



# afterglow

## Cian Walsh - Design Examples

All the design contained in this PDF represents over six years of projects for a number of companies and projects.

A number of these have called from collaboration with marketing departments of large corporations. Others have demanded that the work be created from scratch. This could include a company entire branding or new product lines.

Each set of circumstances demands a different approach to the job but the final result always had to be cohesive and rep-

resent the values of the brand of company.

The following examples include work for such international brands as Nokia and O2 as well as prominent Irish institutions and events.

For more information and further examples of work please email me at [cian@afterglow.ie](mailto:cian@afterglow.ie)

# DIGITAL MEDIA

SERVICES DIRECTORY 2003-04

EFFECTIVE JULY 2003



**Animation**  
**Broadcasting**  
**Consultancy**  
**Design & Creative**  
**Digital Advertising and Marketing**  
**Digital Content Providers**  
**Digital Media Service Providers**  
**Digital Production/Facilities**  
**Digital Rights Management**  
**E-Learning**  
**Education**  
**Film & Television Production**  
**Finance & Business Support**  
**Game Developers**  
**Government & Trade Bodies**  
**Hardware**  
**Hosting & Outsourcing**  
**Software**  
**Telecommunications**  
**Training**  
**Website Developers**  
**Wireless**

Your guide to the Digital Media Industry in Ireland  
in association with



Digital Media Services Directory - a 140 page contacts directory of the Digital Media industry in Ireland. I produced the entire publication using InDesign and InData plug-in to flow in information from a database. This directory is distributed to all digital media companies.



The brochure cover of the National Digital Media Awards. Sponsored by the mobile network giant O2, this was the first event of it's kind in Ireland. My role for the awards was as a Creative Director, designing and implementing all online and printed collateral for the event.

# O<sub>2</sub>DMC

Digital Media Conference



## Making Digital Media Pay

In addition to the Digital Media Awards, an associated conference is run every year to determine what direction the industry is travelling towards and what issues are most important in Digital Media at that time. The graphic represents the O2 "Bubbles" branding incorporated with a crystal ball, since the event forecasts the upcoming developments in the industry.



These were splash screens for software that were intended for use by relatively inexperienced computer users. For that reason the software's intended use needed to be communicated through these brief graphics.

**SELL MORE**  
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**300 MARKETING VIPS**  
**1 EVENT**

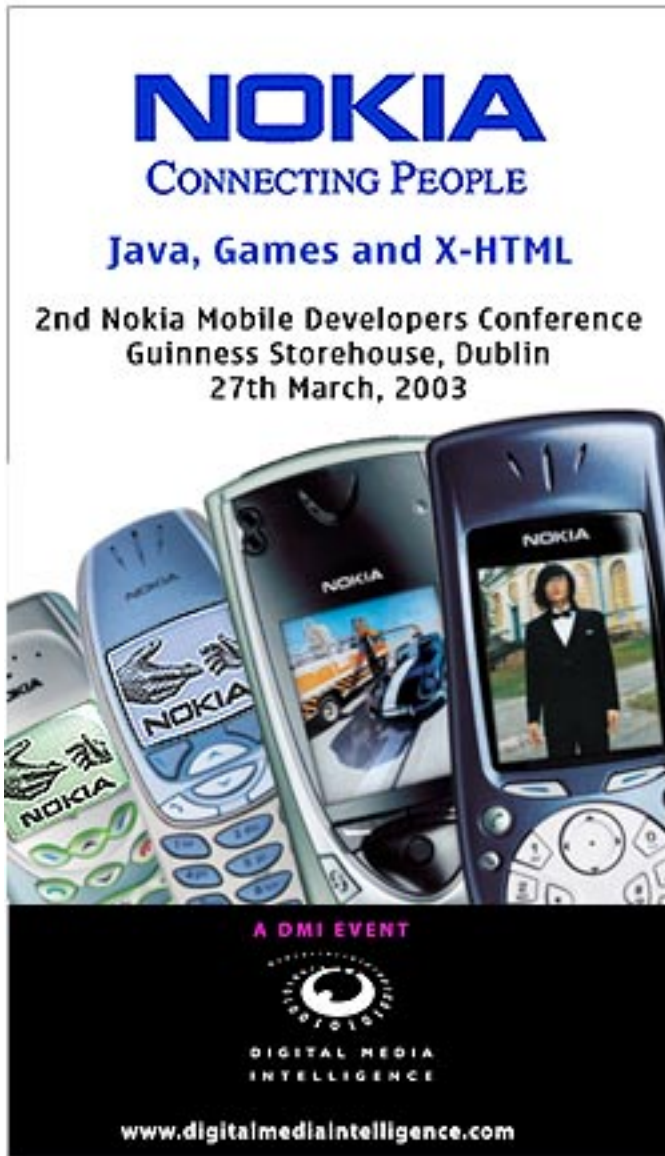
**IDMA**  
CONGRESS

The 13th Annual IDMA Congress  
Stillorgan Park Hotel, 30th September 2003

A graphic used to publicise the Congress of the Irish Direct Marketing Association in Dublin, Ireland.



The branding for the 2nd O2 Digital Media Awards, due to be held in January 2004. The brief was to present the Irish Digital Media Industry as one brimming with confidence and ideas.



Large Panel Backdrop A

Penguin Stands



For a number of Nokia Conferences ,backdrops and stands were designed by myself to reinforce the brand as well as advertise upcoming phone models and features.



**For more examples of work**  
**Contact:** [cian@afterglow.ie](mailto:cian@afterglow.ie)