

W E A S T & W E A S T



portfolio



Design Process



designing w/type and image



Navy Days



Engineering Signature

Design Process



initial (pencil) sketch



modification/refinement

Client feedback
(refinement)



final (pencil) sketch



final scratchboard art



SACRAMENTO TREE FOUNDATION

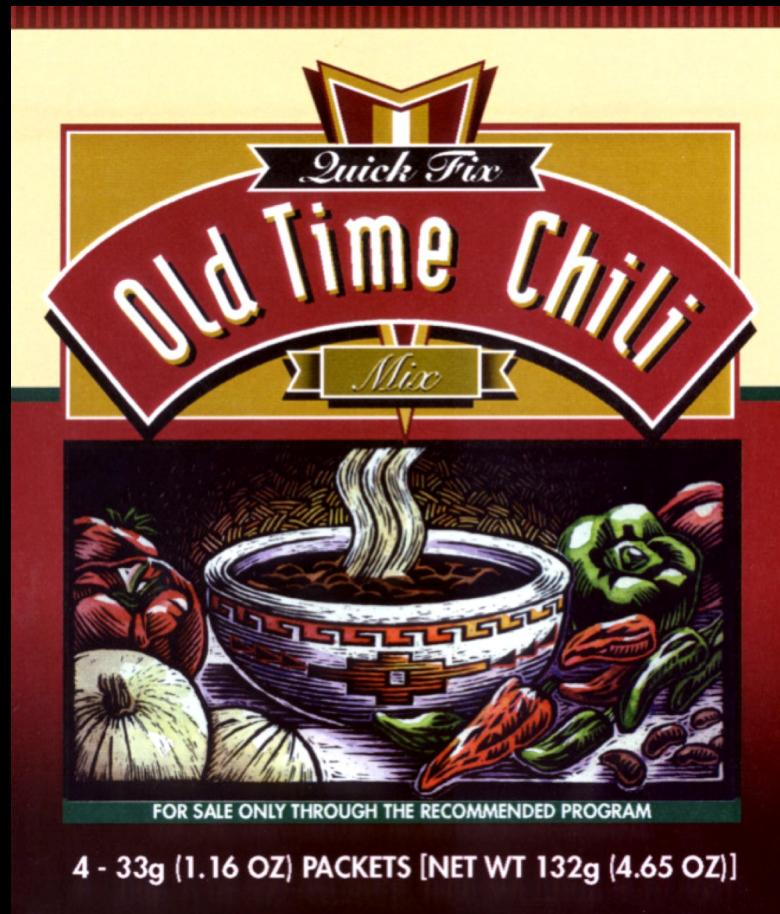
NeighborWoods Guidebook

Recipes For Community Action

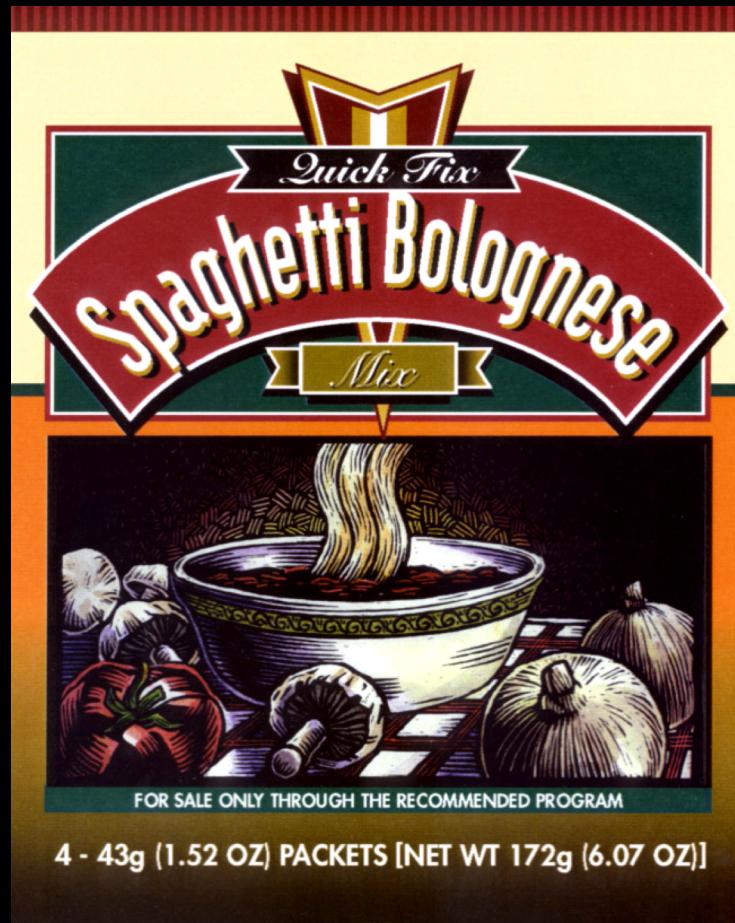




black & white art



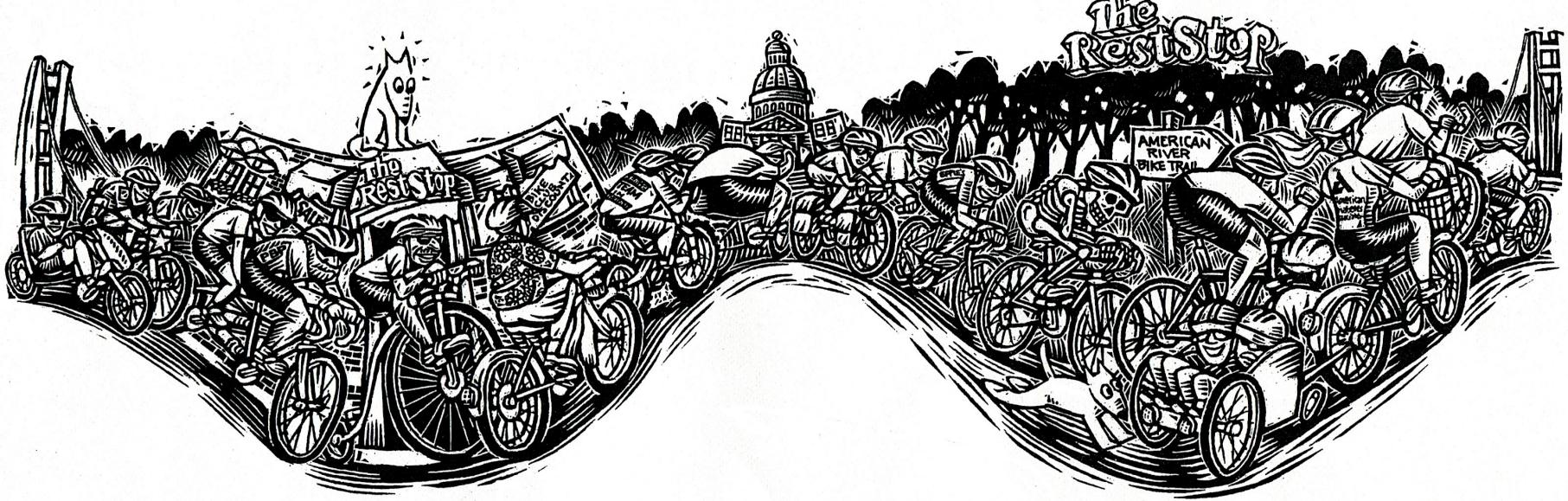
printed (color) package



printed (color) package



what's your passion?



2-D design on a 3-D surface



3-dimensional design



jersey design (without logos)



the journey...



...why we ride





Achieve Tahoe company identity (symbol)



ACHIEVE
—
t a h o e

Achieve Tahoe “signature”



implementation of signage



Achieve Tahoe apparel design



Achieve Tahoe apparel design



Achieve Tahoe embroidery



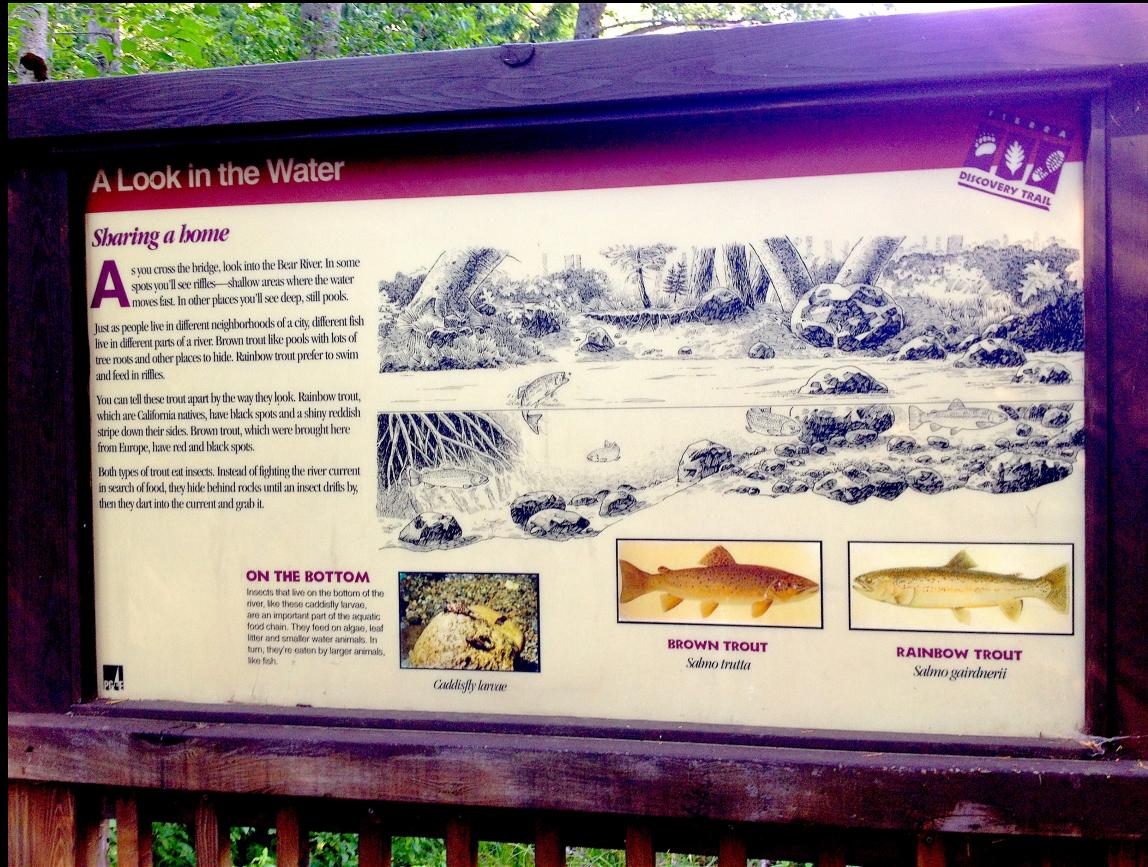
Alpine Bowl



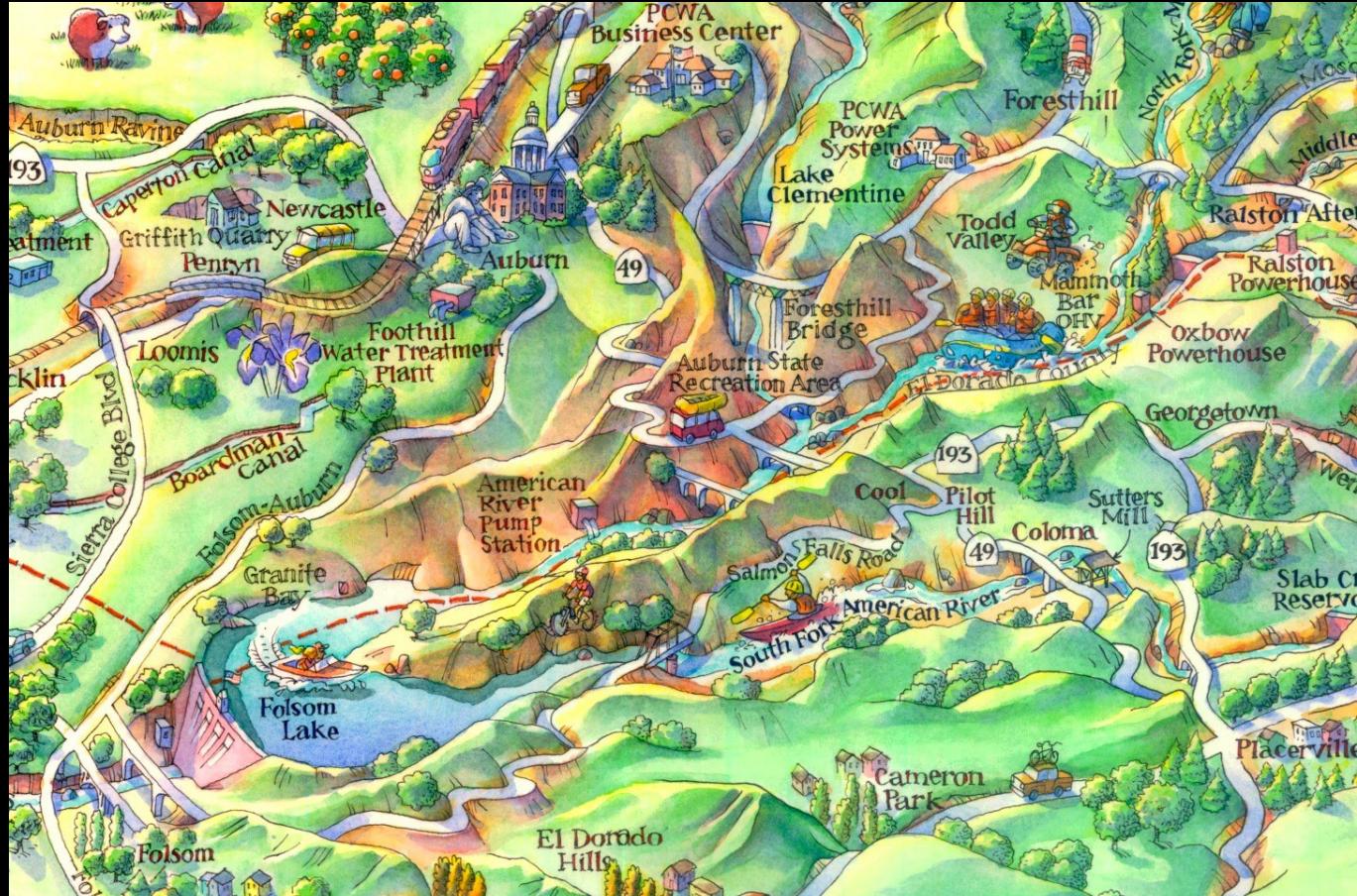
The Parkway signage
(working w/different materials)



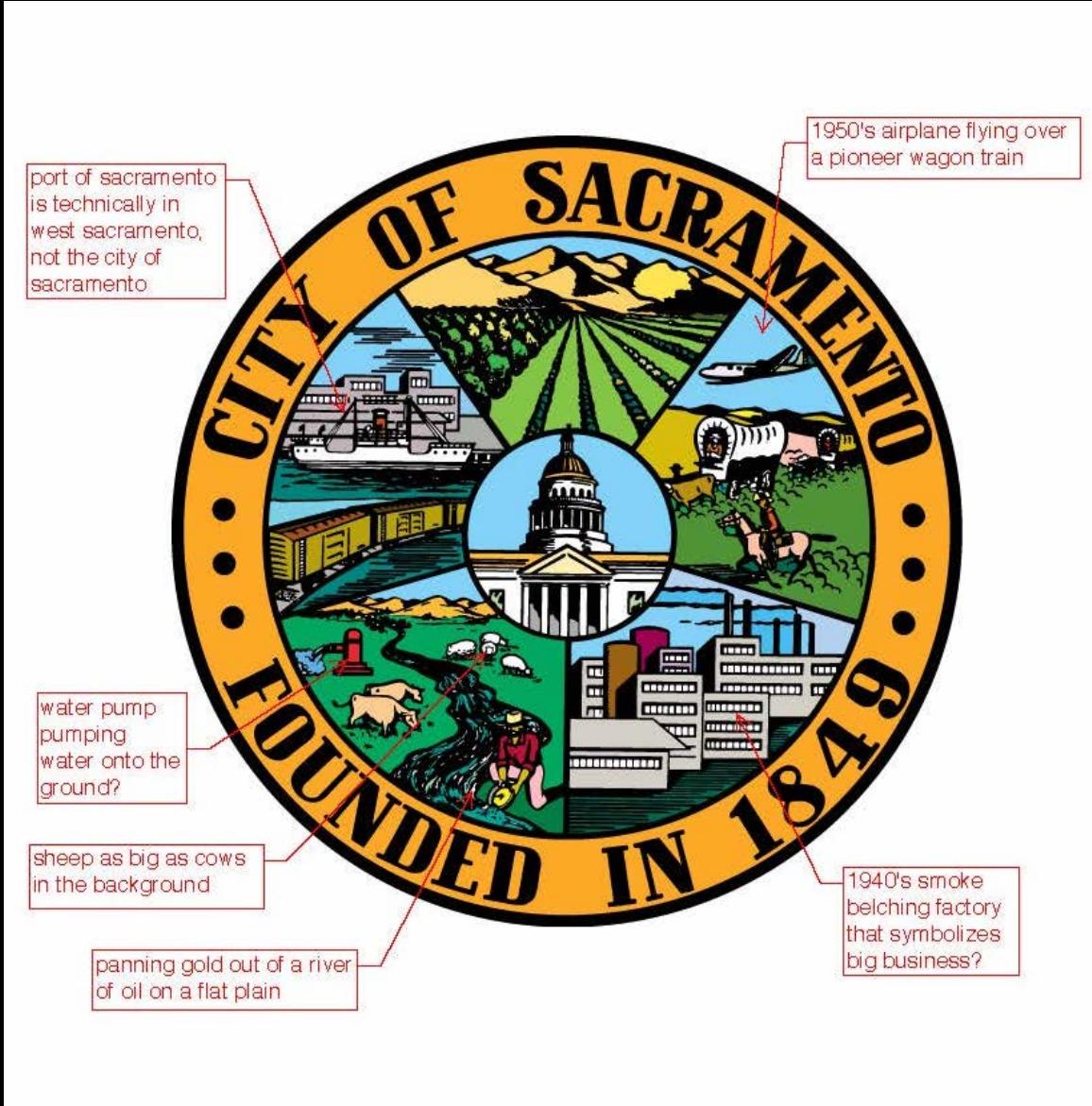
Sierra Discovery Trail “Trout Habitat”



Sierra Discovery Trail interpretive signage



Placer County Water Agency boundary map

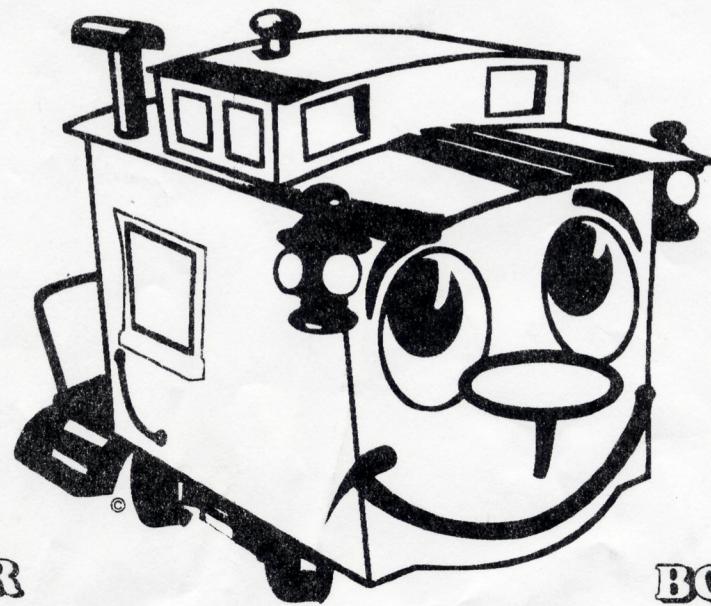


current Seal for the City of Sacramento

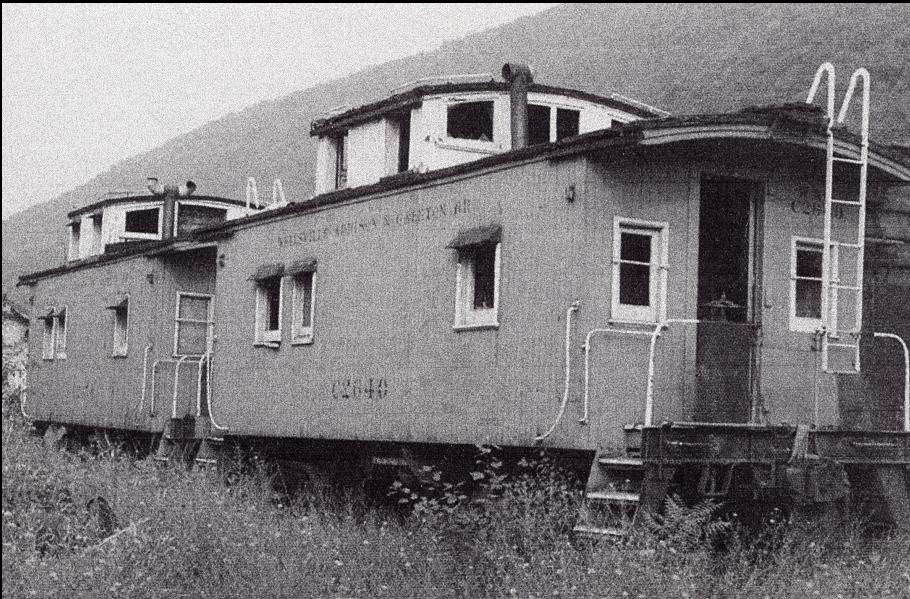


new Seal proposal

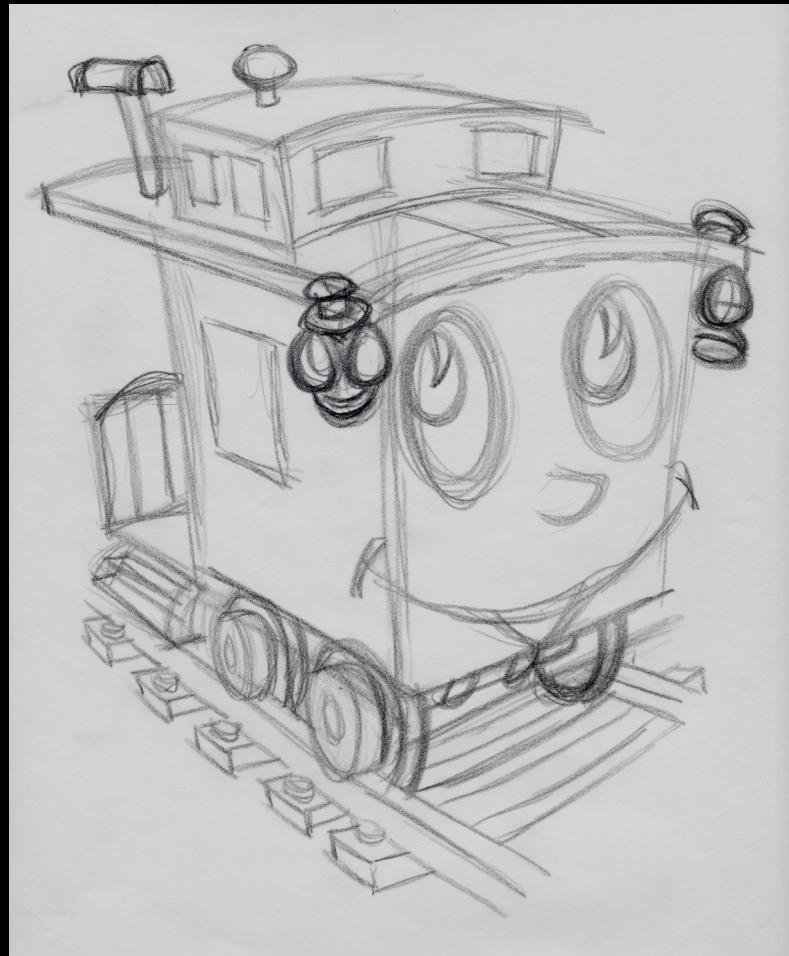
CABOOSE CLUB



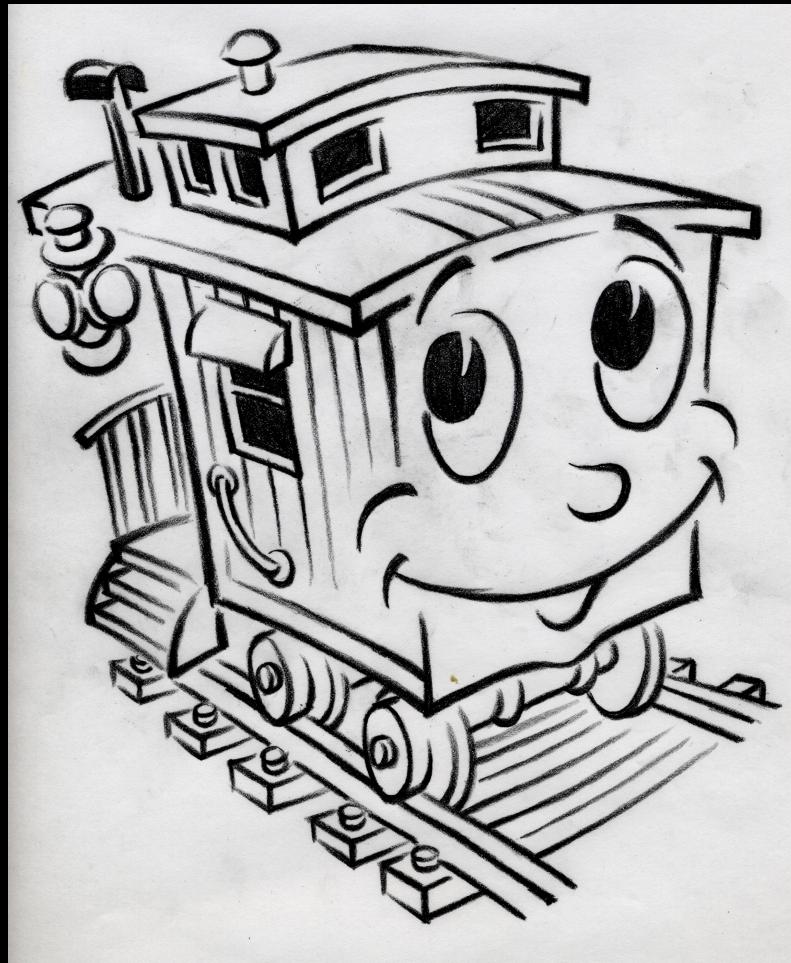
original identity



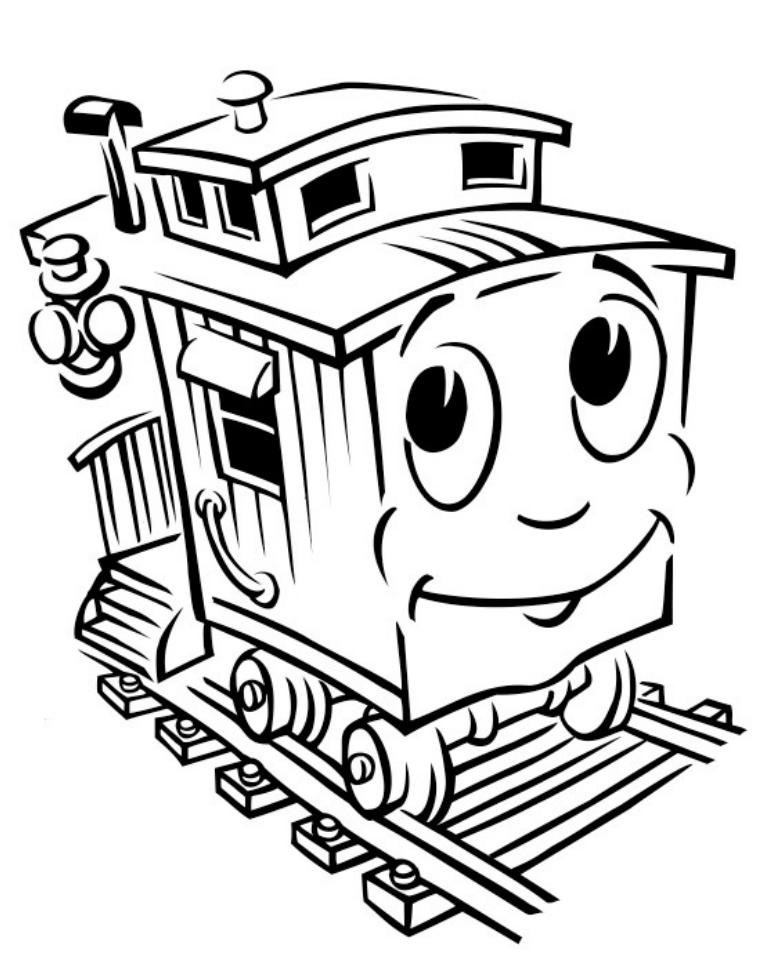
research for new work



rough pencil sketch



initial sketch for client



b/w vector art



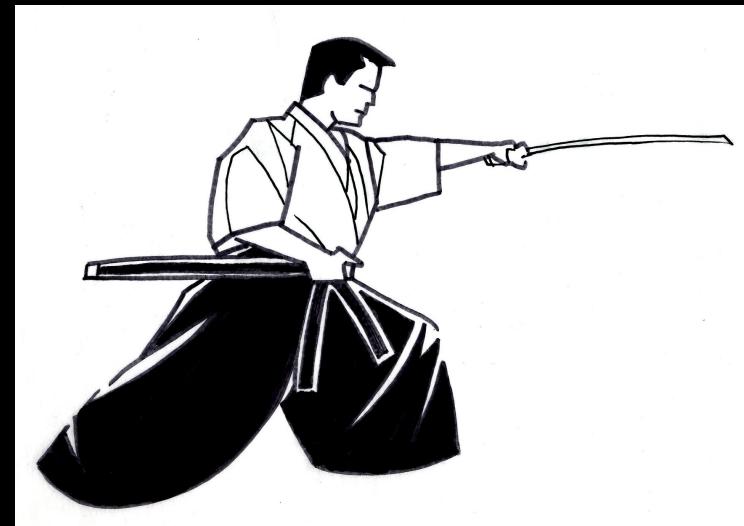
colored vector art



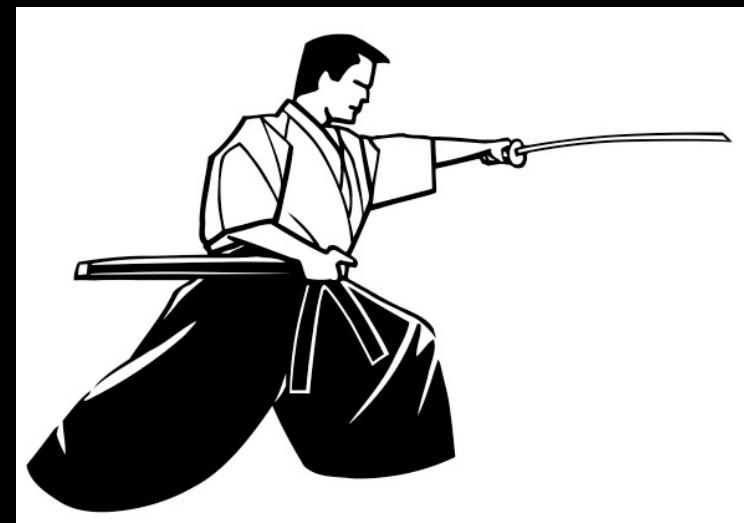
playing with friends



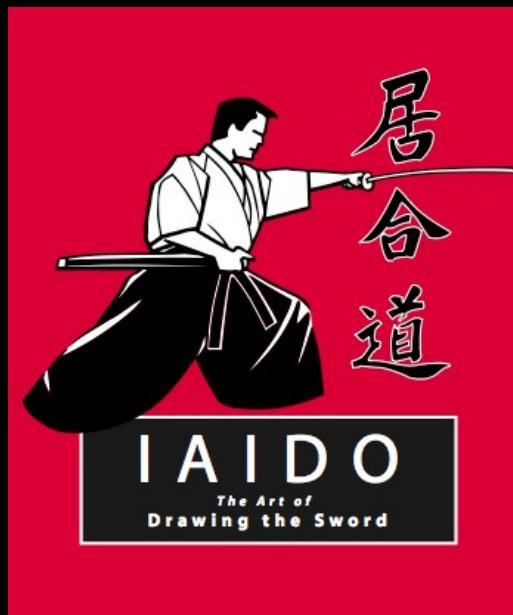
reference photo



marker pen sketch



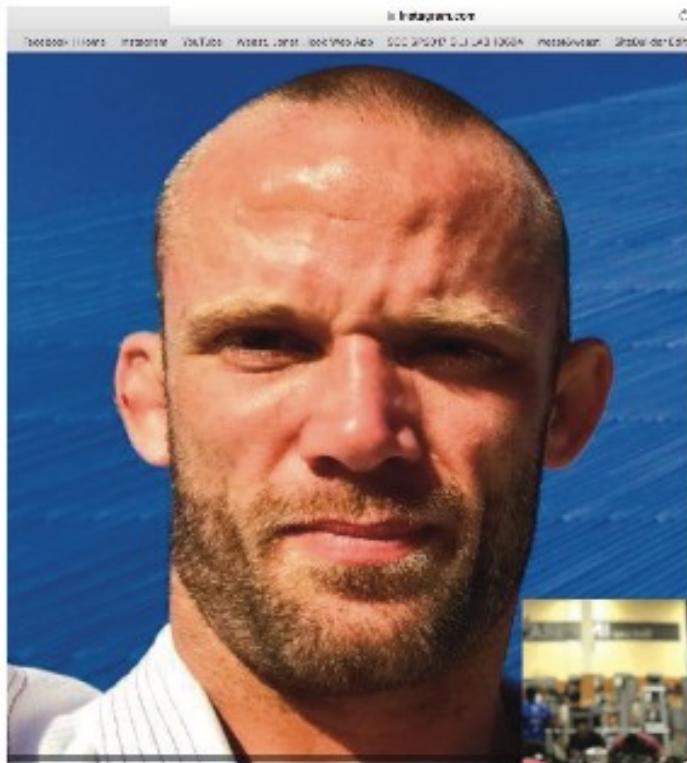
vector file



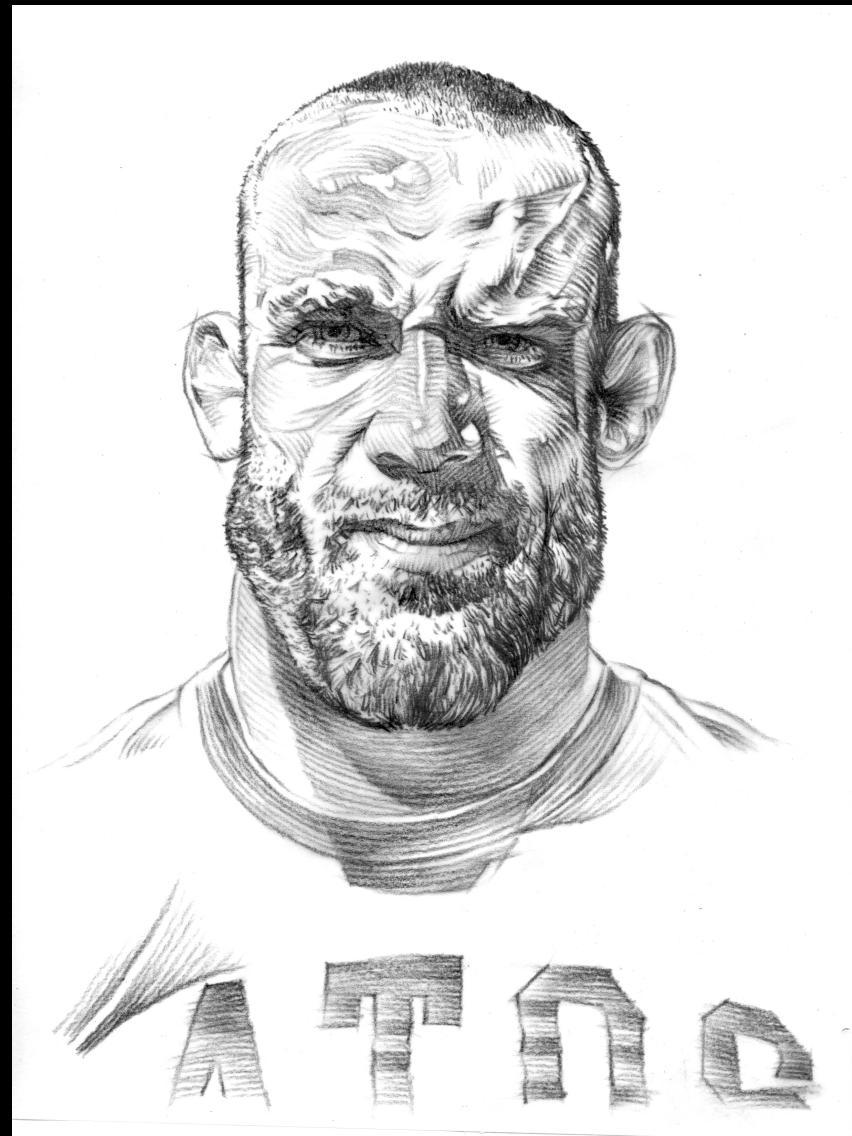
apparel design



playing with a World Champion









U-Nite at the Crocker

"Capturing the Cauliflower Nation"



Thursday, Oct 18th from 5pm-9pm
Crocker Art Museum, 216 "O" Street

Join **Professor Weast** as he delivers a 20 minute talk
on the process of generating images for his
"Cauliflower Nation" drawing series
(8:00pm in the 1st floor Meeting Room)

Crocker U-Nite talk poster



more apparel design



Weast & Weast web page (home)



tel: 916.284.5545

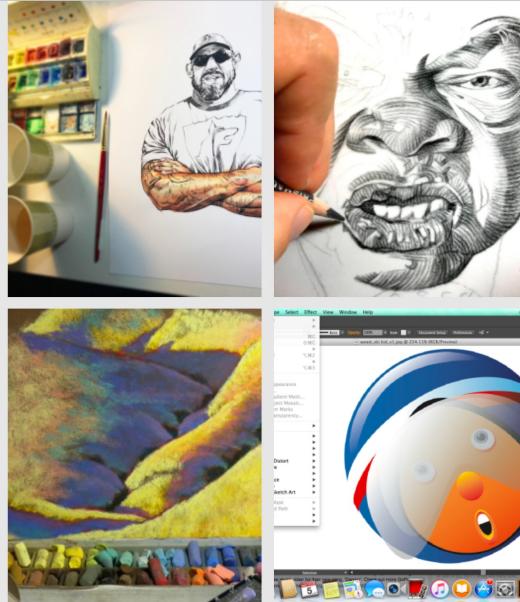
e-mail: jlweast@yahoo.com

jonathan weast
educator/illustrator/artist

f in g

Weast & Weast web page (home)

about



As an artist, my inspiration comes with exploration of the natural world around me. From the delicacy of the "micro world", seeing the curves and saturation of color inside a flower, to the "macro world", visualising the shapes and intensity of the California landscape I've grown up in.

As an instructor, my passion is to understand how we see, understand, and communicate... and how that translates in both the academic and commercial world. I am a "life-long learner" and invite my students to come along on that ride.

Professional experience:

- BA in Visual Communications, CSU Chico (1985)
- MA in Illustration, Syracuse University (2000)
- Principle, Weast & Weast (30 years)
- Adjunct Professor, CSU Sacramento (19 years)
- Adjunct Professor, Sacramento City College (3 years)
- Adjunct Professor, The Art Institute of CA, Sacramento (7 years)
- Color Workshop Instructor, UC Berkeley (Extension)

Medium specialties:

- Prismacolor
- Soft Pastel
- Watercolor
- Colored Pencil
- Acrylic Paint
- Adobe Illustrator



working with color



enhancing color for compelling visuals



varying times of day



September 26, 1998 • 10:00 AM - 5:00 PM

September 27, 1998 • 10:00 AM - 4:00 PM

Crocker Park, 3rd & O Streets

designing w/type and image



fine art? or applied art?

Available Colors

Spanish Moss #1279

Summer Wheat #1120

Dusty Rose #1081

Mountain Rose #1225

Mission Common SG, SP, TP, 11", 19", 30"
SP, TP = 11" x 19" Bullnose

Old Town Red #890
SG, SP, TP, 11", 19", 30", 37"

Bard Rose #1153

Card #137

Ebony #479
SG, SP, TP, 11", 19", 30", 37"

Monterey Ray Flashed #890
SG, SP, 11", 19", 30", 37", 39", 48", 57", 75", 84", 93"

Iron Spot #1235
SG, SP, TP, 11", 19", 30", 37", 39", 48", 57", 75", 84", 93"

Mission Sunrise

Stock Colors
SG = Sand-Grip
SP = Split Face
TP = Thin Paver

SG = Smooth Radiant Paver

SP = Stacked Radiant Paver

TP = Buckling Paver

Mission Antique SG, SP, TP, 11", 19", 30", 37", 39", 48", 57", 75", 84", 93"

Placer Antique SG, SP, TP, 11", 19", 30", 37", 39", 48", 57", 75", 84", 93"

Custom colors available upon special request, minimum quantity apply.

A vibrant, artistic illustration of a young girl with brown hair, wearing a blue swimsuit, smiling as she climbs a set of red brick steps. The background shows a swimming pool with clear blue water and a tiled deck.

design application

