
Utility Action Lunch Belt



Concept, Construction

This Soft Product assignment asked that I design and construct a lunch bag for school children. The remov-

able pockets include a sandwich pouch, granola bar pocket, bottle holder and banana holster. The project

was also my first experience sewing.

Valentine's Cabaret Poster



Concept, Photography, Printing

A self directed, team project for the promotion of the Institute's annual pub night. Working with a another

student designer we developed the heart concept. I purchased a pig heart for \$1.16 and photographed it

on a light table while my teammate composed the layout.

Foundation Show Poster



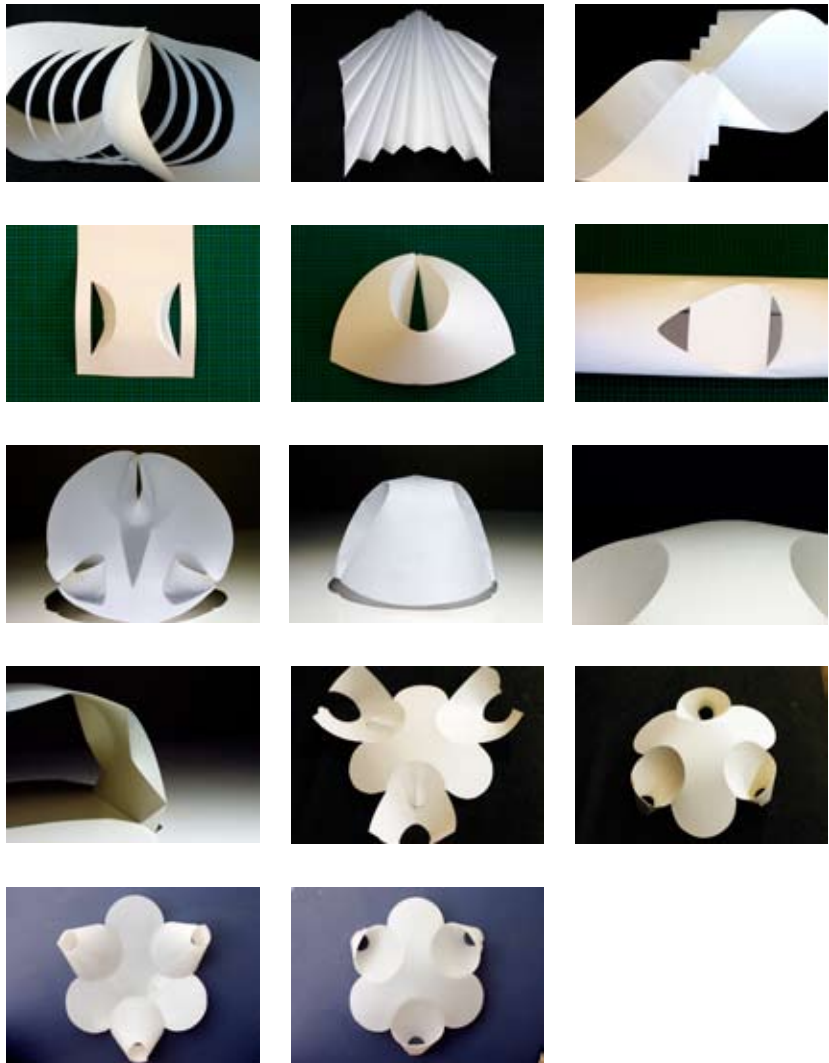
Concepts, Photography, Layout, Printing

This self directed, four-person team project was the winning entry for the promotion of the Institute's year-end Foundation

show. A large poster and a series of flyers were produced on the pun "Finding a Tion." A wayfinding system, signage and

exhibition labeling was also produced.

Folded Vessel for Three Peaches



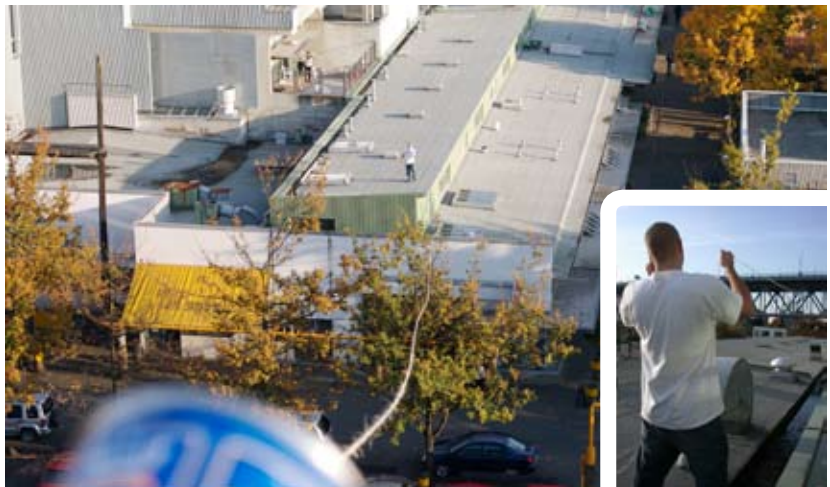
Concepts, Construction

This Core Studio assignment asked that I design a vessel for a particular food group. A process that began with dozens of paper

models was refined to a final plastic vessel that emphasized function, aesthetics and simplicity. No fasteners or adhesives were

permitted and volume was created using only folding, scoring and tabbing techniques.

Time Machine Part I



Concepts, Construction

My group partner and I built a tin can telephone spanning 200 metres as a metaphor for the way time influ-

ences communication, and vice-versa. The presentation involved both students and faculty, allowing each

individual to experience the functioning "time machine."

Time Machine Part 2



Concepts, Construction, Photography, Video

This portion of the assignment asked students to build a “time machine” incorporating a simple mechanism powered by wind

or water. My partner and I chose tidal power to operate a counter-buoy system that would visualize our concept of past, pres-

ent and future cross pollination. The machine was submerged at sunrise and I photographed it every five minutes for nine hours.

Pumpin' Parka



Concepts, Photography, Video

Given 48 hours, recycled bicycle tubes and a team of five design student peers, this project-directed

by Italian professor Lorenzo Imbesi—asked that we observe behaviour in need of objects. This inflat-

able, self-protection vest was designed for parking attendants observed to encounter hostile behavior.

Personal Colour Theory Calendar



Concepts, Construction

After developing a personal colour theory this Visual Communication assignment asked students to express a 2D timetable in three

dimensions. Recognizing the fluid nature of day-to-day schedules I developed a dynamic organization whereby flexing the base of

the model changes change the relationship between "days" and register these in terms of proximity, light and shadow.

Dynamic Reality Censor System



Concept, Construction

An assignment exploration of myths we hold about ourselves. I built a shoulder-mounted apparatus for literally censoring

my changing view of reality via foamcore rectangles mounted to flexible wires. The "mask" was especially effective when

I attended the ECIAD Halloween party as a Film Censor, selectively blocking out "obscene" and uncomfortable scenes.

Pinhole Scroll Movie



Concept, Construction

Each member of this group assignment was given a cropped photo of a crowd with which to form a multi-drawing narrative. We

produced a time-based story on a continuous scroll of paper. Images were drawn by perforating the surface with thumb tacks. A diffus-

ing light box was constructed over which the scroll was unfurled at a fixed rate, much like a short film.

Dice Man



Concepts, Photography

Dice Man is one of several self-directed, collaborative projects (others include poster designs, a podcast, and crashing parties) un-

dertaken with Stanford design student Andreas Brændhaugen.

The screenshot shows the homepage of Jeff Werner's portfolio website. At the top left is the logo 'Jeff Werner' with a stylized 'W'. To its right are three buttons: 'JOURNAL', 'PORTFOLIO', and 'ABOUT'. A short bio follows: 'The portfolio of Jeff Werner, 28-year-old aspiring designer in Vancouver, Canada.' The main heading is 'Portfolio Submission to ID', with a sub-heading: 'This is the functioning template I designed and use for my personal website, journal and portfolio at jeffwerner.ca.' Below this is a date 'February 17, 2006' and a large image of a person wearing a sensor system. A caption reads: 'Dynamic Reality Sensor System - Sheet metal, wire, foam core, wood October, 2005. Pg. 12.' To the right of the main content are several vertical lists: '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' (Secondary and Postsecondary Education, Technology, Photography, and digital workflow, Radio Broadcasting, Environmental Design, Web-based Applications, Performance, Eco-design, Music Theory, Sustainable Social Development, Transmedia, Systems, Independent Music, Performance Art, Media, Conceptual Illustration, Architecture), 'Ongoing Projects' (It is for Effort Radio Show and Podcast, Art/Design Mailing List, Personal Design Blog, Daily Greeting, Photography Project, Stock/Back Evolution Project), and a 'Skills' section listing 'HTML | CSS'. At the bottom left, there are sections for 'Inside This Portfolio' (with images of a blue object and a hand), 'Also including' (with images of colorful objects and a yellow object), and 'Self-Directed Projects' (with images of a red object and a person on a bike).

Concept, Photography, Writing, Construction

For five years I've maintained a design portfolio and blog. Drawing from my influences as a journalist and now a student, the hierarchal layout

allows for diverse content including my daily photos, articles, public comments and relevant links. The site is my ongoing experiment in design thinking,

work and input from other artists and designers. It receives over 2,000 visitors a day and is featured in numerous design showcase web sites.