

*Southern Comfort*

01 *Häagen Dazs*

02 *Roche*

03

*Gilead*

04 *Komfort*

05 *National Geographic Channel*

06



# 01 Retouching:

## Southern Comfort

I was briefed to work on the shot on the left and make it look like it was lemonade with Southern Comfort at the bottom.





## 02 Retouching:

### Häagen Dazs

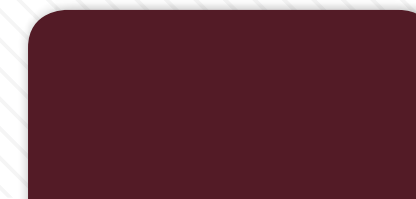
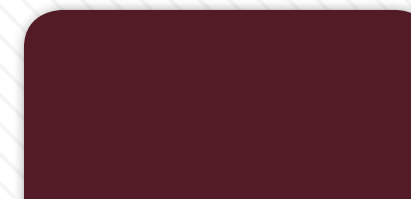
I was briefed to clean up this product. It was also shot on a different tile to the rest of the products in the range. So I had to make it consistent with the rest of the photography.

You can see the changes that were made to this original shot on the following page.

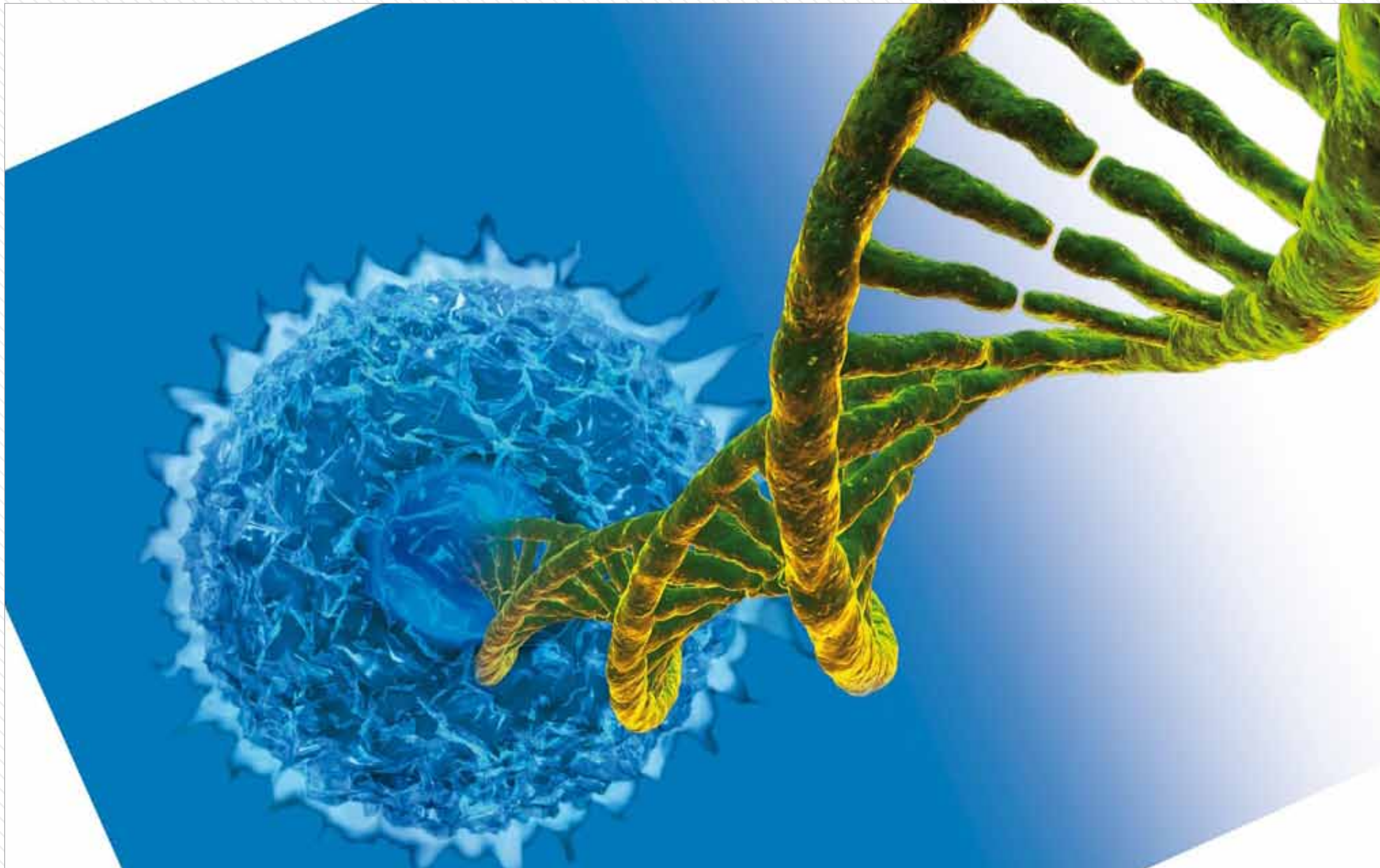


## 02 Retouching:

Häagen Dazs



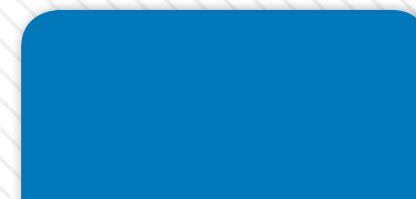




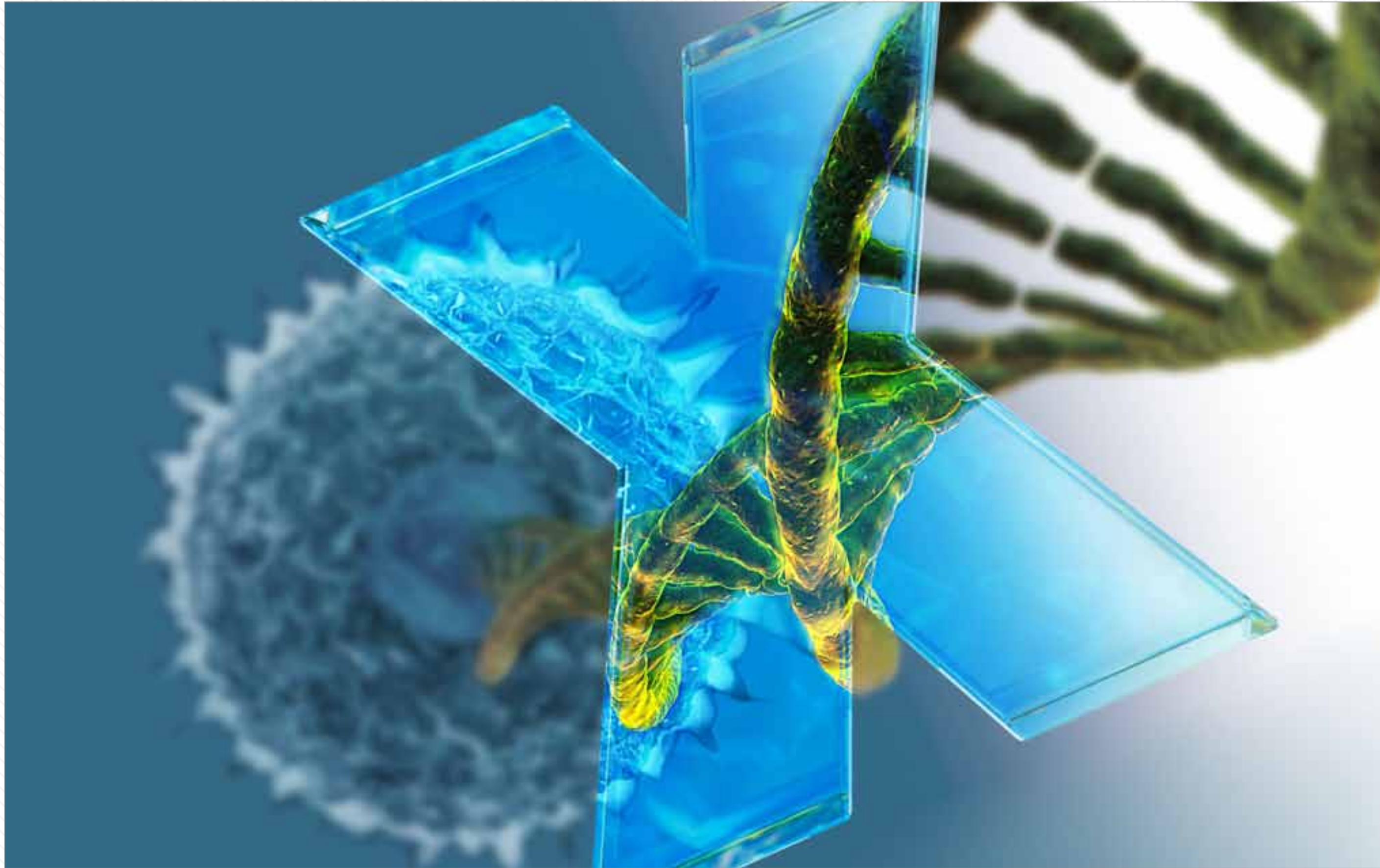
## 03 Retouching:

### Roche

This is an image of a gene chosen by Roche to use on a campaign. I had to extend the background and add a 3D glass X and mute the colour around the X. This was to show an improvement in a new product they were using in gene research.

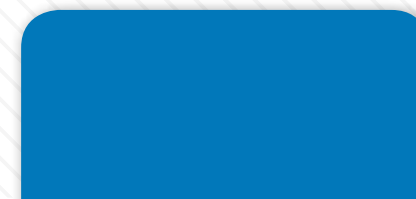
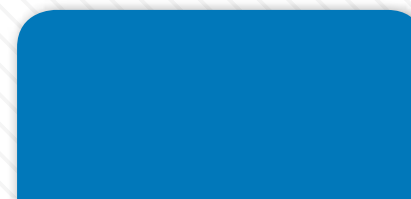


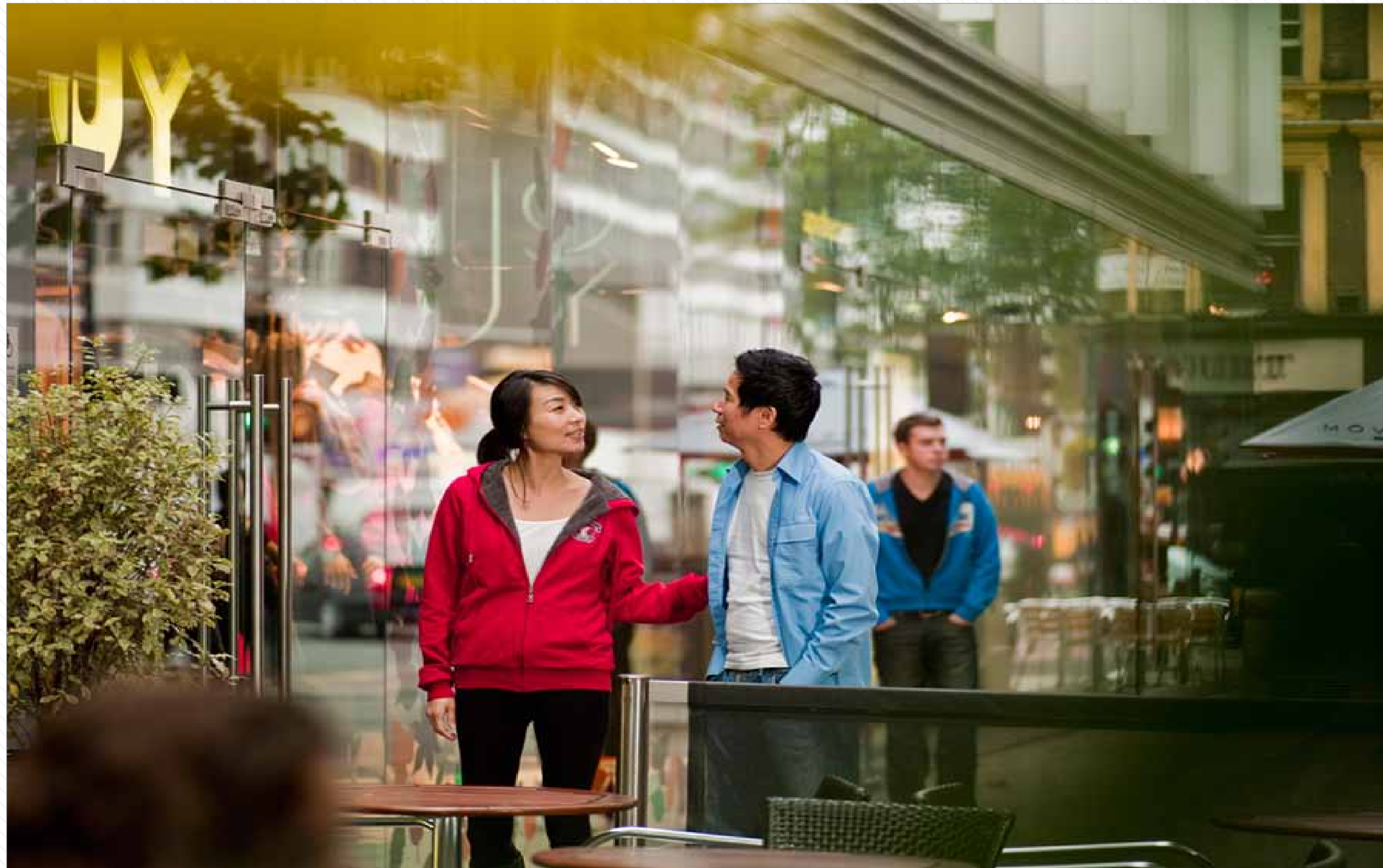




# 03 Retouching:

Roche





## 04 Retouching:

### Gilead

Here is an example of an image that I was briefed to retouch. On the following page you can see exactly what I had to remove or add.







# 04 Retouching:

Gilead





## 05 Retouching:

### Komfort: Brochure

This is an example of an image that I was briefed to retouch, from a shoot for a company that design and install office spaces.

The brief was pretty extensive and included changing the colour of the carpet, straightening out the ceiling and removing the reflections from the glass - as you can see on the following page.





# 05 Retouching:

Komfort





## 06 Retouching:

### National Geographic Channel

These are images that I had to combine and comp into an epic movie style poster for Nat Geo TV.

They had filmed a programme about Stonehenge and I was given shots from the filming plus CGI images. On the following page is an example of a comp that I came up with.





# THE LOST CITY OF **STONEHENGE**



New evidence revealed in a world exclusive  
**STONEHENGE DECODED. TONIGHT AT 8PM.**

Sky Digital 526 VirginTV 230 Tiscali 112



## 06 Retouching:

National Geographic Channel

Here you can see the final composite image artworked into it's final context.

*Strathmore Water*

*01 Strathmore Water*

*02 Southern Comfort*

*03*

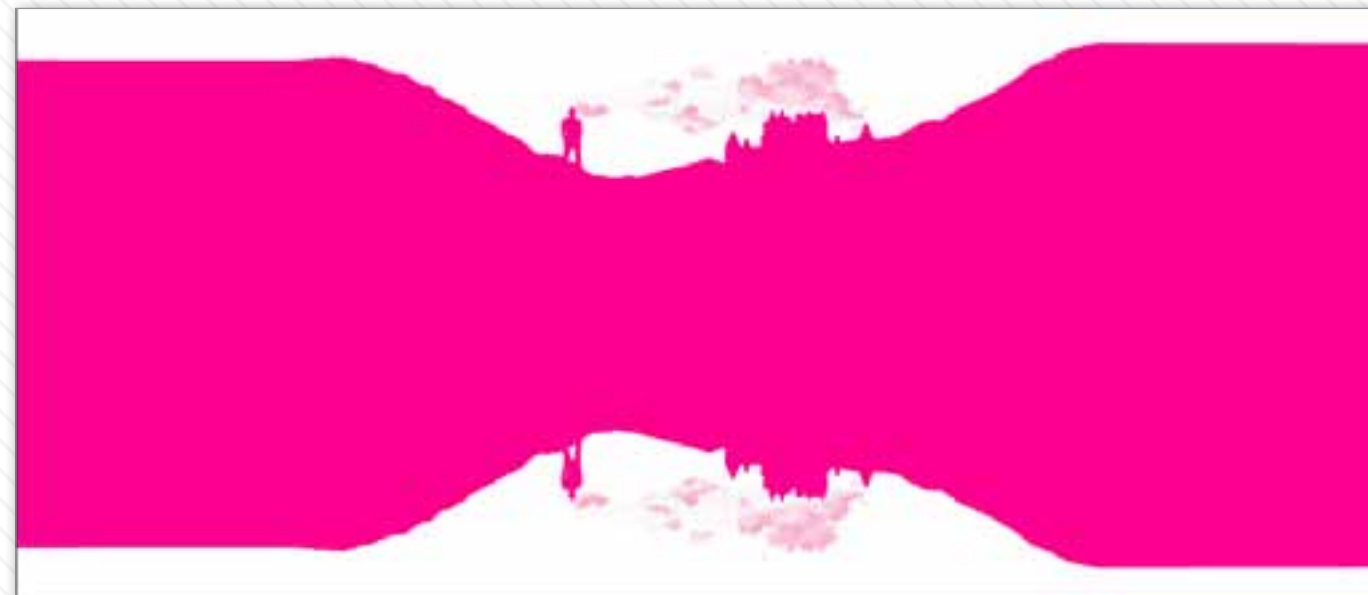
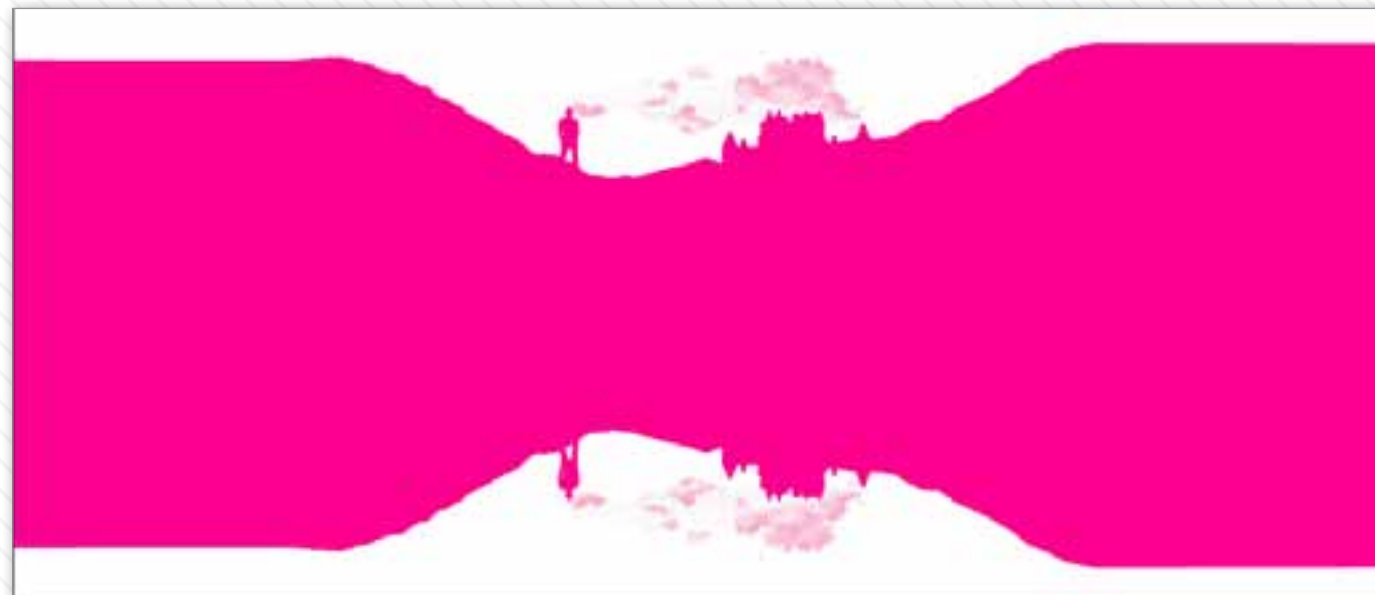
*Tesco*

*04 Zirh*

*05 Lorem Ipsum*

*06*





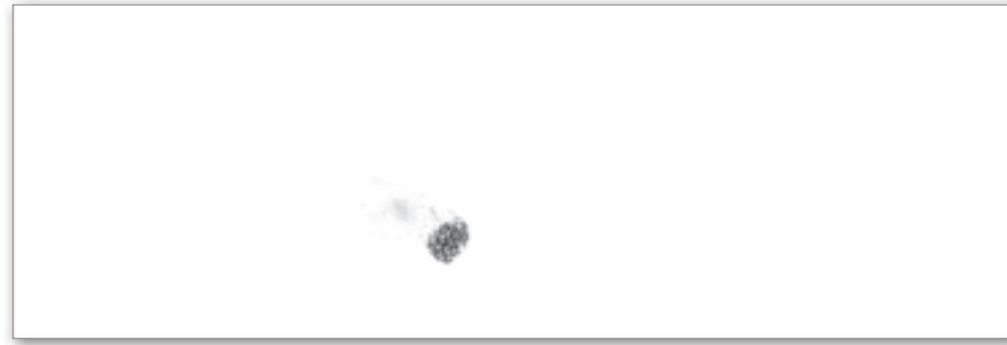
# 01 Packaging:

## Strathmore Water

Here are some examples of designs that were fairly complex to artwork. It needed a spot white base to print onto film that would wrap around each bottle in the range. As you can see on the spot white plate below I had to add bit-mapped areas of white so the clouds would print white and then knockout areas of the remaining colours that print afterwards to leave the relevant areas white.

This design printed spot white, cyan, and a green/blue Pantone spot ink.





## 02 Packaging:

### Strathmore Water

You can see here the complexity in printing this design. A total of 6 inks to produce the final artwork.



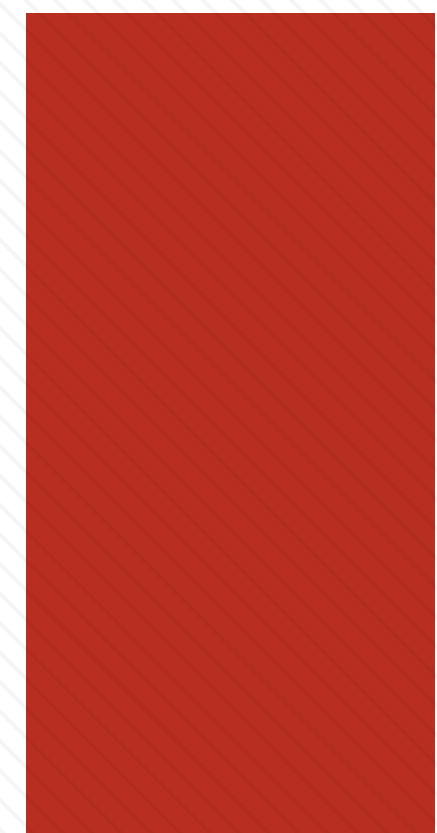
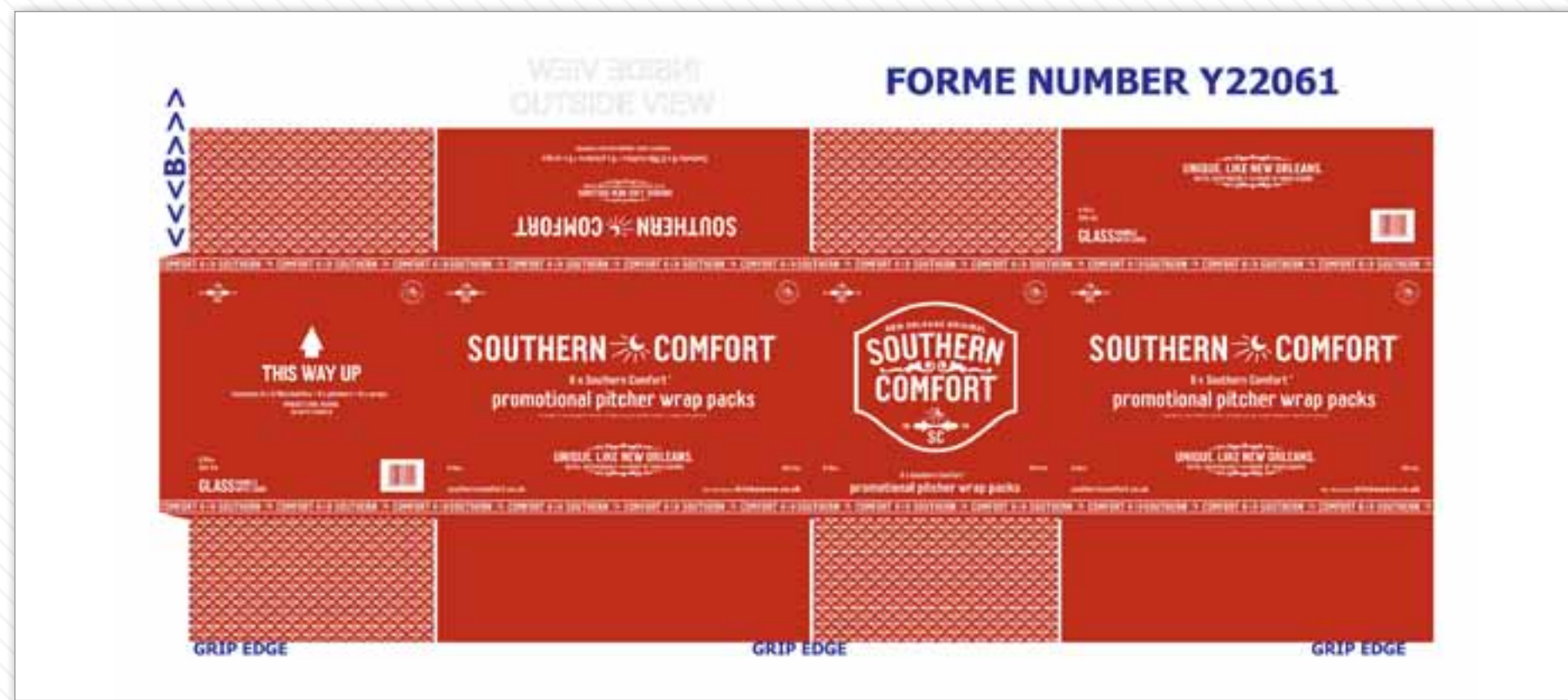
# 03 Packaging:

## Southern Comfort

Here are two examples of packaging for Southern Comfort that I set up.

The top one is five colour. Four colour process and a spot gold in the illustration detail and on the branded elements to give them lift from the design. I had to trap this design very carefully to avoid any mis-registration problems in print.

The second design is set up using one Pantone colour only and a spot white ink.











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## 06 Packaging:

### Client

Nonecus magnam simpere volor sequist  
volum id explatiis nost alibus que nobis  
ventemquibus iduntior aliquiat.

Andicti quibuscia des de mod eati odis  
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venducidest, quidita tendistio iusdaest  
alitam sequas ipiet alitatur atur? Cum fugit  
perum elenient mi, to eaque evendaestrum  
facepero voluptur, nimusapedis aut aritatur?



*Southern Comfort*

*01 Lego Technic*

*02 Lego Technic*

*03*

*Braun*

*04 Southern Comfort*

*05 Remington*

*06*



# 01 Point of Sale:

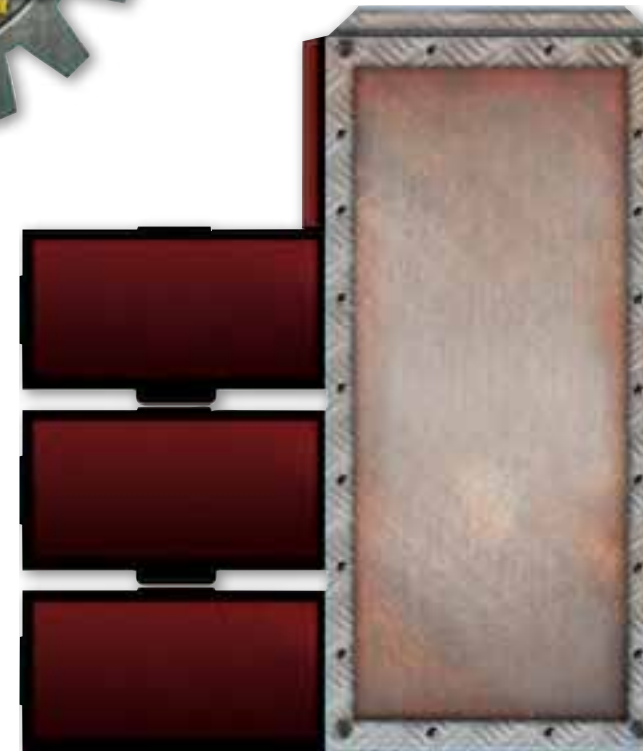
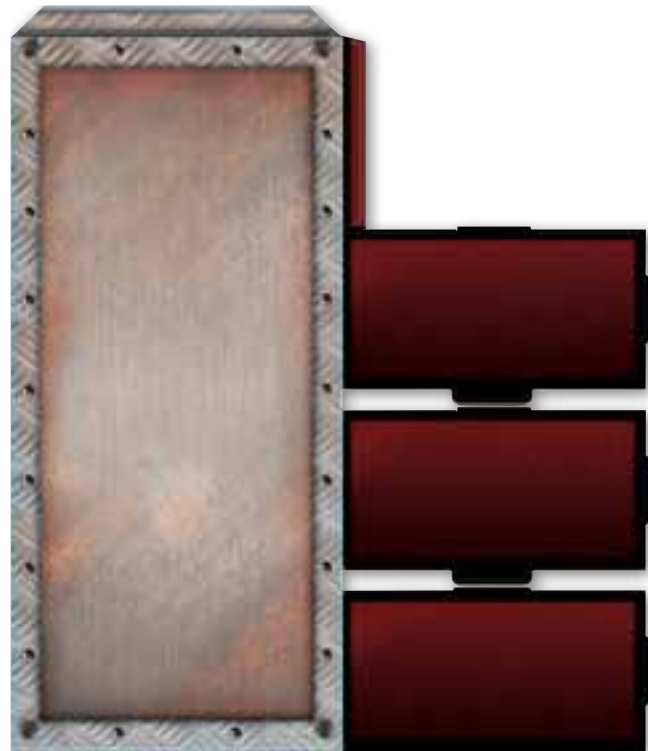
## Southern Comfort: Various

Here are some items created for Southern Comfort. The poster on the left is A1 and had a special set up using a UV ink that was overprinted onto the logo and type and glowed in the dark.

The rest of the items all have a spot metallic gold ink incorporated to bring attention to the branded elements.

The poster immediately to the left was created as part of a display stand. I created all the detail in Photoshop to build the Mardi-Gras style mask.





## 02 Point of Sale:

### Lego: FSDU

This is a free standing display unit that I created all the elements for. It's all done in Photoshop with textures that I created.

Every element here was created by myself from the nuts, bolts, textures, panels & cogs.

The only part I didn't create is obviously the toys themselves and the 'Take the Challenge' logo, which was supplied by Lego.



## 03 Point of Sale:

Lego: Leaflet & Wall Graphic

This is a huge wall graphic that I created and a double sided leaflet using the same elements. It's all done in Photoshop with textures that I created. Every element here was created by myself: nuts, bolts, textures, panels & cogs.

The only part I didn't create is obviously the toys themselves.





**BRAUN**

All of the styles,  
none of the damage  
Satin+Hair Boutique

with  
IONTEC

**BRAUN**  
Series 3

**Remove the weekend  
with 50% less redness.**

Braun Series 3 with Triple Action FreeFloat™ System

**BRAUN**  
Series 5

**Captures even stubborn  
hairs others leave flat-lying.**

Braun Series 5 with ActiveLift™

New

**BRAUN**  
Series 7

New

**A quantum leap in thoroughness.  
10,000 micro vibrations with  
every stroke.**

Braun Series 7 with Sonic Technology

# 04 Point of Sale:

## Braun: Posters

Artwork layouts for Braun.

Here the retouching of the blacks in the images is really important, so that they are seamless throughout the whole piece and the rest of the campaign.

I also created the swirl going around the hair products and artworked the layouts.



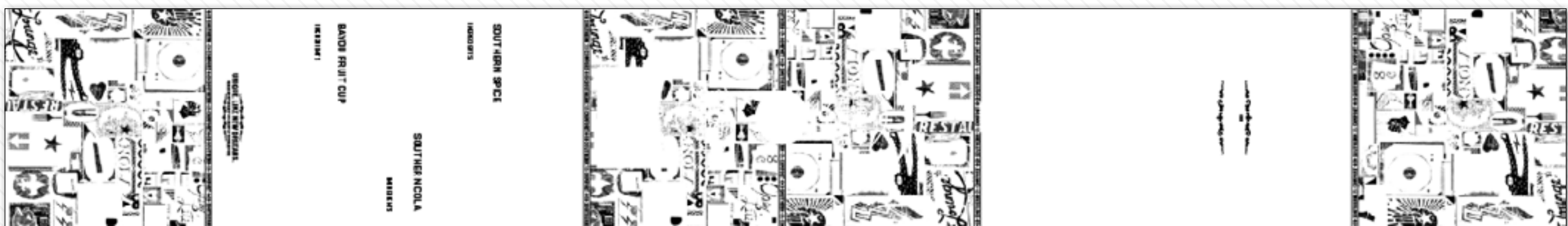
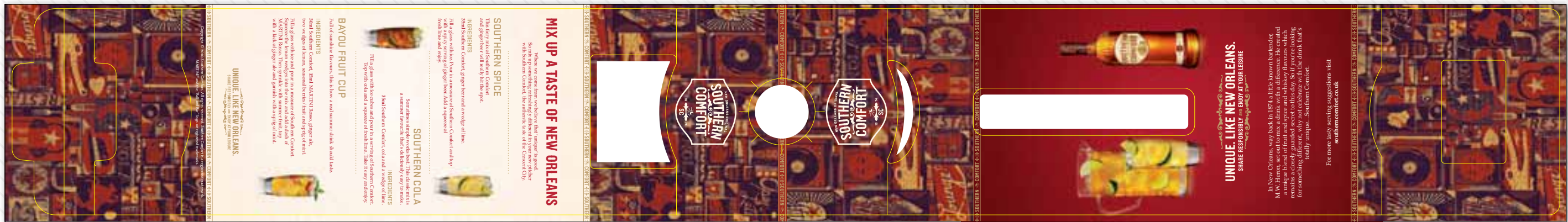
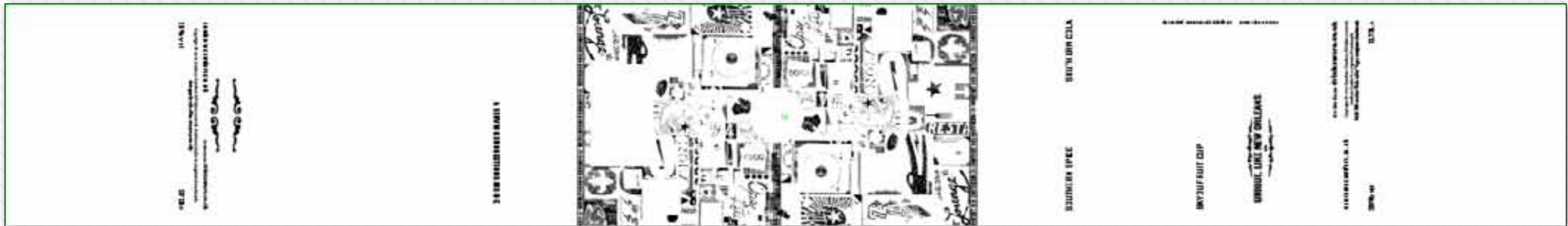
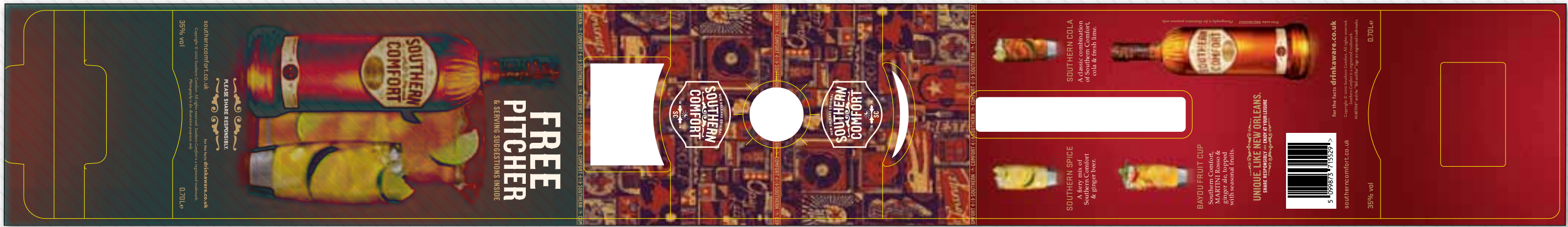
# 05 Point of Sale:

## Southern Comfort: Tent Card

This is a 'tent card' that is intended to stand on a table in a bar advertising drinks promotions.

It was relatively complex to set up. It has a spot white ink where the graphics knock out. It also has a spot gold ink used on text, graphics and the intricate area on the illustration. This had to be trapped to avoid registration problems by choking the gold with the process colours.

I also did the retouching on the glass to show through to the background pattern.







## 06 Point of Sale:

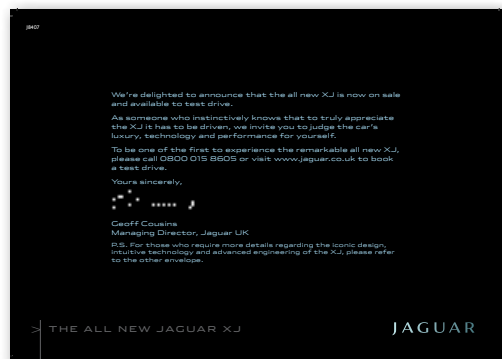
### Remington: Wall Graphic

This is a huge piece of artwork. It covered a whole wall. It's purpose was to look like an exhibition display.





DEAR (INSERT TITLE AND NAME),  
YOUR EXCLUSIVE INVITATION TO TEST DRIVE  
THE ALL NEW JAGUAR XJ.



We're delighted to announce that the all new XJ is now on sale and available to test drive.  
As someone who meticulously knows what to truly appreciate the XJ is here to be driven, we invite you to judge the car's luxury technology and performance for yourself.  
To be one of the first to experience the remarkable all new XJ, please call 0800 015 8605 or visit [www.jaguar.co.uk](http://www.jaguar.co.uk) to book a test drive.  
Yours sincerely,  
Geoff Couvins  
Managing Director, Jaguar UK  
P.S. For those who require more details regarding the car's design, luxury technology and advanced engineering of the XJ, please refer to the other invitation.

THE ALL NEW JAGUAR XJ

JAGUAR



**// The new XJ is a paradigm shifter...its ability to be plush and soothing one moment, and composed, precise and entertaining the next. //**

Matt Saunders,  
Autocar

By joining a new generation of ultra-efficient, high performance powertrains with the latest Diesel technologies, the XJ dramatically delivers an exhilarating driving experience, as well as improved economy. The unsurpassing engineering uses aerospace-inspired construction techniques, which makes the XJ the most technically advanced Jaguar ever created.

THE ALL NEW JAGUAR XJ

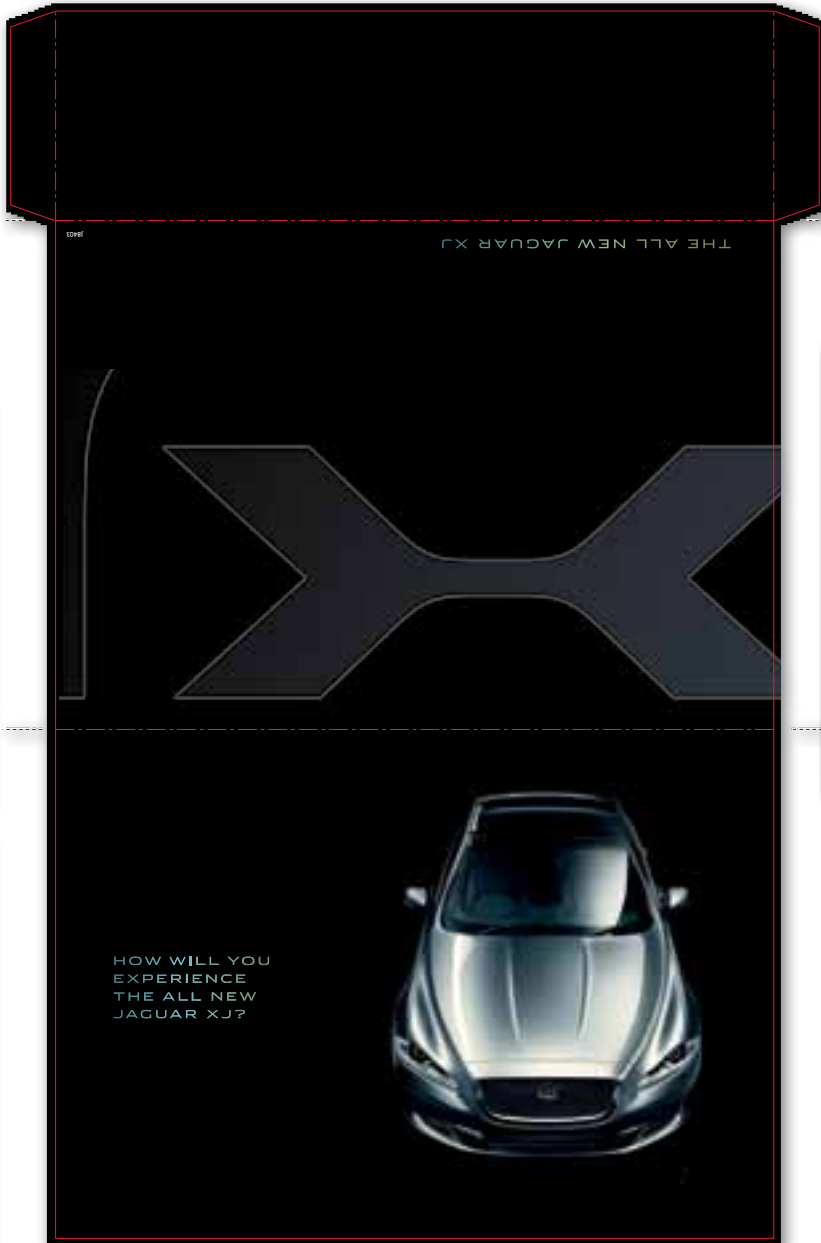


**// You'll walk into the showroom, take one look at the car and fall in love. //**

Jim Leno,  
[www.autocar.co.uk](http://www.autocar.co.uk)

The all new XJ exemplifies our belief in creating beautiful, fast cars. With its powerful stance and commanding pose, the car is the summation of some very different thinking. Its dramatic and contemporary style makes the XJ the latest interpretation yet of Design Director Ian Callum's vision for Jaguar. Quite simply, the XJ challenges the notion that luxury saloons should unquestionably be conservative in design.

THE ALL NEW JAGUAR XJ



THE ALL NEW JAGUAR XJ

HOW WILL YOU  
EXPERIENCE  
THE ALL NEW  
JAGUAR XJ?



JAGUAR

TRUST THE JUDGEMENT OF OTHERS

THE ALL NEW JAGUAR XJ



**// You'll respect the others but you'll love the XJ. //**

We're delighted to announce that the all new XJ is now on sale and available to test drive.

As you can see, the XJ is truly a car that sets the standard for those who've driven it. The XJ's performance and handling are the result of a design for those who've yet to respect its luxury style and performance, we invite you to judge the car for yourself.

To arrange a test drive or be one of the very first to experience the remarkable all new XJ, please call 0800 015 8605 or visit [www.jaguar.co.uk](http://www.jaguar.co.uk).

Yours sincerely,  
Geoff Couvins  
Managing Director, Jaguar UK

THE ALL NEW JAGUAR XJ



**// The XJ's technology is there to serve you, not replace you. Good grief it serves you well. //**

Royal Holloway, 'Top Gear'

Step inside the luxuriously crafted cabin and you're greeted by a world of sophisticated luxury. A host of intuitive and groundbreaking technologies to enhance your comfort, including an innovative BT Dual View Touch Screen Virtual Instruments, and a fully available with a remarkable 1000 watt Bluetooth sound from the award-winning Bose® 6-voice audio system.

**// The new XJ is simply the world's best driving and most engaging luxury car. //**

Quinton Wilson, 'The Sunday Mirror'

JAGUAR  
XJ



# 01 Direct Mail:

## Jaguar: Direct Mail Campaign

In setting up this campaign it was important that retouching of the blacks on the images was consistent. So that they would flood across each item and match all the others.

I also set up all the artwork elements.