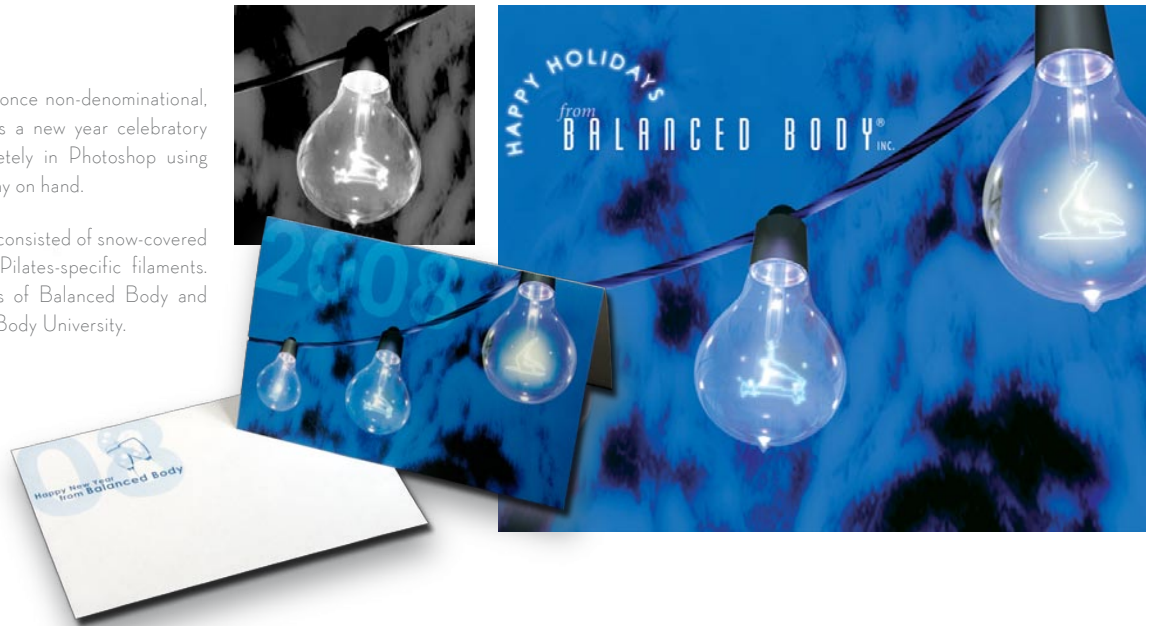


Client: **Balanced Body, INC.**
Project: **Holiday Card '08**

To create a 'holiday' card that is at-once non-denominational, pilates-oriented, and which includes a new year celebratory aspect, I created this card completely in Photoshop using found images and pilates photography on hand.

The final design was a winter scene consisted of snow-covered pine trees and strung lights with Pilates-specific filaments. It was sent to all regular customers of Balanced Body and instructors affiliated with Balanced Body University.

Printing: approximately 3,000 units



Client: **Balanced Body University**
Project: **Pilates on Tour Ad '08**

This ad was made entirely from photographs shot on my desk and then altered in PhotoShop.

First, I photographed a US map. Then, I used the 'sphereize' tool to create a 3-D looking globe that had a larger than usual United States- since that was the area on which I was concentrating. Additional graphics were added and it was a single page ad for BBU.

Printing: approximately 750 units and placement in periodicals



Client: **Balanced Body, INC.**
Project: **Training & Equipment Folder '08**

This folder required the first complete culmination of a new company identity consisting of a newly created color palette, a new, 4-circle logo, original photography, etc.

The folder pockets held multiple, cascading booklets, each specifically sized and each with specific images and colors to illustrate either the 'fitness' aspects of Balanced Body (warm, natural colors) or the 'quality engineering' aspects of the company (rich reds and blacks, dynamic contrasts, high-definition images, etc). All of these details were carefully considered for full communicative effect.

Printing: approximately 5,000 units



