

# Portfolio Submission to ID

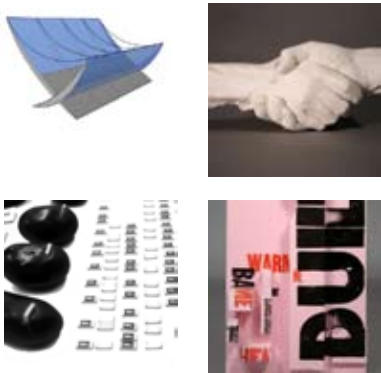
This is the functioning template I designed and use for my personal website, journal and portfolio at jeffwerner.ca.

February 17, 2006



**Dynamic Reality Sensor System** - Sheet metal, wire, foam core, wood  
October, 2005. Pg. 12.

## Inside This Portfolio



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## Also Including



[Pg. 6, 14](#)

## Self-Directed Projects



[Pg. 24, 26](#)

## Art History/Professional Writing

I received my BA, with distinction, from the University of Victoria in 2003.

## Web Designer for 5 Years

I am a self-taught HTML and CSS freelance designer. I have made websites for the Victoria Symphony, Art Gallery of Greater Victoria, University of Victoria and a number of small businesses.

## Cyclist and Squash Player

I raced bikes for seven years nationally and internationally and have a Canadian national gold medal. I now play competitive squash and mountain bike for fun.

## I Want to be a Designer

I am not satisfied designing only websites. I want to learn and challenge and open myself to a whole new world of design in general and hopefully apply this experience to any number of design-related fields.

## Currently

Feb. 17-06  
Applying to the Emily Carr Institute Industrial Design degree program.

## Portfolio Categories

- Creative Processes
- Materials, Form+Space
- Visual Communication
- Drawing
- Self-Directed
- Photography
- Web Design
- Pattern
- Colour Theory
- Sculpture
- Print Media
- 3D Design
- Graphic Design
- Architectural

## Other Interests

Updated Feb. 17-06

- Documentary and Hollywood Film Theory
- Usability Research
- Journalism
- Digital Photography and digital workflow
- Radio Broadcasting
- Communication Design
- Web-based Application Development
- Eco-design
- Music History
- Community-based Development
- Transportation Systems
- Independent Music
- Performance Art
- Singing
- Computer Interfaces
- Architecture

[XML Feed](#)

[XHTML](#) | [CSS](#)

## Ongoing Projects

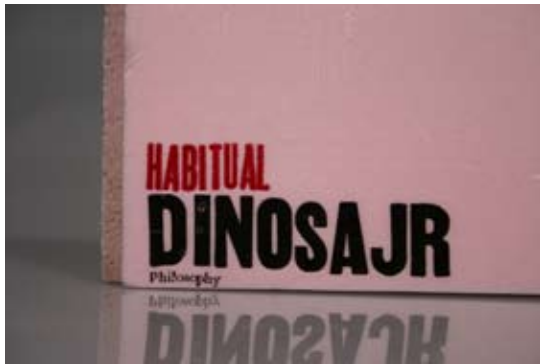
- E is for Effort Radio Show and Podcast
- Art/Design Mailing List
- Personal Design Blog
- Daily Greeting
- Photography Project
- Stickleback Evolution Project



**3D Print Media**

After various experiments learning the technical abilities of letterpress I chose to combine the first Print Media type assignment with a concurrent dynamic form one in 3D Design. I wanted to explore how type behaves in three dimensions as well contextual associations to pink polystyrene.

Ink, polystyrene  
January, 2006



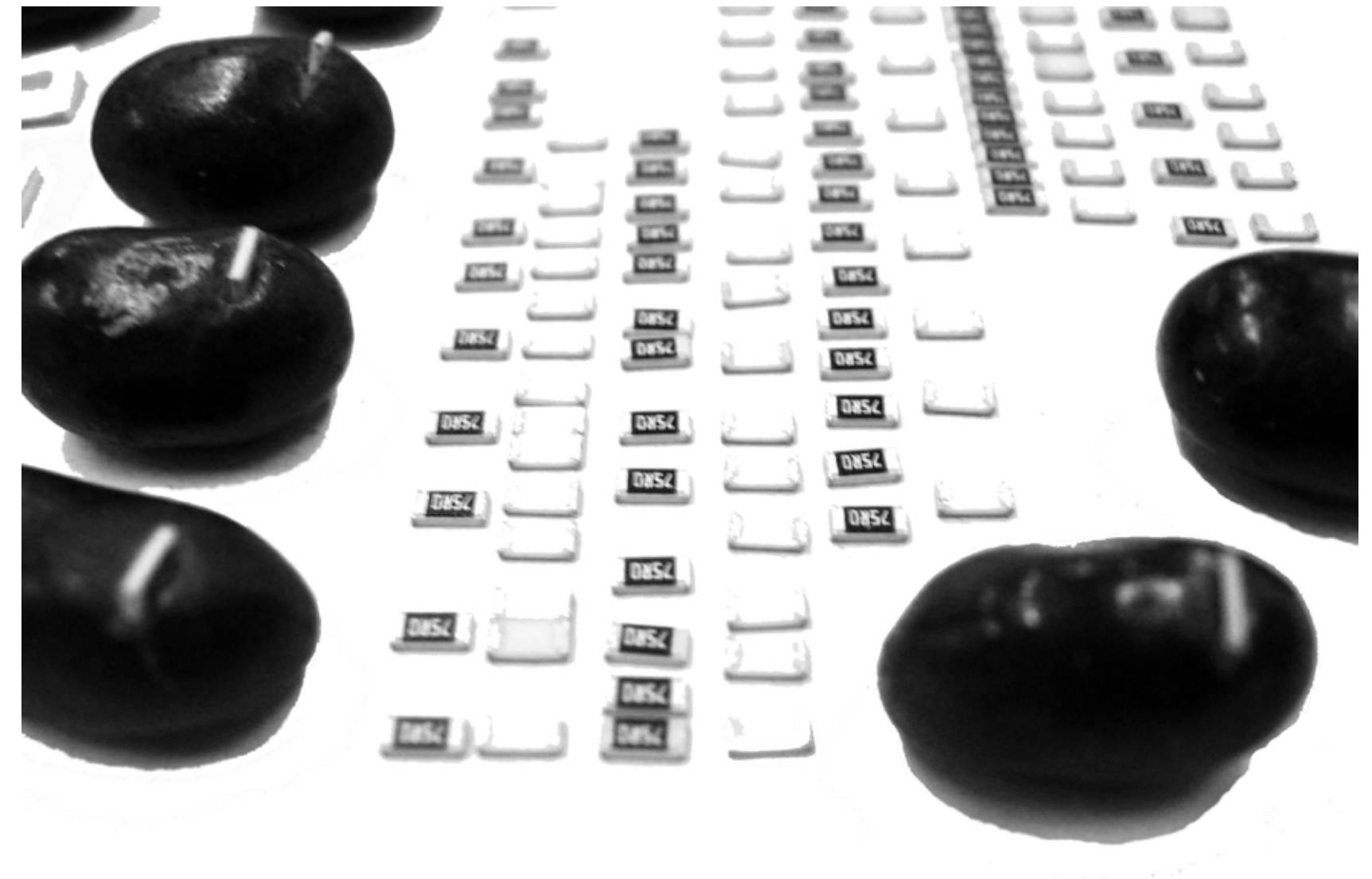


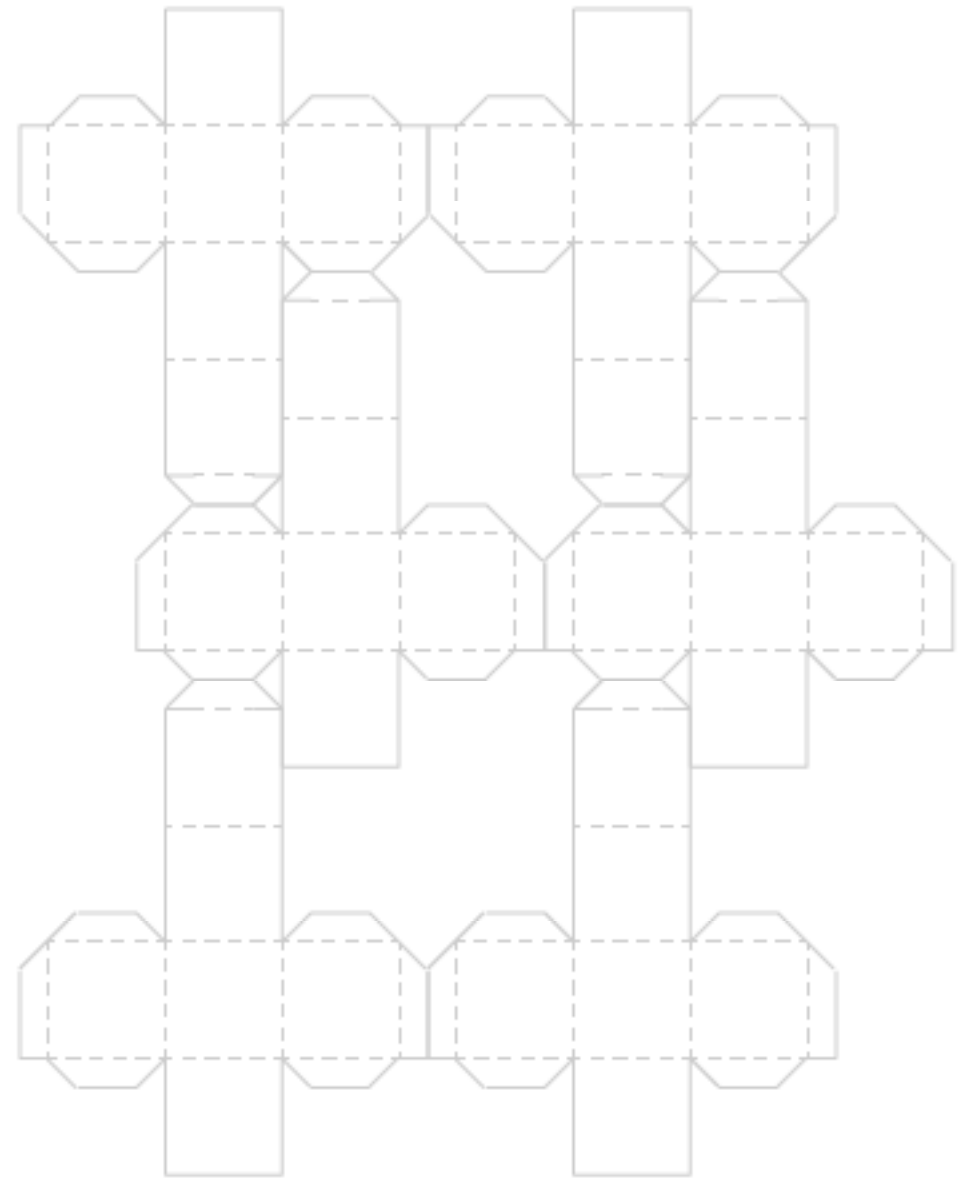


### Pattern

This in-class Creative Processes assignment called for 100 identical objects in order to explore ideas of pattern. After trading 10 of my micro resistors for a classmate's 10 jelly beans, I arranged and combined the two forms in a grid layout, thinking conceptually of the notion of throughput and digital information systems. I also emphasized contrasting and complimentary shapes and colours.

Jelly beans, micro resistors  
November, 2005

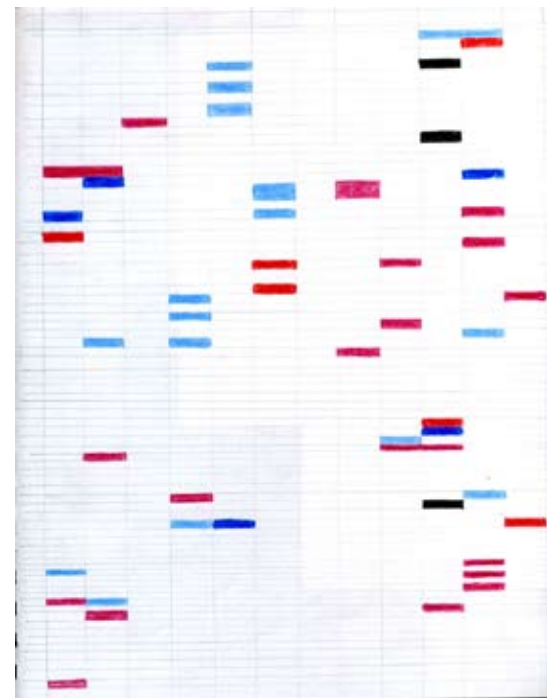




### Personal 3D Colour Theory Calendar

After developing a personal colour theory this Visual Communication assignment asked students to apply their 2D designs to a 3D timetable representing a typical month of activity. Recognizing the fluid nature of day-to-day schedules I aimed to develop a dynamic organization whereby flexing the base of the model one could change the relationship between “days” and register these in terms of proximity, light and shadow.

Paper, marker  
12"x16"  
October, 2005







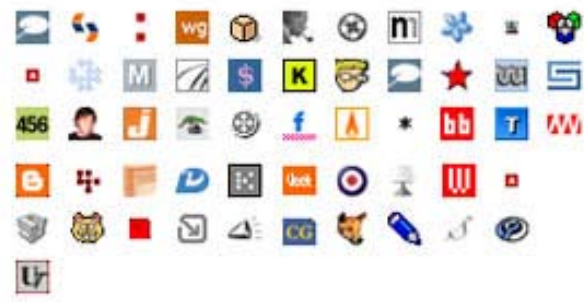
### **The Big Deal**

Encouraged by an instructor to experiment with the concepts of fragmentation and the body I approached a classmate with the idea of casting our handshake. I gained an understanding of the technical requirements of the medium (undercuts, plaster bandaging, exothermic reactions) and explored the connotations of the gesture of shaking hands and how casting one for three hours both deconstructed its meaning while displaying the finished product decontextualizes it.

I later incorporated the handshake into a three-part sculpture developing the theme further, from the full handshake, to half handshake, to finally the handshake's component parts.

Plaster  
Life size  
September, 2005



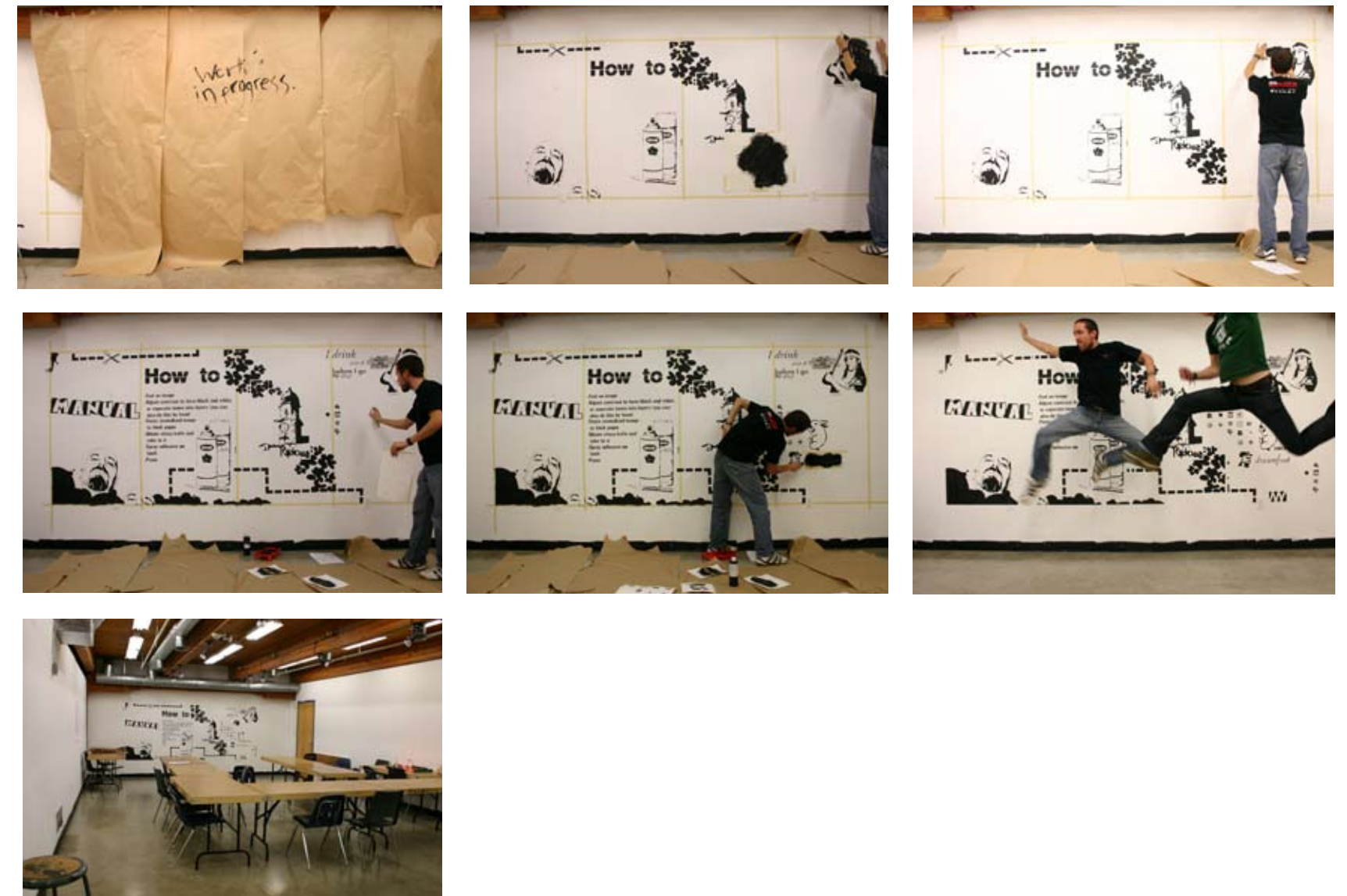
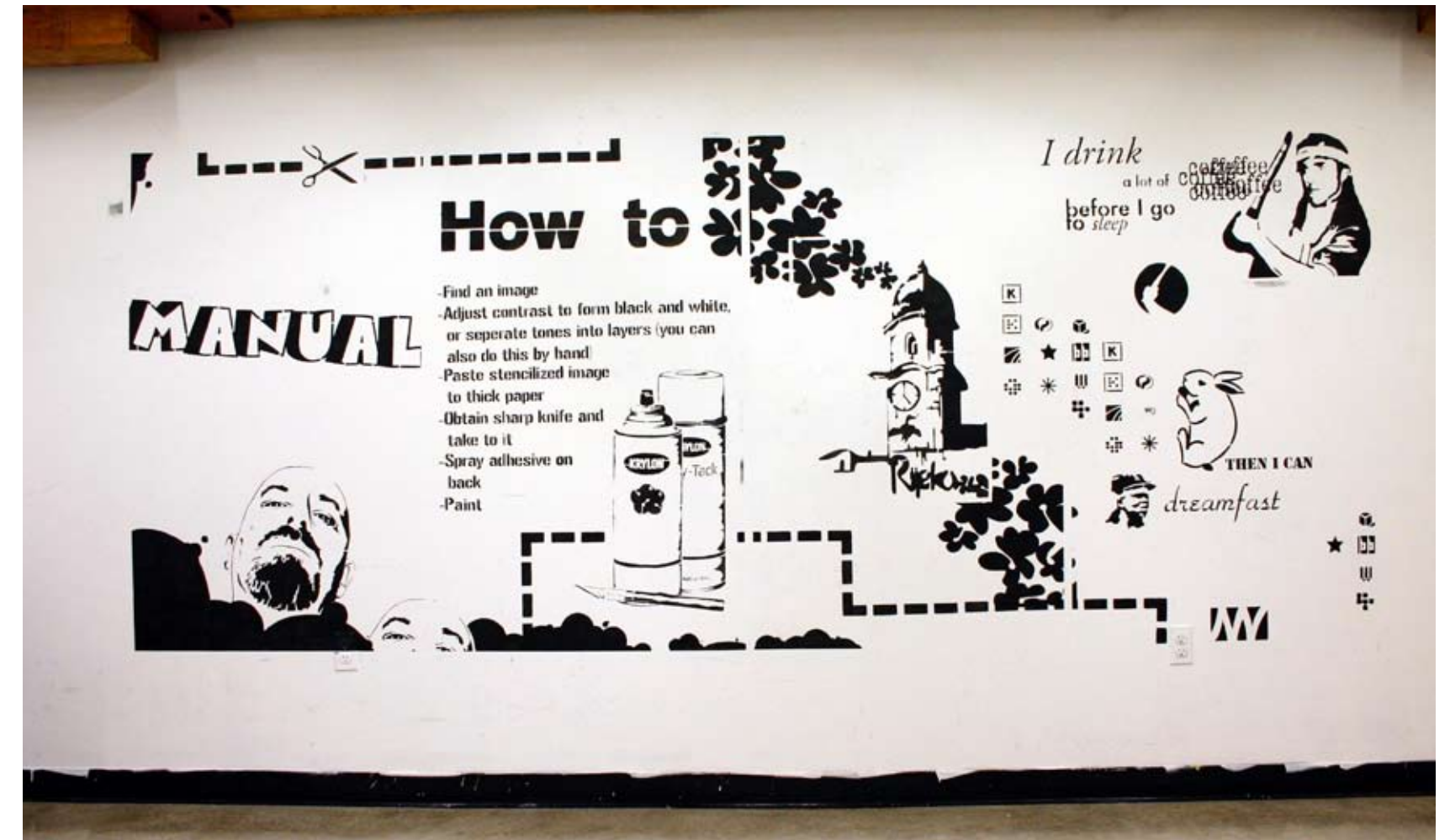


### Stencil Zine

This group assignment explored personal iconography and expression in a zine, or independent publication, format. After researching the history of self-publication—from the Soviet samizdat to graffiti art—I suggested producing a magazine at billboard scale. Despite the instructor's standard magazine size restriction I imagined a monthly edition of our zine appearing on a public wall and thought of the effectiveness of urban dissemination.

Each member of the group was responsible for a section of the composition. All graphics and text were hand-cut and stenciled onto a classroom wall.

Acrylic  
12'x5'  
October, 2005





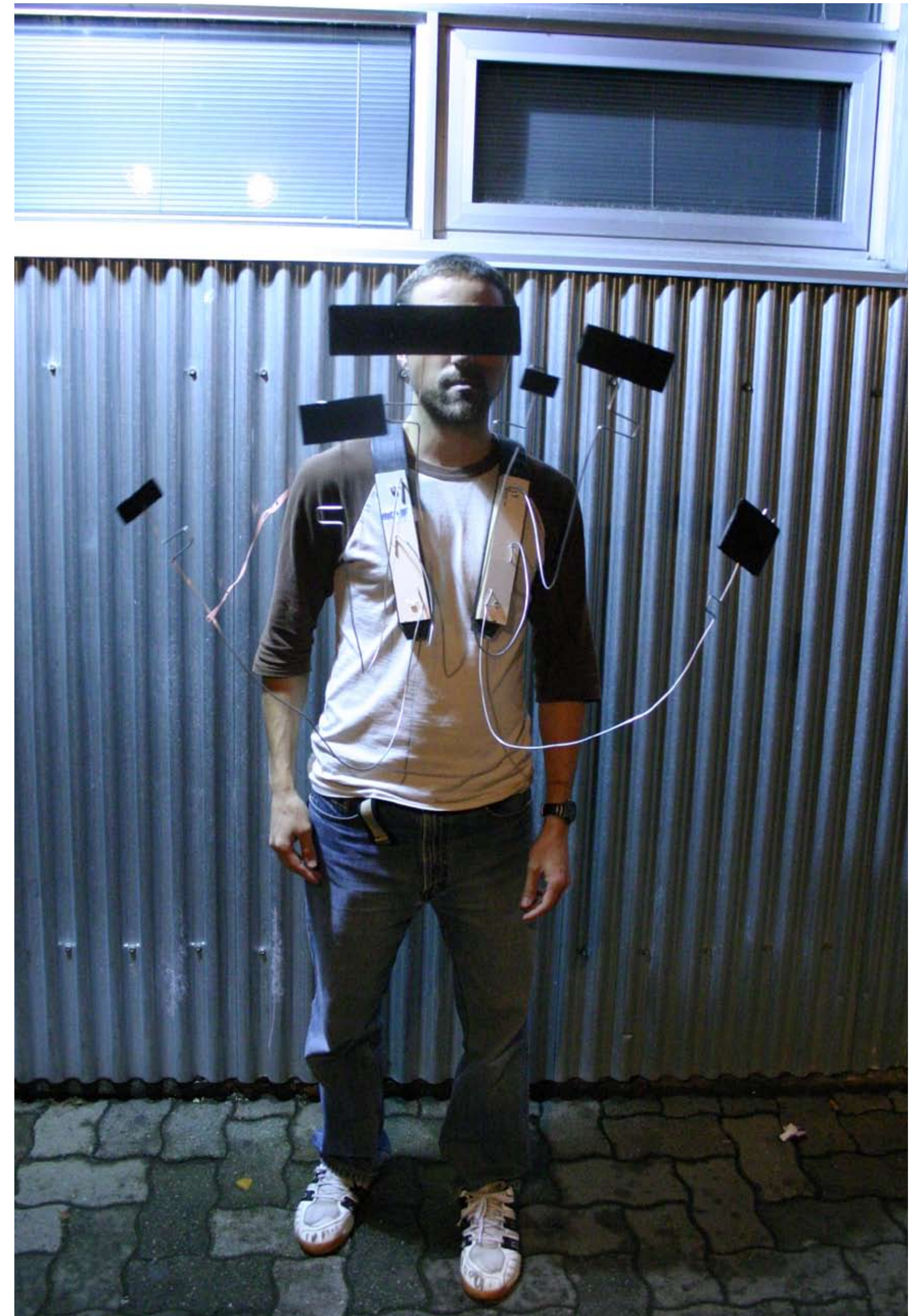
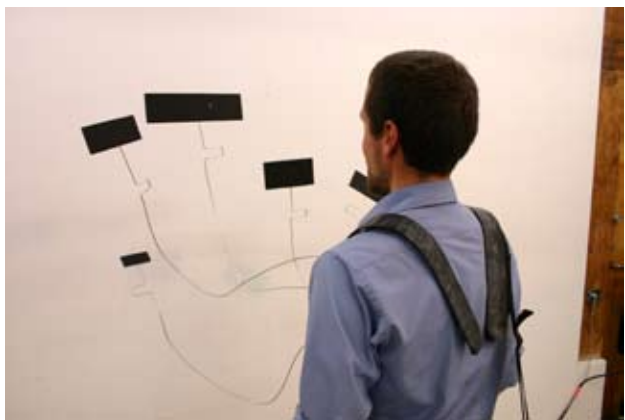


### Dynamic Reality Censor System

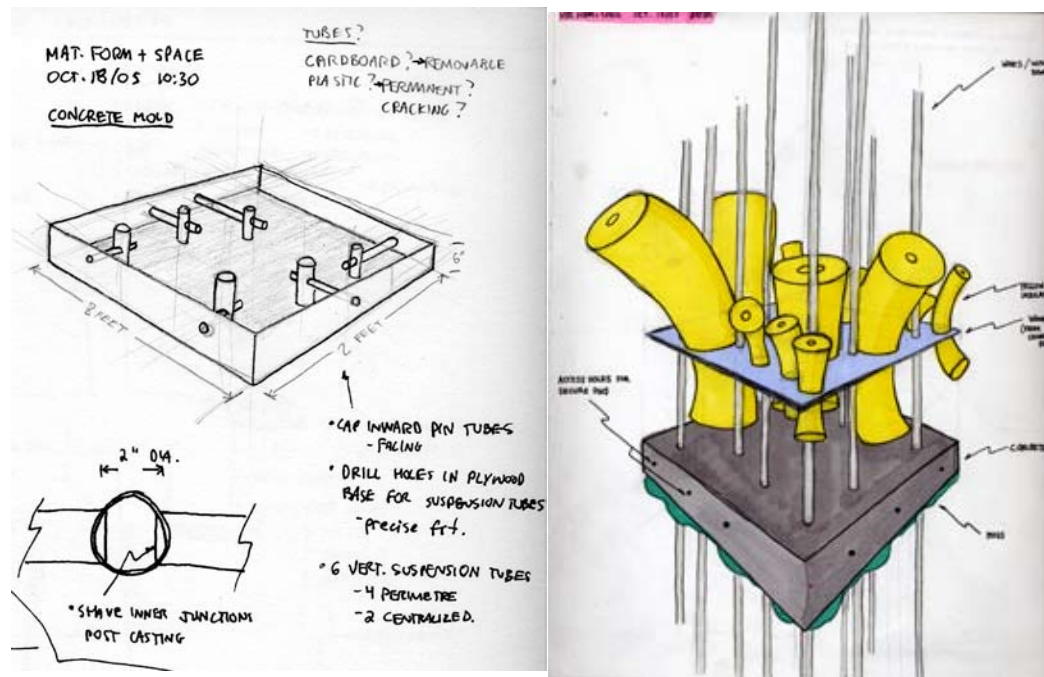
When asked to explore both positive and negative perceptions—myths—that we hold about ourselves I thought of the various aspects of my personality, including a trait to ignore that which I believe to hinder my ideology. I built a shoulder-mounted apparatus for literally censoring my changing view of reality via small foam core rectangles mounted to flexible wires. In this way I could move the sensor bars into different positions to block, for example, someone's face, a bright light, or a pile of dog excrement.

The "mask" was especially effective when I attended the ECIAD Halloween party as a Film Censor, blocking out "obscene" views and handing out "explicit content" and "rude language" warning labels.

Sheet metal, wire, foam core, wood  
Variable dimensions  
October, 2005







### Three Material Sculpture

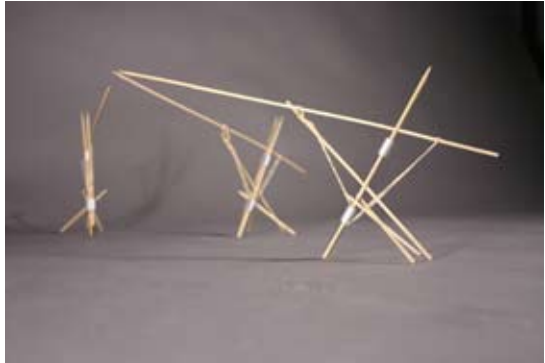
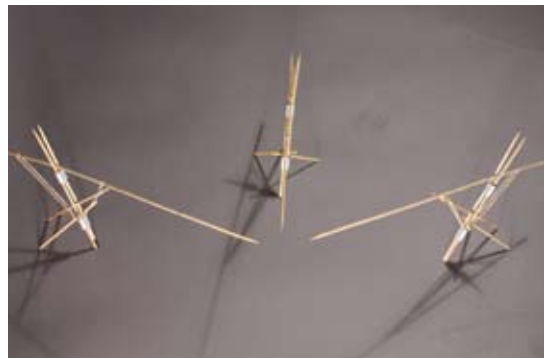
This Materials, Form and Space sculpture explores—non-narratively—concepts of negative space and the meanings and relationships of materials. Requirements included using three materials, one of which must be wood, one recycled and one the student had never worked with. If possible the final piece was to incorporate a modular design.

I chose to work with concrete. I recycled a discarded steel lamp while the wood form I built was reconfigured as a component of the final sculpture. All pieces could be (dis)assembled.

Steel, cables, foam, wood, concrete  
48"16"x22"  
November, 2005





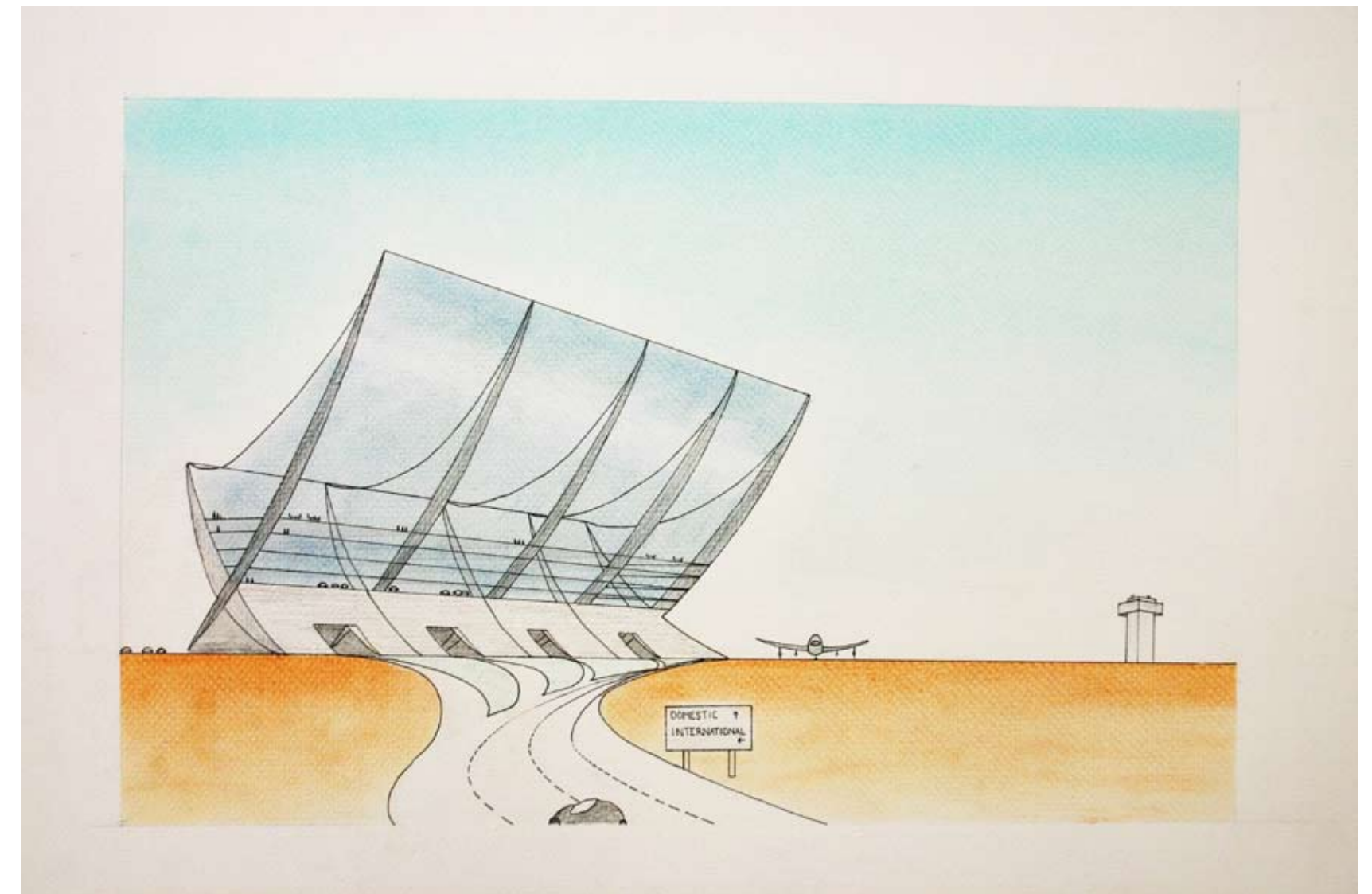
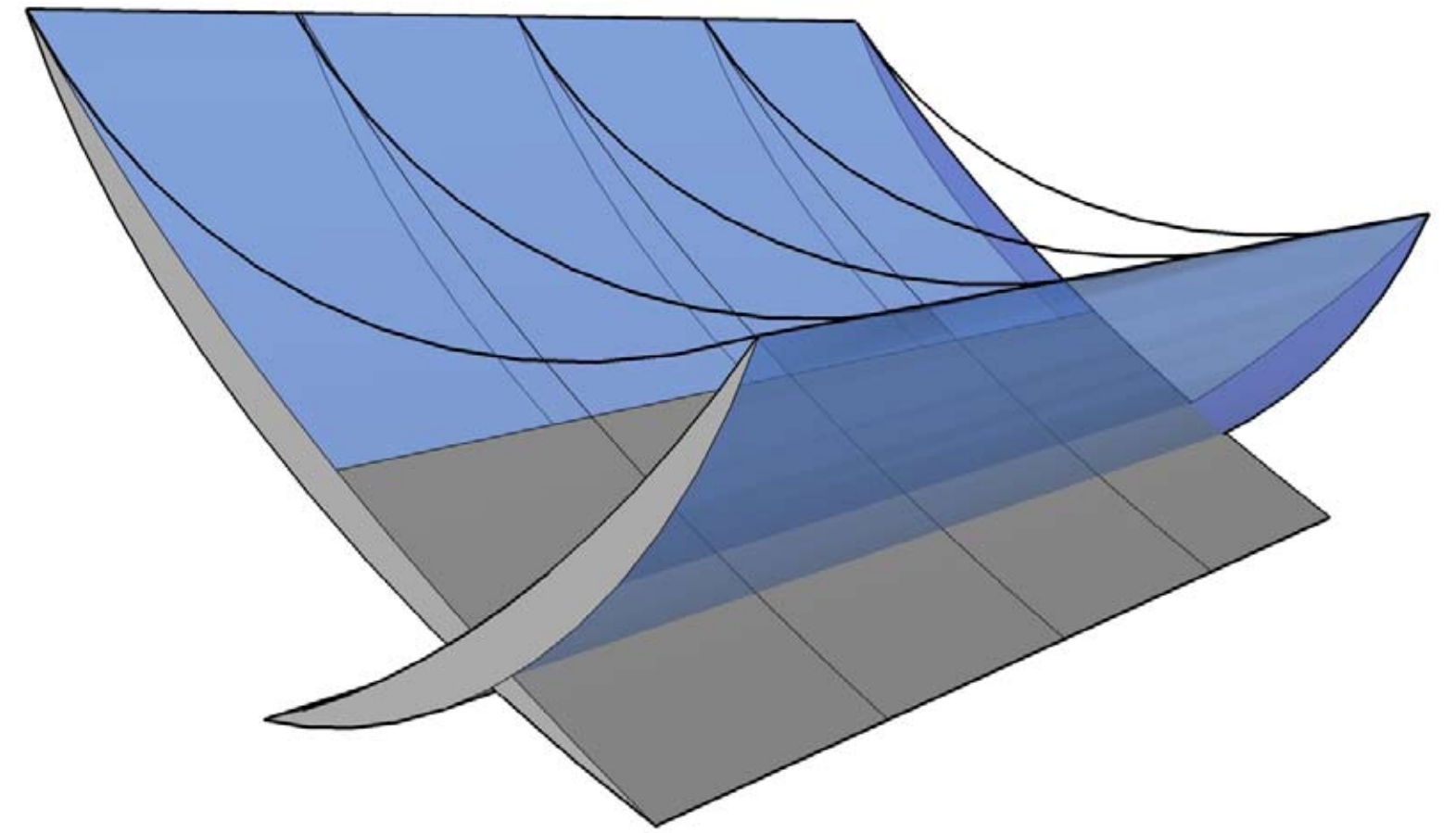


**Architecture Part I, II, III**

For part one of this Creative Processes assignment I was given two hours and 15 bamboo skewers to build a model of a park shelter based on the concept of cantilevers. For part two I transformed my model's basic unit into a more complex structure by exploring methods of inversion, rotation, and repetition. Finally, part three asked that students draw a rendering of their architectural conception; in my case, an airport terminal.

I gained both an understanding of three dimensional and architectural principles as well as approaches in the creative process, such as generating design ideas (and deconstructing them) on both whole and component scales.

Bambo, rubber bands, pastel on paper  
 16"x5"1" (skewer unit) / 24"16" (drawing)  
 November, 2005





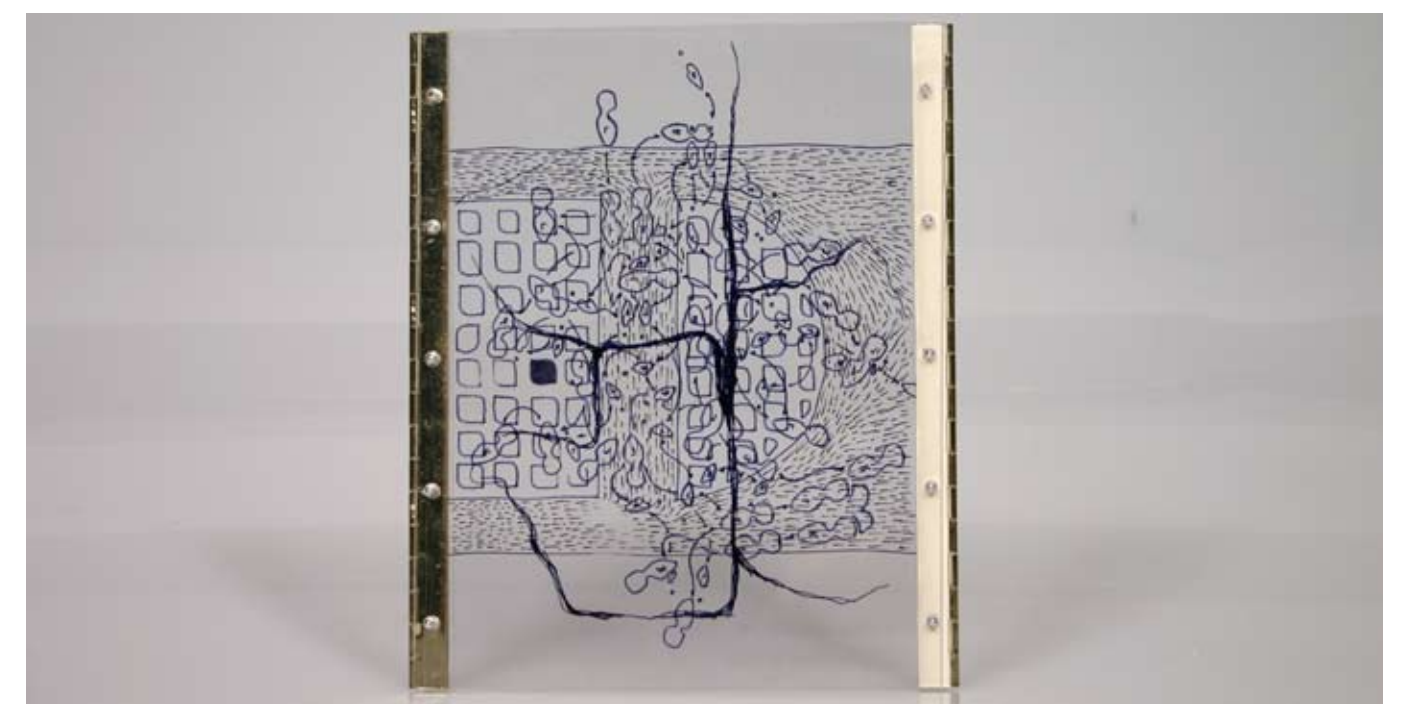
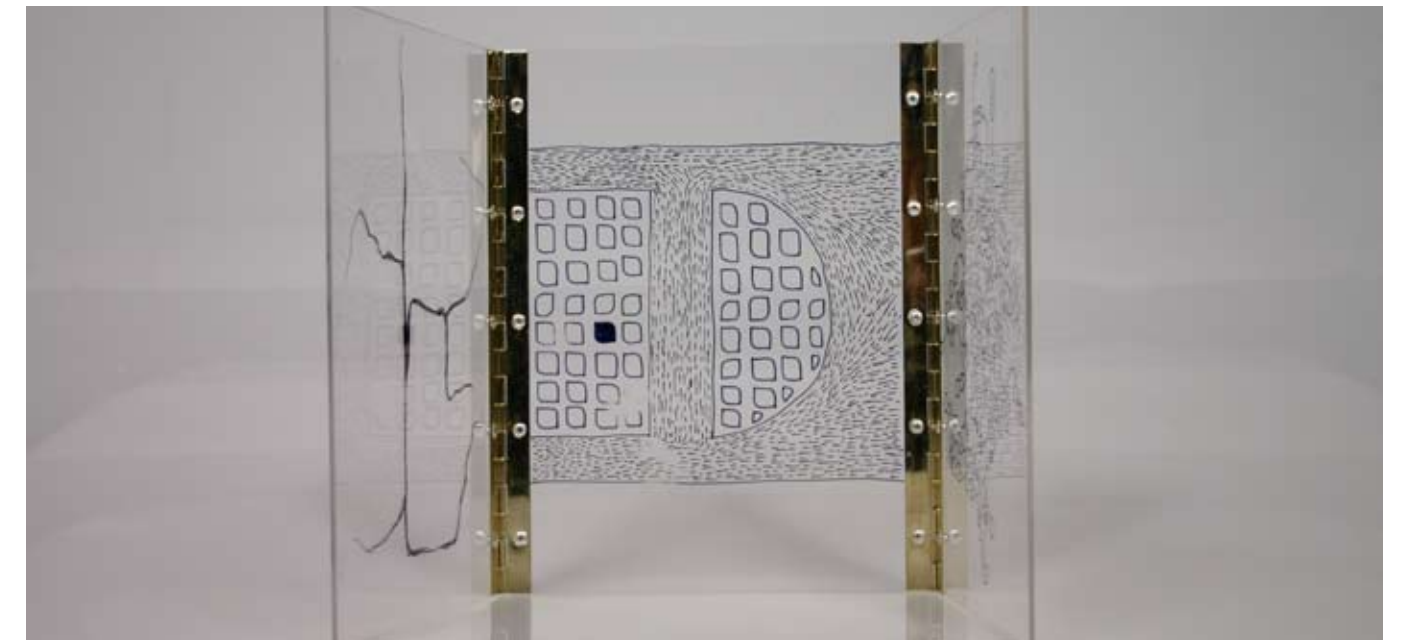
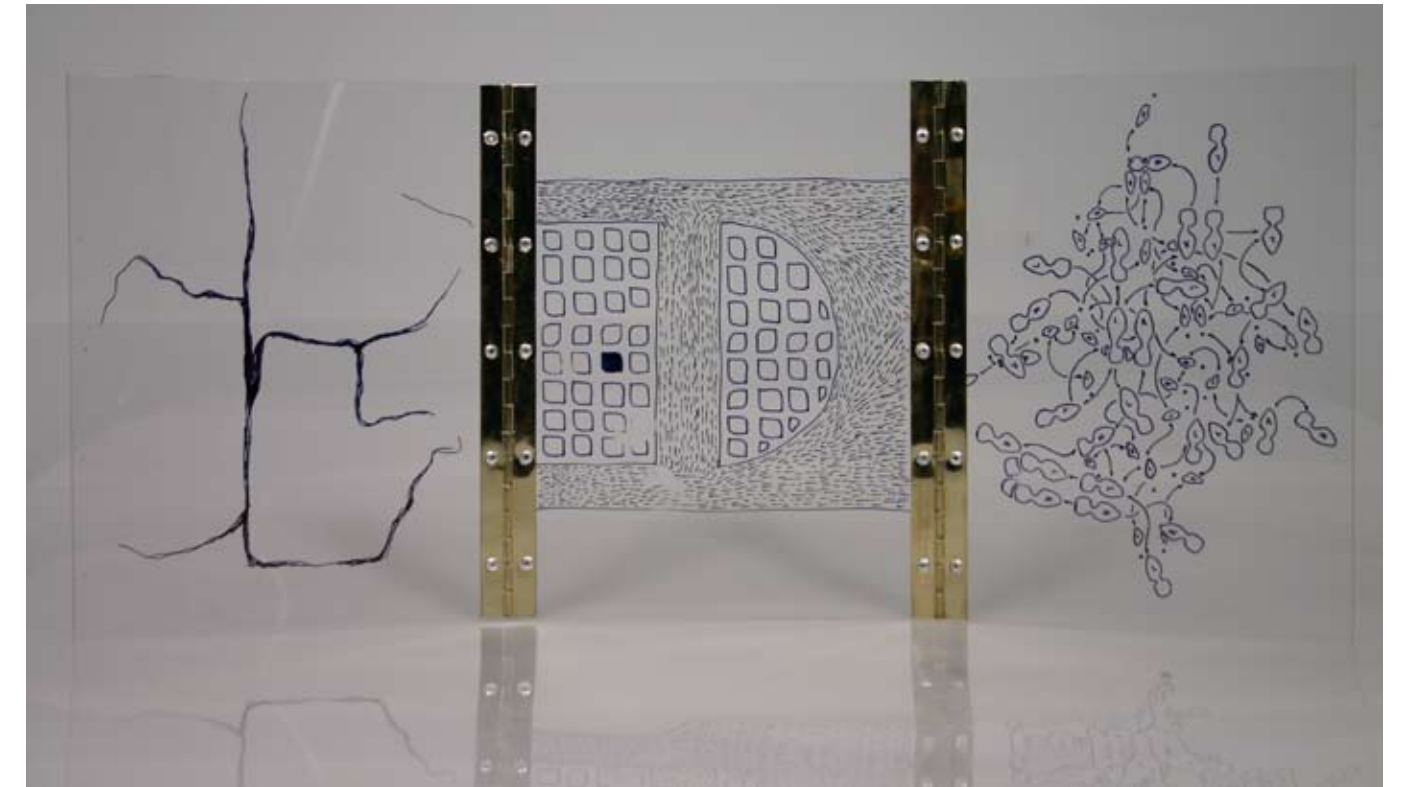


### Triptych Drawing

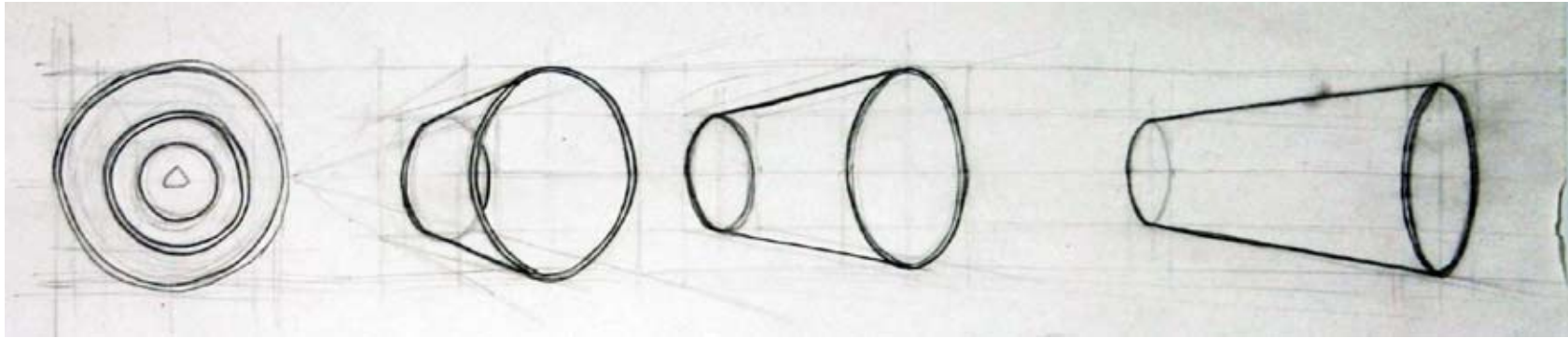
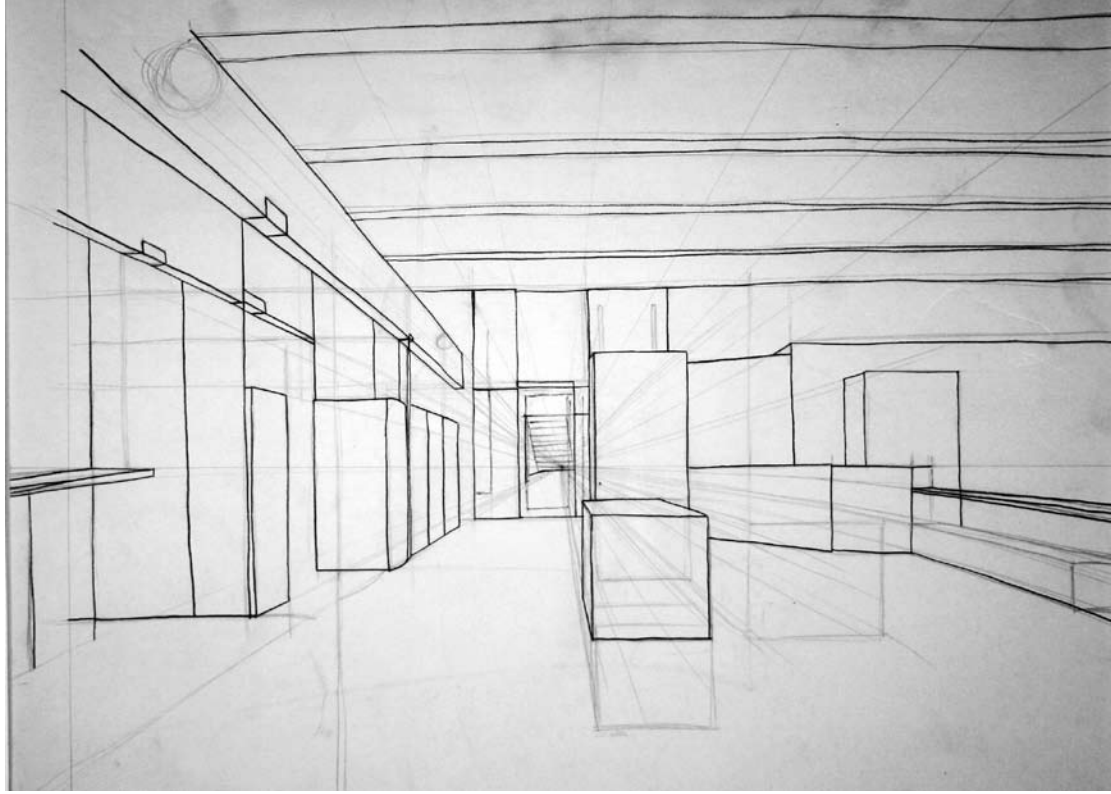
After researching medieval abstract maps I approached this Visual Communication assignment with a new perspective on mapping my own world. When asked to take a “criminologist” approach towards the study of a mark or stain, I drew a replication of my mark (a crack in a ceiling), an abstracted map of its location, and an imagined conclusion as to the mark’s origin—dancers on the floor above—on a Plexiglas, folding triptych panel I constructed.

By overlapping the three transparent panels one discovers new relationships between the mark, location and event. By drawing in erasable marker one can reuse the panels and/or easily alter their elements.

Plexiglas, metal hinges, rivets, marker  
 33”x8” (open)  
 September, 2005







### Life and Perspective Drawing

One of the primary reasons I applied to Foundation is to work on my weakest areas, and those that will benefit me most as a designer. Drawing is one of them, and after four months I noticed an improvement in my work.

Graphite, charcoal, conte  
Various dimensions  
September 2005-February, 2006







**Pinhole Scroll**

Each member of this group assignment was given a cropped area of a crowd-scene photo and asked to form a multi-drawing narrative. A collective idea emerged to produce a time-based story on a continuous scroll of paper. Images were drawn by perforating the surface with thumb tacks. A diffusing light box was constructed over which the scroll was unfurled at a fixed rate, much like a short film.

Paper, wood, light box  
48'x2'  
November, 2005







### Dice Man

Dice Man is one of several self-directed, collaborative projects (others include a weekly radio show, Foundation poster design, and crashing private exhibit openings) undertaken with fellow Foundation student and Industrial Design applicant Andreas Brændhaugen.

Digital Photography  
October-November, 2005







#### Valentine's Cabaret Poster

As a volunteer organizer I developed the concept for the Cabaret poster. Working with fellow student Tobias Ottahal, our time line was two weeks; budget \$0.

My objective was not to shock people so much as make the grotesque beautiful. I returned from China Town with a \$1.13 pig heart. I shot a series of the heart by itself, then with a puddle of blood in the photodoc room. Working with these photos Tobias completed a final poster design which we proofed, tweaked and printed at a local shop.

Pig heart, photography, paper  
20"x30"  
February, 2006





### **About the Cover**

For the past four years I've maintained a design portfolio and journal online at [www.jeffwerner.ca](http://www.jeffwerner.ca). For its third redesign I emphasized content over form. Drawing from my newspaper design experience and user research I created a hierarchal organization for multiple forms of information including my daily photography, long-form articles, public comments and external links. My website is my point of departure for thoughts, work and input from other artists and designers. It receives over 1,000 visitors a day and is featured in numerous design showcase web sites.

Web design, HTML/CSS coding  
March, 2005