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Portfolio + Capabilities Deck

Graphic Design for the Film Industry

Ross Alexander Whelan

Graphic Designer

create@rossalexanderwhelan.com

rossalexanderwhelan.com



Hello!

Graphic Design is an incredibly important part of the film making process. All the best production houses use it to elevate their story, whether it's creating a narrative driven main-title design, pre and post-production visual assets, key-art and marketing materials, or the developmental stages of getting a project off the ground; implementing a designer into your team will bring a cohesive branded feel to the entire project.

This deck will give you an insight as to how I apply the craft of Graphic Design to the film industry and why it's a crucial part of both the developmental and post-production stages of a project. I have included case studies that will showcase my most recent breadth of work including how I played an integral role in helping raise the standard of a now famous production house while giving you various film titles, posters, and pitch decks to look at it so you can get an eye of how I use graphic design to truly elevate a film project to a whole new level.

If by the end you've decided that your project needs my help then give me a call or email me so we can meet to discuss how I can be involved.

My sincere best wishes,

A handwritten signature in black ink, appearing to read 'Ross Alexander Whelan'.

Ross Alexander Whelan
Creative Director 250 896 9731
create@rossalexanderwhelan.com

Table of Contents



About

EXECUTIVE PRODUCED BY
IGGY POP & JOHN VARVATOS

PUNK

A REVOLUTION IN 4 PARTS



MGM PRESENTS EPIX ORIGINAL A DERIK MURRAY PRODUCTION "PUNK"
FEATURING IGGY POP HENRY ROLLINS MARKY RAMONE DEBBIE HARRY JOHN LYDON JOAN JETT BILLIE JOE ARMSTRONG DUFF McKAGAN
WRITTEN BY JESSE JAMES MILLER ERIC MACDONALD JOHN BARBISAN SUSANNE TABATA MUSIC BY BRENT BELKE EDITED BY GREG NG GRAHAM KEW DIRECTOR OF PHOTOGRAPHY SHAUN LAWLESS
SUPERVISING PRODUCER JOHN BARBISAN CREATIVE PRODUCER ERIC MACDONALD CONSULTING PRODUCER SUSANNE TABATA EXECUTIVE PRODUCERS PAUL GERTZ KENT WINGERAK DERIK MURRAY MICHAEL GRECCO BRIAN GERSH
EXECUTIVE PRODUCERS IGGY POP JOHN VARVATOS PRODUCED BY DERIK MURRAY DIRECTED BY JESSE JAMES MILLER

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NETWORK Fremantle

CAPABILITIES DECK

What do I do?

With love, I run a solo premium creative design studio with a focus in elevating visual communication standards for the film industry community and beyond.

I specialize in visual and emotional communication, the principles of which tap directly into how we respond to sensory stimuli, and how those stimuli compel our judgments and opinions to form around our physical actions as human beings.

I aim to inspire people with graphic design so that they watch meaningful movies and documentaries instead of stories that degrade our minds. When you walk into a movie theatre what's the first thing that greets you besides the glorious smell of buttered popcorn? Movie Posters. A graphic designer created it but their responsibilities didn't stop there. If the various production houses involved in the creation of the motion picture were smart, they had them continue creating titles, motion graphics, and captivating credit lists for the whole movie. This ties the whole package together which leaves an everlasting impression on anyone who experiences it.

R

"HE WAS NOT AFRAID. HE WAS UNAFRAID. HE BELIEVED IN THE POWER OF BEARING WITNESS TO THE TRUTH."

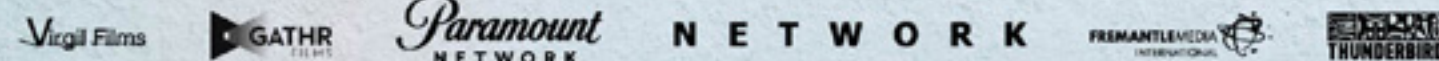
CONGRESSMAN JOHN LEWIS



I AM MLK Jr.

NETWORK ENTERTAINMENT AND PARAMOUNT NETWORK PRESENT A DERIK MURRAY PRODUCTION "I AM MLK JR."
STARRING REP. JOHN LEWIS, REV. AL SHARPTON, VAN JONES, CARMELD ANTHONY, NICK CANNON, REV. JESSE JACKSON, MALCOLM JENKINS, MINNIJEAN BROWN-TRICKEY,
DR. CLAYBORNE CARSON, RABBI ISRAEL DRESNER, RUTHA HARRIS, DR. CLARENCE JONES, JANICE KELSEY, MAMIE KING-CHALMERS, JEFFREY SHAWN KING, DR. BERNARD LAFAYETTE,
REV. JAMES LAWSON, DIANE NASH, STEVE SCHAPIRO, NOLAN SHIVERS, TAVIS SMILEY, AMB. ANDREW YOUNG
WRITTEN BY JOHN BARBISAN, PRODUCED BY DARYL BENNETT, EDITED BY EDDIE OCHMANEK AND JIM MACKIE, EXECUTIVE PRODUCERS ERIC MACDONALD, SUPERVISOR JOHN BARBISAN, DIRECTOR OF PHOTOGRAPHY SHAUN LAWLESS
EXECUTIVE PRODUCERS STEVE KOTLOWITZ, GREG ZESCHUK, PETER SCARTH, ROBERT PIROOZ, TIM GAMBLE, EXECUTIVE PRODUCERS KEVIN KAY, JON SLUSSER, JAIMEE KOSANKE, PRODUCED BY DR. CLAYBORNE CARSON
DIRECTOR OF PHOTOGRAPHY PAUL GERTZ, EXECUTIVE PRODUCERS KENT WINGERAK, DERIK MURRAY, PRODUCED BY DERIK MURRAY, EXECUTIVE PRODUCERS MICHAEL HAMILTON AND JOHN BARBISAN

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Where have I been?

For over sixteen years I've endeavoured to master the craft of Design after starting out at The Herald & Times newspaper back in Glasgow, Scotland shortly after winning a Branding & Packaging award from the U.K. Chartered Society Of Designers.

Over the course of the last two decades my creative journey has weaved, danced, and swayed in and around creative design agencies on the west coast of Canada eventually settling into an in-house design position at the international production company Network Entertainment where I had an integral role in redesigning and elevating their brand to premium status. This attracted and retained the attention of top executives and broadcasters including HBO, National Geographic, Paramount Network, CNN, TSN, The Hockey Hall of Fame, Amazon Prime, and Netflix.

I now fly the banners of my own ship where I hope to share my talents and abilities to the people and the communities I believe in so I can bring added value to our lives as human beings on this wonderful blue marble that we call home.



Partial Client Exposure List

The Paramount Network

CNN

Bell Media

National Geographic

TSN

SXSW Festival

Peacock

Spike TV

Fremantle

Sky Documentaries

Epix

Thunderbird

SNL

The Hockey Hall
of Fame

Network Entertainment

Netflix

Amazon Prime

Game 7 Media

Apple TV

Sky

Hopz Productions

Capabilities & Process

My Capabilities

Strategic Design Thinking is a technique that essentially establishes scientific rules to creative problem solving and how best to visually communicate the simplified solution once it's been solved. This forms the foundational framework that I use for every project which allows me to easily adapt to the demands of various industries across the market. Below is a full overview of my capabilities.

Naturally, this creative science comes with a multi-disciplinary nature where I can apply this approach to all forms of design and visual communication across both digital and print mediums. It has taught me a valuable lesson in recognising that the hardest thing to do is to make something simple and that the simplest solution is the most beautiful.

Strategy

- Discovery & Research
- User Experience
- Brand Strategy & Architecture
- Positioning
- Content Strategy
- Marketing Campaigns

Branding

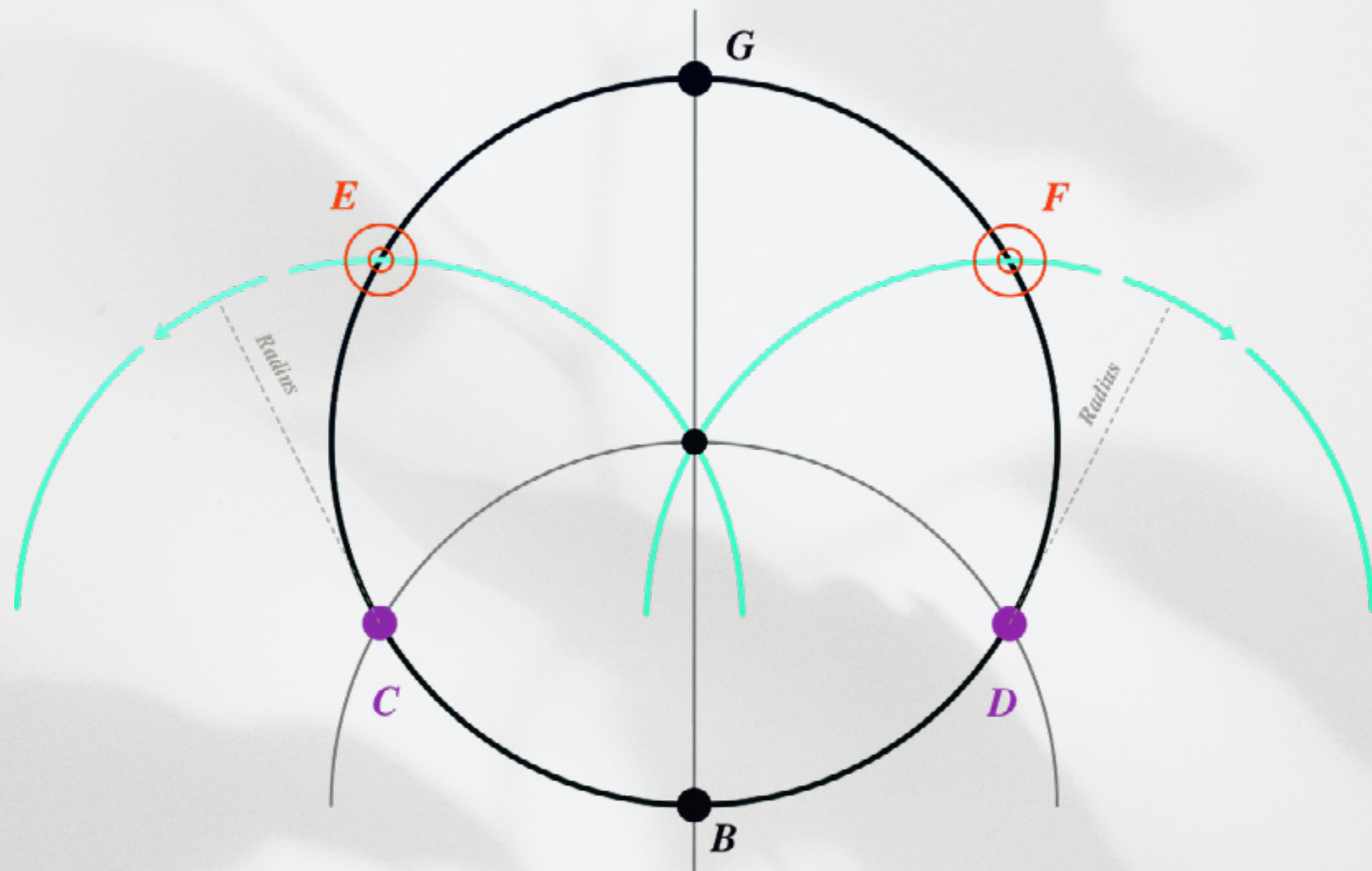
- Brand Development & Rebranding
- Logo & ID Systems
- Brand Style Guides
- Messaging
- Collateral, Print & Packaging
- Iconography

Digital Development

- Website Design
- UX/UI
- Information Architecture
- Wireframing
- Prototypes

Film Graphic Design

- Pitch Deck Design
- Compositing
- Key-art
- Main Title Design
- Photography
- Copywriting
- Storyboarding
- Illustration
- Motion Graphics
- Pre + Post Production & VFX



The Film Designer's Process

Think of a movie or a documentary as a single stand-alone brand. Its main title is the Logo, and all the other visual elements that come with it stand to reinforce the narrative of what you're trying to share.

On-screen motion-graphics, documentary lower-thirds, main titles and graphically orientated credit lists, posters, blu-ray and digital stream packages ... all of them lay within the responsibilities of a Film Graphic Designer. We design and build a branded package for your film that co-exists with your story on-screen and, most importantly, off-screen.

If it's all designed as a branded package then your communication will be consistent and the message will stand out and be remembered by the people who experience it. If it's not, then you'll end up looking like most of the junk you see on Amazon and Netflix. I'm here to make sure that doesn't happen.

Case Studies

Film Title Design

Poster *(Key-art)*

Pitch Decks

Graphic Designers are an integral part of the creative process within the film industry. Most of the low-tier production houses are missing one and this is a huge mistake. It's our job to visually brand the narrative of the project right down to the creation of the main title and key-art poster.

It's the graphic designers job to visually communicate the story with other means beyond what's filmed on camera. Using typography, motion-graphics, or even compositing multiple photographs to help support copy written for a pitch deck, it's our job to inspire people to want to watch your film. In short we bring creative visual consistency to the overall project. This helps elevate the material you want to share or sell to broadcast executives. It stands out more. Becomes more memorable. And brings a level of creative agency professionalism to all touch points of communication.



fashion ROCKS

dressed
for *revolution*

executive
produced by
john varvatos



**fashion
ROCKS** dressed for
revolution

A tattoo-covered hand grabs a baby pink leather jacket off a hanger. Pulling back, we reveal a massive closet filled to the brim with hundreds of pieces of clothing. From the pink jacket, we shift to the gold-embroidered gown of the figure holding it — celebrated superstar Post Malone.

Scanning racks upon racks of Post's jackets, t-shirts, suits, and sweaters, it's a feast for the eyes, full of crazy colors, patterns, and fabrics. The names of legendary designers and brands are stitched into the labels. Post points to another leather jacket in his closet, this one a jet-black biker style. He picks it up, slips it on, and thrusts his fist high in the air.

Smash to quick-cutting images of Post Malone and Elvis rocking out in black leather, John Varvatos and Vin Diesel Westwood showcasing vintage leather jacket designs in their studios, and Joan Jett and Beyoncé, decked out in leather, driving crowds wild with their defiant performances. Legendary icons of music and fashion, spread across decades, but tied together by incredible leather jackets ...

“there's rock in hip hop, there's rock in pop, there's rock in soul, there's rock in country. When you see people dress, and their style has an edge to it, that rebellious edge in every genre, that's rock.**”**

FASHION ROCKS is a multi-part, multi-season series exploring the intersection of two of pop culture's most electrifying forces: fashion and music. Whether touring Post Malone's wardrobe and discovering how Elvis influenced his style, joining Stella McCartney inside her studio to see her Beatles inspired collection worn by Billie Eilish, or hearing Lil Nas X record new music and profess his love for Versace cowboy hats and Dolly Parton, this series will not only celebrate the biggest names in music and fashion, but will reveal how our favorite looks and trends have evolved over the years and sparked global revolutions in style.

On this whirlwind tour of a series, we will go inside the closets and homes of the most influential musicians, visit the showrooms and studios of revered fashion designers, and meet top trendsetters who are constantly pushing the boundaries of what it means to be cool. We will experience, first hand, the stores, runways, music videos, photography studios, city streets, and beyond, where fashion and music collide and have defined the looks of past, present, and future generations, all around the world.

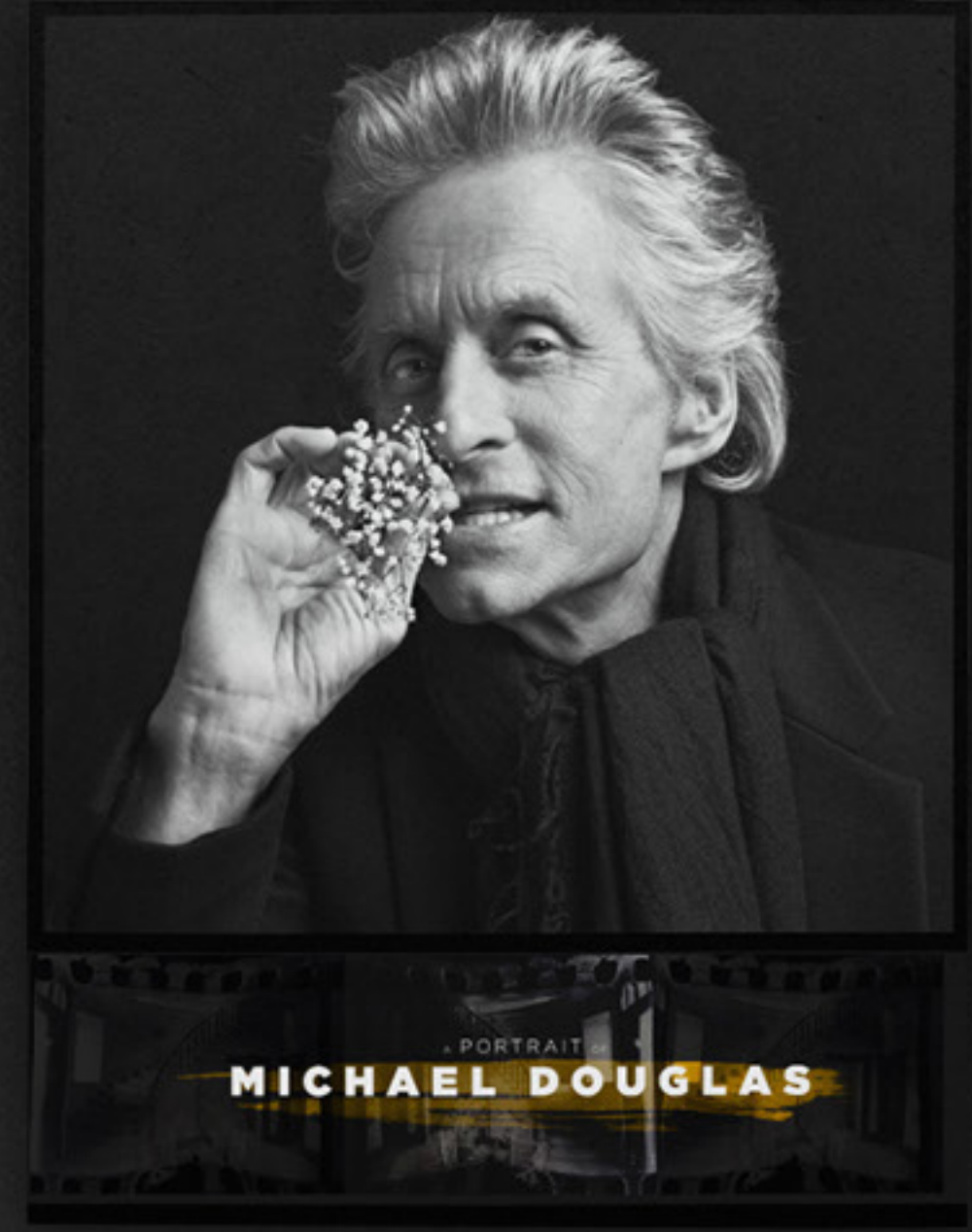
f*%k
your
rules





A PORTRAIT OF

PITCH DECKS + TITLE + KEY-ART DESIGN



A PORTRAIT OF

"A photographic session is a joint, interpersonal exchange, a kind of creative encounter session at a high level of intensity. For me, photography is more a process of creating an experience than one of looking for pictures."

Individually, contemporary, creatively revealing and visually resonant, A PORTRAIT OF captures the authenticity of interaction and the spontaneity of reaction experienced amongst the lives of most striking living legends in American pop culture. A collaboration between the icon in front of the camera and the visionary behind it, the feature-length documentary is at the height of creative expression — a celebration of the wonder of cinema and photography by utilizing one art form to document another.

Photographer, artist and 20th-century renaissance man, Norman Swift, lends each film a fascinating and intriguing first-person perspective, inspired by the emotional depth and vitality of exchanges with artists during his photo-sessions. A PORTRAIT OF captures the passion, essence and multifaceted spirit of our icons and takes viewers beyond their public persona and inside their personal lives with an incomparable breadth of scope. The range of genuine emotion he evokes is is irreplaceable — strength, humor, thoughtfulness, melancholy — among its many forms.

Featuring the grandest of globally identifiable stars, revealed in their most authentic moment, each film contextualizes their influential and enduring role in cultural history and who they really are and the road that led them to their iconic status. (HELP HERE)

From the producers of award-winning films on SEXES, SEXES, SEXES...

NORMAN SWIFT

America on Fire

America
on Fire

Ame
Fire

Am
Fire

Ar



Interview
Angela
Davis



Interview
Patrisse
Cullors



Ambassador Andrew Young explains how the city of Atlanta took a different approach in 1968 and avoided violence by grieving with the devastated Black community rather than confronting them with force. Atlanta rapper and activist Killer Mike explains how the legacy of Dr. King lives on in a thriving Atlanta.

Academic and activist Angela Davis, Dr. Cornel West and Patrisse Cullors of Black Lives Matter wrap up the series with scathing analyses of how the underlying conditions of the Holy Week Uprising have not significantly changed and how America remains on fire. President Barack Obama, Rev. Jesse Jackson and Ambassador Andrew Young get a last, hopeful word citing the good, ongoing work against poverty and racial inequity and the challenges the movement continues to face.

By James Berlin Oates



Interview
Dr. Cornel
West



Interview
Killer
Mike



In the spring of 1968, in the violent aftermath of one of the most traumatic events in the history of the United States — the assassination of Martin Luther King Jr.

America
was on Fire.
Literally.

LOW + LOUD!

Turning up the *volume* on **LGBTQ+** Music

Title + Key-art Design

This is what people see first before anything else about your film. The goal is to inspire people to watch it while teasing them with plot points that don't give the game away.

The movie on the right is a personal project that's currently being written. I created the poster so that when the time came to present we'd have something inspirational to show broadcast execs.

Look at the poster on the right. *Feel it.* Can you feel that sense of intrigue wash over your mind? All of a sudden you're dying to find out more. This is what a graphic designer can bring to the table for your film. All of the typographic elements play a role in visualising the core plot points of the story, and when you couple that with photography and other graphic imagery, you end up with a poster that not only sells your movie, but stands as a collectible piece of art too.

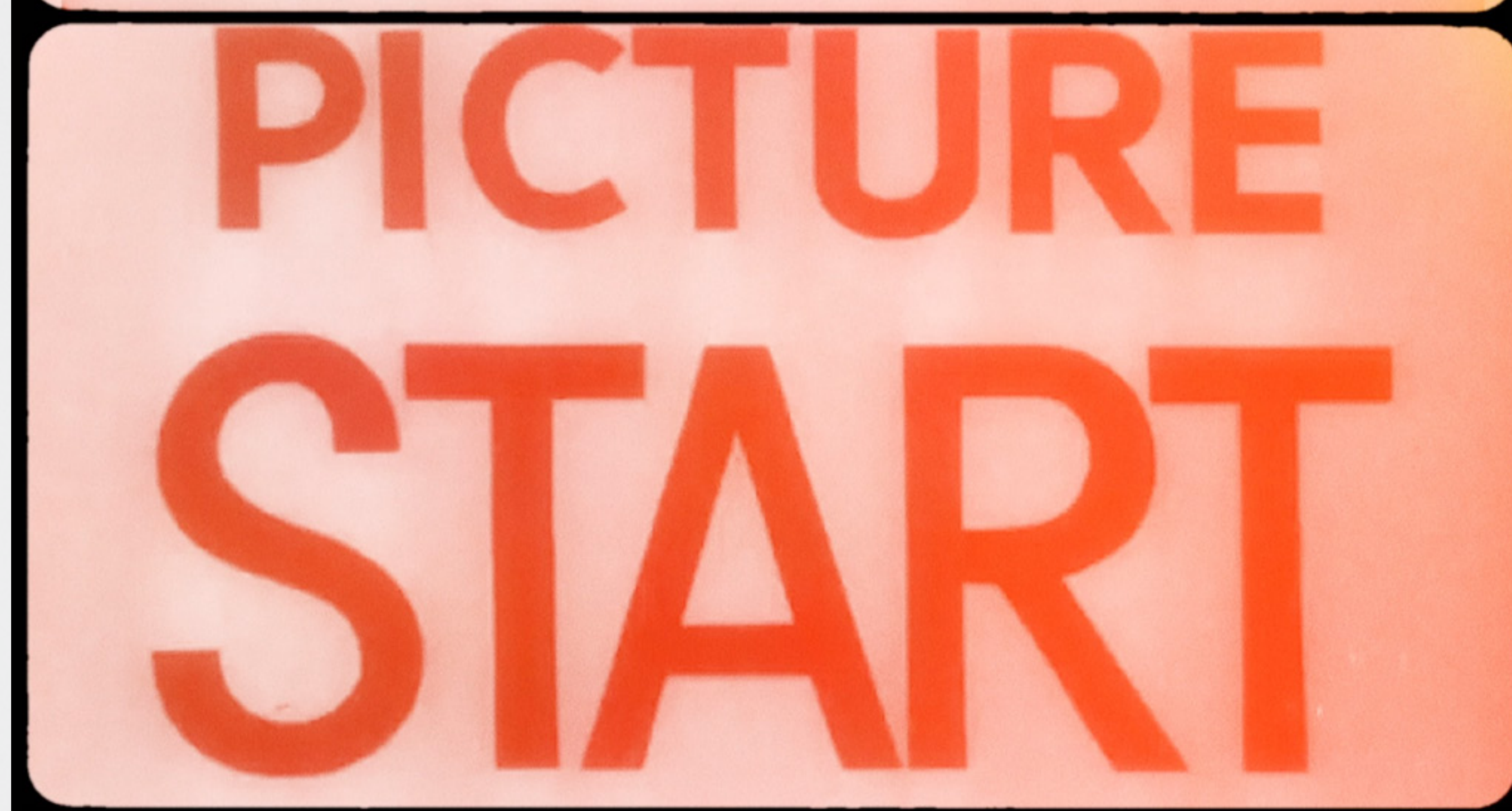


Network Entertainment

As the in-house graphic designer for five years I was tasked to establish a cohesive brand re-design across all touch points of communication that would elevate their visual brand identity to stand toe-to-toe with the top national and international production companies in the world.

Beyond my regular responsibilities of creating pitch decks, poster Key-art, blu-rays, websites, digital assets, and on-screen motion graphics I also elevated their existing brand identity which grew into a complete solo redesign of the company's website while helping creatively direct their animated logo reveal. Taking what made them unique on screen, I weaved common principles into my custom creation of the newly branded website which elevated their global positioning to premium status.

And by establishing visual graphic design standards into their pitch deck presentations, I was able to completely re-think how they approached the problem of selling an idea to broadcast executives. The goal was to design richer and more memorable experiences for the people we were pitching ideas to. The result was a richer visual experience that treated each feature documentary pitch as a unique brand identity which drew stellar feedback from broadcast executives as well as A-List stars such as Iggy Pop, famous fashion designer John Varvatos, and world renowned photographer Norman Seef.



Services

- Brand Design + Strategy
- Creative Direction
- Brand Positioning
- Pitch Deck Design
- Marketing Campaigns
- Logo + Title Designs
- Key-Art Posters
- Blu-ray and DVD Artwork
- Social Media Graphics
- Web Design / UI / UX
- Copywriting
- Motion Graphics
- Photography

Impact

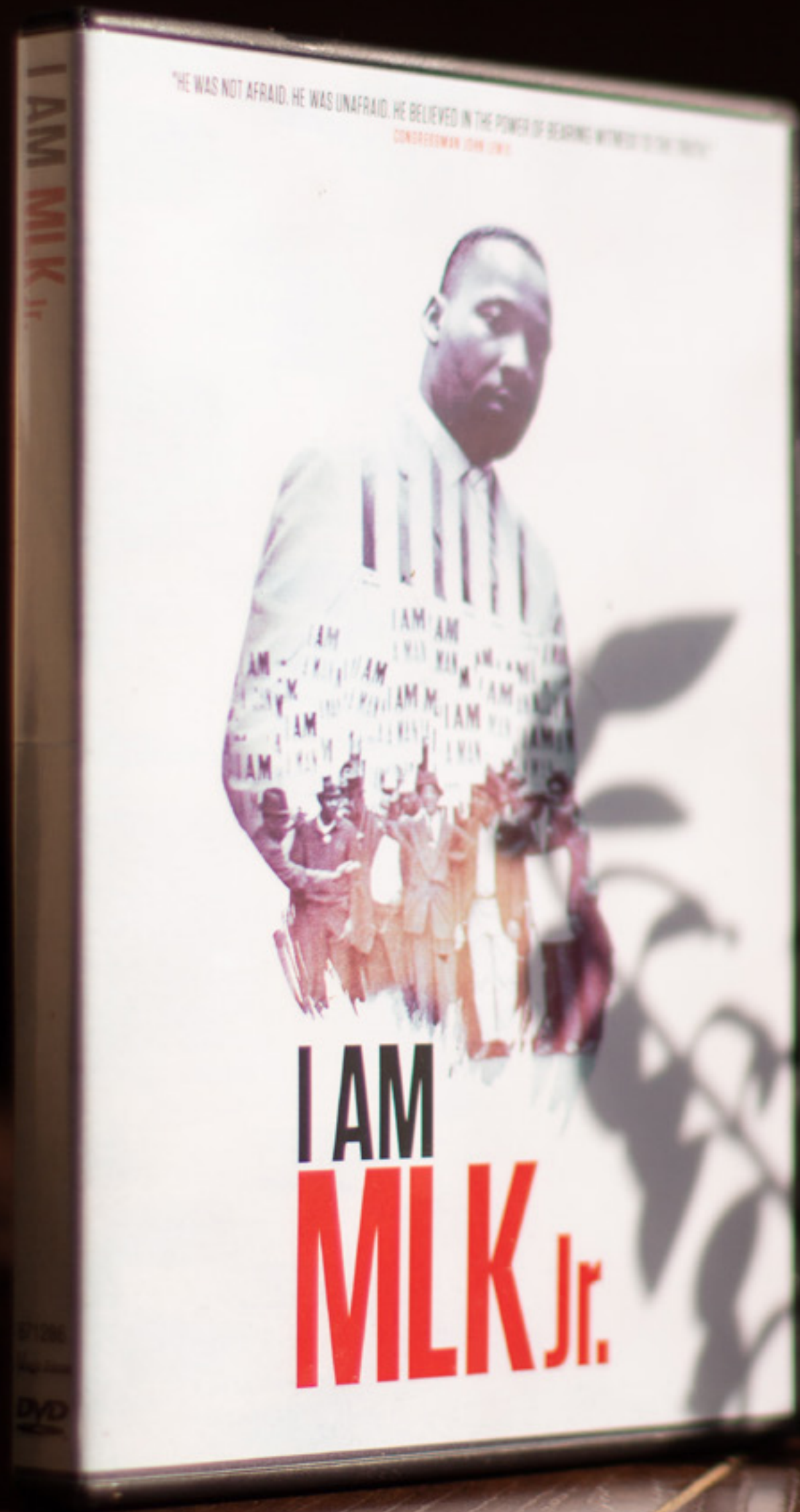
Established a stand-out reputation for the company's pitch presentations. This dramatically increased top broadcast exec loyalty to the company.

Enjoyed consistent rave peer reviews that elevated the company's status within the industry to match how they were perceived on screen.

Google Analytics compared the company's re-designed website 90% better at retaining visitors within the category of Movies & TV worldwide with an average session duration of 8 mins.

[View website](#)

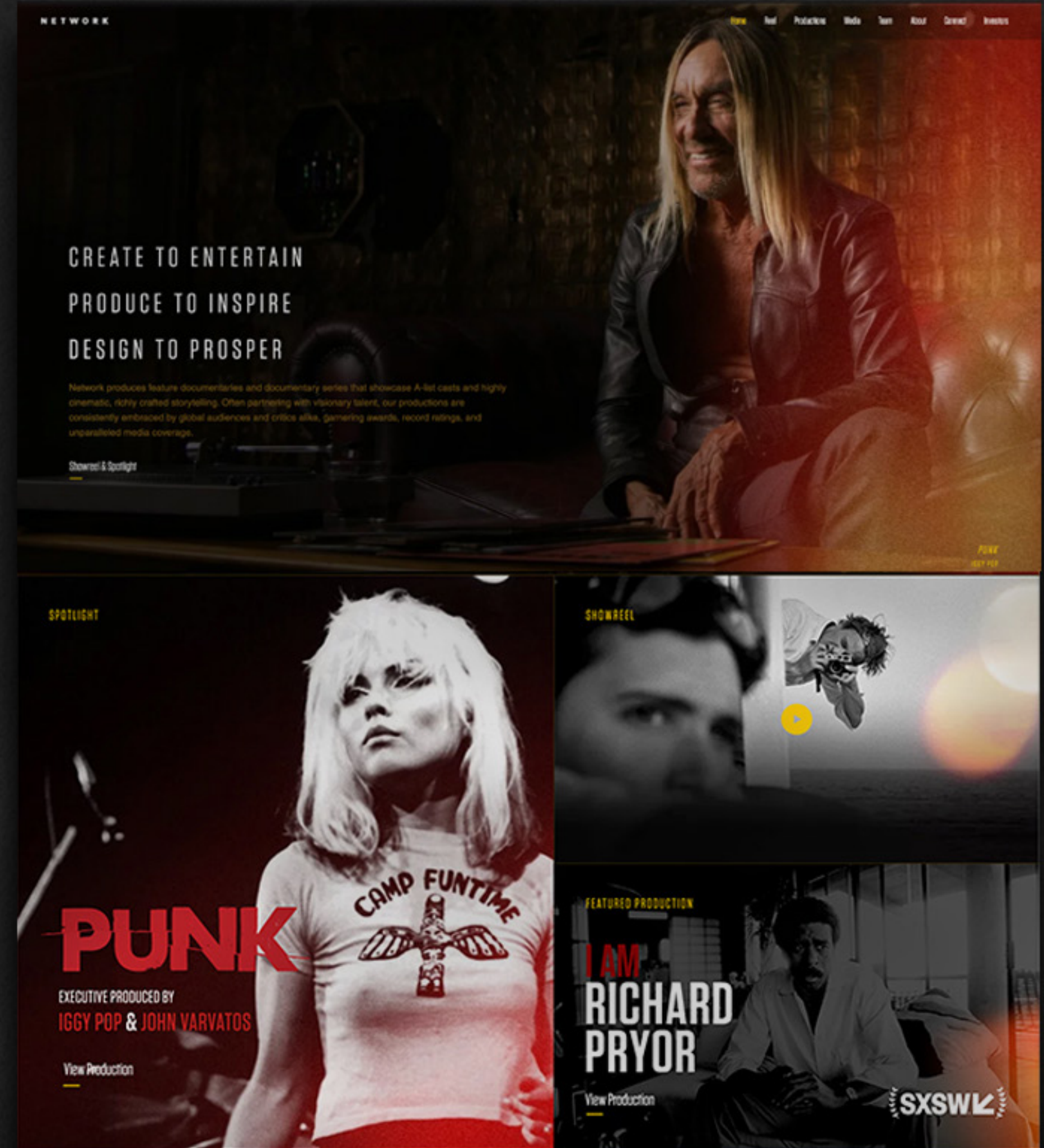
CASE STUDIES



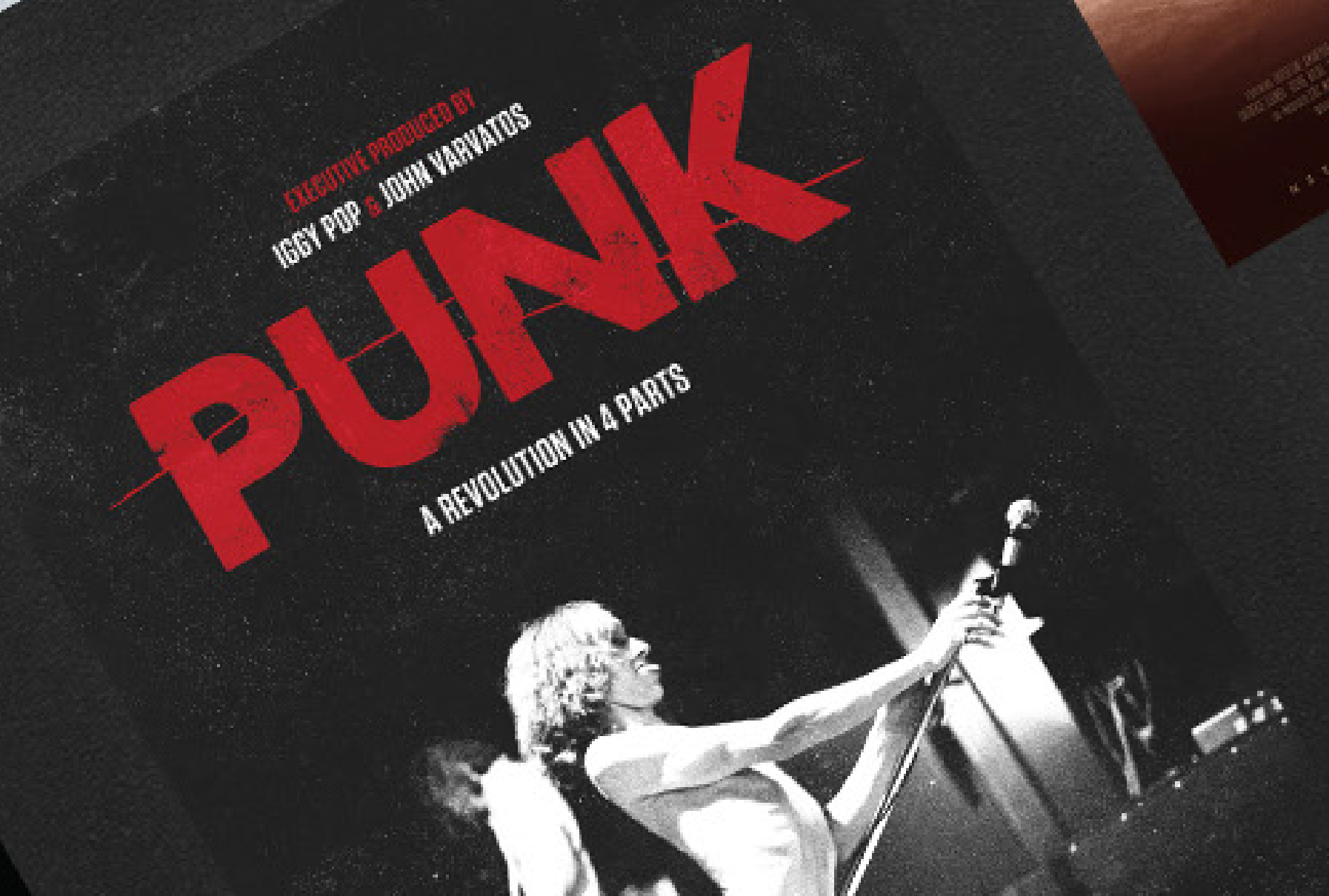
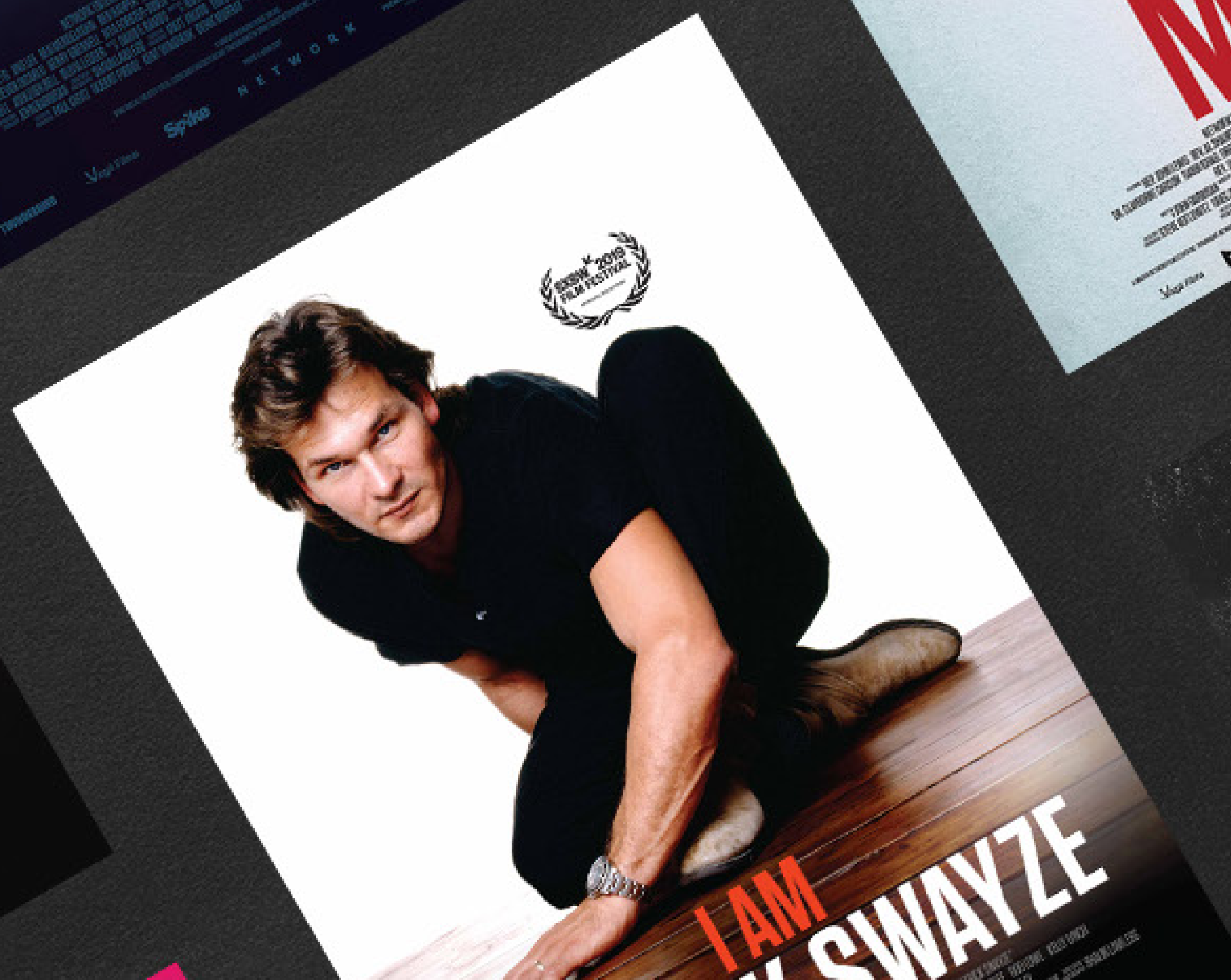
NETWORK

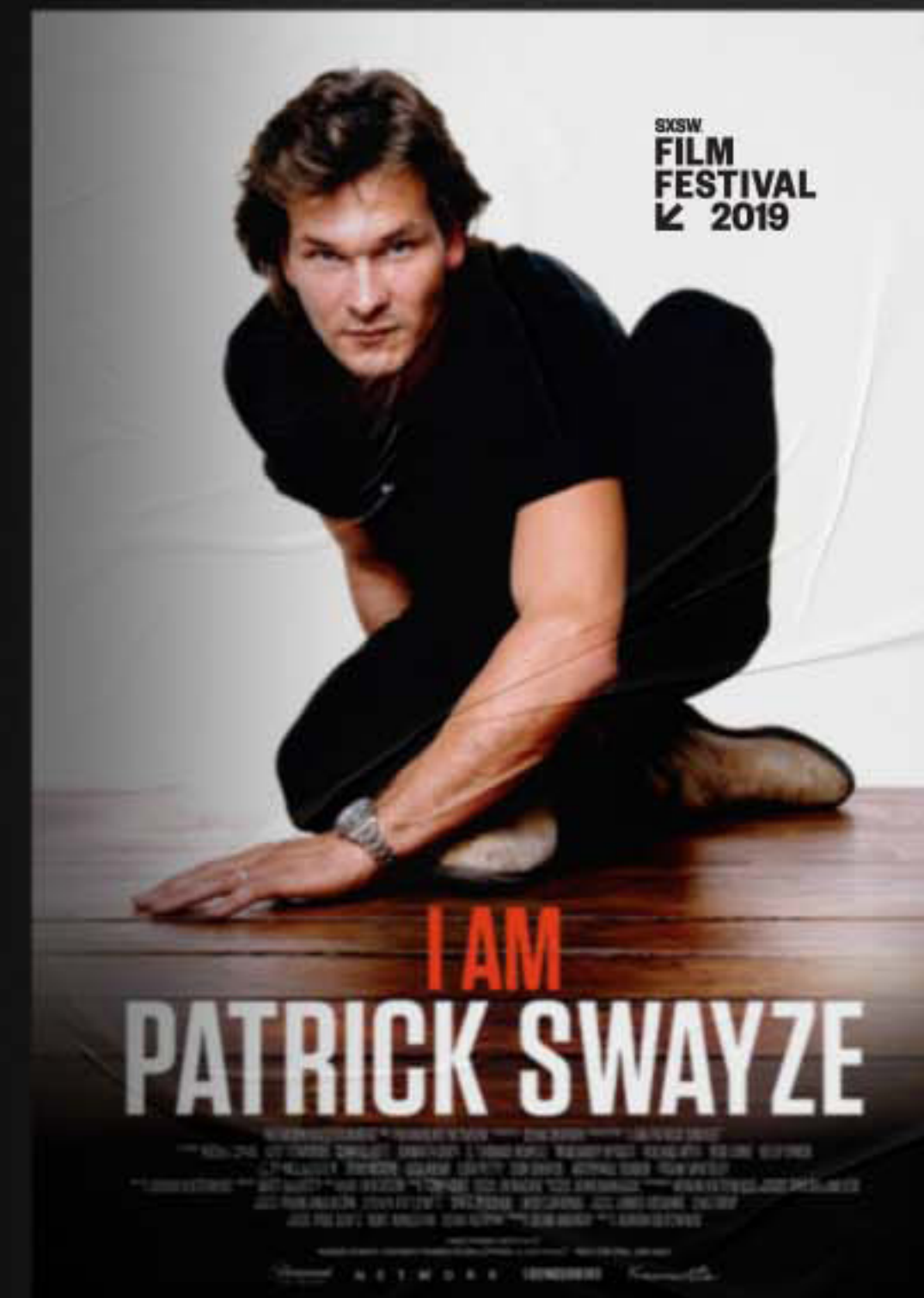
Paramount
NETWORK

Crave



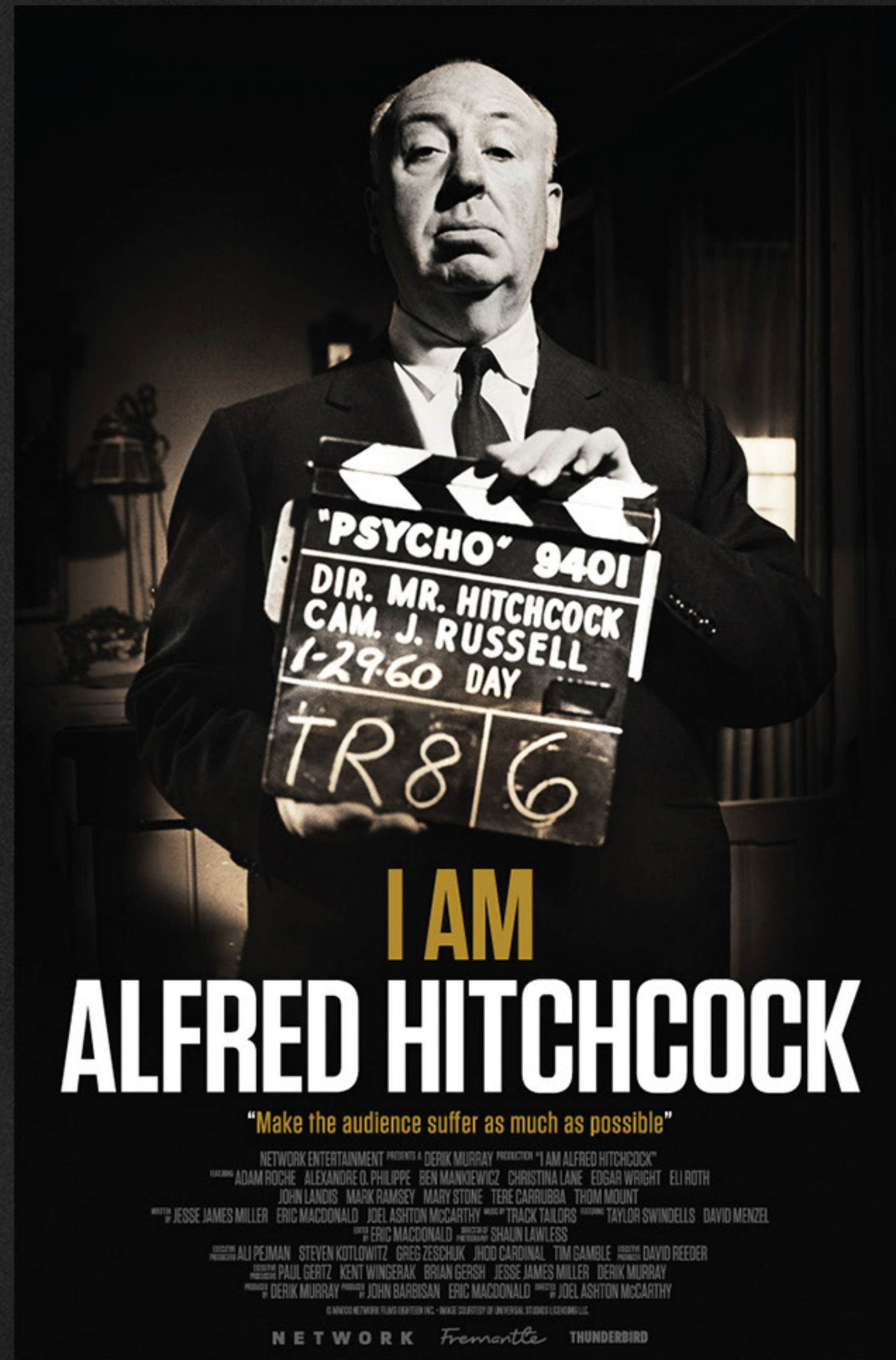
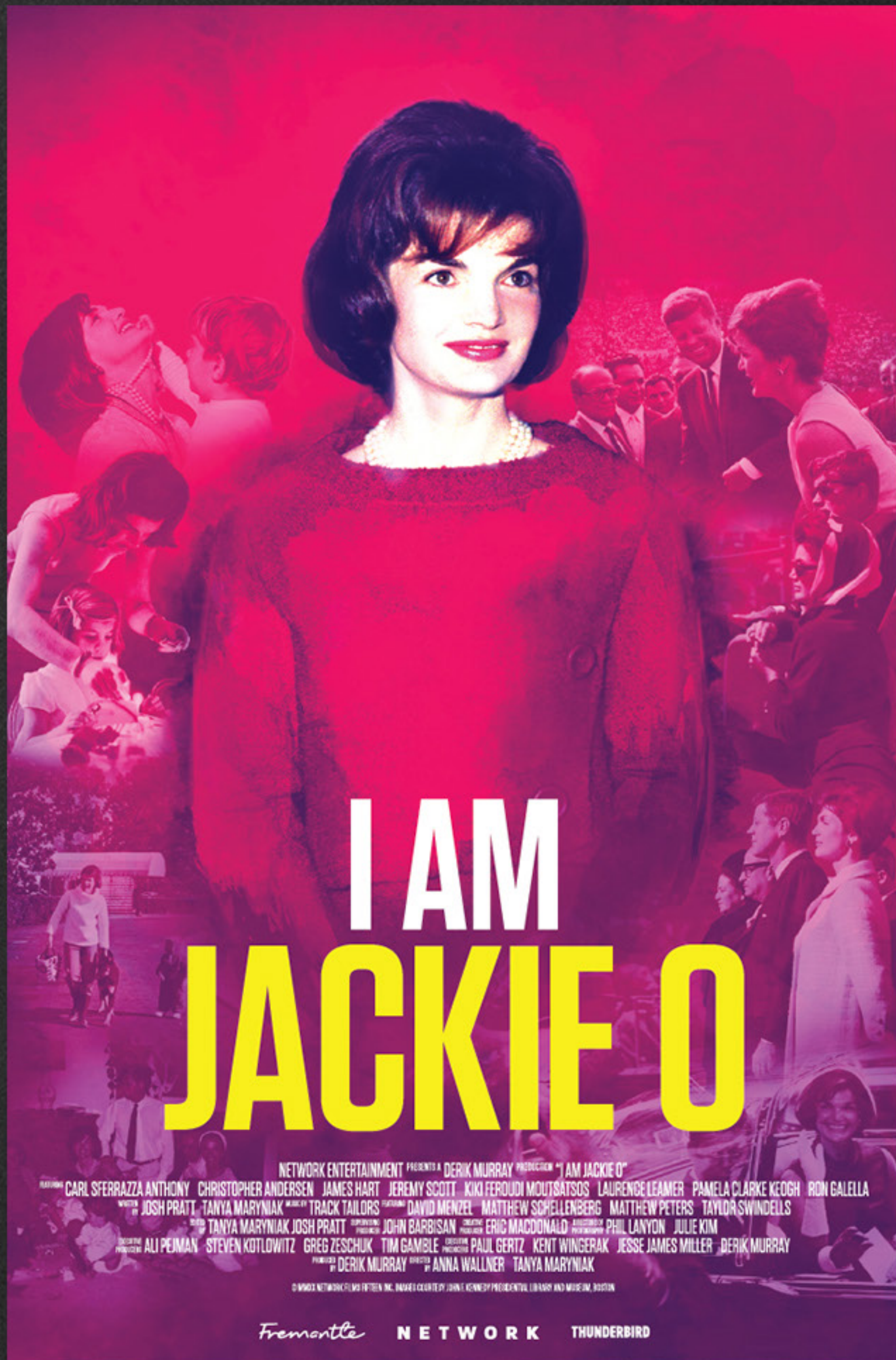






peacock SNL

Spike Paramount NETWORK



FACING



ESCOBAR
WAS A
HUNDRED
TIMES WORSE
THAN I
THOUGHT.
HE WAS
A MANIAC

Joe Toft

DEA SPECIAL AGENT IN CHARGE, COLOMBIA

HE LOOKED AT ME
IN THAT WAY THAT
ARNOLD CAN LOOK
AT YOU AND HE
SAID, 'YOU'RE THAT
GHOSTBUSTER GUY
' AND I SAID,

FACING



FACING

A LIMITED TELEVISION SERIES



NATIONAL
GEOGRAPHIC
CHANNEL

R

VAPPS Non-Profit

For an organization I believed in I went above and beyond to re-brand Victoria Arts Promotion and Preservation society's flagship platforms, and in the process, completely rethought their online strategy and information architecture for their sites.

Final deliverables included an entire redesign of their website complete with an overarching communications strategy to engage the community into finding out more about Artists in our local town. The re-designed Brand Identity combined both Arts Victoria and Live Victoria into one consistent identity that extended itself onto social media campaign ads to help promote local businesses and event centres around town. The platform acts as a living digital archive for Victoria B.C. so the focus was creating a locally driven social media platform where people could create their own profiles and upload their own content.

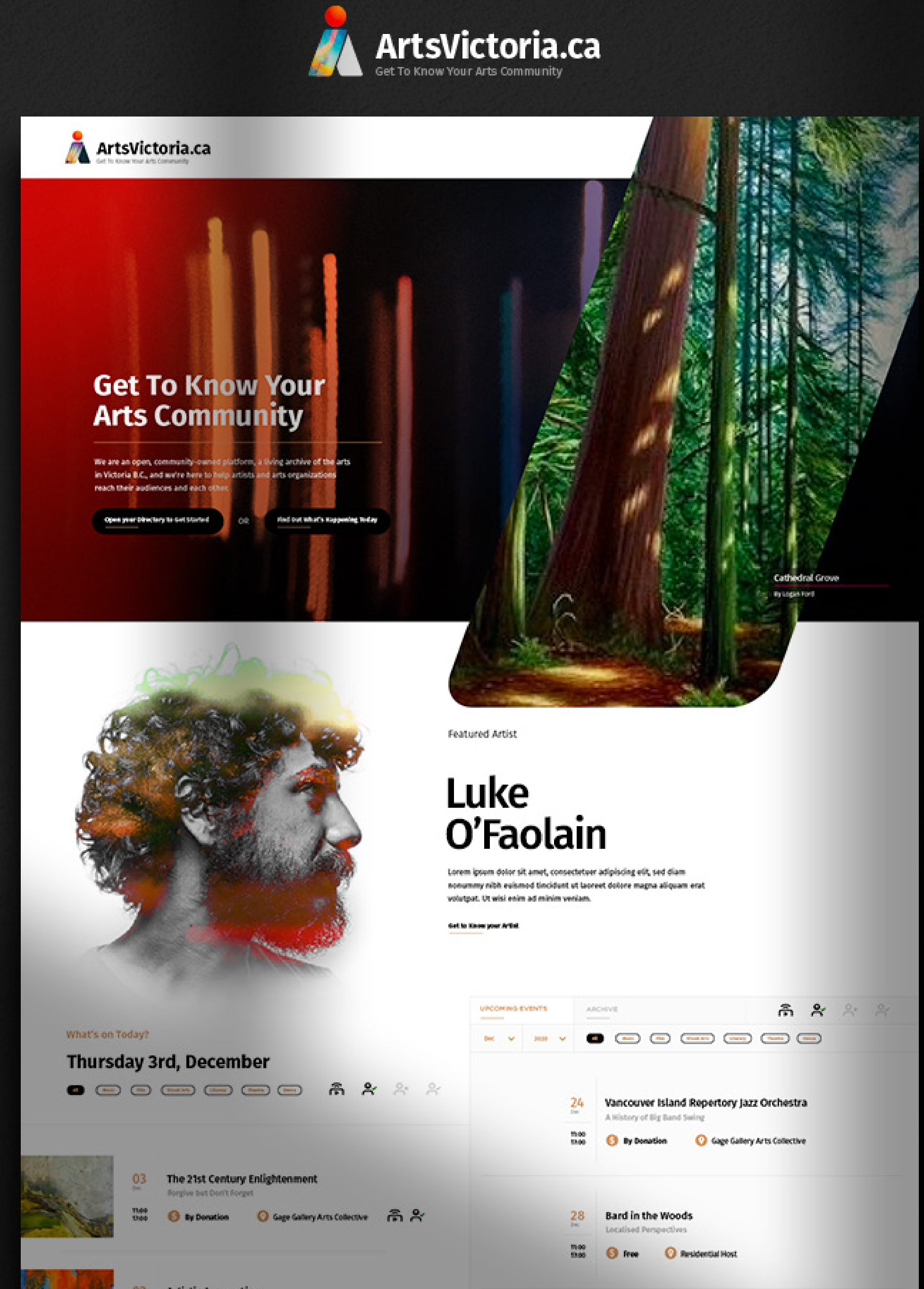
Services

- Brand Strategy & Architecture
- Brand Identity & Logo Design
- Web Design UI/UX
- Motion Graphics & Marketing Campaigns
- Copywriting

Impact

- Now the Creative Director of VAPPS
- Increased customer loyalty
- Dramatically increased customer retention
- Rave reviews from the local community
- 100% customers prefer new brand identity

[View Website](#)





The two platforms rely on the community for it to thrive and vice-versa. The circle stands to symbolise the togetherness of the whole community with both ArtsVictoria and LiveVictoria revolving around it.

Together they act as information directories for our community, and so the well established symbol 'i' is playfully used within the ArtsVic Logo but when flipped upside down the 'i' becomes an exclamation mark to symbolise the emotional experience of concerts and live performances that the LiveVic site focuses on.



ArtsVictoria.ca
Get To Know Your Arts Community

Pickle Productions

Challenged to design a new brand identity for a product that aimed to bring the arts and comedy to the hearts and minds of people who were emotionally restricted within the office environment, I set out to achieve the liberation of their spirits by elevating the emotional and visual appeal of Pickle for their target audience.

Pickle co-creates and co-produces a comedy show with top executives and employees from large organizations in order to rebuild the relationship bonds broken by remote work. One of the overarching problems Pickle faced was the cognitive perception of their initial idea. It was cartoonish and didn't speak the language of the talented people they were targeting.

Their biggest obstacle was fear. Fear of taking a risk to hire Pickle and the off-chance of being embarrassed in front of peers. I solved this problem by elevating the emotional appeal of their visual identity by positioning them as the high-end Emmy Award-winning production crew that they were so that potential customers would feel confident in taking risks with them. A Brand Identity Package was delivered, 'Productions' added to the name, along with creative direction and content creation for their brand strategy, photography, and online digital assets.

Services

- Creative Direction
- Brand Strategy
- Brand Identity & Logo Design
- Website Splash Page Direction
- Social Media Assets
- Copywriting + Photography Sourcing

Impact

“Thanks again for the totally amazing and thoughtful work, Ross! We just love it!”

Mike and Susan McLennan





Positively Pickled!

Pickle
Productions

Single-Page Brand Identity Guideline



Typography



Gotham Rounded - Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÏÖ
 abcdefghijklmnopqrstuvwxyzäïö
 1234567890!@#%&*()

Brownhill Script
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÏÖ
 abcdefghijklmnopqrstuvwxyzäïö
 1234567890!@#%&*()

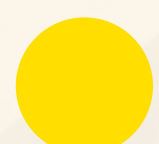
Alternate Logos



Colour

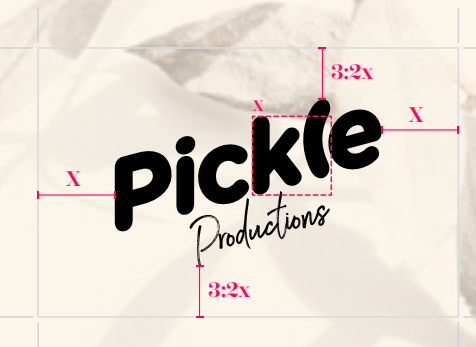


Pantone: P65-8U
 RGB: 255, 0, 98
 Hex: ff0062
 CMYK: 0, 100, 38, 0



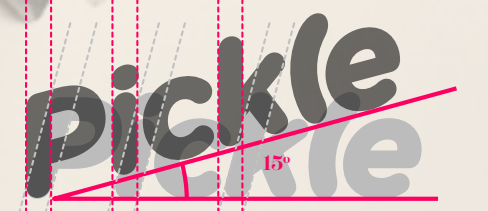
Pantone: P 4-8 U
 RGB: 255, 222, 0
 Hex: ffde00
 CMYK: 1, 9, 100, 0

Logo Safe-Zone



Construction

Pickle



Logo based on *Gotham Rounded Bold Italic*. Extra weight added and kerning tightened in order to raise the visual impact and overall cohesiveness of the wordmark. The final result ties the whole logo together.

Customised "i" designed to literally represent the visual form of a pickle while comfortably positioning it around the natural curve of the following letter 'e'. The ends of the pickle have been refined for added realism.

Logo tilted 15 degrees to bring back vertical stability to the ascenders. This naturally lifts the rest of the wordmark in an upward motion helping to convey the uplifting emotional tone of the product.

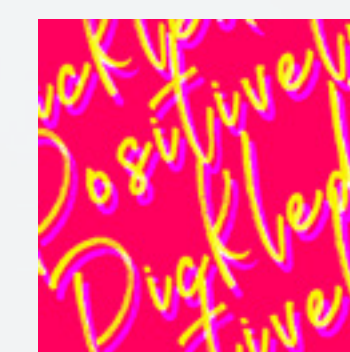
FACEBOOK COVER PAGE



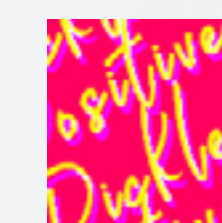
ALTERNATE IMAGE AND COPY



FACEBOOK PROFILE



INSTAGRAM PROFILE





Pickle
Productions

The Harmonic Series & the Geometry of Music

Since the love for the craft of visual art and design has always been the primary driving force behind creating my work, even when I'm not getting paid, I'm creatively solving problems with extraordinary success. For the past four years I've been slowly building the foundations for a new educational tool that reveals the geometric principles that lay hidden within music.

As it turns out we're emotionally designed to respond positively to specifically balanced and compositional proportions that not only touch how we experience audible music but visual design too. Great design is essentially frozen music which uses the same geometrical principles to evoke uplifting positive emotions. Using Strategic Design Thinking I set out to solve the enormous problem of why we **feel attracted** to certain objects, sounds, and smells. It all starts with music.

Services

Love and Passion
Historical Research
Scientific Research
Graphic Design
Composing Music

Impact

This is ongoing work. My aim is to have a branded product for schools so that children can explore music with geometry and art. Prints available to purchase upon request.



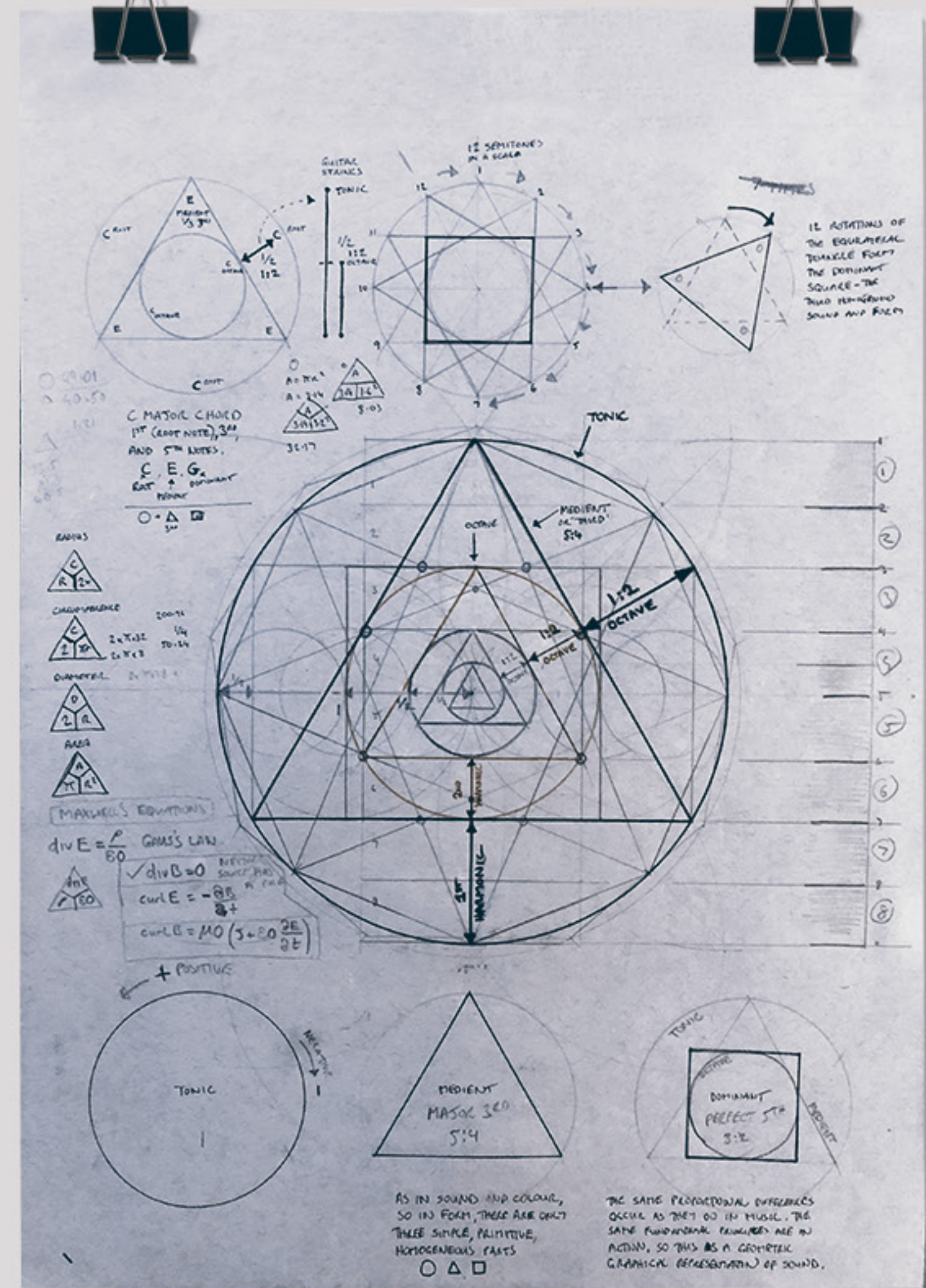
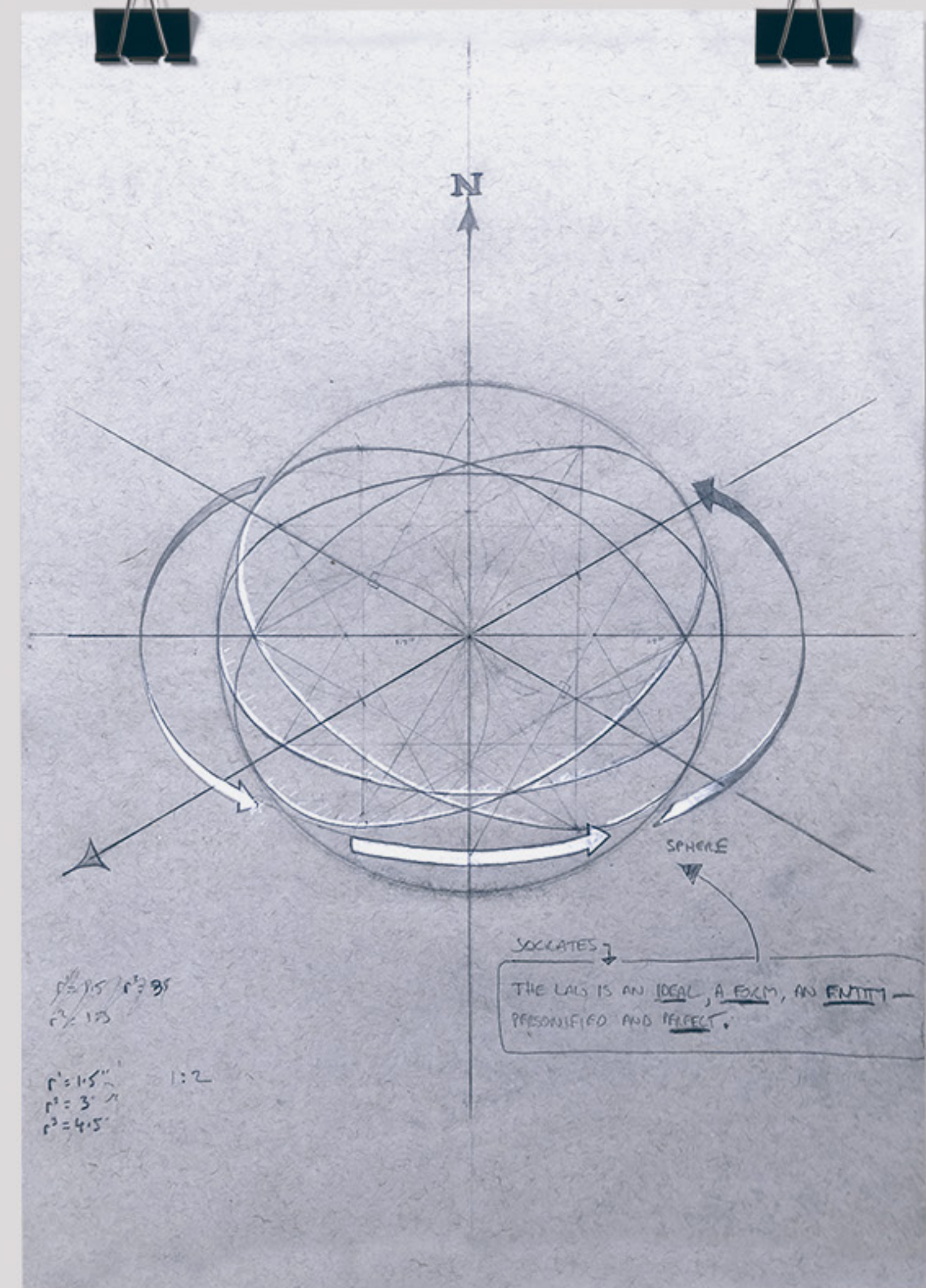
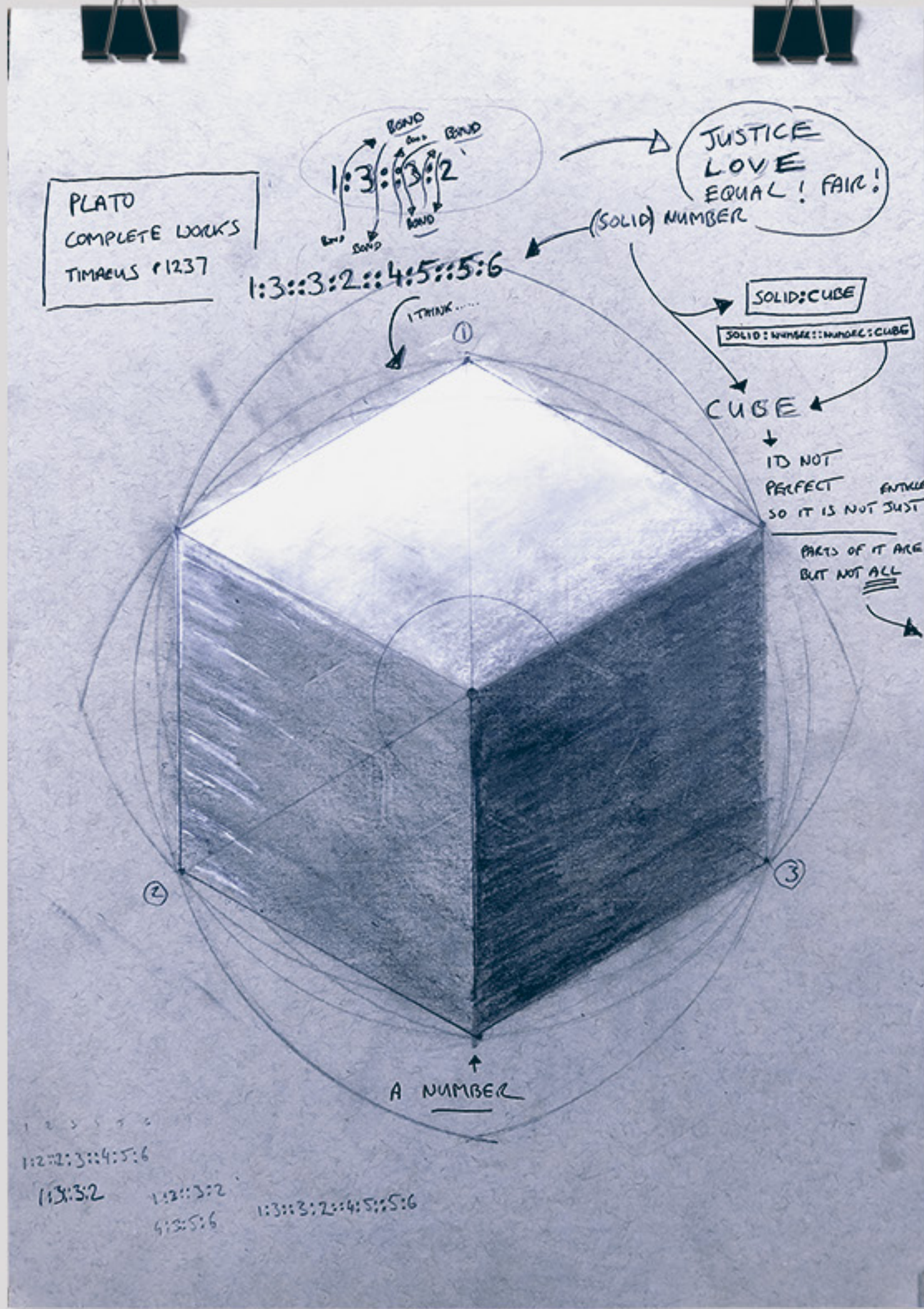
CASE STUDIES



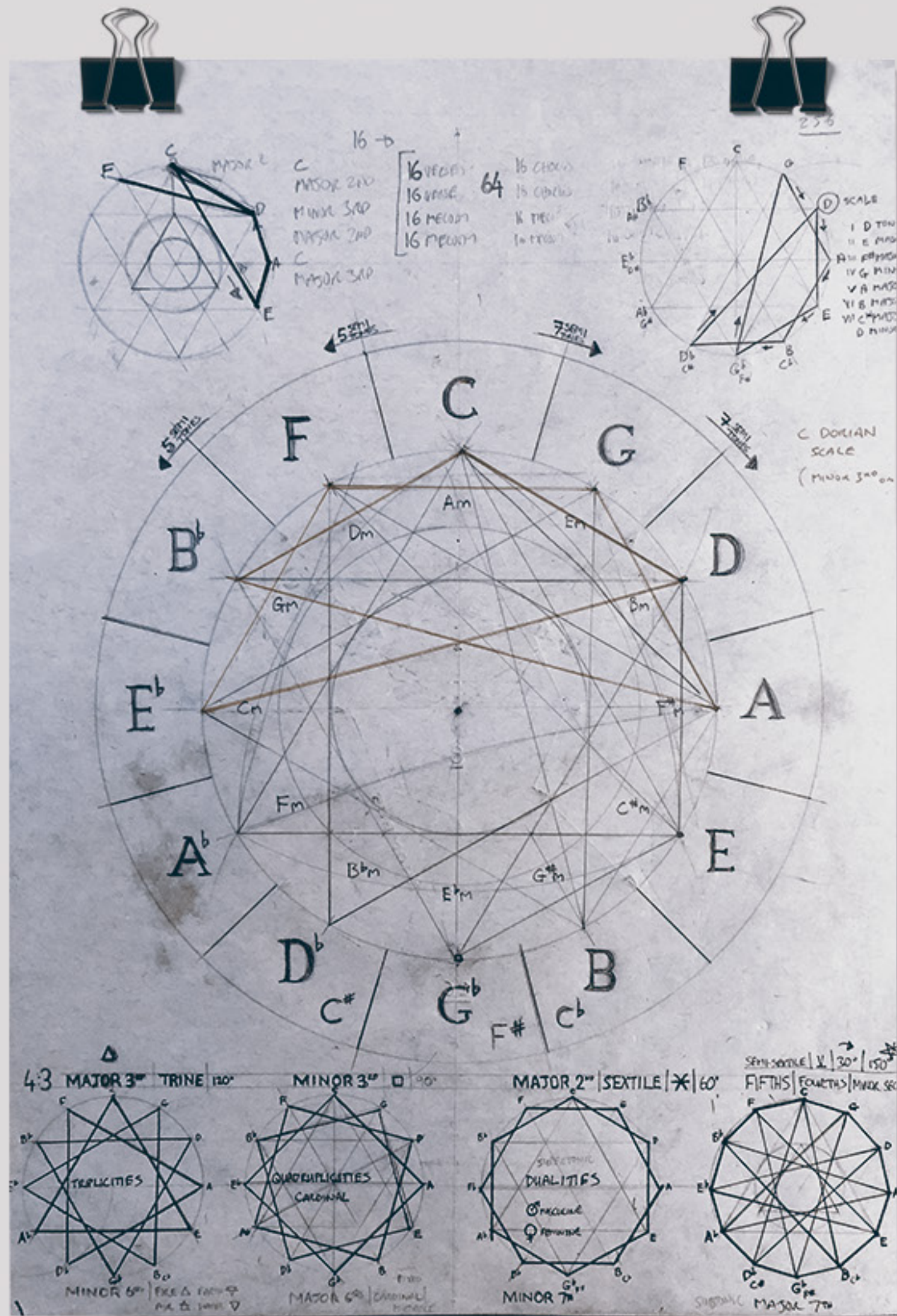
The following pages show my studies and hand drawn sketches exploring the fundamental geometric and mathematical relationships within a circle that directly apply to sound and therefore our emotions as human beings. Strategic Design Thinking provided the foundation of my entire process.

Following the strict rules of ancient Greece shared by Socrates and Plato I was limited to exploring geometry with a pencil, compass, and a straight edge only.

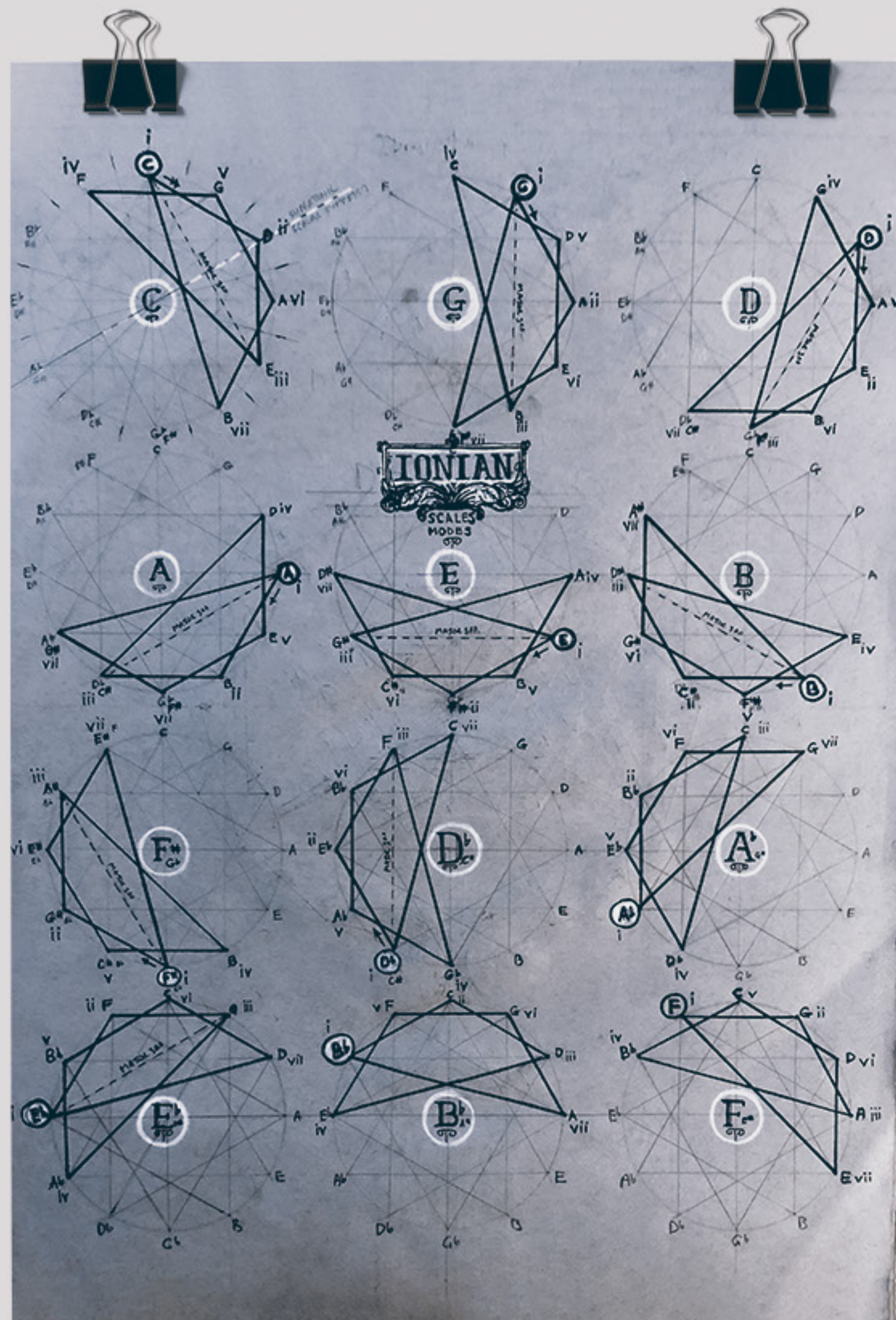




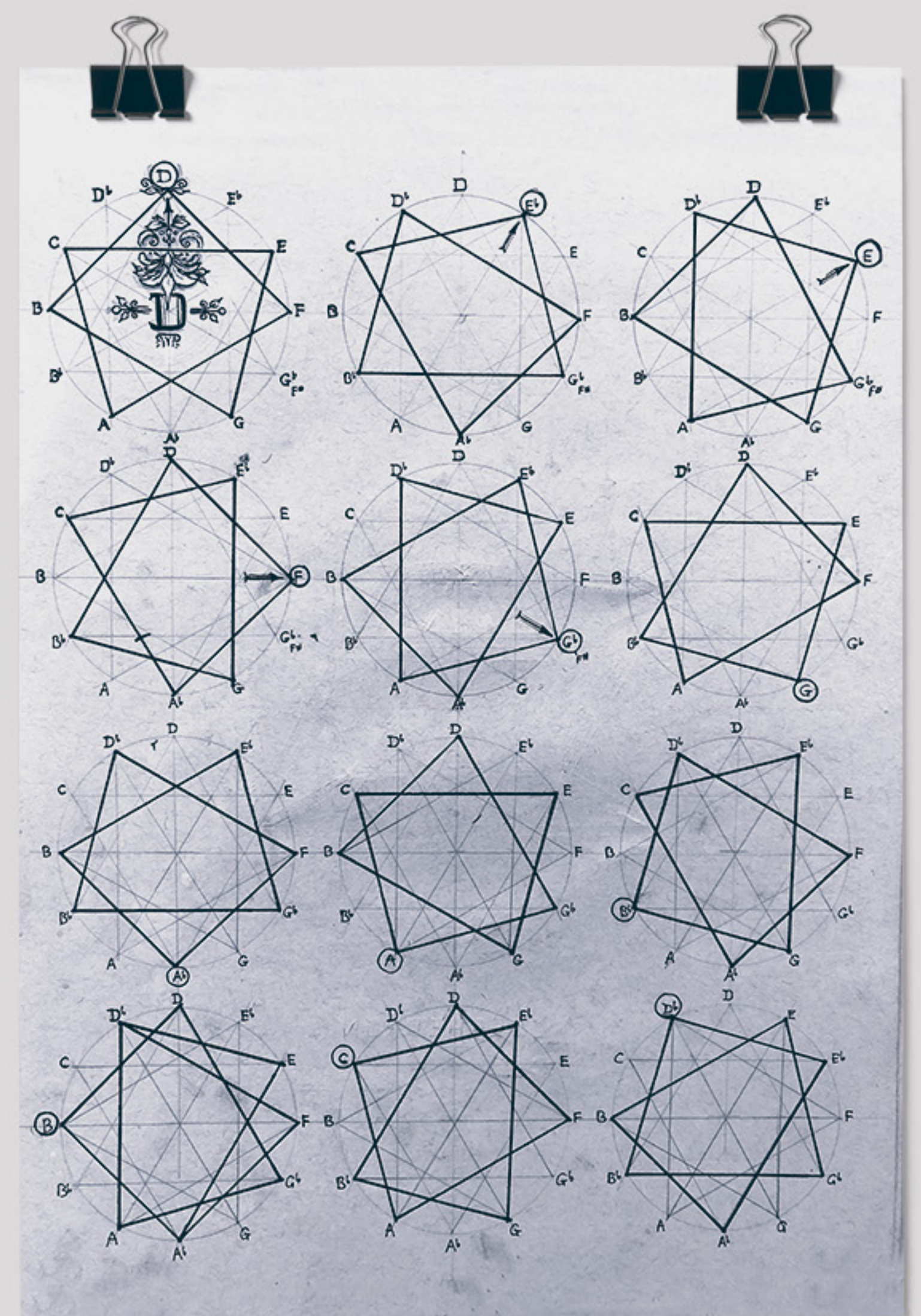
Geometric Octave



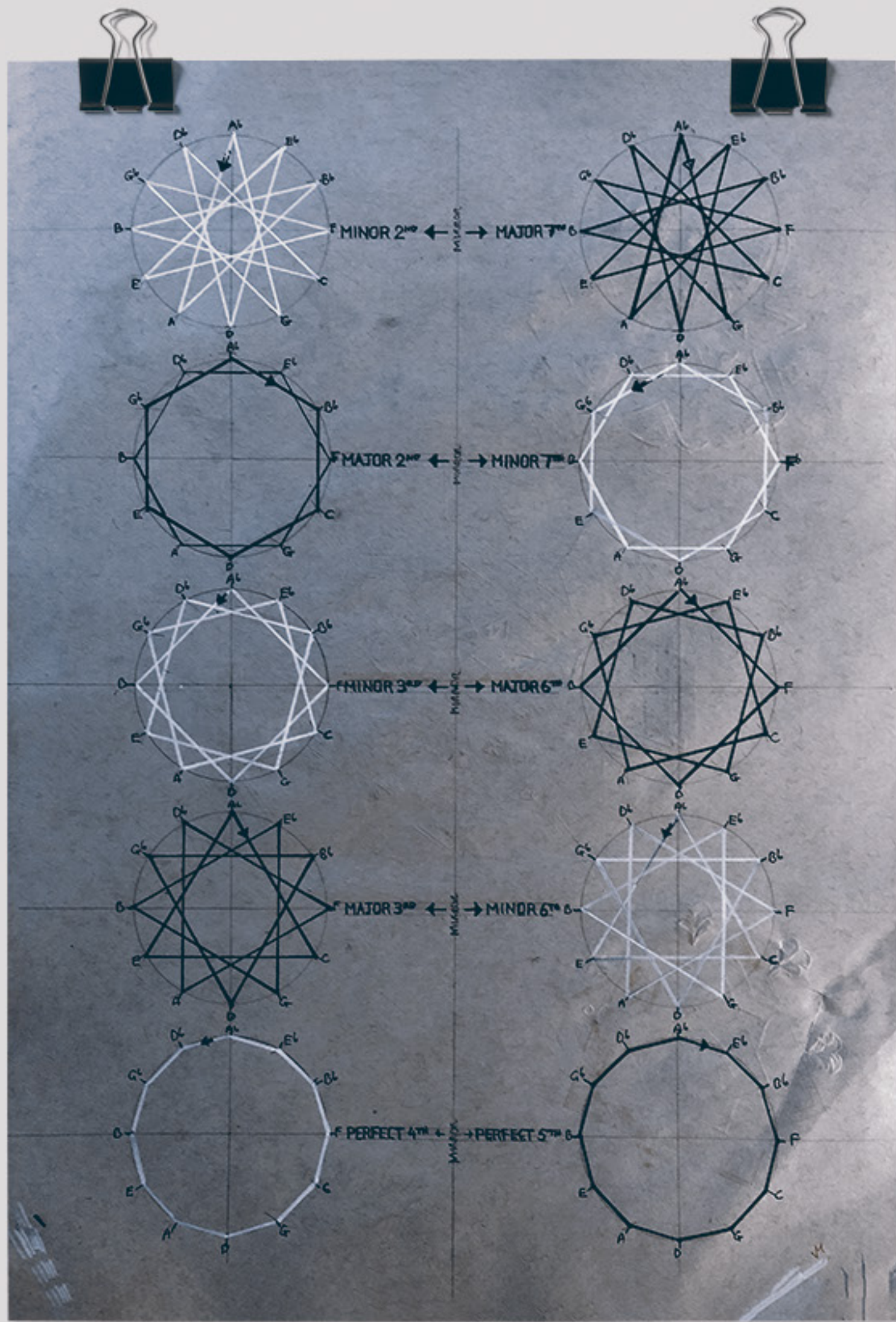
Pythagorean Wheel



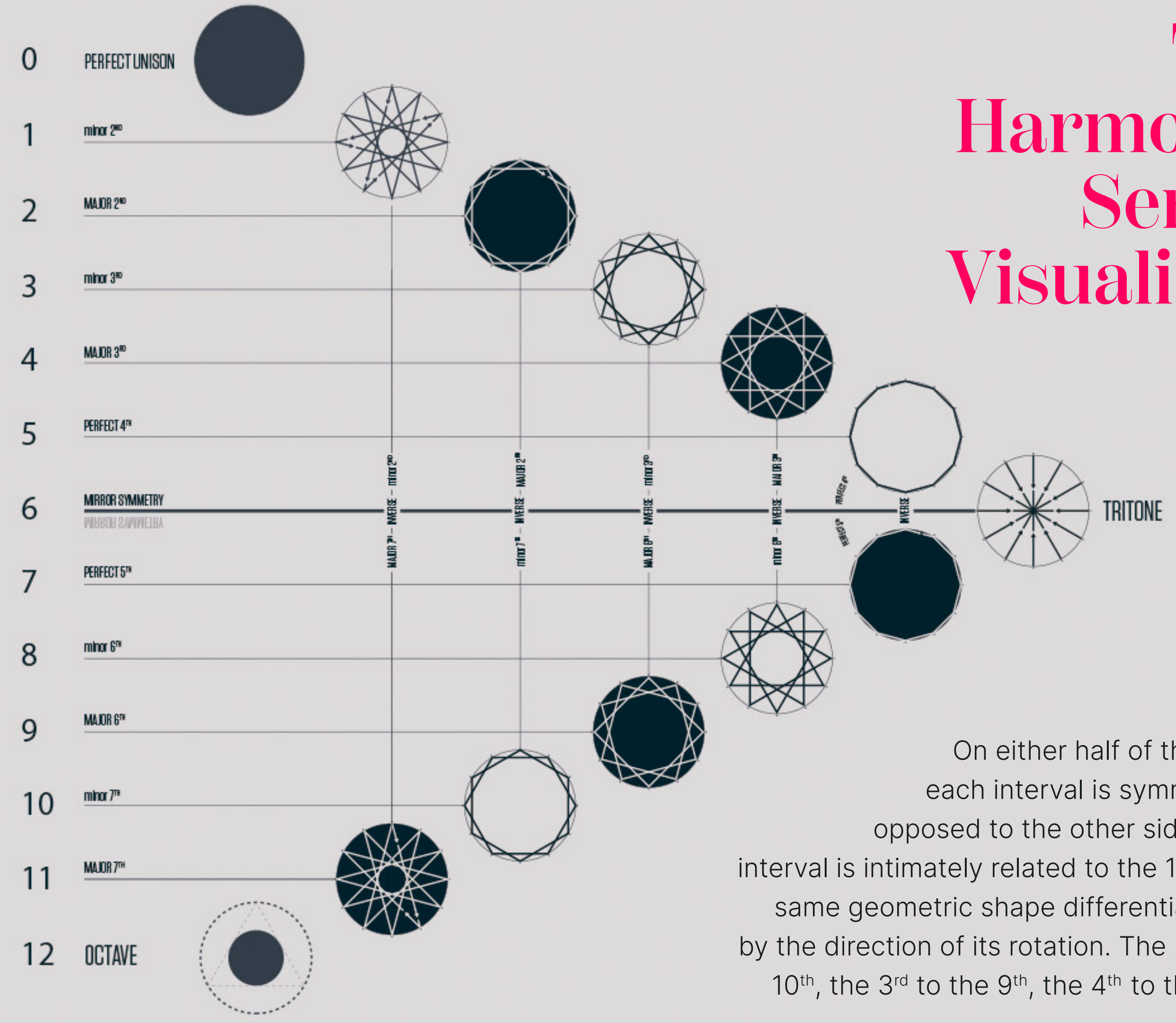
Geometric framework for the Ionian scale in music.



Geometric framework for the Dorian scale in music. Chromatic layout.

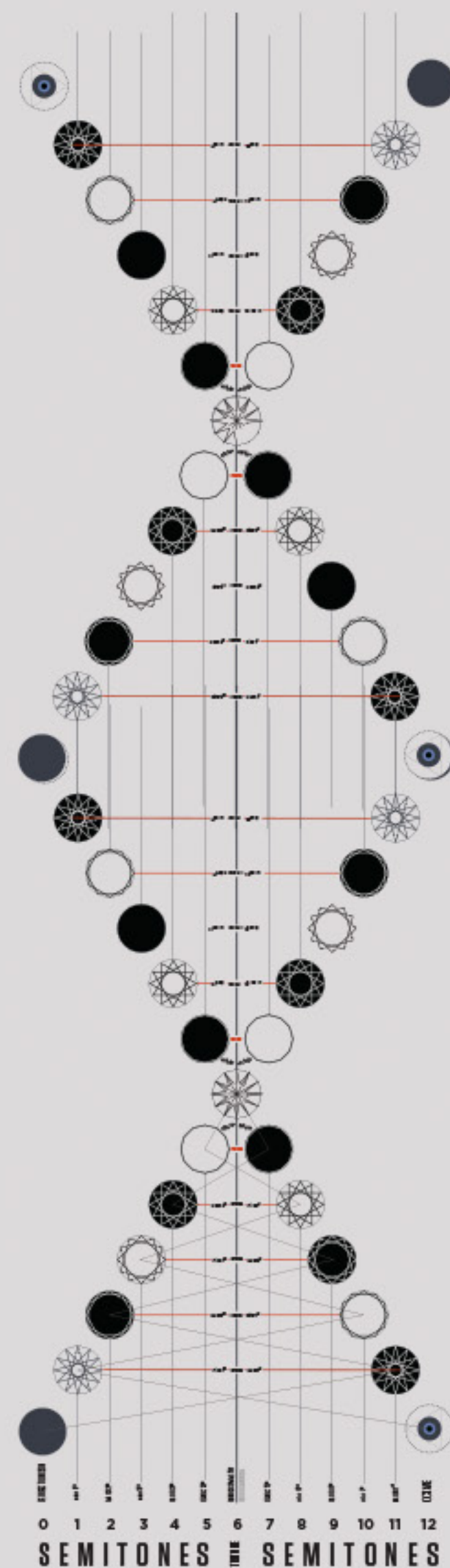
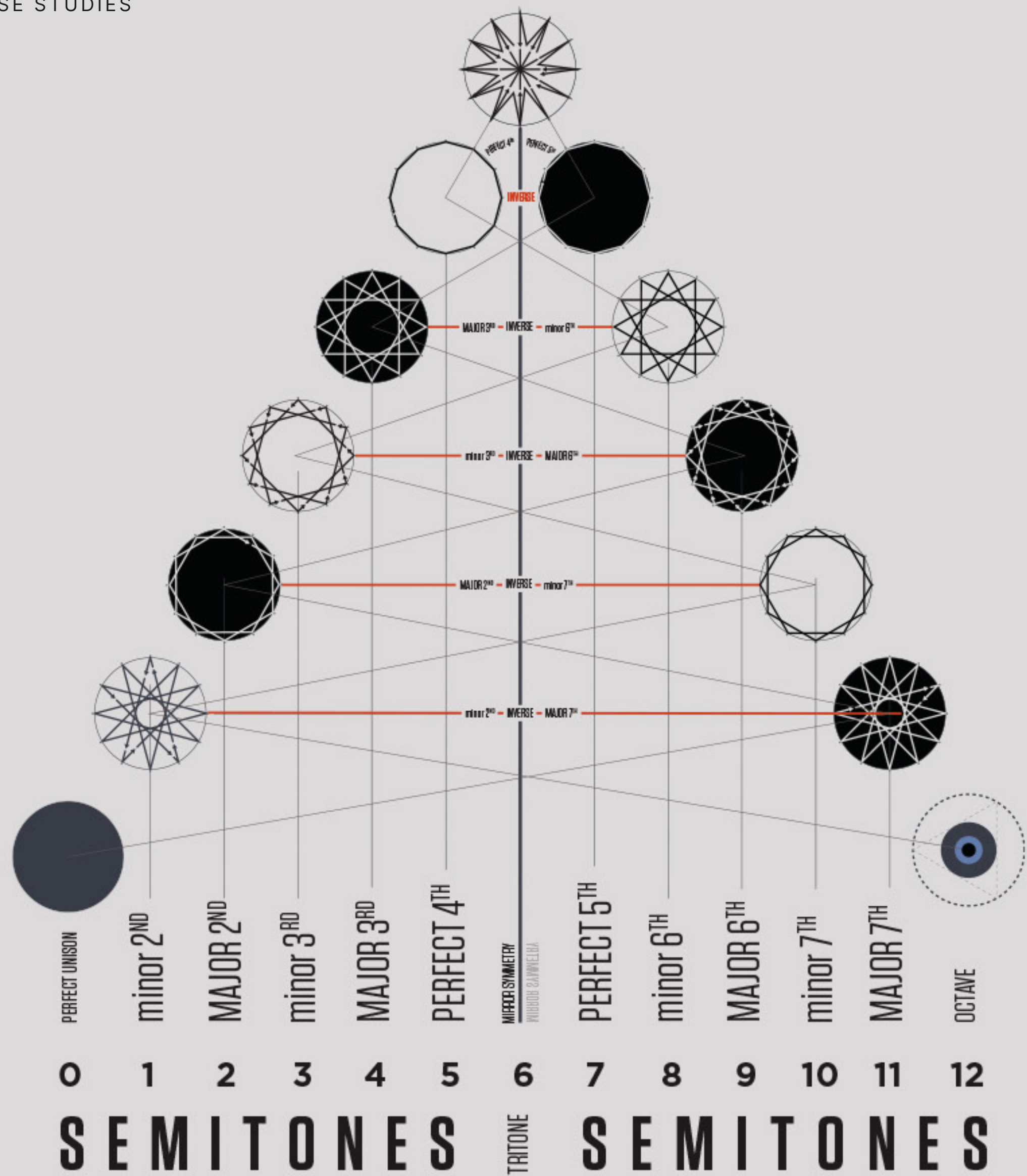


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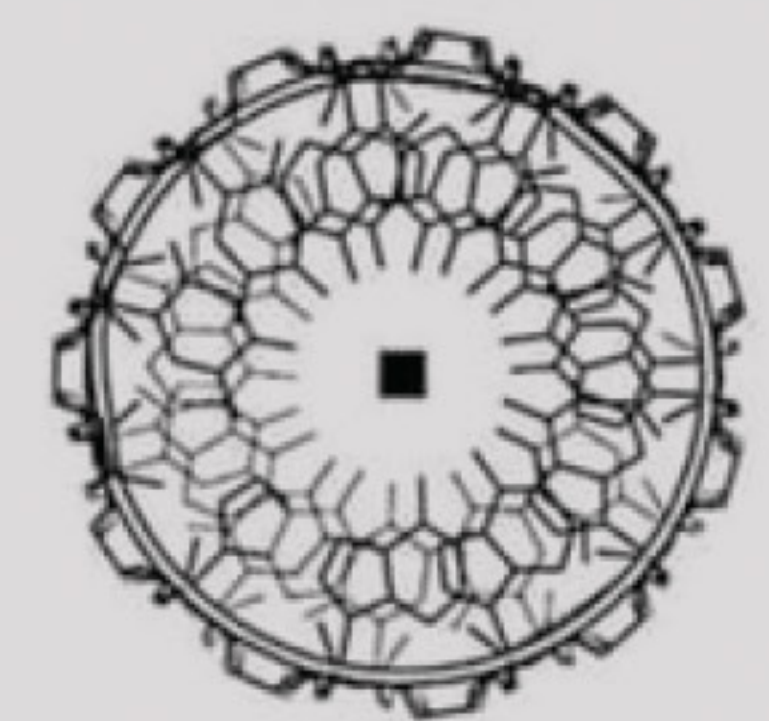
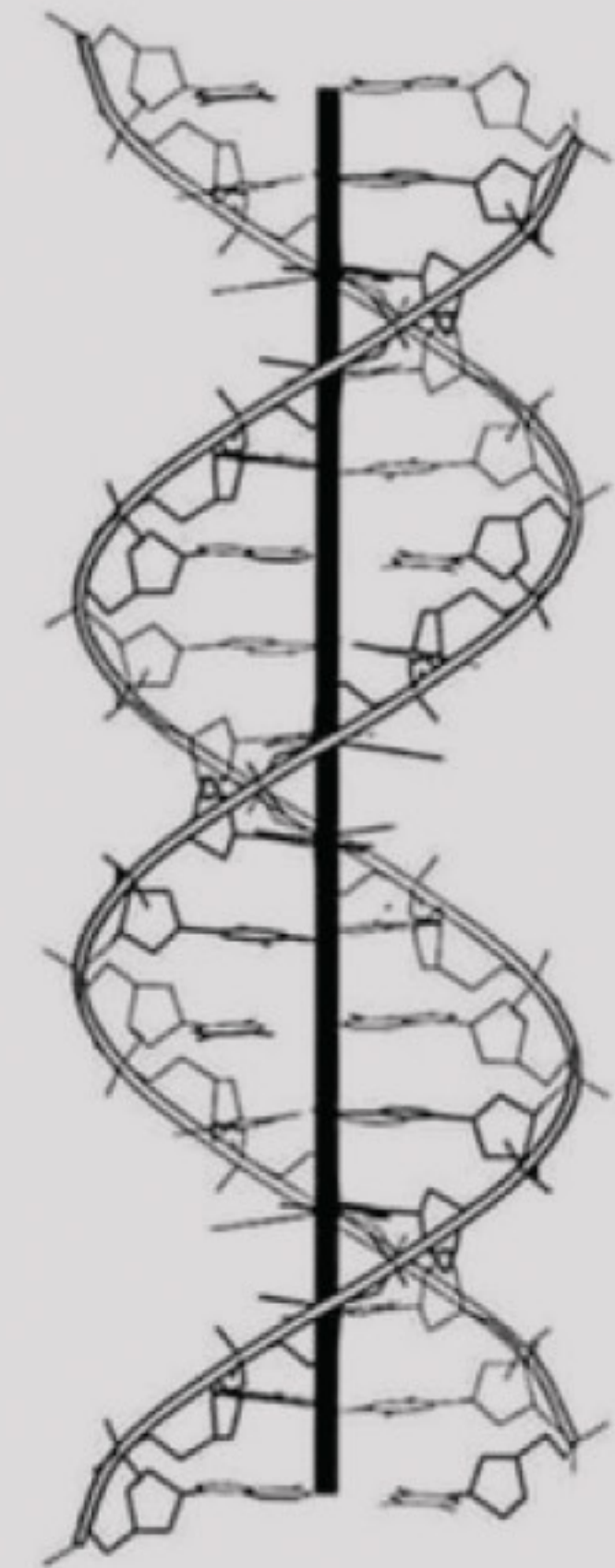


The Harmonic Series Visualised

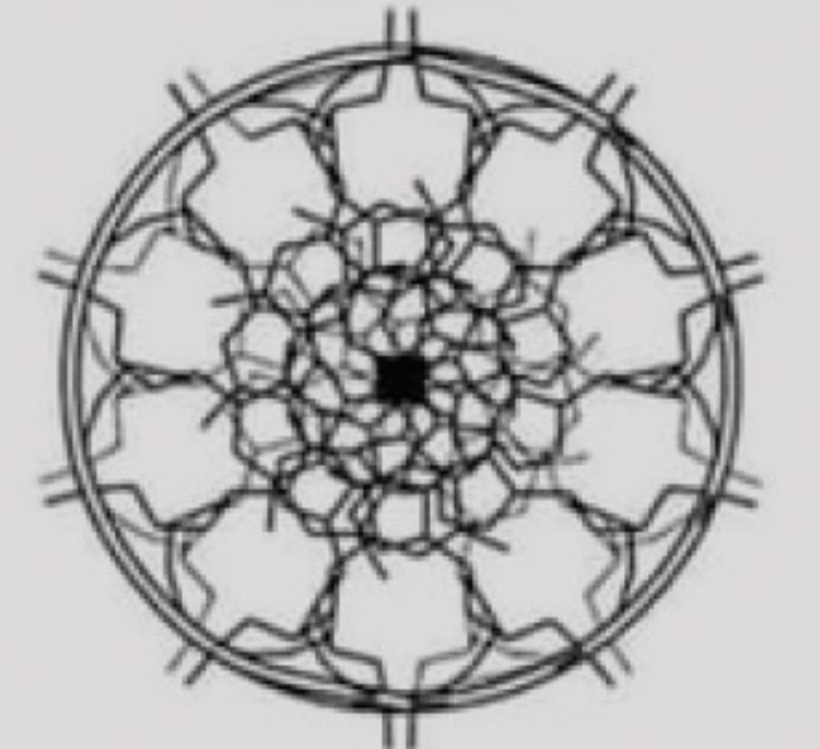
On either half of the tritone each interval is symmetrically opposed to the other side. The 1st interval is intimately related to the 11th by the same geometric shape differentiated only by the direction of its rotation. The 2nd to the 10th, the 3rd to the 9th, the 4th to the 8th etc



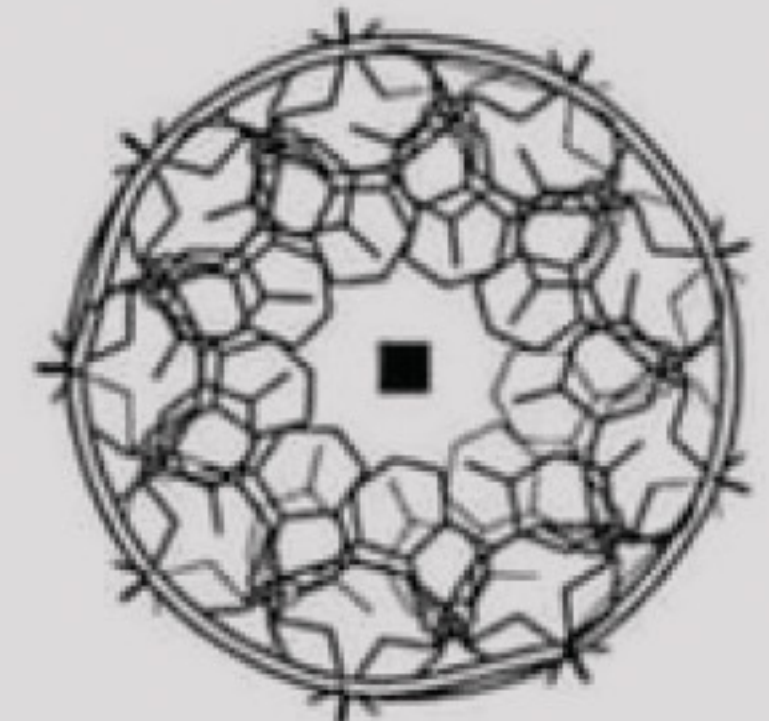
The Harmonic Series is a cross section of a Fibonacci spiral. The pattern is instantly recognizable. The same harmonic principles govern both forms!



A-DNA



B-DNA



C-DNA



Z-DNA

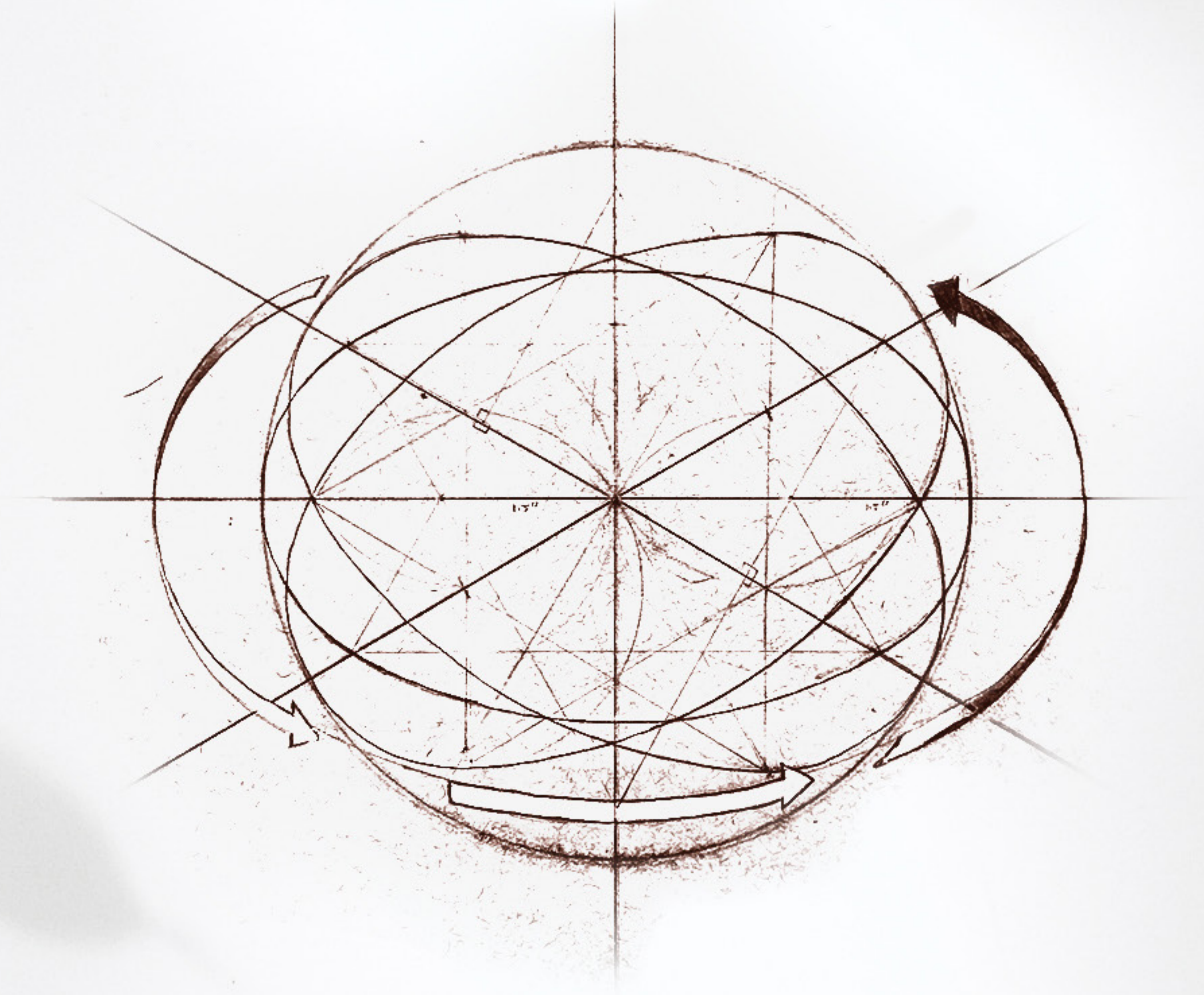
Musical DNA

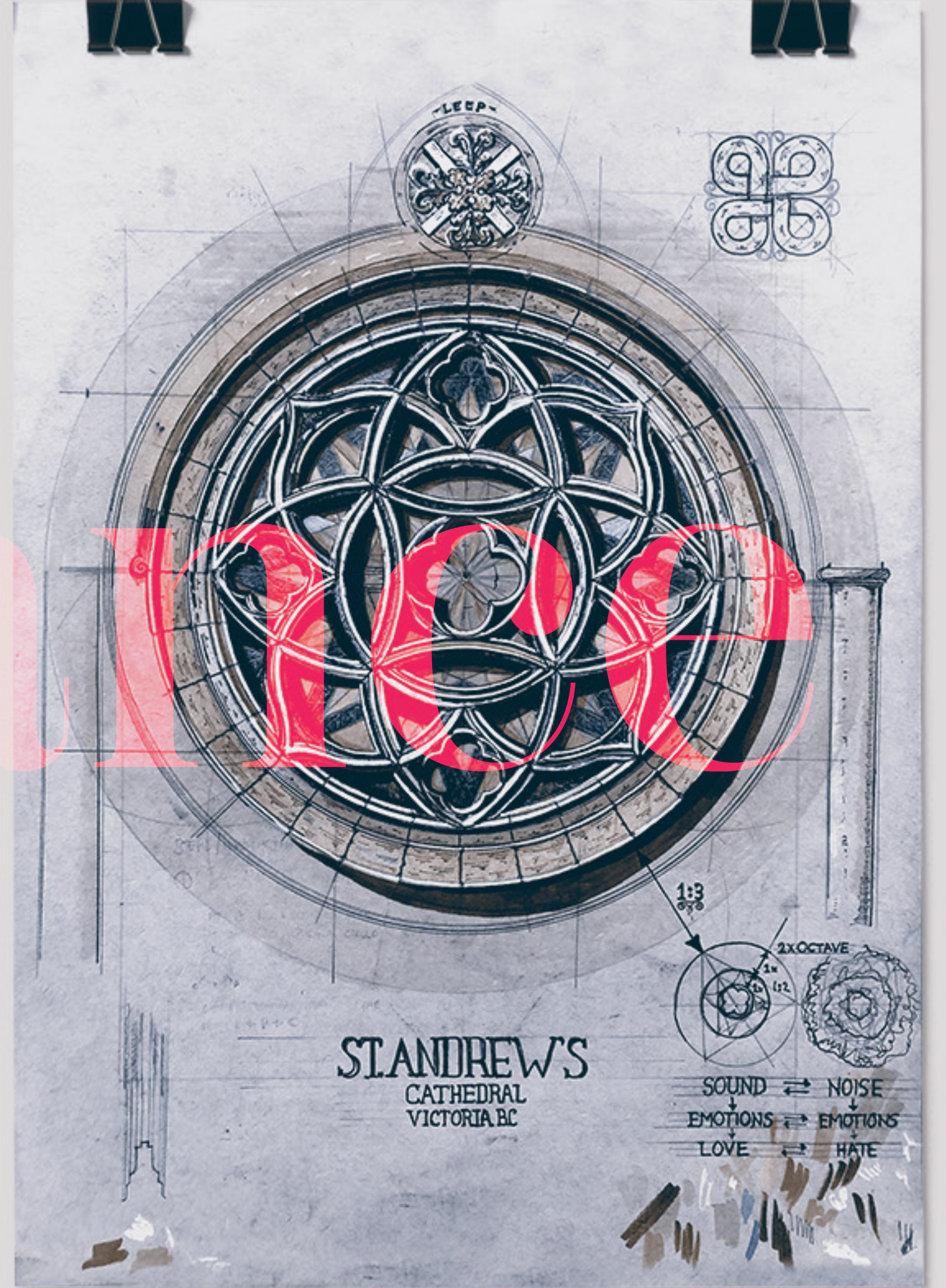
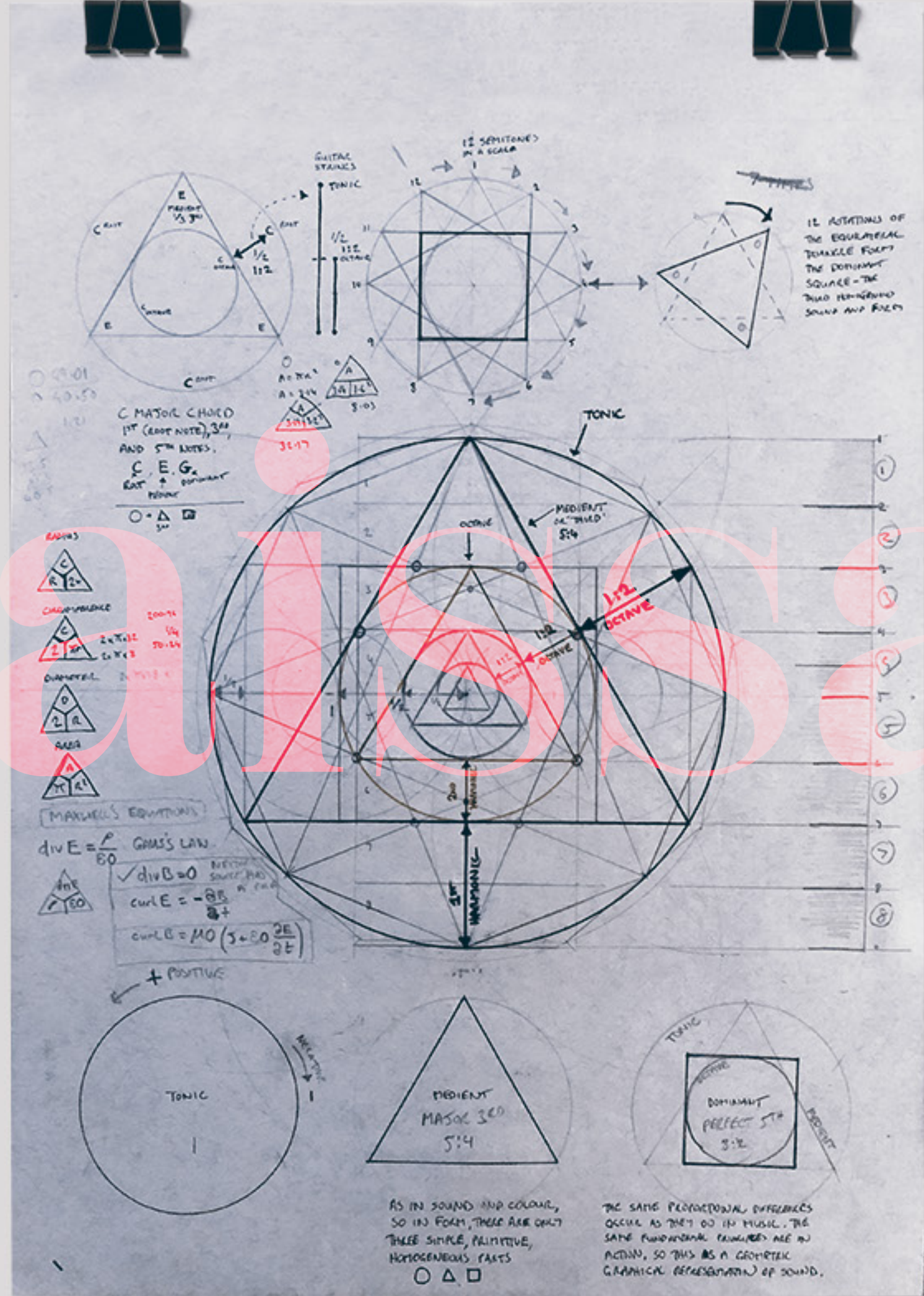
Harmonic Physics merges with Quantum Physics and Genetics!



Where have we seen these Harmonic Principles before?

Graphic created by hand and guided with a compass





Catholic cathedral tracery windows are Cymatic patterns of sound! St. Andrews Cathedral in Victoria uses the geometrical octave for its composition.



Testimonials



“

We hired Ross to do a visual redesign of our community arts calendar and directory ArtsVictoria.ca. Ross went above and beyond of what was requested of him and not only solved all of our design challenges with thoughtful and insightful solutions but he developed a simple but beautiful brand identity and a powerful and unique visual language that integrates into every aspect of the site. As someone who has worked closely with many different designers I can safely say that I have never been so impressed with the quality and thoughtfulness of Ross's work.

Nev Gibson

TECHNICAL DIRECTOR

LIVEVICTORIA.COM / THE INDIVISION NETWORK



For the last several years, Ross was the Graphic Designer for our company, Network Entertainment, an international film and television production company. Over the course of Ross's employment, he built multiple websites for the company, designed and produced sales pitch books for the development team, key art, posters, and digital assets, along with providing on-screen graphics for over eleven of the company's films and series.

Ross's involvement with the sales and development team spanned multiple creative projects, and his dedication to

consistent company branding was key. His photography skills were also occasionally enlisted for promotion and media, including the red carpet premiere of *I Am Heath Ledger*, in Los Angeles. Ross's role required flexibility, working overtime, multi-tasking, delivering within tight deadlines, and taking direction from key creatives at the company.

Ross is an exceptionally talented graphic designer who takes great pride in his creative work, and we wish him all the best with his future endeavours.

Paul Gertz

PRESIDENT & COO
NETWORK ENTERTAINMENT

**Now you know what a Graphic Designer
can do for the film industry.**

Let's take your project to the next level.



Let's create something memorable.



Ross Alexander Whelan

Graphic Designer

create@rossalexanderwhelan.com

rossalexanderwhelan.com

