Foot in the door

Now I've got my foot in the door, can we talk?

For freelance creative design, speak to David on **07815 538238** or email **david@brightbulb.co.uk**

Ruler is tacked on with glue dots, mailed out in a polythene case.

The Creative Agency
London
W12 GYS

Address label
on the back.

After a lot of thought, I started to doubt the longevity of the rock idea.

I've decided to explore my humorous side more, to make a play on the sales phrase
"to get your foot in the door". This could also tie in with a foot long ruler attached to it
This is based on the premise that everyone needs a ruler in a studio at some point, so should
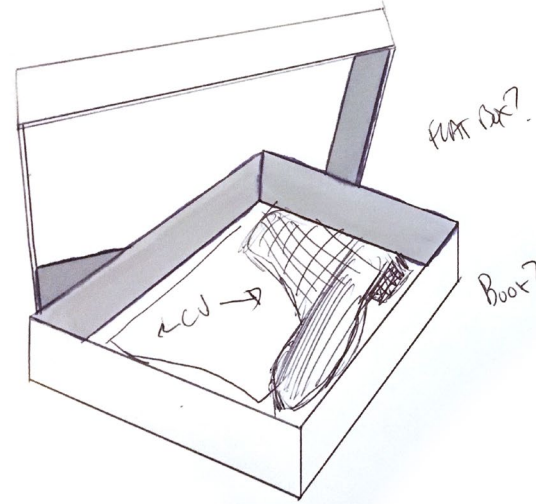prove useful anyway - which of course further reminds people of my offering.

iDi: Self promotional ideas
Brief: Concept variation
Date: 18th May, 2018

David Busbridge

Foot in the door

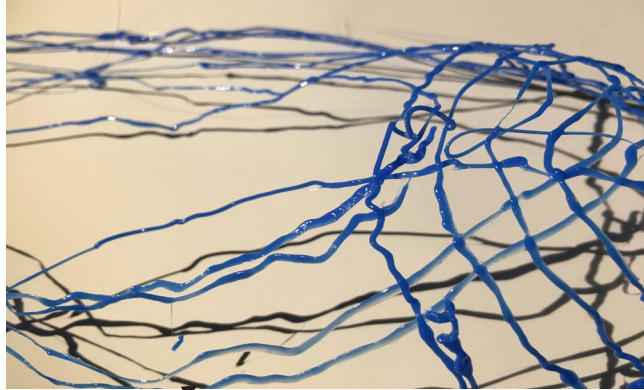
Example of Origami trainers.

After discussions with my tutor about using a shoe, instead of a bare foot, I researched the construction possibilities surrounding origami. Whilst this seemed like a good idea, I was concerned about the durability of a paper model.

When looking further into a box to package the shoe, I decided to add text to the inside of the box, with the shoe as an additional item. I also thought about which sort of shoes I would wear to see a client, which wouldn't be trainers.

I began researching methods with which to construct a stronger model of a shoe. After some initial trepidation, I decided to explore 3D Printing Pens.

LED light is yellow, indicates the device is conductive and enter the mode of standby.

When LED turn to green from red, indicating the end of pre-heating process, then you can start to doodle with the pen.
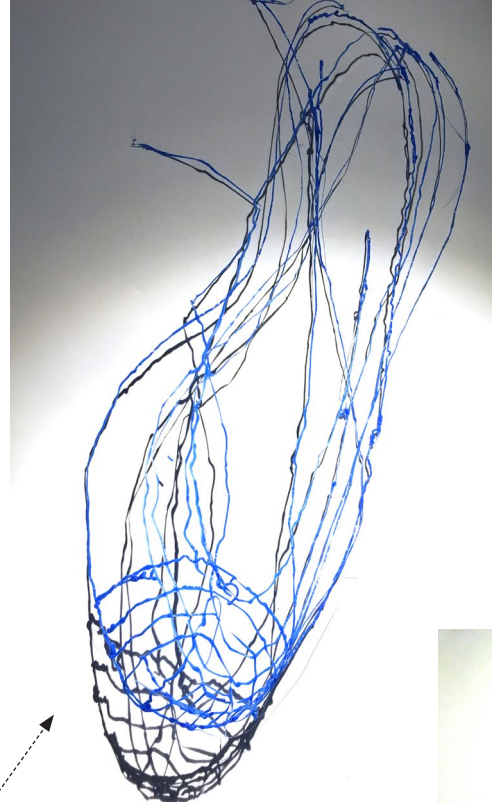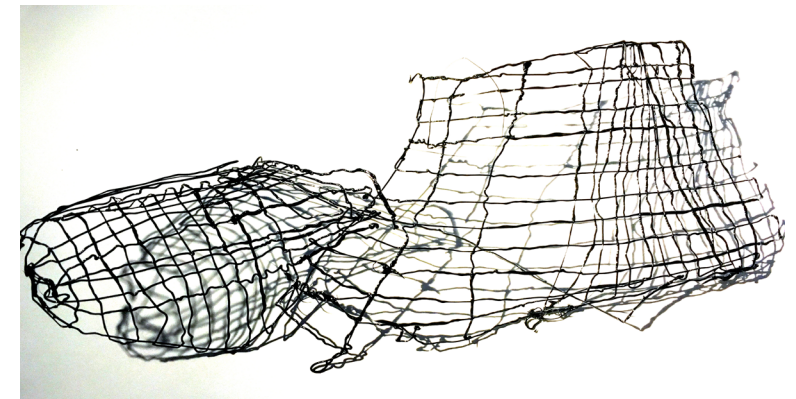
Foot in the door: Production techniques

My first attempt at using a 3D Printing Pen.

The first time I tried to mesh the fibres together, they were too far apart to retain any strength.

The third version gave me the confidence to push further.

After the 2nd attempt, small areas began to hold their intended shape.

David Busbridge

Foot in the door: Production techniques

Tracing my boot with the 3D Pen.

It soon became apparent that the only way to really progress was to define different areas of the boot, and trace one after the other. These individual items would then be stuck together using the 3D Pen as "stitching" along the edges. Sellotape was applied to the boot to stop the hot filament from sticking to the boot.

The resulting sole, with a 'wood effect' filament on the heel.

Foot in the door: Production techniques

The upper section of the boot.

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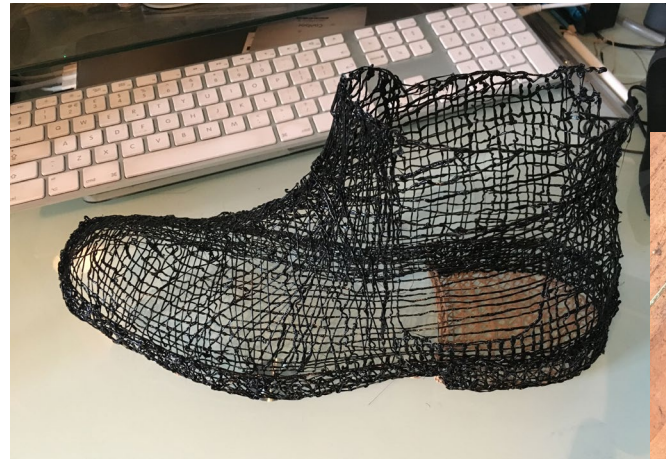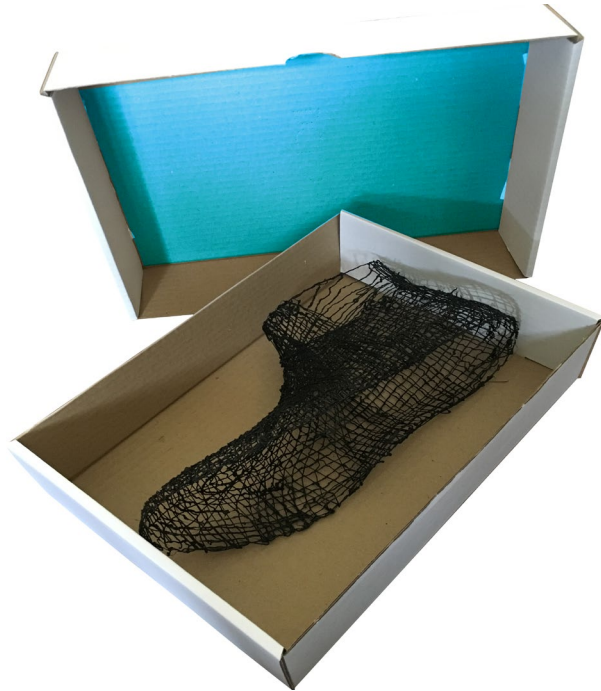

The two sections are then joined together.

Foot in the door: Production techniques

The final design mock-up using the 3D Boot. I decided to brand myself using my name instead of my company name. I will explain the branding in further sections. The opening phrase would be printed on the back of my CV, and work samples would be stored underneath that. I have purchased the domain davidbusbridge.co.uk to host my new site.

Foot in the door: Branding

I found the concept of rebranding myself to be the hardest thing about this project. This is partly due to being particulary wed to my company name 'Bright Bulb Consultancy' for the last three years. However, I decided to look at using my name instead and see what I could do there. As my name is fairly long I thought about using a simple DB initial as my logo.

I seem to have settled on Blue for the box inner, but am also looking at a wider palette, perhaps for different area's of work as shown below. I am especially keen to use bright punchy colours.

The letter 'D' leads on each section so the logo can be utilised again.

DESIGN FOR PRINT

DESIGN FOR WEB

DESIGN FOR MOBILE

David Busbridge

Foot in the door: Branding

DAVID BUSBRIDGE

GRAPHIC DESIGNER

I found the concept of rebranding myself to be the hardest thing about this project. This is partly due to being particulary wed to my company name 'Bright Bulb Consultancy' for the last three years. However, I decided to look at using my name instead, which I've really enjoyed.
As my name is fairly long I thought about using a simple DB initial as my logo. I've often found myself telling clients "I put myself in their shoes" so I can see first hand the problems they face. The design on the left hints at this with the use of multiple footprints around the cover.

I will explain this concept further, inside the brochure. I seem to have settled on Blue for the box inner, but am also looking at a wider palette, perhaps for different area's of work as shown below. I am especially keen to use bright punchy colours.

The letter 'D' leads on each section so the logo can be utilised again.

DESIGN FOR PRINT

DESIGN FOR WEB

DESIGN FOR MOBILE

Let me put myself in your shoes: Brochure

Let me put myself in your shoes

My name is David Busbridge, a freelance graphic designer based Nr St Albans, Hertfordshire.

My approach to graphic design is to first truly understand your business, and it's audience. Who are we designing for? What specific needs does your business audience have?

After walking in your shoes, I believe better solutions can be acheived through a deeper appreciation of things from your perspective.

After some reflection and review, my tutor suggested to use "Let me put myself in your shoes" as an overall campaign line as I was starting to mix metaphors.
This line seems less pushy, and more of a geniune request.

iDi: Self promotional ideas
Brief: Concept variation
Date: 20th June, 2018

David Busbridge

Let me put myself in your shoes: Brochure

P

Design for print

Print has been around for centuries, and will be around for many more to come. There is no doubt that print has fallen out of favour when compared to digital media, however a brochure doesn't need to be switched on, and won't be replaced with a hundred new emails the following day.

If produced with care, and attention to detail, good quality print can still provide a long lasting tactile engagement that an iPad can't quite match.

Case studies

View case studies for print at:
www.davidbusbridge.co.uk/case-studies-print

Moving through the brochure with sections dedicated to the benefits of each medium, with a link inviting people to view full case studies online. I'm trying to move away from something with 'lots of pictures of work' to something more focussed on the benefits of each medium as an intial talking point.
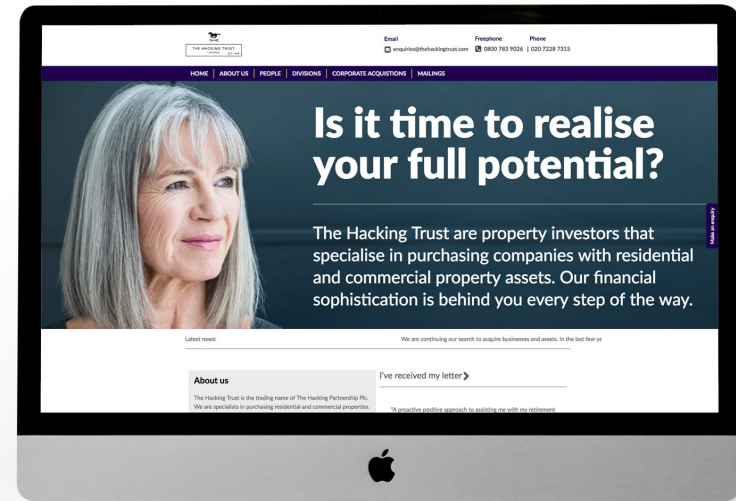
Let me put myself in your shoes: Brochure

Design for web

With the vast proliferation of websites over the years, users are becoming increasing overwhelmed and distracted when online.

It's imperative to investigate potential users of your site, and ensure their individual needs are met. This can be acheived via the creation of user personas. A user persona exercise can reveal surprising insights into stats such as high bounce rates, or poorly performing PPC campaigns.

Case studies

View case studies for web at:
www.davidbusbridge.co.uk/case-studies-web

Design for web section, using its dedicated logo and colour scheme.
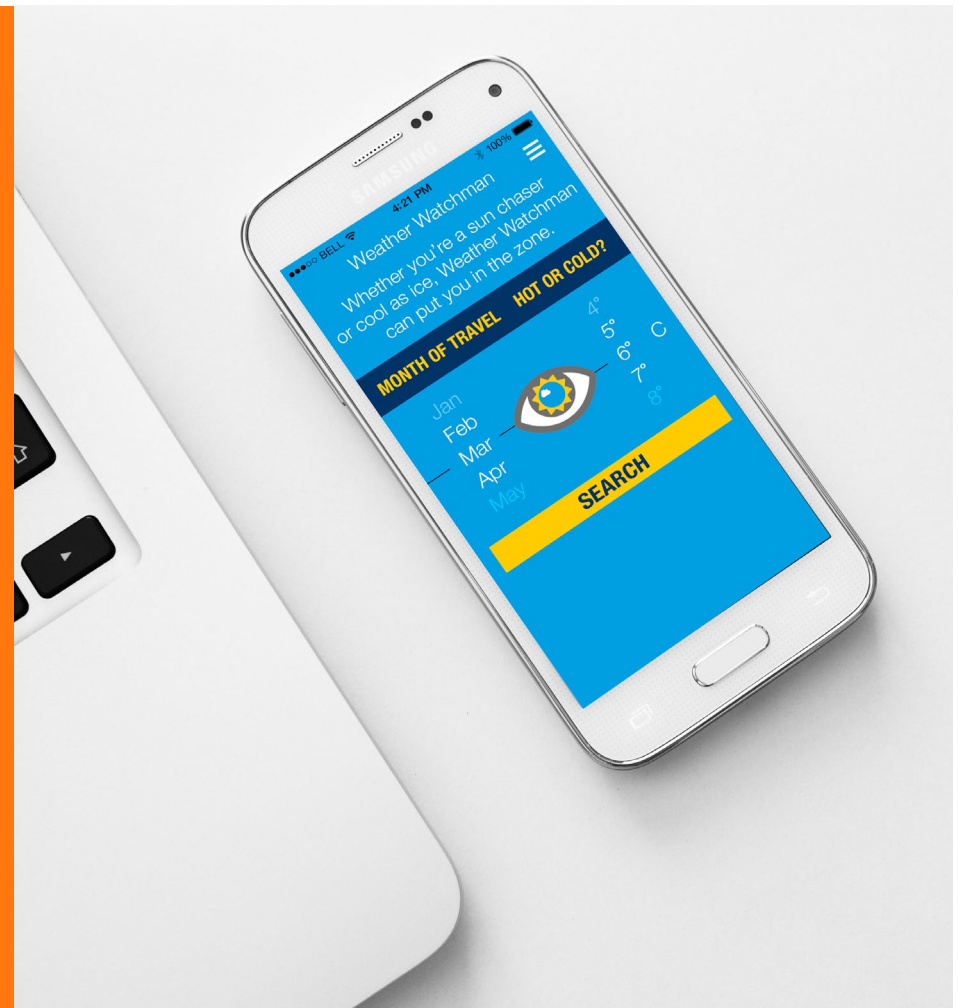
Let me put myself in your shoes: Brochure

Design for mobile

Mobile apps have naturally evolved to deliver a far more personal and richer experience in comparison to websites.

On the consumer side, apps offer a convenient, faster user experience. On the enterprise side, businesses can directly engage with their customers within a private business arena.

Case studies

View case studies for web at:
www.davidbusbridge.co.uk/case-studies-mobile

Design for mobile section, using its dedicated logo and colour scheme.

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David Busbridge

Let me put myself in your shoes: Brochure

Let me put myself in your shoes

B

davidbusbridge.co.uk

GRAPHIC DESIGNER

The brochure inside the 'shoebox' with the strapline on the back cover to avoid doubling up on the logos whilst the shoe is still inisde the box.