

# JAY HEULE

MASTERS OF PLANNING PORTFOLIO 2020

UNIVERSITY OF CALGARY



# SHORT SLEEVE COLLARED SHIRT

DESIGN AND SEWING, SIZE M, HEMP COTTON BLEND FABRIC, 2019

Modified existing pattern to improve fit and style. Designed to be worn in warm weather with a loose fit and hemp cotton blend fabric that is naturally heat and moisture wicking. Sewn on a Juki Industrial sewing machine. Cotton thread, faux horn buttons.



# WATER RESISTANT WINTER CAP

DESIGN AND SEWING, POLARTEC FLEECE, 2017

The winter cap is a modern take on the simple 3 piece cap using modern materials and optional ear flaps. Designed and sewn for RAD Packs as part of a winter line experimenting with new materials to be more functional for life in Alberta. Made out of a breathable, warm, and water resistant Polartec fleece, the winter cap is versatile and can be worn with ear flaps up or down.



# RAD PACKS BACKPACK

DESIGN & SEWING, 14"x20"  
RECYCLED DENIM, 2014

Custom backpack designed and sewn for RAD Packs. Constructed out of a recycled pair of denim pants, the back pack relies on the material durability of denim, while utilizing existing features of the jeans such as the fly and rear pockets to provide functionality. The incorporation of new material into the pack provides padded straps, waxed canvas bottom, leather lash points, metal zipper, adjustable skateboard straps, and a laptop sleeve.

Aprox. 16L, this backpack was designed for life at school and in the city, with the durability to be used for daytrips to the beach or mountains.



# THE BIG ISLAND ZINE

PHOTOGRAPHY & PUBLICATION, 8.5"X5.5", 2018

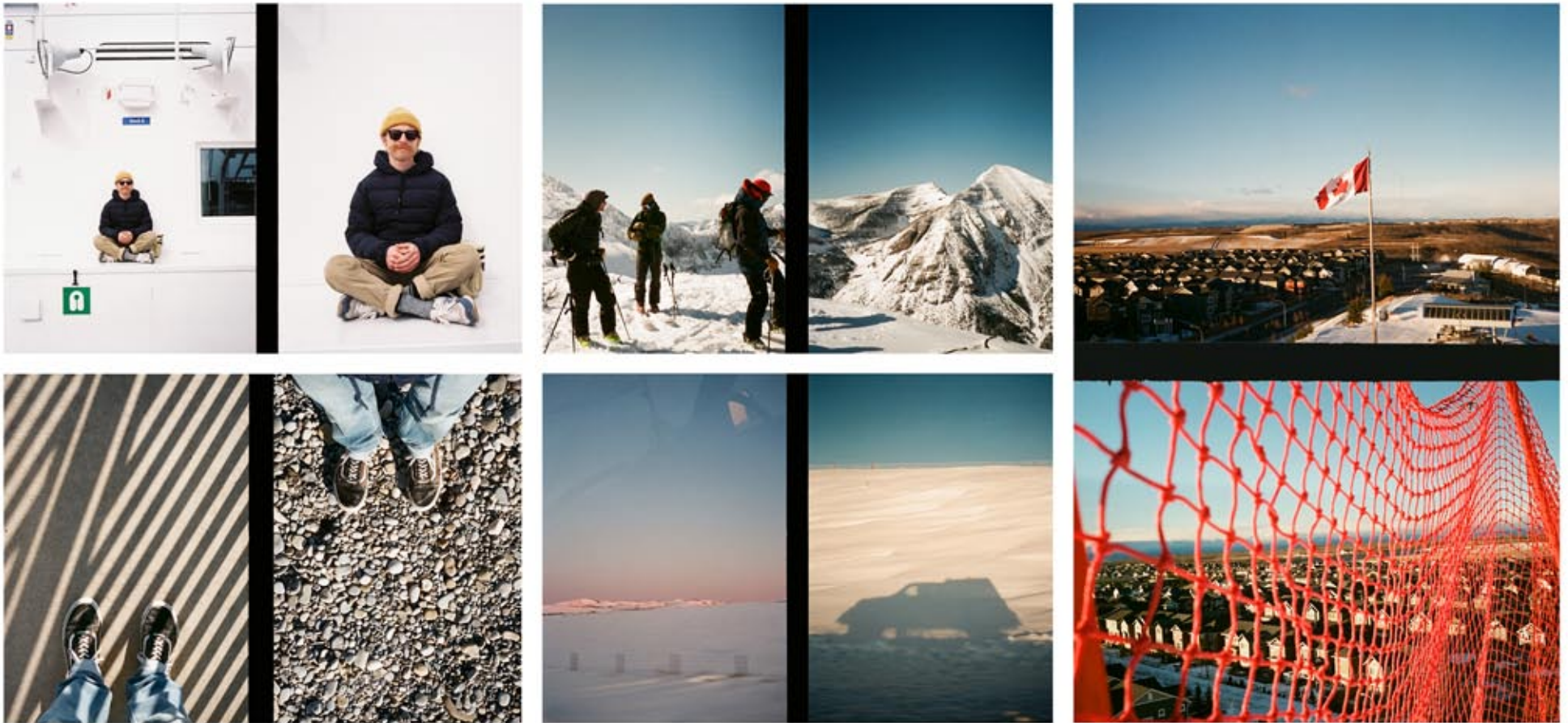
Self published, small circulation zine, documenting a ski and surf roadtrip around Vancouver Island. Photos shot on 35 mm film and compiled into a 36 page print publication. Inspired to document travel in a slower, tangible media format in contrast to the instant and disposable nature of digital media platforms.



# LIFESTYLE & TRAVEL PHOTOGRAPHY

35MM FILM PHOTOGRAPHY, 4"x6", 2016 - 2019

35mm photographs shot on a point and shoot Olympus Pen EE half frame camera. The half frame camera shoots double the number of exposures per roll of film, allowing for the creation of unique diptych compositions that convey a sense of time and place not achievable with a single photograph.



# BURMIS TREE PHOTO COLLAGE

PHOTOGRAPHY COLLAGE, 12"x12", 2013

The Burmis Tree is a historic limber pine tree located in Crowsnest Pass, AB. Inspired by the work of David Hockney, this collage technique uses multiple smaller photos joined together to provide a unique sense of time and perspective.



# CONTÉ DRAWING

BLACK CONTÉ CRAYONS AND ERASER,  
15" x 22", 2013

Inspired by the works of Pablo Picasso, and the use of light to create distinct areas of shadow and contrast. Charcoal conté crayons were used with an eraser to build up an emphasize contrast from an original gray shading.



# LINOCUT PRINTS

BLOCK PRINTING INK, 5"x7", 2018

Several relief prints, carved out of linoleum and printed multiple times using a floor standing etching press.



# PRAIRIE SURFIN' POSTER

PAINTING & PHOTOGRAPHY,  
14"X17", NEWSPRINT, 2018

Poster designed for my radio show Prairie Surfin', on Calgary's campus and community radio station CJSW. Painted with acrylic paint on a vinyl record, photographed on a turntable, and printed on newsprint. Inspired by the analog media used to play rock n roll music in the 60's, and the tie to newspapers and FM radio as traditional media outlets in a digital age.



# MIX CD COVER DESIGN

HAND LETTERING & ADOBE PHOTOSHOP, 5"x5", 2016 - 2019

Cover art designed for mix CD's given away each year during the CJSW 90.9FM funding drive. Combination of hand lettering and drawing with digital composition in Adobe Photoshop. Inspired by the works of Ali Bruce and John Zabawa.



# MCHUGH HOUSE DRAWING

AUTOCAD & ADOBE PHOTOSHOP, 2019

The McHugh House is one of Calgary's oldest remaining houses. Originally built in 1896, the house has served many purposes, undergone alterations, and has even been relocated. It is now in use as a community hub in the Beltline neighbourhood.

Using photographs for reference, a scaled perspective drawing of the structure was drafted using AutoCAD, then coloured in Adobe Photoshop. Inspired by the contrast in design and socio-economic values between modern computer drafting and construction techniques, and the ingenuity and craftsmanship employed over a century ago.

