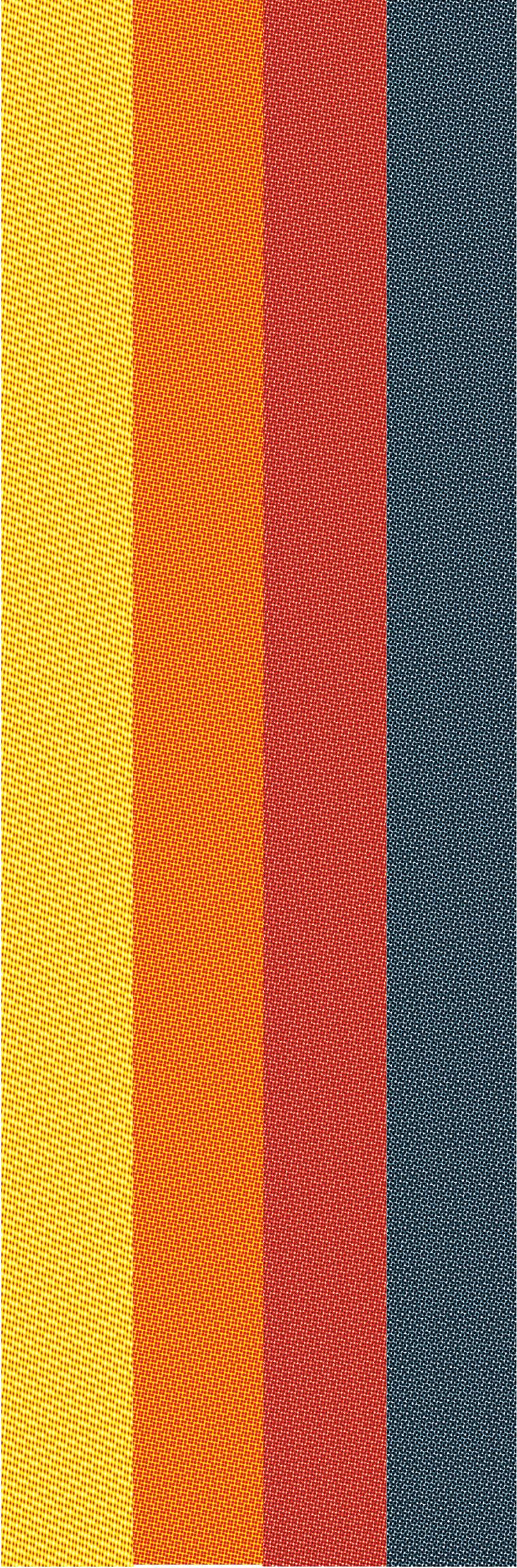


A N I M A T I O N

A N D R E A H E R R E R A



Acknowledgements

I am deeply grateful to all of those whose guidance has been of tremendous value and enabled me to complete this project successfully. I am thankful to my parents and grandparents, Florangel Serrano, Jose Herrera, Denia Salazar and Luis Serrano for teaching me to strive for my dreams and for pushing me to do my best.

I am thankful to my boyfriend, Victor Alfaro, for teaching me to believe in my work and myself and for staying up endless nights by my side while I worked.

Also, I would like to thank all of my teachers for helping me develop, correct, polish and improve on my work.

To finalize my acknowledgement I would like to use this lovely quote:

"Alone we can do so little, together we can do so much." -Helen Keller

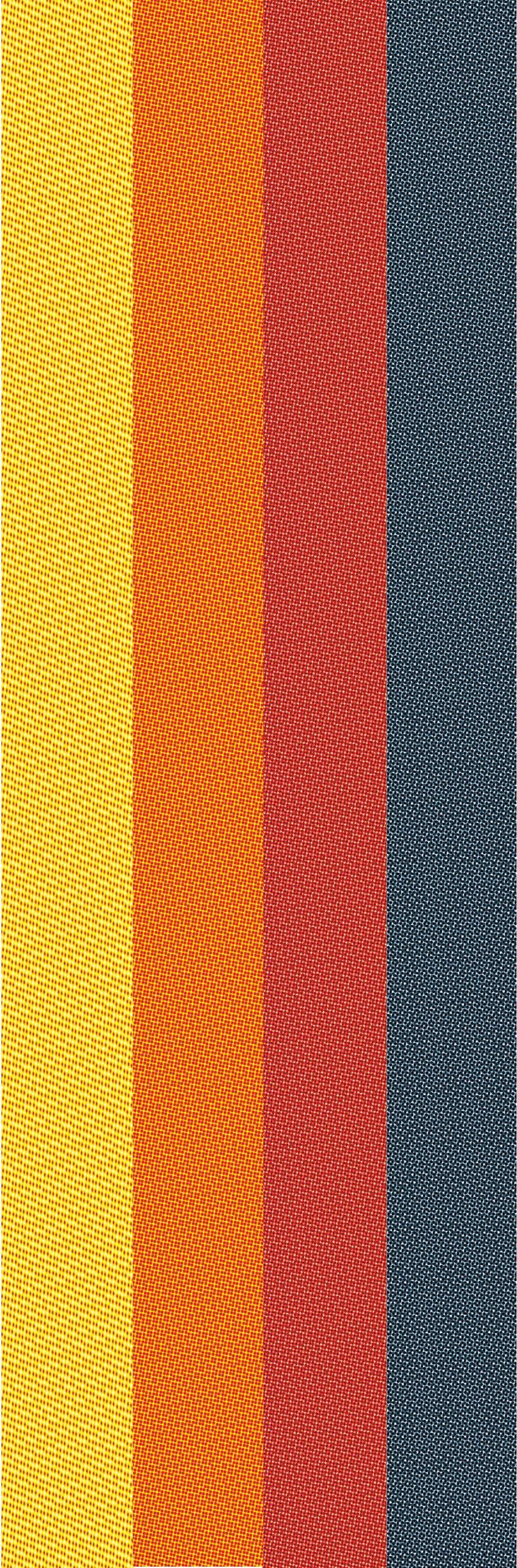


Table of Contents:

| | |
|---------------------------|-------|
| Acknowledgements | 3 |
| About Me | 6-7 |
| Animation/Motion Graphics | 10-21 |
| 2D & 3D Logos | 24-35 |



ME ABOUT

About

My name is Andrea Herrera, I was born on April 23rd, 1994 in Caracas, Venezuela. My passion for animation started at an early age, when I had probably 80% of all the DVR Disney movies and would watch them over and over again. However, I never thought I would pursue a career in animation until later on in my life. What I love about animation and motion graphics is the ability to design and create an idea and also have the pleasure of seeing it come to life.

Education

2012-Present
Miami International University
of Art and Design
Bachelor of Fine Arts: Computer Animation
Expected Graduation: December 2015
Current GPA: 3.80

Technical Skills

Maya •••••

Photoshop •••••

After Effects •••••

Flash Professional •••••

Illustrator •••••

Cinema 4D •••••

HTML 5 +CSS •••••

InDesign •••••

Experience

Intercontinental Hotel Miami-Class Collaboration
Animation and design of "Miami Is..." project
Summer 2015

Miami International University of Art and Design- Library Department
Circulation Specialist
July 2014- Present

Claudellys Cordero- Palibrio
Book Cover design of "De la Mano de Tu Alma, Mujer"
March 2015

References

Tammie Olivera
Library Director
Office: 305.428.5674
E-mail: tolivera@aii.edu

Mary Mapes
Associate Dean of Academic Affairs
Office: 305.428.5667
Email: mmapes@aii.edu

Awards

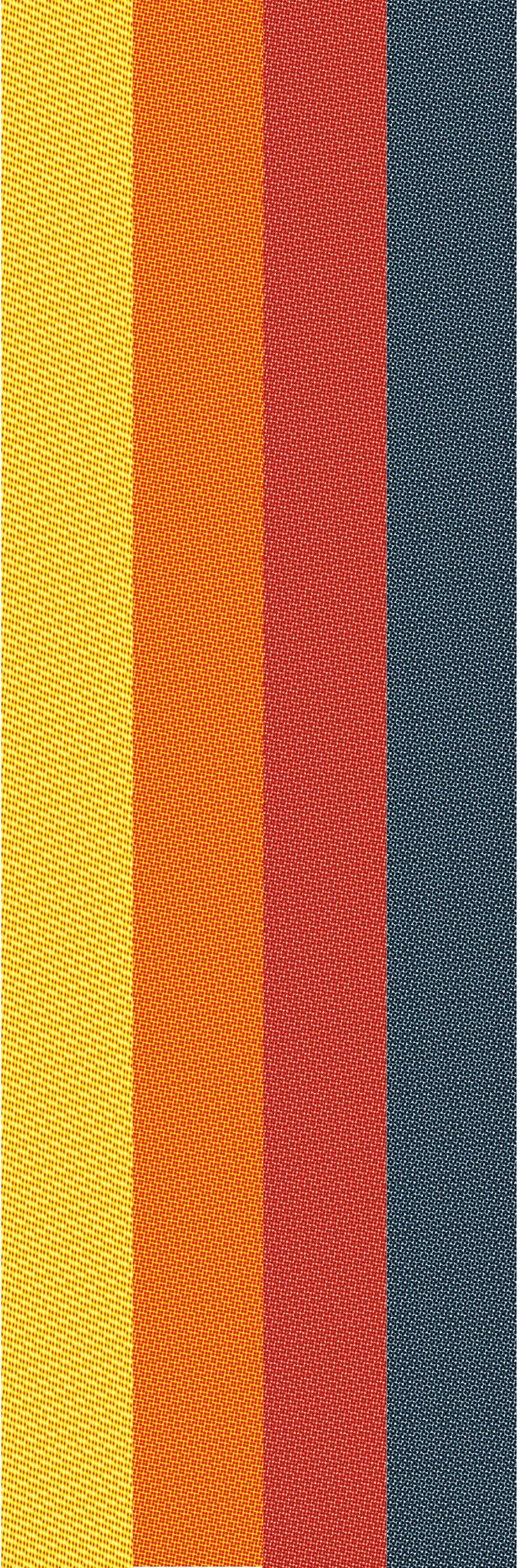
Dean's Honor Roll (Fall 2012-Summer 2014, Spring 2015-Summer 2015)
Honor Roll (Fall 2014-Winter 2015)
Peer Mentors (Summer 2013-Summer 2015)

Languages

Spanish (Native Language)
English (Advanced)
French (Beginner)

Personal Interests

Animation, Motion Graphics, fitness, baking, drawing, sculpting



Animation & Motion Graphics

Description:

"Miami Is..." is a vector graphic animation done to show without words things that represent Miami. This animation was done for my Selected Topics class and it will be playing in the Intercontinental Hotel in Miami on January 2016.

Programs Used:

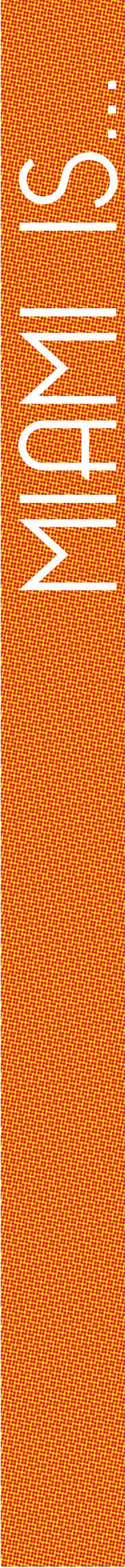
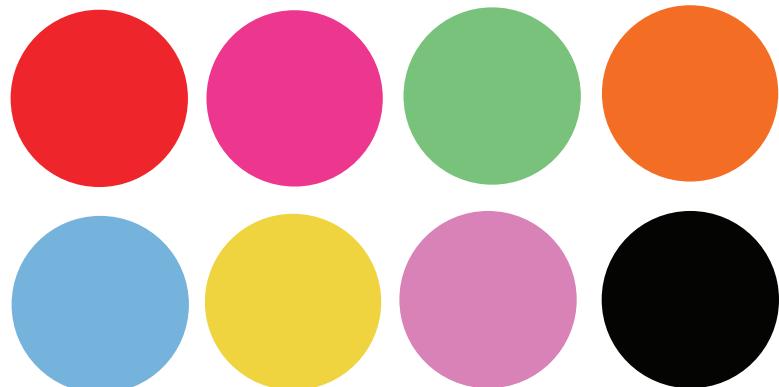
After Effects

Flash Professional

Illustrator

Photoshop

Color Palette:



Style Frames







Description:

"Out of This World" is a claymation made to stress the importance of pet adoption. It takes place in another world and it features "Pluff" and "Fred" as its main characters.

Material:

Claytoon

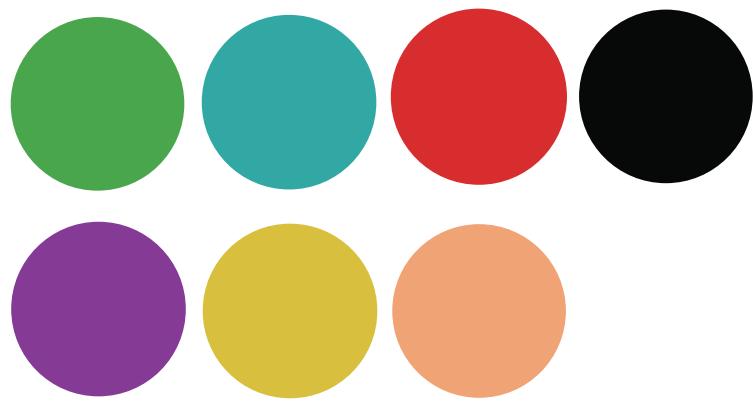
Programs Used:

After Effects

Illustrator

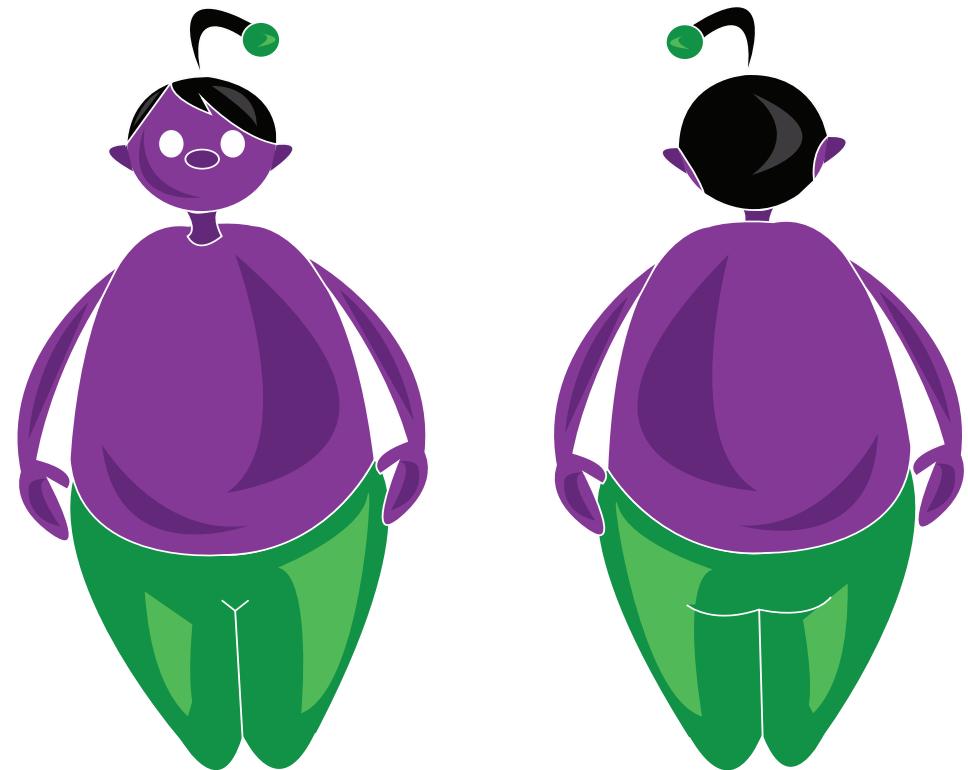
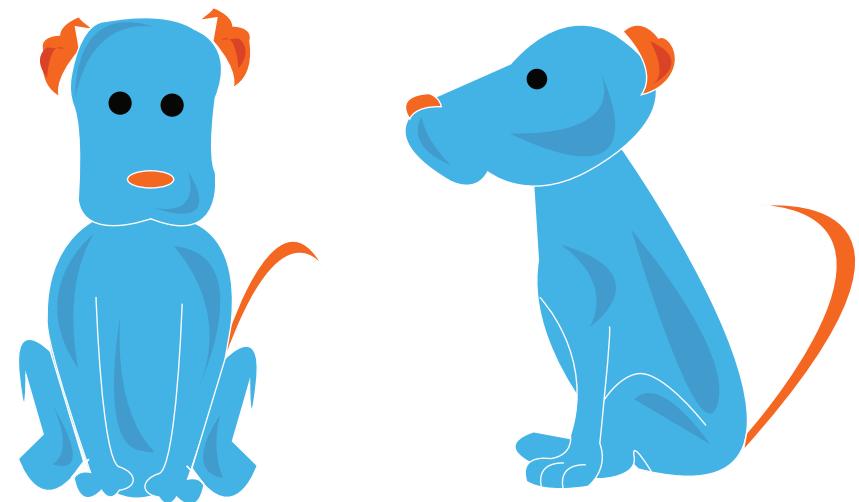
Photoshop

Color Palette:



OUT OF THIS WORLD

Character Design







 IF THERE IS ANYTHING YOU SHOULD LEARN,
IS THAT PET ADOPTION IS OUT OF THIS WORLD.

Description:

"Walk and Wait" is a 2D animation PSA (Public Service Announcement) done to show in a funny and charming way the dangers that walking and texting could cause.

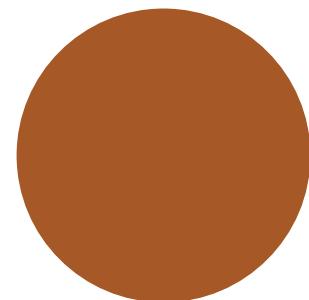
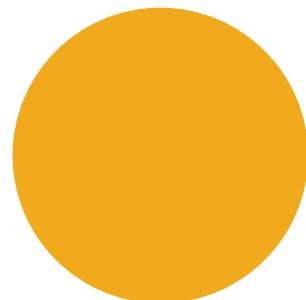
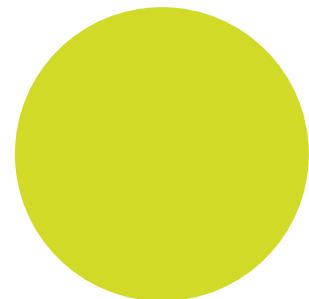
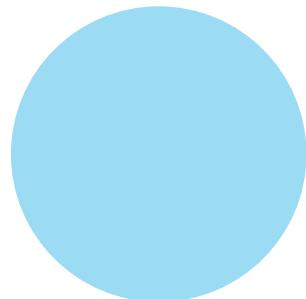
Programs Used:

After Effects

Flash Professional

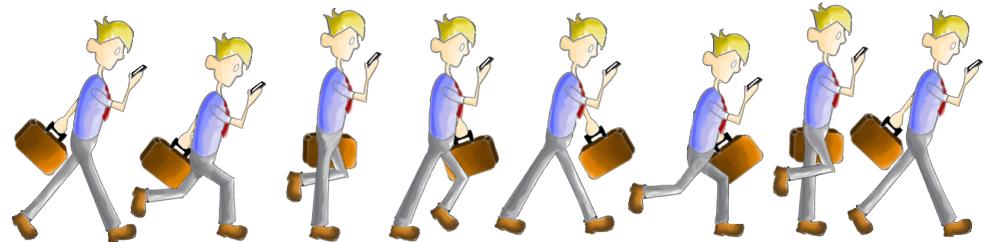
Photoshop

Color Palette:

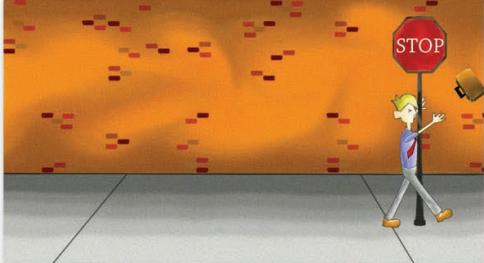


WALK AND WAIT

Walk Cycles



*Have some wisdom,
don't be a victim...*

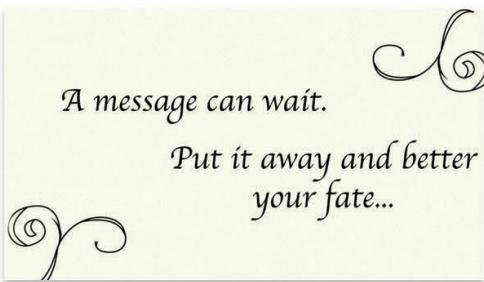
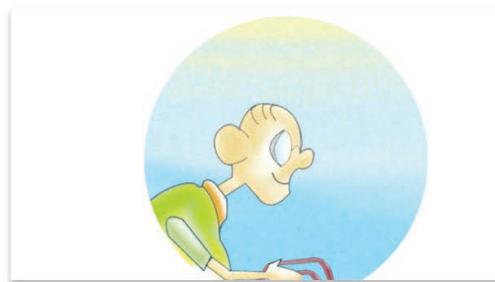
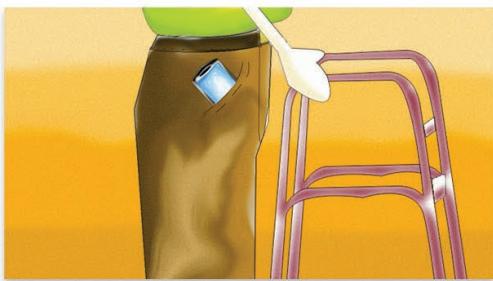
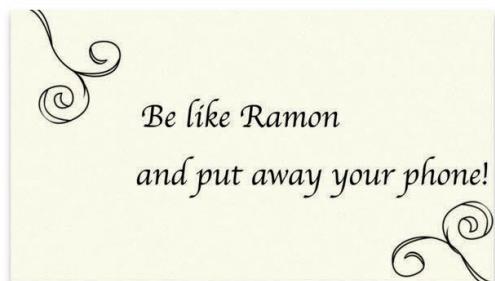
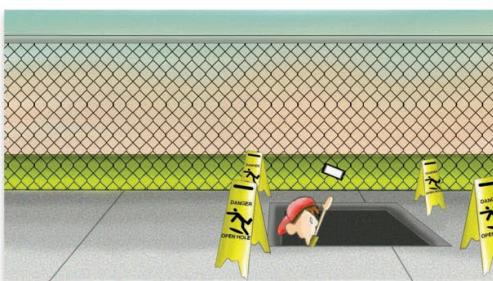


*Don't be a fool,
and try to look cool...*



We've all done this, including you.

So, get a clue...



Description:

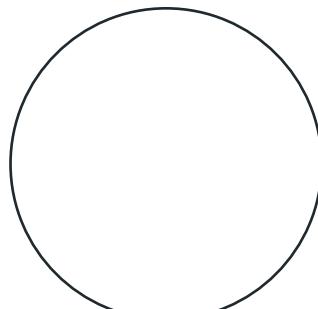
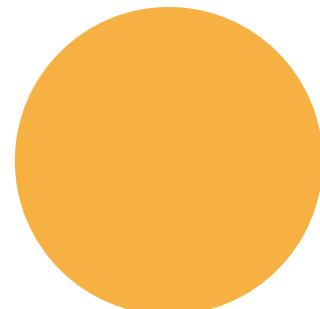
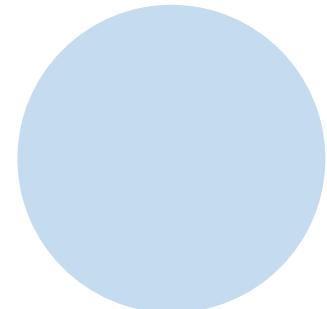
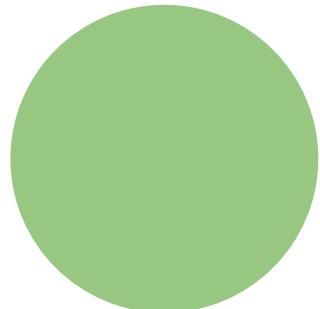
"It's that simple" is a paper stop motion animation fused with some after effects. The project was done to emphasize how effective and prompt the USPS service is.

Programs Used:

After Effects

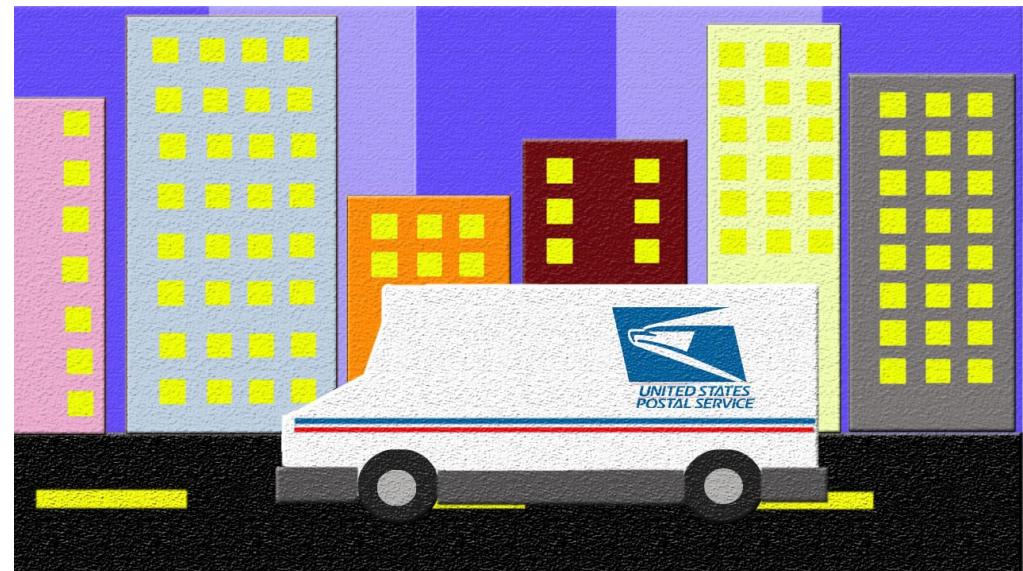
Photoshop

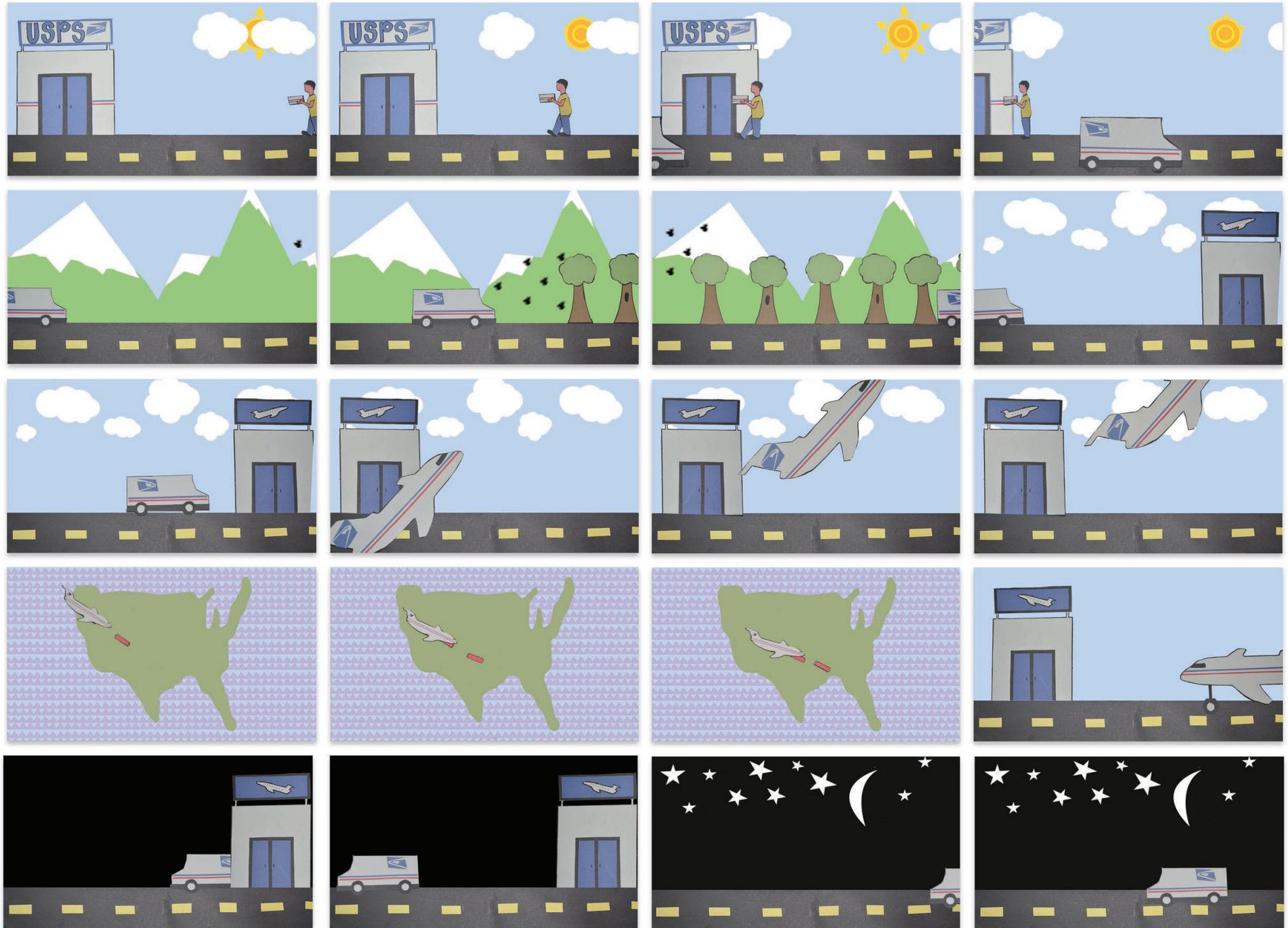
Color Palette:



IT'S THAT SIMPLE

Styleframe







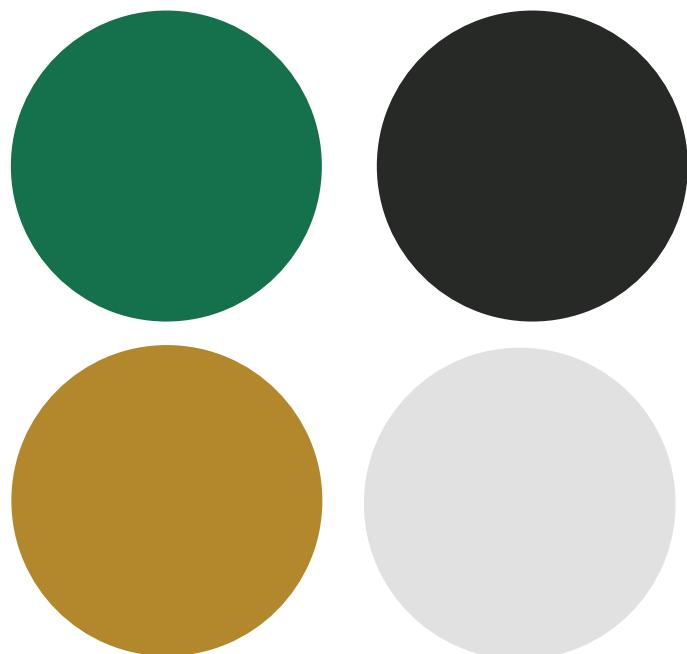
Description:

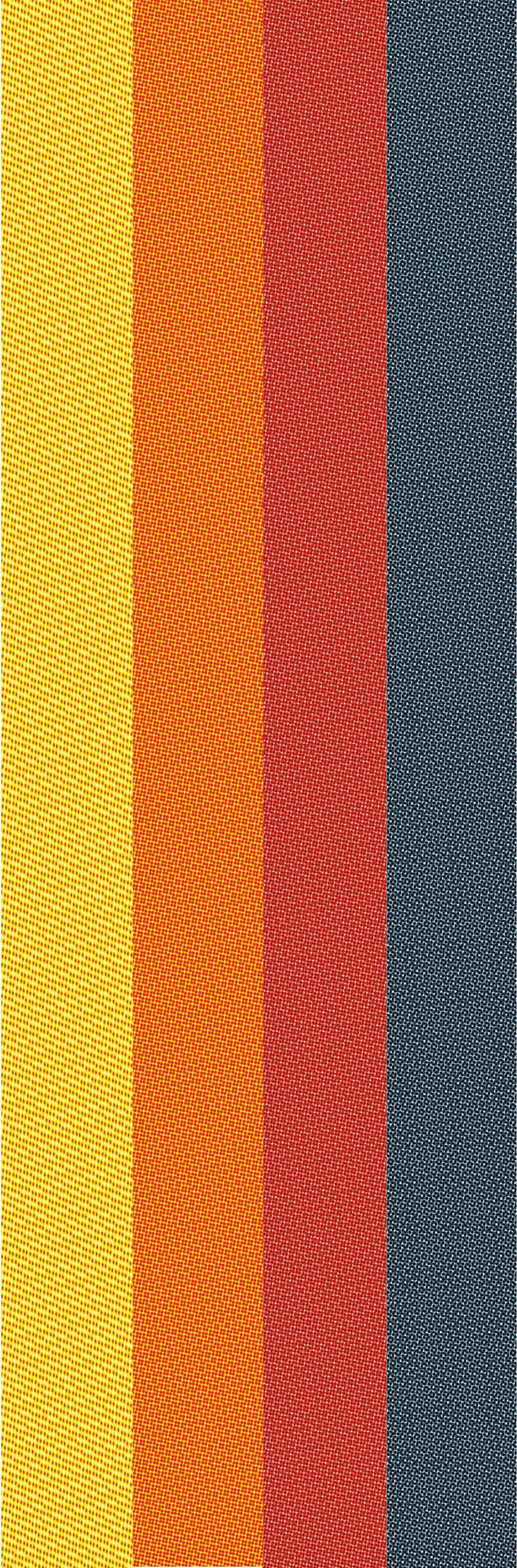
This Starbucks banner was done to promote their new flavor "Blonde Roast". It is designed to be used in websites or apps and it encourages the consumer to click on it, find a store and buy the product advertised.

Programs Used:

Flash Professional

Color Palette:





2D & 3D
Logos

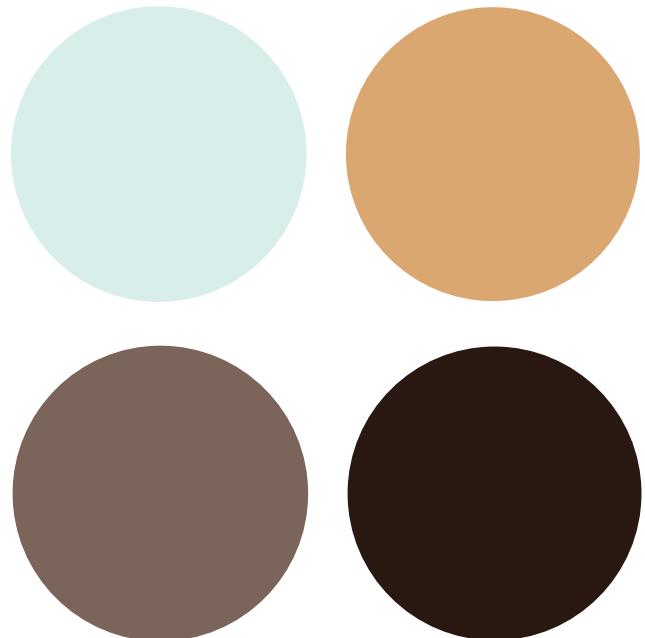
Description:

For this logo I decided to go for a simple and cartooney look, that would appeal to most crowds and in particular children. The overall feel of this bakery would be a very cute one and it conveys the idea that when customers step in they will be in a fun and sweet place.

Programs Used:

Illustrator

Color Palette:



BAKERY LOGO

Grayscale





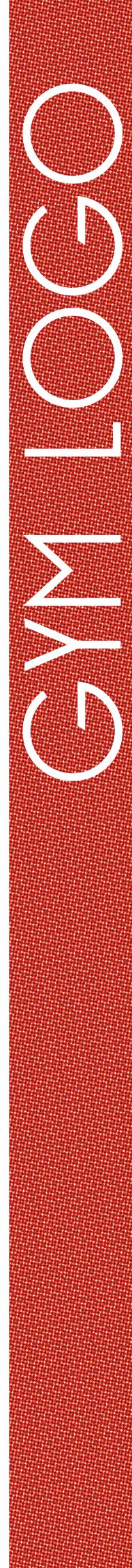
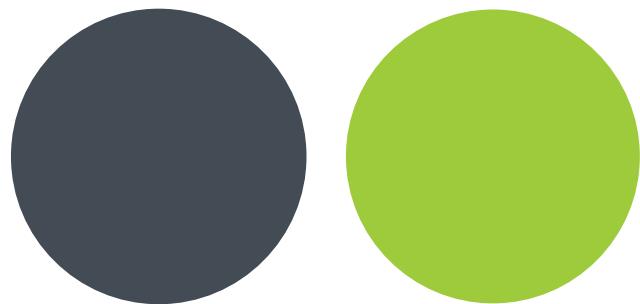
Description:

In my opinion a gym logo should portay health and wellness, and these were the two themes I chose to make this logo. I chose a slim font to give the logo a "fit" and flowy feel to it and I decided to use a combination of gray and green to give it a balanced and elegant finish.

Programs Used:

Illustrator

Color Palette:



Grayscale



flexfitness

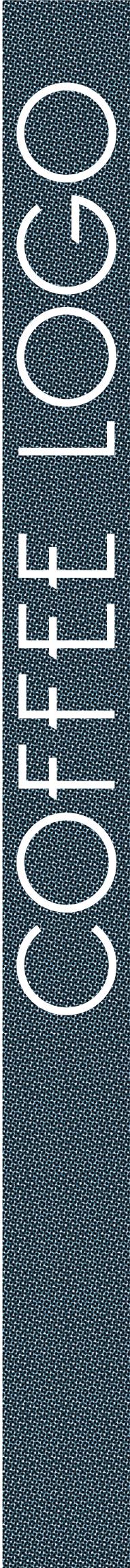
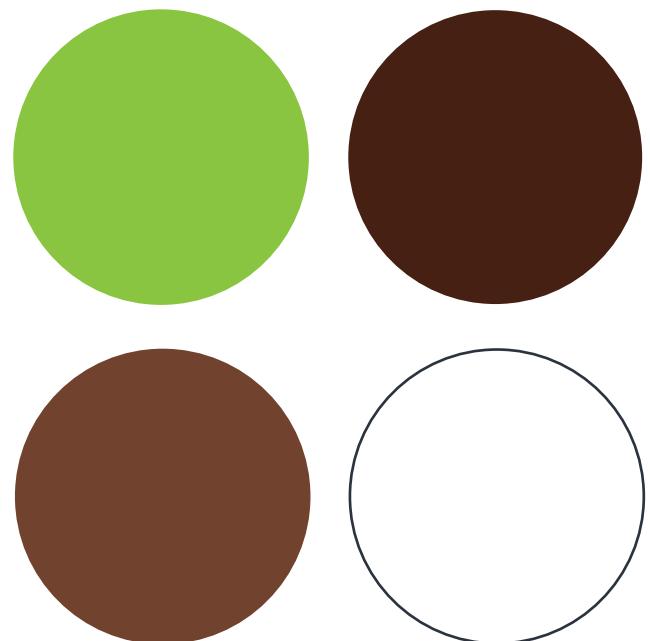
Description:

Coffee usually makes people think of an earthy aroma. Therefore, when choosing the colors for this particular logo, I decided to go for green and brown. The combination of these give the logo an organic and natural finish.

Programs Used:

Illustrator

Color Palette:



Grayscale





Description:

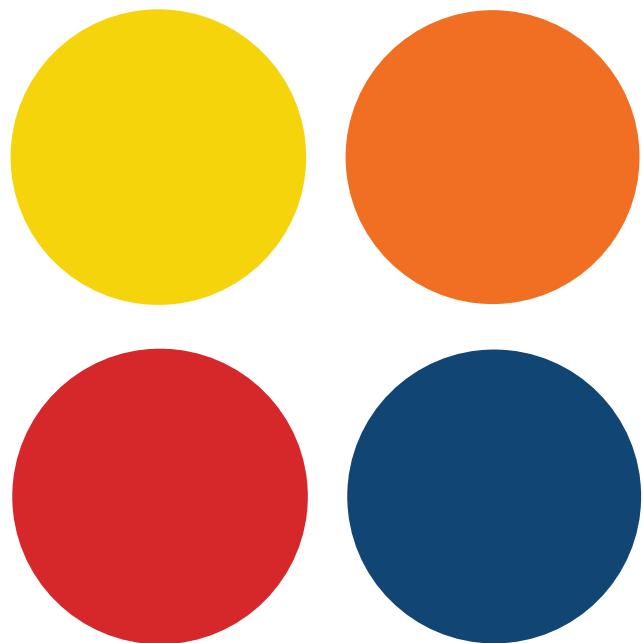
It can be pretty hard to come up with a logo for your own company, especially if you are the one designing it. I wanted my logo to portray my personality and career when customers looked at it. Therefore, I chose to create a playful/cartoooney logo with bright colors that would catch the attention of potential customers.

Programs Used:

Cinema 4D

Illustrator

Color Palette:



2D Version





Description:

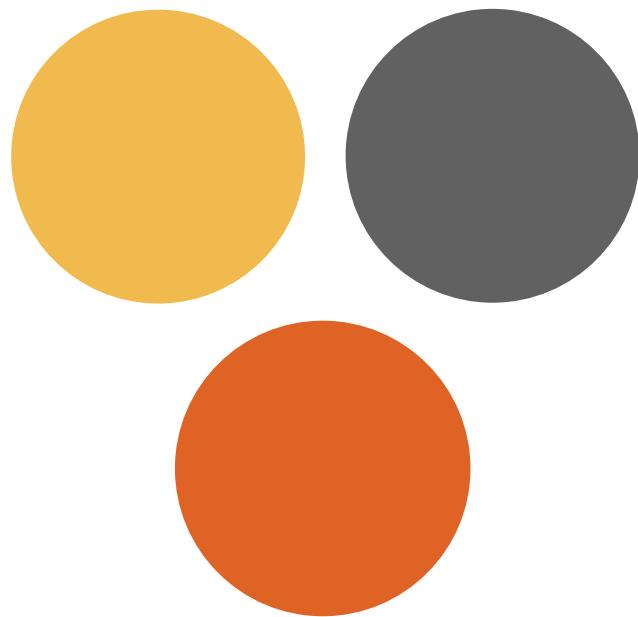
A law firm should portray strength and character. The combination of gray and yellow give off a sense of energy, creativity and intellect to this logo. I decided to make the font for the actual logo chunky and animated while keeping the rest of the letters clean and slim. That way, there is a nice balance between fun and elegant.

Programs Used:

Cinema 4D

Illustrator

Color Palette:



LAW FIRM LOGO

2D Version





ALFARO & ASSOCIATES

L A W F I R M

Description:

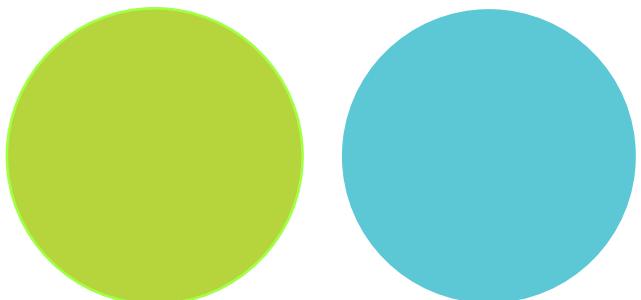
This company wanted a logo that was fun and organic but at the same time elegant. I decided to incorporate in the logo the service they are providing, hence the fish. The sharpness and cleanliness of the logo combined with the aqua and lime colors, gives it a sense of sophistication, loyalty, trust and growth.

Programs Used:

Cinema 4D

Illustrator

Color Palette:



2D Version





