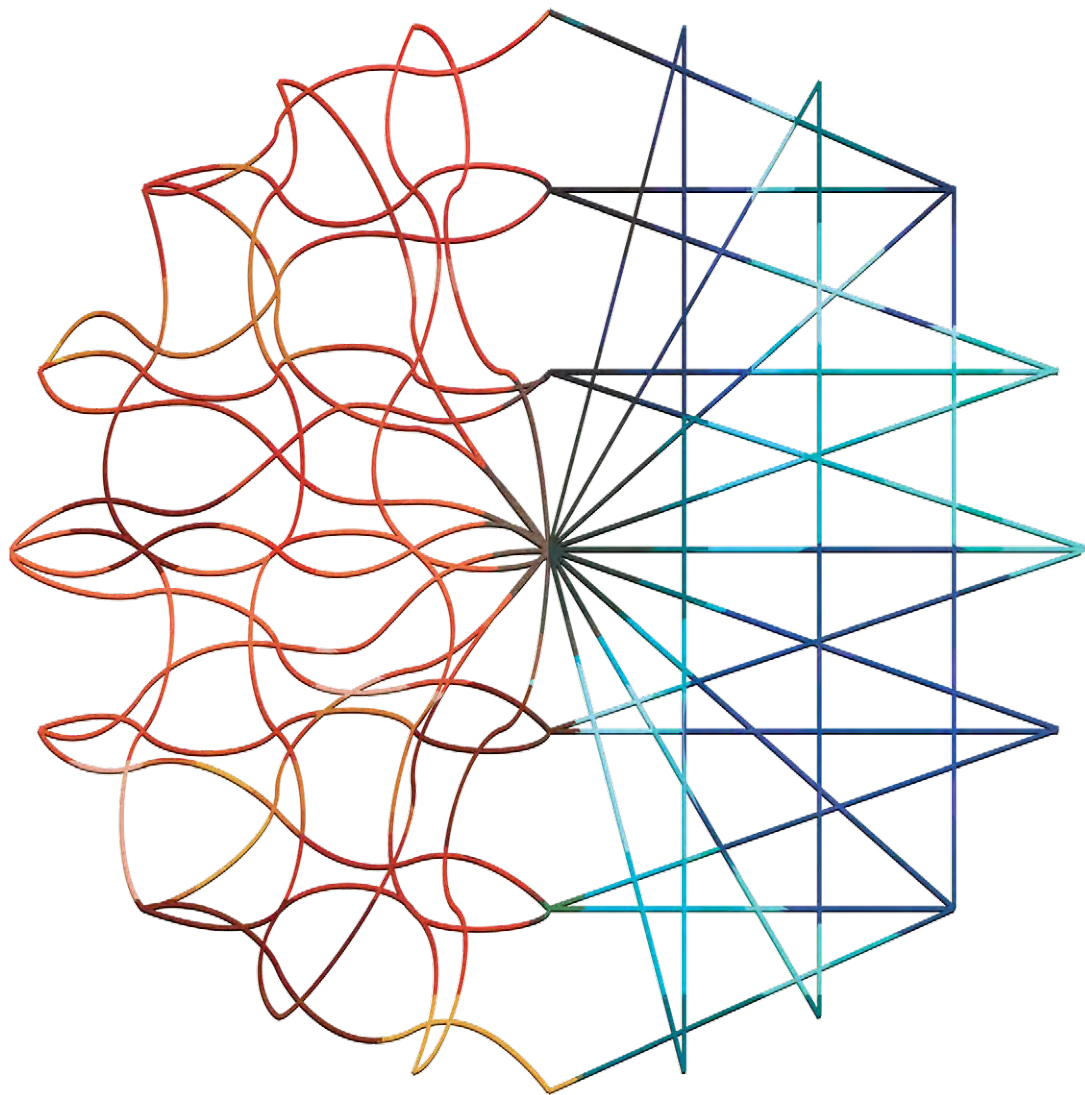




TRISHA

DESIGN & PHOTOGRAPHY

BRAND PROMOTIONS

EPSON MEDIA BUNDLE PROMOTION



BRIEF: Design a flyer, toblorone and a wobblor for promoting L850 photo printer.

CONCEPT: Classy, photography and glossy/shiny.

DESIGN: The font used was Helevitica and different shades of blue were applied because it falls under the EPSON brand. The light raise behind the printer represents a new and incredible printer which comes with a DVD rom and the glossy paper. The photos represents the quality print of the photo printer.

BROCHURES

TIGERFISHINGZAMBEZI 2016 BROCHURE



BRIEF: Design a brochure which includes certain packages and add a map in the middle.

CONCEPT: Adventure, fishing and grudge.

DESIGN: The Tiger Fishing Zambezi brochure starts with beautiful big tiger fish caught by the clients. The inside of the map is the map of the Zambezi River where most of the fishing happens and the back is the special packages. The colours used comes from the website and from the logo. Blue, red and yellow-orange and white as the base colours. The fonts are the TFZ brand identity fonts Decade and Tahoma.

BRAND PROMOTIONS

WINNING TOURISM AND TRANSFERS



BRIEF: Design a brochure and business cards for the Indaba show in Durban.

CONCEPT: Adventure, outdoor and safari.

DESIGN: Winning Travel and Tourism is a safari travel agency and the colours used are from the logo. The fonts Decade, Mistral and Trebuchet describes to be adventurous and simple. The brochure has a simple and easy grid layout. The business cards have a white background to be more professional and responsible.

MAILSHOTS:

TESCOM PRODUCT ADVERT



BRIEF: Design a mailshot promoting products that are in stock.

CONCEPT: Power, electricity and darkness.

DESIGN: The advert is based on Tescom colour which is blue, orange, white and green. The fonts used are Gandhi-Sans and Myriad-Pro, fonts that represents to be professional and also powerful. The backgrounds are always blue and to do with electricity and power (what the products do).

BROCHURES

VIC FALLS ANYTIME BROCHURE



BRIEF: Design a brochure which includes about.

CONCEPT: Vic falls, light and beautiful.

DESIGN: The Vic falls Anytime brochure is about advertising Victoria Falls and the different activities that you can do at the Victoria Falls. The main focus is Victoria Falls and that is the reason I used it as a background. The colours used are from the main logo and website and the font Gabrielle for the heading shows a beautiful flow like the water flows off the rocks and the standard font Arial is for legibility.

MAILSHOTS:

EPSON OFFICE OPENING INVITES



BRIEF: Design an invite to new office opening in East London, Cape town and Port Elizabeth.

CONCEPT: Beautiful scenery and well known for, blue background and simple.

DESIGN: The invite to new EPSON opening offices in the different cities in South Africa. The design layout is simple and straight to the point. A heading font describes the city the opening will take place. The sub heading Helvetica font is where and when. The image gives you the visual view of the beautiful city and lastly the information needed for the invite. The colours is the EPSON blues and the green circle is part of the EPSON brand.

BANNERS

FISHING BANNERS



BRIEF: Design hanging banners for 3 different fishing lodges/camps and houseboat.

CONCEPT: Fishing, outdoors on water and activity.

DESIGN: The fishing banners all have beautiful logos representing the lodge/houseboat and the colours are taken from the logos. Beautiful, high res images of fishing and lodges, and boats, big so when you walk past the stand you'll see it from a distance and be attracted to it. The fonts used are bold and legible to read, the sizes are perfect for the reader to see from a distance and close by.

PRODUCT PHOTOGRAPHY

EPSON WAKE UP AND SMELL THE COFFEE



BRIEF: EPSON Wake Up and Smell the coffee

CONCEPT: Coffee, Printers and theatre.

DESIGN: Wake Up and Smell the Coffee, the theme was Italian as the prize was to win a trip to Italy and it was the finale event for this promotion. The event was based on promoting EPSON Ink Tank System to resellers. At the event there was ITS printers, a Italian guy playing the accordion and Italian food. The main event was done in the cinema, where a video was showed and presentation.

PRODUCT PHOTOGRAPHY

SNOMASTER PHOTOSHOOT



BRIEF: Photograph the BD-83F 83Lt Under counter Freezer.

CONCEPT: Clean, elegant and shiny.

DESIGN: The photo shoot was done with DSLR camera, spots lights and a white background was used. There was three different views to promote the product and make stand out.

MAILSHOTS:

ITAL ESPRESSO COFFEE MACHINE ADVERT

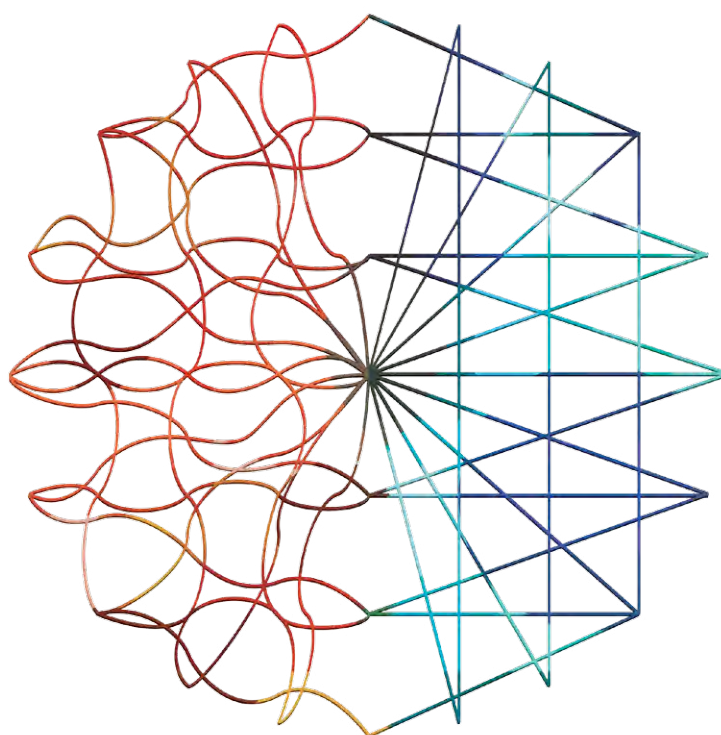


BRIEF: Design an advert/mailshot for a coffee machine special package.

CONCEPT: Italy, coffee beans and rustic.

DESIGN: The advert has a beautiful wood background and coffee beans texture, the products are nice and big on top to show what they are selling with a headline explaining exactly what the advert is all about. Beautiful images of the extra products were chosen with the descriptions and a warranty circle expresses it big and bold.

THANK YOU!



TRISHA
DESIGN & PHOTOGRAPHY

FOR MORE:

