

JACOB WEBER

PROCESS AND PRODUCTION

FALL

IAN BESLER

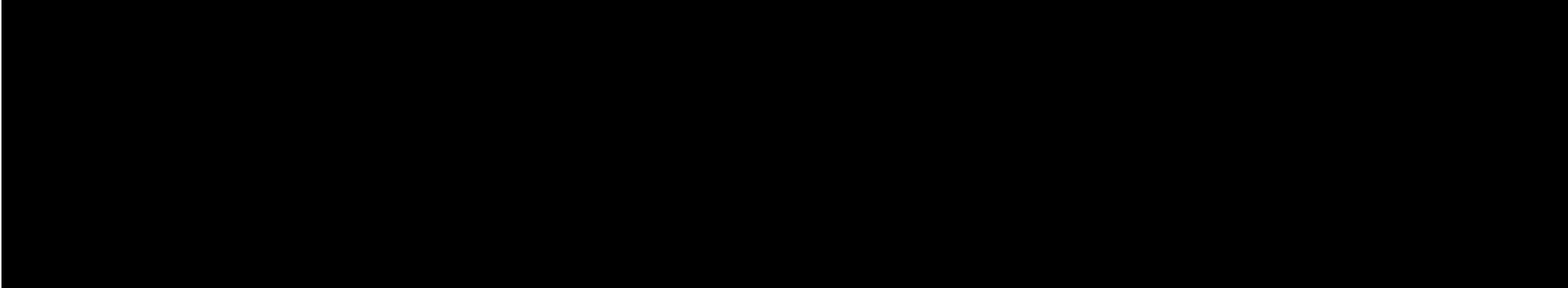


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PERSONAL STATEMENT

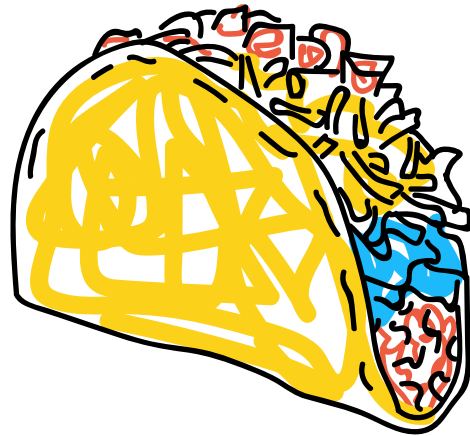
Over the course of the fall semester in Process and Production, I learned a lot of technical skills as well as gained presentation experience and new ways of approaching researching for projects. I am very happy with the progress that I made and I think that at least my technical growth can be seen in my work. It is difficult for me to trace a theme throughout my pieces as I was able to explore different styles of layouts, type, illustrations and graphic design.

Through this reflective process of compiling my work from the semester for this portfolio I have been able to notice certain things that I wish to improve on in my process. Primarily, I want to ground my work in as much research as possible because I used to believe that it limits the work to what has already been done, but now I am starting to realize that it just provides more ammunition for the ideation process. Secondly, I want to take more of my projects into multiple mediums, like how we recreated emojis, turned them into compositions/collages and then animated them, or how I illustrated portraits to then turn into bills, to then turn into prints.

PROJECT 1

JIMI'S BAR & GRILL

MENU CREATION



JIMI'S BAR & GRILL- STATEMENT

Jimi's Bar and Grill is a fast food restaurant selling cheap street foods from around the world. The menu concept is a simple, hand-held menu with an easy to read and navigate layout that showcases fun illustrations, as well customizable food options. The back illustration is simple and repetitive but has a high energy and level of color that I find adds to the atmosphere of the restaurant. The menu can be folded out as a fan, or assembled in a cross formation that allows all sides to be seen as well as allowing the menu to stand upright.

The menu assignment was an enjoyable project for me that let me completely imagine not only the menu, but the cuisine and restaurant itself. First, I decided I wanted to serve fusion fast food, then I decided what I wanted the restaurant to look like. I decided it should have a friendly and playful vibe where people could enjoy tasty and delicious street foods. I'm really happy with how this menu turned out and I would be happy delivering this as an actual restaurant menu.

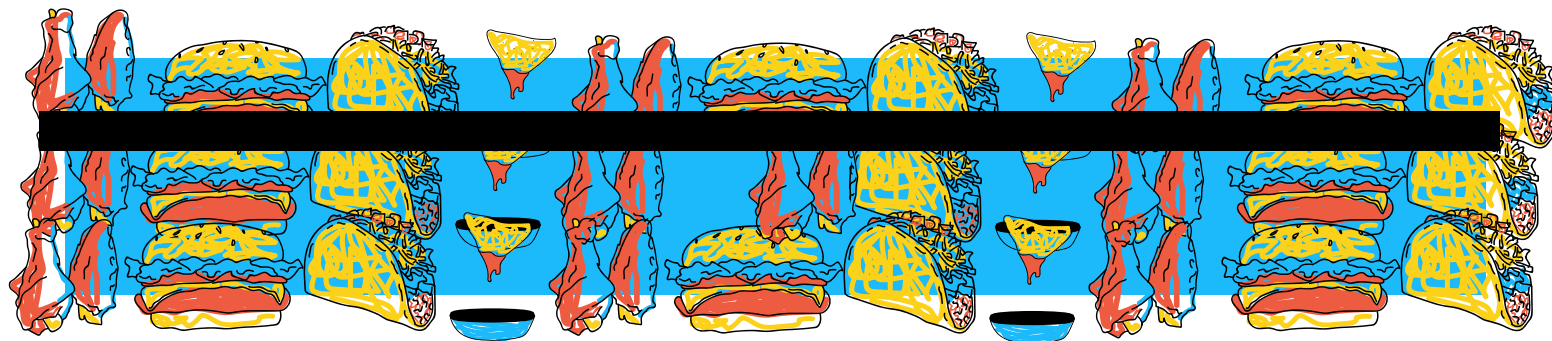
JIMI'S BAR & GRILL- PROCESS



Logos and first iterations



JIMI'S BAR & GRILL- FINAL



PROJECT 2

COLD HOGS

RADIAL SYMMETRY DESIGN

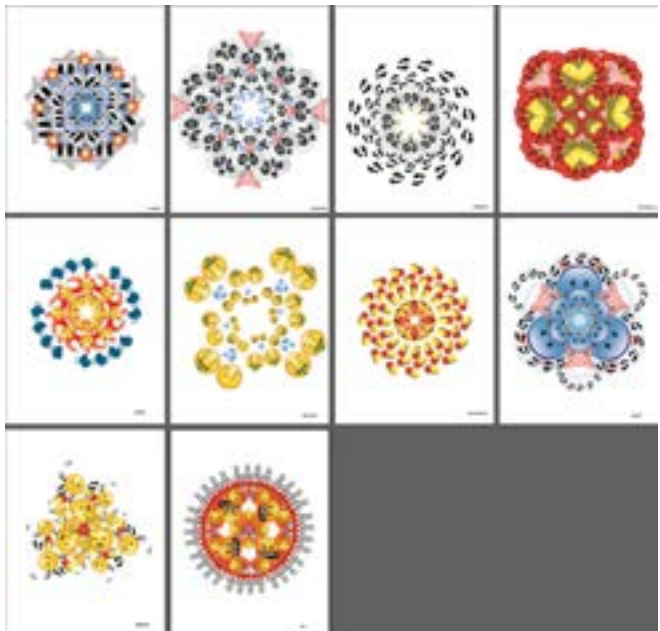
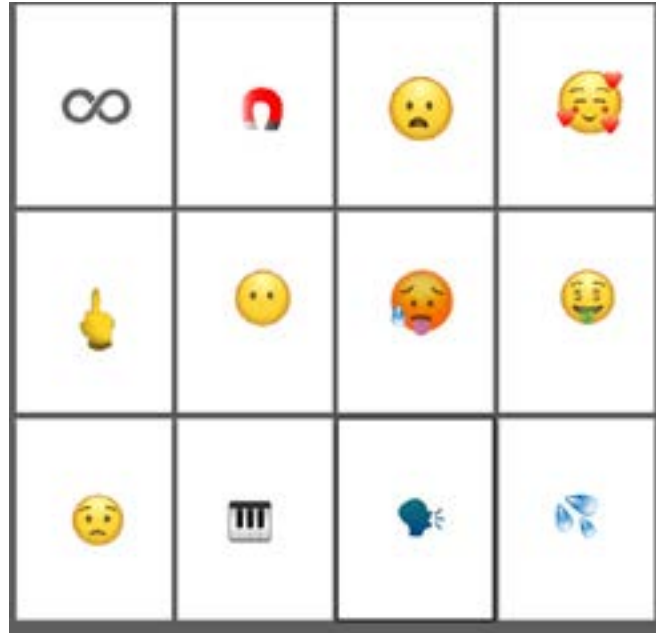


COLD HOGS- STATEMENT

Cold Hogs is the name of my final abstract radial design. It blends together circular and triangular forms in one, radially symmetrical design. The emojis recreated were the designs from apple's emoji set, as well as some unreleased apple emojis (such as the freezing face). I made use of the pig, footsteps, and frozen face emoji while solittingg some of it into parts. There is a heavy emphasis placed on the solid, layered, centrally composed block of forms at the middle, with a subtler, low opacity design in the background.

By first recreating an entire emoji set, it gave me a lot to choose from, the process then focused on iterations of compositions using these emojis. I am happy with the final piece, although I with that I had not placed so much emphasis on recreating every detail of the emojis, because that left me with too much detail once I started placingg so many of them on the same composition. I am also really happy with how the animations of the final compositions turned out, even though they were not the focus of the project.

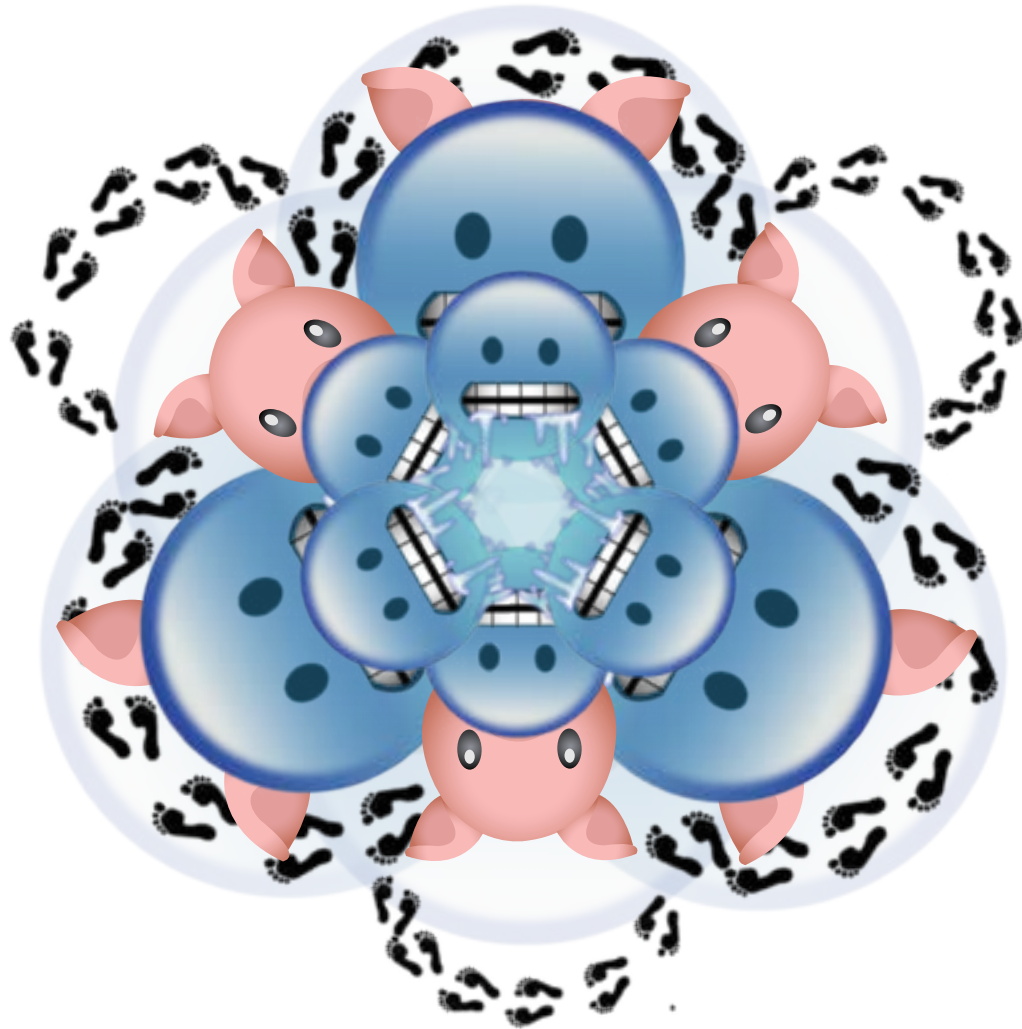
COLD HOGS- PROCESS



Emoji set recreations and initial set of compositions.

COLD HOGS- FINAL

Cold Hogs



PROJECT 3

EPITHOS

CURRENCY SYSTEM

7 in

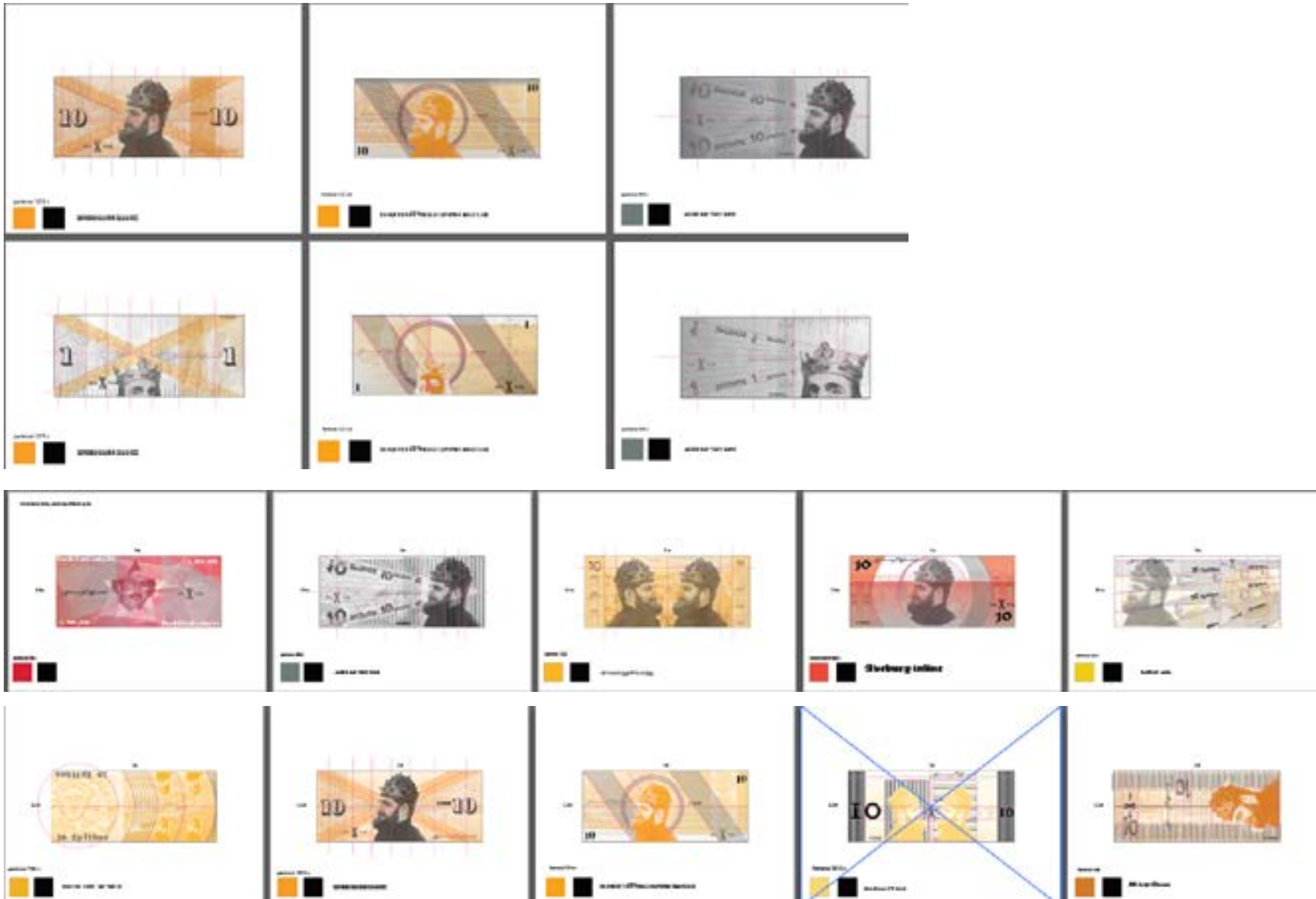


EPITHOS- STATEMENT

Epithos are a fictional currency from the land of Epithets, a nation where leaders are revered for their historical nicknames, such as Justinian II The Slit Nosed, of the Byzantine Empire and Pepin The Short, king of the Franks. The three bills shown are denominations of Epithos with symbolism based on motifs from each rulers' own history as well being structured and colored in a way that appears realistic. The illustrations are hand drawn and the textures were all original.

The Fictional Currency System project was the one that taught me the most and that I had the most fun with. The concept was so open ended which allowed us to explore whatever content we wanted, whereas there were still many things on the visual presentation side that provided structure. Overall I learned lots of new techniques in Illustrator as well as lessons in how to aesthetically put things together. I am very proud of this work and I think that it has the appearance of a legitimate currency regardless of how silly the concept is.

EPITHOS- PROCESS



EPITHOS- FINAL



PROJECT 4

GOLD DESERTS EVERYDAY

PORTRAIT ILLUSTRATION

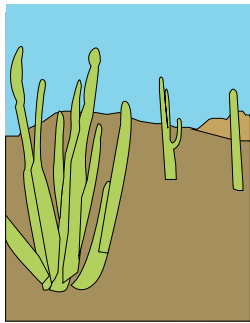
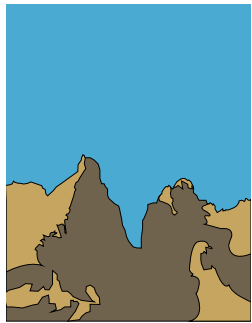
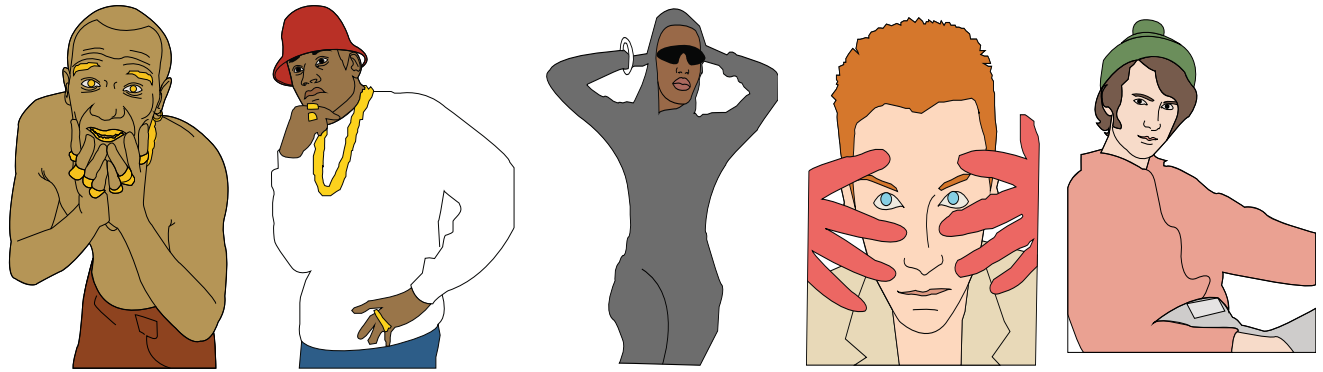


TBD- STATEMENT

This illustration was done in Adobe Illustrator. The quote comes from a CNN article about new industries and how millennials and younger generations' choices are effecting those industries. The Desert landscape is based on a photo from the Atlas World Book from Nat Geo. The portrait is based on a photo from the 1980's of UK DJ Goldie. The illustration I made, I believe, captures the interesting and energetic nature of the original photo, while blending it with two completely unrelated concepts. It is abstract, but still bares a fair amount of detail and shows GGGoldie's likeness recognizably.

I'm happy with this project and also found it interesting. My favorite part was digging through fashion and pop culture books in the library looking for interesting portraits to use. I think the method of scanning real prints changed everything because it made me look so far out of where I would usually go for reference images and I ended up finding something I really enjoyed.

TBD-PROCESS



**MILLENNIALS
ARE KILLING
CANNED TUNA**

There's New Things
COMING TO THE MARKET

**EXPECT
TO
HAVE
VERY
MUCH
OF
A
PROBLEM**

It Doesn't Get The Visibility
In Pop Culture It Deserves

**THE INJURED MAN
NOW IS
STABLE**

<https://www.cnn.com/2018/12/03/millennials-are-killing-canned-tuna-but-the-industry-is-fighting-back.html>

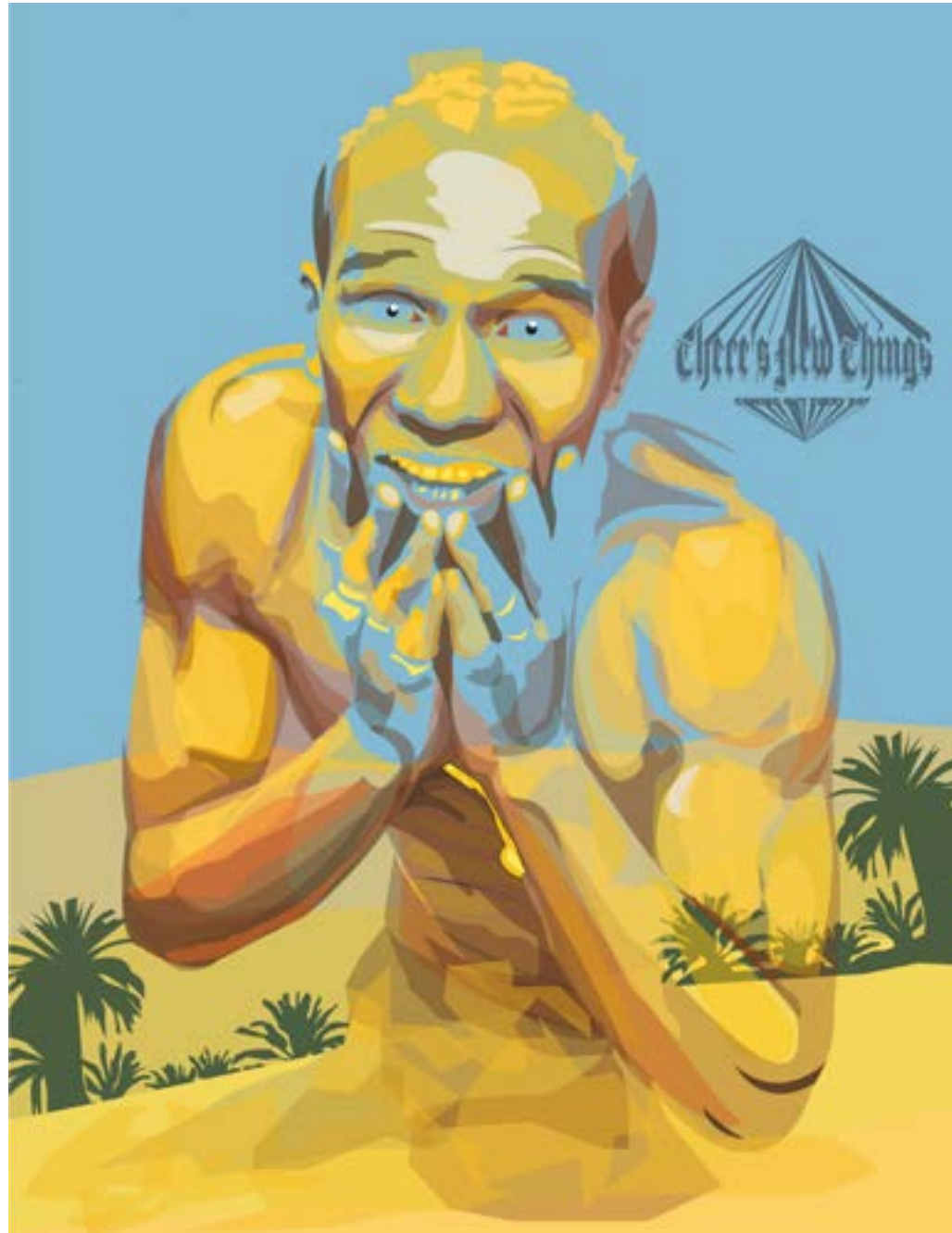
<https://www.cnn.com/2018/12/02/facebook-employees-calling-former-colleagues-to-look-for-jobs-outside.html> There's new things coming out every day

<https://www.cnn.com/2018/11/29/trump-china-trade-talks-and-nafta-fight-in-congress-set-up-buy-stretch.html>

<https://www.complex.com/pop-culture/PharellWilliamsTalkTanyaTeeWestCuddAddisLandMore>

<https://www.rockstar.com/story/56/music/2018/10/26/rockstar-48-sentenced-production-4884-see-performance/1781421002/>

TBD- FINAL



ACKNOWLEDGEMENTS

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