Packaging Design

For this assignment, I had to update a counter top stand design while incorporating the company's colors and logo in addition to the product's colors. The idea was to differentiate the product from the many other in-store automotive additives by using the company logo's distinctive colors.

TOP: 3D Product Mockup created in Photoshop.

BOTTOM: Final completed print document created in Illustrator with dielines.

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Poster

Sell Sheet

Web Banners

Brand Identity

For this series of pieces, I had to incorporate the products, both inside their packaging and on their own, into designs that included the logo, slogan, and selling point. All the pieces had to fall within the company's design guidelines while still relating to each other. I used a combination of client-supplied art along with available stock photography. The two printed pieces above had to look similar to each other — the same goes for the two web banners below.

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Form Design

For this invitation PDF form delivered via e-mail, I had to incorporate the company logos, pictures of the interior and exterior of the hotel, information about the event, as well as a form that could be filled out and returned to the company. To balance the design, I incorporated stock photography.

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Customer Search

Customer Search 2

Customer Search 3

IT Contacts

Manager's Toolbox

Policies and Procedures

Performance Metrics

Organizational Structure

Government Credentialing

Government Enrollment

Networking

Networking Referrals

IT Discounts

**View Job Opportunities**

Patient Services

Web Buttons

For this assignment, I was given over 120 concepts to do within a two week timeframe. Using a Photoshop template for the basic button shape, I used a combination of available stock photography and clip art along with previous button designs to create new designs for an internal website.

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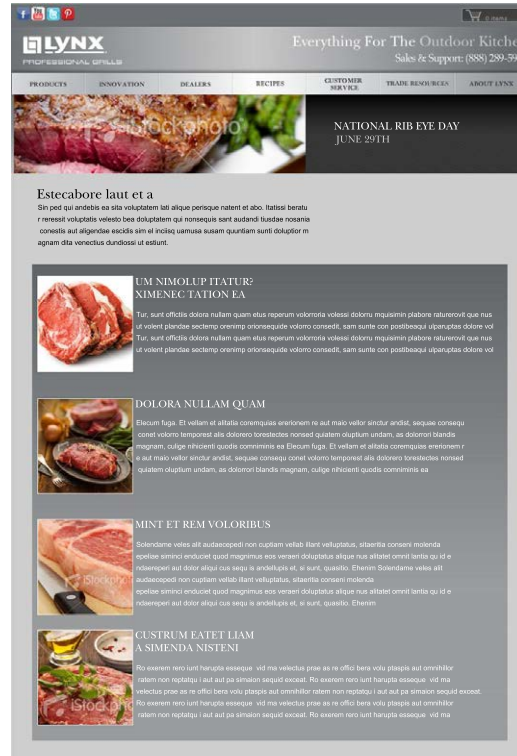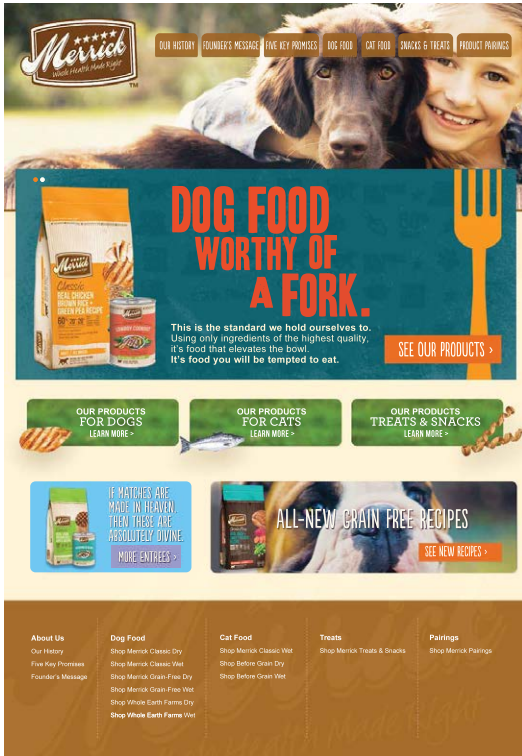
Web Site Design

For these projects, I created mockup designs for websites using Photoshop. Coding for these sketches were to be outsourced.

TOP LEFT: I rearranged existing elements to create a new front page for a mini site.

TOP RIGHT: Took an existing look and created a mockup for the website. Picked out the photos in iStock.
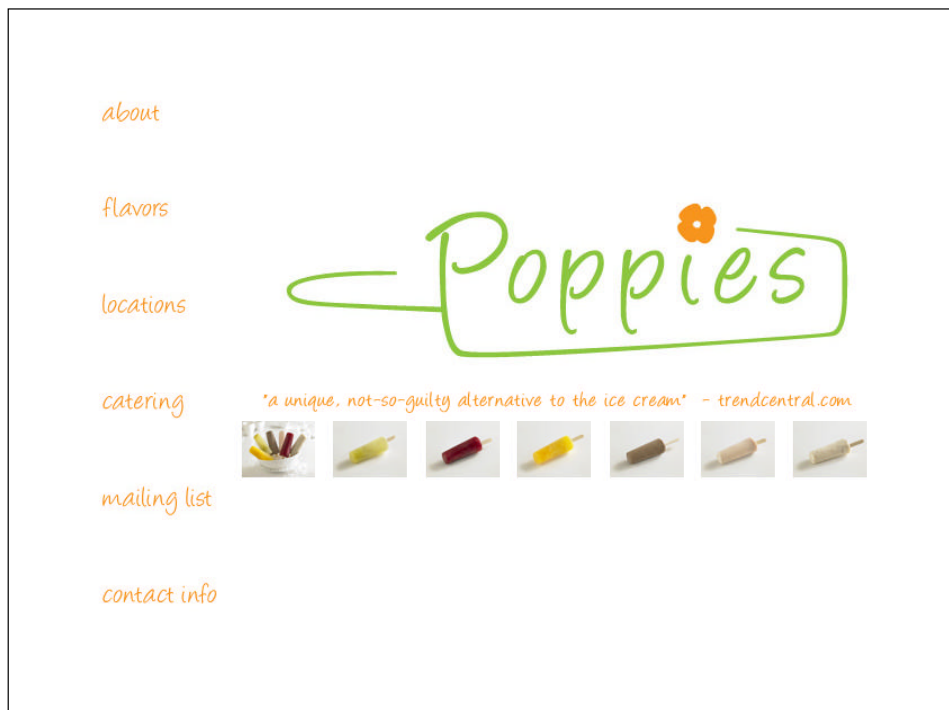
BOTTOM: Created a landing site design from scratch based on client and art director input. Picked out photos and color scheme based on the objective of the site and company logos.

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Web Design

TOP: Landing page whose design requirement was to adhere to the design of a promotion piece done previusly, paying special attention to typography and color.

BOTTOM: I created a logo that incorporated the product and company name in a friendly, inviting manner. I then catered the design to the customer's desire for a spare, upscale look.

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Front

Back

Postcard Design

For both sides of this design, I made a space for the dealer to put their own stamp with their contact information. In both cases, I had to adhere to each product's previously established brand identity.

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Key Art Design

This is a series I developed as key art for a film festival. The objective was to use the official festival trophy along with the name of the festival, logo, and dates in a colorful manner to be used as posters throughout the city as promotion for the festival. Four different color schemes were used to adhere to the brand identity that was established in previous festivals.

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Front

Drive at the Limit. Compete with Others. Run Against the Clock.

California Sports Car Club invites you to experience the world of Solo competition!

Autocross is a safe, exciting and inexpensive motorsport for everyone.

For more information:
Greater LA   San Diego
www.SOLO2.com   www.SDR-SCCA.com

CSCC SOLO
CAL CLUB REGION - SCCA

Front

Back

2010 CSCC (Greater LA) Schedule		
Jan 9-10	Practice / Championship	AAA Speedway
Feb 6-7	Practice / Championship	AAA Speedway
Feb 21-22	Autocross Evolution School	El Toro
Mar 6-7	Practice / Championship	AAA Speedway
Mar 27-28	Practice / Championship	El Toro
Apr 17-18	ProSolo	El Toro
May 1-2	Practice / Championship	El Toro
May 29-30	Practice / Championship	AAA Speedway
Jun 26-27	Practice / Championship	El Toro
Jul 17-18	Practice / Championship	El Toro
Aug 14-15	Practice / Championship	El Toro
Sep 25-26	Practice / Championship	AAA Speedway
Oct 23-24	Practice / Championship	AAA Speedway
Nov 26	Practice	AAA Speedway
Nov 27	Ladies School	AAA Speedway
Nov 28	Championship	AAA Speedway
Dec 11-12	Practice / Championship	AAA Speedway

2010 SDCC (San Diego) Schedule		
Jan 30-31	Practice / Championship	Qualcomm
Feb 20-21	Practice / Championship	Qualcomm
Mar 13-14	Practice / Championship	Qualcomm
Apr 3	Practice	Qualcomm
Apr 9-11	National Tour	Qualcomm
Apr 24-25	Practice / Championship	Qualcomm
May 8	Practice	Qualcomm
May 16	Championship	Qualcomm
Jun 5	Novice School	Qualcomm
Jun 12	Championship	Qualcomm
Jul - Dec	TBD	

What is Autocross?
AutoCross (aka AutoX or Solo) is a grassroots motorsport driving against the clock on a pylon-defined course, often in large parking lots or airfields. Drivers compete in a class based on their car's relative performance and modification level. Most compete in the same car they drive every day. Courses laid out are very turn intensive, typically not exceeding normal highway speeds. This puts focus on the car's handling and the driver's ability. AutoXes are a great place to compete and learn a lot about the handling of your car in a safe setting.

For more information, go to **www.SOLO2.com** for the Greater LA area or **www.SDR-SCCA.com** for the San Diego area.

Everyone entering the event site must sign a release and waiver form.

Back

Postcard Design

Front and back of a promotional piece for a local sports car club. The goal was to be informative while showing the accessibility of the sport by using photographs of cars that could be used every day. Photos were picked from a local photographer's existing stock. The back features a schedule of various events along with a brief description of the sport being promoted.

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The TIRERACK SoPac Divisional flyer

The OS GIKEN SoPac Super Regional Autocross Championship flyer

Flyer Designs

Promotional pieces for an annual local sports car club event that was distributed throughout the region. These flyers were also used as the basis for promotional web banners. The goal was to keep a similar design motif for each year while showing a photo of some of the club's top performing car and driver combinations. Photos were picked from a local photographer's existing stock.

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Ad Design

These are ads I designed for a Film Festival to promote exhibits and classes. The goal here was to incorporate design motifs used throughout the festival to maintain consistency across all forms of advertising. These flyers were distributed at various points throughout the festival.

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Classic Movie Poster Exhibit

Come see posters from a treasure trove of movie memorabilia collected over the years by Thai Post daily writer Khun Dumras Rodjanapiches. A well-known figure in Thailand's entertainment world, Dumras is an avid collector of all things movies including some 30 movie posters on films made here dating back to the 1950s shown in this exhibit.

Feast your eyes on rare original posters of movies such as: *This Angry Age* (1958) with Anthony Perkins and Silvana Mangano; well-loved American-made movies shot in Thailand such as *The Ugly American* (1963) starring the late Thai prime minister Kukrit Pramoj as the leader of a fictitious Southeast Asian country alongside Marlon Brando; *The Deer Hunter* (1984), a movie about the effects of the Vietnam War on American soldiers starring Robert de Niro; and the James Bond film *Tomorrow Never Dies* (1999). Other movies made in Thailand are represented as well, such as: *The Man with the Golden Gun* (1974) and *Good Morning Vietnam* (1987).

WHERE:
Royal Paragon Hall 3, 5th floor, Siam Paragon
WHEN:
Feb 17–26, 2006
PRICE:
Free

Having grown up in Bangkok in the 1950s, experiencing movie thrills, old theatres and general film culture right up to the present, Dumras hopes his posters will unlock distant memories among older movie-goers, and perhaps fascinate younger people. While at the exhibit, be sure to seek out Dumras for a chat on old movies and music of all kinds.

Printing of this ad courtesy of our sponsor Bangkok Post

Bangkok International Film Festival Presents
MASTER CLASSES

This year's Bangkok International Film Festival allows everyone from the international press to filmmakers to the general public the opportunity to meet the people that make the movies happen. By securing your ticket* to guarantee a seat, you'll be able to witness a personal dialogue from the filmmakers themselves and allow yourself to be "upfront and personal" with your own questions.

In *Master Classes*, you can experience how their careers have evolved. You'll hear how they make it all happen and some of their very personal likes and dislikes. Get your questions ready and secure your tickets now for the following programs.

Check the web site (bangkokfilm.org) or *The Bangkok Buzz* for any last-minute schedule changes.

Master Class with **Terry Gilliam**
Best known for the Monty Python films as well as *Brazil*, *The Fisher King*, *12 Monkeys*, and *The Brothers Grimm*, Famed director Terry Gilliam will be available to discuss his career and allow you to find out how this man from Minneapolis, Minnesota, USA became successful with his now famous work.
SATURDAY, FEBRUARY 18, 2006
4:00 P.M., THEATER #7

Master Class with **Oliver Stone**
One of today's most-talked-about directors, Oliver Stone, returns to the Bangkok International Film Festival to present this Master Class, which allows everyone to witness first-hand information about his incredible career. He'll discuss his early days as a director to the shooting of his film *Alexander* in Thailand and his latest project, a fictional tale based on 9/11. Limited seating is available. Secure your tickets now.
MONDAY, FEBRUARY 20, 2006
7:00 P.M., THEATER #7

* TICKETS CAN BE PURCHASED AT THE CINEPLEX SIAM THEATER OR ONLINE AT WWW.BANGKOKFILM.ORG

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Hyatt · Holiday Inn · China Airlines · Cathay Pacific · getty images · image.net

Printing of this ad courtesy of our sponsor Bangkok Post

Newsletter Design

This is a layout for a daily newsletter I designed for a film festival. The goal was to create a layout that could be used on either a Mac or PC in InDesign and would require minimal training to use. This newsletter proved to be an effective communication tool and a popular read among thousands of festival goers.

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Southern California Association of Governments

RTP

2001 Draft Regional Transportation Plan

SOUTHERN CALIFORNIA ASSOCIATION of GOVERNMENTS

Concept Art

This is a Photoshop layered file I created as a sketch for SCAG's regional plan cover consisting of found images. I used more than 50 layers using various filters and layer settings to get this effect.
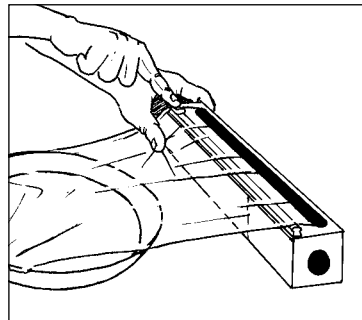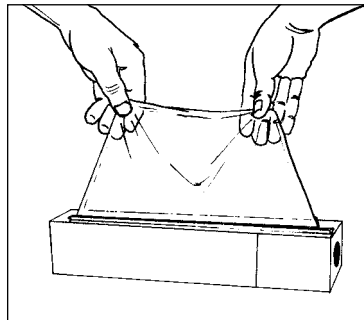
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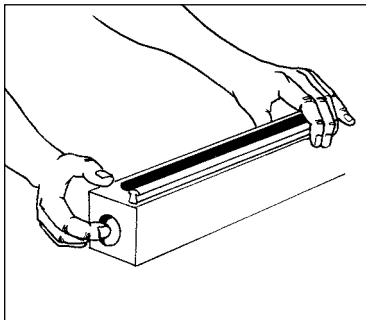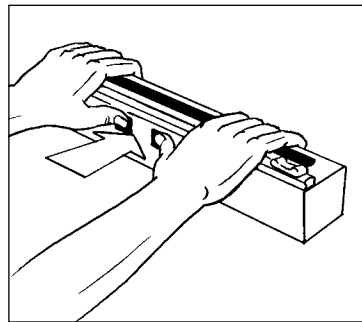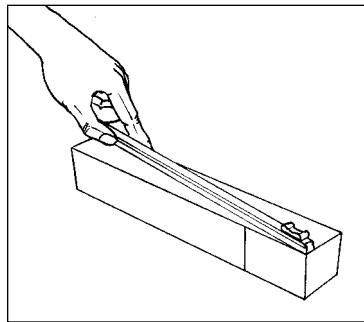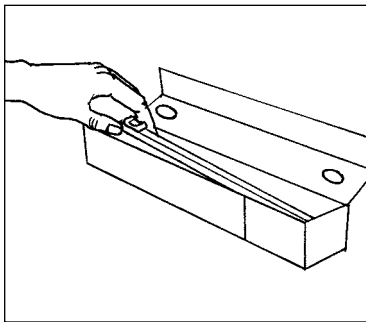## Graphic Design | Illustration

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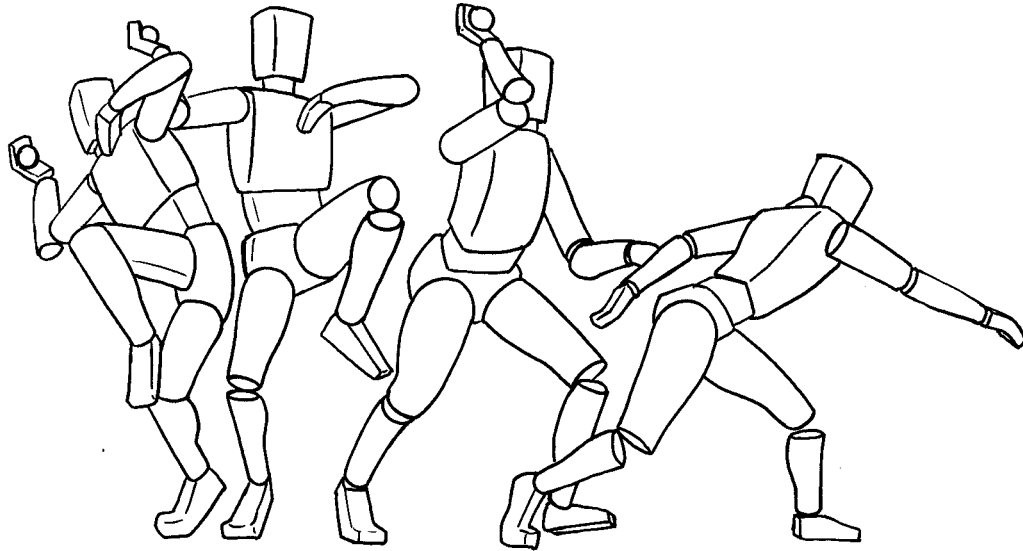
Spot Line Art Illustration

TOP: A piece I illustrated for a chapter on animation in a high school textbook calling for a series of action poses.
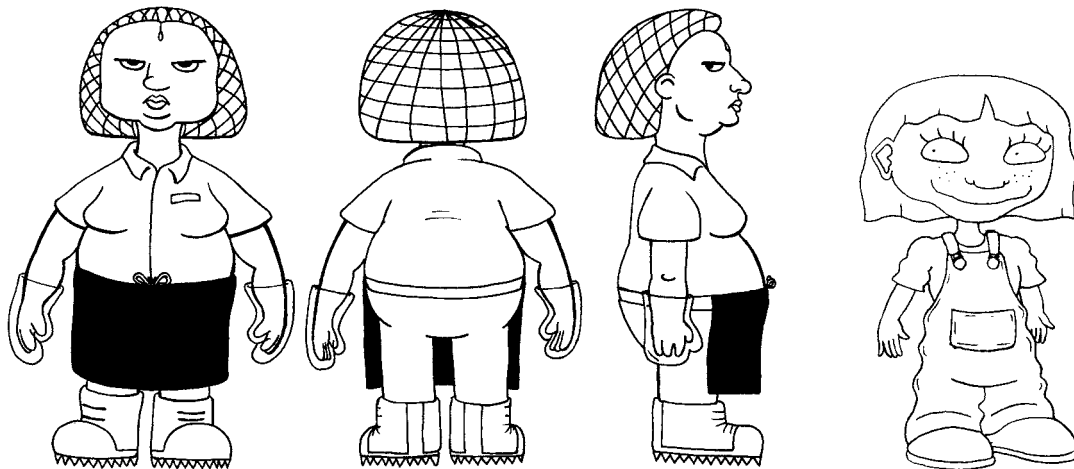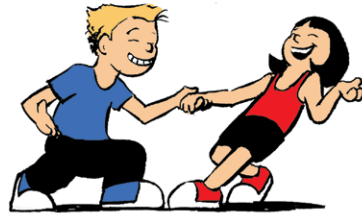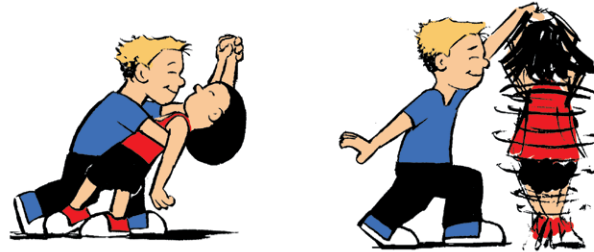
BOTTOM: The set of six below were instructions I created
for a cutting tool meant to
provide a safe method
for cutting package wrapping.

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Character Design

(Clockwise from top left):
1) A t-shirt design for a local swing dancing club.
2) Action poses of swing dancers translated to cartoon form.
3) Character done in the Klasky-Csupo style.
4) Turnaround of a cafeteria worker for a TV-show pitch.

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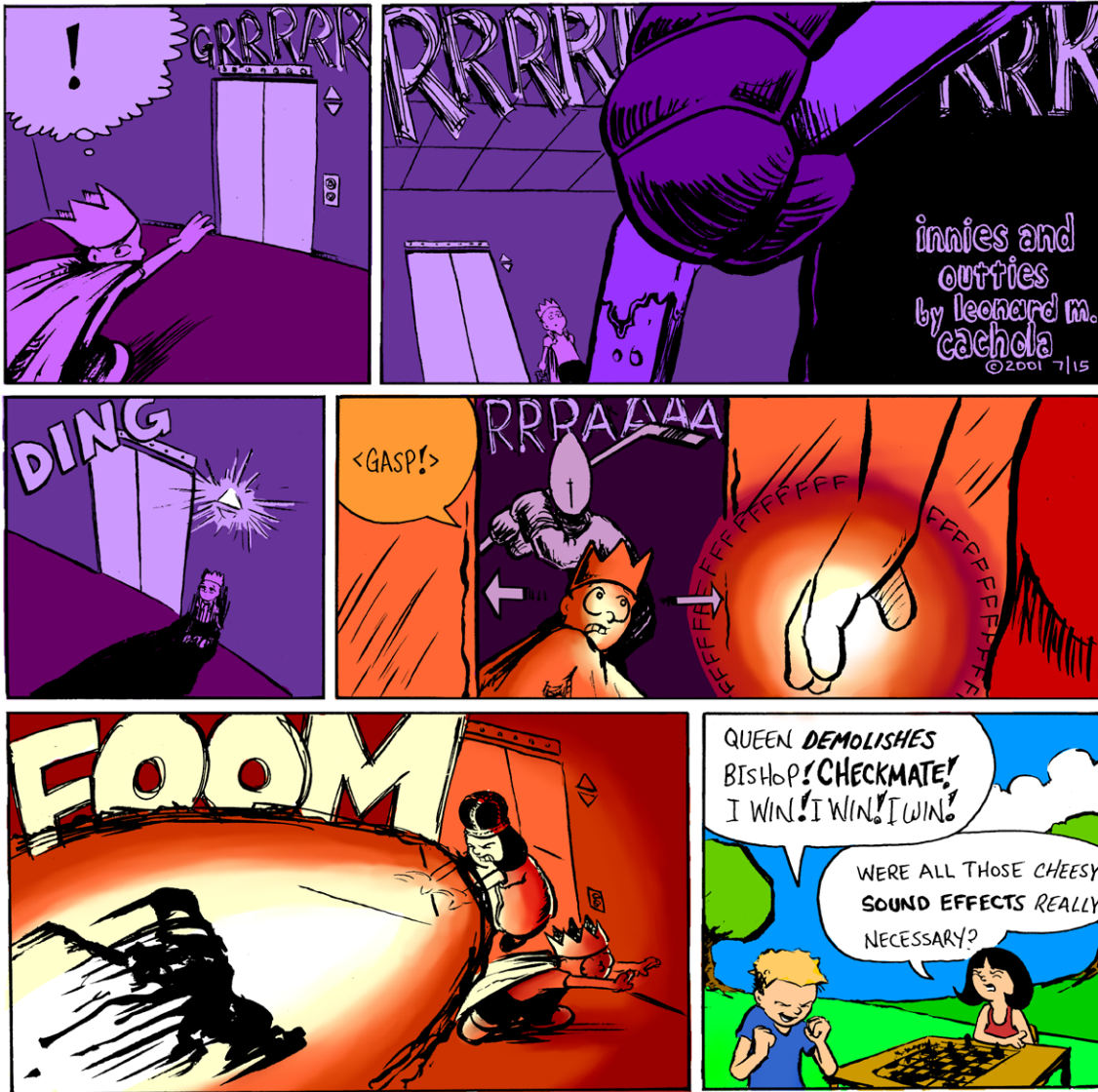
Comic Strip Layout

This was the first color piece I wrote and illustrated for a webcomic. I used a combination of hand-drawn illustrations along with Photoshop and Painter.

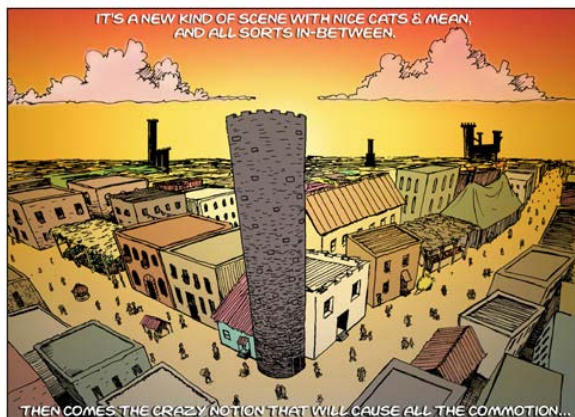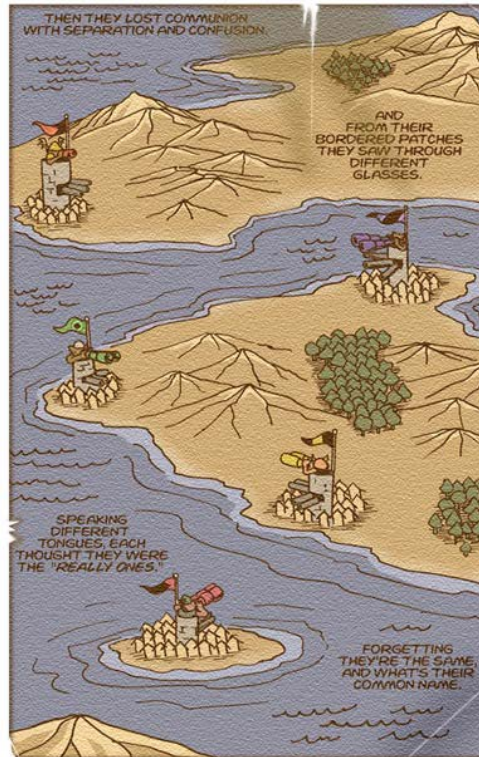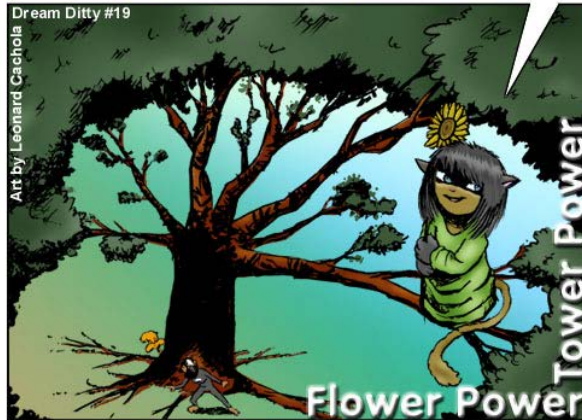# Leonard M. Cachola
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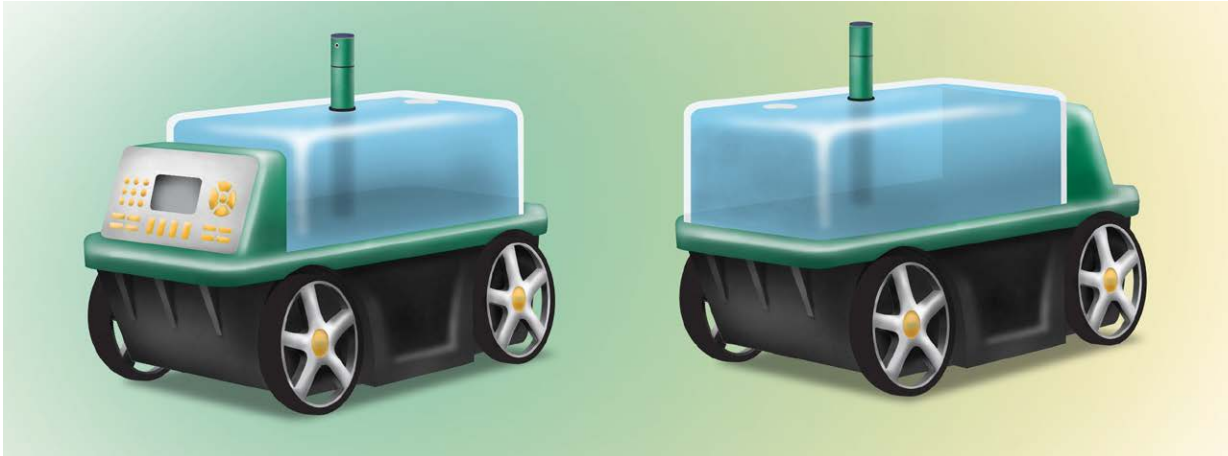
Comic Book Illustration

These are excerpts from a piece I did for an online comic book. I did the pencilling and inking from a script.
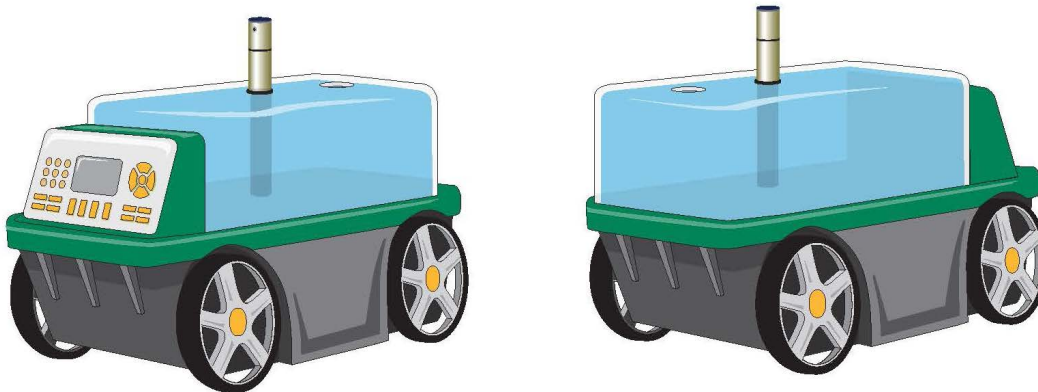
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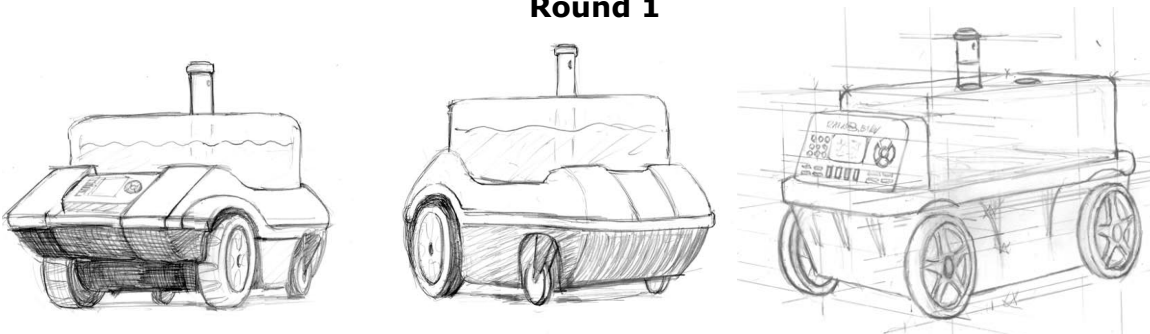c. 310-770-3881
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Final

Round 2

Round 1

Concept Art

The assignment here was to create
a product concept based on the
client's directive. I created the
preliminary sketches and, upon
client approval, finalized them in
a style reminiscent of automotive
concept designs with a combination
of Photoshop and Illustrator.
This piece was one of several I
completed for this project.

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Final

Round 2

Round 1

Concept Art Animatic

For this assignment, I was directed to use a product concept design I had a created and turn it into an animatic. This was done to visualize to the client how their concept would work in a real life setting. I used a combination of Illustrator and Photoshop to complete the project. All animation was done through Photoshop's animation features. The piece was one of several I completed for this project.

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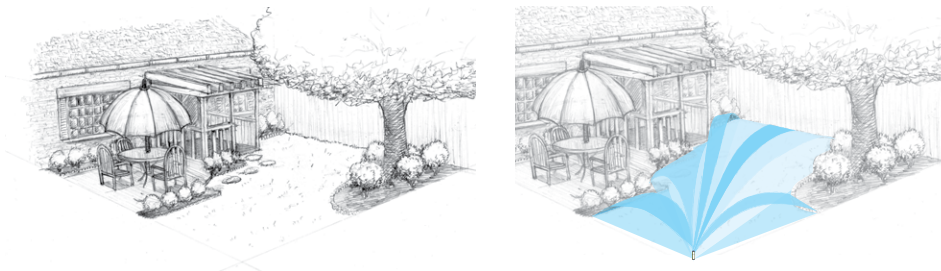c. 310-770-3881
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