

WHERE'S THE EMOTION?

COOL

NEED ILLUSTRATIONS?

Take a look at City Design & Graphics....



BUILDINGS OR PROJECTS

ILLUSTRATION SEEDS

“A combination of knowledge, skill, and technique plus a sensitivity to understanding how people respond to emotionally charged images....”

WHAT DOES THE PROJECT NEED? WHAT DOES THE CLIENT WANT?

Types of Services

Idea Sketches

From bubble diagrams to rough 3D layouts, rendered illustrations.

Site Plan Graphics

Illustrating the site plan so it is readable by your audience.

3D Modeling

Creating a digital model that will “look” the real project.

3D Illustrations

Making the project “feel” like an artist rendering of a real project, a built project.

Illustration Packaging

Putting it all together, whether in a brochure, newsletter, display panels, or a website.

LET THE PROJECT SPEAK FOR ITSELF!

Every building or project needs, at some point, a good graphic representation of what it is to become. Whether for in-house use—such as collateral for the office marketing staff—or for presentations to others, high quality, 3D illustrations can build confidence, energy and enthusiasm. In short, it needs a good story.

Designers often forget that it is the emotional side of the brain that says “yes, I want that!” Or “I want to be there.” or “I want to feel that.” These are the responses you want from your clients and their lenders, the neighborhood and the community.

It is this perceived emotional power of the story that illustrations can bring to elicit those responses.



Note: Final renderings do NOT look like photorealism—with its dead quality. Instead, each rendering will look like a true artist's illustration, full of character, interest, and life.



“...atmosphere, feeling, and the qualities of excitement that every worthy project should embody.”

Since a project evolves over time, my illustrations can assist you in two ways.

During Conceptual planning and design effort, I can help you visualize the three dimensional qualities of the project as it is being developed. This approach helps you get to the basic, yet creative and well-grounded, approach to the project, whether it is a planning project, an urban design project, or an architectural project. The point is to capture the essence of the idea in a quickly rendered vision that will look like a fully developed project.

Illustrating the designed project. This approach takes the design that you have created at any point in your process and creates the illustrations from a 3D model of it. Using the 3D model any number of views can be generated for study toward final renderings. You pick the views, the time of the day, the quality of light, weather, and so on. This effort can take as short a time as two weeks if I create the model. If you already have a model created, so much the better: you save time and money.



Each illustration's viewpoint is chosen to tell a particular story. It is important that the right story be chosen to tell.



The story being told needs to be made explicit in the illustrations, and be interesting to your target audience. The story should stimulate a reaction in the observer that results in positive momentum for the project.



Utilizing the base model for studying alternative approaches to a project allows for a variety of concepts to be explored in 3D in a short time. A model can simulate any time of day –and night–, realistically creating shadows and accurate perspectives.



As City Design & Graphics' illustrator, I provide 2D and 3D digital architectural modeling, imagery, illustrations, and graphics for professional design firms. Since I am also an architect, planner, and urban designer, I understand what it takes to create the kind of images that have real emotional appeal and impact to an audience of whatever kind. I am also a member of American Society of Architectural Illustrators.

If I can help you in anyway, please give me a call anytime. I will explain the process in more detail and how you, the designer, and I will collaborate and coordinate throughout the process. (Oh... and how I base my fee structure so you can relax!) Call me or email me.

CityDesignGraphics@me.com

James Leese AIA, CNU-A, ASAI



“It is the emotional power of the illustrations that can elicit the kinds of responses architects and planners want and need from others to get the job done, the project approved, the building built.”

James Leese AIA, CNU, ASAI
Architect • Planner • Urban Designer • Illustrator
Member, American Society of Architectural Illustrators

**CHECK OUT MY WEB SITE:
WWW.CITY-DESIGN.ORG**

Recipe for Images that Work

- ☒ A well-designed project
- ☒ A realistic understanding of who the audience is
- ☒ A well-crafted 3D model from which multiple views can be generated
- ☒ Emotionally-charged and realistic illustrated visions with artistic flair
- ☒ A well-conceived packaging of illustration materials

Mix ingredients in the order above using only the finest in graphic

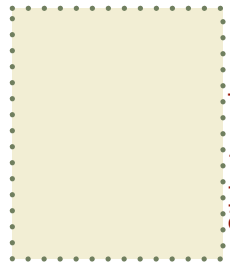
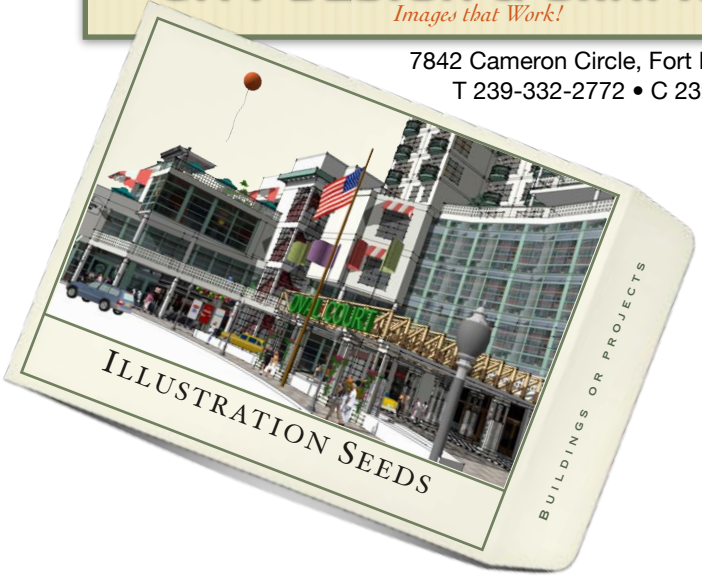


abilities coupled with an in-depth understanding of the profession and its relationship to the market it strives to serve.

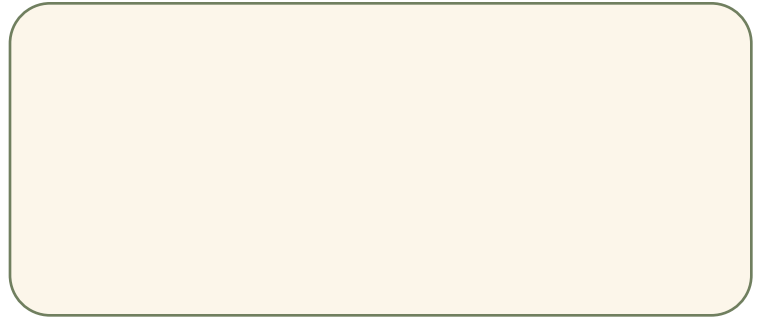
CITY DESIGN & GRAPHICS

Images that Work!

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Stick stamp here



Note to self....: put name and address in this box.