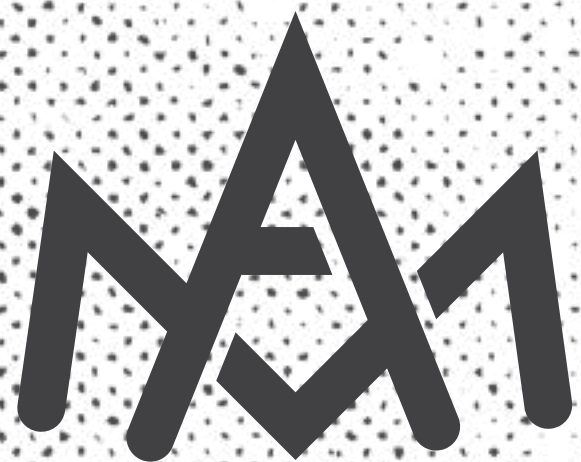


Arden Minor

Multimedia

**Portfolio**



# hello!

**My name is Arden Minor and I'm a multimedia designer based in Morgantown, WV.** I specialize in video editing and motion graphic design but I am also skilled in graphic design and photography.

I have been refining my creativity over the past 5 years and consider myself to be a creative problem solver who works well under pressure. I have been working in the multimedia field for the past 2 years in which I have been expanding my knowledge and skills in graphic design, motion graphics and video editing and production.

## Contact

304 282 5292  
minorarden@gmail.com



# Education

## *Bachelor of Arts in Journalism -*

### *Interactive Design for Media*

West Virginia University

Reed College of Media

2019-2023

Morgantown, WV

## *Master of Science in Sports Management*

West Virginia University

College of Applied Human Sciences

2024-Present

Morgantown, WV

# Experience

## *Graphic Designer/Illustrator*

Freelance

2020-2024

## *Multimedia Positions*

WVU Extension Communications

2022-Present

# Skills

- Full Adobe Suite, including InDesign, Photoshop, Illustrator and Lightroom
- DSLR Camera Photography
- DSLR Video Shooting
- HTML/CSS basic coding
- Basic Web Design
- Project Management
- Time management

- Deep understanding of 4-H and other WVU Extension programing as a 4-H All-Star
- Up-to-date with design trends within the University and the field
- Editing captions for correctness and including them in each video for accessibility
- Adhering to WVU branding guidelines

# Equipment

*I do not own any of my own gear but this is all the gear I have experience with*

## **Camera:**

- **Canon 80D**
- **Canon R6**

## **Audio:**

- **Tazcam Lavalier Mic**

## **Lighting:**

- **Viltrox Panel lights**
- **120D Video Light**
- **AD200 and AD400 Photo lights**

# table of contents

<a href="#">Featured Work</a> . . . . .	5
<a href="#">Graphic Design</a> . . . . .	14
<a href="#">Logo Design</a> . . . . .	19
<a href="#">Illustrations</a> . . . . .	21
<a href="#">Photography</a> . . . . .	23
<a href="#">Animations</a> . . . . .	27
<a href="#">Resume</a> . . . . .	32

# Featured Work

*Explore the heart of my portfolio, where I present in-depth case studies showcasing my standout projects.*

These selections reflect my hands-on involvement from start to finish, offering insights into my creative process. Dive into these narratives to see my strategic thinking, problem-solving skills, and commitment to delivering results.

*Click on thumbnails to view videos.*

# Day of Giving Refresh

February - March 2024

## About this project:

WVU Day of Giving is an annual event at West Virginia University aimed at rallying support from alumni, students, and the community. Academic and support units utilize this day to gather funds to support university initiatives. For WVU Extension, these initiatives include camp scholarships, academic scholarships, camp ground improvement, and supporting volunteers, among many others.

The event fosters a sense of community and philanthropy while providing an opportunity for individuals to contribute to the university's success. As a member of the communications department, I work closely with the WVU Extension Development Office to create materials for each year's event.

## Goals:

- Produce 4-H and general Extension hype videos to encourage alumni to support the programs that matter to them
- Animate a new "Thank You" video to go live after the event has ended
- Remake graphics for the annual Day of Giving website for WVU Extension and social media channels for each county's extension office.
- Design content for the website, including banners for mobile and web and 10 individual challenge images.
- Generate social media graphics, with 55 unique variations, one for each county.



WVU Extension Day of Giving Website Banner



Challenge Image for Mineral County 4-H



Social Graphic for Grant County



Thank You Video



WVU Extension Hype Video

## Experience:

- Developed ideas for text-based animations to convey the message effectively despite lack of new footage.
- Brainstormed and conceptualized text animations to engage viewers.
- Designed and created assets using Illustrator, ensuring consistency with WVU Extension branding.
- Animated scenes using After Effects to bring the concepts to life.
- Edited music in Audition, incorporating a countdown at the beginning of the “Thank You” message for added impact.
- Implemented and synchronized sound effects in Premiere to enhance the depth and appeal of the animations.
- Based new static designs on previous ones to maintain brand recognition while introducing a fresh look.
- Utilized InDesign for assembly, Illustrator for asset creation, and Photoshop for image manipulation.
- Ensured consistency between graphics and branding for the website, including videos created for the campaign.
- Collaborated closely with the graphic design department to alleviate their workload, delivering projects promptly.
- Demonstrated efficiency in turning around projects swiftly to meet tight deadlines.

## Outcome:

Despite the absence of new footage, my approach yielded compelling text-based animations, effectively conveying the campaign message. My supervisor, with whom I've worked for two years, praised it as potentially my best work yet. This accomplishment showcases my dedication, creativity, and proficiency in video production, filling me with pride and a sense of achievement. The animations are expected to resonate with viewers and bolster WVU Extension's fundraising efforts for the Day of Giving. Client feedback has been overwhelmingly positive. The Day of Giving director expressed satisfaction, expressing interest in showcasing the designs as a model for future events. This outcome demonstrates successful collaboration and execution, meeting both client expectations and garnering university-wide acclaim.

# Battler CATS Branding

July 2024



Initial client sketch



Mock-up version 1



Mock-up version 2



Mock-up version 3

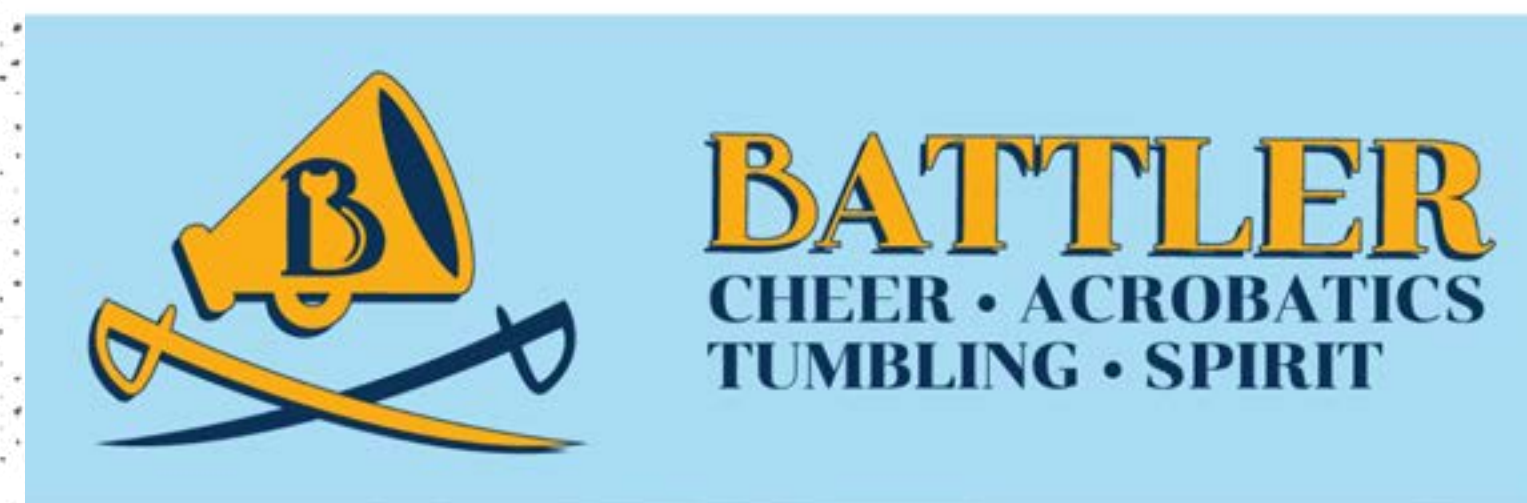
## Final logo and wordmark breakdown



When used without the main logo, a Battler CATS 'B' replaces the AB 'B' in the wordmark



Used a font-finder to find a similar font to the AB logo for wordmark: Chonburi



## About this project:

Battler CATS is a cheer, acrobatics and tumbling gym located at Battler's Knob in Philippi, West Virginia, that opened after the closure of Alderson Broaddus University. After the closure of the university, my uncle, who was the former cheer coach at AB and owner of Battler CATS, requested a logo for his new gym that matched AB's brand. This was so he could continue to use brand elements and uniforms from his cheer program and pay homage to the history of the location of the gym at the former site of AB.

It is important to note that often I will "sketch" my designs in illustrator to get a better idea of what it could look like finished. Once the client approves a design, I will clean up the "sketches." For this project, my uncle sketched enough of the design for me that I felt comfortable diving right in.

## Goals:

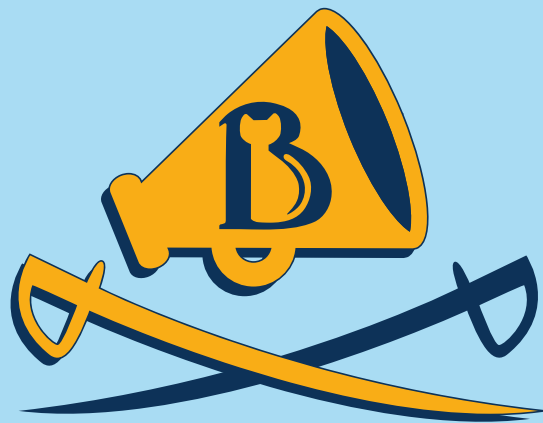
- Create a logo that represents the new brand as well as utilizing elements from the now defunct Alderson Broaddus University.
- Ensure brand recognition with AB while creating an entirely new logo
- Incorporate a cheer megaphone
- Develop a unique brand identity
- Deliver a brand kit with SVGs and PNGs of the logo, word marks and secondary logos along with a brand guide with fonts and color palette.
- Create wordmarks



Alderson-Broaddus Logo



# Stylesheet




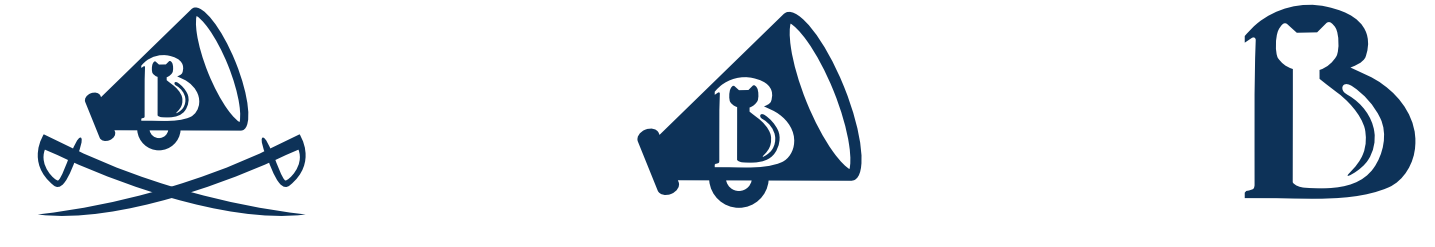


**BATTLER**  
CHEER • ACROBATICS  
TUMBLING • SPIRIT

**Chonburi**  
ABCDEFGHIJ  
KLMNOPQRS  
TUVWXYZ  
0123456789

**BATTLER**  
**BATTLERS**

#F9AD16   #0D3258   #A9DCF3   #F2F2F2

Font and standalone wordmarks

Color palette based on AB logo and colors that complement the navy and gold

Main logo and two alternates

Mock of navy flat on gold BG

Mock of gold flat on navy BG

Navy flat logo alternatives

## Experience:

- Worked closely with the client to make sure the brand identity fit his vision and made changes based on his feedback
- Created and delivered several iterations of the logo so the client could choose
- Utilized elements of the Allderson Broaddus logo, such as the sabres and capital B and the gold and blue from the main AB logo
- Created “flat” versions in one color to assist in easier and cheaper merchandising
- Designed with scalability in mind so elements would look good on phone screens and t-shirts.
- As the gym’s client base is primarily focused on school aged children, I wanted to incorporate a cat into the logo so it would be “cute” and appeal to the clientele.

## Outcome:

Despite this being a pro-bono job for my uncle, I didn’t spare any expense with my process and the outcome is something that I am proud of and the client is pleased with.

My uncle isn’t heavily advertising the gym currently as the gym has a strong client base already due to his notoriety in the community, but I can see him using the assets more when the next recruiting season comes along. While they aren’t utilizing everything from the brand kit yet, they are already creating merchandise using the logo and I cannot wait to see the logo around more and more.



My uncle Chad Haller and his co-owner and co-coach Liz Poling wearing Battler CATS merch.

# Cryptid Road Trip

April - July 2023

Click on thumbnails to view videos.



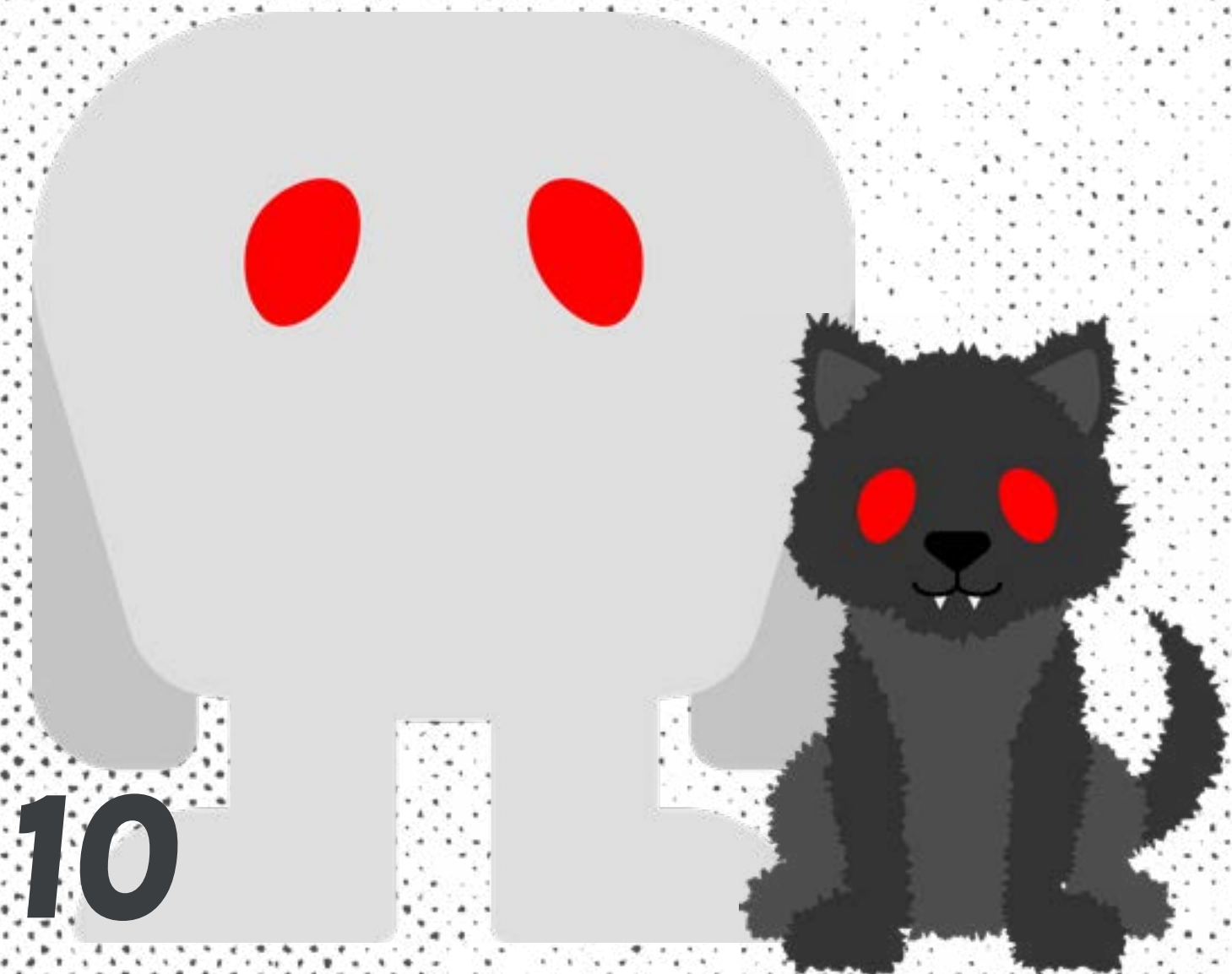
## About this project:

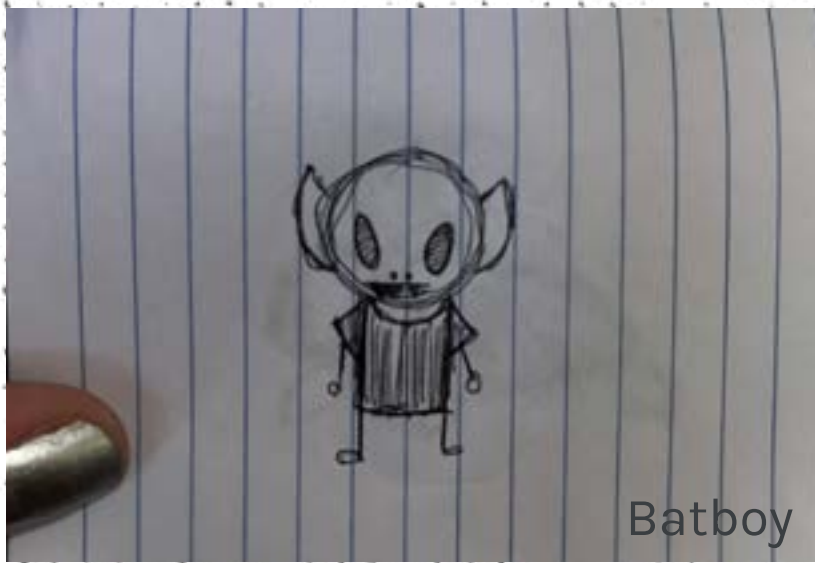
This video series was created as part of WVU Extension's 6-week long summer childrens television program on West Virginia Public Broadcasting, Energy Express. Originally created in 2020 to accompany the digital summer literacy program of the same name, the show has grown into an educational and engaging product featuring activities in literacy, STEM, art, cooking, nature and more.

The "Cryptid Road Trip" was created for season 4 of the series and is meant to teach 1st to 6th graders about the monsters that are said to lurk in and around West Virginia. The series first features a segment on storytelling with folklorist Rosemary Hathaway where she teaches the audience about what makes a good story and that monster stories are just fictional.

## Goals:

- Brainstorm with Energy Express team to come up with ideas for the series
- Design and animate the cryptids to feature in the series
- Produce a 10 video series for use in Energy Express but is also able to stand alone
- Create engaging content that is educational to a wide audience

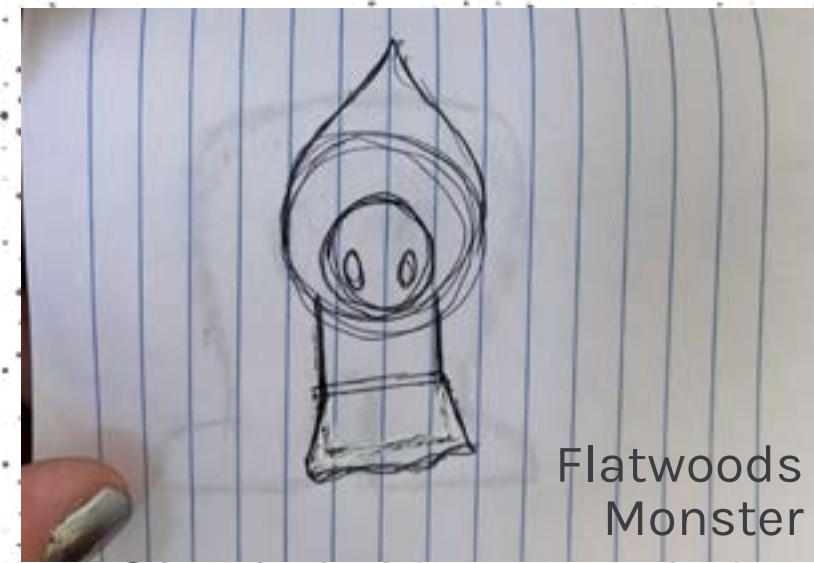




Batboy



Bigfoot



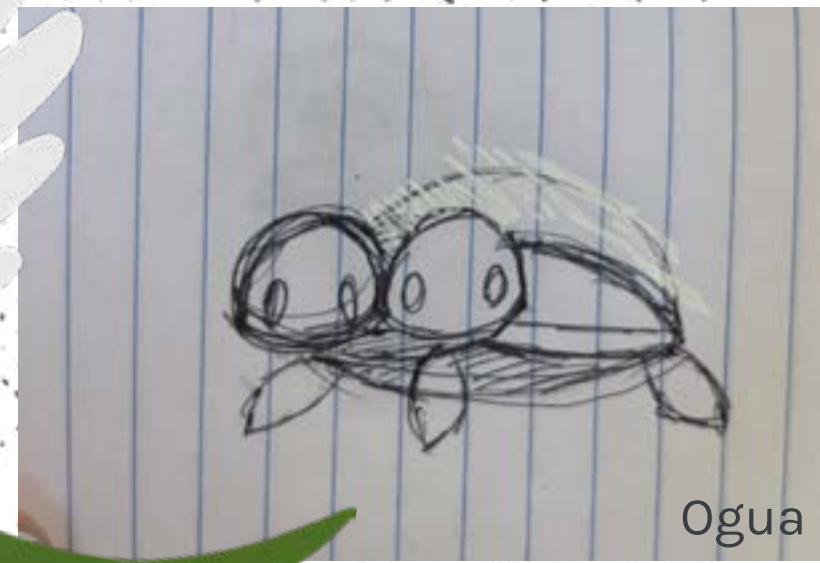
Flatwoods  
Monster



Grafton  
Monster



Mothman



Ogua



Sheepsquatch



Snarly Yow



Veggie Man



## Experience:

- Sketched ideas for Cryptid design, vectorized in Illustrator and animated in After Effects
- Generated concise palletes for each Cryptid to convey their design in as little color as possible
- Developed brand recognition of the cryptid designs by adhering to a style across all designs
- Collaborated with team members to pinpoint Extension Agents to feature in each segment
- Helped travel to and film segments in Morgantown, Grafton, and Fairmont, WV
- Filmed on-camera for the “Snack Break” segment where I taste test pepperoni rolls from the bakery that invented them in Fairmont, WV and teach about their history.
- Animated “sightings” of each cryptid for its respective video
- Edited 12 segments (including Folklore segment with Rosemary and mid-trip snack break) in a timely manner to include in episodes throughout the season
- Due to outsourcing content, I completed many of the segments within a week of their due date.

## Outcome:

After it aired, the series was featured in cryptid themed events and activities and is cited as a “Cryptid Reference” in the Cryptid Chasin’ Scavenger Hunt MiniKit from Curated Wonder. Cryptid Mountain Mini-Golf sells the MiniKit and has the references on display in their gift shop as well. The entire Cryptid Road Trip has a combined 1,100 views on YouTube. I received incredible positive feedback from those featured in the videos as well as from viewers and the cryptids remain one of my most popular designs.

The full series can be viewed [here](#).

# 60 Seconds With...

June 2023 - Present

## About this project:

Since 2019, WVU Extension has had a fast paced introductory series called “60 Seconds with...” where Extension beneficiaries can “meet” those who work in Extension and learn more about them. The series went on hiatus in 2020 until we picked it back up with a re-branded style in 2023.

Upon taking over the project up from my colleague several months later, “60 Seconds With...” has turned into a place where I can experiment with different animation styles and learn new techniques to further my exploration of motion graphics.

Following the unification of WVU Extension, the Center for Community Engagement and WVU Davis College of Agriculture, the Division for Land-Grant Engagement wanted to introduce students of the Davis College to their new Dean. I created “90 Seconds with Dean Atilles” and pulled relevant information from his interview to showcase his personality while also showing that he cares for the state and the Davis College.

## Goals:

- Introduce West Virginians to those who work at WVU Extension, including but not limited to Extension Agents, specialists and WVU Extension faculty/staff.
- Learn how to effectively solo preproduce a segment by:
  - Identifying potential subjects
  - Scheduling time to film
  - Coordinating with facilities to host filming location
  - Planning questions
- Assist with re-brand by designing new thumbnails for past and future videos





### Experience:

- Successfully pre-produced and produced 3 “60 Seconds With...” segments for use on social media, WVU Extension YouTube channel, Extension-wide newsletter and various other uses with over 400 views total
- Illustrated, edited clip art or used Adobe Illustrator artificial intelligence to create assets
- Conducted interviews with 5 Extension Agents that lasted no longer than 20 minutes
- Edited and animated 6 segments to date.
- Maximized efficiency by working around WVU Extension annual conference schedule to film with as many participants as possible
- Ensured comprehensive coverage of diverse geographical areas by filming with extension agents located in distant counties to prioritize their inclusion.
- Reviewed answers from interview and picked the most entertaining responses to include
- Selected a mix of Extension-based questions and fun or silly questions to make sure to keep the video entertaining as well as educational.
- Amplified skills in green screen filming and editing, motion graphic animation and illustration
- Designed thumbnails and created templates so the style says consistent across the entire series.

### Outcome:

Along with my team, those who starred in the segments were very pleased with the outcome. Having a series as open ended as “60 Seconds With...” has been very important for my creativity and continued learning about After Effects; it has served as my biggest opportunity to improve within the field of motion graphics. It also taught me how to fully run a set by myself and allowed me the opportunity to learn how to efficiently put up and tear down to keep travel and transport as easy as possible for a one-person operation.

I am most proud of “60 Seconds with Mikie Withrow” as he answered the questions quickly and I could fit more into the 60 second time-frame. I also think my experimentation turned out the best visually in this video. As one of the 5 I filmed myself, seeing this segment to completion is a very fulfilling experience for me.

# Graphic Design

*Explore my graphic design portfolio featuring a magazine layout, an eye-catching flier and a social media graphics.*

With an eye for aesthetics, I create designs that communicate effectively and captivate the audience. Discover my versatility and visual storytelling skills in this collection.

# Professional Branding

## Portfolio

# hello!

My name is Arden Minor and I'm a multimedia designer based in Morgantown, WV. I specialize in video editing and motion graphic design but I am also skilled in graphic design and photography

I have been refining my creativity over the past 5 years and consider myself to be a creative problem solver who works well under pressure. I have been working in the multimedia field for the past 2 years and I am pursuing a career in sports content creation with an emphasis on motion graphics.

### Contact

304 282 5292  
minorarden@gmail.com



## Business Cards



## February 2024-Present

I had always struggled with my portfolio as a multimedia designer because I have still and motion content I want to showcase. I always wanted to make it as accessible as possible and couldn't make it work on a website alone, so I took to InDesign as I work a lot better when I can individually control each element on the page. During my capstone, I was tasked with creating a styleguide for my [interactive website](#); I liked the styleguide so much that I used it for my professional branding as well. It was meant to evoke the feeling of the Pittsburgh Penguins organization and as I superfan, I wanted my brand to align with theirs.

I created several page templates so each page of similar content matched each other and felt like a cohesive whole. For those templates, I utilized guides, columns and margins to make sure the content fit on the page and wasn't too crowded. Finally I wanted to be able to hand out my QR codes for my resume and portfolio easier at networking events, so I created a business card that aligned with my branding as well as rebranding my website to match.

# Magazine Layout



February 2023

Completed as an assignment for my graphic design class, this project required creating a grid layout, incorporating text, simple graphics, and image placeholders based on a chosen article, emphasizing typography and type placement while utilizing the full text, with specific attention to formatting details such as titles, headers, and lists, and culminated in a set of multi-page InDesign layouts.

Following Evgeni Malkin's 1,000th game a few months prior, I dived into his journey to the NHL, which led me to select this article about him. The content of the article lent itself to some interesting assets which also helped me choose it. When selecting the font, I prioritized readability while also ensuring they conveyed a sporty vibe, especially when used in all caps for headings. My professor was pleased with the result and it remains one of the most unique items in my portfolio.



# WVU Women's Hockey Graphics



October 2019 - March 2020

During its inaugural season at West Virginia University, the WVU Women's Club Hockey Team aimed to enhance visibility on social media. I curated captivating photos and crafted dynamic game day graphics for Instagram, Twitter, and Facebook, effectively promoting matches and team accomplishments.

Collaborating closely with the team, I provided real-time updates during games and amplified their presence during playoffs. Adhering to branding guidelines, I maintained consistency while highlighting elements unique to the women's team. The project successfully marketed the team, earning positive feedback from both the client and followers.

# STEM Ambassador Fliers



February - March 2024

The WVU Extension STEM department, based at West Virginia University in Morgantown, aimed to revamp promotional materials to enhance engagement and attract applicants for Summer STEM Ambassador roles targeted at specific schools within WVU.

Working closely with WVU Extension's graphic design team, I ensured the design complied with accessibility standards and optimized for print and digital platforms. Using Adobe Illustrator and InDesign, I crafted visually cohesive fliers, maintaining consistency across all versions. Photoshop was utilized to enhance visual elements. The resulting design met client expectations, with positive feedback indicating satisfaction. Each flier features a unique QR code for tracking, facilitating comprehensive analysis post-campaign.

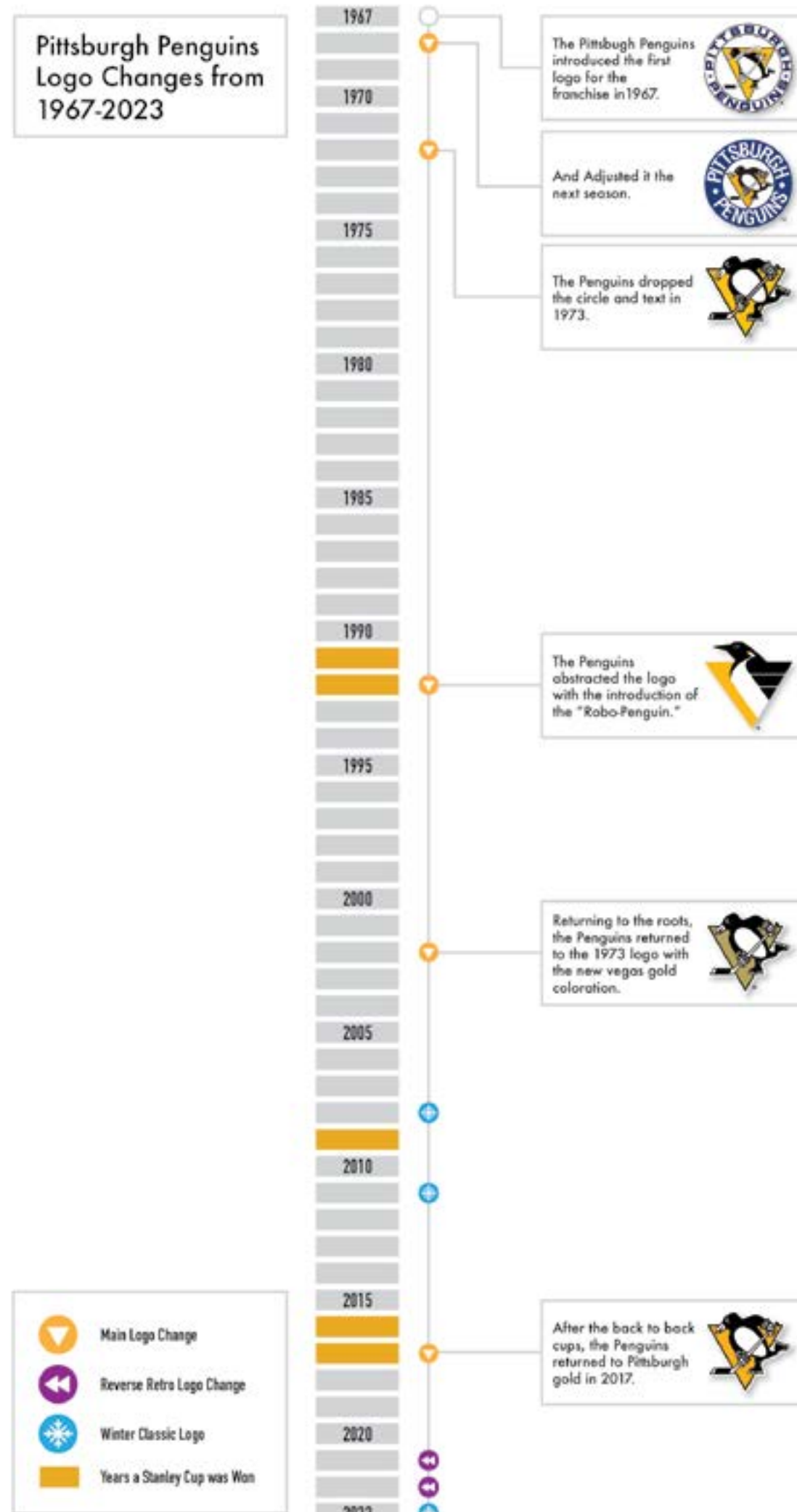
# Pittsburgh Penguins Logo Timeline

## February 2023

Created as an assignment for my visual communications class, I made this timeline to serve as a visual aid of the history of the Pittsburgh Penguins and its logos.

I used 57 rectangles to represent the years between 1967 and 2023. I broke up the timeline by year and gold rectangles represent Stanley Cup championship wins. I used "Pittsburgh Gold" for the Stanley Cup years and the main logo changes. I chose blue for the winter classic because, for 2 of the 3 appearances, the Penguins wore light blue jerseys. As for reverse retro, I chose purple because it's complementary to gold.

Color depth between gold and grey allows the gold to be more prominent. I also added a drop shadow to the logos to separate the white elements from the background but it also pushes them to the foreground. The triangles for the main logo changes are meant to represent the logo itself, but it also serves as an arrow to guide the viewer down the graphic.



# Small Ads Assignment

## January 2023

"Your first creative project focuses on typographic hierarchy; you will pair and manipulate multiple fonts to create distinct variations of a set of assigned texts."

For my first assignment in my graphic design class in Spring 2023 was to create a sheet of small ads using the description and prices of three different products; we needed to create 5 versions of each ad for a total of 15 small ads. Meant to emulate the classified section in a newspaper, we had to work in black and white and without complex imagery.

I experimented with shapes and fonts to fit the vibes of each ad while also making sure two of the same product weren't near each other so it looked the most like 15 separate ads.

**Hidden Pen Radio**  
GUARANTEED TO RECEIVE SEVERAL STATIONS IN YOUR AREA  
Fits into your pocket like an ordinary pen. Hear music, breaking news, sports, stories, and more. Listen anywhere. Miniature earpiece for listening. Fullrange tuner. (Reception varies by location.) No additional expense. No batteries needed. Self-powered solid-state circuit. Germanium diode pulls radio waves right out of the air. Ground wire included but not always necessary in most areas.  
Full money-back guarantee if not completely satisfied. **\$19.99**

**Electric Shocking Book**  
Never fails to "catch" the suckers when left around. When unsuspecting hands open this book they get an electric shock that really tickles.  
**\$5.50**  
(Batteries not included)

**7 ft Life-Size Ghost?**  
We developed this item to resemble classic bedsheet ghosts. Ready to operate. Includes inflatable white shroud "body" and nearly invisible 50 foot control line.  
Indoor and outdoor use; you control in secret... Acts life-like. Rises, falls, floats, darts and dances. **\$8.49**

**Hidden Pen Radio**  
Listen anywhere. **\$19.99**  
Real working radio hidden in pen case. Fits into your pocket like an ordinary pen.  
Miniature earpiece for listening. Fullrange tuner. Self-powered solid-state circuit.  
Germanium diode pulls radio waves right out of the air.  
Full money-back guarantee if not completely satisfied.  
music breaking news sports stories and more...  
Ground wire included but not always necessary in most areas.  
GUARANTEED TO RECEIVE SEVERAL STATIONS IN YOUR AREA (reception varies by location)  
GERMANIUM DIODE PULLS RADIO WAVES RIGHT OUT OF THE AIR!  
Real working radio hidden in pen case. Fits into your pocket like an ordinary pen. Hear music, breaking news, sports, stories, and more. Listen anywhere.  
Miniature earpiece for listening. Fullrange tuner. Guaranteed to receive several stations in your area. **reception varies by location**  
No additional expense. No batteries needed. Self-powered solid-state circuit. Ground wire included but not always necessary in most areas. Full money-back guarantee if not completely satisfied.  
HIDDEN "PEN" RADIO **\$19.99** (Batteries not included)

**Electric Shocking Book**  
When unsuspecting hands open this book... They get an electric shock that really tickles.  
Never fails to "catch" the suckers when left around. **\$5.50**  
(Batteries not included)

**7 ft Life-Size Ghost**  
Use indoors and outdoors. You control in secret. Acts life-like. Rises, falls, floats, darts, dances. **\$8.49**  
U-Control: 7 ft Life-Size Ghost includes inflatable white shroud "body" and nearly invisible 50ft control line. We developed this item to resemble classic bedsheet ghosts. Follow our instructions for a spooky performance.

**HIDDEN PEN RADIO**  
Real working radio hidden in pen case. Fits into your pocket like an ordinary pen. Hear music, breaking news, sports, stories, and more. Listen anywhere. Miniature earpiece for listening. Fullrange tuner. Guaranteed to receive several stations in your area. **reception varies by location**. No additional expense. No batteries needed. Self-powered solid-state circuit. Germanium diode pulls radio waves right out of the air. Ground wire included but not always necessary in most areas.  
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Follow our instructions for a spooky performance... **\$8.49**

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Rises • falls • floats • darts • dances  
Follow our instructions for a spooky performance... **\$8.49**

# Logo Design

*Welcome to my logo design showcase, where I present a collection of logos crafted to embody brand identity and values.*

Each logo is simple yet impactful, designed to make a lasting impression on the audience. Explore this gallery to see how I bring brands to life visually.

## Personal Logo



2019-2023

I sought to create a distinctive logo representing my expertise in motion graphics, video production, and graphic design. The project aimed to ensure my logo captured both my personal and professional identities across various platforms.

Drawing inspiration from a middle school discovery of an upside-down WVU logo resembling 'A' and 'M', my initial design revolved around this concept. A 2023 redesign adjusted the 'A' position to alleviate similarities with an existing logo. Using Adobe Illustrator, I experimented with lines and colors to achieve the desired aesthetic. The outcome reflects both my creativity and West Virginia roots as it resembles a mountain range.

## @GrayFoxBBQ Logo



July 2020

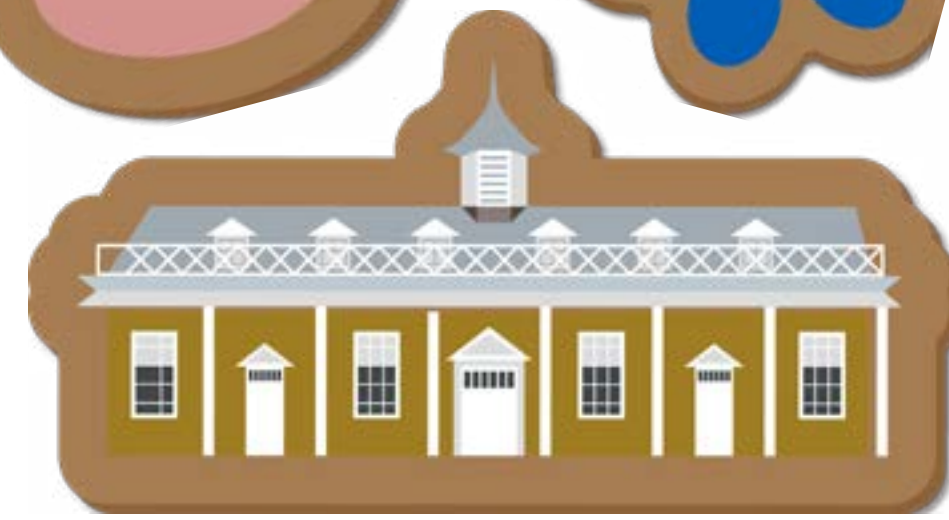
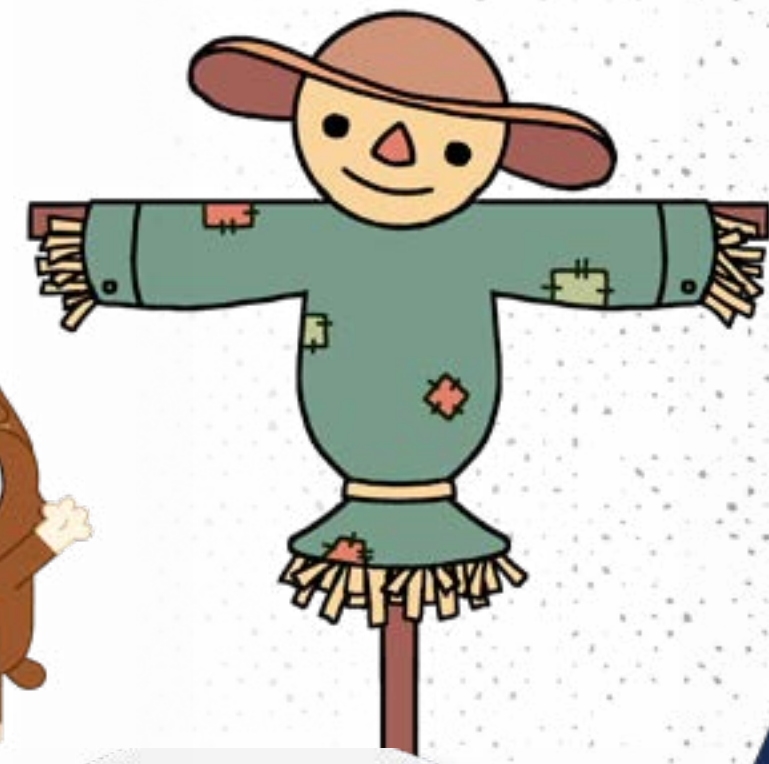
Gray Fox BBQ, a barbecue influencer from Eastern Pennsylvania, specializes in sharing content about grilling and smoking. The project was a visual rebrand, focusing primarily on crafting a new logo.

I explored various design concepts before finalizing the idea of incorporating a fox into a grill design. I used Adobe Illustrator and optimized workflow with shape builder and color guide. I delivered .zip file with reference sheets and files for the logo to the client and he was highly satisfied with the result.

# Illustrations

***Explore my illustration gallery, where I showcase a diverse array of assets crafted for animations or as standalone art pieces.***

Each piece, from character illustrations to title cards to cookies representing WVU Extension program units, begins with a sketch and is refined using Adobe Illustrator or Procreate. Explore this collection to see how I bring creative concepts to life visually. Most of my characters are designed with animation in mind and are separated into layers making it easier to rig.



# Photography

*Welcome to my photography portfolio, showcasing a range of images including professional head shots, sports captures, and versatile photography.*

Each photo is carefully composed to capture authentic moments and evoke emotion. Explore my photographic vision across different genres.

# Professional Head Shots





# Sports Photography



# General Photo Work



# Animations

*Step into the world of animation, where I showcase a variety of animated creations, from short films to music videos and title sequences.*

Each animation combines creativity with technical skill, designed to captivate and convey messages effectively. Dive in to experience the magic of animation.

# Holiday Message 2022



November - December 2022

As the resident motion graphics artist at WVU Extension, I was tasked with creating the unit's 2022 holiday message. After brainstorming with my team, we decided on an homage to family tradition during the holidays.

I illustrated, rigged and animated the character and illustrated and animated all the assets.

# Undergrad Capstone



January - May 2023

This was my capstone for my undergraduate studies at WVU. I focused on making interactive web artworks, with an emphasis on storytelling using different programming languages.

I conducted research on Pittsburgh's professional hockey scene and created storyboards and compiling style sheets for the Penguins' branding. I also produced original assets in Adobe Illustrator, developed website code, and animated assets in After Effects for visual enhancement.

## KM@TS Title Cards



August 2023

This was created for the WVU Extension Family and Nutrition Program to provide title cards for an explainer video about the “Kids Market @ The Store” program.

I created 16 cards, each with unique animations, and an animation explaining how the tokens are split up depending on community need and number of participants in After Effects. I completed the project within 20 working hours.

## Throwdown Thursday Intro



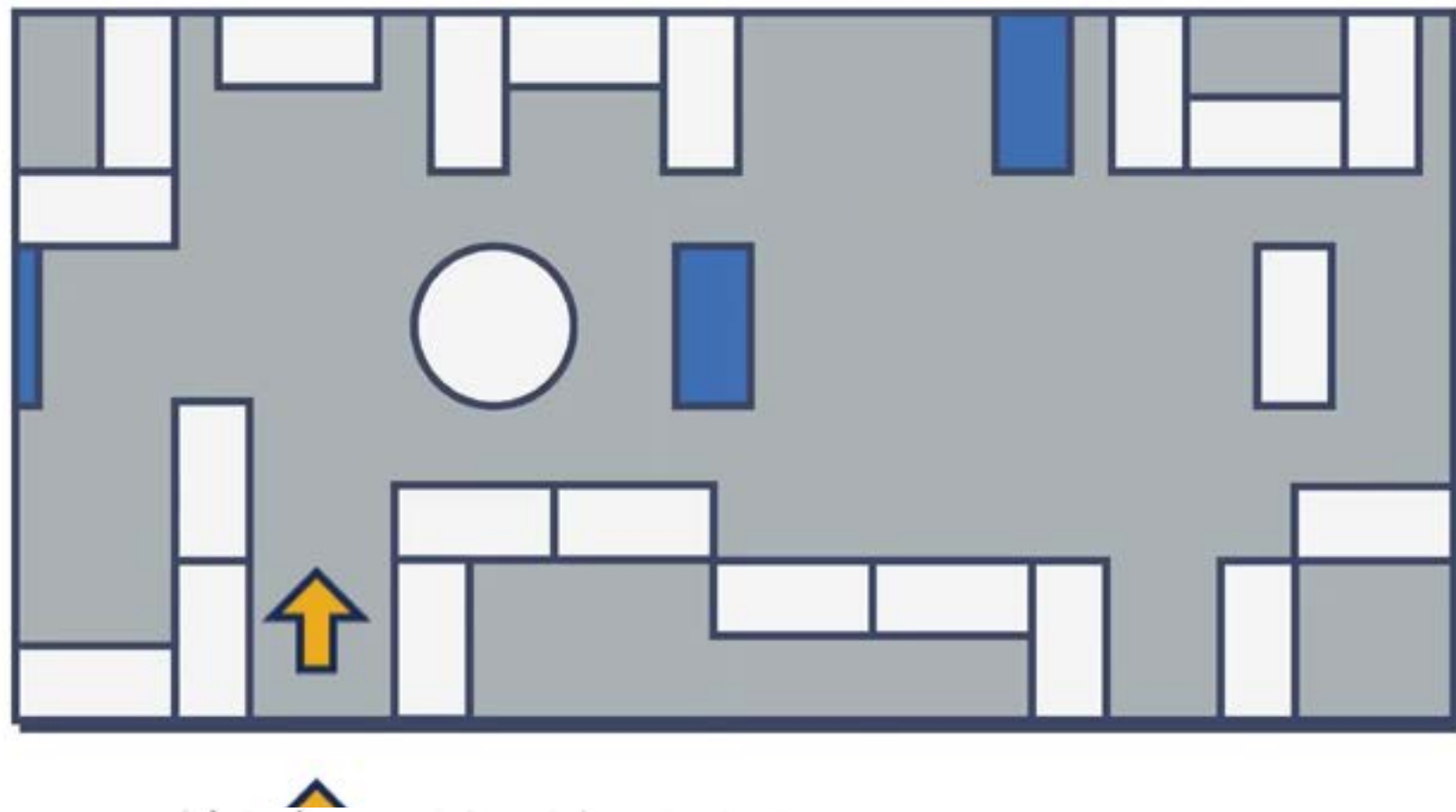
February 2023

This was created for weekly “Throwdown Thursday” Zoom calls with WVU Extension agents, providing education to participants in the “Grow This.” The challenge is geared at encouraging more West Virginian’s to garden by providing free seeds and instructions.

I worked closely with the Family and Nutrition Program multimedia specialist to provide “something aggressive - like an animation you’d see on a sports broadcast.” I created a “Throwdown Thursday” logo in the style of the “Grow This” logo and animated it and the background in After Effects within 15 working hours of assignment.

# State Fair Passport

Full animation



Direct link to PDF animation



## January - August 2022

At the State Fair of West Virginia, WVU introduced a “passport” initiative aimed at encouraging participation in all the stations within the WVU building. My colleague and I collaborated on producing an instructional video. We maintained close communication with WVU University Relations throughout the project to ensure alignment with the university’s brand guidelines.

I was given a PDF from University Relations of the State Fair Passport. I wanted to animate the scene for the instructional video so I took the PDF into Adobe Illustrator and deconstructed it so I could animate the PRT and the clouds. As the PDF I was given was not designed for animation, I had to manually ungroup and regroup elements to separate them into layers for animation while also removing unnecessary elements such as text, lines and gradients. Then I took those new layers into Adobe After Effects and animated those elements along with a pan from bottom to top to give the scene more dimension.

While my colleague handled segments featuring the gaming station, student life exhibit, and master gardeners demonstration, I animated the remaining portions. Our collaborative efforts garnered high praise from our counterparts at University Relations, reflecting our commitment to delivering quality work that resonated with the WVU brand and effectively communicated the message to fair attendees.

# Particle Man



Spring 2021

For my Intro to Electronic Media class, I crafted a stop motion animated music video for “Particle Man” by They Might Be Giants. Using household objects to represent themes, circular shapes symbolized “Particle Man,” while squares provided contrast. I animated the video in After Effects, centered each shape by lining it up with the shape seen at the beginning of each segment, and finally sequenced the frames.

The pandemic posed challenges, restricting resources to my home. Despite limitations, creativity thrived, pushing me to innovate. Crafting this video was rewarding, allowing exploration of new techniques and showcasing creativity within challenging circumstances.

# Hymn to a Scarecrow



April - May 2022

I drew and animated this music video as an independent project for my Intermediate Electronic Media class. “Hymn to a Scarecrow” by Tally Hall. weaves a narrative where the narrator addresses and reflects upon a scarecrow as if it were sentient. In this project, I meticulously hand-drew all the elements using Procreate and brought them to life through animation in After Effects. Franklin the frog, who serves as the narrator throughout the narrative, frequently makes appearances in my animation exercises.

As a vector illustrator, diving into the realm of hand-drawn assets presented a thrilling challenge. Despite being outside my usual expertise, I embraced the opportunity to expand my skill set and explore new creative avenues.



# **Thank You!**

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