



Tim Griffiths
illustration • digital design

illustration

creativity set free



illustration

Graphics can be produced in a range of styles, from linework to 3D-photorealistic illustration. Tim likes to use a variety of methods to achieve the 'look' that a client desires. Using modern digital techniques as an enhanced way of creating artwork, Tim is not held back from creating - he just selects the right tool for the job in hand.

Whether it is an illustration requiring the light touch of a water colour, or using 3D modelling environments for photorealistic 'shots'- Tim has the abilities and tools to make it happen.

modern



photoreal



cartoon



classic



toad lily



Real or Unreal

Photoreal artwork can be produced in a simulated studio environment - but without the overheads. Plus, as it is a simulated environment - it can be re-run from a different angle at a small cost in time. Coupled with photo manipulation techniques, photoreal elements can be composited into 'real' world images.





Create

Computer-artwork can be seen has the poor relation of 'real art'. Technology has always been looked down on. Oil paint, perspective and decent pencils were looked as strange ideas that would not catch on. How ever, true artists just create - whatever the medium.





Cartoons

Perhaps Tim can give 'character' to your brand. Quantaq Solutions had developed software intended for enhancing the extraction and management of data on mobile phone mini-SIMs: SIM Detective, SIM Assistant and SIM Explorer. Tim was asked to create a visual identity for each of the applications, including interface buttons for SIM Detective.

User-friendly graphics were based on a SIM card 'character', and given different guises for the applications in question.

The client supplied specific requirements for the type of objects to be represented, but left the creative interpretation to Tim.





Painting with numbers

The artwork throughout this brochure has been drawn digitally - sometimes to emulate a loose hand-drawn style, sometimes for a 'cleaner' or tighter composition. The continuous thread that joins them is the creative thought behind the image, Tim creates art uses bitmap or vector approaches to produce his work. Though digital, you should find no 'painting by numbers' repetitiveness.

Digital artwork offers the benefit over traditional paper/pen methods of being easier to alter to a clients wishes. Vector artwork is even more so - it is completely editable. Line-work can be given a 'rougher' or 'smoother' style, the colour infill of any element can be changed instantly. Plus, as it's digital, all colours can be assigned using print industry standards to ensure expected colour at the press.





Cinzano

Last summer TGIADD was asked to create some herbal text illustrations for Cinzano, in a project put together by Leith-based marketing company Clarity (www.clarity3.co.uk).

Colourful illustrations of yarrow, gentians and marjoram and many others resulted. This year the herbal alphabet is once again adorning the company's Tasting Shed at Gardeners World Live 2005. In addition, this year Tim illustrated a direct mail seed packet with thyme.





ptarmigan

Flexible art

Tim always creates his art with an eye to the bigger picture (or smaller). Often an illustration has been repurposed from print to screen or brochure to exhibition stand.

..and finally

If “A picture can say a thousand words”, then perhaps one of Tims’ illustrations can enhance your communication?





playin' chicken

Biography

Tim Griffiths set up as a freelance illustrator and graphic designer in 2000. He previously worked as 'in-house' designer for Edinburgh-based Aspects Software Ltd. Tim helped develop their brand image across marketing and packaging materials. As well as for Aspects, Tim has produced materials for Cinzano, Helixion Ltd, Zonal Retail Data Systems, plus small businesses and organisations in Scotland's central belt.

Tim likes to be able to offer his clients a wide range of skills - from illustration to coding. Tim can be creative in illustration, Flash animation, HTML and even PHP scripting.

Tim achieved a HND in Graphic Design and Typography at Edinburgh's Telford College, having previously worked in education



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☎ 0131 446 0497
@ info@tgiadd.co.uk
🌐 www.tgiadd.co.uk

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