

Portfolio

LAST MODIFIED – NOVEMBER 2022

Contents

Hey there! I'm Marq Mervin, a multidisciplinary artist, educator, and activist. Thank you for allotting time to view samples of my work. Throughout this document, I've curated a variety of projects that are categorized into three sections: Professional Work, Personal Work, and Student Work. Each section houses four to six projects and includes project synopses and process explanations.

Professional Work highlights projects I contributed to as a designer or creative lead. Personal Work highlights multimedia passion projects I developed and completed. Student Work highlights course work and my contributions in supporting my students' educational journeys.

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Professional Work

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PROFESSIONAL | WJXT CHANNEL 4

WJXT Channel 4

WJXT Channel 4, known as "The Local Station", is one of Jacksonville's primary sources for news and information. I've developed a long-term relationship with the station through my time as an intern, an employee, and as a freelancer.

During undergraduate school, I started as a Digital Graphic Design Intern and designed promotional graphics for web use. Post-graduation, I was invited back by my former supervisor to work as a motion graphics designer. I had the opportunity to design on-air broadcast graphics for breaking news stories, create shareable content for social media promotion, develop storyboards and animatics for presentations, and develop animated intro segments for *River City Live* and seasonal programming.

I also contributed to the Emmy-award winning documentary, *Challenger: A Rush to Launch*. For the documentary, I designed and animated the intro sequence, the credits, and lower-thirds and bumpers throughout the documentary.



PROFESSIONAL | WJXT CHANNEL 4





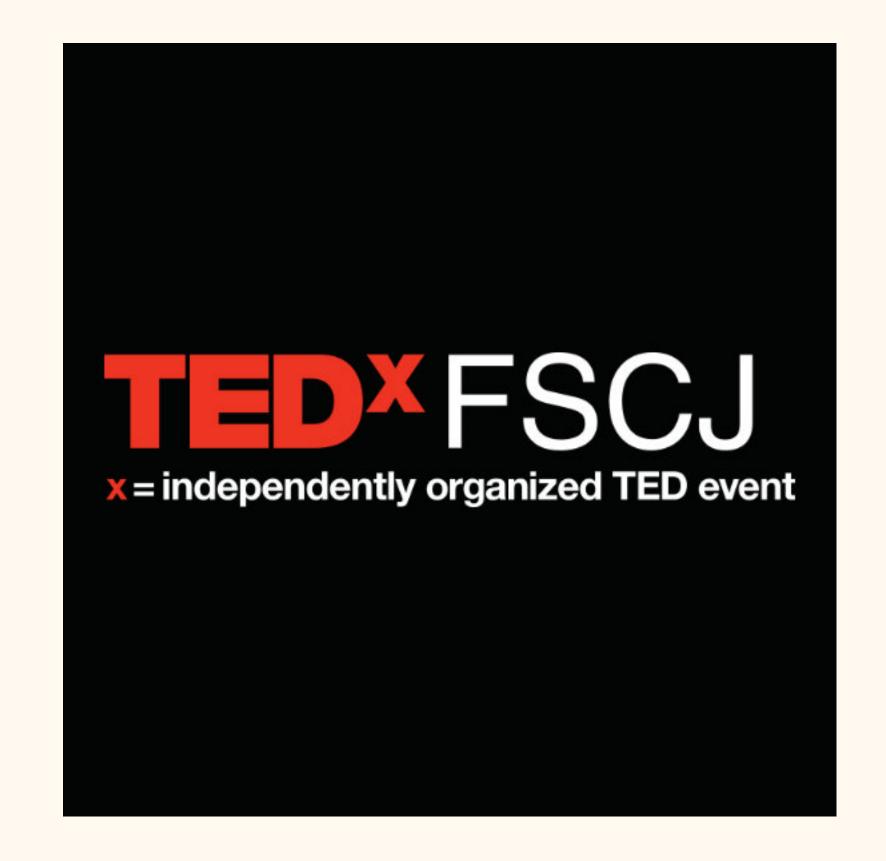
PROFESSIONAL | TEDXFSCJ

TEDxFSCJ

TED is a nonprofit organization devoted to Ideas Worth Spreading. To expand their mission, TED developed the TEDx program. TEDx celebrates and encourages local, self-organized events that carry on the mission of TED, with thousands of TEDx events happening around the world.

I had the opportunity to work as the Social Media Director of TEDxFSCJ. I collaborated with the TEDxFSCJ team to design visual content and shareable graphics for the 2018 annual conference, titled *Barriers*, and informal events, called Salons, that highlighted social topics of conversation for community-based discussion. Additionally, I developed social media campaigns and strategies to expand programming awareness and garner community support for TEDxFSCJ's mission.

TEDx programs are also representatives of the larger TED organization. This provided a great opportunity to collaborate with student volunteers and guide them in the importance of adhering to and supporting brand standards of an organization.



PROFESSIONAL | TEDXFSCJ

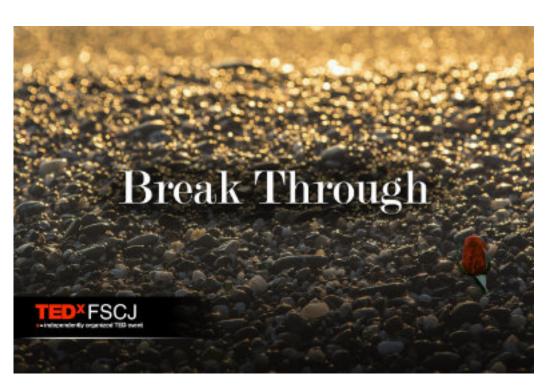




PROFESSIONAL | TEDXFSCJ









PROFESSIONAL | CARLA MECHELE MEDIA

Carla Mechele Media

Carla Mechele Media is a Jacksonville-based agency specializing in storytelling with strategy. Carla Jones, the owner and CEO, uses her expertise in broadcast journalism to work with a wide variety of clients to tell their stories through interviews, reports, production, and social media.

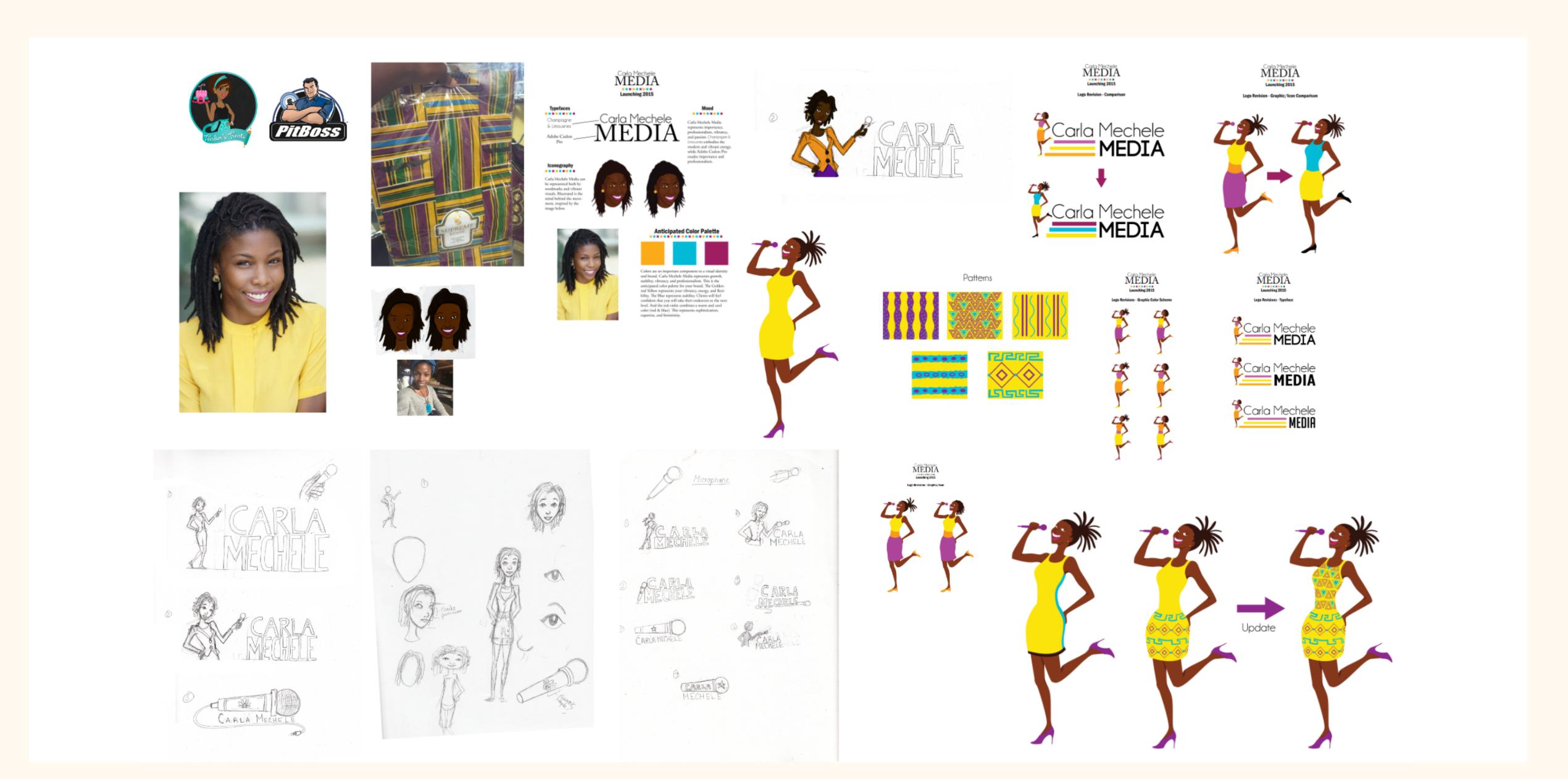
I had the opportunity to first collaborate with Carla while at The Hester Group. From there, I supported her steps into entrepreneurship. Our work centered on the development of her visual identity, brand collateral, and shareable brand content for social media.

Our work together introduced me to exciting challenges that stretched my abilities and prompted me to explore non-Western design aesthetics. One standout challenge was how we found a balance between design for independent journalism and design for authentic representation of Carla's voice, expertise, and self-expression.



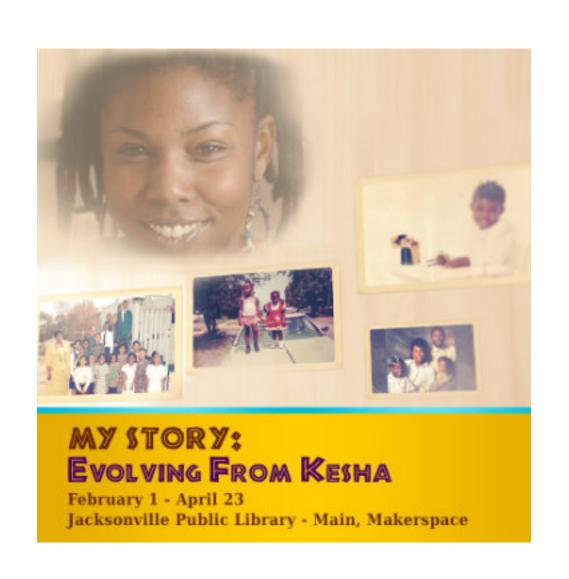
SYNOPSIS

PROFESSIONAL | CARLA MECHELE MEDIA



PROFESSIONAL | CARLA MECHELE MEDIA PROCESS

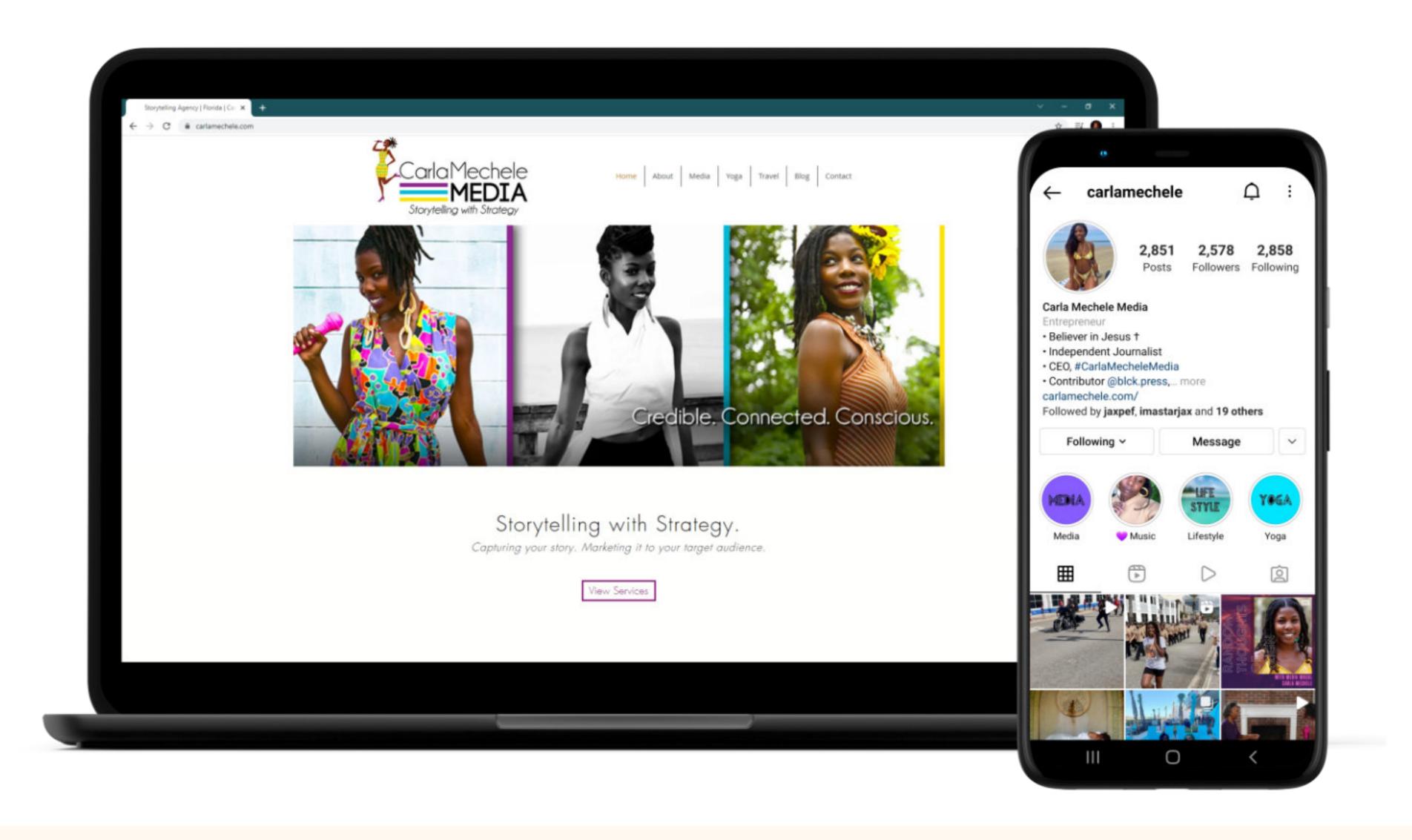






Storytelling with Strategy

PROFESSIONAL | CARLA MECHELE MEDIA



PROFESSIONAL | BEHIND THE SCENES SYNOPSIS

Behind The Scenes

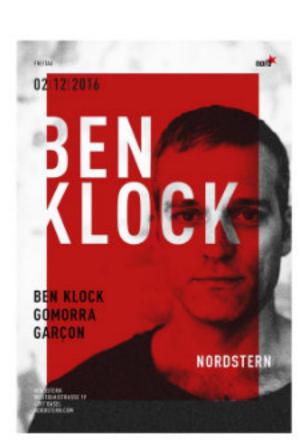
Behind the Scenes: Visiting Artist Lecture Series is a series of conversations with creatives to get a deeper look into their artistic and professional journeys. These conversations aim to give insight into the lives and career highs and lows of art, design, and digital media practitioners. We often see the final product, but here is where we'll learn some of the process. I created this on-going series to introduce students to professional creatives and to provide observational and interactive learning opportunities for students throughout their educational journey.

My intent for the visual identity of *Behind the Scenes* focused on a combination of informality, transparency, and authenticity. When I was a student, I placed "the pros" on a pedestal to admire and revere until I was introduced to working artists, designers, and animators while in graduate school. I was both shocked and relieved to learn that they were regular people like me, but they created things for a living. I relied on this experience as a guiding force to both design the visual aesthetic and facilitate conversations to demystify similar assumptions my students had.

BEHIND THE SCENES

PROFESSIONAL | BEHIND THE SCENES PROCESS















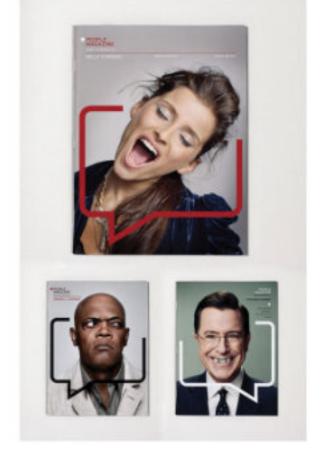
ADVANCED ECOLOGICAL

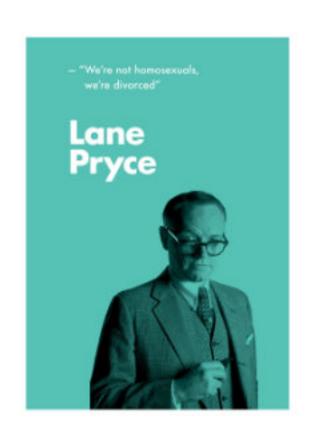












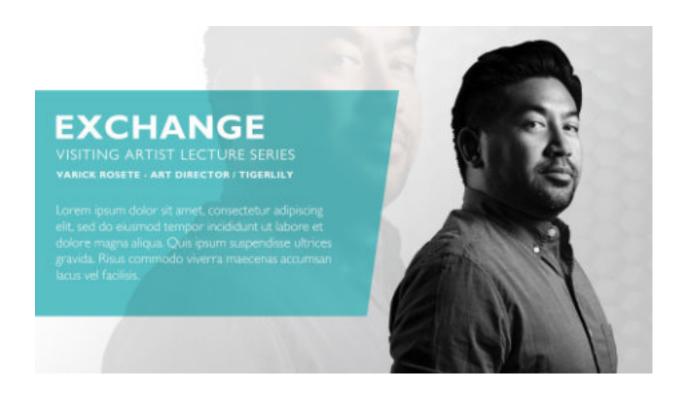




PROFESSIONAL | BEHIND THE SCENES PROCESS

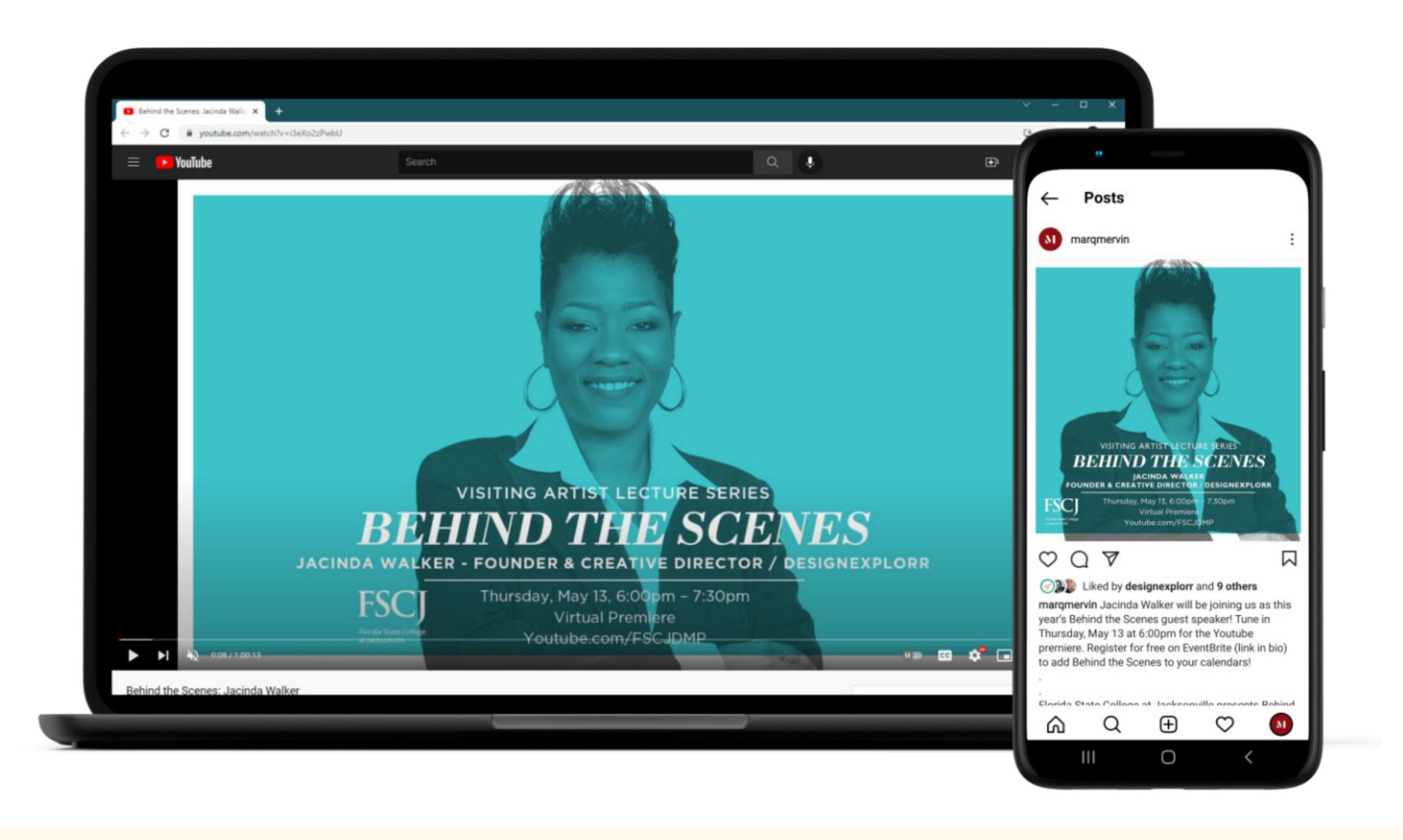








PROFESSIONAL | BEHIND THE SCENES PROCESS



Personal Work

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PERSONAL | REVELATION/REVOLUTION

Revelation/Revolution

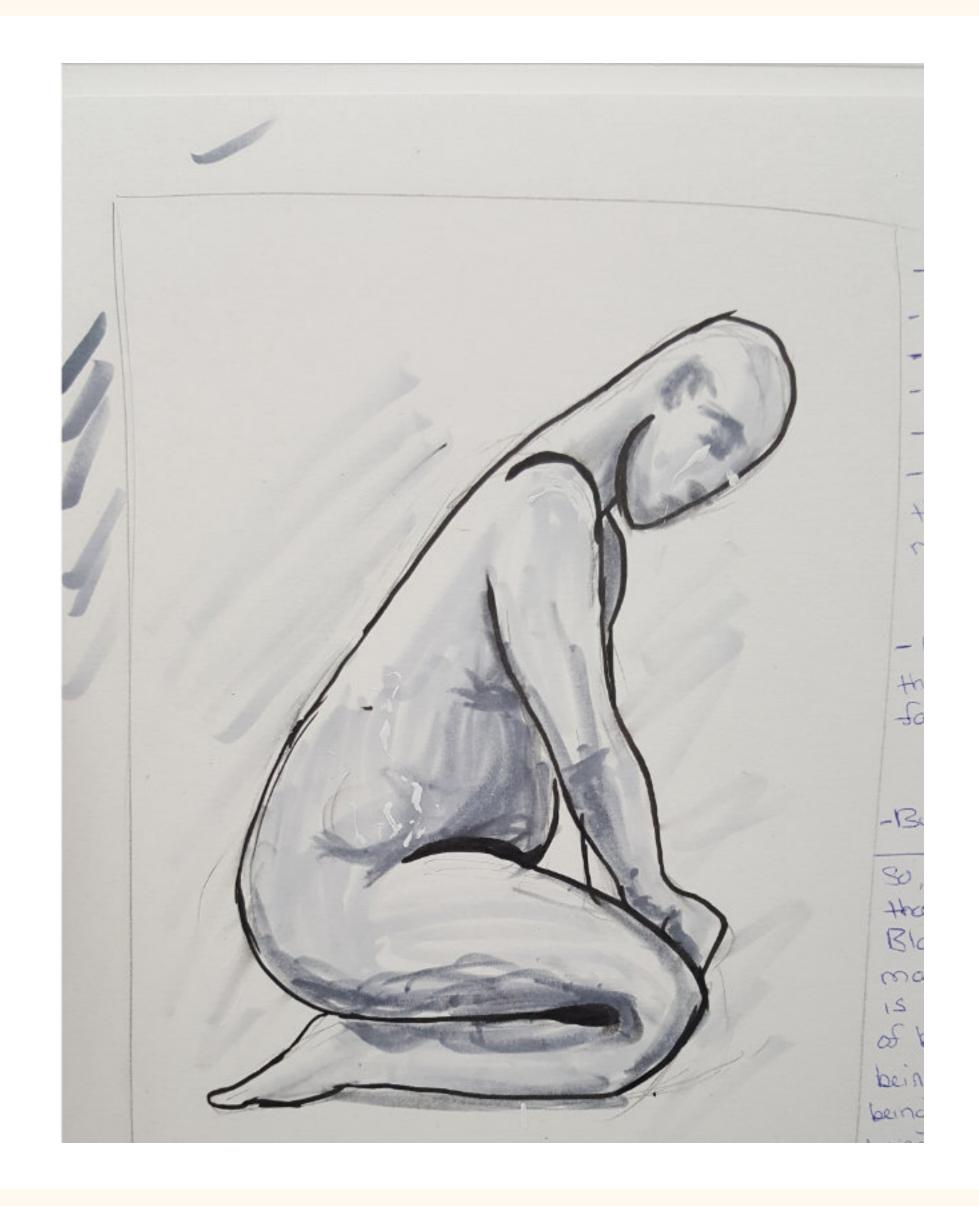
Revelation/Revolution (shortened to R2) is a collection of paintings, prose poetry, and interactive media prepared for the Making It Now: Fine Arts Alumni Exhibition at Jacksonville University. The paintings were rendered digitally, the poems were excerpts from my book, "One Day, I Hope That...", and the interactive media contained two scannable QR codes that linked to music directly related to the work.

R2 builds on my exploration of Black masculinity, which began with my exhibition, Mind Body Soul. Through this work, I continued my pursuit to deconstruct and rebuild my relationship with masculinity through the intersecting lenses of race, sexuality, queer identity, and size.

Large male nude bodies are rarely represented in gallery spaces. And, oftentimes, fat men are regulated to comedic, gluttonous, or villainous roles in media. *R2* serves as a statement to explore the eroticism, sensuality, and vulnerability of nude men of size. I developed this work as a catalyst to further understand my identity as a Black queer man, but to also develop a healthier relationship with my body. To do so, I used myself as the muse and model for each painting.



PERSONAL | REVELATION/REVOLUTION PROCESS





PERSONAL | REVELATION/REVOLUTION PROCESS

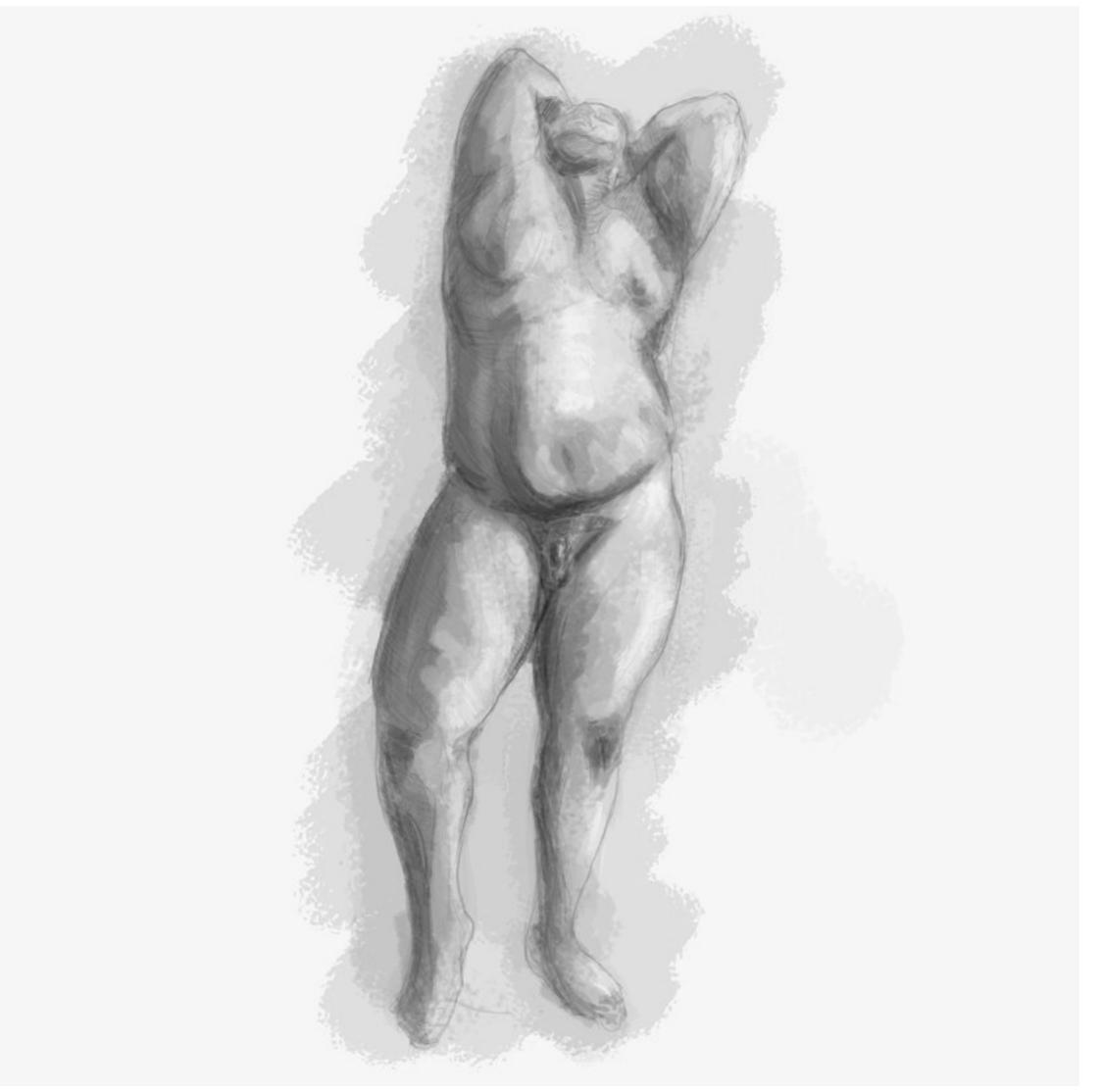




PERSONAL | REVELATION/REVOLUTION PROCESS





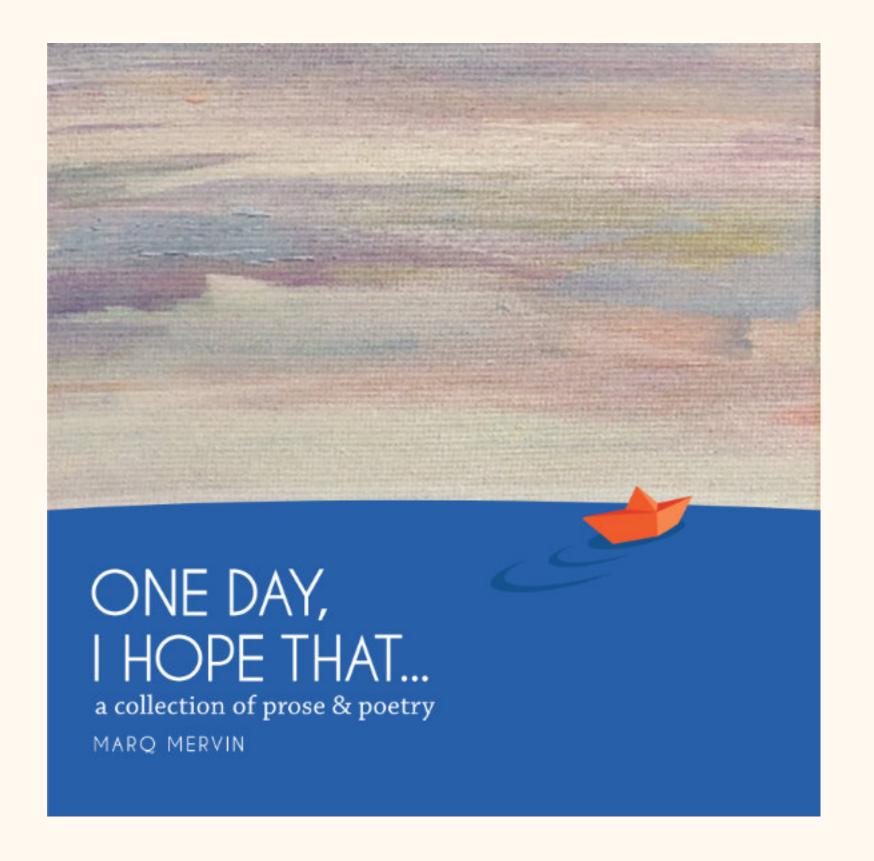


PERSONAL | ONE DAY I HOPE THAT...

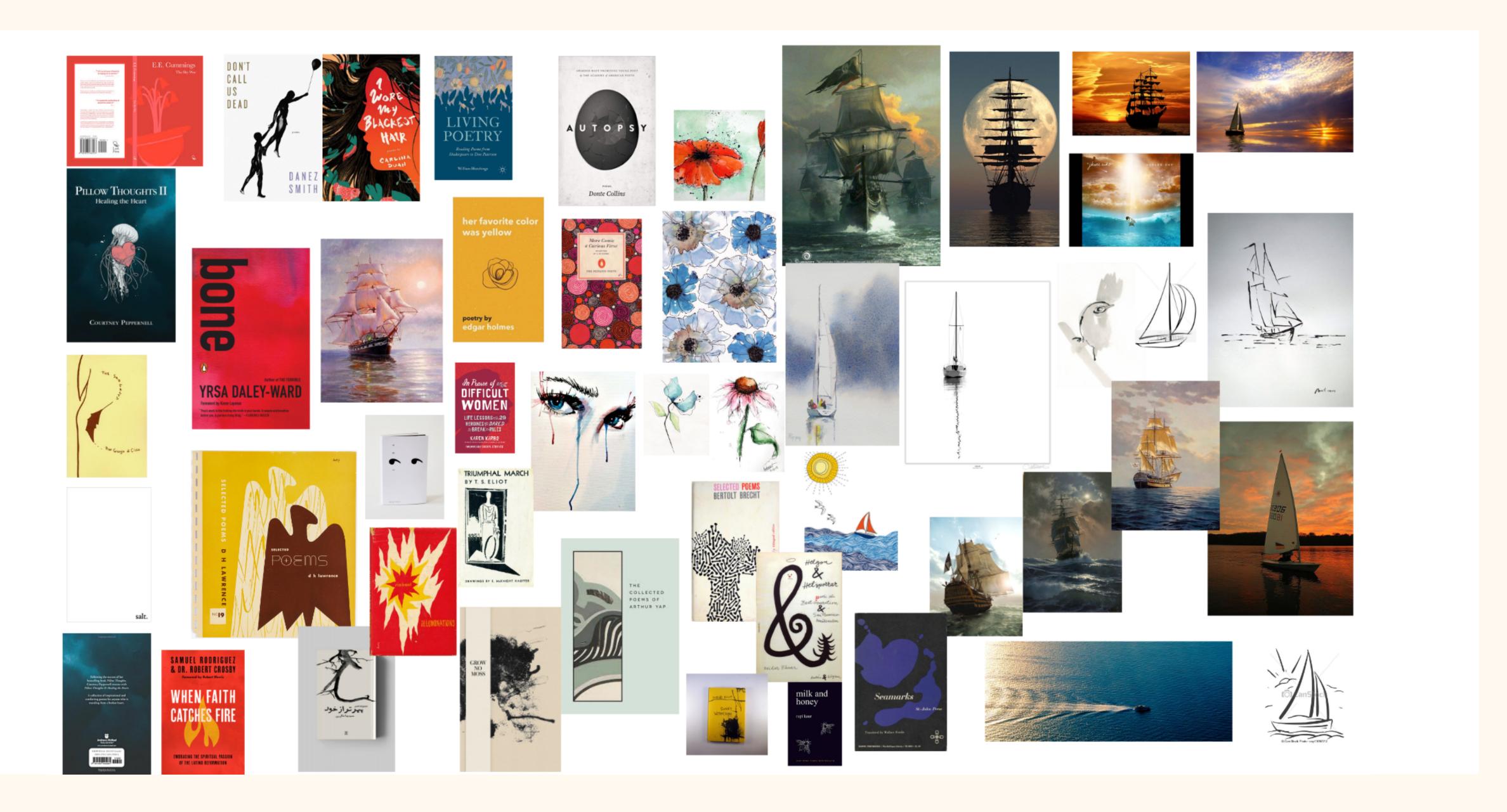
One Day, I Hope That...

One Day, I Hope That... is a collection of prose and poetry that explores the interwoven experiences of Black identity, queer identity, and masculinity in autobiographical form. Serving as a journey of introspection and self-reflection, this compilation expounds on topics of sexuality, body image, family, and loss through three sections: Love, Lamentation, and Liberation.

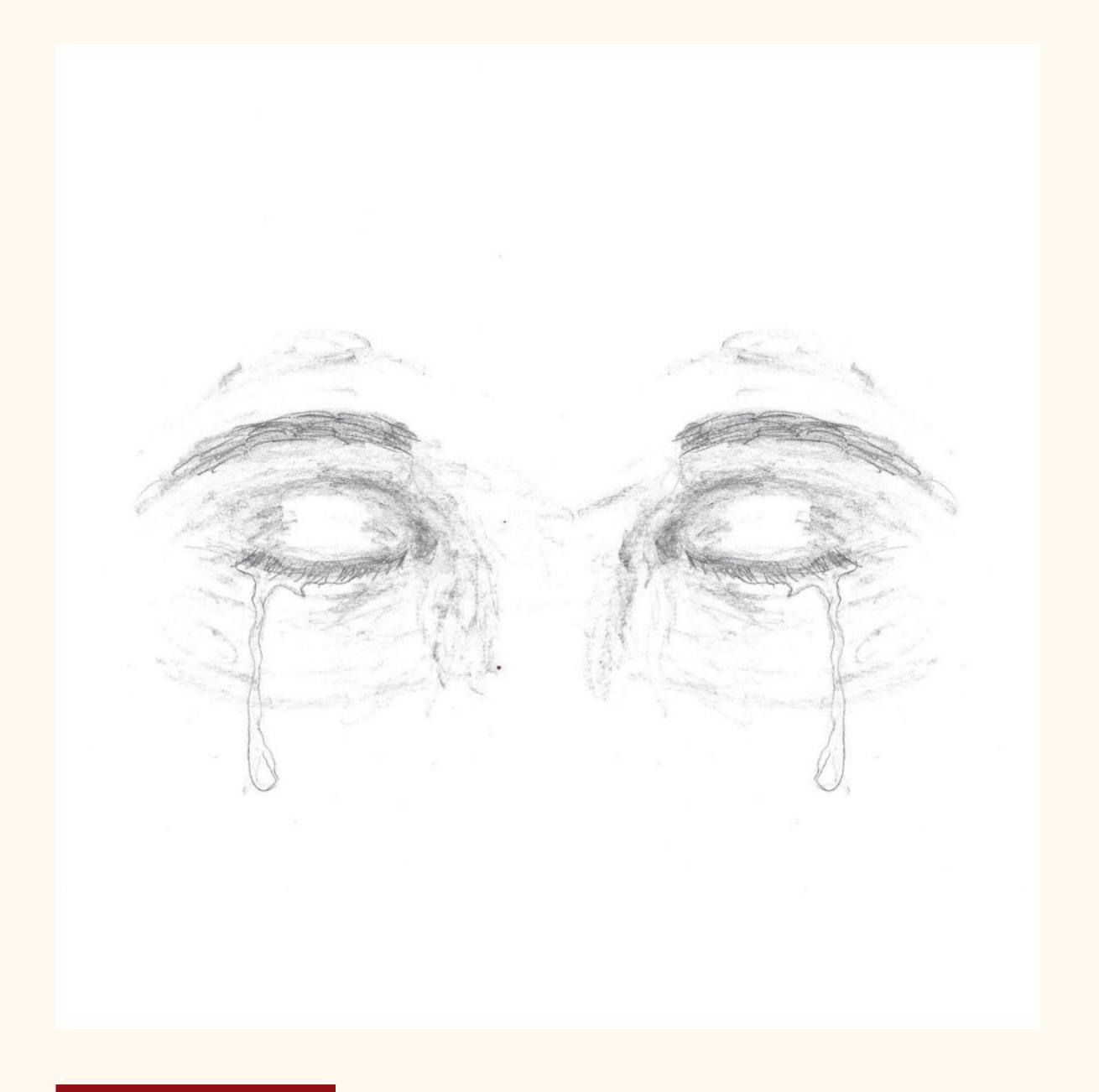
One Day, I Hope That... was originally released in 2018 as an e-book. The conception of the book was due to a self-imposed challenge to learn InDesign, to share poems that didn't evolve into songs, and to explore a new medium of storytelling. I collaborated with my friend and colleague, Larry Maxwell, on the cover design. I revisited this project in 2020 in order to re-design elements of the original and release the updated version in both print and digital. Through this project, I learned (and am still learning) how to self-publish books and how to work with distributors.



PERSONAL | ONE DAY I HOPE THAT...

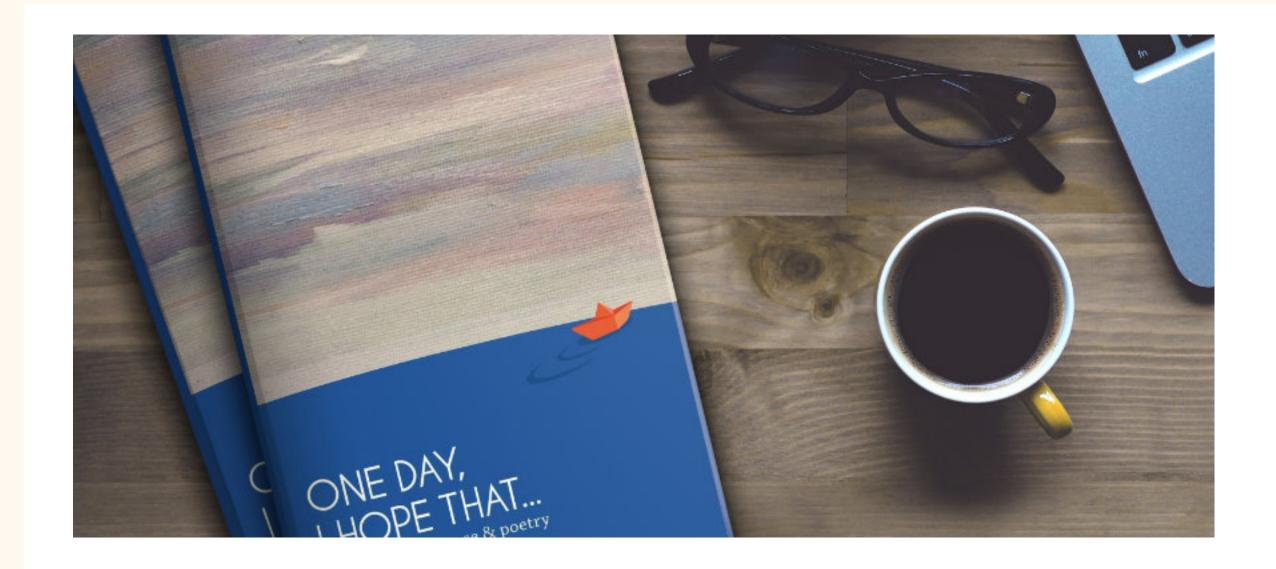


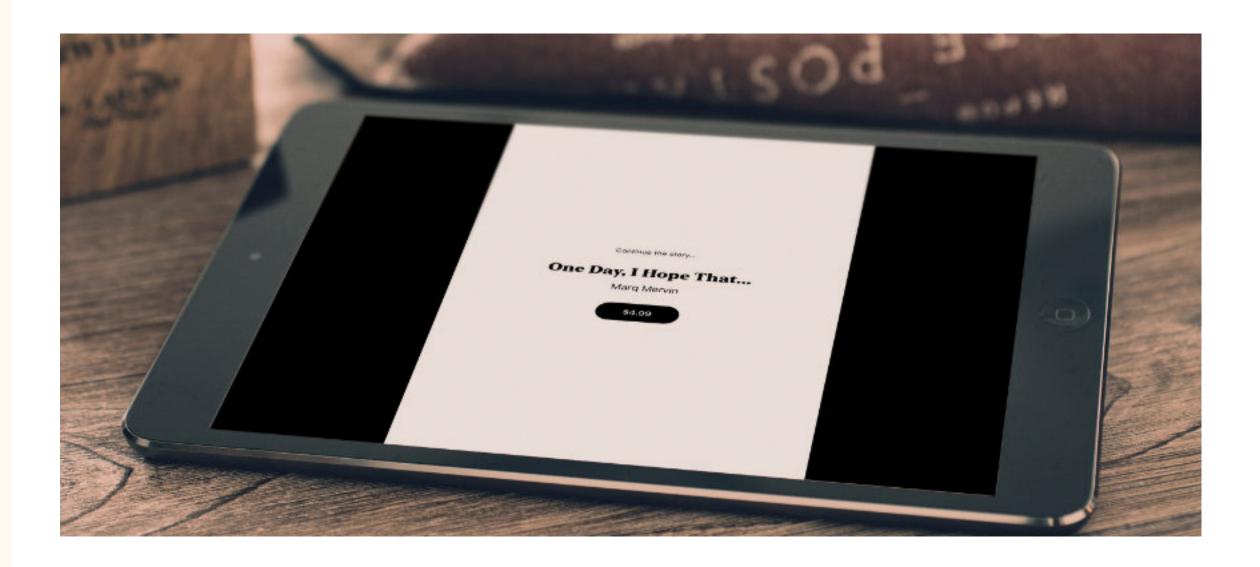
PERSONAL | ONE DAY I HOPE THAT...

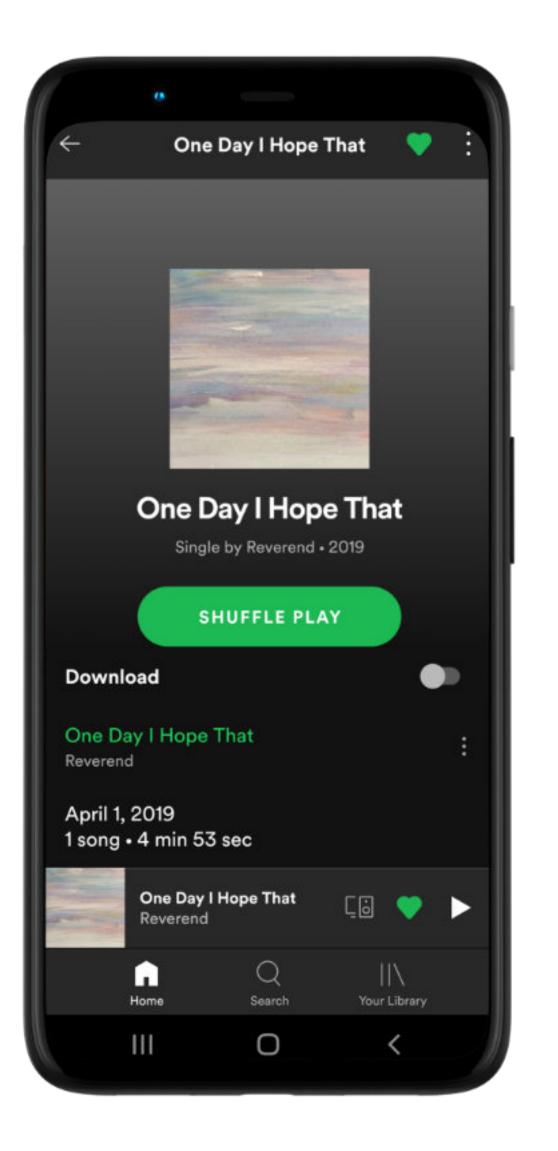




PROFESSIONAL | ONE DAY I HOPE THAT...







Ego

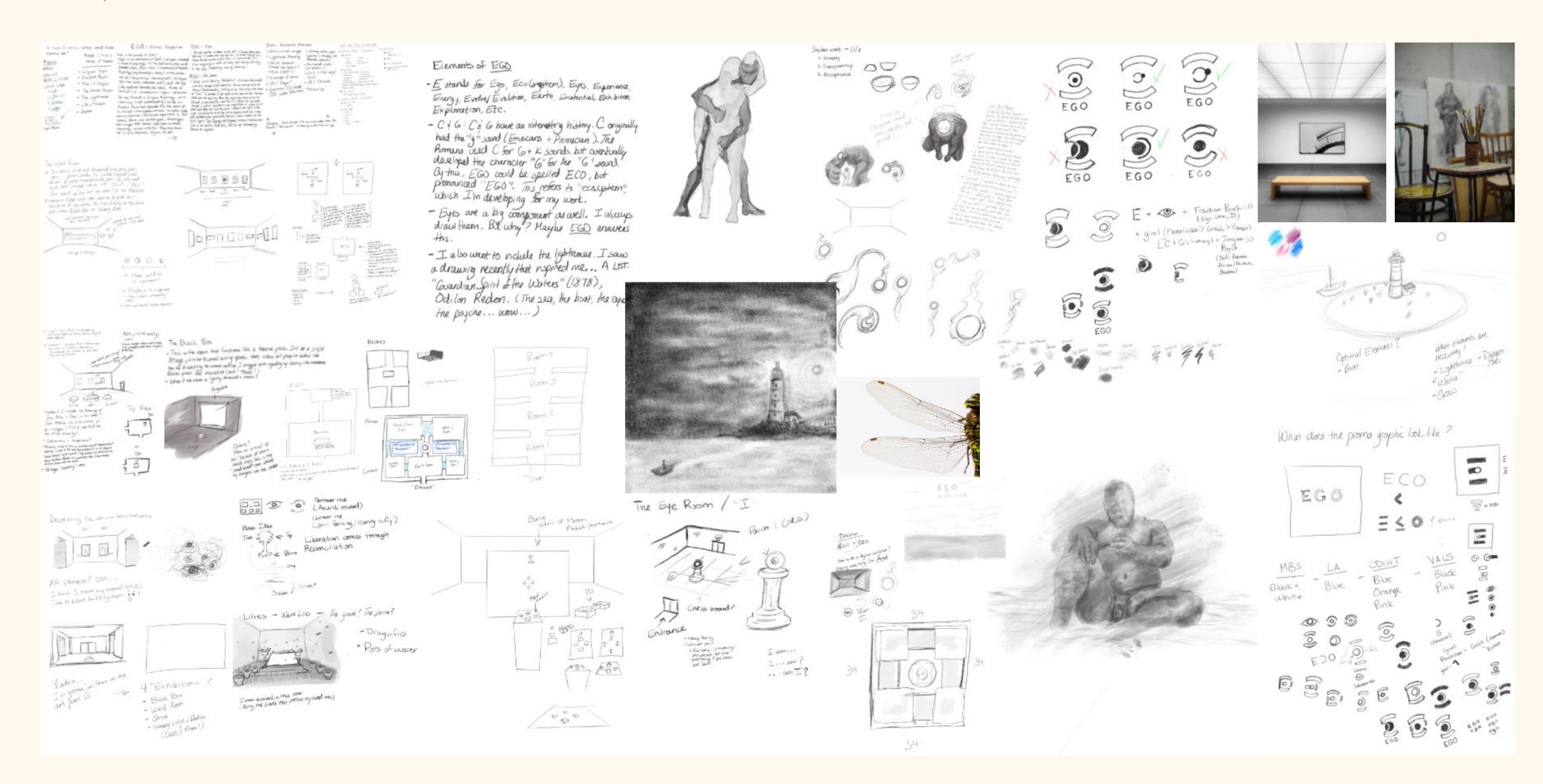
Ego is a virtual reality exhibition comprised of digital paintings, poetry, interactive media, and virtual reality painting. Ego also functions as an expansion of Revelation/Revolution into a virtual ecosystem that houses the breadth of my work. I used ArtSteps, an online virtual gallery platform, to curate the exhibition and explored virtual reality (VR) art through Google's TiltBrush.

The prominent themes of *Ego* are explorations of shadow work, body acceptance, self-actualization, death, and the afterlife. The paintings are intended to normalize nude men of size by humanizing our bodies and eroticism. The poetry is my attempt to reconcile with my intersecting identities of Blackness, queerness, masculinity, and size that are often in conflict with one another.

The interactive media, represented by scannable QR codes, guides viewers to my musical and written components that support the intent of *Ego*. The virtual reality component ponders the mystery of death and transitioning into the afterlife. The icon for *Ego* is built upon the evolution of language. The letter "C" was pronounced with the "G" sound in the Etruscan and Phoenician alphabet. The reversed "C" in the icon references this connection and allows *Ego* to be also read as *Eco*, which highlights the virtual ecosystem of my work.



PERSONAL | EGO PROCESS

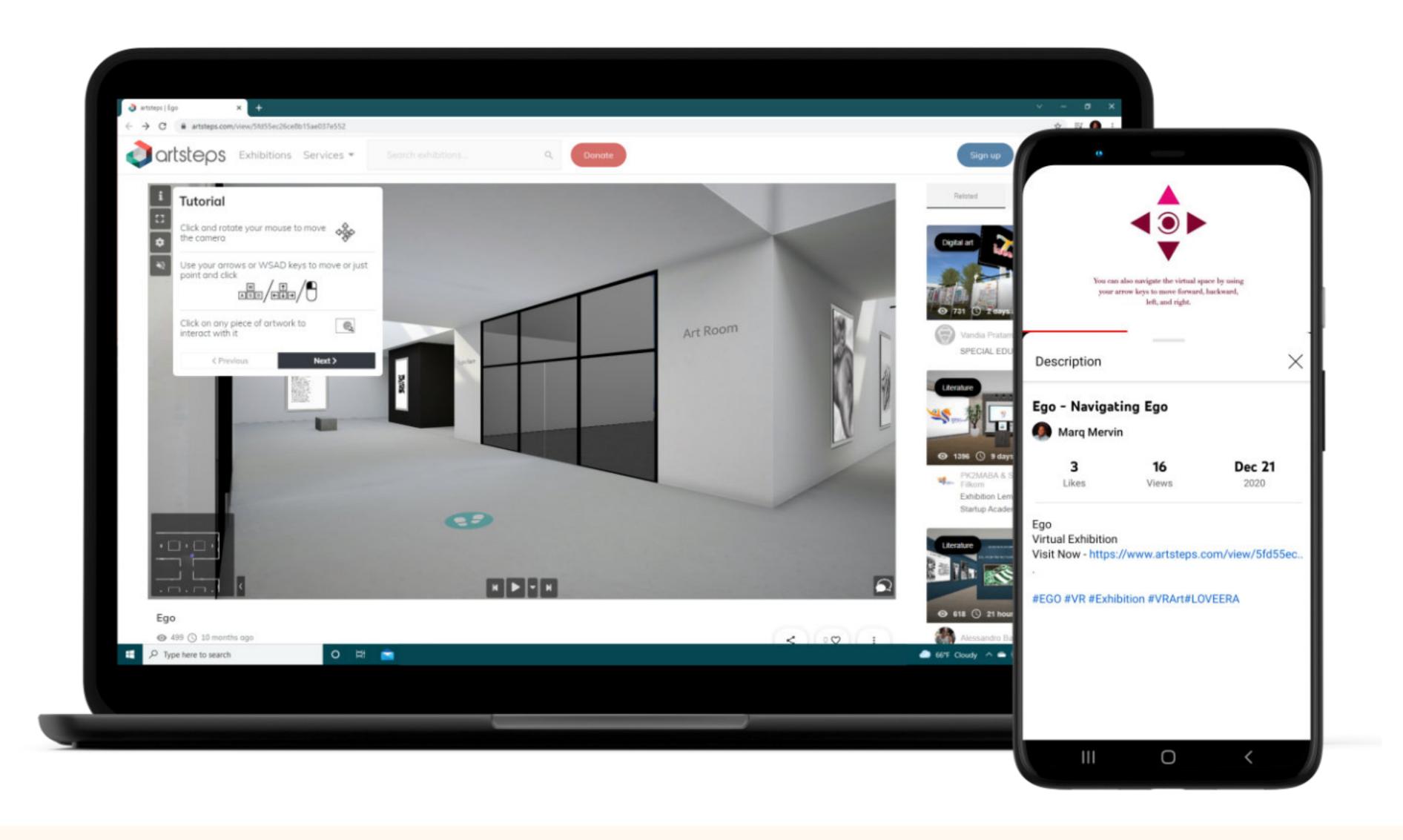


PERSONAL | EGO





PERSONAL | EGO



Love Era

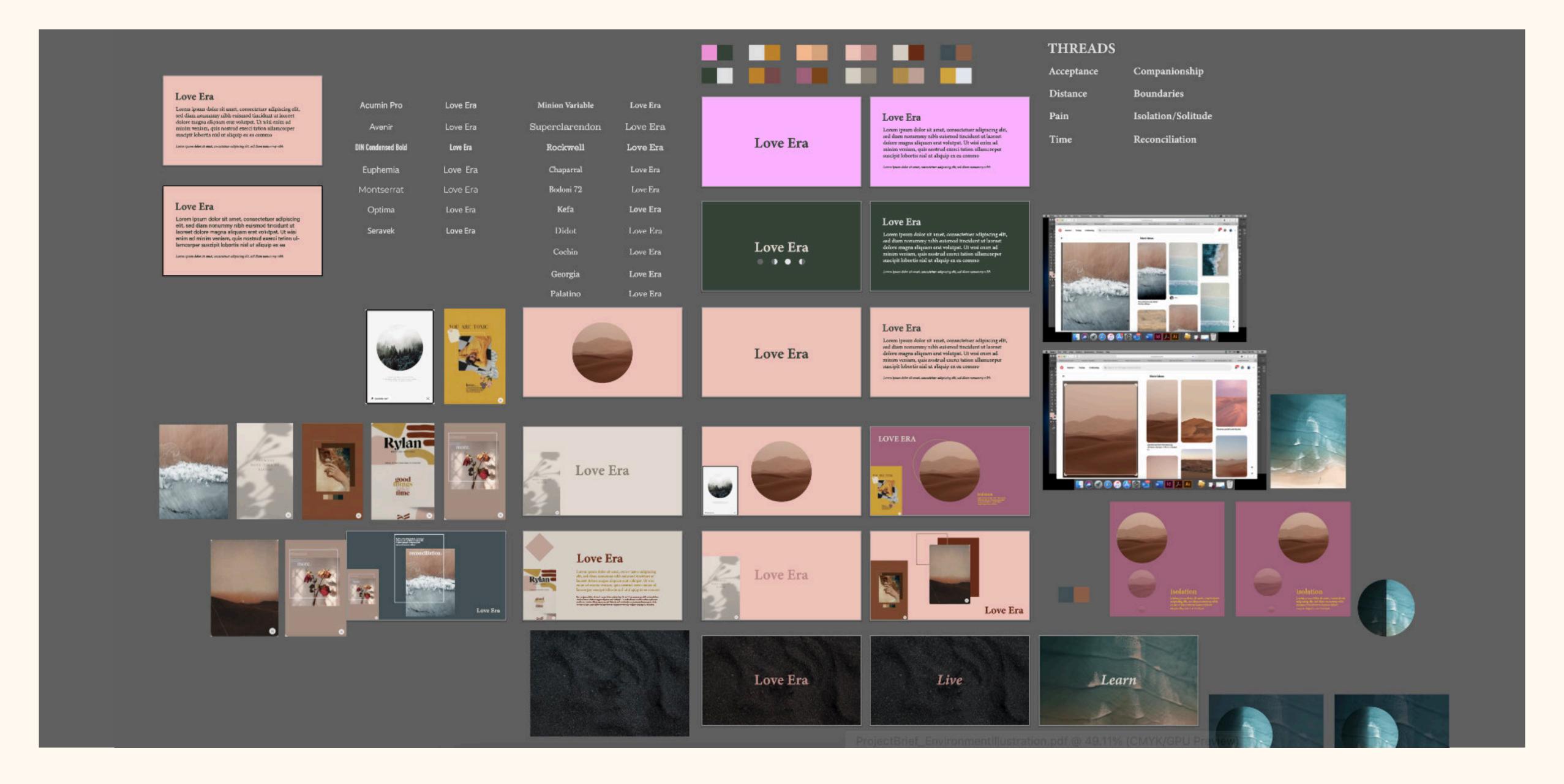
LOVE ERA is a body of work that explores how I understand, navigate, and experience the different forms of romantic, platonic, familial, and self-love. The four primary themes of LOVE ERA are Live, Love, Lose, and Learn. These four themes are expressed throughout the four multidisciplinary projects that comprise LOVE ERA: Love Allways (EP), One Day, I Hope That...(book), Verses: A Love Story (poetry album), and Ego (virtual exhibition).

LOVE ERA was executed over the course of four months (September 2020 – December 2020). It was intended for a 2021 release, but with the advent of COVID, the production of LOVE ERA was conducted in April 2020. In addition to the four overarching themes of LOVE ERA, additional underlying themes included the impact of Moon phases in my life and eight threads that helped define my pursuit to understand love: Affection, Boundaries, Isolation, Distance, Pain, Time, Acceptance, and Reconciliation.

LOVE ERA is my most expansive project. This body of work is my statement of intent as an artist and a merger of my abilities as an artist, designer, poet, musician, strategist, content creator, and storyteller.



PERSONAL | LOVE ERA PROCESS

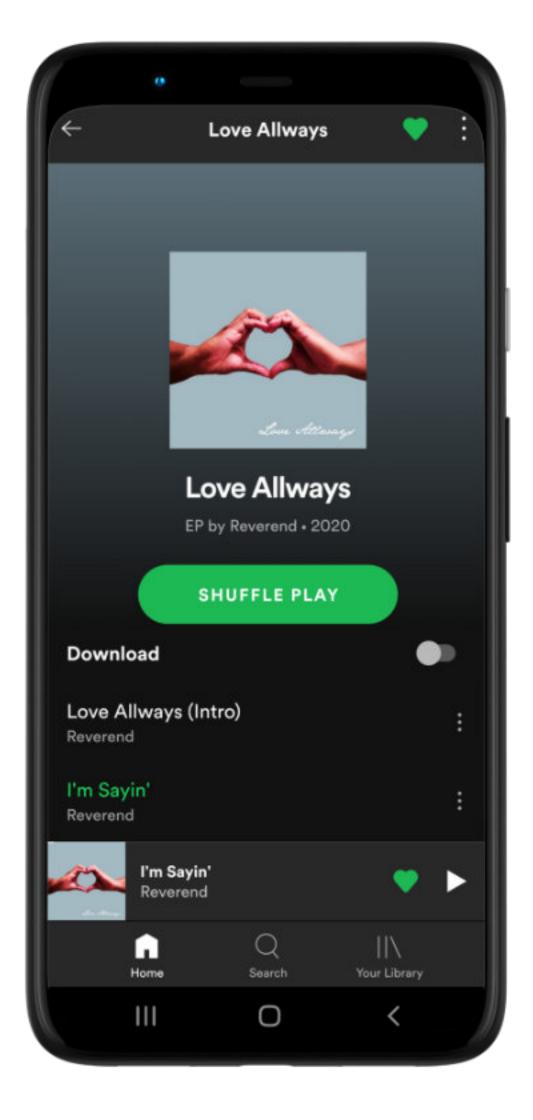


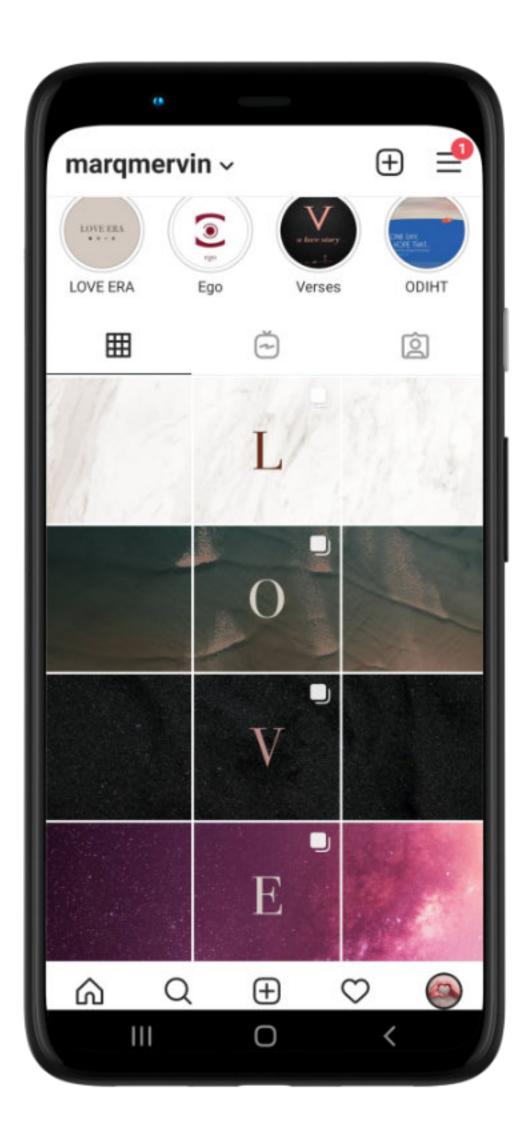
PERSONAL | LOVE ERA PROCESS

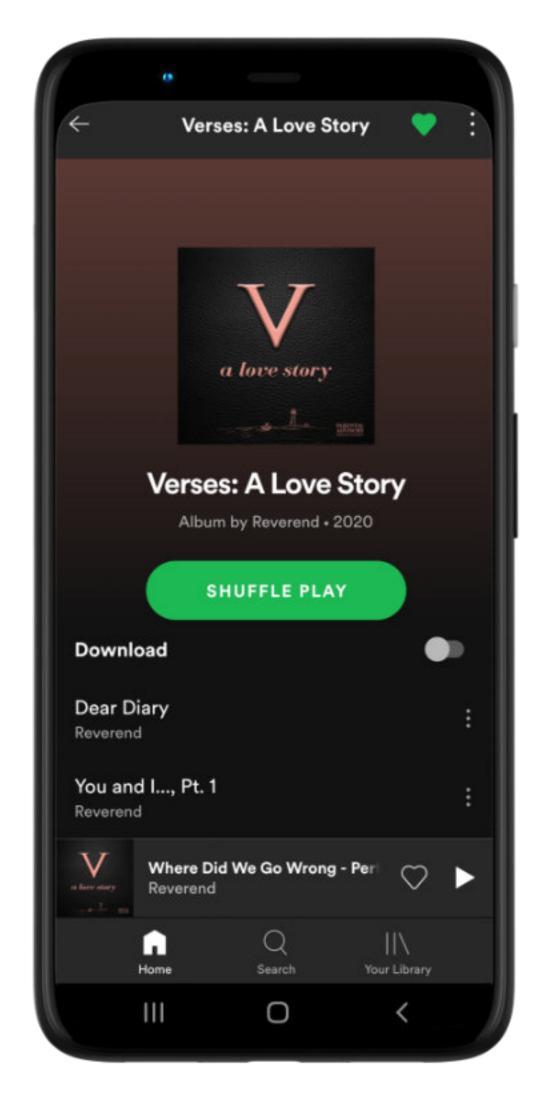




PERSONAL | LOVE ERA PROCESS







Student Work

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STUDENT | GRAPHIC DESIGN METHODS
SYNOPSIS

Graphic Design Methods

Graphic Design Methods introduces students to fundamental elements of design, design thinking, and creative exploration. This is a lower-division course introduced within students' freshman and sophomore years in the Digital Media program.

The Album Cover Design project is a semester-long project where students design a "greatest hits" album cover (front and back) for their favorite musician or band. The project is separated into two sections: Version 1, which is submitted within the first three weeks of the semester to gauge the students' beginning skill level, and Version 2, which is submitted near the end of the semester. Version 2 is a revision of the album cover design but encourages students to use the topics discussed throughout the course to guide their creative process. This includes creating moodboards, thumbnail sketches, and design concepts.

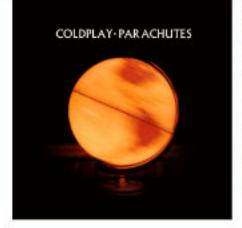
The intent of this project and its duration is threefold – 1. To introduce design thinking to students who are unfamiliar with or have not been formally introduced to design and the role it plays in their lives; 2. To encourage students to explore, create, and continue to try, even when they're met with their perceptions of failure, and 3. To affirm their voices, decision-making, and curiosity as they learn what their processes are and could become.

Graphic Design Methods

Prof. Marq Mervin

Project 1 - Album Cover Ver. 1

For this assignment, you will be designing a greatest hits/compilation album cover for one of your favorite bands/artists/musicians. You will also be designing a back cover which includes the tracklist. You should conduct research on the artist, their music, and create stellar cover designs. Be thoughtful about your composition, layout, type choices, and overall presentation (use hi-res images). For Version 1, you are expected to try your best at your current skill level and have fun. You will be utilizing Adobe Photoshop and/or Adobe Illustrator. Below are examples of album covers:





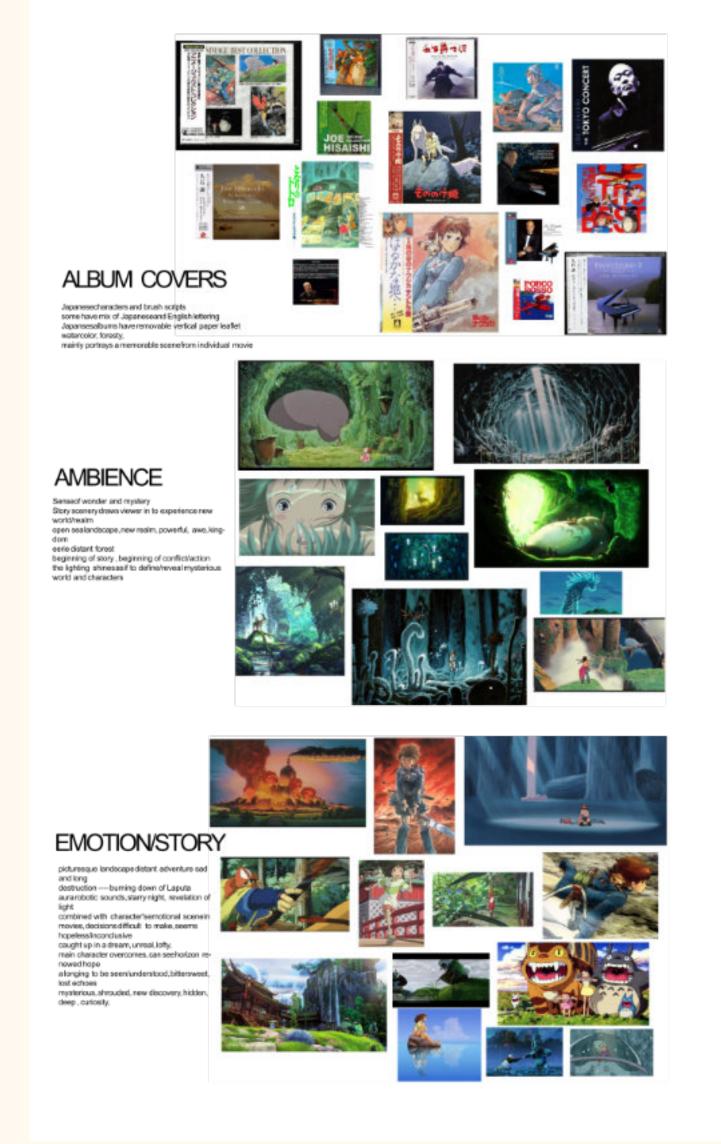


STUDENT | GRAPHIC DESIGN METHODS - TEODORA ALVAREZ
PROCESS





STUDENT | GRAPHIC DESIGN METHODS - TEODORA ALVAREZ
PROCESS













STUDENT | GRAPHIC DESIGN METHODS - TEODORA ALVAREZ
PROCESS



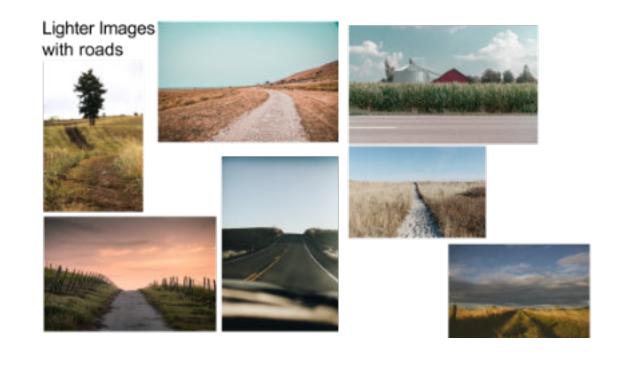


STUDENT | GRAPHIC DESIGN METHODS - REID DOROUGH

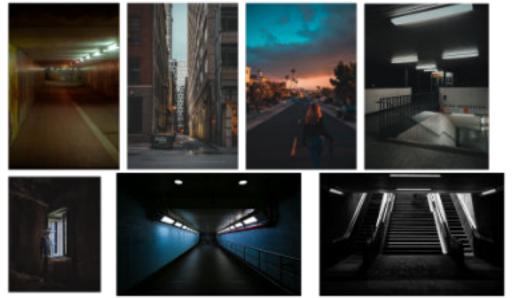




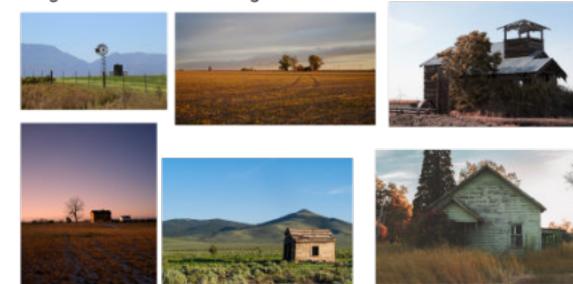
STUDENT | GRAPHIC DESIGN METHODS - REID DOROUGH



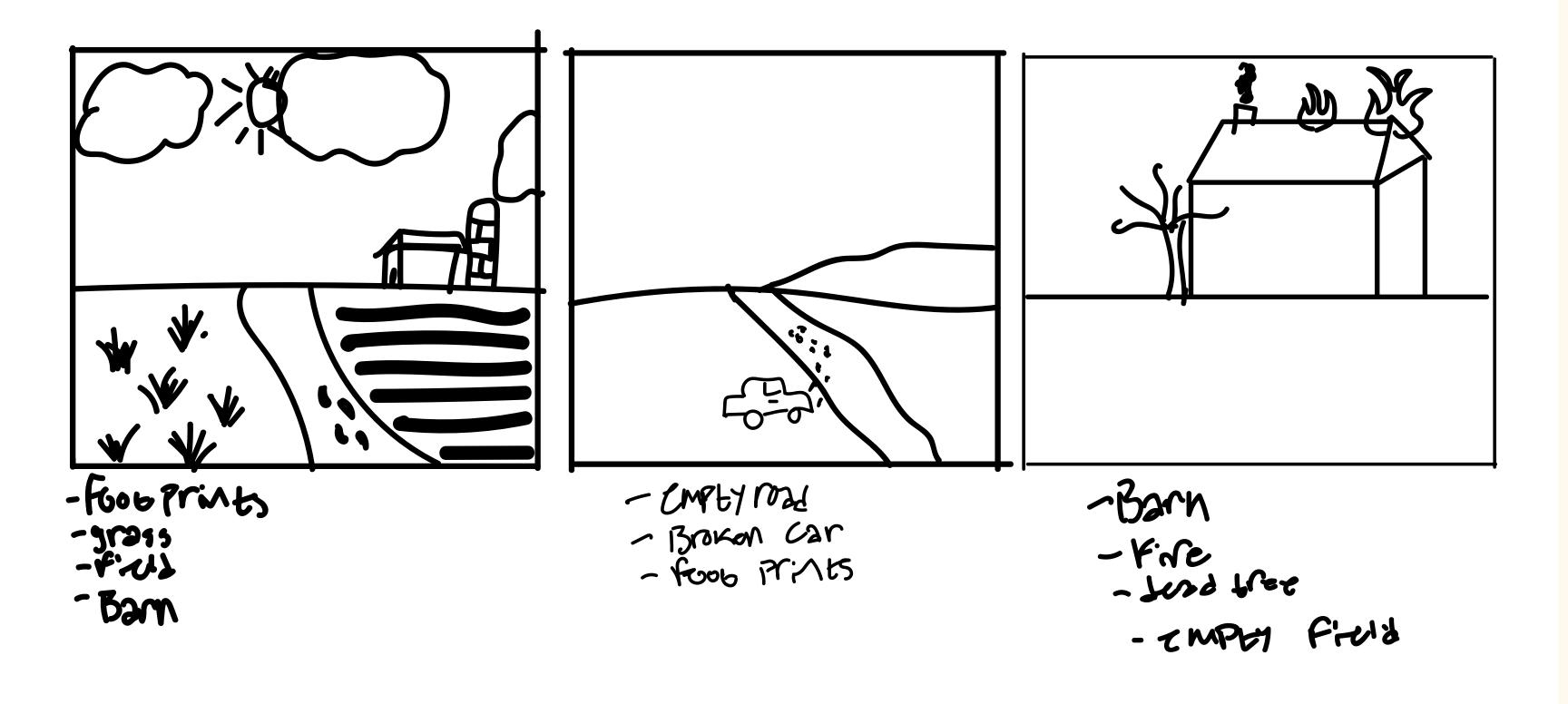
Darker urban Images



Imageswith old homes/buildings



Sketches



STUDENT | GRAPHIC DESIGN METHODS - REID DOROUGH



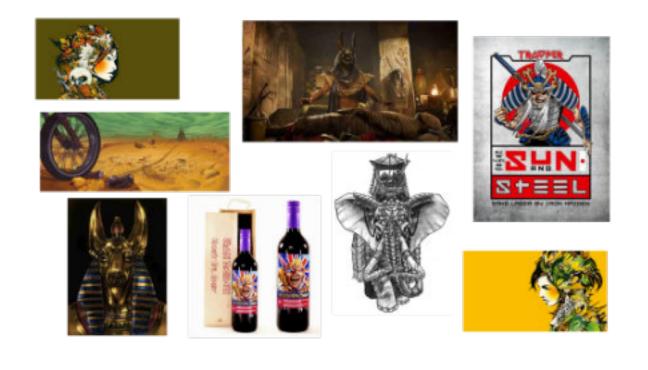


STUDENT | GRAPHIC DESIGN METHODS - RYAN SAINT
PROCESS

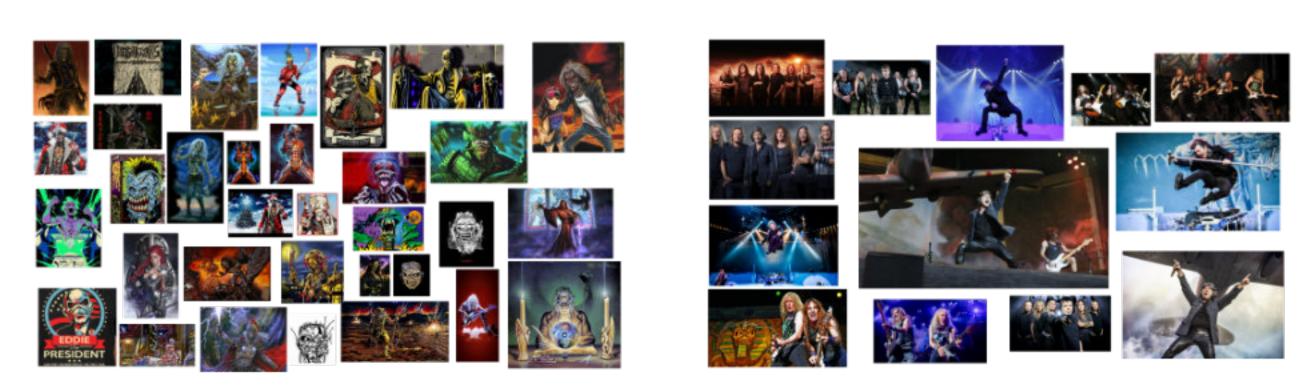


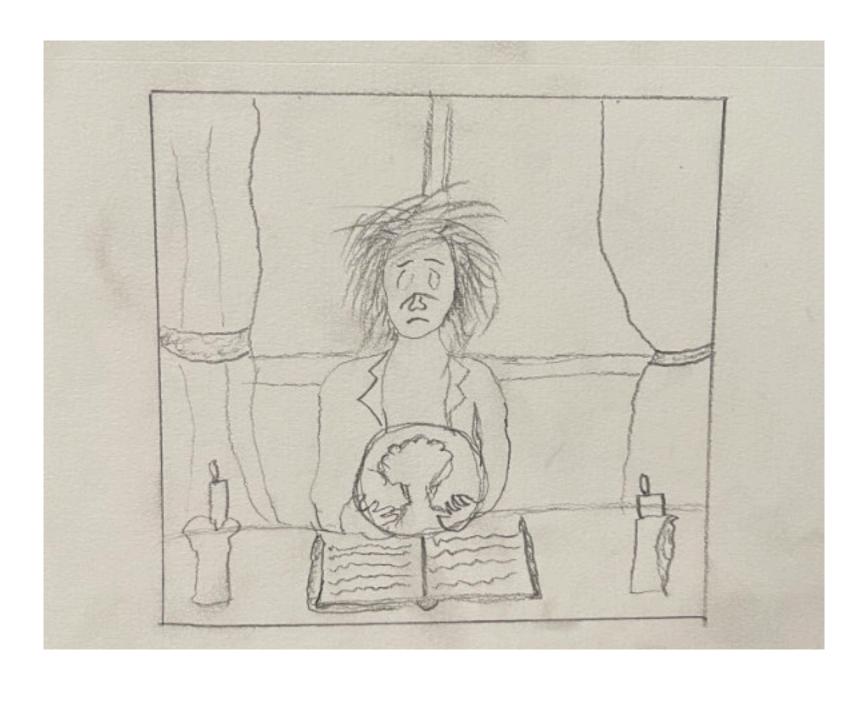


STUDENT | GRAPHIC DESIGN METHODS - RYAN SAINT **PROCESS**

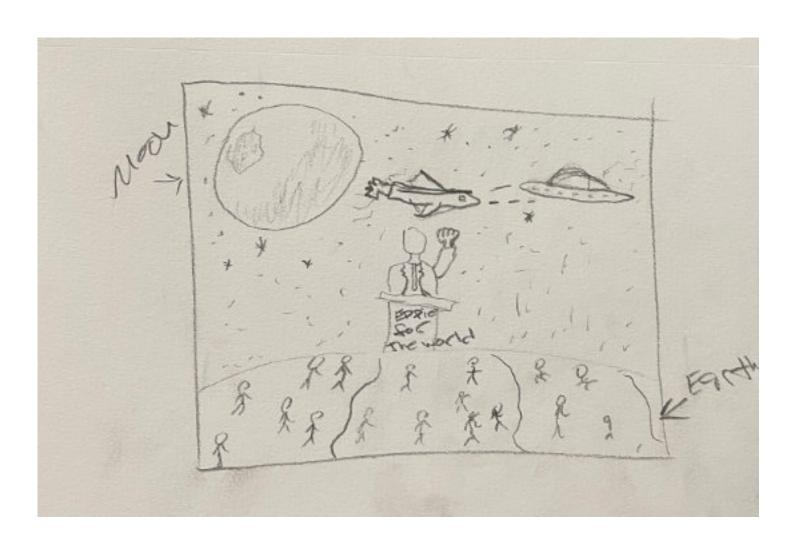


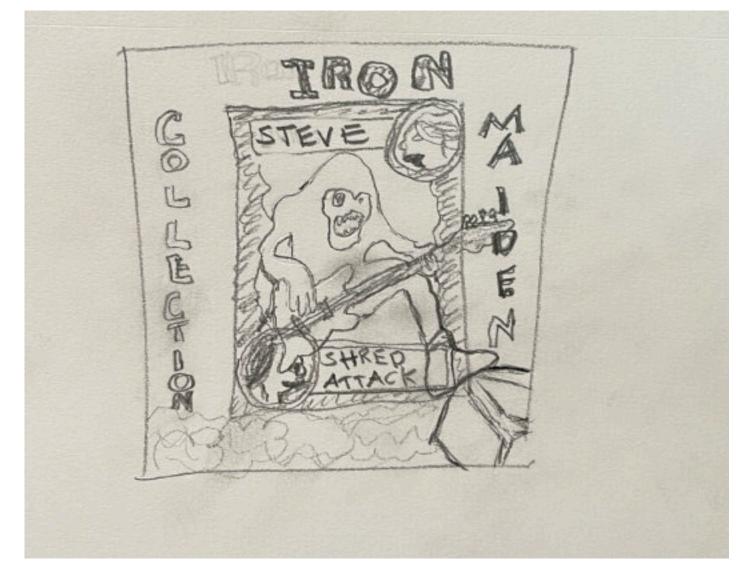












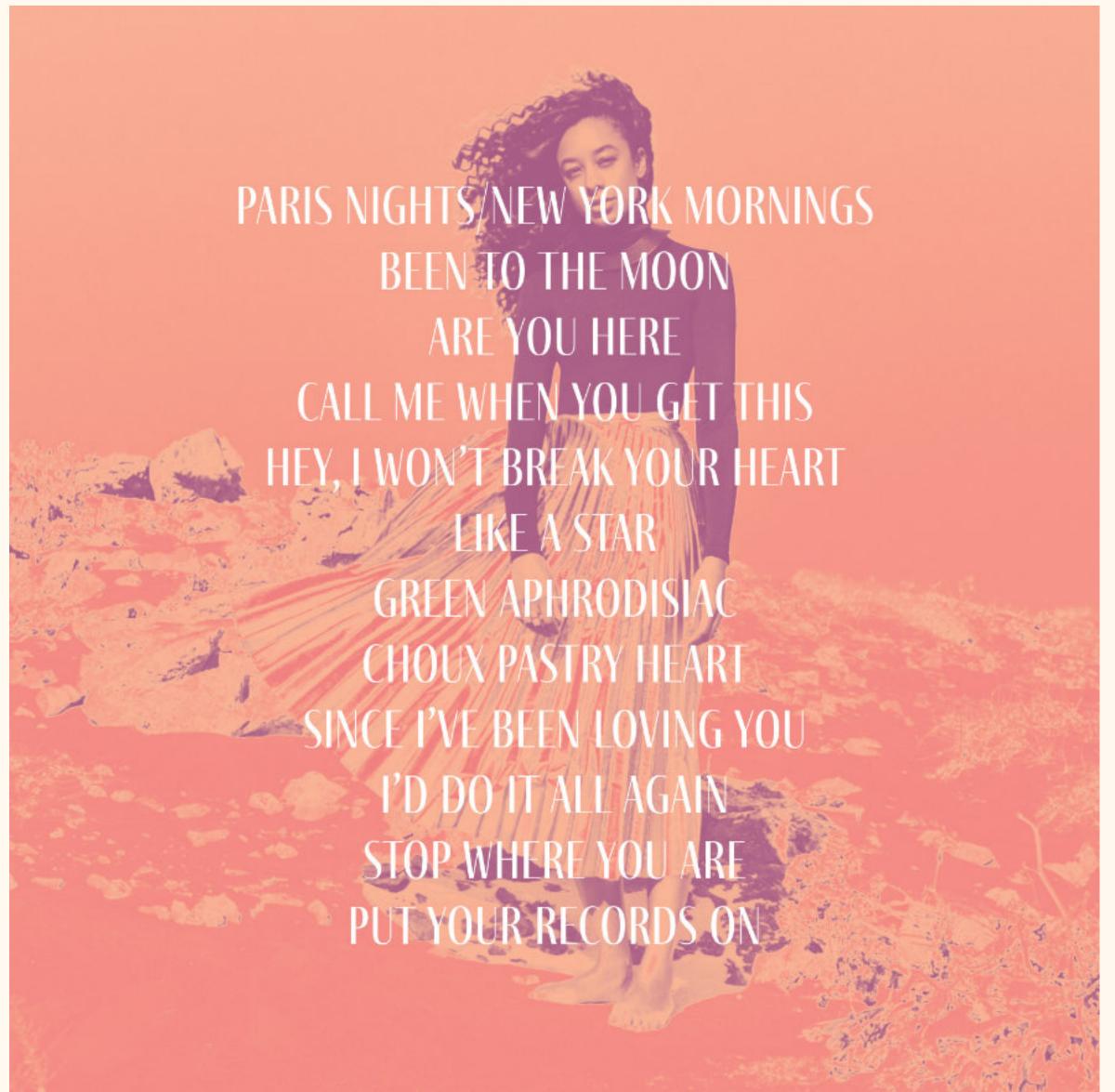
STUDENT | GRAPHIC DESIGN METHODS - RYAN SAINT
PROCESS



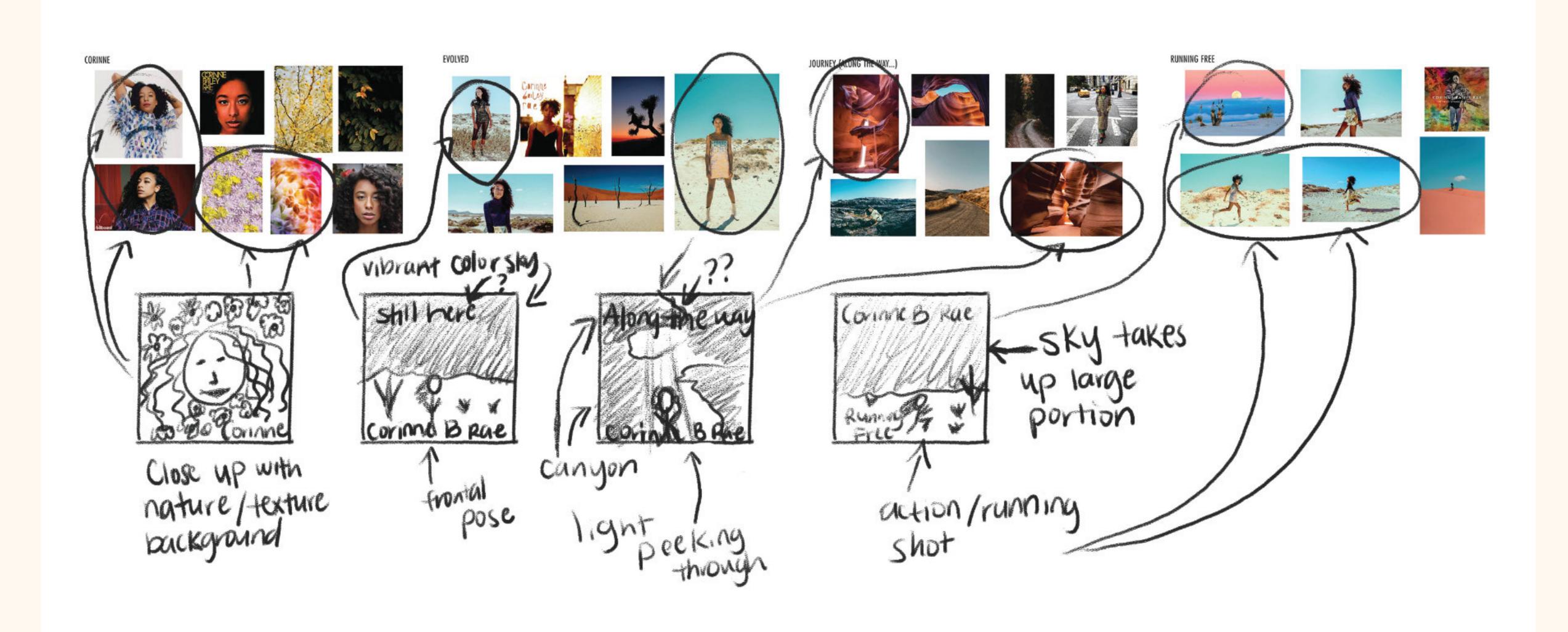


STUDENT | GRAPHIC DESIGN METHODS - GISELLE SAMUELS PROCESS





STUDENT | GRAPHIC DESIGN METHODS - GISELLE SAMUELS PROCESS



STUDENT | GRAPHIC DESIGN METHODS - GISELLE SAMUELS PROCESS





STUDENT | WEB 2.0 & SOCIAL MEDIA SYNOPSIS

Web 2.0 & Social Media

Web 2.0 & Social Media is a lower-division elective course that introduces students to the evolving state of web literacy. Considering the breadth of the course, I alternate the course structure to focus either on UI/UX design or understanding and navigating social media.

I taught this class in a virtual modality due to the pandemic. To expand the accessibility of the course material and create a collaborative space, I assigned a student-led social media festival as a semester-long project.

The class worked together to form the name, content, and visual style, which resulted in the emergence of the *1 Minute Festival*. The *1 Minute Festival* was a week-long social media festival where students created videos to explain or teach a topic in one minute. The students offered the *1 Minute Challenge* for viewers to promote participation and engagement after the festival concluded. From there, we discussed the analytics of our various social media pages to understand social engagement, the use of hashtags, the importance of image descriptions/captions, and how to develop more outreach. The *1 Minute Festival* can be viewed on Facebook, Instagram, TikTok, and Twitter and will resume in 2022 - @1MinFest.



PROCESS STUDENT | WEB 2.0 & SOCIAL MEDIA



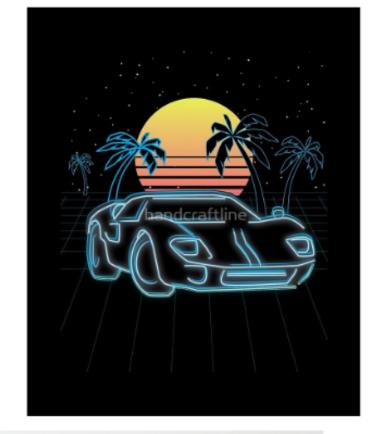


























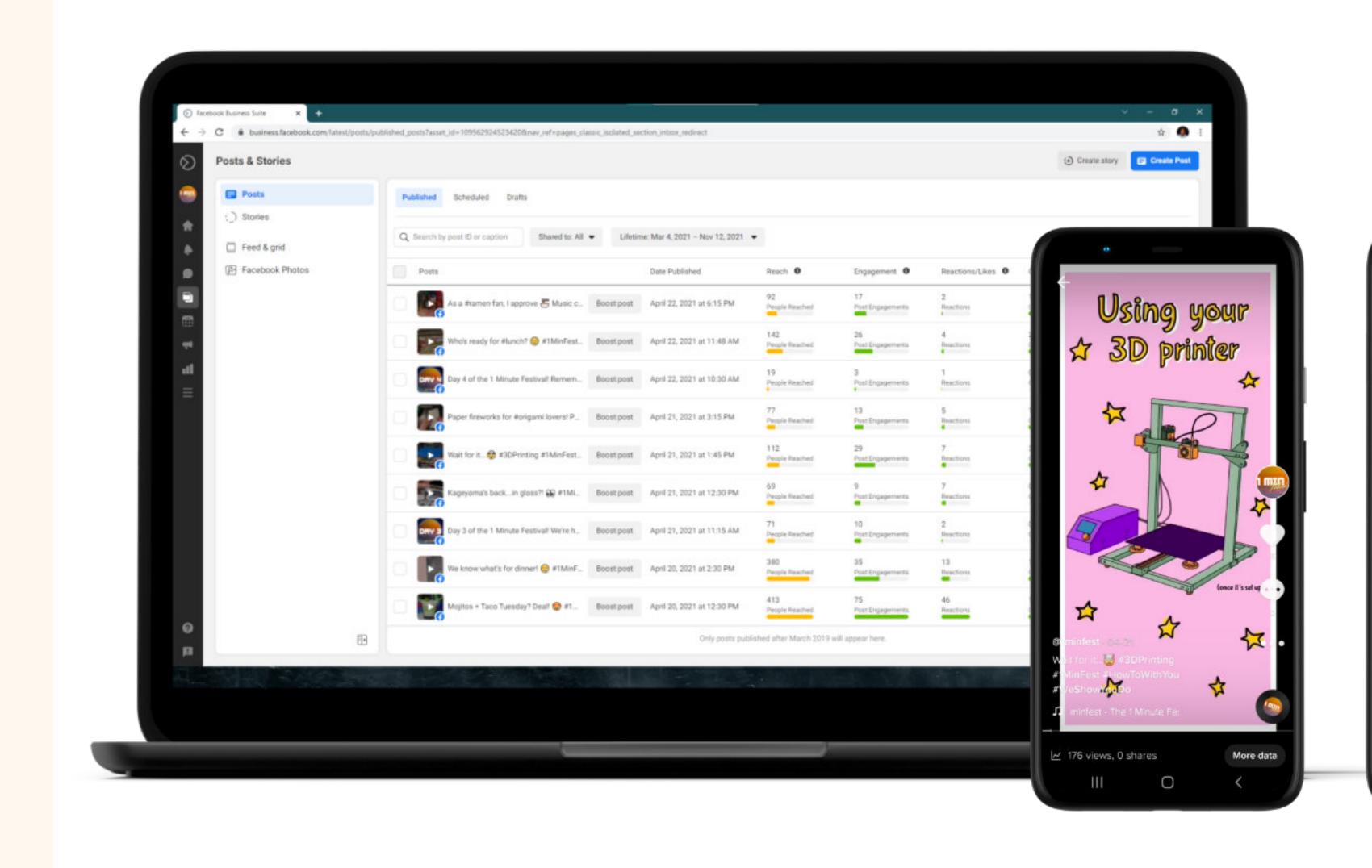


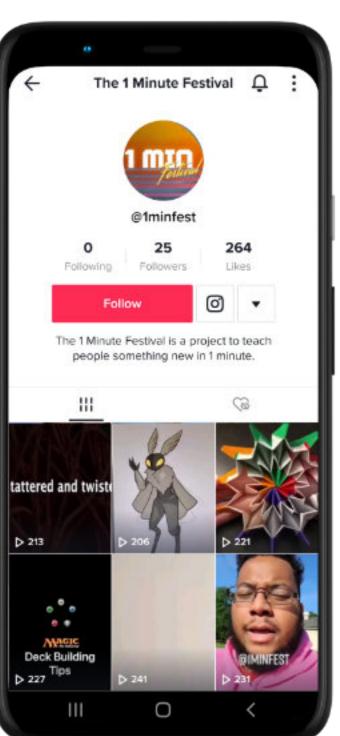
PROCESS STUDENT | WEB 2.0 & SOCIAL MEDIA





STUDENT | WEB 2.0 & SOCIAL MEDIA PROCESS







Graphic Design Viz & Creativity

Graphic Design Visualization & Creativity (shortened to GDVC) is one of the most recently added upper-division elective courses offered to juniors and seniors in the Digital Media program. I took the opportunity to teach this course and develop a structure that introduces students to elements of visual identity design.

In this course, students are assigned a semester-long project. They are tasked with designing a visual identity proposal for a mock client that I provide for them. Students are required to research their client's industry, needs, and brand values based on the Creative Brief provided to them. The proposal requires a logo concept, moodboards, type sets, color palettes, and application mockups in a PDF slide deck.

I based this course on both my introduction to identity design in undergraduate school and my previous experiences as a freelance designer. My intent was to introduce students to identity design, instruct them on how to collaborate with a client(s), and provide an example that shows their paths as creatives are limitless. The mock clients I provided are Soluna, a small business that prepares and sells aromatherapy products, Vida Meals, a small business in the meal prep industry, and Poise, a small business focused on men's shoe wear.

Graphic Design Viz & Creativity

Prof. Marq Mervin

Visual Identity Design

Visual Identities, mistakenly referred to as the "Brand", are what we remember most when engaging with a product, business, or organization. From the logos and signage to the typography and color palettes, visual identities help strengthen the recognition and visibility of a business. Much like branding, visual identity design involves research, strategy, and intention.

For this project, you'll be developing one slide deck to present **two** visual identity proposals for a mock client. The mock client & their Creative Brief will be provided for you. You are to have the following for your final project:

1. Slide Deck PDF Presentation - 500pts

both proposals must include:

Logo Concept | Color Palette | Type Set | 2 Application Mockups | Moodboard

2. Process Folder - 500pts

must include:

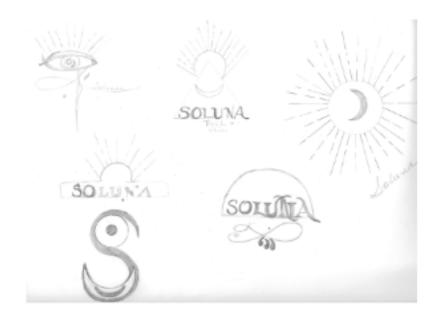
Process Sketches + Process Images of Design Work | Reference Images

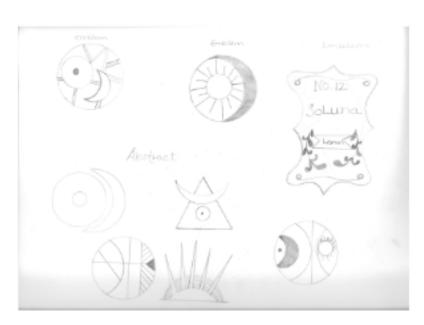
STUDENT | GDVC - KELLY PARISH
PROCESS













TYPOGRAPHY

PHILOSOPHER

Welcome to SOLUNA. This is headline text. Only for headers.

CORMORANT SEMIBOLD

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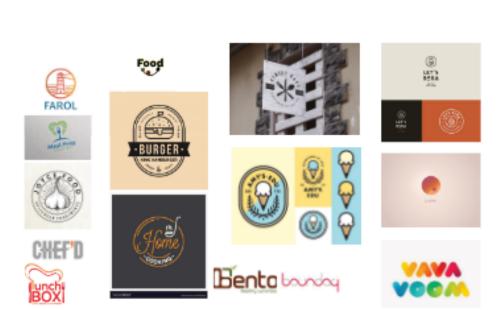
COLOR PALETTE

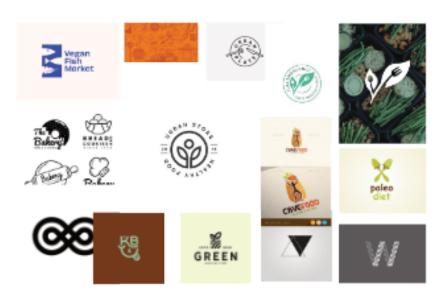


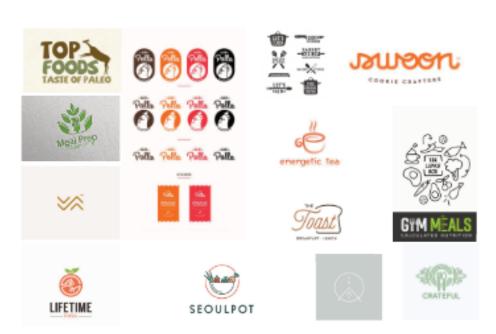


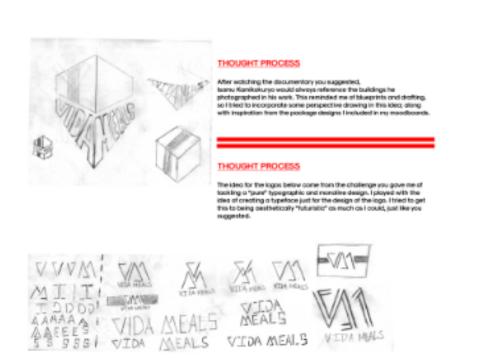


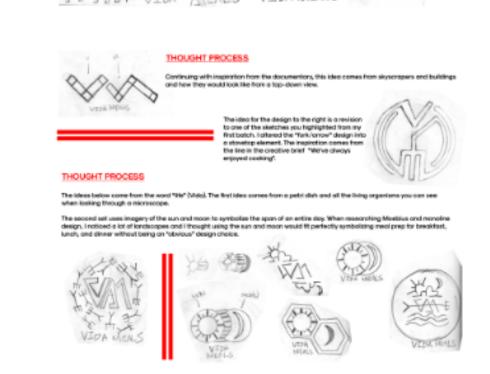
PROCESS STUDENT | GDVC - JEFF MANALANSAN















Proxima Nova

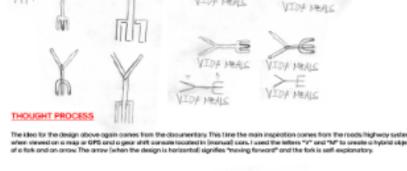
VIDA MEALS

COLOR PALETTE









The design to the right is a combination with the typographic later.



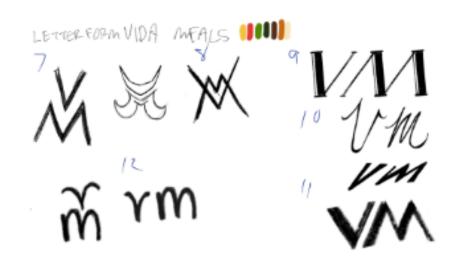


PROCESS STUDENT | GDVC - CHRIS FLOYD















VIDA MEALS



Welcome to Vida Meals

We hope you're hungry!

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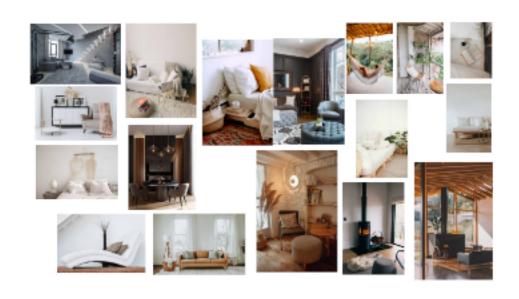
COLOR PALETTE

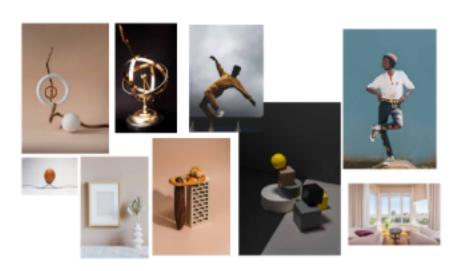


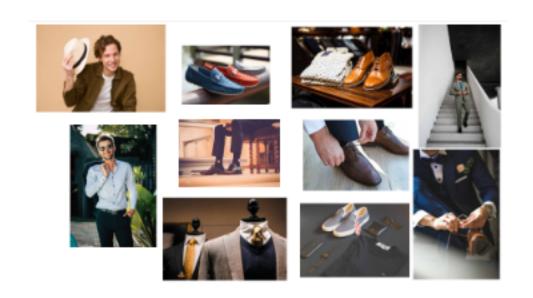


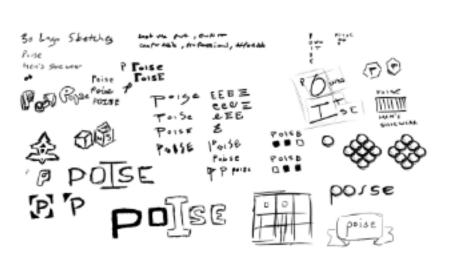


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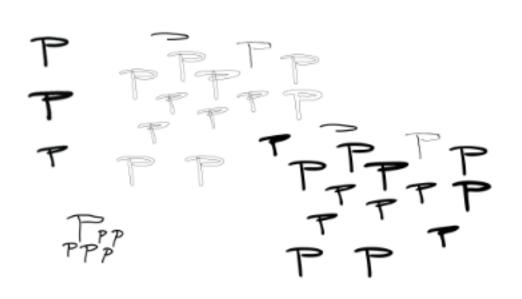












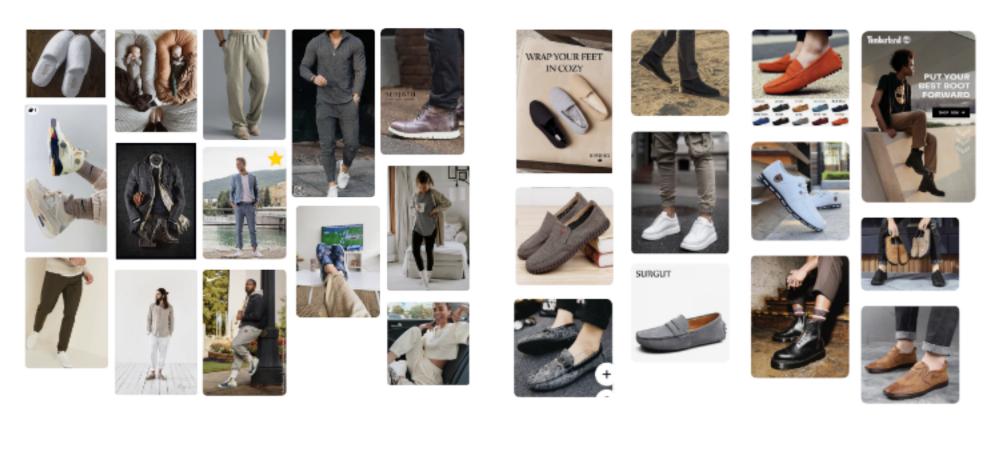


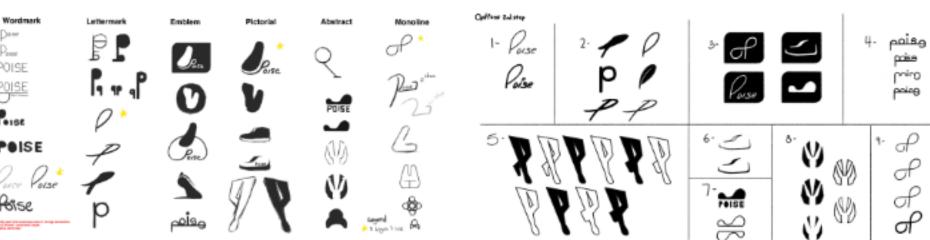






STUDENT | GDVC - JONATHAN CARDONA
PROCESS

















Let's Connect

Thank you for perusing through my portfolio. I hope you enjoyed! If you'd like to learn more about myself, my art practice, or the work presented, please feel free to visit my website, send me an email, or connect with me on social media. You'll also find my curriculum vitae, teaching philosophy, and personal statement of advocacy on my website. The links have been provided to the right. Thank you again for your time and bandwidth! I look forward to connecting with you.

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