



PORTFOLIO

design
gregg
CARSON
Gregg CARSON design

March 2014



PORTFOLIO HIGH END PRINTING



The Wow Manifesto

220 Page A3 Bound Book

Padded Faux Leather Bound with Spot Textured Celloglaze, Blind and Foil Embossing and Brass Corners.

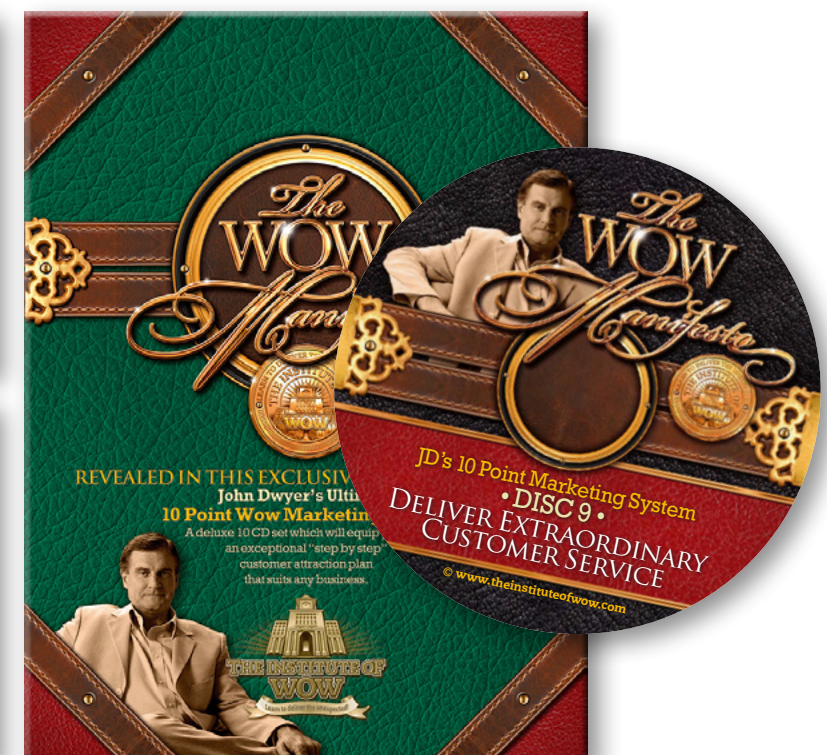
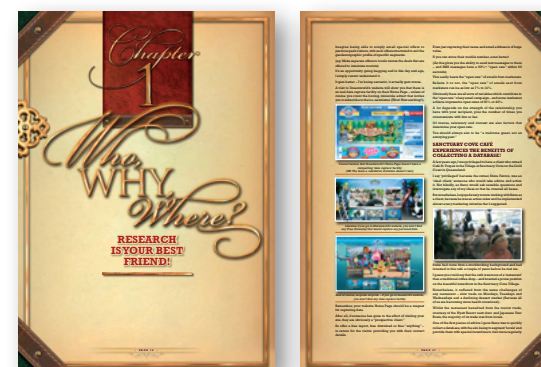
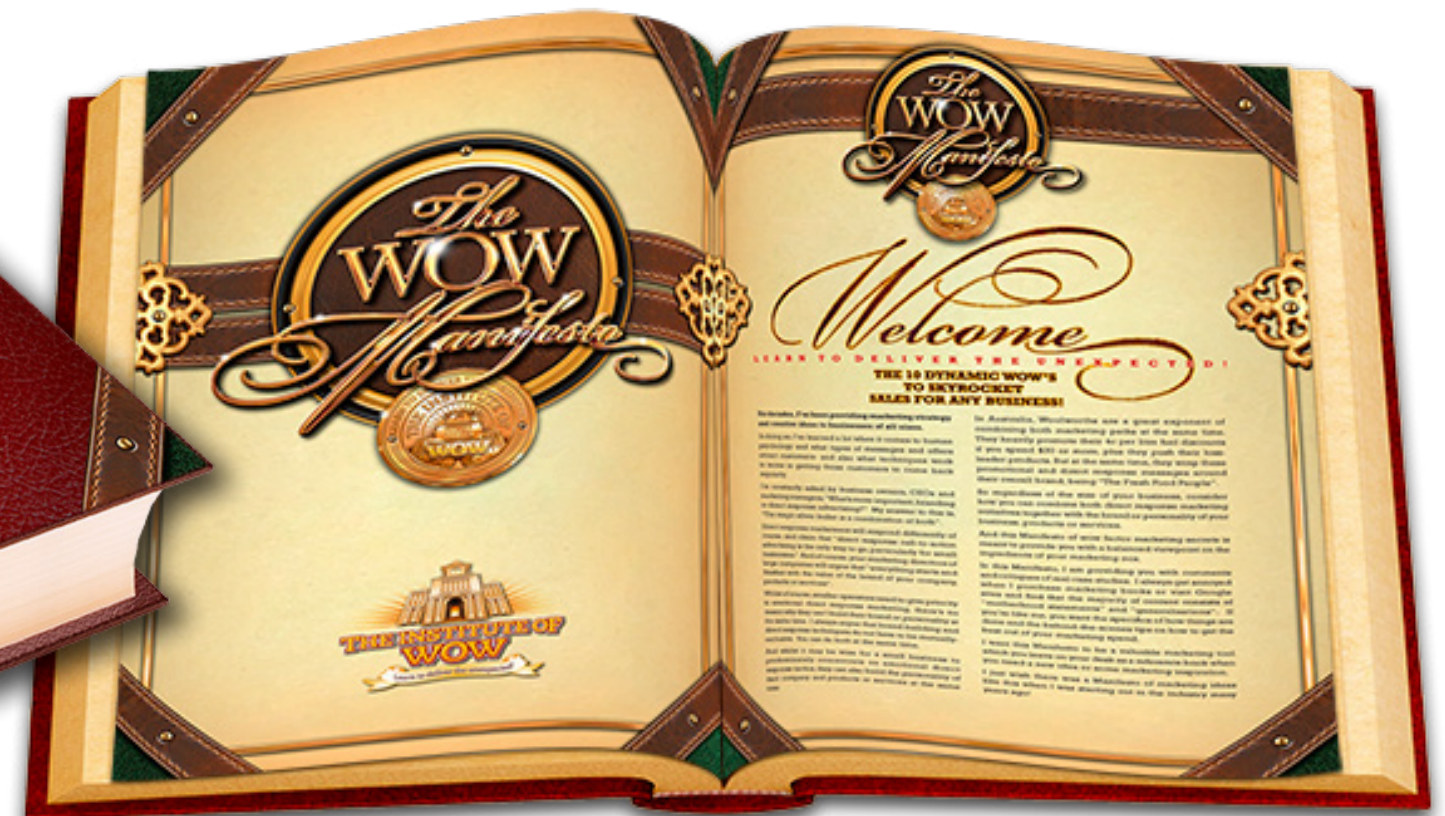
A small run of 350 allowed for digital printing and hand binding.

The design project also included an A4 DVD Cover with 10 DVD Lables.

Winner Gold Medal

National Print Awards 2013

Small Business Awards, less than 15 staff.





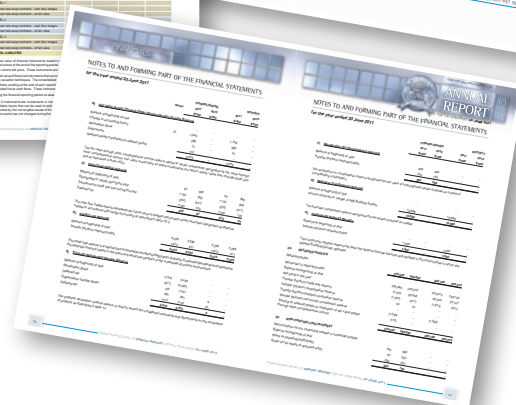
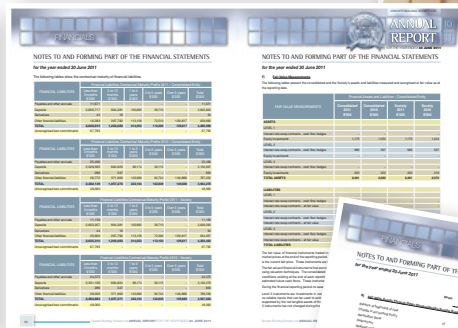
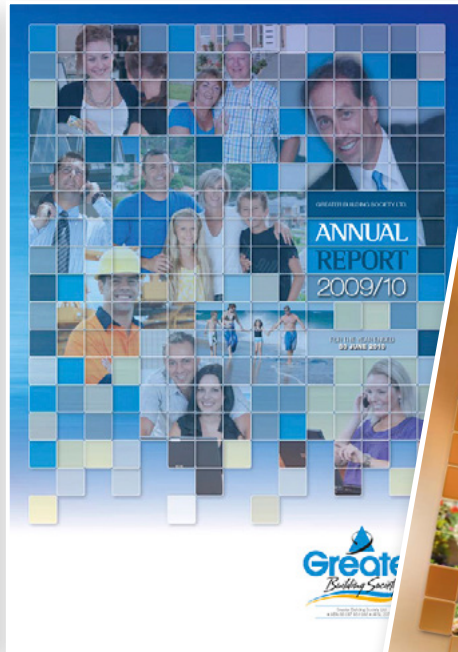
PORTFOLIO MULTI-PAGE BROCHURES

Greater Building Society Annual Reports

60 - 68 Page A4 Full Gloss Perfect Bound

Typical high end Annual Reports showing theme progression across consecutive years. Full creative design applies to editorial pages including montages and deep etches.

Financial section showing Table and Tab design.



Tribal Essence Direct Mail

8 Page A5 Landscape Full Gloss Light Stock

Direct response mail campaign with product and price set to a "number and key" system.

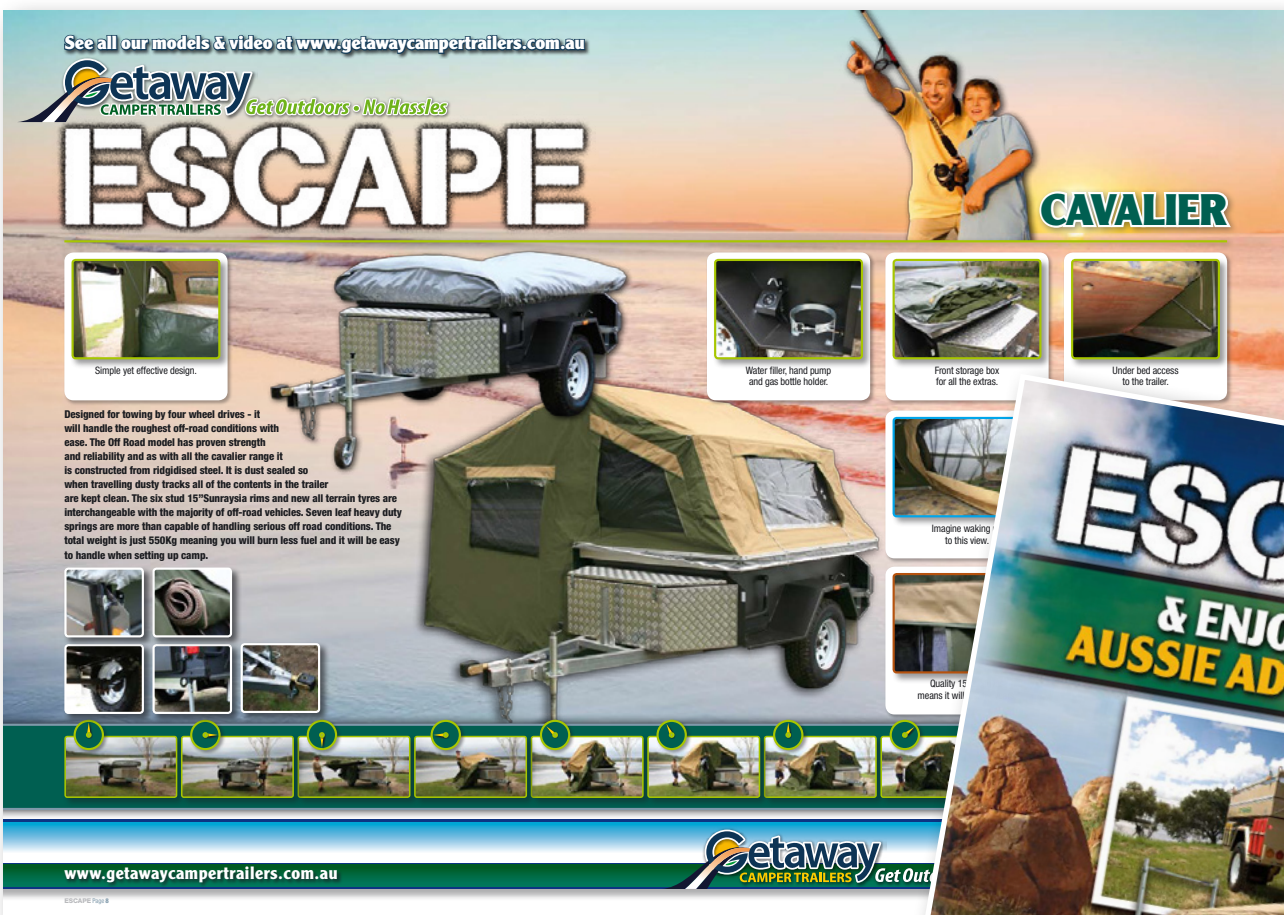


PORTFOLIO
MULTI-PAGE
BROCHURES

Getaways Camper Trailers

12 Page A4 Full Gloss Brochure

Direct response brochure featuring many design techniques including page theme consistency, full photo backgrounds and product deep etch and highlight.





PORTFOLIO FLYERS LEAFLETS

Direct Mail, Direct
Response Flyers and
Leaflets

A4, DL & Postcard

From high impact direct
mail to informative
campaign base
collateral.

Diverse and varied
techniques in visual
imagery and
typography.

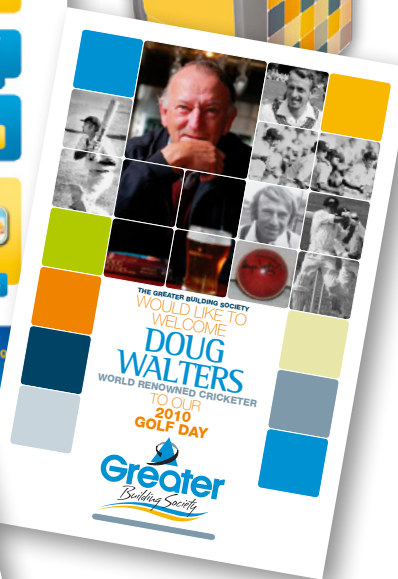


PORTFOLIO CORPORATE IDENTITY

Continuity Control

The constant control over all aspects of graphic design and advertising across the many visual needs of a client.

From the simplest press ad to eye catching signage. From low budget small business to multi-nationals spending millions, the basics are the same.





PORTFOLIO PHOTO ILLUSTRATION

Photoshop Illustration

The initial designs and illustrations are created in Illustrator and imported into Photoshop for rendering and embellishment. All 3D effects are created using filters and paintwork. High impact visuals with wow factor.



BE
Outrageously
DIFFERENT
Online!





PORTFOLIO PHOTO MONTAGE



Photographic Montage

The ability to take a number of different photographs or photographic images and typography and blend them into a well balanced illustration. An example of Photoshop Layer control and management.

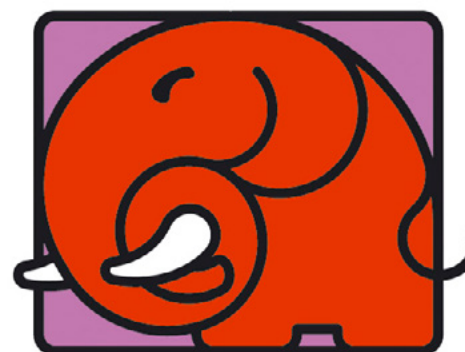




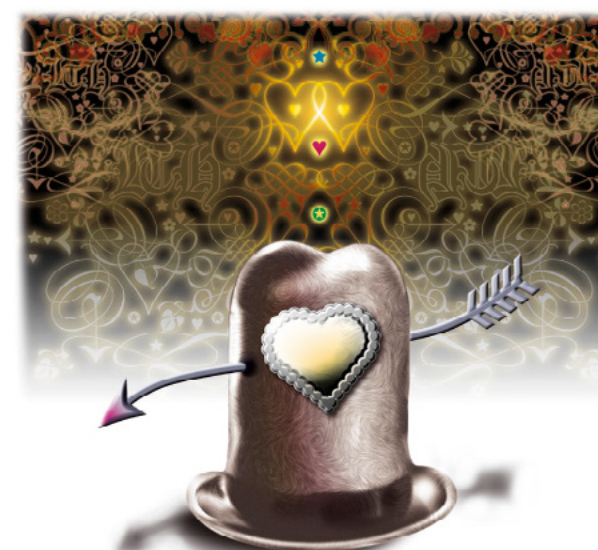
PORTFOLIO LOGOS

Logo Diversity

The ability to take a brief from a client and adapt it to a logo that suits the business and creates an emotional response.



TUSK
PRODUCTIONS



LOVE THAT HAT





PORTFOLIO SIGNAGE

Signage & Large Format Printing

Proficient in all forms of modern sign making including large format printing, billboards and vehicle wraps.





PORTFOLIO WEBSITE

Website Design

Proficient in pre code website design. Full understanding of website design restrictions and technical requirements.

Ability to build working websites using Realmac Rapidweaver. A Mac based platform specially designed for graphic designers.

Current websites I have built and maintain:

- www.boomerangsbasesball.com.au
- www.kwikshift.com.au
- www.h4hns.w.com
- www.novocounseling.com.au
- www.greggcarsondesign.com.au

