

Pat Connell / Portfolio

+44 (0) 771 647 4086 / pat@launchwindow.net



production
& artwork



image editing
& retouching



3D
visualisation



technical
illustration

production & artwork



Case Study InterGTM Racing Team Identity

Creative life cycle support – technical oversight throughout this complex, time constrained project. From initial concepts and visualisation to artwork production and delivery of final artwork. Interstate Creative Partners

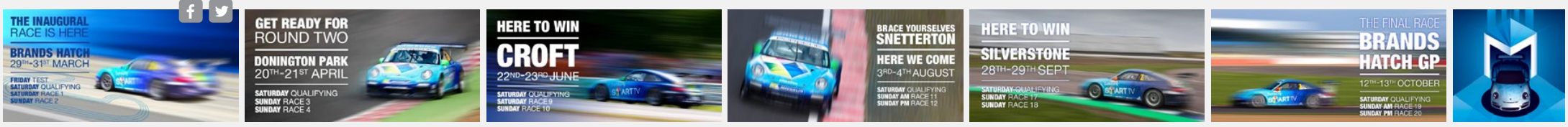


Above, car livery life cycle: 1 Concept illustrations from creative director. 2 Various Photoshop mockups for concept approval. 3 Final technical mockups for client approval. 4 Complete artwork supplied for large format digital vinyl printer. Special care taken with artwork preparation to ensure panel alignment on car due to the unique continuous, seamless wrap design. 5 Final vinyl artwork wrap application.



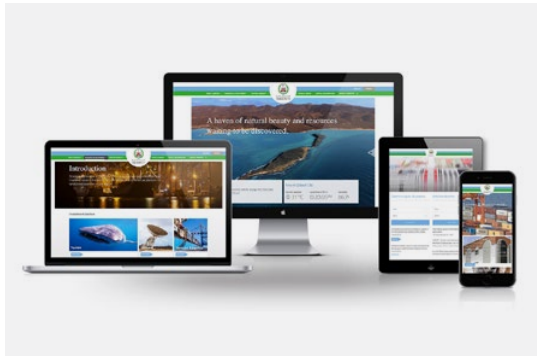
Above: Examples of applications and usage. Artwork preparation and supply for master logo, launch event, banner stands, car transporter and van, garage, driver overalls and team clothing, helmets, autograph cards, website and mailers.

Below: Social media campaign banners for racing calendar. **Bottom:** Examples of visuals for various elements of the project provided for client approval and guides for production, installation and application.



Interstate Creative Partners, London

Selection of work produced while contracting and later employed as head of production. Multidisciplinary agency with wide gamut of work; branding, print, annual reports, publishing, packaging, vehicle liveries, web and social media. 



Case Study Amrod Corporate Gifts and Clothing Catalogues and Collateral

Extensive involvement in marketing department of large corporate gift and clothing branding manufacturer and distributor. Production and artworking for main catalogues and collateral, other marketing material, packaging as well as web and social media graphics. Development and project

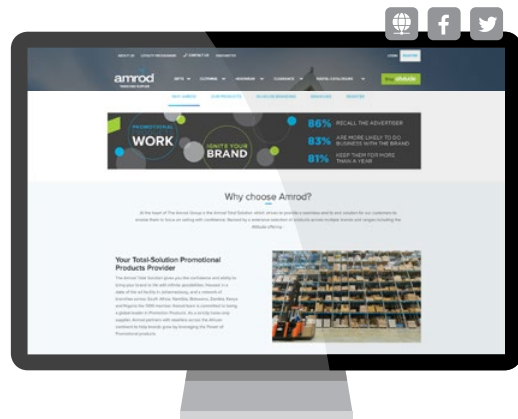
managed various tools for increasing productivity and turn-around times on very large projects. These included:

- Database driven system for automating catalogue product information. Using extensive scripting and middleware integration between database and

publishing software, enabling live formatting and updates, saving time and improving accuracy.

- Customer-centric personalised cover designs for catalogues with online ordering system populating database for customer orders. This information also

used to generate covers artwork as well as supplying sales and distribution teams with data to improve turnaround time, customer query processing and international product delivery.



Above: Recent promotional clothing and product catalogues, reaching up to 1000 pages.
Below: Marketing campaign banners and graphics for website and social media platforms.




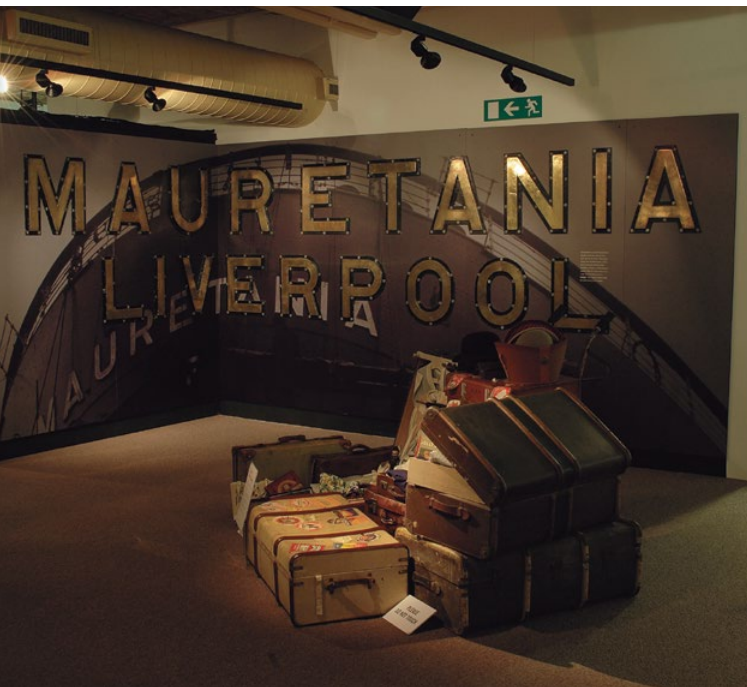
Cunard Line: Maritime Quest

Permanent exhibition on board Queen Mary 2 cruise ship, detailing the history of Cunard Line.

Taking 2 years to complete, with 400m of graphics on 150 panels, this is simply the biggest artwork project I've ever worked on!

Research, retouching, layout and typography, production and artwork, quality control and supply to specialist printers.

 Open Agency



Liverpool to New York – The Only Way to Cross

Temporary exhibition at the Merseyside Maritime Museum highlighting the glory days of Atlantic crossings on ocean liners.

Detailed measurements taken of the venue, floorplans drawn up, canvases created for design team for each themed section, retouching, layout, production and artwork supply.

In addition, as an aid to both designers and clients, virtual reality walkthroughs were generated for the whole exhibition prior to installation. This helped in the final design phase, visualising panels and display items together and to simulate visitor experience through the exhibition.

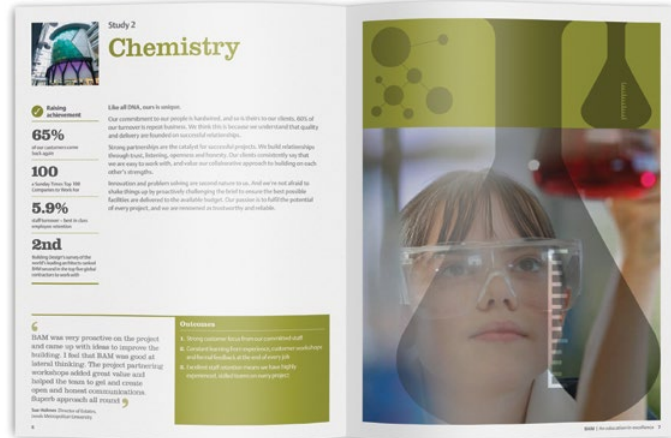
Aided by VRML technology, floorplans were used to build the 3D environment and artwork and display items were added to create an immersive experience for users, allowing them to move through the space similar to a 3D gaming environment.

 Open Agency



General Brochure Work

Various examples of projects involving extensive photo retouching, colour correction, working closely with creatives on layout, typography and graphic elements. 



Annual Reports

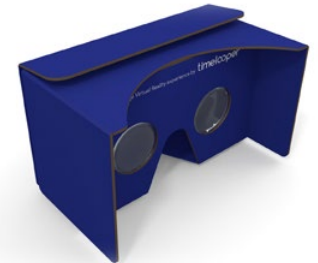
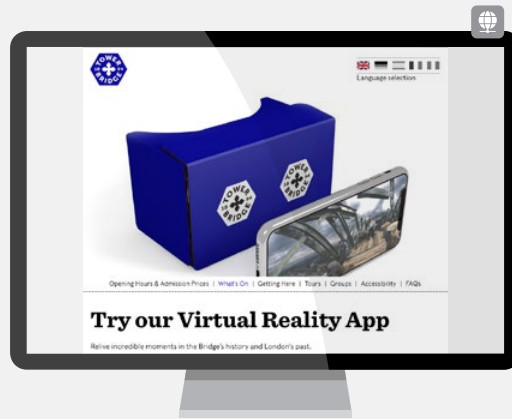
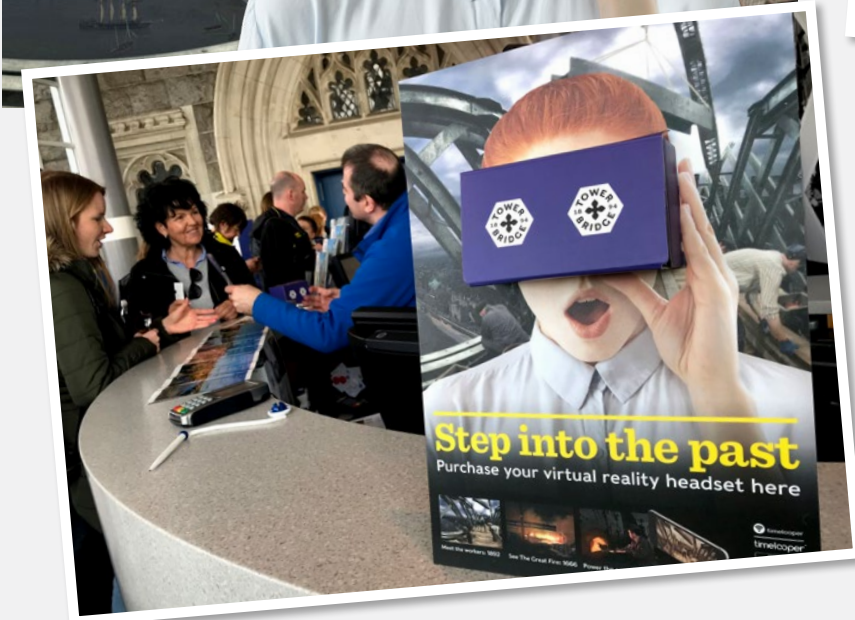
Various examples of typical workflow for annual reports: working closely with creatives, detailed templates and stylesheets created based on concepts, populated with supplied copy, allowing for fast turnaround of first proofs. Dealing directly with clients during the proofing and approval process with creative oversight of projects at key stages and final approval.





image editing & retouching





Tower Bridge TimeLooper VR Experience

Combined retouching and 3D rendered imagery of promotional material and website for virtual reality experience at Tower Bridge, London.



Volkswagen Motorsport

Retouch commissioned as a leaving gift to the head of VW Motorsport, Jost Capito. After great success in the World Rally Championship over recent years, he became the CEO of McLaren F1.

Supply of artwork for A0 framed digital print.

 Interstate Creative Partners



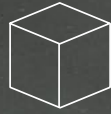
COWSHED



Cowshed Catalogue

Existing packshots comped into library backgrounds and surfaces, involving colour balancing and matching lighting, shadows, reflections and textures.

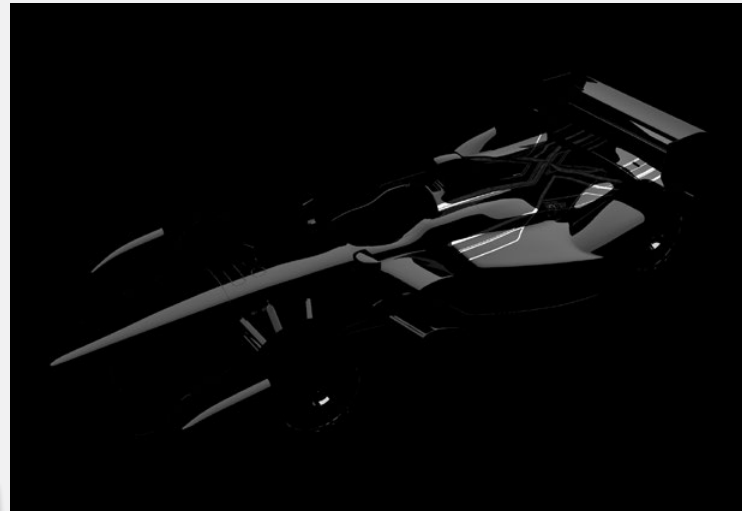
For the rest of the project: involved with production management, extensive retouching, supply of print ready artwork.



3D visualisation



Case Study NEXTEV Formula E Racing Team Livery



Renders of car livery submitted to team principals for final approval for 2015-2016 Formula E season. Once approved, visuals used to generate templates for producing final vinyl artwork. Also heavily involved in the production management and artwork for this very large, demanding project. Included drivers overalls, team wear, branded collateral as well as track-side team garages and workshop facilities.

    Interstate Creative Partners

Left: 3D rendered concepts put forward for internal approval during initial design phase.

Centre: Render requested for teaser campaign prior to official launch of car.

Below: Final livery in action during first season of this new racing formula.



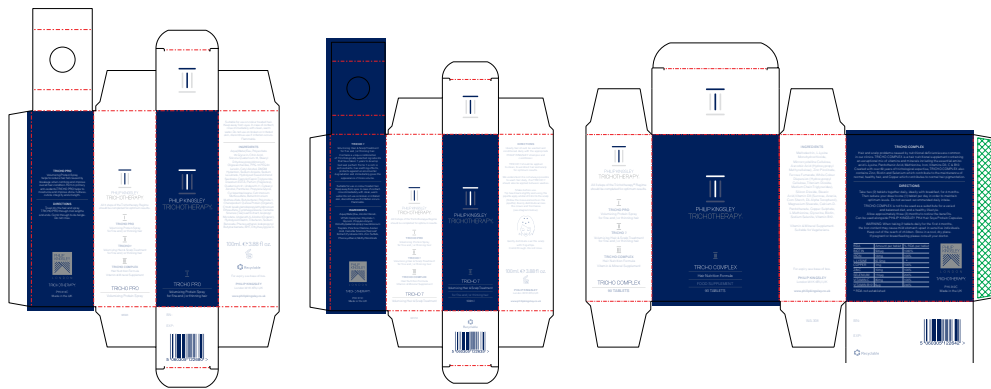


Volkswagen Motorsport

Concept and visualisation for one-off racing helmet for Heinz-Jakob Neusser, then technical director for VW Motorsport, to commemorate VW World Rally Championship wins in 2013-16. Based on the car livery, Initial ideas 3D visualised for approval and then used for reference for airbrush artist to create the bespoke helmet.

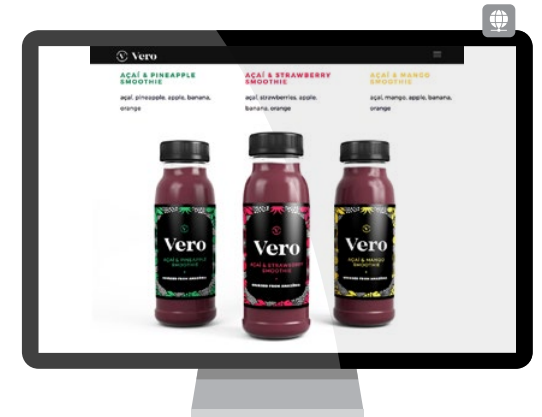
 *Initial ideas 3D* Interstate Creative Partners





Philip Kingsley Product Packaging

3D renders for new product packaging pitch. After route chosen by client based on visualisations, print artwork produced and printed, resulting in final product (right).

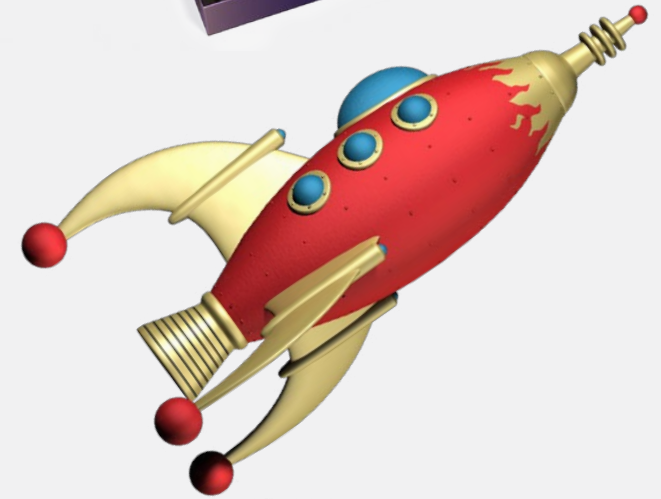


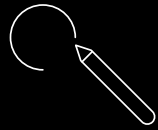
Vero Smoothies

3D visuals for new product range for website and introducing new label artwork on existing photography (above).

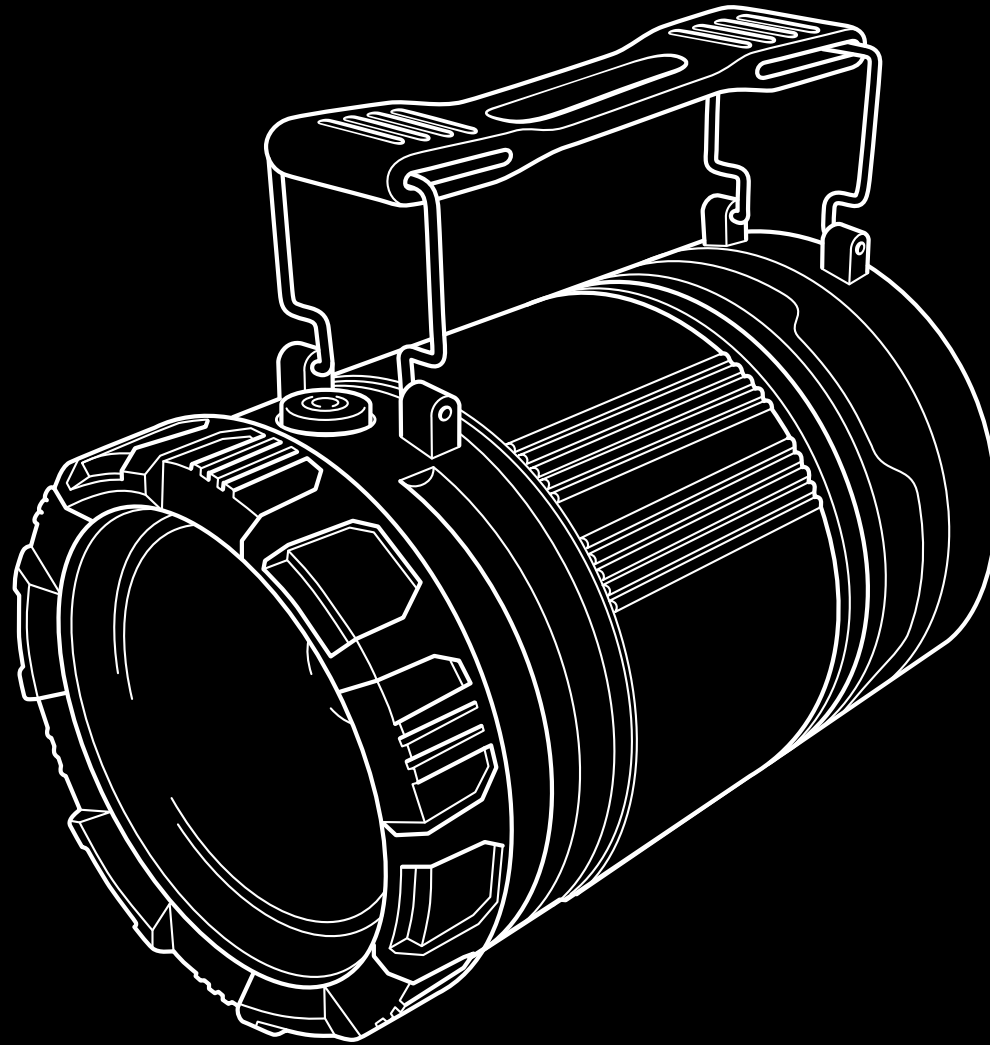
General 3D work

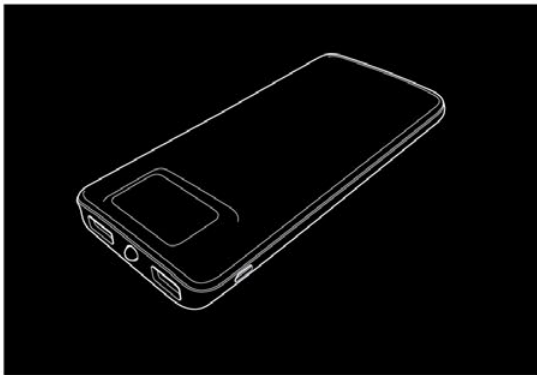
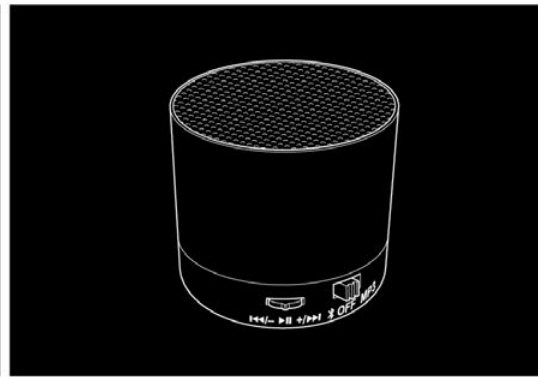
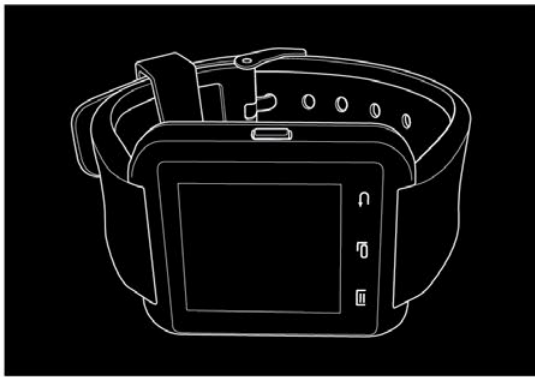
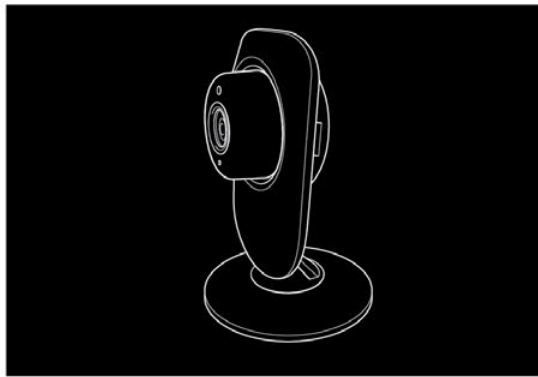
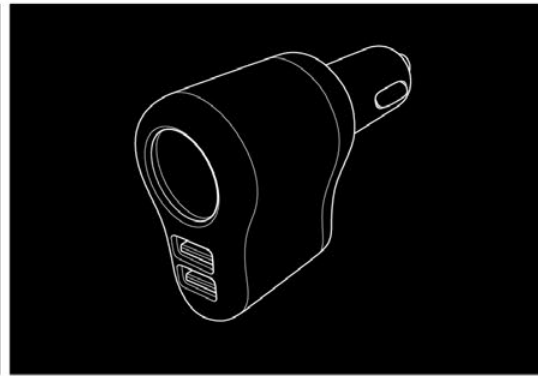
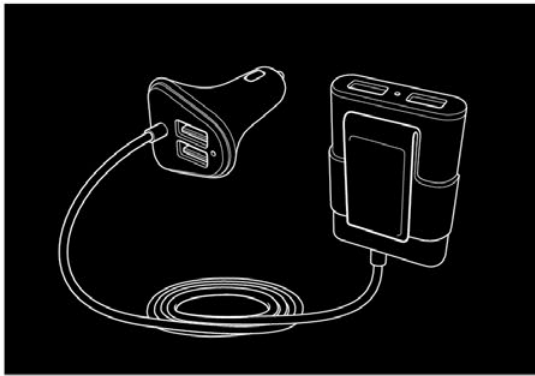
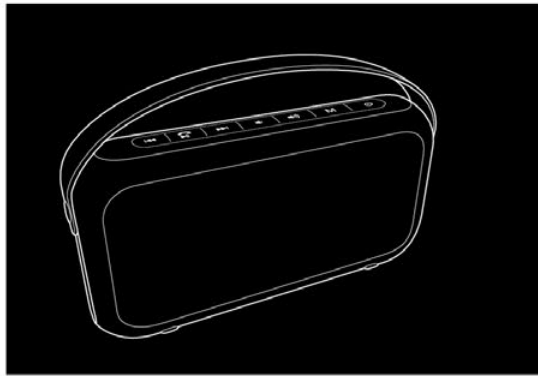
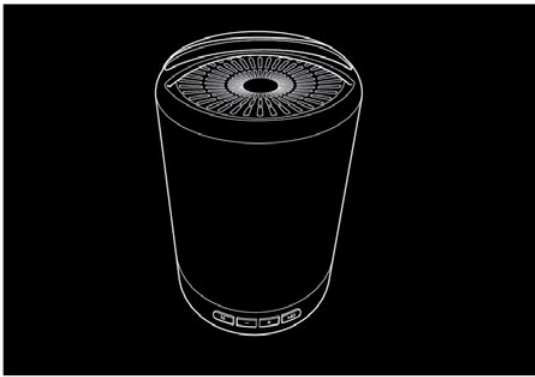
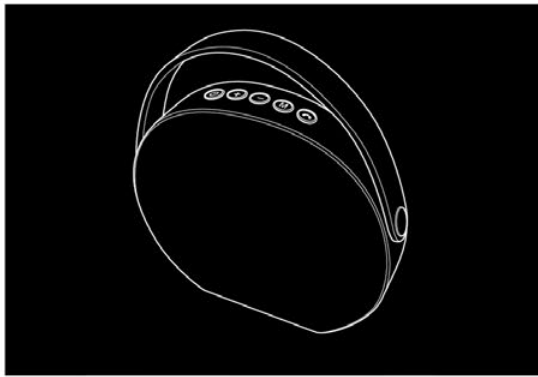
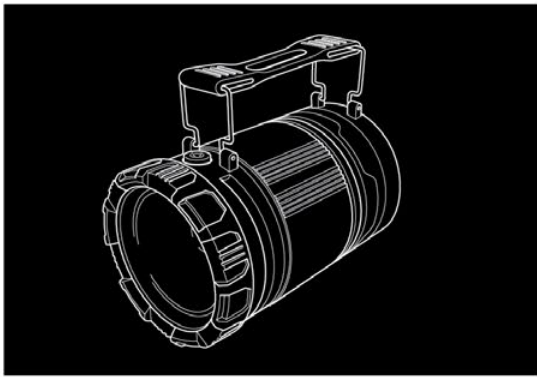
Selection of general commercial 3D modeling and visualisation work





technical illustration







Packaging illustrations

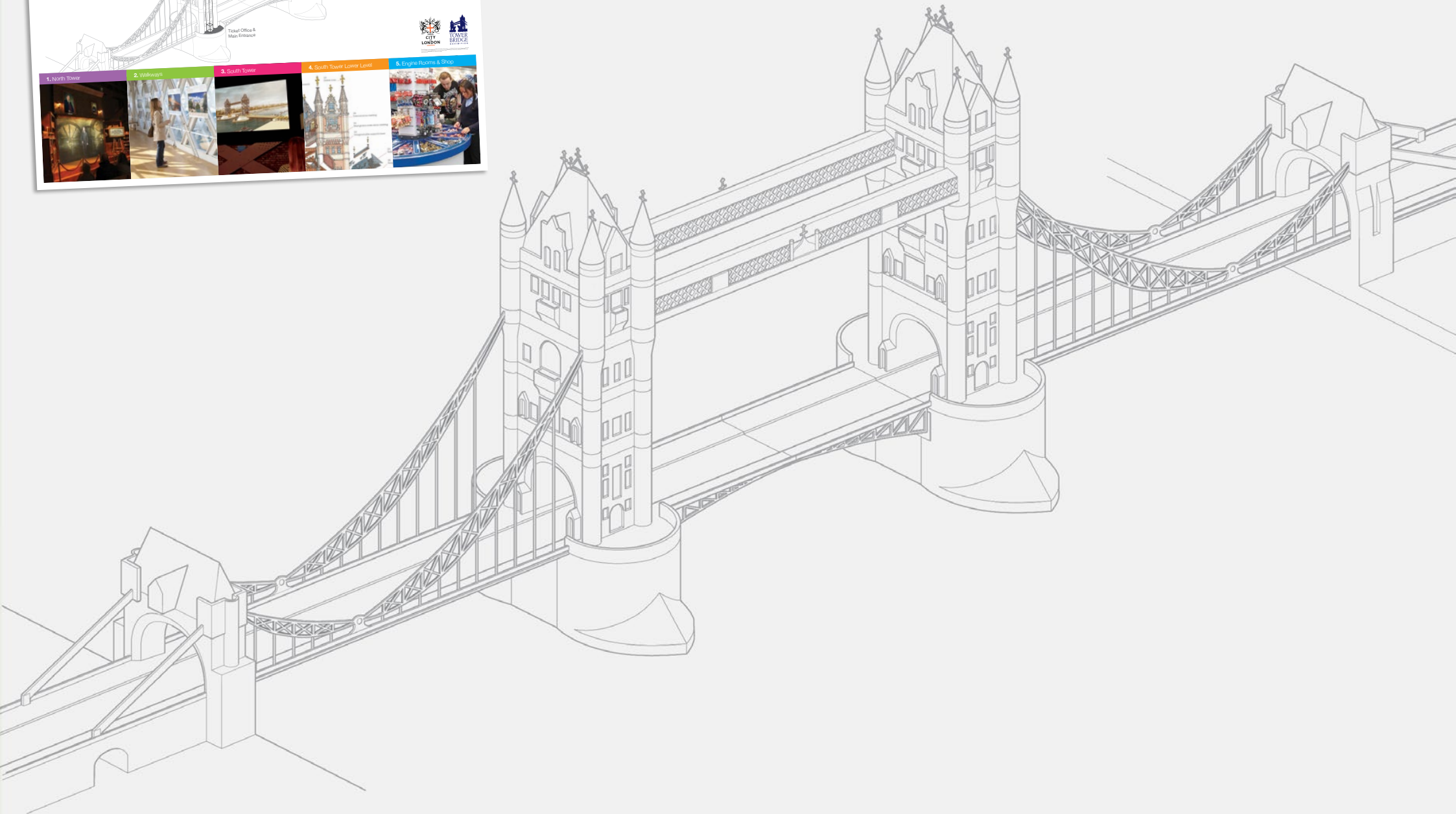
Packaging illustrations for promotional products. Line artwork based on item photography, used to graphically highlight pack contents.



City of London – Tower Bridge Exhibition


Illustration of Tower Bridge as part of information leaflet for newly opened area of the Tower Bridge Exhibition in London.

  Open Agency



Royal Mail Posters

Illustrations based on brief to clarify changes to Royal Mail collections for information campaign posters.

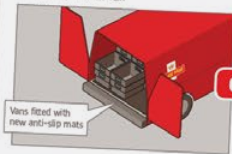
 Open Agency

how we'll collect from our customers

As part of our plans to transform our business into a faster, smarter and more efficient operation, we are changing the way we collect from customers to help smooth the flow of mail to the mail centre.

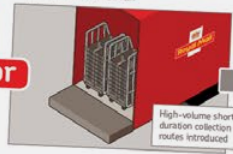
Stage 1: Preparing for customer collection

>> Load low-volume empty trays onto anti-slip mat in van



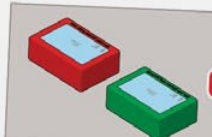
or

>> Load high-volume Yorks into high-volume relief van



Stage 2: Presentation of mail by customer

>> Meter pouches presented by small posting customers



or

>> One or more trays presented by medium to large posting customer



or

>> York used for very large posting customer

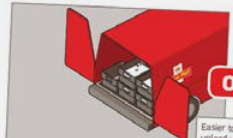


Stage 3: Collection of mail by driver

>> Tray trolley



>> Trays placed on anti-slip mat in van



>> Trays placed on York in van



Stage 4: Return to collections unit

>> Return to collection unit



>> Mail to be segregated on docks



collected!

>> improving customer collections



04/01/2013

Royal Mail, the Crown Emblem and the colour red are registered Trade Marks of Royal Mail Group Ltd. Postmarking Customer Collections poster © Royal Mail Group Ltd 2010. All rights reserved.

