

PORTFOLIO



Luann K. Houser

Unless otherwise noted, artwork, designs,
& art direction by Luann K. Houser
© 2005 Luann K. Houser



Photo by Gerry Cattaneo

W E L C O M E

Thanks for reviewing my portfolio. The following will introduce you to my work, and demonstrate my diverse skills in a variety of computer and traditional mediums. My software experience includes Photoshop, Maya, Illustrator, Freehand, Dreamweaver, Quark, and Flash. As an insight into my solid foundation in traditional fine art, I have included a sample of my oil portrait work, and several of my drawings and paintings from life.

If you would like to see more samples in a specific area, please call so that we can arrange a viewing in person.

I appreciate the opportunity to showcase my skills, and if I may answer any questions about my work, or you would like to schedule a personal interview, please contact me:

Luann Houser
419.631.1874
luann@luannhouser.com
www.luannhouser.com

P.O. Box 1829
Wooster, OH 44691



HARLEY-DAVIDSON MUSEUM PROJECT

Museum Interior Design and Fabrication

Design, fabrication and installation of Benjy's Harley-Davidson Museum Collection. Planning, design, and execution of the interior space of a condemned warehouse. Fiber optic lighting was designed into an innovative metal and wood stage. Floor plan was based on a time-line introduction of each era of Harley Davidson history, with supportive graphics for each motorcycle.

Client: Benjy's Harley Davidson

Software: 3D: Maya

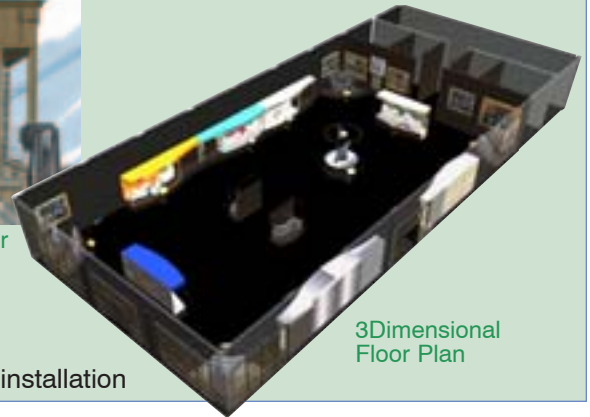
Textures: Photoshop

Production: Capabilities of Active Metal Inc. and ProModel

Engineering were used for stage fabrication and installation



Original Concept Marker



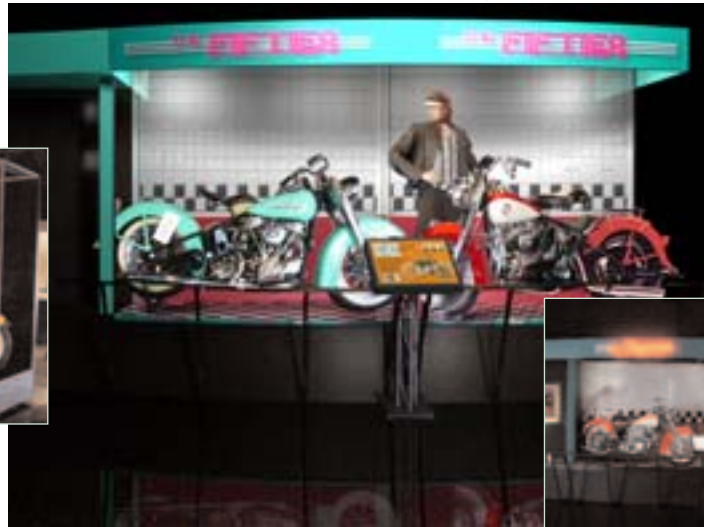
3Dimensional Floor Plan



3D Model, exploded view of portable stage



Final portable stage



3D Model of 1950's stage. 3D renderings were completed of each stage, for client approval, before manufacturing began



Final 50's stage



1930's stage with hand-painted backdrop. 3D Model at left, final stage in place (above)



Each stage set has an informative kiosk with the history of the motorcycles that were presented on the stage



Panoramic view of the East wall-1940's through 1960's, with revolving center stage

FLOOR PLAN & RETAIL STORE SPACE

Barnies Coffees of the World

3D Model of Store Interior

Modeled the interior of a new store, using a layout provided by the architects, and models of all shelving and counter elements.

Client: Barnies Coffees of the World

Software: 3D: Maya

Textures: Photoshop



Original floor plan of Barnies interior



Store Planning Guide

The Barnies Store Planning Guide was developed so that new store franchises could choose their store interiors from standard cabinets, and see the store modeled in 3D before construction or remodeling began.

Client:

Pro Model Engineering
& Barnies Coffees of the World

Software: 3D: Maya

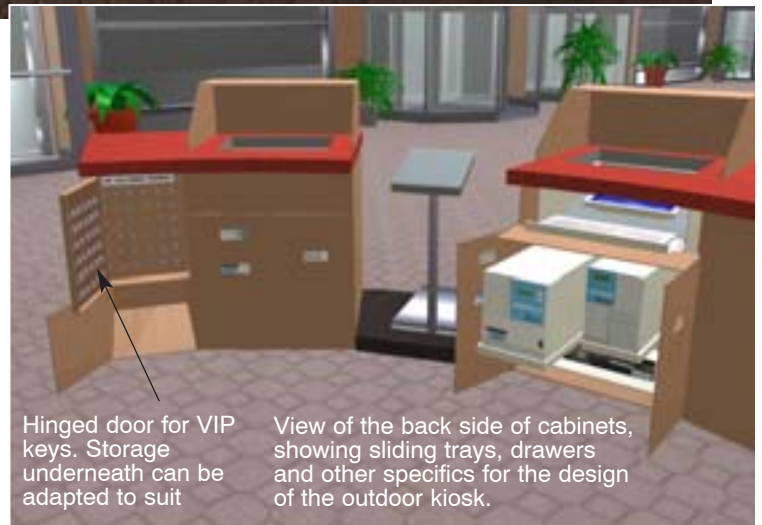
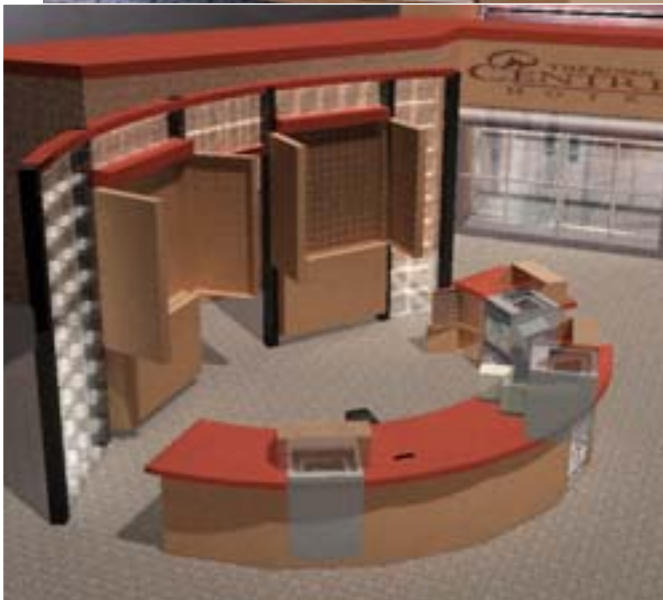
Textures: Photoshop

Production: Quark



ROSEN CENTRE HOTEL KIOSK DESIGN

3D models rendered and placed in position on location, to show the fit of the new kiosk in the Hotel Environment



Hinged door for VIP keys. Storage underneath can be adapted to suit

View of the back side of cabinets, showing sliding trays, drawers and other specifics for the design of the outdoor kiosk.

Proposal for Rosen Center Hotel/Outdoor Kiosk in Courtyard Custom designed cabinets and counters



Disney/Bags Kiosk Design

Pro Model Engineering designed & fabricated kiosks for each Disney Themed Hotel.

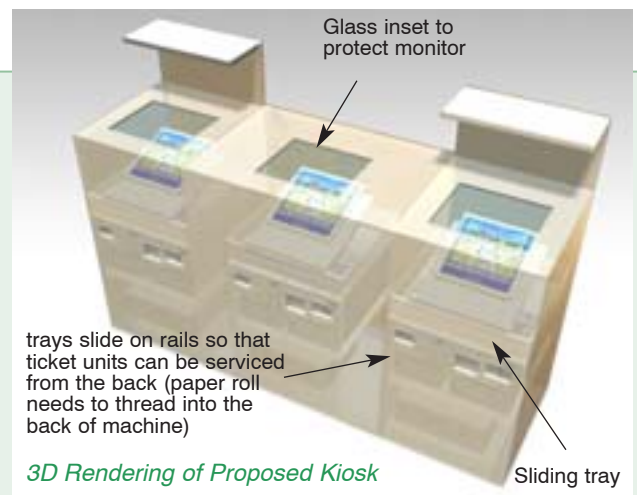
Client:

Pro Model Engineering
& Walt Disney World, Orlando

Software: 3D: Maya

Textures: Photoshop
Production: Quark

Front of final Disney kiosk. Each kiosk matches the Hotel Theme



Glass inset to protect monitor

trays slide on rails so that ticket units can be serviced from the back (paper roll needs to thread into the back of machine)

Sliding tray

3D Rendering of Proposed Kiosk

STORES, NEW PRODUCTS & FIXTURE DESIGNS

Laser Xpressions Store Design



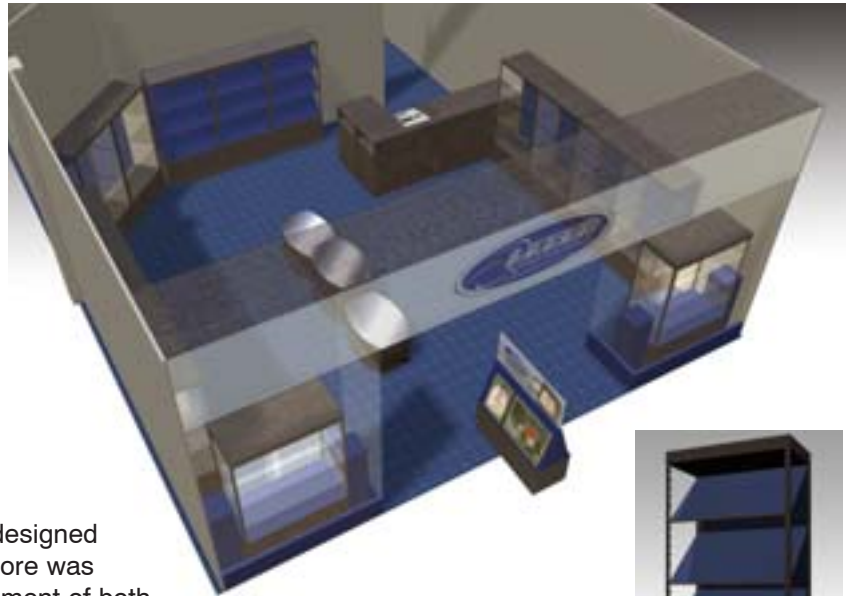
Store Photo



Laser Xpressions

Standard and custom-designed cases for mall store. Store was modeled to show placement of both custom designed and standard fiber optic showcases.

Client:: Active Metal Inc.
Software: 3D: Maya

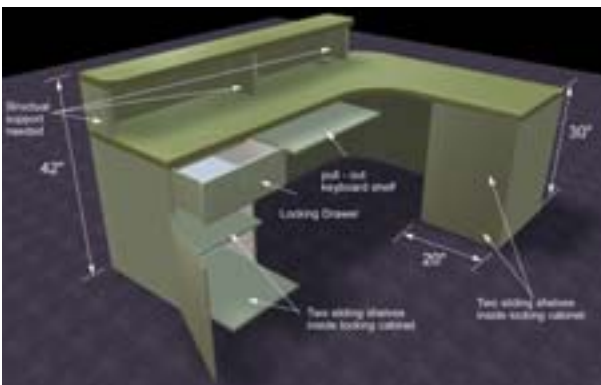


New Retail Fixture Designs

Custom retail fixtures, designed to maximize retail space, using fiber optic lighting techniques.



Tampa Museum Reception Area Floor Design and Fixtures



Tampa Museum

The limited interior reception and gift area was designed using existing case designs retrofitted to the limited available space. Showcases were adapted for specific areas in the museum, and a new custom reception desk was designed, modeled, and fabricated.

Client: Active Metal Inc.
Software: 3D: Maya

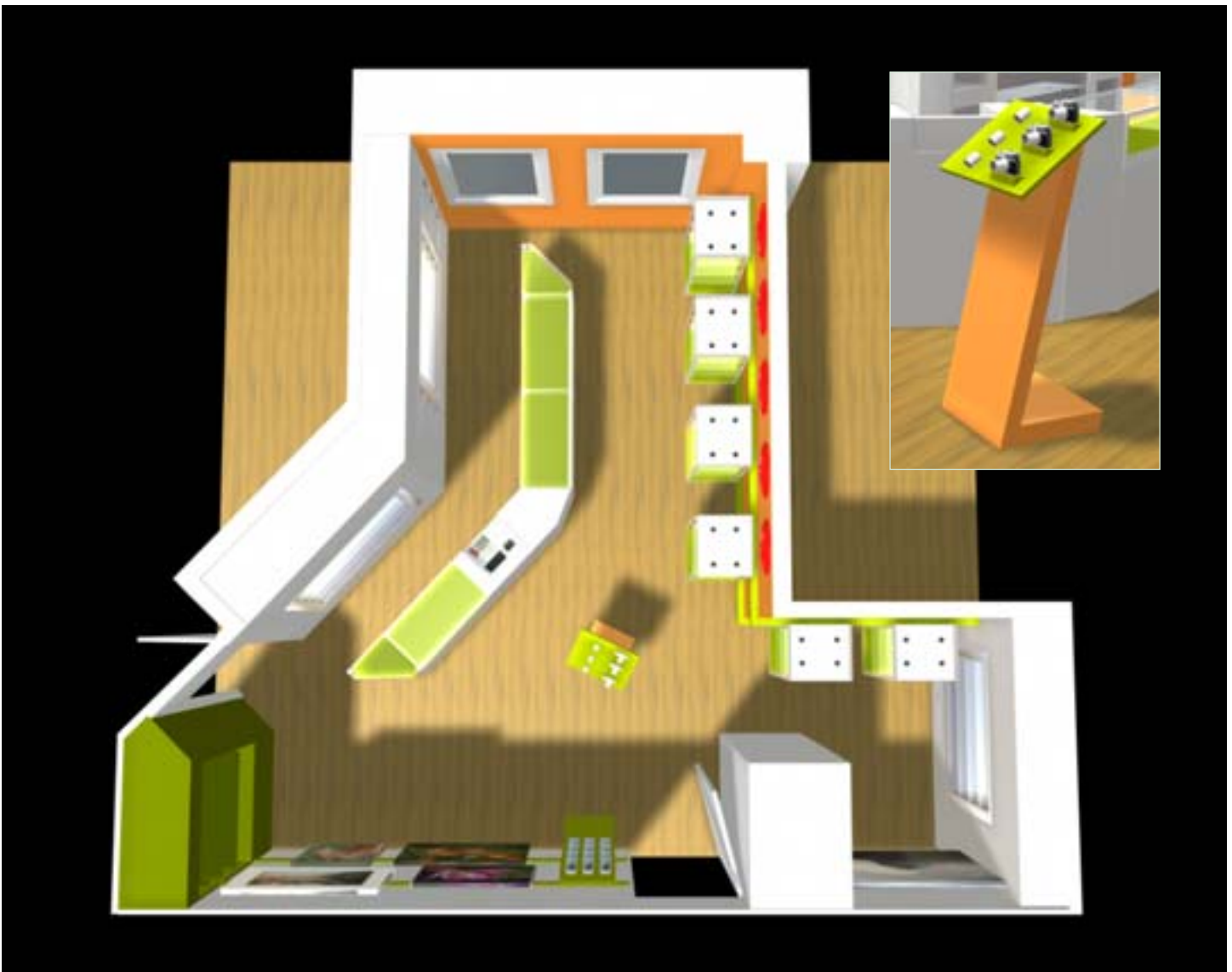
STORE DESIGN

Leica Store Design

Using standard and custom designed fiber optic display fixtures powder coated in Leica corporate colors, a European look was developed for the refurbishing of a Leica store

Client:: Active Metal Inc.

Software: 3D: Maya



ART DIRECTION



Glenway Chevy

8 page brochure

Design, layout and production of an 8-page newsletter with an updated look for a local dealership, using existing, company supplied images and copy. Budget allowed for design and production time of only 26 hours. Job was completed on time and within budget.

Software: Photoshop: Retouching, color correction, outlines and drop shadows
Quark: Production



Mining



Automotive/Plating



Paint/Coatings



Industrial/
Municipal Waste



Food/Wine



Ceramic Glaze/
Slip



Pulp/Paper



Sludge/Slurries



Construction/Utilities



Chemical/
Petrochemical



Marine



Cosmetics/
Pharmaceutical

Industrial Icons

Identification Symbols

Development and execution of industrial icons, used in catalogs and labels, to identify which industries are suited to which industrial pumps.

Client: Warren Rupp

Software: Illustrator - Line art

Quark-Production

Logo Design and Website

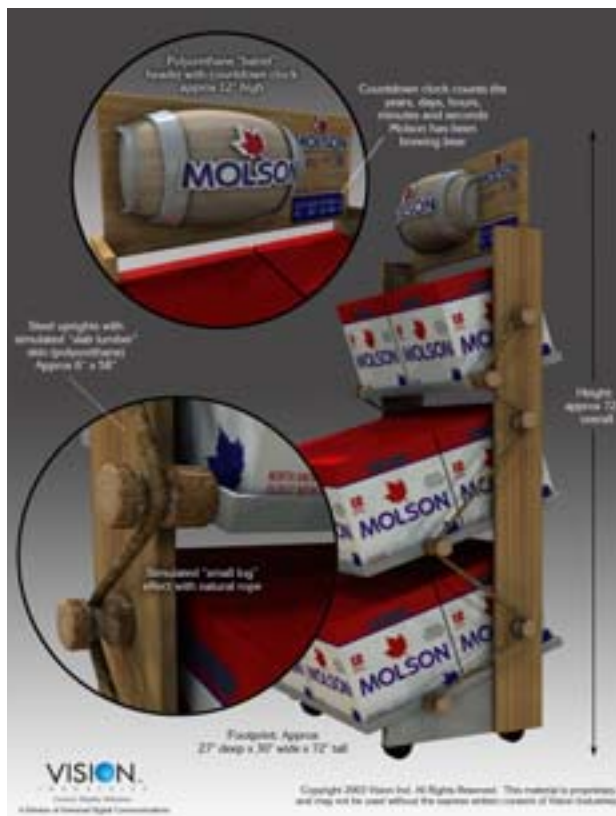
Logo development for Twisted Arrow.com. Twisted Arrow color and theme developed for website and literature

Software:

Illustrator - Logo
Production - Photoshop,
Dreamweaver, Windows
Movie Maker, Quark-



POINT OF PURCHASE DISPLAY DESIGN



POP Display Proposal Client: GE Smartwater
 Display design, textures and presentation board by Luann Bond
 Maya-3D Model by Ruth Andras

POP Display Proposal Client: Molson
 Display design by Luann Bond, Ruth Andras & Ralph Clark
 Textures and presentation board by Luann Bond
 Maya-3D Model by Ruth Andras

PHOTO RETOUCHING



Photo Illustration for brochure cover

Client: Gorman Rupp

Software: Photoshop

Procedure: Photos of impeller were taken separately, bubbles were photographed, enhanced, multiplied, and assembled with background water and foreground image. Swishes were added for movement effect

Photo Retouching:

Software: Photoshop

Remove background to white gradient, add floor shadow, color correct product, enhance lighting effect and clean-up case interior.



BEFORE



Photo Retouch with 3D Model

Client: Louisville Slugger

Software: Photoshop & Maya

Process: 4 photographic gloves were stripped into photoshop file of Maya 3D model



AFTER

BACKGROUNDS

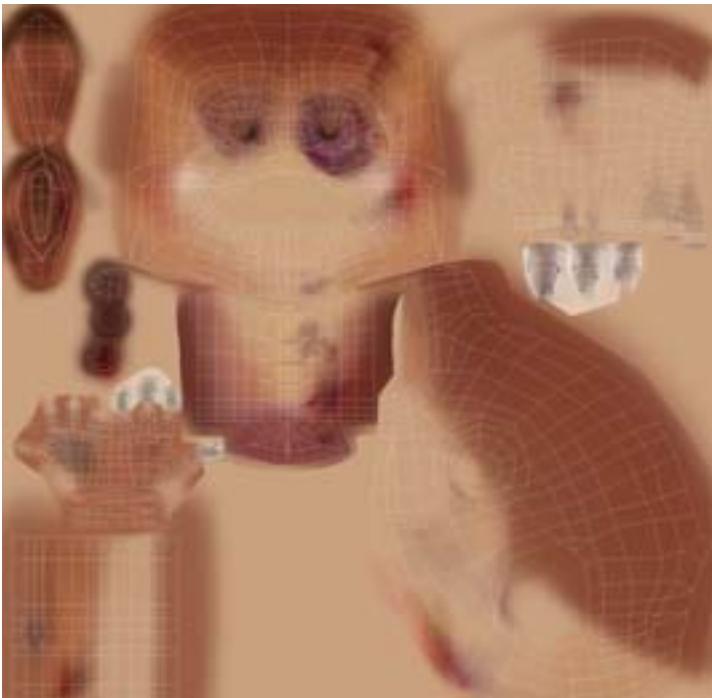


Backgrounds for 2 & 3D Animations

Backgrounds produced in a variety of styles for 2 & 3D animated short films and video presentations

Software: Photoshop • Maya • Illustrator

TEXTURES



Texture (Photoshop) developed for 3D model of battered Dillo body (shown at right)

FINE ART, LIFE DRAWING & PAINTINGS



The Patriarch
Oil 18 x 24



Lakota Child
Black Prismacolor Pencil
8 x 10



Drawing from life
Conté on paper
1/2 hr drawings from life



Drawing from life
Conté on paper
1/2 hr drawings from life

Painting from life
16 x 20
Oil on Linen
4 hours



Luann K Houser

P.O. Box 1829

Wooster, OH

419.631.1874

www.luannhouser.com
luann@luannhouser.com

Unless otherwise noted, artwork, designs,
& art direction by Luann K. Houser
©2005 Luann K. Houser