

CASE STUDY

ILLUSTRATION

SALT STREET / CHANNEL 4



SKILLS

- CLIENT LIASON
- CREATIVE IDEAS
- GRAPHIC DESIGN
- ILLUSTRATION
- LARGE FORMAT PRINTING
- INSTALLATION

CLIENT

- BASED IN SHEFFIELD, UK
- FILM MAKERS



BRITAIN'S

ABANDONED PLAYGROUNDS



A picture is worth more than a thousand words, and sometimes a story board says more than a script. That's why the team from salt street productions hired me to draw and lay out two storyboards for two full episodes and three splash images they could put in front of the people of Chanel 4 to visualise their ideas, give them a feeling for the high-energy and fast-paced episodes and ultimately convince them to say "YES" to the show.

The production started and the athletes needed a vehicle to take them to all the locations. To spice up the big purple bus that was chosen I designed some images of the athletes themselves doing neck braking stunts which I then printed on vinyl wrap and installed on the bus.



This bus became an iconic image of the show and can be seen in many shots when the athletes are traveling, using it as their creative hub or chatting in front of it.

To watch the show head over to Chanel 4's webpage - [click here!](#)

