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GRAPHIC & UI/UX DESIGNER DIOGO GONÇALVES

WAVEFEST

BRAND IDENTITY

WAVEFEST IS A VISUAL IDENTITY PROJECT FEATURING A MUSIC FESTIVAL.

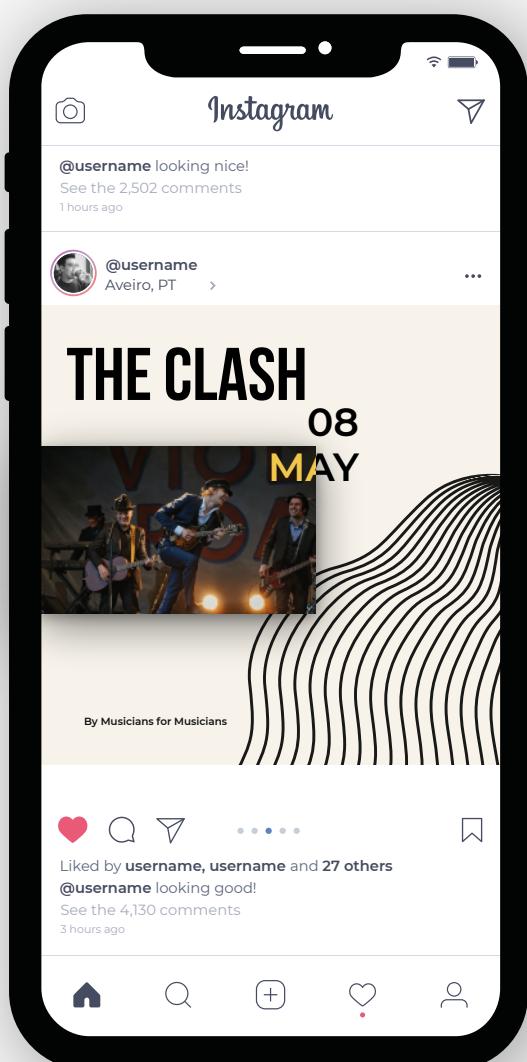
WHEN STARTING THIS PROJECT, I CONDUCTED A GENERAL RESEARCH ON THE TOPIC AND ANALYSED OTHER RELATED PROJECTS. THIS SERVED TO UNDERSTAND THE POINTS THAT BEST RESULT FROM THOSE REFERENCES AND LOOK FOR NEW WAYS TO PRESENT MY PROJECT FOLLOWING GOOD DESIGN PRACTICES.

ALL GRAPHIC AND DIGITAL CONTENT RELATED TO THE IMAGE AND DISSEMINATION OF THE EVENT WERE THOUGHT AND DEVELOPED IN ORDER TO TRANSMIT A CONCEPT OF ENERGY AND VIBRATION OF MUSIC THROUGH THE LINES THAT GIVE THE IDEA OF MOVEMENT BY THE VARIOUS FORMATS PRESENTED. THE COLOURS WERE ALSO THOUGHT OUT AND REFLECTED, WHERE A HIGH CONTRAST IS PRESENTED, TAKING ADVANTAGE OF THE ENERGY THAT YELLOW TRANSMITS AND GIVING IT THE SOBRIETY OF BLACK.



WAVEFEST

BRAND IDENTITY



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WAVEFEST

BRAND
IDENTITY



GRAPHIC DESIGN

SOCIAL MEDIA

PROJECT 2

CURRENTLY AND INCREASINGLY THE DISSEMINATION OF A PRODUCT, BUSINESS OR COMPANY IS VERY IMPORTANT. WE LIVE IN A TECHNOLOGICAL WORLD AND GROWTH GOES THROUGH SHARING AND DISSEMINATION BY VARIOUS MEANS WITH THE PURPOSE OF CONQUERING THE TARGET AUDIENCE.

THE IMAGE AND THE WAY ONE INTENDS TO TRANSMIT A CONCEPT IS WHAT DIFFERENTIATES THE COMPETITION, BRINGING OUT THE BEST IN EACH ONE. AS SUCH, THIS PROJECT CONSISTS IN DEVELOPING PROMOTIONAL IMAGES FOR 3 DISTINCT MARKETS - A FOOTWEAR SHOP, CAMPING AND A CIVIL CONSTRUCTION COMPANY. HERE, WE REALIZE THAT IT IS NECESSARY TO ADOPT DIFFERENT TECHNIQUES IN ORDER TO ADAPT THE IMAGE TO EACH AREA, BECAUSE THEY HAVE DIFFERENT NEEDS AND FRAMEWORKS.

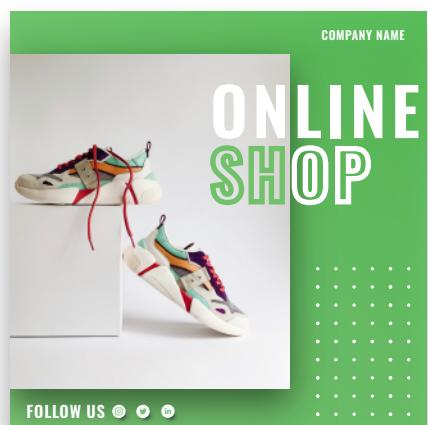
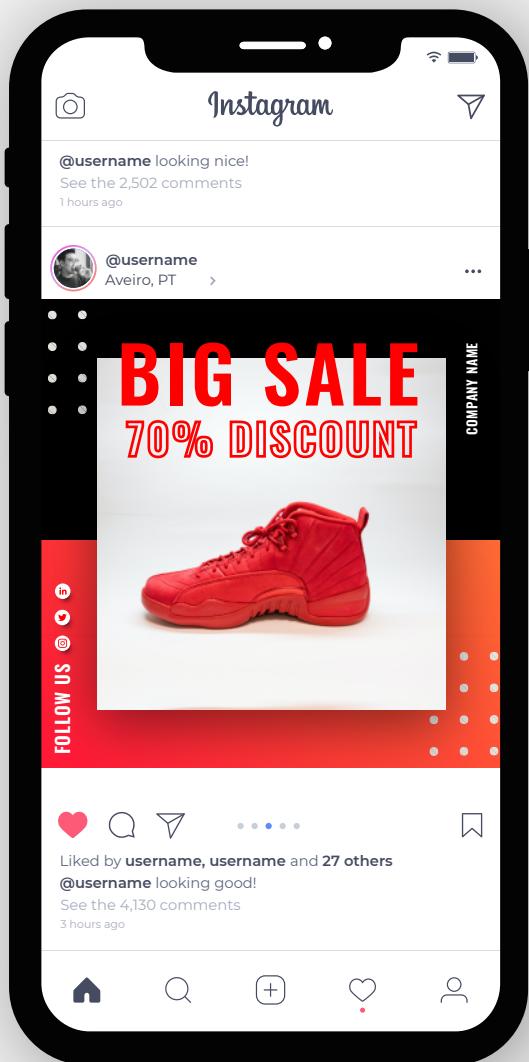
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SHOE STORE

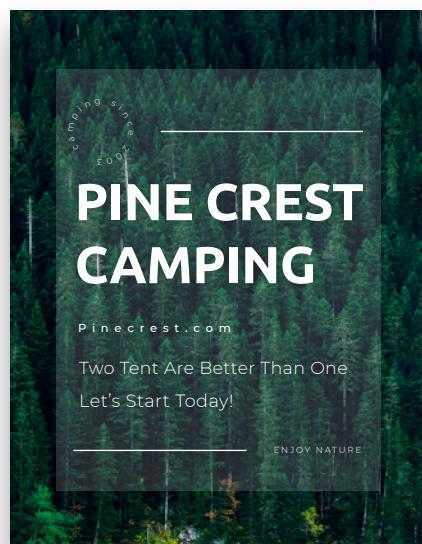
DIGITAL CONTENT

PROJECT 2



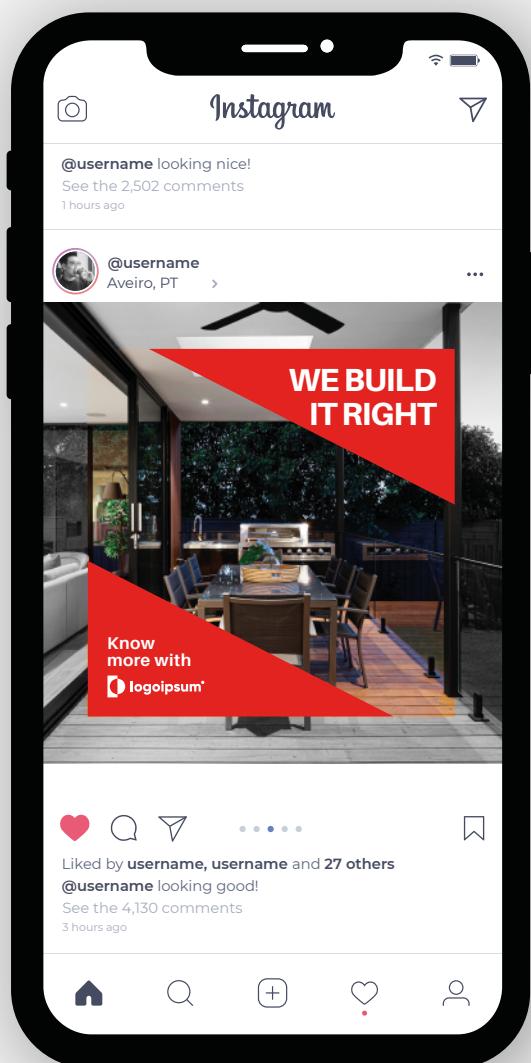
PINE CREST CAMPING

DIGITAL CONTENT



CONSTRUCTION COMPANY

DIGITAL CONTENT



RUI'S WORKSHOP

LOGO DESIGN

RUI'S WORKSHOP IS A WOOD CRAFT WORKSHOP, WHICH MAKES UNIQUE AND EXCLUSIVE PIECES AND PROJECTS DIRECTLY TO THE CLIENT. WHEN I WAS PRESENTED WITH THIS PROJECT, AND AFTER SOME RESEARCH I CAME TO THE CONCLUSION THAT IT WAS NECESSARY TO HAVE AN IDENTITY THAT WOULD TRANSMIT INNOVATION AND RUI'S MAIN OBJECTIVE - IN THIS CASE, TO REUSE WOOD FROM FELLED AND BURNT TREES, GIVING THEM A NEW LIFE THROUGH THE PIECES HE CREATES.

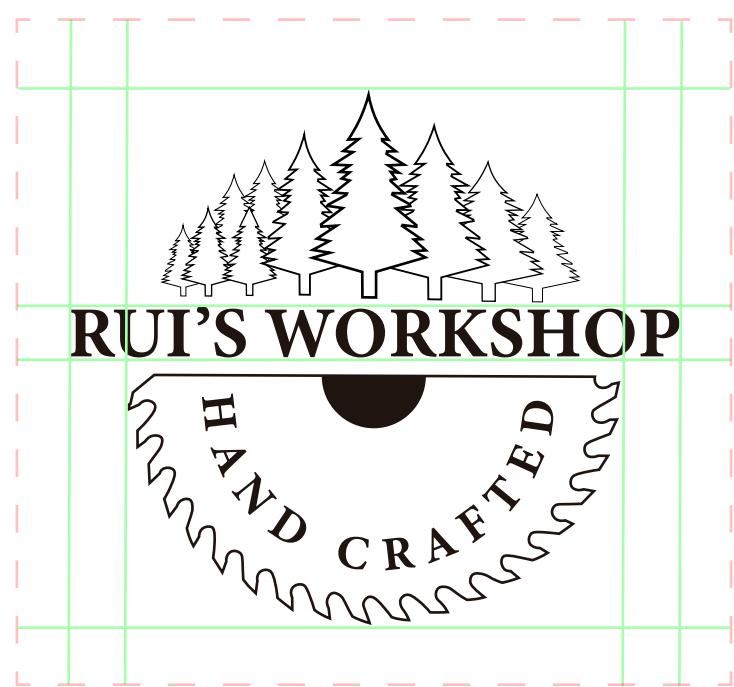
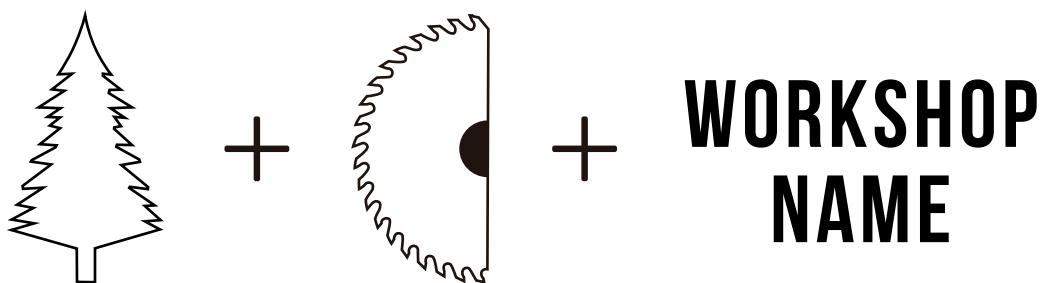
THE CREATION OF THE LOGO CAME FROM THE JUNCTION OF THE TWO MAIN ELEMENTS, IDENTIFIED BY HIMSELF AS BEING THE BASE ELEMENTS FOR THE FINAL REALIZATION OF THE PIECES. THESE ARE THE TREES - FROM WHICH HE TAKES THE RAW MATERIAL; AND THE SAW - WHICH REPRESENTS THE MAIN TOOL HE USES TO CUT THE WOOD BEFORE CARVING IT.

THE FINAL SHAPE OF THE LOGO IS PURPOSELY CIRCULAR, IN ORDER TO REINFORCE THE CONCEPT OF NATURE AND ITS PARTICULARITY - IT REFERS TO THE SHAPE OF THE INSIDE OF A TRUNK, THERE IS NONE LIKE THE OTHER, JUST LIKE RUI'S PIECES.



RUI'S WORKSHOP

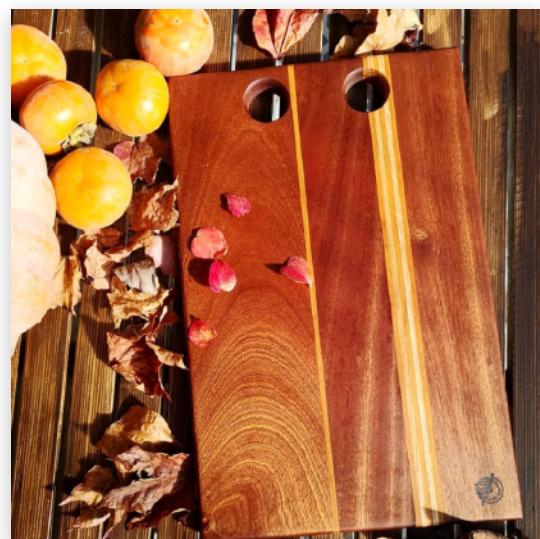
LOGO DESIGN



RUI'S WORKSHOP

LOGO DESIGN

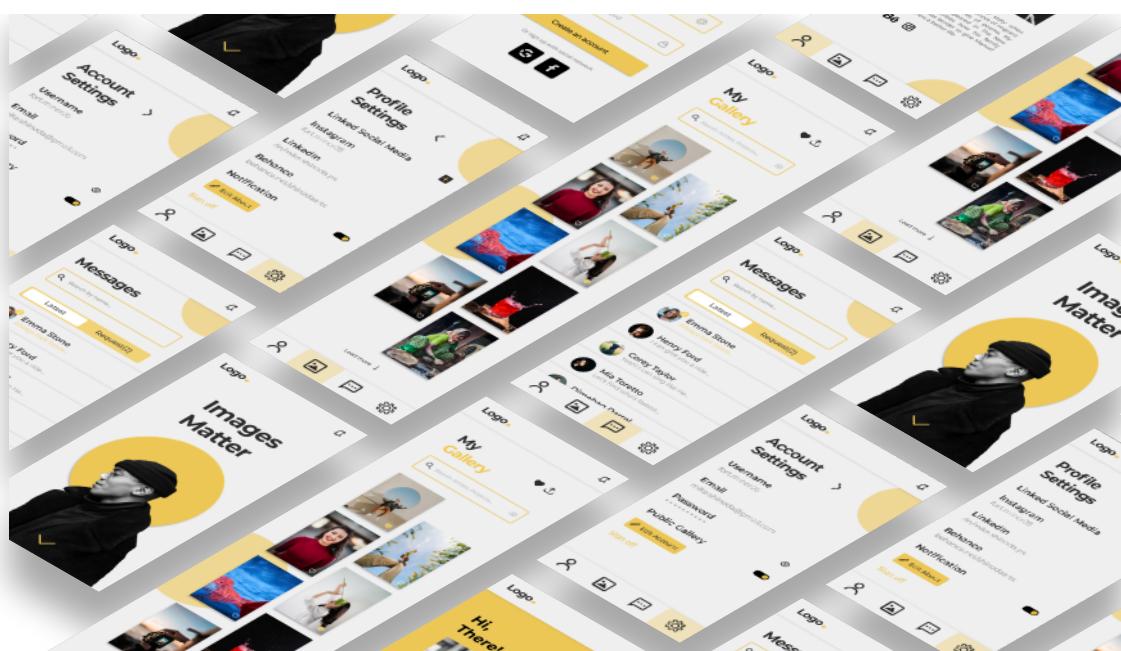
THE LOGO IS USED ESSENTIALLY TO ENGRAVE ALL THE PIECES LEAVING THE BRAND ALWAYS PRESENT. IT IS ALSO USED ON THE WORKSHOP'S BUSINESS CARDS, AS WELL AS ON THE THANK YOU CARDS INCLUDED IN THE SALE OF A NEW PIECE.



IMAGES MATTER

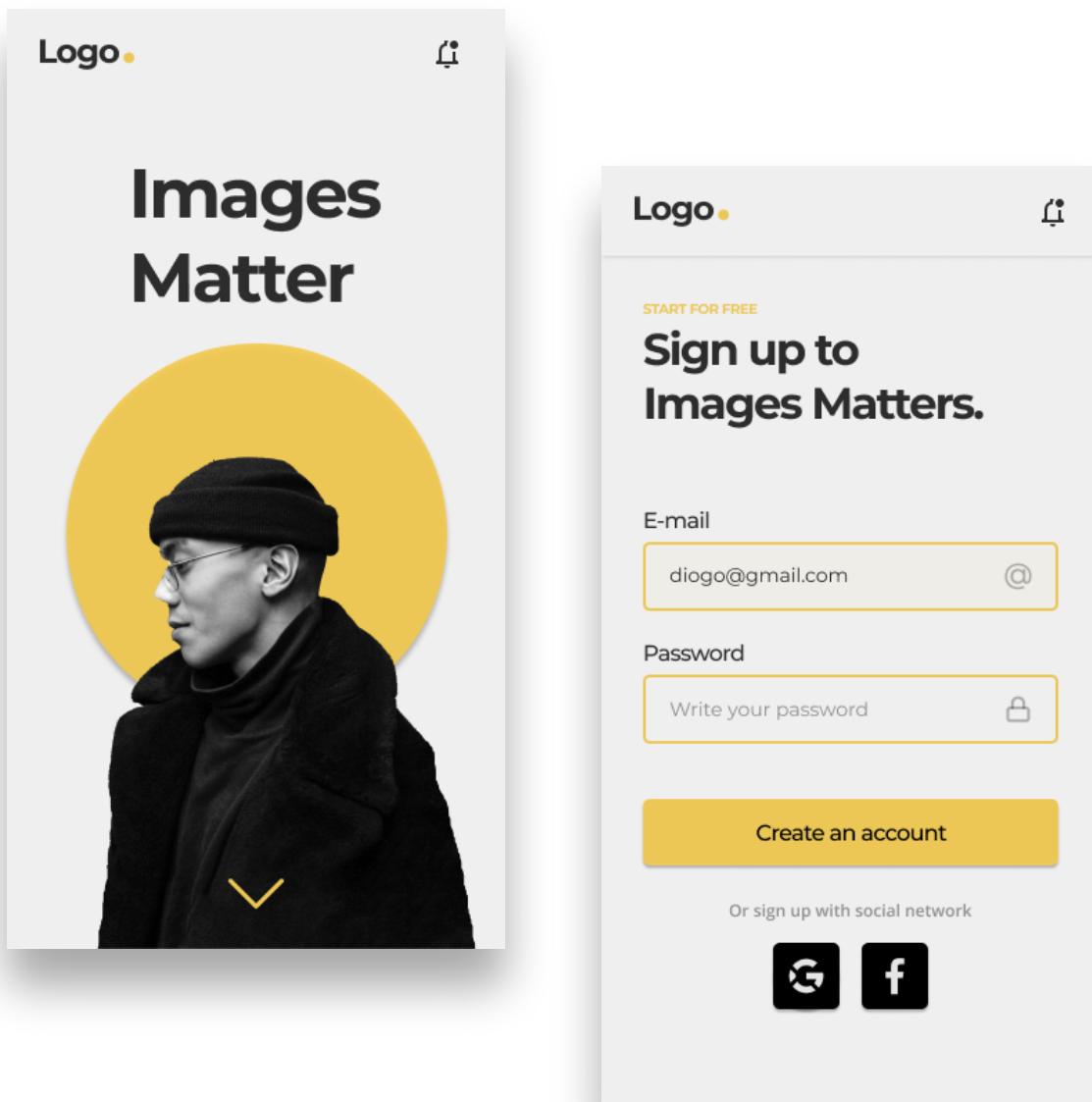
MOBILE APP

IMAGES MATTER IS AN INTERFACE DESIGN PROJECT AND WAS DEVELOPED FOR PHOTOGRAPHERS, FUTURE PROFESSIONALS AND CLIENTS. HAVING SOME FREELANCE FRIENDS IN THE MIDDLE, THE CHALLENGE WAS LAUNCHED TO THINK OF A SOLUTION SO THAT THERE COULD BE CONNECTION, KNOWLEDGE SHARING, MUTUAL HELP BETWEEN PHOTOGRAPHERS AND AT THE SAME TIME BE A MEANS OF SHARING PORTFOLIOS, PROJECTS AND JOB OPPORTUNITIES. FOR THIS, SCREENS WERE DEVELOPED FOR THIS APPLICATION THAT ILLUSTRATES THIS CONCEPT - MAKING A COMMON SPACE WITH SEVERAL PROFESSIONALS, ENHANCING THE JOINT GROWTH AND SHARING OF NEW JOB OFFERS.



IMAGES MATTER

MOBILE APP



IMAGES MATTER

MOBILE APP

Account Settings

- Username: fort.mincr05
- Email: mike.shinoda@gmail.com
- Password: [REDACTED]
- Public Gallery: On
- Buttons: Edit Account, Sign off

Profile Settings

- Linked Social Media:
 - Instagram: fort.mincr05
 - LinkedIn: /in/mike.shinoda.ps
 - Behance: behance.net/shinodaarts
- Notification: Off
- Buttons: Edit About, Sign off

My Gallery

Search bar: Search Artists, Projects...

Grid of images:

- A man sitting on a ledge.
- A person's hand reaching for something.
- A woman in a red dress smiling.
- A person's hand holding a green apple.
- A landscape with red rocks and blue water.
- A person holding a camera.
- A person in a green shirt working at a table.

Landing Screen

Hi, There!

Corey draws from his life story when writing about the experiences of migrant workers. His first series of poems, My Father's Hands, appeared in The New Yorker and describes how his family crossed the Texas border to give Manuel and his brothers a better life.

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Messages

Search bar: Search by name...

Latest: Emma Stone, Henry Ford, Corey Taylor, Mia Toretto, Dimebaan Darrel

Request(2):

Emma Stone: Always look twice...

Henry Ford: I can give you a ride...

Corey Taylor: Yeah! I can sing like He...

Mia Toretto: Let's find who's fastest...

Dimebaan Darrel: [REDACTED]

MUSIC CASTER

MUSIC PLATFORM

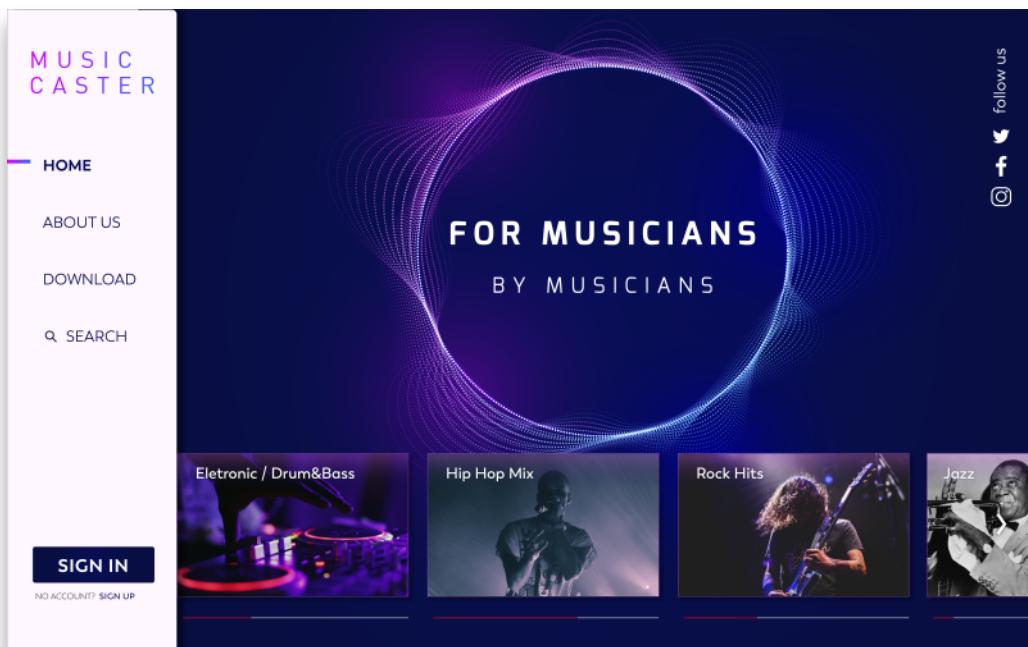
THIS PLATFORM CONSISTS OF STREAMING MUSIC FROM SMALLER ARTISTS.

HAVING A PERSONAL SIDE CONNECTED TO MUSIC SINCE ALWAYS, I SEE MANY TALENTS BEING UNDervalued AND NOT KNOWN. AS SUCH, THE GOAL OF THIS PLATFORM IS TO GIVE VOICE TO LESSER KNOWN TALENT, WHERE ARTISTS CAN SHARE THEIR MUSICAL CONTENT SO THAT THERE IS A LIBRARY OF TALENT AND THAT THROUGH SHARING AND KNOWLEDGE THROUGH THE PLATFORM THEY CAN REACH PRODUCERS OR NEW JOB OPPORTUNITIES FOR THEIR GROWTH. IT IS A PLATFORM MADE FOR MUSICIANS, WHERE CONTENT IS SHARED BY MUSICIANS FOR MUSICIANS.



MUSIC CASTER

MUSIC PLATFORM



THE SCREENS DEVELOPED ARE DESIGNED FOR BOTH APPLICATION AND BROWSER, AS WELL AS FOR DESKTOP AND MOBILE DEVICES.



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