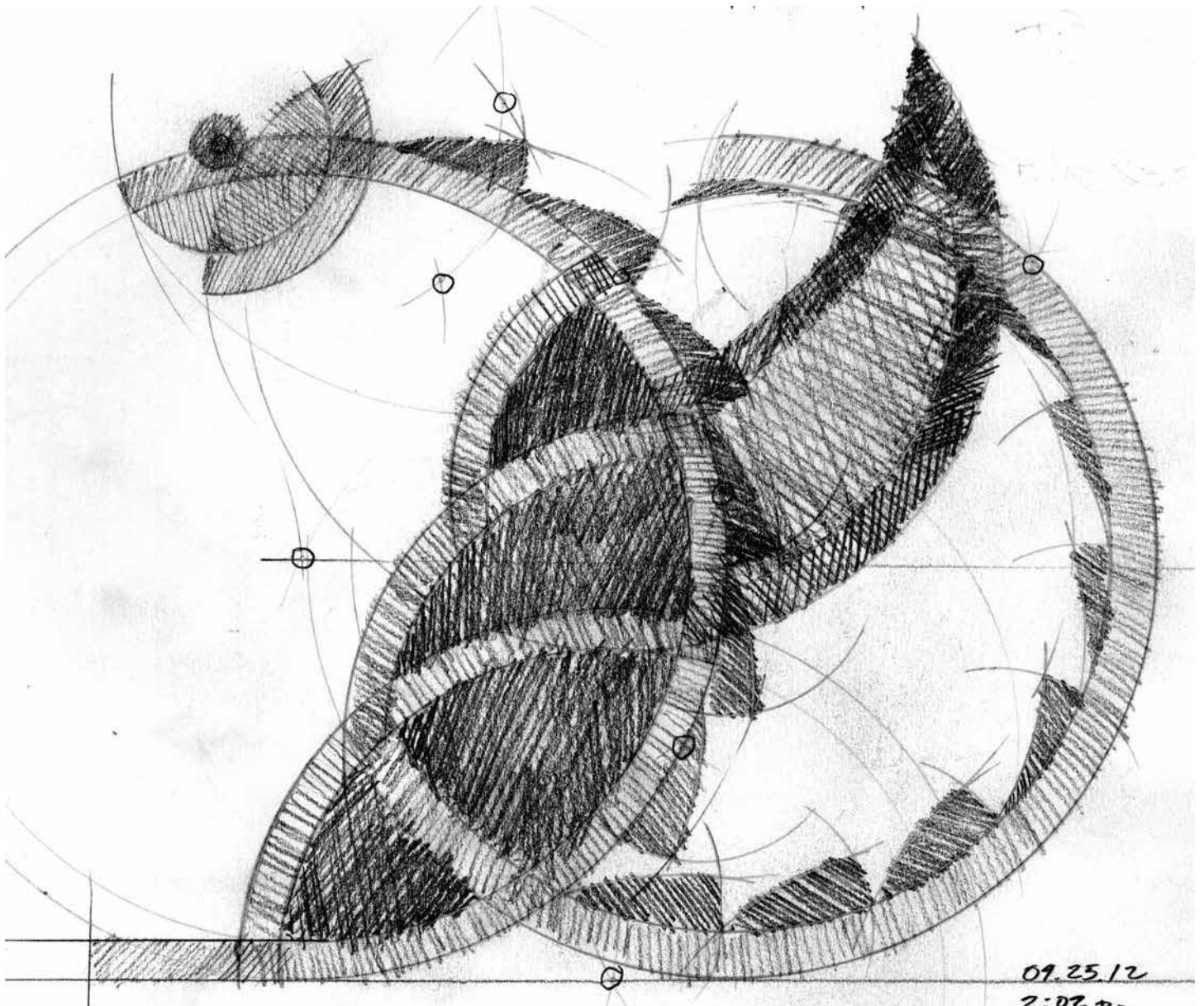


The Anatomy of a Dragon

www.LahtiDesign.Com



09.25.12
2:02 pm
2:45 pm

WORLD CUP BRAZIL,
FIFA 2014
FESTIVE

KATLAND, curi
415 336 5853.

MONDAY, 9.24.12
KAT SHELDON



SATISFIED



ARMS AKIMBO



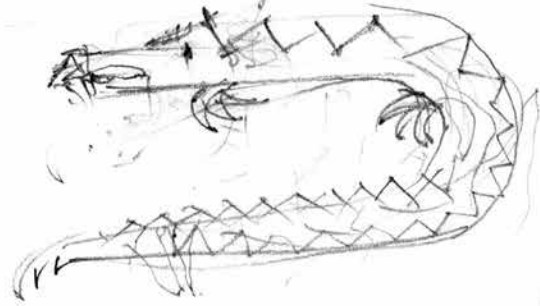
TAIL FLAME + WING



FACE



TIP OF



MINIMAL
SYMBOL



CLAY STUDY
SHAPE + LIGHTING.



ILLUSTRATION GARY GIANNI



circles + triangles



CIRCLES - SCIS

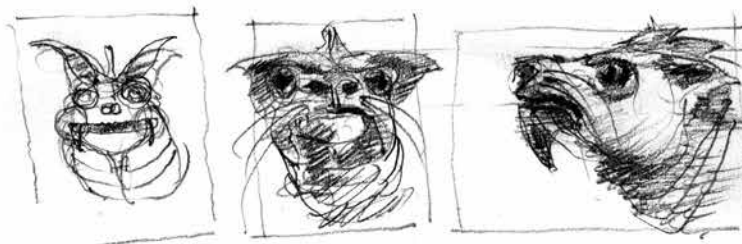
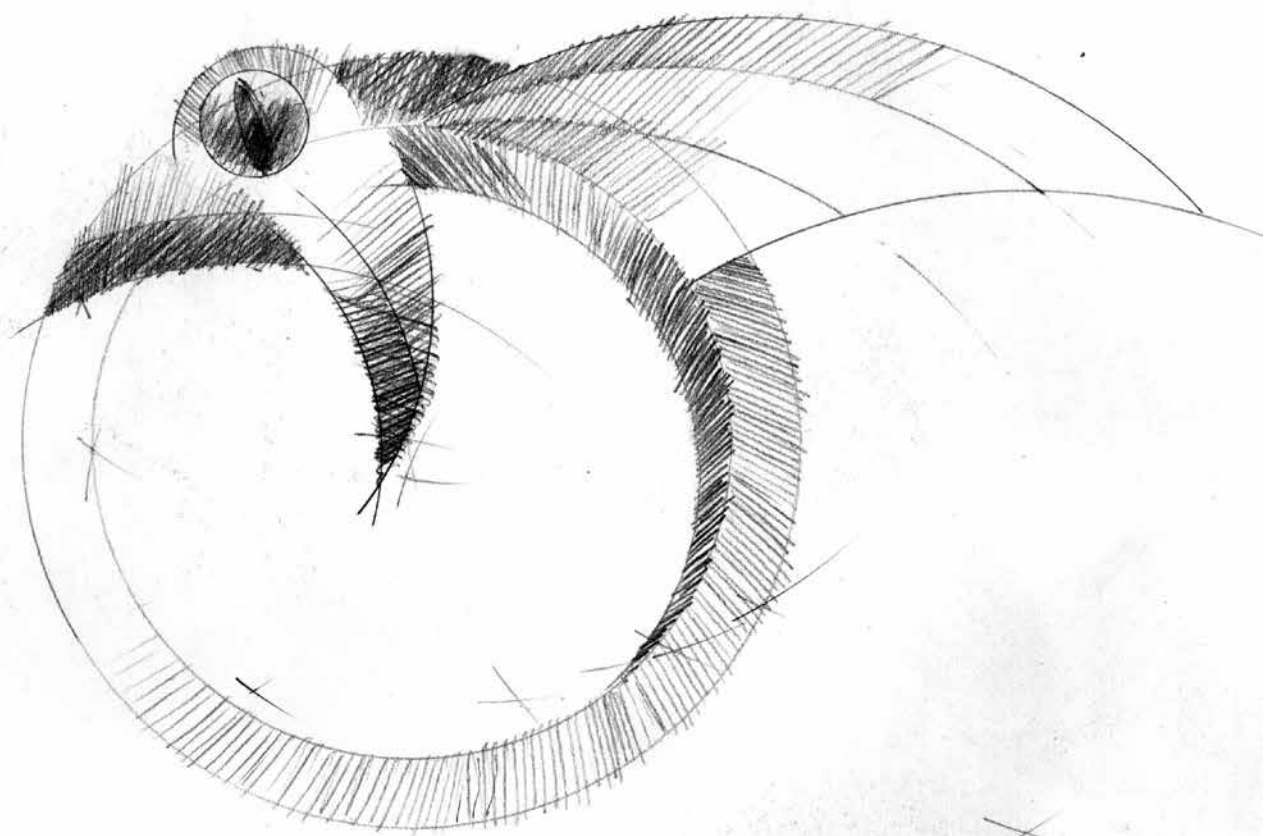


CIRCLE FLIGHT

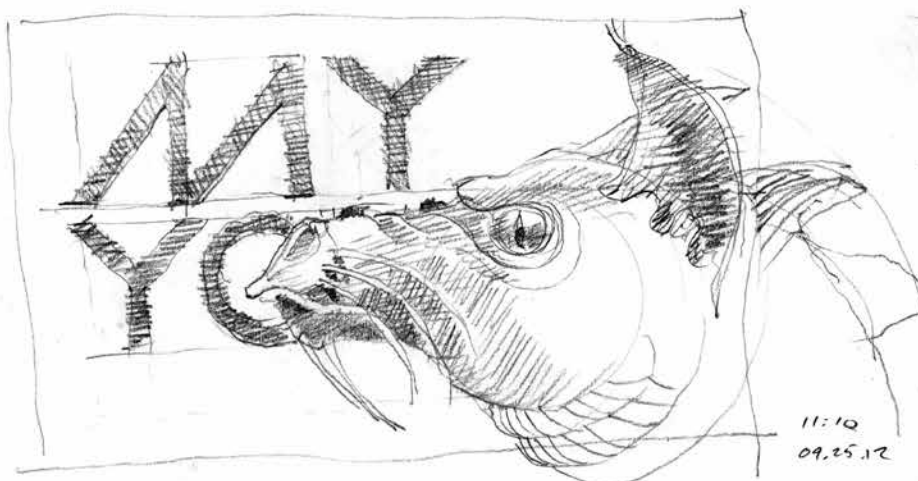


7:00am 09.25.12

8:50 am 09.25.12

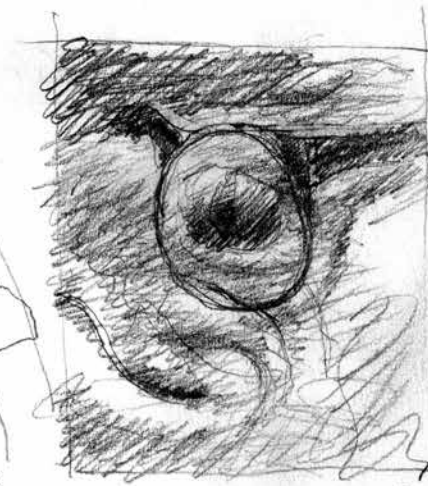


10:40 09.25.12



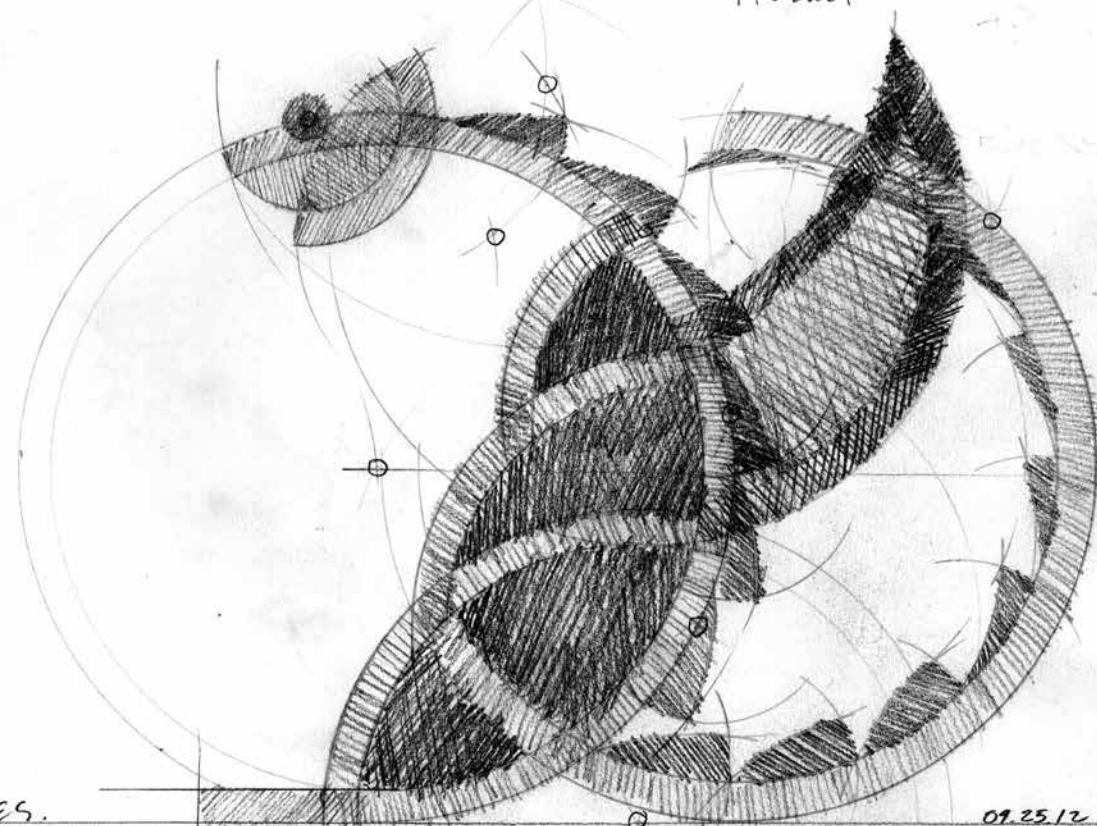
TYPE OVERLAY

11:10
09.25.12



SMILE
PRODUCT

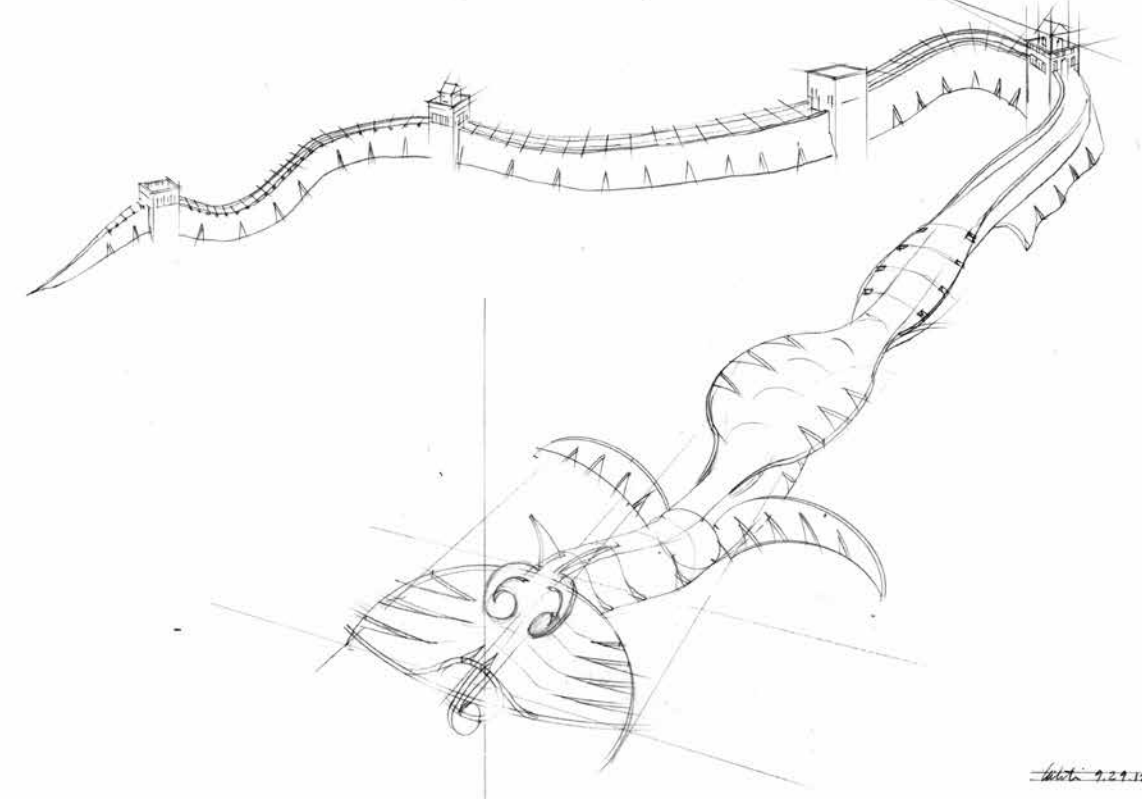
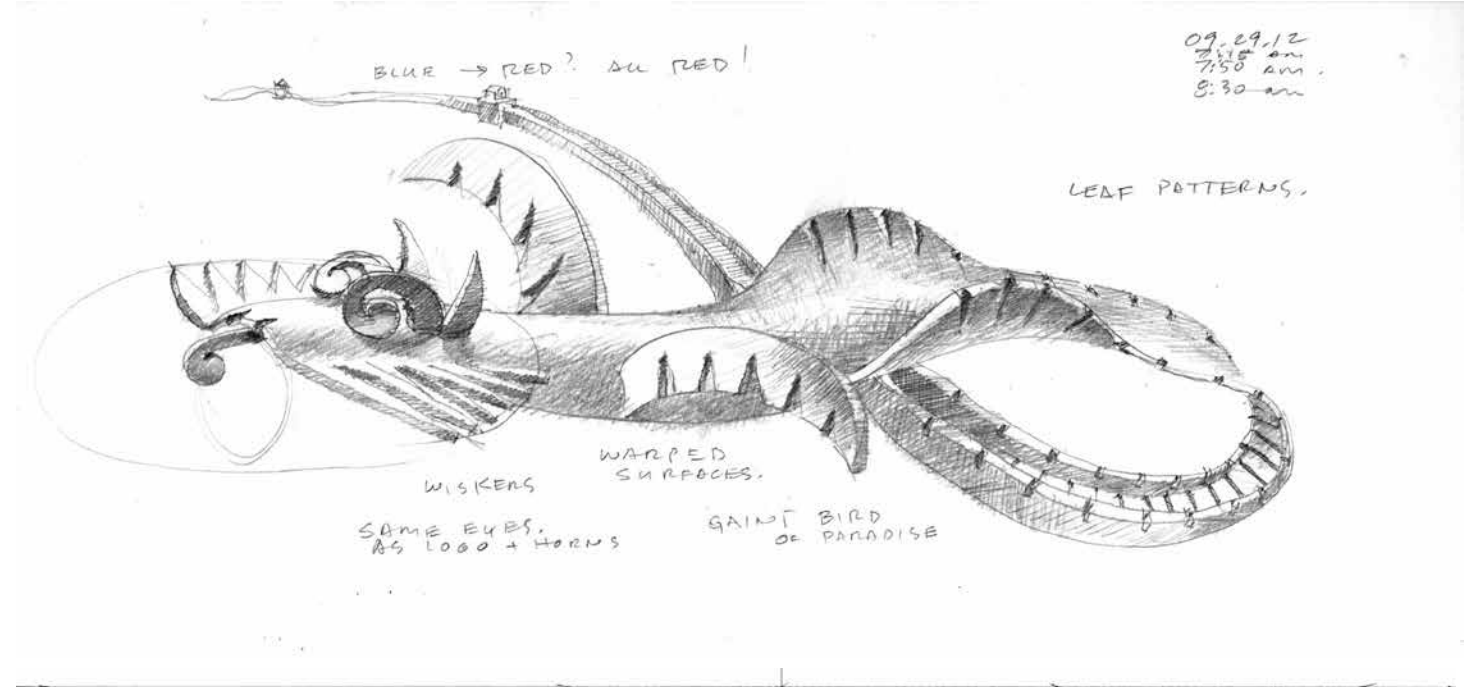
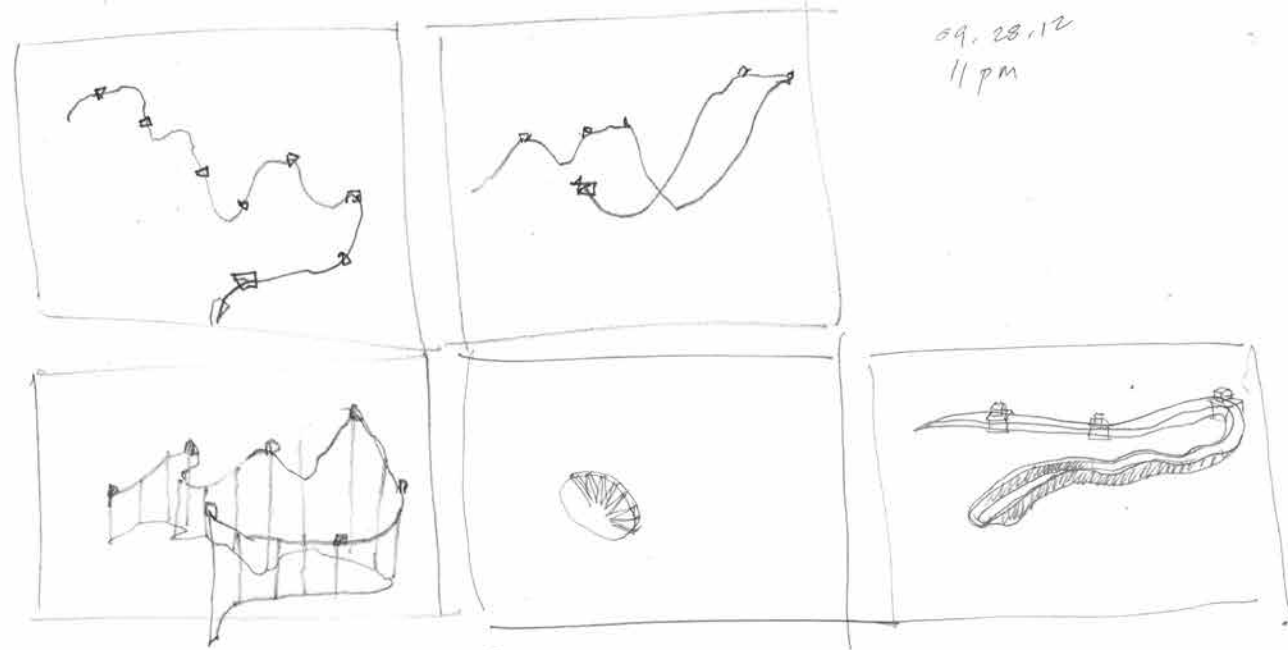
11:20 09.25.12



CIRCLES.

09.25.12
2:02 pm
2:45 pm



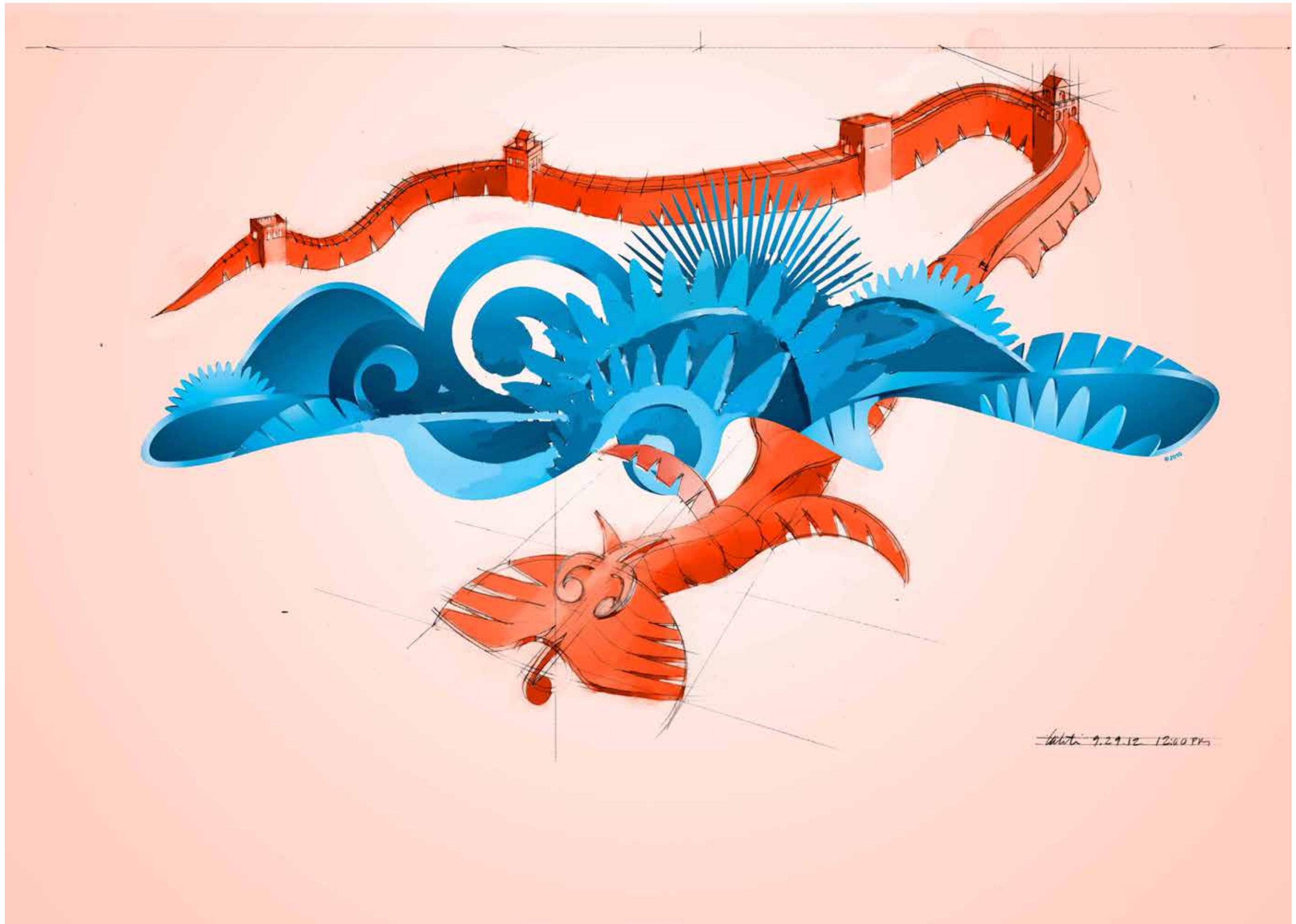


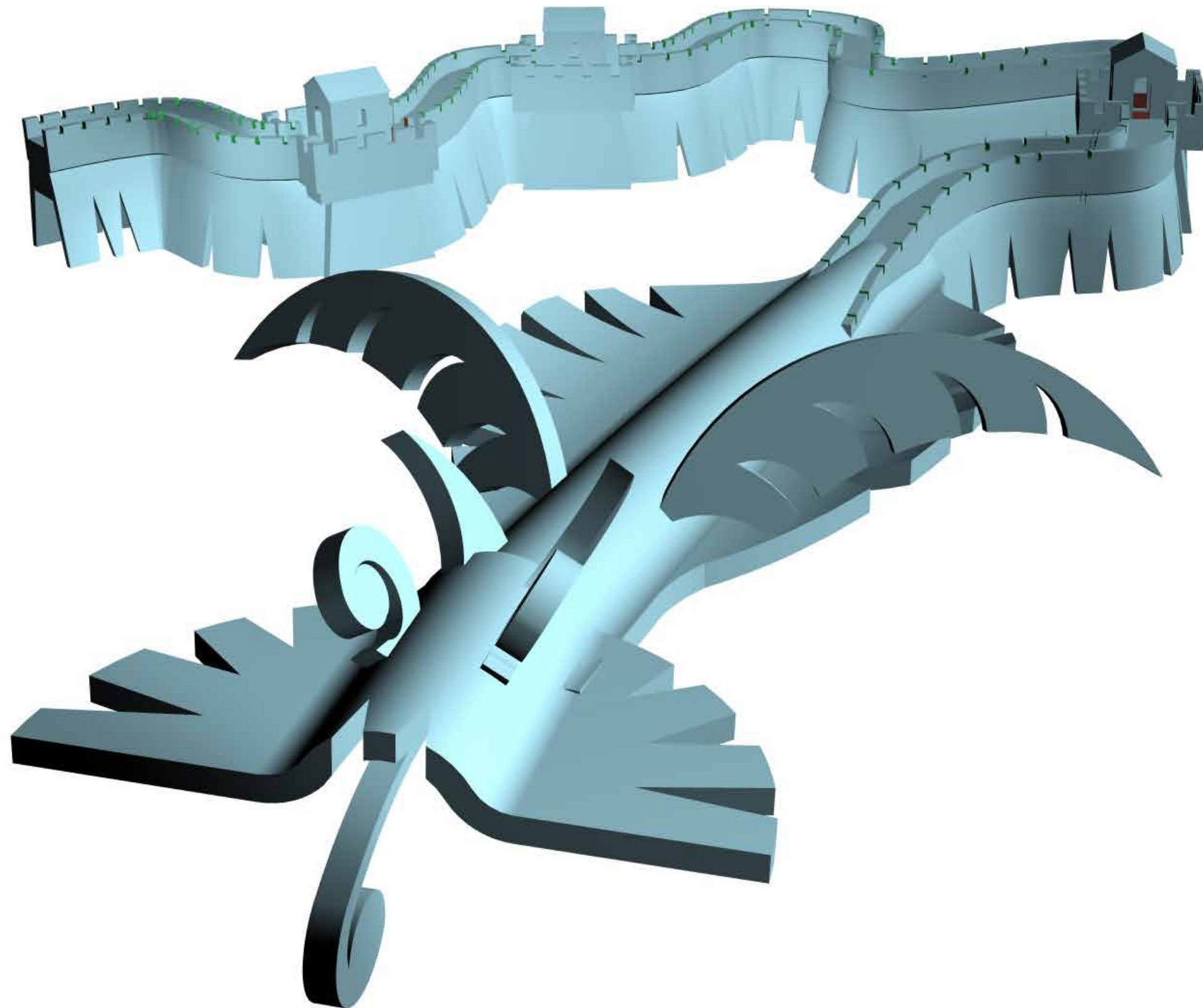
09.29.12 12:00pm

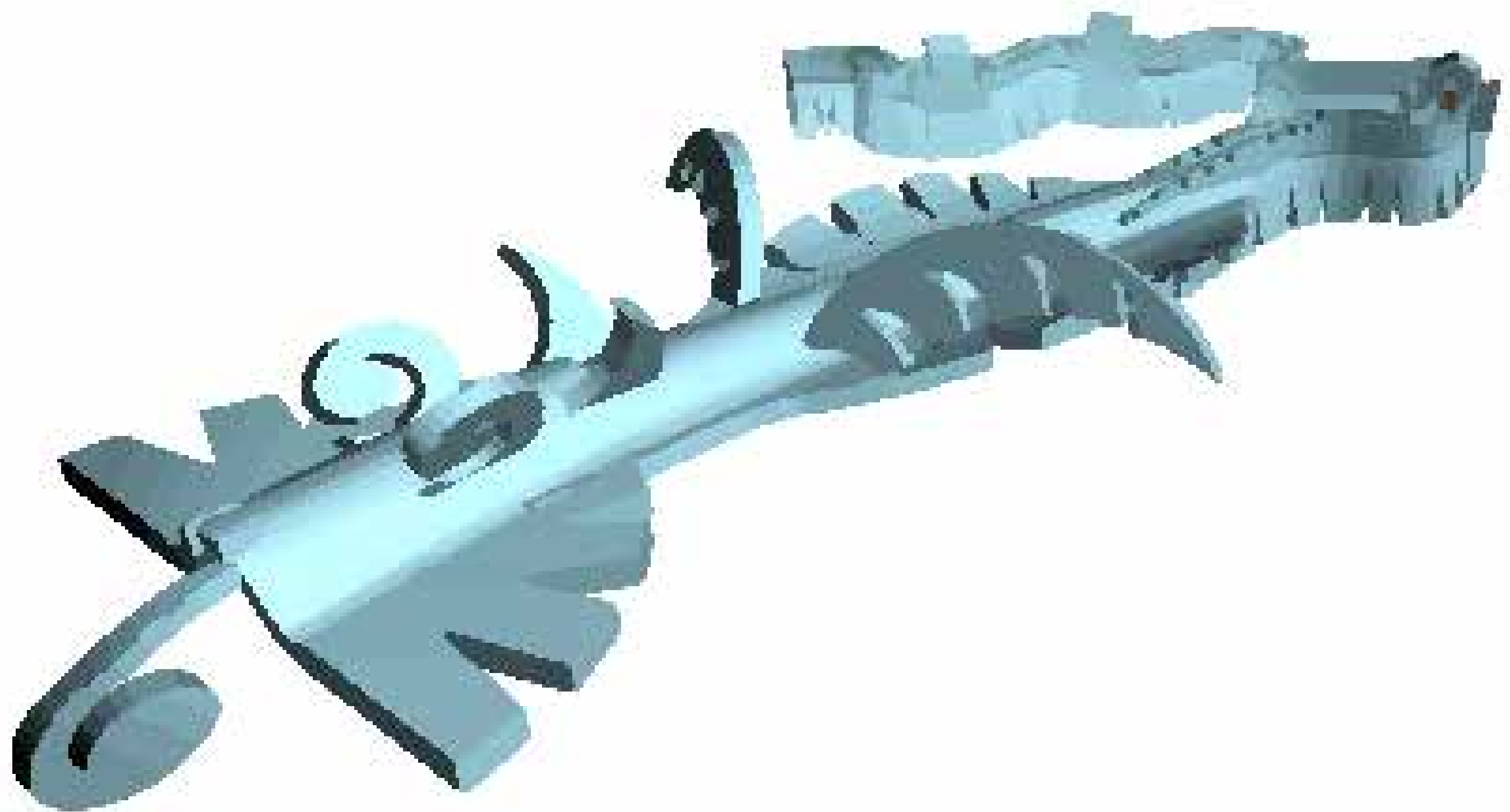


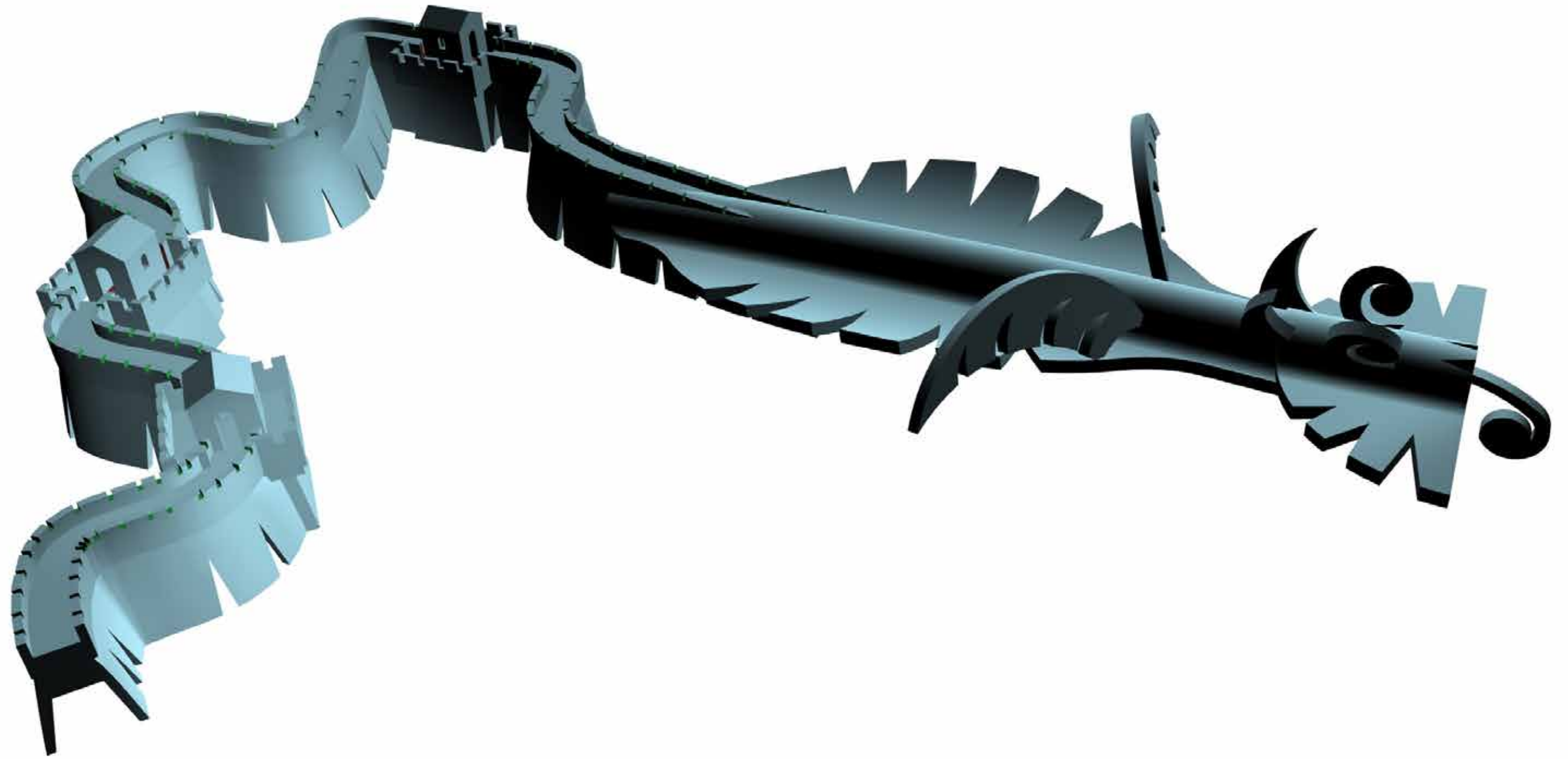
Kobayashi 9.29.12 12:00 PM

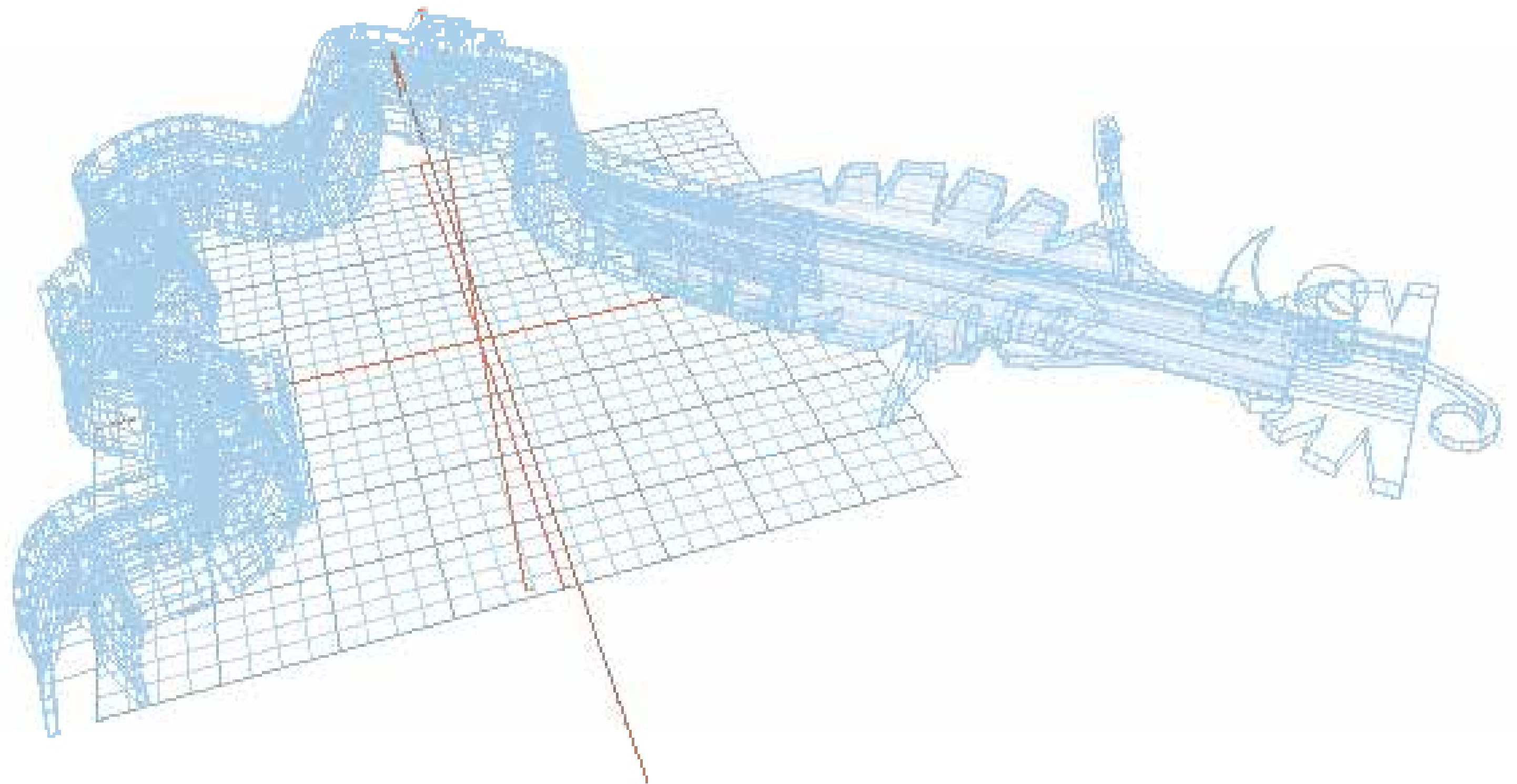
© 2010











Hi Kat 10.03.12,

“The montage of life can never be seen twice like a movie. We can see the outtakes but never the script or the reel. Looking backward, you will see your footprints, but only you get to write the ones ahead. Dance lightly and make the most of all your prints!”

“I take a notion, abstract idea and turn it into a recognizable product that is real, has material being, is: on paper, on clay, on metal, on concrete... exists in this world (not the mind).

I make that transition with the power of sketch. The process that takes ideation and makes concrete decisions about form and content, actually creating the new form.

I need to rethink what the lowest common denominator for design. It's origins. I find that it is not an outside source, but the ability to connect the information trapped within my mind and project it into the world of material life. I rotate the bowl of mist and condense it into a solid form.”

“Dragon” is just six letter word,

Ahde

On Oct 2, 2012, at 10:13 PM, Kat Sheldon wrote:

Hello Ahde,

Sounds like you're having quite the creative outlet with the dragon. I'll stay in touch.

Warmly,
Kat

Kat Sheldon
Creative Director
kat@katland.com

KATLAND, Inc.
San Francisco, CA
415-336-5853 phone
415-663-4199 fax
www.katland.com

ideas with superpowers

----- Original Message -----

Subject: Re: Jungle & Dragons
From: Ahde Lahti <ahdelahiti@gmail.com>
Date: Tue, October 02, 2012 9:50 pm
To: Kat Sheldon <kat@katland.com>

Hi Kat,

Thanks for the update.

I just finished a 3-D model (Form-Z), which I put into Illustrator, live trace.

The view can be rotated, zoomed into, changed in color, and size and re-traced.

It is the great wall becoming a Dragon, in a jungle type leaf motif.

It is spectacular.

I also did it in Illustrator, as paths, if necessary.

Limited to one view!

Sorry you seemed to be hesitant to receive new ideas, they are free!

Ahde

On Oct 1, 2012, at 12:31 PM, Kat Sheldon wrote:

Hello Ahde,

I see you sent me more emails with attachments. I'm not sure why you're sending me more files? Unfortunately, I will not review what you sent until the job has been approved by my client. Please note, that the scope of work (dragon, great wall, etc.) could change -- it's just too premature to start. Please do not send me anything until I contact you. I don't want to waist your time or mine.

Also note, that I will be interviewing several illustrators for this job. So far, the samples you've sent are not the illustration style we are looking for. I will contact you if I see that you're a good fit.

Thank you very much,
Kat

Kat Sheldon

Hi Kat,

I understand, thanks.

I know I have not started the job, and I expect no money at all.

This is just the way I have to bid a job, the old way.

I have to know I can do it before I bid.

Then I loose it all or have a good working relation.

Don't worry, it's been fun to work with you, however it works out.

I trust you and you can trust me.

Take care,
Ahde

On Sep 26, 2012, at 4:32 PM, Kat Sheldon wrote:

Hello Ahde,

Thanks for outlining your pricing.

Please stop immediately. We have a serious miss-understanding, I have not authorized you to do any work. I never asked or approved for you to start on this project. I have not even had the job approved by my client. I'm only in the interview process trying to find the right illustrator for the job. I only sent the FIFA drawing to communicate what the project is about.

Best,
Kat

Kat Sheldon
Creative Director
kat@katland.com

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415-663-4199 fax
www.katland.com

ideas with superpowers

----- Original Message -----

Subject: Re: Logo and Thoughts/Lahti
From: Ahde Lahti <ahdelahiti@gmail.com>
Date: Wed, September 26, 2012 4:07 pm
To: “Kat Sheldon” <kat@katland.com>

Hi Kat,

Thanks for the quick response.

The basic sketch ideas I would do as pencil and color, not vector.

I used to be very good at Illustrator, now I am rusty. I would look at the original to see how it was constructed and reverse engineer it, for the additions. I believe there is a white cutting layer which defines the lower edge of the graphic. I believe it was not done in a 3-D program.

My illustration price has been by the hour (\$65/hr).

Many now want a fixed bid, which is good too.

I did Marvin Rands book for \$15,000 (250 pg, “Irving Gill”).

I did an entire graphic novel for \$15,000. See below.

I think the job would involve choosing a method for introducing the Chinese elements.

Then the construction of graphic itself.

Then the Approval process to add elements.

You could also give me an amount you have budgeted and we can go from there.

Art Directors use the hourly method.

Architects give me the amount budgeted, and I fit it in.

I would want to know how the Logo additions would be attached, overlay or integrated into the existing Illustration, before I bid on it. I have already worked 3days on these (\$2,000.00) which would be added to the prices below.

Let me give you an example:

Overlaid elements, each element separate.

The Great wall becomes a bamboo stick dragon, each floating separate (about \$5,000.00)

Here is an integrated set.

The logo turns into a Dragon (about \$6,000.00):

On Sep 26, 2012, at 11:37 AM, Kat Sheldon wrote:

> Hello Ahde,

>

> I really appreciate your portfolio samples (great talent and thinking) as well as your enthusiasm for this project. Please hold off until I know more. I'm still waiting to hear from my client if this project is even a 'go'. I will touch base with you later this week or early next week when I know more.

>
> Please note, this is a FIFA graphic from 2010 and we will be using and adding Chinese elements to. We will be taking the existing adobe illustrator file and the final illustration will be a vector based, AI file. I've been working with this graphic for 18 months and have ideas of how to integrate the Chinese themes. More on this once the project is approved by my client.

>
> How would you price doing an illustration as this? Please let me know your process.

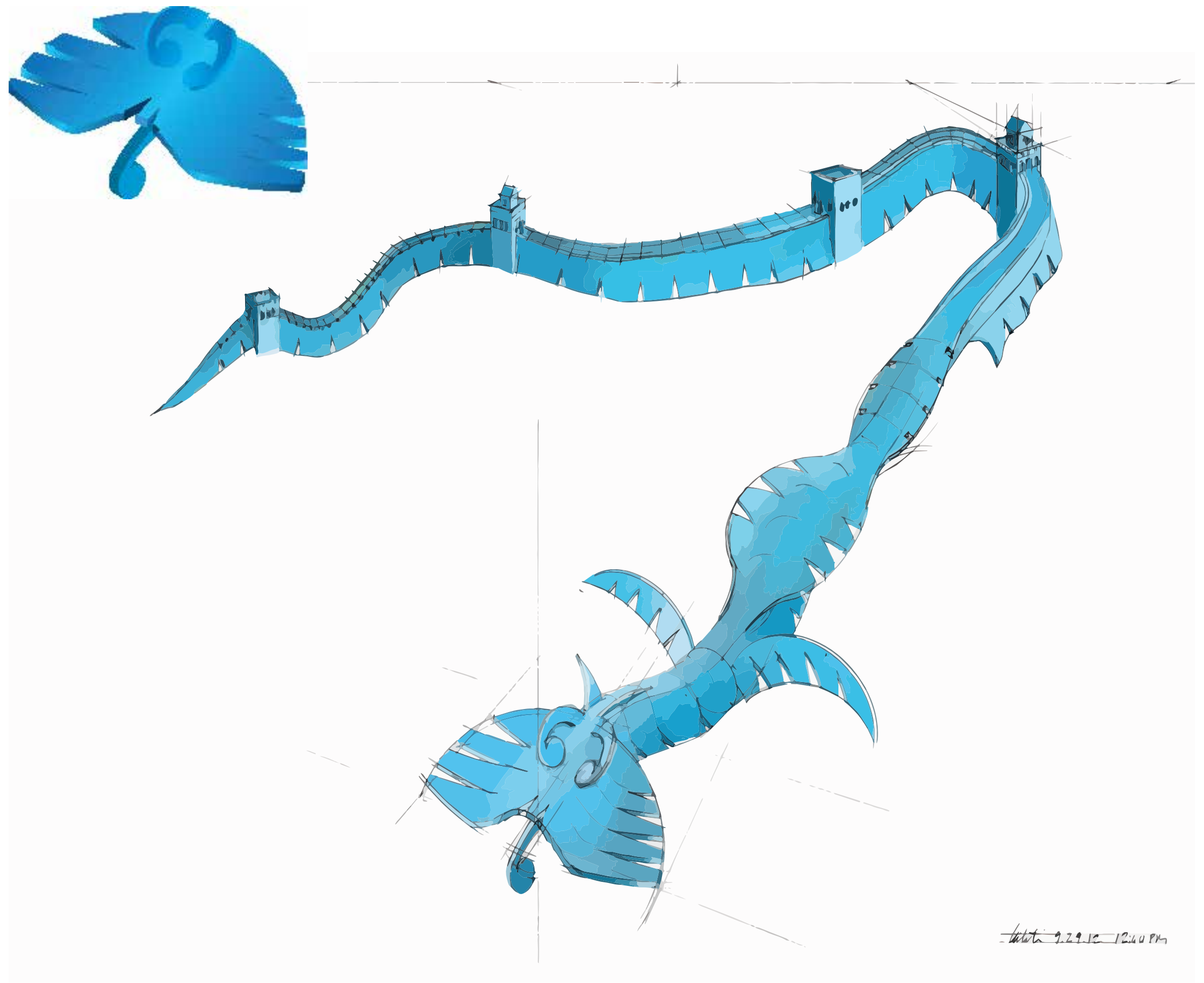
>
> Thank you,
> Kat
>
> Kat Sheldon
> Creative Director
> kat@katland.com

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>
> *ideas with superpowers*

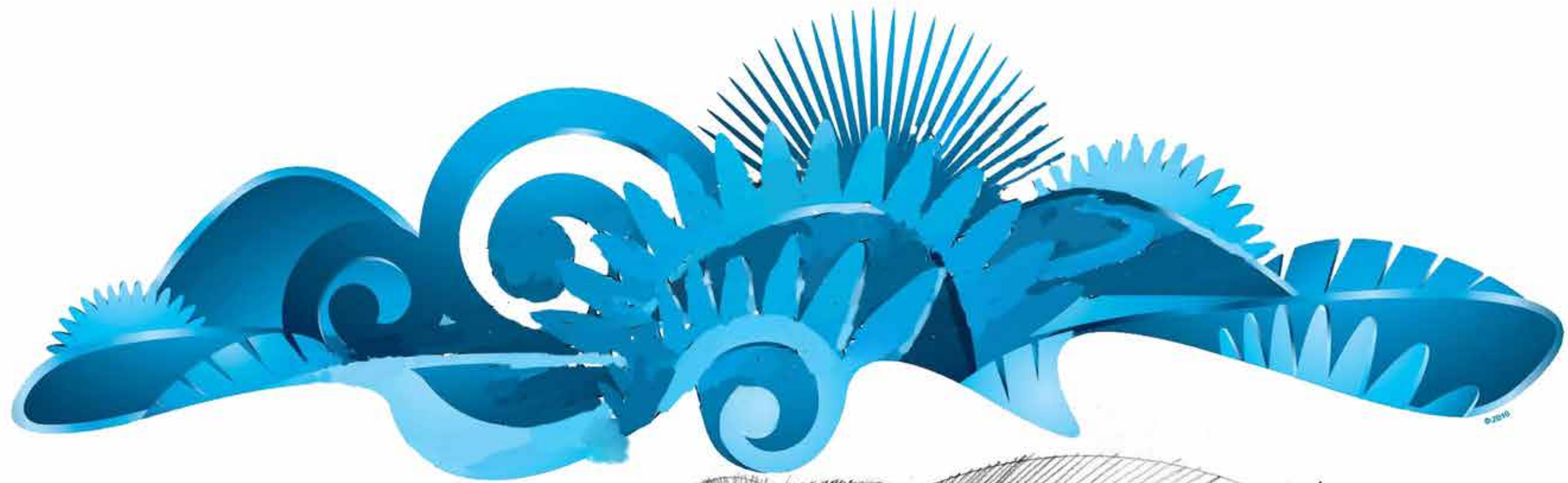
>
>
>
> ----- Original Message -----
> Subject: Logo and Thoughts/Lahti
> From: Ahde Lahti <ahdelahiti@gmail.com>
> Date: Wed, September 26, 2012 9:00 am
> To: Kat Sheldon <kat@katland.com>

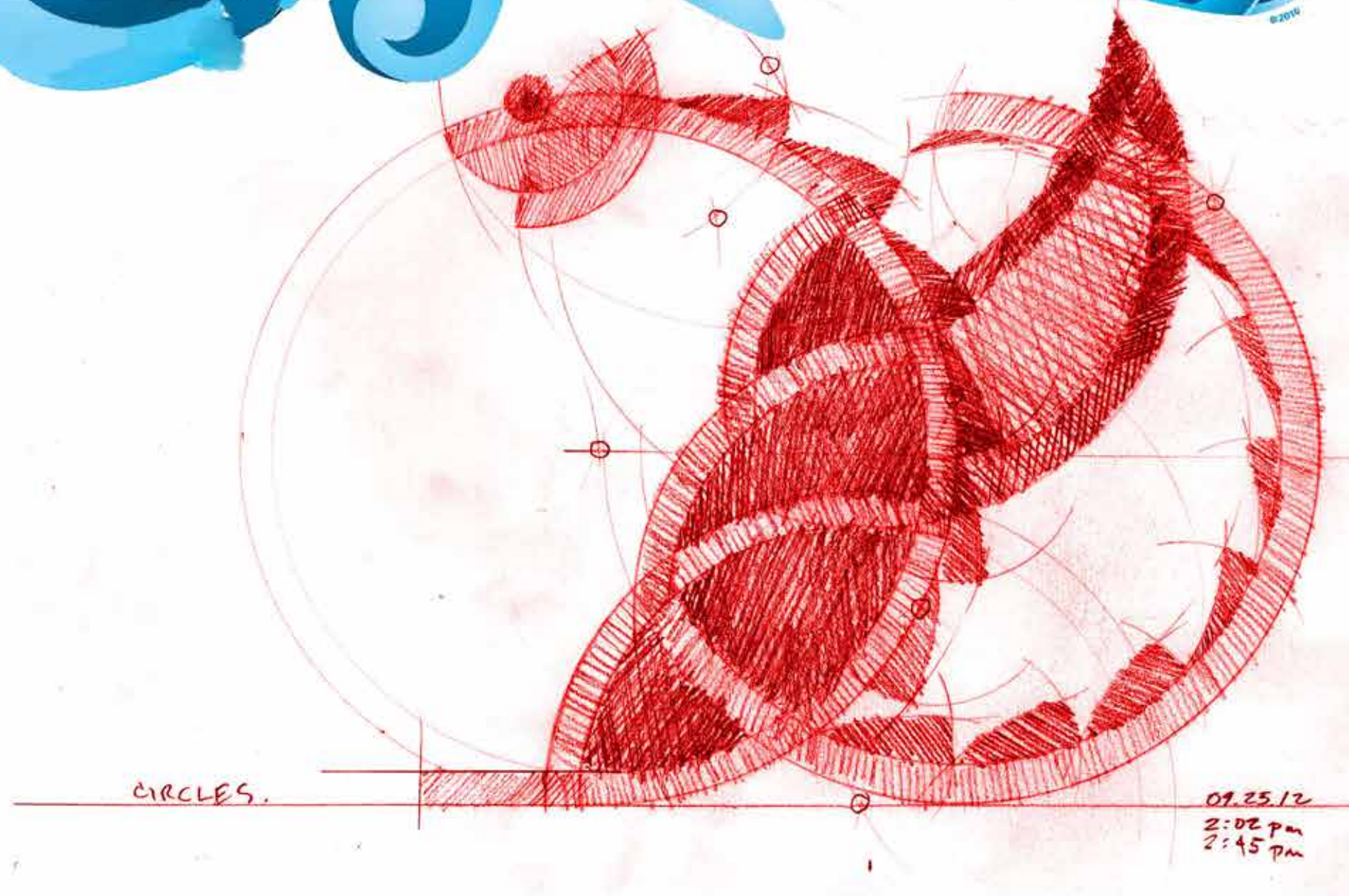
>
> Hi Again,
> I seem to be slow on picking up the information sent, but here is another comparison.
> I thought you sent a dragon (which is the jungle logo, 2010). Head, body and tail!
> Here is what I saw, sorry.
> Now I realize you are adding elements to this logo which will place it in China!

> Bamboo, Great Wall, Dragon & Streamers!
> Ahde
>
>
>
> www.lahtidesign.com
> 310.749.0032



Lahti 9.29.12 12:40 PM





CIRCLES.

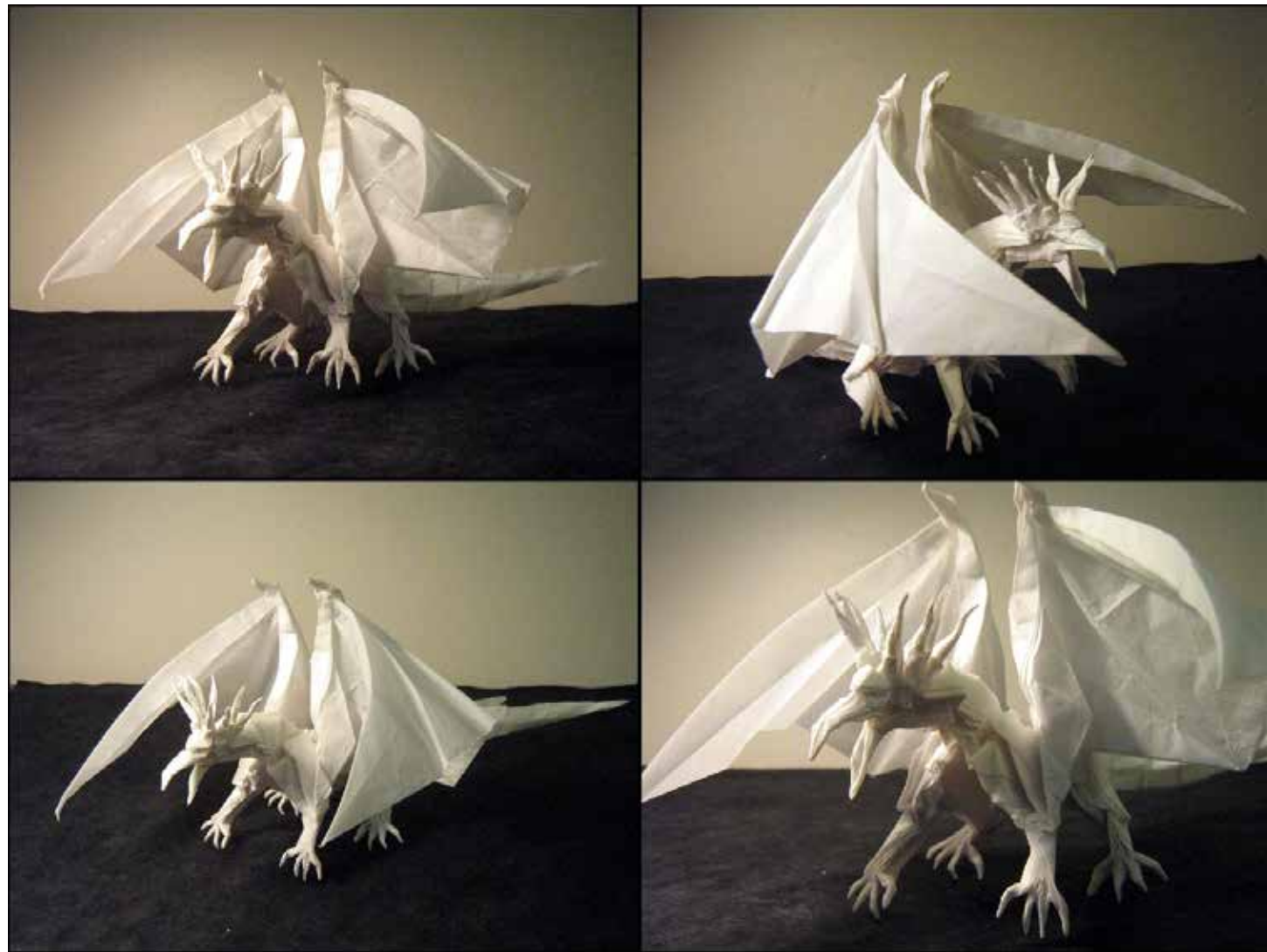
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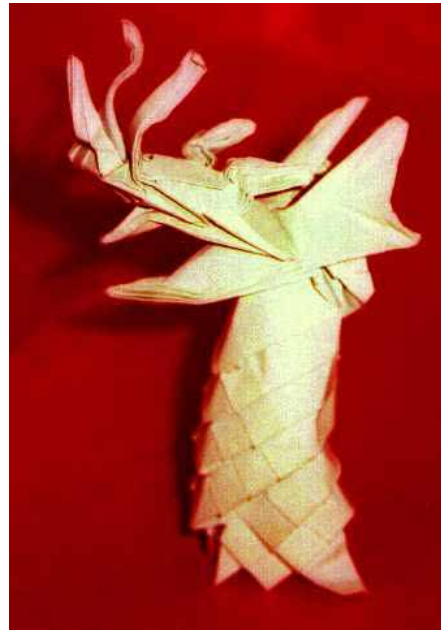


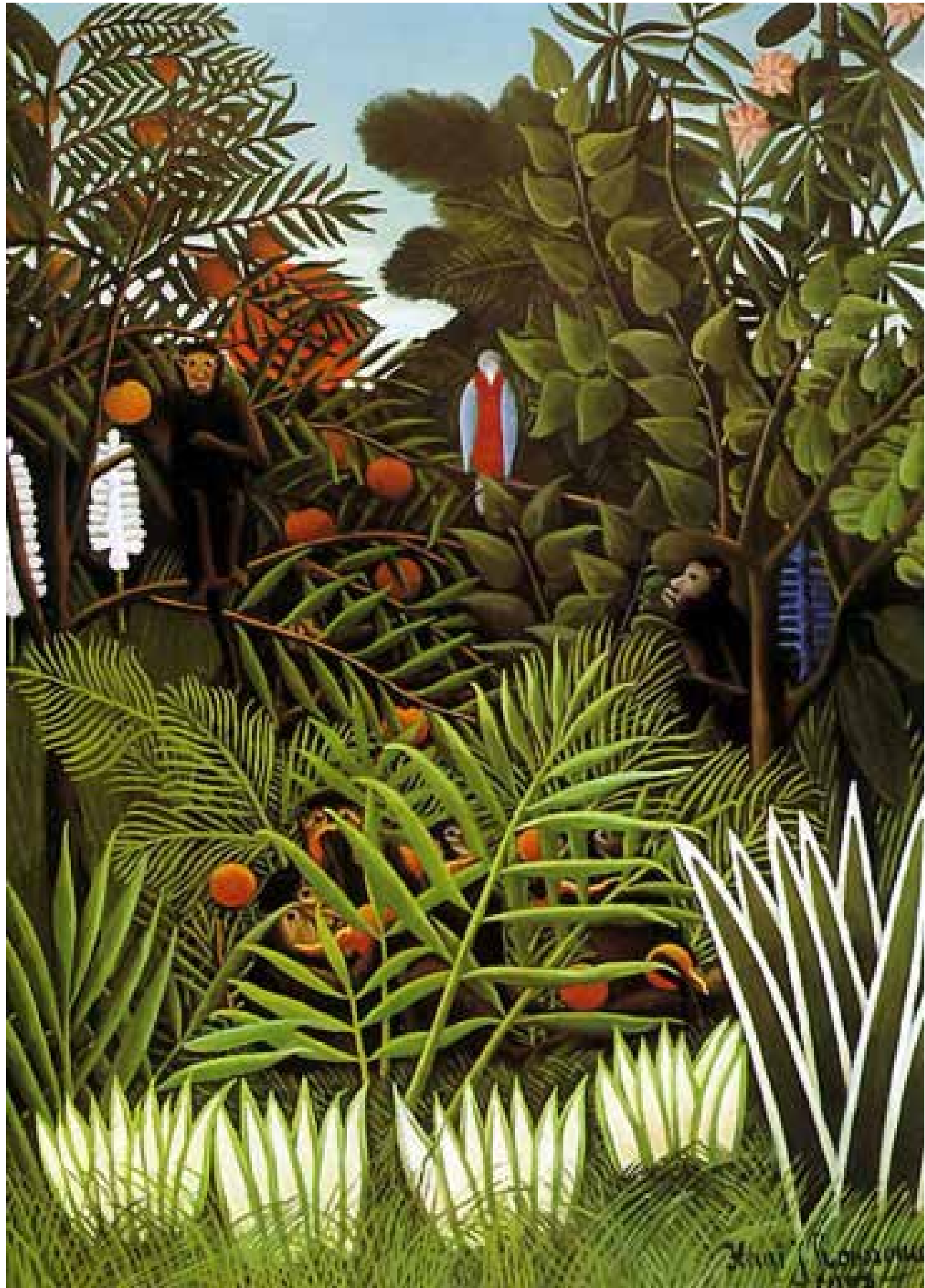














3 REDBIRDS STUDIO



3 REDBIRDS STUDIO



