

JURRIAAN **SCHALKEN**

Jurriaan Schalken graduated cum laude in 2001 as Digital Media Designer at the Utrecht School of Arts, faculty Art, Media & Technology, after which he got his European Media Master of Arts degree. He has been freelancing for 15 years as art director with projects for Dutch broadcasters VPRO (a.o. Tegenlicht, Nederland van Boven, Goudzoekers), NPO (a.o. the first Uitzendinggemist, Nederland 1,2,3, Omroep.nl), NCRV, NTR and brands like Nike, Canon, Philips Design, Heineken, Nikon, Essent, Start people and Microsoft.

The game format he developed for Butch & Sundance: On the ground Reporter, has led to succesful exploitation. The first game about Darfur, conceptualized, designed and created by Jurriaan was nominated for a TEDx Award and the sequel for an IPON award.

Jurriaan's portfolio, articles and interviews were published in various countries, like the US, England, Germany, The Netherlands, Singapore, Hong kong and South Korea. He won the public choice 'Website of the Year' award three times, two Prix Italia awards, and more mostly for his online work. His first portfolio website (2001), won a FWA, Flashkit site of the Day and was nominated for a Macromedia Award.

Jurriaan has given design related lectures and workshops at the Utrecht School of Arts, Grafisch Lyceum and several companies. He has written several articles for the marketing blog Frankwatching.

The last 4 years Jurriaan has worked at ijsfontein (art & video director) and EdenSpiekermann (digital design in motion lead) - now freelancing again.



vpro

ntr:

NPO



startpeople

randstad



Oxfam Novib



ŠKODA



Microsoft



-essent

PHILIPS  
DESIGN

SONY



Canon



FUNX

RTV  
Utrecht

VPRO: DUTCH BROADCASTER ART DIRECTOR / DESIGNER / VIDEOGRAPHER -15 YEARS AND RUNNING



Art director / designer / animator: VPRO broadcast & online idents



Art director: identity / leader & broadcast design / style guide



Art director: identity / leader & broadcast design / style guide



Art director & videography: VPRO De Volmaakte Mens



Art director: identity / leader, broadcast & communication design / style guide



Art director: identity / leader, broadcast & communication design / time-lapses



Art director: VPRO Mind of the Universe - television series about science



VPRO & HUMAN coproduction broadcast idents



Gift from VPRO for 15 years of work, I was deeply honoured.

BROADCAST / VIDEO / FILM ART DIRECTION / DESIGN / VIDEOGRAPHY (HIGHLIGHTS)



Director of Photography: Hoe stop je alzheimer? / online documentary



Art director: identity / leader > NTR: De kijker aan zet (pilot Bromet & Dochters)



Art director: identity / leader > NTR: In de Familie (tv series Bromet & Dochters)



Art director & videography: ijsfontein showreel and trailers (@ijsfontein)



Art director: identity / leader & title design / poster design



Director / Art director: Film about WW1 for the Waterline Museum (5k 10m screen)



Director of Photography: Museummaanden advertisements

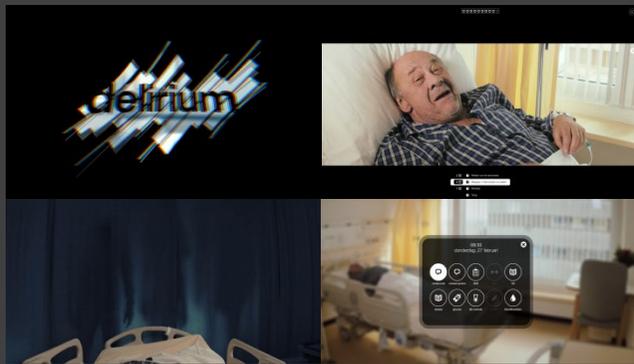


Director of Photography: Nikon Coolpix advertisement / promo



Director / Creative lead: concept, design, compositing, editing of MOSS music video

GAMING / PLAYFUL LEARNING ART DIRECTION / GAME DESIGN / DESIGN / VIDEO & PHOTOGRAPHY (SELECTION OF WORK)



Delirium Experience - interactive video: concept, art direction, direction, d.o.p.



Art director Pitch Huawei @ ijsfontein / response: great design @ijsfontein.nl



Art director winning Pitch Mercedes Global Training @ ijsfontein.nl



Malmberg Mathplus: educational software, identity & art direction



Ijsfontein: Art Direction & design new website / showreel @ijsfontein



Centerparcs Kinect Brand Experience, concept, design, photography (art direction)



Hoi Holland: Art direction of app that introduces Dutch language & culture



Art direction & design: Firestarter app discussion platform product @ijsfontein



On the ground reporter: Darfur + Afghanistan: concept, design, art direction

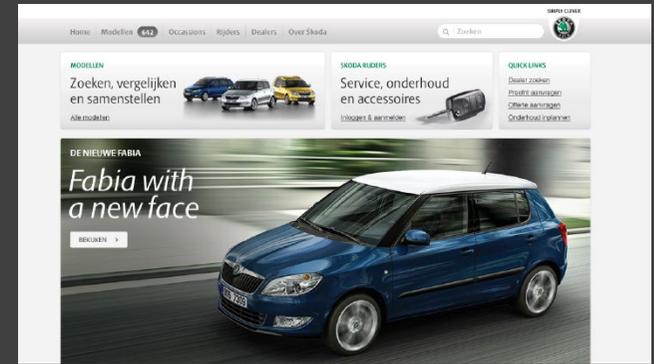
# INTERACTIVE ART DIRECTION / DESIGN (SELECTION OF WORK)



Nike Bootcamp: art director & producer of temporary event website



G-Star RAW: website art direction & design



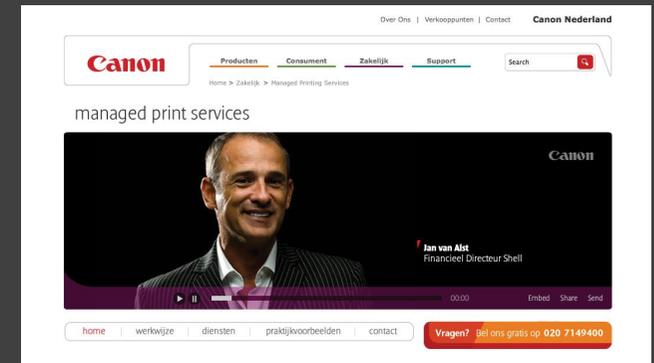
Skoda website: interaction design



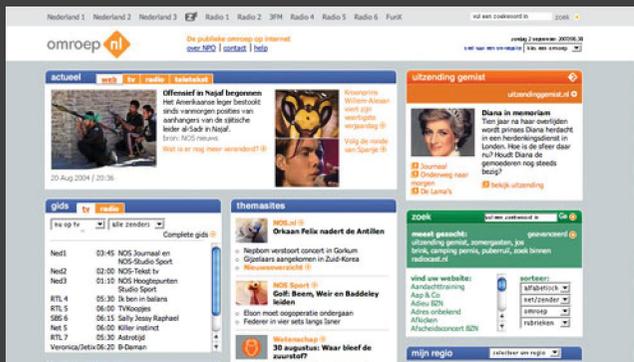
Start People: concept, art direction & interaction design



Microsoft website: art direction & design



Canon print services website: art direction & design



Omroep.nl: dutch broadcast portal (2004): art direction & design



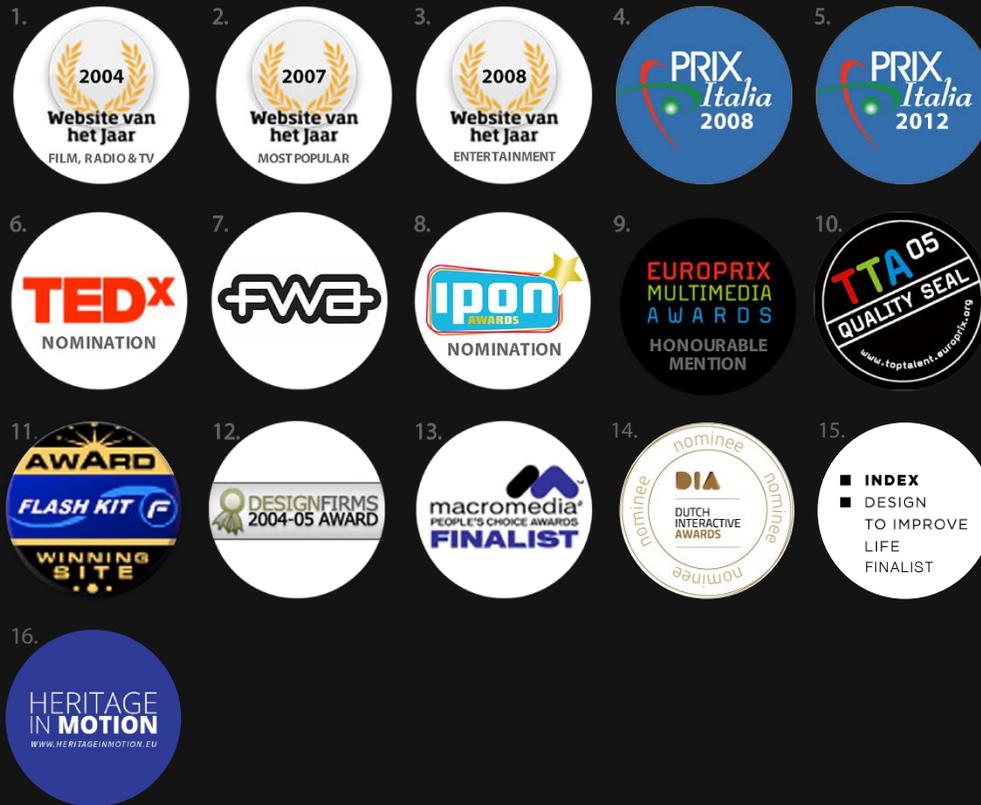
Uitzendinggemist: dutch broadcast video on demand: art direction & design



Netherlands 1/2/3: dutch broadcast tv channels website, art direction & design

## AWARDS & REACH

### Awards / highlights



- |  |                                    |
|--|------------------------------------|
| 1. Omroep.nl                           | 9. VPRO Tegenlicht design          |
| 2. Uitzendinggemist.nl                 | 10. NPO websites                   |
| 3. Fabchannel.nl                       | 11. Portfolio website              |
| 4. VPRO Landroof website               | 12. Portfolio website              |
| 5. VPRO Nederland van boven website    | 13. Portfolio website              |
| 6. On the ground Reporter: Darfur      | 14. Delirium Experience            |
| 7. Portfolio website                   | 15. Delirium Experience            |
| 8. On the ground reporter: Afghanistan | 16. Waterline Museum (@ijsfontein) |

### Reach highlights



1. Uitzendinggemist.nl (2004-2010): 2 - 70 million streams per year  
Television on the internet, 1 year before Youtube existed.
  2. VPRO Nederland van Boven: 80% media awareness, worldwide trending topic  
season 1; 1,2 million viewers average  
season 2; 1 million viewers average
  3. Portfolio site 2001 - 2006: 1 million unique visitors  
(120.000 per day maximum, thanks to Flashkit Site of the Day/Month)
  4. VPRO Tegenlicht: 12 year running weekly documentary program  
around 500.000 viewers per episode/week
- In 2008, the combined reach of Jurriaan's webdesigns for Dutch Broadcaster NPO (omroep.nl, uitzendinggemist, nederland 1/2/3 / etc) exceeded 1 billion page views per year. This phase in the history of NPO (2004-2010) meant the start of the paradigm shift from tv to the web for the Netherlands.

## PUBLICATIONS



- VPRO (Article about NPO, 2015)
- Frankwatching (Marketing blog article, 2014)
- Metro Amsterdam (Moving Out, 2010)
- NRC Next (OTGR, Netherlands, 2009)
- Design 360 (Interview, Hong Kong, 2006)
- NRC Handelsblad (VPRO project, Netherlands, 2005)
- Website design index 5 (Portfolio, Singapore, 2005)
- Holland Zicht (Photo, Netherlands, 2005)
- VPRO tv guide (Omroep.nl, Tegenlicht, Netherlands, 2004/2002)
- Creative Redbook (Portfolio, Netherlands, 2003)
- Vormberichten (Showcase, Netherlands, 2003)
- Dzone magazine (Article, Netherlands, 2003, 2004)
- Impress Web Design (Portfolio, Korea, 2003)
- Computer Arts (Showcase, UK, 2003)
- Fontmonster Freewave Book (Artwork, USA, 2003)
- Spikspinternieuw (Showcase, Netherlands, 2002)
- Novum (Interview & cover, Germany, 2002)
- Web Color training book (Portfolio, Korea, 2002)
- Better Web Design II (Portfolio, Korea, 2002)
- DC2 (Article, Netherlands, 2002)
- Vormberichten (Showcase, Netherlands, 2001)

## MOTIVATION



### Extrinsic versus intrinsic motivation

Extrinsic motivation such as awards and publications are not a creative drive, but a nice reward.

My intrinsic motivation is to involve (many) people by creating authentic communication.

The true human-computer advancements lie in new ways of communication, not style alone.

Communicating in a new way, educating people, informing people and offering new ways of delivering content is what I aim to achieve. People use media for content and functionality, that is its *raison d'être*.

My aim is to make timeless and inherently recognizable communication, that stands above popular trends.

MEANING THROUGH **FORM**  
**FORM** THROUGH MEANING

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