



DESIGN PORTFOLIO FOR BRADFORD PILCHER

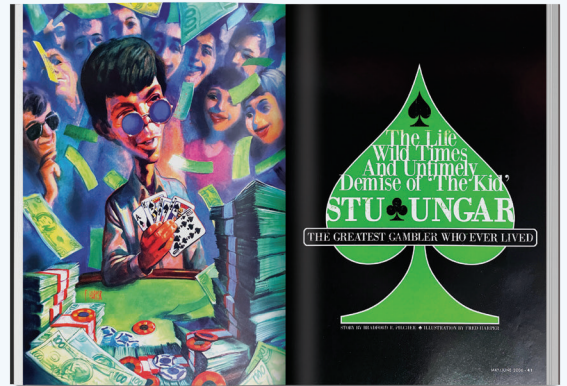
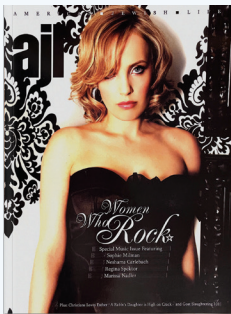
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PUBLICATIONS

American Jewish Life Magazine

Looking back, I'm struck by just how textural the magazine was. I was forever layering and using type to build dimension and shape, tying the foreground into the backgrounds.



↑ Front Covers

Interior Spreads ↗

PUBLICATIONS

Atlanta Jewish Film Festival Program Guide Layout Grids

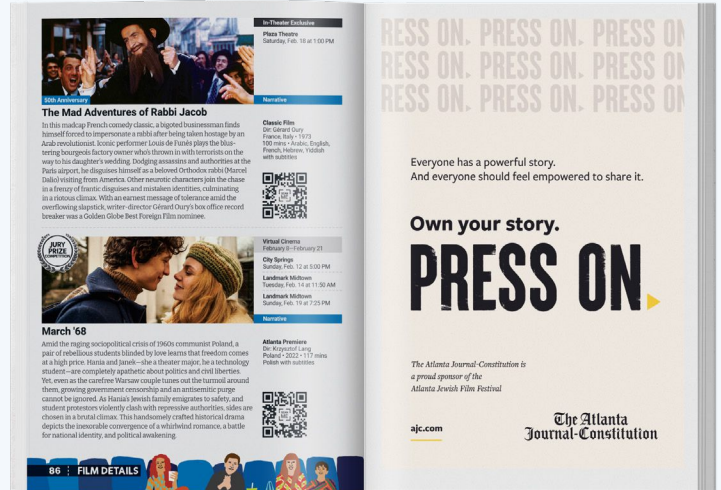


↑ 2023 Schedule Grid

The schedule grid had to be flexible enough to accommodate wildly varying calendars each year. It also had to be accurate to five minute increments.

I designed a four quadrant layout with columnar grids in multiples of two or three. This allowed me to flex each page to the exact calendar.

To keep everything accurate, I built an automator that spit out exact coordinates and block heights for each individual screening.



2023 Film Details ↑

The technical demands of the annual program guide were complex. The book ran well north of 100 pages each year, so I had to get as much onto a page as possible.

For the film details, that included multiple screenings, anniversary information, metadata, a synopsis, genre tags, and a QR code to the more detailed online version.

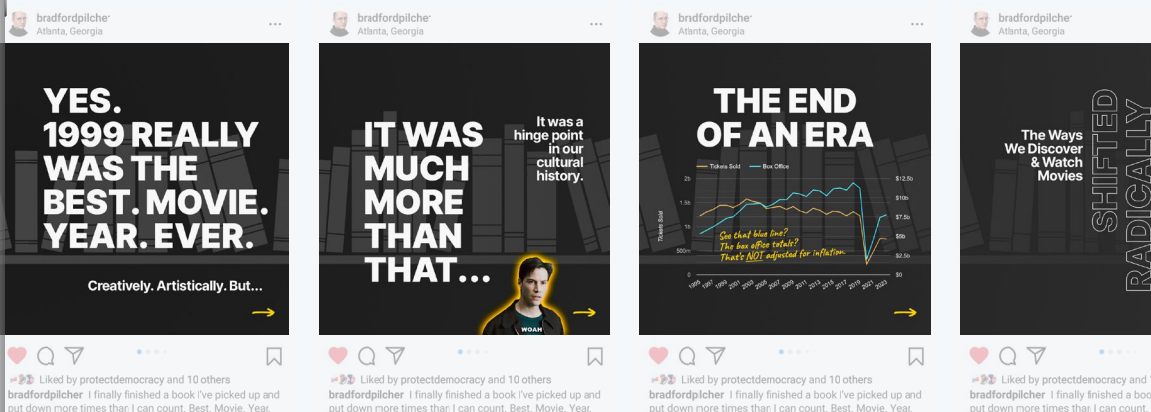
Carefully crafted grid systems were the only way to keep the project manageable. Over 15 years, I had to refine and redefine those grids constantly, but it was always a fun puzzle to solve.

SOCIAL MEDIA



Multi-Slide Template for Instagram Posts

When posting articles, I didn't want to simply drop a single hero image with a plea to click the link in the bio. It isn't appealing from a user perspective, and it's ineffective algorithmically.

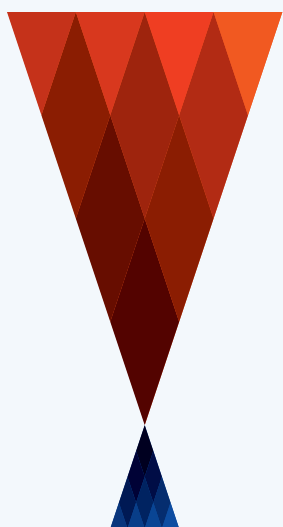


So I designed a template that would allow me to break the post's core message into a multi-slide layout. This is matched to the hero imagery styling on the article itself.

Each frame is a smooth continuation from the previous one. It's much more effective at driving engagement, and even if they don't click into the larger article, they get some exposure to the content.



BRANDING & IDENTITY



METROPOLITAN ATLANTA ARTS FUND



Ten years ago, I found myself at an awards luncheon for the Metropolitan Atlanta Arts Fund. I was fixated on their logo. It was a strange amalgamation of three fonts (for just four words) all crushing into each other.

While munching on the chicken, I couldn't help but sketch out a redesign on a napkin. As an exercise, I fleshed it out and fired it off to their Board President, who I was friends with.

Sadly, they didn't utilize my completely unsolicited, pro bono work. They *did* eventually ditch their old logo. As of today, they rely on the much cleaner branding of their parent foundation.

The Original Logo



BRANDING & IDENTITY

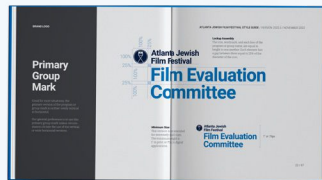


Atlanta Jewish Film Festival Brand Manual (2022 Revision)

After years of subtle evolutions, the branding for AJFF was due for a review. There was zero desire for a complete redesign. We just wanted to clearly define the guideposts with a renewed emphasis on consistency. We also needed a system that would better translate across *both* digital and print.

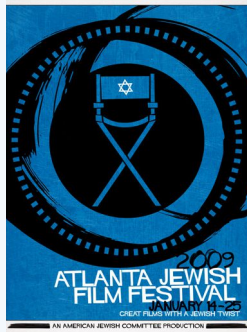
So I ditched the type used previously and replaced it with Heebo, inspired by the popular Roboto. It had the added bonus of being a Google font, easy to use on AJFF websites. The same went for Bitter, a body type I picked to compliment Heebo.

Otherwise, I streamlined the color palette, codified the various marks, but didn't change much in the existing brand. The full manual also included guidance on standard grids, tone, and other typical style guide sections.



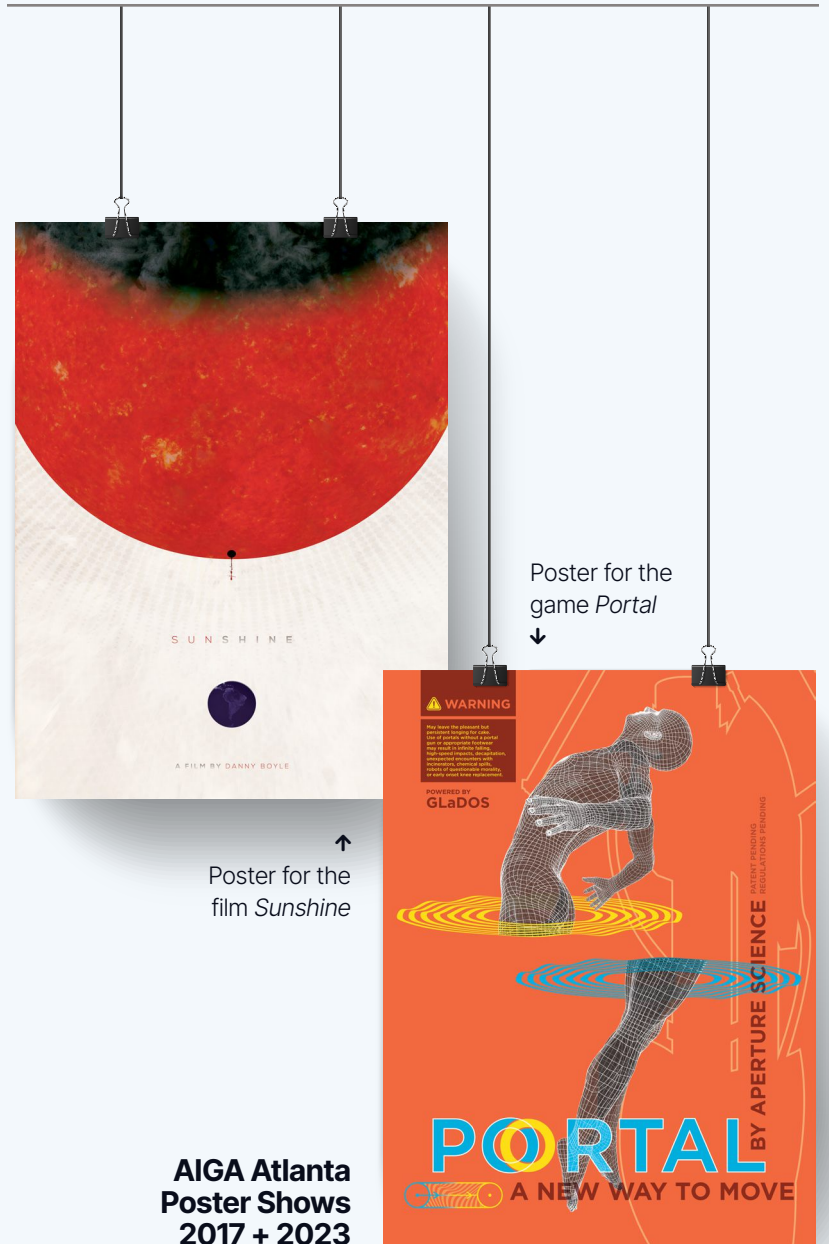
POSTERS & KEY ART

Atlanta Jewish Film Festival Key Art Designs 2008-2023



I designed the key art and program guide for the annual Atlanta Jewish Film Festival beginning in 2008. I would continue to design or art direct every subsequent iteration for the next 15 years.

These designs formed the basis for posters, program guide covers, as well as all advertising and onscreen animation for each season.



Poster for the game *Portal*

Poster for the film *Sunshine*

**AIGA Atlanta
Poster Shows
2017 + 2023**

COLLATERAL



AJFF 2022
Festival In A Box
Collectible Mugs



Atlanta Jewish
Film Festival
Color Coded
Access Badges



Atlanta Jewish Film Festival
2022 Membership Campaign Brochure