

AL LEONG | ERIQ CHANG STUDIO

Art Direction & Design

Production Artwork | Samples

A W A R D W I N N I N G S T R A T E G Y & D E S I G N



HBO®

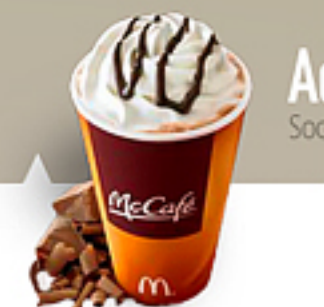
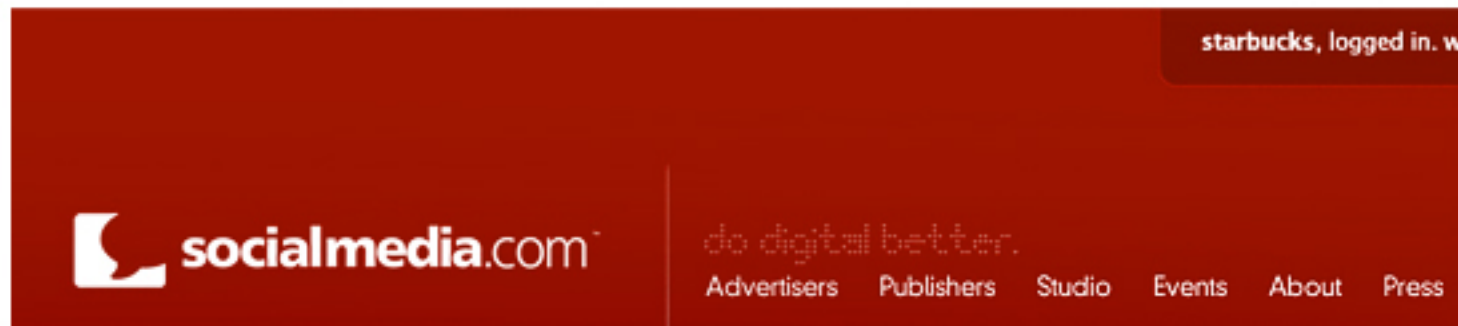
Overview

HBO's 2009 Comedy "Original Series" lineup includes both Tier I and II titles. Both "tiers" will work within this concept design - ads have been created so that titles are easily "slotted" into the containing segments. Button text is easily changed as they sit on solid flat bars. All interface elements and product shots animate in a quick and smooth manner.

The HBO brand is bold and simple with little room for complicated buttons and design - the strength of the brand lies in the show designs themselves which take center stage both on the official show subsites and on the network itself.



Client/Brand: Home Box Office / Original Comedy Series
Production: Interactive advertising units for HBO's Original Comedy Series releases produced as flat mockups and then animated by hand for prototypes. These are 'engaging' ads in that they invite the viewer to participate while offering incentive through to sale.



What if you could make digital campaigns mo

A study by marketing research shows you can do digital better Advertising".

Dynamic Logic is a leading res expertise in measuring adverti effectiveness. Their solutions a provide advertisers, agencies a the knowledge to optimize adv during each stage of the adver

is conducted a ma campaign fo

Social Media University

BOOT CAMP

1. SIT UP STRAIGHT.
2. TAKE NOTES.
3. ASK QUESTIONS.
4. SMILE!

SOCIALIZE!
CONNECT & EXPAND!

DO THIS ALL DAY.
IT'S VERY IMPORTANT. :)



ART DIRECTION & DESIGN
interactive, print, & brand work



socialmedia.com
Instant word of mouth. Anywhere.

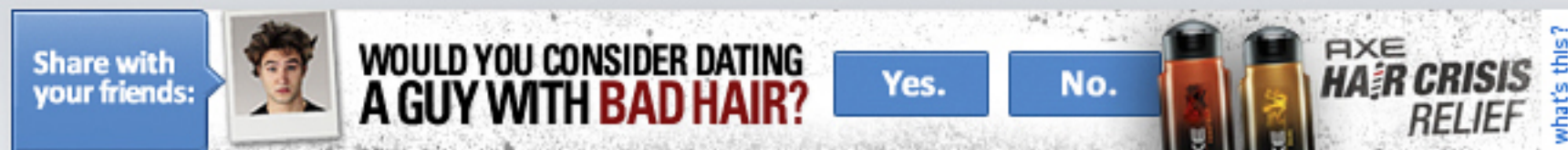


Client / Brand: Socialmedia.com
Production: Brand design and art direction for Socialmedia.com - digital advertising pioneer. I worked closely with brand reps from MySpace & Facebook to develop ad standards across social networks. The most fun was had producing event visuals for appearances & conferences.



Left "opt-in" connector

Although this bleeds into our available banner ad space, it invites the user to check out the contents - this chunky and "Facebook" style ad-connector clearly indicates this is an interactive area to be shared as equally as the rest of the users profile.



Left "opt-in" connector with brand graphic overlaying FB-styled button

The designer should feel free to "overlay" any Facebook styled buttons so long as the buttons still appear as buttons and the edges are clearly visible. This works well with the blue connector as it's obvious the entire "ad" is a Facebook-environment interactive area.



Horizontal overlay bottom-justified

This Facebook style overlay should sit on the bottom left corner of the ad. The designer will need to use best-judgement in moving textual and graphical elements around the overlay. The ad should appear un-phased by the overlay.



Horizontal overlay top-justified

I believe the top-justified horizontal overlay does not work quite as well as the bottom - something about the lower justified version seems to make the ad more "compartmentalized" - still, this version can be used as well. Remember to align design elements "around" the bar so that the design does not look intentionally awkward.



Rounded button variation

You can still get away with creating "Facebook" styled interface elements by carefully recreating buttons and interface elements using the same shading effect. A one-line sharp highlight with carefully traced dark-toned edges are key.

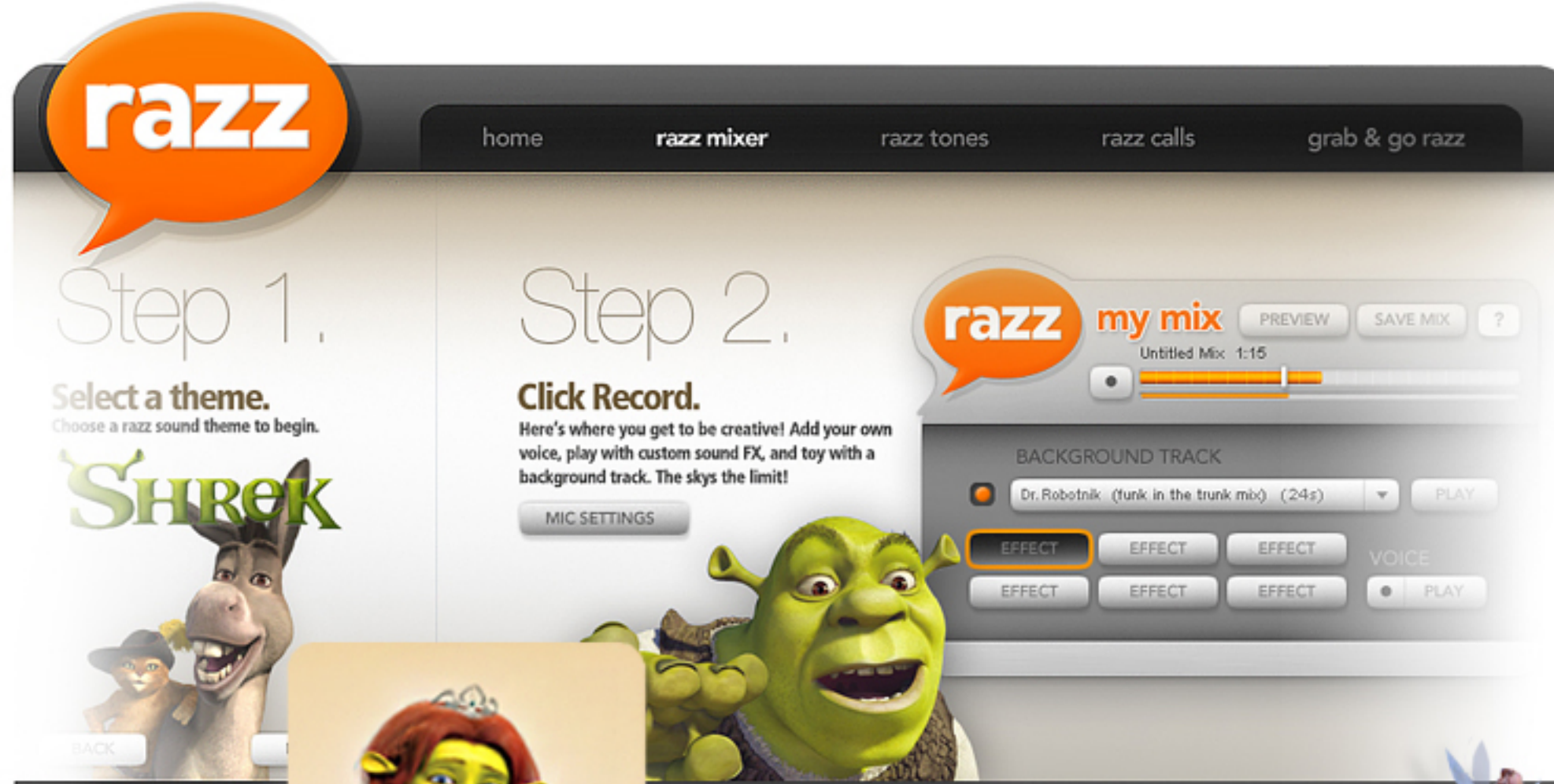


Dark banner tips

When designing over a dark branded banner, be careful with buttons as they will lose their crisp Facebook quality against dark colours. I have designed a dark-Facebook style button which includes highlights around the edges to "lift" the button off the background. Don't be afraid to experiment with text colours in the ad as you see fit.

Client/Brand: AXE Hair Care for Facebook

Production: These ad units were created for Facebook as a style guide for junior designers to adhere to when bringing the AXE brand, a relatively 'alternative' and unique looking product line, into the FB space.



Client / Brand: Dreamworks Animation, Razz Networks
 Production: The first Shrek film was one of my favourite animated features . For the second film, I created a handful of animated promos for ringtone company Razz and conjured up a myriad of themed interactive players and companion microsites. Then we cast a spell on Razz's aging identity



 sprout

green everything 



NH2 SALON

 gridstone



YASMINE PETTY STUDIO

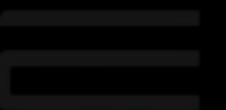
MANHATTAN SKY
RESTAURANT



vid.ly
universal video url

 socialmedia.com

COMMODORE GRILL
restaurant
GRAND HYATT NEW YORK



get fresh.

BREAKFAST AND LUNCH OVERLOOKING 42ND STREET

GRAND BREAKFAST BUFFET

LUNCH WITH A NEW YORK FLAIR

MANHATTAN SKY

RESTAURANT

take the edge off

ART DIRECTION & DESIGN
interactive, print, & brand work

MANHATTAN SKY

RESTAURANT



Client/Brand: Hyatt Hotels / Grand Hyatt New York
Production: I love doing brand work for restaurants - there's something really gratifying watching people order off of a menu you've created. I think it has something to do with designing around delicious foods. Restaurant signage and stuff gives you the opportunity to use big, bold images of food. Yum.

NIGHTMARE GLOVES

OUR PRODUCTS

Commemorative Collectibles
Gloves & Replicas
Prints & Posters
Digital Downloads

LIMITED EDITION PRINTS



ART DIRECTION & DESIGN
interactive, print, & brand work



Client/Brand: Warner Bros., Fable Foundry, Inc.
Production: I develop all of the visual design & strategy behind the 'Nightmare Gloves' brand - a product license celebrating the Elm Street films. This material is a labour of love and combines digital & traditional art, physical product design, and loads of promotional planning - a real Nightmare project.

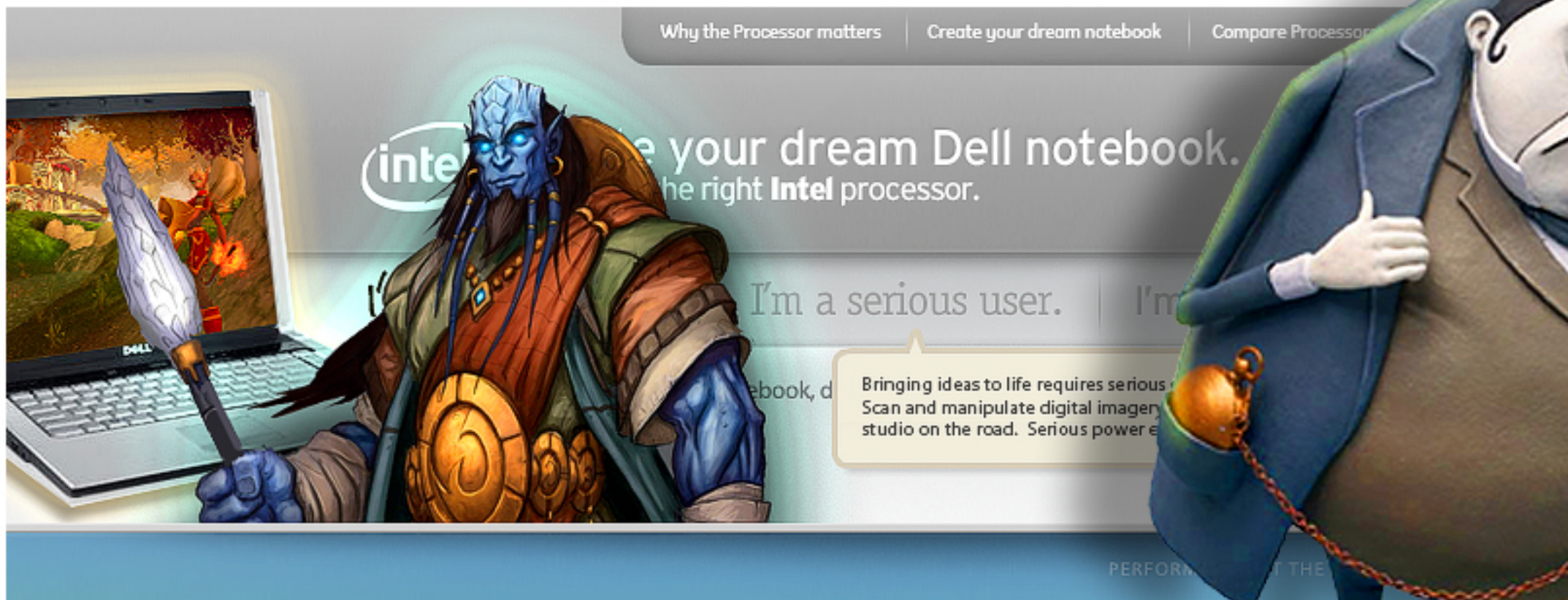
ART DIRECTION & DESIGN

interactive, print, & brand work



OPTIONAL ANIMATION : relevant imagery for selected user will slide in from left.

A pop-up bubble with descriptor text appears on rollover "describing" the various tasks of selected user type.



Client / Brand: Intel, Inc.

Production: I've worked with Intel's gaming division several times and we've produced some fun, quirky material. These units were created for Warner Bros. and Blizzard Games and used to illustrate the power of the Intel Processor pushing the latest in entertainment.



life is a game. play to win.

FUEGO NATION

Face the Nation | Leaderboards | Member Search | About Fuego Nation

Sean1979
Homebase | Settings | Logout

My Score: Elite
2 Messages unread

Welcome back Sean1979

Messages : 2 unread

New Message

Selected Messages:

Settings | View All Messages

Move to...

Go

- Yo Sean! Where's my beanie cap? I need it back bro...
DougDug 05.04.07, 08:00pm
- Sean, I am SO over it. Give me back my 20 bucks.
SexyChic4 05.04.07, 08:00pm



Inner Circle

- Group 1 manage
- Sean rocks the house 24/7!
Easy to talk to and totally hot. And just to let all you ladies know... He's mine! Stay away!
- Group 2 manage

Active Profile Switch Create New Profile

Personal edit

FACE THE NATION PHOTO

Name: Sean Dinman
Tagline: Bring it on...
Age: 20
Location: San Jose, CA
Occupation: Student
Client/Brand: Fuego Nation, Inc.
Production: A social network centered around passion. Designed exclusively for a former VP of Electronic Arts, much of the interface work we created was reminiscent of the tactile experience of a game. A truly unforgettable project and a learning experience for me on so many levels. The work produced has stood the test of time.

FUEGO NATION

Nichole Cole
Executive Admin to CEO/Founder
cole@fuegonation.com

T: 415.848.8000 F: 415.358.4533 K: 925.577.5201
Fuego Nation, Inc. 649 Mission Street, 4th Floor San Francisco, CA 94105

create
Log on and build your Fuego Nation profile. Tell the world who you are, and what you're all about. Share your passions with everyone. Your Fuego profile card acts as the gateway to thousands of other potential friends, leads, and even flames. Keep track of your stats and check with your own personal "hot meter" and take on who's watching you at all times with our patented connection toolbar. Fuego Nation lets you create a full featured personal "system" profile digging deep into the core of who you are and what you're about.

connect
Thousands of other passionate people out there are waiting in the nation. Use your own Fuego toolbar to connect to others who share your interests. Start by getting in the discussion with a request "Or surfing in Mexico with a group of surfing like devils?" It's all possible. With Fuego Nation's extensive Web 2.0 capabilities, you'll find it easy to meet new people, people who share your interests and are energetic about life as you are.

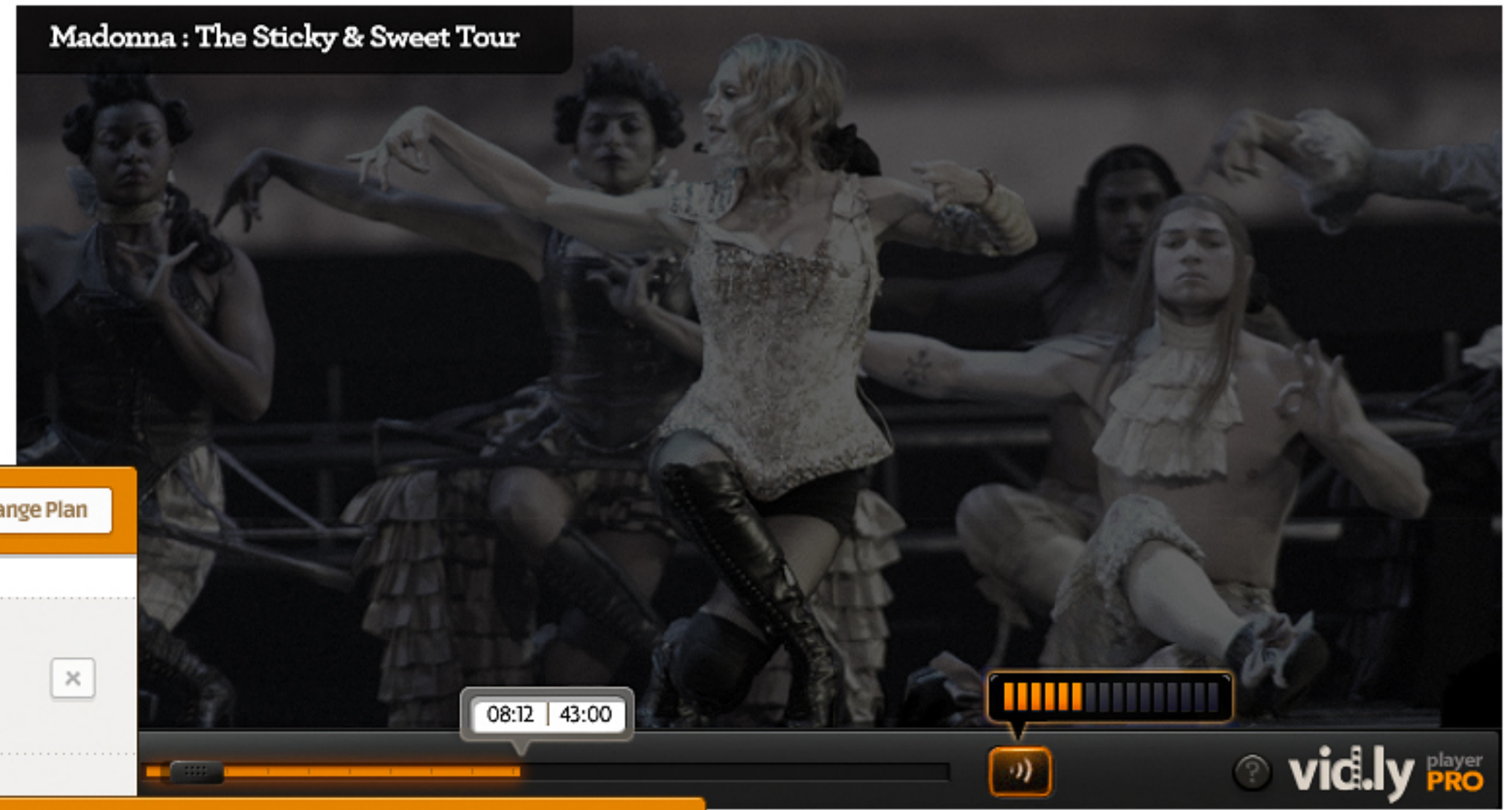
commune
Fuego is your key to a community of like-minded individuals with one common goal: to get the most out of life. Our community is fostering the endless exciting opportunities and dreams that Fuego Nation brings to you. Fuego Nation is a new breed of social networking.

fire up your passion.

FUEGO NATION
www.fuegonation.com

vid.ly

universal video url



1GB
345MB of 1GB remaining [Change Plan](#)

roberta_flying.mov
33%
23.5MB of 1.1GB (900kbps/sec) 0:43 left

ken_flying.mov
76%
671MB of 784GB (900kbps/sec)

encoding.com

userID:

API key:

Don't have an account?
Sign up for Free! [Sign Up](#) [Login >>](#)

[? Forget Password or UserID?](#)

how it works

HTTP Streaming to Apple devices in a snap.

Simply set and forget. We will generate the thousands of segmented videos required to deliver adaptive bitrate to the iPhone & iPad.

Cellular Fallback Present
We support the recommended Apple Cellular Fallback protocol, which is a high audio-only stream, along with video-only streams. This is a requirement from Apple for App Store approval of any app containing video.

CDN Ready
You can choose to optionally have an automatically patch the segmented files in a far corner or send them all unpatched to your destination.

Unlisted Content
Unlisted content number

encoding.com

encoding.com

Client/Brand: encoding.com
Production: I develop all of the brand and interactive design for encoding.com - the owner has been a client of mine for many years. A real labour of love, everything is developed solely in my studio. This is a shot of the new vid.ly player rolled out globally this year.

D

[About the Salon](#) [The Artist](#) [Services](#) [Offers & Events](#) [Charity & Community](#) [Connect](#) 

DIVA
INTERNATIONAL



makeup

- makeup application from \$50
- makeup lesson (in product only) from \$150
- tweeze from \$30

Waxing

- wax from \$20
- lip from \$15
- chin from \$15

Express

- express makeup (only for colour service) from \$15
- eyelash application from \$15

face the possibility.

Make-up: consultation: Day evening portrait for all occasion *Aveda Beyond Mineral products used from \$50

Tweeze: Expert technician uses tweezers to shape, define & arch your best brows Wax - crème wax for all skin types effective for removing short, coarse and stubborn hair. May include brows, lip, chin

Express Make - up: finishing touch of Beyond Minerals Aveda make-up, when a touch of color is needed from \$15

Eyelash Application - individual or full strip of lash enhancements applied for temporary beauty from \$15

D

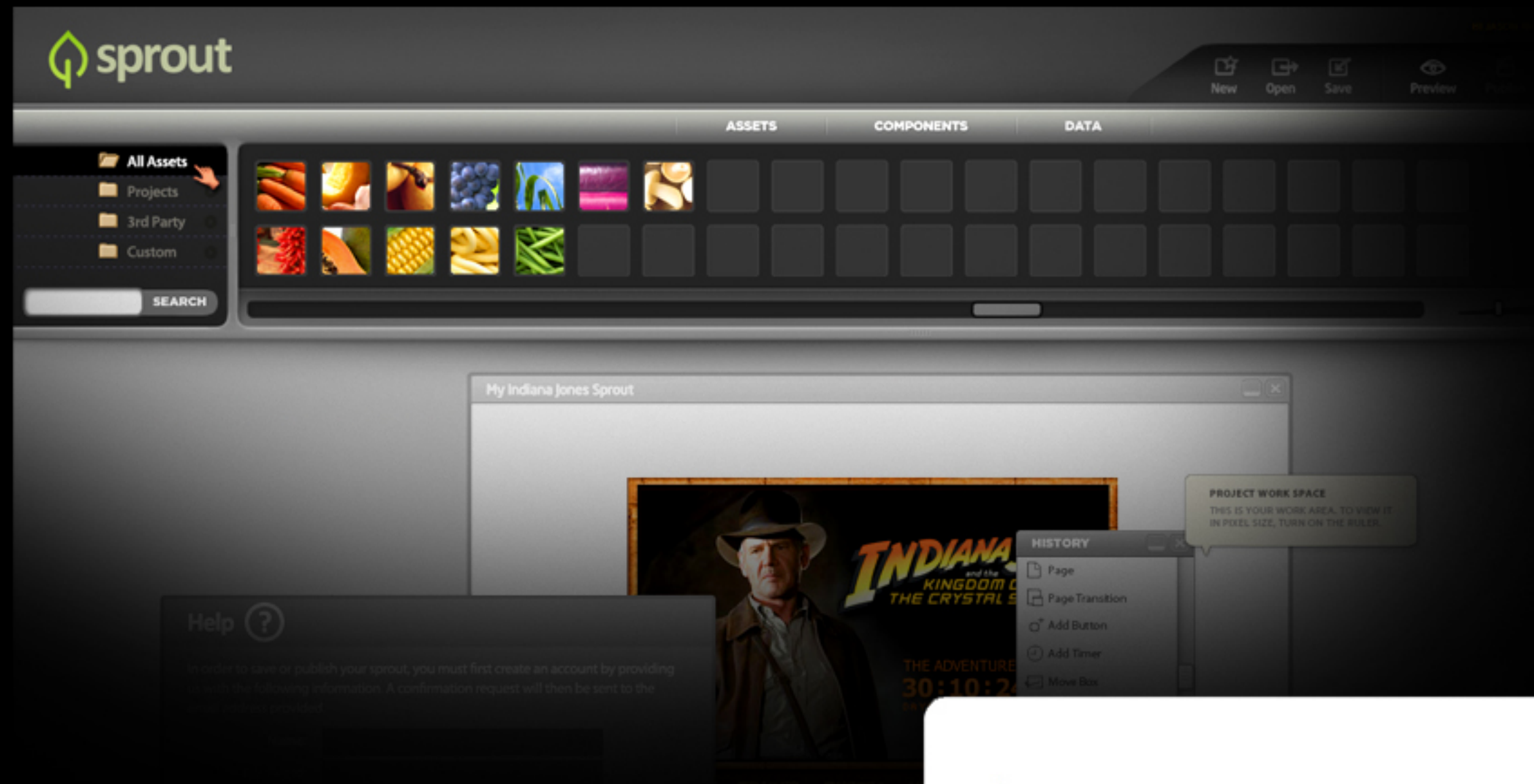
DIVA
INTERNATIONAL

[About the Salon](#) [The Artist](#)

DIVA
INTERNATIONAL

makeup

Diva International Salon
Diva International is a hip, boutique salon at the Foot of San Francisco's famous One Market Street catering to high-fashion clientele. I develop each component of the visual brand from the in-salon advertising to the interactive presence.

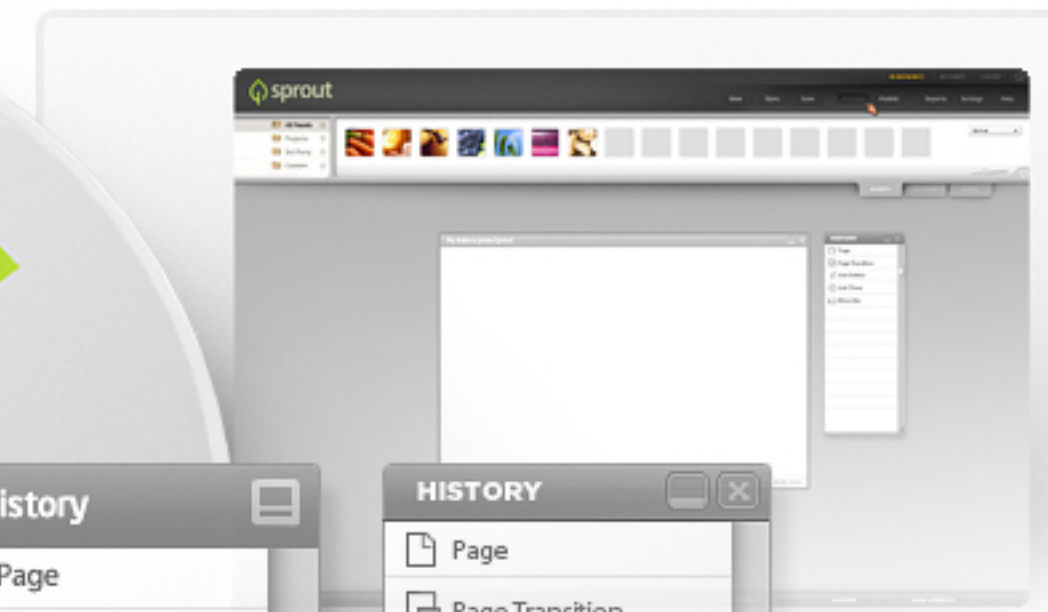


ART DIRECTION & DESIGN

interactive, print, & brand work



- Tour
- Features
- Gallery
- Support
- Developer



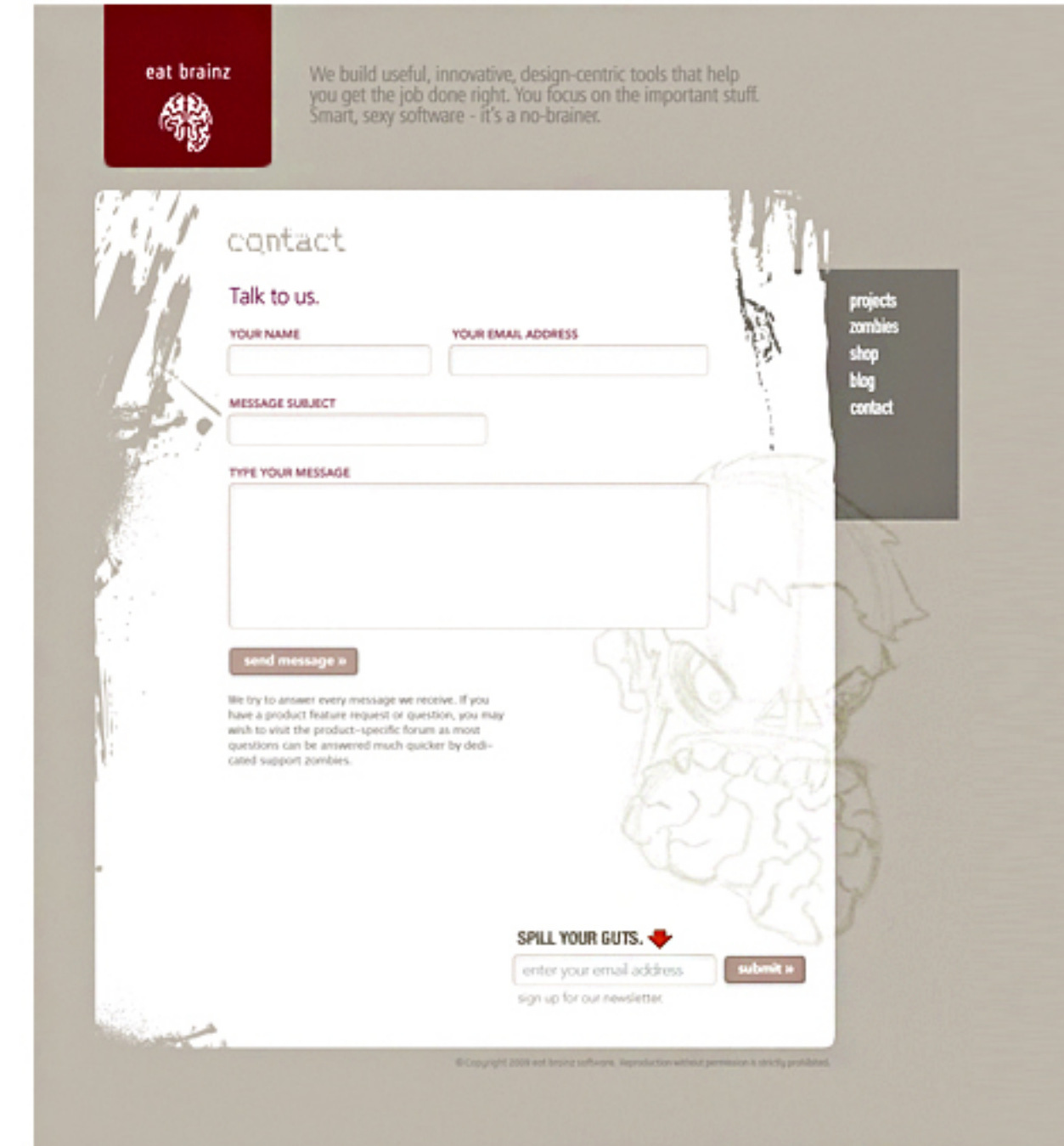
Client/Brand: Sprout, Inc.
Production: Sprout creates a product that allows users to create rich media advertising using a custom app. I rebranded the company and added a little more aesthetic flair to the UI design. - a lot of the time spent on this project was used to make sure the tools looked as good as the ads exported.

eat brainz



ART DIRECTION & DESIGN

interactive, print, & brand work



Client/Brand: Eat Brainz

Production: Eat Brainz is the brainchild of my friend John and I- we like to focus on building useful apps with a fun, entertainment, gaming edge to their visual design. Zombies are the theme. The cards have been designed to resemble corroded zombie-bitten 'key-cards' - the only method of access to the studio lab.

ERIO CHANG STUDIO

Main Lobby

News Blog

BrendenBoxer

963 13



3

Online

Zone

Platform

Gender

type username



ACCOUNT

CHAT 6

A

GN work



be a player.™

Client/Brand: GameCrush Online

Production: A dating service for gamers... hmmm LOL. I designed this with gaming geeks in mind - girls of all types, big game imagery, and lots of pixel-y interface design. The best part of this project was coming up with the creative taglines for the E3 shirts. Lock & Load!



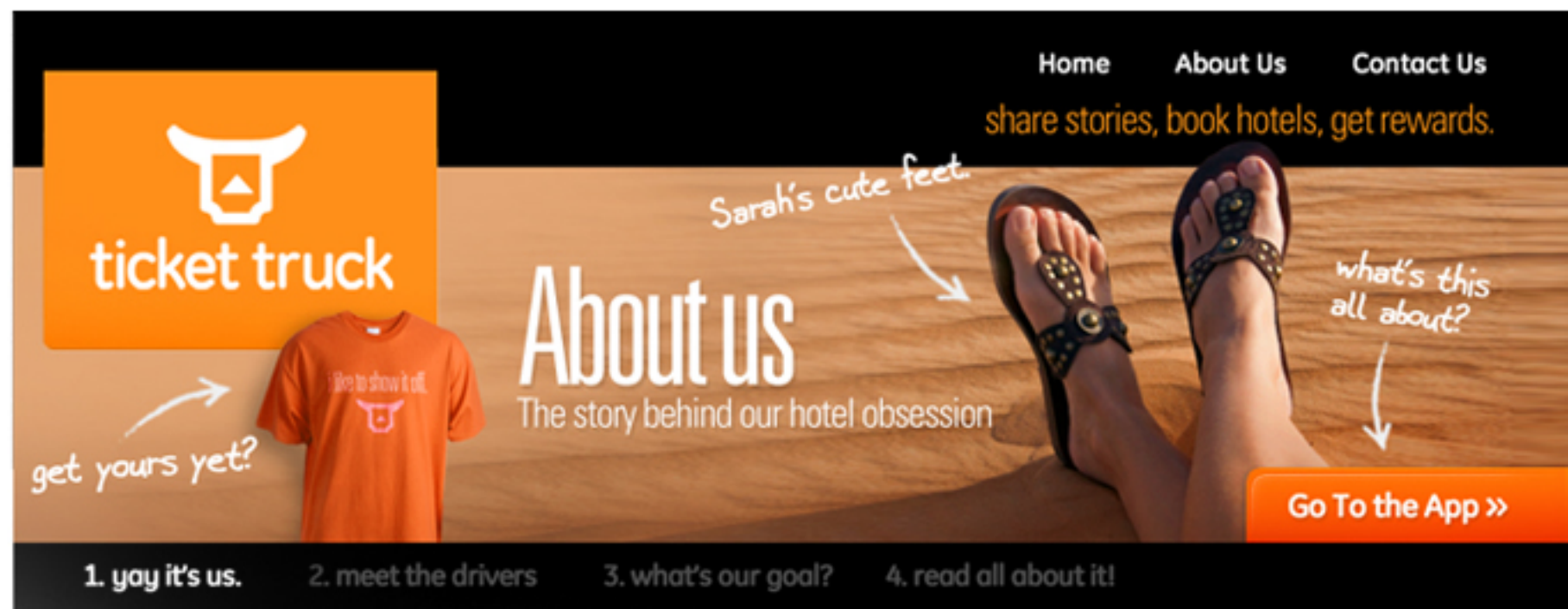
plan a getaway with your friends. book a hotel

experience the first **social** hotel booking experience.



ART DIRECTION & DESIGN

interactive, print, & brand work



Hi. We're Ticket Truck.

ticket truck is the first social travel brand to be launched that combines booking hotels, earning rewards and sharing travel plans on Facebook. We want to change the rules for hotel travel and loyalty, changing the way people book hotels. Ticket Truck on Facebook offers the best way to grab a great offer on your hotel booking and get great rewards instantly.

When you use ticket truck, you are not downloading any software and are using an application within the familiar environment of Facebook. We've spend over four years refining the ticket truck runtime engine - which means that there is a whole lot going on under the covers. Using ticket truck is intuitive & easy - and fun.

Our team

We are a small, international team based in Palo Alto, California, Dublin, Paris and Portugal. Bringing together many (waaaaaay too many!) years of experience in both the software & the travel sectors, our team includes:

- Eddie Murphy
- Charles Dowd
- Michael P. Geraghty
- Maurice Collins
- Sarah Walsh
- Jennifer Doyle
- Paulo Galao
- Pascal Duparc
- Terry Wang
- Stuart Butler
- Lee Farrell



we're passionate. We're fun.



Client/Brand: Ticket Truck on Facebook

Production: This was a great project marred only by the fact that the owner didn't understand what an invoice was. I had fun creating the logo and 'pop' feel of the app and icons. And I had total freedom when it came to pulling saturated, unconventional imagery representing travel.

