

# MULTI PURPOSE

Backstage at a small theater in Missouri was a white cyc wall that they used for meet and greets with VIP guests. I had the bright idea to use it to take some promo photos that could be reused across many platforms. From banners and posters to graphics for television commercials and billboards.

By doing all the photography myself and keeping all the editing in house, it was a no cost solution to our changing advertising needs.



HAHAHA

"MY NECK HURTS"



//001

SMART IDEAS



//002

# MULTI FORMAT PRINTING

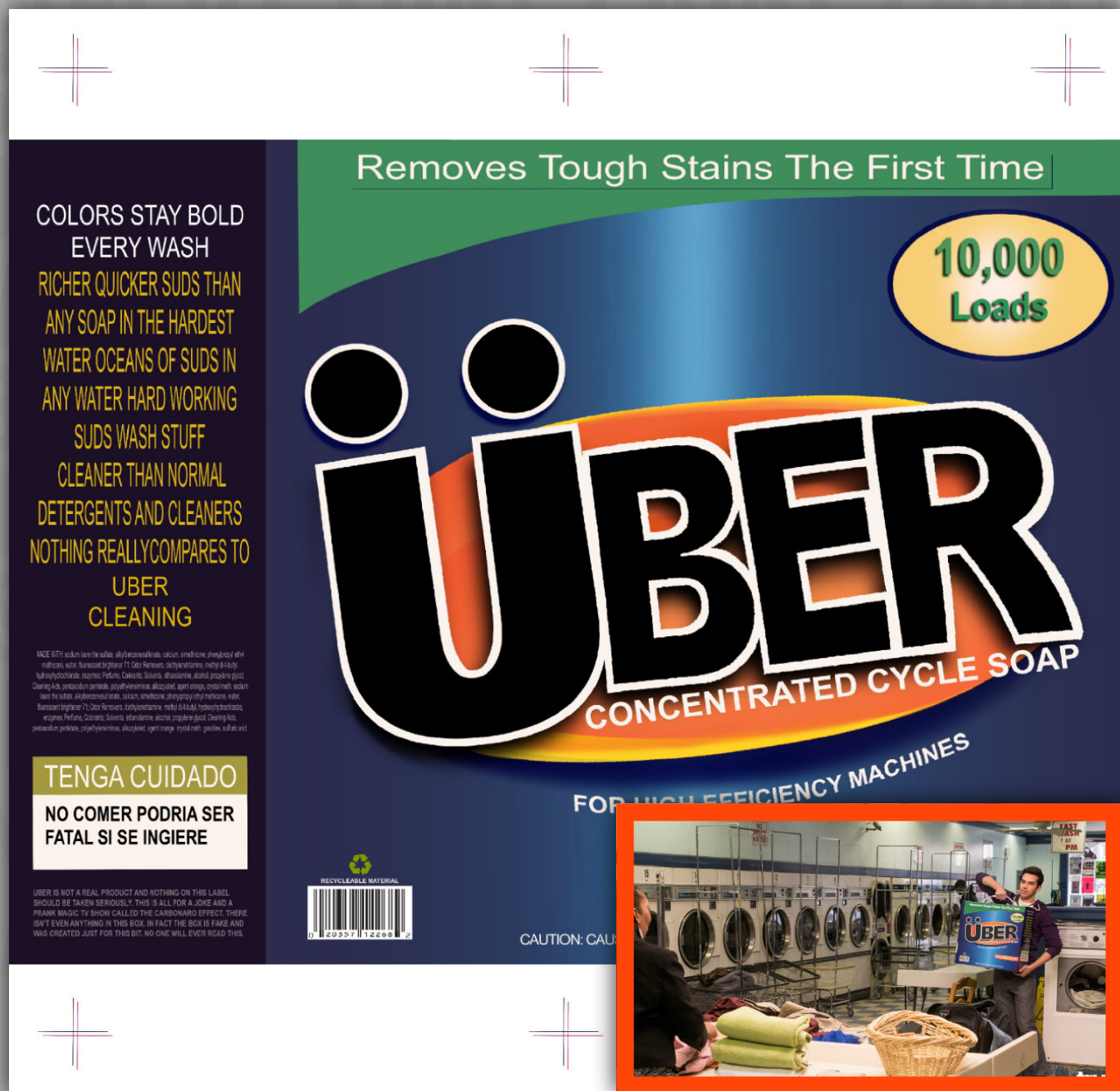
I HAVE PRODUCED MANY CUSTOM PRINT JOBS TO BE USED ON TELEVISION AND IN LIVE THEATER VENUES. THEY ENCOMPASS ALL SIZES FROM SMALL LABELS FOR CAN FOODS TO MEDIUM SIZED LAUNDRY DETERGENT TO POSTERS, BANNERS AND BILLBOARDS.

ALL OF THE ART WAS CREATED AT 300dpi AND RANGE IN SIZE FROM 4"x9" TO 84"x33". THE TRICKY PART WITH THE PULL UP BANNER WAS GETTING THE CORRECT HEIGHT SO THAT WHEN ITS UNROLLED FULLY THE FEET WERE AT THE EDGE AND NO WHITE SPACE WAS SHOWING. IT TOOK A LOT OF WORK IN PHOTOSHOP TO GET THE DIMENSIONS JUST RIGHT. I ACTUALLY HAD TO REMOVE PART OF THE LEGS TO GET THE HUMAN FORM TO FIT IN THE SPACE JUST RIGHT. I HID THE SEAM BEHIND THE BLUE RIBBON AT THE KNEES.

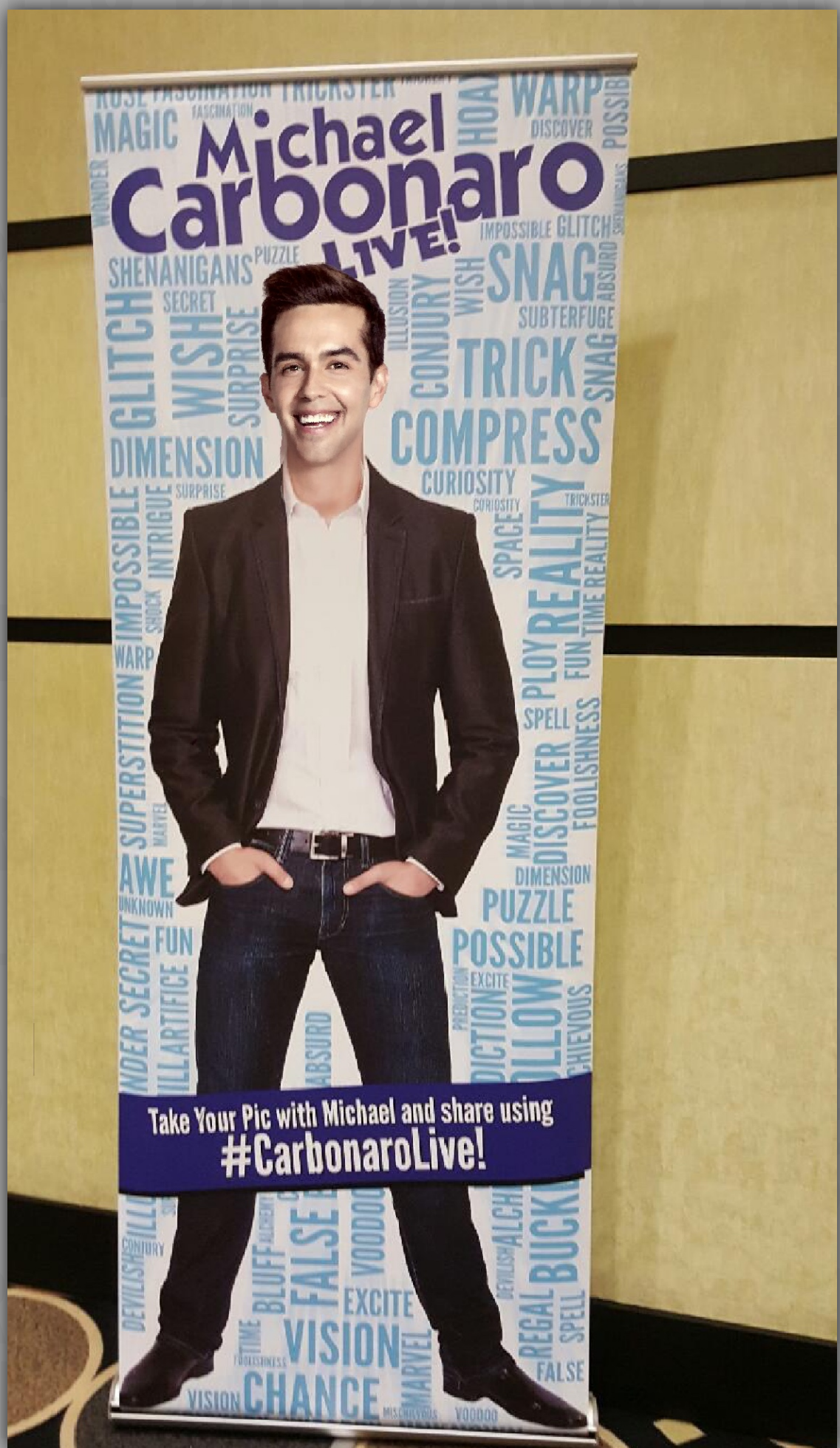
THE DETERGENT LABEL IS ACTUALLY A LARGE FORMAT STICKER AND HAS EASTER EGGS HIDDEN IN THE INGREDIENTS LIST.



SMALL



MEDIUM

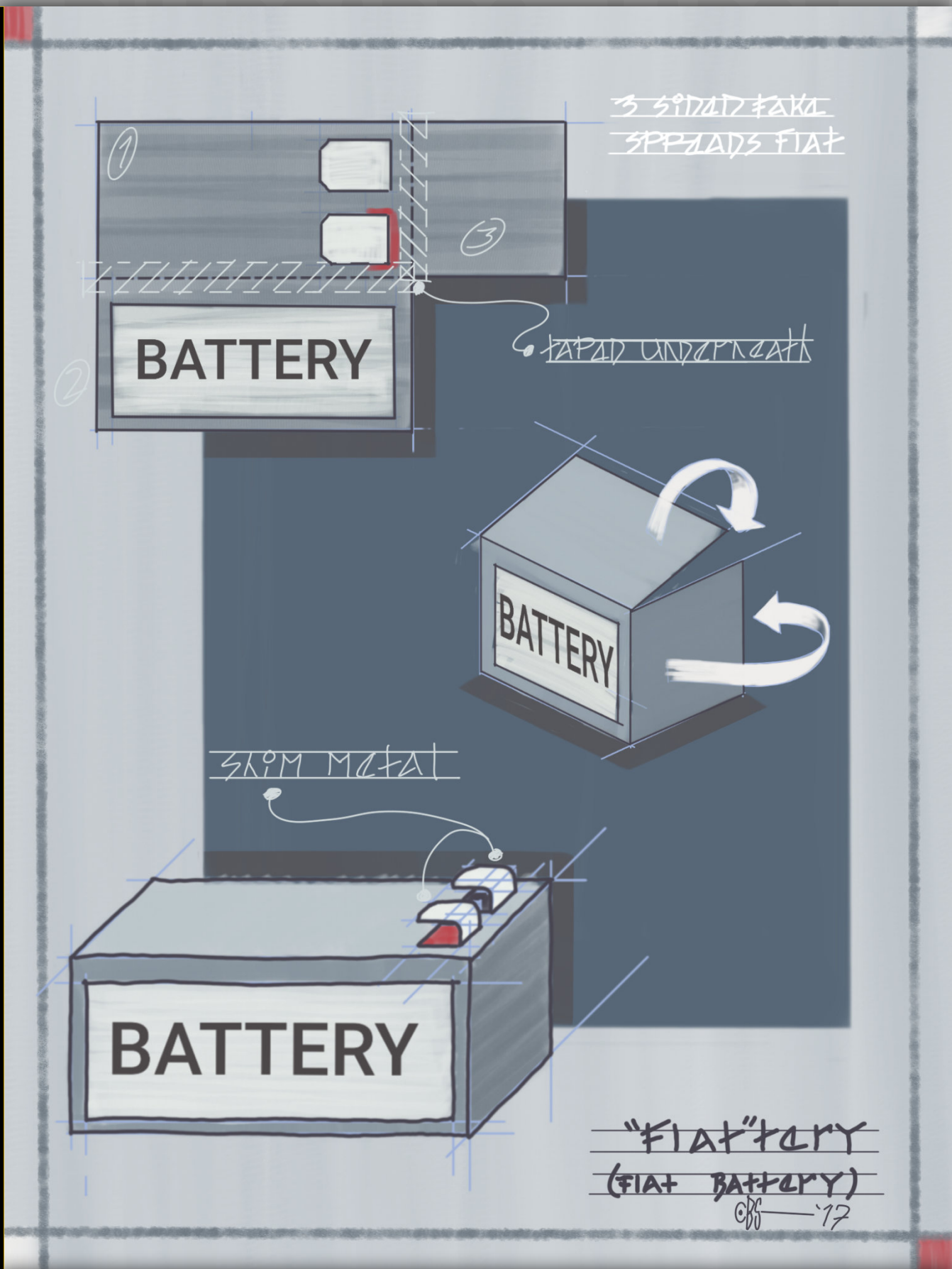


LARGE



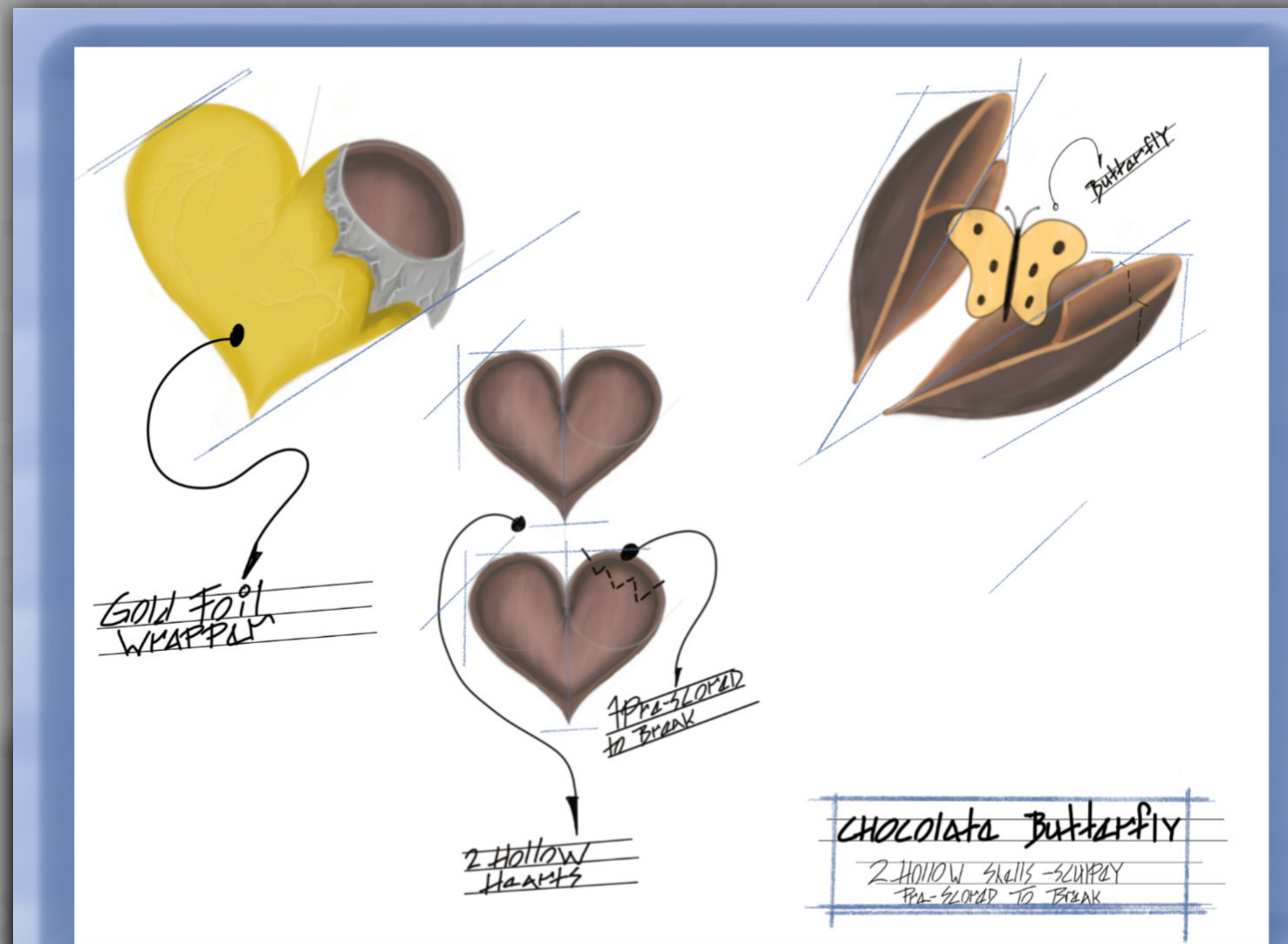
//003

# PRODUCT DESIGN



Each of these sketches was drawn from an idea and turned into a final product that was used on television.

Some sketches were used to pitch an idea to the network, while others were used by the art department to show specific prop details.



© Chad Sanborn



//004

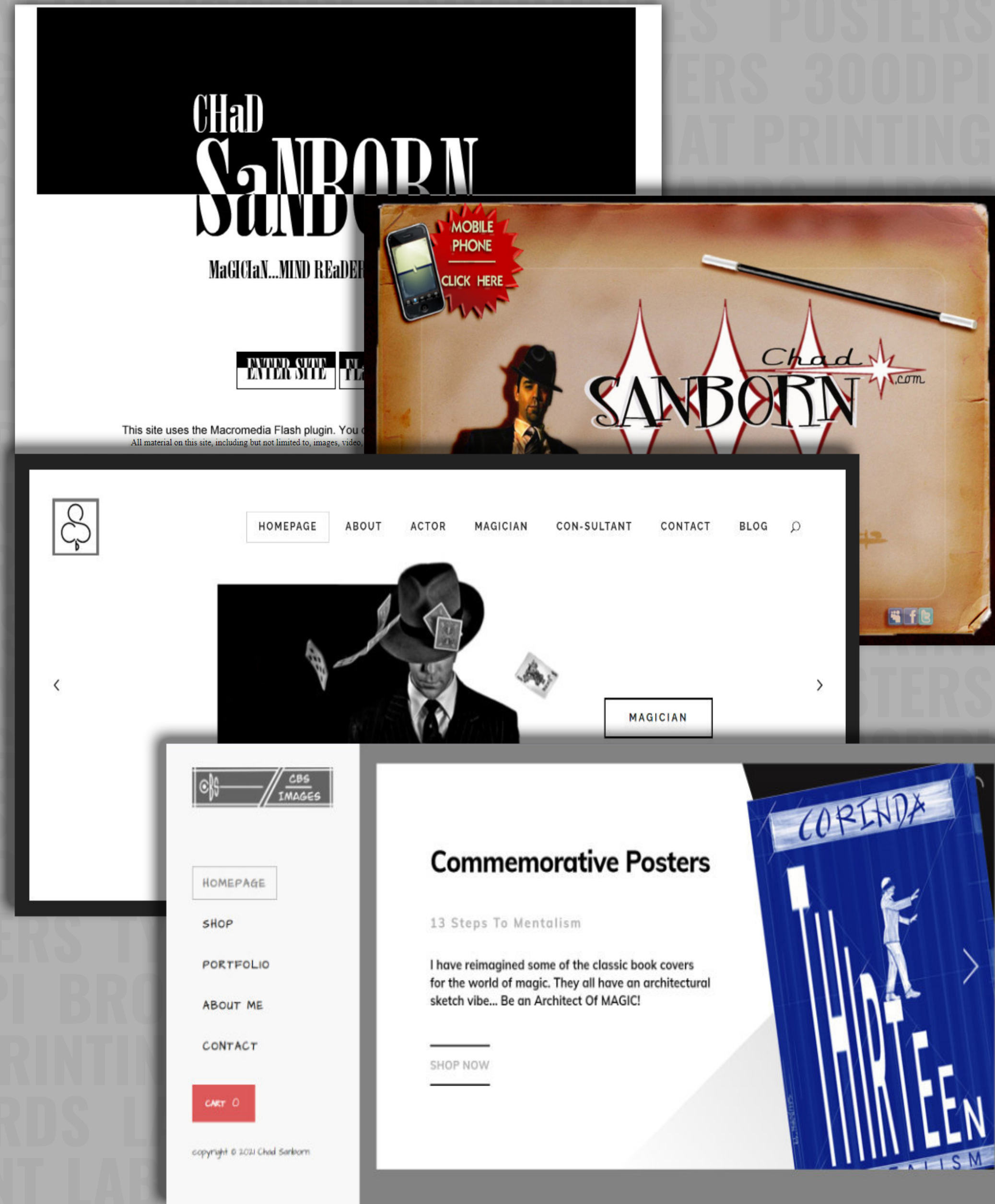
# WEB CONTENT

I have been designing and learning HTML and CSS since 2001 when I put my first website online.

Since then I have continued to learn new technologies like Wordpress, and other Content Management Systems as well as integrating Google AdWords and WooCommerce stores.

I am proficient with the Adobe Creative Suite for web graphics, Dreamweaver to control backend code and AdobeXD for mockups.

2001 Back then I designed with Flash.



2022 Now it's Wordpress, wireframes and coffee.

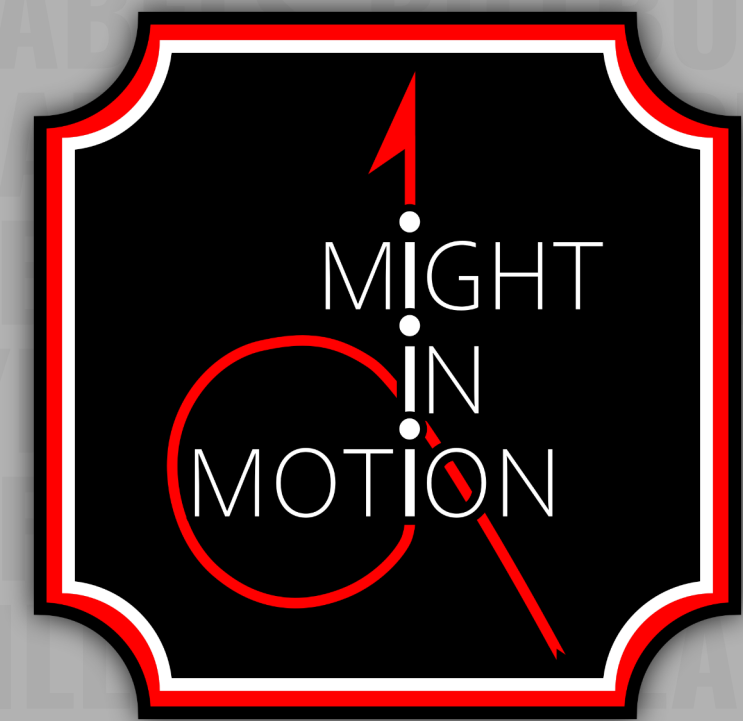
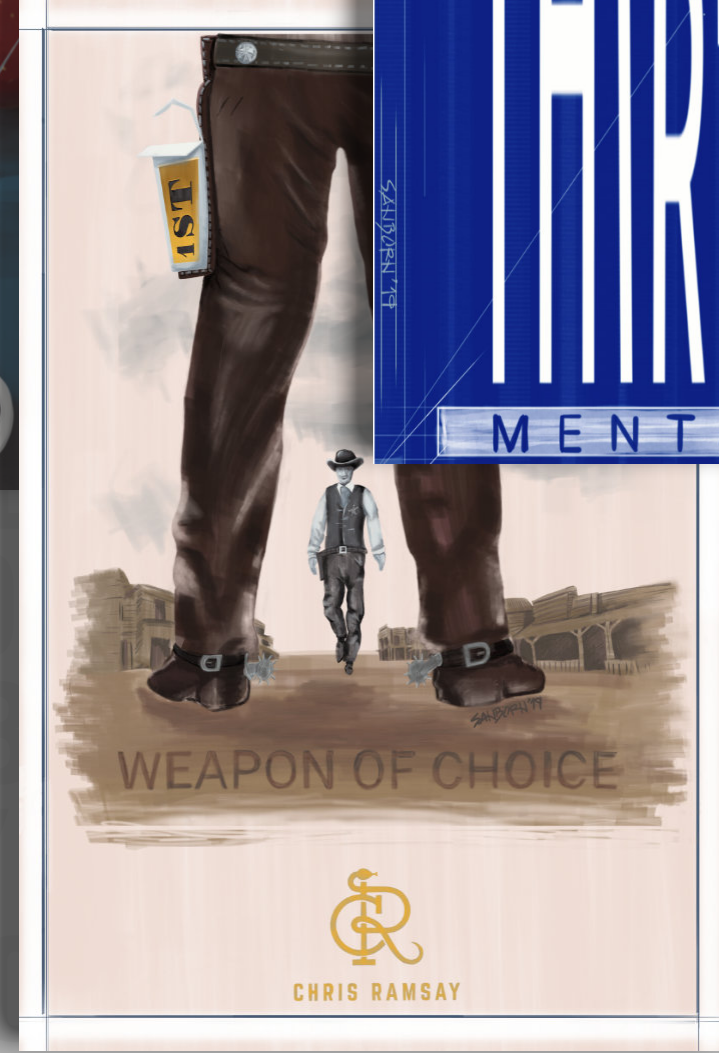
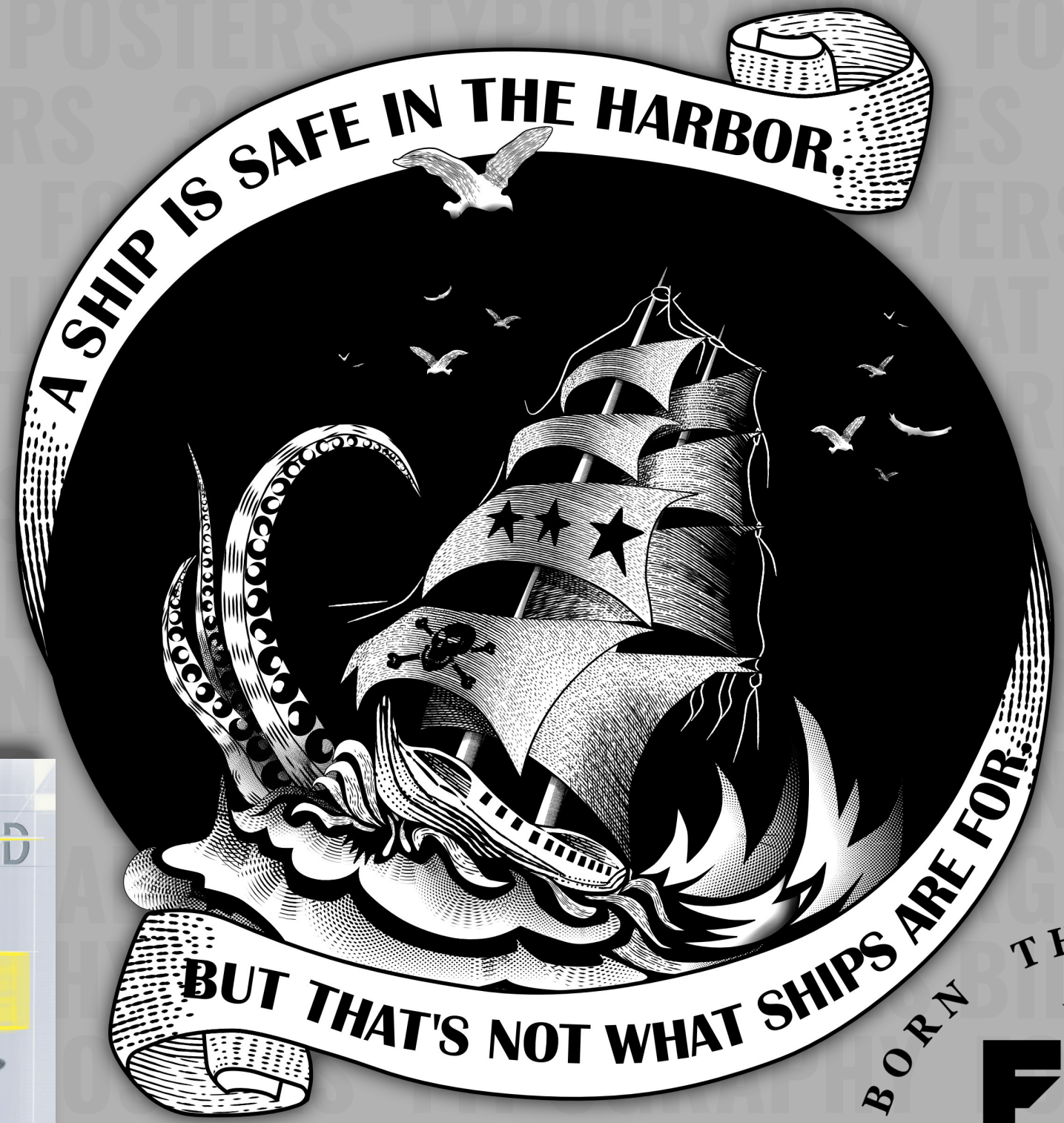


//005

CUSTOM ARTWORK



THIS IS A MIXTURE OF POSTERS, BOOK COVERS, AND ALBUM ART, LOGOS, AND T-SHIRTS THAT I HAVE BEEN COMMISSIONED TO DESIGN FOR PAST CLIENTS.



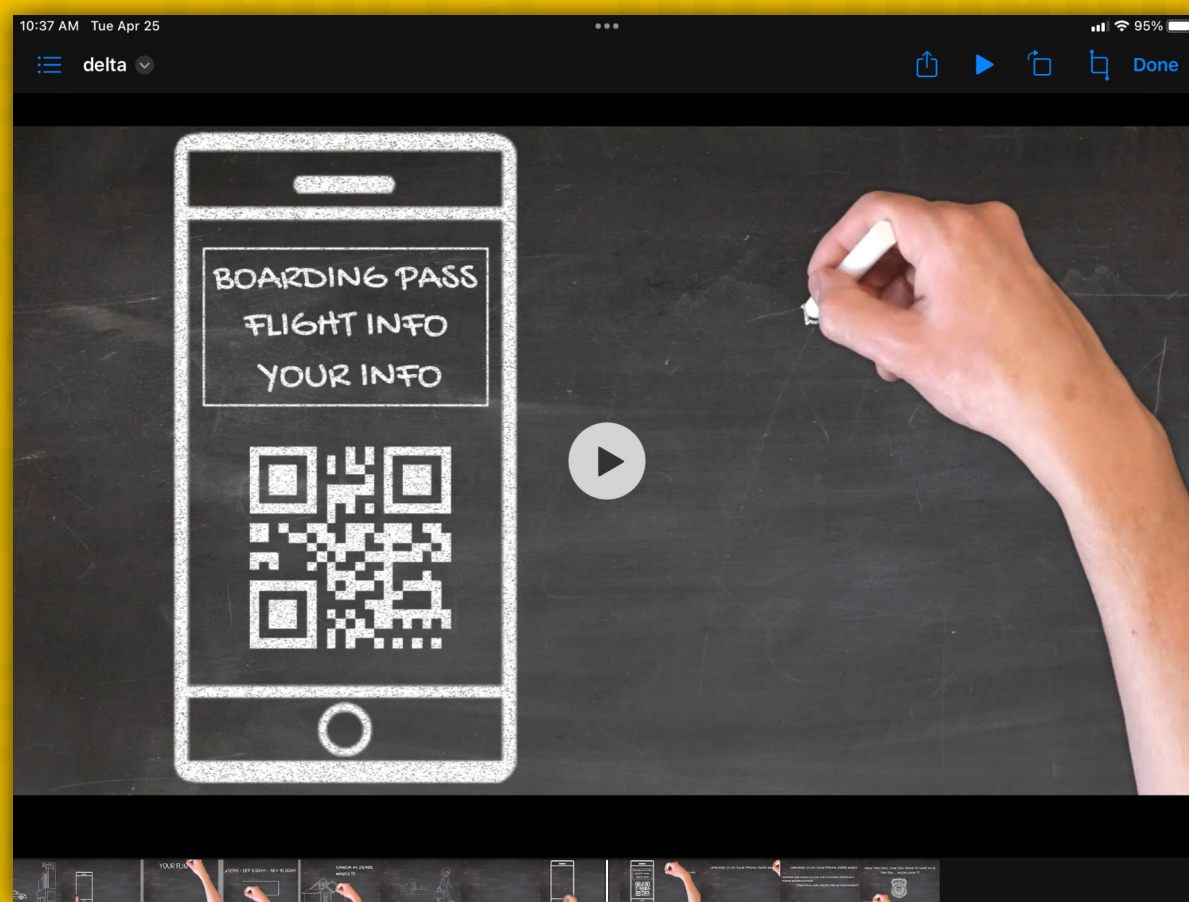
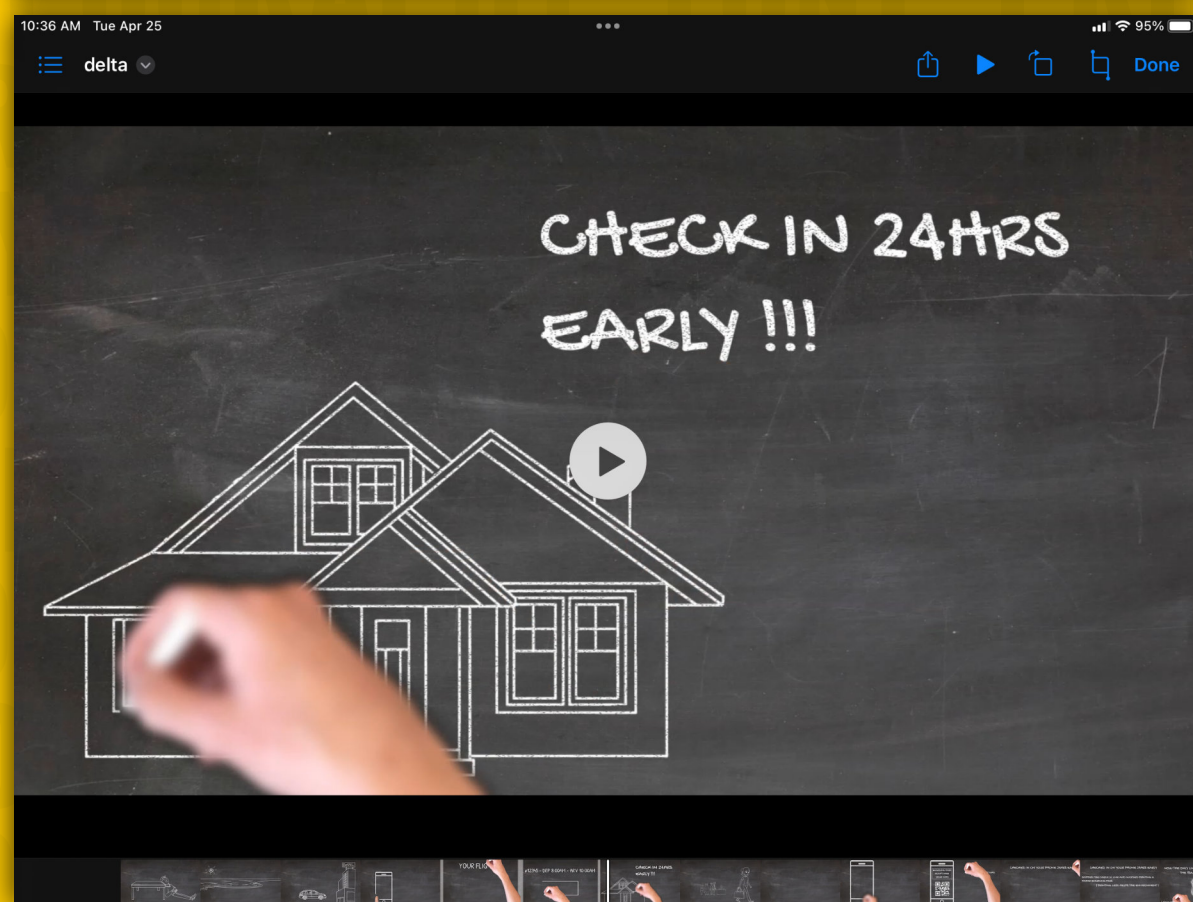


# VIDEOGRAPHY & MOTION GRAPHICS

STILL PHOTOS FROM VARIOUS VIDEOS I HAVE EDITED SHOWING DIFFERENT EDITING OVERLAYS, CUTS, AND TRANSITIONS.

TO SEE FULL VIDEOS FOLLOW THIS LINK:  
[WWW.RUMBLE.COM/C/C-2548222](http://WWW.RUMBLE.COM/C/C-2548222)

THIS WAS AN INSIDE TRAINING VIDEO I PRODUCED FOR DELTA AIRLINES. THE VIDEO WAS TO SHOW THE EASE OF THE DELTA APP AND HOW IT CAN BE USED TO BUY TICKETS, SKIP THE CHECK-IN LINE AT THE AIRPORT AND GO DIRECTLY TO YOUR GATE SINCE THE APP IS ALSO YOUR BOARDING PASS!



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BRANDING