

# Portfolio

Anthony Lagonera



# About Me



My name is Anthony Lagonera, and I am currently a high school student in the Digital Creativity Foundation course at Media Design School. While I've excelled in academics at school, I have always had a passion for art & animation, spending my time drawing & creating characters. I also have found an interest in game design, and one day I want to become an artist in the video game industry. I always aim to improve my skills as an artist, which is why I took an opportunity to study here at MDS.

## Skills

**Ai** Illustrator

**Id** InDesign

**Ae** After Effects

**Ps** Photoshop

**Xd** Adobe XD

**VS** Visual Studio Code

**ibisPaint**

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# Campaign

## Description



My campaign will be advertising a streaming app platform specifically for animated films & TV shows. It aims to challenge the pre-concieved notions of animation being 'for kids'. Instead, it hopes to showcase animation as a medium and bring light to more modern & mature stories told by animation. It is also a platform that shows the diverse styles that animation can take, from anime artstyles to stylized 3D animation. This audience targets teenagers & young adults (15 - 25), who are fans of animated media & who have a passion in arts & animation.



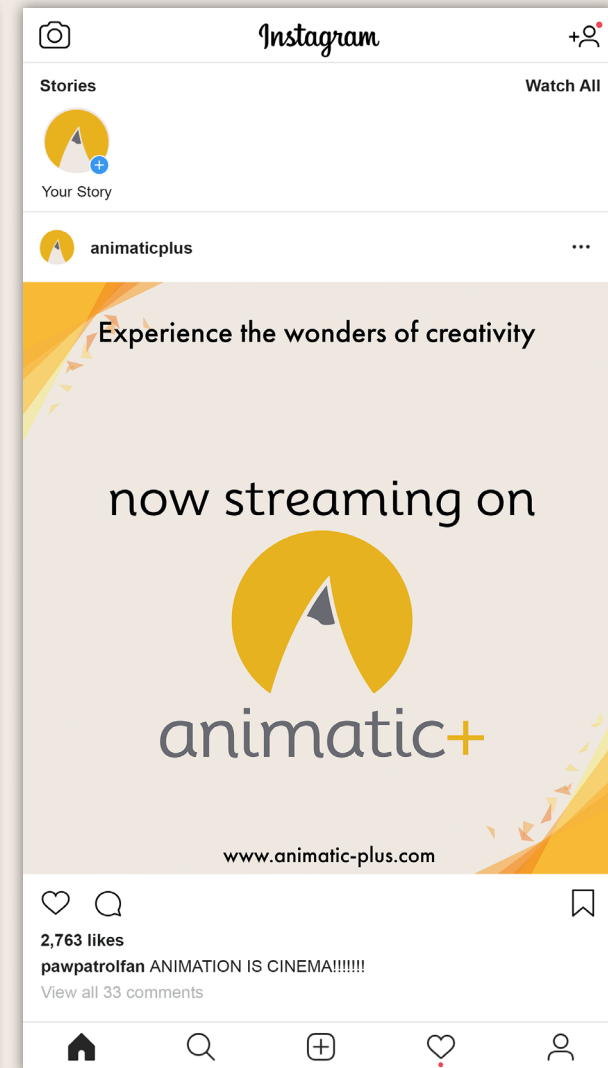
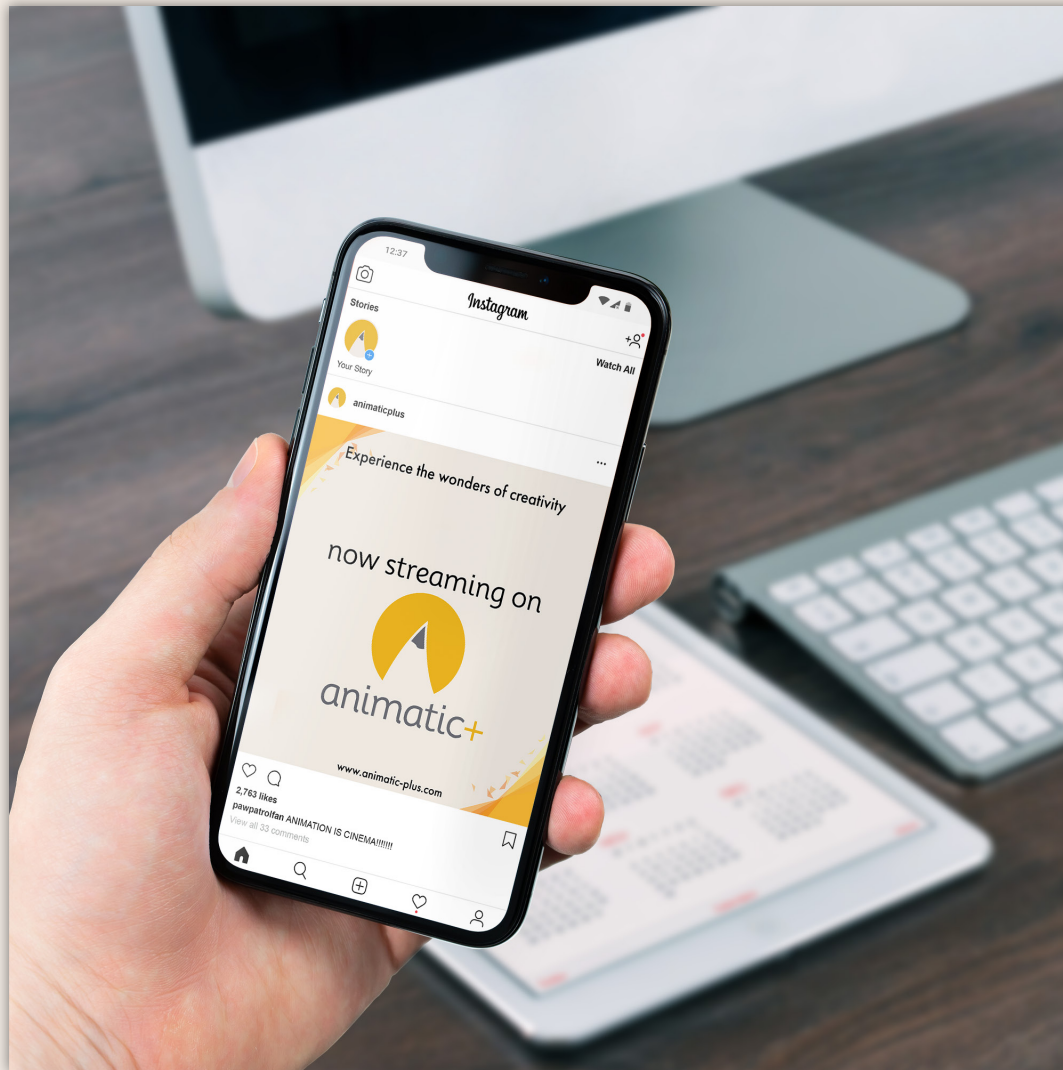
# Campaign

## Deliverables

My first deliverable will be mockups of social media advertisements. As teenagers & young adults are avid users of social media, advertising the streaming app through social media sites such as Twitter, YouTube & Instagram is sure to grab the attention of my target audience. Many fans of animations also exist in online circles, and advertising it online will garner more attention. When not on their phones, teenagers & young adults are also very often outgoing individuals. Being outside a lot, they are sure to notice poster advertisements. Creating posters is a relatively easy & efficient way to spread awareness of the campaign. Posters can also utilise animated styles to stand out. Finally, I will be creating a mockup of the streaming app/website's user interface. It will showcase the site's layout as well as some titles that are available which could draw in the target audience to check out the streaming service.

# Deliverables

## Social Media



# Deliverables

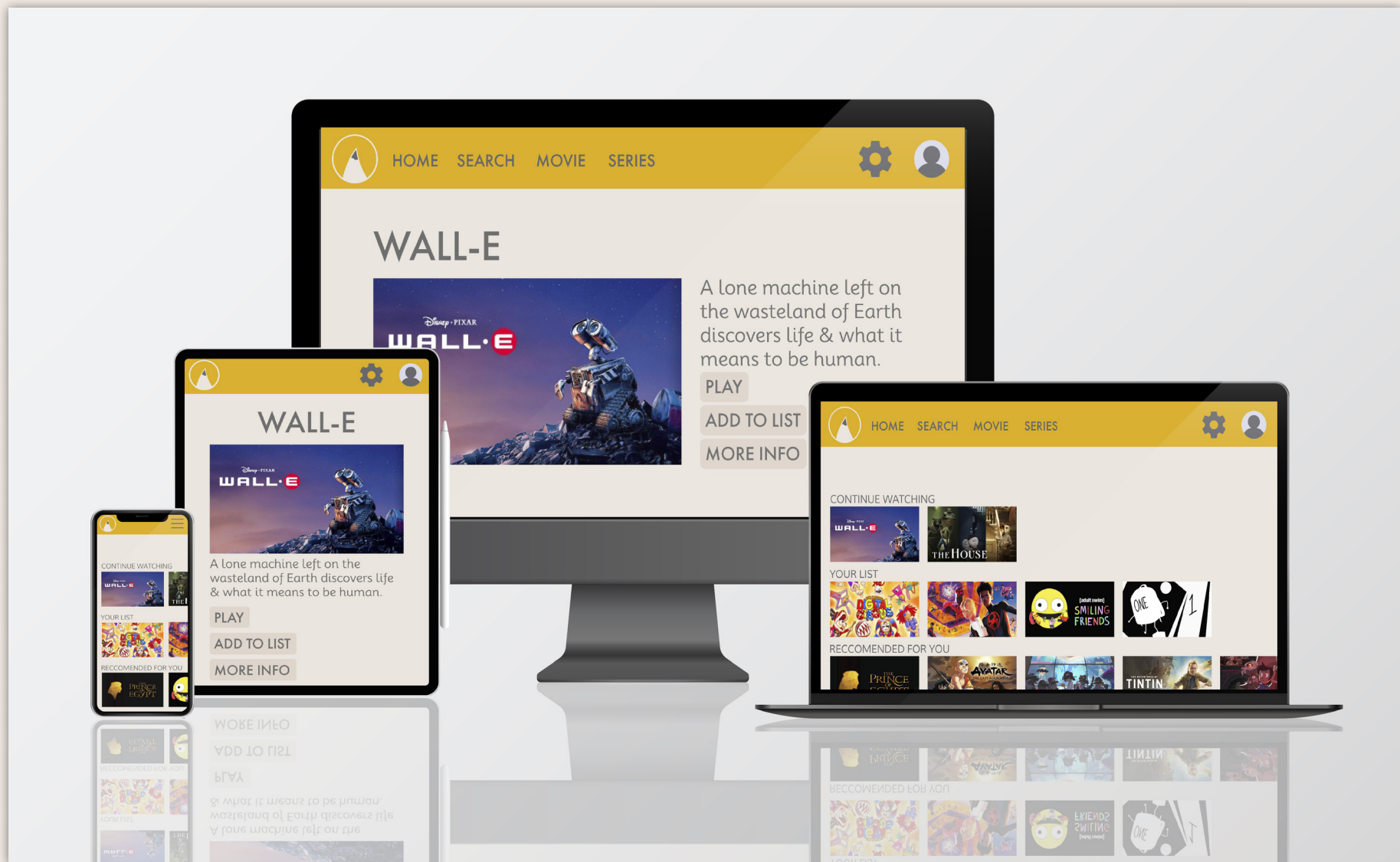
## Poster





# Deliverables

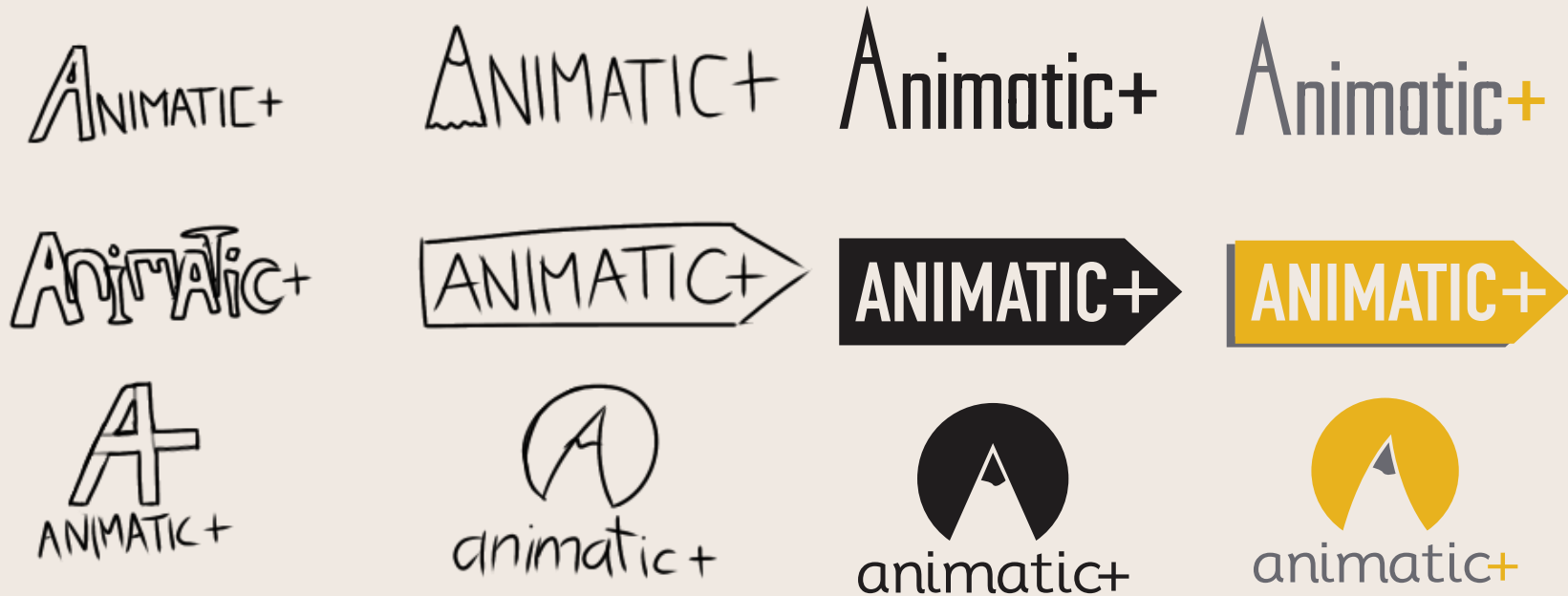
## Website Layout



(all images used are pre-existing movies & shows)

# Design Process

## Logo



I started sketching out ideas for logos, attempting to use certain fonts to emphasising the 'A' & '+'. I decided on implementing designs of a pencil, representing the medium of art & animation. I took the best ones, creating vectorized versions in Illustrator. After settling on a colour scheme (which continues the pencil theme), I applied it to the logo. Ultimately I settled on the last logo, as it has the clearest implementation of the pencil motif, and I feel it fits the most as a logo for a streaming logo.

# Design Process

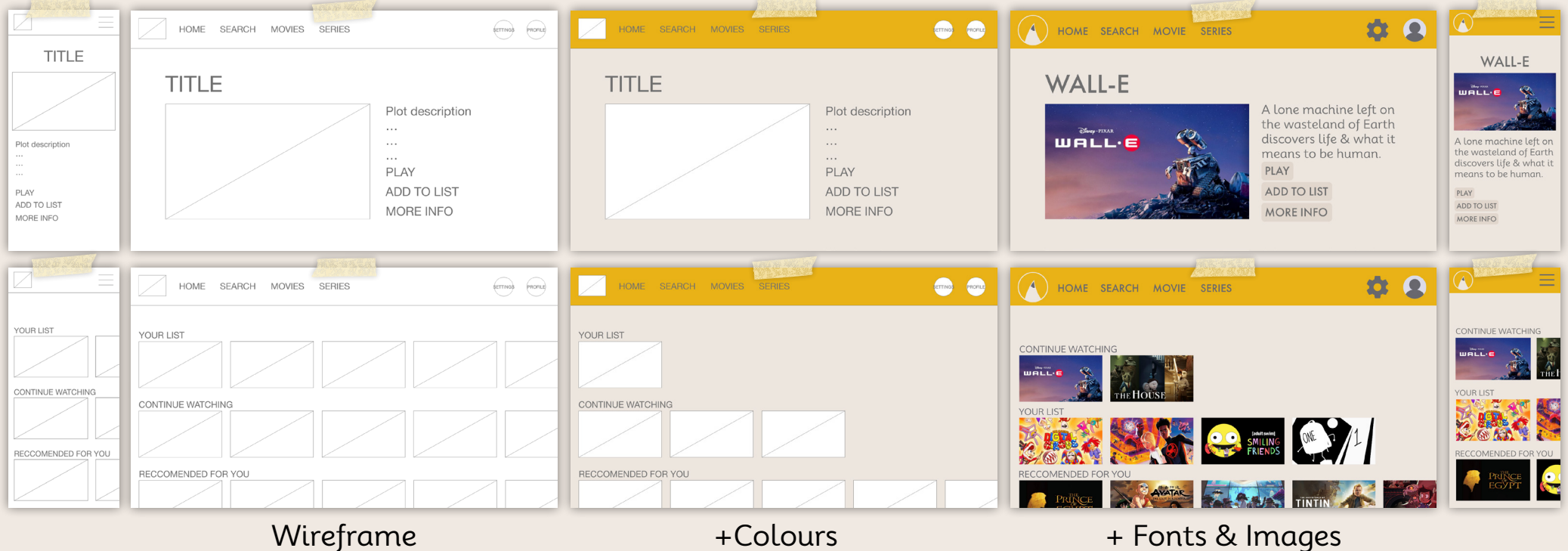
## Poster



These are some design ideas for posters that I didn't use. I experimented with several concepts in Illustrator for posters. In all three posters, I used designs involving semi-transparent triangles in free-floating patterns. I felt that this design symbolises & reminds of creativity and free spirit. The poster I decided on using used this pattern the best in my opinion. It was also the most attention grabbing, with bold text front & center. I ultimately chose on improving that design, and I scrapped these two on the left.

# Design Process

## Website Layout



Using Adobe XD, I designed the layout of the streaming service's layout, for both widescreen displays like TVs & computers, as well as for phones. It was modeled after the layout of most existing streaming platforms, as it's easy to navigate and is what most people are already familiar with. From there, I simply added the brand colours, as well as filling out the platform with some existing animated movies & shows. I also created icons for the settings & the user profile in Illustrator.



# DCF Work

Kinetic Typography - The Emperor's New Groove



Video link:





# DCF Work

Brand Merchandise - Quarter Circle Gaming



# DCF Work

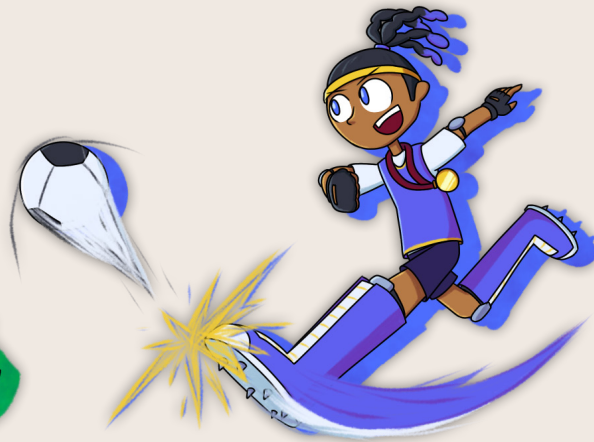
Artist Website - Yusuke Nakano





# Personal Work

Original Character Illustrations



# Contact

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