



education

Capital University

Bachelor of Arts, May 2018

Majors: Music Technology,
Electronic Media and Film
Graduated Magna Cum
Laude
Member of Honors Program

Recording Workshop

Certificate Program,

Summer 2016

Received hands-on training
in multiple disciplines of
audio engineering includ-
ing Recording, Mastering,
Post-Production Audio and
Live Sound.

skills

General

Adobe Creative Cloud
Apple Keynote
Google Docs
Microsoft Office

Video

Adobe Premiere
Adobe After Effects
Final Cut Pro X
VDMX
Streamlabs OBS
Videonics MX-1
Canon DSLR, Sony Alpha
BlackMagic Cinema Cameras

Audio

Ableton Live
Adobe Audition
Logic Pro X
Pro Tools 12

Design

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe DreamWeaver
HTML / CSS
Wordpress
MailChimp

3D

Cinema 4D
Blender
Unity

honors/awards

Recipient of The Joseph A.
Brunetto Award for Excel-
lence in Music (2018)

Recipient of The The Armin
Langholz Prize for Outstand-
ing Achievement in Radio/
TV/PR (2018)

TI:ME Electronic Music
Composition Contest Winner,
Multimedia Category (2018)

Email: matt@matthewsmccroskey.com • Phone: 440-384-7889 • Reel & Portfolio: matthewsmccroskey.com

professional experience

Graphic Designer (May 2019 - Present)

Signs Now, Dayton, OH

- Design engaging interior and exterior signage for hospitals, hospices, and other healthcare industries
- Create informational safety signs and brochures on COVID-19 and social distancing recommendations
- Collaborate directly with Business owners, Marketing Directors and other stakeholders while delivering strategic creative direction
- Manage client projects as their main point of contact ensuring timely delivery
- Lead Signs Now marketing efforts on our website and through social media content creation and moderation
- Provide technical and troubleshooting support to co-workers and customers
- Led company in becoming a finalist for the Alliance Franchise Brands 2020 Project of the Year
- Notable clients include Dayton Children's Hospital, The National Parks System, Wright State University, and Wright-Patterson Air Force base

Motion Graphics Designer, Editor, Director (May 2018-Present)

Freelance, Dayton, OH

- Utilize hardware video processing with 3D renderings, augmented reality, and other effects
- Incorporate cutting edge design trends to create engaging content for clients, such as lyric videos, animated event fliers, promotional spots, and live event visuals
- Created an animated Spotify canvas for a song with over 18 million streams
- Designed typography and visual effects for a televised performance which aired on BBC Wales in Spring 2021
- Notable clients include Tobacco, I Set My Friends on Fire, No Rome, Ryan Hemsworth, and others

PhotoPass Photographer (June 2018 - January 2019)

Walt Disney World[®] Resort, Lake Buena Vista, FL

- Captured unforgettable guest memories throughout Disney Parks
- Guest service and technical support experience through working at photo view stations
- Recipient of sixteen "Four Keys Fanatics" guest service recognition cards in six months
- Gained and integrated extensive knowledge of the entertainment industry into every aspect of daily work
- Provided technical and troubleshooting support to fellow Cast Members

General Manager, Music Director (November 2015 - May 2018)

WXCU Radio, Columbus, OH

- Cultivated and maintained a clear visual brand identity that became recognizable to current and targeted listeners
- Designed promotional materials like event flyers and motion graphics for print, web, and digital screens, utilizing creative brand guidelines
- Wrote and produced content for web including concert reviews and interviews using WordPress
- Established and designed promotional e-newsletters using MailChimp that grew the station's audience by 200%
- Developed partnerships and served as station liaison with music industry leaders and promoters such as AEG, Monster Energy, The Syndicate, and various record labels
- Wrote formal budget proposals and managed allocated funds

Video Producer, Digital Media Intern (May 2014 - August 2017)

The FEST, Cleveland, OH

- Directed, shot, and edited promotional video content for the music festival's online presence
- Designed print materials and motion graphics for digital marketing and event screens
- Created and edited content for the website including registration forms using WordPress
- Assisted in management of social media promotions and website by creating content, running social contests, and moderating community discussions



Dr. Betsy Pike

Director of Film & Media Production,
Assistant Professor of Communication

Capital University
1 College and Main
Columbus, OH 43209

bpike@capital.edu
614-236-6318

Dr. Pike was one of my favorite professors at Capital, and also served as Faculty Advisor to WXCU Radio. During my senior year, she was also my Faculty Advisor for my Honors Capstone project, in which I created a VR Theme Park using Unity inspired by EPCOT.

Maura O'Donnell

B2B Sales Automation and Content Specialist

Six Flags
1000 Ballpark Way
Arlington, Texas 76011

maurahope@icloud.com
440-724-7990

Marua was the General Manager of WXCU Radio when I was a Sophomore at Capital University. As I became the General Manager, she gave me invaluable advice on how to organize, lead, and plan to keep the station afloat. As I graduated, she remained an important resource to the world of marketing, event planning, and copy writing. We also share a deep bond over the love of roller coasters and theme parks.

Chad Loughrige

Assistant Professor of Music

Capital University
1 College and Main
Columbus, OH 43209

cloughri@capital.edu
614-236-6291

Chad is a professor and the former head of the Music Technology Program at Capital University. Outside of his recording and Music Technology classes he taught, we worked closely together during my tenure as secretary for our chapter of the Audio Engineering Society, and in working to set up, staff, and prepare for productions and concerts sponsored by WXCU. Chad also served as another faculty advisor for my Honors Capstone project.



portfolio s/s 2021



MATTHEW S. MCCROSKEY

matthewsmccroskey





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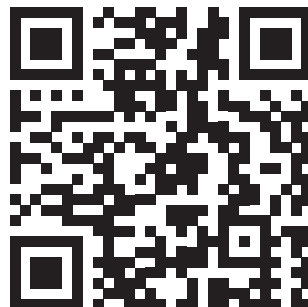
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Email: **matt@matthewsmccroskey.com**

Phone: **440-384-7889**

Portfolio + Reel:

www.matthewsmccroskey.com







The first and oldest tattoo on my body is on my upper left leg. I got it the day before I graduated from Capital University in May 2018. In simple sans-serif font of my friend's handwriting, it reads "GRAPHIC DESIGN IS MY PASSION." What stemmed from an impulse decision to get a tattoo of one of my favorite internet memes also served as a reminder of what I've wanted to do in my life since I first started playing with Photoshop in middle school: to be able to communicate ideas and tell stories visually through the channel of compelling design.

I have been a multi-disciplinary artist and designer for five years. Combining my dual degree in Music Technology and Electronic Media & Film with a passion for emerging media, I create works for various mediums and formats. I shoot and edit movies, take photos, render 3D images, engaging design work, and make pretty things move up, down, and all-around in After Effects.

At Capital University, I designed material for the web, print, and even napkin dispensers in our dining hall for various organizations. As General Manager of WXCW Radio, I used these design skills to push our branding and organization to new heights, which led me to win the Organization Leader of the Year award in 2018.

I currently design signage as my day job and maintain a current and constant pulse on motion graphics work through my freelance work. I have designed engaging animated fliers for influential online streaming shows and created 3D Spotify Canvas animations for songs with over 20 million plays through my work in the music industry. I have given my creative voice to help define some of my favorite artists' visual images.

This portfolio is only a small selection of what I do. To see my full portfolio including my video, audio, and motion graphics work, please visit

www.matthewsmccroskey.com

I'd love to get in touch sometime! If you have any questions / comments / concerns / etc, feel free to give me a call at **440.384.7889** or email me at **matt@matthewsmccroskey.com**

Sincerely,



MATTHEW S. MCCROSKEY

matthewsmccroskey



Apparel Design

One of my favorite mediums to design for is the classic T-Shirt. Being able to touch someone's everyday life through a comfy tee that becomes a part of their daily lives is incredibly fulfilling. I've worked with some artists and brands and am beginning to launch my line and brand to create clothing that becomes wearable works of art.

I would be honored to work with you on your next apparel concept ! Feel free to email me with more info at

matt@matthewsmccroskey.com



the new bootleg mikey joyce longleeve from **HAZELBOY**





Album

Art

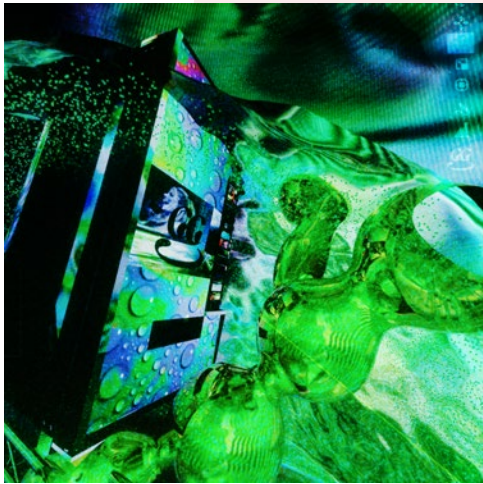
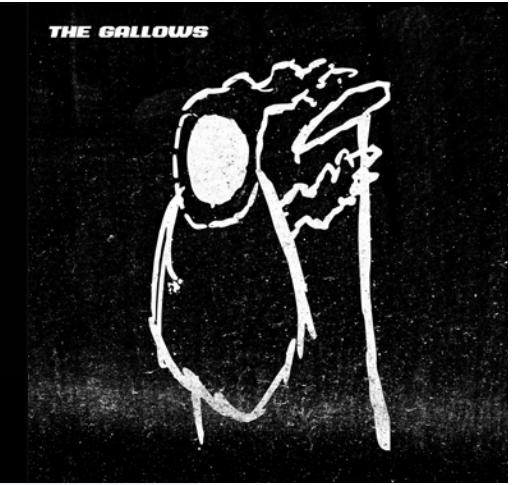
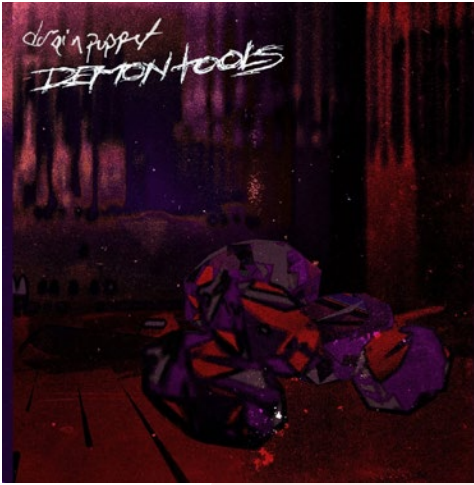
As a musician, producer, and lifelong lover of music, I am beyond blessed for the opportunities I've gotten to create cover art for countless songs and albums over the years. I've worked with various artists, from industrial rock bands to innovative Club DJs, from emo rappers to some of the most groundbreaking producers I know.

I compiled a constantly updated playlist of my art that is available to stream right now on Spotify. Scan this QR code to see these covers in action!



Additionally, I combine my love for video and motion graphics through my work creating Spotify canvases. It's been exciting to see some of these songs reach over 20 million plays, and I would love to help you craft your next Spotify canvas! Scan this QR Code on a mobile device to see these in motion for yourself!





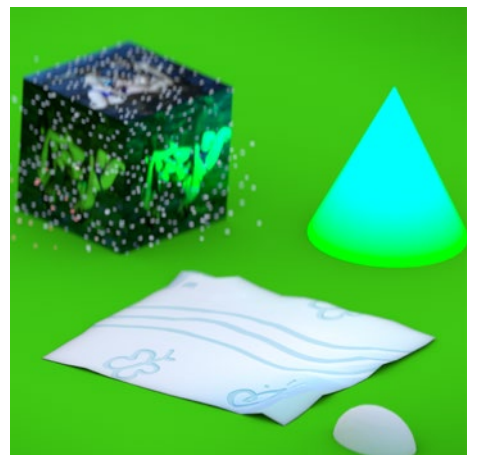
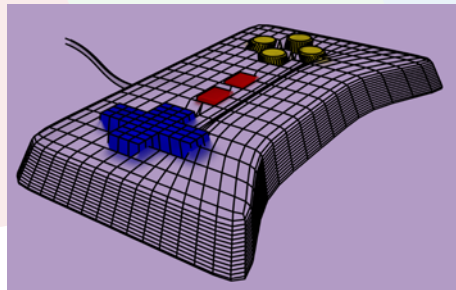
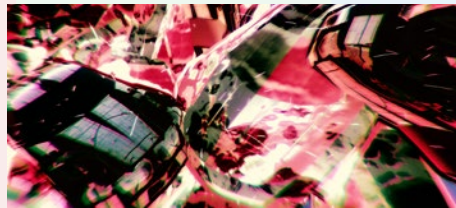
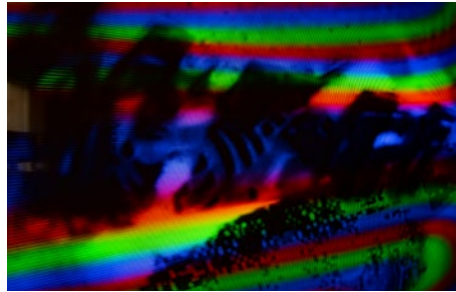


3D *Illustrations*

While I have been dabbling around in Photoshop and Illustrator since middle school, one of the catalyzing moments that really got me into taking design seriously was learning how to model, render, and create 3D illustrations in Blender in 2016. At the time, I had a lot of friends who were getting into the medium to create really cool work, and I wanted to join in on the fun. I've since created work also using Cinema 4D, Unity, VROID, and even analog video hardware projected onto a small broadcast-quality CRT Monitor.

My illustrations have been featured in newspapers, literary publications, as album covers for artists and, and b e y o n d .

You can see more work like this on my website at www.matthewsmccroskey.com





Signage

Design

During my two years as the in-house designer at Signs Now in Dayton, I helped create a vast array of signs for various customers. I've designed custom vehicle graphics, interior murals, ADA compliant room ID signs, as well as both permanent and temporary exterior signs. During my time, I learned and understood the production and digital printing process to help make sure any design ideas you may have will look as good as they can in the real world.

You can see more work like this on my website at www.matthewsmccroskey.com

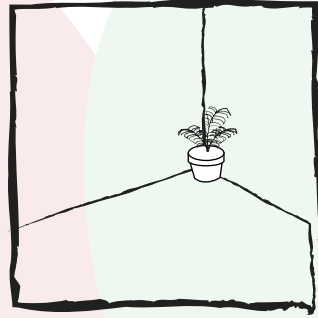
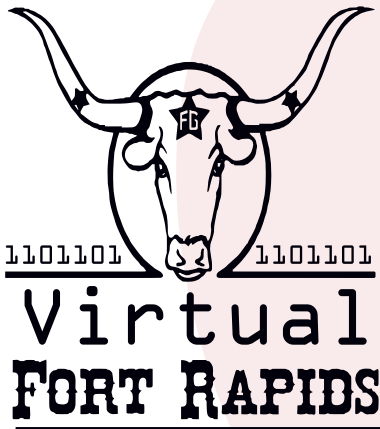




B r a n d i n g & T y p o g r a p h y

Being able to give and control a brand's identity is a powerful feeling. I've helped design logos for radio shows, artists, and production companies focused on showcasing community issues in Columbus. I combine vector-based custom logos and typography designed in Adobe Illustrator and hand-drawn custom typography I've scrawled over notebooks and stickers over the years.

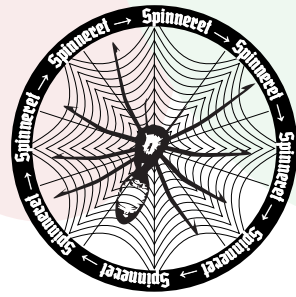
You can learn more about these projects online at www.matthewsmccroskey.com



Boredom
Recordings



a Roller Coaster Tycoon 3
Streaming Extravaganza



morph.



ON WXCU





Event Fliers

As an extension of my illustrations, I began to work at making fliers for various events. As General Manager and Music Director of WXCU Radio, I took it upon myself to design pretty much every single event flier from 2016 until May 2018. My work has been recognized and nominated by the Intercollegiate Broadcasting System for their “Best Show Promotional Flier”, and “Best use of Graphics” categories. Someone on Instagram called my work “I swear this is the best flier I’ve ever seen”.

I love to use these static print fliers as a base to eventually animate them for an engaging, eye-catching way to promote these events online. You can view some of these fliers animated counterparts and more online at [**w w w . m a t t h e w s m c c r o s k e y . c o m**](http://www.matthewsmccroskey.com)

FEATURING:
 FLUXXY
 IVY HOLLIVANA (FL)
 GOSSAMARIE
 CONQUISTA
 GAZPACHO COSTANZA

SPINNERET II - \$10
 12/29/2018
 10PM-2AM
 TRANS-PECOS
 915 WYCKOFF
 RIDGEWOOD

SEASON 6 EP2

XXX2

ON WXCU
100% ELECTRONICA
 WED 10.18 9PM EST
 WXCURADIO.COM

FEATURING INTERVIEWS WITH
 GEORGE CLANTON & NEGATIVE GEMINI

TOBACCO

'HOT, WET & SASSY'
 SPF 420 ALBUM RELEASE SHOW

featuring sets from
 TOBACCO
 STEVE REIDELL (THE HOOD INTERNET / AIR CREDITS)
 FREE REFILLS • LUXURY ELITE • BLOODLINE GENESIS
 with a special introduction from HAZELBOY

(WXCU)
 wxcuradio.com

NEED A STUDY BREAK?

HEAD ON OVER TO WXCU'S
MIDTERM KARAOKE NIGHT! TUES 10/10
 7-9PM
 ONE MAIN CAFE

(WXCU)
 wxcuradio.com

PUMPKIN SMASH

WEDNESDAY
 10/26 11AM-2PM
 SCHAAT LAWN

lonely hearts karaoke

presented by wxcu radio

Mike, 20
 @ Mutual Friends
 Capital University

valentines day 2018
 8-10pm One Main Cafe | Prizes, Treats + More!

Spinneret X PALETTES

QUARANTINEFEST 3

BEANBOY
 BOOK REPORT
 BOY SIM
 COSMICOSMO
 DRAINPUPPET
 HAZELBOY
 HOLLIDAY HOWE
 IVY HOLLIVANA
 JAKE GERMAIN
 MATTU
 MOISTBREEZY
 PHYSA
 SLOW SHUDDER
 TROPHIE

WED APR 1ST
 6PM USA EST
 DATAFRUITS.FM

WXCU RADIO PRESENTS THE 3RD ANNUAL

RADIOTHON

FRIDAY MARCH 17 AT 5PM IN THE CVMG

24 HOURS OF LIVE BROADCASTING AND EVENTS
 GAMES, PRIZES, PERFORMANCES, AND MORE

PROCEEDS BENEFIT THE FURNITURE BANK OF CENTRAL OHIO

(WXCU)
 wxcuradio.com

WXCU radio proudly presents

MARCH RADNESS

a fundraiser concert for WXCU's Relay For Life Team

vertical 48
 the baseinets
 snarls
 begley moms

friday march 16
 capital university
 emc room 121
 doors 8pm



Packaging

One of the greatest feelings in life is to see some of your work exist in a tangible form in the palm of your hand. Being able to design packaging has been an interesting challenge, but a dream come true to see things you created exist in a professionally printed world. I've had the opportunity to design and execute the layout for multiple releases on Boredom Recordings, a small, cassette-based record label based out of Columbus, Ohio.

You can learn more about the project online at www.matthewsmccroskey.com



hidden places

1 entrance 5 new age hench
2 baby face 6 open window
3 mood ring 7 austerity lost
4 okay

2017
merph
hidden places
merph

entrance
back the right words / i could be with
"can someone add these hands away?"
all i could do was / i could be the best of it all

balaclava
there is quiet energy
there's back / behind
in a moment of hope
that we / i have to carry
we're carried by
there's quiet energy
there's back / behind
in a moment of hope
that we / i have to carry
we're carried by
there's quiet energy
there's back / behind
in a moment of hope
that we / i have to carry
we're carried by

hidden places
the first pageant under

made and words: hidden places
guitar: david fuller / bass: matt mcroskey / drums: matt mcroskey / engineering: adam boose / mixing: matt mcroskey / mastering: adam boose / publicity: dean taraglia / interior photo: summer howells / layout: matt mcroskey
2017 hidden recordings



STEMS - OUT OF FEAR

1. WINGS
2. MAMA'S CRIB
3. HIGH CALL
4. SPINNAK
5. SPINNAK
6. SPINNAK
7. SPINNAK
8. SPINNAK
9. SPINNAK
10. SPINNAK
11. SPINNAK
12. SPINNAK

OUT OF FEAR

STEMS ARE:
VOX - KERRALL MARTIN
GUITAR - MICKEY SHUMAN
BASS - DANIE MORTOTO
DRUMS - ZACHARY PENNINGTON

RECORDING / ENGINEERING:
MATT MCCROSKEY, IAN YODGODD
TYLER HAAS

MIXING: MATT MCCROSKEY

MASTERING: ADAM BOOSE
ADAM FLOWER AUDIO

INTERIOR PHOTO: ANNA MERDEL
ANNA PHOTOGRAPHY
PUBLICITY: DEAN TARAGLIA
LAYOUT: MATT MCCROSKEY

2017
merph
hidden places
merph



hidden places

1 Commencement 5. Murdantly
2 Baby Tracy 6. In Stasis
3 Mood Ring 7. Ann Quin
4 Separator 8. Baskin 3

2017
merph
hidden places
merph

hidden places
The Circle is Round

1. Commencement 5. Murdantly
2. Baby Tracy 6. In Stasis
3. Mood Ring 7. Ann Quin
4. Separator 8. Baskin 3

the debut "album" from the band formally known as hidden places

recorded and mixed in 2018 by brian huygon
words/guitar: david fuller
bass: kiko.c
drums: matt mcroskey

mastering: adam boose
publicity: dean taraglia
logo design: drew lauch harman
interior photo: summer howells
layout: matt mcroskey

hidden places is david fuller, matt mcroskey & nick shew

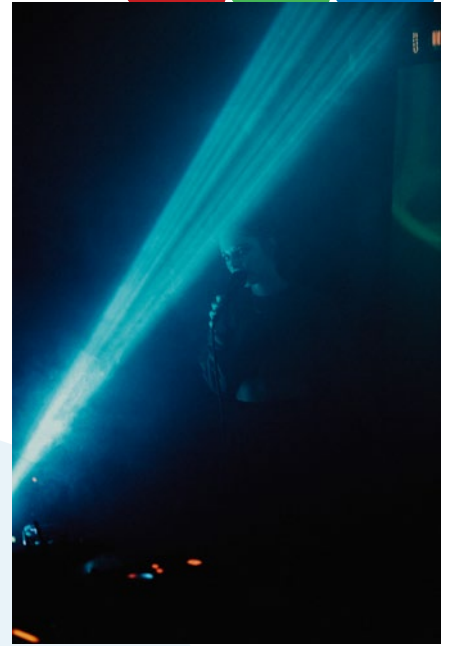




Photography

Before I ever got into graphic design, Photography has always been one of my favorite creative outlets. Whether it's in a new city I'm visiting, at a local concert, portraits, or anything else, I feel at home when I'm looking through a viewfinder of my camera. I have had experience with both digital and film, and have recently rekindled my love for 35mm through shooting on my Canon Rebel K2. Here is just a sampling of some of my photography.

If you would like to see more of my photography, visit my photography [instagram](#) at: **[instagram.com/matthewsmccroskey](https://www.instagram.com/matthewsmccroskey)** or my [website](#) at **www.matthewsmccroskey.com**





Email Marketing

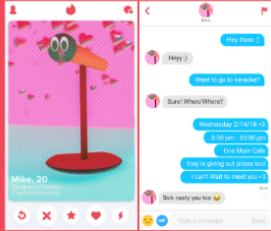
In today's media landscape, one of the most effective ways to cut through the riff-raff of social media barrage is to reach customers and consumers directly into their inboxes. I've worked on designing engaging and fun e-mail marketing campaigns for a few different clients. In addition to design, I'd love to help with strategies to increase your viewership and help reach your clients even better!



♥ No need to be lonely on Valentine's Day! Come Commiserate, sing love songs (or not love songs), win prizes and maybe even meet that special someone. ♥ [View this email in your browser](#)

(WXCU)

lonely hearts karaoke valentines day 2018

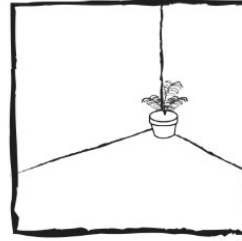


Hey <<First Name>>!

It's getting to be that time of year again! Love is in the air!!! (or maybe it's just crippling loneliness only made worse by all the social constructs towards love and all that jazz in the month of February). Either way, WXCU is here to help you out this Valentine's Day. For the 3rd year in the row, we will be hosting Lonely Hearts Karaoke in One Main Cafe on 2/14 from 8-10PM! Come along to sing some love songs (or whatever you want), eat some Valentines treats, win some prizes, or maybe even meet that special someone! The possibilities are endless as our love for each and every one of you! We hope to see you there!!!



GOING FOR ADDS 11/21: hidden places - "uh's" (RIYL: Ought, B-Boys, Interpol, Talking Heads)



Boredom Recordings

HEY!

Hope all you MD's are having a great week! I'll start by introducing myself. I'm Matt, and I head the radio department at Boredom Recordings, a tape-centric label based out of Columbus, OH. Today, we're so excited to send out our first project to radio by one of our favorite bands right now: *hidden places*.



It's your FIRST chance to get a new WXCU T-Shirt, prizes, and more! [View this email in your browser](#)

**((WXCU))
LIVE**
at the **Convergent Media Center**
Grand Opening Nov 12 11AM-2PM

Live Performance by
Personal Public at 12:30 PM
Prizes, Giveaways, and More
on wxcuradio.com

Hey <<First Name>>!

Tomorrow's the Big Day!! As a part of Capital University's celebration of the opening of the new Convergent Media Center, WXCU will be broadcasting LIVE from our brand new studio inside the CMC! There will be LIVE MUSIC at 12:30 from Personal Public, and a chance for YOU to request a song that will be played on WXCU that afternoon (We'll even give you a shout out too!). It all starts at 11AM, so hope to see you there!

SHIRTS ARE IN!

MARCH RADNESS IS THIS FRIDAY! Free with Cap ID / \$5 for General Public!! Doors at 8PM! Monster Energy will be on hand giving out free MONSTER MUTANT SODA! [View this email in your browser](#)

[VISIT HERE TO GET YOUR TIX / DONATE](#)

WXCU radio proudly presents
MARCH RADNESS

vertical 48
the basecincts
snarels
begleg moms

friday march 16
capital university
cmc room 121
doors 8pm

Free with Cap ID / \$5 General Public / Bonations Accepted / presale tickets and more info at wxcuradio.com/radness



Hey <<First Name>>!

Are you looking for something RAD to do this Friday?? Then come on down to WXCU's MARCH RADNESS CONCERT happening in CMC room 121! Doors are at 8PM!

For the first time ever, WXCU will be joining with organizations from around campus to raise money to help fight cancer at Capital University's 2018 Relay for Life! To help kickstart the cause, we'll be holding ANOTHER RAD concert at the Convergent Media Center to help raise funds for our Relay for Life Team! It's going to be ONE RAD NIGHT! It's Free with your Cap ID, \$5 for the General Public, and we will be graciously accepting any donation to help the cause of squashing out Cancer! [You can get your tickets and donate to the cause here!](#)

[UNLEASH THE BEAST AND SAMPLE SOME](#)



Case

Study:

BRODY: “Somewhere to Hide”

Creative Direction, Design, Photography, Videography by: Matthew S. McCroskey

Client: Brody is an Ohio-based artist, producer, audio engineer and member of collective Garden Avenue. I've had the pleasure of knowing Brody since our Freshman year at Capital University, and have worked with him previously on cover art and video direction for several songs in his catalogue.

Goal: To create, oversee, and manage every visual aspect of the upcoming album “Somewhere to Hide”. We will produce 4 music videos, the main album art, singles art, Spotify Canvases, promotional teasers and related promotional collateral for this project. Most of this collateral would center around photographs taken during music video shoots for four songs on the album.

Experience / Process: Unlike previous releases, Brody didn't have too many concrete ideas on what he wanted the visuals to look like. Through some mood boarding and conversations on themes, we worked to refine this vision and how it ties to each of the singles. One of our common goals and reference points came from a lot of 1990s Japanese fashion brands and designers such as Jun Takashi's work with Undercover, Number Nine, and more. Many of these brands utilize references to 80s and 90s underground and indie music, so I wanted to preserve this legacy through paying visual homage to these bands.

A lot of our collaborative process for this project happened on a private discord server for the two of us, which allowed us to organize our thoughts into designated channels for each song and beyond. After listening to the album, we worked to decide which songs we were going to shoot videos for, and figured out the sequence of pre-album singles. Based on the first few listen throughs, I knew I wanted to make videos for “House of Dust”, “Ash and Snow”, “Target”, and “Somewhere to Hide.” From here, I worked to pitch a few treatments to Brody, and gathered some common inspiration points to guide our energy on this project.

One of my favorite lyrics from the whole project happens on “Ash and Snow” where Brody mentions “swimming in the quarry” as a nostalgic memory to years gone by. Instantly called back to the iconic cover of indie rock band Slint's landmark 1991 album “Spiderland”, and used this as a constant point of inspiration on the project. The main album cover photo was shot in Fairborn, OH at a former limestone quarry. We revisited the motif of the quarry by shooting the video of “Ash and Snow” at a nature preserve located right next to a large, operational limestone quarry on Lake Erie west of Sandusky, OH. For “Target”, I wanted to showcase a frantic, first person shooter type energy that is visually inspired by boldly themed games like Time Crisis. For this, I went to the local army surplus store to purchase Brody some tactical gear and an airsoft rifle to use in this visual. I additionally designed my own fake HUD setup in After Effects, which includes audio reactive animations and a small scope of the lyrics hidden in the corner of the display.

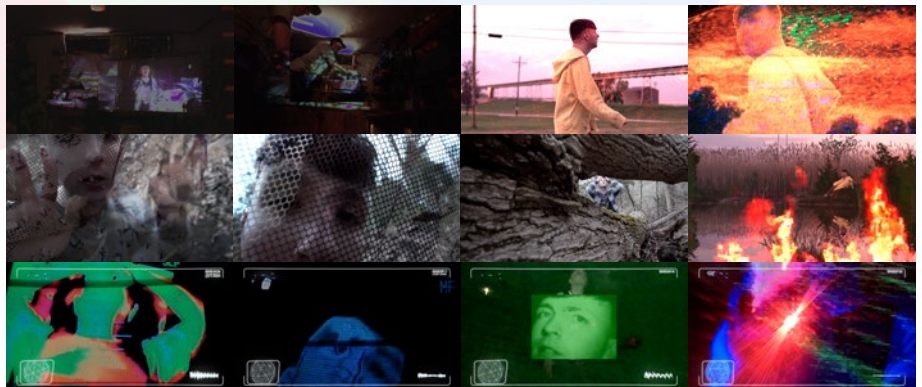
On “House of Dust”, I reached out to David K. Ross, a multimedia artist who works in sculpture and projections to let us shoot him woodworking in his shop while performances of Brody played on a custom-built rear projection screen.

Outcome: The first single from this project, “Ash and Snow”, was released on July 23, 2021, and album rollout will continue into August and September.



The main album cover, shot on 35mm film with a Canon Rebel SLR in Fairborn, OH

Cover art for the 4 singles. Each piece contains stills from each of their respective music videos



(Top) A collection of stills from the four videos. I also incorporated a lot of hardware video processing throughout all these videos to produce the glitched effects.

(Left) Details of title cards for each of the singles. I wanted the branding for all of these components to have the same energy and style. The use of a wide sans serif for the "Brody" text comes from an admiration of Slint's iconic logo used throughout their career. The use of ITC Avant Garde in the subtext of each of these was heavily inspired by the typography on the cover of The Jesus and Mary Chain's 1987 album "Darklands"



Case Study: Central State University

Graphic Design, Project Management by: Matthew S. McCroskey

Client:

Central State University Athletics. Based in historic Wilberforce, OH, Central State University is one of the country's oldest HBCU's. Their athletic department participates in NCAA Division II sports including Football, Basketball, Volleyball, Track, and more. In recent years, the athletic department has been making steps to update their branding found inside their main gym building and upcoming new football stadium.

Goal:

To refresh the Women's Volleyball Locker Room and to Inspire the team. This would be done through an expansive vinyl mural installed on cinderblock inside the locker room. Additionally we would create custom locker name tags for each of the players on the roster. The design should inspire, and continue the trend of contemporary sports graphic design motifs to keep the team and space feeling current.

Experience / Process:

I had a lot of creative freedom on this project. We had to cover over 200 square feet of wallspace with a special, highly conformable vinyl. In my design, I combined their current "Marauder" logo, with hi-tech details at different layers of the murals. To add to the inspiration for the players, I added quotes from Michael Jordan and Serena Williams on a few of the walls.

Outcome:

We refreshed the Women's Volleyball Locker Room with a custom vinyl mural, and are working actively on some other interior design projects for Central State's Athletic Department





Case Study: Little Star PR

Illustration / Motion Graphics by: Matthew S. McCroskey

Client:

Little Star PR is a recently launched Public Relations firm specializing in music PR based in Toledo, OH. Dean Tartaglia, who ran a PR campaign for my band in 2017, and who is a frequent client of mine for a variety of projects, turned his freelance gig of public relations into a full-time, boutique music publicity company.

Goal:

To create two short kinetic typography - style motion graphics videos, as an introduction to the company and their services. Dean had written the copy for these two videos then sent me the newly-created logo for Little Star, and then let me have relatively free rein over the look, sound, and style of these spots.

Experience / Process:

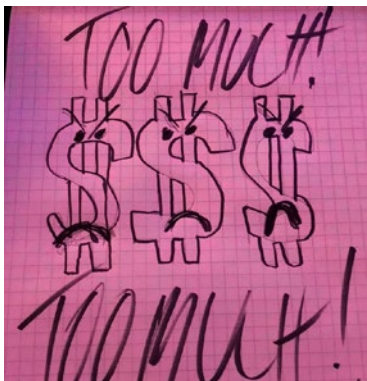
After I got the script, I reached out two Jock's from Columbus Ohio's iconic CD102.5 to do the voiceovers for this project. I was so honored to have Tom Butler and Rachael Gordon do the reads for the two different spots. Having local legends like these lend their vocal talents add extra charm to these videos.

Once I got back their reads, I began to work with the longer scripted video first, which was voiced by Tom. **I decided to give this video a unique, hand-drawn feel.** To accomplish this, I hand-drew multiple frames of nearly every aspect of the text and drawings in pencil and ink on graph paper. I then scanned them into my computer, cleaned them up and assembled the assets into an animated collage in Photoshop, and then finished the animation process in After Effects.

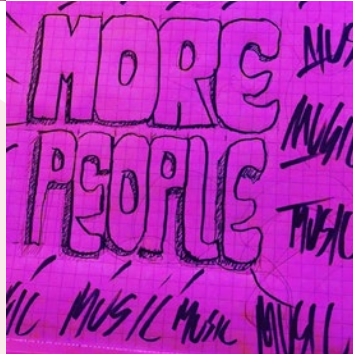
Since we had such a unique look on the first spot, **we wanted to go for a more classic, polished look for the shorter video script.** I animated this shorter spot mostly in After Effects. For a crowd illustration on a slide talking about a "wider audience," I orchestrated the rendered flyover in the Unity 3D game engine using some prefabs of crowd simulations. I composited this animation back in the final project in After Effects.

Outcome:

In the end, we created two very different-looking visual treatments to gain awareness for the brand. Dean is still planning how to use these videos to launch more awareness for his PR business, but I am looking forward to seeing how these will help him gain more clients in the years to come.



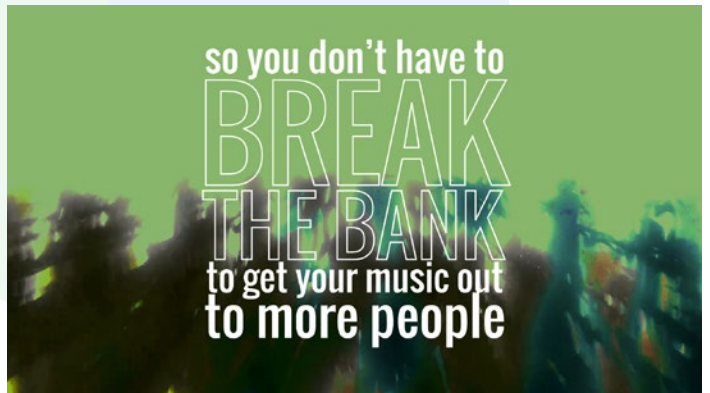
Process shots, from hand ink lettering to scanned and processed Photoshop Collages. These were later animated in After Effects.



visit matthewsmccroskey.com to view the motion versions of graphics in this project



Frame from the second, shorter, more "polished" video.



An example of the Crowd Animation rendered in Unity.



Frame from the second, shorter, more "polished" video.



Little Star's initial logo, composited with hand-lettering.



Case Study: The Main Street Corridor

Branding by Matthew S. McCroskey and Alissa Langguth

Client:

The Main Street Corridor. In 2017, I was honored to be a part of the Marketing Team for Capital University's first Immersion pre-professional program that focused on creating 1-minute showcase videos for various businesses along a stretch of Main Street in Columbus which has been traditionally an under-served community. Through this project, we were able to empower many small independently-owned businesses with professional video content to help enhance their online presence in both the local community and beyond.

Goal:

To create branding that would encompass all of the videos made throughout the project. This branding would be featured on the project's website, as well as motion graphic introductions to each of the videos made in the project. The branding, along with the full plan, was meant to help connect those from areas like Bexley to shop, eat, and explore the businesses along this stretch of Main Street.

Experience / Process:

We worked with Andre James, the head of the Main Street Business Association in Columbus, to help define some themes and visual motifs that capture the essence of the area. One prominent motif we wanted to play with included incorporating the streetlights that are prominently featured along this stretch of Main street. Another motif we tried to play with is the idea of bridges. Main street became separated from Downtown Columbus by the construction of Interstate 71 in the 1960s and is only connected to the area via a bridge over the freeway. This corridor also has a railway bridge over the opposite end of Main Street, at the border of Bexley Ohio. We wanted to try and incorporate the idea that these bridges which separated this part of Main Street from the rest of Columbus for the longest time, could be a bridge to new connections, exploration, and understanding of the businesses and people in this neighborhood.

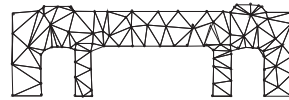
With these thoughts in mind, we first worked independently to pitch a few different branding ideas that were brought forth to the class. My first revision played with the bridge motif and call to action to "CONNECT!" The other finalist for branding ideas came from my friend and fellow marketing team member, Allisa Langguth. Her design incorporated the iconography and motif of the streetlights along the corridor. After some deliberation, we decided to take each other's original ideas, and put our spin on the final versions.

Outcome:

We created two branding ideas that would help to capture the essence of these logos. I am incredibly proud of the work we created, and am honored that I had a hand in giving this project an identity.



Variations of Alissa's initial branding designs, which featured the streetlight motif and the initial purple & yellow colors.



My initial designs, featuring the bridge motif, as well as a connect-the-dots variation on the theme. I went with red & blue in this version to mimic the City of Columbus' branding.



Second round of revisions on my "Connect" designs, featuring some other alternate slogan ideas, and the streetlight motif.



Color Style Guide, as voted on by the class. I proposed this, to create a more mellow, pastel look of Alissa's initial colors.

visit matthewsmccroskey.com to view more work I did for this project



The final logo used by the Main Street Corridor. It's my take on Alissa's initial design, with more blocky and bold text, and an illuminated silhouette of the streetlight.



Alissa's take on my "Connect!" designs, as featured in the motion graphic intro to videos produced with this project.



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