Jeff Werner

Exchange Portfolio

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Jeff Werner — JOURNAL / PORTFOLIO / ABOUT

The portfolio of Jeff Werner, 26-year-old aspiring designer in Vancouver, Canada.

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 Censor System - Sheet metal, wire, foam core, wood
October, 2005. Pg. 12.

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

Ongoing Projects

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

Other Interests

XFL Feed
XHTML | CSS

Inside This Portfolio

Art History/Professional Writing

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

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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.

Also including

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.

Pg. 8, 14

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.

Self-Directed Projects

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Utility Action Lunch Belt

Concepts, Construction

This Soft Product assignment asked that I design and construct a lunch bag for school children. I was interested in how children transport their lunch and how they might interact with this task. The removable pockets include a sandwich pouch, granola bar pocket, bottle holder and banana holster. The project was also my first experience sewing.

Concepts, Construction

After recovering 45 cardboard tubes from a dumpster this ongoing, personal project includes a shelving system, lamp and now bed frame. The impetus was utility and economy: my need for furniture that is inexpensive, modular and portable. The primary criteria is the ability to move apartments on the bus. The process is continually refined and assessed while I use the objects daily. The goal is to release an open-source manual of the final designs online.

Process

The steps behind the tube bed involve studying the materials to determine how they can be re-purposed, and in what context, with an emphasis on sustainibility. Joinery, waste, labour and costs are kept to a minimum. The frame slots are cut on a table saw while the legs are rounded on a belt sander.

Valentine's Cabaret Poster

Concept, Photography, Printing

A self directed, team project for the promotion of the Institute's annual pub night. Working with 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 project was the winning entry in a juried competition to promote the Institute's year-end Foundation show. A large poster and a series of flyers were produced on the pun "Finding a Tion." Over a dozen situations were composed and evaluated. Later, a wayfinding system, signage and exhibition labelling were produced on the theme.

Vessel for 3 Peaches (a)

Concepts, Construction

This Core Studio assignment asked that I design a vessel for a particular food. 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.

Process

The vessel options were for either five garlic bulbs, three onions, a cup of almonds or three peaches. The process developed my translation abilities across two and three dimensions as well as my exploration of material behaviours and the way design transfers across mediums.
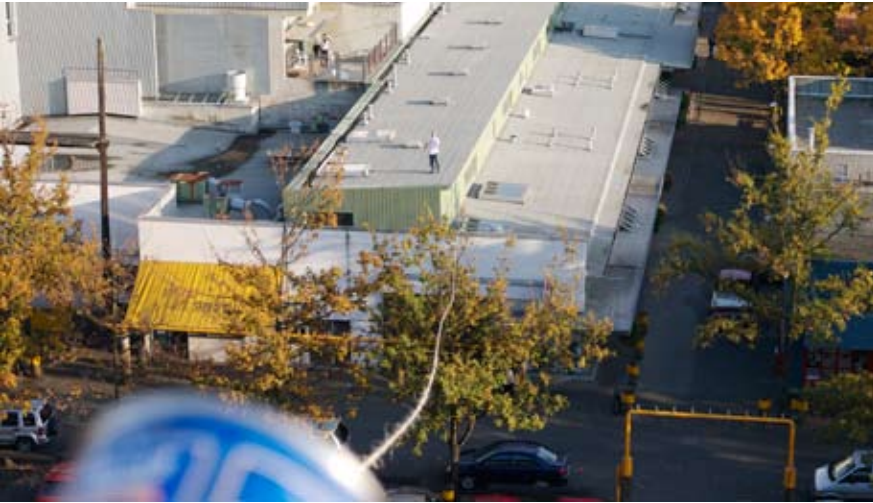
Time Machine (a)

Concepts, Construction

This project responded to an exploration of the definitions and interpretations of time. My group partner and I built a tin can telephone, spanning 260 metres, as a metaphor for the way time influences communication, and vice-versa. A number of classmates were recruited to help install the phone. The presentation involved both students and faculty, allowing each individual to experience the functioning "time machine" spanning from the Institute to my partner atop one of the city's largest bridges.

Time Machine (b)

Concepts, Construction, Photography, Video

In part two of the project we constructed a func-
tioning "time machine" with a simple mechanism
powered by wind or water. We chose tidal power
to operate a counter-buoy system visualizing
our concept that the past, present and future
cross pollinate. The installation involved swim-
ming into the ocean in sub-zero weather at
sunrise to submerge the machine. I created a
time lapse video of its operation by manually
photographing it every five minutes over an
entire day from our base camp on the beach.

Time Machine (c)
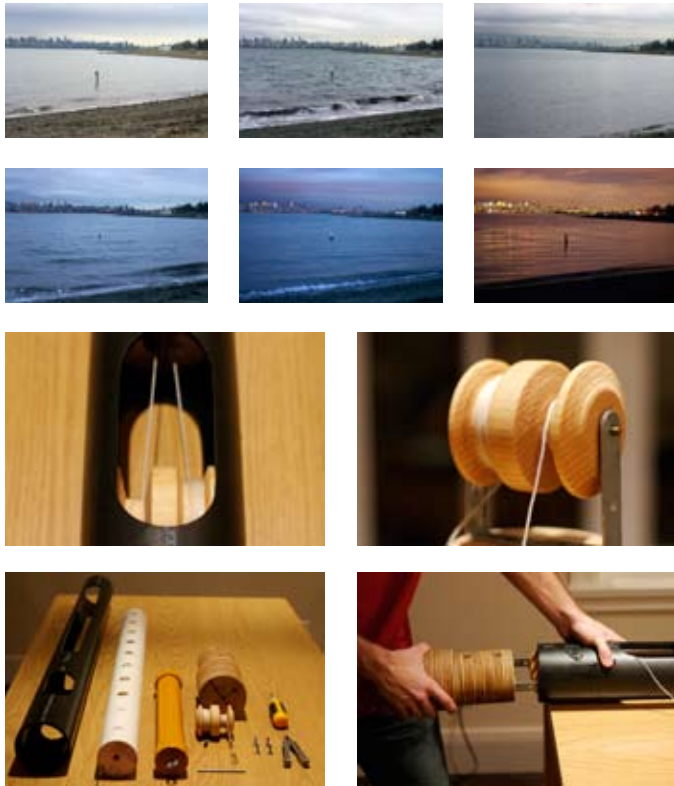
Process

Coupling this project's conceptual nature (the metaphor) with its very technical one (the mechanism) proved its most challenging aspects to amalgamate. Over 60 pages of joint ideation sketches and at least five distinct models were developed. Finding a suitable beach and tidal cycle, and the final installation and photo documentation, were essential components of our learning process.

Pumpin' Parka (a)

Concepts, Photography, Video

Given 48 hours, recycled bicycle tubes and a team of five design student peers, this Charrette project—directed by Italian design professor Lorenzo Imbesi—asked that we observe behaviour in need of objects. This inflatable, self-defence vest was designed for parking attendants observed to encounter hostile behavior.

Presentation

Emphasis during the charrette was placed on objective and extensive observation, including the final presentation, whereby each group presented its findings and final solution with a stage performance reenacting our understanding of a behaviour and its object.

Colour Theory Calendar

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 the relationship between "days" and registers these in terms of proximity, light and shadow.

Pinhole Scroll Movie
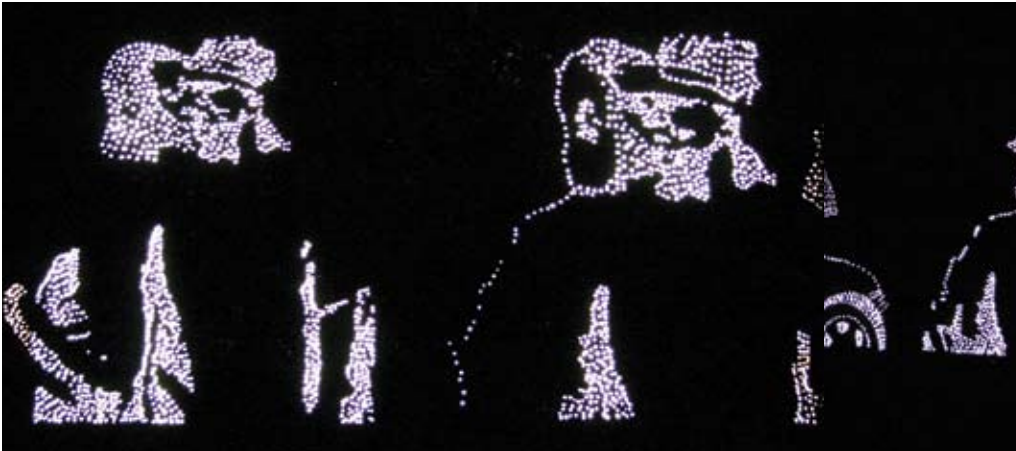
Concept, Construction

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

Dynamic Reality Censor System

Concept, Construction

Charged with exploring the 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 Institute Halloween party as a Film Censor, selectively blocking out "obscene" and uncomfortable scenes.

Dice Man

Concepts, Photography

Dice Man is one of several self-directed, collaborative projects (others include poster designs, a podcast, and crashing parties) undertaken with Stanford design student Andreas Brændhaugen.