

## Case Study 2: Press and Poster Campaign for Virgin Media

This campaign was originally for NTL. The brief was to create a futuristic cityscape. This was unachievable in terms of costs and logistics so designuk went down the CGI road. Unfortunately after a couple of months they realised the limitations of working in purely CGI and asked me to come onboard to help create a photo realistic finish. This involved liaising with the 3D technicians.

I created flares, added whooshes, little nuances of light, glare, reflections - and generally had to bring the whole campaign to a coherent result.

By the time the job was finished, NTL had been sold to Virgin who coincidentally use red whooshes as well!









