

# Gary Reid

design portfolio





# GARY REID STUDIOS DESIGN PORTFOLIO

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# PHOTOSHOP BILLBOARD

The object was to create a scaleable billboard to attract customers to the client's website via QR Code scanning, easily reached from a distance.

This was completed by using a photo of the client, creating a curved name title line, and combining those with custom shapes and gradients. With images from the open source websites of Clean PNG dot com and QRCode-Generator.com, I then fashioned the elements into a bright and eye-catching

display with a tag line that can readily be changed with one simple edit.







# Gary Reid

## SPREADING GRATITUDE THROUGH MUSIC



**@GaryReidMusic** has been spreading gratitude through his music for over 12 years in over a dozen countries, spanning from Hawai'i to Italy... and shows no sign of stopping there!

Gary got his accidental start as a street performer in late 2010 after escaping his girlfriend's house at 4 a.m., when she had told him she wrote part of the Bible for his encouragement. Quickly, he grabbed his guitar and headed to find refuge in the sound of the waves off of Waikiki Beach. After a few weeks of playing for only himself, he inadvertently tuned up and strummed a chord in front of passerby tourists and earned his first forty-five cents. The thrill of this got to him immediately, and that was the moment when Gary began to realize the dream he had held since he was a teenager: Being a Professional Musician. Since then, the road has been anything but traditional, but always an adventure.

Gary has paid his way by playing for millions of people over thousands of miles in the northern hemisphere, traveling by nearly every means possible, and he is looking forward to 2024 when he intends to head southwest from San Diego to New Zealand, Australia, and the Southern Pacific Region in or before that year!

Specializing in "Good News Music," Gary Reid Music entertains with a smile and positive songs, primarily from the 1950s - '80s with some newer, some older, and some of his originals that have a Folk Rock flavor that tastes like mixing some Bruce Springsteen with some Benny Goodman. Gary has recorded and published more than 40 songs, and posts weekly rhythm guitar videos on YouTube as "Gary Reid Backing Tracks."

You can find "Gary Reid Music" wherever you listen to music online, and do please let him know if there is somewhere that he isn't by sending an email to him at [garyreidmusic@gmail.com](mailto:garyreidmusic@gmail.com).





# INDESIGN MAGAZINE ARTICLE

## CONCEPT and DESIGN:

To create a single-page magazine article bio, suitable for magazine print. This particular page is a full-bleed print.

## TARGET AUDIENCE:

This is for anyone interested in finding new country, folk, or rock music with a positive twist. This may perhaps run well in a magazine such as Rolling Stone or SPIN.

## TOOLS and TECHNIQUES:

Features of InDesign that were employed include, but were not limited to: Masking, Text Column Division, Gradient Fills, Text formatting, and intricate typesetting to fit the text squarely within the single page limits. All images are original.





# ILLUSTRATOR PLAYING CARD

## CONCEPT and DESIGN:

**A Queen of Diamonds with a Rabbit Theme, using a minimal color palette of only 5 colors.**

## TARGET AUDIENCE:

**Anyone who plays cards could enjoy this design.**

## TOOLS and TECHNIQUES:

Simple ellipses were stretched and combined using Pathfinder, including the rabbit eyes, placing one shape over the other to create a reflected light effect. A complex Gradient fills the card center. A carrot-fan was made using Paths, Fills, Arcs, and the Radial Repeat tool.

A stylized Line creates a garden shape in the midline, which is repeated in a cloud above. The 'Q' and diamond were created using Glyphs which were then stroked. After completing one half of the design it was Grouped, Copied, and Rotated to be an exact mirror, top to bottom.



# ILLUSTRATOR LOGO

## CONCEPT and DESIGN:

Create a scaleable logo for “Gary Reid Music” using only black and white vector graphics for display on Merchandise, Posters, Bumper Stickers, and Correspondence.

## TARGET AUDIENCE:

The client entertains people of all ages all over the world and therefore the logo must be universally recognizable.

## TOOLS and TECHNIQUES:

The project uses Adobe Illustrator and vector graphics including Type, Type Outlines, with Compound and Simple Paths, Line Art, Stroke and Fill, Scaling, Envelope Distortion, and others. This initial design is only black and white, but with the intention of a more color-based design to follow and fit.





# ILLUSTRATOR I-ROCK

## CONCEPT:

To create a silhouette of a person playing his guitar, an homage to the iPod ad.

## TOOLS and TECHNIQUES:

Using the line tool to create the initial rough outline of the photo, I then added a half-opaque fill to help trace out the image. For better accuracy and smoothness, dozens of anchor points were added then dragged to the precise edges of the body and guitar, and radius curves were adjusted to define the natural silhouette.

## CHALLENGES:

There is a small detailed void between the arm and the guitar, and that was traced with the line tool and an additional cutout was created using Pathfinder.



# INDESIGN NEWSLETTER

## CONCEPT:

To design a 4-page newsletter focused on many environmental issues, incorporating images and articles focused on sustainability and earth-friendly practices.

## TARGET AUDIENCE:

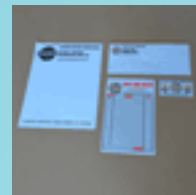
This is for anyone who is environmentally conscious. This is not primarily a children's publication, though it could be targeted for release in high schools and higher learning institutions.

## TOOLS and TECHNIQUES:

Fades were applied to 'Photoshopped' image edges. Automated page numbering as well as footer lines were used to automate editing as much as possible. An address box on the back cover creates space for mailing.







# INDESIGN BRANDING PACKAGE

## CONCEPT and DESIGN:

Create a full branding identity package and mock-up including letterhead, business card, envelope, and invoice. The main idea is to keep the look and feel of the pieces unified and easy to read and recognize.

## TOOLS and TECHNIQUES:

InDesign proved itself much easier than Illustrator for creating these items, with its simple line alignment tools and text placement abilities. Incorporating previously designed logos was a snap with only a few clicks.

## CHALLENGES:

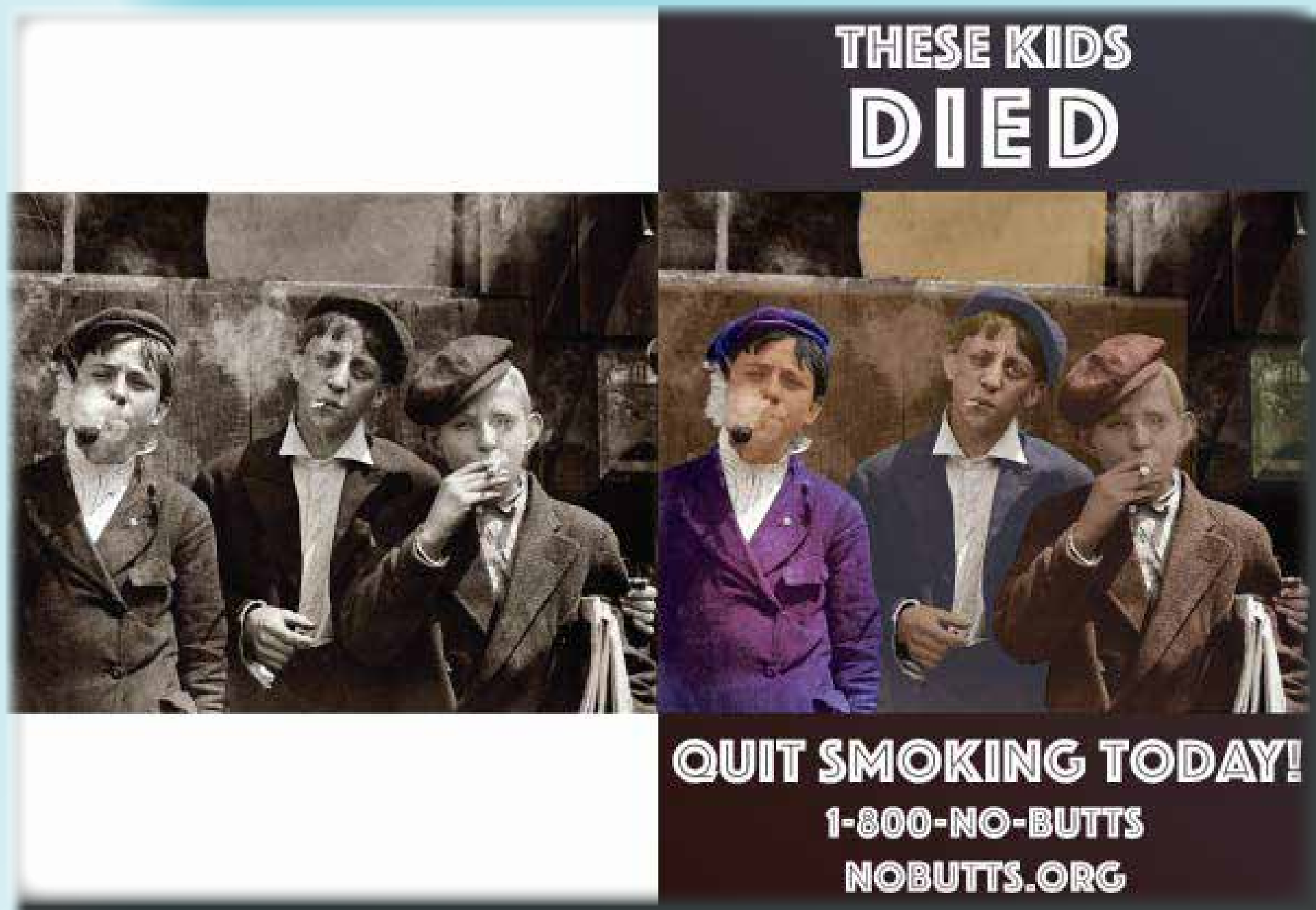
For the printer's proof file, creating a multi-page PDF with different sheet sizes was a new concept for me, but with a little trial and error I figured it out.







# PHOTOSHOP PHOTO RESTORATION



## OBJECTIVE:

To restore a damaged black and white photo. This required removing smudges, cracks, and blemishes, and colorization techniques. The final product was turned into a print ad.

## TOOLS USED:

I employed Photoshop's Masking tools, Paint Brush, Magnetic Lasso, Blending, and Object Selection AI technology. Fills and Gradients worked to give a natural appearance, including creating the effect of the clothing reacting with the sunlight.

## CHALLENGES:

Like any aged photo, there were many spots which needed to be meticulously corrected, blurred, obliterated, or made to seem like part of the original.





# ILLUSTRATOR ALBUM COVER

## CONCEPT:

To create a full CD cover (front and back) with print-ready graphics.

## TARGET AUDIENCE:

Music fans of classic rock who still have CD players... probably ages 50-80.

## TOOLS and TECHNIQUES:

Filters and Effects were applied to the front cover photo to enhance it on the back cover. The original narrow portrait was extended by Cloning, Reversing, and Pasting the edges to fill a wider square format. A barcode was generated and Placed for in-store sales. Print dimensions were considered and constrained including spine dimensions and CMYK color.

## Sources:

CD mock-up contributed by @RAWPixel

Dog photo supplied by @JDFGrant

Cassette photo supplied by Wikipedia