

BRAVE ART

ILLUSTRATION PORTFOLIO

of Gerald Bedeker

INTRODUCTION

The work included in this presentation, is a selection
of illustrations and their application in the respective advertising material.

My speciality is the origination and execution of characters
and caricatures in a variety of media including digital vector illustrations
and traditional artistic media.

Characters and Caricatures

Digital vectors and traditional media



Once Upon a Time

CHILDREN'S FAIRYTALE BOOK ILLUSTRATIONS – Concept Development & Illustration

The author of this collection of stories, published on Amazon early in 2021, was looking for an illustration style that would suit the old world charm of her stories and stimulate the imagination of her young audience. The drawings were done by hand and once scanned, colour was added digitally.

Book Cover



CHILDREN'S FAIRYTALE BOOK ILLUSTRATIONS – Concept Development & Illustration

The author of this collection of stories, published on Amazon early in 2021, was looking for an illustration style that would suit the old world charm of her stories and stimulate the imagination of her young audience. The drawings were done by hand and once scanned, colour was added digitally.



The Lamp Fairy

CHILDREN'S FAIRYTALE BOOK ILLUSTRATIONS – Concept Development & Illustration

The author of this collection of stories, published on Amazon early in 2021, was looking for an illustration style that would suit the old world charm of her stories and stimulate the imagination of her young audience. The drawings were done by hand and once scanned, colour was added digitally.



CHILDREN'S FAIRYTALE BOOK ILLUSTRATIONS – Concept Development & Illustration

The author of this collection of stories, published on Amazon early in 2021, was looking for an illustration style that would suit the old world charm of her stories and stimulate the imagination of her young audience. The drawings were done by hand and once scanned, colour was added digitally.



The Greedy Goblin

CHILDREN'S FAIRYTALE BOOK ILLUSTRATIONS – Concept Development & Illustration

The author of this collection of stories, published on Amazon early in 2021, was looking for an illustration style that would suit the old world charm of her stories and stimulate the imagination of her young audience. The drawings were done by hand and once scanned, colour was added digitally.



CHILDREN'S FAIRYTALE BOOK ILLUSTRATIONS – Concept Development & Illustration

The author of this collection of stories, published on Amazon early in 2021, was looking for an illustration style that would suit the old world charm of her stories and stimulate the imagination of her young audience. The drawings were done by hand and once scanned, colour was added digitally.



Which is nothing
but the place,
where another tale
will begin.

So please do return again
one day,
to Fairyland.

For we all enjoyed
your company
so very, very much!

CHILDREN'S FAIRYTALE BOOK ILLUSTRATIONS – Concept Development & Illustration

The author of this collection of stories, published on Amazon early in 2021, was looking for an illustration style that would suit the old world charm of her stories and stimulate the imagination of her young audience. The drawings were done by hand and once scanned, colour was added digitally.



CHILDREN'S FAIRYTALE BOOK ILLUSTRATIONS – Promotional teaser image illustrated by hand

The author of this collection of stories, published on Amazon early in 2021, was looking for an illustration style that would suit the old world charm of her stories and stimulate the imagination of her young audience. The drawings were done by hand and once scanned, colour was added digitally.



RUFFLES AND FEATHERS BRAND IDENTITY DESIGN – Logo concept development, design & illustration

Brand new startup Ruffles and Feathers is an online advertising agency launched in August 2021 and headed up by a copywriter based in Los Angeles. She wanted her brand to have the charm of old Hollywood, combined with a quirky personality. These qualities are perfectly captured in the 'cartoony' illustration style of the feather in the logo and the sassy female character with her ruffled expression – the agency's mascot who represents the essence of the brand promise.





RUFFLES AND FEATHERS BRAND IDENTITY DESIGN – Character development & illustration

Brand new startup Ruffles and Feathers is an online advertising agency launched in August 2021 and headed up by a copywriter based in Los Angeles. She wanted her brand to have the charm of old Hollywood, combined with a quirky personality. These qualities are perfectly captured in the ‘cartoony’ illustration style of the feather in the logo and the sassy female character with her ruffled expression – the agency’s mascot who represents the essence of the brand promise.

Ruffles
and Feathers
ADVERTISING MARKETING DESIGN



Ruffles
and Feathers
ADVERTISING MARKETING DESIGN



Jacquie Fischer
CREATIVE CONSULTANT
+1 310 414 7280
jacquief@rufflesandfeathers.org

Ruffles
and Feathers
ADVERTISING MARKETING DESIGN

Jacquie Fischer
CREATIVE CONSULTANT
+1 310 414 7280
jacquief@rufflesandfeathers.org



Advertising
& Marketing
Concept: Copywriting: Design



RUFFLES AND FEATHERS BRAND IDENTITY DESIGN – Logo and supporting visuals – application to stationery

Brand new startup Ruffles and Feathers is an online advertising agency launched in August 2021 and headed up by a copywriter based in Los Angeles. She wanted her brand to have the charm of old Hollywood, combined with a quirky personality. These qualities are perfectly captured in the ‘cartoony’ illustration style of the feather in the logo and the sassy female character with her ruffled expression – the agency’s mascot who represents the essence of the brand promise.

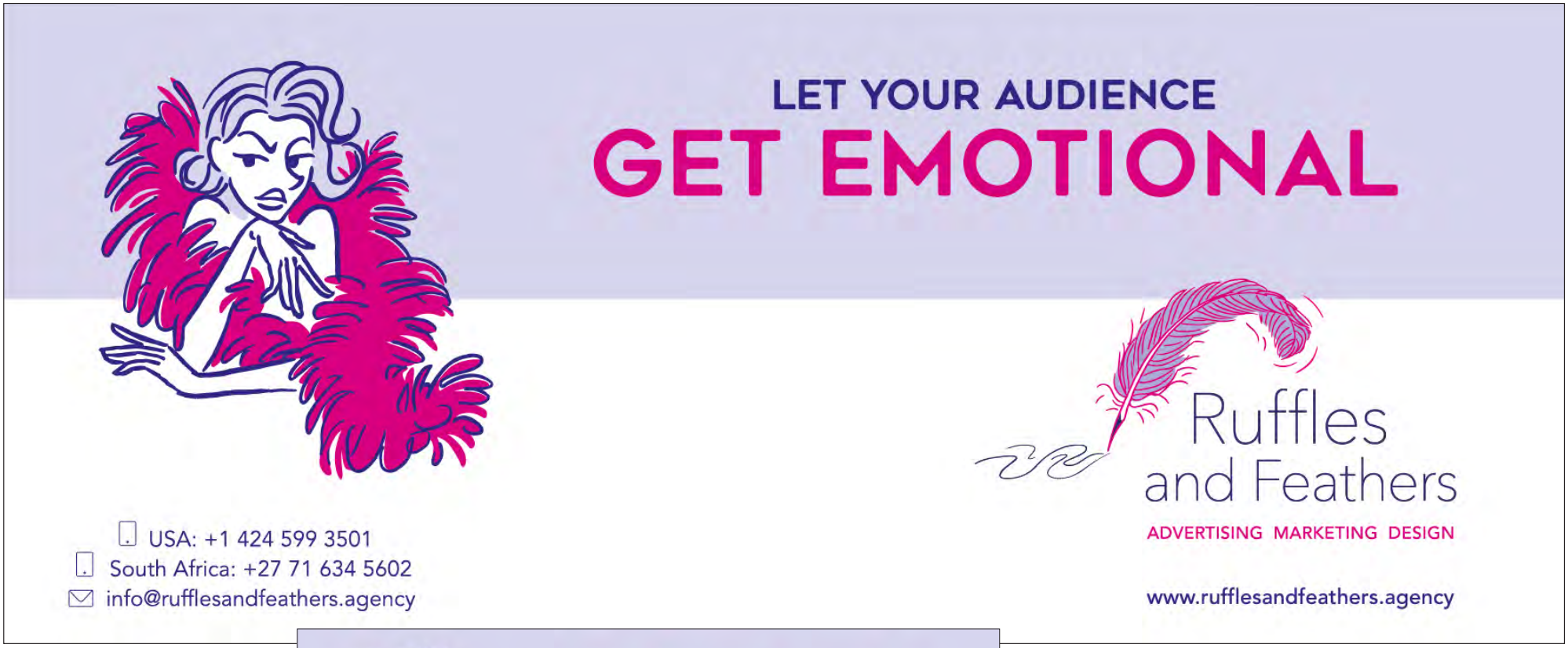






RUFFLES AND FEATHERS BRAND IDENTITY DESIGN – Social media posts

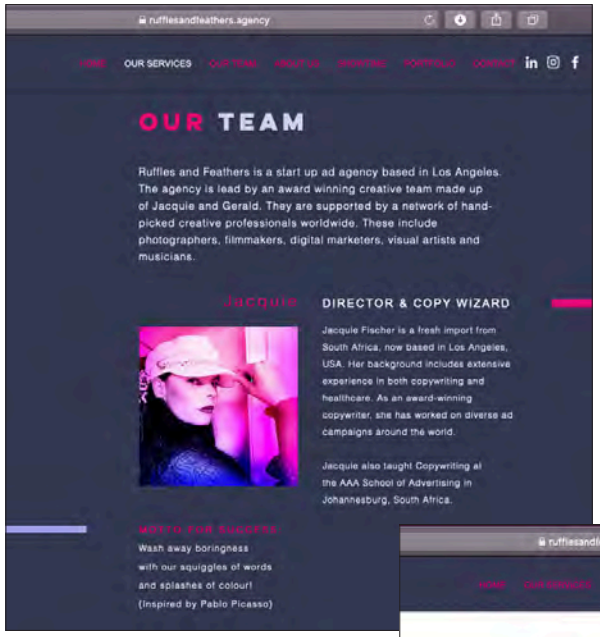
Brand new startup Ruffles and Feathers is an online advertising agency launched in August 2021 and headed up by a copywriter based in Los Angeles. She wanted her brand to have the charm of old Hollywood, combined with a quirky personality. These qualities are perfectly captured in the 'cartoony' illustration style of the feather in the logo and the sassy female character with her ruffled expression – the agency's mascot who represents the essence of the brand promise.

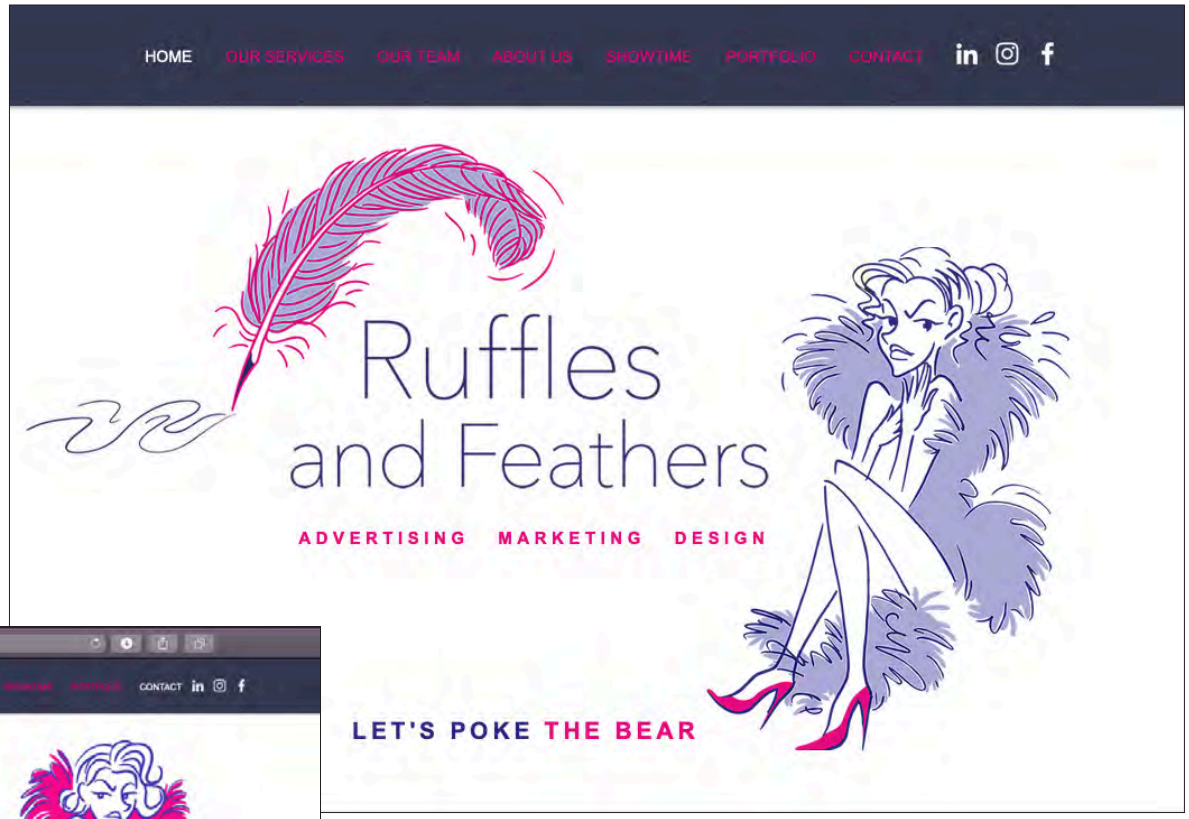


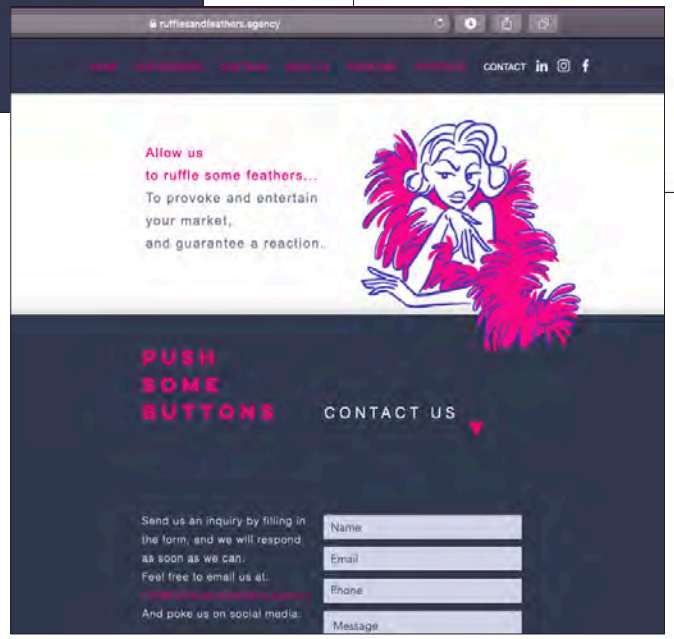


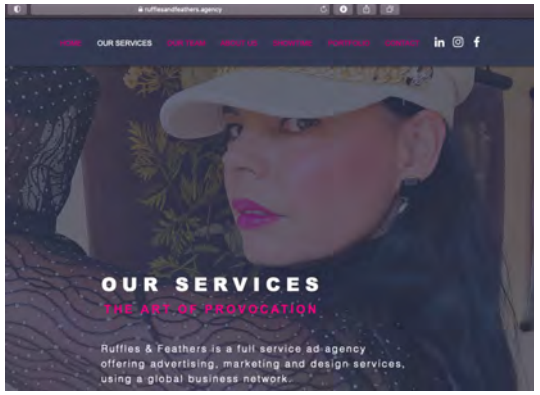
RUFFLES AND FEATHERS BRAND IDENTITY DESIGN – Social media banners

Brand new startup Ruffles and Feathers is an online advertising agency launched in August 2021 and headed up by a copywriter based in Los Angeles. She wanted her brand to have the charm of old Hollywood, combined with a quirky personality. These qualities are perfectly captured in the 'cartoony' illustration style of the feather in the logo and the sassy female character with her ruffled expression – the agency's mascot who represents the essence of the brand promise.



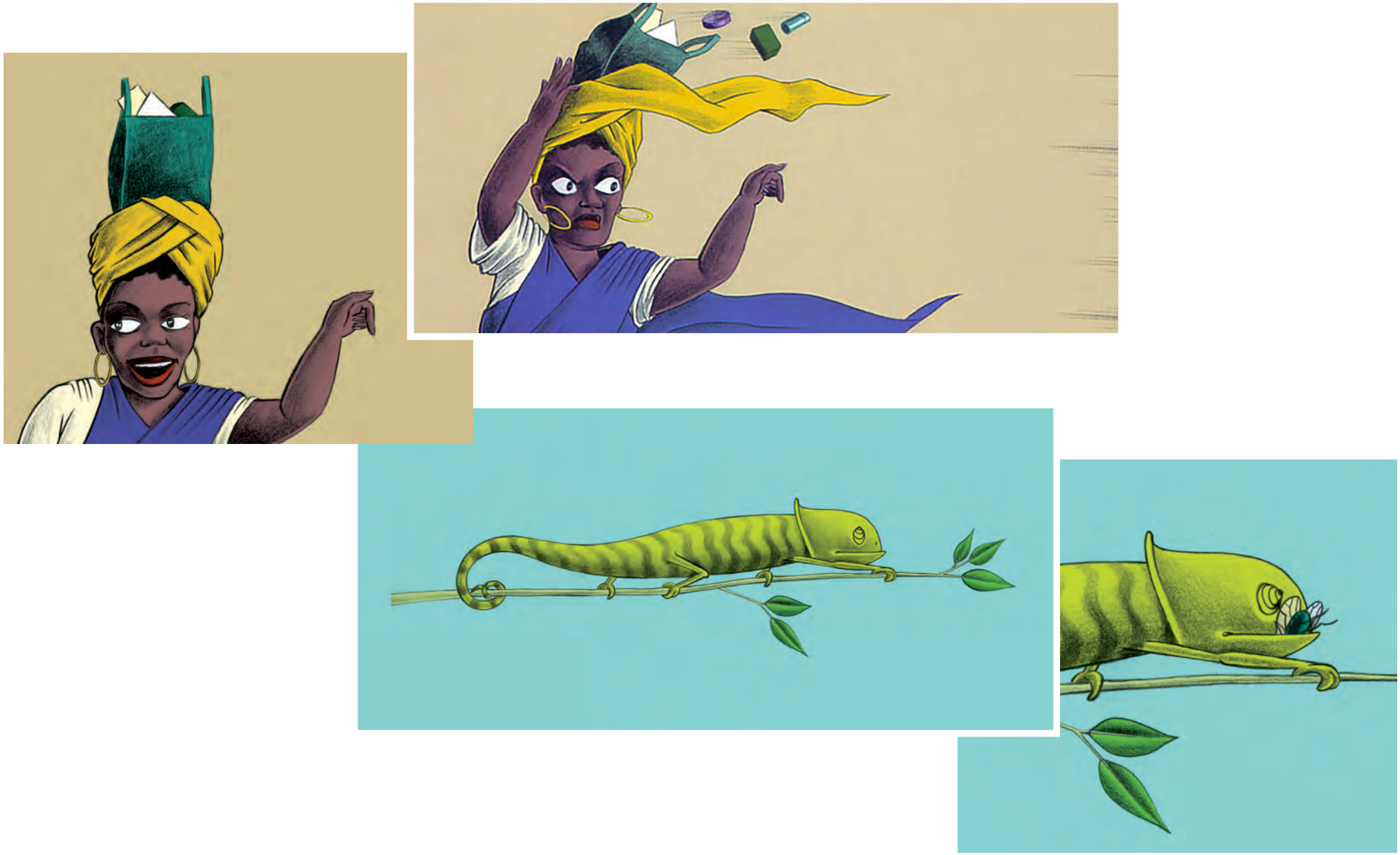






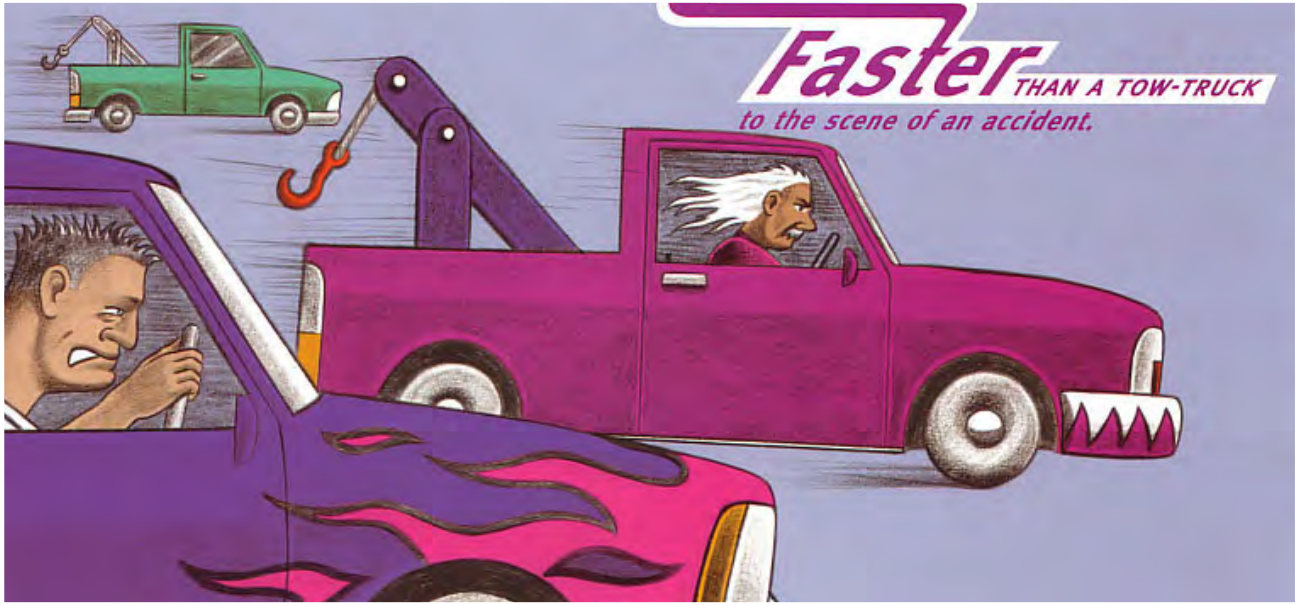
RUFFLES AND FEATHERS BRAND IDENTITY DESIGN – Website design

Brand new startup Ruffles and Feathers is an online advertising agency launched in August 2021 and headed up by a copywriter based in Los Angeles. She wanted her brand to have the charm of old Hollywood, combined with a quirky personality. These qualities are perfectly captured in the 'cartoony' illustration style of the feather in the logo and the sassy female character with her ruffled expression – the agency's mascot who represents the essence of the brand promise.



OKI PRINTERS POST CARD AND EMAIL CAMPAIGN – Hand drawn illustrations with digital colouring

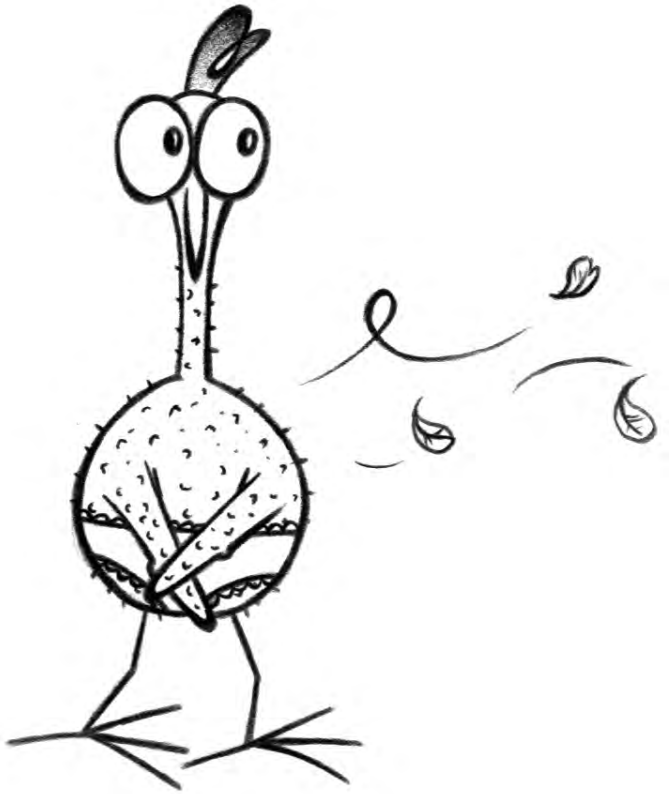
To promote the superior speed of Oki printers, illustrated postcards were distributed by reps to prospective clients.
In addition to the postcards, the campaign included animations of the postcard concepts – the animations were used in emailers to bring to life the single minded promise of high speed quality you can rely on.





OKI PRINTERS POST CARD AND EMAIL CAMPAIGN – Hand drawn illustrations with digital colouring

To promote the superior speed of Oki printers, illustrated postcards were distributed by reps to prospective clients.
In addition to the postcards, the campaign included animations of the postcard concepts – the animations were used in emailers to bring to life the single minded promise of high speed quality you can rely on.



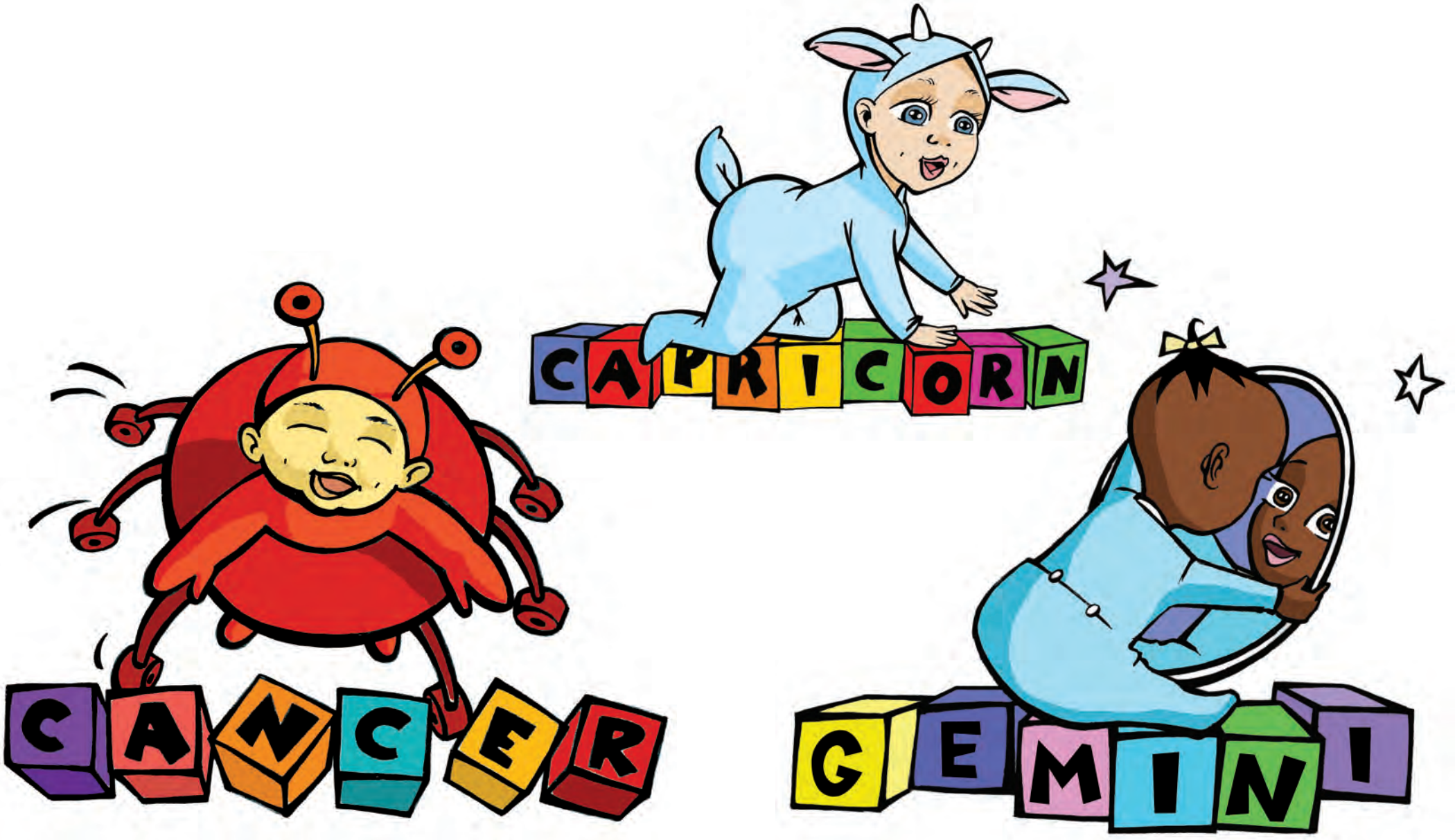
OKI PRINTERS ANIMATIONS – Hand drawn illustrations

Simple characters, like this chicken, were created for use in animations and ‘flip books’



YOUR BABY MAGAZINE BABY STARSIGNS – Hand drawn illustrations with digital colour

These illustrations were commissioned by Your Baby magazine as accompaniment to their fun horoscope page for infants.



YOUR BABY MAGAZINE BABY STARSIGNS – Hand drawn illustrations with digital colour

These illustrations were commissioned by Your Baby magazine as accompaniment to their fun horoscope page for infants.





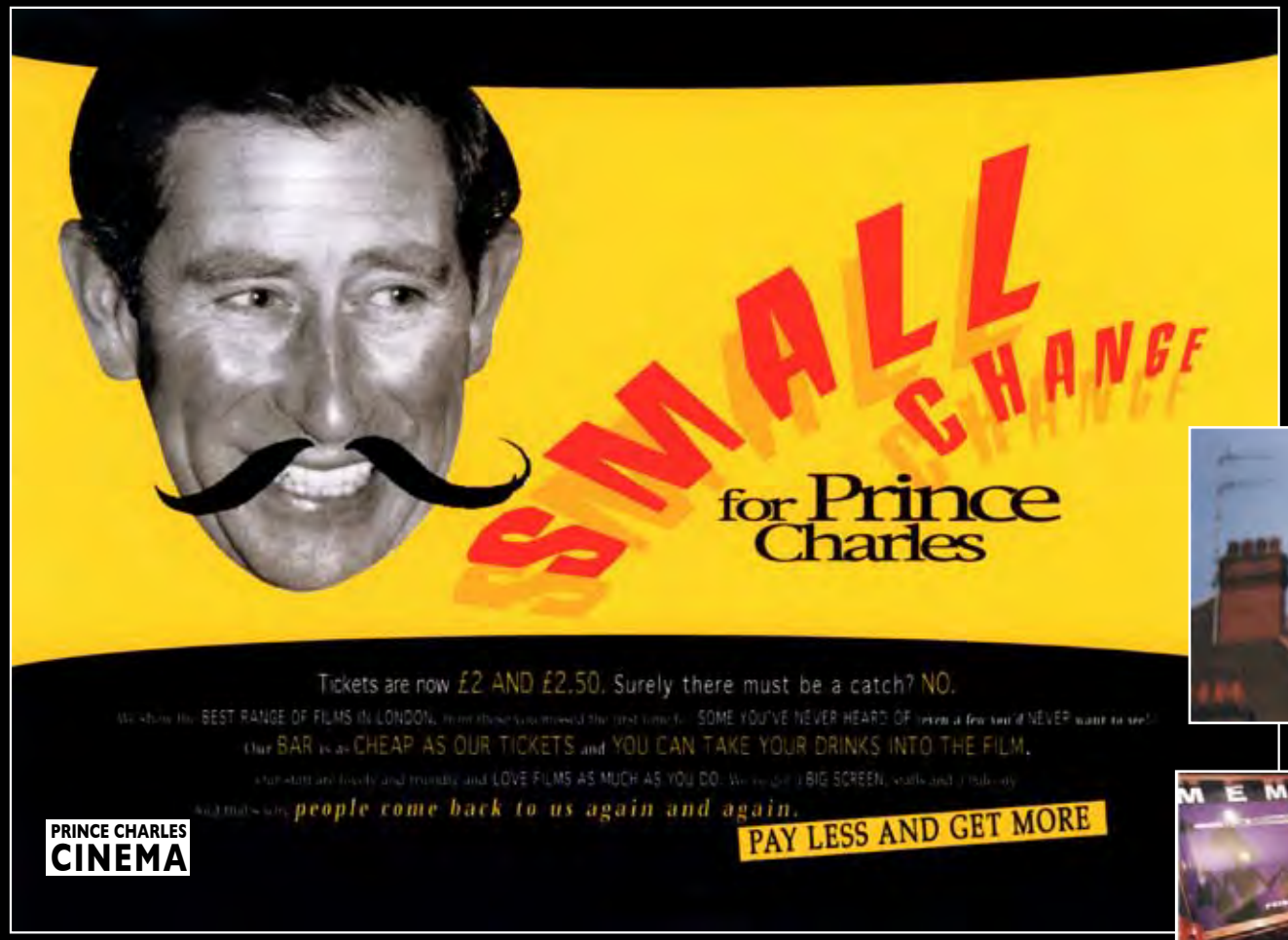
EVENT ORGANISATION YEAR END GREETING EMAILER – Digital vector illustration



PRINCE CHARLES CINEMA, LONDON REVAMP LAUNCH – Hand drawn ink illustration

The famous face of the cinema's namesake was the focus of the freshly completed refurbishment announcement

Design: Prince Charles Cinema, London – Poster & Signage







Challenge: To announce the price change in movie tickets and discounts at affiliated establishments

Solution: Using the famous face with a small twist and cartoon characters to highlight the fun atmosphere of the cinema



TOTAL Bonjour WOMEN'S MONTH PRINT AD – Logo design & illustration

A charming Frenchman character was created to announce special offers exclusively for women

Illustrations for Advertising Campaigns

Digital vectors



Knysna Municipality NEW BRAND IDENTITY PROPOSAL – Digital illustration

The national treasure of the Knysna area is represented in the logo design by the Dwarf Chameleon – indigenous and unique to the area, it is the smallest inhabitant of Knysna, and as a critically endangered species the Dwarf Chameleon is the ideal custodian for the protection of the natural environment.



Knysna Municipality NEW BRAND IDENTITY CAMPAIGN – Promotional image

The national treasure of the Knysna area is represented in the logo design by the Dwarf Chameleon – indigenous and unique to the area, it is the smallest inhabitant of Knysna, and as a critically endangered species the Dwarf Chameleon is the ideal custodian for the protection of the natural environment.



Knysna Municipality NEW BRAND IDENTITY – Logo design

The national treasure of the Knysna area is represented in the logo design by the Dwarf Chameleon – indigenous and unique to the area, it is the smallest inhabitant of Knysna, and as a critically endangered species the Dwarf Chameleon is the ideal custodian for the protection of the natural environment.

LOGO DESIGN

naturally Knysna

KNYSNA EXPLORER PHONE APP



PRINT CAMPAIGN





OUTDOOR – CUT-OUT COLOUR CHANGING BILLBOARD



Knysna Municipality NEW BRAND IDENTITY CAMPAIGN PROPOSAL – Digital, outdoor and print

The national treasure of the Knysna area is represented in the logo design by the Dwarf Chameleon – indigenous and unique to the area, it is the smallest inhabitant of Knysna, and as a critically endangered species the Dwarf Chameleon is the ideal custodian for the protection of the natural environment.



Knysna Municipality NEW BRAND IDENTITY CAMPAIGN PROPOSAL – Print ads

The print campaign demonstrates the natural beauty of the Knysna region, as the chameleon changes its appearance as it moves slowly through the landscape, inviting visitors to do the same.



Knysna Municipality PITCH CAMPAIGN - Billboard

The cut-out shape of the chameleon demonstrates its remarkable colour changing ability as the sky changes colour throughout the day.

Knysna Municipality NEW BRAND IDENTITY CAMPAIGN PROPOSAL – Billboard

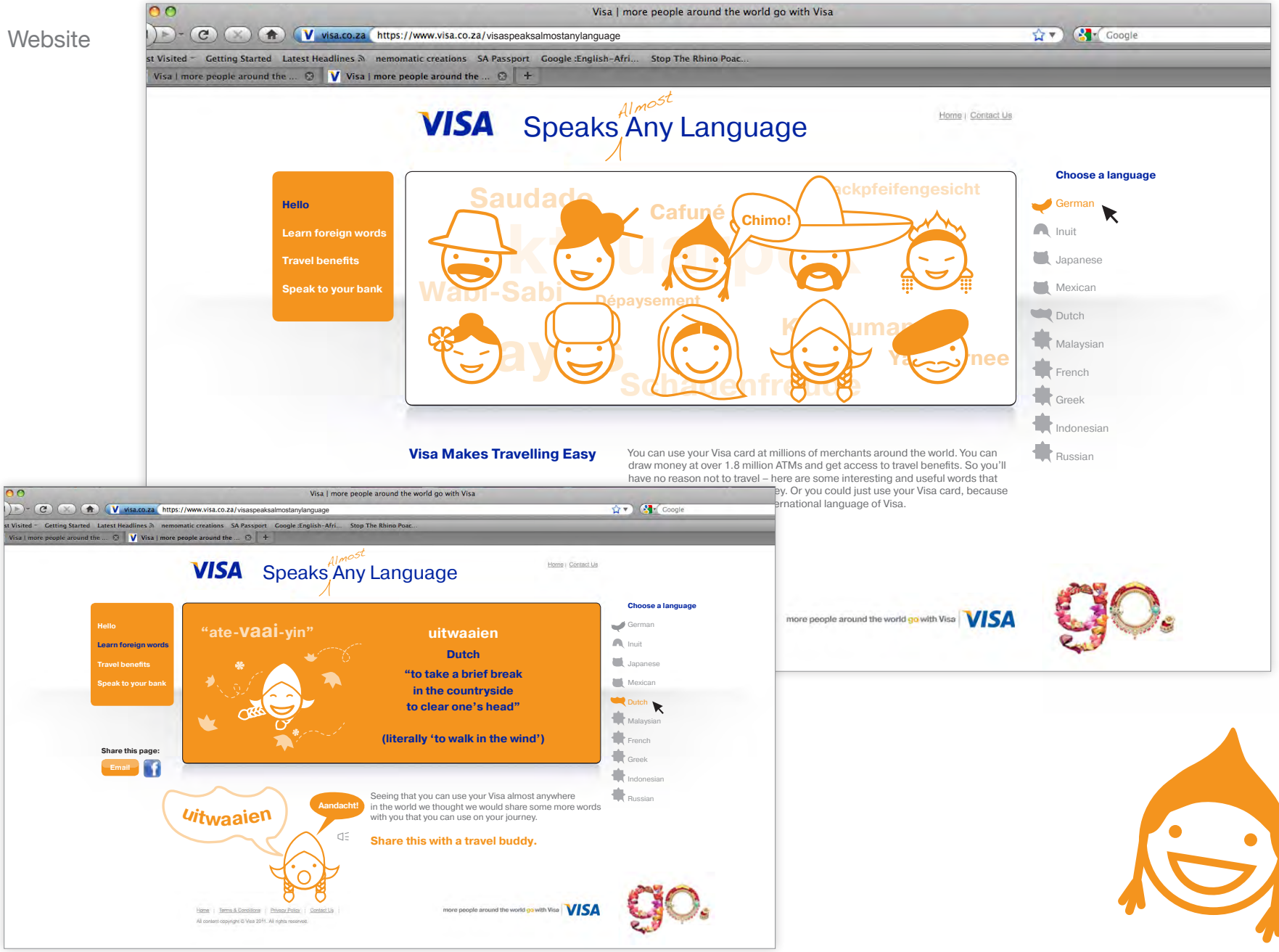
The cut-out shape of the chameleon demonstrates its remarkable colour changing ability as the sky changes colour throughout the day.



VISA CROSS BORDER WEB CAMPAIGN – Concept Development & Digital Illustration

To introduce VISA's *Cross Border* international card services, I created a range of characters representing various cultures from around the world. They were used in videos and animations on the website, introducing strange words from their languages by pronouncing them in mouse-activated sound while explaining the meanings in fun scenarios.

Website



VISA CROSS BORDER WEB CAMPAIGN – Concept Development & Digital Illustration

To introduce VISA's *Cross Border* international card services, I created a range of characters representing various cultures from around the world. They were used in videos and animations on the website, introducing strange words from their languages by pronouncing them in mouse-activated sound while explaining the meanings in fun scenarios.

Emailers - To VISA card holders





VISA CROSS BORDER WEB CAMPAIGN – Concept Development & Digital Illustration

To introduce VISA's *Cross Border* international card services, I created a range of characters representing various cultures from around the world. They were used in videos and animations on the website, introducing strange words from their languages by pronouncing them in mouse-activated sound while explaining the meanings in fun scenarios.

Print ad & Poster



Vodacom Insurance CI DESIGN & LAUNCH CAMPAIGN – Concept, Design and Art Direction of logo, icons, CI guide and all campaign elements

By using a hand as the main icon that carries through on all insurance segments and campaign elements,
a friendly and caring image is created that ties in with Vodacom's colourful brand.

CI Guide Cover



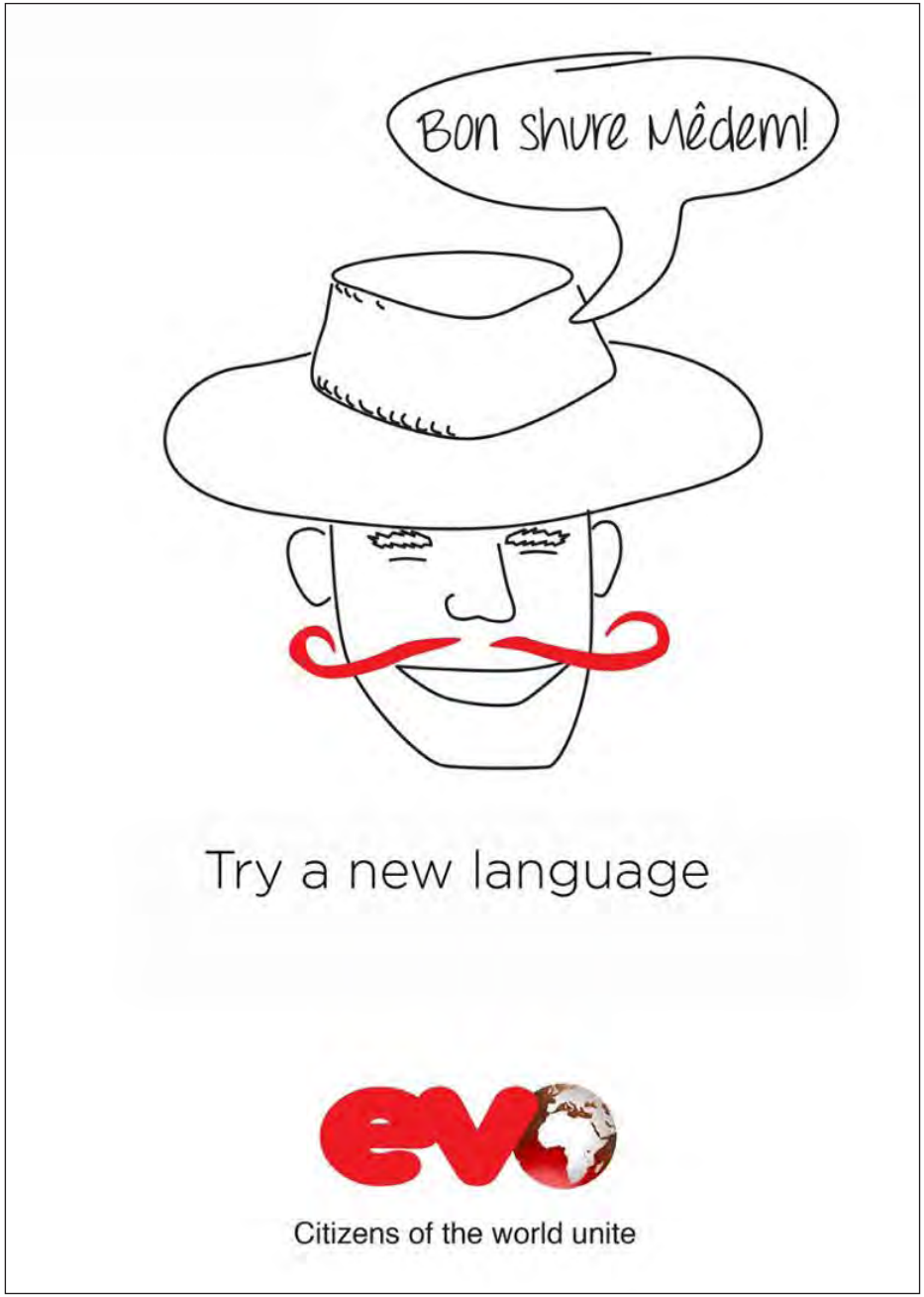


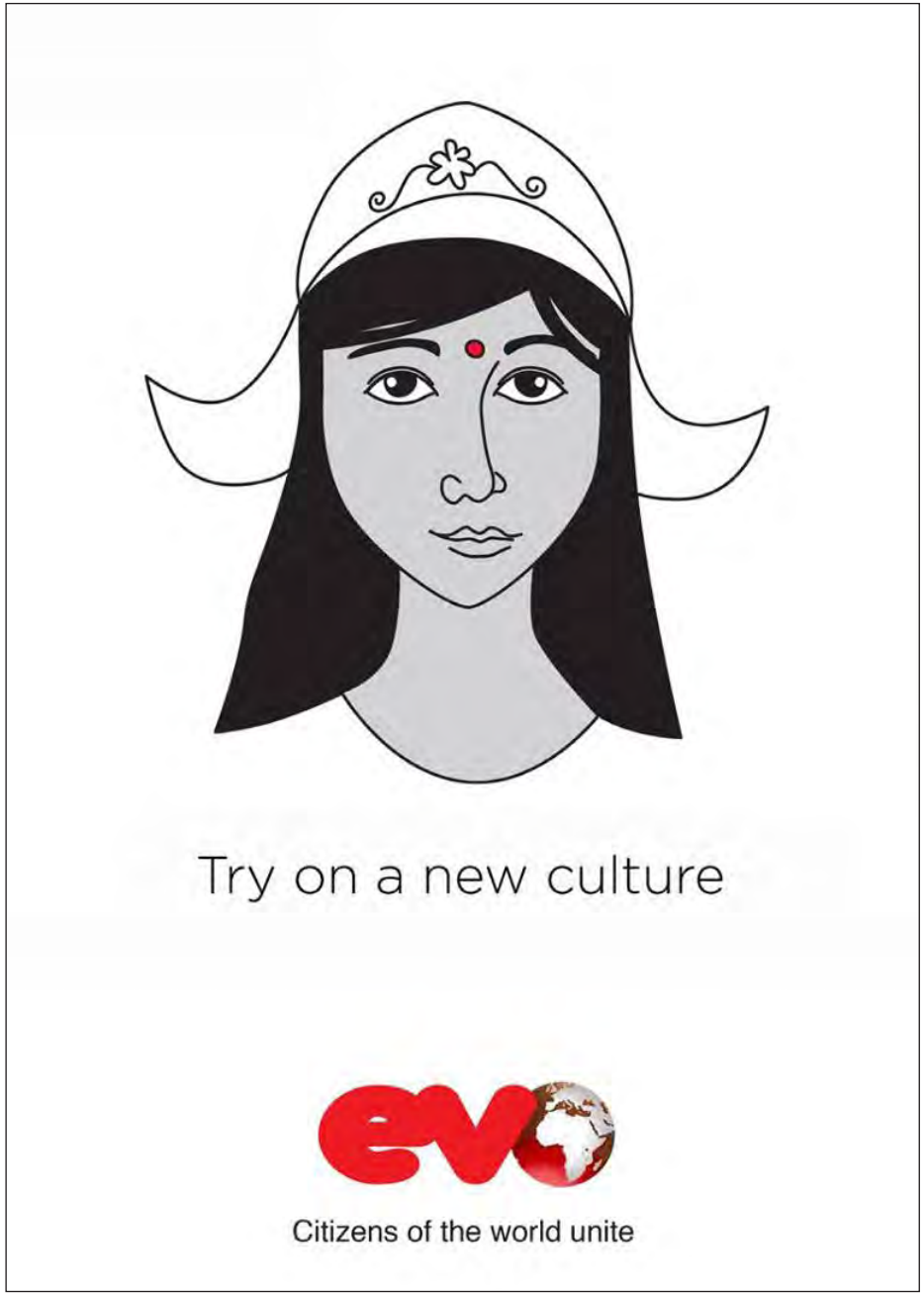
Product Poster



Vodacom Insurance CI DESIGN & LAUNCH CAMPAIGN – Concept, Design and Digital Illustration of logo, icons and all campaign elements

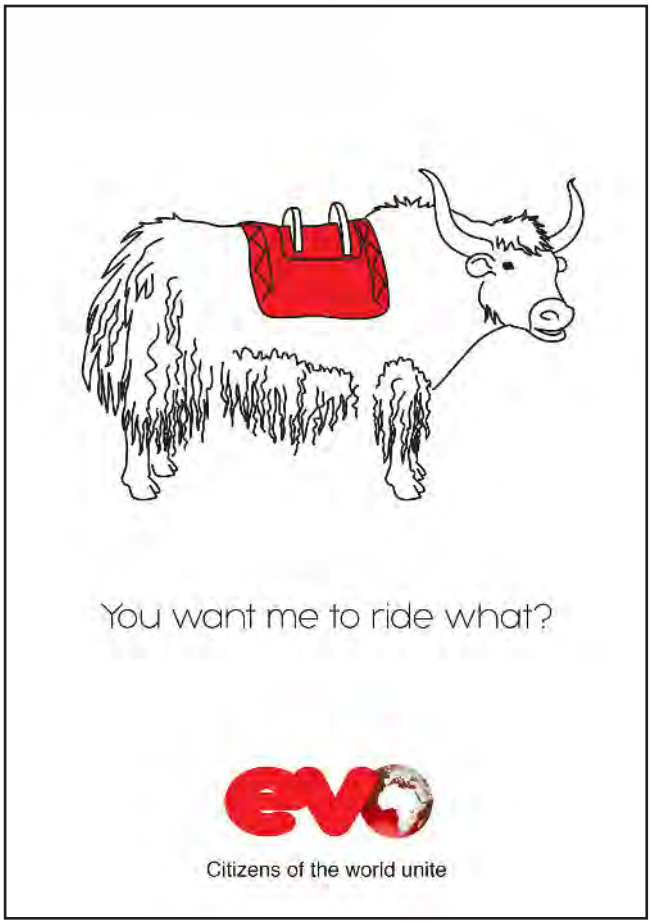
FCB Johannesburg awarded me this freelance project. The client wanted something simple and approachable that would tie in with their existing iconography and brand style. After exploring various concepts, I chose a hand as the main icon that carries through to all the campaign elements, creating a friendly and caring image.

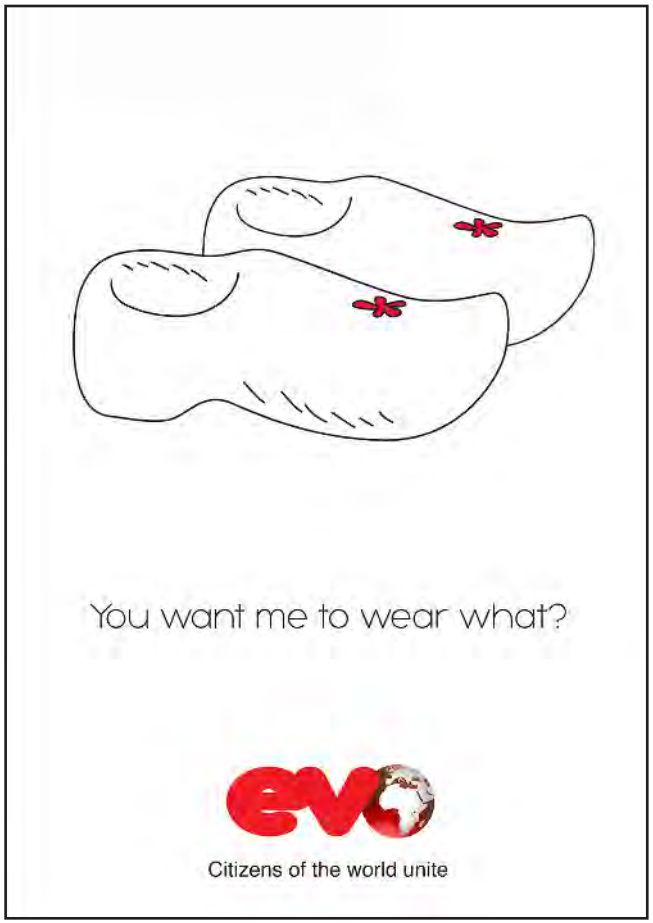


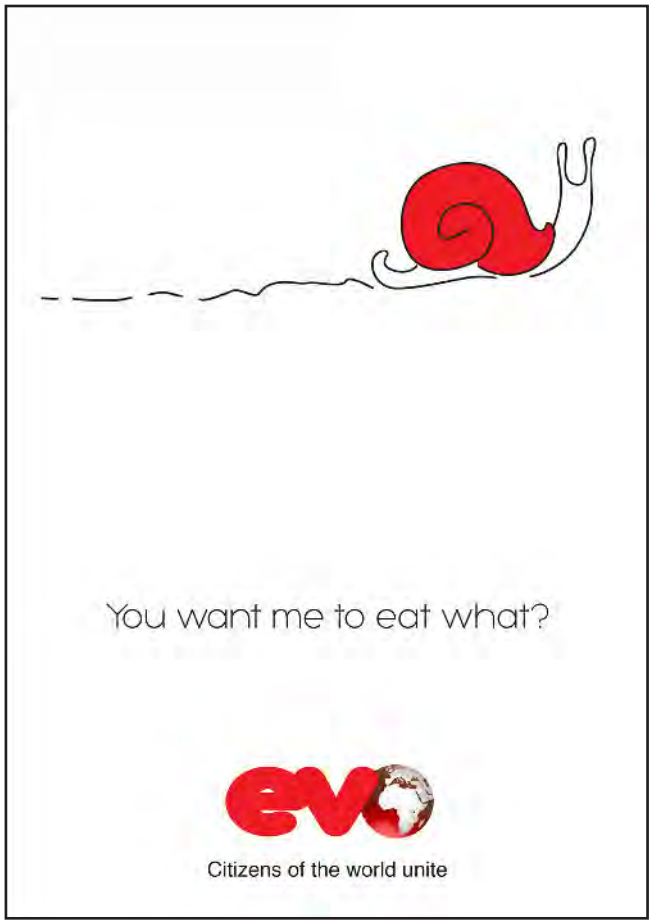


VODACOM PROJECT EVO – Concepts and Digital Illustrations

These illustrations were created to add humour and clarity to an internal staff campaign for Vodacom's Project EVO.
The campaign goal was to educate staff on the new system being implemented worldwide, thereby unifying all Vodafone employees worldwide.

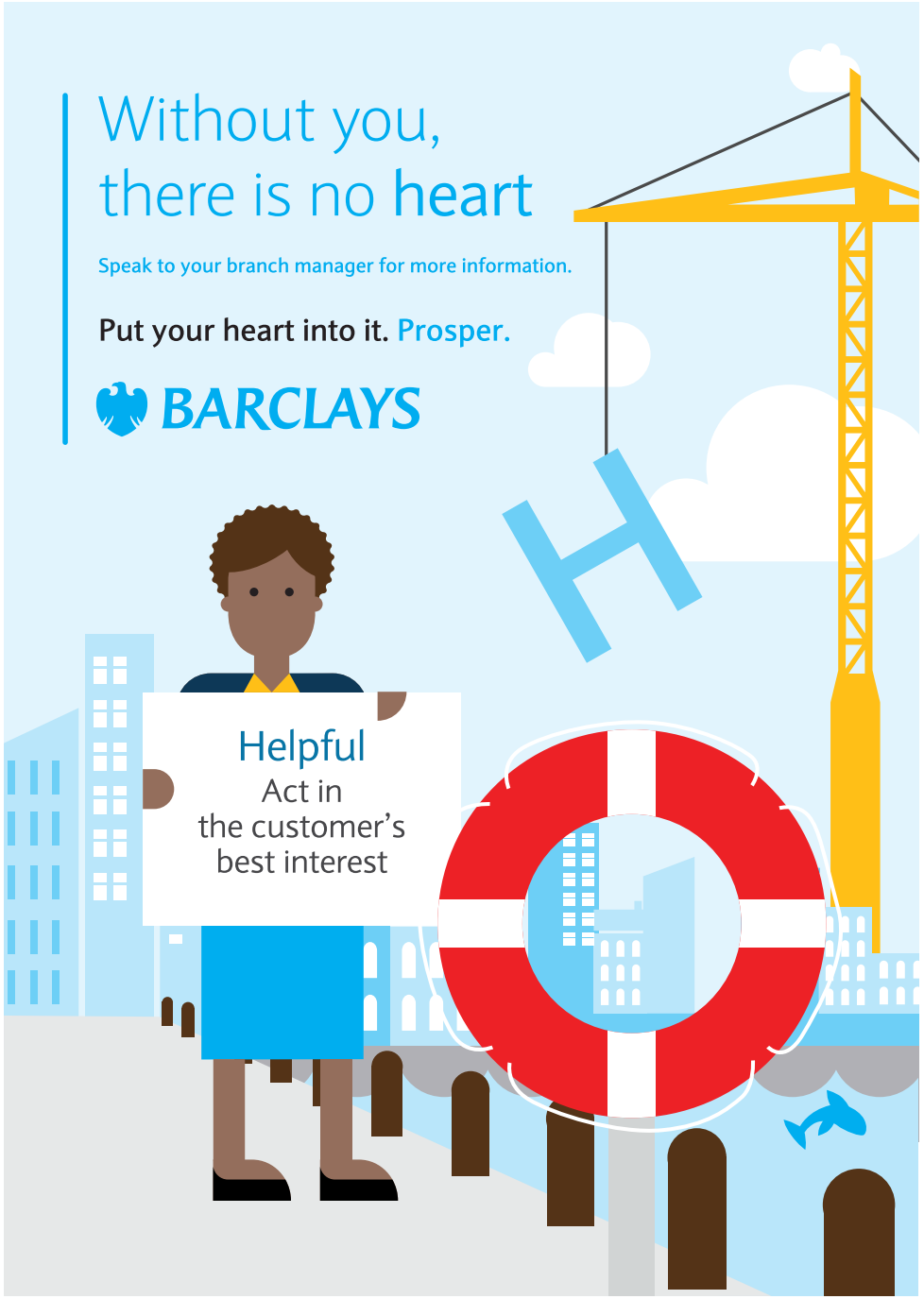




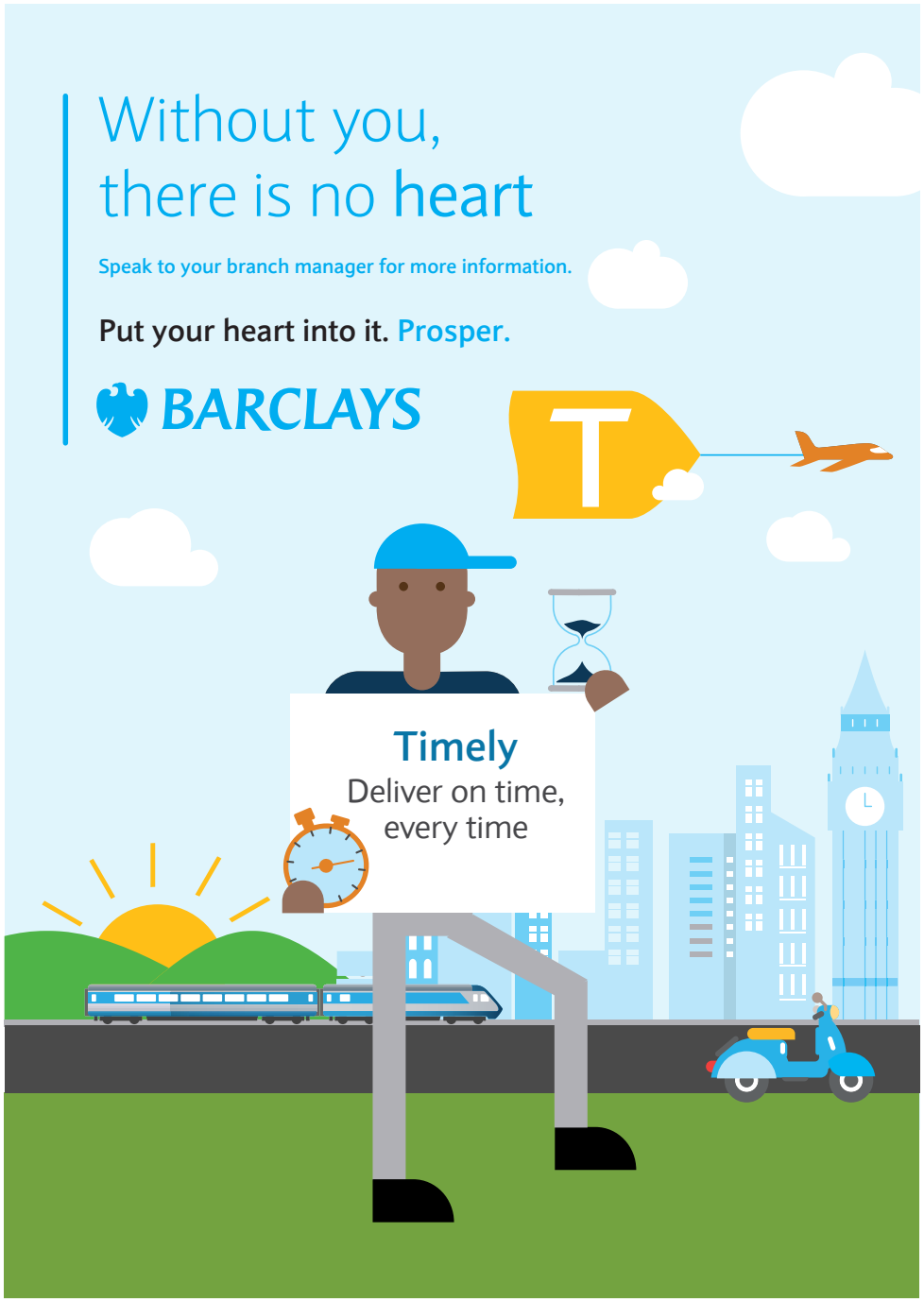


VODACOM PROJECT EVO – Concepts and Digital Illustrations

These illustrations were created to add humour and clarity to an internal staff campaign for Vodacom's Project EVO.
The campaign goal was to educate staff on the new system being implemented worldwide, thereby unifying all Vodafone employees worldwide.



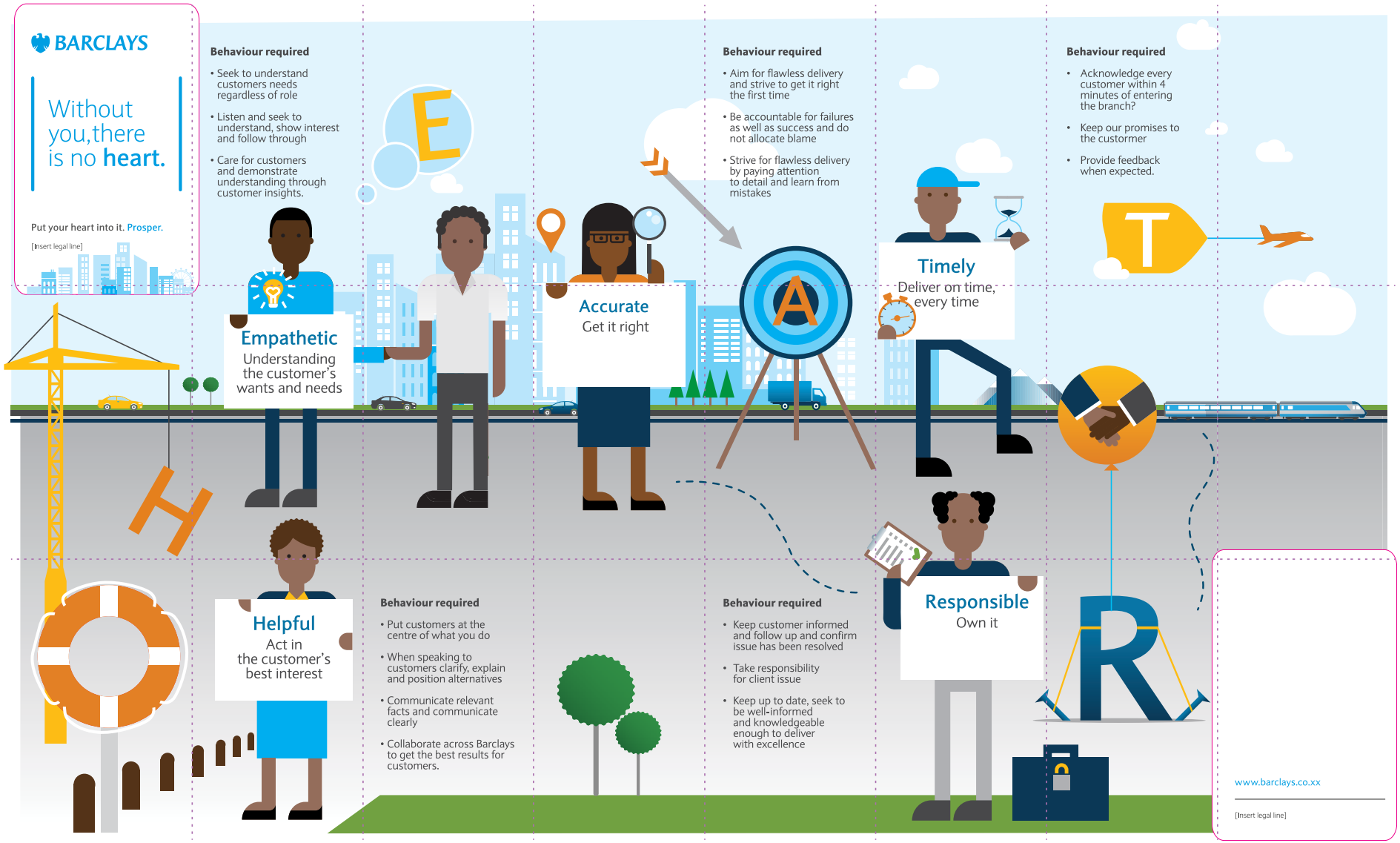
BARCLAYS INTERNAL STAFF CAMPAIGN – Concept Development & Digital Illustration





BARCLAYS INTERNAL STAFF CAMPAIGN – Concept Development & Digital Illustration

Z-CARD



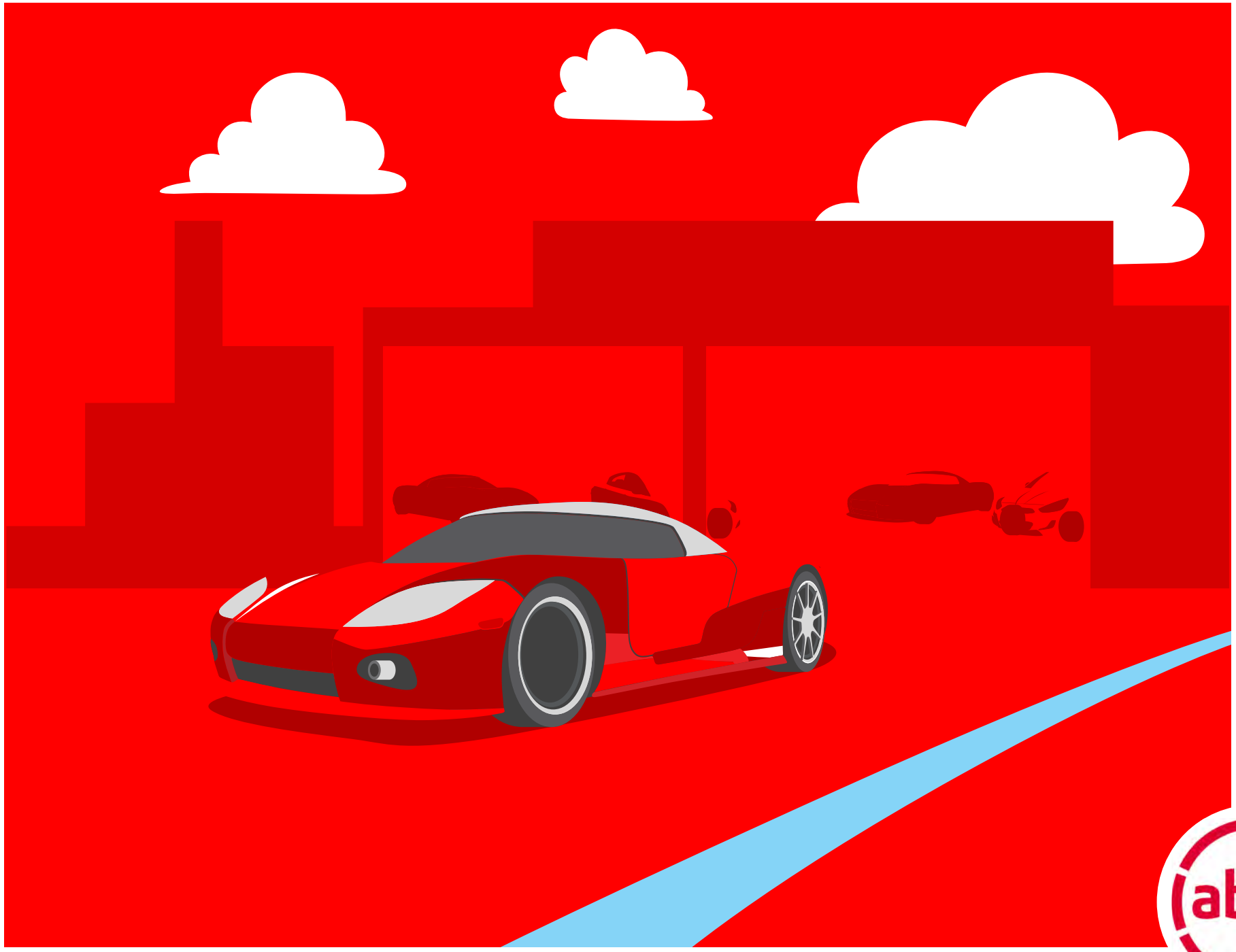
BARCLAYS INTERNAL STAFF CAMPAIGN – Concept Development & Digital Illustration



ABSA REWARDS – Digital Illustrations for QTV



ABSA REWARDS – Digital Illustrations for QTV



ABSA REWARDS – Digital Illustrations for QTV



SELF PROMOTION – Concept, Design and Digital Illustration of end-of-year message for emailer



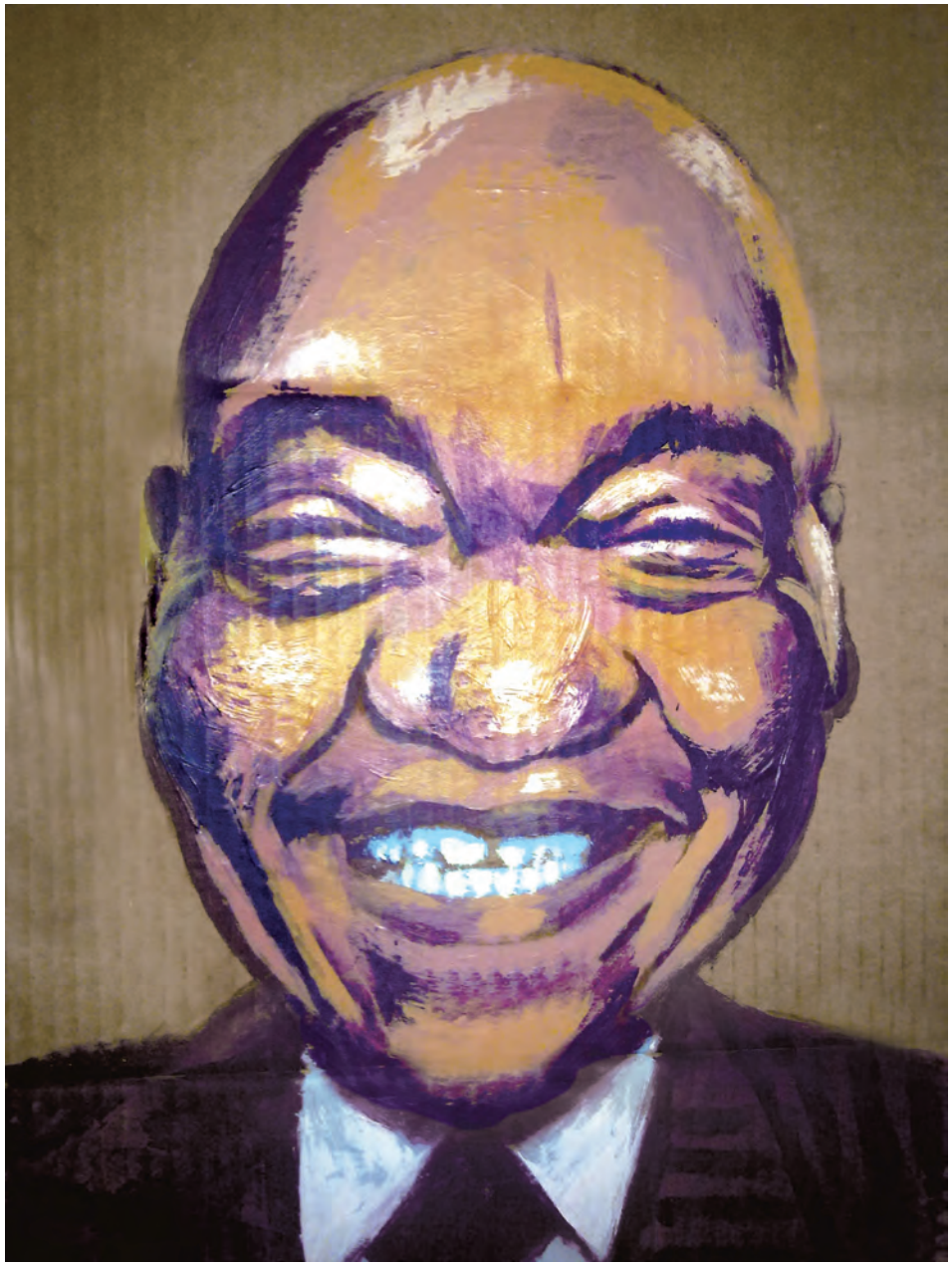
SELF PROMOTION – Concept, Design and Digital Illustration of social media banner



SELF PROMOTION – Concept, design and digital illustration for end-of-year greeting

The Odd Bunch

Mixed Media Favourites



Private Project – Acrylic caricature of ex president Jacob Zuma



PRIVATE PROJECT – Gouache illustration for cocktail party invitation



Private Project – Marker illustration



PRIVATE PROJECT – A1 Charcoal portrait of singer Auriol Hays



PRIVATE PROJECT – ‘Incognito’ – Graphite pencil and ink drawing



PRIVATE PROJECT – Charcoal drawing



PRIVATE PROJECT – Acrylic Painting

THANK YOU