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**Boundless  
Creativity™**



To see the full range of our capabilities, please visit  
[www.boundless-creativity.com](http://www.boundless-creativity.com)  
and  
[www.portfolios.com/profile.html?MyUrl=AIGruswitz](http://www.portfolios.com/profile.html?MyUrl=AIGruswitz)

**The possibilities are Boundless.**

**NO JOB'S TOO SMALL.**



**NO JOB'S TOO BIG.**



**When it comes to realistic illustration in 2D or 3D  
and difficult retouching**



**TRUE STORY:**

One day an art director at an ad agency asked her art director husband at a different agency this question:

**"What do you do when you have a big project with multiple images and you're not sure how to get the art produced?"**

Her husband answered: **"I call Big AI."**

**Here's a campaign where another art director drew the same conclusion:**

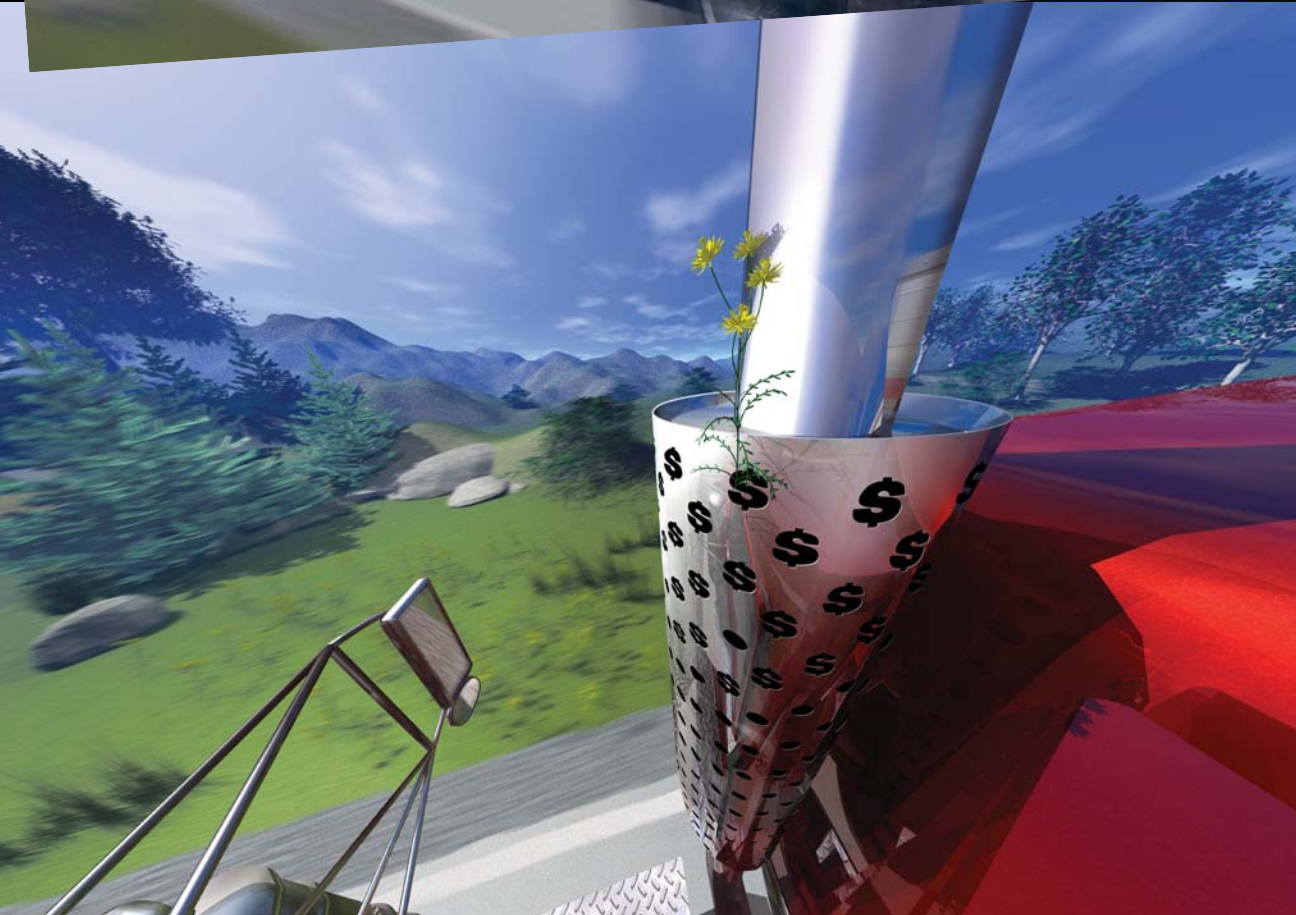
**BIG TRUCK TV USES  
BIG AI FOR LAUNCH**

**Project:** Produce 3D illustrations for use on 6 covers of training DVDs aimed at truck drivers and fleet owners, show dramatic images that match layouts of trucks in motion that can also be used for ads and promotional materials as well as web usage... and do it all in just 2½ weeks because Big Truck TV contacted Big AI at the 11th hour when the illustrator they originally hired could not produce what was reflected in his portfolio.

**Execution:** Develop a plan of action. Purchase a good truck and other polygon model props, then, create realistic surfaces on every part of every model right down to the last rivet, make models where they don't exist, create landscapes and Poser figure models, light realistically, render images, and bring those images into Photoshop where motion blurs are selectively applied and noticeable polygon edges removed... while keeping the client involved every step of the way.



Purchased Model



**Client Reaction:** "Big AI did an outstanding job to communicate with me regularly throughout the project. He understood what I wanted conceptually from day one and directed the illustration process with confidence and passion. He is dedicated to attending to the smallest details and the results are brilliant and even more incredible given the limited hours." (CJ Clendenning, Creative Director, BIG TRUCK TV)

"Working with Big AI was an absolute pleasure. His ability to translate concepts into finished works of art borders on miraculous." (Geoff Clendenning, CEO Big Truck TV)

See Big Truck TV's web site at [www.bigtrucktv.com](http://www.bigtrucktv.com).

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