

Creative Product & Mock-Up

Design



Creative Design Portfolio
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All images by Emory Cullen, unless noted otherwise.

Cards & Social Stationary Design

Many different paper products can be produced with different intentional uses and most use similar mock-up techniques.

With the right equipment a creative studio can create mock-ups similar to that of what would be produced for stores.

Card Design

The Cards below are designed using Adobe Illustrator with the intent of being transferred onto silver foil.



Production for 2010 Summer
Cards designed for Walmart.



Card designed for Sam's Club.

Mock-Up Design

Various embellishments can be added when trying to enhance a cards appeal. As a designer it is important to design a card with these embellishments in mind.



Gold foil is used in these Target photographic cards to enhance the overall appeal.



Production for 2009 Valentines

1 Selling Valentine Card 2009

Tip-ons and die-cut techniques are used on these Dollar Tree cards to enhance their quality.

Social Stationary

Many companies look for a set of items to be produced in an individual style per season. Michael's Retail Stores, for example, needed Halloween monsters to be designed for a set of stationary items. Below is Michael's 2009 Halloween Dollar Bin.



Production for 2009 Halloween

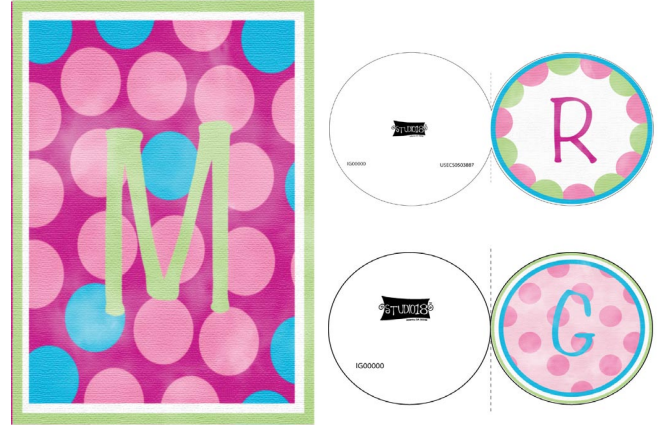
Die-cut note books designed for Michael's retail stores.



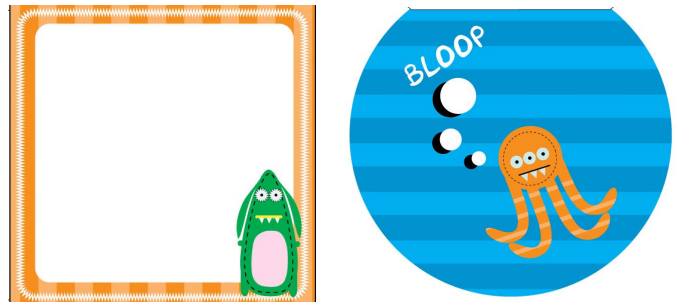
Production for 2009 Halloween

List Pads designed for Michael's retail stores.

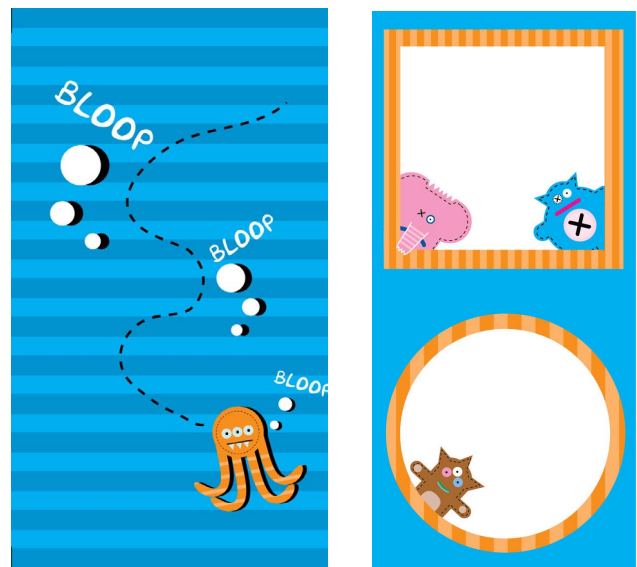
Because many retail stores are looking to capture the attention of different audiences, it becomes very important as a designer to adapt the skills and research necessary to successfully design in various styles.



Diary (left) and die-cut note cards (Right) are designed for Michael's retail stores.



Twisted Note Pad(left) and die-cut note card(right) are designed for Michael's retail stores.



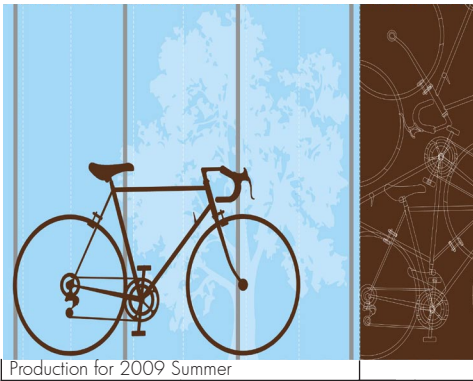
Tall journal(left) and die-cut sticky notes(right) are designed for Michael's retail stores.

Gift & Packaging Design

When Creating many paper products it is only necessary to design the front. Being that the structure of the product is already created, a designer needs to only focus on the areas a viewer may take interest in.

Bag Design

Designing a paper bag can be very interesting because of the leniency it allows for a designer. Full patterns, greetings, and even simple graphics can work on a bag. Not only must a designer focus on the front, but also on the gusset and sometimes even patterns on the inside. This bag for JC Penney is a perfect example of creative gusset design.



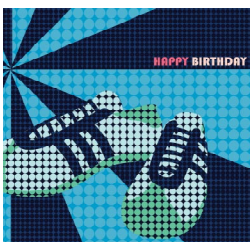
Production for 2009 Summer

Front Design

Gusset Design



Bags designed for Dollar Tree.



Bags designed for Target.

Gift Tag Layouts

As a designer creating good compositions of pre-existing artwork is both common and important. These Target gift tags show the interesting ways a designer can create unique layouts for certain products.



Hanging Tags



Sticker Tags

Gift Wrap Design



Wraps designed for Walmart. (Shown as Examples only)



Production for 2009 Christmas
Wraps designed for Target.

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Web Page & Animation Design

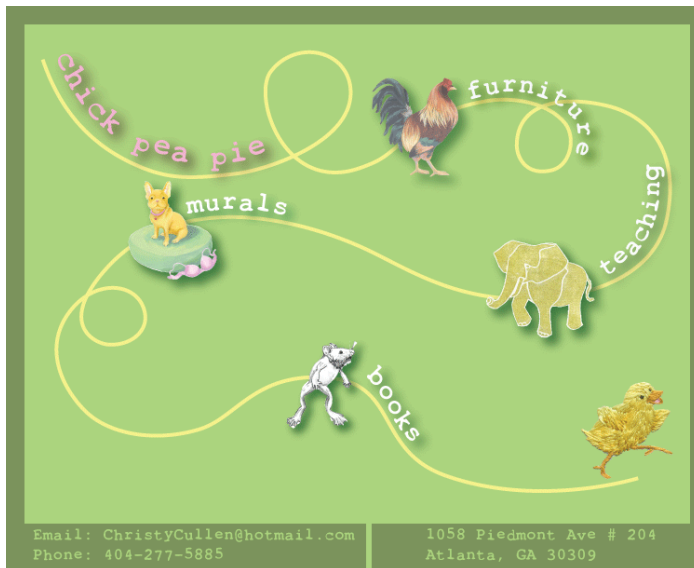
Creating a unique web page can be a fun but challenging feat. Organization, simplicity, and easy updating are all important factors that a designer needs to base their design around.

Designing with Adobe

Rasterized image layouts and elements created with Photoshop or Illustrator can be used as the building blocks for Web Design. Web programming such as CSS or HTML are used to format the designs behind or around daily updated content.



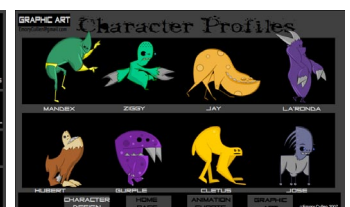
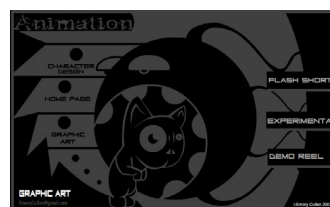
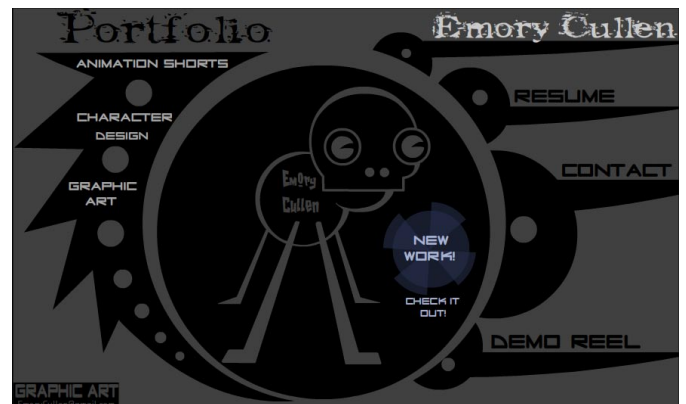
International Greetings Blog Site



Designed for an Artist's Portfolio

Flash Design

Interactive animation can tremendously enhance the look and feel of a web page. Though more difficult to update, Flash animation can help to obtain the sleek high quality style that people look for. Flash is also great to use for creative advertisements and introductions.



www.emorycullen.com