Positioning Statement

Callum Bryce - BA(Hons) Graphic Design

Creative Passions

Music

My creative passions started at the beginning of my childhood and have progressed radically leading up to the present day.

Music was the first creative element I became interested in. Guitar and drums gave me roots which I knew would grow deeper and become more diverse as time went on. This all started with my parent introducing my ears to Pink Floyd and The Beatles as well as explaining to me what the artwork of the record was portraying.

Art & Design

Art became a fascination when I started primary school. I always enjoyed the creative freedom. Speaking my mind through imagery and exploring the different skills I had as well as developing. I knew that in some shape or form I wanted to do this in further education and maybe lead to a career. When I began having a greater appreciation for the works of art and design, my inspirations grew. Today, I am particularly interested in five different areas of design.

Areas of Interest

* My first area of interest is Album Artwork. Since being a fan and admirer of Storm Thorgerson’s work with artists such as Pink Floyd, Biffy Clyro, 10cc, etc. I have always found it interesting how the artwork of each record speaks to an individual music lover in different ways.
* The second is Collage & Photo-montage design. Inspiration derived from David Hockney and David Plunkert.
* The third, Poster Design which became an interest after seeing the works of Albert Exergian, Anthony Burrill and James Victore.
* The fourth being Type creation as well as creating pieces of work made entirely from typography.
* The fifth interest is Title Sequence Design. Inspiration for this first came from Kyle Cooper from his work creating the title sequence for the film ‘SE7EN’. This particular area of interest became even more interesting in 2006 when I started watch the work of Eric S. Anderson in the title sequence for TV show ‘DEXTER’.