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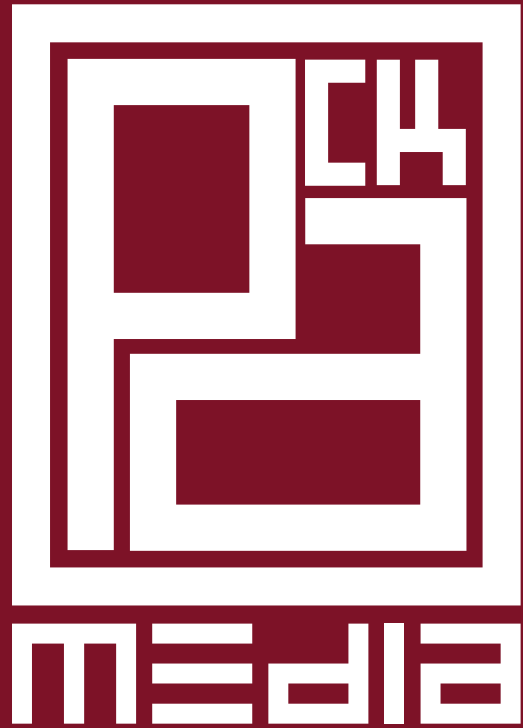
> Front End Tech

**Client** > A web design firm in northern california  
**Problem** > How do I create a logo for a web design company that is beautiful but also hints at the code and structure of a website?  
**Role** > Creative Direction, Design & Production  
**Solution** > A mark that hints at structure and depth and uses recognizable code elements in a subtle way.

**tools** >  
adobe illustrator CS4



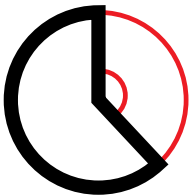
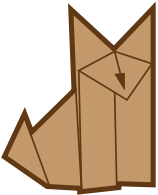
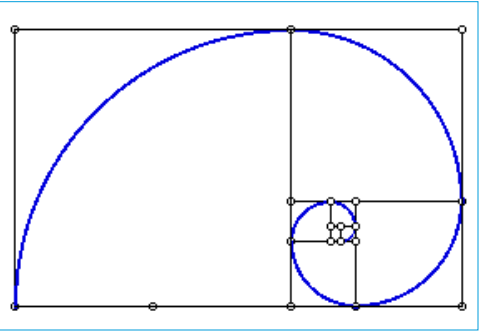
promotional apparel



➤ Pack Media

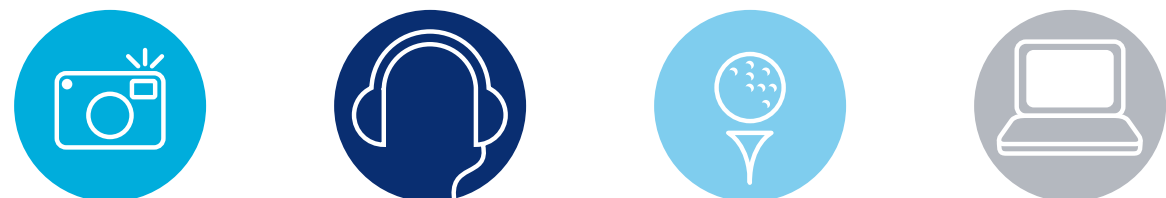
**Client** ➤ A film production & post company  
**Problem** ➤ How do I create a logo that captures their personality as well as their professionalism?  
**Role** ➤ Creative Direction, Design & Production  
**Solution** ➤ The final solution was based on the golden angle (seen below) which appears often in nature and is the basis for much good design.

**tools** ➤  
adobe illustrator CS4



a few other first round comps





> The Free Project

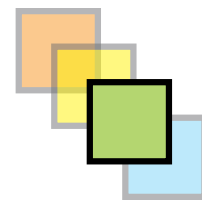
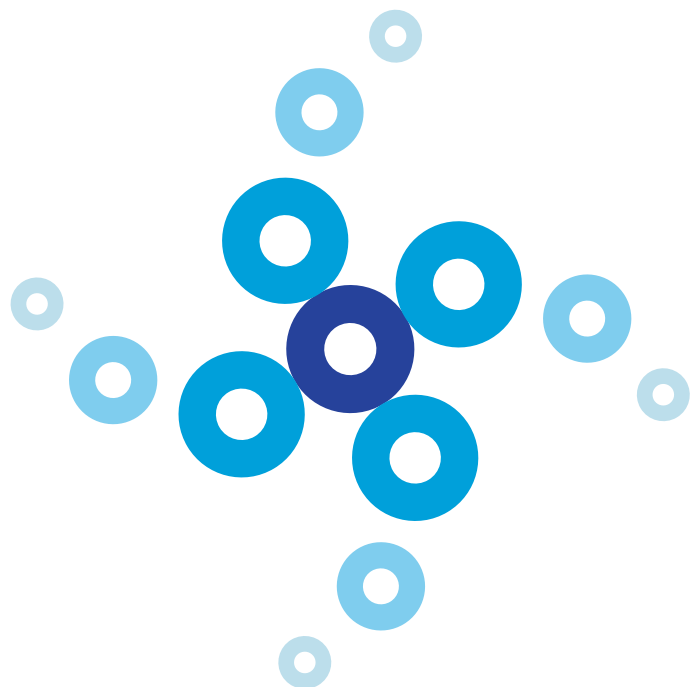
**Client** > A network of websites that promote various giveaways

**Problem** > How do I create many logos that function well on their own and also work as a consistent system?

**Role** > Creative Direction, Design & Production

**Solution** > A system of logos that are each strong on their own, but also work well together using a similar visual language and a shared color palette

**tools** >  
adobe illustrator CS4





► Entertainment Team

**Client** ► Established wedding dj, grad night & corporate party business

**Problem** ► How do I refresh an indentity without losing the existing customers, and design a singular mark that encompasses all aspects of an expanding business model?

**Role** ► Creative Direction, Design

**Solution** ► A clean modern logo that can be adapted to the various components of the company through color palette and modified design elements

**tools** ►

adobe illustrator CS4





**Kindred**  
*Spirits*



LITTLE FLAME  
 LIKE WHEN ANOITED  
 WITH THE SPIRIT

EARTH

50/50

30/70  
 100%  
 80%  
 20% or 10%

C-1000

KINDLING

FIRE & LIGHTNING  
 STORM

**Solution** ▶ By blending various religious elements the mark promotes a spiritual unity rather than a single religion. Used at the debut performance at the Disney Concert Hall

adobe indesign CS4



stationary system





## ► Overcoming Going Under

**Client** ► An indie film produced by Aught Media

**Problem** ► How do I capture the mood and of this film in a still image?

**Role** ► Creative Direction, Photography, Design & Production

**Process** ► Hand sketches for review to poster compositions

**Solution** ► A series of three posters at different angles and highlighting various colors. The style was then carried through to other promotional materials such as the dvd packaging

**tools** ►

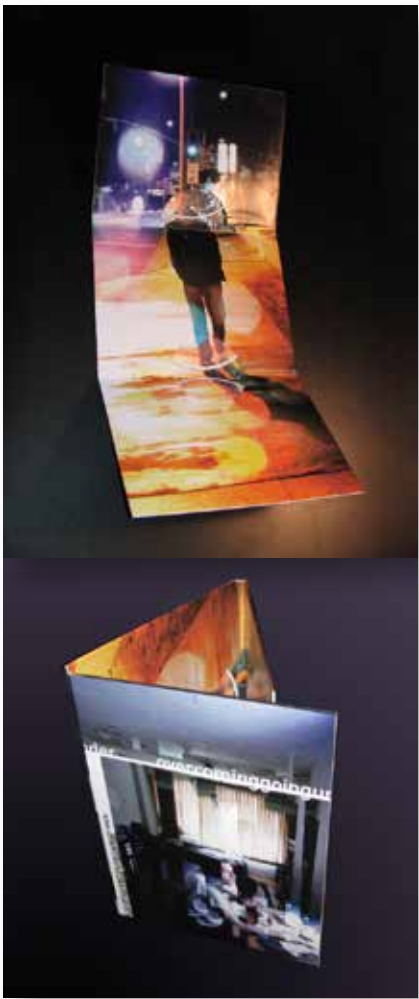
canon 20D

aperture

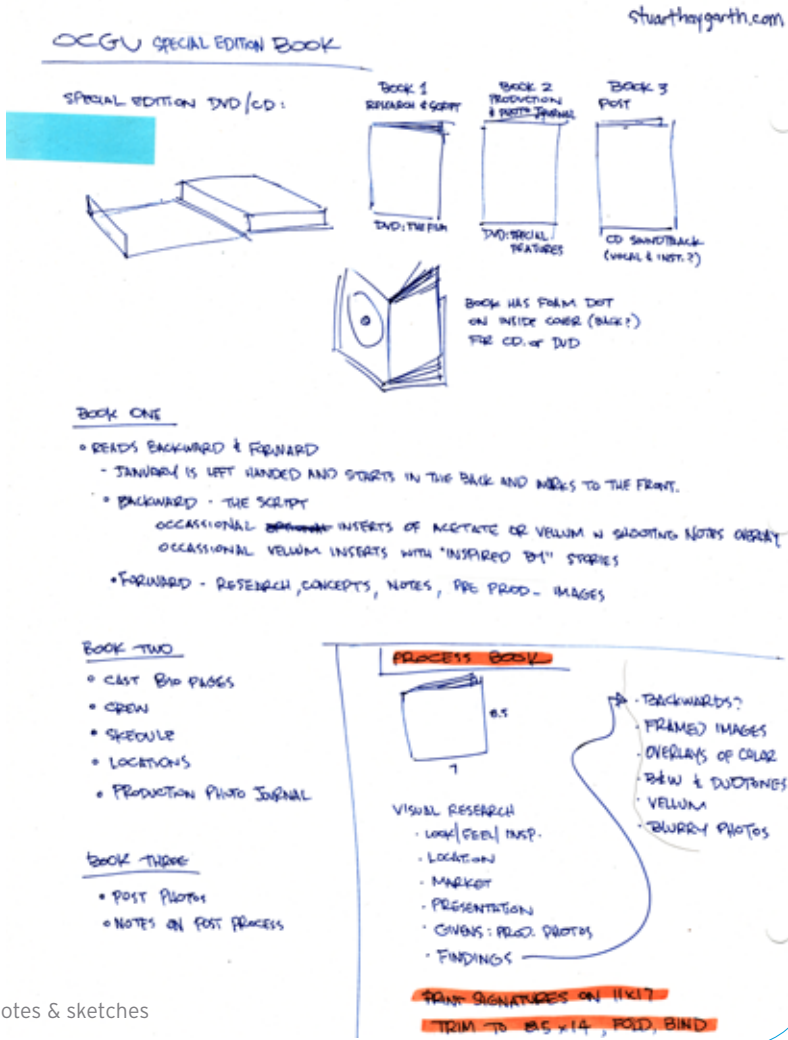
adobe illustrator CS4

adobe photoshop CS4

adobe indesign CS4



dvd packaging and notes & sketches







► Overcoming Going Under

**Client** ► An indie film produced by Aught Media  
**Problem** ► How do I make a website that serves as an extension of the story of the film and has a life on it's own?

**Role** ► Creative Direction, Design & Production  
**Solution** ► The site uses the animation style used in the movie and the navigation is based on the desktop of the main character. Hovering over each of the images triggers an animation and clicking zooms in to reveal more information about the film including the trailer

**tools** ►  
canon 20D  
aperture  
adobe illustrator CS4  
adobe photoshop CS4  
adobe flash CS4  
adobe dreamweaver CS4



opening of intro



pictures are spread on the table



a total of nine, which will be the main navigation for the site



clicking on the right side of the screen turns the focus to this area



clicking on the left would clear the main area in an animated transition



additional information about the film is brought to the main area



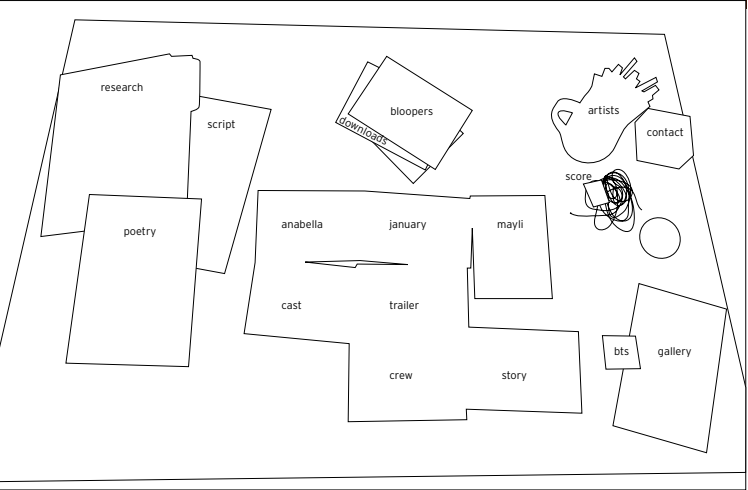
This is a example of the main home page and navigation



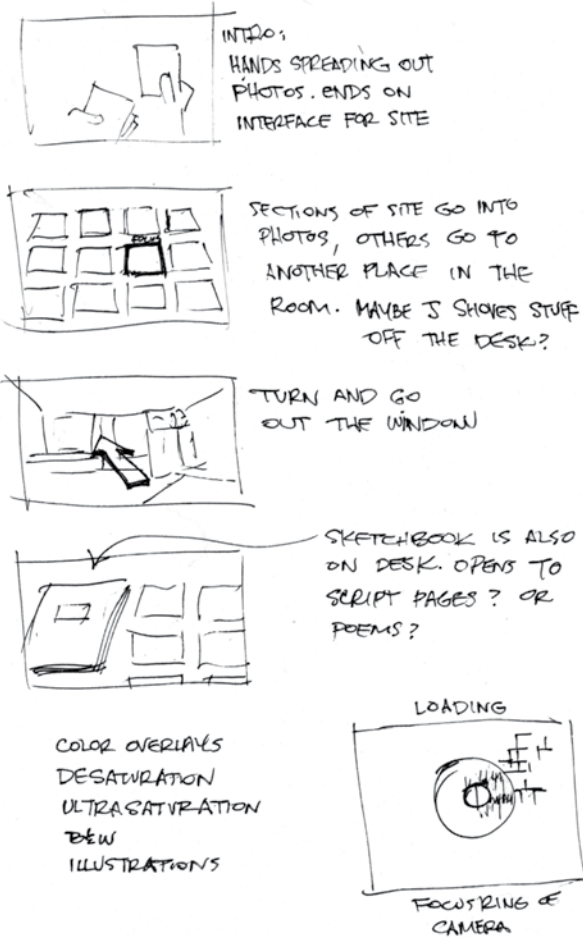
this transition would be animated in a style of parts of the movie



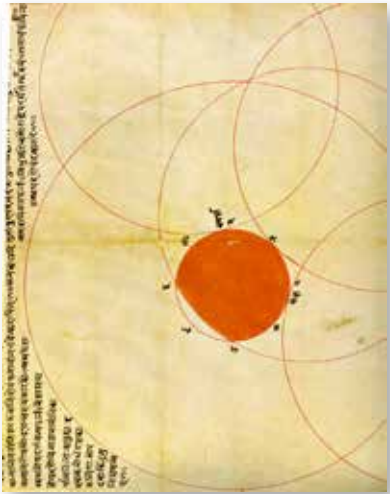
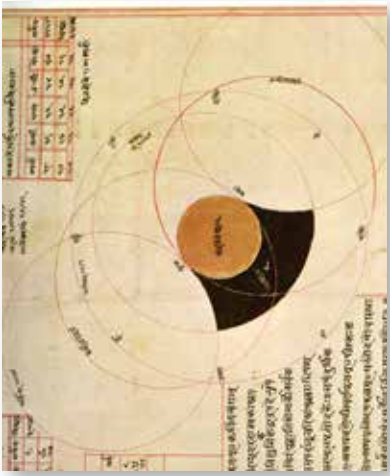
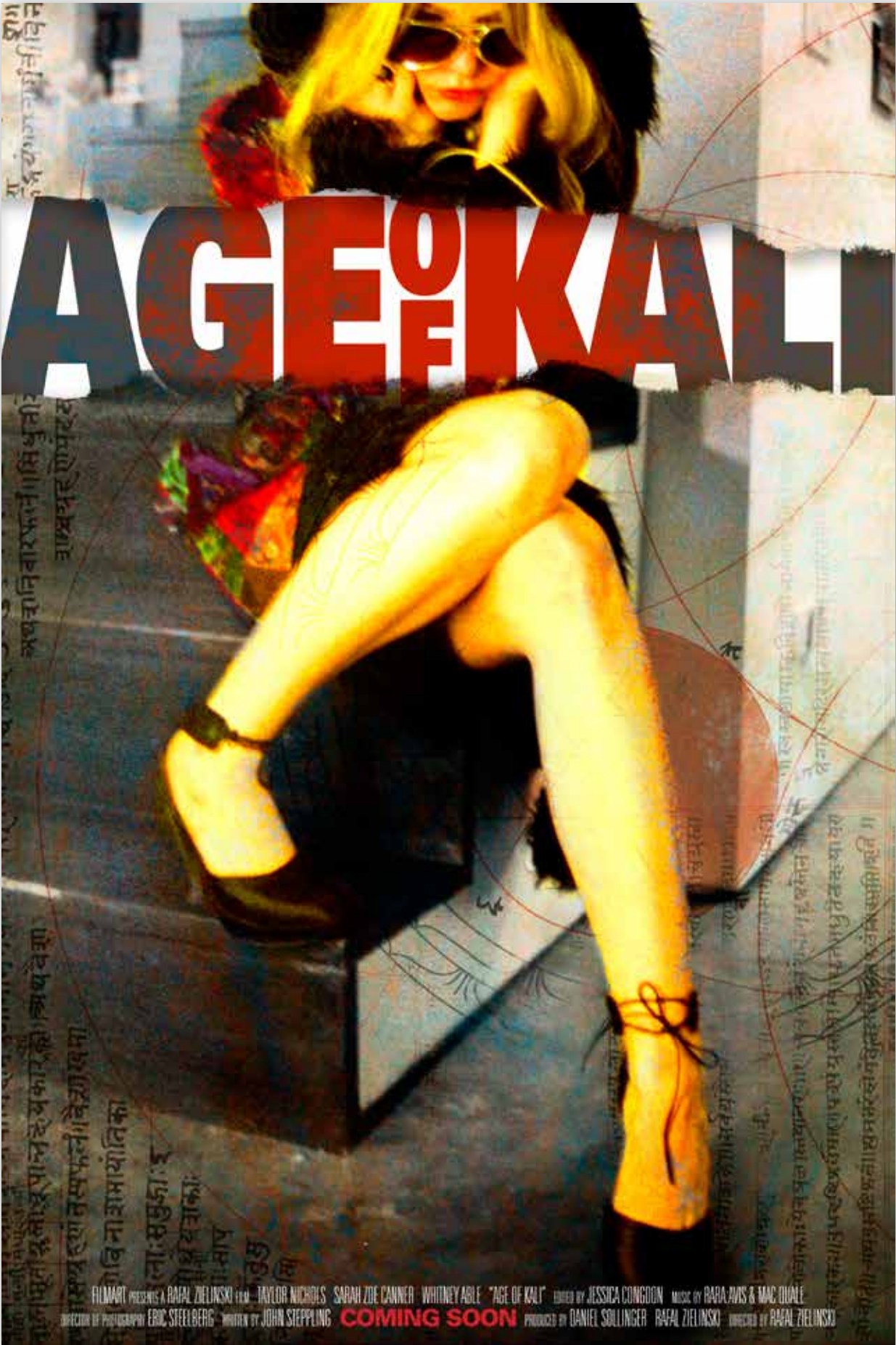
at this point the view would zoom in to reveal the info and links



the website concept







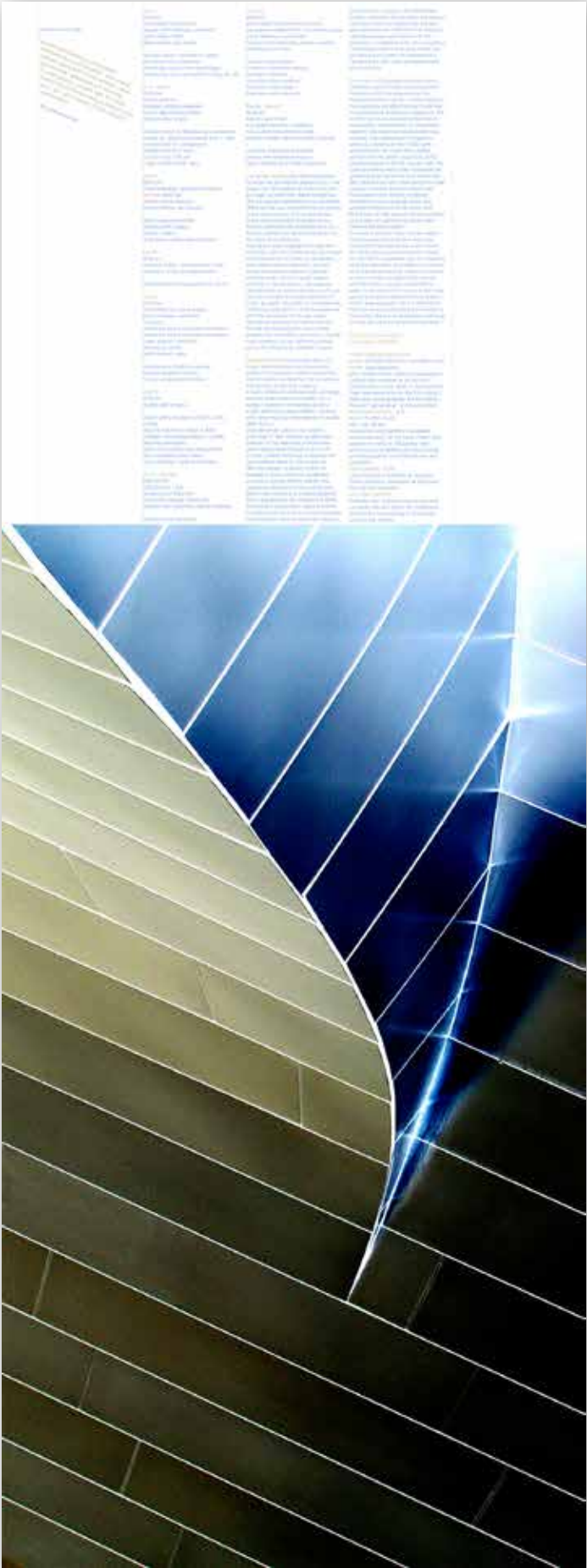
### ➤ Age Of Kali

**Client** ➤ An indie film by Rafal Zielinski  
**Problem** ➤ How do I capture the raw tension expressed in the film into a singular image?  
**Role** ➤ Creative Direction, Design & Production  
**Solution** ➤ Buddhist imagery coupled with loud colors creates tension. mimicking the mood and theme of the film.

**tools** ➤  
adobe illustrator  
adobe photoshop







» Disney Concert Hall

**Client** » Disney Concert Hall (Otis: Type IV)

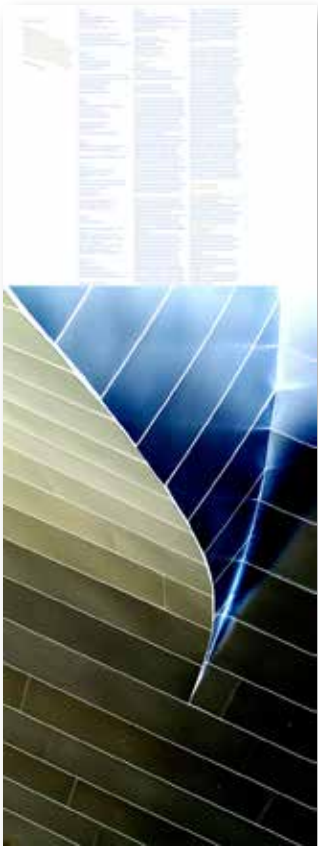
**Problem** » How do I design a calendar for the concert season of the DCH that is engaging as a poster and functional as a reference?

**Process** » Much time was spent developing the type settings for the poster on the right. I was then inspired to make another option that was as simple as possible, yet still communicated the same information. The result is on the left which uses one font, at one weight and size and only uses color and returns to demark the information.

**Solution** » For the Otis viewbook, 2x4 in New York chose my work for 3 of the 5 pages used to display the design department, including both of these posters.

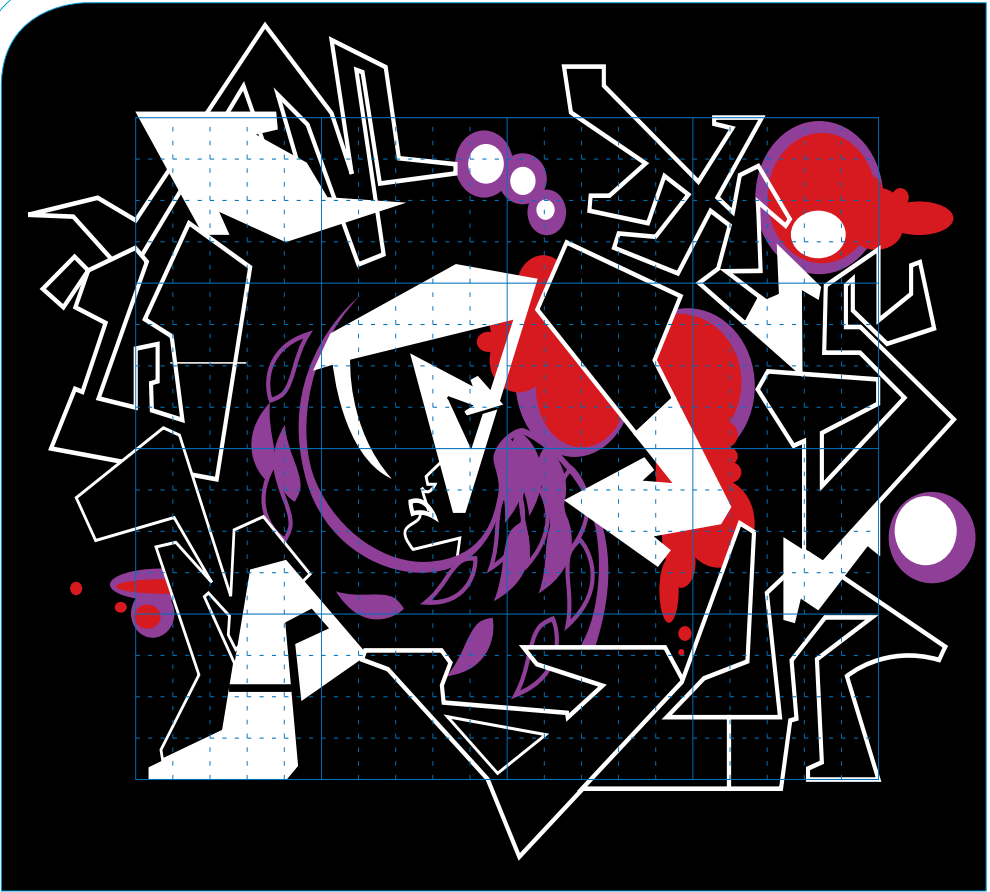
**tools** »

- canon 20D
- adobe illustrator
- adobe photoshop
- adobe indesign



a few other first round comps





## Beacon Street Dance Project

**Client** > A non profit dance company  
**Problem** > How to debut this dance company with posters, a website and also a set design that mimicked the directors vision. Secondly set up time was extremely short  
**Process** > the angel illustration came first which inspired the poster. After the set was designed and I came up with an interesting method to get it painted very quickly  
**Solution** > The set design mimicked the directors vision of the pavilion at venice beach, and all elements were finished in time for a successful performance. I'm great. Hire me

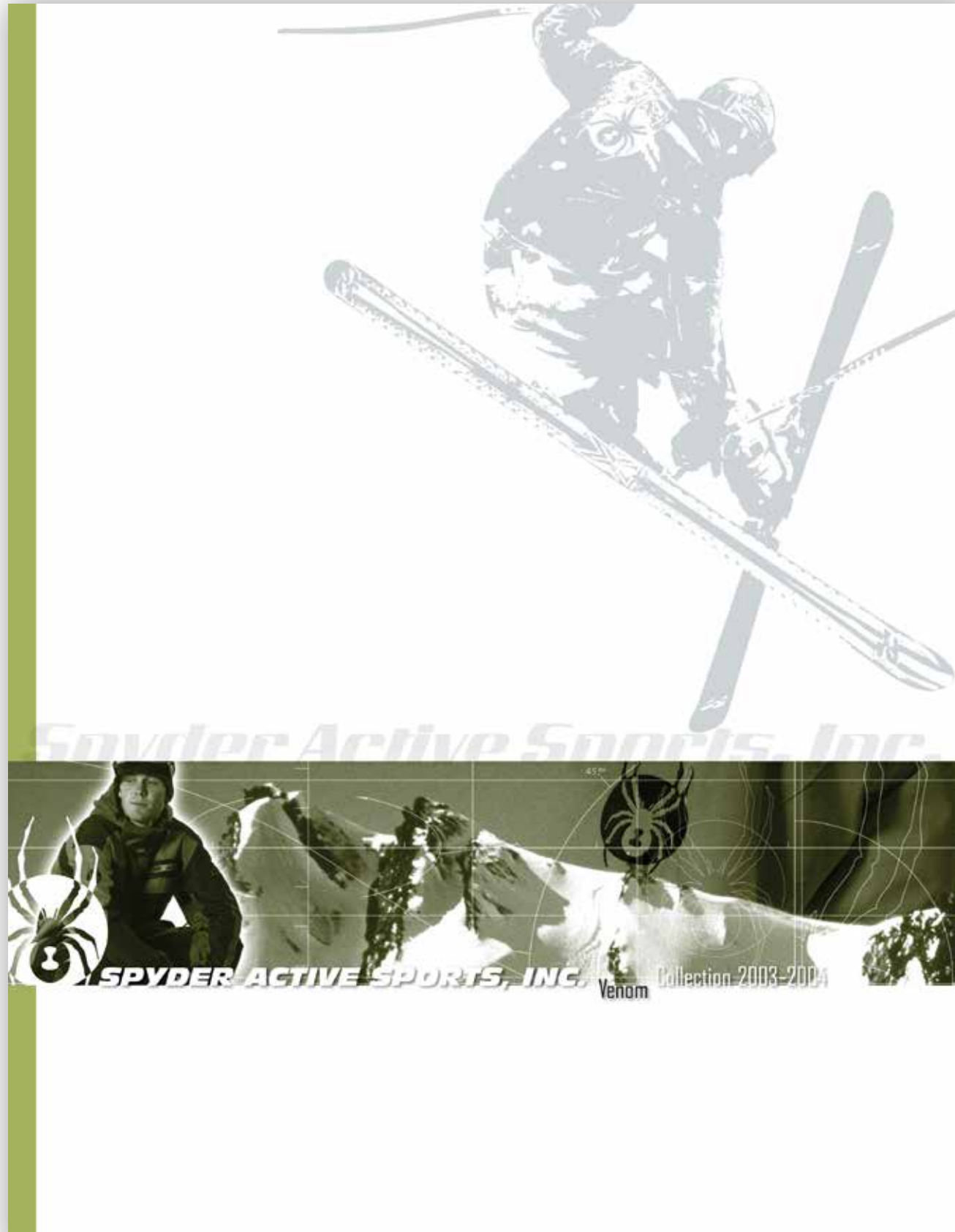
### tools >

canon 20D  
adobe illustrator  
adobe photoshop  
adobe indesign  
adobe dreamweaver  
paint  
pencil



a few other first round comps





► **Spyder Active Sports**

Client ▶ Spyder Active Sports

**Problem** ▶ With a very regimented annual development cycle how do we keep each season fresh?

Process ▶ We tackled each season as new client

**Role** ▶ Illustrator, Designer & Production

**Solution** ▶ Technical illustration of every garment in the line, new accessories, hardware and a series of catalogs

[tools >](#)

adobe illustrator

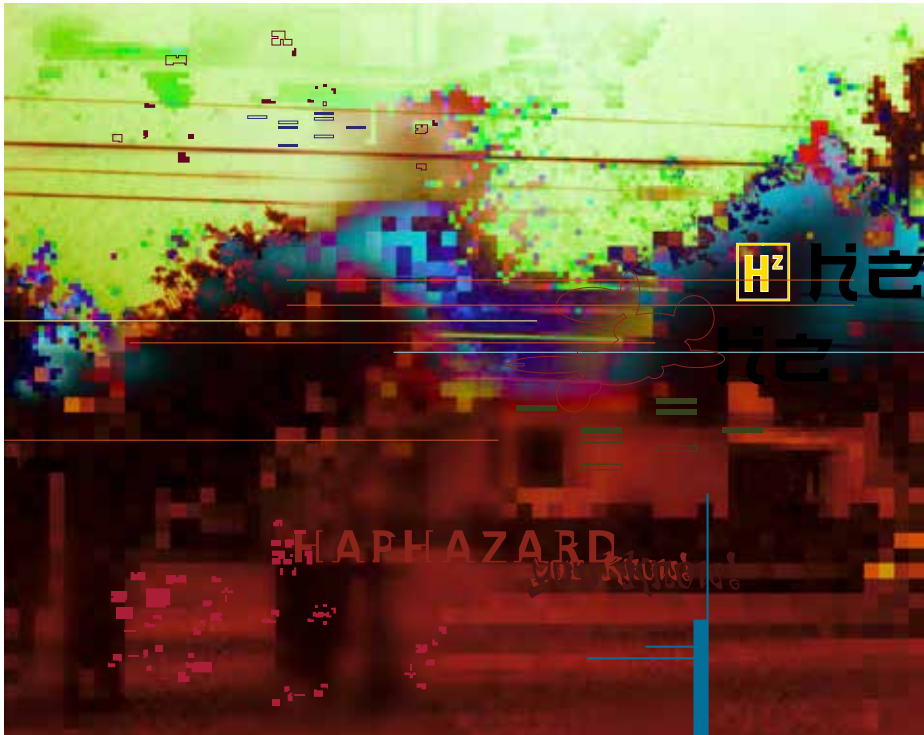
adobe photoshop

adobe indesign



the '03 catalog system & illustrations

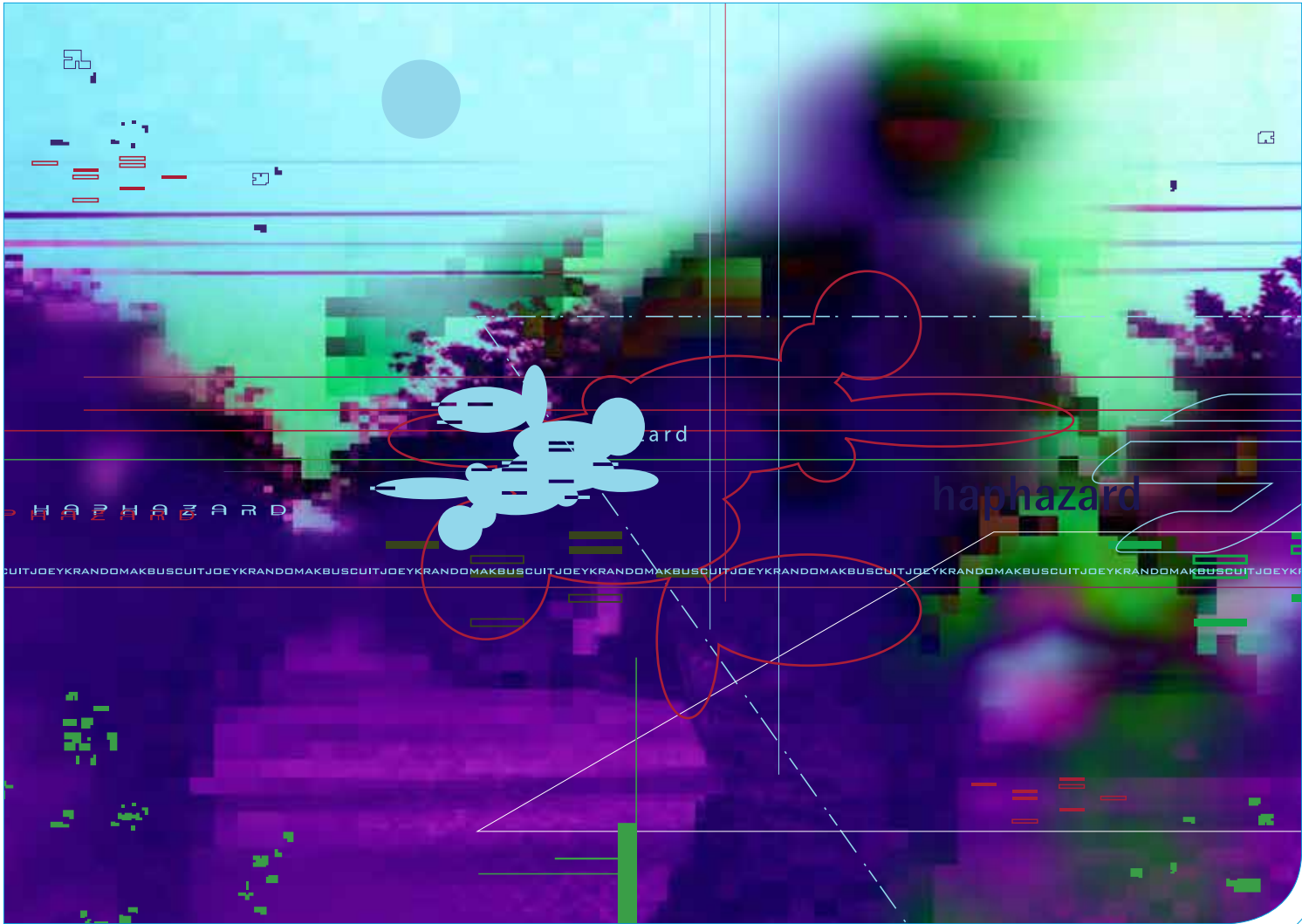




## > Haphazard

**Client** > A local Los Angeles Hip Hop music group  
**Problem** > How do I capture the kinetic mix of digital and analog instruments and the improvisational nature of this band into a design for their first cd?  
**Role** > Creative Direction, Photography, Design & Production  
**Solution** > a very wild digital painting. see?

**tools** >  
canon 20D  
adobe illustrator  
adobe photoshop





> Monkey Duck

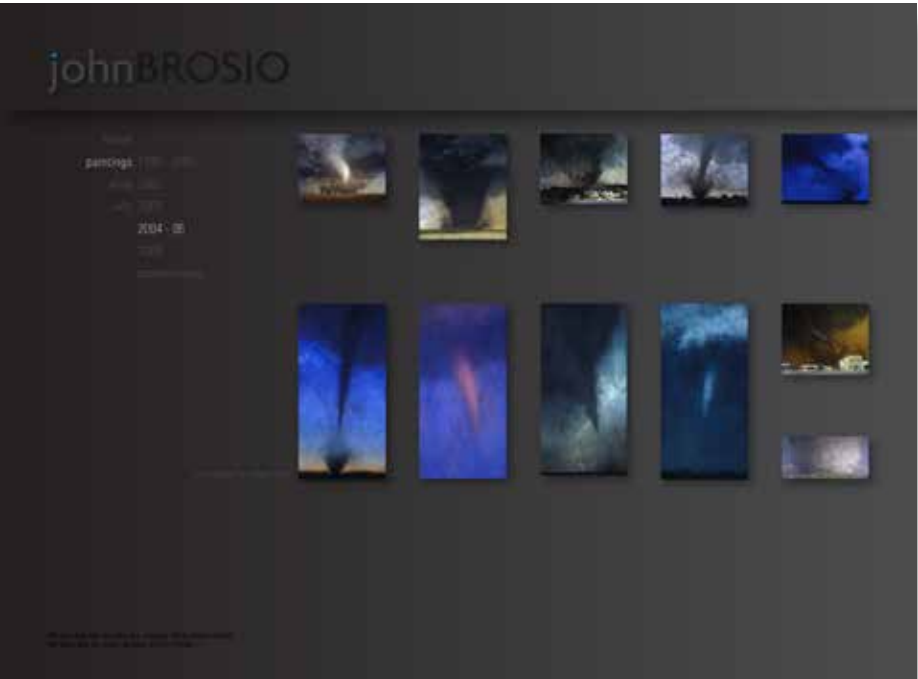
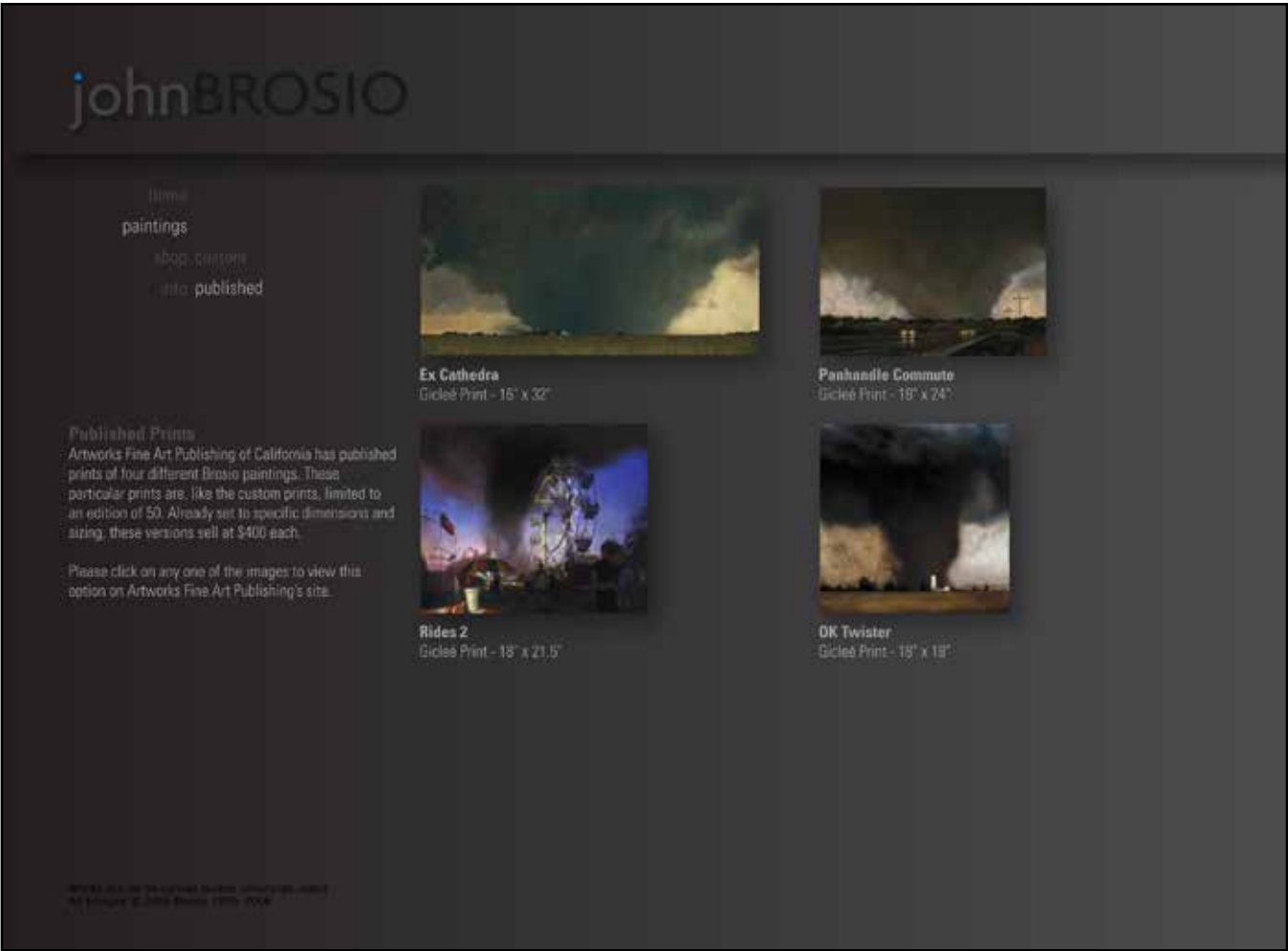
**Client** > A hilarious and eclectic blog  
**Problem** > After having a hard time finding an available domain name Ryan Vincent was about to give up when he came up with this absurd name which seemed to fit perfectly. How then do we make this ridiculous name make sense?  
**Process** > Illustrator  
**Solution** > A mascot for the site that captured it's humor and provided a symbol that could be developed into a brand

**tools** >  
adobe illustrator CS4



the website banner





# johnBROSIO

## John Brosio

- Client** ▶ Los Angeles Painter John Brosio
- Problem** ▶ How do we update his site and better display his paintings?
- Role** ▶ Creative Direction, Design & Production
- Solution** ▶ A site that is elegant and functional but does not get in the way of the art

- tools** ▶
- adobe illustrator CS4
  - adobe photoshop CS4
  - adobe flash CS4
  - adobe dreamweaver CS4



a few other first round comps