



graphic design & digital media

Michael Owen Jones

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Education » **Bachelor of Fine Arts** *(December 2010)*  
Concentration in Graphic Design and Digital Media (Limited Access Program)  
University of North Florida - GPA 3.0  
Jacksonville, Florida

Employment » **Owner of Tides Entertainment LLC.** *(2007–current)*  
Freelance design for corporations, individuals, and non-profit groups.  
**Server at Carrabba's, Jacksonville Beach, FL** *(2007–2010)*  
Worked on weekends to pay the bills during college.

Design Skills » **Print:** Logos & Corporate Identity, Prepress, Publication, Package Design  
**Web Design:** HTML, XHTML, CSS, Flash, Java Script, jQuery  
**Motion & Video:** 2D, 3D, Interactive, Animations, High Definition  
**Photography:** DSLR & Film, Color Correction, Touch Ups

Technical Skills » **Adobe CS5 Master Collection**  
*(Proficient with both Mac & PC)* Photoshop, Illustrator, InDesign, Dreamweaver, Fireworks, Flash, After Effects, & Bridge  
**Final Cut Studio**  
Final Cut Pro, Sountrack Pro, Motion, Color, Compressor, DVD Studio Pro  
**Microsoft**  
Word, Excel, & PowerPoint

Honors » **Florida Bright Futures Scholarship** *(2006-2010)*  
Rewarded for academic achievements during high school by providing funding to attend postsecondary education in at the University of North Florida.  
**UNF Honors Student** *(2005-2006)*  
Participated in leadership seminars for critical thinking, communication, and citizenship.

Affiliations » **AIGA, Jacksonville** *(2010–Present)*  
The Professional Association for Design  
**Behance Networkz** *(2010–Present)*  
The Creative Professional Platform



graphic design & digital media by Michael Jones

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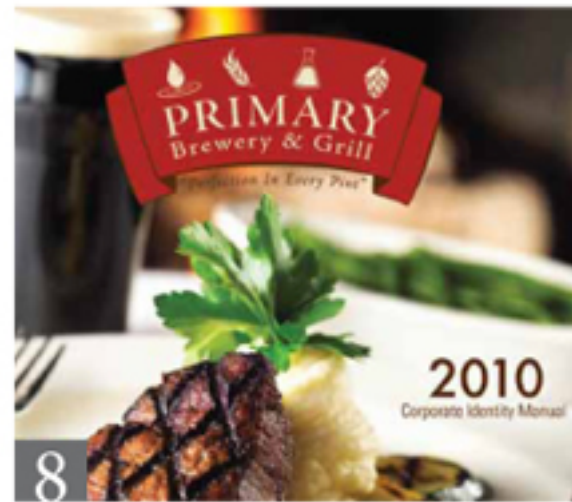
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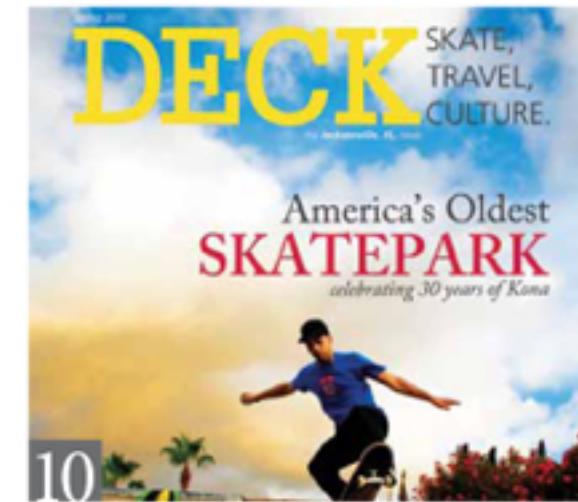
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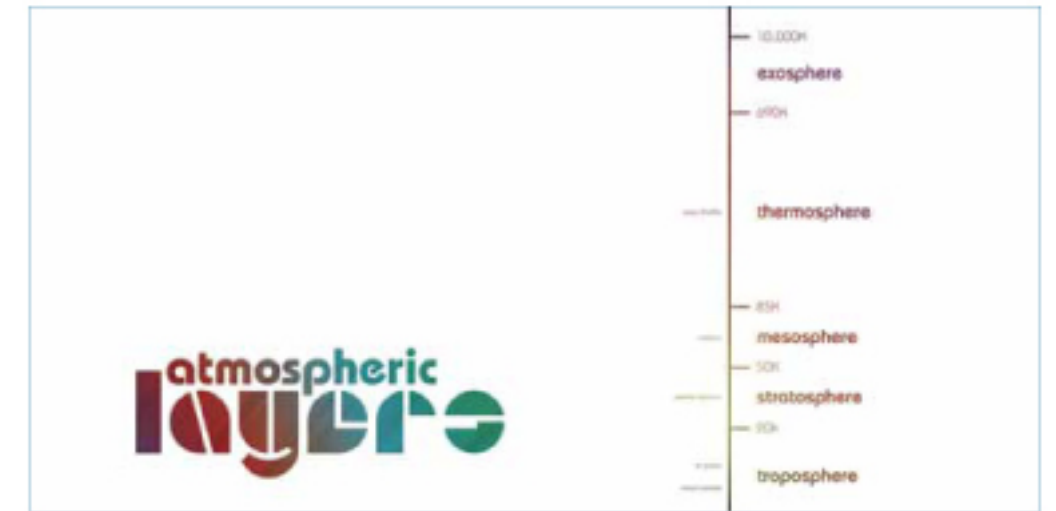
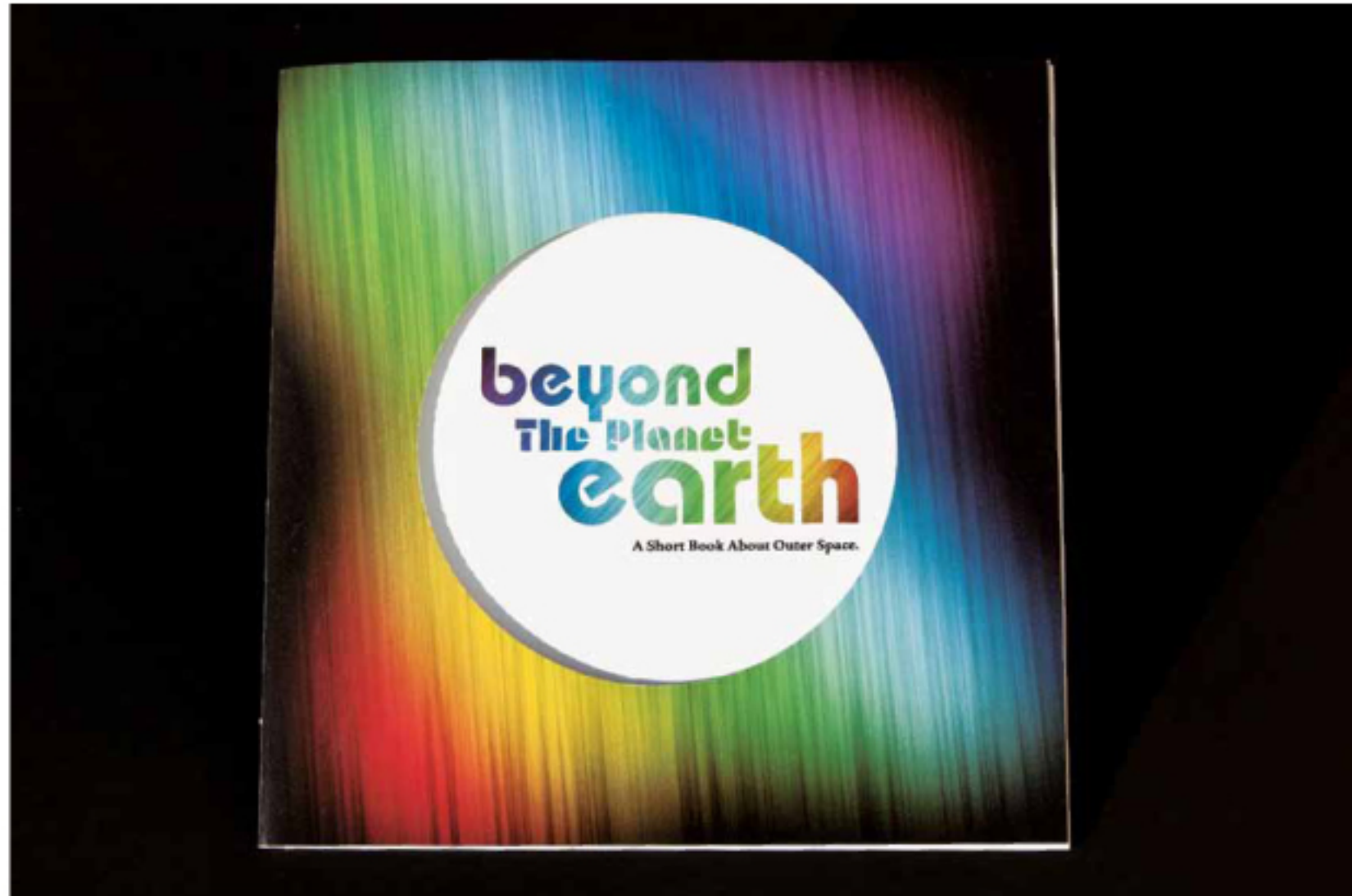
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# 1

## BEYOND THE PLANET EARTH

*Experimental Book*

**Target Audience:** People interested in learning more about what lies beyond the planet Earth, as well as people who enjoy books with unique die cuts, experimental typography, and imagery.

**Problem:** To create a unique, experimental book that pushed my design skills. Use creative typography, die cuts, folds, and/or a unique layout, with the topic of the book up to the designer.

**Solution:** My concept for this project was to create a book where the shape, size, color, & design were directly related to the topic. I wanted to create a juxtaposition between the different elements in the book, such as the square shape of the book vs the circle die cut. Fonts used were Aldo because of the unique shapes the font made, and Bauhaus because the typeface is still was legible even with clipping masks of vibrant colors and textures.



simple **soda**

Logo

simple **soda**  
organic produce with a pop.

Logo and Tagline

simple **soda**  
organic produce with a pop.

Logo Black & White

simple **soda**  
organic produce with a pop.

Logo Reversed



2

## SIMPLE SODA

Logo, Branding, & Package Design

**Target Audience:** People who purchases organic products, looking for a healthy alternative to conventional soda. Enjoyable for people of all ages, male or female, any race/ethnicity.

**Problem:** To create a logo for a fictitious soda company, Simple Soda: Organic Produce with a Pop. Then create a brand around that logo, and apply it to a package design for soda bottles.

**Solution:** My concept for this project was to create an all natural, organic soda company, that gives consumers a choice from conventional soda companies. The logo reinforces the simple aspect, nothing extra or unnecessary. Package design uses a paper texture reminiscent of grocery bags, with images of tasty looking ingredients. Typeface called Vectora was used for its friendly appearance and ease of legibility for both large and small prints.





### 3

## SIMPLE SODA

Annual Report, Pre-press, & Publication Design

**Target Audience:** Current, and potential investors of Simple Soda, an organic beverage company. Also, people interested in the finances and future outlook of the company.

**Problem:** To create an annual report for an organic beverage company, and convince people to begin, or continue to invest in the company, while still adhering the company's brand.

**Solution:** My concept for this project was to let the fruit do the talking, and get "back to nature." I used vibrant colors and imagery in the annual report that worked with the company's brand to make the finance info interesting, and get people excited about investing in Simple Soda. I used the font Vectora because of the variations that could be created by the different families, while still relating back to the company's brand.



# 4

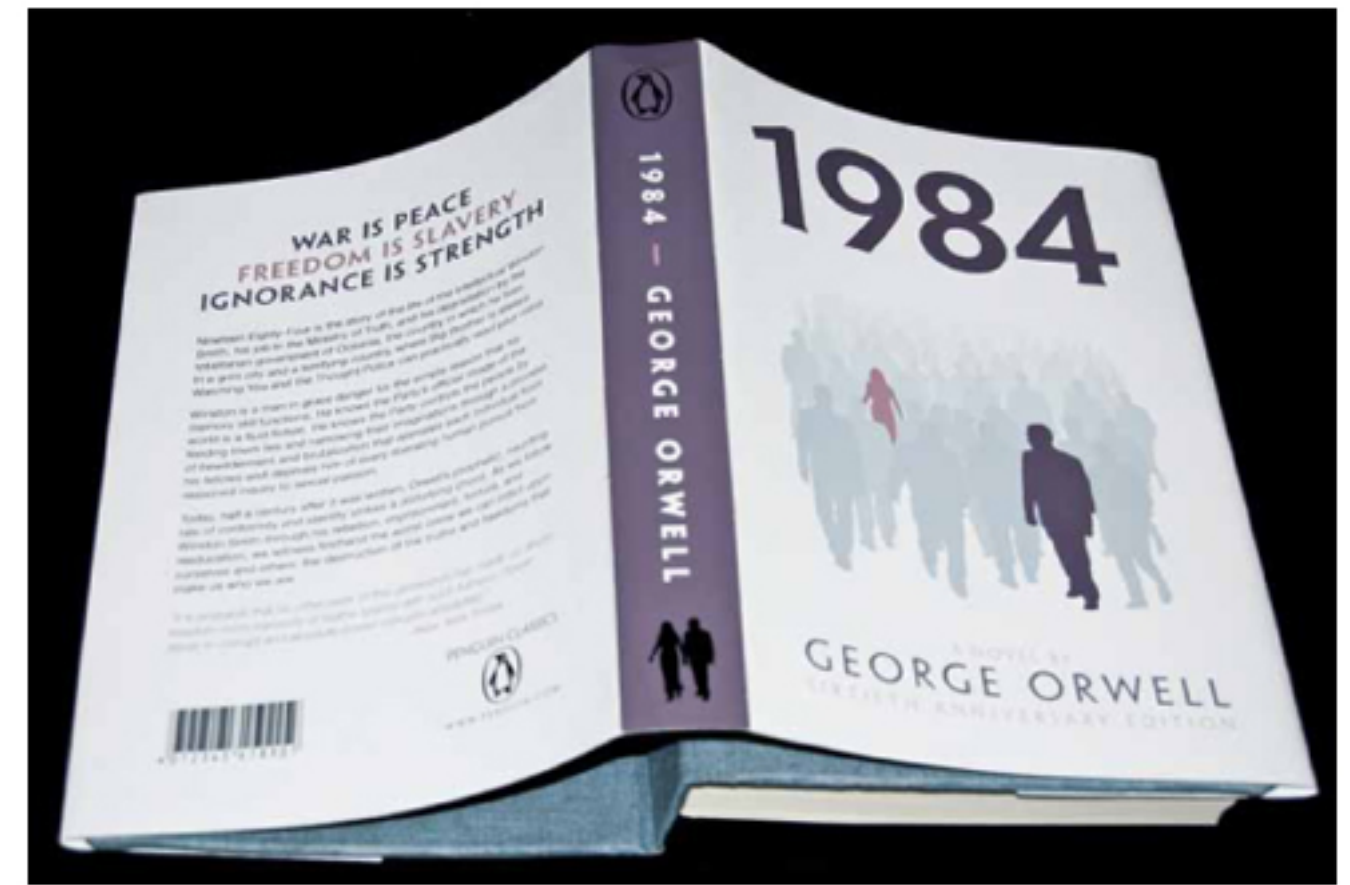
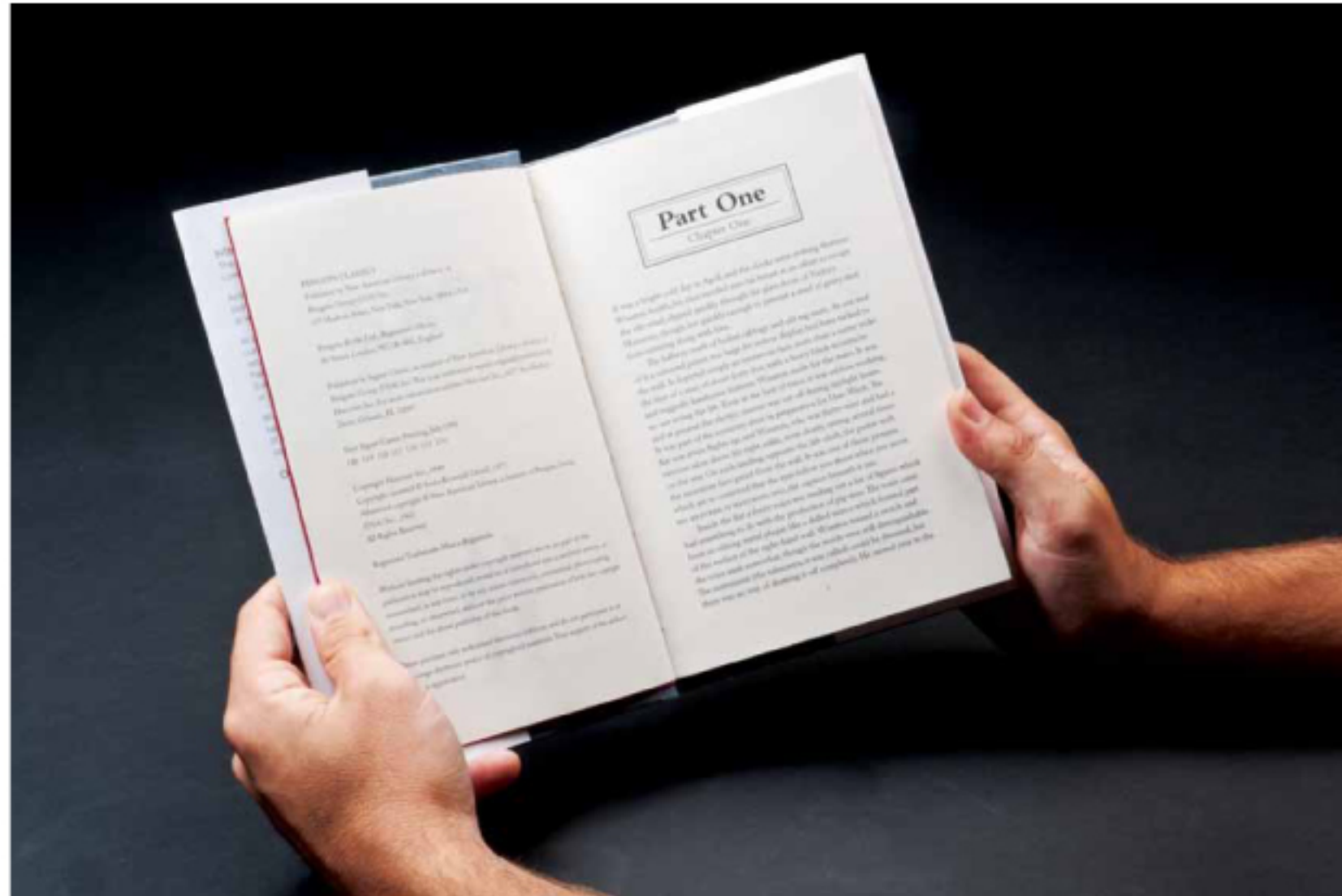
## JACK JOHNSON - ON & ON

CD Package Design, Applications

**Target Audience:** People who already fans of Jack Johnson, as well as potential new listeners. Includes anyone who enjoys laid back, acoustic, upbeat beach music.

**Problem:** To create and assemble a limited edition CD package design for Jack Johnson's On and On. Also needed to create the related applications, including a booklet, poster, and t-shirt.

**Solution:** My concept for this project was to create an illustrative CD package and applications where themes and ideas from the artists' songs were portrayed via hand-drawn illustrations. I used my tablet to create the drawings, and digitally painted them in Photoshop. I used my own handwriting, as well as a font called Handwriting - Dakota to compliment the illustrations and work with the overall look and feel.



# 5

## NINETEEN EIGHTY-FOUR

Hard Cover Book Re-Design, Dust Jacket

**Target Audience:** People young and old who read novels, including those who have already read this classic story.

**Problem:** To create a hardcover book from scratch. Included the printing, sewing, and gluing of the interior pages, as well as the construction and assembly of a hard cover. Also included the creation of a dust jacket to fit the around book.

**Solution:** My concept for this project was to play off Winston Smith's forbidden love affair. I had to take into account the previous versions, which all referenced the big brother theme. I wanted to show that even in a dismal world of dictatorship, that people can still find love and happiness together. Fonts used include Penumbra Flare for its structured and classic look, as well as Adobe Caslon Pro for its ease of legibility for internal pages.



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## SUNCOAST ACCOUNTING

Logo, Branding, & Stationery

**Target Audience:** People who are looking for accounting services, as well as financial guidance and advice. Also people looking to learn the accounting software, QuickBooks.

**Problem:** To create a logo, and brand for an accounting company that prides itself on customer interaction and satisfaction. Also needed to create the company business card and stationery.

**Solution:** My concept for this project was to create a logo, brand, and stationery system that represented the ability to solve it's clients' financial issues by teamwork. The logo uses circles, that once overlapped, create a new shape and shade. This idea represents the company's theme of working together to find solutions. Fonts used include Keplar for its stability and structure, as well as Frutiger for a friendly tagline and typographic contrast.



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## TYPE MATTERS

Logo, Branding, Web Design, & Front End Development

**Target Audience:** Graphic and web designers, as well as any other people interested in the Type Matters conference.

**Problem:** To create a logo, brand, and website for the 2010 Type Matters Conference. Because the conference is for creative people, the logo and web design needed to be visually interesting and appealing, as well as functional and easy to navigate.

**Solution:** My concept for this project was to create a logo that played off Adobe's Photoshop/Illustrator logo, and reinforced the fact that the conference is for designers. The website includes typography eating into the design as a design element. Fonts used include Verdana for its similarities to Adobes logo, and Scotch Roman for its interesting serifs, and the shapes they could create by cutting into the layout's design.



## PRIMARY BREWERY & GRILL

*Corporate Identity, Brand Standards Manual*

**Target Audience:** People all across the United States who enjoy beer and great tasting food because the restaurant is a national chain. Also includes anyone interested in the brewing process.

**Problem:** To create the corporate identity and brand manual for a high quality, nation-wide craft brewery and restaurant. Includes everything from approved fonts to uniforms and applications.

**Solution:** My concept for this project was to create the corporate identity based on the Primary's core values: fresh ingredients. I created illustrations of the four main ingredients in beer: water, barley, yeast, and hops, and placed them in a nostalgic banner by the order of when used during the brew process. Fonts used include Adobe Jenson because of its classy look and feel, as well as a sans serif named gill sans for its friendly appearance.



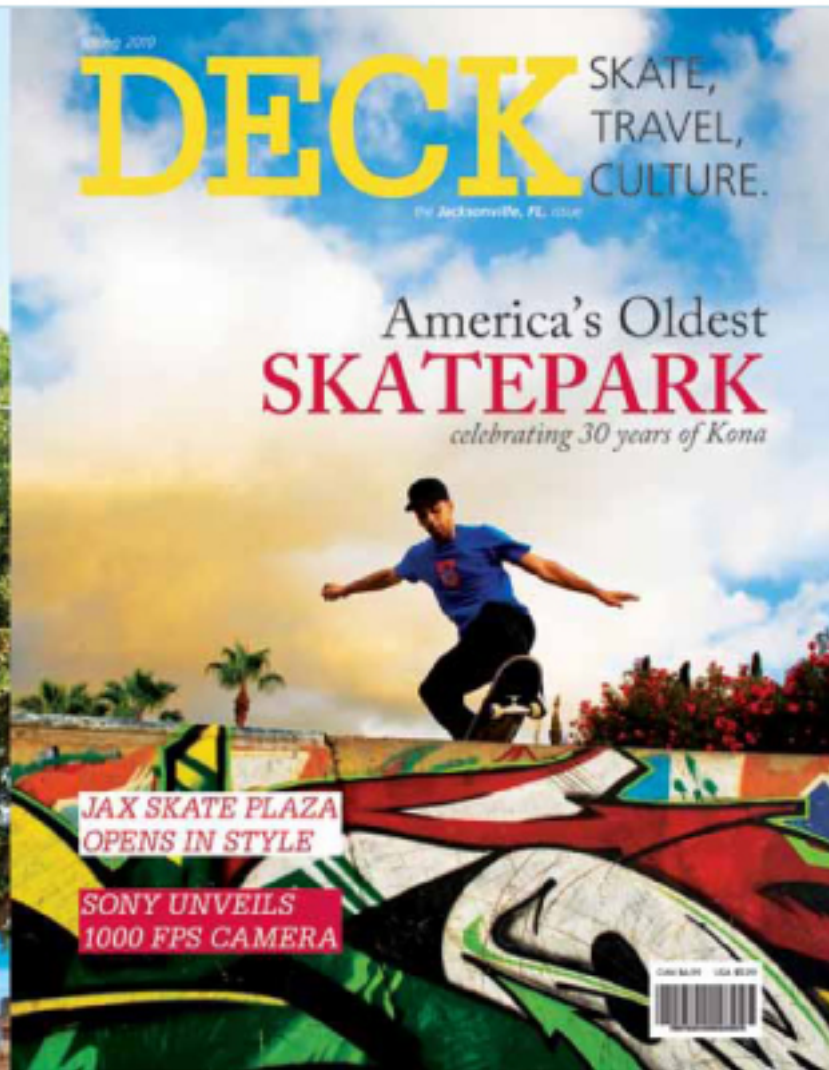
## PRIMARY BREWERY & GRILL

Web Design, & Front End Development

**Target Audience:** People who wish to learn more about Primary Brewery & Grill, whether they want to find out locations or just learn more about brewing beer and the events Primary holds.

**Problem:** To create a website for a high quality, nation-wide craft brewery and restaurant, while adhering to brand standards which were laid out in the company's corporate identity manual.

**Solution:** My concept for this project was to create a nostalgic website that used imagery such as bricks and wood, as well as grilled food and beer to reinforce the company's brand. I wanted to make Primary Brewery & Grill seem like a fantastic place to go socialize as well as eat, so I included links to pages such as the brew crew, which would be a gathering of beer connoisseurs to talk about brewing ales and lagers in a social setting.



## Born in 1977,

Kona is the oldest operating skate park in the world. To the untrained eye, the setting signs and state-sevens architecture make this skate institution appear nondescript. The truth is that it takes a skateboarder to see the park's real treasures.

**K**ona Skatepark in Jacksonville is beloved for its rich history of skateboarding. Being one of the oldest and largest privately owned skateboard parks in the country, and possibly the world, Kona is hardly combined with plenty of things for skateboarders to risk, regardless of what you're on. Through thick and thin, Kona has remained, and this weekend was their true celebration.

There were some of the best skateboarders attending over the weekend, some during some competing in the arena, and some just tagging along to the good times. There were some some performances by pro skaters-turned-musicians, including such legends as Steve Bradburn and Ray Barbee. The weather for this weekend's event wasn't very spectacular, but I really thought the atmosphere was great and I didn't see a single person not enjoying themselves.

Even the security guards were cool, for the most part. On Friday night, Kona held an industry and friends-only party dedicated entirely to

skateboarding, and anyone recognized for their involvement with skateboarding was invited. There was free food from the grill, and wine was provided by Thomas. There was even free PBR on hand for those old enough to drink it. I didn't actually realize how well PBR and skateboarding went together 'til the next morning. The amazingly successful event has given skateboarders from far and wide free use of the park, and though there were some patches of water here and there due to the rain earlier, people worked with what they had, and before you knew it the park was overflowing with the sound of wheels which rolling over concrete, wood, and steel.

Yesterday provided an almost entirely different mood as thousands of people crowded the park to see Tony Hawk and other popular pro skaters as Kona's 30th anniversary. Before the main event, Kona hosted a surprisingly interesting roller race between two roller skaters and other skaters that was the most skaters on riding these days, these guys might need to

among the mainstream distribution of today, but at Kona, these guys are right in. After the roller race was over and the sponsors, you could see the main event and the best was to come on Kona's Facebook, which is a great central information source for Kona's events. Staff members and volunteers worked very hard to make the event as smooth as possible.

Over the weekend was clear and dry, the event began, along with an amazing performance by the National Badminton by Coastal Ohio. Once things were underway, hundreds of people crowded around Kona's bowl to get a good view of the event at the weekend.

Approaching the weekend, the whole mood of hundreds of wheels clicking on concrete for hours, the sight of wheels rolling in the breeze. Clear, still, and the sounds of riffs, with and across what up the atmosphere?

Crowding around the bowl is no way talk either. They understood surface movement in particular as all but one city. But no matter the level of the park, the sight of wheels rolling in the breeze of the bowl was no doubt the best opportunity to see the likes of Mike Brown, Doug Galbreath, Buck Smith, and Will Power.

Over the last week, there was three and the rest was waiting, anyone recognized from the

around Kona's bowl of a new ramp for the bowl area, which was an amazing three that included Tony Hawk, Mike Smith, Steve Bradburn, Buck Smith, Steve Coffin, and plenty of other legends. I really mean that Tony Hawk's skating was my favorite of Tony Hawk, and the weekend from the gap between his early with the crowd around skating and pulling in his direction.

Thank God for a mostly amazing three, along with a high amount of performance by high level legends. It was great to see all of these legends in one place again on Kona's 30th birthday, and the legs were easy to see the right of Kona's event skating.

In closing, I have to say that over the lifetime of the park, the Kona family has done an amazing job of making Kona. Growing up in the Jacksonville skate community, I see firsthand what they put into it. With their policy of offering free skate time for good grades, I think they played a big part in my making it through school. Kona has provided me with the opportunity to be a part of a place to go to improve their individual with skateboarding, and for that, we should all be grateful. I know that I am, for that is 30 years. Thanks, Kona.

*-Andy Pica*

**Target Audience:** People interested in the culture, and lifestyle around skating and travelling to find new spots and skate parks.

**Problem:** To create a twelve page magazine, from the concept to printed publication and everything in between. Includes the design for a masthead, cover, interior pages, as well as the photography, printing and actual assembly.

**Solution:** My concept for this project was to create a magazine that went beyond the competition the skate magazine market. I wanted to take the readers on journey around the world while stopping all the best skate parks and spots along the way. I used both action photography and serene scenic shots to engage our readers to look deeper into the articles about travel, meeting people, and exploring new places around the world.