From vision to success.

# DAVID NIETO

GRAPHIC DESIGNER – VISUAL ARTIST

**+15 YEARS OF EXPERIENCE**

VISUAL ARTIST    BRAND IMAGE    DIGITAL PRODUCTS

*From vision to success.*
*Turn your ideas into products that make a difference.*

# David Nieto Rojas
*Graphic designer - visual artist*

## WHAT ARE GOING TO FIND ON THIS PAGES?

This portfolio try to be a little sample of projects which I did in my professional career about graphic design area.

I have picked the most important projects en each area where I feel more comfortable. If you want to know more information about my professional profile, I invite you see the website www.deividart.com where you will find the projects with more details.

Besides I have done advertising spot, videogames or publishing projects. I you want know them, ask me via email: info@deividart.com

## ABOUT ME

Since 2004 I have been luky man because I was workingin all kind of projects, from image corporate development, online shops, advertising spot, videogames or layouts, with only one target, an amaizing result for the audience.

I think that the maximun for all graphic designers is enjoy his job and learn every day in order to get communicate the message with all guarantee in the project that we are working thanks for all resources and knowledge we have.

The curiosity and eagerness for learning establish the designers DNA.

For that reason I am looking for a place which allow me enjoy this profesion and develop me in a good job enviroment with a proactive team contributing and discuss new ideas with a only one aim.

Please don't hesitate contact with me if you need more information.

**David Nieto Rojas**
*Graphic designer - Visual artist*

*"I love the posibilities that graphic design offer in order to help people."*

**Visit the website in oder to see the projects with more details**
**www.deivldart.com/en/**

*"Since I was young, the videogames caught my attention and from that, I have always liked create enviroments and worlds where there are not limits*

*Nowdays the tools avaible allow us make up anything you think"*
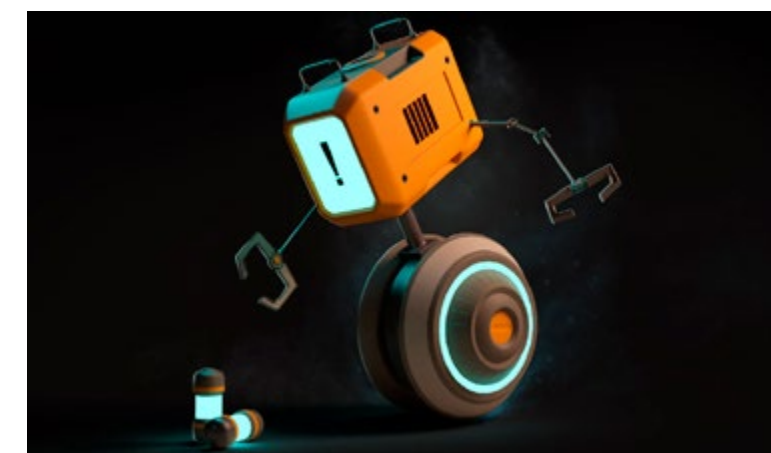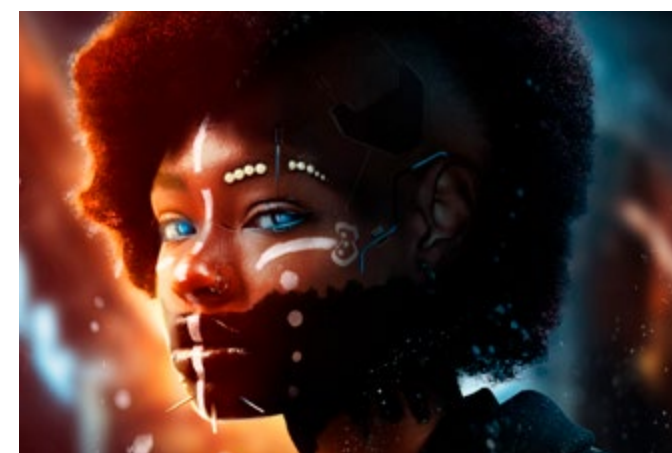
# CONTENT

# VISUAL ARTIST
## MATTE PAINTING / CONCEPT ARTIST

When I am working on this kind of projects the workflow can be changed depending on targets. The tool that I used specially is Photoshop, It allow me manipulate the images with an amaizing freedom.

After finish a research y seek references images about the project which I going to work, I continue sketching in order to begin the composition using several tools and techniques (Photobashing, Digitalpainting, etc...).

The key in a graphic composition is about the contrast, get armony between shapes, colors, and specially value contrast, in order to guide the audience sorround our artwork, like a mu-

sical piece. Knowing to break that armony in a suddenly moment, it will call the attention in the area that we want.

Whe the composition is ok I search the resources which I need in order to do it, through images, 3D models, textures, etc...

When you use 3D tools, you have huge range of posibilities, specially in projects where you need animation.
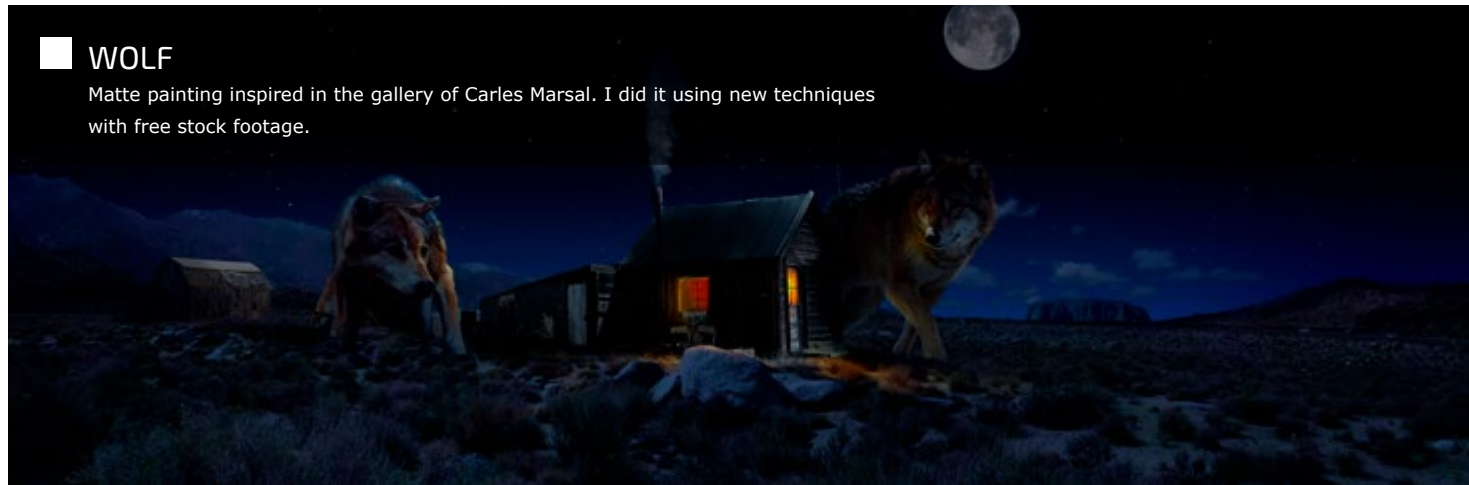
## TOOLS USED

### NINTENDO
Matte painting using photomanipulation techniques an 3D elements. In this case I did 3d model of Nes console in order to integrate it in a desert landscape with other images creating a war enviroment.

### WOLF

Matte painting inspired in the gallery of Carles Marsal. I did it using new techniques with free stock footage.



### CONCEPT ART - UNDERWATER

Conceptual project which is created an underwater fantasy scene. In order to add more mystery I placed a ship which suddenly find out the city. The most difficult on this project was create the underwater atmosphere with photo and 3D elements.
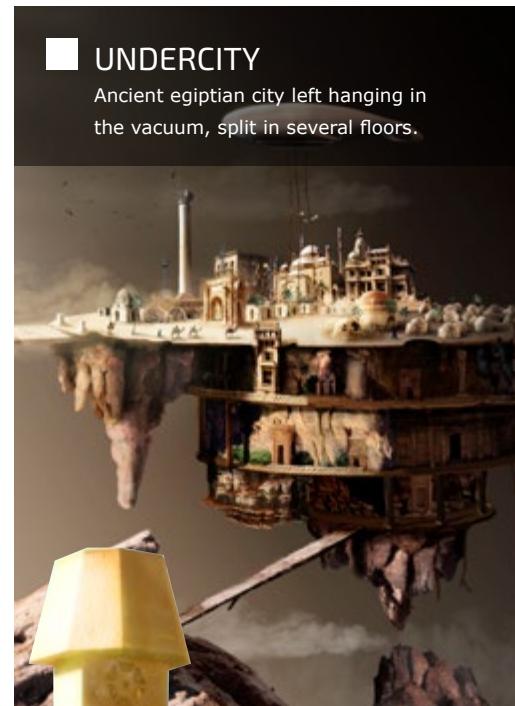
### UNDERCITY

Ancient egiptian city left hanging in the vacuum, split in several floors.



Knowing to choise the right images is very important in order to the succesful, for that reason is useful to have good resources.

3D/CGI and Photoshop have never been so important nowadays, they allow us mixing 3D and 2D elements.
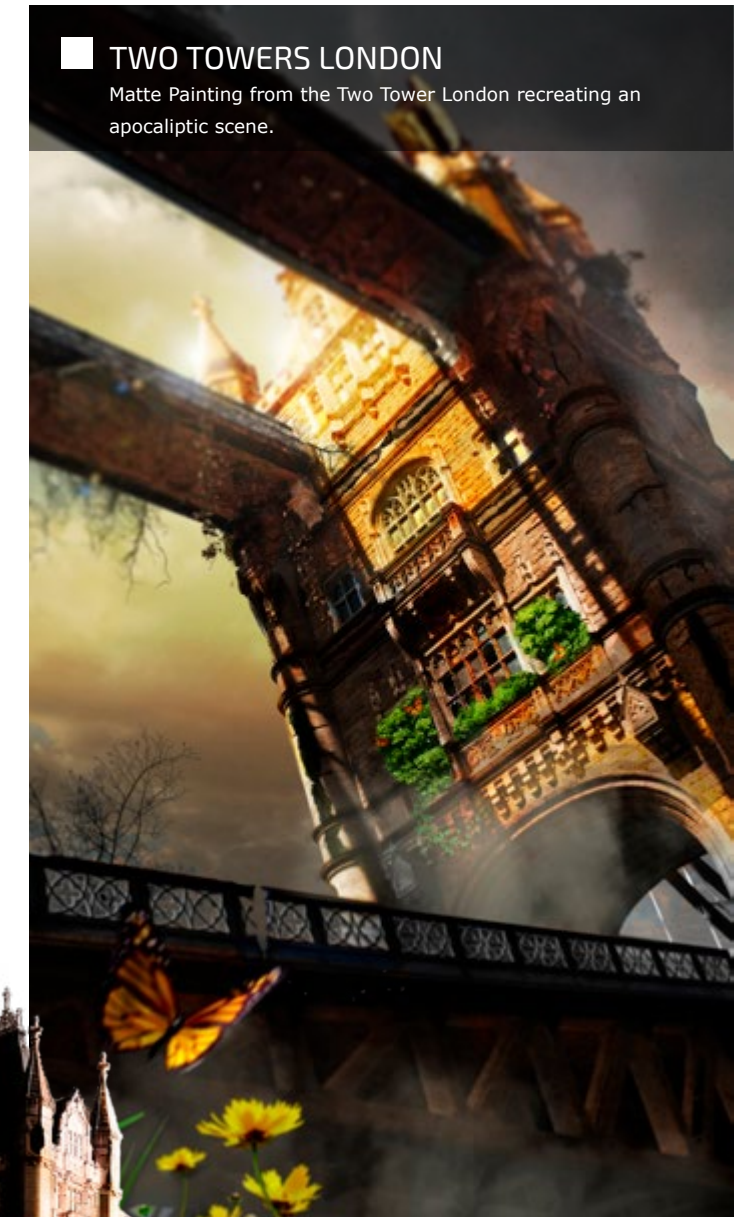
*"If you dont ruffle the skin and not enjoy it, change the profession. If you have doubts discard it"*
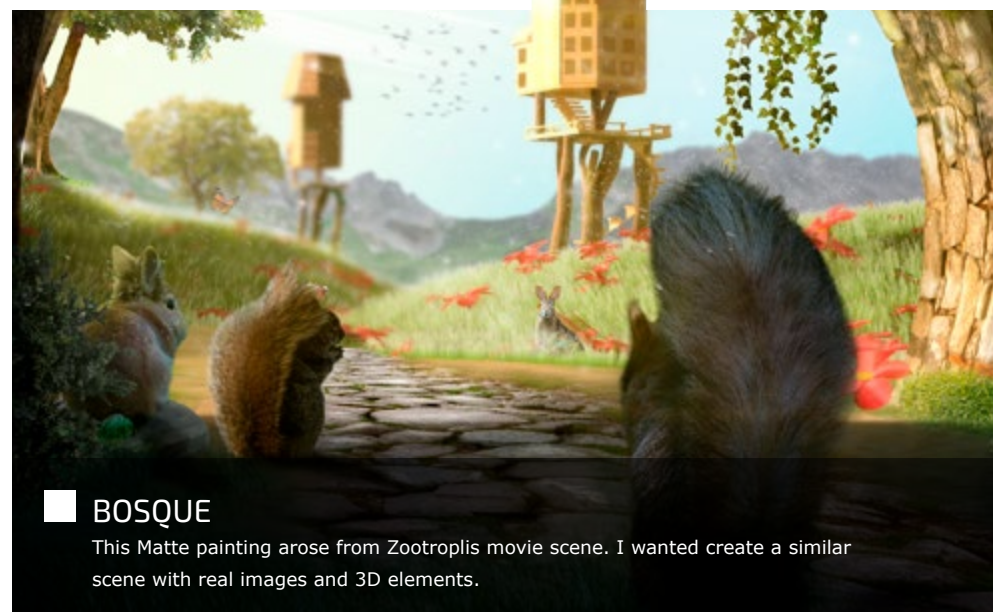
### BOSQUE

This Matte painting arose from Zootroplis movie scene. I wanted create a similar scene with real images and 3D elements.

### OBLIVION

Matte painting inspired in drones machine from Oblivion film, mixing 3d models and 2D images.

### TWO TOWERS LONDON

Matte Painting from the Two Tower London recreating an apocaliptic scene.

*"Blending Photoshop and any 3D software allow you create anything without limits."*

# VISUAL ARTIST
## RETOUCHING / PHOTOMANIPULATION

For photoretouching projects and photomanipulations is very important to have good resources about images and textures in order to aim the composition that we want, besides a good resources of ilumination.

Is a good idea to take a camera when we go out, you never know when you can find this texture that match perfectly with the project which you are working. Besides step by step you will get a good own galery.

Everyone have internet conection and we use this online resource to much, if you have you own picture the project will have a personal style.
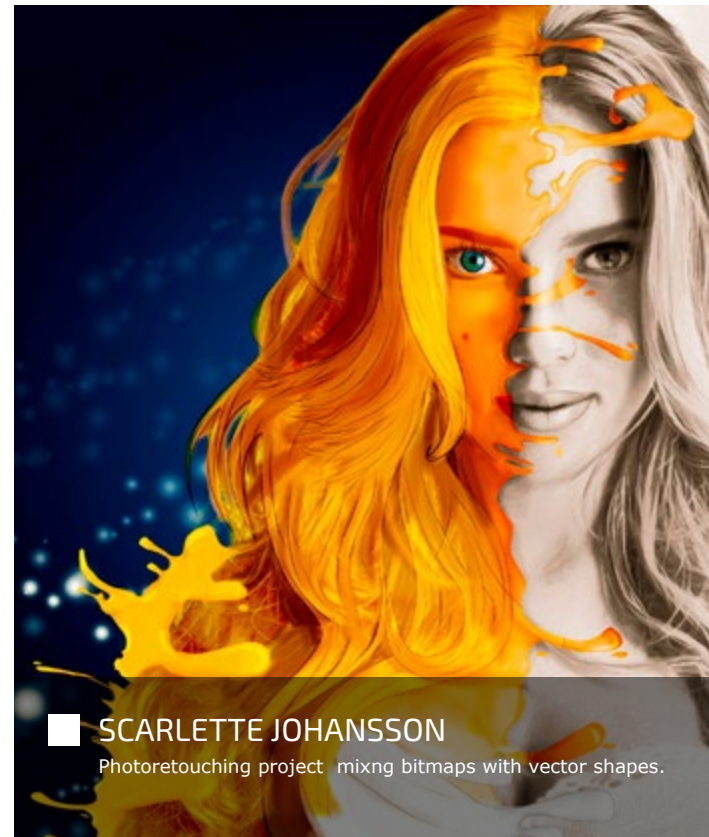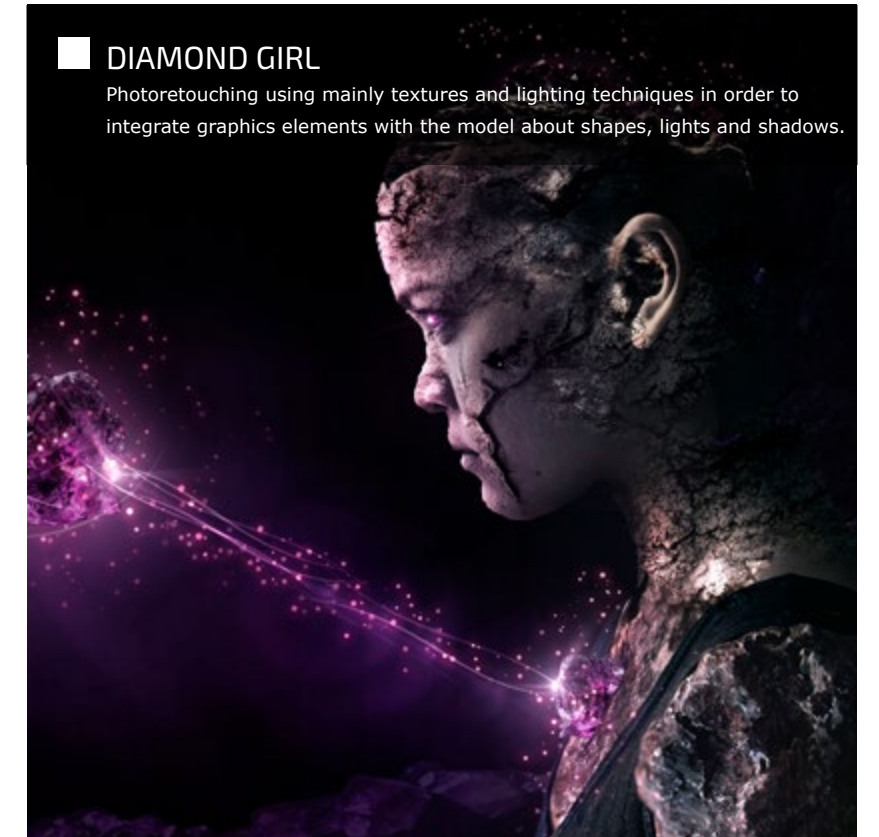
Figure A
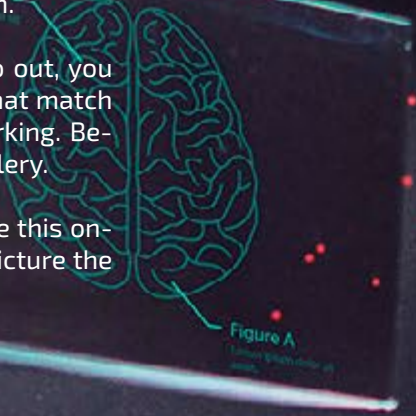
## SOFTWARE TOOLS

Ps

### HUMAN MONSTER
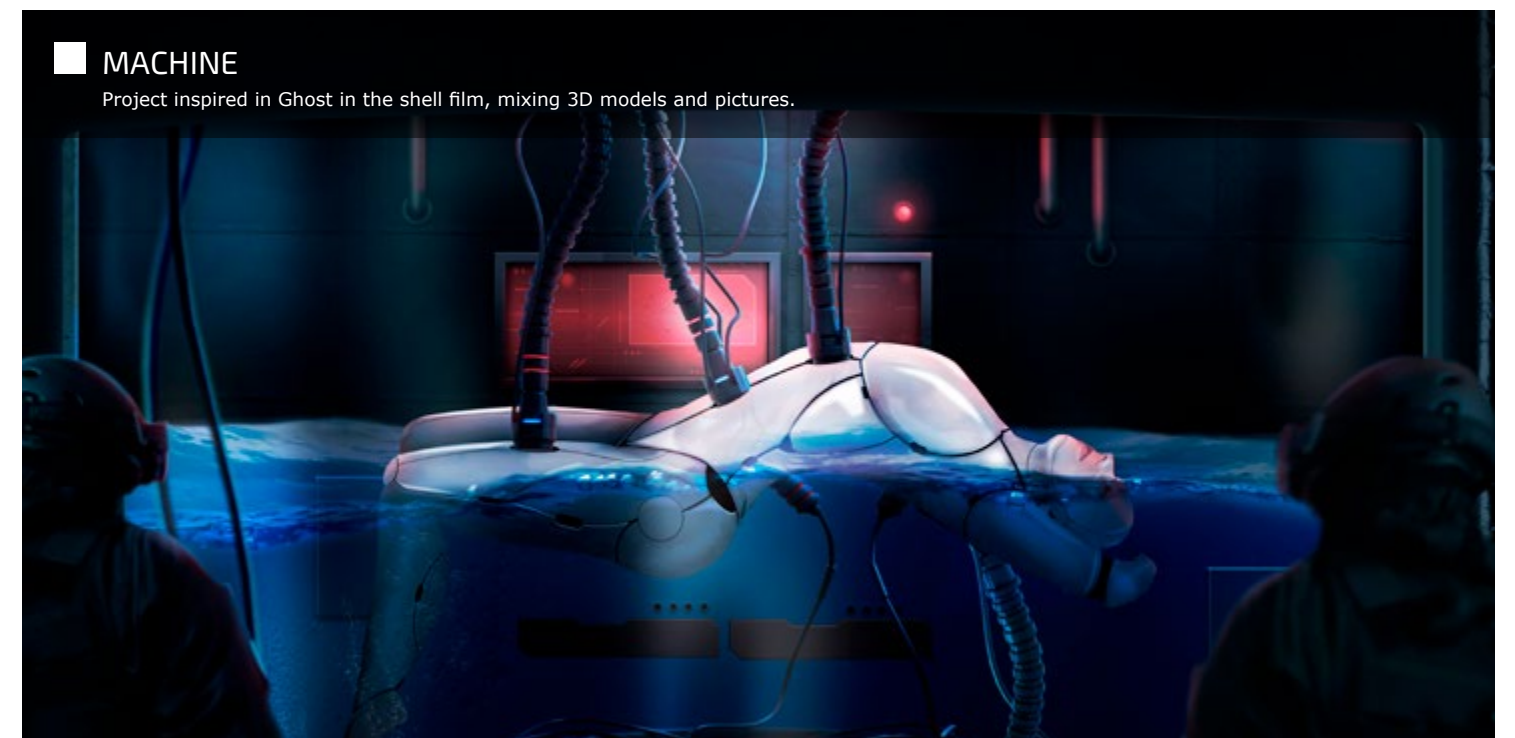Photoretouching project where was used mainly textures and its manipulation.

### SNAKE POSESSION

Photoretouching project using mainly textures and lighting techniques.

### SCARLETTE JOHANSSON

Photoretouching project  mixng bitmaps with vector shapes.

*"I love experiment with blending modes, sometimes I get an amaizing result which add more details at artwork."*

### MERMAID

Personal project where I practiced new retouching techniques blending with 3D models.

### JELLYFISHES

Photomanipulation project and Photoretouching which the lights and colors are very important.

### DIAMOND GIRL

Photoretouching using mainly textures and lighting techniques in order to integrate graphics elements with the model about shapes, lights and shadows.

In my blog you can find a great collection of resources for  retouching and photomanipulation projects, from a textures catalogue for 3D artworks, a webs list about royalty free images, HDRI images, etc...

If you know some interesting resource share it letting a commentin the post.

### MACHINE

Project inspired in Ghost in the shell film, mixing 3D models and pictures.

The typography effects are a trend, which you can convey messages not only with thestrokes that building each letter. You can use other graphic resources in the artwork, communicating the messages in a more efficient way.

For that target you can use a huge several tools, from 3D software, textures, photomanipulation, light effects... all is ok if you know use them with sense.

In one hand the stock images are a good resource if you are working in a 3D artwork usig textures, but in the other hand, if the project need bespoken elements, you need to create them ourself.

## TOOLS USED

*"The really amazing thing about typoart is that you have not limits how much easy or complex can be a typography."*
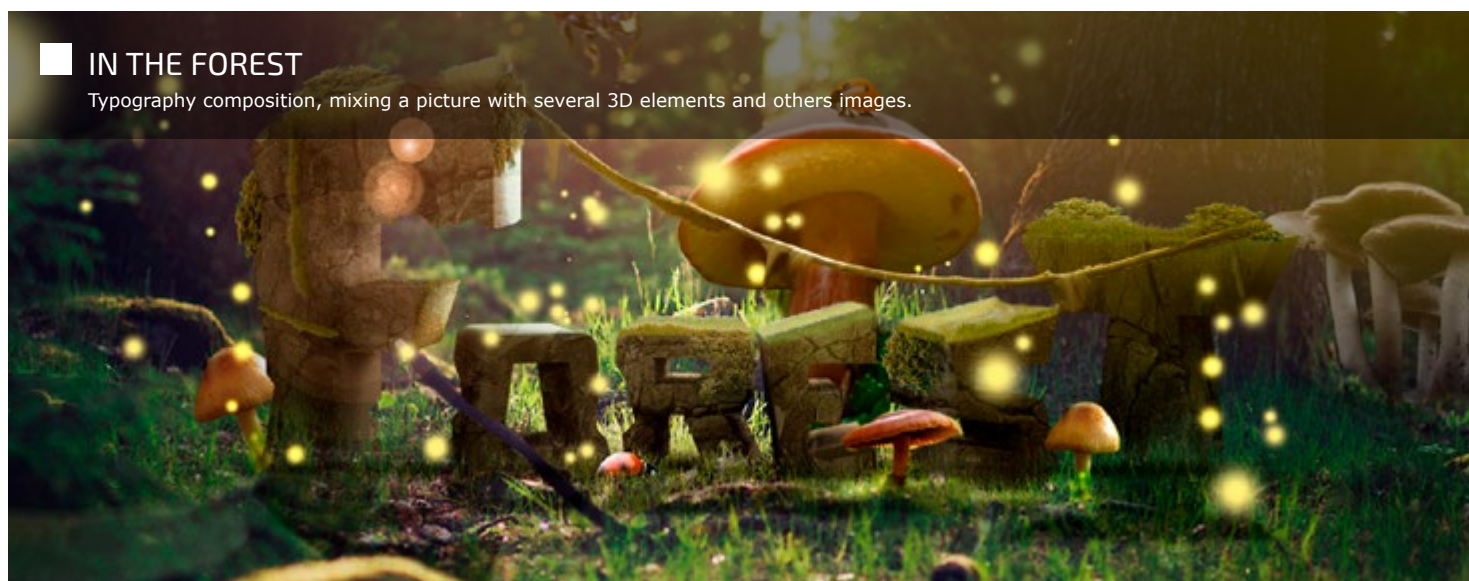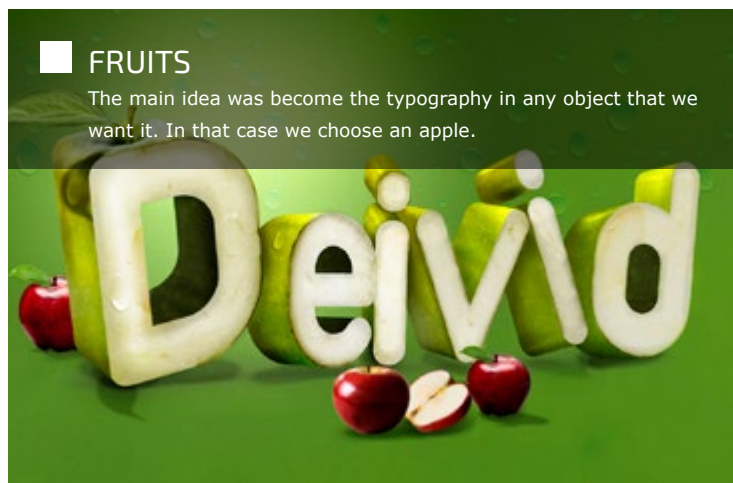
### LED TUBES
3D model which it was taken to posproduction using several rendered passes.

## CHOCOLAT
Personal proyect which I experienced with 3D typography, creating letters with several sweet and baked goods chocolate shapes.

A good typography artwork is those that convey the message in a good way. Despite of you use the most powerful tool and an amaizing effect, dont is useful if not convey the message in a good way.

*"Let it pass a night, if in the next morning it still look like well. go ahead."*

## FRUITS
The main idea was become the typography in any object that we want it. In that case we choose an apple.

## MICHAEL JACKSON'S SONGS
Personal project where I created Michael Jackson songs with typography in differents techniques.

## IN THE FOREST
Typography composition, mixing a picture with several 3D elements and others images.

## BEACH
In this project I praticed new techniques and work methods on typography 3D composition.

*"If look like in an amaizing way but you can't read it, you are a artist not a designer."*

As example, the lettering is style very required is the last years, which I love it, because it blend illustration, composition and typography techniques in an only one artwork.

## CHEESE
Typography project using textures and images in order to mixing them in a 3d enviroment.

# VISUAL ARTIST
## 3D MODELLIND AND TEXTURING

The 3D area is increasingly popular, especially in the field of leisure and entertainment, but also in areas such as advertising, architecture or printing.

3D is another tool when creating new experiences and sensations in the user that can be very useful depending on the requirements of the project.

In advertising, for example, it can be a good resource if we need to create a non-existent model in real life that we will animate it in an advertising spot or use it later in postcards, etc ...

3D allows us to tell short stories, with a very marked style, that remain in the memory of the audience, which makes it easier for the brand and the product that is advertised to achieve higher levels
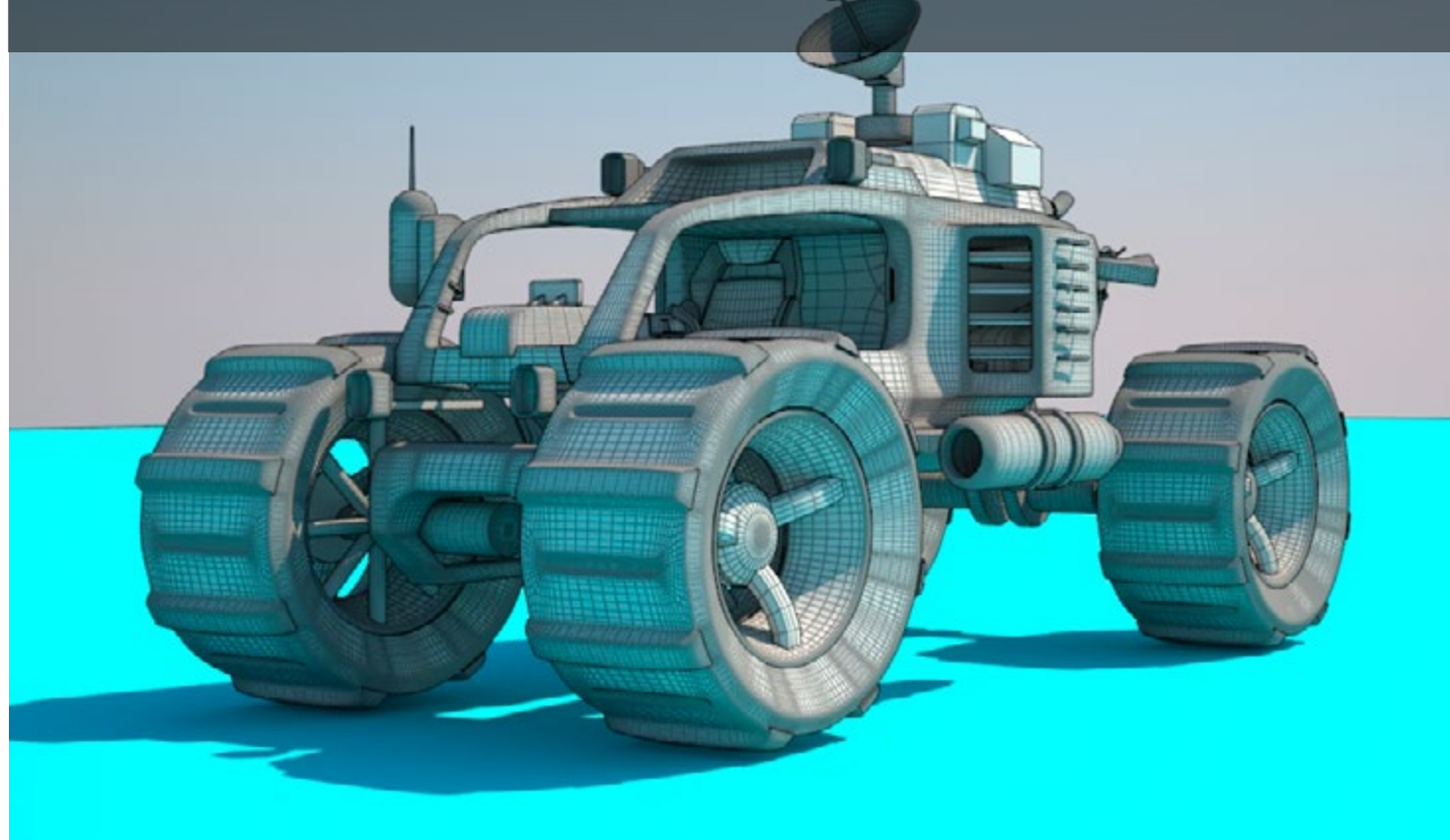
## TOOLS USED
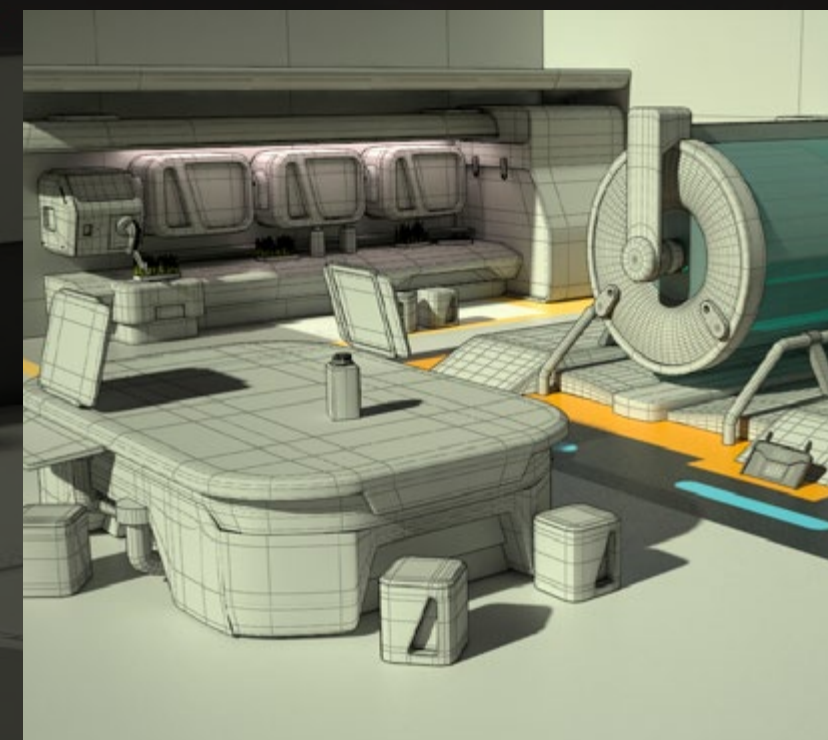
### OVERWATC SCENE
3D models from concept art for Overwatch videogame released in Playstation, Xbox and Pc systems.

### JEEP
3D jeep model from concept art book by 3Dtotal "Beginner's Guide to Sketching: Robots, Vehicles & Sci-fi Concepts".



It is necessary to know the use that will be given to the 3D model to adapt it to the technical requirements it needs for a good implementation. It is not the same to produce a model for a movie or a video game asset.

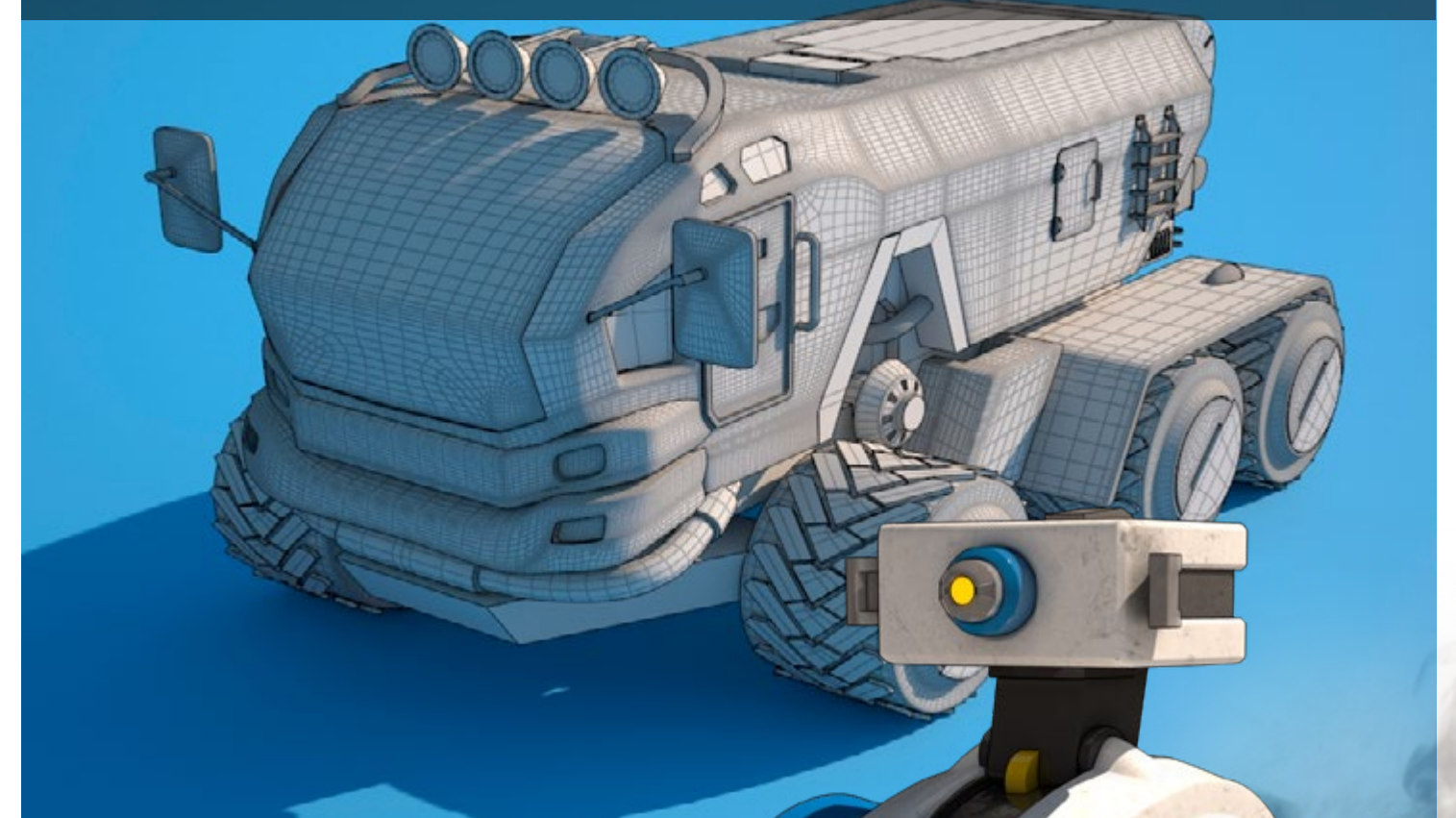*"Analyze the model and split it befores start the modelling procces."*

### CONTROL ROOM
3D modeling of control room from the Overwatch videogame concept art book.

### 4X4
3D vehicle model, from the conceptual art book for the Overwatch video game.



*"Use the render passes in order to get a better control in postproduction"*

### ROBOT
3D robot model, from the concept art book Overwatch videogame.

### CGI INDOOR SCENE
Modeling, texturing, lighting and post-production of the indoor scene, this time Substance painter software was used to speed up the texturing process.
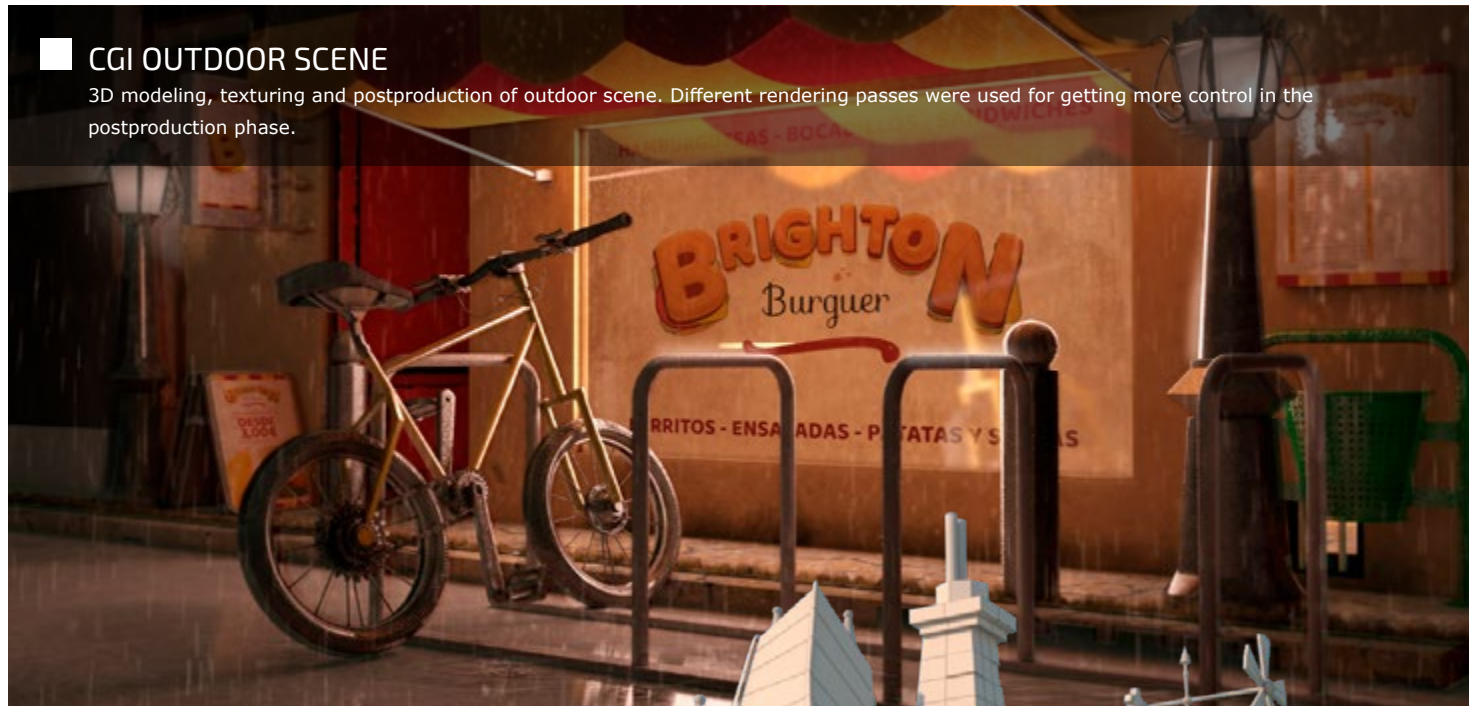
### SWORD
3D sword modeling from the Dreamworks Trollhunters series.



### MEDALLION
3D medallion modeling from the Dreamworks Trollhunters series.



### CGI OUTDOOR SCENE
3D modeling, texturing and postproduction of outdoor scene. Different rendering passes were used for getting more control in the postproduction phase.



### TOWN
Medieval village recreation in lowpoly style.



### DISNEY 3D
3D scene recreation of a Disney classic movie "Beauty and the Beast."



### DISNEY 3D
3D scene recreation of a Disney classic movie "The mermaid."

# CORPORATE IMAGE AND ADVERTISING

When you are working in a development corporate image the communication with the client is very important in order to get the heart's brand and having a solid start point in order to work and reserach about the specific market.

We research the competitors, our client (since CEO person at employees, and the work daily in his office) in order to get more ideas about the concept that they want convey.

With this information over tha table, we follow sketching ideas, we study its application over real advertising supports in order to show them at client and between both stablish the path that match better with the brand.

When we are both agree, we continue working in final and real designs, which we will see in the reality.

This is the workflow (in a very short instance) that I do when I face a project about corporate image.

In my blog you can see articles about this graphic design area.

*"Colours can easily distract to client the communicative power at shapes."*

## GO! BY GOOGLE

Branding project, developing a branding approach about a new Google service. On this case is about the new mobile virtual operator Go!, which his main features are velocity and sophistication.

We keep the typography and colours used in others Google services because is a remarkable feature on the market. The logo convey the essence about te service (Sophistication, velocity and innovation).

## TOOLS USED

Ai  Ps  Id
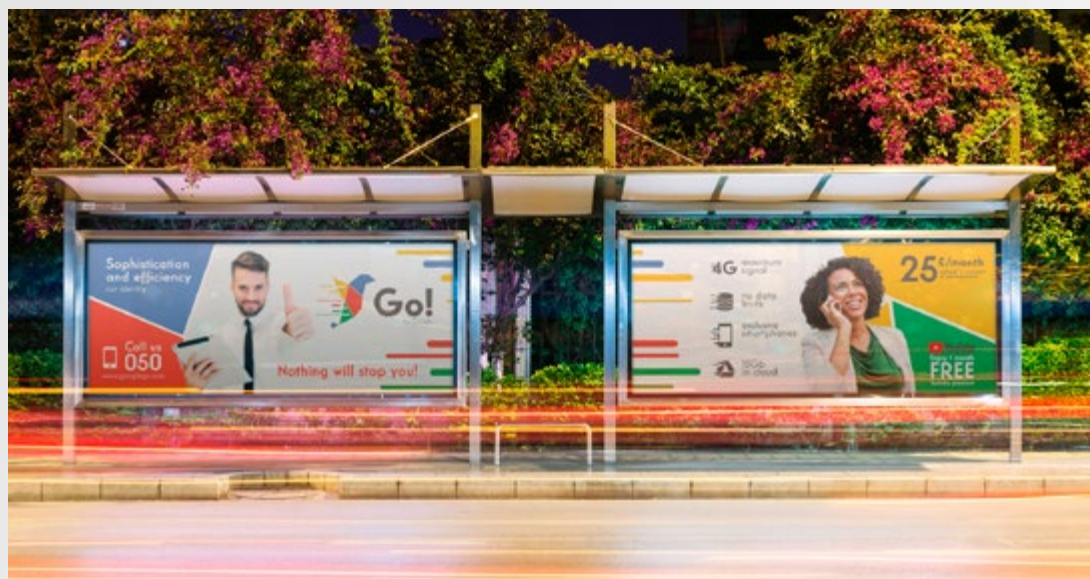
I created a graphic system keeping the typography and colours used in other Google services, but with an own style that we get convey in iconography system, which it was created for each service..

The main icon convey the service essence offered (sophitication, speed and innovation).

From this approach I created several graphic supports like corporate stationary and advertising contact points, keeping a style directed toward young people, entrepreneurs, with a mediium/high economic level whos prefer a quality service instead of low price.

## REPARACIONES FIX

Personal project about branding where I developed a brand proposal for new fixes company.

I created a casual and sturyd image in order to get a perception about professional team which can resolve all kind issues that it will be able to happen at home.

In this ocassion we worked with two kind of audience. in one hand the insurrances which are intermediary about the service, and the other hand the user whi need our services in order to resolve the problem.

With this two approaches as start point I began working in the corporate image, mixing professionalism and casual approach.

The main typography and colours choosen give a authority whole and strenght with a happy icon (tool box like a house).

1  Logo brand in differents versions with corporative colours

2  Visit cards, printed in 2 inks.

3  Development and design website for computer.

4  Van designed in order to apply with vinyl

5  Image adaptation over american involves without window.

---

## CHUCHES (TU MUNDO DE GOLOSINAS)

I created a new corporate image for candy brand "CHUCHES", which convey happiness and vitality, focused on a childish audience.

The typography choosen is readable and strong, woth wavy strokes in order to give a funny and close approach, because the products in the shops are like this one.

The anagram use soft and wavy shapes too, creating a candy with circle form.

About the color, we use a cromatic system of 2 tones, red and pink, which are very allied to hapinness and fantasy. And a third neutral colour (dark grey) for tagline.

We can see in the pictures that the corporate image is applied perfectly in several print supports without modify its approach.



1  Main logo which convey the brand's values: happiness and fantasy.

2  Logo applied over little plastic bags.

3  T-shirt design, printed in one side with 3 colours.

4  Openning poster, designed in order to be adapted in several supports, like flyers, magazine ads, banners, web, etc...

## BRIGHTON BURGUER

Personal project about corporate image, which I created the image for a family restaurant burguer inspired in 80's, but with a modern style.

The logo is casual, which is formed with little hamburguers with a lot of colour and a rounded very bold typography.

In spite of its colourful, the main colours are red and yellow, because it convey the atmosphere and the product offered.





1 Brand's logo in four-color way

3 Visits cards print in four-color at two sides.

5 Web design adapted for mobile devices in order to ease the purchases for users trough this channel.

2 Menu in brochure with 8 pages and bounded with staples.

4 Indoor advertising for a shopping mall





## EL VESTIDOR DE EVA

Project about corporate image where I developed a brand proposal for a new cloth shop "El vestidor de Eva". A fancy place where clients (women between 25-70 years old) feel that they are in her house, choosing cloths with an assistant in every moment.

Fancy and closeness are the identity of this new brand which is convey is its im-age.Fancy colours and closeness in its wavys and softs strokes, deleting any stinging element which it will be able to aggressive.

It was developed several samples in order to apply the image in supports like storefront, bags or labels.

1 Logo design in vertical format.

2 Logo applied over glass with acid vinyl.

3 Canvas design in large format promoting discounts.

4 Bag design with logo.

5 Price labels.

1



### LAUNDRYLAN

I developed the corporate image and banner ads for an ambitious australian online project.

Laundrylan is born with the idea of a new approach in laundry business, putting forward a new business model as marketplace.

The website development was done without any CMS, because the features project were better create an app from nothing.

We had very carefull about forms design in order to optimize the user experience.
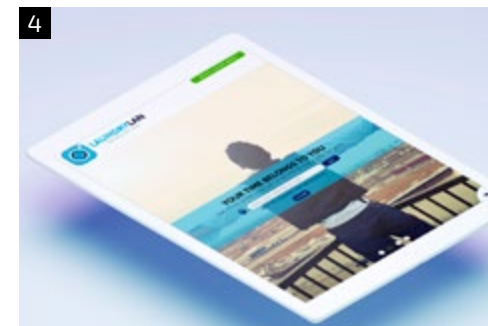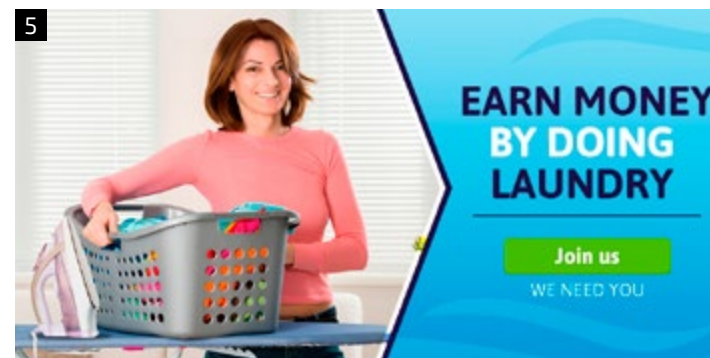
2


3


4


5


5


1 Logo design in vertical format with white background.

2 Web adapative for desktop computers.

3 Web adaptive for mobile devices.

4 Web adaptive for tablets.

5 Banner ads design for social networks like Facebook

In order to promote the online service it was done 2 marketine online campaigns. In one hand for recruiting laundry workers whos give the laundry service, and the other hand the final client who requiere this kind of services. WIth this idea I designed 4 ads, 2 for each one, which it was approached in social networks, specially Facebook and Google Adwords.

Besides I developed a Powerpoint pitch for meetings with providers.

1


### AIDIPE 2015

Winner proposal for Cadiz University contest about development corporate image for international educational research congress, called AIDIPE 2015.

The logo design was based in the slogan "Research with & for society". The strokes stand for people connect each other them in order to research and create a better society (The join between strokes shape a house, as a symbol of society).

The strokes used on graphic identity, was standed for differents corporative color tones, which was indicated previously in the briefing, and different thickness as a symbol of diversity in today's society.

3


6


2


4


5


7


1 Design and print of canvas, putted in the entrance of the congress.

2 Design of totem composed by four models, showing several messages.

3 Main logo for international research educational congress: AIDIPE 2015.

4 Logo with color corporate background, used in supports where the background colorel color is dark.

5 Logo adapted in gray scale

6 Logo applied in bagpack.

7 Logo applied in notebook and pen.

## WATFORD F.C.

Watford FC is a football club which plays in Premier League and is known like "The hornets". The club wants change his image before 2020/21 season.

From years the fans have called "The hornets" at the team, but the oficial badge is a red hart, which not identify the club and fans neither.

This image was inspired by several concepts and ideas used from 1972 for tha club image. I keep the same current badge shape, which is very indetificative about other football teams. In order to convey "The hornets" I used the 1972 badge, but with some tweaks and delete little details- The hornet body is a old ball placed in the center of emblem, conveying in a side the passion for this sport and the other hand one of the oldest team of England league. From ball born the wings in a opened shape to convey unity and friendly between team and fans.

I created a speciall typography, with a bold stroke and body and pointed serif in reference to sting hornets..

1 Main logo and emblem club.

2 Adaptation of the new image in the team kit.

3 Emblem adaptation in a cap.

4 Emblem detail adapted in a team tshirt.

## MITABLAO

Corporate image about new dance spanish product "Mi Tablao" which is a folding and transportable wood plank in order to be used in any place for professionals and flamenco lovers to training or warming in backstages.
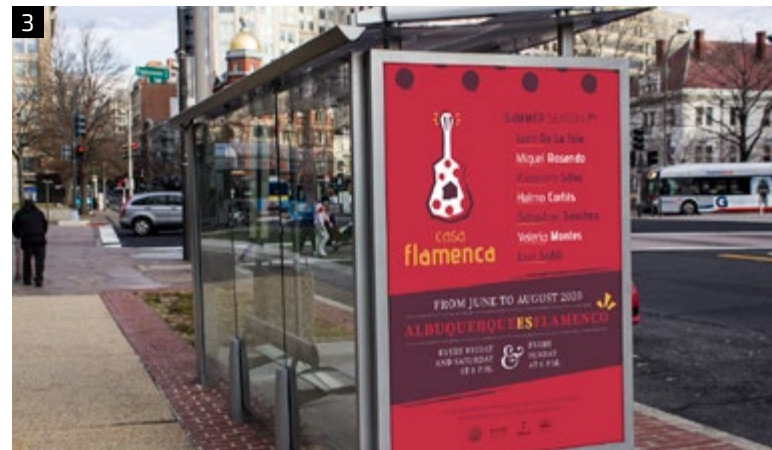
The main idea which I worked was raise his folding feature on the whole image, you can see this on his typography. Besides we wished convey a strong and fancy image, which we achieved in color chosen.

1 Main brand logo.

2 Logo over wood plank.

3 Logo adapted in several version.

4 Design and development website.

5 Commercial design for the product.
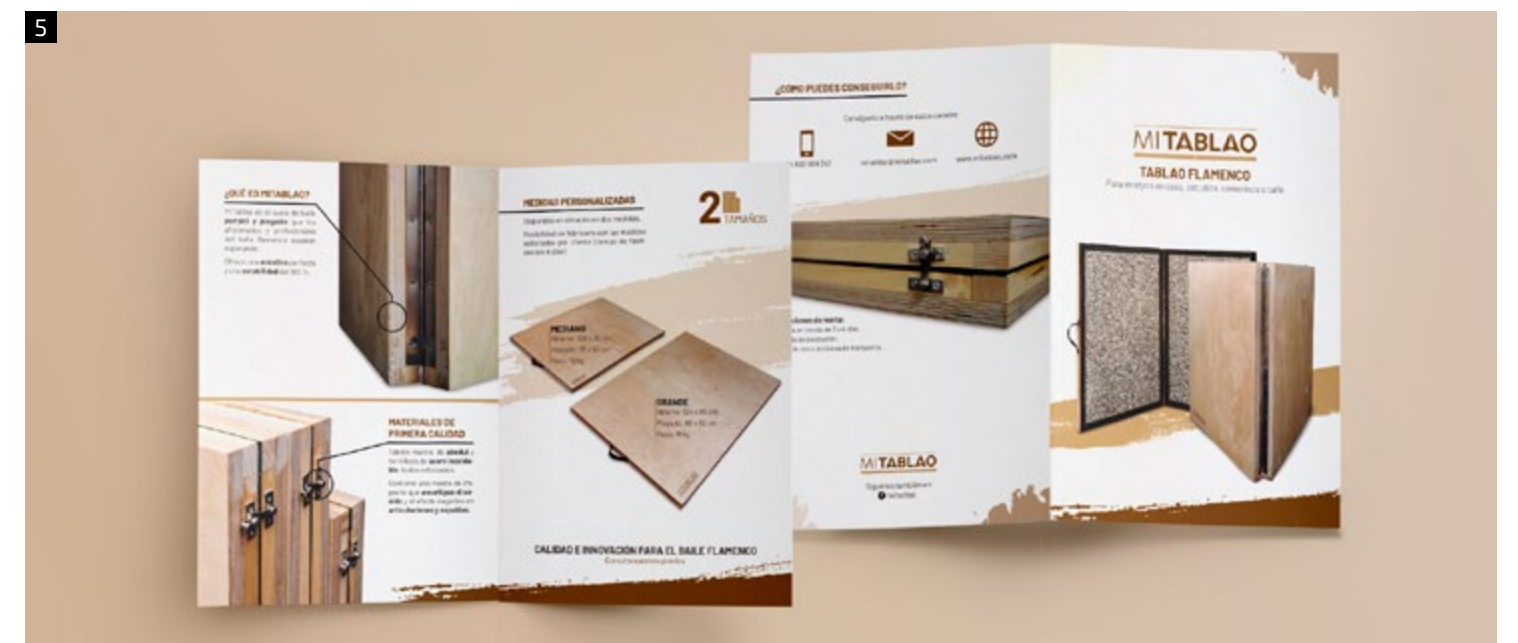
## CASA FLAMENCA

Proposal presented for the new visual identity of "Casa Flamenca", an organization of events whose mission is to teach and preserve flamenco art, located in Albuquerque (New Mexico).

In the initial proposals I wanted to follow a very expressive line in typography, to convey the passion and feeling of flamenco, but I had to take a step back, since the audience that is addressed is English-speaking and the priority was to communicate in a very clear and fast activity and shows.

For this reason, it was decided to use very identifying forms, without using analogies that could confuse the user. A guitar with very marked strokes and angles that transmit strength.

Colors linked to the passion and joy of flamenco and Hispanic history have been chosen, with the most exciting tone, red, against white and yellow having more weight.

1  Main logo-

2  Promotional poster for 2020 summer season.

3  Mockup poster in MUPI

4  Cards

5  Logo adapted in tshirt

## THE FARMERS

Corporate image for farmers group about farm, meat and eggs products, with a own brand called "The farmers".

Quality products to audience with a medium-high salary who willing to pay its quality. For that reason was developed a elegance and professional image conveyed in its colors, and closeness and familiarity in the shapes..

1  Main logo brand.

2  Packaging for fruits box.

3  Label form pack meat

4  Ad
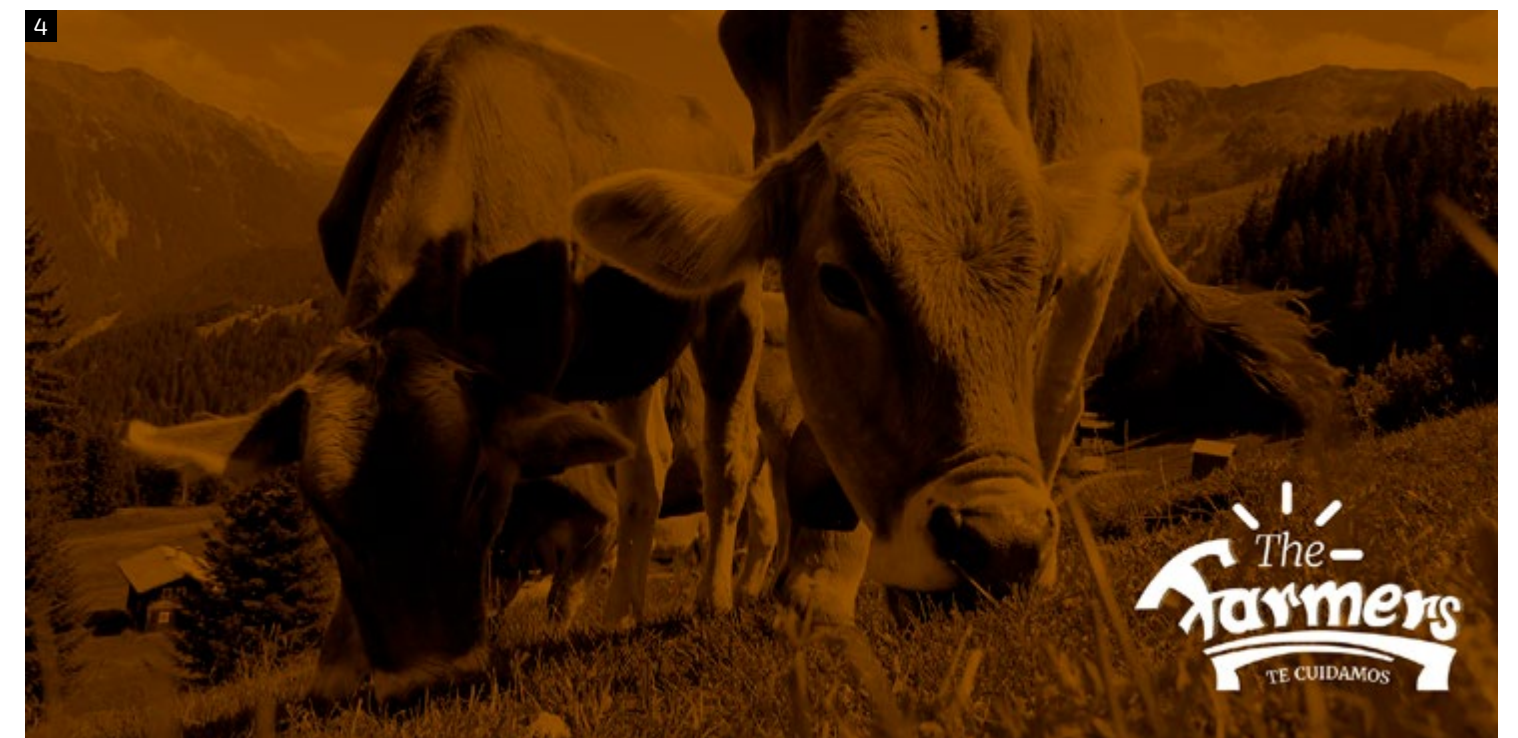
**1** Newsletter design promoting a new flamenco dance performing.

**2** Poster for a flamenco festival cellebrated in San Fernando (Cadiz).

**3** Poster for a Antonio Canales tour, inthis occassion was for a performance in Seville.

**4** Roll-up design for a producer of children's events

**5** Pormotional flyer for a summer camp in Chiclana de la Frontera (Cadiz).

**6** Ticket design for a concert.

## ADVERTISING MATERIAL DESIGN

Like in any project which you need print your design, is important keep in touch with your printing shop in order to avoid any issues. Each printting shop work in a different way , with devices and methods no similar.

*"There isn't nothing like that sensation to see your work printed."*



**1** Design and printting in large format for Aqualund shop, where the products are the most important.

**2** Design and printting for cleaning company's van.

**3** Design and printting for billboard advertising in order to report Cabo Roche restaurant's location.

## DESIGN AND PRINTTING IN LARGE FORMAT

When I was working in Publicentro I did projects in large format where the approach is different with projects about corporate image, flyers, visit cards, etc... because the audience will see our design in a big distance so, the images and specially the typography must be bigger and readable.

We mus work with quality images for printting. For that we have quite of stock images like Fotolia or Shutterstock.

When you must to print a vehicle or a shop we count on printed and cutted vinyls, it depends on design and client budge. For this kind of projetcs is importan keep in touch with our colleagues, who will put the supports printed, in order to get a good result.

# DESIGN AND DEVELOPMENT WEB

A web project can be several purposes in order to get results. From a simple informative web, a blog where the content is the most important thing, or an online shop.

Before you choise a tool is important analise the target in order to choise the best options which cover almost all the features, always thinking in users in order to give them a amaizing browser experience and a good content.

*"It is necessary to be adaptable, the enviroment changes continously."*

I am designing and developing websites since 10 yeras ago, and for me Wordpress is the best CMS, because it help me to create content quickly , add functions or if is neccessary develop custom plugins.

Besides Wordpress give you powerful tool in order to optimze the website for SEO tasks, add secuirity and even build your own social network.

For other web projects where is important selling, you must choise other CMSs as Magento or Prestashop.

I have worked with hosting providers like Webempresa, 1&1, Dinahosting, Godaddy, Arsys o Liquidnet, managing all web services like emails, FTP, BBDD, Backups, Cron task, etc...

**CABO ROCHE**
Corporate web developed with Wordpress, very simple, where the images are very important.

It was designed in order to ease the information to users in a fast way and they can make book for restaurant or apartments.
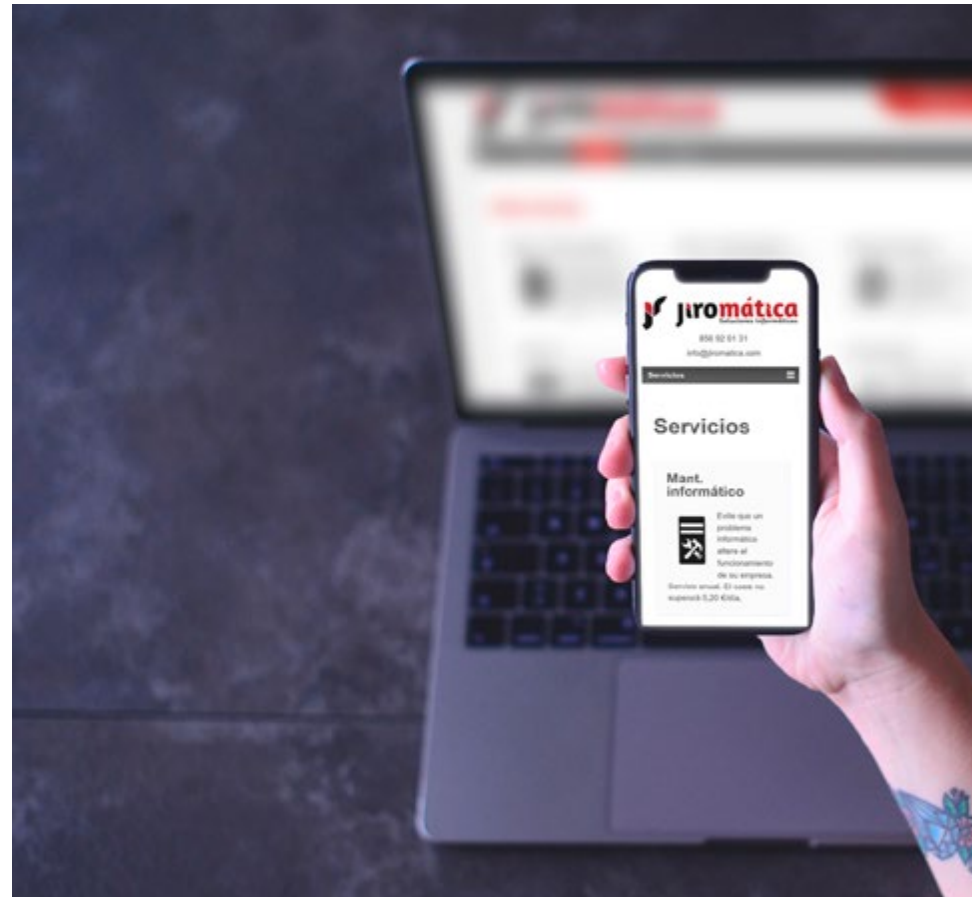
*www.caboroche.com*

## TOOLS USED

## PROGRAMMING LANGUAGES USED

## JIROMÁTICA

When I designed the corporative image to the company, they asked me the design and develop of your website. The idea was very simple, minimalist design, without details, it should be clear an with a interface easy to the client.

When I talked with the company and we saw the needs which they had we choice to develop the website with Wordpress, for his power and ease in order to work this kind of websites, with a responsive design to all types of screens and devices.

*www.jiromatica.com*

## CBLINGUA

His web is developed in Wordpress and optimized in order to positioning natural SEO. Is avaible a section custom developed, which the translators can to join in forums and chats.

Since June 2012 to March 2013 was done works about SEO optimization, was created new content and new image to the web, optimizing sliders and css layout.

After that, during my period as freelance, they counted with me for SEO services in order to optimize other translation webs like www.traductoresoficiales.es

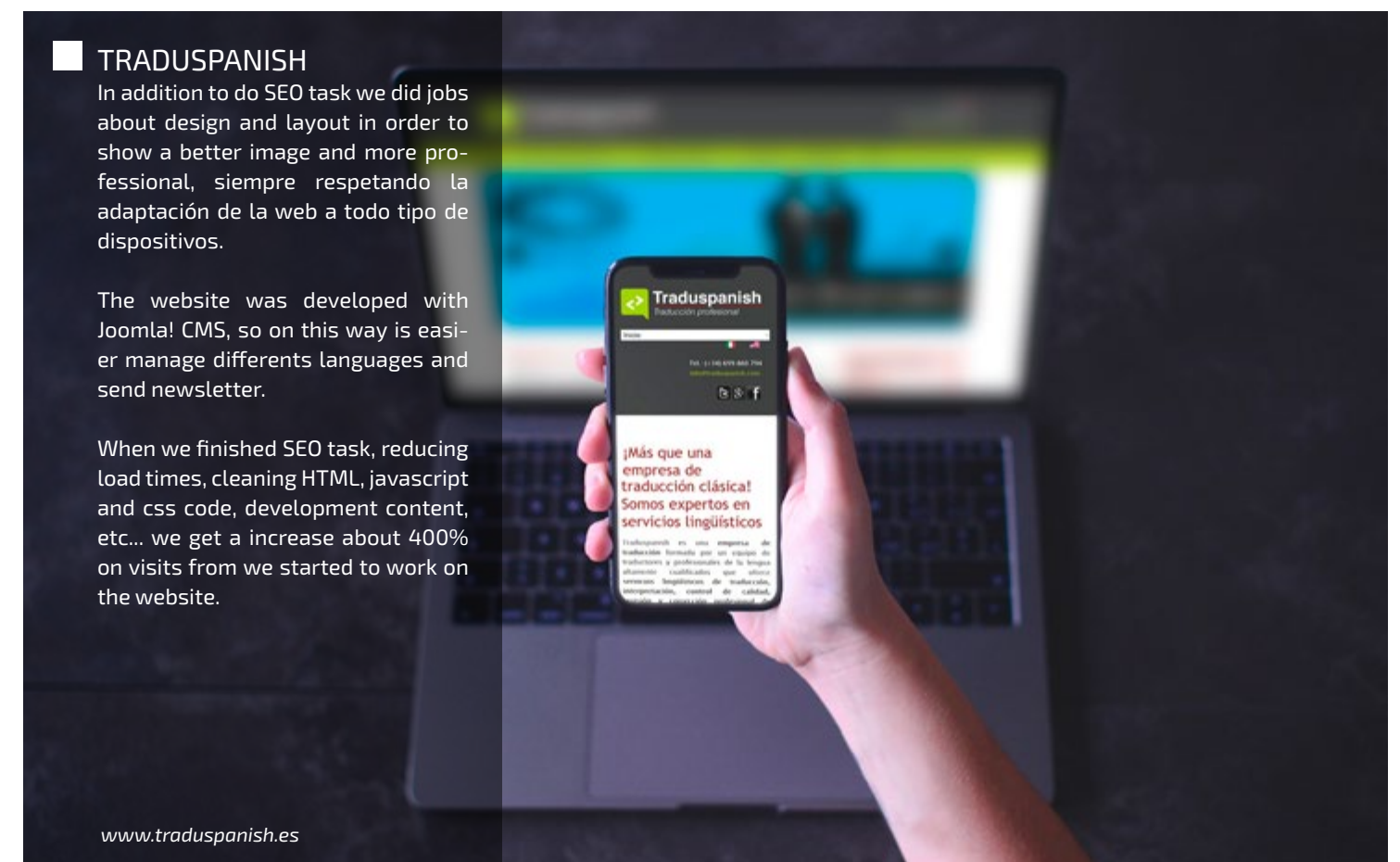*www.cblingua.com*

## HÉLADE EDICIONES

The design was thought following the same look and feel that his corporative image, respectant the blues and gray tones, adding simple images but shocking to the users, on the header. In addition the design was done in order to adapt to the all kinds of screen: smartphones, tablets, computers, etc...

The development was done with the content management Wordpress and several components in order to manage the online shop and contact forms. On the website, in addition to sell books, you can see all services that the publishing offer and a biography about authors of the company.

*www.heladeediciones.es*

## TRADUSPANISH

In addition to do SEO task we did jobs about design and layout in order to show a better image and more professional, siempre respetando la adaptación de la web a todo tipo de dispositivos.

The website was developed with Joomla! CMS, so on this way is easier manage differents languages and send newsletter.

When we finished SEO task, reducing load times, cleaning HTML, javascript and css code, development content, etc... we get a increase about 400% on visits from we started to work on the website.

*www.traduspanish.es*
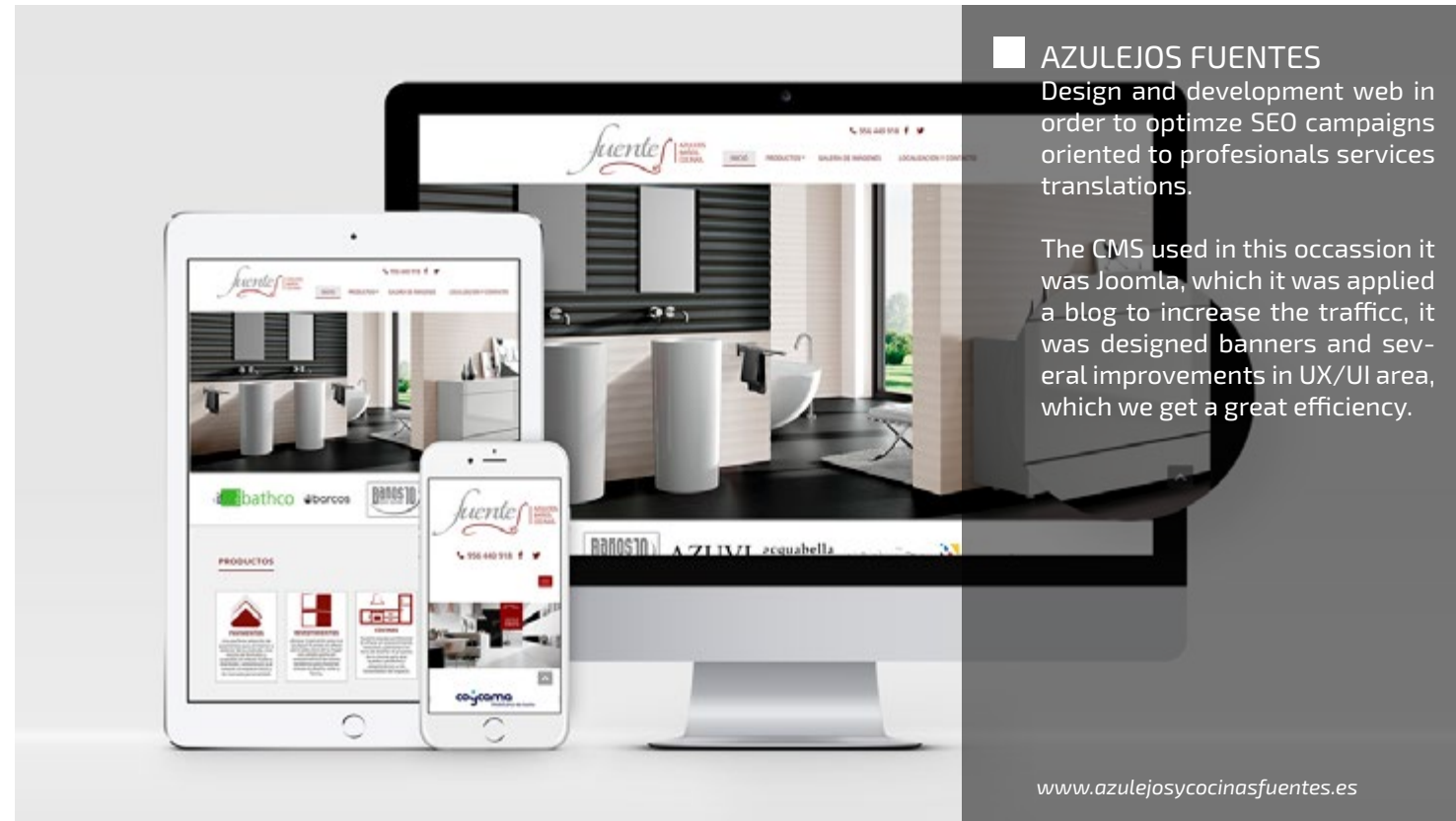
## AZULEJOS FUENTES

Design and development web in order to optimze SEO campaigns oriented to profesionals services translations.

The CMS used in this occassion it was Joomla, which it was applied a blog to increase the trafficc, it was designed banners and several improvements in UX/UI area, which we get a great efficiency.
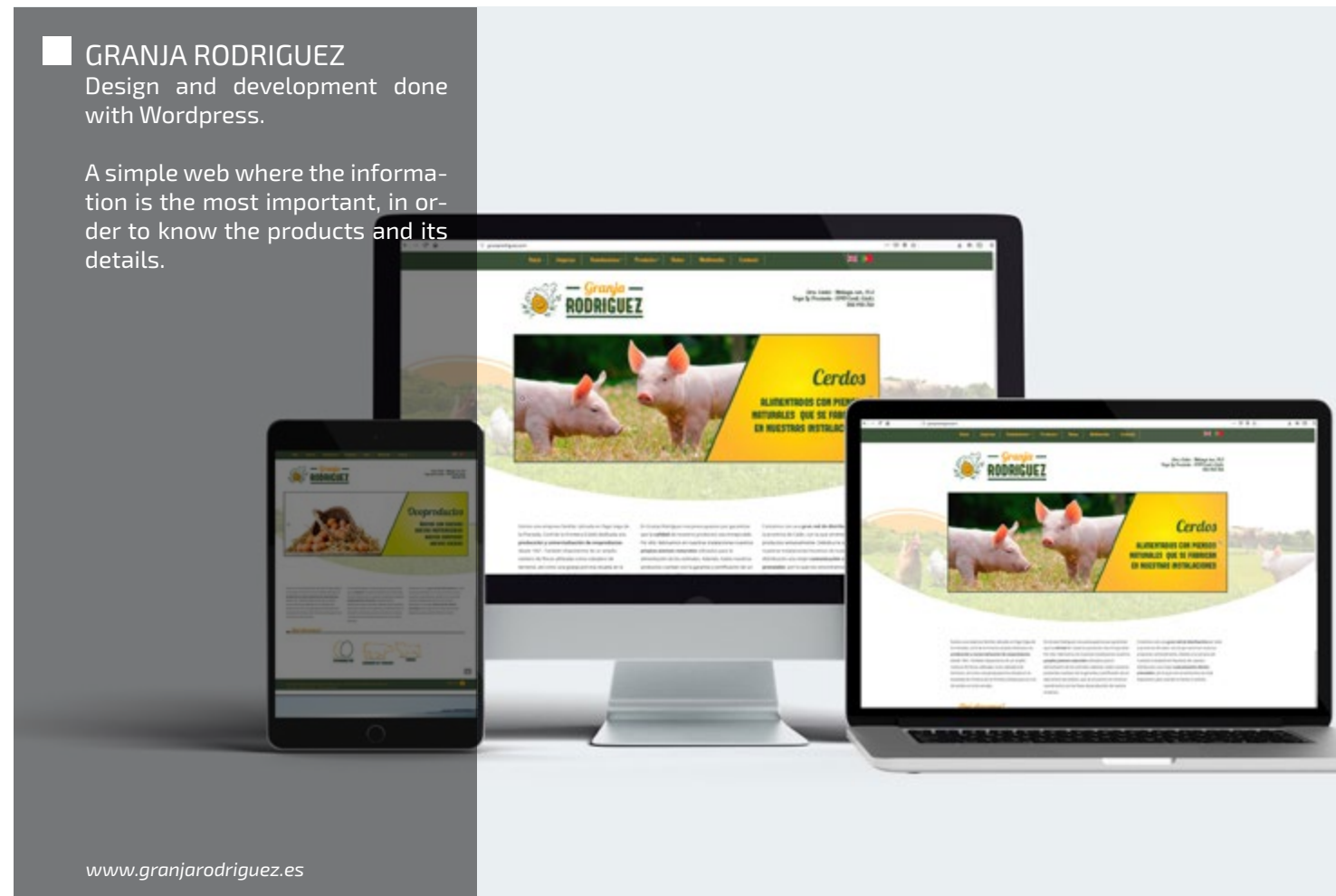
*www.azulejosycocinasfuentes.es*

## PEREIRA SERVICIOS

Design and development web for maintenance company, which it was done with Wordpress CMS.

The information structure is very clear and simple for the user, it adapted to mobile devices thanks to framework Bootstrap.

*www.pereiraservicios.es*

## GRANJA RODRIGUEZ

Design and development done with Wordpress.

A simple web where the information is the most important, in order to know the products and its details.

*www.granjarodriguez.es*

## SOCIALSCREEN

Web app developed using Twitter API in oder to show the tuits trough a web browser. The tuits can be filtered with hashtags and users.

This app is very useful for parties, congress, and any event which it want to share the user opinions in life.

*www.deividart.com/socialscreen*

> *"The best design ideas come from our experiences and knowledges which we get from theirs."*

# LET'S TALK

I WAIT YOU AT: