

HEY

My name is Jamdan Clang.

I am a hard-working creative who is passionate about developing messages for diverse audiences. I believe in innovative ways of learning, teaching and problem solving. I am an achiever who likes to get my hands dirty. But most of all, I am a maker who loves to communicate ideas through different mediums. Take a look inside to see some of my work and learn a little about me.

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LOGO DESIGN



Neihardt Date Auction 2016

I was tasked with developing a logo for Neihardt Residential Center's annual philanthropy. This logo was placed on all promotional materials, as well as event t-shirts (see page 7).



College of Journalism and Mass Communications Student Advisory Board
CoJMC Student Advisory Board lacked a top-of-mind awareness with the students it represents. What was needed was a way for students to differentiate Student Advisory Board accounts with official CoJMC accounts. This branding was a way for SAB to stand out, and the added awareness helped the board to serve in CoJMC students' best interest.



Sound Bites Student Forum

CoJMC Student Advisory Board holds monthly events where students can voice any concerns they have while enjoying provided snacks.

LOGO DESIGN



College of Journalism and Mass Communications

This design was voted on by students to be printed on CoJMC's 2015-16 shirts.



UNL Media Academy

The UNL Media Academy is a summer program available to high school students of diverse backgrounds interested in media careers. This logo was used on promotional fliers and t-shirts for the program.



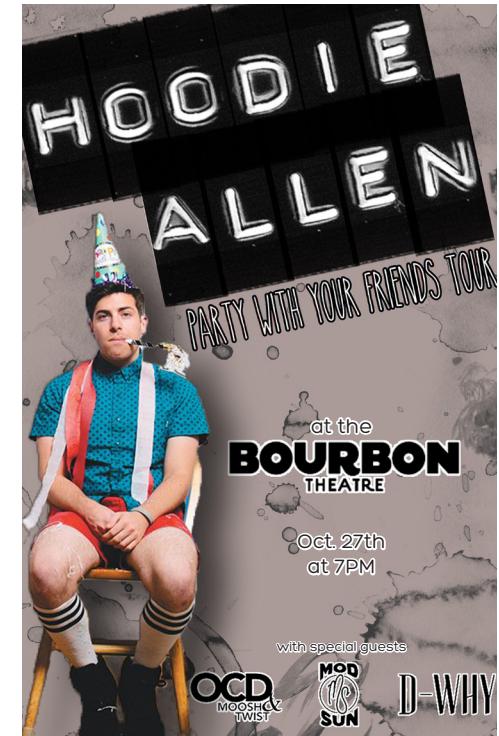
PRINT WORK



Neihardt Date Auction 2016
An annual philanthropy for the Nebraska Make-A-Wish Foundation. The Date Auction is basically a Talent Show where each act is bid on, and the highest bidder receives a “date package” donated by local businesses. See how I improved this proud tradition on page 7.



Zipline Brewing Co.
For an Art Direction course at UNL, I had to choose a little-advertised brand and create a comprehensive campaign. I chose Lincoln's own Zipline Brewing Co. - a personal favorite. These product-focused ads featured Lincoln's skyline and colors that align with each product. Did you notice the bottle-opening text?



Bourbon Theatre - Hoodie Allen
Why I Love Ad Classes Reason #27:
I've always loved band posters.
Creating one for the Bourbon
Theatre (my favorite Lincoln venue)
and Hoodie Allen (a frequent find in
my playlists) didn't really feel like
homework at all.

PRINT WORK



Rootbeer Pong Tournament

Through my job as a Resident Assistant at UNL, I have been able to plan and promote many events, one of which being 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 was about 60 residents.



Walk-in Wednesdays CoJMC Advisors

As a student designer for the College of Journalism and Mass Communications, I get to design and create on a day-to-day basis. I couldn't resist taking inspiration from one of my favorite TV shows for this sign. Think the walker looks familiar? It's me!



CoJMC Backyard BBQ

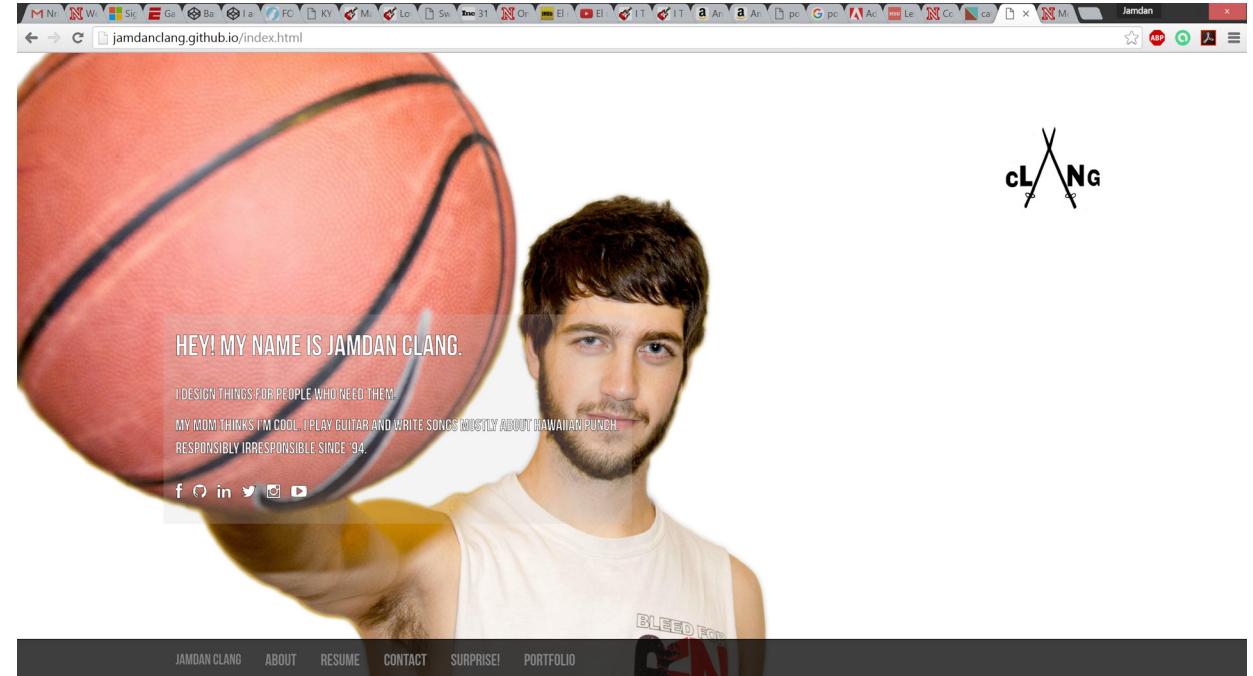
One of the best aspects of being a student designer at CoJMC is the opportunity to try new ways of creating content. The grill in this poster was cooked up from scratch. Every piece of content I create for CoJMC is adapted to several different media (print, digital signage, email, etc.) to achieve maximum exposure.

DIGITAL



Neihardt Hall Social Media

For the first day of school, the Resident Assistants in Neihardt Hall set up a photo booth so students can share traditional first day of school pictures. Each picture was shared on Facebook, and then the collection of images was compiled on Neihardt's Instagram.



jamdanclang.github.io

What started as an introductory assignment for a Data Journalism class turned into a pretty ok website. The introduction into the world of code sparked my interest, and I'm working to increase my knowledge on the subject. Here you can also see why others say I have a problem with having way too many tabs open at once. I like to think that it just means I'm a multi-tasker.



EVENT COORDINATION

Neihardt Date Auction 2016

As the Senior Resident Assistant in Neihardt Hall, I had the opportunity to lead the organization of one of the largest philanthropic events in UNL's residence halls.

The Date Auction is a 18-year tradition in Neihardt, but this year we had a lot of firsts: event shirts, food donors, a move from the Husker Heroes Lounge in Neihardt to the CPN Dining Center and a special appearance from the Make-A-Wish team!

I was responsible for securing funding from campus organizations, such as the Residence Hall Association and National Residence Hall Honorary as well as food donations. I oversaw every aspect of the event, including soliciting 150 local businesses for prize donations, performer scheduling, venue set-up and event promotions. The night of the event I ran sound, lighting and video.

Contributing partners added

As a result of being advertised on our event shirts, over \$1,400 of food was donated by these local businesses.

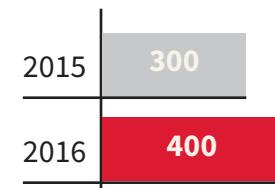


Total donation to the Nebraska Make-A-Wish Foundation



Attendance

Moving to a new, centrally located venue allowed us to reach more students on campus.



AMBIENT EXECUTIONS



Zipline Brewing Co. - Stamp

From marking hands at your next beer tour to leaving your brand on any surface you can ink, stamps are a versatile and fun way to make things official.



Neihardt Date Auction 2016 - Shirts

The first ever Date Auction shirts were a big hit! Each performer was given a complimentary shirt for participating in the event and the rest were sold during the event. The best thing is the hype for next year's Date Auction will continue to build as everyone continues to wear them around campus!



Homestead Hamlets - Produce Crate

Homestead Hamlets is an urban farming initiative in Lincoln started by Community Crops. These branded crates were designed so community members could bring their home-grown produce to farmers markets and other Community Crops events.

INFORMATIONAL

ACE REQUIREMENTS		ACE REQUIREMENTS (GROUP 2)		OTHER REQUIREMENTS	
COURSE	TITLE	COURSE	TITLE	COURSE	TITLE
ACE 1. Written Texts Incorporating Research and Knowledge Skills		ACE 1. Written Texts Incorporating Research and Knowledge Skills		30 Hours of 300-400 Level Courses	
Fulfilled by Major requirement: ADPR 211, 283; JOUR 202; ENGL 150					
ACE 2. Communication Skills		ACE 2. Communication Skills			
Fulfilled by Major requirement: JOMC 160, 161					
ACE 3. Mathematical, Statistical, Computational or Formal Reasoning Skills		ACE 3. Mathematical, Statistical, Computational or Formal Reasoning Skills			
ACE 4. Scientific Method and Knowledge of Natural and Physical World - Lab Optional		ACE 4. Scientific Method and Knowledge of Natural and Physical World - Lab Required		JOMC 486 Mass Media Law	
				JOMC 487 Mass Media and Society	
ACE 5. Study of Humanities		ACE 5. Study of Humanities			
ACE 6. Study of Social Sciences		ACE 6. Study of Social Sciences			
ACE 7. Study of the Arts to Understand Their Contexts and Significance		ACE 7. Study of the Arts to Understand Their Contexts and Significance			
ACE 8. Ethical Principles, Civics and Stewardship and Their Importance to Society		ACE 8. Ethical Principles, Civics and Stewardship and Their Importance to Society			
Fulfilled by Major requirement: JOMC 487					
ACE 9. Global Awareness or Knowledge of Human Diversity through Analysis of an Issue		ACE 9. Global Awareness or Knowledge of Human Diversity through Analysis of an Issue			
ACE 10. Integration of Abilities and Capacities in a Creative or Scholarly Product					
Fulfilled by Major requirement: Capstone					
All students in CoJMC are required to fulfill 12 hours of liberal arts credits. Many ACE and Concentration courses help to fulfill this requirement; however, please check your degree audit for official documentation of hours.					
Total Hours to Graduate: 120					
NAME _____	MAJOR _____	 COLLEGE OF JOURNALISM AND MASS COMMUNICATIONS			
BULLETIN YEAR _____	ADVISOR _____				

Four Year Plans - CoJMC

To aid incoming students in enrolling in classes at UNL, I created an all-inclusive four-year plan to be used in CoJMC advisor's First Year Experience course. These were distributed electronically to new students in fillable PDF form, which reduced the need for advisors to keep paper files of student plans.

Advertising & Public Relations (40 cr)

100-Level Required Courses

- JOMC 100: First Year Experience (1 cr)
- JOMC 101: Principles of Mass Media (3 cr)
- JOMC 130: Intro to Design Thinking (1 cr)
- JOMC 131: Core Mod 1 (1 cr)
- JOMC 132: Core Mod 2 (1 cr)
- JOMC 133: Advanced Mod (1 cr)
- JOMC 134: Final Projects (2 cr)
- ADPR 151: Intro to ADPR (3 cr)

12 Credits of Electives Required (Prereqs- ADPR 283). *(Prereqs- JOMC 130-134)

Account Services	Creative/Interactive	Public Relations	Digital Communications
ADPR 357: Account Planning	ADPR 323: Copy and Concept	JOUR 201: Editing	ADPR 360: Media Strategy
ADPR 360: Media Strategy	ADPR 333: Design and Layout*	JOUR 202: Reporting	ADPR 434: Digital Insight and Analytics
ADPR 434: Digital Insight and Analytics	ADPR 433: Art Direction*	ADPR 207: Communication to Public Audiences	ADPR 458: New Media Design*
ADPR 484: Brands and Branding	ADPR 447: Creative Concepting*	ADPR 417: Crisis Communications	ADPR 459: Digital Media Writing
ADPR 488: Media Sales and Promotions	ADPR 458: New Media Design*	ADPR 450: PR Theory and Strategy	ADPR 329: Jacht Ad Lab
ADPR 481: Research	ADPR 459: Digital Media Writing	ADPR 451: PR Techniques	JOUR 304: Multimedia Journalism
ADPR 329: Jacht Ad Lab	ADPR 329: Jacht Ad Lab	ADPR 329: Jacht Ad Lab	JOUR 407: Investigative and Computer-Assisted Reporting

400-Level Required Courses

- JOMC 486: Mass Media and Law (3 cr) OR ADPR 329: Jacht Ad Lab (3 cr) OR ADPR 439: Competitions (3 cr)
- JOMC 487: Mass Media and Society (3 cr) (Prereqs- Senior Standing)

2016-2017



PHOTOGRAPHY



Kyle Hotovy

Here 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 photogenic.



Jacht Ad Lab

When designing presentations to be shown at New Student Enrollment, I was tasked with gathering pictures of the College of Journalism and Mass Communication’s student organizations. Jacht is always bustling with activity and was a joy to capture and relay to potential students.

AUDIO



Sundown Sundays - Save Art

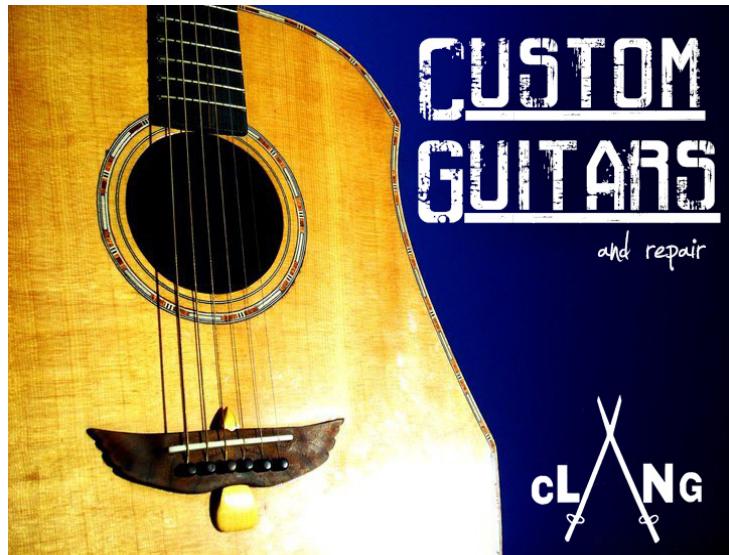
A big part of my life is music, so it only makes sense that I would want to make music of my own. I recorded some original songs in my basement, added a Taylor Swift cover for good measure and designed the CD case you see here. Sundown Sundays was created. Physical copies are available, but live performances are preferred.



One Take Wednesdays

This project was the result of a tendency to take music too seriously. I found when I was recording that I would settle for nothing less than perfection. To take some of the stress away from the process I decided to do One Take Wednesdays - a single rendition of a song published with mistakes for the world to hear.

GUITARS



Clang Guitars

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.



Clang Guitars

All the guitars featured in this campaign were made by members of my family. Above is my first custom-painted guitar. I used automotive paint and airbrushes to bring the design to life.



MOTORBIKE



Before

Before the hours spent in my garage getting my hands dirty and never being able to find the right-sized wrench, my motorbike was a simple single-gear bicycle.



After

This motorbike has top speeds of 30-35 mph. and gets an efficient 100 mpg. However, nothing compares to seeing people's faces when I rode past them in my hometown of North Platte, NE.



TEAM 301

CONSUMER INSIGHTS



Only 10 percent of respondents answered correctly, indicating a significant miscategorization of Snapple among consumers.

"When I think of Snapple, I think juice." -Erin
"Snapple, I usually associate with a cold tea." -Nicole

HOW DO CONSUMERS IDENTIFY SNAPPLE'S BRAND PERSONALITY?



Numbers reflect 1,136 survey responses

RESEARCH + INSIGHTS



SNAPPLE CAP POPS, GLASS BOTTLES AND "REAL FACTS"

Research showed the most notable elements of Snapple products are parts of the packaging. When asked what comes to mind when thinking of Snapple, the largest portion of responses from focus group participants referenced tangible aspects of the brand, including the caps, bottle and "Real Facts."

TEAM 301

PRINT



STRATEGY + TACTICS

"SAVED BY THE SNAPPLE"

A passerby is unaware of the impending danger from the massive puddle in the street. With a Snapple in hand, he escapes the wave that would have hit him—a supernatural ending to a potential fashion disaster.

TEAM 301

SOCIAL

GEOFILTERS

Geofilters at Snapple event locations will spread hype about the event and encourage attendance. These event-specific image filters will increase awareness at public relations events, such as trade shows and the National Iced Tea Day cab takeover.



#SUPERNATURALSNAPPLE

#supernaturalSnapple, derived from the campaign's tagline, will be used to give Snapple a presence on social media. The hashtag will encourage users to share social media effects. The hashtag will not only allow consumers to engage with the campaign, but also supply Snapple with shareable content from users.

PERSPECTIVE IMAGES

Perspective images, based on depth and angle manipulation, will provide a supernatural effect to social media posts. This effect can be achieved by leaning against a Snapple bottle. Posing user-generated images with #SupernaturalSnapple will allow fans to participate in a social media competition with free Snapple products as prizes.

STRATEGY + TACTICS



INSTAGRAM COLLAGE

The visual experience provided by the Instagram collage will push users to take a second look at Snapple. The new and sometimes-unbelievable content will encourage users to visit and follow the page.

SOCIAL MEDIA VOICE

In 2017, Snapple will adopt a more personalized tone with consumers to achieve a more optimistic view of interactions.

16

10

UNL NSAC - Team 301

Our team submit a 27-page plans book to be judged and presented a 20-minute explanation of our campaign at the AAF District 9 competition.

The team took home 2nd place in the district, and received praise from the judges on the quality of our creative work. Above are three pages from the team's plansbook.

Graphic Designer

NSAC teams were tasked with developing an integrated campaign for Snapple within the United States. As a graphic designer, I created print ads as well as visuals for public relations and social media activations. I worked closely with the others on the creative team to ensure the campaign had consistent creative elements.

THANKS

**for taking a look at my portfolio!
If you have any questions, or
would just like to chat, feel free
to contact me.**