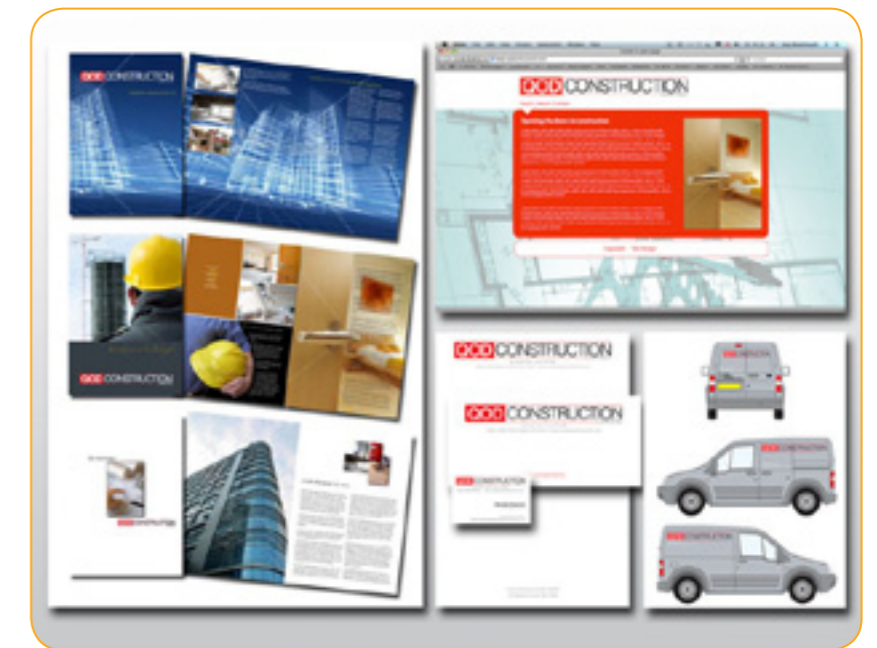
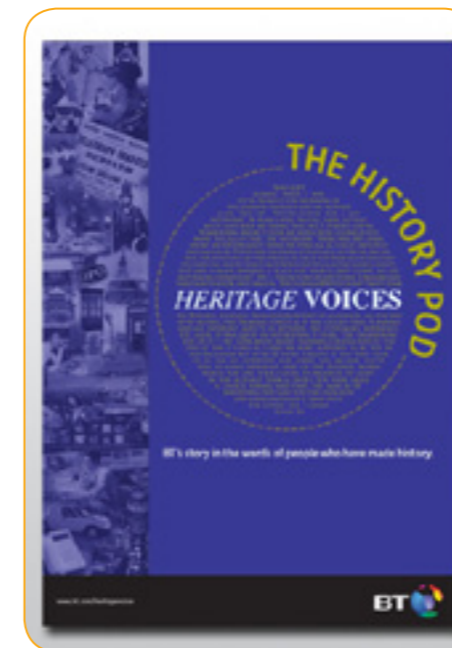


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P O R T F O L I O

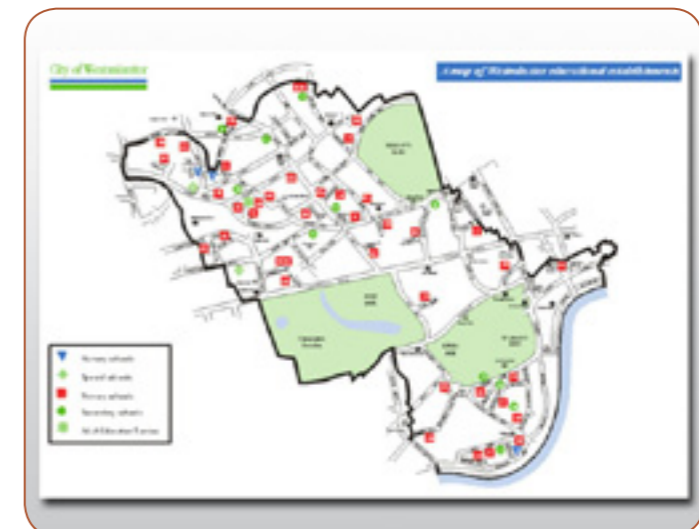
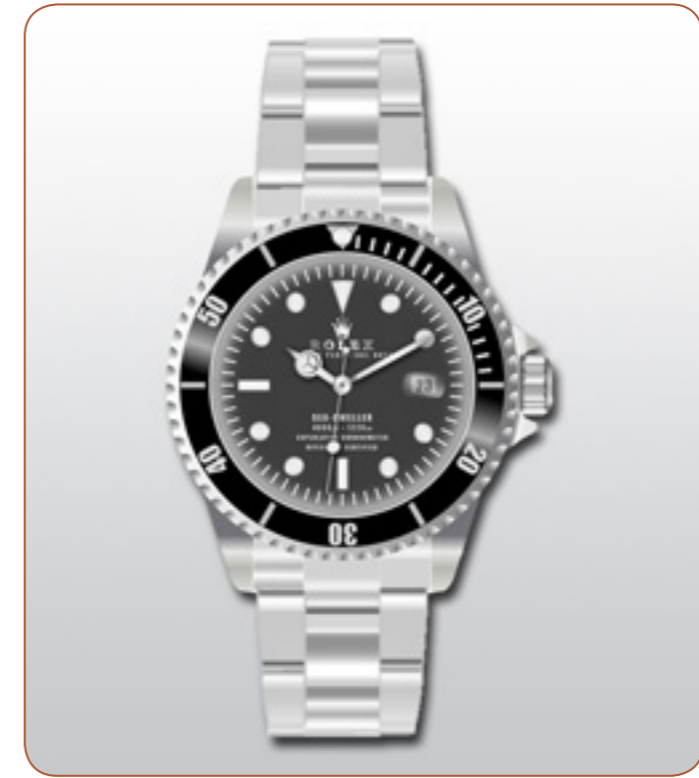
# GRAPHIC DESIGN

The core of a designer's job is to present information in a way that is both accessible and memorable. Sometimes applying the simplest techniques with typography, illustration and photography can create the most lasting impression. Using the usual tools of the trade — InDesign, Photoshop and Illustrator — with an elegant and professional technique, the pleasure of leafing through a well crafted brochure printed on fine stock can stimulate all the senses more than heavily stylised content. I often advise clients to write their copy, go back and edit it then cut it in half. Then they get their message across in half the time.



# ILLUSTRATION

With a pen, a pencil, a brush or a knife, artists have invited audiences into their worlds for centuries. Now with the digital paintbox, stylus and tablet new variations can take on a realism that makes the audience question the origins of the image. Scalable vector art can be a blessing when suddenly your creation needs to fill the side of a building.





# PHOTOGRAPHY

Since the first decades of the nineteenth century photography has earned its place in art and communication. Through the lens of a camera a message can be conveyed with no need for a narrative. The same scene can be shown in many ways, like a storyteller recounting his tale in different languages, the translation can vary tremendously to astound the viewer as if it is the first time they have ever seen it.



# ELECTRONIC

Designing for Electronic Media is a necessity today for any designer. Even if designing for print chances are that it will appear in an electronic format at some point. Interactive PDFs, Presentations, Web and Email give the interactive element to an otherwise fixed design, obvious or subtle. The Internet is an incredible tool for communication but the lack of complete control over how your message will appear can be frustrating. Varying colour calibration, browser size and display zooming need to be taken into account during the concept of the original design. Some design elements have to be sacrificed but the other options reserved for interactive design allow whole new capabilities for communication.



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