

How we do it!

Starting point

The starting point is the visual concept - which is what we conceive and present to our clients.

Building assets

Once a concept is client approved we evaluate the cost of the photography and the estimated time to produce a photoshop composite. We then gather the assets required.

Combining assets

On page two (overleaf) we used a low resolution positional for the concept. This allowed for art direction, dictating angle, lighting and format to photograph the product.

It takes a certain breed of designer to accumulate enough knowledge to what is achievable using image manipulation software. Our designers use high end graphic tablets to achieve the natural airbrushed feel. We can spend hours searching for the appropriate royalty free images as opposed to rights managed images just to save our clients money.

Executing the image

We mask, blend and filter images using a variety of Photoshop techniques and filters. Once the image is approved it is placed in a DTP program for creation of digital artwork.

Skill

It all seems relatively simple until you add up the hours taken to put the image together, the thought behind the initial concept and the 30 years experience that the people behind the production of this image have acquired.

Believe

Clear Creative make it believable, we can make your image or idea come to life!

We are true image consultants, we know what can and cannot be achieved.

Want your concepts to come to life? Then give us a try!

The logo for Clear Creative, featuring the word "clearcreative" in a lowercase, sans-serif font. The text is white and is centered within a solid black rectangular background.

If you want to know more about what we can do for your business image then drop us a line at info@clear-creative.co.uk or call 0161 762 3456.

How we did it!



Art direct photograph have a visual idea of how to integrate the other images

Background to here adjust colour levels and add reflection in windows



Create final cover artwork in page make up for new brochure

Sourced Royalty Free image
Photo comp and mask out
adding motion blur



Programs used: Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Adobe Acrobat.
Equipment used: 3 x Mac Pros, 1 x Apple Xserve, Canon 50s, Wacom Intuos Graphic Tablet
People used: 1 x photographer, 1 x retouch artist, 1 x designer, 1 x art director + 30 years experience!