

banner

TANNER HODGKINSON

PDF PORTFOLIO

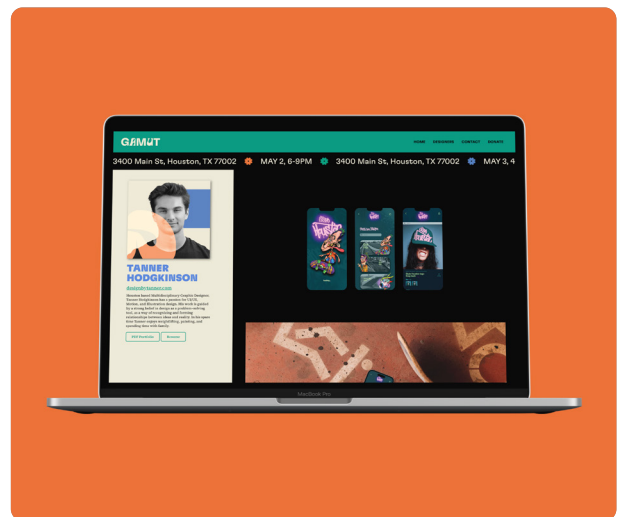
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2024

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tannerdoesdesign
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UHGD Gamut serves as the official website for the University of Houston Graphic Design Program's graduating class of 2024. The platform showcases the work of all 22 students, providing direct links to their individual web portfolios, resumes, and social media profile class.

www.gamut.uhgd.org

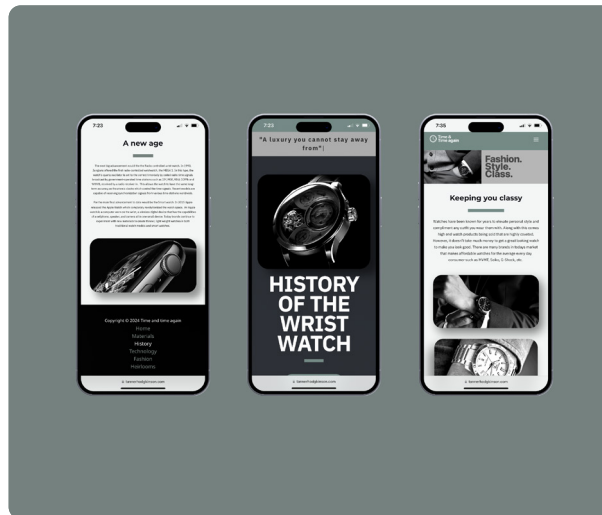


2023 • UI/UX

UNIVERSITY OF HOUSTON

“Time and Time Again” is a captivating and informative website dedicated to the fascinating world of watches. The site aims to create a visually stunning and user-friendly timeline experience that chronicles the evolution of timepieces through the years. The website will showcase a curated collection of iconic watch models, highlighting their unique designs, technological advancements, and historical significance.

www.tannerhodgkinson.com

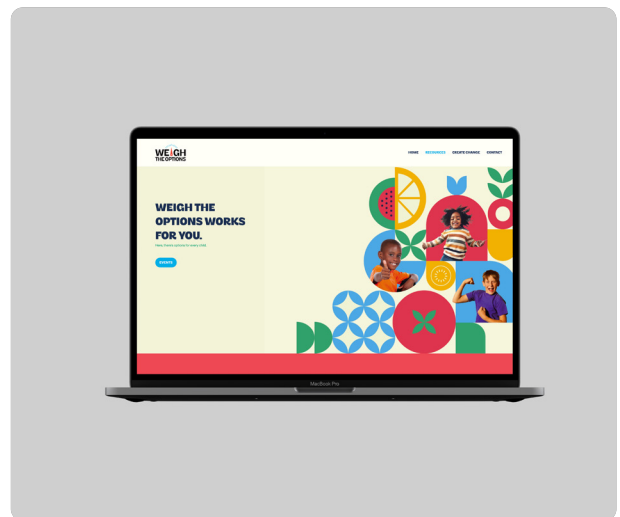
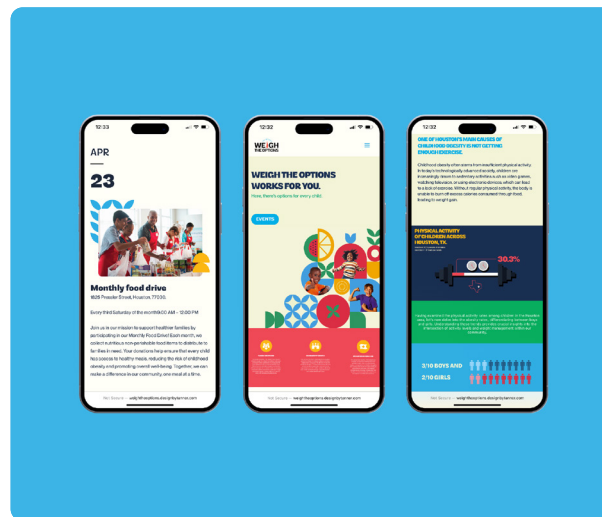
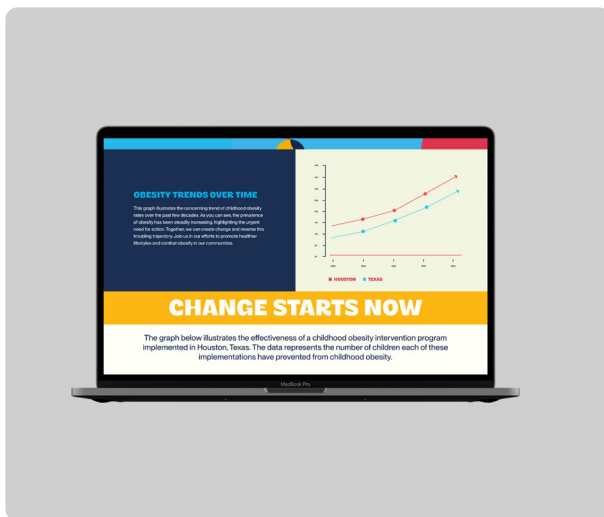
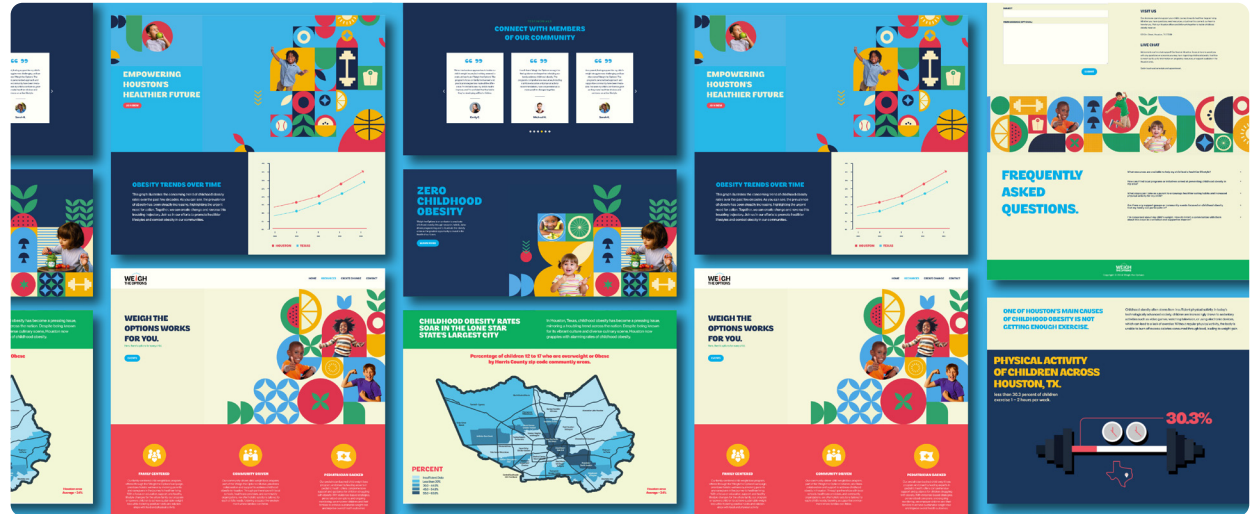
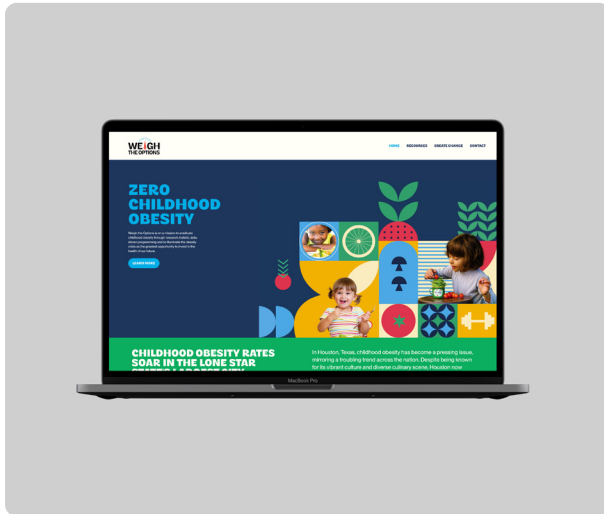


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Welcome to 'Weigh the Options,' a dynamic website dedicated to addressing childhood obesity in the Houston area. Through informative data, engaging content, and actionable solutions, the website raises awareness to empower children to make healthier choices for themselves and their communities.

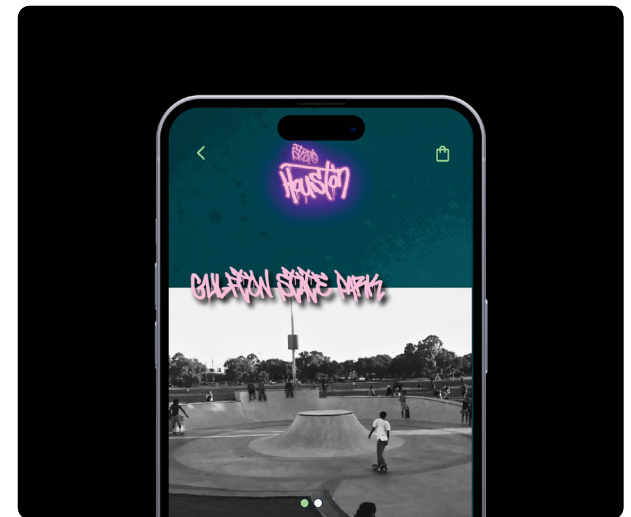
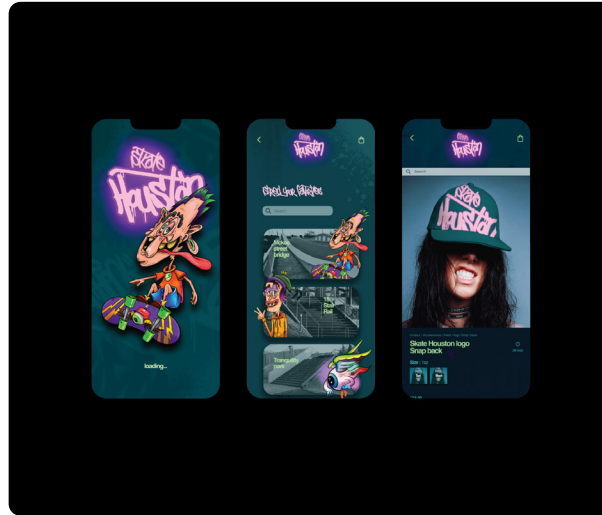
www.weightheoptions.designbytanner.com



2023 • UI/UX • Illustration

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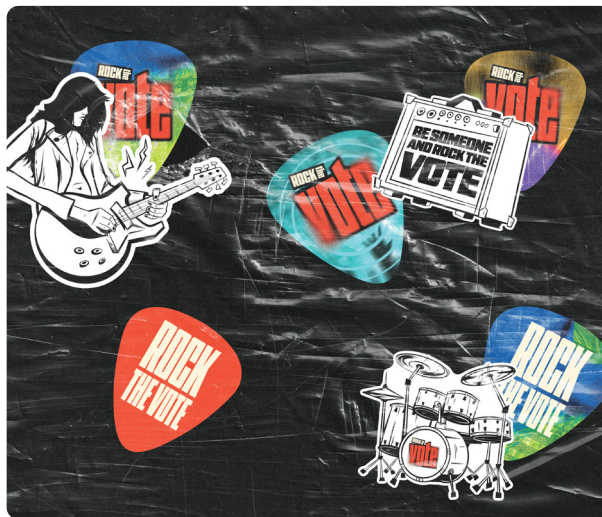
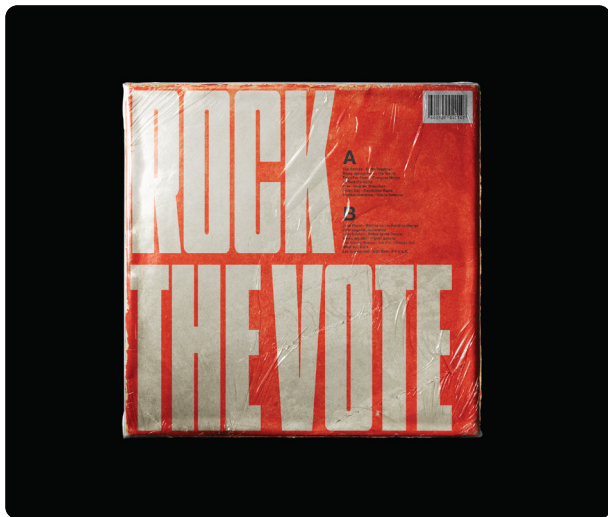
Skate Houston is an app designed for skater's in the Houston area to learn more about their favorite parks, discover new ones, and access important park features. The app provides details that include: obstacles, terrain, distance, skill level, and photos of the park. The app enables collaboration through video as well as social media posts.



2023 • Motion • Illustration

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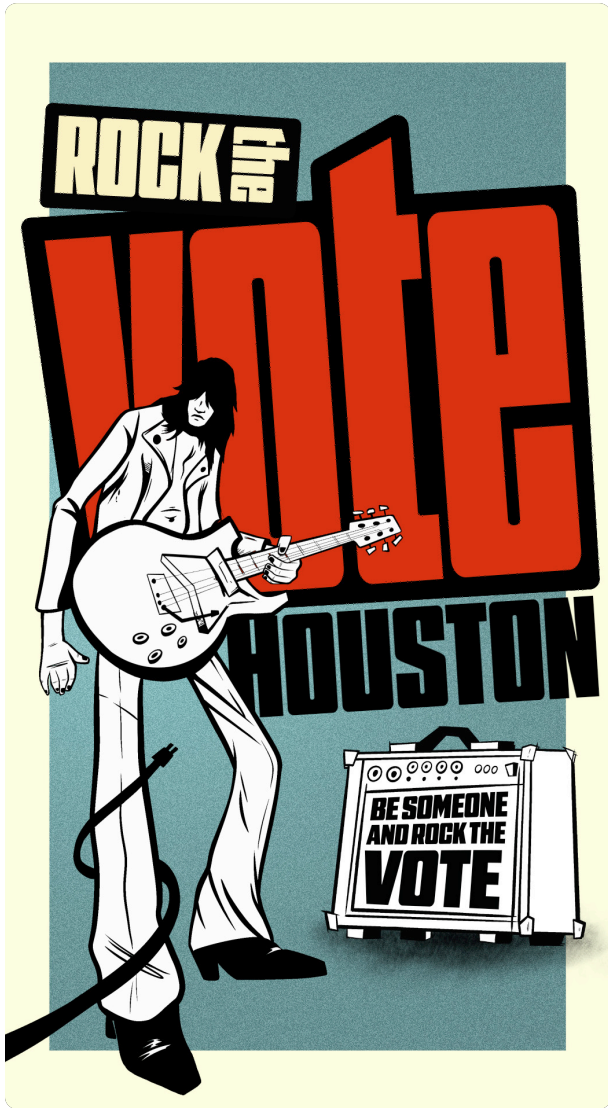
“Rock the Vote” Campaign is a vibrant and dynamic initiative aimed at inspiring civic engagement, particularly among the youth. Central to the campaign is a compelling kinetic poster, accompanied by eye-catching stickers and an exclusive vinyl cover.



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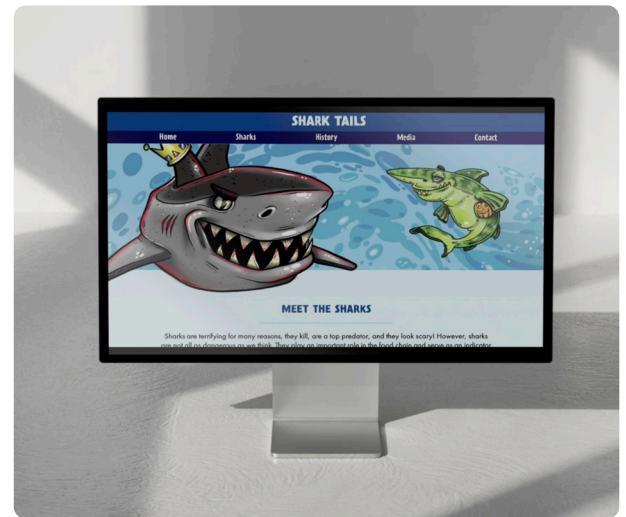
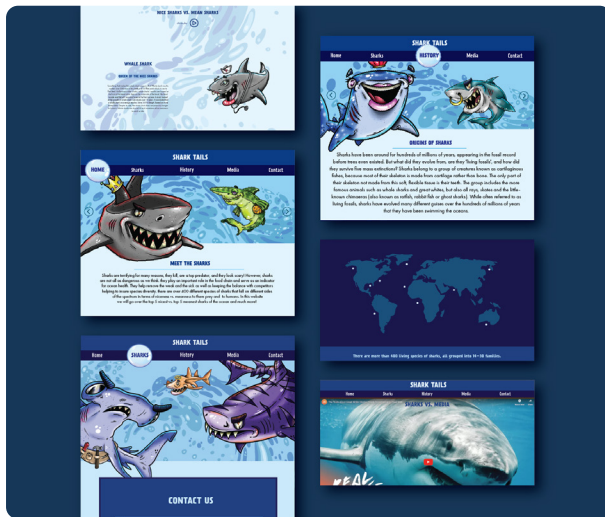
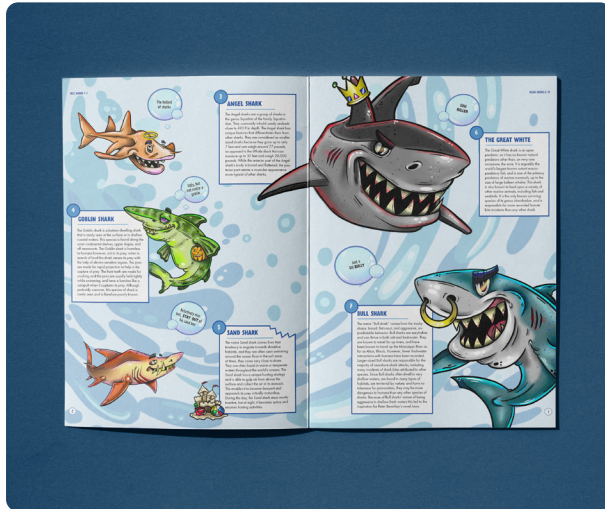
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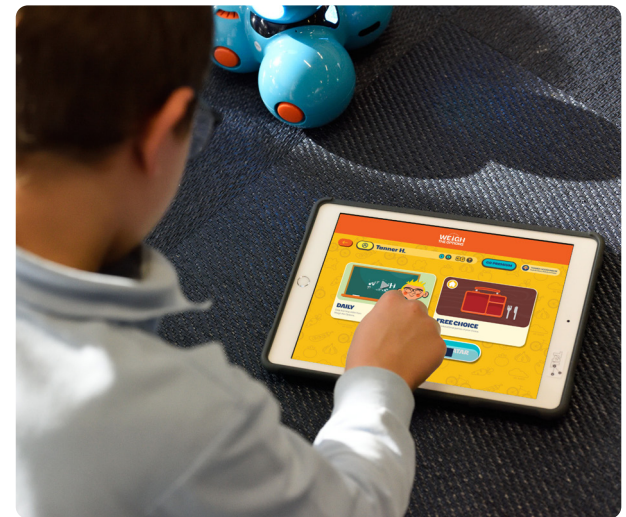
This field guide series is an exploration using 3 different typographic grid systems. The booklets showcase ten sharks ranked from the friendliest to most dangerous, and how they get a bad “rap” in the media. The goal of this system is to display content that is easily digestible and fun to look at for all ages.



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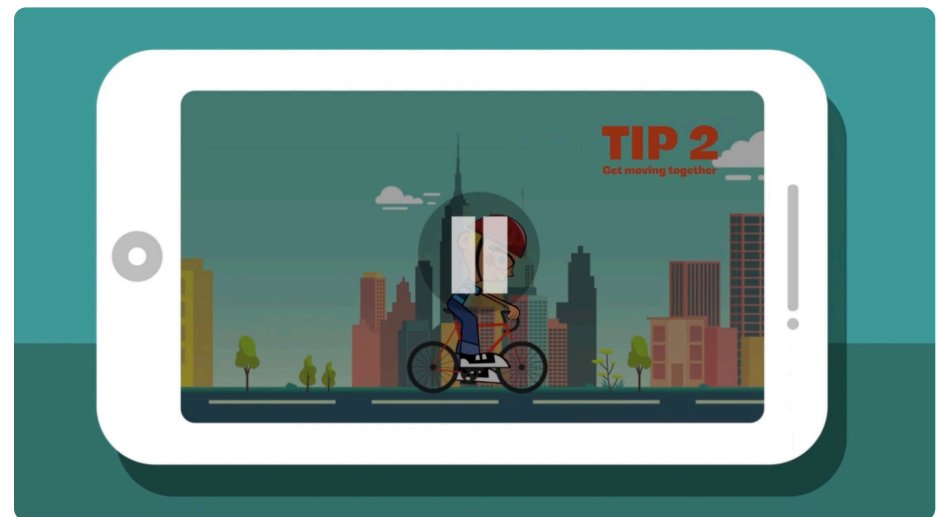
Welcome to 'Weigh the Options,' a comprehensive campaign dedicated to childhood wellness and combating obesity among kids in the Houston area. Through a series of three engaging motion graphic animations, children share valuable tips and information on healthy habits and nutrition. Accompanied with an interactive app that offers educational games and daily videos, providing kids with fun and informative content to support their journey towards a healthier lifestyle.



2024 • Motion • Illustration • UI/UX

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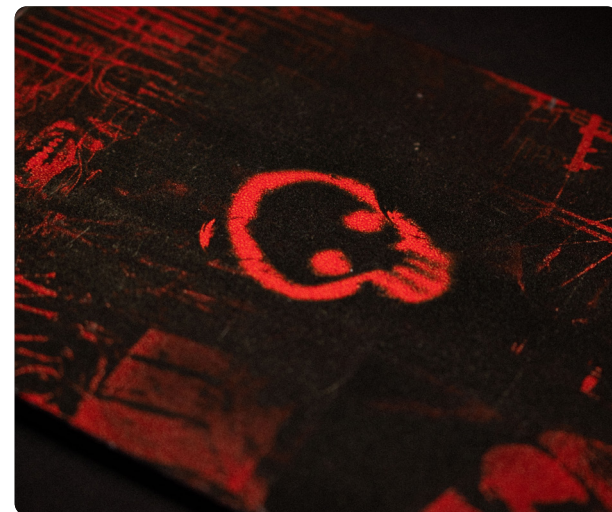
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Dive into the raw, rebellious world of “Arcanum” where the mysticism of the tarot meets the grunge subculture in a deck of cards like no other. This card game is a gritty fusion of urban decay, distorted realities, and the enigmatic symbolism of the tarot. Each card tells a story of struggle, resilience, and the untamed spirit that defines the grunge era.



2022 • Print

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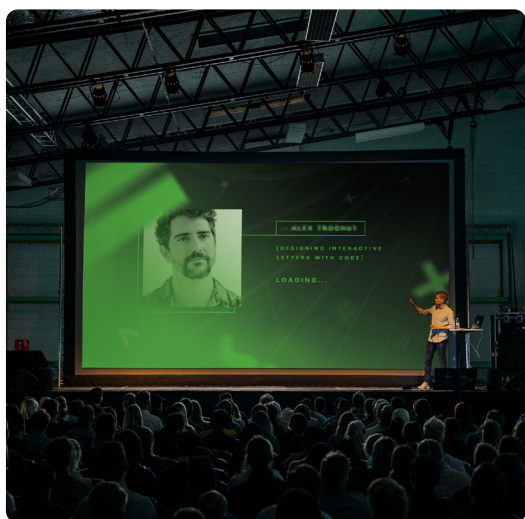
Typecon is an annual conference featuring various notable Typographers. TypeCon 2024: Paradigm Shift features a cohesive identity system including a promotional poster, lecture schedules, swag and environmental graphics. The visual concept of “Paradigm Shift” uses hues of green and black in tandem with dynamic type to showcase how artificial intelligence and generative coding is breaking through the design world and disrupting the future of design as we know it.



2022 • Print

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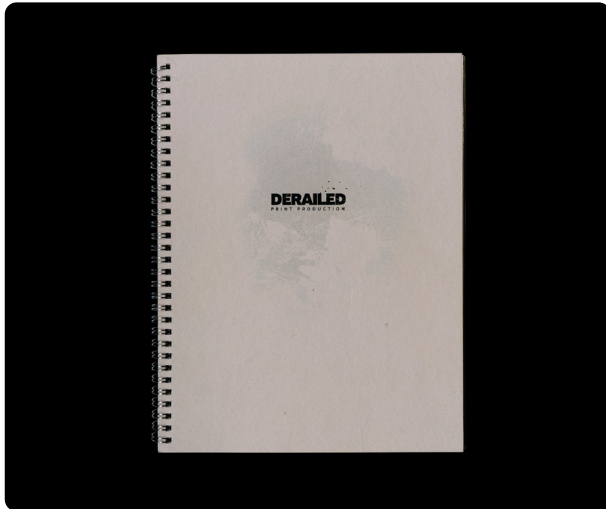
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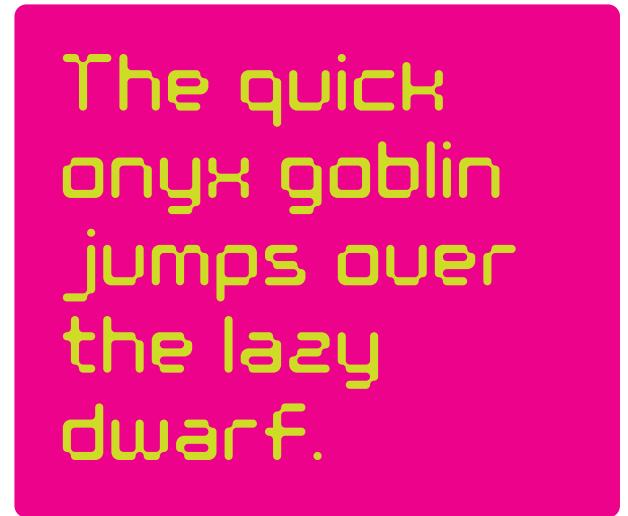
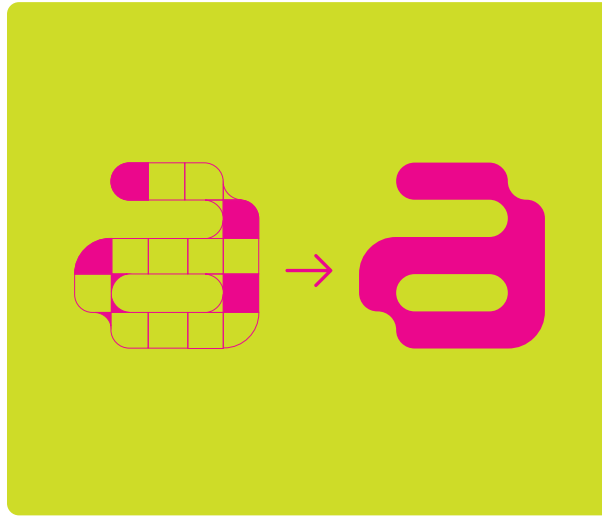
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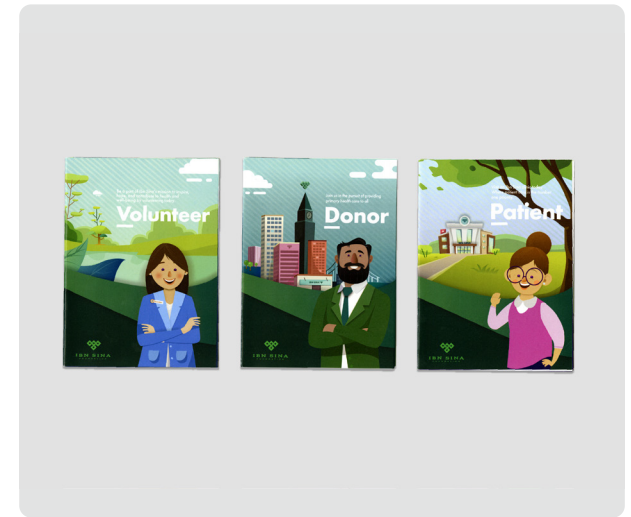
This book is a guided study of the rules and principles of print production. Practicing a more design-forward approach, Derailed combines fragmented shapes coupled with grunge textures to demonstrate and capture the ambivalence of “frustrated yet depressed” all while teaching the viewer of the print production process.



Megabyte is a modular typeface that draws inspiration from the text found on video screens, exuding an aura of modernity and technological finesse. Its design pays homage to the digital age where text and image merged seamlessly to create engaging content. Megabyte bridges the gap between the physical and digital realms, offering versatility in a rapidly evolving design landscape.



The system I created for IBN SINA focuses on understanding the demographic and psychographic profiles of the low-income and indigent families within the Houston area. This System outlines the healthcare needs, preferences, and challenges faced by these communities, by identifying key demographics and healthcare concerns. This system uses vector images to give a sense of community and inclusiveness as well as bright colors to give an overall warmth to the viewer.



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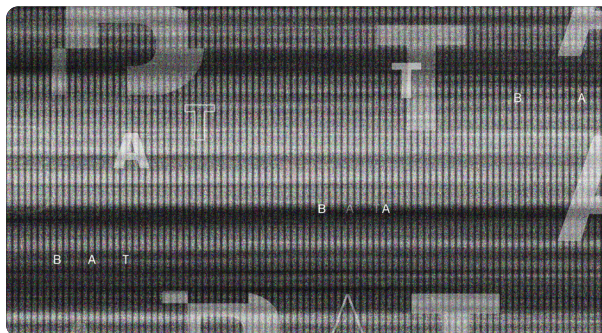
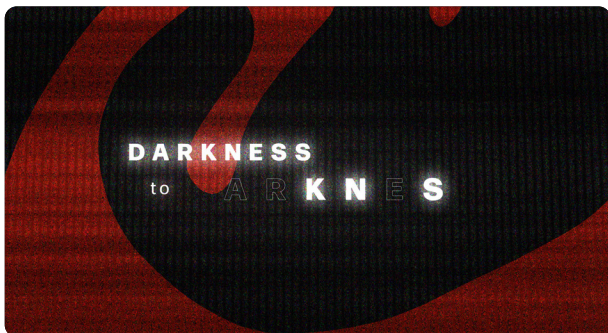
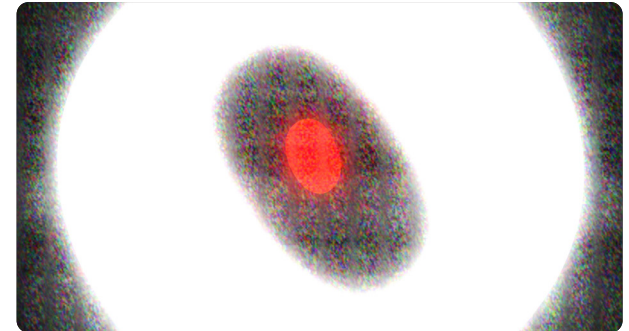
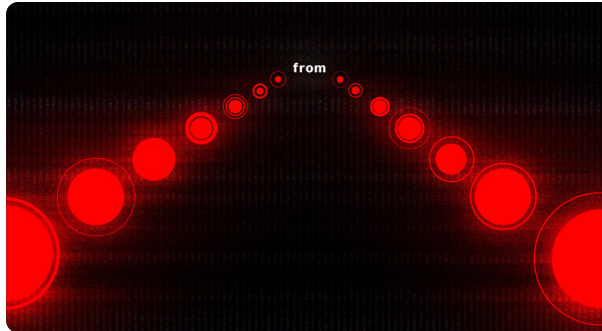
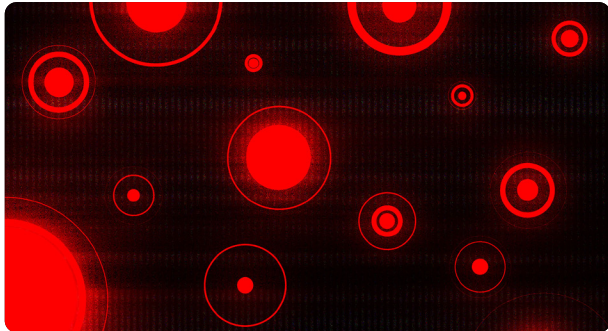
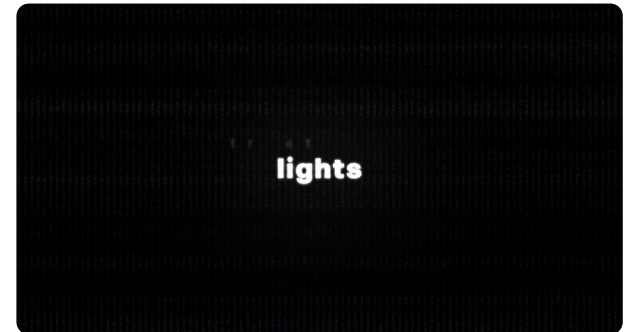
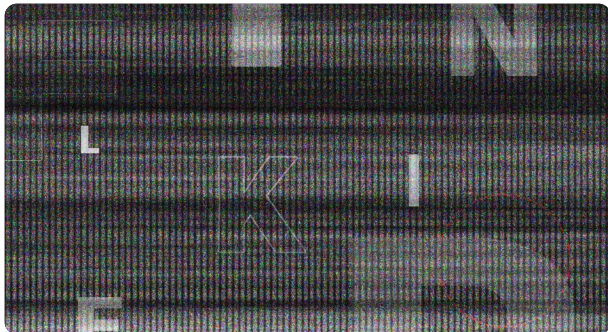
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2023 • Motion

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This animation expresses the message and attitude of a selected haiku; "Flickering street lights from darkness to darkness the flight of a bat". By adding and contrasting to its meaning, as well as creating a new one. The haiku, written by Polona Oblak, gives a dark, clinging to the shadows vibe. Given this information, I was motivated to create something that showcased these emotions through motion graphics.



2024 • Environmental

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“On Tap” is an innovative project that celebrates the rich history of the Columbia Tap Trail in Houston’s Third Ward. As part of the project, six unique installations were created along the trail, with six beacons to mark the different node sites. These beacons include a variety of engaging features, such as a map of the trail and specific graphics highlighting each node’s significance.



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THANK YOU