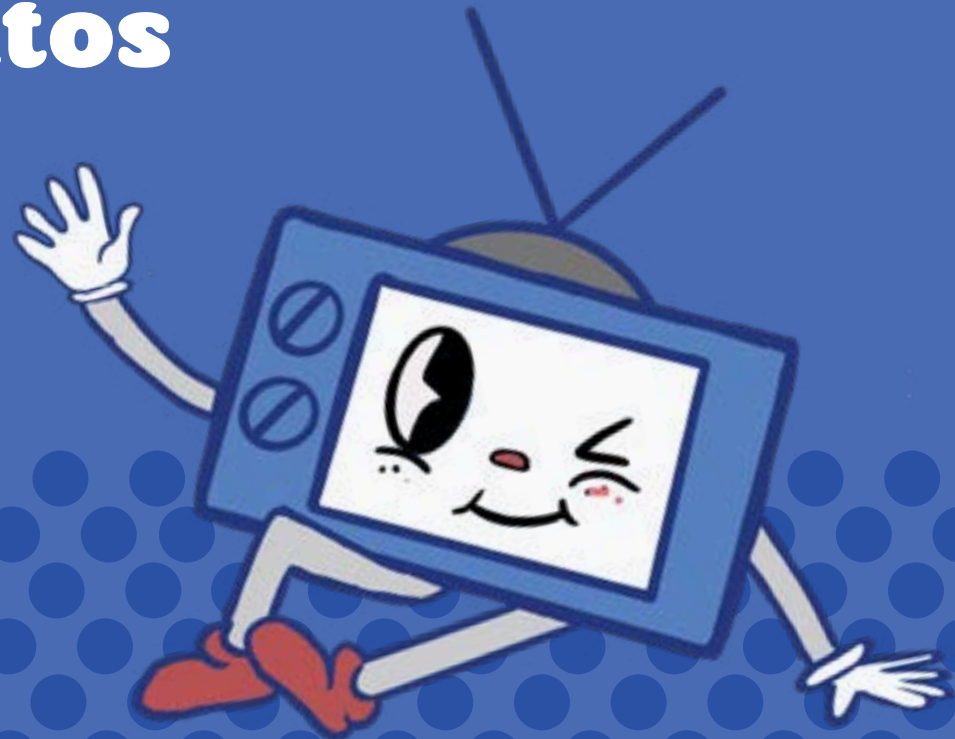


# PORTFOLIO

Thea Santos



# About Me

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My name is Thea Santos and Im an 18 year old high school student. I have always been passionate about art and has adopted many different creative hobbies throughout my life. Those hobbies allowed me to improve in my creative design skills as well as artistic skills. I have always been particularly interested in animated movies and TV shows and so from a young age I have been interested in becoming an animator to create films that raised me. I have skills and experience in 2D animation, concept art, game design, 3D modelling and image composition. I am also familiar with Adobe Illustrator, Procreate and After Effects

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# Campaign description

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My campaign is designed to promote a streaming platform that focuses on providing their customers animated shows and movies from across the world. Our platform would have wide array of options you could choose from. Some content might be added or removed from time to time to ensure a rotation of options would keep the platform fresh and interesting. The platform would give recommendations to our customers based on their previously watched films/shows.

My target audience are young adults who are interested in animated TV shows and films. These young adults are those who appreciate the beauty of animation. Many teenagers and young adults are still interested in watching animated films as a way of revisiting their childhood fun and feeling young again after a stressful day. They would be from ages 16 - 24 and would be either highschool or university students. They would be of middle class since it would be a requirement to have a digital device to stream from as well as access to a wifi connection.



# Campaign deliverables

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I have chosen these deliverable because I think that posters are easy to post among any social media platform. It can easily reach my target audience since we can place to various different locations where people commonly walk by such as train stations, popular fast food chains and the city.

These days every one is online in their phone and has atleast one social media account. My own social media account could focus on my campaign and lead to make my deliverables be easily noticed and accesible. If people have not seen my posters outside in the world then they could see it in my social media account. There also tools that could help me get my deliverables be pushed into people's feeds and get more attention. A strategy that would help me out would be to create a hashtag for my campaign, this will not only make it easier for my target audience to find anything related to my campaign but also other people could post with that hashtag themselves.

Short animations will be engaging to my target audience as it is an interesting form of adverstising my campaign. This would relate easily to my main project which is motion design and can also be posted on my social media account.





# POSTERS

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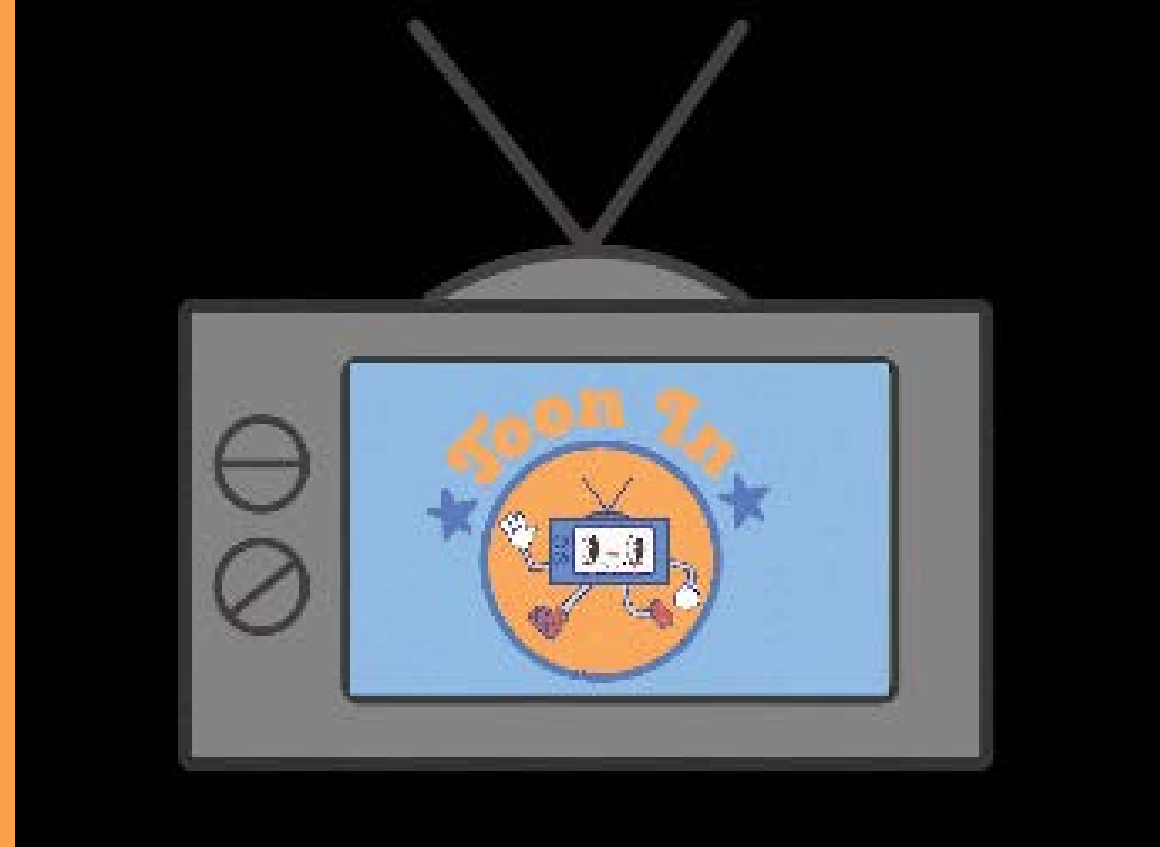
# POSTERS

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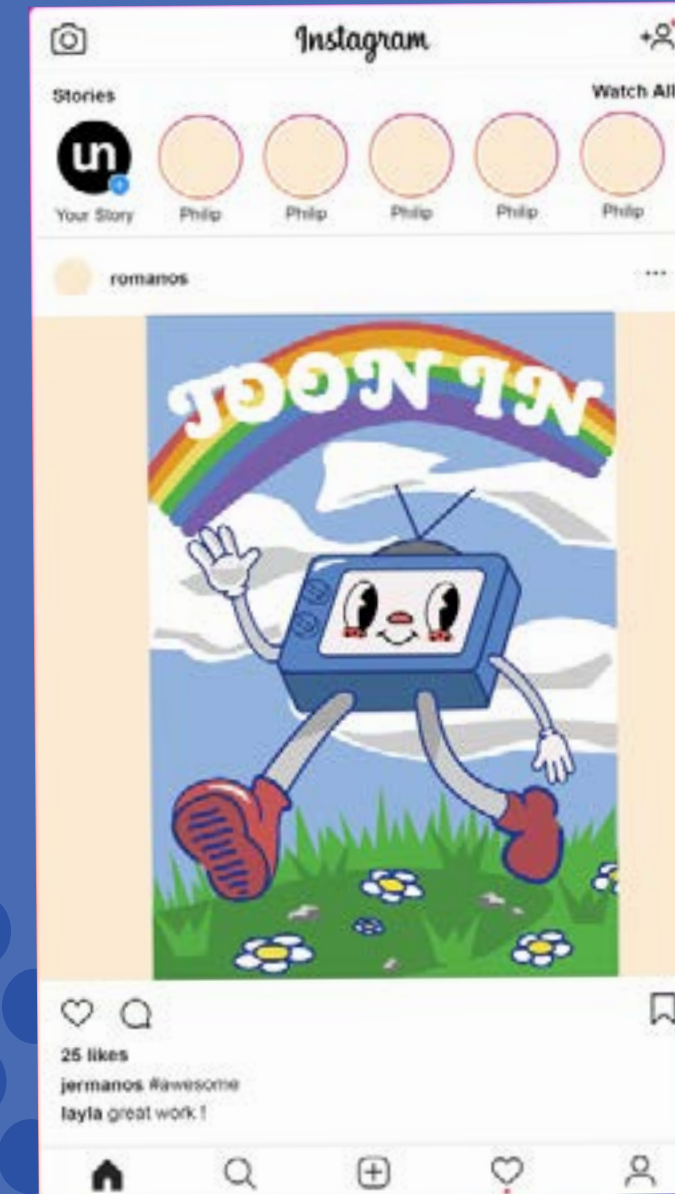
# MOTION DESIGN

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# SOCIAL MEDIA

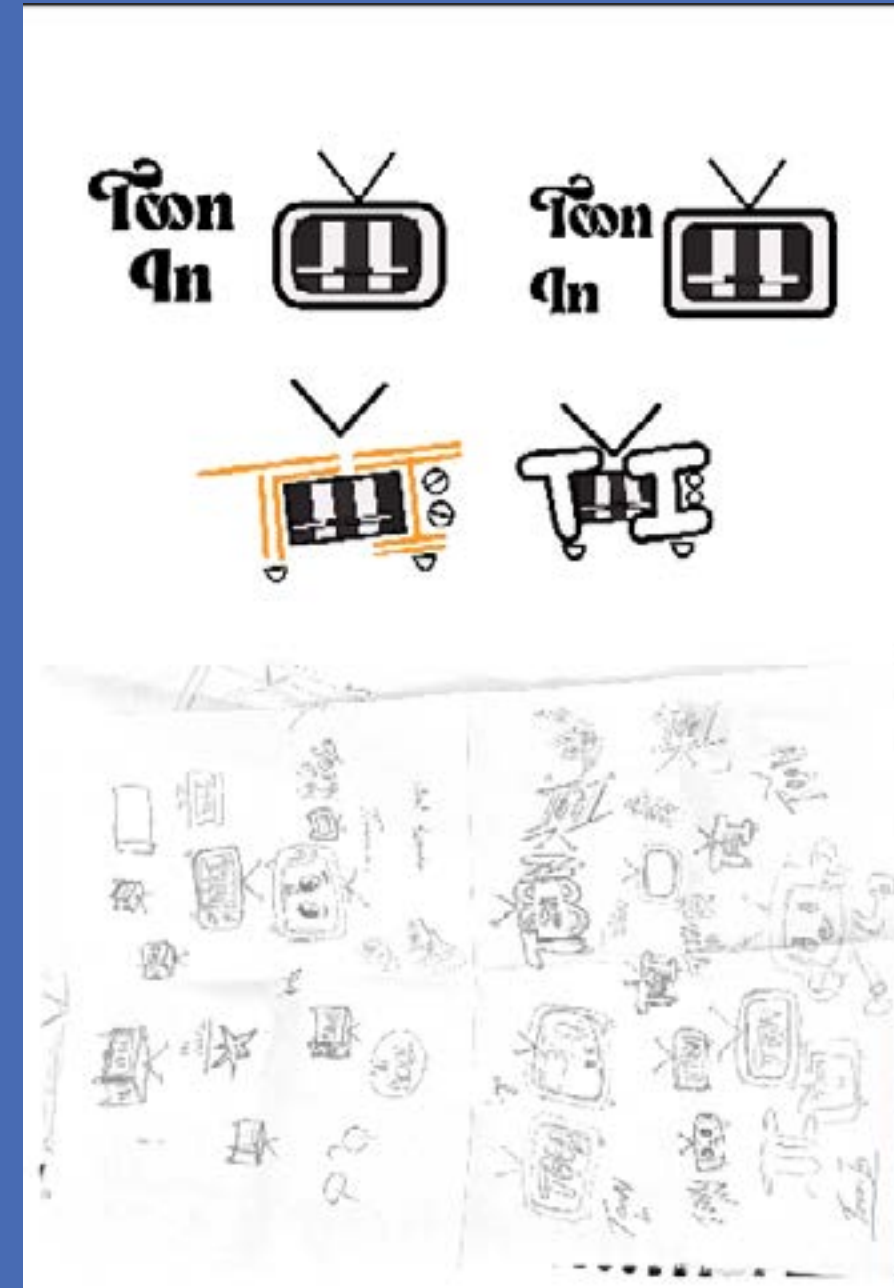
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# Campaign Development Process

## Logo development



# Logo development

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I had played around with many different ideas for the logo until it was finalized . As you can see, I started with different variations of TV drawings, playing around with the campaign name placement. I always knew I wanted a TV to represent the company since it is where most people would connect watching a show to. I decided that it was best to design a mascot for the company named Tivie inspired by the classic 1920's cartoon style as it is a well known design that even the most modern famous cartoon characters had once looked like. I decided to name the animation platform as that as it's a play on words of the phrase "Tune in" meaning to view or watch a programme and the shortening of the word "cartoon", therefore we get "Toon In". I decided to use the color combination of blue and orange since they are complementary and bright eye catching colors. I then encapsulated Tivie in a circle, added the name to surround it and added stars on each end for balance to bring everything together.

# Poster development

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# poster development

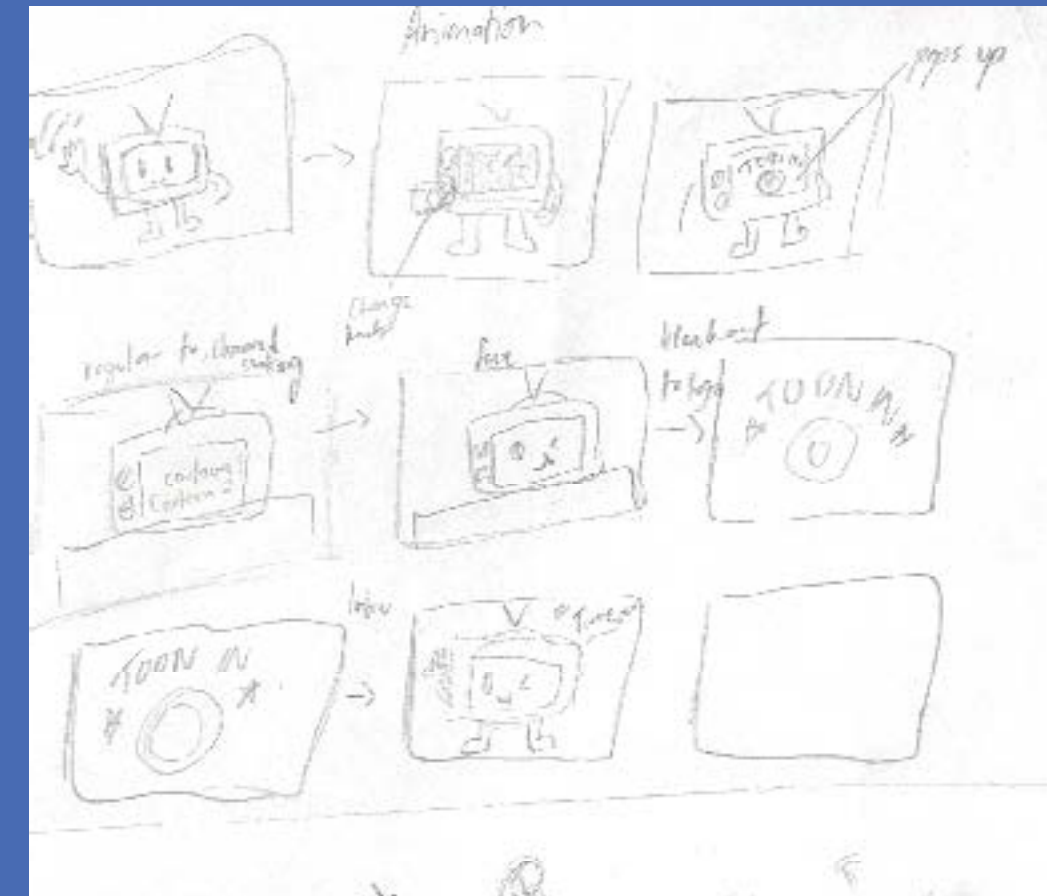
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For my posters, I knew that I wanted it centered around the campaign mascot, Tivie, the cartoon TV. I knew that I wanted a colorful poster and another one that was dual-toned. For my first poster, I wanted to create a very colorful and bright, eye catching poster. The pastels all work well together to create an image that disperse a happy ambiance, something "Toon In" will provide you. I wanted Tivie to be joyfully strolling in a cartoon world utopia to entice the audience to join her in the wonderful cartoon land.

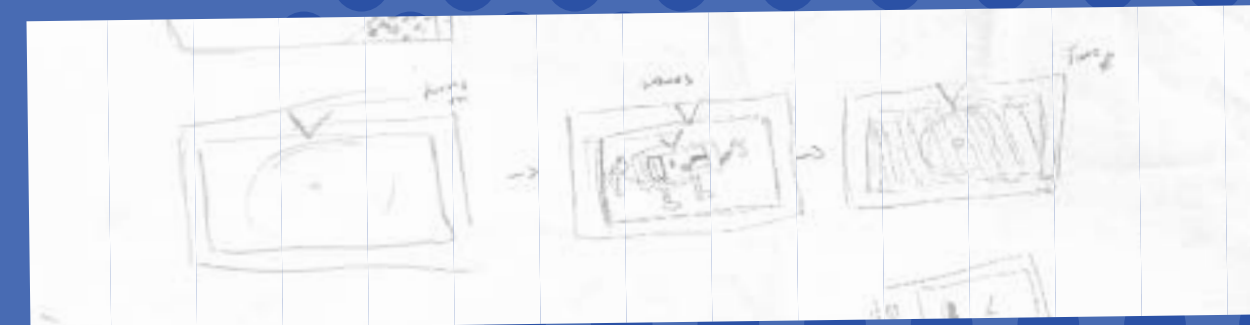
I then made a second poster inspired by old black and white cartoon posters. I also knew I needed to inform viewers what exactly we are selling them. I chose to show that through adding a bunch of well known cartoon characters in one of the posters. As you can see, I had played around with the idea of portals and another world idea with Tivie leading you into it. This can be seen with the orange and black poster with Tivie in the lead as the main focus with all the popular, familiar cartoon friends that we know behind her. We can also spot the silhouette of trees, grass and flowers to reinforce the "other world" idea.

# motion design development

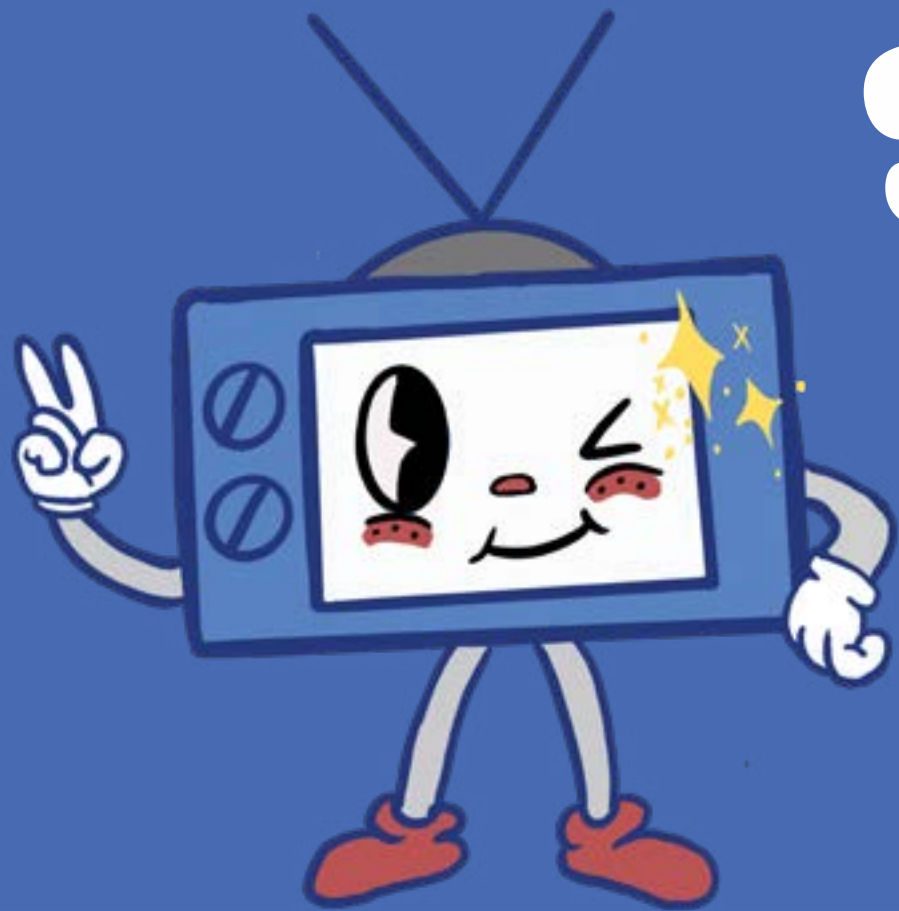
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The animation did not need to be long and so I had chosen to create a simple GIF of the logo popping up and Tivie waving hello to the audience. I chose to do this simple animation as it was straight to the point in a way that it showcased the product, portrayed through the "Toon In" logo to the viewer. Due to the campaign mascot being inspired by old vintage cartoon characters, I wanted the clip to look like we as viewers were watching from the past using depictions of an old retro box TV with antenna, TV static and low resolution (something we rarely see these days). I created the logo in a way that it looks like you're channel surfing and you've finally found a good channel to stick with. This is because "Toon In" is the only platform you need to tune into your favorite animated shows.



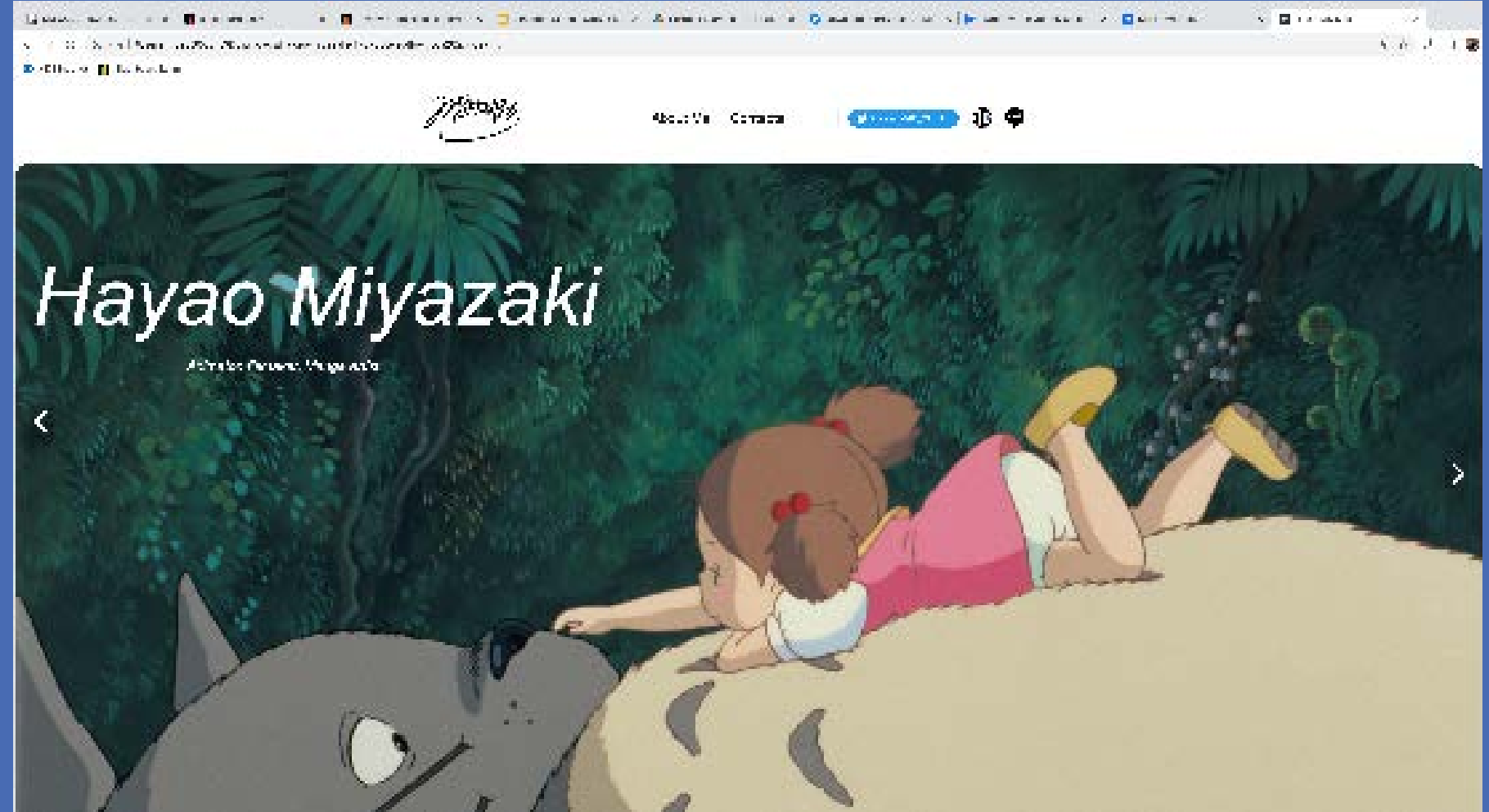




DEF

WORKS





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