

The original are photographs merged. Initially the image is visibly distorted and bowed. The free standing wall on the right hand side of the room does not work with the desired perspective.



Here the distortion in the photograph has been edited in order to achieve the desired perspective. The free standing wall has also been modified to work with the perspective as well as the shadow created by simulated sunlight. The first super imposed addition to the ad, the TV, is now present.



In this edition the shadow has been darkened to provide for a better perspective. The phone number has been added to the right hand wall and the logo has been placed on the photo. The shading has been fixed in respect to the light fixtures and the tea cups have been placed on the bar.



This image illustrates the fine finishing that is difficult to see with the naked eye. At this point fine imperfections are eliminated and design flaws are further communicated with clients. This is the prelim to the final draft.



This image is the final draft and in this composition the final advertisement. At this point this picture will be presented in a multitude of varieties illustrating the different variations of the advertisement. These will be illustrated in the step 3 comp-boards.

