



# SHORTFOLIO

MICHAEL BLIJBOOM

# THE MISSING INK



**What?** Promotional poster for the exhibition 'Sell Yourself' in Manchester, December 2012.

**How?** With an empty ink pot and a camera, followed by a fierce attack on a regular type font in Photoshop.



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**What?** Leaflet for the BFI film festival.

**How?** With pictures of popcorn, the galaxy and good old Thunderbird 3, all brought together in Photoshop.





**What?** Shopping bag for a range of exclusive lingerie stores in Australia (hence the pay-off line).

**How?** By creating a logo in Illustrator and mocking it up in Photoshop. As you do.



**What?** Poster for an online tv station.

**How?** By combining words with a 1930's picture of New York, in an attempt to capture the 'black & grey' feeling of the logo. Conceived in Indesign, brought to life in Photoshop.



# Hug a beer.



**Beer fact: this one  
growls on you!**

**What?** Advert for an imaginary beer brand.

**How?** By emptying a bottle (the easy part), drawing a logo on tracing paper, bringing it together with a picture of a typical beer hunter and duplicating & layering the entire lot in Photoshop.

**Who?** Michael Blijboom, a copywriter with over 25 years of experience in printed media, as well as a graphic designer who graduated from Shillington College, UK.

**How?** Just ask. Either by phone:  
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