



WILL STRAIN

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designer / photographer

Mini-Portfolio – 2005 – Design/Illustration

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www.willstrain.com



PROJECT: Promotion Logo
CLIENT: Sunkist+Cooking Light Magazine
ROLE: Art Director/Designer

PROJECT: Event Logo
CLIENT: Bridge to the Arts/Hoosier Salon
ROLE: Art Director/Designer
Notes: Non-profit arts festival whose location is reflected in the skyline and bridge which define the logo.



PROJECT: Organizational Logo System
CLIENT: WorldWIT Organization
ROLE: Art Director/Designer
Notes: Designed to easily be adopted for local subsidiaries of the main organization. (ie. ChicWIT, IndyWIT, IndiaWIT, etc.)



PROJECT: Corporate Logo
CLIENT: ShankerValleau Financial
ROLE: Art Director/Designer



PROJECT: Association Logo
CLIENT: The Avenue Association of Merchants
ROLE: Art Director/Designer
Notes: Regional association of shop owners and community organizations.





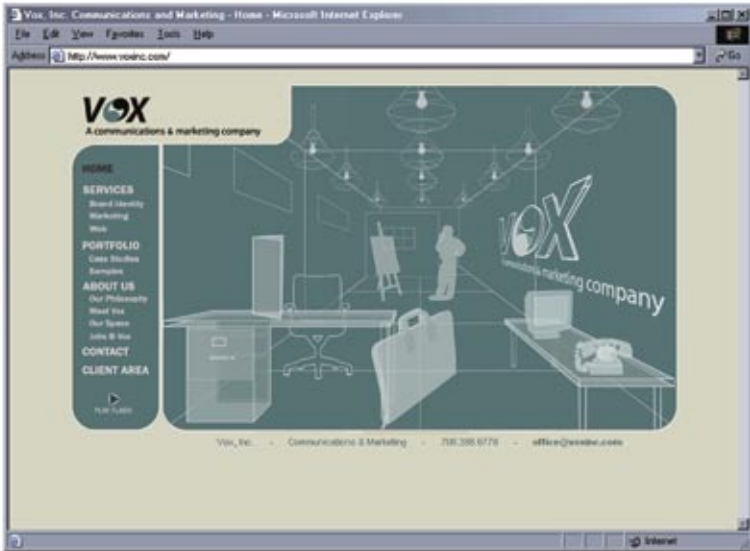
- PROJECT:** Sales Brochure System (1 of 2)
CLIENT: Intelligentsia Coffee
ROLE: Art Director/Designer/Pre-press
Notes: Extremely short time frame (12 days)
Folder, 2 brochures and 2 booklets



- PROJECT:** Sales Brochure System (2 of 2)
CLIENT: Intelligentsia Coffee
ROLE: Art Director/Designer/Pre-press
Notes: Extremely short time frame (12 days)
Folder, 2 brochures and 2 booklets

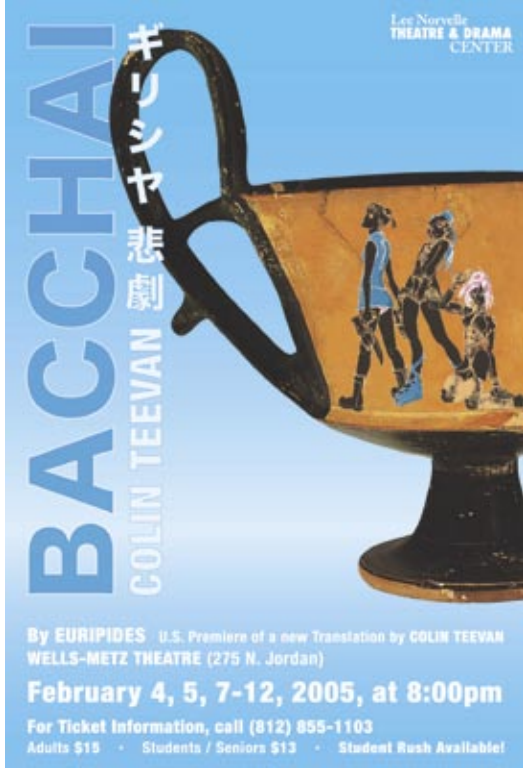


- PROJECT:** Identity Brochure
CLIENT: Vox, Inc.
ROLE: Art Director/Designer/Pre-press
Notes: Blind embossed band to wrap. By working closely with the press, we were able to come in under budget.



- PROJECT:** Company Website (offline)
CLIENT: Vox, Inc.
ROLE: Designer/Illustrator/Programmer

- PROJECT:** Bacchai Theatre Poster
- CLIENT:** Indiana University Theatre Department
- ROLE:** Art Director/Designer/Illustrator
- Notes:** the director was interpreting the play with an anime theme. I found an illustrator (and undertook one myself) for the vase figures. The Japanese text reads: "greek tragedy."

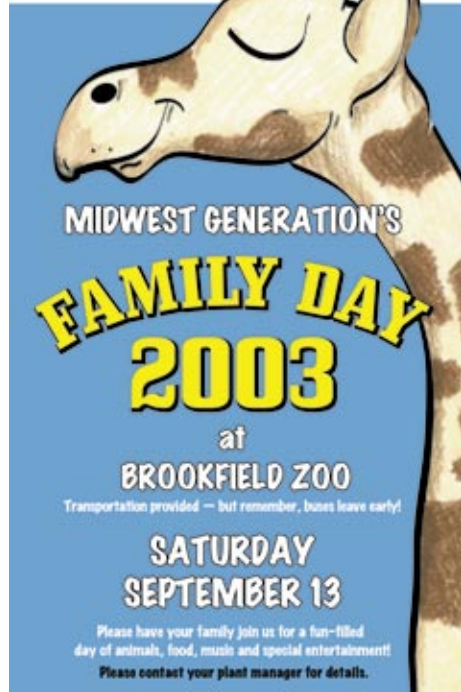
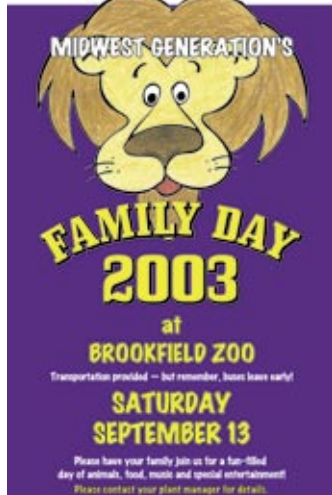
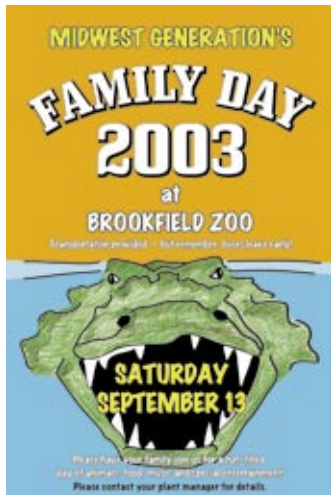


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- PROJECT:** Event Poster System (8 total)
CLIENT: Jasculca Terman/Midwest Generation
ROLE: Illustrator/Designer/Pre-press
Notes: Corporate event combining the employees from 8 locations, one animal per location. All signage, busses, and flyers reflected this — including registration tracking.

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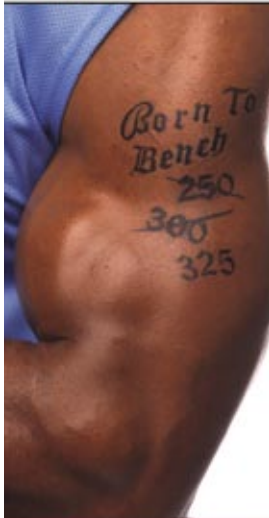


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BALLY PERFORMANCE PRODUCTS



PROJECT: Banner System (5 total)
CLIENT: Bally's Sports Clubs
ROLE: Graphic Designer/Layout
Notes: I designed the basic banners, working with an art director on the concept. Original sketch shown at left.

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PROJECT: Program ad
CLIENT: the University of Chicago Presents
ROLE: Art Director/Designer

- PROJECT:** Trade Magazine Ad
CLIENT: National Data Works
ROLE: Art Director/Designer
Notes: Serving in part as a booth driver for an upcoming tradeshow, their booth visits doubled from previous levels.

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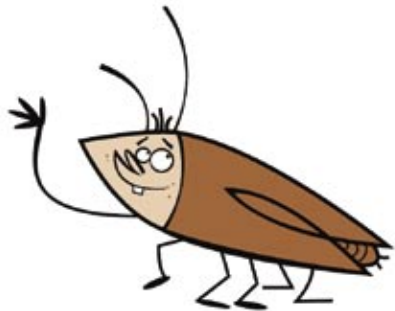
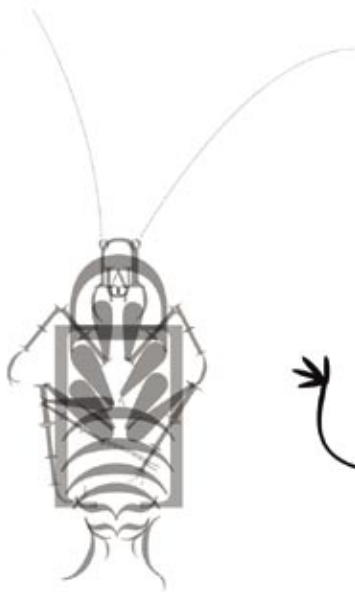


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- PROJECT:** Children's Alphabet book (untitled - C shown)
CLIENT: Personal Project
ROLE: Illustrator/Writer/Designer
Notes: An alphabet of deceased insects. Very much in progress. Each is interpreted in three styles.

PROJECT:

Photoshop "Battle" vs. Jetskier – volley 2

Notes:

A series of images, each one in response to an "opponent's" image
Each subsequent image must riff off the ideas presented before.
Such battles can be one or two images each, or go on for years with
dozens of images created.



PROJECT:

Photoshop “Battle” vs. Jetskier – volley 4

Notes:

A series of images, each one in response to an “opponent’s” image
Each subsequent image must riff off the ideas presented before.
Such battles can be one or two images each, or go on for years with
dozens of images created.



PROJECT:

Photoshop “Battle” vs. WyndomEarl – volley 1

Notes:

A series of images, each one in response to an “opponent’s” image
Each subsequent image must riff off the ideas presented before.
Such battles can be one or two images each, or go on for years with dozens of images created.



PROJECT: Photoshop "Battle" vs. WyndomEarl – volley 3

Notes: A series of images, each one in response to an "opponent's" image. Each subsequent image must riff off the ideas presented before. Such battles can be one or two images each, or go on for years with dozens of images created.

