

CASE STUDY



Client: The Kick & Push Festival

Role: Creative Director, Designer, Production

Skills: Creative Thinking, Problem Solving, Time Management, Cinema 4D, Graphic Design, Illustrator, Photoshop



Project: **Event Poster**

Goals: Promote 'The Kick & Push' Festival's 4th Season to a wider audience within Kingston's community

Strategy: - Analyze alternative theatre as well as former advertising
- Meet client's budget and timeline

Objectives: - Provide 'The Kick & Push' Festival's 4th Season poster

Tactics: - Create various concepts
- Establish strong graphics to maximize visual impact

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PHASE 1

Research and concepts



PHASE 2

Concept development

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PHASE 3

3D digital artwork development and implementation



PHASE 4

Final poster and ticket design