

## LJD MINI-PORTFOLIO

“Integrity, intelligence  
& innovation in design.  
That is where I am coming from...”

Where shall we go to from here?”

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CREDIT UNION CHRISTMAS PAGEANT 2009

'Look and feel' for the largest Christmas Pageant in the world. It was worked from concept to final artwork and comprised photography direction as well as much Adobe Photo-shopping. The theme for this Pageant was "Families Sharing Memories"



CREDIT UNION CHRISTMAS PAGEANT 2009

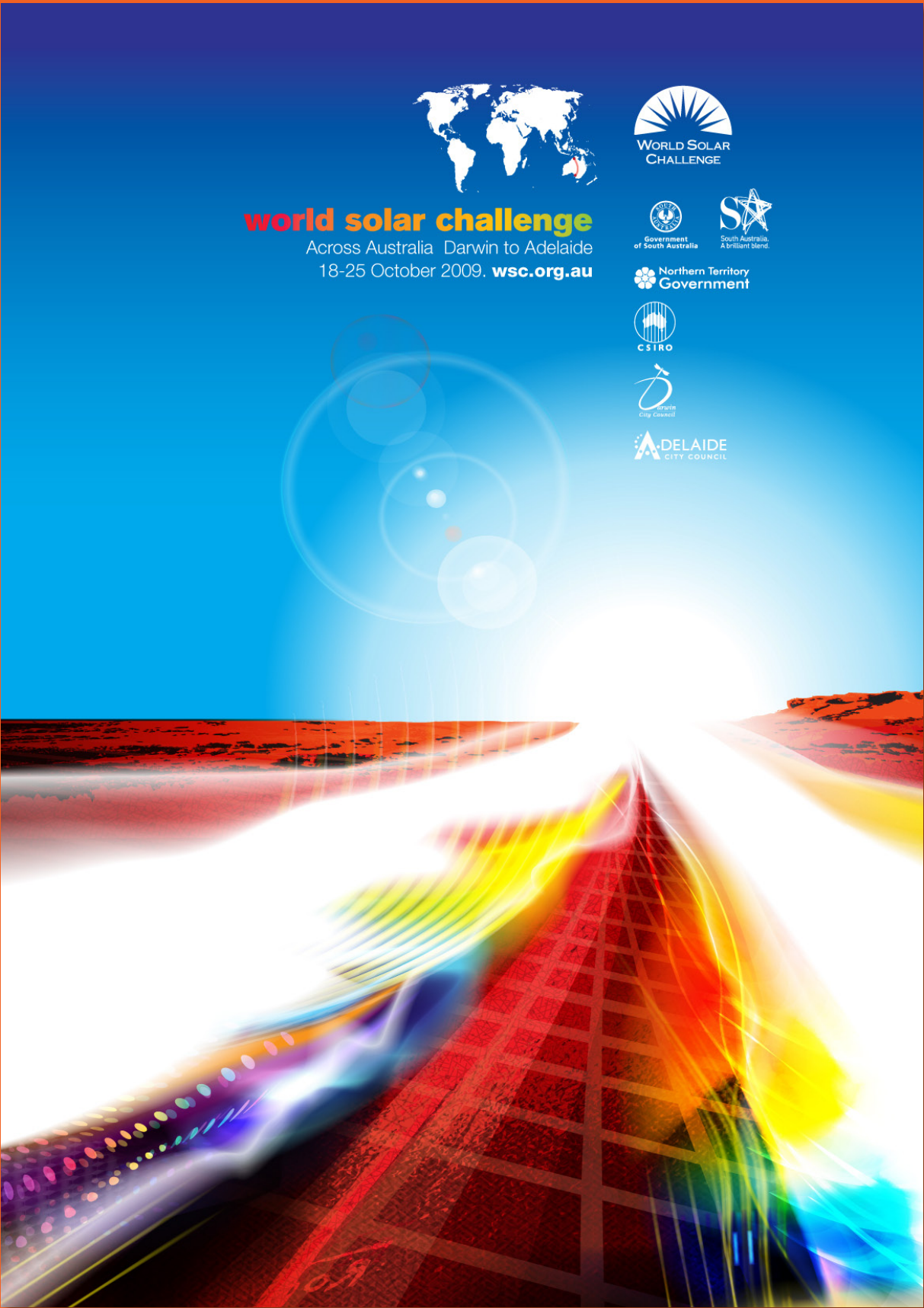
An example of how the look and feel was translated across other collateral to keep the idea fresh and interesting  
Website Design to last for at least 5 years. Art direction included a child friendly appeal, easy to navigate, and with interchangeable 'pods'





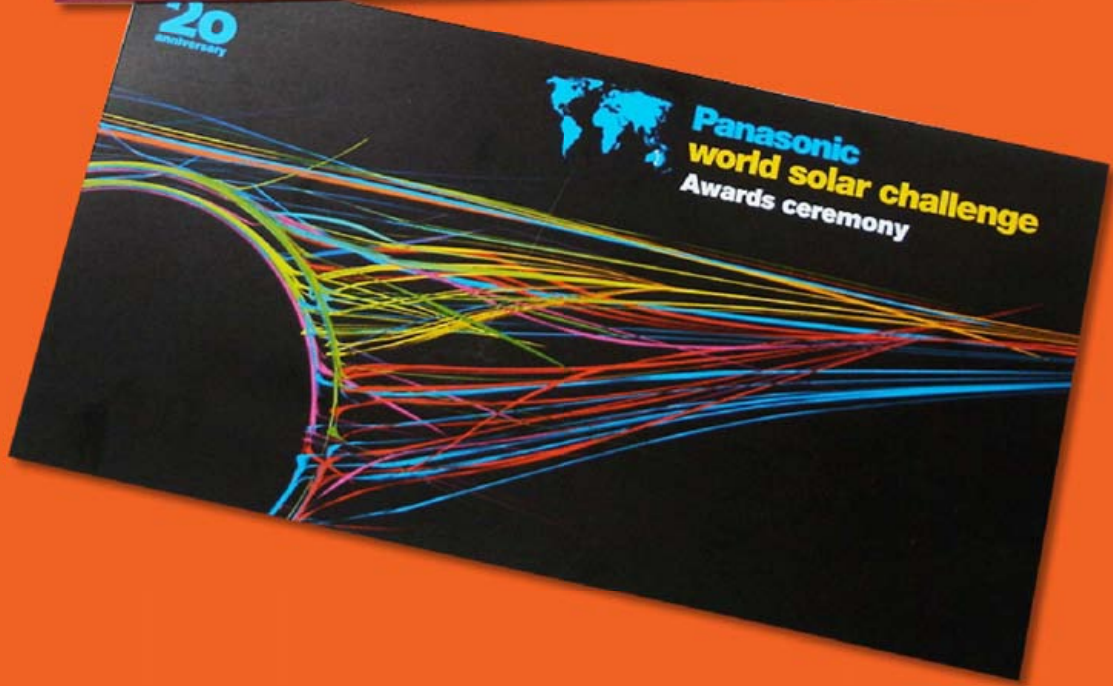
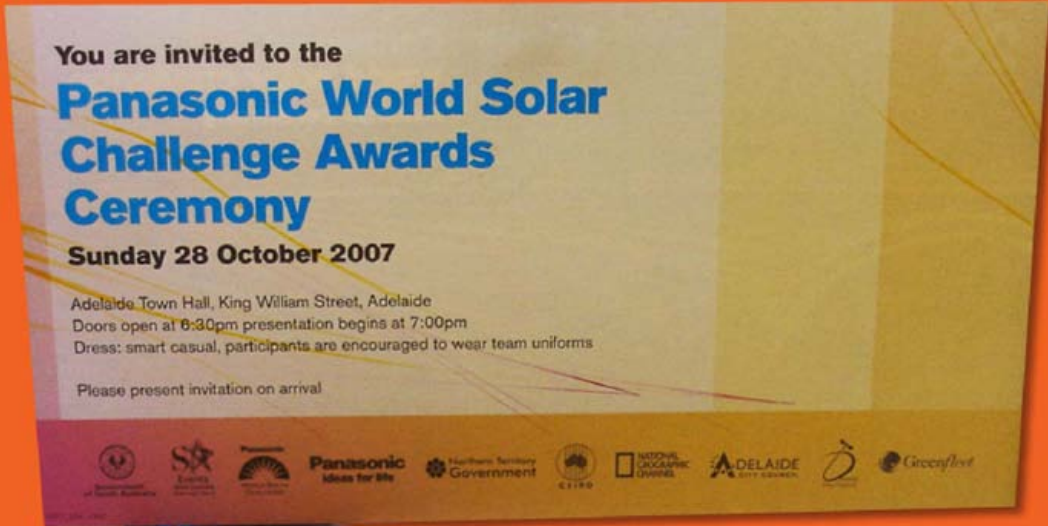
WORLD SOLAR CHALLENGE

'Look and feel' design for the '2009 World Solar Challenge'. An abstract artwork concentrating on the translation of the sun's straight solar rays, into flamboyant motion and speed in the dusty desert



WORLD SOLAR CHALLENGE

Invite from the biannual event 2007. The 'look and feel' was further reinforced through using the coloured strings of light and veiled layers of pure colour. A sense of spaciousness was engendered to reflect the vastness of the terrain









## EVENTS, SOUTH AUSTRALIA

'Look and feel' designed to progress the already existing branding for 'Events SA' which predominantly consisted of cyan blue with either black or white text. I felt some dynamism and an indication of eventing would be a step forward... thus the different stylized lights, from those in the stadium to the lens flare of the sun



# SOUTH AUSTRALIA. A BRILLIANT BLEND OF EVENTS.


Adelaide, South Australia, hosts some of the world's most amazing events. We put foodies and wine buffs next to petrol heads and arts enthusiasts. We have world-class sporting stadiums, unequalled parklands and intimate theatre experiences. The organisation behind the success, Events South Australia, bids, sponsors and manages events.

[events.southaustralia.com](http://events.southaustralia.com)

**Events South Australia**  
A brilliant blend.

## EVENTS, SOUTH AUSTRALIA

A selection of 'Event' fact sheets (not actual size – which is A4), giving an indication how the 'light' theme was used along with the long-standing cyan background



### THE GREAT AUSTRALIAN OUTBACK CATTLE DRIVE

The Great Australian Outback Cattle Drive celebrates the history of legendary Australian cattle drives, when thousands of cattle were herded down the Birdsville Track.

Droving has been a means of living for many people in the Australian Outback.

On Australian cattle drives, the boss drovers were responsible for their staff, cattle and horses. The aim of droving cattle was to take cattle from one point to another and have them arrive in better – or at least the same – condition as they were at the beginning of the drive. Maintaining the health of the horses was also an important aim of any drive. For these reasons, stock were always walked.

In 2002, a series of events and festivals were held as part of the Year of the Outback. A highlight was the re-creation of the splendour and romance of the legendary cattle drives – a 515 kilometre (320 mile) journey down the Birdsville Track, known as The Great Australian Outback Cattle Drive.

Following the success of the 2002 event, The Great Australian Outback Cattle Drive was held as a stand-alone event in 2005.

The journey along the Birdsville track was led by Australia's most famous and experienced drovers and involved 500 head of cattle and 120 horses, with participants living and breathing the Outback experience each day.

Now, The Great Australian Outback Cattle Drive continues to showcase the wonder and beauty of the Outback.

**Journey down the rugged terrain of the legendary Oodnadatta Track in 2010.**

**THE GREAT AUSTRALIAN OUTBACK CATTLE DRIVE**

South Australia. A brilliant blend.



### CREDIT UNION CHRISTMAS PAGEANT

First held in 1933, this annual Adelaide tradition is regarded as one of the world's great pageants. More than 200,000 locals line the 2.2km city street route in November each year to watch this famous parade. From humble beginnings with just eight horse-drawn floats and four bands, the event has grown considerably.

The 2008 Credit Union Christmas Pageant comprised 84 sets, including 57 floats, 15 bands, dancing groups, clowns and walking performers. More than 2,000 people made up the characters, dancers, musicians and drivers, in what was another brilliant and exciting celebration through the streets of Adelaide.

**The 2009 Credit Union Christmas Pageant will be held on Saturday 14 November 2009.**

**CREDIT UNIONS**  
Bringing your pageant magic.

South Australia. A brilliant blend.



### TOUR DOWN UNDER

The Tour Down Under is Australia's premier international cycling race. Staged annually since 1999, the Tour Down Under is now the first step in the Union Cycliste Internationale (UCI) ProTour world cycling calendar and the first ever event to be held outside of Europe.

The event incorporates a criterium and a six-stage UCI ProTour race and brings the look, feel and excitement of European racing to the streets of Adelaide and regional South Australia.

The 2009 Tour Down Under lived a huge success and the biggest event ever staged in South Australia, attracting over 700,000 enthusiastic spectators who cheered on 133 cyclists from around the globe.

2009 also saw the strongest ever line-up of world class cyclists, including legend Lance Armstrong who chose Adelaide and the Tour Down Under to make his come back to racing.

Other riders included Oscar Pereiro, Luis Leon Sanchez, George Hincapie, local legend Stuart O'Grady, Robbie McEwen, overall winner Allan Davis and many more.

**The 2010 Tour Down Under will be held 17 - 24 January.**

For more information, please visit [www.tourdownunder.com.au](http://www.tourdownunder.com.au)

**tour down under**  
UCI ProTour Event

South Australia. A brilliant blend.



### GLOBAL GREEN CHALLENGE (WORLD SOLAR CHALLENGE)

The ultimate challenge in sustainable energy, the Global Green Challenge promotes and celebrates educational and technical excellence, showcasing the imperatives of sustainable transport.

The challenge is to build a car capable of travelling the 3000 kilometres from tropical Darwin to temperate Adelaide, using only energy derived from the sun.

In 2007, the event celebrated its 20th anniversary (and 5th event). The interest from the academic world continues to build, with many of the world's top universities now involved in solar car projects.

The event also provides opportunities - in its Technology class - for participants to showcase new and emerging technologies in other areas of sustainable transport.

**The next Global Green Challenge will take place from 25 to 31 October 2009.**

For more information, please visit [www.wsc.org.au](http://www.wsc.org.au)

**global green challenge**  
Promoting sustainable transport technologies to a global level.

South Australia. A brilliant blend.



TOUR DOWN UNDER

DL 'After Race Party' ticket  
Swing tag ticket designed to be packaged with a cycling jersey for those joining Lance Armstrong for an evening



TOUR DOWN UNDER

A4 gate-folded 'Launch' brochure designed to convey the latest look of the event, the routes and distances of the races as far as they can be known at such an early stage and a little about the destination villages.





WOLF CASINOS

T-shirt design incorporating the 'Wolf' logo and a montage using the pattern of the backs of cards together with another common gaming theme of the lucky die in motion



WOLF CASINOS

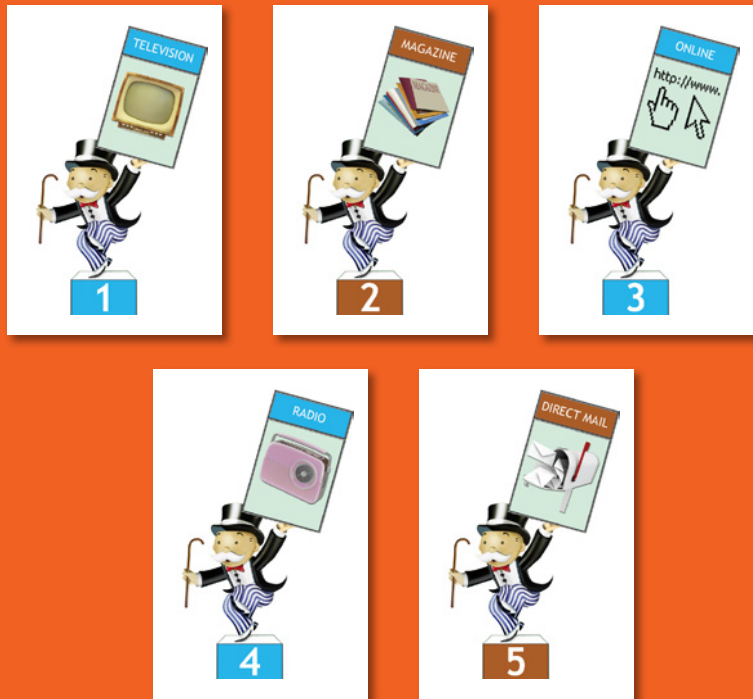
Photoshop montage work used to create artwork that was mounted and framed in black and used to enhance the walls of the casino





MISCELLANEOUS – MONOPOLY BOARD

This South Australian 'Monopoly' board was designed to explain a set of financials for the 'Communications' department that were to be presented to the board of executives. It was set into a 'Powerpoint' presentation



MR SHUTDOWN

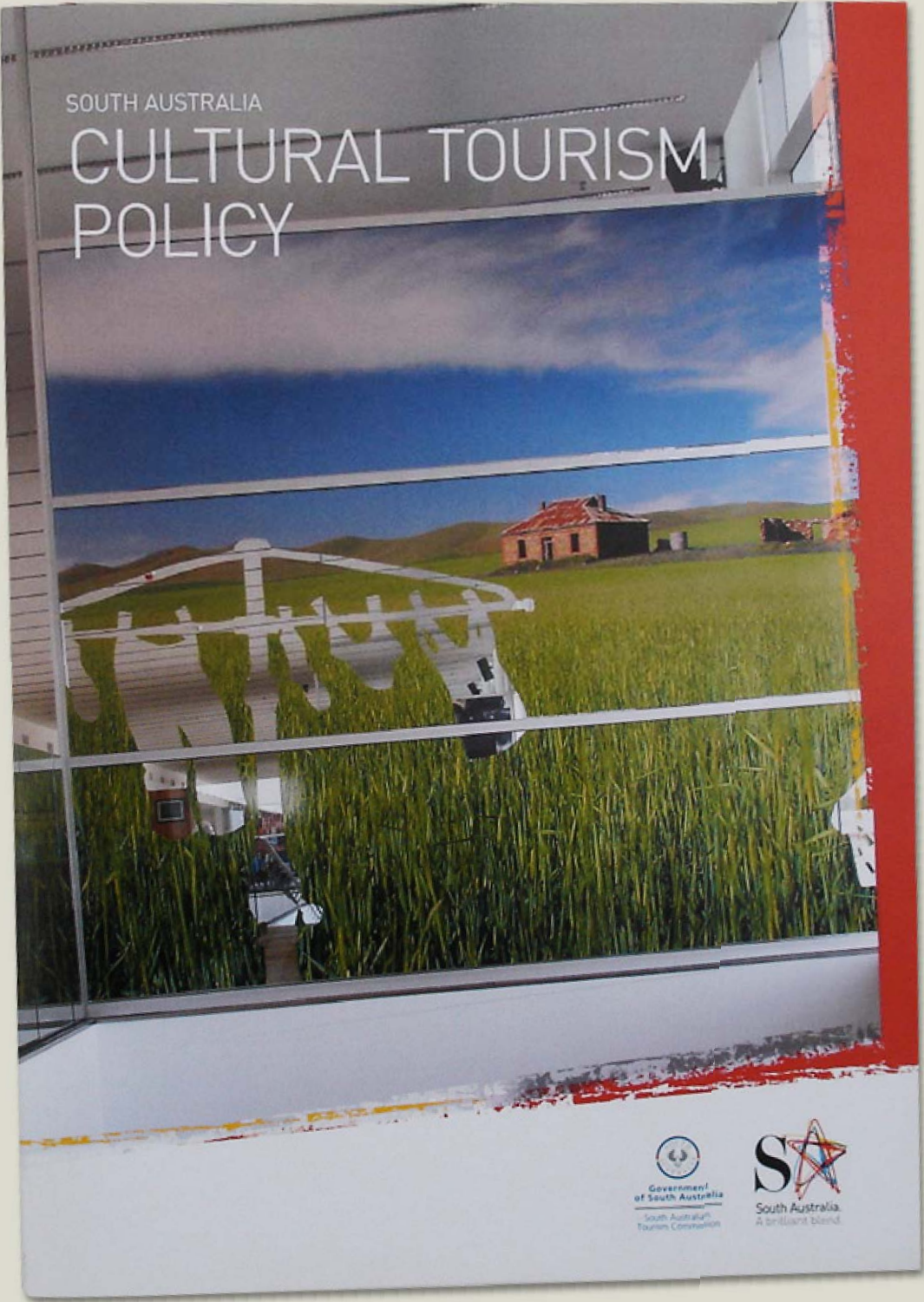
A brief to design a superhero to encourage people to be green and turn off their computers, and a new interest in 3d modelling inspired this creation... a semi-dorky character. Although he was only meant to be a cut-out he potentially could be animated on-screen which may be more effective





SOUTH AUSTRALIAN TOURISM COMMISSION

'Cultural Tourism Policy', designed in corporate style for the 'Tourism Development' team (although a little 'edgier') this document is meant to inform business owners in South Australia the merits of 'our culture' and examples of how it manifests itself



SOUTH AUSTRALIAN TOURISM COMMISSION

'The Hip Guide' – The best guide for what's on in and around Adelaide for every traveller aged between 18 and 35  
SATC Christmas greeting card, and Christmas invitation to a corporate event

