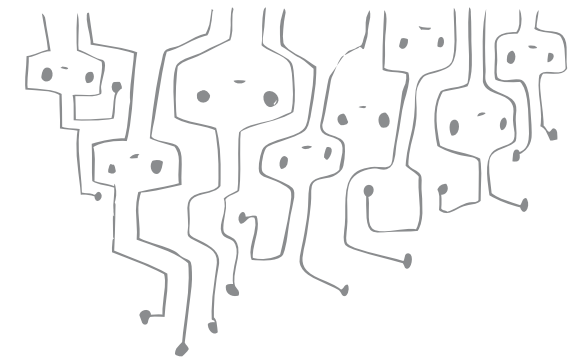


# bug in the system

ILLUSTRATION | DESIGN | PRINTS



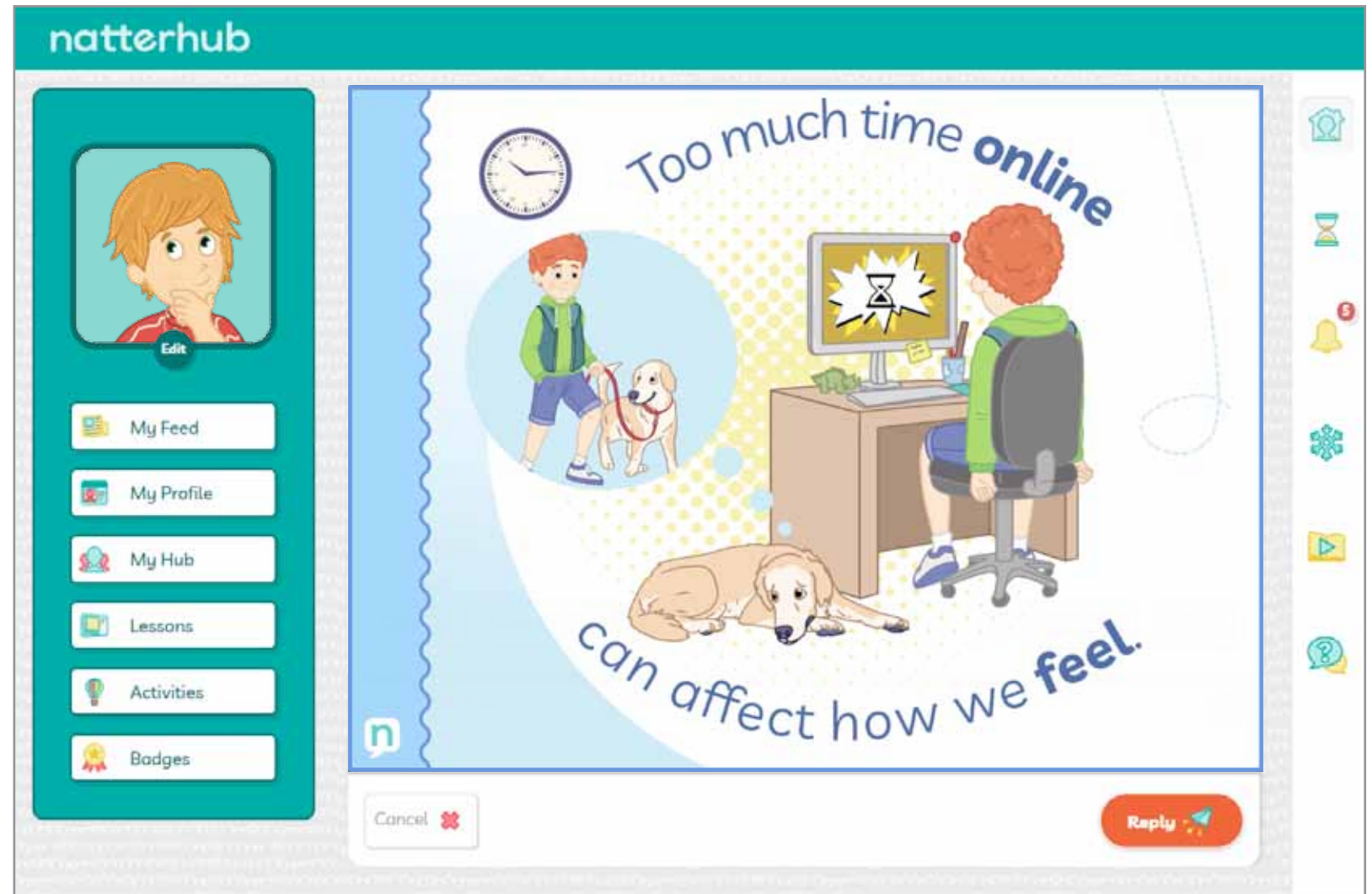
TONY B ANDERSON  
PORTFOLIO

[bug in the system.co.uk](http://buginthesystem.co.uk)

## contact

Name: Tony Anderson  
Address: 127 Queens Park Road  
Brighton, BN2 0GH  
E-Mail: [tonybiggsanderson@gmail.com](mailto:tonybiggsanderson@gmail.com)  
Telephone: +44 7 865 729 442

# interactive design



## Natterhub

Natterhub is an classroom-based social media platform that helps children to be safe and kind digital citizens. I was involved in the production of audio-visual interactive lessons that enabled children to work independently.





# interactive design

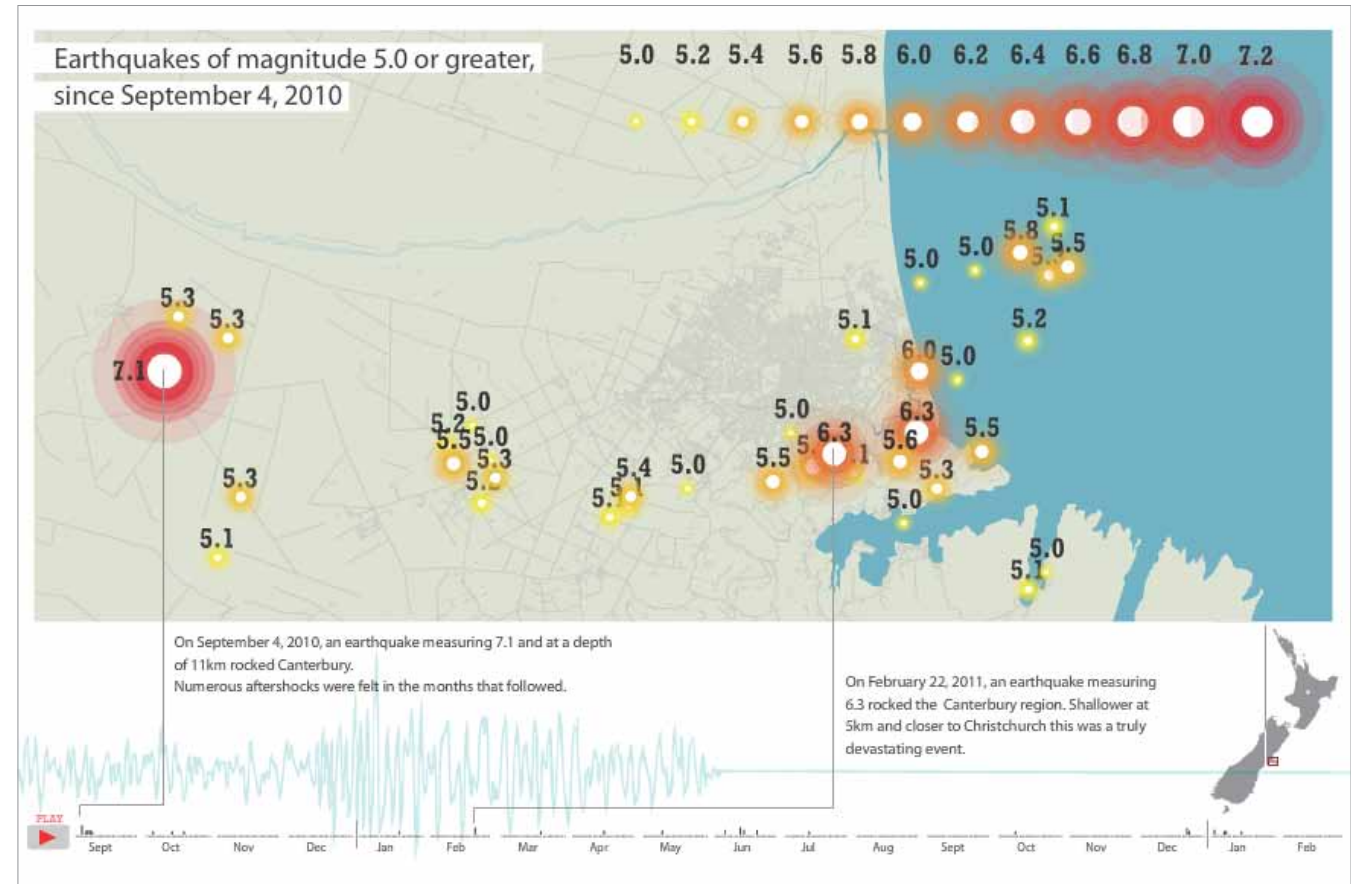
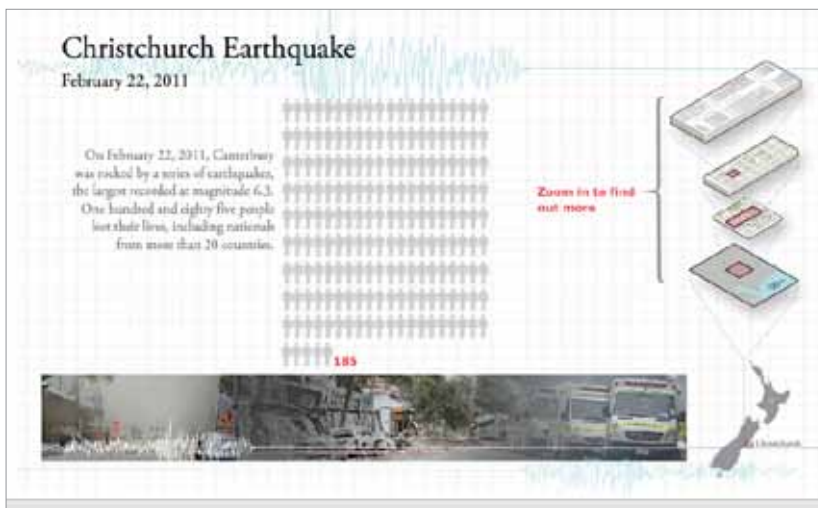
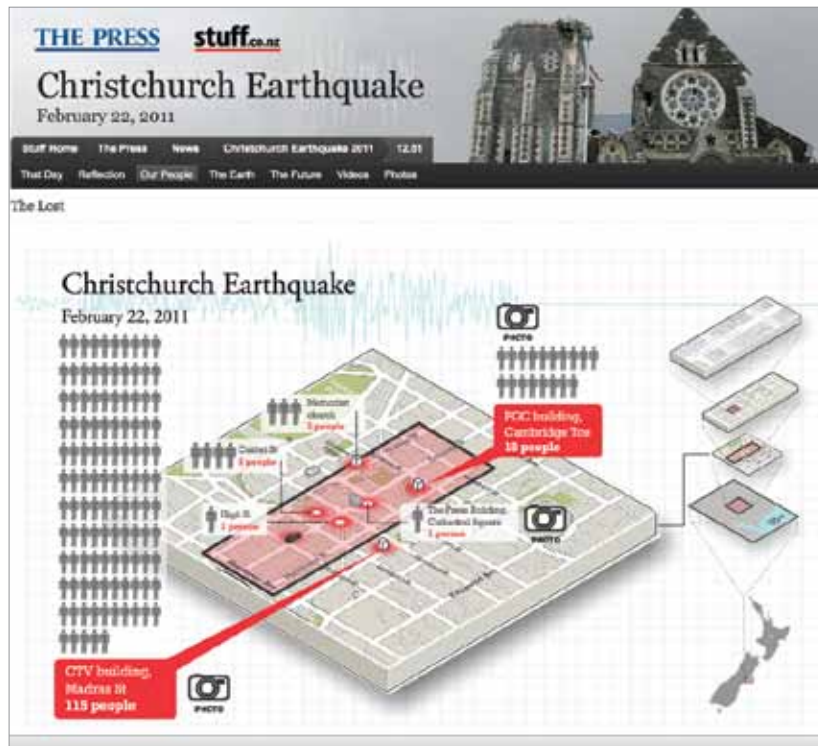


{ 5 }

## FAIRFAX COLD CASES

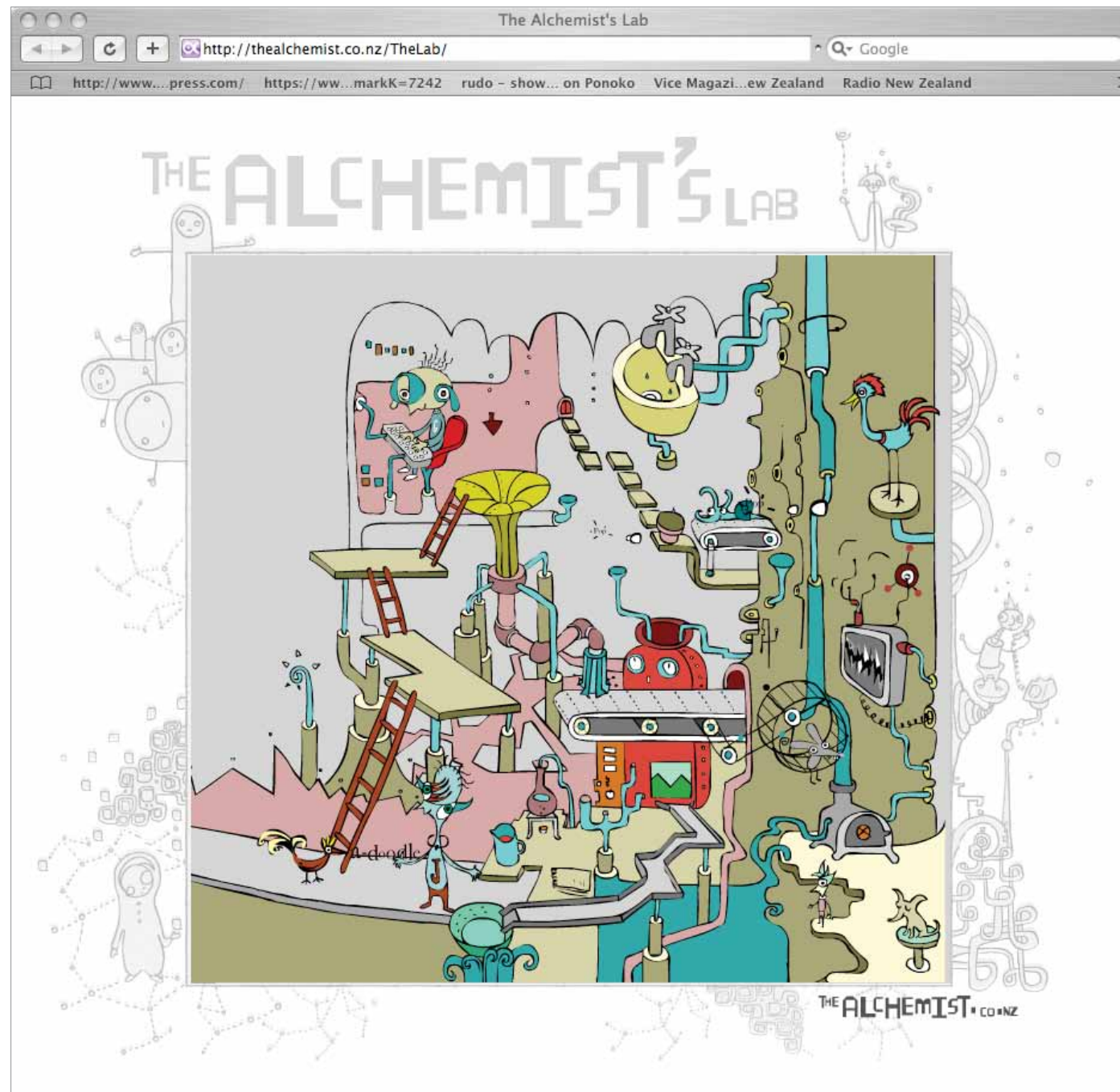
I created three interactive digital features for Fairfax media covering major news events. I drew up wireframes to explain the user journey to the editor. I designed these features alone, working closely with the journalist to tight deadlines. It was a finalist in the multimedia category of the Canon Media Awards 2012. [LINK](#)

# interactive design



CHRISTCHURCH EARTHQUAKE  
To mark the anniversary of the Christchurch earthquake,  
I created interactive graphics for stuff.co.nz.

# interactive design



{ 7 }

## THE ALCHEMIST'S LAB

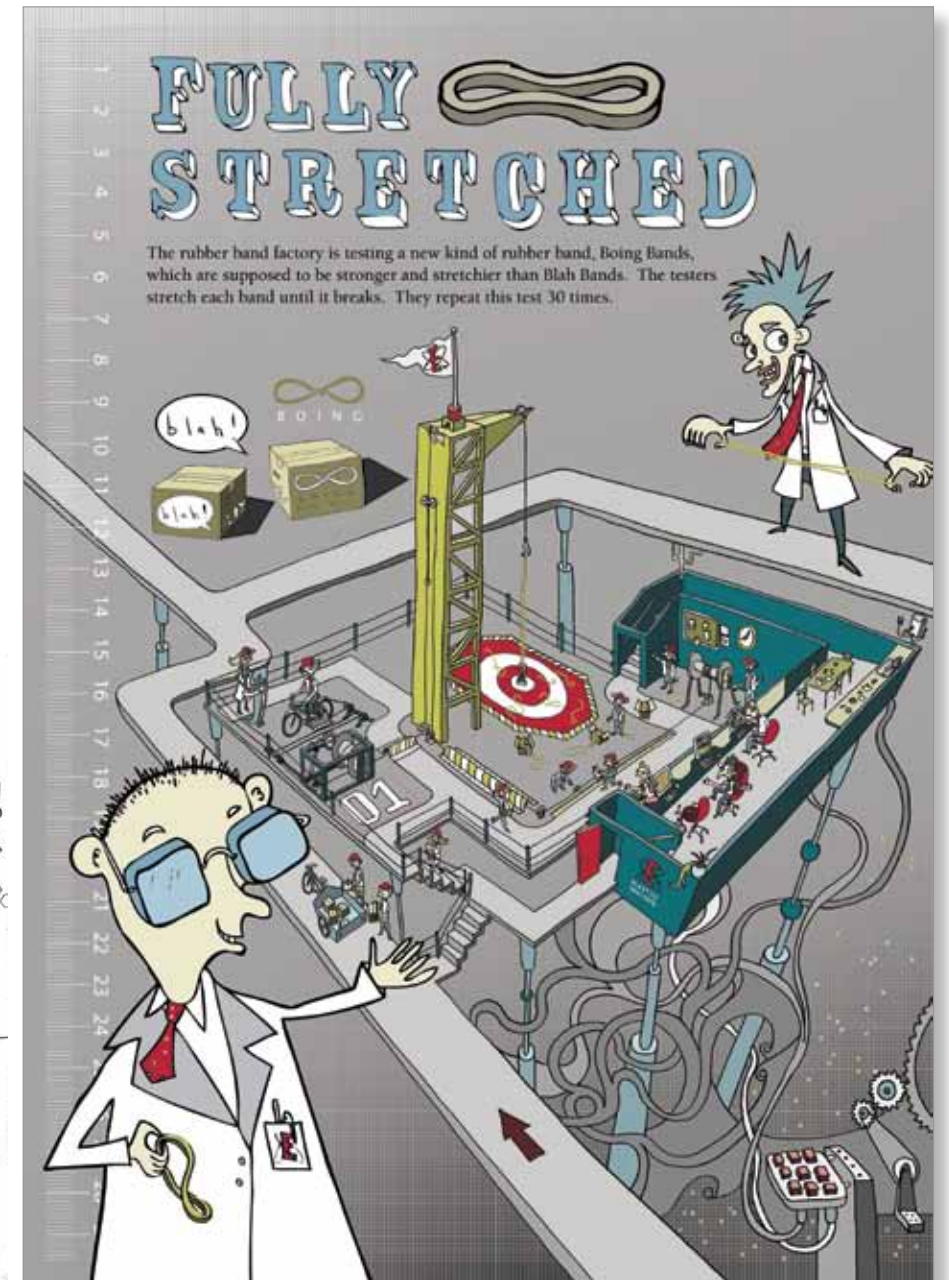
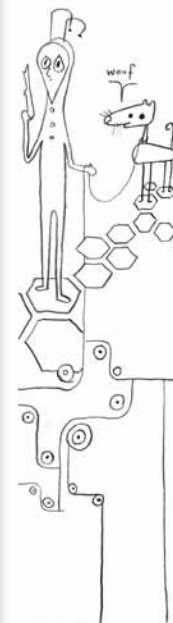
This Flash animation utilises illustration and ActionScript to create an interactive journey into the heart of the Alchemist's laboratory. This web site is aimed at 10 year olds (+/- 50 years).



# illustration

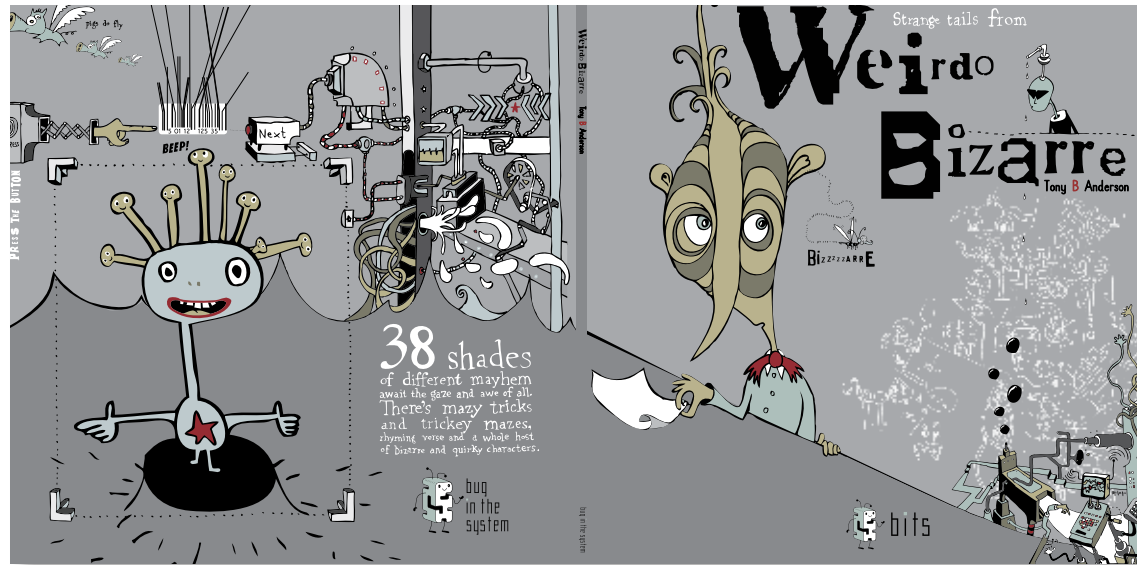


M is for mouse  
 ALPHABET NOODLE SOUP  
 Poster and book for children

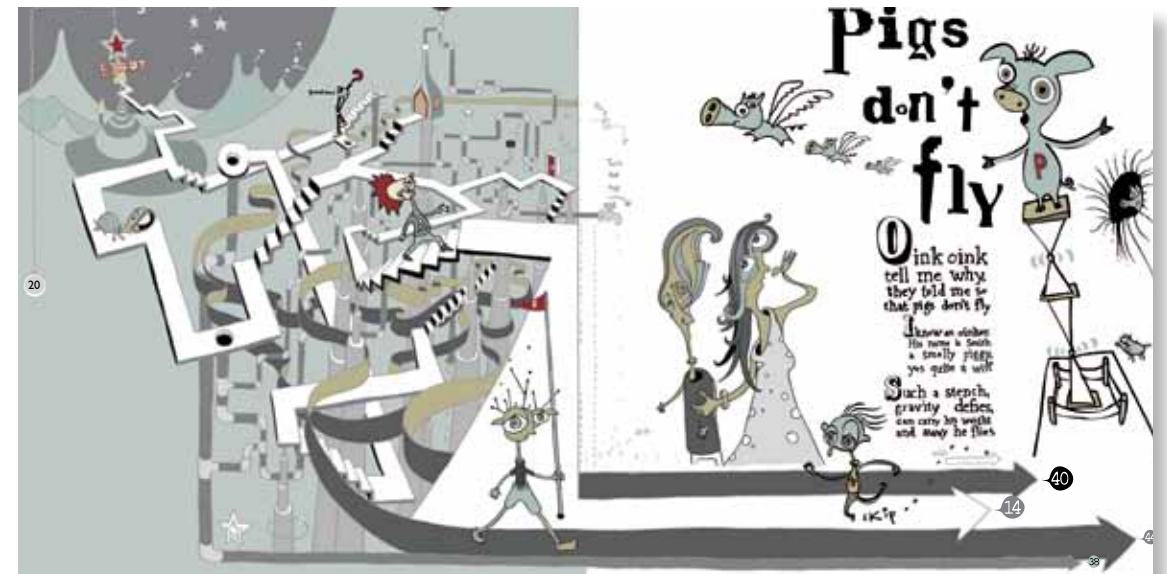
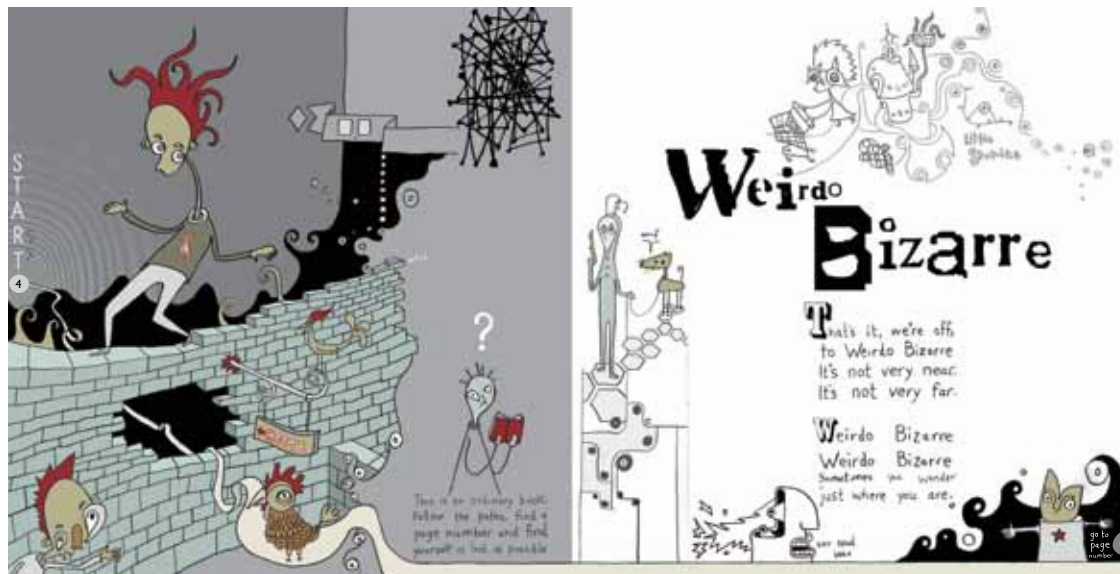


**FULLY STRETCHED**  
 This illustration is for the Figure It Out series of mathematics and science text books commonly used in New Zealand schools. The haphazard yet functional rubber band stretching devise reflects the intricacy of scientific investigation.

# books



{ 9 }

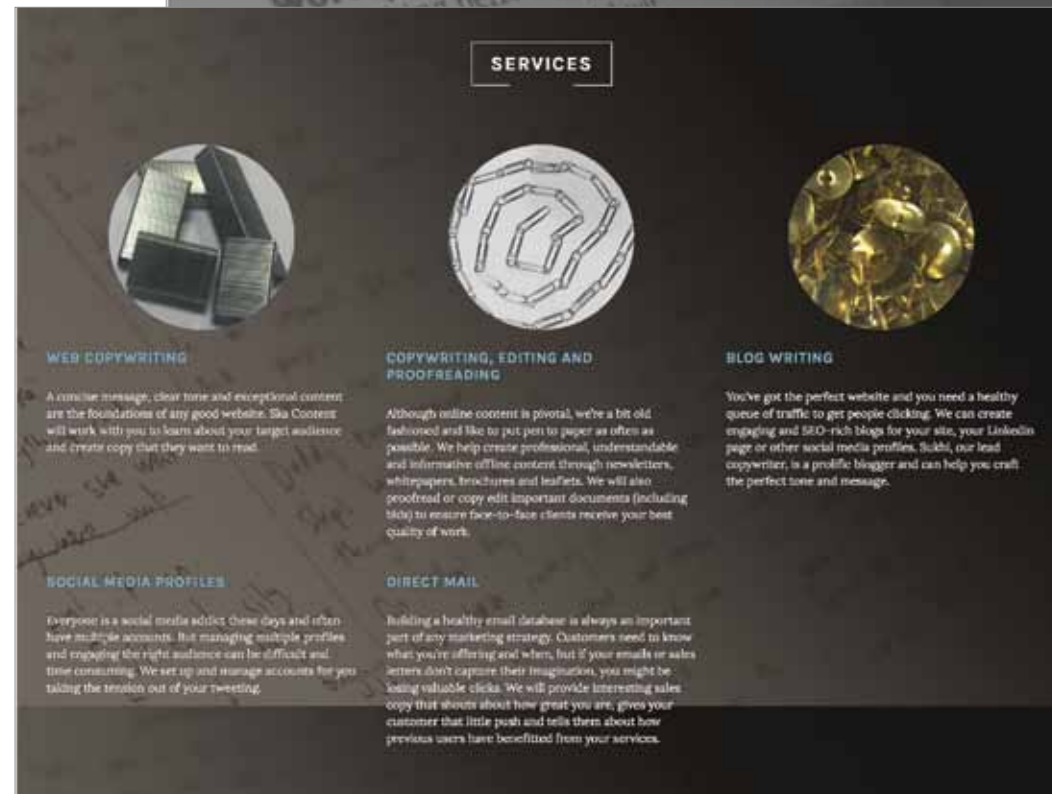


**WEIRDO BIZARRE**  
The self-proclaimed weirdest book in history. It is part maze, part story book, part rhyme, all mayhem.

# web + graphic design



a s k  
s k a



# graphic design



firmmi  
firmmi

## FERMMI

Fermmi is a skin care treatment cream.

The client needed branding and a logotype for their new product.

They also wanted to see how the product would be seen packaged.

I used 3D generated images to show the client how the packaging would look along with mock-ups of potential packaging solutions.

# graphic design



## BROWNIE & ASSOCIATES

I was commissioned to create a corporate identity for the client. I met with the client to understand their needs and learn more about their users. I sketched out ideas and worked with the client to refine these. I received excellent feedback from the client after completing the work.

# graphic design



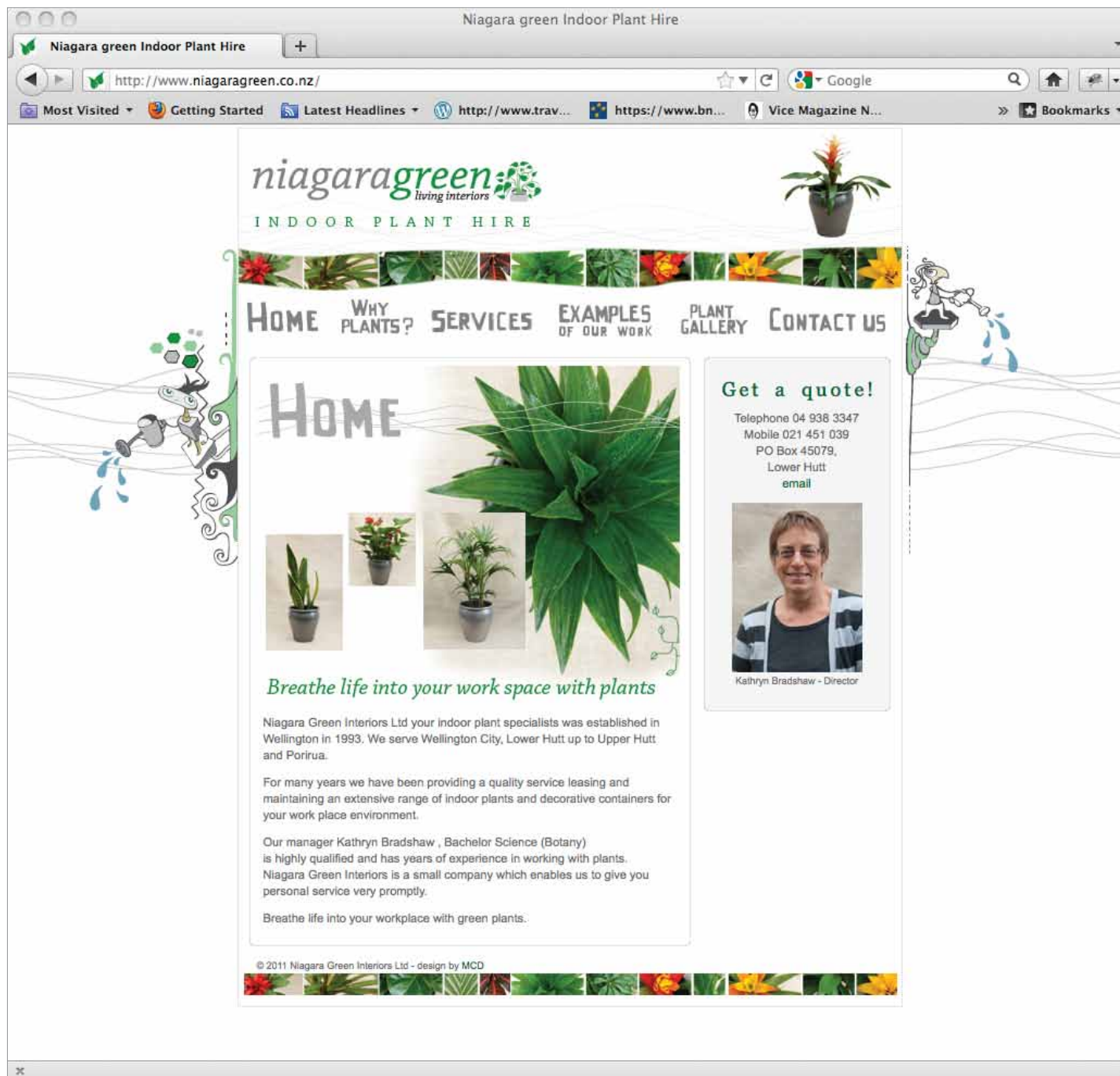
{ 13 }

Year	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Single	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$15,000
Club New Entry	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$15,000
Club New Entry (with bonus)	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$15,000
Club New Entry (with bonus and points)	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$15,000
Club New Entry (with bonus, points, and loyalty bonus)	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000	\$15,000

**BROWNIE & ASSOCIATES**  
 In addition to branding, Brownie & Associates required a range of printed graphic material including brochures, notepads, application forms and other printed material. I used my layout and typography skills in designing these products.

# web design

{ 14 }



**NIAGARA GREEN INTERIORS LTD**  
Niagara Green is an indoor plant hire business.  
They required a redesign of their web site and a new logo.  
<http://niagaragreen.co.nz>

Vote  
**Lisa Bridson**  
Eastern Ward


*Your sensible choice*

- Providing practical and effective solutions
- Making this city the best it can be
- Unleashing the city's potential

Protect your environment.  
Protect your future.

Authorised by Lisa Bridson, 16A Cressy Street, Waterloo

Find out more about my vision at:  
[www.huttchick.wordpress.com](http://www.huttchick.wordpress.com)



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Vote  
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Protect your environment.  
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Vote  
**Lisa Bridson**  
For Eastern Ward



For a brighter, safer future

Find out more about my vision at:  
[www.huttchick.wordpress.com](http://www.huttchick.wordpress.com)

Authorised by L. Bridson, 16A Cressy St, Lower Hutt

Vote  
**Lisa Bridson** For Eastern Ward

**Enhance our environment**

- Improve the upper reaches of Waiwhetu stream
- Provide children with a safe environment and provide environmental education opportunities

**Retain our key assets**

- Retain our libraries, our water and our Eastern Hills.

**Affordable rates**

- Sensible spending to keeps rates down, while maintaining our vital assets
- No business rebates on rates without clear and measurable benefits to the community

**Supporting local business**

- Access to advice for businesses to save resources and save money
- Upgrade broadband to retain competitive advantage

**Sensible city planning**

- Protect heritage building and trees
- Our children, elderly and disabled should be safe walking our streets
- Integrated cycle tracks

**Encouraging strong communities**

- Reduce number of pokie machines
- Address the graffiti problem
- Celebrate and respect ethnic diversity

 [www.huttchick.wordpress.com](http://www.huttchick.wordpress.com)  
lisa@actrix.co.nz  
Ph 569 4690

**LISA BRIDSON FOR COUNCIL**  
I was approached to develop a brand and campaign for Lisa who ran for Lower Hutt City Council in 2010. She wanted her campaign to be based on green ethics. Bookmarks, billboards and brochures were among some of the materials produced. Lisa is now a Lower Hutt City Councillor.

Happy Healthy Balanced

**acupuncture**  
works

**ABOUT ACUPUNCTURE**  
Acupuncture is a complete system of medicine to diagnose and treat the root cause of most health problems. When people think of acupuncture they immediately think of needles. There is so much more to it than just needles. It is a complete system that energises the body, boosts the body's immune system and helps you to feel happy healthy and balanced in body, spirit and mind. Acupuncture is part of a system of traditional Chinese medicine that is a natural alternative to pharmaceuticals. It draws on over 3000 years of development and history.

**Acupuncture stimulates acupuncture points in the body, moves energy around the body giving you a boost and helps you to feel great. Acupuncture is for everybody, it can help people of any age, including teenagers, children and babies. If you are looking for a cure or health boost why not try acupuncture!**

**YOUR DIAGNOSIS MAY INCLUDE SOME OR ALL OF THESE TECHNIQUES:**  
**TUINA** - massage focused on the meridians' energy flow around the body and acupuncture points  
**MOXA** - the use of medicinal herbs heated to add heat to acupuncture points  
**HEAT LAMP** - may be used to warm general areas.  
**GUA-SHA** - uses a tool to provide friction to the skin layer  
**HERBS** - herbal teas or capsules made of herbs may be prescribed.  
**CUPPING** - the use of glass and plastic round cups to provide suction to activate the acupuncture points and meridians of energy flow.

**BOOK ONLINE**

51a Victoria Street  
**ALICETOWN**  
(04) 566 5020

www.acupuncture-works.co.nz  
Member of the NZRA and ACC Treatment Provider



acupuncture works

http://acupuncture-works.co.nz/

**acupuncture**  
works

Home | About Acupuncture | Treatments | Contact - Map | Links

**Welcome to Acupuncture Works**  
Acupuncture is a complete system of medicine to diagnose and treat the root cause of most health problems. When people think of acupuncture they immediately think of needles. There is so much more to it than just needles. It is a complete system that energises the body, boosts the body's immune system and helps you to feel happy healthy and balanced in body, spirit and mind. Acupuncture is part of a system of traditional Chinese medicine that is a natural alternative to pharmaceuticals. It draws on over 3000 years of development and history. Your diagnosis may include some or all of these techniques:

- Tuina
- Moxa
- Heat Lamp
- Cupping
- Gua-sha
- Herbs

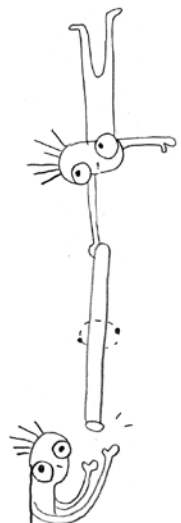
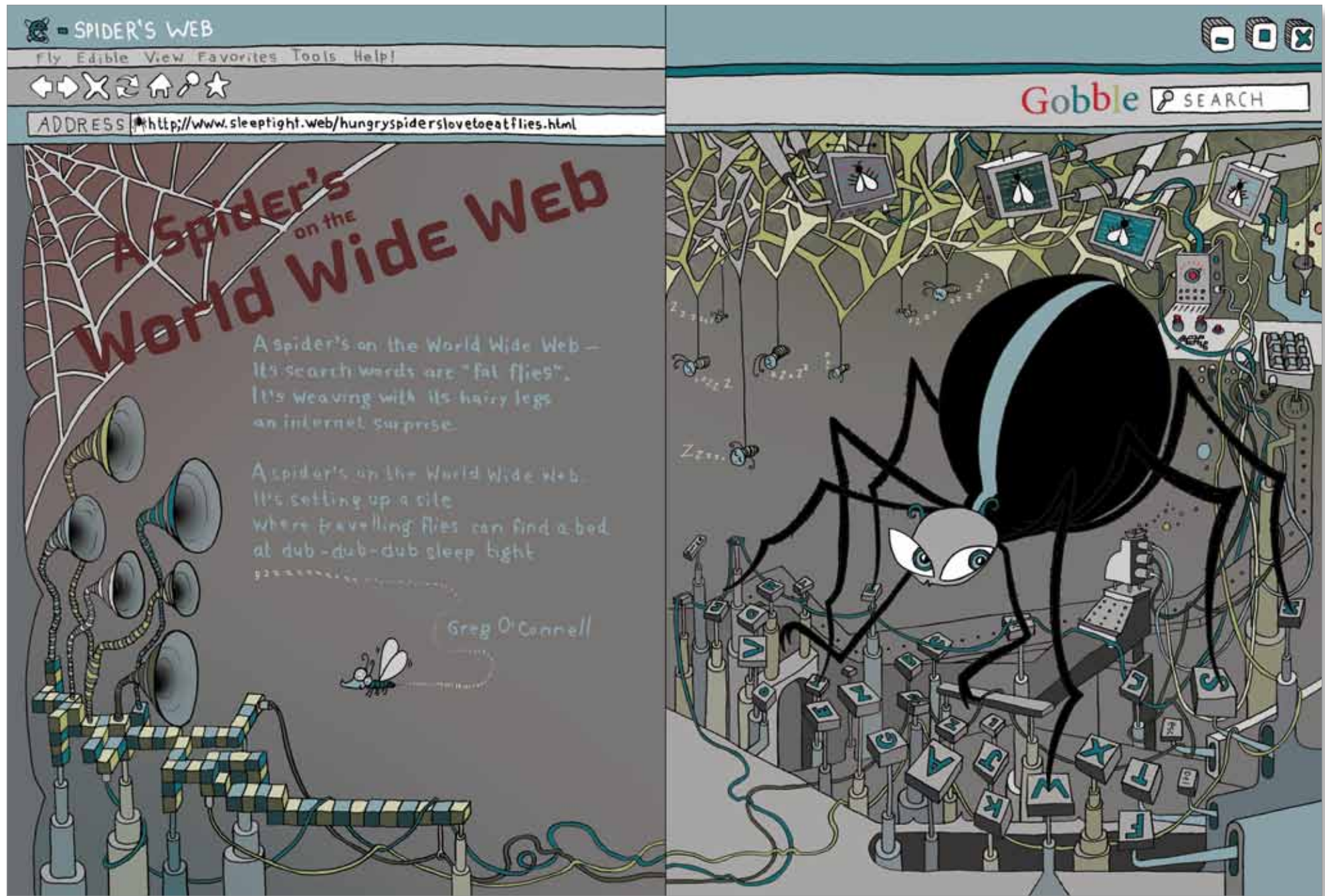
It stimulates acupuncture points in the body, moves energy around the body giving you a boost and helping you to feel great. Acupuncture is for everybody, it can help people of any age, including teenagers, children and babies. If you are looking for a cure or health boost why not try acupuncture!

51a Victoria Street, Alicetown  
04 566 5020

Member of the NZRA and ACC Treatment Provider  
Follow us on Facebook!

## ACUPUNCTURE WORKS

The client required an identity and a website to start their clinic.



## SPIDER'S ON THE WWW

Illustration for Learning Media.  
This poem by Greg O'Connell appeared in  
the School Journal series.

# graphic design



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a - 137 Yarrow Street  
Invercargill - 9810  
e - office@toddme.co.nz



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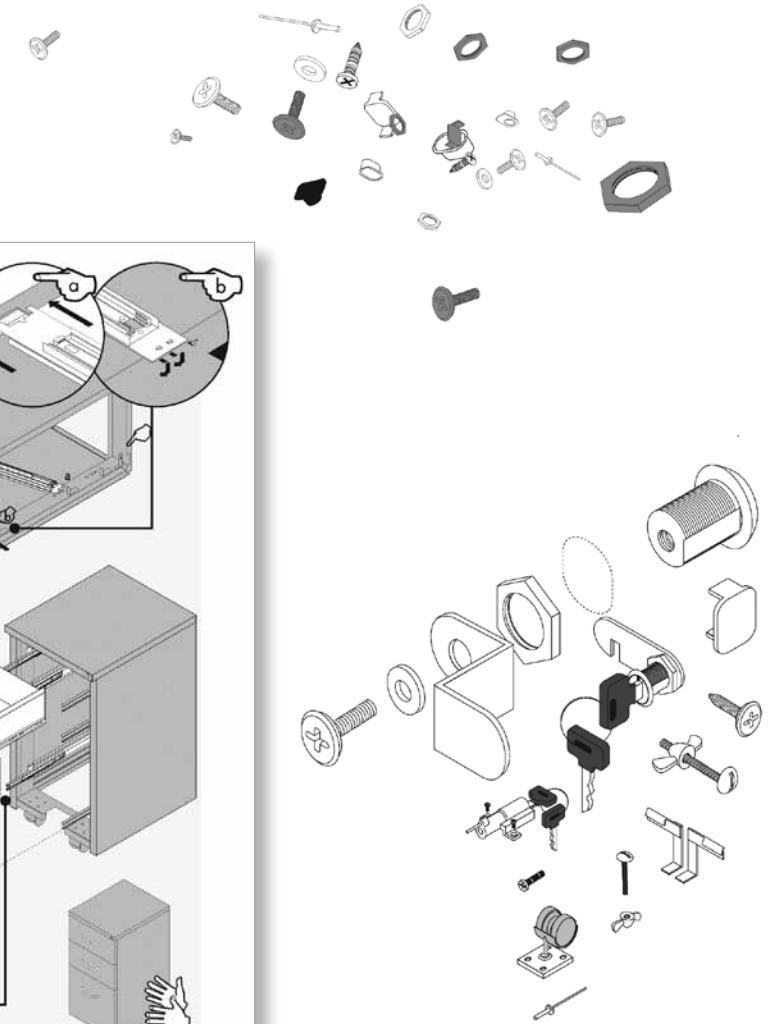
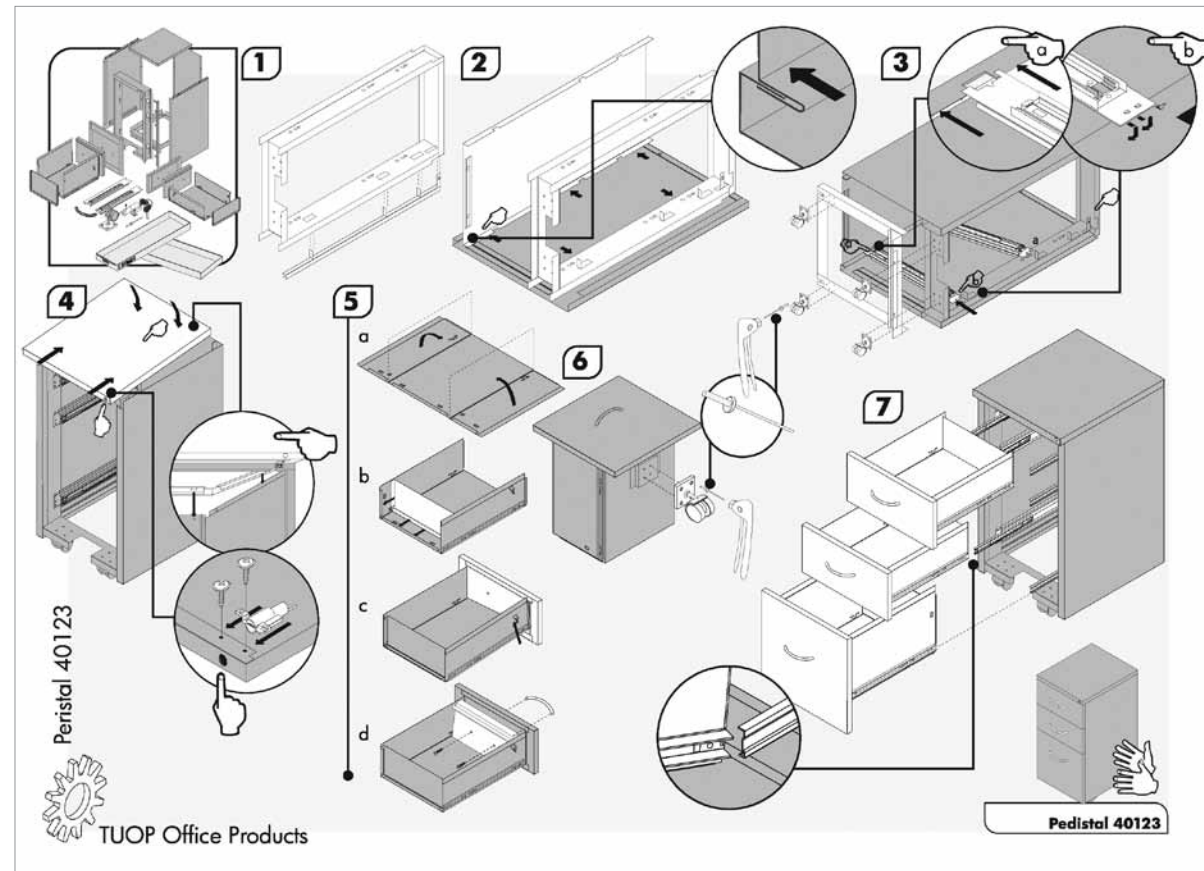
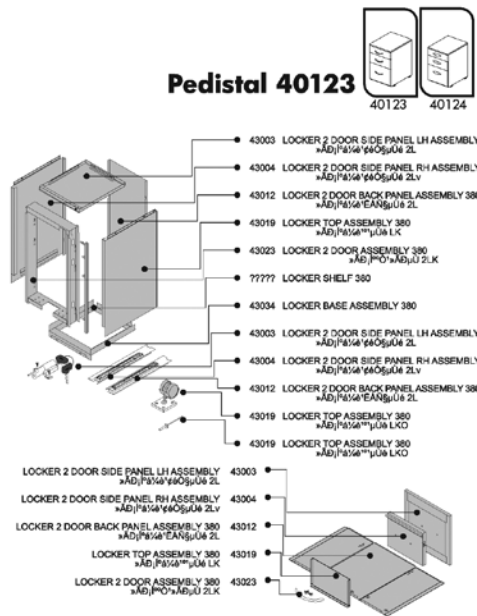
T: (03) 218 2408 | F: (03) 218 2143 | E: office@toddinsurance.co.nz | 137 Yarrow Street, Invercargill 9810 | PO Box 1267, Invercargill



[www.toddme.co.nz](http://www.toddme.co.nz)

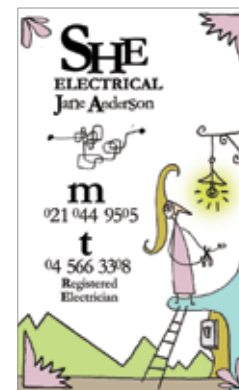
**TODD MORTGAGES AND INSURANCE**  
The client required a logo, business cards and other promotional material to start the business.

# graphic design



**TUOP OFFICE PRODUCTS**  
 The client required a database of component illustrations for each product as well as assembly instruction diagrams.  
 TUOP's products are sent to an international marketplace and hence I was restricted to letters, numbers and diagrams to explain their assembly.

# logos



## CYPRESS HILLS AVOCADOS

I was commissioned by Cypress Hills to develop a brand image. They had not previously used any marketing tools. They wanted an image that would attract a range of clients, without alienating loyal, existing customers. I developed a clean but edgy image which mirrored the environment the business operated in. The logo was accompanied by the creation of business cards.

## CAT ON A HOT TIN ROOF

At Wellington design company, The Alchemist, we were asked to pitch for the contract to design programmes, promotional material, posters etc, for Downstage Theatre. As part of the pitch, I designed a logo to use for each of the productions in the upcoming season. We won the contract, and I worked with the team on the design and creation of the programme for the upcoming season.

## SHE ELECTRICAL

Looking for a revamp, Jane asked me to re-design her business card. As a female electrician, I felt she already had a product that sold itself, and opted to keep the design simple. The colours reflect Jane's quirkiness, while the drawings also incorporate some of the aspects of her work. Her business has grown since the relaunch.

## BEAT PRESS

Beat Press is an independent publisher and designer of limited edition books. The logo shows a bleeding and beating heart in order to encapsulate the attitude behind independent publishing.

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## YOGA IN ACTION

This is an organisation that networks within yoga circles with the goal of bettering the world. They organise fund-raising and other activities.



## WELLINGTON 20102020

This logo was used on the Wellington 20102020 web site and material. It communicates some of the perceived craziness in the ideas involved and the determination required to realise the goals involved.



## WORLD CONGRESS ON READING

This student piece is a logo for a literacy organisation that promotes reading and literacy for persons of any age. A brochure and poster accompanied the logo.



## AROHA ORGANICS

Aroha Organics, a home based distributor of organic cosmetics asked me to create an identity for their mail-outs and business cards. I chose a combination of natural and feminine colours and forms for this identity.

# sketchbooks

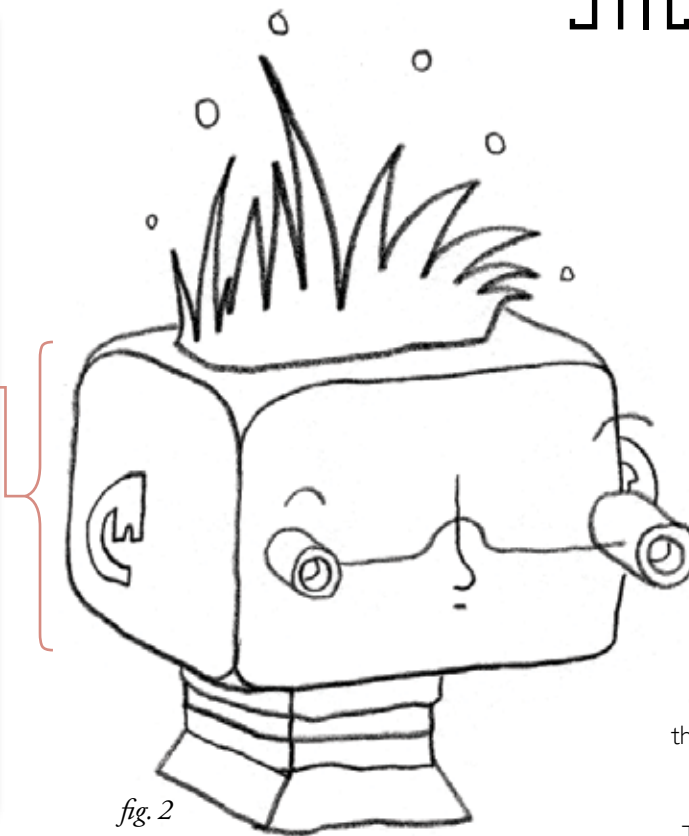
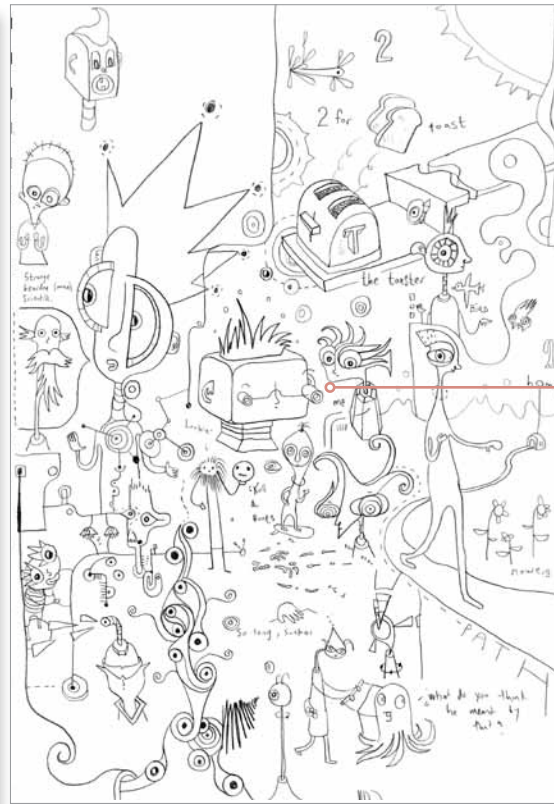


fig. 2



fig. 1

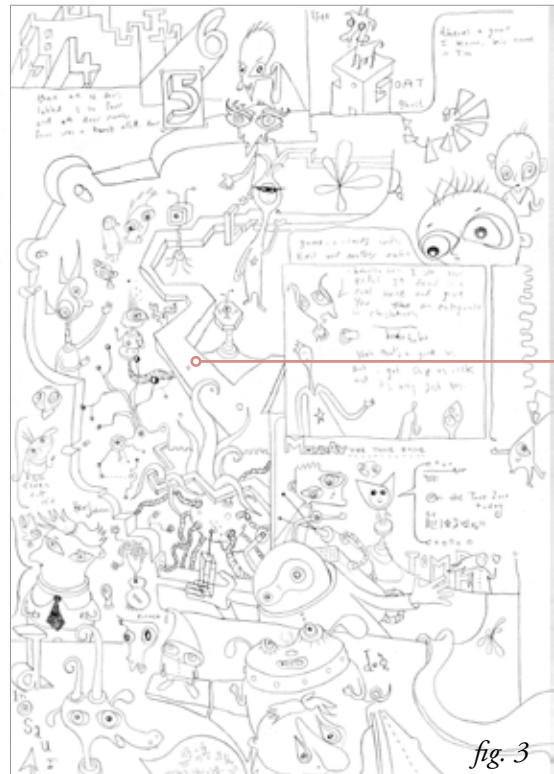
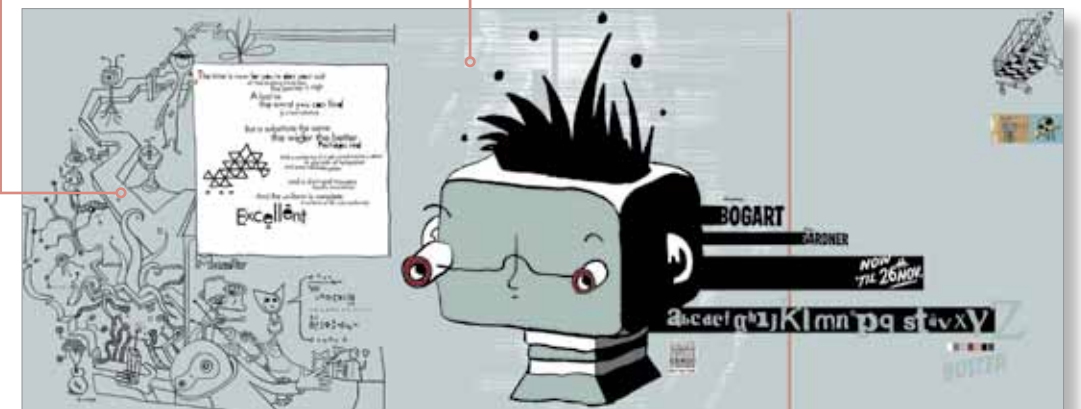


fig. 3



If you REALLY want to look inside the mind of a designer, take a look into his/her sketchbooks. Sketchbooks are, in my opinion, the cornerstone of any visually creative process. Of course ideas can arrive any time; walking the dog, waiting for a train. For me, the pure muddle of words, form and ideas and characters from brain, via the hand to paper, the sketchbook is it. Once on paper, separate images can then be extracted from the page (see figures 1 & 2) and manipulated any number of ways. This is when the computer comes in. The process may seem random, and it is. The sketchbook's randomness generates originality. Who wants to be a photocopier anyway? I have also found it is possible to create a page of doodles that stand on their own (Figure 3). I am always happy for people to have a look through my sketchbooks so when we next meet ask me to share. You can find more information on my blog; <http://buginthesystem.co.uk/blog>