

Racing Minis



Steve Goodwin

I am a graphic designer, illustrator and website designer. My illustration work covers a lot of subjects and a variety of styles. Many are pure digitally generated vector illustrations produced using Adobe Illustrator. They are quite different from the motoring subjects, which are based on relief printing techniques.

I sell motoring-themed work as prints and greetings cards, through my **Inky Crow Art** brand (<https://www.inkycrow.art>), and occasionally pick up commissions. I also sell through an **Etsy**

shop (<https://www.etsy.com/uk/shop/InkyCrowArt>) and supply wholesale to retailers through **Faire** (<https://www.faire.com>) and **Create** (<https://create.com>).

Illustrations that I have supplied to greetings cards companies sell through various well-known outlets such as **WH Smith**, **Sainsbury's**, **Tesco** and also independent greetings card and gift shops. The greetings cards have led to enquires for prints and commissions from a number of people as far away as Australia and Tasmania.

My Technique

My motoring subject illustrations are produced as relief print/digital hybrids. The images start hand-drawn before being transferred onto lino or vinyl. The images are hand carved, remembering to do so in reverse! Each illustration can consist of as many as five carvings, one for each colour in the composition. Each of the colour carvings is then printed by hand in black.

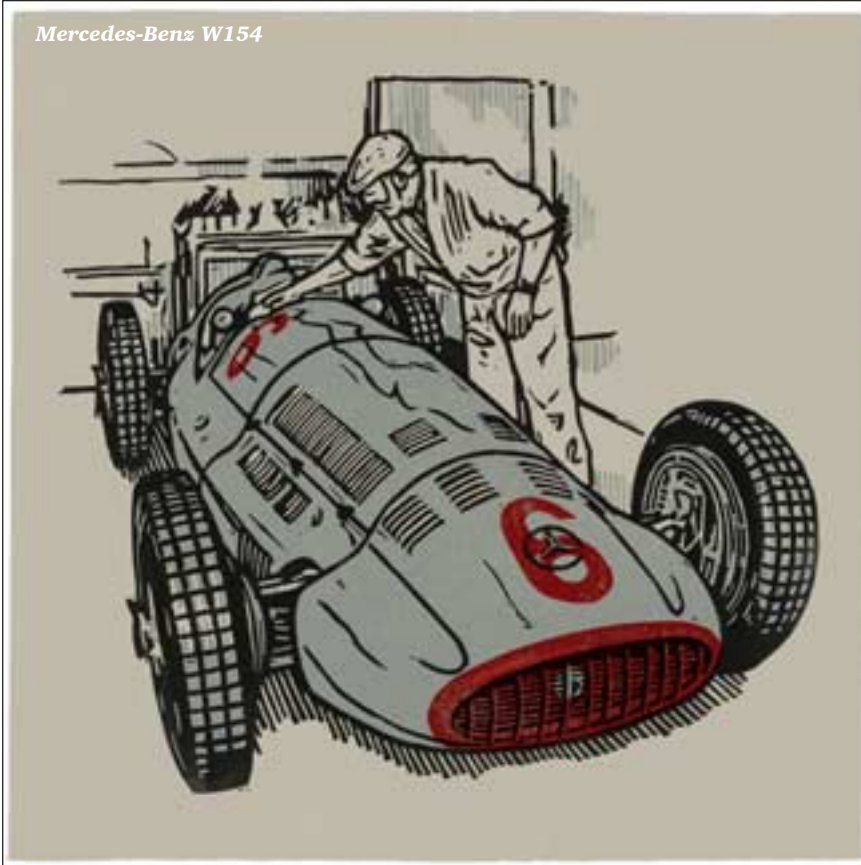
At this point, the process goes digital. Each print is scanned as a high-resolution greyscale image.

Using **Adobe Indesign**, the images are imported, and being greyscale, I can apply colour to them. Making the images transparent, I overlay them to produce the final composition.



Austin A35 with luggage

Mercedes-Benz W154



Products

I can then output digital artwork in various formats depending on the final product. I produce Giclée art prints and greeting cards. Using carefully selected online print services, I can obtain top-quality printing and small print runs at competitive prices. It means it is possible to only hold small stocks of greeting cards. Giclée prints I buy on demand, although I can order three prints for the same price as one, building up stock as prints are ordered.

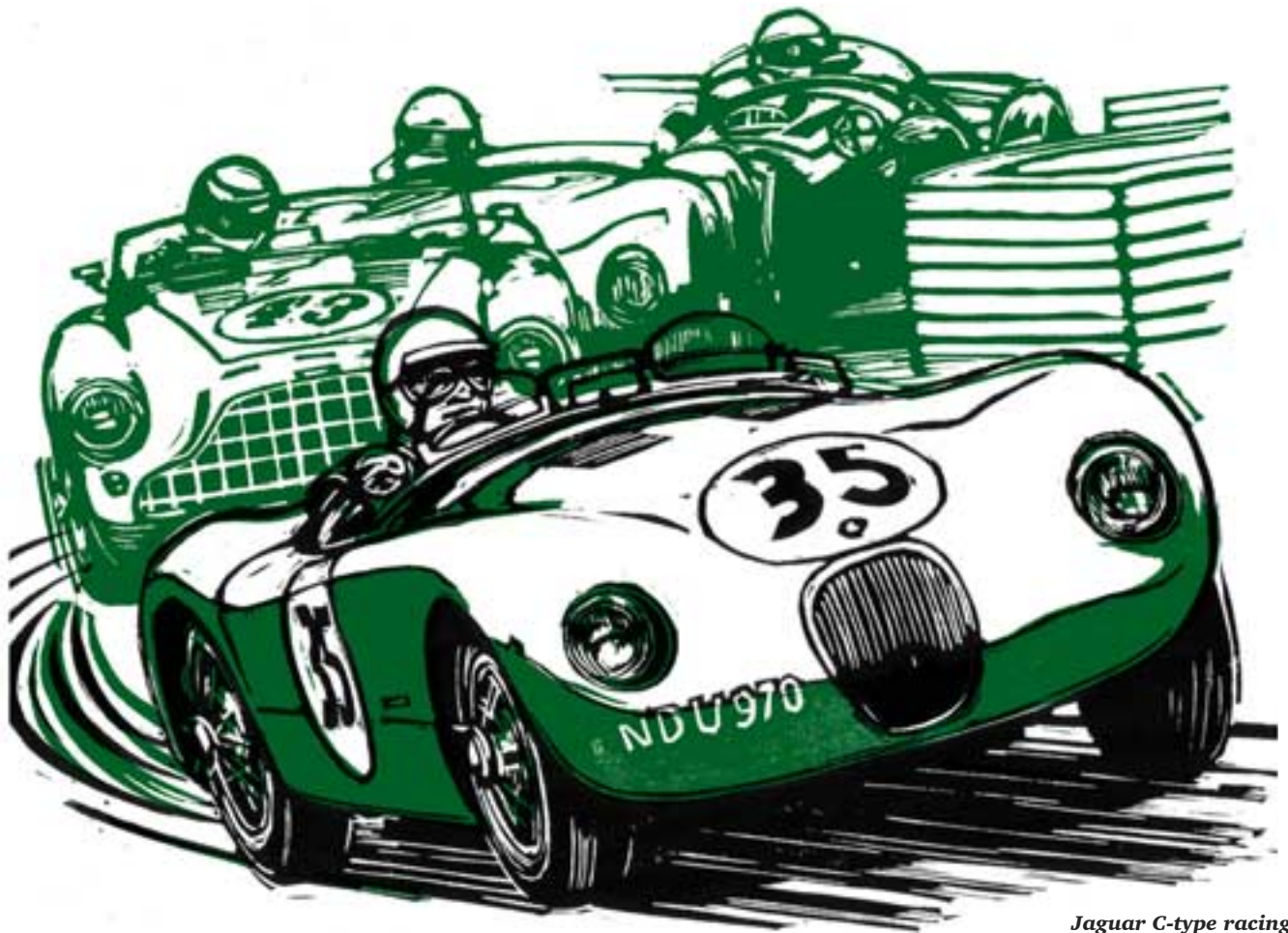
More recently, I have offered some images for sale on T-shirts. The T-shirts are produced by a print-on-demand service that integrates with my website and the store on Etsy. While I sell cards and prints only in the UK, the T-shirts print-on-demand service fulfil directly from locations globally.



Land Rover

"Today, the process is generally just me working from an office at home"

Austin 7 Race Car



Jaguar C-type racing

Triumph Herald



Customisation

Customisation is possible because of the way the artworks are produced. There is flexibility in digital artwork using elements in layers. Often prints are bought by or for people who once owned the model of the car depicted.

If their car was a different colour to my illustration, I can easily change it. I am often asked to add the number plate of their car too. This I add as another layer to the artwork.

Weymouth Harbour Cottage

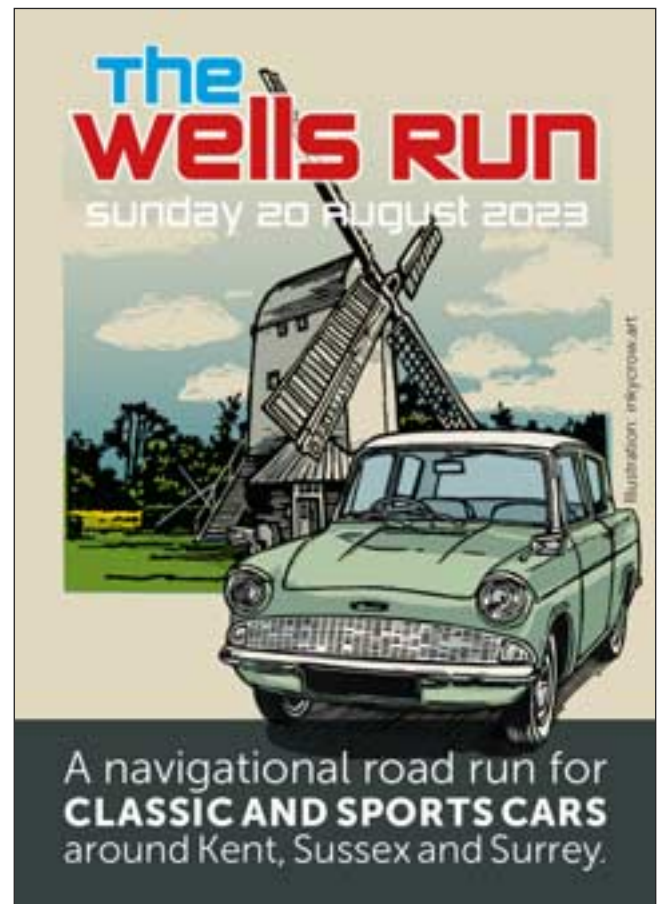


A Love of Motoring

Motoring and motorsport are a big part of my life. It all started from the time my older brother got his first car. The freedom it gave us led to the discovery of our local motor club. Turning up to our first autocross event as wide-eyed teenagers and seeing a Ford Escort spectacularly rolling right in front of us had us immediately hooked.

Since then, over 35 years, we have organised and run everything from Autotests, Stage Rallies and Race Meetings. I even did a bit of rally navigation for a while.

Today we organise and run sprints and a road run for classic and sports cars. This year I am organising a car meet for my local Rotary club.



Aston International



My Career

When I started my career as a graphic designer and illustrator, it was before computers were widely used in the industry and certainly well before the internet. I was drawn to it by the hands-on nature of the job in those days. It quite quickly turned into a different industry of computer graphics and processes. At the start, I was a small cog in a big machine that involved many highly skilled people from multiple companies working together to achieve the final results.



Bubble Car



Ford Prefect

Nuthatch



Portland Bill lighthouse





Red Arrows



Still Life



Frogeye Sprite



Retro Bikers



Austin A40



Mini Snow Scene



Racing Austin A35



Aston Repairs



Edwardian Race Car



Fiat 500s

Fiesta (vector illustration)



XJS (vector illustration)

