

## MATTHEW M. SWAIM

ILLUSTRATOR

904.338.9105  
matt@studioswaim.com

mattswaim.com  
studioswaim.com  
linkedin.com/in/mattswaim  
flickr.com/swaimsketching  
behance.net/swaim

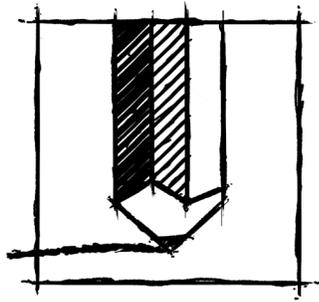
## STATEMENT OF PROFESSIONAL AND CREATIVE PRACTICES

Illustration reaches beyond the ability to draw, paint or create in any medium. Illustration is a form of communication, which relies on the creator's talents and abilities, utilizing the mastery of the above-mentioned skills as a form of communication. As an Illustrator one must be able to visually problem solve and communicate solutions in a graphic manner that is not only graphically successful, but in a way that effectively achieves the goals of communicating the task provided.

As an illustrator, I have been charged with the responsibility to communicate client's ideas, visions and concepts in ways that help them communicate their vision to their audience in a well-defined visual manner. Taking information provided by the client, whether it is a napkin sketch, a verbal description, text, a photograph, two-dimensional architectural drawings or even a myriad of combined resources and references and translating those ideas and visions into a refined visual communication tool. (Image 1 & 2)

My goal as an illustrator through-out my career, has been to provide my clients with a professional product that achieves each of their communication goals by providing a high level of craftsmanship, with attention to detail, color, atmosphere, mood, composition and personal one on one communication that exceeds their expectations. By adhering to these standards my clients have discovered the utilization of a hand-rendered illustration, or a hybrid rendering with the appearance of traditional media, not only puts them one step ahead of their competitors but it also provides a professional solution to their communication needs.

My illustrative styles and techniques provide clients with an illustration of professional quality, along with the personal touch that they desire. My objective for each project is to work in conjunction with the client to provide the most effective presentation and sales tool for their project. Whether it is a small sketch, a computer wire frame, a digital hybrid, or a full-sized formal hand-rendered illustration, the objective remains the same: to provide the best quality service combined with the best quality illustration.



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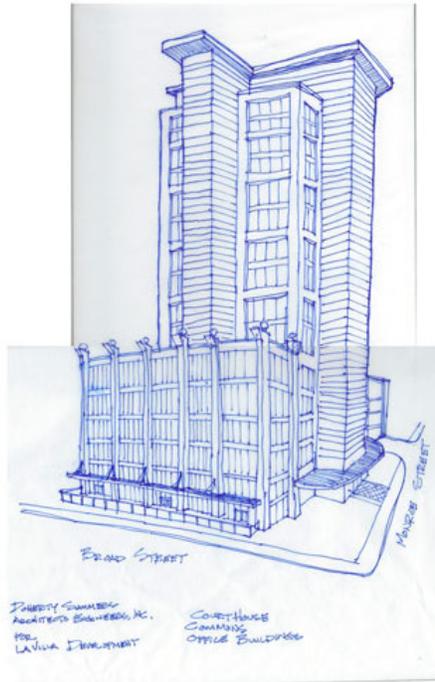


IMAGE 1

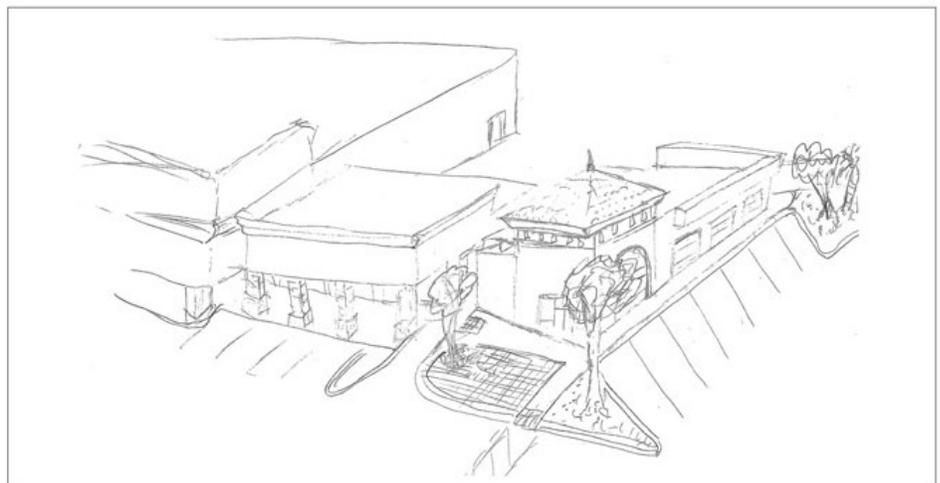


IMAGE 2