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

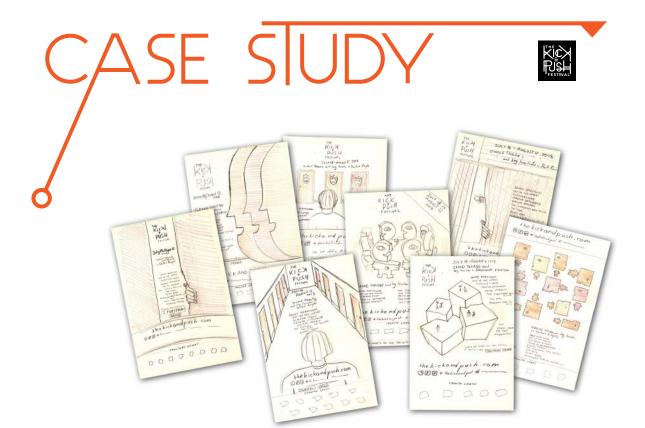
Strategy: - Analyze alternative theatre as well as former advertising

- 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



PHASE 1
Research and concepts



Concept development







PHASE 3

3D digital artwork development and implementation



PHASE 4

Final poster and ticket design