



graphic design+
advertising+ print+
brand identity+ web
design/development+
various and sundry things



TRITON ELICS :: logo design | working papers

Triton Imaging, Inc. is an international leader of acoustic underwater imaging. They integrate multi-sensor marine data acquisition and processing software for various types of offshore survey, harbor security, mapping, etc. Branding for this high-tech company needed to be clean and bold. The subtle blue gradient gives the hint of water or horizon while other graphical elements depict sonar stream. Curved side flap of envelope with mark gives it a modern touch.



WEAR2BUY :: logo design | working papers | cd packaging

Wear2Buy.com provides retailer information for all products shown in select clothing magazines. The number two in the companies name is drawn as a stylized hanger in rich, metallic gold with black type. The working papers feature a screened design on the back with a box for the addresses to be printed. When placed inside the transparent velum envelope the addresses will be visible eliminating the need to print or apply labels.



RAZI WINERY ::: logo | wine label | website - raziwinery.com

Razi winery's owner Fred Razi desired an identity that was clean, graphic and simple. From the logo, to the label, to the website, careful and precise design elements was used to create balance and precision. A lot of time and attention to detail is spent in the vineyard; several passes are made to ensure the growing conditions are perfect for the grapes. The pristine label complements the Napa Valley's Vineyard distinct classic style present throughout the winery and tasting room.



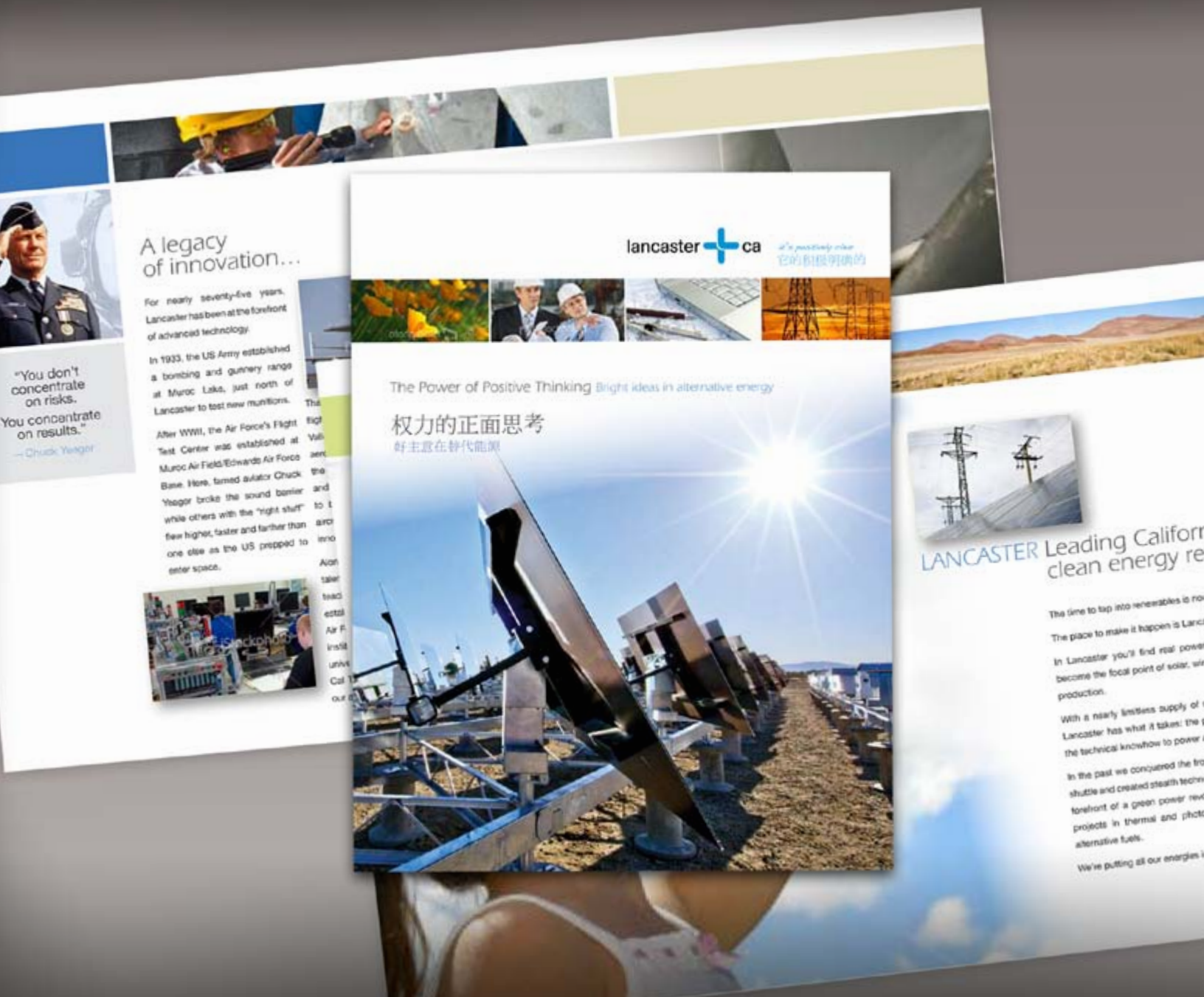
LPAC ::: performing arts center brochure

Yearly brochure for Lancaster Performing Art Center outlining the seasons upcoming show schedule. The design direction with light wood textures, brush metal backgrounds and swirling graphics brought a touch of elegance, energy, and excitement to the theaters image. Simple, clean cover with cropped guitar draws the eye into the brochure with a modern flair.



NIGHT LIFE JUNKY :::: Nissan Sentra alternative collateral proposal

The piece serves as a guide to night life in select feeder cities across the US. The target group includes young, independent, forward-thinking individuals that are that are not impressed with the humdrum of mass advertising and pop culture. The piece reaches consumers in a noninvasive manor. The campaign's online resource hub pushes the consumer further into the purchase funnel by providing more urban adventure information as well as Sentra's unique selling points. The campaign transforms this plain vanilla vehicle into an urban chariot.



ESOLAR ::: brochure design

Cover and page layout design for Lancaster Esolar brochure to show the benefits of their partnerships with leading energy companies around the world in power plant construction and operation. Panorama of blue skies, wide open spaces and sunshine along with local imagery of aerospace workers and planes in a clean, technical layout to complement the brands message.



FALL HOME Content

- 4 First Impressions
- 6 Bright Ideas
- 8 Q&A: Skylights
- 12 Q&A: Energy Smarts
- 14 Tile Crazy
- 16 Sublime Design
- 18 Meet the Designer: Jessica McClintock
- 22 Romancing the House
- 23 Dash for Albert Rugg
- 24 Elements of Style
- 32 One Small Eco-Step
- 34 Where the Boys Are
- 36 Your Garden, Your Way

FALL HOME ::: av press special editorial section

Home decor and improvement special section filled with informative articles and beautiful photographs to provide an array of decorating ideas for just about every room in the home. Soft color palate and typography with open leading for plenty of breathing room - makes for a clean, fresh reading experience.



CA POPPY FESTIVAL ::: seed packet promo design

The annual California Polly Festival plays host to the colorful poppies -the valley's springtime attraction. The poppy seed packs are distributed to vendors and local residents to promote the upcoming event. Rather than show the ubiquitous poppy field or close up flower, the graphic ring of poppies forms an iconic logo seal. The style evokes hints of vintage California surf art.



REDBRICK PIZZA ::: window clings | posters | FSI | mailers

Seasonal campaign special featuring the Italian sausage and mushrooms white garlic sauce Pizza Bianco and white chocolate peppermint gelato. Complete campaign included: exterior window clings, station posters, pop cards, table toppers, FSI, B2B mailer, postcard mailer, bounce back box toppers, eblast, and home page web banner



MINI ::: comp campaign “Redefining Space” | design & copy writing

The MINI stands out from the humdrum standard vehicle with it’s little body and BIG, distinctive personality. The quirky headlines hit on the MINI’s petit physique in the same way one might describe a persons stature. What more can you say? It’s small and it’s spunky. Body copy on the facing page details unique selling points specific to each headline.

“No Junk in the Trunk.”

“Short and Sweet”

“Practically Anorexic”



O - CIRQUE DE SOLEIL ::: billboard series comps

Cirque de Soleil's production is the phonetic representation of the French word for water, which is simply "O." The campaign was inspired by the concept of infinity and the embodiment of a visual equivalent to their unique acrobatic contortions. There are few words that can truly describe the awesome feats and sheer beauty of their performances. The unity of the performer's body and expressive words on the deep blue water backdrop reflects a world the show brings to life on, and above water. Figures could be 3-D in front of background.



OFF BUG SPRAY ::: comp campaign | copywriter:Graham Macann

Bugs bite, so keep them Off! The campaign depicts environments where bugs, mainly mosquitoes await. The threat is spelled out on the models unprotected body, places vulnerable to attack.

“3000 species of mosquitoes, one favorite food.”

“Overgrown trails, underfed mosquitoes.”

“When you enter the forest, you enter the food chain.”

ALIANTE™
a masterfully planned community

RECREATION EVENTS COMMUNITY GOLF

What's happening now

Saturday, June 14th
Summer Country kick-off Concert-

Friday, June 17th
Movie Matinee Series-Daddy Day Care-

FALL

ALIANTE™ 2 YEAR anniversary

GOLF

Saturday may 21st

Join us in celebrating the first anniversary of the masterfully planned community of Aliante! The spirit and excitement that make this such an inviting place to call home will be yours to experience on Saturday, May 21st, at our Swingin' Block Party. Bring the entire family for a day of FREE fun, the party's on us! While you're here, visit the first ten welcoming neighborhoods and tour 35 beautiful model homes. Visit the information Gallery regarding our new neighborhoods opening for pre-sales! Discover Aliante today!

Aliante Information Gallery Open Daily 10am - 6pm

ALIANTEHOMES.COM

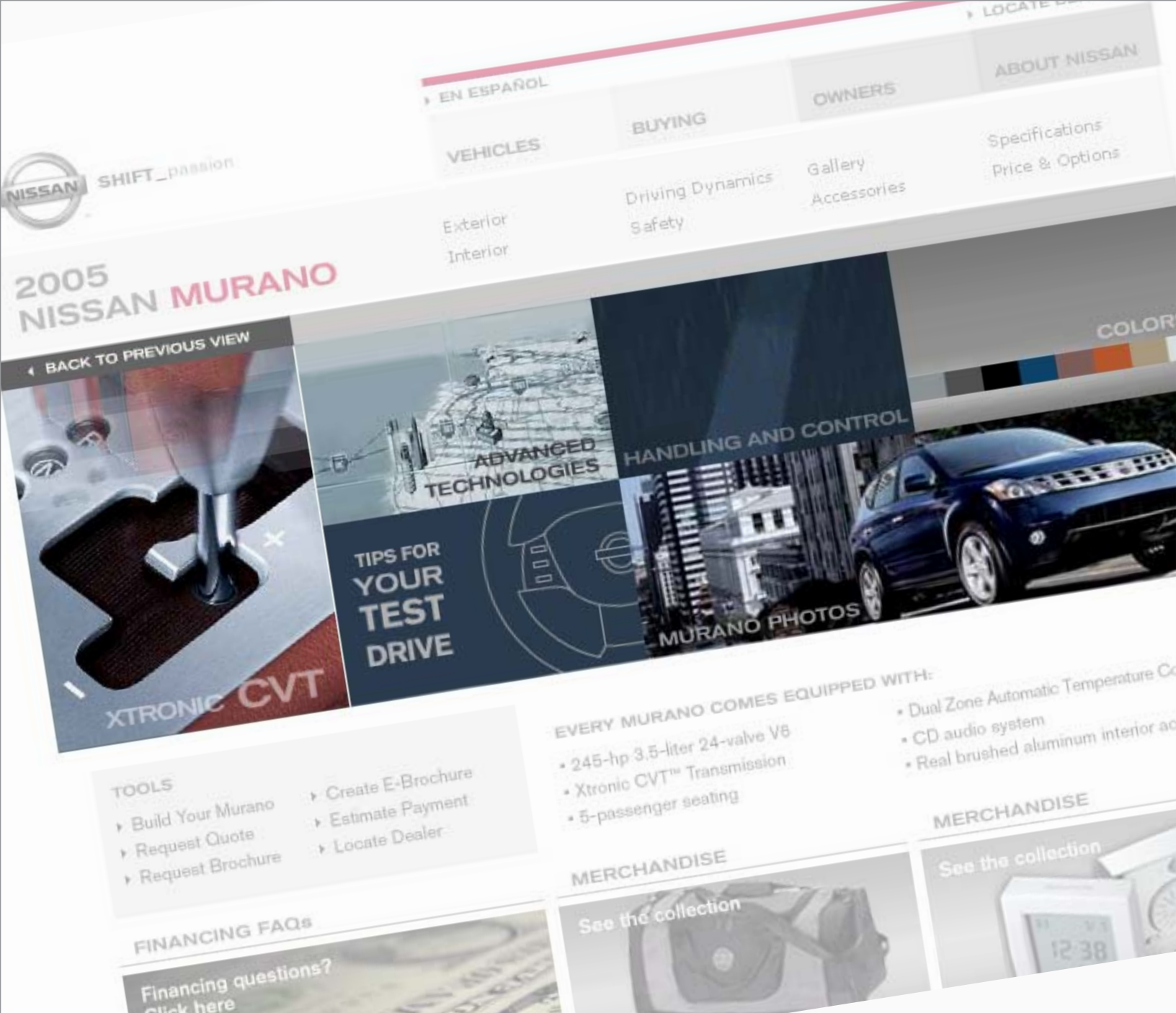
A FRESH START IN A NEW SCHOOL

ALIANTE™

ALIANTEHOMES.COM 1-866-874-6392

ALIANTE ::: ad design | banners | eblast template

Aliante is a master planned community in North Las Vegas, Nevada. A great deal of the community is dedicated to recreational and public use including: a golf club, parks, a Nature Discovery Park with scenic lake, natural arroyo, and a 24-mile interconnecting trail system. Targeted ads were designed with each demographic in mind. Designs needed to be vibrant, upscale, and fun.



NISSAN USA MURANO :: web flash design - consultant

Nissan kicked-off 2005 with a new feature on each vehicle landing page called the ShiftTool. Nissan coined the term "Shift" to be an invitation and a challenge to open the mind to the unfamiliar; it truly embodies the company's core-beliefs. It is applied here to a tool that allows one to explore and learn about the vehicle and it's distinct personality. The purpose was to provide product photos, colors and unique selling points in a dynamic medium that was more interactive than the basic html based site.

XTRONIC CVT. CONTINUOUSLY VARIABLE.



← BACK TO PREVIOUS VIEW

ADVANCED TECHNOLOGIES

- ▶ INTELLIGENT KEY
- ▶ INFORMATION CENTER
- ▶ NISSAN NAVIGATION SYSTEM*
- ▶ REARVIEW MONITOR*

*Available factory-installed option.



← BACK TO PREVIOUS VIEW

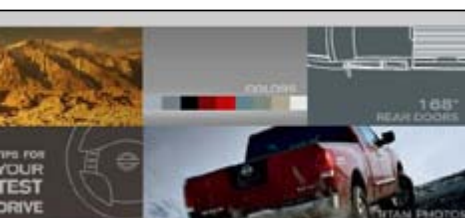
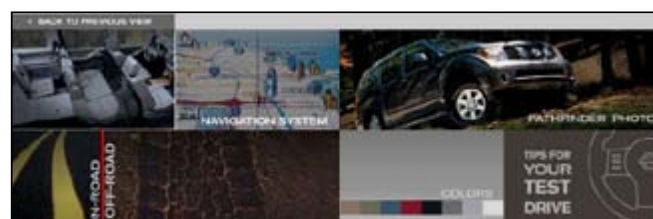
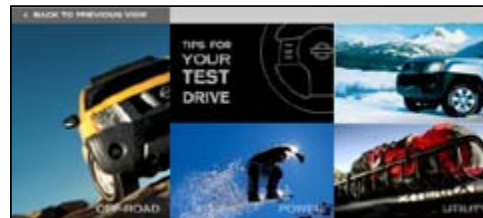
TRACTION

BRAKING



NISSAN USA MURANO ::: web flash design - consultant

The Xtronic CVT™ Transmission story focuses on the smooth ride and constant linear acceleration. Includes an animation of vehicles with and without the CVT™. The Advanced technologies section is a click-through featuring four play-through sections: Intelligent Key, Information Center, Navigation, and the Rearview Monitor. Handling and Control, has two sections that include play-through text animations for wet conditions - traction and breaking.



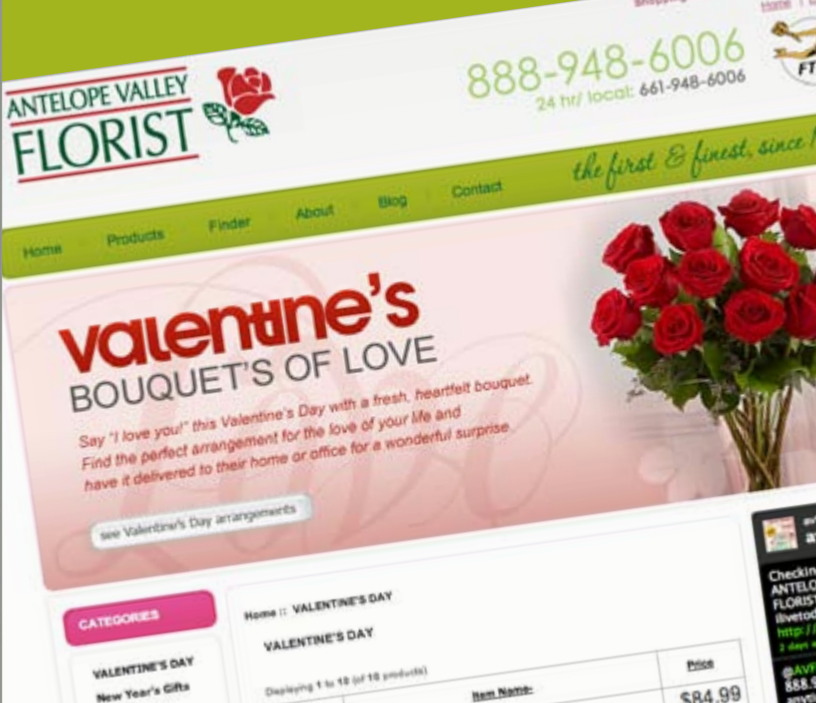
NISSAN USA ::: web flash design - consultant

Other sections include: Frontier 4x4 Technology and Cargo Versatility Stories, Titan ShiftTool and 168° Doors Story, Pathfinder ShiftTool and On-Road/Off-Road Story, Z® ShiftTool and 35th Anniversary Edition Story, and Xterra ShiftTool. Most stories are click-through structures that have multiple play-through subsections to best illustrate each products unique selling points. Pathfinder and Frontier incorporate pop-up windows within the flash animation.



WWW: :: raziwinery.com | lapdfsg.com | remaxallpro.com | rbpcafe.com

Structure and usability are the foundation of each website project. Ease of use and communication of information are key along with a nice design to draw visitors in. Wordpress based sites are a great option for users that want the benefits of a blog for SEO plus the power of a CMS they can easily use internally. Mobile formatted pages are also a great way to simplify site content and provide smart phone users a convenient way to browse site content.



WWW::: cyboe.com | avflorist.com | allproagents.com | avpress.com/avlifestyle

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ARABIAN MOCHA JAVA :: coffee package

This timeless classic is rich, full bodied, and complex. It needed an enticing label to convey the blend of bold flavors. The color palate, design elements, and the foundation of the background came from a piece of Persian architecture. The type treatment has a subtle glow to add warmth to the label. The border treatments emulate classic mosaic tiling which adds a sense of heritage to the overall package.



LOGO DESIGN :::

An effective logotype or mark can spark recognition in the minds of consumers instantly. It's the core of corporate identity, defining and symbolizing the character of a corporation. Brand concepts evolve into final designs that are simple, powerful, esthetically pleasing, professional, and unique - a challenging but rewarding process from start to finish..



thank you for
reviewing my work
please contact me if
I may be of service on
your next design project