JEREMY D. FUCHS

Portfolio



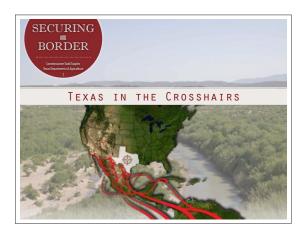












Narco-Terrorism PowerPoint Presentation

One of my most recent projects was the custom design of this 33 page presentation for use by the Texas Commissioner of Agriculture. The presentation details the security challenges facing Texans along our southern border. I designed the presentation to convey the information in a way that is easily interpreted, but yet stunning to the viewer.

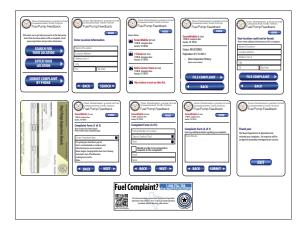
Click on the thumbnail to check out the entire presentation.



Agriculture is Your Culture Campaign

Soon after my work began at the Department of Agriculture, I identified a need to promote agriculture, in general, to the public. In the months and years that followed I developed and executed Agriculture is Your Culture, a campaign to inform consumers of how prevalent and important agriculture is to our daily lives.

After a successful national test campaign, the program was adopted as an umbrella marketing campaign for the entire agency.



Mobile Fuel Complaint Application

The mobile fuel complaint application and associated fuel pump decals are some of the most logistically complex projects that I have worked on. Over the course of only four months I led the development, design, production and distribution of interactive decals that are now mandated to be on every gas pump and official scale in Texas.

During the same four months I developed and oversaw the production of a GPS enabled mobile app that allows consumers to scan a barcode on the decal and report a complaint directly to TDA's regulatory branch.



Event Photography: FFA Day at the Capitol

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I wear many hats in my current role at the Texas Department of Agriculture. As the agency's official photographer I have the opportunity to travel to, and photograph, TDA events throughout the state.

This photo of Commissioner Todd Staples was captured from the floor of the House Chamber in the Texas Capitol as he addressed a group of FFA students visiting Austin.



Tri-National Accord Website



I designed this event-specific website to provide a place for attendees to register and find out more information about the event. The webpage previews what is to come: an international event with Texas flare.



Save the Date



This save the date card for food safety training provided an excellent opportunity to brighten a normally dull subject with lots of color from the fruits and vegetables.

I enjoy the opportunity to make mundane subjects more exciting through the use of well tailored graphics.



Stock Photography: Texas Capitol Building



Although most of my photography is event oriented, I occasionally have the opportunity to take stock images that can be used for a myriad of projects further down the road.

I captured this photo of the Texas State Capitol from the roof of an adjacent building in the capitol complex.



GROW Award Logo

As part of a new Department of Agriculture recognition for students, I designed a custom logo to represent the program.



Commemorative Poster

To commemorate Commissioner Staples first term as Texas Agriculture Commissioner and his close relationship with the Office of Communications, I designed a one-of-a-kind poster that resembles the front page of a newspaper. The piece features many of the big headlines he and the Department received during his first four years in office.

Click the thumbnail to view the entire PDF.



ProtectYour TexasBorder.com

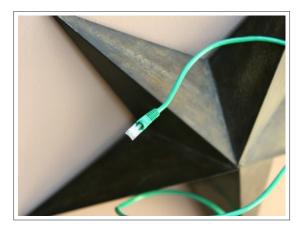
As part of Commissioner Staples' border security initiatives, I developed this website to serve as a clearing house for information pertaining to border security as it relates to our state's farmers and ranchers.

The site has since been redesigned by a contracted vendor, but garnered nation-wide media attention at the time of it's original release.



Event Photography: Operation New Fences

I captured these photos of Commissioner Staples building fence during a program to help farmers and ranchers rebuild after the devastating wildfires in Bastrop, Texas.



Stock Photo: Rural Connectivity

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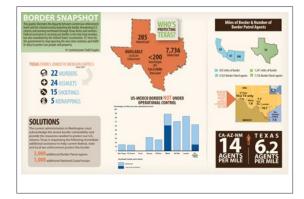
Sometimes unique programs and projects require improvisation. Tasked with finding a visual representation of expanding rural broadband internet, and a lack of stock photography, I devised this photo using a tin star decorating my director's office and common ethernet cable. The photograph was reproduced on at least one national news website.



Agriculture Today Newsletter

One of my first undertakings as the head of Creative Services was a complete retooling of the Agriculture Today Newsletter. I oversaw a complete redesign of the printed newsletter, and the addition of a complimentary e-newsletter that extended our reach to thousands of additional readers.

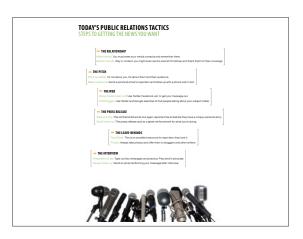
The modernization of the print newsletter was also successfully tailored to reduce printing and mailing costs.



Border Security Info Graphic

Info graphics are an effective way for modern communicators to convey a large amount of numerical information. I created this one to provide Texans with a snapshot of Texas border security.

This graphic became a springboard for, and shares many of the attributes of the much larger PowerPoint on the first page.



Public Relations Document

I designed this flier to be used as a handout by our Chief Communications Officer during a presentation to a college PR class. Simple, effective, and much more appealing than the MS Word document they would have received without the assistance of a creative professional.