

tworlds

www.twoworlds.ca

My World - Influences, Ephemera

Other World - Communications

www.twoworlds.ca/other-world.html

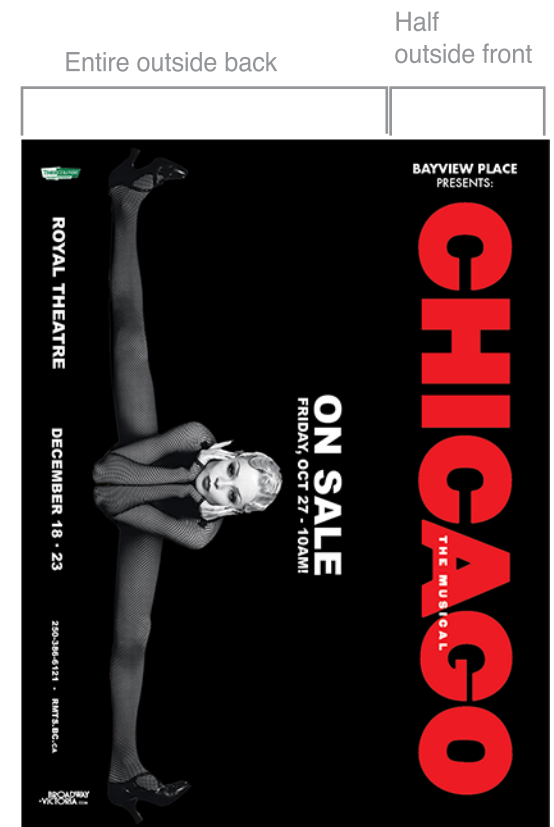
**Create the unknown.
Clarify the opaque.
Structure disorder.**

Creative, Project Management, Print, Web

tworlds



Gatefold ad - viewed horizontally - wrapped the entire back and half the front of the Victoria Times Colonist.



Victoria Times Colonist Gatefold ad viewed vertically as one reads a newspaper.

Victoria Times Colonist full page Gatefold ad

CHICAGO sold out a Broadway week of 8-shows at Victoria's Royal Theatre in 2017. We set a single day sales record of 4,700 tickets. I have worked on numerous touring Broadway musicals for this Artistic Presenter.

My role was to create all the print/digital/online marketing collateral based on a shows branding guide, as well as social media, web design and web admin.

In early 2020, the Beautiful: Carole King Musical sold out Victoria's Royal Theatre.

Other shows I have worked on: MAMMA MIA!, Jersey Boys, STOMP, The King and I

outside of tent card

inside of tent card

Get Up! Get Involved!
Find out how:
www.alphayayadiallo.com



Millennium Development
Goals 2015



United Nations
Development Programme



United Nations
Development Programme

Millennium Development
Goals 2015

USING MUSIC TO MOBILIZE AFRICAN YOUTH

IMMÉ AFRICA! / GET UP AFRICA!

Alpha Yaya Diallo's anthemic new single will be featured on *We are the Drums* - A UNDP compilation CD to mobilize African youth to understand the Millennium Development Goals.

Current Initiative

- Create a UNDP compilation CD with top names in African music - Cesaria Evora, Youssou N'Dour, Alpha Yaya Diallo, Salif Keita, Baaba Maal, and over 30 others.
- Distribute CD to every African broadcaster.
- Insert 500,000 CDs into African youth magazines.



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A series of promotional pieces for the United Nations Development Program.

This NGO was a perfect example of an organization that understands the authority, trust and equity of the brand image.

As expected, the UNDP branding guide was comprehensive and exacting.

I speak multiple languages.
Ass is my mother tongue.



LYING IS TRUTH

*"A long habit of not thinking a thing wrong gives it
a superficial appearance of being right."*

~ Common Sense, Thomas Paine

Tatlow & Rawlings

Apostles of

P A I N E

www.tatlowandrawlings.com

One graphic created for Tatlow & Rawlings - Apostles of Paine.

The Common Sense Movement to save the American republic (CSM).

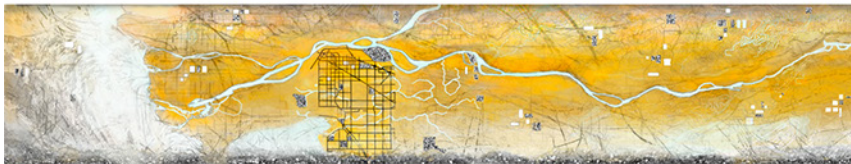
I created the concept and launched Tatlow and Rawlings in early 2017. I loved many things about its development: the intellectual exercise of taking Thomas Paine's work and making it relevant in 21st century America; advancing the CSM through the combination of common sense and humour; the complete creative freedom from graphics to copywriting; and at the heart of it all, I love to bully a bully. In the summer of 2022, the website was taken down and a pared down version subsumed into Two Worlds. To visit this incarnation, [click here](#).

tworl@s
twoworlds.ca/other-world.html

604-785-7852
e: twotransmit@gmail.com



The art piece wrapped around these windows.



Entire art work above. The tiny, dark pixelated stuff you see at the bottom is the shoreline rock bed, which in the final installed piece, is substantially larger and at eye-level with pedestrian traffic - see photos to the right.



Large Scale Art Commission (W: 87-feet x H: 15-feet) Surrey City Hall.
Advanced Photoshop Expertise, creative input and file prep for large format printing.
Contracted by Suzanne Northcott the commissioned artist on this fascinating , complex multi-layered Fine Art project. One Photoshop layer consisted of two dozen photos of shoreline rock bed which had to be painstakingly stitched together to appear as one photo/layer in Photoshop - extensive use of Clone tool.



ANN'R: WHEN HE CAME TO IT, THIS LAND HAD NO NAME.

F1



BORN TO HAVE EVERYTHING DONE FOR HIM, HE LIVED TO DO EVERYTHING FOR HIMSELF.

F3



HE BROUGHT ALONG A REFUSAL TO BE RULED BY THE ROYALTY IN HIS BLOOD, DISPLAYING A COMMONER'S LOVE OF FAMILY, FOOD, FUN AND FAIRNESS.

HE DANCED TO HIS OWN TUNE.

F2



HE DROVE HIS OWN CAB, AND HE DROVE THE MONARCHY CRAZY.

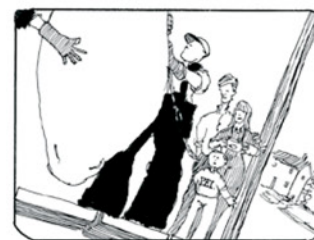
F4



THROW FOCUS FROM LMS LORET TO PRINCE EDWARD.

HE LOVED A WOMAN HIS BREEDING FOUND UNACCEPTABLE. LATE IN LIFE, HIS ONE CONCESSION TO HIS HERITAGE WAS TO FATHER AN HEIR WITH A WOMAN THE CROWN CHOSE FOR HIM,

F5



WHAT KIND OF AN ISLAND WOULD YOU NAME AFTER A MAN LIKE THAT?

F8



PULL BACK FROM SHOT OF QUEEN VICTORIA TO EDWARD AND HIS ROMBY FRIENDS AT BAR. HE IS BUYING A ROUND AFTER WINNING AT ARM WRESTLING.

PRODUCING A DAUGHTER WHO FOUND HIM UNACCEPTABLE. HIS SPIRIT IS STILL HERE. AND INCIDENTALLY, SO IS HIS TAB AT THE FOX AND HOUND. NOW...

F6 F7



PRINCE EDWARD ISLAND
We have a name to live up to.

F9

Ad agency storyboards

Young & Rubicam wanted weave history with comedy in raising the profile of Prince Edward Island Tourism. For this job, I was given most of the copy and complete freedom to compose each cell as I saw fit.



One needs to be part carnival barker, part evangelist to be successful at this. It was a stampede of kids and parents to get inside at some locations; at other spots, you pretty much had to kick people in the nuts to try it out. Good improv, people reading skills and a thick skin are essential.



Nintendo's guerrilla marketing campaign to help launch Wii Music.

The custom outfitted cube truck traveled across the lower mainland randomly setting up in high traffic areas over 6-weeks. As a team of five, our job was to get people to try Wii Music. The truck was custom fitted with windows on three sides, internal/external speakers, dual flat screen TVs and two retro mod scoop chairs.



SPREZZATURA - *Life Deliciously Absurd*

This image was a double-page spread in the magazine created for SPREZZATURA. The North American production was based on a highly successful European cirque, dinner, theatre show known under another name. I created the name for the show in addition to establishing the overall design aesthetic. Created a print magazine and a 3-minute promotional video for a range of audiences - potential investors, government, media.

Services

Print / digital production

Templates and brochures to program guides,
bus sides and 100' x 100' banners

Creative

Campaign ideas and graphics to
copywriting, storyboards and cartoons

Project management

Supervise print / digital campaign production
to training employees for engaging the public
at promotional events

Web design

HTML5, CSS3, Javascript, php and mysql to
Bootstrap 5, W3.CSS and Wordpress.
HTML to php conversions

Web admin

Cpanel, ftp, site migration, site updates,
php, mysql

Social media platforms

From account setup to content creation
and uploading of assets

Google Ads and Analytics

Account setup and campaign setup.
Review reports