

Paul Rj Muller :|: Analogue Simulacra

Analogue Portfolio :|:

A showcase of work from different mediums, created for different purposes. The full version is available at www.PaulRjMuller.com, the digital version also includes select articles, and a web presence index.

Design
is
Brutal

Brutally
Honest
Site review



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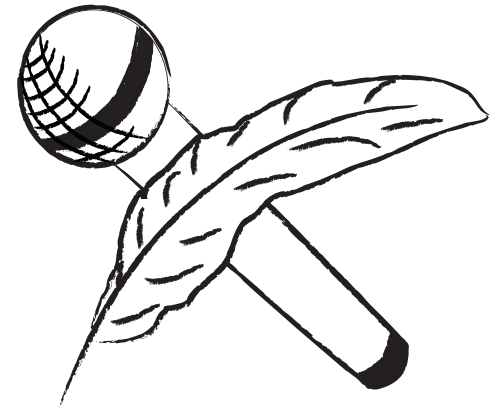
Logo Design Circulation :|:

These logo's are all currently in use. They are my own Design is Brutal, and The CaffiNation Podcast. Chuck Stanley's Eagles FanCast, Norbert Davis' Totally Cool Tech Podcast, and Whitney Hoffman's Hoffman Digital Media

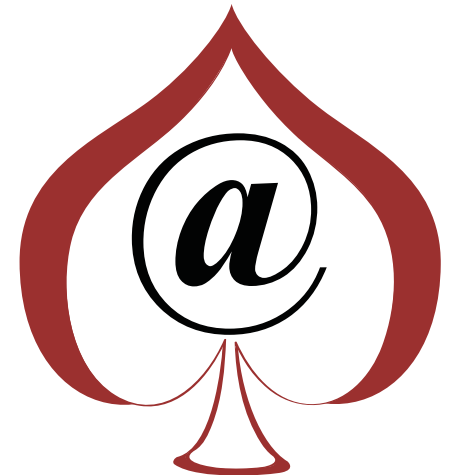
TECH

CENTER

TEACHING , EDUCATION , COLLABORATION & HELP



EAE
Recording

A blue circular graphic containing a white microphone icon on a stand. The microphone is positioned behind the text 'Recording'.

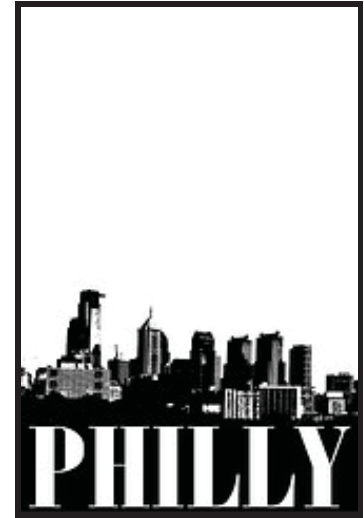
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Concept & Defunct :|:

Each of these logo's has gone through the whole design process, with client input but the entity which they were representations of either decided against using them, closed or has redesigned their site since the logo was approved



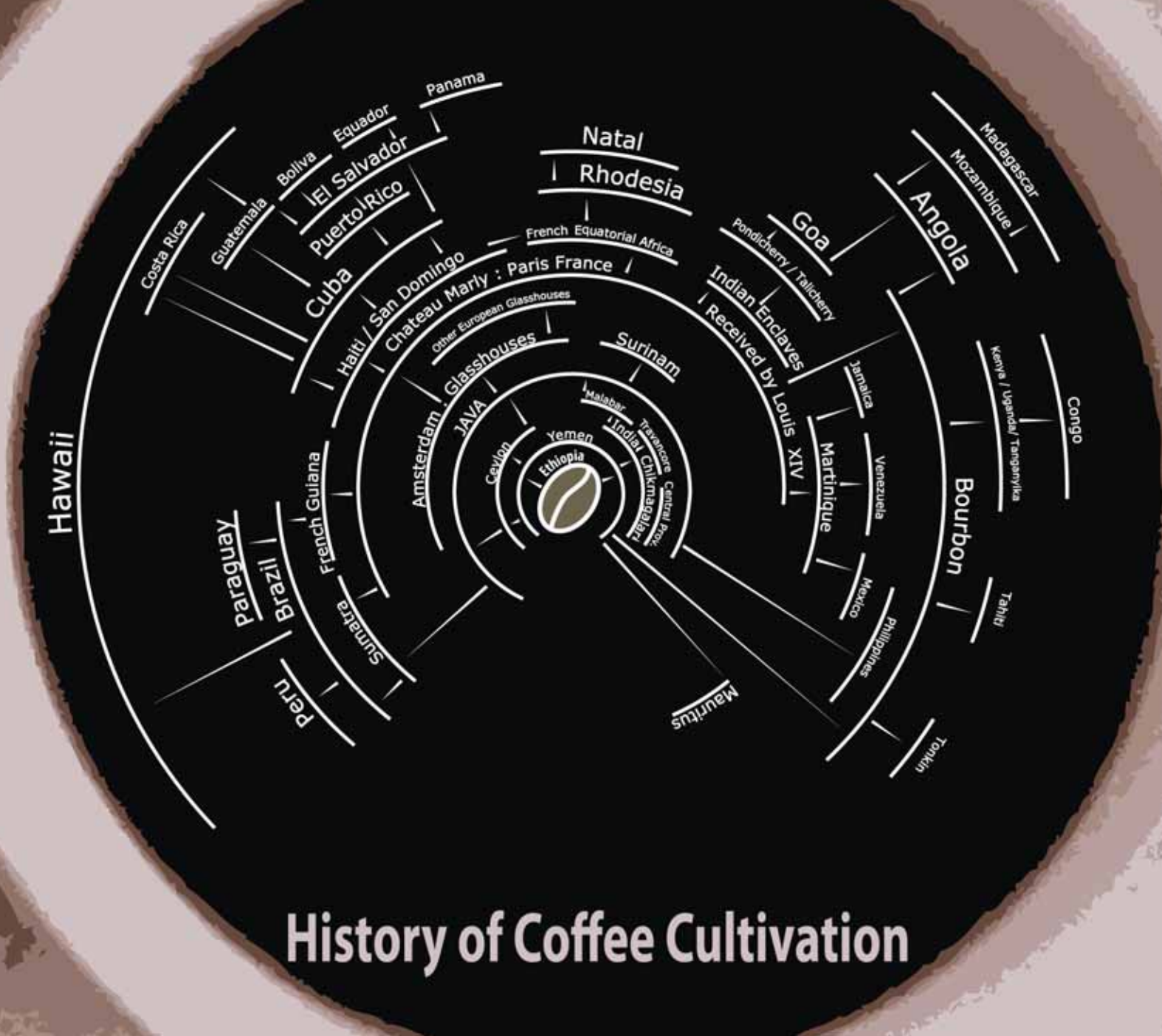
Similar Work



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Soldier of Ebel :|: Original Size 36" x 24"

An impromptu poster created for Matthew Ebel, Independent Singer Songwriter. Matthew has big plans for this design. Poster is based off of a photo taken at Podcamp Philly 2009



History of Coffee Cultivation

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Coffee Cultivation :|: Original Size 36" x 24"

This poster was designed for the Podcast, both as a potential fund raiser and a free download for listeners. It illustrates the history of coffee cultivation from the origin in Ethiopia and the spread through colonialism and particularly the efforts of King Louis the XIV of France



Related Work



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Podcamp Philly :|:

Over the past 4 years that Podcamp Philly Has been hosted at Temple University I have made promotional Posters for each year, keeping within the brand identity. This past year in addition to updating the logo and the branding for the current event I also designed a T shirt for the event



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Down the Road :|: Original Size 20" x 16"

A digital painting created as a reminder of warm spring days fishing. Sometimes the best part of the fishing trip is the walk to and from the spot of your choice



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Social Propaganda

A series of posters that were created for sale, and as an outreach mechanism for The CaffiNation Podcast. The style was a modern take on propaganda posters of the 1930's and 40's. But with updated pallets and subjects.



Similar Work



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Islands :|:

An interesting cloud formation which showed up during my Honeymoon. I love photography as a hobby and from time to time I get to use the work in other projects as well.

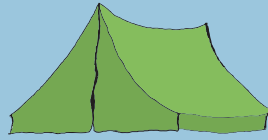


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Agatha Christie:|:

A digital Painting created in memoriam of a beloved family pet, Agatha Christie, Aggie, the Muller mystery mutt.

ZOMBIE PLAN



You'll Need Food, Shelter and Weapons to Survive.

Prepare beforehand, locate shelter with easy access to supplies, building materials & weapons. Plan multiple routes
Band Together, move swiftly and work as a team.

Be Prepared to Eliminate your Allies if Infected!

Arm Thyself!

Anything can be a weapon, sharpen

Sever or Smash:

A Zombie with no head is truly dead

MultiTool:

You have a 2 hands your tool choice counts

Level 1 Weapons:

Crow Bar, Shovel, Tire Iron, Bat

Level 2 Weapons:

Machete, Sword, Axe



Feed Thyself!

Food & Potable Water Priority #1

Power Won't Last Forever:

Freezers Thaw, Food Spoils,
Think Cans, Gardening, Husbandry

Long Haul:

Plan to Collect Rain, Compost and Ration

Gear Up:

You'll need Armor, Eyewear & courage

Maintenance :

Be prepared to sharpen & fix your tools



Noise!

Attracts Zombies, Which is bad

Guns!

Run out of Ammo & make a racket

Cars!

Your initial escape! Ditch, then bike

Power Tools!

Need power and cause a ruckus



Crowds are Bad!

Avoid cities & Population Centers

Fortify, Don't isolate

Limit the number of exits, but keep your options open for a quick escape

Avoid Bodies of Water:

Provide sneak approach & limit movement

There is no outside:

Stock up, & plan to not come back for more

Don't Rely on Consumables:

If it needs Bullets, Power Or Gas, Its trouble

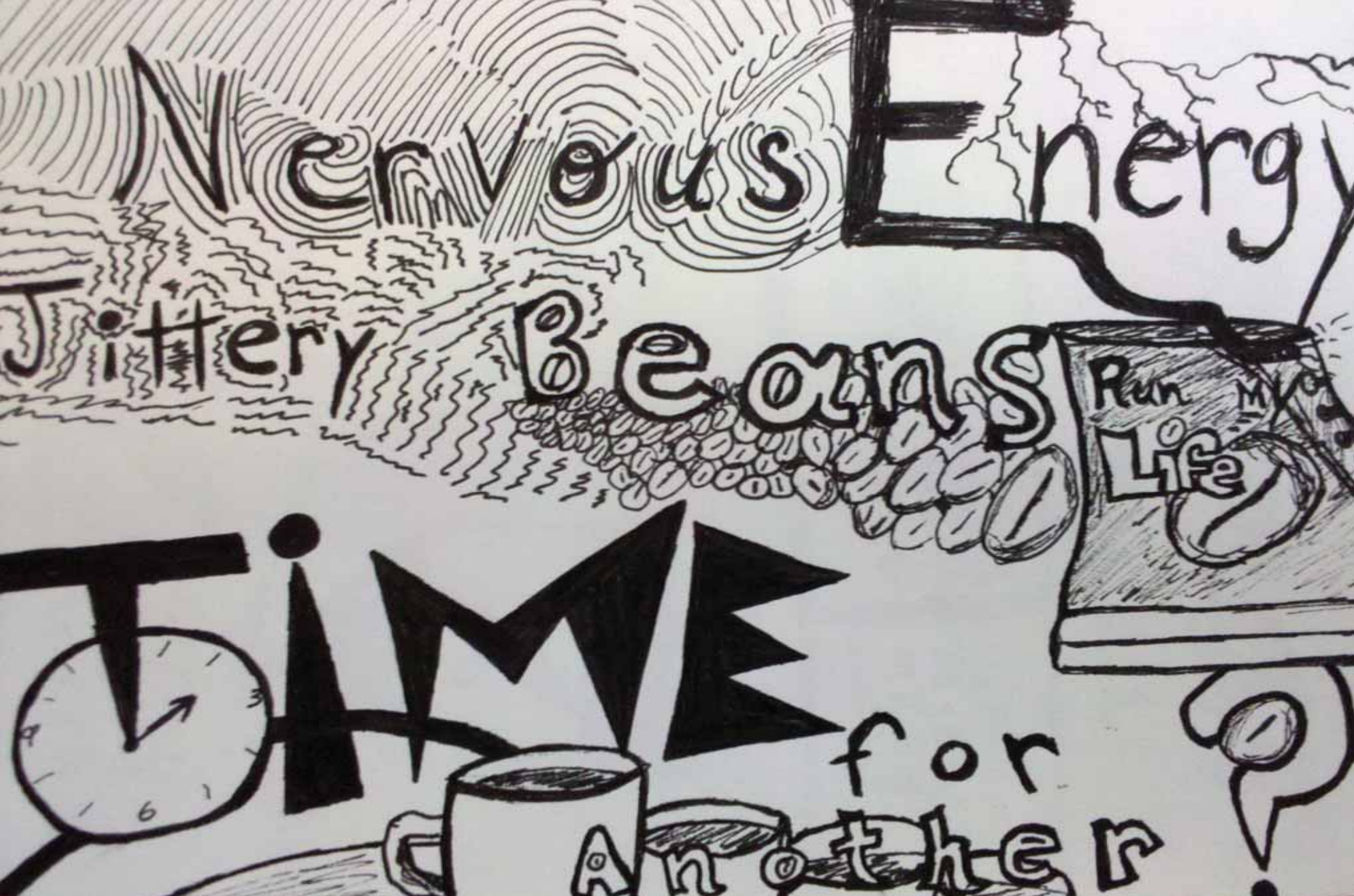
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Magnus Mortus Opus :|: Original Size 24" x 36"

Designed as a takeaway for the podcast, and as a bit of a joke. I had listeners submit Zombie Survival tips and tricks a they had in their own Zombie plans, and then I created this handy poster for download from the site, It is still one of the more popular article on the site.



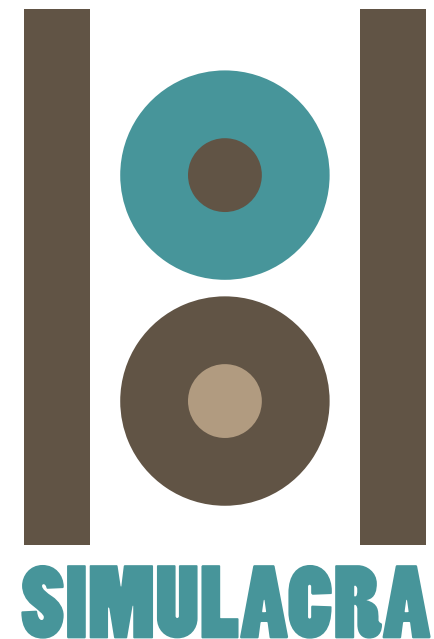
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SketchNote Haiku :|:

An illustrative Haiku, created during a sketching exercise. It was later used as an outreach piece to promote the podcast as well as gain traction on poetry related boards. One of a set of three such pieces, the best received out of all of them.



CAFFINATION



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Cohesive Branding :|:

Puzzle Piece Productions has multiple media personalities, to give the different public faces of the company some sort of visual cohesiveness I used a common pallet between the logos and similar design elements. I kept with clean lines and simple bold graphics. The Font is also Standardized between the two.