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PORTFOLIO

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01

BAD SEEDS FILM FESTIVAL VIP KIT

SPRING 2016

Integrated Communications

SUBJECT/CATEGORY:

Identity & Media Kit

DELIVERABLES:

Film Festival Identity & VIP Package

BRIEF:

To create an identity, visual system and VIP guest box set for a single director focused film festival.

SOLUTION:

BAD SEEDS

A GUY RITCHIE FILM FESTIVAL

Focusing on the raw and unpolished visual nature of Ritchie's film library, the project's identity takes it's visual sensibilities from the violent nature and shady characters that are the signatures of Ritchie's films.

Identity hallmarks include a rough, unpolished and distressed aesthetic with an unpolished DIY edge to it. Many pieces have a hand crafted, low-tech feeling as if they have been photocopied a few times too many..



PRIMARY LOGO
BULLET HOLE VERSION

BAD SEEDS

PRIMARY LOGO
STANDARD VERSION

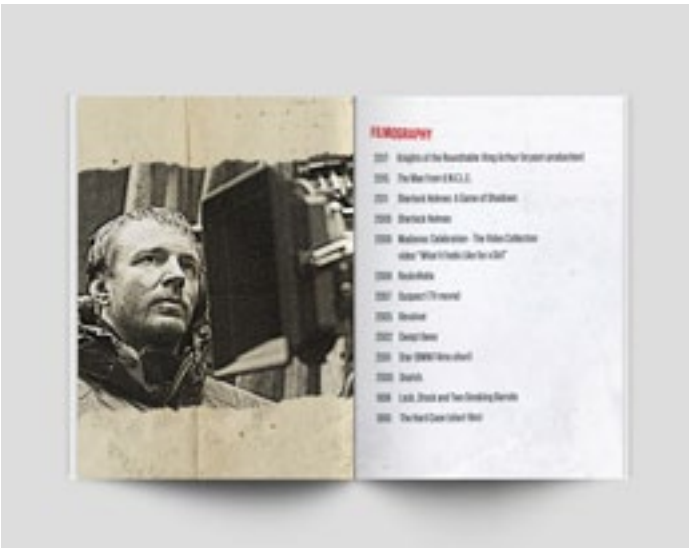
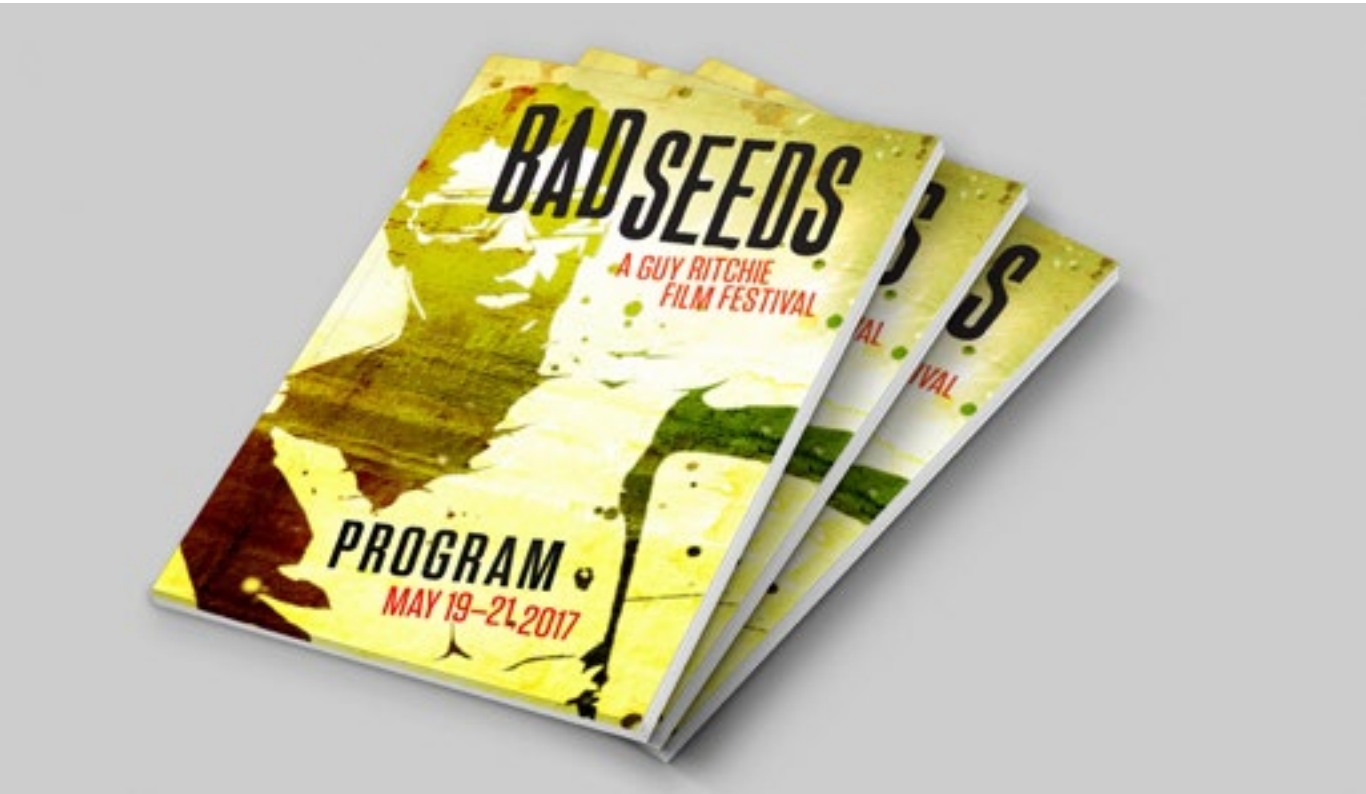


FESTIVAL ATTENDEE VIP KIT





COMMERATIVE TICKET SET







CUSTOM PLAYING CARD SET



BULLET LIGHTER







02

FOLD & PULP THE ART OF URBAN PAPERCRAFT TOYS

FALL 2014
Type Systems

SUBJECT/CATEGORY:
Book design

DELIVERABLES:
Hardcover art book

BRIEF:

Research, write & layout a book about a hand crafted artisan medium.

SOLUTION:

FOLD & PULP

Detailing the visual history of paper toys and models around the world with the focus on the modern urban papercraft art movement. Focused on a clean, straight line presentation to compliment the hard folds and creases of papercraft toy construction.



Presenting a visual tour through the world of urban papercraft toys
featuring some of the finest paper toy designers in the world.



Edited by Shawn Schinault

FOLD & PULP

the *art* of urban papercraft *toys*





Spider-Man & Venom
Houston, TX (2011) (Photo ©
J.P.P.)

FOLD & PULP

INTRODUCTION

When I was a kid, there were two things that always seemed to excite me more than anything else. One was a *toy* of course. No surprise there, what kid does not love a good toy? I loved all sorts of toys. Creative building toys, the kind that allowed me to bring my ideas to life, were very high on my go-to list. Lego, Erector Sets, Colorforms, Play-Doh, Eek-a-Sketch... there were all toys I could create, make and rearrange to my imagination's content. Following these very closely were action-figures. Toys featuring my favorite characters from movies and Saturday morning cartoons followed these closely. Star Wars, G.I. Joe, Transformers, He-Man, Voltron... all stories I could bring to life and expand with all new adventures.

My other childhood passion was art. I loved to draw, my toys in particular, on a makeshift art-desk I crafted from an old appliance box. At some point I began to combine my passions for art and toys, taking old white cardstock UTZ potato chip boxes (a Maryland staple) and using them to turn my drawings into life. The white clean cardstock backs were the perfect blank canvas to allow my imagination run free. With a few markers, a pair of scissors and some round-head fasteners I could bring anything I wanted to 2-D life with my imagination. I could have my favorite new hero and villain the Saturday afternoon after they debuted and characters unmade or unaffordable in toy form were now in my grasp. It was a world of endless possibilities for me.

As I grew older, I stopped creating my own cardstock creations but I always kept the fond memories of creating paper toys from those old chip boxes. I would stop in a hobby shop or bookstore to admire a paper model kit and played around with a paper airplane set on occasion. Fast forward to a few years ago when searching the Internet I discovered an emerging art culture around urban papercraft toys. I was amazed by what I had found. Growing out from the papercraft model world was a new low-cost alternate to plastic and vinyl for the design art and toy community that was growing into a whole new art form of it's own. Papercraft toys had taken the designer toy world by storm!

The art of Urban Papercraft Toys







CHAPTER ONE: WHAT IS PAPERCRAFT?

PAPERCRAFT IS A WONDERFUL ART. It is where you take something very thin and flat (sheets of paper and cardstock) and turn it into a colorful, three-dimensional sculpture.

IT ALMOST WORKS LIKE MAGIC!



Illustration by Shawn Schinault
Paper
200

Fold & Pulp

A FEW POPULAR DEFINITIONS OF PAPERCRAFT:

Paper models, also called card models, "pepakura" or papercraft, are models constructed mainly from sheets of heavy paper, paperboard or card stock.

Papercraft is a hobby where computer images are printed, cut into pieces, and glued into a 3-dimensional model.

A hobby of crafting three-dimensional models out of paper, not too different from origami. The difference is that papercraft involves cutting out shapes and holding them together with glue, whereas origami involves folding a model from a single sheet of paper without glue or cutting. Very similar to card modeling.

THE TERM "PAPERCRAFT" IS quite vague and a broad category, thus the reason "paper model" and "paper toy" are also commonly used to describe what is covered in this topic. For this book's purposes papercraft is treated as a hobby and art form in which a printed template is cut into pieces that are then folded and/or glued together to form a three-dimensional model. The focus is on the designer art community, most often referred to as "urban papercraft toy" art.

SIMPLY PUT, IT IS THE ART OF MAKING THINGS FROM PAPER.

the art of urban papercraft toys



03

CELEB IT



SUMMER 2014

Visual Thinking

SUBJECT/CATEGORY:

Charity Identity

DELIVERABLES:

Branding, Poster Series, App Design,
Charity Map & Trading Cards

BRIEF:

Create an identity and visual system for a
social cause based organization.

SOLUTION:

CELEB IT

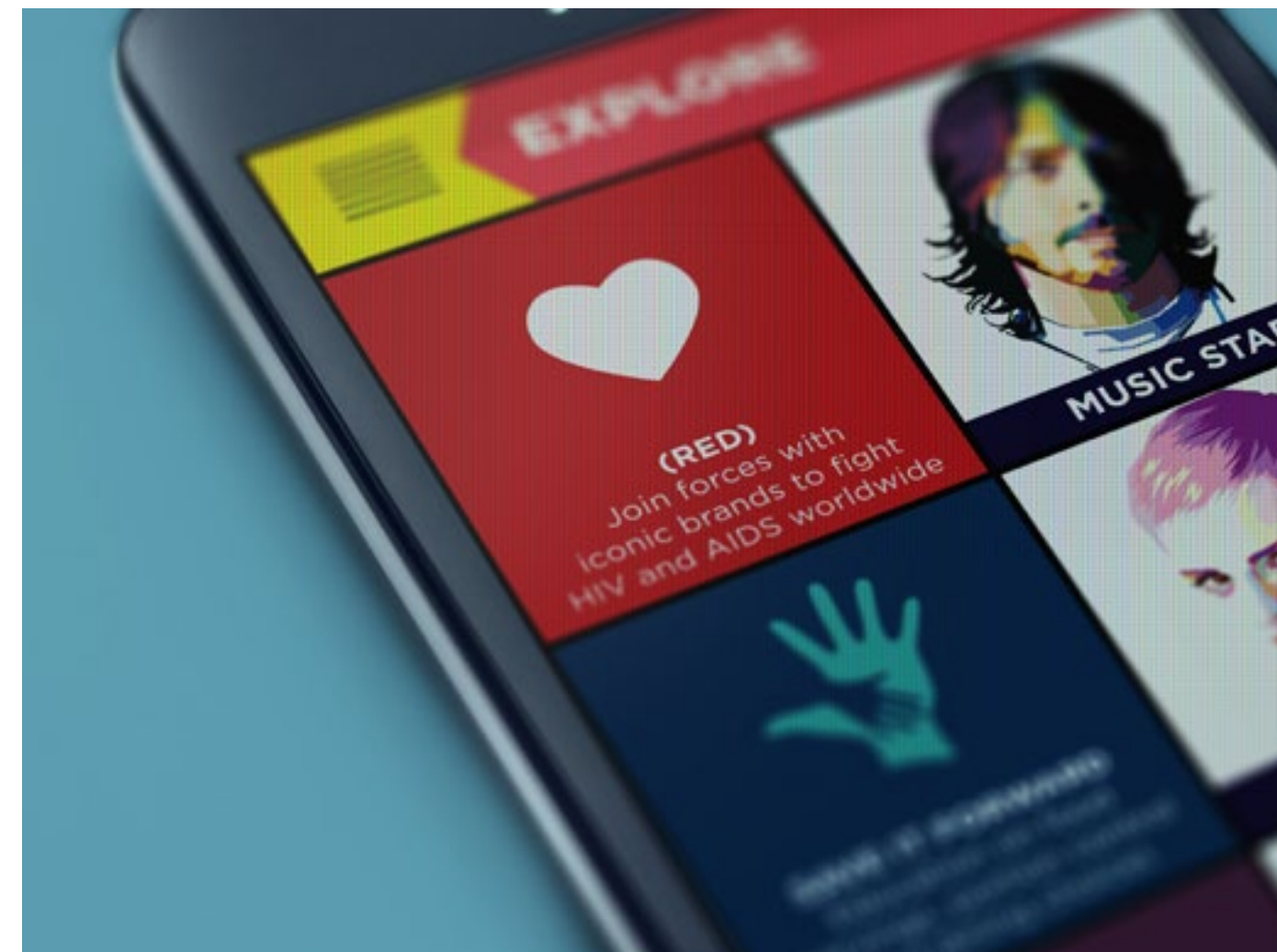
A resource to find and support charities based
on your favorite celebrity's preferences and
supported organizations.

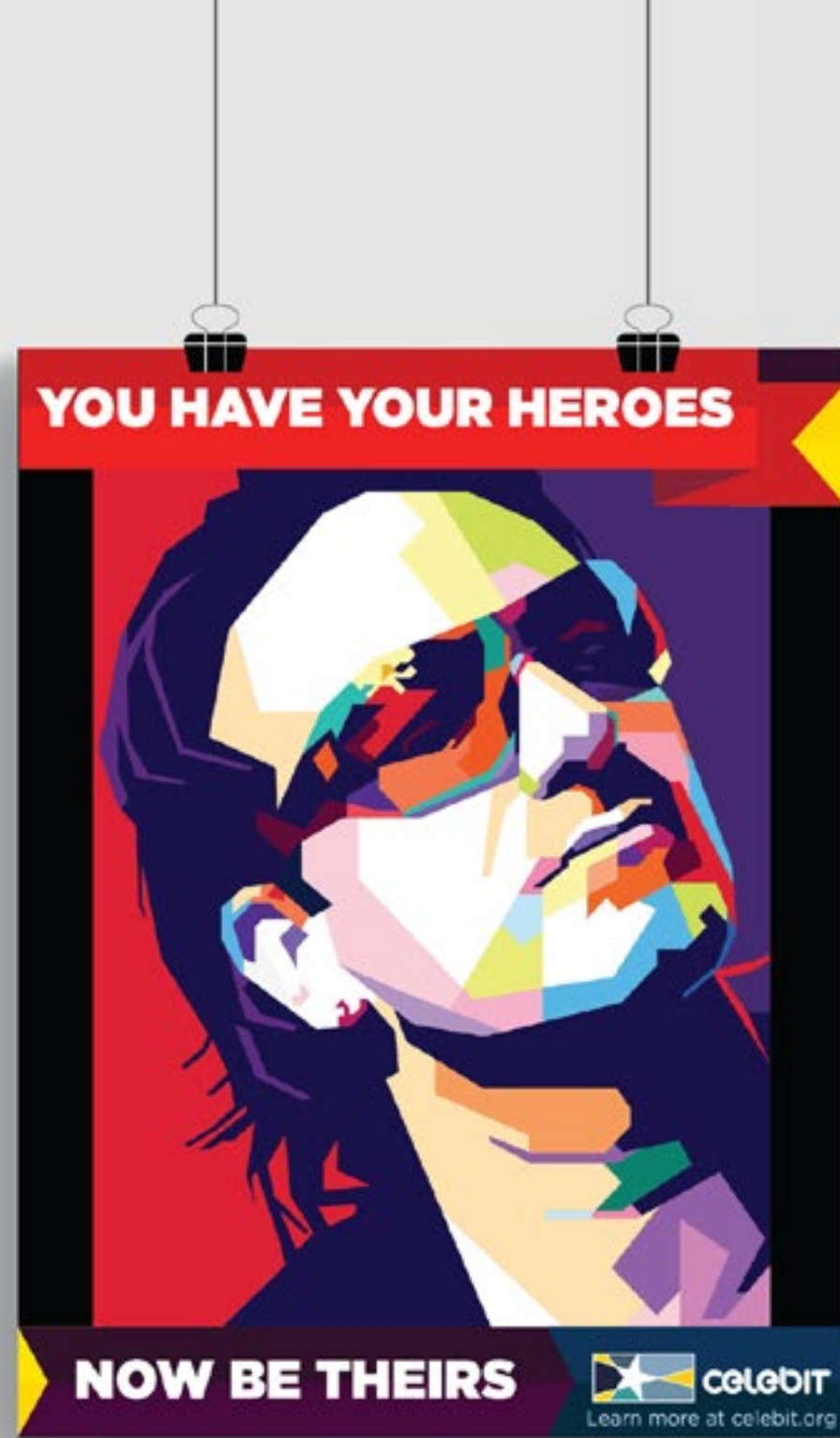




celebit

PRIMARY LOGO
STANDARD VERSION







04

DDC PAINT:
THICK & BOLD

& BOLD

INTERIOR PAINT

SO USE IT INSIDE

THICK PAINT AND I CAN NOT LIE

ORE OX BLUE



FALL 2018

Packaging II

SUBJECT/CATEGORY:

Package Design

DELIVERABLES:

Interior/Exterior One Gallon Can, Interior/Exterior One Pint Can, Spray Paint Can, Paint Brush and a multi-purpose Can & Bottle Wrench

BRIEF:

Create an identity and packaging for a designer based brand extension into home consumer paint market.

SOLUTION:

DDC: THICK & BOLD PAINT

A home paint line from Draplin Design Co.













05

MEGO
CORP



SPRING 2017

Nature of Identity

SUBJECT/CATEGORY:

Re-branding

DELIVERABLES:

New brand mark, style guide, product examples



BRIEF:

To create a new identity for a non-longer active company, update their core product and develop a new market extension for them to explore.

SOLUTION:

Revision MEGO Corps, the iconic 1970's toy company, as a collector focused modern toy and home goods company. Retain a sense of the old playful mark and update it for the sophisticated modern toy collector. Play to the nostalgic side of the know grown up adult collector with a home goods line that plays homage to their signature products of yesteryear.

identity

LOGO HISTORY

The classic logo marks of Mego embraced circles and a sense of playfulness that match the corporate mission. Very much rooted in our origins of the 1950's up until the early 1980's, the mark evolved but still retained the round letter forms from it's earliest form that defined the mark.

As the company grew from a dime store toy distributor into the leading licensed toy company of the age the moved away from a focus on the name and to more emphasis on the icon itself.

The re-brand looks to keep that spirit alive and update it for a modern audience. Look carefully and you will see that playfulness from the early days fused with the bolder mark of the later days. The circle ringer has returned and has been combined with the arching forms of the M to create a fresh new look that holds strong to the aesthetic and spirit of the old.



anatomy of the logo



	cmxk	rgtuhw		cmxk	rgtuhw
Pantone 1790C	0	237	Pantone 3255C	95	16
	100	27		92	15
	90	47		40	65
	0	1624619		60	171427

custom typeface, based on smooth circulars



mission

To revive the long defunct but beloved Mego Corporation toy corporation for a modern audience while superheros, mego-logs and pop-culture have become a dominant force with nostalgic collector appeal.

rebranding objective

Mego holds a spot in the heart of many collectors and serves as highly coveted brand among collectors on the secondary market. By capitalizing on that nostalgic value for nostalgia and using the strong surge in pop-culture from back-the time is right to relaunch the Mego Corp brand as a premium collectors series.



logo alternates



logo don't's











06

GAEA OIL OLIVE

FALL 2018

Packaging II

SUBJECT/CATEGORY:

Package Design

DELIVERABLES:

All new brand look, packaging design for 3 core items and a Eco-minded gift package box set.

BRIEF:

To create a new visual identity and packaging for an existing olive oil brand. Develop a cohesive design across three flavors, each with a unique look and feel to the flavor while also functioning as a system. Include a gift pack solution with an Eco-minded and friendly design.

SOLUTION:

GAEA OLIVE OIL GIFT SET

Design focus centered around the mother earth brand aesthetic with a color palette calling back to the Greek nature of both the name and product.

Gift set contained within an environmentally friendly cardboard canister with raw natural paper packaging that is both in line with the design palette but also in line with the Mother Earth theme.









Thank you for taking the time to review my work.

Please visit schinault.com for more projects and feel free to contact me anytime with any questions or just to chat.

A handwritten signature in black ink, appearing to read 'Schinault', with a stylized flourish extending to the right.



WALL
SPRAY PAINT
BANKSY APPROVED



more at
schinault.com