



JOEL IBBETSON

Skills overview

WORK SAMPLES

Creative Concepts
Television
Event visuals
Music videos
Digital POS
Websites
Press ads
Various print
Brochures
Branding / Logos

CONTACT DETAILS

M 0418 247 364
E joel@justifiedtype.com
W justifiedtype.com

Joel Ibbetson: Art-Director / Mac-Operator / Print, Web & Motion cv:2010

ABOUT ME

Born: London in 1978 before emigrating in 1982 (UK/Australian). Currently living in Sydney's north.

Education: Attended Barker College until year 10 before starting a Graphic Reproduction Apprenticeship at Show Ads, Sydney – 1995-98. Various courses & self-taught since then.

Skills: Freelance Art-Director, Mac-Operator & Finished-Artist since 1998. Print, motion, digital & web creative, design, retouching, typography, pre-press, concepts, storyboards & pitching.

Hobbies: Live-visuals production, research & experiments into programmatic audio & motion-reacting visuals, soccer (captain) & traditional painting.

ACHIEVEMENTS OVERVIEW

- 2010** **Womens Weekly TVC** – Art Department on a 3 day shoot
Cold Sore (Short Film) – Art Director & art-department on 18 minute film
Time Warner – Design & production of various monthly web banner ads
Village Roadshow – Design & production of monthly 16pp trade magazines
Tribe Living – Brand identity, advertising, design & print production
Gulf Conveyor Systems – Design & print production of 272pp hard-bound book
Loyalty Locksmiths – Website design & development
DFK ANZ – Design & Production of quarterly newsletter x 10 firms
CIB Accountants & Advisers – Design & production of quarterly newsletters
- 2009** **NSW Business Chamber** – Create stage visuals for awards night
Riverbeats Festival – Create projected visuals for festival evening
STEP Inc – Website design & development
Umina Beach Village – Create & manage tourism website
DFK ANZ – Design & Production of quarterly newsletter x 10 firms
Greg James Garage Doors – Website design & development
'Against the Odds' – Design & print production of 272pp hard-bound book
CIB Accountants & Advisers – Design & production of quarterly newsletters
Telstra – Monthly print & digital POS campaign from supplied ATL
- 2008** **Richie Williams** – Album cover & promotional campaign
CIB Accountants & Advisers – Rebrand all print, web & digital material
Jack Of All Trades – Press campaigns for both Australia & New Zealand shows
JDRF – 48pp Annual Report – Design & print production
Broken Chip – Partner of electronic music & video act – Various Live-sets
Various Live-sets – Live visuals for a number of bands & events
Telstra – Monthly print & digital POS campaign from supplied ATL
- 2007** **Tony & Guy** – Design & spraypaint exhibition stands for 2007 Hair Expo
Good Buddha – Album launch, on-stage visuals & live vj set
JDRF – Annual Jelly Baby Ball program design & illustration
Telstra – Monthly digital POS using Flash & After Effects
Polyglaze – 'Win a Commodore' – Instore POS & online promotions
- 2006** **U2 & Channel 4** – TVC Promos – Artwork & print production
Telstra – Digital POS using Flash & After Effects
Tenth House – Various freelance placement around Sydney

SOFTWARE & APPLICATIONS

PRINT Adobe cs5 & below – Acrobat, Illustrator, Photoshop, Indesign, Quark XPress, QuickCut

FILM Adobe AfterEffects, Final CutPro, Compressor, DVD StudioPro, Flash, Quartz Composer, ArKaos, VDMX

WEB Adobe GoLive, Flash – Basic HTML, CSS & PHP.

OTHER Microsoft, Stock image searching

RV Sandstone – Logo & website design

Big Day Out – Spraypaint murals as backdrops for the hip-hop tent

Australian Boutique Beverages – Brand identity, print & website design

Tales of Mine – Band logo & website design

2005 **MTV** – 'Budgie Smuggler' 2006 VMA's TV awareness campaign

Konica Minolta – 'Unshakeable' logo design & print promotions

Zodiac – 'Clean Up' campaign print design, finished-art & QuickCut despatch

Jim Beam – 'Barrel Can' campaign press artwork, retouching & finished-art

Agent:101 – 8 x music videos, live visuals & 'Blue Pixels' Album Cover

CBD Insurance – Website design & production

Reflection Time – Slideshows & advertising for the funeral industry

2004 **Full Throttle 'Debut EP'** – Website, album cover & print promotions

URS – Sydney Airports' Masterplan & EIS for Government submission

Microscopic Haematology – Website design & production

Partner of Agent:101 – Electronic music & video act – Various Live-sets

National Assistance Services Australia – Brand identity, print & website

Kailon Technologies – Brand identity

2003 **Tanglefoot** – Logo, posters & website design

Radar RFID – Logo, brand identity & website design

Hotel Cremorne – C.lounge re-branding & internal promotions

Starboard – Band logo & website design

2002 **Australian Therapeutic Solutions** – Branding & business identity

Desktop People Sydney – Freelance Finished-artist/Mac-operator

Aquent Partners Sydney – Freelance Finished-artist/Mac-operator

2001 **Red Cell Design London** – Studio manager/Art-worker

2000 **Jordans Foods' Cereals** – Mac-operating, retouching & finished-Art

Kew Royal Botanical Gardens – Mac-operating, scanning, retouching

Aquent Partners London – Freelance Finished-artist/Mac-operator

1999 **Justified Type** – Registered for freelance print design & production

New Idea magazine – Publication Officer & Night Pre-press Co-ordinator

Scott Digital/Pacific Publications – Nightshift Finished-artist/Mac-operator

1998 **Gasworks/Y&R Sydney** – Establish Gasworks inter-agency studio

'95-97 **TAFE School of Graphic Arts** – Graphic Reproduction Apprentice, Show Ads



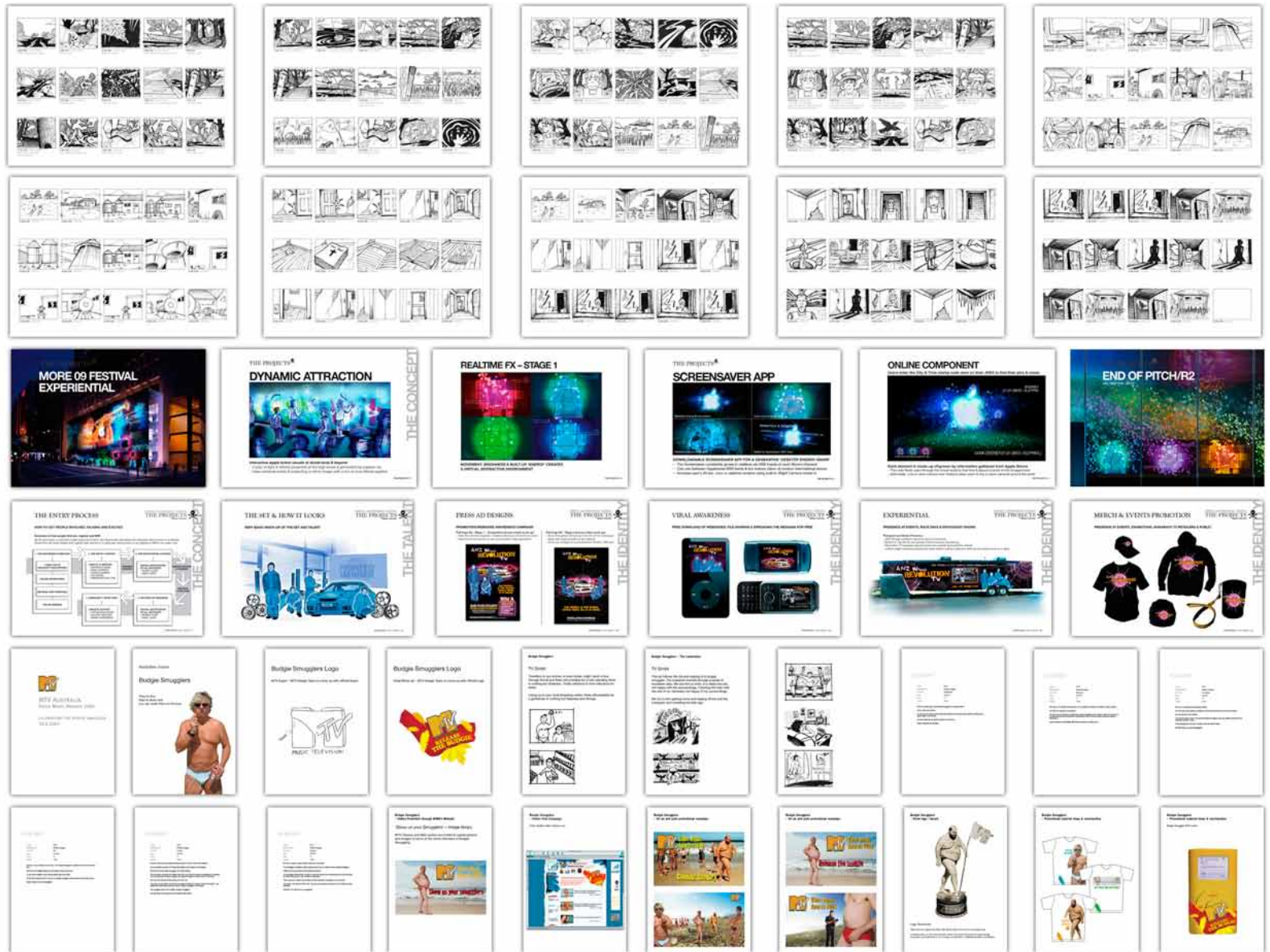
WORK SAMPLES

Branding / Logos

M 0418 247 364

W justifiedtype.com

Concepts, pre-production ideas, pitch documents, integrated campaign concepts, scripts & storyboards





JOEL IBBETSON

Skills overview

WORK SAMPLES

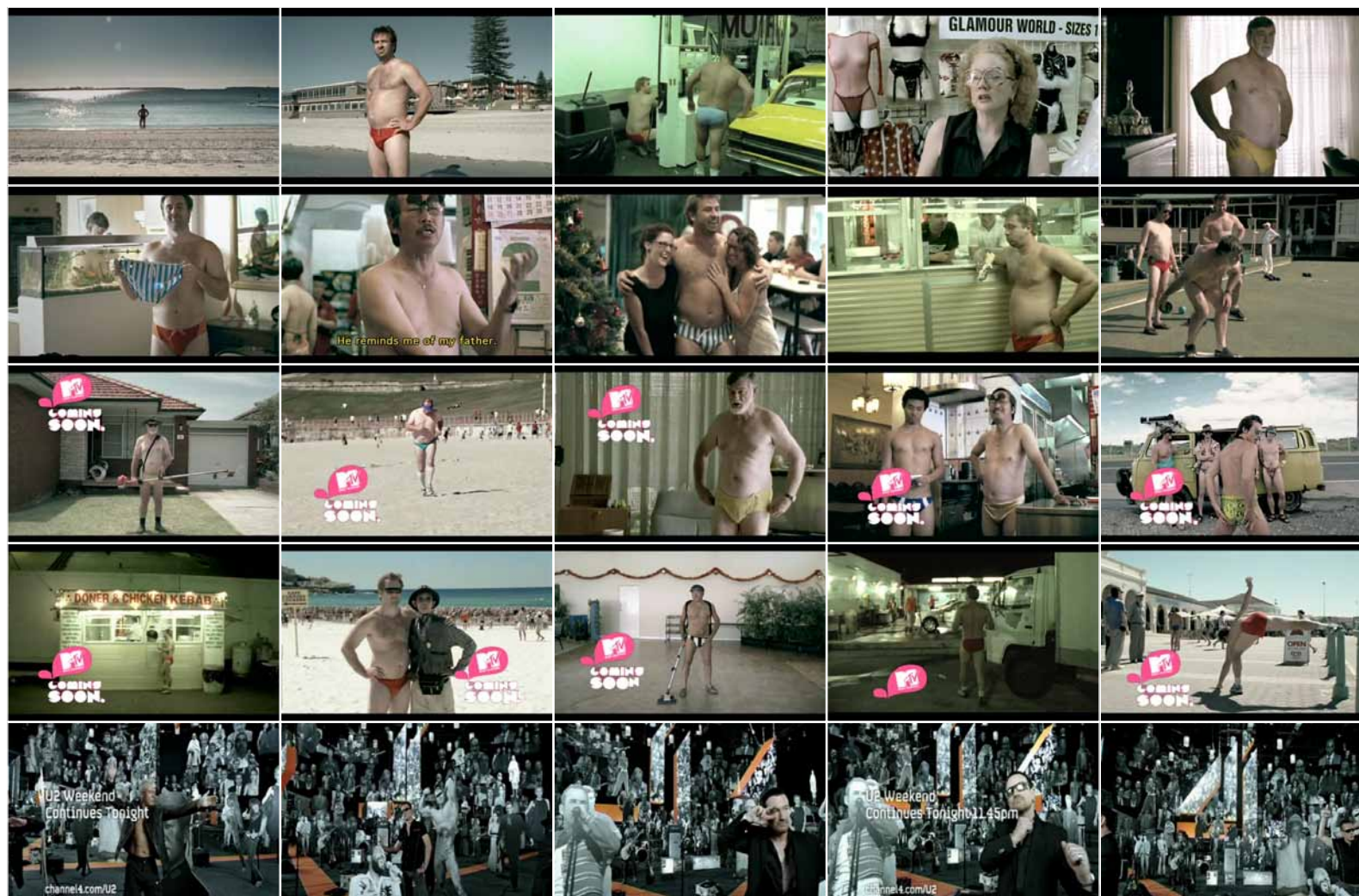
Creative Concepts
Television
Event visuals
Music videos
Digital POS
Websites
Press ads
Various print
Brochures
Branding / Logos

CONTACT DETAILS

M 0418 247 364
E joel@justifiedtype.com
W justifiedtype.com

Television

Concepts, creative pre-production & art-department



Creative & conceptual, pre-production & on-set art-department roles

MTV – 2006 VMA Awards Awareness Campaign; Creative concept, winning pitch & initial art-direction

U2 / Channel 4 – Working with the Director & Art-director from 3DStudioMax animatics; Print production, deep-etching & set-dressing



JOEL IBBETSON

Skills overview

WORK SAMPLES

Creative Concepts
Television
Event visuals
Music videos
Digital POS
Websites
Press ads
Various print
Brochures
Branding / Logos

CONTACT DETAILS

M 0418 247 364
E joel@justifiedtype.com
W justifiedtype.com

Event Visuals

Concepts, art-direction & production – AfterEffects, Flash, Quartz, VDMX



Visual backdrops for bands & electronic acts & parties

Samples of still photography, cinematography processed with After Effects
Later mixed live with further audio-reacting elements & effects



JOEL IBBETSON

Skills overview

WORK SAMPLES

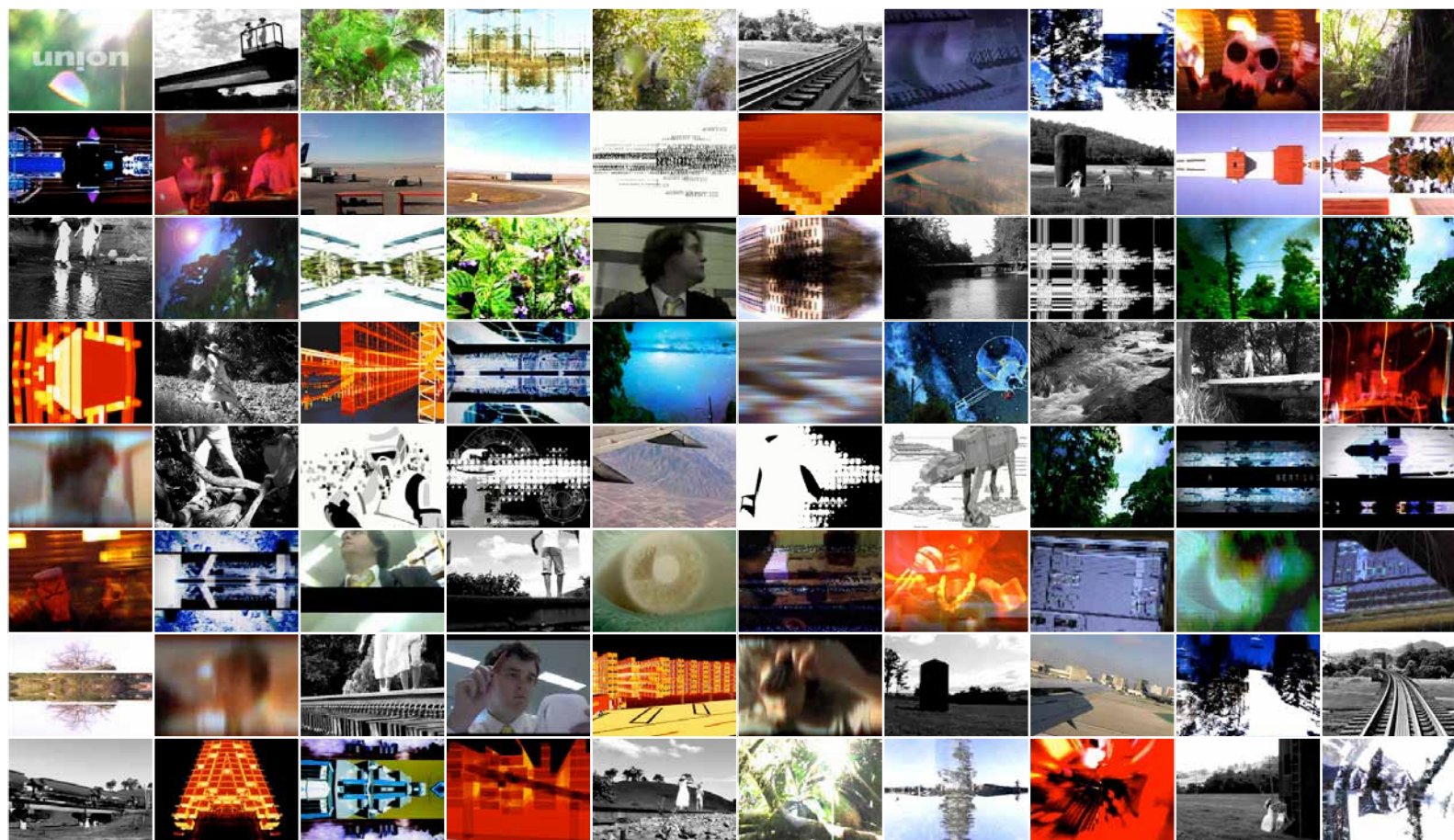
Creative Concepts
Television
Event visuals
Music videos
Digital POS
Websites
Various print
Press ads
Brochures
Branding / Logos

CONTACT DETAILS

M 0418 247 364
E joel@justifiedtype.com
W justifiedtype.com

Music Videos

Concepts, art-direction & production – Film, animation & AfterEffects



Various video clips for Agent:101 & Broken Chip

Agent:101 – Samples of still video clips for Agent:101 project
Film, animation & final editing



JOEL IBBETSON

Skills overview

WORK SAMPLES

Creative Concepts

Television

Event visuals

Music videos

Digital POS

Websites

Press ads

Various print

Brochures

Branding / Logos

Digital POS

Flash & AfterEffects animations created from print POS



CONTACT DETAILS

M 0418 247 364

E joel@justifiedtype.com

W justifiedtype.com



JOEL IBBETSON

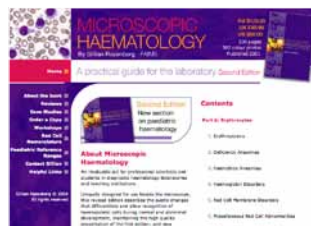
Skills overview

WORK SAMPLES

Creative Concepts
Television
Event visuals
Music videos
Digital POS
Websites
Press ads
Various print
Brochures
Branding / Logos

Website Design & Development

Design, illustration, retouching, art-direction, site-mapping & some coding



CONTACT DETAILS

M 0418 247 364
E joel@justifiedtype.com
W justifiedtype.com

Website design & development

Various website over the years



JOEL IBBETSON

Skills overview

WORK SAMPLES

Creative Concepts

Television

Event visuals

Music videos

Digital POS

Websites

Press ads

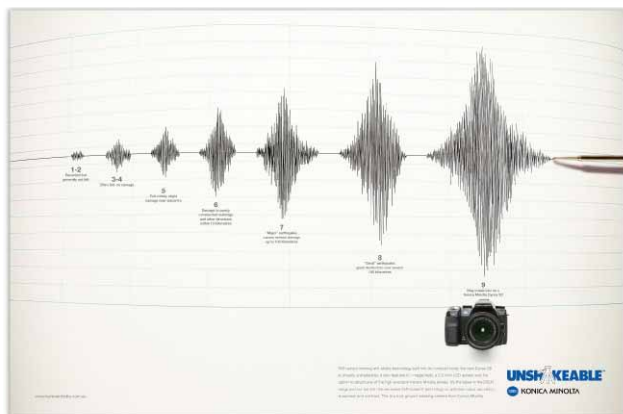
Various print

Brochures

Branding / Logos

Press Advertising

Conceptual, pre-production



CONTACT DETAILS

M 0418 247 364

E joel@justifiedtype.com

W justifiedtype.com

Various press-ads

BBC Motion, Jim Beam, Zodiac, Konica & Taubmans – Design, typesetting, illustration, retouching finished-art & QuickCut.

Renault Waitara layouts from style-guides, typesetting, illustration, retouching finished-art, Quick cut.



JOEL IBBETSON

Skills overview

WORK SAMPLES

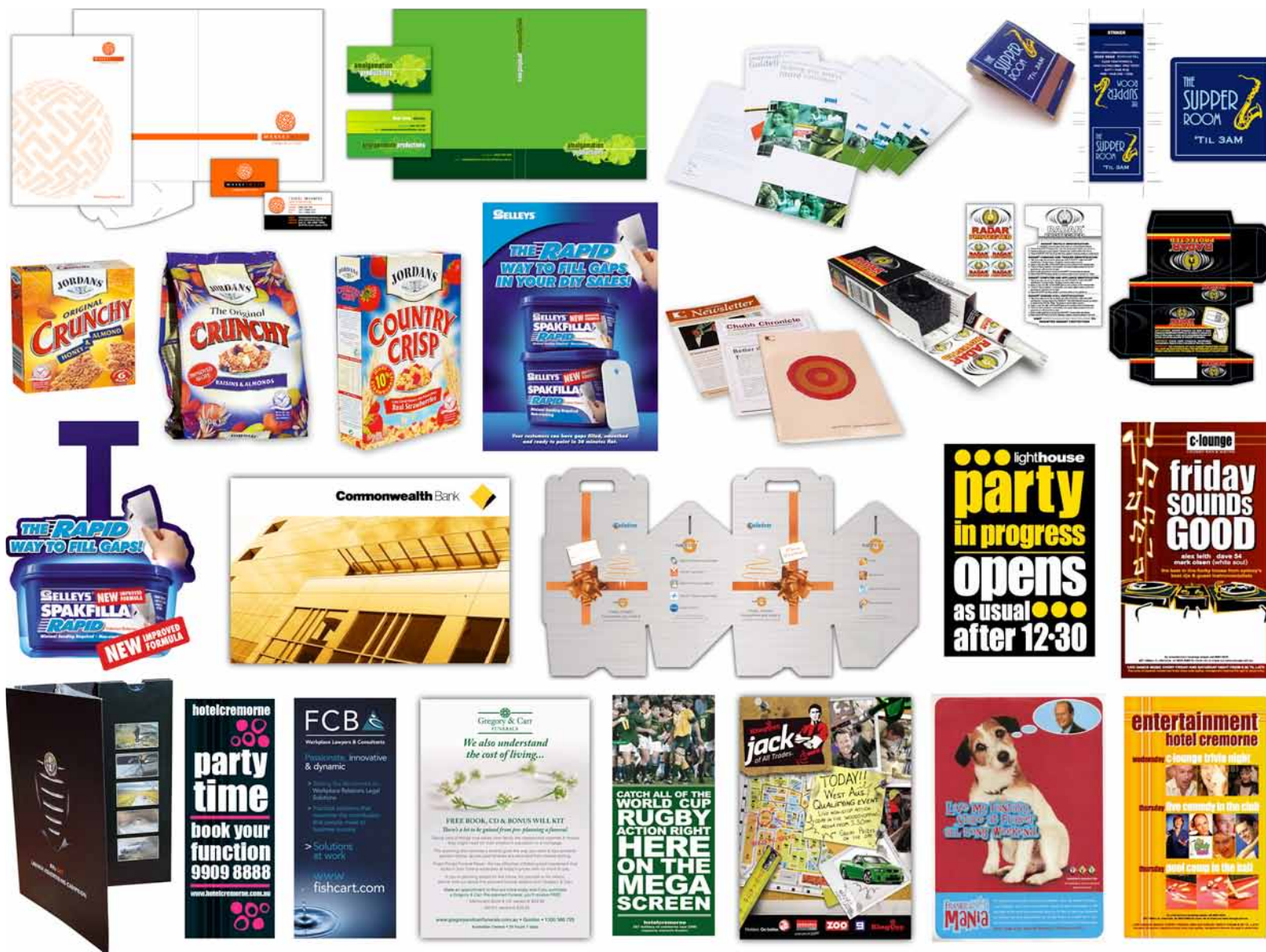
Creative Concepts
Television
Event visuals
Music videos
Digital POS
Websites
Press ads
Various print
Brochures
Branding / Logos

CONTACT DETAILS

M 0418 247 364
E joel@justifiedtype.com
W justifiedtype.com

Various print

POS, DM, Large format, packaging, books etc – Concepts, design, illustration, retouching, typesetting & final print production or file delivery





JOEL IBBETSON

Skills overview

WORK SAMPLES

Creative Concepts
Television
Event visuals
Music videos
Digital POS
Websites
Press ads
Various print
Brochures
Branding / Logos

CONTACT DETAILS

M 0418 247 364
E joel@justifiedtype.com
W justifiedtype.com

Brochures & Newsletters

Design, typography, Illustration, retouching, tables & graphs, finished-art, print production & file delivery





JOEL IBBETSON

Skills overview

WORK SAMPLES

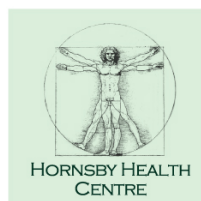
Creative Concepts
Television
Event visuals
Music videos
Digital POS
Websites
Press ads
Various print
Brochures
Branding / Logos

CONTACT DETAILS

M 0418 247 364
E joel@justifiedtype.com
W justifiedtype.com

Branding / logo design

Conceptual, pre-production



Various logos & brand development
Samples of illustration, design, typography

The End
Contact me