

Jesse Kulenski
Design Portfolio

Illustration and Layout



Project:

Magazine Illustration and Layout Redesign

Brief:

Take a published story from the Atlantic Monthly and redo all of the art and design in a completely new direction.

Illustration



Project:

Editorial Illustration for the Rocky Mountain Collegian.

Brief:

This was created for an article on the growth of casual online gaming among college students that ran in the newspaper's lifestyle section, Verve.

The illustration was created entirely digitally, using a combination of vector illustrations and manipulated photos, to create a high tech, yet friendly and pop art feel.



Project:

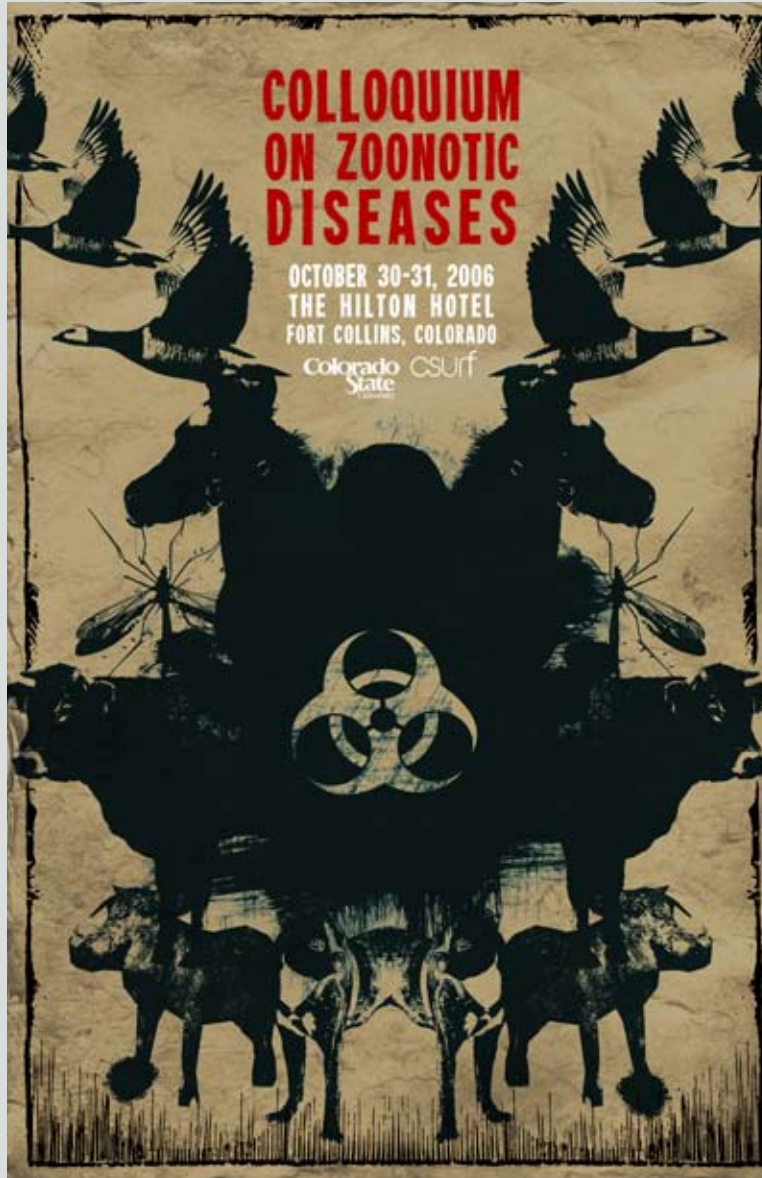
Editorial Illustration for College Avenue magazine.

Brief:

This was created for College Avenue, a quarterly arts and entertainment magazine published by student media at CSU. The article was on the growth of social networking web sites such as Myspace among college students.

The illustration is a combination of physical media along with manipulated photos.

Poster



Project:

2006 Colloquium on Zoonotic Diseases Poster.

Brief:

Every year Colorado State University hosts a scientific colloquium on a specific topic, 2006's was Zoonotic Diseases (diseases transmissible from animals to people, e.g. bird flu, rabies, malaria, etc).

Wanting to involve the entire university and not just the zoology and veterinary departments, CSU asked for contributions from other colleges, including the Graphic Design program.

This was one of three posters selected from several hundred to represent the event visually and was displayed through out the meeting areas.

The images were created from manipulated stock photos combined with physical media and hand drawn illustration in Photoshop. The type was set in InDesign.

Identity Design

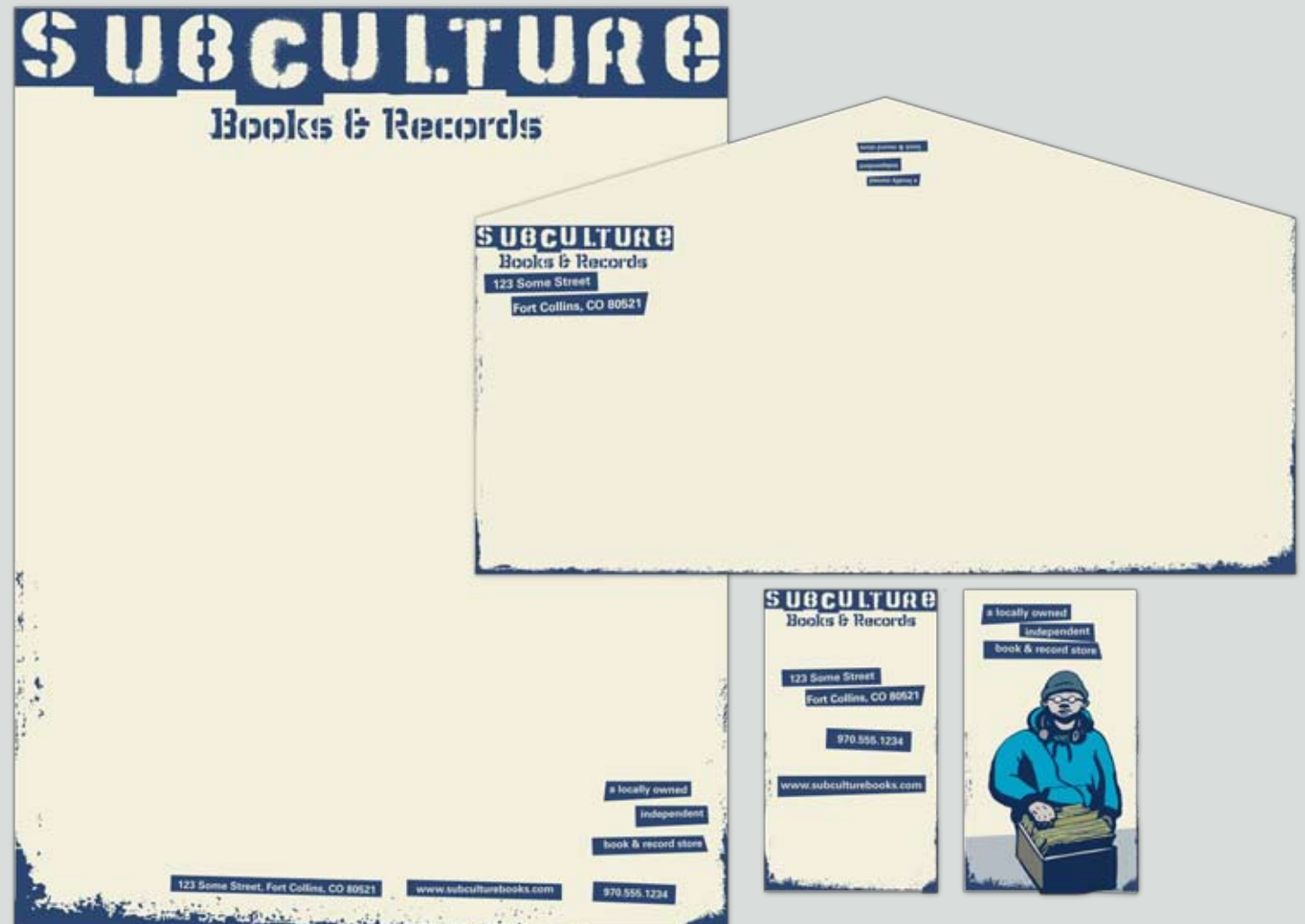
Project:

Local Business Identity.

Brief:

Create an identity for a locally owned alternative book and record store that reflects the non-mainstream nature of the business.

The type, grunge and illustration were pre-processed in Photoshop and then carefully arranged in Illustrator after vector conversion.



Identity Design

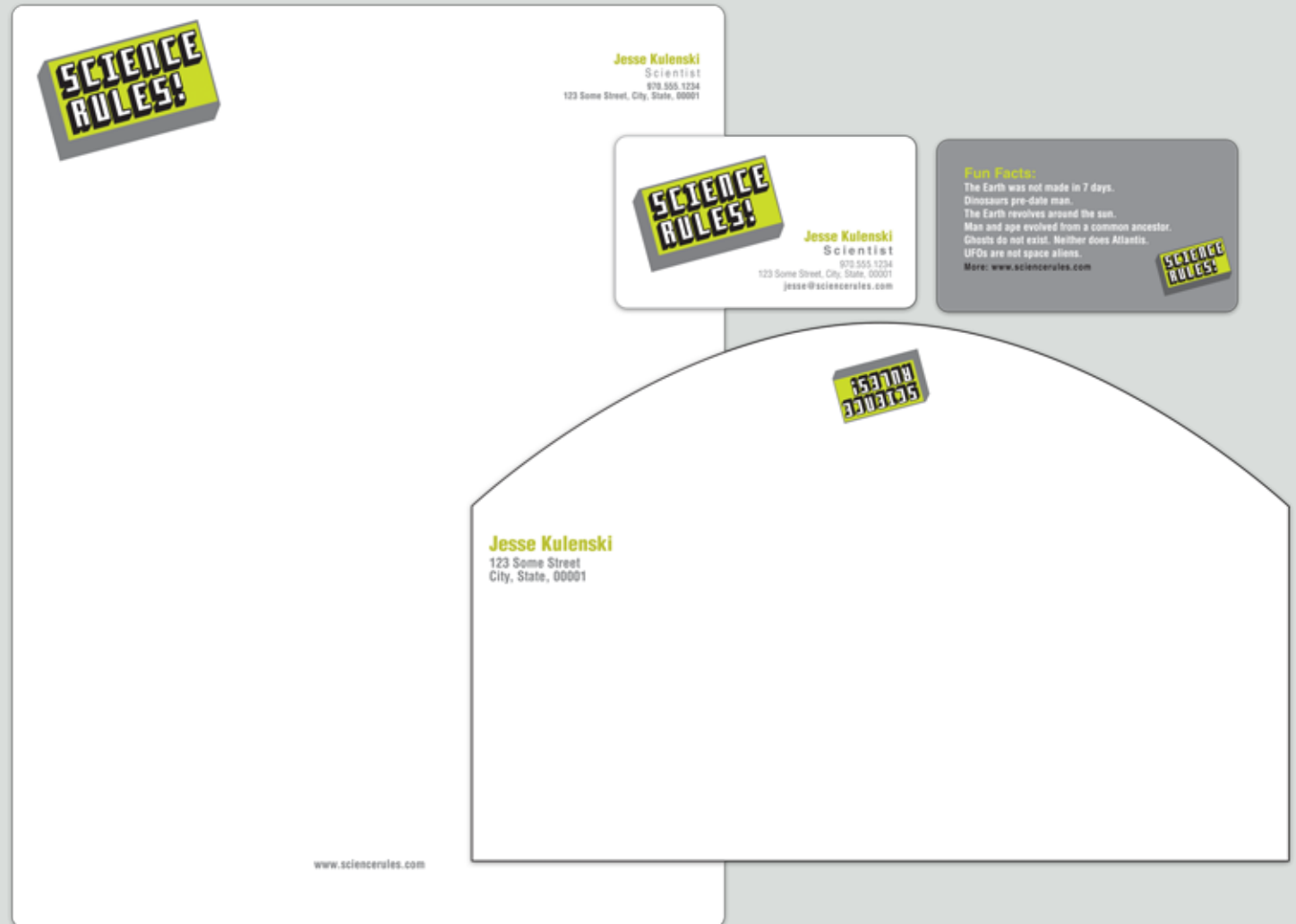
Project:

Science Education Identity.

Brief:

An identity for a non-profit organization devoted to Science Education. The premise was to create an identity that conveyed the irreverent "Science Rules!" attitude of the project which would set it apart from other more staid educational systems and help promote science education among young people.

Everything was created in Illustrator for a fresh, clean, hip-yet-scientific look.



Illustration



Project:

Illustration project advancing the previous identity

Brief:

Three illustrations created for the Science Rules! identity, tied to a specific theme of pro-science, anti-superstition skepticism.

All three were created in via a variety of illustration methods: Photo manipulation, hand drawn illustration and vector illustration.

Packaging Design



Project:

Packaging for Science Rules!

Brief:

A series of collateral items were also created for the Science Rules! identity: a press kit contained inside an attractive box, a DVD cover and collateral giveaway "Tiger Repellent".

Cover Design

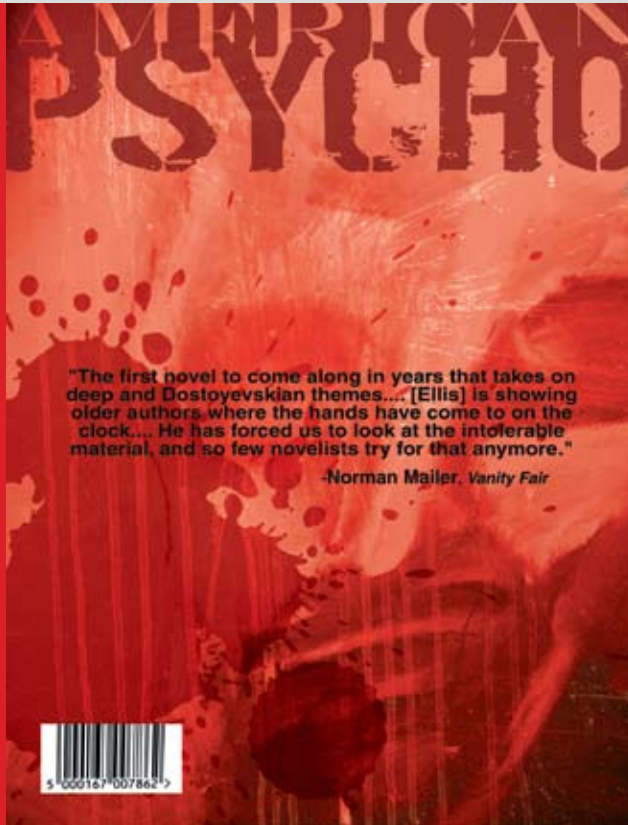


Brett Easton Ellis is the author of *Less Than Zero*, *The Rules of Attraction*, *The Informers*, *Glamorama* and *Lunar Park*. He was born in 1964 and raised in Los Angeles. He is a graduate of Bennington College and lives in New York City.

"Bret Easton Ellis... is an extremely traditional and very serious American novelist. He is the model of literary filial piety, counting among his parents Ernest Hemmingway, F. Scott Fitzgerald, Nathaniel West and Joan Didion."
- Carolyn See, *Washington Post*

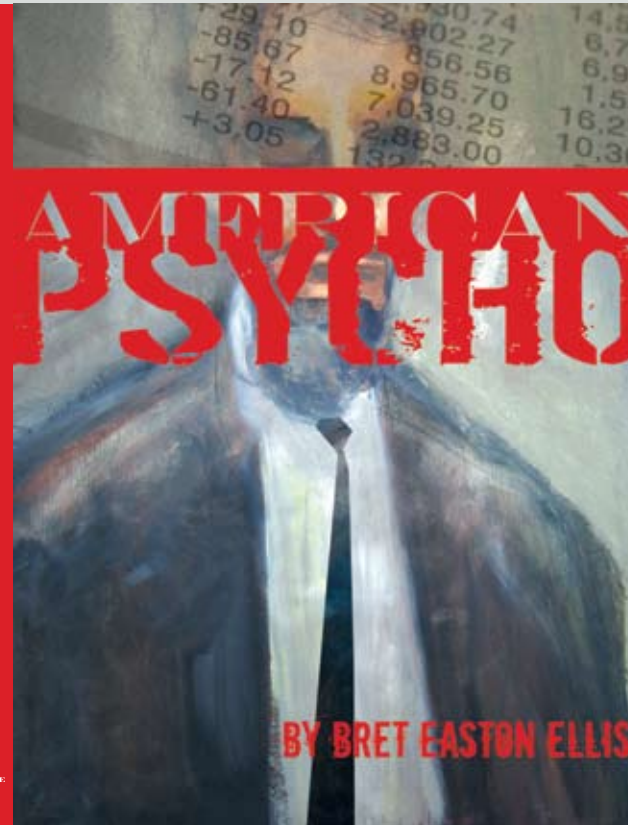
Jacket Art & Design © 2005 Jesse Kulenski


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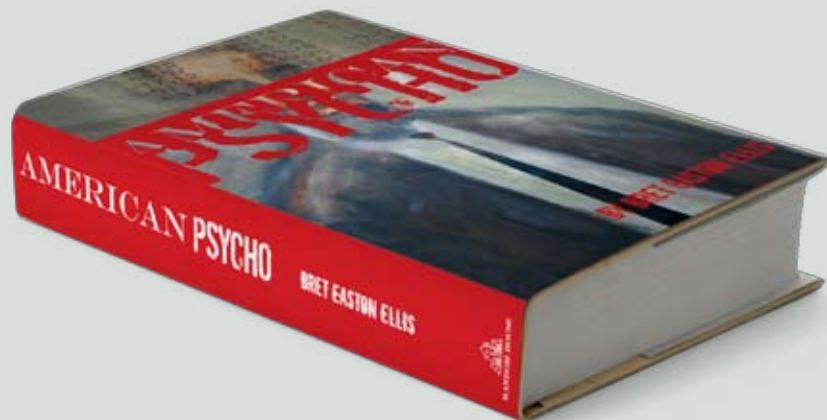
"There is an idea of a Patrick Bateman: some kind of abstraction. But there is no real me: only an entity, something illusory. And though I can hide my cold gaze, and you can shake my hand and feel flesh gripping yours and maybe you can even sense our lifestyles are probably comparable... I simply am not there."

Patrick Bateman is handsome, well educated, intelligent. He works by day on Wall Street, earning a fortune to complement the one he was born with. His nights he spends in ways we cannot begin to fathom. He is twenty-six years old and living his own American Dream.

In *American Psycho*, Bret Easton Ellis imaginatively explores the incomprehensible depths of madness and captures the insanity of violence in our time or any other.

Patrick Bateman moves among the young and trendy in 1980s Manhattan, expressing his true self through torture and murder, prefiguring an apocalyptic horror that no society could bear to confront...

Now a Major Motion Picture from Lion's Gate Films starring Christian Bale (*Metroland*), Chloë Sevigny (*The Last Days of Disco*), Jared Leto (*My So Called Life*), and Reese Witherspoon (*Cruel Intentions*), and directed by Mary Harron (*I Shot Andy Warhol*).



Project:

Book Cover Redesign

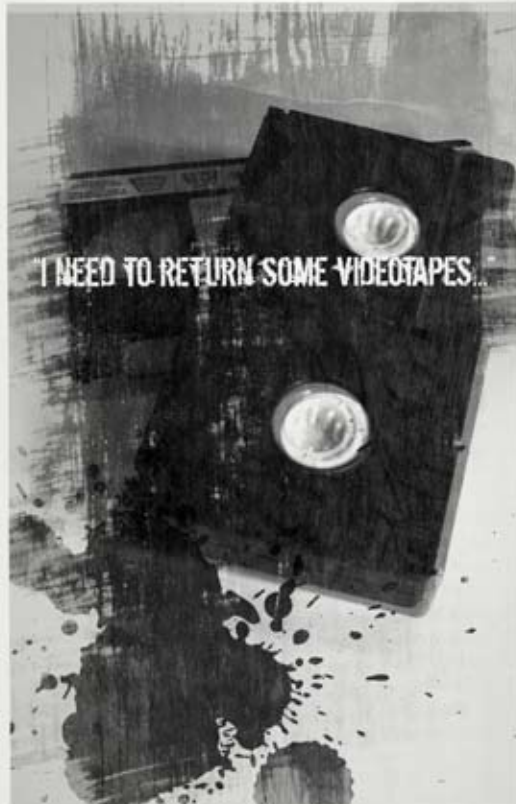
Brief:

The project was to take an existing book and create an entirely new identity for it, while retaining the jacket copy, indicia and other publisher information.

The design ties into the book's theme of anonymity by obscuring the face of the character behind the title.

The illustration was done in oil paint on gessoed illustration board, then enhanced in Photoshop, the logotype was created in Illustrator and all the type was set in InDesign.

Interior Spread



200

CHAPTER TWENTY-TWO

Video Store then D'Agostino's

I'm wandering around Video Visions, the rental store near my apartment on the Upper West Side, sipping from a can of Diet Pepsi, the new Christopher Cross tape blaring from the earphones of my Sony Walkman. After the office I played racquetball with Montgomery, then had a shiatsu massage and met Jesse Lloyd, Jamie and Kevin Forest for drinks at Rusty's on Seventy-Third Street. Tonight I'm wearing a new wool topcoat by Ungaro Uomo Paris and carrying a Bottega Veneta briefcase and an umbrella by Georges Gaspar.

The video store is more crowded than usual. There are too many couples in line for me to rent *Girl's Reformatory* or *Texas Christian Massacre* without some sense of awkwardness or discomfort. Plus I've already bumped into Robert Ailes from First Boston in the Horror aisle or at least I think it was Robert Ailes. He mumbled "Hello, McDonald" as he passed me by, holding *Friday the 13th: Part 7* and a documentary on abortions in what I noticed were nicely manicured hands, marred only by a what looked to me like an imitation Rolex.

Since pornography seems out of the question I browse through Light Comedy and, feeling ripped off, settle for a Woody Allen movie but I'm still not satisfied. I pass through the Rock Musical section - nothing - then find myself in the Horror Comedy section - ditto - and suddenly I'm siezed by a minor anxiety attack. *There are too many movies to choose from.* I duck behind a promotional cardboard display of the new Dan Ackroyd comedy and take two five milligram Valiums, washing them down with Diet Pepsi. Then, almost by rote, as if I've been programmed, I reach for *Body Double* - a movie I have rented thirty-seven times - and walk up to the counter where I wait for twenty minutes to be checked out by a dumpy girl (five pounds overweight, dry frizzy hair). She's actually wearing a baggy, nondescript sweater - no tits, and even though she has nice eyes: *so fucking what?* Finally it's my turn. I hand her the empty boxes.

"Is this it?" she asks, taking my membership card from me. I'm wearing Mario Valentino Persian-black gloves. My Video Visions membership costs only two hundred and fifty dollars annually.

"Do you have any Jamie Gertz movies?" I ask her. Trying to make direct eye contact.

201

Project:

Interior Spread Redesign.

Brief:

As part of the Book Cover Redesign, an interior spread featuring an illustration and a chapter heading with body copy was created.

The illustration juxtaposes thematic elements of the chapter with an excerpted piece of dialog. The chapter header echoes back to the front cover's logo in design.

The illustration was created in Photoshop from a combination of original artwork and photos. The opposing page features a header logo created in Illustrator with type set in InDesign.

Web Work



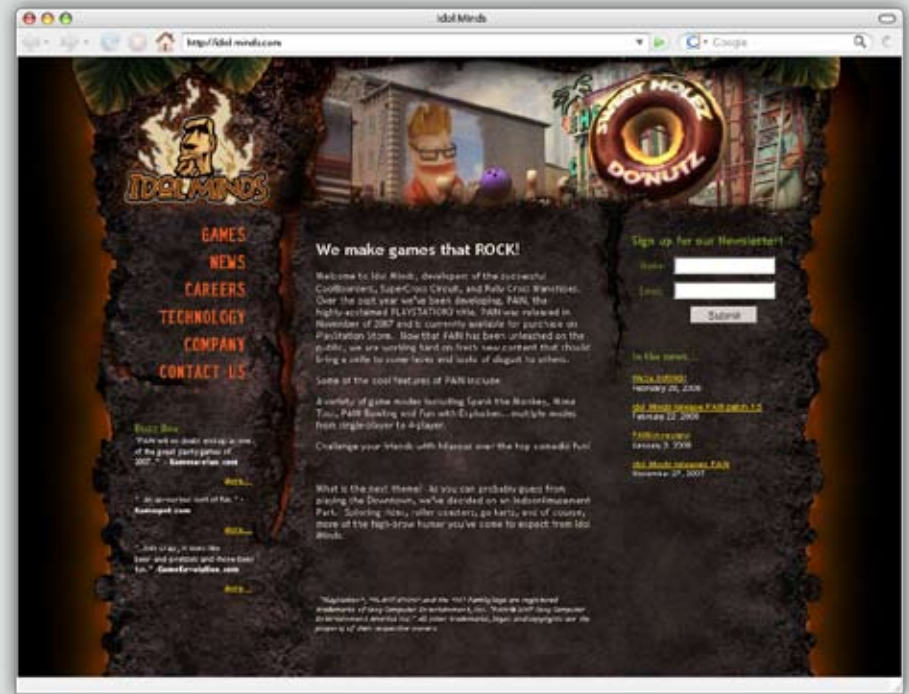
Project:

Colt Printing re-design

Brief:

Colt Printing had a very dated looking web site that did not meet its needs. I was tasked to bring its visual identity into the current day. This involved a brand new design for the front and styling a CMS to match the new design.

<http://www.coltrepro.com/> (may not be live yet)
<http://wthree.info/colt/home.html> (development live site)



Project:

Idol Minds animation

Brief:

Idol Minds had a flash banner that needed a great deal of changes to the content, pacing and animation. I performed all of these in a quick turnaround, while working with the client.

<http://www.idolminds.com>

Web Work



Project:

Lapband Rockies Map

Brief:

Lapband Rockies needed a dynamically updatable map to show the locations of their distance patients. I helped transform a static png file into a flash file with an xml backend that allowed for easy updating without using software like photoshop.

<http://www.lapbandrockies.com/our-out-of-town-patients.php>

Web Work



Project:

Quest Online - My Algonon community portal

Brief:

Quest Online wanted a community portal with social networking aspects, kind of like World of Warcraft's forums meets MySpace. I worked the design up from wireframes to PSD mock-ups and then worked with the web developer to create a standards compliant XHTML/CSS template to be the frontend of the PHP driven site.

Web Work

My Algonon

MY HOME SEARCH BOARD MEMBERS CHARACTERS GUILDS BLOGS PICTURES VIDEOS GROUPS EVENTS

(Category) [] SEARCH

Log Out

CREATE ACCOUNT

NEW ACCOUNT DETAILS

Account Name * [] CHECK NAME

Password * []

Re-enter * []

Email * []

Age * []

TERMS & AGREEMENT

[] I Agree *

CREATE ACCOUNT

QUEST ONLINE

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Contact Us English Home

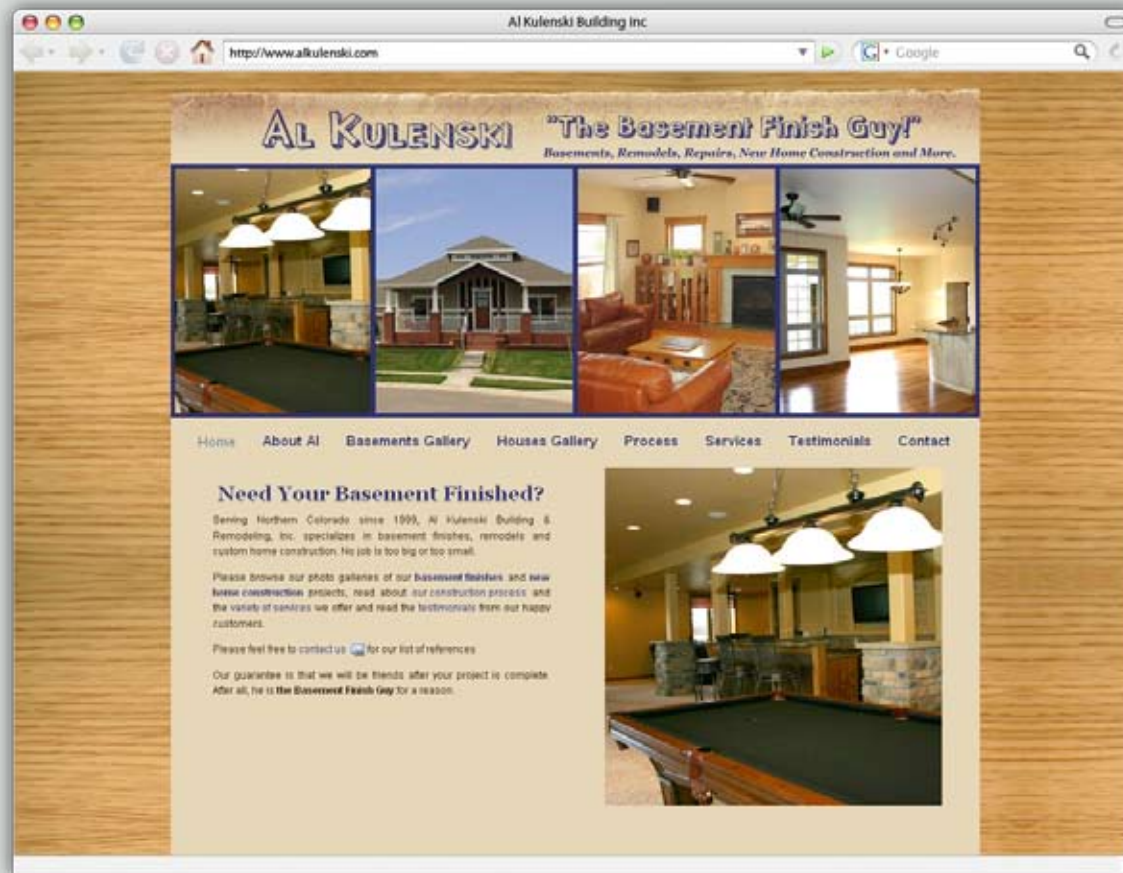
Project:

Quest Online - My Algonon Account Creation Page

Brief:

Quest Online wanted a community portal with social networking aspects, kind of like World of Warcraft's forums meets MySpace. I worked the design up from wireframes to PSD mock-ups and then worked with the web developer to create a standards compliant XHTML/CSS template to be the frontend of the PHP driven site.

Web Work



Project:

Al Kulenski Building, Inc. website redesign

Brief:

Al Kulenski Building Inc had a very dated website, with very little practical information on it. I redesigned it with the aim of having an extensive ammount of information about the company available that was Search Engine Optimized presented in a very pleasing, modern webdesign

<http://www.alkulenski.com>

***Thank you for your time
and consideration.***

Jesse Kulenski

970.214.2070

jessek@gmail.com