

# V I C T O R J . C R A P N E L L

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W O R K W O R K

## W O R K W O R K W O R K W O R K W O R K WORK EXPERIENCE

### ► Design Consultant, Art Department Design, Victoria. August 1999 - Present

After leaving television, it seemed to make sense to take advantage of the many contract opportunities that presented themselves. My clients have included: Cannor Nursery, CH Television, the Malahat Group International, Union Club of BC, Coast Capital Real Estate, RDI Recycling, Greater Victoria Eldercare Foundation and more.

### ► Broadcast Designer, CHEK Television, Victoria. August 1995 - August 1999

Providing News, Promotions, Commercial production, On-air, Sales and Administration with their graphic needs. A typical day can consist of producing print ads, designing video jackets and labels for commercial videos, story boards, electronic graphics for use on-air, creating props, and signage. A variety of skills are required to effectively perform these tasks, using both traditional art techniques, as well as computer layout and design for electronic and print media. My responsibilities included taking a project through to completion, working with producers and their clients, providing quotes, dealing with printers and suppliers and ensuring projects were done on time and on budget.

- 1984, Algonquin College, Ottawa. Diploma in **Commercial Art**.
- 1982, studied **Fine Arts**, Algonquin College, Ottawa.
- 1992, completed "Advantage Computers", **Introduction to Macintosh**.
- October 1994, certificate course in **Mat Design and Picture Framing**.
- April - June 1995, completed an intensive **12-week program** in Macintosh graphics programs: **QuarkXpress, Adobe Illustrator** and **Adobe Photoshop** at *Island Office Trends*, Victoria.
- Oct 1995, 2 day **Advanced training** in **Adobe Photoshop** with Advantage Computers, Vancouver
- Sept. 1996, 2 day **Introduction to Multimedia** at University of Victoria.
- Winter 1998, **Web Design I & II**, University of Victoria

### ► Art Director/Designer, TTC Design Group, Victoria. Oct.'89 - Oct.'94:

As the Art director with TTC Design Group, my responsibility was to design and oversee the development and production of advertising campaigns for clients such as: *Pacific Coast Savings, Mayfair Shopping Centre, Crystal Gardens* and *Victoria Conference Centre*.

### ► Designer, **Moyes Marketing Corp.**, Victoria. Sept. '88 - Apr. '89

### ► Freelance Designer / Artist, Vancouver. Jan. '88 - Aug.'88

### ► Contract, Graphic Artist, **Mckim Advertising**, Vancouver. Oct.'86 - Dec.'87

### ► Freelance Designer, Ottawa. Aug.'85 - Sept.'86

### ► Graphic Artist, **Interact Communications**, Ottawa. Sept.'84 - Aug.'85

### ► Graphic Artist, **Currie Irving Advertising**, Ottawa, May '84 - Aug.'84

### ► Architectural Draftsman, **W. Loates & Associates**, Ottawa, 1981 - 1982

## T R A I N I N G EDUCATION & TRAINING E D U C A T I O N

more ►

# S O M E B O D Y N O T I C E D RECOGNITION

- 2000 Silver Promax Marketing Award  
for Chek Television, full page Times Colonist ad for Late Night News launch.
- 1997 BDA International Silver Award  
for Chek Television, 40th Anniversary Stationery Package.
- 1996 BDA International Bronze Award.  
Team member in creation of “Fact Chek” object animation.
- 1994 ASAE Prima Award, for the Victoria Conference Centre collateral materials.
- 1993 AIME Award, for Pacific Coast Savings testimonial campaign.
- Received Honourable Mention for air-brush painting “Lime Jello and Coffee” from  
The Artist’s Magazine 1988 International still life competition.
- Winner of a national design competition for the  
Canadian Lung Associations 1987 Christmas Seals campaign.

O T H E R  
R E S U M E  
T Y P E S T U F F  
E T C.

- Involvement in personal art and design,  
both traditional and computer based.
- Ever increasing interest in computer technology,  
Multimedia and Web design
- Sailing, guitar, music, books, cycling, reading anything  
that interests me and appreciating where we live.

**My approach  
has always been  
to combine  
creativity,  
intuition  
and simplicity  
to produce  
effective design  
solutions  
that please  
both client  
and myself.**

## References

### Lori Mcleod

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### Gord Nickel

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### David Lackmanec

Broadcast Designer / Animator, CH Television  
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Others available on request.

View portfolio online at:  
[www.artdepartmentdesign.com](http://www.artdepartmentdesign.com)

