

PROJECT FOCUS

# DESIGN EMOTIVE IMAGES WITH VIAFRAME

WE TALK TO GERMAN STUDIO VIAFRAME ABOUT CREATING EMOTIVE IMAGES THAT CONVEY BOTH A FASHION LINE AND A SEASON



**ABOUT THE STUDIO**  
**VIAFRAME**  
 www.viaframe.de

Viaframe is a creative studio located in Nuremberg, Germany, with services ranging from planning and concept development right through to compositing and post-production. Whether it's CGI, photography or photo-processing, Viaframe can excel at it. The company's clients include Ferrari, Siemens and Olympus among others, with projects that range from stylish reinterpretations of fairy tales to imaginative 3D experiments with shape.

**NAME OF PROJECT**  
**CHARLES VÖGELE**  
**AUTUMN CAMPAIGN 2012**  
 @Viaframe

Over the past two years, German photography and post-production studio Viaframe has worked with Swiss fashion chain Charles Vögele on both its Spring and Winter collections, creating fluorescent oil swirl flowers and a frozen winter wonderland respectively. Back on board for this year's Autumn campaign, Viaframe had to utilise its photography, CGI and Photoshop skillset in order to represent the season's darker hues.

Viaframe needed to capture the atmosphere of this season without instilling any depressing or miserable sentiment – something autumn can often be associated with when beautiful summer days give way to longer and colder nights!

Viaframe achieved this by using inviting autumn photography, highlighting the autumnal colours and crafting a cosy ambience with careful utilisation of contrast. It then filled these late-season scenes with animal outlines created by those elements we associate with nature – fallen leaves, droplets of rain and soft billowing clouds.

The result is a selection of manipulated photography that conveys all the positive aspects of autumn – its warmth and tenderness – without also recalling the somewhat depressing loss of those long summer days.

**CAN YOU TELL US ABOUT VIAFRAME?**

Viaframe is a creative photography, CGI and post-production studio located in Nuremberg, Germany. We predominantly work for advertising agencies but also develop concepts and campaigns for our clients directly. These campaigns capitalise on our well-rounded knowledge in almost every aspect necessary for conceptualising and realising a successful production.

Being designers, we combine powerful [digital] techniques and develop innovative and unique aesthetics for the image. We embed this in a clearly defined communication purpose, specifically directed to the [target market].

The fact that the entire production cycle is integrated within Viaframe allows us to give our customers insight on the ongoing design process on

a regular basis. This transparency during the collaboration with the customer and the pinpoint adjustment on their ideas guarantees quality.

**HOW DID YOU OBTAIN THIS COMMISSION AND WHAT IDEAS WERE DISCUSSED?**

Actually the Autumn campaign was our third campaign for the Swiss fashion store Charles Vögele. We had completed two successful collaborations before. One was the Spring campaign 2011 and we also had the pleasure to produce the Winter campaign in the same year.

Depending on the client we usually offer about three to five concepts with moodboards and first layouts. The final decision made depends a lot on the target group. In this case the goal was to reach the core clientele of customers aged 40 and over.

**HOW DID YOU ACHIEVE YOUR GOAL?**

We developed a total of five motifs for the Autumn advertising campaign: animals in leaves, clouds and rain shapes that are placed into autumn landscapes. The motifs we created were used in different formats at the Point of Sale of over 850 stores located in Switzerland, Germany, Austria, Belgium, Netherlands, Slovenia and Hungary.

**HOW DID YOUR IDEAS EVOLVE THROUGHOUT THE PRODUCTION STAGE?**

The campaign motifs were partly realised with photographs and then completed computer-generated images. With Viaframe's workflow we plan as much as possible in the pre-production process. We spend a lot of time conceiving with our customers and try to focus on approved layouts.

We organise our Photoshop files as open as we can to offer the possibility to enhance our work using additional elements during the production stage.

**HOW DID YOU DEVELOP THE PIECE?**

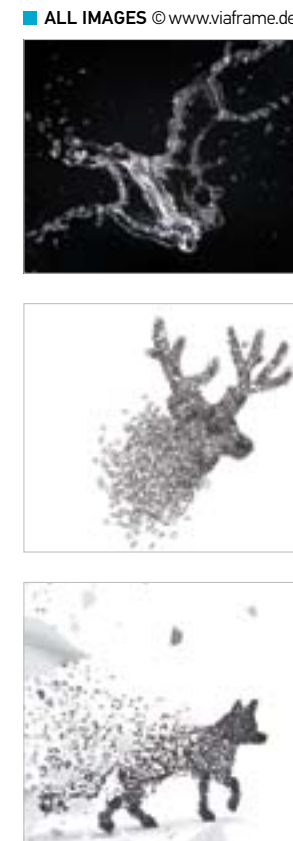
After the approval through the client we started experimenting with different techniques in our 3D software and Photoshop. In this case we chose a mixture between both solutions. Using moodboards helps a lot to communicate the desired look.

001 To create this image of a jumping fish, Viaframe took photos of splashing water in a variety of shapes. This was then manipulated into the outline of an animal, giving the sense that it's been shaped out of nature.



002 There is a high contrast between the beautiful golden glow emanating from the right of the image and the dark surrounding the left. This use of contrast creates the impression of a warm, rising sun on a rainy day.

003 Although it's less prominent in this image than in others throughout the campaign, the use of landscape photography is striking in and of itself. Even before the Photoshop manipulation these are beautiful scenes.



**HOW DID YOU CREATE THE FISH IMAGE?**

The fish was created using photographed water splashes. The biggest challenge was to find a natural shape that illustrated the fish without looking too detailed. The splash layer was combined with the background using the Screen blending mode. Additional sprinkles and drops were added afterwards to integrate the animal even more into the background.

**WHAT PHOTOSHOP TOOLS PROVED PIVOTAL IN THE CREATION OF THIS PIECE?**

We worked a lot with the Liquify tool to connect the single splashes or clouds to shape the fish, the rabbit and the eagle. The Puppet Warp is also a nice tool to work with in this context. For two other images in the series we used external 3D software to generate particle clouds and formed the animals in 3D space.

**HOW WOULD YOU ADVISE SOMEONE WANTING TO CREATE A SIMILAR IMAGE?**

As most of our work is created for advertising agencies we find it important to produce target-oriented imagery and within deadlines. We use scribbles to get an idea and discuss it with the client before we start producing the final image. This ensures that every person involved has the desired result in mind.

