



*Kick Rocks Creations*  
*Ben Dransfield*





## Beer O'Clock

I was tasked with creating 4 conjunctive beer can designs with a theme of my choice. I decided to create a project based around the local Sheffield breweries that exist in the Peak District.

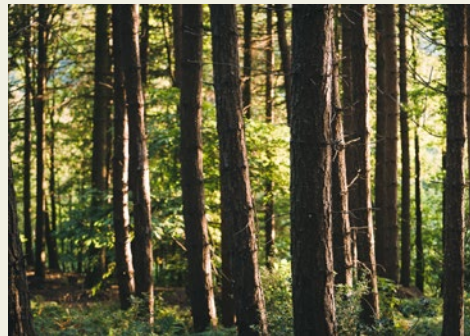
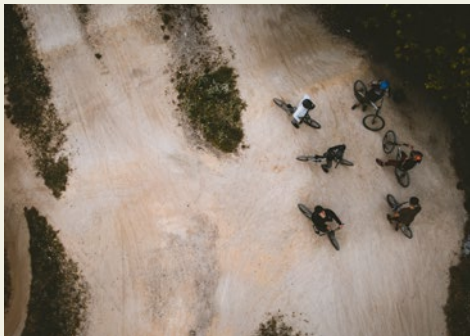
This project allowed me to expand my practice past what I have previously worked towards. Pushing myself past my initial designs, I decided to work with lino cuttings and a selective colour pallet to create a nostalgic can wrap.

# Summer Haze









## Summer Haze

Summer Haze is a short mountain bike film showcasing the culture and riding in and around the Sheffield area. The film begins at the height of summer and carries on throughout until the leaves eventually turn brown and the long summer turns into nothing but a hazy memory.

Whilst this project stretched my film making skills I also created and developed all of the promotion, logo design, animation and advertising campaign behind the film. This really helped to combine all aspects of my practice.



## Kick Rocks Clothing

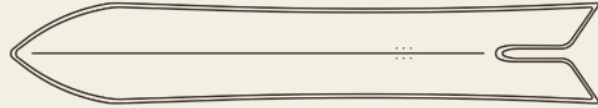
This project consisted of creating a selection of shirts that represent the branding of Kick Rocks Creations and the ethos of the company.

Through the project I found myself trying to replicate other styles and pieces from my research and struggled to come up with original creations. However, I eventually created a branding that I felt I was proud of and reflected my practice appropriately.





# No Pills Just Powder



No Pills Just Powder

Happy Days  
Good Vibes

*Yorkshire Made  
Used Worldwide*



No Pills Just Powder

KRC

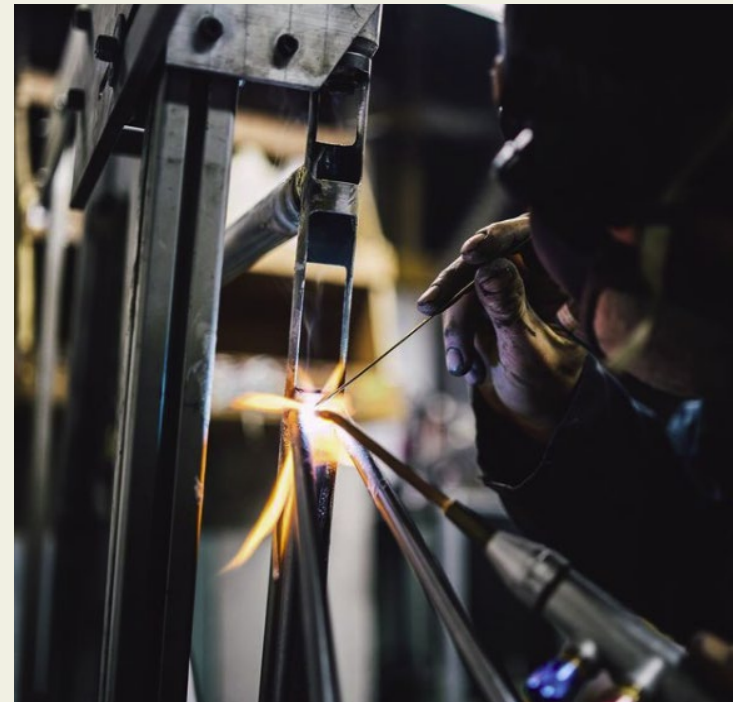




## Dream Build

I was approached by a client to create a logo for a small growing video series titled Dream Build. From the back of the one logo I went on to create an entire merchandise line which is advertised and used in the videos and sold worldwide.

Dream Build is something I am very invested in and since joining the project it has expand and totalled almost 100,000,000 views on the channel.





# Escape

Within this project wanted to cross traditional animation with film making. I spend a lot of time in my practice making digital images radiate hand drawn effect but in this film I was given the opportunity to truly work with my hands.

The short experimental film tells a story of how the Covid 19 lock down has negatively effected the mental health of a student. Each frame was hand drawn to merge with the footage laid underneath.







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Some screengrabs from the film.

