

stephen burdick design

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Detail from our illustration in the Boston Globe

IT'S BEEN A GROUNDBREAKING SEASON at Stephen Burdick Design. Our illustration was selected for publication in local periodicals, we received more accolades in design contests, and we created our first television ads! As we celebrate our first decade in self-employment (yes, we *will* let you know about the party, we've just been too busy to pick a date!), past clients returned and some new clients appeared with exciting design projects. Samples of our work can be seen on our website: www.stephenburdickdesign.com.

VIEW FROM THE HILL: We often promote ourselves by sending sketches of local events to art buyers and editors. The art director for the Boston Globe OpEd page responded to our illustrations of the scene outside the State House during the initial same-sex marriage debates on Beacon Hill in February. When debates resumed in March, we created a one-third page editorial drawing for the Globe to accompany a column by Scot Lehigh.

RETURNING CLIENTS: Project Place returned for production of their 2003 Annual Report; invitations to their 2004 Golf Fundraising Event; a new Strategic Plan booklet to outline actions to focus their mission and programs over a 3-year period; and updates to their website, www.projectplace.org, that we created in 2002.



Cover of the 2003 Project Place Annual Report



Promotional pin for Wainwright Bank saluting Boston's Pride events

"I WANNA BE A PRODUCER!": Our friends at Wainwright Bank asked us to produce banners, badges and advertising materials for their sponsorship of Boston's Pride events. Part of that project included creating three 10-second television spots to be shown on a Jumbotron during the festivities. We created the ads (basically type quotes fading into their logo) using a slideshow presentation program, then converted them to video with the help of a local video transfer company – creating a low-cost, high-impact promotion for the Bank!

NEW CLIENTS: Carole White Associates contacted us to produce a corporate brochure highlighting their real estate sales services, convenient West Roxbury location and diverse employee base. We produced a 4-color brochure including a watercolor painting of their headquarters by local artist Dan de Angeli.

Stephen Burdick is a Graphic Designer with over 20 years experience in the Boston area. Estimates are cheerfully provided by calling 617.695.1400, or toll free at 1.877.SBD.4ART (877.723.4278). Find out more online: www.stephenburdickdesign.com. All artwork ©2004.

Newsletter

Summer 2004



Detail from Bay Windows' travel insert cover

OUT ON THE NEWSSTANDS: Bay Windows, a local gay and lesbian newspaper, asked us to create a full-color cover illustration for their travel insert, focusing on regional travel destinations from Provincetown, Northampton, Ogunquit and beyond. There was only one problem with the final artwork, said editor Andrew Rapp: "now we can't outdo ourselves in future editions!" According to the editor, the insert received a standing ovation from the Provincetown Business Guild!

MERGER MANIA: Wainwright Bank asked us to develop ads and posters for their Merger Campaign, luring customers disappointed with results of the merger of local banks with Bank of America. The campaign included the development of a "mascot" – a character that appears on the materials in various situations. Response from clients and local advertising professionals was impressive.



Mascot for the Bank's ad campaign

CLIENT GUSH: "The response to our latest Annual Report has been phenomenal. We're a socially responsible bank, which is very unique in our industry, and SBDesign successfully captured and conveyed that uniqueness." – Steve Young, Wainwright Bank, on their 2003 Annual Report.

You can read more client comments on our site: www.stephenburdickdesign.com/gush.html



AWARDS: The Communicator Awards, an international awards competition founded by communication professionals to recognize excellence in the communication field, selected some of our projects for honors:

- Award of Distinction for the Wainwright Bank Fall 2003 Newsletter;
- Award of Distinction for GTI Properties' SOWA Holiday Card illustration;
- Honorable Mention for the Wainwright Bank Annual Report 2002.

Winners of the Communicator Awards and their clients are noted for outstanding work judged on quality, creativity, and resourcefulness. See samples of these projects on our website!

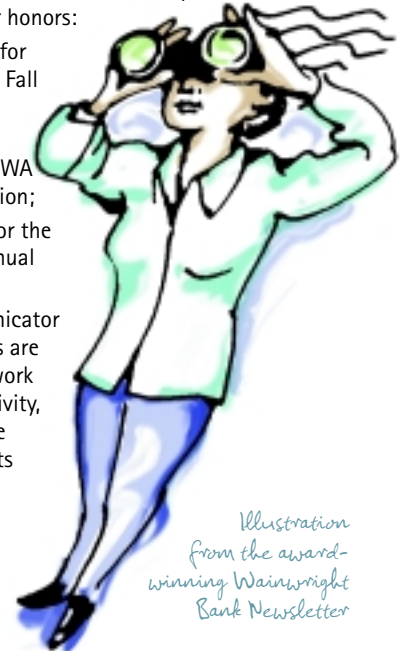


Illustration from the award-winning Wainwright Bank Newsletter