

A DYNAMIC CREATIVE TOUCH CAN MAKE THE DIFFERENCE IN A TROUBLED MARKET PLACE.

"A strong graphic image is more essential in today's demanding business environment than ever before. When clients look at your company's printed materials, they must see your commitment to quality reflected there."



Schlein Vineyard

Project: To design a timeless yet upscale logo, packaging and business cards for this high-end family owned estate vineyard in Napa Valley, CA.

Solution: A half dozen rough designs were submitted for consideration with several incorporating images including grapes and vines. The curves of the lettering in the final logo subtly suggest the rolling hills of the vineyard.

Continuity was provided as the design element was also employed for the labels on the bottles as well as other packaging.



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projectiondesign

Project: Create an eye catching and engaging ad for a ground breaking active 3D projector, the first to be produced in a compact size.

Solution: The client supplied the headline "the 3D invasion is here." From this starting point, we determined that the best way to portray the 3-dimensional aspect and tie it into the campaign slogan was to use "alien space craft" coming out of the projector's lens. This concept suggested the many 3D films that feature science fiction, animation, and horror. The alien images were produced from stock footage allowing the project production costs to be well within budget.

ADVERTISING

BROCHURES & CATALOGS

LOGOS & CORPORATE ID

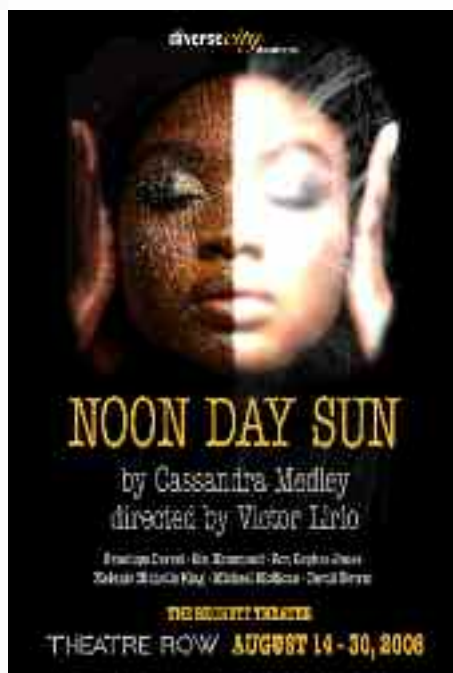
TRADE SHOWS & EVENTS

PRESENTATIONS

BOOK, DVD & CD COVERS

ANNUAL REPORTS

PACKAGING



Diverse City Theater

Project: "Noon Day Sun" is an award winning play that chronicles the journey north of an African-American woman in the 1950's, her challenges for a better life and attempt to "pass" for white. The goal was to design promotional materials that would reflect both aspects of the lead character's existence.

Solution: After an in-depth conversation with the company's artistic director and much consideration of the underlying story line, we arrived at the idea of the split woman. The original image was solely that of a black woman. By adding tribal scarification features to the right side of her face, she became more symbolic of Africa.

Photoshop technology was used to make half of her face seem white. It also added clouds of swirling light to reflect the fact that this part of her life was somewhat of a dream. The show opened to critical acclaim by the NYC theater community and was nominated for multiple awards.