

PORTFOLIO



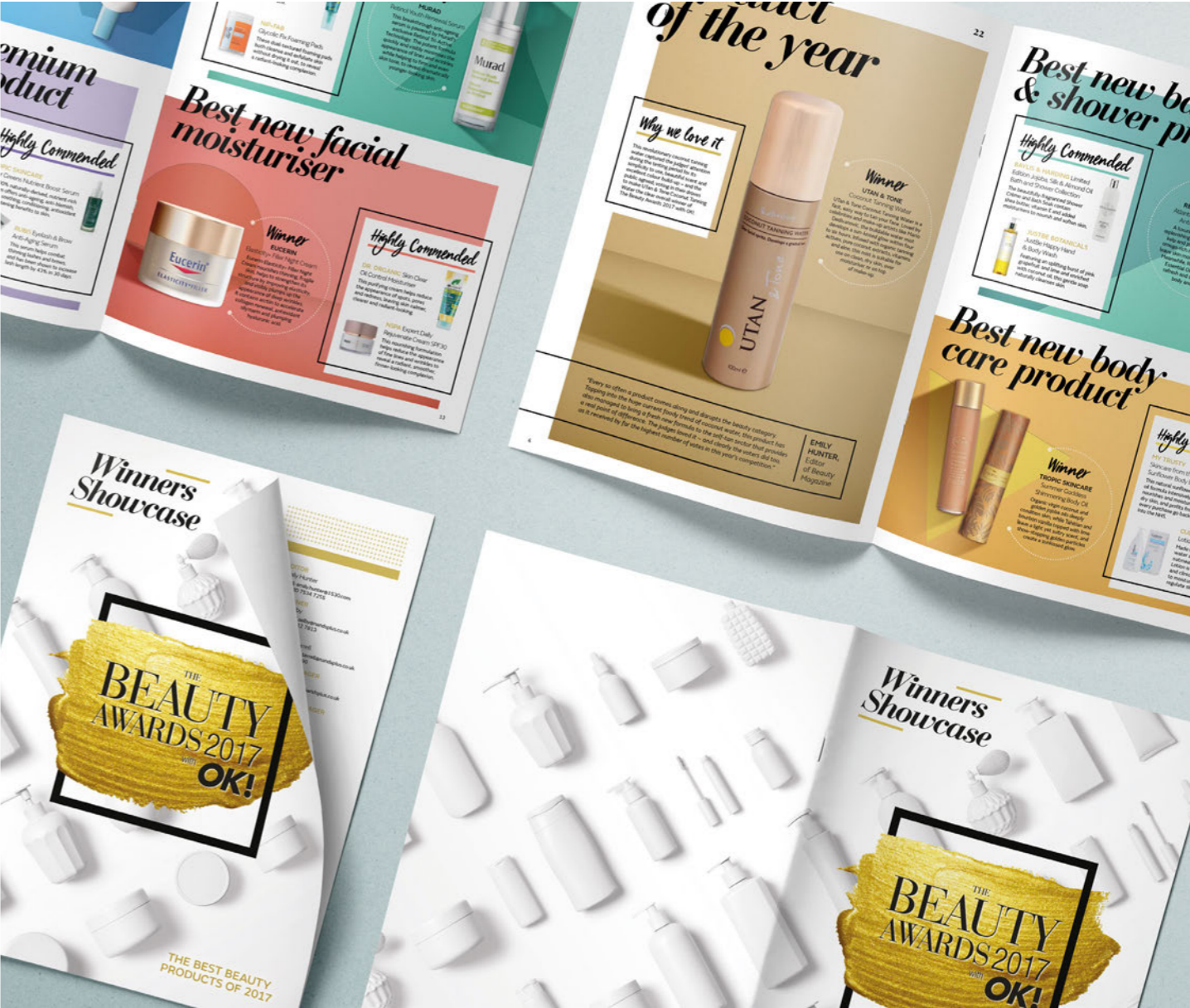
PAUL SELBY
DESIGNER

Editorial • Print • Motion Graphics

OK! BEAUTY AWARDS 2017

Indesign Photoshop After Effects Cinema 4D

The OK! Beauty Awards 2017 was the second year of a collaboration between the two brands. It was a big step up from the previous year, not only in the size of the event, but also in the coverage devoted to it. In the run up to the event, I worked on some editorial styled promotion for the event categories and the shortlisted products. In 2017 we also took on the responsibility of producing the winner's supplement, which was distributed with OK! Magazine. I was asked to come up with a completely new style for this supplement to complement the rest of the branding for the event. The biggest obstacle for this project was how to represent the products in the supplement. Unfortunately I was only given basic product shots on plain backgrounds. But with no budget for a photoshoot and a limited timeframe, it was left to me to work some magic on them. The whole process was quite involved and took nearly the entire week available to produce all the images and create the layouts, but I'm really proud of the way it all turned out, and the client must have liked it as they replicated the design of it for the event brochure on the night. Lastly, a video was requested to showcase the event and promote some of the stats. I was supplied with some clips cut together and asked to add in some graphics, including showing all the coverage of the event across print and online. I worked in Cinema 4D and After Effects to create some smooth transitions.





Logo Design • Branding NORTHERN & SHELL LOGO

Illustrator Photoshop

After the departure of the long time Managing Director, a new Commercial Director joined to replace him.

The newly appointed Commercial Director had the task of transitioning a fairly dated company into a market leading one.

To help achieve this major repositioning of the company, a rebrand was in order.

I was asked to develop some new logo ideas, which needed to be quite clean and corporate as well as modern with a nod to the fact it was a media company.

I came up with a quite a few options at first, then whittled it down and refined a few to the four on the left.

Of course, as is usually the case, after a lot of fiddling and tweaking of the various options they chose the first one that I did (see below), which took about 5 minutes.

Logo Design • Branding TOTAL EV LOGO DESIGN

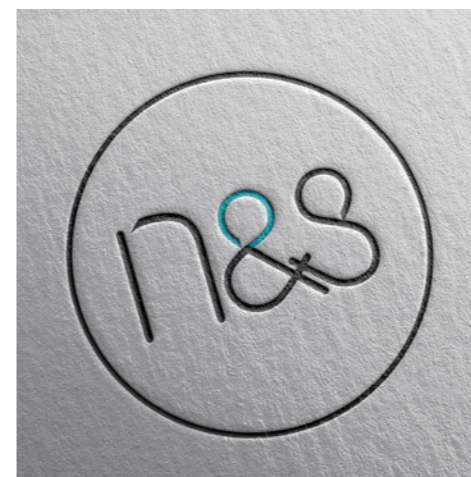
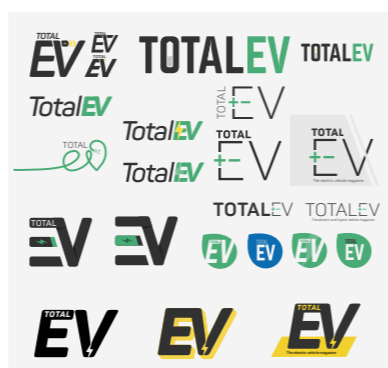
Illustrator InDesign Photoshop

I was given the brief of designing a logo for a brand new magazine dedicated to electric vehicles.

The plan was to have a soft launch as a pullout in the newspaper to gauge interest, and if popular, roll out as a monthly magazine.

I came up with a few options and quickly knocked up a magazine front page to help display the logos in situ. This was actually really helpful as a few of the options no longer worked or needed a little tweaking.

The top image was the option that was chosen. However before the pullout ran, the partner we were working with decided they wanted to use their own logo and unfortunately the project never progressed to the magazine stage.



Web Design • Motion Graphics

THE HEALTH LOTTERY

Illustrator Photoshop

For those that haven't heard of it, The Health Lottery is a lottery made up of 51 local societies that gives to charities with a focus on healthcare. Not a lottery where you can win a kidney.

I had some previous experience with the brand, which at the time had a very dated and barely functional website. It did the job, but didn't make the process of playing easy or particularly enticing.

I was asked to play a creative director role on the project, working with an external company to build the site. My main tasks on the project involved designing the most integral aspects and defining the overall style of the site.

One of the primary focuses of the redesign was to improve the UX. The process, which I feel I was a crucial part of, involved many meetings and in depth analysis to refine the users journey and make it as simple and straightforward as possible. The result was a drastic increase in online entries and overall players.

Before the launch and over the subsequent months, ads and banners were required for the website. We chose to add some movement to the highest profile ones to give them more prominence and to add a little life to the site.

Due to software constraints (namely only having photoshop) animation of some of the assets required some thought and a clever work around or two, but they turned out pretty good. Needless to say, things got easier once we had access to After Effects.



Motion Graphics

OK! MAGAZINE 25TH BIRTHDAY

Illustrator After Effects Cinema 4D

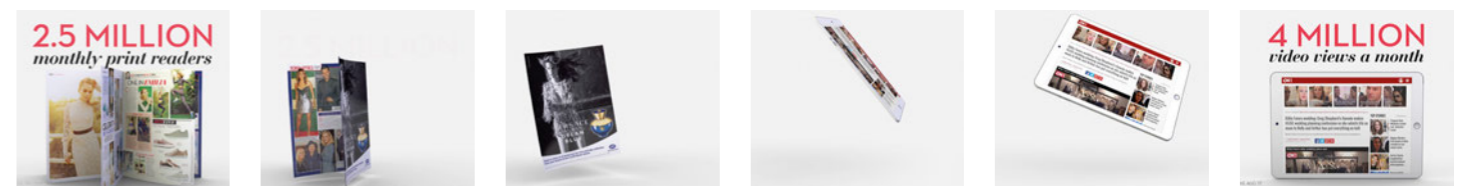
In 2018 OK! Magazine celebrated it's 25th birthday with a party at the Shard. Our team was asked to put together all the graphics for the event, from the step and repeat board on the red carpet to the giant screens inside.

I got the job of putting together a brief stats showreel for the screens. It came with a short deadline and the hassle of splitting the final video into 15 pieces for the big screen above.

The required size for the video resulted in very long render times, which made the short turnaround even more of a struggle.

Thankfully everything just about came together in time and my computer didn't overheat and explode.

Published in 14 COUNTRIES



Print and digital REACH OF 6.8M



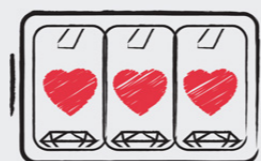
SOURCE: NRS PADD JUL '16 - JUN '17

2.6M social audience

SOURCE: FACEBOOK, TWITTER, INSTAGRAM - COMBINED AUDIENCE 21/09/17

Did you know that with The Health Lottery

You're 21 times



more likely to win the Jackpot than with Lotto?

Editorial • Print
**NEWSPAPER
& MAGAZINE
ADVERTORIALS**

Indesign Photoshop Illustrator

From magazine covers to pullouts to tiny little ad boxes and everything inbetween, I've done a whole range of different editorially styled commercial content over the years.

As the kind of bread and butter of my role working at a media company, I have worked with many different clients over the years to produce advertorial content.

This required me to be familiar with the various house styles of the publications (8 magazines and 4 newspapers) and produce content, along with the client, that felt like part of the publication and not just an advert.

The skills that were required for these jobs went right from communicating with the client, to sourcing images, retouching images, designing the layout and making any amendments and all the way through to preparing and sending the finished jobs to be printed.

Shown here is just a small selection of the jobs that have run in the Daily/Sunday Express, Daily Star, Daily Star Sunday, OK! magazine, new! magazine, star magazine, Sunday Express Magazine, Saturday Magazine, TV Life and Hot TV.





Digital • App design OK! FUN BINGO

Illustrator Photoshop C4D



In an attempt to make a move into the bingo market, OK! launched an app called OK! Fun Bingo, featuring Joey Essex as the bingo caller.

It was based on a white label game called Dab Bingo, which had been successful in the American market. I was put in charge of designing our version of the game.

This involved creating all new graphics for everything, from UI elements, both in the menu and as part of the gameplay, to creating 8 new game rooms (requiring a photoshoot with Joey).

Whilst the company we were working with had produced branded versions of the game for other clients, we were after a more in-depth overhaul of the look and feel. This required me to work closely with the developers to ensure that everything was exactly as we wanted it to be.

Print NORTHERN & SHELL FINANCE REPORT

Indesign C4D

Having done the previous year's financial report, I knew how important it was to get styles and formatting set up properly right at the start.

I made extensive use of character and paragraph styles with in-depth nested and GREP styles to help maintain consistency throughout the document.

Even with all the rules in place and master pages, it was still imperative to go through everything with a fine-tooth comb to minimise the number of amendments.

Whilst the majority of the brochure was pure graft and attention to detail, designing the cover was a little more interesting. I took inspiration from a Greyscalegorilla tutorial and created this shell like form using the step function on a cloner.

