

MADWERKZ PRESENTS

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# CONTENTS

02 All In

03 Case Study: Contraband.com

04 Between Thinking & Making

06 Mobile

07 Case Study: Raising The Roof

09 Thought Manifested

10 Case Study: Making History

12 No Bullhorns Needed

14 Sales Support

15 Ready For Some Football?

16 Vision Beyond

17 Candy Sweet

04  
WEB



06  
MOBILE



16  
PRODUCT DESIGN

09  
DESIGN



# ALL IN

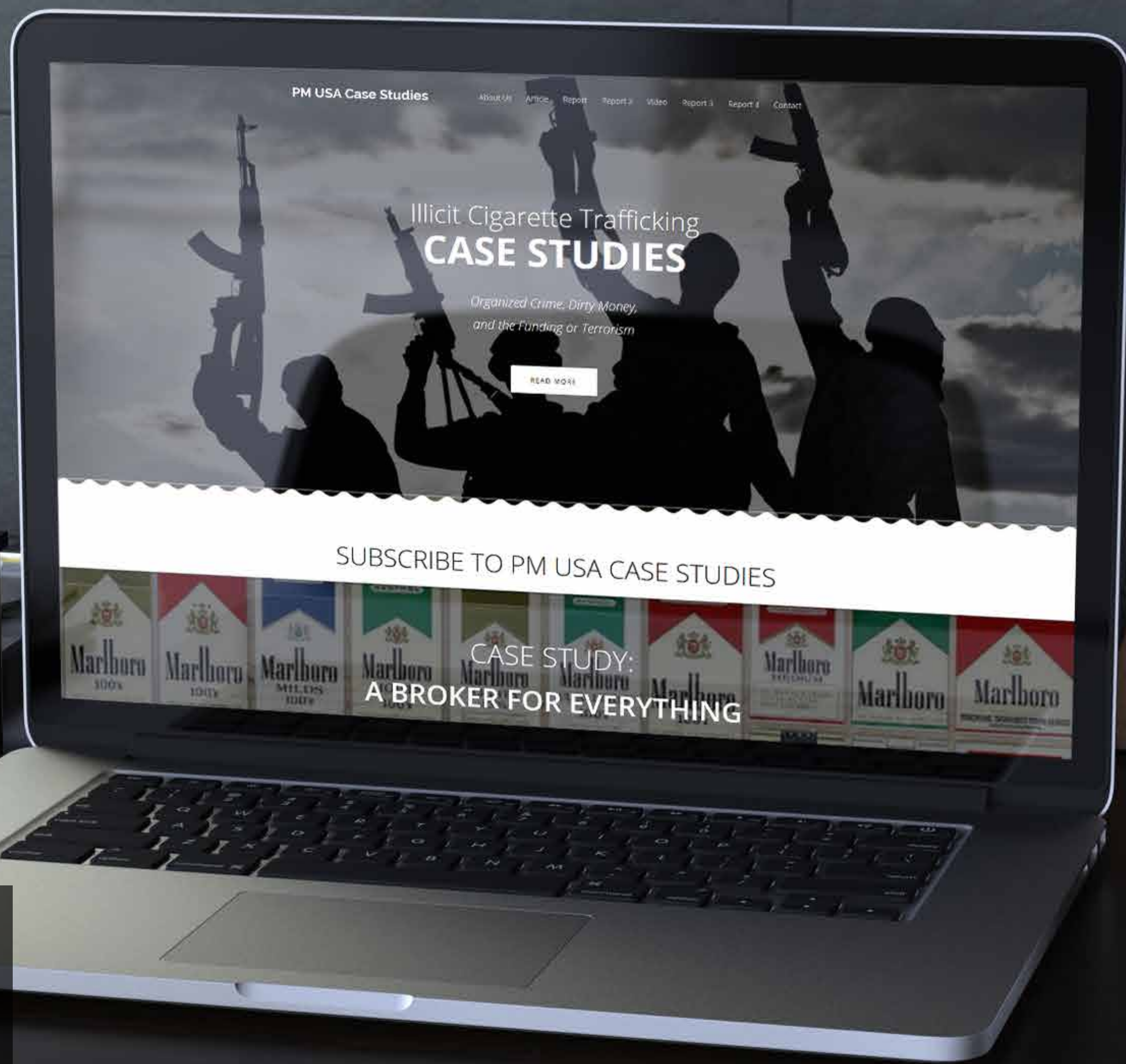
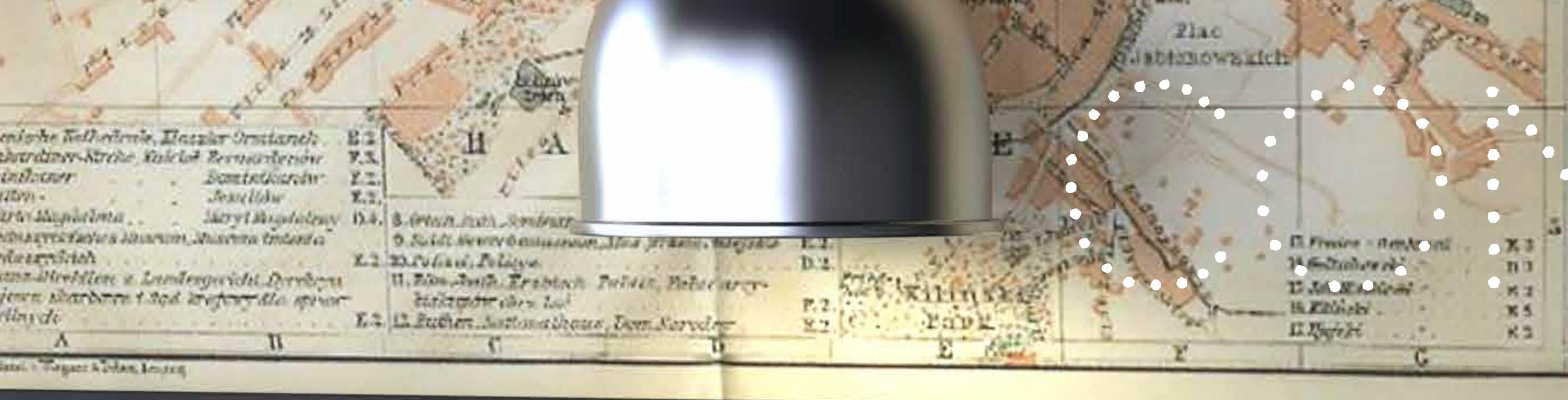
A family of visual content creators, a team of directors, artists, designers, animators, producers, and developers create engaging brand content with state-of-the-art digital production and post-production solutions.

We serve the corporate, manufacturing, retail, advertising, media, and entertainment industries worldwide.

Today, MadWerkz produces award-winning content, design, visual effects, targeted mobile marketing applications and computer generated animation for a wide range of clientele, located in over twelve countries.

Web Design | Development  
UI | UX Design & Prototyping  
Targeted Mobile Marketing  
Mobile App Development  
Product Design





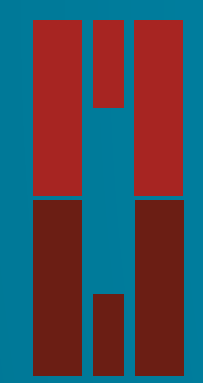
### 03 CASE STUDY: Philip Morris

Agency Blue Studios of Virginia approached MadWerkz Studios to build a wireframe and prototype website for Altria/Philip Morris' Contraband.com website.

The site mimicked an investigative newspaper style layout using Parallax design methodology.



## WEB | MOBILE



Scalable Mobile App/Website Design and Development for today's world. From Cyber Security, Pharma, eLearning to Non-Profits, MadWerkz's web design and development and Mobile Marketing solutions such as Augmented Reality and VR scale perfectly to your needs, positioning you to achieve growth and success, fully realizing your goals while maximizing the budget.

## BETWEEN THINKING & MAKING

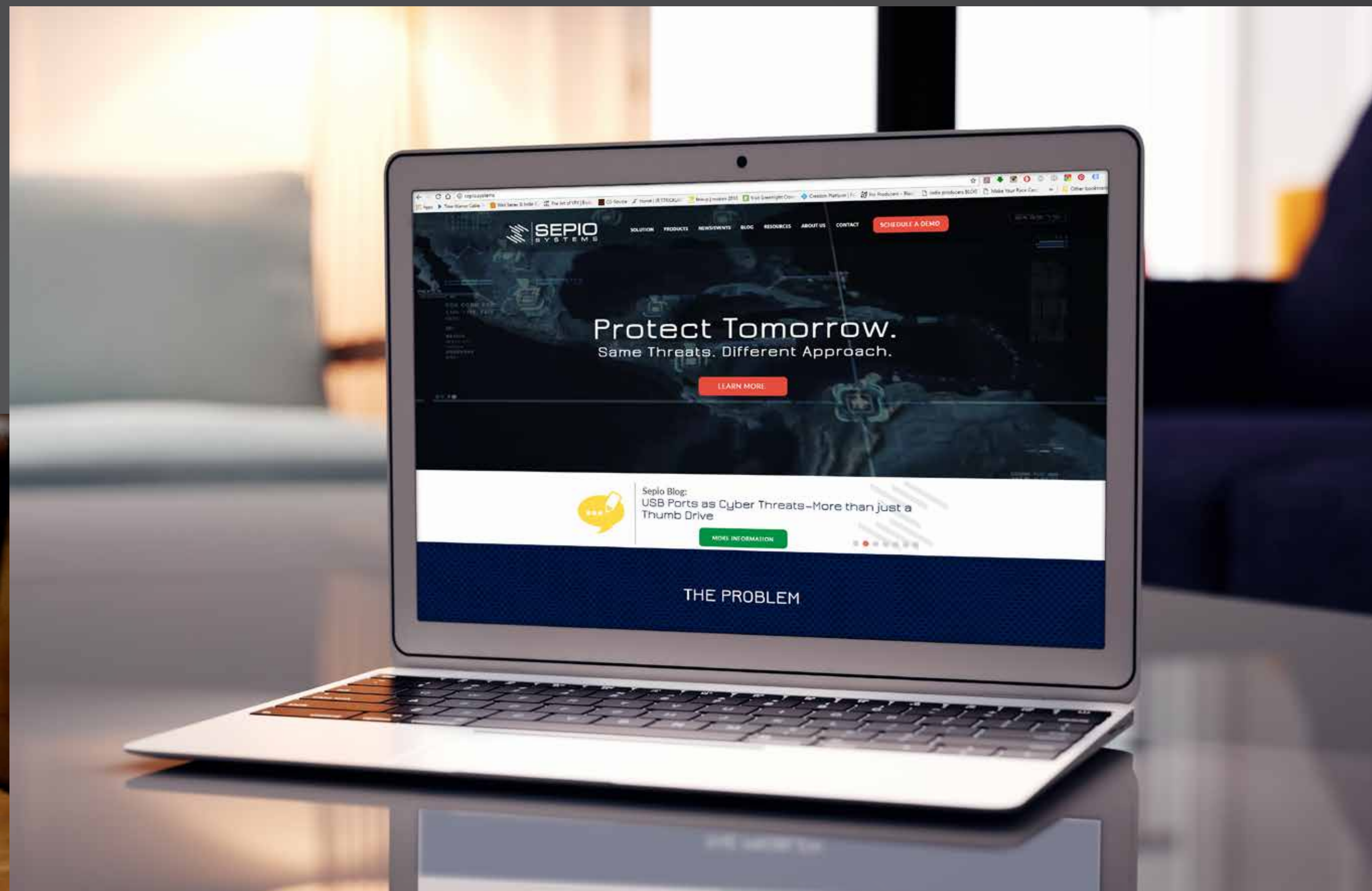
### 2017 | 2018 Q1 PROJECTS

Sepio Global Cyber Security  
S5X Supplements  
PharmDLive  
Dr. Mark Brooks.com  
Philip Morris: Contraband

Quality Holdings  
Speech Matters Too  
TenderHeartCrusades  
RJK Construction  
CityGO: Old Market Eatery



# 05 THINKING & MAKING





06

MOBILE

# RAISE THE ROOF

Ohio based RJK roofing company has grown significantly over the last 15 years... now providing construction services to a large portion of Northeast Ohio. Increasing the demand for more staff. -

RJKco.com

## 07 CASE STUDY: RJK

Roofing is a seasonal field that only becomes active during the spring and summer. It's because of this that roofing has a high turnover rate from year to year which constantly brings inexperienced workers in that need to be trained from scratch.

"RJK wanted to get away from three to four hour long orientation and training sessions that took them away from their main focus, which is being on roofs." Remarked Producer Chris Kennedy. "We proposed an interactive eLearning course, which would allow the new hires to orient themselves and gain compliance in one of the session's most crucial areas, Fall Protection training."

The courseware would be available via smartphone and laptop, and once a new hire completed the course, an email is sent to Human Resources and Management for compliance.

Fall Protection training is a requirement for all new hires and workers at RJK, and the need to have attendees attest to the training is mandatory, therefore any courseware needed to include an attestation phase. "Employees would not be cleared until that phase was passed." Stated Kennedy.



# CIDEKIC

KITCHENS MANAGED INTELLIGENTLY

# MOBILE APP

Dashboard

26° MON 9:20 AM

Upcoming Events Day Week Month Today Thursday, Jun 18, 2015

MONDAY 6/15	TUESDAY 6/16	WEDNESDAY 6/17	THURSDAY 6/18	FRIDAY 6/19	SATURDAY 6/20	SUNDAY 6/21
Event [12] Breakfast, Lunch, Dinner	Event [18] 1 Days Breakfast, Lunch, Dinner	Event [30] 4 Days Breakfast, Lunch, Dinner	Event [30] 3 Days Breakfast, Lunch, Dinner	Event [23] 8 Days Breakfast, Lunch, Dinner	Event [30] 6 Days Breakfast, Lunch, Dinner	Event [30] 7 Days Breakfast, Lunch, Dinner
Event [30] Today Breakfast, Lunch, Dinner	Event [29] 4 Days Breakfast, Lunch, Dinner	Event [50] 2 Days Breakfast, Lunch, Dinner	Event [33] 1 Day Breakfast, Lunch, Dinner	Event [28] 3 Days Breakfast, Lunch, Dinner	Event [30] 2 Days Breakfast, Lunch, Dinner	Event [30] 3 Days Breakfast, Lunch, Dinner
Reservations [50] Today Breakfast, Lunch, Dinner	Reservations [66] Today Breakfast, Lunch, Dinner	Reservations [43] Today Breakfast, Lunch, Dinner	Reservations [50] Today Breakfast, Lunch, Dinner	Reservations [100] Today Breakfast, Lunch, Dinner	Reservations [12] Today Breakfast, Lunch, Dinner	Reservations [12] Today Breakfast, Lunch, Dinner
Engineering Inspection & repair needed	Armida On vacation for next 2 days	Lorum Ipsum isten miurik tistak lohbis tolak hamskit...	Lorum Ipsum isten miurik tistak lohbis tolak hamskit...	Lorum Ipsum isten miurik tistak lohbis tolak hamskit...	Lorum Ipsum isten miurik tistak lohbis tolak hamskit...	Lorum Ipsum isten miurik tistak lohbis tolak hamskit...

Stations

- Pantry 42  
7:00 - 3:00  
Maria L.
- Saute 22  
7:00 - 3:00  
Jason F.
- Grill  
Scott A.
- Sous Chef 0  
7:00 - 3:00  
John D.

86 List

- Baby Asian Mix  
Jason F. Today
- Almonds Toasted-Solid  
Maria L. Today
- Papaya Fruit  
Jason F. Today
- Purple Ninja Radish  
Jason F. Today
- Papaya Fruit from South  
Maria L. Today
- Strawberry  
Maria L. Today
- Garatoxa Cheese  
John D. Yesterday
- Egg  
John D. Yesterday
- Porcinis  
Maria L. Yesterday
- Cipollinis  
Maria L. Yesterday
- Clarified Butter  
John L. Yesterday
- Vegetable Oil  
John Doe. Yesterday
- Diver Scallops  
Maria L. Yesterday
- Porched Salmon  
Maria L. Yesterday
- Purple Ninja Radish  
Maria L. Yesterday



DESIGN

# THOUGHT MANIFESTED

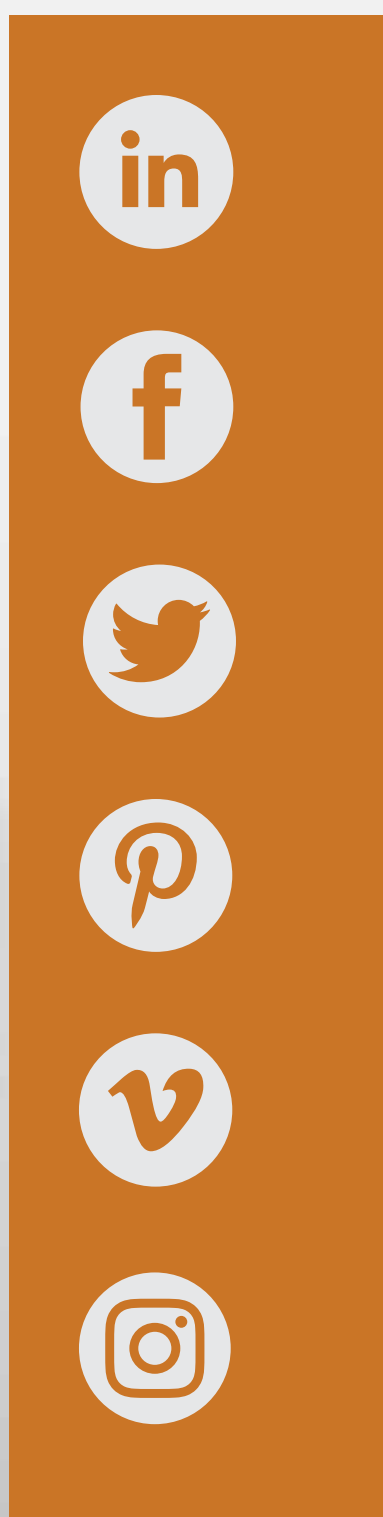
Traditional | Motion | Infographic | Environmental | UI/UX



09

## 10 CASE STUDY: MAKING HISTORY

Library collection management software giant Alpha-Graphics, Inc. and agency AB Style approached MadWerkz to design a fresh looking case study, chronicling their MONTAGEdc implementation at the legendary Albert Wisner Public Library.



Saddle Stitched Gloss Coated 10lb Cover Stock with 4 Color Process PMS Printing.

PRINT DESIGN



# BROCHURE - PRESS

A4 Horizontal Layout. Photoshop Image Editing on 24lb gloss text stock





# DESIGN: TIMES MAY CHANGE, NOT STANDARDS

The last decade may have seen traditional print design take a punch. However, the traditions and standards that formed because of a decades long adherence to good design fundamentals endures.

Use of type, layout and space. Color as a communication device, not a bullhorn. Good design never dies.

# NO BULLHORNS NEEDED

## 2017 | 2018 Q1 PROJECTS

- Sepio Solutions
- Altria
- ARCofVA
- AWPL
- Rep. Charlie King
- Cidekic
- Quality Holdings
- Speech Matters Too
- TenderHeartCrusades
- Indiana State Library
- Mobile Hope





# BROCHURE - DIGITAL

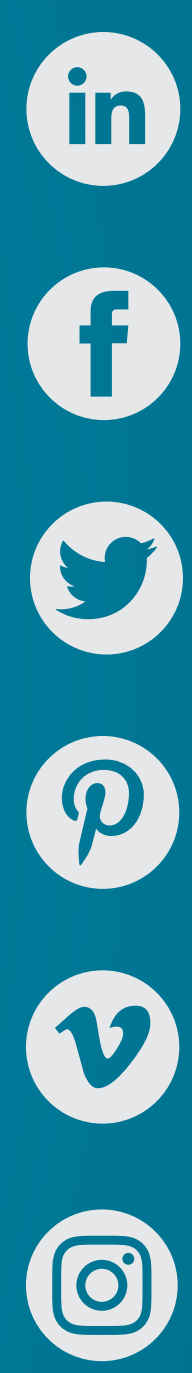
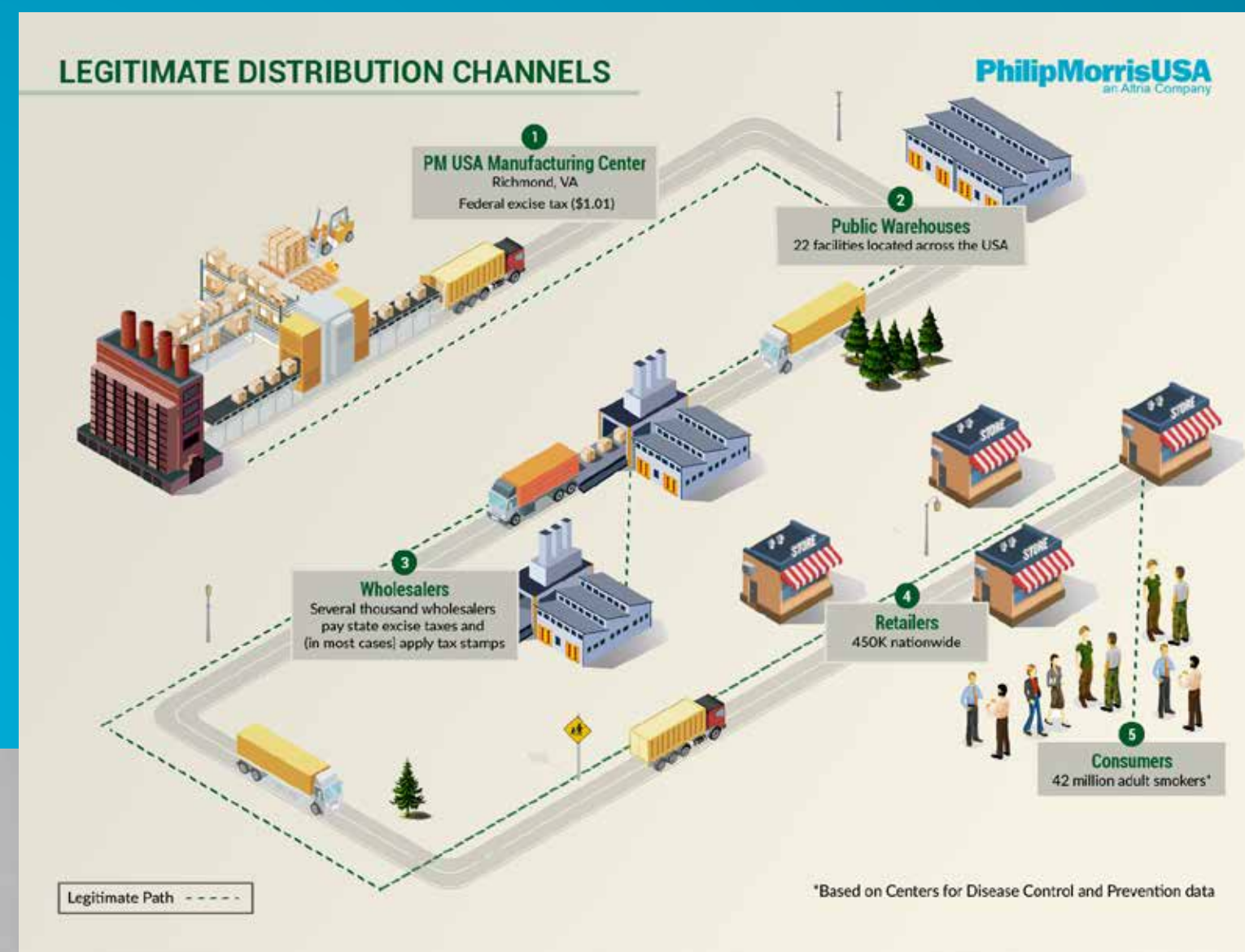
Stitched 18 x 24 Full Bleed Magazine Layout. Gloss Coated 24lb Cover Stock with 4 Color Process Digital Printing via Acrobat



## SALES SUPPORT

From powerful Infographics to Sales Decks that communicate your message to precision, MadWerkz has created effective sales support content for over 20 years. We have worked for companies such as Ernst & Young, PriceWaterHouseCoopers, Moen, Cleveland Clinic and more.

Infographics  
Sales Decks  
Sales Demos  
Trade Show Content



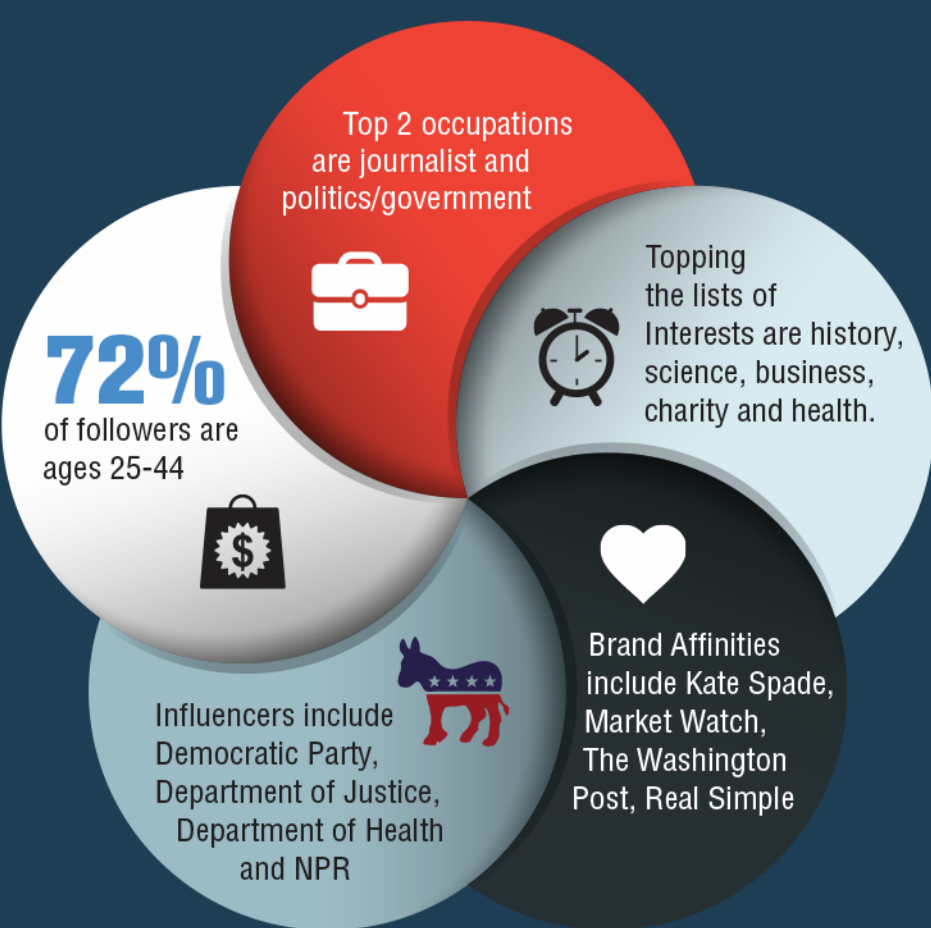
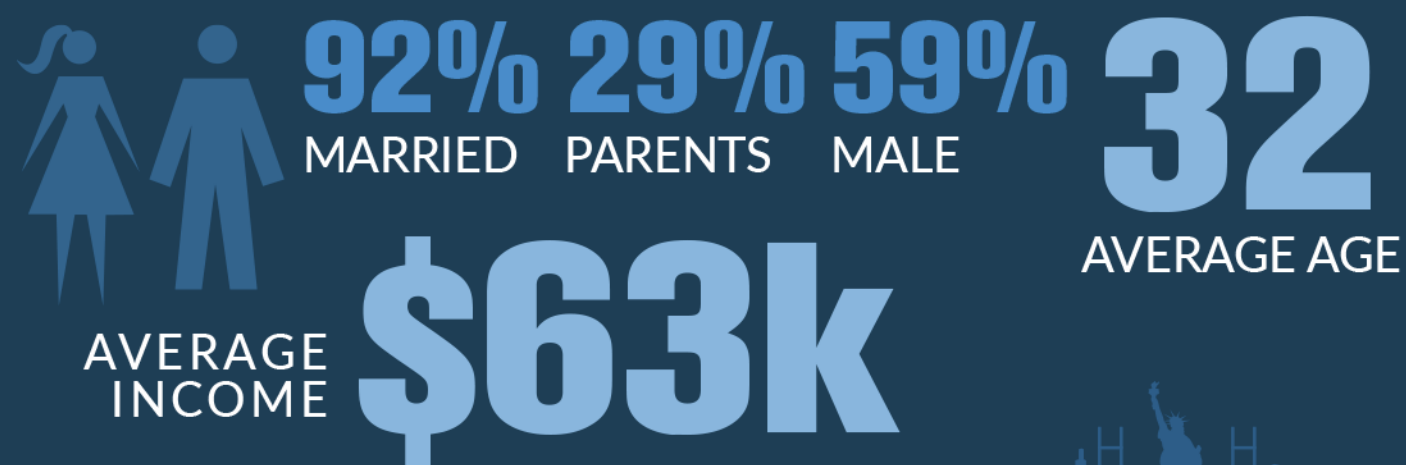
### 2017 | 2018 Q1 PROJECTS cont.

- Jim Plowman for Congress
- Progressive Management Associates
- Special Olympics of VA
- Vipre
- The Support Group
- FivePoints of Bedford
- 3130 Productions
- The Nehemiah Project
- Connection Lost Films
- Triangle Park Entertainment



## MESSAGING FOR MONEY: Two Birds. One Stone.

@WestWingReport: Audience Profile



10% of all Twitter accounts in density of affluent and active consumers, with strong interest in technology, winning and dining. @WestWingReport followers are charitably generous and active.

- Brand affinities far stronger than Twitter average:
- Apple Store
  - Southwest Airlines
  - JetBlue Airways
  - American Airlines
  - Delta Air Lines
  - Golf
  - Cycling
  - Baseball

Source: Demographic Pro

## 15 CASE STUDY: ARE YOU READY FOR SOME FOOTBALL?

When plastic injection molding giant Quality Holdings of Georgia wanted to create an engaging offering for some of the NCAA's greatest institutions, they called upon MadWerkz to deliver a fresh product design.

Quality Holdings' previous product designs were pretty much what you see everyday, a stock white plastic product with a simple vinyl decal application.

The new designs went through a painstaking process of computer generated product design. The base model was cleaned up, with a specific plastic shader created to reflect the light in which the cooler would most likely be shown.

*"The shader reflected a slightly course plastic hull on the top and a durable hard plastic surface on the bottom",* commented Look Dev artist Joddy Eric Matthews who also oversaw the design concepts. The next step was to get the exact color combinations from each university.

It's all about the Color.

*"College sports fans can tell if your color isn't right. They can tell the difference between Alabama Crimson and Buckeye Scarlet a mile away."*

In the end the renders were put into Photoshop where a gradient and several adjustment layers were added to bring in shadows and details. All this information was saved into custom libraries for sharing throughout the team. Several different versions were rendered for Blue Frame, including catalog hi resolution and web versions.

*"Overall I think we made attention grabbing product design renders that any fan would be proud to own",* stated Chris Kennedy. Later, Quality Holding commissioned a design for the world's most prestigious golf tournament, *The Masters*.



# PRODUCT DESIGN

## VISION BEYOND

Computer Generated | Packaging Design | Pre-Vis | Simulation



### PRODUCT DESIGN: SEE BEYOND THE VEIL

What is a product? Until recently, the term was used only in relation to something material and often found in a retail store. Nowadays, it is coming to mean digital products as well. Apps and websites are modern products.

We always remember that we are designing for people.

When it comes to building great products, design is the most important “feature.” We’ve moved into the stage where product design dominates — it’s what sets companies apart and gives a real edge over competitors.

MadWerkz helps you see beyond the veil.



## 17 CASE STUDY: CANDY SWEET

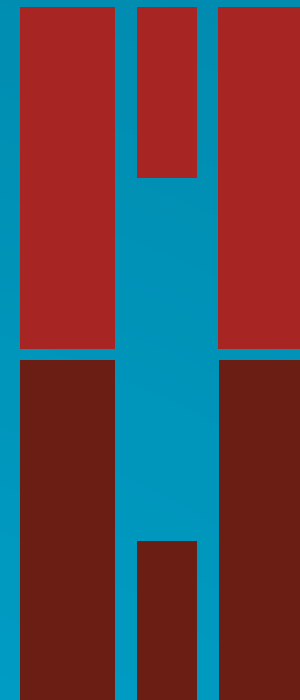
When Indie Rock & Blues star Kevz decided to launch his signature brand of Hot and Sweet Pepper spices, he turned to MadWerkz to execute his vision.

Kevz, who knew exactly what he wanted, quarterbacked the look and feel of the labels from the start. Providing the team at MadWerkz with multiple sketches along with pages of hand drawn art. We created label art, modeled the spice bottles in 3D Max with 16bit HDRi rendering occurring in the Arnold renderer.



YOU READY?  
LITTLE BOTTLE · BIG FLAVOR





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