



Idea Generator, Creative Director, Art Director, Concept Visualizer

Think it. See it. Sell it.

Visuals add a whole new dimension to a brainstorming session. It allows everyone to see the same idea.

Capturing ideas with quick sketches tends to raise the energy level, promote group participation and helps push ideas toward viable product concepts.

Simple, quick sketches begin to show the strength of a concept among all of the ideas that are stuck to the wall.

At the end of the session, the sketches give a client a sense of relief and accomplishment. They illustrate a remarkable collaborative effort.

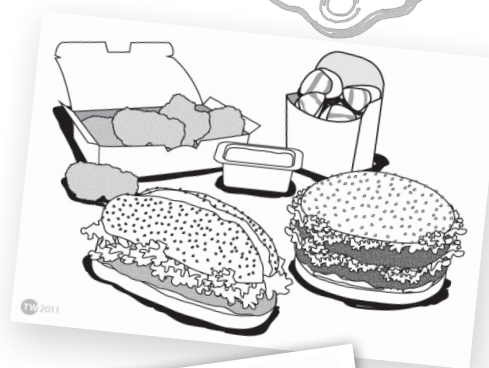
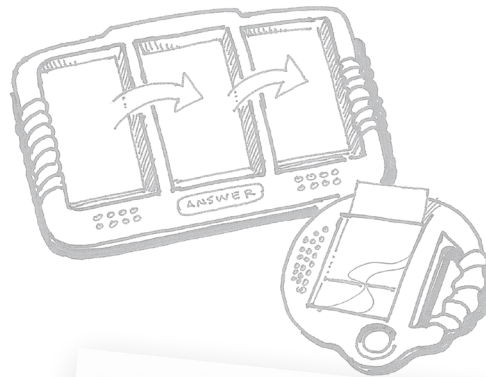
After the session, selected sketches can be enhanced with color and detail. This puts a concept into a more realistic format—how it might appear to the consumer.

An added session benefit.

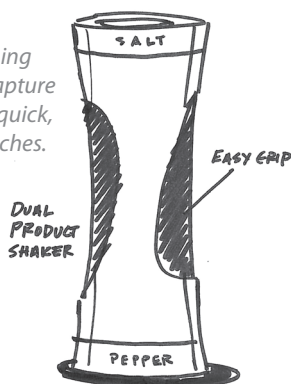
Beyond my illustration skills, my advertising experience gives me a unique perspective to contribute and build on the ideas while illustrating the concepts.

Add a new dimension to your next session.

Contact Tom Walsh, today.



During a brainstorming session, I capture ideas with quick, simple sketches.



After the session, adding color and detail shows the concept as it might appear to the consumer.



Brand Experience

I have worked through advertising agencies, new product companies and manufacturers for brands like:

Gerber Baby Food
Tyson Foods
Hostess
Dean Foods
H. J. Heinz Company
Nestlé
Purina
Miller Brewing Co
Continental Baking Co
Frito Lay
Campbell Soup Co
Hunt-Wesson
Amurrol/Wrigley
LifeSavers
Bob Evans
Jimmy Dean
Kraft Foods
Cadbury
Flowers Foods
Avery
Midwest Airlines

Additional Samples

See creative samples @ www.bleucheese productions.com

Read colleague comments on my LinkedIn page at: <http://www.linkedin.com/pub/tom-walsh/7/6a9/992>