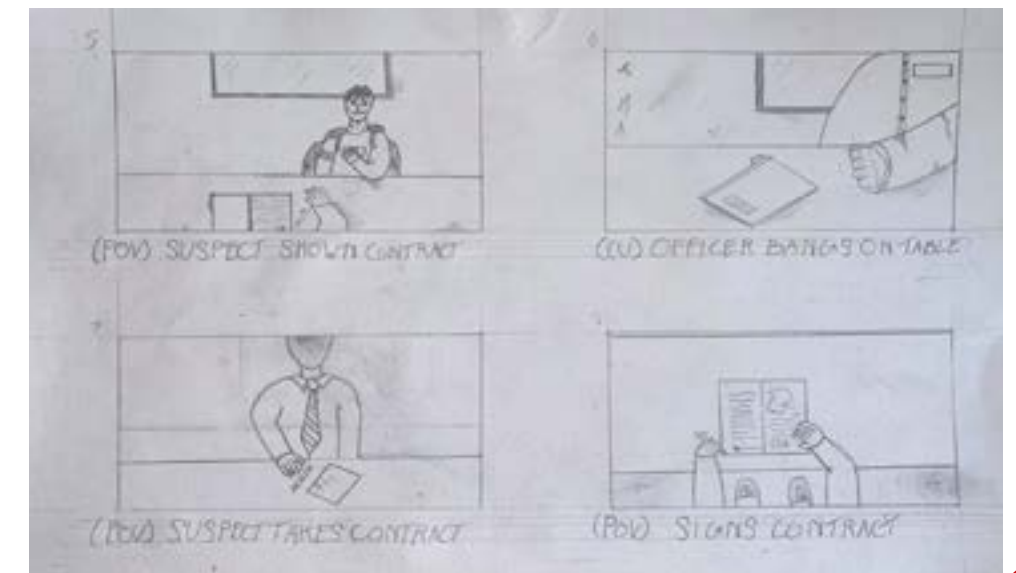
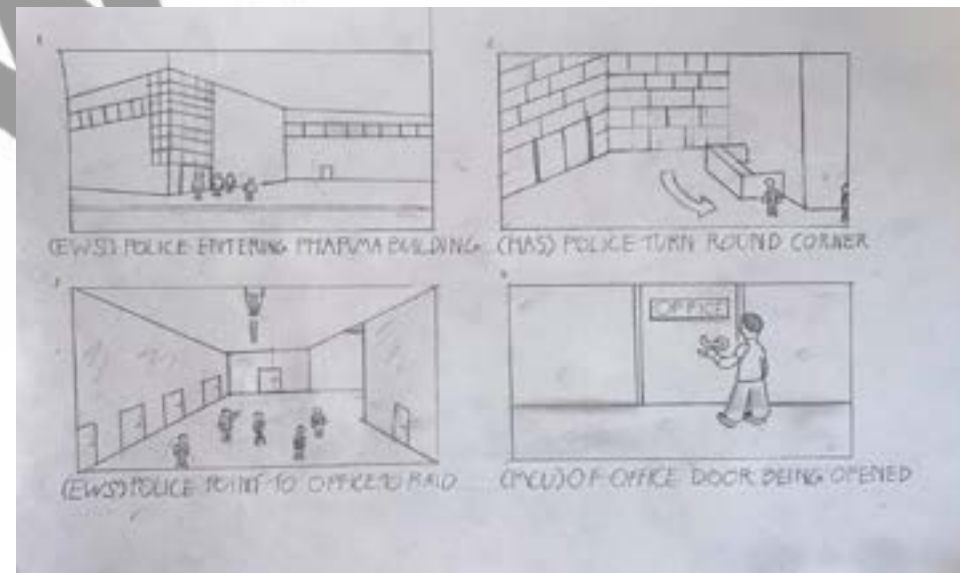
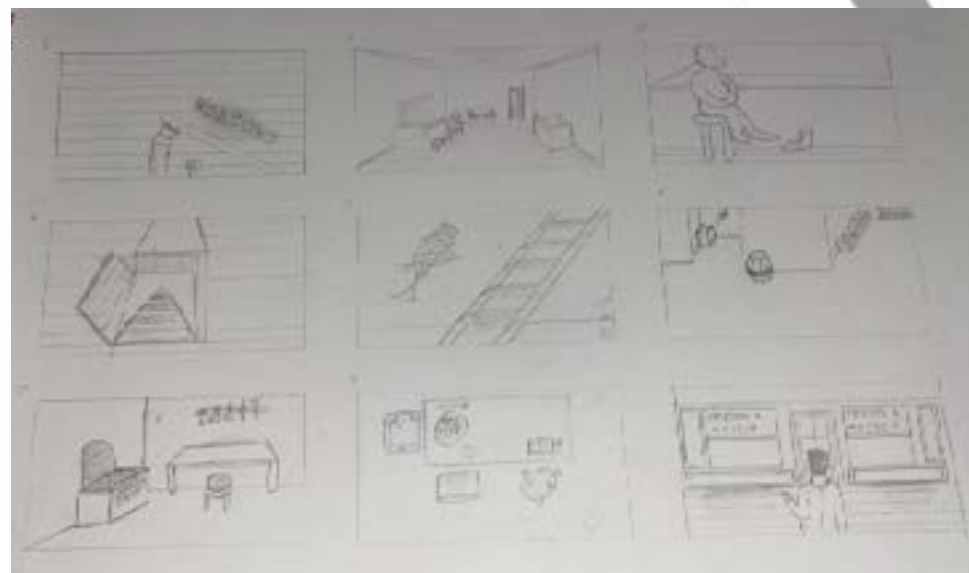
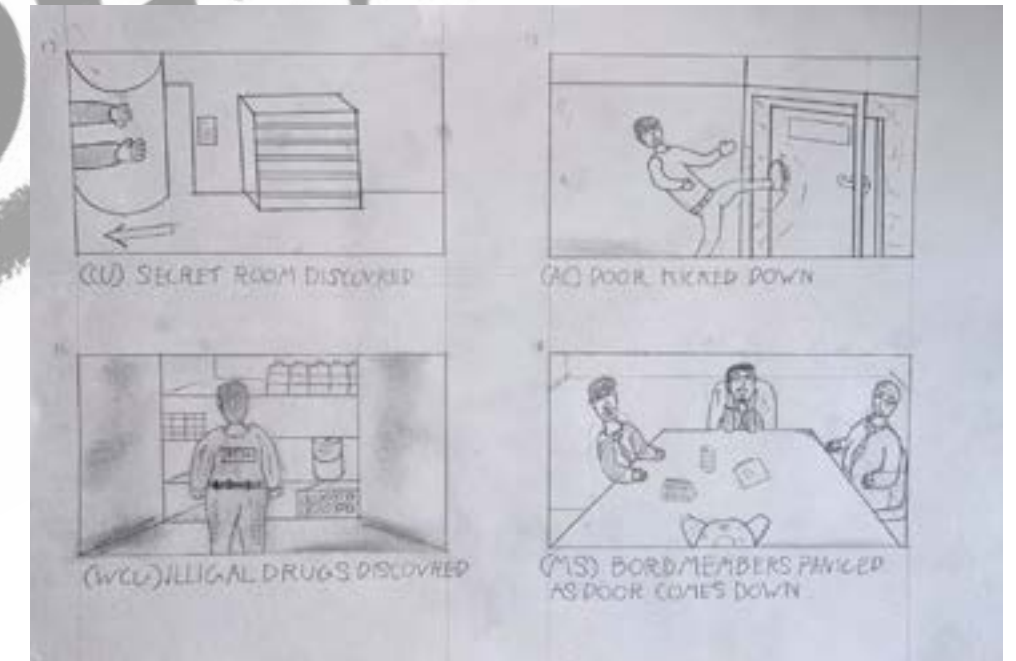
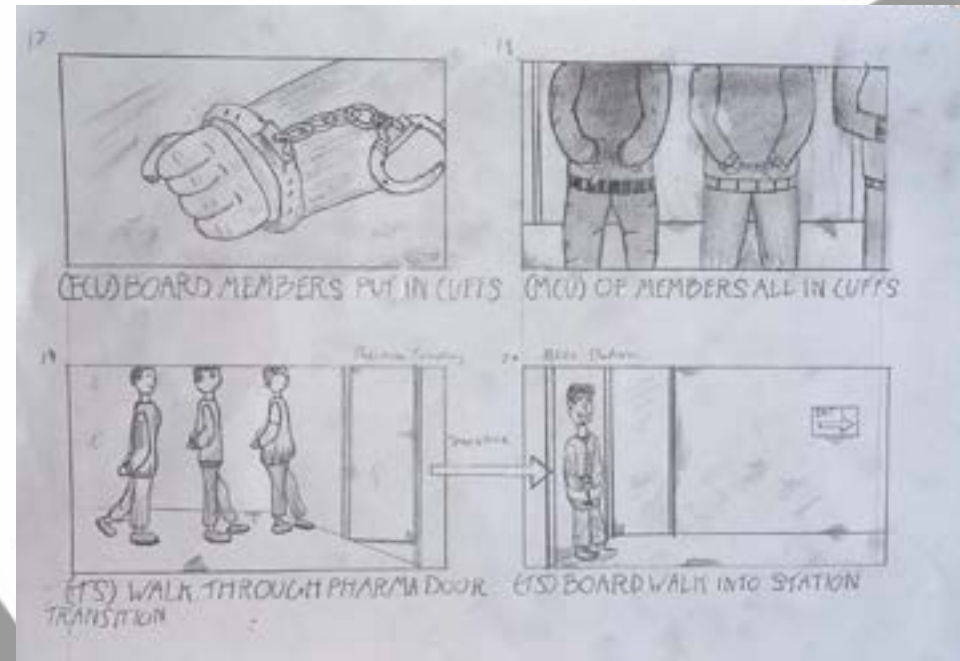
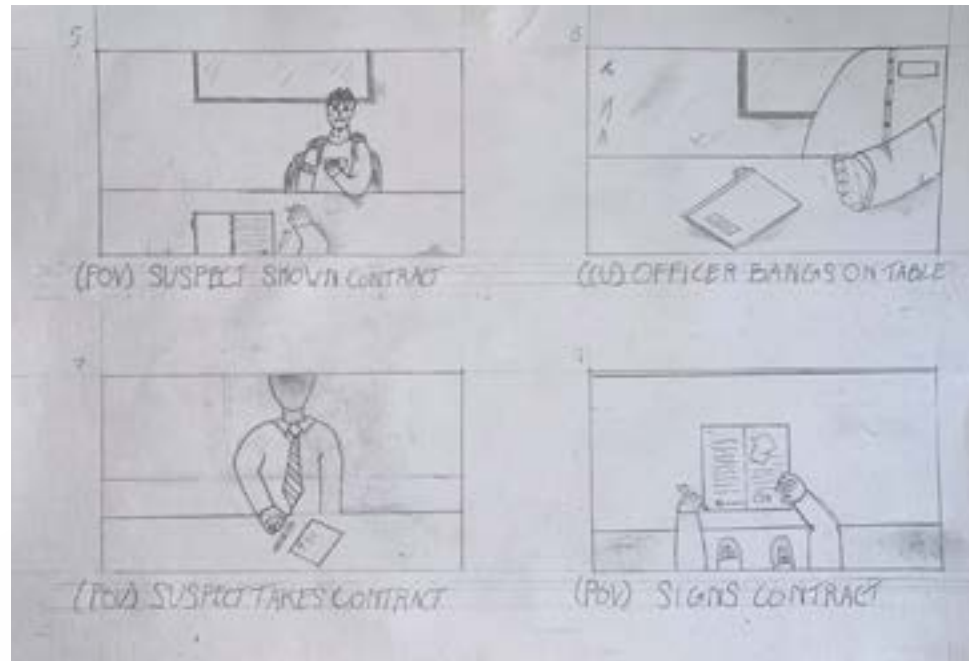
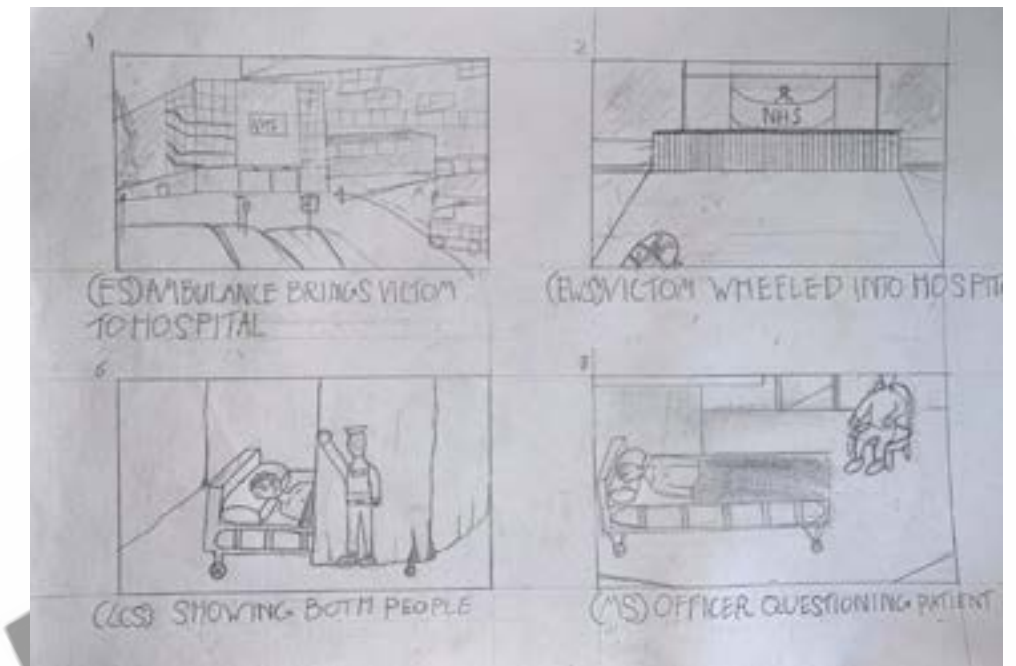
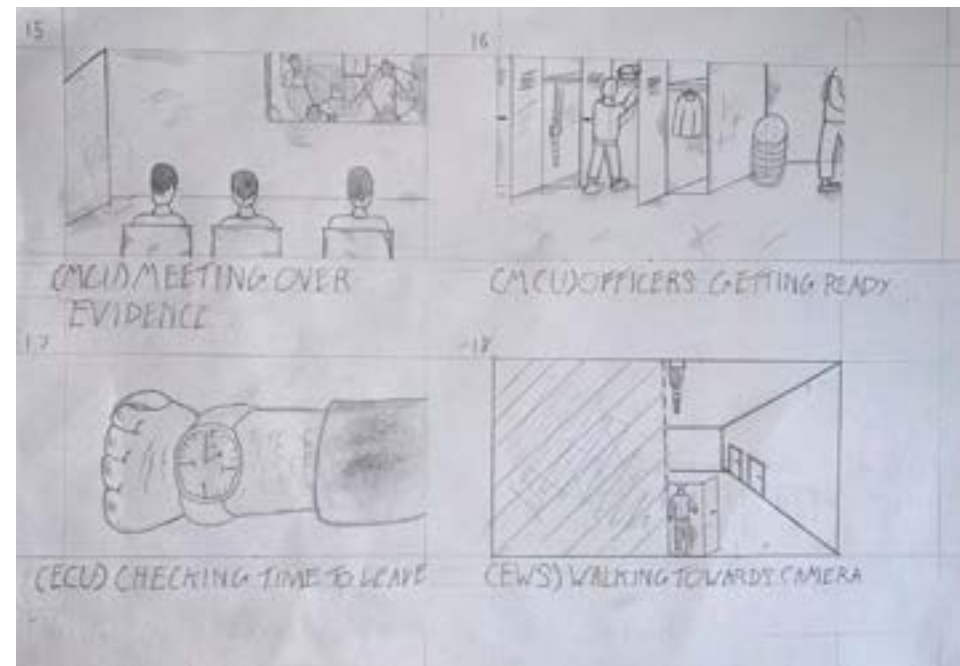
# SETS THAT I HAVE DESIGNED FOR STUDIO

AS A COLLABORATIVE PROJECT, I TOOK PART IN CREATING AN EGYPTIAN-THEMED SET FOR A TV SHOW CALLED BLAST INTO THE PAST. THIS SET FEATURED HAND-MADE PROPS SUCH AS THE EGYPTIAN ALTER WITH HIEROGLYPHICS, THE LARGE 1.2-METER PYRAMIDS ALONGSIDE THE SAND DUNES AGAINST THE SKY.



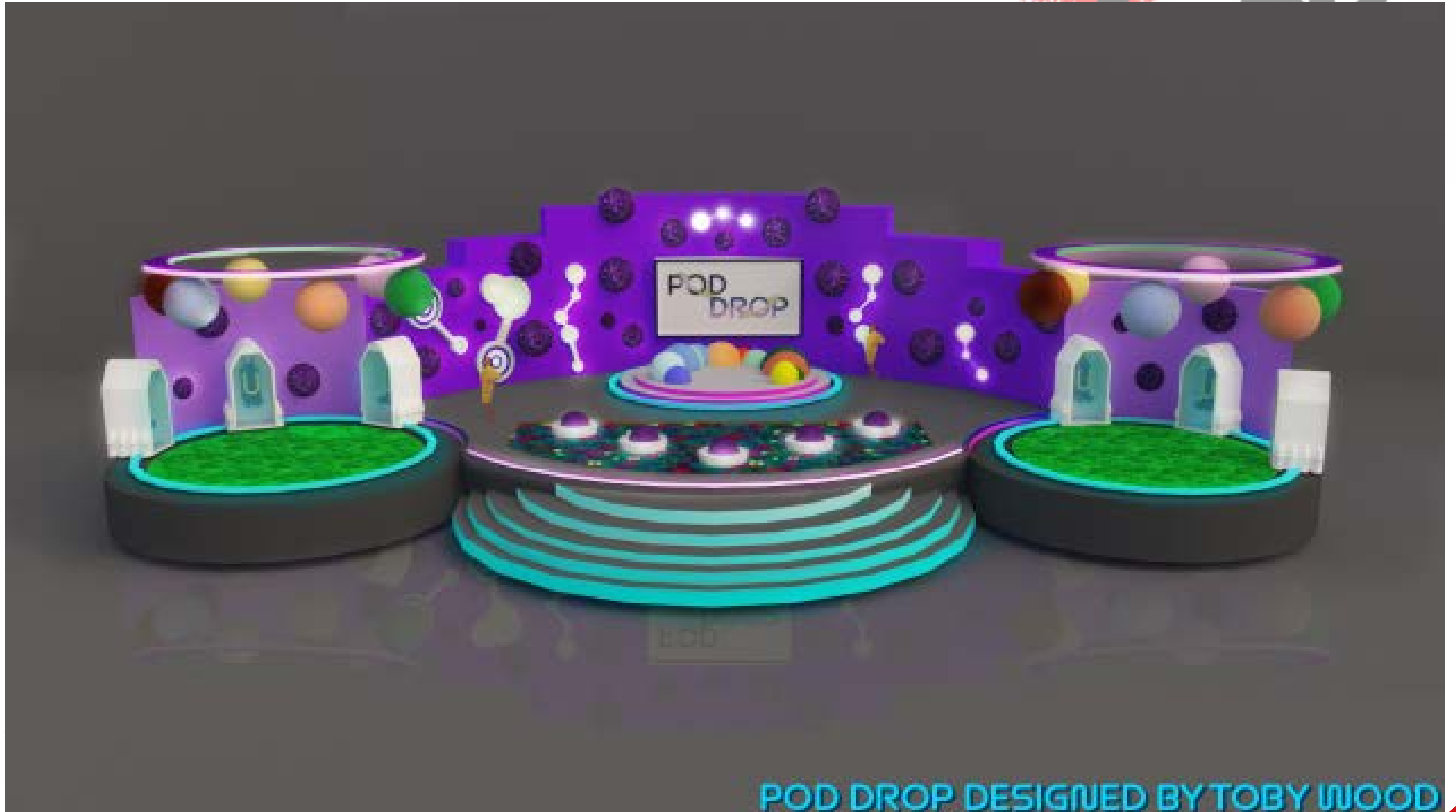


# STORY BOARDS



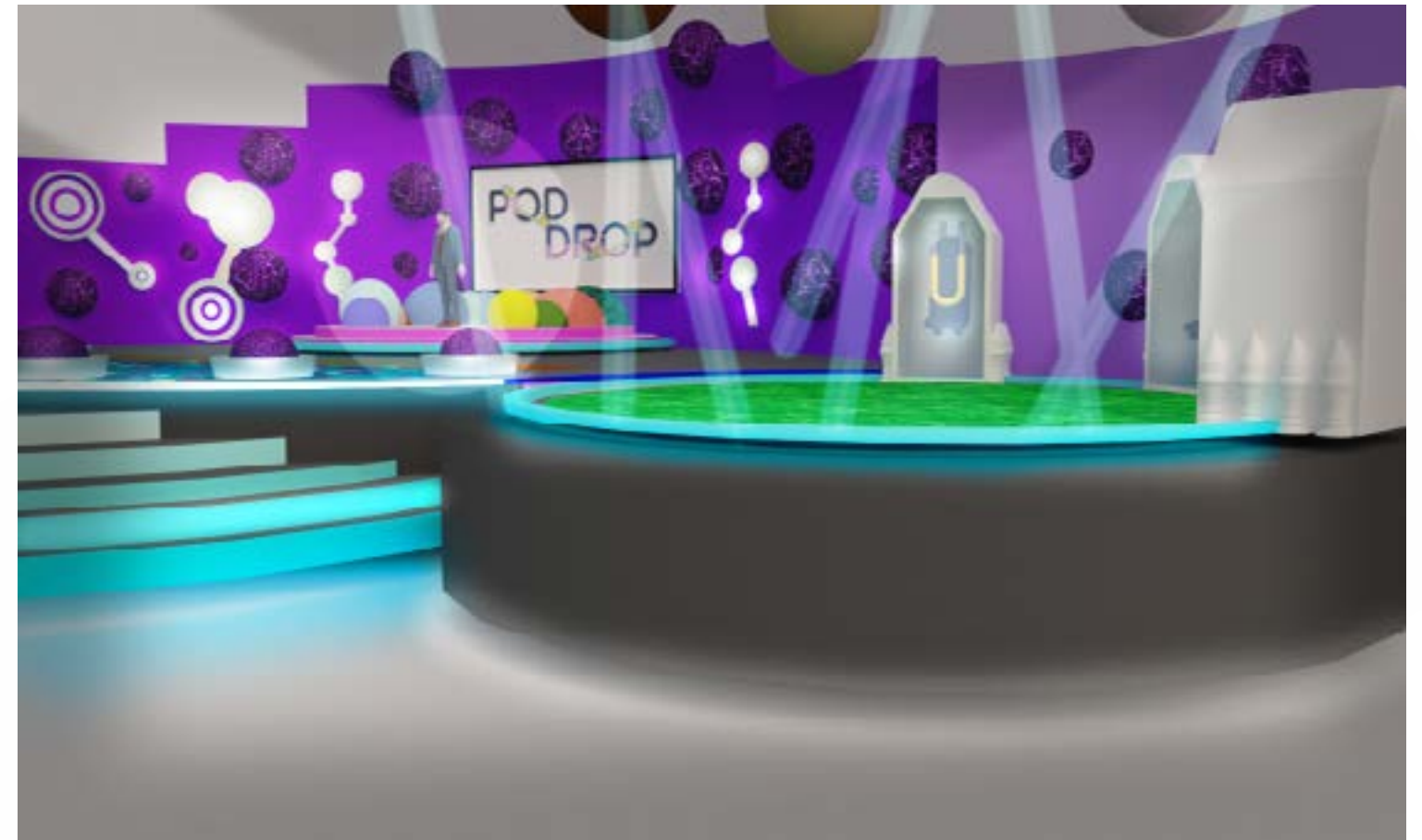


# 3D MODELLING WORK





# 3D MODELLING WORK



TOBY

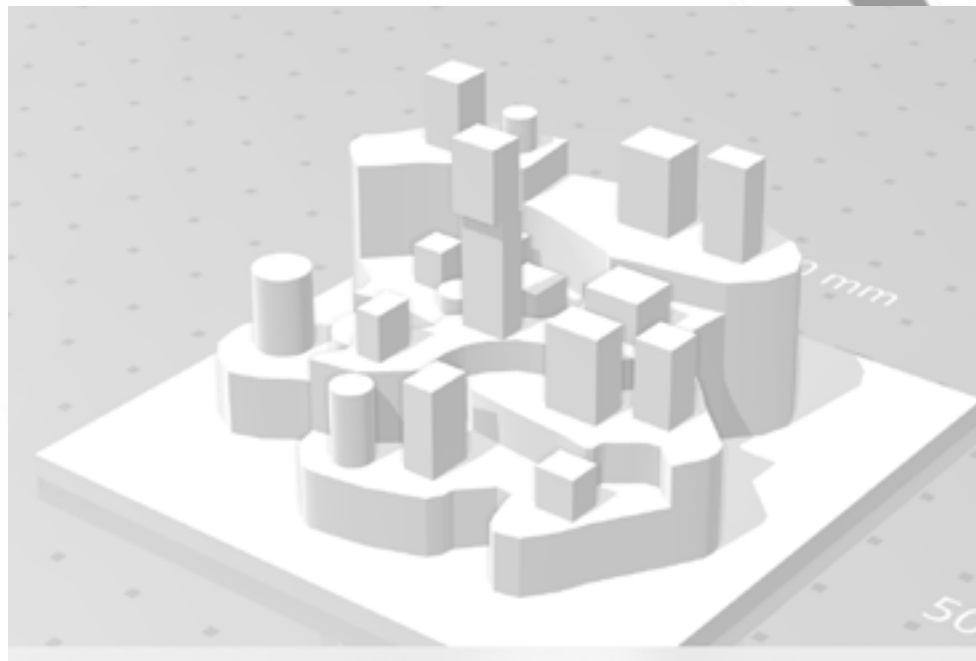
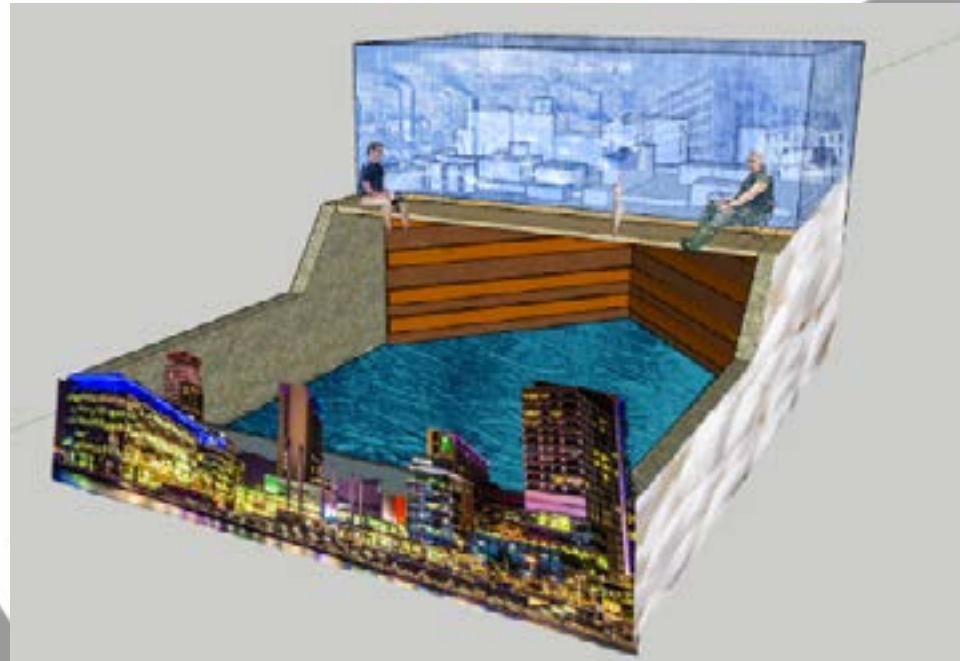
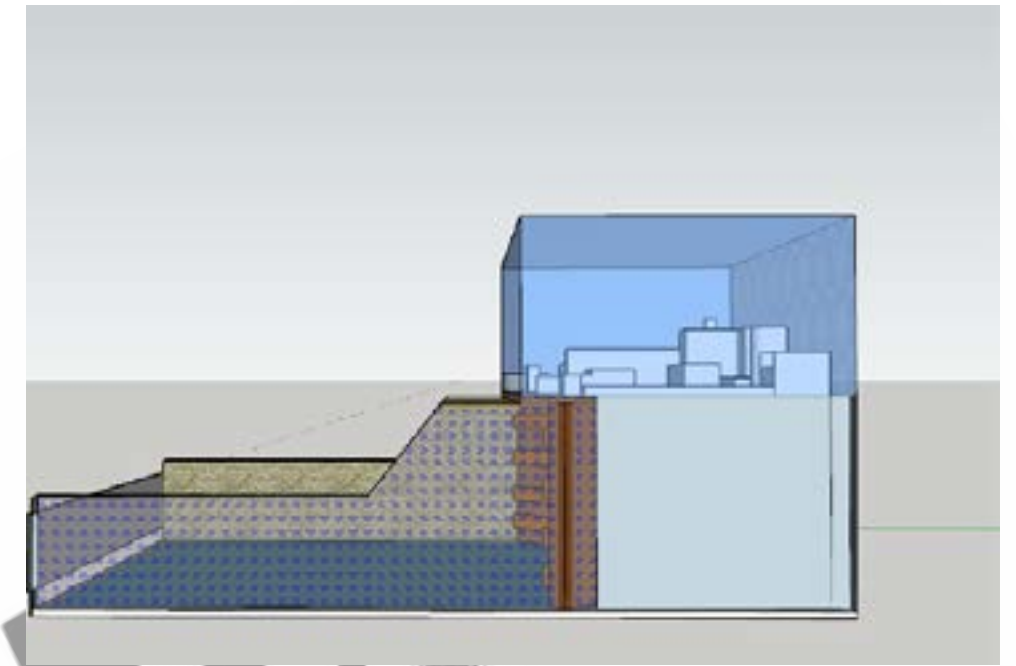


# 3D MODELLING WORK



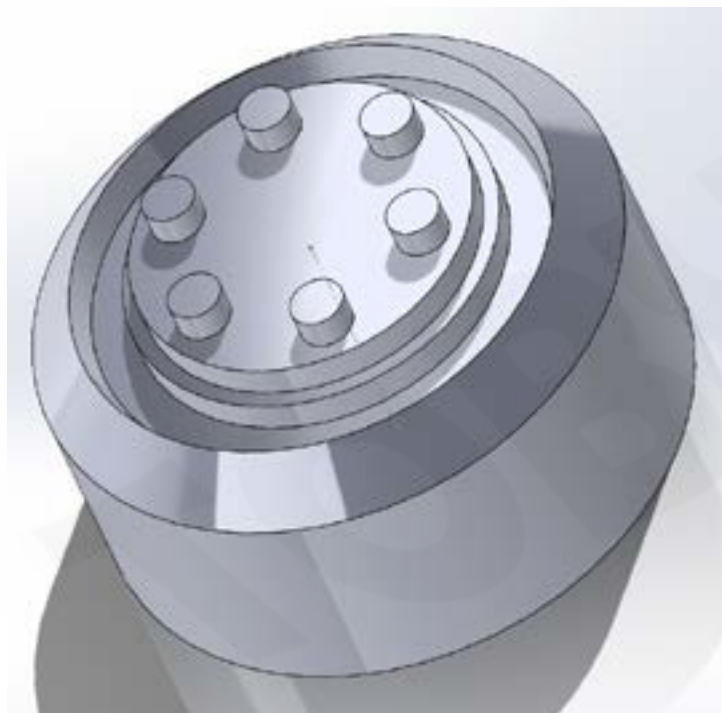
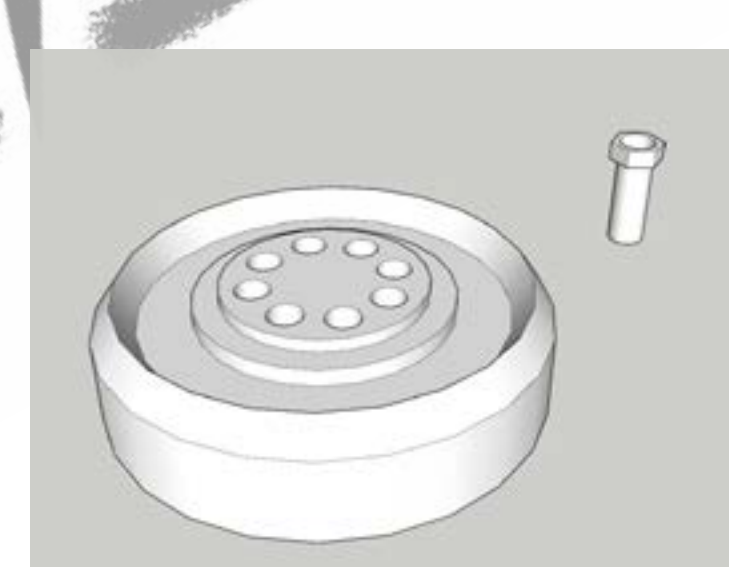
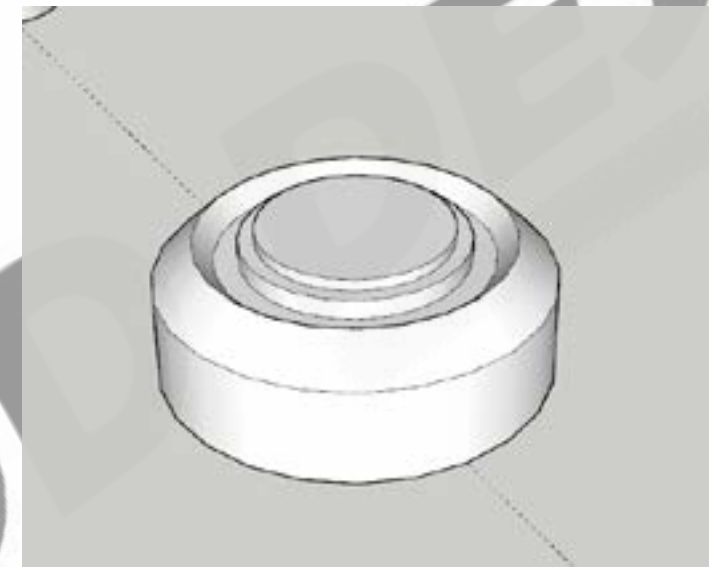
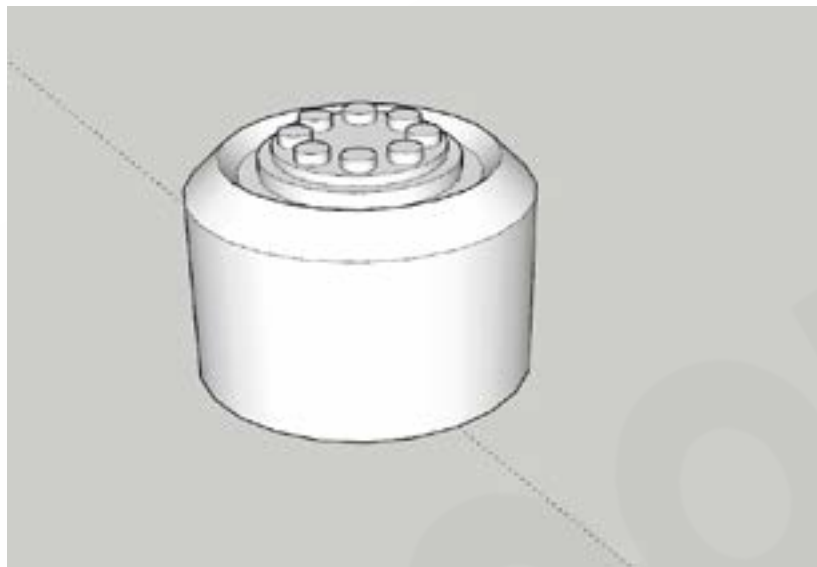
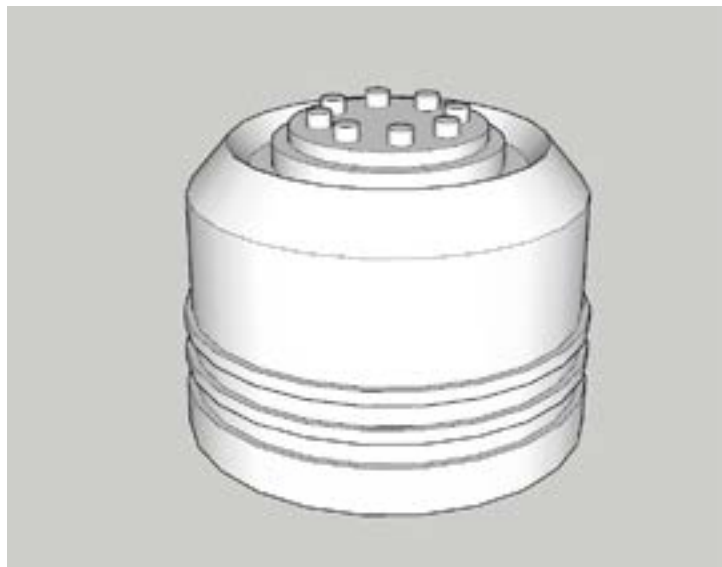
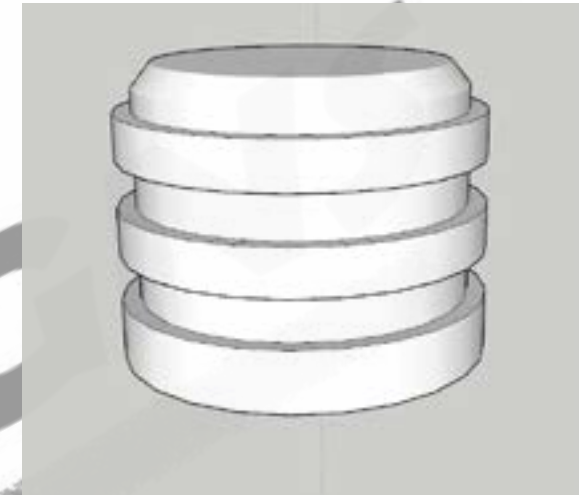
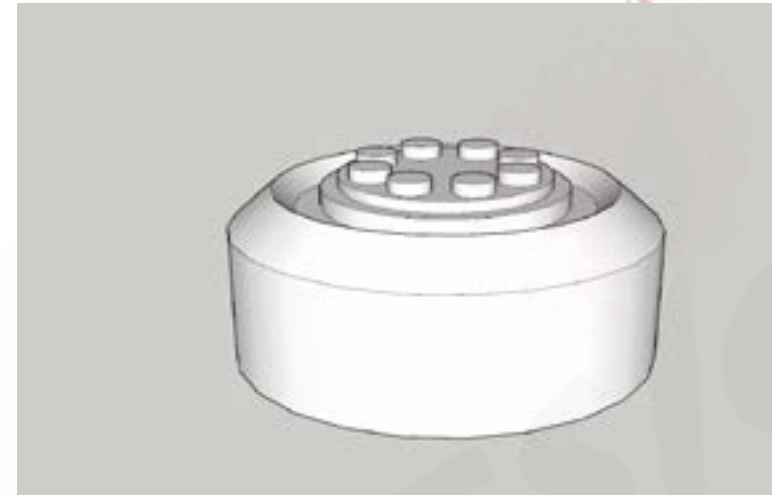
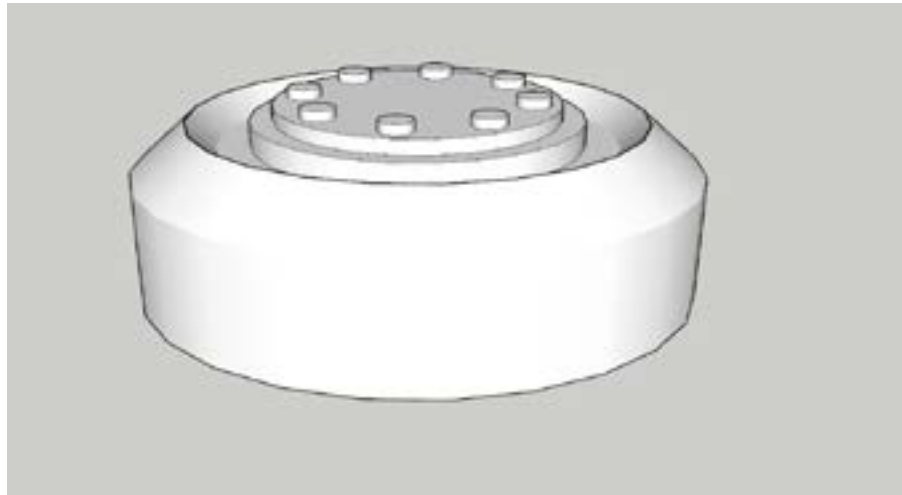
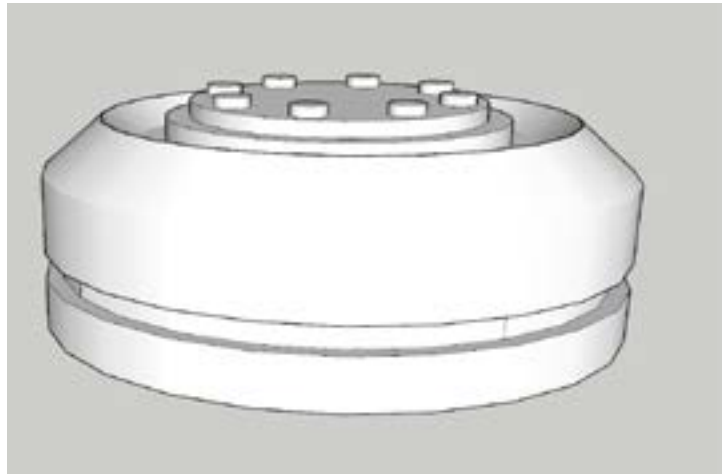


# 3D MODELLING WORK





# PRODUCT DESIGN MODELING





# CNC / 3D PRINTING RAPID PROTOTYPING





# EXTERIOR ESTABLISHER SHOTS

HERE IS THE BEFORE AND AFTER OF A LOCATION SCOUTING MODULE WHERE WE WERE TASKED TO TRANSFORM THE EXTERIOR OF THREE DIFFERENT LOCATIONS INTO A HOSPITAL, POLICE STATION, AND PHARMACEUTICAL LABORATORY. THIS WAS DONE USING ADOBE PHOTOSHOP.





# EXTERIOR ESTABLISHER SHOTS





# EXTERIOR ESTABLISHER SHOTS





# EXTERIOR ESTABLISHER SHOTS

