

EVERYTHING IS DESIGNED >>

A & J MOODY DESIGN  
WORK SAMPLER  
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A & J MOODY DESIGN

**A&J MOODY DESIGN** is a small graphic design company operating out of Melbourne, Australia. We have been in business since 1997, providing a wide range of graphic solutions to a client list which has included Government departments, not-for-profit organisations, publishing companies and Universities.

Here in this brief introduction to our firm and its services we have assembled some of our favourite work to show you what we can do. We hope you enjoy looking at this collection as much as we have enjoyed the work it represents!



Andrew Moody, February 2004

“...the standard and quality of work, flair for exceptional design coupled with a high standard of service has been an integral factor in the success and growth of the Artwrap business over the past six years. I recommend A&J Moody to any company that wishes to use a high quality, reliable design studio.”

**Lynne Bertalli**  
*Product Manager, Artwrap*

“Over the last four years the magazine has taken on a new identity and you have played a major role in shaping that for us. ...We are particularly grateful for your ideas as to the covers. They arouse interest and are frequently the subject of favourable remarks.”

**Peter Hastie**  
*Editor, Australian Presbyterian*

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**PROJECT:** WINE LABEL & PACKAGING  
SUITE. **CLIENT:** RUTHERGLEN WINE  
& SPIRIT DISTRIBUTORS

Rutherglen approached us with a brief to design a wine label and packaging suite for its Four Pennies range. The project called for a visual solution that was both classic and opulent with a further requirement that the design be versatile enough to apply to several different wines. Our response was to develop a label system that set rich deep blues and reds against the dark tinted gloss of the wine-filled glass.



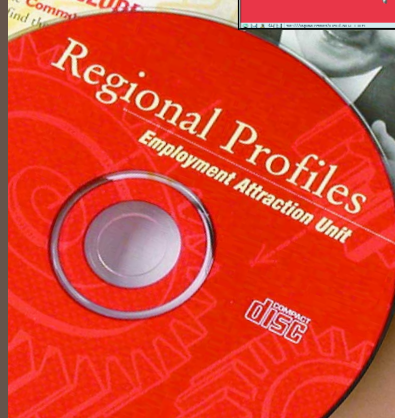
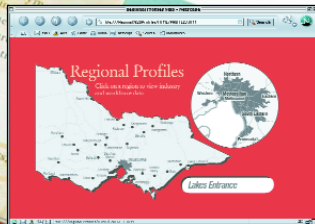
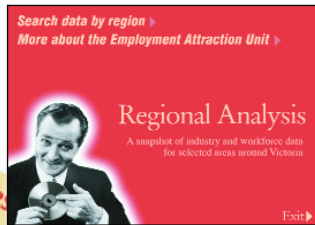
**PROJECT:** BRANDING & PACKAGING OF GMTA SERIES. **CLIENT:** SCHOOL'S TELEVISION, DEPT EMPLOYMENT EDUCATION & TRAINING (DEET).

The invitation to develop branding packages for a number of Schools TV programs provided an opportunity for us to do some of our most enjoyable work. The Great Minds think Alike program is a series of interactive interviews hosted by JJJ journalist Robbie Buck where participating schools email questions to acclaimed achievers and personalities such as Jesse Martin, Sherree Marris and Karl Kruszelnicki.



**PROJECT:** REGIONAL EMPLOYMENT  
PROFILES CDROM & PACKAGING.  
**CLIENT:** EMPLOYMENT PROGRAMS  
DIVISION (DSRD).

One of our oldest clients, the Victorian State Government's Employment Programs Division has engaged us to produce a number of multimedia projects using both Macromedia Flash and Director. This introduction to the Employment Attraction Unit used a tongue-in-cheek retro approach to stimulate interest in the services offered by the EPD to Victorian businesses.



**PROJECT:** POINT OF SALE  
INFORMATION BROCHURE.  
**CLIENT:** RUTHERGLEN WINE  
& SPIRIT DISTRIBUTORS.

Working with good photographers has always been a pleasure for us and Rutherglen's request for a brochure to support one of its export products provided a great opportunity to do just that. With leading photographer Christopher Howe behind the lens we generated a number of shots which were digitally composited to produce a classic clean symbol of Australian viticulture.



**PROJECT:** PRODUCT CATALOGUES.

**CLIENT:** ARTWRAP CARD &  
GIFTWRAP WHOLESALEERS.

Artwrap has been one of our most faithful and fruitful clients over the years and has given us opportunities to work in a diverse range of fields from illustration to package design.

In designing Artwrap's catalogue series, the challenge has always been to a massive product range in a format that is both economical with space but visually clean. The images on the right represent our latest work.





## PROJECTS: WEB DESIGN.

Web design has become a growing area for A&J Moody Design and has brought opportunities to work on several high profile websites.



[www.jobsplusnac.com.au](http://www.jobsplusnac.com.au)



[www.tear.org.au](http://www.tear.org.au)



[www.employment.vic.gov.au](http://www.employment.vic.gov.au)

[www.exopest.com.au](http://www.exopest.com.au)



**PROJECT:** LOGO & BRANDING  
PACKAGE. **CLIENT:** PATHFINDER  
SOLUTIONS.

Pathfinder approached us an  
International startup offering  
boutique statistical analyses for  
the high-end business market. The  
brief called for a clean  
sophisticated logo which would  
convey something of what they  
were able to do for people and  
selected this design from a  
diverse range of concepts.



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with compliments



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**PROJECT:** POSTERS, FLIERS AND NEWSPAPER ADVERTISEMENT SUITE.

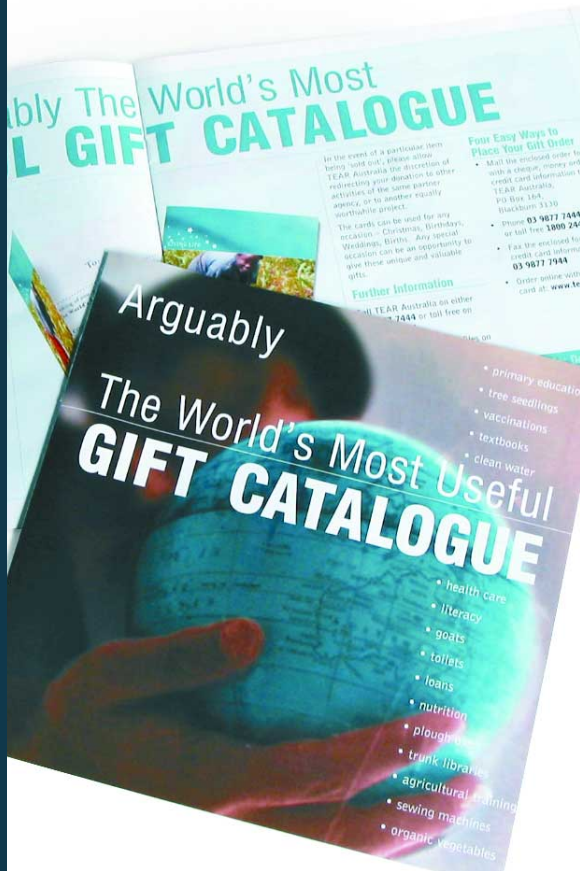
**CLIENT:** YOUTH EMPLOYMENT SCHEME, STATE GOVERNMENT.

Designing and producing a range of A1 posters, A4 fliers and newspaper advertisements in under two weeks was an enormous challenge but also a great opportunity. The Victorian State Government's Youth Employment Scheme required a complete suite of materials to coincide with an annual careers expo and needed it to be produced within strict departmental design guidelines. In the end we completed the job on time and within budget for the Minister's opening.



**PROJECT:** WINE LABEL & PACKAGING SUITE. **CLIENT:** RUTHERGLEN WINE & SPIRIT DISTRIBUTORS.

TEAR Australia is a religiously based aid and development organisation which funds partner bodies working on specific projects around the world. TEAR's "Gift Catalogue" invites people to support development projects by giving a cow or chicken or immunisation kit to a developing community in the name of a friend who receives the card. TEAR's Gift catalogue has been reviewed in major papers such as The Age and Australian and has become a major source of revenue for TEAR's projects.





*find out more...*

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