

# 01 Illustration by Usage

**1.1** Limited Color Illustration

**1.2** Full Color Illustration

**1.3** Painting

**1.4** Black and White / Minimal Color

**1.5** Vintage

**1.6** Fine Art / Traditional

**1.7** Hand Rendered Text



**Right:** Bayou Rum Small Footprint Display

**Opposite:** Green Energy Poster - Solar Power





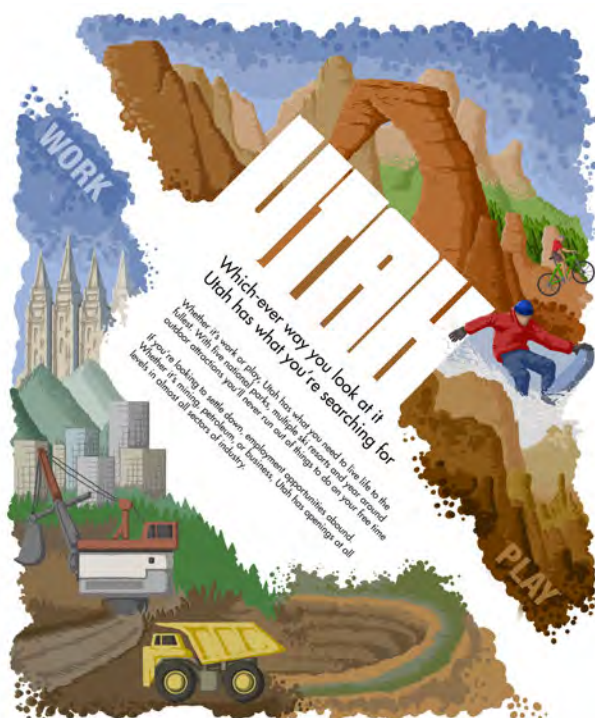
# 1.1 Poster Design

**Poster Design** is probably the most recognized form of commercial illustration. While the advent of stock photography and photo manipulation have decreased the prevalence of illustration in graphic design, the use of purpose rendered original art is still the best method for when the designer requires a specific stylized end result. Posters and print media are an integral part of off line marketing, especially for smaller companies with limited exposure. These companies rely on ground level local business and word of mouth to gain business, and posters are an easy and cheap method of getting the word out to potential customers. Posters are also excellent for events and special occasions that need to quickly disseminate information to those in a specific geographic area.

**Bottom Left:** Starship Troopers Novel Poster

**Bottom Right:** Notional Utah Travel Poster

**Opposite:** LSU Basketball Poster Concept



2015

2016

# LSU

## BASKETBALL



### November

13	McNeese State	9:00 PM
16	Kennesaw St	9:00 PM
19	South Alabama	9:00 PM
23	Marquette	7:00 PM
24	NC State	5:30 PM
30	Charleston	7:00 PM

### December

02	North Florida	8:00 PM
13	Houston	5:30 PM
16	Gardner-Webb	7:00 PM
19	Oral Roberts	2:00 PM
22	American U	8:00 PM
29	Wake Forest	7:00 PM

### January

02	Vanderbilt	9:00 PM
05	Kentucky	9:00 PM
09	Florida	1:30 PM
13	Ole Miss	9:00 PM
16	Arkansas	8:30 PM
19	Texas A&M	9:00 PM
23	Alabama	2:00 PM
26	Georgia	9:00 PM
30	Oklahoma	5:00 PM

### February

02	Auburn	7:00 PM
06	Miss St	8:00 PM
10	South Carolina	7:00 PM
13	Texas A&M	1:00 PM
17	Alabama	9:00 PM
20	Tennessee	5:30 PM
23	Arkansas	7:00 PM
27	Florida	8:30 PM

### March

01	Missouri	9:00 PM
05	Kentucky	2:00 PM





# 1.2 Packaging Illustration

**Packaging Design** needs to immediately grab the attention of potential customers and connect with their needs enough to justify the purchase price. Packaging illustration is a very effective method of separating your product from the rest of the competition. Illustration can also take advantage of the local culture by mimicking traditional art styles or design sensibilities.

**Bottom Left:** Deajio Japanese Whiskey Concept Mockup

**Bottom Center:** Deajio Japanese Whiskey Concept Label

**Bottom Right:** Candy Box Cookies packaging

**Opposite:** Two Roads Coffee Stout Illustration Concept

**Opposite:** Two Roads Coffee Stout Full Label Concept







# 1.3 Prototyping / Mock-up Illustration

**Prototyping and Mock-up Illustrations** are a way of demonstrating the final look of a physical deliverable without the need to construct a full prototype. The fabrication of a physical asset is both time consuming and expensive. The use of illustration is a cheap and expedient method of showing clients what the final product will look like. Clients are more likely to approve these assets if they are confident that they have a good idea of what the final result will look like. Mock-up illustration can also help the fabrication team to more accurately reproduce the intent of the design team. When used properly, prototype and mock-up illustrations can greatly reduce the turn around time of the final fabrication process through fewer prototypes and revisions, saving time and money for both the design team and the client.

**Bottom:** Celis Bottle Glorifier Concepts

**Opposite Top Left:** Bayou Rum Small Footprint Display Mockup

**Opposite Top Right:** Bayou Rum Small Footprint Display Rough

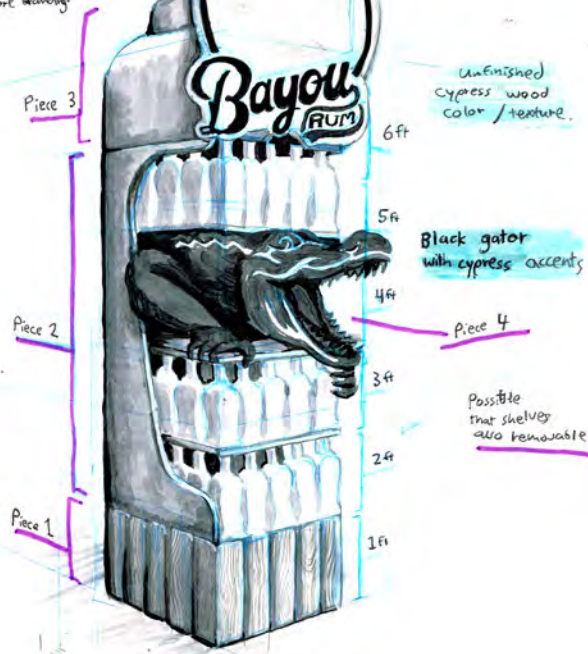
**Opposite Bottom:** Hanger One Fog Point Bottle Glorifier Concepts





look into activating  
sides and Base

think  
found objects -  
apple boxes  
more hand-drawn



Hangar 1 Glorifier  
BRZoom  
20151030



"fog" will be hand  
blown looking glass  
with blue tint and  
some translucency  
through frosting

Gold etching on  
neck will mimic  
mesh on fog catcher

Base will have reclaimed  
wood look with cypress  
burned in



Stand will mimic  
look of fog catcher

"fog" will be hand  
blown looking glass  
with blue tint and  
some translucency  
through frosting





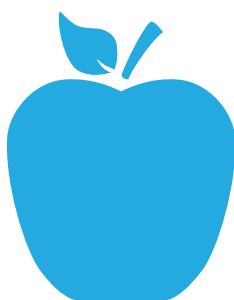
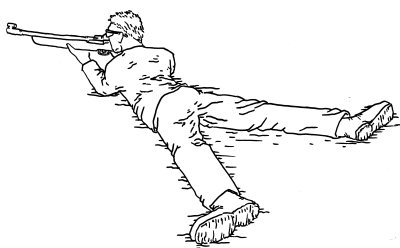
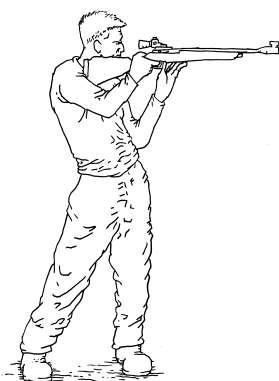
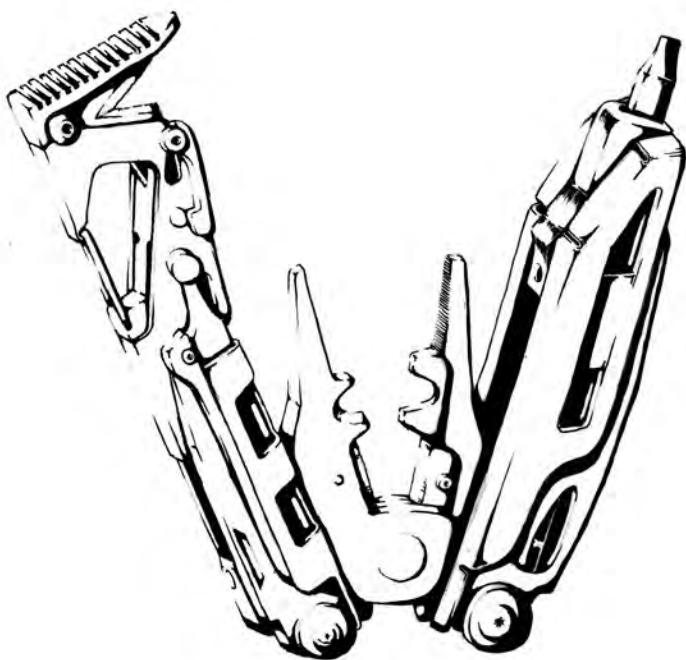
# 1.4 Collateral, Branding, and Asset Illustration

**Collateral, Branding, and Asset Illustration** are not as overt as other forms of illustration, but still play an important role in graphic design. There is always a need for various ancillary elements within a marketing campaign. These can be stand alone items such as t-shirt designs and decals, or smaller illustrations that will be used as elements of a brochure or publication. Illustrations are particularly useful when a designer wants to contrast an element with photographic assets that share the same space. The use of purpose made illustration can also increase the perceived value and sophistication of a product by avoiding the clip art feel that is encountered when using stock glyphs and drawings.

**Bottom:** War Dog Ranch Collateral Illustration

**Opposite:** Various Asset and Branding Illustrations for: School Work, East Baton Rouge 4-H Shooting Sports, Student Alliance Council, Acadian Armaments, and Broken and Unreadable







# 1.5 CD / DVD Cover Illustration

**CD and DVD Cover Illustration** dates back to the late 1930s, when Alex Steinweiss began to use purpose created design rather than stock art on the album covers at Columbia Records. Since then, albums, and later CDs and DVDs, have become some of the most diverse and well known pieces of commercial art ever produced. Album cover art must be able to convey the identity of the music at a glance, which is crucial to creating sales in a retail environment. The art must also mesh with the look and feel of the band's existing branding while simultaneously spreading in new directions. Illustration remains popular as method of CD cover design, and the prevalence of stylization has led to a massive number of interesting and varied designs.

**Bottom:** Notional CD Cover, Finding New Eyes

**Opposite:** Notional CD Covers for the Band "For Your Own Good"



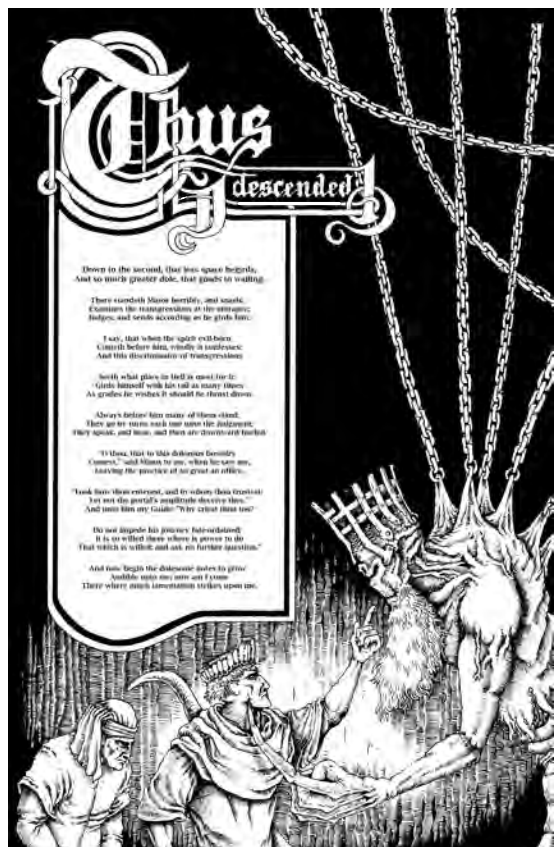




# 1.6 Book Illustration

**Book Illustration** is a great way to add to the prestige and uniqueness of books and other long-form publications. Shelf space is very limited in most bookstores and news stands, so maximizing the “curb appeal” of your publication is paramount to its commercial success. Generally speaking the use of stock imagery and photo manipulation will only help you to blend in with the crowd. Illustration, especially illustration that uses a unique style, will help your book to break away from the competition, and draw the necessary attention to sell your product.

**Bottom:** Interior Illustrations, Dante’s Inferno  
**Opposite:** Notional Cover Illustration, Art of Post Modern Rock





# MODERN ROCK



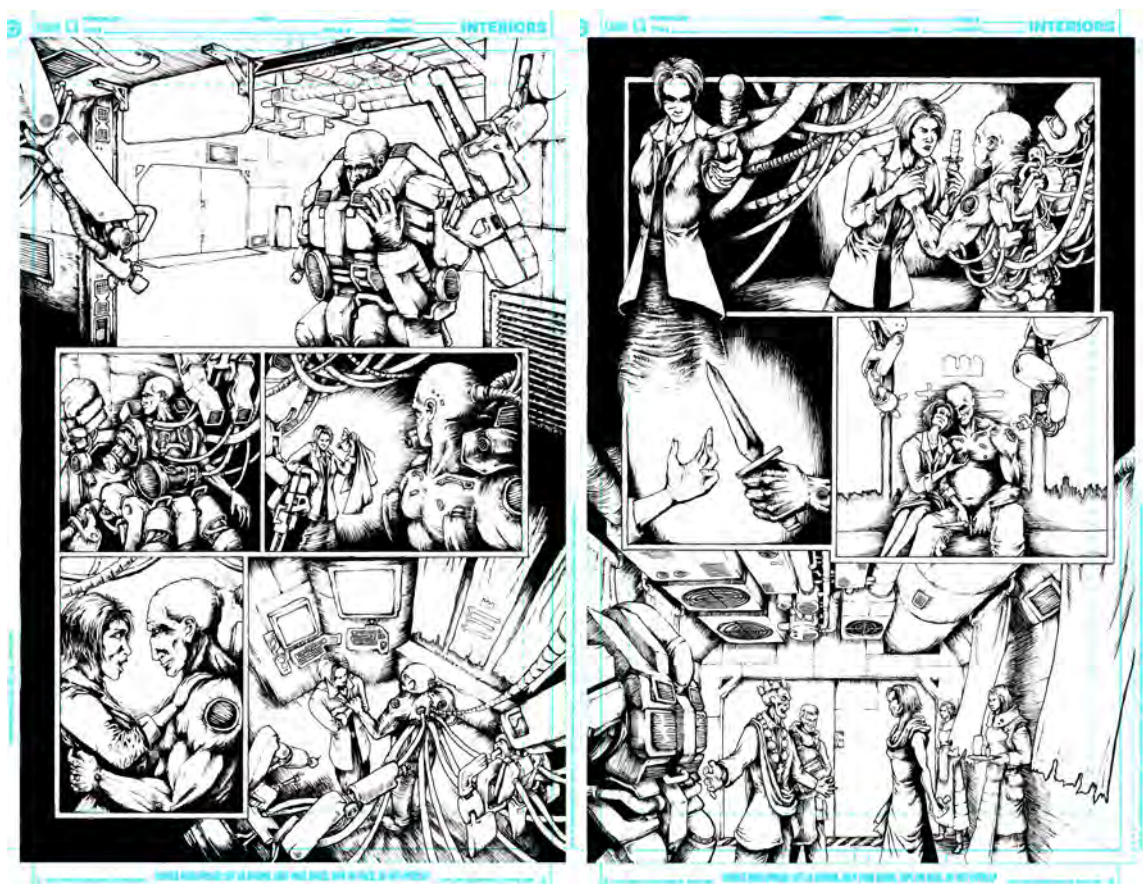


# 1.7 Sequential Art Story-Boarding

**Sequential Art and Story-Boarding** are both great methods of relaying information. Sequential art has a long history in America and abroad, and many publications consisting solely of sequential art. The use of sequential story telling in graphic design is less common, but still a very effective method of relaying information. Sequential art is commonly used as a part of training publications and the directions section of product packaging. Sequential art is also useful in that it circumvents the language barrier, which can be particularly useful when the design must work in a bilingual community or be sold internationally. Story-Boarding is the preferred method of showing the flow and concept of a video project or motion design. This is useful not only to the design and videography team, but also the client, who will often want an idea of the final piece before approval. Story board illustration can also be implemented into a pre-visualization display, which is becoming increasingly common as video editing tools become more accessible.

**Bottom:** Interior Spread, Macbeth Adaptation Graphic Novel

**Opposite:** Story Board, Student Alliance Council Intro Video



# Student Alliance Council

“Introduction”  
1 minute spot, motion graphic  
November 2015



1. Begin on white, *logo bubble element* fades in.
2. *Logo dots element* speed through the *logo bubble element*, “shattering” logotype.
3. Dots slow to a stop.
4. Camera zooms into blue dot until it takes up entire screen.



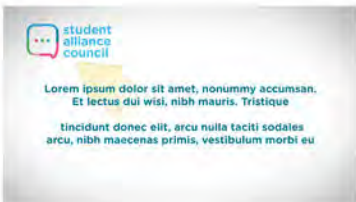
1. As camera zooms to blue dot, *health secondary logo* fades in.
2. *Health secondary logo* shrinks and moves to top left corner. Photo and text fade in.
3. Camera pulls away from blue dot and zooms to magenta dot. Text elements remain fixed to blue dot.



1. As camera zooms to pink dot, *education secondary logo* fades in.
2. *Education secondary logo* shrinks and moves to top right corner. Photo and text fade in.
3. Camera pulls away from pink dot and zooms to green dot. Text elements remain fixed to pink dot.



1. As camera zooms to green dot, *awareness secondary logo* fades in.
2. *Awareness secondary logo* shrinks and moves to top left corner. Photo and text fade in.
3. Text and photo fade out, camera zooms out while blue and pink dot fade in to form overlapping pattern.



1. Dots fade out to reveal *SAC primary logo*. *Logo dots element* fades in.
2. *SAC primary logo* moves left while text reveals and moves right, forming *SAC primary logo with text*.
3. *SAC primary logo with text* moves to top left corner. *SAC mission statement* fades in.
4. Fade to black.



# 02 Illustration by Style

**2.1** Limited Color Illustration

**2.2** Full Color Illustration

**2.3** Painting

**2.4** Black and White / Minimal Color

**2.5** Vintage

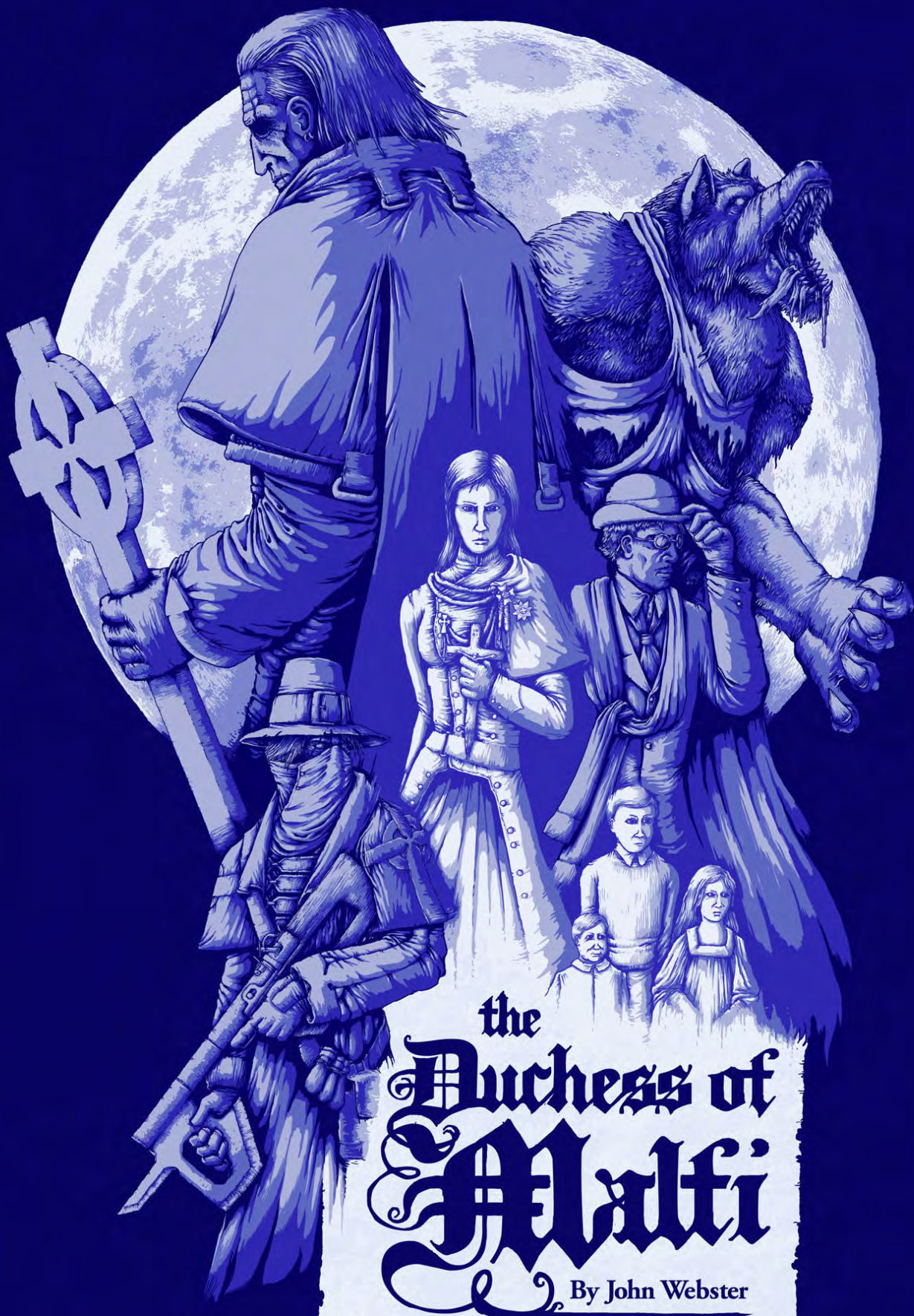
**2.6** Fine Art / Traditional

**2.7** Hand Rendered Text



**Right:** LSU Basketball Promotional Concept

**Opposite:** Promotional Poster, Duchess of Malfi



the  
**Duchess of  
Malfi**  
By John Webster



# 2.1 Limited Color Illustration

Illustrations that use of a limited section of the color wheel, or a small number of specific hues to create the final composition. Most often contain an analogous color scheme.

**Bottom Left:** Collateral Art, Firewatch Initiative

**Bottom Right:** Poster Design, Addiction

**Opposite:** Promotional Poster: Othello Adaptation







# Othello

Look to her, Kurd, if thou hast eyes to see,  
She has deceived her father, and may thee



# 2.2 Full Color Illustration

Four color illustrations that make use of the entire available color spectrum



**Right:** Promotional Poster, The Alchemist  
**Bottom:** Keyframe, Othello Adaptation  
**Opposite:** Promotional Poster, Range 15





# RANGE

THE ONLY THING SCARIER THAN THE WORLD ENDING

IS THE TEAM THAT'S TRYING TO SAVE IT

# 15



STREET JUSTICE FILMS PRESENTS A ROSS PATTERSON FILM INTRODUCING WILLIAM JONES MAT BEST  
JARRED TAYLOR VINCENT VARGAS EVAN HAFFER JACK MANDAVILLE NICK PALMISCANO TOM AMENTA AND  
DAKOTA MEYER LEROY PETRY TIM KENNEDY PRODUCED BY ROSS PATTERSON WRITTEN BY WILLIAM JONES DIRECTED BY ROSS PATTERSON



# 2.3 Painting

Illustrations that mimic the style of traditional painting

**Bottom:** Google Doodle Design, La Tomatina

**Opposite Top:** Candy Box Cookies Promotional Illustration

**Opposite Bottom:** Candy Box Cookies Packaging Illustration



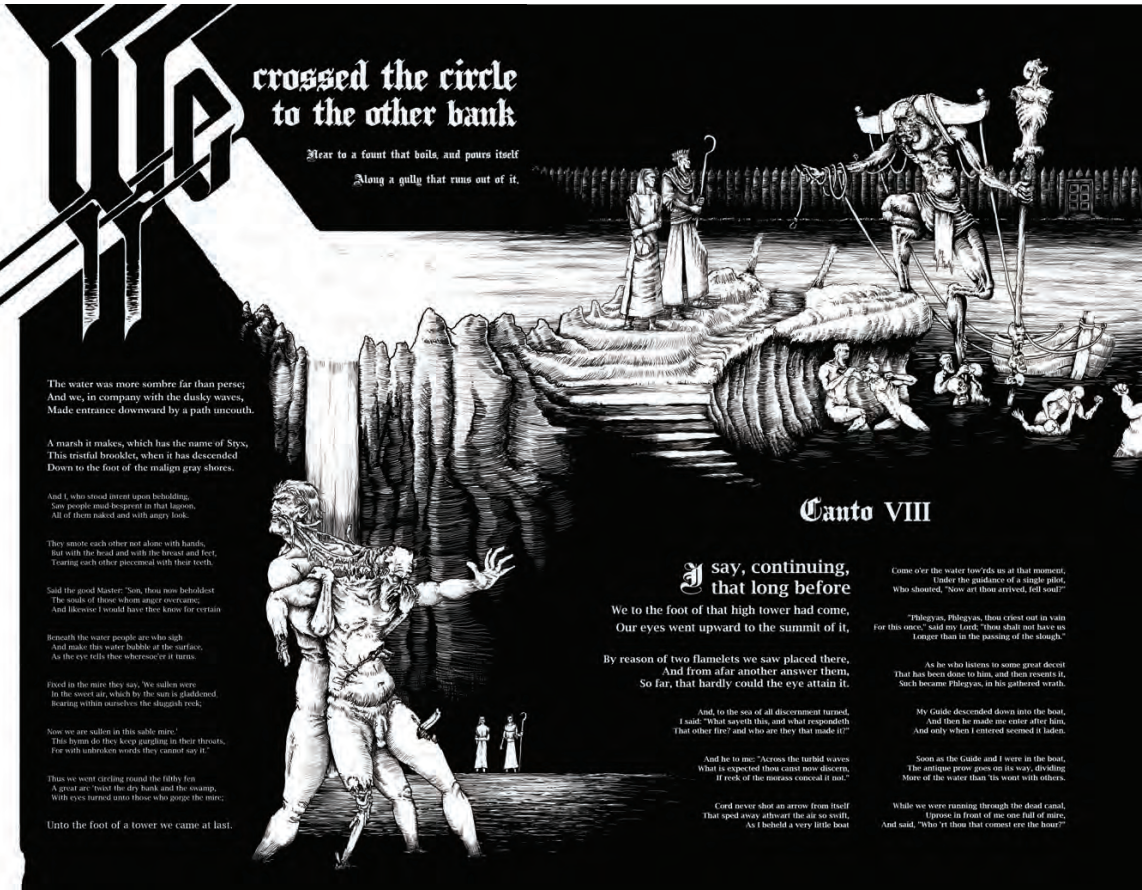




# 2.4 Black and White, Minimal Color

Illustrations that make use of only black ink, as well as works that are primarily black and white with the addition of small amounts of color. This color is used sparingly to accent the composition or draw attention to specific elements of the design.

Left: Poster Design, Big  
Bottom: Interior Illustration, Dante's Inferno  
Opposite: Retreat Poster, Our Lady of Perpetual Help





# 100%



Everyone who calls out  
to the Lord for help will be  
saved. But how can they  
call to him for help if they  
have not believed? And  
how can they believe if  
they have not heard the  
message? And how can  
they hear if the message  
is not proclaimed? And  
how can the message be  
proclaimed if the mess-  
engers are not sent out?

For who says



# 2.5 Vintage

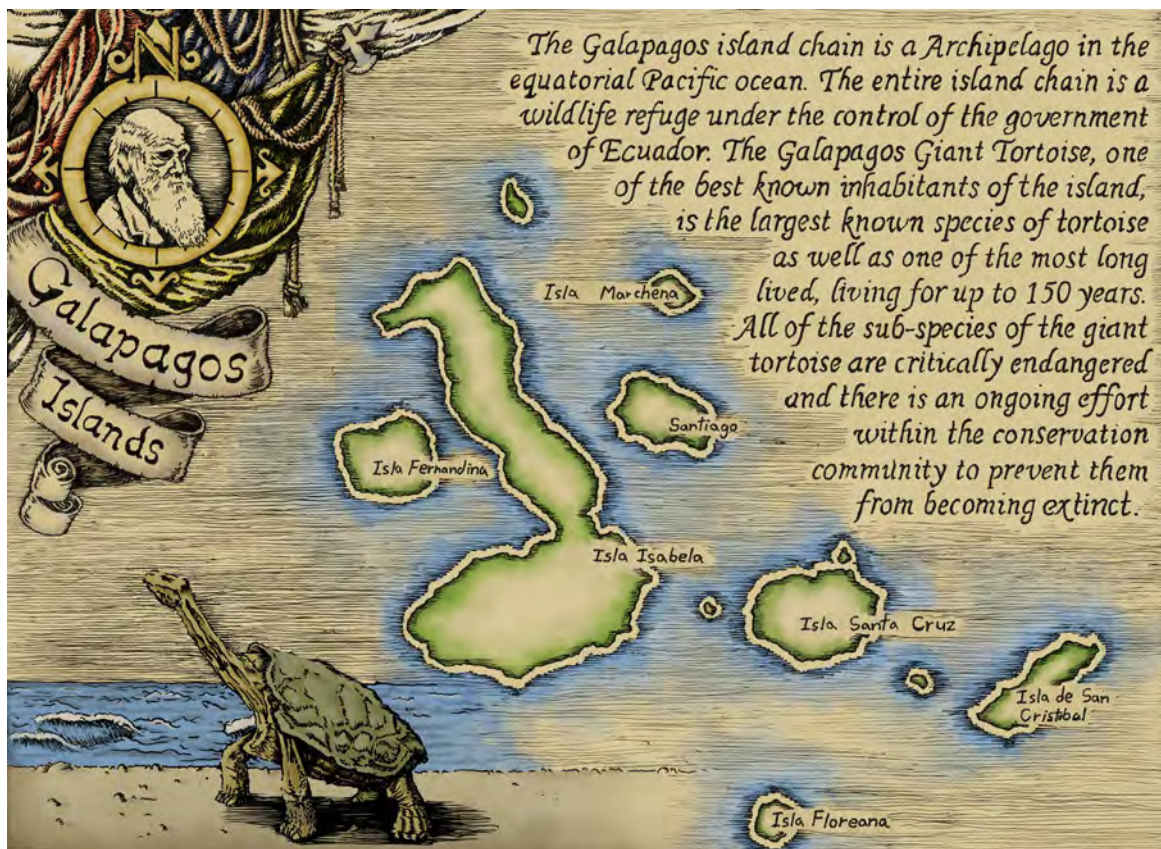
Illustrations that mimic historically prevalent methods of mark making and production, especially classic print-making techniques such as woodblock, intaglio, and etching.



**Left:** Sudarium Illustration

**Bottom:** Postcard Concept, Galapagos Island

**Opposite:** Interior Illustration, Dante's Inferno





Judgment



# 2.6 Traditional, Fine Art

Illustrations and visual pieces created using traditional methods without any specific commercial guidelines or intent.



**Left:** Still Life Pallete Knife Painting

**Bottom:** Ink Drawing, Old Age

**Opposite:** Various Ink and Charcoal Drawings

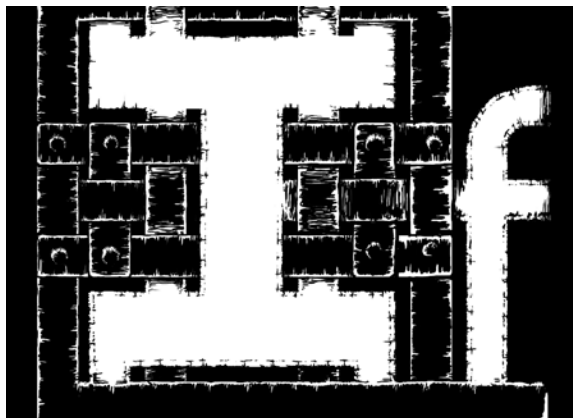






# 2.7 Hand Rendered Typography

The use of illustration to create letter-forms and text blocks that would be impossible to achieve using digital fonts and type tools.



**Left:** Heading Typography, Dante's Inferno  
**Bottom:** CD cover Typography Concept  
**Opposite Top Left:** Heading Typography, Dante's Inferno  
**Opposite Top Right:** Poster Title, Duchess of Malfi  
**Opposite 2nd Row Left:** Poster Title, Range 15  
**Opposite 2nd Row Right:** CD Cover Typography  
**Opposite 3rd and 4th Row:** CD Cover Typography







# 03 More Information

**3.1** Other Services

**3.2** Resume

**3.3** Contact



**Right:** Collateral Image, Two Roads Brewery

**Opposite:** Cosmetics Poster Concept



# BØREALIS

## STAND OUT

BOLD NEW COLOR  
FROM POLARIS  
COSMETICS



# 3.1 Other Services

## Graphic Design

Student Alliance Council, Branding and Identity



Notional Woody Pirtle Article, Publication design



Opposite: Magazine Cover

Above: Interior Spread

Right: Backside of Foldout Page

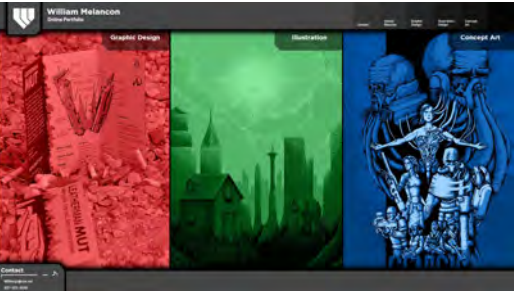


Web Design

Firewatch Initiative Website

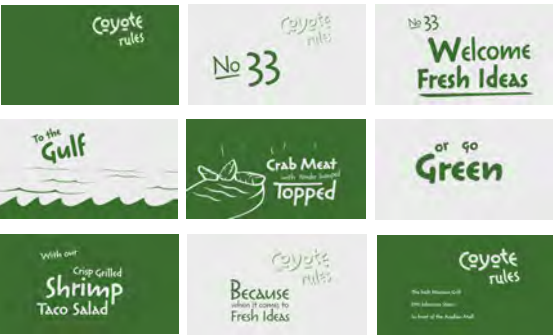


Portfolio Website

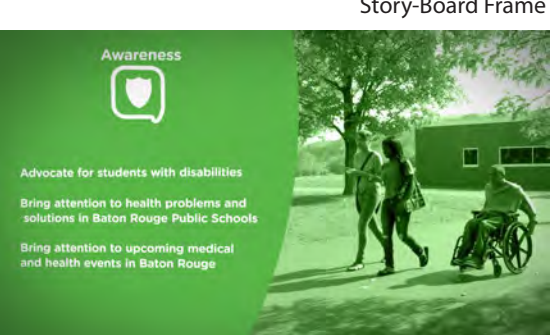


Motion Design

Coyote Blues Notional Video Spot



Student Alliance Council Intro Video



Final Spot



# 3.2 Resume



## William Melancon

### Graphic Designer / Illustrator

- **(2015) Bochanis Rogan Zoom**, Baton Rouge, LA  
**Internship:**  
Packaging,  
Point of Sale,  
Print Design
- **(2015) Stray Films**, Baton Rouge, LA  
Freelance Grip,  
Gaffing, Set Prep
- **(2015) Vidox Motion Imagery**, Lafayette, LA  
**Internship:**  
Commercial Production  
Motion Graphics  
Filming, Lighting, Set Prep
- **(2013 - 2015) Hobby Lobby**, Baton Rouge, LA  
Framer
- **(2012 - 2015) T-Box Design Group**, Baton Rouge, LA  
Owner and Founder
- **(2008 - 2012) United States Marine Corps**, Everywhere  
Non-Commissioned Officer (Corporal)  
Rifleman / Designated Marksman  
Combat Marksmanship Coach

### Software Mastery

- **Adobe CC**  
Photoshop  
Illustrator  
InDesign  
Dreamweaver  
After Effects  
Premier
- **Davinci Resolve**
- **Davinci Fusion**
- **Corel Draw**

### Web Design Capabilities

- **HTML5**
- **CSS**
- **Java-script**
- **SVG**
- **PHP**

### Hand Rendering Skills

- **Cartography**
- **Illustration**
- **Drafting**

### Graphic Design Commissions

- 2015**, LSU Athletics
- 2014**, War Dog Ranch
- 2014**, Do Si Dough, Cajun Confectionery Company
- 2014**, Our Lady of Perpetual Help Catholic Church
- 2014**, LSU Fusion Review
- 2013**, Done and Done Apparel
- 2013**, Zealous Zek, Purged Records

### Awards and Recognition

- 2016**, Graduate, Summa Cum Laude, Louisiana State University
- 2016**, Upper Division Honors Distinction, Ogden Honors College
- 2016**, College Honors, Ogden Honors College
- 2016**, Tau Sigma Delta Honor Society
- 2016**, Gold Addy, Student Illustration, Single
- 2016**, Gold Addy, Student Illustration, Campaign
- 2016**, AAF Student Special Judges Award
- 2015**, Silver ADDY, Group Student Project
- 2014**, Sophomore Honors Distinction, Ogden Honors College
- 2013**, Phi Eta Sigma Honor Society
- 2012**, Navy Presidential Unit Citation
- 2012**, Navy Unit Commendation Medal
- 2009-2011**, Afghanistan Campaign Medal
- 2009**, Letter of Commendation
- 2009**, Letter of Appreciation, Hawaii Food Bank
- 2009**, Letter of Appreciation, Friends of 'Aikahi Playground
- 2006**, Eagle Scout, Boy Scouts of America

### Galleries and Shows

- **(2016) Shakestravaganza**  
Shakespeare 400 anniversary celebration
- **(2015) Burning Man Festival**  
Veteran's Art Exhibition
- **(2015) LSU Juried Art Show**  
LSU Student Union
- **(2014) HAART Poster Gallery**  
World Aids Day Poster Competition,  
Glassell Gallery, Shaw Center
- **(2013) Meadowlark Herald**  
Online Magazine,  
*Picturing PTSD - An interview  
with William Melancon*

### Contact

Williamjr@cox.net  
337-501-3240  
tboxdesign.com

# 3.3 Contact

## Contact information

**Email:** [williamjr@cox.net](mailto:williamjr@cox.net)

**Phone:** 337-501-3240

**Online Portfolio:** [www.tboxdesign.com](http://www.tboxdesign.com)





# **William Melancon**

## Illustration Portfolio