



A Portfolio of Design work by Christopher Power

VISION STATEMENT

To design and diffuse the tension between functional and aesthetic goals, working within the boundaries defined in communication problems. Unlike other art forms, which exist for their own sake, I design to solve particular real-world problems. The problem? I'll tell you, to create distinct and innovative methods of communication, using the vision of a businessman, the lust of a consumer and the wit of a designer.

Title: Silva Homes Construction

Brief: Illustrated custom logo, banner, promo Ad, Postcard and website

Role: Illustrator
Art Director
Conceptual Designer
Project Manager

SHC is a family owned masonry construction company.

Their services are offered to high end clientele. Universities, Churches, CEO's and the state have contracted Silva Homes Construction in the past.

A logo, website, postcard mailing, tradeshow banner and magazine ad, were all designed with the same style and feel to give SHC that lasting and cohesive image in the eyes of their demographic.

www.gotosilvahomes.com



Title: Options In Fitness

Brief: Illustrated custom logo, website Golf Ad, Coupon, and Magazine Ads

Role: Illustrator
Art Director
Conceptual Designer
Project Manager

Options In Fitness is a private personal training and massage therapy studio.

Options in Fitness understands that everyone needs a variety of options when it comes to achieving and maintaining a strong and healthy body and mind. Therefore, we offer an extended array of fitness and wellness options.

A logo, website, golf specific ad, coupon and magazine ads, were all designed with the same sleek and bright style directly targeting their demographic.

www.optionsinfitness.com



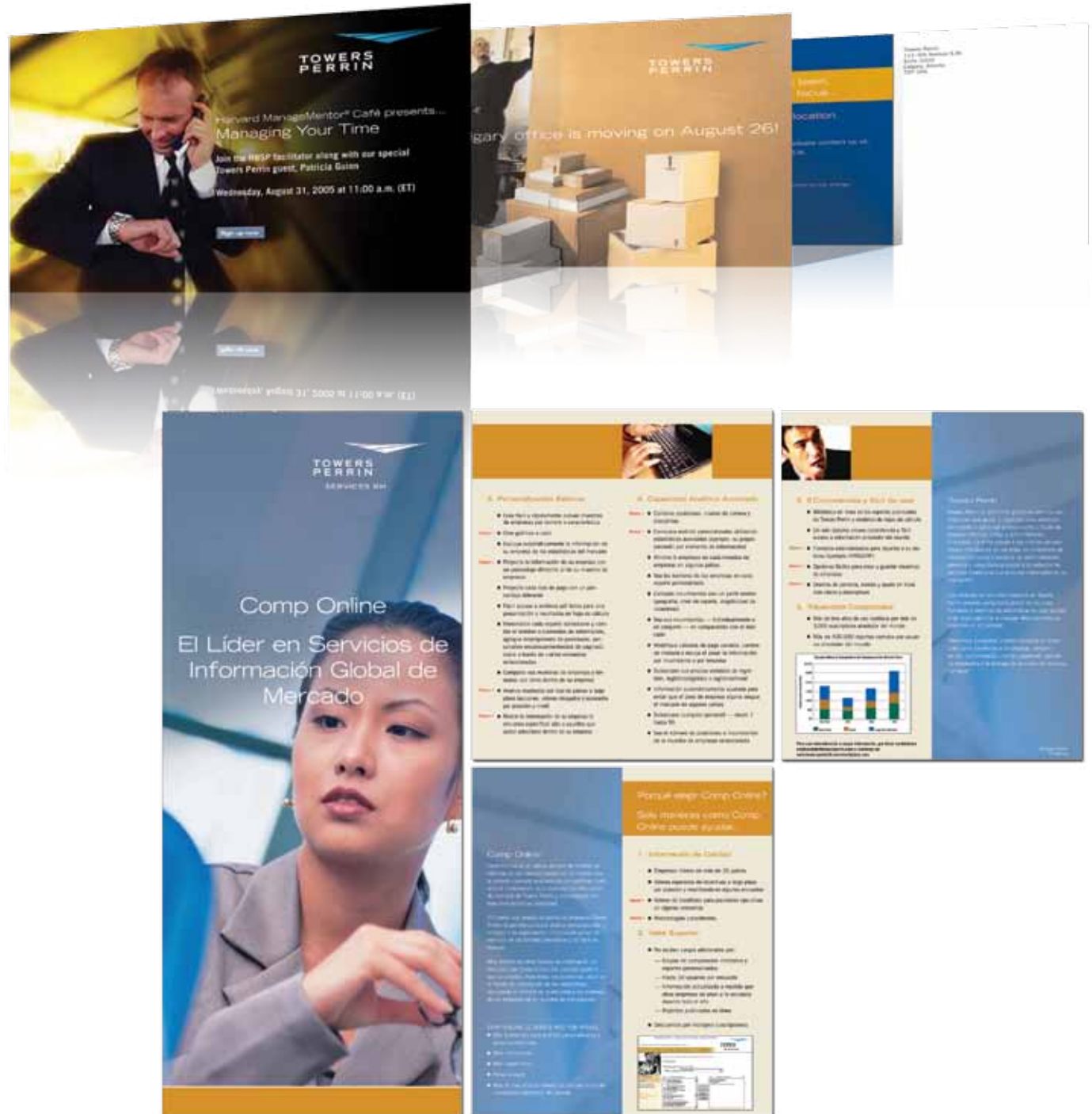
Title: Back page Ads

Brief: Magazine ads for back covers

Role: Art Director
Graphic Designer

ICMD offers high quality design, content and distribution over the web. The backpage ad offers advertising in portrait and landscape format, as well as interactive flow and color theory—perhaps the greatest compliment of all.





Title: Towers Perrin Marketing Plan

Brief: Concept and designs for corporate identity and marketing pieces.

Role: Art Director
Graphic Designer

Towers Perrin is a professional services firm that helps organizations improve performance through effective people, risk and financial management.

These materials, in addition to other magazines, forms and posters, are promotional and informational items sent to clients and companies regarding Towers Perrin.

Title: Urban Health Plan Promotion

Brief: Design and development of gate-fold brochures.

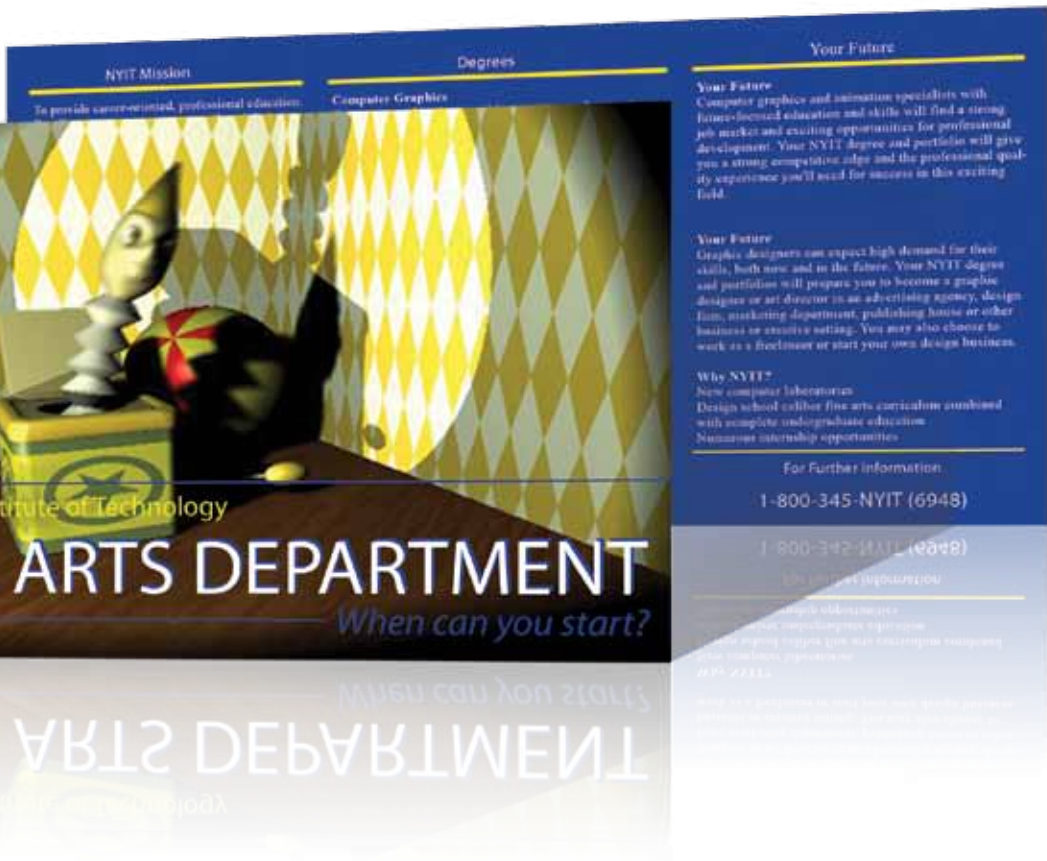
Role: Art Director
Graphic Designer
Project Manager



Urban Health Plan's mission is to continuously improve the health status of underserved communities by providing affordable, comprehensive, and high quality information.

Designed are 2 of 6 gatefold brochures designed on general health, AIDS, family care, and other various health topics.





Title: Fliers

Brief: Flier Design

Role: Designer

New York Institute of Technology's Fine Arts Department is established and strong, yet lacked a marketing plan with sass and appeal to incoming freshmen and high school seniors.

Marvin Dowdell's Twilight Tattoos e-blast and promo flier.

Modeling Comp card for Christopher Power.



Title: Health Monitor Marketing material for the NY Giants Health & Fitness publication

Brief: Marketing Material.

Role: Designer
Art Director
Project Manager



Health Monitor is a custom patient education publishing company.

The goal was to create a series of presentation material to be presented at meetings/conferences in conjunction with the redesigned mediakits (not displayed here).



Title: Health Monitor Marketing material for the DTC Conference

Brief: Conference Marketing Material.

Role: Designer
Art Director
Project Manager

Health Monitor readily attends conferences and host events for clients.

The 2008 DTC event included one booth display, one 3-panel pull banner, and a slew of ceiling posters, postcards, e-blasts, VIP passes, handouts and e-blasts.



Title: Photoshop Surgery & layout/
cover design for Health
Monitor

Brief: Photo retouching of original
images for covers and
layouts.

Role: Photoshop Surgeon
Designer

Often the image you have in mind, is
not always the
image you are blessed with.

This is where I come in... photo
retouching, color adjustments and
other intensive photo manipulation
and montages are necessary
to achieve desired affects for
publication covers and editorial
design layouts.



Title: Health Monitor Doorboards
 Brief: Doorboards placed in Doctor Offices nation wide.
 Role: Designer

Health Monitor is identified as a company that can offer a 6-1 ROI.

With that said, HM linked up with a variety of pharma companies to invest in new product developments, such as these doorboards on Psoriasis, Diabetes and Health Foods.

DID YOU KNOW?

1 OUT OF 5 PEOPLE WITH PSORIASIS DEVELOP A SERIOUS FORM OF ARTHRITIS

You know how painful, uncomfortable, and unsightly your psoriasis can be.

Perhaps lately, you've begun to notice you have...

- back pain
- sore hands
- aching knees and elbows
- morning stiffness that lingers
- general fatigue

Patches of raised, red skin covered by silvery-white scales on your

- scalp
- elbows
- lower back
- knees

Pitted, thickened or discolored nails

circle your sore joints


How much of your body is affected by psoriasis?

Coverage Description
 Less than 25%—mild
 25 to 100%—moderate
 More than 100%—severe

Ask your doctor if your skin lesions and joint pain could be Psoriatic Arthritis

A Health Monitor Guide Please Take One

Please refill with




Thank you for your purchase

What is Psoriatic Arthritis?

Psoriatic Arthritis is a form of arthritis associated with psoriasis. It results when your immune system which normally protects against invaders mistakenly attacks your own body. In addition to the scaly, red and white skin patches of psoriasis, it causes stiffness, pain and swelling of your joints.

Symptoms

- Skin symptoms of psoriasis
- Pain and swelling in joints
- General fatigue

Why Worry?

If you have untreated Psoriatic Arthritis, you risk permanent joint damage and continued skin problems.



How does Psoriatic Arthritis affect your joints? Ask your doctor to show you on this diagram.

This information is provided compliments of Abbott Laboratories



This information is provided compliments of Abbott Laboratories

DID YOU KNOW?

BLOOD GLUCOSE LEVELS ARE AFFECTED BY Food Exercise Medication

But Mostly Food?

To see how the meals you eat affect your blood glucose level, try testing before and 2 hours after the beginning of meals.

| Guidelines: | Before meals | After meals |
|-------------|--------------|-------------|
| • 110 mg/dL | • 140 mg/dL | • 180 mg/dL |

My current readings:

| | |
|--------------|-----------|
| Before meals | 140 mg/dL |
| After meals | 195 mg/dL |

Difference between results:

| | |
|------------|----------|
| Difference | 55 mg/dL |
|------------|----------|

6.7

If this number is greater than 50mg/dL, try eating fewer carbs with your meal.

Maintaining tight control of blood glucose levels helps reduce the risk of serious complications.

Try to maintain A1c at or below this level.

Average Blood Glucose



Add a diabetes educator to your team. Diabetes educators build on the information your health care provider gives.

This information is provided compliments of Lifescan and the American Association of Diabetes Educators

Take-Away Literature Holder

Take-Away Literature Holder

KIDS THINK

Healthy Food looks like...

"Healthy Refrigerator" Tyler Hayes | Age 9 Thomas Jefferson Elementary



"My Healthy Breakfast" Tam Lyons | Age 12 St. Columbanus



This information is provided compliments of Pediatric Health Monitor, Equal Health World, WE CAN! National Health and Blood Institute and our sponsors.

we can! A Program from the National Institutes of Health

National Heart Lung and Blood Institute

Take-Away Literature Holder

Title: Health Monitor
Cover & Display Redesign

Brief: Cover Redesign of custom
publications, placed in
Doctor Offices nation wide.

Role: Designer

Health Monitor's clients deserve the
best look and feel of today.

To accomplish this task the display
case as well as the HM covers were
redesigned to fit the ever changing
face of publishing and society.



Title: Health Monitor & Doctor Rachelefsky Conference Promo

Brief: Redesign sales team slide, and use the new style in promo posters, e-blast design and editorial layout.

Role: Designer Project Manager

Health Monitor works with very prestigious doctors such as Doctor Rachelefsky, Allergies & Asthma Expert.

The following designs were created for the AAAAI conference, where our booth presented Rachelefsky's new book and offered a free book signing.



Title: Photo retouching

Role: Illustrator
Designer
Project Manager
Player

From left to right you will see a photo montage designed to elicit a certain emotion and provoke thought — a rose touched into a crack in the concrete adjacent to the Tupac poem “A Rose That Grew From the Concrete” — “Me Against the World” themed montage.

You will notice 2 photos retouched and revamped. A WWII photo from France & and 1970s wedding photo.





Title: Logo Design

Role: Illustrator
Art Director
Conceptual Designer
Project Manager

Logo designs centered around company name, color combinations, and underlying themes.

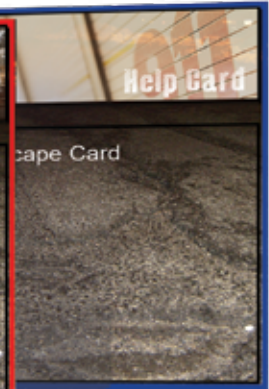
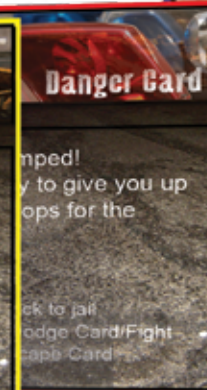
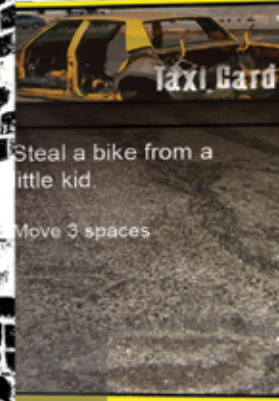
Standard coordination with all marketing firms, company management, and KOL's.

Title: MOST WANTED

Brief: All inclusive Board Game design. Logo, logo variations, playing cards, theme, package design, etc.

Role: Illustrator
Designer
Project Manager
Player

MOST WANTED is a board game geared towards teenagers and fun loving adults. The game design consists of a certain "street" style, logo variations, color schemes, slogan, materials and package design.



Title: Websites

Brief: Concept through completion of websites.

Role: Designer
Project Manager

Working closely with each owner or project manager of these companies/individuals, we managed to create a solid look and cohesive feel with the websites through and through.

Websites include CSS style sheets, coding and animation.

www.cpowerdesigns.com/cp_model/home.html

www.cpowerfitness.com

www.optionsinfitness.com



Title: 3D Stills & Movies

Brief: Concept through completion of sketches, 3D modeling, rigging, and animation.

Role: Designer
Illustrator
Modeler



Thank you!!

Boost Nutritional Drinks

Club Blagio

ConductSearch.com

Connors Painting

Club Fit

Core Power Fitness

Data Centrum Communications Inc.
dreamhost.com

Efonica

Entersmart

Executive Marketing Services Corp.

FDA (Food and Drugs Administration)

Health monitor

Hudson Valley Cowboys

ICMediaDirect.com

Invision Inc.

Its All Dance

Korg

KRY Graphics

Las Vegas Dealers Local 721 Union

National Heart Lung and Blood Institute (NHLBI)

New York Institute of Technology

New York Giants

Official Entertainment

Pfizer

Pitch One Presentations

ProfNet

Putnam Federal Credit Union (PFCU)

Silva Home Construction

Symbol Technologies

Towers Perrin

Twilight Tattoos

University of Villanova

Urban Health Plan Enter

Villanova University

walter barnes

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