

Spring 2020

## **The Conceptual Blend**

Jack Kieran Feltes

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the  
**CONCEPTUAL  
BLEND**



**A COLLECTION OF ORIGINAL  
WORKS & IDEAS BY  
JACK KIERAN FELTES**

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Jack Feltes is a multidisciplined creative expert. In this increasingly digital age, Jack is able to mix a variety of analog and digital forms to produce effective multifaceted media. He is skilled in film and digital photography, printmaking, multimedia collage, publication layout, and a variety of design related skills. Jack uses creative diversity to approach situations with a unique perspective, his work is often a mix of different ideas and styles.

As this is being written, Jack Feltes is a senior at the University of Wisconsin-Milwaukee. Jack is pursuing a BA in Digital Arts and Culture with a minor in Studio Art. The DAC program is an

interdisciplinary program that allows students to experiment with a variety of subjects. Jack focused heavily on three areas: journalism, communication, and art and design. As a person that thrives in an environment that encourages diversity, the DAC program has been a perfect fit.

Jack has never been the kind of person that sits still, he is constantly learning or creating something new. These habits and ideas come from the teachings and works of his role models. His favorite artist is Sister Corita Kent, a 20th century DIY printmaker and educator. Her work is abstract yet overwhelmingly engaging, she worked with a wide spectrum of color and hand cut typography. Jack loves her ability to work unconventionally, using overlapping colors and cryptic logos and type. Although her work is undeniably abstract, her message is clear and concise, she mixes the art and the message perfectly. Another influence for Jack is David Carson, art director of *Ray Gun Magazine*. Carson is an innovator in creative magazine layout and his use of unconventional typography. Jack

loves publication layout and the work of David Carson opened his eyes to the effectiveness of an attractive spread. Finally, Jack takes a great deal of inspiration from the author Brain Tracy, author of Jack's favorite book *No Excuses*. Tracy is an author that focuses on self-discipline and the power of hard work. His work encourages Jack to stay disciplined, reinforces the power of a positive mindset, and encourages constant growth.

As he developed as a creative, Jack realized that an artist's skillset needs to be diverse. The need for diversity comes from a mixture of his schoolwork and his constant desire to better himself. Jack is very much a self-taught artist; every skill has developed from hours of trial and error. This desire to learn on his own comes from his appreciation of DIY artists, particularly Sister Corita Kent and David Carson, as mentioned above. This "do it yourself" approach molds artist into experts and allows them to push their work because they understand every facet of the process. In his free time, Jack learned basic design principles,

the Adobe creative suite, printmaking techniques, film and digital photography, and a variety of other skills. Jack believes these skills are independently valuable, but when used together an artist is far more efficient and effective.

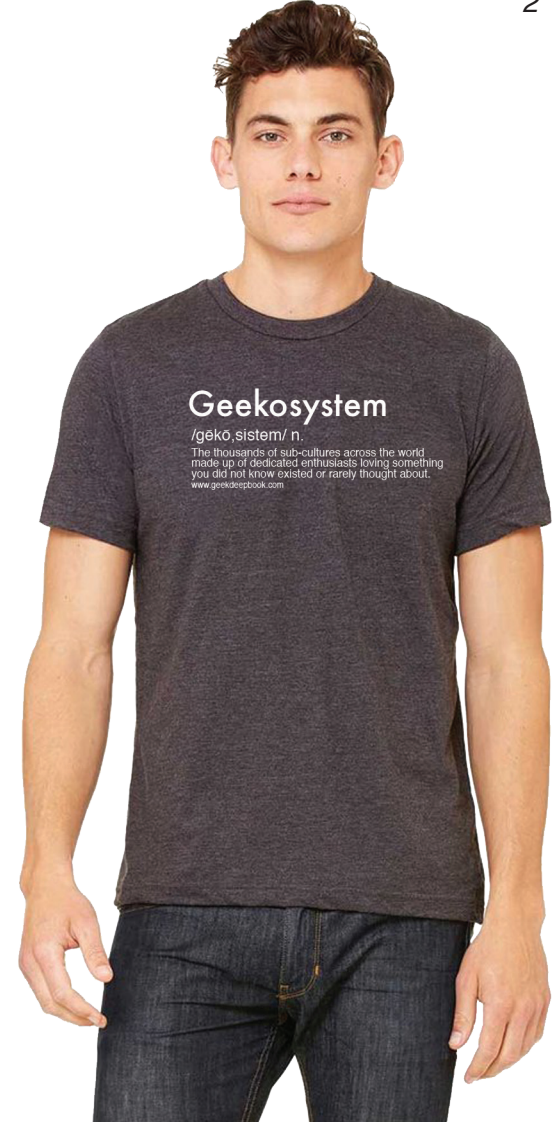
Many artists look at their work as a static concept, they pursue their medium and create art with the sole purpose of visual pleasure. Jack believes this is a narrow-minded approach, he believes that his work should be more than just visual. This mindset comes from the increase of digital media. This is media that is powerful, but it lacks dimension and human connection. Jack always wants a product, he wants a t-shirt, a print, or a magazine. The transition from digital to physical is powerful, it builds a connection with the viewer. Jack believes that his greatest skill as a creative is his ability to combine different mediums and intertwine them with the digital and physical worlds. With an understanding of how his skills work together, Jack is an incredibly effective creator and problem solver.

# FOCUS TRAINING

**F**OCUS Training is an organization located in Milwaukee, Wisconsin. FOCUS is an organization that caters to companies of all sizes, providing leadership development training. Starting in the fall of 2019, I have worked as a digital marketing intern. This is a multifaceted role; I conduct a variety of marketing related tasks. I create content for company social media and our website, aid in event planning, and conduct research for new client acquisition. The following is a mix of infographics and designs used for company branding, all with a professional focus.

## Geekosystem

*/gēkō,sistem/ n.*  
 The thousands of sub-cultures across the world made up of dedicated enthusiasts loving something you did not know existed or rarely thought about.  
[www.geekdeepbook.com](http://www.geekdeepbook.com)



- 1. Illustration used for company branding
- 2. T-shirt mock-up using the illustration from figure 3, sold at a variety of company events
- 3. Illustration created for an upcoming event, used on company website
- 4. Illustration created for an upcoming event, used on company website



# THE NATIONAL KIDNEY FOUNDATION

The National Kidney Foundation is a nationwide health organization that provides aid and support for individuals effected by kidney related illness. I worked as a marketing intern for the Wisconsin division in the spring of 2018. My role required me to create graphics for social media, conduct and record interviews for website content, and create illustrations and print material for their annual run/walk. The following is an entire redesign for the annual run/walk, this event is the most important and profitable part of the organization.



1. Small flyer used to advertise the event
2. Large poster used to advertise the event
3. Redesigned logo, mixing the Kentucky Derby and the National Kidney Foundation logo
4. T-shirt mock-up using the illustration from figure 3, distributed at run/walk

# SUNBURNT RUCKUS CLUB

Sunburnt Ruckus Club is an independent clothing and apparel brand, currently operating out of Los Angeles, California. The brand is known for an energetic and adventurous feel, encouraging followers to get dirty and experience the world around them. I've worked as the brand's creative lead since 2019, focusing on an exciting and cohesive look. The following consists of the main logo and size tags, both of which are used on apparel and merchandise.



1



3



1. Illustration used as brand logo  
2. Size tag illustration used for apparel  
3. Hat, bag, and sweatshirt using logo from figure 1 and tag from figure 2

# PERFORMANCE RUNNING OUTFITTERS

Performance Running Outfitters is a run specialty retail store that focusses on running footwear and apparel. The organization was founded in 2006 in Brookfield, WI, they currently operate through six physical location and an online store. They are committed to superb customer service and an immense knowledge of footwear, apparel, and biomechanics. From 2013-2020 I served as a sales associate and a creative consultant. I created content for company social media and print material through illustration and photography. The following displays a miniature shoe box design, used for small gifts and gift cards.



Amazing Shoes!	MEN/WOMEN	9 UK EST. 2006	[Barcode]
060717-1 GRY/BLU	10		

1. Main illustration used on the top of miniature shoe box  
 2. Illustrations used on the sides of miniature shoe box  
 3. Miniature shoe box design, used for small gifts and gift cards





# PERSONAL WORK

My personal body of work is an ever-evolving creative experiment. Much of my personal work comes from my desire to learn new skills and better myself creatively. I work to be a creative innovator, I am constantly experimenting with new mediums and developing an alternative perspective. I am drawn to a look that feels authentic and honest, I love handwritten typography and graphics. The following are examples of my strength in illustration, branding, and graphic design.



1



2



3



4

- 1. Milwaukee skyline illustration, used for t-shirts
- 2. Poster design for Miller Brewing company
- 3. Water bottle illustration used for stickers
- 4. Can illustration used for stickers



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oth  
client.

Yet, despite the look on m  
face, you're still talking.

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