



JACOB DIAZ

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SEE MORE

"WHEN I'M PRESENTED A PROJECT I LOVE, I FULLY COMMIT TO THE DESIGN, WHEN I'M PRESENTED ONE I DON'T, I DESIGN IT IN A WAY THAT MAKES ME LOVE IT. DESIGNING HAS SO MANY POSSIBILITIES THAT IT'S EASY FOR ME TO ALWAYS REMAIN HUNGRY TO CHALLENGE MY SKILLS. THAT'S WHY I LOVE TO CREATE."

-JACOB DIAZ





NO MORE SCREENS

CAMPAIGN POSTER SERIES

CLIENT
School Project

INSTRUCTOR
Juliana Rico

BACK

FORWARD

HOME



Find a topic we are passionate about and then create an ad campaign that are photography heavy. Use Photoshop or any programs necessary. Use imagery that conveys the campaign message. The campaign "No More Screens" was designed to educate people on the risk of constantly using screen based technology, whether it be smartphones, handheld games, televisions, tablets or computers. The slogan "You can miss a lot" works many ways as you can see in the series.

First set up the photo set, make sure lighting is good, as well as object and model placement. Then adjust your camera to the best settings and take several shots, from different perspectives and different compositions. Later edit the photos on Photoshop and Bridge and then add the campaign slogan and a tag line.



FUTURE WORLD

TECHNICAL ILLUSTRATION

CLIENT
School Project

INSTRUCTOR
Kevin Moore

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This was a series of school assignments. Using the program AutoCAD design a room, a vehicle and a city skyline, The designer has complete control on the design direction.

Sketching several ideas of different types of skyscrapers was first done. Using inspiration from more abstract and unique types of architecture(Frank Gehry). The sketches let to a final design that was later constructed in AutoCAD and then rendered. Photoshop was last used to add realistic lighting and atmosphere.



PAINTER

PROFESSIONAL ARTIST

Various oil paintings, sketches and ink drawings. Commissioned work as well personal projects and sketches. Originals and prints are available for sale.

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CLIENT

Commissioned work and personal pieces

Sketching comes first then depending on commissioned work or a personal project, a final full size sketch is perfected and then the media is applied. With prints, photoshop is used for touching up.



NEW YORKER

DIGITAL ILLUSTRATION

CLIENT
School Project

INSTRUCTOR
Professor Ray Kampf

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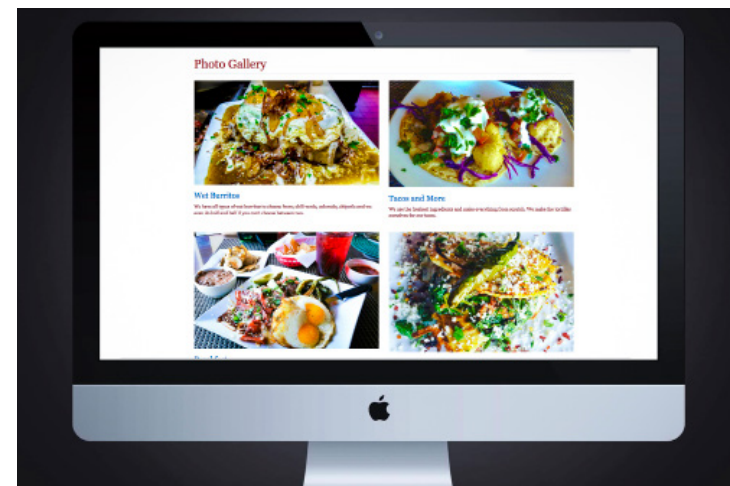
FORWARD

Design a New Yorker cover that is topical to the time. This cover was designed right after the Presidential election of 2016.

HOME



Sketched out ideas before finalizing a design. Used political humor as an inspiration, adding as much detail into the cover as possible. The cover has a lot of subtle messages and nods of how some view the leader of the freeworld. Political sides aside, this cover was designed to be humorous and not to anger anyone.



ZUMAYA'S CAFE

WEBSITE and DESIGN

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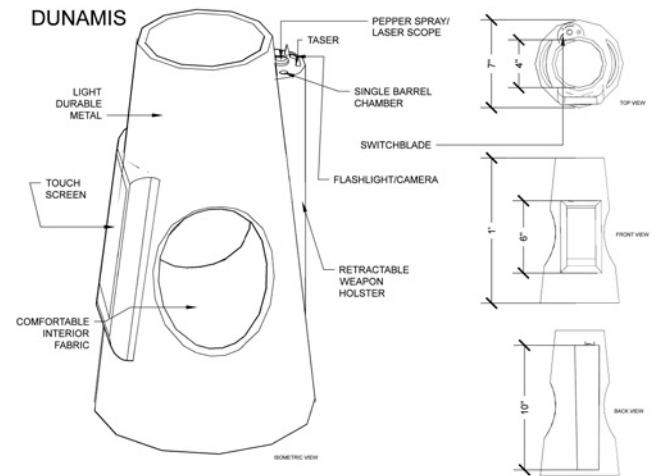
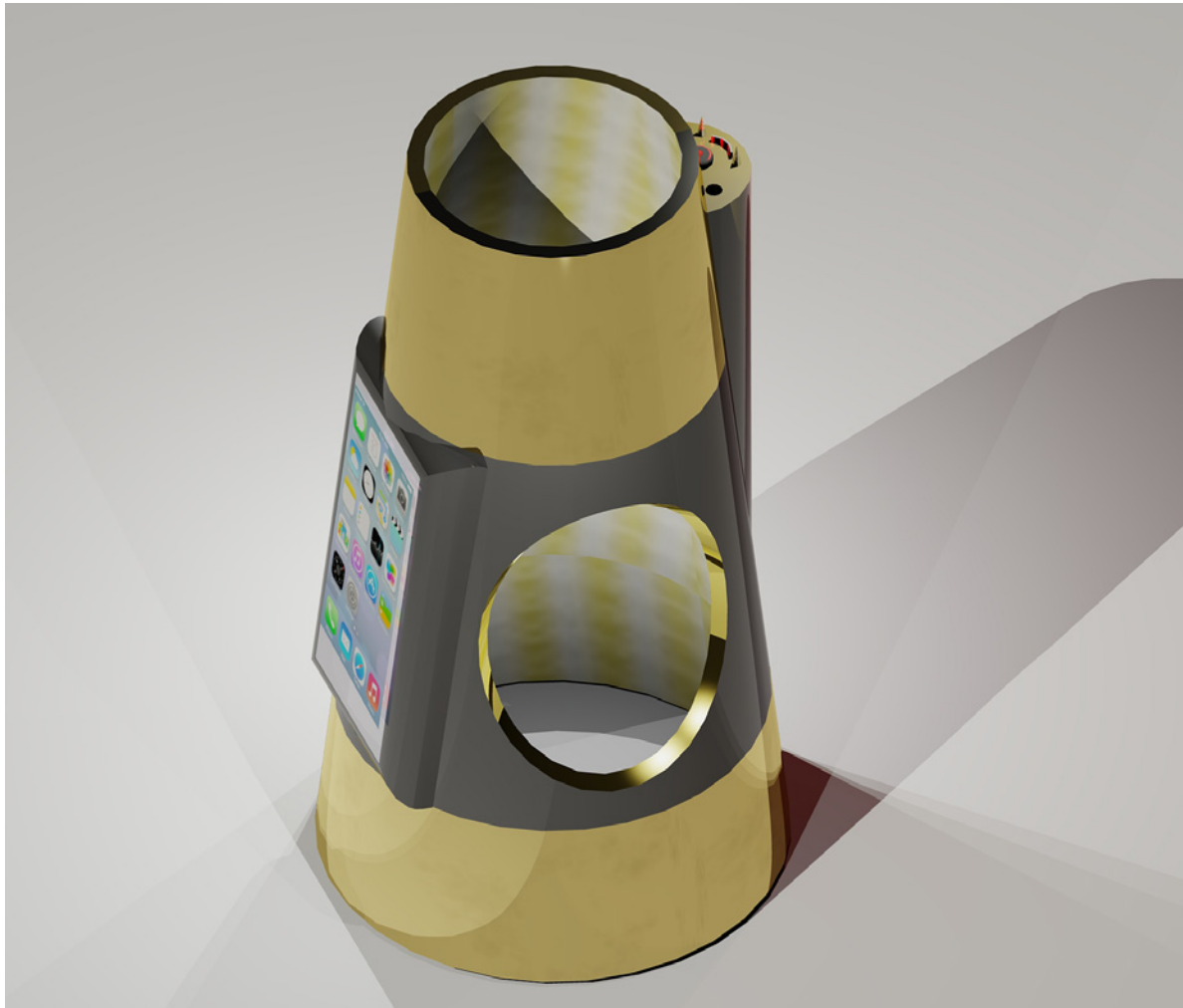
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Client asked to design a website and menus for their local business. They have several different menus and photographs they wanted to add to the menu. They asked to keep it simple and easy to navigate due to their older clientel. They also asked to provide links to their social media accounts as well as Yelp.

CLIENT
Zumaya's Mexican Cafe
Teresa Gabaldon (Owner)

Showed rough draft sketches and layouts to the clients. Then decided on a final layout and later used Adobe Dreamweaver to code that site. Photography of some plates were also done for the client to add to the site. The client wrote down the items they wanted on the menu as well as the prices. After layout were presented and approved, the menu was designed using InDesign



DUNAMIS

TECHNICAL ILLUSTRATION

CLIENT
School Project

INSTRUCTOR
Kevin Moore

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FORWARD

Design a product and recreate it in AutoCAD, as well as the technical specs, and treat it as a possible working product. Render a 3D model as well as an isometric view of the product. The designer has complete creative control.

HOME



Sketch ideas first then after deciding on a final design, recreate in AutoCAD. Inspired by the Future World project that is featured next in this portfolio, the theme of futuristic designs and advanced technology was used to be the base of the design. Practicality was then then thought of. This product is both highly advanced and can be seen as practical for a future world.



CELLS and LANDLINES

PRODUCT DESIGN

CLIENT
School Group Project

INSTRUCTOR
Professor Yachin Lee

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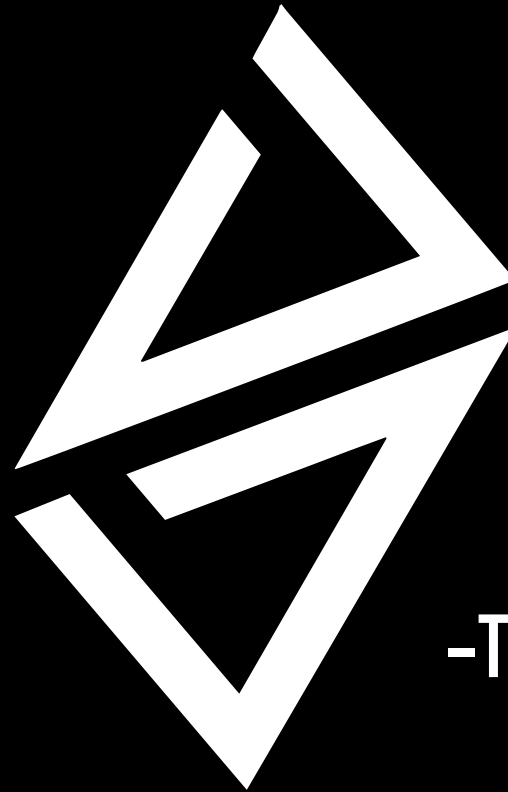
FORWARD

Design a board game that reflects the theme of cell phones and landlines. Construct the board game itself as well as the boxing. This project was a group effort with 3 designers.

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Sketched out ideas and explored possible rules and mechanics of the game. Designed the characters through sketching and photo-shop, and used InDesign to create the layouts of the box design.



-THANK YOU