



Christopher De Smedt

DIGITAL MINI PORTFOLIO 2020



ADVENTURE IS OUT THERE

Outcomes

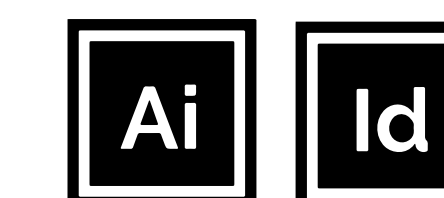
Large format window banner
Static social media outcomes

Details

This campaign was executed at the top of spring, and because of this, I wanted to make sure I was using colours, fonts and layout elements that reflected this energy.

The coloured overlays were pushed slightly further on images that had a more relaxed and mellow tone to them, and tones down on the brighter ones, so as to keep everything at a similar level

Software used





**Beat the
Winter Blues**

**Book a
Summer Escape**

Come inside to book your
summer holiday



**Beat the
Winter Blues**



**Escape
this summer**

SUMMER ESCAPE

Outcomes

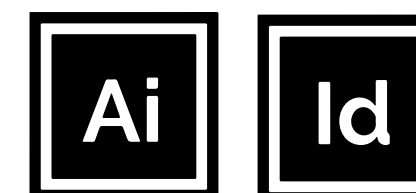
Large format window banner
Static social media outcomes

Details

This campaign was focused on summer breaks, with the aim to capitalise on people being sick of winter, without using elements that would come across as patronising in the cold weather.

I achieved this by pairing warm imagery with colder accent colours, and visa-versa, and by using muted panels to elevate the tone from a mass market 'bucket and spade' feel.

Software used



ADVENTURE IS OUT THERE

Outcomes

Large format window banner
Static social media outcomes
Animated social media outcomes

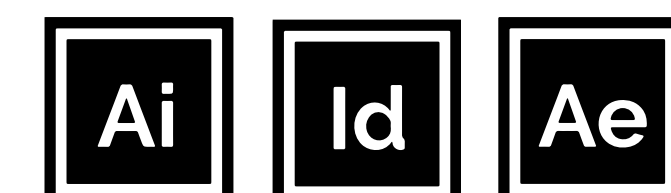
Details

This campaign was aimed at promoting cruises to an audience that may not have experienced a cruise before.

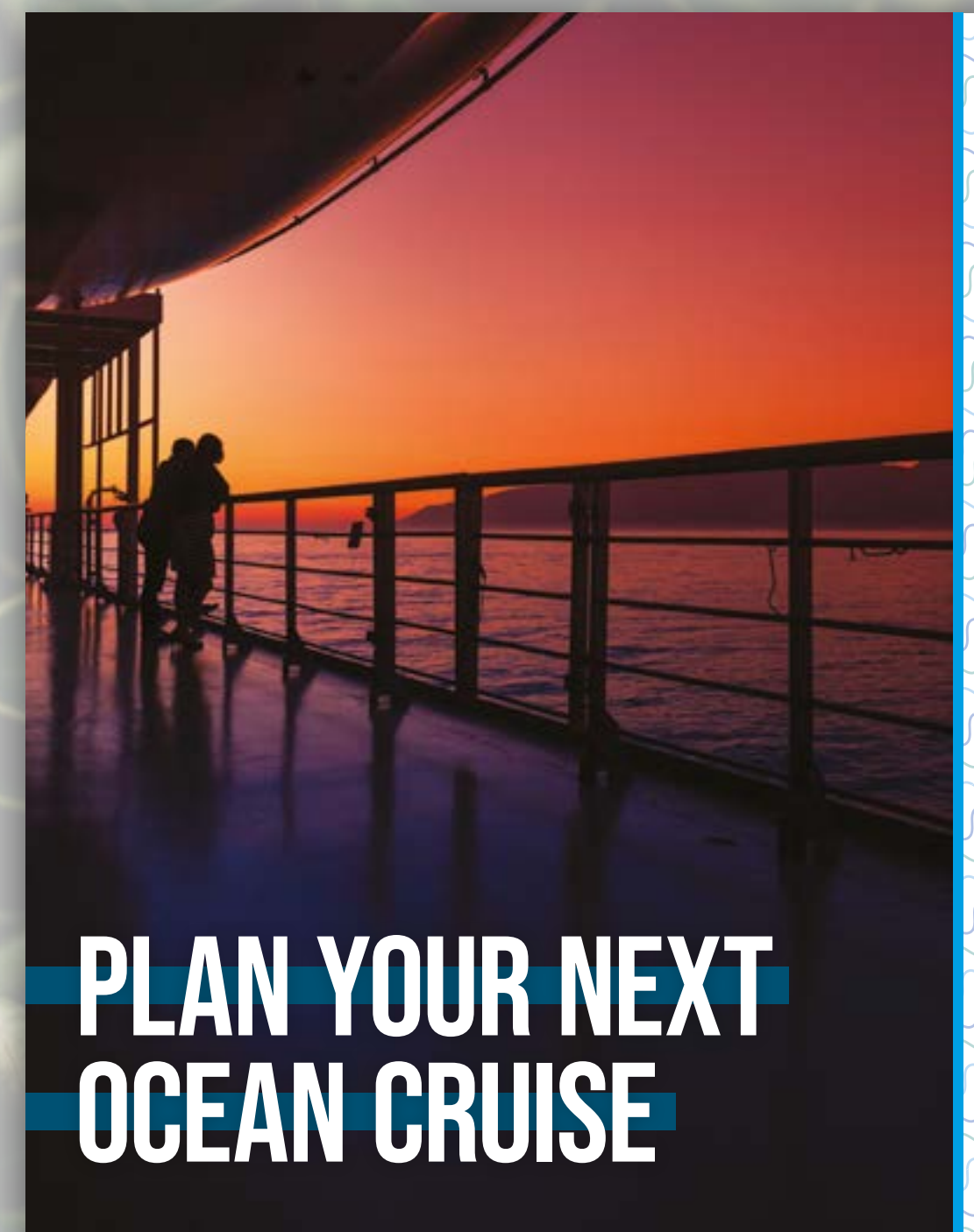
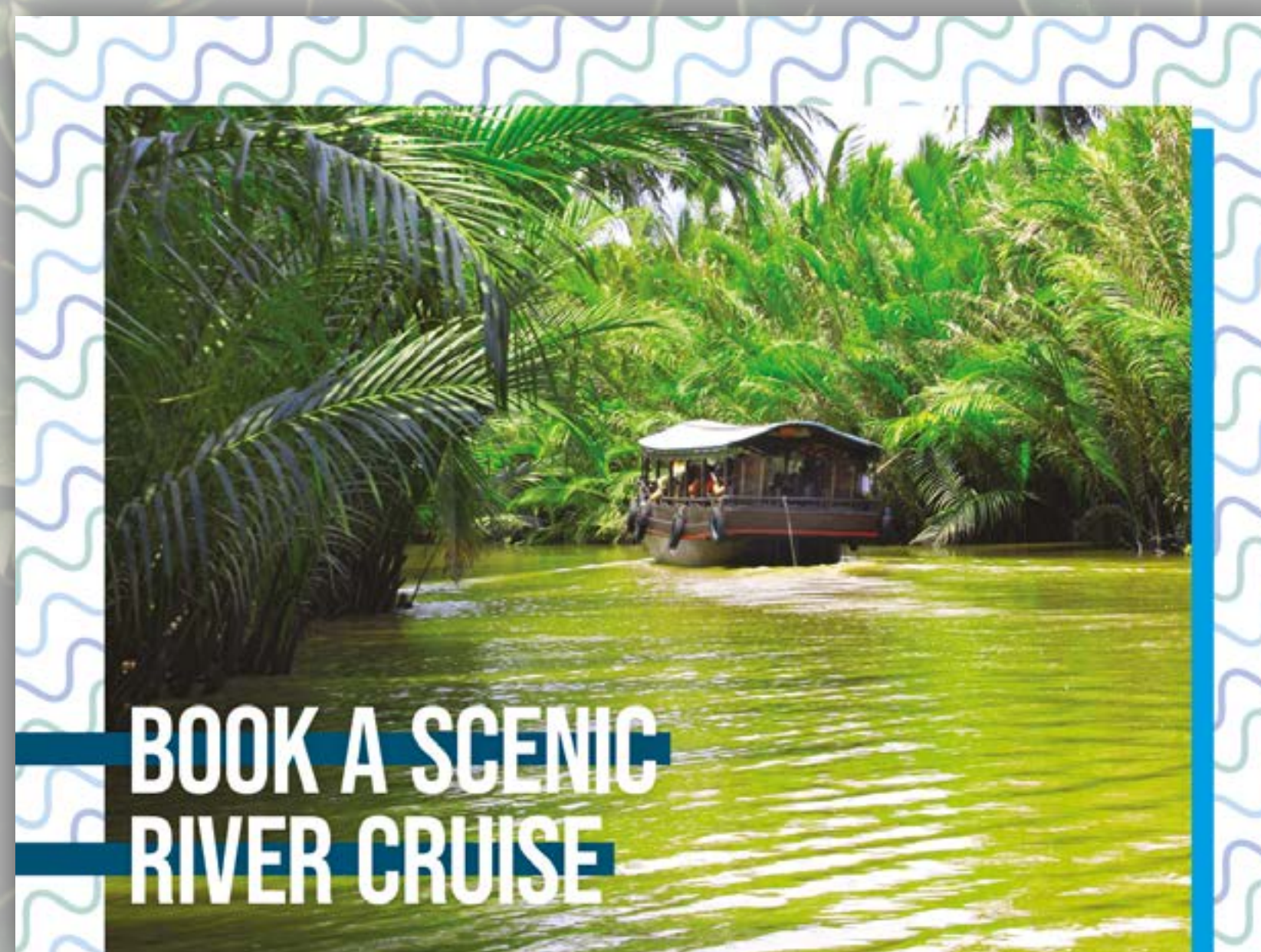
Using my knowledge from working in the cruise industry, I knew that cruise operators are always trying to push for a younger demographic amongst their passengers. I targeted this demographic through bold blocks of colour, simple typography, and by creating a modern interpretation of the sea for the background pattern

I then created a series of simple animated posts that used the background texture to simulate waves. This was to increase sharability, and to stand out on people's social feeds.

Software used



Click here to play



*Come inside to plan your
cruise holiday*



TOTAL TRANSITION PERSONAL TRAINING

Outcomes

Email campaign/template

Details

As part of the branding of Total Transition, I created an email marketing campaign promoting group workouts. I opted to use a limited colour palette, picking the core teal colour of the brand, and chose a bold contrasting orange for the offer text. I also used this colour to accentuate the 3 price points below it, to give a clear hierarchy to the information presented.

The aim was to create an email that was easy to digest, with clearly laid out information, which I feel it achieves.

I hard coded this email in HTML, providing the final file to the client, for them to use on a third party email marketing platform.

The assets and layout I designed were versatile enough to be used for multiple marketing campaigns by the client.



EMAIL TEMPLATE UPDATE

Outcomes

Email template concepts

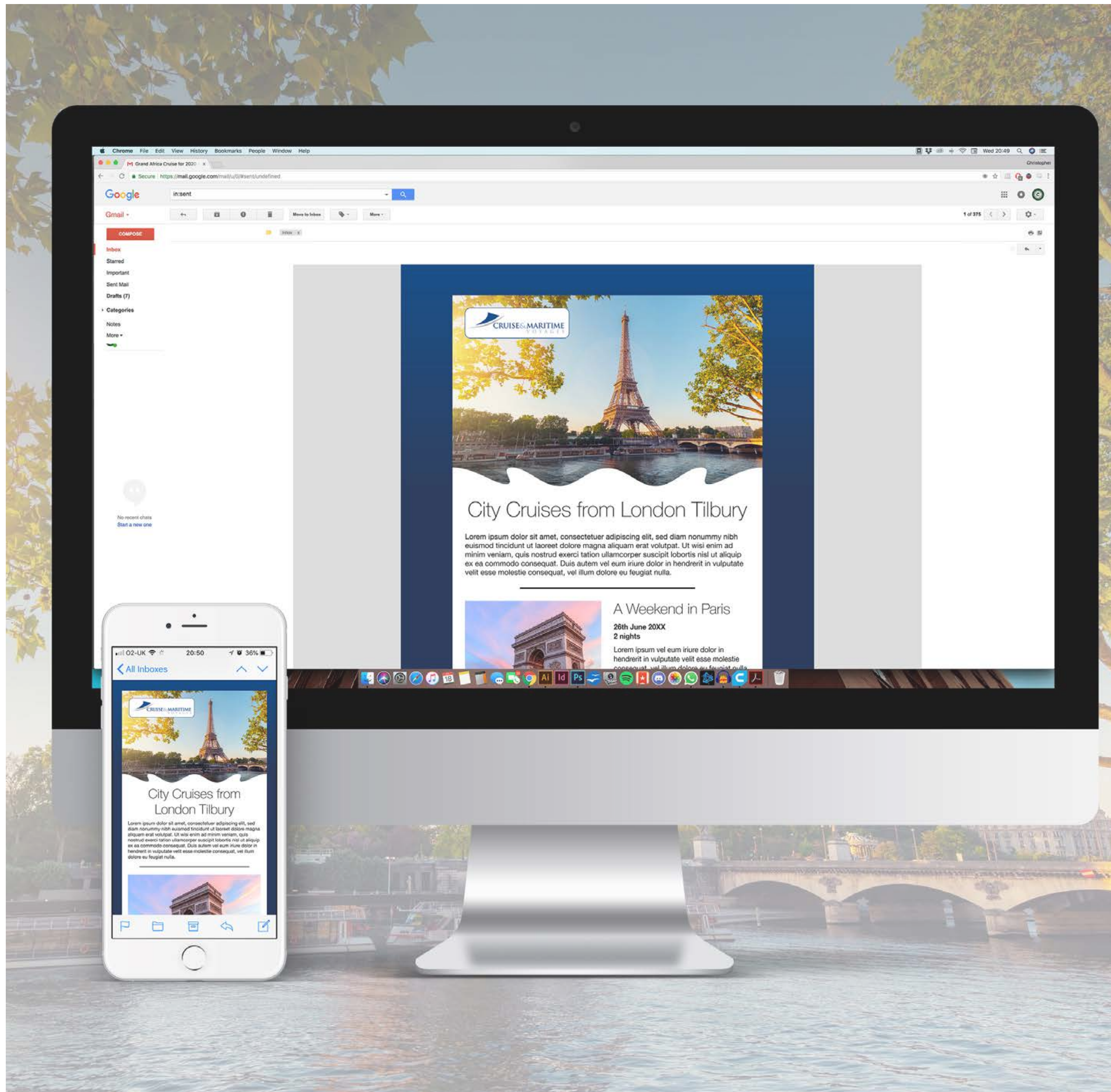
Details

At Cruise and Maritime, I took the lead in overhauling our email marketing strategy, as it was an area that had been neglected prior to me joining the company.

After analysing the data from our previous campaigns, and finding correlations between how product, layout, and design impacted end user activity, I worked alongside a member of staff with a coding background, to create a series of concepts that addressed the conclusions from my research.

I then taught myself the HTML skills that I needed to work within the templates that we created, allowing me to properly amend the creative each week, send the emails, and manage the results.

This template was created to include multiple offers, within a simple layout. I created base Photoshop templates that would easily produce assets to size, with the appropriate overlays on, for both desktop and mobile.



STRATEGIC EMAIL CAMPAIGN

Outcomes

Email marketing campaign

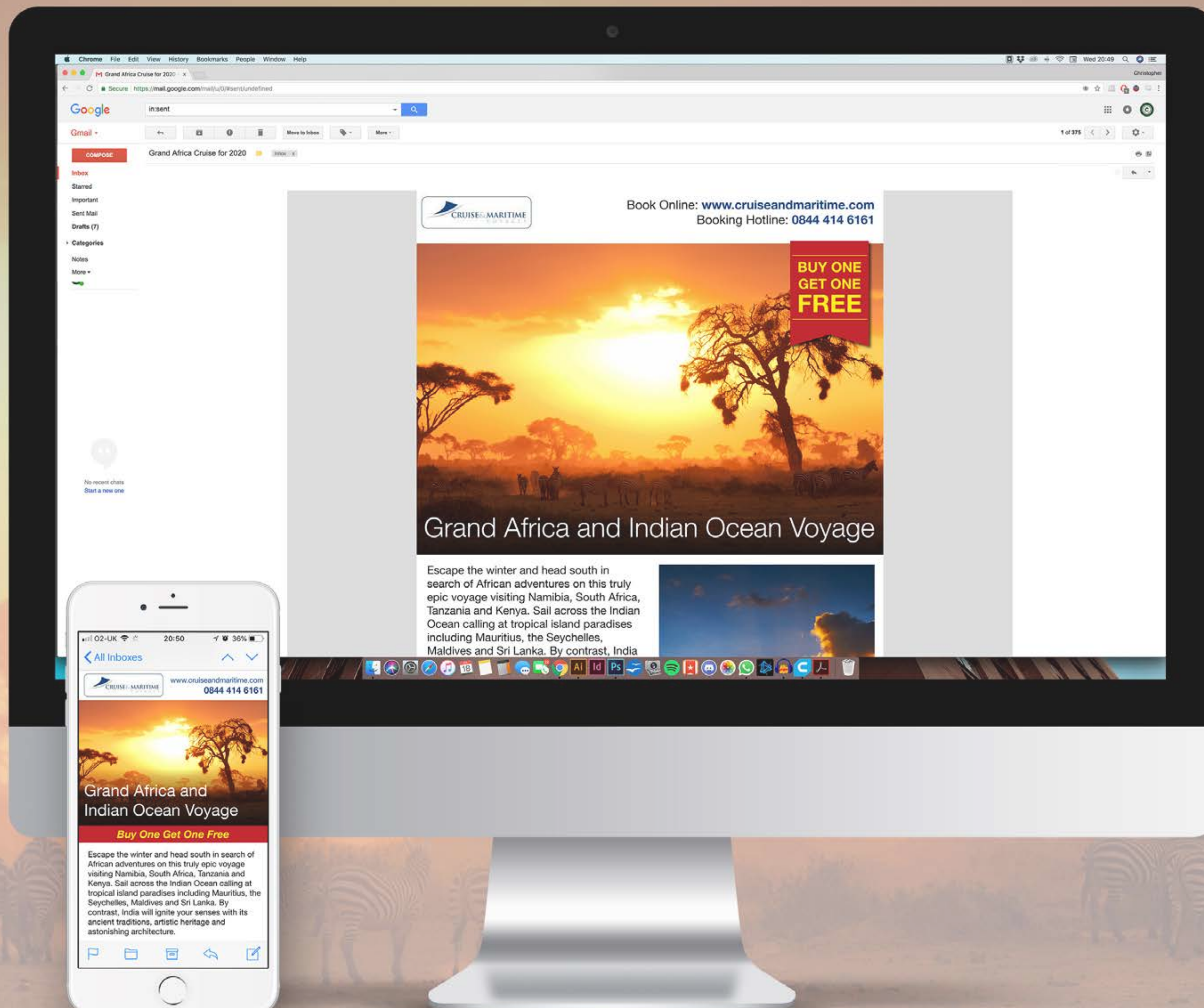
Details

This email campaign was to promote a long-haul cruise. I wanted to use more aspirational imagery, that really sold the destination, as the price point was higher than other cruises that were sold.

I also worked with the copywriter to ensure the written content was less sales focussed, and we put more emphasis on the ports of call, romanticising the journey.

When it came to sending the campaign, I analysed the time of day our consumers opened our emails, and sent it in 2 waves. The first wave was at the second best time, and then I excluded the customers who had opened the email, and then resent it a couple of days later to those who hadn't.

As a result of taking a step back and focussing on the approach of the email, as well as employing a more strategic distribution, we saw the clickthrough rate treble compared to previous email campaigns that we had sent.



THE UMA: MOTION GRAPHICS

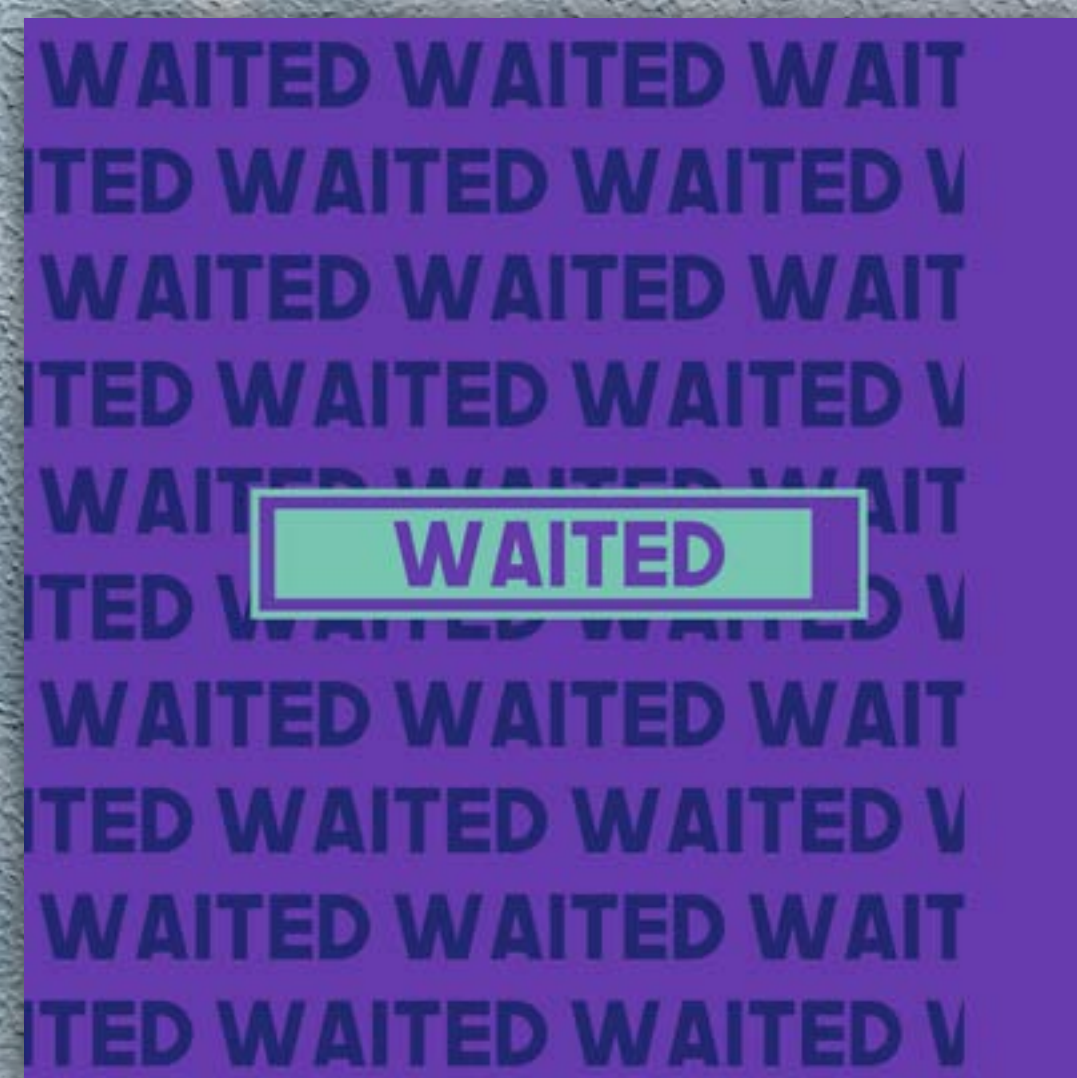
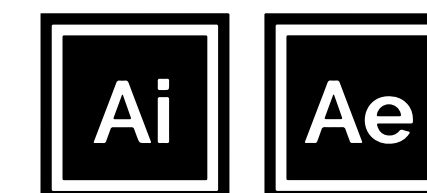
Skills

Art direction
Motion design

Details

Freelance project for a band's debut single. I held a consultation to cover aims, expectations and budget, and followed up with a series of sketches/moodboards before creating a couple of 30 second videos for socials and digital ads.

Software used



Instagram Ad

Click here to play



Christopher De Smedt
MOTION GRAPHICS 2020



MOTION GRAPHICS REEL

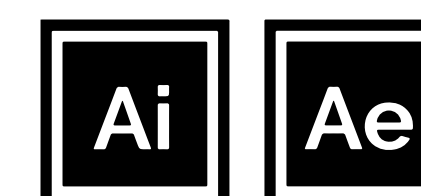
Details

So far in my career, the majority of the work I've done has been print based. Any time an opportunity came up to expand into the digital space, I grabbed it with both hands. However these opportunities have been few and far between.

Eager to learn and grow in this field, I have spent my free time getting to grips with digital and motion, picking up freelance work where I could, and learning what I needed to, to get the job done.

Linked opposite is a short reel containing some of my motion work, both personal projects, and live work.

Software used



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PORTFOLIO 2020 - DIGITAL SAMPLES

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