

2020 PORTFOLIO

JASON

SCHUEERMANN



PORLAND, OR

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2020 PORTFOLIO

BRANDING



PORLAND, OR



RESTAURANT IDENTITY

2020 PORTFOLIO





RESTAURANT IDENTITY

2020 PORTFOLIO

***** MENU *****

SIZES : L XL XXL XXXL XXXXL XXXXX DEAR,

DRINKS MEALS SIDE

TEA (HOT)
DOOGH
NON-ALCOHOLIC BEER
ARAQ SAGI
SEKANJEBIN
KAHKSHIR
POMEGRANATE JUICE

KABAB KOOBIDEH
JUJE KABAB
KABAB TABEI
SHASHLIK
KABAB BAKHTYARI
KABAB BARG
CHENJE
QORME SABZI
KUFTE RIZE
DIZI

DAMPOOKHTAK
TACHIN
QORME SABZI
KUFTET RIZE
LUBIA POLOW
MORASA POLOW
SABZI POLOW
ADAS POLOW
BAQALI POLOW

FERENI
BASTANI E ZAFERANI

LAVASH FLATBRI
SAFFRON F
PLAIN F
EXTRA TAH
POTATO TAH

SINCERELY, MORE IS NICE

LOCATIONS

PHONE

LOCATIONS

1. (422)775-2865 2. (202)550-9100 21. (302)918-7196 21. (340)774-4320 41. (609)476-8482 56. (416)984-7299 71. (206)880-4185 86. (951)465-1790 10. (422)775-2865 21. (302)918-7196 21. (340)774-4320 41. (609)476-8482 56. (416)984-7299 71. (206)880-4185 86. (951)465-1790 11. (422)775-2865 21. (302)918-7196 21. (340)774-4320 41. (609)476-8482 56. (416)984-7299 71. (206)880-4185 86. (951)465-1790 12. (420)968-9787 12. (202)550-9100 22. (409)33-2840 32. (310)683-9947 47. (330)999-3822 62. (609)436-2611 77. (206)991-7379 92. (238)919-6895 13. (345)657-5091 13. (202)550-9100 23. (318)57-7123 33. (800)437-6951 48. (206)534-4320 63. (746)437-4350 78. (212)594-6945 93. (957)903-4265 14. (345)657-5091 13. (202)550-9100 23. (318)57-7123 33. (800)437-6951 48. (206)534-4320 63. (746)437-4350 78. (212)594-6945 93. (957)903-4265 15. (361)827-1284 15. (202)550-9175 25. (404)867-2724 35. (412)208-8250 50. (809)554-7101 65. (737)710-7448 80. (240)423-3654 95. (988)307-3323 16. (307)751-1119 16. (202)550-9100 26. (302)298-7166 51. (343)400-7785 66. (115)968-9823 81. (330)552-7925 96. (773)74-1015 17. (310)999-765 17. (202)550-9100 27. (302)298-7166 52. (343)400-7785 66. (115)968-9823 81. (330)552-7925 96. (773)74-1015 18. (310)999-765 17. (202)550-9100 28. (302)298-7166 53. (205)726-3639 68. (435)255-2759 82. (343)400-7785 66. (115)968-9823 81. (330)552-7925 96. (773)74-1015 19. (310)999-765 17. (202)550-9100 29. (302)298-7166 54. (401)371-4320 70. (442)951-2000 85. (470)204-4610 100. (870)998-0882 20. (377)990-4398 20. (404)968-8223 55. (777)701-9574 70. (442)951-2000 85. (470)204-4610 100. (870)998-0882 21. (302)298-7166 56. (205)726-3662 83. (343)400-7785 66. (115)968-9823 81. (330)552-7925 96. (773)74-1015 22. (302)298-7166 57. (205)726-3546 84. (343)400-7785 66. (115)968-9823 81. (330)552-7925 96. (773)74-1015 23. (302)298-7166 58. (205)726-3539 85. (343)400-7785 66. (115)968-9823 81. (330)552-7925 96. (773)74-1015 24. (302)298-7166 59. (205)726-3532 86. 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RESTAURANT IDENTITY

2020 PORTFOLIO



LOCATIONS

1. 9516 WESTWOOD BLVD. LOS ANGELES, CA
2. 2 BROOKSIDE STREET GLEN COVE, NY 11542
3. 7820 STILLWATER LANE PORT CHARLOTTE, FL 33952
4. 22 MARSHALL DR. ROCHESTER, NY 14606
5. 9746 LEES CREEK LANE TRUSSVILLE, AL 35173
6. 691 NICOLLS COURT DEARBORN HEIGHTS, MI 48127
7. 686 53RD DR. MARSHALLTOWN, IA 50158
8. 26 EAST WELLINGTON LANE FRANKLIN SQUARE, NY 11010
9. 93 ARCADIA LANE CONWAY, SC 29526
10. 904 WINCHESTER DR. MCALLEN, TX 78501
11. 339 PACIFIC COURT IOWA CITY, IA 52240
12. 9746 VALE ST. BRUNSWICK, GA 31525
13. 9235 MORRIS STREET EASTON, PA 18042
14. 9235 MORRIS STREET EASTON, PA 18042
15. 9000 PEG SHOP ST. EPHRATA, PA 17522
16. 7837 S. OXFORD ST. ELIZABETH, NJ 07202
17. 5 RIVERVIEW ST. HAGERSTOWN, MD 21740
18. 8842 HERITAGE AVE. PONTE VEDRA BEACH, FL 32082
19. 9399 KIRKLAND STREET WINDERMERE, FL 34786
20. 43 E. UNION ST. WEST BABYLON, NY 11704
21. 58 BRADFORD AVE. PISCATAWAY, NJ 08854
22. 7946 HIGH RIDGE LANE CLARKSVILLE, TN 37040
23. 130 LAKEWOOD STREET MEDIA, PA 19063
24. 911 MARKET DRIVE WILLIAMSPORT, PA 17701
25. 330 OAK VALLEY LANE BOUNTIFUL, UT 84010
26. 9399 BERKSHIRE STREET WEST BABYLON, NY 11704
27. 711 HONEY CREEK ST. CUMBERLAND, RI 02864
28. 9 YOUNG STREET SOUTH LYON, MI 48178
29. 406 SYCAMORE STREET FAIRBURN, GA 30213
30. 913 SOUTH SHIPLEY LANE BOCA RATON, FL 33428
31. 970 WEST ROOSEVELT ST. FORT WORTH, TX 76110
32. 51 ARNOLD LANE CALDWELL, NJ 07006
33. 53 PRINCE STREET EASTPOINTE, MI 48021
34. 55 CHARLES DR. NAUGATUCK, CT 06770
35. 25 NORTH WINDSOR DRIVE SIOUX FALLS, SD 57103
36. 7928 MAYFLOWER STREET LANSING, MI 48910
37. 94 SANTA CLARA COURT DOWNERS GROVE, IL 60515
38. 75 GLEN RIDGE DRIVE JAMAICA PLAIN, MA 02130
39. 850 E. REDWOOD COURT WAXHAW, NC 28173
40. 850 E. REDWOOD COURT WAXHAW, NC 28173
41. 523 HAMILTON DRIVE SOUTHAVEN, MS 38671
42. 9201 NORTH 4TH ST. QUEENSBURY, NY 12804
43. 9724 WILLIAM STREET MILLEDGEVILLE, GA 31061
44. 93 VINE STREET CHELMSFORD, MA 01824
45. 2 SHADOW BROOK ST. BUTLER, PA 16001
46. 7 EAGLE DRIVE UTICA, NY 13501
47. 978 EAST HOMEWOOD ST. DERRY, NH 03038
48. 8461 PHEASANT LANE FREMONT, OH 43420
49. 23 HILLCREST DR. ORANGE, NJ 07050
50. 26 TARKILN HILL LANE NORTH HAVEN, CT 06473

PHONE

1. (213)775-2865 21. (203)276-1842 41. (682)554-1669 61. (785)792-7997 81. (240)423-3684
2. (450)998-9765 22. (339)309-9675 42. (650)637-8998 62. (385)201-1957 82. (336)552-7925
3. (345)857-9287 23. (269)948-8525 43. (239)949-3427 63. (269)436-2611 83. (254)865-6866
4. (847)746-1827 24. (340)774-6338 44. (580)224-4784 64. (786)437-4530 84. (610)359-2085
5. (836)827-1264 25. (510)693-9947 45. (781)453-9240 65. (276)449-6271 85. (281)737-7792
6. (857)980-0099 26. (608)457-6934 46. (469)440-6690 66. (737)210-7449 86. (479)254-6815
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19. (571)592-8296 39. (510)883-8984 59. (336)713-1373 79. (212)598-6965 99. (273)244-5538
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RESTAURANT IDENTITY

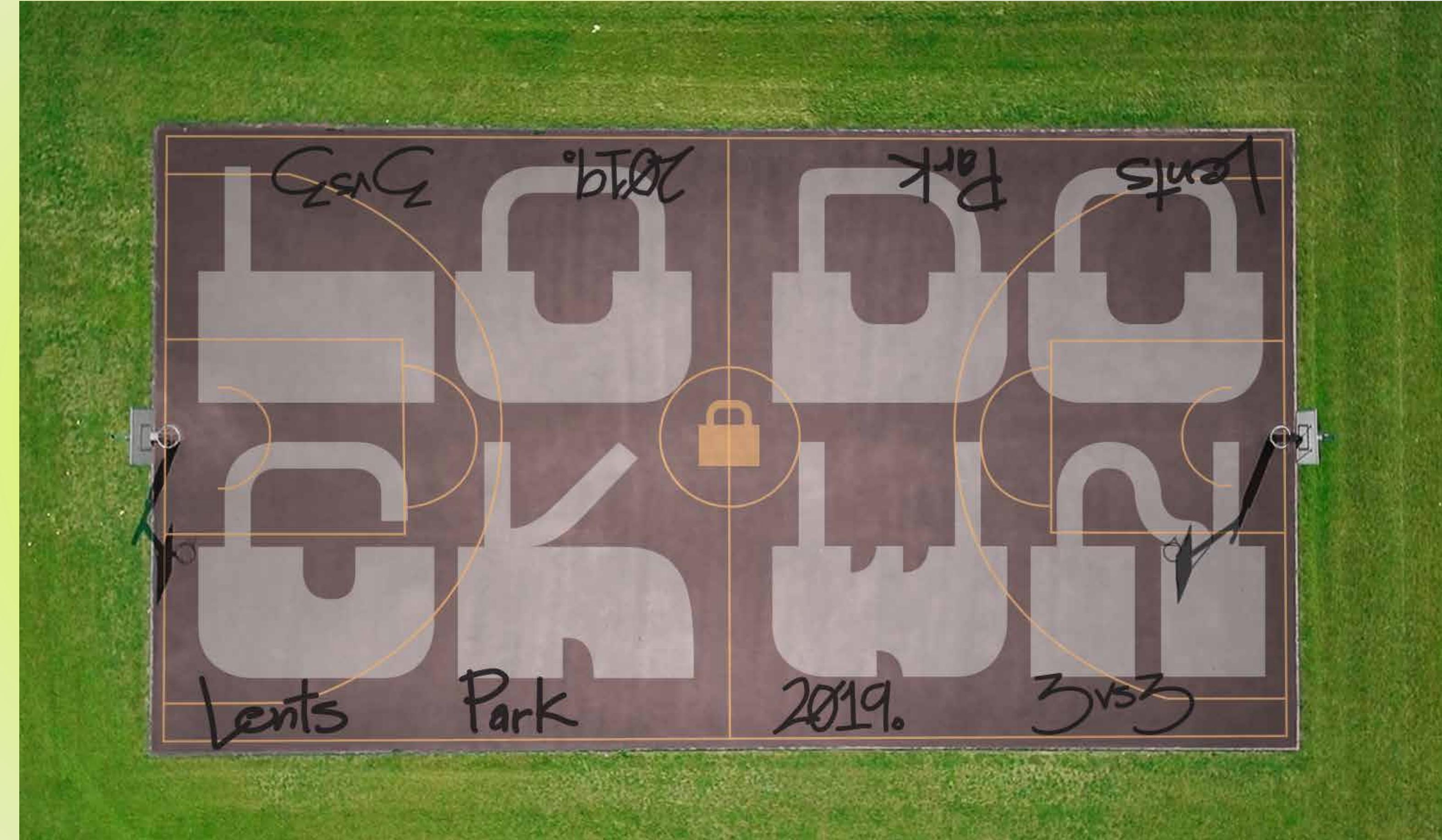
2020 PORTFOLIO

PHONE	LOCATIONS
1. (213)775-2865	1. 9516 WESTWOOD BLVD. LOS ANGELES, CA
2. (450)098-9765	2. 2 BROOKSIDE STREET GLEN COVE, NY 11542
3. (345)857-9287	3. 7820 STILLWATER LANE PORT CHARLOTTE, FL 33952
4. (847)746-1827	4. 22 MARSHALL DR. ROCHESTER, NY 14606
5. (836)827-1264	5. 9746 LEES CREEK LANE TRUSSVILLE, AL 35173
6. (857)980-0099	6. 691 NICOLLS COURT DEARBORN HEIGHTS, MI 48127
7. (645)751-1111	7. 686 53RD DR. MARSHALLTOWN, IA 50158
8. (871)999-7651	8. 26 EAST WELLINGTON LANE FRANKLIN SQUARE, NY 11010
9. (213)004-0002	9. 93 ARCADIA LANE CONWAY, SC 29526
10. (757)690-6398	10. 9047 WINCHESTER DR. MCALLEN, TX 78501
11. (202)555-0180	11. 339 PACIFIC COURT IOWA CITY, IA 52240
12. (202)555-0125	12. 9746 VALE ST. BRUNSWICK, GA 31525





3V3 EVENT





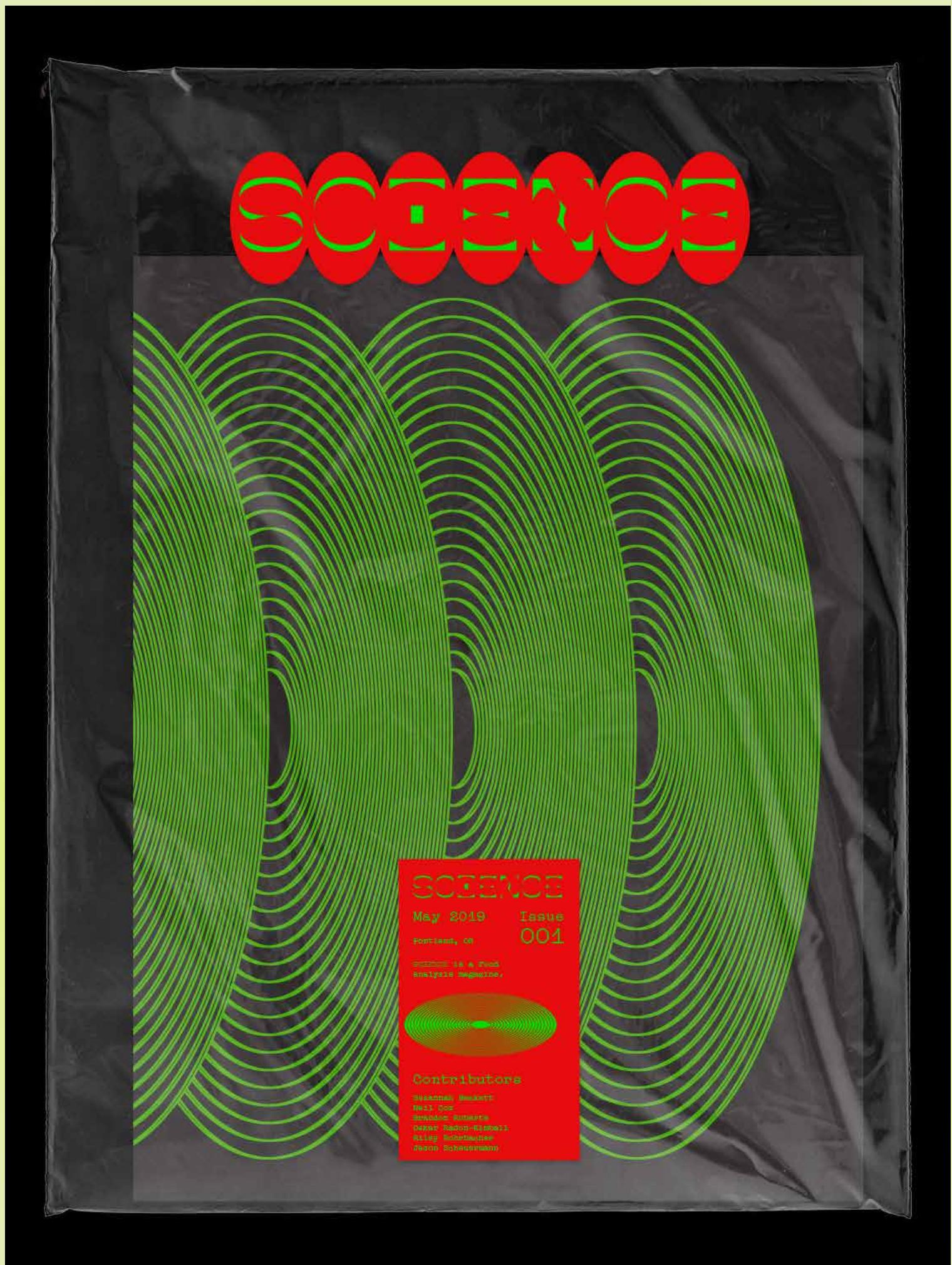
IDENTITY FOR CONCEPT EXHIBITION





FOOD READER

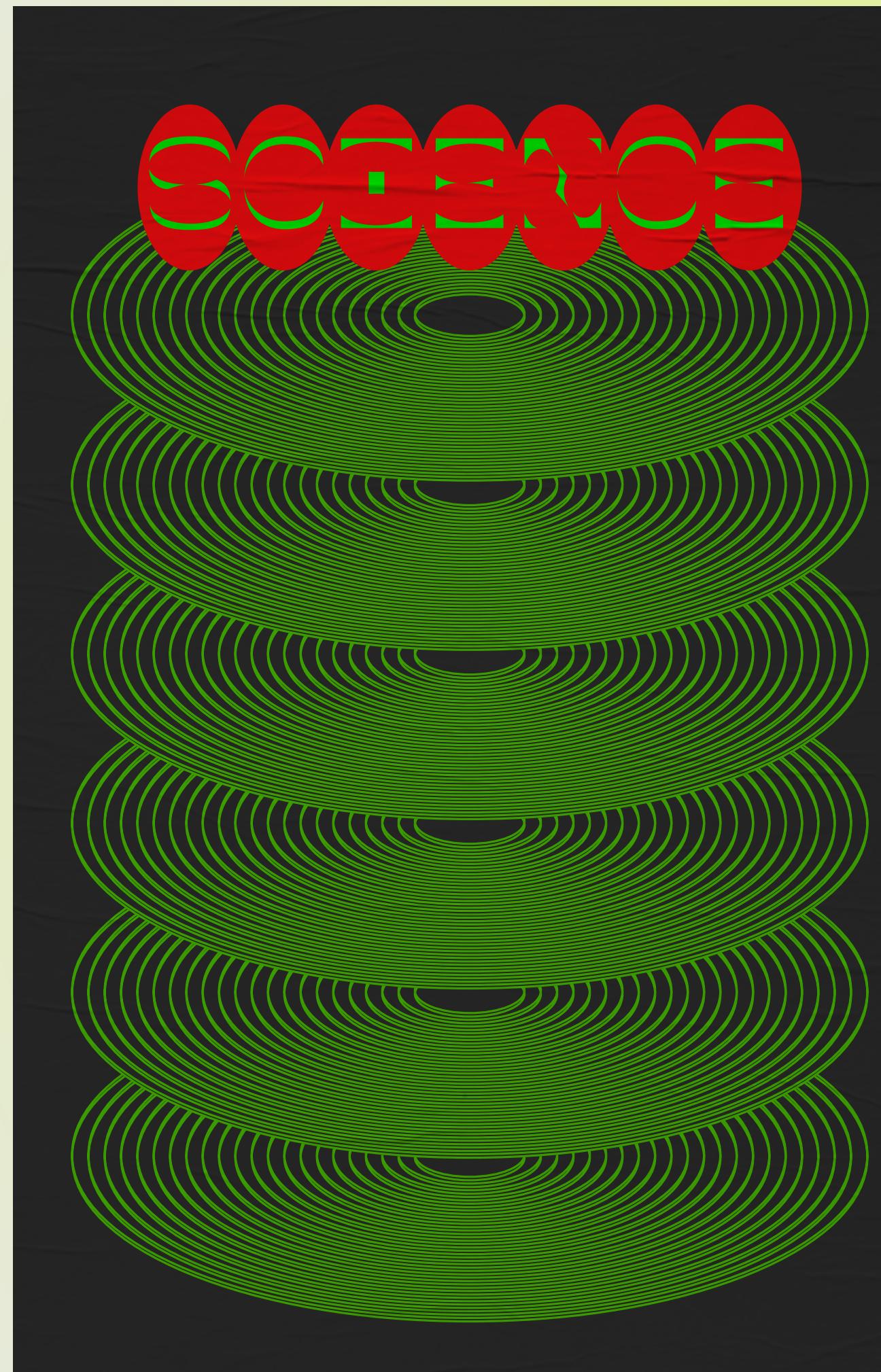
2020 PORTFOLIO





FOOD READER

2020 PORTFOLIO



LOADED SCIENCE DISK ...

THE GOD DISCOVERED BURRITO

\$7.50

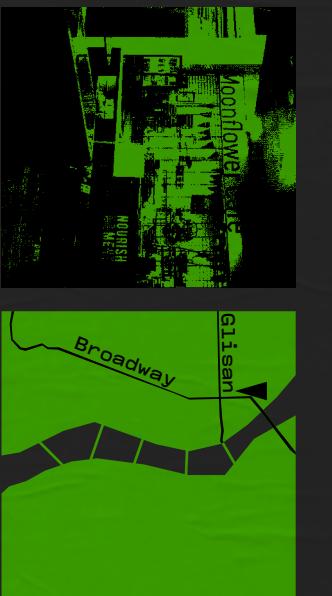
Rating:
* * * *

Cheddar_Cheese_Tomatillo
Salsa_Lamb Chorizo_Flour
Tortilla_Beans_Rice_

Moonflower Cafe
511 NW Broadway,
Portland, OR 97209

The Lamb Chorizo is the dominant flavor in the God burrito. Spicy with a hint of smoke, it fills your mouth with warmth. The Lamb is very juicy and the other ingredients absorb the flavor making it hard to distinguish different flavors but not negatively impacting the originality of the meat.

Impacting the taste, the lamb is chewy from tortilla, not adding much flavor but contributing some solid texture. It's overall flavor is smooth but not dull, making each bite consistently delicious.



FRINGE DESIGN LAB EVENT

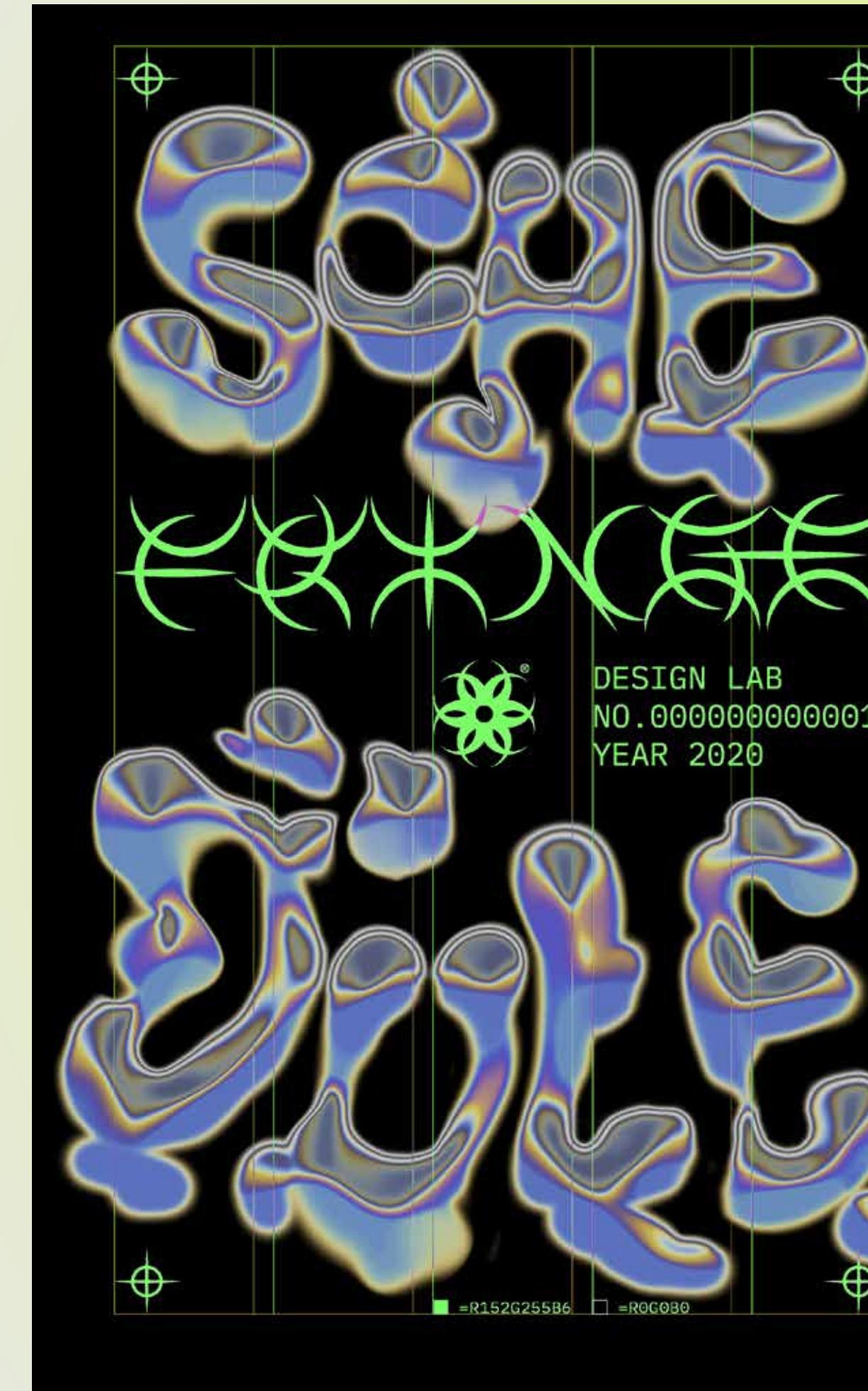
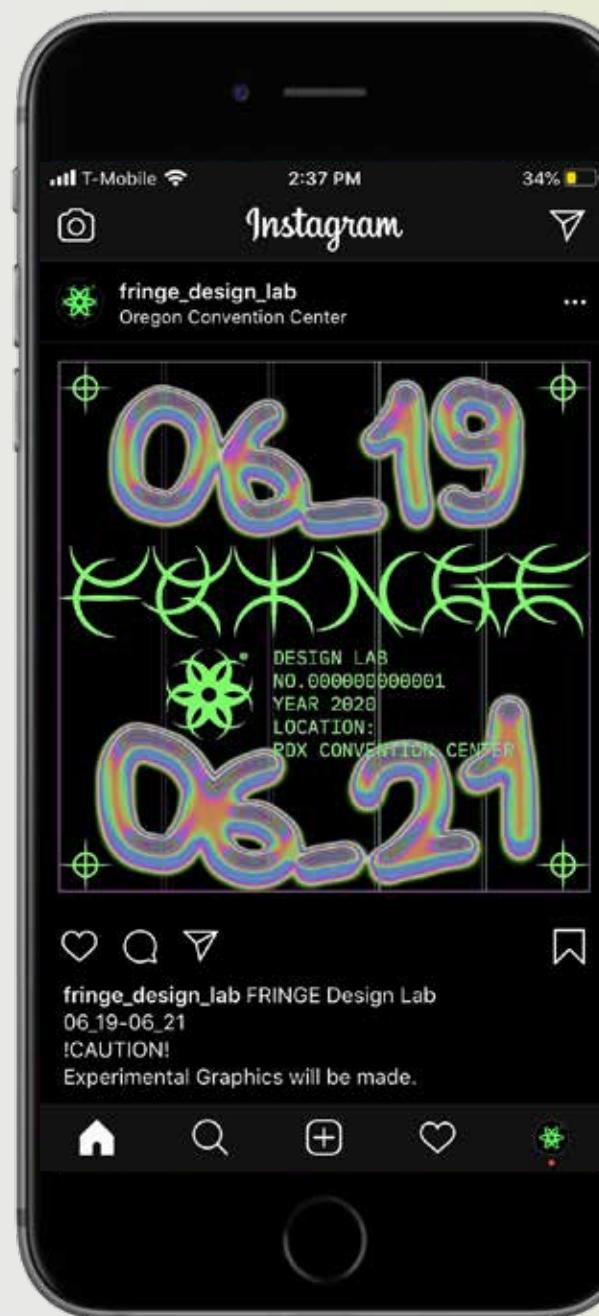
2020 PORTFOLIO





FRINGE DESIGN LAB EVENT

2020 PORTFOLIO

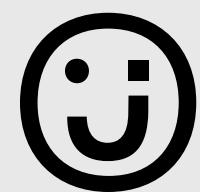


DAY 01		
06_19_2020		
8:30	Auditorium	Welcome + Intro
9:00	Lab	Type Workshop: Velvetyne TF
9:30	Lab	Experiment 01: Type Design
12:00	Cafeteria	Lunch + Break
1:30	Lab	Experiment 02: Poster Design
DAY 02		
06_20_2020		
8:30	Auditorium	Designer Talk
9:00	Lab	Motion Workshop: Golgotha Studio
9:30	Lab	Experiment 05: Motion
12:00	Cafeteria	Lunch + Break
1:30	Auditorium	Gallery/After Party

DAY 02 CNTD...		
06_20_2020		
1:30	Lab	Experiment 04: Web Design
DAY 03		
06_21_2020		
8:30	Auditorium	Designer Talk
9:00	Lab	Motion Workshop: Golgotha Studio
9:30	Lab	Experiment 05: Motion
12:00	Cafeteria	Lunch + Break
1:30	Auditorium	Gallery/After Party

2020 PORTFOLIO

POSTERS

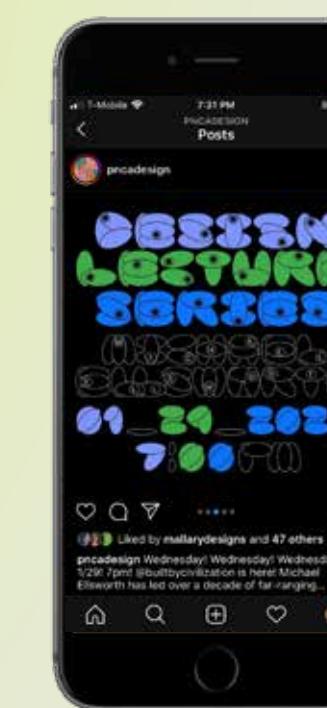
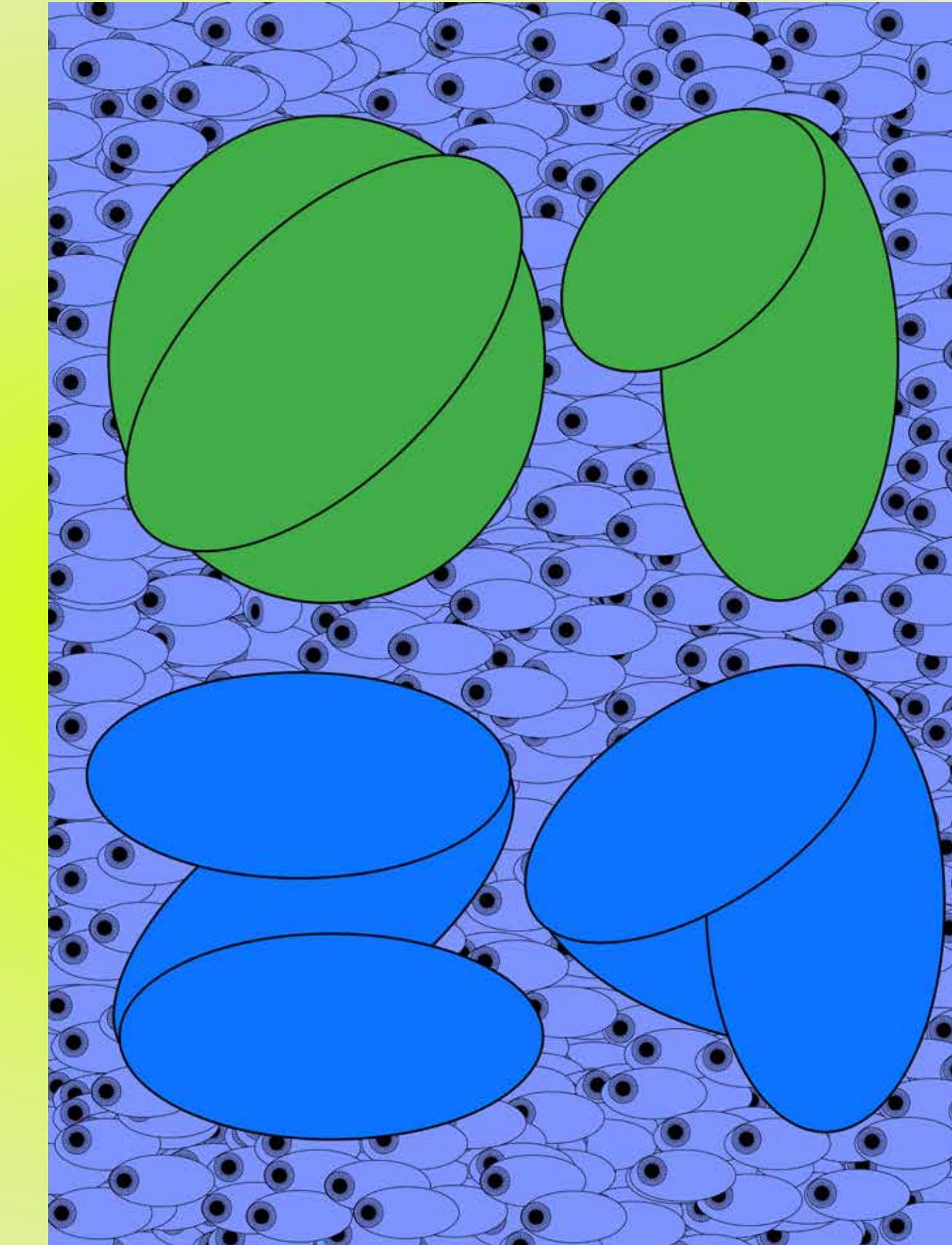
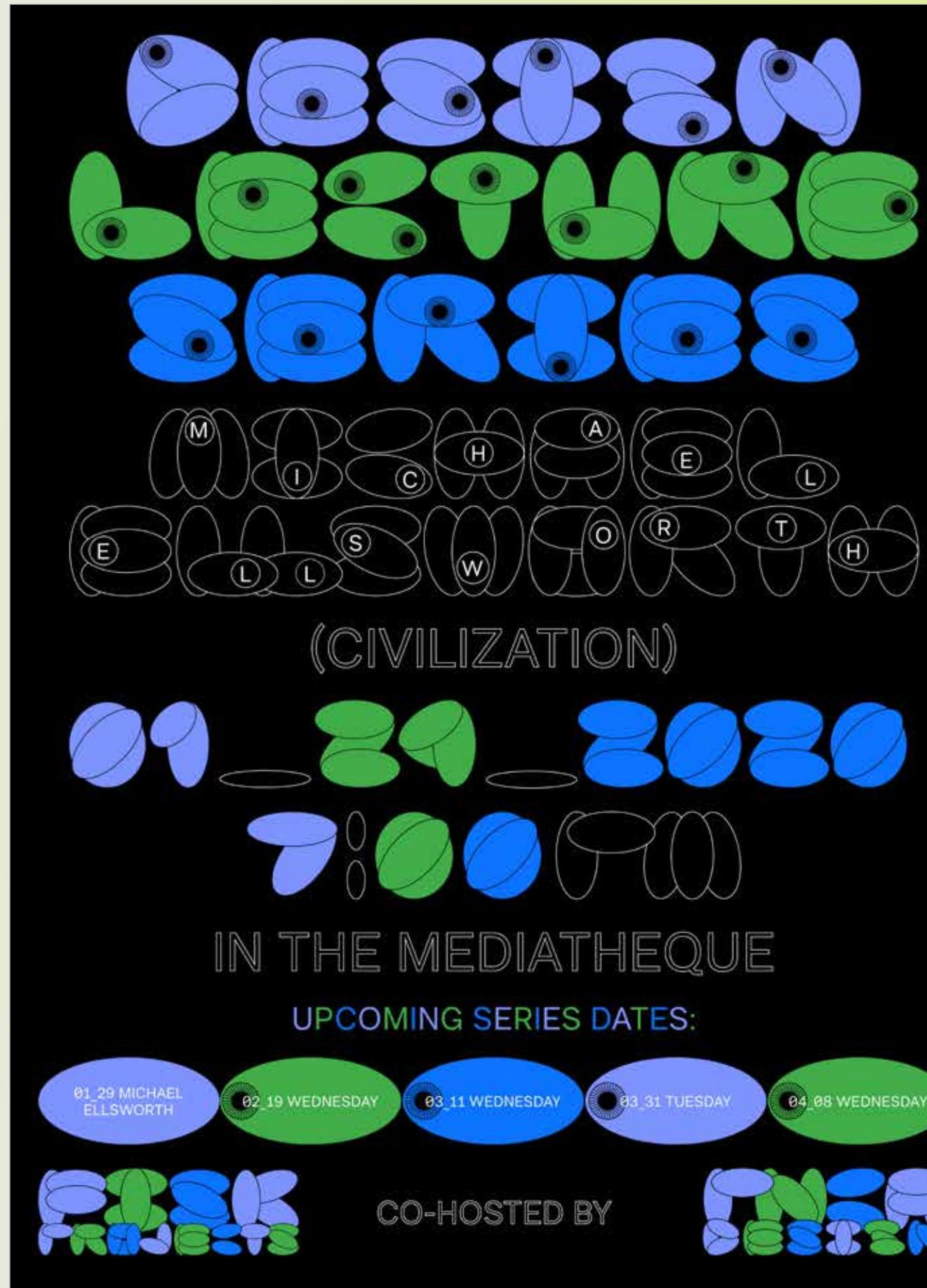


PORLAND, OR



DESIGN LECTURE SERIES

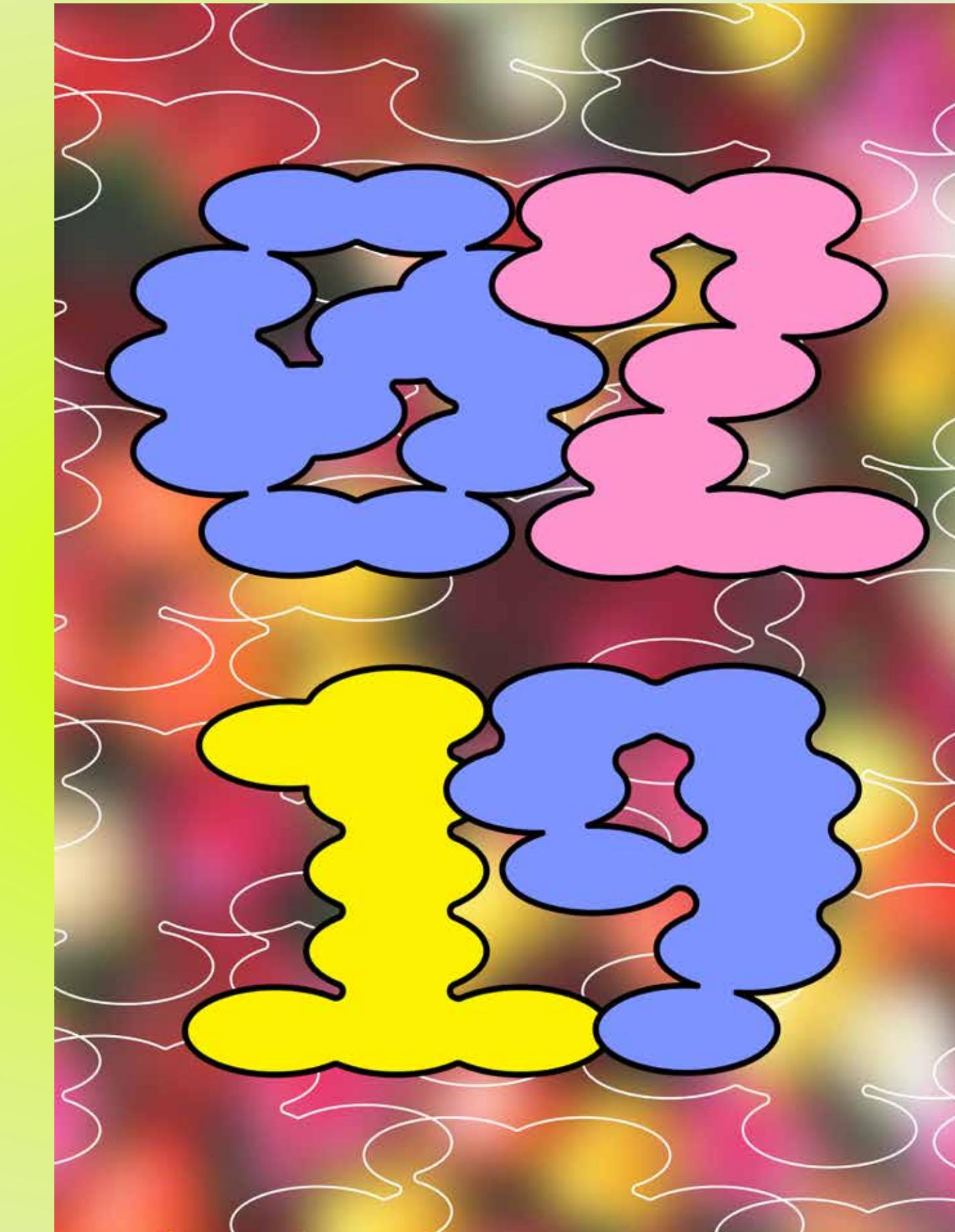
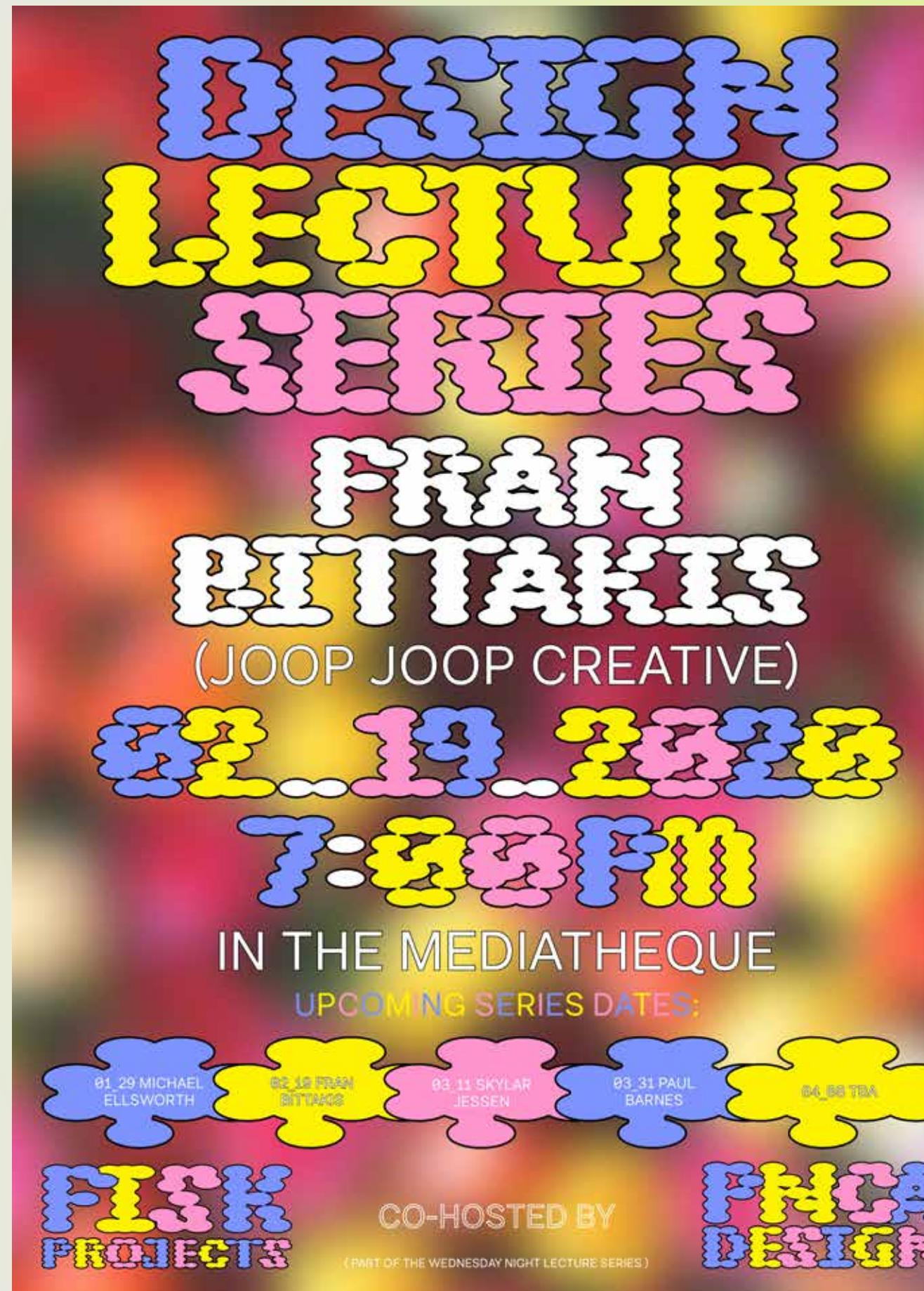
2020 PORTFOLIO





DESIGN LECTURE SERIES

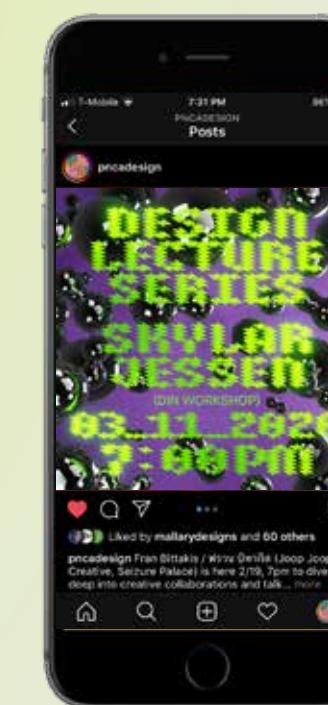
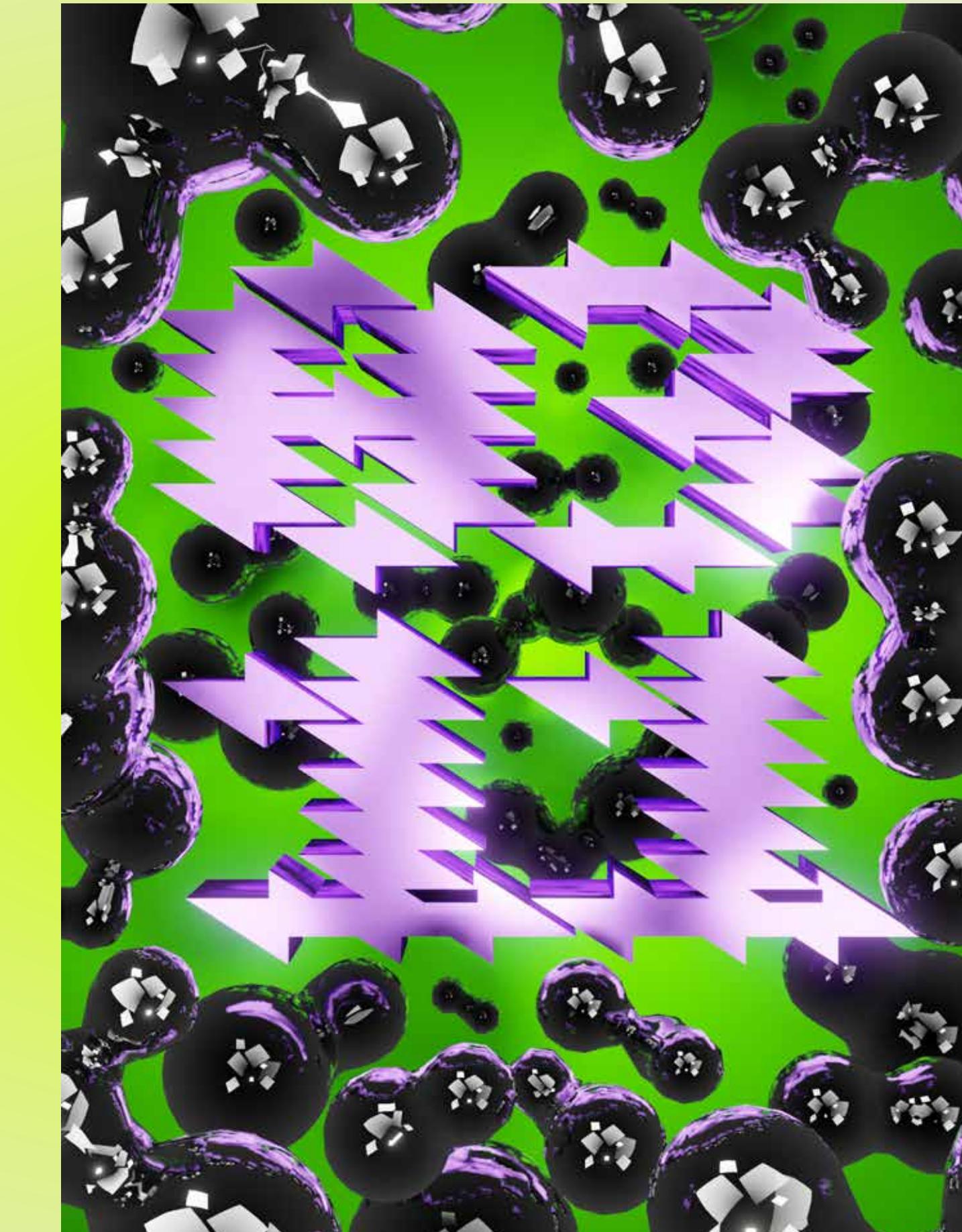
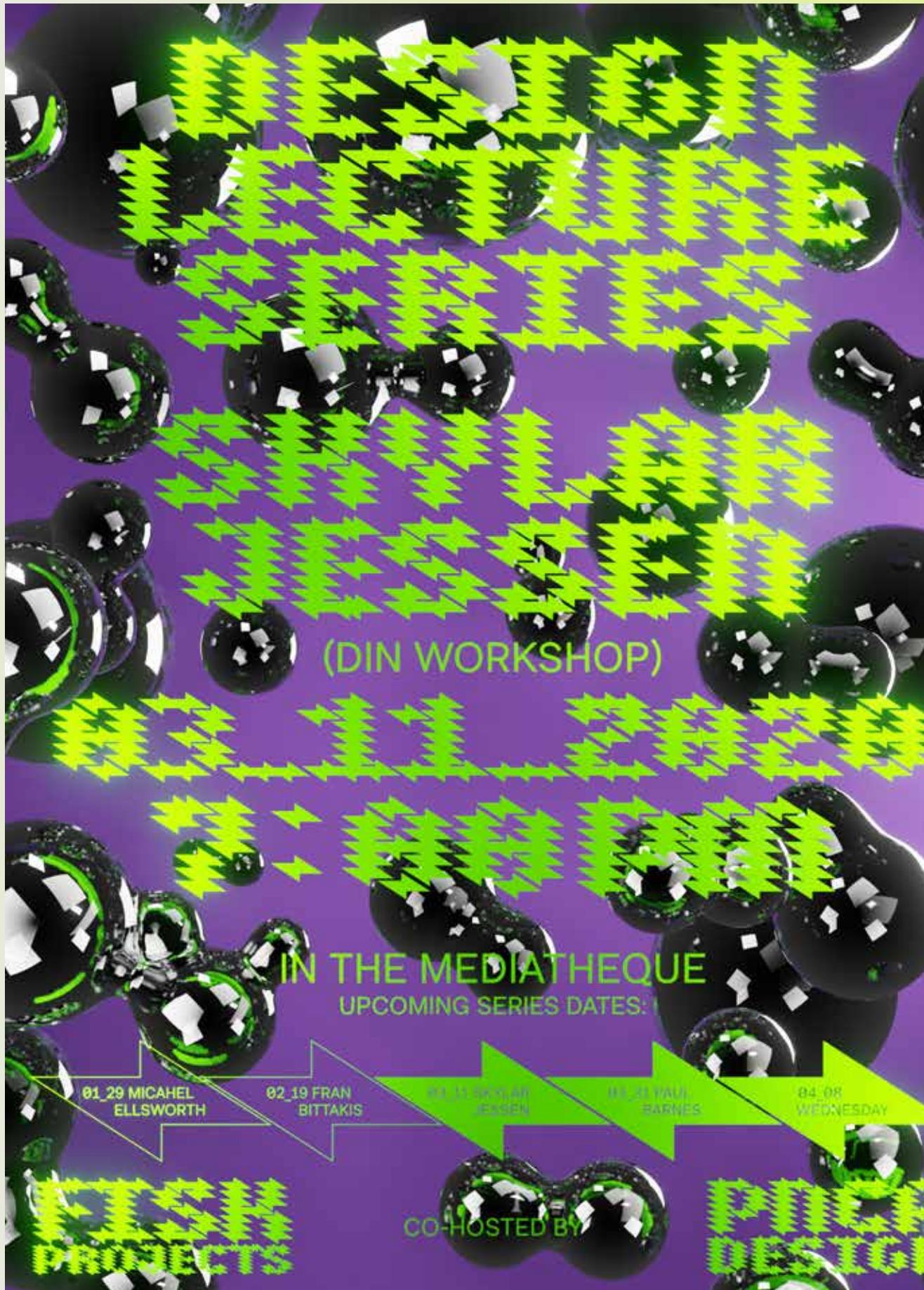
2020 PORTFOLIO





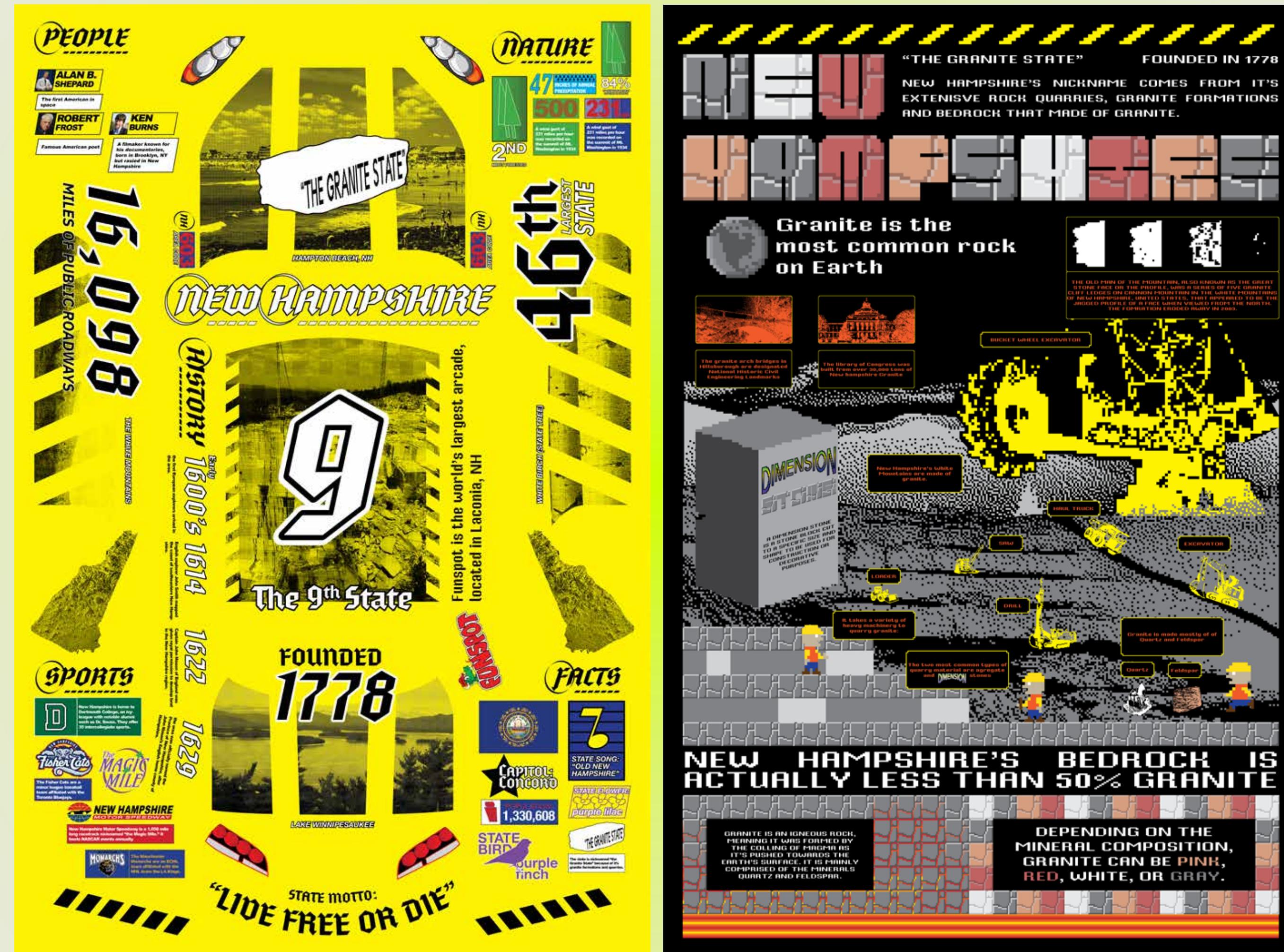
DESIGN LECTURE SERIES

2020 PORTFOLIO





TWO-SIDED ATLAS



PEOPLE



**ALAN B.
SHEPARD**

The first American in space



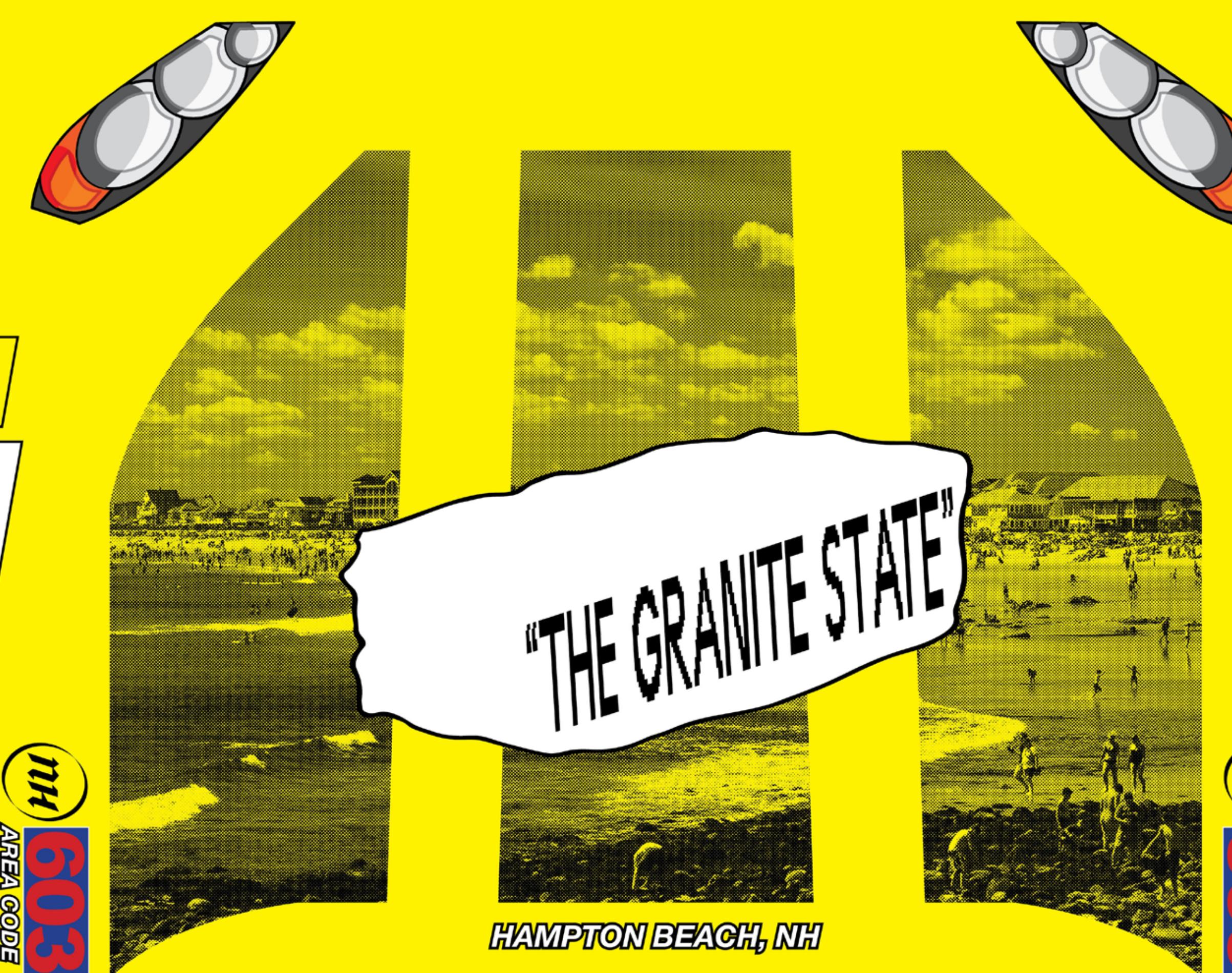
**ROBERT
FROST**

Famous American poet



**KEN
BURNS**

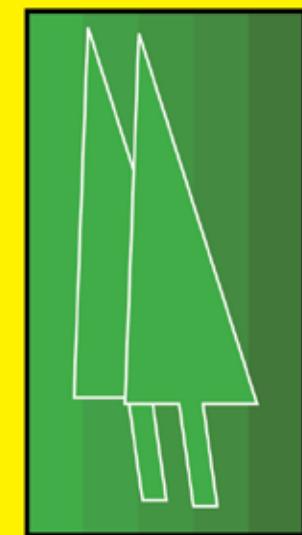
A filmmaker known for his documentaries, born in Brooklyn, NY but raised in New Hampshire



MILES OF PUBLIC ROADWAY
1,191

new HAMPSHIRE

NATURE



2ND
MOST FORESTED

47 INCHES OF ANNUAL PRECIPITATION

500

231 mph



84%
OF NEW HAMPSHIRE IS COVERED IN FOREST

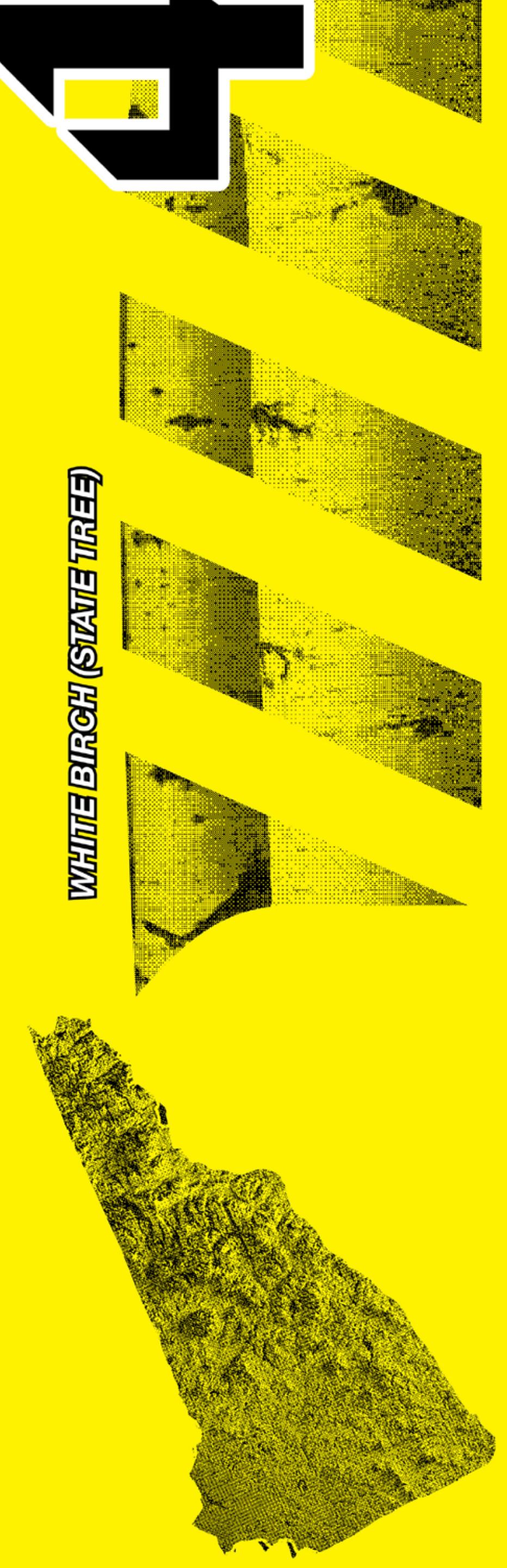
A wind gust of 231 miles per hour was recorded on the summit of Mt. Washington in 1934

A wind gust of 231 miles per hour was recorded on the summit of Mt. Washington in 1934

LARGEST STATE

GO

GO



WHITE BIRCH (STATE TREE)

SPORT

Funspot is the world's largest arcade,
located in Laconia, NH



The 9th State

HISTORY
Early 1600's - 1614

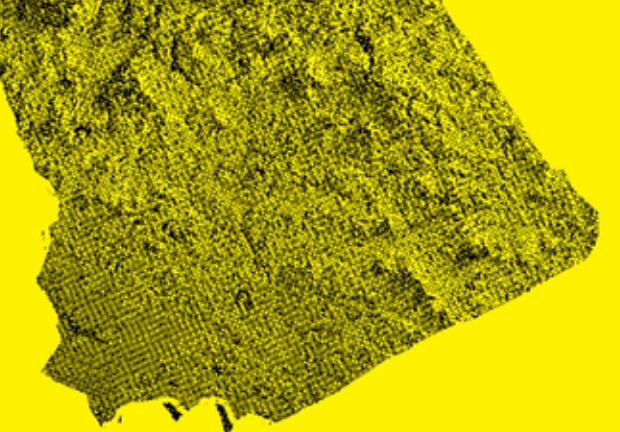
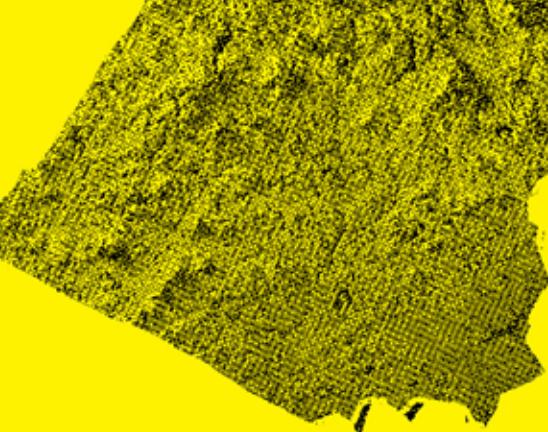
the first European explorers arrived in the area.

English explorer John Smith mapped the coast of southeastern New Hampshire.

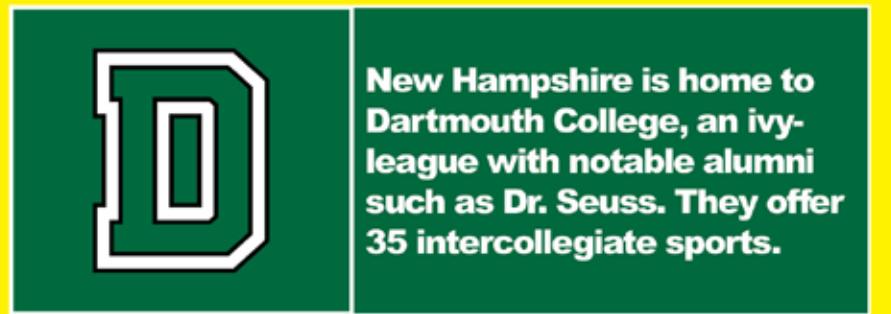
Captain John given royal permission in the New Hampshire colony.

THE WHITE MOUNTAINS

ROADWAYS
95
8



SPORTS



New Hampshire is home to Dartmouth College, an ivy-league with notable alumni such as Dr. Seuss. They offer 35 intercollegiate sports.



The Fisher Cats are a minor league baseball team affiliated with the Toronto Bluejays.



the area was officially named the Province of New Hampshire, after John Mason's English home county of Hampshire.



New Hampshire Motor Speedway is a 1.058 mile long racetrack nicknamed "the Magic Mile." It hosts NASCAR events annually.



The Manchester Monarchs are an ECHL team affiliated with the NHL team the LA Kings.

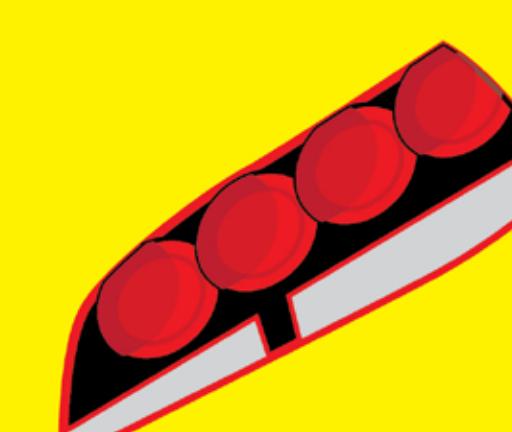
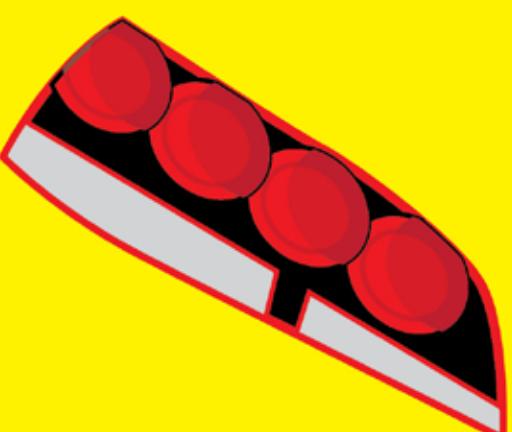
1622 1629

mapped
New Hamp-

Captain John Mason of England was given royal permission to develop land in the New Hampshire region.



LAKE WINNIPESAUKEE



STATE MOTTO:
"LIVE FREE OR DIE"

1676

1776

1778

CAPITOL CONCORDO

POPULATION:
1,330,608

STATE BIRD:
purple finch

FACTS



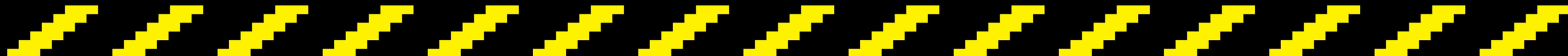
STATE SONG:
"OLD NEW HAMPSHIRE"



STATE FLOWER:
purple lilac

"THE GRANITE STATE"

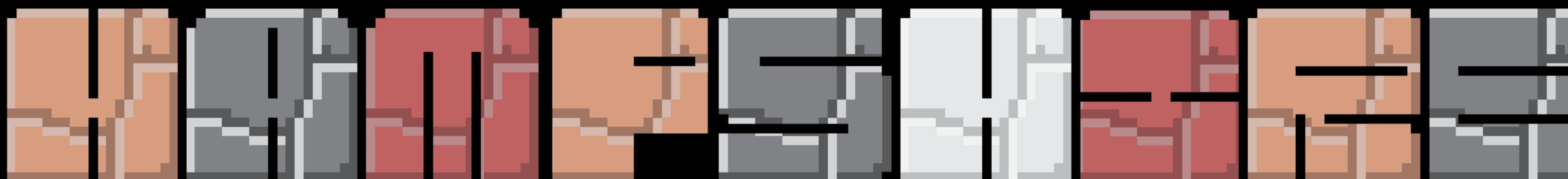
The state is nicknamed "the Granite State" because of its granite formations and quarries.



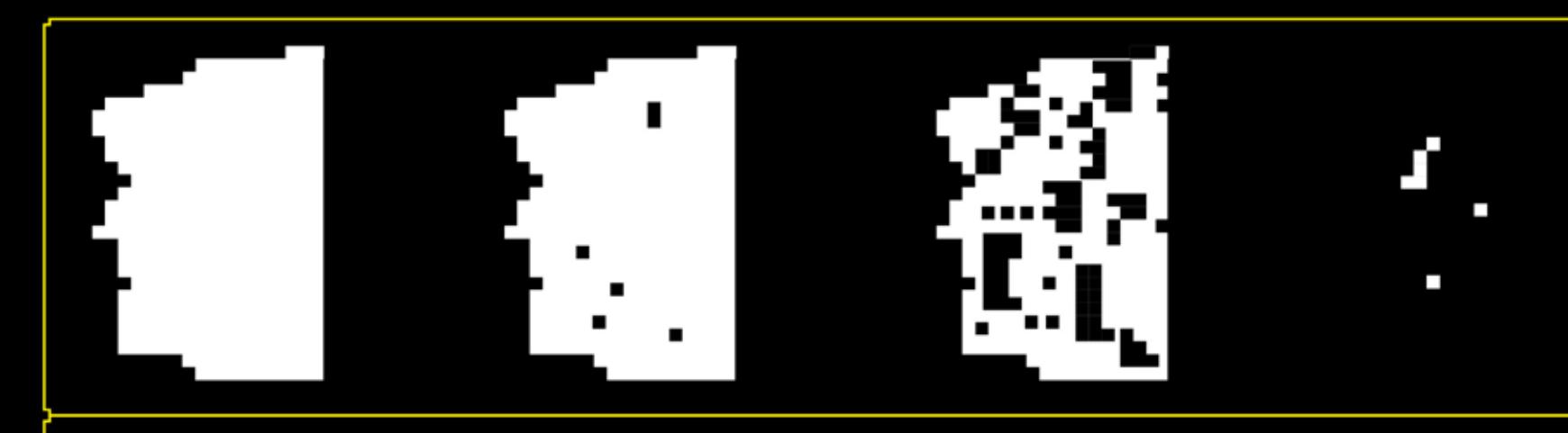
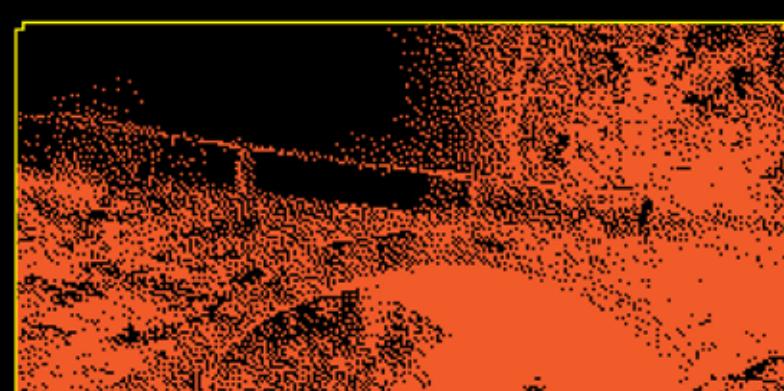
"THE GRANITE STATE"

FOUNDED IN 1776

NEW HAMPSHIRE'S NICKNAME COMES FROM IT'S
EXTENSIVE ROCK QUARRIES, GRANITE FORMATIONS
AND BEDROCK THAT MADE OF GRANITE.



**Granite is the
most common rock
on Earth**



THE OLD MAN OF THE MOUNTAIN, ALSO KNOWN AS THE GREAT STONE FACE OR THE PROFILE, WAS A SERIES OF FIVE GRANITE CLIFF LEDGES ON CANNON MOUNTAIN IN THE WHITE MOUNTAINS OF NEW HAMPSHIRE, UNITED STATES, THAT APPEARED TO BE THE JAGGED PROFILE OF A FACE WHEN VIEWED FROM THE NORTH. THE FORMATION ERODED AWAY IN 2003.

BUCKET WHEEL EXCAVATOR



The granite arch bridges in

the White Mountains

are made of

granite

and

quartz

and

feldspar





NEW HAMPSHIRE'S BEDROCK IS ACTUALLY LESS THAN 50% GRANITE

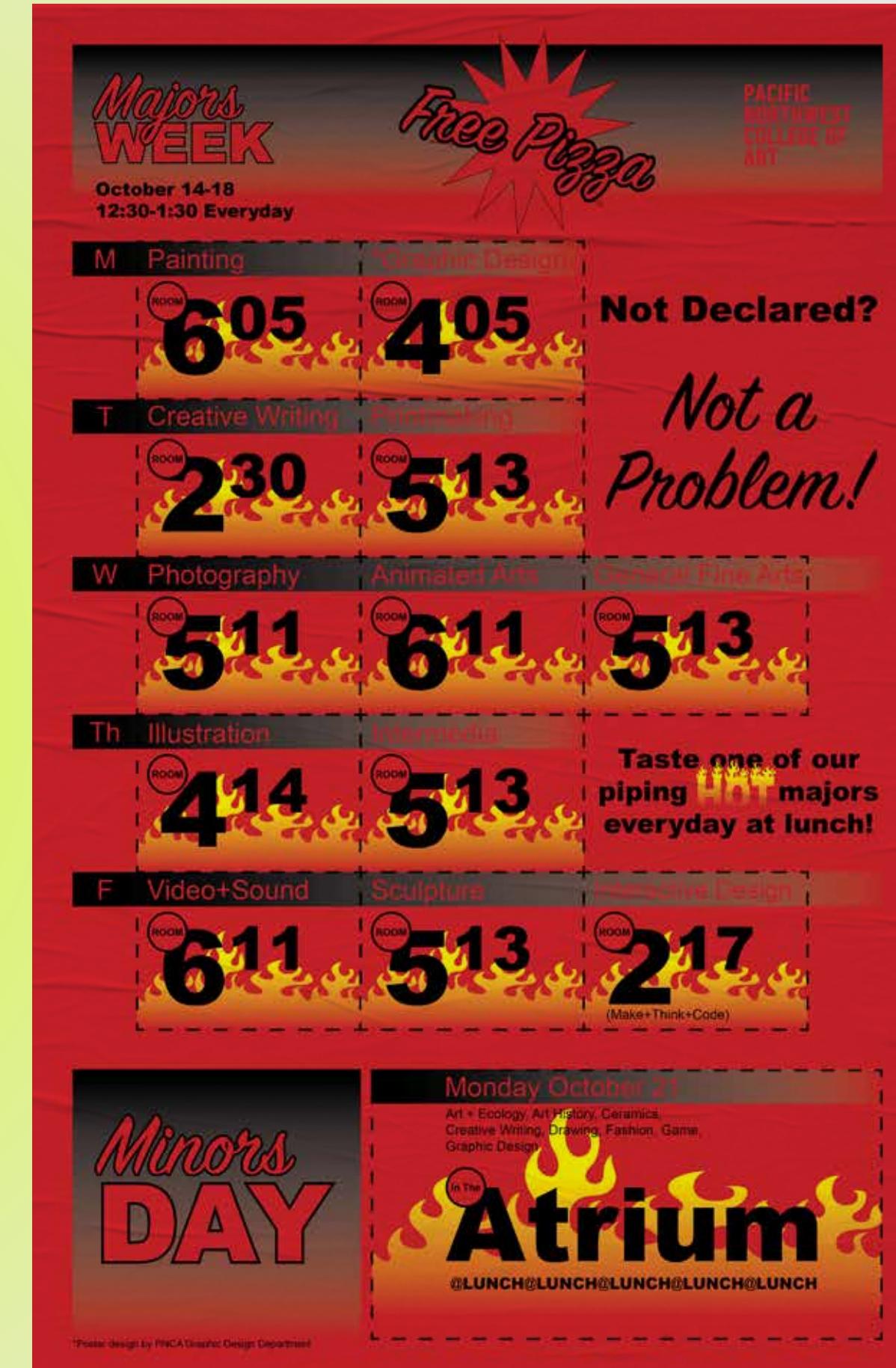
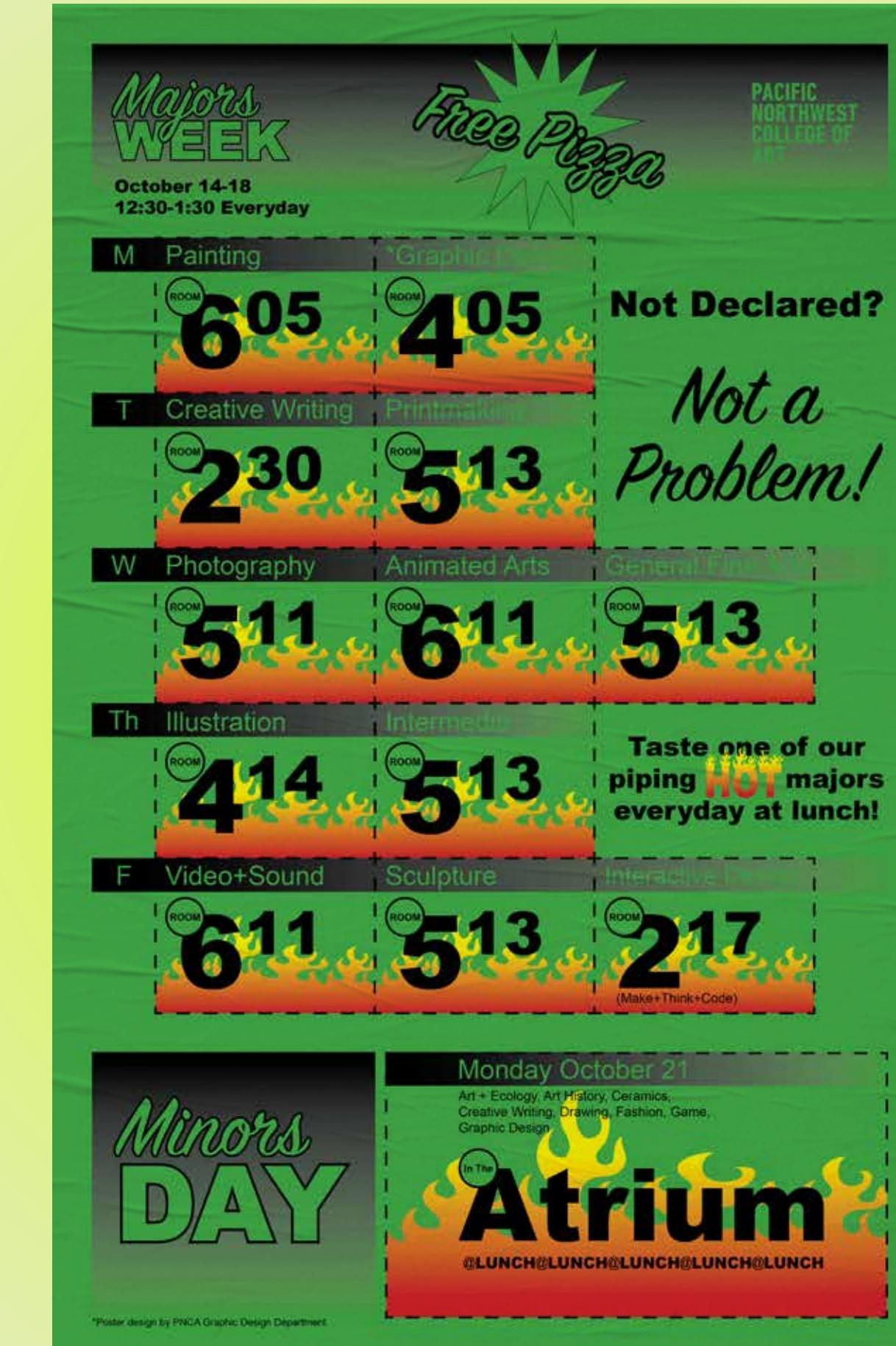
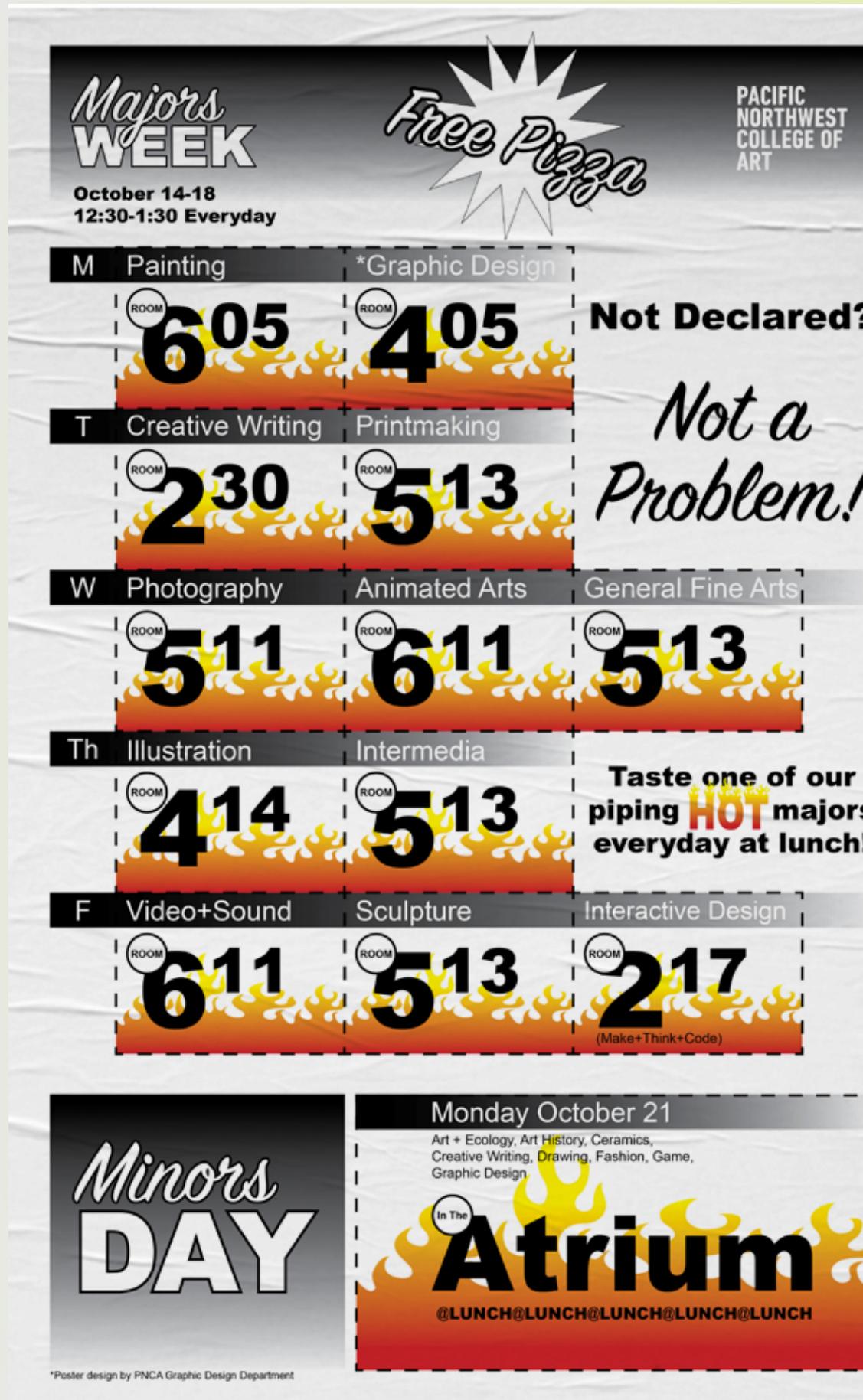
GRANITE IS AN IGNEOUS ROCK, MEANING IT WAS FORMED BY THE COOLING OF MAGMA AS IT'S PUSHED TOWARDS THE EARTH'S SURFACE. IT IS MAINLY COMPRISED OF THE MINERALS QUARTZ AND FELDSPAR.

DEPENDING ON THE MINERAL COMPOSITION, GRANITE CAN BE PINK, RED, WHITE, OR GRAY.



PNCA MAJORS WEEK POSTERS

2020 PORTFOLIO





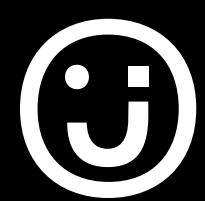
THE JAUNT LECTURE AT FISK (SCREENPRINTED)

2020 PORTFOLIO



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TYPE DESIGN



PORLAND, OR

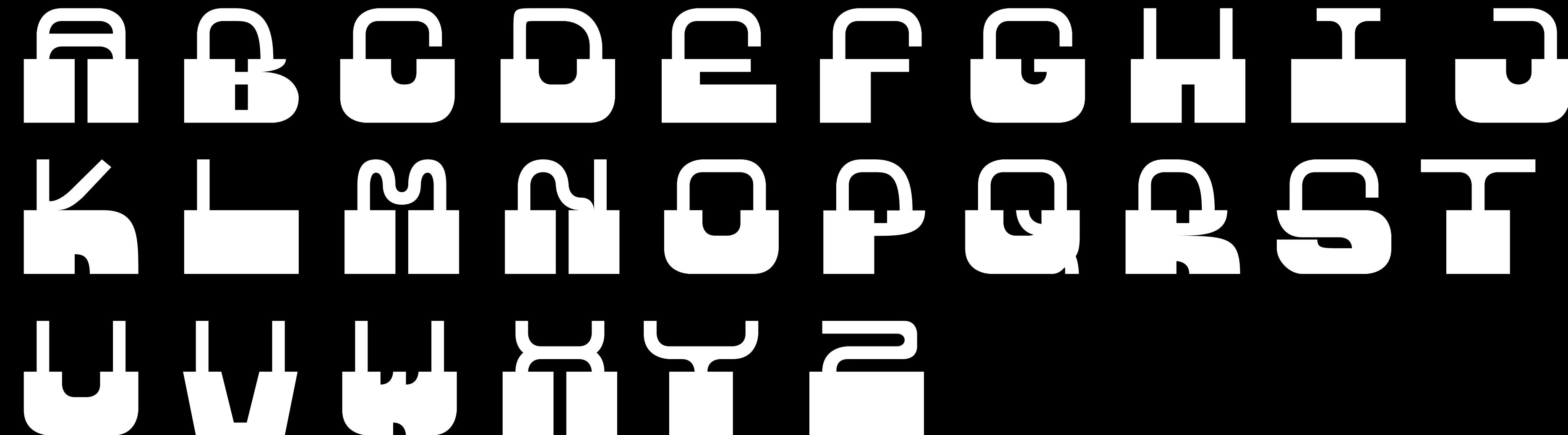


SANS SERIF TYPEFACE

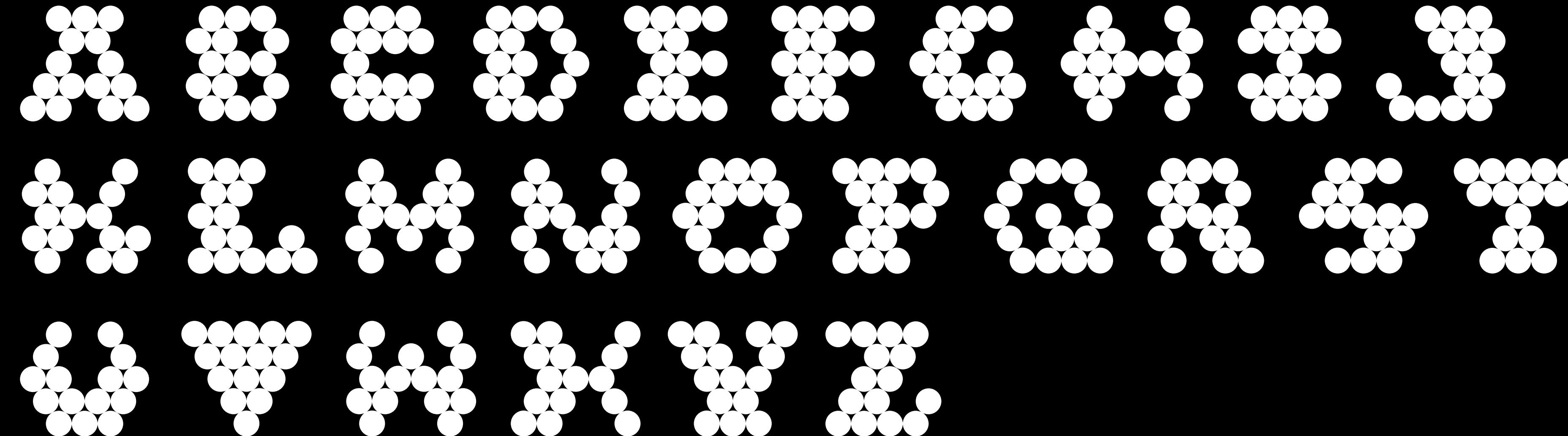
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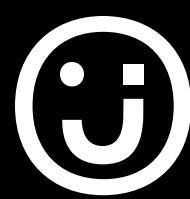
A B C D E F G H I J K L M N O P Q R S T U
V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0
. , " " " _ — () [] { } V ! ? # +

The portfolio
is set in this sans.



BILLIARDS DISPLAY

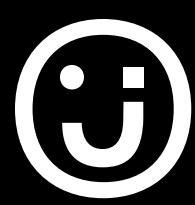




MODULAR-SPEED

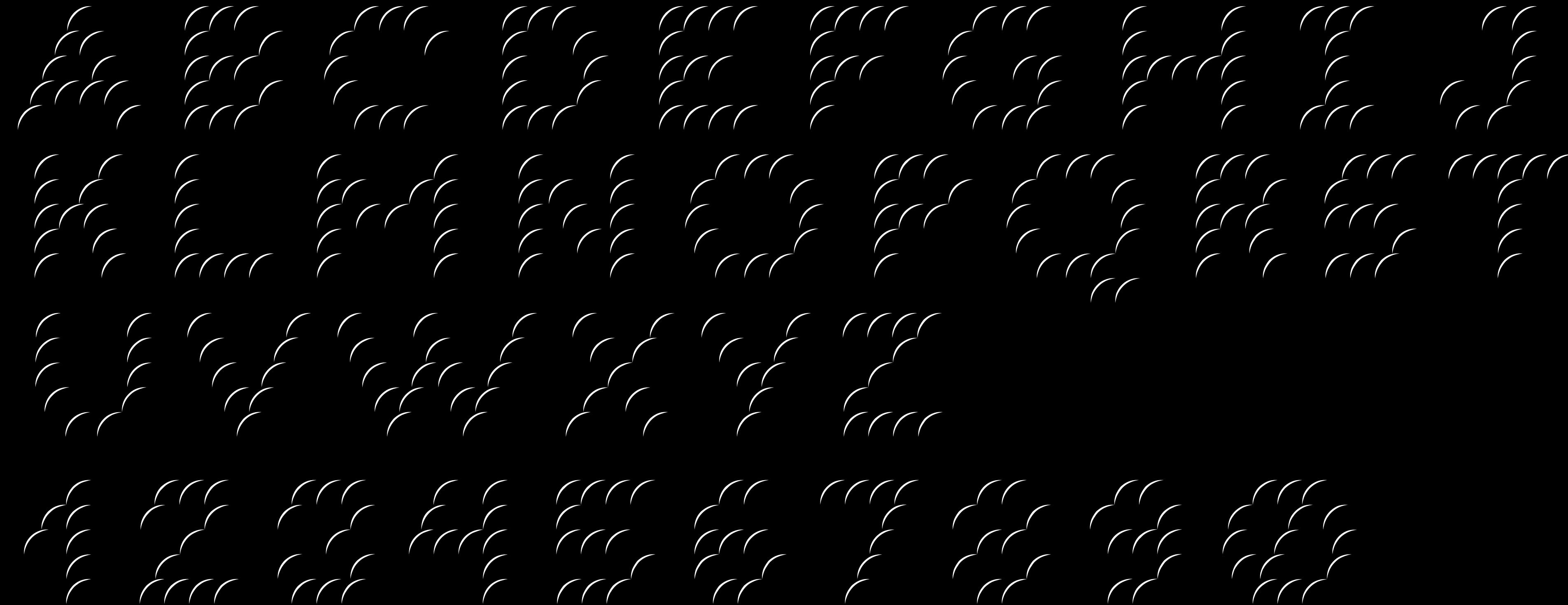
2020 PORTFOLIO

A E C E E F G H I J
K L M N O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9

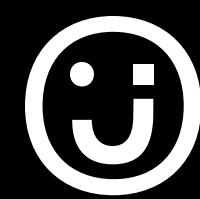


MODULAR-CLIPPINGS

2020 PORTFOLIO

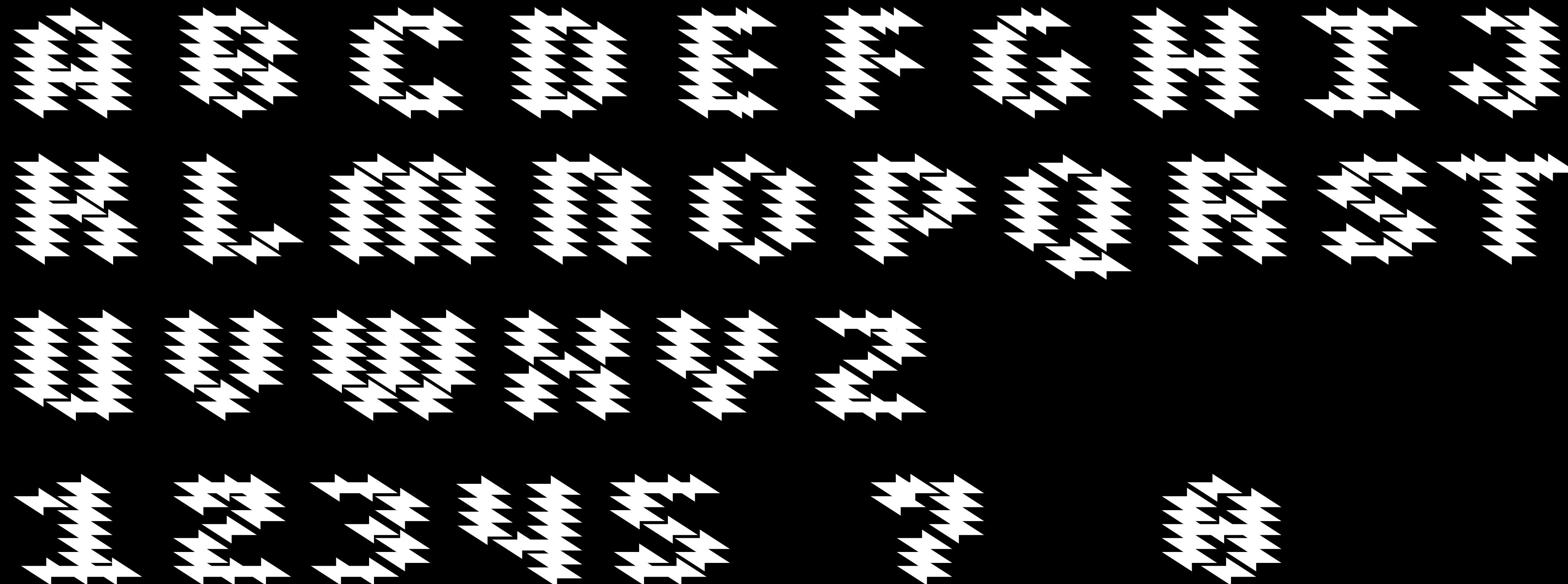


A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9 0

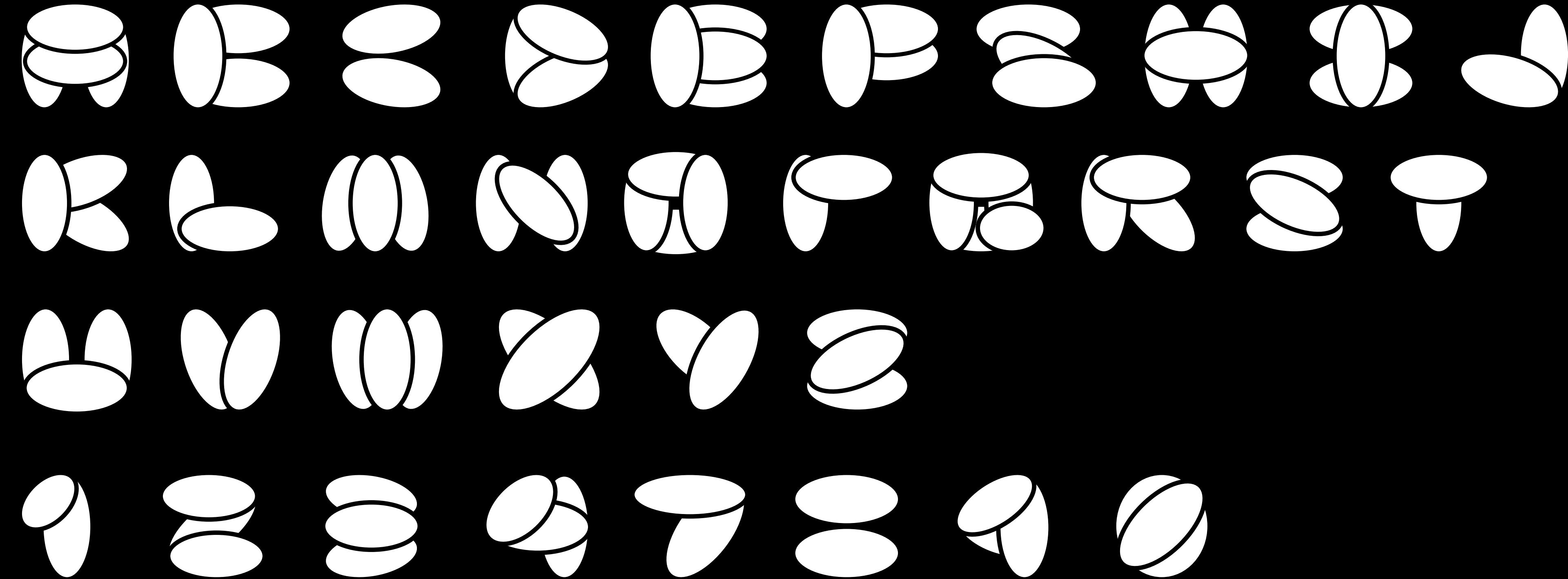


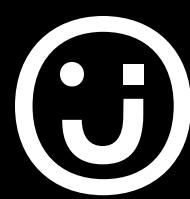
MODULAR-VOLTAGE

2020 PORTFOLIO



OVAL ALPHABET

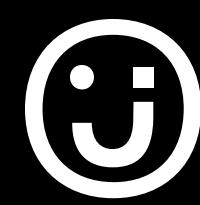




MODULAR-INVADER

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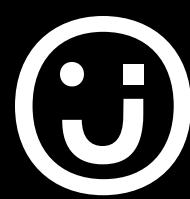




FOOD REVIEW MASTHEAD

2020 PORTFOLIO

sociale



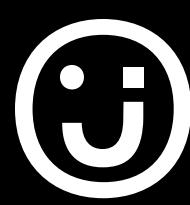
TYPE COOKER

2020 PORTFOLIO

the office

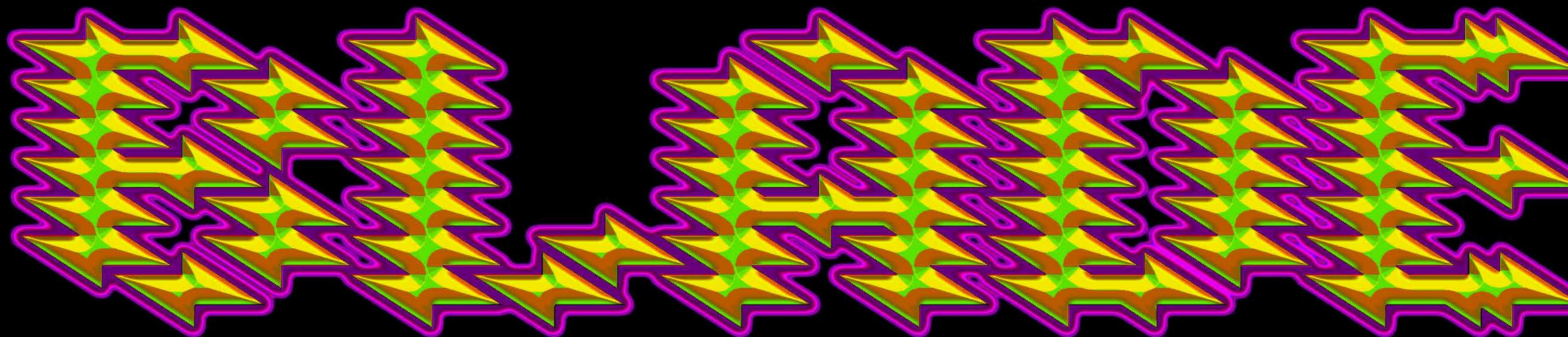
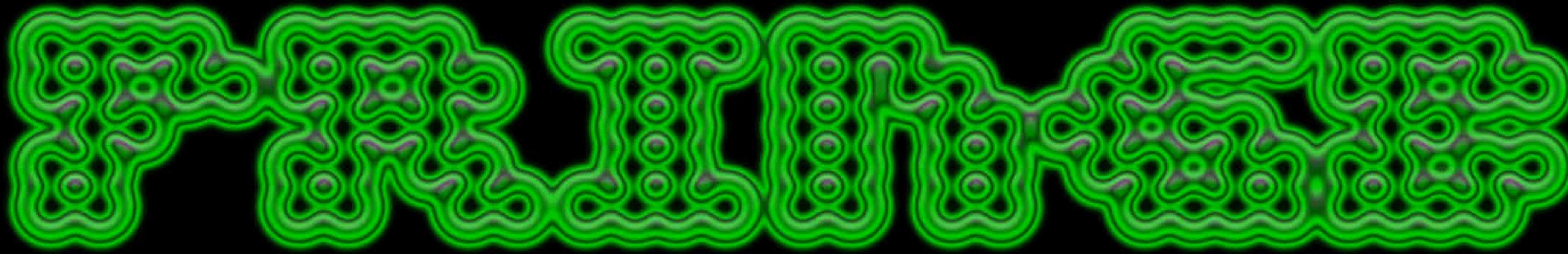
TYPE COOKER IN-USE





PHOTOSHOP FX EXPERIMENT

2020 PORTFOLIO



2020 PORTFOLIO

PUBLICATION



PORLAND, OR



DESIGN BOOK

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Name of Designer

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Portland, Oregon

PICA Fall 2018 T2145 Typography I
Instructor by David Chmelar
Designed, edited, and curated by
Jason Scherermann
Typeset in IBM Files Sans and IBM Files
Serif

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DESIGN BOOK

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Under the Surface of Style
Andrew Blauvelt

Text 01

A surprising consensus about style is emerging within contemporary graphic design. Its proponents include cultural critics eager to expose consumerist trickery perpetrated in the name of style on an unsuspecting public, conservative critics who lambast entire genres for being mere followers of fashion and progressive critics who bemoan the popular dilution of innovative graphics and the commodification of 'radical' inventions. Although the agendas and targets are different, these factions share a distrust of style as false, shallow and meaningless.

The proliferation of de-

sign since the 1980s has been roundly blamed for transforming graphic design from a problem-solving process into a style-conscious cog in the fashion system. Recent work has been dismissed as 'empty formalism', whose excesses mask a poverty of content. Such opinions, however, are often predicated on a rejection of the work's aesthetics, or more precisely on a 'misfit' between the aesthetic preferences of the critic and the values embodied in the work.

The idea that style is meaningless and empty goes back to Modern functionalism, a legacy which continues to set the terms for most

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DESIGN BOOK

2020 PORTFOLIO





DESIGN BOOK

6

The mis-conception is that without deep content, design is reduced to

Andrew Blauvelt
Text 101 ▾

hierarchy (good design versus kitsch), only the relative nature of competing, sometimes contradictory beliefs. If we wish to address issues of taste, we must look at how it is perceived by others. To evaluate visual language only in terms of the correspondence between form and content is too insular in an age when audiences must negotiate a wide variety of styles in the many objects that surround them.

To gain a broader understanding of graphic design's social status, we must look at how it is perceived by others. To evaluate visual language only in terms of the correspondence between form and content is too insular in an age when audiences must negotiate a wide variety of styles in the many objects that surround them. Style carries valuable information about how the codes of communication operate in society, and many graphic designers already use a range of styles to address different audiences. Our understanding of style must be adjusted to face the introduction of new technology that expands the availability of graphic design and hastens the dispersal of styles. Such strategies will place renewed attention on the materiality of graphic design – its articulation on the very surface we try to dismiss but cannot because this, after all, is our only representational space.

3

In Designing an Art Object I argue that we are inescapable products. We are consumers or no longer with no value. In fact, I believe that the more we are consumers, the more we are creators. Our desire to create identity has now veiled a theoretical valuation of content over manipulation of content.

Designer & Author was in attempt to recuperate the act of design itself as a centrally linguistic act.



DESIGN BOOK

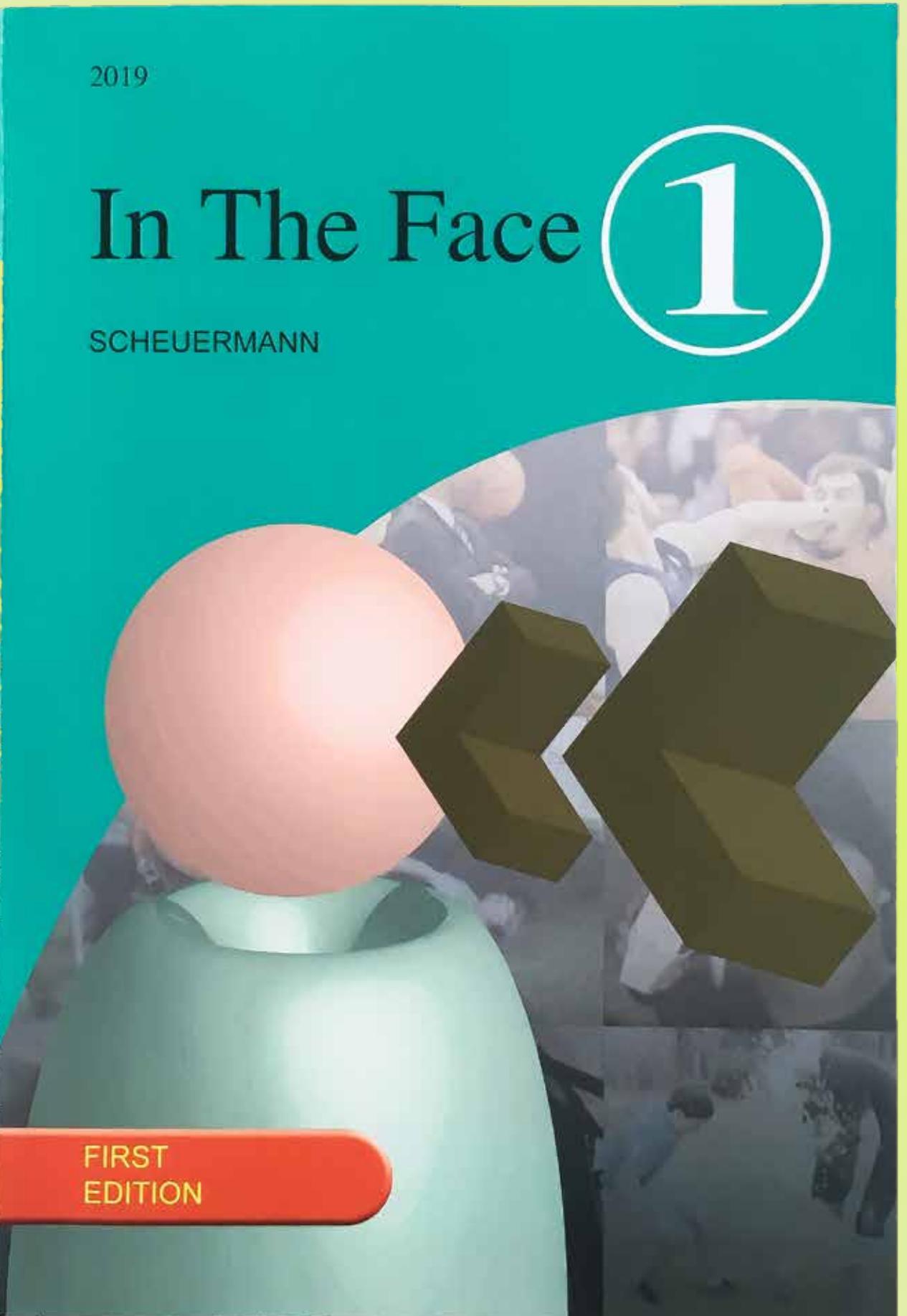
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JOKE BOOK

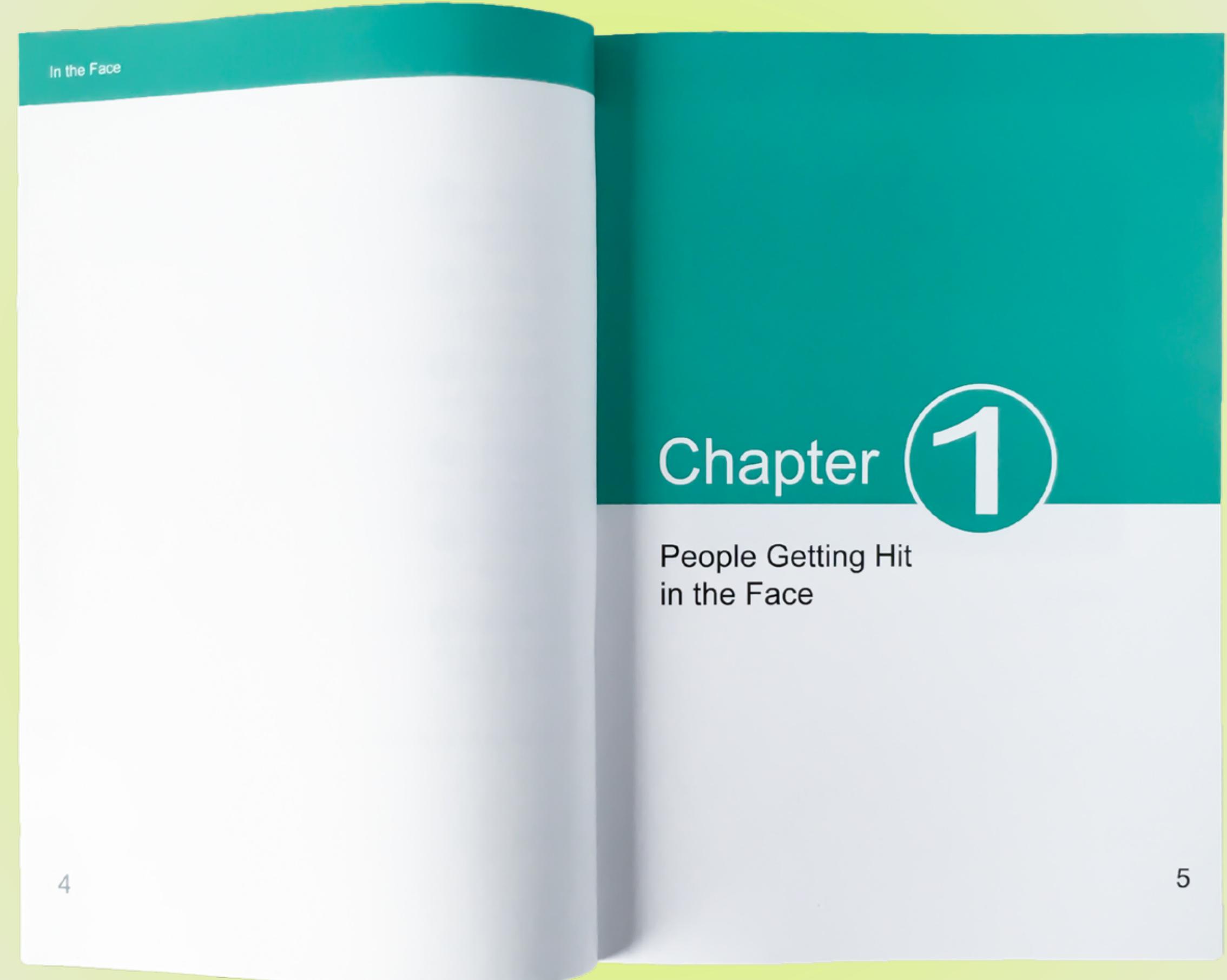
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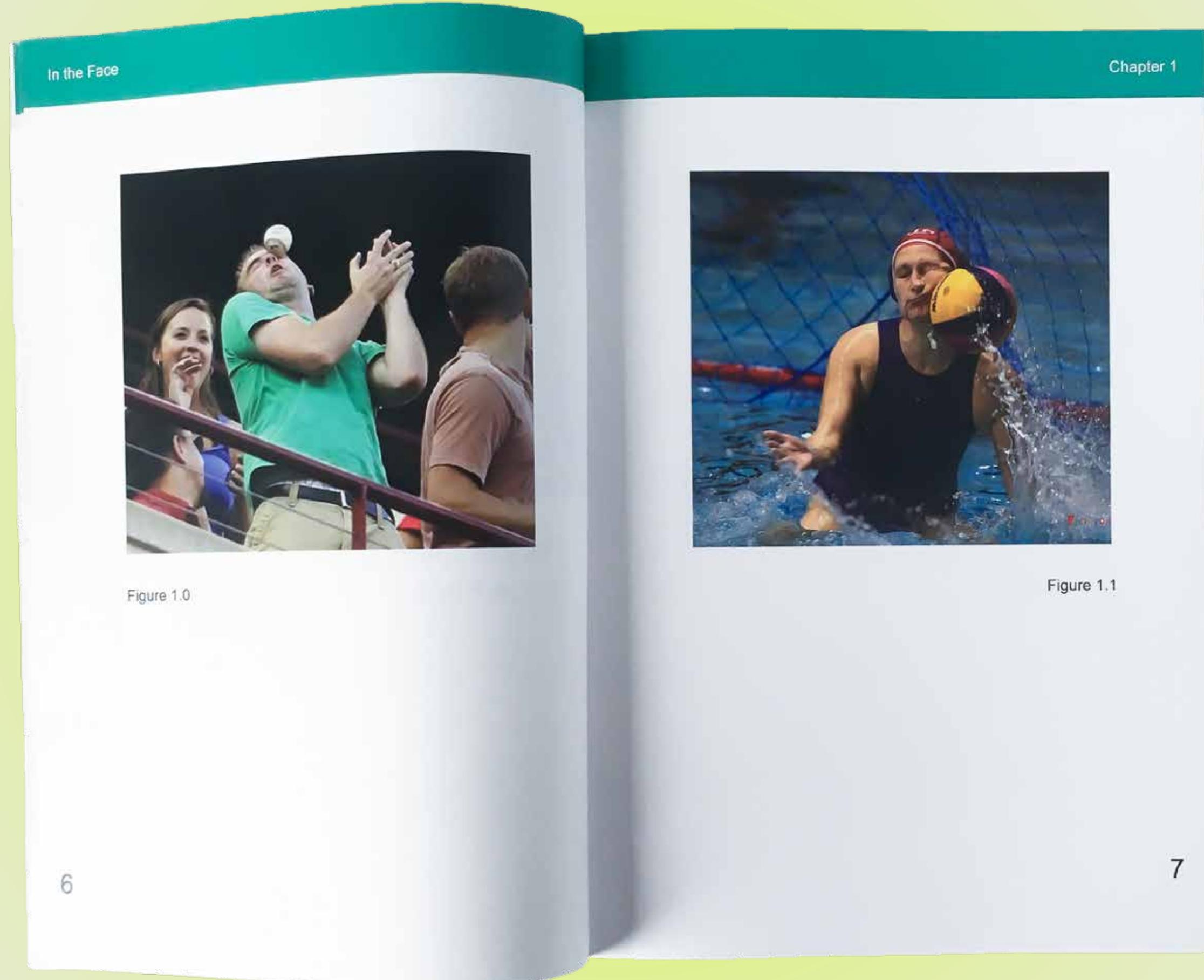
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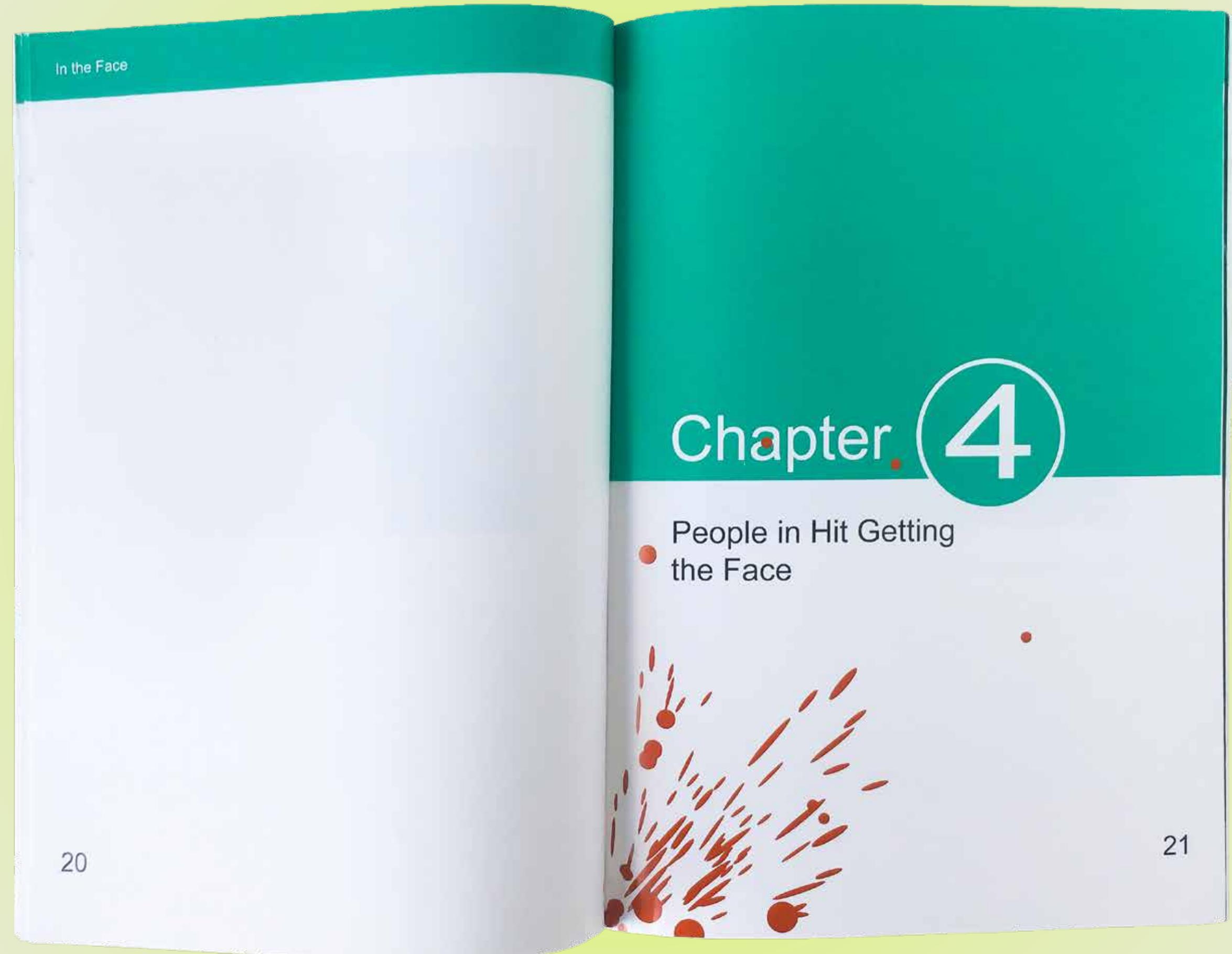
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JOKE BOOK

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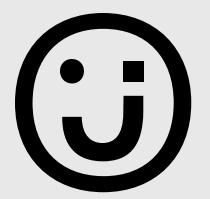




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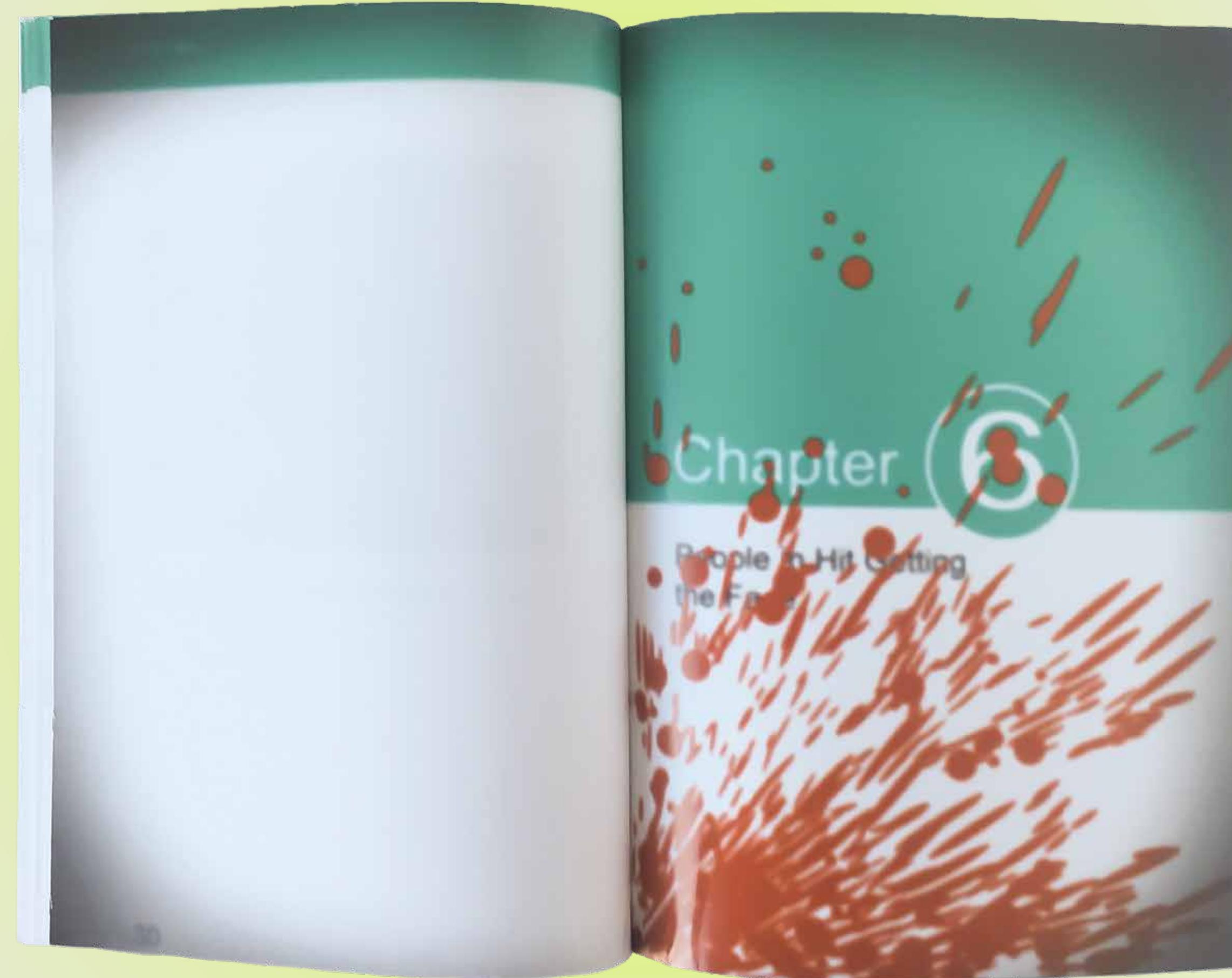
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JOKE BOOK

2020 PORTFOLIO





JOKE BOOK

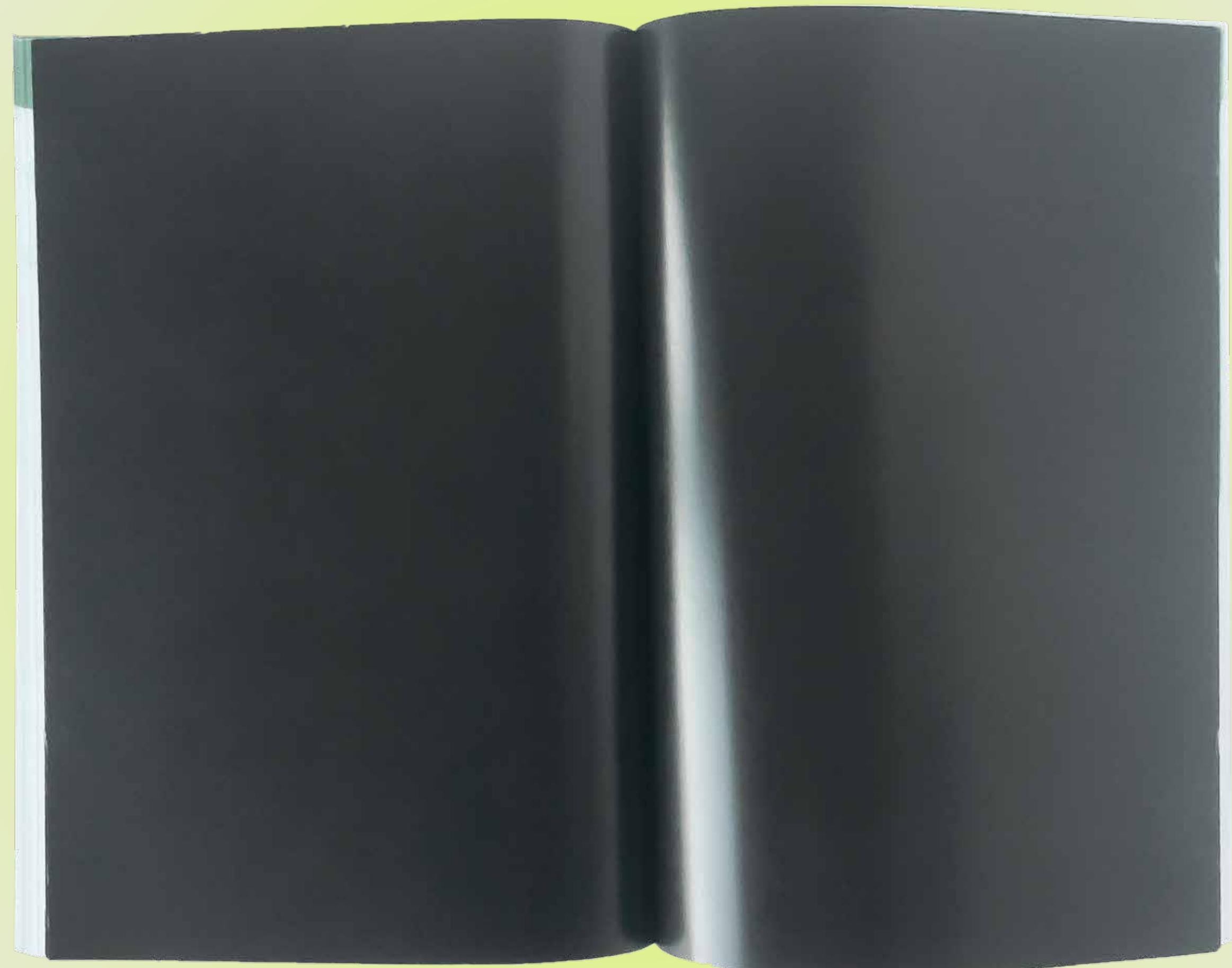
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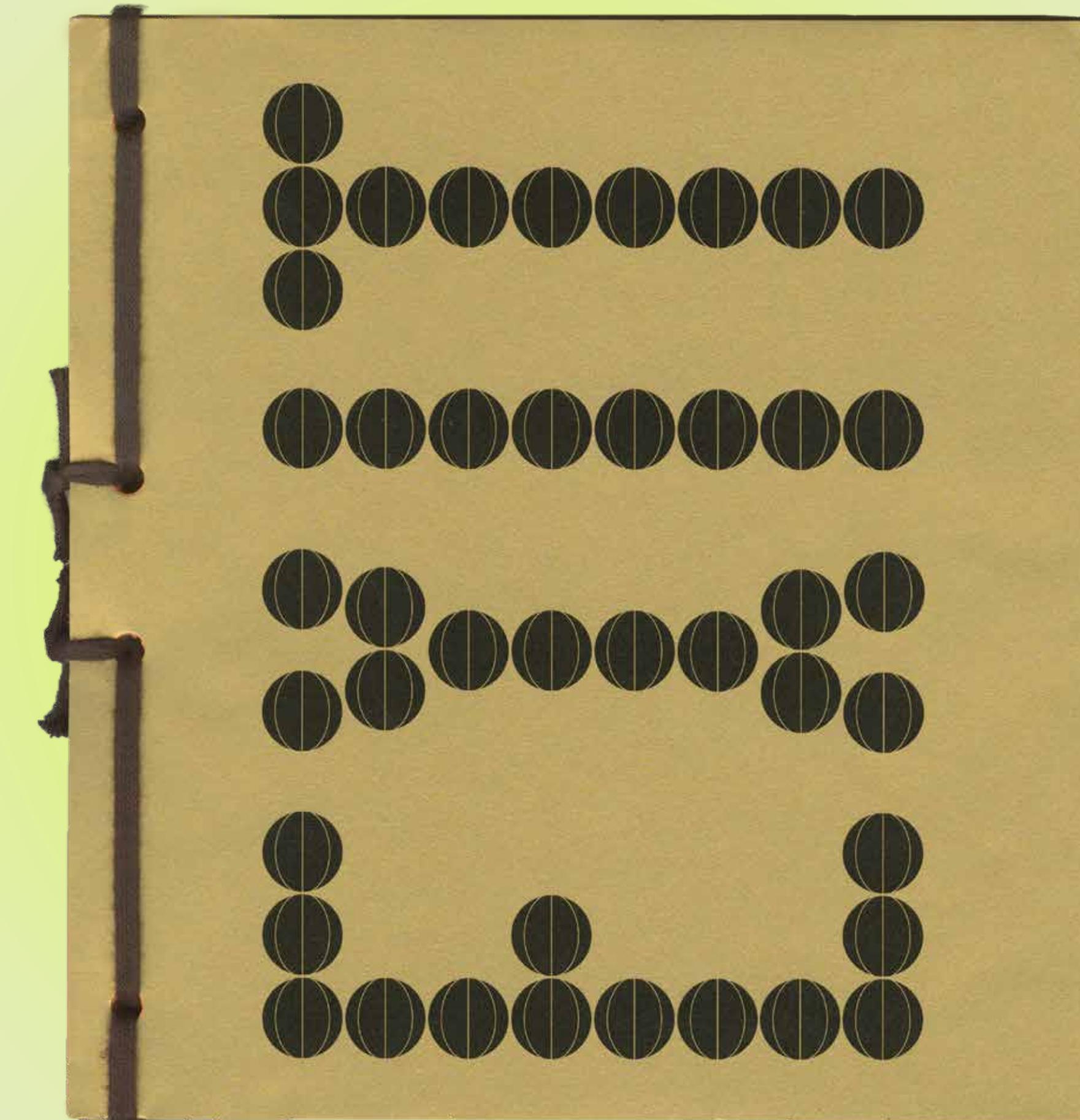
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STREETBALL SUBCULTURE BOOK

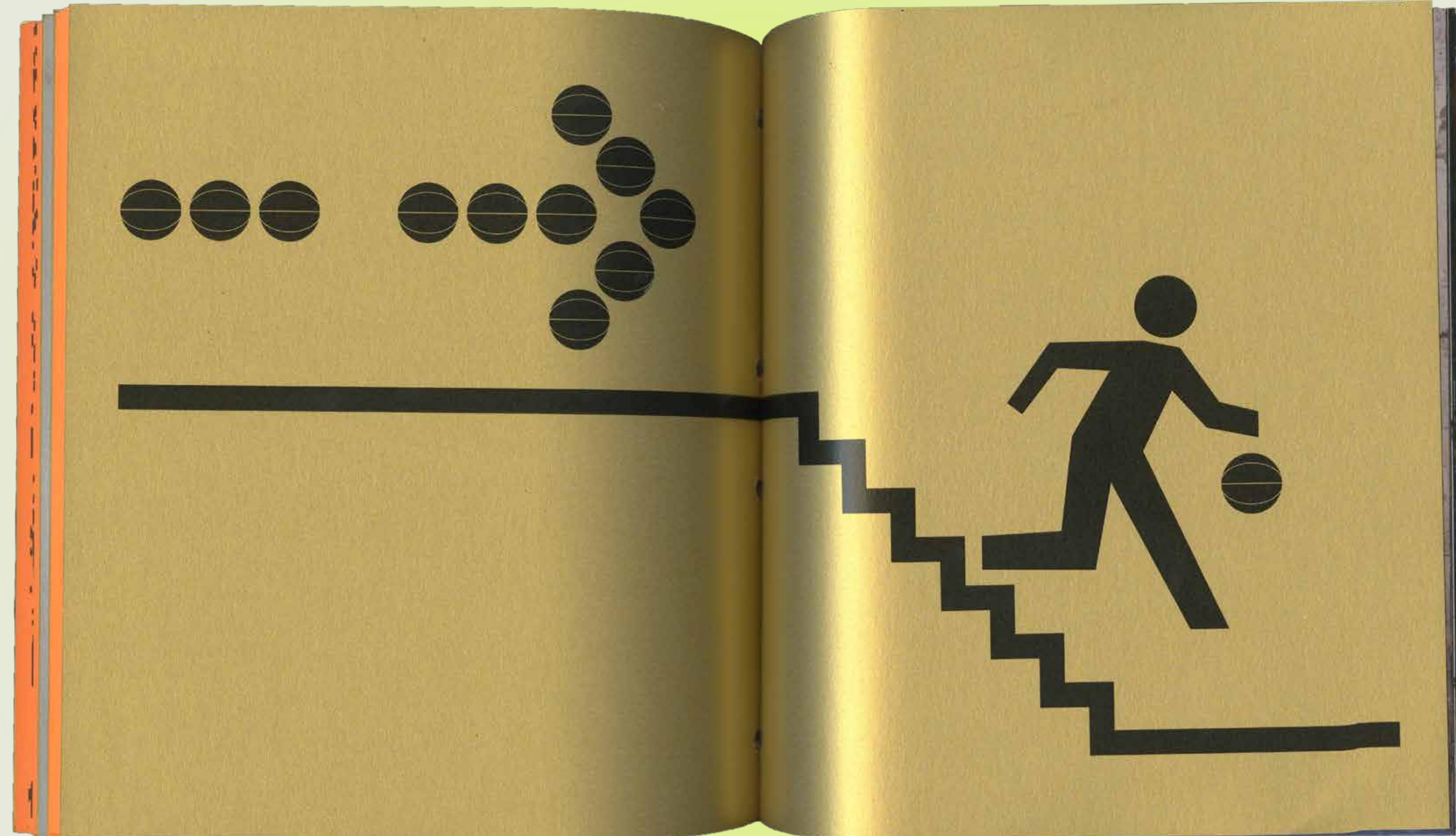
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STREETBALL SUBCULTURE BOOK

2020 PORTFOLIO





STREETBALL SUBCULTURE BOOK

2020 PORTFOLIO

Street Basketball, or Streetball, is not about team work or thought-out strategies. It's about spontaneity, the flash and showmanship, and standing out as an individual. Reputations are made and destroyed on these asphalt courts, where you put everything on the line to show other ballers and the onlookers what you got.

The game provided an opportunity for youths, especially immigrants and blacks in **BIG** cities such as Boston, Washington D.C. and New York to become legends, and rise above their limiting environments. Originally,

street-ball was dominated by Jewish immigrants, seeing the sport as an **exit** from the ghettos that they were living in.

Basketball has a history of racial tension, resulting in segregated leagues and the limiting of progress in the sport for anyone who wasn't **WHITE**. It wasn't till 1948, when the Harlem Globetrotters beat the Minneapolis Lakers, the reigning ^{WW} champs of the NBL (National Basketball League). This contest resulted in the beginning of the end of racism against blacks and their supposed inability to play basketball.



STREETBALL SUBCULTURE BOOK

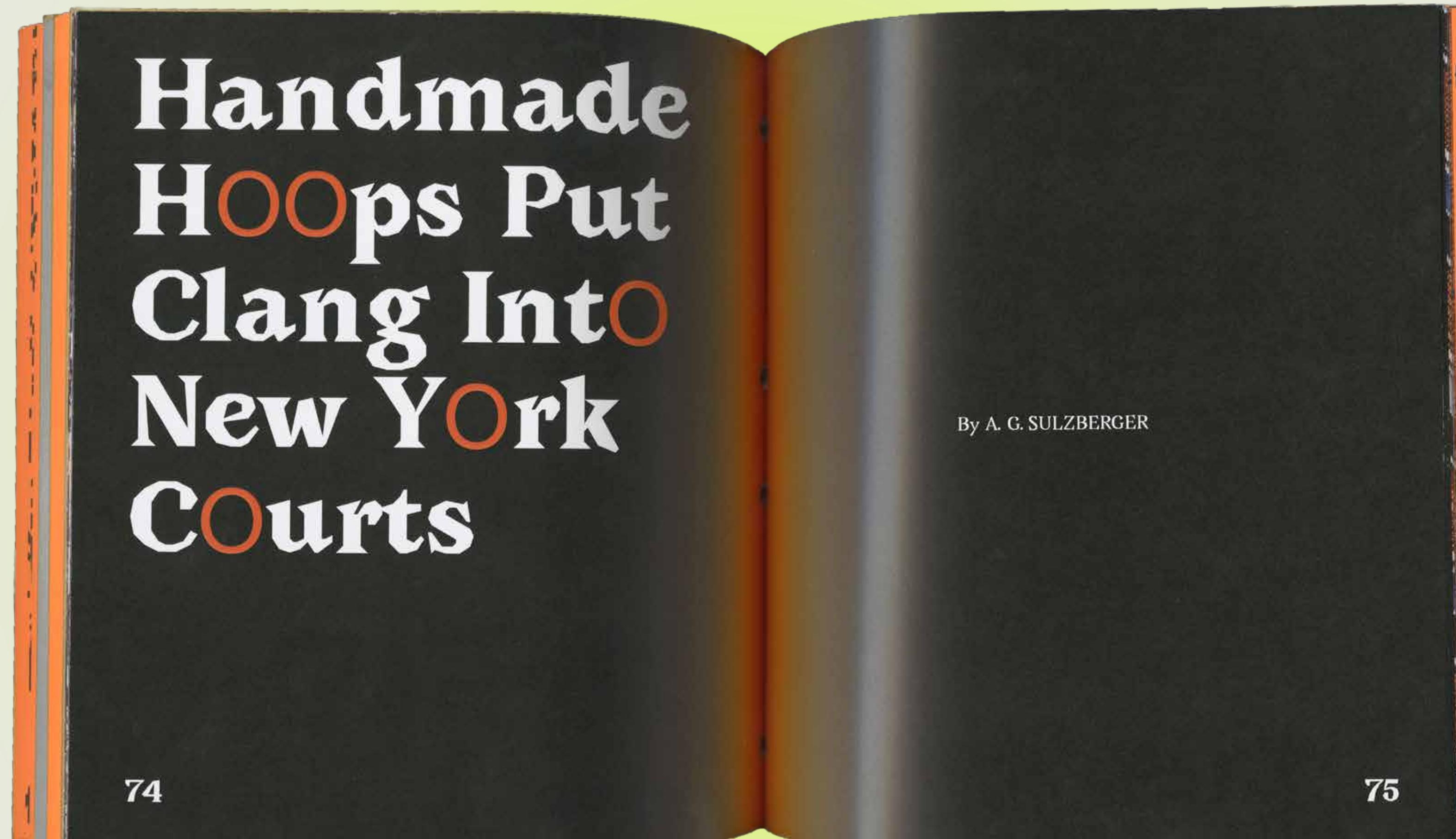
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STREETBALL SUBCULTURE BOOK

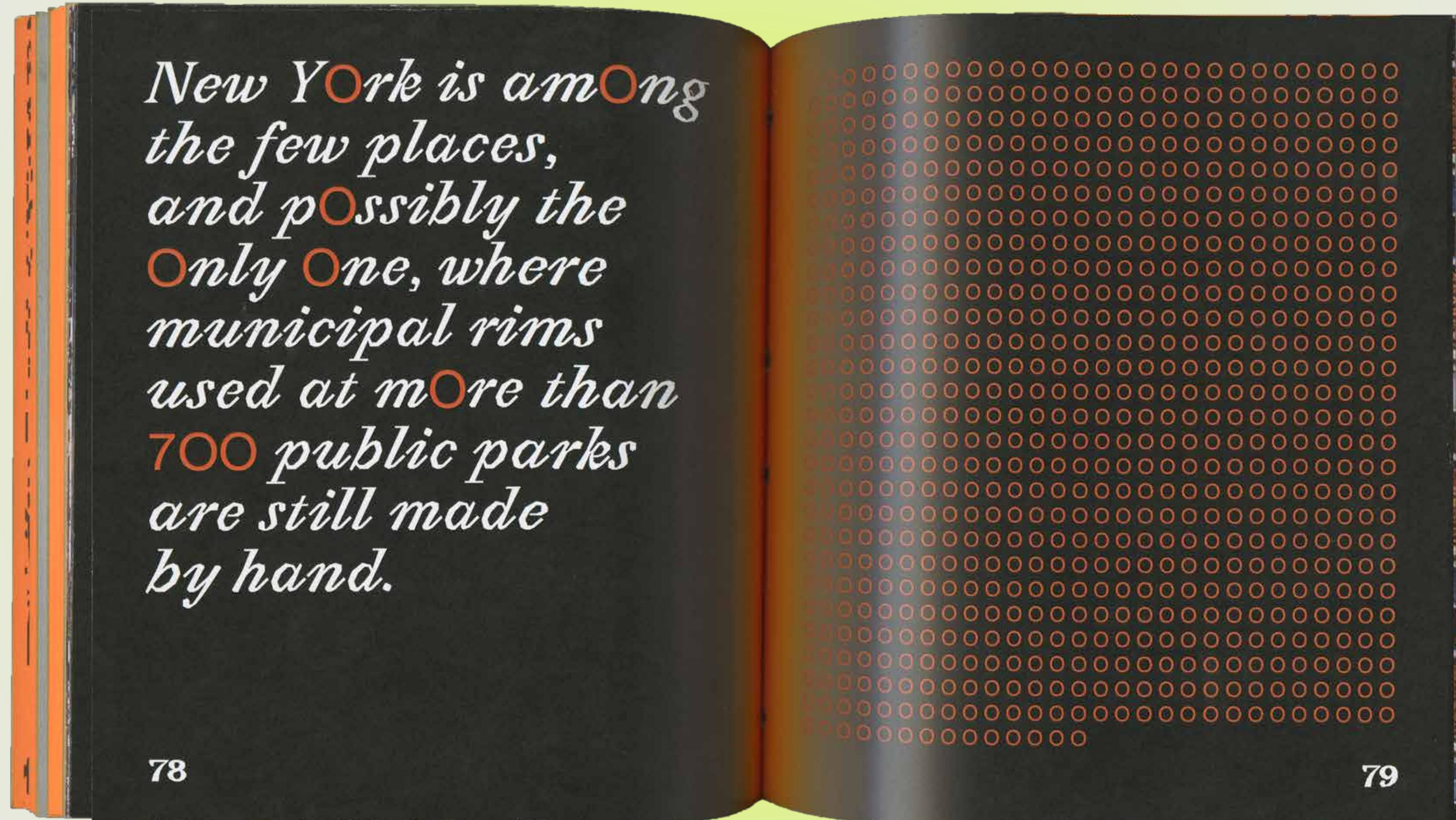
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STREETBALL SUBCULTURE BOOK

2020 PORTFOLIO



78

79



STREETBALL SUBCULTURE BOOK

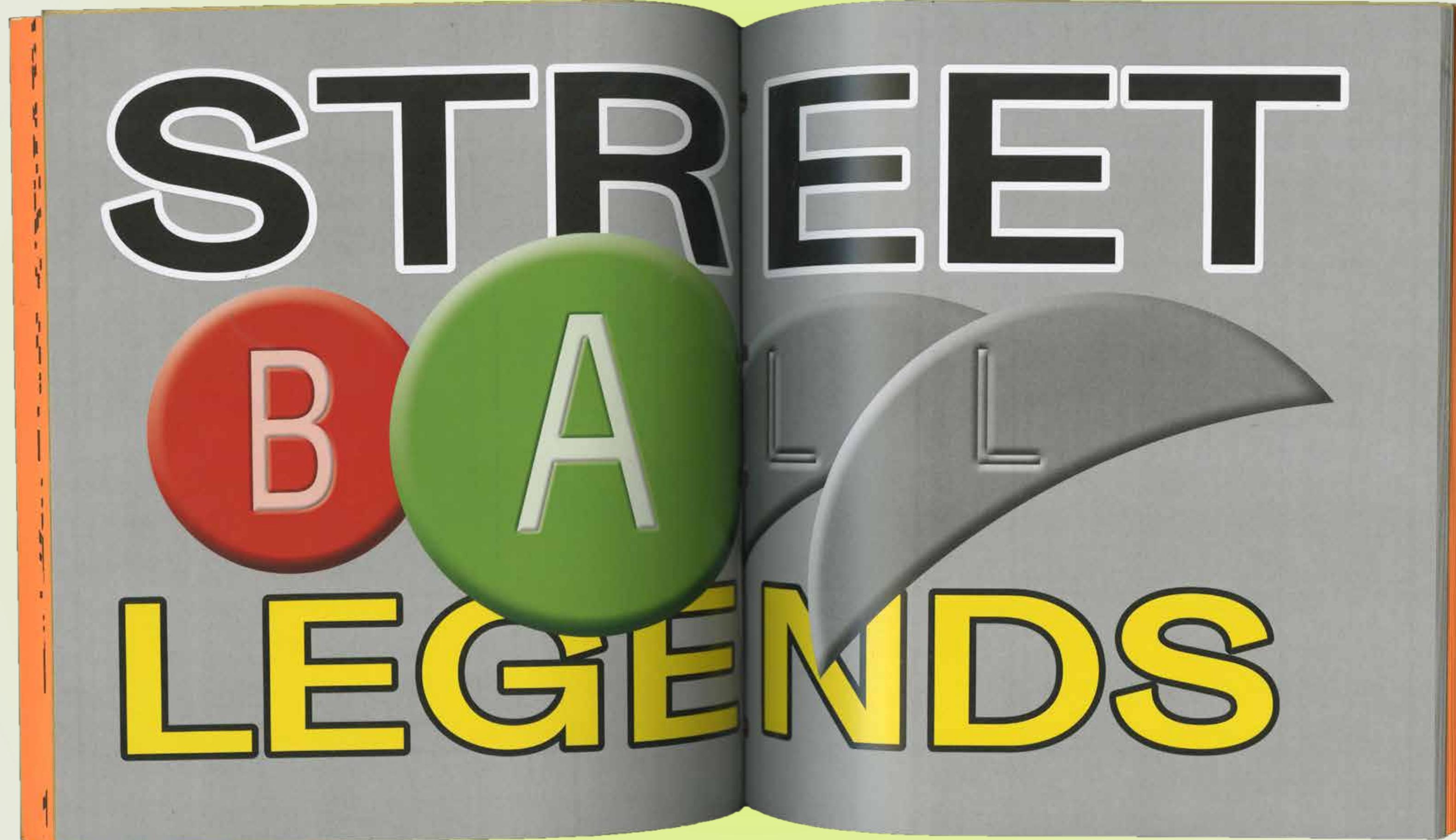
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STREETBALL SUBCULTURE BOOK

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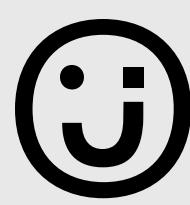


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OBJECTS



PORLAND, OR



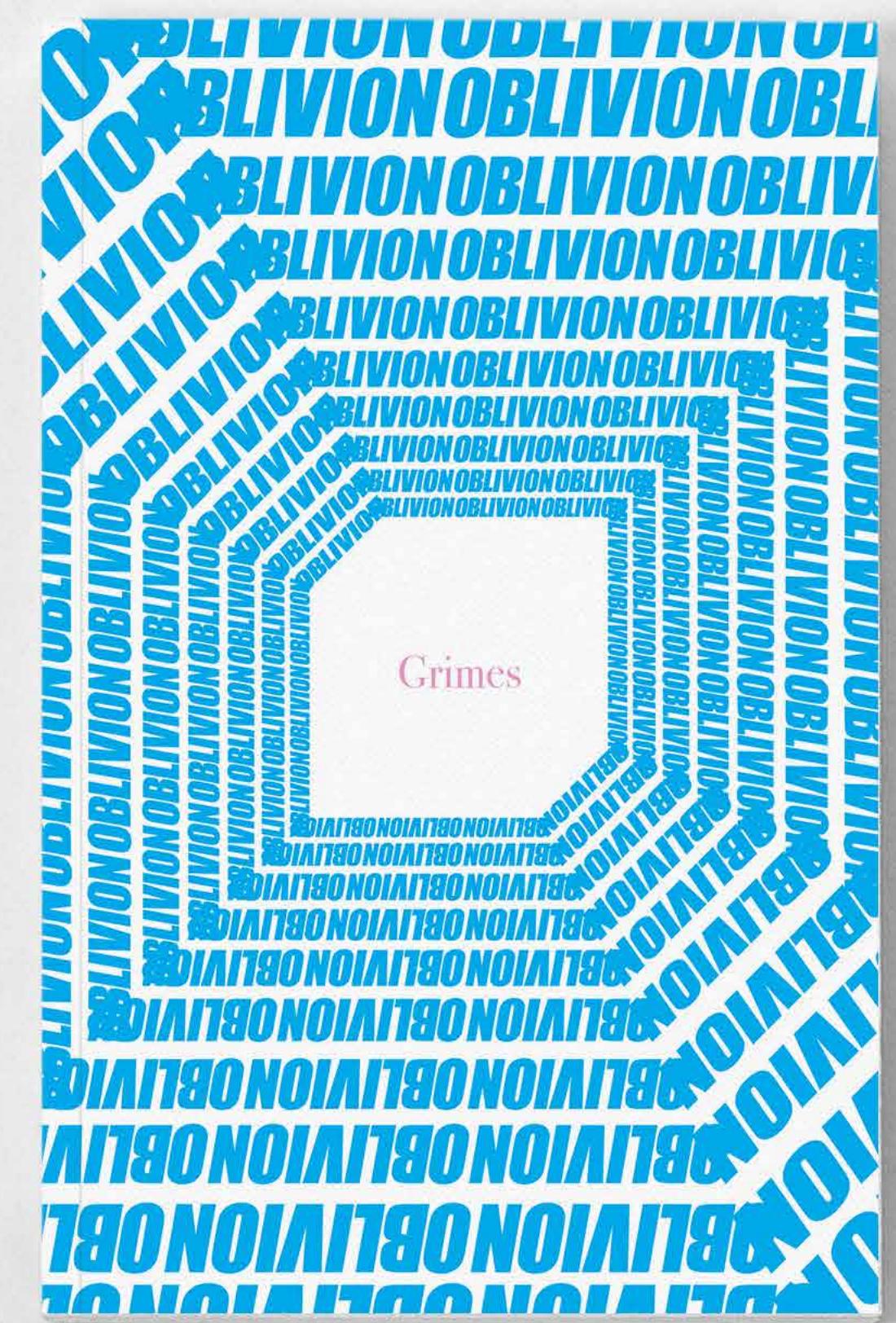
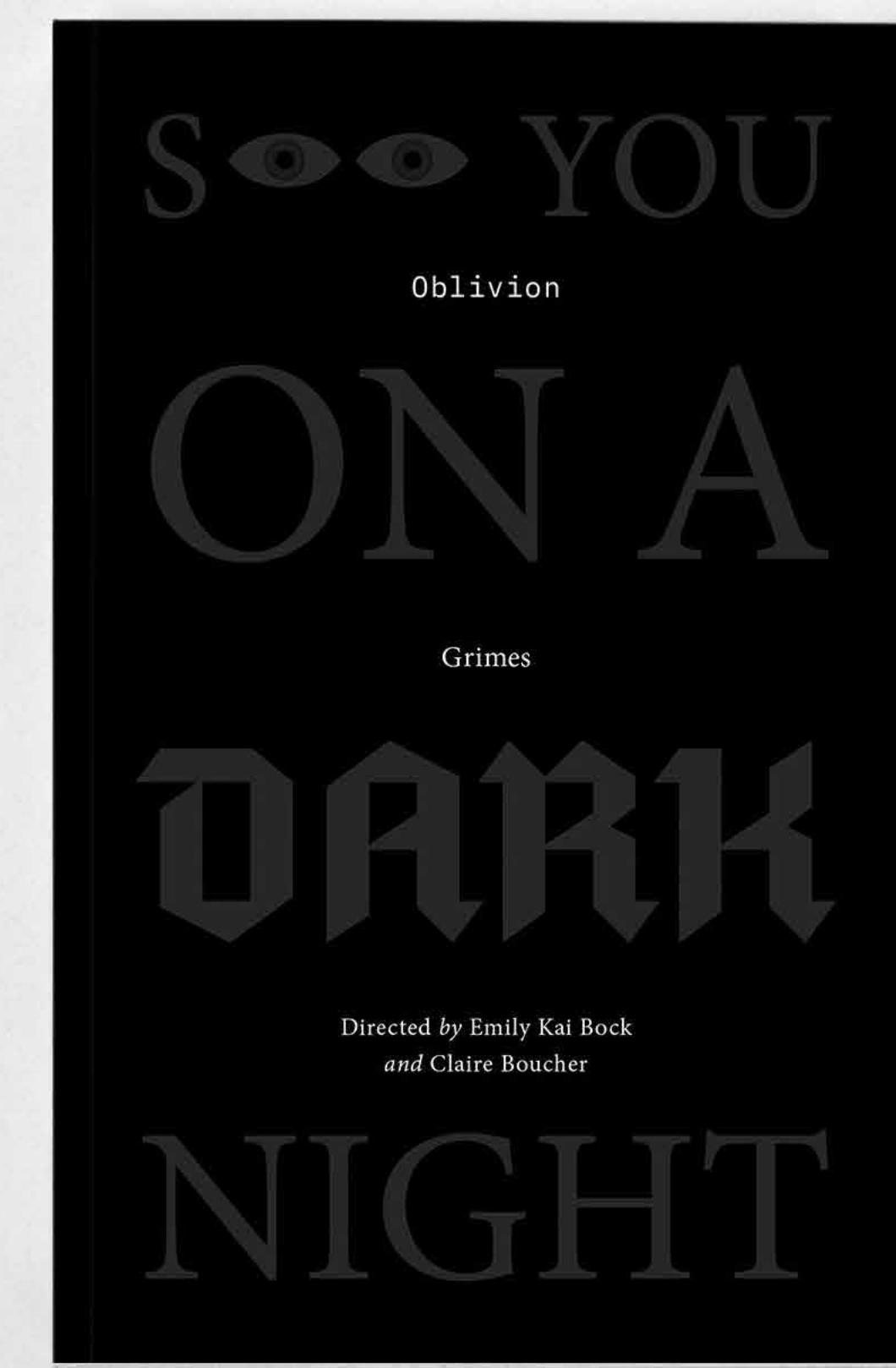
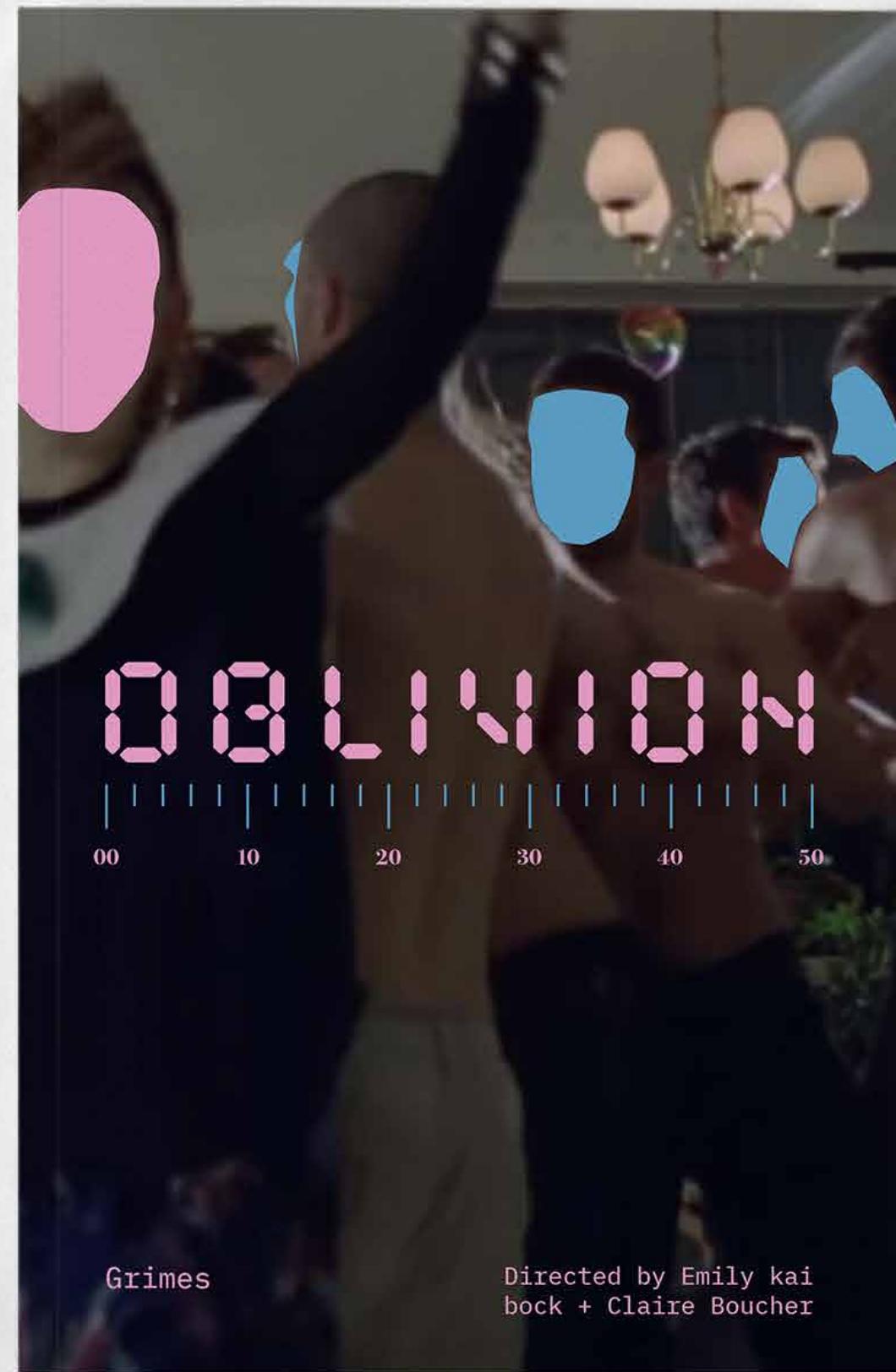
TYPE SPECIMEN TEE

2020 PORTFOLIO





MUSIC VIDEO BOOK COVERS







12" ALBUM COVER (CONCEPT ARTIST)

2020 PORTFOLIO





12" SINGLE COVER (CONCEPT ARTIST)

2020 PORTFOLIO





12" SINGLE COVER (CONCEPT ARTIST)

2020 PORTFOLIO

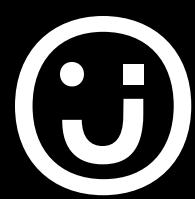


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CODING+MOTION+3D

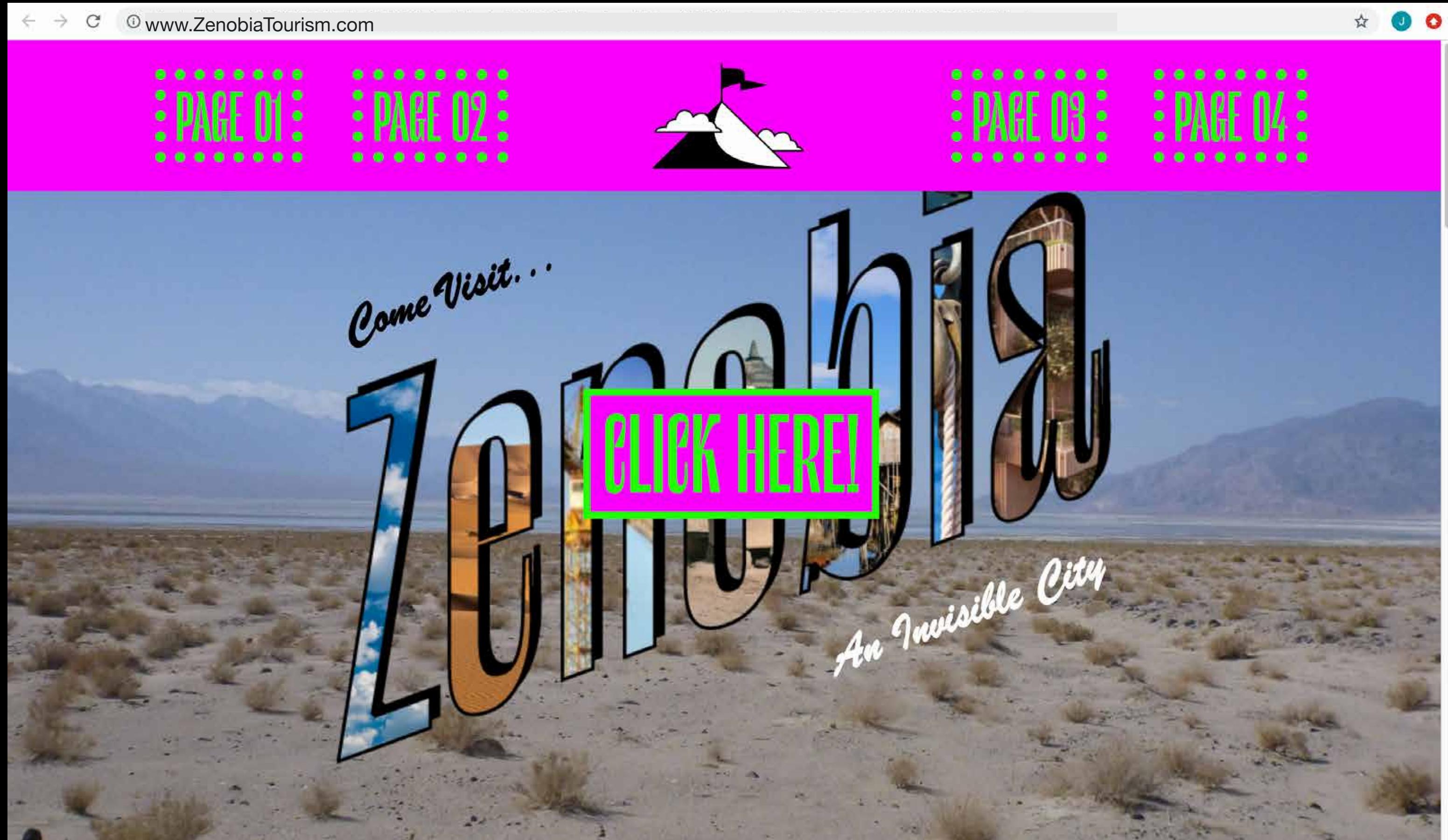


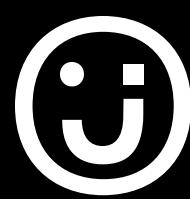
PORLAND, OR



SELF CODED CLICKBAIT TOURISM SITE

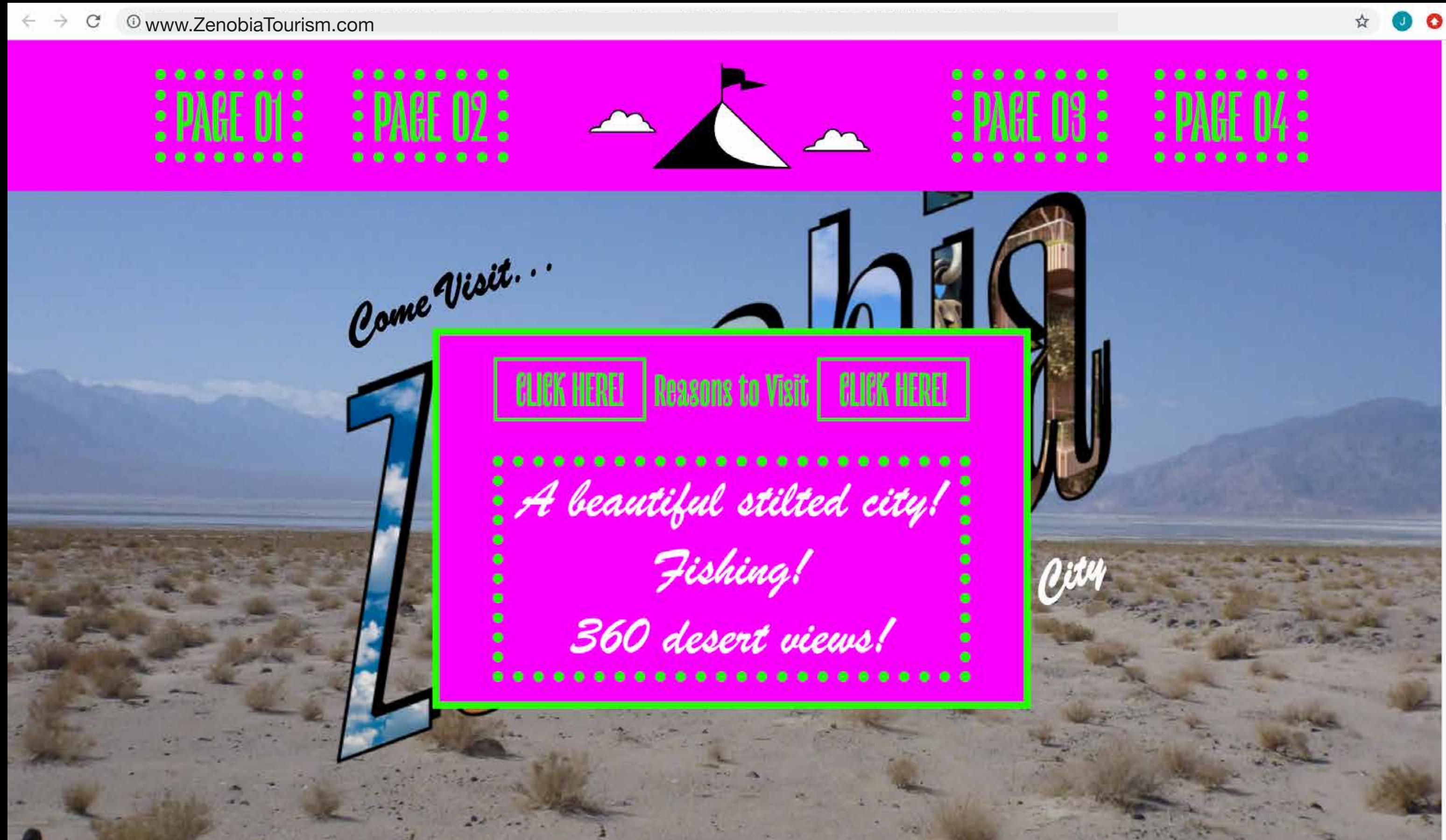
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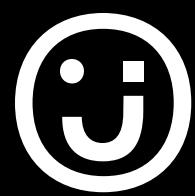




SELF CODED CLICKBAIT TOURISM SITE

2020 PORTFOLIO





SELF CODED CLICKBAIT TOURISM SITE

2020 PORTFOLIO

The screenshot shows a web browser window with the URL www.ZenobiaTourism.com. The page has a pink header with a decorative cloud and dots icon. The main content area features two columns of text over a background image of a desert landscape with mountains. The left column discusses the city's unique architecture and history, mentioning bamboo and zinc houses, stilts, and various structures. The right column continues the narrative, mentioning the city's evolution and the challenges it faces. At the bottom, there is a large, stylized text element that appears to be part of a larger, partially visible image. Navigation links at the bottom include [PAGE 03](#), [PAGE 02](#), [PAGE 01](#), and [PAGE 04](#). The footer credits Jason Scheuermann GDS51 FA19.

now a small coil of
the city of Zenobia,
which is wonderful in
this fashion: though
set on dry terrain it
stands on high
pilings, and the
houses are of bamboo
and zinc, with many
platforms and
balconies placed on
stilts at various
heights, crossing one
another, linked by
ladders and hanging
sidewalks, surmounted
by cone-roofed
balvedares, barrels
storing water, weather
vanes, jutting
pulleys, and fish
poles, and cranes.

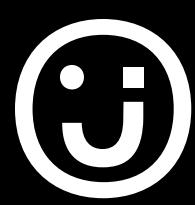
No one remembers what
need or command or
desire drove Zenobia's
founders to give their
city this form, and so
there is no telling
whether it was
satisfied by the city
as we see it today,
which has perhaps
grown through
successive
superimpositions from
the first, now
undecipherable plan.
But what is certain is
that if you ask an
inhabitant of Zenobia
to describe his vision
of a happy life, it is
always a city like
Zenobia that he
imagines, with its
pilings and its
suspended stairways, a
Zenobia perhaps quite
different, a-flutter
with banners and
ribbons, but always
derived by combining
elements of that first
model.

This said, it is
pointless trying to
decide whether Zenobia
is to be classified
among happy cities or
among the unhappy. It
makes no sense to
divide cities into
these two species, but
rather into another
two: those that
through the years and
the changes continue
to give their form to
desires, and those in
which desires either
erase the city or are
erased by it.

An Invisible City

[PAGE 03](#) [PAGE 02](#) [PAGE 01](#) [PAGE 04](#)

Jason Scheuermann GDS51 FA19

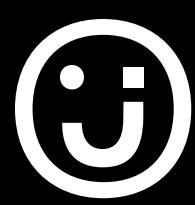


PSA VIDEO

2020 PORTFOLIO

12_05_2019

PUBLIC SKATEBOARDING ANN



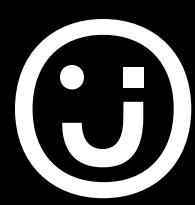
PSA VIDEO

2020 PORTFOLIO

PSA

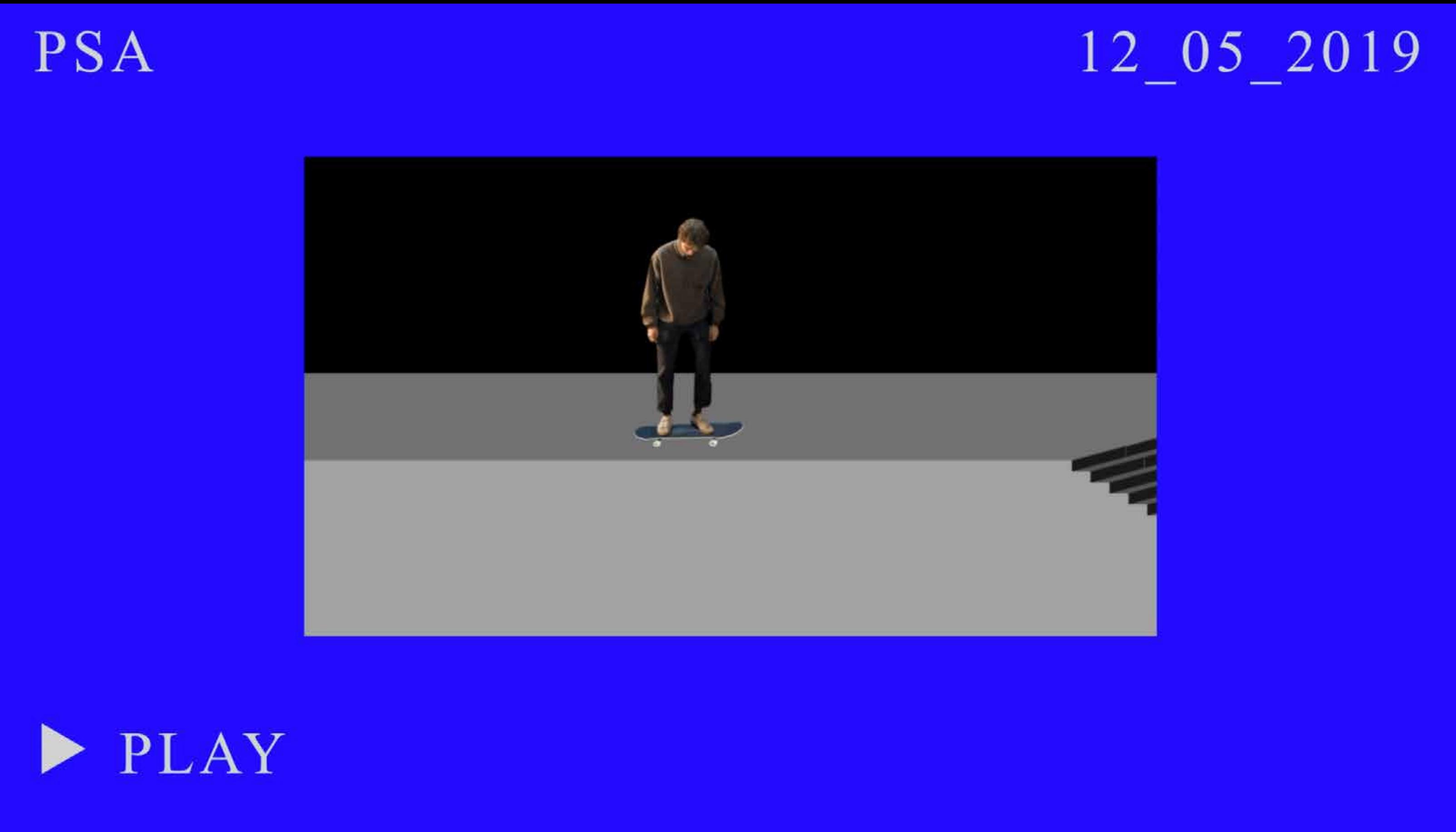
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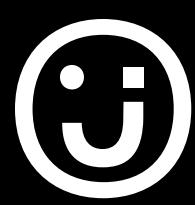
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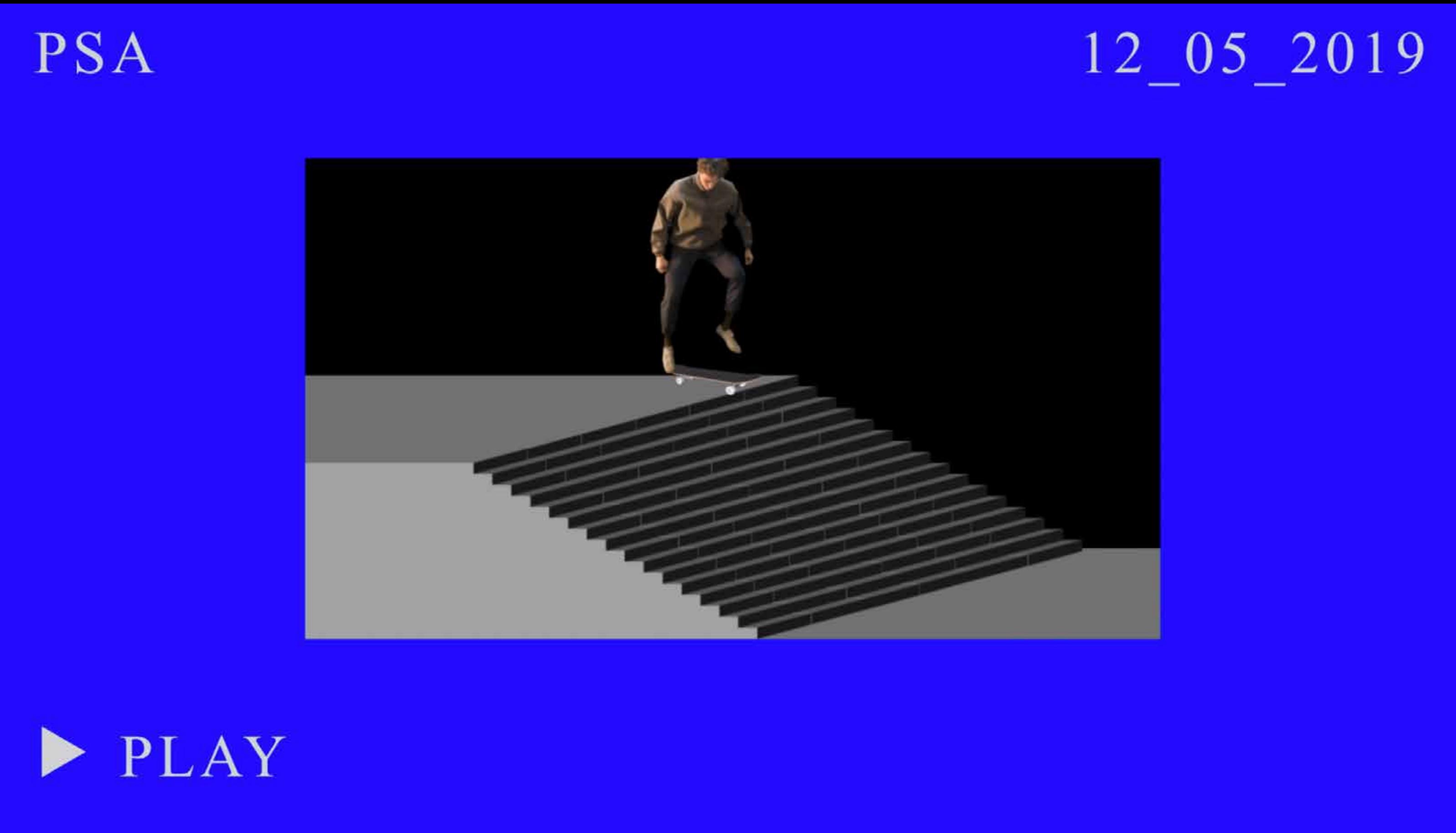
2020 PORTFOLIO

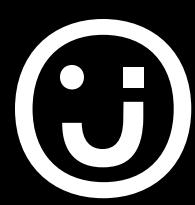




PSA VIDEO

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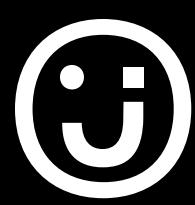




PSA VIDEO

2020 PORTFOLIO





PSA VIDEO

2020 PORTFOLIO

PSA

12_05_2019



► PLAY



PSA VIDEO

2020 PORTFOLIO

PSA

12_05_2019



► PLAY

3D RENDER

2020 PORTFOLIO

DESIGN CLUB



PORLAND, OR



WHAT IS IT?

2020 PORTFOLIO

Design Club was founded by me and my buddy Oskar during our junior year at the Pacific Northwest College of Art. Its purpose was to build the design community after noticing the lack thereof within the department, starting at PNCA but envisioning its expansion beyond the school setting.

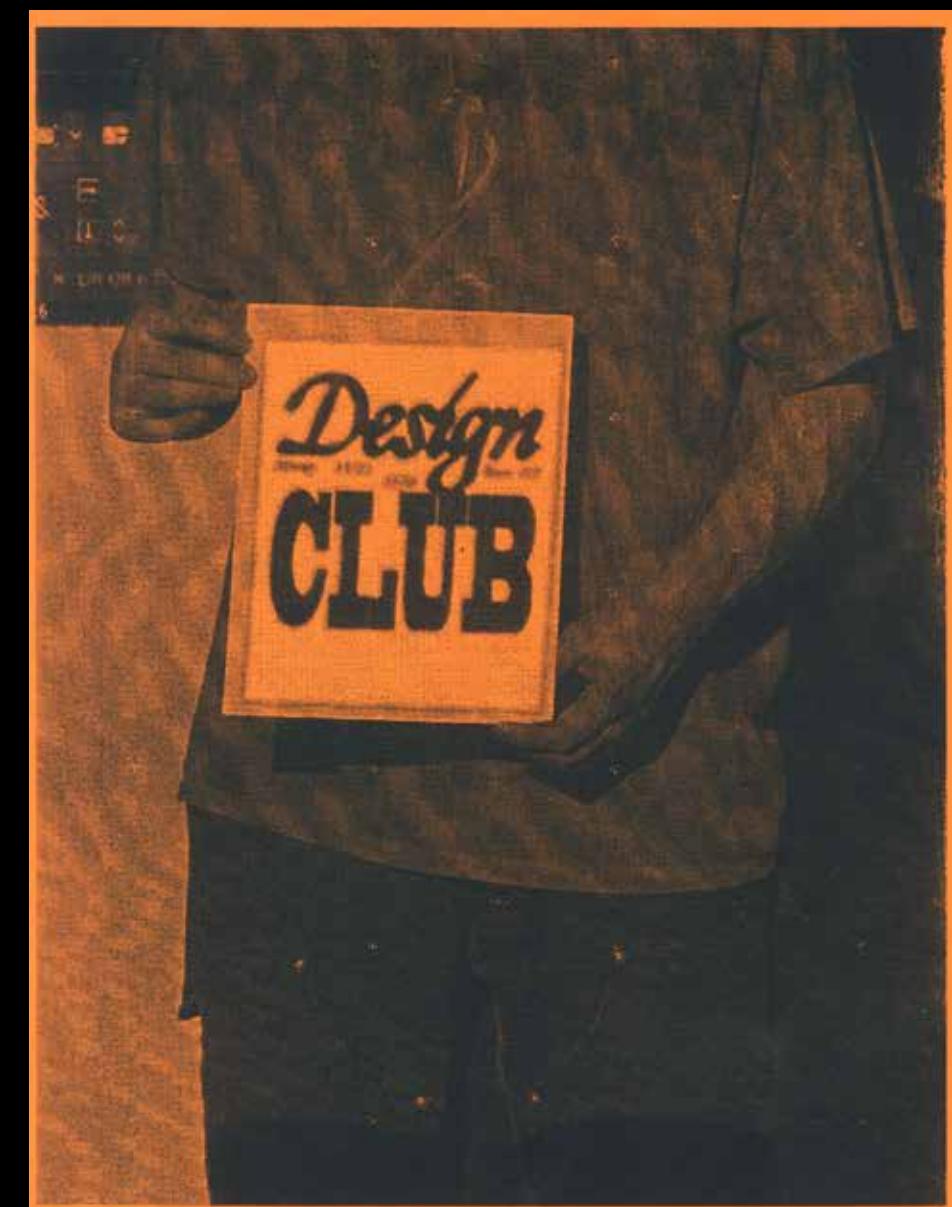
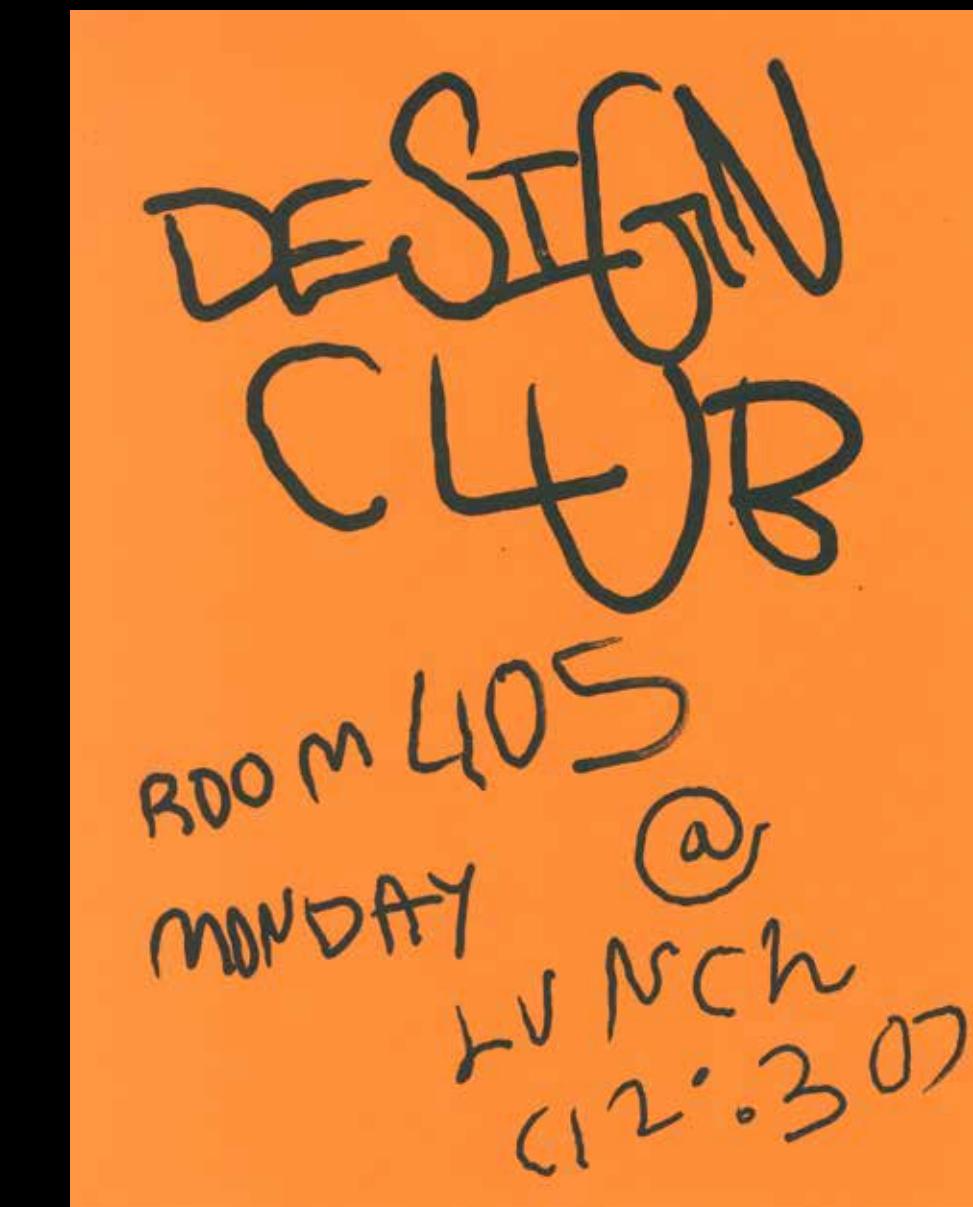
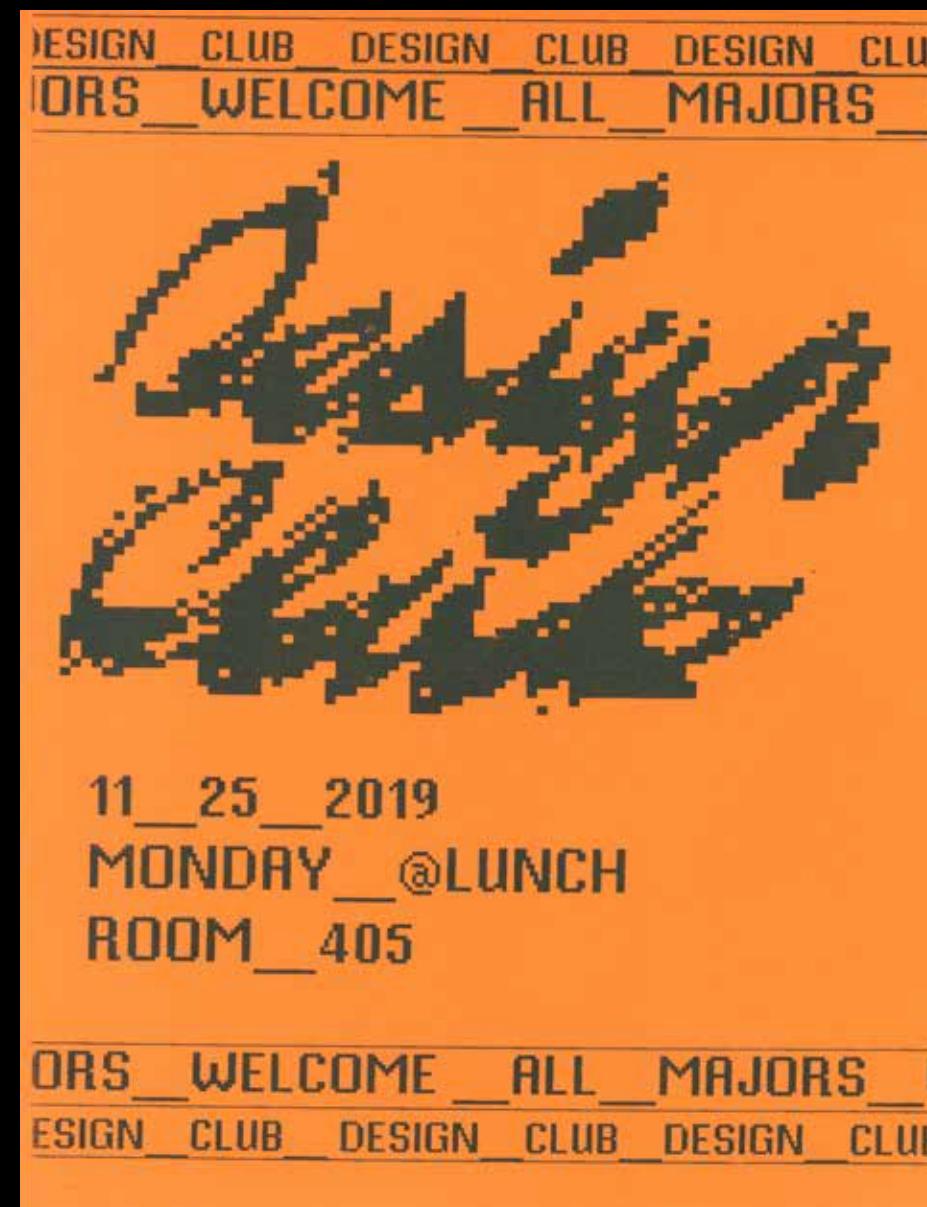
The driving principles being fast and experimental, not concerned with making "good" design so much as pushing the making process and learning new skills to help us in our own creative practices. It was open to all majors and people, not limited to students or designers, recognizing that the best work comes from the sharing a wide range of perspectives and abilities.

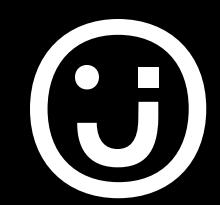
PEOPLE

OSKAR RADON (CO-FOUNDER)
KRISTIN ROGERS BROWN
CHELSEA STEPHEN BIJAN BERAHIMI
RILEY ROHRBACHER
ADAM BOIN
AUSTIN MEROS
STEVIE BIGA
LYDIA MERCER
RACHEL CAVELL
RUDOLF SZILVASY
CJ COX
TRUNG BAO
FELICIA ESQUIVEZ
NAWRYN EMERSON
SUNDHYA ANTHONY
EMERALD FORD
JUSTICE GEERS

METTING 01 POSTERS (RISO)

2020 PORTFOLIO

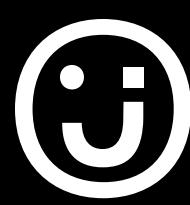




HAND-DONE BRUSH TYPE+BITMAP

2020 PORTFOLIO





POSTER INSTALL+INSTA POST

2020 PORTFOLIO

designclubpnca

designclubpnca "Is this allowed!!!!????"
Meeting #01 -> THIS MONDAY 11/25
@ 12:30 PM
E v E r Y o N e W e L c O m E ❤
#pncadesign #graphicdesign

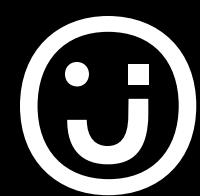
20w

Like Comment Share

Liked by sinisterfemme and 24 others

NOVEMBER 21, 2019

Add a comment... Post



MEETING 01 HANDOUT

DESIGN CLUB

THE GOAL: 2019-2020

Make experimental & meaningful work that you are proud of, build skills, get faster at ideating, iterating, and making, have fun :), and build community.

CLARIFICATION

Design is not a medium.
Design is not limited to digitally produced graphics. Design can be made with paint, pencils, paper, hair, garbage, diamonds, pixelated, hand-brushed letters, VR drawn words, rusty car parts, cut-up coupon pages...anything!!!!

Design is about communication. The content and medium should be determined by the message to be communicated.

Design is best evaluated on how well it communicates the intended message so any critique of work created in Design Club or anywhere shouldn't be taken personally. That said, we are creating a space to support one another so do your best to critique respectfully and kindly :)

DESIGN ELEMENTS*

COMPOSITION	ORGANIZATION
scale	information
space	order
form	orientation
shape	grouping
proportion	sequence
proximity	logic
direction	structure
position	flow
alignment	
symmetry	
asymmetry	

DESIGN PROCESS†

1. IDEA/DIRECTION
Thoughts, creative concepts, or visual directions. It is the intellectual framework, the differentiating contents, unique insights, and distinguishing aesthetic qualities.

2. VERSION/VARIATION
For example if the idea is about Farming. Version 1 might be about the animals, version 2 might be about the equipment, version 3 might be about the land, version 4 might be about the seasons, and version 5 might be about the store.

3. ITERATING
A series of changes that characterized by small or large formal, structural, artistic, aesthetic changes that do not change the larger idea, merely change the appearance or layout. It's purpose is to test multiples options to find the best combination of styles, techniques, and formal, structural, compositional design decisions to create the best possible version of an idea. Explore color, size, space, scale, quantity, order, orientation, and arrangement with different materials, and styles.

4. ADJUSTING
The finishing touches to tighten everything up so you are satisfied with the final result. Remember that the perfect is the enemy of the very good, meaning that you get diminishing returns on time spent on the smallest details. Don't spend forever moving a line a few pixels up and down.

MEETING IDEAS

POSTER WORKSHOP
Make a poster for the next meeting or a poster for a specific cause or idea that is agreed upon ahead of time. The basic structure is 20 minutes to make moodboards, 3-20 minute sessions to make iterations based on versions/variations from the moodboards, then 1 hour to print and hang *experimentally* around the school. Be sure to document and upload pics to the Google Drive folder so we can post on the club's Instagram and tag you! :)

FIELD TRIPS
Stuff like going to the Nike exhibit. Lets get inspired, meet people, and use that energy to make some cool looking, experimental, and important stuff!!-

ONLINE SCULPTURE GARDEN
Everyone sculpt a thing in blender and then put them all on a website using a simple obj viewer.

OFF-THE-GRID LECTURE SERIES
This would be in addition to the Design Lecture Series. Do you want to practice public speaking? Present on your process, your story, anything design related!

KEYNOTE KARAOKE
Practice public speaking skills by giving a presentation on a random topic with pre-made slides.

Room 405
@designclubpnca
designclubpnca.github.io

* Design elements and design process © David Chathas 2019-infinity.



MEETING 01

2020 PORTFOLIO



designclubpnca PNCA - Pacific Northwest College of Art ...

designclubpnca Thank you to everyone for an amazing first meeting!! 🌟 #pncadesign #design
19w

fiskprojects Proud
19w 1 like Reply

Like Comment Share Save

Liked by sinisterfemme and 20 others

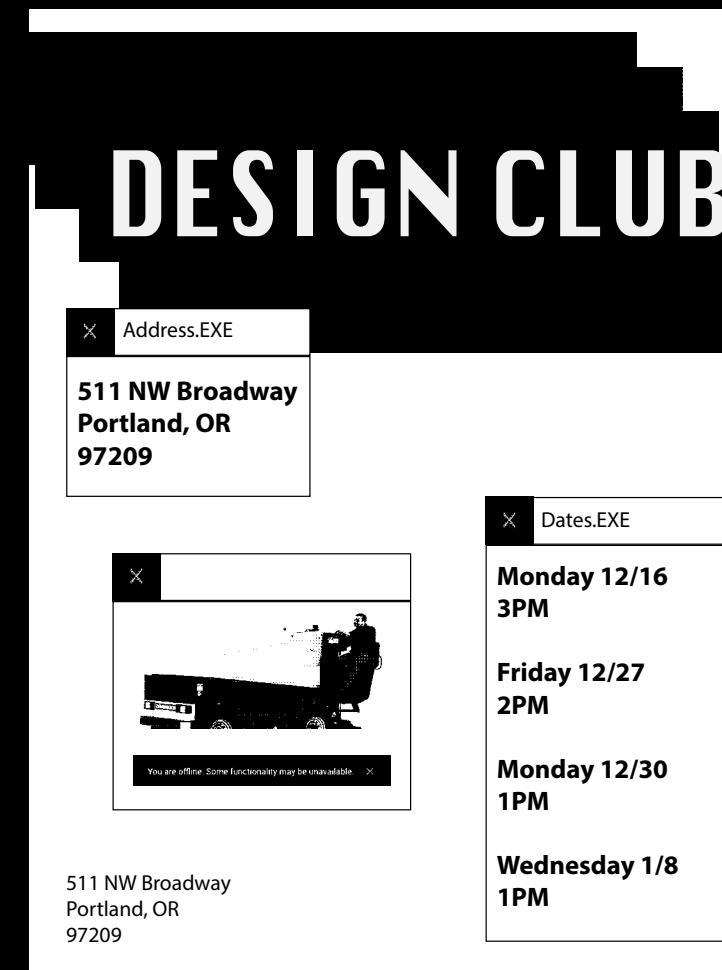
NOVEMBER 25, 2019

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MEETING 02 POSTERS

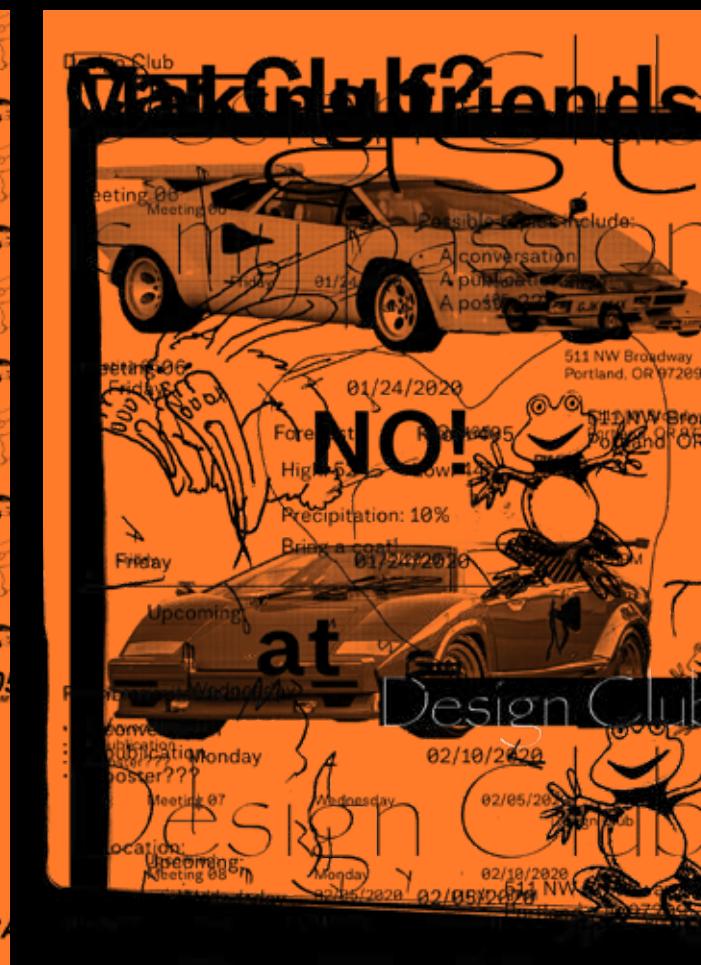
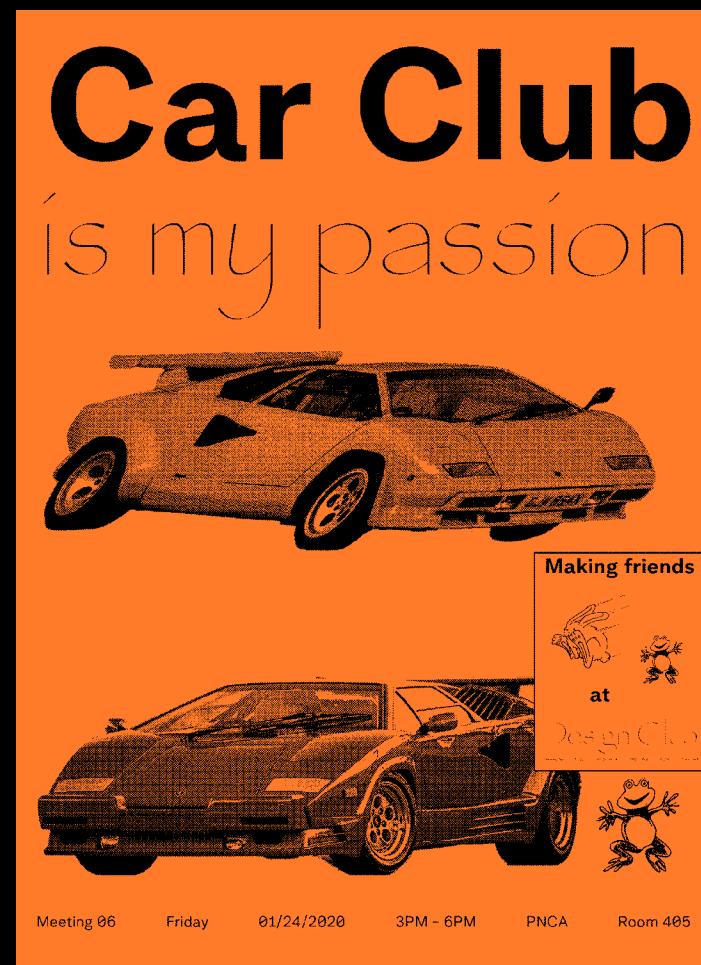
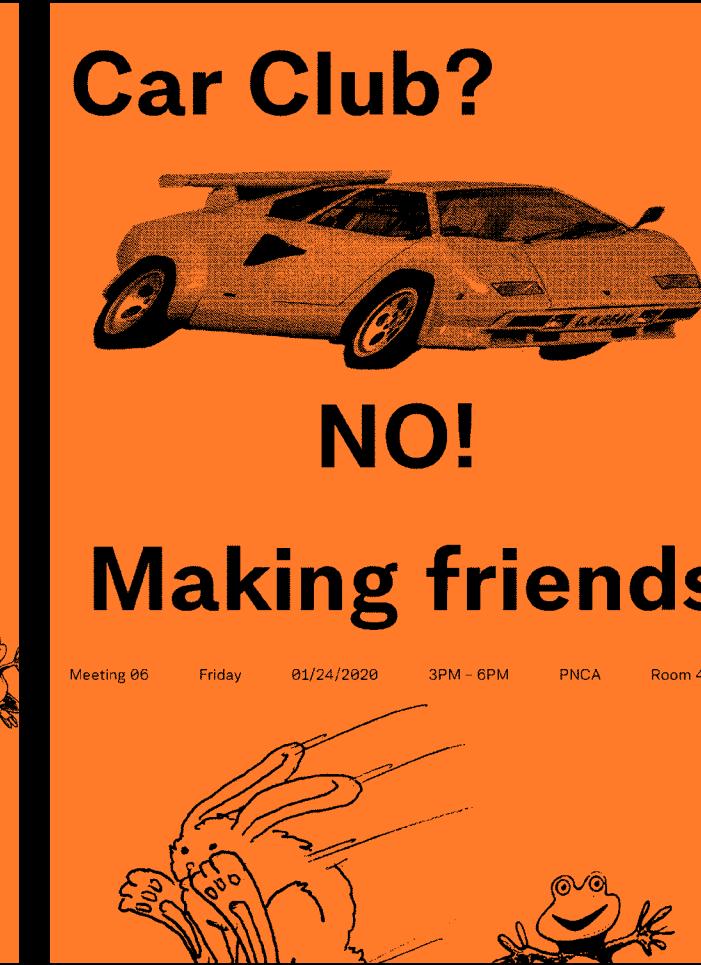
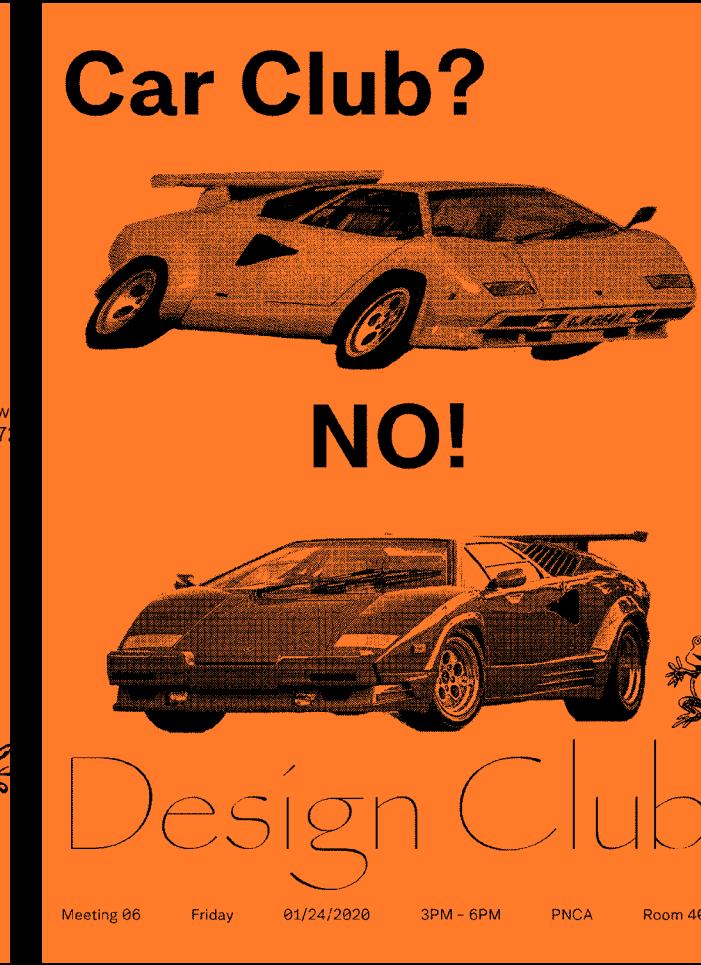
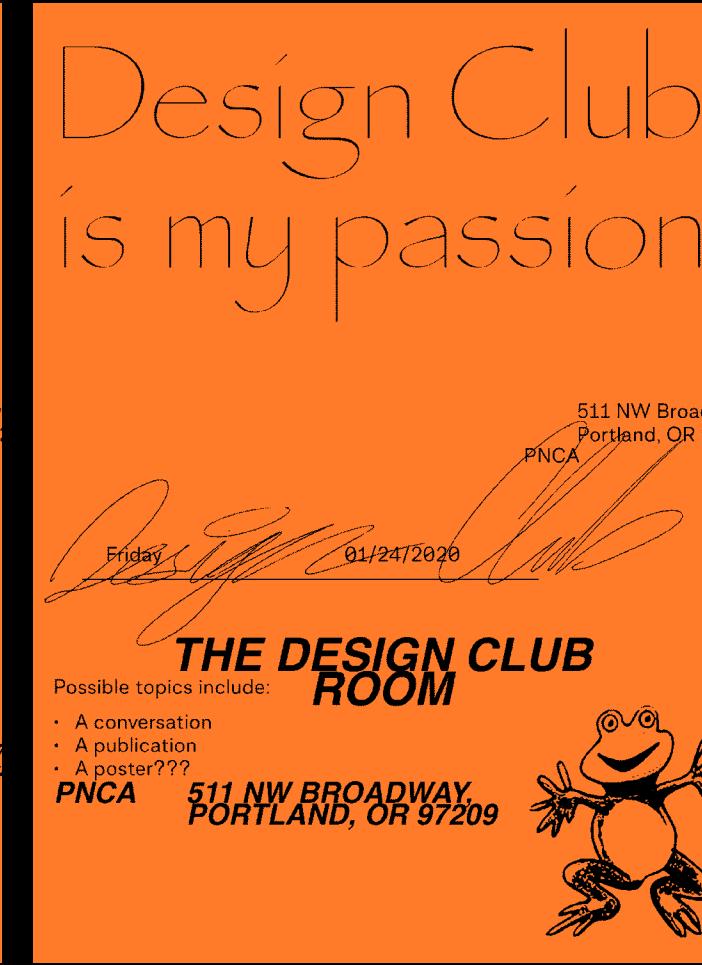
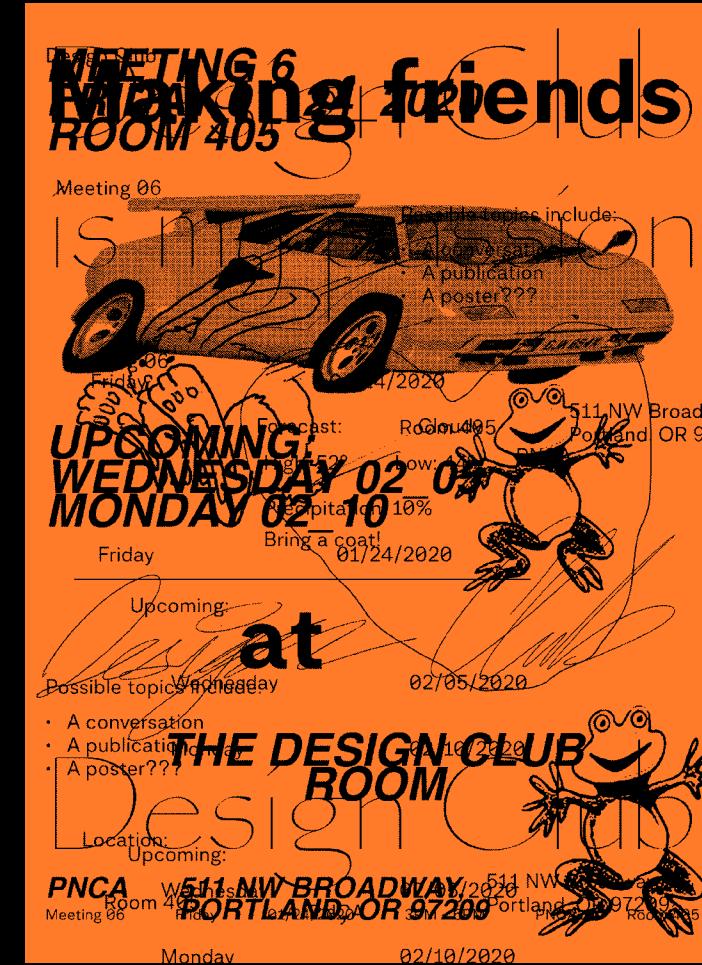
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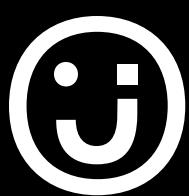




MEETING 04 POSTERS

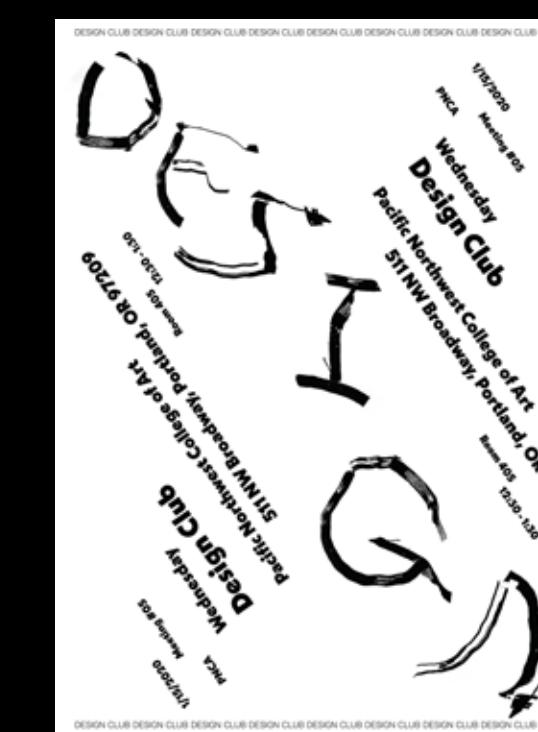
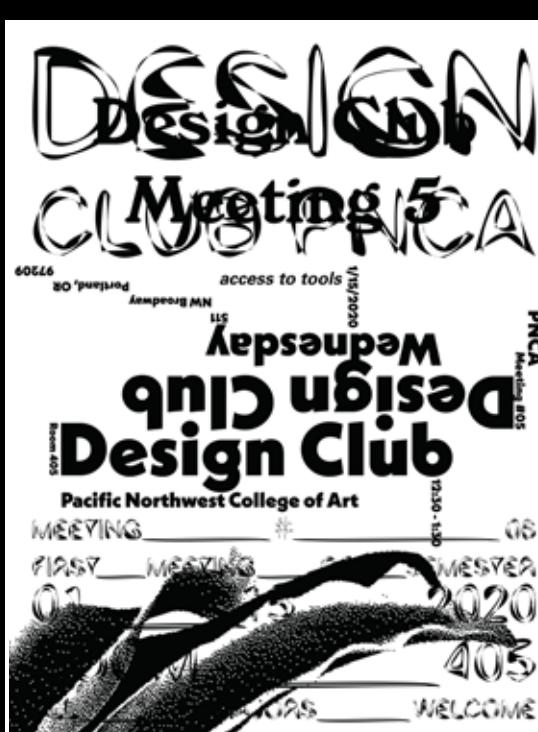
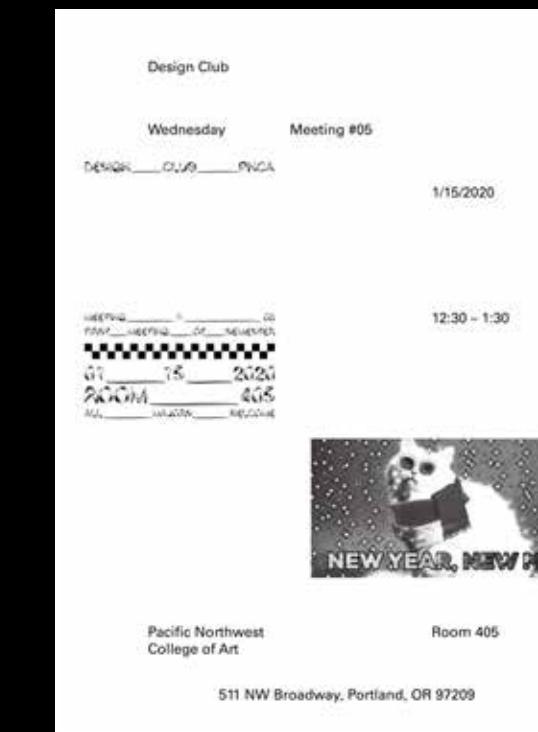
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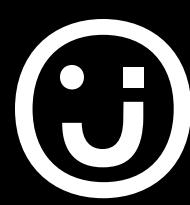




MEETING 05 POSTERS

2020 PORTFOLIO





POSTER INSTALL (SCREENPRINTED)

2020 PORTFOLIO

designclubpnca

designclubpnca Screen-printed and hung, ready for the new semester! (Next Wednesday @lunch in room405)

13w

pncadesign Reposting! 🙌

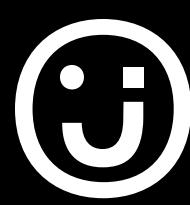
13w 1 like Reply

Like Comment Share

Liked by sinisterfemme and 24 others

JANUARY 10

Add a comment... Post



BLENDER SKILLSHARE WORKSHOP

2020 PORTFOLIO

designclubpnca

designclubpnca We did some blending today :)

11w

littlesidetable Will there be another soon? I'd love to go

11w Reply

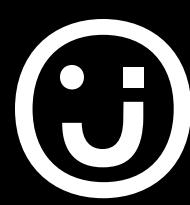
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Liked by sinisterfemme and 18 others

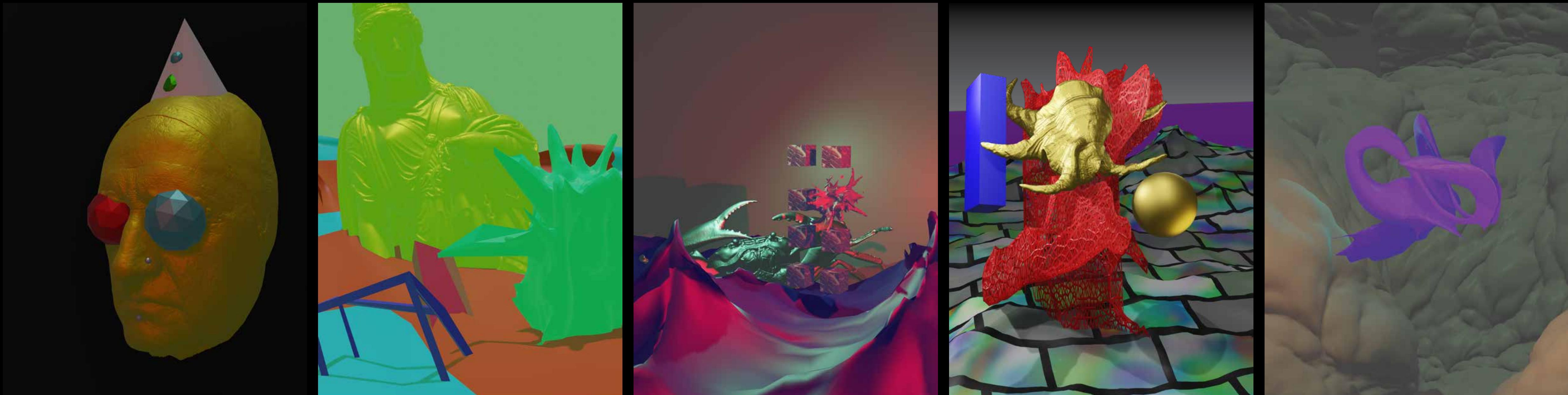
JANUARY 24

Add a comment... Post



BLENDER SKILLSHARE WORKSHOP

2020 PORTFOLIO

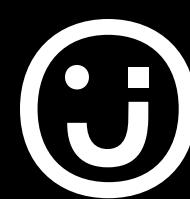




DESIGN CLUB STICKERS

2020 PORTFOLIO





INSTA POST FOR STICKERS

designclubpnca ...

designclubpnca NYC made stickers for Clubs Fair, and there's more left over! Message us if u want any :) Honk if you love Car Club or Jonas Brothers Club 🚗 Stickers by @jason_scheuermann @danielgestri and @oskarradon beep beep! #jonasbrothers #btsarmy #carclub #visualgraphics #studentworks #lovedesigning #pncadesign

10w

ennndigs Yeeee

10w 2 likes Reply

ennndigs I'll cop one

10w 2 likes Reply

Liked by ennndigs and 32 others

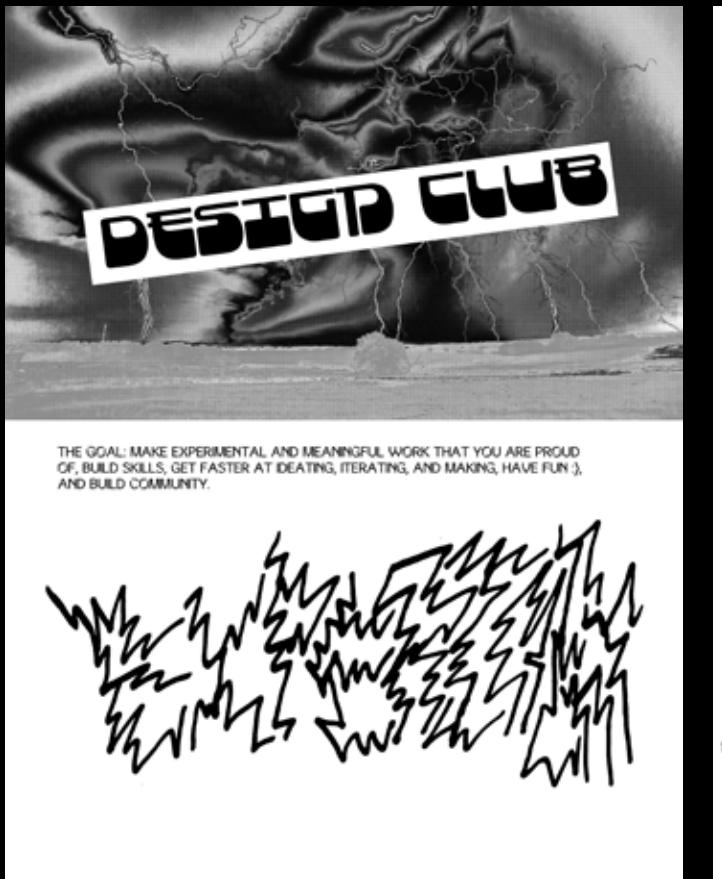
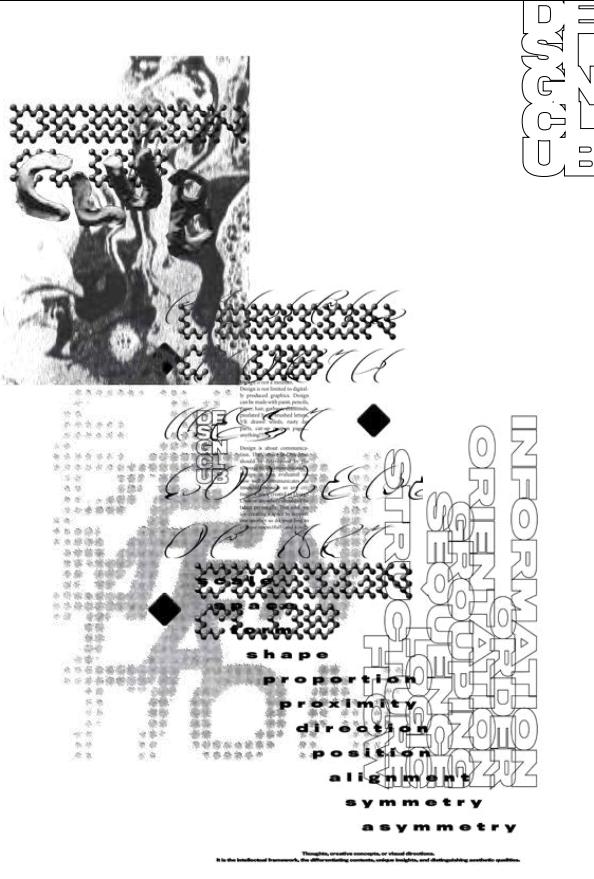
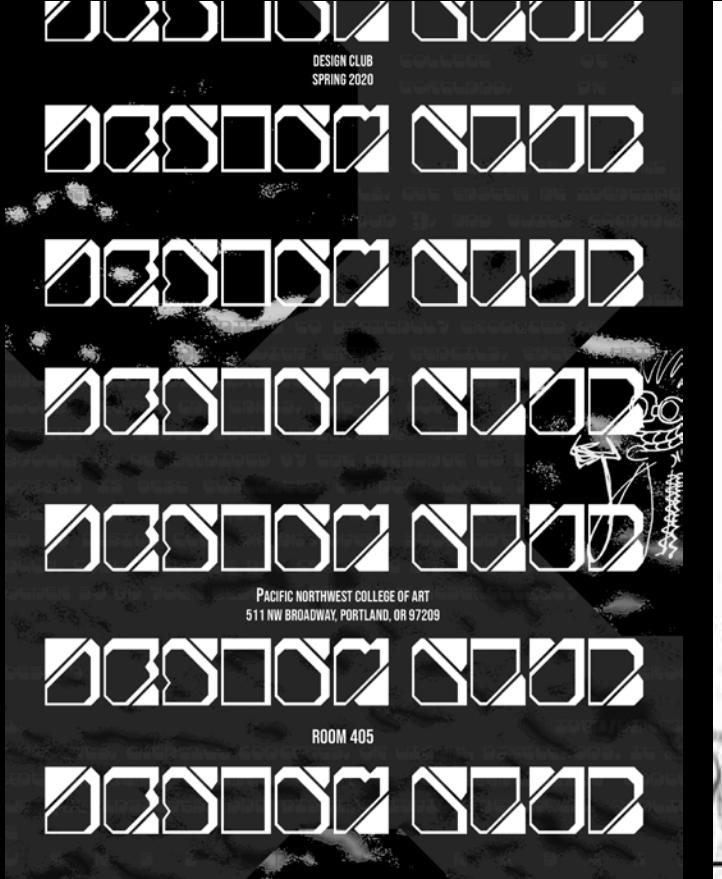
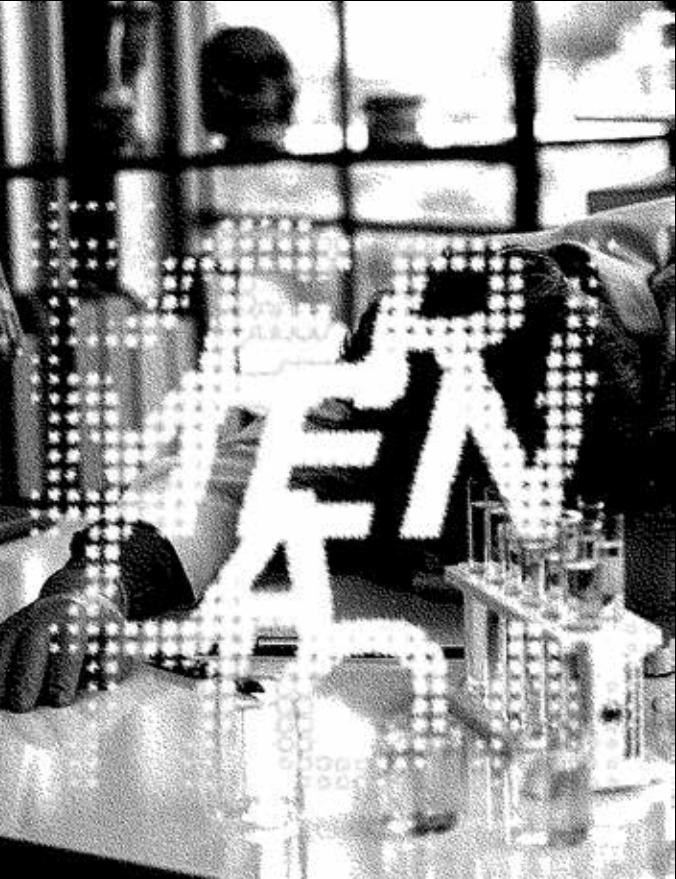
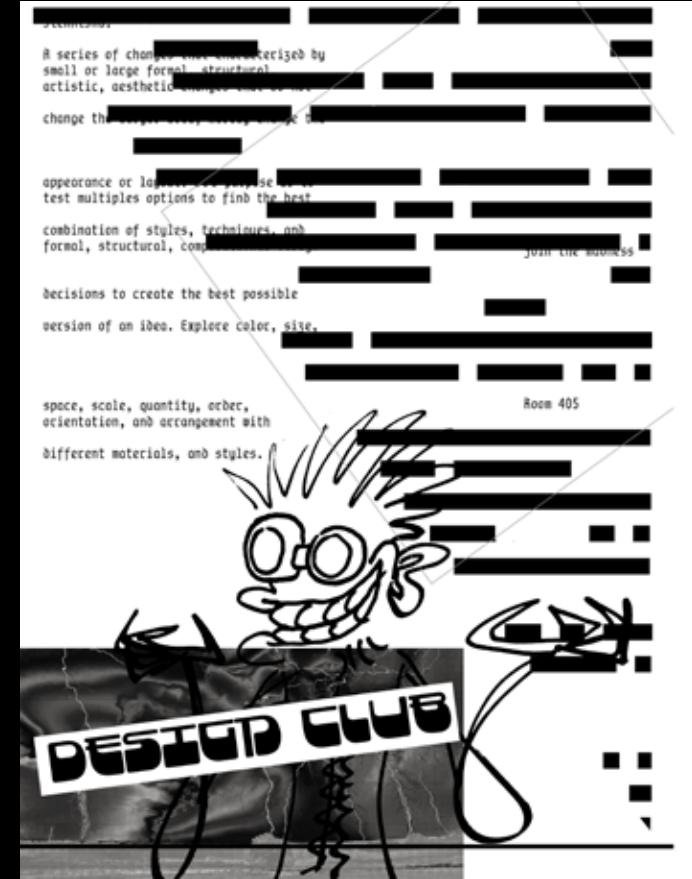
JANUARY 31

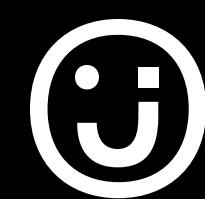
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MEETING 08 POSTERS

2020 PORTFOLIO





DESIGN CLUB ONLINE LOGO

2020 PORTFOLIO





ONLINE TYPE TUTORIAL

2020 PORTFOLIO

The image displays four screenshots from an online type tutorial:

- Screenshot 1:** Shows the word "DESIGN" composed of red, green, and yellow pixels. Below it is the word "CLUE" composed of yellow, blue, and green pixels. A progress bar at the bottom left says "MOVING ONLINE...".
- Screenshot 2:** A step-by-step guide for building letters. It shows four rows of transformations:
 - D → E → E
 - D → O → O
 - E → F → F
 - S → C → CA "NEXT" button is at the bottom right.
- Screenshot 3:** A message: "Test letters in context of eachother... D looks a little wide". It shows a row of black letters (D, E, F, G, H) with a red bracket underlining the "D" and "E".
- Screenshot 4:** A message: "Keep going till you have a full alphabet (watch out for M, N, and W, you may have to get funky so they don't get too chunky!). To make each letter into one shape, select entire character, make sure it's not grouped, and click 'add' in the pathfinder toolbar." It shows a row of black letters (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z) with red highlights on the letters "M", "N", and "W". A "NEXT" button is at the bottom right.

THANK YOU!

WWW.JASONSCHEUERMANN.COM