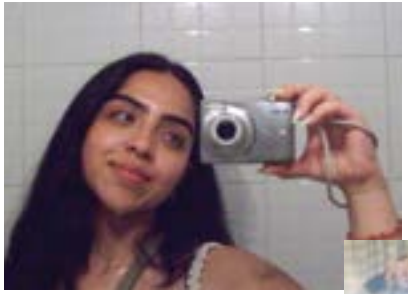
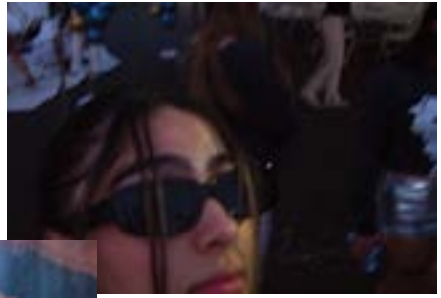
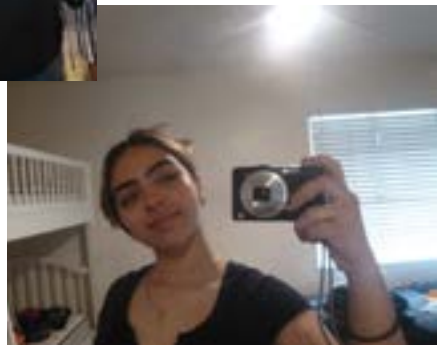
VMD 105
PORTFOLIO
SPRING 2025
JACKELYN AVALOS





me + my cameras

throughout the years



MY WHY:

I decided to take this class because I was unsure what I wanted to do with my career after graduating with a degree in Kinesiology. I've always had an interest in design and photography, and this class has helped me become more in touch with my creativity, and has helped me gain digital and media skills I can take with me going into my career.

I added the graffiti frame to add to the underground feel of it, almost like being in an underground subway with graffiti splattered all around.

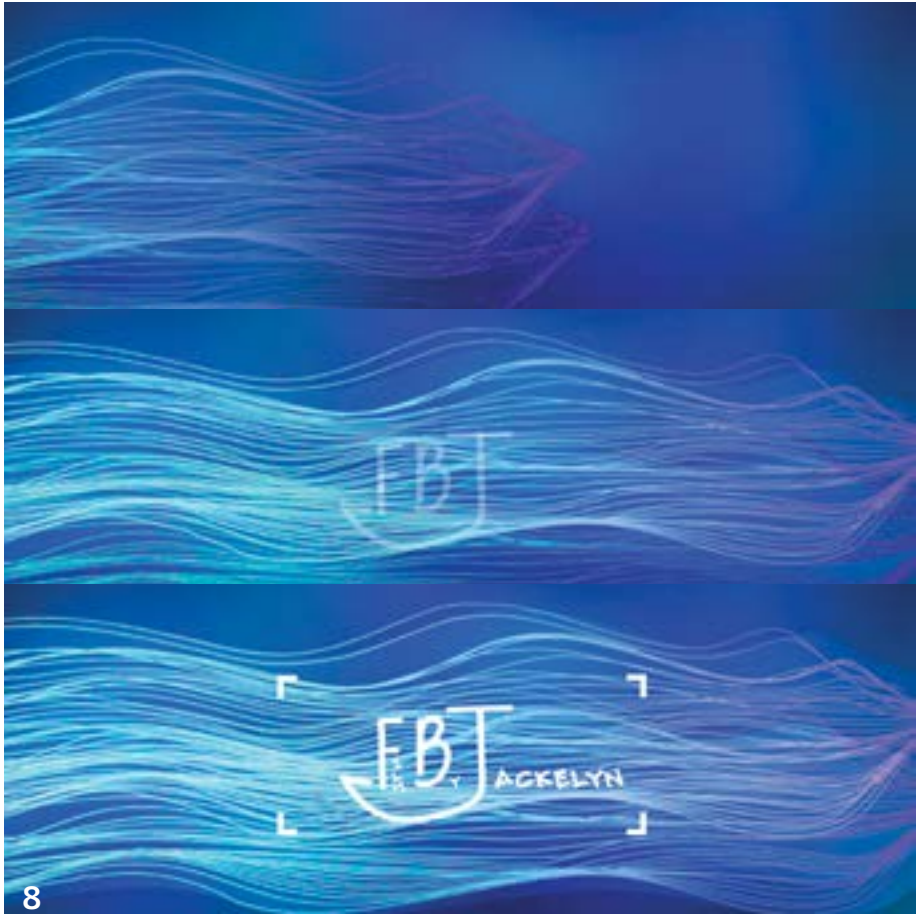
PIXEL: PHOTOSHOP

For this project, I wanted to have pictures in the background seem worn down, as if they were posters on a brick building "bleeding" into them over time. I placed pictures of some of my memories of college, and myself in the middle looking back to symbolize looking back at the memories. The text I added is a song lyric from Harry Style's "Matilda", to signify to myself that there's so much more to experience and do in this journey of life!

VECTOR: ILLUSTRATOR

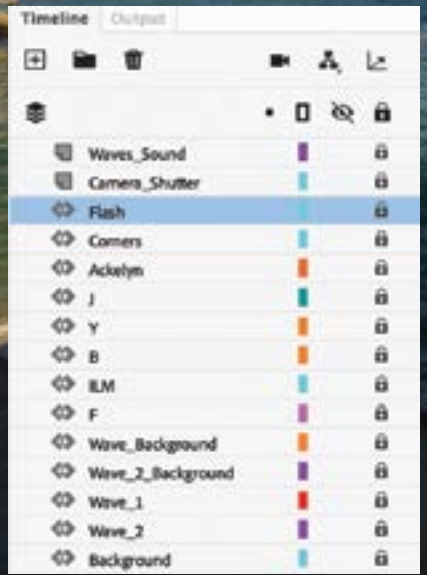
For the Illustrator project, I created a logo for a personal photography/creative business. I wanted a simple, original logo but I didn't want it to be overcomplicated. I added the corners on the sides of the logo to look like a picture frame, and waves on the back. I chose blue and white for the color themes to have it match the background picture of the sky.

original sketch & brainstorm of logo



MOTION: ANIMATE

I animated the logo I created in the previous project. I began with the waves coming into frame, and moving to emulate real waves.



I had the letters blend into the animation with the transparency tool, and then the rest of the letters followed suit.

Finally, the corner frames came into the frame, and I added a white box to represent a flash of light to simulate a picture being taken, with a soundbite of a camera shutter.

SEE MORE WORK AT:
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