

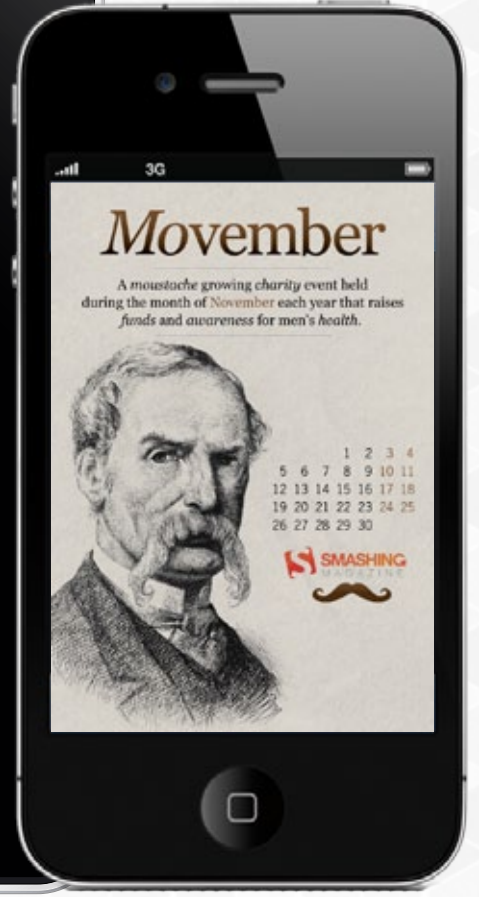
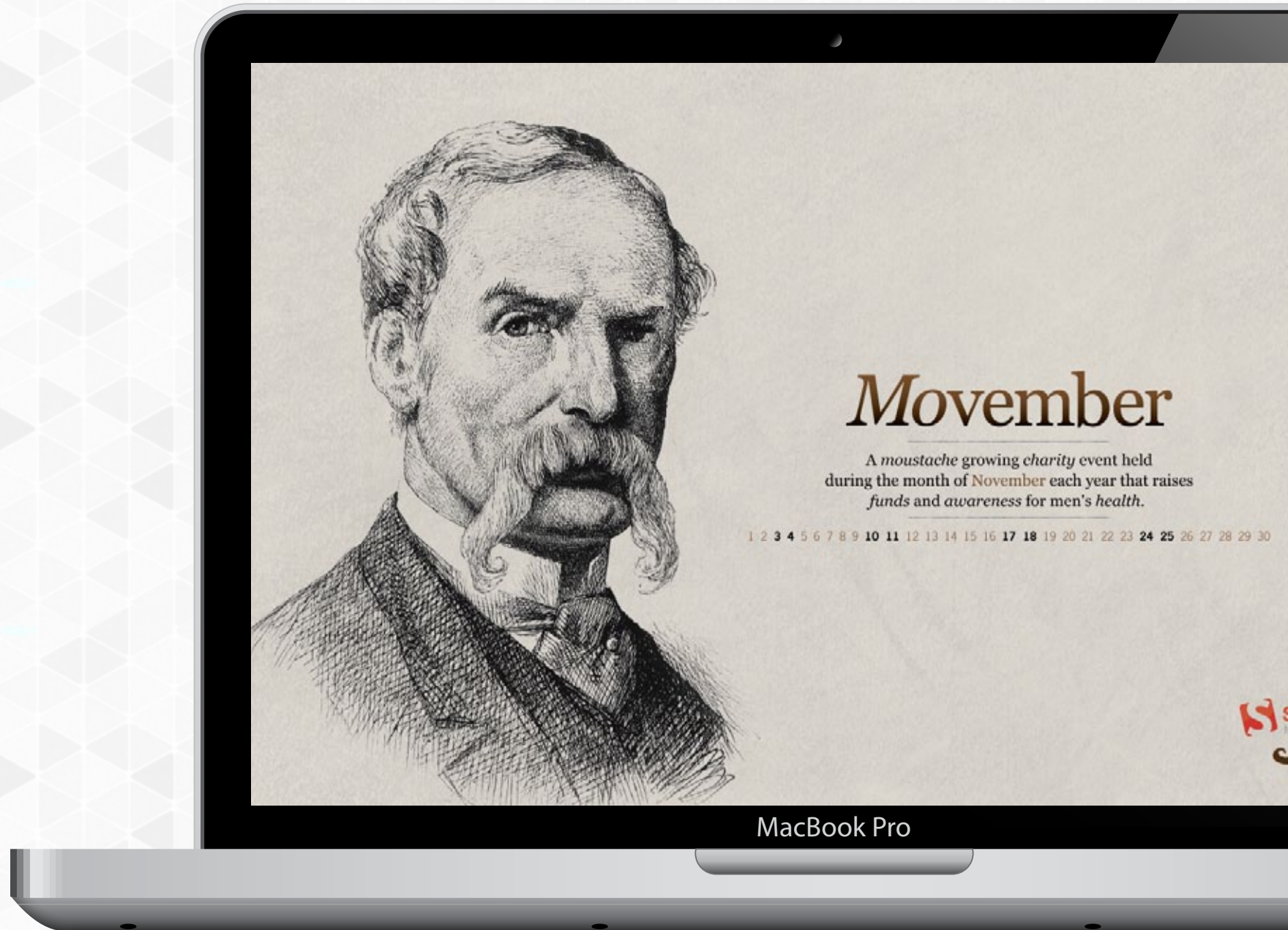
TWENTY

13

Folio!



GRAPHIC DESIGN & CREATIVE MEDIA



Smashing Magazine

Movember Calendar

Services

Digital Calendar Creation

Target Audience

Smashing Magazine's already established audience of artists, designers, and creatives.

Description

Every month Smashing Magazine holds a desktop wallpaper contest. Tides Creative submitted this piece celebrating Movember for the month of November 2012.

“Movember is a moustache growing charity event held during the month of November each year that raises funds and awareness for men’s health.” The submission included multiple screen sizes from iPhone all the way to large desktops.



Sideways Surf

End of Spring Campaign

Services

Web design, Social Media + E-mail Marketing Campaign

Target Audience

Website visitors, Sideways Surf's current customer e-mail marketing base and potential new clients interested in surfing and clothing on Facebook.



Description

Sideways Surf wanted to promote an multi-faceted “End of Spring” sale. Their website was already designed to have a large splash image, and four content boxes underneath, so Tides created images to fill into Sideways’ web template. Also had to create imagery for e-mail subscribers and social media campaign that received great feedback from new and existing customers from Facebook.

END OF SPRING SALE
WETSUITS+RASHIES
UP TO **50%** OFF RRP
Oneill, Rip Curl, Peak



2 MENS TEES FOR
\$40

ALL THE BIG BRANDS

SOFTBOARDS FROM
\$100
with fins

MORE FOAM, MORE FUN

NEW GIRLS
LABELS

PERFECT FOR SPRING

FOLLOW, LIKE, SHARE



MacBook Pro



Sideways Surf

Storefront Banner - 4m x 1.5m

Services

Large Format Banner Design

Target Audience

This massive banner was designed to catch the eye of any potential customers driving or walking by Sideways Surf's Tweed Heads store.

Description

Wanting to show off their newly sponsored surfer Jay Phillips and his pro model skateboard range, Sideways Surf asked Tides Creative to design a 4 meter storefront banner. Jay is a professional surfer from Coolangatta and designed these skateboards to suit a surfer's style. The concept for the banner was to advertise these skateboards to surfers as a perfect vehicle to check the surf with a trendy Instagram inspired style.





Suncoast Accounting

Small Business Branding + Website

Services

Logo, Brand Identity, Responsive Web Design

Target Audience

Located in Southwest Florida, Suncoast Accounting's target audience is small to medium sized businesses looking for accounting and tax help.

Description

Suncoast Accounting is a business in Venice, Florida that needed their company re-branded with an updated website. The client described the company as organic and interactive, so Tides created a logo where the circular shapes interact with each other. Once the brand was established, we photographed the owner, used her already purchased stock images, and created a responsive website that adapts to any device.

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Discover the most accurate and efficient way to use QuickBooks. Our private training sessions or group seminars are carefully structured so students learn in a productive, professional environment. Your time invested in our training will ensure your confidence and knowledge in the proper use of QuickBooks that meets standard accounting practices.

Start working with SAS today



Accounting

- Financial Statements
- Bookkeeping
- Budgets
- Payroll
- Job Costing
- Sales Tax



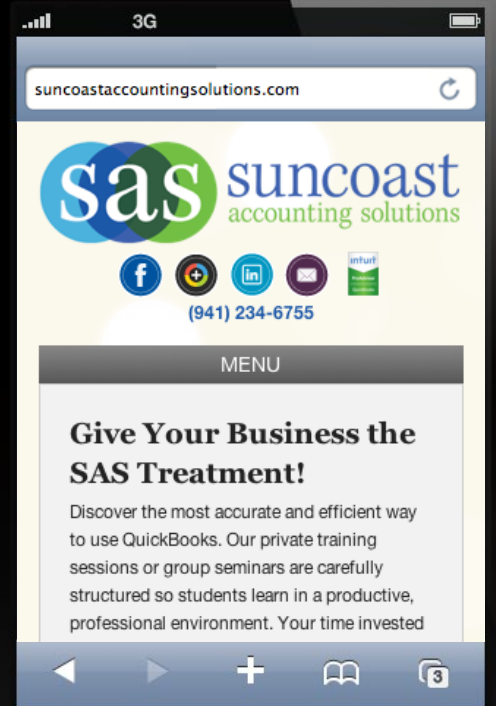
QuickBooks

- Set Up, Training, Support
- Versions, Upgrades
- One on One Tutoring
- Group Training
- Troubleshooting
- Clean Up



Consulting

- Accounting Controls
- Business Formation
- New Hire Testing
- Procedural Office
- Special Projects
- Merchant Services





*Your local
QuickBooks
expert.*



*Maximize
profit
margin.*



*Think
BEYOND THE
ledger.*



*Set up,
TRAINING,
& support.*



DFS

Small Business Branding + Website

Services

Logo, Brand Identity, Responsive Web Design

Target Audience

Dynamic Fitness Solutions is a mobile training business that focuses on young men and women looking for fitness advice and training sessions on the Gold Coast.

Description

The owner of the business had created sketches of the logo he had envisioned, and approached Tides to help develop the brand. Based off of the clients sketches, we worked with the client to help choose the appropriate fonts and colour scheme. Because most of his clients find out about his programs via word of mouth, he asked Tides to create a website that looked great on all devices from phones to desktops.





Komune Resort

Staff Photographer

Services

Photography, Social Media

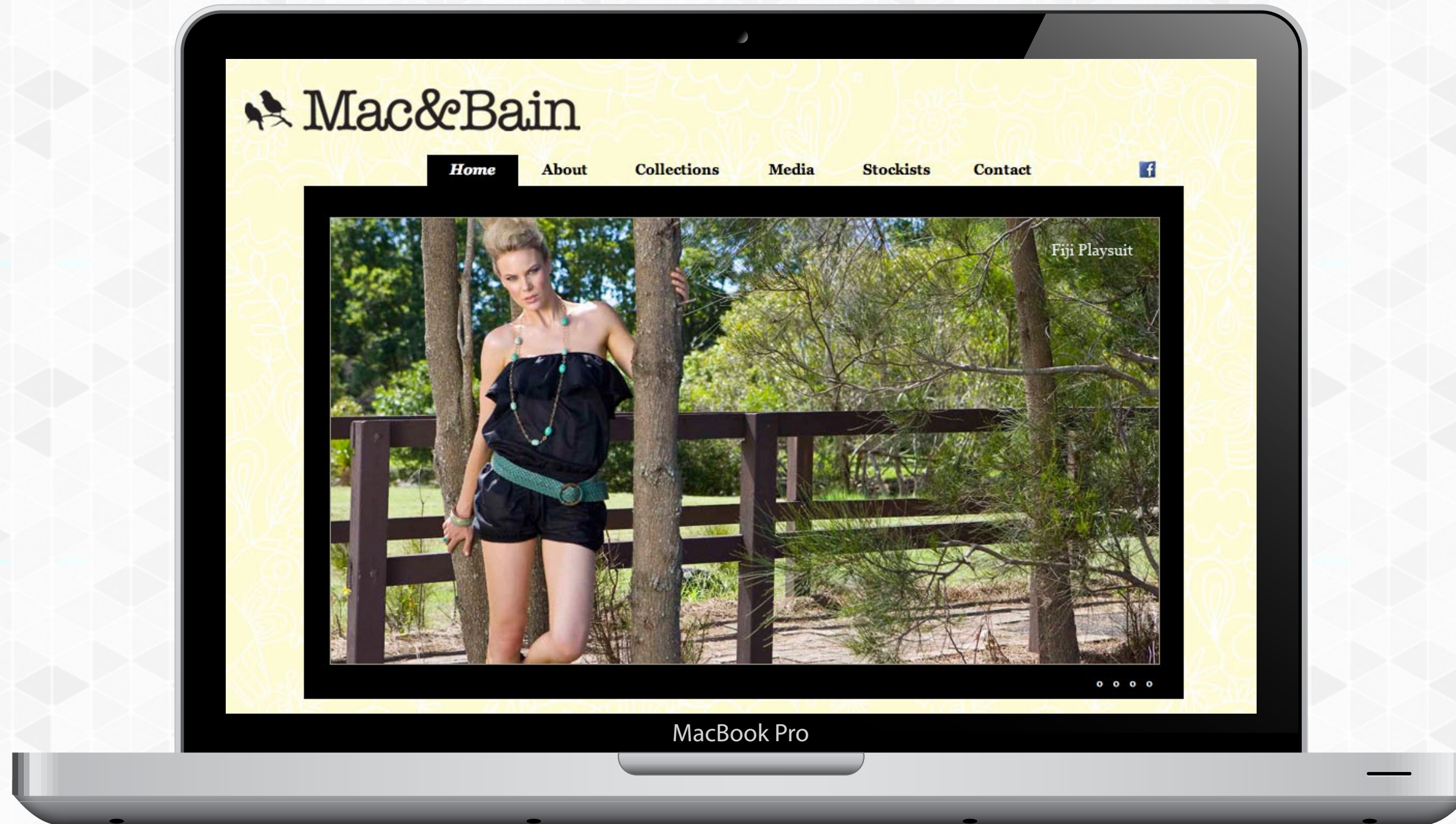
Target Audience

Located in Coolangatta, QLD, the business slogan is “A Surfers Lifestyle.” The Komune caters to functions, events, travelers, and the local surf community.

Description

Every weekend the Komune Resort & Beach Club host events, fashion parades, parties, live music, and art exhibitions. As staff photographer, I work with the Komune’s promotion team to capture the best moments, and submit photos to their Facebook page, local magazines, and newspapers. Also includes social media campaigns on Facebook and Instagram to interact with the fan base in an online social media setting.





Mac&Bain

Small Business Branding + Website

Services

Logo, Branding, Website

Target Audience

Mac&Bain's target audience includes high end fashion enthusiasts, models, and the shop's local community in Currumbin, QLD.

Description

Mac&Bain is a fashion studio located in Currumbin, QLD. The studio is known for their handmade swimsuit, casual, and formal wear for women. Tides worked with Mac&Bain on re-designing an existing logo, while also creating illustrations and imagery to match the new brand identity. Once the foundation was set, we designed and hand coded a website to match the new branding while showcasing their clothing portfolio.



2010



2011



2012



Deck Magazine

Magazine Concept

Services

Logo, Branding, Design, Print, Binding

Target Audience

The concept for the magazine was to create a publication aimed at people interested in the culture behind skateboarding.

Description

Deck was a concept for a skate magazine created by Tides. A project during my studies the University of North Florida, the word Deck refers to a skateboard deck, and was based around culture and travel in the skateboarding world. Each issue was based from a different location around the world, highlighting the culture of each location and the area's skate history. All photography, design, print, and binding was done by Tides.

The Armory

Is every store that sells skateboards a skateshop?

660 West 17th St, Unit 34
Jacksonville, FL 32250
909.574.2741



The Armory - Jacksonville, FL

What if they also sell wakeboards or surfboards or rollerblades? Chris Harris and Dave Ashley at The Armory in Costa Mesa don't think so. Located within a mile of three other shops that carry the aforementioned stuff, The Armory has set itself apart by taking the less is more approach. "we don't sell surfing, we don't sell snowboarding, no girl's stuff," Dave says.

"There's nothing wrong with any of that, but we just sell skateboarding. A lot of shops around here dabble in everything, and I don't know if I'd really call them skateshops." The plan is now paying off. Having been in business almost six months, the Armory is blowing up.

Do you get it? Blowing up? Ha! One of the more noticeable things that sets the shop apart from most of their competitors

is the World War II - era Quonset hut in which it is located, one of 38 such structures on the property.

Originally used as a military armory, infirmary, and barracks, today the huts contain a whole range of businesses, and incidentally were one time homes to Quiksilver, Acme Skateboards, and yes Jeff Grosso. Despite the challenges involved in turning what Dave

calls a "Coke can cut in half" into a proper shop, the place turned out as amazing as it did thanks in large part to Chris' construction background.

Dave's background proved equally valuable. Once upon a time he was a grocery team leader at Whole Foods, which entailed doing all of the hiring, firing, and buying in five states. But after ten years he wanted to work closer to where his heart was—that's right you guessed it, skateboarding. Talk about dropping some hammers, so now onto the goods.

Dave threw his hat in the team management ring,

working here and there before finally settling in over at Black Label. His industry contacts have gone a long way toward getting the more sought after accounts into the store, while his

background proves useful in keeping overhead low.

Fortunately for them, and their customers, its never been about the glitz or the glamour or pulling up cash. "We started The Armory for our pure love of skateboarding. That is our story, plain and simple.

—thearmoryskateboarding.com

"We started the armory for our pure love of skating. Not to get rich, & not to dominate some kind of demographic."

Jax Skate Plaza

Rob Dyrdek's contribution to skateboarding and the city of Jacksonville, FL.

A lot of skaters will scoff at the idea of a skate plaza. They often argue that any city park is a skate plaza. Apparently, these skaters have never encountered joggers, dog walkers, kids playing or police when they skate their local city's parks. Interesting. I'd think most people would prefer a place designed for skaters to be used exclusively by skaters. Maybe they're afraid of losing their cult-like status or egos? Who knows...

What if you went to your local skatepark and found people sitting on all the benches drinking coffee and reading the local paper? What if the street section was cluttered with kids playing with toys? Obviously, none of these things ever happen because such people don't venture into skateparks, they go to public city parks. Hey, wait a minute! Skaters go to these city parks too. Aha! Well, what if the city replicated a public park, built obstacles that were very skatable and invited all the four wheeled rebels?

Maybe now you're getting the point of building skate plazas...The fact is that 90% of the thirteen million skateboarders are street skaters skaters who don't really have use for a half pipe or other ramps

that you typically find in skateparks. Don't get me wrong, I have no problem with towns building skateparks full of ramps, but does that really meet the need of the average skater? Take a look at the types of obstacles you like to skate. What if you could custom design ledges the way you like them? That's exactly what Rob Dyrdek did for the Jax skate plaza.

Dyrdek began working with city staff and Site Design Group Inc. to design the skate plaza. Dyrdek photographed and measured the best skate spots from around the world before designing his concept of a skate plaza. With his research, Dyrdek created a handrail inspired by a popular spot on the University of California Irvine campus; benches modeled after those at the Department of Water

and Power building in Los Angeles; ledges duplicated from one in Barcelona, Spain; and wide concrete slabs inspired by those at Pier 7 in San Francisco, California.

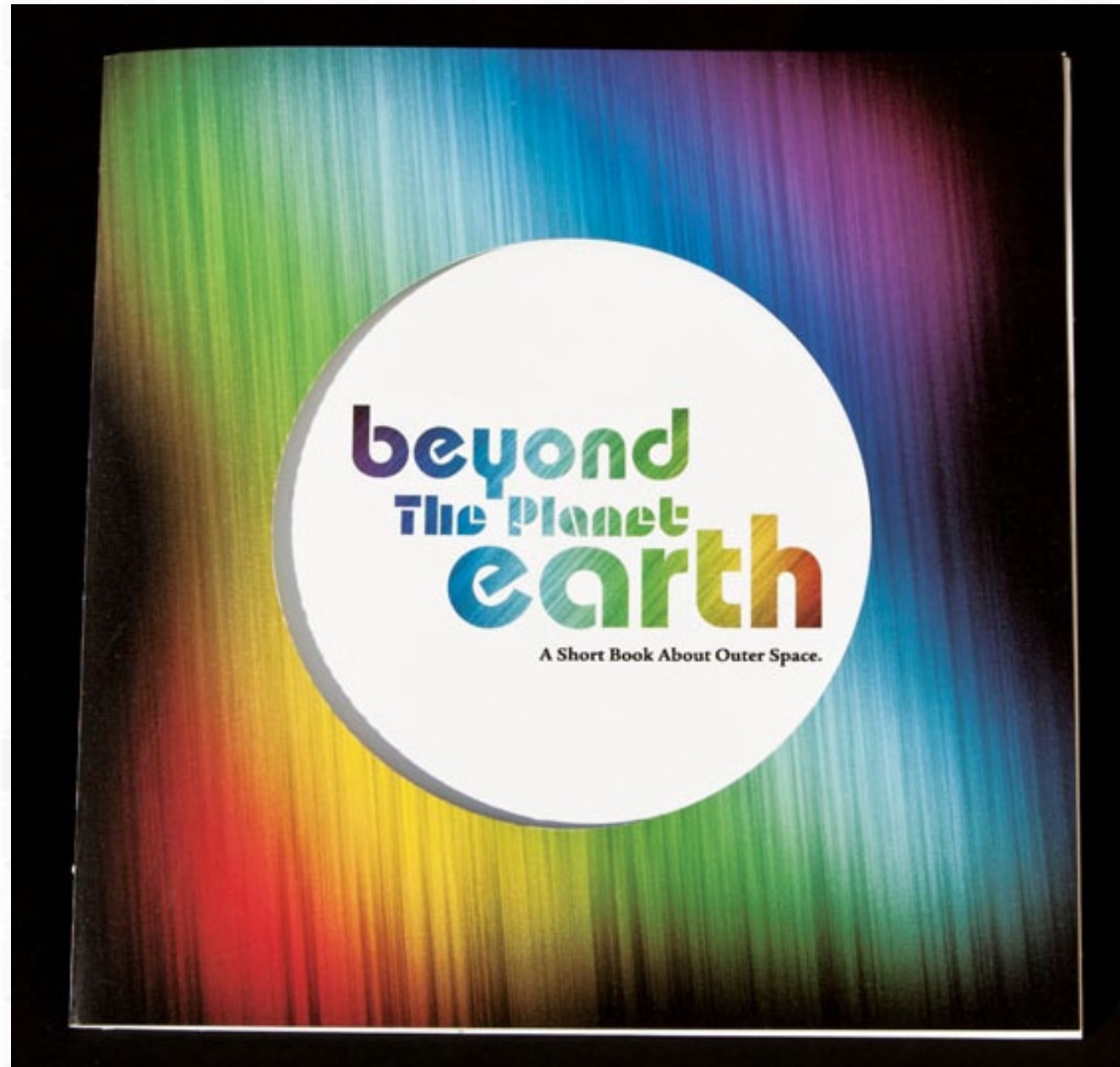
Rob's undertaking wasn't just as a concerned skater but as a citizen as well. He had to learn drafting skills and get city council approval, but in the end Dyrdek's contribution to Jacksonville will long be appreciated by the towns skaters.

—jaxskateplaza.com

"The fact is that 90% of the thirteen million skateboarders are street-skaters"



Dyrdek at his creation, the Jax Skate Plaza - Jacksonville, FL



Beyond the Planet Earth

Experimental Book

Services

Design, Print, Binding

Target Audience

This experimental book was aimed at anyone interested in learning more about what lies beyond the planet earth in our universe.



atmospheric
layers

The Outer Space Treaty, as it is known, was the second of the so-called "nonarmament" treaties; its concepts and some of its provisions were modeled on its predecessor, the Antarctic Treaty. Like that Treaty it sought to prevent "a new form of colonial competition" and the possible damage that self-seeking exploitation might cause.

In early 1957, even before the launching of Sputnik in October, developments in rocketry led the United States to propose international verification of the testing of space objects. The development of an inspection system for outer space was part of a Western proposal for partial disarmament put forward in August 1957. The Soviet Union, however, which was in the midst of testing its first ICBM and was about to orbit its first Earth satellite, did not accept these proposals.

Between 1959 and 1962 the Western powers made a series of proposals to bar the use of outer space for military purposes. Their successive plans for general and complete disarmament included provisions to ban the orbiting and stationing in outer space of weapons of mass destruction. Addressing the General Assembly on September 22, 1960, President Eisenhower proposed that the principles of the Antarctic Treaty be applied to outer space and celestial bodies.

Soviet plans for general and complete disarmament included provisions for ensuring the peaceful use of outer space. The Soviet Union, however, would not separate outer space from other disarmament issues, nor would it agree to restrict outer space to peaceful uses unless U.S. foreign bases at which short and medium-range missiles were stationed were eliminated also.

The Western powers declined to accept the Soviet approach; the linkage, they held, would upset the military balance and weaken the security of the West.

After the signing of the Limited Test Ban Treaty, the Soviet Union's position changed. It ceased to link an agreement on outer space with the question of foreign bases. On September 19, 1963, Foreign Minister Gromyko told the General Assembly that the Soviet Union wished to conclude an agreement banning the orbiting of objects carrying nuclear weapons. Ambassador Stevenson stated that the United States had no intention of orbiting weapons of mass destruction, installing them on celestial bodies or stationing them in outer space. The General Assembly unanimously adopted a resolution on October 17, 1963, welcoming the Soviet and U.S. statements and calling upon all states to refrain from introducing weapons of mass destruction into outer space.

The United States supported the resolution, despite the absence of any provisions for verification; the capabilities of its space-tracking systems were adequate for detecting launchings and devices in orbit.

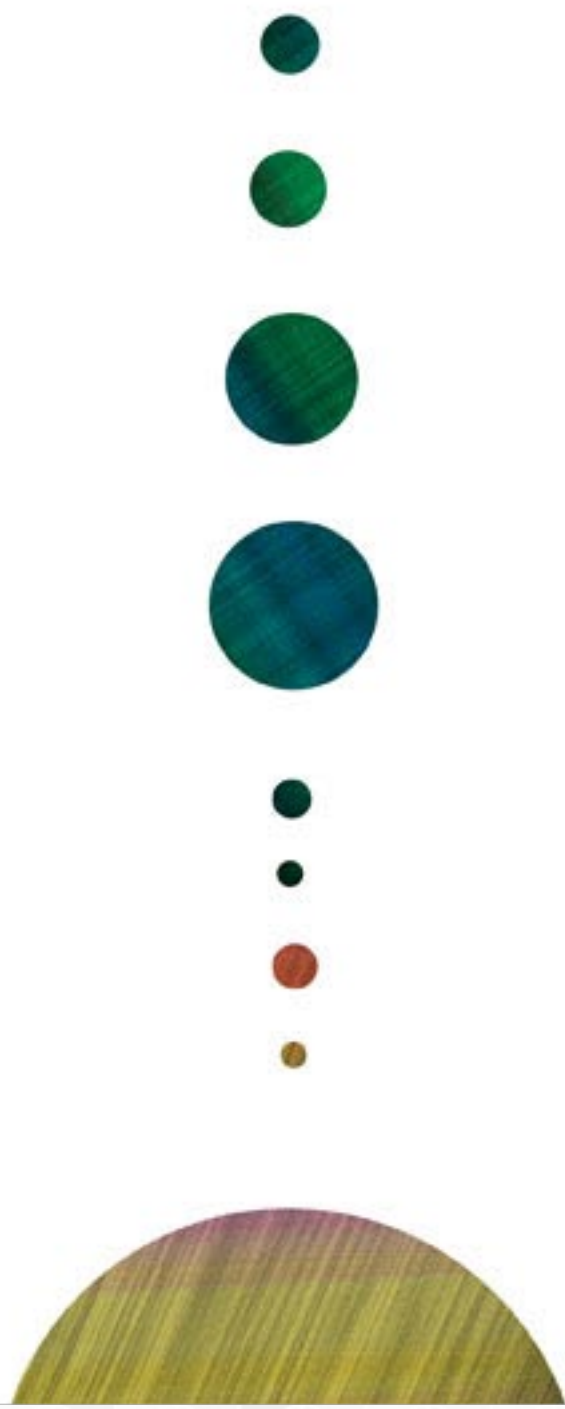
Seeking to sustain the momentum for arms control agreements, the United States in 1966 pressed for a Treaty that would give substance to the U.N. resolution.

On June 16, 1966, both the United States and the Soviet Union submitted draft treaties. The U.S. draft dealt only with celestial bodies; the Soviet draft covered the whole outer space environment. The United States accepted the Soviet position on the scope of the Treaty, and by September agreement had been reached in discussions at Geneva on most Treaty provisions.

outer
space
treaty

Description

Beyond the Planet Earth was a conceptual project during my studies at the University of North Florida. The main focus was experimenting with typography, printing, and binding methods. The concept of the book is the first page is about the planet earth, and each page you turn takes you further out into the universe. The typography, design, printing, and assembly were all done by Tides.



solar system

Our Solar System consists of the Sun and those celestial objects bound to it by gravity.