|  |
| --- |
| Me.png I Simpsonized myself using Flash. |
| John G. Moore – Project Case Studies |
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**Illustration**

Colts Super Bowl Comic XLI - CBS Digital 2007

Ideal Characteristics:

*Proficient with content creation software*

*Organization*

Timeline: **Sixteen hours**

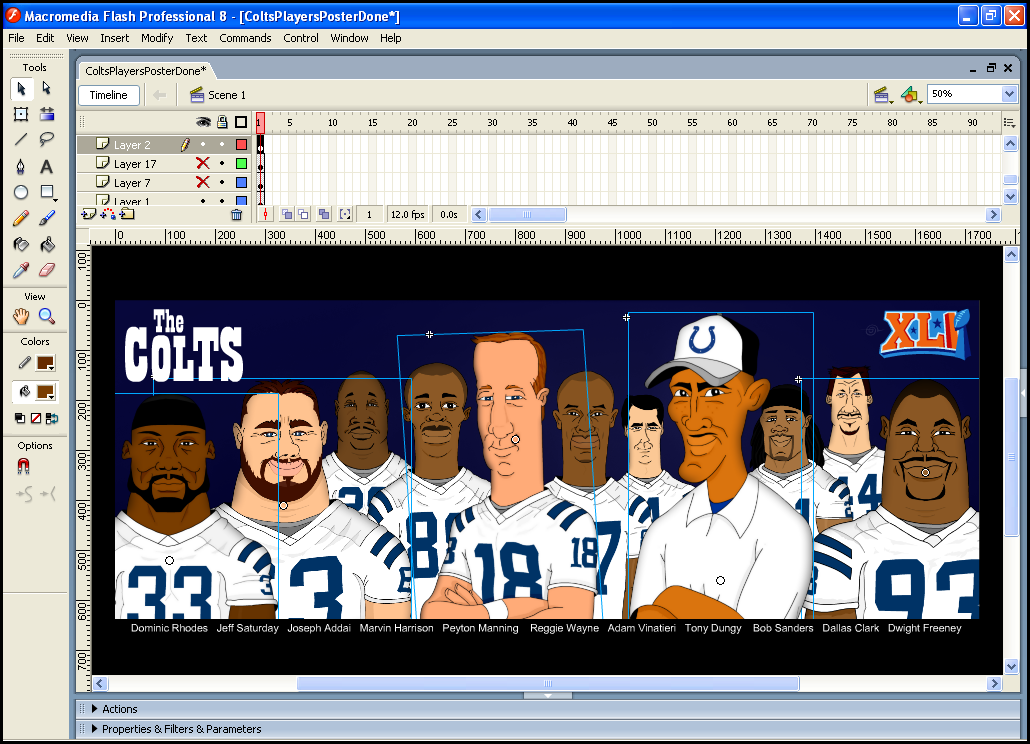
This illustration was done the weekend of Super Bowl XLI. As cartoonist for the CBS SportsLine.com’s SPiN section I covered sports news by providing editorial cartoons and spot illustrations for CBS SportsLine.com columnists.

I needed to post often so I used Flash to create 90% (Photoshop the other 10%) of my cartoons and illustrations. My proficiency with Flash and Photoshop allowed me to meet deadlines while providing content for CBS SportsLine.com, as shown in Figure 1.



**Figure 1 - Colts Super Bowl Graphic**

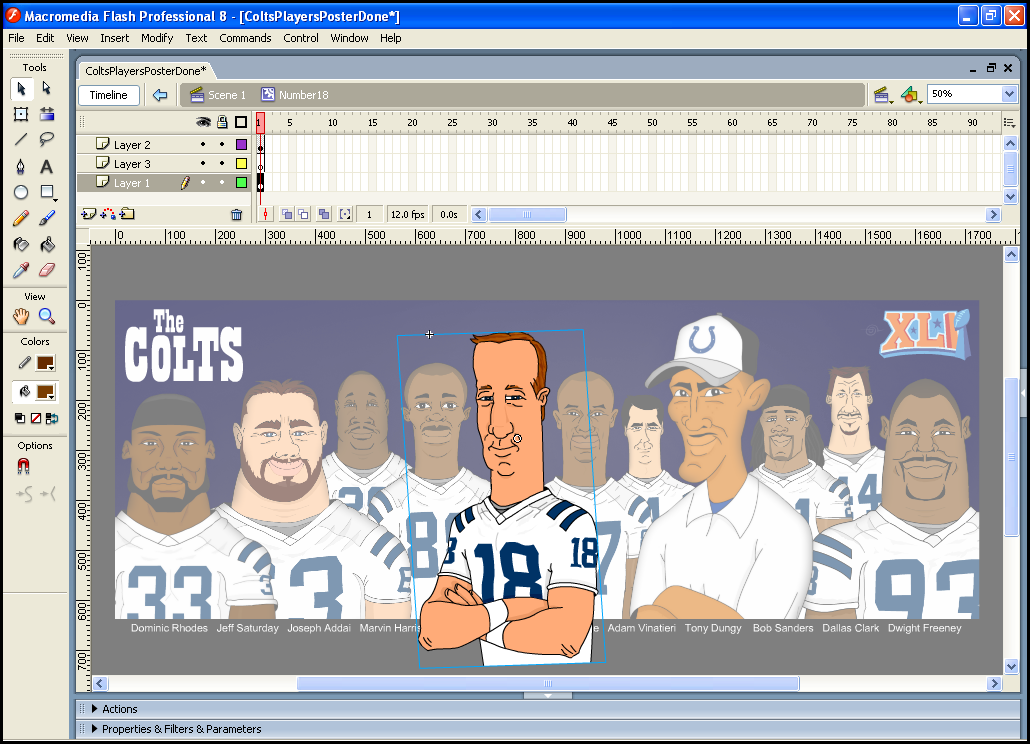
The design goal was to create a simple graphic that celebrated the Colts Super Bowl victory. I also wanted to create the caricatures in a vector format so I would have the digital assets for future content. The illustration is anchored in the center with Manning and coach Dungy surrounded by offensive, defensive and special teams stars. The image is evened out by the Colts lettering and the XLI logo, as shown in Figure 2.



**Figure 2 - Vector Artwork**

Each caricature was organized to be modular so the overall layout could be tweaked to provide greater control of the final image. Initially I did not know if or when my CBS SportsLine.com producer would ask for changes, so I needed this level of flexibility to be able to accommodate any image modifications. A bitmap approach would have locked me in and been much harder to change on the fly.

This asset organization was vital in allowing me to be responsive to my client's quick turnaround for content changes. As shown in Figure 3, the vector format also allows for better layout due to better scaling and portability.



**Figure 3- Vector Artwork**

The [Colts Super Bowl XLI Comic](http://www.cbssports.com/images/spin/spun/spun-020807large.jpg?utm_source=JGM?utm_medium=email?utm_term=Resume?utm_content=Job?utm_campaign=Colts) was a guilty pleasure for me. As a Colts fan I did not bother to do a Bears version of this comic. I knew the Colts would win the game—no need to waste time or pixels.

iBAT Illustration - CBS Digital 2006

Ideal Characteristics:

*Comfortable executing others designs/themes*

*Accurate/thorough*

Timeline: **Six hours**

This illustration's goal was visualize a CBS SportsLine.com article about MLB players using technology to improve their batting. The CBS SportsLine.com producers wanted an image that was simple and humorous without being over-the-top. They also needed baseball to be the theme, but popular technology was to be the supporting element. I focused on pitching and batting while spoofing the then popular Apple iPod commercials, as shown in Figure 4.



**Figure 4 - CBS SportsLine.com Illustration**

Barbaro's - CBS Digital 2006

*Proficient with content creation software*

*Accurate/thorough*

*Organization*

Timeline: **One hour**

As a Cartoonist contributing content on CBS SportsLine.com I was effective at producing illustrations and cartoons. As shown in Figure 5, I knew just how to push an audience's buttons to keep them interested. My apologies to Elmers and Barbaro.



**Figure 5 - CBS SportsLine.com Editorial Cartoon**

**Design**

Physician Education Logo - Clarian 2006

Ideal Characteristics:

*Proficient with content creation software*

*Practical production knowledge*

*Mind reading*

*Grabbing ideas from thin air*

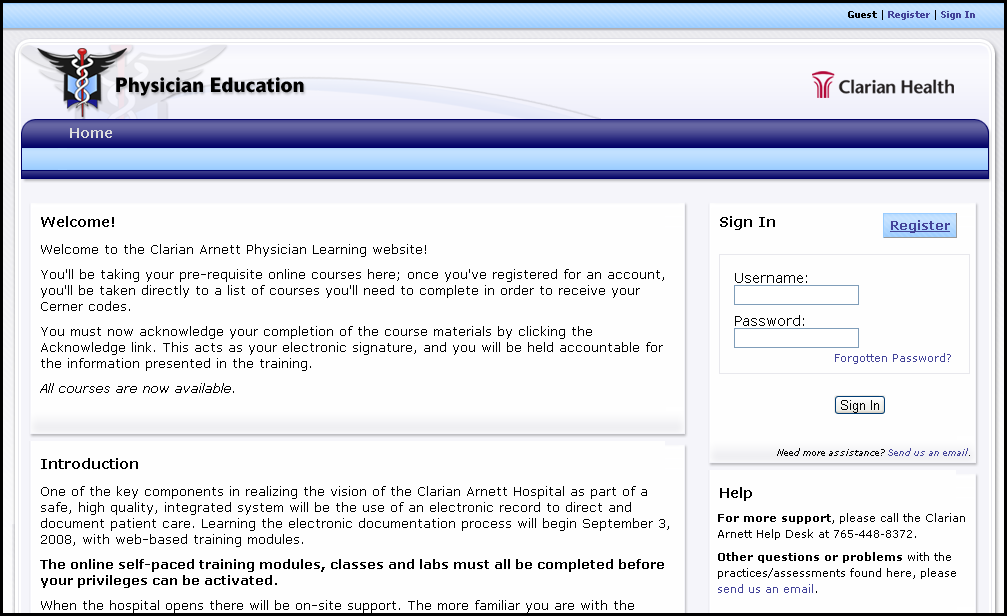
Timeline: **Thirty-six hours**

Clarian had just finished creating an eLearning website that needed branding. This website was developed to provide physician software training for a new software product called Cerner Millennium. The site and elearning content needed a brand that would be simple and easy to incorporate on various formats. More importantly the stakeholders had no idea what they wanted—but they needed it yesterday.

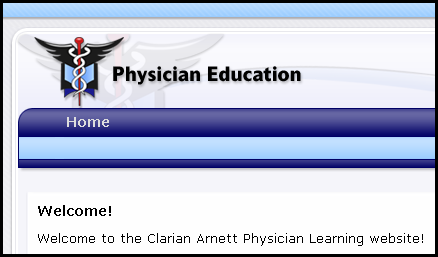
My starting point was to incorporate the words "Physician Education" in the logo. I played with initials and combining text with familiar medical symbols. I did not like this approach. I wanted to incorporate medical and education symbols so I would not have to include any text. As shown in Figures 6 and 7, I settled on using the caduceus and an open book-like graphic.

|  |  |
| --- | --- |
| l1.png  **Figure 6 - Final Physician Education Logo Ideas** | LOGO.png  **Figure 7 - Final Physician Education Logo** |

I used a red, white and blue palette with black as the foundation. The caduceus, with the red staff and the open book provided just the symbolism and splash of color needed for effective branding of the Physician Education website, as shown in Figures 8 and 9.



**Figure 8 - Physician Education Website w/ Logo**



**Figure 9 - Physician Education Website w/ Logo**

**Print**

PowerChart Physician View Only Booklet - Clarian 2006

<http://www.scribd.com/full/37450660?access_key=key-2ncvmbze6nliyq4vavj4>

Ideal Characteristics:

*Learning and mastering desktop publishing software*

*Proficient with publishing software*

*Practical production knowledge*

*Accurate/thorough*

*Technically adept*

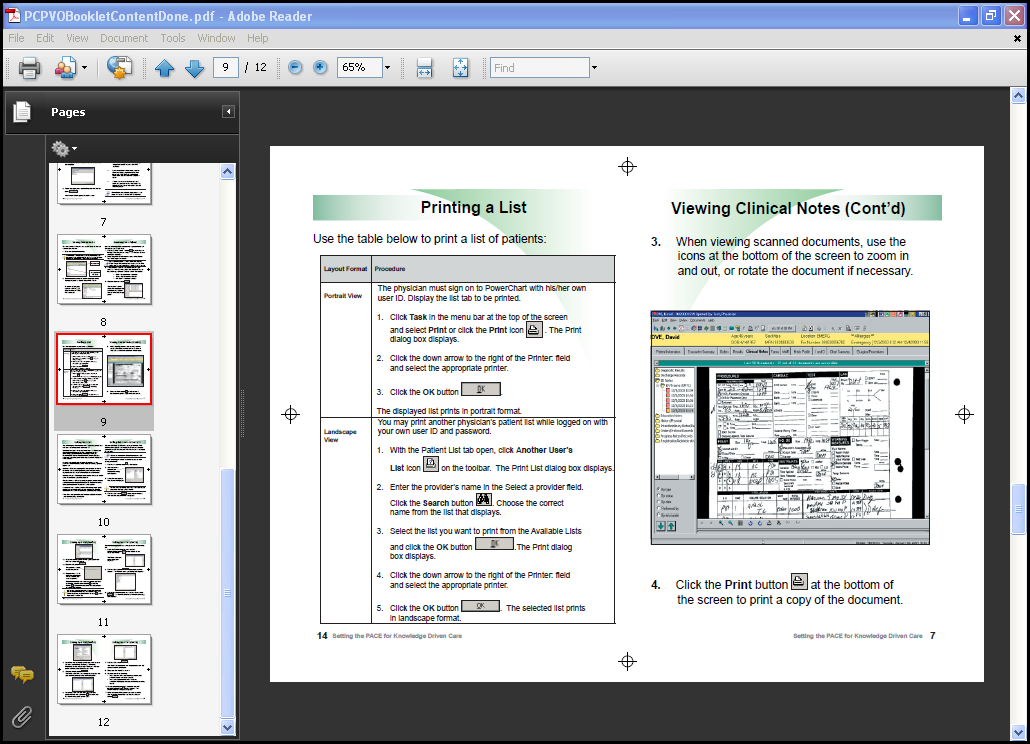
Timeline: **Eighty hours**

Clarian was training medical staff on new software updates for Cerner Millennium. The update required all physicians to learn new functionality. Since this was a minor software update the decision was made to provide physicians with a small reference booklet. This booklet used information mapping to give physicians a simple step-by-step guide on the Cerner Millennium software updates, as shown in Figure 10.



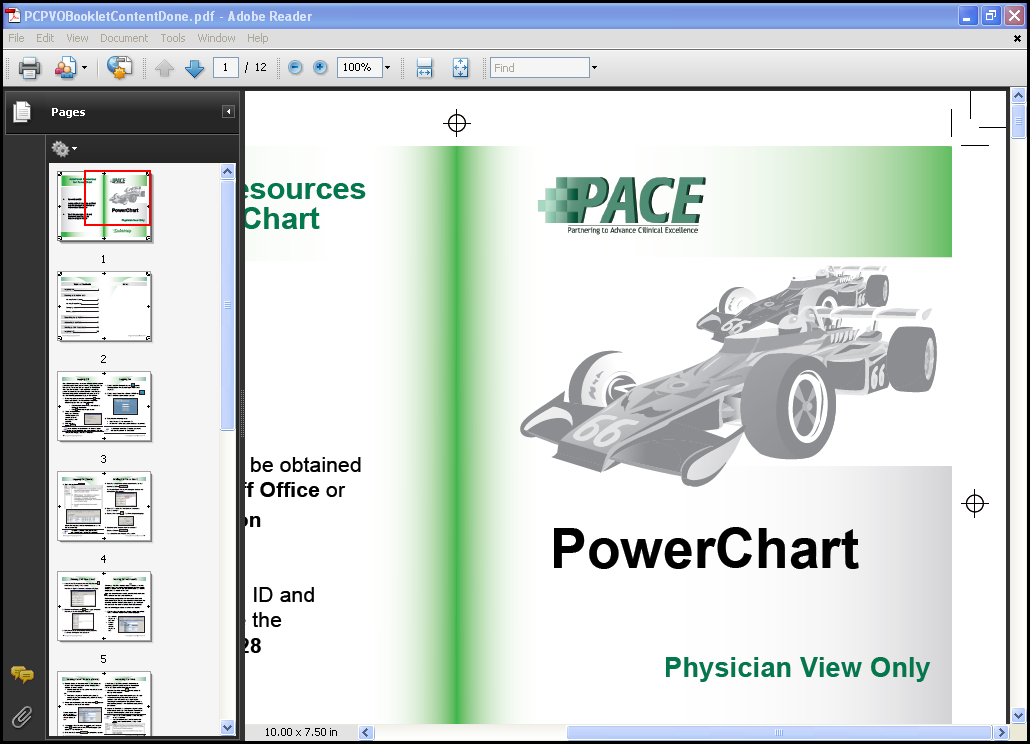
**Figure 10 - Saddle-Stapled Booklet**

The content was delivered to me as a Word document and bitmaps (screenshots) of the Cerner Millennium application. My role was to create the booklet using InDesign and work with the content subject matter expert (SME) on any changes or updates. I used Photoshop to tweak and optimize some of the images. I used InDesign to create the spread, make content edits and organize the files and fonts for our print vendor, as shown in Figure 11.

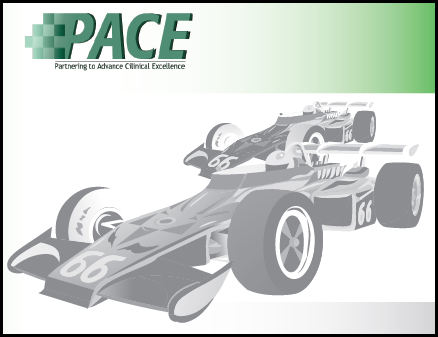


**Figure 11- Booklet Spread**

The decision was made include the PACE brand with this training. The booklet cover also needed a graphic to add polish to the project. I designed a race car in Flash. PACE, Partnering to Advance Clinical Excellence was the brand created for the Clarian Cerner Millennium rollout. The race car matched with the racing theme and Brand acronym while adding an interesting graphic element to the booklet, as shown in Figures 12 and 13.



**Figure 12 - Booklet Spread**



**Figure 13 – IndyCar Vector Graphic**

**Web**

Smoking Cessation Web Based Training – 2006

<http://www.kubepharm.com/smoke/Video_WBT.html>

Ideal Characteristics:

*Proficient with web development software*

*Multimedia design and development*

*Practical production knowledge*

*Technically adept*

*Organization*

Timeline: **Two hundred hours**

Clarian decided to create a wellness program to help employees get healthier and reduce insurance costs. Clarian has many resources on smoking cessation. Most of these resources are in various formats—documents, audiotapes and long form videos. The wellness program wanted to take some of their long form videos and make them available as online video learning modules.

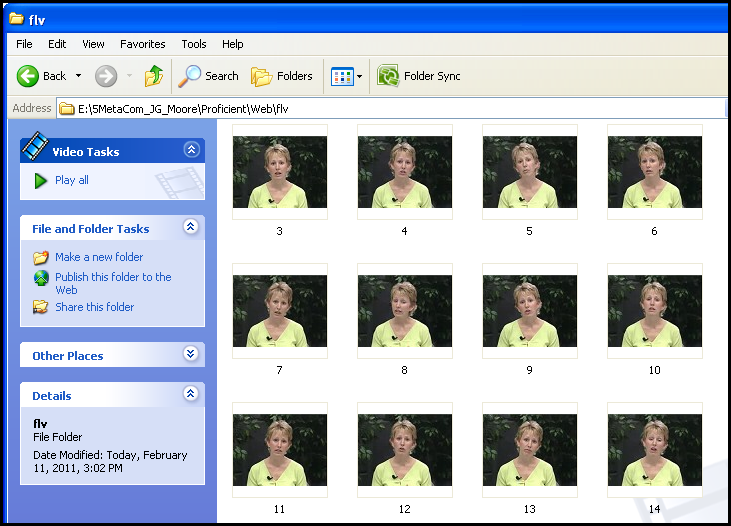
My role was to provide counsel on what was possible, convert resources into a digital format and to make the online learning modules trackable in a learning management system (LMS).

My first goal was to convert the PowerPoint files and Word documents into text data that was to be used in the Flash authoring environment. I had full reign to create the look and feel for the learning module GUI. I also optimized a sample video file to test streaming performance and how video would look in the GUI mockup. Once I had a working GUI mockup I added the initial content and provided a beta for SME review, as shown in Figure 14.



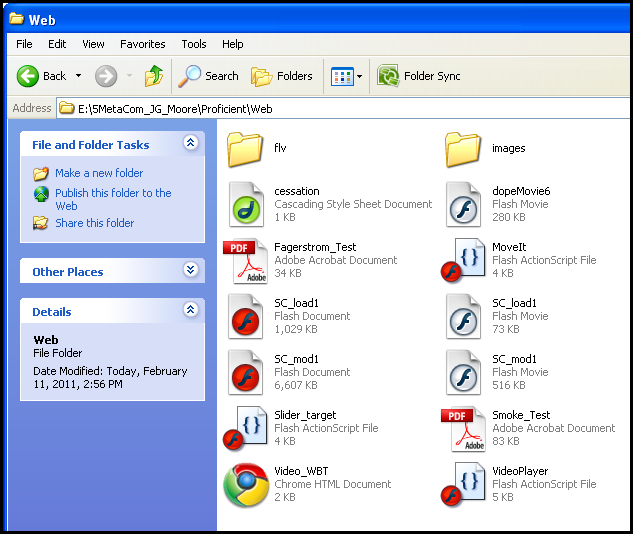
**Figure 14 - Smoking Cessation Online Training Module**

Once I completed the look and feel of the module GUI the digital asset formats were finalized. I was given the final video file. As shown in Figure 15, I optimized the large video file and edited the video into smaller videos that corresponded to the text content.



**Figure 15 – Video .flv files**

I created a text transcript from the video files. Using HTML, CSS and ActionScript produced a more modular project. This approach made changing parts of the GUI and content easier. Once I completed the video and code optimization (Action script and CSS files) the file structure for the entire project was finalized, as shown in Figure 16.



**Figure 16 - Project Files Structure**

I finished the project asset optimization and I tweaked the CSS and ActionScript for better performance, as shown in Figures 17 and 18. I added SCORM programming to allow the learning module to communicate student progress (bookmarking and student ID) to the LMS for reporting purposes.

|  |  |
| --- | --- |
| ws1.png  **Figure 17 - CSS** | ws2.png  **Figure 18 - ActionScript and SCORM** |

**3D**

3D Political Caricatures – 2008

<http://www.turbosquid.com/3d-models/2008-election-caricature-rigged-ma/405363>

Ideal Characteristics:

*Learning and mastering Maya software*

*Proficient with software*

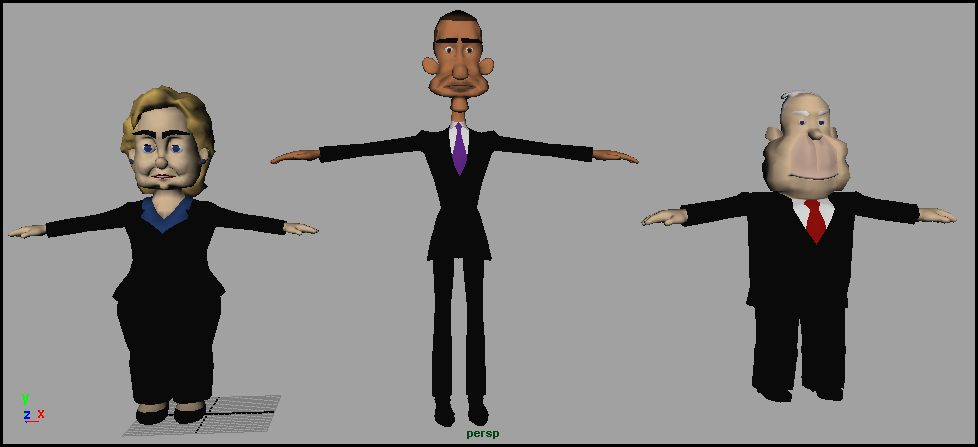
*Technically adept*

*Creative design*

*Organization*

Timeline: **Two months**

This was a fun learning project for me. I decided to create 3D caricatures of Barack Obama, John McCain and Hillary Clinton. I created font, side and back caricature sketches of all three political figures. After setting up my image planes in Maya, I loft modeled each of the sketches to create the initial 3D form. I used various .mel scripts to aid in modeling the 3D caricatures. Once the 3D caricature models were completed I used shaders to finish models and put each 3D caricature in the t-pose for rigging, as shown in Figures 19.



**Figure 19 - T-pose 3D caricatures of Hillary Clinton, Barack Obama and John McCain**

I completed the body and facial rigging and weighting for each 3D caricature. Each weight was tested and tweaked by posing each 3D caricature's body and face—trying various poses and positions to optimize the rigging, as shown in Figures 20 and 21.

|  |  |
| --- | --- |
| bo4.png  **Figure 20 - Weighting** | bo3.png  **Figure 21 - Facial Rig Testing** |

As shown in Figures 22 thru 27, these finished rigs are designed for use in Motionbuilder. Once in Motionbuilder mocap files (.bvh) are used in conjunction with each rigged 3D caricature to speed up the animation process.

|  |  |  |  |
| --- | --- | --- | --- |
| hc1.png  **Figure 22 - Facial Rig Testing** | hc3.png  **Figure 23 - Joints** | | |
| JM77.png  **Figure 24 - Rig Testing** | JM66.png  **Figure 25- Joints** | |
| hc4.png  **Figure 26 - Rig Testing** | | BODD.png  **Figure 27 - Rig Testing** | |

**SEO**

FAQ Knowledge Base Content Strategist

Ideal Characteristics:

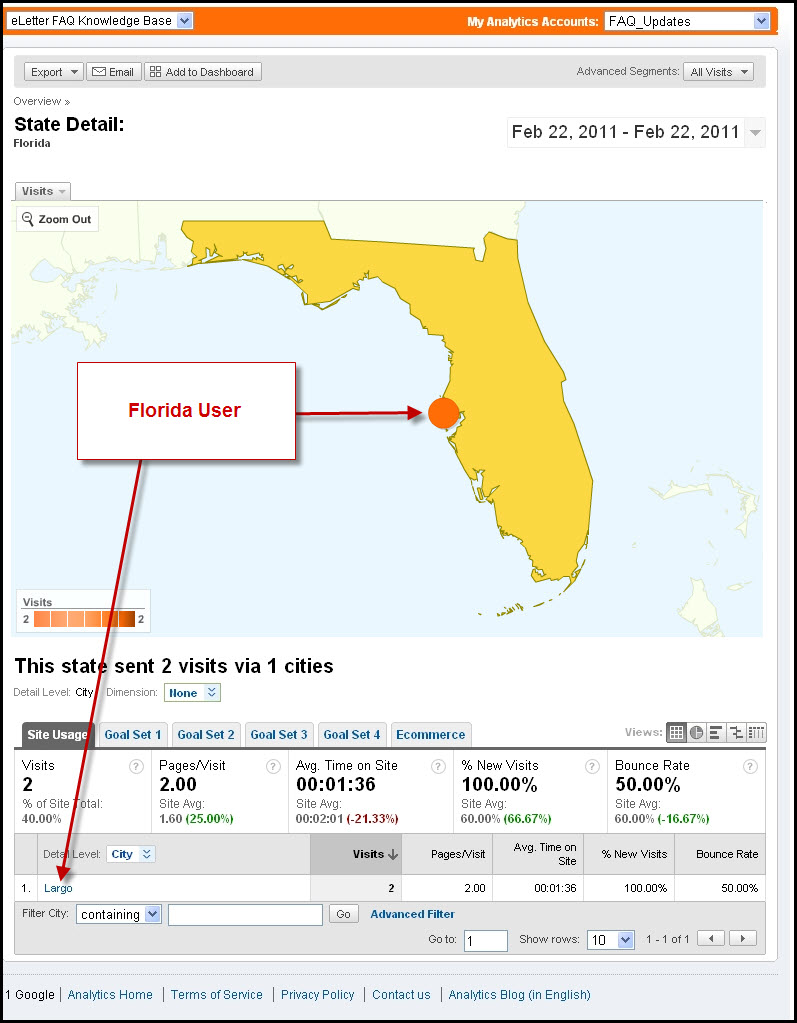
*Using trending data*

*Search Engine Optimization*

*Google Analytics*

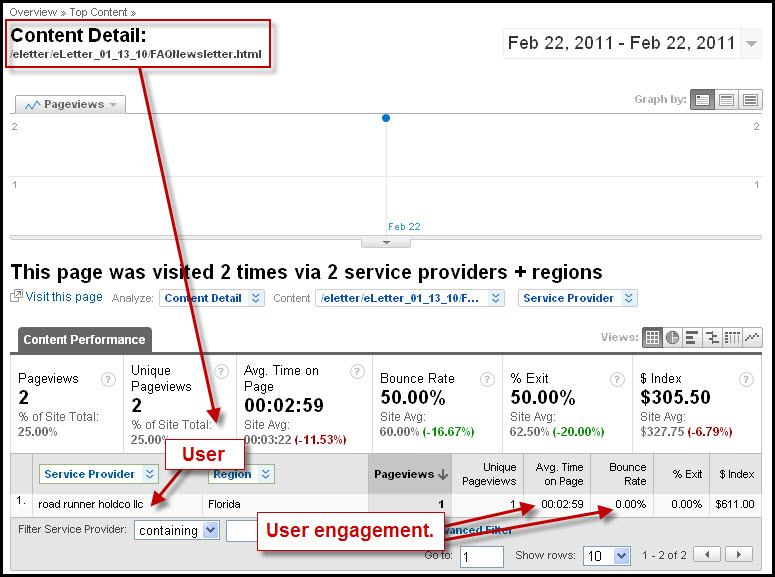
Timeline: **Four years of SEO experience**

As shown in Figure 28, an administrator vacationing in Florida was emailed about an SOP question that required information on how to printout armbands using [Cerner](http://www.cerner.com/solutions/Hospitals_and_Health_Systems/) [CPOE](http://en.wikipedia.org/wiki/Computerized_physician_order_entry) software.

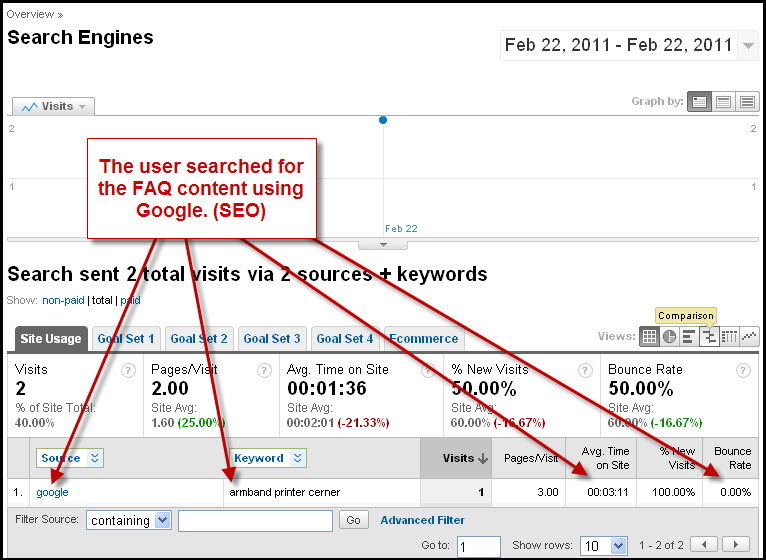


**Figure 28 – Florida FAQ Searcher**

The vacationing administrator used the eLetter FAQ knowledge base to find the FAQ that included the information needed to printout the CareMobile patient armband, as shown in Figures 29 and 30.

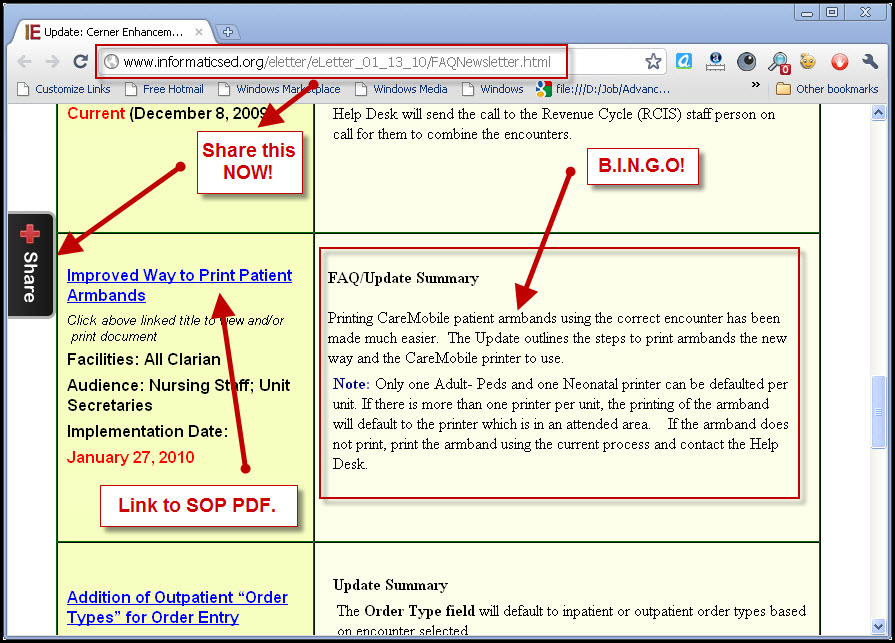


**Figure 29 – User engagement**

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**Figure 30 – Finding content via Google**

As shown in Figure 31, the administrator was able to share the eLetter FAQ using the +Share tab.

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**Figure 31 – CareMobile armband content and the +Share tab**

**In Closing**

I have web, print, 2D and 3D skills that most graphic artists do not have. I'm *well beyond* the 90th percentile as a Designer, Multimedia Developer, Artist, eLearning Developer and Content Manager. I also have an extensive IT support background that will come in handy. Thank you for your time and consideration.