Visual Communication & Craft

Back Up Work

AAD2008

Jack Carr

The Brief. Gumtree ad. Part 1.

Back to the future brief

Choose an advert on Gumtree.com in Motors, For Sale, Property, Jobs, Services, Community or Pets

I will allocate you one of the following designers:

1. Otl Aicher
2. Georg Olden
3. Neville Brody
4. David Carson
5. Saul Bass
6. Paul Rand
7. Malika Favre
8. Armin Hofmann
9. Barbara Kruger
10. Jamie Reid
11. Eric Carle
12. Lora lamm
13. Jacqueline Casey
14. Herbert Matter
15. Alvin Lustig
16. Noma Bar
17. Jean julien
18. David Shrigley

Do extensive research on your given designer..

Now make an A3 poster for your chosen Gumtree advert in the style of your allocatec Use all of the written information from the Gumtree ad.

Try to keep the typefaces the same, or find similar fonts to the ones used by your give

Use 'what the font' on myfonts.com to help if needed

Try to colour match where necessary (use the eye dropper tool on Photoshop)

This project is about attention to detail. You will need to demonstrate an understanding of your designer through your research and the finished A3 poster.

The Brief. Gumtree ad. Part 2.

You will need to demonstrate your research into your given designer. You will need to create Google Docs which pick out details on things such as, typical colour use, layout styles, Line quality, typographic approach and typefaces used, illustration style, etc, etc.

You will need to annotate your images and explain what you have discovered and what the significant factors are in your designer's style. You can create some google docs/slides to do this. We need to see detailed analysis and breakdown of your designer and how you are going to recreate their style.

You will need to use Ai to recreate the illustration styles and you will need to show what 'prompts' you have typed in to guide the Ai to create the image you require. You will also need to show the many iterations and evolution of the images, following your increasingly refined prompts. You will need to sketch out your design first, and then use Ai, only after you know what you want from it.

Be aware that the first attempt by Ai will almost certainly be rubbish. You will need to keep refining your prompts and be increasingly exact in what you ask it to do. Ai is increasingly a part of a designers/art directors toolkit however, you need to use it sparingly and you need to guide it with informed and precise prompts, in order to arrive at clever, innovative and distinctive results.

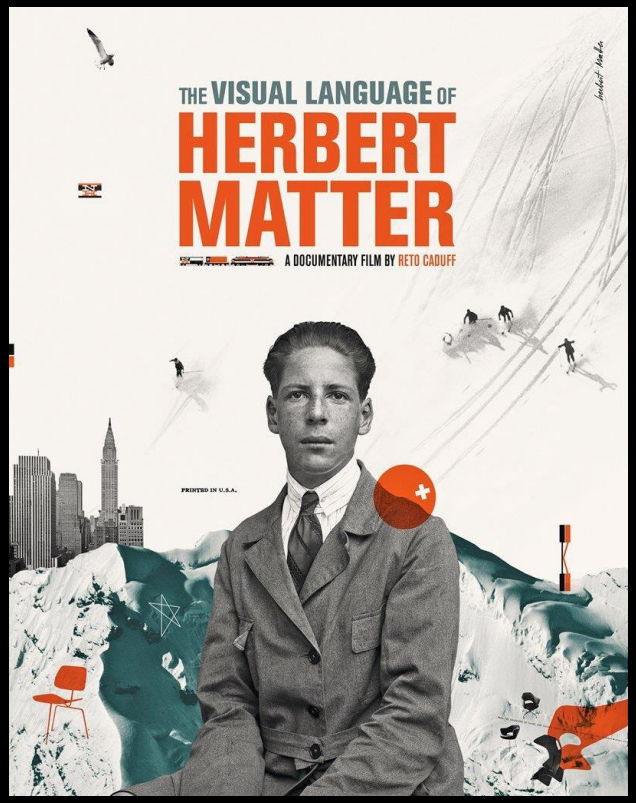
Ai Programmes that you could use are:

DALL.E https://openai.com/dall-e-2

Midjourney https://www.midjourney.com/home

Bing https://www.bing.com/images/create

Gum tree Herbert Matter's







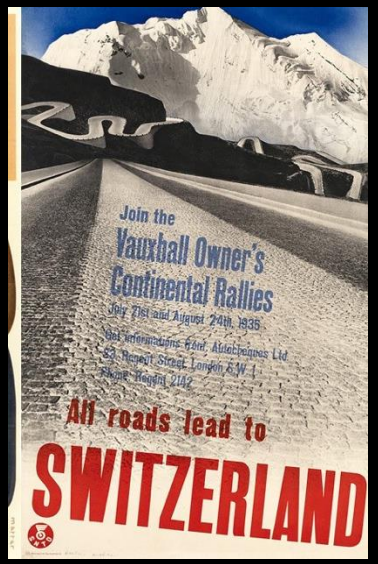




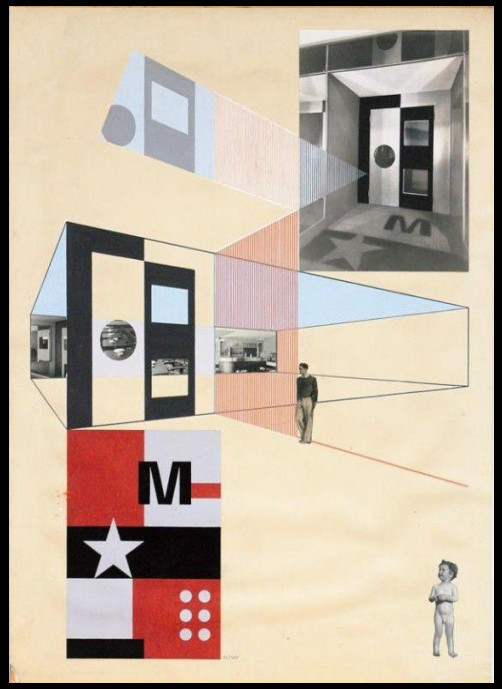


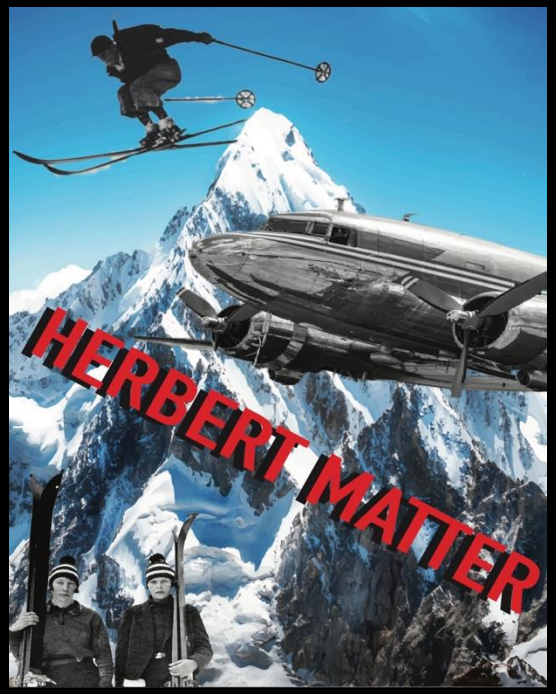


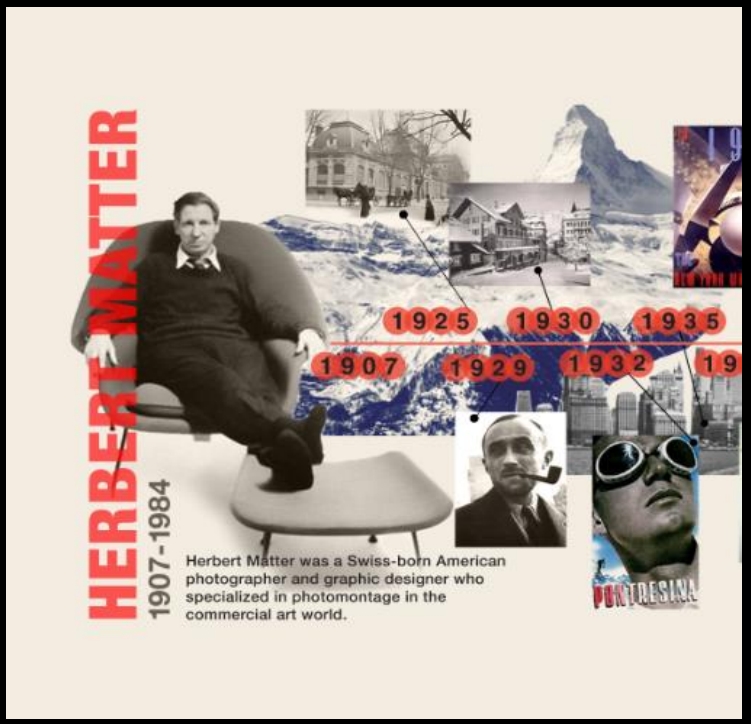


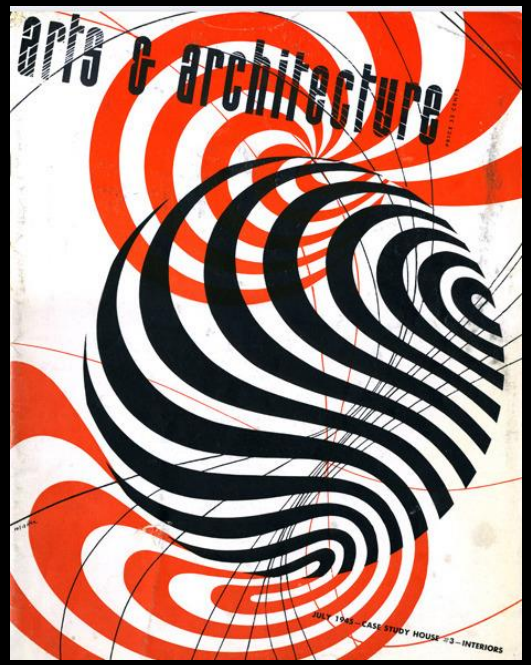





M


HERBERT MATTER


HERBERT MATTER
1907-1984
1925
1930
1935
1907
1929
1932
Herbert Matter was a Swiss-born American photographer and graphic designer who specialized in photomontage in the commercial art world.
PONTRESINA


arts & architecture
JULY 1945 CASE STUDY HOUSE #3—INTERIORS


The new Charles Pollock executive chair is a masterpiece of design engineering: the extruded aluminum rim locks shell, upholstery and base together. Knoll's Design Development Group has combined varied materials in a chair of style and practical comfort. It is available in several versions. May we send you a brochure?
KNOLL ASSOCIATES, INC. 320 PARK AVENUE NEW YORK, N.Y. 10022



This technique



Who he

Herbert Matter was a **Switzerland graphic designer and photographer** known for shaping modern graphic design, especially through **bold typography, mixing images, and clean, modern layouts**.

Born: 1907
Died:1984

Make work most from the1930s through the 1950s



Herbert Matter's work is about using simple, modern visuals to get a message across quickly.
He combined photos and text in bold ways to make designs that are clear, eye-catching, and modern.

Style: Modernist, clean, bold, functional, and focused on clear communication

He mixed photography, typography, and graphic designing new ways.

Not just decoration, but a smart way to deliver a message quickly and memorably.

Bold text

Blue and red, red to be the main attraction and be the main focuse and blue as the secondary colour

The things Herbert Matter's uses for his techniques and history

7

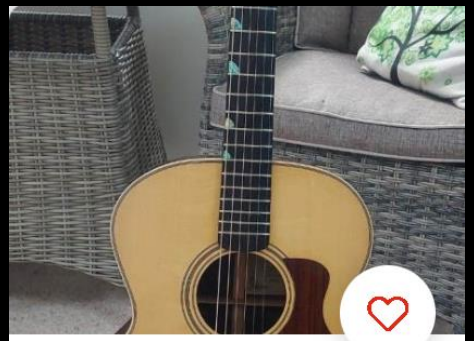
A lot of his famous work was for travel, culture, and institutions, like tourism posters and museums.

He helped make modernist design popular, especially in posters.

His posters are normally bold shapes, strong contrasts, and photo-montage to grab attention.

Make work most from the 1930s through the 1950s

Gumtree



Custom Stephen Kearney Acoustic...

£1,500



Mobility scooter

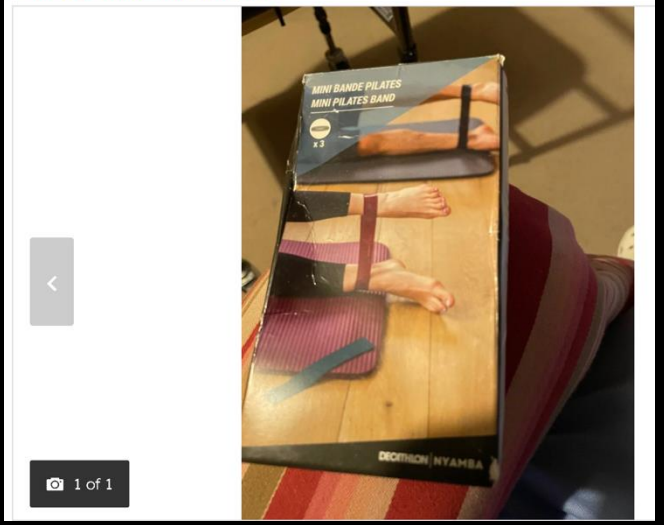
£540



PILATES EXERCISE RESISTANCE BANDS

Sutton, London

ANYVAN Deliver this with AnyVan





Westone Spectrum 2 with Bendmaster...

£300

These items I have chosen have been picked for their movement attributes that will work well to connect to how Herbert Matter's does his work.

Guitar

J
(1)
Posting for 13+ years

Description

I've owned this for a few years now since I acquired it,but it's just not my thing.
The Be master trem system often sells for over £100 on its own. It's supposedly more solid and easier to use than a Floyd Rose.
I wouldn't know,as I've no use for either.

This is rather a rare 80's metal type beast.

I have around 75 guitars,so a clear out is extremely long overdue of ones I don't use.
Having said that of course,I'm stupidly still open to offers of swaps or trades.

So don't be shy.

Available to see in Paisley. No case .

web spec below;

The Westone Spectrum Series II guitar featured a Bendmaster Deluxe tremolo system. It also had a 25.5-inch scale length, a solid wood body, and a neck made of hard rock maple.

The guitar's electronics included two single-coil Alnico pickups (neck and mid) and one Alnico humbucker (bridge), along with master volume, master tone, and mid/range controls. A bevelled heel and 24 frets were also standard on later models. +5The Westone Spectrum II, particularly when featuring the Bendmaster tremolo system, generally receives positive reviews for its build quality, tone, and overall playability, especially considering the price point.

Reviews highlight the guitar's excellent finish, well-thought-out design, and sturdy construction. The Bendmaster tremolo, while praised for its dive-bombing capabilities, sometimes requires string changes or setup adjustments to ensure optimal tuning stability.

Build Quality and Features:
The guitar boasts a smooth satin finish on the back of the neck and headstock, contributing to a comfortable playing experience.
The locking bolts feature a neat clamp behind the headstock, a feature that some find well-designed. Some models feature a flame maple top or a maple faced piece of 3 ply.

The 24 frets and beveled heel (in some models) enhance playability.

Tone and Sound:The humbucker pickups, especially in the bridge position, offer a warm and almost jazzy tone when both coils are on, while the tapped sounds are brighter and more brittle. The guitar is generally considered versatile and capable of a range of tones, though it's not typically praised for its unique or stacked character. Some users report a good tonal range and sustain. Tremolo System (Bendmaster):The Bendmaster tremolo, when present, is praised for its dive-bombing capabilities.
Some reviews mention that tuning stability can be improved with better strings or a setup adjustment.

3/21/2026

Home / For Sale / Musical Instruments & DJ Equipment / Guitars & Accessories / Guitars / Private

Westone Spectrum 2 with Bendmaster Tremelo system.

Paisley, Renfrewshire

£300

ANYVAN Deliver this with AnyVan



J
(1)
Posting for 13+ years | Active 5 days ago

Email address verified

Message



Bringing the guitar forward would allow the product to be highlighted through matts technique, while showing movement through a person holding it. This approach would also help achieve the cropped effect.

9



Fashion



Another idea I had for how Matters piece is on the right that I would work in for gumtrees fashion clothes.

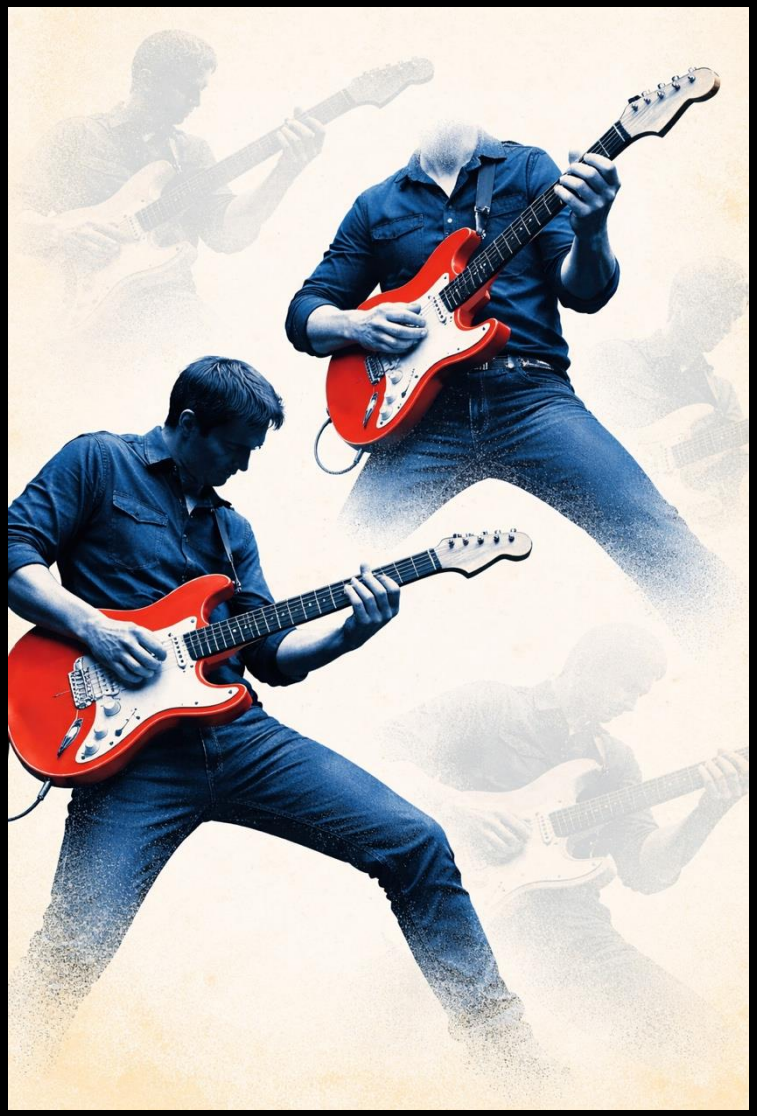
Make a guitar piece to be sold using a Modernism style, especially Swiss Modernist design, which focuses on clear and simple communication of showing of the guitar being held in played in a cool way. Make it use photomontage and few colours to show energy and movement. Blue and white create a clean, cold feel, while red is used to catch attention.



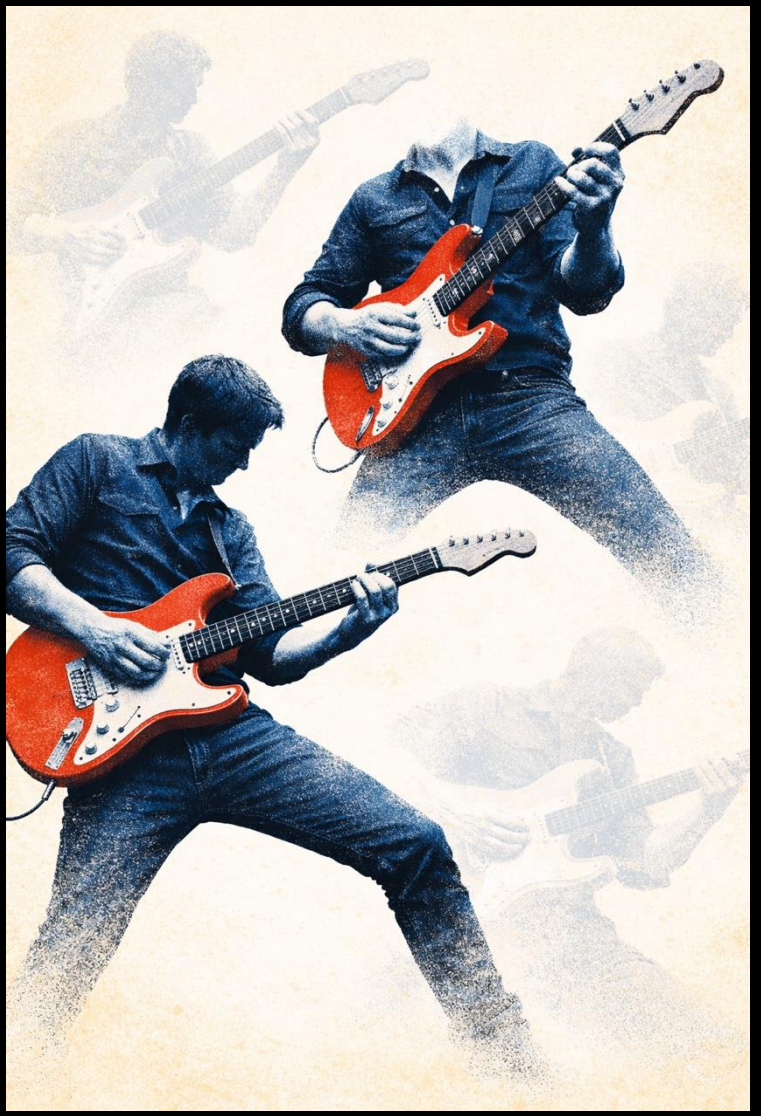
make the background have a lot more negative space with also making the main whole guitar and man in blue and being spread out of multiple over the page

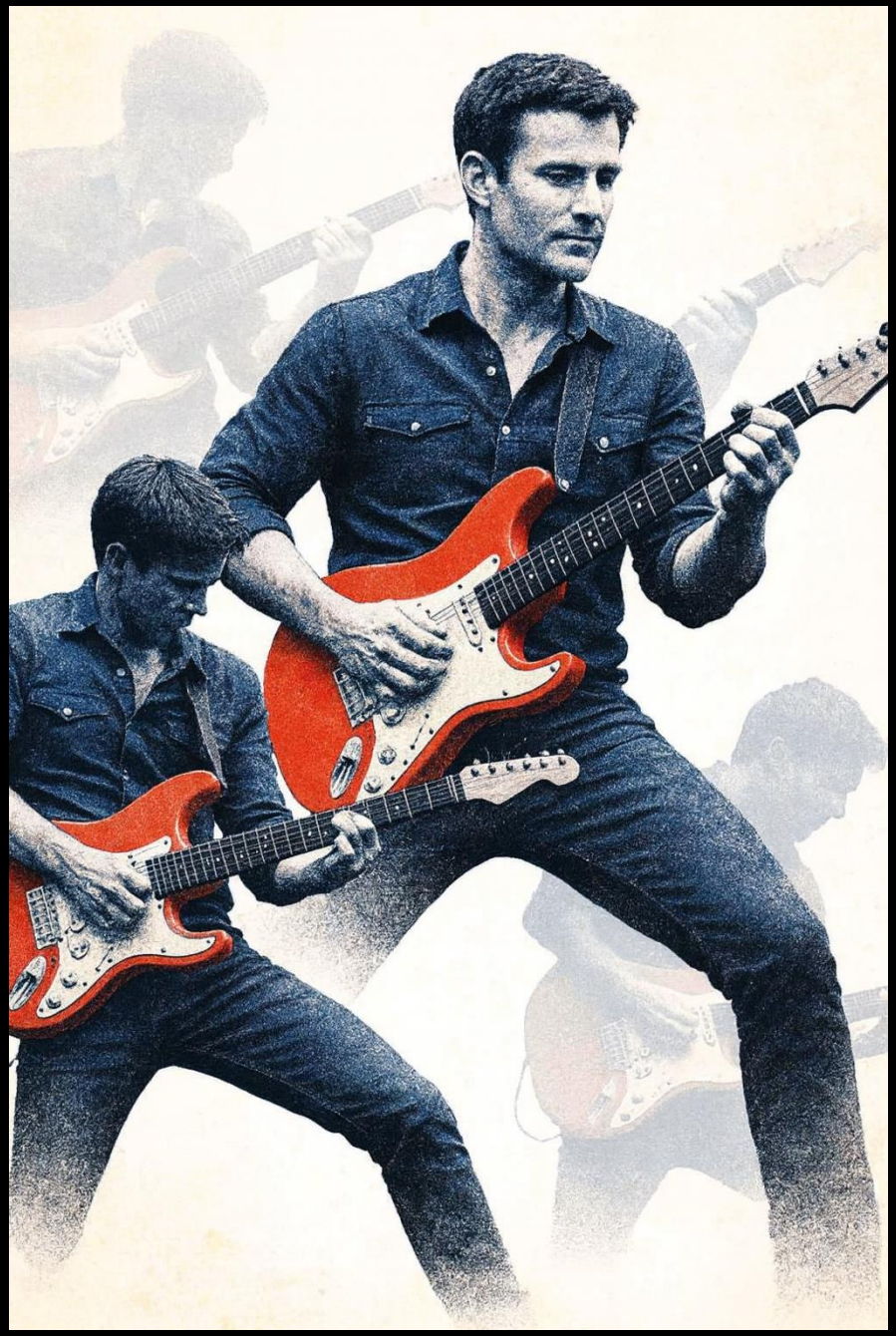


get rid of the shapes and make the background have more of a grainy white to yellow radio, I also want there too just be two main figures of the guitars being played and make sure that you make the sigure a blue and then make the guitar red to make focuse on them also want one or twoo around them with the opacity down on them



make the main ones more grainy as well





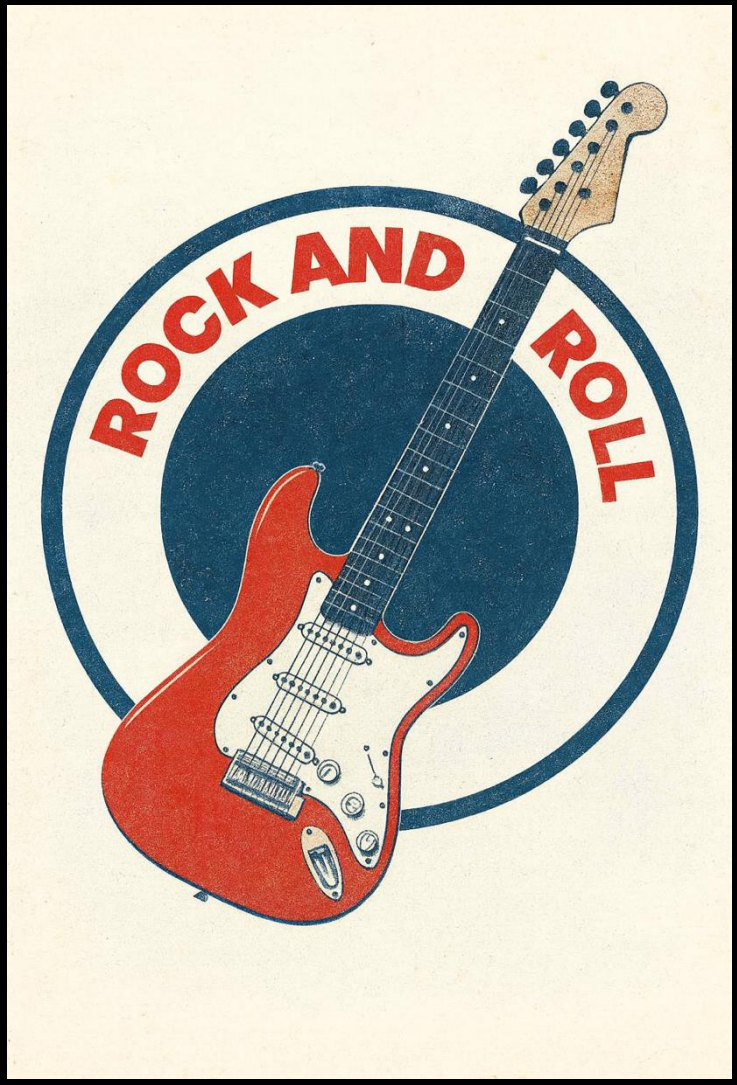


take this piece and but the low opacity images more next to or on the side of behind the main guitar players, and also give the man on the top a head

Pieces with just the guitar



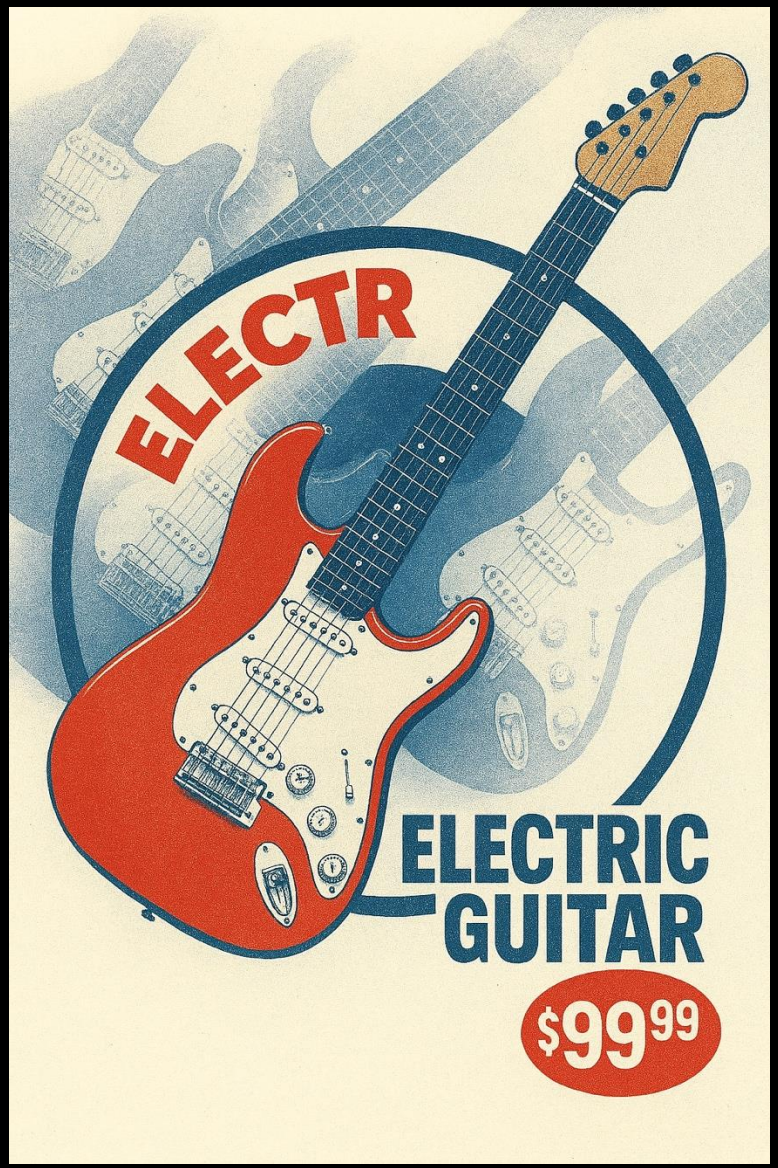
add in more blue for the picture and then add in a think bold text to have the redd for to make that clear and maybe circle in formation about it



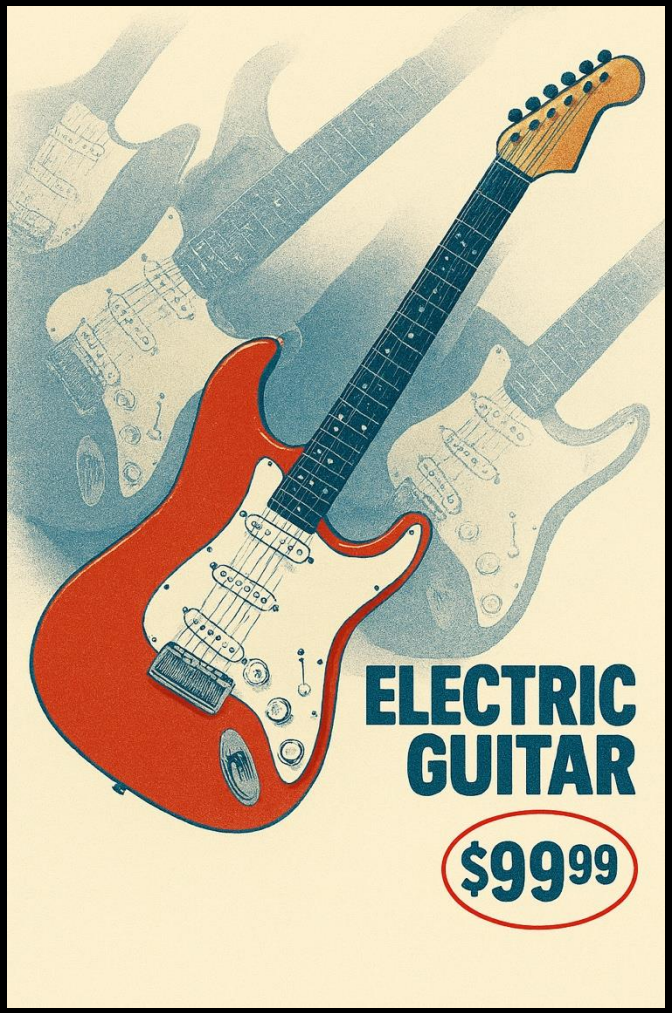


from this design can you give me one with no people and just using the guitar and do it in this sort of way but try a different layoout

keep its in the same way as the first image and have the text in the bottom right of being electric guitar and put a pricing with a red circle round it



get rid of the ring around the quitar as well as put a none filled ring around the price



The guitar alone gets rid of the movement look

Feedback

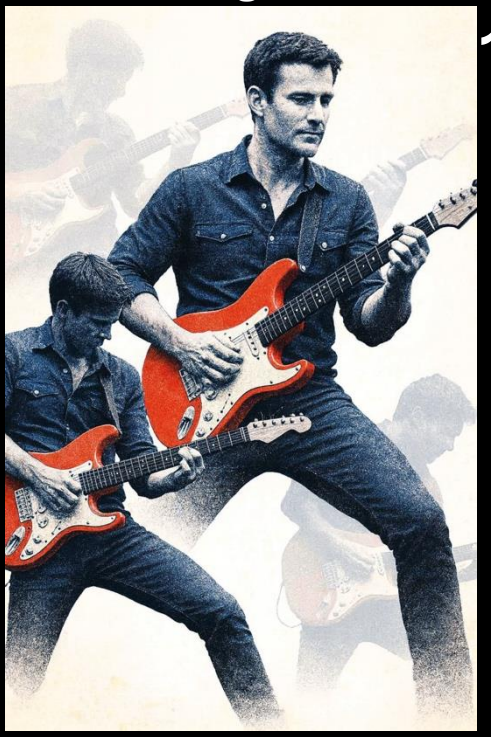
Image A works well for its sense of movement and the crop, with the guitar acting as the primary focal point. However, the image is currently over-saturated and would benefit from a tonal shift. Reducing saturation and moving toward a more aged black-and-white base with a subtle colour wash would create negative space and give the piece a more timeless, archival feel. Adding grain would further enhance this mood. To add complexity, elements from **Image B** could be layered into the composition as secondary visuals, with their opacity reduced so they support the main image rather than compete with it. All this will present the guitar better in Herbet Matters.

Thursday 22nd Jan, Individual WIPs for Gumtree research

Image A



Image B



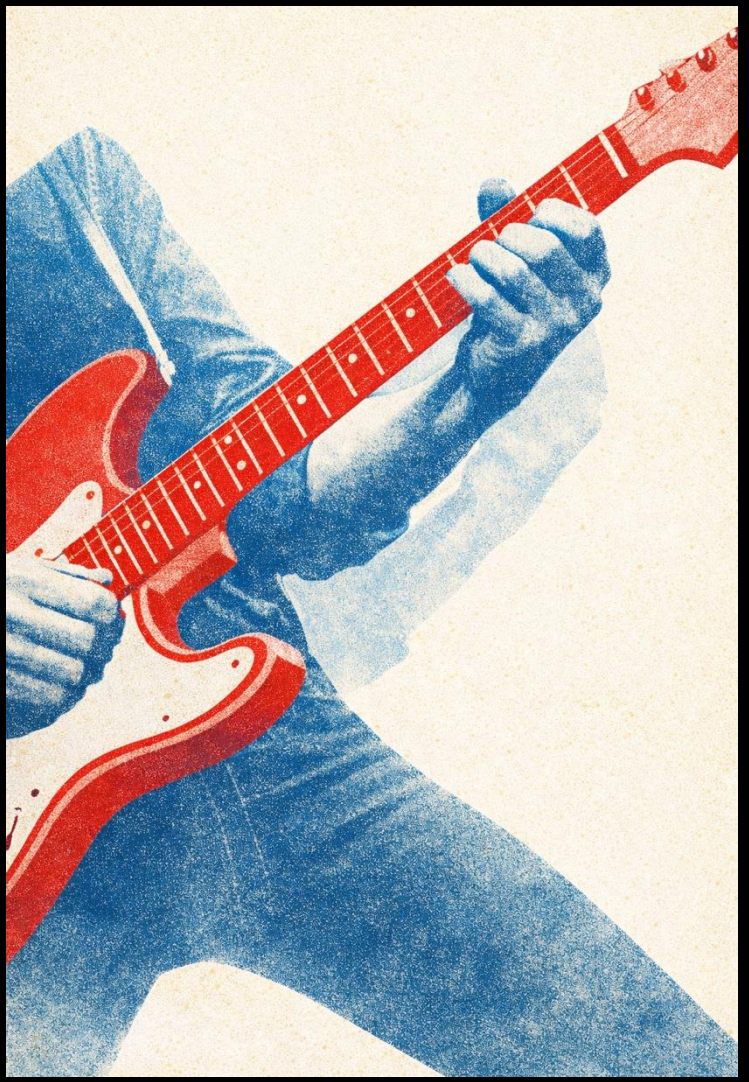
Plan

- In a way combine image A and B
- Key words to use: **White and black base with a subtle colour wash / Dynamic / Cropped / negative space / Red for the attention blue as the secondary colour** and **grainy effect**.
- Going forward with the man and guitar but focusing

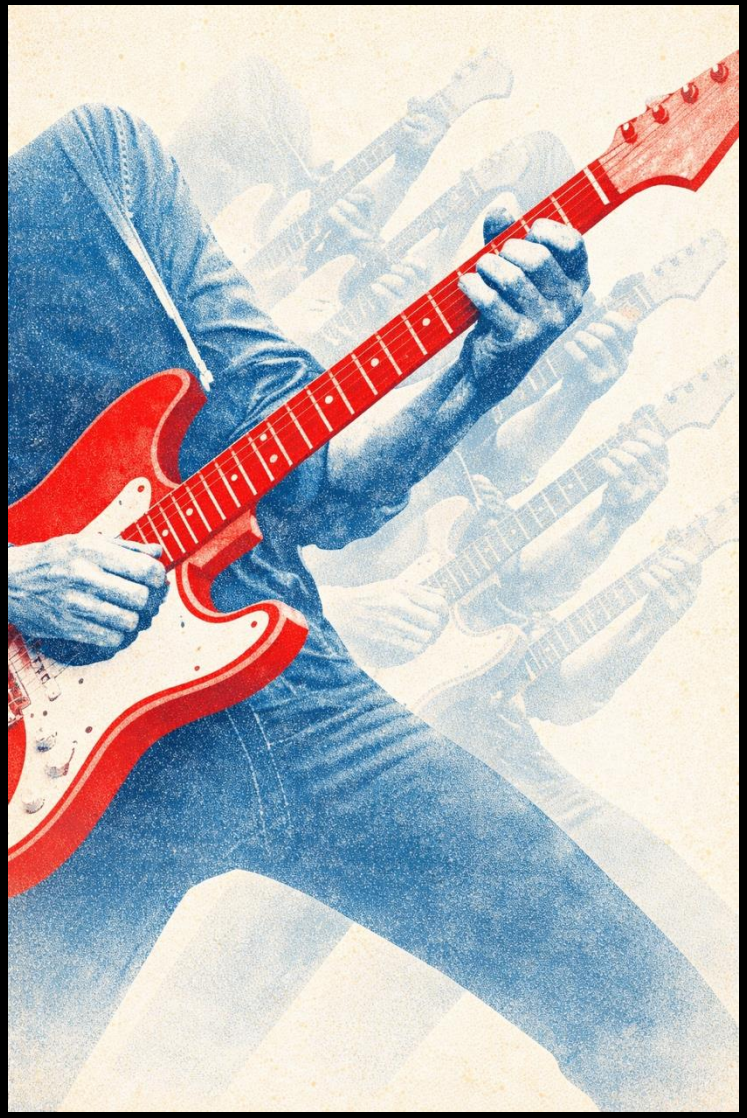
Highlighting and showing the key words of what I asked ChatGPT.



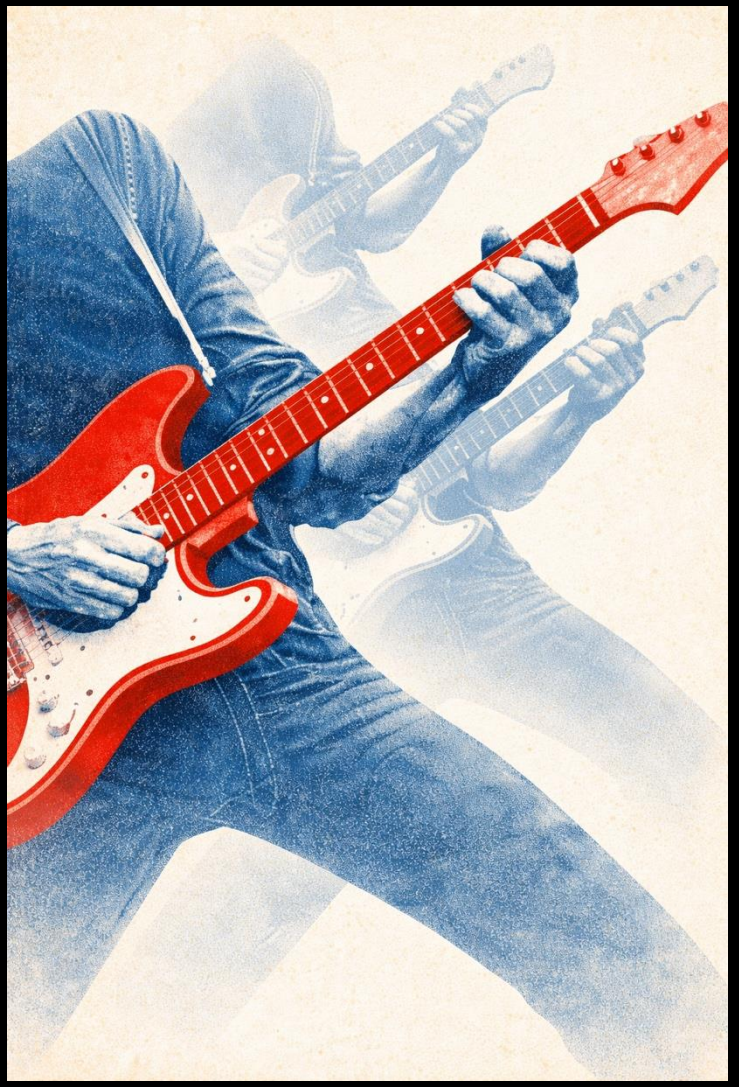
Take this piece. I'm going to change quite a lot to make it what I want. For starters, the main figure is in a really good position, but the space around it needs to be emptier, with more negative space. I want a grainy white background with a slight yellow tint. I also need the main figure to be blue, with the red guitar standing out, almost like it's coloured within a black-and-white image, using a colour wash and grainy effect. Finally, I want another duplicate of the main figure behind him at a lower opacity, almost like a shadow that follows his movement.

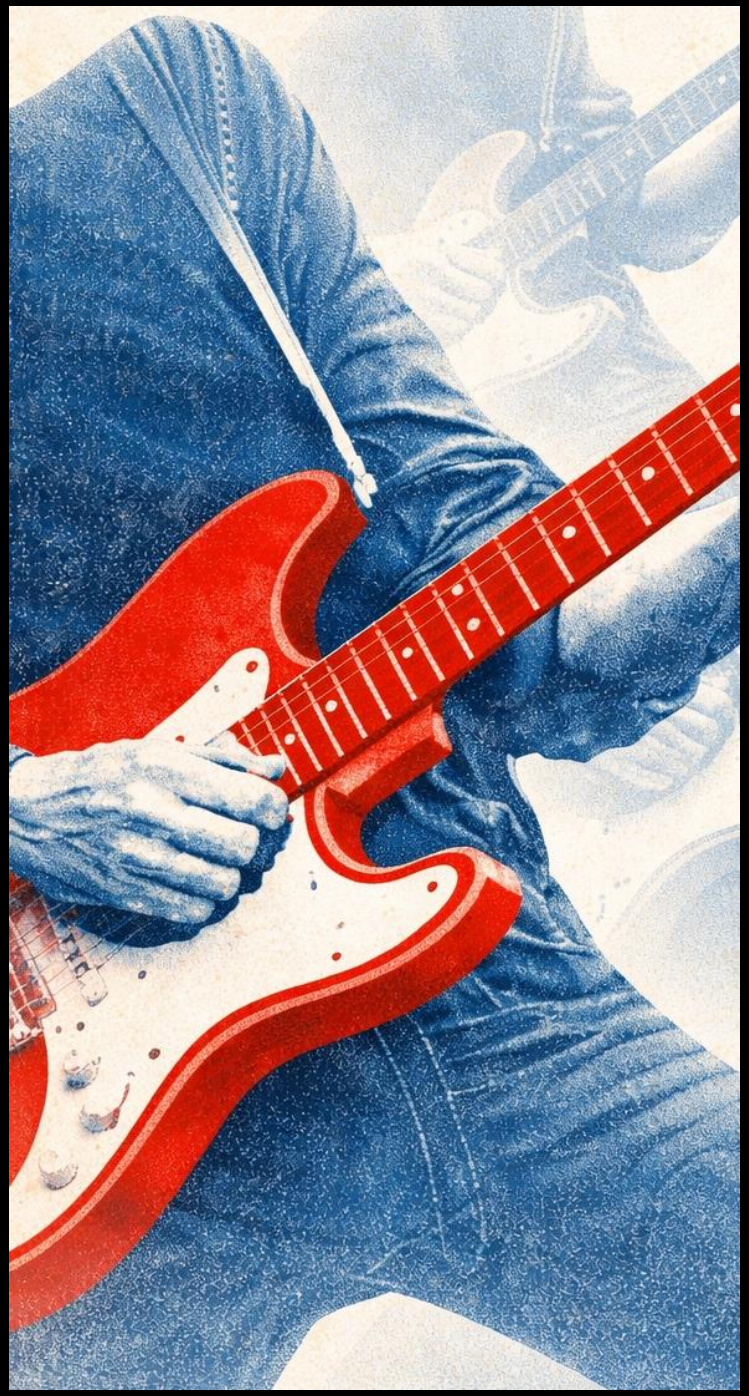


can you add in more low opacity dupes into the picture



I like the look but can we bring it down on how many dupes it does as well as making some more than others a stronger amount of blue



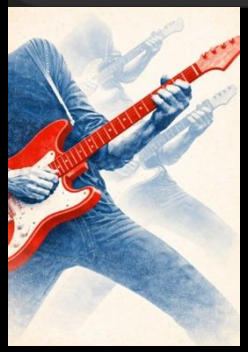


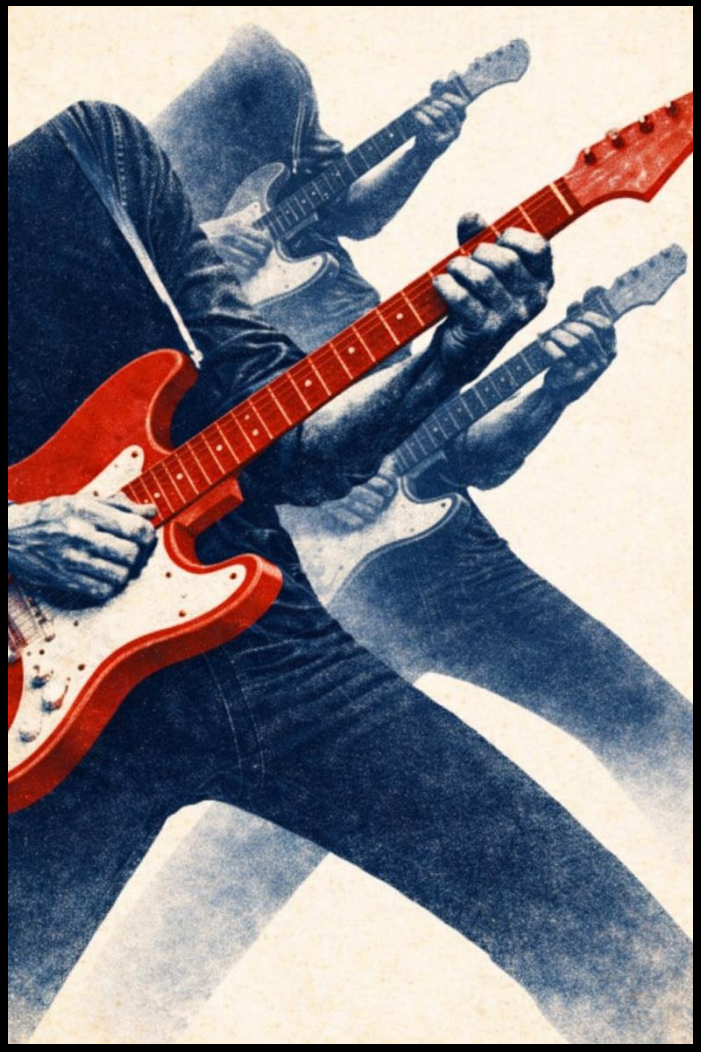


Bring the main figure of my piece have a darker blue. But keep the duplicates a lighter and low opacity.

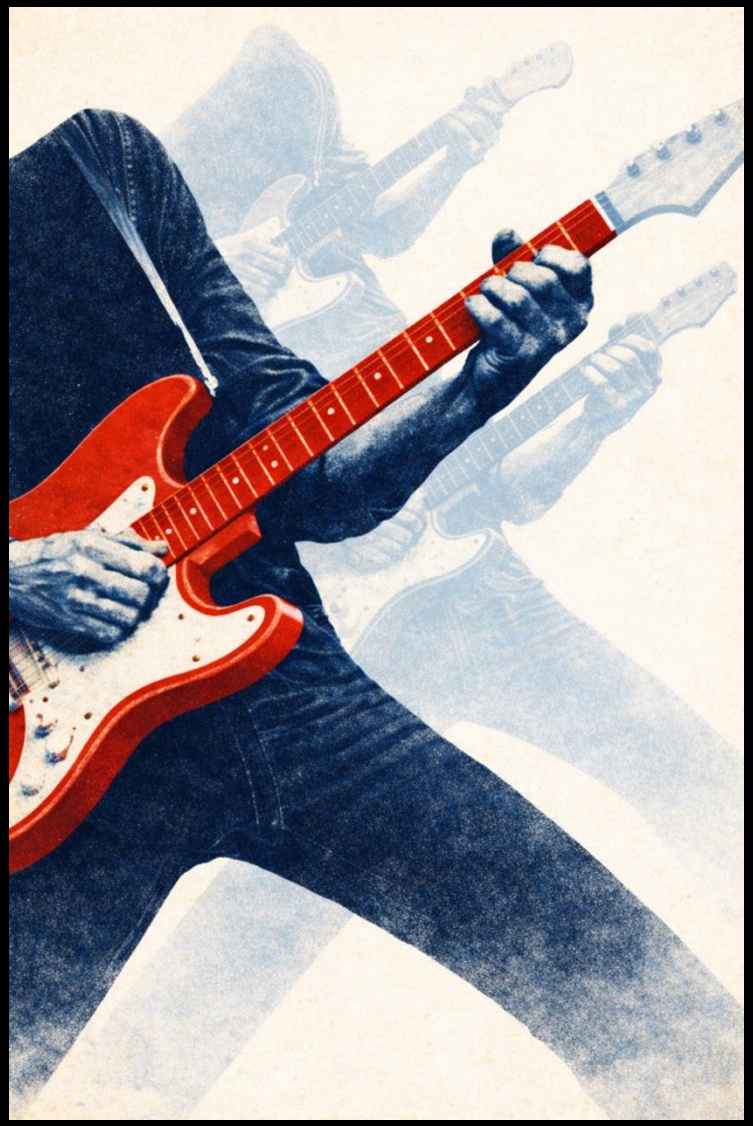
Comparing colour

Make the blue darker but make sure you keep the same colour wash and grainy effect the man with the guitar has





That blue works for the front figure but the only thing that I would want to change from looking at this is the two figures behind the main figure is to be more of a lighter blue and the opacity turned down on them slighly both different levels from each other as well



Font



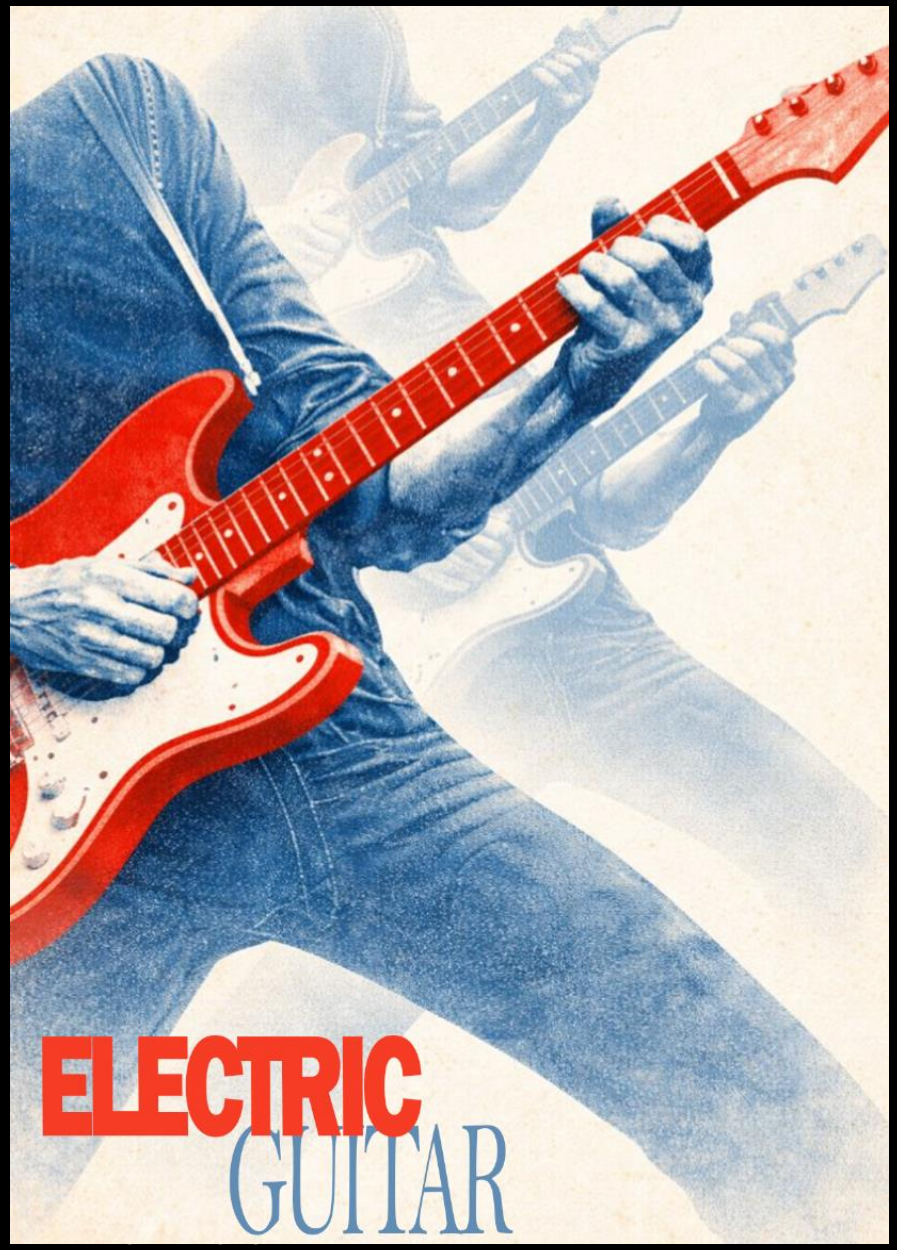
Smaller extra importation that circles the most important piece of it.

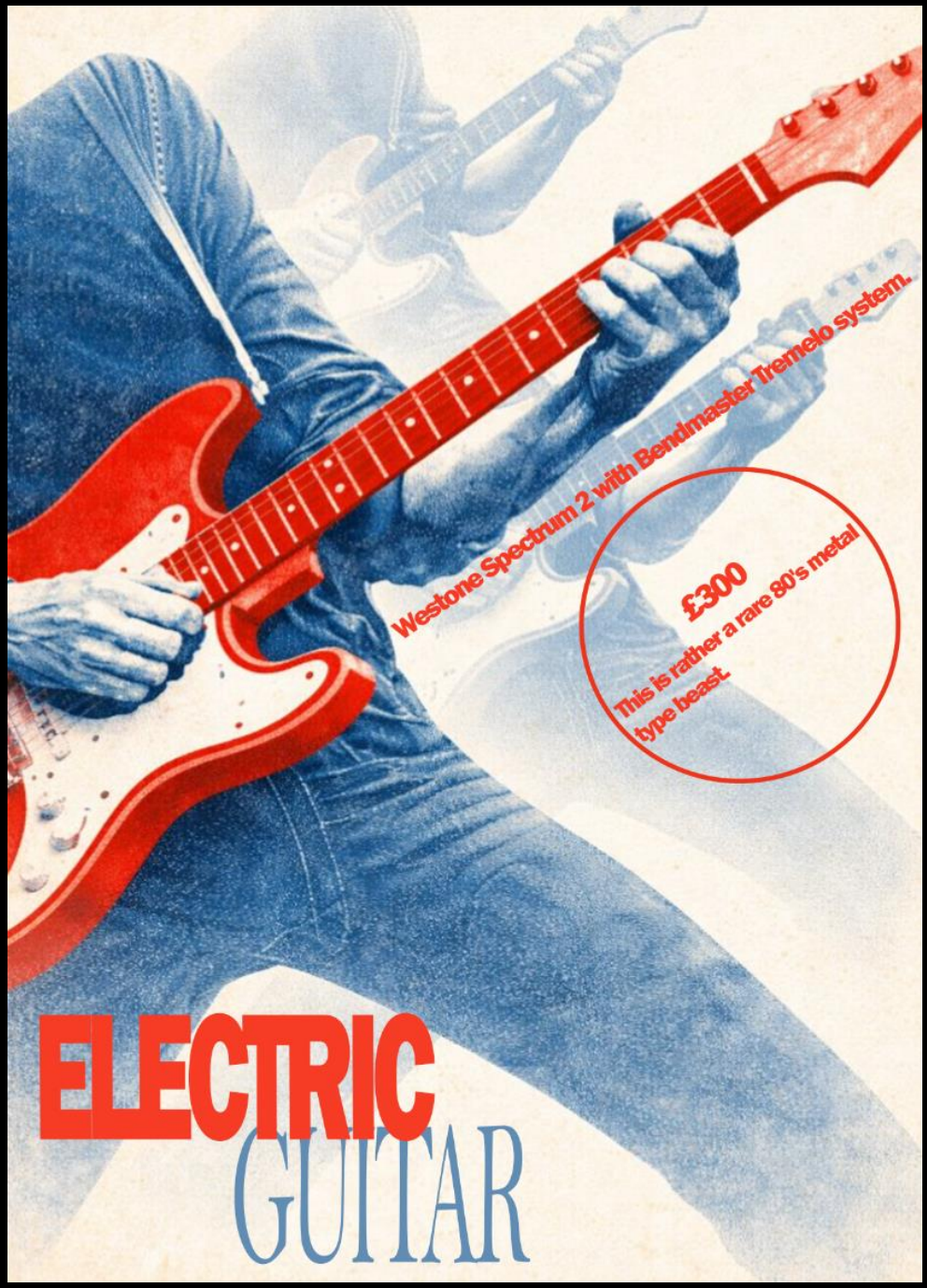


Top typography: Bold, blocky red letters with a strong, heavy feel.

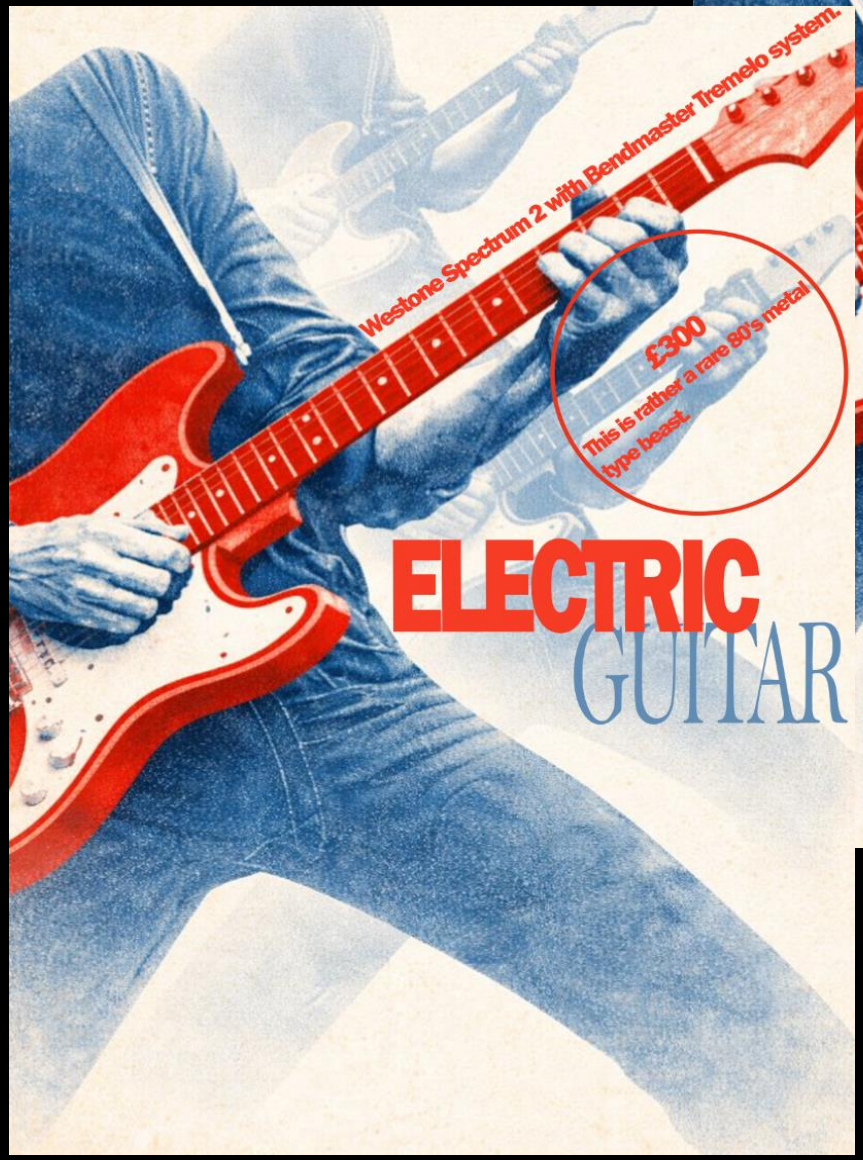
Bottom typography: Tall, thin blue letters with serifs, more elegant and stretched vertically.

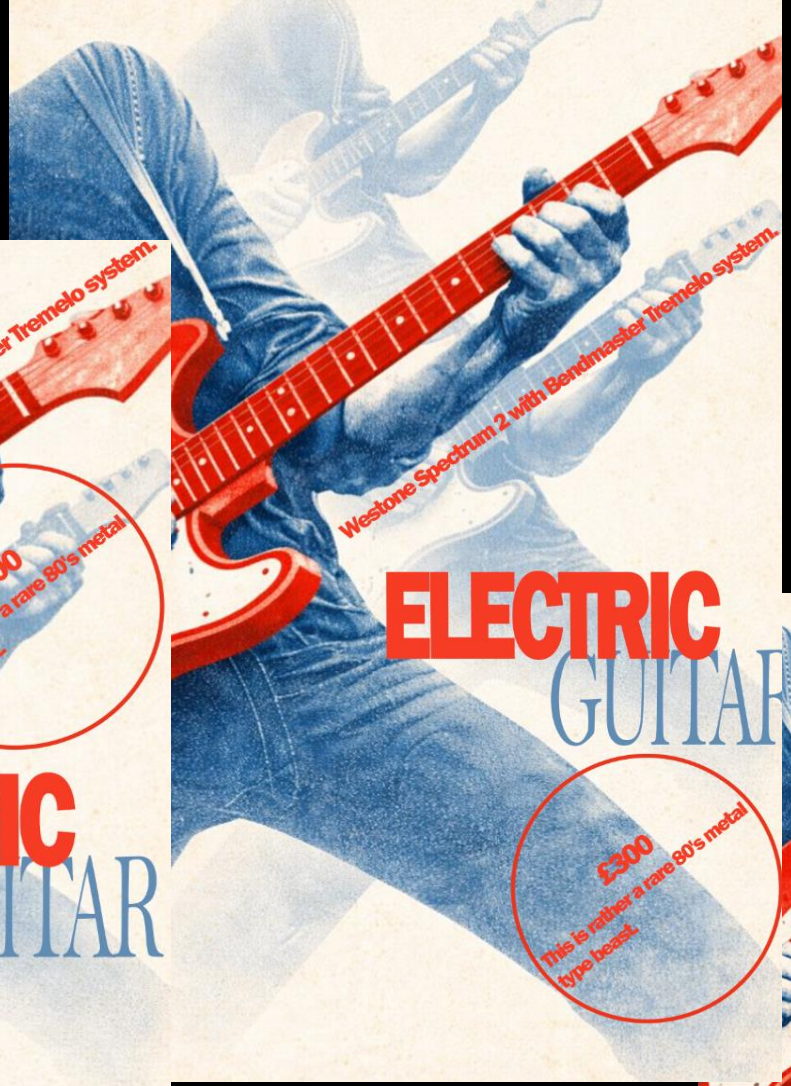
Photoshop for typography

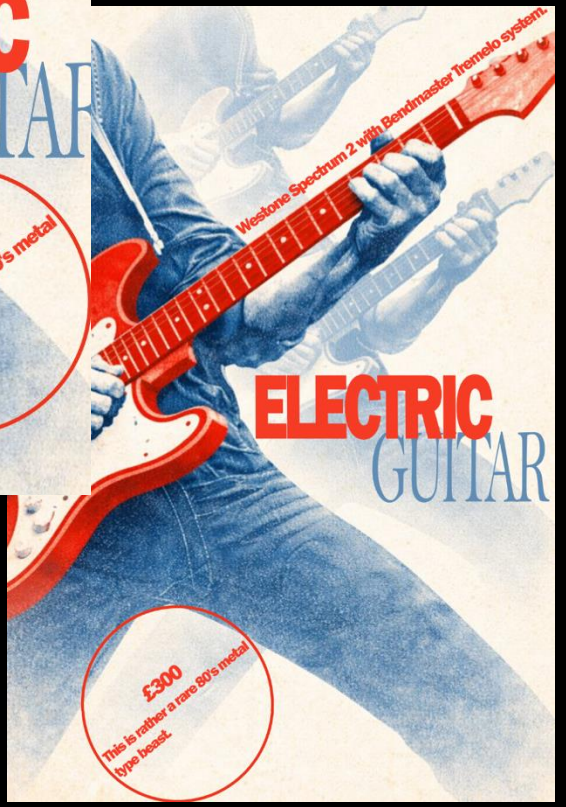


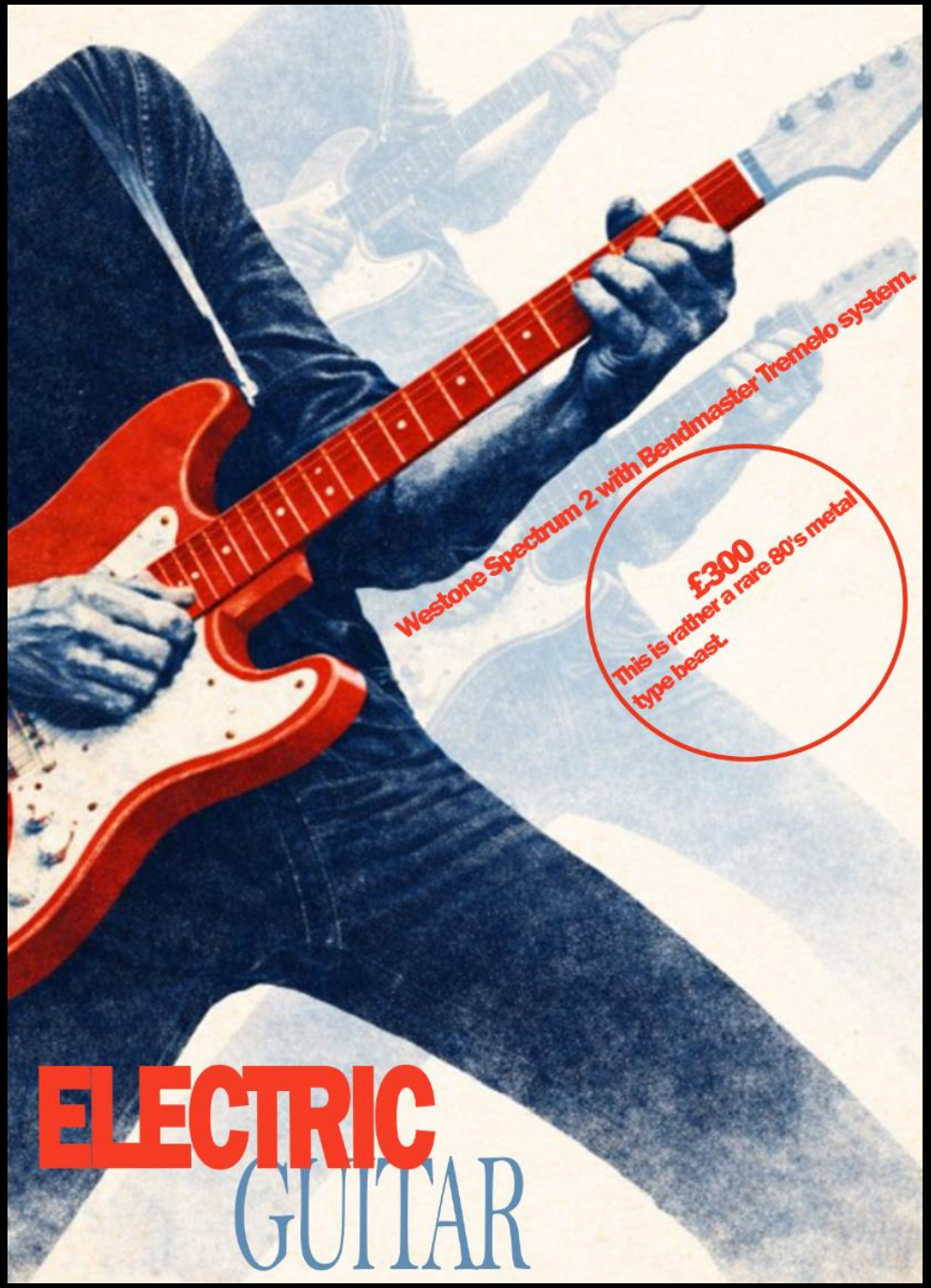


Layout


Westone Spectrum 2 with Bendmaster Tremelo system.
£300
This is rather a rare 80's metal type beast.
ELECTRIC
GUITAR

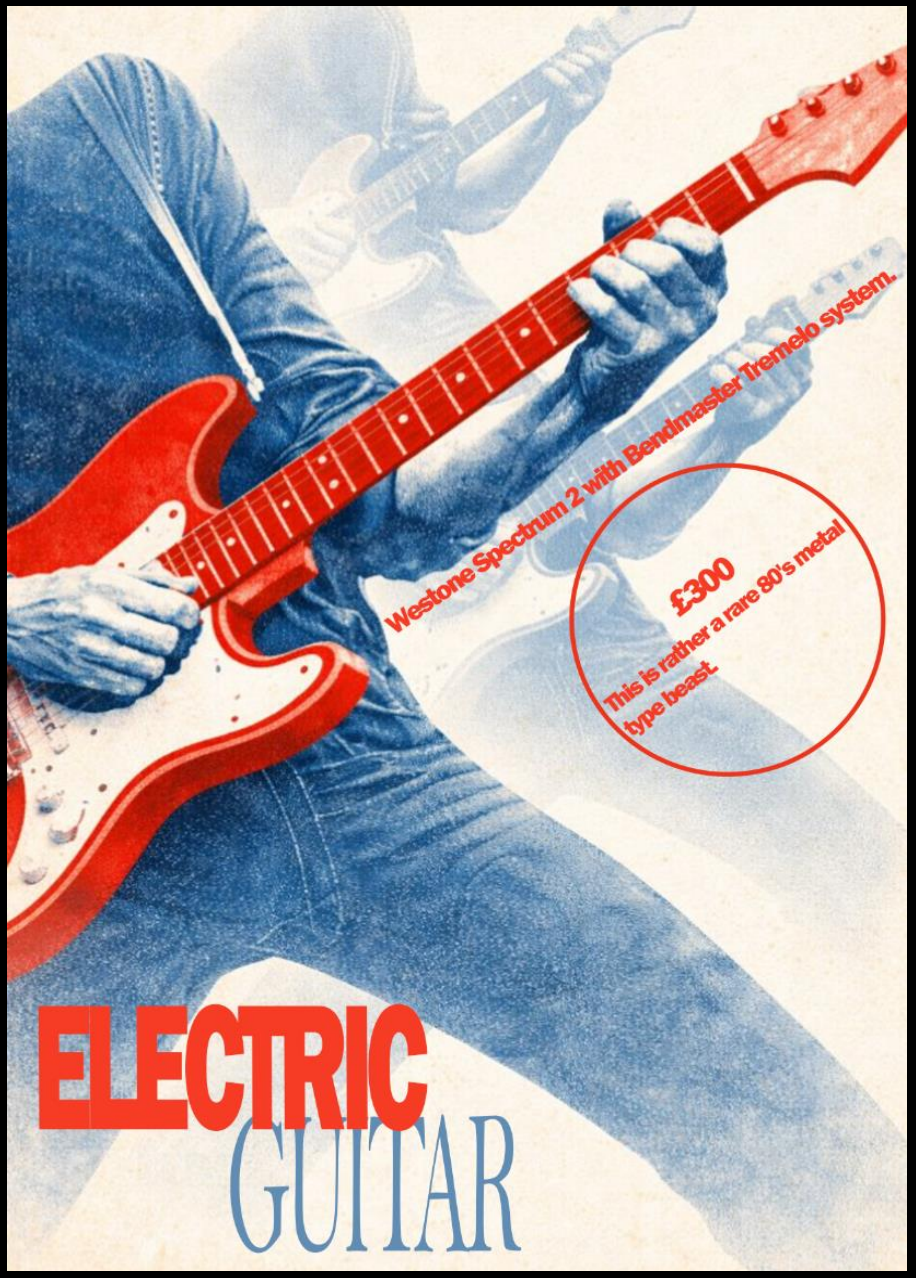

Westone Spectrum 2 with Bendmaster Tremelo system.
ELECTRIC
GUITAR
£300
This is rather a rare 80's metal type beast.

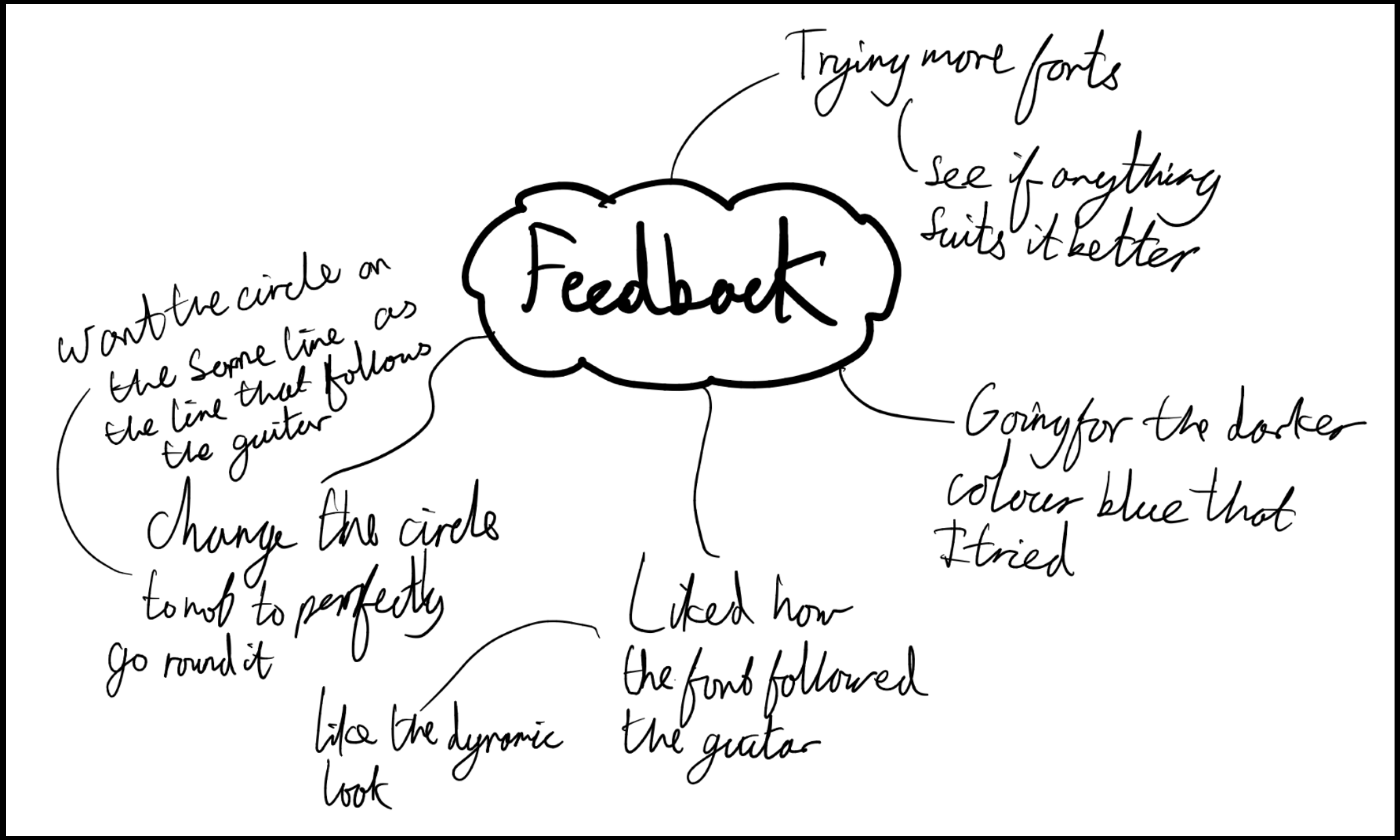

Westone Spectrum 2 with Bendmaster Tremelo system.
ELECTRIC
GUITAR
£300
This is rather a rare 80's metal type beast.



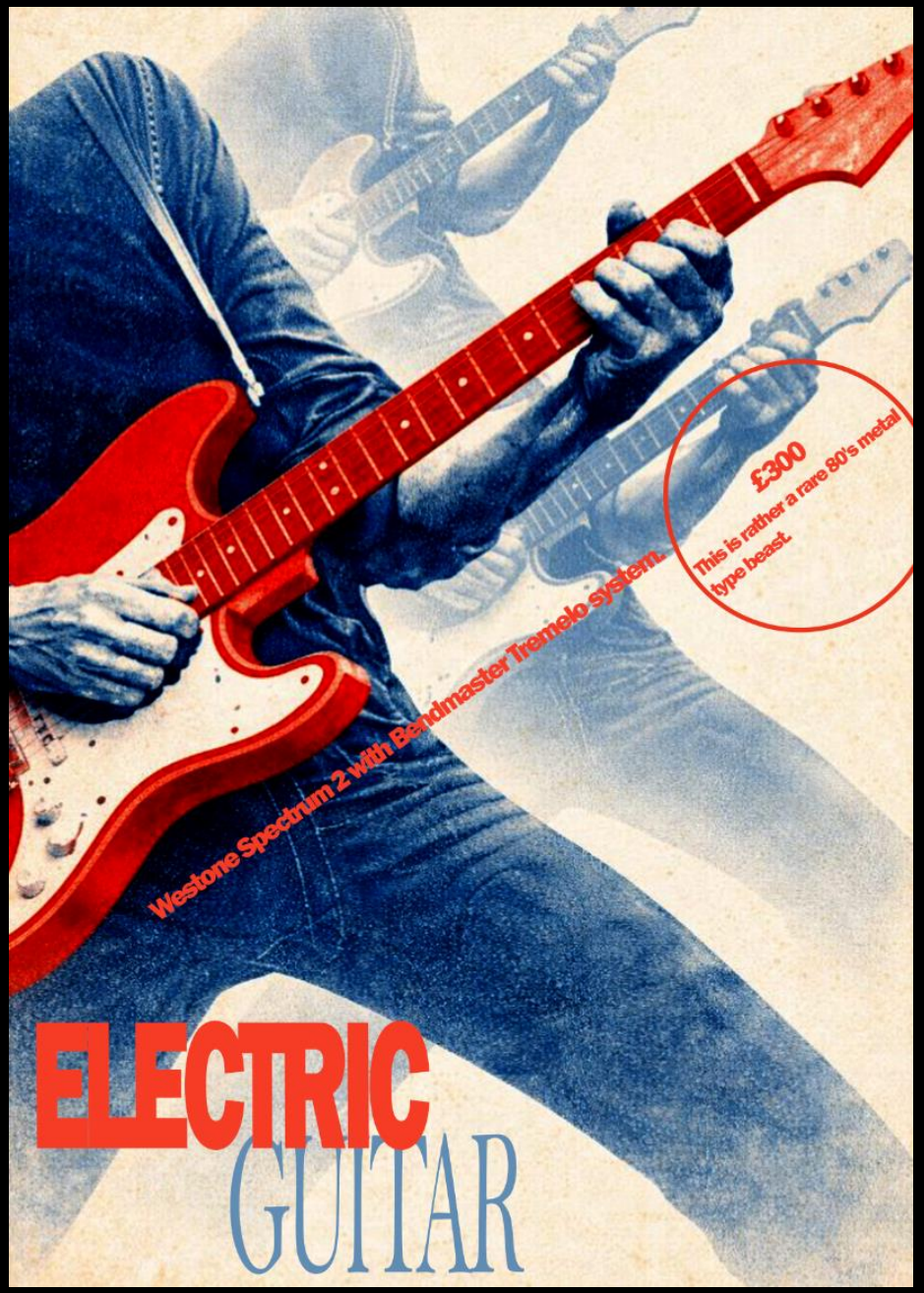
The typography is harder to work with in the dark blue colour, so the other version was chosen because it complements the typography and works better overall.

Final


Westone Spectrum 2 with Bendmaster Tremelo system.
£300
This is rather a rare 80's metal type beast.
ELECTRIC
GUITAR


Feedback
Trying more fonts
See if anything suits it better
Want the circle on the same line as the line that follows the guitar
Change the circle to not to perfectly go round it
like the dynamic look
Liked how the font followed the guitar
Going for the darker colours blue that I tried

Small needed improvements to get the right effect

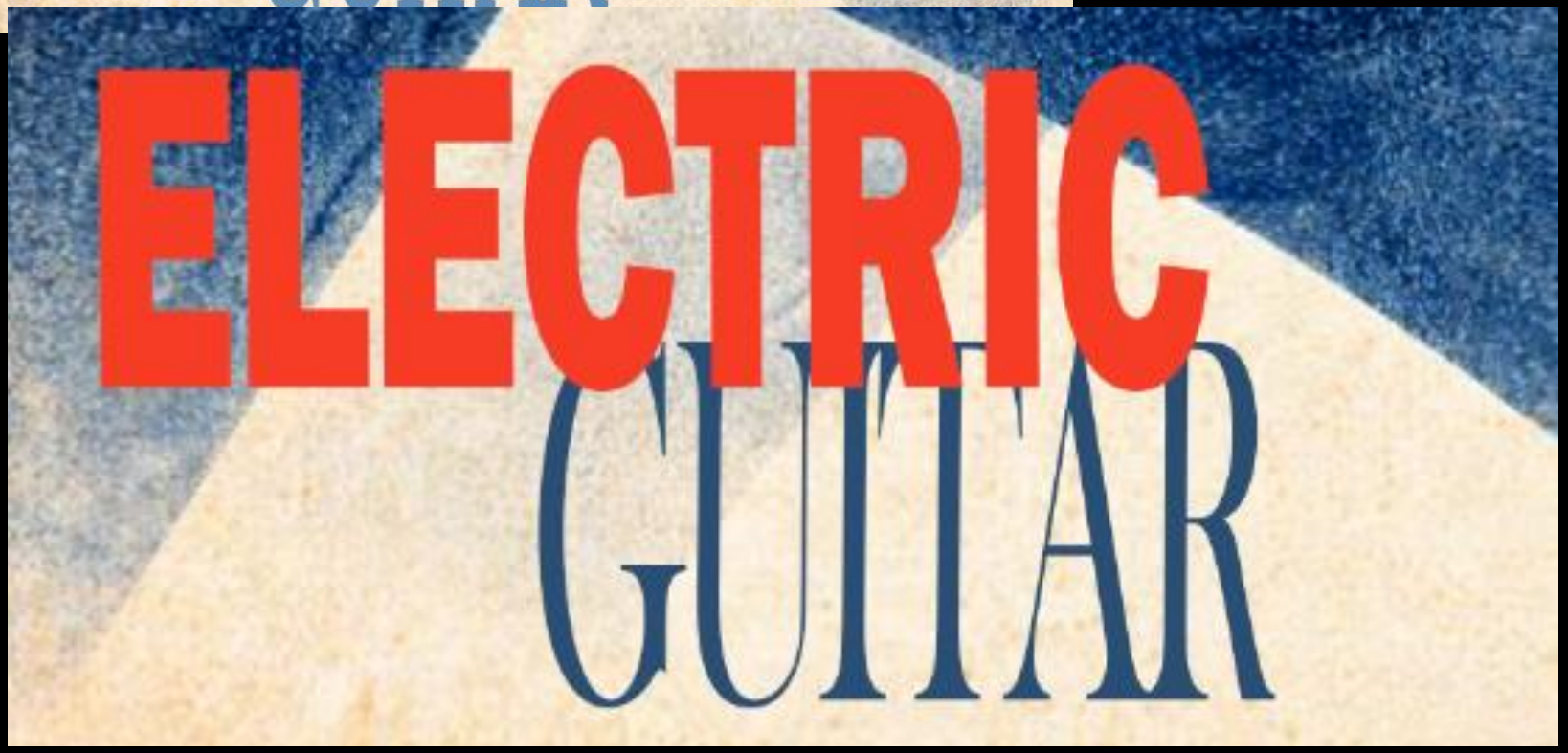


Need to still look into different styled typography

Try loads of different typography fonts and sizes

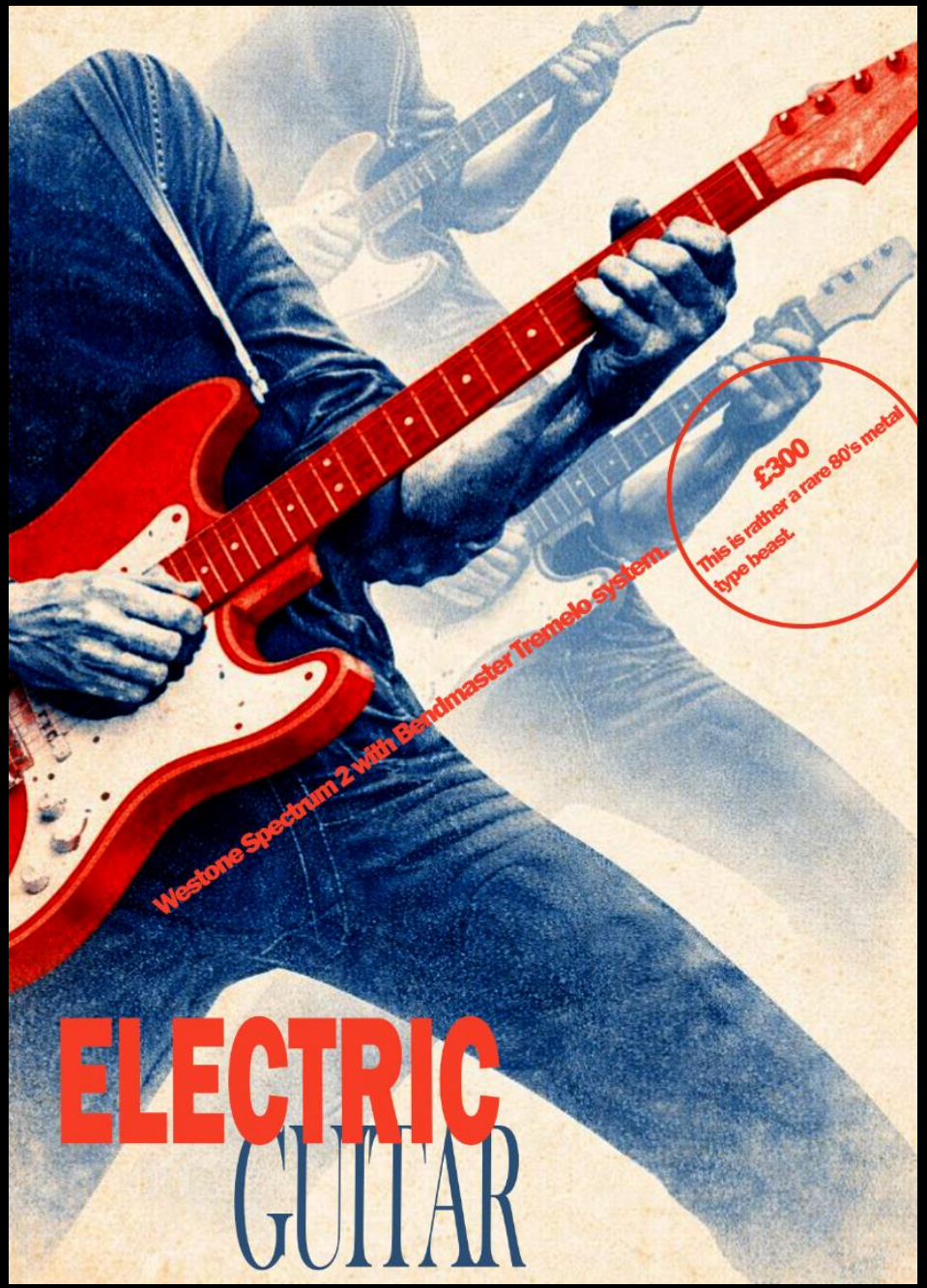






How I got the style that match how he did his work was through changing the guitar don't colour to a darker blue and then the red bit of typography making the spaces between each letter wide.

Final piece


ELECTRIC
GUITAR
Westone Spectrum 2 with Bendmaster Tremelo system.
£300
This is rather a rare 80's metal type beast.

Agency researching



Main 6 key things that I need to make sure I include

Brief

Put together a presentation that shows key data that will help you and your colleagues quickly grasp some useful information about your given agency, information that will be useful to you all in the future. Famous work, notable staff, what they're known for, how to get a job there.

Your slides should include:
Screengrabs of notable work, names and addresses, emails, job opportunities, recent history, picturs of staff and of the building, and anything else you see think is relevant.

Put together a minimum of 5 slides (in a landscape format), these should include visual and written information and form the basis for your colleagues to build up a database of some noteworthy ad agencies that you can all access. I'll make a OneDrive link for this.

DON'T JUST READ THEIR WEBSITE.

Formative assessment individual

Monday 12th		Tuesday 13th	
10.00am	Brooke	10.00am	Caitlin
10.30am	Hannah	10.30am	Jack
11.00am	Katy	11.00am	Megan
11.30am	Ellie	11.30am	Nichole
1.00	Jay	1.00	Ethan
1.30	Mia	1.30	Katie S
2.00	Emmeline	2.00	Phoebe
2.30	Joe	2.30	Freya
3.00	Katie W	3.00	Rae

Feedback

From going to this I change some details, for example he feedbacked that I need to make sure that I show of connected that people can go to that would help if they like the agency. And also to make sure you speak a lot into the agency in London. He liked a lot of it for example the story line of the business that I did as well as the rewards shown of to see what they have accomplished.

Extra research I found but didn't fully use

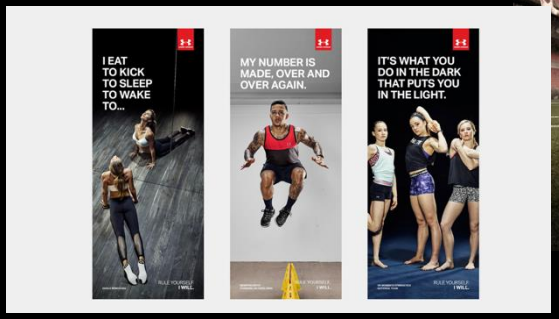






















Things I was learned

- Simple ideas can be the strongest
- Emotional connection matters
- Campaigns should involve the audience
- Humour can make campaigns memorable
- Advertising now works across social media and real life
- Storytelling is more important than just selling a product

How this influenced my own project

- Focused more on audience participation
- Tried to make ideas socially shareable
- Used humour and relatable situations
- Thought more about visual storytelling
- Looked at making campaigns feel interactive


droga

What Droga5 is especially known for

Emotion storytelling

Big **brand platforms**, not just ads

Culture-shaping campaigns (often film-led)

Working with brands that want to feel *iconic*, not just sell products

Founder: David Droga (Australian creative)

Employees: Over 900

Founded: 2006

Founded in: New York City

Origins

David Droga named the agency after himself *"Droga5"* because he was the **fifth child** in his family.

Story line



Act 1 (2006)

After a brief role at FCB, David Droga joined startup OMON and quickly became its creative director and partner, later moving to New York to start his own company called Drago5.

Act 3 (2010–15)

After proving they could take risks, Droga5 won major clients like Nike, Under Armor, and The New York Times.



Act 2 (2006–09)

Graffiti-style work like *'Still Free'* blurred advertising, protest, and art to gain attention.



Act 4 (2016–2018)

With major clients secured, Droga5 shifted toward value-driven work focused on culture and moral issues, especially for The New York Times piece is a good example.





Act 5 (2019)

Droga5 was sold to Accenture to gain scale, technology, and global reach, becoming part of Accenture Song.

droga5 > accenture
High performance. Delivered.

Act 6 (2020–Present)

Droga5 now creates work across full brand ecosystems, not just ads. And David Drago 5 is still part of the company as company director.

What is accenture

Some of their massive brands:

Accenture is a global professional services company that provides **consulting, technology, strategy, and operations services** to businesses, governments, and organizations worldwide.

https://www.accenture.com/gb-en


+essentia
hydration perfected
MOLSON Coors
Kimberly-Clark
LVMH
The main client Brands
amazon
MASERATI
BIOFREEZE
COOL THE PAIN
The New York Times
Meta
JPMORGAN CHASE & CO.

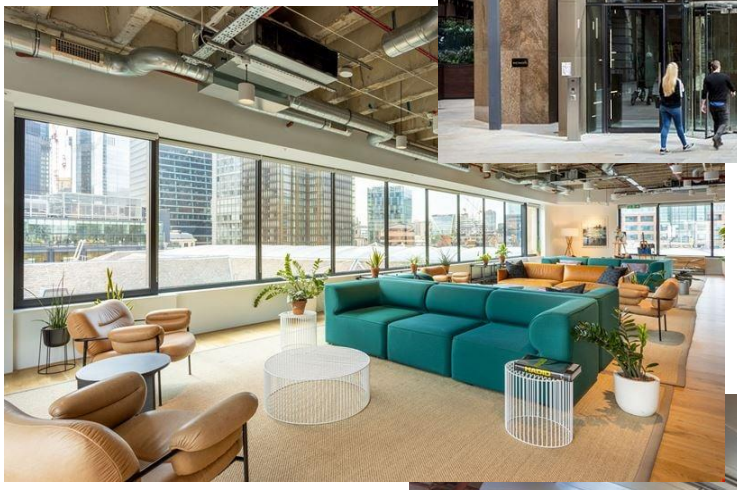
London office

- Droga5 opened its **London office in 2013** to expand into the European market.
- Employees in London: around 48 employees
- They are part of Accenture Song
- Opening days is Monday to Friday (8:00am to 6:30pm) closed Saturday And Sunday.
- In the center of London in a nice Area, easy to bus as well as train there

8 Devonshire Square London,
England EC2M 4YJ

Phone: +44 20 7287 5925



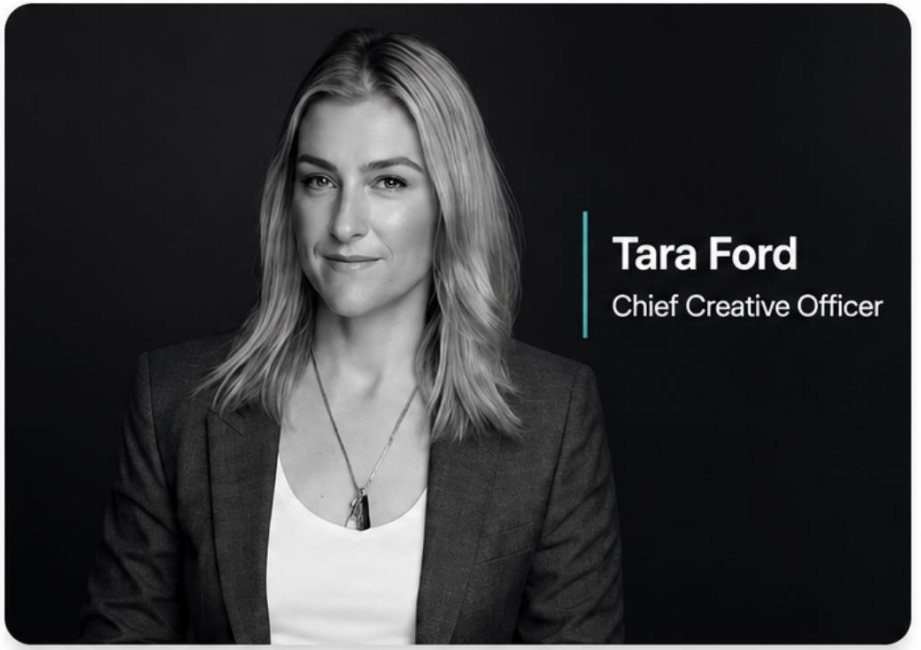








The CEO manager of London Droga5 for the last decade, Oversees over all agencies under accentual sonny.



The Chief Creative Officer (CCO) at Droga5 UK, where she leads creative operations and drives innovative campaigns.

Leading the company

United Kingdom

Japan

Brazil

Ireland

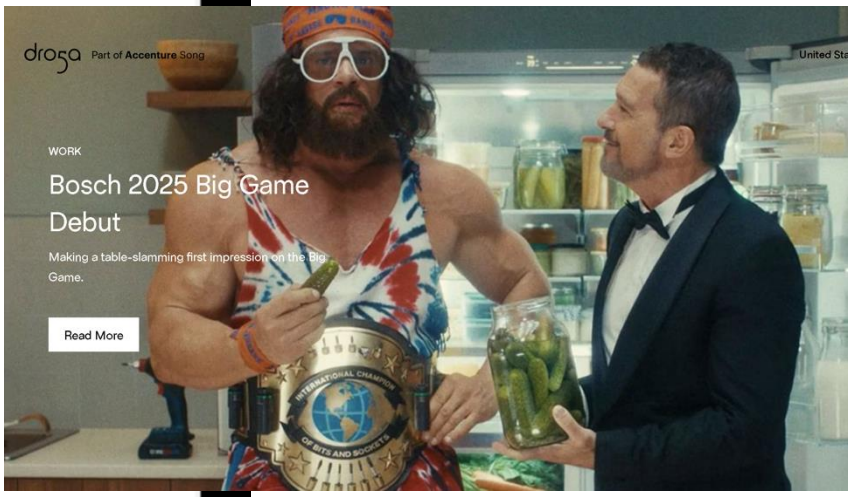
Australia

New Zealand

droga5 Part of Accenture Song United States

We build and sustain the most influential brands of the 21st century.





Clean, bold, and modern, lots of white space, big confident typography, and work-first visuals that feel creative and also shows personality and being different.

OUR DNA

Creatively Led	Ambition for the best creative leads all of us. We care about the quality and integrity of our work above all else.
Strategically Driven	We believe the path to world-class work is through rigorous creative strategy that has clear and measurable objectives and is rooted in Brand Purpose.
Systems Thinkers	From product innovation to performance marketing, we believe all our work needs to work in concert to connect every element at every phase of the customer journey.
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Droga5 website https://droga5.com/

1,000+ major global awards

CANNES LIONS
INTERNATIONAL FESTIVAL OF CREATIVITY

200+ Cannes Lions won



CLIO AWARDS

300+ Clio trophies won





D&AD

120+ D&AD Pencils won



effie awards



50+ Effie Awards

THE ONE SHOW



150+ One Show Pencils





Charlotte Barnard

Creative at Lucky Generals

5 **Creative Placement**
Droga5 · Full-time
Jun 2021 - May 2022 · 1 yr
London, England, United Kingdom

Holly Bidgood She/Her

Creative at Lucky Generals

5 **Creative Placement**
Droga5
Jun 2021 - May 2022 · 1 yr

Slides below have now been changed to look better, read better and for more information. All further developing.



CREATIVE. IMPACTFUL. DIFFERENT.

What Droga5 is **especially known for**

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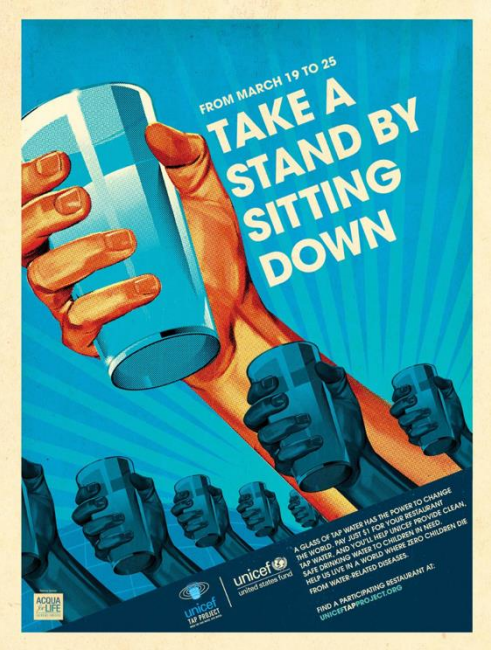
Founded in: New York City

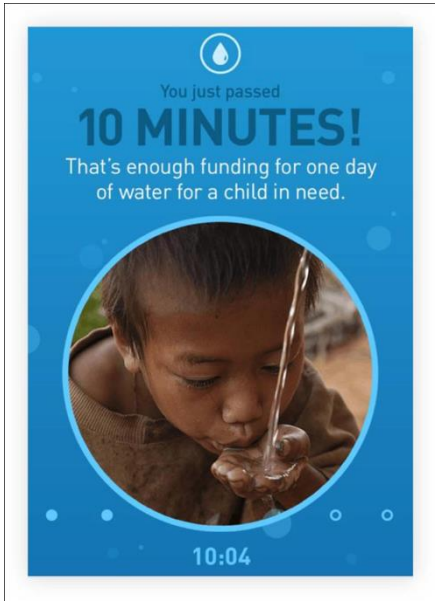
David Droga named the agency after himself "**Droga5**" because he was the **fifth child** in his family.

If you want an advertising agency that does things that helps the world.

Campaigns

The Tap Project- For UNICEF







Why it worked so well

- Very easy idea to understand instantly
- Turned something ordinary (tap water) into something emotional
- Interactive, people became part of the campaign
- Worked across restaurants, posters, PR and social media
- Created conversation because of how simple and clever it was

How successful it was

- Became one of the most recognised charity campaigns of its time
- Raised millions for clean water projects
- Won major advertising awards
- Helped establish Droga5 as a top creative agency globally

What this says about Droga5

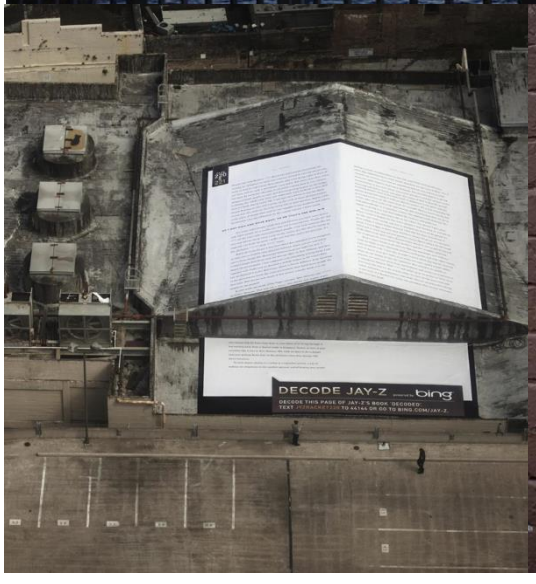
- They are very good at simple human insights
- They make campaigns people participate in, not just watch
- They blend creativity with real-world impact
- They focus on emotionally memorable ideas

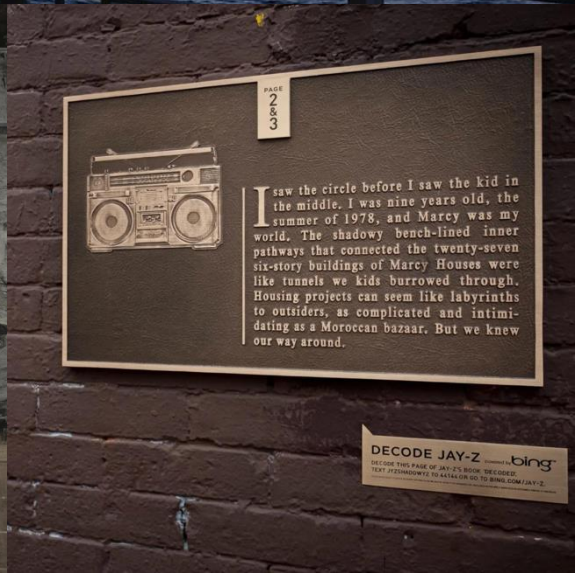
Decode the album- For Jay-Z

If you want an advertising agency that also has you work on fun and interesting other ads. You get a good mix.

Campaigns







Why it was so fun and different

- Turned advertising into a giant scavenger hunt
- Interactive and game-like experience
- Mixed digital and real-world exploration
- Fans felt involved rather than advertised to
- Very visual and social-media friendly

How successful it was

- Became one of the most talked-about campaigns that year
- Massive online engagement and press coverage
- Won multiple Cannes Lions awards
- Helped improve Bing's cultural relevance at the time
- People shared locations and clues across social media constantly

What this says about Droga5

- They love turning campaigns into experiences
- They make ads feel entertaining instead of forced
- Very strong at blending technology with creativity

droga5 Part of Accenture Song

United States

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Clean, bold, and modern, lots of white space, big confident typography, and work-first visuals that feel creative and also shows **personality** and **being different.**

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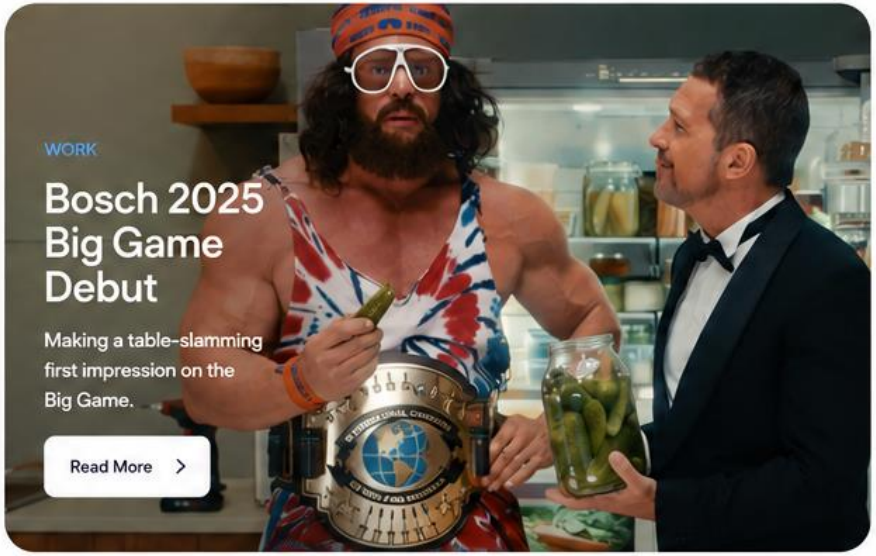
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effie awards



50+
Effie Awards

THE ONE SHOW



150+
One Show Pencils

Where to Connect with Droga5

Official channels to explore opportunities and open roles.

01

droga5.com →

Careers

Explore open roles, internships and application details.

02

accenturesong.com →

Careers

Search and apply for Droga5 roles via Accenture Song.

03

Droga5

linkedin.com/company/droga5 →

Follow for updates, culture and opportunities.

APPLICATIONS OPEN FOR

01 **Internships**

Summer internships for students and recent graduates.

02 **Apprenticeships**

Creative apprenticeships for emerging talent.

03 **Junior Creative Roles**

Roles for Art Directors, Copywriters, Designers and more.

5

Creative Placement

Droga5 · Full-time

Jun 2021 – May 2022 · 1 yr

London, England, United Kingdom



Charlotte Barnard

Creative at Lucky Generals



Holly Bidgood She/Her

Creative at Lucky Generals

5

Creative Placement

Droga5

Jun 2021 – May 2022 · 1 yr



Andrew Sakuda He/Him

senior strategist @ mischief

5

Communications Strategist

Droga5 · Full-time

May 2022 – Nov 2023 · 1 yr 7 mos

New York City Metropolitan Area

Connections off people we have met before, that you could message and ask questions on what their experience was like.

Formula 1

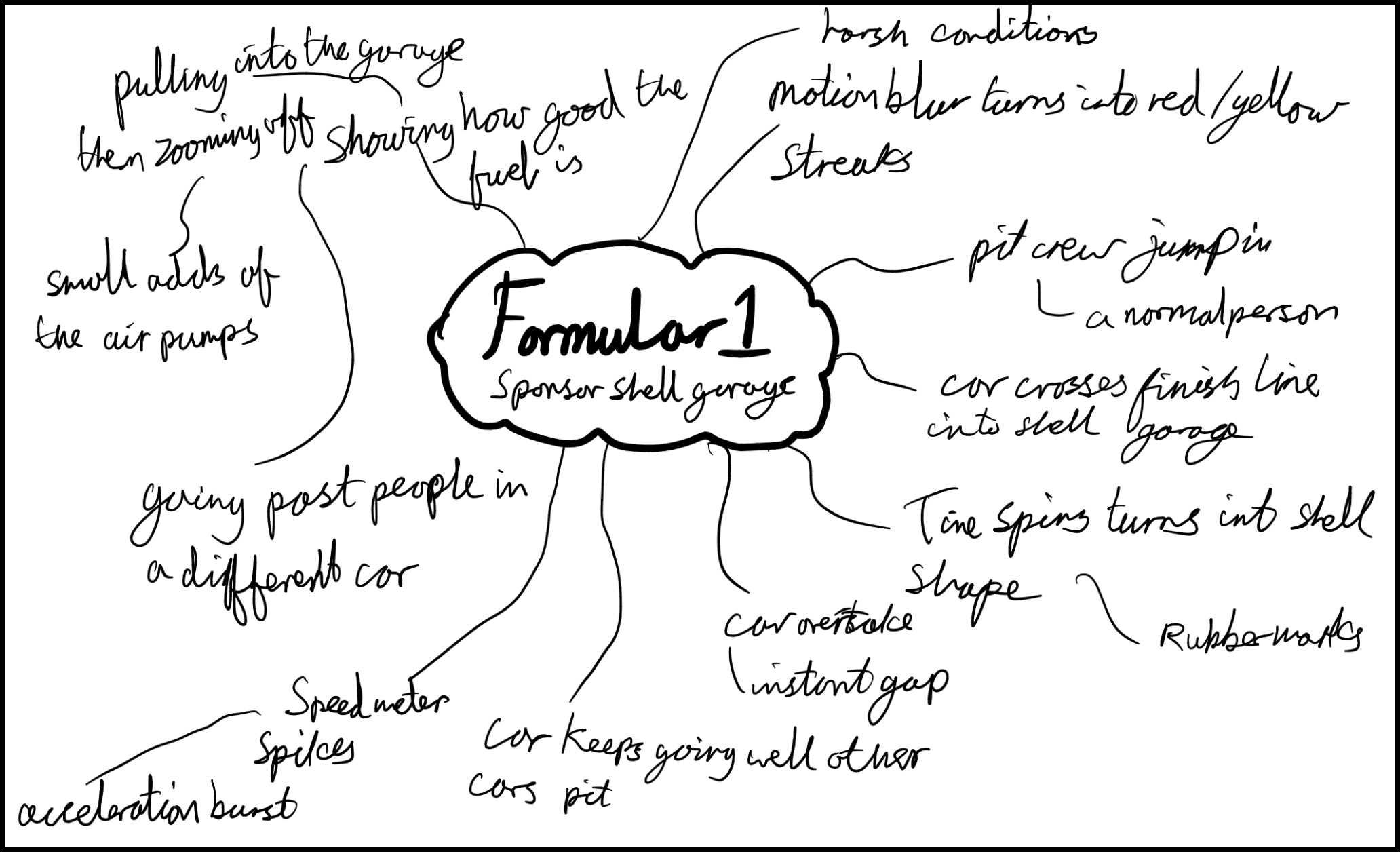
Breaking Bumper ad









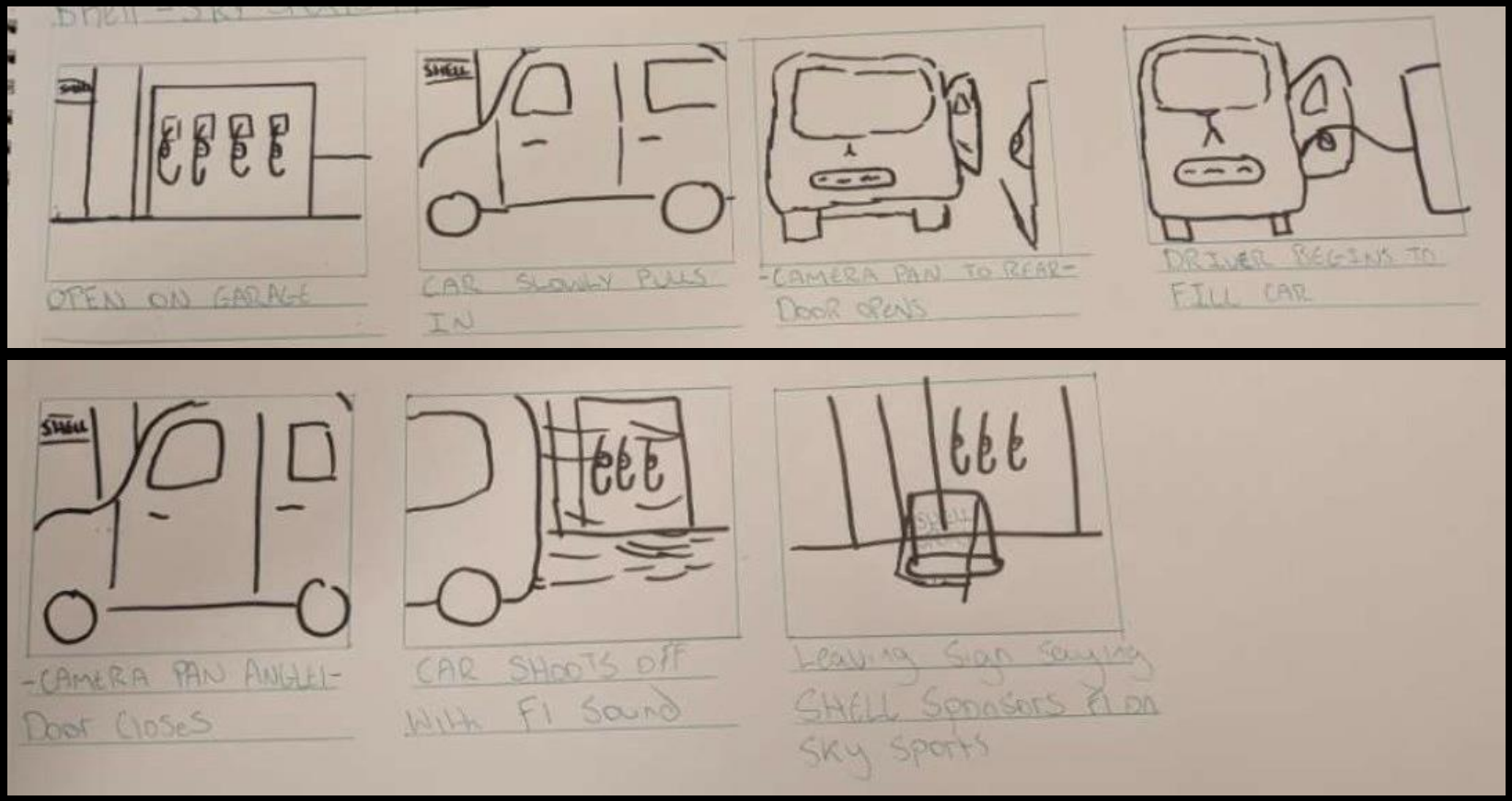

Formular 1
Sponsor shell garage
pulling into the garage then zooming off
showing how good the fuel is
harsh conditions
motion blur turns into red/yellow streaks
pit crew jump in
a normal person
car crosses finish line into shell garage
Tire spins turns into shell shape
Rubber marks
car overtake
instant gap
car keeps going well other cars pit
Speed meter spikes
acceleration burst
small adds of the air pumps
going past people in a different car

IDEA: FIRST clip- Normal car pulling into Shell Garage them getting out filling the car up and then zooming off.

SECOND clip- Going zooming past another family in their car (with them having formula one commentary on).

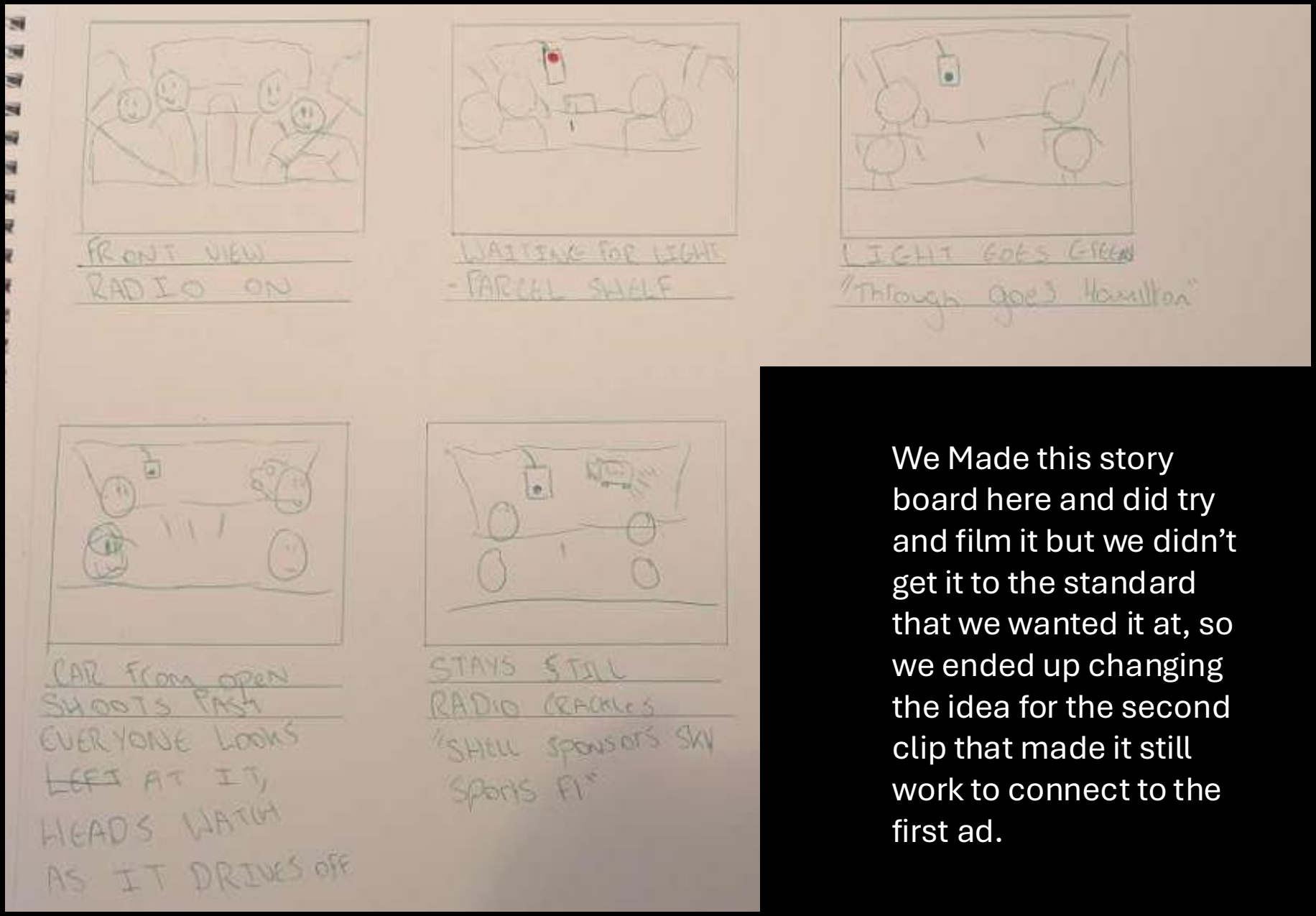
Formula 1

FIRST clip storyboard



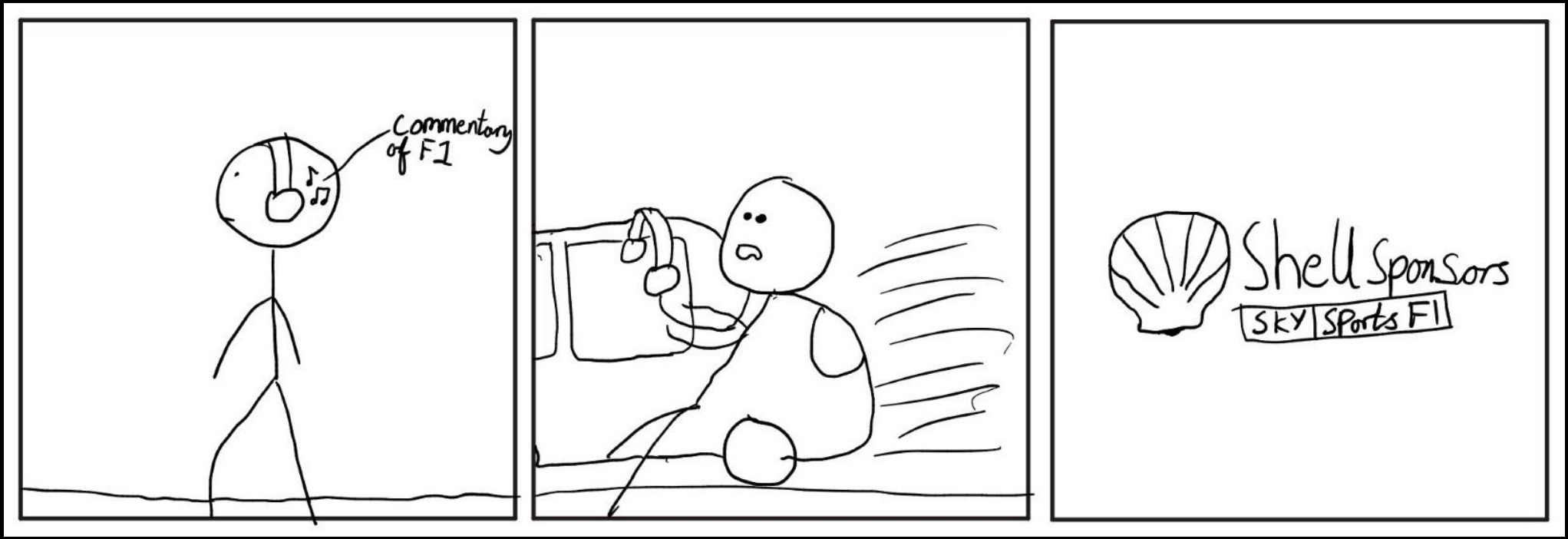
This will play out by a man in a normal ordinary car pulling up and getting out to fill up the car (camera will pan round waist high to watch him fill up the car),then he will get back in the normal car and speed off with f1 sounds to show off how good shell garage is.

How we had the second clip at first



We Made this story board here and did try and film it but we didn't get it to the standard that we wanted it at, so we ended up changing the idea for the second clip that made it still work to connect to the first ad.

SECOND clip storyboard that we used



The end bumper breaker would be a man listening to f1 through his head phones and minding his business and the same car comes past zooming and his head phones fly off bringing in the same positive point. Then will show off the shell sponsors sky sports f1.

The liner

The clip and way it would be filmed would get the positive point across on why shell is better, meaning for the and speaking would only need a liner at the end “shell garage sponsors sky sports F1”.

Description of F1 Start

SHOT 1 — STATIC SIDE VIEW (0–3s)

Camera is at a fixed height, level with the mid-section of a Shell petrol pump.
We only see objects up to roughly car-window height — no rooflines or full bodies.
A Ford Mondeo slowly rolls into frame, stopping so its mid-section blocks the pump.

SHOT 2 — ENGINE OFF + DOOR OPENS (3–5s)

Mondeo shuts off.
The driver's door opens. We see only the lower half of the door and the driver stepping out from the waist down.

SHOT 3 — PAN TOWARD REAR (5–8s)

Camera performs a smooth horizontal pan toward the car's rear-mid section.
We continue to only see the driver from waist down as they walk to the pump.
They begin filling the car while whistling.

SHOT 4 — PAN BACK TO ORIGINAL (8–13s)

Camera pans back horizontally to its original position.
We see the driver (still only waist-down) return the nozzle, get back into the car, and the door shuts.

SHOT 5 — F1-STYLE EXIT (13–15s)

The car starts.
It launches forward with the speed and sound of an F1 car, zooming out of frame.
As it clears, a sign becomes visible in the spot where the car was:

"Shell sponsors F1 on Sky Sports."

Description of F1 End

SHOT 1 — DASHBOARD POV, FACING INWARD (0–4s)

Camera sits low on the dashboard pointing inward at the family inside their car.
They're parked at a red light, calmly listening to live F1 radio commentary in the background.

SHOT 2 — PARCEL SHELF POV (4–6s)

Cut to a rear parcel-shelf shot looking forward over the family.
The commentary intensifies as the race action heats up.

SHOT 3 — LIGHT TURNS GREEN (6–7s)

The traffic light switches to green.
At that exact moment, over the radio we hear:

"AND THROUGH GOES HAMILTON!"

SHOT 4 — F1-SPEED CAR BLASTS PAST (7–8s)

The car from the first advert rockets past the family's car from the right, accompanied by an F1-style engine roar.
The whole family suddenly turns their heads to the right, wide-eyed.

SHOT 5 — SILENCE + RADIO TAG (8–10s)

They slowly rotate their heads forward again, watching the car disappear into the distance.

The radio falls silent for a moment… then calmly:

Radio (VO): "Shell sponsors F1 on Sky Sports."

F1

Start

1.	Car rolling in to frame	Static side view	Part 1
2.	Engine shuts off car opens (showing door opening and closing)	Waist shot (from front side of car) front headlight	Part 2
3.	Guy filling up petrol (The petrol pump is in the car)	Waist shot (from front side of car) front headlight	
4.	Camera panning (guy still in place)	moving around car (Same level)	
5.	Camera stops the car side on (with guy filling up behind it.)	Static side view (Same level)	Part 3
6.	Guy gets in car	Same shot	
7.	Car speeds of at F1 speed	Same shot (Al the car speeding off)	
8.	Reveal shell logo "Shell sponsors F1 on sky"	Same shot (Al the logo on pump and stuff.	Part 4

Middle (Maybe)

1.	Follow someone walking along path headphones while listening to f1.	Behind the back shot	Part 1
2.	Car flys past guys gust of wind hits him (hair flys)	Same shot.	
3.	Cut to "Shell sponsors F1 on sky"	Edited screen	Part 2

End

1.	Shot of radio and mother and father in each chair one driving stopped at traffic light (Radio plays F1)	Shot on middle storage forward	Part 1
2.	Shot of family from parcel storage/Boot looking over family.	Shot on Parcel storage forward	
3.	As "Through goes Hamilton" car flies past	Same shot (everyone turns head right)	
4.	Camera on front dash facing back revealing family shocked	Shot on front dash facing back	Part 2
5.	Cut to "Shell sponsors F1 on sky"	Edited screen	Part 3

PROBLEM

Creating short intro and outro bumper adverts for a TV show that quickly grab attention and encourage viewers to go outdoors for equipment, while staying clear, engaging, and aligned with the show’s style within a very limited time.

INSIGHT

GO Outdoors plays on the idea that many people see outdoor adventures as difficult or only for experienced individuals, even though they are interested in trying them. By showing how the right equipment makes these activities easier and more manageable, it helps change that perception and makes the outdoors feel more achievable.

SOLUTION

Create a scene where one person is struggling to cope outdoors, showing how difficult it can feel without the right preparation. They then come across someone relaxed and comfortable, enjoying the same environment with high-quality gear from GO Outdoors. The second person invites them to join, showing how the right equipment makes the experience easier and more enjoyable.

Prompt 1

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We did try prompt to create the videos which didn't completely workout from the lack of the videos having a lot of minor problems that needed to be correct.

Prompt 2

SHOT 1 — DASHBOARD POV, FACING INWARD (0–4s)
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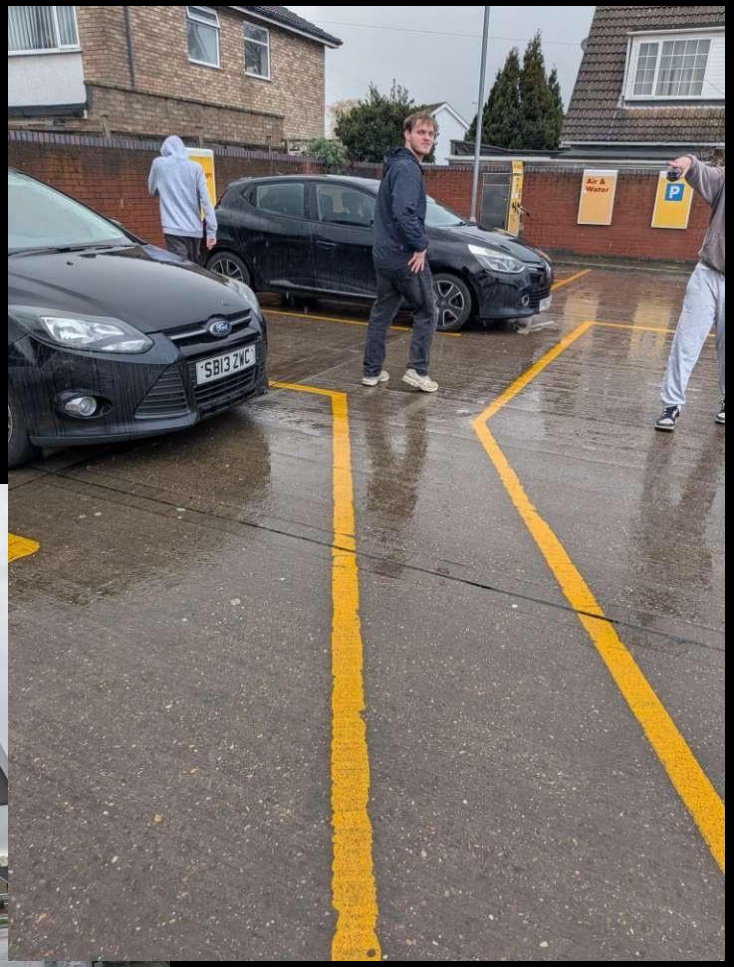
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The radio falls silent for a moment… then calmly:

Behind the scenes









Permission:

We understand that filming at a Shell garage requires prior permission. With this in mind, we identified several Shell locations where we planned to capture the desired shots and angles, ensuring that we obtained the necessary approvals to film on their property.



Sony A6400 CoA

<u>The kit we borrowed for the clips</u>

Manfrotto Befree



360 camera



Shell bumper breaker intro

The video frames











The video opens with a car pulling into a stop. In the second clip, the car comes to a complete halt. The third clip shows a man filling the car with Shell fuel. In the fourth clip, the car speeds off, accompanied by Formula 1–style engine sounds. The final clip highlights the sponsor.

Shell bumper breaker outro

The video frames









The first clip shows a pedestrian who is a fan of Formula 1, listening to race commentary through his headphones as he walks. In the second clip, a car suddenly enters the scene while the man continues walking, unaware. The third clip captures the intensity of the moment as the car speeds past, creating a powerful gust that blows him away. The final clip reveals the sponsorship, ending with the brand's tagline displayed on screen.

Shell bumper breaker intro



Will work on my website if doesn’t work here, from putting this work on good note.

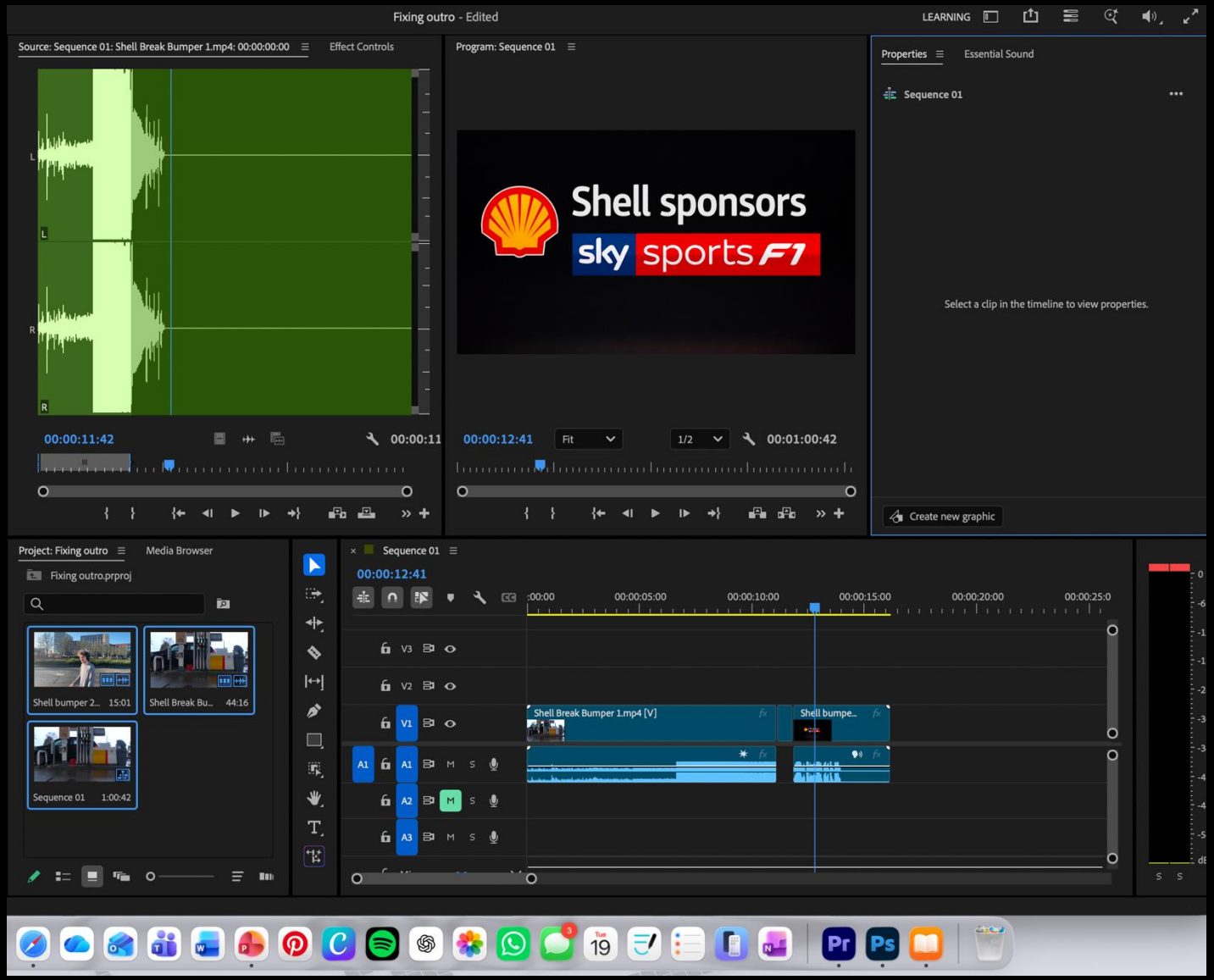
Shell bumper breaker outro



Will work on my website if doesn’t work here, from putting this work on good note.


Feedback
to get the some outro for both adverts
be careful not to be telling people
to break the speed limit
do people listen to F1 commentary
Class backed this up that they do

Ways too fix these issues if we did another shoot

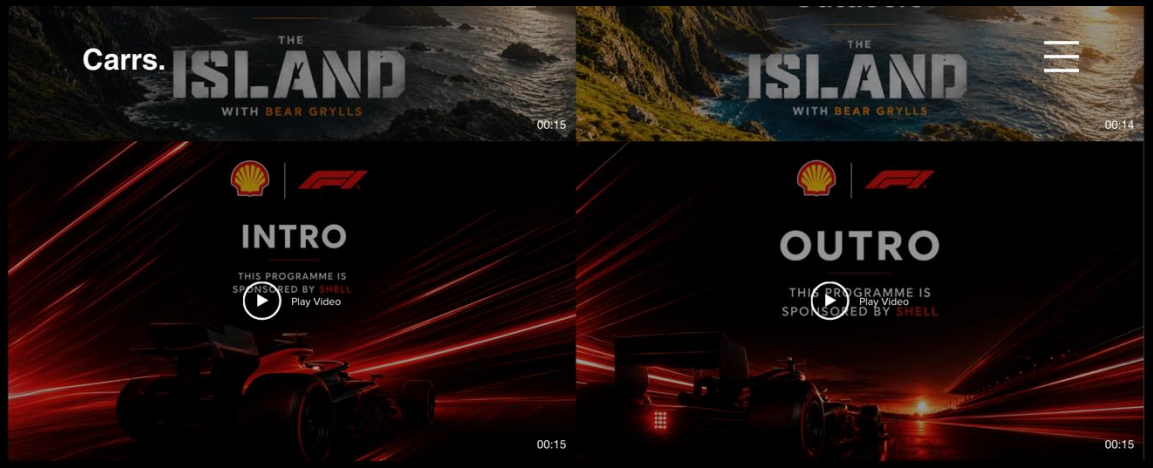


The tweak I have made too the video is that I have given them the same outro and voicing for after the bumper breaker ad. I also added extra sound effect of tyer squeaking for a more realistic effect and new f1 sound over.

Thumbnail creating



On the website

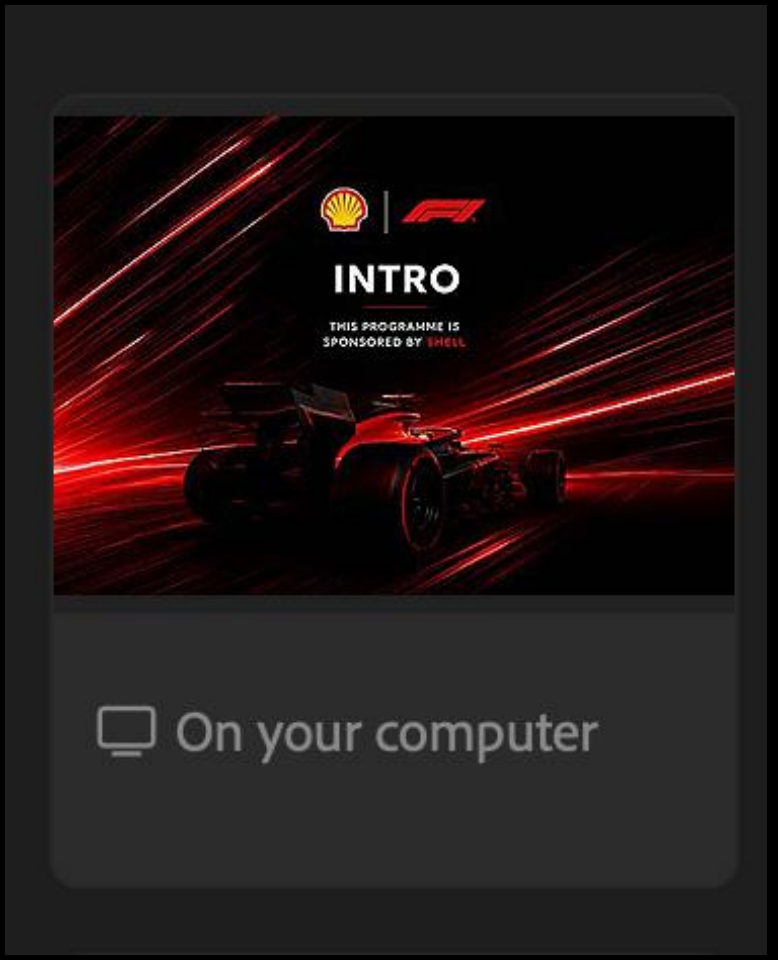


Problem: Creating short intro and outro bumper adverts for a TV show that quickly grab attention and encourage viewers to go Shell Garage instead of using other companies for highlighting the

Insight: Shell fuel is widely associated with quality and performance, so exaggerating how smoothly and powerfully it makes a car run can create a strong, memorable impression. By amplifying this idea in a

This is how it turned out on the web site which is exactly how I wanted it too look (Professional).

Editing on photoshop



On photoshop I made some seriously good changes that made this work pop and have the right sizing that I would need.



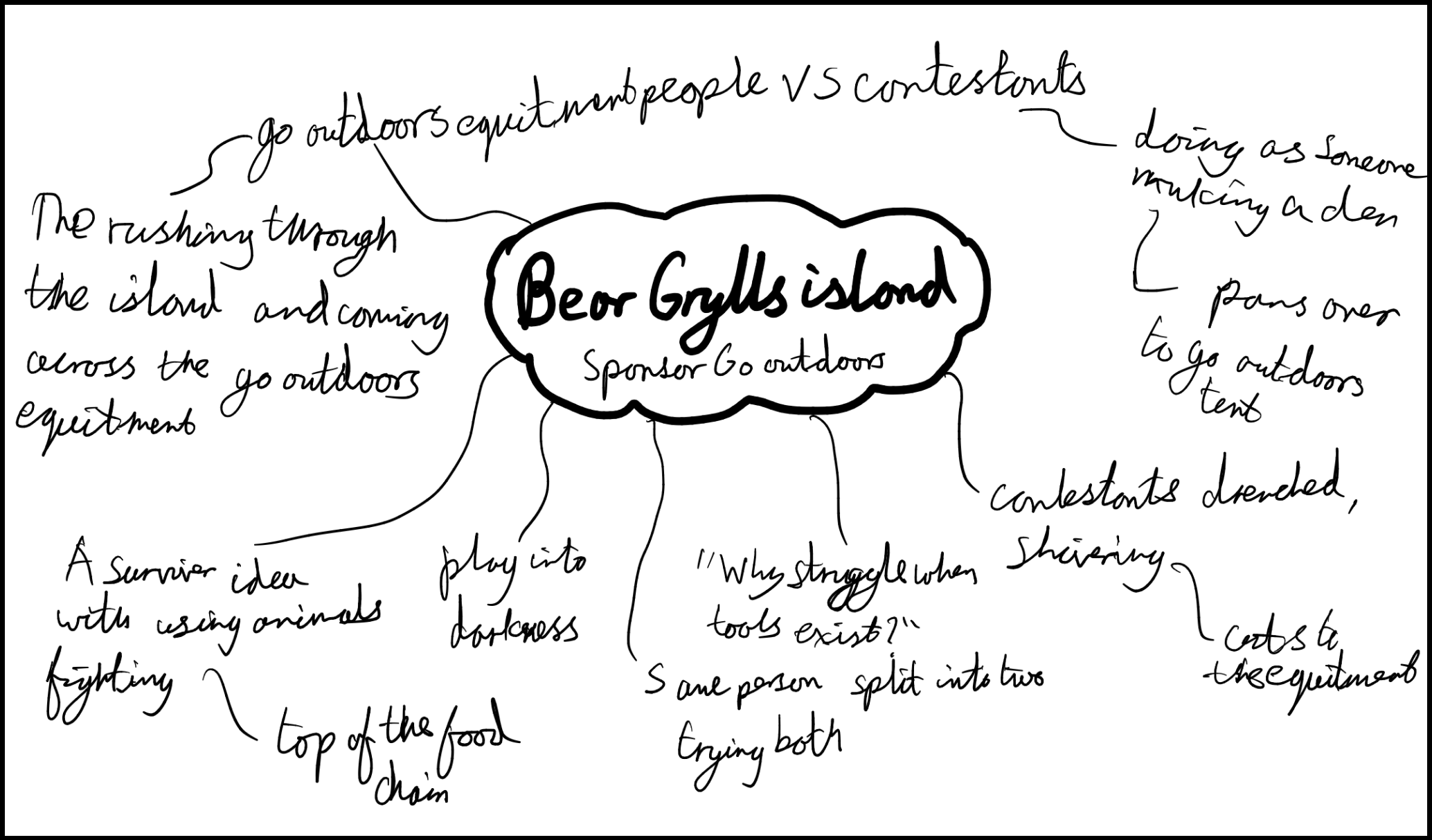






The Bear Grylls Island

Breaking Bumper ad


Bear Grylls island
Sponsor Go outdoors
go outdoors equitment people VS contestants
The rushing through the island and coming across the go outdoors equitment
doing as someone making a den
pans over to go outdoors tent
A survivor idea with using animals fighting
top of the food chain
play into darkness
"Why struggle when tools exist?"
Same person split into two trying both
contestants drenched, shivering
cuts to the equitment

PROBLEM

Creating short intro and outro bumper adverts for a TV show that quickly grab attention and encourage viewers to go Shell Garage instead of using other companies for highlighting the positives, while staying clear, engaging, and aligned with the show's style within a very limited time.

INSIGHT

Shell fuel is widely associated with quality and performance, so exaggerating how smoothly and powerfully it makes a car run can create a strong, memorable impression. By amplifying this idea in a bold and playful way, the advert can highlight the benefits of the fuel while capturing attention and making the message more engaging.

SOLUTION

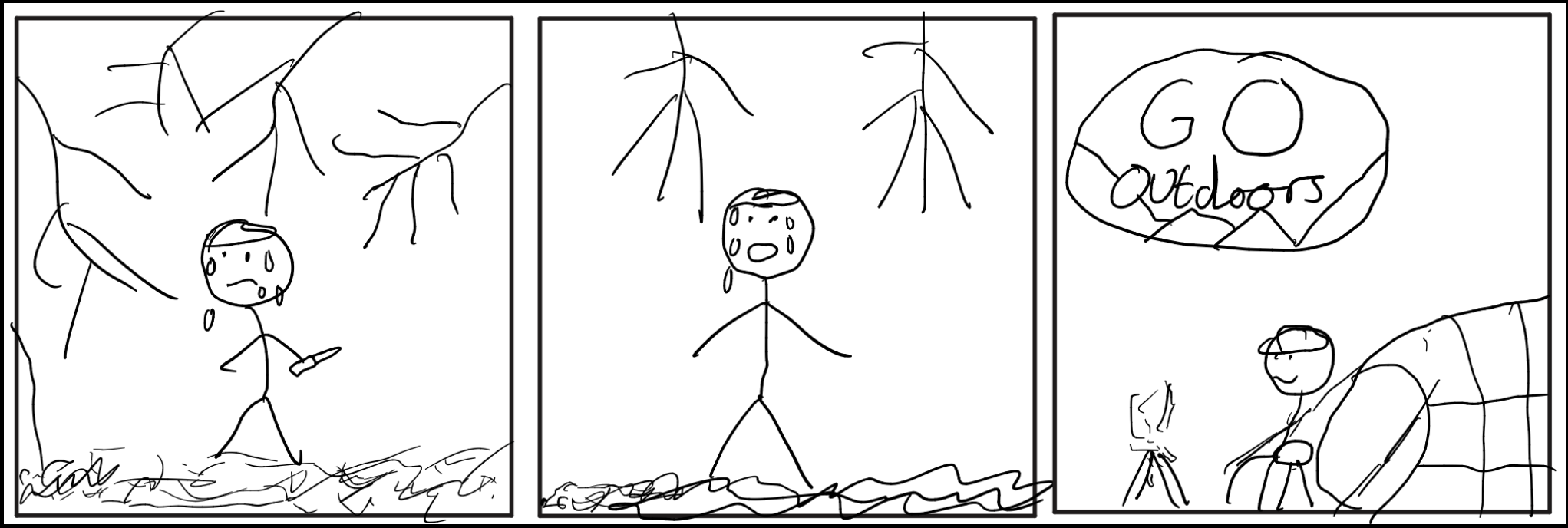
Use a normal, everyday car that viewers can relate to, and show it performing like a high-speed Formula 1 car after being filled with Shell fuel. The slight exaggeration makes it fun and memorable, helping viewers imagine a more exciting driving experience.

IDEA: FIRST clip- A contestant rushing through the wild as if that there in the show trying to survive and struggling. Them shocked as they see an amazing go outdoors set up someone has.

SECOND clip- The struggling contestant joining the man with the go outdoors stuff and being taken care off.

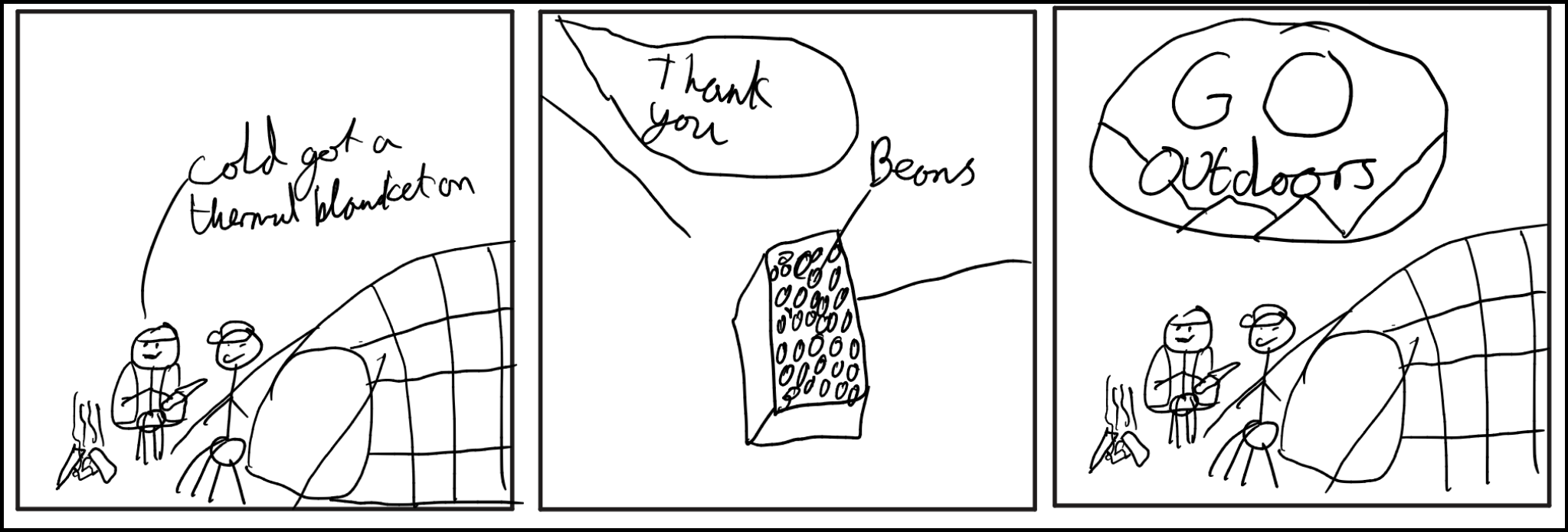
The Bear Grylls Island

FIRST clip storyboard



The opening ad will be the contestant stressed and overwhelmed with being in the woods and struggling to survive. The contestant will find this other man chilling out with all this gear from go outdoors.

SECOND clip storyboard



The end breaking bumper ad will be the contestant joining him and the man with all the gear making him warm and comfy with him, giving him beans and a thermal blanket.

The liner

A great end liner would be to say “leave the grit to the guys on tv. Go outdoors sponsors The island with bear grylls.”

Prompt 1

- Start out with the contestant running through the woods all stressed out and overwhelmed trying to survive.
- Then after running through the woods making his way over to being shocked off the tent set up that he sees of go out doors products.
- Camera pans and you see the man all comfy and have not stress.
- After seeing that the line comes in and the logo on the screen pops up to make the connection to every thing that has happened link.

Prompt 2

- Starts out with the contestant joining the man with all the go outdoors products.
- The man takes care of him and gets him warm and relaxes him with the go outdoors products.
- Making food and wrapping him in a thermal blanket.
- The camera pans out to show off the logo above the tent and say the liner to connect.

We did tried all the prompt to write them first. But thought from the stuff we had could definitely create the go outdoors ad with not using ai. We started making a list of bullet points for this.



Prep and behind the scenes

The prep on the day was us all going to the same house brining the camera and tripod that we got from university as well as a small camp knife a tent and some camping equipment like a small cooking appliance.

We set up in a good spot to make sure that we had the scene set up for how we wanted it. Did some practice runs as well before we properly shooted to get the right course that we did and angles we would do it from.



Go outdoors breaker intro

The video frames











A contestant style runner sprints through the woods, breathing heavily. He struggles through trees, sweating and exhausted. Suddenly, he stops, shocked to find a man calmly relaxing with full outdoor gear. The final shot highlights the product, ending with the logo and tagline.

Go outdoors breaker outro

The video frames









Clip one shows the man with the Go Outdoors gear taking him in and helping him settle. Clip two shows him giving him food and looking after him. Clip three zooms out to reveal the full scene, and the final clip delivers the tagline while showing the logo.

Go Outdoors Bumper Breaker Intro



Will work on my website if doesn’t work here, from putting this work on good note.

Go Outdoors Bumper Breaker Intro



Will work on my website if doesn’t work here, from putting this work on good note.


Had a lot to do it
Interesting and fun
Feedback
Try a different style
where he opens it in loads of different places
Make sure it's clear what's happening
showing you can do it anywhere
could be done through the commentary

Changing the scrip for the commentary over the video

Clip 1

A man is trying way too hard to do something exactly like they do on a gritty TV show.
He's sweating, uncomfortable, struggling, clearly not enjoying himself at all.
Quick cuts of frustration and effort.
Then he notices another man nearby, completely relaxed, comfortable, calm, doing the exact same thing but the smart way.
The struggling man stops and stares.
End Line
"Leave the grit to the guys on TV."

Clip 2

The relaxed man smiles and lets him join in.
He shows him the easier, more comfortable way to do it.
The first man instantly relaxes.
Big sigh of relief.
Dialogue
"Ahhh… that's better."
They both sit comfortably together.
End Line
"Leave the grit to the guys on TV."

This is how it would be in the process. The wording would be better to work better on how it would be on the TV, but this is the idea behind if the dialogue was changed. It's the structure of what could be dialogued as well.

Thumbnail creating





Here are the thumbnails I did that were edited for how I wanted them and wanted them to work well into my website, meaning I needed to get rid off the man and give it my professional look.

On the website

with the show's style within a very limited time.

makes these activities easier and more manageable, it helps change that perception and makes the outdoors feel more achievable.

Carrs.

Solution: Create a scene where one person is struggling to cope outdoors, showing how difficult it can feel without the right preparation. They then come across someone relaxed and comfortable, enjoying the same environment with high-quality gear from GO Outdoors. The second person invites them to join, showing how the right equipment makes the experience easier and more enjoyable.







This is how it looks on the website and was the exact look I was going for.

Radio ad brief.

Radio is the most visual media you can use, Sound effects and voices can conjure up images that would be very difficult (and expensive) to create on film. In teams of two, you are to write 2x 60 second Radio ads, then record them.

Type up a script which must include instructions such as male/female voice overs (MVO or FVO) and sound effects (SFX). The script should be on an A3 sheet. See following images for guidance.

The subject matter for your Radio ads are either New York, Lincoln, or your hometown. In essence, you are selling New York, Lincoln, or your hometown. You can decide which brand is at the end of your ads, this could be an airline, a train company, a travel company, a local tourist company (like Visit Lincoln), Airbnb, or any other appropriate company or organisation which would be interested in 'selling' these destinations.

SOUND should play an important part of your concepts and scripts. Whilst you may include dialogue, it is very important that you build up a soundscape of your chosen destination, ideally the combination of sounds should be unique to your chosen place. Think about some of the ads you have just heard and how they cleverly use sound. The sound should be the 'hero' of the ad and should drive your concepts. You can use Ai to help create your sound files but if you do use Ai, use it thoughtfully (and not lazily).

Step 1-Think of a concept where sound can 'sell' NY, Lincoln or your hometown.

Step 2- Consider the sounds that you will need to 'capture'.

Step 3- Edit the sounds and voice overs into your 60 second radio ads.

The most important aspect to consider is, using this media to its strengths.

Deadline:

See next page

Examples







4. **Client/Brand:** COI Army
Title: "Tank"
Time: 60 secs

MVO: Listen closely. You're about to get a crash course in using the Milan anti-tank missile.
MVO: This is the sound of a British tank.
SFX: (split second) British tank.
MVO: This is an enemy tank.
SFX: (split second) Enemy tank.
MVO: You got that? British Tank.
SFX: (split second) British tank.
MVO: Enemy tank.
SFX: (split second) Enemy tank.
MVO: Enemy tank.
SFX: (split second) Enemy tank.
MVO: British Tank.
SFX: (split second) British tank.
MVO: Now, just imagine that it's night.
SFX: Forest sounds, night creatures.
MVO: You're in a battle and armed with a Milan anti-tank missile. A tank is coming towards you through some trees.
SFX: Muffled tank sounds.
MVO: So which is it? Friend or foe?
MVO: One. Two. Three. Four. Five. In the Army, you may only have seconds to decide. That's why before soldiers are trained to use equipment like Milan, they're trained to use equipment like their ears. If you're between 16 and 26, and you'd like to learn skills like this, phone 0345 300 111. Or visit your local Army careers office or job center.

Army Soldier. Be the Best.

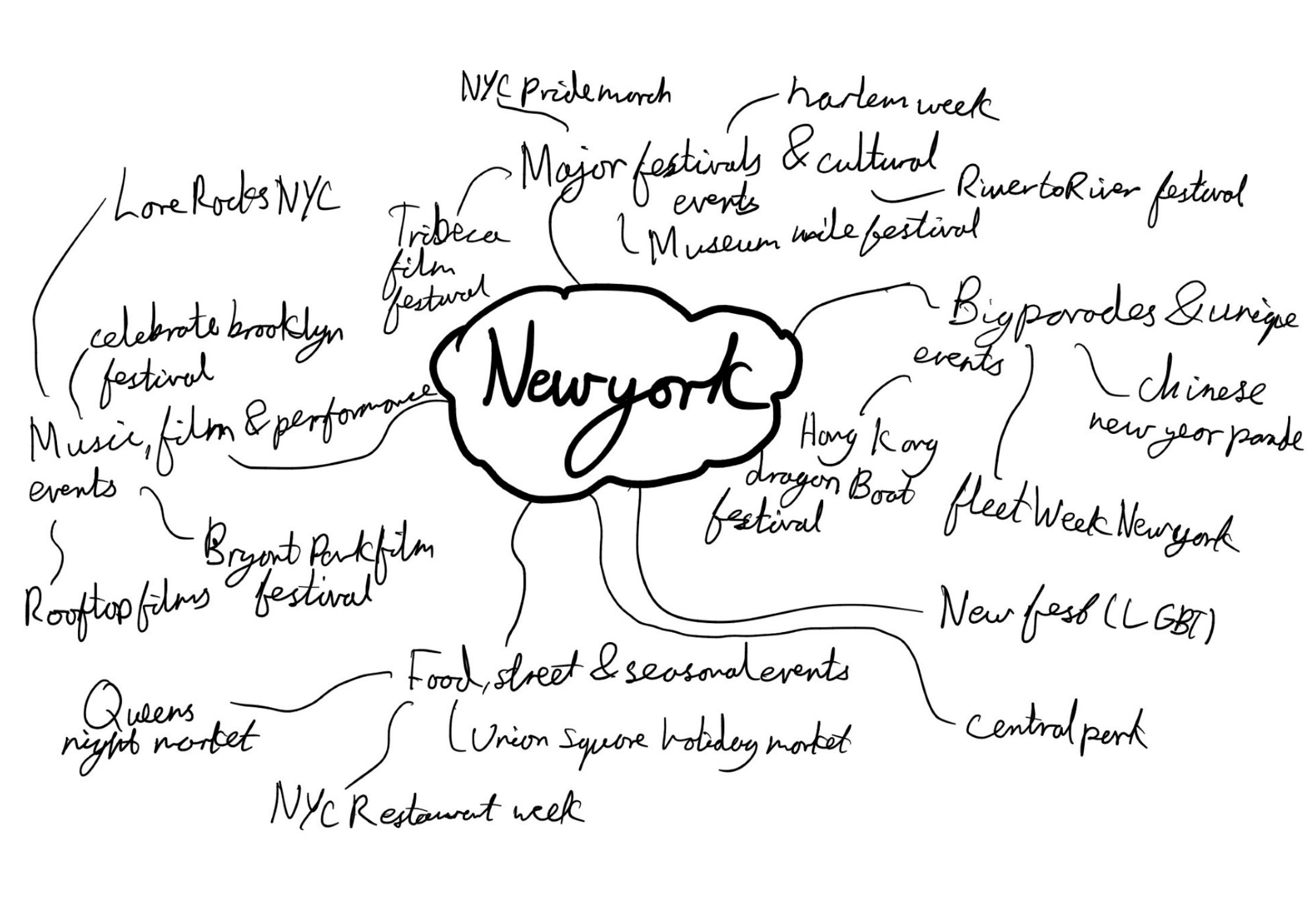
Agency: Saatchi & Saatchi, London
Creatives: Jason Fretwell, Nik Stodzinski

5. **Client/Brand:** Little Caesar's
Title: "Family Dinner"
Length: 60 secs

DAD: (shouts) So how was your day, Timmy?
SON: (distant shout) What?
DAD: (shouts) I said how was your day?
SON: (distant shout) Oh…pretty good.
ANNOUNCER: Eating a pizza as long as Little Caesar's new Pizza by the Foot has its drawbacks.
DAD: (shouts) Great pizza, huh son?
SON: (distant shout) Sure is. Hey, Dad.
DAD: (shouts) Yeah?
SON: (distant shout) Is that Mom sitting next to you?
MOM: (to Dad) Good eyes on that boy.
DAD: (shouts) Yeah, that's your Mother.
SON: (distant) Say hi for me, will ya?
DAD: (to Mom) Timmy says hi.
MOM: (to Dad) Ask him if he'll pass me a slice with pepperoni.
DAD: (shouts) Hey, son.
SON: (distant shout) Yeah?
DAD: (shouts) It's your dad again.
SON: (distant shout) Oh. Hi, Dad.
DAD: (shouts) Hi, son. Listen. Pass me a slice with pepperoni.
SON: (distant shout) Okay.
SFX: Slice being thrown through the air, and landing nearby.
DAD: Boy, has that kid got an arm.
MOM: (to Dad) I'm so proud. (shouts) Nice throw, son.
ANNOUNCER: Little Caesar's new Pizza by the Foot. Nearly three feet of pizza and five Italian bread. Just ten ninety-nine. Carried out or have it delivered.
SFX: (jingle) Pizza! Pizza!

Agency: Cliff Freeman & Partners, New York
Creatives: Wayne Best, Ian Reichenthal

Out comes I made from this was hearing and knowing to use everything I want to make it sounds and good as possible. As there is known limits from it just being the sound you don't need to make what it looks like. But should be thinking how it would look and critiquing it together carefully with a script to have good solid plan from the script.


Newyork
Major festivals & cultural events
NYC Pride march
Harlem week
Museum wide festival
Tribeca film festival
Rivertoriver festival
Love Rocks NYC
celebrate brooklyn festival
Music, film & performance
Big parades & unique events
Chinese new year parade
Hong Kong dragon Boat festival
Fleet Week Newyork
events
Bryant Park film festival
Rooftop films
New fest (LGBT)
Food, street & seasonal events
Queens night market
Union Square holiday market
central park
NYC Restaurant week

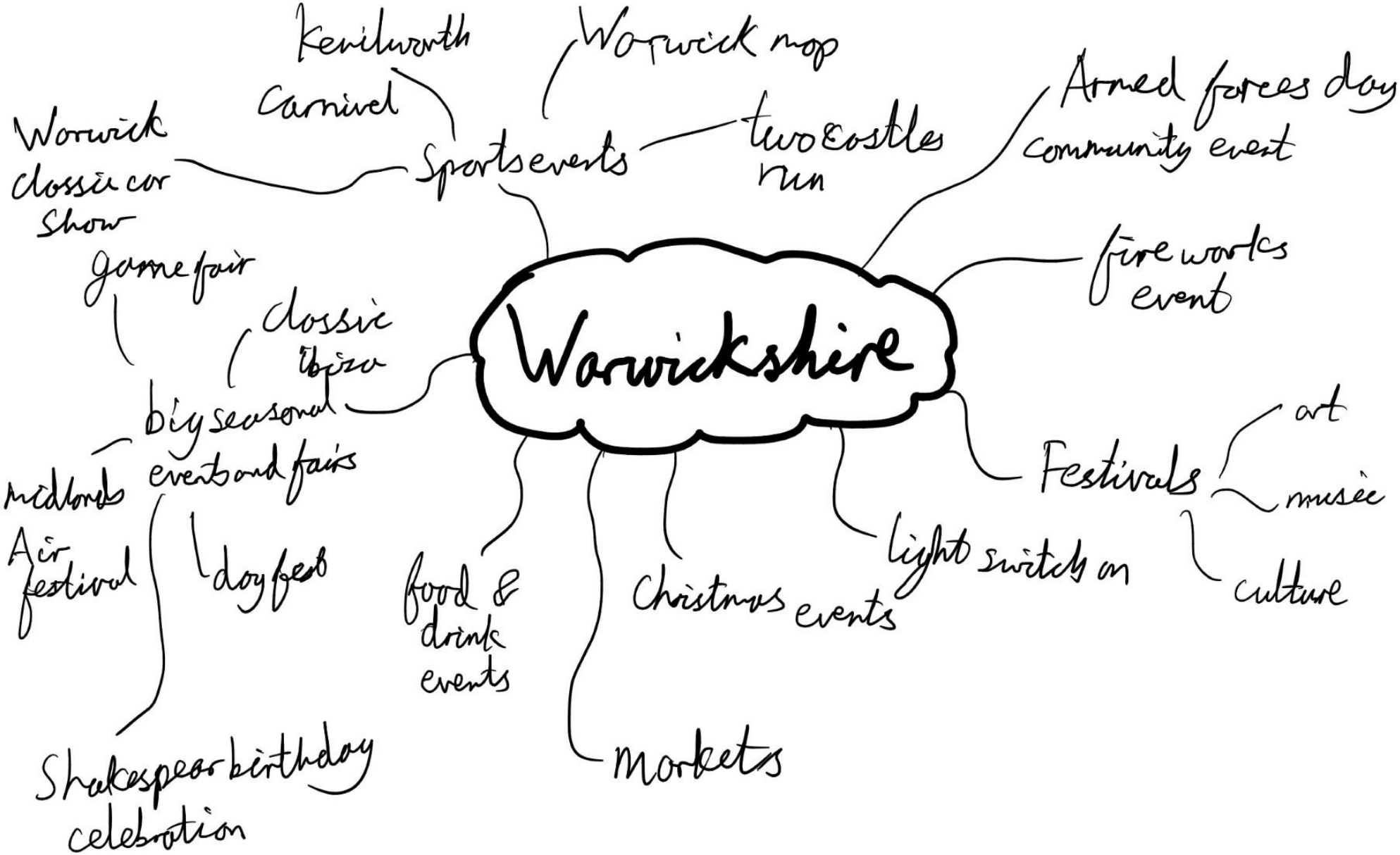








CENTRAL PARK ZOO


Warwickshire
Sports events
Kenilworth carnival
Warwick nop
two castles run
Warwick classic car show
Armed forces day community event
fireworks event
game fair
classic Ibiza
big seasonal events and fairs
midlands Air festival
dog fest
Shakespear birthday celebration
food & drink events
Christmas events
Markets
light switch on
Festivals
art
music
culture

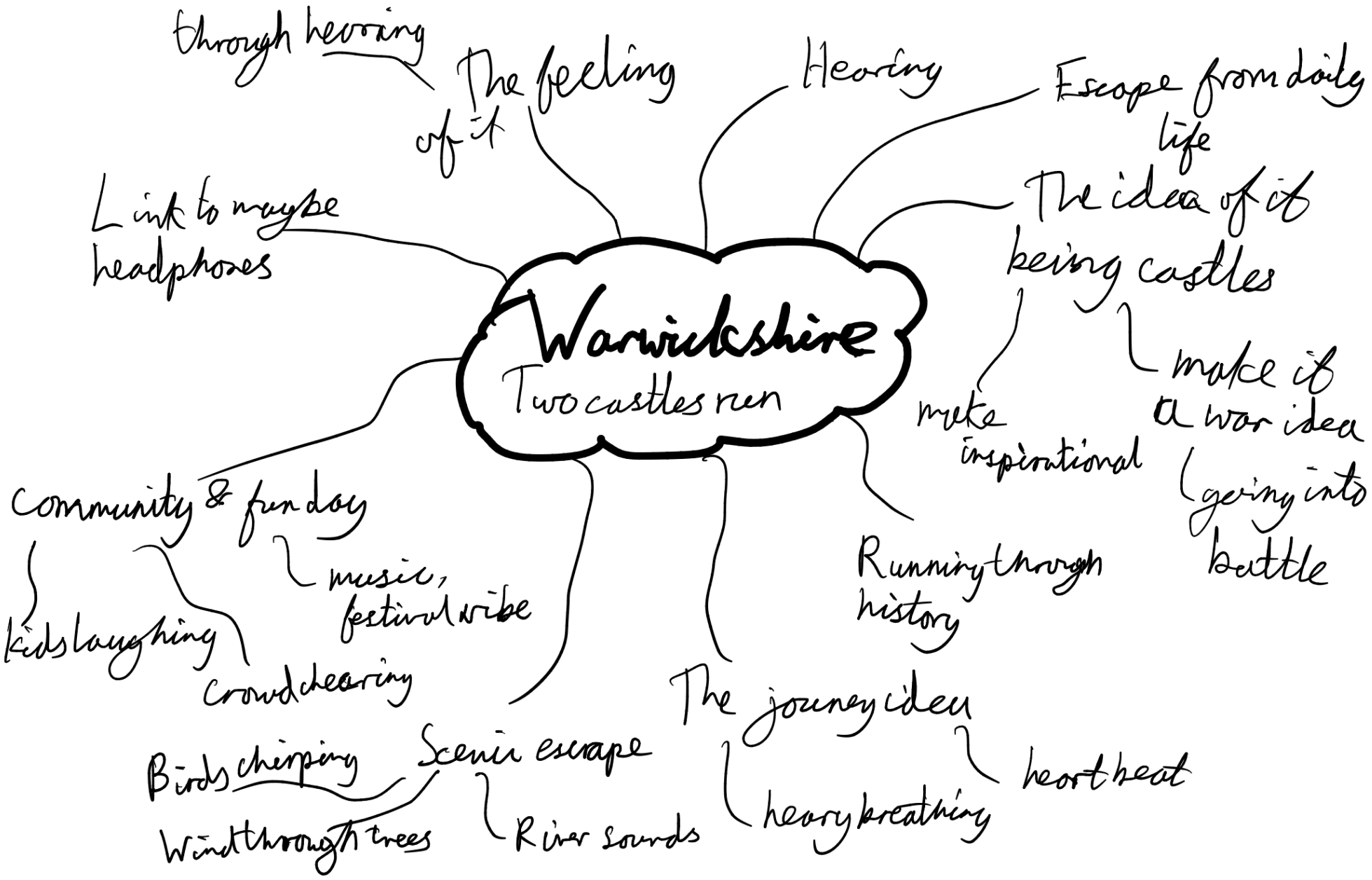




TWO CASTLES RUN®






Warwickshire
Two castles ren
through hearing
The feeling of it
Hearing
Escape from daily life
Link to maybe headphones
The idea of it being castles
make it a war idea
getting into battle
make inspirational
Running through history
community & fun day
music, festival vibe
kids laughing
crowd cheering
Birds chirping
Wind through trees
Scenic escape
River sounds
The journey idea
heart beat
heavy breathing

PROBLEM

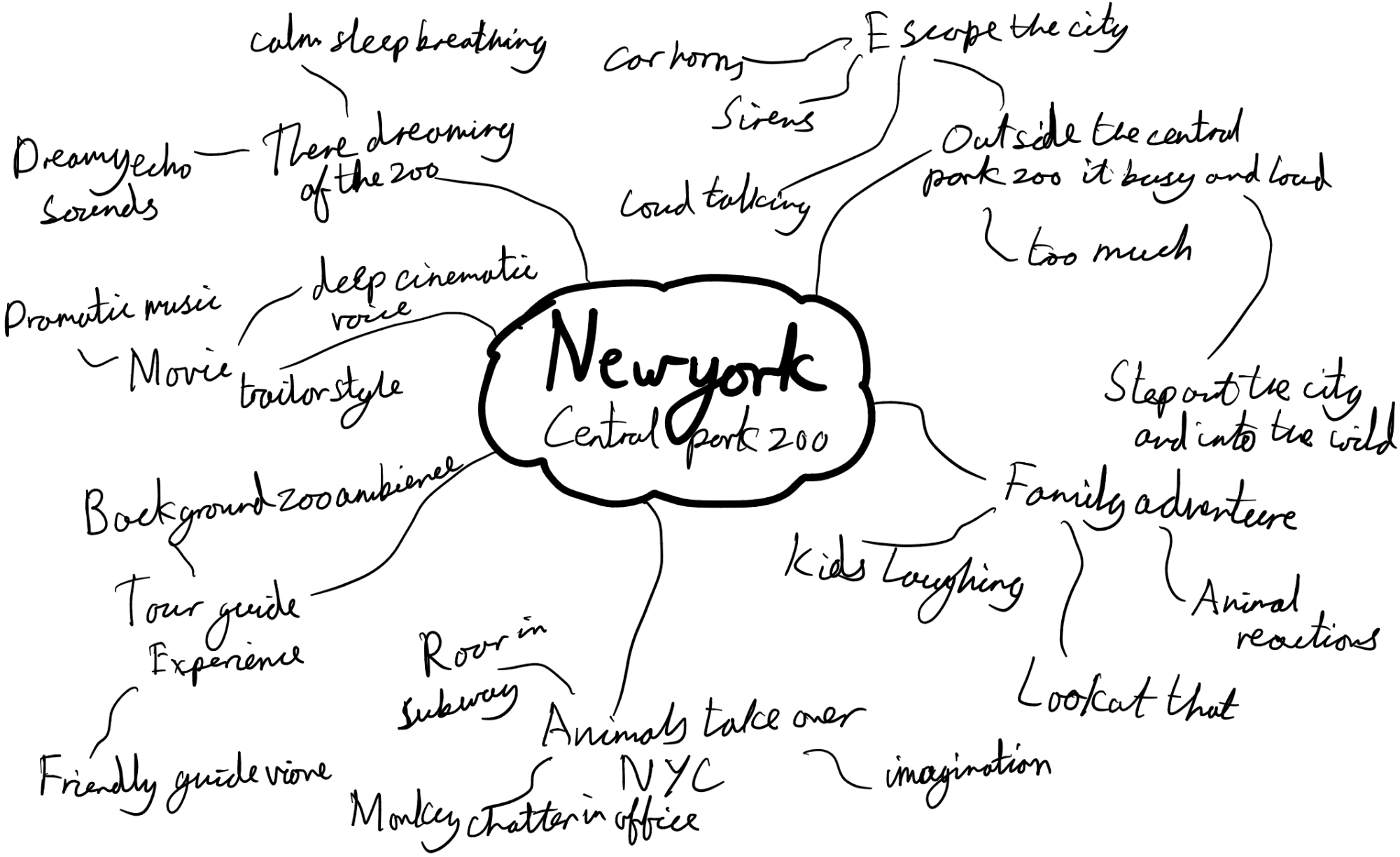
10K races like the Two Castles Run can struggle to stand out, as many people see them as just another running event.

INSIGHT

People are drawn to drama and storytelling, and the feeling of a challenge can be as powerful as a battle.

SOLUTION

Start with intense medieval battle sounds, then transition into breathing and an inspirational voice to reveal the run, making it feel epic, unexpected, and worth taking on.


Newyork
Central park zoo
calm sleep breathing
There dreaming of the zoo
Dreamy echo sounds
Escape the city
car horns
Sirens
loud talking
Outside the central park zoo it busy and loud
too much
Step out the city and into the wild
deep cinematic voice
Promatic music
Movie
tailor style
Background zoo ambience
Tour guide Experience
Friendly guide voice
Family adventure
Kids Laughing
Animal reactions
Look at that
Roar in subway
Animals take over NYC
imagination
Monkey chatter in office

PROBLEM

People in New York City are surrounded by constant noise and stress, so places like the Central Park Zoo can get overlooked.

INSIGHT

People crave a quick escape from the chaos, and even a small moment of calm feels powerful.

SOLUTION

Use loud city sounds switching to peaceful zoo audio, with a clear American voice showing it’s an easy, relaxing escape right in the city.

New York central park

Problem: People in New York City are surrounded by constant noise and stress, so places like the Central Park Zoo can get overlooked.

Insight: People crave a quick escape from the chaos, and even a small moment of calm feels powerful.

Solution: Use loud city sounds switching to peaceful zoo audio, with a clear American voice showing it's an easy, relaxing escape right in the city.

Warwickshire two castles run

Problem: 10K races like the Two Castles Run can struggle to stand out, as many people see them as just another running event.

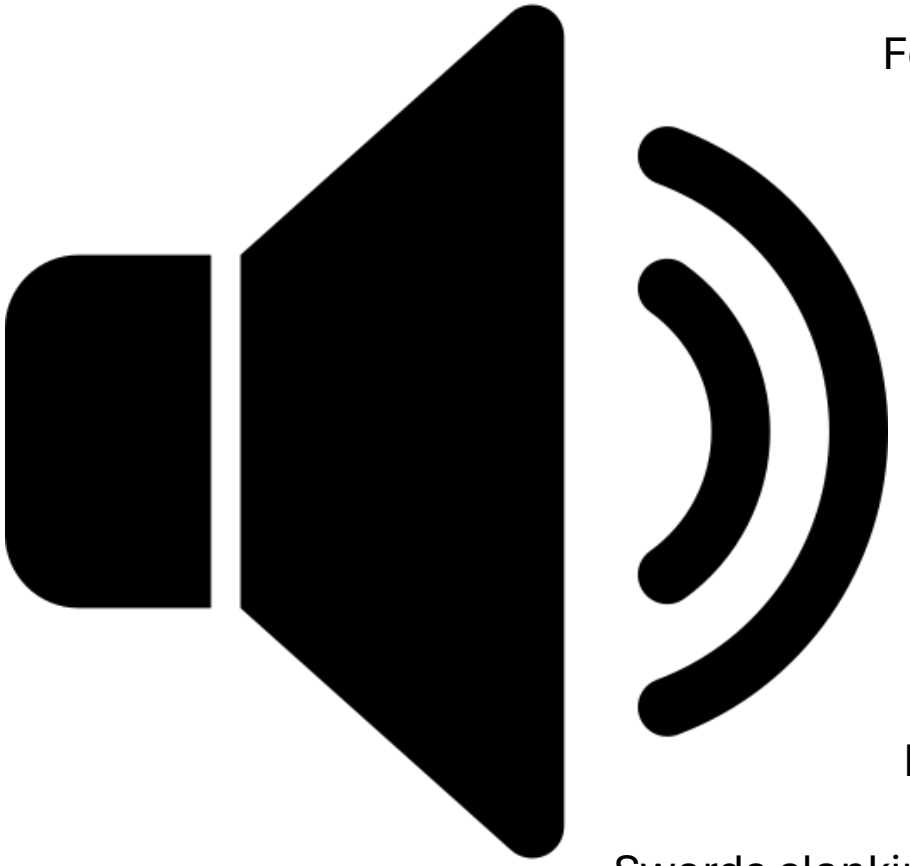
Insight: People are drawn to drama and storytelling, and the feeling of a challenge can be as powerful as a battle.

Solution: Start with intense medieval battle sounds, then transition into breathing and an inspirational voice to reveal the run, making it feel epic, unexpected, and worth taking on.

New York- Central park zoo

Loud siren sounds and honking

American accent speaking about the feel and way the zoo is



Food steps

Animals sounds

Known phases that show off new York for when walking

Warwickshire- Two castles run

Calming music

Steps and breathing well running

Intense music

A voice over that inspirational

Swords clanking

Armys chanrging into battle

Horses haying

Armor clanking

The voice and accent choice and thoughts

New York- Central park zoo

- An American accent
- Tourist accent
- A kid voice- to be for a family get away in a different way
- From the employee working in there

Warwickshire- Two castles run

- Inspirational/ motivational voice
- Deep voice
- Power set voice
- Old warrior voice

Scripts

Radio ADs

Warwickshire two castles run idea:

Idea: Having the audio of soldiers from the castles charging into battle. And connecting that to people doing the two castles running event.

Script:

[SFX: Heavy wooden CASTLE GATE CREAKS OPEN - 7 sec]

[SFX: BATTLE HORN BLAST - 6 sec]

[SFX: Horses NEIGHING. Armour CLANKING. Soldiers SHOUTING and CHARGING into battle - 28 sec]

[SFX: SWORDS CLASHING in battle - 15 sec]

[MUSIC: Epic cinematic music begins underneath battle sounds]

[After 24 sec, begin gradual FADE of battle sounds over 4 sec - With also the music]

30 Second Marker

MVO: "Once, they ran into battle."

MVO: "From one castle to the next...
ten kilometres of strength, grit, and determination."

41 Seconds Marker

[SFX: Running footsteps of lots of runners- fading in - 14 sec]

MVO: "Stand where history was made and make your own"

[SFX: Subtle single running footsteps come in with music that's calm playing in the background- Plays until the end and fades out - 17sec]

MVO: "Feel the ground beneath you."

MVO: "Hear the rhythm of your stride."

MVO: "Join us at the Warwickshire two castles run"

1 Minute Marker

New York Central Park idea

Idea to advertise New York with its central park zoo showing the listener what it is and how the zoo & central park could be a nice break from the chaos of New York city.

[SFX] Loud City sounds
Construction drilling. Car horns. Sirens in the distance. Crowds talking. Subway rumble.

FOOTSTEPS on pavement.

City noises continue for a few seconds... then slowly fade.

[SFX] Wind in trees, begins softly. Birds chirping. Leaves rustling. A distant fountain.

FOOTSTEPS continue — now on gravel path.

[SFX] Zoo ambiance grows in. Children laughing. Water splashing. Gentle chatter.

[MVO]"Step away from the rush of new york, and discover a world within central park"

[SFX] Water splash - Seals Barking Playfully

[MVO] "Watch the sea lions dive and dance"

[SFX] Monkey chatter, trees and branches rustling

[MVO] "See Monkeys jump from tree to tree"

[SFX] Grizzly Bear and Snow Leopard Grunt and Growl

[MVO] "Stand face to face with wild beauty"

[SFX] Parrots calling. Wings fluttering overhead.

[MVO] "And wander beneath bright wings and tropical songs."

SFX: BIG SPLASH — Seal jumps from water. Children gasp and laugh.

A pause of peaceful ambience.

NARRATOR:

[MVO] "The Central Park Zoo — your peaceful escape in the heart of New York City."

SFX: Fountain water and soft wind in trees.

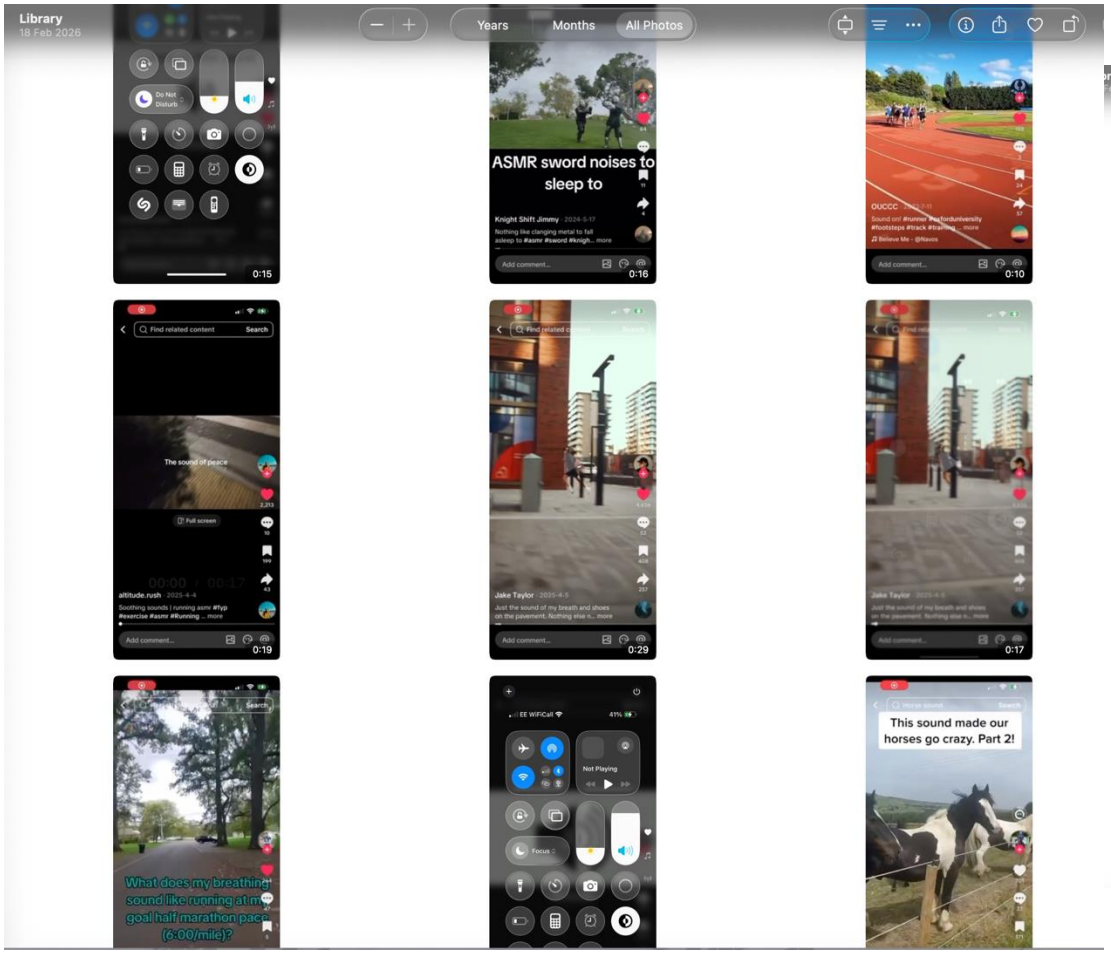
SFX: Nature ambience fades out.

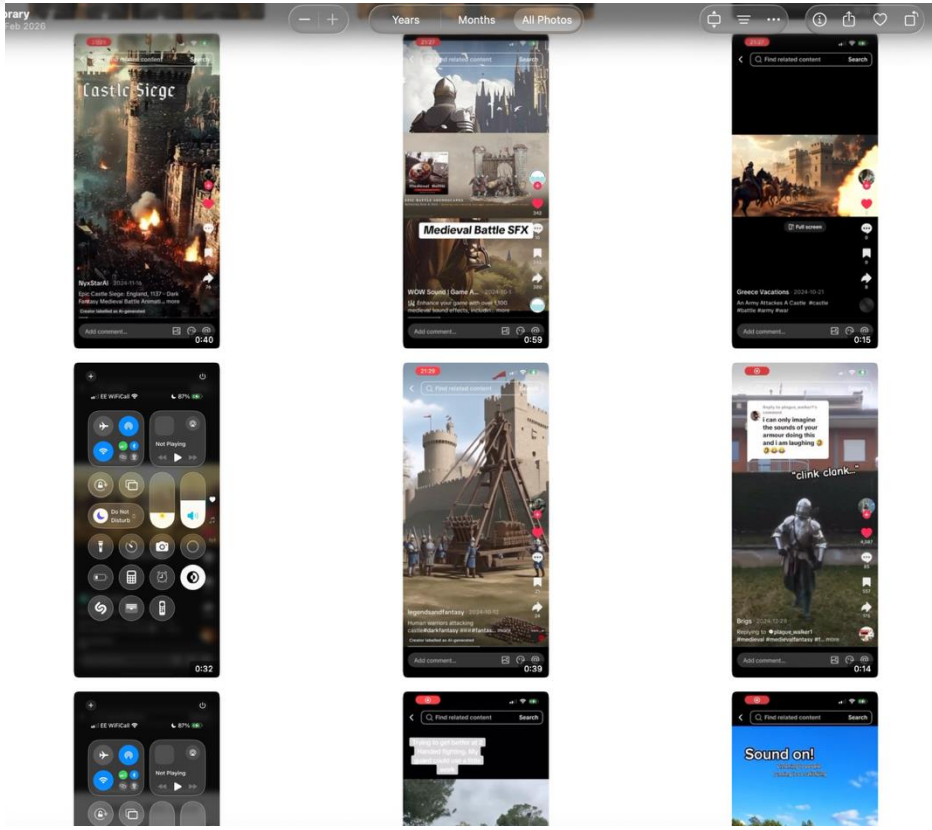
The creation of castles farm run

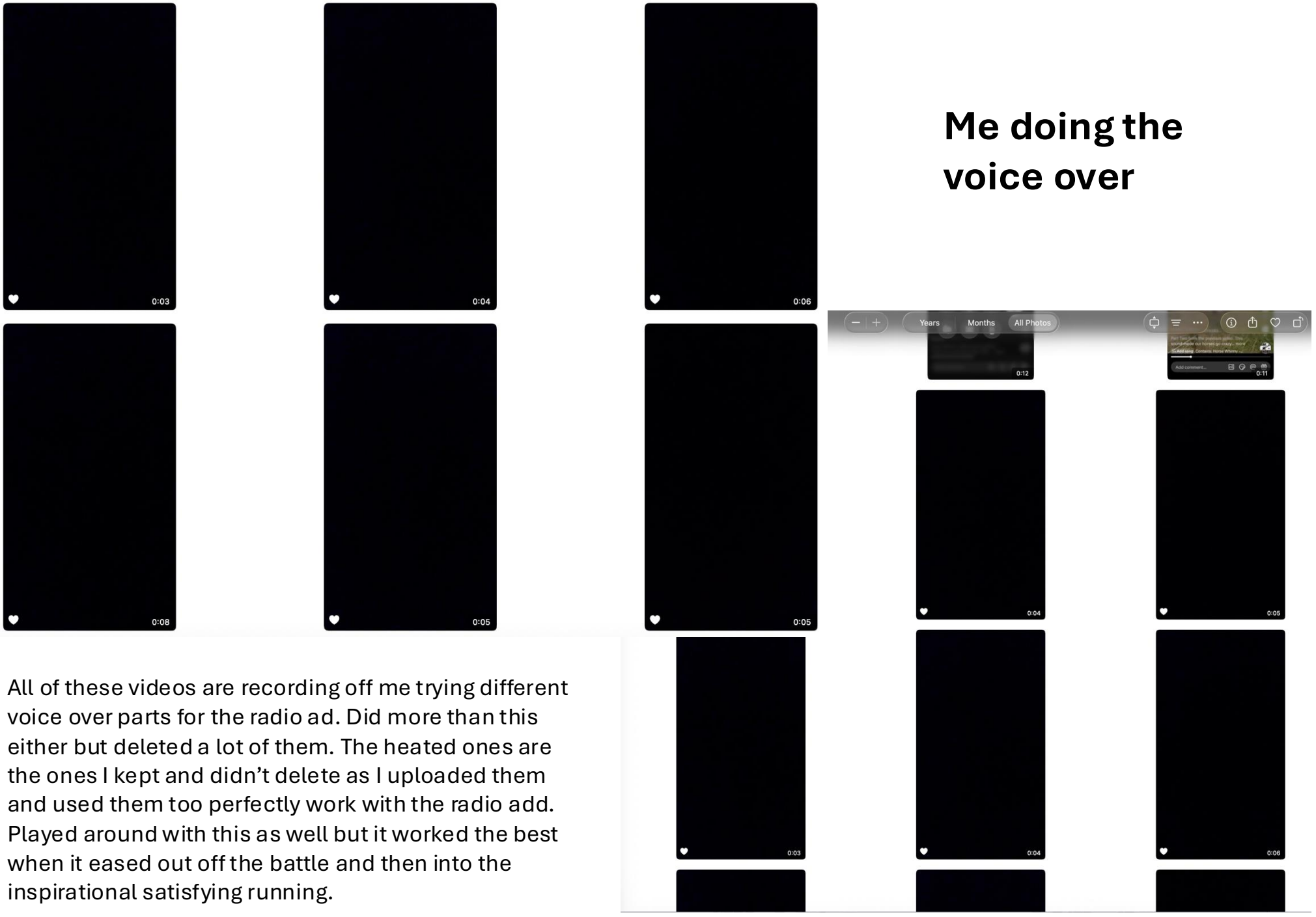
This is how I started to create this piece I search and found a lot of video sounds I might and and look through and played around with them on premier pro. I mixed around with all of them and try lots of different orders off having them. For example, easing into it, opening with the gate and just the horn or both of them together.

Sounds they I found:

- Horses
- Battles running in and screaming
- Swords fighting
- Battle horn
- Normal running footsteps and breathing
- Castles gate opening
- And more....



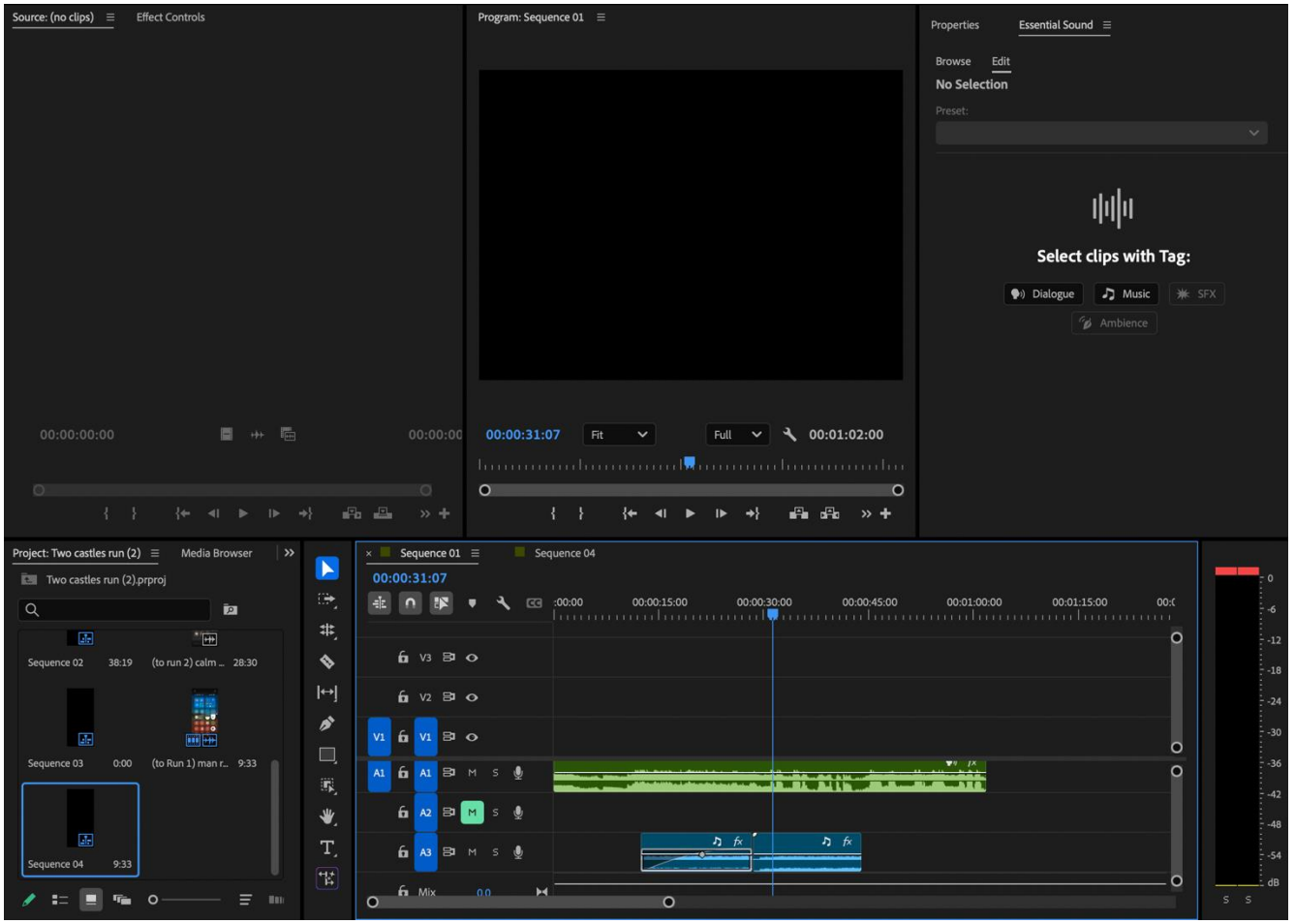




Me doing the voice over

All of these videos are recording off me trying different voice over parts for the radio ad. Did more than this either but deleted a lot of them. The heated ones are the ones I kept and didn't delete as I uploaded them and used them too perfectly work with the radio add. Played around with this as well but it worked the best when it eased out off the battle and then into the inspirational satisfying running.


Two castles
Feedback
Make the running of battle turn into satisfying actual sports running
likes it and thinks is very creative and different
makes people stay around
as people keeped turned on and listening



Changes

For two castles run

From the feedback I tweaked the main problem people had with it for how the running stopped, from this problem I made the running synchronise in and carry on well there was a pause and when I was speaking over it. I think this does make it sound a lot better. Can you listen too it over at my website.

