

JOHN NORDBERG

DESIGN
PORTFOLIO



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Ai

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Dw

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HTML

CSS

Java

C++

Python

GML

I have been a designer based in Humboldt county for the last nine years and have experience in nearly all families of modern graphic design from logos to websites.

I have studied Graphic Design at both the Arcata Arts Institute and Humboldt State for a combined five years.

I work well independently and with a team, can sell an idea, and I can hit the ground running.



I was commissioned to design a monospace font for a boutique to use as a title font on all the signs in and around their store.

I chose a very light line weight, a shallow curve with a subtle sharp edge, a wide stance with and a low cross member to give the font a modern and sleek feel but at the same time giving it a sturdy visual weight.

The resulting typeface portrays both elegance and strength to give shoppers a feeling of high quality products.

MONO TYPE

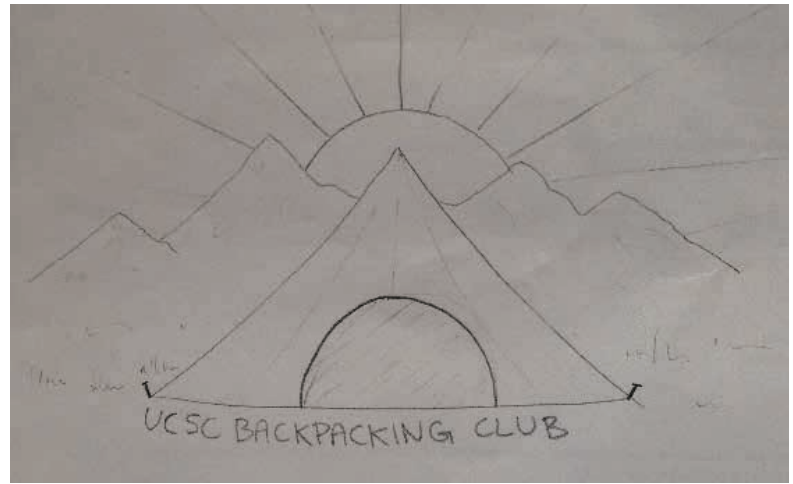
A B C D E
F G H I J
K L M N O
P Q R S T
U V W X Y
Z

Logo Design



The UCSC Backpacking Club hired me to create their new logo, they gave me a sketch of what they had in mind and told me they needed a one color logo made out of it to put on shirts, sweaters, banners, etc.

From the drawing they provided I decided the best route would be to go with positive against negative space instead of a line drawing to better suit printing on fabric and to help improve readability from a distance.



Logo Design



Orange umbrella was an app that gave the weather with a super minimalistic interface, I was hired by them to create the logo and wordmark as well as the app icon.

They wanted an umbrella as their logo so to keep with the minimalistic theme I decided to go with 2 color flat design. I worked the umbrella into to the "U" letter form to create what is a recognizable logo with or without the wordmark.



Logo Design



A data recovery startup needed a logo, business card designed.

Because this business was planning to only advertise by passing business cards to computer repair companies that might use their services I made the cards a half an inch taller than regular business cards, and printed with metallic pantone colors on an extra heavy off-white card stock to help the cards stand out amongst others.

SOLID
DATA SERVICES

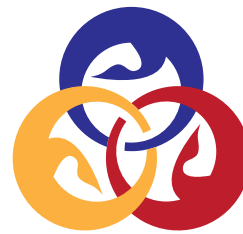


Logo Design



An independent film studio had a version of this logo painted for them in the 80's and wanted to upgrade to a vector image for their new project, and at the same time they wanted to make it more versatile.

After drawing it up in Illustrator I started playing with the forms a little bit to break them into 3 separate rings that can then be set to any combo of colors that are needed, the original image had a solid circle holding the composition, I took that and turned it into a ring to give a better 1 color mark.





For our midterm assignment we had to find an article in a magazine and make a single page layout for it that would still feel as if it fit in the magazine the article came from to begin with, I chose to do an article from Wired.

By using an exaggerated drop letter and box headers I made a 3 column article page that used some of the common elements and themes used by designers in newer Wired Magazine copies including heavy contrast with loud breaks in the flow of the layouts to create visually jarring page designs.

W

Who is the real John McAfee? He's the man who went on the run after his neighbour was found dead, face-up, with a bullet in his head. He's the man who jump-started the multibillion-dollar anti-virus industry. And now he thinks he can make you invisible on the internet.

PART I

HISTORY of MCAFEE

Within tech circles he's long been a legend. But for most people, McAfee came to prominence last year when he fled his Central American home - teeth stained, hair dyed, in disguise - rather than let himself be questioned by authorities he accused of being corrupt.

He tells the BBC he had "no connection whatsoever" with his neighbour's death. Police say he remains a "person of interest".

Back in the US, after posting footage of young female "friends" stroking his naked tattooed torso, he now plans to neutralise the NSA's cyber-surveillance system.

It might suggest a crazed, perhaps even deranged, personality. One journalist who has interviewed McAfee many times described him a "master manipulator" who lies and deceives.

"I've been called paranoid, schizophrenic, the wild child of Silicon Valley," McAfee acknowledges.

But he has a different perspective: "I'm an entrepreneur. I always have been. I am curious and I enjoy solving problems.

"I think that it's when we step out of the road, step outside the box, become our own person and we walk fearlessly down paths other people wouldn't look at, that true progress comes. And sometimes true beauty as well.

"We're missing that. We're missing the people who have the courage to walk into the wilderness just to see what's there."

This is how Amy Emshwiller, the teenage ex-prostitute he lived with in Belize, describes him: "He's sweet, generous. He likes to like adventures. He's serious and usually he has a dark sense of humour. He's generally a sweet guy. He just doesn't like to be [expletive] with."

So, who is the real John McAfee?

To have any chance of knowing and gaining an informed opinion of what really motivated his erratic-sounding behaviour after the killing of Gregory Faull, you must travel deep into the 68-year-old's past.

Addicted and expelled

Despite his Southern accent, the bleached-blond and goateed businessman is in fact half-British - the son of an Englishwoman who met an American soldier stationed in the UK during World War II.

When she tried to shoot me in the head, what I saw was a frightened child. I'm deaf in one ear now, but I don't have a bullet in my head

John McAfee

"I feel as much British as I do American," McAfee says. "There's not much difference between our countries."

They moved to Virginia when he was young, where he had a troubled

childhood. His father was an abusive alcoholic who, when McAfee was aged 15, shot himself dead. In the following years, McAfee says, he too began drinking heavily and taking drugs, but still managed to maintain a promising academic career.

That came to an end in the late 1960s when Northeast State Louisiana State College terminated his PhD in mathematics after it was revealed that he had slept with an undergraduate he was mentoring.

They later married and McAfee turned his skills to a series of programming jobs with some of the biggest tech organisations of the time including Nasa, General Electric, Siemens, Univac and Xerox, all the while continuing to indulge in his addictions.

"Most of my bosses also used drugs of some kind," he says. "I was in the tech field, after all, we were the leading edge in technology and the leading age in personal experimentation.

"I had to hide it from my mother and sometimes from my wife. But in the work environment - depending on where you worked - in some companies drugs were taken openly at lunchtime in people's offices. It was a bizarre time."

Matters came to a head in the early 1980s after his wife left him, his most recent employer, Omex, let him go and the scale of his drug dependency forced him to seek help.

"It was 1984, the last time that I took drugs, drank alcohol or sold drugs for that matter," he says.

"I simply stopped. I started going to an organisation called Alcoholics Anonymous... and that was my last taste of that world.

"However, it is still with me. My body is covered with tattoos from that period. And I'm afraid some of my ideas and concepts and attitudes that were moulded during that time are still with me. That's why people think, perhaps, I'm a little bit off the wall."

Anti-virus millionaire

Despite his troubles, McAfee managed to land a job at defence contractor Lockheed Martin, where he worked on a classified voice-recognition program.



Our final assignment was to create a double page spread of a presidential inaugural speech using a completely original layout, containing images, a title, quote, header, and footer.

I went with a wide dual column design to make reading of the large blocks of text flow better, gave the break quote an American Flag pattern, and gave the article a good amount of breathing room from the header and footer to make the layout less crowded.

John F. Kennedy Inaugural Address, Friday, January 20th, 1961



Heavy snow fell the night before the inauguration, but thoughts about cancelling the plans were overruled. The leaders of 1960 had been close, and the Democratic Senator from Massachusetts was eager to gather support for his agenda. He attended Holy Trinity Catholic Church in Georgetown that morning before joining President Eisenhower to travel to the Capitol. The Congress had entered the East Front, and the inaugural platform appeared the new addition. The oath of office was administered by Chief Justice Earl Warren. Robert Frost read one of his poems at the ceremony.

Vice President Johnson, Mr. Speaker, Mr. Chief Justice, President Eisenhower, Vice President Nixon, President Truman, reverend clergy, fellow citizens, we observe today not a victory of party, but a celebration of freedom—symbolizing an end, as well as a beginning—signifying renewal, as well as change. For I have sworn before you and Almighty God the same solemn oath our forebears prescribed nearly a century and three quarters ago.

The world is very different now. For man holds in his mortal hands the power to abolish all forms of human poverty and all forms of human life. And yet the same revolutionary beliefs for which our forebears fought are still at issue around the globe—the belief that the rights of man come not from the generosity of the state, but from the hand of God.

We dare not forget today that we are the heirs of that first revolution. Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans—born in this century, tempered by war, disciplined by a hard and bitter peace, proud of our ancient heritage—and unwilling to witness or permit the slow undoing of those human rights to which this Nation has always been committed, and to which we are committed today at home and around the world.

Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe, in order to assure the survival and the success of liberty.

This much we pledge—and more.

To those still alien whose culture and spiritual origins we share, we pledge the loyalty of faithful friends. United, there is little we cannot do in a host of cooperative ventures. Divided, there is little we can do—so we dare not meet a powerful challenge in odds and spite amidst.

To those new States whom we welcome to the ranks of the free,

we pledge our word that one form of colonial control shall not have passed away merely to be replaced by a far more insidious tyranny. We shall not always expect to find them supporting our view. But we shall always hope to find them strongly supporting their own freedom—and to remember that, in the past, those who foolishly sought power by riding the back of the tiger ended up inside.

To those peoples in the huts and villages across the globe struggling to break the bonds of man's misery, we pledge our best efforts to help them help themselves, for whatever period is required—not because the Communists may be doing it, not because we seek their votes, but because it is right. If a free society cannot help the many who are poor, it cannot save the few who are rich.

To our sister republics south of our border, we offer a special pledge—to convert our good words into good deeds—in a new alliance for progress—to assist free men and free governments in casting off the chains of poverty. But the peaceful revolution of hope cannot become the prey of hostile powers. Let all our neighbors know that we shall join with them to oppose aggression or subversion anywhere in the Americas. And let every other power know that this Hemisphere intends to remain the master of its own house.

To that world assembly of sovereign states, the United Nations, our last best hope in an age where the instruments of war have far outpaced the instruments of peace, we renew our pledge of support—to prevent that assembly from becoming merely a forum for inactivity—to strengthen its shield of the new and the weak—and to enlarge the area in which its writ may run.

Finally, to those nations who would make themselves our adversary, we offer not a pledge but a request: that both sides begin anew the quest for peace, before the dark powers of destruction unleashed by science engulf all humanity in planned or accidental self-destruction.

We dare not tempt them with weakness. For only when our arms

are sufficient beyond doubt can we be certain beyond doubt that they will never be employed.

But neither can two great and powerful groups of nations take comfort from our present course—both sides overburdened by the cost of modern weapons, both rightly alarmed by the steady spread of the deadly atom, yet both racing to alter that uncertain balance of terror that stays the hand of mankind's final war.

So let us begin anew—remembering on both sides that civility is not a sign of weakness, and sincerity is always subject to proof. Let us never negotiate out of fear. But let us never fear to negotiate.

Let both sides explore what problems unite us instead of belaboring those problems which divide us.

Let both sides, for the first time, formulate serious and precise proposals for the inspection and control of arms—and bring the absolute power to destroy other nations under the absolute control of all nations.

Let both sides seek to invoke the wonders of science instead of its terrors. Together let us explore the stars, conquer the deserts, eradicate disease, tap the ocean depths, and encourage the arts and commerce.

“All this will not be finished in the first 100 days. Nor will it be finished in the first 1,000 days, nor in the life of this Administration, nor even perhaps in our lifetime on this planet. But let us begin.”

Let both sides unite to heed in all corners of the earth the command of Isaiah—“undo the heavy burdens ... and to let the oppressed go free.”

And if a beachhead of cooperation may push back the jungle of suspicion, let both sides join in creating a new endeavor, not a new balance of power, but a new world of law, where the strong are just and the weak secure and the peace preserved.

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In your hands, my fellow citizens, more than in mine, will rest the final success or failure of our course. Since this country was founded, each generation of Americans has been summoned to give testimony to its national loyalty. The graves of young Americans who

answered the call to service surround the globe.

Now the trumpet summons us again—not as a call to bear arms, though arms we need, not as a call to battle, though embattled we are—but a call to bear the burden of a long twilight struggle, year in and year out, “rejoicing in hope, patient in tribulation”—a struggle against the common enemies of man: tyranny, poverty, disease, and war itself.

Can we forge these enemies a grand and global alliance, North and South, East and West, that can assure a more fruitful life for all mankind? Will you join in that historic effort?

In the long history of the world, only a few generations have been granted the role of defending freedom in its hour of maximum dan-



ger. I do not shrink from this responsibility—I welcome it. I do not believe that any of us would exchange places with any other people or any other generation. The energy, the faith, the devotion which we bring to this endeavor will light our country and all who serve it—and the glow from that fire can truly light the world.

And so, my fellow Americans, ask not what your country can do for you—ask what you can do for your country.

My fellow citizens of the world, ask not what America will do for you, but what together we can do for the freedom of man. Finally, whether you are citizens of America or citizens of the world, ask of us the same high standards of strength and sacrifice which we ask of you. With a good conscience our only sure reward, with history the final judge of our deeds, let us go forth to lead the land we love, asking His blessing and His help, but knowing that here on earth God's work must truly be our own.

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And so, my fellow Americans: ask not what your country can do for you—ask what you can do for your country.

My fellow citizens of the world: ask not what America will do for

Packaging



I was hired by a company that produces pet water fountains and accessories to make the packaging for their filters.

The filters came in a small zip lock bag with a hang tag hole.

I went with a cross section breakdown image to show the components of the filter, I set up a photo shoot of the filter with the cover both on and off so I could digitally create the cross section cut effect in post processing, then I placed all the appropriate copy and UPC.

Multi Function Pet Fountain Filters
Designed and Engineered in the U.S.A.

INSTRUCTIONS -

1. Rinse filter before use to help remove any loose bits of activated carbon.
2. Remove the fountain housing cover.
3. Insert filter into fountain housing with narrow end down and black side facing toward the fountain spout.

Change every two to three weeks depending on the size and number of pets using the fountain

Watch your pets enjoy a healthier life!

Duo-Density White Pad Indicates when Filter Should Be Changed

Certified Activated Carbon Enhances Filtration

Unique Certified Activated Carbon and Ion Exchange Resin Blend

8 67010 00008 2
www.bestpetfountainfilters.com

Packaging

A company that makes pickled cabbage products was looking to make reboot their packaging with culture specific varieties.

I drew up a personified cabbage mascot wearing classic clothing specific to each of the cabbage products original culture, placed national flag images behind the illustrations and made an FDA compliant labeling.



Dimensions
3.75" D
2.5" D
Bleed
0.125"
Materials
Glossy Stock
Colors
CMYK



Dimensions
3.75" D
2.5" D
Bleed
0.125"
Materials
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Colors
CMYK



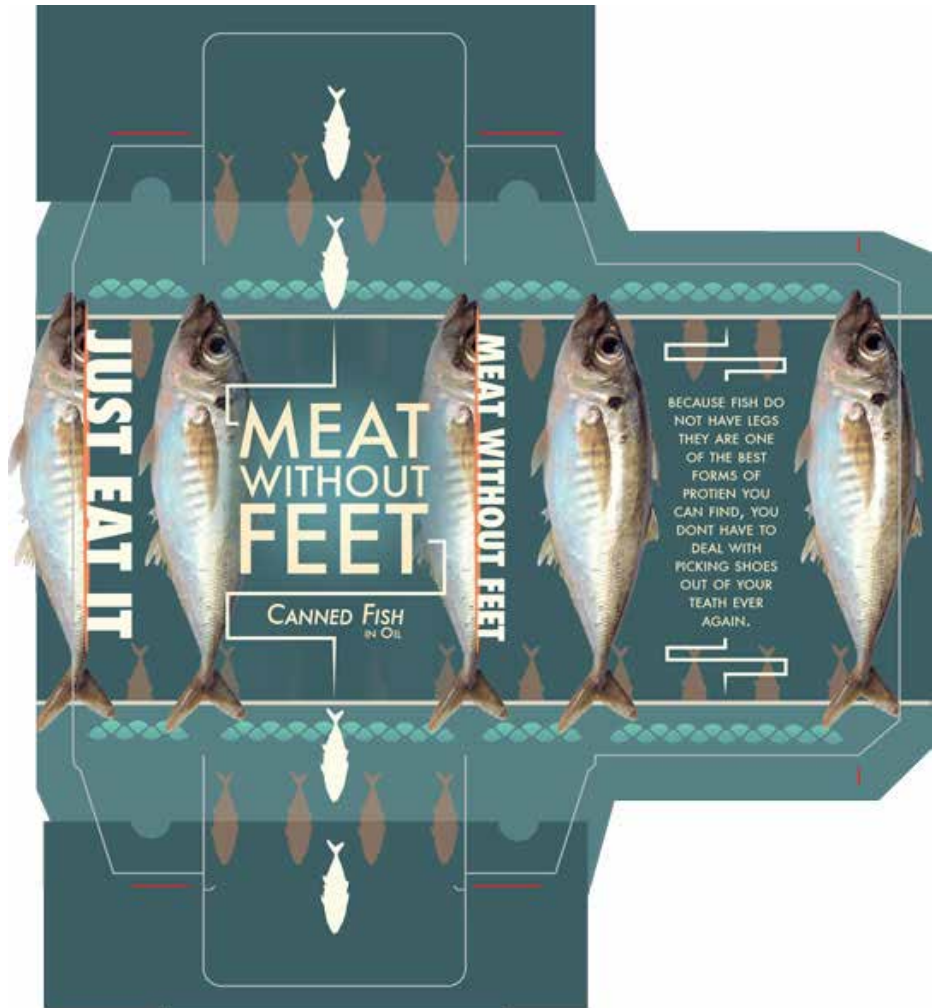
Dimensions
3.75" D
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Bleed
0.125"
Materials
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Colors
CMYK



Packaging



Meat Without Feet was a hobby project to create a package design that will repeat in some way regardless of how you stack them next to each other, each surface lines up with a pattern of each other surface so regardless of how these are stacked or lined up the design will always extend from one package to another.

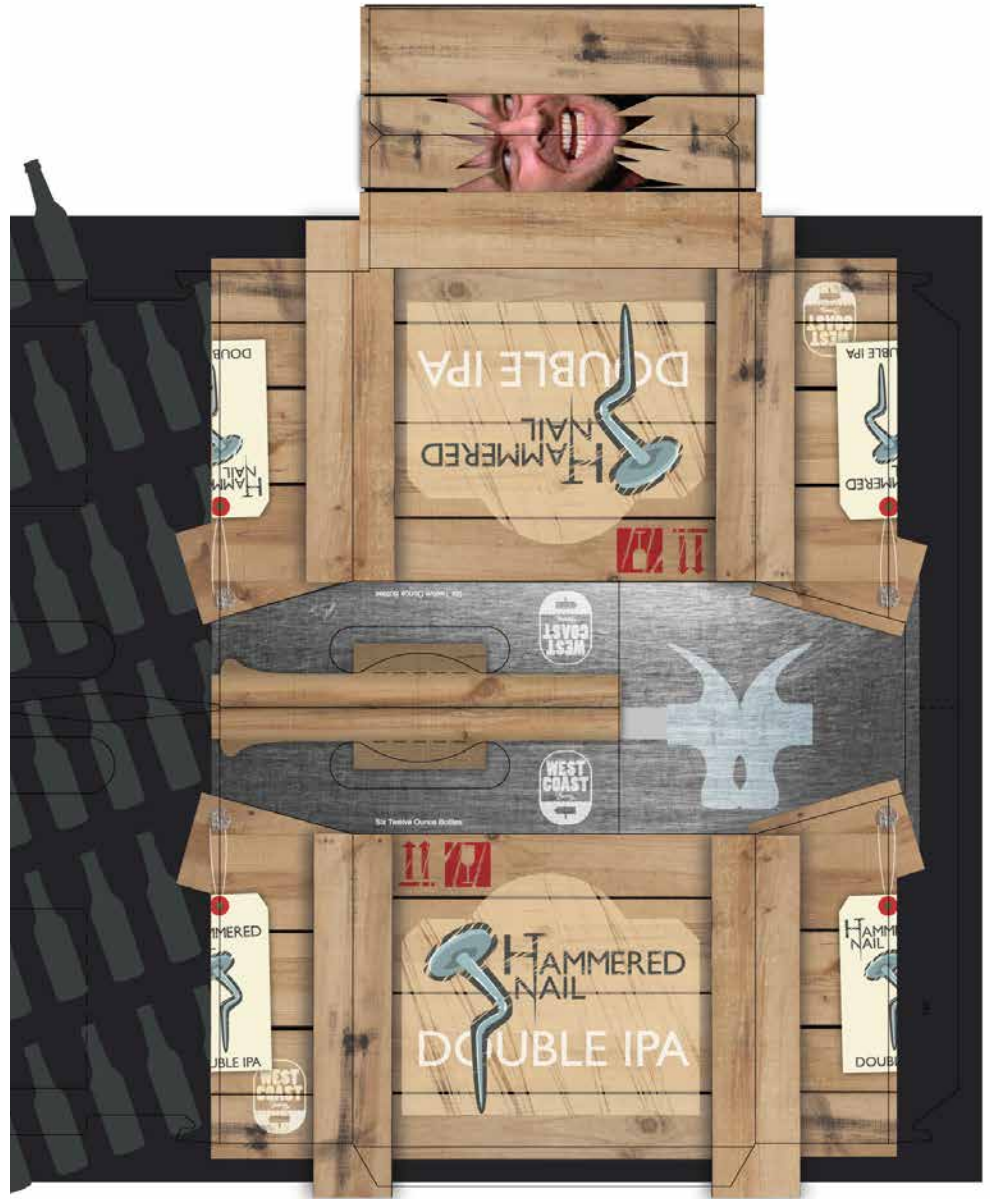


Packaging



A microbrewery was having a design contest to name and design their new Double IPA.

To fit with the name Hammered Nail I decided to go with a wood shipping crate inspired design and played with the keylines of the 6 pack holder design to add a hammer head to the handle.



Packaging



For the bottle label I decided to go with a shipping tag theme including a decorative string leading to a paper nail head.

I included all details needed by the FDA and BATFE to sell in the USA on the rear tag.

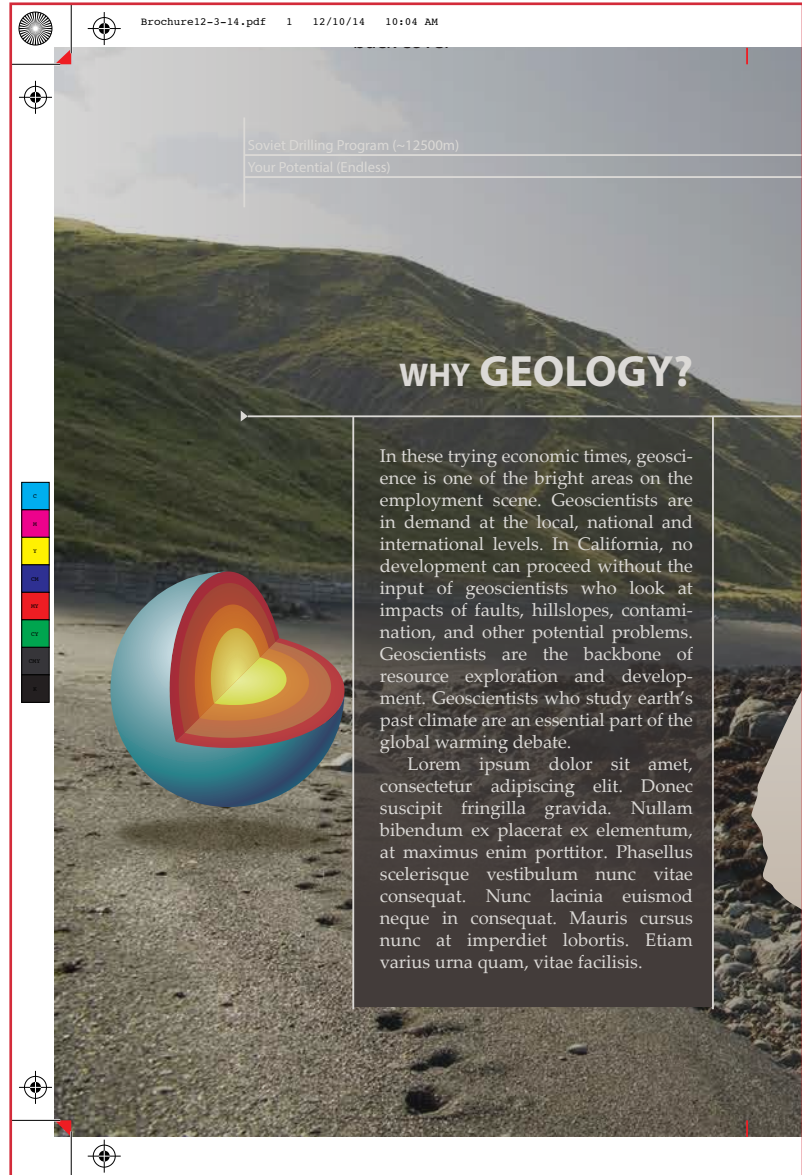


Print

The Geology department at HSU hired me to design them a new brochure for incoming students.

They needed a neatly laid out brochure that describes why an incoming student should go with geology as a major while also being eye catching next to other departments brochures.

I decided to go with sharp and colorful vector images over a muted out photograph to give a strong visual contrast and a feeling of refinement while still being fun and approachable.



Print



A magazine that wanted to find a new designer to take over making their magazine covers approached me and asked for some sample magazine covers.

I used clipping masks in AI to crop the fictitious magazines wordmark and added some big headings on the side to go with the tabloid style look they were trying to get.





I was hired to design a poster for an open community arts night hosted by the Arcata Arts Institute. The client wanted the poster to be colorful, family oriented, and have a description of what the event is and the info of when and where it is.

I used a box of crayons as an inspiration for the title design giving it a lot of color, but still be organized and easy to read with a tasteful drop shadow on the white text.





The HSU theatre art department needed a poster for a student production of Jungal Book, they had specific legal needs for the typesetting, including making sure the play's title is a specific amount larger than the name of the screenplay writer, which has to be a certain percentage larger than the rest of the text.

With the tight constraints given to me on type I decided a two column design would work best for placing info in to the small space left after the main illustration was put in place.

I went with monochromatic colors to give the feeling of being deep in a jungle.



UI Design



I was approached to design the title screen, UI animations and menus for an indie game.

The Logo was painted one pixel at a time in Photoshop.

The animations were done initially in Flash then I refined and added detail to each of the frames in Photoshop.



3D Modeling



To suppliment my design skills I tought myself 3D modeling, as well as texturing and rendering.

This knife render is one of the better examples of a piece I modeled, painted the textures, and then composed, lighted, and rendered.

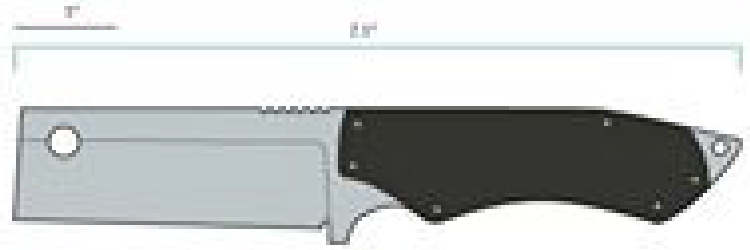


Product Design



I entered and won a contest to design a knife, the winners got to have their design produced and given to the them.

I drew up the design in AI with all proper measurements and specs ineeded for industrial production.



CLEAVE ME ALONE



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References:

Suzanne Simpson (707) 825•8542
Anne Bown—Crawfor (707) 616•4997
Homer Read (707) 502•4537

Lets design something.