



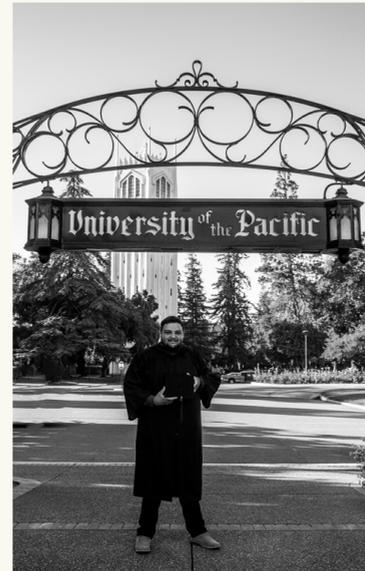
About Me

G*rowing up in Stockton made* Growing up in Stockton made it easy for me to fall into stereotypes. I was low income, I came from a Hispanic background and I was a first-generation college student. Regardless, I was able to attend the University of the Pacific and obtained my BFA in graphic design. I also attended San Joaquin Delta College and received my Associates's degree in graphic arts and in art. Because of these stereotypes, it has pushed me to succeed in my education and it has shaped who I am today.

In the future, I want to continue to grad school and obtain my MFA in the hopes that I can teach art and design. During my spare time, I like to explore stories no matter if they are in books, films, music, or art. I also like to travel and explore the outdoors whenever I can. That is one of my favorite things to do when I feel overwhelmed with my work. This helps spark my creativity to many levels.

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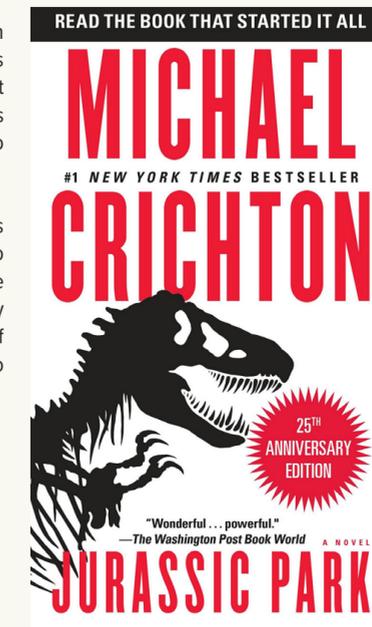
  @jaguiniga90



Influences

I like to think of design as visual storytelling like a book tells a story. I have always been amazed by all forms of storytelling since I was a little kid and my parents would tell me stories of urban legends from Mexico. This has always fascinated me, but for a long time, I thought myself to be a bad reader. It was not until I was in high school that I started reading books and understood the infinite worlds that storytelling can take you to. This is what I want to accomplish within my design.

I want it to tell stories and more importantly to enhance the story beyond what the words tell. So what makes a story a good story? That depends on who is reading it. It is all up to the reader, or in the case of design materials, to the viewer. Our experiences shape how we view the world and so the viewers see everything through their past experiences. Many of my design inspirations come from books, films, music, and personal experiences. I believe that if my design can be relatable, it can have an impact on who is viewing it and they will relate to the stories I tell through my design.



Jurassic Park Book Cover

Contents

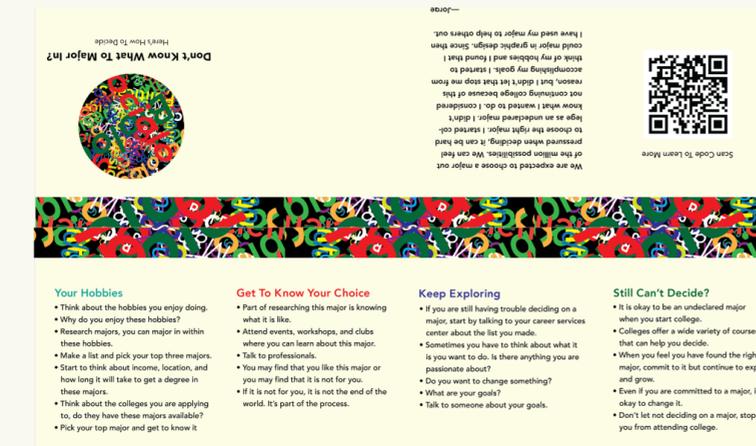
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Oven Lovin' Bakery
Afar Short Stories
Dela Paz Kombucha
Ready Player One Cover
Lifestyle Magazine
Futura Type Book
Summer Sessions Poster
Printing Techniques Flash Cards
The Social Network Kinetic Type
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Don't Know What To Major In? Logo

Don't Know What To Major In?

This project is a research-based project where my main objective was to reach out to high school seniors and college freshmen. I based it on myself when I was a high school senior and didn't know what I wanted to major in college. I added tips and resources that anyone in this position can fall back on if they ever feel they are in this situation. In the future, I hope to use this brochure to help young people decided on what they want to major in when they reach college.



Don't Know What To Major In? Brochure

Research

Most of my research for this project came from me asking college and high school counselors how they address this problem with highschool seniors and incoming freshmen. I learned that this issue could be tackled differently, one of the counselors compared choosing a major is like going on a date. It was looking for the right one, in this case, finding the right major.

♥ Top Ten Ways to Date Your Major 😊

1. *Creating your Profile*
 - Think about "who" you want to be instead of just "what" you want to be.
 - What qualities would you like to have others say that you possess?
 - What qualities do you admire in others?
2. *What are you looking for?*
 - Just as in dating, selecting a major requires you to figure out what you like and what you need.
 - If you had a million dollars, how would you spend your free time?
 - Colleges can offer hundreds of majors. What are three to five majors that interest you?
 - What is interesting about these majors?
3. *Try a blind date*
 - There are a lot of different ways to try out a major before you commit.
 - Take a class in that major, attend an on-campus event, take a workshop, join a club or student organization, and contact Career Services to explore options in careers.
 - Say yes to new experiences while you are at college and discover new ideas.
4. *Finding "the one"*
 - Sometimes people fall in love early and get married; some people date a lot of people and may never commit to one person. The same is true of majors, careers, and jobs.
 - There are lots of different paths to arrive at the same destination.
 - There are lots of options, and more than one major may be the right "one" for you.
5. *Breaking up, it's hard to do...*
 - Even if you choose a major you think is the "perfect" one, it's okay to still change your mind!
 - Each class you take is an opportunity to learn, grow, and change. Don't stay with a major you no longer want to be in. Your advisor can help you.

Career Dating Handout

Inspiration

My biggest inspiration for this project was myself. I thought back at myself when I needed help choosing a major. That is also how I got the inspiration for the logo, the logo was based on all the many possibilities that people are thrown at when looking for a major. That is why the logo has a bunch of words on top of each other to symbolize the overwhelming feeling that someone may feel when they are choosing a major for the first time. Another inspiration came from my brother who at the time of this project was going through choosing a major.



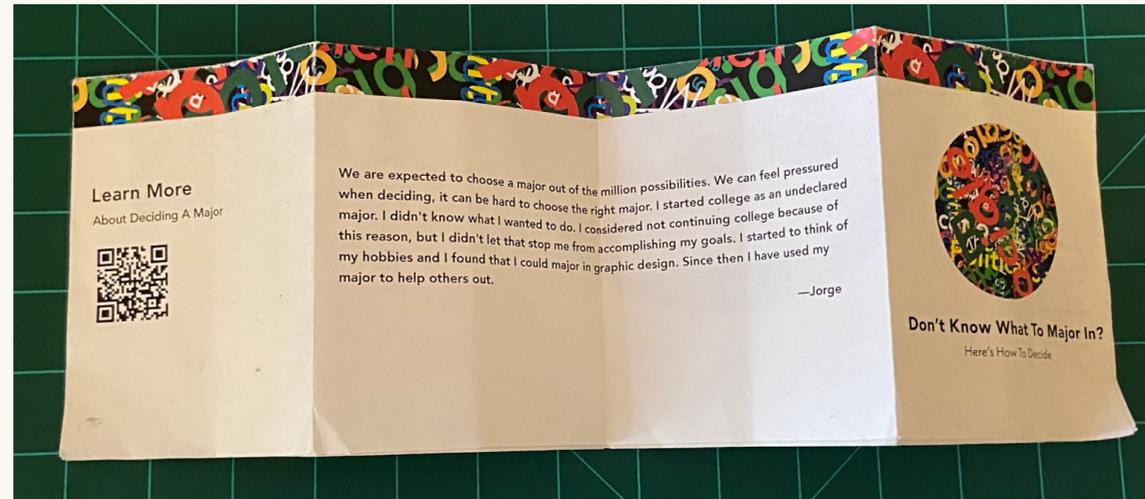
Don't Know What To Major In? Logo

Process

A lot of my process was trying to put all the information that I had collected from my research into a brochure that would work. I thought of making my brochure more interactive by having it turn into a poster when opened up all the way. This way it could be hung around school hallways. My process was an addiction to my research by enhancing how young people perceive this information. I also added a QR code that people can scan that will take them to a website that has the information in a digital format. The folding of this brochure came down to sequence and how personal I wanted it to be when the reader opened it.



Brochure Process

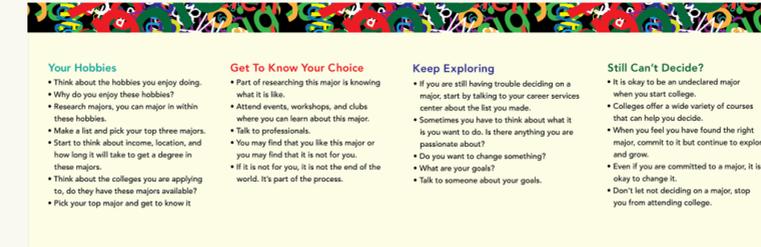


Brochure Process

Final



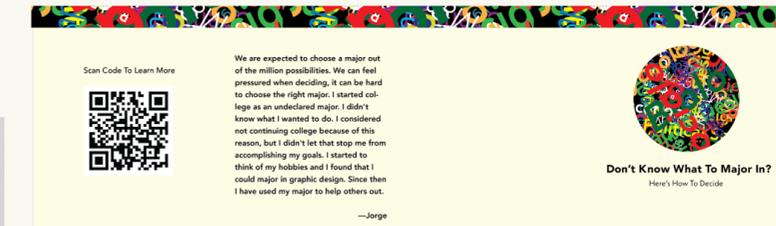
Website QR Code



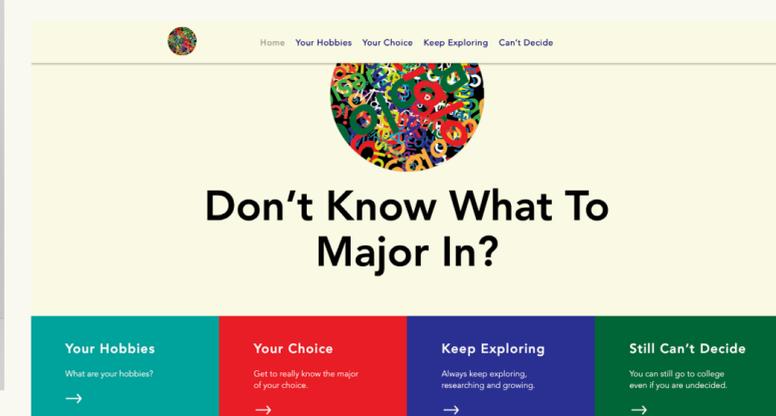
Brochure



Brochure Poster



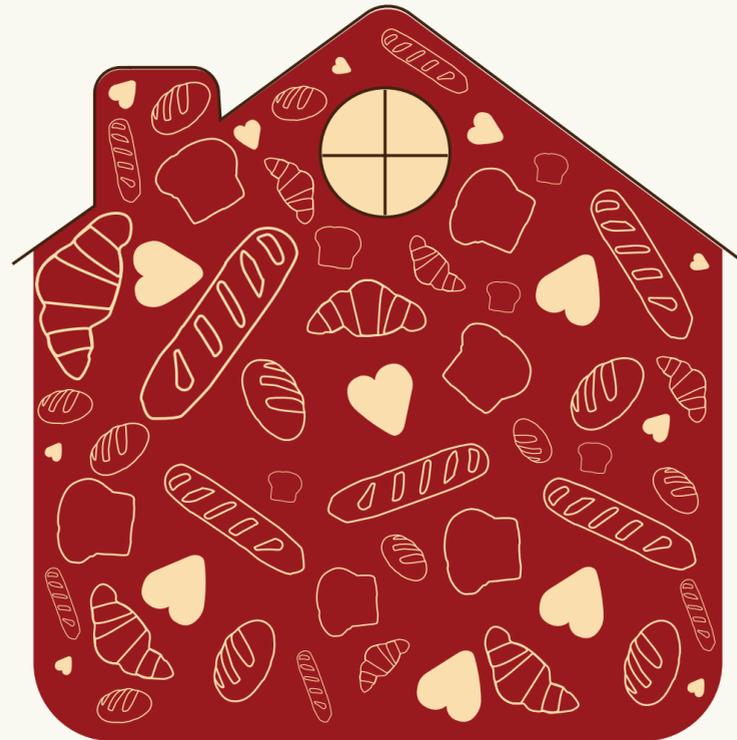
Brochure



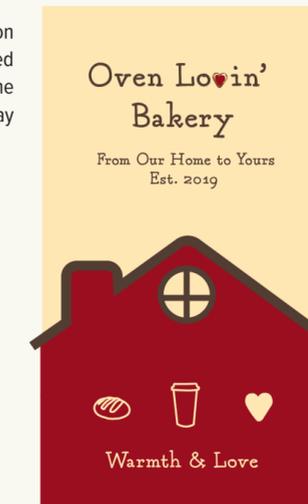
Website Still

Oven Lovin' Bakery

This project is a visual brand identity done for a fictitious bakery. This bakery is centered on the idea of feeling at home. I used the metaphor, "Warmth from Home" to symbolize the warmth that a bakery might use to sell its products. This became my inspiration for the typeface that I used, and how I designed the brand identity. Using a metaphor is a great way to enhance the story behind a brand.



Ovin Lovin' Illustration



Front Side of Business Card

Research

My research consisted of me looking at different bakery branding that already exists. One of the bakery brandings that I looked at was Hostess and I took note of how they did their packaging and how their logo was designed. Researching this helped me understand how important a brand identity is and how a metaphor like "The Warmth from Home" can enhance a brand's story and message.



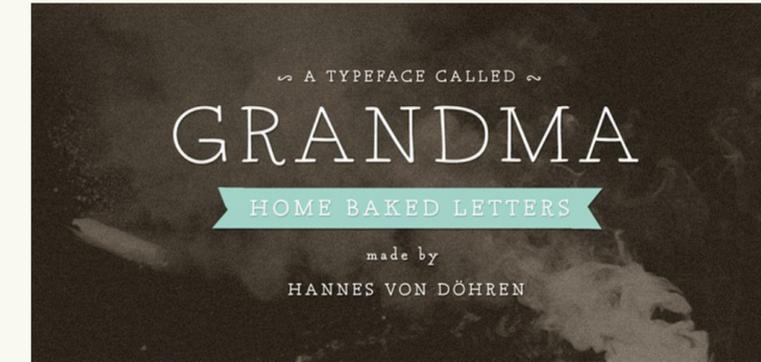
Hostess Logo



Hostess Packaging

Inspiration

My main inspiration for the Oven Lovin' branding came from the feeling I feel whenever I am home. This inspiration would inspire how I treated the typeface and the slogan. I choose a typeface that was handwritten to give a more personal look. The name of the typeface I used is called Grandma, it had a heartwarming feeling. This was a strong enforcer to the Oven Lovin' brand and the message I wanted to convey.



Grandma Typeface

Process

During my process, I looked at different color schemes that I could use for the bakery brand colors. My first initial thought was to use warm colors to enhance the warm feeling. Then I thought of adding some cool colors to compliment the warm colors I already had. I also thought about how I wanted to rearrange graphics on the business cards. In the end, I came up with four different versions that would work well. I decided to go with warm colors, but have cool colors as secondary colors.



Different Business Cards

Final



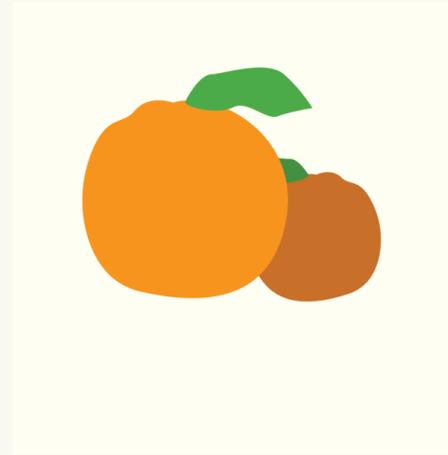
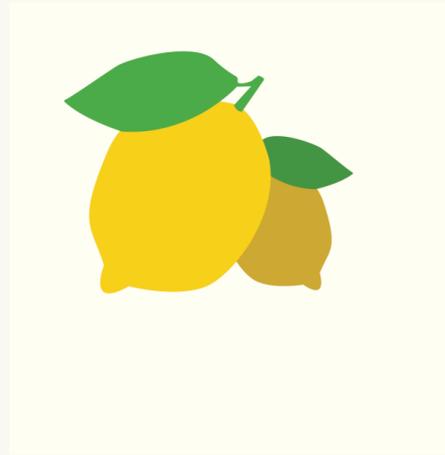
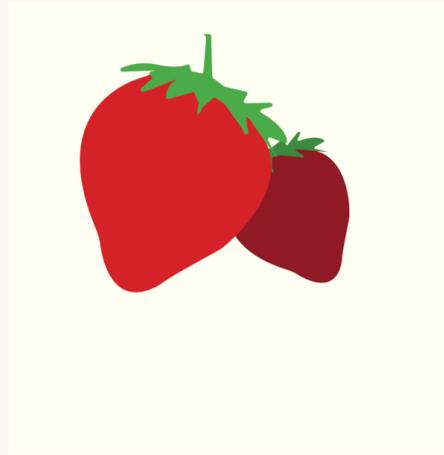
Business Cards



Coffee Cup



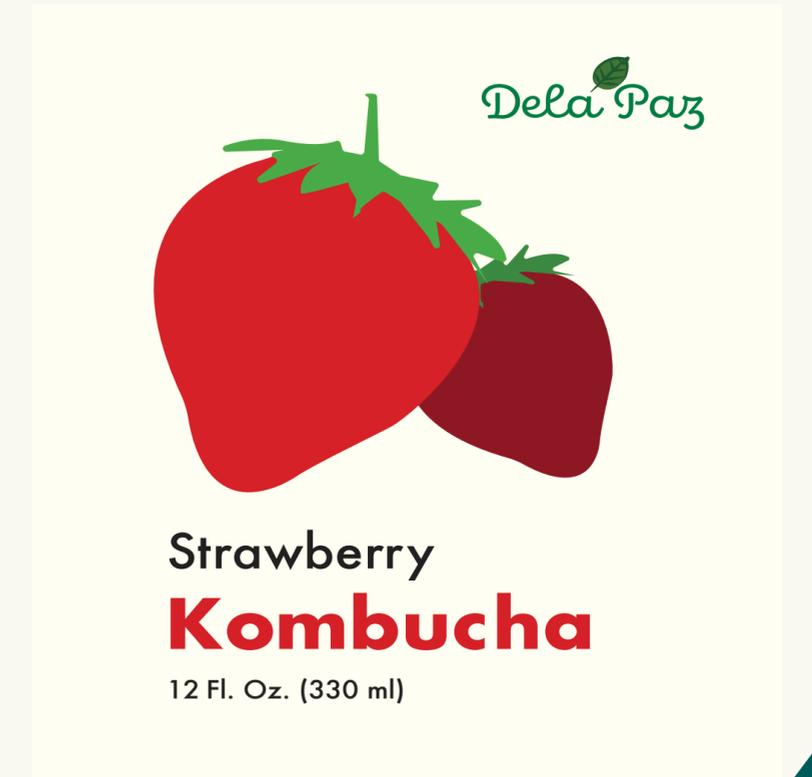
Bag



Dela Paz Label illustrations

Dela Paz Kombucha

T*his project is a brand* identity for a fictitious kombucha company. The name was inspired by the Spanish translation of the word “Peace”. This includes the graphics that I used to help enhance the story behind “Feeling At Peace”. That was the goal of the Dela Paz Kombucha brand. The copy for this project was also written by me and I also created some advertisements to promote Dela Paz Kombucha in different applications.



Dela Paz Strawberry Label

Research

During my research, I looked at real-life examples of kombucha brands that already exist. I decided to go to the grocery store and see how existing kombucha brands did their advertisements for their drinks. I found that many kombucha brands promoted the benefits of drinking kombucha rather than any other drink.

Almighty Apples
Apples are a great source of vitamins A and C. They contain a healthy dose of quercetin, a powerful flavonoid with antioxidant properties, which helps protect the heart and arteries, and may help combat some cancers. Already a favorite in sweet desserts like pies, cakes, tarts and crisps, apples are a wonderful addition to savory dishes as well.

Start Your Wellness Journey with the Vive Tribe!
Wellness Boosts are crafted by a team of holistic Doctors from the finest ingredients nature has to offer. The result? Harmonious formulas that you can feel working at first sip.

Steam n' Eat
Cut down on prep time by grabbing a bag of fresh cut vegetables. An Amazing Taste seasoning pack is included, plus the bag is microwavable. It doesn't get much easier than that!

HEALTH-ADE KOMBUCHA
a bubbly probiotic tea

The BEST TASTING and HIGHEST QUALITY kombucha you can buy.

The only all glass fermented kombucha to prevent plastic & metal leaching.

Flavored only with the best ingredients, like cold-pressed juice from organic produce.

3 for \$10
for Health-Ade Kombucha Assorted Varieties • 16 fl. oz. 3.34 Each • +CRV

Every bottle of Health-Ade kombucha is made by hand. Proudly brewed real fermented food 100% the old school way. Because not all kombucha is created equal.

USDA ORGANIC
NON GMO VERIFIED
Certified GF Gluten-Free
RAW

Health-Ade Kombucha: Pomegranate, Ginger-Lemon, Pink Lady Apple

sizes for every lifestyle

PRICES EFFECTIVE 10-09-19 THROUGH 11-05-19. NOT ALL ITEMS AVAILABLE IN ALL STORES. STATER BROS. 95-96

Health Ade Kombucha Ad

Inspiration

My inspiration came from the whole thought that I wanted Dela Paz Kombucha to be based on peace. When selecting stock silhouettes for my advertisements, I choose some that had the setting in a peaceful environment. Originally I wanted to name Dela Paz peace, but I was inspired by my Mexican heritage to name it Dela Paz instead.



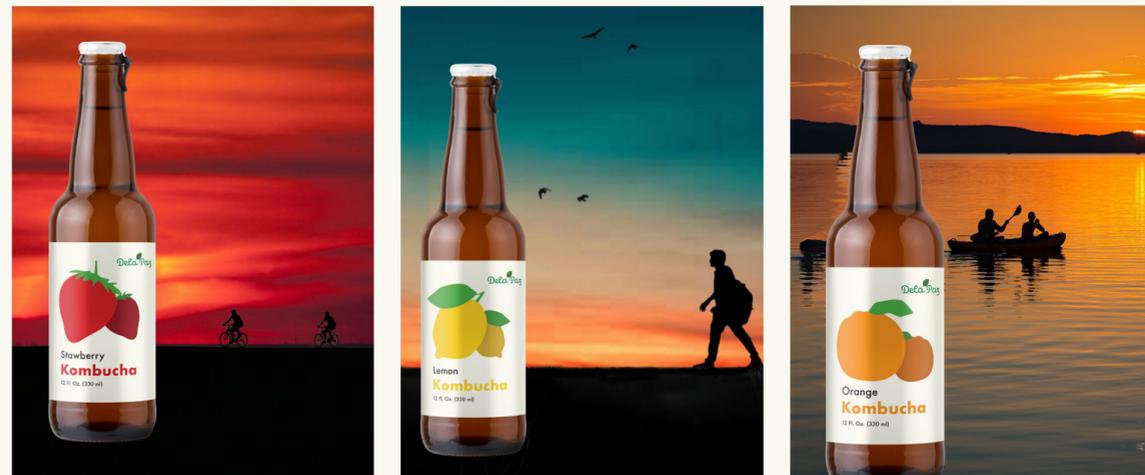
Stock Image

Process

Throughout my process, I played around with different colors for my labels. At first, I thought I wanted a green color but then I found out that an ivory color complemented my flavor accent colors. I also played around with the layout of the labels and advertisements. In the end, I decided that having three different applications for my advertisements would work best because of the demographic of people who would see them. I also added more depth to my illustrations and fixed the position of the fruit in the back part of the label.



Early Labels



Advertisement Layout

Final



Label Mockups



Advertisement Mockups

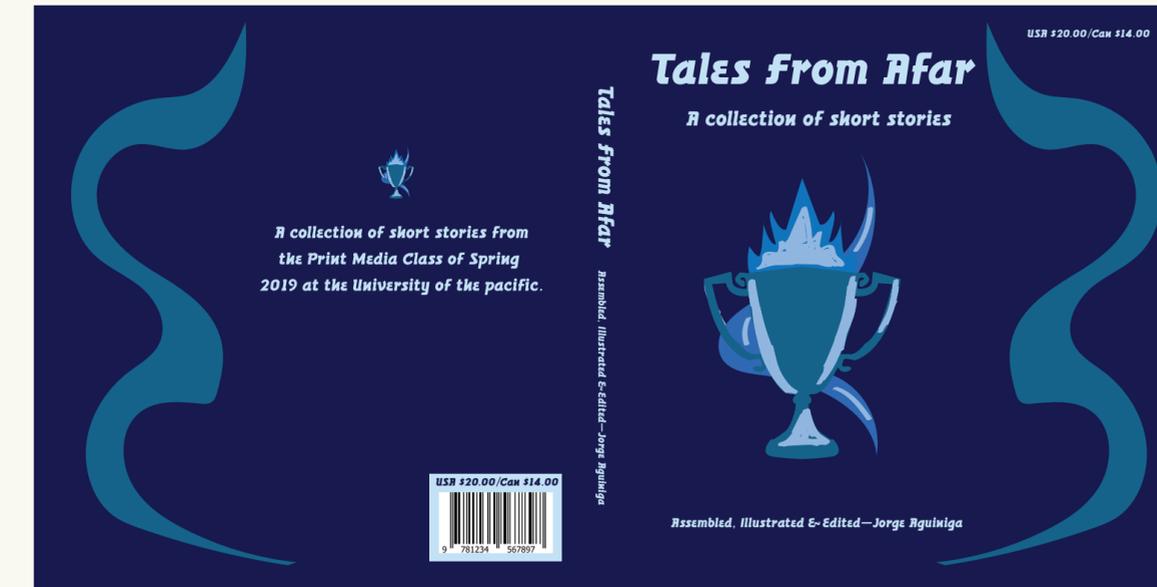




Tales From Afar Cover Illustration

Tales From Afar

This project was a collection of shorts stories based on literature or personal written works put together into one book. The short stories were selected by people in my class, but I illustrated, designed, and assembled the book. The length of this book is over 200 pages, as is one of the biggest InDesign projects I have worked on.



Tales From Afar Cover

Research

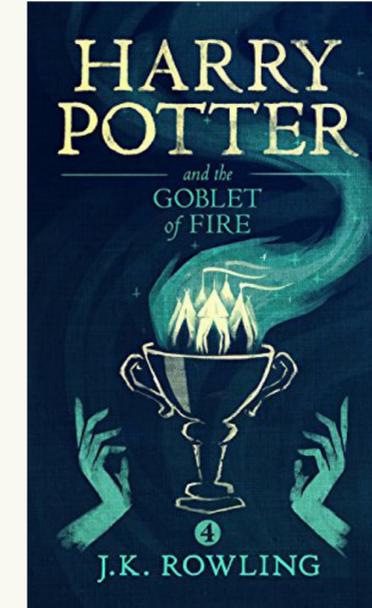
A lot of my research consisted of me looking at published short storybooks. They mainly fell under the fairy tale genre. One example of a book I looked at is Grimm's Fairy Tales. I've always had the impression that it did a good job of putting stories together. That is what I wanted for my book, I wanted the stories to feel connected even though they were very different from each other.



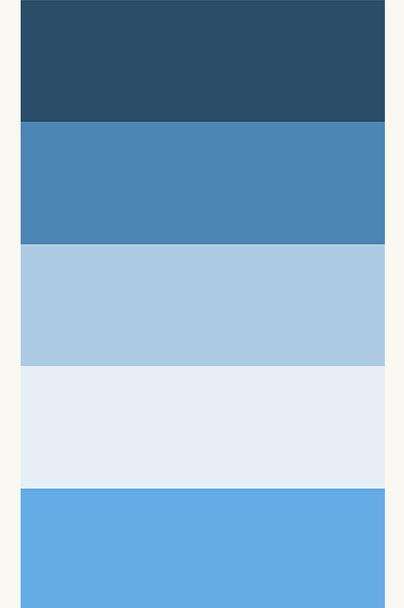
Grimm's Fairy Tales Book Cover

Inspiration

One of my inspirations for this book's illustrations was an ebook cover for Harry Potter and the Goblet of Fire. This cover interpreted fairy tales as soon as I saw it. I based my cover on a similar concept because of this. I also choose the color pallet based on the feeling I wanted my book to convey. I wanted it to have a calm but suspenseful feeling since it was a collection of different stories.

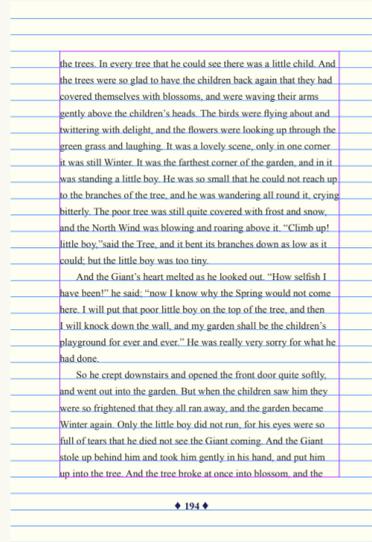


Harry Potter Ebook Cover

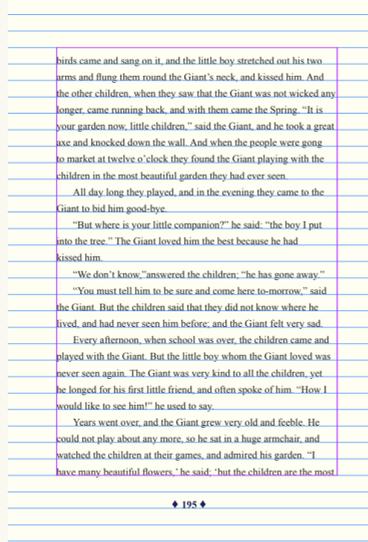


Blue Color Pallet

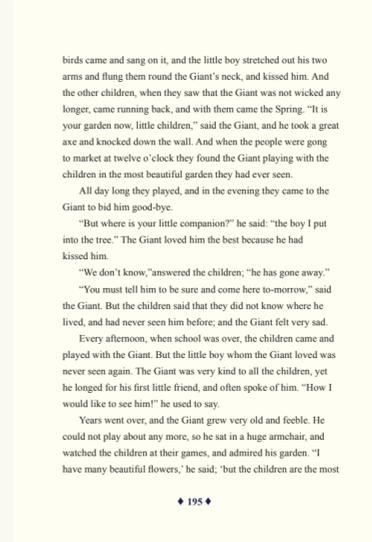
Final



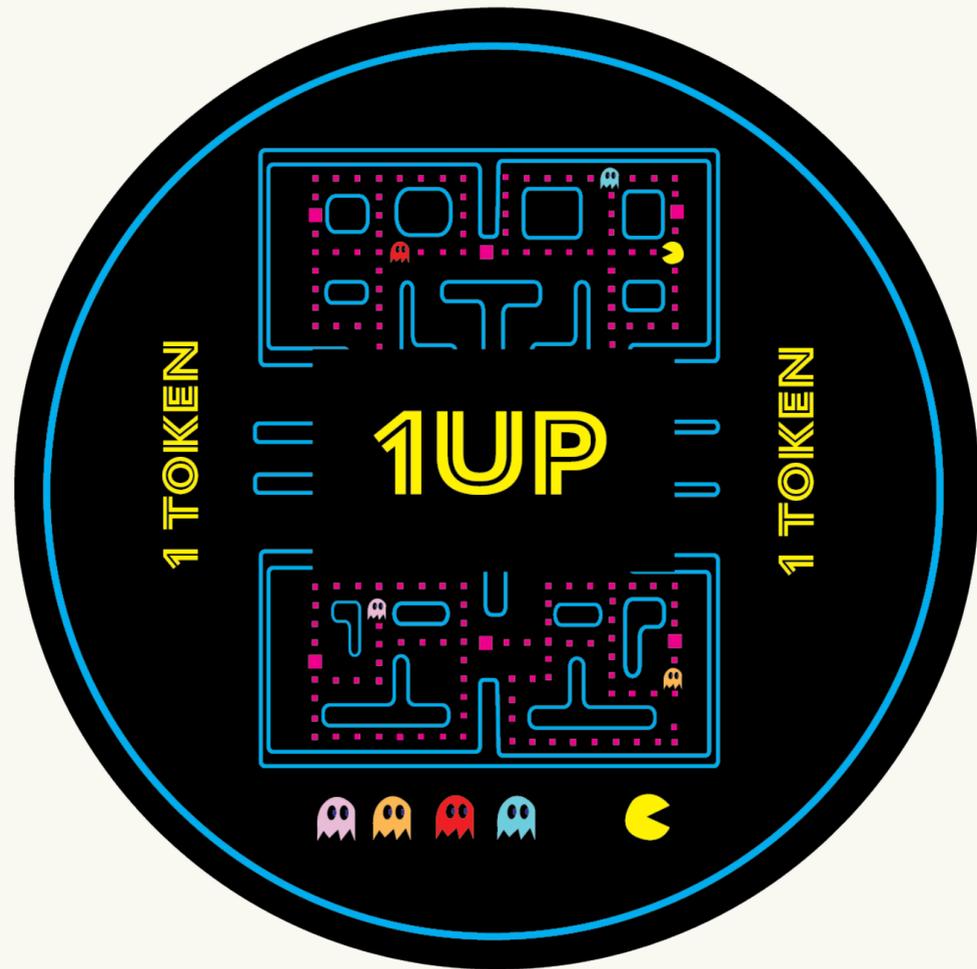
Chapter Pages With Grid



Chapter Pages Without Grid



Final Book Cover & Inside Spread



Inside Chapter Illustration

Ready Player One Book Cover

This project was a redesign of one of my favorite books of all time, Ready Player One. I based this book cover on Pac-Man, mainly because this book references a lot of pop culture and 80s theme media. This project also includes a chapter illustration that references Pac-Man.



Ready Player One Book Cover Design

Research

For my research, I reread some of the main chapters from Ready Player One. I also watched the movie and looked at key moments throughout the film. I also looked at video games from the 80s, then decided to base it on Pac-Man. I also looked at previous Ready Player One book covers and illustrations that have been made before.



Ready Player One Movie Poster



Ready Player One Book Cover

Inspiration

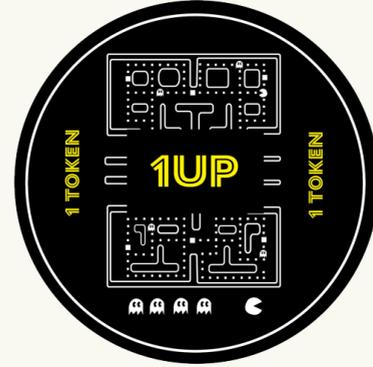
My main inspiration for my book cover came from the fact that Pac-Man plays a big part in the Ready Player One book. I wanted to symbolize this within the cover by adding it to foreshadow a big part of the book.



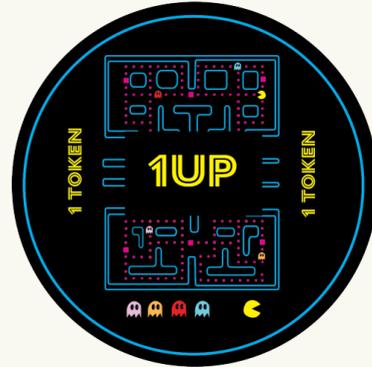
Pac-Man

Process

During my process, I focused on I was going to tie everything together. I also focused on the ways I used color for the book cover and the inside illustration. I explored different layouts and finally decided to go with a different approach to how chapter illustrations are laid out through the chapter spreads.



Inside Chapter Illustration (B&W)



Inside Chapter Illustration (Color)



Inside Chapter Layout With Grid



Inside Chapter Layout Without Grid

Final



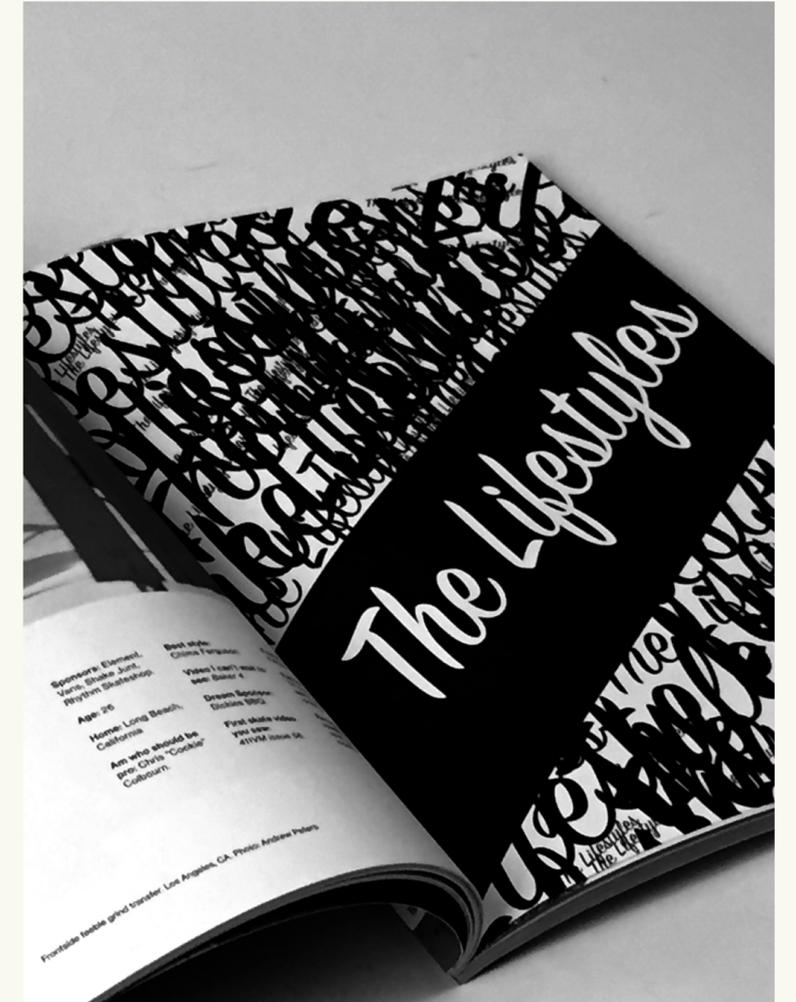
Ready Player One Book Cover



Article Photography

Lifestyle Magazine

The Lifestyle article project was based on similar articles found in the skating magazine, Thresher. Ever since I was a little kid, I have been interested in skating culture and lifestyle. This article is about the lifestyle that is of a shaker and what they are about. In a sense, it's the life of a skater and everything they stand for.



Lifestyle Magazine Article Title Page

Research

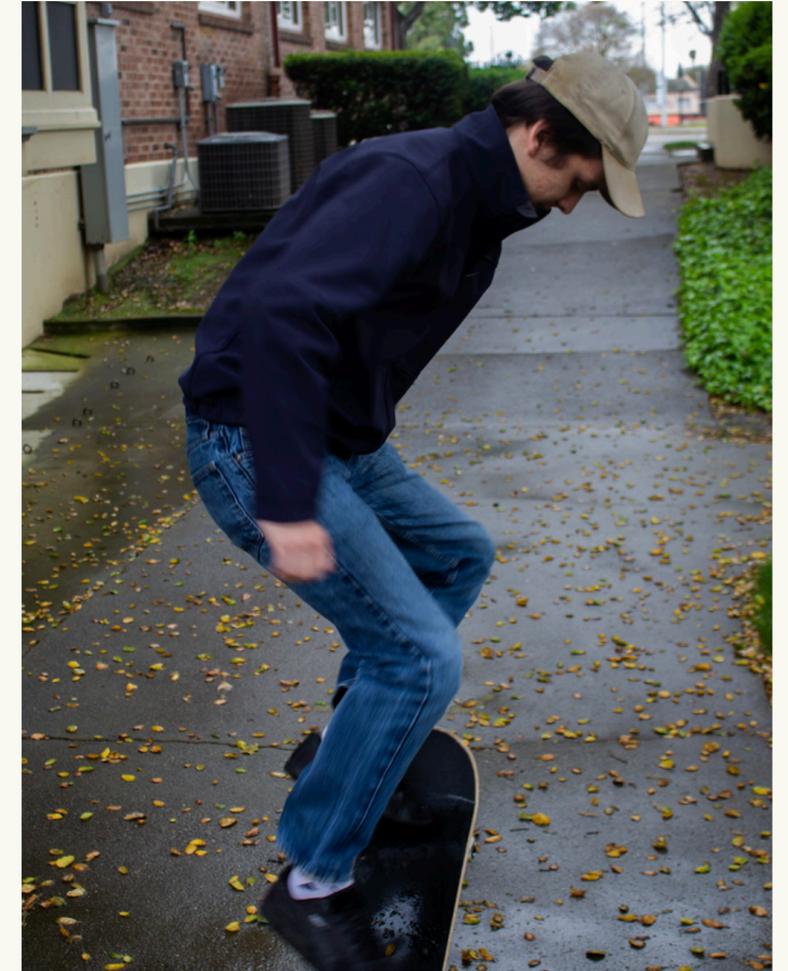
While researching this project, I mainly looked at how other skating magazines did their folio information. More specifically I looked at Thrasher, I even went out to buy a magazine to see a print comparison of the style I wanted to get. I also looked at the skating culture in general and what kind of things often pertain to the style I wanted to achieve in my design.



Thrasher Magazine Spread

Inspiration

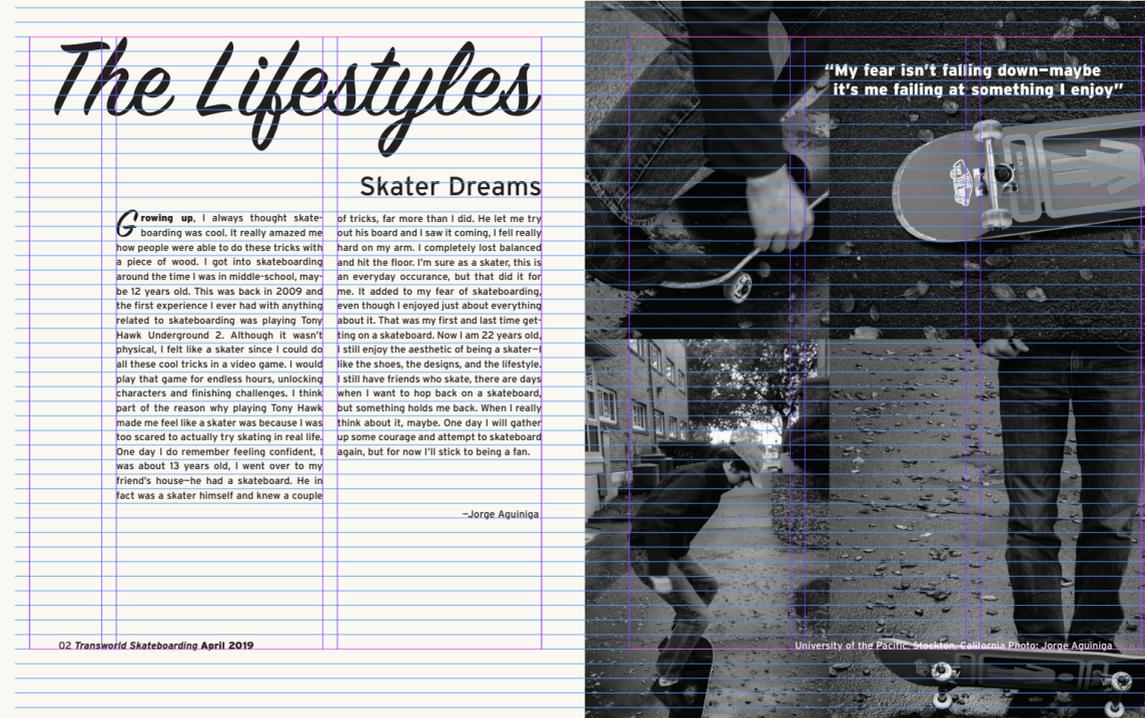
My main inspiration for this project was the love that I have for skating culture. It often came from the sticker designs, t-shirt designs, and deck designs that are part of this skating culture. Having friends that skate also inspired me to do this project because then I could use my photography and base it on them.



My Friend Skating

Process

My process mainly included looking at skating magazines and taking photos of my friends skating. I was trying to get the look that most skating magazines have. Another part of my process included looking at what stand out in the skating culture world.



Magazine Inside Spread

Final



Inside Magazine Spread



Futura Type Specimen Pattern

Futura Type Specimen

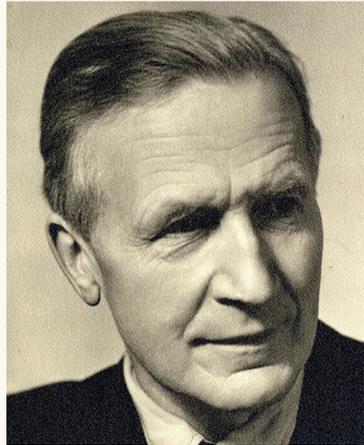
This project is a type specimen that I created based on one of my favorite typefaces. I included the different fonts Futura has, letterforms, special characters and I also included some quotes at the end. I tied it all together with a 90s theme pattern because I felt like it made the geometric shapes pop!



Futura Cover

Research

My research mainly consisted of me looking at Futura and the existing type specimen that Futura already has. Some of the information that was important for me to research was what do type specimens normally include. I also researched the background and history behind Futura and how it had been used throughout history.



Paul Renner



Futura Typeface

Inspiration

My main inspiration for my pattern, of course, came from the classic 90s geometric patterns. I also looked at arcade rugs for inspiration. This was also the inspiration for the colors I used. I wanted bright, eye-catching colors normally seen in these patterns. Another inspiration of mine were design patterns by El Lissitzky and how they were able to convey a message with only shapes.



90s Arcade Carpet Pattern



Beat the Whites with the Red Wedge
—El Lissitzky

Process

My process consisted of me creating a dummy of how I wanted my type specimen to look. I went page by page and assembled it by trying different binding methods. I also started to sketch out what jumped out to me as the 90s themed. That is how I instantly thought of the geometric patterns that work well with Futura since it is a geometric typeface.



Futura Type Specimen Dummy



Futura Type Specimen Sketches



Inside Spread With Grid



Inside Spread Without Grid

Letterform

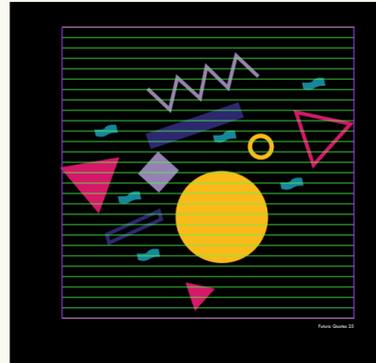
Renner rejected the approach of previous sans serif designs, instead Renner based Futura on strokes of near even weight, which are low in contrast. The lowercase has tall ascenders, which rise above the cap line, and uses nearly circular, single storey forms for the "a" and "g", more common in handwriting than in printed text. The uppercase characters present proportions similar to those of classical Roman capitals. Futura has a low x-height, reducing its stridency and increasing its suitability for body text.



Futura Letterform 9

Quotes
Futura Bold 10/12
"All hail the underdogs
All hail the new kids
All hail the outlaws
Spielbergs and Kubricks"
—X Ambassadors
Futura Medium 10/14

Inside Spread With Grid



Quotes
Futura Bold 10/12
"All hail the underdogs
All hail the new kids
All hail the outlaws
Spielbergs and Kubricks"
—X Ambassadors
Futura Medium 10/14

Inside Spread Without Grid



Final





Poster Illustration

Summer Sessions 2020

This project was designed for the University of the Pacific's summer sessions available during the summer. My original concept came from the idea of a road trip, that is how I based my poster's illustrations and text. In a sense, the journey that students take during college is a road trip that they need to take to get to their destination.

Next Stop:

University of the Pacific
Summer Sessions
2020



Learn More About Summer Sessions
go.pacific.edu/summersessions



Summer Sessions 2020 Poster

Research

My research for this project involved me thinking of a color pallet and image that could represent summer. I also looked into the typeface that I wanted to use like how it has previously been used and how I could tie it to my overall concept. Another big part of my research was looking at previously done posters that the university has used for summer sessions in the previous years. In a sense, I was focusing on what jumped out at me as summer and fun.



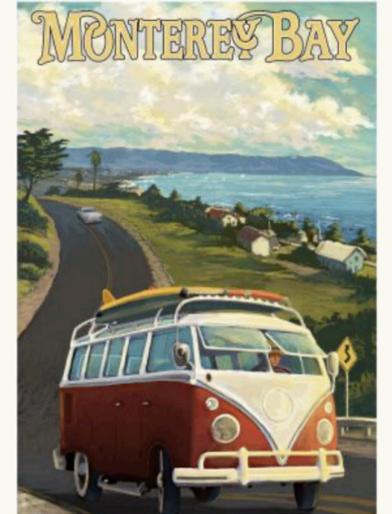
2019 Summer Session Posters

Inspiration

I grew inspiration for my poster from the classic road trip concept that is often associated with summer. That is how I came up with my initial tagline, "Next Stop". I also looked at postcards for inspiration, one specifically was a Monterey postcard that had a Volkswagen bus riding along the coast. I thought well maybe, I could use the idea of our educational career as a road trip.



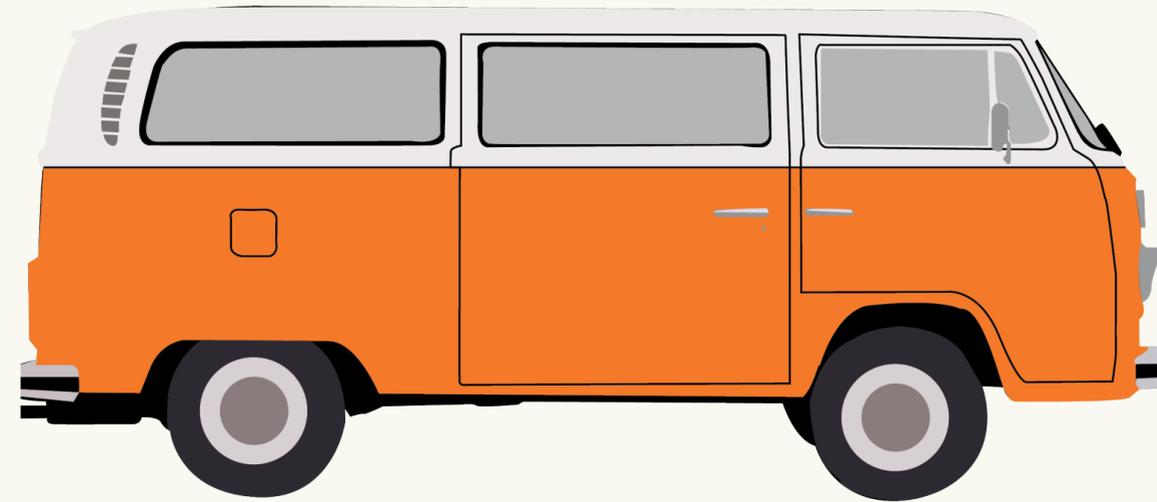
Interstate Typeface



Monterey Postcard

Process

During my process, I first did some sketches of how I wanted the layout of the poster to be. Then I refined those sketches and came up with my illustration of the Volkswagen bus. At first, I had a solid orange van without any further illustrations. I then decided that I wanted to add stripes to the van to symbolize our university mascot, a tiger. I then added school materials to the top and I ended up with my final illustration.



Early Volkswagen Bus Illustration

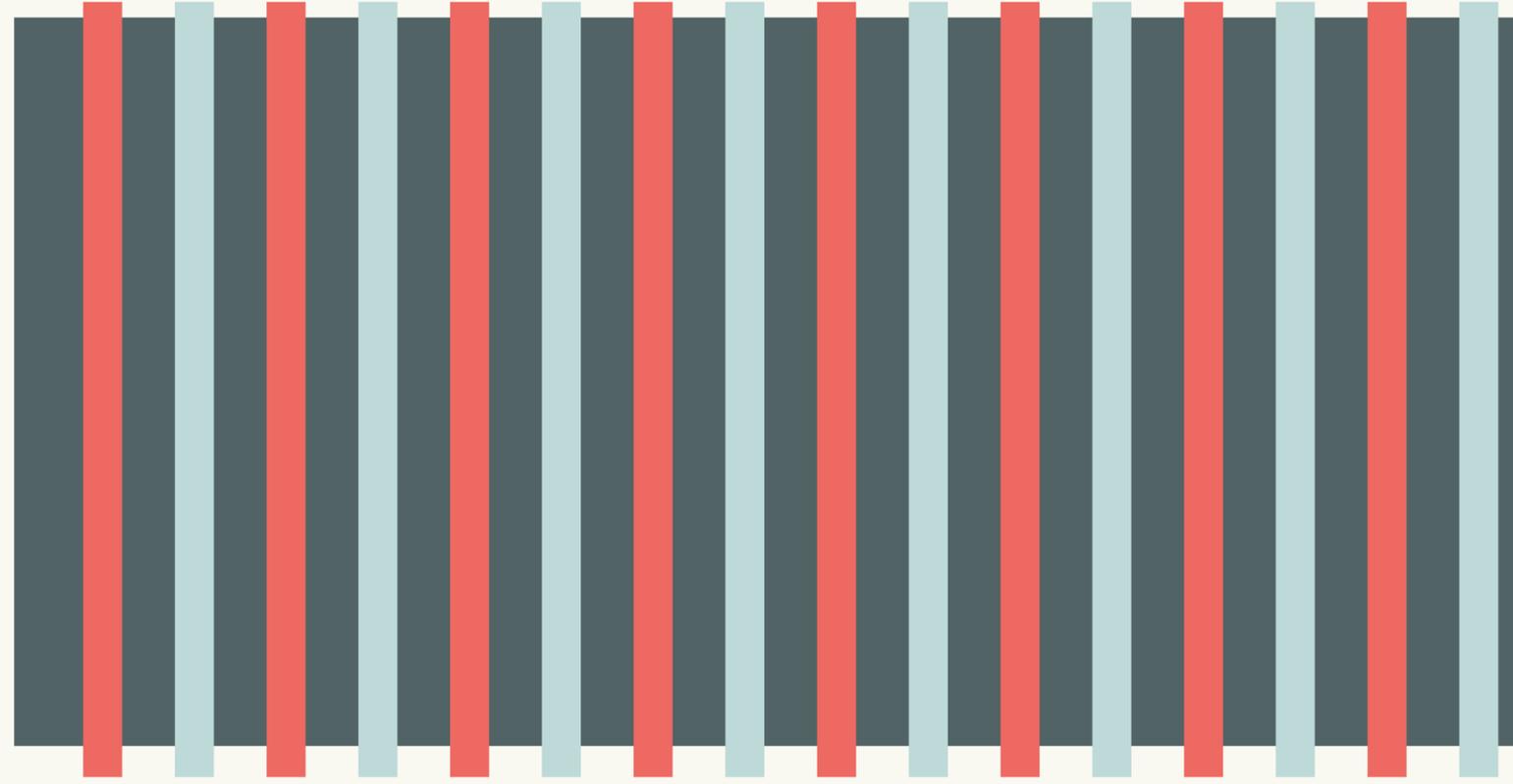


Early Sketches

Final



Summer Sessions 2020 Poster

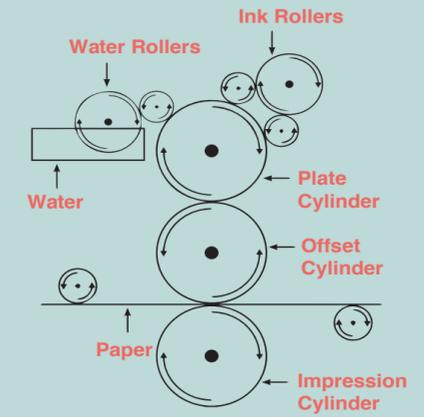


Back Card Design

Printing Techniques Flash Cards

This project is based on the different printing techniques that a designer might utilize during their career. I designed this information in flashcards because of the organization of information that flashcards usually have. The purpose of these cards is to provide anyone with information on what printing method is ideal for commercial printing. Each card includes an illustration and a description of what each technique is commonly used for or how it is applied.

Lithography



Most used printing method for commercial printing.
Image to offset to rubber blanket to paper.
Based on the idea that water and oil don't mix.
Hint: Look for dots on the print.

Lithography Card

Research

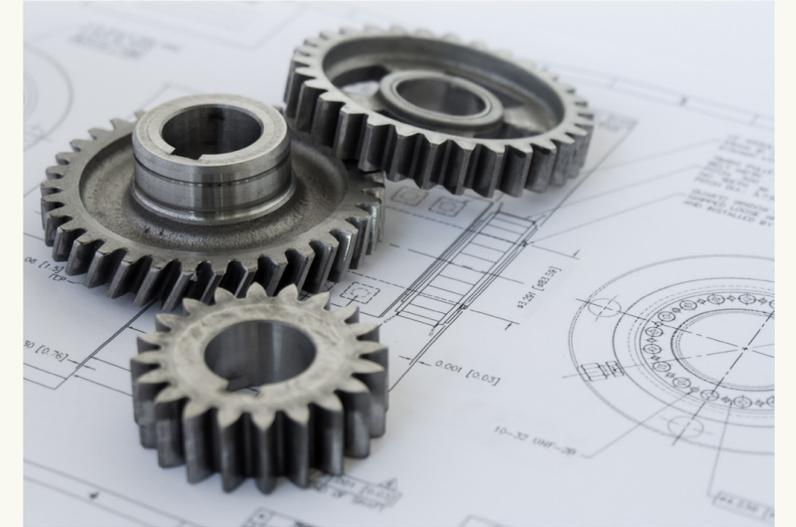
During my research, I looked at different flashcards and even playing cards. My main objective of this research was to see how information is commonly organized in these cards. I also realized that cards have a unified look throughout every card, it is like a visual identity to a certain extend. An example of this is Bicycle playing cards and how they treat every card similarly with the same elements.



Bicycle Playing Cards

Inspiration

One of my biggest inspirations for these cards was the fact that commercial printing presses reminded me of mechanical engineering. I made the relationship between these two things because of the rollers and the gears often used in both printing presses and mechanical engineering. I also choose cool colors to help enhance the idea behind the machinery that both the printing press and mechanical engineering use.



Mechanical Engineering Blueprint

Process

Throughout my process, I experimented with different typefaces and realized that a sans serif typeface worked better if I wanted to give my cards a machine kind of feel. I also debated if my cards should have rounded edges or straight edges. While I believe that a straight edge would have suited the machine aesthetic better, I decided to make them round so they would look more like playing cards.

Flexography

Direct Printing, also called "Flexo". Used mainly for boxes, plastic foil, acetate like bags, labels, and stickers. Hint: Look at edges to see if they have a halo effect.

Letterpress

A relief method of printing, done by creating an impression on paper with movable type. Hint: Typically done with wood or metal type.

Flexo & Letterpress Flash Cards

Final



Final Mock Ups





Still Frame From The Social Network

The Social Network Kinetic Type

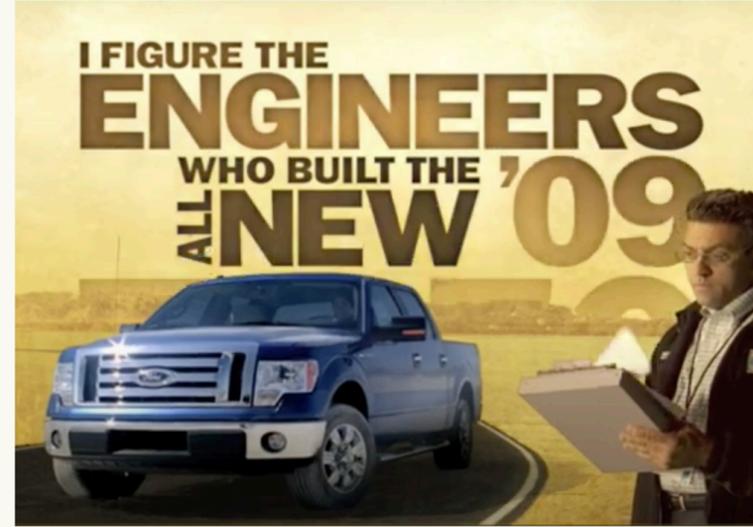
This project is a digital project that I animated in Adobe After Effects. It is based on one of my favorite movies that I find inspirational to my work and just in general. It is in a kinetic type style of the beginning scene of The Social Network where Mark and Erica are arguing.



Still Frame From My The Social Network Kinetic Type

Research

During my research, I went on Youtube and searched for kinetic type videos that have been done before. I found that many were fan-made but some professional uses have been in Advertisements and storytelling. An example of this is the Ad for Ford during their F150 truck campaign in 2009.



Still Frame From Ford Ad

Inspiration

My inspiration came from the Social Network film itself. After watching the social network numerous times, I knew that the beginning scene of the movie was the scene I wanted to capture. Since two people talked at the same time, I wanted my kinetic type to capture the dialogue going back and forth. I tried illustrating this by using two different typefaces.



Still Frame From My The Social Network Kinetic Type

Process

During my process, I watched the beginning of the Social Network many times to decide which frames I wanted to use. I was mainly looking for frames that had the most expression to them. This way it would add more to what the words were saying. I also played around with the type and tried emphasizing certain words by adding effects or changing the typeface.



Still Frame From The Social Network



Still Frame From The Social Network

Final



Youtube QR Code



Laptop Mock up

Acknowledgment

Thank you for viewing my book! I hope to work with you soon, In the meantime contact me if you have any questions or to just say hello!

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