

# *Portfolio*

ROBERT ROBINET

## LOGO TREATMENT

### The Challenge:

To Create a logo for a new company — Synergy Corporation, an energy research corporation

### Method:

- Three ovals were created in Illustrator and offset down and to the left. The divide pathfinder tool was used to cut the shapes.
- The shapes were grouped, duplicated, reflected both horizontally and vertically, then coloured with the corporate colours.
- The resulting graphic was then re-purposed for use as a facsimile header and as a reverse graphic on a black background.



Logo — Colour



Logo — Black and White



Logo — Reverse

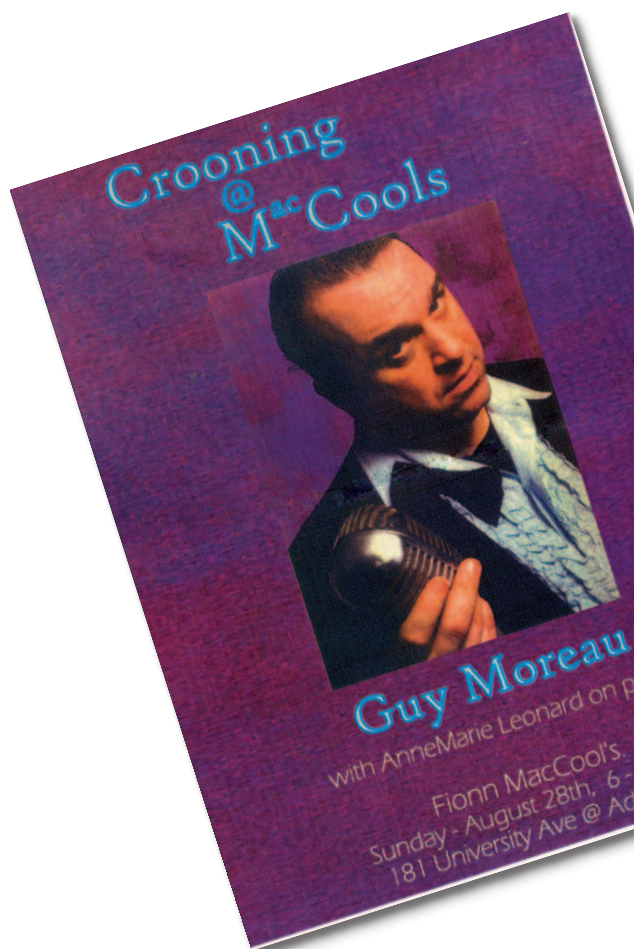
## JAZZ HANDBILL RE-DESIGN

### The Challenge:

To re-design a Jazz Handbill for the performing artist to reflect a cleaner, more modern look and feel, yet retain a jazzy edge.

### Method:

- Handbill scanned at 300 dpi., and photograph isolated
- Colour Correction (Levels, Curves, Colour Balance, Contrast and Brightness)
- Lighting Effects — Soft Spotlight
- Background removed and replaced with rendered background (render clouds, underpainting filter/bricks)
- Smudge Tool to soften edges of portrait
- In Illustrator background pattern created with



Original



Re-Design

# TEA BOX PACKAGE DESIGN

## The Challenge:

To create a tea box package design with a rich oriental look — strong, classic colours matched with a traditional typeface and an iconic symbol

## Method:

- Created tea box die in Illustrator
- Created Panda Logo by tracing a photograph of a Panda and colouring — leaving the tongue white to achieve focus
- Used the tea box die as a clipping path to cut off the bleed area to simulate real shapes
- Applied drop shadow





WEB SITE DESIGN

The Challenge:

To re-design the Belleville Theatre Guild web site — a transformation from a stodgy, amateur-ish site to a clean, modern look to inject new vitality into the small-town theatre group. It is part of a total re-make of the guild that also includes a completely new corporate identity (including brochures, adverts, handbills, and posters) — the site will eventually incorporate video and sound.

Method:

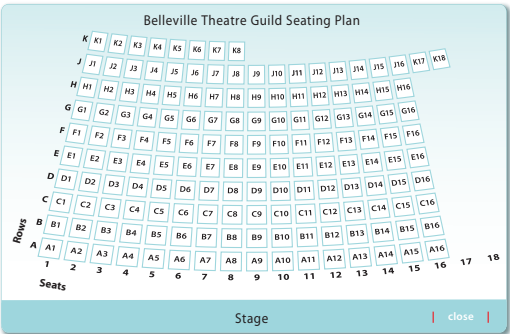
- The look and feel of this site gets its inspiration from a brochure (see *InDesign* section) designed for the Guild for their 2005-2006 Subscription Season.
- The main navigation bar incorporates the red colour of their existing logo, the wave design flows from the fact that Belleville is located on the water — likewise the choice of a light teal for the other graphics and slightly darker teal for the page header.
- Designed layout grid and placed elements in Illustrator. Slices made from guides for rollover elements; HTML page created in ImageReady and. Applied drop shadows only to page background and navigation bar to create focus.
- The pop-up was designed to create a fan-shaped artificial perspective with the intention of softening the impact of the rectangular seating grid image provided. The user chooses to open this pop-up when they are filling in the subscription form, or it may be accessed from a separate information page.



Home Page



Content Page



Seating Pop-Up

## LOGO DESIGN PROPOSAL

### The Challenge:

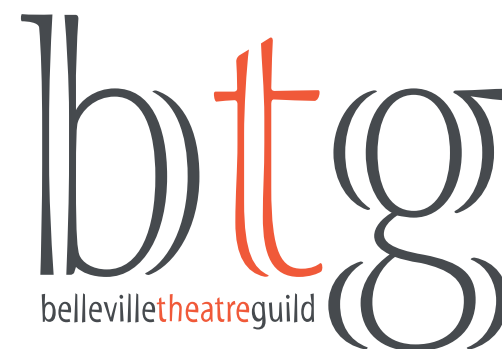
To re-design the Belleville Theatre Guild logo and give it a modern look. It is part of a total re-make of the guild's image.

### Method:

- The colours and shapes reflect the overall look of the other projects I designed for them. The alternate proposed logo is included as a choice.
- The shapes were created and the divide pathfinder tool used to cut the wave into the colour block.
- The typeface was updated (Fritz Quadrata) so that it retained the serif of the original logo, but much reduced in size and cleaner.
- The tagline was set to the wave path, and offset to the right for a whimsical treatment — it can be positioned below the company name for a more formal look.



Original Logo



Proposed Alternate Logo



BTG

Belleville's Community Theatre



BellevilleTheatreGuild

Proposed Logo

*Illustrator*

## Photographic Restoration

### The Challenge:

To re-create a look from the past in a photograph with much damage — cracked, torn, dirty and yellowed.

### Method:

- Photograph scanned at 300 dpi.
- Clone and Healing Tools to remove cracks and stains
- Colour Correction (Levels, Curves, Colour Balance, Contrast and Brightness)
- Convert to gray scale (channel mixer)
- Black matte removed



Original



Restored

*Photoshop*

## TRAVEL ADVERTISEMENT

### The Challenge:

To create a unique travel advertisement for a travel agency specializing in the far east.

### Method:

- Photograph (supplied) was chosen because of its perspective — the customer targeted is looking at his feet (sandals) — It is not a business meeting.
- Clone and Healing Tools to improve appearance of feet
- Colour Correction (Levels, Curves, Colour Balance, Contrast and Brightness)
- A collection of (colour corrected and sized) images from typical tourist spots in Japan was inserted into the shapes formed from the word 'Japan' to provide a glimpse of the wonders to be seen there (paste into).
- Addition of vertical text in contrasting white
- Logo for East-West Travel Agency created in Illustrator



Photoshop



## COLOUR CORRECTION

### The Challenge:

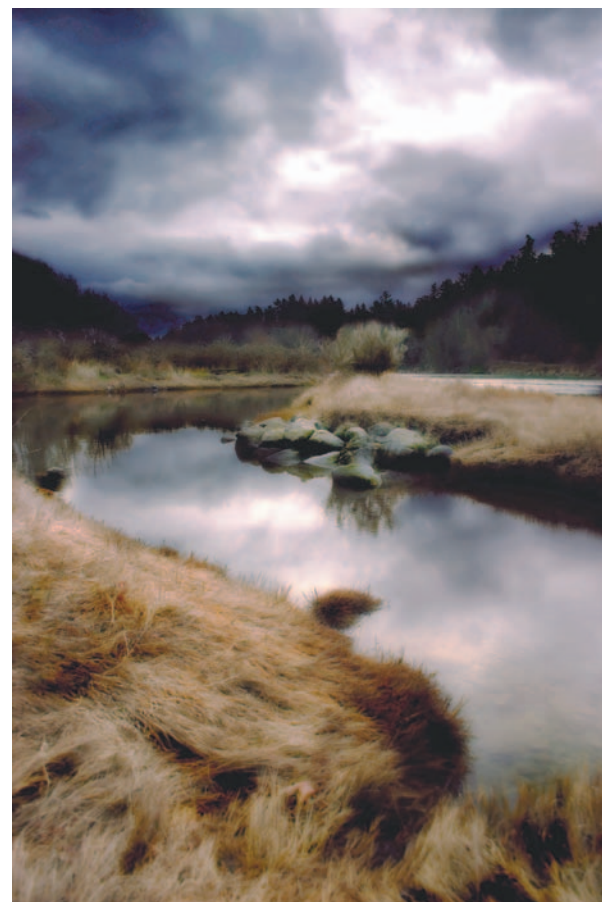
To colour correct a dark, gloomy image.

### Method:

- Adjustments were made to Levels, Curves, Colour Balance, Contrast and Brightness.
- The resulting image is much lighter, has better contrast, especially in the shadows and is more colourful, yet retains its intended gloomy feel.



Original



Colour Corrected

## Photographic Restoration

### The Challenge:

To salvage a version of the only picture of the Belleville Theatre Guild's Pinnacle Playhouse Theatre and add a building logo.

### Method:

- Photograph supplied — Low resolution jpeg
- Clone and Healing tools applied to remove telephone wires, utility poles and parking meter from the image.
- Colour Correction (Levels, Curves, Colour Balance, Contrast and Brightness).
- Applied a filter (sandstone underpainting) to the stucco areas of the building.
- Added sky background (layers).
- Superimposed the new logo to the building.



Original



Colour Corrected



Final Proof with Logo



Proposed Pinnacle Theatre Logo


## 3-PANEL BROCHURE

### The Challenge:

To re-design the Belleville Theatre Guild's New Season flyer with a new clean and modern look.

### Method:

- Graphic elements created in Illustrator were assembled in InDesign using the logo colour and the light teal used in the web site and poster designs.
- Three styles of Myriad Pro were used to create a clean look with reverse elements in the logo red used to provide focus.
- The wave and background elements on the inside are the colour reverse of the outside.



Belleville's Community Theatre

**Box Office**

**Two weeks prior to each opening night:**  
5:00 p.m. to 8:00 p.m. — Monday to Friday

**During the run of each show:**  
1:00 p.m. to 5:00 p.m. — Monday to Friday  
5:00 p.m. to 8:00 p.m. — Saturday

**5 Plays for \$55**  
**613-967-1442**  
To Subscribe

## Information

**TICKET EXCHANGE**

You may exchange tickets by mail, in person or by phone. Please note that old tickets must be returned in order to process ticket exchange. Ticket exchanges may be made anytime up to 24 hours before the original performance date.

**MEMBERSHIP**

If you would like to be an active member of The Belleville Theatre Guild, our annual fee is \$5.00 for students and \$10.00 for adults. Please visit our web site to purchase seasons tickets or to become a member.

**GROUP BOOKINGS**

If you are booking tickets as a group or with another subscriber, please be sure to submit ALL subscription forms and payment in ONE envelope. This will greatly assist our box office staff.



Belleville's Community Theatre

## Tickets

**SEASON TICKETS**

Adults	\$55.00
Seniors (over 65)	\$50.00
Students	\$30.00

**NON-SUBSCRIBER TICKETS**

1 Performance	\$14.00
Sweeney Todd	\$17.00

We accept Visa, MasterCard and Cheques (payable to The Belleville Theatre Guild)

**Please Note**— The Performance Schedule For The 2005–2006 Subscription Series Is As Follows:

1st Week — Wednesday through Saturday

## 2005–2006 Subscription Series

**October 12–October 29, 2005**

**The Seven Year Itch—by GEORGE AXELROD**

Richard Sherman, the hapless hero of George Axelrod's *The Seven Year Itch*, has been left for the summer in a very hot New York City by his wife of seven years. When an attractive girl from another apartment appears, he has to wrestle with his conscience whether or not to "scratch" that itch. A delightful sex comedy.

**Director**—Bill Petch  
Box Office opens: September 28, 2005  
Non-Subscriber Tickets: \$14.00

**March 22 – April 8, 2006**

**Moo—by SALLY CLARK**

When the wealthy but rebellious Moragh meets the intriguing rotter, Harry Parker in Sally Clark's *Moo* she decides that nothing can keep them apart. She's right but that doesn't stop Harry from running away for the rest of his life. Moving back and forth through their lives we watch a couple who may not be able to live together but can't get away from each other either.

**Director**—John Lunman  
Box Office opens: March 8, 2006  
Non-Subscriber Tickets: \$14.00

**November 30–December 17, 2005**

**Ethan Claymore—by NORM FOSTER**

Ethan Claymore is a Christmas play from Canada's most popular playwright, Norm Foster. Ethan is a widowed egg farmer and artist whose life is going nowhere until a new female teacher comes to town and he receives a visit from the ghost of his recently deceased older brother.

**Director**—Lise Lindenberg  
Box Office opens: November 16, 2005  
Non-Subscriber Tickets: \$14.00

**May 17 – June 3, 2006**

**Sweeney Todd—by STEPHEN SONDHEIM**

Revenge, murder and cannibalism set in the slums of Victorian England. What else could you ask for in a musical? Stephen Sondheim's *Sweeney Todd* (The Demon Barber of Fleet Street) takes this unlikely melodrama and turns it into an exciting and actually quite witty evening as Sweeney carves his way through the people who wronged him and escapes a few "close shaves" himself.

**Director**—Steve Forrester  
Box Office opens: May 2, 2006  
Non-Subscriber Tickets: \$17.00

**February 1–February 18, 2006**

**I Hate Hamlet—by PAUL RUDNICK**

Andrew Rally, a successful TV actor, currently between series, has come from Hollywood to New York City and is approached to play Hamlet in Joseph Papp's *Shakespeare in the Park*. His initial response is, "I Hate Hamlet". In truth he's terrified until the ghost of John Barrymore comes to give him some acting lessons and a few lessons in life as well.

**Director**—Maira Nikander-Forrester  
Box Office opens: January 18, 2006  
Non-Subscriber Tickets: \$14.00

**ANNOUNCING THE BELLEVILLE THEATRE GUILD'S 2005 – 2006 SEASON**

**5 Plays for \$55**  
**613-967-1442**  
To Subscribe

Belleville Theatre Guild | 256 Pinnacle Street, Belleville, Ontario K8N 3B1 | 613-967-1442 | www.bellevilletheatreguild.ca

### Inside Panels

InDesign



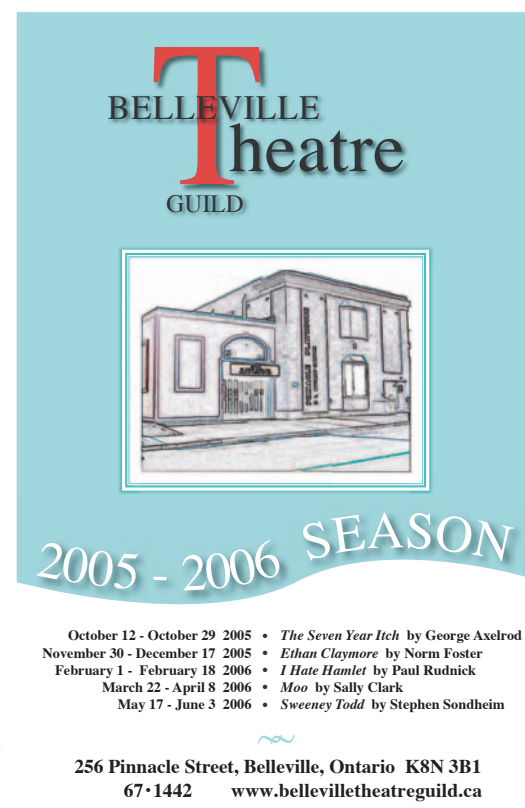
## POSTER LAYOUT

### The Challenge:

To design a short-run poster for the Belleville Theatre Guild to announce their new subscription season. Two different styles were submitted for approval. The client chose the more conservative one with the sketch of the playhouse.

### Method:

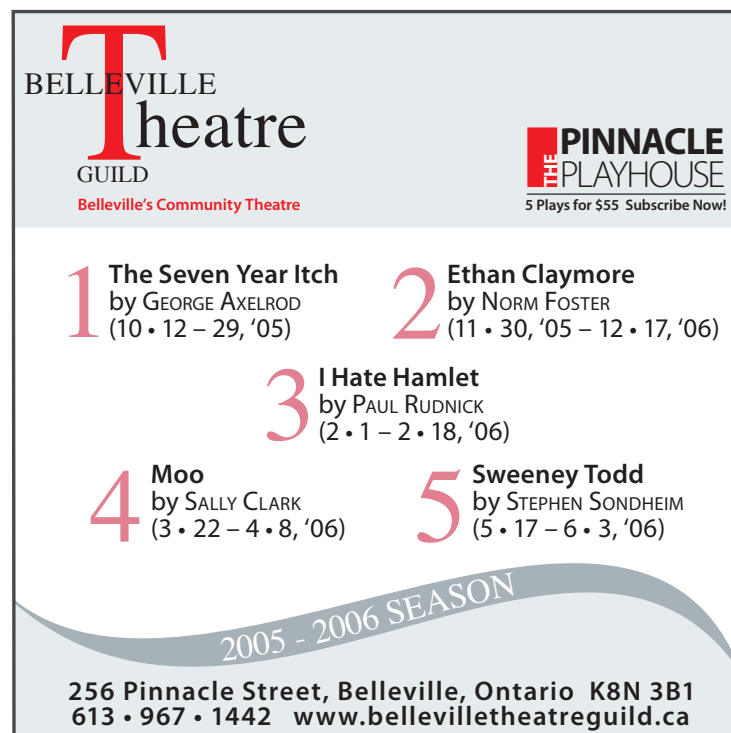
- Photograph of the girl (stock) colour corrected and sized in Photoshop and used as background for the poster — she is seen to be very inviting and theatrical. The sketch of the playhouse began as a small, low resolution photograph (the only one they had), so was colour corrected and converted to a sketch in Photoshop (filters).
- The wave theme was created to add focus to the lower third of the poster, and create a sight line for the title text. It and the colour scheme is consistent with the flyer and web designs.
- The colour of the text in the 'girl' poster was taken from her lip colour.
- The logo was supplied.



### The Challenge:

**Method:**

- Re-created the wave element in gray and black.
- Logo (supplied) placed in same position on the advertisement as in the web page design for continuity.
- A lighter red was used to create focus on the numbers to emphasize the bargain of five plays for \$55.
- Created a logo for the Pinnacle Playhouse Theatre that matches the sign on the front of the theatre.
- The white background for the middle section serves to differentiate the ad content from the rest of the piece.



MAGAZNE SREAD

The Challenge:

To create a magazine spread to illustrate the health aspects of the sport of cycling.

Method:

- Images were processed in Photoshop (colour correction, crop, background removal, vignette)
- Text and title treatments chosen for clean, ‘healthy’ look and text fitted to the space.
- Racing stripes added for a sporty look.
- Callouts were added for focus and set out by header bars of the same colour.

# CYCLING NEWS

## KEEP FIT, STAY FIT

**Cycling** Ing enim et, vel dolore dolorperit, vel dio dolorer in enit praesendipis acilisci eu feugiam volore vel dolessim venit am, se minci etum deliquate consenim eliquipit am, con verosto od elismod modipsum iliquat vel ullupatatet wissequat verostie vel iusci tin eugiat nim ad diam quamcore tat at veros nonluput nulla facipis ciliquam nullupatat nos accumsan utpat aut eumsan er acipsum duiis, velit alis essit wis nosto odor aut tatum inciduis alit iusing erotis erat, velit adignim quatem dolupatat landre ea facilisis er augait prat, si ex ese ver augiat. Ut praesenit am, velenit vulla at prate tis adit, suscing ea facinci ncidunt iure molorero elisit praessim vulla am at. Magniatum vel iure feum iurem iliquisil euipiscinci bla feugiat uercipsusto ea commodip ero el euisl utat nisit lum quamcore volute molorper iustrud eugero dolenit lut volorem ipismolobor ipis.

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In Design

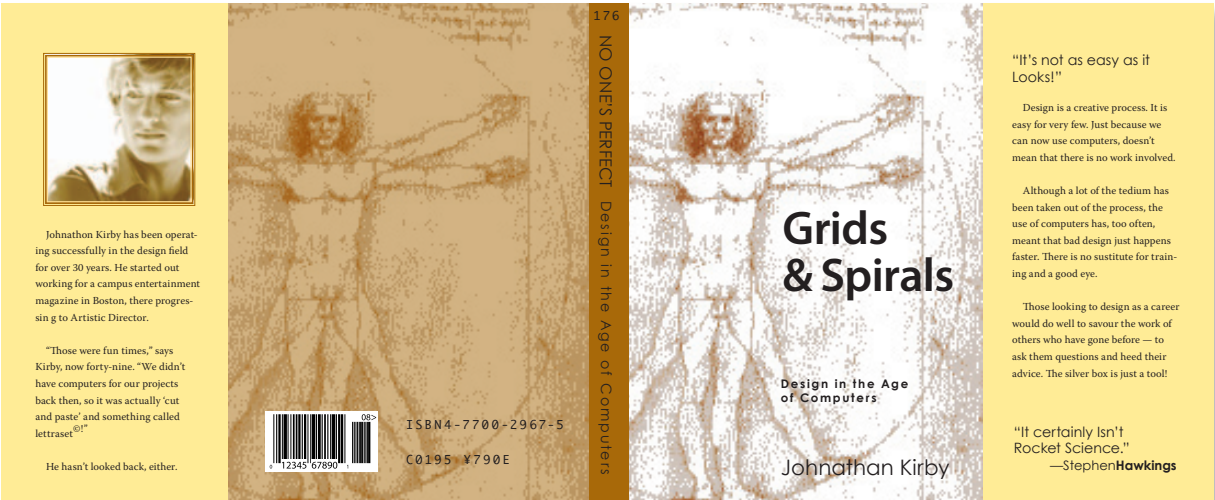
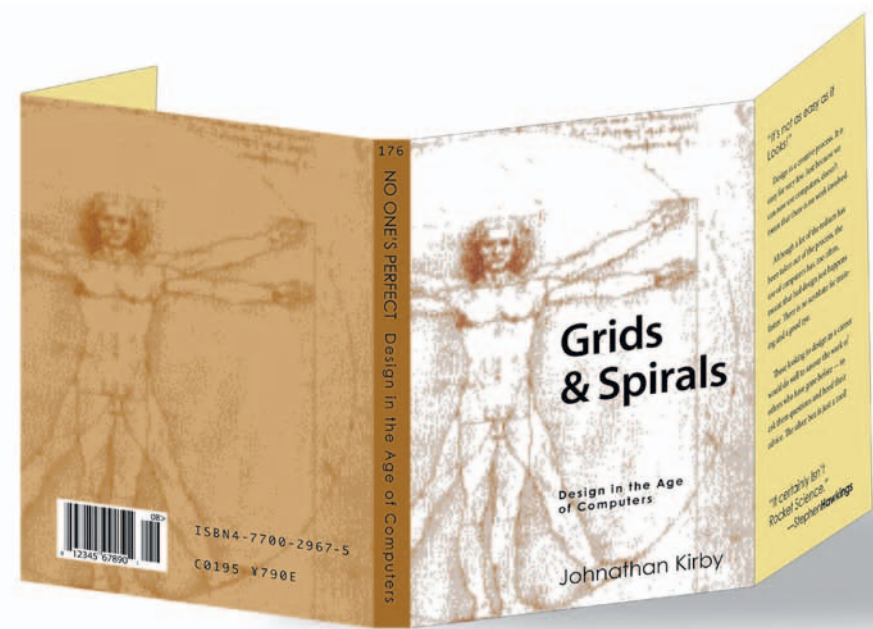
# Book Cover Design

## The Challenge:

To create a book cover to illustrate the book's subject matter.

## Method:

- Layer created in InDesign to match dimensions of the book.
- Placed low resolution graphic of Leonardo DaVinci's drawing to achieve a pixelated version to further speak to subject matter.
- Placed an image of the 'author' which had been converted to a duotone to match chosen colour scheme.
- Placed Headings and created text for the descriptions.
- Warped the sections in Photoshop to create a 3-D interpretation of the book cover.
- Applied drop shadows.





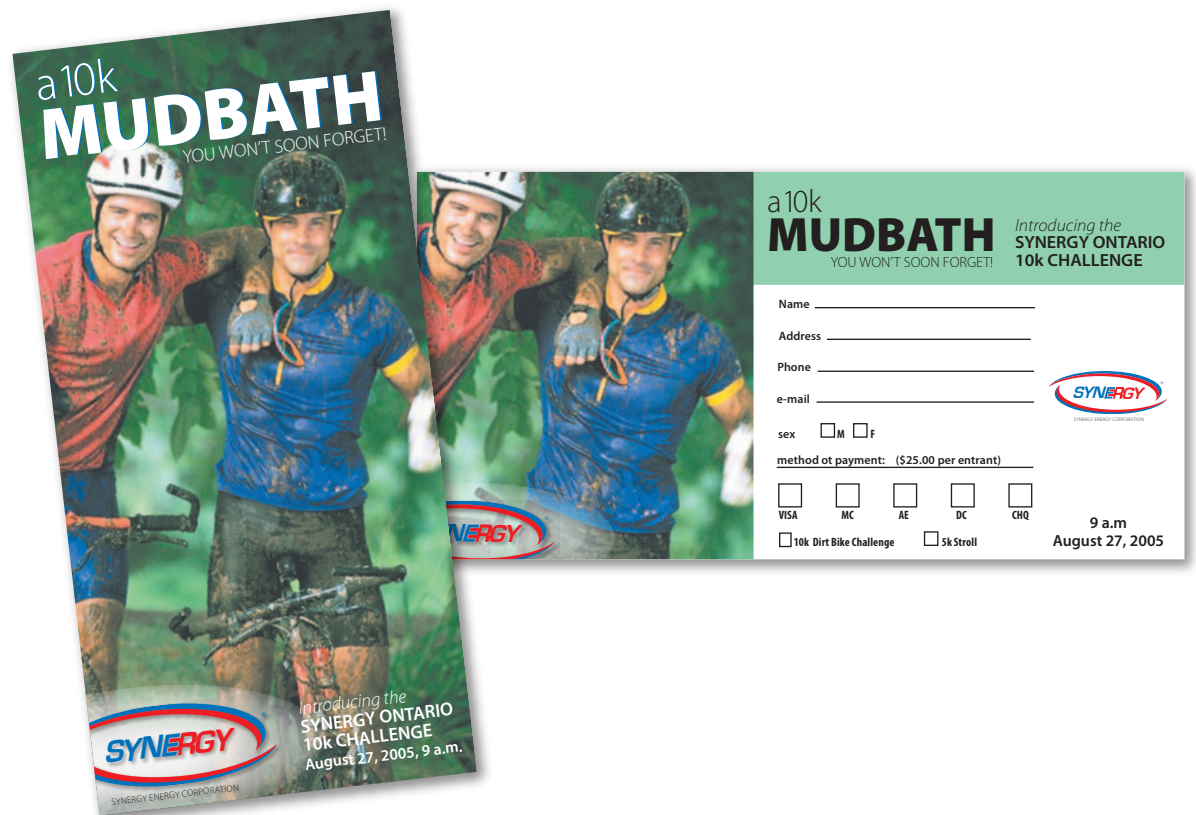
## Promotional Handbill for the Synergy Corporation

### The Challenge:

To create a dynamic and inspiring advertising handbill for a 10k Charity Dirt Bike Challenge for Synergy Corporation and to enhance the company's community goodwill in the areas of philanthropy and environmentalism.

### Method:

- The Background (stock) image was chosen for it's inspirational tone.
- It was sized and colour corrected in Photoshop (levels, curves, colour balance and brightness/contrast.
- The Synergy logo was created in Illustrator.
- All text on the handbill was rendered in In-Design (kerning, leading, typeface).



# MAGAZINE COVER WITH INSERT

## The Challenge:

To design a magazine cover targeting active seniors

## Method:

- Photographs (stock) were chosen to reflect the target audience.
- Colour Correction (Levels, Curves, Colour Balance, Contrast and Brightness).
- A dignified yet bold title design was accomplished by matching a simple typeface (formata) white, to contrast with the rich colours of the background.



## COLOUR MAGAZINE ADVERTISEMENT

### The Challenge:

To design a magazine sale advertisement for a clothing store for young, hip women.

### Method:

- Images (stock) were chosen for their clothing and age of subject.
- Images were Colour Corrected (Levels, Curves, Colour Balance, Contrast and Brightness), and then converted to duotones to match the text colours (Photoshop).
- Logo for the clothing store designed in Illustrator for 'in your face' look and stylish design — The red exclamation point also hints at rebellion.
- Text colours represent the colours of spring and summer, and the negative spacing increases interest by multiplication.
- The background (traditional, subtle) was created in Illustrator with alternating white lines and transparency.

**Spring & Summer Sale**

ON NOW!

416-922-4667

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toronto, on m4y 1m9

bitchslap.com

**BitchSlap!**  
FASHIONS



