

KARL USCHOLD

WORK BOOK

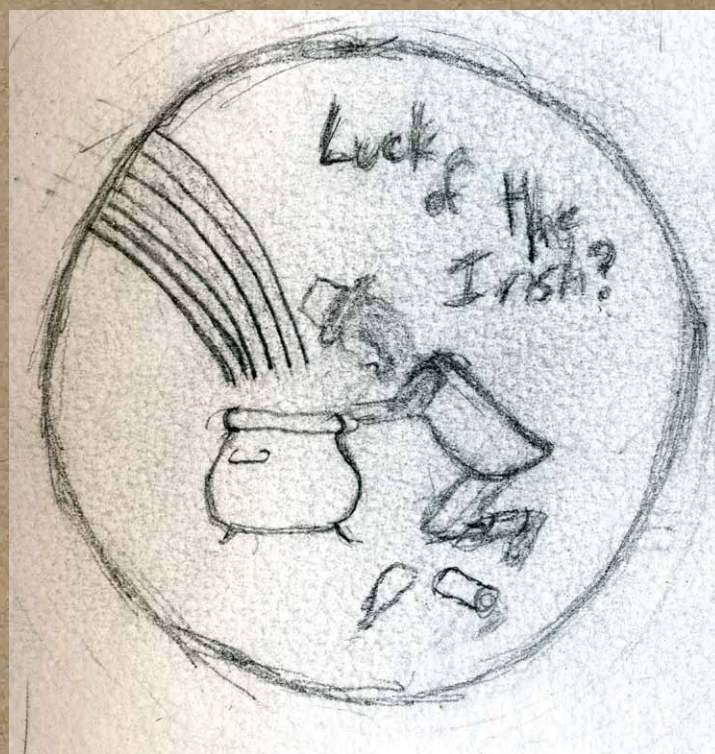
Brain Storming

Reference Images

Design Progression

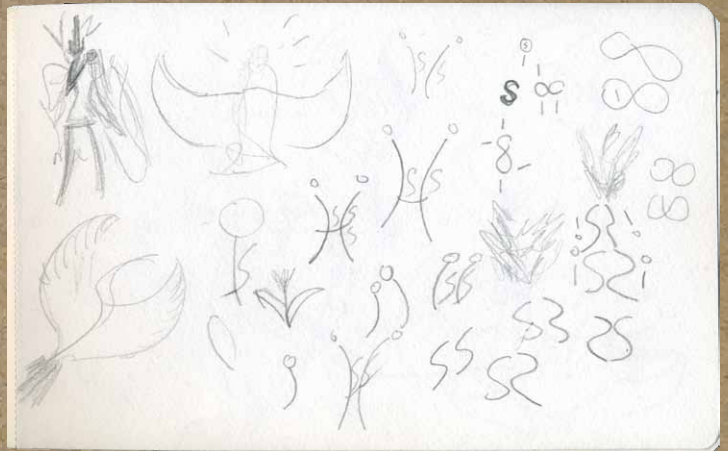
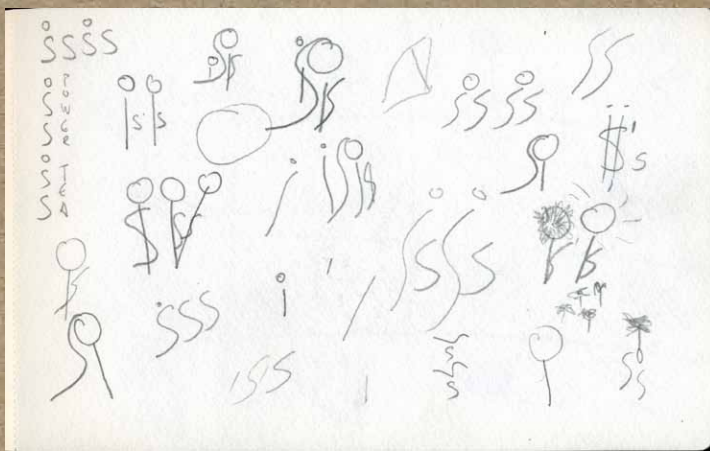
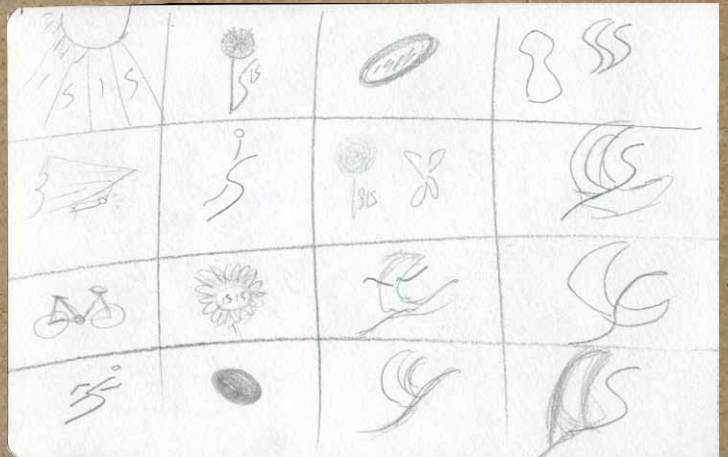
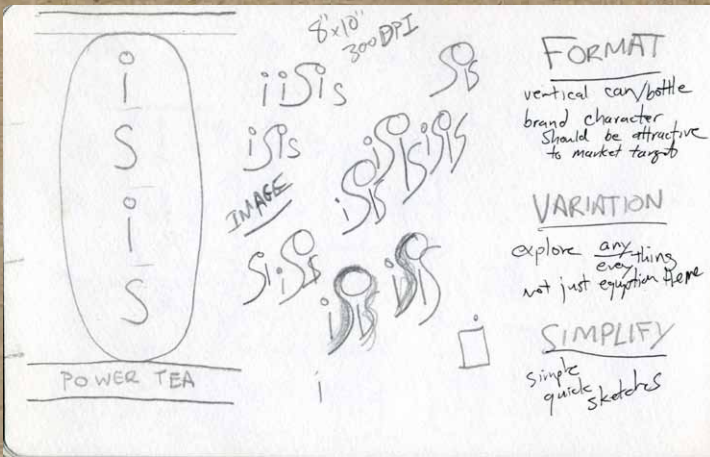
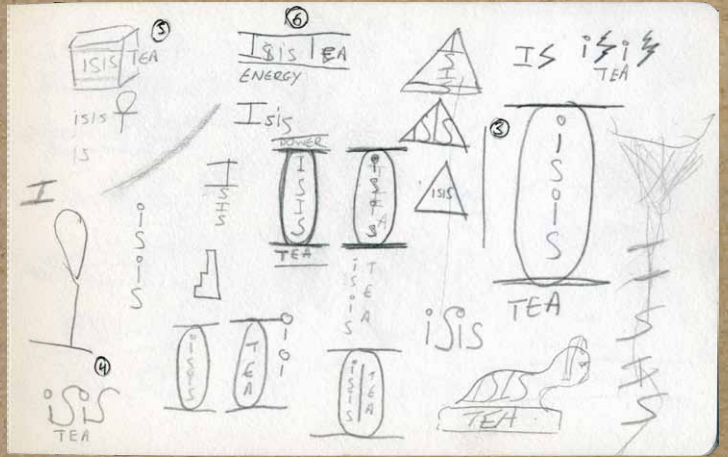
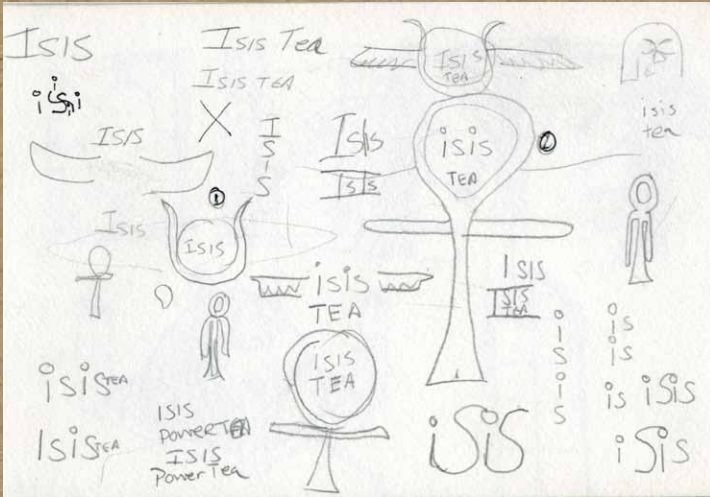
Photography





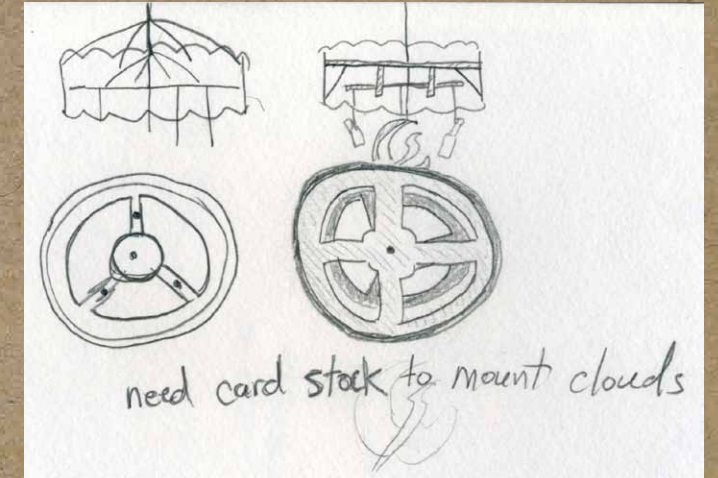
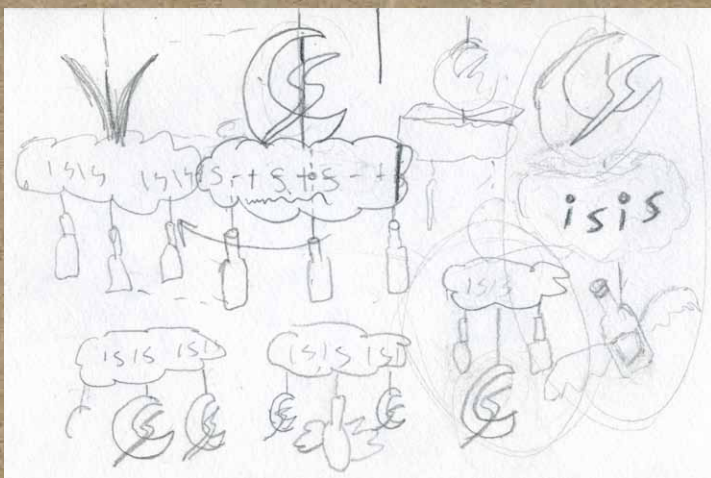
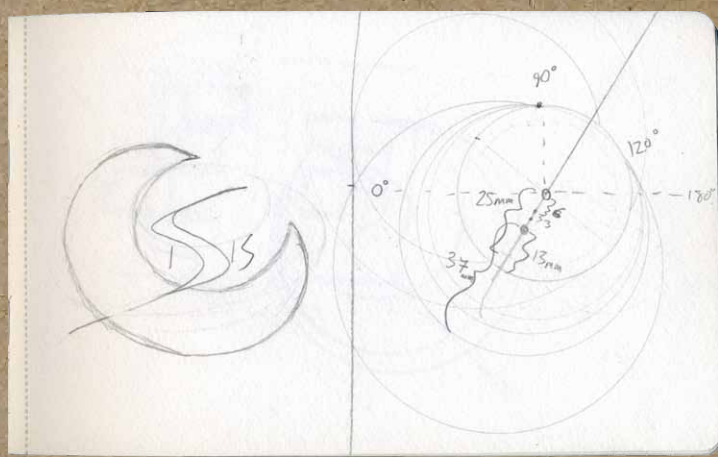
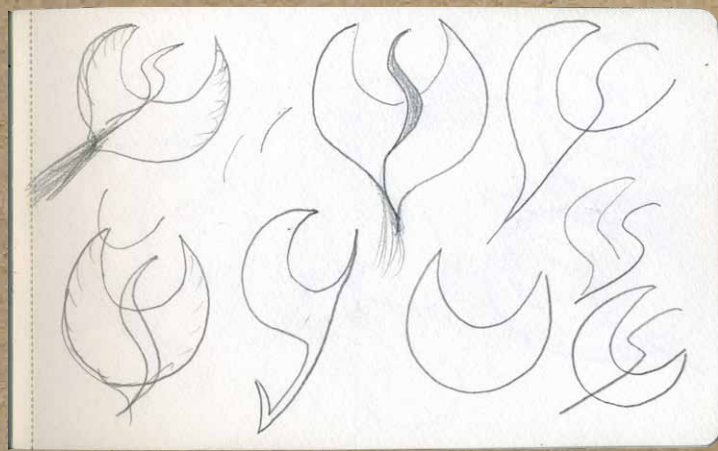
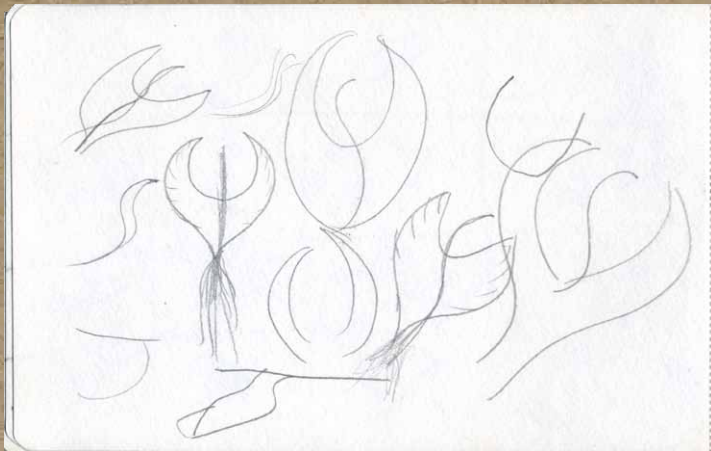
Brain Storming

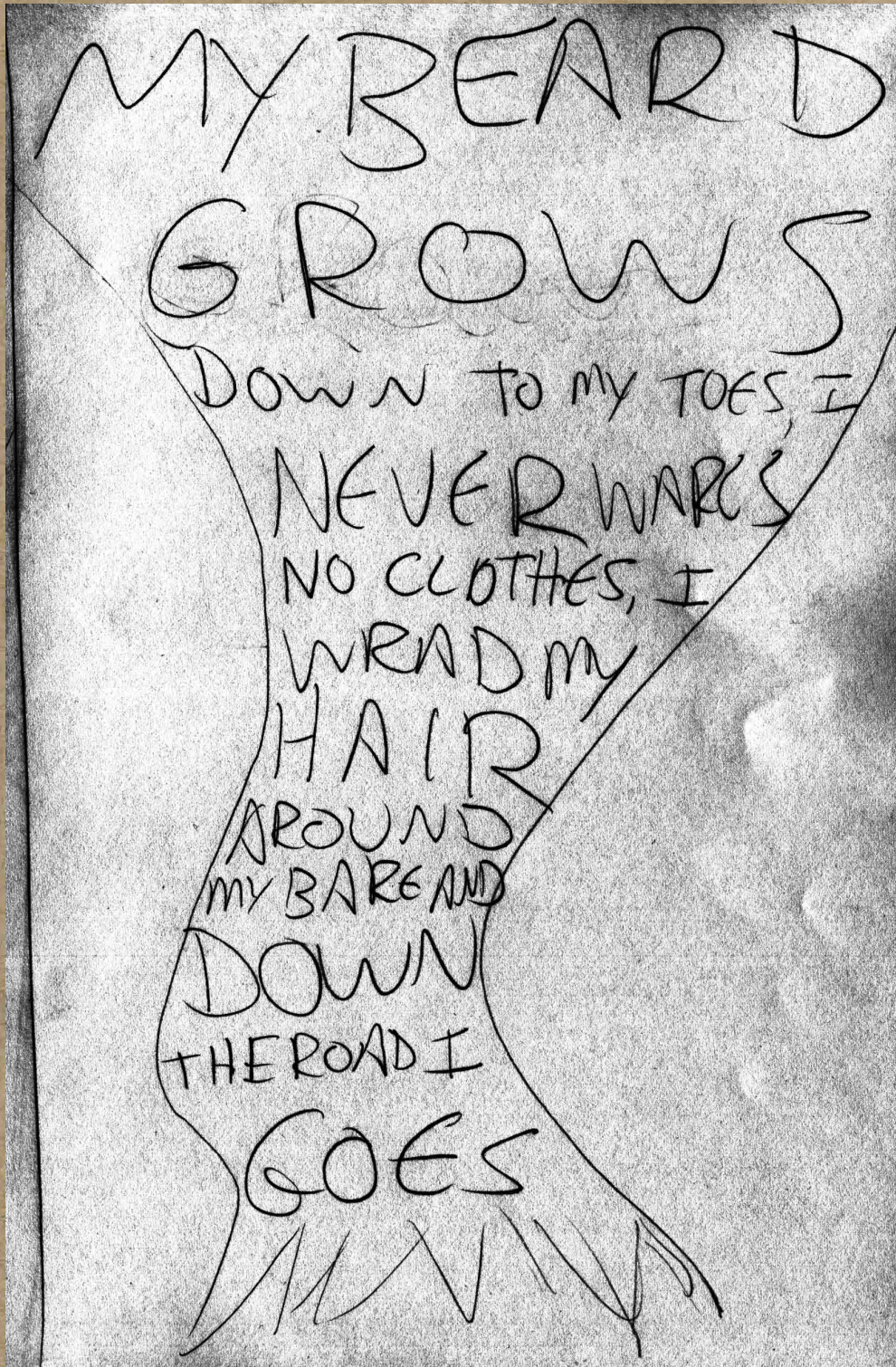
Isis Power Tea logo sketches



Brain Storming

Isis Power Tea logo and point of sale sketches





Whitaker's Cheese & Pasta Wedges concept ideas

+ Friendly Fromage } Not snobby about our cheese
 + No wine required }
 + cheese cake wedges
 - cheese w/ fruit/nuts
 + Mac & Cheese wedge
 - breast milk cheese
 - Cheese Scote
 - Vegan cheese
 - Energy cheese
 - Cheese wedge of the month
 + sailing the 7 seas of cheese
 - cheese wise
 - cheese + cracker sandwich wedge

↳ "portable"

all over the world
 multiple types
 more options

Cheese Wedge Brand Positioning

Moon - Full moon of Cheese wedges Car/skateboard Jump
 Moo-n (low) Put-man / Lads
 Like wheel cheese wedges / pie chart teens
 Camping Tents Cheese cake wedges adults
 Camp fire cheese cheese + chackers pack-lunch item snack
 Grilled Cheese sandwich cheese wedges wedge shoes (peppers)
 Door stop log splitting wedges Party goers
 Lick pick tool neat wedgies elderly people
 Healthy cheese green-onion to fangs w/ purchase I pledge... to the wedge
 low sodium cheese doodles / ez-cheese wedge
 low fat beer cheese special dietary needs
 protein wine filled / flavored cheese
 all natural energy cheese - re-bulking
 mixed w/ fruit/nuts/vegies conversation starters printed on slices

Kid Cheese - wine sippers on cheese
 - fun colors collectible packages create mural
 - fun shapes utterly delicious foster cheese
 - cartoon characters printed on cheese cheese maze
 - but their heads off cheese hibernates coming from

On the go Macaroni Cheese wedge - NOODLES!
 - individually wrapped microwavable active people diet cheese
 - easy to reheat south wedge cheese wedge

Green packaging soft cheese for elderly people wedding cheese
 organic cows high fiber cheese wedges
 lactose free cheese wedge's taco cheese

Hummus based milk cheese VEGAN cheese wedge
 - shaped like address soy cheese
 head cheese wedge

Cheese and Macaroni WEDGES
 college kids - one package
 - target: teens
 - features: health conscious parents
 - No preservatives
 - all natural ingredients
 - various cheeses

delicious, hot, microwavable
 single servings, healthy, 50%
 fun, tasty, worldly
 stylish, baked - not fried

Fun	Flavor	healthy
hot	diverse	quick
single servings	microwavable	quick
tasty	quick	natural ingredients
stylish???	stylish???	cheese taste
delicious		

It's all about the cheese
 ... and the mac
 flavor packet

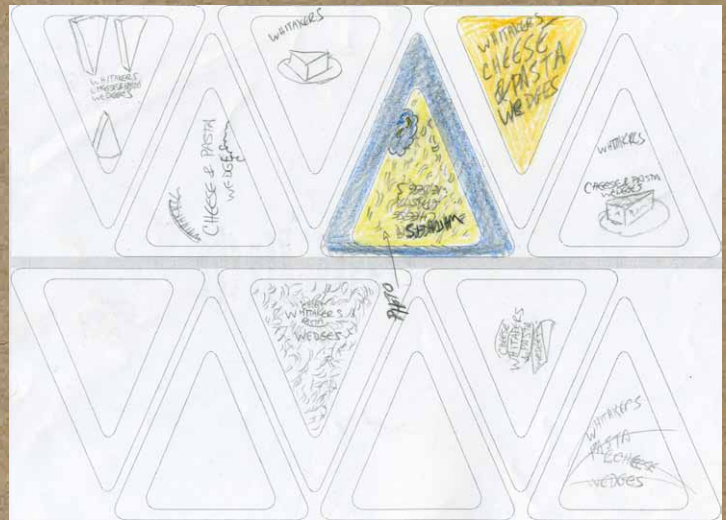
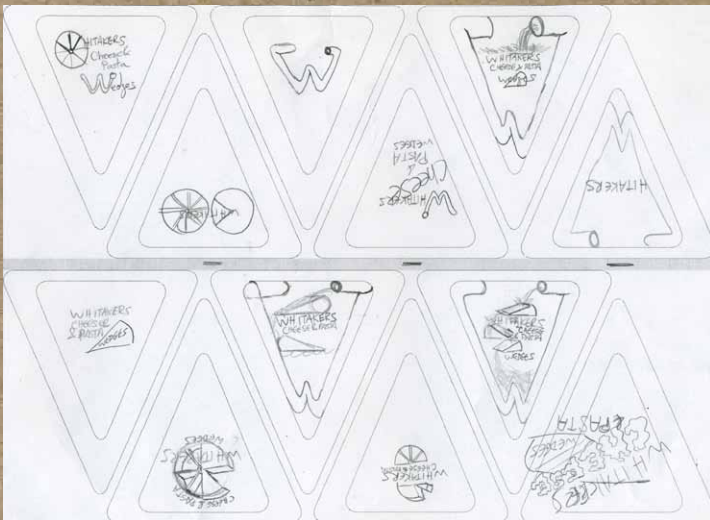
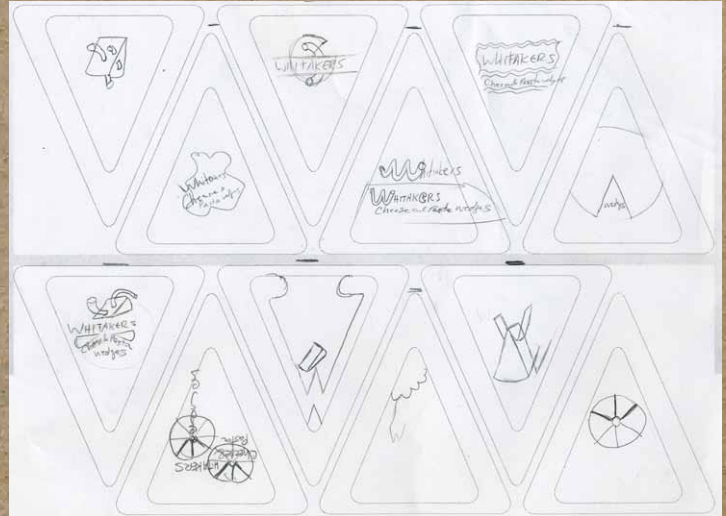
Whitaker's Cheese and Macaroni WEDGES

It's all about the cheese

wheat picture of milk next to a cheese wedge w/ sheaf of wheat
 natural
 delicious (but more aggressive)
 wholesome
 wholesome
 diverse flavors
 - find a word
 accessible / instant / convenient
 sophisticated

Brain Storming

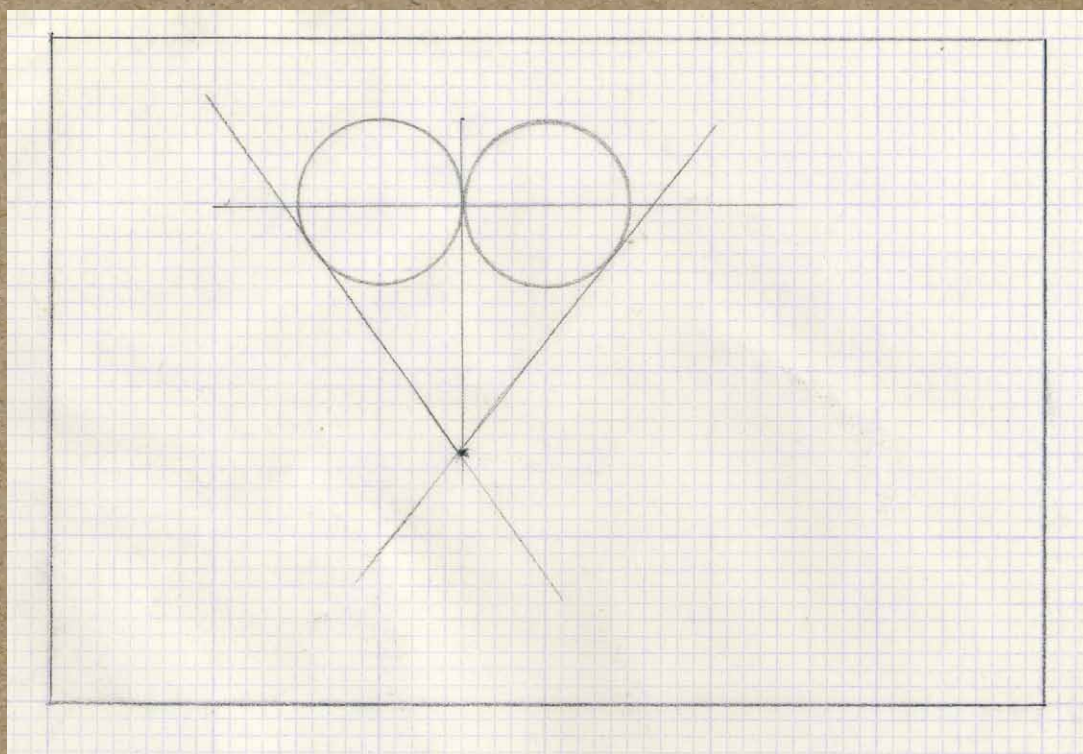
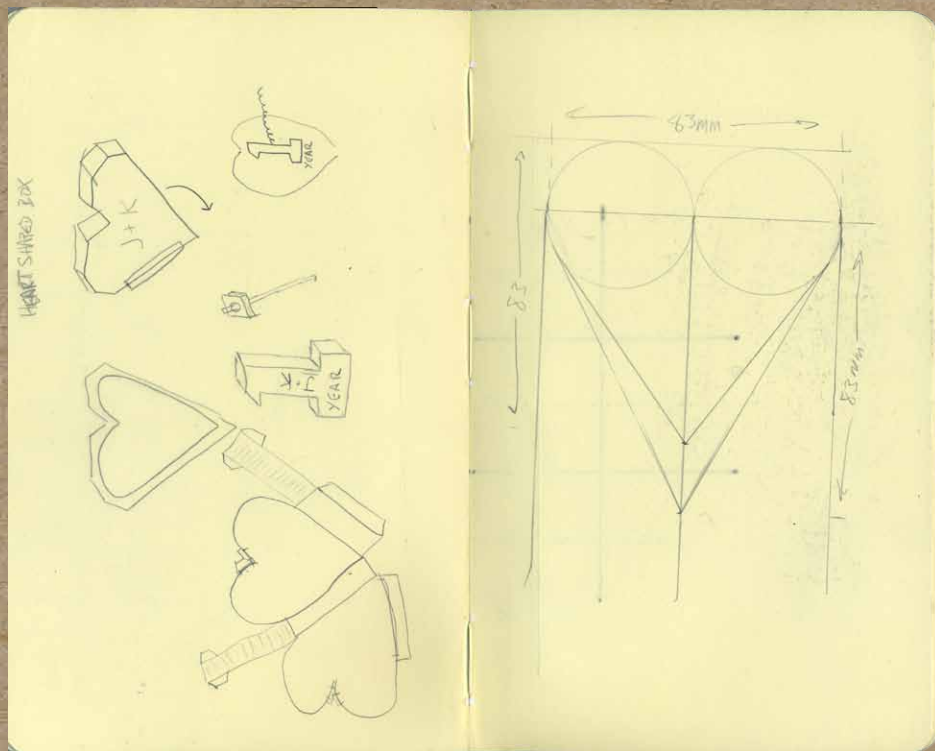
Whitaker's Cheese & Pasta Wedges brand and label sketches



Brain Storming

Whitaker's Cheese & Pasta Wedges
final sketch





Brain Storming

Mutoscope ideas and design sketches

Route From Classroom to Classroom again

By Car
 Classroom
 Car → the sunny and
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Material class
 Paper
 Cardboard
 Record player
 w/ record

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STOP LIGHTS
 (on a hill)

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Fabric belt
 w/ 3/4" adjuster
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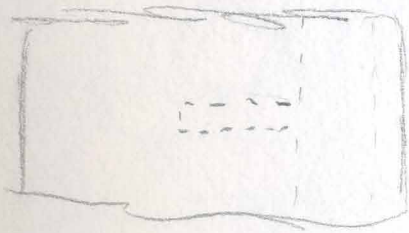
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same size as view hole

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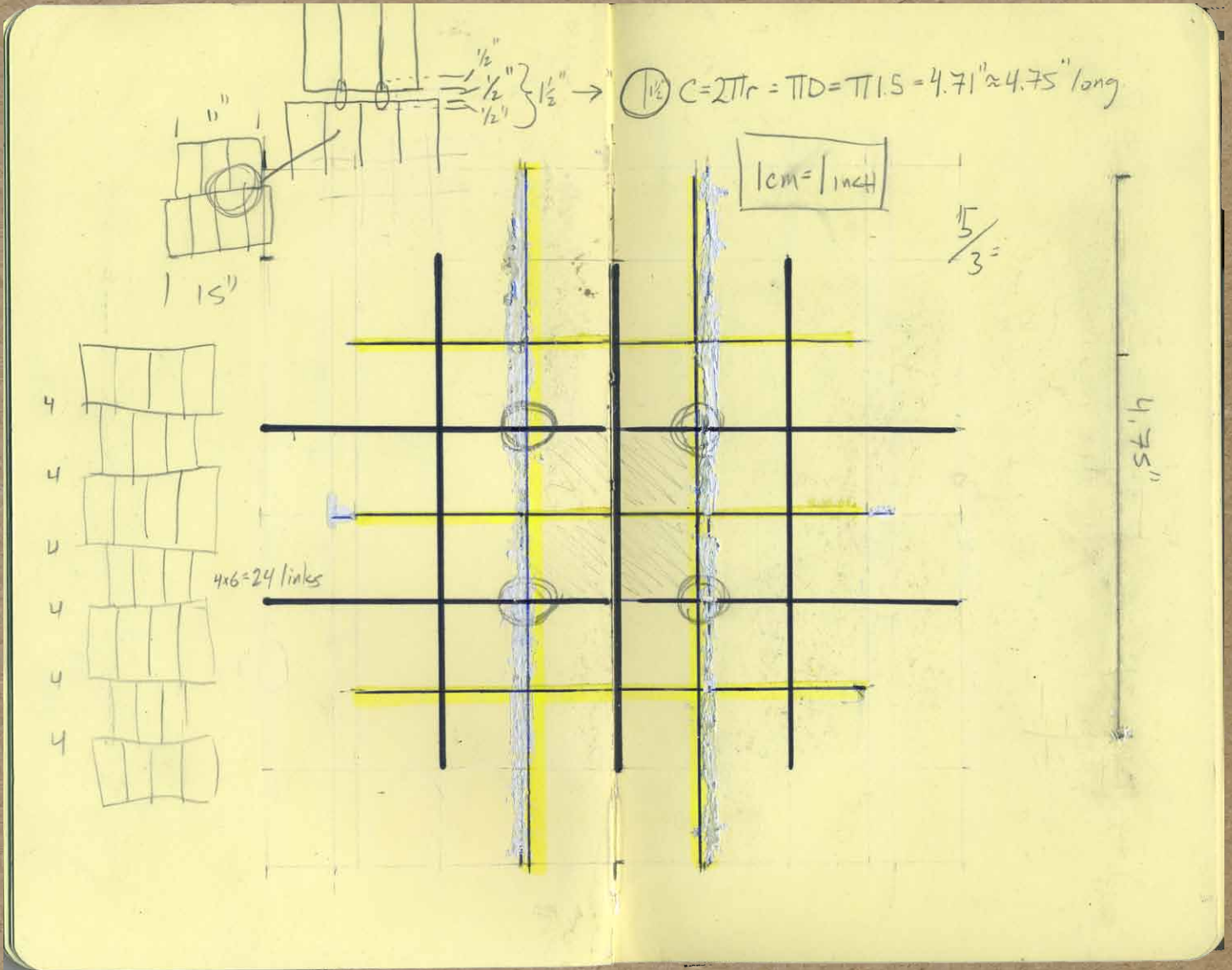
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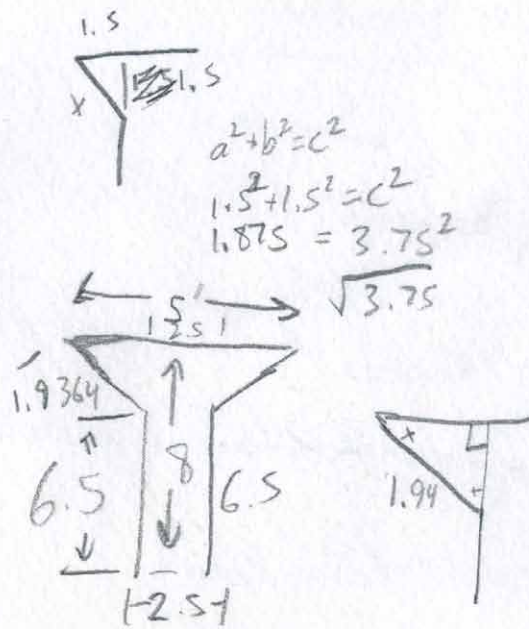
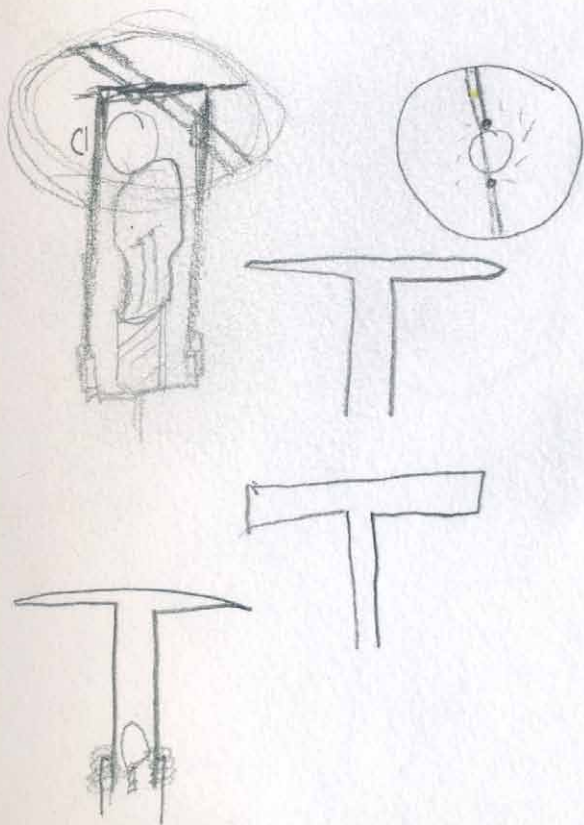
Bread Box Gift Card Box



- foam rubber
- outside felt
- inside felt
- "seeds"
- glue sticks

1/10/2011





Brain Storming

Nathaniel Square Corner Store
deli menu layout sketches

EGG & CHEESE BREAKFAST SANDWICH \$1.75 ON A THIRD ROLL

- POTATO + 50¢
 - BACON + 50¢
 - SAUSAGE + 50¢
 - TURKEY + \$1.50
 - HAM + \$1.50
 - JALAPENOS -
 - HOT SAUCE -
- UPGRADE FROM AMERICAN CHEESE
- CHEDDAR + 25¢
 - MOZZARELLA + 25¢
 - SWISS + 25¢
- VEGANIZE:
 TRADE EGG & CHEESE FOR HOMEMADE TOFU SCRAMBLE

BREAKFAST MELTS: ALL INCLUDE 2 EGGS AND 3 SLICES OF CHEESE ON (A) SOURDOUGH ROLL/BUN/BREAD

- CHEESE STEAK: SHAVED STEAK, MOZZARELLA CHEESE, GRILLED ONIONS \$4.75
- SAUSAGE: 2 SAUSAGE FRILLIES, AMERICAN CHEESE \$3.25
- POTATO: POTATOES, CHEDDAR CHEESE \$3.25
- HAM: GRILLED HAM, SWISS CHEESE \$4.25
- BACON: 3 SLICES OF BACON, AMERICAN CHEESE \$3.25
- TURKEY: GRILLED TURKEY, SWISS CHEESE \$4.75

EXTRAS

- JALAPENOS
- HOT SAUCE

BREAKFAST BURRITOS: ALL INCLUDE SALSA, 3 EGGS, CHEDDAR & MOZZARELLA CHEESE, PEPPERS & ONIONS ON FLOUR TORTILLA

- BASIC \$3
 - POTATO \$2.50
 - BREAKFAST SAUSAGE \$4
 - CHORIZO SAUSAGE \$6.25
 - VEGANIZE: TRADE EGGS + CHEESE FOR HOMEMADE TOFU SCRAMBLE
- EXTRAS
- POTATOES SOFT
 - JALAPENOS -
 - HOT SAUCES -

OTHERS

- SIDE OF POTATOES \$1.30
- BAGEL
- BAGEL w/ BUTTER
- BAGEL w/ CREAM CHEESE
- BAGEL w/ PEANUT BUTTER
- PEANUT BUTTER, BANANA AND BACON ON TOASTED BREAD SOURDOUGH \$3.25

SOUP & SALAD

- NAME: _____
- -
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- POPPINES

- EXTRAS
- -
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SPECIAL REQUEST:

BEVERAGES

Narrow Typeface
(Baskerville)

SANDWICHES

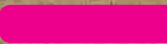
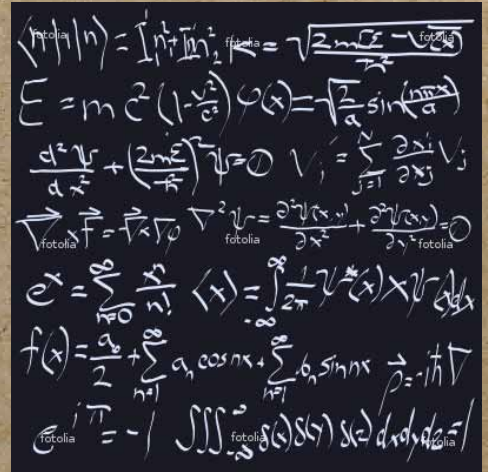
- NAME: _____
- BREAD: PICK ONE
- -
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- MEAT: PICK ONE
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- VEGETABLES
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 -
- CONDIMENTS
- -
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 -

ADDITIONAL CHOICES ADD \$XXX

SPECIAL REQUESTS:

Reference Images

Facebook Pieces of Flair reference images



Reference Images

Isis Power Tea bottle carrier reference



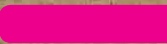
Reference Images

Poetry In Motion beard photo reference



Reference Images

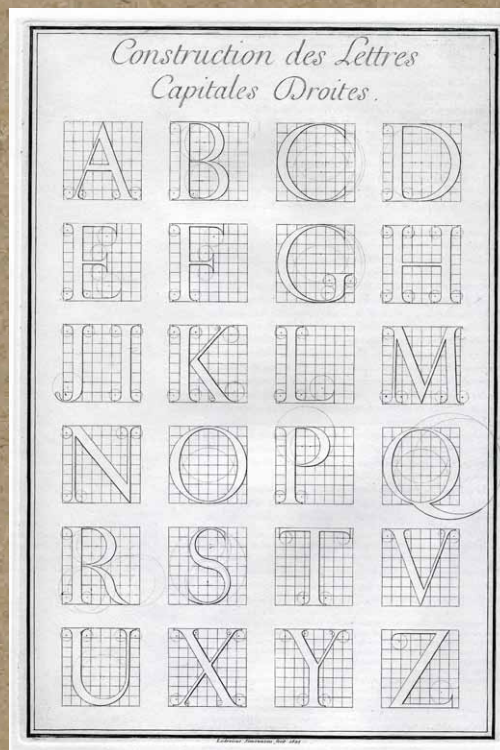
Whitaker's Cheese and Pasta Wedges brand positioning reference images



Reference Images

Self Portrait base image





Reference Images

Mutoscope reference images

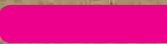


Reference Images

Nathaniel Square Corner Store
store front and reference images

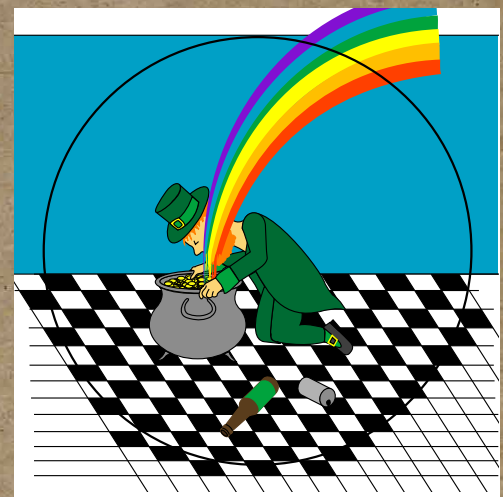
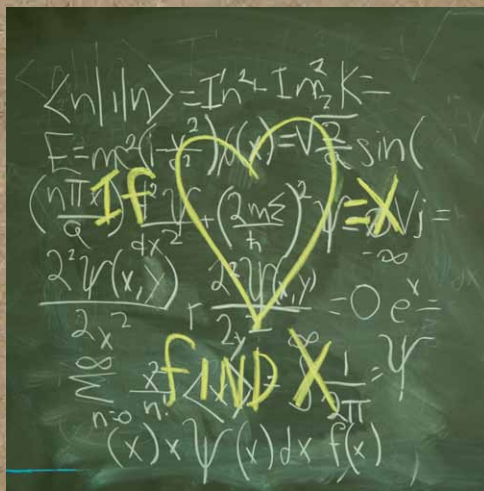
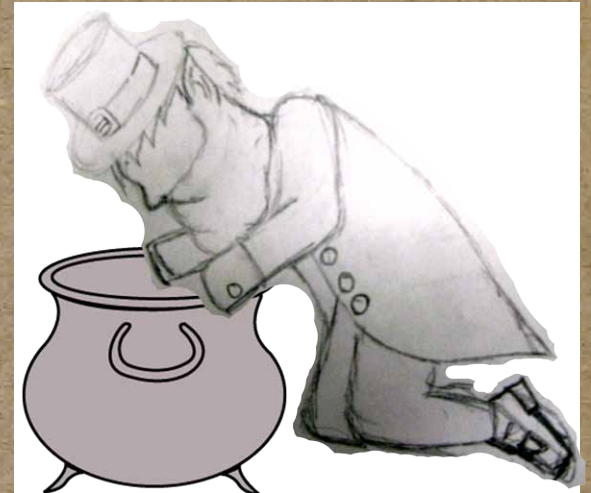
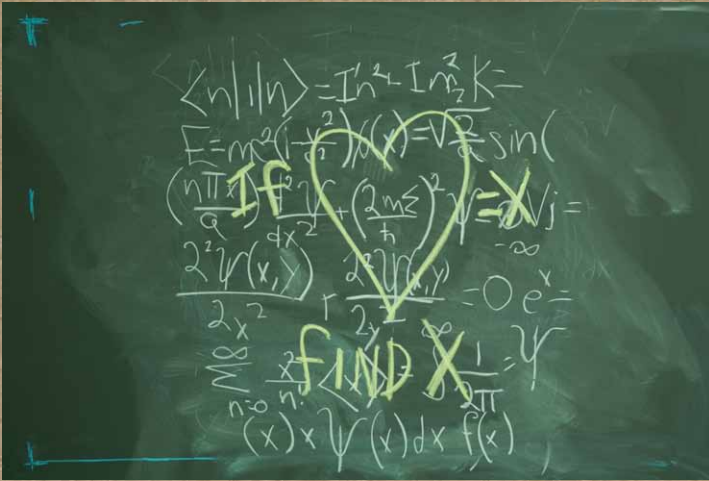
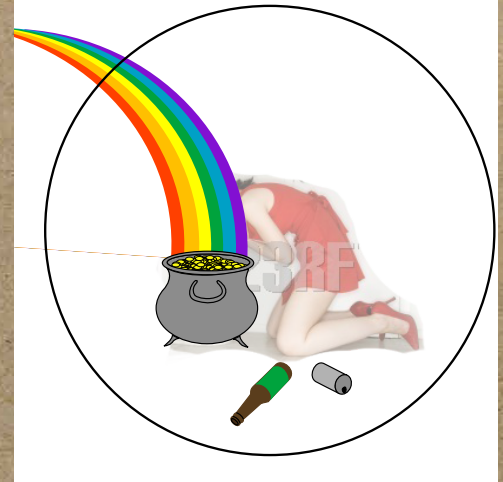


**NATHANIEL
SQUARE
CORNER STORE**



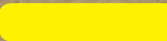
Design Progression

Facebook Pieces of Flair process stages and elements



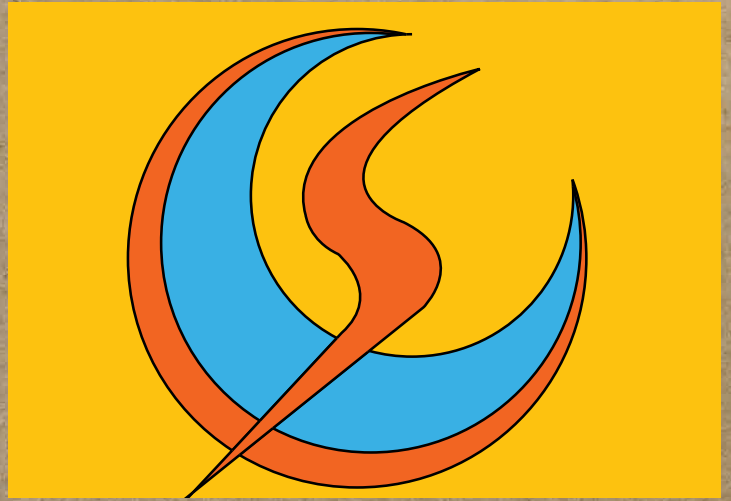
Design Progression

Facebook Pieces of Flair process stages



Design Progression

Isis Power Tea color pallet and outline tests



Design Progression

Isis Power Tea logo, carrier, and point of sale elements



isis
POWER TEA

Vitamin rich natural energy.

isis
POWER TEA

Vitamin rich natural energy.

isis
POWER TEA

Vitamin rich natural energy.

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POWER TEA

Vitamin rich natural energy.

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Vitamin rich natural energy.

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POWER TEA

Vitamin rich natural energy.

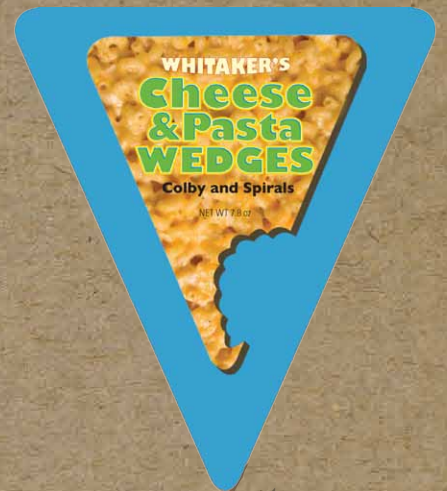
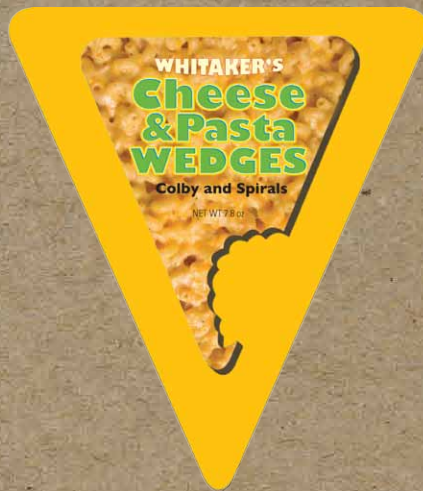
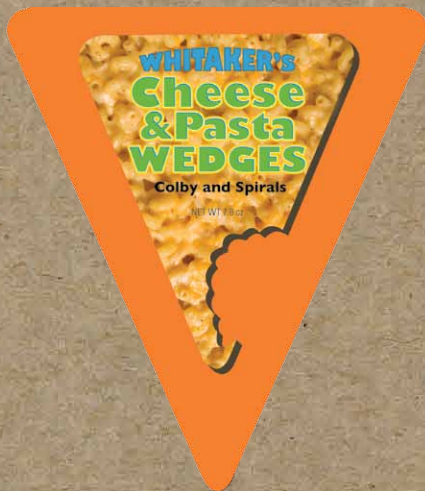
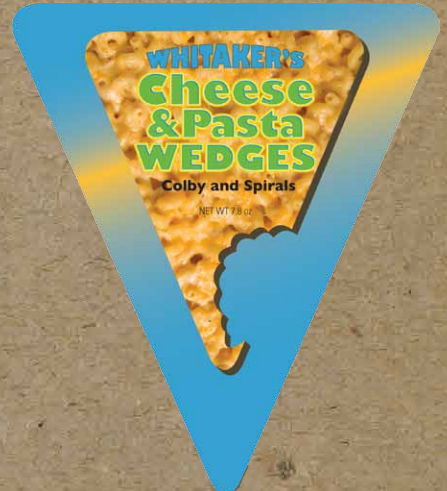
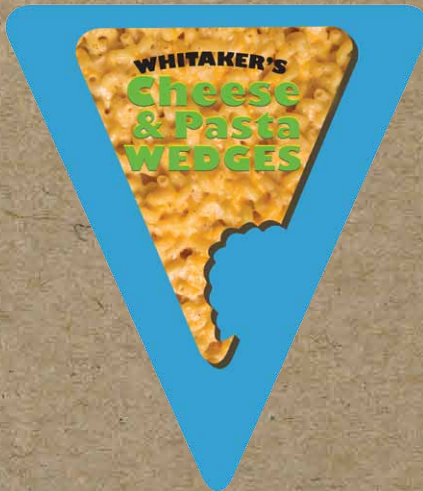
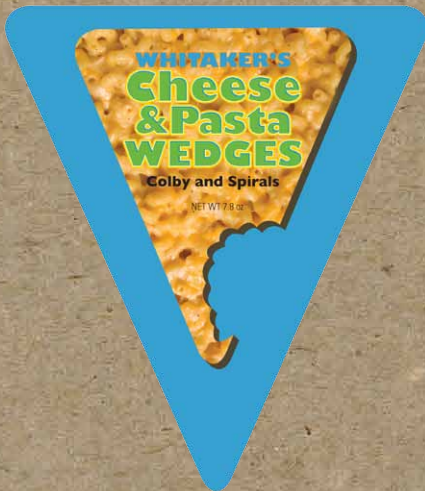
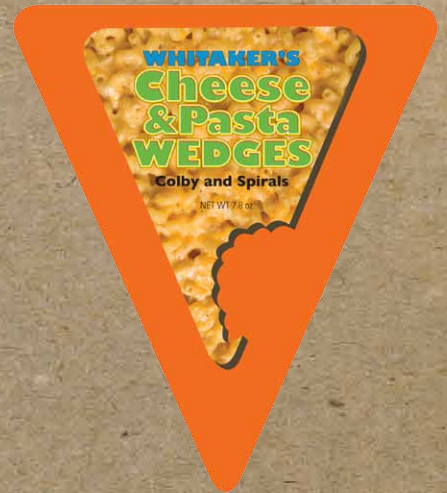
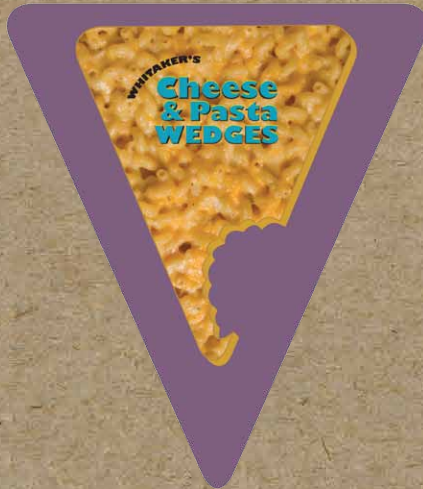
Design Progression

Isis Power Tea point of sale
construction photos



Design Progression

Whitaker's Cheese & Pasta Wedges elements, color pallet and layout tests



Design Progression

Stationary elements and variations

KARL USCHOLD

149 DARTMOUTH ST, APT. E
ROCHESTER, NY 14607

KARL USCHOLD

GRAPHIC DESIGNER

27 HIAWATHA TRAIL
SPENCERPORT, NY 14559

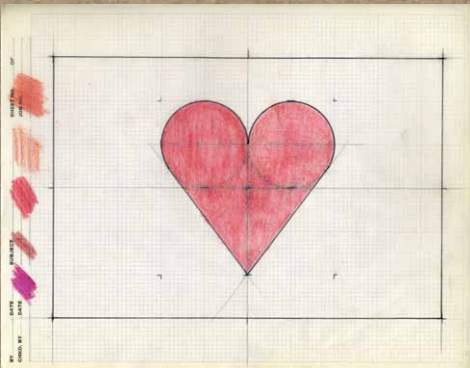
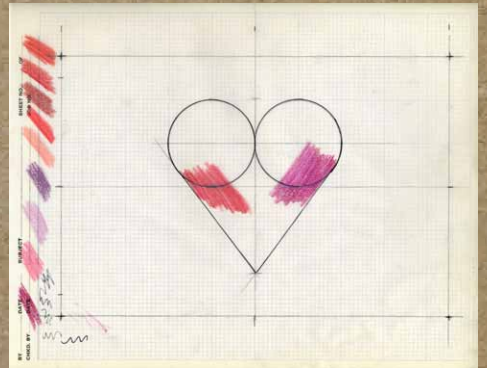
610.349.0521

KARL.USCHOLD@GMAIL.COM

THANK YOU

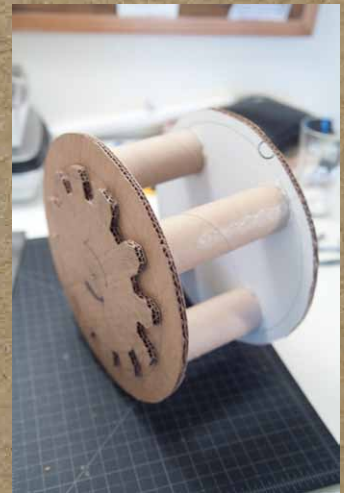
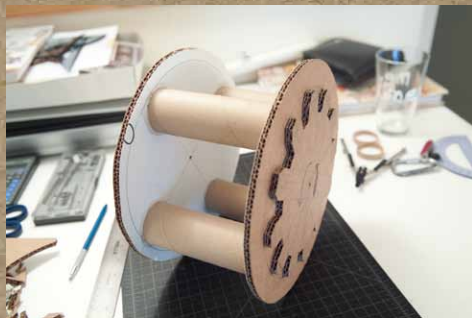
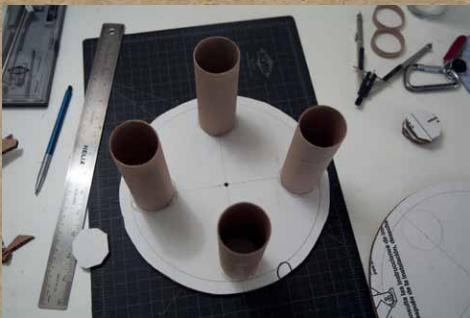
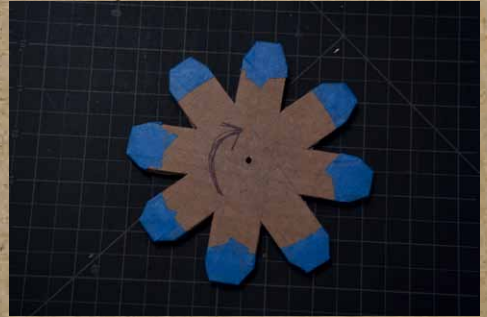
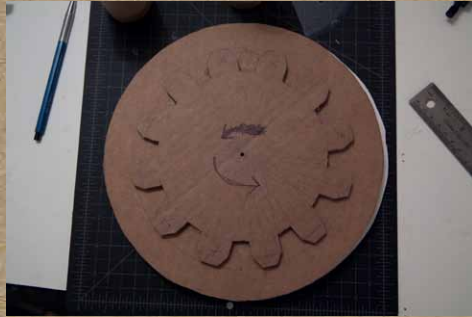
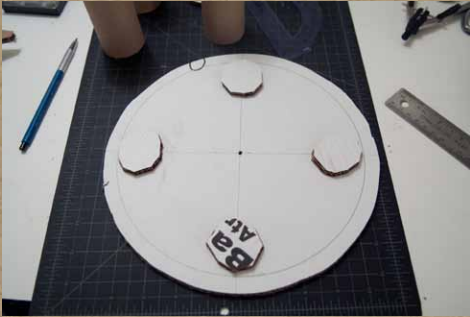
Design Progression

Valentine Post Card elements and process stages.



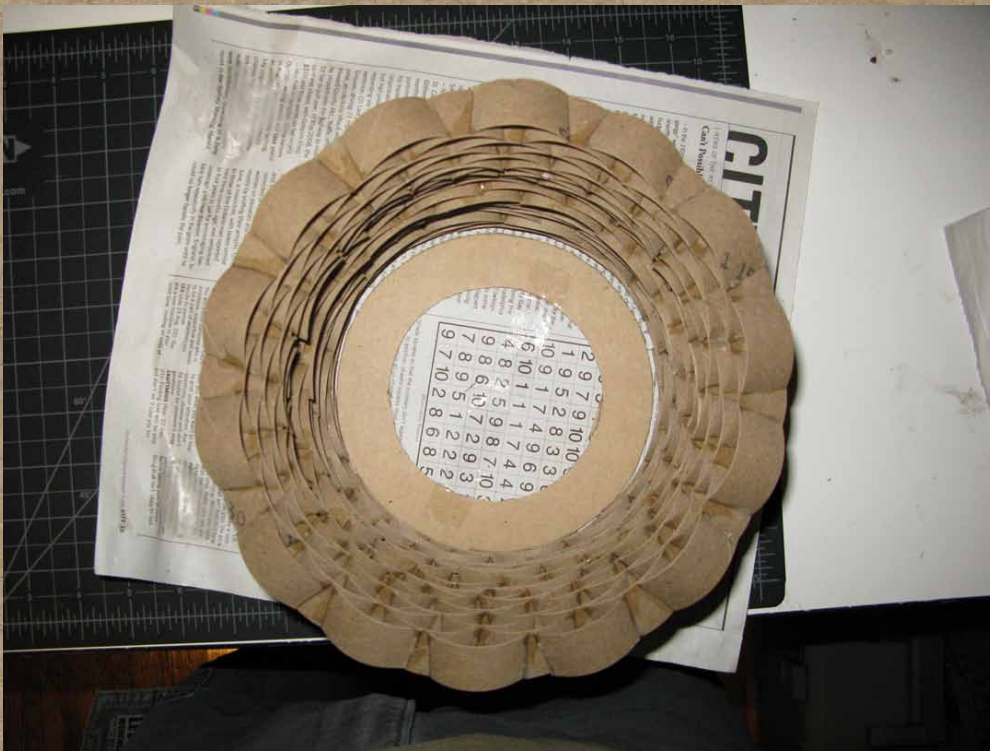
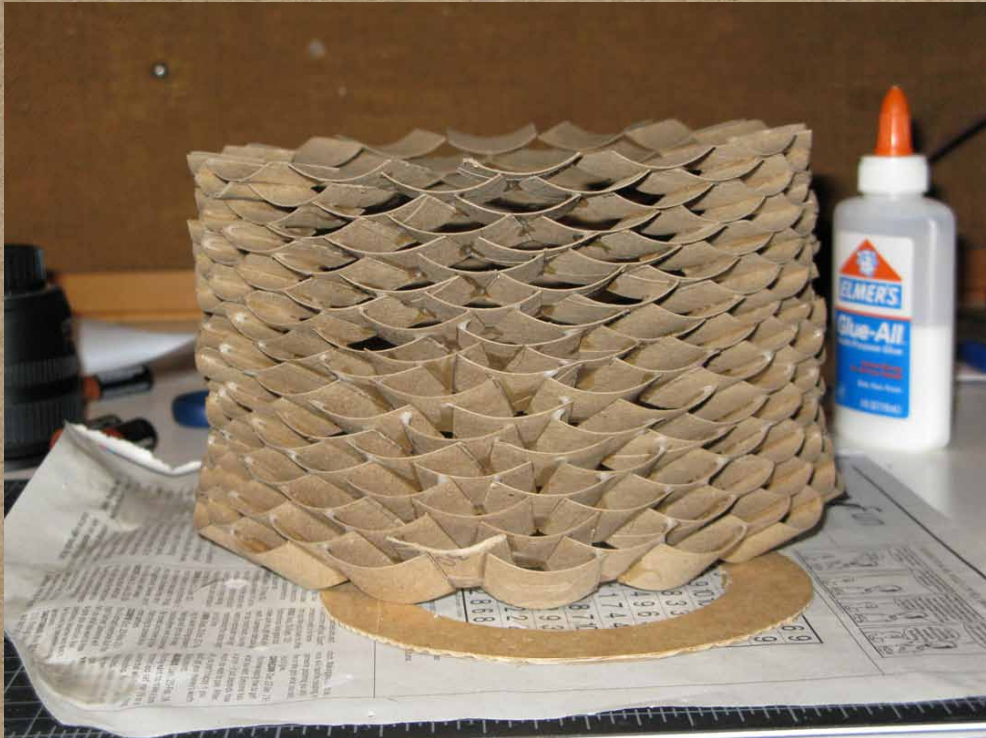
Design Progression

Mutoscope internal workings construction photos

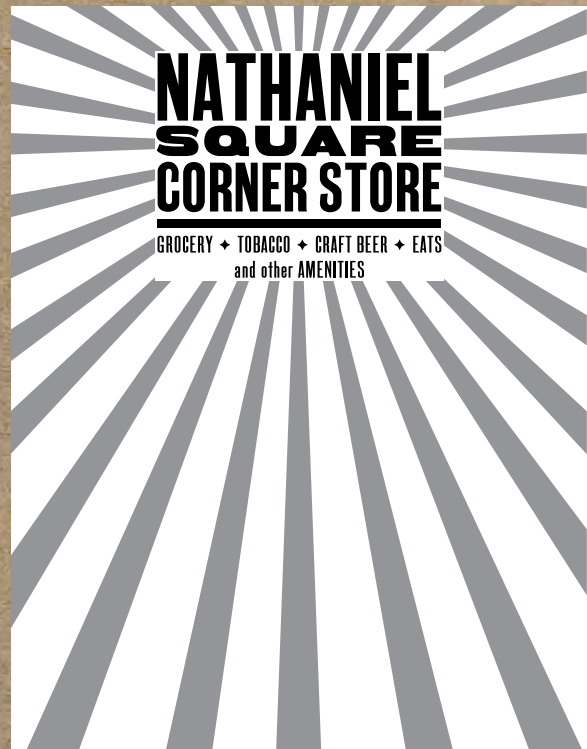
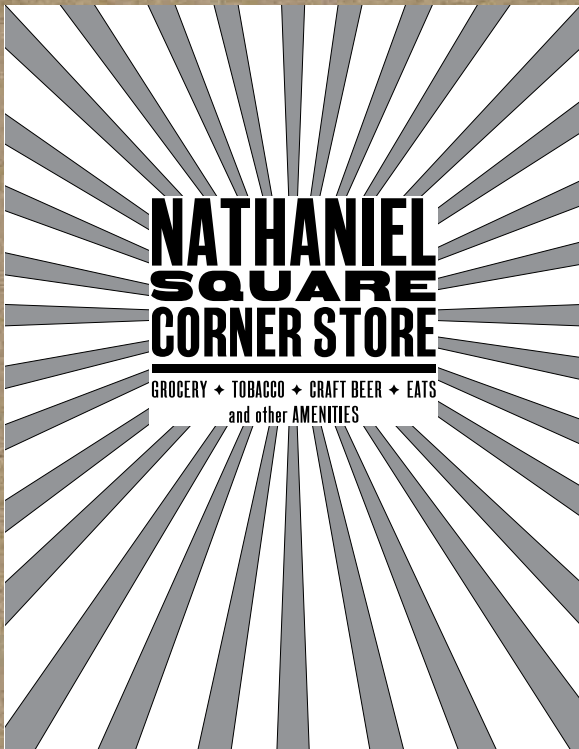


Design Progression

Lamp Shade under construction



Nathaniel Square Corner Store
flier process stages



Design Progression

Nathaniel Square Corner Store
Mixed 6 elements and layout tests

NATHANIEL SQUARE CORNER STORE



6

MIXED 6



<h3>MIXED 6</h3> <p>NATHANIEL SQUARE CORNER STORE 585.325.1150 496 South Ave. Rochester NY 14620</p> <p>\$10 + Hand Selected Micro Brews +</p>	<h3>MIXED 6</h3> <p>NATHANIEL SQUARE CORNER STORE 585.325.1150 496 South Ave. Rochester NY 14620</p> <p>\$10 + Hand Selected Micro Brews +</p>
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Photography

Selections from photography portfolio:
studio and table top samples



Photography

Selections from photography portfolio:
outdoor and on-location samples



Photography

Selections from photography portfolio:
ambient light interior and silhouette



Photography

Selections from photography portfolio:
landscape and time lapse

