

Lance Ross, artist, writer and publisher

Curriculum vitae

GENERAL:

For over 50 years Lance has built a reputation as a creative and clear thinking artist and writer, being well known as an all-rounder and a reliable provider of quality. Being fast and efficient, his fees are affordable and very competitive.

Lance started as an artist and gradually developed into a one-man advertising agency, performing all tasks required creatively, including design, layout, writing, illustration and photography; plus planning and buying media space and time, production, print broking, public relations, research and general administration.

At one stage, when he was solo freelancing within the premises of George Patterson Advertising, he was Melbourne's 50th largest advertising agency according to billings.

Publishing has been a successful sideline. He has written and illustrated best selling books; published and edited top selling magazines including all the editing, writing, design, illustration and photography; and has always had other sidelines, designing and manufacturing various products for the fields of art, fashion, yachting, tourism, chess and genealogy.

FINE ART:

Lance has been an artist all of his life. He studied life drawing at the National Gallery Art School, won first prize for figure drawing with the Victorian Artists' Society and is included in the book *Artists and Galleries of Australia and New Zealand* by Max Germaine. He organised what was Australia's largest ever art show, *The 1973 Melbourne Art Show* in the Royal Exhibition Buildings.

He has sold hundreds of paintings, which hang in seven countries and thousands of illustrations and takes on all manner of commissions – portraits, landscapes or any subject. He has won international and Australian awards for fine art, graphic design, town planning design, poster design, brochure design and writing, published limited edition prints and greeting cards and designed and marketed artists' materials. His styles of technique vary widely and he draws and paints in many media.

MARINE ART:

Lance has been an active yachtsman and professional artist for most of his life. He has owned 26 boats and has sailed in many countries of the world.

He founded magazines including a yachting magazine, *Boat Directory*, which became Australia's biggest selling boating magazine with only its third edition.

Lance's paintings hang in public and private collections in 10 countries and most Australian states, including an Admiral's office in Canberra, The Australian Gallery of Sport and the Olympic Museum. After submitting work to the Royal Society of Marine Artists in London, he was accepted as a member and was a Foundation Member of the Australian Society of Marine Artists. His works have been published in many Australian and some overseas boating magazines. He has won various awards for painting and drawing and works in many media.

He has completed numerous commissions to paint and illustrate owners' and manufacturers' boats, from small off-the-beach sailing dinghies, through numerous keelboats including the renowned *H28* wooden ketch to celebrate the 50th Anniversary of its design, to classic square riggers. He has published yachting greeting cards, limited edition prints and various marine products.

COMMERCIAL ILLUSTRATION AND GRAPHIC DESIGN:

With experience in a number of advertising agencies, including thirteen years with Australia's largest, creating designs and illustrations for large and small national advertisers; and five years creating art for Myer, Australia's largest retailer, Lance has covered almost every aspect illustration. He is equally at home working on figure and fashion illustration, mechanical and architectural illustration, cartoon and caricature, in any technique and any medium. If you wish for a special style, he is a good technique mimic. Pencil, pen and ink, pastel, watercolour, oils, acrylics, charcoal, crayon, coloured inks, paper sculpture, clay sculpture, model-making and scraperboard are all in his repertoire.

With design, he has created many successful logos for scores of large and small companies and won awards for this. He has created packaging for large and small companies and designed and marketed a number of his own products. When it comes to designing advertisements, brochures, books, annual reports and other printed matter, a wide range of experiences come into play.

His illustrations and photography have been published in all manner of media including commercial advertising publications, children's books, various types of magazines in Australia, New Zealand, America, Great Britain and Asia. Television storyboards, funny personal cards, calligraphy, exhibition design, labels, clothing design, industrial design, multiple awards won for swimming pool design and town planning are all part of his experience.

Whereas many artists are unable to provide quality figure illustration, Lance studied life drawing at the National Gallery of Victoria Art School and has won prizes for life drawing. He has illustrated many children's books for other publishers and written, illustrated and self-published best selling books for children and adults. He has taught watercolours to Aborigines, written and illustrated how to draw articles for a children's magazine, illustrated cookbooks and so on.

WRITING:

A large part of Lance's career has been working creatively within advertising agencies, small and large.

He has edited and written six magazines, having founded and published some of them. One annual, *Boat Directory*, became the biggest-selling boating magazine in Australia with its third edition. Despite its name, it consisted mostly of editorial. He wrote 97% of all editions, which grew to 312 pages. It was published as a sideline to his combined 'day job' of freelance artist at George Patterson Advertising.

Lance Ross Advertising became Melbourne's 50th largest advertising agency measured by billings.

He later published another 312-page annual, *Home Show Magazine*, which won Magazine of the Year Award. He has written and illustrated articles for many other magazines.

Lance has published two best-selling books. A children's book sold 10,000 copies, and the second, *Banjo Paterson's Waltzing Matilda*, has been reprinted and has sold over 11,700 so far.

Some client testimonials include: "*We have rewritten our policy to match your brochure.*" – an insurance company. "*The best annual report we've had.*" – a director of APM. "*Whereas our catalogue previously took six months, you've done it in six weeks, much better in quality and at half the price.*" – Sleeping Beauty/Bed, Bath 'n' Table proprietor. "*That's the best brochure I've ever seen on this subject*" – a client of Amcor. "*The other agency took six months to come up with an eight-page brochure that we were not happy with. In three days, the one you have written and designed is six pages, clearer, cheaper to produce and excellent, and we are going ahead with it.*" – Amcor Packaging. "*Your design has won an award in the Paris competition.*" – a specialist printer. "*Your logo design has won the Australian section of the international competition.*" – a Japanese company.