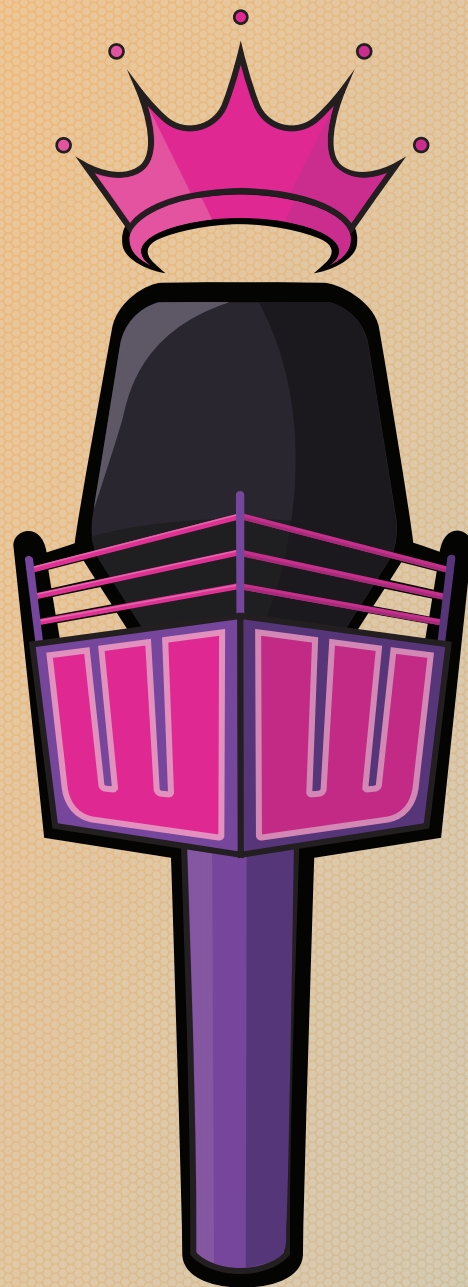




J.D. Smith

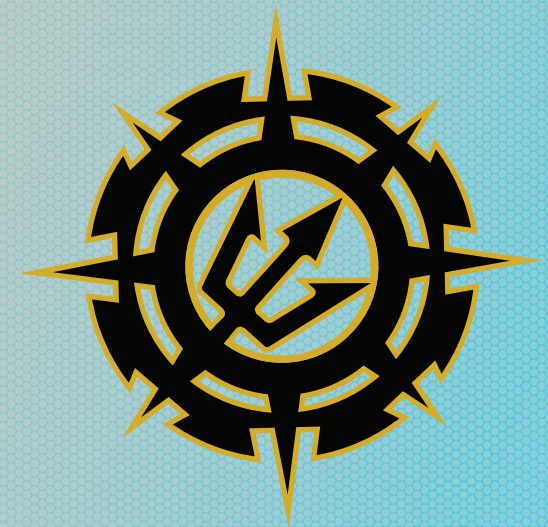
Digital Media Portfolio

# LOGO DESIGN



**THE CREATIVE HUDDLE**

SOCIAL MEDIA MANAGEMENT FIRM



**POSEIDON ENERGY**

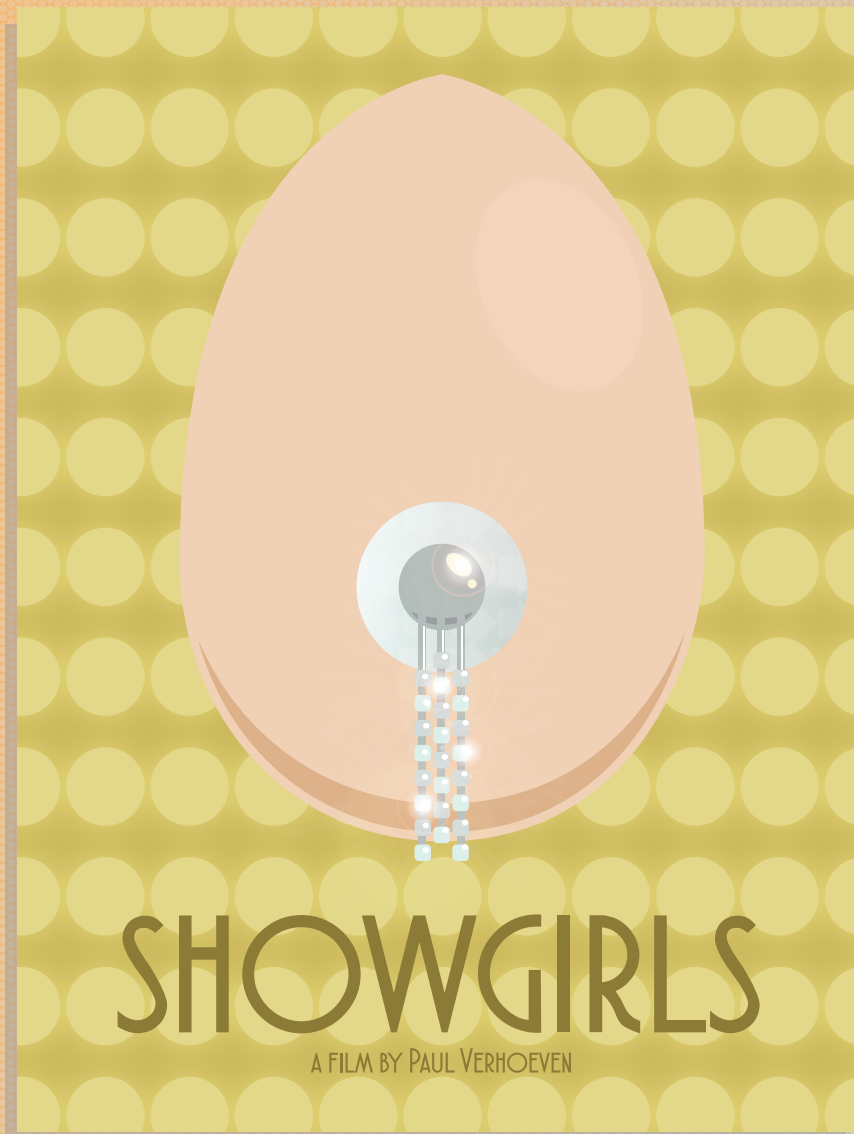
DRINK THE SEA

One of my favorite parts being a Digital Media Artist is helping create logos for brands as well as film/tv production. For the Creative Huddle, the challenge was to really push the social media aspect so rather than just a light bulb, I decided to make it look like app logo. For Women's Wrestling Talk, I thought it was a no-brainer to put a wrestling ring around the prominent item of a talk show (the microphone) to convey visual communication about what the brand is about.

# VECTOR ARTWORK



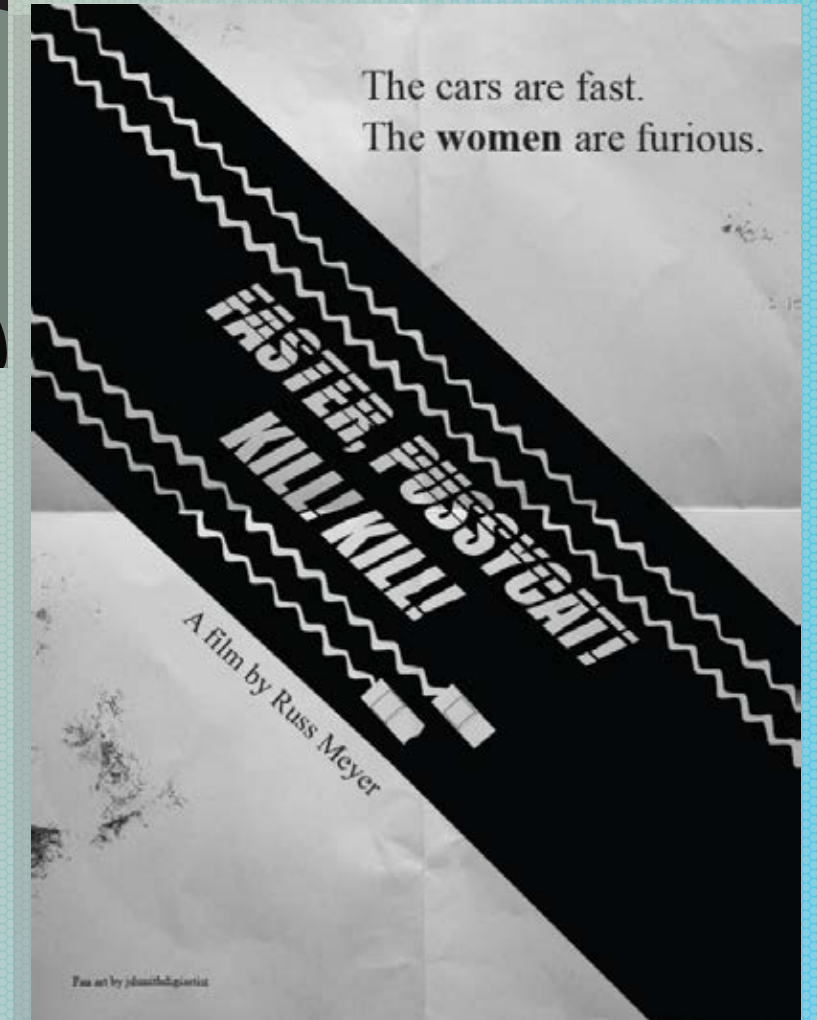
For web, personal use, vector recreation of photo, done in Illustrator.



For web, personal project, done in Illustrator.



For web, personal use, vector recreation of photo, done in Illustrator.



For web, personal use, tribute art, graphics done in Illustrator, texturing done in Photoshop.

When it comes to fan/tribute art, I enjoy trying to summarize the essence of the movie/property. For *Showgirls*, my aim is to make the viewer chuckle because they know exactly what they are looking at. In the case of *Faster, Pussycat! Kill! Kill!* I took the idea of tire tread and used its pattern to convey dust and smoke coming from the two cars racing each other since the movie takes place in a small desert town. The tag line was a no brainer considering the biggest movie franchise centered around fast automobiles are the F&F series.

# CUSTOM CARTOON ART



Digital, for personal project, Photoshop.



For print, non-profit client, Photoshop and Illustrator.



For print, personal project, vector line-work done in Illustrator, colors in Photoshop.



Digital, for personal project, Photoshop.

From conceptualizing to the finish render, I am able to draw from my animation experience to provide cartoon design and images if a client wishes to utilize. Along with Adobe design products, I am proficient with 3D software such as Maya, Unreal Engine, Blender as well as intermediate level with Sketch Up.

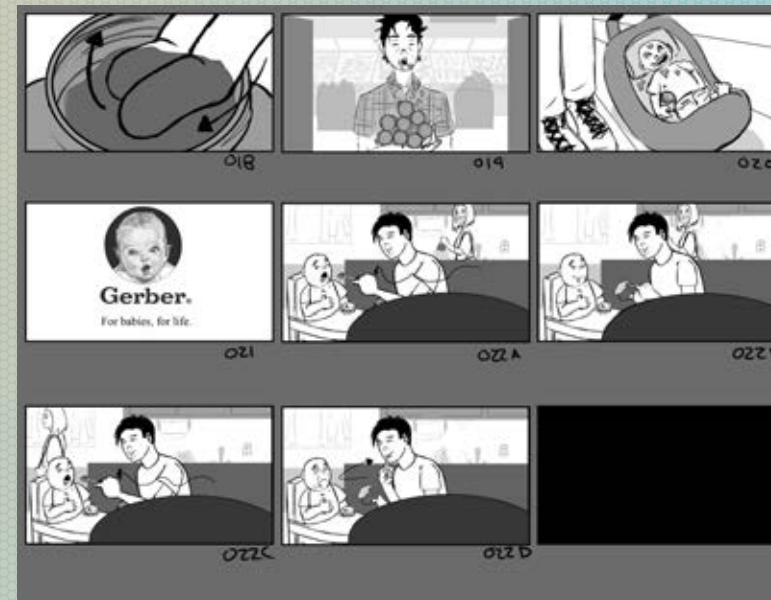
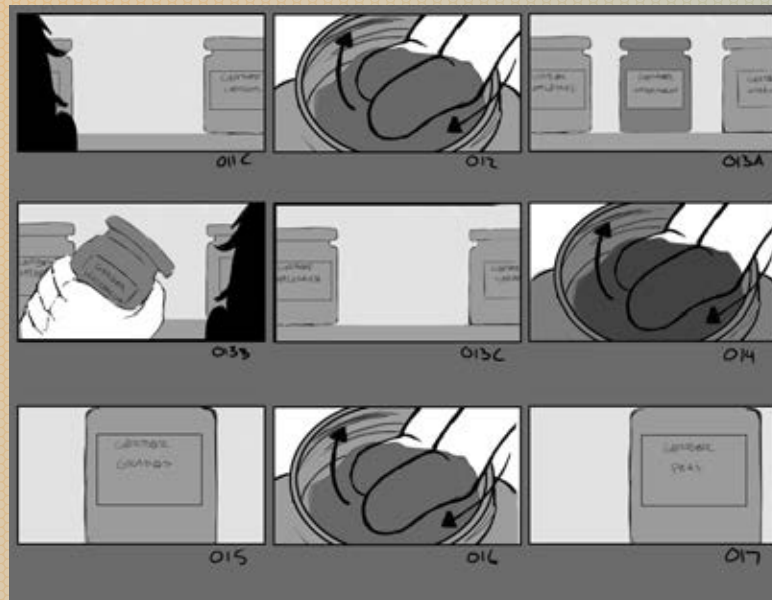
# ALBUM LAYOUT



Corpse character drawn by Wahyv Satria

For the band Zombeast's sophomore album, I took the render of a corpse by the artist W. Satria and incorporated a Necronomicon/mid-evil medical aesthetic that thematically went along with much of the album's subject matter.

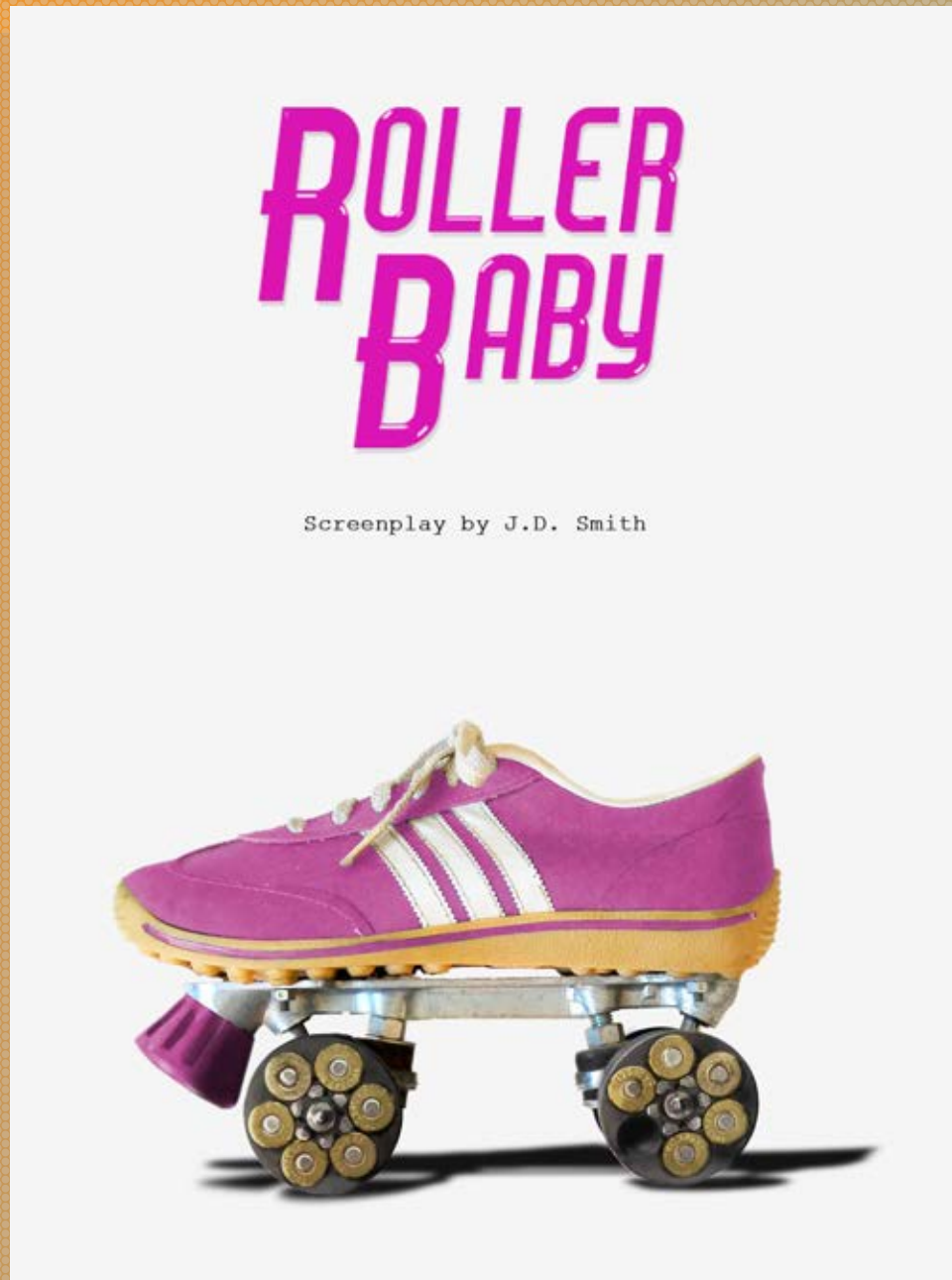
# STORYBOARDS



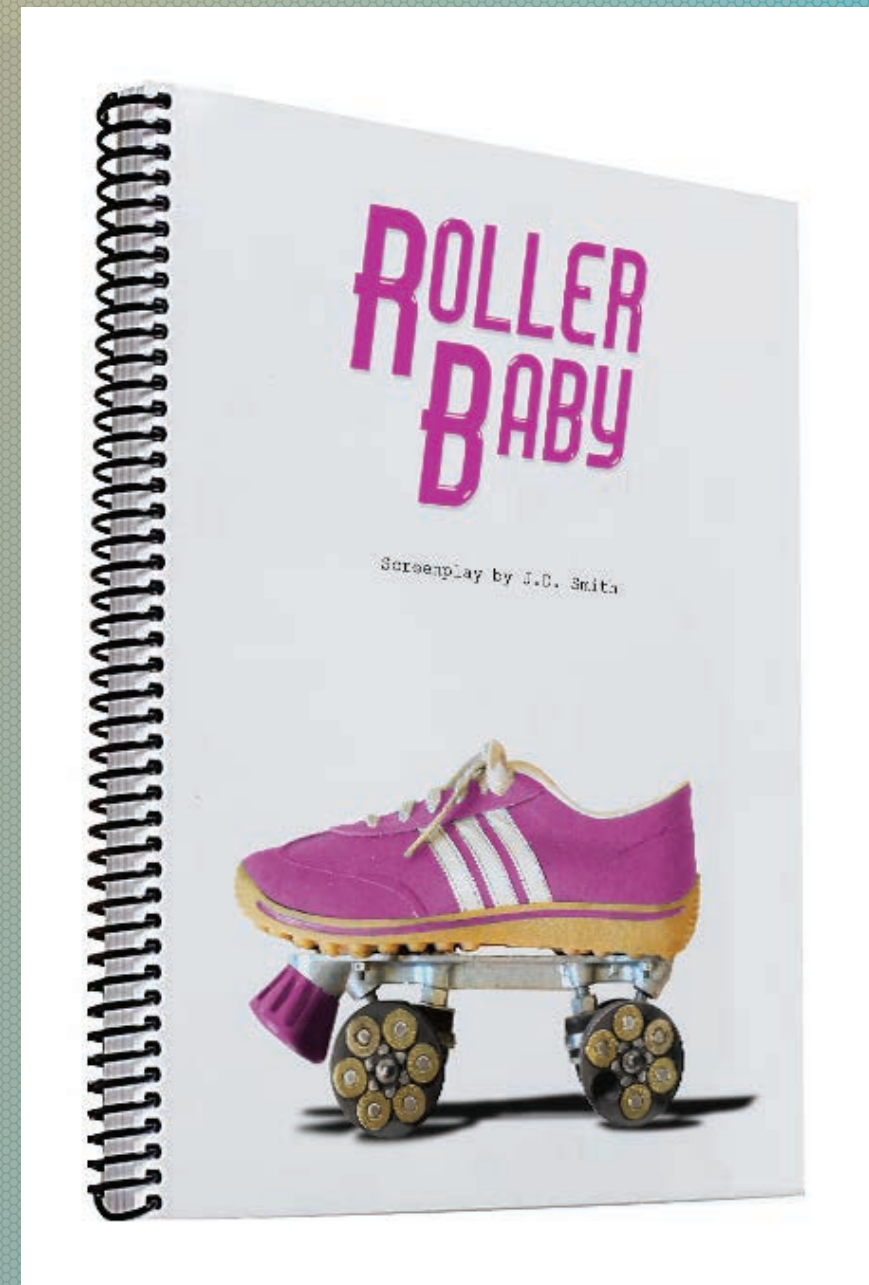
For bid, spec, done in Photoshop.

With a background in animation, I'm no stranger to sequential storytelling. Often times, storyboards can get a project green-lit and other times, it can help give color to the director and producers' idea, making it more of a tangible concept. For the sample above, I was tasked with a 30-second TV spot, no hard rules, just "make the idea of buying baby food fun rather than a errand."

# KEY ART FOR FILM PITCH



For print, personal project, done in Photoshop.



For web, personal project, preview of finished use, done in Photoshop.

The idea for this was to convey the basic idea of the feature film in a single image without the benefit of a cast as well as leaving intrigue. The title logo gives it the feeling of motion while its rounded corners symbolize a roller derby bank track. The one empty chamber lets the audience know something is a little off. The skate shoe is a photo-bash of stock images; everything done in Photoshop.

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