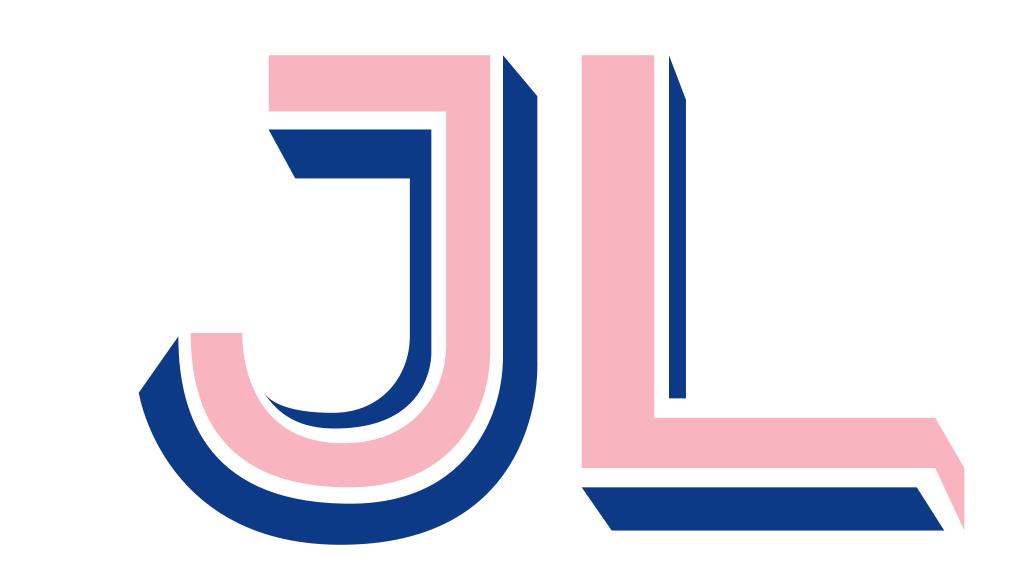
Jose Lopez



Portfolio



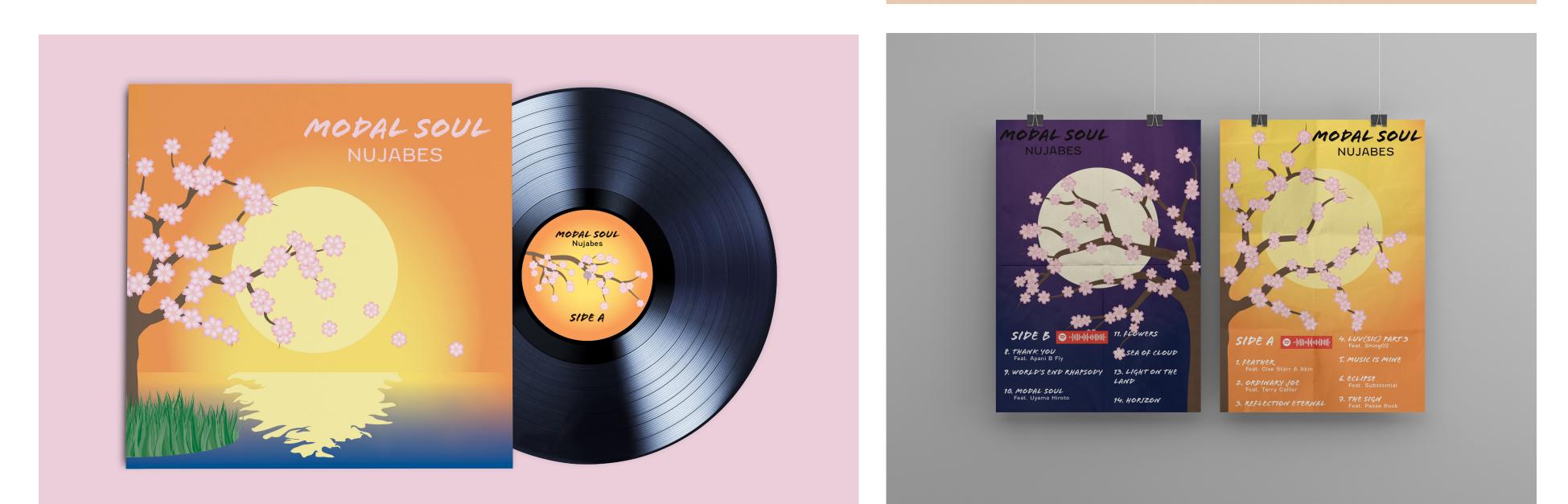


Vinyl Design Nujabes - Modal Soul

Illustrator | Indesign | Digital Illustrations | Brand Development | Layout

In redesigning an existing vinyl cover, I chose one of my favorite artists / producers, Nujabes. He was known as a Japanese producer that created atmospheric instrumental mixes sampling from hip hop and jazz, and is considered to be a pioneer of chillhop and lo-fi music. This was one of the reasons as to why I chose him, because I wanted to create a cover that would contain a relaxing and calming effect to it and that would also relate to his music and his album Modal Soul.

In order to create a cover that would create a relaxing and calming effect to it I decided to use a cherry blossom tree for the main subject in the cover. I was also able to create various types of branding material for the album like the vinyl, labels, collectible posters, and another cover for the digital media of the album.



Jose Lopez





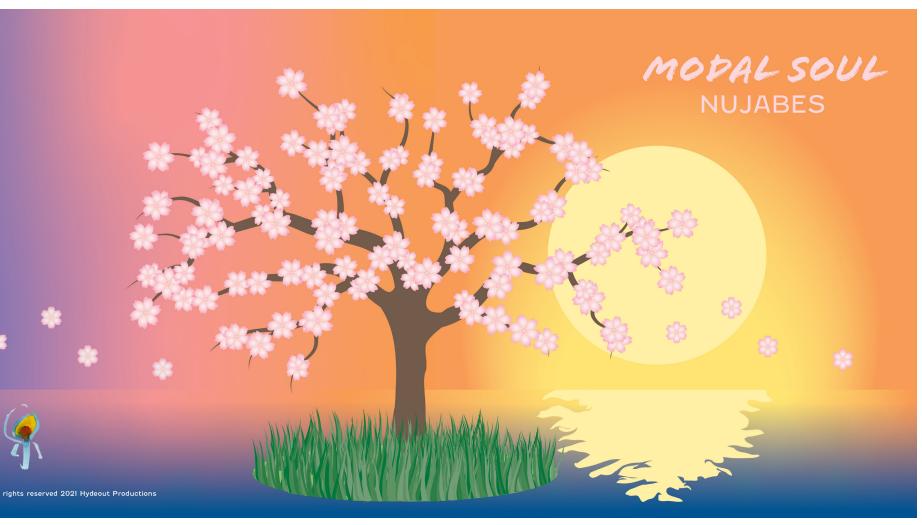














1, FEATHER Feat. Cise Starr & Akin 2, ORDINARY JOE Feat. Terry Callier

3. REFLECTION ETERNAL

4. LUV (SIC) PART 3 Feat. Shing02

> **6. ECLIPSE** Feat. Substantial

7. THE SIGN Feat. Passe Rock SIDE B

8. THANK YOU Feat. Apani B Fly

10. MODAL SOUL Feat. Uyama Hiroto

12. SEA OF CLOUD

13. LIGHT ON THE LAND

14. HORIZOI

Page 4

Produced by Nujabes Production support on keyboard Uyama Hiroto Recorded and mixed by Nujabes at Park Avenue Studio Mastered by Yoei Hashimoto at Aubrite Mastering Studic

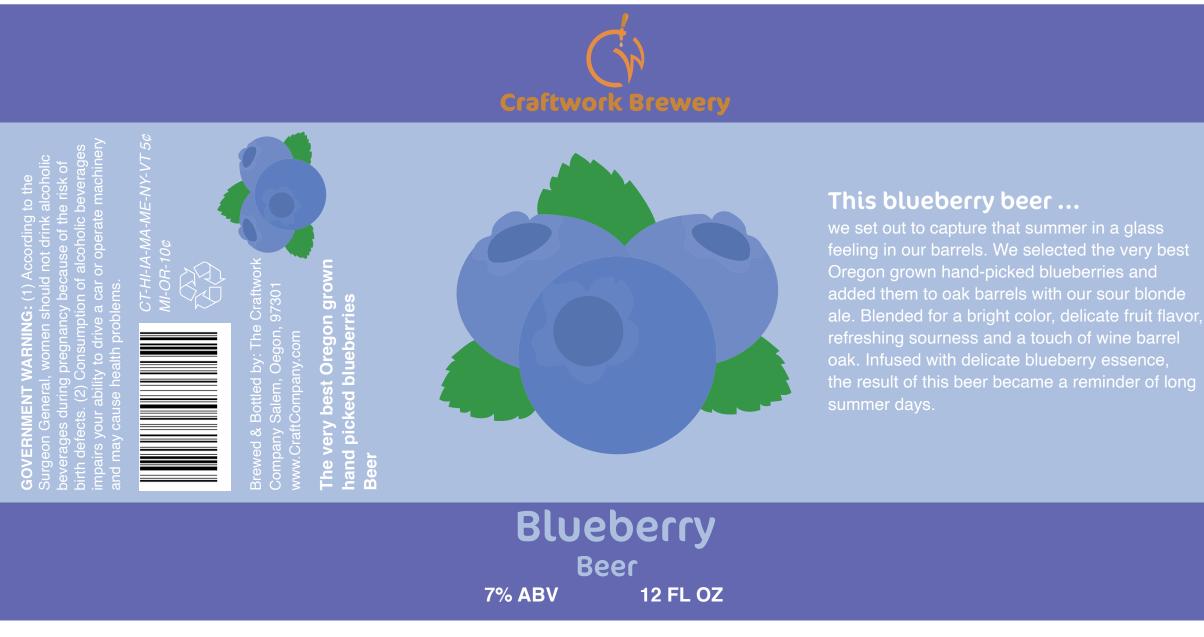


Package Design Craftwork Brewery



Illustrator | Indesign | Digital Illustration | Layout | Logo | Brand Development

In this project I created the logo and label designs for a farm to barrel beer brewing company called Craftwork Brewery. I was able to create a monogram that is versatile and it also relates to the product that the company sells which is beer. The C contains a beer tap that is serving beer to the W which is a cup. I created unique illustrations and a color palette for each of the beer labels that matches the name of the flavor. The layout that was created is easily legible, and all of the information that is required is easily identifiable.



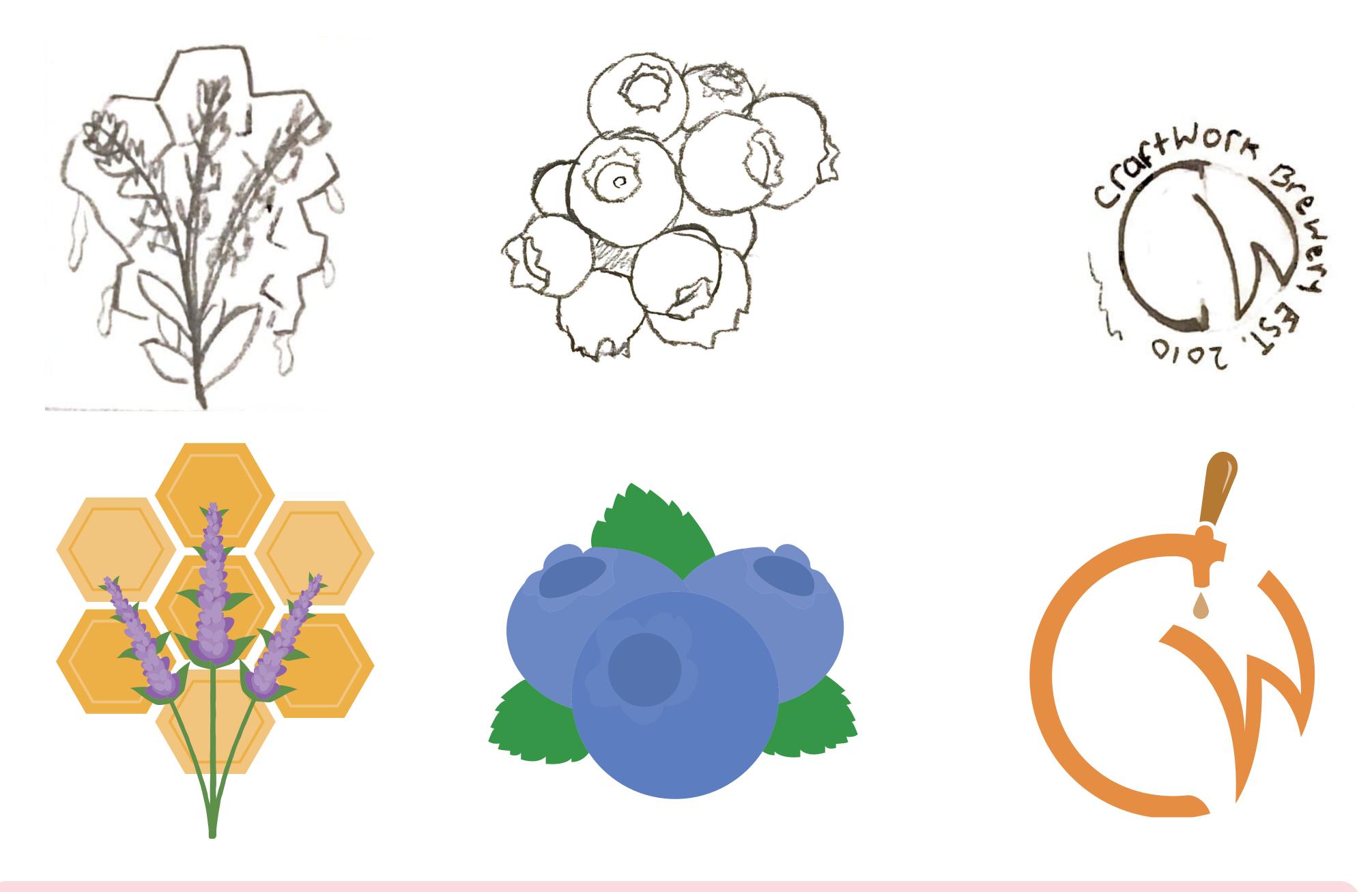
Jose Lopez





Package Design

Page 6



Jose Lopez



Process work











Illustrator | Digital Illustrations | Brand Development

When it comes to apparel brands I have always found them cool in how they are able to create various types of designs that still relate to the brand. This is what I wanted to do for my personal project so I came up with a skateboarding apparel brand called Odd World.

I wanted to make the logo have an interesting element to it. I had to come up with something that would also relate to the mission statement and what I came up with was having a hand motif hold the brand name. I was also able to create various types of designs that would be used in items such as apparel, pins, and stickers.



Jose Lopez



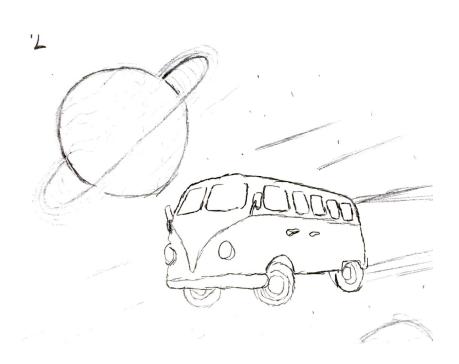
Apparel Surface Design

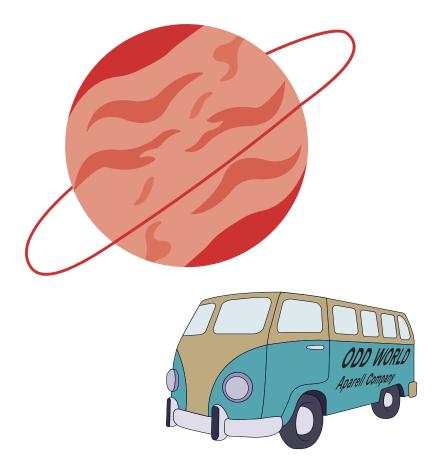


יייטידי דייעיקטע









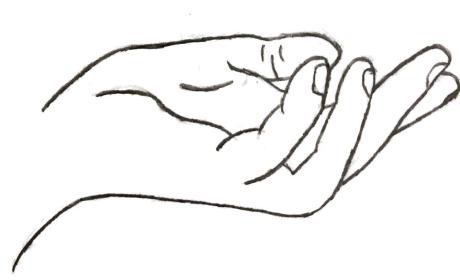












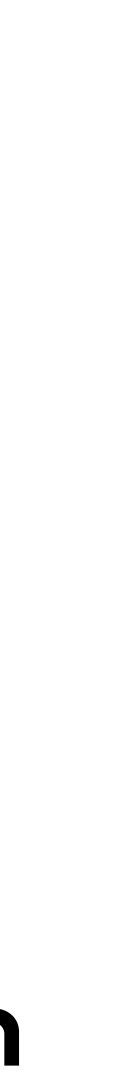








Layout Design Saul Bass Article



Illustrator | Indesign | Layout | Typography

This first started out as a research paper about any designer throughout history. I chose to do research on Saul Bass because he was both a graphic designer and a filmmaker.

One of the first goals that I had for this project was to incorporate the same art style as the film posters that I chose to be in the article. I accomplished this by utilizing similar colors that are found in the posters, the rectangles, and the abstract hand.



Jose Lopez





Layout Design





Book Design The Art Is Long

Photoshop | Indesign | Layout | Typography | Photo Editing

I collaborated with Chemeketa Press to design a cover for the book The Art Is Long. This book utilized various historical literature written by a variety of authors that talked about medicine. When it came to this project the main purpose was to create the cover that would relate to the book and it's themes. That is why I came up with the idea of having an x-ray effect that would show a skeleton.



Jose Lopez



Book Design





Logo Design Creative Press

Illustrator | Logo | Layout | Typography

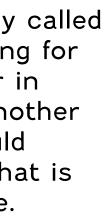
I was tasked with creating a logo for a book publishing company called Creative Press. One of the main goals that the press was looking for was to create a logo that would represent their newest chapter in their journey while still maintaining a professional look to it. Another important part in this design was to create something that could stand out from other publishers and contain a visual impact. That is why I came up with a key for the logo and used a serif typeface.



Jose Lopez

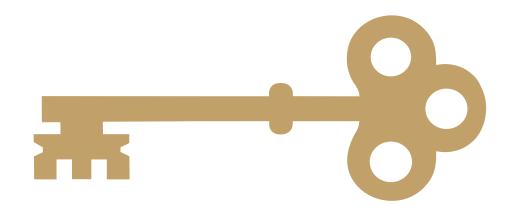


















Creative Press



Stock Photos

Having photography in one's designs can be a great way to establish a visual connection with the client. This can be used to demonstrate a product or just to demonstrate what is being talked about. Not only do they help visually with a design, but they can also help show what the theme is for the design. There are many websites that can be used to find stock photography whether they're free or you have to pay in order to use them. One of the problems with this is trying to find good stock photography to use for your designs.

Image relevancy

One tip to consider may be an obvious one but it can be helpful which is to make sure that the image that is being used is relevant to the product, theme or what is being talked about in the design. Doing this can help capture the attention of the client and help them make a visual connection to the image and what is being talked about. Choosing a random image that Image contrast doesn't relate to the design can be distracting and Another tip to consider when choosing which stock

A similar problem with image relevancy is not — stand the contrast of the image. knowing what kind of images to use in your design. Identifying areas with low contrast within the An easy way to fix this is to see what kind of mood image can be useful if you plan on adding text or you're trying to create within the design or if it's an graphics to the image. Making sure the text is readarticle to read what is being talked about.

Knowing image dimensions and placement can help make it stand out

look like the work was rushed and unprofessional. photos to use within the design would be to under-

able not only when you are close to the design but also

23 💡 How to Find Stock Photos

from far away. This can also be related to knowing which color to use as the background for the image Unsplash and the color of the text or graphics that would be Another website that offers high quality royalty free clarity are key when doing this.

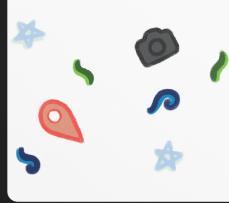
stock photo. By being able to choose good images with is not required from the photographer or Unsplash. attention grabbing colors on them can help make the design stand out and be more noticeable. Different Pexels and if they are more willing to share it.

Website recommendations

ferent websites that can be used to find and use stock site. photos. For this article I have listed three great websites these are the ones that I use the most.

Adobe stock

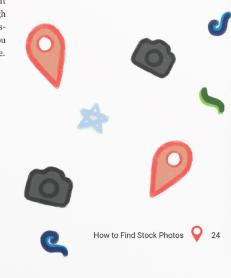
This is available with the creative cloud platform. It provides designers with access to millions of high quality curated and royalty free photos, videos, illustrations, vector graphics, 3d assets, and templates you can use for all your creative projects with confidence.



used as an overlay for the image. Making sure that photos and has become one of the best sources for the contrast between the colors that are being used stock photography. Most of the images that are found are evenly matched and not distracting liability and in Unsplash can be used for commercial, personal projects, and for editorial use. All photos released are Color can also be a factor when choosing a good free under the Unsplash license. Permission or credit

types of colors can have a different effect on people Just like Unsplash, Pexels provides high quality and which can also affect the way that they see the design completely free stock photos licensed under the Pexels license. All photos are nicely tagged, searchable and also easy to discover through the discover pages. Only free images from the community of photographers are added to their photo database. They con-Choosing stock photography can be time consuming stantly try to deliver as many high quality free stock and hard to do especially when there are many dif- $\$ photos as possible to the creatives who use their web-

sites that can be used although there are more web- difficult especially when it comes to adding them into your design. There are many different factors when it comes to this and the process can be annoying sometimes but hopefully this article can help you out.



Editorial Layout You Are Here



Indesign | Literature | Layout | Typography

This was a group project and we were tasked with creating a magazine layout that would introduce the Visual Communications program to the new student's that would be joining the program. As the layout director I was responsible for writing and creating a layout for these three articles. One of the main goals for these articles was to have a consistent layout that would match the theme and the rest of the magazine.



Jose Lopez

Editorial Layout



How to Find Good Stock Photos

can be used to demonstrate a product or just to demonstrate what is being talked about. Not only do they help visually with a design, but they can also help show what the theme is for the design. There are many websi that can be used to find stock photography whether they're free or you have to pay in order to use them. One of the problems with this is truing to find good stock pho

Image relevancy

One tip to consider may be an obvious one but it can be helpful which is to make sure that the image that is being used is relevant to the product, theme or what is being talked about in the design. Doing this can help capture the attention of the client and help them make a simul connection to the image on dust them make a visual connection to the image and what is being talked about. Choosing a random image that doesn't relate to the design can be distracting and look like the work was rushed and unprofessional. A similar problem with images to use in your design. An easy way to fix this is to see what kind of mood You're triving to create within the design or jit's an an easy way to fix this is to see what kind of mood You're triving to create within the design or jit's an an easy way to fix this to to see with the design or jit's an an easy way to fix this to to see with the design or jit's an and the contrast of the mage. Alting areas with low contrast within the sease Making areas with low contrast within the sease Making areas with low contrast within the design or jit's an and the contrast of the mage. The mage Making areas the to the image and the contrast within the design of jit's an and the contrast within the design of jit's an and the contrast with the design of jit's an and the contrast with the design of jit's an and the contrast with the design of jit's and the contrast with and the contrast with the design of jit's and the contrast with the design of jit's and the contrast with and the contrast with the design of jit's and the contrast with the design of jit's and the contrast with the design of jit's and the contrast with and the contrast with the design of jit's and the contrast wi hem make a visual connection to the image and what

23 Q How to Find Stock Phot

Knowing image dimensions

and placement can help make it stand out

you're trying to create within the design or if it's an article to read what is being talked about. graphics to the image. Making sure the text is read-able not only when you are close to the design but also

from far away. This can also be related to knowing which color to use as the background for the image and the color of the text or graphics that would be used as an overlay for the image. Making sure that the contrast between the colors that are being used

larity are key when doing this. Color can also be a factor when choosing a good ck photo. By being able to choose good images with ck photo. By being able to choose good images with

attention grabbing colors on them can help make the design stand out and be more noticeable. Different types of colors can have a different effect on people Just like Unsplash, Po ich can also affect the way that they see the design completely free stock photos licensed under the Pex and if they are more willing to share it.

Website recommendations

Choosing stock photography can be time consuming and hard to do especially when there are many dif-photos as possib ferent websites that can be used to find and use stock site photos. For this article I have listed three great web-sites that can be used although there are more web-sites these are the ones that I use the most.

Adobe stock This is available with the creative cloud platform. I provides designers with access to millions of high quality curated and royalty free photos, videos, illus ctor graphics, 3d assets, and

re evenly matched and not distracting liability and in Unsplash can be used for commercial, persor projects, and for editorial use. All photos released ar free under the Unsplash license. Permission or cred

els license. All photos are nicely tagged, searchabl and also easy to discover through the discover page Only free images from the community of photos phers are added to their photo database. They con-stantly try to deliver as many high quality free stock

difficult especially when it comes to adding them in your design. There are many different factors when i

How to Find Stock Photos 9 24

Page 19

I am a graphic designer and illustrator. I enjoy creating logos, layout design, packaging, and brand development. I like to incorporate various types of design elements into my work, and utilize bold typography, colors, organic and abstract shapes. Utilizing programs such as: Photoshop, Illustrator, and Indesign in order to create my projects.

For the past two years I have focused my academic path on learning and developing those all-important skills necessary to be great in this type of industry. Currently I have graduated and have earned my associates of applied science in graphic design.

What I like about my journey so far in graphic design is how I am capable of using my surroundings, and hobbies to generate ideas to incorporate unto my work. Things such as nature, skateboarding, music, video games, and anime. For inquiries, please visit JoseLopez. Design or contact me at Jose@JoseLopez.Design

