

# DAVID MCCLATCHY

ASSETS FOR PRINT AND DIGITAL  
MARKETING, SOCIAL MEDIA, EMAIL,  
ADS, RETAIL & PACKAGING

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DESIGN.MCKLATCH.COM  
Be f i g p t v



# DAVID MCCLATCHEY

## WHAT MY CLIENTS SAY:



Pictured with wife, Angela, a primary school teacher, and daughter Sarah

*“Awesome – Thanks for your work on this David, it looks great.”*

-SqN Ldr S Haley | OC D Flt: Plan-Engineer-Transition | XIII Sqn | RAF Waddington; for my work on Waddington Insight Magazine 2019-2021.

*“Many thanks for the Wattisham badge. The Eagle hard copy looks really good and very timely, so thanks for all your hard work.”*

-Lt Col Robbie Silk MBE, Station Staff Officer | Wattisham Flying Station; for my work on Wattisham Eagle Magazine 2019-2021 (I also typeset their welcome book for new soldiers on base).

*“It was hugely rewarding to see the final polished product in all its glory. The look and feel of it is exactly what we had hoped for. Our advertisers have been given copies and have all commented on the classiness of the way it looks and feels.*

*On a personal note I would like to show my appreciation to David for all of his efforts in getting us to the finished product of the first edition. His patience during our lengthy phone calls about layouts and my many requests to just add ‘this and that’ last minute have really been incredibly helpful to me as I learn ‘on the job’ how to be a deputy-editor.*

*Feedback from our readers has been hugely positive and I am already receiving emails from companies who wish to advertise, so the future looks bright for The Flamingo.*

*Once again, thank you and I look forward to continuing our partnership.”*

-Sgt Jason Inger MFC A | Force Protection Training Flight SNCO | COSU | RAF Akrotiri; for my work on the first issue of the historic Akrotiri Flamingo Magazine relaunched in 2019, I was the sole designer on this magazine until 2021.

*“A great big, massive, fur lined, ocean going, gold plated thank you.”*

-Sue Arnold | ARAFWO; for a variety of specific tasks, personal and professional, which I was able to turn around quickly.

*“Thank you, David. That is great – perfect, in fact. Many thanks”*

-Liz Beeson, Editor, Dorset WI; For my work on the Dorset WI Newsletter.

*“Love it – looks really good.”*

-SqN Ldr B Fletcher | XO | 8 Squadron | RAF Waddington; for my work on Waddington Insight Magazine 2019-2021.

*“Thank you for the Cornerstone magazine. You have made a grand job of it...Many thanks for all of your hard work”*

-Sue Roden, Federation Accounts Technician Staffordshire WI; for my work on Cornerstone in 2019.

*“It is looking superb, thank you.”*

-Flt Lt K L Craven | Dep Sqn Cdr, D Sqn | OACTU RAFC Cranwell; for my work on the historic Cranwell Courier Magazine, which included a centenary celebration design matching the original style from the magazines first launch, redelivering the forward written by Sir Winston Churchill.

*“Thank you for the file, your time and effort in preparing it.”*

-MJ Kinsey | Station Staff Officer | Wattisham Flying Station; for some extra-curricular work, handing over assets which were originally made for the Eagle magazine to be re-used as signage at the flying station.

*“Thank you so much for the posters and all done so quickly. We really appreciate it. With grateful thanks and God bless”*

-Carole Keach OBE; for my promotional and menu graphics used for christian ministries in Barton Seagrave.

*“You have done an amazing job with this map – it really looks excellent. Thank you so much for your long hours of work on it; they will be very much appreciated by many.*

*I’m very grateful for all the adjustments you have already made, which have really made a great difference.”*

-Dr James Patrick; for my contribution of a map clearly showing, contemporary, historic and disputed boundaries in the near-east, concerning the Balfour Declaration.

# PREVIOUS EMPLOYERS

**brunel**

Reputable signmakers in Corby for over 30 years



Ministry  
of Defence

Working directly for station commanders

**kanda**

Rapid print and merchandise for businesses



Multi-award-winning educational resources

**Lance**

Periodicals for MoD & other british businesses

Design by  
David@McKlatch.com  
McClatchey

Started with pet projects, then milkshake menus...

2006- one of my first large prints  
Reverse applied on acrylic by KenSigns in the  
Newlands Shopping Centre, Kettering







**BY GRACE**  
Twenty Years of Service  
for Inland China  
**23-25 May 2014**

**James Hudson Taylor IV**  
the son of Jim Taylor, founder of MSI

**David Pickard**  
celebrated missions speaker, and former general director of OMF International

**Tony Lambert**  
China researcher

**COCM Mission Centre**  
2 Padstow Avenue, Fishermead, Milton Keynes MK1 2ES

**MSIPS.org.uk /ByGrace**

**BY GRACE**  
Twenty Years of Service  
for Inland China  
**23-25 May 2014**

**COCM Mission Centre**  
2 Padstow Avenue, Fishermead, Milton Keynes MK1 2ES

For twenty years, MSI Professional Services have been partnering with the Chinese government in Western China, providing high-level skills in inaccessible places, bringing holistic service to little known people groups, fostering partnership with hospitals, schools and universities. It is grace that has achieved this. God's generous grace to the individuals who have participated, God's honourable grace amongst government officials, God's sovereign grace to the Chinese people who have benefited. At this conference we celebrate the past, we intercede for the present, we consider the future.

Conference Costs:  
Accommodation (Two nights) £35  
Meals (whole weekend) £40  
Meals (one day only) £25  
Suggested donation toward running costs £20

**MSIPS.org.uk/ByGrace**

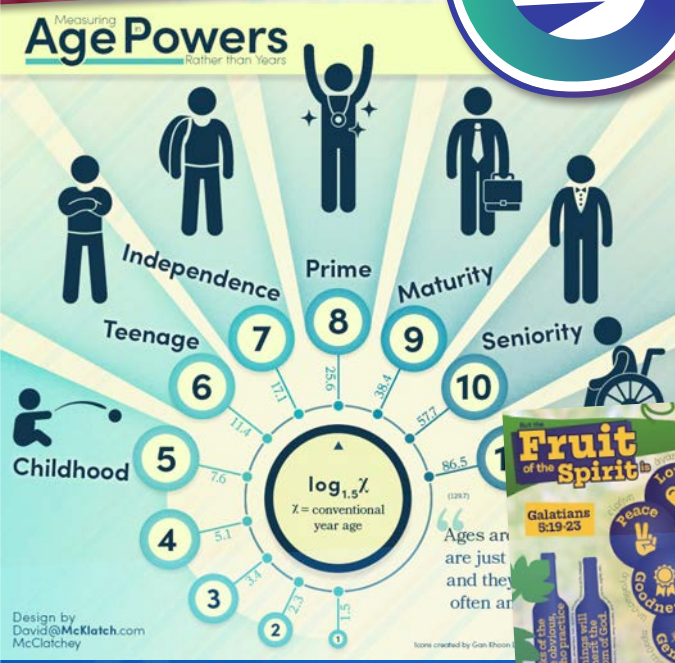
**NO LIMITS  
DESIGN FOR WEB, PRINT,  
MANUFACTURE, AND MORE.**

This leaflet above, manifests the widest range of my skills used in one project. Photos make up most of one side, including photoshop touchups and cutouts, overlaying and imposing. The supplied logos were provided too small and I redrew them for perfect printing in this project, and as a proper utility for future projects of any dimensions. The reverse side trades-off some stylistic descions in order to provide high-contrast information for older consumers. Every decision in this design is meaningful, including the shianghigh skyline featured alongside the edge which lines up perfectly on both sides of the print for an ethereal glowing effect when viewed in well-lit spaces.



**INFOGRAPHICS**

Infographics carry complex information in a visual way. Spreadsheets have their place, but what I do with data is visually appealing and meaningful beyond niche demographics, often fun to read and learn from.



**Fruit of the Spirit**

**Galatians 5:19-23**

Love, Joy, Peace, Patience, Kindness, Faith, Gentleness, Self-Control, Goodness.

Against such things there is no law.

**Psalm 3 • Story behind the Psalm**  
Documented in 2 Samuel 15-18

**Background**

**David's Paraphrase**

**Overview**

**British Mandate for Palestine (1922-1948)**

Map showing Lebanon, Syria, Transjordan, Mesopotamia, and (Western) Palestine.

**Understanding Trinity**

**God is NOT like an Egg!**  
and other Heretical Ideas

**like it's Easy**

**1 God**  
**2 Processions**  
**3 Nescio Quid**  
**4 Relations**

**NO**

**The Word was with God, and the Word was God.**  
Of that day or that hour no one knows, not...the Son, but only the Father.



# WHOLE PROJECT

St Botolph's Church

A Guide for Visitors

## The church exterior

Looking at the church building from the bottom of the path, you can see the distinctive shape of the Norman west end on the left, built in 1120, and the Victorian extension on the right, built in 1878. You can see where the original Norman roofline was raised in 1300 by the different colour in the stonework. Notice the hop knob at the edge of the gully between the two rooflines; it dates from the Norman period and was reinstated in 1878.



From further up the path or by the small gate near the Tyle Barn there is a good view of the original church consisting of chancel at the east end and the present, central tower with battlements added later and nave at the west end for the congregation. The original Norman windows are rounded, the characteristic style of the Romanesque period.

The trefoil-shaped clerestory windows were added in 1300 and the tall Early English style windows in the Norman nave and tower with their pointed arches are 14th century. There would have been triple rounded windows at the east and west end, but the present ones are Victorian.



To the left of the vestry door you can still see an old scratch dial or Mass dial, used to show the time of services. It had a central peg and when its shadow lined up with one of the scratches, the next Mass would start.

## Main entrance (north door): Arch and tympanum



The main doorway is surrounded by an ornate Norman arch decorated with subtle crosses above pilars with carved faces on their capitals. Beneath the arch is a tympanum depicting a bearded central figure with subtle crosses and four other figures in square above, possibly representing Christ in heaven. The animals on either side of the central face are lions breathing down, one with a human head in its mouth which may represent Christ overcoming death. The animals above are bearded goats. The door itself is 16th century with a secretary knockers. The whole entrance was protected by a porch until 1878.



## ONLY A TEXT DOCUMENT PROVIDED

Design, Typesetting, Illustrations and Photography by David McClatchey.

I stayed out for the golden hour of a quiet evening, woke up early for the golden hour of a crisp, quiet morning; I turned up early to events when the building was open, to be able to photograph all of the interior details. A collection of honest and attractive photography, in tandem with the supplied documentary writing.

All of the illustrations, on the timeline and in the navigation legend of every section, are original shapes based on the intracacies found in the building itself.

Still retailing within the building to support the funding of the church fabric.

## Historical Overview

12th Century	19th Century
<ul style="list-style-type: none"> <li>Original Norman building dates to 1120 - simple three-cell structure: nave, central tower and chancel linked by tall rounded arches</li> <li>Commissioned by Geoffrey de Clinton, a lord of the manor of Barton Seagrave</li> <li>Norman features: doorway with rounded arch and carved tympanum; small round-headed windows seen along north wall outside</li> </ul>	<ul style="list-style-type: none"> <li>1876: Victorian restoration designed by architects R. Herbert and B. Ingelow, funded by Duke of Buccleuch</li> <li>South aisle and chantry chapel taken down</li> <li>New, wider chancel and south nave built</li> <li>Monuments from old chapel repositioned in new building</li> <li>14th century piscina from chantry chapel retained in new chancel</li> <li>External porch removed; inner porch constructed</li> <li>Jacobean panelling removed from Lady Chapel; arcade restored</li> <li>Panelling used for vestry partition</li> <li>1880: pipe organ installed under tower by Attertons of Leighton Buzzard</li> <li>1891: clock on church tower presented by Viscountess Hood.</li> </ul>
13th Century	20th-21st Century
<ul style="list-style-type: none"> <li>Arched arcade added to three walls of Norman chancel, now Lady Chapel</li> </ul>	<ul style="list-style-type: none"> <li>1900: fifth bell added to tower;</li> <li>1987: interior modified again to meet needs of present church community - nave floor lowered to one level; Victorian pews replaced with chairs to allow greater flexibility and comfort</li> <li>Audio-visual equipment installed</li> <li>2000: three Millennium bells donated</li> <li>2016: organ removed as no longer serviceable</li> <li>Current plans to enhance area under the tower yet to be implemented</li> </ul>
14th Century	
<ul style="list-style-type: none"> <li>Remodelling project c.1300 under bishopric of Nicholas de Segrave</li> <li>Height of roof in Norman nave raised to accommodate clerestory windows</li> <li>Arched windows in Early Decorated style inserted in north wall of nave and tower</li> <li>South aisle and chantry chapel built across through archways in nave and tower</li> </ul>	
15th-16th Century	
<ul style="list-style-type: none"> <li>Wooden bell frame fitted in 15th Century supporting four pre-Reformation bells</li> </ul>	
17th Century	
<ul style="list-style-type: none"> <li>Jacobean wooden panelling fitted over arcade in Lady Chapel</li> <li>Jacobean Communion table in Lady Chapel</li> </ul>	

## The church interior

### Norman nave (north)

#### Windows

The oldest round-headed windows in the Norman nave have been blocked up and buttressed with what looks like steps to support the arch of a large Early English window and the open archway at its central pier. This took place in the 14th century. Looking up at the tower walk, a third filled-in Norman window can be seen, above the original roofline of the nave. The window at the west end of the nave is Victorian. The row of little trefoil-shaped windows near the roof are clerestory windows, added to the nave and the chantry chapel built c.1300. Before then, the narrow nave would have been very dark.

#### Stained glass

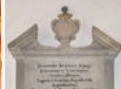
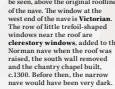
All the stained glass in the church windows is Victorian. The glass in the Early English window, dated 1891, is the gift of work by Charles James Kempe (1817 - 1907) although it does not bear trademark of a wheel-and-diamond. The glass in the windows of the work of Henry Hughes (1822 - 1883).

#### Font

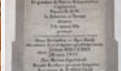
The 13th century font is in a simple, undecorated style more akin to the Anglo-Saxon period. It originally stood in the tower area but was moved near the door in 1878. In the 13th century, it would have been covered and locked to prevent the theft of holy water.

#### Memorials

Beside and above the main entrance are memorials to the Bridger family. John Bridger made famous in 1642 purchased Barton Hall in 1665. It was inherited by his son, John Bridger, county historian (1660-1734) (monument above door).



The carved heads added at the same time as the clerestory windows are stuck themselves in place continue with a variety of expressions. The one with a sickle under his chin appears to have toothache!



## The church interior

### Tower

#### Arches

The tower standing between the old nave and former chancel (now Lady Chapel) has two massive rounded arches, decorated on their west-facing sides where the congregation would see them.

#### Organ

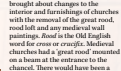
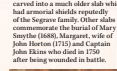
Until 2016, the tower area housed an organ built during the Victorian renovation in 1876. It was removed when no longer serviceable, revealing previously hidden memorial tablets on the floor.

#### Tombstones

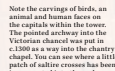
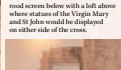
In the floor of the tower area are various memorial slabs. One is to William Hemmings (d.1688), buried in 1689. Margaret, wife of John Horton (1715) and Captain John Britton who died in 1750 after being wounded in battle.

#### Road loft

The blocked entrance to a road loft can still be seen in the NE corner of the present chancel, suggesting a road loft would have spanned the arch to the Norman chancel in medieval times. The Reformation would have brought about changes to the interior and furnishings of churches with the removal of the great road, road loft and any medieval wall paintings. Most of the Old English wood for cross or cradle. Medieval churches had a great road mounted on a beam at the entrance to the chancel. There would have been a road screen below with a loft above where statues of the Virgin Mary and St John would be displayed on either side of the cross.



Jacobean panelling removed from the Lady Chapel during the Victorian renovation was used to create a vestry partition. This may be re-used in the future when the tower area is re-ordered.



An spiral staircase leads to the belfry, above which is a bell-chamber with eight bells. These bells are rung each week for Sunday services, calling people to church. The four oldest bells were cast in the 16th century. A fifth bell was added in 1903, and three more provided by local residents to celebrate the Millennium in 2000.



## The church interior

### Lady Chapel or Side Chapel

#### Arcade and Piscina

The delicate 13th century arcade was replaced in 1876, although some of the carved figures are still in a piscina for washing Communion vessels, also 13th century.

#### Windows

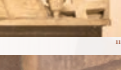
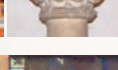
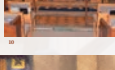
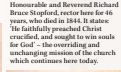
The north wall has an original nave window which is a 13th century Early English style window. The east window was replaced in 1876.

#### Hagioscope or Sqaunt

The squint or hagioscope was used by the Chantry priest, when conducting the Mass at the same time as the priest in the chancel. Through the squint he could see the children in the chancel as he raised the host (the Communion bread).

#### Memorials

The oldest memorial on the north wall is a brass tablet depicting Jane Floyde with her five children. She died in 1516 aged 27.

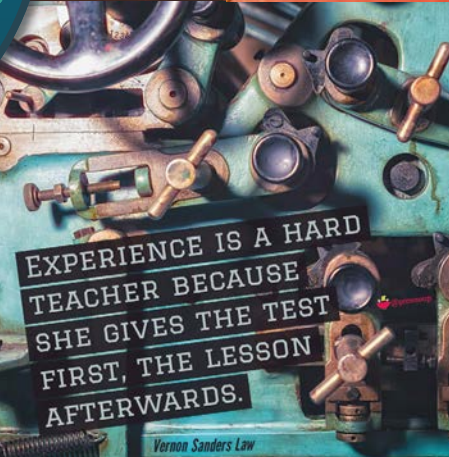




# PROVERBIAL SOUP



SEVEN TIMES,  
七転び八起き  
STAND UP  
EIGHT.



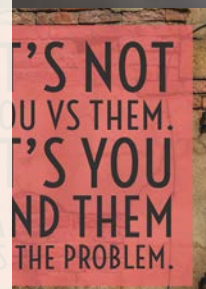
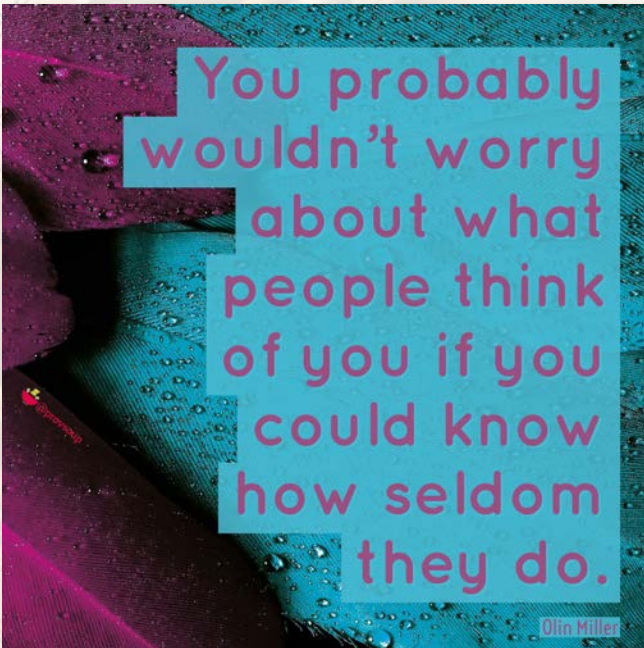
WHAT'S THE MOST IMPORTANT STEP A PERSON CAN TAKE?

THE NEXT ONE.

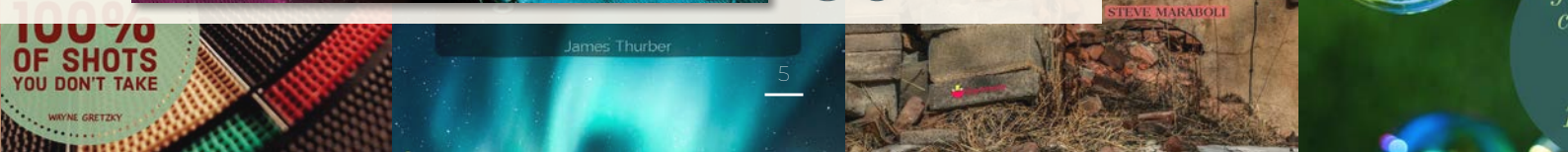
Dalinar Kholin



1 SIMPLE GRAPHIC EVERY DAY FOR 100 DAYS?



@ProvSoup





# PHOTOGRAPHY

< Yes, that's me. David McClatchey, in a mirror (I got out after).







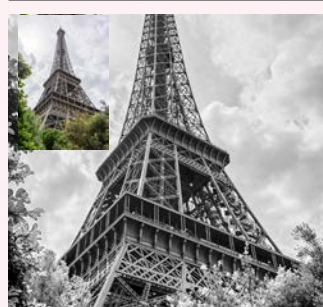
# PHOTOSHOP SKILLS

PHOTOMANIPULATION

REALISTIC SHADOWS



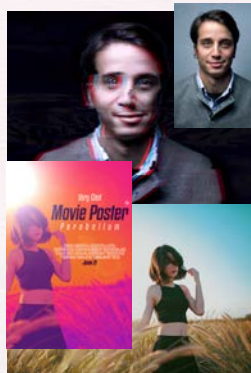
PROPER CONTRAST FOR B/W



RAW EDITING



STYLISING



UNIQUE SOLUTIONS

This local artist needed photos of his paintings which had become too glossy to photograph

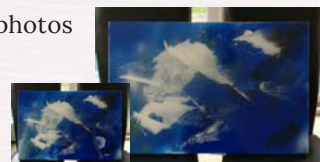
COMBINE IMAGES



RETOUCHING

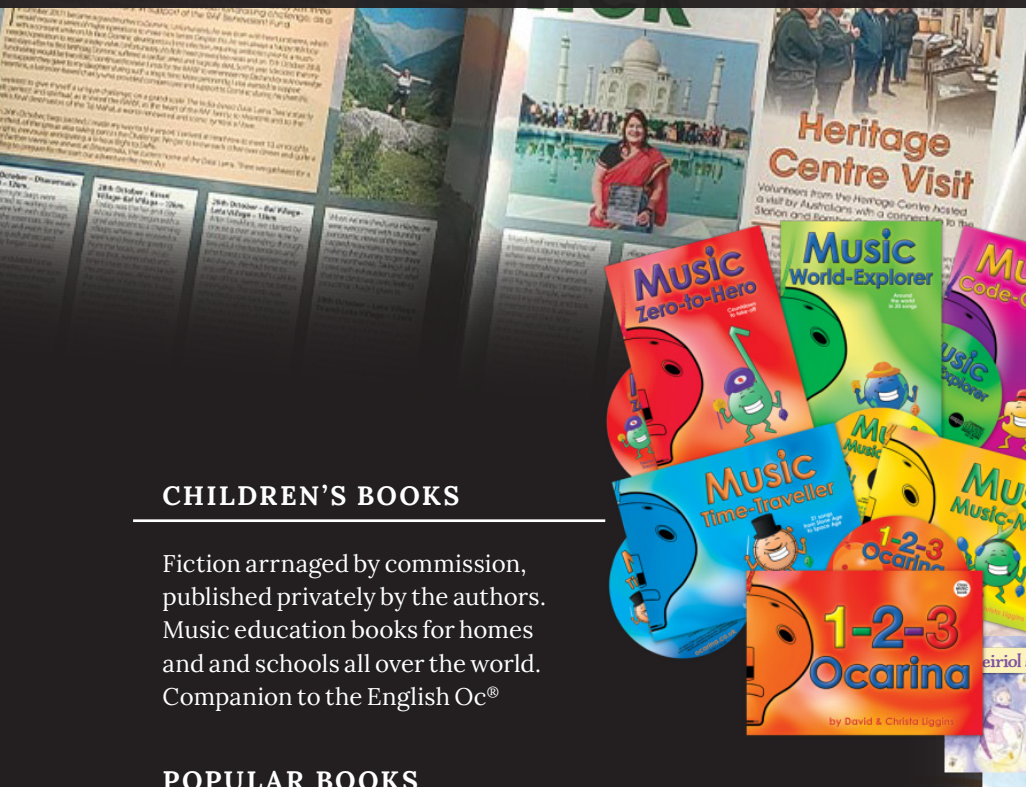


RESTORATION





# TYPESETTING

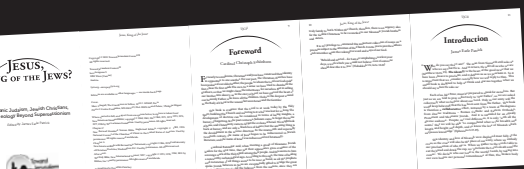


## CHILDREN'S BOOKS

Fiction arranged by commission, published privately by the authors. Music education books for homes and schools all over the world. Companion to the English Oc®

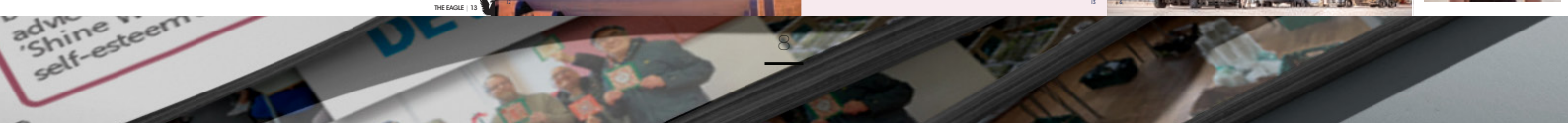
## POPULAR BOOKS

Typeset in several languages, printed & published worldwide



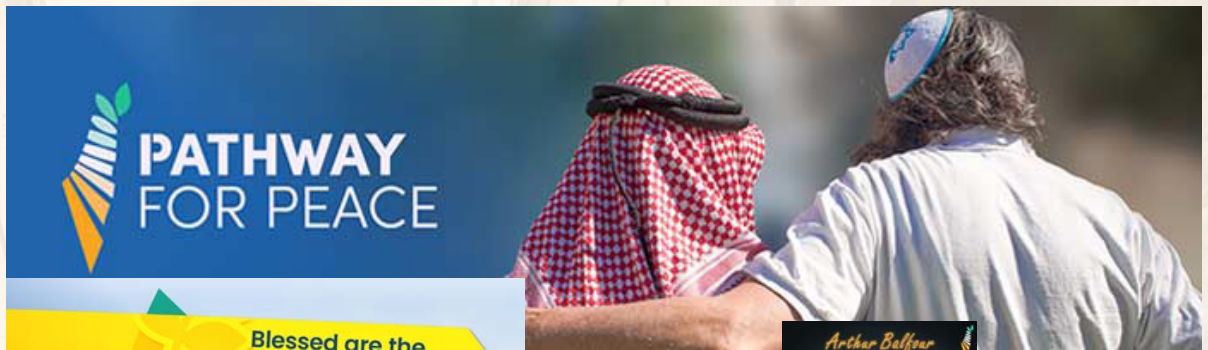
## PERIODICALS

Quarterly publications for the Army Air Corps at Wattisham Flying Station; The Royal Air Force at Waddington, Akrotiri and College Cranwell; Women's Institute Federations all over the UK, and the charity AgeUK





# SOCIAL MEDIA CAMPAIGN



**PATHWAY FOR PEACE**

Blessed are the peacemakers, for they shall be called children of God.

Jesus, The Bible

**PATHWAY FOR PEACE**

**PATHWAY FOR PEACE**

Pray for the peace of Jerusalem: 'May they prosper who love you.'

King David, The Bible

**PATHWAY FOR PEACE**

And He shall judge among the nations... and they shall beat their swords into ploughshares, and their spears into pruninghooks;

nation shall not lift up sword against nation, neither shall they learn war any more.

Isaiah the Prophet, The Bible

**PATHWAY FOR PEACE**



**I'M ARTHUR BALFOUR**

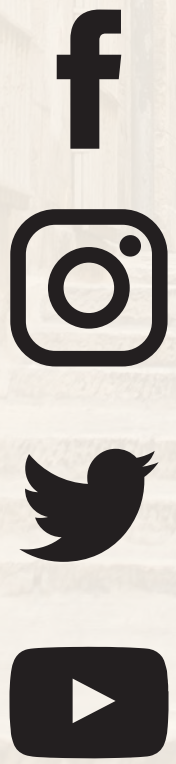
Get Me Out Of Here!

**PATHWAY FOR PEACE**

**George Deek**

was appointed Ambassador of Israel to Azerbaijan in 2018, the first Israeli Arab Christian ambassador.

**PATHWAY FOR PEACE**



**Why Is Israel Wanting To Annex The West Bank?**

**Andrew Tucker**

**PATHWAY FOR PEACE**

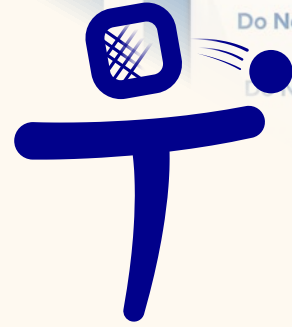
**Is Israel A Colonialist Entity?**

**Dr Emilie Noteboom**

**PATHWAY FOR PEACE**



# LOGO & BRAND ELEMENTS



Tchoukball

JESUS,  
KING OF THE JEWS?

Agora  
Industrial Analytics



Hawk & Lime  
2D Design

PATHWAY  
FOR PEACE

St Botolph's  
Church

Good News for Barton Seagrave

St Bot's



# TEACHING DESIGN

**All the Cases**  
Both of them  
a typesetting adventure of sorts

**UPPERCASE** ↑  
CAPS/MAJUSCULE

**lowercase**  
minuscule

Combine cases to make new cases:

- Sentence/Proper Case**  
As used in a sentence.
- Start/Capital Case**  
Capitalisation Of All Words
- Title/Headline Case**  
All Capital Except for Minor Words

case styles: from most to least 'Copy'

- Uppercase/All-caps**  
OLD LETTERS WERE IN A HEAVY GERMAN BOX  
All letters uppercase
- Start/Capital Case**  
Old Letters Were In A Heavy German Box  
All words capitalised regardless of function
- Title/Headline Case**  
Old Letters Were in a Heavy German Box  
The first & all other words capitalised except articles, short prepositions, & conjunctions
- German Sentence Case**  
Old Letters were in a heavy German Box  
The first word & all nouns capitalised
- Sentence/Proper Case**  
Old letters were in a heavy German box  
The first word & proper nouns capitalised
- Lowercase**  
old letters were in a heavy german box  
All letters lowercase

Programmers have creative ways to work without spaces:

```
camelCaseHasHumps
PascalCaseDoesToo
snake_case_has_underscores
kebab-case-has-lines-through
```

SMALL CAPS ALSO EXIST FOR DECORATIVE PURPOSES

As do Drop Caps

```
stUdLy/stiCkY caps and
aLteRNaTiNg CaPs available for
mockery or secret messages
```

Pascal refers to a programming language named after Blaise Pascal where the convention was to name variables always with a capital first character.



# SIGNMAKING



**TRAILER PLUGGED**  
Please Disconnect from the Power Supply Before Moving

JACKSONS  
— enjoy bread —

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- 7.5T & VAN DRIVERS
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**WARNING Laser**

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**SAFETY STARTS HERE**

- High Vis Must be Worn
- Safety Boots Must be Worn
- Hard Hat Must be Worn
- Remain in Designated Safe Zone During Loading & Unloading

- Caution Forklifts in operation
- Caution Pedestrians
- Caution Beware of Moving Vehicles
- No Pedestrian Access At This Entrance
- No Smoking
- 5mph Max. Speed

Drivers MUST Report Drivers Reception

**Safety Distancing**



Stay At Least 1m Apart When Grinding/Fettling Tools Are In Operation

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	Day	Night	Day	Night	Day	Night	Day	Night	Day	Night	Day	Night
ATP	ATP	ATP	ATP	ATP	ATP	ATP	ATP	ATP	ATP	ATP	ATP	ATP
Production Overruns	Reason1	Reason2	Reason3	Reason1	Reason2	Reason3	Reason1	Reason2	Reason3	Reason1	Reason2	Reason3
Engineering Overruns	Reason1	Reason2	Reason3	Reason1	Reason2	Reason3	Reason1	Reason2	Reason3	Reason1	Reason2	Reason3



**Fire Exit**



**Fire Exit**  
KEEP CLEAR AT ALL TIMES



**Fire Exit**



**Fire Exit**  
KEEP CLEAR AT ALL TIMES



**Fire Exit**

**FIRE ACTION NOTICE**



**DANGER Explosive Gases**

No Smoking

No Naked Lights

**Fire Action**

- Pull the Alarm
- Close the Building by the Nearest Exit
- Report to Assembly Point at...
- Do Not Return to the Building Until Authorised to do so
- Do Not Take Any Risks

**Fire alarm call point**



