A Journal of an Artist

Frank Szelwach. (shel-vok)

Graphical & Otherwise

CURRICULUM VITAE EDITION

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The Story of Francis Lawrence Szelwach is as unusual as it is typical... a creative perfectionist, a curious collector, an appreciator of the oddly interesting and strangely absurd... This good man of life and business relentlessly seeks to create visual miracles, meet intense deadlines, and satisfy an inner urge to...

"Keep Busy... Work Hard... Create Endlessly...
Keep the Client Happy... Always!"

Introducing... The Exceptional...
The Ethical... The Inspirational...
The Notable Clientele!

EXPERIENCE

speaks for itself

RECENT FREELANCE EMPLOYMENT:

IKA COLLECTIVE
Digital Colorist/Assistant Editor
Color grade footage, design onscreen graphics and assist editor with commercial video projects.

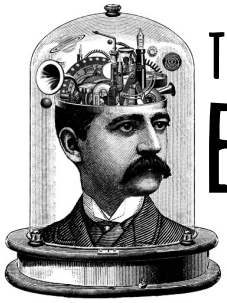
WILLIAM GRANT & SONS DISTILLERS LTD.
Art Director
Design of print material and web promotions for spirit brands such The Balvenie, Glenfiddich, Hendrick's, and Sailor Jerry.

MISS UNIVERSE L.P., LLLP
Chief Photo Editor/Manager/Art Director
Manage team and services including studio and event photography, editing/retouching, preparation and distribution to worldwide media outlets, as well as press site data and library management.

IMAGE GROUP LA:
THE ACADEMY AWARDS (2006-Present) and
THE GOLDEN GLOBE AWARDS (2008-Present)
Photographer/Photo Editor
Official freelance photographer/photo editor for The Academy of Motion Picture Arts and Sciences, and The Golden Globe Awards.

BRAND CONNECTIONS
Art Director
Collaborate in website, social and print design for a wide range of clientele including Dunkin' Donuts, Altadis, Juicy Juice and more.

(cont. on pg. 2)



THE IMPORTANCE OF EDUCATION

A BACHELOR OF FINE ARTS

1998-1999
THE ART INSTITUTE OF BOSTON
1995-1997
CW POST; LONG ISLAND UNIVERSITY

THE GOSPEL OF TALENT, MERIT AND QUALIFICATIONS

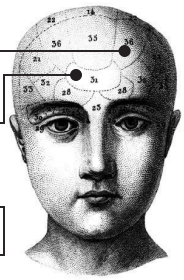


Fig.18

- Proficient skills in a broad spectrum of creative-based media including graphic art and design, photography/videography, digital color grading, stop motion animation, painting, illustration and sculpture. Extensive knowledge of the Adobe Creative applications such as Illustrator, Photoshop, InDesign and Lightroom as well as photo management software, such as Photo Mechanic. Additional knowledge of video and motion applications include Adobe Premiere Pro, Final Cut, Dragonframe, and Davinci Resolve.

Need to get your point across?
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SHELVOK GRAPHICS.

(cont. from pg. 1)

BADGER & WINTERS
Photo Retoucher
Digital retouching and editing of print and web imagery for beauty and fashion clientele, such as Living Proof and Worth.

COLDWATER CREEK NY DESIGN STUDIO
CAD Designer/Color Manager/Graphic Artist
Collaborate in seasonal fashion design process; from color creation and design direction to photography and textile print designs.

CHI MAGAZINE
Creative Director
Conceptualize, design and prepare layout for ***CHI MAGAZINE: The Art of Hair*** print publication.

BOTTLEROCKET MARKETING GROUP
Art Director
Design of various print and web material for clients such as GE, NBC Universal, TBS, TNT, AMC, Bravo, truTV, VH1, SyFy, and more.

PREVIOUS FULL-TIME EMPLOYMENT:

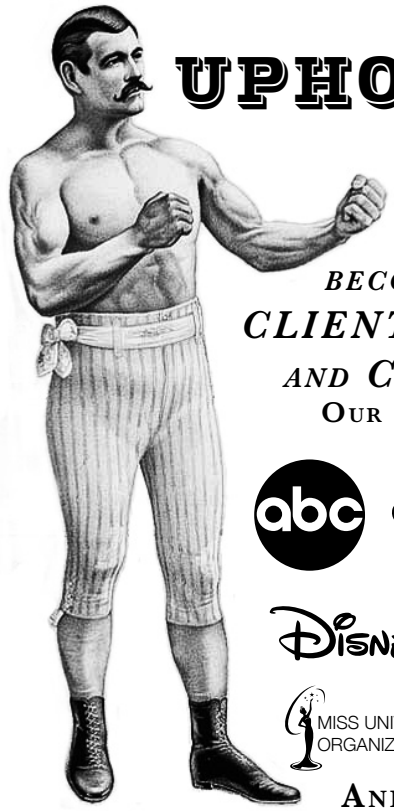
2001-2007: MISS UNIVERSE ORGANIZATION
(A WME/IMG and 21st Century Fox Partnership)
Art Director
A large range of responsibilities from print/web design to conceptualizing/directing photo shoots to photo editing and archiving, and more.
Notable Large Projects and Accomplishments:

- •Conceptualized, designed and prepared layouts for all print material including Magazine Ads, Stationery, Branding and Logos, Promotional Material, Package Design, Fashion Photography Retouching, etc. Recurring yearly projects included Art Direction of Program Books and Posters for all three major productions (Miss Universe, Miss USA, and Miss Teen USA).
- •Creative Director for the Miss Universe Organization's first major publication; ***UNIVERSAL BEAUTY: The Miss Universe Guide to Beauty***. Responsibilities included directing the visual aspects of the book: researching, organizing and editing over 50 years of archival photography, styling and preparing beauty product studio shoots, and directing outsourced illustrators and photographers.
- •Large-scale billboard designs on Sunset Boulevard advertising the Miss Universe Competition in Los Angeles, California.
- •Backstage and Event Photographer for all telecasts.
- •In-house Videographer/Photographer for special press events.

1999-2001: TROMA ENTERTAINMENT FILM STUDIOS
Art Director
Conceptualized, designed and prepared layouts for all print material including Film Posters, Packaging, Advertising, Promotional Material. Designed on-screen graphics and props for use in films.

PORTFOLIOS

AVAILABLE FOR VIEW UPON REQUEST:
-GRAPHIC DESIGN-
-FINE ART-
-PHOTOGRAPHY-
-FILM & VIDEO REEL-



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BECOME ONE OF THE
CLIENTS, CUSTOMERS AND CONTENDERS!!!
OUR CHAMPIONS INCLUDE:

abc NBC GE Disney VH1 AMC
MISS UNIVERSE ORGANIZATION *Coldwater Creek*

AND MANY MORE...

AND NOW... A FEW THINGS YOU MAY NEVER WANTED TO KNOW

The name Frank means 'free man'

Both of Frank's grandfathers are named Francis, yet his father is strangely named Franklin. Two of the three prefer to be called Frank and one prefers to be referred to as Larry. It's all a bit confusing.

Some inconclusive evidence shows that Frank could very well be a distant relative to a noteworthy seafarer.
Captain George Shelvocke (**1675–1742**) was an English privateer who wrote a famous book based on his exploits, ***A Voyage Round the World By Way of The Great South Sea***, published in 1723.
An episode in this book supposedly served to inspire the central image of Samuel Taylor Coleridge's poem, *The Rime of the Ancient Mariner*.
At one point in his career Shelvocke was arrested in England on charges of piracy, though he was quickly acquitted for want of evidence. Shelvocke nevertheless went on to re-establish his reputation and died at the age of 67 years.

Frank himself has never sailed a 'voyage 'round the world,' he has never been brought up on charges of piracy, and he has never knowledgeably inspired any famous poetry... but it is true that he HAS:

- •Set foot on five of the seven continents, working laboriously on four of those five.
- •Swam in three of the five World Oceans.
- •Eaten a sandwich whilst sitting on both the southern and northern hemispheres... simultaneously! Astounding.