

HI

MY NAME IS JAMDAN CLANG AND I MAKE STUFF. WHAT
KIND OF STUFF YOU ASK? JUST ABOUT ANYTHING. FROM
CUSTOM GUITARS TO A MOTORBIKE TO A POSTER FOR
YOUR NEXT EVENT, I HAVE THE EXPERIENCE AND SKILLS
TO MAKE THINGS HAPPEN.

cL^AN^G



THROUGH MY JOB AS A RESIDENT ASSISTANT AT UNL, I HAVE BEEN ABLE TO PLAN AND ADVERTISE MANY EVENTS, ONE OF WHICH BEING THE NEIHARDT DATE AUCTION AND TALENT SHOW. THE SHOW HAD OVER 50 PARTICIPANTS AND ATTRACTED A CROWD OF ALMOST 300. OVER THE LAST THREE YEARS, WE HAVE RAISED OVER \$17,000 FOR THE NEBRASKA MAKE-A-WISH FOUNDATION.

HERE IS TWO YEARS OF PRINT ADVERTISEMENTS FOR THE DATE AUCTION, AS WELL AS THE FIRST EVER SHIRTS FOR THE EVENT.



NEIHARDT DATE AUCTION

A TALENT SHOWCASE
FRIDAY FEBRUARY 19TH
8 P.M. TO MIDNIGHT
CPN DINING - NORTH
ALL BENEFITS GO TO SUPPORT THE
NEBRASKA MAKE-A-WISH FOUNDATION



ROOTBEER PONG TOURNAMENT

WHEN

TUESDAY, DECEMBER 9TH @ 7:30

WHERE

HUSKER HEROES LOUNGE

SIGN UP

OUTSIDE JAMDAN'S DOOR (RAYMOND 240)

HOUSE RULES

START OF THE GAME

- CUPS ARE ARRANGED IN A TRIANGLE FORMATION
- INITIAL POSSESSION IS DETERMINED BY ROCK/PAPER/SCISSORS

SHOOTING

- EACH PLAYER SHOOTS ONCE PER ROUND
- IF A BALL LANDS IN A CUP, THAT CUP IS REMOVED

DEFENCE

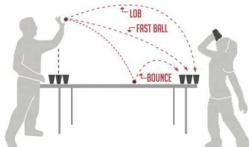
- IF A BALL IS BOUNCED, DEFENSIVE TEAM IS ALLOWED TO SWIPE (KNOCK THE BALL AWAY)
- EACH TEAM IS ALLOWED 2 RE-RACKS PER GAME (CHANGING THE POSITIONS OF THE CUPS)
- ANY CUP THAT IS KNOCKED OVER IS AUTOMATICALLY OUT

END OF GAME

- A TEAM WINS IF THEY ELIMINATE ALL OF THEIR OPPONENT'S CUPS
- WHEN A TEAM LOSES, THEY GET ONE SHOT AT REDEMPTION: SHOOT UNTIL YOU MISS
- IF THE LOSING TEAM ELIMINATES ALL OF THEIR OPPONENTS CUPS AND IS REDEEMED, THE GAME GOES TO A 3 CUP OVERTIME
- OVERTIME: FIRST TEAM TO ELIMINATE THEIR OPPONENTS CUPS WINS, NO REDEMPTION

SPECIAL RULES

- IF A PLAYER MAKES A BOUNCE SHOT, IT IS WORTH 2 CUPS
- IF THE BALL BOUNCES BACK ACROSS THE CENTER LINE, THE SHOOTING TEAM CAN PERFORM A TRICK SHOT
- IF BOTH TEAMMATES SHOOT INTO THE SAME CUP, IT IS WORTH 2 CUPS AND AN ADDITIONAL POSSESSION (BALLS BACK)
- A PERSON IS "HEATING UP" IF THEY MAKE 3 SHOTS IN A ROW. THEY MUST SAY THEY ARE HEATING UP
- WHEN A PERSON HAS DECLARED THEY ARE "HEATING UP" AND HITS A FOURTH SHOT, THEY ARE ON FIRE! AND CAN SHOOT UNTIL THEY MISS



ANOTHER EVENT THAT I PLANNED AND EXECUTED WAS A ROOTBEER PONG TOURNAMENT. THE PURPOSE OF THIS EVENT WAS TO INCREASE AWARENESS OF ALCOHOL-RELATED ISSUES WHILE STILL ALLOWING RESIDENTS TO HAVE SOME FUN. OVERALL, 15 TEAMS PARTICIPATED AND TOTAL ATTENDANCE OF THE EVENT WAS AROUND 60 RESIDENTS.

IN ART DIRECTION (ADPR 433 AT UNL) WE WERE ASSIGNED TO DESIGN A CAMPAIGN FOR AN UNDER-ADVERTISED BRAND. I CHOSE THE LOCAL BREWING COMPANY ZIPLINE. I DECIDED TO FOCUS ON THE FACT THAT ZIPLINE IS A LINCOLN-BASED COMPANY, AND ADDED THE LINCOLN SKYLINE TO ALL OF THE COMPONENTS IN THE CAMPAIGN.

HERE YOU CAN SEE MY FIRST PRINT AD FOR ZIPLINE.



*Your line
to a good time*



FOR THE ZIPLINE CAMPAIGN I ALSO HAD TO DESIGN A MOBILE APP AND MULTIPLE AMBIENT ADVERTISEMENTS.
IN ADDITION TO THE STAMP YOU SEE BELOW, I DESIGNED T-SHIRTS AND WINDOW DECALS.



CHANCES
NOT A LOVE SONG
PRINCESS IN BLUE
BRING ME DOWN
DOWN DAYS
HAVE IT ALL
BLANK SPACE



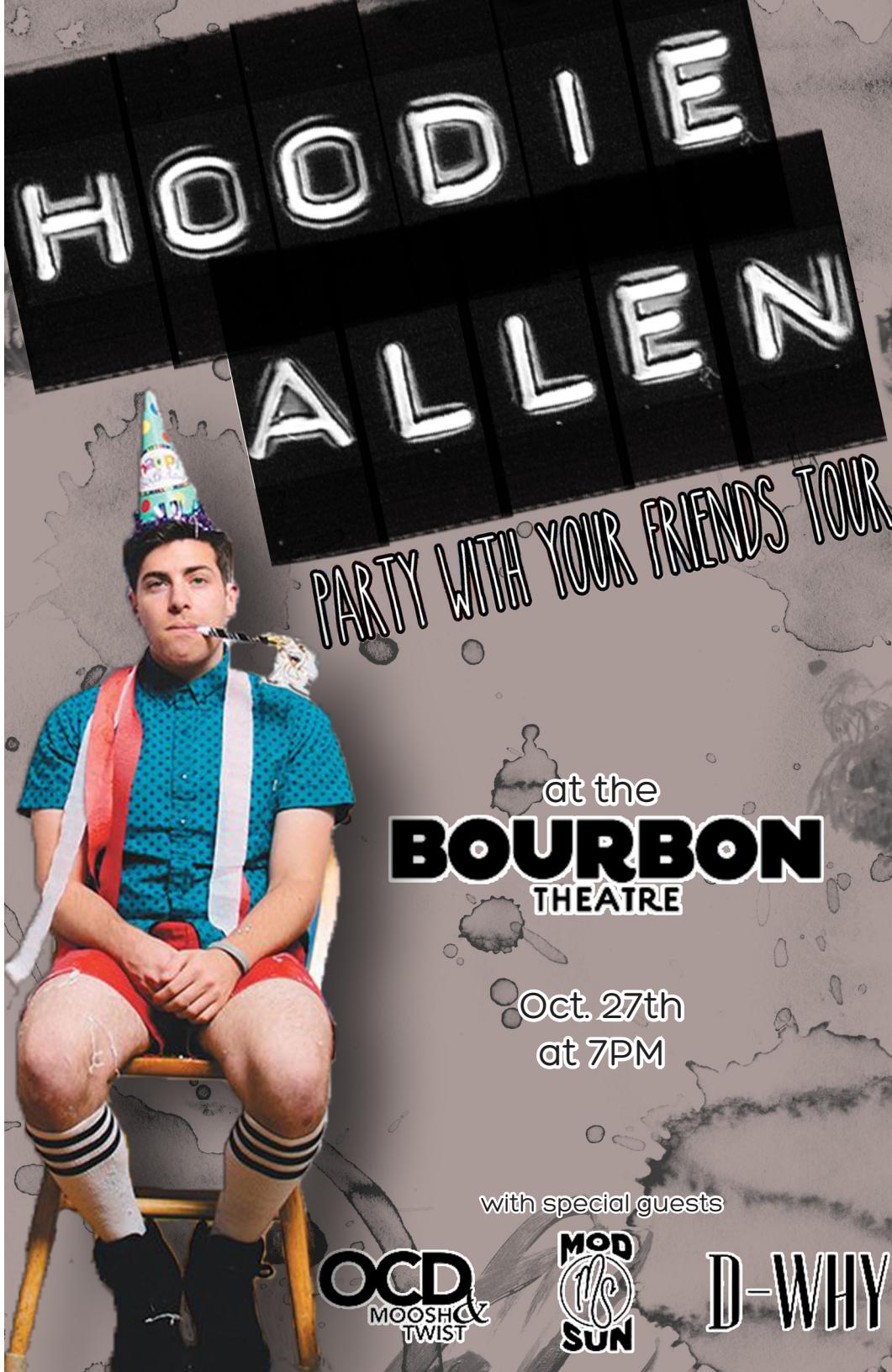
SUNDOWN SUNDAYS WAS WRITTEN AND RECORDED BY JAMIAN CLANG. ©2014

SUNDOWN SUNDAYS



A BIG PART OF MY LIFE IS MUSIC, SO IT ONLY MAKES SENSE THAT I WOULD WANT TO MAKE MUSIC OF MY OWN. SO I RECORDED SOME ORIGINAL SONGS IN MY BASEMENT, ADDED A TAYLOR SWIFT COVER FOR GOOD MEASURE AND DESIGNED THE CD CASE YOU SEE HERE. SUNDOWN SUNDAYS WAS CREATED. PHYSICAL COPIES ARE AVAILABLE, BUT LIVE PERFORMANCES ARE PREFERRED.

WHEN I WOULD GET ASSIGNMENTS TO CREATE EVENT POSTERS, I WOULD USUALLY CHOOSE TO MAKE A POSTER FOR AN UPCOMING CONCERT I WAS GOING TO ATTEND. MOST OF THE TIME, THE MAKING OF THE POSTER WAS ALMOST AS FUN AS THE CONCERT ITSELF.





THROUGHOUT MY TIME AS AN ADVERTISING STUDENT, I'VE REALIZED THE NEED FOR GOOD PHOTOGRAPHY. HERE ARE A COUPLE IMAGES THAT I HAVE CAPTURED.

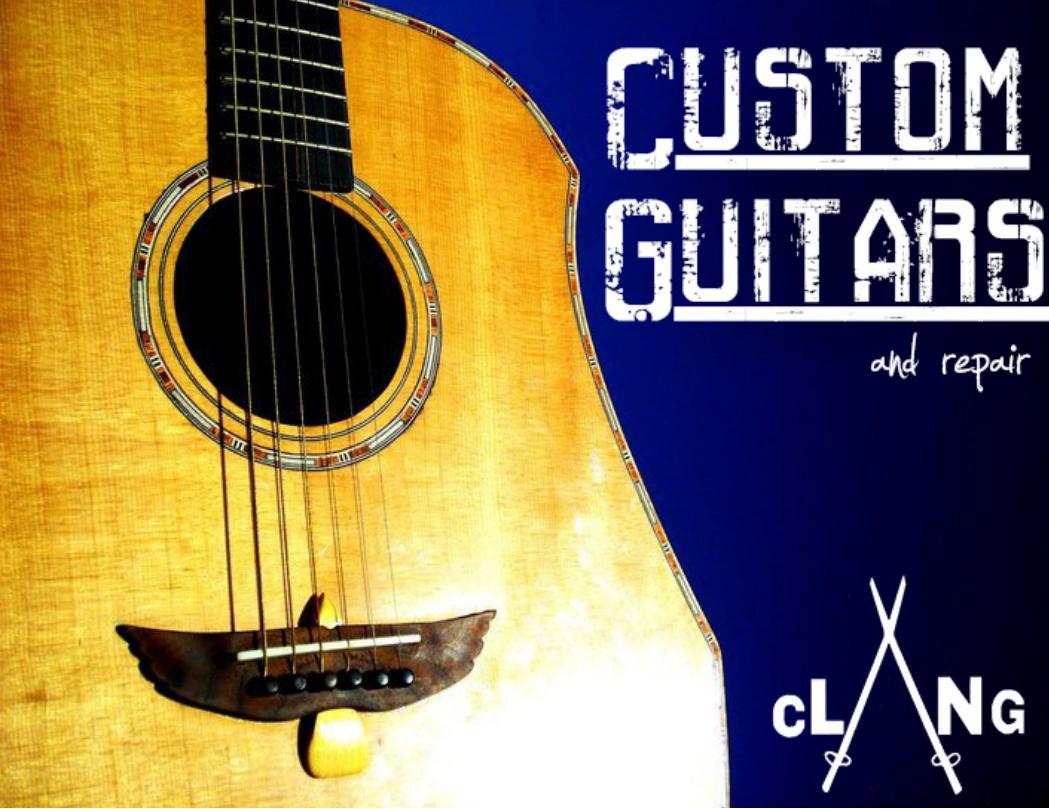
AT THE TOP THERE IS A PICTURE OF KYLE HOTOVY THAT I TOOK FOR A "MODELING" ASSIGNMENT. I WAS SURPRISED TO FIND THAT MY NORMALLY GOOFY FRIEND TURNED OUT TO BE VERY PHOTOGENDIC.

BELOW ARE PICTURES OF MY BICYCLE BEFORE AND AFTER I CONVERTED IT INTO A MOTORBIKE.



FOR THIS ASSIGNMENT I HAD TO JUDGE A BOOK BY ITS COVER, THEN REDESIGN IT. I CHOSE TO RE-COVER MY COPY OF "THE PERKS OF BEING A WALLFLOWER." THIS IS ONE OF THE FIRST PIECES IN WHICH I USED MY OWN HANDWRITING IN THE DESIGN. AS YOU CAN SEE, THE FLOWER IS STUCK ON THE WALL ON THE FRONT COVER, BUT FREE IN THE WIND ON THE BACK.





WHEN I SAID MUSIC WAS A HUGE PART OF MY LIFE, I MEANT IT WAS A FAMILY AFFAIR. MY GRANDFATHER, NELS CLANG, MADE HIS FIRST VIOLIN WHEN HE WAS 13, AND OUR FAMILY HAS BEEN BUILDING CUSTOM INSTRUMENTS EVER SINCE.

THE CAMPAIGN FOR THE “GUITAR GARAGE” FEATURED IMAGES OF GUITARS AND OTHER INSTRUMENTS MADE OR REPAIRED BY THE FAMILY BUSINESS. THE GUITAR ABOVE FEATURES INTRICATE WOODWORK DONE BY MY BROTHER, AND THE ONE BELOW IS ONE I DESIGNED AND PAINTED MYSELF.



APRIL 28

THIS EVENT POSTER WAS DESIGNED WITH FOCAL POINTS IN MIND. THE VIEWER'S EYE IS MEANT TO TRAVEL IN THE TRIANGLE MADE BY THE THREE MAIN ELEMENTS IN ORDER TO RECEIVE ALL THE INFORMATION THE POSTER HAS TO OFFER.

THE IMAGE OF THE HANDS AND CHAMPAGNE BOTTLE IS FROM AN ALBUM COVER OF THE HEADLINING BAND AND WAS ORIGINALLY IN BLACK AND WHITE.

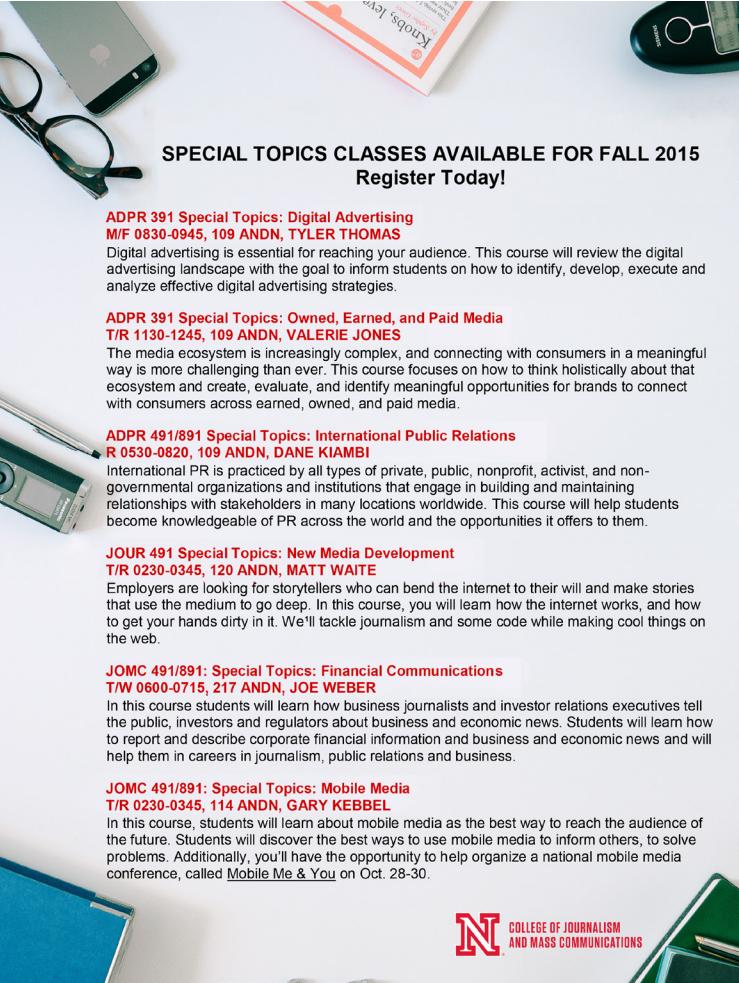




HEAR NEBRASKA IS AN ORGANIZATION
DEDICATED TO THE PROMOTION AND SUPPORT
OF MUSIC FROM THE CORNHUSKER STATE.

THIS AD WAS DESIGNED FOR AN ENGLISH
PROJECT THAT PROMOTED ART AND MUSIC
PROGRAMS IN PUBLIC SCHOOLS. THE PROJECT
REQUIRED RESEARCH AND COMMENTARY ON
THE ISSUE OF PUBLIC SCHOOLS CUTTING THEIR
FINE ART PROGRAMS. YOU CAN SEE THE FULL
WORK AT
[HTTP://JAMDANCLANG.WIX.COM/SAVEART](http://jamdanclang.wix.com/saveart)

AS A STUDENT DESIGNER FOR THE COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS, I HAVE TO DESIGN AND CREATE ON A DAY-TO-DAY BASIS. HERE ARE JUST A FEW EXAMPLES OF THE WORK I'VE DONE:



SPECIAL TOPICS CLASSES AVAILABLE FOR FALL 2015
Register Today!

ADPR 391 Special Topics: Digital Advertising
M/F 0830-0945, 109 ANDN, TYLER THOMAS
Digital advertising is essential for reaching your audience. This course will review the digital advertising landscape with the goal to inform students on how to identify, develop, execute and analyze effective digital advertising strategies.

ADPR 391 Special Topics: Owned, Earned, and Paid Media
T/R 1130-1245, 109 ANDN, VALERIE JONES
The media ecosystem is increasingly complex, and connecting with consumers in a meaningful way is more challenging than ever. This course focuses on how to think holistically about that ecosystem and create, evaluate, and identify meaningful opportunities for brands to connect with consumers across earned, owned, and paid media.

ADPR 491/891 Special Topics: International Public Relations
R 0530-0820, 109 ANDN, DANE KIAMBI
International PR is practiced by all types of private, public, nonprofit, activist, and non-governmental organizations and institutions that engage in building and maintaining relationships with stakeholders in many locations worldwide. This course will help students become knowledgeable of PR across the world and the opportunities it offers to them.

JOUR 491 Special Topics: New Media Development
T/R 0230-0345, 120 ANDN, MATT WAITE
Employers are looking for storytellers who can bend the internet to their will and make stories that use the medium to go deep. In this course, you will learn how the internet works, and how to get your hands dirty in it. We'll tackle journalism and some code while making cool things on the web.

JOMC 491/891: Special Topics: Financial Communications
T/W 0600-0715, 217 ANDN, JOE WEBER
In this course students will learn how business journalists and investor relations executives tell the public, investors and regulators about business and economic news. Students will learn how to report and describe corporate financial information and business and economic news and will help them in careers in journalism, public relations and business.

JOMC 491/891: Special Topics: Mobile Media
T/R 0230-0345, 114 ANDN, GARY KEBBEL
In this course, students will learn about mobile media as the best way to reach the audience of the future. Students will discover the best ways to use mobile media to inform others, to solve problems. Additionally, you'll have the opportunity to help organize a national mobile media conference, called Mobile Me & You on Oct. 28-30.

N COLLEGE OF JOURNALISM
AND MASS COMMUNICATIONS





WALK-IN WEDNESDAYS

FIGHT APPOINTMENTS.
FEAR THE CONVENIENCE.



COJMC BACKYARD BBQ

YOU'RE INVITED!

Andersen Hall

Tuesday, Aug. 25

from 4:30 - 6:30 p.m.

Live music by:

THE

**BATHTUB
DOGS**



Food, prizes and a selfie contest

UNL College of Journalism and Mass Communications
Start Here. Go Anywhere.

Honors

Convocation

Friday, April 17, 2015 | 5 p.m.
Andersen Hall Room 15



NEBRASKA STATE TREASURER

Fall 2013
Jacht Ad Lab
Photography by Wyn Wiley

GET YOUR PUMPKIN ON
A STAFF AND FACULTY COOKING COMPETITION

SEPT. 25, IN THE ANDERSEN LOBBY
9 A.M. UNTIL THE FOOD RUNS OUT
ALL PROCEEDS GO TO THE STUDENT ADVISORY BOARD



The Nebraska State Treasurer came to Jacht Ad Lab in Fall 2013 for a campaign to increase participation in the Nebraska Education Savings Trust or NEST, a Nebraskan college savings program. Jacht created a campaign strategy targeted at new parents. The advertisements ran in a wide range of print and digital media, and they continue to be adapted for use in ongoing campaigns.

CoJMC
 NEBRASKA
College of Journalism and Mass Communications

THANKS

FOR LOOKING AT MY PORTFOLIO AND FOR YOUR CONSIDERATION!

-JAMDAN

