

1/2 **UP&DOWN - GOLF**

Up and down = the situation where a player holes the ball in two strokes starting from off the green



Solution

My name is Dan and I am 30 years old. I live in London, UK. I've been working as a designer for 8 years. This is my Golf themed knife design. Initially, I went for a more minimalist approach to golf, where my design would mainly emphasize the most recognizable pattern in golf - the golf ball pattern. I decided to keep the pattern approach, stylizing it and adding a new component on the back. The illustration depicts what is commonly known in golf as an "up and down" situation.

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Creative's profile



Dan Ioan Cernaianu PRO

Art director

London, United Kingdom

Creative's top 5 skills

Graphic Design, Illustration, Product Design, Communication Concept, Web Design

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