

Packaging Design

For this assignment, I had to update a counter top stand design while incorporating the company's colors and logo in addition to the product's colors. The idea was to differentiate the product from the many other in-store automotive additives by using the company logo's distinctive colors.

TOP: 3D Product Mockup created in Photoshop.

BOTTOM: Final completed print document created in Illustrator with dielines.

Leonard M. Cachola

Graphic Design | Illustration

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Poster



Sell Sheet



Web Banners

Brand Identity

For this series of pieces, I had to incorporate the products, both inside their packaging and on their own, into designs that included the logo, slogan, and selling point. All the pieces had to fall within the company's design guidelines while still relating to each other. I used a combination of client-supplied art along with available stock photography. The two printed pieces above had to look similar to each other – the same goes for the two web banners below.

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Join us for a spectacular convention and meetings!
Frigate Bay, St. Kitts, West Indies at the Marriott St. Kitts Resort and Royal St. Kitts Casino
February 26th to March 3, 2013

2013 International Sales Convention

World's Best Automotive Fluid People Learning Together

Escape to the Majestic Caribbean Paradise of St. Kitts

Overlooking the Atlantic Ocean in a unique, private enclave, the Marriott St. Kitts Resort offers fabulous Marriott accommodations, great restaurants and bars, majestic private beaches, the world class Emerald Mist Spa and the fun and glamour of the Royal Caribbean Casino. Your chance to be pampered and spoiled by a gracious and attentive hotel staff, as well as the opportunity to view the many varied places of interest on the former British island of St. Kitts.

Convention fee*

\$599 / room (double)	\$2,995 per 5 nights	Ocean Front
\$439 / room (single)	\$2,195 per 5 nights	Ocean Front

*Includes all meal in restaurants, drinks and beverages, deluxe round trip ground transportation, government hotel taxes, gratuities.

Pricing is guaranteed with registration prior to December 23rd. Register by December 23rd to take 2% off your March, 2013 order. Pricing valid three days prior. Three days after subject to availability.

NOTE: A credit card is required to hold your reservation. If you plan to use your 2012 or 2013 PB account, please indicate so on the form, along with your credit card information to cover any balance due.

Convention Registration Form

To register, please e-mail this completed form to Francine Hackett fhackett@itwproap.com or by fax to 863-667-0848. If you have any questions you may contact Francine at 863-577-6130

Last Name:*	<input type="text"/>	Room Type (DBL, KING):	<input type="text"/>
First Name:*	<input type="text"/>	Total Nights:	<input type="text"/>
Guest Last Name:	<input type="text"/>	Checking In:	<input type="text"/>
Guest First Name:	<input type="text"/>	Airline/Flight/Arrival:	<input type="text"/>
Child Name (4-17):	<input type="text"/>	Checking Out:	<input type="text"/>
Child Age(s):	<input type="text"/>	Flight Departure:	<input type="text"/>
Company Name:*	<input type="text"/>	Using PB? (Yes/No):	<input type="text"/>
E-Mail:	<input type="text"/>	Credit Card Number:	<input type="text"/>
Telephone:	<input type="text"/>	Type (Visa, MC, Amex):	<input type="text"/>
Country:	<input type="text"/>	Expiration Date:	<input type="text"/>
		T-Shirt Size:	<input type="text"/> (S, M, L, XL, XXL, XXXL)

Comments or Special Needs:

*Please enter your name & company name as it should appear on your Identification Badge





5238 Rivergrade Rd. Irwindale, CA 91706
1 (800) 969-6363 www.wynnsusa.com



Form Design

For this invitation PDF form delivered via e-mail, I had to incorporate the company logos, pictures of the interior and exterior of the hotel, information about the event, as well as a form that could be filled out and returned to the company. To balance the design, I incorporated stock photography.

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Customer Search



Customer Search 2



Customer Search 3



IT Contacts



Manager's Toolbox



Policies and Procedures



Performance Metrics



Organizational Structure



Government Credentialing



Government Enrollment



Networking



Networking Referrals



IT Discounts



View Job Opportunities



Patient Services

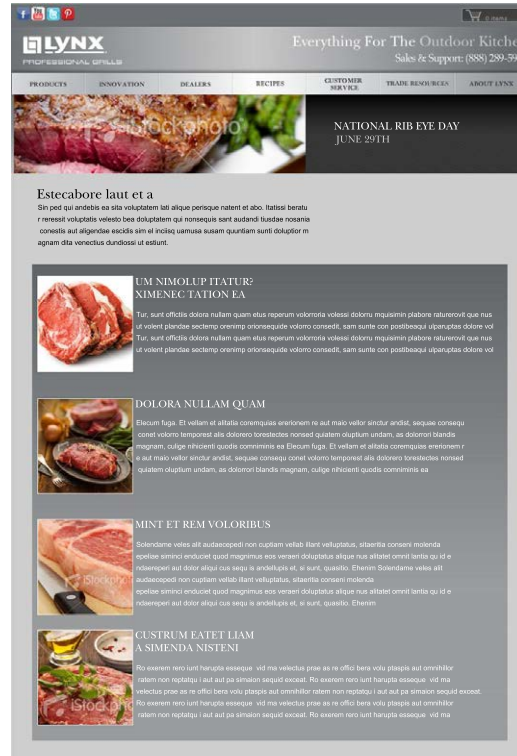
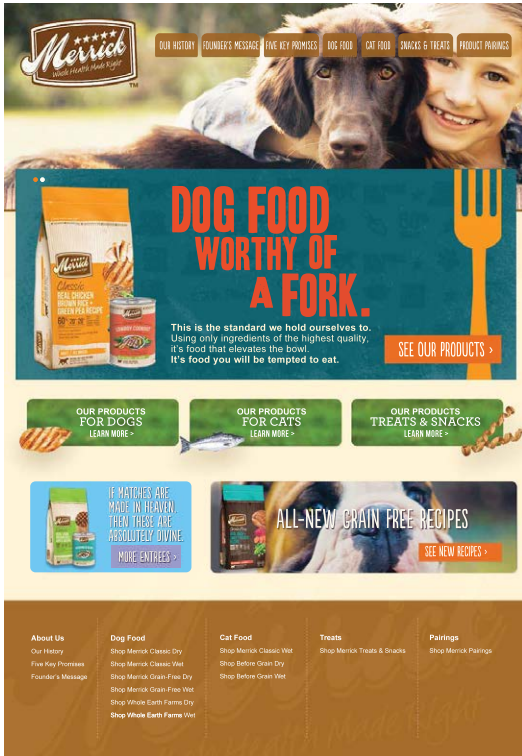
Web Buttons

For this assignment, I was given over 120 concepts to do within a two week timeframe. Using a Photoshop template for the basic button shape, I used a combination of available stock photography and clip art along with previous button designs to create new designs for an internal website.

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Web Site Design

For these projects, I created mockup designs for websites using Photoshop. Coding for these sketches were to be outsourced.

TOP LEFT: I rearranged existing elements to create a new front page for a mini site.

TOP RIGHT: Took an existing look and created a mockup for the website. Picked out the photos in iStock.

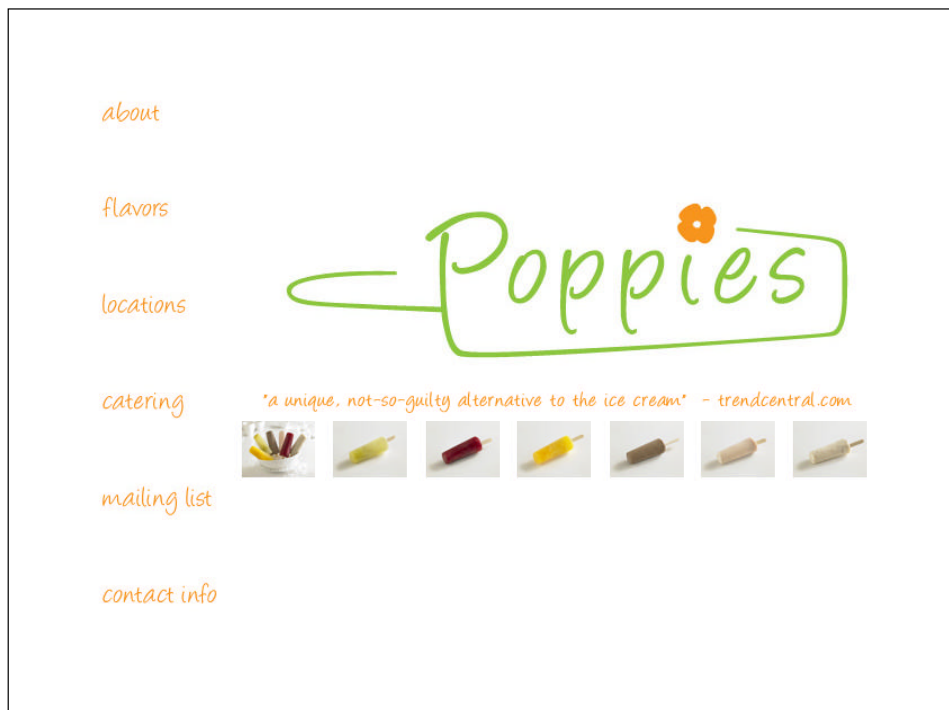
BOTTOM: Created a landing site design from scratch based on client and art director input. Picked out photos and color scheme based on the objective of the site and company logos.



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Web Design

TOP: Landing page whose design requirement was to adhere to the design of a promotion piece done previously, paying special attention to typography and color.

BOTTOM: I created a logo that incorporated the product and company name in a friendly, inviting manner. I then catered the design to the customer's desire for a spare, upscale look.

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Front



Back

Postcard Design

For both sides of this design, I made a space for the dealer to put their own stamp with their contact information. In both cases, I had to adhere to each product's previously established brand identity.

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Key Art Design

This is a series I developed as key art for a film festival. The objective was to use the official festival trophy along with the name of the festival, logo, and dates in a colorful manner to be used as posters throughout the city as promotion for the festival. Four different color schemes were used to adhere to the brand identity that was established in previous festivals.

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Front

2010 CSCC (Greater LA) Schedule		
Jan 9-10	Practice / Championship	AAA Speedway
Feb 6-7	Practice / Championship	AAA Speedway
Feb 21-22	Autocross Evolution School	El Toro
Mar 6-7	Practice / Championship	AAA Speedway
Mar 27-28	Practice / Championship	El Toro
Apr 17-18	ProSolo	El Toro
May 1-2	Practice / Championship	El Toro
May 29-30	Practice / Championship	AAA Speedway
Jun 26-27	Practice / Championship	El Toro
Jul 17-18	Practice / Championship	El Toro
Aug 14-15	Practice / Championship	El Toro
Sep 25-26	Practice / Championship	AAA Speedway
Oct 23-24	Practice / Championship	AAA Speedway
Nov 26	Practice	AAA Speedway
Nov 27	Ladies School	AAA Speedway
Nov 28	Championship	AAA Speedway
Dec 11-12	Practice / Championship	AAA Speedway

2010 SDCC (San Diego) Schedule		
Jan 30-31	Practice / Championship	Qualcomm
Feb 20-21	Practice / Championship	Qualcomm
Mar 13-14	Practice / Championship	Qualcomm
Apr 3	Practice	Qualcomm
Apr 9-11	National Tour	Qualcomm
Apr 24-25	Practice / Championship	Qualcomm
May 8	Practice	Qualcomm
May 16	Championship	Qualcomm
Jun 5	Novice School	Qualcomm
Jun 12	Championship	Qualcomm
Jul - Dec	TBD	

What is Autocross?

AutoCross (aka AutoX or Solo) is a grassroots motorsport driving against the clock on a pylon-defined course, often in large parking lots or airfields. Drivers compete in a class based on their car's relative performance and modification level. Most compete in the same car they drive every day. Courses laid out are very turn intensive, typically not exceeding normal highway speeds. This puts focus on the car's handling and the driver's ability. AutoXes are a great place to compete and learn a lot about the handling of your car in a safe setting.

For more information, go to www.SOLO2.com for the Greater LA area or www.SDR-SCCA.com for the San Diego area.

Everyone entering the event site must sign a release and waiver form.



Back

Postcard Design

Front and back of a promotional piece for a local sports car club. The goal was to be informative while showing the accessibility of the sport by using photographs of cars that could be used every day. Photos were picked from a local photographer's existing stock. The back features a schedule of various events along with a brief description of the sport being promoted.

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The TIRERACK SoPac Divisional
 June 26 & 27, 2010
 El Toro, CA



GUARANTEED CASH PAYOUTS

- Free Friday Welcome Party Included
- Free TIRERACK SoPac Divisional T-Shirt with Every Paid Entry
- Eligible for Contingencies Awarded by Bridgestone and Toyo
- For Information, Go to Solo2.com and Click on the TIRERACK SoPac Divisional Banner

CSCC SOLO
 CAL CLUB REGION - SCCA

MAZDASPEED MOTORSPORTS DEVELOPMENT | **ProParts USA** KONI | www.C2racers.com | **OUTTUNED** MEMBER RACING CARBON

Photo by Makofoto. Design by Leonard Cachola.

The OS GIKEN SoPac Super Regional Autocross Championship
 June 21-23
 El Toro, CA



Free Souvenir OS GIKEN SoPac Super Regional T-shirt

- Free Friday Welcome Party
- Test 'n' Tune on Friday, June 21 from 12-4 (additional charges apply)
- Two days of grueling competition against the "Best in the West"
- National Caliber Courses by guest designer Jeff Cawthorne!
- Awards Presentation immediately following the competition!
- Plus Valuable Door Prizes to be raffled off at the awards ceremony!

CSCC SOLO CAL CLUB REGION - SCCA | SOLO2.COM | FORUMS.SOLO2.COM

FMCI Fairview Mortgage Capital, Inc. Residential Consumer Mortgage Lending

MAZDASPEED MOTORSPORTS DEVELOPMENT | **ProParts USA** KONI | **FarmTek** Timing Systems | **EVOLUTION** PERFORMANCE DRIVING SCHOOL

For information, go to motorsportsreg.com

Photo by Makofoto. Design by Leonard Cachola.


Flyer Designs

Promotional pieces for an annual local sports car club event that was distributed throughout the region. These flyers were also used as the basis for promotional web banners. The goal was to keep a similar design motif for each year while showing a photo of some of the club's top performing car and driver combinations. Photos were picked from a local photographer's existing stock.

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EXHIBIT



Classic Movie Poster Exhibit

Come see posters from a treasure trove of movie memorabilia collected over the years by Thai Post daily writer Khun Dumras Rodjanapiches. A well-known figure in Thailand's entertainment world, Dumras is an avid collector of all things movies including some 30 movie posters on films made here dating back to the 1950s shown in this exhibit.


Feast your eyes on rare original posters of movies such as: *This Angry Age* (1958) with Anthony Perkins and Silvana Mangano; well-loved American-made movies shot in Thailand such as *The Ugly American* (1963) starring the late Thai prime minister Kukrit Pramoj as the leader of a fictitious Southeast Asian country alongside Marlon Brando; *The Deer Hunter* (1978), a movie about the effects of the Vietnam War on American soldiers starring Robert de Niro; and the James Bond film *Tomorrow Never Dies* (1999). Other movies made in Thailand are represented as well, such as: *The Man with the Golden Gun* (1974) and *Good Morning Vietnam* (1987).


WHERE:
Royal Paragon
Hall 3, 5th floor,
Siam Paragon


WHEN:
Feb 17-26, 2006

PRICE:
Free

Having grown up in Bangkok in the 1950s, experiencing movie thrills, old theatres and general film culture right up to the present, Dumras hopes his posters will unlock distant memories among older movie-goers, and perhaps fascinate younger people. While at the exhibit, be sure to seek out Dumras for a chat on old movies and music of all kinds.







**BANGKOK
INTERNATIONAL
FILM FESTIVAL**

Printing of this ad courtesy of our sponsor Bangkok Post

EXHIBIT



Bangkok International Film Festival Presents MASTER CLASSES

This year's Bangkok International Film Festival allows everyone from the international press to filmmakers to the general public the opportunity to meet the people that make the movies happen. By securing your ticket* to guarantee a seat, you'll be able to witness a personal dialogue from the filmmakers themselves and allow yourself to be "upfront and personal" with your own questions.

In Master Classes, you can experience how their careers have evolved. You'll hear how they make it all happen and some of their very personal likes and dislikes. Get your questions ready and secure your tickets now for the following programs.

Check the web site (bangkokfilm.org) or *The Bangkok Buzz* for any last-minute schedule changes.



Master Class with Terry Gilliam

Best known for the Monty Python films as well as *Brazil*, *The Fisher King*, *12 Monkeys*, and *The Brothers Grimm*, famed director Terry Gilliam will be available to discuss his career and allow you to find out how this man from Minneapolis, Minnesota, USA became successful with his now famous work.

SATURDAY, FEBRUARY 18, 2006
4:00 P.M., THEATER #7



Master Class with Oliver Stone

One of today's most-talked-about directors, Oliver Stone, returns to the Bangkok International Film Festival to present this Master Class, which allows everyone to witness first-hand information about his incredible career. He'll discuss his early days as a director to the shooting of his film *Alexander in Thailand* and his latest project, a fictional tale based on 9/11. Limited seating is available. Secure your tickets now.

MONDAY, FEBRUARY 20, 2006
7:00 P.M., THEATER #7

* TICKETS CAN BE PURCHASED AT THE CINEPLEX SIAM THEATER OR ONLINE AT WWW.BANGKOKFILM.ORG

Our Major Sponsors












Other Sponsors














Printing of this ad courtesy of our sponsor Bangkok Post

Ad Design

These are ads I designed for a Film Festival to promote exhibits and classes. The goal here was to incorporate design motifs used throughout the festival to maintain consistency across all forms of advertising. These flyers were distributed at various points throughout the festival.

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This is a layout for a daily newsletter I designed for a film festival. The goal was to create a layout that could be used on either a Mac or PC in InDesign and would require minimal training to use. This newsletter proved to be an effective communication tool and a popular read among thousands of festival goers.

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THE BANGKOK BUZZ

Friday, February 17, 2006

Be the Latest to be Published in The Bangkok International Film Festival

www.bangkokiff.com

DAY 1

WE WELCOME YOU TO THE BANGKOK INTERNATIONAL FILM FESTIVAL

The Bangkok International Film Festival promotes the film festival industry in the Asian region, including the Golden Screen Awards, the Bangkok Film Market with international vendors and workshops, Co-production Meetings, and the Bangkok Film Festival Awards. The festival also includes documentaries, animation, and short films. We would like to announce the opening ceremony which will be held on the 17th of February at the Grand Hyatt Hotel in Bangkok. We will be holding a meeting on the 18th of February.

FILM FACT

The Bangkok Film Festival began to appear around the world in the late 1980s, organizing about 12 months after the first film festival in the United States. Thailand had the first film festival in 1987, the Bangkok International Film Festival.

BANGKOK SIGHS TO SEE

Take a Bangkok city with interesting scenes of the historical BKK and Bangkok, the modern Bangkok. The Bangkok International Film Festival is the first festival in the city since the first film festival in 1987. The Bangkok International Film Festival is the first festival in the city since the first film festival in 1987.

A LITTLE BIT OF HISTORY

When Singapore was founded in 1819, it was a small island. The city was founded in 1819, and it was a small island. The city was founded in 1819, and it was a small island.

QUOTE OF THE DAY

"The Bangkok International Film Festival is the first festival in the city since the first film festival in 1987. The Bangkok International Film Festival is the first festival in the city since the first film festival in 1987."

SAF HAYLO TO STAFF

The Bangkok International Film Festival is the first festival in the city since the first film festival in 1987. The Bangkok International Film Festival is the first festival in the city since the first film festival in 1987. The Bangkok International Film Festival is the first festival in the city since the first film festival in 1987.

THAT FILM, INVISIBLE WAVE, TO OPEN THE 2006 BANGKOK INTERNATIONAL FILM FESTIVAL

The 2006 Bangkok International Film Festival officially begins this evening with the opening of *That Film, Invisible Wave*. This film is a Thai film, directed by Nithin Nithin, and it is a Thai film. The film is a Thai film, directed by Nithin Nithin, and it is a Thai film.

"We are extremely pleased to have *Invisible Wave* as the opening film of the 2006 Bangkok International Film Festival. This film is a Thai film, directed by Nithin Nithin, and it is a Thai film."

The festival is a Thai film, directed by Nithin Nithin, and it is a Thai film. The festival is a Thai film, directed by Nithin Nithin, and it is a Thai film. The festival is a Thai film, directed by Nithin Nithin, and it is a Thai film.

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NEW FESTIVAL VENUE IS THE SIAM PARAGON

We are pleased to have the opening of the Bangkok International Film Festival at the Siam Paragon. The festival is a Thai film, directed by Nithin Nithin, and it is a Thai film. The festival is a Thai film, directed by Nithin Nithin, and it is a Thai film. The festival is a Thai film, directed by Nithin Nithin, and it is a Thai film.

SPECIAL FILM FESTIVAL HONORES

We are pleased to announce the opening of the Bangkok International Film Festival. The festival is a Thai film, directed by Nithin Nithin, and it is a Thai film. The festival is a Thai film, directed by Nithin Nithin, and it is a Thai film. The festival is a Thai film, directed by Nithin Nithin, and it is a Thai film.

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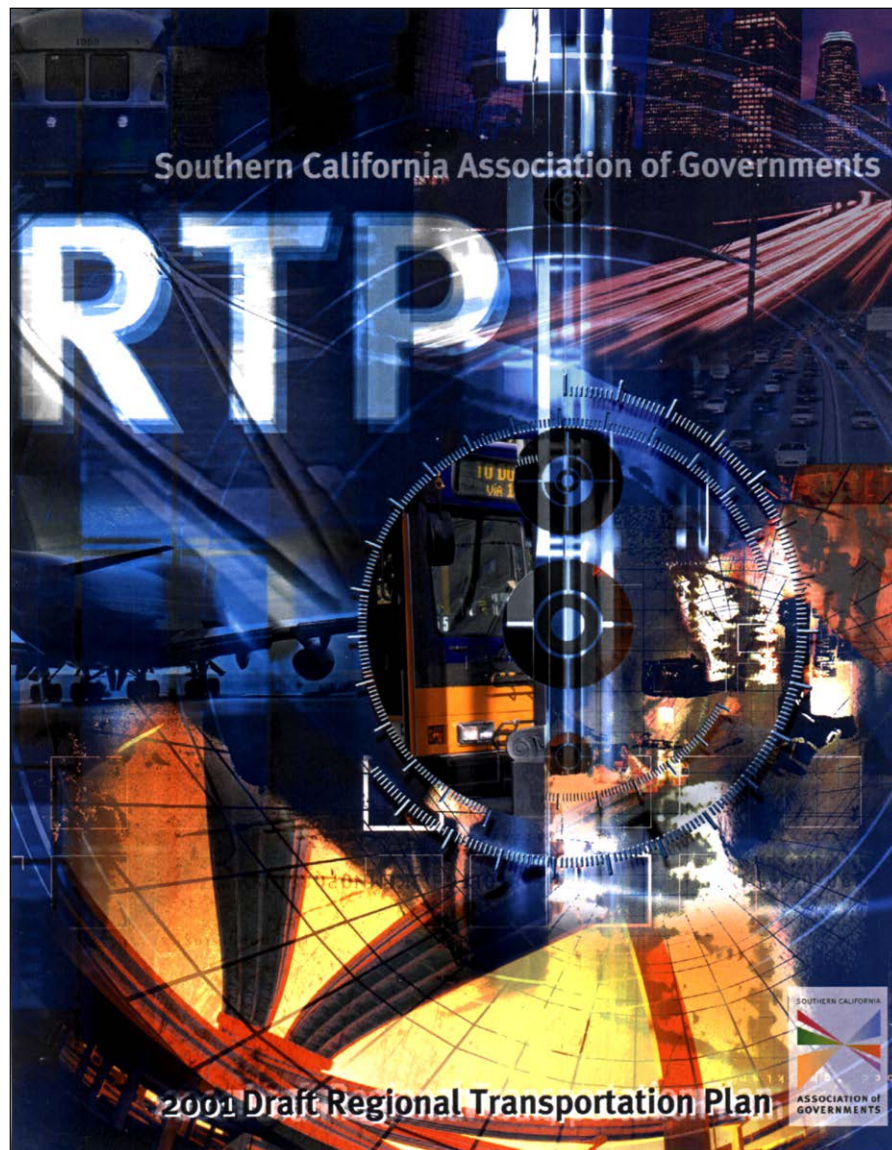
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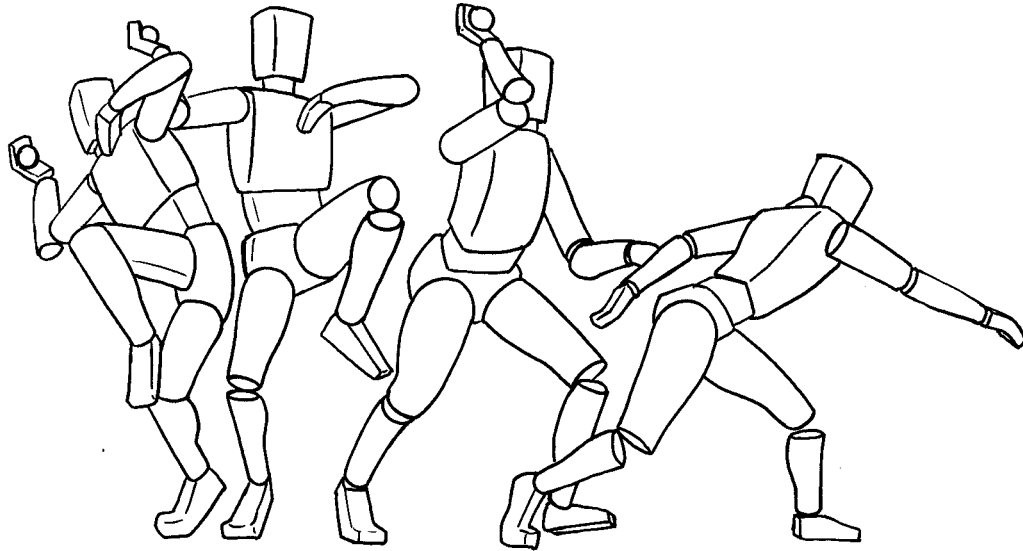
Concept Art

This is a Photoshop layered file I created as a sketch for SCAG's regional plan cover consisting of found images. I used more than 50 layers using various filters and layer settings to get this effect.

Leonard M. Cachola

Graphic Design | Illustration

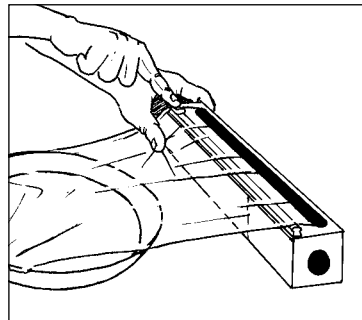
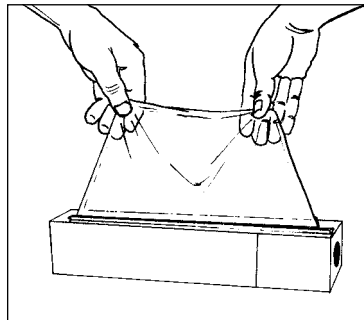
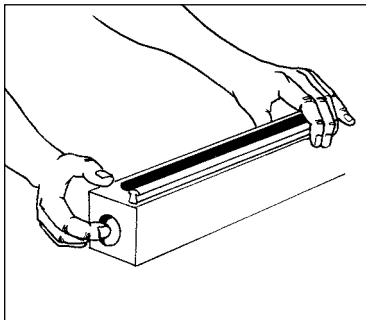
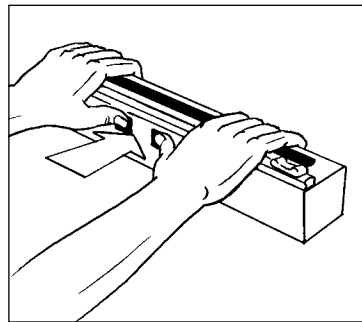
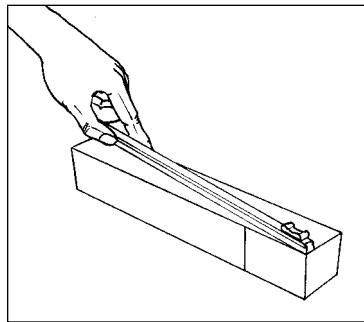
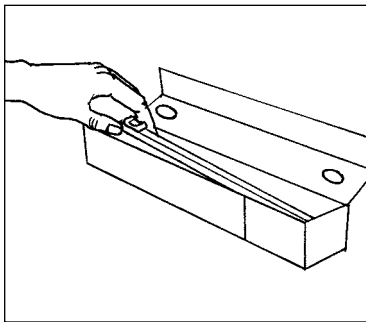
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Spot Line Art Illustration

TOP: A piece I illustrated for a chapter on animation in a high school textbook calling for a series of action poses.

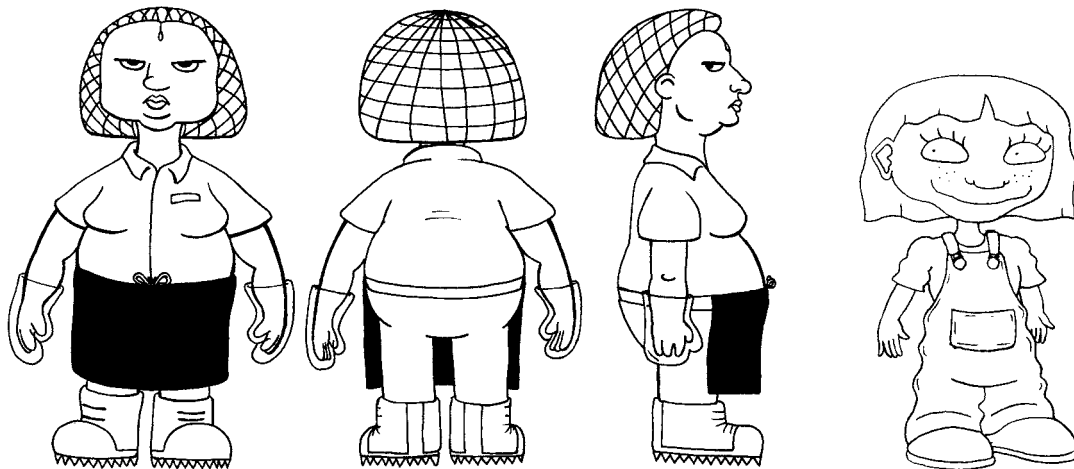
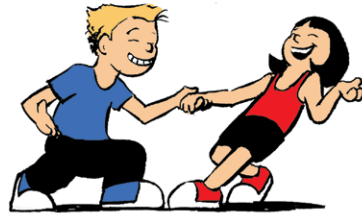
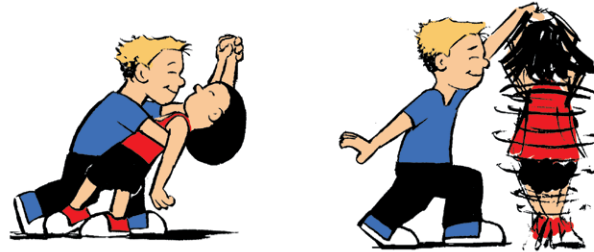
BOTTOM: The set of six below were instructions I created for a cutting tool meant to provide a safe method for cutting package wrapping.



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Character Design

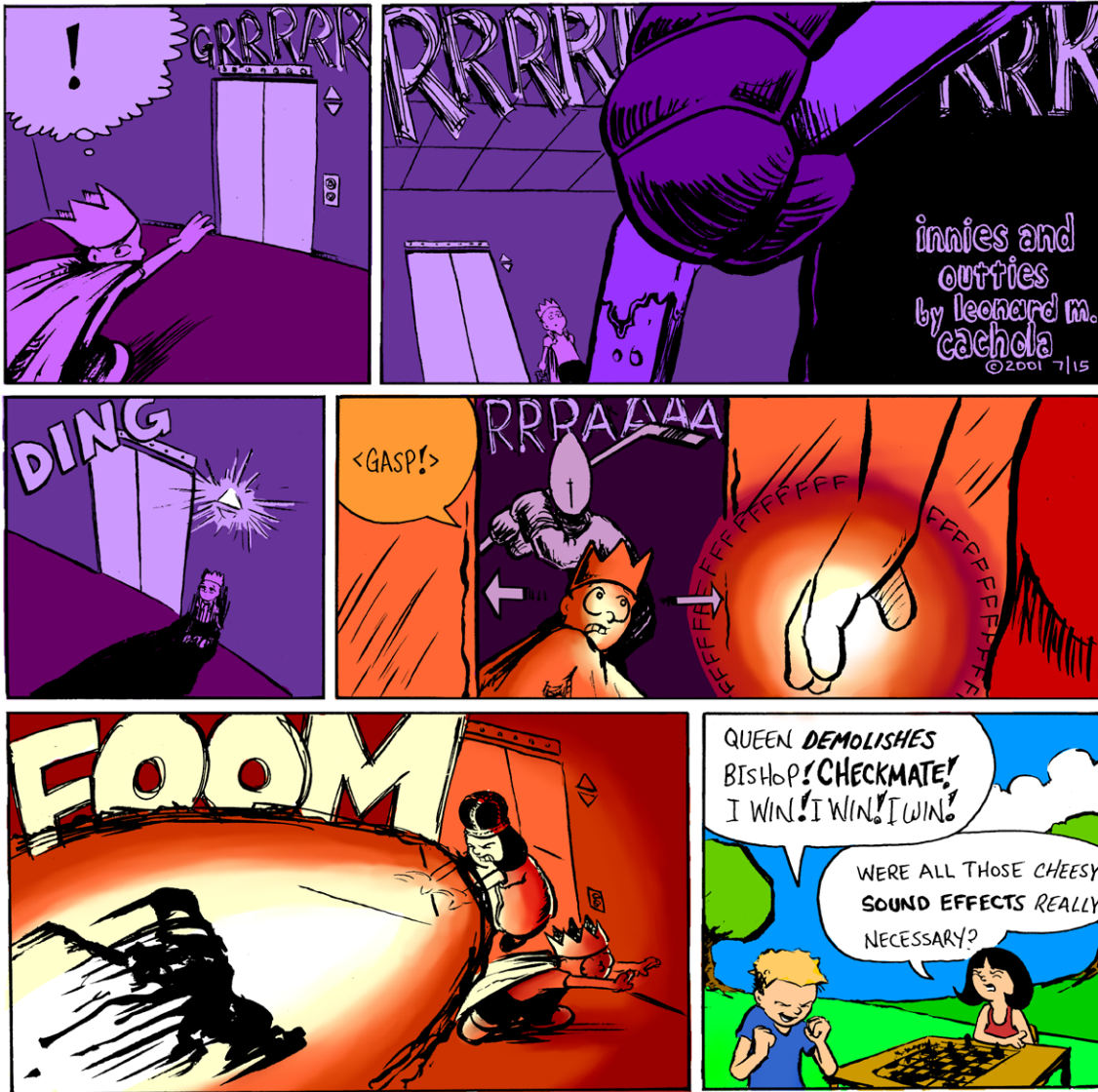
(Clockwise from top left):

- 1) A t-shirt design for a local swing dancing club.
- 2) Action poses of swing dancers translated to cartoon form.
- 3) Character done in the Klasky-Csupo style.
- 4) Turnaround of a cafeteria worker for a TV-show pitch.

Leonard M. Cachola

Graphic Design | Illustration

1000 Palm Ave. #1
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Comic Strip Layout

This was the first color piece I wrote and illustrated for a webcomic. I used a combination of hand-drawn illustrations along with Photoshop and Painter.

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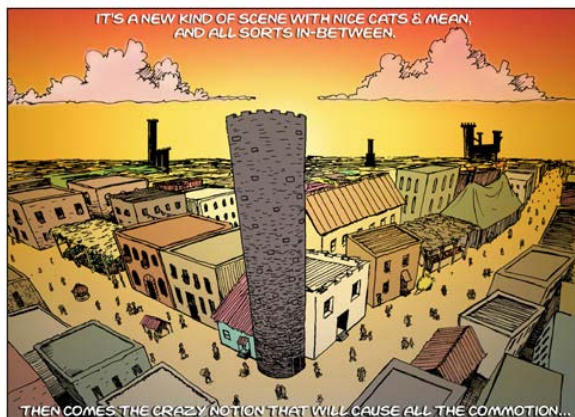
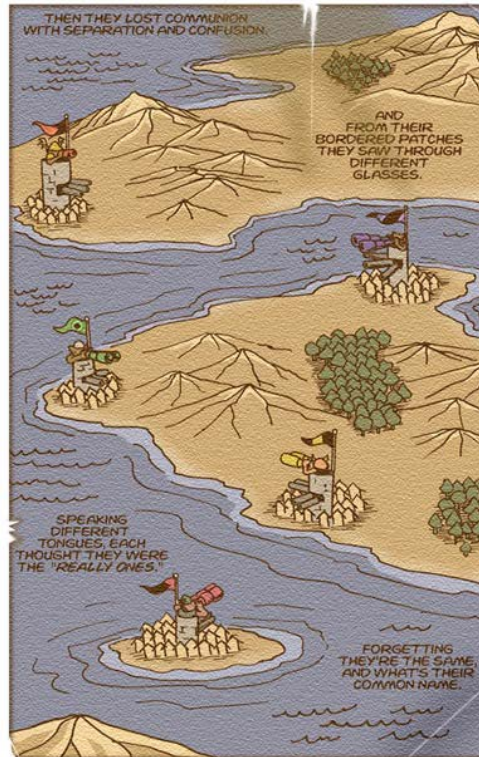
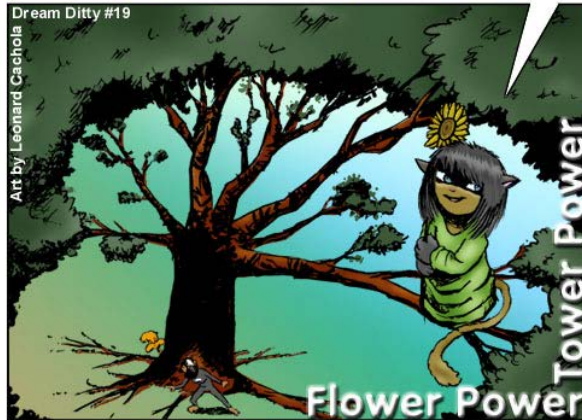
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MORNING
IN THE
FOREST
AND WHAT
DO I SEE?



ZEN-DAO
AND VAL
CHASING
'ROUND
A TREE.

Dream Ditty #19



Comic Book Illustration

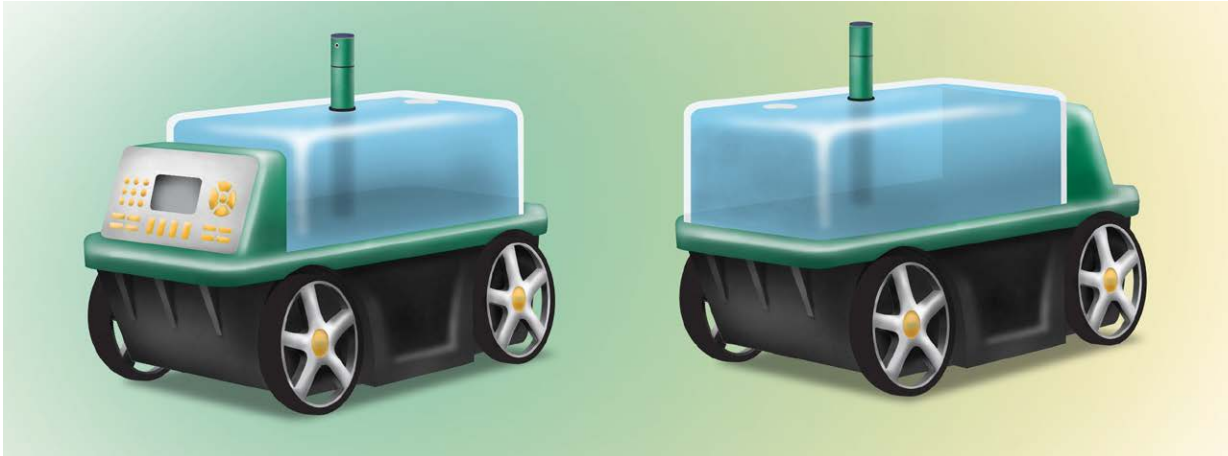
These are excerpts from a piece I did for an online comic book. I did the pencilling and inking from a script.

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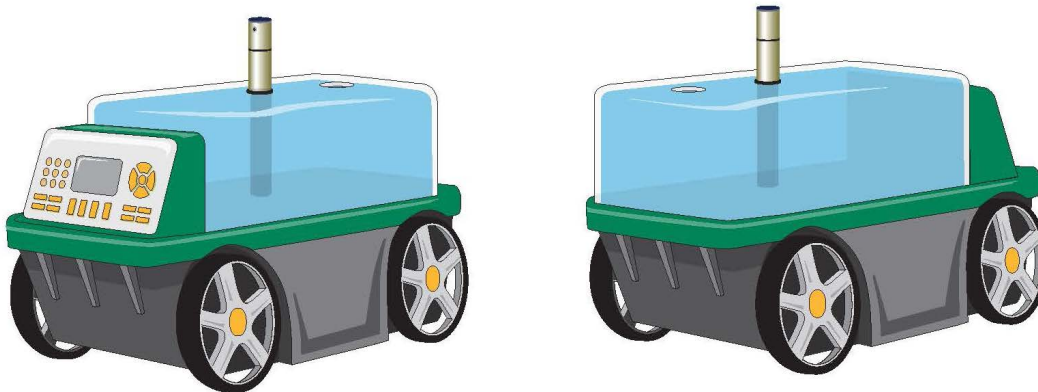
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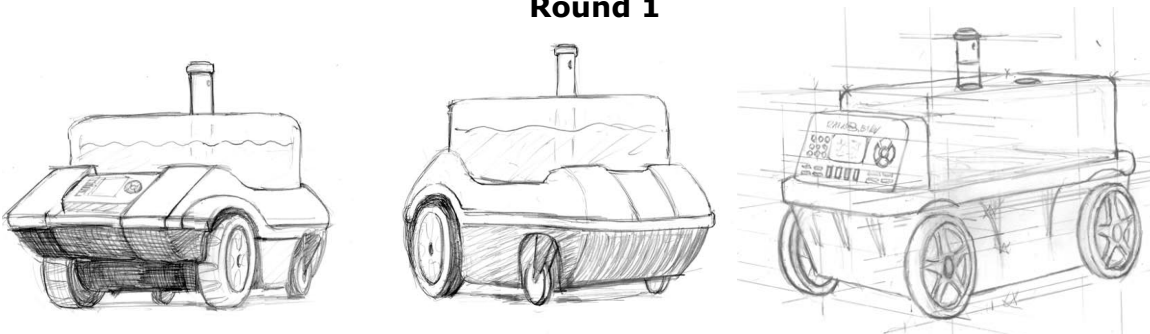
Final



Round 2



Round 1



Concept Art

The assignment here was to create a product concept based on the client's directive. I created the preliminary sketches and, upon client approval, finalized them in a style reminiscent of automotive concept designs with a combination of Photoshop and Illustrator. This piece was one of several I completed for this project.

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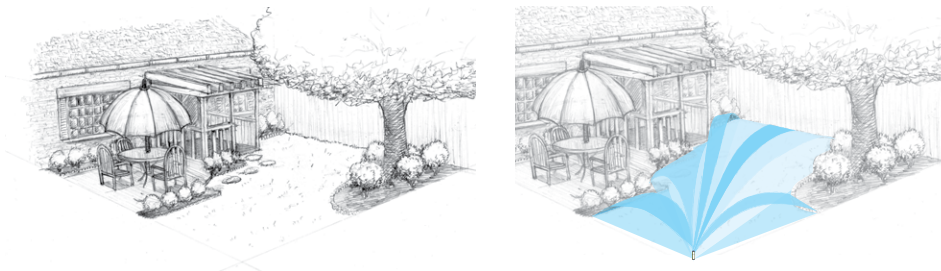
Final



Round 2



Round 1



Concept Art Animatic

For this assignment, I was directed to use a product concept design I had created and turn it into an animatic. This was done to visualize to the client how their concept would work in a real life setting. I used a combination of Illustrator and Photoshop to complete the project. All animation was done through Photoshop's animation features. The piece was one of several I completed for this project.

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