

# FERNANDO VILLANUEVA

MULTIMEDIA DESIGNER

HOME

WORK

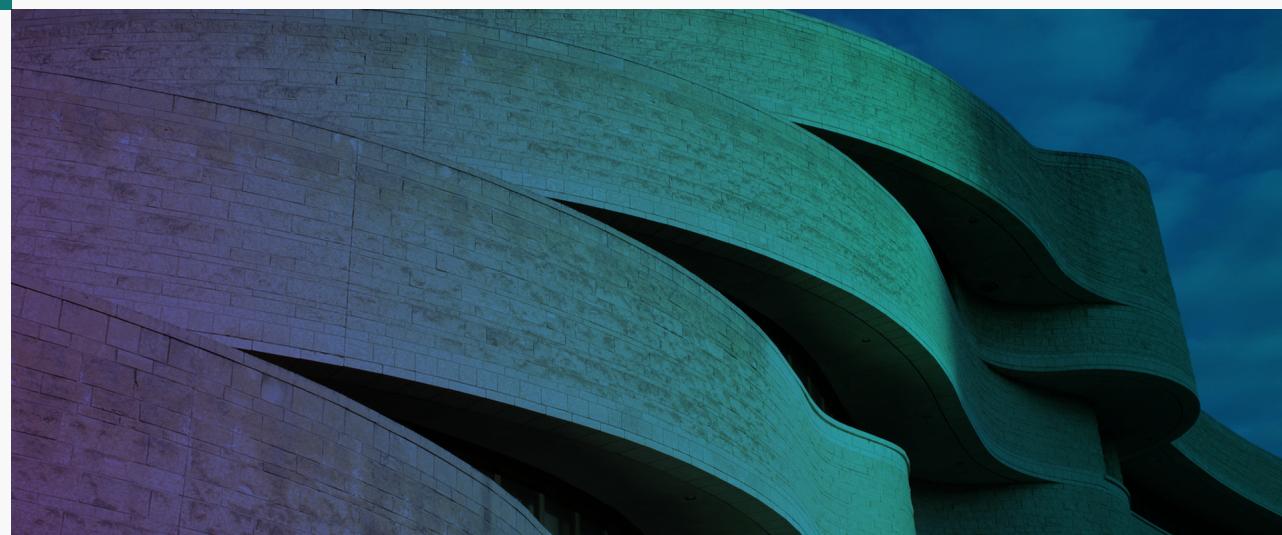
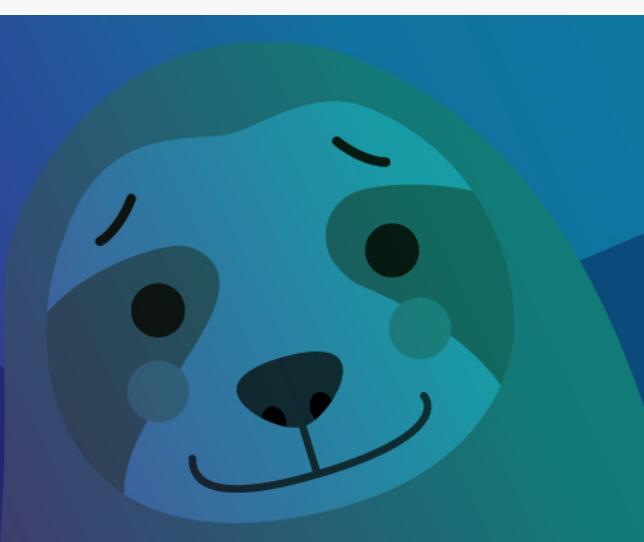
ABOUT

CONTACT

Hello! Welcome to my website. I'm Fernando, a digital designer based in Ottawa, Canada.

I'm currently studying the Interactive Media Design Program at Algonquin College.

Here, you will find some samples of my work. Take a tour and feel free to contact me anytime!



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## EDITORIAL

This cover was part of a redesign I did for a newspaper, from the logo to the overall layout. I learned a lot from my teacher who was advising me throughout the project because it was my first time working on an editorial project.



The image shows a two-page spread from the newspaper 'universo'. The left page features a large blue title 'universo' and a subtitle 'el periódico de los universitarios'. Below the title, there's a photograph of a woman in a white lab coat looking through a microscope. The right page contains several columns of text and images related to scientific research. Headlines include 'UV: pionera en el estudio de la epigrafía maya' (P20-21) and 'Investigador del Cetro estudia ADN de primates en México' (P19). There are also smaller images and captions about a science fair in Orizaba, a wood project in Atlahuilco, and a new regional coordinator for libraries.

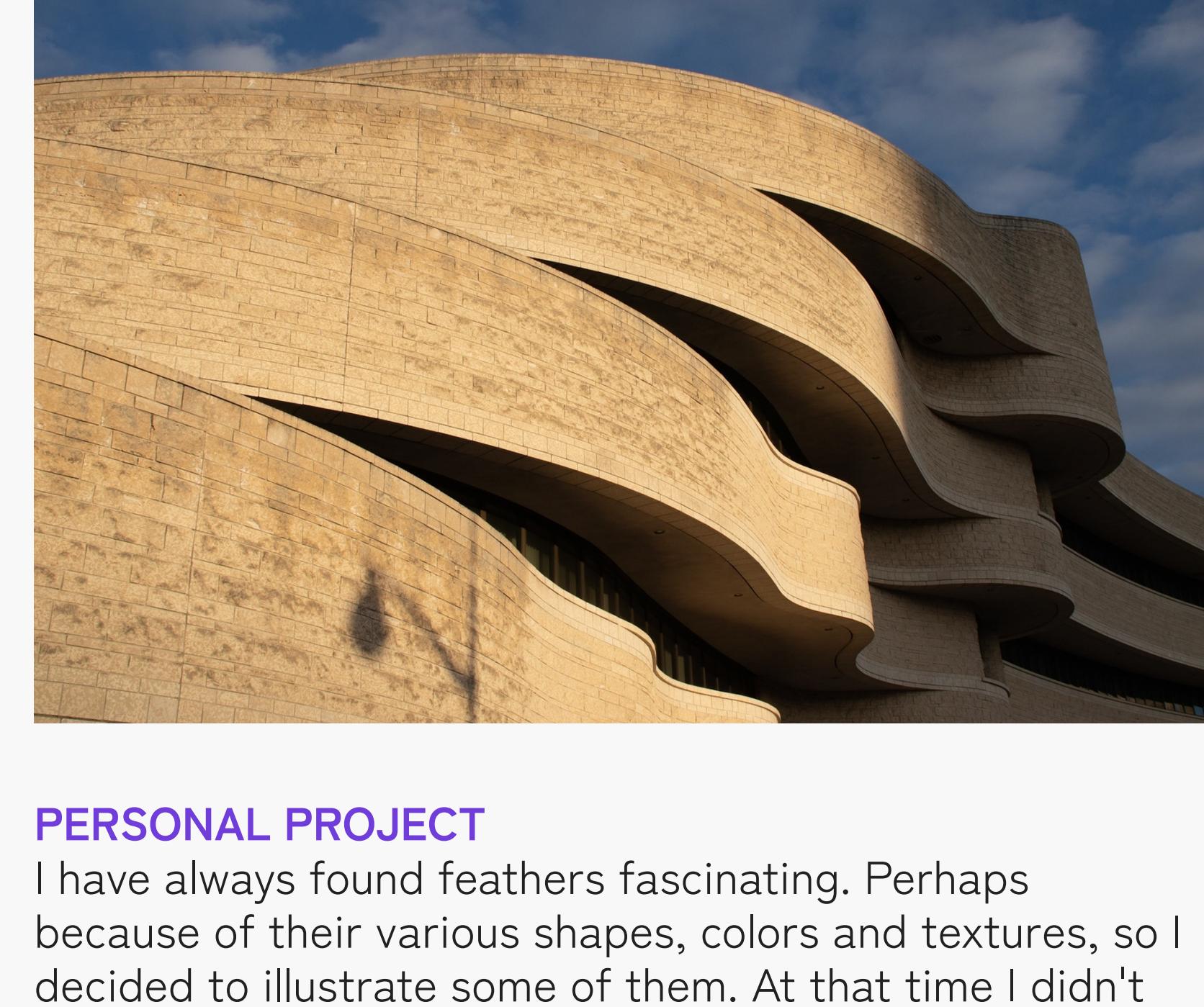
## LOGO

I designed this logo for a restaurant located in Ottawa. The owners wanted to develop an idea where corn was the main inspiration. After some research we found out an illustration of the prehispanic Goddess of Corn, which is wearing a belt with a symbol on it, which was incorporated in the logo.



## ILLUSTRATION

I did this illustration in the Digital Graphics class. The idea was to create an avatar, where we could put in practice our best Adobe Illustrator skills, by using gradients, textures and complex backgrounds.



## POSTER

This is one of the first posters I designed a while ago; there was a poster contest for a children's book fair so I decided to participate. Although the poster was not the winner, I received an honorable mention and the poster was exhibited in the main gallery of the fair.



## PHOTOGRAPHY

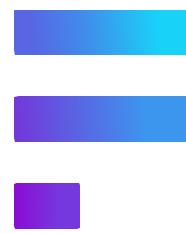
I took a photography course during the first semester of the IMD program. During one of the assignments, I decided to take some pictures of the museums in Ottawa and Gatineau. I chose the one from the Museum of History to be my favorite.



## PERSONAL PROJECT

I have always found feathers fascinating. Perhaps because of their various shapes, colors and textures, so I decided to illustrate some of them. At that time I didn't have a digital tablet, so I made the drawings by hand and then scanned them so I could vectorize them in Adobe Illustrator. In the future I plan to print them on t-shirts and mugs.





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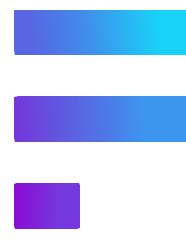
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Since I was a young child I developed a interest for the arts, particularly drawing which led me to study Fine Arts with a minor in Graphic Design in my home country.

After graduating I worked primarily in the printing industry as a graphic designer. Some years after, the oportunity to move to Canada showed up. It was in this country that I realized I needed to gain a fresh perspective on the design industry, so I enrolled in the Interactive Media Design Program at Allgonquin College.

After school, I hope to succeed as a freelancer and continue to do the things I love.



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