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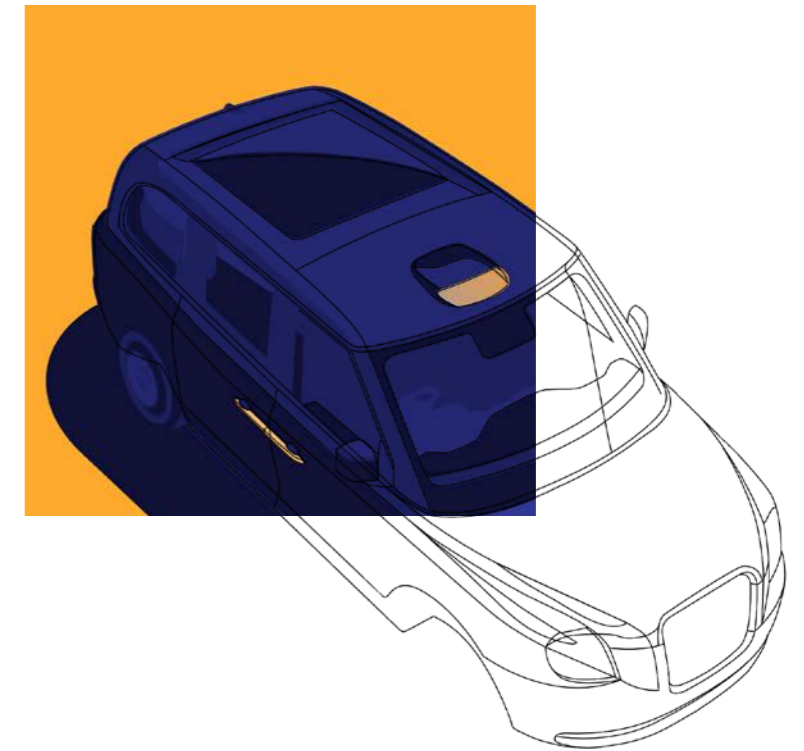
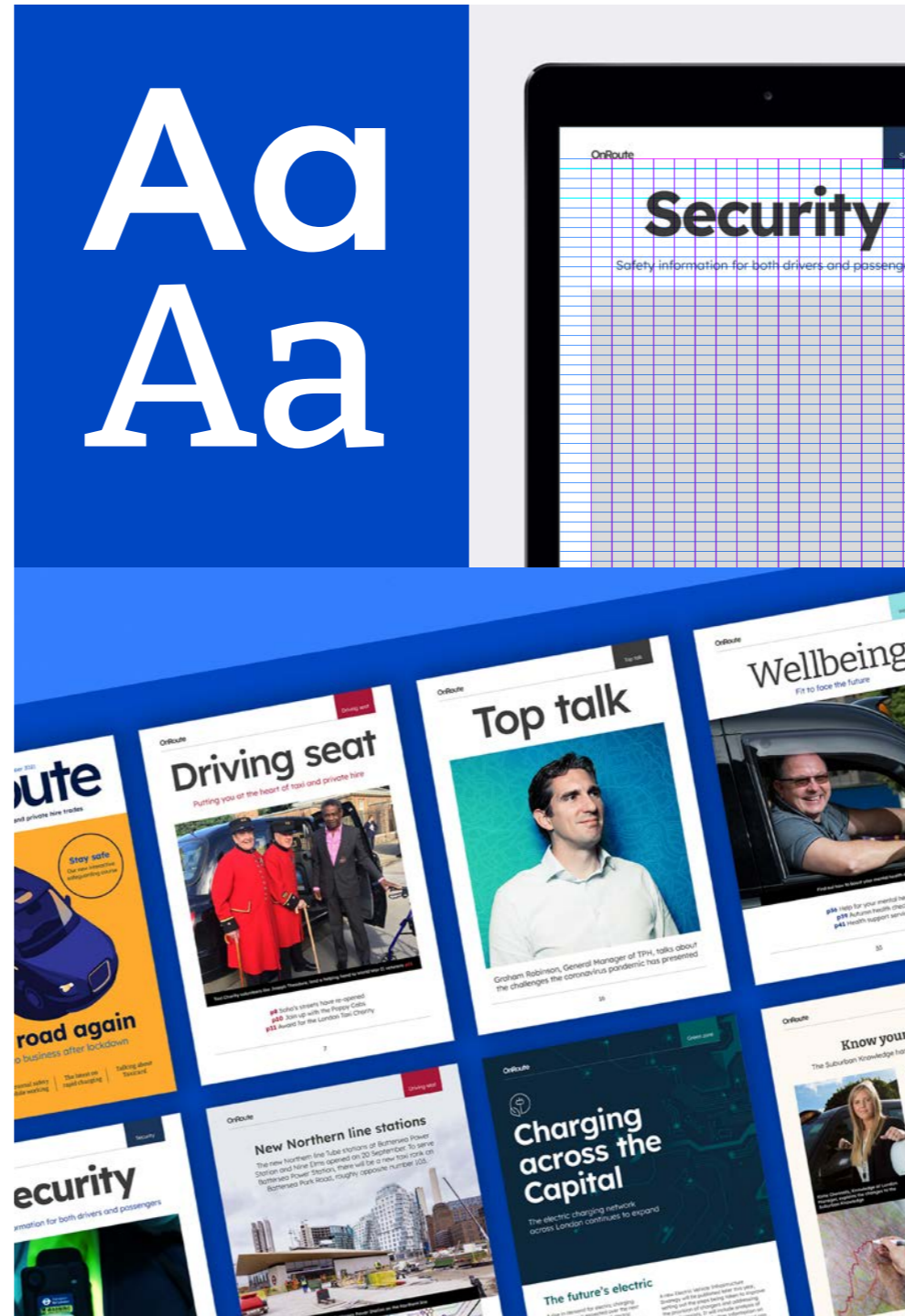
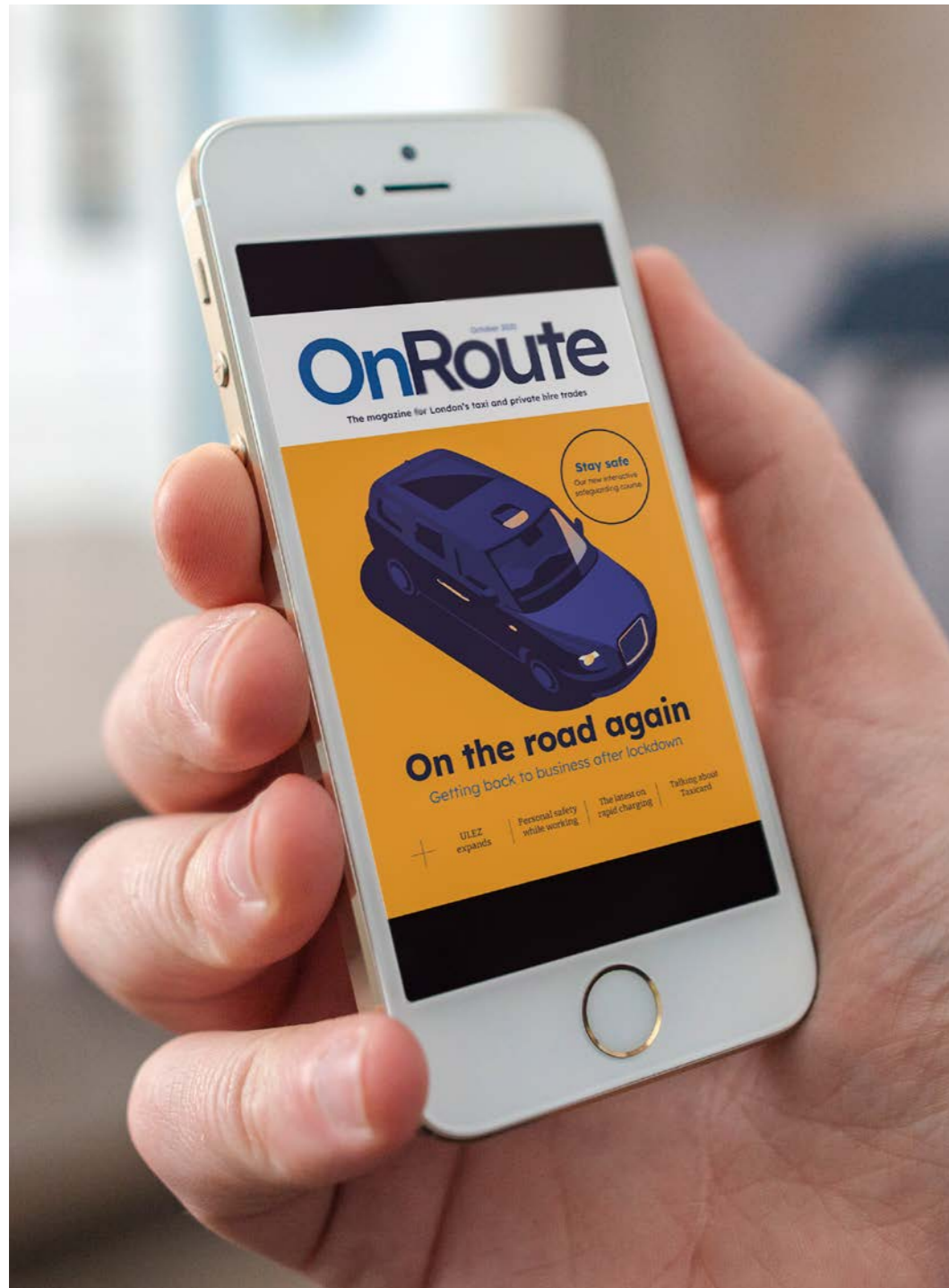
# Peter Barnes

## Portfolio

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# Digital content

## Internal magazine



‘Thanks to everyone who has contributed to it from Taxi Private Hire and Peter Barnes, Dee Pilgrim and Emma Mace for a fantastic re-imagining of this important communication.’

**Vernon Everitt**  
Managing Director,  
Customers, Communication  
& Technology

# Art direction

## Photoshoot production

### Planning

Commissioning photographer, logistics, comprehensive shot list with locations and shot ideas.



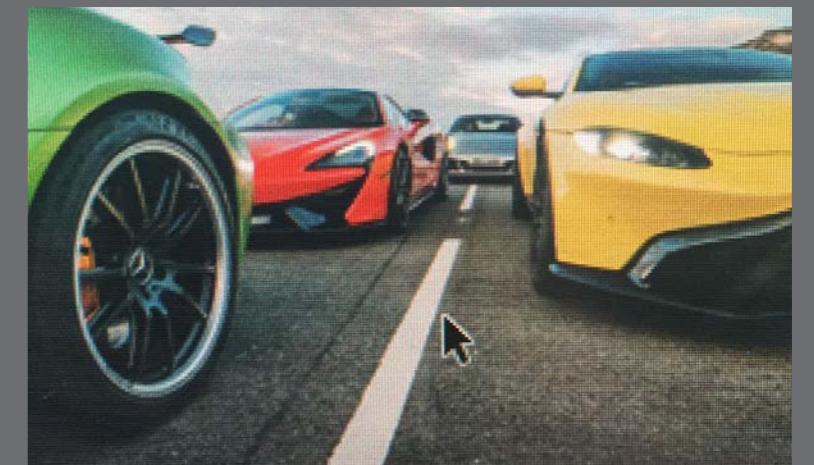
### On the day

To ensure the optimum and most efficient shoot, I like to draw up a comprehensive shot list, arrange logistics with editors and the photographer and combine this with an itinerary for the day. Health and safety, efficiency, great communication and management of a large team is critical on the day as we would often be shooting on live carriageways with traffic. I was regularly commended for my well organised shoots and logistics and a clear vision from all parties involved.

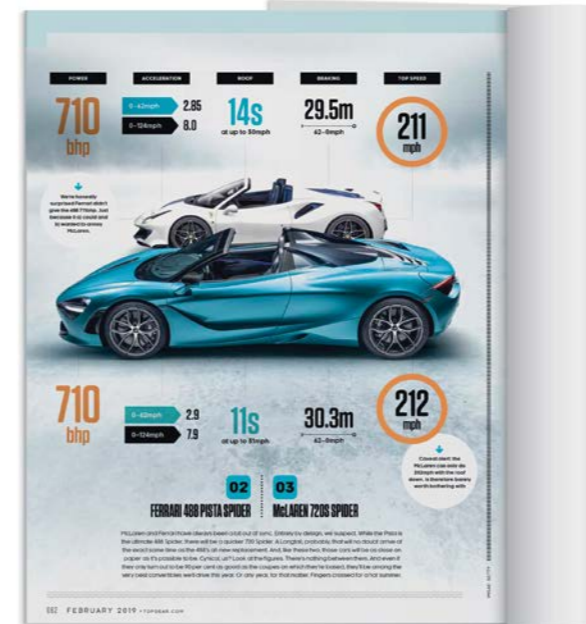


### Editing and selection

I have vast experience selecting the best images to be used across multiple platforms. On the day the photographer and I set up a various static shot, which we could then create a composition with. Shooting this as a moving shot would have been difficult and very dangerous. The wheels were simply rotated, and the floor blurred to create the movement in the final image.



# Editorial design TopGear Magazine



# Art direction

## Studio and on location photoshoots



### Preparation

I did my research on the Nissan GT-R 50 to find the best angles and then I mocked up a layout as well as a treatment for the shoot. So, on the day the photographer and I knew exactly what shots to get.



This shot needed mocking up as I was not able to go on the shoot itself. Therefore, it needed to be clear and concise for the photographer. The images show my photoshop mock-up and the final image used in the layout.

# Creative digital assets

## Social media and online marketing material

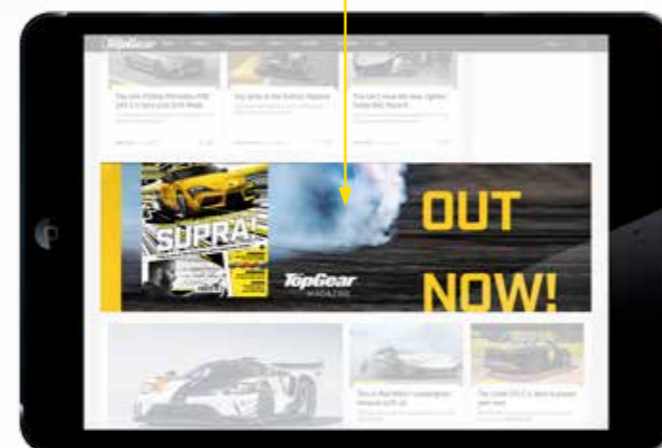
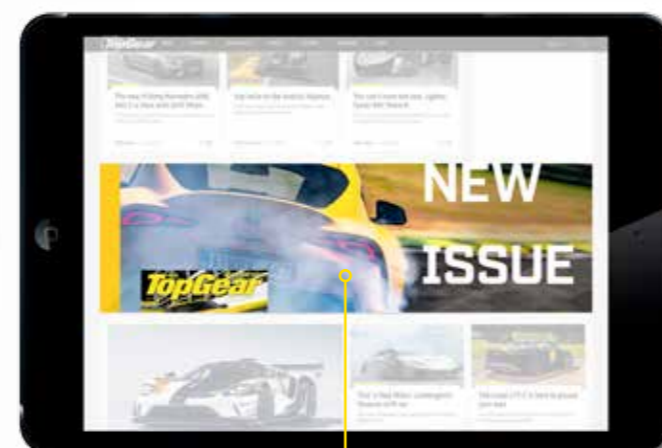
**1 million** Dial-a-Ride journeys made (2018-19)

**3,337** journeys made with Travel Mentors (2018-2019)

**73,000** Please offer me a seat badges distributed

**11,000** turn-up-and-go journeys (Feb 2019) approximately

**1 million** Baby on board badges distributed in the last 12 years

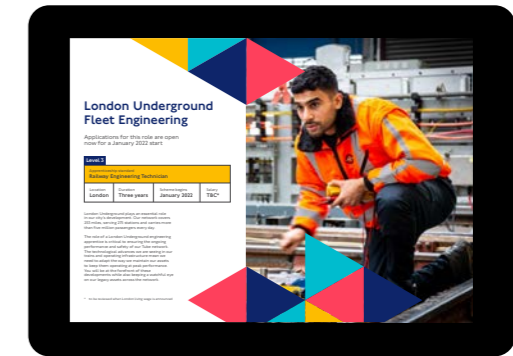
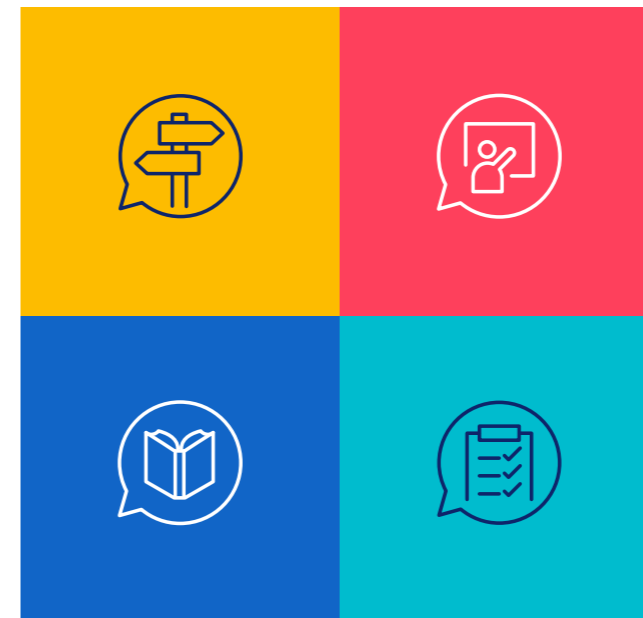
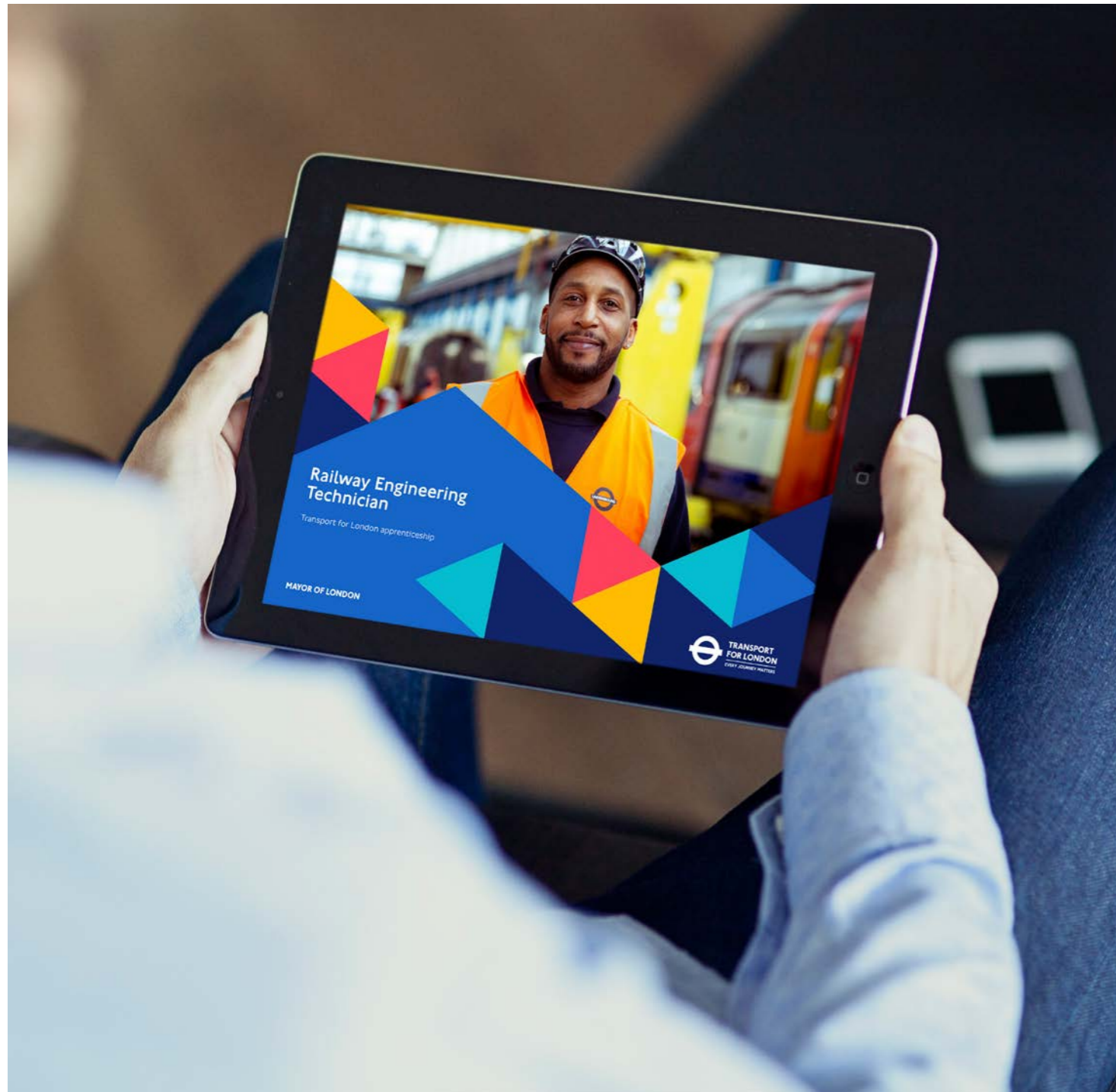


### Collaboration

As well as a solid foundation in print design, I also have great experience working across multiple platforms, including phone, tablet, social media and websites. I collaborated with editors and marketing teams to create these consistent, high-end assets for the TfL and TopGear digital channels.

# Digital marketing

## TfL apprenticeships



### Design

Vibrant, engaging, and dynamic graphics help make this apprenticeship document for the recruitment team stand out online.

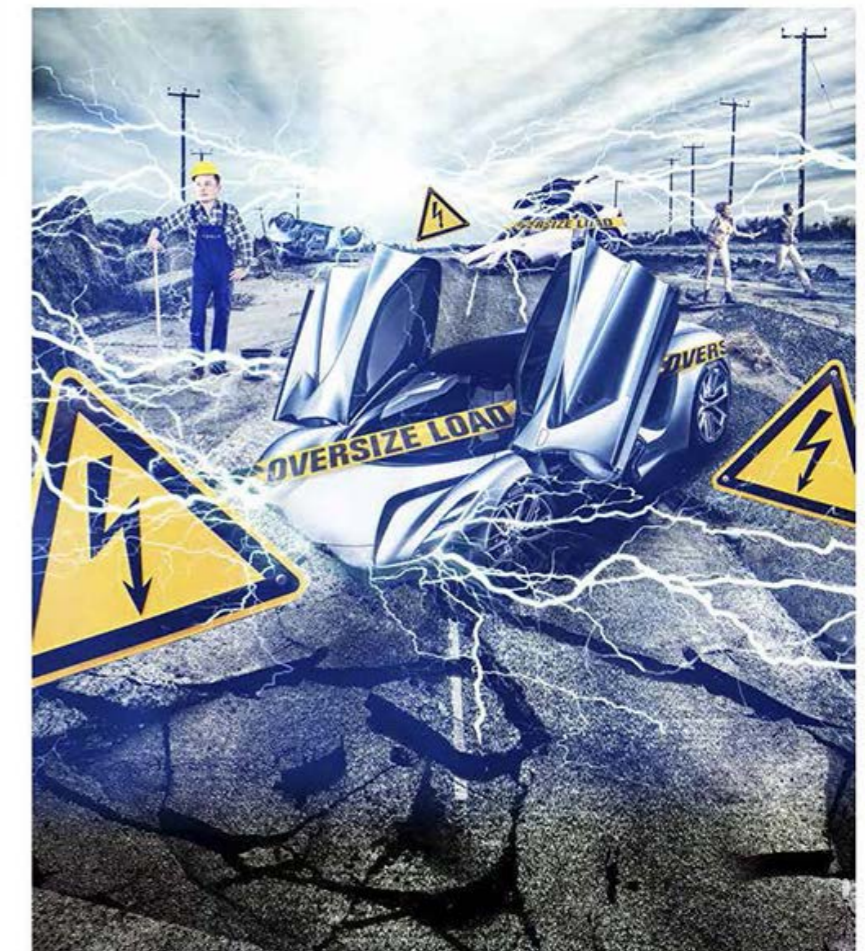
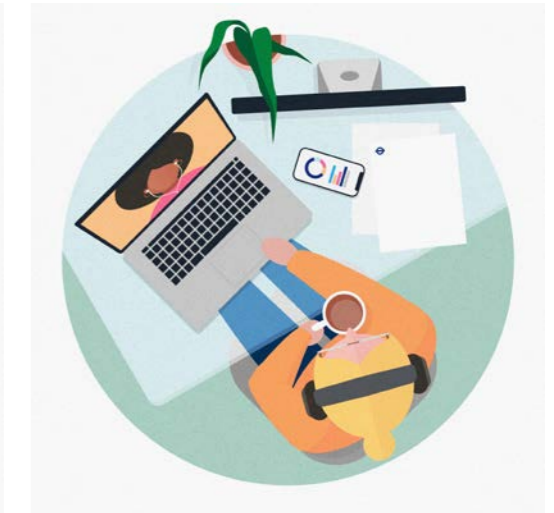
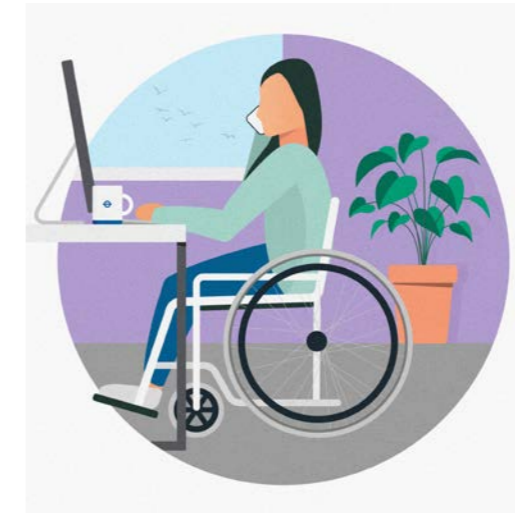
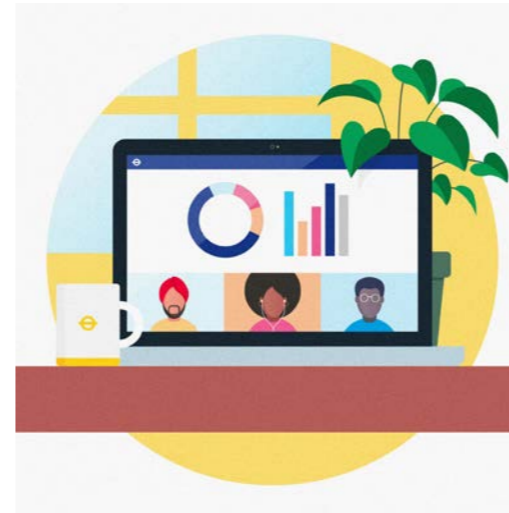
### Idea

I wanted to create something exciting and colourful to engage potential apprentices who had just finished college or University. The triangles indicate direction, growth and building, which reflect the growth, and building of a student's

# Skillset and creativity

## Illustration & retouching

I have an extensive knowledge of Adobe Creative Suite with an in-depth knowledge and skill set including retouching and illustration, shown here.





# Interactive digital magazine GQ Magazine

