

Development samples and final logo selection for a testing analytics system.



Development samples and final logo selection for a social media-based cancer support network.



Individual logos for a fibercraft business, a web development studio, and a single-signon authentication system.



Chris Drummonds

chris@chrisd.com : (734) 905-7084

CDVisual Design



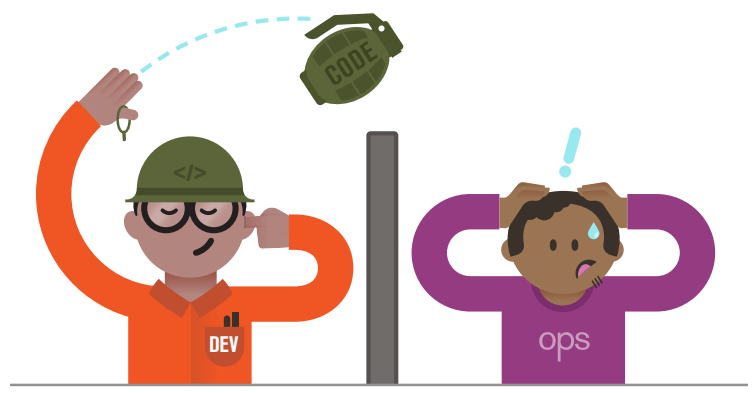
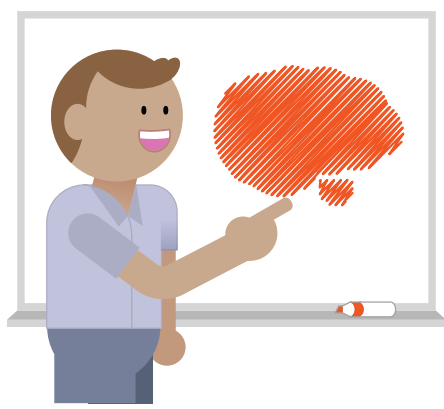
Development samples and final logo selection for a personal life coach.



Individual logos for a nonprofit cycling fundraiser, SEO company, and a magazine publishing company.



Editorial illustration work for the web publications of a cloud development company.



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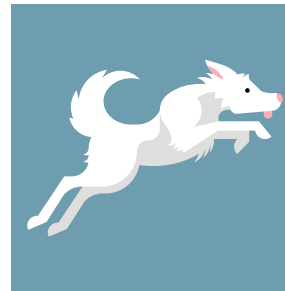
CDVisual Design



Icon and iTunes store banner development for newsreader application.



Series of vector pet portraits designed for use as large format canvas prints.



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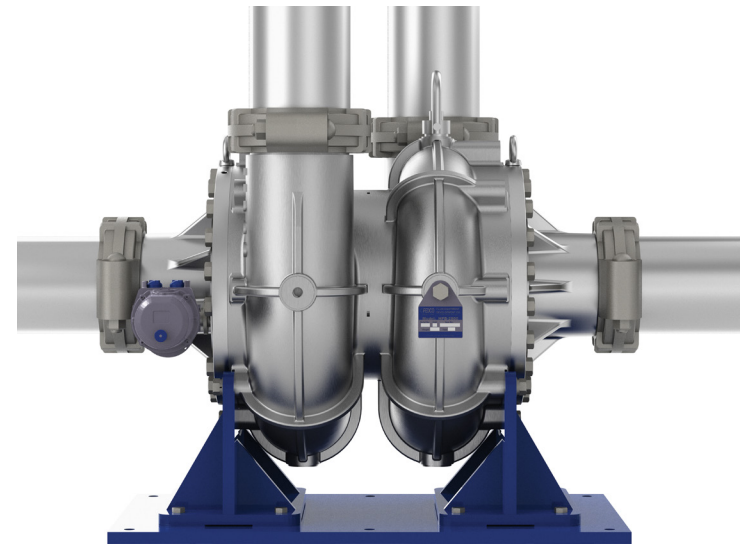
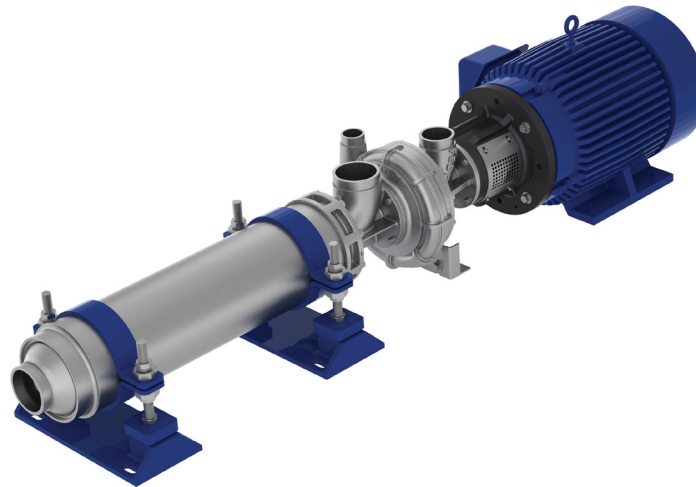
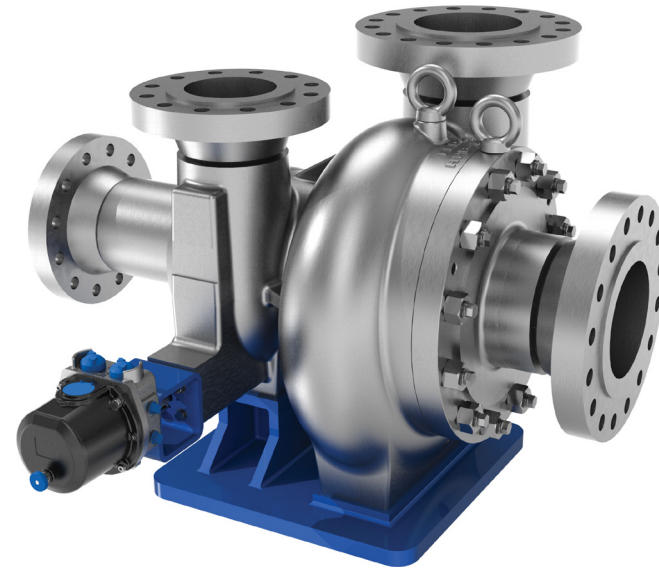
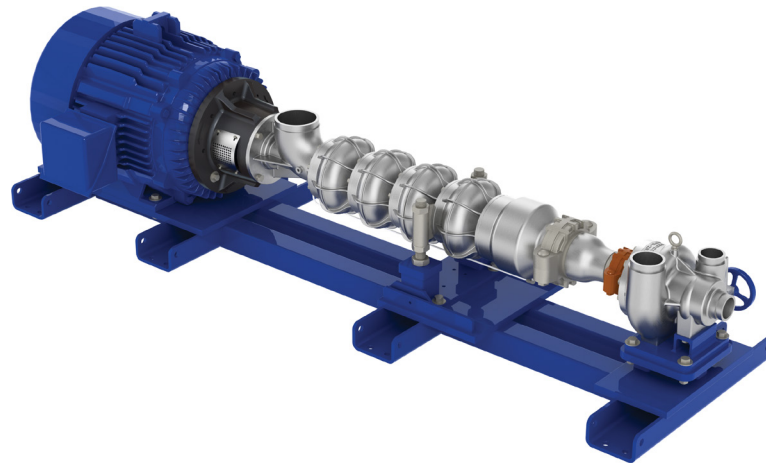
CDVisual Design



Stylized icons developed for user accounts in a storytelling application.



Photorealistic renderings of industrial pump components, textured, lit and rendered from customer-provided CAD files.



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CDVisual Design



Various concept renders from a series of customer-described holiday card designs (full model and render) and app-in-use concept models for pre-production.



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2012




better quality

better price

CHANGING THE SHAPE OF LIGHT



A PREMIER MANUFACTURER OF QUALITY LED VEHICLE AND HOME LIGHTING SOLUTIONS




unbeatable quality,
unsurpassed value

COMPLETE INTERIOR LIGHTING SOLUTIONS

TecNiq, Inc. has combined the best LEDs with proven designs to offer a one-stop source for all of your interior lighting needs. By selecting very tight bin lots of LEDs and using that LED across most of our line, we are able to keep the same color temperature of light even when mixing and matching different models. The 4000K color temperature is a warm, natural color and the high CRI (Color Rendering Index) ensures that skin tones will be accurate and interior colors will be true. Don't let inferior lights detract from the beauty of your vehicle.


MODEL
E080




RECESSED, HIGH-OUTPUT DOME LIGHT

Colors: AccuColor (neutral) white, or AccuColor white with + red option | Dimensions: 8" dia x 1"

The E08 interior light is available in several different configurations to meet your lighting needs: 31 white LEDs, 18 white LEDs, or 18 white LEDs and 12 red LEDs together. The smooth, easy-to-clean dome lens minimizes the bright spots and reduces shadows while providing wide light distribution. Standard hole spacing and 1" thin mounting depth make this an easy upgrade or retrofit. Available with a white or stainless steel trim ring, the E08 will compliment any interior. **Available with chrome or white trim.**




MODEL
E070




RECESSED VEHICLE INTERIOR LIGHT

Colors: cool white | Dimensions: 8" dia x .75"

The E07 utilizes seven of the latest-generation of white LEDs for color stability and long life. This uniquely powerful area light, through our industry leading lens design, collects the light energy from these high-output devices and projects it to the work surface creating an exceptionally even area of illumination. Designed to meet the rigorous demands of the ambulance industry's Triple-K spec, this thin, low-profile lamp can also be used in harsh environments where power consumption and ceiling space are limited. Superior color quality gives a more natural color rendering. **Available with chrome or white trim.**




MODEL
E300




COLOR-TRUE, COST EFFECTIVE, HIGH OUTPUT LIGHTING SYSTEM

Colors: AccuColor (neutral) white, or AccuColor white with + red option | Dimensions: 17.5" x 6.0" x 1.0"

A unique, elegant design includes top-end LEDs, urethane potting compound, and high-end circuit board material combined with an extra-thick polycarbonate "lens" to produce a tough, reliable lighting solution with an impressive price point. Next-generation LED's from TecNiq provide a very high brightness level that is often several times the required specification. **Available with motion detector or in switched or unswitched versions.**




MODEL
E3X0



HIGH-BRIGHTNESS LINEAR LED AREA LAMP

Colors: cool or AccuColor (neutral) white | Dimensions: 2.75" x 1.4" x (13" / 20.5" / 35.5")

The E3X (E35/36/38) series lamp seamlessly combines great looks, high-powered LEDs, and advanced optics to create a low-profile light that is capable of completely replacing fluorescent lights of similar lengths. All E3X-series lights give off 180° of brilliant, diffused, glare-free light to provide comfortable illumination for a wide range of indoor living spaces. These LEDs maintain realistic color quality throughout their 50,000 hour lifetimes, providing dependable illumination for up to 17 years (with 8 hours of daily use). **Available switched or unswitched.**



©2013 TecNiq Inc : 9850 M89 : Richland, MI 49083 : tel (269) 629-4440 : fax (269) 629-4439 : www.tecniqinc.com

Catalog design (design, photo retouching, 3D render work) for LED lighting manufacturer.

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CDVisual Design



By Lisa A. Gbighizza
Photos by Heather Fiedler

The Olympic motto "Citius, Altius, Fortius," which means "Faster, Higher, Stronger," is one way to describe two-time Olympian Todd Williams.

Williams, a 1987 graduate of Monroe High School and World Class distance runner, has certainly lived his life, and especially his running career, with this maxim. Williams' accolades include US Championships, World Championships, and two-time Track and Field Olympian in the 10,000m. Williams also holds the American record in the 15k with a time of 42:22, which he set in 1995 at the Gate River Run in Jacksonville, Florida.

It can accurately be said that running has consumed Williams' life since his freshman year at Monroe High School when he used to run "The Big Lap" before football practice.

"I was playing football in ninth grade and we used to run 'The Big Lap' before practice. Coach Monday would say if you ran the fastest lap, you were the captain for the day," Williams said.

But being captain for the day was not his goal; being the hardest worker and the most improved was. That is the advice he shares with young people today, and not just on the track, but in all areas of life.

excited about fitness, excited about running, and just making it a positive experience for them," Williams said.

A healthy body is one benefit of exercising regularly, but having a healthy self-image is another.

"I think a lot of it is self-image, you know, and exercise just makes you feel better," Williams said. "Because over the years I've heard people say, 'I couldn't even run a mile eight months ago and here I am running a half marathon,' and they've lost 30 pounds and you can just see a glow in them."

For the student who isn't an athlete, may be a little overweight, or is out of shape, taking that first step is often the hardest. But Williams understands and wants to encourage that student as well.

"I encourage those kids that are sitting around or that may be a little overweight, today's the day, you can do it. You can start your exercise program now. Don't continue to get behind the eight ball, and try not to look at yourself in a negative light," he said. "Just say, look, this is what I'm going to do" and don't look ten months down the road. Just focus on that day and that day and just do it."

Williams is quick to add there is no magic formula to getting in shape, just good old fashioned hard work, sacrifice, and sweat. And he would know because, since he started running in high school, Williams has taken his training very seriously.

"I was kind of psychotic when it came to training, sort of obsessive. I just didn't want to lose any edge at all," he said.

He credits his discipline, hard work, great coaches, and supportive parents for helping keep him on the right track.

"I think they [my parents] were always saying, 'keep doing what you're doing, keep working hard, and every time you go to practice don't leave without giving it your 100% effort,'" Williams said.

TODD WILLIAMS

running for his life

Fall 2007

"Know that every decision you're going to make isn't necessarily going to be a great decision and don't let that ruin you. Just get to that next day, try to make that a great day and get to that next day and try to make that a great day."

Fall 2007

Williams gets a lot of questions from parents asking what they can do to support their son or daughter. His answer is simple: be supportive, steer them in the right direction, and give them opportunities in different avenues, whether through music, art, or sports, whatever it is their child is interested in. Encouraging and motivating young people are ways which he is giving back to the community.

"I was fortunate enough to grow up in an area where I surrounded myself with good people. I had great coaches that pushed me, Coach Monday, Coach Bork, Coach Smith, Coach Wood, they were motivators, and they kind of helped mold who I am today," Williams said.

Great coaches were not all he surrounded himself with. Having a good core group of friends helped him stay focused, too.

"My dad always used to say, 'hang with crap, you smell like crap,' and I think there is a lot of truth to that," Williams said.

Williams understands there is a lot of peer pressure on kids these days. Even so, it comes down to choices. For Williams, the choices were to train hard, abstain from drinking or doing drugs, and surround himself with good people.

"If you're with somebody that's going to be like, 'I don't feel like going to practice or class or whatever,' then what's going to happen to you? You're going to struggle that much more," Williams said. "I think everyone has a gut feeling about what's right and what's wrong, and you know what you should be doing."

Williams is the first to admit that no one is perfect, but he believes there is a time and place for everything.

"I think there is a time and place for celebration; I mean age appropriate and I think everything in moderation. You just have to make the decision like, I can't stay out until 2:00 a.m., I can't sneak out, I can't take that drink, I'll hang with you but I'm not going to do that stuff. And try to be that leader instead of the follower," Williams said.

In addition to making the right choices, Williams knows that setting goals helped keep him focused on the track and in his life.

"I don't think I ever hit any goal I ever made as far as time goes. I had training goals, but as far as athletically, I was always a couple seconds off. I wanted to break four minutes in the mile before I retired, I was 4:9," Williams said.

He concedes he never hit any goal he set for himself, but he had summer mileage goals in high school. He hit the 500 club, 750 club and even the 1000 mile club. He accumulated over 65,000 miles during his running career by keeping running logs, which also helped him to see the results of his hard work.

Keeping a positive attitude helped him stay motivated. Williams said there is no room for discouragement in his life.

Fall 2007

"It just drove me to keep training to get to that next race. So, I mean about goals, don't make them too easy, set them almost where you can touch them to get to that next level. That way it pushes you more," Williams said.

During his career, Williams trained 50 weeks a year giving himself two weeks off physically and mentally. The discipline he had in running can be used in all areas of life.

"I think the biggest thing with sports, athletics in general, or anything you choose to be disciplined for, will carry over just because you know what you have to do to get to the next level," Williams said. "You have to make that sacrifice to be that person."

Sacrifice, discipline, hard work, and persistence are the messages Williams and several other high level athletes will bring to the youth of Monroe on August 25 at the Champion Day event Williams planned.

"As I look back on my life, I've always talked about doing a camp. I wanted to influence kids in a positive way and it's time to do it. It's time to give back to the area in any way I can," Williams said. "And Monroe is the cornerstone of who I am."

These days, Williams keeps himself busy learning and competing in Jujitsu and watching his children, Bailey and Brooke, play soccer, flag football, and swimming.

"As far as practice, I want to be there. I take them to practice, sit on the sidelines, go to their meets and cheer like crazy. It's fun watching them," He adds, "As far as practice, I give them the same rule I give everyone else: if you're going to go to practice, don't go there to complain, go there to do your best and get the most out of practice."

Doing your best, staying focused, being disciplined, and working hard are what Todd Williams is all about. And enjoying life along the way is important, too, and Williams believes this is key to a successful life.

"I think you should enjoy your life. Know that you're going to have some ups and downs. Know that every decision you're going to make isn't necessarily going to be a great decision and don't let that ruin you. Just get to that next day, try to make that a great day and get to that next day and try to make that a great day. Try to max your own ability and don't worry about being the best boy or girl on the team. Just worry about being the best person you can be so that hour, that second in time, you're at your best."

career highlights

High School (Monroe High 1984-1987)

- Six-time Michigan State Champ (cross country, indoor and outdoor track) competing for Monroe High School
- Placed 2nd at the Foot Locker National Cross Championships (formerly known as the Kinney National Championships) in 1986 with a time of 14:43.
- Finished as #1 American at the World Junior Cross-Country Championships in Warsaw, Poland 1987.

Best Times (High School):

- 800m - 1:57
- 1600m - 4:12
- 3200m - 8:57
- 5000m - 14:43 (cross country)

College (University of Tennessee 1987-1991):

- 8-time 1st team All-American
- 4-time SEC Champion (2 - cross country, 1 - indoor, 1 - outdoor)
- Led University of Tennessee to the N.C.A.A. track and field title in 1991
- #1 American finisher at the World Junior Cross Country Championships in Auckland, New Zealand 1988

Best Times (College):

- *3000m - 7:58(1991)
- *5000m - 13:41(1991)
- *10,000m - 28:18(1991)
- *first stand at University of Tennessee record

Professional (Adidas 1991-2003):

- Two time Track and Field Olympian at 10,000m (1992 Barcelona, Spain/1996 Atlanta, GA)
- Two time World Championship track and field team member (1993 Stuttgart, Germany/1995 Goteborg, Sweden)
- Three time World Championship Cross Country team member (1992 Boston/1993 Amorebieta, Spain/1995 Durham, England)
- Four time USA champion 10,000m (1992/1993/1995/1996)
- Two time USA cross country champion (1991/1993)
- One time USA indoor 3000m champion (1997)
- Five time USA 15k champion (1994/**1995/1996/1998/1999)

*Current American record holder at 15k with a time of 42:22, set in 1995 at the Gate River Run in Jacksonville, Florida

Lifetime Bests:

- 1 mile - 4:00.09
- 3000m - 7:43
- 2 mile - 8:14
- 5000M - 13:19
- 10,000M - 27:31
- 15K - 42:22
- Half Marathon - 1:00:11
- Marathon - 2:11:17

*Information taken from PunditPace.com

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Editorial content design spreads for various publications (print magazines).

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CDVisual Design



top 10 most common sports injuries

by Sabrina Rugon, article courtesy of AskMen.com

© Sports Action Fall 2007

10 Achilles tendinitis

When the tendon at the back of the ankle – the Achilles tendon – is overused, inflammation and pain can occur, which is known as acute Achilles tendinitis. If this condition is left untreated, it can become chronic and the injury can worsen until it becomes impossible to run. Achilles tendinitis is most common among runners and athletes who participate in sports that involve running or jumping.

Prevention and treatment: Stretching and strengthening exercises for the calf muscles can help prevent injury to the Achilles tendon. Rest, ice, compression, and elevation (RICE), an anti-inflammatory medication, and strengthening your calf muscles are your best treatment options. Do not resume sports until the injury is completely healed or it may become a chronic condition.

9 Concussion

A concussion is an injury to the brain that is usually the result of a blow to the head. Symptoms include disorientation, vision disturbance, headache, dizziness, amnesia, loss of balance, difficulty concentrating, and nausea. A concussion does not necessarily involve a loss of consciousness. Concussions are most common in contact sports, such as football, boxing, hockey, and soccer. However, they also occur in sports like skiing and gymnastics. While most people return to normal a few weeks or months after a concussion, multiple concussions can cause permanent damage.

Prevention and treatment: The best way to prevent concussion is to avoid contact sports, but that may not be a viable option for many people. Treating a concussion simply involves resting, although you can take acetaminophen (Tylenol) if you have a headache. Depending on the severity of your concussion, you will have to refrain from playing contact sports for a few hours to a few months. Returning to play too quickly could result in second impact syndrome, a potentially fatal condition.

8 Groin strain

A strained groin or adductor muscles – the fan-like muscles situated in the upper thigh that serve to pull the legs together – usually happens when you suddenly change directions while running, such as in soccer, hockey, basketball, racket sports, football, and volleyball. Symptoms include sharp pain, swelling and sometimes even bruising on the inside of the thigh.

Prevention and treatment: As with most sports injuries, the best way to prevent a groin pull is to stretch properly before exercising. Also, gradually increasing the intensity of the activity rather than jumping into the activity too quickly may help prevent injury, and strengthening the groin muscles can be helpful too. RICE, combined with anti-inflammatory medications, is the best treatment plan. Don't do anything too strenuous for a week or two after the injury, and when you do resume exercising, apply ice to the affected area after your workout until healed. When you are feeling better, start a stretching and strengthening program.

Sports Action Fall 2007

laid back

baseball

MLB: THE SHOW '07

basketball

NBA 2K7

hockey

NHL 2K7

football

MADDEN '08

EA Sports once had a gaming chokehold in every sport with the MLB MVP Baseball, Madden, NBA Live, and NHL series but they have lost their once majestic appeal. First, they lost the rights to make an MLB game because of Take-Two Interactive reaching an exclusive agreement with the players association. Then, they let their NBA and NHL series slowly fall below the quality of their competition. The EA Sports dynasty has come under fire and is no longer running rough shot on the sports gaming world. Now, the 2K Sports series have taken the steering wheel and will be driving video gamers for years to come. So hop in and enjoy the ride because you have been placed in the middle of a video game war that will do nothing but benefit your gaming experience.

the big four

By Doug Rohr

The Flash: 'Superstar' Mode
If this is your first go-round with the NHL 2K series then you are in for quite a treat. This game packs a huge punch in the game play department and, with its recent jump to graphic-Goliath such as PS3 & Xbox360, its visual content will soon be catching up. 2K's 'cinematic' will become a huge plus as it expands its wings on these new systems. NHL 2K7 comes loaded with game play features like 'Maximum Coaltending,' which allows you to toggle manual control over your goalie, and the 'Enforcer System,' which allows your team 'gonies' to intimidate your opponents and cause a decrease in their player ratings.

The Crash: Controls
The sad part is that it's hard to focus on the awesome graphics when you are staring at the controller and it's even harder to see (version's signature 'killer cross-over' when you can't get the button sequence down to do it. Give it about an hour and you will be a master of it but it's those sixty minutes before you can command the controller that makes it a painful crash course.

The Round-Up: If you want a hoops game to play, avoid the NBA Live series at all cost. It's dwindled quicker than Isaiah Thomas' Knicks franchise. If you want to shoot some virtual hoops, go pick up NBA 2K7. It's available for most systems (PS2, PS3, Xbox, & Xbox360), but sorry Wii fans. You guys are stuck with NBA Live and all the horrible it brings to the table. Everybody else, you can grab 2K8 in about a month so starting gearing up and prepping your game.

The Flash: Animation
A common occurrence throughout the NBA 2K series has been its superior graphics and animation, and this year is no exception. 2K7 blows all basketball games, namely NBA Live, out of the water with its custom signature animations and awesome graphics. Visually, NBA 2K7 crushes its competition and will continue to do so in the years to come.

The Crash: Glitches
Every game has them but this one, unfortunately has numerous ones. Granted, none of them are ones that make you want to smash your controller or turn your game in for the latest, exciting edition of the Spyro the Dragon series. But, these glitches do take away from astonishing game play that this game brings to the table. Let it be, a baseball bat morphing through the hand a batter during a cut scene or an outfielder walking off into the abyss between innings, the game has some glitches. However, these are easily overshadowed by the appeal of 'The Show.' Trust me, I speak from experience on this issue.

The Round-Up: Unfortunately, this game is only available to Sony owners. So, unless you own a PSP, PS2, or PS3, you are out of luck. But if you love baseball and want a breath of fresh air when it comes to sports gaming, MLB: The Show '07 is worth every penny that buying a new system will cost. To the owners of Playstation across the globe, you are the lucky ones that have a choice and that choice should be MLB: The Show '07.

Fall 2007

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Fall 2007

Fall 2007

Sports Action 25

Editorial content design spreads for various publications (print magazines).

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CDVisual Design



Editorial content design spreads for various publications (print magazines).

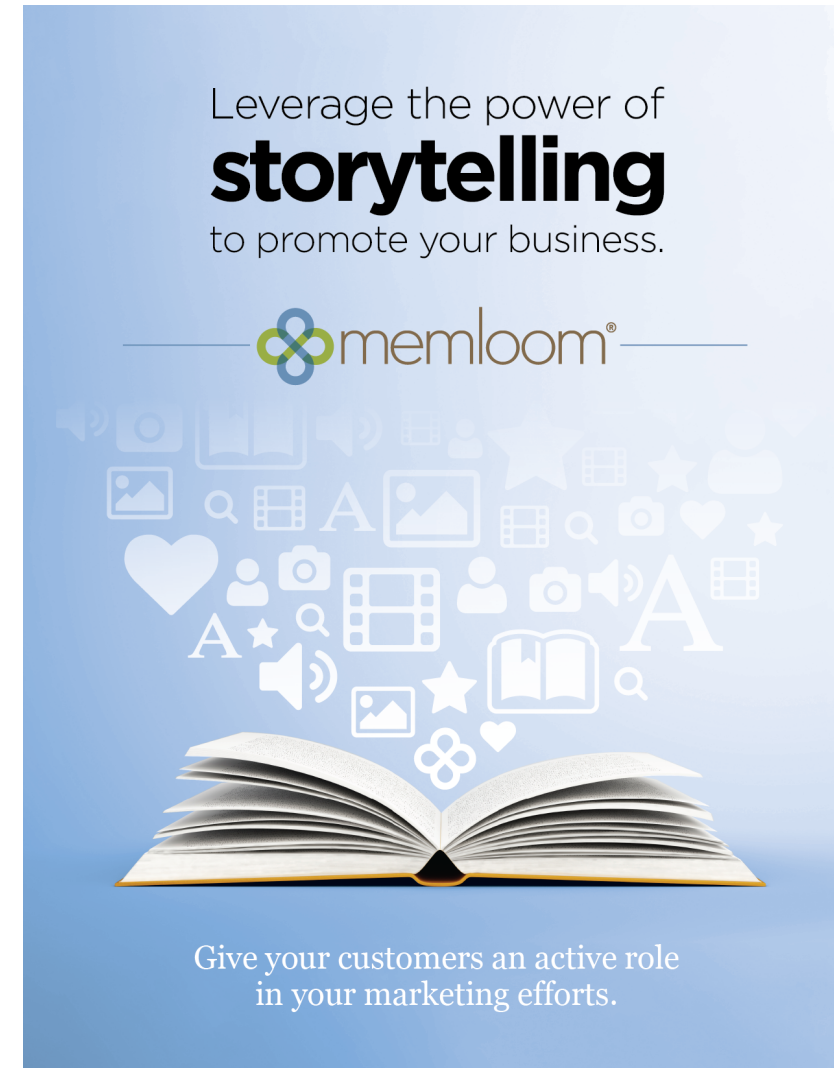
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Poster design (typography and custom illustration) for Improv Boston.

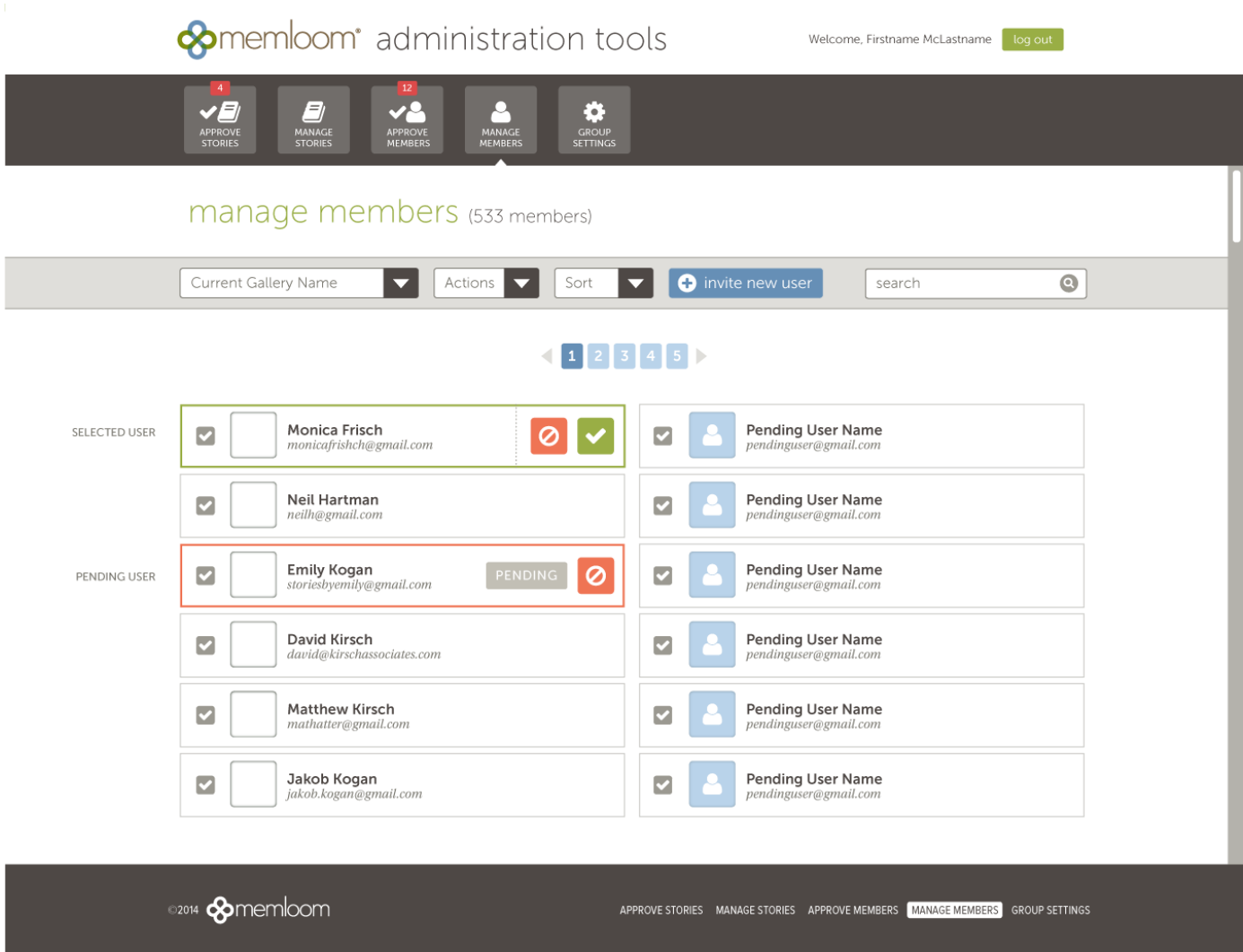


Brochure design, illustration, and copywriting assistance for storytelling software platform.

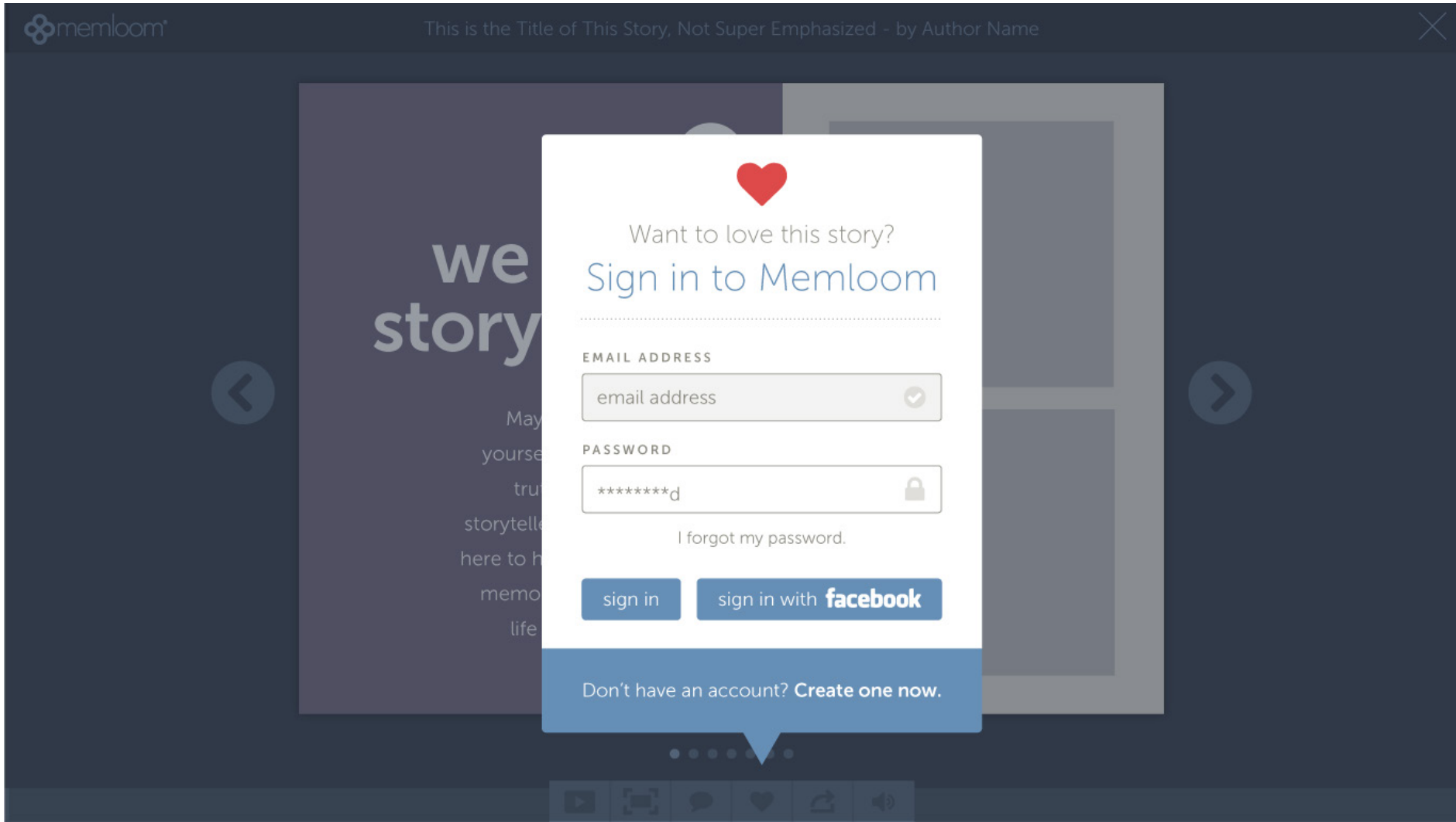


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CDVisual Design



Administrative interface for storytelling platform user management.

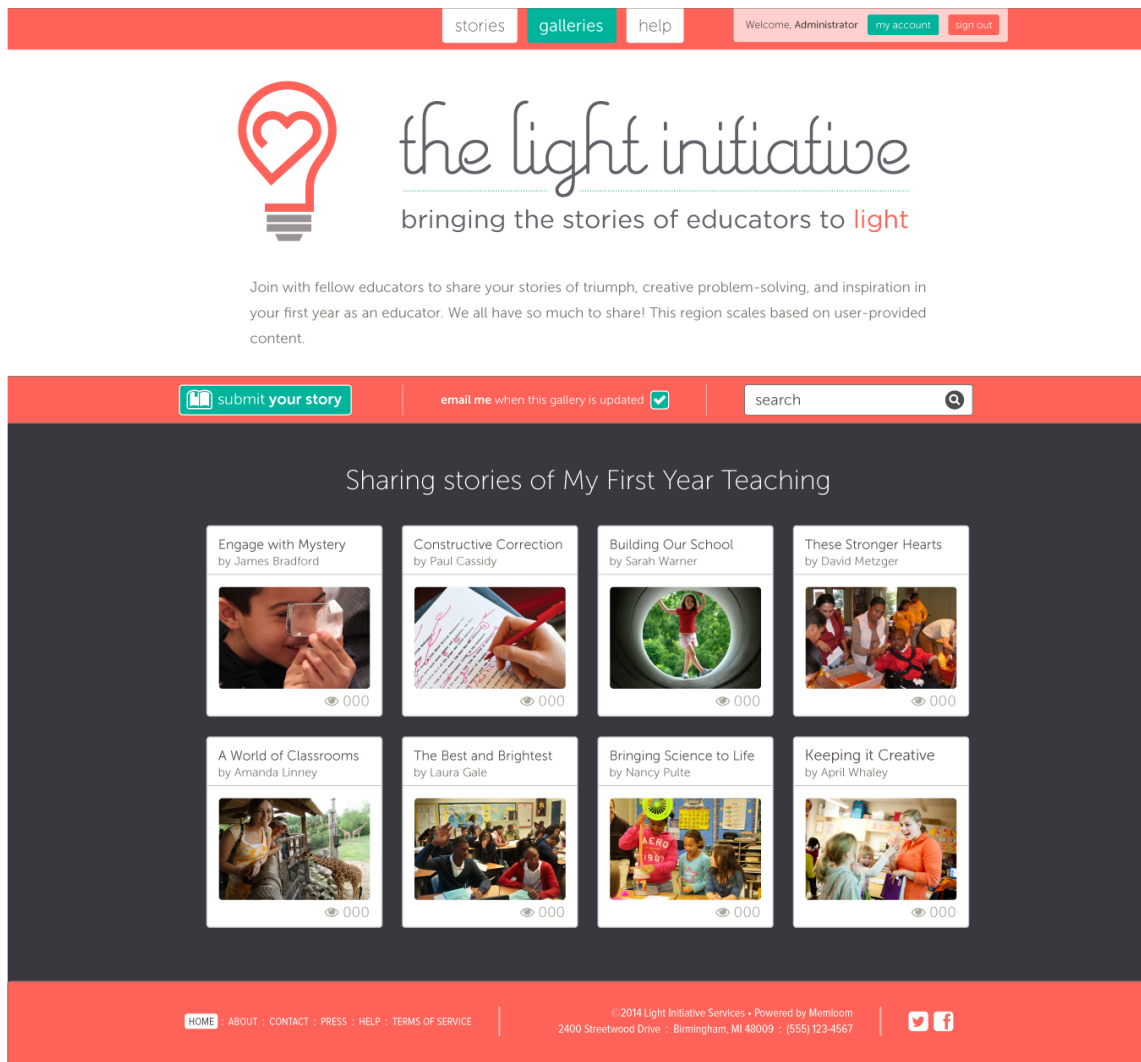


In-context dialog design proposal mockup.

• Player uses primary base color from a given theme (would really love to let the user pick this color in the control block)



Interface specification proposal for storytelling playback system.



Story selection interface design mockup.



Theme design for web-based recipe card presentation CMS.



Email design for storytelling system announcement messages.

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