



DAVID R SHIRES

GRAPHIC DESIGNER


THEIMAGEDESIGNS.COM

“David is a superb graphic artist and designer. He created the logo for the Special Ops team in my series of NY Times bestselling thrillers. He’s fast, easy to work with, and highly talented. He gets my highest recommendation!”

JONATHAN MABERRY - AUTHOR

**NY Times bestselling author,
Multiple Bram Stoker Award-winner,
Marvel Comics writer**



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CONTACT

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- Sixmilebridge, Clare, Ireland

PROFILE

I currently run a freelance design business based in County Clare with clients in Ireland, the UK, Canada and the US. I am hoping to add a few more blue chip clients in 2020. I am also a published author of both fiction and research papers.

CLIENTS

- D&S Commissioning Ltd - Exeter, Devon, UK
- Max Business Services - Ennis, Clare, Ireland
- Montana Masonic Foundation - USA
- Devine Events - Sixmilebridge, Clare, Ireland
- Toolman Ltd - Newmarket, Clare, Ireland
- Smith Music - Morinville, Canada
- Lawless Comic Convention - Bristol, UK
- Eco-swift Environmental Services - Shannon
- Lantel - Limerick/Dublin, Ireland



ONLINE

- www.theimagedesigns.com
- www.facebook.com/theimagedesigns
- www.linkedin.com/in/davidrshires
- www.issuu.com/theimagedesigns



SOFTWARE

ILLUSTRATOR	
PHOTOSHOP	
DREAMWEAVER	
INDESIGN	
PREMIER PRO	
WORD	
EXCEL	
POWERPOINT	



- Logo design
- Brand package design
- Powerpoint Presentation layout
- Magazine layout
- Book formatting
- Social media package design
- Corporate stationary design
- Marketing product design
- T-shirt design

SKILLS

- Book cover design
- Pull up banners
- Poster design
- Vehicle signage design
- Video editing
- CD cover design
- Product packaging design
- Character design
- Illustration

TESTIMONIALS

"Highly Recommend David approaches every project with professionalism and creative flair.... very impressed... have engaged David in design work for over 20yrs and have never ever been disappointed with the end result...."

-Michelle Barry Devine Events/DanceMasters School of Dance

"We have worked with David on a range of design concepts, publications, and advertising campaigns for the hotel and have found the service to be creative, timely and accurate. branding was applied across a broad range of applications including stationary, literature, online, exhibition panels and other media, we were delighted with the results ... no hesitation in recommending David or his work ... diligent and offers great quality and service. "

-Frances Kinnane, Oakwood Arms Hotel

"David Shires, The Image Designs, really understood my needs and how to present my business to my target market. I have worked with many other designers up until now and with little input from me, he designed material for me that far surpassed anything I had received from anyone else. David's eye for design and attention to detail are remarkable. The standard of his work and value for money are exceptional. He is a pleasure to work with and I highly recommend working with him and ID.

-Mark Duffy, Clever Coaching

"Thanks for the great job. I asked for something special and you delivered big time"

- Mario De Dapper, Max Business Services



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- » BOOK COVERS

LOGO DESIGN



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Why Use theimagedesigns?

First impressions really do count and none more so with all forms of marketing material which represent a company or organisation. If well designed and of good quality such material will present your business in a favourable and professional way and, if required, help you to build your brand image.

Graphic design is essentially a visual problem solving exercise. With the use of different typefaces and graphical illustrations the designer's challenge is to create something that is not just pleasing to the eye but also functional and memorable.

By functional we mean it must clearly convey the message or information required by the customer and do so within the image and tone desired in the brief. An attractively designed instruction manual for a product may look great but if it is confusing or difficult to understand you will soon forget its attractiveness!

We at theimagedesigns have an understanding of the issues that affect presentation through extensive training and experience of what 'Looks Right'. Without this training, experience and understanding it is very easy, with all the means available nowadays, both to design and get things very wrong (ie: wrong use of colour, typeface, layout and size of text etc) creating a product which is unattractive, of little use and a waste of money and time

Everyone can afford good design – An Example What is more important to you? How many leaflets you hand out or how many orders you get? You could mail 5,000 badly designed leaflets and get no orders Or, you could send a thousand with a clear and interesting design and win say a dozen orders. The difference is design. So unless your budget is zero, you can definitely afford good design – see it as an investment, not an extra cost. . .

Seven Reasons to Hire theimagedesigns

The computer is a great tool, and it makes it easier for small business owners to create their own fliers brochures, post-cards and even websites. So why would you want to use the services of a professional graphic designer? Here are seven reasons why small business owners are best served by hiring a design professional to create their marketing materials.

1. You don't have time.

Small business owners have a lot on their plates. That means you may put off doing a new marketing piece, even if it is something you really need. Hiring theimagedesigns to help means you can get that project done and begin using it to make you more money.

2. You can't afford not to.

By the time you learn how to use that page layout software that came free with your computer, you may have invested several hours. Couldn't that have been used more productively? If you could have paid a designer €500 and used your time to earn €1,000 for your business, you have not chosen wisely.

3. You are trying to uniquely brand your business.

Now, not every small business needs to stand out. If you're a locksmith in a small community, for example, it may be enough to just show up in internet searches and be in the phone book. But if you're in a market with a dozen other locksmiths, you want to stand out. You don't do that with a clip art logo or canned flier that looks the same as 10 of those 12 competitors. Using marketing materials that are unique and stand out are a way for people to remember you. And if they think they've seen you before, they are more likely to choose to contact you for your products or services.

4. You want to keep your look consistent.

If you use different logos, different fonts and different messages everywhere, it's going to be hard to look professional – never mind standing out in a potential customer's mind. Designers know how to watch those little details and ensure that every piece of marketing communications fits with everything else. Sure, your customers may not notice if you used "Times New Roman" in one ad and "Calibri" in another, but the subconscious mind picks up details and uses them to form an overall opinion of your business. You look and seem more put together if everything does, in fact, fit together .

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5. You save yourself a lot of headaches.

Let's say you do put together something yourself, and send it off to the printer. When the proof – or worse, the finished product – comes back with problems that you didn't anticipate, fixing or reprinting will take even more time and money. Designers know what to do to make sure a file prints out correctly.

6. You get a brand new source of ideas.

Designers are generally pretty creative folks, and they like to help their clients get the most out of every project. Hiring a designer is likely to mean that you'll end up with a better finished product than you could have put together, even if you're skilled at making things look good. His or her ideas may lead to a more eye-catching, more appealing and more polished piece than you would have created – thus leading to more attention from potential customers and more sales.

7. You take more pride in your marketing materials.

Have you ever been in a situation where you had an ugly or boring business card? Were you less likely to hand it out? If that brochure is outdated and uses a weird colour scheme, you may just keep it behind the counter instead of displaying it. All your marketing materials should be the best they can be for your business, or you'll have some hesitation in presenting them to new customers.

How does theimagedesigns approach graphic design?

We employ the following criteria into every design:

Balance Balance is based on the notion, "the whole is the sum of its parts." Using balance, design elements or the "parts" are organized to create a whole that has equilibrium.

Proportion Similar to balance, good proportion maintains an agreeable relation of parts within the whole. It's the consideration of parts in relation to the whole.

Contrast Contrast, created when elements are combined, provides necessary variety. Without contrast, even good design can be boring (or worse, ineffectual). While balance and proportion help to maintain cohesiveness, contrast adds interest.

Economy Economy is the same as the "less is more" principle. On average, simplicity tends to emphasize a design's intent more powerfully than complexity.

Direction When elements are arranged well, "movement" or the illusion of direction is created. This helps lead the viewer's eye and can emphasize the design's intent.

Emphasis Also known as dominance, this condition exists when design elements are arranged to create a hierarchy of visual importance. For example, the cover of a book might include a title, subtitle, and the author's name.

Space Perhaps most important to overall quality of design — as important as emphasis, but overlooked by many designers — is space. Including space (often called white space) in a design provides its other elements with all the characteristics listed above. More often than not, a design fails without space.

We understand the differences between file formats for print and internet images and use our knowledge to create high-quality images for any purpose. We use our experience and our creativity to design the most appealing brand for your business.

What makes theimagedesigns the best choice for graphic design?

We provide excellent graphic design services to our clients. Great precision is taken to design beautiful layouts and we take great care to create a visual representation of each image's purpose. We utilize the most up to date software as well as our creative and innovative thinking to create designs that appeal to specific target audiences.



“Delighted with the pull up banner that David has designed for my business Nordic Fitness Ireland. Looking forward to seeing the finished result for our outdoor flags that he has also designed. Listened to what I wanted and was very responsive to any minor changes that I made. Fast efficient service and great value for money. ”

JOANNE BURKE
Nordic Fitness Ireland.

