







**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.











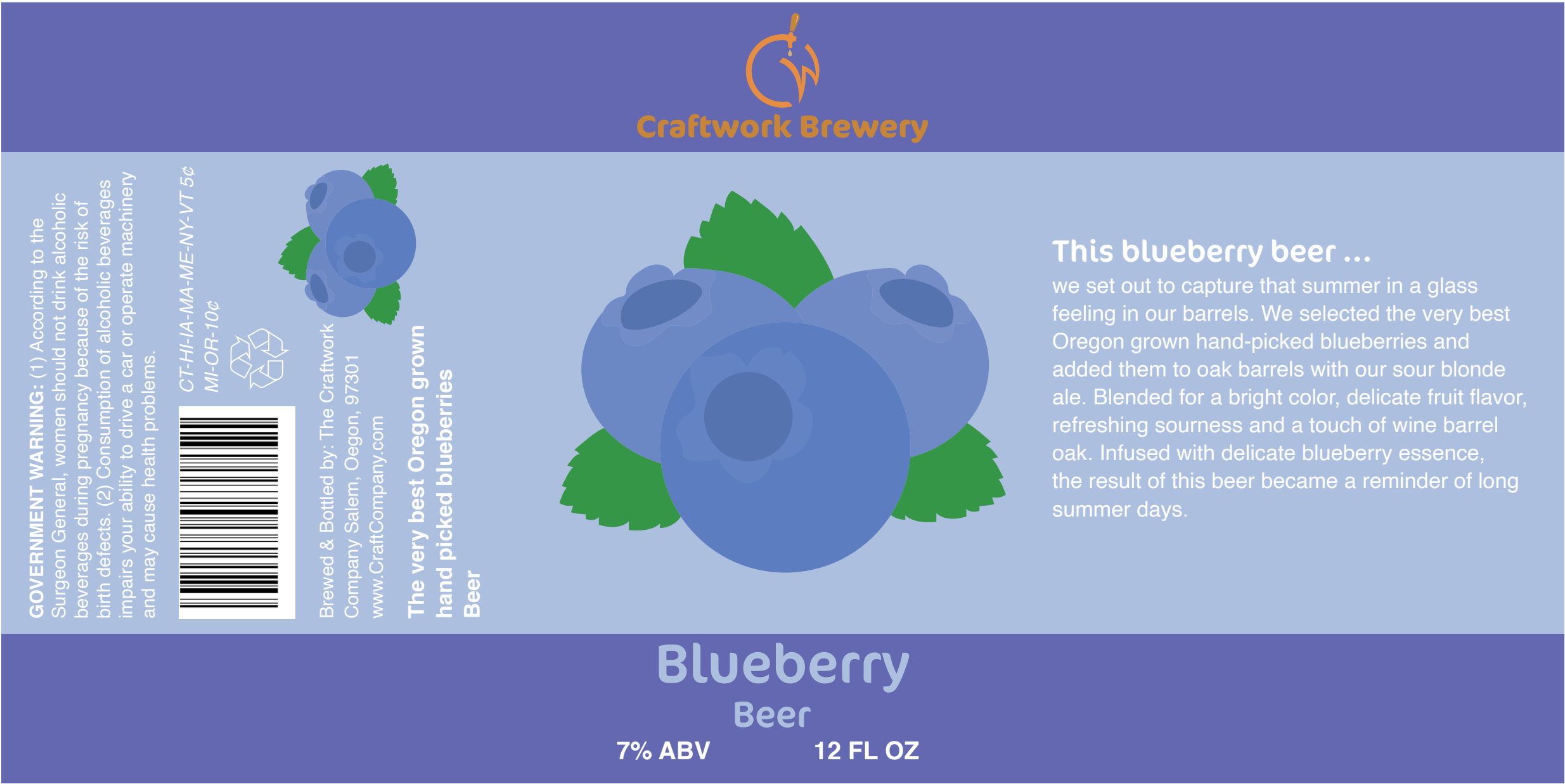
# Package Design

*Craftwork Brewery*

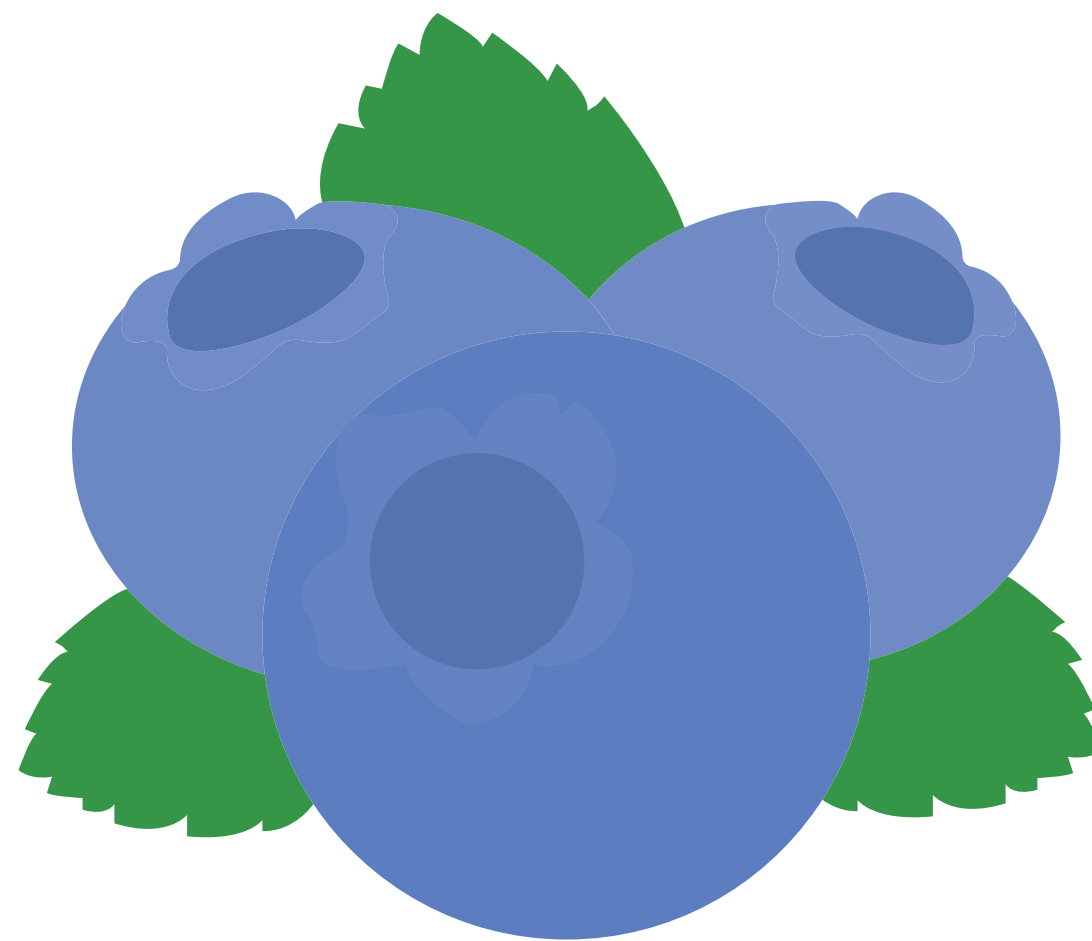
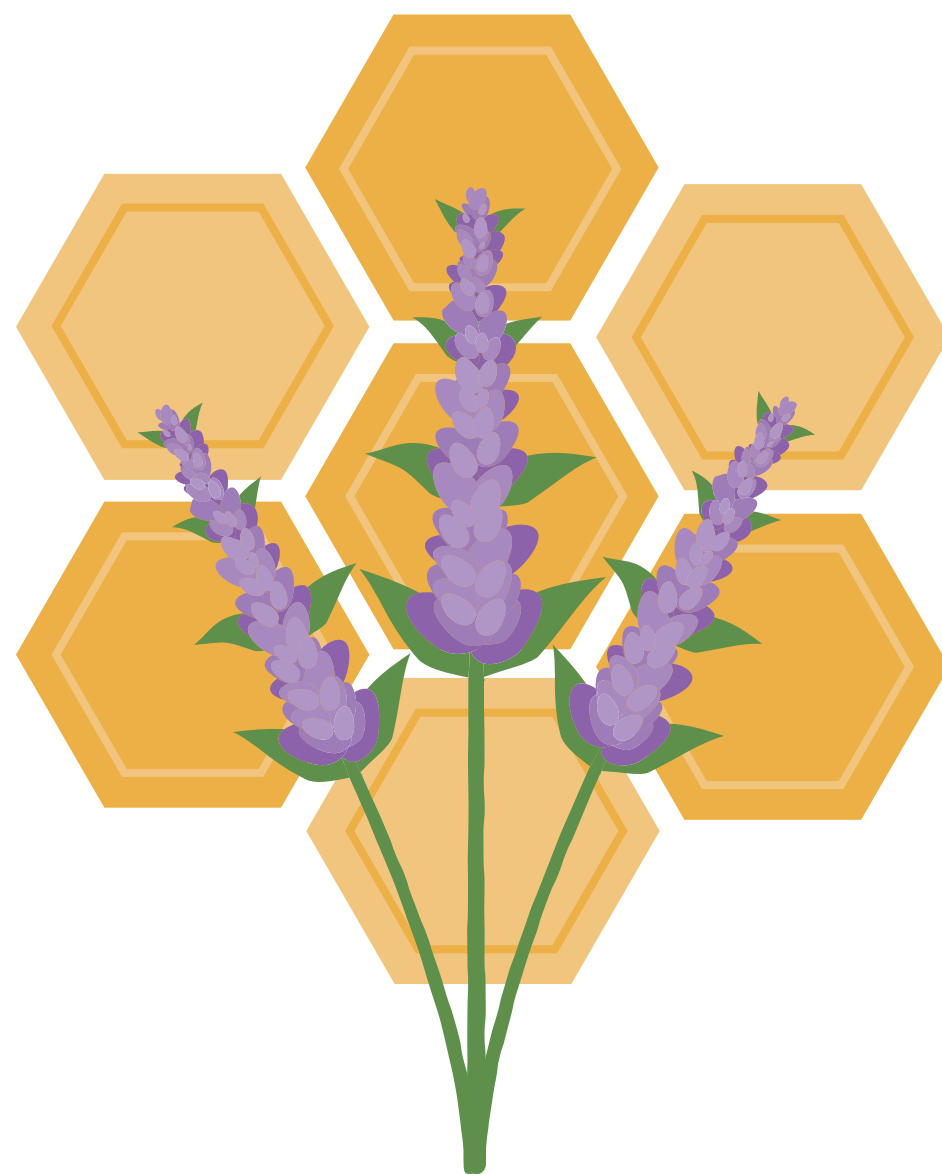
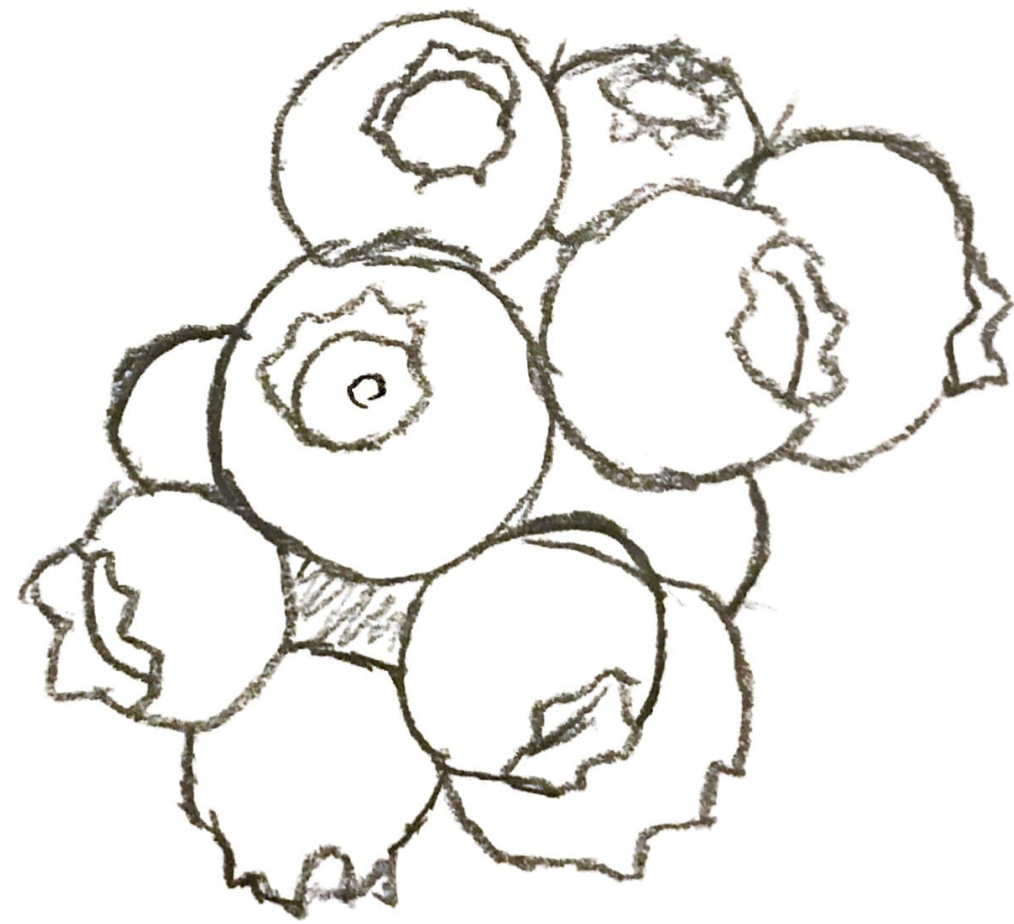


**Illustrator | Indesign | Digital Illustration | Layout | Logo |  
Brand Development**

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.











# Apparel Surface Design

*ODD WORLD*



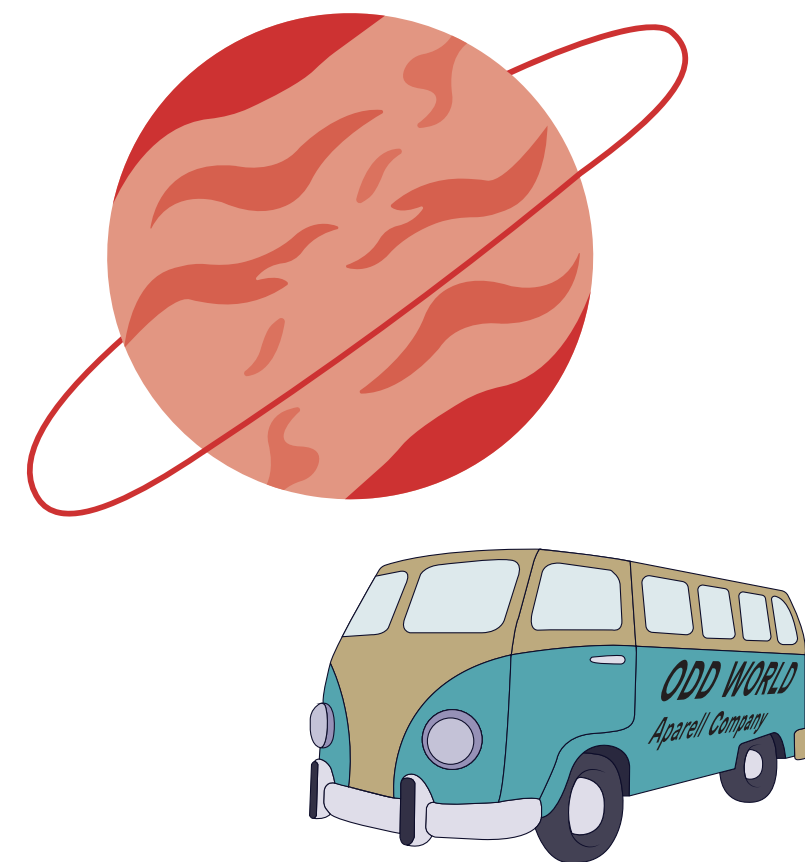
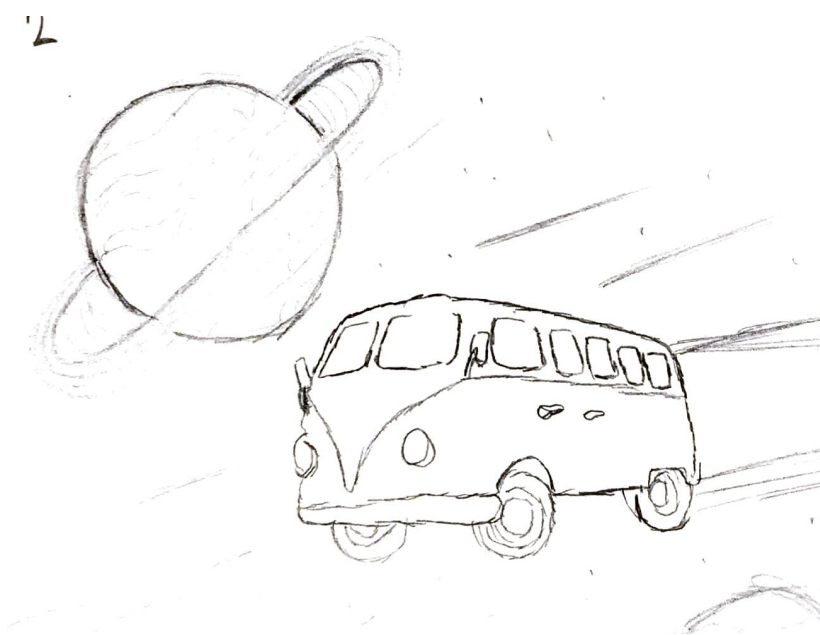
### ***Illustrator / Digital Illustrations / Brand Development***

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.

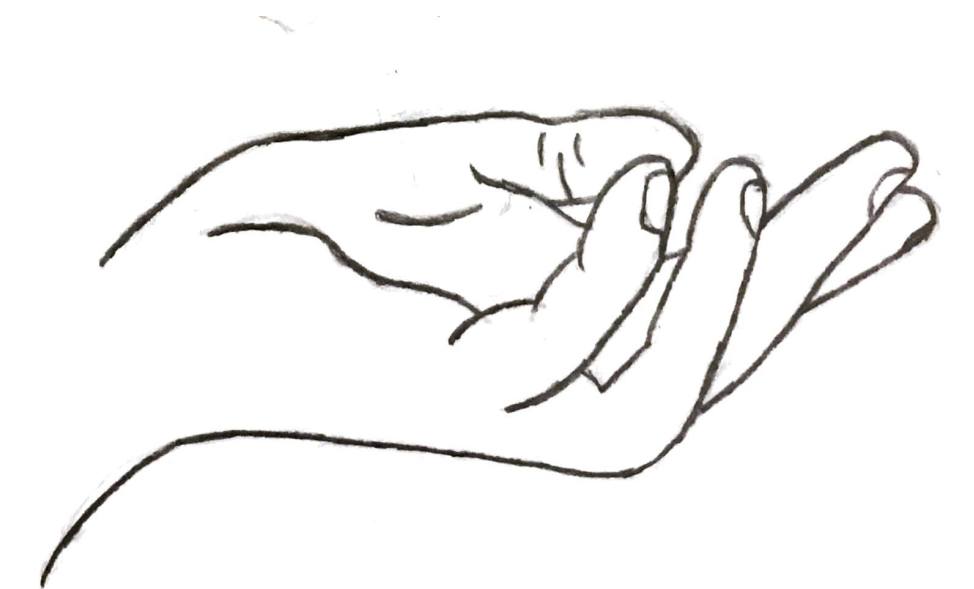
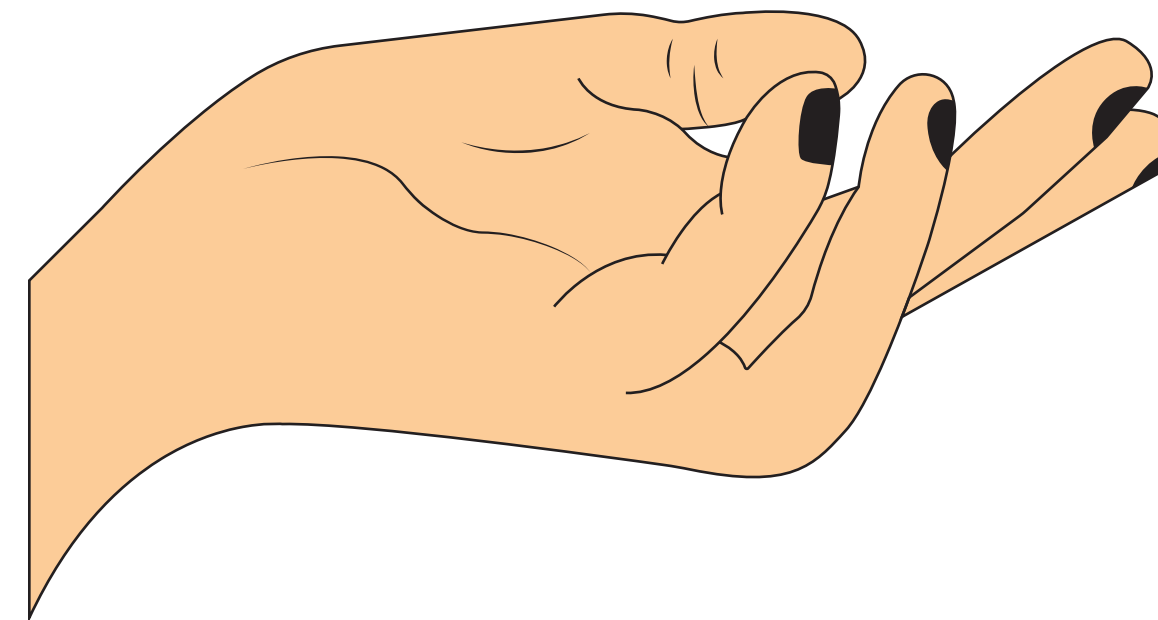
I wanted to make the logo have an interesting element to it. I had to come up with something that would also relate to the mission statement and what I came up with was having a hand motif hold the brand name. I was also able to create various types of designs that would be used in items such as apparel,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







ODD  
WORLD







# Layout Design

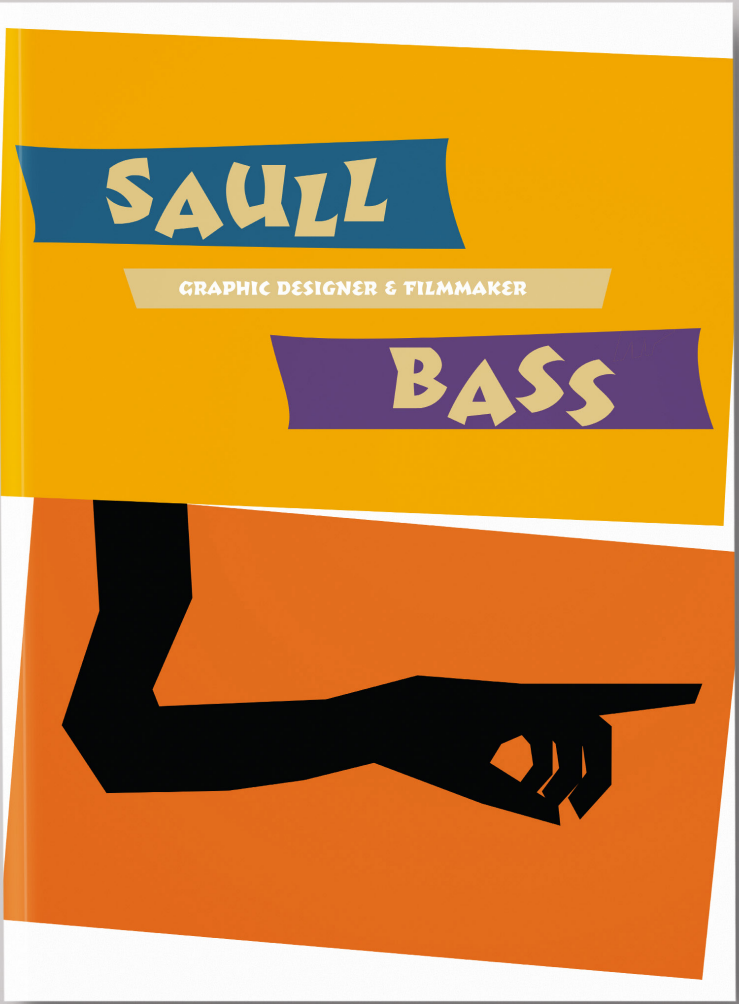
## Saul Bass Article



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.







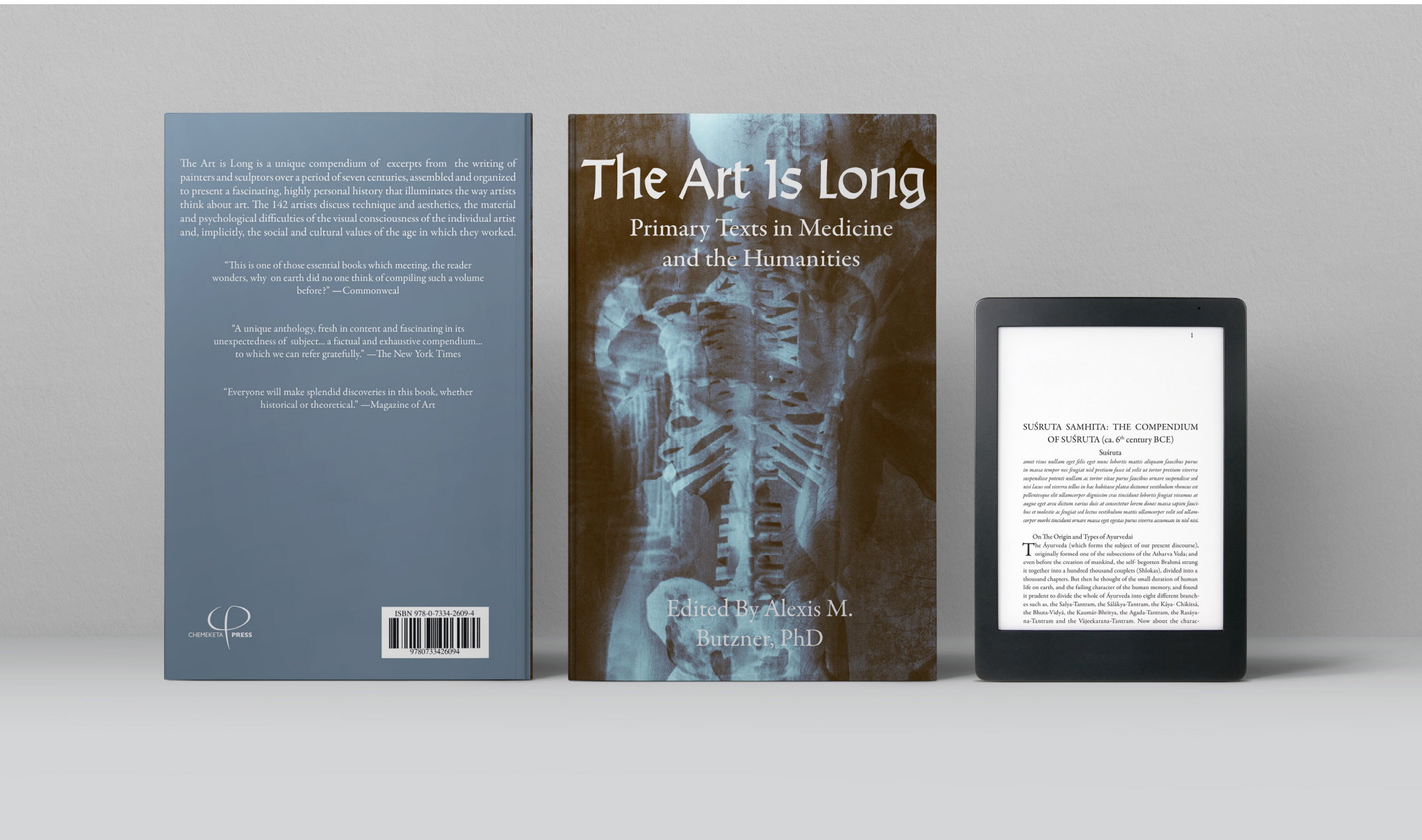
# Book Design

*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.







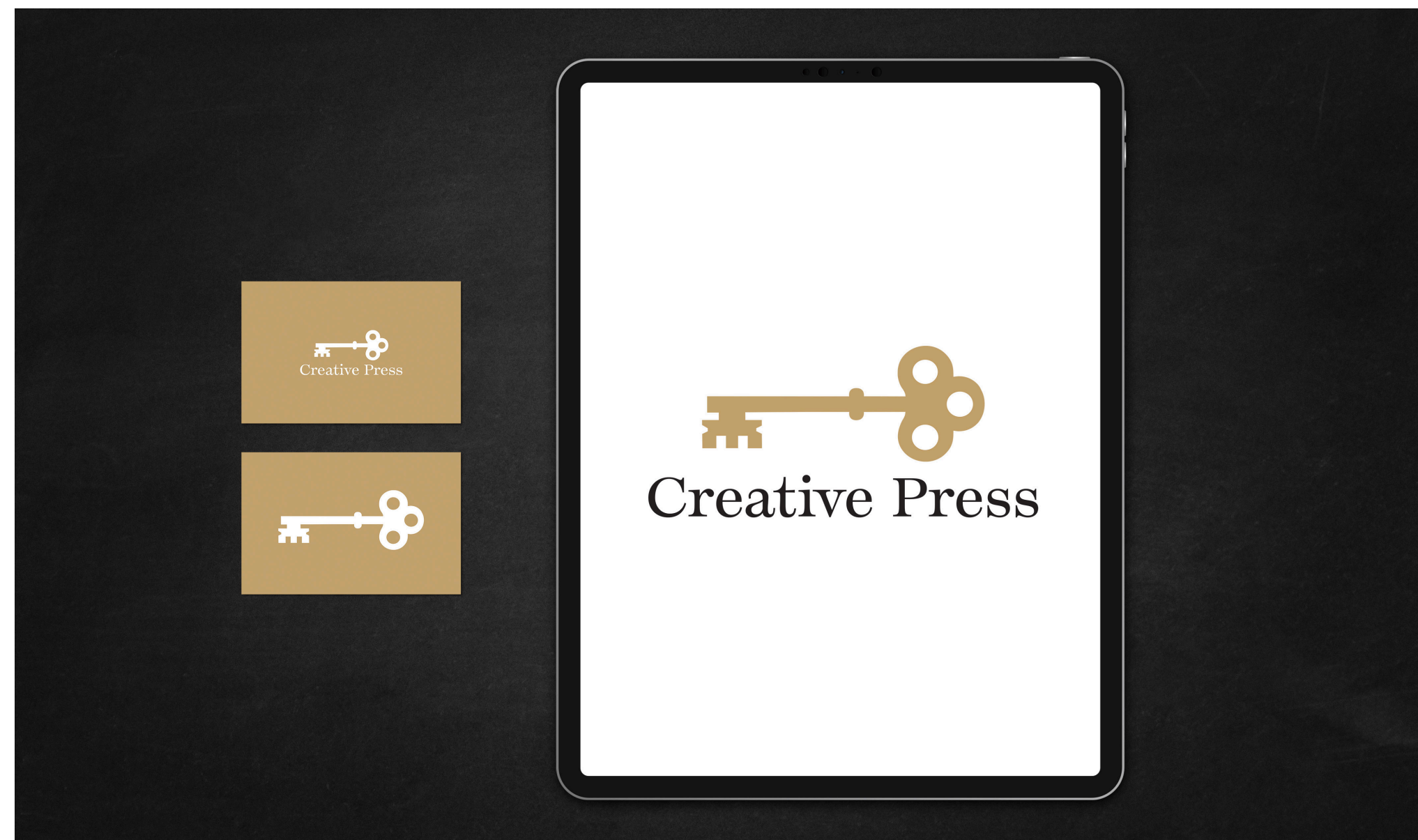
**Logo Design**

*Creative Press*

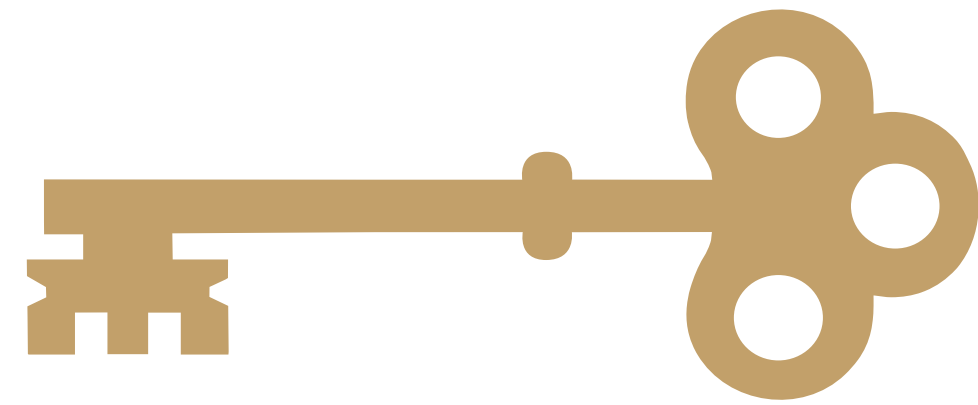


### ***Illustrator / Logo / Layout / Typography***

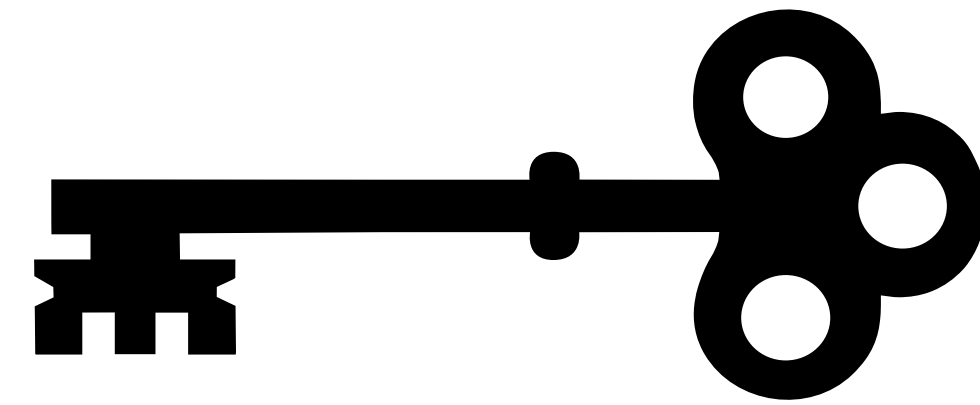
I was tasked with creating a logo for a book publishing company called Creative Press. One of the main goals that the press was looking for was to create a logo that would represent their newest chapter in their journey while still maintaining a professional look to it. Another important part in this 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.



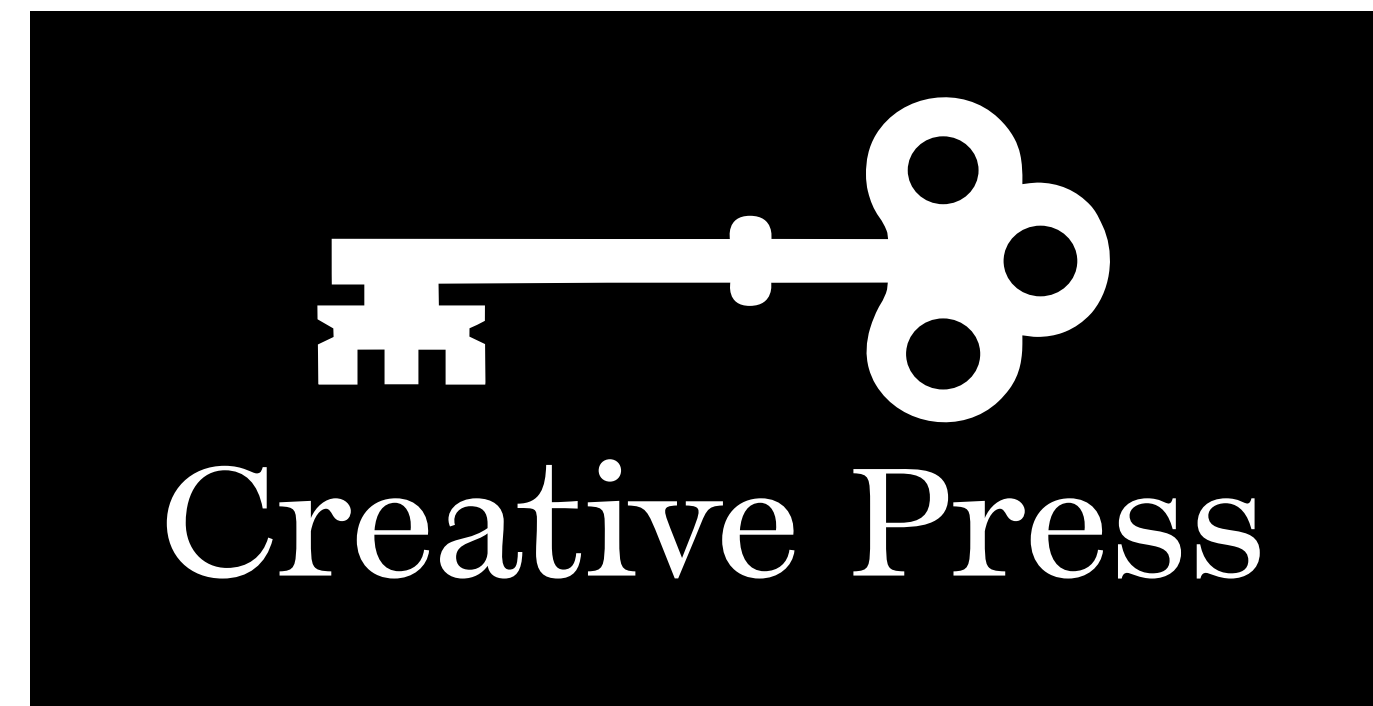
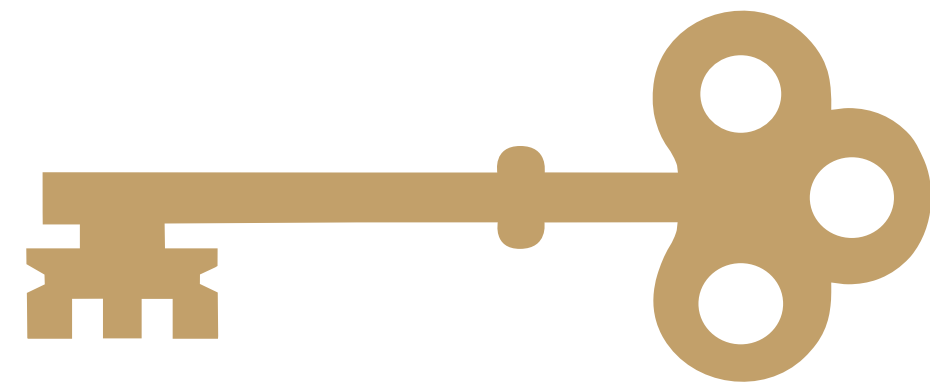




Creative Press



Creative Press



Creative Press





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.





**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](mailto:Jose@JoseLopez.Design)

