Sales Guide Brochures

These are samples from Sales Guide brochures I worked on for in-house sales marketing purposes. I streamlined the production process on these thanks to more efficient ways of setting up the documents to save time when doing revisions and adding more versions.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

Newspaper and Magazine Advertising Mechanicals
These are samples of advertising mechanicals I worked on for a national campaign.
Responsibilities included making sure design standards were consistently
implemented across various sizes.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

Newspaper and Magazine Advertising Mechanicals
These are samples of advertising mechanicals I worked on for a national campaign.
Responsibilities included making sure design standards were consistently
implemented across various sizes.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

Ad Resizing
These are samples of ads run in various worldwide entertainment publications promoting a film festival. Completed in Illustrator and resized as necessary, thus saving time and money. Based off of an earlier promotion piece, I also adapted this for use as a webpage placeholder.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM
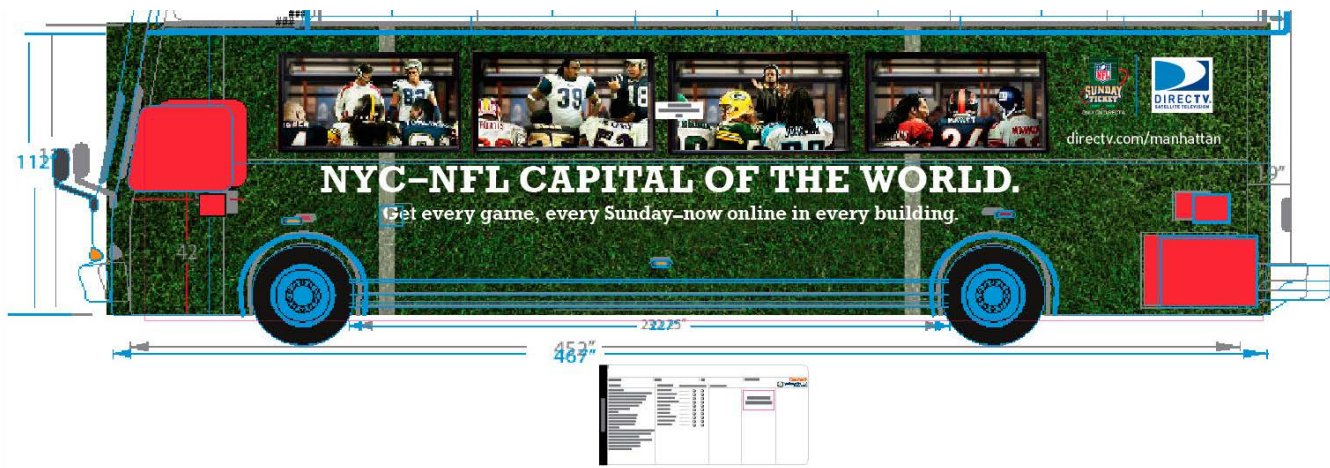
Out of Home Advertising Mechanicals
These are samples of advertising mechanicals for bus wraps I worked on for
an ad campaign. Responsibilities included laying out the design and making sure
all elements cleared the safety areas.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

30 1/16"

14 7/16"

GLUE GLUE

1 1/2"　8"　3 1/4"　8"　3 7/32"

<<< CORR >>>

16 15/16"　　14 7/16"

1 11/32"　4 9/16"　3 1/4"　4 9/16"　3 7/32"

<<< CORR >>>

16 15/16"　　14 7/16"

1 11/32"　4 9/16"　3 1/4"　4 9/16"　3 7/32"

<<< CORR >>>

Packaging Production

Used Illustrator to implement design across several products, ensuring a cohesive brand and product strategy for a local company. Goal was consistency across all packages.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM
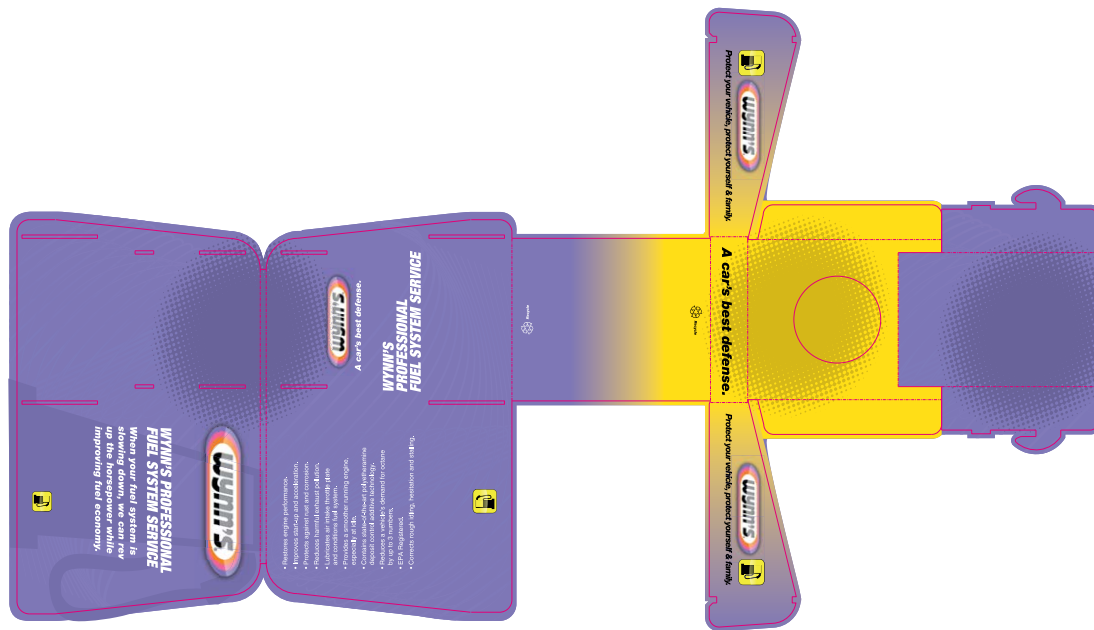
Packaging Design
Package design for product developed in Illustrator. Project was to help freshen up design to make it more eye-catching and distinctive while integrating the corporate and product colors. TOP: Digital Mockup. BOTTOM: Final art with dieline.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

Key Art
This was originally a lo-res file barely postage-stamp sized, but needed to be resized for movie poster and billboard size. I retraced the the art by hand, brought the file into Streamline, and eventually Illustrator for color. This was the black-and-white version, but could be easily be converted to any colors the designer needed.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

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.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

OFFICIAL FESTIVAL HEADQUARTERS AND THEATERS

SIAM PARAGON, SOUTH EAST ASIA'S NEWEST MOST GLAMOROUS ENTERTAINMENT CENTER

For 2007, the spectacular **Siam Paragon** will once again host the Bangkok International Film Festival. Events such as opening and closing night, screenings, and press conferences will be held under one roof, within walking distance of sponsoring hotels. Paragon Cineplex's 16 stunning luxury movie theatres with stadium seating, including three ultra luxurious V.I.P. screening rooms with the latest in sound and screening technology make this festival unique in the film festival circuit.

BKKIFF Reception at the luxurious Paragon Cineplex.

CLOSING NIGHT RECEPTION $100,000 USD

Each year, the Closing Night Premiere and Reception is the exciting cap to BKKIFF's successes, providing an opportunity for all those involved in the festival, the media and the general public to come together one last time to enjoy and discuss the festival's highlights. Outside the theatre, huge crowds gather once again for a glimpse into a world of dreams, aspirations and glamour—the world of cinema that speaks directly to billions of people around the world every day. The film chosen with the honor of closing the festival represents the best in cinematic creativity and global thematic importance.

BENEFITS PACKAGE
- Two first class airline tickets
- Two hotel accommodations in a 5-star hotel, 5 nights
- Exclusive signage and recognition at opening night
- Twenty tickets for opening night premier and reception
- Two all-access passes to attend all screenings and events
- Banner (icon) on official BKKIFF web site
- Full page advertisement in the Souvenir Program Book
- Photo opportunity with the film's creators and celebrities
- Press release announcing the presenting sponsor for Closing Night
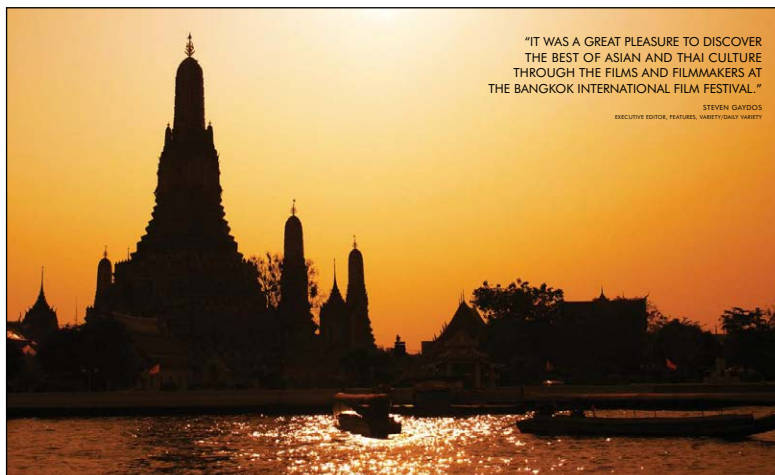
"IT WAS A GREAT PLEASURE TO DISCOVER THE BEST OF ASIAN AND THAI CULTURE THROUGH THE FILMS AND FILMMAKERS AT THE BANGKOK INTERNATIONAL FILM FESTIVAL."

STEVEN GAYDOS
EXECUTIVE EDITOR, FEATURES, VARIETY/DAILY VARIETY

Photography
To help with the lack of in-house usable stock images for promotional purposes,
I was sent on-location to alleviate this deficiency. Many of my photographs have been
used in subsequent layout designs, both in print and on the web.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

Before   **After**
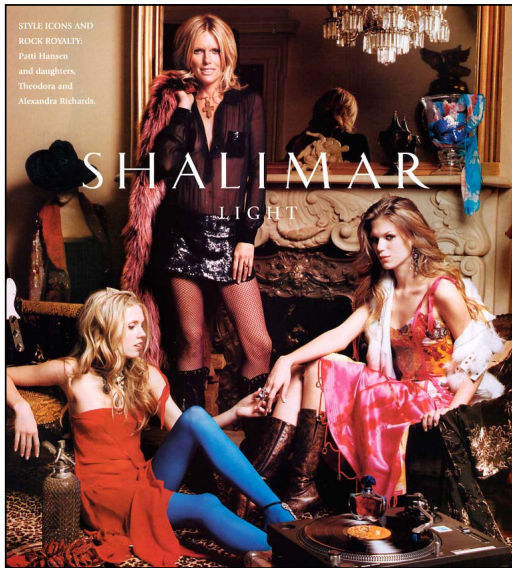
Photo Retouching
Here are some samples of drawings and photos I have retouched
using Photoshop. Doing in-house retouching saved time and money as
this work didn't have to be outsourced.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

After

Before

Photo Retouching

Here are some samples of photos I have retouched using Photoshop. This image was used for the front of a product package. Doing in-house retouching saved time and money as this work didn't have to be outsourced.

Leonard M. Cachola

Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

Before   **After**
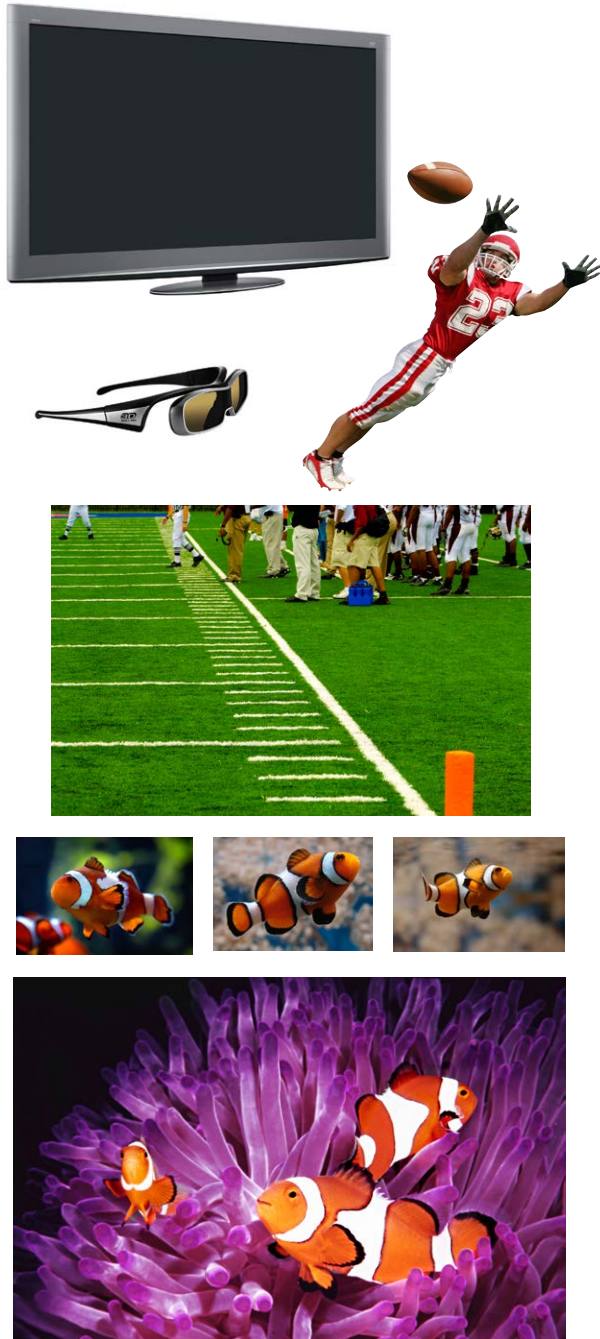
Digital Compositing

Here are some samples of photos I have composited using Photoshop. Doing in-house compositing saved time and money as this work didn't have to be outsourced.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

Before

After

Digital Compositing

ABOVE: Digital composite done in Illustrator of products created in Photoshop.
BELOW: A designer's digital comp I visually corrected at the request of the art director.
Doing in-house compositing saved time and money
as this work didn't have to be outsourced.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

Digital Mockups for Products

These are samples of 3D mockups for pet food products built exclusively
in Photoshop using a combination of smart objects and warp tools. These images were
used for various graphics in trade shows and a variety of collateral pieces.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
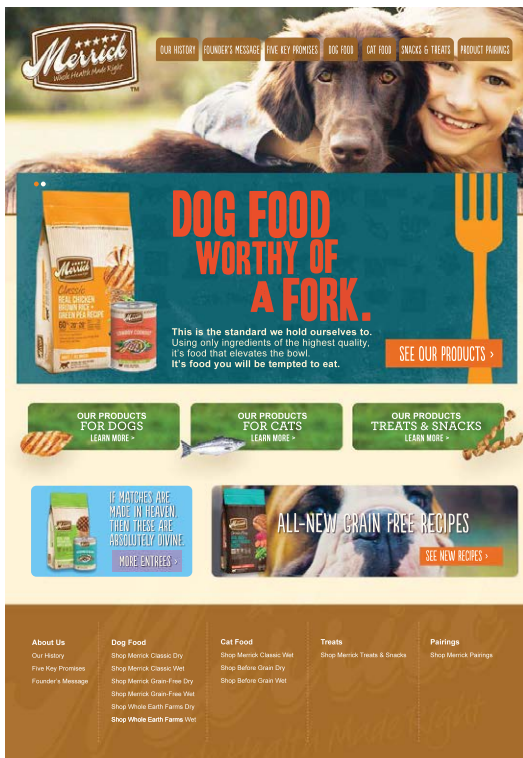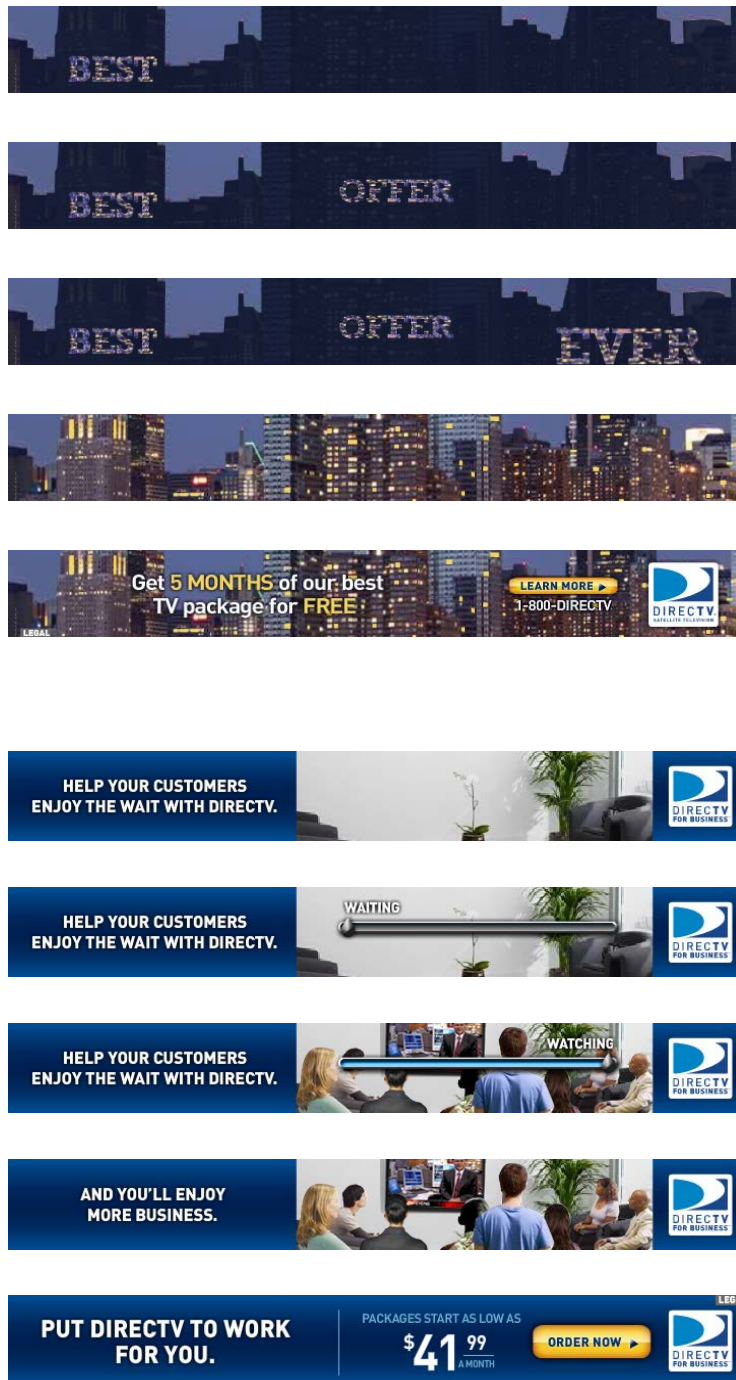310-770-3881   LCACHOLA@YAHOO.COM

Web Site Design Mockups
Developed in Photoshop with extensive use of layers for clients. These were done under the supervision of an art director and allowed us to keep the work in-house.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

Animated Web Banners
Here are a couple of samples of Flash banner animation I worked on.
Producing banners in-house allowed our company to bring quality control
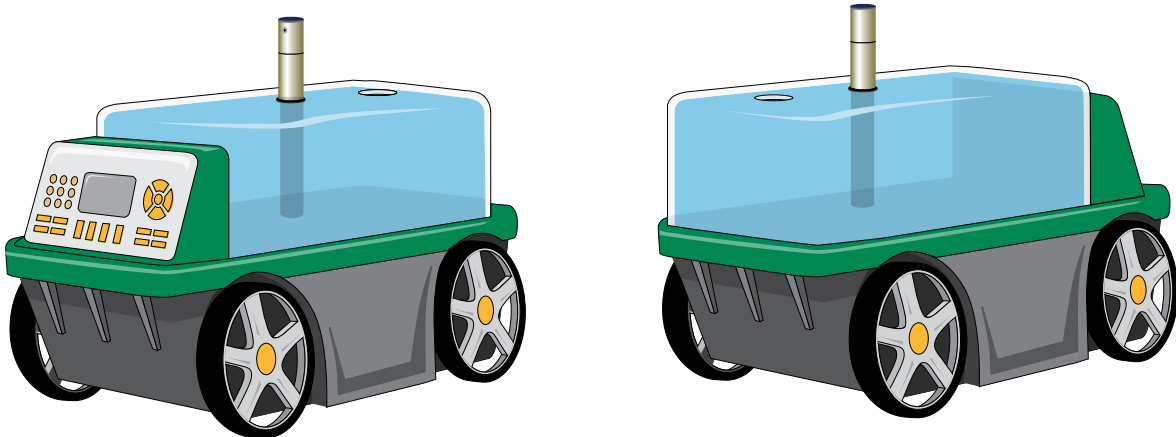and revenue in-house that was lost by outsourcing.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
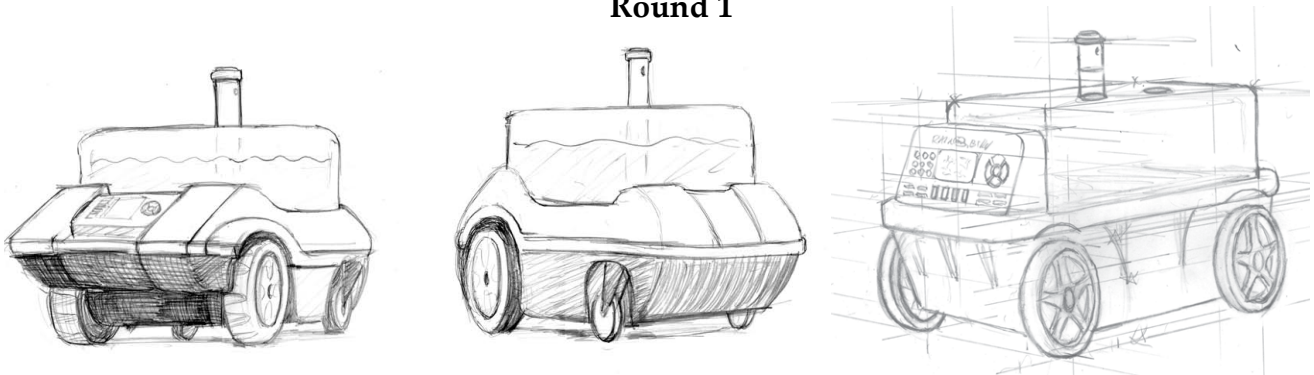310-770-3881   LCACHOLA@YAHOO.COM

Final

Round 2

Round 1

Concept Art
This was part of a series I did for a possible future product for
a local company. I was given a basic idea of what the client wanted
in addition to having feedback along the way.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
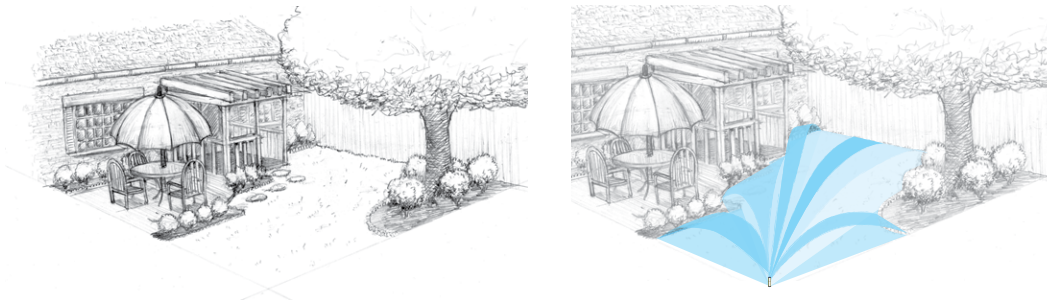310-770-3881   LCACHOLA@YAHOO.COM

Final

Round 2

Round 1

Concept Art Animatic

This was part of a series I did for a possible future product for a local company. I was given a basic idea of what the client wanted in addition to having feedback along the way. This was a rough animatic done to show what the product could do.

Leonard M. Cachola

Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM

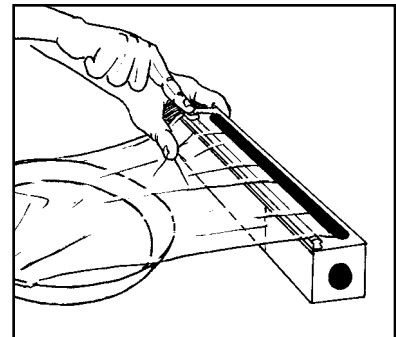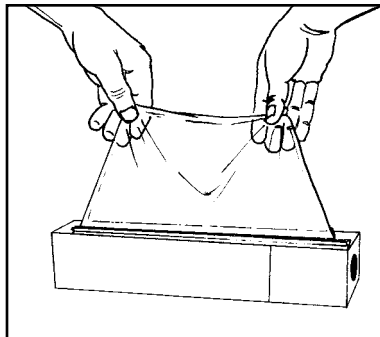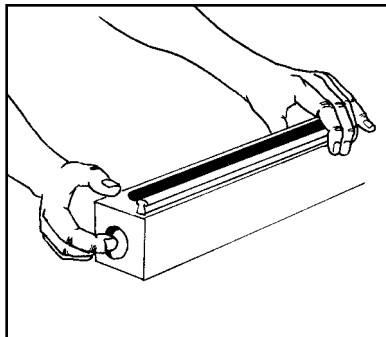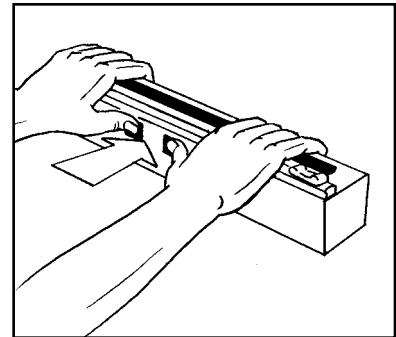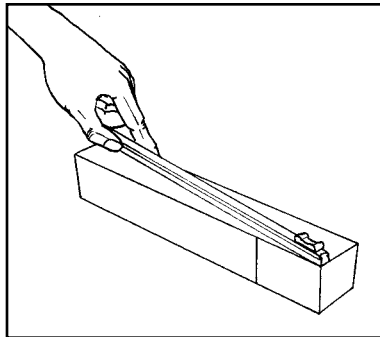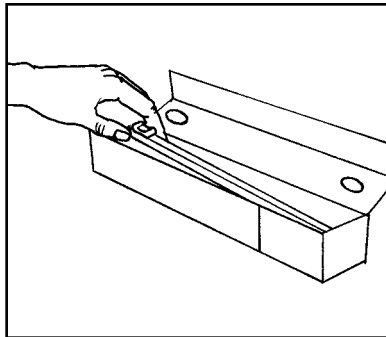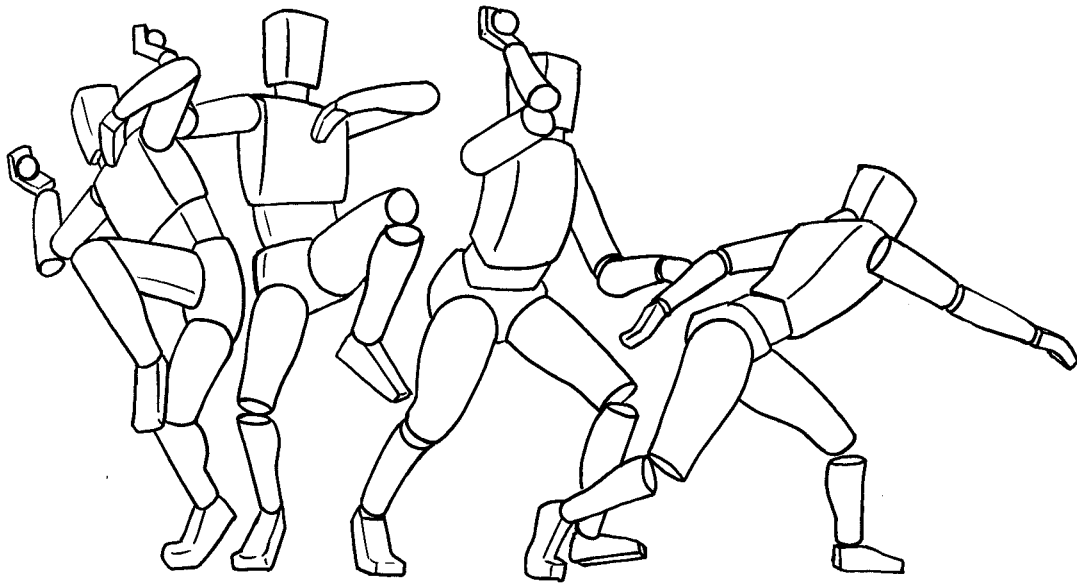**Spot Line Art Illustration**
TOP: A piece I illustrated for a chapter on animation in
a high school textbook calling for a series of action poses.
BOTTOM: The set of six below were instructions I created for a cutting tool
meant to provide a safe method for cutting package wrapping.

Leonard M. Cachola
Print and Digital Production Artist

1000 Palm Ave. #1   West Hollywood, CA 90069
310-770-3881   LCACHOLA@YAHOO.COM