

John Petropoulos

art director
designer
illustrator

Multidisciplinary Creative

» **Art Director**, Senior Designer and Illustrator with over twenty years of creative experience spanning Award winning comic book creator and publisher, studio owner, art director, copywriter, sculptor, voice over artist, prop builder, HTML & CSS wrangler and web site designer.

Recent **Award School** graduate: Australia's industry run course designed to develop creative thinking in emerging Art Directors and Copy Writers.

Creativity in all its forms is my passion and driving force.

A "T" type creative, a generalist with significant understanding of many creative areas and with a depth of skill and knowledge in specific fields which informs my insights and my work.

Tremendous capacity and drive for developing new skills.

illustrator

Kobe Jones New Year's Eve Deco Decadence

Experience first class cocktail dining
complemented by Sydney's finest
views this New Year's Eve.

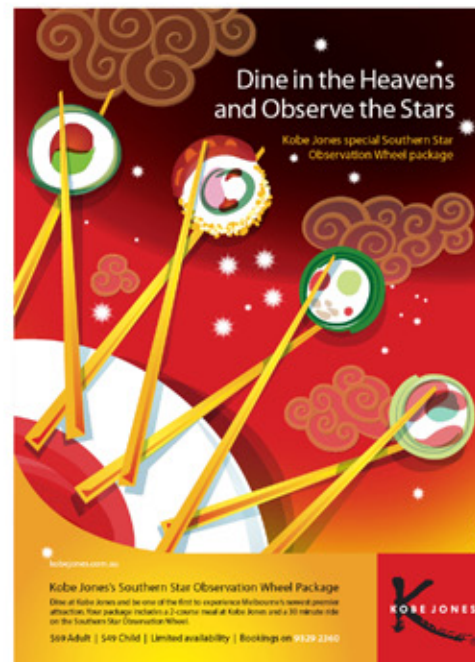


kobejones.com.au

The Kobe Jones New Year's Eve Deco Decadence Celebration

Indulge in your most decadent New Year's Eve yet with waterfront balcony views of the fireworks, Kobe Jones signature cocktails on arrival, cocktail dining at its very finest and top class entertainment.

\$190 including beer, wine & soft drinks | Limited availability | Bookings on 9329 2360



Press Ads

Kobe Jones: The Rocks, Sydney and Docklands, Melbourne

Three ads for Japanese restaurant.

NYE Deco Decadence

Promoting KJ as a venue for New Year's Eve. The restaurant is located in swanky Rocks district of Sydney with views of the Sydney Harbour Bridge.

Heavens / Stars

The Melbourne venue is in Docklands, and this press ad refers to a joint deal between the venue and the Southern Star Wheel.

Get mushi over sushi

Tongue in cheek idea inviting couples to share their Valentine's Day dinner at KJ.

- Art Direction
- Design
- Illustration
- Copy writing

Created at Advertising Australia

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Spanish Colour

only
\$3.60

Represents a 40% saving on professional international tint.

per tint plus gst

- > Colour intensity > Superior coverage > Profit growth
- > Client confidence > Technical support > Full tint palette

Artec color Professional 85 palette colour range. Rich conditioning tint enhanced with silk protein that protects and improves hair while providing superior long-lasting and stable colour. Direct from the colour masters of Barcelona, truly a range for the professional.



Spanish Colour

From the Spanish masters of colour, the palette of Spain comes to life in all its artistic brilliance, soul and clarity with Artec color's range of 85 tints. Value, profit growth, technical support, client confidence and quality are all yours.



Take advantage of growth in your bottom line profits without compromising on quality and with results that keep your clients returning.

Annabelle Hair Supply International Pty Ltd (Import/Export Division)
Phone 03) 9846 3400 Fax 03) 9846 3433 Email annabelle@bigpond.net.au
To claim this brilliant offer purchases must be 100 tints or over. COD payments are required.

DM targeting Hairdressers

Annabelle Hair Supply
| Artec color

Design & illustration for DM promoting the "Spanish colour" hair dye range.

- Art Direction
- Design
- Illustration

Created at Advertising Australia

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**Kobe Jones
The Rocks, Sydney**

Local billboard for Japanese restaurant, targeting business people during their lunch hour.

- Design
- Illustration

Created at Advertising Australia

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Trade Publication cover

Mark Compressors

Fast turnaround design for cover of trade magazine "Manufacturers' Monthly". The client required a message and an image, but was unsure as to what.

Mark Compressors are known for their power, and with access to a catalogue an illustration was created to match the alliterative copyline "Mark Compressors, Mighty Machines".

- Art Direction
- Design
- Illustration
- Image manipulation

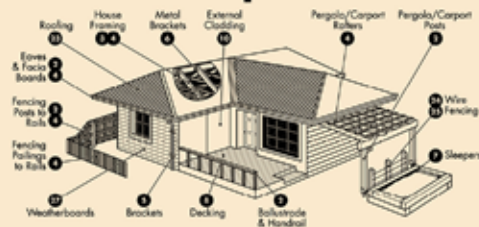
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Outdoor Projects



Bullet Head Nails

- 1 Bullet Head Nail - Bright
- 2 Bullet Head Nail - Galvanised

Flat Head Nails

- 3 Flat Head Nail - Bright
- 4 Flat Head Nail - Galvanised

Clouts

- 5 Bracket Nail - Galvanised
- 6 Clout - Galvanised

Decking Landscaping

- 7 Decking Spike
- 8 Timberlock® Nail - Galvanised

Sheeting

- 9 Cement Sheet Nail
- 10 Fibre Cement Nail - Galvanised
- 11 Hardboard Nail
- 12 Particle Board Nail
- 13 Plasterboard Nail - Lattice Head
- 14 Soft Sheet Nail - Zinc
- 15 Underlay Nail - Fibre Cement
- 16 Underlay Nail - Hardboard
- 17 Wallboard Nail
- 18 Wall Panel Pin

Locate your project and match the number to find the right nail for you

How To Choose the Right Nail

Indoor Projects

Specialty

- 19 Blued Cut Tack
- 20 Concrete Nail
- 21 Corrugated Fastener
- 22 Pallet Nail
- 23 Roofing Nail - Galvanised
- 24 Staple - Barbed - Galvanised
- 25 Staple - Plain - Galvanised
- 26 Strapping Nail
- 27 Weatherex Nail - Galvanised



Special Purpose

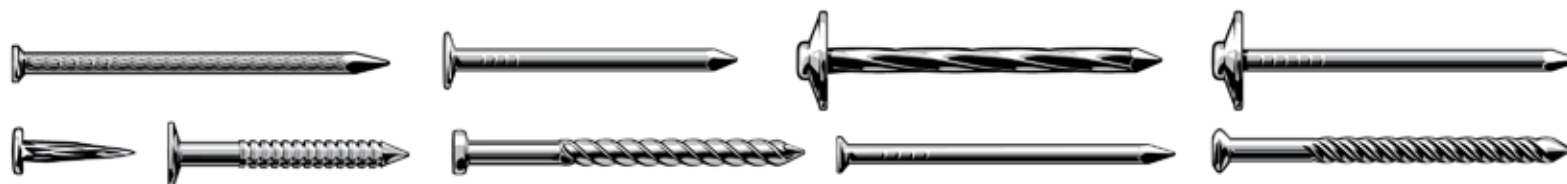


We have many other styles for you to choose from



SPECIAL ORDERS

AJAX
FASTENERS



In-store Header Boards

AJAX Fasteners / Bunnings

Header boards with application and nail illustrations for Bunnings stores, to be located above product, in accordance with strict guidelines.

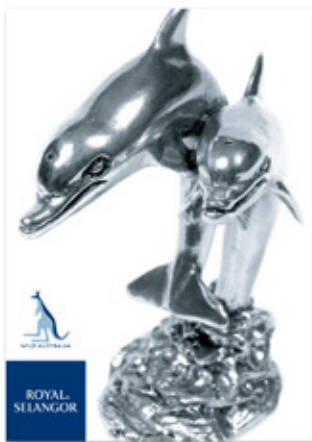
• Design • Illustration

Created at Advertising Australia

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Sculptures & POS material

Royal Selangor – Wild Australia range

Tired of their old Australian range of pewter figurines, RS sought a series of drawings to develop a new and more appealing range.

I began with sketches, then concerned that they may not be sufficiently clear, I modelled a series of animals. The client was impressed, and asked to take the maquettes to Kuala Lumpur to show International Head Office.

Three weeks later, the range had begun final production, using my original sample designs as master copies.

The range name and logo was developed, and applied to POS counter cards and brochures.

- Art Direction
- Design
- Photography
- Sculpture
- Illustration

Created at Advertising Australia

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Toy design – Sliders

Fantasy Workshop

A range of collectable toys which slide along on a built-in ball-bearing.

Several designs to collect or win from friends in marble style games.

• Illustration

Freelance

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Toy branding & packaging

Egg Flips

Hangsell blister pack for "Egg Flips", a series of collectable novelty toys.

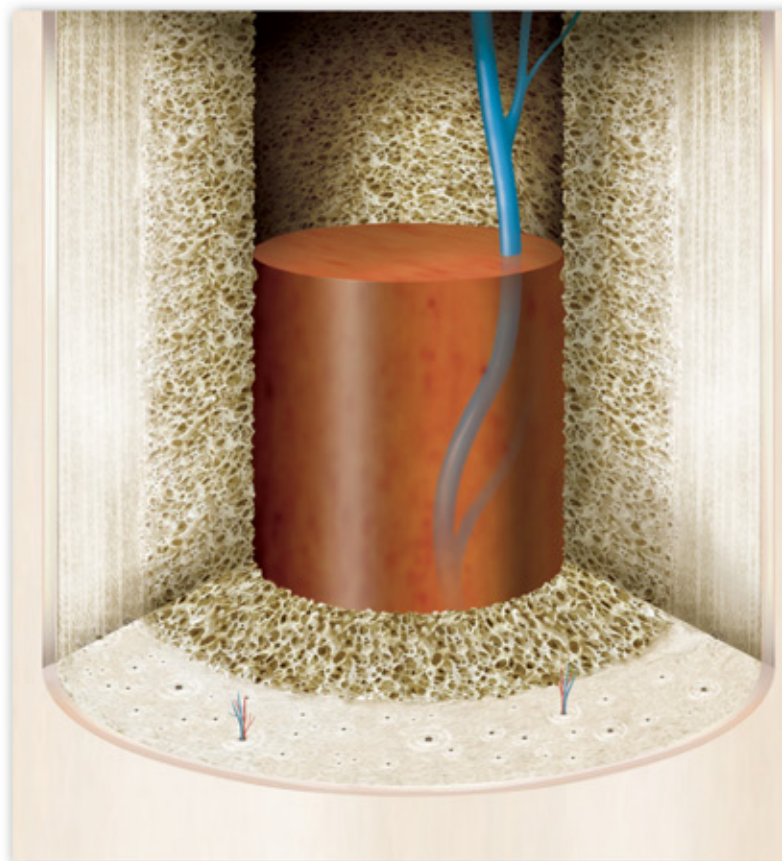
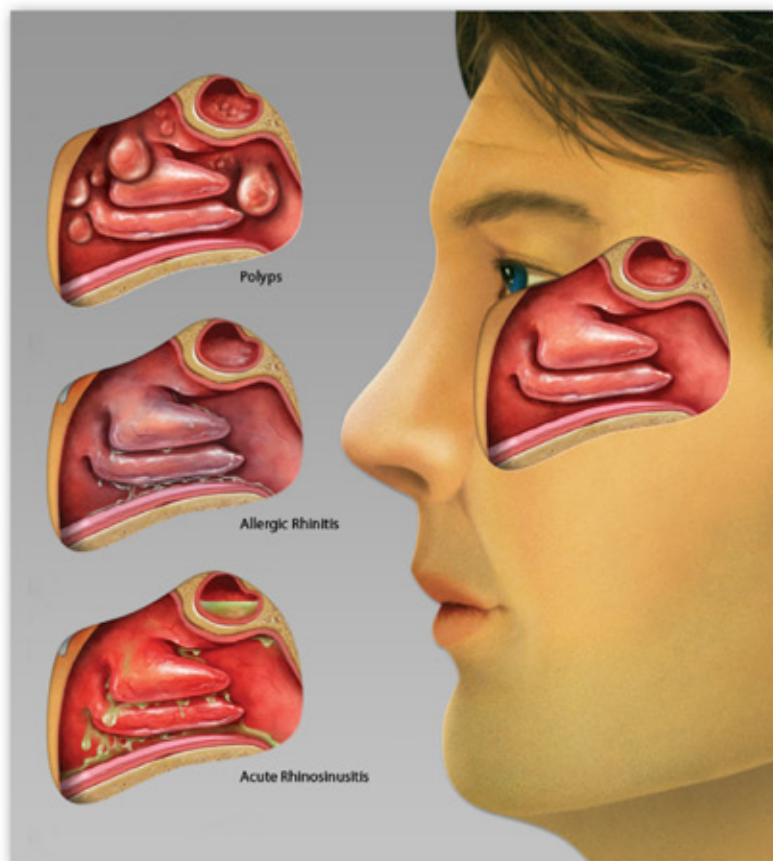
- Art Direction
- Design
- Illustration
- Packaging

Created at Moose Toys

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Medical Illustration

Med Innovations

Illustrations for two projects designed to serve as marketing material and visual aides for General Practitioners when explaining a condition to patients.

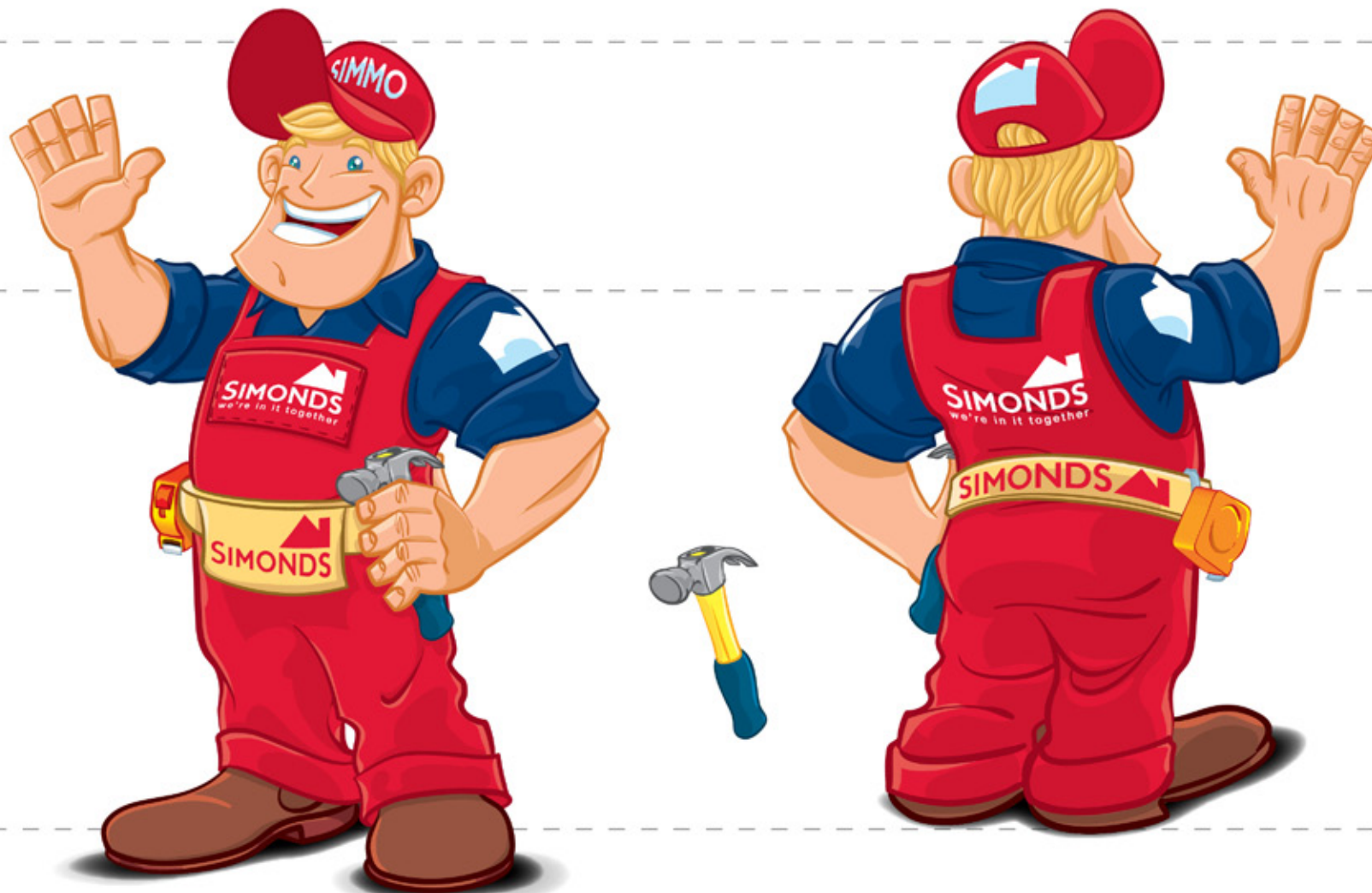
• Art Direction • Illustration

Freelance

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Mascot & Costume design

Simonds Homes – “Simmo”

Mascot character design for Simonds homes, provided as schematic for creating a foam/fabric costume.

The sizes and joints are calculated to correspond with those of the puppeteer.

- Design
- Illustration

Twenty 20 Communications

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Trade Stand Design

Senco

This modular trade stand has been designed to fit into a 1200x1200x600mm crate, and to be easily assembled and disassembled.

A storage compartment is built in to the base, lowering centre of gravity and making the structure more stable.

The peg-board holds a range of tools and tool info cards.

I personally developed the entire system, including the tool gripper, modularity, flat pack layout and instructional exploded diagram, and of course the graphics.

- Art Direction
- Design
- Industrial design

Created at Advertising Australia

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Festival Branding

Sydney Comedy Festival 2011

New look for comedy festival. Includes collateral, including stage, POS, t-shirts, tickets, posters, flyers*, press releases, press ads, website and festival guide.

* pictured

- Art Direction
- Design
- Branding

Freelance

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*Christmas
is just around the corner.*



Direct mail

Advertising Australia Christmas campaign prompt

A direct mail promoter for Advertising Australia calling on clients to begin considering their Christmas campaigns earlier in the year.

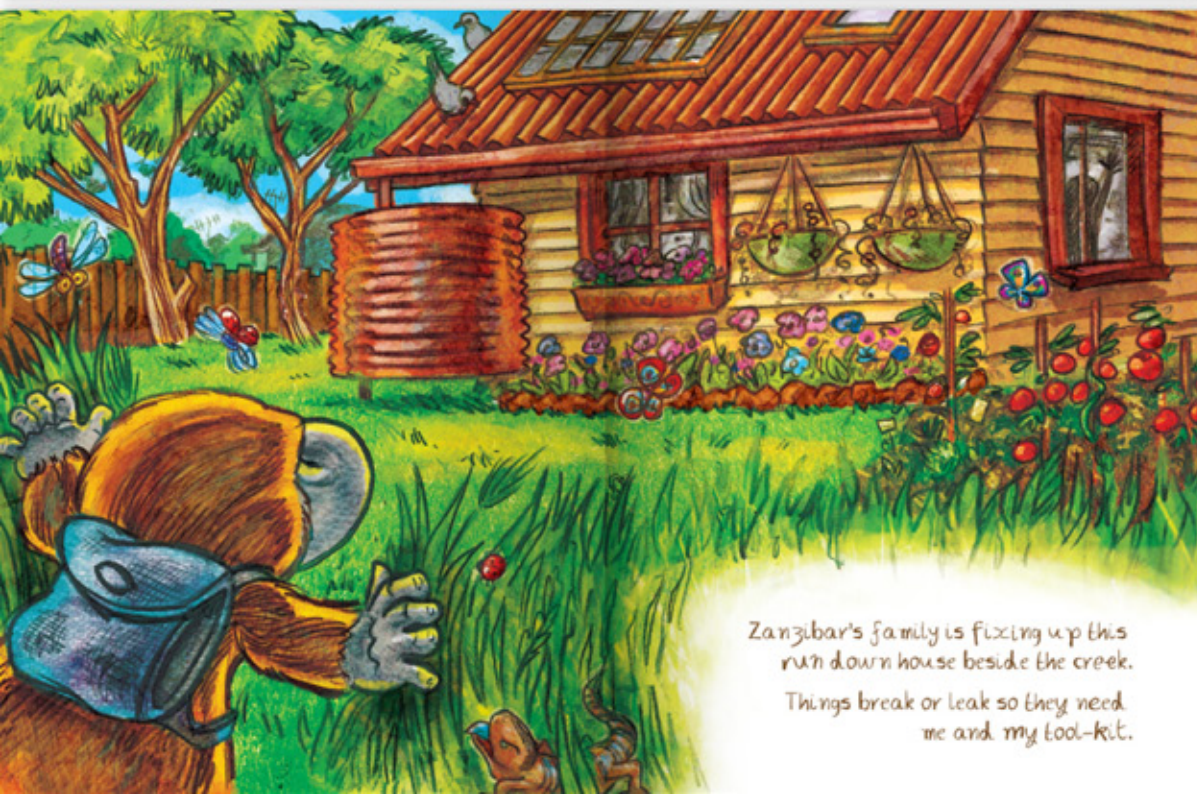
• Design • Illustration

Created at Advertising Australia

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Children's book

Plato the Platypus Plumber (Part-time) with Hazel Edwards (IP Kidz)

I was asked by the famous Hazel Edwards ("There's a Hippopotamus on the Roof Eating Cake") to illustrate her book.

Plato is friend to Zanzibar, a young boy in a suburban home in need of attention. He is on-call to help whenever Zanzibar needs assistance.

The style is loose and textural, lending a lively sense of quick movement to the illustrations.

This is my first published children's book.

Links

IP kidz - Plato the Platypus Plumber
 Hazel Edwards on where ideas come from
 Amazon

- Art Direction
- Design
- Illustration
- Image manipulation

Freelance

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Bug & Stump – Comic series

AAARGH! Comics

Together with Mark Sexton, I co-created and published 9 issues of the multiple OzCon Award winning "Bug & Stump".

The story of two bad tempered and ill matched aliens stranded on Earth, this title was very popular with local readers who voted it Best Australian Comic, Favourite Character and with Mark & myself winning Favourite Artist & Writer.

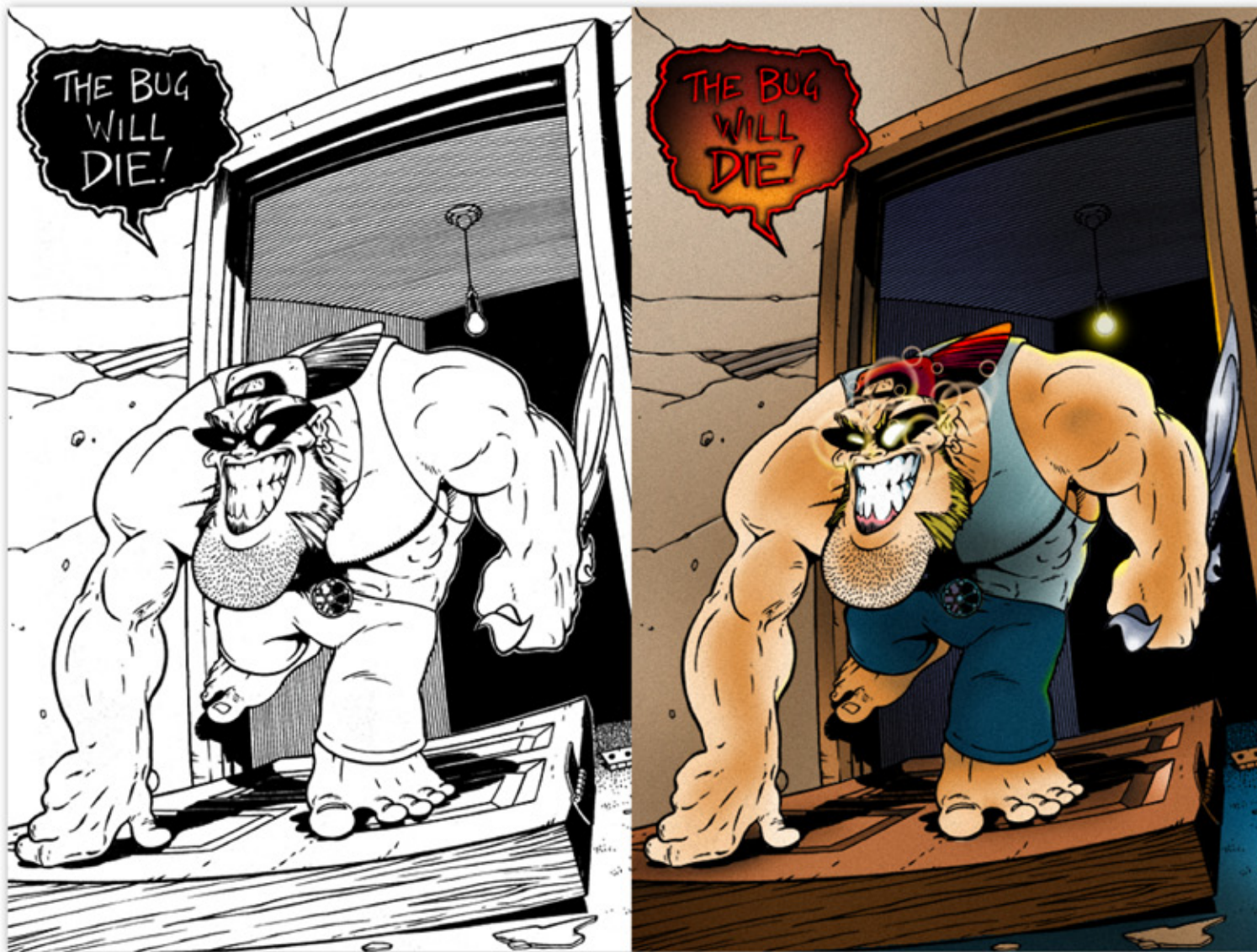
"Bug & Stump" featured prominently in the travelling exhibition "ACE: Australian Comics Exhibition: 1900's - today".

- Writing
- Illustration
- Publishing
- Promotion
- Production / Distribution

Freelance

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Comic Illustration

AAARGH! Comics

Original line art and coloured panel from Issue 9 of "Bug & Stump".

- Illustration

Created at AAARGH! Comics

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Outdoor Banner

The Factory Theatre

Four flags promoting a comedy line-up at The Factory Theatre in Sydney.

I decided to explore Russian Communist era concepts and design given the name of the venue.

The four flags are designed to be viewed alongside each other, or the art can be joined and created as a single piece.

- Art Direction
- Design
- Copy writing
- Illustration
- Typography

Freelance

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Cracker
Sydney Comedy Festival 2008

New look for comedy festival. Includes collateral, including stage*, POS, tshirts, tickets, posters, flyers, press ads*, website and festival guide*.

* pictured

- Art Direction
- Design
- Branding
- Stage design

Freelance





Festival Branding

Antipodes Festival 2009 Greek Orthodox Community of Melbourne

Develop a new look for Antipodes to reflect its Greek roots without clichéd visual cues such as blue and white, men in skirts, island photos, etc.

I chose the designs on Greek pottery and the relevant colours, giving the ancient medium a modern edge by depicting subjects in modern festival related poses.

The design was applied to all collateral, including tickets, t-shirts, posters, flyers, press ads, website and festival guide (pictured).

- Art Direction
- Design
- Branding
- Illustration
- Production Management

Freelance

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CD Cover design

- Automatic**
 - What if... & It's like Sound
 Melbourne – Smartartists & Black Pig
- Pete Stark**
 - RockStarMan & the \$Billion Band
 Independent musician.
- The Living End**
 - It's for your own good
 Iconic Melbourne Rockabilly Punk band.

- Art Direction
- Design
- Illustration
- Typography

Freelance

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Illustration

Four n' Twenty

Press ad illustration for new range of "Traveller" pies

- Illustration

Created at Advertising Australia





Catalogue – Illustration

Sportsco April Catalogue

Part of a concept for 2006 Sportsco April catalogue. The concept was to create a series of characters engaging in high risk "foolish" sports in keeping with the the copyline.

-
- Art Direction
 - Design
 - Illustration
 - Typography
-

Created at Advertising Australia

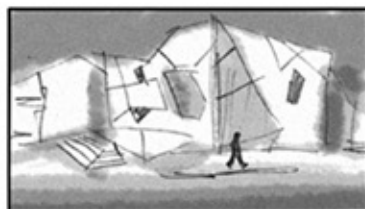
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Sc 24 Shot 1
Hardware Lane



Sc 24 Shot 5
Mo walking through Fed Square, dwarfed by kooky architecture



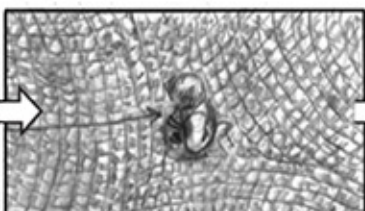
Sc 24 Shot 9
Camera tracks with Mo walking to Left along Princes Bridge, busker in background (recess) and cars and taxis in foreground



Sc 25 Shot 2
Same position, Des sits on his prison bed looking at the wall



Sc 24 Shot 2
Mo inspects graffiti then continues walking



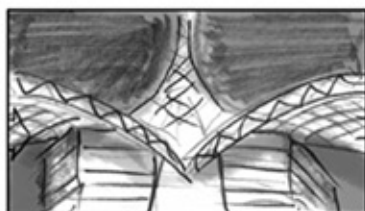
Sc 24 Shot 7
Overhead shot of Mo walking at Fed Square, mosaic tiles underfoot



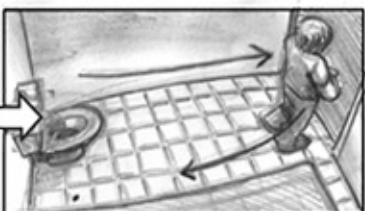
Sc 24 Shot 10
Longshot of Southbank with flames, city reflected in Yarra



Sc 24 Shot 13
Luna Park & Palais Theatre in bg - WEV. Light from passing cars illuminates the face sporadically



Sc 24 Shot 3
Melbourne architecture - Arts Centre Spire



Sc 25 Shot 1
Des walking to door, pause, turns and walks back. Similar angle and direction of movement as per Sc 25 Shot 7



Sc 24 Shot 11
MCU of Mo side lit by the flames



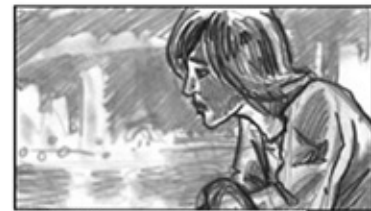
Sc 24 Shot 13 - cont
Mo's face moves into shot, replacing the Luna Park face. She is happier.



Sc 24 Shot 4
Mo walking past ACMI, pausing to inspect the MIFF signage



Sc 24 Shot 8
Crossing Flinders Street on Swanston (from Y&J) heading towards Flinders Street Station



Sc 24 Shot 12
Mo enters shot and leans on balustrade, looking at the city. She is moose



Sc 24 Shot 13 - cont
Mo moves to right and away

Storyboards

The Ballad of Des & Mo 72 Hour Project - James Fair director

This film was shot, edited, post and screened all within 72 hours for the Melbourne International Film Festival 2011.

I included a shot of the MIFF signage with coming events in the scenes to highlight the immediacy of the film.

72 hour project links:

[BOD&M Website](#)
[BOD&M on The Circle](#)

- Art Direction
- Design
- Illustration
- Image manipulation

Freelance

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Sc. 174 - 3. Low angle as the snarling shape knocks Harrison backwards off the ramp to the ground.



Sc. 174 - 4a. Harrison falls into a close-up, the black apparition standing on his chest.



Sc. 174 - 5. Angle past Harrison to the apparition as it snarls and bares its fangs.



Sc. 174 - 4b. Harrison struggles with the creature as it lunges for his throat, ripping and tearing.



Sc. 174 - 6. Close on Danny and Bronwyn as they recognise the creature - "Bilbo!"



Sc. 174 - 7. Steadicam shot following behind Danny as he rushes towards the struggling pair.



Sc. 174 - 8a. Low angle past the pair to Danny and Bronwyn as they approach...



Sc. 174 - 8b. (cont'd)... Bilbo lashes out at them, driving them back.



Sc. 175 - 1. Close on the children as they turn back and continue chanting.

Trade Stand Design

Cubbyhouse

Storyboards from "Cubbyhouse" (aka "Hellion").

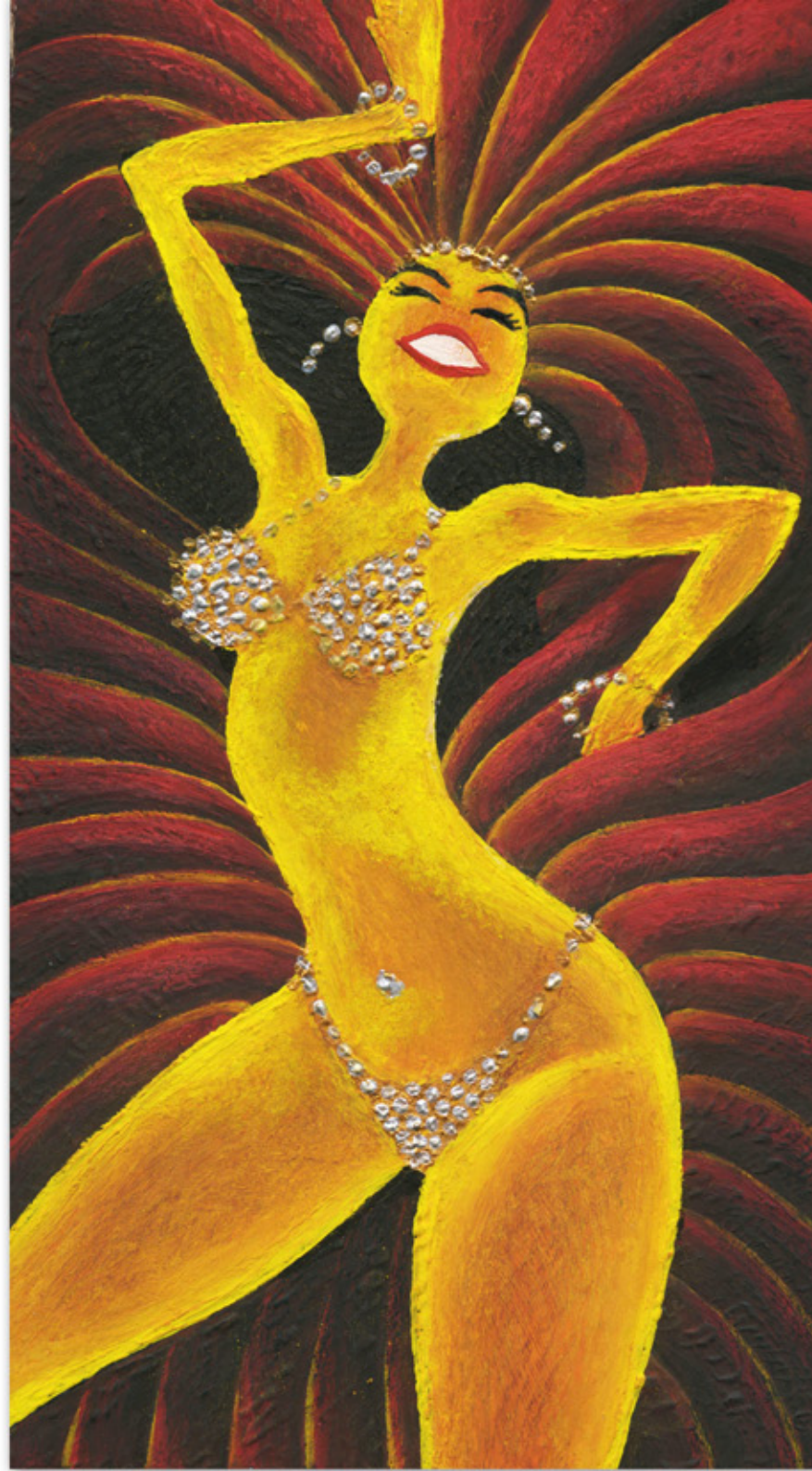
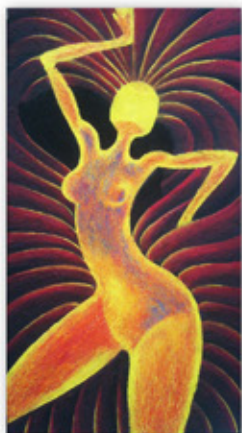
• Storyboards • Illustration

Created for Murray Fahey

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Illustrators Australia
9x5 Exhibition – 2012
“Carnivale”

Personal

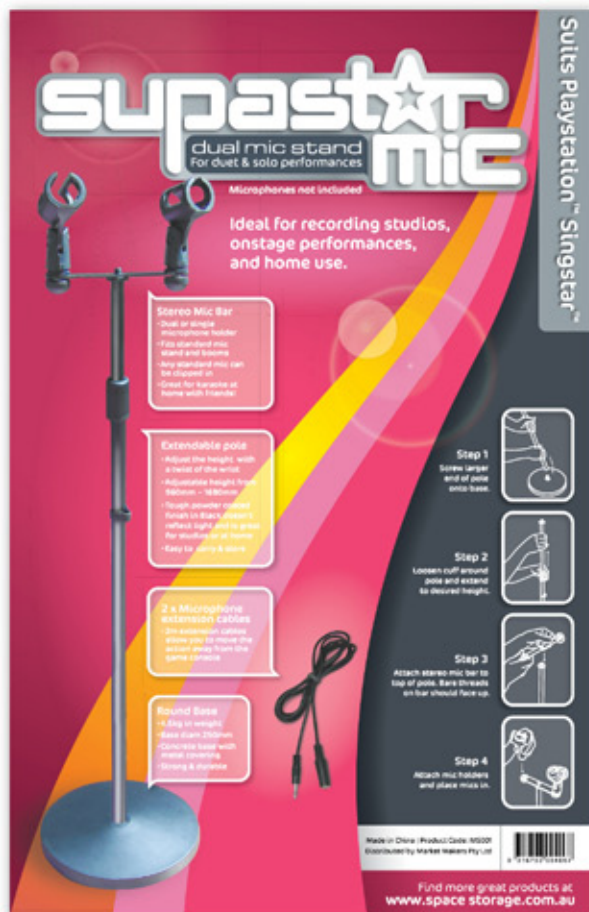
2013 9x5 “Carnivale” Illustrators Australia exhibition entry.
 Acrylic & gouache on plywood.

• Illustration

Freelance

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Package design

Supaster Mic Dual Mic Stand

Packaging for a dual microphone stand, for use with Sony PlayStation Singstar.

- Art Direction
- Design
- Illustration
- Photography
- Image manipulation

Created at Advertising Australia

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CommonWii Games

Challenge Supporting kids with cancer

Fundraising initiative to coincide with the Commonwealth Games aimed at CBD companies, where teams are supplied with a Nintendo Wii console and TV and encouraged to find sponsorship based on their group performance.

The campaign would culminate in an inter-office playoff at an appropriate location, where the top earning teams would play off against each other for the glory of being CommonWii Champion.

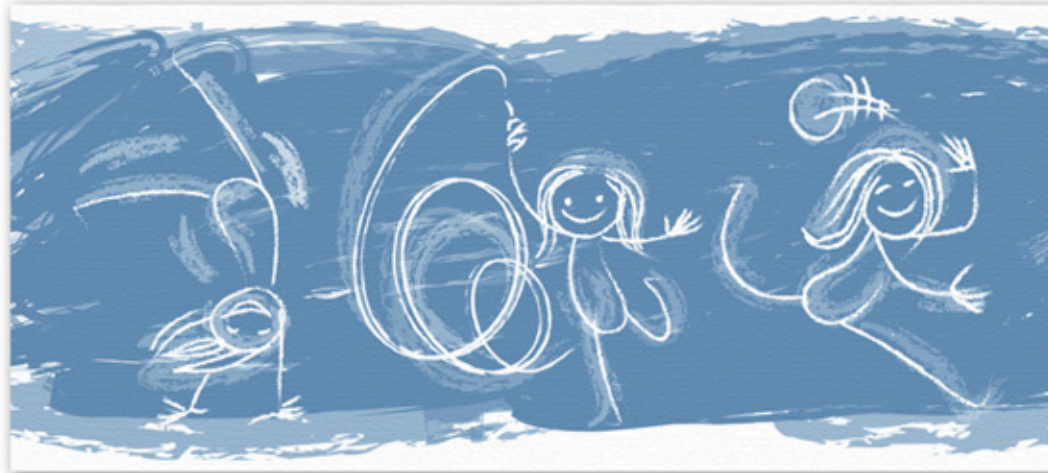
Unfortunately, this brilliant idea was never actualised, due to a change in staff at Challenge.

-
- Art Direction
 - Design
 - Illustration

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Children's Illustration

Personal projects

Illustrations featured on various invites for my daughters' birthday parties.

Themes (Clockwise from top left): Pony rides, Gymnastics, Pool, Petting farm.

• Illustration • Caricature

Freelance

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Illustration

Personal projects

Various illustration, just for the helluvit!
 "Killeroo" (bottom right) © Darren Close

- Art Direction
- Design
- Illustration
- Image manipulation

Personal

