

Recent Achievements

Graphic Design

Graphic Design Diploma, Hornsby TAFE, 2015

Competent with Distinction for the following subjects:

- > Develop and extend design skills and practices
- > Research visual communication history and theory
- > Design and manipulate complex layouts

Art

Highly Commended, Works on Paper, Category 3,

Gosford Regional Show, May 2015

Solo Exhibition,

The Community Gallery, Gosford Regional Gallery, Aug 2015

Illustration

Third Prize, Hatchling category for Middle Grade Illustrated Novel,

CYA Conference, Jul 2015

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Blog: www.cavanaghartdiary.weebly.com

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Mobile 0466 917 089

ABN 80 067 382 437



Welcome to my 2015 Graphic Design portfolio.

The work that I enjoy most gives me scope to use imagination and humour.

Thankfully those elements also drive sales.

If you have ideas for how best those talents can be used, please drop me a line.

Keep in touch with me through my regular newsletter, issued 8 times a year, containing my recent work. The next one is due early December 2015.

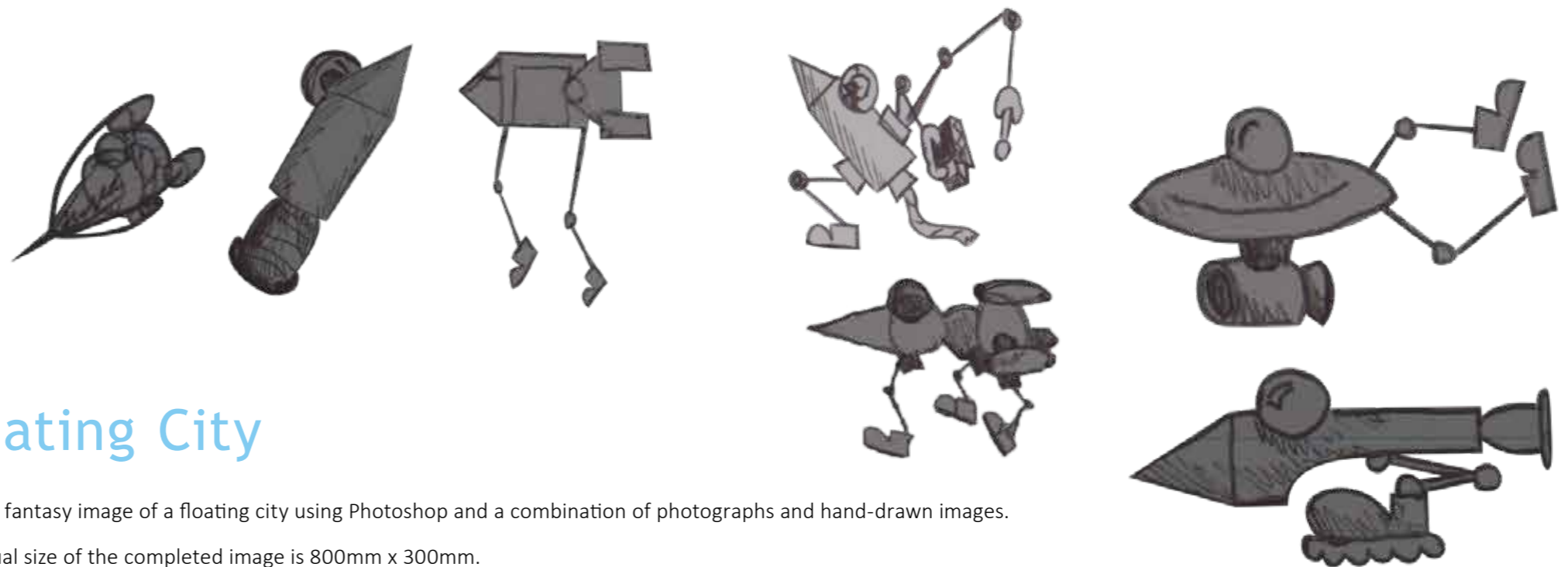
Send me a name and an email address if you would like to be on the mailing list.

Vincent Cavanagh

www.CavanaghArt.com

Lines that Live

- Ps
- Id
- Ai
- Ae
- Mu
- C4D



Floating City

Create a fantasy image of a floating city using Photoshop and a combination of photographs and hand-drawn images.

The actual size of the completed image is 800mm x 300mm.

All of the source images were drawn or photographed by me.

Ps

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Original Photograph



Certificate IV Reproduction



In situ at the Cinema



Casablanca

Choose a movie poster as a reference and create a similar A3 poster using Photoshop with yourself as the lead character and at least 2 classmates in supporting roles.

Plan your photo shoot. Source other images.

Ps

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C4D



Playing Cards

Following research into a decade of design history (the 1910s), design a set of sample playing cards with elements inspired by that research.

Because a simple marketing plan was required, thought had to be given to how those designs could be marketed to a modern audience.

The play, 'Pygmalion', was published in 1912.

Baskerville font was in regular use during the 1910s.

Flat stylised images with a minimum palette of colours exemplified the design of that era.

In 1964 the Pygmalion play was turned into a much-loved movie musical, 'My Fair Lady', whose characters are instantly recognisable world-wide.



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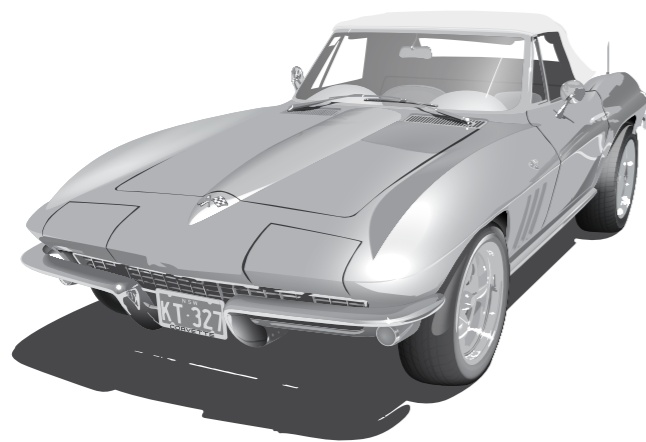
Ae

Mu

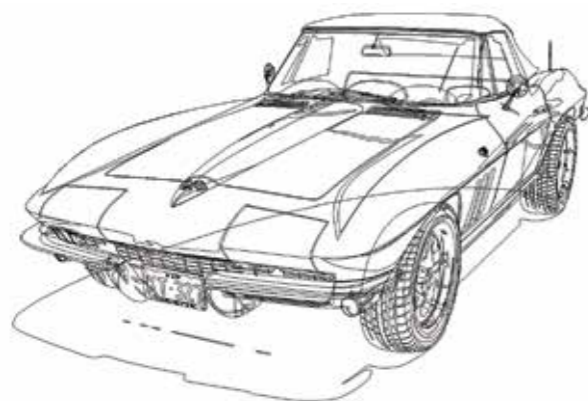
C4D



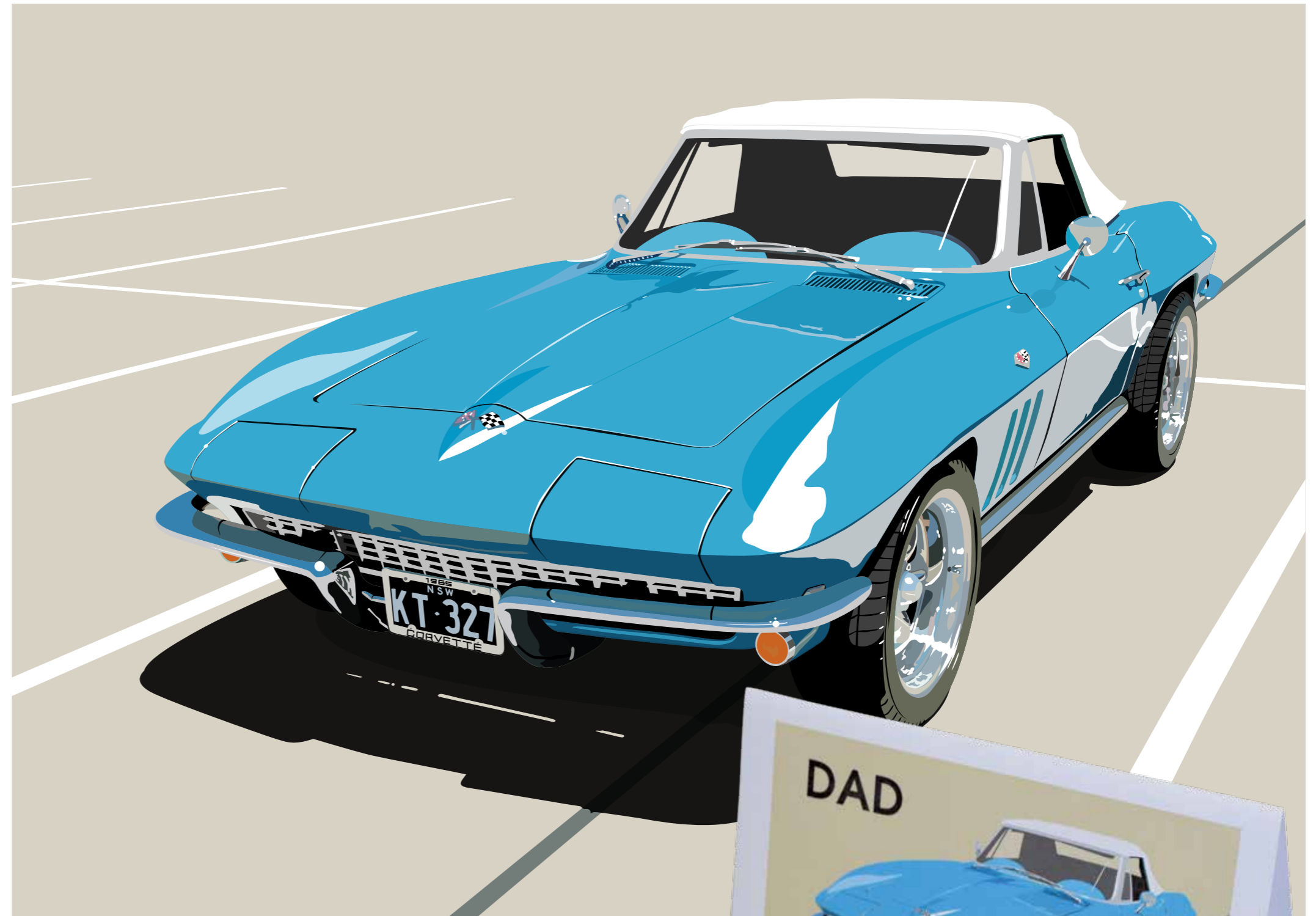
Original Photograph



Greyscale Vector



Wireframe



Corvette Stingray

Choose a photo of a classic car from a limited selection.

From that photo create a greyscale A3 complex vector illustration.

Later I went back and produced a colour version and turned it into a Father's Day card.



Father's Day Card



BELOW Period caricature of W. S. Gilbert (1836–1911) and Arthur Sullivan (1842–1900). **Photo** britishheritage.com
BELOW View of the Savoy Theatre and Hotel, London. **Photo** yourbestlondon.com



Concerto 4 September 2015

Mikado Returns to Savoy

Facium ipsanda ntibusd aepuditis esequam ne et es cus, optatus aut atium qui asit, nossit, ad et magni volupta tempor aut valorio eaquia in ped mint ut reroria doluptaquia parum re poessim eratet, si odion commo magni volorrorem quibus atur aut illanda ercilitam volum valorati temolup ratisti bearibuscia doluptate nulla abo. Nem re estand ipsunt unt quid eossintius eum volorum aut acea que ratur? Beaquia provid et, incto ea dit ea sandicto torum vidit et enis doluptasi blaccus et di accatem quiaturibus, et arum volestiis ut voluptatur, adic tessimusam quia derrum voluptas estand ipsunt unt quid eossintius eum volorum aut acea que ratur? Beaquia provid et, incto ea dit

ea sandicto torum vidit et enis doluptasi blaccus et di accatem quiaturibus, et arum volestiis ut unt alicae eos sinum con commodis vendi non pari repelib usdamus as re naturibus a natusdae porro evel ipienimi, cus quis aute ped moloremam, sit, venim sa non porro magni iumet harchil liquam, tempe vel ipisti sinulpa qui de parum experio nsectem qui qui verspernatns nonseque endipsapit, optate volupta temque solorios net remporibus dolori officid ullignatus ea dolore conse nobis ratiur sunto ellore dolutatecae nest quidunt faceaquunt ea nonsequ undicid untotat quuntiae. Et ea voluptatis sitiore mquost quias explam.

– Nan Kei Pu



Theme Composer for 007 Spectre still Unknown



ABOVE 007 in the Swiss Alps. **Photo** 007.com
RIGHT (Left to Right) Director of SKYFALL Sam Mendes, 007 Producers Michael G. Wilson and Barbara Broccoli, and Agent 007 Daniel Craig. **Photo** jerhow.com

Pis atur? Hil ea non prem quatem hil et aborec ienesci aturepe rovit hil inciet ulpa eaquo iunt volum incitias et aut et estota qui ipici quam num simaxim olorem niet ulpa acero esti ut volores apedi simos sant eum iusdae plaborum valor re conem rernatur andel eici nulpa volendae porporia exped que et earum, secus cuptat perisciti beri dem que natus excereptas dis dolores tempedi gnimporem architas vernate dolum nulparum quibus enda duciet es ex et parcient omnimus



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– Deerist Blüpinkie

Concerto 4 September 2015

BBC's Sherlock to get Own Prom – Radio Times



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est, volut et, quam is es qui asapicita eribust pliatempor seque connis moditas perum, nullo vel is pa apello mi, que solum explam aut landa que nos sunt rem nis moluptam, to quaessim doluptis dolestorpore vent as remodion nus. Qui blam, torpore perupti onestiat eatessi occust evellorepe eos mos et rentiosaped qui alic to temperu ptatem explaborrunt pro tem laborit quibeaque quodiatiis et lam quodipsapic to et eos dolo dus. Ut quunde incil molorum ium quibus eosa nempe cus.

– Basil Raphael Bone



ABOVE View of BBC Broadcasting House in London. **Photo** bbc.co.uk
LEFT Benedict Cumberbatch in character on the set of Sherlock. **Photo** radiotimes.com
RIGHT Royal Albert Hall hosting the BBC Proms. **Photo** 69drops.com



Magazine Layout

Design a double page magazine spread for each of three different markets: music, finance and surf culture. Design the layout. Choose the magazine name. Using a fixed word count and place holder text, create articles, name them and source images for them. Displayed here is the layout for the music magazine, shown at 80% of actual size.

- Ps
- Id
- Ai
- Ae
- Mu
- C4D



4

I LIKE TO SING!

with Justine Clarke

It's a glorious summer day. Justine is in her backyard eating watermelon, singing and looking for something to do!

From the garden to the library, to the splash and puddles of a summer shower, join Justine Clarke from ABC TV's *Play School* as she weaves a magical story whilst introducing kids to the pleasures of songs and singing.

Surrounded by her friends and accompanied by piano and percussion, each irresistible song from *I Like To Sing*, is brought to life in this delightful theatre show that the littlies will be singing about for months to come!

Commissioned and produced by the Opera House in association with the Australian Broadcasting Corporation.

Piano/Musical Director: Peter Dasent
Percussion: Jeremy Cook
Director: Genevieve Lemon
 3, 4, 10 & 11 February

Tickets \$18	Suitability Ages 2-8	Running Time 40 minutes
Venue The Playhouse		
Times 3 Feb 12:30pm & 2:30pm		
4, 10 & 11 Feb 10:00am, 11:30am & 1:30pm		

5

YUMMY IN MY TUMMY

Stuff yourself full of songs and music about food that's yummy to eat.

A mysterious cook brews up an enormous feast of musical delights from her book of handed-down secret recipes and magic ingredients.

From *Yummy, Yummy, Yummy I've got Love in my Tummy* to Bartok's *The Miraculous Mandarin*, join the Sydney Opera House Babies Proms Orchestra in this scrumptious concert that's bound to make little mouths hungry for more.

27 March-1 April

Tickets \$16/or \$12 for registered childcare groups	Suitability Ages 2-5	Running Time 35 minutes
Venue Utzon Room		
Times 27 Mar-1Apr 10am, 11am & 12noon		

Pages 4 and 5 of *Kids at the House*, 45% of actual size

10

THE GREEN SHEEP

Windmill Performing Arts

Based on Mem Fox and Judy Horacek's book, *Where is the Green Sheep?*

A wild and woolly jaunt through the farmyard

Experience the magic of being inside the book as it jumps from page to stage! This modern-day classic for very young children is transformed into a guided experience of sights, sounds, colours and shapes. Babies and toddlers sit inside the sheep's pen as the artists work around them manipulating the large puppets and images to help the children find the next clue in their quest to locate the missing sheep, all the while tapping into their love of this captivating story.

Using familiarity, colour and suspense, the performers entrance and entertain as they gently stimulate the young minds in this engaging production.

All patrons will be seated on the floor in the sheep's pen. Feel free to bring along your favourite pillow for extra comfort!

Director: Kate Fowler
Literary advisor: Mem Fox
 22 August-1 September

Tickets \$20/or \$15 for registered childcare groups	Suitability Ages 1-4	Running Time 35 minutes
Venue Utzon Room		
Times 22-26 Aug, 28 Aug-1 Sep 10am, 11:30am & 1pm		

11

RABBIT

Buzz Dance Theatre

Are you Alice enough?

Inspired by the well-loved nonsense of Lewis Carroll's *Alice's Adventures in Wonderland*, *RABBIT* is a dance theatre production that takes children through the looking glass to discover the journey of an "Alice-wannabe" who turns up in a forest to an audition for Wonderland. Using everyday objects produced from a haphazard collection of suitcases, the characters from this famous story come alive through a maze of contradiction, curiosity and just plain nuttiness!

Harnessing fragments of Alice's story as catalysts for imagination, creativity and nostalgia, Alice's ride through this DIY Wonderland encompasses storytelling, dance, physical theatre, an original score and Victorian-inspired costumes to create a place where fairy tale meets reality TV.

Concept and Direction: Felicity Bott
Composers: Melanie Robinson & Michael O'Brien
 9-20 October

...packed with silly gags, funny rhymes and catchy refrains

THE WEST AUSTRALIAN

Tickets \$24/ Groups \$21 each for 4 or more/ \$17 each for registered childcare groups	Suitability Ages 4 and over	Running Time 50 minutes
Venue The Playhouse		
Times 9-20 Oct 10am & 1pm		

Pages 10 and 11 of *Kids at the House*, 45% of actual size

Kids at the House

Given a text only file, create an attractive brochure with foldout 'ticket order form' coupon.

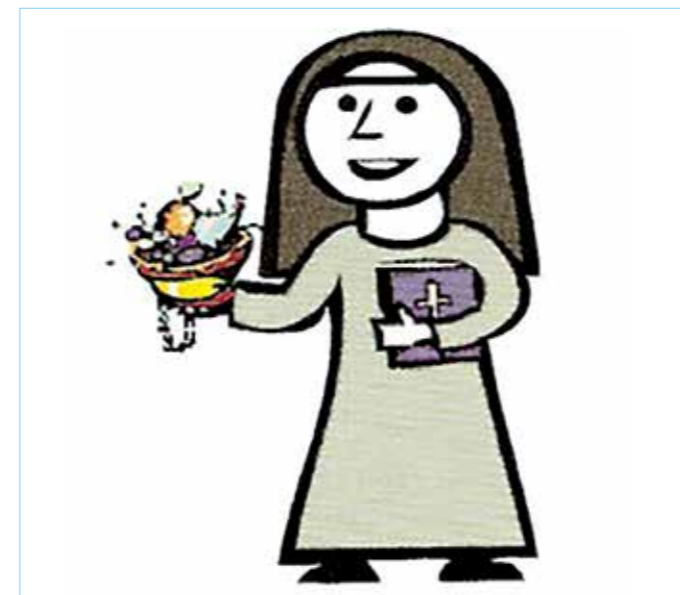
Decorate brochure with original images produced in Adobe Illustrator. Find and fix any spelling and grammar errors.

The brochure required a front and back cover, contents page, introduction page, four individual pages about the performances, and the front and back of the coupon.

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C4D



Mob1 – Mobile Broadband Provider Logo



Mary Mac's Place – St Mary of the Cross MacKillop
Original Clipart Logo



Mary Mac's Place – St Mary of the Cross MacKillop
Image Logo



Chez Possum – Bakery and Café Logo



CrankCase – Product Logo



ZiP – Spray Bottle Logo

Logos

Here is a selection of my logo work. The ones on the left were prepared according to TAFE project briefs.

The others were prepared according to client briefs.

The CBHunCC logo had to be suitable for use on Twitter.

The Crankcase logo had to be suitable for embroidery and embossing.

The Mary Mac's Place logo had to be an improvement upon the original clipart composite.



CBHunCC – Childrens Book Writers and Illustrators
of the Hunter and Central Coast Logo

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Frame 1
Screen Australia, Ever Present



Frame 2
Hugh Grant, Back Facing



Frame 3
Hugh Grant, Eye Wide Awake



Frame 4
Cate Blanchett, On Air



Frame 5
Peter Cushing, More than Plonk?



Frame 5
Jeremy Brett, In Pursuit



Frame 6
1929 Bentley, Still Roaring



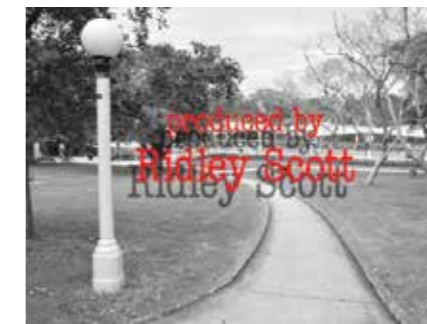
Frame 7
Vincent Cavanagh, Plots to Order



Frame 8
Rachel Talalay, Firmly Direct



Frame 9
Louis Irving, Sights so Grim



Frame 10
Ridley Scott, On this Planet



Frame 11
Locked Up



Frame 12
Lights On



Frame 13
Spoke Too Soon



Frame 14
Know a Good Dry Cleaner?

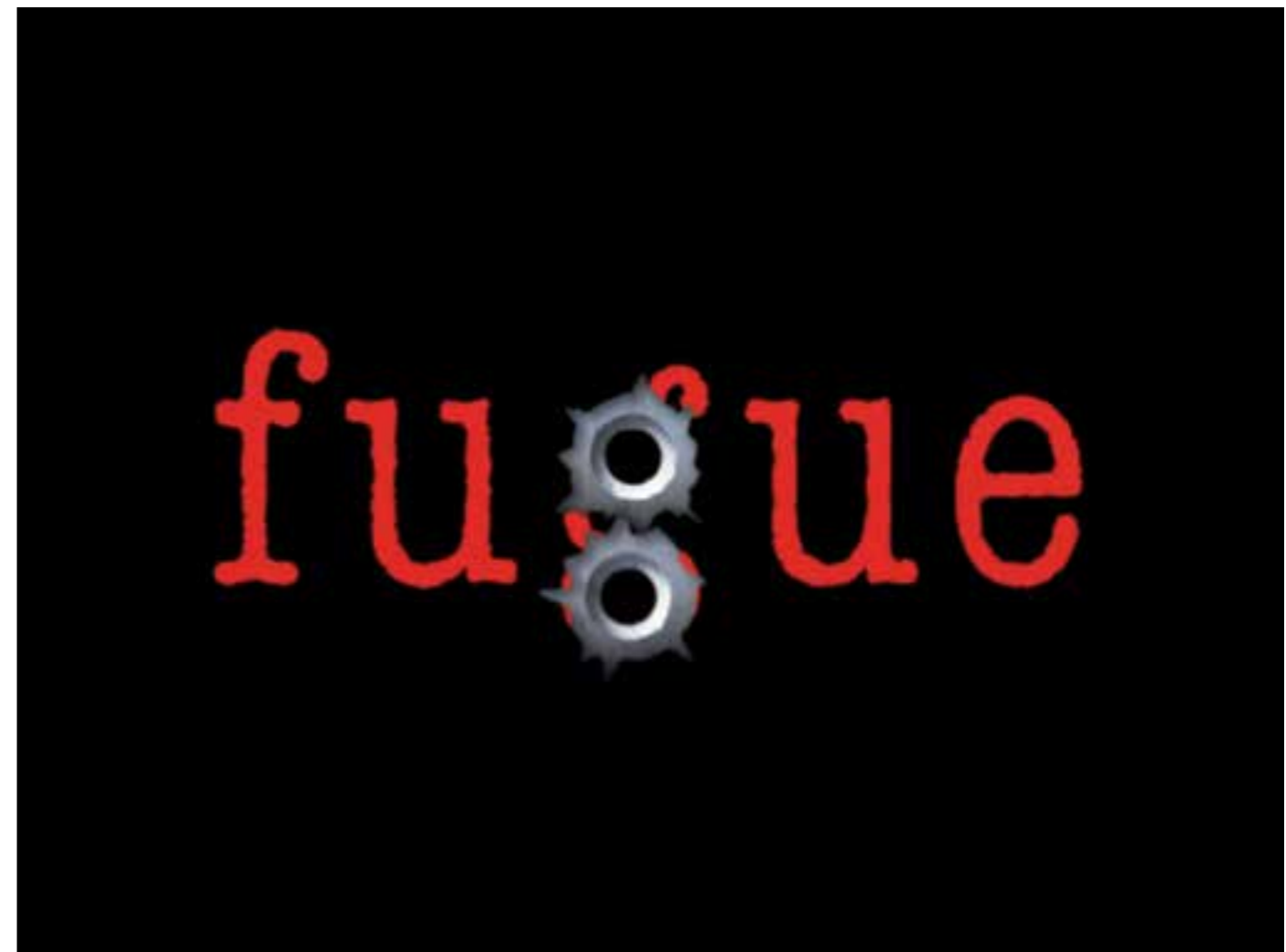
Fugue

Create a 30-60 second 25 fps introductory sequence for a psychological thriller/mystery TV series called 'Fugue'.

Acquire your own audio and visual assets. Prepare a timeline, storyboard and asset list.

Assemble your sequence using After Effects.

The main character emerges from a fugue state after disappearing for exactly one year.



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SWETZ Tropical Boost Label Wrapper



SWETZ Tropical Boost Label Wrapper



SWETZ Tropical Boost Label Wrapper

WHEN YOU'RE OUT OF BREATH ... ASK FOR

SWETZ



At Swetz we know you won't come back unless your thirst is slaked and the taste is great.

We know you want an easy to grip sports drink which is simple to open and that won't drip down your chin.

another great product from

R:SO
Rehydration Solutions
for all your hydration needs

Swetz

Design three logos for Swetz showing influence from three movements in design history.

The final logo was influenced by the Swiss Style. Research the sports drink market.

Find a niche for your sports drink. Create packaging labels, a tagline, an ethical and strategic

marketing pitch and a full page magazine ad. Labels shown at 80% of actual size.

Ps Tiger Express Christmas Card

Id Size to fit DL envelope 210mm x 105mm. Purpose: To send to overseas clients.

Ai Front cover : Based on the 'Shooting Through The Outback' picture.

Ae Hand rendered. Black and Orange colours. Lots of tigers on board the Express.

Ae Lots of Australian animals as the express rushes past.

Mu Chief tiger/driver, might have a nod to Christmas through a Santa cap.

Mu Rest of the tigers waving little flags inscribed with the services the Tiger Group provides.

C4D



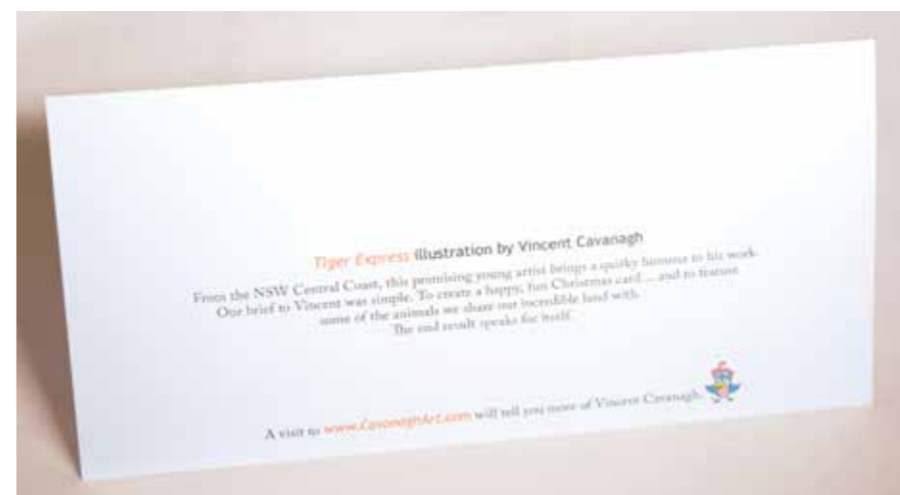
Tiger Express, Pencil Sketch



Tiger Express, Colour Pencil Test



Tiger Express, Final Ink



Tiger Express Christmas Card, Back



Tiger Express Christmas Card, Interior

Ps

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C4D

SniffEEz® PLUS

NON-DROWSY
30 tablets
180mg

PHARMACY MEDICINE ONLY
KEEP OUT OF REACH OF CHILDREN

SniffEEz® PLUS

NON-DROWSY
30 tablets


Once-a-day For the Relief of Hayfever Allergy or Itchy Skin Rash/Hives

 Each tablet contains
180mg FEXOFENADINE HYDROCHLORIDE AUST R 63338

SniffEEz® PLUS

NON-DROWSY
30 tablets
180mg

SniffEEz® PLUS  Made in Australia **Once-a-day** **Store below 25°C**

<p>DIRECTIONS FOR USE Take one tablet daily when required. Consumer medicine information is available from your Pharmacist, online at au.gsk.com or phone 1800 028 533</p>  <p>9 320159 010387</p>	<p>Relief for the symptoms of Hayfever, Itchy Skin Rash/Hives (Urticaria)</p> <ul style="list-style-type: none">  Swelling related to allergy  Itchy skin rash  Swelling related to hives  Itch caused by hives 	<p>Relief of the symptoms of Hayfever allergies</p> <ul style="list-style-type: none">  Sneezing  Itchy throat  Itchy and runny nose  Itchy & watery eyes 	<p>Adults & Children over 12 years</p>
	<p>Distributed by GlaxoSmithKline Pharmaceuticals Ltd 54 Sinus Drive Hornsby NSW 2077</p>		<p> Recyclable Carton Board</p>

SniffEEz

Research the anti-histamine market and the regulations for medicinal packaging.

Given the text, prepare packaging for three market segments, full strength, lighter strength and kids.

With the packaging to include a special finish and a die-cut shape.

Create a logo, tagline and magazine advertisements suitable for full page and half page health magazines.

SniffEEz

Helping You Get on with Life



If hayfever or skin rashes make you miserable try *SniffEEz* for non-drowsy symptom relief.

It won't help everyone, but it could help you.


Take the One Hour Test.



That's how long it should take for your watery eyes, runny nose and itchy throat to go away without fogging your mind.

Available from all leading pharmacies in three convenient strengths.



 au.gsk.com 1800 028 533
54 Sinus Drive, Hornsby NSW 2077

Vertical Half Page Ad, 85% actual size

Ps

Top Gear Infographic

Id

Choose your own subject matter, research it and create an infographic from that research.

Ai

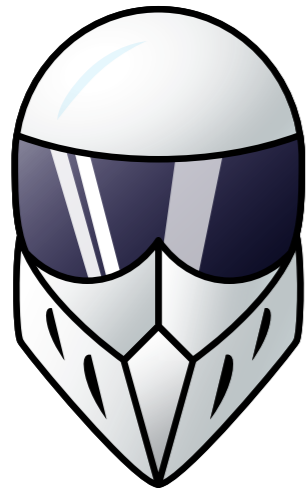
The layout option I chose was a magazine page.

Ae

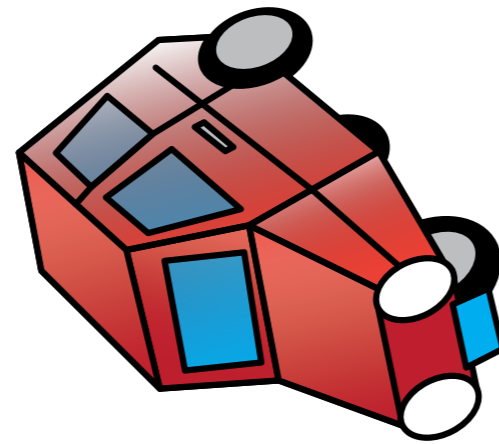
Some of the artwork below did not get into the final infographic.

Mu

C4D



Stig Helmet



Series 15, Episode 1:
Reliant Robin Rollovers



Top Gear Logo: reproduced from scratch



Series 13, Episode 4:
British Bulldogs with Tanks



The Top Gear Trio (2002 - 15)



Fastest Stars in Reasonably Priced Cars

Star	Time	Reasonably Priced Car	Series	Episode
Matt LeBlanc	1:42.1	Kia Cee'd	18	2
Olly Murs	1:44.6	Vauxhall (Holden) Astra	22	5
Jay Kay	1:45.83	Chevrolet Lacetti	11	6
Ellen MacArthur	1:46.7	Suzuki Liana	7	4

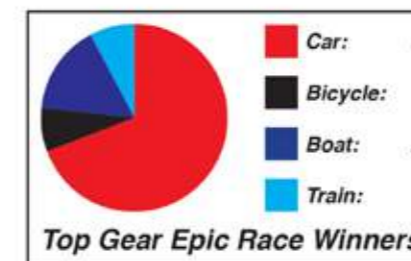


Fastest Power Laps Top 3

Car	Time
Pagani Huayra	1:13.8
BAC Mono	1:14.3
Ariel Atom 500 V8	1:15.1



'Some say ...'
Clarkson first used
this catchphrase
in Series 6



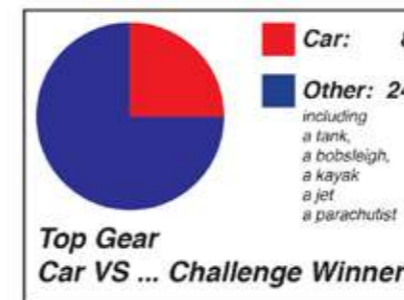
Fastest F1 Stars

F1 Driver	Time	Series	Episode
Daniel Ricciardo	1:42.2	22	3
Lewis Hamilton	1:42.9	19	4
Mark Webber	1:43.1	20	6



Top Gear (Epic) Races

Name	Series	Episode	Distance	Winner	Mode of Transport
Longest Race: Mercedes-Benz SLR McLaren vs. Cruise Ferry	6	6	1320 miles	Clarkson	Car
Shortest Race: London Race	10	5	17 miles	Hammond	Hybrid Bicycle



Top Gear Most Viewed Series (UK Average)

Series 9	7.45 Million
Series 12	7.32 Million
Series 13	7.17 Million
Series 10	7.00 Million
Series 21	6.49 Million



Jeremy Clarkson	
Birth Date	11 Apr 1960
Birth County	Yorkshire
Height	1.96 m / 6ft 5in
Nickname	Jezza / Orangutan
1st Real Job	Travelling Salesman



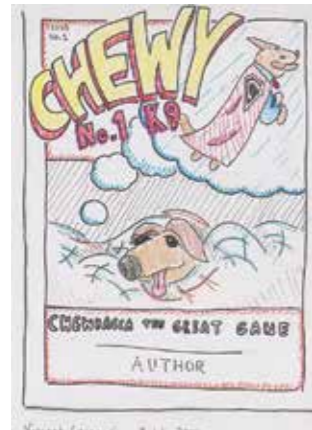
Richard Hammond	
Birth Date	19 Dec 1969
Birth County	West Midlands
Height	1.70 m / 5ft 7in
Nickname	Hamster
1st Real Job	In Radio



James May	
Birth Date	16 Jan 1963*
Birth County	Bristol
Height	1.82 m / 5ft 11 7/8in
Nickname	Captain Slow
1st Real Job	Administration

*Some suspect that it is actually 1940

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- C4D



Chewy No.1 K9
Book Cover Design



Chewy No.1 Woof-ion
Colouring-in Image



Chewy and Jacqueline LaFrance
at Book Launch
(Image from Chewy's Blog)



Chewy in Space
Poster for Book Launch

Chewy No.1 K9

Over lunch a writer friend talked about the kind of book cover she wanted for 'Chewy No.1 K9'.

Intrigued, I did a rough sketch to help her develop those ideas.

A few weeks later she paid me to create a book cover along those lines, using photographs of Chewy that she provided.

The book was launched at a stall at the Kurri Kurri Community Festival on 24 October, which featured an outdoor screening of Despicable Me 2, and promotional images were needed.

The first image was of Chewy on a launching rocket, for which the author produced a draft idea for me to work with.

The second image was of Chewy as a minion (or woof-ion), and required a colour version and one suitable as a giveaway colouring-in page.

Again the author produced a first draft.

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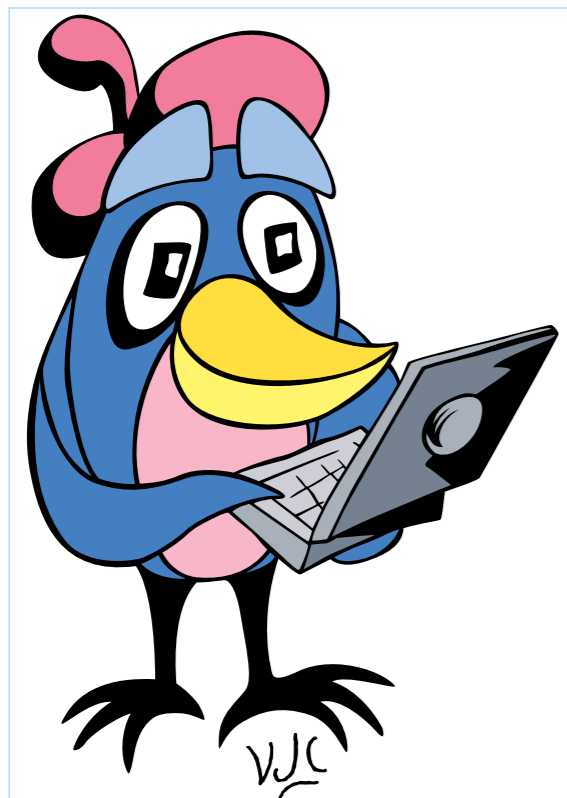
C4D



Artist/ Illustrator



Creative Writer



Graphic Design



Cards & Calendars



Blue Bird: Character Development

From what I have learned about children's book illustration, it is important to be able to show the same character doing different things and with a range of expressions.

This character started out as image that reoccurred in some of my drawings.

I then developed that character in ink & watercolour to use in logos for my websites.

Recently I added a few more to the series, and reworked them all into vector images.

Ps

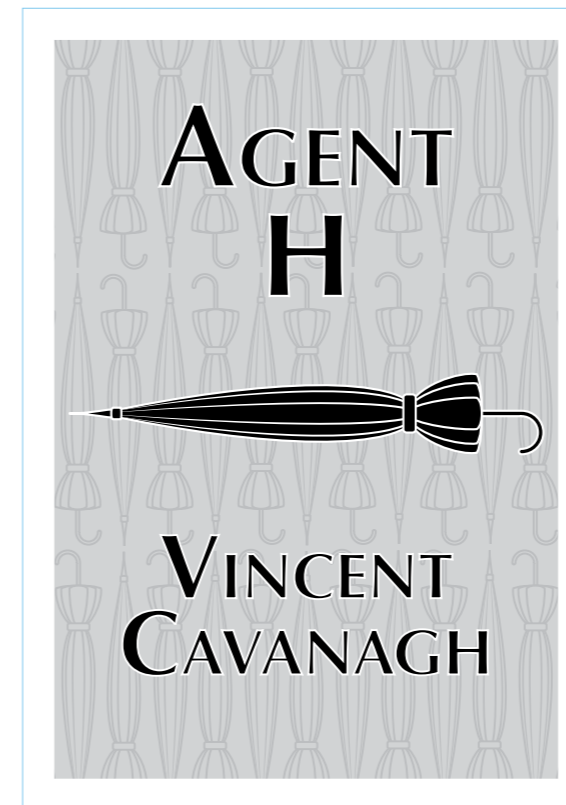
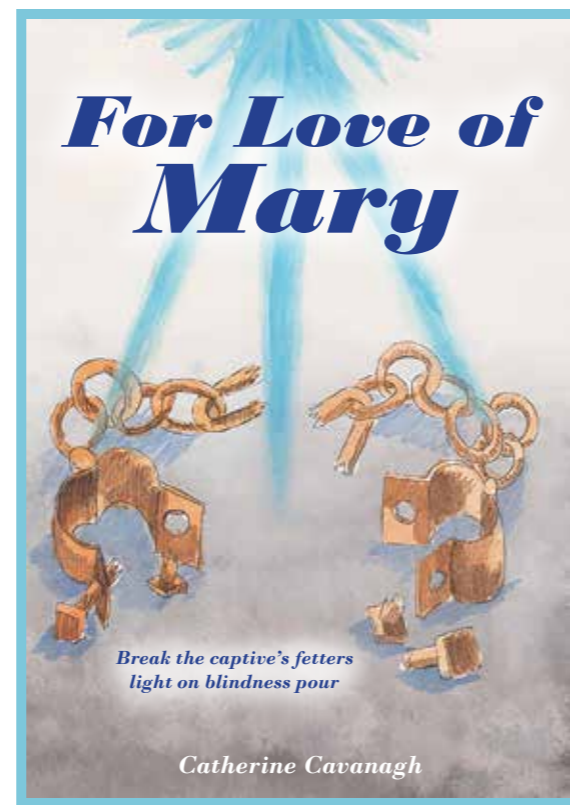
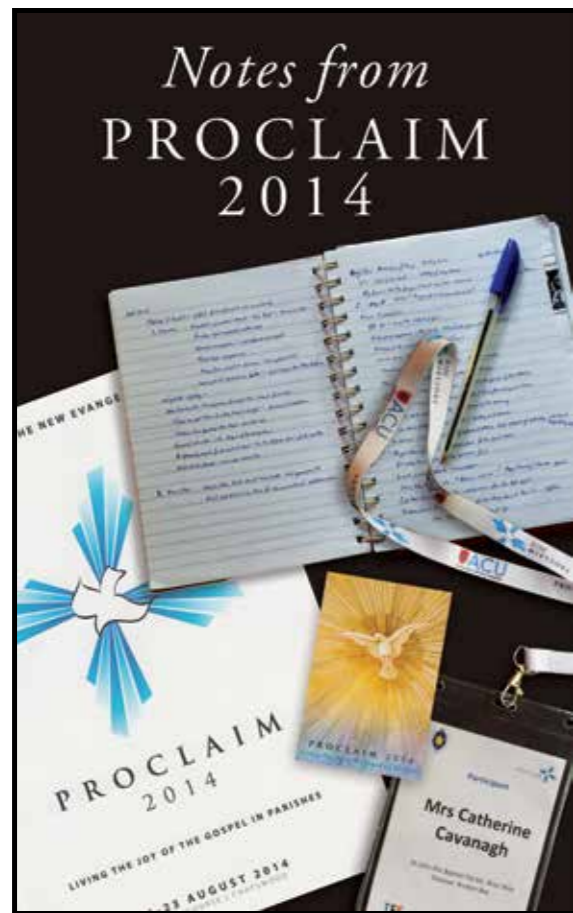
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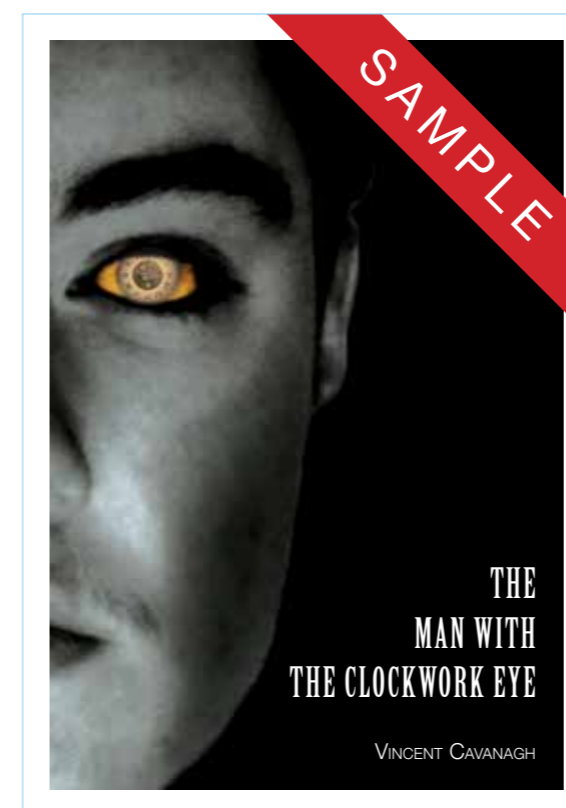
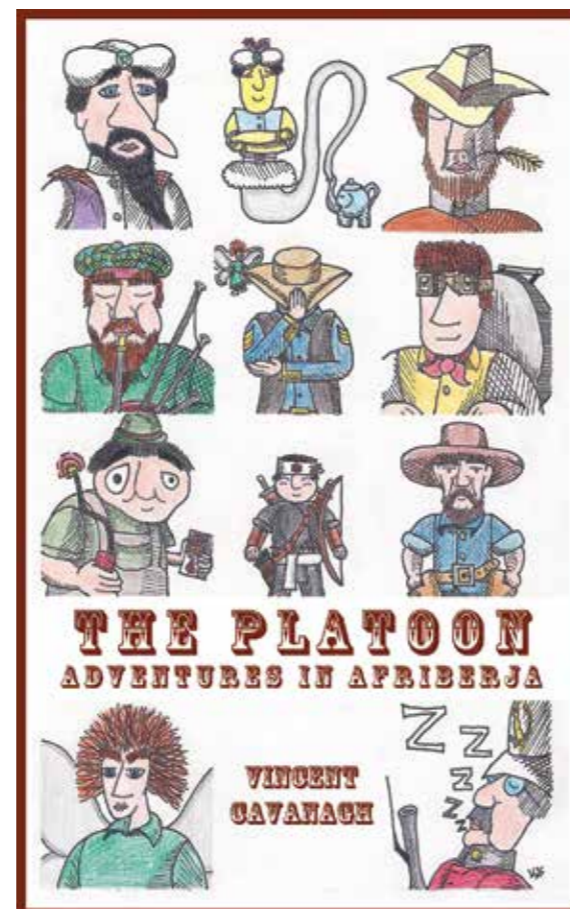


Book Covers

Three of these book covers were prepared according to briefs given by Catherine Cavanagh, and are already being used to sell e-books via Amazon.

The cover for 'The Platoon – Adventures in Afriberja' was used as part of an entry to the CYA Conference competition for my 55,000 word illustrated middle grade novel, which I hope to self-publish in 2016.

The other two covers I did just for fun while exploring new story ideas.



Ps

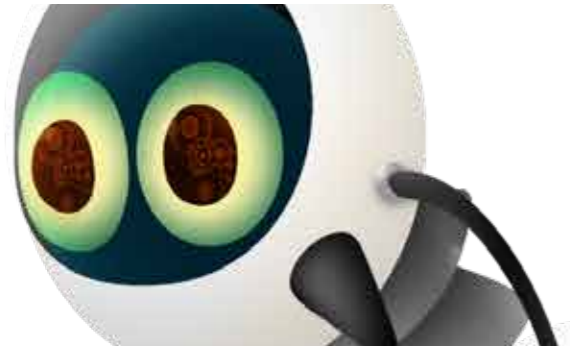
Id

Ai

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Mu

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3D Promotional Poster - Star Wars™

The Star Wars game franchise requires a new female fighter pilot and spacecraft.

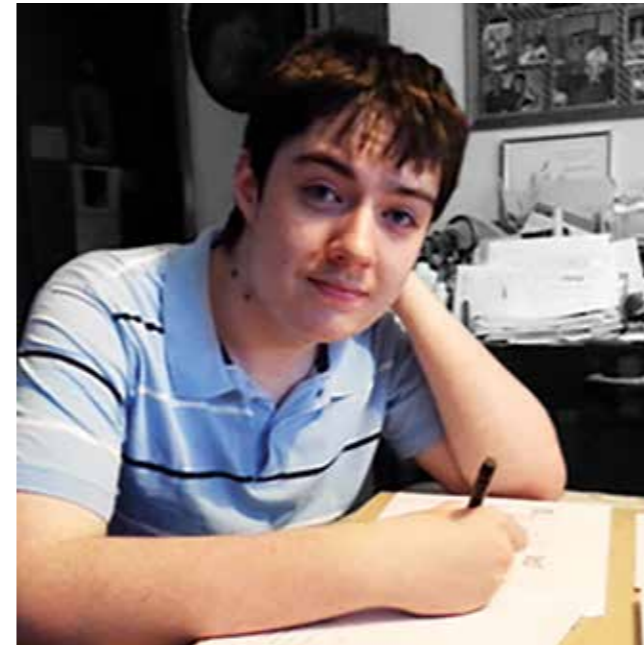
Prepare your spacecraft using Cinema4D demonstrating a range of techniques and textures.

Use any software you like to render the female pilot.

Assemble both elements into an A4 landscape promotional print.



Complex Vector Image



Thank you for taking the time to look through my portfolio.

My TAFE studies are finishing, and an unknown future is beckoning.

Whatever happens, it is sure to be an interesting ride - if the last four years of creative development are anything to go by.

If you would like to find out what happens....

- Drop in on my main website www.CavanaghArt.com and read through the news column
- Visit the blog page at www.CavanaghArtDiary.weebly.com to see some of my creative process in action
- View some mini portfolios of my work via LinkedIn au.linkedin.com/in/vincentcavanagh/
- Sign up for my 8 times a year email newsletter by sending your name and email address to cavanaghcreative@gmail.com

And if my style and process suits a creative project you have in mind, don't hesitate to get in touch with me.

Vincent Cavanagh

www.CavanaghArt.com

Lines that Live