

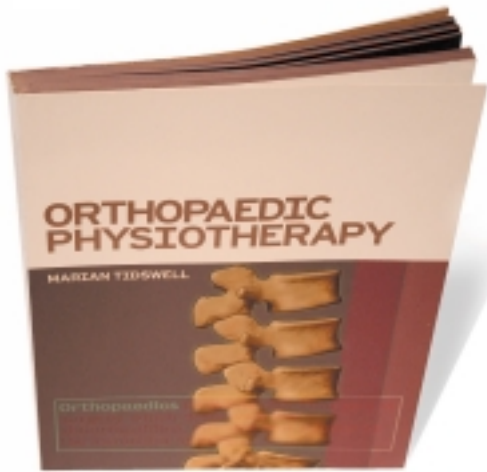
Greg Smith
greg@think-elastic.co.uk
20 West Street. Southport. PR8 1QN
T: 01704538977

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Note.

In order to keep the file size down for email transmission this PDF file has been optimised for screen resolution and as a result some of the images are not as sharp as they could be.

01



01. Science for Midwives.

A set of textbooks aimed at student midwives each depicting an illustration of the subject matter.

The books worked independently but also as a set using the background colours.

The colour to the far right was used as the main colour on the next book so if they were positioned side by side on a shelf they would bleed simultaneously into each other.

Mosby

Mosby is a global medical publisher which used to belong to the Times Mirror International Media Group.

The work shown here is just a small cross section of projects undertaken while I worked there showing skills in Illustration, Typography and Information Design.

02. Servier Co-Edition Concepts.

Servier is a global player within the international Pharmaceutical market.

The brief for this job was to create a concept to promote their drugs to GPs worldwide with no nasty looking illness type pictures on the front. In other words, bright, attractive and

would capture the attention of the GPs.

The booklets could range in pagination from 8 – 500+pp.

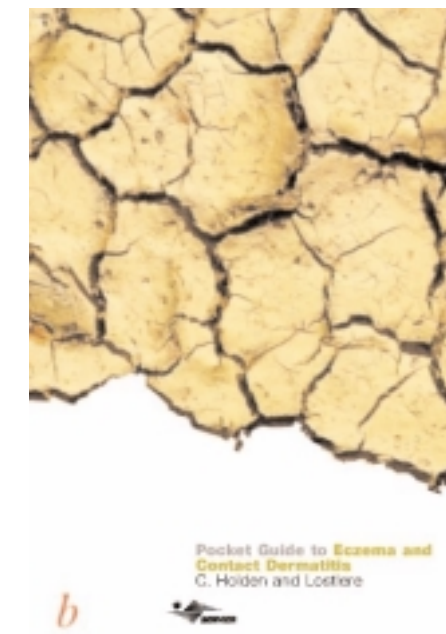
The solution was to look at Nature for inspiration and to use its various mirrored visual metaphors to produce a clean thought provoking design

The concepts shown are:
1. the retouched flower is representative of Acne.
2. The hard cracked ground depicts Eczema.
3. The highlighted veins in the leaf are like the nervous system, the subject here is Psoriasis.

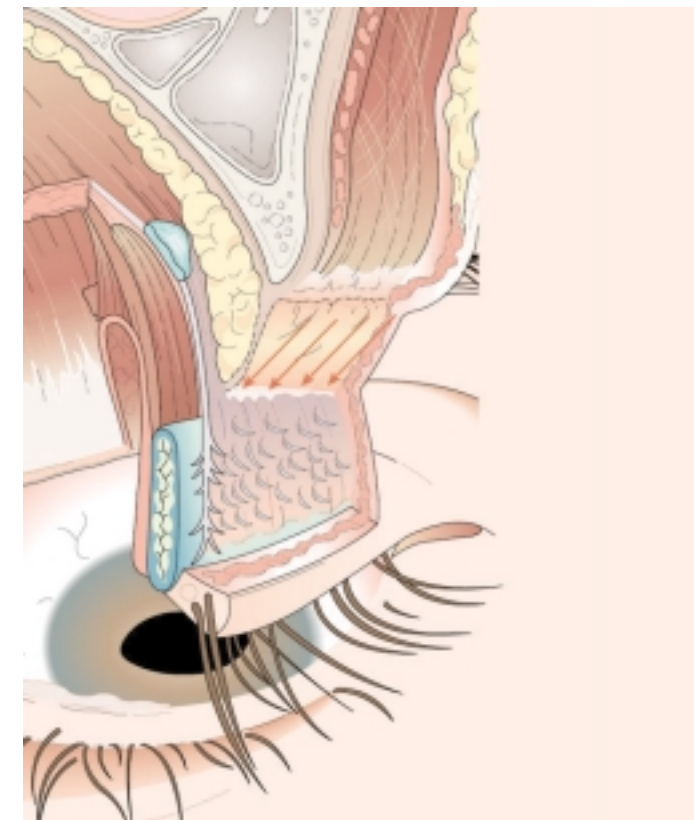
03. Eye Schematic. Illustration typesetter done for an Ophthalmology book.

04. Pharmacology Poster. Image used to promote Integrated Pharmacology at the Frankfurt Book Fair 96. The disjointed look was used to capture attention.

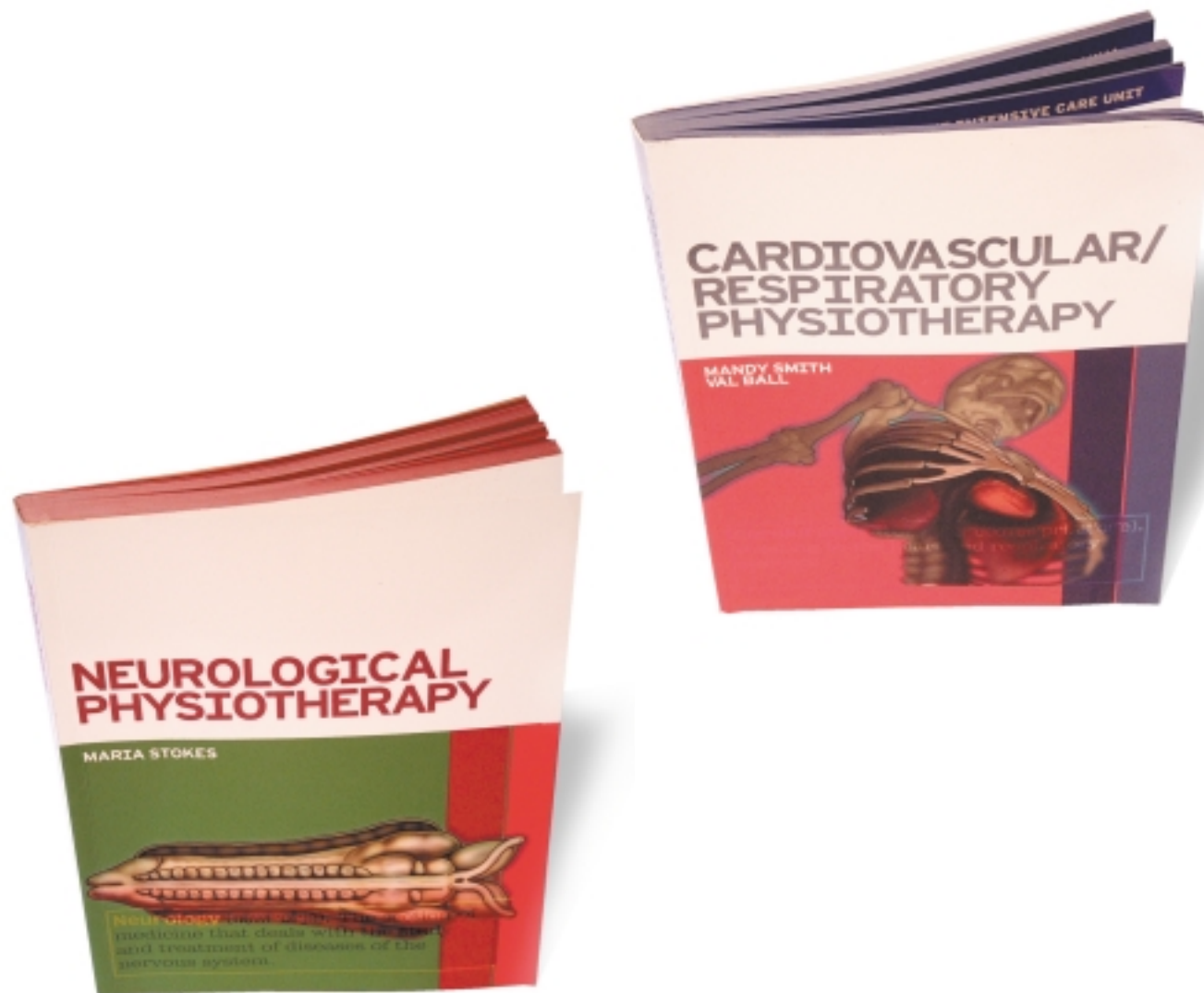
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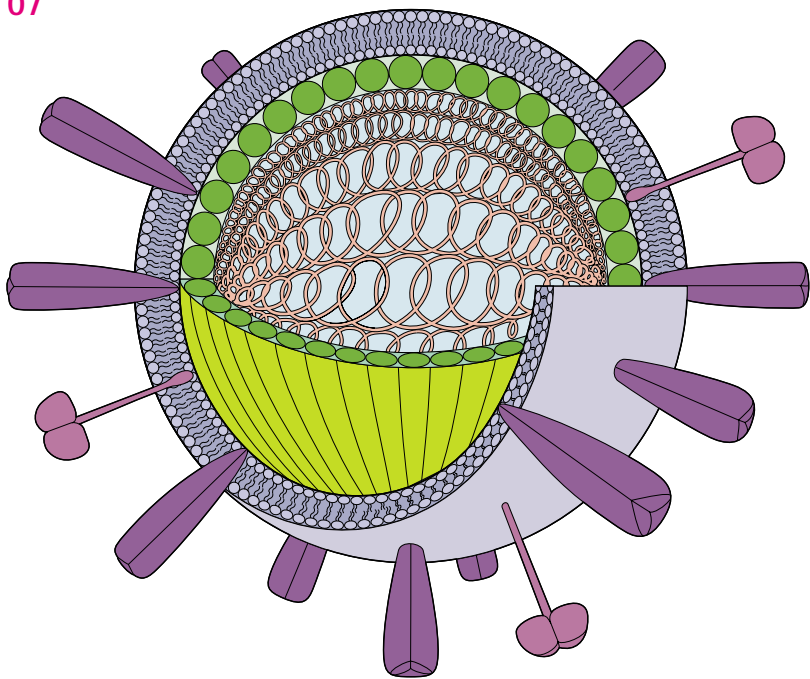


06 Title Pages from Functional Histology
Proving that design can be applied to the most boring pages in a book.

06



07

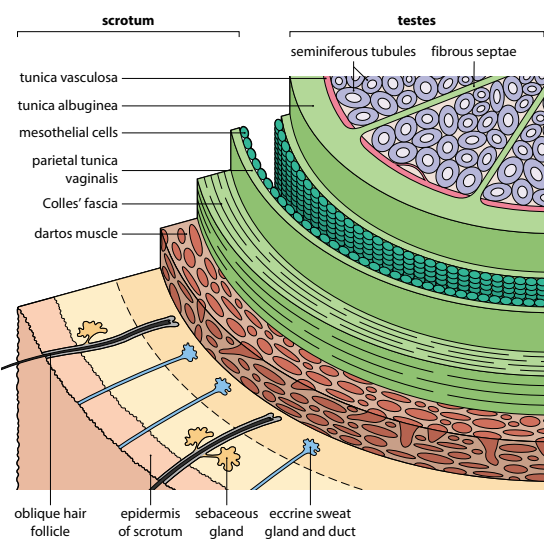


07 Vector Schematic.
Again more Illustration Stylesetters which came about after meetings with the author.

napkins or whatever was to hand.

The challenge was to interpret these scribbles of very advanced concepts and turn them into easy to understand pieces of design.

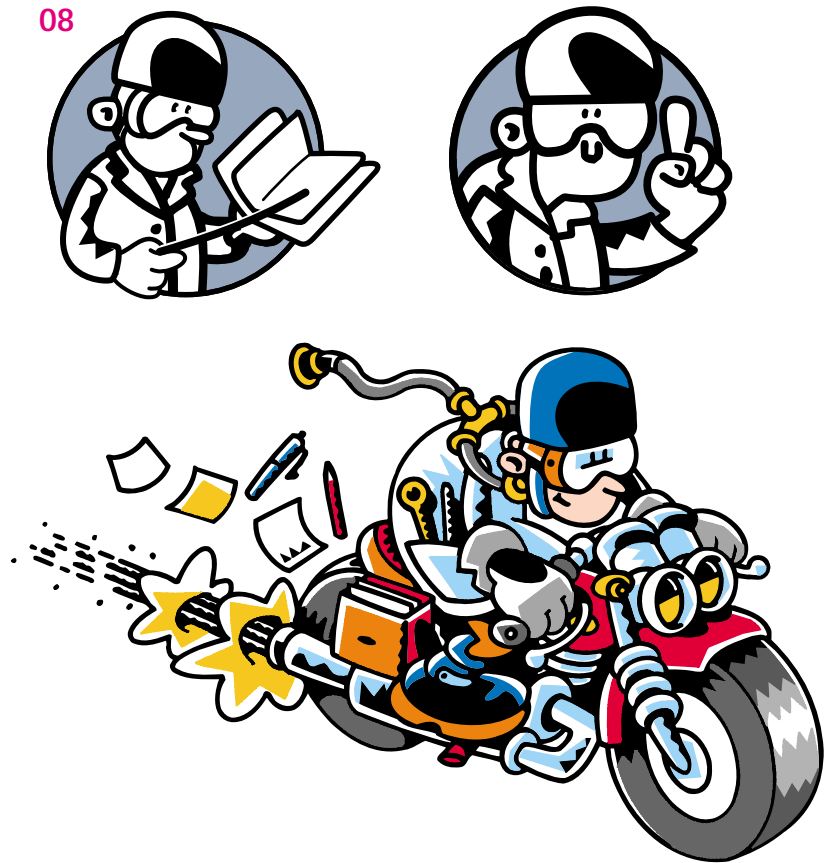
It was very common to come away from meetings with bits of scribbled notes written on the back of cigarette packets, beer mats,



08 Crash Course Series.
Highly innovative both in both content and design.

The brand was developed and targeted at UK student doctors as revision aids for final exams.

08

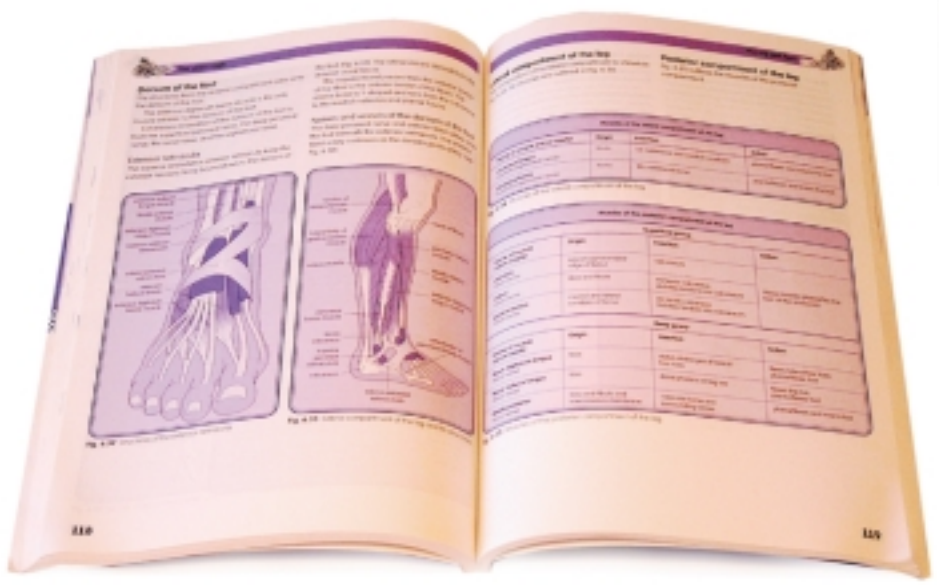
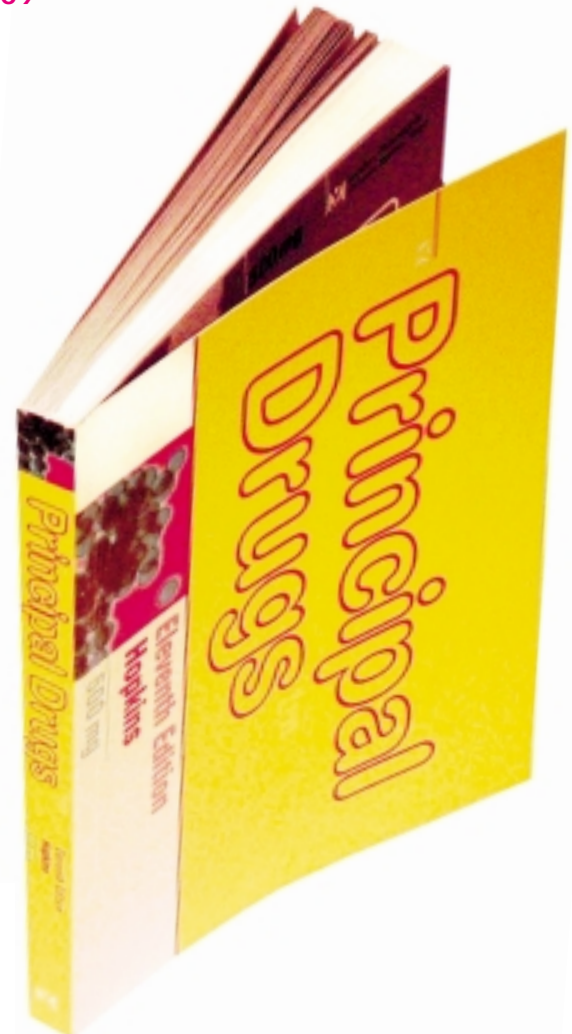


The success of this series was extraordinary with sales outdoing the years estimates within the first 3 weeks of being published.

Crash Course is now published in over 17 different languages and has become the market leader globally.

09 Principal Drugs.
A dictionary of drugs designed to be representative of a piece of Pharmaceutical packaging.

09



10 The Old Brand.
This look and feel had been around since 1981 when the product was launched.

It was felt that the image it projected was vastly out of date and not very representative of today's modern high street.

High Street Vouchers Identity

The High Street Voucher is the largest multi-retailer gift voucher supplier in the UK and owned by Park Group plc where I currently work.

The brief for this project was to revamp the current brand and make it more up-to-date and apply it to everything from the products themselves, to print, to media campaigns and internet.

The concept is based around the 'love of shopping' and the marque takes on the form of a shopping bag with a heart logo centered upon it.

All image based work would therefore use the heart in various applications to make the logo work that much harder*.

Since its launch in August 2002 brand awareness has increased significantly going by the level of response from the current media campaign. This has lead to sales being up by over 15% based against last years figures.

10



* See [14] Brand Awareness

11 Voucher Redesign.
Because the High Street Voucher is a multi-redemption voucher, our customers often said in testimonials that it was 'as good as money' and as such drove the design to become more like money.

Three famous English women were chosen as figureheads for each denomination. The reason for this is that most of our customers are infact women.

The voucher also features blue-chip high street retailers to remind the customer where you can spend their vouchers.

11



12



The High Street Voucher



The High Street Voucher

13



Which shopping voucher is accepted at 13,500 stores throughout the UK?

The High Street Voucher!

If you are looking for a reward or incentive thats sure to offer something for everyone, then look no further. The High Street Voucher offers unrivalled versatility and flexibility.

People from all walks of life can get the things they really want with The High Street Voucher. They are as good as cash and can be used to buy expensive luxuries... or the everyday needs of home and family.

As part of a bonus or incentive scheme The High Street Voucher makes it so much easier to relate rewards directly to achievements.



AHSV3PO2

The High Street Voucher offers an ideal solution by giving people the choice of leading UK retailers such as: **Airtours, Boots, JJB, Carphone Warehouse, Wilkinson, BHS, Index, HMV, Ernest Jones, New Look, Mothercare, H Samuel, d, and many more.**

The High Street Voucher can be purchased in denominations of £1, £5 and £10.

To find out just how much spending power High Street Vouchers have call:

0845 845 0840

or visit our website at www.highstreetvouchers.com



The High Street Voucher

One Voucher. Ultimately Rewarding!



The High Street Voucher Media Briefing Kit Autumn 02

Communique Public Relations

Waterside
No2 Canal Street
Manchester
M1 3HE
T: 0161 242 5114
F: 0161 237 7514



14 Brand Awareness.
Various image applications to gain maximum mileage out of the new logo in order to hammer home the brand.

14



15 Interactive Awareness.
Application to a promotional game for Halloween placed on the hsv website to promote the brand potential customers/new leads.

15



16 Getaway Vouchers.
The newly launched Getaway Vouchers work in the same way as the High Street Vouchers but instead of buying goods, you buy a holiday.

As this is from the same stable as the High Street Voucher I engineered the design to closely mirror the new HSV brand in order to ride upon its credibility.

I swapped the bag for a suitcase, added the heart to the luggage tag and kept the same Typography, Illustrative style and colour palette.

16



17 The Marque
Using the bee for the vehicle for the ~~bullshit~~ sorry buzzwords.

18 Application.
Spreads from the corporate brochure.

19 Interactive Splash Screen
Used as the loading intro for the site. You moved the bee with your mouse and out spits the buzzwords.

Park Online Identity

Park Online was the marketing services arm of Park Group plc up until 2001. The business specialised in Call Centre facilities, Data Analysis, Fulfilment/Distribution and Incentives with large blue chip clients in the Business to Business marketplace such as *Sainsburys Bank, Sony and Coca Cola*.

The brief was to develop an identity that '*had lots of legs...*' that would stand out within this over saturated marketplace.

I came up with the strapline '*There's more to us than buzzwords...*' because if you have ever sat in a meeting with these people, that is all they ever really say, all the latest buzzwords.

So using this concept through various media Park Online would dispell all the mystery about these so called buzzwords by communicating in plain english.

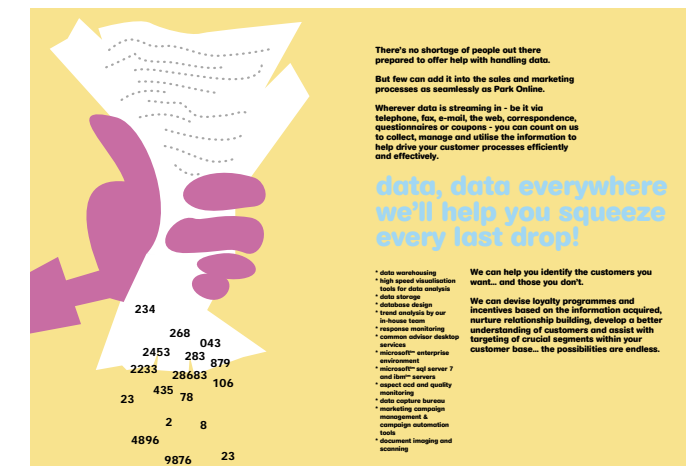
Upon researching all the major competition I found that they all used in some way, shape or form cliché manipulated stock photography, binary ones and zeros etc. I therefore decided to design the identity focused on brightly coloured illustrations (using a limited interchangeable palette of 9 colours) to explain the concepts of these buzzwords.

The reasons for taking this route were one, I had a very small scale budget and two, it was very quick to develop and illustrate ideas, no more routing through stock photography books or commissioning expensive photoshoots. The result is a very cheap to maintain, fresh and effective identity.

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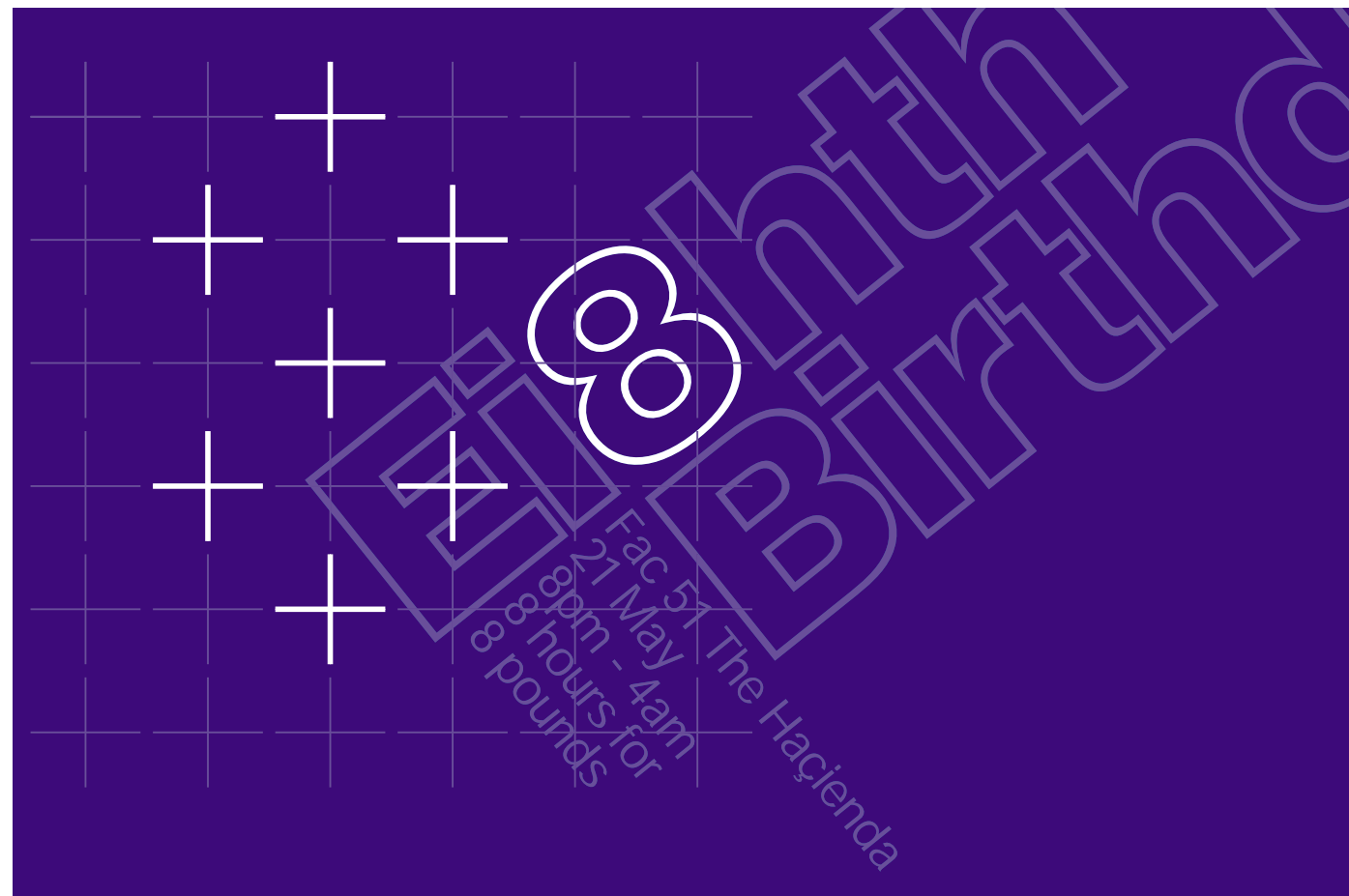
20 Flyer Designs for the Hacienda

These were a couple of flyers designed whilst on work placement at Johnson Panas in Manchester, only experimental – never published.

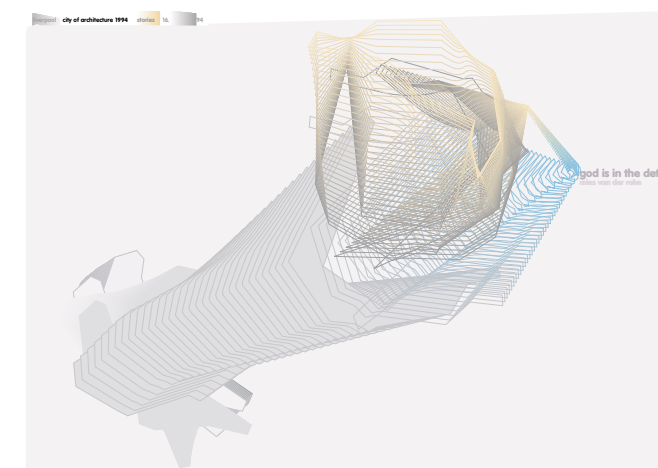
Other.

The next few pages contain a selection of work done for competitions, different companies, friends and also a few personal things too.

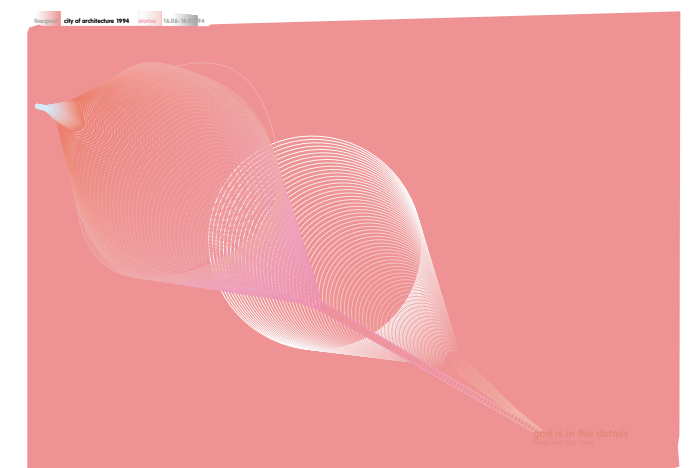
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21



20



21 Liverpool City of Architecture 1999 Bid (below and over).

The brief for this 1994 competition piece was to promote Liverpool Architecture using past or present architecture.

The illustrations depicts a stylised studies of both the Anglican and Catholic Cathedrals.

Inspiration came from a quote from the famous bauhaus architect Mies van der Rhoe 'God is in the details'.



god is in the details
michael jordan

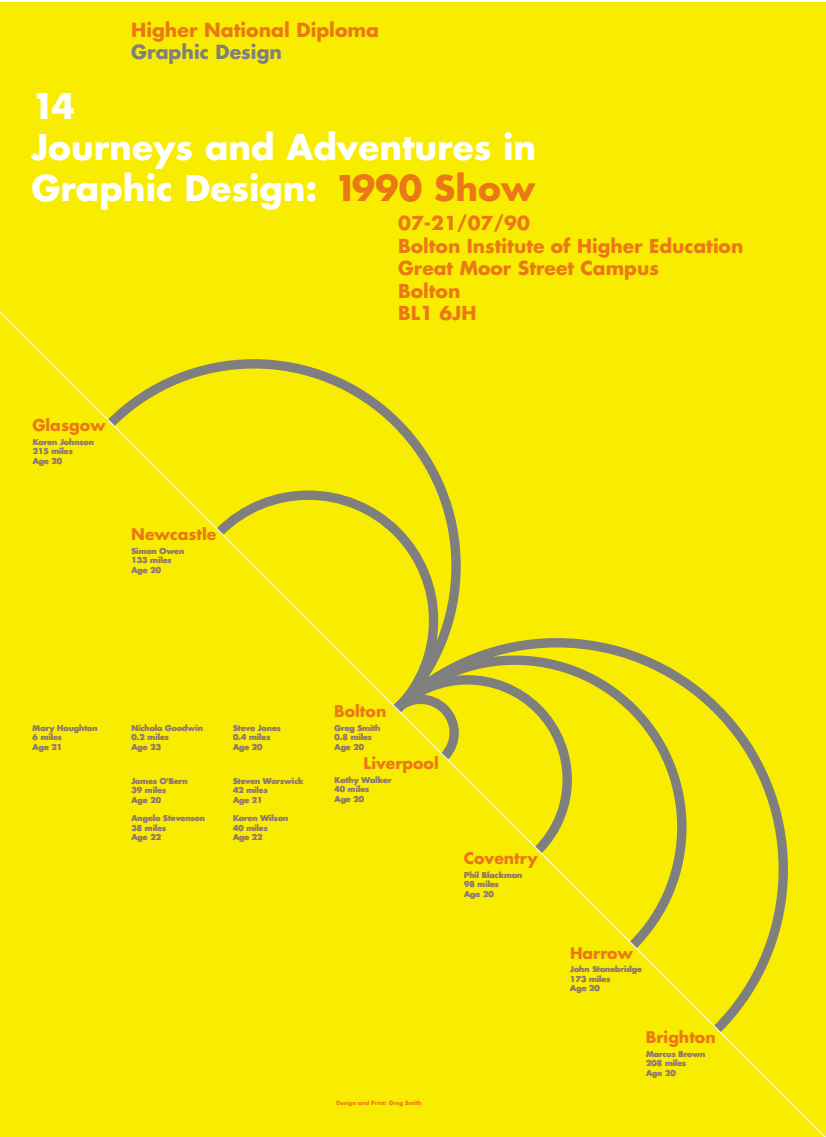


22 End of year show poster.
Designed for the end of year final HND show.

The theme was ‘a journey’. The graphic shows a cross section of the UK with the towns/cities highlighted for each student on the course.

Screen printed in 3 colours fluoro yellow, orange and silver.

22



23 Country logo.
Designed as another Park Group plc identity revamp.

23



24



24 Park Cover 2001.
Illustration for the cover of a mail order christmas catalogue and has become house style for all subsequent covers to date.

25 Ogygia Campaigns.
Ogygia was a friends clothing shop based in Manchester and was open from 1989 till 1993.

Shown below is the marque designed to look like stitching.

Two posters cashing in on the fact that certain Manchester celebs shopped at the store, the first being Bernard

25



Sumner from New Order, the second Graeme Park. Others included Ian Brown and so on. All helped to promote the shop as a cool place to get gear.

The manga style poster was done in 1991 to advertise new kids wear.

Quite controversial as it was done just before the whole ‘Gunchester’ thing.

26 Interactive Prototype for an online gallery.
This fantasy interface was done to promote a friends artworks.

The interface environment would change depending on the time of day that you viewed it, what the weather was like on that day and your mood.

26

