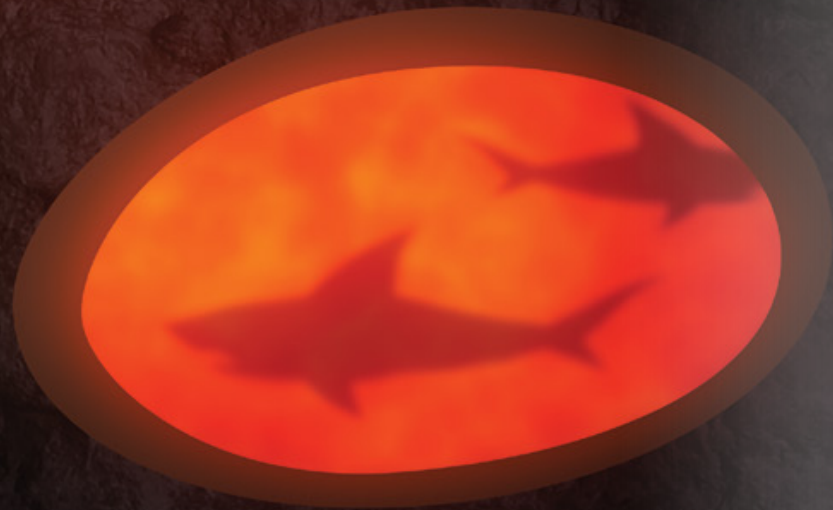


Please don't  
feed the  
Lava Sharks!



**JEFF PAUL**

DESIGN & ILLUSTRATION





Duck Duck Moose  
Promotional Illustrations





1.

This was an animated music video called "Death of a Friend" for the band Trapdoor Social

**1. Poster used in video**

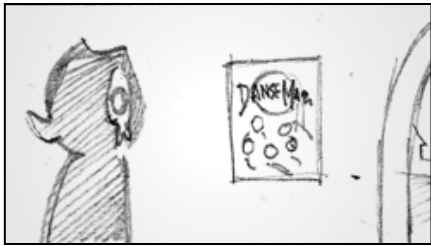
The inspiration for the design of the poster was a cross between The Dance by Henri Matisse and medieval engravings depicting the Dance of Death

**2. Thumbnails for Intro Sequence**

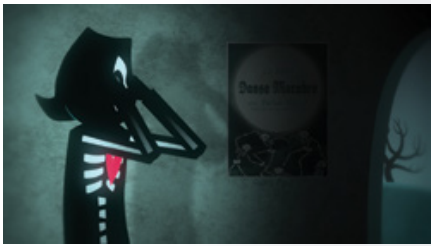
**3. Final Renders of Intro Sequence**

**4. Stills from Video**  
(Opposite page)

**5. Character Designs**  
(Opposite page)



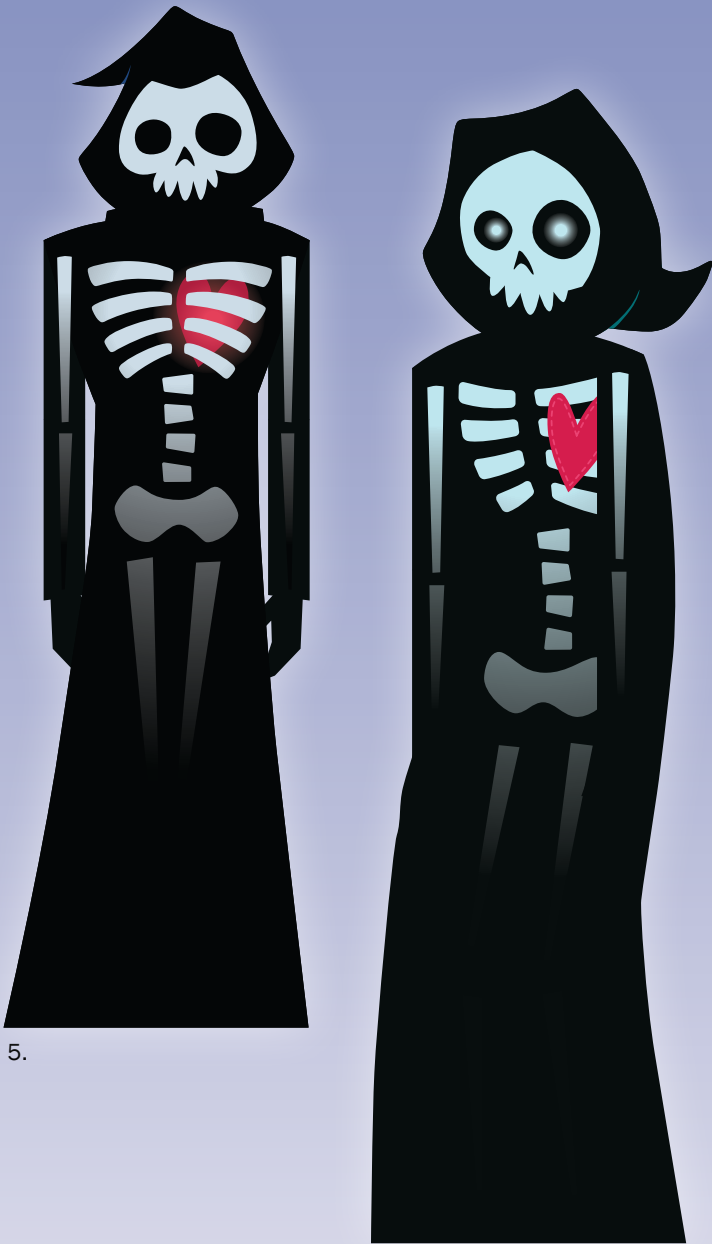
2.



3.



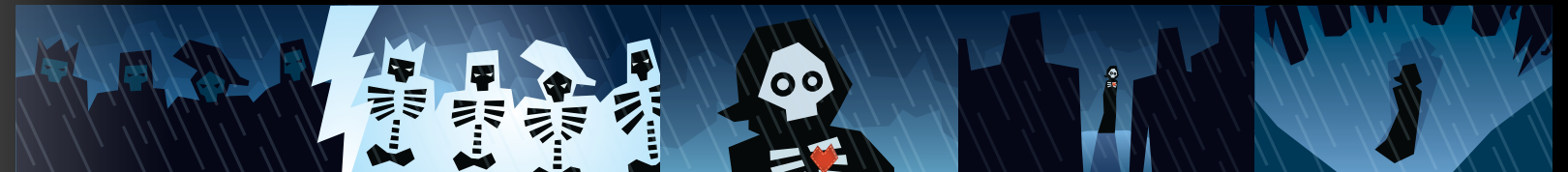
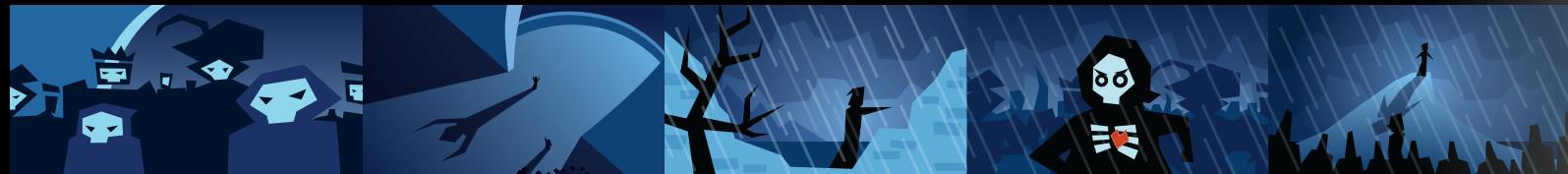
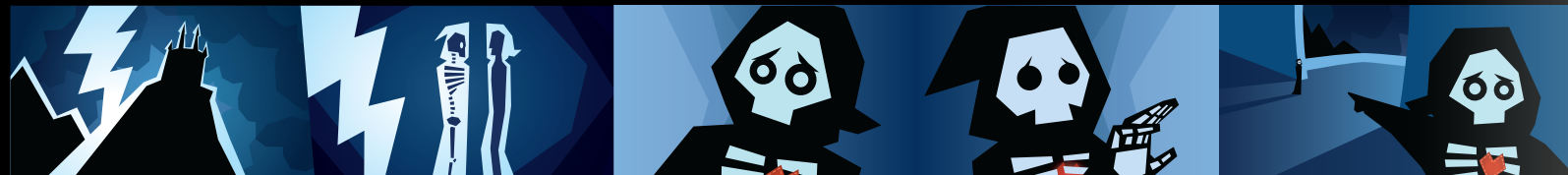
4.



5.

**Mason Street Productions**  
Music Video









1.

For the month of November, we were challenged to to a daily drawing, the theme being “Movember” or Mustache November (additional facial hair, such as beards and goatees were also allowed).

## 1. Assorted Illustrations

Edgar Allen Poe  
Ming the Merciless  
The Dread Pirate Roberts  
Louis C.K.  
Wilford Brimley  
Colonel Mustard  
Evil Ringmaster  
Evil Mister Spock  
Circus Strongman

## 2. Illustration (Opposite page)

Allbeard the Pirate

2.



**Duck Duck Moose**  
Promotional Illustrations





1.

1. Assorted title graphics
2. Main title design (Opposite page)





1.



Techwise Computers is a computer sales and service company that caters specifically to small creative businesses such as design studios and advertising agencies.

**1. Concepts for Techwise logo**

**2. Gag logo**

As I have a good relationship with the client, I originally sent them several retro concepts as a joke. They plan on getting T-shirts made with the retro design.

**3. Final design** (Opposite page)

The logo is meant to convey a company on the cutting edge of technology, yet it needed to have a timeless feel. I wanted to design a logo that would look as though it belonged on a high-tech piece of equipment.



2.



**Techwise Computers**  
Corporate Logo





1.

Proposed project for  
“The Colbert Report” on Comedy  
Central to produce a series of trailers  
for a fictional “Alpha Squad 7: A Tek  
Jansen Movie.”

- 1. **Screen capture**
- 2. **Original logo design**
- 3. **Updated logo design**  
(Opposite page)

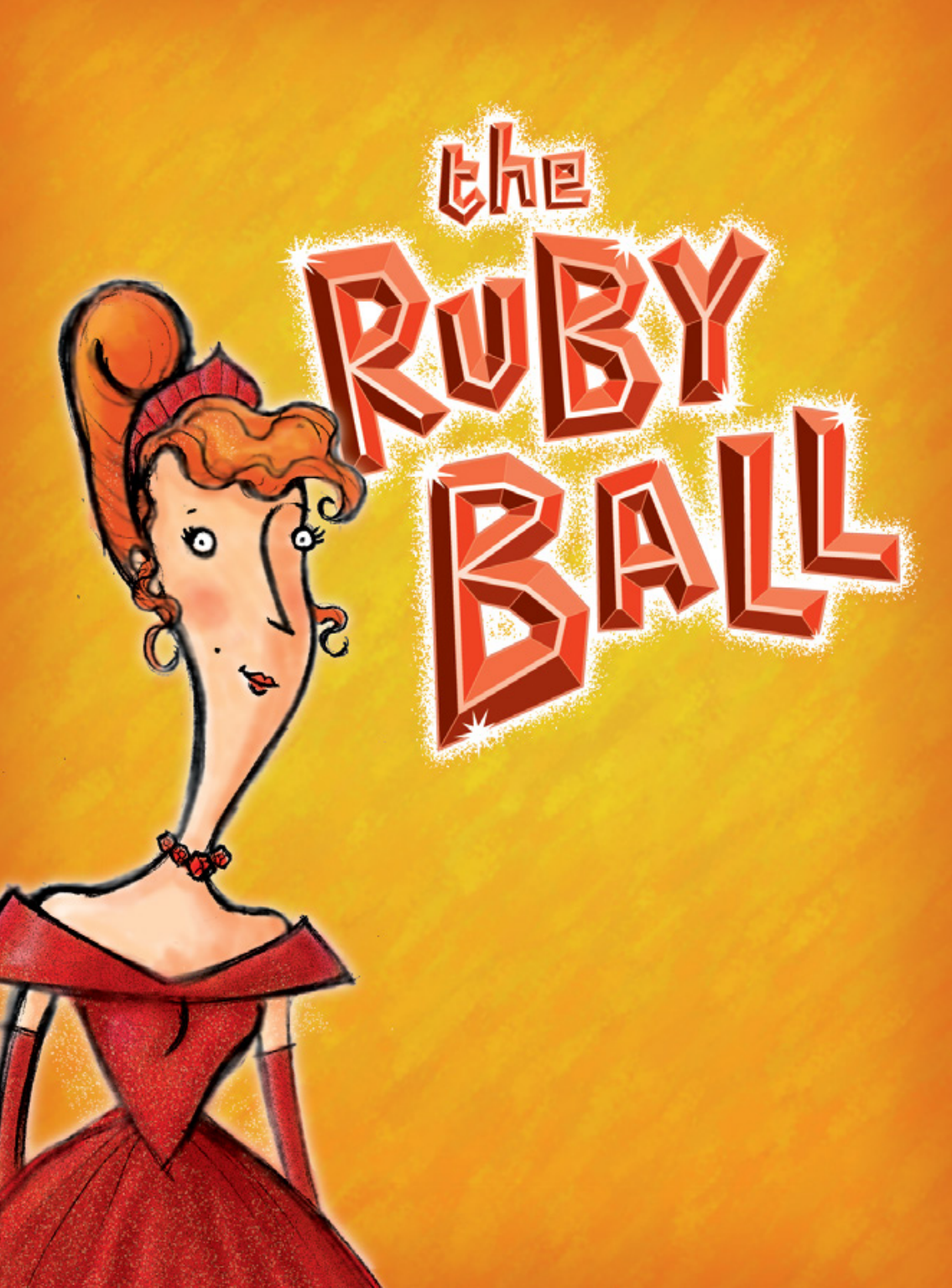
The new Alpha Squad 7 logo



2.







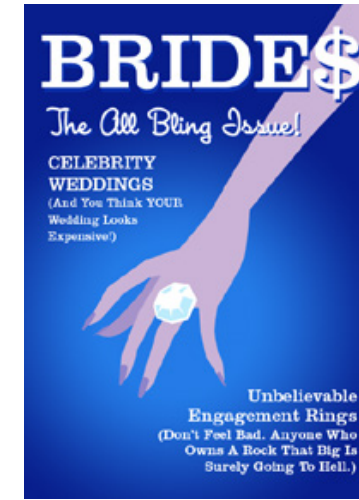
Miller Brewing Company  
Invitation Cover for Charity Ball

## Mock Bridal Magazines

I populated the opening shot of our animated wedding invitation with around 30 mock magazine covers and spreads (pictured below).

Most of the covers were quickly done to give an impression of a bridal magazine; however, I added more detail to covers that were going to be placed in the foreground.

I created the illustrations for the Bride\$ cover (upper left), and the Corpse Bride cover (upper right). The rest of the illustrations were scanned or found on the internet and modified.



Personal  
Designs used in Animated Wedding Invitation





**SOFTBALL**



**VOLLEYBALL**



**FOOTBALL**



**BOWLING**



**BASKETBALL**



**TENNIS**



**GOLF**



**HAPPY HOUR**



**SOCCER**

The Milwaukee Social Club is a club based around organized sports leagues and social outings for young adults.

**1. Designs for different activities**

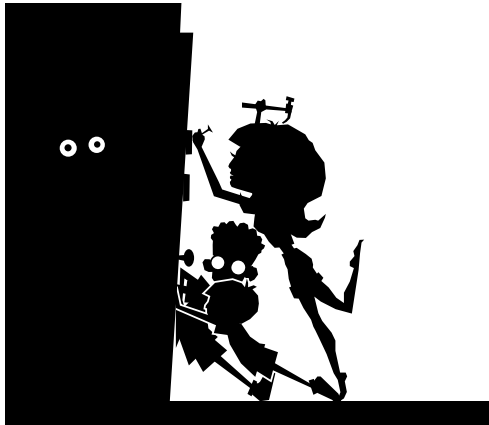
Because there are so many different leagues and activities, the logo needed to be versatile. Since so many sports feature a round ball or object, it seemed natural to play with a circular motif.

**2. Mail logo design**  
(Opposite page)



**MILWAUKEE  
SOCIAL CLUB**

**Milwaukee Social Club**  
Company Logo



1.



2.

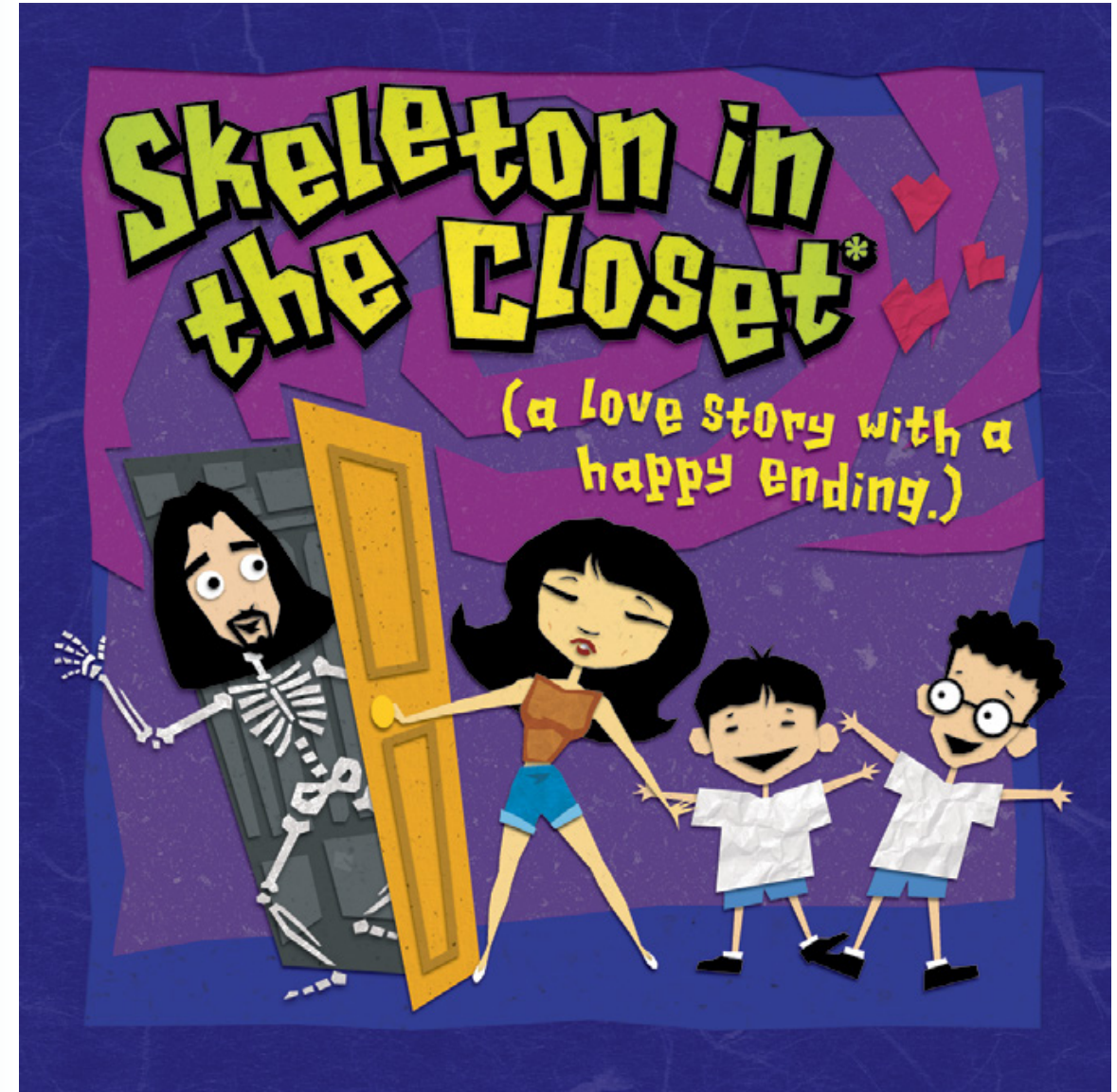
### 1. Interior Illustrations

### 2. Character Sketches

### 3. Cover Illustration

(Opposite page)

I turned the sketches into vector art, then used those vectors to mask off scanned images of various papers which I colorized in Photoshop. I then added drop shadows to give the illusion that this was an illustration created from cut paper.



Personal

Book Illustration



THE MAGICIAN'S TRUNK

MAGICIAN'S TRUNK

1.

2.



This is another logo for a website that's part of a proposed online marketing campaign that ties in with a series of Young Adult books. In the novels, The Magician's Trunk is a magic shop that is featured prominently.

1. Early type treatments

2. Inspiration

As this was supposed to be an old-fashioned magic shop, I did extensive research on vintage magician posters and memorabilia.

3. Color Studies

The logo was originally designed in black & white. I then tried various color schemes.

4. Final design (Opposite page)

While I liked the color scheme I had chosen, I realized it was a bit too vibrant for a vintage logo. so I adjusted the colors in Photoshop.

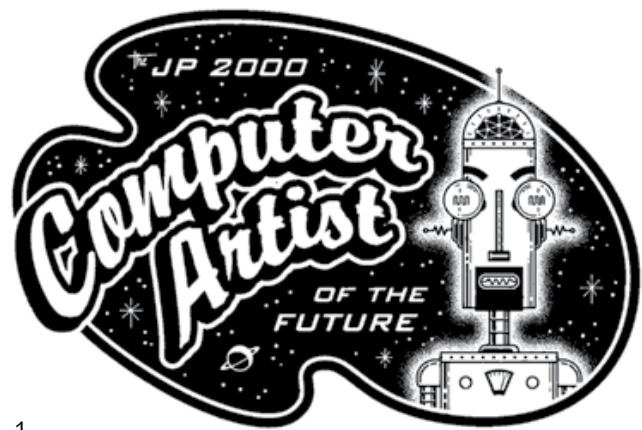
3.



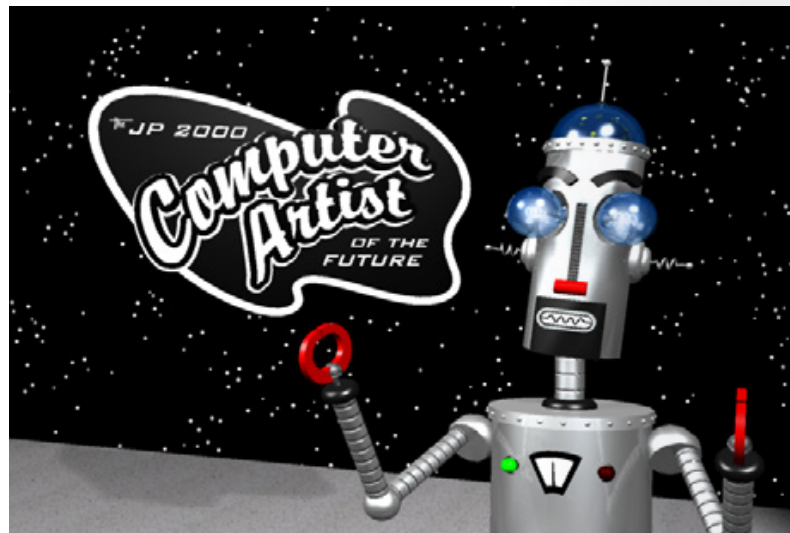
APPEARING SOON

Diabolical Toy  
Internet Marketing Campaign





1.



2.



3.

**1. Alternate logo 1**

For use on back of resumé.

**2. Still from 3D Animation**

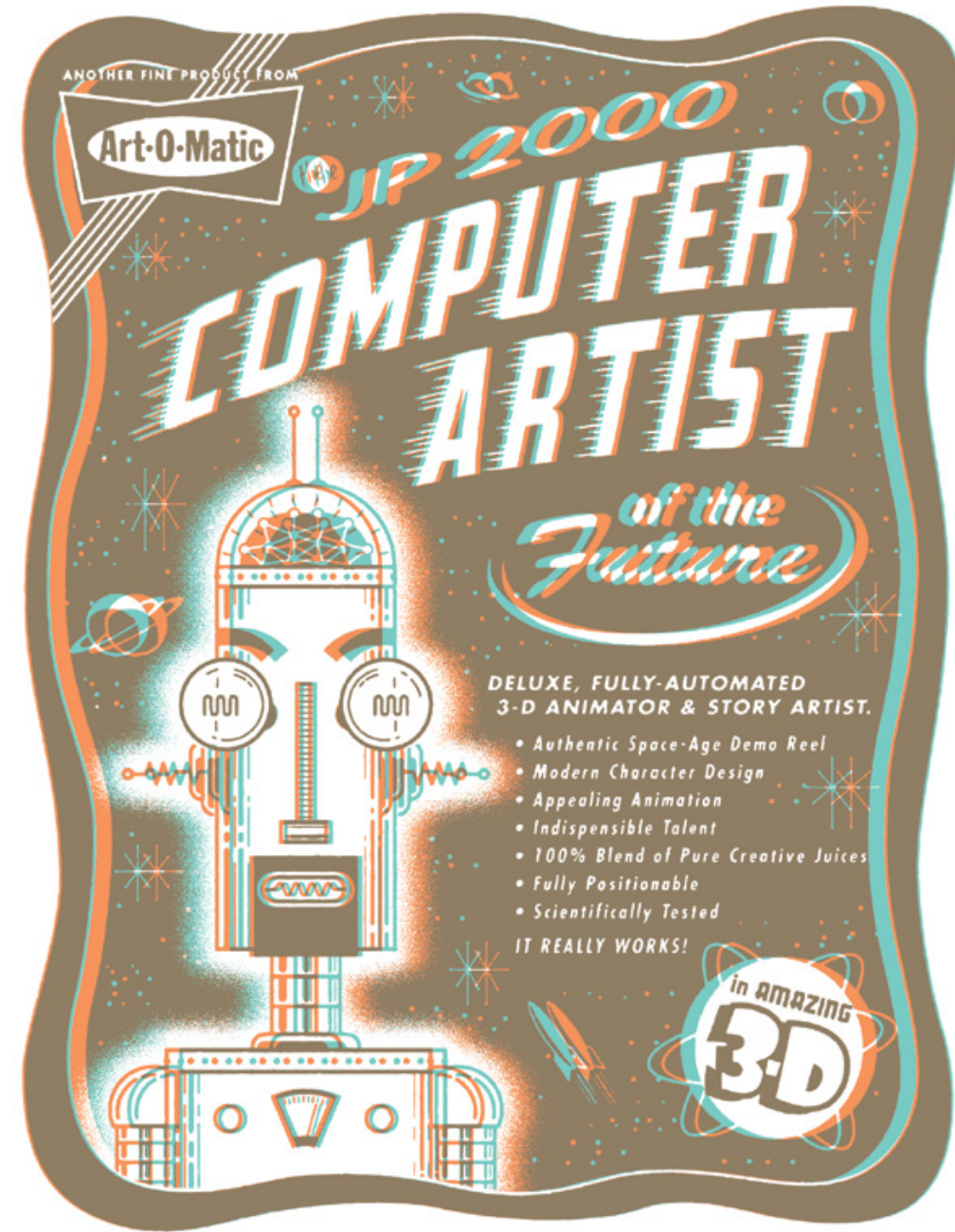
I modelled and animated the JP-2000 character and logo used in my resumé.

**3. Alternate logo 2**

For use on mailing labels.

**4. Front cover of resumé**  
(Opposite page)

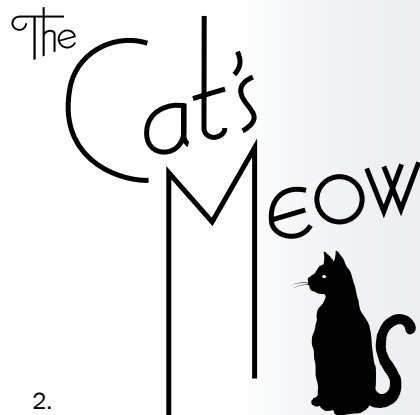
The artwork opposite is a stereographic image. Please use 3D glasses for optimal viewing pleasure.







1.



2.



3.

1. Logo for jazz musician
2. Logo for jazz CD
3. Early type treatment for logo

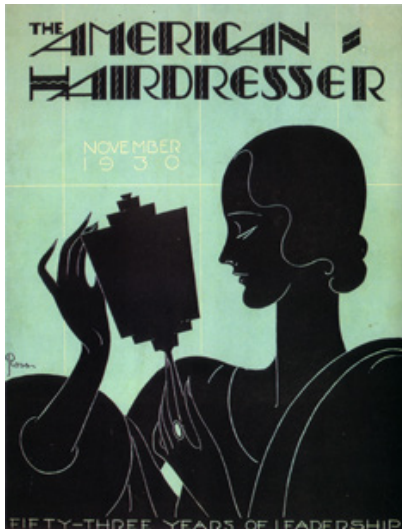
My concept for the CD cover was to give the impression of a late night at a smoke-filled jazz club.

I started by designing the logos for Ms. Grzanna and the cocktail napkin, which doubled as the name of a fictional jazz club as well as the title of the CD.

Photography by Mike Huibregtse.



Grzanna Jazz Productions  
Music CD Cover



1.

# 1. Original Inspiration

## 2. Initial sketch

## 3. Cleaned up in Illustrator

## 4. Early logo concept A

There was a concern that the logo wouldn't be legible against a busy background. The logotype needed to be more contained.

## 5. Early logo concept B

The design was closer, but the art-deco elements felt too rectangular and masculine.

## 6. Final design (Opposite page)

The art-deco elements were modified to give the logo a more feminine and theatrical look.



2.



3.



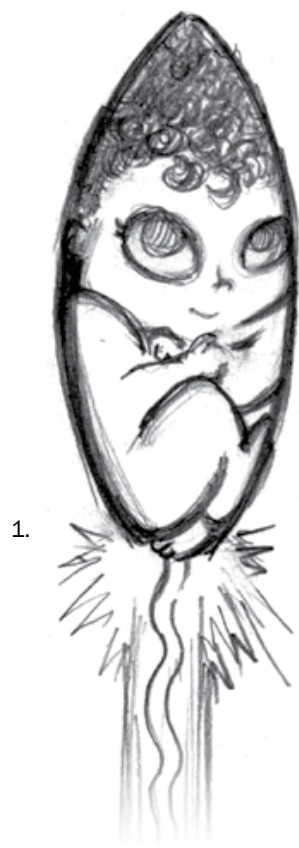
4.



5.







1.



2.



3.

#### 1. Original Thumbnail

My daughter's birth was unusually quick, and when she came out, she had a very noticable conehead. The image of a baby shaped like a bullet seemed perfect for the birth announcement.

#### 2. Sketch - First Pass

#### 3. Sketch - Final

#### 4. Color Study

I was originally going to use a blue sky, but then realized that people might think we had a boy instead of a girl, so I changed the sky to pink.

#### 5. Final design (Opposite page)

The final sketch was brought into Illustrator, where I turned it into a layered vector file that could be animated in After Effects.



4.

Faster  
than a  
speeding  
bullet...



Personal  
Birth Announcement



1.



2.



3.

The Supper Club is a rotating dinner party with a different theme for every event.

1. **Main Logo**  
Used for invitations, Evites, etc.  
Also used as an apron design.
2. **Milwaukee Supper Club**  
The theme was foods from Wisconsin, my home state, which is very German in heritage.
3. **San Francisco Supper Club**  
Simultaneously, some friends in Wisconsin had a San Francisco themed Supper Club, featuring foods famous in this region. We linked both events via webcast.
4. **Love Lounge**  
Alternate logo
5. **Love Lounge** (Opposite page)  
This was for a Valentine's themed Supper Club. All dishes served were aphrodisiacs.



4.



Personal  
Logos for Series of Dinner Parties





*design & illustration • motion graphics • animation • world domination*



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