Julio Polito

Graphic design
Type design & calligraphy
Photography

Portfolio

www.juliopolito.com

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Julio Polito – Portfolio

Graphic design • Type design & calligraphy • Photography

ABOUT ME

Versatile + Resolute.
My passion is to bring projects from concept to production.
End-to-end project management in different productive contexts, for local, national and multinational organizations.
I work in several languages and time zones in a multicultural and global environment. Travelled around the world working remotely.

Highly capable of teaching, learning and handling feedback.
I am versatile both leading creative teams or working independently.

Customer-service oriented. Preparation of quotes and schedules.
Production and vendor hiring experience.
Good interpersonal skills with real or virtual work teams, discipline and responsible.

I have dual citizenship Italian-Argentinian and international driver's license. Member of the Association Typographique Internationale.

Art director
Creative director
Graphic designer
Project manager
Production manager
Type designer
Calligrapher
Web designer, UI/UX
Director of photography
Fine art photographer
Documentary photographer
Higher education teacher

PHOTOGRAPHY

DEMO REEL

PROFESSIONAL EXPERIENCE OVERVIEW

- **Art Direction.** I ensure consistent visual identity and visual content creation across all platforms and languages for a global audience. I oversee all design work created globally by external designers, agencies and providers. Accesibility by design, UI/UX for large scale web platforms. In-house training for staff.
- **Visual Design.** Work with in-person or virtual creative teams. Type design, calligraphy and photography.
- **DTP localisation.** Multi-language editorial design, UI/UX. Remote work in a global context. Medical, IT and government sector.
- **Chair Professor** of the Undergraduate Course on Multimedia Communication.
- **Graphic Design.** Project management for international and domestic companies. Customer service and production.

SPECIALIZATION FIELDS

- ART DIRECTION
- CALLIGRAPHY
- CORPORATE IDENTITY
- CREATIVE DIRECTION
- EDITORIAL DESIGN
- LOCALISATION
- PRODUCTION MANAGEMENT
- PROJECT MANAGEMENT
- TEACHING/TRAINING
- TYPE DESIGN
- 3D MODELING AND RENDER
- HOSTING MANAGEMENT
- MOTION GRAPHICS
- VIDEO EDITING
- WEB DESIGN, CMS, UI/UX

ACADEMIC EDUCATION

2012: Higher Education Professor of Industrial Disciplines. National Technological University, National Higher Institute of Technical Professorship (INSPT-UTN).

2011: Typography Design Specialist. MA in type design. National University of Buenos Aires. Post-graduate MA Career on Type Design (CdT-UBA).

2003: Graphic Designer. Bachelor's degree. National University of Buenos Aires. School of Architecture, Design and Urbanism (FADU-UBA).

LANGUAGES & CITIES

Italian: Bilingual proficiency
Spanish: Bilingual proficiency
English: Full professional (C2)
French: Limited elementary (A2)
Portuguese: Intermediate (B2)

Bangkok (th) Brussels (be)
Buenos Aires (ar) Istambul (tr)
Montevideo (uy) Rome (it)

CONTACT ME

Please don't hesitate to contact me for more information.

website: www.juliopolito.com
email: web@juliopolito.com
skype: juliopolito

Vous pouvez m'écrire en français aussi. J'adore cette langue!
Posso parlare l'italiano con piacere, non esitate a contattarmi.
Puede enviarme un mensaje en español si así lo prefiere.
Você fala português? Não deixe de entrar em contato.

LINKS

Latest version of this portfolio: bit.ly/portfolio-dg-en
Photography portfolio: bit.ly/photo-en
Linkedin: www.linkedin.com/in/juliopolito

Chascomús signage system

Award by unanimous consent

Graphic Design
construction system, featured, government, industrial design, infographics, motion graphics, pictograph, production management, project management, prototype, readability, research, signage, standards manual, typography, video.

VIDEO

Road and tourism signage system. Created with a modular design for low cost mass production. Work performed for the City of Chascomús (Buenos Aires, Argentina).

I was responsible for making decisions in wide aspects such as materials, construction and production systems, anti-vandalism, location, legibility, supplier hiring selection, logistics, and follow-up, including graphic design work.
My main role in the work team was to achieve a highly legible visual system and an information design in line with the whole universe of pieces and their variants. Thus each piece helps keep a constructive logic in the information that is shown.

In addition to the typographic and chromatic system, I designed nearly one hundred pictograms of historical buildings and landmarks of the entire district. All of them are based on a simple construction grid in so they can be reproduced in any means without sacrifying legibility and that new pictograms can be added if necessary.

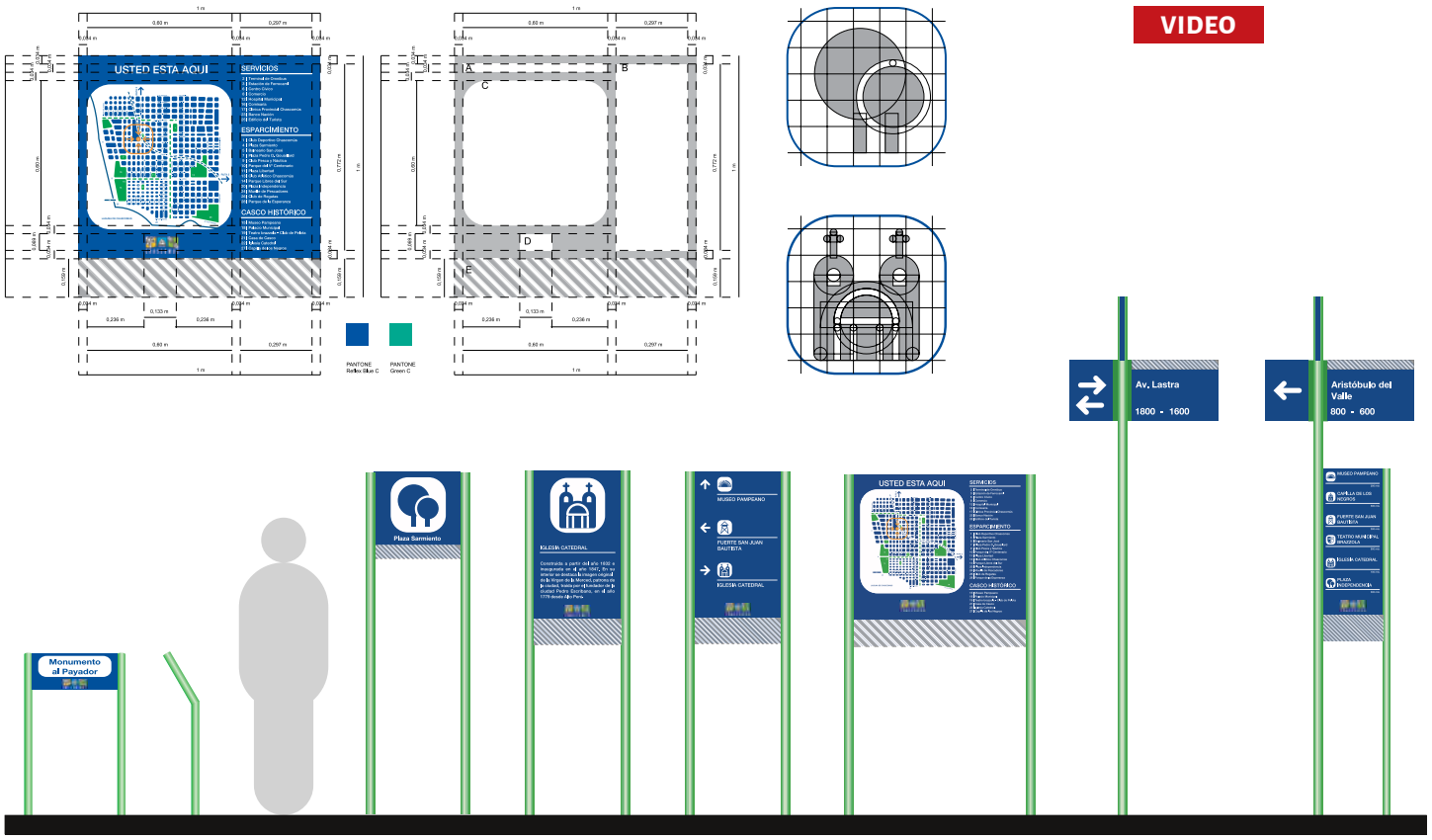
In the draft stage, I made an exhaustive field research into the traffic flow in the city, including interviews to citizens and staff of several areas of the municipality. All the research was documented and organized according to the issues the project was supposed to solve.
I was in charge of the Project follow-up and got involved in usability testing.

For the presentations, I edited a complete standards manual. But as I wasn't happy with that being the only documentation, I used plans and sheets to make an animated video to provide recommendations and show the Project to the customer in a dynamic and quick way. This was perfect to summarize so much information and help officers in each municipal area to focus on their own tasks without losing all sense of the Project.

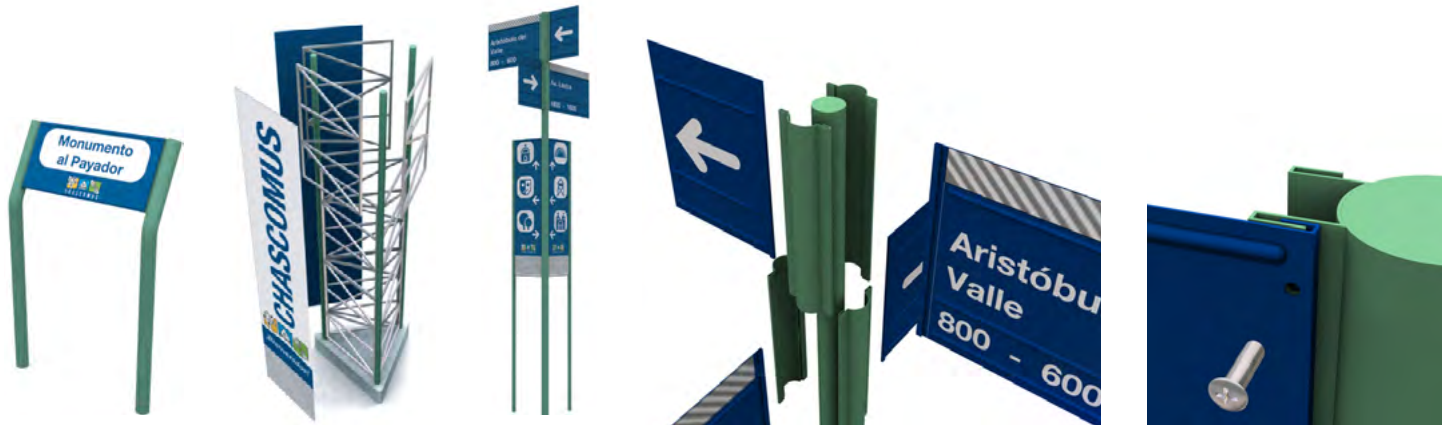
Such wide system of pieces included: Indexes, totems, road signs, locators, maps and tours, indicators of touristic, historical places, landmarks and parks.

The Project was awarded the first prize by unanimous decision of a jury made up of technicians, governments, architects and designers of local renowned experience, such as Architect Guillermo Gonzalez Ruíz (Konex Award, founder of the Graphic Designer undergraduate course at University of Buenos Aires, Argentina (UBA), School of Architecture, Design and Urbanism (FADU), and owner of the signage project of Buenos Aires along with Ronald Shakespear).

VIDEO


USTED ESTA AQUI
SERVICIOS
ESPARCIMIENTO
CASCO HISTÓRICO
PANTONE Reflex Blue C
PANTONE Green C
Av. Lastra
1800 - 1600
Aristóbulo del Valle
800 - 600
Monumento al Payador
Plaza Sarmiento
IGLESIA CATEDRAL
MUSEO PAMPEANO
PUENTE SAN JUAN BAUTISTA
IGLESIA CATEDRAL
USTED ESTA AQUI

CHASCOMUS
¡Bienvenidos!
CHASCOMUS
¡Bienvenidos!


Monumento al Payador
CHASCOMUS
Aristóbu
Valle
800 - 600

CHASCOMUS
Bienvenidos a Chascomús
RAUL EIJO

VIDEO

Parque de los Libres del Sur

GNC

SNR-NTN calendars

Present all year, each year

Graphic Design
exhibition, featured, industry, print, production management, project management, typography.

It was a challenging piece of work I carried out jointly with the management, to design and manage this kind of projects. Each year these calendars were distributed abroad.

Since 2005, I have designed and managed all communicational pieces for the SNR-NTN Group in the Americas. This is a multinational company known as the creator of the ASB system (Active Sensor Bearing).

It was a challenging piece of work I carried out jointly with the management, to design and manage miscellaneous pieces such as corporate calendars, ads, international stands, advertising, virtual and printed catalogs, and videos for all their products in the automotive, agricultural, foodstuff, aerospace, mining and railway industries.

Given the importance of these calendars in the global B2B communication plan of the group, I worked directly with the management on many occasions, apart from the marketing area for the Americas. During the design process, I held meetings for proposal assessment. Just as with other projects, each year these calendars were distributed abroad and printed in different languages. In the design, my work team had to consider certain localisation issues for the different target markets, in line with a strict quality and planning policy.

Based on the company's proprietary image catalog I was told to use, I designed compositions with an expanded visual language for each sector where the Group offers their high performance bearings.

For layout, a sober line is kept as required in the corporate style manual, using sans serif typeface and careful letter spacing. Some helpful functions for the daily business routine were added, such as the week number in invoices and checks, included in the most recent versions. Also shown are the international exhibitions were SNR-NTN will be present during the year, thus inviting their corporate customers.

Octubre 10
Noviembre 11
2007
SNR

Junio 6
2007
SNR

Agosto 8
Septiembre 9
2007
18 al 21 FENASUCRO São Paulo, Brasil - 17 al 21 ABRAMAN Florianópolis, Brasil
SNR
Octubre 10
2007
15 al 20 EQUIPAUTO Paris, Francia
Noviembre 11
SNR Argentina Viamonte 1145 Piso 11 - 1053 Buenos Aires
Tel: 00 54 11 4372 1272 / Fax: 00 54 11 4372 0088
www.snr.fr

SNR
RODAMIENTOS
DESARROLLAMOS SOLUCIONES PARA LA INDUSTRIA Y EL AUTOMOTOR CON TECNOLOGIA DE PRIMER NIVEL
2006

Electro Santander

Realism impossible to achieve by other means

Graphic Design
3D, editorial design, featured, industry, print, production management, project management, screen, typography, web design.

WWW

Editorial design of institutional brochure and product catalog. High end renders, 3D modeling and flash animation of electrical conductors for print and screen.

High end renders, 3D modeling and flash animation of electrical conductors (wires) for a dynamic website. Editorial design of institutional brochure and product catalog for Electro Santander: An Argentine company that has produced special electrical conductors since the 1970s for the heavy industry, both at a local and international level. Present in large projects for Siemens, Shell, Tenaris, Siderar/Ternium, Loma Negra. Manufacturing and providing maintenance for robotic machinery for Peugeot, TBA and Astillero Río Santiago.

The cables were modeled in 3D Studio rendered with V-Ray both for the print version and the web version. I worked on a series of high-end renders for high quality reproduction in offset printing.
For the website the scene had to be animated whereas renders had to be optimized for use in Flash Player. 3D artists worked on modeling under my supervision.

Based on technical diagrams of cables still in the design progress, we were able to obtain realistic representations. We showed the conductors inside with a high degree of realism, impossible to achieve by other means. This enabled the client to save significant costs and time, and also to have a great advantage of visualizing and evaluating product marketing prior to industrial production.

The sixteen-page brochure was printed in four color printing (CMYK) and Pantone for all special colors. For this editorial project, I used a proprietary typeface. Layout meets the product technical specifications: in legible form and ordered by category.

Photos of the production plant and developed projects were taken and edited using the reduced institutional color palette along with some vector-based illustration.

The brochure I designed was distributed to the entire network of representatives of Electro Santander within the country and together with the website it was the beginning of the international corporate expansion plan.

WWW

ELECTRO SANTANDER

Nuestros productos

Todos nuestros productos tienen desarrollada una ingeniería específica de acuerdo a su utilidad. En todos los casos, las secciones y los materiales pueden variar dependiendo de la necesidad del cliente.

Cables para Variadores de Velocidad

3x150+70 E.S.V.V

Descripción

Sección de 3x150+70 mm² P.V.C.T.A.B.B. clase 1/A 1.1 Kv. Extra Flexible, con vaina de PVC negro, cinta de MYLAR ® transparente, cotona de 15 torones, drenaje, fleje de cobre doble helicoidal, cinta de mylar transparente, relleno de PVC.

3x300+3x40 E.S.V.V.

Descripción

Sección de 3x300+3x40 mm² con pantalla de aluminio Uo/U = 2.5/3.3 Kv. flexible para variadores de velocidad simétrico, con vaina de PVC negro, MYLAR ® transparente, fleje de aluminio doble helicoidal, relleno de PVC, y cinta de tela de algodón.

10

54-011-4921-1939 :: info@electrosantander.com.ar :: www.electrosantander.com.ar

ELECTRO SANTANDER

Nuestros productos

Conductores eléctricos para siderurgias, transportes ferroviarios, equipos de estiba portuaria, industrias químicas, industria pesquera y marítima en general, de protección catódica.

Cables para Variadores de Velocidad

3x2,50+2,50 E.S.V.V.

Descripción

Sección de 3x2,50+2,50 mm² 1 kV. MCCMK PVV T.A.B.B., con vaina de PVC negro, MYLAR ® transparente, drenaje, fleje de cobre, relleno de PVC y aislación de PVC.

Cables Planos

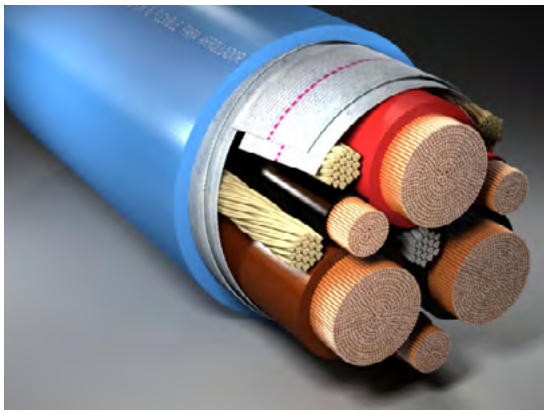
16x1,50 Plano

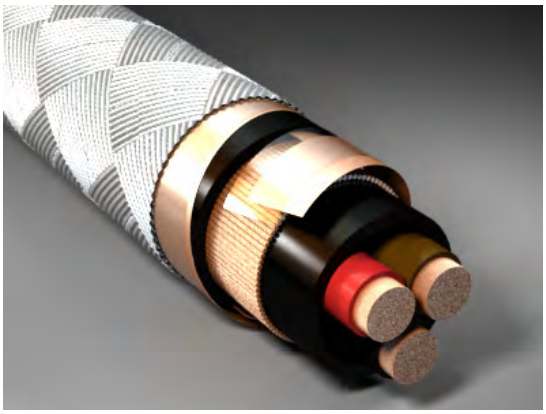
Descripción

Sección de 16x1,50 mm², con Vaina de PVC reticulado negro.

11

54-011-4921-1939 :: info@electrosantander.com.ar :: www.electrosantander.com.ar





Contactel

Well served customers

Graphic Design
3D, branding, corporate identity design, corporate stationery, featured, photography, print, production management, project management, research, screen, services, standards manual, web design.

Develop the brand strategy for a new company focusing on potential client's needs with a business plan targeted at small and medium sized businesses around the world.

Diego Pinchuk is well aware of the opportunities the market brings. Since Contactel was established he has supported the development of its corporate identity, focusing on customer needs.

At first when he explained to me his business plan targeted at small and medium sized businesses, both local and international, it sounded something rash to me. At that time, only large companies had access to such services, but people at Contactel had a vision and my work team had the power to visualize it.

The brief was the starting point for the strategy and analysis of the corporate identity of the future firm and after some meetings with the corporate executives, we were able to respond in graphic terms to a visual communication oriented towards good customer service and human nature, avoiding prevalence of the technical aspect over the human aspect. This was something so different from most competitors in the call center industry.

In few months and with a marginal investment, Contactel became of the 100 best companies of the year according to Mercado magazine and to attract customers such as: Action Line, Banco Privado de Inversiones, Cargill - Mosaic Co., HSBC, Telefónica, Metroshop, Marmicoc, Wanadoo, among others.

I was in charge of designing and producing a set of graphic pieces for the initial corporate identity: Isotype, logotype and openings, user manual, initial website, printed material, folders, invitations to the opening and logo applications.

As was the case in other similar projects, I worked together with the company's executives and staff. I was in charge of planning the work schedule, defining budgets and preparing quotes, hiring and working with suppliers. I also developed and programmed in a graphic system all the visual aspects of the corporate identity, supervising both the graphic and web production.

362 C

Cool Grey 10 C

Arial Narrow Bold
Artbrush regular+
Arial Regular
Arial Bold

Arial Narrow Bold
Artbrush regular+
Arial Regular
Arial Bold

Torbelar motion graphics and brochure

By tool-and-die makers for tool-and-die makers

Graphic Design
3D, editorial design, exhibition, featured, industry, motion graphics, photography, print, production management, project management, screen, shooting, video.

VIDEO

Editorial brochure and motion graphics with 2D and 3D animation for Torbelar Inc, shown in the International Plastics Exhibition and Plastic Industry Congress of the Americas.

This Project was made for the local branch of Torbelar S.A. and Torbelar Inc., United States, both members of the Torbelar Moldbases Group. The company produces special mold carriers and mold base carriers. It exports its products to different countries in the Americas and Europe. It is also the local representative of de Eldracher S.L., Associated Spring Raymond of the Barnes Inc. Group.

Some time after such urgent project where I began my relationship with Torbelar, the company's Board asked me to produce a second video for its traditional presence in a great stand at an international exhibition: Argenplas (International Plastics Exhibition and Plastic Industry Congress of the Americas), and to design and print a two-fold brochure to hand out.

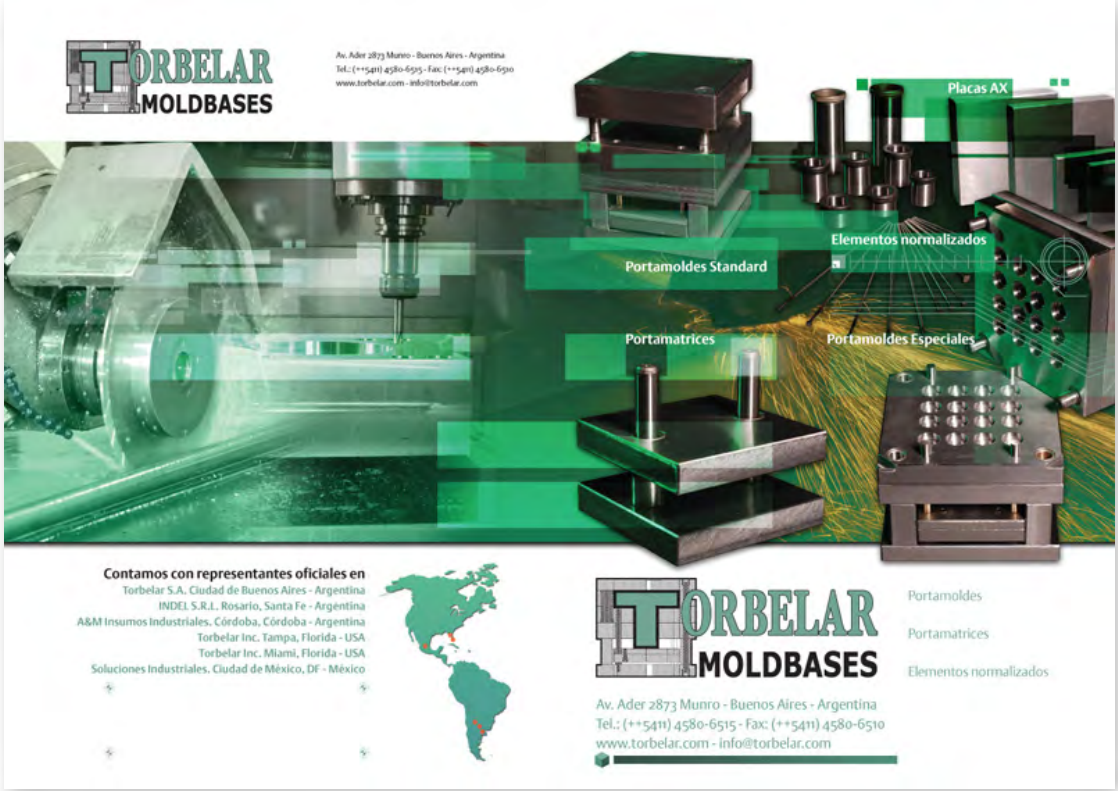
At the beginning, for the brochure they just needed a small company overview and the contact data of its branches and representatives in Latin America and the United States. My proposal included some well finished pictures of the product and the types of mold bases they produce.

The video has the same vector graphics of the brochure animated with 2D and 3D layers in After Effects. A very useful resource to develop an audiovisual story was to alternate the animation and video composition with shoots of the machines in operation, so that the sound of the machinery could appeal many visitors and get them to the stand.

The color palette was standardized both for printed material and the screen so that the chromatic spectrum was shared for both, as well as the stand color palette. In addition to the logistics to take photos of the heavy mold carriers and video-shooting at the industrial plant, I supervised both the audiovisual and printed production.

Both the video and the brochure keep the same visual and brand identity line but with different resources – the video highlights all the motion graphics with great impact, video recordings, music (electro-tango, which they like so much), motion graphics, and masks. The brochure was designed with editorial resources conveying the idea of motion and shares the visual language of a company that has to be accurate and efficient. That's why its business strategy introduces to mold base producers the concept of a serial product with interchangeable parts.

VIDEO


TORBELAR
MOLDBASES
Av. Ader 2873 Munro - Buenos Aires - Argentina
Tel.: (++5411) 4580-6515 - Fax: (++5411) 4580-6510
www.torbelar.com - info@torbelar.com
Placas AX
Elementos normalizados
Portamoldes Standard
Portamatrices
Portamoldes Especiales
Contamos con representantes oficiales en
Torbelar S.A. Ciudad de Buenos Aires - Argentina
INDEL S.R.L. Rosario, Santa Fe - Argentina
A&M Insumos Industriales. Córdoba, Córdoba - Argentina
Torbelar Inc. Tampa, Florida - USA
Torbelar Inc. Miami, Florida - USA
Soluciones Industriales. Ciudad de México, DF - México
TORBELAR
MOLDBASES
Portamoldes
Portamatrices
Elementos normalizados
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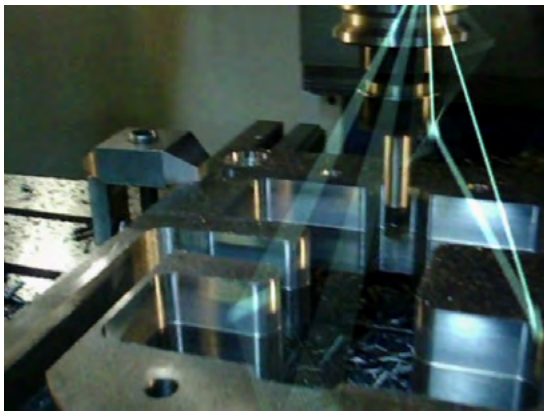
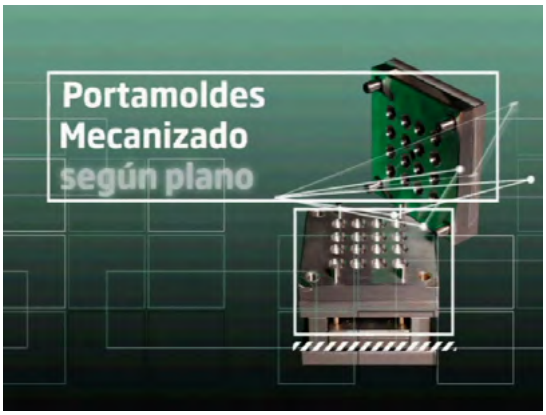
Tel.: (++5411) 4580-6515 - Fax: (++5411) 4580-6510
www.torbelar.com - info@torbelar.com




Portamoldes
Mecanizado
según plano

Bujes y Columnas
SAE 8620
TORBELAR
MOLDBASES

Mapa art space website

Self-managed space for arts

Graphic Design
culture, project management, screen, web design.

WWW

At Mapa they had felt highly satisfied with the previous site I design for them, so they decided to renew their image and embark on growing their art space.

Mapa is an art space of national scope located in the city of Las Flores (Province of Buenos Aires). It gives great value to the artistic environment, managing, creating, producing and facilitating art work circulation and publication. In addition to exhibitions of painting, sculpture, photography, drawing and illustration, Mapa holds independent design fairs, film series, debates, workshops, and school visits in the community. The space has a spacious art library, a park and a cafeteria.

A couple of years after my first project for Mapa, I worked on the second version of its website. They had felt highly satisfied with the previous site, so they decided to renew their image and embark on growing their art space. The organizational stage had been left behind now with success, getting an excellent feedback from the audience and the artists supporting the organization.

The challenge of this new project consisted in making the website responsive and wholly managed by its Press Staff along with its Community Manager. CMS Wordpress was the solution again. They needed a website with a design adaptable to different devices, more complete, targeted at the local art market and with works by both experienced and new author's works. More secure and web cache for such an increasing number of visitors.

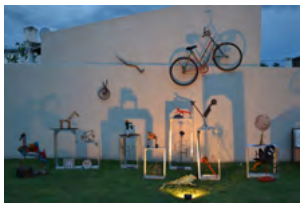
Covering the areas of painting, engraving, photography, sculpture and drawing with Argentine and foreign artists, web galleries were created to be managed from the back-end. All the styles are controlled through CSS without the Staff having to worry about it.

Advertising for all Mapa activities can be carried out in a simple way. At this new stage of the art space, community actions are much more than those taken in the opening year.

In addition to the main sections, we added a search engine and a history of past exhibitions to show Mapa's background and for reference.
The new site was opened at the Milo Lockett exhibition, and the number of visitors multiplied.

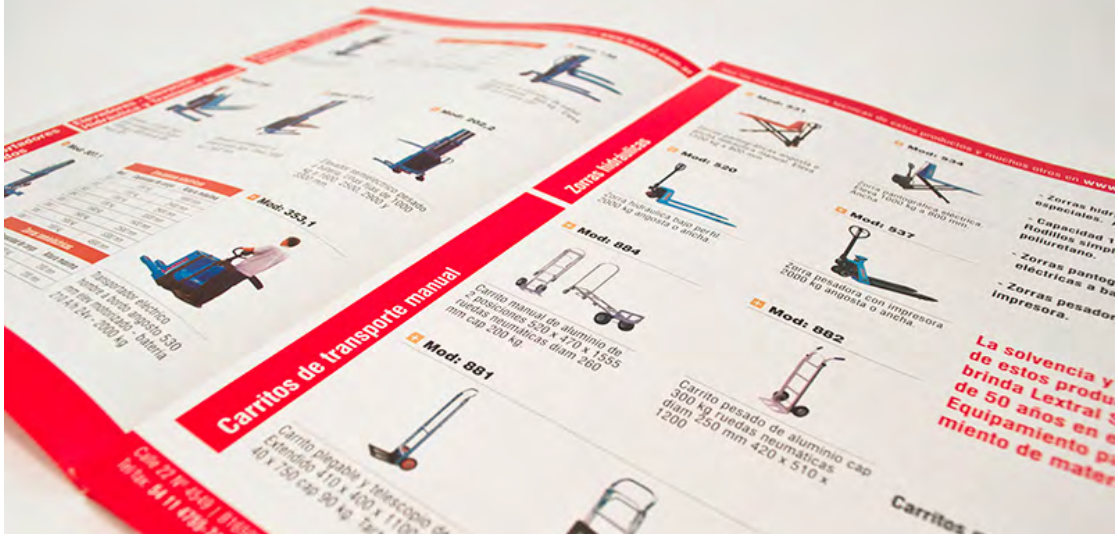
WWW

Mapa Espacio de Arte | Mapa Espacio de Arte
www.mapaespaciodearte.com.ar
Google
MAPA
ESPACIO DE ARTE
HOME
ARTISTAS
PINTURA
GRABADO
FOTOGRAFIA
DIBUJO
ESCULTURA
ACCIONES
EL ESPACIO
EXPOSICIONES
CONTACTO
HORARIOS DE ATENCIÓN
Martes a Sábados
de 19:00 a 21:00 hs.
+ INFO +
EL ESPACIO
ARTISTAS
CONTACTO
mapaespaciodearte@yahoo.com.ar
info@mapaespaciodearte.com.ar
Rivadavia N° 489, Las Flores
Buenos Aires, Argentina (7200)
(02244) 444004 - (02244) 15 425125
EN EXPOSICIÓN
MILO LOCKETT
EN MAPA ESPACIO DE ARTE
FACEBOOK
HOME
ARTISTAS
PINTURA
GRABADO
FOTOGRAFIA
DIBUJO
ESCULTURA
ACCIONES
EL ESPACIO
ESPACIO
HISTORIA
EXPOSICIONES
ACTUAL
PASADAS
CONTACTO



Lextral catalog and brochures

Special equipment to transport and storage of industrial materials



Graphic Design
editorial design, exhibition, industry, photography, print, production management, project management, readability, typography.

Design of a catalog for Lextral showing all its industrial production. Systemized and organized so that the technical contents of each product are easily found and understood.

Lextral S.R.L. is an Argentine company that has operated more than fifty years in the market, designing and manufacturing special equipment to transport and storage industrial materials such as hydraulic platforms, graders, transportation of barrels and furniture for factories. It is a representative of Paletrans, the largest pallet truck company in Latin America and the largest manufacturer of hydraulic staking machine worldwide.

Design of a catalog showing all its industrial production, systemized and organized so that the technical contents of each product are easily found and understood. This allow to be used as an editorial piece for sale and consultation.

The challenged posed by the pragmatic Engineer Giraudi, President of Lextral, was to produce an unexpensive editorial piece as a tool to organize and systemize the search of highly technical products and industrial pieces, facilitating functionality for both customers and sellers, in the least amount of folds possible and with an extremely tight deadline prior to their presentation at the international exhibition EMAQ (International Machine Tool, Tools & Tooling Equipment Exhibition).

I designed the editorial layout, using a very versatile grid. I was in charge of the typographic work, facing difficulties to keep so much information and codes legible in the printings that had been quoted.
I also led the team that completed the catalog, thus meeting our client's needs of having the least number of folds possible.

To meet the deadline, I had to plan a work schedule for designers to work in shifts and on a rolling basis, in sync with the ongoing projects, thus avoiding the accumulation of extra hours and staff tiredness.

In just a few days, based on very accurate technical information of almost 5000 products, we prepared more than 300 original images suit for printing.
The fact of having an updated digital photography equipment made it possible to optimize the so little time available for production to introduce the new products that Lextral displayed at the international exhibition EMAQ. All those product pictures had to keep the same visual criteria.

I performed a complete organization and classification of the entire product offer according to their use and functions. This systematic approach enabled optimal information legibiliy and a simpler search of any products by Lextral. The complete chromatic spectrum allowed me to organize product groups by family and type and to create a color code to easily identify the whole product line.

I supervised the entire production process, working together with the printing house and meeting the deadline flawlesss.

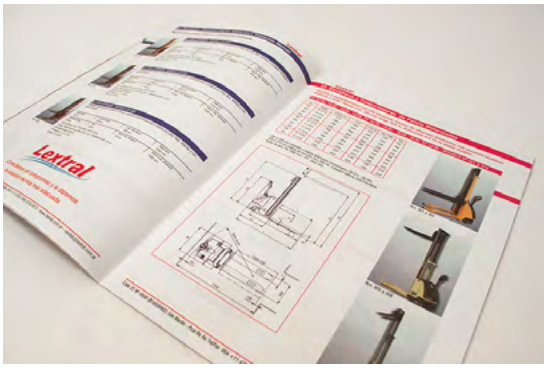
All the products that the production and sales departments had were presented in a systematic and complete way in this editorial piece, which was supervised and updated. This catalog was the basis to publish the products on the website in a systemized way.

A couple of years later, with a larger schedule, I made a new version of this product catalog, known in the industry as "Lextral catalog" since it was the company's printed search tool par excellence. This time, the company asked me to highlight new products in two brochures as inserts, in line with the visual language and product photography style. I also made a series of posters for their stands and showroom at their industrial plant in San Martín, Buenos Aires (Argentina).

Then in order to reduce printing costs, I was charged with the task of designing a three-fold brochure containing only the flagship products produced by Lextral S.R.L., highlighting them among the other 7000 products contained in the traditional Lextral catalog used at that time.

The industry needs vary a lot according to the sector, size and type of industrial work of each client, so a smaller but equally detailed brochure was required without having to include all the products.

With colorful Pantone colors in line with the chromatic pallet used by the company, about 40 major products of each category were highlighted. The three-fold brochure format enabled a large circulation at a cost lower than that of the catalog, better paper and printed quality and, most importantly, more vital blank space.
For this piece, I also chose to follow the same visual language and product photography style.



Tribuna

Text typeface for low budget editorial pieces

Type Design
alphabet, editorial design, featured, print, readability, type design, typography.

Tribuna is a font with high performance in text sizes designed to be used under adverse production conditions in newspapers and low budget editorial pieces.

Tribuna is a text typeface for low budget editorial pieces. Relatively compressed letterforms with high performance at body text size under the use and production conditions of newspapers and journals. Tribuna highlights are:

a) Text performance without lossing legibility or economy.
b) Use in low quality production conditions.

In few words: Tribuna is designed to reduce costs and obtain a smooth type page.

Thin strokes were avoided as the production quality of many newspapers destroy them or make them disappear. So joints had to keep the ink controlled. Upon evaluating the letter spacing and outer letterforms, I focused on serifs and their exterior counterforms so that they are not so open, thus minimizing vibration on the gutters in case of very narrow space between columns. Tribuna's process is in line with my interest in studying the optical problems occurring in small text sizes.

It has OpenType features for standard and discretionary ligatures, fractions. To date, colors, bold and black are in process. There is a version with full glyphs for the latin extended alphabet.

de mi Arger

cabo el ingreso la bandera de Ceremonias, siendo los abanderados y escoltas los alumnos Axel Sánchez, Juan Sebastián Berro y Milagros Benedetto. Seguidamente, alumnas y ex alumnas interpretaron la canción de Mercedes Sosa, "Sube, sube".

Luego, la directora de la Institución, Alicia Palacios, agradeció la presencia del público e hizo hincapié en que ha sido una ardua labor. "Venimos hace un año y medio trabajando en este proyecto tan inmenso, donde nos sobraron las ganas de hacer algo tan importante", señaló.

Agregó que "esta es una manera de quedar en la historia de Las Flores por haber participado, por haberse hecho eco de este Bicentenario, y del trabajo, porque todo es una buena forma de enseñarles y de hacer historia; de participar, que

sean personas plen
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Palacios, ante el apl
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PRENSA ESCRITA

La República Romana, hizo circular Acta Diurna, en el año 59 AC

ǂ PRENSA AMARILLA ǂ

Algunos periódicos han adquirido fama por su aceptación de alguna sección en particular, ya sea que la sección sea destacada a comparación de otros periódicos, o que ésta tenga algún distintivo peculiar; por ejemplo, un periódico en una sociedad de publicación de varios periódicos puede atraer más clientela porque su sección de "anuncios clasificados" goza de fama de ser mucho más completa.

"La Gazette" insieme a Luigi XIII

In Boston in 1690, Benjamin Harris published Publick Occurrences Both Forreign and Domestick. This is considered the first newspaper in the American colonies. In 1704, the governor allowed The Boston News-Letter to be published and it became the first continuously published newspaper in the colonies. Soon after, weekly papers began publishing in New York and Philadelphia. These early newspapers followed the British format and were usually four pages long. They mostly carried news from Britain and content depended on the editor's interests. In 1783, the Pennsylvania Evening Post became the first American daily. In 1752, John Bushell published the Halifax Gazette, the first Canadian newspaper. The first newspaper in South America was Diario de Pernambuco, established in 1825. By 2007, there were 1,456 daily newspapers in the U.S., selling 55 million copies a day. By the early 19th century, many cities in Europe, as well as North and South America, published newspaper-type publications though not all of them developed in the same way; content was vastly shaped by regional and cultural preferences. Advances in printing technology related to the Industrial Revolution enabled newspapers to become an even more widely circulated means of communication to spread the word of the news.

Die Langzeitstudie Mediennutzung von ARD/ZDF ergab im Frühjahr 2005. ¡Für den Gattungsbegriff Zeitung ist es unerheblich!

En avis er en ofte og jævnligt udkommende publikation trykt på billigt, tyndt papir, som gør den nem at arbejde med i alle faser af dens korte livscyklus; fremstilling, distribution, læsning, bortskaffelse. De mest almindelige måder at modtage aviser på er abonnere på dem, eller at købe dem i løssalg i butikker eller hos bladhandlere.

§Ìwé-ìròyìn ni itejade iroyin wiwo§

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The Project

Weekly newspaper supplement about architecture

Graphic Design
culture, editorial design, featured, motion graphics, project management, screen, video.

VIDEO

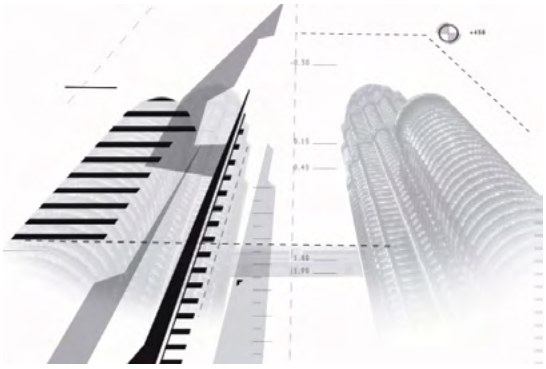
Motion graphics with the visual elements of the original layout and photography to "express visually the ideas that pass through the mind of an architect or constructor".

I produced a short motion-graphics animation for the weekly newspaper supplement about architecture "El Proyecto" (The Project). Animating the graphic elements of the original layout and photography to "express visually the ideas that pass through the mind of an architect or constructor". That was the main concept for this work.

Composed, animated in After Effects and edited in Premiere, with pre-production work in InDesign, Photoshop and Illustrator to set up the graphics for the video composition ready to animate the original graphics of the printed newspaper supplement.

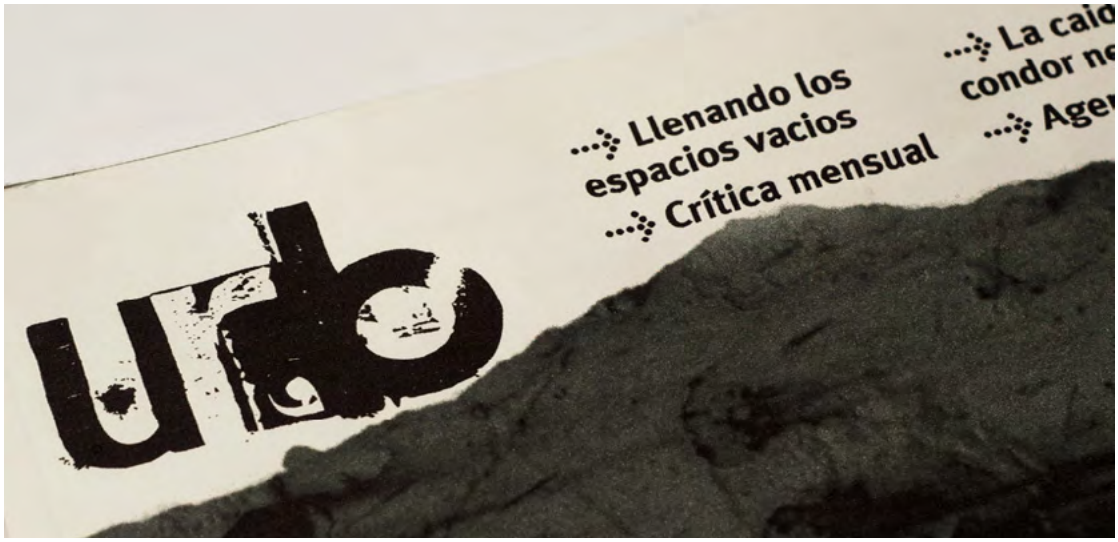
The buildings and the architectural design appears vividly during the short animation using technical drawing symbols,and CAD architectural drawing. All this visuals were based in the original graphical elements of the supplement layout.
An animated 3D model of the weekly newspaper supplement was also showed in the motion-graphics together with a final animation of the graphic brand (logo), as an outro.

The video achieves a dynamic yet powerful visual dialogue between the ideas, the architecture design, and the editorial concept; with only the usage of the original graphics of the printed newspaper supplement, without need of extra production costs.



Urb

Society and culture in the urban lively space



Graphic Design
branding, culture, editorial design, featured, information design, photography, print, production management, project management, readability.

The space and the time for an independent periodical publication with the posibility to experiment a visual approach impossible to think in other types of editioned publications.

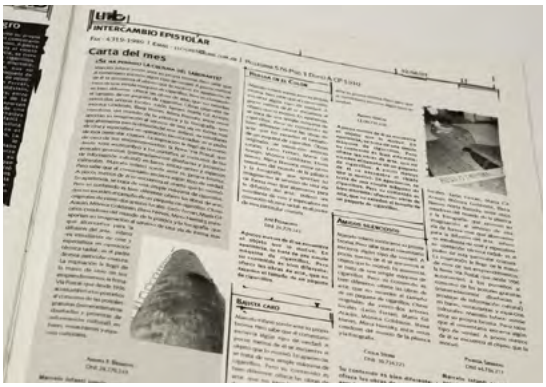
Urb was an independent periodical publication circulated in Buenos Aires from year 2000 to 2003. Printed at low cost discussed cultural topics with a strong liberal and urban view. It break through the 2001 Argentine social crisis thanks to be a self-managed publishing.

The contents covered from neighbourhood news to nation politics topics. Music, cinema and literary reviews. It had a monthly calendar of independent events and a important letters to the editor section, fed by the social concerns of that time.

I made the editorial design and the layout of the publication's last stage, also the mock-ups and pre-press. The layout must be related visually to the intransigent terms that the editor set. For that I made modular grungy lines, bullets and dingbats to guide the hierarchy of the elements in the page and the different levels of reading.

The principal story of each number always get a custom graphic treatment to visually boost the topic.

The work ambience enables me to experiment a graphic approach impossible to do in other types of publications, for example the use of experimental typography. The text always keeped a good readability and legibility.



Te despertaste hoy para encontrarte en otro lugar

Photobook and interactive visual narration

Graphic Design
Photography
culture, editorial design, exhibition, featured, interactive design, photography, print, production management, project management, screen.

PORTFOLIO

INTERACTIVE MAC

INTERACTIVE PC

An elaborate visual narration for my first solo photography exhibition along a printed photobook and a multi-platform interactive photo gallery CD.

I made this book and interactive CD for my first individual photo exhibition: "*Te despertaste hoy para encontrarte en otro lugar*", (You woke up today and found yourself somewhere else) I used macro photography to show what is beyond human visual perception, a more abstract and surrealistic sphere of the elements cohabiting with us.

In the printed photobook, I included the visitors' feedback. I produced and edited dark ambient sounds catching visitors' senses in a suspense and abstraction atmosphere.

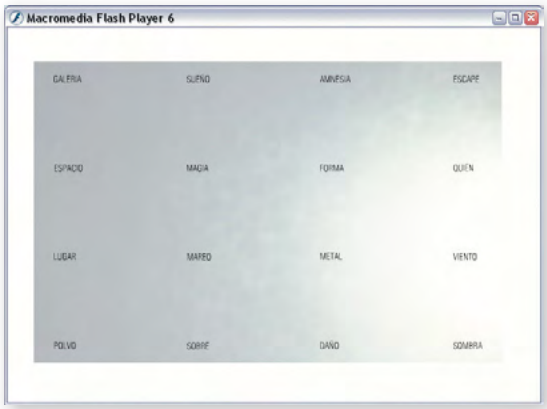
With the editorial photo-book and the interactive CD (both for Mac and PC), I proposed a visual dialog empowering the photographic experience. With such techniques, I showed an abstract level of the elements that coexist in our daily lives.

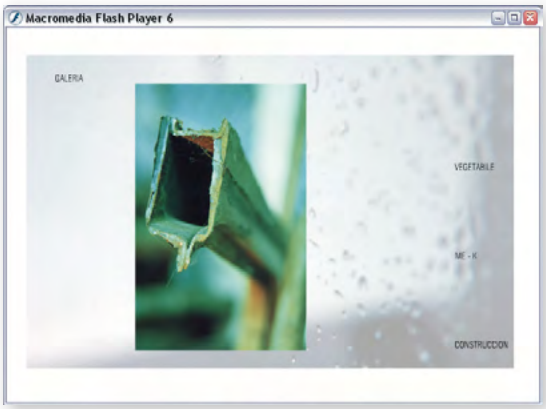
Some small type sized words related to the target concept were disseminated both on pages and on screens. This enabled to strictly control the visual story and navigation through it, apart from bringing consistency.

PORTFOLIO

INTERACTIVE MAC

INTERACTIVE PC





Calligraphy book

The paths following the design of a calligraphy alphabet

Calligraphy
alphabet, calligraphy, culture, featured, research.

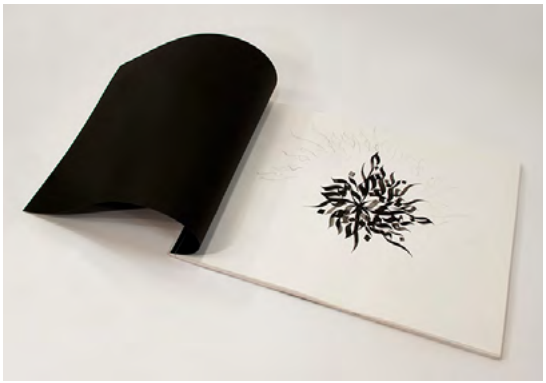
With expressive strokes this alphabet has been designed using custom broad edge nibs that I specially made for this calligraphy combining different writing tools.

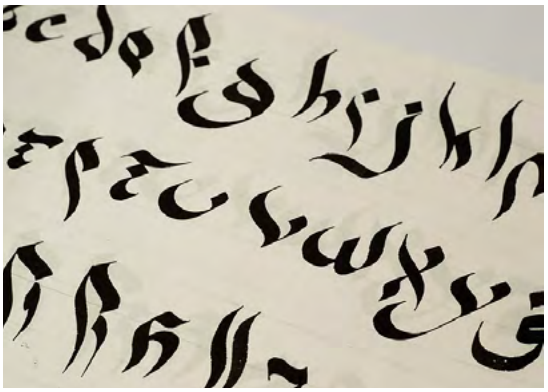
This is a book containing the development of a calligraphy alphabet, 297 mm x 420 mm (8.3 in x 11.7 in), 38 pages. Created using different types of paper, tools, handmade inks, and manually bound.

Every time I do some calligraphy work, I make a book to show the process stages. This serves as a portfolio and also for reference.
It contains notes about the construction of signs, ductus, tools, materials, etc. It also has calligraphy samples in several means and tools.

With expressive strokes this alphabet has been designed using custom broad edge nibs that I specially made for this calligraphy combining metal, plastic and wood broad edge writing tools. In a deeper level of analysis I can say that this alphabet has a skeleton with long ascenders and descenders, this allows me to do ligatures, swashes and wide final flourishes if I want to.

The pen angle is near 90º degrees this creates contrast when the broad and thin strokes connects. Usually the weight is heavy and the glyphs are made with few ductus.





Rutas al viento

Wandering forward aimlessly

Graphic Design
branding, culture, motion graphics, photography, production management, project management, screen, shooting, video, web design.

VIDEO

Roads to the wind was a collection of travel journals and maps that later became a travel blog before I leave for travelling as a digital nomad around the world.

"*Rutas al viento*" (Roads to the wind) is a personal project I have been carrying out since 2006. Originally, it was a collection of travel journals and maps that later became a travel blog before I leave for travelling around the world for some months.

I write travel stories, providing elaborate content and not just the typical travel blog. Either by plane or hitchhiking, from the setting sun at Valparaíso port to the coast of the Andaman Sea. From the southern and windy Patagonian desert to the icy North Sea. I prepare video or audio interviews based on situations and characters we encounter on the road.

The site has stories with text and pictures, but also articles with audio streaming, videos, photo galleries, a custom search engine and a site map. It also has a virtual fair selling the limited edition products I design and we produce: writing pads, notepads, almanacs, calendars, postcards, bookmarkers, cards, and also limited printings of the pictures I take while travelling.

On the back-end, the SEO and server cache are optimized for quicker navigation, reduced bandwith and better performance. The web design is responsive. For the videos I made the edition and a brand animation as an intro/outro.

Empleada

A font for better forms design

Type Design
alphabet, featured, print, production management, project management, readability, research, screen, type design, typography.

A font that can be useful to the form designer providing better legibility in adverse quality production conditions and live with extra typographic elements.

The purpose of this font is to serve form designers while making them more legible, thus helping potential users.

With Lea Àgreda, we have noticed that the forms we analyzed were not user friendly but confusing, with chaotic structures. For this reason we aim to solve these problems by designing a typography that can survive and live with extra typographic elements, thus improving multiple reading levels.

We wanted to use custom terminals to differentiate ambiguous characters. But sometimes marking such difference was detrimental to a font family. This caused us some color and size related issues.

To slightly differentiate the external curve from the interior curve is useful to solve some stroke and structure related problems.

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12/14.4
El cadáver de Wamba, rey godo de España, fue exhumado y trasladado en una caja de zinc que pesó un kilo. El viejo Señor Gómez pedía queso, kiwi y habas, pero le ha tocado un saxofón. El veloz murciélago hindú comía feliz cardillo y kiwi.

10/12
El cadáver de Wamba, rey godo de España, fue exhumado y trasladado en una caja de zinc que pesó un kilo. El viejo Señor Gómez pedía queso, kiwi y habas, pero le ha tocado un saxofón. El veloz murciélago hindú comía feliz cardillo y kiwi. La cigüeña tocaba el saxofón detrás del palenque de paja. Jovencillo emponzoñado de whisky: ¡qué figurota exhibe!

9/10.8
El cadáver de Wamba, rey godo de España, fue exhumado y trasladado en una caja de zinc que pesó un kilo. El viejo Señor Gómez pedía queso, kiwi y habas, pero le ha tocado un saxofón. El veloz murciélago hindú comía feliz cardillo y kiwi. La cigüeña tocaba el saxofón detrás del palenque de paja. Jovencillo emponzoñado de whisky: ¡qué figurota exhibe! Mago que ve todo, bañe la faz, increpe, exija viña. Me extraña Snark que siga con fobia.

8/9.6
El cadáver de Wamba, rey godo de España, fue exhumado y trasladado en una caja de zinc que pesó un kilo. El viejo Señor Gómez pedía queso, kiwi y habas, pero le ha tocado un saxofón. El veloz murciélago hindú comía feliz cardillo y kiwi.

7/8.4
El cadáver de Wamba, rey godo de España, fue exhumado y trasladado en una caja de zinc que pesó un kilo. El viejo Señor Gómez pedía queso, kiwi y habas, pero le ha tocado un saxofón. El veloz murciélago hindú comía feliz cardillo y kiwi. La cigüeña tocaba el saxofón detrás del palenque de paja. Jovencillo emponzoñado de whisky.

6/7.2
El cadáver de Wamba, rey godo de España, fue exhumado y trasladado en una caja de zinc que pesó un kilo. El viejo Señor Gómez pedía queso, kiwi y habas, pero le ha tocado un saxofón. El veloz murciélago hindú comía feliz cardillo y kiwi. La cigüeña tocaba el saxofón detrás del palenque de paja. Jovencillo emponzoñado de whisky: ¡qué figurota exhibe! Mago que ve todo, bañe la faz, increpe, exija viña. Me extraña Snark que siga con fobia.

de aquellos

Hva skjedde?. Å, ingenting

åskådliggöra

Oracle

Trifold brochure

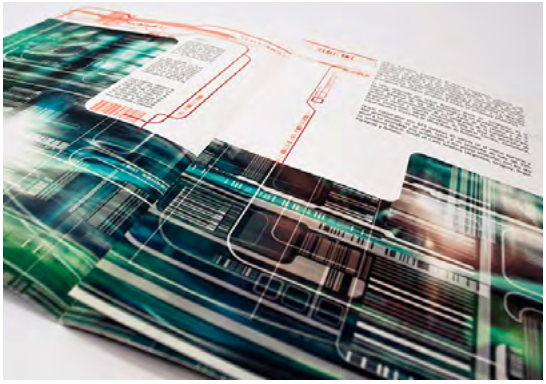
Graphic Design
editorial design, print, project management, readability, services.

Editorial design of a trifold brochure, illustrated with striking vectorial visuals for Oracle's object-oriented databases: CRM, SMC and data warehouse services.

Oracle Corporation is a multinational software company engaged in developing databases and hardware for companies; it is only surpassed in size by Microsoft.

I developed the editorial design of a trifold brochure for their object-oriented databases: CRM, SCM and data warehouse. Although the brochure consisted in a short list of services, all the technological aspects acted as triggers for the images and layering of vector illustrations included, while using the black and red corporate colors.

The cool color palette and the use of illustrations created the visual impact desired by the client without using full reds. The reading was guided by the column grid and the white space.



Industrial faith

Create a visual experience related to the industrial music

Graphic Design
3D, culture, editorial design, featured, packaging, photography, print, project management.

The visual language work triggers situations exploring the industrial aesthetics pathways, showing the countercultural complexity of the different genres.

Graphic design for an industrial music CD collection for artists such as Laibach, KMFDM, 16 volt, Ministry, Nine inch nails. The design included the booklet, CD graphics, the cover and the back cover.

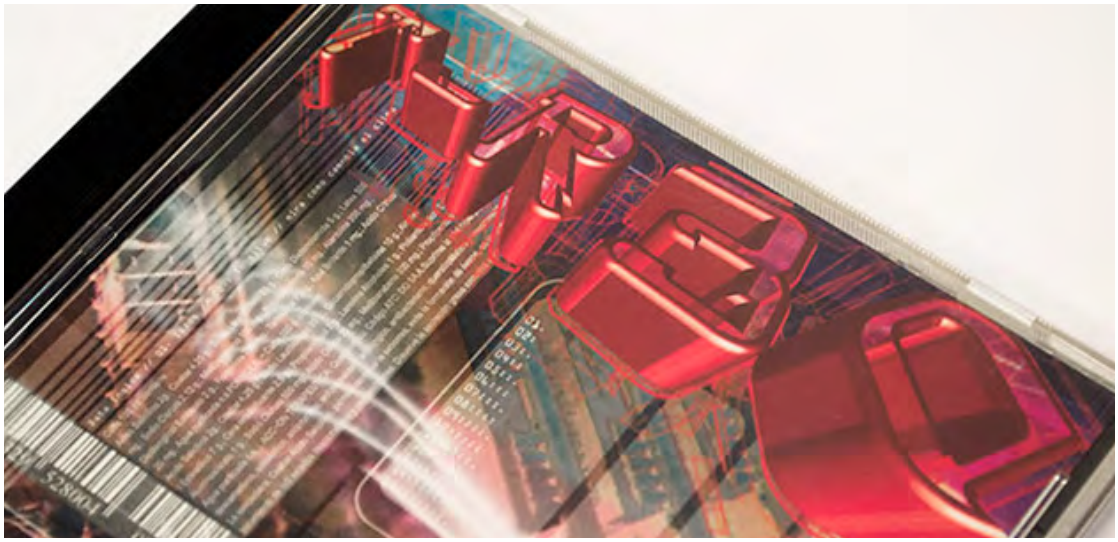
The booklet contains the full lyrics and data on the artists of each volume of the collection.

The visual system and typography is kept for each volume but colors vary for better identification of each collection.

The visual language work triggers situations exploring the industrial aesthetics pathways, showing the countercultural complexity of the different genres in general other than highlighting some in particular.

T-REO

Totally Culprit, packaging graphics



Graphic Design
3D, branding, culture, packaging, print, production management, project management.

Packaging graphics for a single released by a nü metal studio group having influence from electronic music, called "T-REO" (Totally Culprit, *Totalmente Reo*).

I made the packaging graphics for a single released by a nü metal studio group having influence from electronic music, called "T-REO" (Totally Culprit, *Totalmente Reo*).

Members include Roberto Trucco, drums, keyboard and samplers, and David Malsenido, voice, guitar and bass. They are former members of trash metal bands from the 80s and 90s such as "*Loco Ozzy*" and "*Neurona*". The single contains two tracks produced at a recording studio: "*In situs*" and "*Lazos*".

The design of musical products can be conceptualised and planned with the artists during the recording phase (which is actually advisable). In this particular case, the artists went straight and asked me to design the graphics following the electronic style at that time.

I created a vector 3D logotype as an identifying sign based on the OCR-A typography for optical character recognition. For this project, the artists finally chose some visual art deconstructed in several layers and effects, with references to the visual language used in electronic music at that time.

Desktop wallpapers and posters design

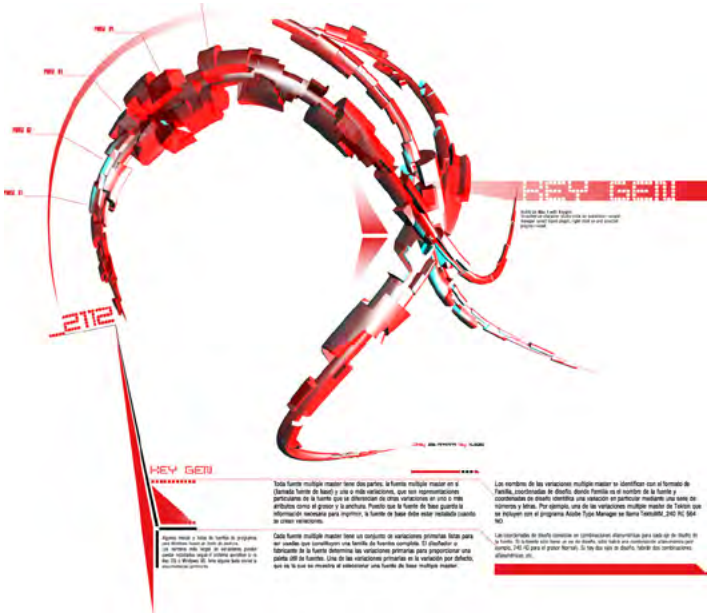
Exploration of visual languages

Graphic Design
3D, featured, photography, screen.

A selection of desktop wallpapers and some posters that I made with mixed techniques or, vector illustration or 3D for diverse purposes, sites, magazines and studios.

This is a selection of desktop wallpapers and some posters that I made with mixed techniques or 3D for diverse purposes, sites, magazines and studios.

I made this set of vector illustrations, and 3D particles systems for different requirements but just for the exploration of visual languages.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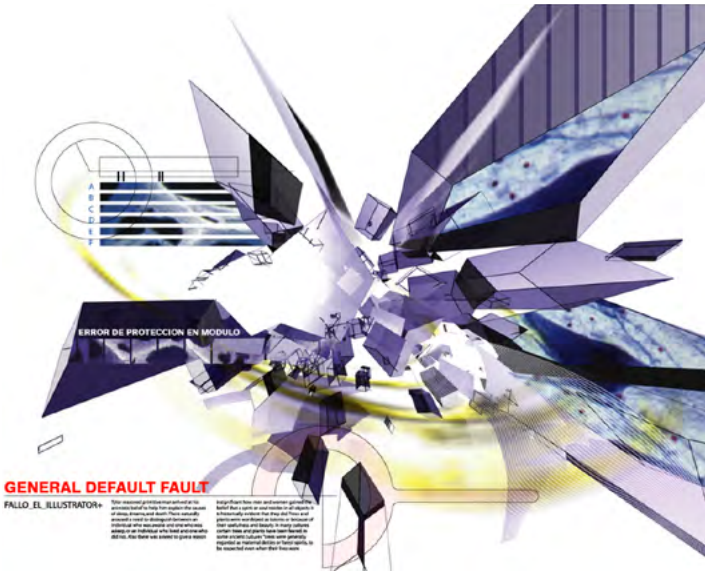
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Enochian magic
an angel in the scrying stone would point to the letters successively, and Kelly would read out the names of the angelic characters. Dee transcribed a version using the Roman alphabet, apparently with the intention of redrawing it in angelic characters at a later date.
The record indicates that at the start of each session a light would fly out of the scrying stone and into Kelly's head; this light was seen by both of them. Once the light entered Kelly, his consciousness was transformed so that he could comprehend the text as he read it. He was firmly

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area

PDU law firm identity

Lawyers willing to listen

Graphic Design
branding, corporate identity design, corporate stationery, print, production management, project management, screen, style manual, web design.

A strong corporate identity focused on human touch and better solving lawsuits in labor law, civil law, social security law and family law.

The law firm Perón D'Uva aims to solve problems using mediation as a quick and affordable alternative for conflict resolution. They intend to avoid the bureaucratic so called "suing culture" arising from legislation and local courts.

I created a strong corporate identity focused on human touch and better solving lawsuits in labor law, civil law, social security law and family law. It was highly important to my client to show that they offered not only legal solutions but also moral and personal support under the slogan "lawyers willing to listen".

The law firm associates wanted to show themselves as a real help, offering shelter from neglect and solutions to different problems.

In addition to the graphic design of printed material and the identifying sign (logo), I designed and programmed their self-manageable website. This enabled to add or comment on court decisions in the different branches of law of their practice. It also effectively served as a virtual point of contact and enabled to gather all of their clients' enquiries in one single place since they work in different administrative divisions.

Globalite

Leave your track around the world

Graphic Design
3D, branding, corporate identity design, corporate stationery, print, production management, project management, prototype, research, services, signage, standards manual.

If you stay at this hotel chain, you will leave your track around the world. Globalite's business plan was focused on low cost hostels for young people.

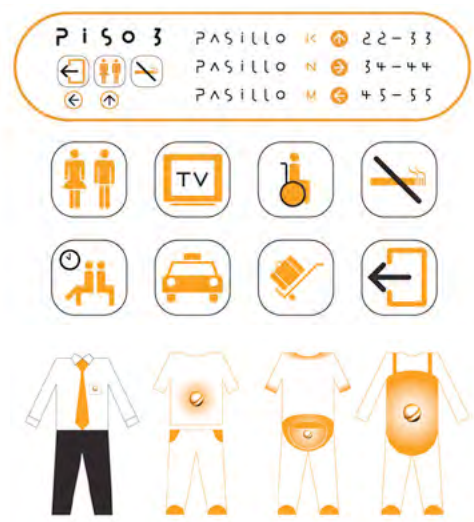
The master concept of this young international travel agency was to show that if you stay at this hotel chain, you will leave your track around the world. Its business plan was focused on low cost hostels for young people (students mostly), conveniently located near top attractions.

I created its logo in 3D and then I vectorized it in such a way that it could take shape and adapt to different materials. In addition, it is simple to be used in all kinds of printings, media, small optical sizes and in several adverse chromatic situations.

The quality of the logo allows to reduce costs as it can be reproduced in almost any form and support. I also prepared the style manual.

The branding process was a huge interdisciplinary effort: graphic design, industrial design, clothing design, information design, landscaping and interior, marketing, sociology, translation and technical assistance. All these disciplines were targeted towards the issues to solve. This was key to obtain the universe of pieces that a hotel chain requires during the testing period in focus groups.

Brand awareness reached high levels after proper analysis. The interdisciplinary team made it possible.



Movements map

Rhizome-book design

Graphic Design
culture, editorial design, print, project management, readability, research, typography.

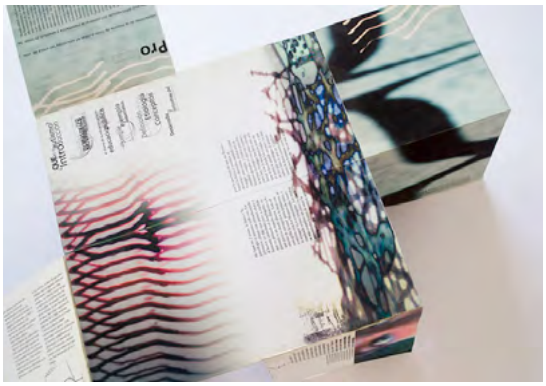
A hypertext physical book that is its own packaging. Each graphic element of this book affects and influences the others and jumps at any point.

A rhizome-book is an editorial piece (printed book) in which the reading and its organizing elements do not follow a linear subordinated hierarchy, as in a regular textbook.

Each graphic element of this book affects and influences the others and jumps at any point. This is the leading concept I projected for this piece in which the order of reading is intended to be open.

All the elements of the editorial design made the reader become interested through texts and illustrations so to achieve full understanding of this syndrome, which otherwise could not have been achieved so easily with a regular textbook.

It was produced for "*Fundación Red de Padres de Niños*" (Organization of Parents of Autistic Children).



Electroshock TV

Music in motion

Graphic Design
branding, corporate identity design, motion graphics, production management, project management, prototype, standards manual.

VIDEO

Based on pertinent visual and communicational aspects, my team stressed the core values of Electroshock: novelty, free-flowing, openness, vibrancy and continuous movement.

Corporate identity, broadcast design and motion graphics for a prototype of electronic music cable channel. Based on the brief, I had to show the dynamism and characteristics of electronic sound by means of colors and graphic resources that identify it. I developed an expression that captures the essence and stereotypes of the intended target.

In this short period of time I had to understand, explore and identify the values of the brand and convey its essence through a very dynamic corporate identity system. Most of the brand applications were developed for the screen.

Working in broadcasting enabled me to produce open brand animations, thanks to the atypical color palette and the morphological resources of the logo.

I coordinated the workflow, both multi-platform and networked, to comply with the schedule and minimize render times, while I supervised the production and kept it going.

The brand communication were achieved effectively. I succeeded in developing an emotional aspect that captured the essence of the music and the stereotypes of the target audience, largely exceeding the goals set in the client brief.

Las Flores city place identity

Paint your town and you will paint the world

Graphic Design
branding, corporate identity design, editorial design, government, infographics, interactive design, print, project management, research, screen, signage, web design.

I gathered a team of architects, graphic designers and industrial designers to carry out a field research study and a careful analysis of several aspects of the city.

The local government of the city of Las Flores hired me to carry out an exhaustive survey for a place identity draft project.

Dealing with such a complex thing like a city required a joint effort with urban planning professionals, both local and from the provincial government. Las Flores is a satellite bedroom town in the third corridor of Buenos Aires urban agglomeration, so some growth related needs had to be taken into account: planned industrial developments, future residential areas, closed gate communities, highways and parks.

All the research done across different months was organized both printed and digitally with photographs, video-shooting, interactive animations, infographics, flowcharts, and 360º panoramic views of key areas and maps.

The research at each stage was oriented towards obtaining master concepts for the global project on urban identity required by the Municipality. Finally, a project overview was presented to the different areas within the municipality to inform the personnel in charge and answer any questions.

Julio Polito – Portfolio
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