PROJECT 1: POSTERIZED KICKS

Imagine NFTs in the shape of contemporary collector posters. I founded Posterized Kicks, a freelance business, in the hopes that social media marketing techniques would add value to my artwork. On April 20, 2021, Posterized Kicks made its formal debut on Instagram, releasing a constrained number of 4 distinct designs in the first month. The goal for Posterized Kicks is to spread awareness to the community on upcoming sneaker releases. I want these posters to be exclusive and sold by major companies such as Nike, Jordan and Footlocker. I've improved a lot since I initially started doing the posters, especially in terms of how I manage my time and sketch each shoe. I'm becoming more comfortable using Adobe Illustrator, and I'm constantly looking for methods to use the program more effectively. I'm now exploring Adobe Illustrator on my iPad, and I find that I draw far better there than I do on the desktop version. Below is a comparison between the same shoe from 2021 and 2022. In an effort to reduce the amount of time it takes to draw, I redrew the image on my iPad. By doing this, I believe the lines seem cleaner and the drawing time was reduced by 30 minutes. Additionally, I altered the colours to make it more accurate and vivid. In general, I am always looking for ways to increase my productivity. I am really happy that I started my freelance business since it has helped me become a designer in the real world. It is extremely motivating to communicate with people who have similar interests to me and to bring like-minded people together. This project has greatly enhanced my Adobe Illustrator abilities. I had no idea how stressful owning a small business would be. This helped me develop my abilities by teaching me how to manage various business components independently, such as social media posts, product advertising, and financial planning.

INTRO POST VIDEO

PROJECT 2: MUSIC PAVILION

A 3D model of The Music Pavilion was developed in Rhino 3D and afterwards animated in Twinmotion. Theoretically, this Pavilion was supposed to be situated inside Holland Park in Surrey. This was an academic project for IAT 233 Spatial Design. The objective was to apply a variety of representations including sketching, digital and physical modeling to communicate their design intent and solution to the audience/client. Principles and elements from the course must be utilized. The purpose of this final project is to apply human experience and human factors as well as syntactic language in the design of a building for a specific context. This project was broken down into 4 weeks having a deliverable due each week. The work, which included anything from mockup sketches to research on design purpose, was equally divided between my group members and I. My responsibility for this project was to fine-tune the 3D model's dimensions, particularly the details around the outer wall, as well as the animations and the development of Holland Park's environment in Twinmotion. Low fidelity sketches and a Google Maps overhead were used in the 3D model's details to accurately represent Holland Park in Surrey, British Columbia. After finishing this project, I realized how much I enjoy using Twinmotion I and will look for opportunities to use it more in future projects. Additionally, this project has given me the opportunity to define and further explore my interest in 3D modelling. I'm incredibly pleased with how this project came together thanks to the suggestions and iterations made from my group. In the future, I definitely would have added more detail to the environment of Holland Park in Twinmotion. I believe that it would have added much more life to the pavilion. Special thanks go out to Sabrina Chang, Kathy Lee, and Neal Sison from my IAT 233 group.
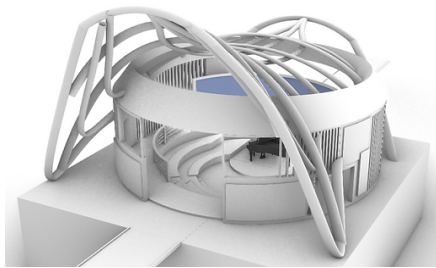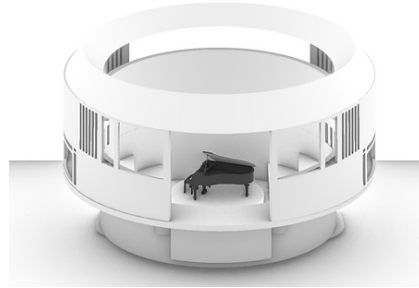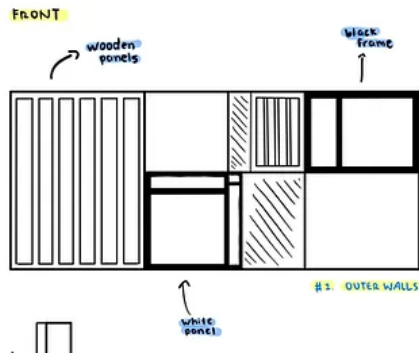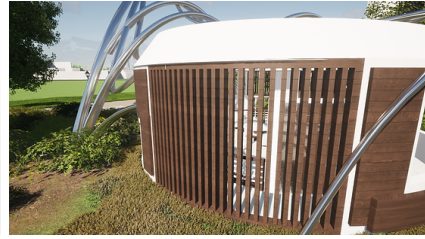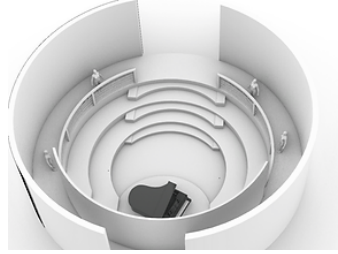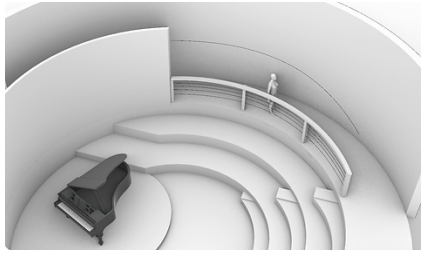
Personal Bio

My name is Noah De Guzman, and I'm a third-year design student at Simon Fraser University's School of Interactive Arts and Technology. My journey to Interactive Arts began when I realized that my passion for video games and my fascination with UX research could be combined into a fulfilling career. Through my studies, I have

developed the skills to create designs and experiences that benefit the user. My empathy for the user is reflected in my work, as I strive to create designs that are both intuitive and aesthetically pleasing.

PORTFOLIO INSPO:

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