




Equipment

Collections


More







RECON BACKPACK
\$89.00
★★★★★ 216 REVIEWS [WRITE A REVIEW](#)
[SEE PRODUCT DETAILS](#)


ASPHALT GREY / FERRY RED





 MEN'S SUMMIT L3 VENTRIX™ HYBRID HOODIE
\$250.00
★★★★★ 14 REVIEWS [WRITE A REVIEW](#)
FOR [SUMMIT](#) [VENTRIX](#) [HYBRID](#) [HOODIE](#)
[SEE PRODUCT DETAILS](#)

FLYING HELLGRY RED





Artist Statement:

Jack Ford

My love for exploration stems from the need I feel to tell a story through design. Being in the mountains and traversing new terrain are the primary drivers that have led me to become who I am. The design I produce for clients is meant to show the authenticity that lies within their brand and product lines. Using photography on expeditions has been the canvas for my marketing material for most brands in the outdoor market thus far. My work is meant to steer clear from posed marketing and supply consumers with an authentic experience for what a particular product is meant to be used for. I've found that consumers come back to companies they trust. My goal in design is to help bridge the gap between company trust and the consumer.

Title	Original Format
Figure 1: The North Face	Illustrator, 11 in x 17 in
Figure 2: Osprey Web design	Illustrator, 11 in x 17 in
Figure 3: Riley	Raw Image file
Figure 4: Burton	Raw Image file
Figure 5: Black Diamond Magazine	Photoshop 11 in x 17 in
Figure 6: Dragon Advertisement	Illustrator 11 in x 17 in
Figure 7: Black Diamond	Raw Image file
Figure 8: The Stash App	Adobe Xd/Illustrator file
Figure 9: Freedom of the Hills Book	Illustrator 11 in x 17 in
Figure 10: La Sportiva Ad	Illustrator 11 in x 17 in



Equipment Collections More

RECON BACKPACK
\$89.00
★★★★★ 216 REVIEWS WRITE A REVIEW
SEE PRODUCT DETAILS

ASPHALT GREY / FERRY RED

MEN'S SUMMIT L3 VENTRIX™ HYBRID HOODIE
\$250.00
★★★★★ 14 REVIEWS WRITE A REVIEW
PER: Standard Price Low Price High Price
SEE PRODUCT DETAILS

HERN HELLERY RED



Figure 1: The North Face

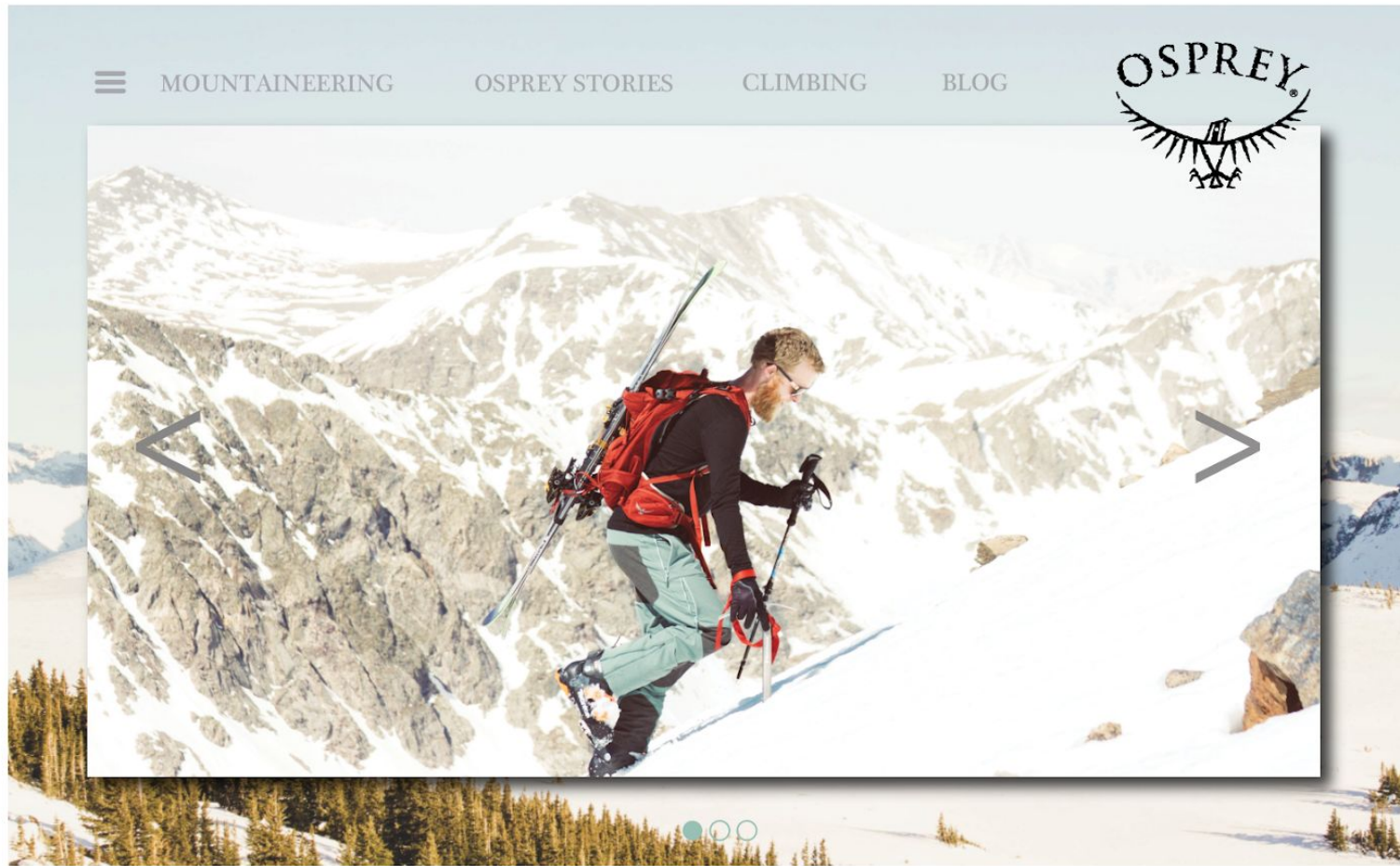


Figure 2: Osprey



Figure 3: Riley



Figure 4: Burton

Figure 5: Black Diamond



Figure 6: Dragon Advertisement



Figure 7: Black Diamond

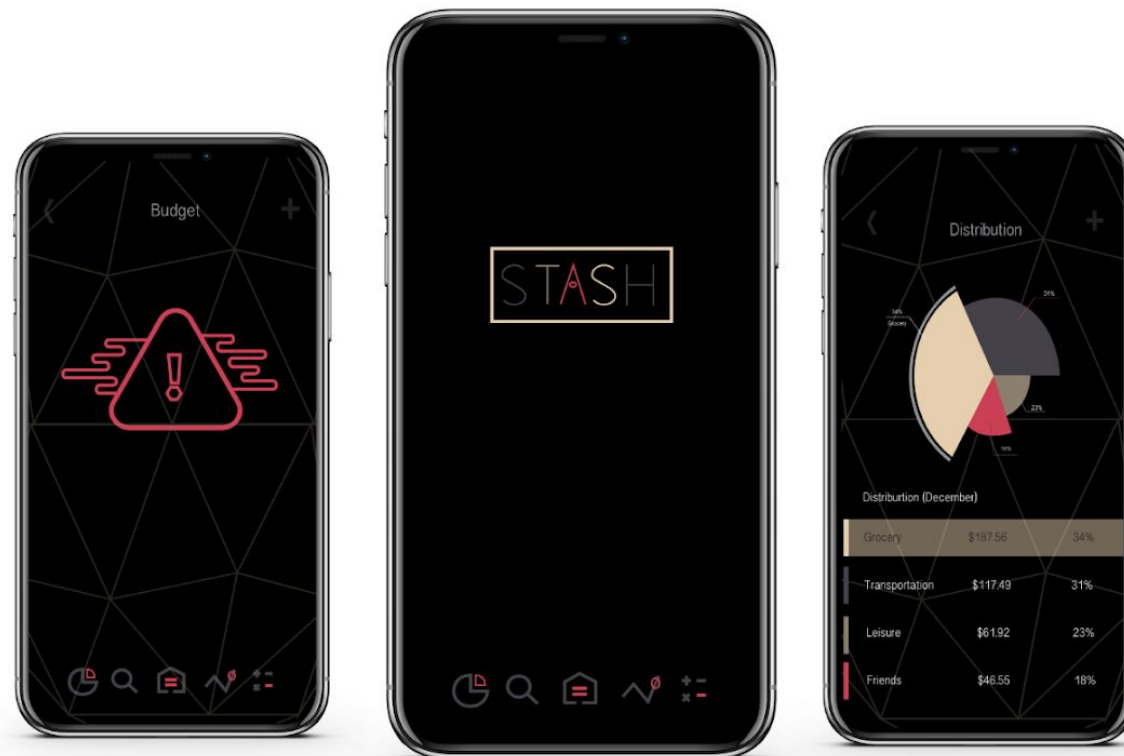


Figure 8: The Stash App



Figure 9: Freedom of the Hills Book



Figure 10: La Sportiva Ad