

MOTION GRAPHICS

AN INTRODUCTION AND A BRIEF SUMMARY OF A DENSE AND FUSTIAN HISTORY

Welcome to the motion graphics reel of designer, Jesse Benjamin. You, dear reader, are truly in for a special treat. In your hands not only do you hold:

- a) A White Single DVD Case with Full Sleeve valued at \$.60
- b) A single DVD, one of a pack of fifty valued individually at approximately \$.36
- c) Collectors edition photograph of Jesse Benjamin, printed on front of DVD binder, appraised by author himself at approximately \$50
- d) Portuguese-English/English-Portugese Dictionary (Wordsworth Collection) valued at \$19.88
- e) A coupon for one free firm hand shake, courtesy of Jesse Benjamin*

In addition, you also hold intelligently, thoughtfully, and goodly done motion graphics - a product that has increasingly risen in fashion in these current times. Why, it's hard to imagine a home without motion graphics these days - everyone from the stay-at-home-moms of the midwest to the urbane socialites of Manhattan can't get enough of those motion graphics it seems.

However, few are aware of the dense and fustian history of motion graphics, and so, in the spirit of Robert Penn Warren when he said "History is not melodrama, even if it usually reads like that.", the author has included a brief account of the dense and fustian history of motion graphics:

Although many would like to claim motion graphics was discovered in the

late 16th century by famed explorer Alfred H. L. Cartwright, a Welsh dignitary and wealthy philanthropist who is well known for being the key investor in the development of a rudimentary version of what we now know as "the internet," motion graphics was actually invented by American hobbyist Mordecai Shaun Graffis, in 1874, in the basement of his home in Hogansburg, New York. Originally created for purposes of spreading anti-Canadian propaganda in his home town, Canadians were keen enough to see past his scandalous declarations of "Canadian bacon is ham, Canadian government is a sham"" and saw that motion graphics was destined for a higher purpose.

Used for everything from the advertising of farming equipment to entertaining the kids on rainy sundays, motion graphics truly came into its own in the tender, ham stained hands of the Canadians - and much like Oscar Wilde once said "Canada, o' dear Canada. Never will you find more complete a country, more whole a place to live. At once bucolic and charming, while simultaneously the cultural hub of the world - if you are to ever travel the globe, make Canada your first and last stop, and if at all possible, skip the middle part.", it was Canada who the rest of the world sought to emulate, and Canada who made motion graphics de rigeur.

The rest, as they say, is history.

JESSE BENJAMIN GOLDMAN

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Proficient in Adobe Photoshop, Illustrator and InDesign, as well as Adobe After Effects and Final Cut Pro.

EDUCATION

School of Visual Arts

Graphic Design
Sept '04 to May '07

Portfolio ranked in top 10 percent of graduating class three years in a row.

Focused on motion graphics.

Awarded the BOYZZZZ scholarship for high level of achievement in Motion Graphics.

Film & Video
Sept '02 to May '04

Directing focus, Deans list both years.

EMPLOYMENT HISTORY

Helfin Studios: Designer
May '06 to present

Responsibilities include web design, product design, digital photo color correction, logo design, basic editorial work and the construction of product design comps.

Direct assistant to lead designer, Heather Finney.

School of Visual Arts - Digital Imaging Center: Lab Assistant
May '06 to present

Hired to help students with questions about design programs and printing. Also in charge of computer maintenance.

Soundpost.com / Centaur Entertainment: Designer
May '05 to Dec '05

For Centaur Entertainment:
Responsible for CD design, ad design, web design, poster design, and supervision of all pre-press preparation of printed material.

For Soundpost.com:
Aided lead designer in web design as well as basic flash advertisements.

FREELANCE HISTORY

The 62 www.the62.org
Participated in several installation projects with Brooklyn based art collective The 62.

Trees Not Trash www.treesnottrash.org
Designed website and promotional material for Bushwick based community gardening group

The Milkmaid www.themilkmaid.com
Designed personal portfolio site for tattoo artist Joy Rumore.

HOBBIES

Books, comics, tattoos, listening to NPR and KEXP, community gardening projects and supporting the local band.

