# PORTFOLIO

by Roddy Rodriguez

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## About Me

Hello! My name is Roddy Rodriguez and I'm a graphic designer with a buzzing mind full of references from TV shows , movies and books that help inform and inspire my creative projects.

What fuels my love for visual communication is the problem solving aspect that takes you form concept to creation. While I thrive in all creative environments, I have a special love for videography, illustration and layout design.

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# OBLIQ BRAND GUIDE

## About

Obliq is a fictional sustainable fashion brand that sells a range of statement pieces. The clothing is either brand new or upcycled.

## Objective

To create a brand guide for the Obliq fashion brand; the guide must include everything needed for a store such as store signage, packaging, and of course its logo.

## Process + Challenge

Being someone who loves fashion and branding, the process was relatively straight forward once I had a concept for a store.

The challenge came through how it could remain sustainable, compete against other brands, and how express consistency in each deliverable.

## Outcome

The finished result is a cohesive brand identity that really makes me wish I could open a store like this. From the ethos of the store to the branding, I think it's well thought out and could survive the noise of a saturated market.
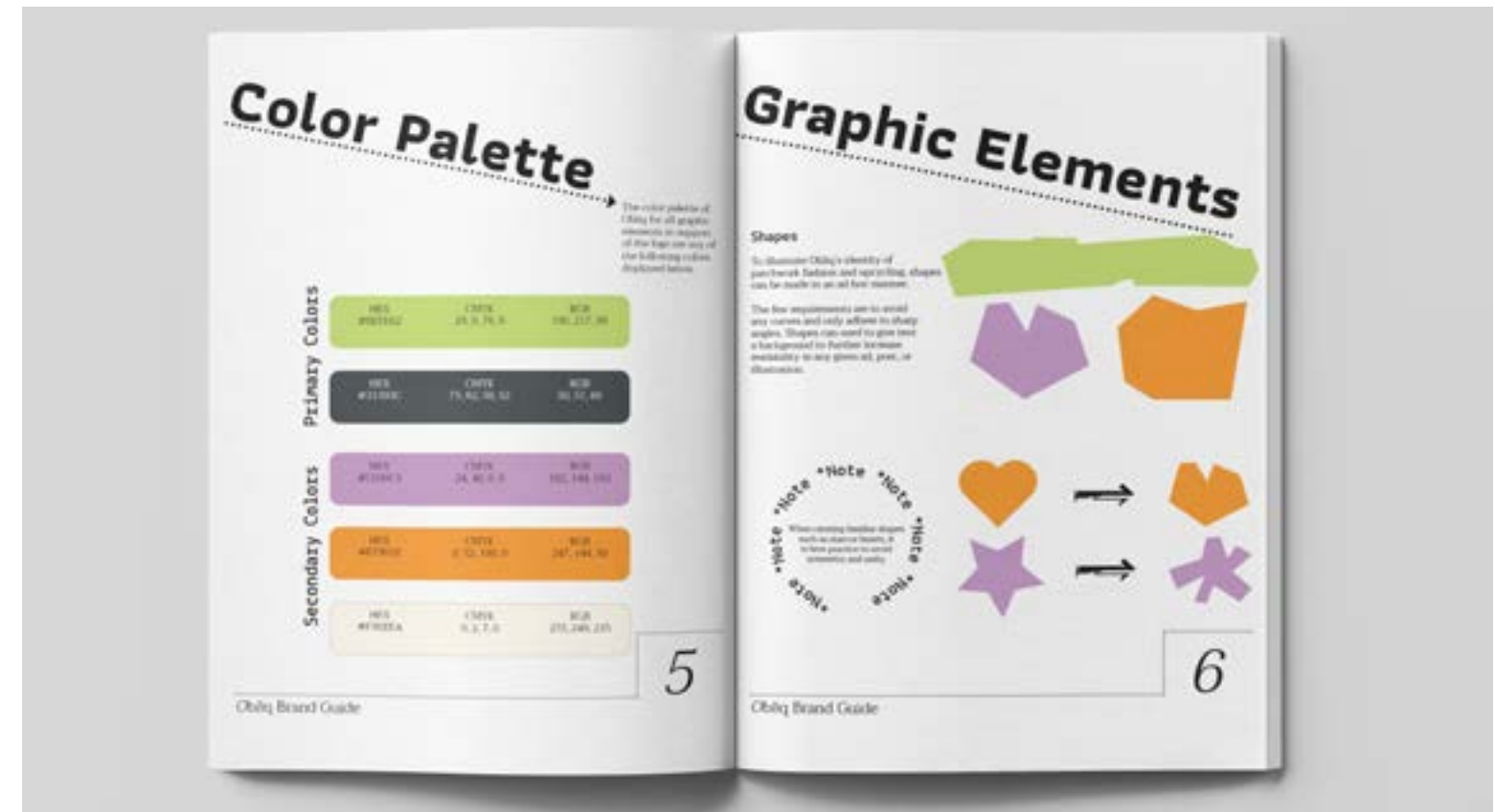
Color - Positive Version
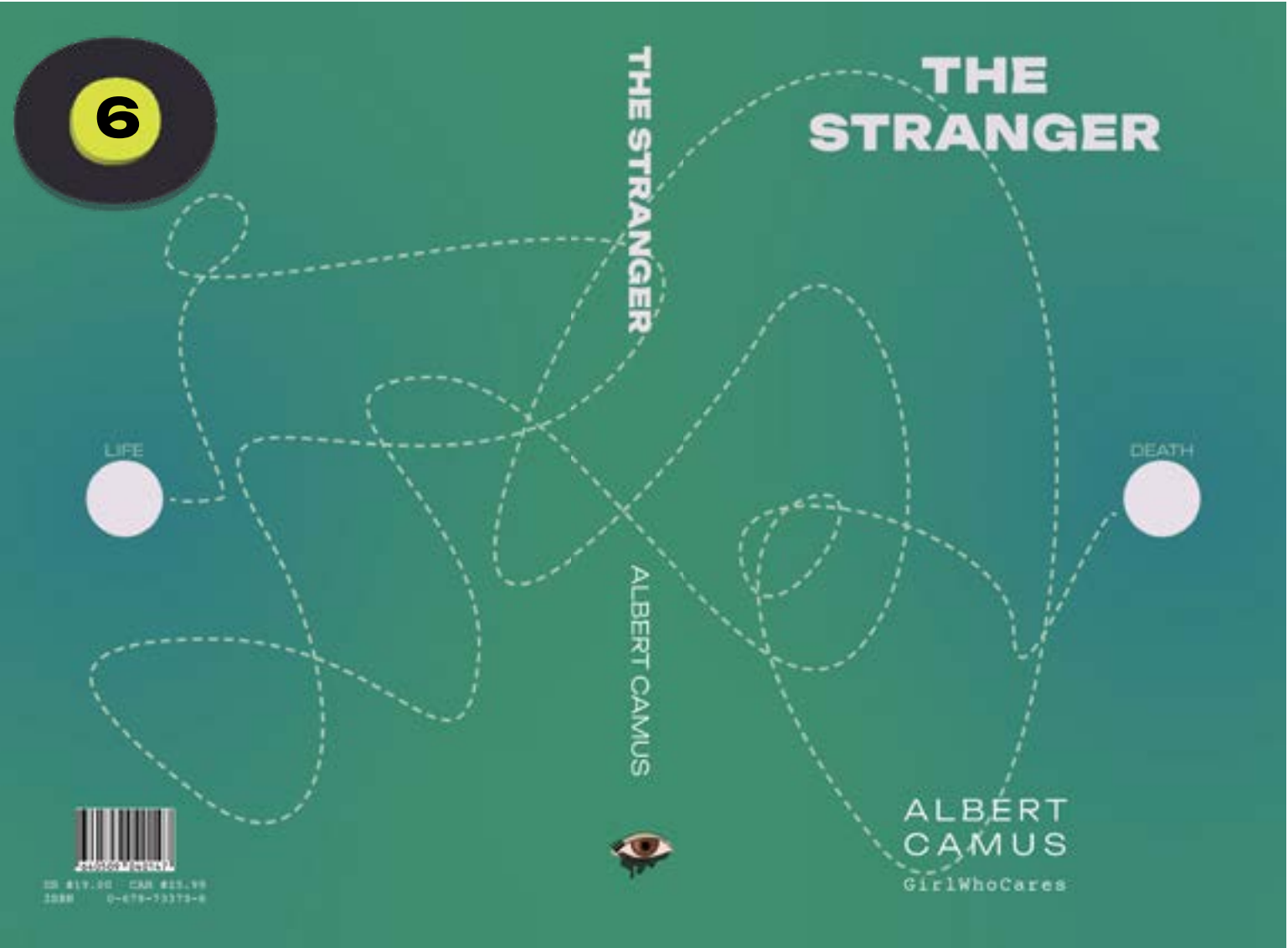
*Obliq*

Black - Positive Version

*Obliq*

Negative Version

*Obliq*

*Obliq* Brand Guide

Color Palette

Graphic Elements

Obliq Brand Guide

size: **M**

*Obliq*

Machine Wash Care Instructions:

*Obliq*

**THE STRANGER**

LIFE

DEATH

**THE STRANGER**

ALBERT CAMUS

ALBERT CAMUS

GirlWhoCares



THE STRANGER

# ALBERT CAMUS BOOK COVERS

## About

These book covers are a nod to my love for literature and how contemporary classics don't have to look like dusty tomes.



THE FALL

## Objective

My objective with these book covers is to mix the fun from mystery and crime book covers with absurdist philosophy that people often find boring.
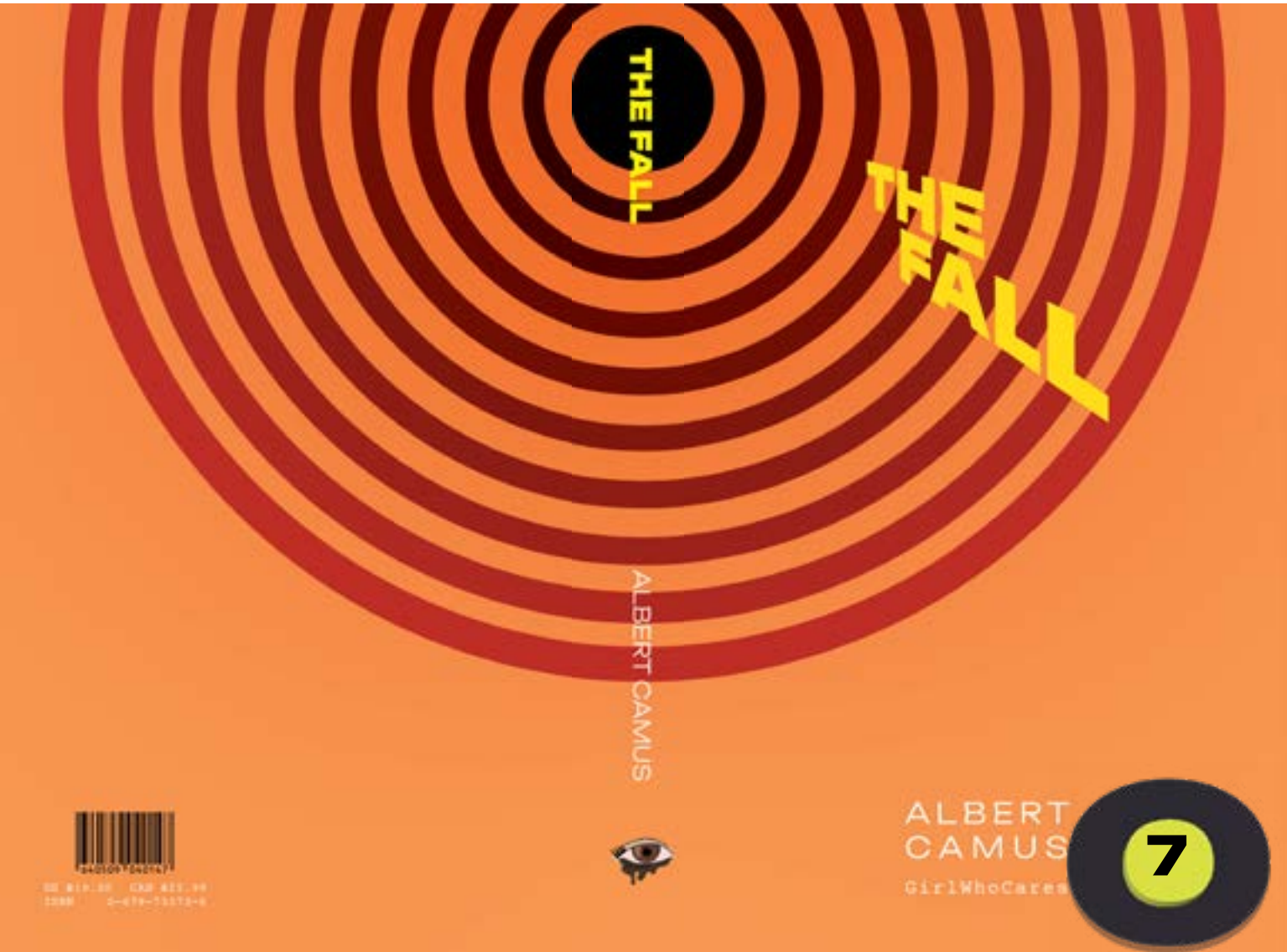
By using bright colors & simplistic illustrations, it catches attention but tells the viewer enough about the book to hopefully incite their interest to go further.
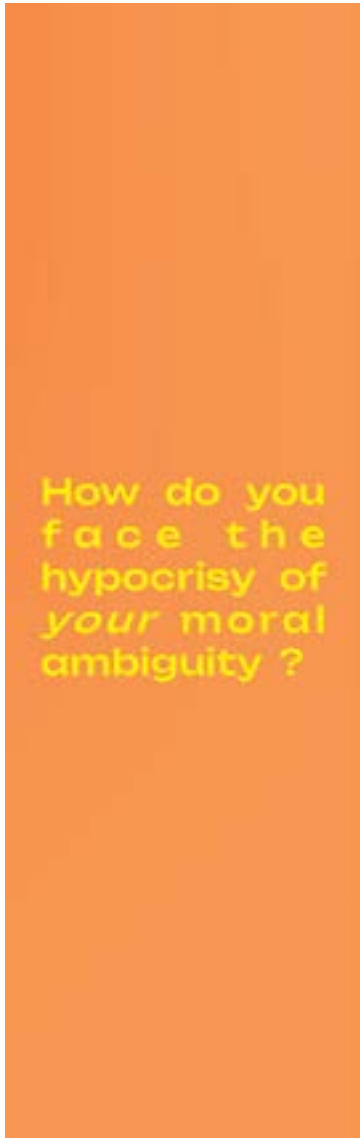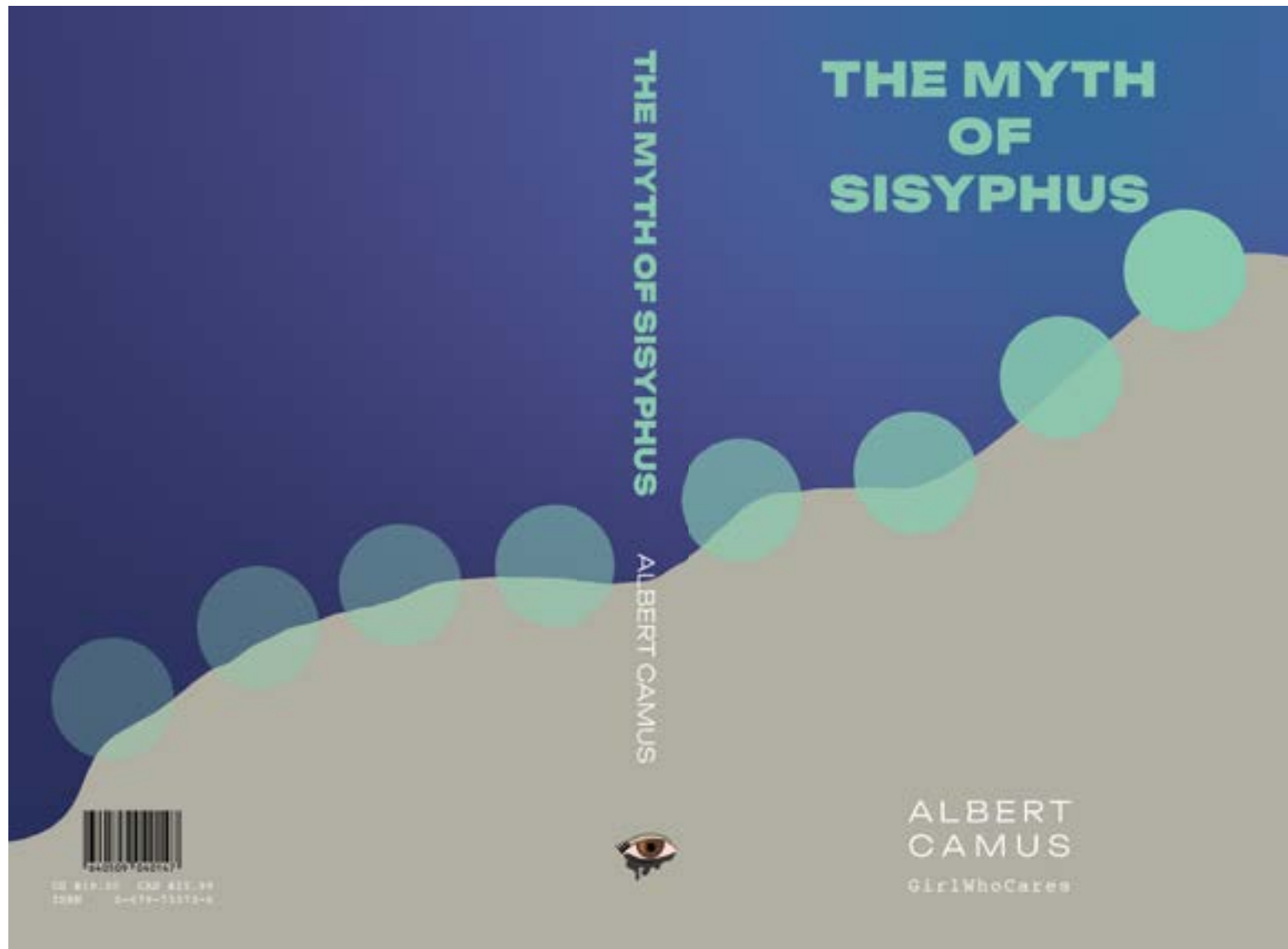


THE FALL

THE FALL

ALBERT CAMUS

ALBERT CAMUS

GirlWhoCares

THE MYTH
OF
SISYPHUS

THE MYTH OF SISYPHUS

ALBERT CAMUS

ALBERT
CAMUS

GirlWhoCares

" M a k e "
your own
meaning?
What's
the point
of that?

How do you
face the
hypocrisy of
*your* moral
ambiguity ?

The world
offers
disorder on a
plate.
Humanity
starves.

## Process + Challenge

Like many book covers and
posters for things, you don't want
to be too on the nose with what
the book is selling.

With Camus' books being pretty
well known, I figured it would be
okay to "toe the line" of being on
the nose, but using a minimalist
artistic style.

This involved taking the general
thesis for each book and
creating a visual facsimile that
represents the books respective
message.

## Outcome

Personally, I find the outcome
quite pleasing. It strikes that mix
of "ornamental" style book that
is meant for coffee tables and
book shelves but also could look
great beaten up from wear and
tear to give it some character.

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# ANIMATION SHOWCASE

link to site:

## About

Our Web Design/Animation class tasked us with creating three different types of animations (SVG, GIF, CSS Sprite) and designing a website to showcase

## Objective

Create a unified theme and color palette for the website, as well as creating 4 animations using the 3 techniques taught to us.
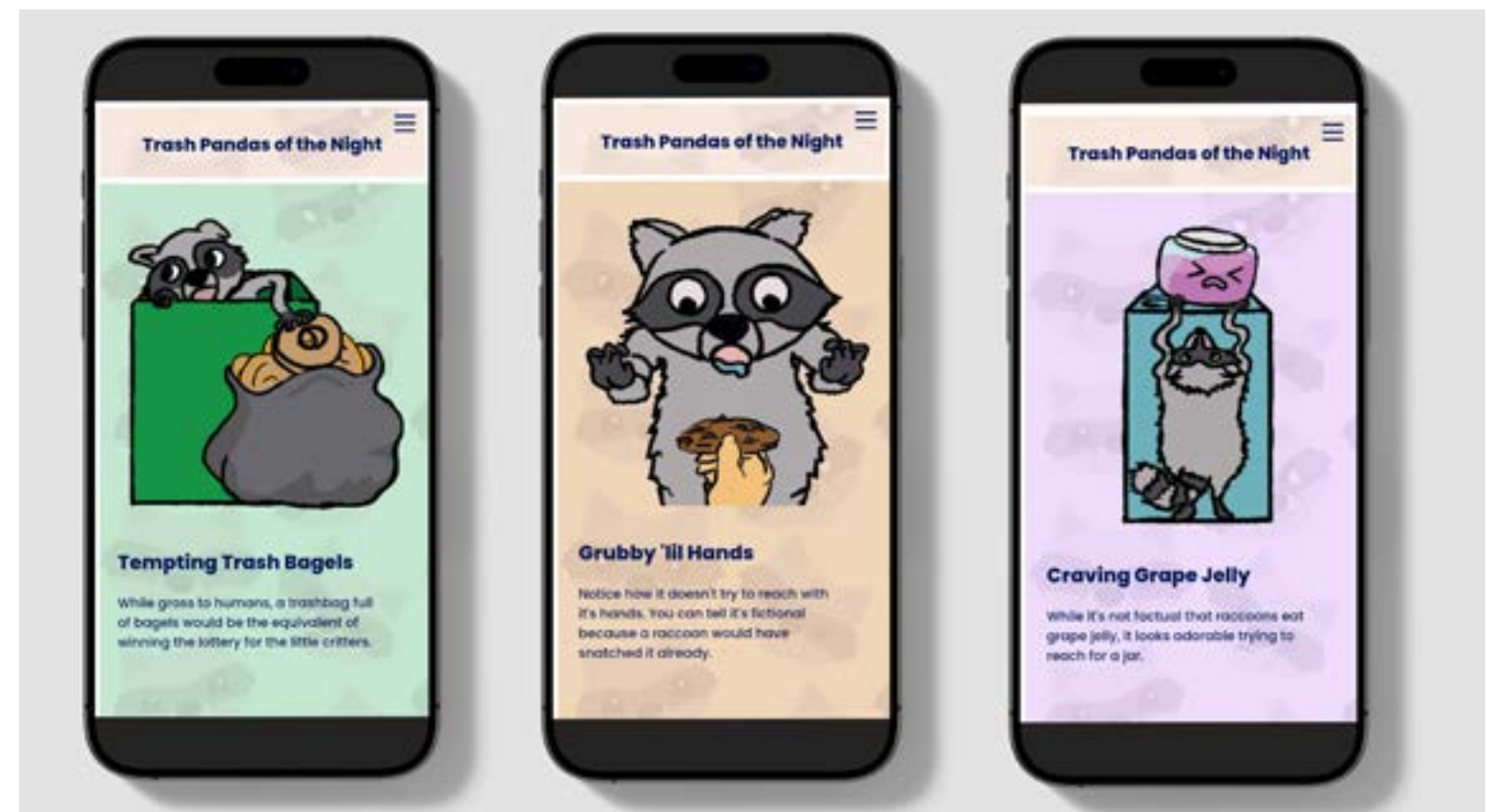
## Process + Challenge

As a person who loves illustration, the biggest challenge was the logic and code involved in creating both an SVG and Sprite Animation.

The process involved having be deliberate with how I drew each layer for the SVG animation and being dilligent with the sizing of the sprites. Creating the GIF was actually quite fun and simple.

## Outcome

The illustrations of raccons in blue were my first attempt at the animations and website. While full of character it lacked consistency (and the website was terrible).

After redoing the animations and website this year, I'd say the project has improved immensely due to the cohesion in the animations and the way I coded the website to be a part of the theme, instead of an afterthought.



Trash Pandas of the Night
back  Old Version

**Craving Grape Jelly**
While it's not factual that raccoons eat grape jelly, it looks adorable trying to reach for a jar.



**Tempting Trash Bagels**
While gross to humans, a trashbag full of bagels would be the equivalent of winning the lottery for the little critters.

**Grubby 'lil Hands**
Notice how it doesn't try to reach with it's hands. You can tell it's fictional because a raccoon would have snatched it already.

**Craving Grape Jelly**
While it's not factual that raccoons eat grape jelly, it looks adorable trying to reach for a jar.

link to video:

# PROOF OF CONCEPT: IMMACULATE MISCONCEPTION

## About

Immaculate Misconception is writing project my friend and I started. It is a self-indulgent TV series about queer life in our early 20s.

## Objective

To shoot, direct, and edit the first two scenes of the pilot episode for my friend's screenwriting program.

## Process + Challenge

Since we were working with a limited amount of time and money, we began with polishing up the scenes we wanted to shoot so people could be inclined to help us.

Once we were happy with the re-write, we quickly formed a team of people we knew from my friends film program and my theatre friends. From there we began planning the shoot.

The challenge to overcome was letting go of some creative control. Since I had to act in it, I had to let go of the camera, which in turn meant not getting the shots exactly how I wanted.

This then bled into editing where sometimes there wasn't enough footage or something was wrong with the composition (i.e. lighting, not in focus, poor blocking). Despite that, I took it on as a fun editing challenge titled, "how to make it work"!

## Outcome

For a 48 hour project, I'm pretty proud of what we created. It showcased my attempt in cinematography, editing, writing, and acting. While I acknowledge this has a lot of room for improvement, it highlights my capability to go from concept to creation.

# COMPOSITE
# IMAGE



## About

These images are inspired various composite image trends where you "update" a childhood photo and place pets in random locations.

## Objective

To create a humorous set of composite images using Photoshop.

## Process + Challenge

The biggest challenge for these images involved the ambient lighting in each photo. For the ones with the animals, they were particularly challenging because you had to account of the cars headlights, ambient light, and how it would look on its fur.

For the composite image of my brother and I, it was insanely difficult to make the lighting consistent because we weren't able to shoot together. Although this made the result rewarding, knowing what levels to adjust became more tedious.

## Outcome

The end result was very satisfying because I do not consider retouching and Photoshop to be my strong suit. While I find it fun, it doesn't come as naturally to me as some creative skills.

What really helped in finding satisfaction with each edit was taking a step back from the tiny detail I was trying to fix and seeing whether or not it made a difference to the 'believability of the image.

link to site:

# RAT MART

## About

Rat Mart is a video game project about rats having to scavenge for food in a grocery store.

## Objective

In a team, create a video game using provided skeleton code. We had to come up with the concept, modify code to fit our needs and create all assets and images.

## Process + Challenge

Being in teams of three, each of us had to play to our strenghts. Two were good at illustration and one was good at coding.

My job was to create the assets and promotional material using the Rat Mart concept we had all agreed on.

The challenge that our team ran into was figuring out how to make the shelves a kill-switch for the game as having it as a stagnant image made the game

## Outcome

Despite the difficulty we had with the code, our team managed to pull through and create something cute and kitschy. Although the mechanic is very simple, the theme allowed us to lean into the simplicity in a way where we could still showcase our strengths.

CART'S BROKEN

FOOD IN CART!

5

ENTER YOUR USERNAME

SUBMIT
PLAY AGAIN

TOP SCORE

# VANIER PROMOTIONAL VIDEO

link to video:

## About

The college's Continuing Education department needed to update their promotional video for their International Attestation of College Studies program.

## Objective

To create a new promotional video that provided an updated view of social life at Vanier and what it's like to live as a student in Montreal.

## Process + Challenge

The challenge with this video was knowing what to showcase in the B-Roll footage. Although me and my partner on this project were students, we had to cater the video to what international students thought would be interesting about the city.

The process involved meeting with the head of the International Programs coordinator to get a sense of what drives students to Montreal, compared to other major cities for schooling and scheduling shoot days for events and interviews.

## Outcome

The entire project was very rewarding due to the amount of time management and communication skills had to be used throughout the process.

The shooting of the interviews and B-Roll was straight forward because my partner and I luckily shared a vision when it came to shot lists and how we would like shots framed. The caveat was coordinating with people who had to be interviewed and ensuring that each shoot day had enough coverage.

Overall the video turned out to be great. It has that air of professionalism with a touch of personality, all mixed with the campness of a typical promotional video which, thankfully, pleased the client.



01:45 / 10:00
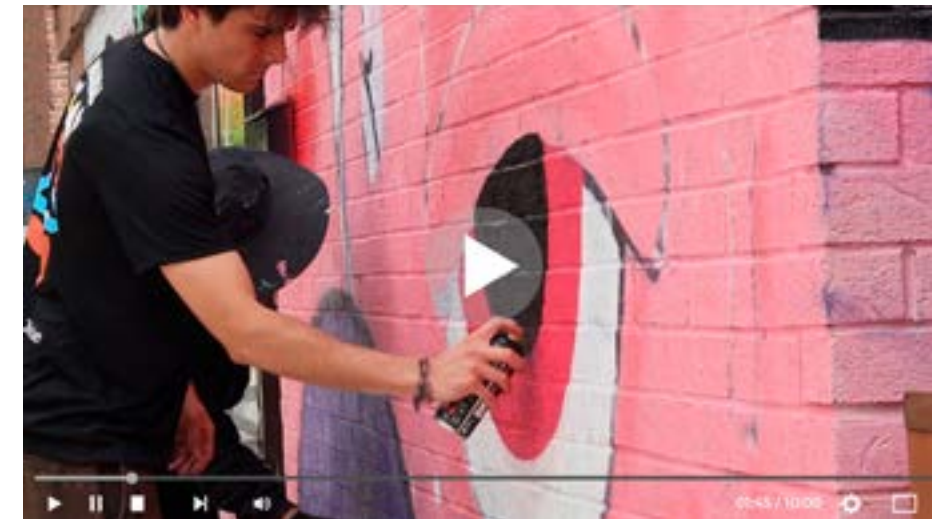


Vanier College - Continuing Education: ACS International Program

Roddy Rodriguez



ROWENA
INTERNATIONAL PROGRAMS
AND LANGUAGE CO-COORDINATOR

# C'CHIC EXTENSIONS

## About

This was a freelance project I got to work on through a co-worker who was starting her own line of hair extensions and was in need of a logo.

## Objective

Create a logo that accurately represents the hairstylist by incorporating her favorite color and the provided brand name.

## Process + Challenge

The process involved working with her initial sketches and trying to parse out the qualities she wanted to convey (glamour and opulence). This part was relatively straightforward as I knew her personality at work.

The biggest challenge was trying to veer away from looking tacky or too much like the Chanel logo. The solution arrived through the jewelry she would always wear.

Despite her expensive taste, her choice of jewelry was always a simple gold chainlink necklace that her clients would ask if it was real gold. This anecdote became the solution to capturing her brand.

## Outcome

After all the revisions, she was very pleased with this version and appreciated the nod to her necklace as a way to further personalize her brand. It comes off as recognizable, distinct, and glamourous.

# TYPOGRAPHIC POSTER

## About

This poster takes lyrics from the song "Elevator Operator" by Courtney Barnett. The song touches on themes of mental health and the want for a simpler life. This line in particular is a response to the chorus "Don't jump little boy, don't jump off that roof, you've got your whole life ahead of you, you're still in you're youth [...]".

## Objective

To me, this is the most striking line within the song, so I decided to try and convey the line in a manner that matches the happy and/or upbeat melody.

## Process + Challenge

Since dark humor isn't the most accessible to the general public, my challenge involved finding a way to illustrate a sarcastic and "touchy" subject in a whimsical manner.

To do this, I took inspiration from pink lemonade because in most cultures it's a fun celebratory drink. So I took the color palette of pink lemonade and applied it to a more somber topic.

For typography, I definitely wanted to make sure that "Idling Insignificantly" was a serif font that looked self important, but simultaneously casual to convey the scarcasm behind the term.

The other keyword "suicidal", had to look silly as a way to downplay the seriousness behind its meaning. This creates a meaningful contrast between the latter keyword.
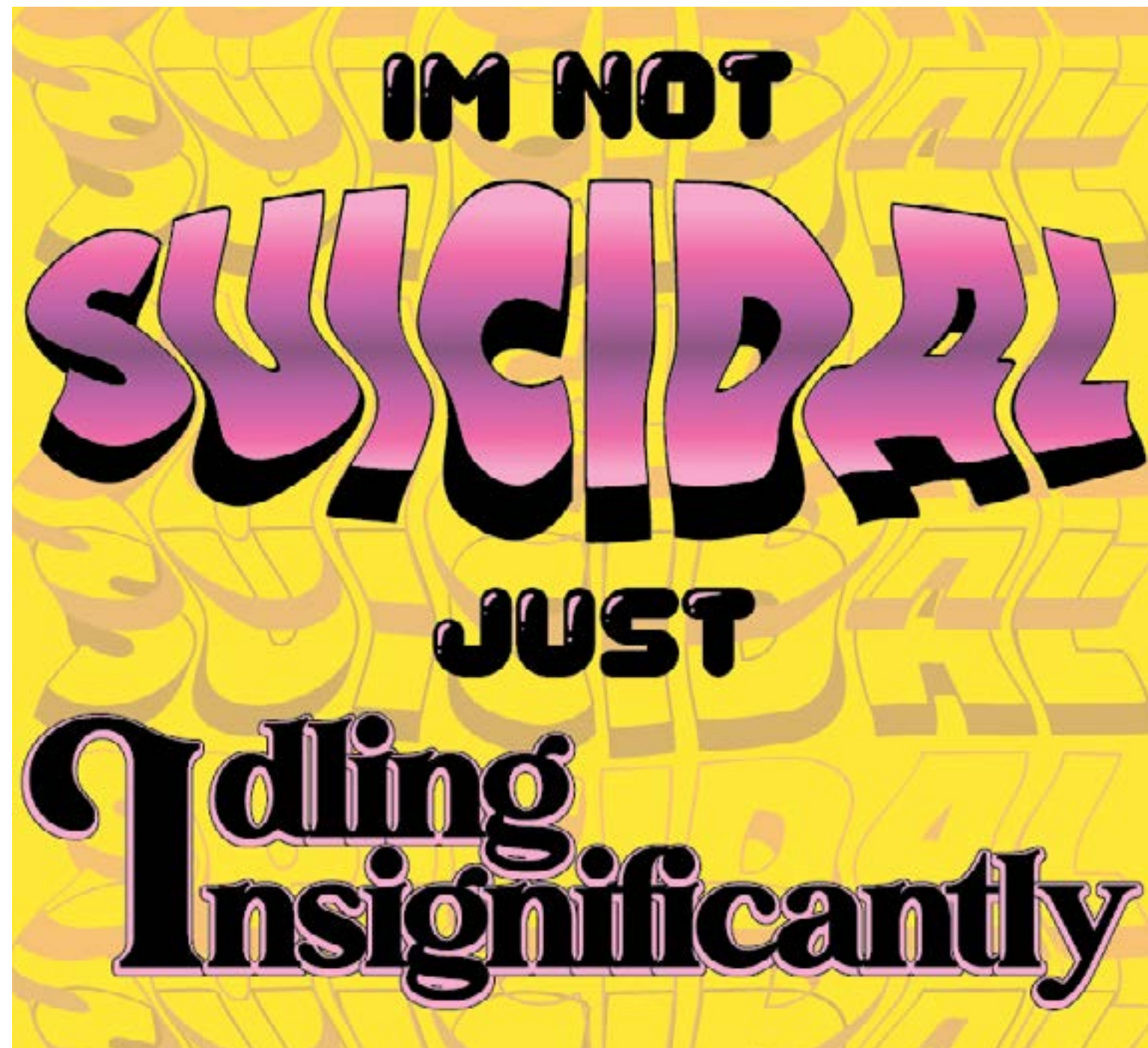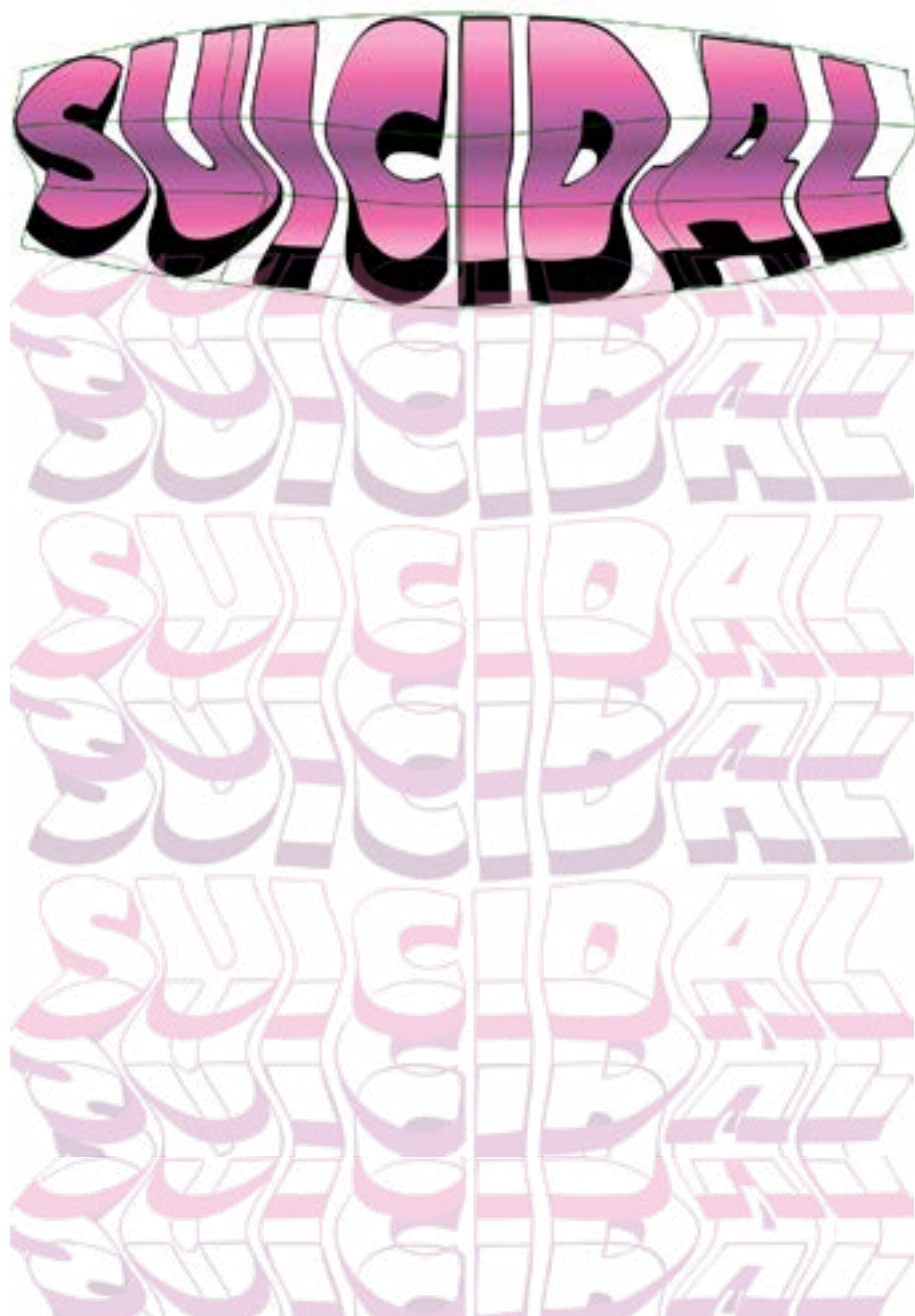
## Outcome

After finding the right level of waviness to the word "Suicidal", I believe that the poster visually conveys the message behind the song.

I think the color and typography adds that carefree and whimsical feel to the dark subject matter in the lyrics. The pink and yellow creates a sense of visual levity, while the typography keeps the weight of the meaning behind the keywords "Suicidal" and "Idling Insignificantly".

# SIX WORD STORY

## About

This piece functions as a visual reminder to always remain critical about the media we consume.

It's often easy to assume that we are immune to propoganda however that is never the case.

The inspiration behind the quote and the three people pictured in it stemmed from the buzz about Queen Elizabeth's death, which so happened to be when the project was assigned.

The quote itself comes from a song called "Sex Yeah" by Marina; although it's original meaning in the song espoused sexual liberation, I wanted to reintegrate it to 2021's current political climate and use it as a reminder that the figures we often see portrayed as valiant and respected people can often be duplicitous. Whether it be themselves and/or the mediums that host them, it is a firm reminder to question what we know in order to get closer to the truth.

## Objective

Find a phrase that tells a story in six words and create a visual that enforces the viewer to consider putting the phrase into practice.

## Process + Challenge

The challenge involved finding figures who seem innocent or are framed as "bi-partisan" when their words and actions do not reflect such.

The way I thought of portraying this was making a nod to 90's electronics stores where TV's were stacked on walls with often the same movie playing, or the news.

I chose a CRTV because keeping in line with the 90's and its consistent revival, it would appeal to both younger and older people. My hopes are to capture younger peoples attention based on the "vintage" quality of a CRTV and the appeal of static as a filter.

## Outcome

The end result ends up being this very polarizing image that has both visual appeal and head turning figures and phrases floating above them that hopefully get the viewer to nod in agreement or at least wonder what there is to question about each of the figures shown. I don't think this will change minds, but I hope it'll at least bring a line of questioning that is healthy for anyone.
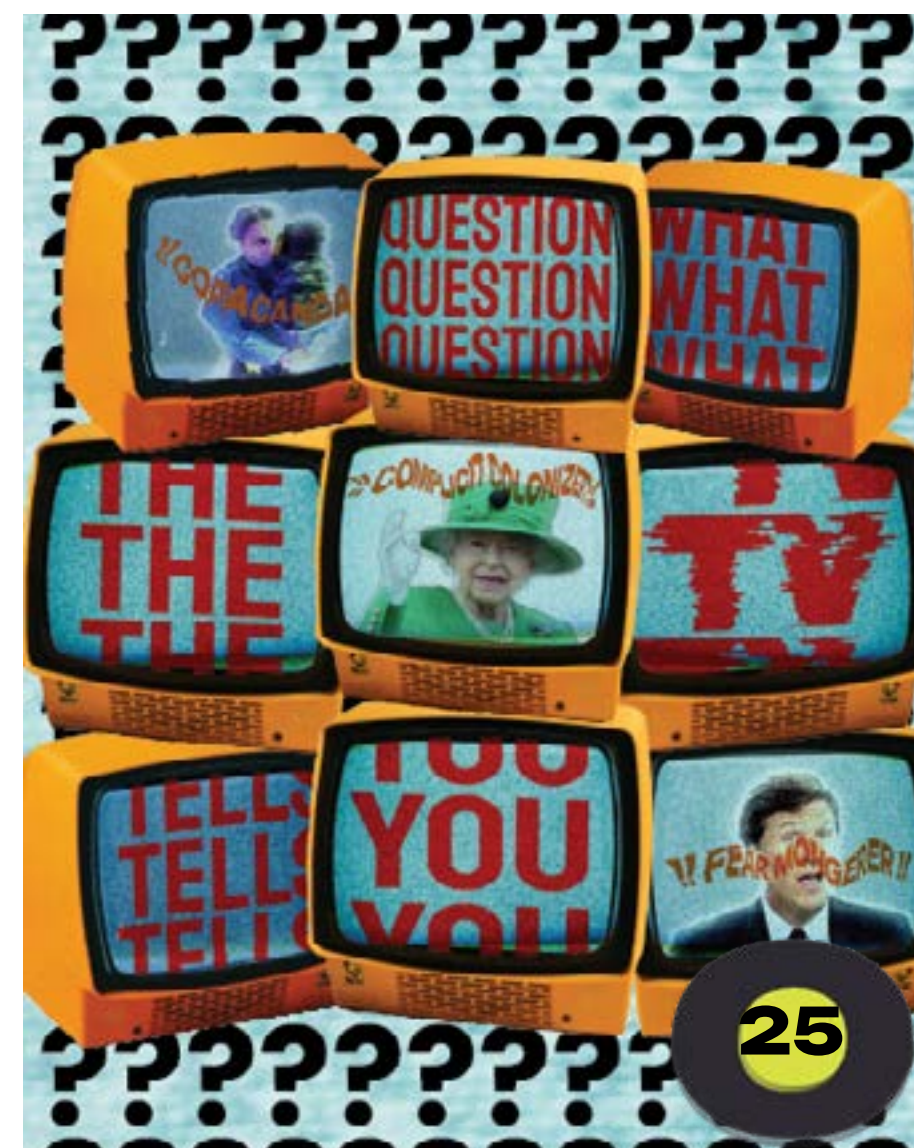
Cases on missing or murdered Indigenous women aren't always fully investigated and are often *dimissed* or concluded as *accidental.*\*

Don't let her slip through the cracks

Retell her story
Review the cases
REFORM THE SYSTEM

AMNESTY INTERNATIONAL

# PSA
# POSTER

### About

This poster series sheds light on an ongoing issue in Canada regarding violence against indigenous women.

In relation to the Six Word Story, this poster series scrutinizes Canada's complicit history in colonialism and it's effects on people of color.

### Objective

Create a poster that is critical of our country and highlight the key figures in society who uphold a colonial past.

### Process + Challenge

Given that me and others are prone to social justice fatigue, the PSA poster has to be succinct in delivering the message and illustrating the perpetrator.

Although it would be great to get into the details, no one has time for it. So I wanted to incorporate the Mad Men style falling from a building poster in a more socio-political context.
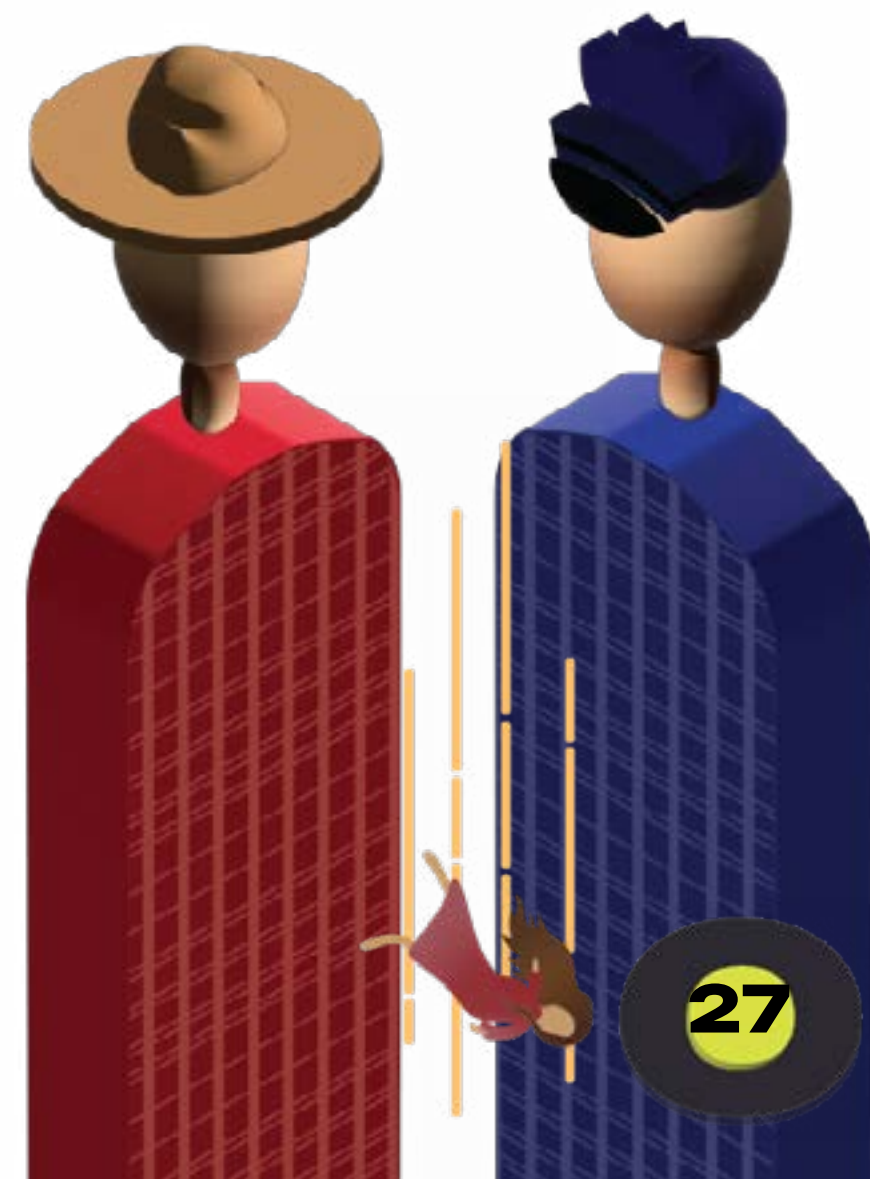
## Outcome

The end result is this succinct illustration of who is the victim and who is the perpetrator. The RCMP and the Police are illustrated as buildings because although the individuals vary in their ethics, they represent a bigger "literal" institution whose intentions are and have been, malignant to indigenous people.