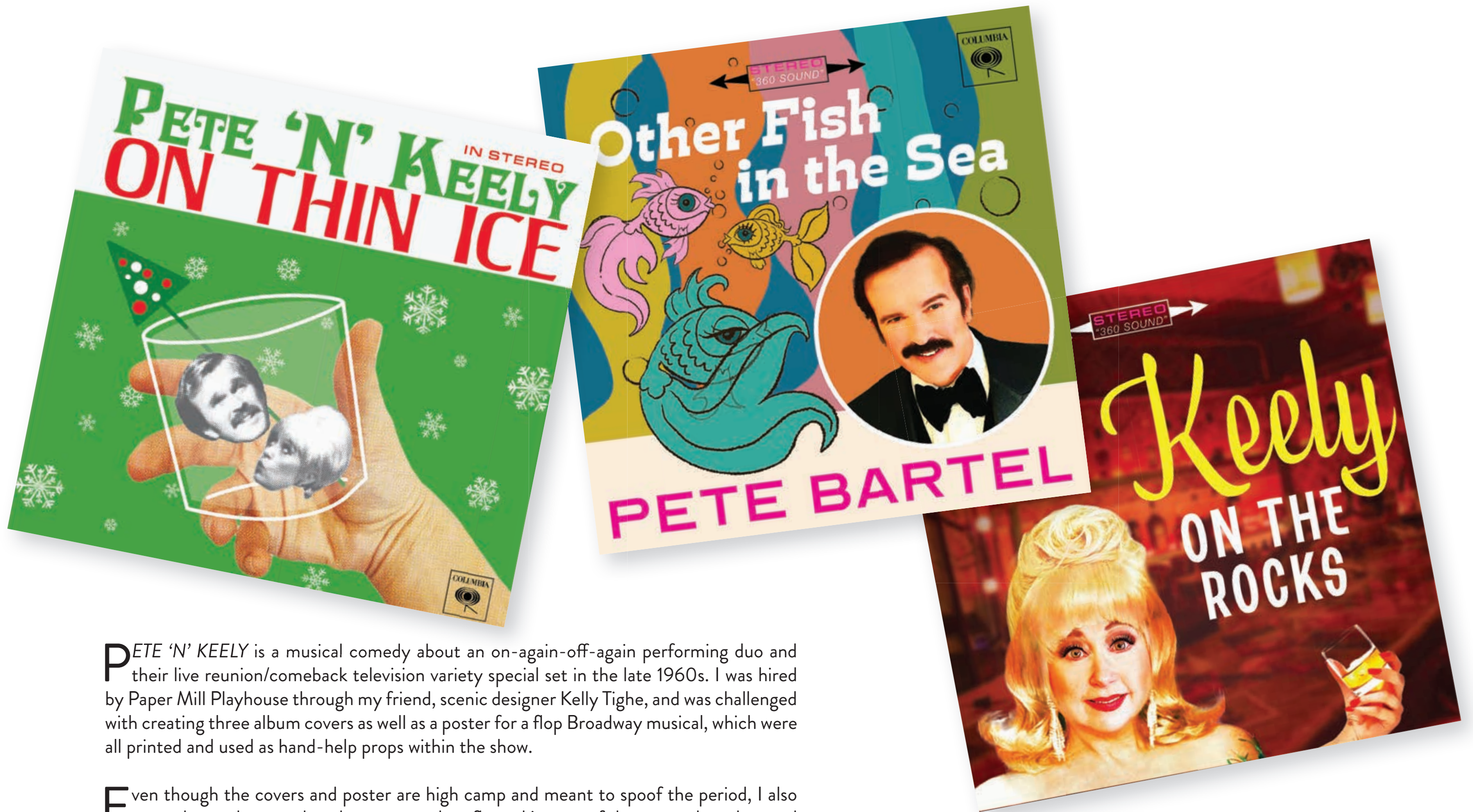


The background of the entire page is a dark blue-grey color, overlaid with a repeating pattern of stylized, light blue-grey fish. The fish are depicted in various sizes and orientations, some facing left and some right, creating a subtle, textured effect.

ADAM ELSBERRY

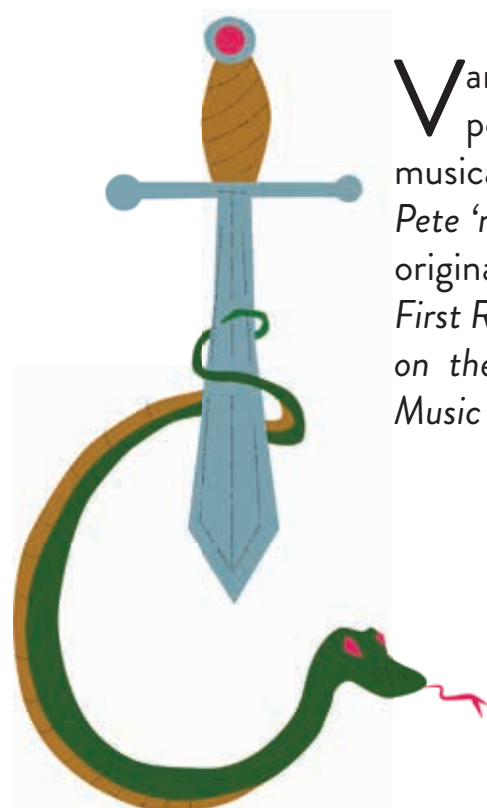
DESIGN PORTFOLIO

925.639.4278 adamelsberry@gmail.com www.adamelsberry.com
2588 Seventh Avenue Apt 3P • New York, NY 10039



PETE 'N' KEELY is a musical comedy about an on-again-off-again performing duo and their live reunion/comeback television variety special set in the late 1960s. I was hired by Paper Mill Playhouse through my friend, scenic designer Kelly Tighe, and was challenged with creating three album covers as well as a poster for a flop Broadway musical, which were all printed and used as hand-help props within the show.

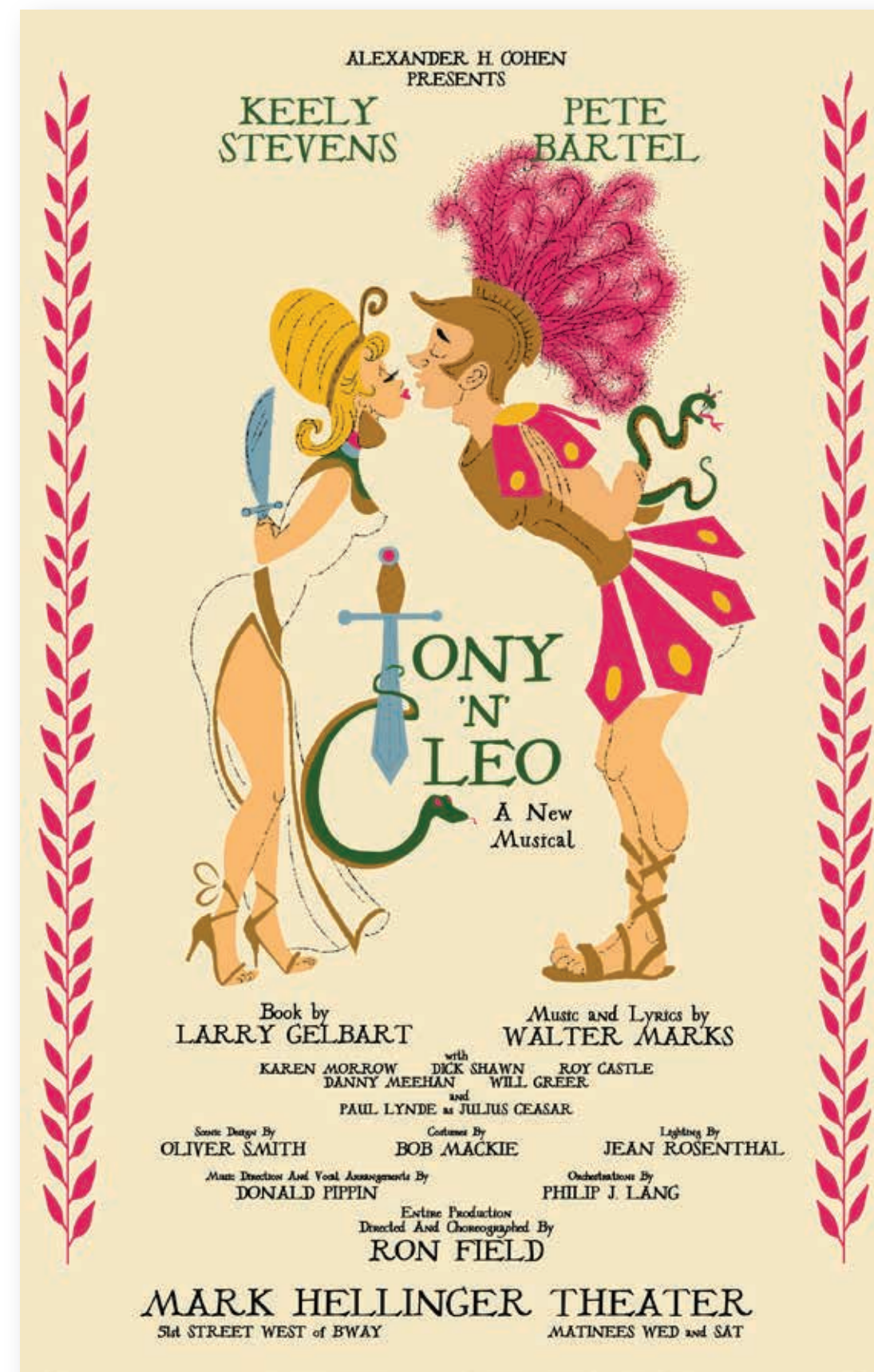
Even though the covers and poster are high camp and meant to spoof the period, I also wanted to make sure that they accurately reflected images of the era, and used several Broadway and pop album covers from the early to mid-'60s as inspiration. My major goal, in creating these, which I think I was very successful in, was that they looked authentically vintage, and not just retro.



Various stages of progress on the poster for the (fake) Broadway musical *Tony 'n' Cleo*, created for Pete 'n' Keely. I drew inspiration from original Broadway posters for *Her First Roman*, *A Funny Thing Happened on the Way to the Forum*, and *The Music Man*.

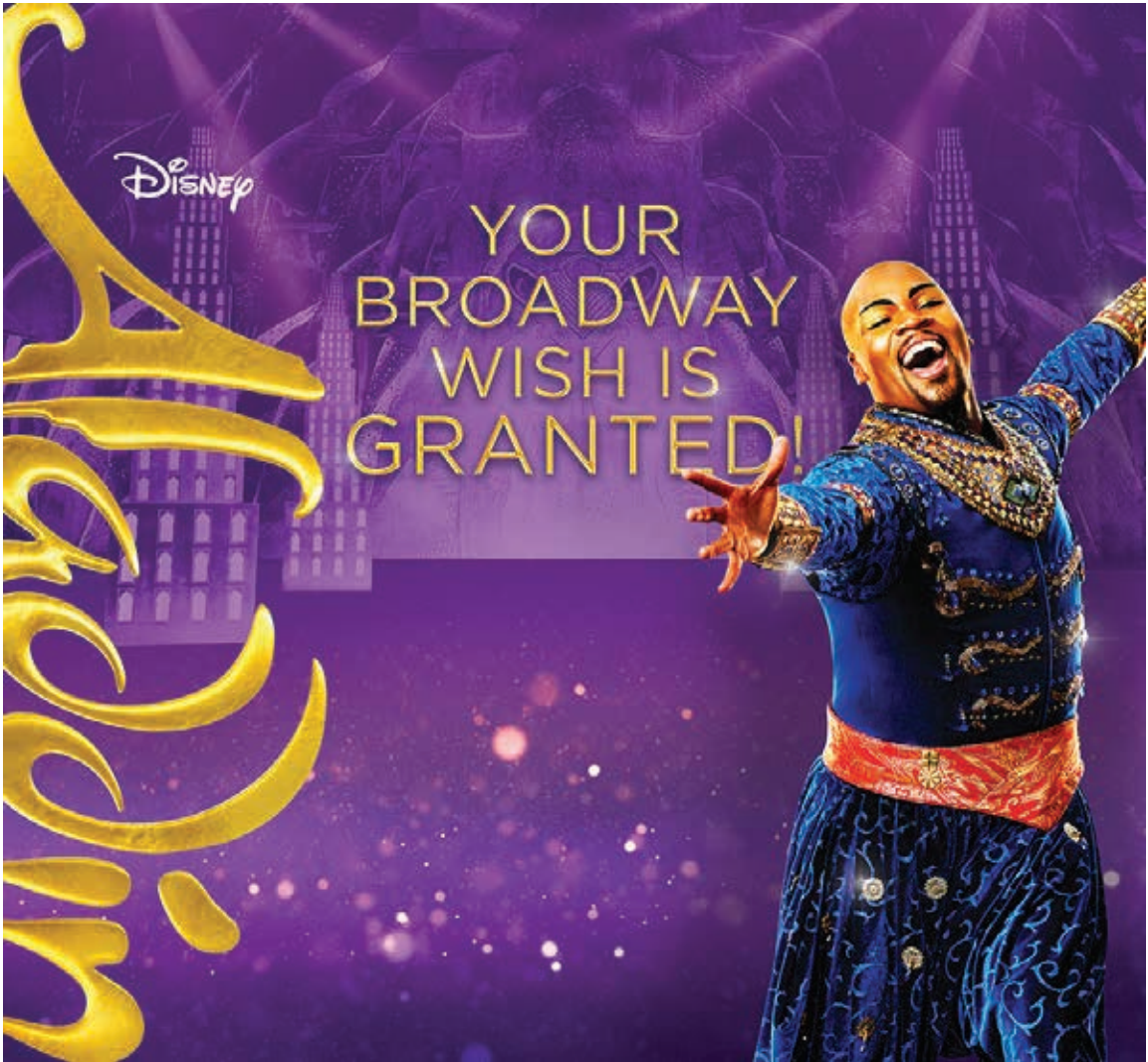


From the original sketch at the top – which I ultimately decided was too similar to *Her First Roman*, and not-quite-campy enough to reflect the actors portraying the characters, to the final image with two different paint treatments. The original, slightly more detailed version didn't feel quite period appropriate, and I finally combined the illustration ideas from *...Forum* and *The Music Man* to create a flatter, more vibrant look using only a 6-color palette.



Examples of layout work created for Disney Theatrical for outdoor promotion. The *Aladdin* art is used as the front of house social media wall at the entrance of the New Amsterdam Theater on 42nd Street. Photos of the wall being installed, plus yours truly getting a pose in front of it....for scale purposes.

The *Lion King* banners and balcony wrap are composit mock-ups of ads for their tour stop in South Carolina. And the marquee photos are from the live digital marquee of the Altria Theater in Richmond, VA.

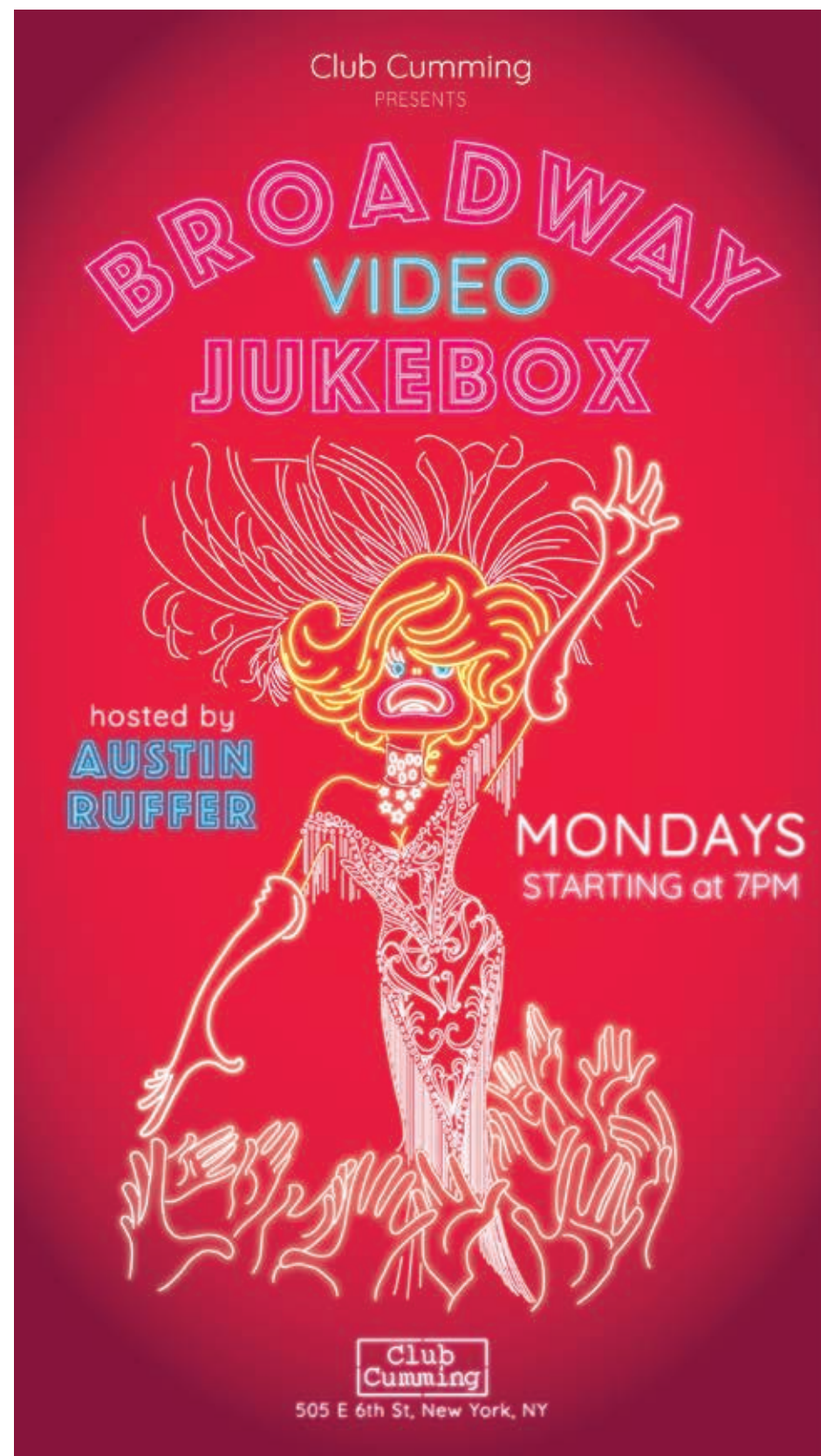
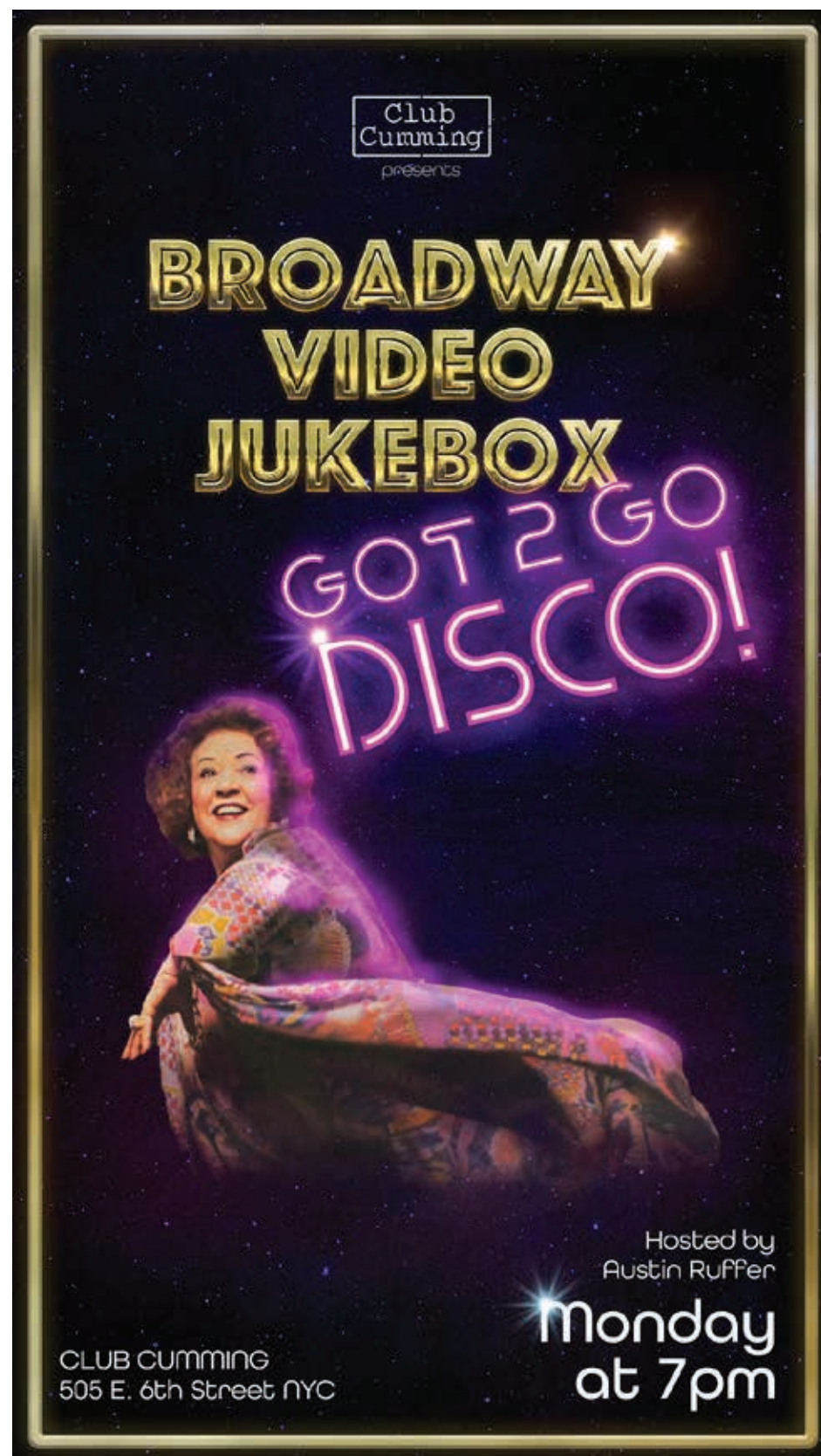


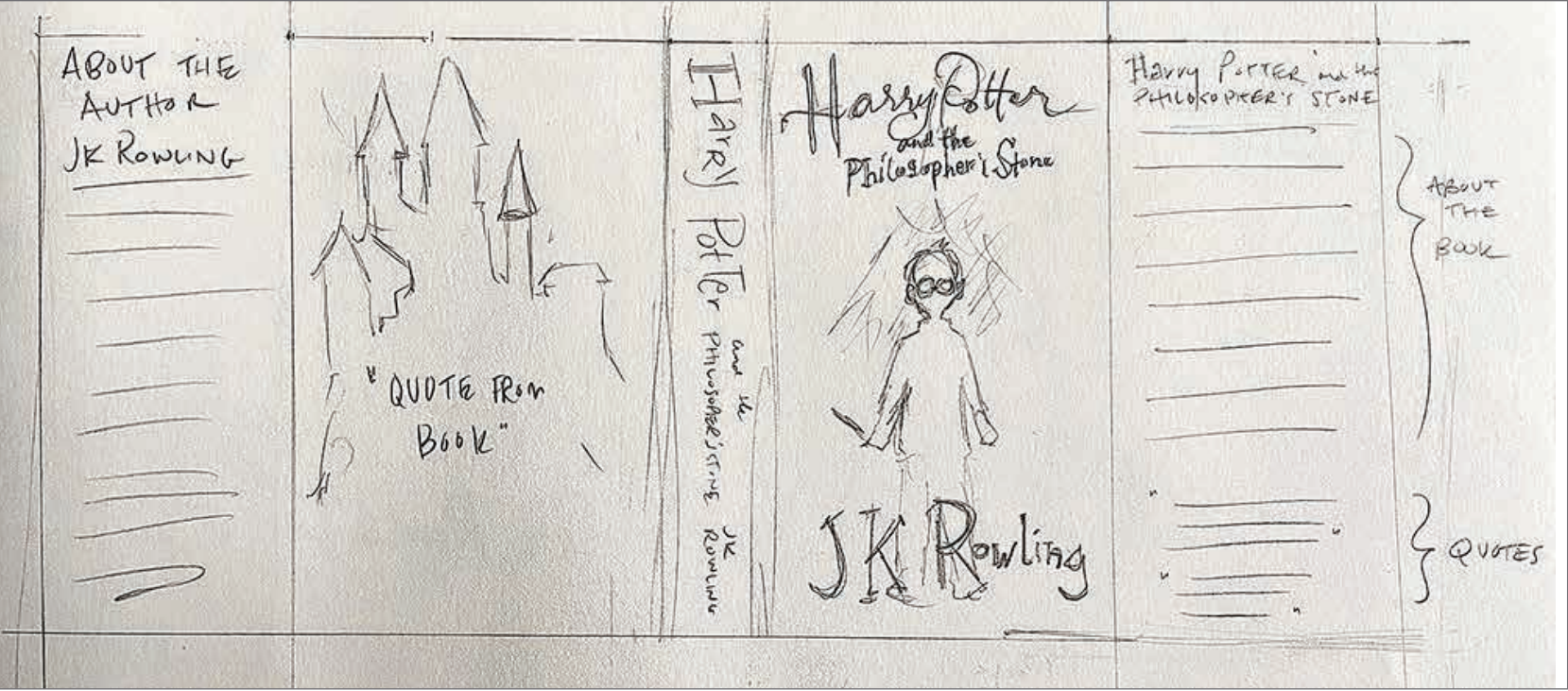
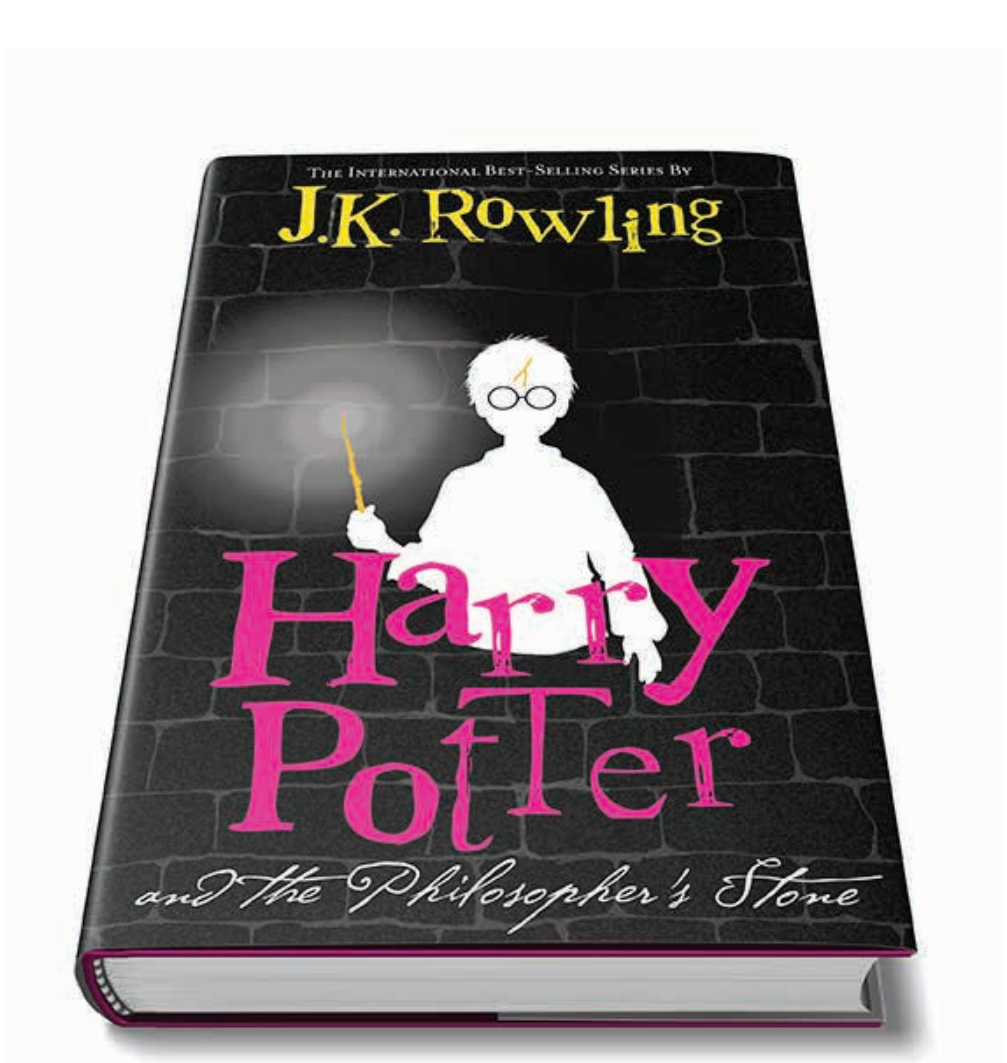
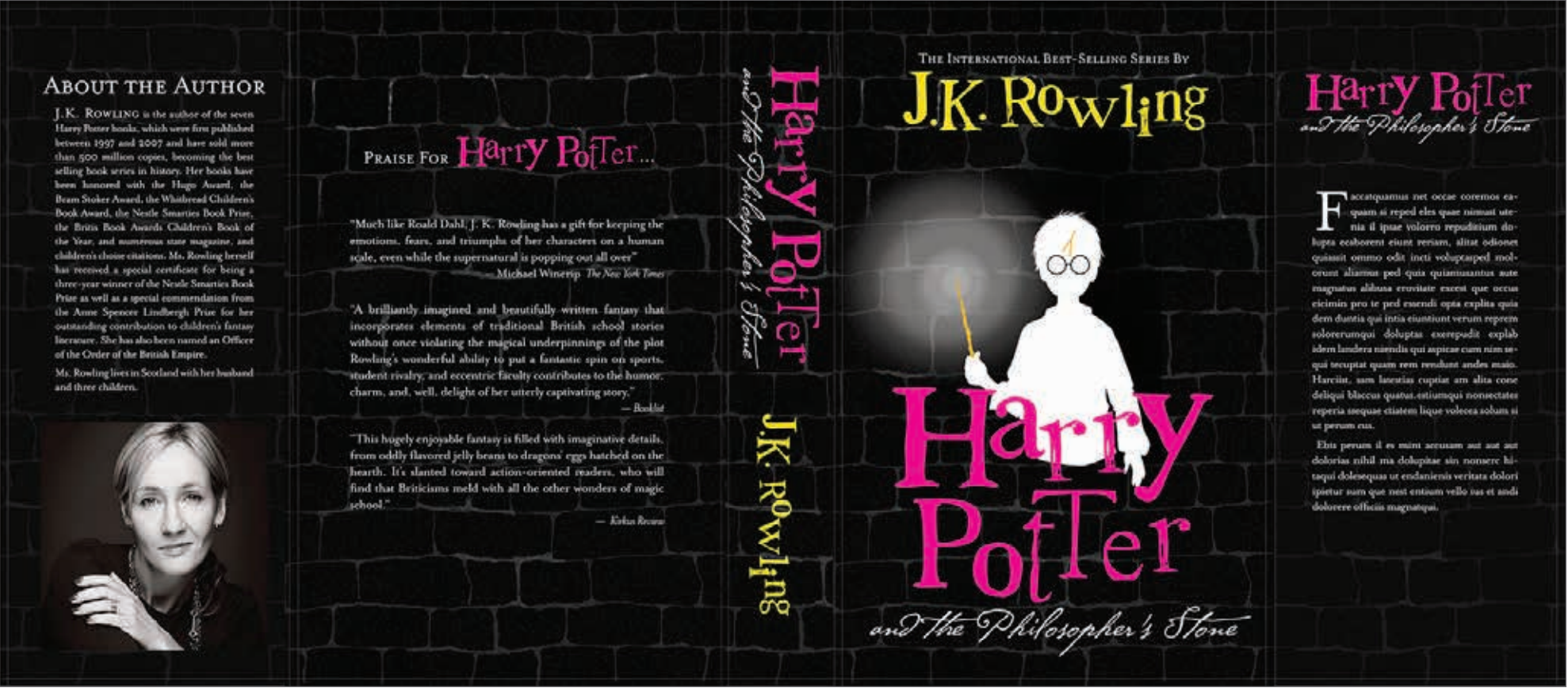


I.C.E Creative Entertainment Group is an international entertainment agency for ice shows, stage shows, and much more, founded with the goal of creating once-in-a-lifetime entertainment and performances for a global audience.

I was asked to create an updated look for an EPK for their touring production *Fairytale On Ice*. As an up-and-coming group, they were working with a limited budget but really wanted their marketing materials to reflect the quality and magic of their performances. My instructions were to make it magical, and familiar yet distinct.

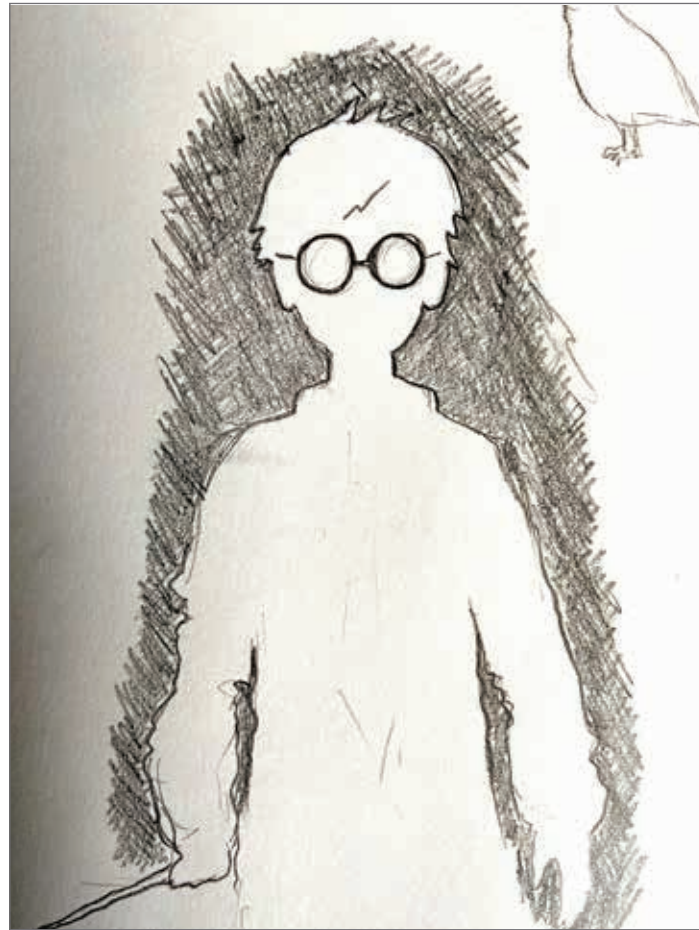
My choice in color was definitely informed by the fact that this is, first and foremost, an ice show and, as a kid who grew up loving fairy tales and live shows, I wanted to create something that my 8-year-old self might see in the paper and think “I have to see this!”





Book covers designed for a Parsons project. We were tasked with creating a new cover for a well-known book, and *Philosopher's Stone* was among the options. I have a pretty vast knowledge of the *Harry Potter* books and was inspired to create a somewhat simple cover that highlighted the magic and darkness of the first book. I was also interested in creating a cover that was eye-catching and would have broad appeal since.

While the books now have international recognition and are loved by people of all ages, the original book covers seemed squarely aimed at a young readers audience.



The initial sketch and concept part of the process is one of my favorites. Above are the original sketch and digital representation of what ended up being the final cover art. To the right is an additional concept I had that captures Harry viewing himself with his parents in the *Mirror of Erised*, with the dim spirit of Voldemort looming above them in the background.





Logo designed for Michelle Maccarone, aka VINTAGE OLD BIDDY for her online persona used for her blog, podcast and website. Michelle wanted an image that really reflected her, and her sense of fun and love of vintage style. In the original sketch at the bottom right, I was inspired by old Dior clothing sketches.



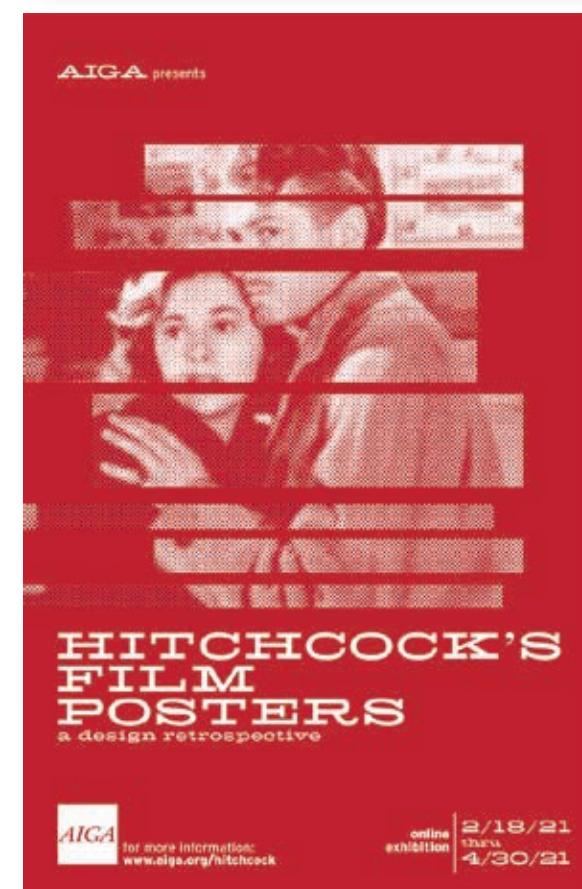
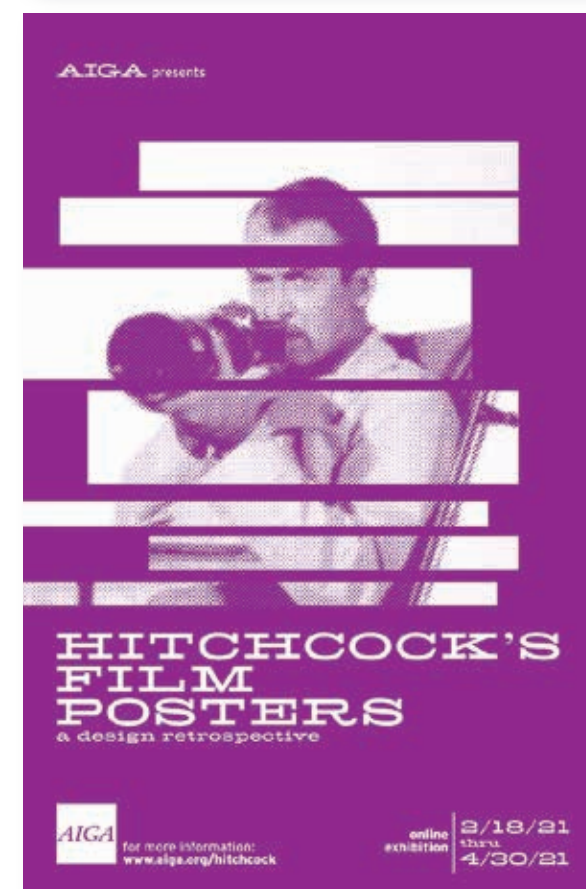
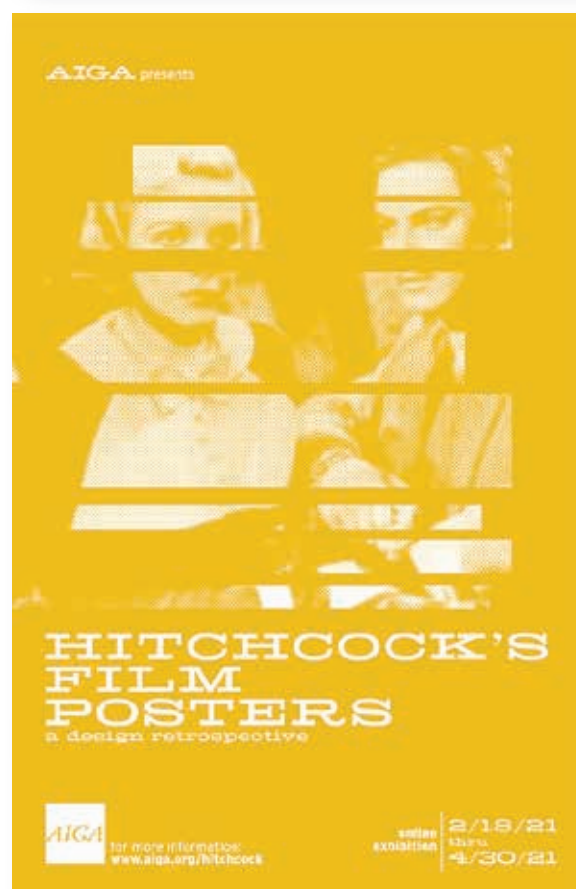
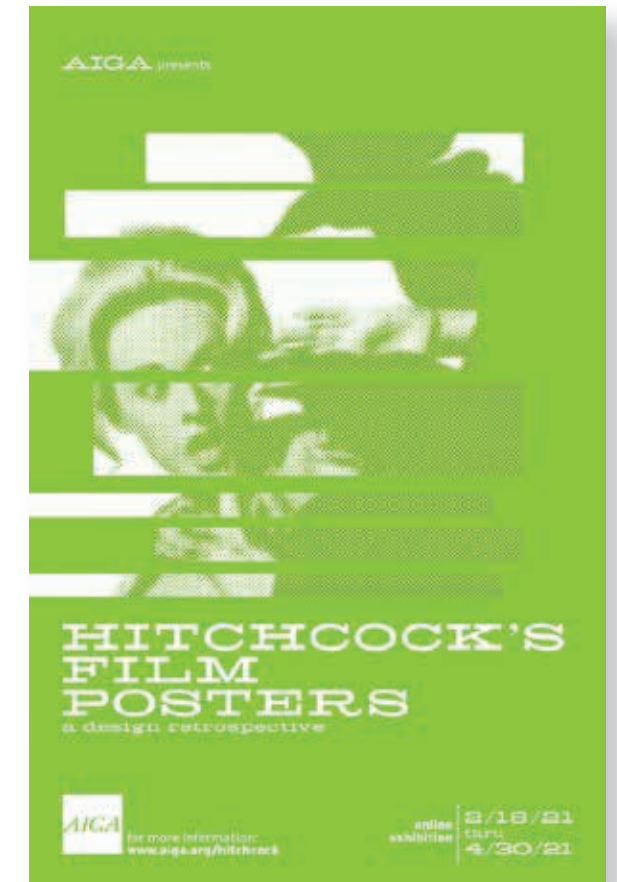
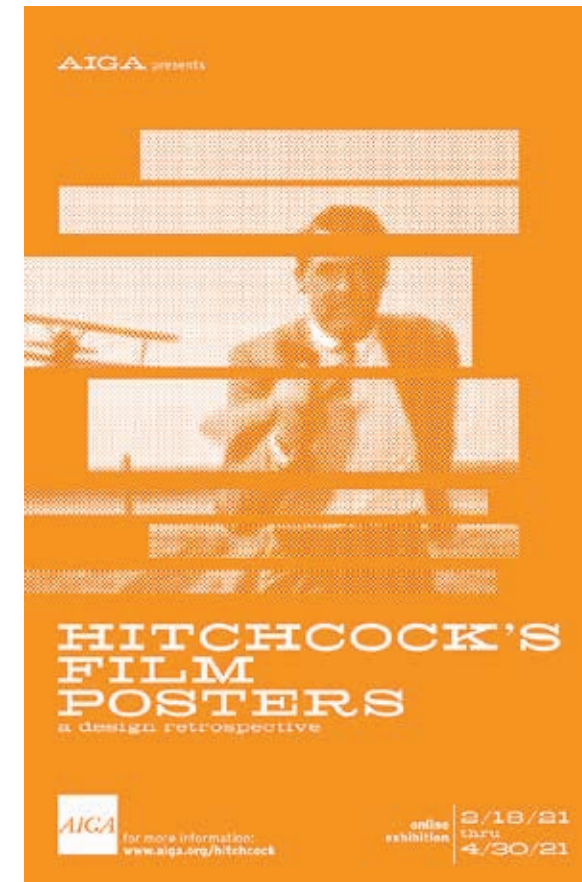
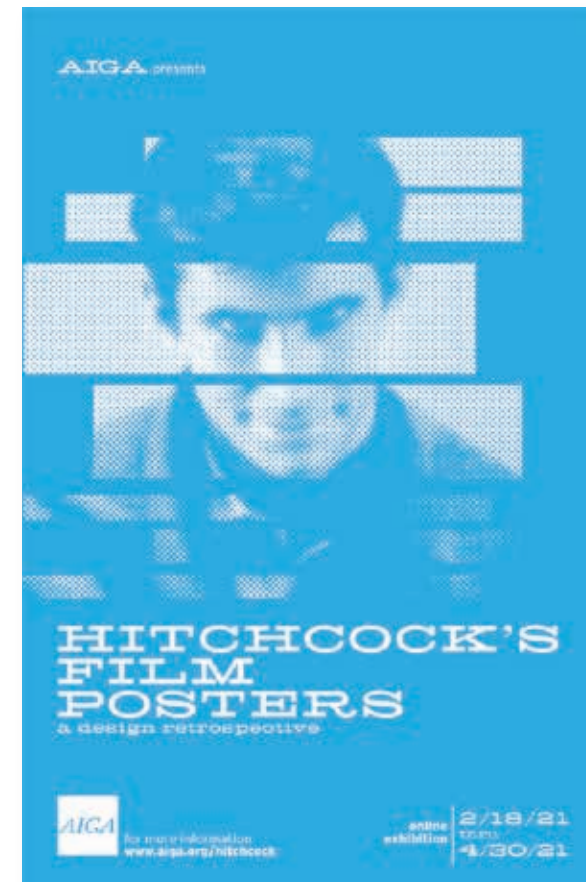
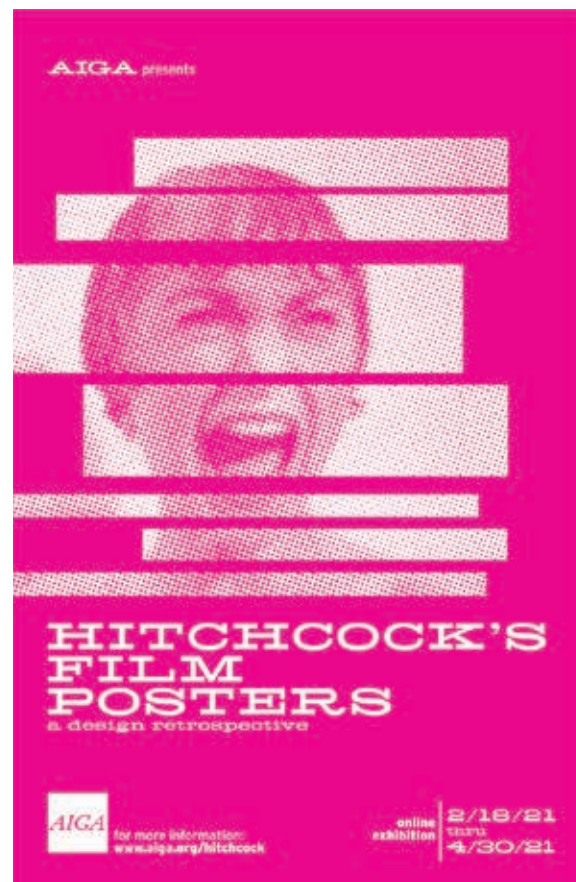
Although we both loved it, I realized that the design would be better if it were a little campier and sillier. I took the prompt “Sunset Blvd meets The Love Boat” and happily ran with it.

TERRA & BRINE logo created for Parsons branding project. We were asked to come up with a restaurant and create a logo for it. The logo is seen here on packaging, as well as an announcement flier for an opening event.

I decided to do a sort of seaside surf-n-turf food truck bragging high-quality fast food. After an initial attempt at a sleek, geometric logo, the whole thing just wasn't vibing. I realized I needed to trust my gut and literally said to myself: "why don't I just do a Mer-cow?".

I wanted to create a design that you might see sketched in chalk on a sandwich board outside a fish and chips shoppe. The design needed to be somewhat simple and fun and, most importantly, look great in black and white, as I really wanted to drive the chalkboard message home.





These posters were the mock-up for an ad campaign promoting an online exhibition of the film posters of Alfred Hitchcock that I created while studying at Parsons. Rather than use the art from the original posters, I chose to use iconic images from a few of his films and show them in sort of a retro-pop art style that took a cue from Saul Bass's opening credits of *Psycho*.

The following page shows the posters in mock-up form as subway ads, as I envisioned them, canvassed around NYC public transport.



The background of the entire slide is a dark blue-grey color, covered with a repeating pattern of stylized, light blue-grey fish. The fish are of various sizes and orientations, some facing left and some right, creating a subtle, textured effect.

THANK YOU!

ADAM ELSBERRY

925.639.4278 adamelsberry@gmail.com www.adamelsberry.com
2588 Seventh Avenue Apt 3P • New York, NY 10039