

Jim deBarros
Creative Director
917 627 7108
<http://jim-debarros.squarespace.com/>



video music awards

MTV 2000, 2002, 2003, 2005, 2007, 2009

My first project at MTV was for the 2000 Video Music Awards. It was a whirlwind shoot with legendary photographer David LaChapelle and some of music's biggest stars. The campaign was a celebration of New York, with talent playing the roles of sanitation workers, a construction crew, a hot dog vendor and more. The show was one of the highest rated VMA's in history. And that was just the beginning.

In 2002, with the memory of September 11 still fresh, the VMA's celebrated New York in a different way, with David LaChapelle shooting "real" New Yorkers posing with a life-size cut-out of our iconic award statuette, the Moonman. The campaign was fun, eye catching and unforgettable, reminding us all why we love New York and why it loves us back.

For 2003, we worked with award-winning 3D artist Kevin O'Callaghan and his students from the School of Visual Arts to create oversized sculpted portraits of VMA talent, shot by fashion photographer Dewey Nicks. While the posters alone generated excitement, the real fun was revealed at the VMA Sideshow in Rockefeller Center where Kevin and his team built a massive carousel celebrating the VMA's.

The 2005 show took place in Miami and water was the dominant theme. So I challenged photographer Matthias Clamer to create a curtain of water that talent could step through. What they came up with was remarkable, but just as important, it was also portable. We shot Ludacris in L.A., Shakira in Versailles, Mariah in London and Green Day in Kristiansand.

In 2007 the show went to Vegas so our key art "went" there too. Nothing says Rock and Roll Vegas like a trashed hotel room full of excess and debauchery. And no one captures excess and debauchery like David LaChapelle. Long before The Hangover movie series we knew you had to have a few wild animals and showgirls to make a great party. Our third and final collaboration (to date) gave us a beautiful panoramic of the wild fun that exemplifies VMA. One time we were happy what happened in Vegas didn't stay in Vegas.

In 2009, the show producer developed a logo inspired by West Side Story, so we played off the "environment" created by the stylized letters. Knowing that the artists had to interact with the letters, we directed them to take poses as though they were on a fire escape or swinging from a street sign. The final effect was fun and bright.



britney spears

 **vma.00** nyc
video_music_awards





VIDEO MUSIC AWARDS AUGUST 29

hosted by JIMMY FALLON
only on mtv & mtv.com

8PM/7C **LIVE**
NYC





VIDEO MUSIC AWARDS. AUGUST 29
2002 LIVE NYC

VIDEO MUSIC AWARDS

LIVE! → AUG. 28, 2003 8pm
only on mtv / mtv.com
hosted by → CHRIS ROCK



VIDEO MUSIC AWARDS

LIVE! → AUG. 28, 2003 8pm
only on mtv / mtv.com
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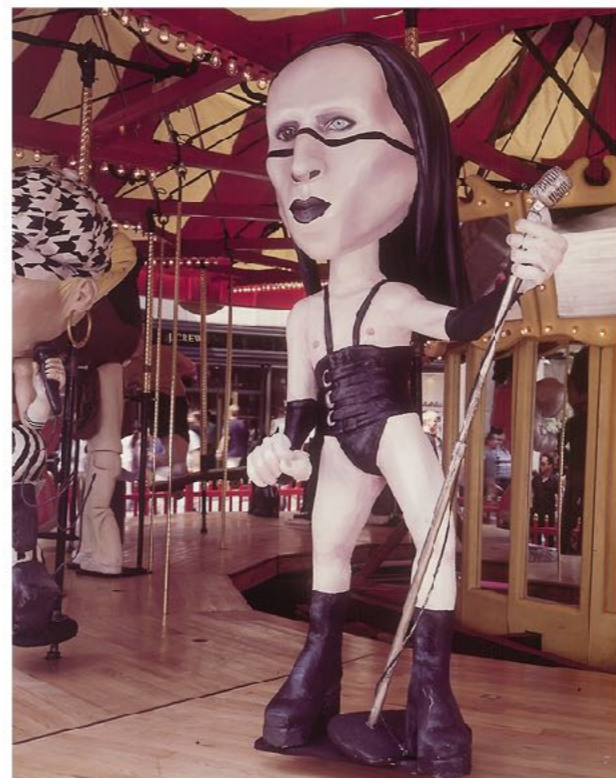
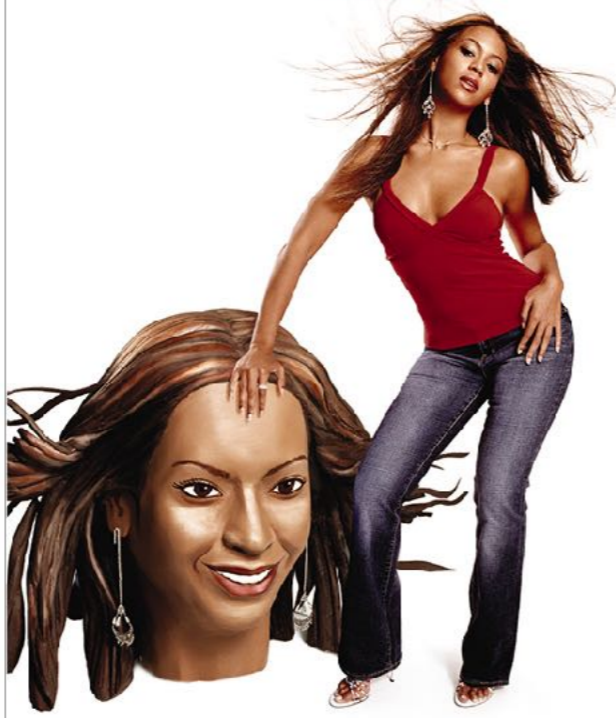
VIDEO MUSIC AWARDS

LIVE! → AUG. 28, 2003 8pm
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VIDEO MUSIC AWARDS

LIVE! → AUG. 28, 2003 8pm
only on mtv / mtv.com
hosted by → CHRIS ROCK



▲ DIDDY

DROP EVERYTHING AND DIVE IN
VIDEO MUSIC AWARDS
 SUNDAY AUGUST 28
 LIVE 8PM / 7c

HOSTED BY DIDDY

performances by:
 kanye west - kelly clarkson - green day
 mariah carey - the killers - ludacris
 shakira - 50 cent and more!

DROP EVERYTHING AND DIVE IN
VIDEO MUSIC AWARDS
 SUNDAY AUGUST 28
 LIVE 8PM

HOSTED BY DIDDY
ONLY ON MTV - MTV.COM

▲ MARIAH CAREY

▲ GREEN DAY

DROP EVERYTHING AND DIVE IN
VIDEO MUSIC AWARDS
 SUNDAY AUGUST 28
 LIVE 8PM

HOSTED BY DIDDY
ONLY ON MTV - MTV.COM

▲ LUDACRIS

DROP EVERYTHING AND DIVE IN
VIDEO MUSIC AWARDS
 SUNDAY AUGUST 28
 LIVE 8PM

HOSTED BY DIDDY
ONLY ON MTV - MTV.COM

▲ SHAKIRA

DROP EVERYTHING AND DIVE IN
VIDEO MUSIC AWARDS
 SUNDAY AUGUST 28
 LIVE 8PM

HOSTED BY DIDDY
ONLY ON MTV - MTV.COM



2007 / Photography: David LaChapelle, Design: Rich Browd, Alison Roberto, Logo: Rich Browd



2000 / Photography: Jamie Carey, (Taylor Swift - Reno Corvantes), Design: Rich Browd, Logo: Rich Browd



movie awards

MTV 2009

The MTV Movie Awards is an annual celebration of the movies we all love and have actually seen. Nothing like the lofty competitive awards shows that honor films or cinema. The Movie Awards is all about the popcorn-pushing, nail-biting, action-packed, slapstick, car-chasing, time-traveling, buddy-buddy, coming-of-age, double feature, sequel, summer blockbuster. Whew.

In 2009 the producers tapped SNL comedian, Andy Samberg to host and he embraced the role with the enthusiasm of a child at Christmas. Instead of one poster to promote the show, he had ideas for a dozen. We had a budget for three. I was thrilled to collaborate with him and our mutual friend, photographer F Scott Schafer to create these tongue-in-cheek mock posters. Any resemblances to actual movies is purely intentional. Urm, I mean coincidental.

BACK TO THE DUMBASS.

MTV MOVIE AWARDS™

LIVE! SUNDAY MAY 31 9PM

HOSTED BY **ANDY SAMBERG**

movieawards.mtv.com

CC BY-NC-ND

MTV MOVIE AWARDS™

THE CHOSEN HOST
ANDY SAMBERG

SLAY THE DEERICORN

LIVE! MAY 31 9PM

movieawards.mtv.com

CC BY-NC-ND



skins us
MTV 2011

One of the most controversial shows to come out of the United Kingdom, **SKINS** is a scripted series written and scripted by young people, which made it perfect for MTV. Our campaign was a provocative, gritty glimpse at what the series was about. Photographer Jason Nocito mixed fashion and a “Last Night’s Party” immediacy, creating a voyeuristic view of a debauchorous night out. We also used social media, traditional media, channel i.d., and stunts to build awareness from the ground up. Content was developed for tumblr, facebook, and fan blogs, and was teased out months in advance so those in the know could spread the word long before our main campaign launched.



skins

NEW SERIES
MONDAY

JAN.17 10P



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skins

NEW SERIES

MONDAY

JAN.17 10P



skins

NEW DRAMA

JAN.17 MONDAY 10P



skins

NEW SERIES

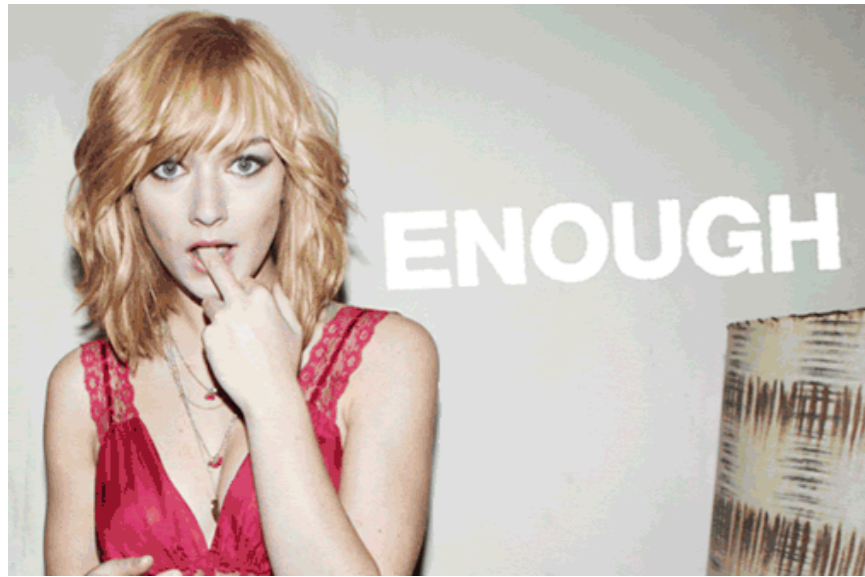
MONDAY

JAN.17 10P









skins

NEW DRAMA
JAN.17
MONDAY 10P





teen wolf

MTV 2011

MTV's scripted re-make of Teen Wolf is a darker take on the by now classic tale of what happens when an average high school boy gets bitten and cursed by a werewolf. The show is a metaphor for adolescence, where dangerous transformations lead to forbidden love. The initial key art was designed to create a sexy, intense tone. Tyler Posey sits bloody with clothing torn, his eyes hinting at the supernatural potential suggested by the title. With the seasons that followed we always worked to balance the Teen vs Wolf in how the character was portrayed and relied on the underlying narrative from the series to guide our thinking. Here's some of our best.





LOVE . BE AFRAID

TEEN WOLF

SUNDAY JUNE 5
11pm



NEW SEASON

TEEN WOLF

SUNDAY JUNE 3
11pm



SPECIAL PREMIERE FOLLOWING
THE MTV MOVIE AWARDS

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SEASON 3

TEEN WOLF

THIS MIGHT HURT



SEASON 3 PART 2

TEEN WOLF

LOSE YOUR MIND

TEEN WOLF





CAN'T GO BACK
TEENWOLF
NEW SEASON MONDAY 10PM JUNE 23





teen wolf fan art exhibit

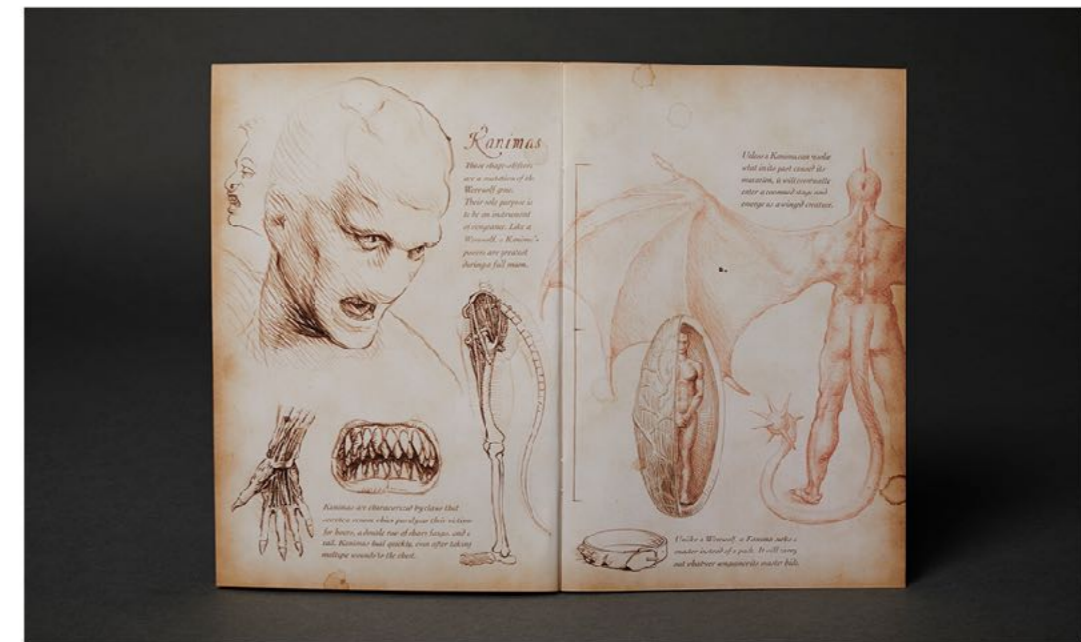
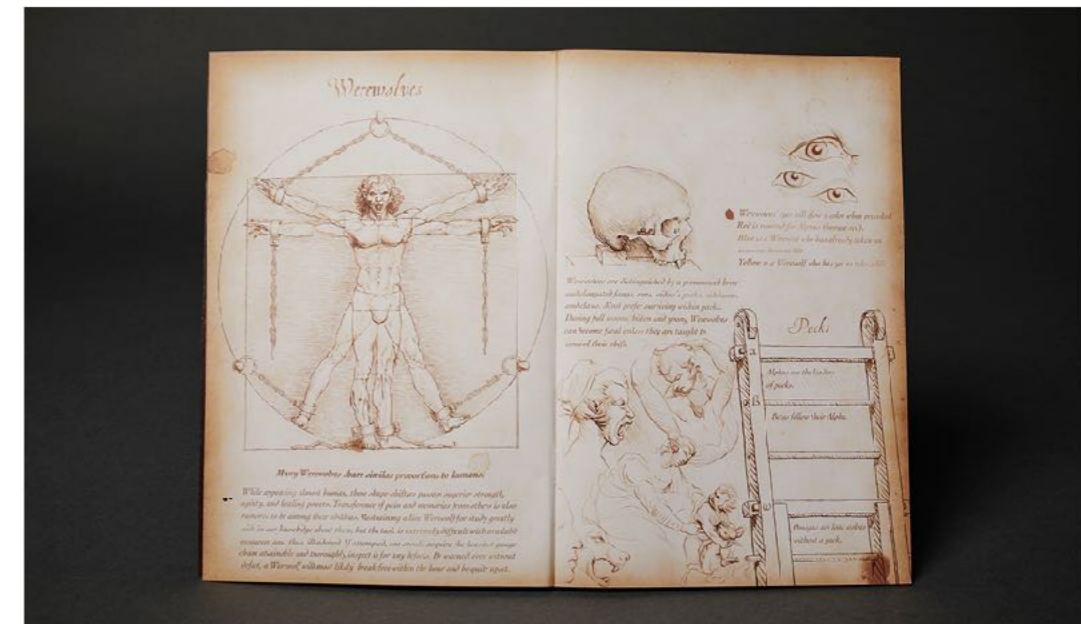
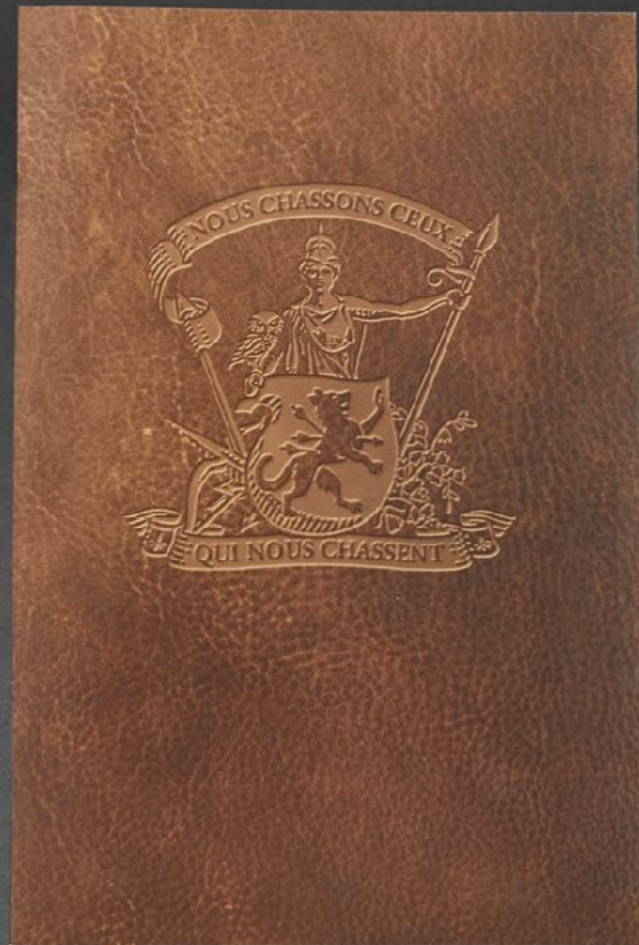
MTV 2016

When Season 5 was coming up we hit one of those pesky budget cuts that so often challenge creative and marketing alike. So instead of a full cast photo shoot with narrative driven promos we opted to enlist our talented and enthusiastic fan base. Tumblr was already full of fan art and fan fiction so we reached out to a dozen of the best to create images based on the upcoming plot lines for the new season. Each artist was given a format, plot summary and a budget of \$500 each. The results were phenomenal we got so much more than we hoped for and quickly decided to exhibit the work in a gallery and host an art show. The Art Directors club graciously let us and hundreds of local fans occupy there space for a fun filled evening with special guests, creator Jeff Davis and lead actor, Tyler Posey. the fans went wild and buzz for the new season was howling!

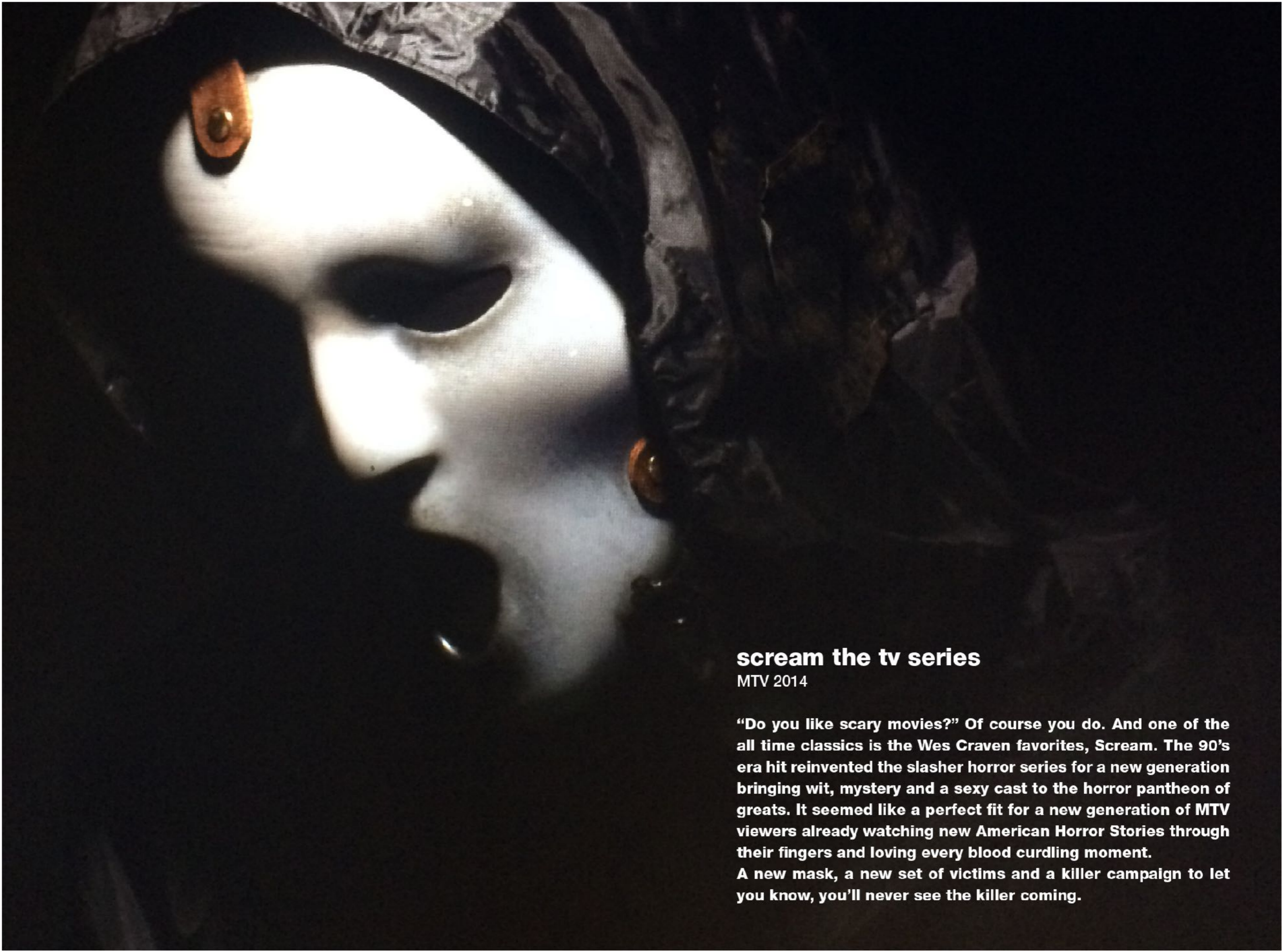
teen wolf bestiary

MTV 2015

One of the many great things about Teen Wolf was how the series writers delved into mythology from season to season. As the popularity of the series grew we looked for fun ways to excite and reward the fans with premium, limited edition items that were more than the run of the mill promotional items. The love for this series was deep so we had to dig deep for cool content. One year as part of our Comic Con promotion we suggested to do a fully illustrated bestiary detailing the various creatures and mystic totems that had been mentioned in the show. One of the main characters had referenced the bestiary in previous episodes so it seemed like a great opportunity to create something that added a meaningful layer to the already rich narrative. We were fortunate enough to hire Teen Wolf fan, Swann Smith to illustrate and design the book and produced a special run for comic con. The giveaway was so successful that we reprinted a scaled down version for the subsequent DVD release and artwork from our bestiary made it onto the screen after series creator Jeff Davis saw the beautiful illustrations. Our wildest ambitions were realized as we became part of the Teen Wolf canon.







scream the tv series

MTV 2014

“Do you like scary movies?” Of course you do. And one of the all time classics is the Wes Craven favorites, Scream. The 90’s era hit reinvented the slasher horror series for a new generation bringing wit, mystery and a sexy cast to the horror pantheon of greats. It seemed like a perfect fit for a new generation of MTV viewers already watching new American Horror Stories through their fingers and loving every blood curdling moment.

A new mask, a new set of victims and a killer campaign to let you know, you’ll never see the killer coming.

You'll
never
see it
coming



SCREAM

TUES JUNE 30
10PM

*the tv
series*







The MTV2 re-launch refocused the channel for a male audience, and the new logo captured the spirit of “man’s best friend” with the signature MTV twist—a two-headed dog. The buzz was enormous around the teaser creative as people wondered what our ad campaign was all about. Was it a skate company? A new brand of sneaker? Or the new home for young male viewers who loved hip-hop, comedy and alternative sports?

**H EAV Y P
ET TIN G**



THE2HEADEDDOG.COM

**G OES CO
MM AN DO**



THE2HEADEDDOG.COM

**LO VES T
O SCR ATCH**



THE2HEADEDDOG.COM

**CHAS ES T
AI L**



THE2HEADEDDOG.COM

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ICK S**

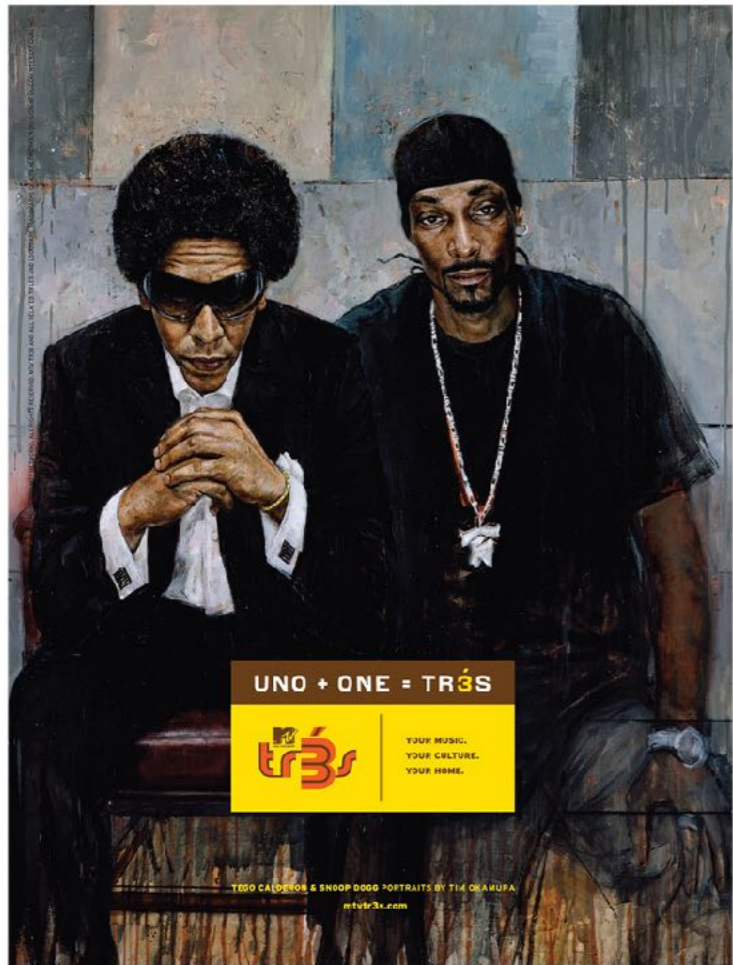


FEBRUARY 7 2005

WWW.THE2HEADEDDOG.COM

With the growing Latino population, MTV wanted to embrace this unique group of young people who identified themselves as equally Latino and American, Spanish and English. With that in mind, we captured that spirit with portraits of popular Latino musicians paired with American artists. Famed artist Tim Okamura was tapped to render the portraits, and the result was an iconic series that announced to the world that tr3s esta aqui.





mtvU

PROMO 2005

In 2005, the fledging mtvU channel was starting to get some buzz as it expanded its presence on college campuses across the country. Smart, edgy playlists mixed with news clips, lifestyle and promo i.d.s, like the two featured here.

I was given the opportunity to help create these video “haikus”—five-second shorts rendered in watercolor with a cello soundtrack—offering mtvU’s growing audience a brief vignette of student life.

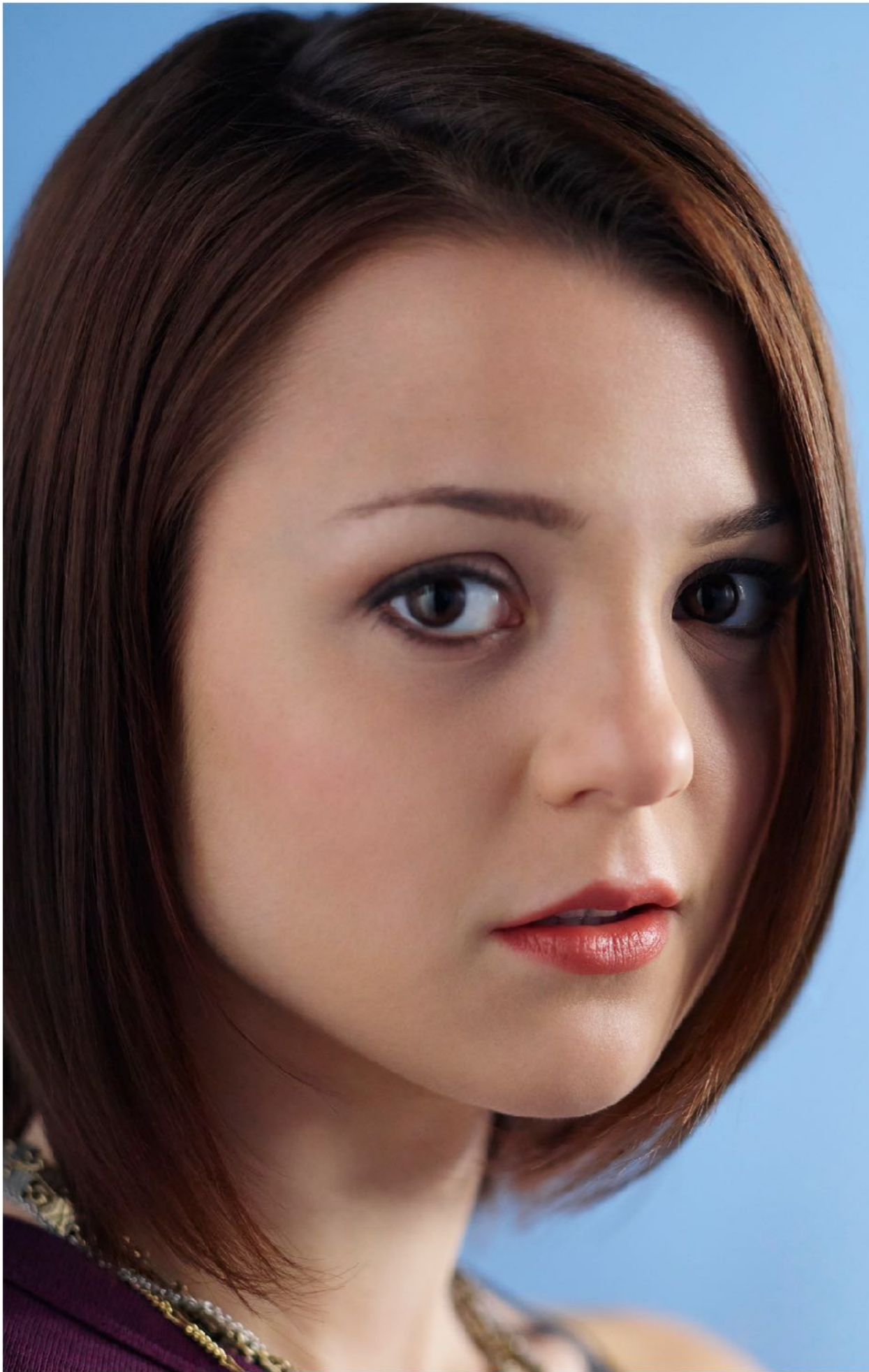
It was a bit of a challenge because I was working on VMA creative at the same time, and that year had me travelling more than usual. Thankfully, I managed to get all five sets (25 paintings total) completed and the spots looked great. They still occasionally pop up between music videos.



Watercolor by:
Jim deBarros

Arrangement by:
Matt Haimovitz, cello

J.S Bach "Sarabande"
from Suite 3 in C



finding carter

MTV 2013

Carter was a normal teenaged girl living her life with her mom, who was like her best friend until her world is torn apart only to learn her mom was not her mom and that she'd been kidnapped as a child. As a life long New Yorker I remember the horrifying disappearance of Etan Patz who was just a few years younger than myself when he went missing. It was the first time I can recall anyone using a milk carton as a messaging device to bring awareness to this tragic story. For our launch campaign we worked with Mirko III to drive home the essence of this new drama series.



new series july 8 tues 10pm



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the truth will tear you apart

FINDING CARTER

new season
march 31







the inbetweeners

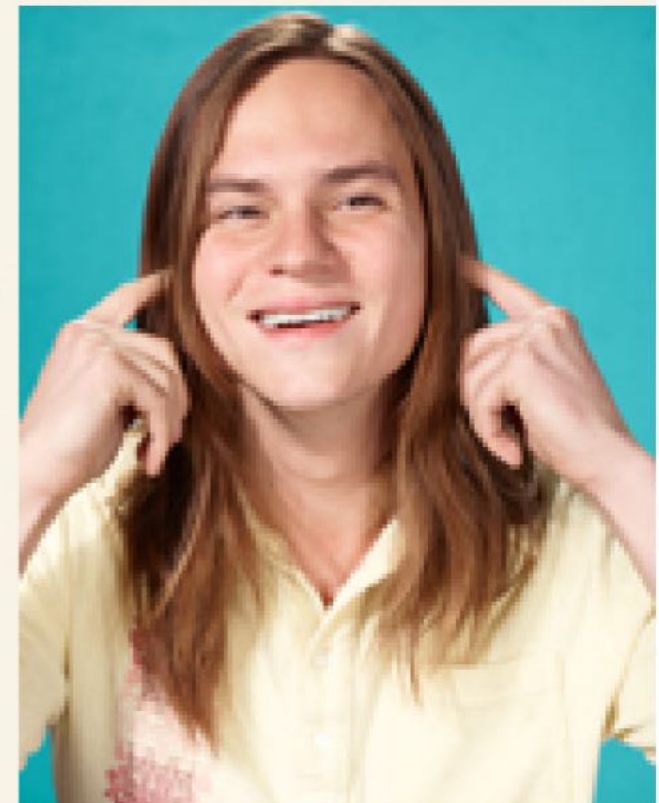
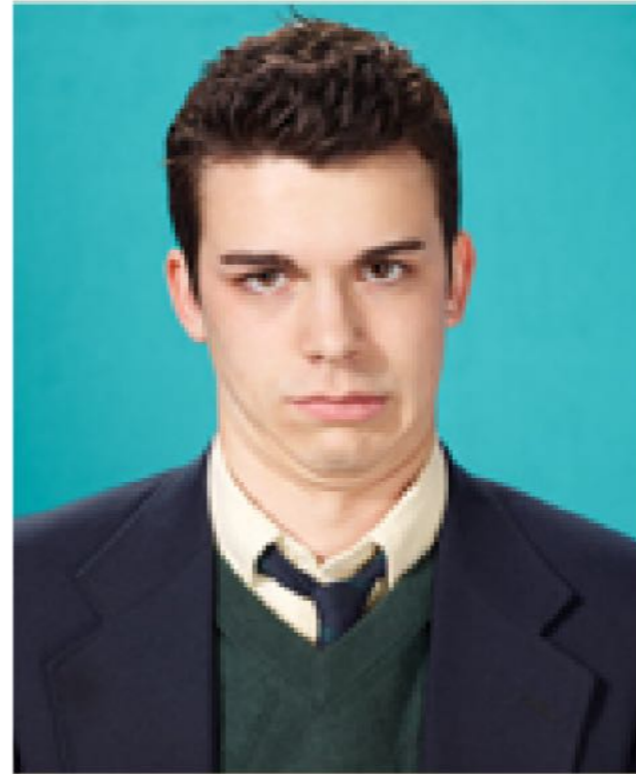
MTV 2012

Another adaptation of a hit U.K. comedy series, this show focuses on a group of friends who aren't the worst off in the social hierarchy but they're also far from the top of the pyramid... basically, they're in between. The campaign plays with the idea of "See no evil, hear no evil, speak no evil" and invites viewers into "the in-between" world these characters occupy. The promo uses photography and some clever editing to give you a glimpse into the guys' very different personalities and senses of humor.

the inbetweeners



the inbetweeners





the hard times of rj berger

MTV 2010

Ever wonder what male porn star Ron Jeremy was like as a teenager? Well wonder no more. MTV's first scripted comedy series for the emerging millennial audience, delves deep to answer the question. Our hero, a scrawny, bespectacled, comic book reading geek with equally odd friends is R.J. Berger who has very little going for him but he is unusually well endowed. One might think this extra oomph in his shorts would compensat for his other set backs but R.J. finds out very quickly that his nerd status is only exacerbated when his junk is exposed to the school at a sporting event do to some ill fitting shorts. They key art for season 1 recreates this revealing moment with a twist by not showing the main character and suggesting rather than showing what all the fuss is about. We get reaction shots of the rest of the cast and the viewer is left to imagine how big a problem R.J.'s popularity is facing.

In Season 2 R.J. has turned the tables on the jocks and popular kids at school. The meek have indeed inherited the earth (or at least the halls of high school). Now R.J.'s problem is choosing between the girl of his dreams or the girl whose been by his side since day one. Friendship or fantasy. Hard Times indeed.





THE MEEK SHALL
INHERIT THE GIRTH

THE
**HARD
TIMES**
OF RJ BERGER
SUNDAY JUNE 6
11/10c  SERIES PREMIERE
AFTER THE MTV MOVIE AWARDS



TWO'S COMPANY. THREE'S COMPLICATED.



awkward.

MTV 2012

After a hit debut season, *awkward.* returned just in time for main character Jenna to decide whether she wanted romance or sex. Inspired by John Hughes' classic teen movies like, we played up the love triangle of Jake, Jenna and Matty, with promos and key art that implored her to make a decision, and got viewers to watch it all unfold.



Sometimes high school can be a real bitch.

awkward.

new series

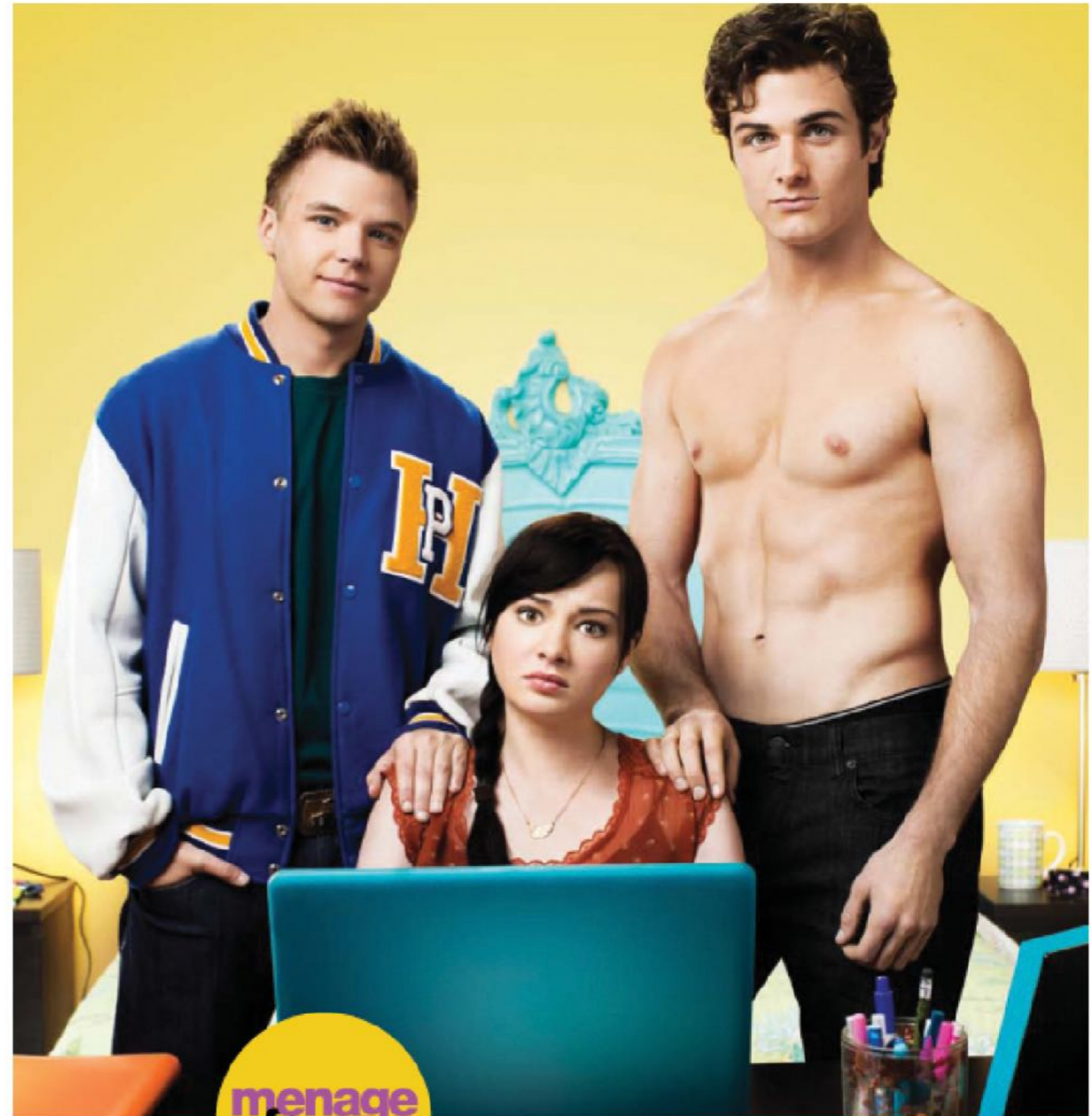
tuesdays

11/10c 

facebook.com/MTVawkward
@MTVawkward



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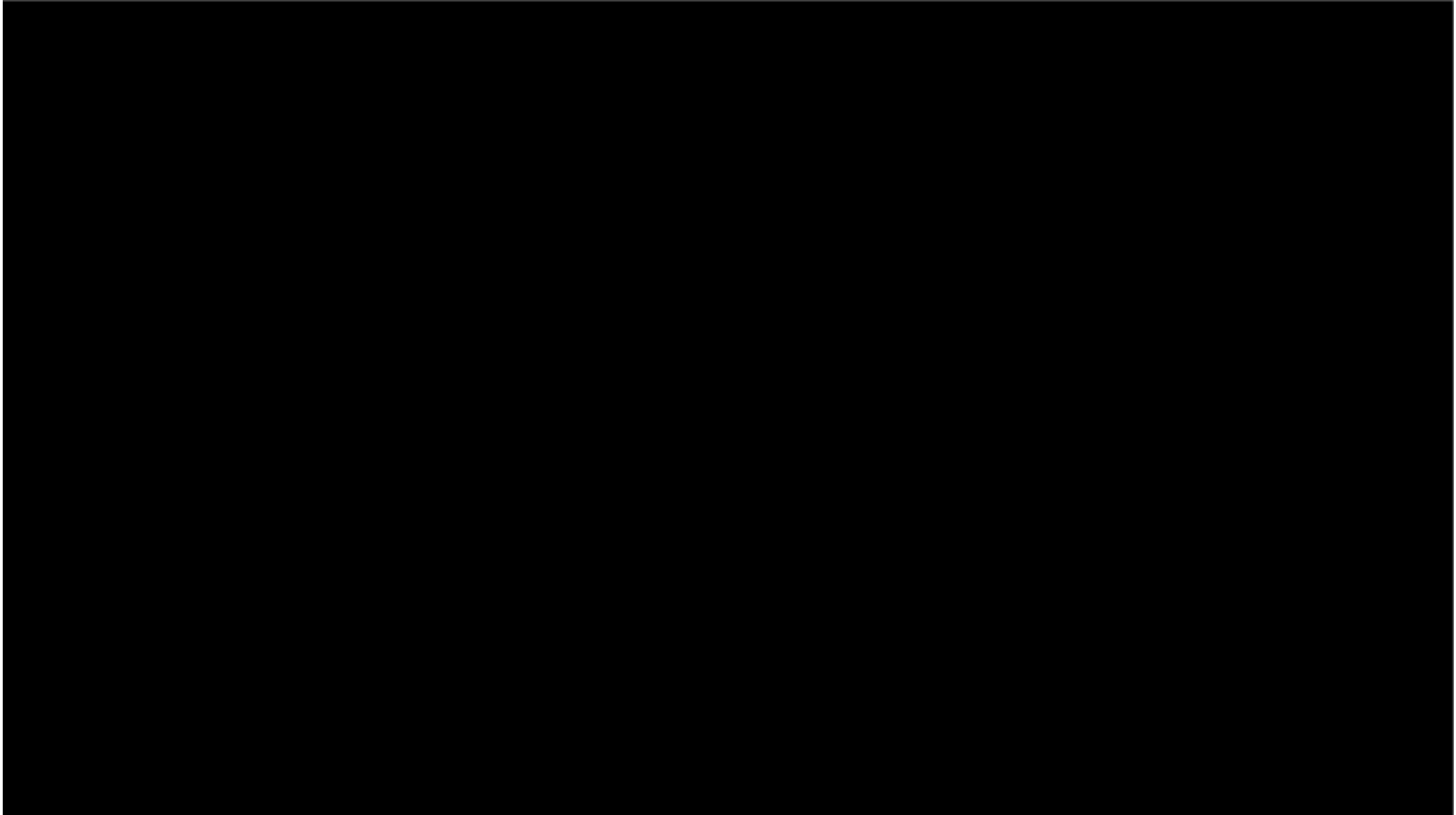


menage
faux
pas



awkward.

season 2



Santeria MTV Ident Promo

The assignment was to take a vinyl MTV and make a fun spot to air on linear and social platforms. It had been a while since MTV commissioned or aired any brand promos and we thought this department wide challenge could be a fun and cost effective way to build up a new bank of spots to air when inventory freed up.

My idea was to nod to our history of music but with a twist. Some have accused the network of straying from the path. I figured sacrifices would have to be made to get back in favor. I recruited renowned experiential artist, Kevin O'Callaghan to turn one of the vacant offices at MTV into this "altar" to the gods of music. A quick eye can catch one of the many easter eggs we planted in the space with references to Prince, Nirvana, One Direction and more. Sadly new leadership took over shortly after the spot was completed so it never aired. The gods were not amused.







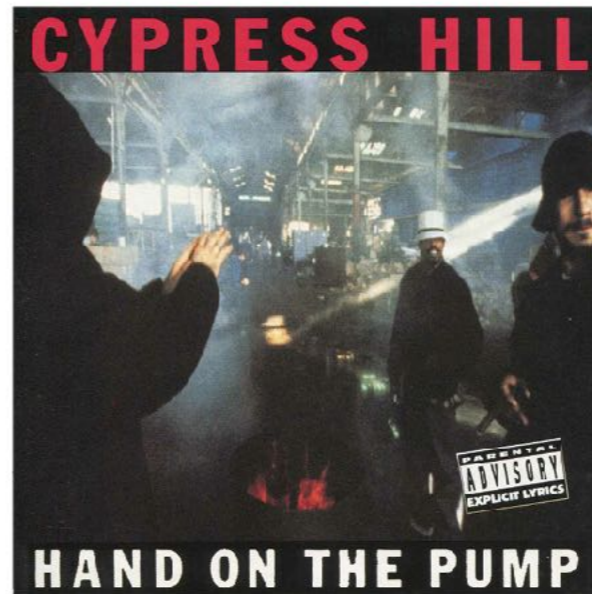
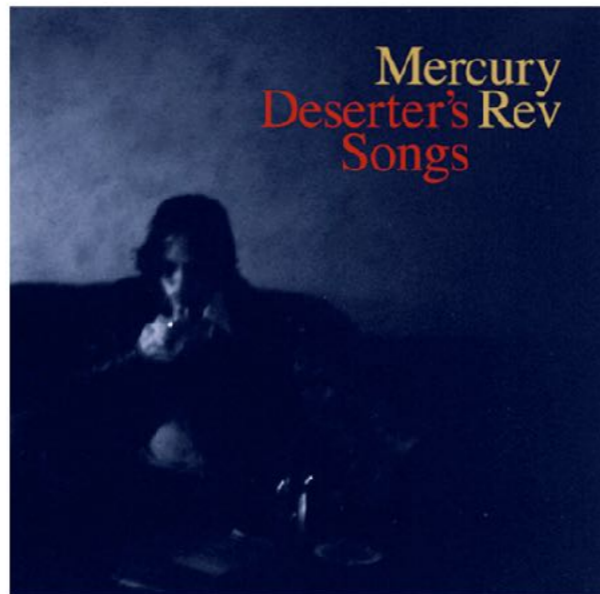
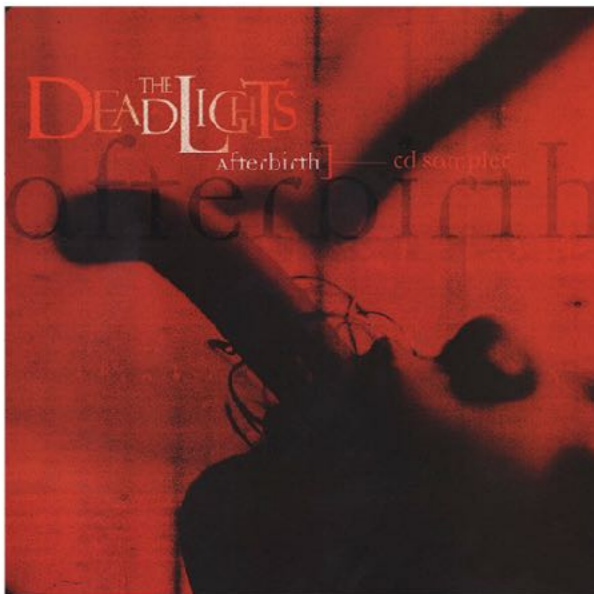
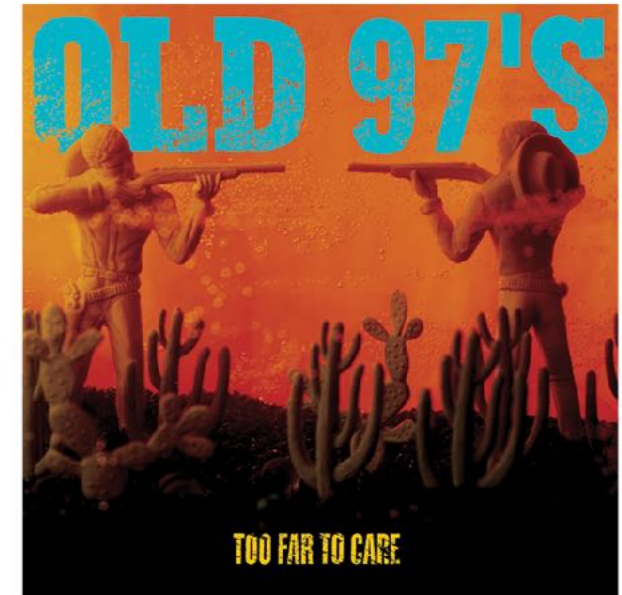
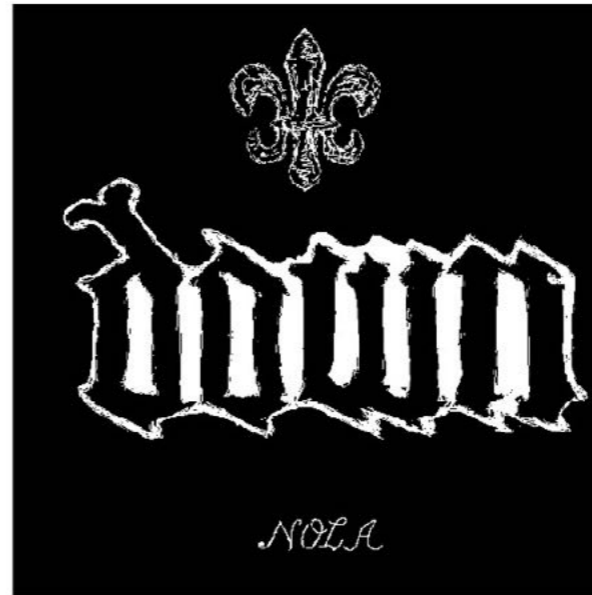
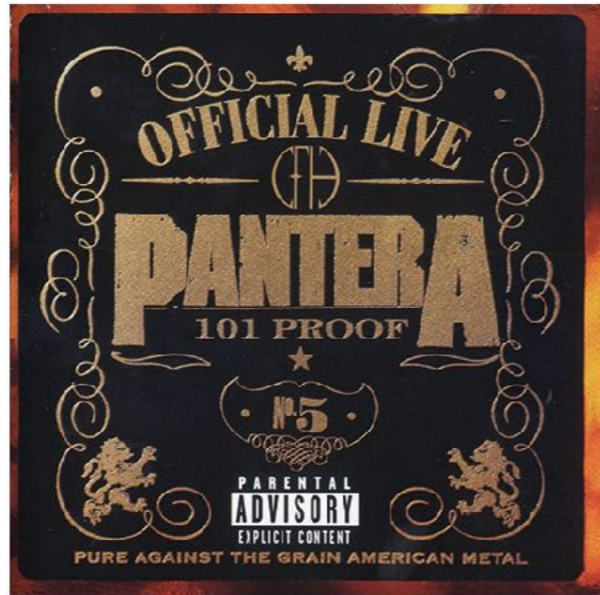
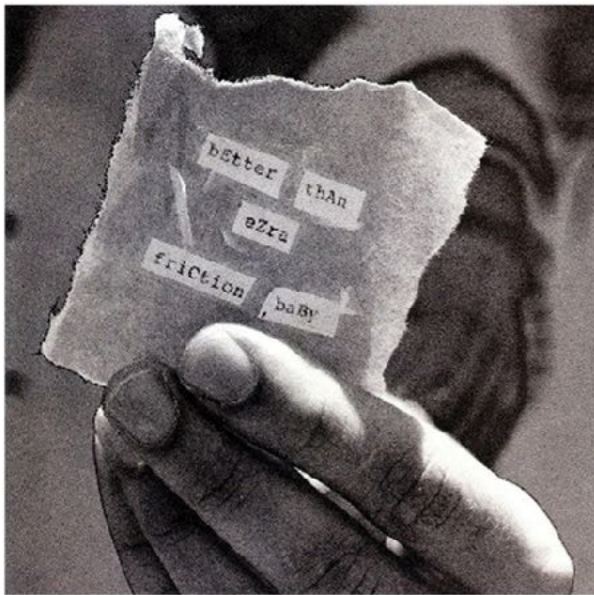
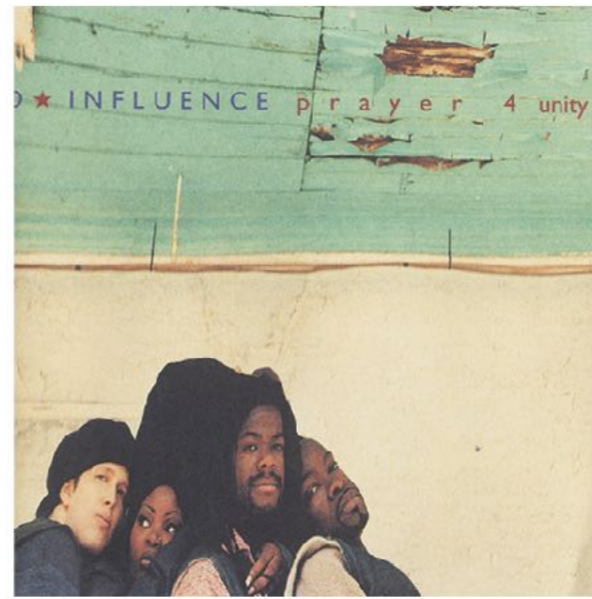
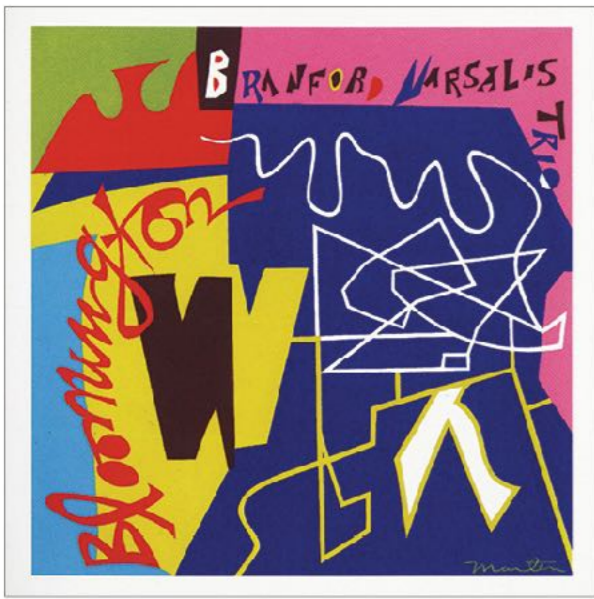
sony music – elektra records

My first work after graduating from Pratt was as a Design Assistant at Island Records. At the time, it involved a lot of copy setting, photo stats and paste-up. I'm sure these terms are foreign to many young designers today, but the experience was invaluable, as Island served as a sort of finishing school for me, and prepared me for everything that would follow.

At Sony Music, I started as a designer and gradually worked my way up to Art Director. In that time, I worked with other Art Directors, illustrators, photographers and of course musicians from across the spectrum. It was a fun, adventurous time that I will always remember fondly. After four years at Sony, opportunity knocked again and I moved on to Elektra Records/Warner Music as a Sr. Art Director, where I further honed my skills and expanded upon my talents as a designer and Art Director.

These are just a few examples of the great work I was privileged to participate in.

DRAKFORD MARMALITE - BLOOMINGTON / Illustration: Ruth Merton, Design: Jim deBarros
BUCKSHOT LEFONQUE / Illustration: Mary Flock Lemp, Design: Jim deBarros
D-INFLUENCE - PRAYER 4 UNITY / Photography: Eric Johnson, Design: Jim deBarros
DAVIDER TRAM BUDA - PRECISION BLUES / Photography: Frank W. Ockers, Design: Jim deBarros
PANTERA - OFFICIAL LIVE! PROOF / Photography: John Fazio, Design: Jim deBarros
OLD 97'S - TOO FAR TO CARE / Photography: Chris Gorman, Design: Jim deBarros
THE DEADLIGHTS - AFTERBIRTH / Photography: Jana Leos, Design: Jim deBarros
MERCURY REV - DISSEMBER'S BLOOD / Photography: Jonathan Donahue, Design: Jim deBarros
CYPRUS HILL - HAND ON THE PUMP / Photography: Michael Hilly, Art Direction: Stacy Drummond, Design: Jim deBarros



The
achievement
of
one
African
American
gives
others
the
freedom
to
look
at
themselves
with
dignity
and
expectation.

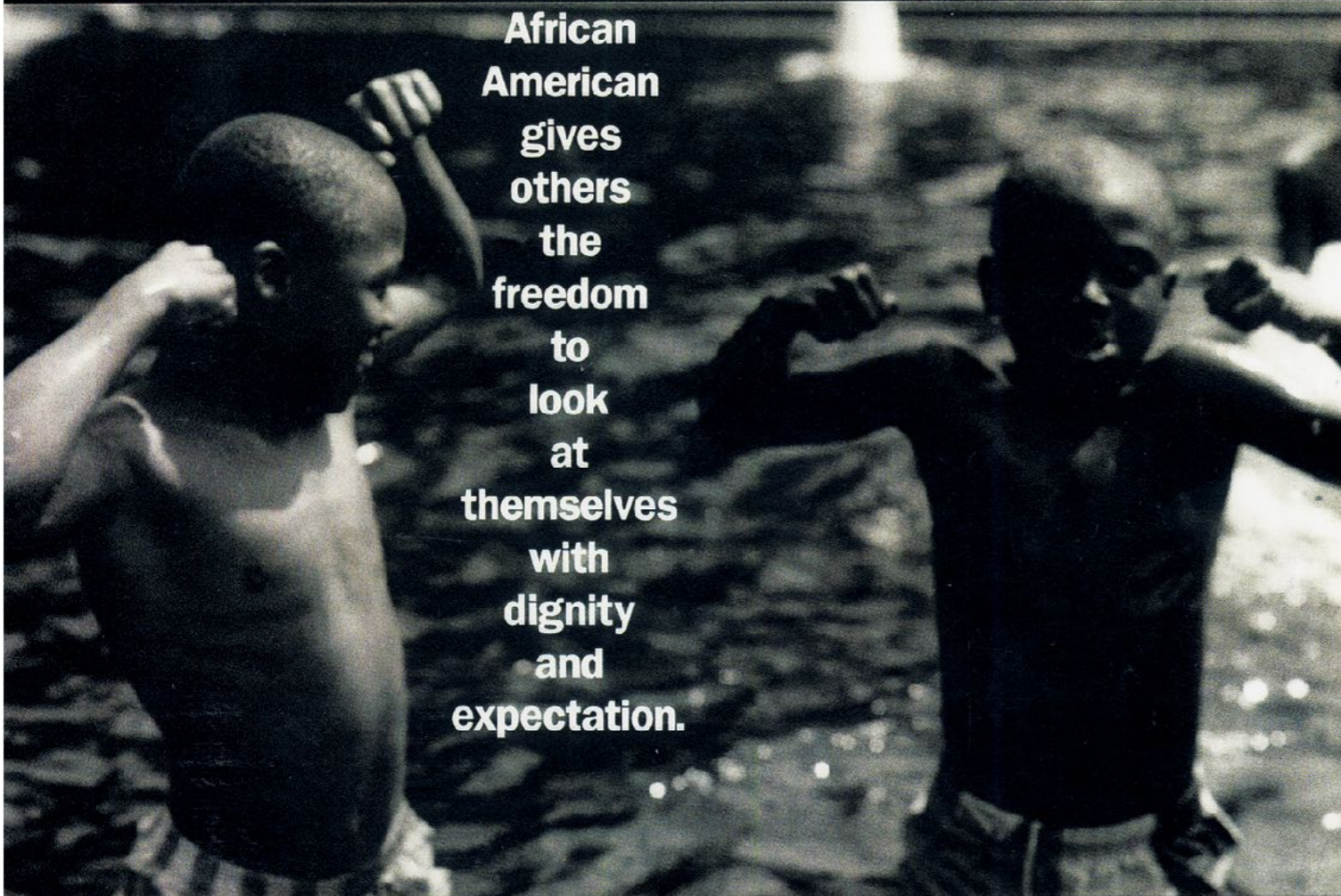


Photo courtesy of Shooting Back/Columbia Thomas, 1517 E. Franklin, Minneapolis Min. 55404

Creativity C + C Music Factory Courage Peabo Bryson Dedication L.L. Cool J Instinct Wynton Marsalis Intelligence Luther Vandross Dignity
SONY MUSIC SALUTES YOU.

COLUMBIA

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sony music black history month

Of the many projects I worked on at Sony Music, one stand-out assignment was their annual Black History Month ad. Traditionally this ad would feature African American artists with an obligatory line honoring Black History and that was that. My partner that year, writer Kim Green, wasn't content to stick with the same ol', same ol', and challenged the team to reconsider what we could do with print media. The resulting ad featured a photo we found through the Shooting Back organization and was a huge departure from the cookie cutter creative that had come before. Ultimately, we raised the bar, inspiring the label to invest real ideas into Black History month for years to come.