

Richard Davies

Photography

Graphic Design & Type

Setting in



My work for Dent Brewery has been ongoing for five years. I have been responsible for producing all of their promotional artwork for print and online. This includes:

Bottle presentation/Gift Packs
Brochures / Beer Menus
Social Media Promotion
Glasses with branding
Tasting Cards
Vehicle Livery
Bottle labels
Bar Runners
Pump Clips
Bar Mats
T-Shirts
Websites



This beer mat design, front and back, is designed to be cut into four jigsaw pieces that can be assembled by pub patrons. As well as being a great talking point and hopefully a memorable P.O.S. item they can be quite collectable! (Look carefully to see the jigsaw cutter lines throughout the artwork).



Vinyl bar runners, roll up exhibition cassettes and T-shirts have all been part of the Dent Brewery advertising and promotional materials.

These were all formatted and put together with Photoshop and Illustrator - taking special care with safe zones and bleed limits to make sure the finished article was perfect. All output was finalised with close liaising with Brewery owner and printing companies.



Web design is an absolute must for any business to be noticed in a competitive market, where mobile information is on demand 24/7. I can create bespoke websites with updates and links to all your most popular social media apps.

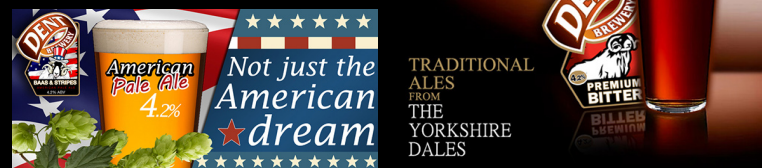


Social Media is a huge component in any business today so I can setup and link all your media together with the same streamlined design and profiles that are consistent throughout making your business or product look as good as it should.

Throughout all the artwork produced either for print or web, the photography is also part of my design portfolio and I will photograph the product or service to create a tailor made finish for all of your artwork.



A farm shop in North Yorkshire that has an established red squirrel conservation plan, commissioned Dent Brewery to produce a ruby/red beer for their farm shop and to support their conservation fund. This was the final design for front and back with a bottle neck label.



A selection of images designed to promote seasonal beer specials. These were uploaded to Facebook and shared through Instagram and Twitter.

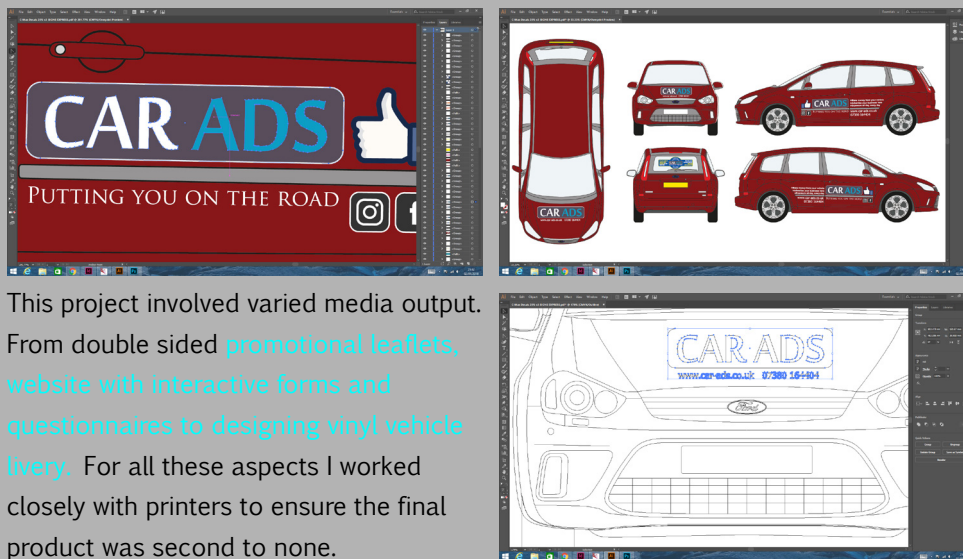
All across the Car Ads media presence the simple branding and colour profiles are all the same. Creating an instantly recognisable brand.



Car-Ads is an advertising concept, where a business uses any drivers vehicles as advertising space for promotions or exposure.

I created a website based on a simplistic layout allowing vehicle owners to register their vehicles by answering a few simple questions which are entered into a database and then matched to businesses that are seeking drivers' vehicles that suit the advertisers criteria. i.e. vehicles that drive a lot of miles, either motorway, city driving, certain areas, certain times, parking locations, etc

The website is mobile friendly and linked directly to all social media.



This project involved varied media output. From double sided promotional leaflets, website with interactive forms and questionnaires to designing vinyl vehicle livery. For all these aspects I worked closely with printers to ensure the final product was second to none.



RJD PHOTOGRAPHY is an online portfolio from 2012.

It showcases all my photography genres from weddings and portraits to sport and food photography and everything in between.

I was living in Spain at the time and felt the site had to reflect that culture and lifestyle.

It was a very bright and vibrant website, put together with Adobe Dreamweaver, Adobe Flash and Adobe Photoshop.

(I actually prefer this site considerably more than my current one. Might change back to it...)





Problem Solving on the fly



Animated GIF's became my method of adding movement into this website; without which it became a little dull navigating through 30 odd static web pages.

Audio also played a big part of this website as I included audio from all the movies I featured and various

sound effects, which in turn presented it's own problems.

Each page has it's own animated GIF made in Adobe ImageReady, however audio cannot be added with ImageReady, neither would my free webhost allow MP3's to be included in websites (to avoid legislation for P2P file sharing), so two birds with one stone, I created Adobe Flash stages to embed the GIF which also allowed me to synchronise bullet holes as they appeared with gunshot sound clips. (See frames 1-4 above). The same method was employed for background theme audio - I created a 16x16 pixel Flash stage (the smallest possible) filled it the same colour as the page it was going onto, embedded the MP3 audio clip into it and placed the Flash file in a corner of the page.

All the audio clips were edited and prepared using Audicity to clip and fade just the sequence I wanted.

Frontier Tours highlights and shows people all the movie locations from 100's of films dotted all over the Spanish countryside. Chiefly Spaghetti Westerns and other Classic Cult movies.

Within the site are classic movie scene stills alongside the exact same location today (or many years after filming).

As I found more and more locations and learnt more about the areas they were located I created pages about the places as well as the locations. Each page has it's own animated GIF masthead with photo's and details. This project gave me the opportunity to expand my problem solving capabilities and computer software proficiency.



This site was created in 2009 when there wasn't a huge amount of web design tools on the market, certainly none as simple as today's technology. So I had to learn how to use Dreamweaver, setup domains and link domains to Nameservers and link them into Dreamweaver so I could upload files and edit .HTML pages quickly and easily. I learnt a lot from developing this project.



Over ten years of working in the newspaper industry creating newspapers and magazines, working with advertisers, writers and contributors either face-to-face, by telephone or email to ensure all editorial content was provided, all advertising material had been received, designed, proofed and inserted.

Producing these publications with QuarkXPress and then migrating to InDesign I have produced 100's of newspapers, adverts and feature spreads.

For newsprint publications over 64 pages was the limit for some Offset Printers, therefore to produce an 80 page publication required, in-effect, two newspapers to be setup, one to be inserted into the other. This process required a very vigilant page ordering system making sure that pages were printed exactly where they were supposed to be printed. As some pages were greyscale and others CMYK it was an intensive proof reading before going to press. This initially was done by placing all the .QXP files and all linked image files located in the appropriate folders and put onto a disk and physically delivered to the printing press. As technology evolved we were later able to send all pages as .PDF files via FTP.

