

Original Illustration

Impactdigital
For digital printing with impact

Designer: Lint Museum

Client: Saatchi & Saatchi, Sydney

Brief: To illustrate daydreaming from the interior of a car, from the driver's point of view – the idea being to communicate the 'driver-assisted technology' of the Toyota Prado.

Software: Photoshop, Illustrator, iPhoto, Ricoh camera

Working with Saatchi & Saatchi, Sydney was like running a hot knife through butter. This is the kind of project any creative yearns for: to illustrate daydreaming.

The task was to illuminate the tagline: 'Your mind wanders, driver-assisted technology doesn't', from the interior of a car. The brief was simple, but they needed the artwork quickly.

I knew the audience was predominantly male, so I began my research. I asked every male associate I knew what they daydreamed about while driving. I immediately came up with three themes: childhood, the nightlife and the sub-aquatic world. While we're all familiar with fantasies that relate to the power of controlling a motor vehicle in car ads, I thought these themes were interesting in that they were fantasies that arose expressly outside the 'car-related' thoughts. Where one's mind really wanders.

The response to the finished illustrations from Saatchi & Saatchi was fantastic; they were very pleased and the project was completed without a hitch, on time and under budget.

