PLOT TWIST
CREATIVE

BOLD IDEAS.
WITH A TWIST.

SELECTED WORKS


SAY HELLO TO MY
LITTLE PEN

EVERY BRAND HAS A STORY.

Freelance graphic design for busy marketing teams.

I develop campaign creative and brand identities, and produce artwork for print, digital, signage and exhibitions.

PLOT TWIST CREATIVE

01.	Game of Thrones Studio Tour	TOURISM & ATTRACTIONS
02.	Killeavy Castle Estate	HOSPITALITY
03.	Evora Hospice Care	CHARITY & FUNDRAISING
04.	Twisted Wirestarter	HANDMADE JEWELLERY
05.	Artyfarts	ART & COLLECTABLES
06.	Truly Madly Geekly	E-COMMERCE
07.	Bespoken Print	WALL ART & HOME DÉCOR
08.	Narty	BRAND CONCEPTION
09.	Marks and Wordmarks	BRAND IDENTITY

01.

TOURISM & ATTRACTIONS

THE OFFICIAL GAME OF THRONES STUDIO TOUR

THE PLOT

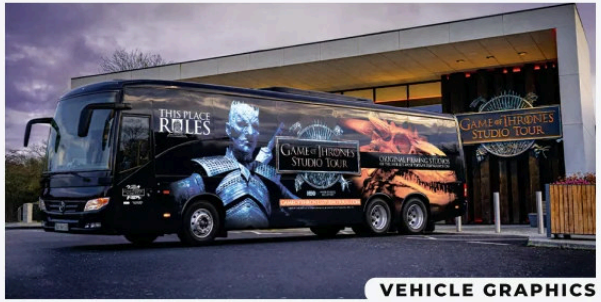
Bringing the world of Westeros to life beyond the screen. A world-class visitor attraction demands creative that captures the scale, spectacle and storytelling of Game of Thrones, while engaging audiences across every touchpoint, from national advertising campaigns to the smallest details of the visitor experience.

PLOT TWIST CREATIVE



Game of Thrones Studio Tour

SELECTED WORKS



VEHICLE GRAPHICS



OUT-OF-HOME ADVERTISING



BROCHURES & PRINT

THE TWIST

Taking an iconic global brand and finding fresh ways to tell its story. Combining cinematic visuals, bold campaign concepts and strategic design thinking to create everything from large-format advertising and digital campaigns to immersive promotional materials. Because even the greatest stories deserve a new chapter.



LOGO DESIGN



CAMPAIGN CREATIVE



SIGNAGE



EXHIBITION GRAPHICS

PLOT TWIST CREATIVE

02.

HOSPITALITY

Killeavy
Castle Estate

THE PLOT

A luxury destination where heritage, hospitality and contemporary elegance come together. From fine dining and spa experiences to weddings and seasonal events, Killeavy Castle Estate requires creative that reflects its distinctive character while inspiring guests to discover everything the estate has to offer.

PLOT TWIST CREATIVE



Killeavy Castle Estate



BROCHURES & PRINT



SOCIAL MEDIA



RESTAURANT MENUS



EXHIBITION GRAPHICS

THE TWIST

Blending timeless elegance with fresh creative thinking. Developing sophisticated, engaging visuals across seasonal campaigns, event promotions, menus and digital marketing, ensuring every piece feels unmistakably Killeavy while giving each experience its own unique personality.



EVENT ADVERTISING



OUT-OF-HOME ADVERTISING

PLOT TWIST CREATIVE

03.

CHARITY & FUNDRAISING

evora Hospice Care

THE PLOT

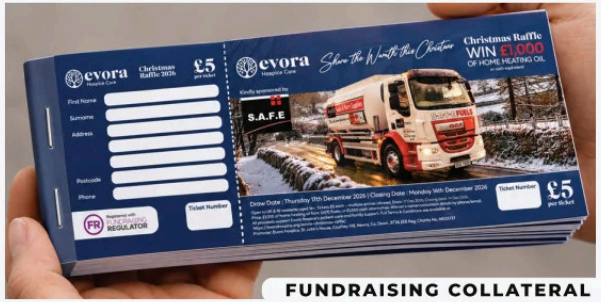
A cause where every moment matters. Evora Hospice (formerly Southern Area Hospice) provides vital care and support to patients and families, relying on meaningful communication and community engagement to help sustain its work. Every campaign needs to connect emotionally while delivering a clear and compelling message.

PLOT TWIST CREATIVE



Evora Hospice Care

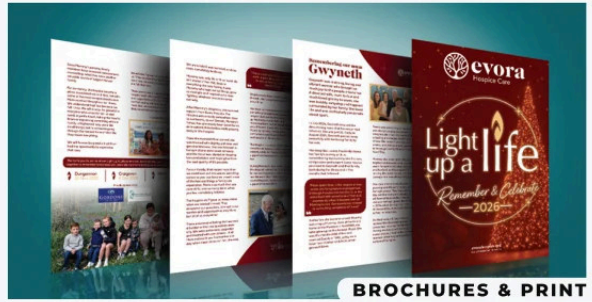
SELECTED WORKS



FUNDRAISING COLLATERAL



OUT-OF-HOME ADVERTISING



BROCHURES & PRINT

THE TWIST

Finding the balance between creativity, compassion and purpose. From heartfelt fundraising campaigns to impactful outdoor advertising and printed materials, creating thoughtful visuals that capture attention, inspire generosity and keep the people behind the message firmly at the heart of the story.


SOCIAL MEDIA CREATIVE



CAMPAIGN MASTER CREATIVES



OUT-OF-HOME ADVERTISING

PLOT TWIST CREATIVE

04.

HANDMADE JEWELLERY

TWISTED WIRESTARTER

THE PLOT

A jewellery brand with personality, individuality and a creative spark. Twisted Wirestarter celebrates distinctive designs and handcrafted character, calling for a visual identity and promotional materials that feel as unique as the pieces themselves.

PLOT TWIST CREATIVE



Twisted Wirestarter


PHOTO COMPOSITING


WEBSITE GRAPHICS



BROCHURES & PRINT

THE TWIST

Translating intricate craftsmanship into a bold, recognisable brand. From a distinctive visual identity to promotional artwork and an online shop, creating a cohesive presence that puts the jewellery centre stage and brings my own, hand-made jewellery brand to life online, in print and at events.


PRODUCT PHOTOGRAPHY


PACKAGING



EXHIBITION GRAPHICS

05.

ART & COLLECTABLES

ARTYFARTS

THE PLOT

Artyfarts is where a passion for art, music, film and pop culture meets creative expression. An independent art brand producing distinctive prints, illustrations and collectible enamel pins, inspired by the artists, stories and cultural moments that leave a lasting impression. It's about turning personal passions into artwork that connects with like-minded people.

PLOT TWIST CREATIVE



Artyfarts



PIN & PACKAGING DESIGN



TYPOGRAPHIC PRINTS



STICKERS

THE TWIST

Art doesn't have to play by the rules. From bold illustrations to collectible designs, Artyfarts puts an unexpected twist on familiar inspirations. Combining creativity, attitude and a touch of irreverence, each piece is designed to stand out, spark conversation and leave a lasting impression.



SOUNDWAVE ART



PIN BADGE SETS



ILLUSTRATED PRINTS

PLOT TWIST CREATIVE

06.

E-COMMERCE

TRULY:MADLY GEEKLY

THE PLOT

Born from a lifelong love of movies, television, gaming and everything geeky, Truly Madly Geekly is a personal creative venture celebrating pop culture through original T-shirt designs.
The idea was simple: create wearable artwork that connects with fellow fans through nostalgia, humour and a shared obsession with the stories and characters we love.

PLOT TWIST CREATIVE



Truly Madly Geekly



TOTE BAGS



SOCKS



SHORTS



ORIGINAL ILLUSTRATION



HOODIES

THE TWIST

Familiar favourites, unexpected combinations and a healthy dose of geek humour. Clever mashups and distinctive illustrations turn the pop culture fans love into clothing, accessories and collectables designed to make people look twice and smile.


MUGS



CAPS



T-SHIRTS

PLOT TWIST CREATIVE

07.

WALL ART & HOME DÉCOR

BESPOKEN PRINT

THE PLOT

Some words are too good to be forgotten. A line from a film, a lyric from a song, a moment that stays with you long after the credits roll or the music fades. Bespoken Print was created to give those words a life beyond the screen or speakers, turning iconic moments into distinctive pieces of art.

PLOT TWIST CREATIVE



Bespoken Print



MOTIVATIONAL QUOTES





SONG LYRICS





MOVIE QUOTES

THE TWIST

Taking inspiration from the words themselves, the identity turns punctuation into personality. Quotation marks link the identity to the prints, framing words that were first spoken or sung. Changes in scale, spacing and rhythm bring out the way each line was delivered, from a quiet lyric to a punchline.

08.

BRAND CONCEPTION

NARTY

ARTFULLY NAUGHTY

THE PLOT

Artfully Naughty. NARTY is an erotic art brand that celebrates the human form through bold, minimalist illustration. Combining sensuality, confidence and a playful sense of provocation, each piece explores the beauty of suggestion. Designed to be daring without being explicit, the collection brings a little temptation to the walls it adorns.

PLOT TWIST CREATIVE



Narty

FOR YOUR EYES ONLY



LIMITED EDITION PRINTS



MINIMALIST ILLUSTRATIONS



POSTCARD SETS

THE TWIST

Less detail. More imagination. Bold brushstrokes, striking silhouettes and clever negative space create provocative artwork with a minimalist edge. Paired with an elegant visual identity, the result is sophisticated, seductive and, above all, artfully naughty.



ART COLLECTIONS



SPECIAL EDITIONS



ILLUSTRATED PRINTS

PLOT TWIST CREATIVE

18+

09.

BRAND IDENTITY

MARKS AND WORDMARKS

THE PLOT

A logo has to do a lot in a small space. It gives people a first impression of the brand and something to recognise the next time they see it. Each design starts with what makes that brand distinct.

PLOT TWIST CREATIVE

LOGO DESIGN

Logo Design









THE TWIST

Sometimes the idea is in a single letter. Sometimes it's in the space between shapes. From custom wordmarks to monograms and symbols, I look for the detail that makes each mark feel like it could only belong to that brand.







EVERY STORY HAS AN AUTHOR.

Hi, I'm David McClure,
a graphic designer based in Newry, Northern Ireland, and the person behind Plot Twist Creative. I've spent 25 years in design, including three years as Creative Design Manager at Game of Thrones Studio Tour, where my work ranged from large-scale campaigns and signage to the small details visitors encounter along the way.

I started Plot Twist Creative because I wanted to stay close to the work. I work directly with clients from the first conversation to the finished artwork, and my favourite part is finding the idea that makes a brief feel like it could only belong to that brand.

Away from client briefs, I'm usually watching a film, listening to music or creating something of my own.

Ever the artist. Ever the creator.



LET'S CREATE SOMETHING...
UNEXPECTED!

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PLOT YOUR TWIST

PLOT TWIST CREATIVE

THE END?


I SEE DEAD
PIXELS.

WAIT!
YOU'RE STILL HERE?

AI IMAGERY/WORKFLOWS

DANCING WITH THE DEVIL

THE PLOT

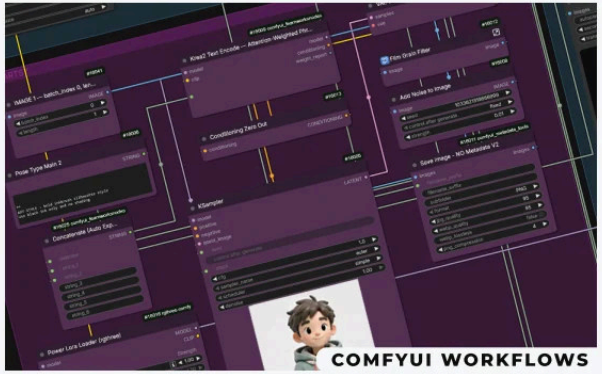
Artificial intelligence has changed the creative landscape, bringing extraordinary possibilities and a few uncomfortable questions. Rather than simply embracing the results, I wanted to understand the process, explore its potential and discover where it could fit within my own creative practice. Another paintbrush in the toolkit.

PLOT TWIST CREATIVE



Dancing with the Devil

EXPERIMENTAL WORKS





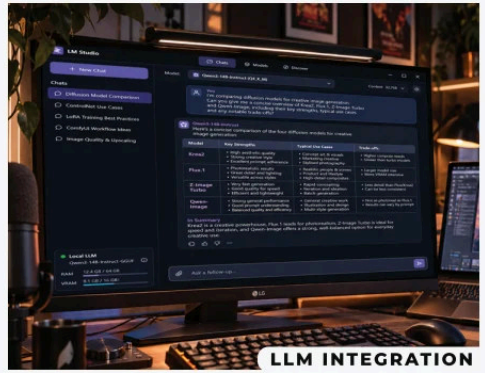


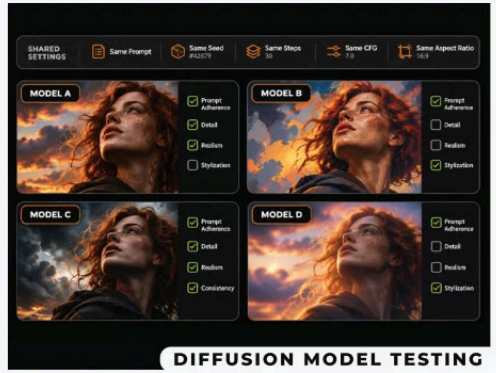


THE TWIST

Custom ComfyUI workflows, LoRAs and creative experimentation. Combining technical control with design thinking to develop and refine imagery beyond a simple prompt. Because powerful tools still need creative direction.







PLOT TWIST CREATIVE

AFTER-CREDITS

THAT'S A WRAP

FADE TO BLACK

SHAKE IT UP BABY NOW TWIST AND SHOUT

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