

PORTFOLIO

IMAGE & SUBSTANCE

Introduction

IMAGE & SUBSTANCE INTRODUCTION

Image & Substance is a full services advertising and design agency built on an energetic team of individuals, passionate about the principles of design and sustainability.

Merging creative vision with strategic thinking, we craft well considered branding, advertising and design solutions for all our clients. Our diverse working practice covers a variety of industries including clients that are both commercial and Governmental.

During the last 16 years Image & Substance has developed expertise in a number of areas of advertising, design, multimedia and information technology which includes;

- 3D design
- Advertising
- Animation
- Annual reports
- Brand & identity management
- Brochures & catalogues
- Copywriting
- Corporate literature
- Corporate videos
- Database integration & solutions
- Digital photo editing
- Direct mail
- Exhibition display designs
- Event Programs
- E-Newsletters & promotions
- Flash/Actionscript
- Illustration
- iPhone applications
- Marketing strategies
- Motion graphics
- Multimedia production
- Outdoor posters
- Packaging design
- Photography
- Post production
- Posters
- Presentation graphics
- Press & magazine advertising
- Print management
- Promotional material & merchandise
- Public relations
- Radio commercials
- SEO
- Signage
- Social media
- Tender design & production
- TV & cinema commercials
- Typography
- Website design, programing & hosting
(HTML/XML/CSS/Java/Ajax/PHP/MySQL)



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We collaborate with our clients to ensure their results are original, engaging, impactful and according to expectations. At Image & Substance, we love what we do and we're good at it.

We are members of the Adelaide Advertising and Design Club, as well as the Adelaide Media Club. We draw on the experience from within our team as well as other industry organisations to continually update our standards and strive for new creative thinking. With award winning designers on our team we are equipped to handle any brief.

As a full service creative agency, Image & Substance provide our clients with all advertising, print and promotional services from initial strategy, creative direction, design services, finished artwork through to production supervision.

Image & Substance continues to maintain the highest of standards and expectations from both our internal staff as well as our outsourced suppliers.

We make a point of following a job through the entire process. Jobs are overseen and monitored closely at every stage of production including art direction of all photography and press checks on every printed product.



PORTFOLIO MARKETING COLLATERAL

From concept development through to graphic design and print management, Image & Substance have the expertise to make your marketing collateral different and engaging. Our relationship with some of the best (and greenest) print suppliers in South Australia, ensures that your final product is always delivered above expectations.





Alloy me hearties! Come aboard for more swashbuckling Captain Plop adventures as he journeys through a desalination plant. From the intake pipe in the ocean to your tap at home, learn how Captain Plop transforms from salt water to drinking water.

This book assists young children to grasp the complex process of desalination by providing simplified explanations in the context of a fun, pirate-themed story.

Captain Plop

the desalination adventure

Written by Hayley Morton, Illustrated by Kal Nethercott



BRANDING & VISUAL IDENTITY

Whether you are a business or a corporation, a non-profit organisation or a government agency, branding is an integral part of running your business.

Image & Substance can help you to develop a brand strategy, a visual identity or a brand awareness campaign to increase the market value of your brand.





FESTIVAL IDENTITY

Crush 2012

Image & Substance developed this year's Crush Wine & Food Festival identity. The image, which has the appearance of being cut out of a vine leaf, was developed in Photoshop utilising various masking techniques.



SIGNAGE

A great way to get a brand out there is through signage; Image & Substance can assist organisations to extend their branding one step further into the great outdoors. With a great design team and fantastic signage sub contractors we can help you with all your signage solutions.






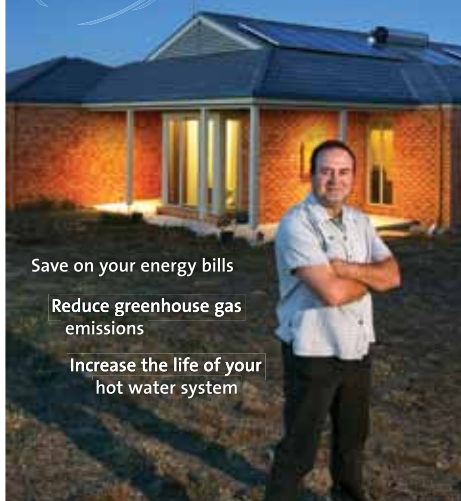
Solarise your hot water

Save on your energy bills

Reduce greenhouse gas emissions

Increase the life of your hot water system

13 24 63
www.originenergy.com.au/solar






City of
Charles
Sturt

Hindmarsh
Library

Hindmarsh
Library
100 Hindmarsh Drive
Hindmarsh NSW 2170

TOUCHSCREENS



CORPORATE LIVRY

Your brand encompasses every experience your customer has with you. Every interaction with your brand has the potential to foster customer trust and loyalty. Each piece of capital equipment is another medium that can add to your organisation's brand experience.



BROCHURES & REPORTS

Image & Substance is somewhat of a specialist when it comes to brochures and reports. From the initial design concept, to writing and/or proof reading, photography, typesetting and production/print management.



PACKAGING DESIGN

Packaging design is an ever evolving business. New techniques, embellishments and ideas are being experimented with every day in the pursuit of gaining that crucial leverage over the competition. Image & Substance can help you develop the most effective packaging solution for your product.



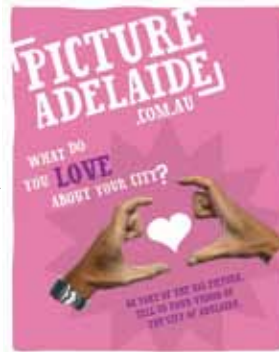
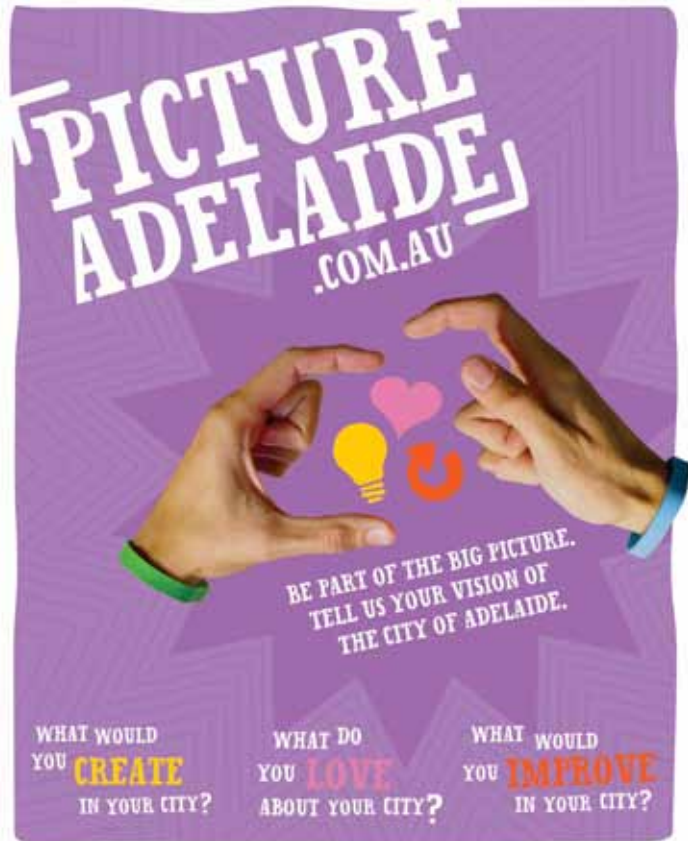
MULTIMEDIA

Electronic media content comes in many shapes and forms these days. Image & Substance can produce websites, eCards, flash, html, CSS, CMS, MP4's and a selection of other acronyms as well.

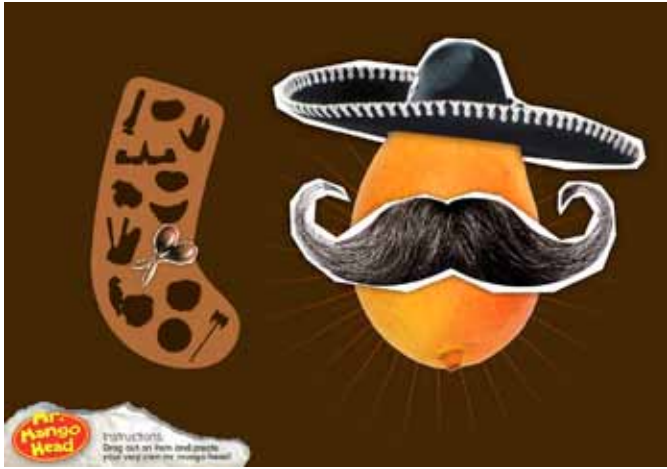
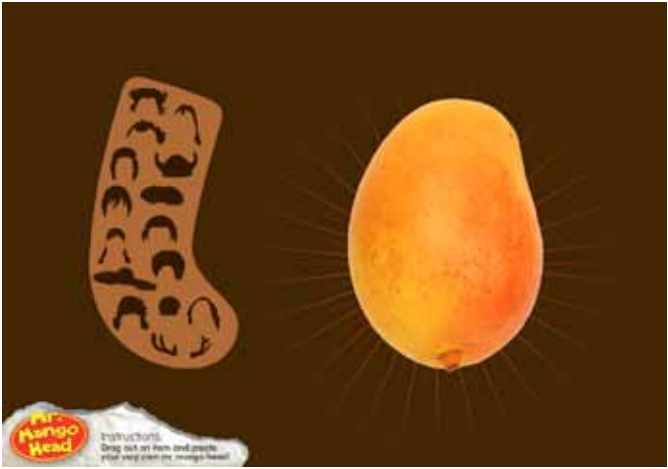


CAMPAIGN

Adelaide City Council



ONLINE GAME DESIGN & DEVELOPMENT



TELEVISION COMMERCIALS



IPHONE APPS

Adelaide Festival

To make the most of your Adelaide Festival experience, Image & Substance worked with the Adelaide Festival team to design this free iPhone/Android app.

It features up to date program information, session times, artist profiles, a festival planner, tools to help you share your Adelaide Festival favourites with your friends via Facebook, Twitter and email, and interactive maps to help you navigate the city of Adelaide and festival venues. You can even use it to buy tickets!

To download a copy of these apps follow this link:

<http://www.adelaidefestival.com.au/app>



WEBSITES

Adelaide City Council

Image & Substance's Creative Director, Ryan Stephens designed and developed the Adelaide City Council's Victoria Square redevelopment microsite.

He was honoured with a Distinction Award for Digital Media from the Australian Graphic Design Association (AGDA) for this microsite. Distinction is the highest level awarded in any category. AGDA is the national peak body representing graphic designers. The 10th AGDA National Biennial Awards which was held in Brisbane on Saturday, 16th October 2010, is Australia's barometer for creative excellence – honouring design innovation, culture and business.

Ryan worked closely with the Adelaide City Council to prepare this dynamic website which promotes the redevelopment of Victoria Square / Tarndanyangga. The website utilises a range of new programming technologies to make the site more interactive and engaging.

<http://www.victoriasquareadelaide.com>



WEBSITES

Adelaide Festival

Given all of Ryan's experience in the Arts he was the naturally choice when the Adelaide Festival of the Arts wanted to update their website. Ryan worked closely with the Festival administration to produce a new site as dramatic as the festival itself.

This site is only active prior to tickets going on sale.



WEBSITES

Adelaide Festival - Ticketing Site

The Adelaide Festival team were so thrilled with the website that was designed by our Creative Director that they approached us to design their new ticketing website.

This site was launched in late October 2011 and can be viewed by following this link:

<http://www.adelaidefestival.com.au/>



WEBSITES

Koush

When Ryan Stephens had to furnish Koush Design with a new website he created a beautiful solution. The design has the flexibility to rearrange the furniture whenever desired.

<http://www.koushdesign.com/>



WEBSITES

Conveyancing Matters

The recently launched Conveyancing Matters website was developed in conjunction with a copywriter and social media expert to ensure that the final product is an amazing marketing tool for the client.

<http://www.conveyancingmatters.com.au/>

Conveyancingmatters
Settle for the best

About Us | Our Services | Our Team | Media Room | Resource Centre | Contact Us

Settle for the best

For Home Owners

- Residential Property
- First Home Owners
- Downloadable forms
- Contact Us

For Commercial

- Commercial property
- Leasing
- Ordering a search
- Calculators

Our Services

- Our Services
- Calculators
- Recruitment
- Contact Us

Industry Partners

- Industry Partners
- Ordering a Search
- Contact Us

Adelaide Office
6/58 Grenfell St, Adelaide, SA 5000
Ph +61 8 8232 8866

Norwood Office
81 The Parade, Norwood, SA 5067
Ph +61 8 8210 0009

ANIMATION

Adelaide City Council

Ryan was approached at the end of last year by The Adelaide City Council to create a 30 second animation promoting the Australia Day in the City celebrations in Elder Park. The brief was to illustrate the story of the echidna mascot getting to the event. Complete with an amazing music composition the ad was launched in cinemas late December and TV mid January.



http://www.youtube.com/watch?v=RBQImVRdaJQ&feature=player_embedded



ANIMATION

Adelaide City Council

Image & Substance worked closely with a team at the Adelaide City Council to develop an internal human resources dvd entitled 'I Make a Difference'.

The 6 minute production was created using origami which was photographed and then animated. Image & Substance also developed the copy. Once the animation was completed a music composition and voice over was added to the production.



THANK YOU!

Finally, thank you for your time.

If there are any questions, please do not
hesitate to contact me.

Kind regards



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