

portfolio

[

A-SIDE
B-SIDE

]

projects
experiments

[

2020



SELECTED WORKS

]
2023

about

EDUCATION

- [2021-now] Master of science @Politecnico di Milano
(Design della Comunicazione)
- [2018-2020] Bachelor's degree @Politecnico di Milano
(Design della Comunicazione)
- [2013-2018] Liceo Scientifico "A. Bafile" (L'Aquila)

WORKING EXPERIENCE

- [feb-may / 2023] Junior Designer Intern @Leftloft
- [2021-now] Freelance Designer

BIO

I'm Leonardo, I was born in L'Aquila on March 14th, 2000 and grew up in a small town in Abruzzo in the center of Italy. Since I was a child I have always had a strong creative attitude, drawing and music were the passions that completely overwhelmed me. At 14 I was playing drums in the garage with my punk-rock band and creating all the graphics for the band.

Growing up, I started to feel cramped in the town where I lived, so, after graduating from high school, the Liceo Scientifico, in 2018, I ran away to Milan to study Communication Design. Here my creative attitude, which at first was only a spontaneous personal expression, evolved into the figure of a designer. In 2021, I earned my Bachelor's Degree in Communication Design from the Politecnico di Milano.

In this Portfolio, I will present a selection of projects and personal experiments which I carried out during the years I studied in Milan looking for of my future direction.

- ↗ https://leopuca.github.io/Portfolio
- ↗ Email : leopuca.des@gmail.com
- ↗ IG : @leopuca 2x

index

[A-SIDE

] projects

A - 01	Rolling Stone	Graphic Design	2023
A - 02	RU.AR	Branding	2023
A - 03	Lucid Monday	Motion Design	2023
A - 04	BEATBLOCK	UX/UI Branding	2022

[B-SIDE

] experiments

B - 01	BUM!	3D Motion	2022
B - 02	3D-DVD-logo	Creative Coding	2023
B - 03	Cursed Emoji	Machine Learning	2022
B - 04	Superfly Mesh	Photogrammetry	2020

projects



A-01

Rolling Stone

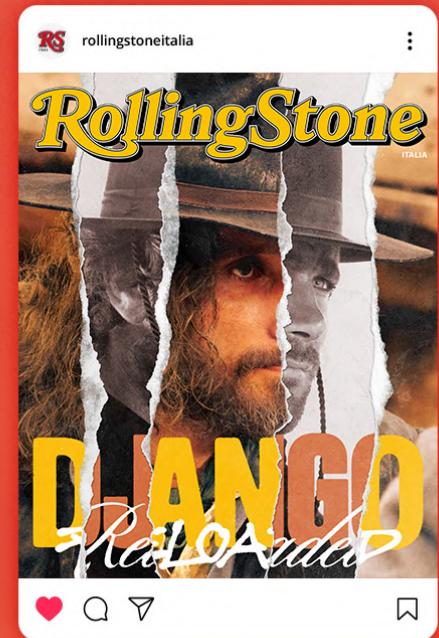
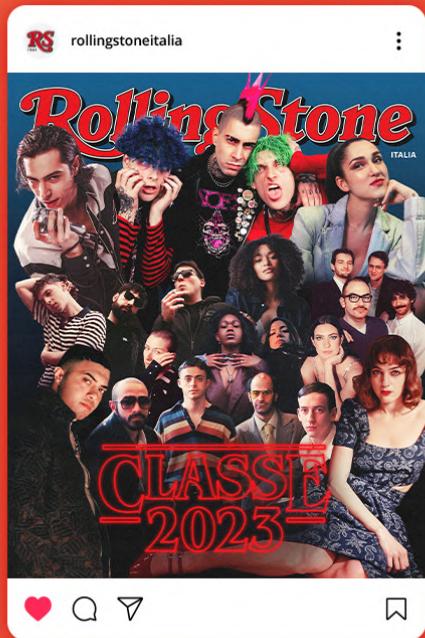
[2023]

[Graphic Design]

During my internship at Leftloft I was in charge of designing the digital covers for the magazine "Rolling Stone Italia" to be used for their Instagram and website. My task was to design the cover by combining the title of the article with the photographic shots of the various artists by choosing the type, define the color palette and image treatment.

↗ [Leftloft](#)

↗ [Rolling Stone](#)





A-02

RU.AR

[2023]

[Branding]

RU.AR is a digital music platform for discovering emerging artists. The new logo is a custom lettering inspired by Y2K design with a contemporay touch. It is composed by two blocks (RU & AR) separated by a full stop. The two blocks can be moved to create different variations while mantaining its consistency.

↗ [Case study](#)

яи.ар

яи.ар

v.01

яи.
ар

v.02

яи.
ар

v.03

v.04

яи.ар

RU.AR ©

ARTISTS OF
THE WEEK :

Filthy
Ronny J

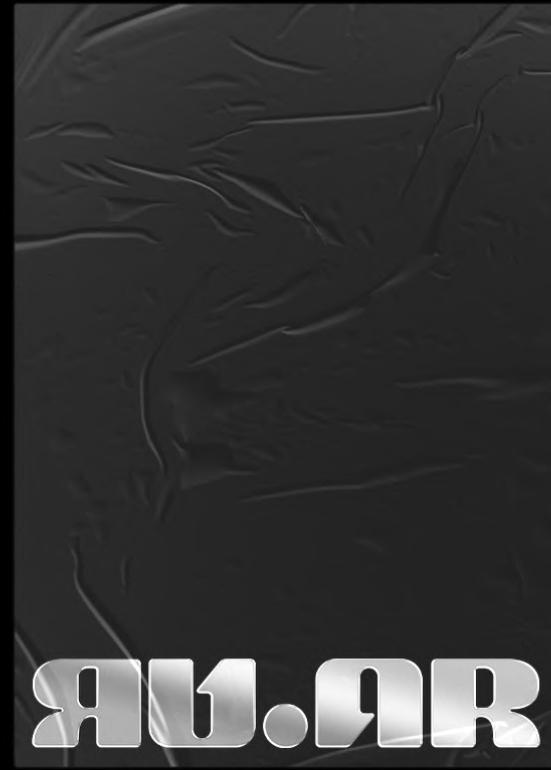
DJ Dahi
Madeon

Sango
Bobby Raps

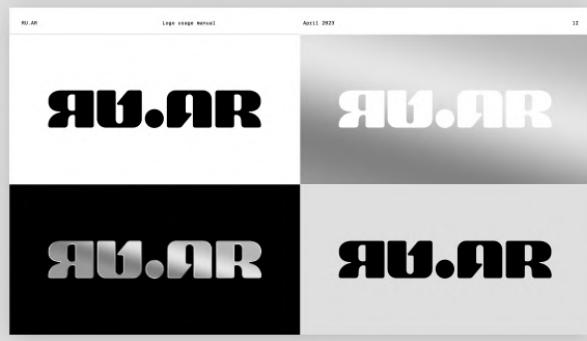
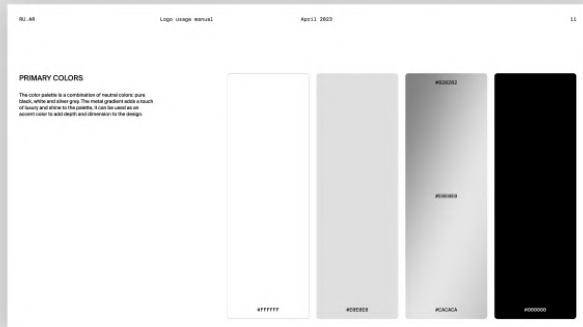
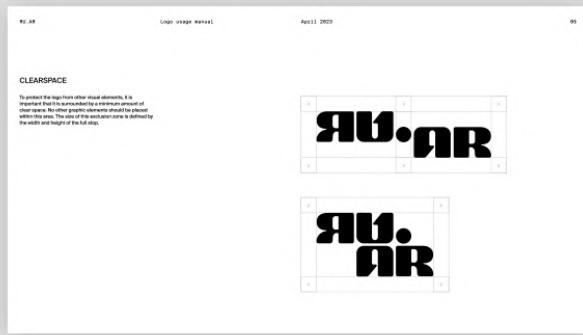
ЯU.AR

RU.AR ©

ЯU.AR



ЯU.AR





A-03

Lucid Monday

[2023]

[Motion Design]

For the launch of the Issue 05 of the Lucid Monday magazine I was asked to design two videos for their Instagram: the first one is a video teaser to announce the featured artists of the issue. The second one shows the merchandising through 3d models of the t-shirts in a virtual showroom.

↗ [Issue 05 reel](#)

↗ [Merch reel](#)



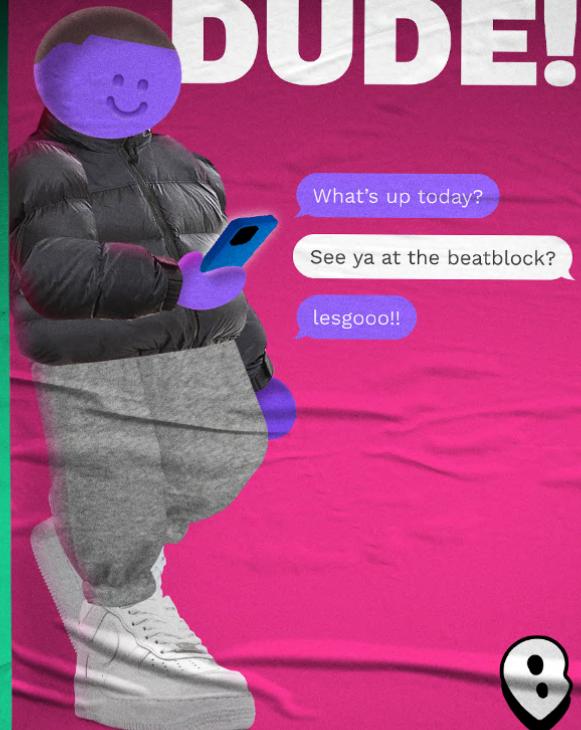
PLAY your passion Your chillin' place

BEAT BLOCK

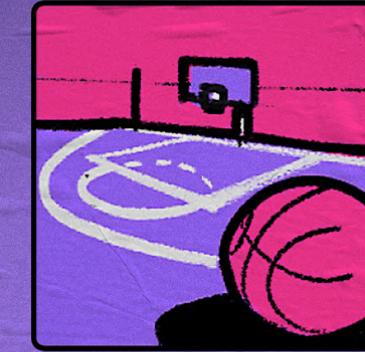


Your chillin' place

YOOO DUDE!



BEAT BLOCK



PLAY your passion

A-04

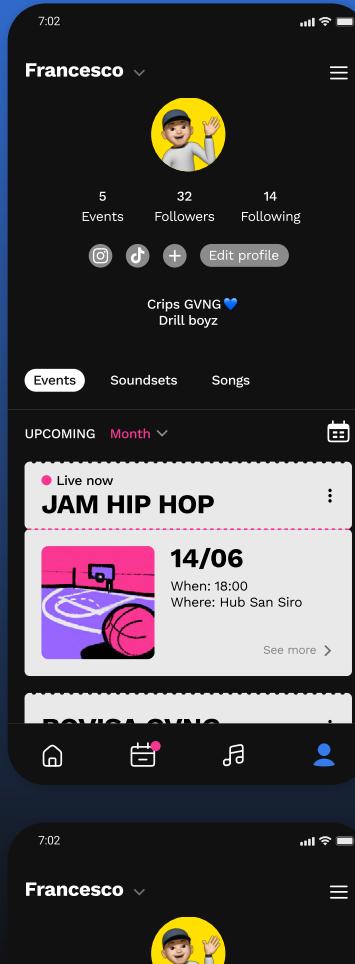
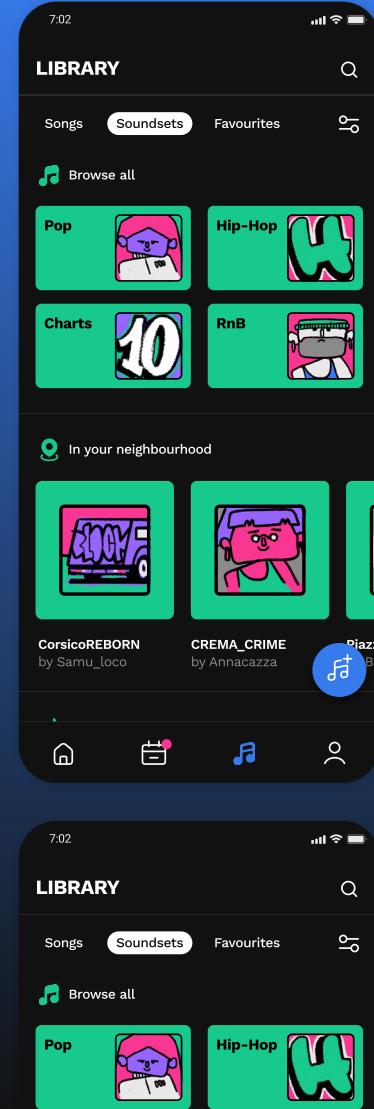
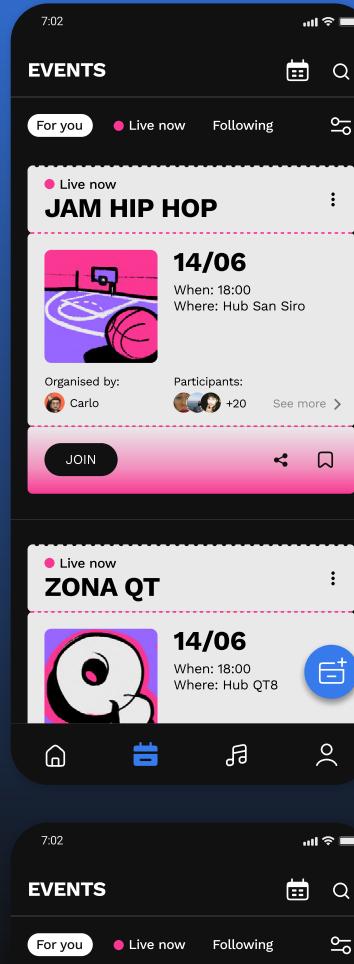
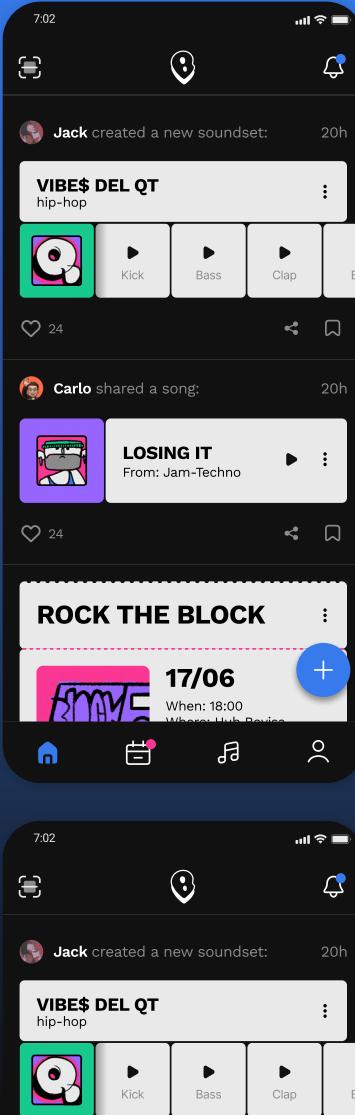
BEATBLOCK

[2022]

[UX/UI, Branding]

The project is primarily addressed to young people living in outskirt contexts in order to involve them in activities that can generate social cohesion and stimulate cultural interest. The designed service consists of an app and a hub that allow people to create and share music for free through a hybrid experience: online and in-person.

↗ [Video teaser](#)



TOPIC 2/2

Teenagers' inclusion in activities that can generate social cohesion and cultural interest in **OUTSKIRTS** contexts.

Not only referring to the geographical connotation, but also to **economic**, **social** and **cultural** resources available in a territory.

UX/UI

GENERAL TYPE

INTERACTION DESIGN STUDIO

COLOR SCHEME

PRIMARY COLORS



NEUTRAL COLORS



APPLICATION

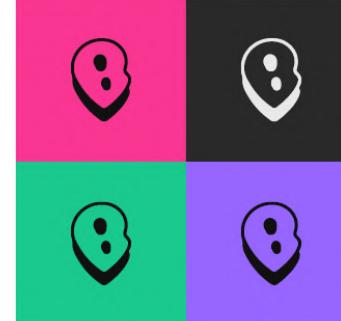


UX/UI

THE ICON

THE "BB" ICON
The icon is a combination of the letter "B" and the pin icon used on maps.

B + ⚡



UX/UI

WHAT IS IT?

SERVICE that acts on **outskirt areas** of the cities with the purpose of **RENOVATING PLACES** and **engaging teens** in **SELF-EXPRESSION MUSIC ACTIVITIES**.

UX/UI

CONCEPT BEATBLOCK

INTERACTION DESIGN STUDIO

COMPONENTS



HUB

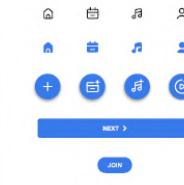
Devices are installed in social areas of the city. From a central core sound comes out and it is possible to change the activation mode some devices work as musical instruments through touch and are placed around the core.



APP

The app allows planners to organize activities in the hub and users to interact: sign up, share events, vote for the songs created, make friends with those who have participated.

ICONS & TYPOGRAPHY



UX/UI

WORK SANS Bold
SemiBold
Regular

HEADLINE 1 32 PT
HEADLINE 2 22 PT
Headline 3 18 pt
Headline 4 16 pt
Headline 5 14 pt

THE LOGO

1. THE BEATBLOCK LOGO
The Beatblock logo consists of two elements: the icon and the wordmark.



THE ICON THE WORDMARK

2. THE SMALL BEATBLOCK LOGO
For other sizes (in the application) the logo takes only the icon.



THE SMALL LOGO

UX/UI

ILLUSTRATIONS



PLAY your passion Your chillin' place

BEAT BLOCK



Your chillin' place

YOOO DUDE!

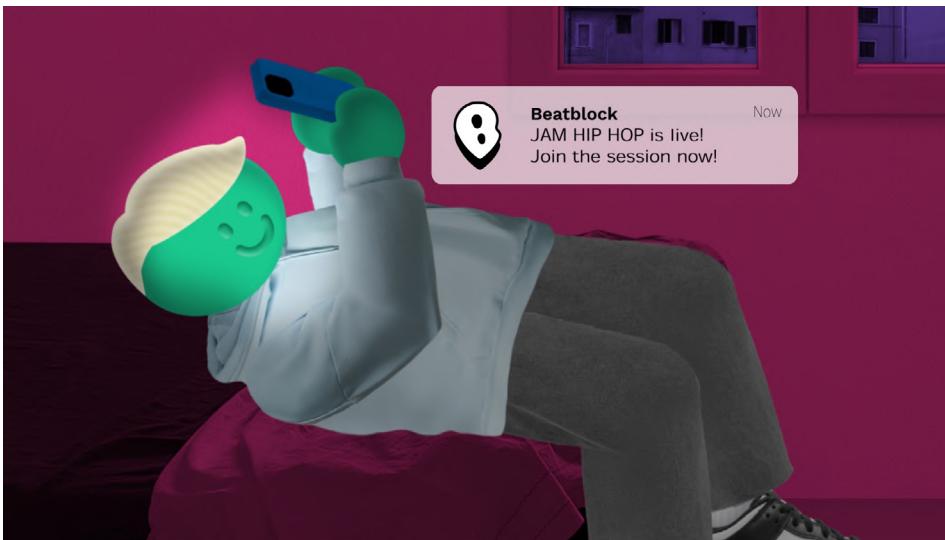


PLAY your passion

BEAT BLOCK

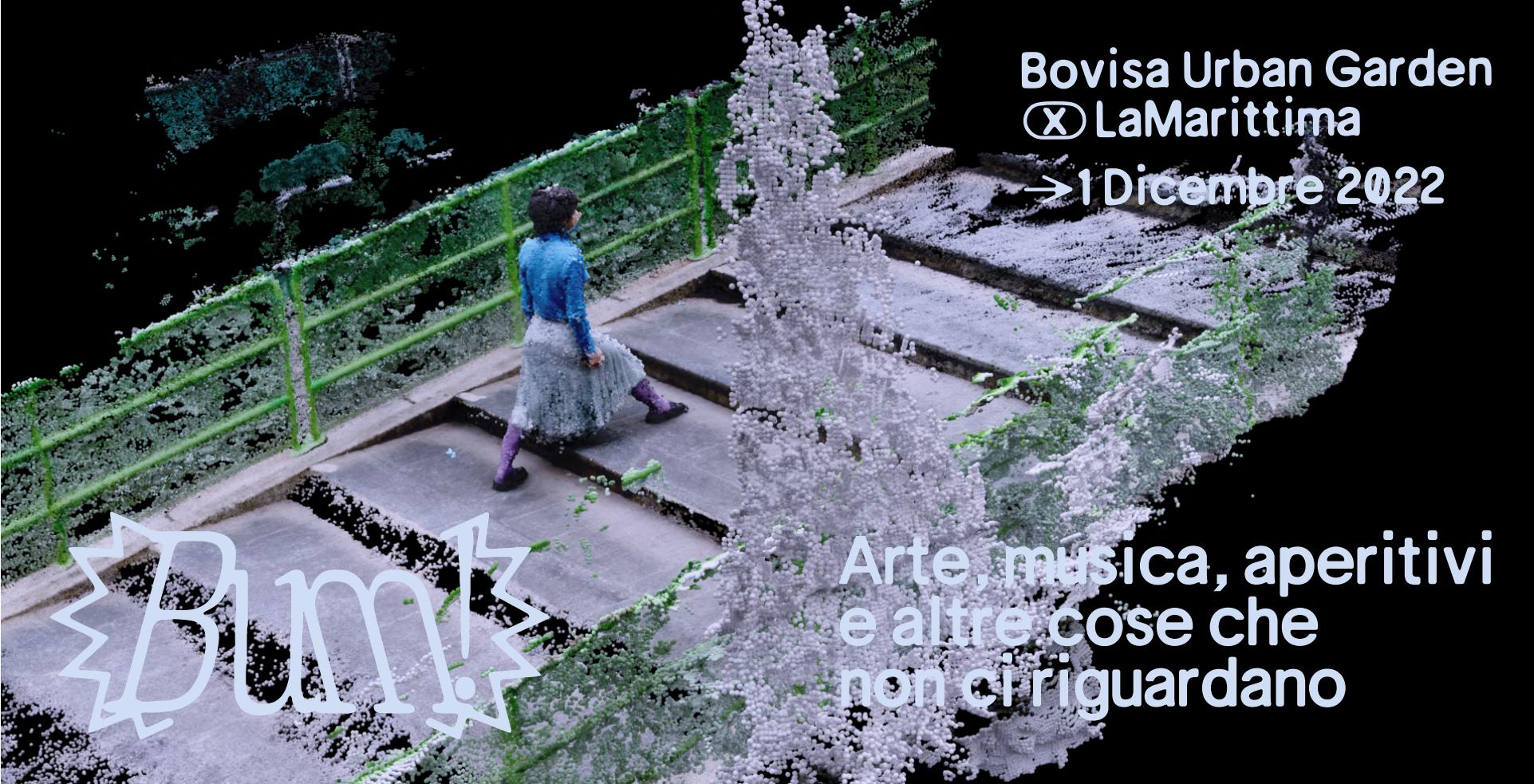


PLAY your passion



[B-SIDE]

experiments



Bovisa Urban Garden
x LaMarittima
→ 1 Dicembre 2022

Arte, musica, aperitivi
e altre cose che
non ci riguardano

B-01

BUM!

[2022]

[3D Motion]

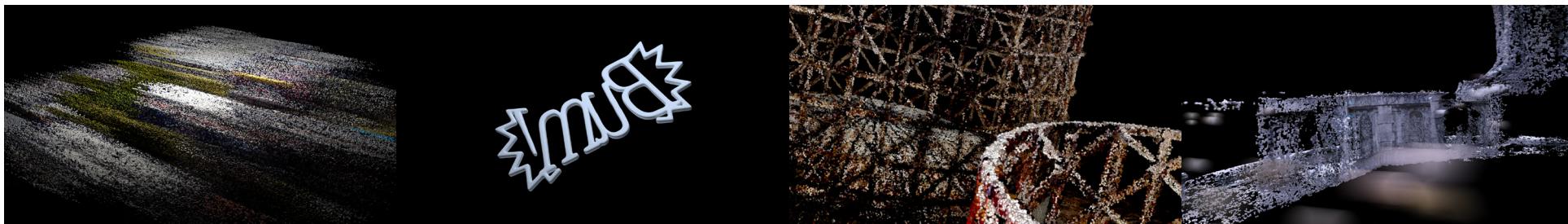
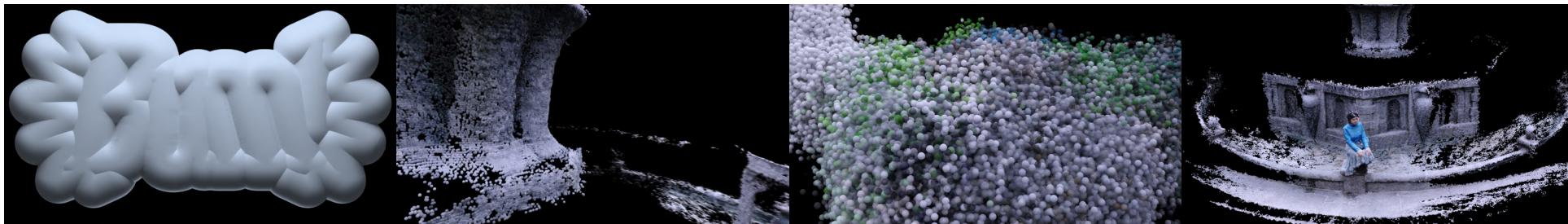
Visuals projected during the event "BUM!" manipulated in live using Touch Designer. We wanted to have the district of Bovisa in Milano as the main subject of the visuals. So, the 3D models were created through photogrammetry by shooting photos in different locations of the neighborhood, and by downloading 3D geo-data from Google Maps.

↗ [Videos](#)



BUM!





DVD-logo-animation, but in 3D more
physically accurate, and every time you
click there's one removed.



B-02

3D-DVD-logo

[2023]

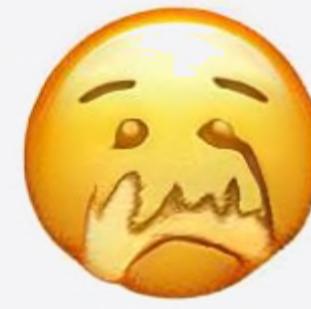
[Creative Coding]

In this coding experiment I hacked the iconic DVD logo animation by making it 3d and more physically accurate. By combining Three.js and Cannon.js I was able to render a physic simulation on the web in real time. Also you can make a mess with the scene by adding as many DVDs as you wish.

↗ [Try it here](#) (not for Safari)

DVD-logo-animation, but in 3D, more physically accurate, and every time you click there's one more.





B-03

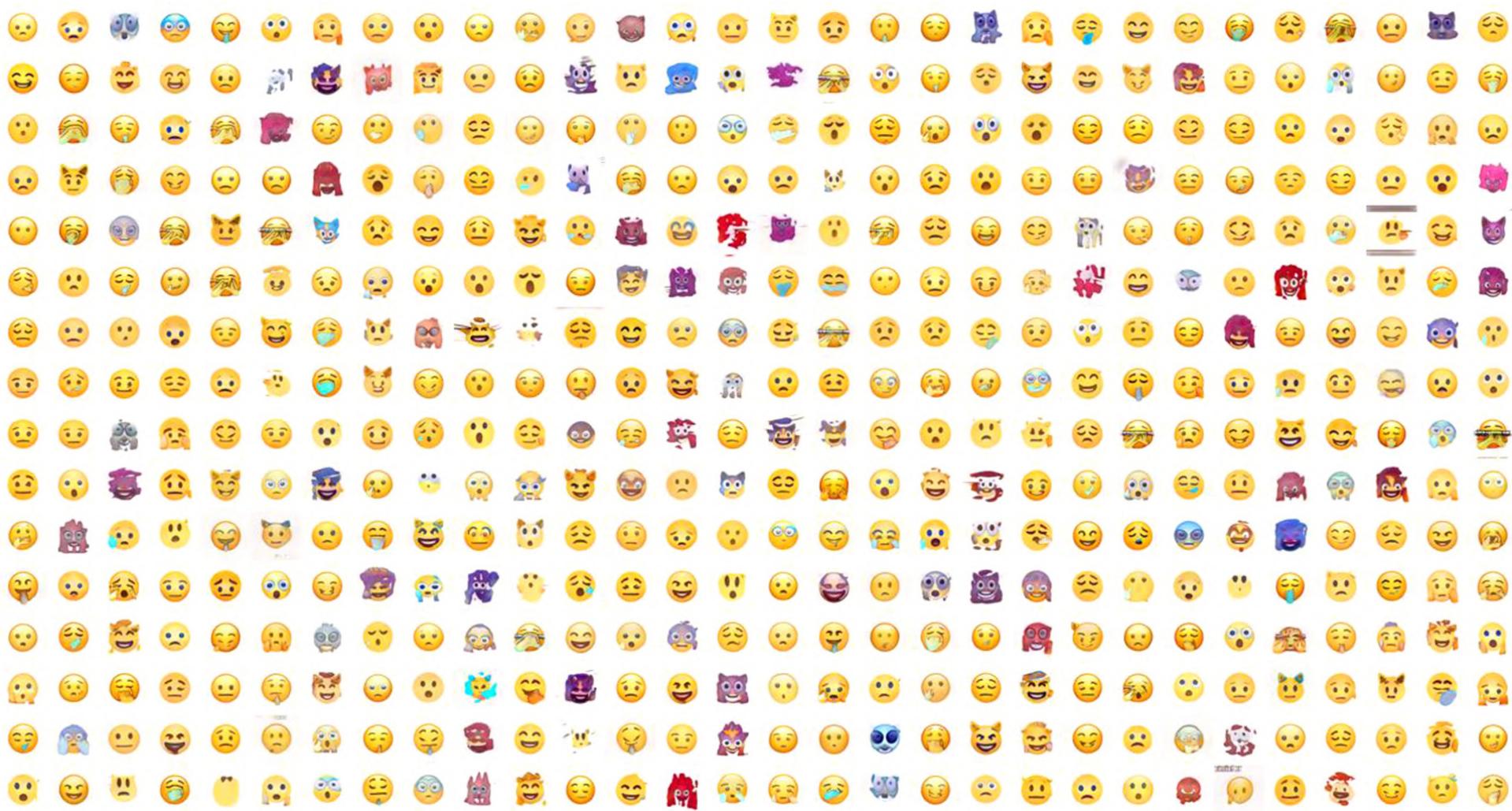
Cursed Emoji

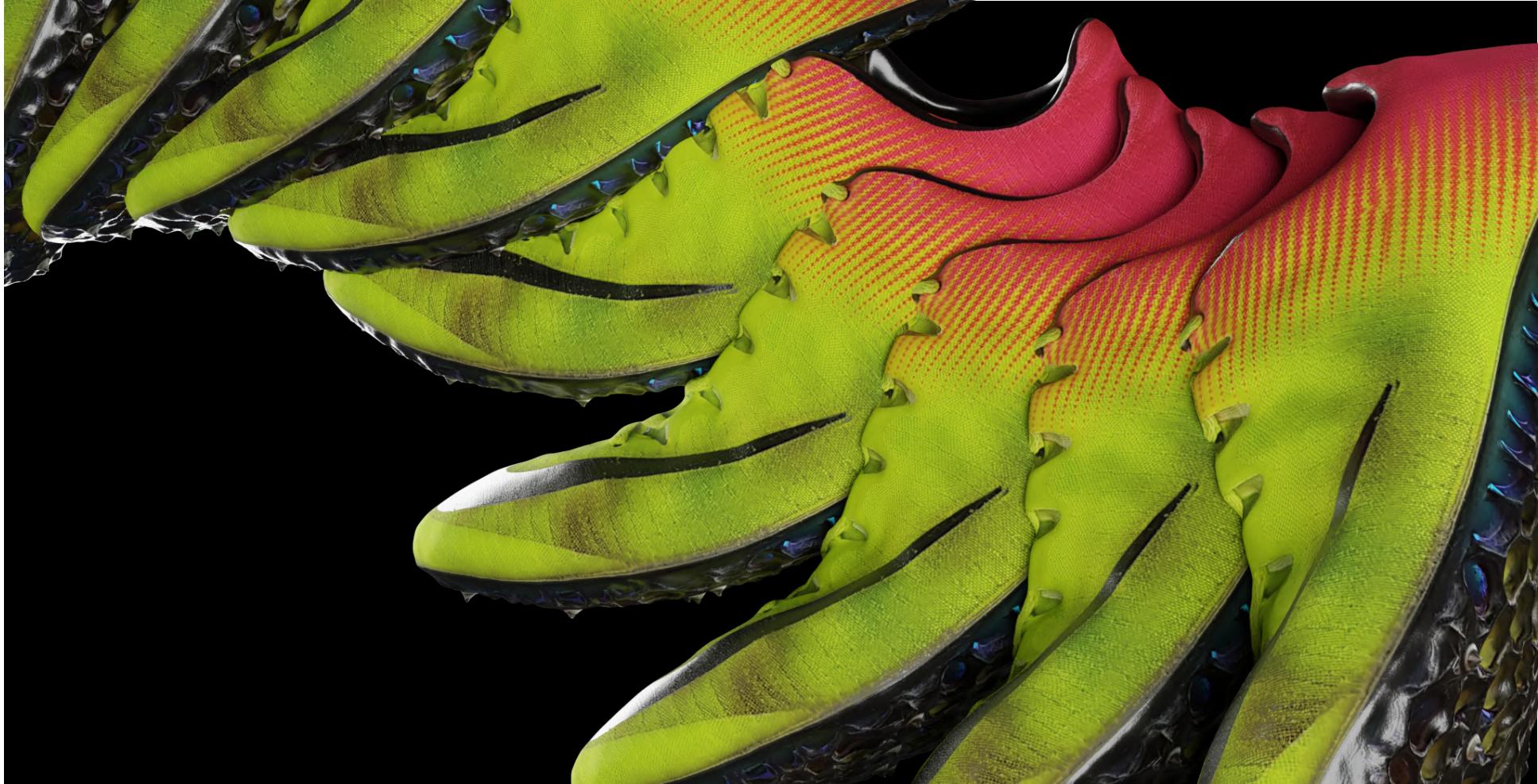
[2022]

[Machine Learning]

Using Runway ML, I trained a GAN (Generative Adversarial Network) with a dataset of more than 500 emoji in order to create its own variations. The result is an uncanny new set of emoji with melting faces and morphing expressions.

↗ [Case study](#)





B-04

Superfly Mesh

[2020]

[Photogrammetry]

3D animation created from the photogrammetry of a track and field shoe. In the video, the shoe is multiplied many times, creating a composition that resembles the movement of running. The lighting of the scene allows to emphasize the organic shapes of the sole that reminds the craters of a celestial body.

↗ [Case study](#)



LEONARDO PUCA

portfolio

- <https://leopuca.github.io/Portfolio>
- Email : leopuca.des@gmail.com
- IG : @leopuca 2x