

# Davfollo

Portfolio of Davfallamew Schafer

**Dāvfallamew**

(dāv 'fāle, myoō)

# Dave Schafer Art Director

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## Objective

To continually build and expand my portfolio creatively, conceptually, and artistically through experience as an art director.

## Education

### Miami Ad School

Minneapolis, MN

### University of St. Thomas

Bachelor of Arts in Creative Advertising

Minors in Graphic Design and Visual Communications

## Expertise

- Photoshop CS5
- Illustrator CS5
- InDesign CS5
- Flash CS5
- Adobe Premiere Pro CS5
- After Effects CS5
- HTML and CSS
- Digital/Virtual Photography
- Viral Video

## Experience

### Performance Pool and Spa

Managed a retail store in Burnsville, Minnesota and designed many marketing materials

### DraftFCB Chicago

Internship in Chicago, Illinois

### Jung von Matt, Alster

Internship in Hamburg, Germany

### Clear Interactive

Designed and coded projects for Flash and HTML based web sites

### Form and Logic

Designed and directed many projects including children's books to corporate web sites

## Honors

- Two Bronze Pins from The Show 2008 (theshowmn.org)
- Several MAS Gold and Silver Awards
- UST Advertising Federation 2004-05
- Eagle Scout Award, July 13, 1998
- National Honor Society



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E.T. phone home  
send email  
GPS position  
listen music  
watch *E.T.*

iPhone  






Hobbits always use maps with GPS this far from the Shire.

iPhone



LOWE'S

REVIVE.

0501

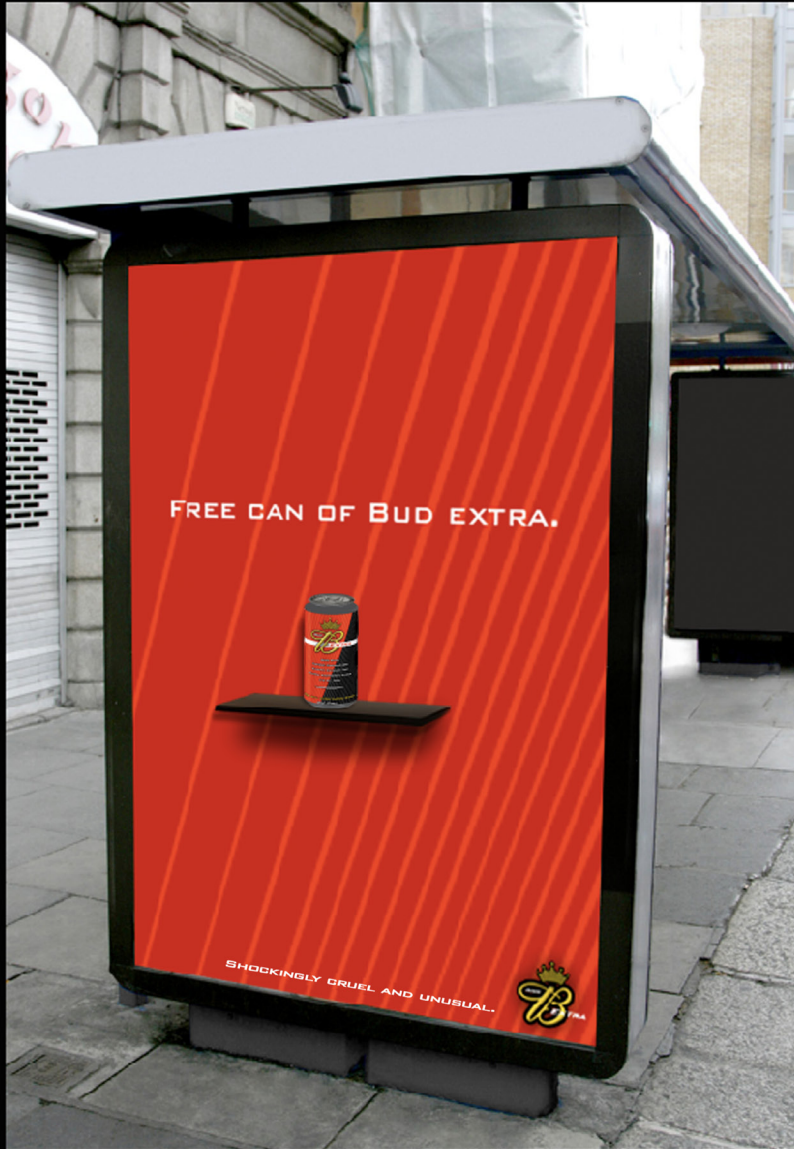
GHES



A large billboard for Lowe's is shown against a clear blue sky. The billboard has a blue carpet-like texture. A wooden outline of a house with a gabled roof is cut out of the carpet. Inside this outline, the word "LOWE'S" is written in large, bold, wooden letters. Below the house outline, the word "REVIVE." is written in smaller, bold, wooden letters. The billboard is supported by a white pole and has two spotlights mounted on its sides.

LOWE'S

REVIVE.



FREE CAN OF BUD EXTRA.



SHOCKINGLY CRUEL AND UNUSUAL.



GRAB THE CAN,  
RECEIVE A SHOCK



**TRANSFORMER  
WRAP**



**COASTER ONLY LIGHTS UP WHEN  
BUD EXTRA CAN IS ON IT**



**GET TOO COMFORTABLE  
AND THE STOOL WILL  
LIGHT UP THEN SHOCK**



TOO BUZZED? LEAN ON  
ME FOR SOME SUPPORT.



BUDWEISER BEER AND LOGO ARE TRADEMARKS OF ANHEIM-BUSCH, INC. © 2004



TOO BUZZED? LEAN ON  
ME FOR SOME SUPPORT.



THE NIGHT'S STILL YOUNG,  
SO GET A SHOCK IF LEANING  
AGAINST THIS AD IS NECESSARY

**FOR  
BLOCKHEADS.**



TOPICAL  
HEADACHE  
RELIEF  
**HEADON**



TOPICAL  
HEADACHE  
RELIEF  
**HEADON**



Prevent stubble burn







Information is gathered about Subaru cars and all their owners. Compelling stories are compiled for print, TV, and web multimedia.



*Start a new story today.*



*This is the story of  
The red 1998 Forester.*



*Driven by Alex Robinson  
from 2001 to 2007.*



*Owned by Sean Walker  
from 1998 to 2001*



*Shared by Me  
Adams since 2007.*

*Find out the story  
at [www.IfYouSubaru.com](http://www.IfYouSubaru.com)*



*Start a new story today.*

**SUBARU**



Key West

THE



*This is the story of  
the white 1992 Impreza.*



*Cherished by the Grabowski's  
from 1978 to 2003.*



*Driven by Joe Bouvier  
from 1972 to 1978.*



*Find out the story  
at [AreYouSubaru.com](http://AreYouSubaru.com)*



*Owned by Al Mancini  
Since 2003.*

*Start a new story today.*





This is the story of the Gold Leo Outback.



Owned by the Woods from 2003-2005.



Owned by Steven Harding since 2005.

Treasured by Emily Sutcliffe from 2000-2008.



Find out the story at [Age4aSubaru.com](http://Age4aSubaru.com)



Start a new story today.

**SUBARU**



SCALE 1:5 000 000  
0 100 200 300 400 500 Kilometers

Are You Subaru



http://www.AreYouSubaru.com/ Google

Apple (155) Amazon eBay Yahoo! News (1218)


Login or Register SubaruUser

*Are You Subaru?*


Home Community Stories Photos



*This is the story of  
the red 1998 Forester.*




*This is the story of  
the white 1992 Impreza.*



*This is the story of  
the dark blue Outback.*

Copyright 2008 Subaru



Microsite brings together an online community of past, present and future Subaru drivers.

The Subaru Online Community is also on social networks like Facebook where people can connect through their cars.



facebook Profile edit Friends ▾ Inbox ▾ home account privacy logout

Are you Subaru? [Browse More Applications](#)

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Bumper Sticker
- more

NEU: Nie wieder Fußgeruch

This application can be added to your Facebook account.

[Add Application](#)

Become a Fan

Block Application

Share [+](#)

About this Application

★★★★★ (4.6 out of 5)  
Based on 87 reviews

facebook Profile edit Friends ▾ Inbox ▾ home account privacy logout

Application Directory

Recently Popular Most Active Users Newest

**Compare People**  
By Chainn Inc.  
People are different. That is a fact of life. Find out who stands where in various categories: cutest, sexiest, smartest and many more. Most importantly, find out where you fit in!  
4,910,351 monthly active users, — 32 friends — 548 reviews

**Super Wall**  
By RockYou!  
The best way to find and share entertaining videos, pictures, graffiti, and more with your friends!  
11,505,142 monthly active users, — 31 friends — 400 reviews

**Are you Subaru?**  
By Subareyou.com  
Have you ever owned or driven a Subaru? Is your current whip a Subaru? Reconnect with your old "friends" or just see how popular your Subaru really is! Find out who else has shared the experience of your Subaru!  
282,449 monthly active users, — 6 friends — 85 reviews

**Circle of Trust**  
By Chainn Inc.  
Trust gathers trustworthiness ratings across your network and tells you who you can trust and who you can't.  
256,982 monthly active users, — 2 friends — 63 reviews

Search

Applications edit

- Photos
- Groups
- Events
- Marketplace
- Bumper Sticker
- more

MeeMix

Internet Radio that gets you!

More Ads | Advertise

monthly active users, 5

ies  
Fun, Travel  
lication was not  
ed by Facebook.

ravelPod.com

's (and now Facebook's )  
Travel Blog

Applications by Language:  
English

Browse Applications:

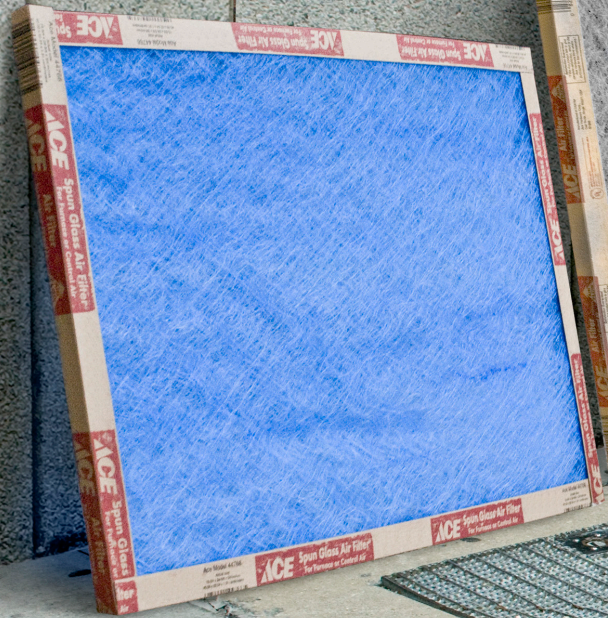
**For Facebook Profiles**

All

- Alerts
- Business
- Chat
- Classified
- Dating
- Education
- Events
- Fashion
- File Sharing
- Food and Drink
- Gaming
- Just for Fun
- Messaging
- Mobile
- Money
- Music

12 fans See All

m Nassim Fakir John Herriott



**ACE**

**FOR AINTY  
PROTECT**





**ACE**<sup>®</sup>

**FOR ANY  
PROJECT**



ACE  
FOR ANY  
PROJECTS

ACE  
FOR ANY  
PROJECTS

ACE  
FOR ANY  
PROJECTS

FRANCES MARCET

bus stop



Բաղլիւր ժողի՛ն "ձօ" յարթ.

Կ2 Իրի՛ն For everyone.

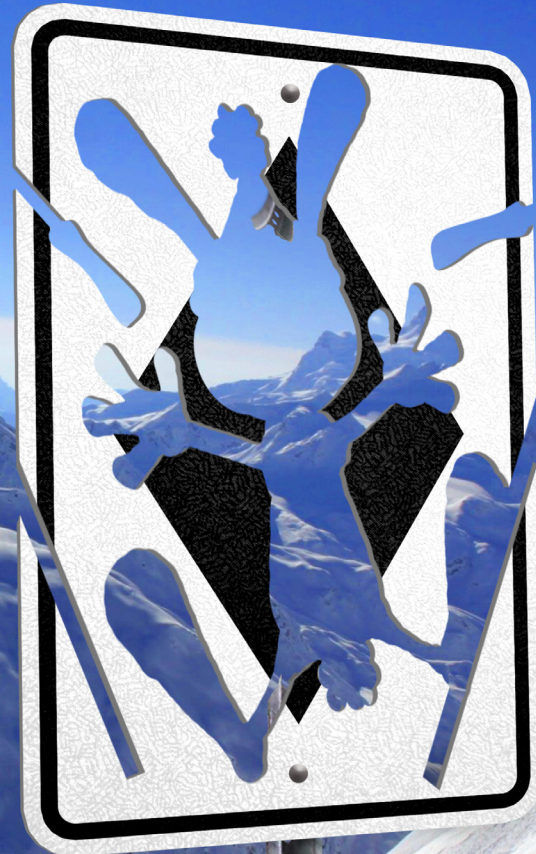


Բաղլիւր շողի՛ն Fly.

Կ2 Իրի՛ն For everyone.



Բաղլիւր ժողի՛ն Լիկե ճիւղղի՛ն.



Կ2 Իրի՛ն For everyone.





Hidden cameras photograph person from different angles. As this person walks towards the kiosk, the LCD screen cycles through the different angles, appearing as if this person's face is rotating.





# Hologram Photographer

Take notice.



While a hologram creates commotion with a camera and flashes in a crowded location, hidden cameras take pictures of the onlookers. Once the flashes stop, the hologram point up to an LCD billboard that cycles through the onlookers' candid portraits.



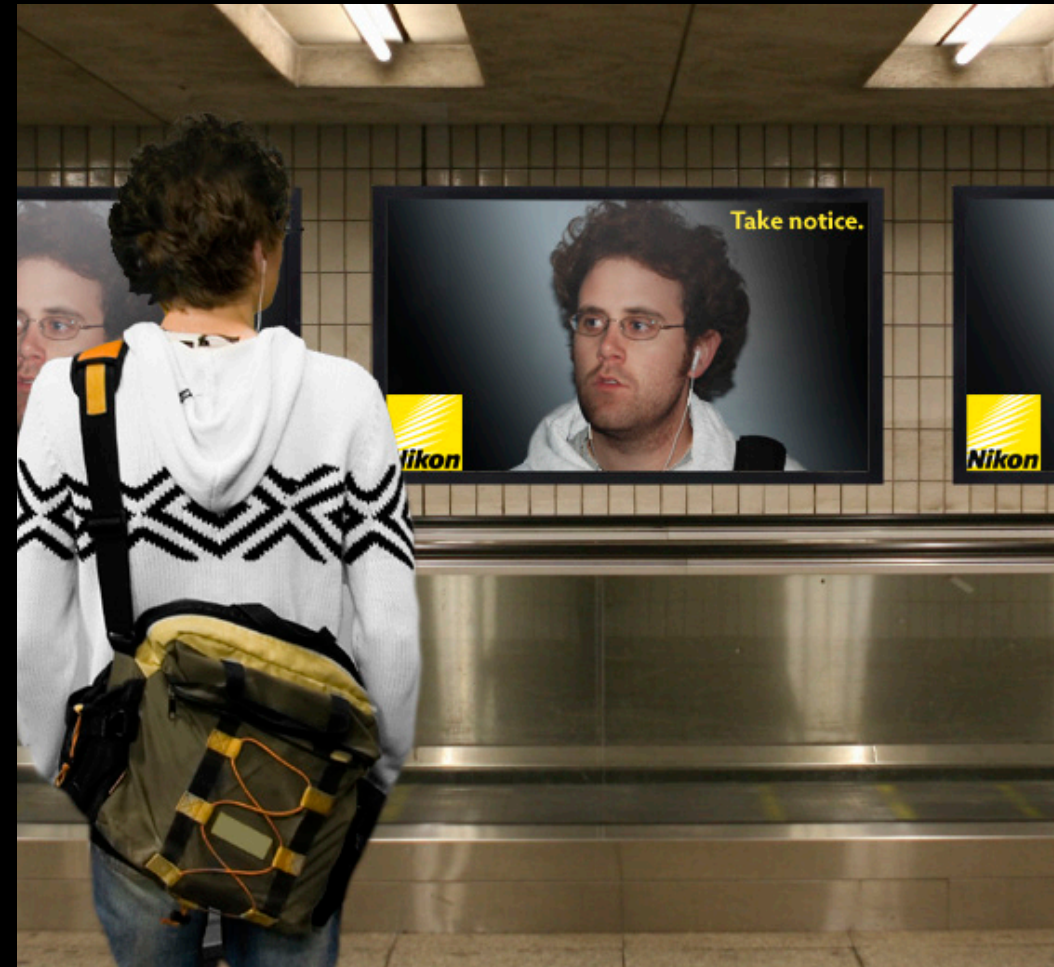


## Paralleled Subway



Take notice.

Hidden cameras snap pictures of people waiting for a subway while flashes go off on a passing subway. After this subway passes, the people notice their picture on the LCD screens across the track.



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