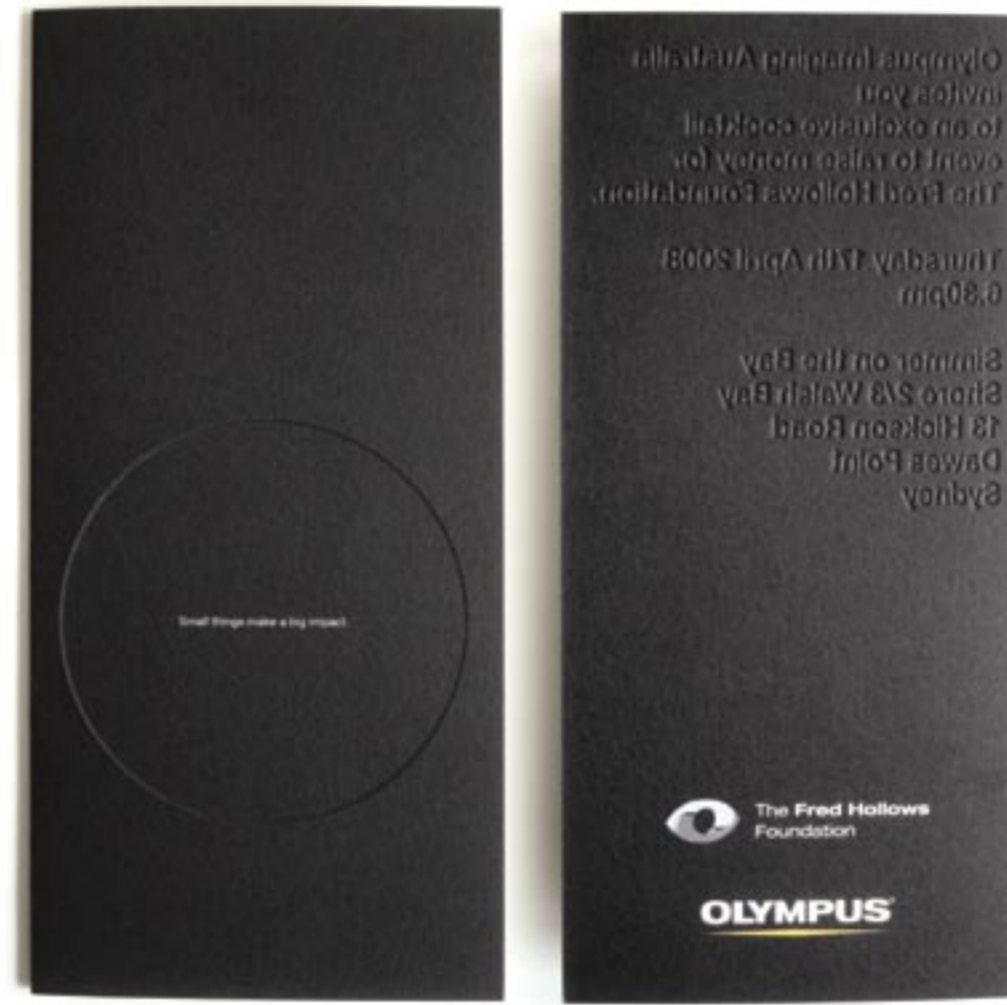
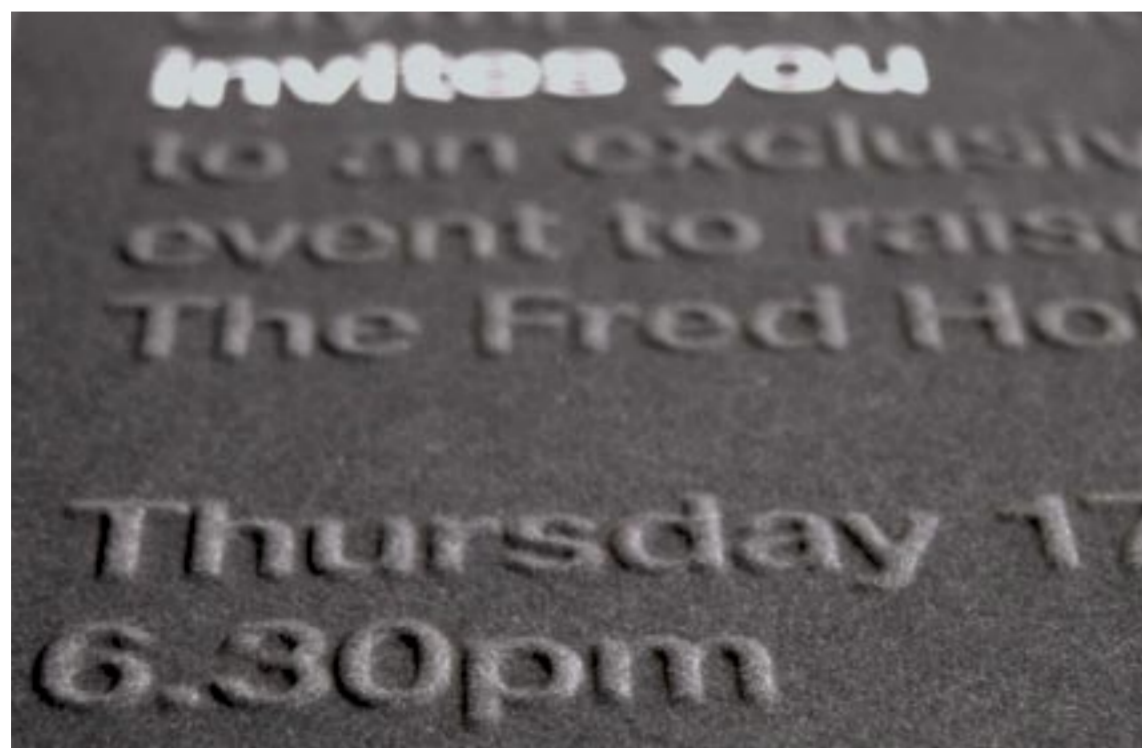


David Foster

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CLIENT
Olympus Imaging

JOB
The Fred Hollows
Foundation Charity

FORMAT
DL Invitation

ART DIRECTION
Common

Six Australian celebrities were tasked with taking snapshots using the newest, smallest camera by Olympus. The images were auctioned for charity, this is the invite to the launch evening. The concept draws the connection between the celebrities gesture, the size of the lenses Fred Hollows implemented across the world to help the blind and the new Olympus Mju Camera.



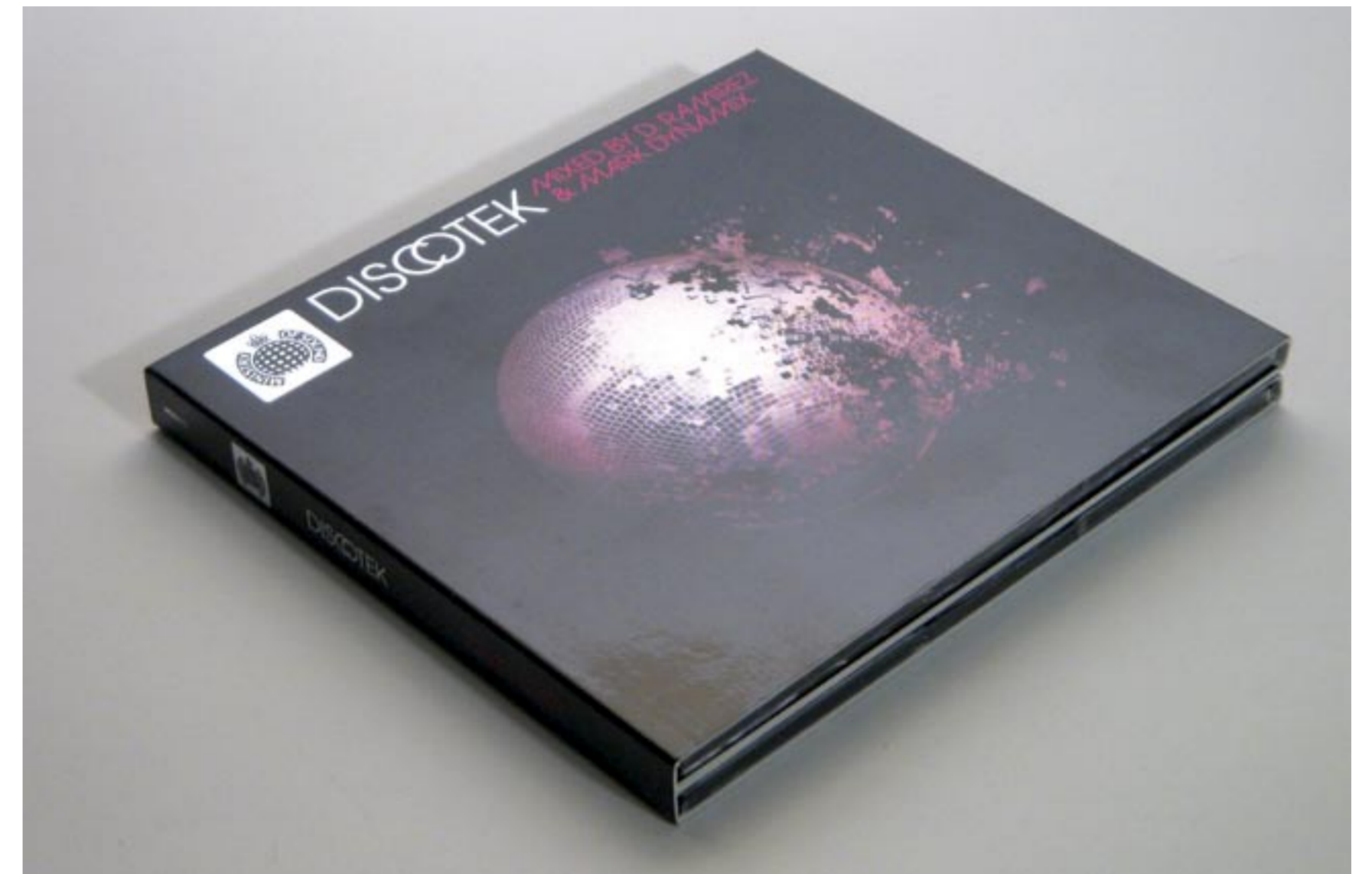
D E G R E E S

CLIENT
135 Degrees

JOB
Initial Branding

ART DIRECTION
Common

Bespoke numbering for 135 Degrees, a luxury property brand. The numbers were a challenge to balance visually. A two-tier system was implemented, using a primary and secondary logo for different circumstances. We also developed a style-guide outlining their whole look and feel.



CLIENT
Ministry of Sound

JOB
Discotek

FORMAT
Album Cover

ART DIRECTION
Common

A compilation by Mark Dynamix and D. Ramirez. The idea was to offer an album that was different to the electro-house heavy scene at the time, exploring underground minimal and tech.

botanica

friend
enemy

naomi

black
white

JOB
Ambigrams

Ambigrams read the same or differently from a changed perspective. In these cases they are 180 degree rotational.

Top left: Botanica, an exhibition of botanical illustrations
Mid left: Friend/Enemy, a personal project
Bottom left: Naomi, a gift to a friend
Right: Black/White, a personal project

I DON'T JUST WANT TO BE SPOKEN TO. I WANT A DIALOGUE AS WELL.

— Paul Davis, 29

Attitudes towards digital are constantly changing. Are yours?

In the digital space, nothing stands still. And neither do we.

We're always improving our approach to stay at the forefront of what's happening in digital media, so we can provide more rewarding connections to clients and consumers alike.

To connect your brand with our digital audience, call Danny Bass on 02 9288 3000, Kirsten Fongler on 03 9292 2000 or email whereto@newsdigitalmedia.com.au

news digital media

"I like the web because it speaks my language. It's all about real people with real stories and real opinions."

— Alex Simpson, 38

"I CAN NOW SEARCH FOR A NEW CAR WHEREVER I AM. HOW GOOD'S THAT?"

— Tony Kallis, 19

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news digital media

"Being able to check out fashion online has brought me closer to London, Paris and Milan."

What more could a girl want?"

— Marie Holdsworth, 28

9:00 AM
Because time's short, it's great to watch the news online.

10 AM

— Sarah Hardy, 32

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news digital media

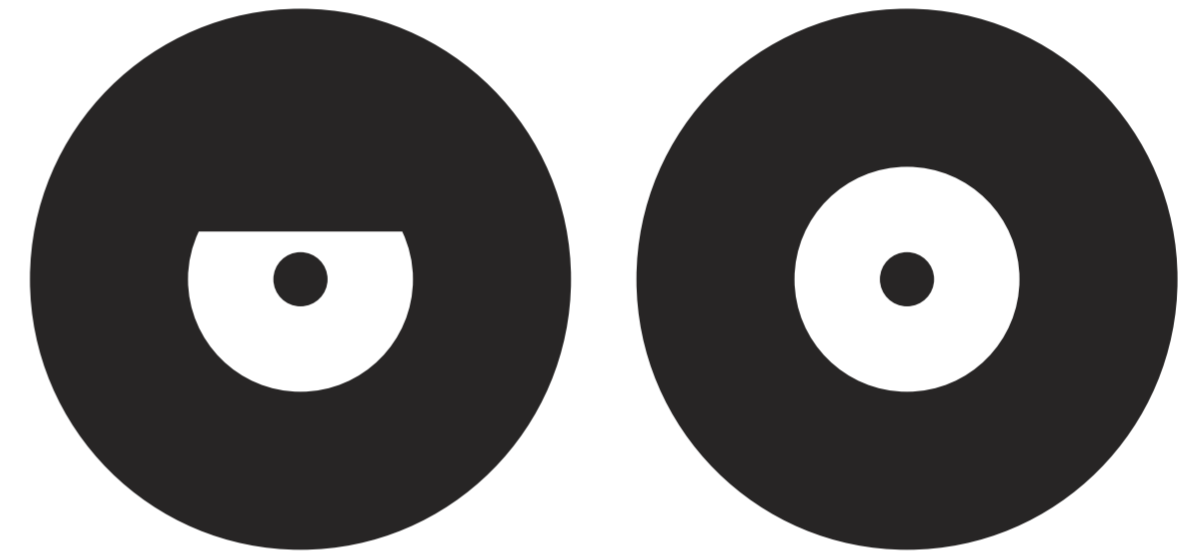
CLIENT
News Digital Media

JOB
Quote Advertisements

FORMAT
Magazine

ART DIRECTION
Common

5 of many advertisements we did for insertion to different industry magazines such as Adnews, B&T and Marketing Magazine. Each one had a new quote which represented something new or positive about digital media. We communicated this by translating the demographic of the quoted person or the content of the quote typographically.



CLIENT
Playground Music

JOB
Peepshow Branding

ART DIRECTION
Common

Peepshow is the weekly Saturday night party down at the Bourbon in Kings Cross. The night's crowd is older, mature club goers. There are three rooms, each with their own music genre and vibe.

The logo is designed to appeal to the subtle nature of the crowd and environments but still work as a punchy, simple mark for posters, signage, hand stamps and stage props.

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijklm
nopqrstuvwxyz

THE QUEEN LOVES

Only one weight

Kilograms

ARBITRATE

Incredibly, she makes a major life change! For example: "I'll require that the system have two sizes."

WORLD



WE'VE ALSO TAKEN STEPS

Parents tell us they should be the ones to decide what they give their children to drink. That's why The Coca-Cola Company has taken significant steps to support this.

We do not market our products to children under 12 years of age.

For over 50 years, we've had a global policy of not advertising sugar sweetened

sparkling beverages during TV programming aimed at children. In 2000, we expanded this policy in Australia to include all marketing activity for all of our products.

If you'd like more information about our policies and our range of more than 80 products, visit www.makeeverydropmatter.com.au



Over 80 ways to refuel, refresh, relax and enjoy.

©2007 'Make Every Drop Matter', the Droplet device, 'Pump', 'Powerade', 'Mother', 'Coca-Cola', the Contour Bottle, the Dynamic Ribbon device, 'diet Coke', 'Coca-Cola Zero', 'Sprite', 'Sprite Zero', 'Fanta' and 'Goulburn Valley' are registered trademarks of The Coca-Cola Company.



IT'S ALL ABOUT BALANCE

Learning to surf is a real challenge - so is managing a family. That's why we've made it easier for you to choose a balanced diet for your family. We've changed our labels to show you how much energy our products contain, as a percentage of Daily Intake (DI).

You'll soon find this symbol on all of our products, along with clear information about ingredients and nutrition. Remember, DI values are based on an average adult* and are only a guide, not a recommendation.

If you'd like more information about our labels, visit www.makeeverydropmatter.com.au



*Percentage DI per serve is based on an average adult diet of 8700 kJ.



Over 80 ways to refuel, refresh, relax and enjoy.

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CLIENT
The Coca-Cola Company

JOB
Make Every Drop Matter

FORMAT
Advertising Campaign

ART DIRECTION
Common

2 of 4 advertisements published in most food related magazine in Australia. They were aimed at informing and educating the public, about the steps Coca-Cola are taking to make sure their beverages are consumed responsibly.

A challenge was keeping uniformity throughout four different ads, with different content on different page sizes and ratios. The logistics of deploying this to publishers, on time and without error, keeping track of changes, resizing ads and maintaining a neat work flow was a great learning experience.



CLIENT
The Coca-Cola Company

JOB
Make Every Drop Matter

FORMAT
Booklet

ART DIRECTION
Common

A 36-page educational booklet for Coca-Cola staff members. Separating rumour from reality with facts backed by advisory groups and doctors about artificial sweeteners, diabetes, hydration, health and more.

Again, the logistics of designing, making copy changes and artworking this were challenging for my first year working. The typography of the compulsory references at the bottom of each page was a challenge.



CLIENT
Five-Eighth

JOB
Initial Branding

ART DIRECTION
Common

Five-Eighth is a rugby clothing line in Perth. The concept lights up 5 out of 8 blocks, creating a subliminal F. The aesthetic created suggests strength and sturdiness. Two versions were created, with and without type.