

chris KNISS

digital PORTFOLIO

Renaissance woman - at - large

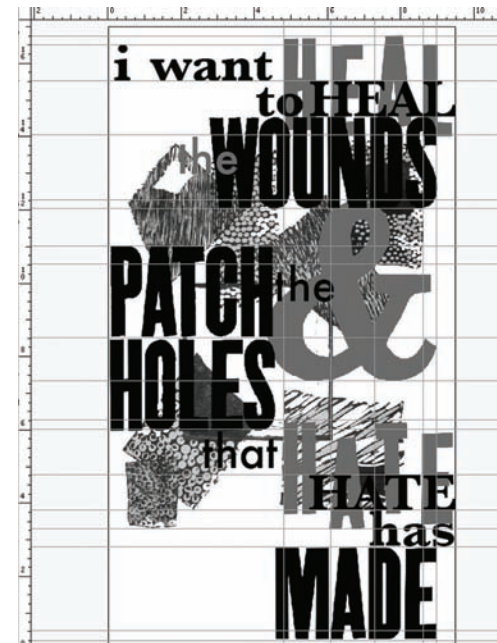
chris.KNISS at gmail.com

540.560.1802

5"x7"

*Letterpress text set by hand
Hand dyed chine collé leaf*

chrisKNISS



Letterpress Broadside

11"x 17"

Designed using Illustrator CS4
Created with hand-set type and
relief printing

ORIGINAL ARTWORK
Relief print/chine collé
(sintra blocks)

ORIGINAL QUOTE
From *The World Falls*, a track on
2004 album *In The Face of it All*



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2011 Monterey Jazz Festival Poster

11"x 17"

Created with Photoshop and Illustrator CS4

ORIGINAL ARTWORK

Background lines/title typeface:
graphite drawings



Book Jacket Design

Edgar Allan Poe's
Tales of Madness

9"x 22"

Created with Photoshop CS4

ORIGINAL ARTWORK

Title/Special type,
tree and raven images:
pen and inkwell

Edgar Allan Poe image:
graphite drawing

Background images and cat:
35mm film photographs





*Rolling Stone
Magazine Spread*
Rasputina

ORIGINAL ARTWORK

Title type:
hand embroidery

12"x 20"
Created with Photoshop CS4



Origami Artworks Exhibition Poster

11"x 17"
Created with Photoshop
and Illustrator CS4



Cantore's Dark Chocolate
CD design commission

Created with Photoshop and
Illustrator CS4

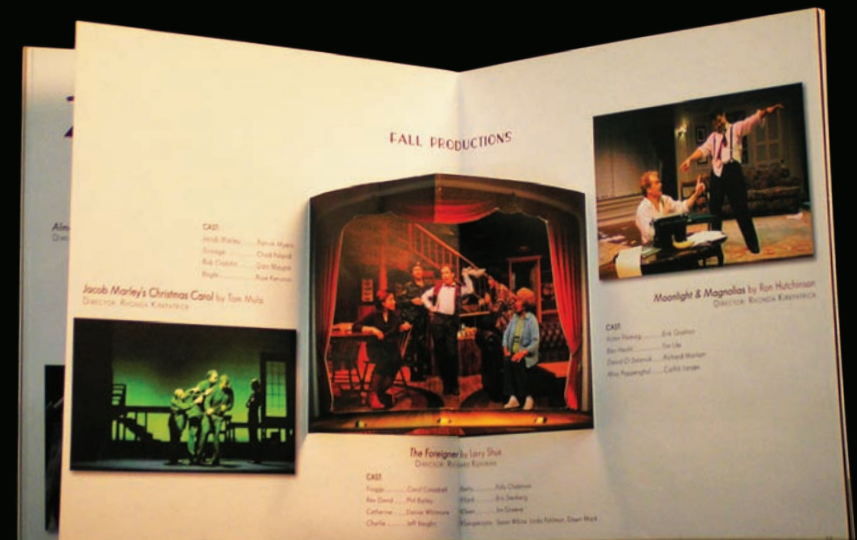
Professionally printed and
reproduced



Groundwire
logo, letterhead, business card
and envelope design

ORIGINAL ARTWORK
Logo: graphite drawing

Created with Photoshop and
Illustrator CS4



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Phil's Just Java
Identity Design

*Letterhead, business card,
envelope and invitation design*

ORIGINAL ARTWORK
Logo: graphite drawing

Designed with Photoshop and
Illustrator CS4

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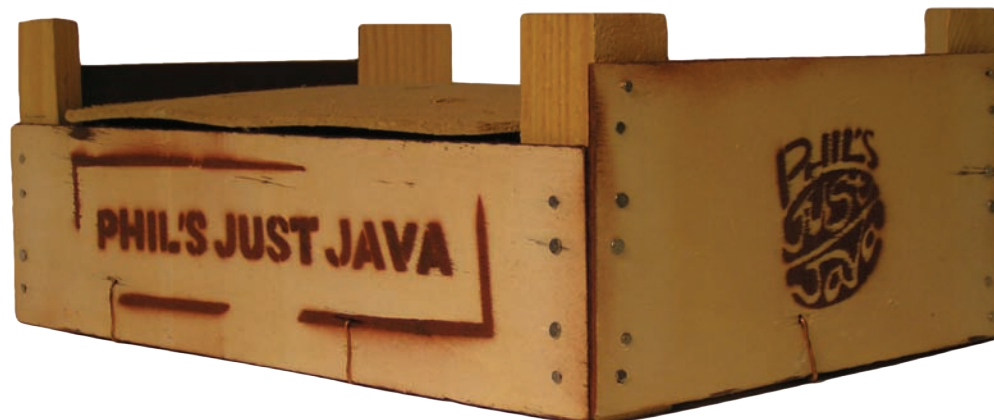
Phil's Just Java
Identity Design
Package Design for green
coffee beans

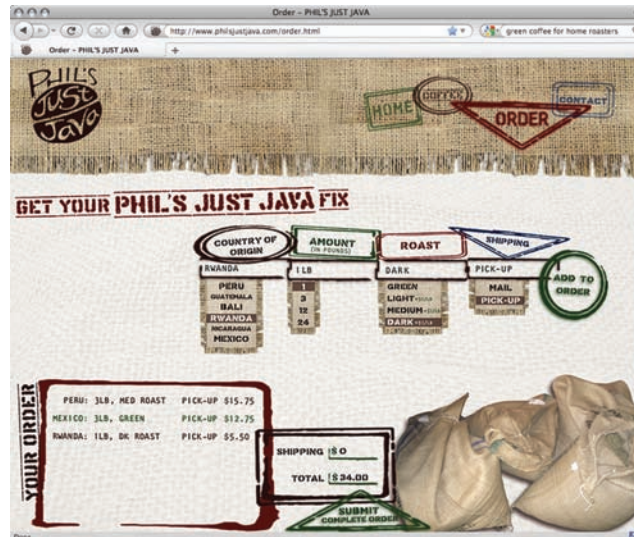
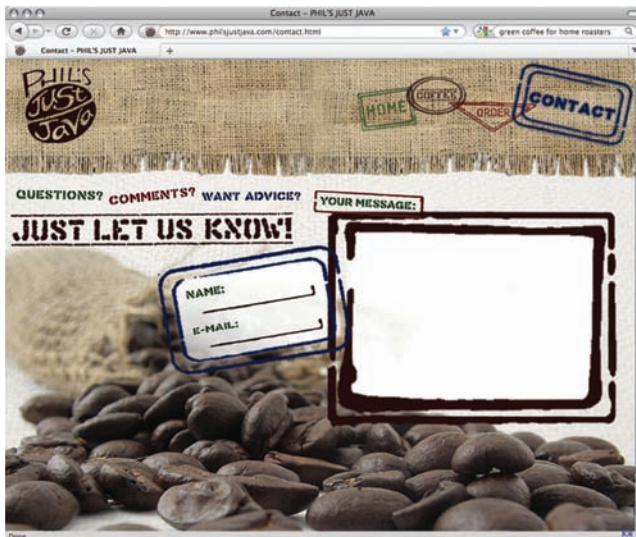
Designed with Photoshop and
Illustrator CS4

Hand-cut stencil spray paint on
reconstructed fruit crate

Hand-sewn cotton draw-string bags
with iron-on logo and identifier
hang tags

Information on coffee and its origin
wrapped around inner paper bags





Phil's Just Java
Website Design

Designed with Photoshop and
Illustrator CS4



AESTHETIC

The Phil's Just Java aesthetic is centered on the International shipping of green coffee in bulk and a focus on the coffee's various countries of origin. This is primarily represented by use of burlap textures and distressed/stamped/overlapped graphics and primary/highlighted text at varying slight angles.

COLORS

PJJ BROWN is the company's primary color, to be used for the logo and most body copy both on the web and in print.

PJJ GREEN, BLUE and RED are secondary/accent colors used for titles/headings and for origin country representation.

	CMYK	RGB	HTML	PANTONE
PJJ BROWN	62/82/78/78	40/13/10	280e0b	412PC
PJJ GREEN	76/38/100/65	28/60/20	1c3c14	350PC
PJJ BLUE	100/84/20/63	0/23/67	001743	276PC
PJJ RED	30/100/95/63	89/0/1	590001	4695PC

TYPEFACES

Artisan12

to be used for body copy both on the web and in print

OFFSHORE BANKING BUSINESS

to be used with .25pt stroke for headings/titles both on the web and in print, as well as in origin country "stamps"

KNOW YOUR PRODUCT

to be used for subheadings/subtitles both on the web and in print, as well as in origin country "stamps"

STENCIL/CASE BOLD

alternate subheading/subtitle typeface for use both on the web and in print, as well as in origin country "stamps"

DEFATTED MILK

alternate typeface in all-caps only for origin country "stamps"

Seton

alternate typeface only for Phil's direct quotes on the web

LOGO

LOGO MARK



must be displayed in PJJ BROWN on color documents and website, may be used in black/white for print if necessary
must be displayed in its entirety in accurate, legible proportion must be displayed as a positive image (PJJ BROWN on white/light background) whenever possible, reverse only in print documents when placed against a necessarily dark background

EXCLUSION ZONE



logo must be displayed with a clear area around it free from any text or graphics—the exclusion zone

exclusion zone (indicated in red) is proportional to logo size: height of "P" in PHIL'S determines distance from outermost point on all four sides of logo (as shown on left) to define exclusion zone



LOGO STAMP

all logo rules apply to logo inside stamp except exclusion zone—text and/or graphics may overlap so long as it remains legible (see example at right)



PHIL'S LOGO DON'TS



PRINT

Phil's Just Java print materials may vary slightly. This variance allows for adjustments to be made if price or budget changes occur, as keeping costs to a minimum is priority and most of Phil's Just Java correspondence occurs over the internet rather than in print. Slight inconsistencies also help the company avoid an uncharacteristic appearance of formality.

General parameters for letterhead paper are as follows:
50-70 lb. text weight, 8.5"x11" size, antique or natural white/ivory color, linen finish

General calling card parameters:
60-80 lb. cover weight, 2"x3.5" size, antique or natural white/ivory color, laid finish

General parameters for envelope:
#10 size, kraft paper, square flap

Mailing addresses on Phil's Just Java correspondence should be printed as a "stamp" (see examples below) whenever possible.



ORIGIN COUNTRIES

Each origin country has its own "stamp" and is assigned one of four official colors for its primary palette, both on the web and in print. Each country's "stamp" has the word "coffee" in its native language on the inside perimeter of one of five shapes shown in the examples below. On their web page and in packaging materials, each country is represented by its geographic shape outlined in its assigned color, filled with an image of the people who grow the coffee and/or the area where the coffee is grown.



Phil's Just Java
Design Guide

Created with Photoshop and
InDesign CS4

HOME

AIR POPCORN POPPER



WHAT YOU NEED

A hot air popcorn popper of recommended design only. Not all air poppers are good for roasting coffee. A thermometer, a big bowl to catch the chaff, a big spoon, a metal collander or two for cooling (aluminum is best), and an oven mitt.

Some models that work well:
 West Bend Popper II (1200 watt model)
 Toastless TCP-388 or TCP-1
 Popcorn Pumper
 Kitchen Gourmet
 Toastmaster 6203
 Presto Poplite
 Nostalgia Brand



Highly recommended method because it's easy and produces very even roasts from City to French stages. Used poppers can be found in many thrift stores or inexpensively at stores like Walmart or Target. They roast quickly, but usually only 3-4 ounces at a time.

FOR MORE INFORMATION
<http://www.sweetmarias.com/airpop/airpopmethod.php>

ROASTER

STOVETOP

WHAT YOU NEED

Whirley-Pop, Back to Basics Stainless Steel popper or another similarly designed device, gas stove or electric with large burner, thermometer, a metal collander or two for cooling, and an oven mitt.

If you like doing things the old time way, you may enjoy this method! Beans can be observed during the roast since half the Whirley-Pop lid is hinged and flips up. Since there is no fan or motor, it is very easy to hear the cracks with this method. Can roast 8 ounces of coffee at a time. More effort required than a roasting appliance or even an air popper because you have to crank to agitate the beans. It sometimes seems like a 3-handed act: before you start, try a dry-run by adding green coffee without any heat and agitate it. In the course of the roast, agitation gets easier as the coffee loses weight and expands.



FOR MORE INFORMATION
<http://www.sweetmarias.com/stovepopmethod.php>

OPTIONS

WHAT YOU NEED

Ingenuity, imagination and caution - and/or a wallet.

WARNING: modifying electric and gas roasting equipment is dangerous. A 120 v shock isn't half as bad as burning down your house though, and that is a serious possibility. When you build or modify a roaster, you assume a great deal of risk, and should be extremely cautious. You never, ever, ever walk away from a machine when it is in use. And you should unplug electric roasters even when they are off. Be safe, have fun.

FOR MORE INFORMATION
<http://www.sweetmarias.com/homemade-homerosters.php>



Phil's Just Java roaster: a modified breadmaker and heatgun with a vacuum-powered cooling tray

ROASTING AT HOME

A BEGINNER'S GUIDE



Beans remain greenish for first few minutes, then turn a lighter yellow and start to emit a grassy smell.



Roast starts assuming a more brown color, and a marbled appearance starts to emerge. No bean expansion yet. Toasty smells can be detected.



After first crack, roast can be considered complete at any time, according to taste. Cracking, sight and smell all indicate which stage roast is in. This is a City roast.



In Full French roast, sugars are heavily caramelized; aromatic compounds, oils and soluble solids are all burned out of coffee and emitting a pungent smoke.



75° 270° 327° 345°



green unroasted starting to pale early yellow yellow-tan

370° 393° 401° 415°



light brown brown 1st crack begins 1st crack underway

426° 435° 446° 454°



city roast city+ full city full city+

465° 474° 486° 497°



vienna/lt. french full french fully carbonized imminent fire

NOTE: Temperature alone will NOT determine degree of roast. Each roaster is different and varieties of beans slightly differ in roast. No one element (appearance, sound, temperature, etc.) can determine degree of roast - all must be taken into consideration. Most importantly, TASTE THE COFFEE and see what that says about how it roasted. Best of luck and happy roasting!

Beans begin steaming as their internal water content dissipates. Roast has a very humid, hay-like smell.



First crack is heard as real roasting begins to occur: sugars begin caramelizing, bound-up water escapes and structure of bean breaks down as oils migrate outward.



Full City roast is just before second crack, after which roast character starts to eclipse origin bean character.



At this stage, coffee can be over 25% ash; it is carbonized, dead, charcoal. **WARNING:** a fire can be started by a large batch of once burned coffee is dumped from roaster into cooling tray.

Phil's Just Java
 Home Roasting Beginner's Guide
 Two-sided accordion fold booklet

Created with Photoshop and
 InDesign CS4



Education

- James Madison University** · Harrisonburg, Virginia
B.E.A. STUDIO ART · MAY 2011 · GRAPHIC DESIGN CONCENTRATION
- Eastern Mennonite University** · Harrisonburg, Virginia
DIGITAL MEDIA EMPHASIS · Courses in web design and 2-D design
- Goshen College** · Goshen, Indiana
ART AND MUSIC EMPHASIS · Courses in digital design, drawing, jewelry and ceramics

Related Experience

- AUG-DEC 2006 **Interim Administrative Assistant, Education Department** · Eastern Mennonite University · Harrisonburg, Virginia
Maintained/organized student records; acted as receptionist and department communications liaison; responsible for all printing/faxing/copying tasks and needs (including minor repairs); converted/edited lesson plans to be made available online and performed other miscellaneous tasks as needed.
- MAY-DEC 2005 **Web Design Assistant, Public Relations Department** · Goshen College · Goshen, Indiana
Designed, modified and created websites for academic departments and faculty/staff; worked in an office environment with deadlines, prioritization, organization and teamwork; met with individuals to plan/discuss project.
- JUN-AUG 2003 **Temporary Editing Assistant** · Fairfield Language Technologies (now Rosetta Stone) · Harrisonburg, Virginia
Streamlined and organized clientele data; checked language programs for glitches; cut sound files to specified length and volume; worked in an office environment with deadlines and teamwork.

Skills & Strengths

Fast, eager learner and intelligent writer. Proficient in Adobe Photoshop, Illustrator, InDesign, Dreamweaver and Microsoft Office programs. Comfortable using both PCs and Macs. Experienced in drawing, painting, metalwork, jewelry, relief and intaglio printmaking, letterpress, film and digital photography, sculpture, collage, ceramics, some woodworking and sewing.

Clients & Commissions

- PHIL'S JUST JAVA · Harrisonburg, VA
Logo/identity system/website design
- SHERRI MORGAN · Harrisonburg, VA
Acrylic and watercolor paintings
- CANTORE · Harrisonburg, VA
CD and poster design
- SHEKINAH · Harrisonburg, VA
CDs and poster designs
- RHETT MILES · Harrisonburg, VA
Website design

Exhibitions

- APR 2011 **ARTWORKS GALLERY** · Harrisonburg, VA
Senior Graphic Design
- FEB 2011 **ARTWORKS GALLERY** · Harrisonburg, VA
Featured Artist
- APR 2009 **SAWHILL GALLERY** · Harrisonburg, VA
Juried Undergraduate
- SEP 2009 **ARTWORKS GALLERY** · Harrisonburg, VA
Undergraduate Foundations

References available upon request

www.chriskniss.com