

**Sam Rodriguez**

Multimedia Designer

Portfolio 2022

**Print Layout**

A review by Jeff Gerstmann

# THE LEGEND OF ZELDA™ MAJORA'S MASK 3D



Majora's Mask opens shortly after the completion of Ocarina of Time. Link, finally back to his youthful self after defeating Ganon, decides to leave his familiar surroundings in search of adventure. While riding through the forest, his ocarina and his horse are stolen by Skull Kid. Link, of course, gives chase and eventually discovers that Skull Kid, under the influence of Majora's Mask, is planning to cause the moon to crash into the planet's surface—more specifically, the village of Clock Town.

Originally slated to appear on a 64 disk drive add-on, the 64DD, this aside to the main Legend of Zelda storyline eventually made the jump to the N64's standard cartridge format. The idea was to present a new adventure for Link that kept the same basic gameplay and engine elements as the last Zelda game, Ocarina of Time. As a result, Majora's Mask is about as different as you can possibly get without changing the core elements that make it a Zelda game.

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by Skull Kid. Link gives chase and eventually defeats Skull Kid, under the influence of Majora's Mask, is planning to cause the moon to crash into the planet's surface—more specifically, the village of Clock Town. Skull Kid's plan is to stop Skull Kid's evil plan from coming to fruition in the first place. Link has to take a lot more than three days to stop Skull Kid's evil plan from succeeding. That's where the Ocarina of Time comes in. Once you've retrieved it from Skull Kid, playing the song of time warns you back to the beginning of the three day period, allowing you to save your progress and, essentially, take as much time as you need to finish the game. Skipping back in time robs you of certain items, such as money, arrows, and bombs. Also, any progress you've made in any of the game's dungeons is reset, so you must complete a dungeon in one

## Magazine Layout Page

Created with Indesign and Photoshop

A fun project to practice magazine print layout



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### REpetition

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### BALANCE

Balance and symmetry are important design qual-  
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...Contrast and counterpoint are the main tools of  
...composition in asymmetry — large shapes balance  
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### HIERARCHY: DOMINANCE AND EMPHASIS

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...Every hierarchy has a top, important level and a  
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...is the hierarchy.

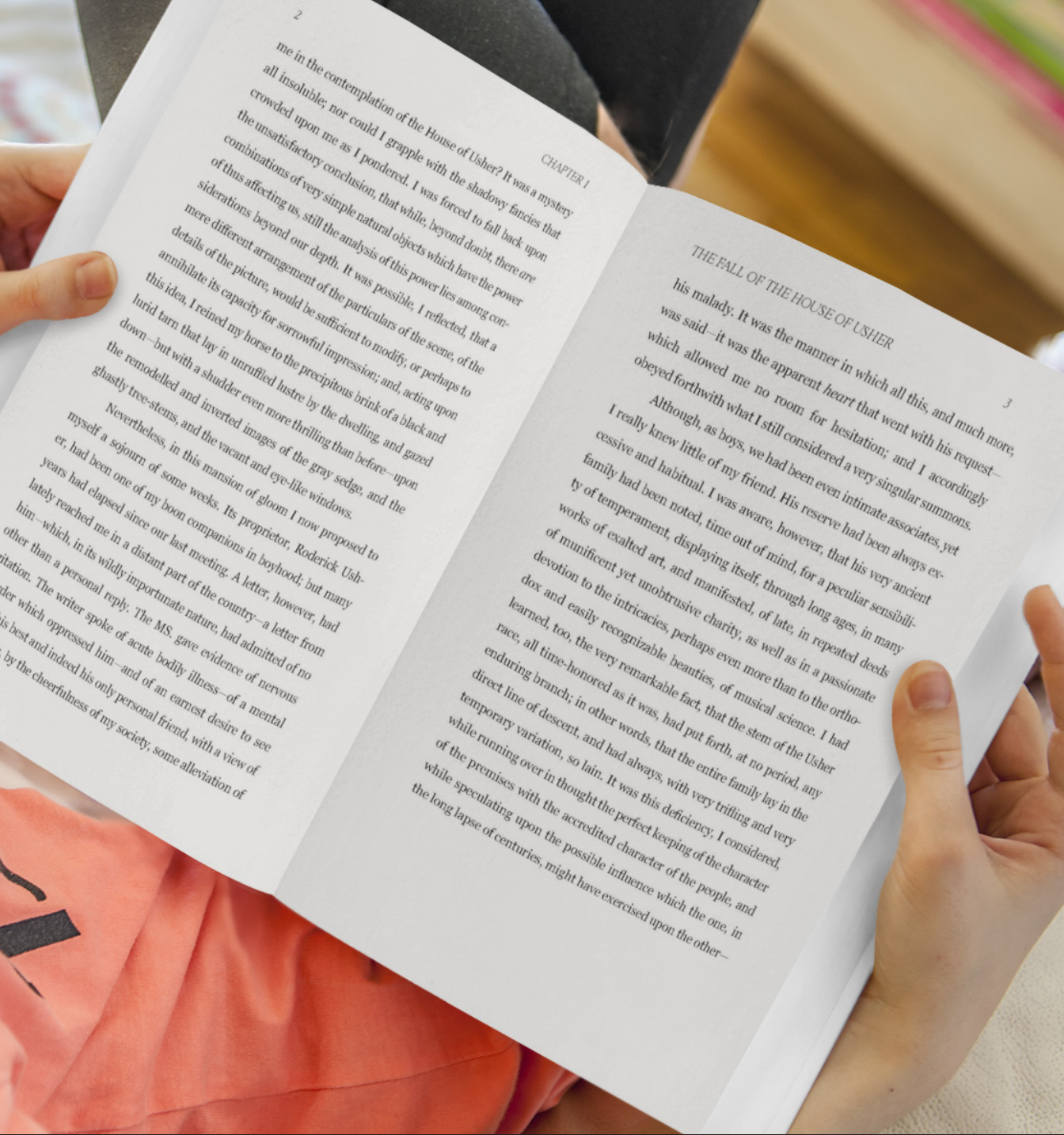
**Graphic design does not always embrace hierarchy. There are some messages that are more suited to visual anarchy and chaos**

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# Creative Article Layout

Created with Indesign and Photoshop

I typeset an article with visual elements, this is one page of a 7 page layout



me in the contemplation of the House of Usher? It was a mystery all insoluble; nor could I grapple with the shadowy fancies that crowded upon me as I pondered. I was forced to fall back upon the unsatisfactory conclusion, that while, beyond doubt, there are combinations of very simple natural objects which have the power of thus affecting us, still the analysis of this power lies among considerations beyond our depth. It was possible, I reflected, that a mere different arrangement of the particulars of the scene, of the details of the picture, would be sufficient to modify, and acting upon this idea, I reined my horse to the precipitous brink of a black and lurid tarn that lay in unruffled lustre by the dwelling, and gazed down—but with a shudder even more thrilling than before—upon the remodelled and inverted images of the gray sedge, and the ghastly tree-stems, and the vacant and eye-like windows.

Nevertheless, in this mansion of gloom I now proposed to myself a sojourn of some weeks. Its proprietor, Roderick Usher, had been one of my boon companions in boyhood; but many years had elapsed since our last meeting. A letter, however, had lately reached me in a distant part of the country—a letter from him—which, in its wildly importunate nature, had admitted of no other than a personal reply. The MS. gave evidence of nervous disorder which oppressed him—and of an earnest desire to see his best and indeed his only personal friend, with a view of alleviating, by the cheerfulness of my society, some alleviation of

THE FALL OF THE HOUSE OF USHER

his malady. It was the manner in which all this, and much more, was said—it was the apparent heart that went with his request—which allowed me no room for hesitation; and I accordingly obeyed forthwith what I still considered a very singular summons.

Although, as boys, we had been even intimate associates, yet I really knew little of my friend. His reserve had been always excessive and habitual. I was aware, however, that his very ancient family had been noted, time out of mind, for a peculiar sensibility of temperament, displaying itself, through long ages, in many works of exalted art, and manifested, of late, in repeated deeds of munificent yet unobtrusive charity, as well as in a passionate devotion to the intricacies, perhaps even more than to the orthodox and easily recognizable beauties, of musical science. I had learned, too, the very remarkable fact, that the stem of the Usher race, all time-honored as it was, had put forth, at no period, any enduring branch; in other words, that the entire family lay in the direct line of descent, and had always, with very trifling and very temporary variation, so lain. It was this deficiency, I considered, while running over in thought the perfect keeping of the character of the premises upon the possible influence which the one, in while speculating upon the accredited character of the people, and the long lapse of centuries, might have exercised upon the other—

# Book Layout

Created with Indesign

An excerpt from creating a book layout

# Logos and Icons



## Robin Johson Logo

Created with hand sketches converted into digital with Illustrator

When reversed the initials "RJ" can be seen



# Cherry City Cakes Icon

Created with Procreate and Adobe Illustrator

Graphic Icon created for use on [Cherrycitycakes.com](https://Cherrycitycakes.com)





# Cherry City Cakes Header Icon

Created with Procreate and Adobe Illustrator

Graphic Icon created for use on [Cherrycitycakes.com](https://Cherrycitycakes.com)



**SRO**Design

## Personal Logo

Created with hand sketches, Procreate, and Adobe Illustrator

My personal logo created by abstracting my initials “SPR”



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CC-BY license  
...Example 1, 2001, page 111  
...Typography, hierarchy, layout design  
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...you are typography  
...Monday, Aug 1, 2011  
...at 1:00 PM  
...Page 1, 2001  
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**Oregon Zoo Icon Set**

Created with Adobe Illustrator

A set of icons created from animals at the Oregon Zoo

# Web Design

Please note some work listed was for school projects and are not for real client use



# Silver Creek Homepage Mockup

Created with Adobe XD

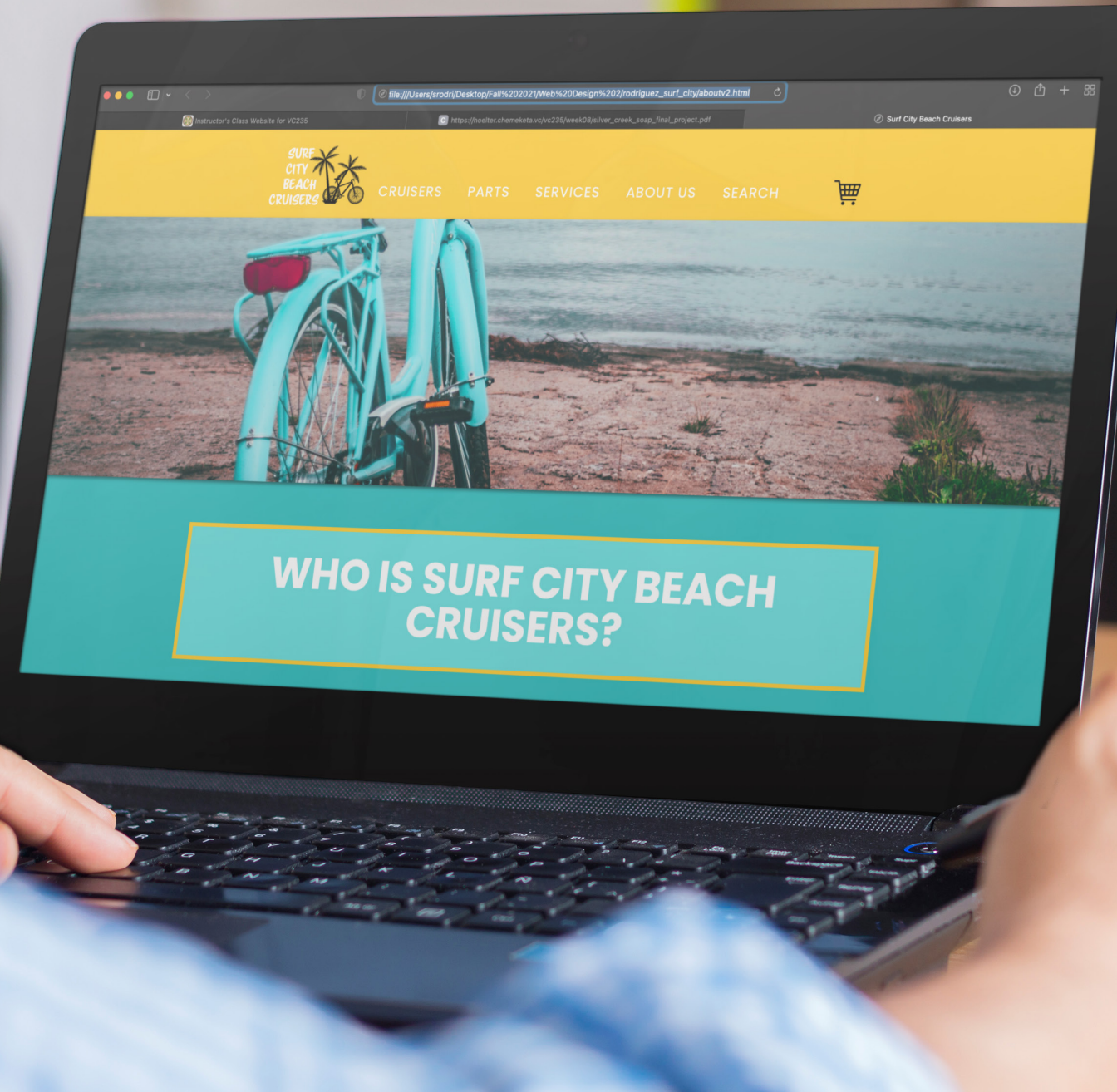
A mockup for Silver Creek Soap Co. Homepage



# Alsea Acres Homepage Mockup

Created with Adobe XD

A mockup for Alsea Acres Homepage



# Website Rebuild and Rebrand

Created with Illustrator, XD, HTML, and CSS

I rebuilt the Surf City Beach Cruisers website and created a brand identity

## Goals and Objectives

Surf City Beach Cruisers sells beach cruisers in store not online. In order to increase foot traffic to the store we will organize the inventory of bikes offered into easy to navigate pages sorted by bike styles and sizes. Since offering discount pricing is a focal point of SCBC the pricing will be included as well. The current site is difficult to navigate as there is a lack of cohesive color palette in use and too much information displayed on each page. We will fix this by creating a well organized and easy to use navigation bar and removing excess information from the homepage and into appropriate page categories. By updating the design of the page to have a more modern aesthetic it will give the users of the page a feel that SCBC is a fresh and modern store with new, quality bike styles.



# Website Rebuild Creative Brief

Created with Indesign

A page of the creative brief written for the Surf City Website project





# Brandy's All City Sweets

VEGAN | GLUTEN FREE



This lovely shop, near Salem's downtown s offers up cupcakes, cookies, smoothies, Ital and more. It's the perfect place to stop in an snack while shopping. The store is beautifull decorated and has a large display case. The c perfect for dining in or taking your treats on t run by Brandy Burgess, a mom to four boys. S her baking career over a decade ago. Looking t custom order? Brandy can help you with that t family run store has been at its new location fo two years. They also offer vegan and gluten free that will tempt everyone with their sweetness. Fo more info visit: [Brandy's All City Sweets Facebook](#)

CAKERIES

Brandy's All City Sweets

VEGAN | GLUTEN FREE



This lovely sh...  
up...  
es, Italian...  
cupcakes, C...

# Cherrycitycakes.com

Created with HTML and CSS

I collaborated with another creator to make Cherrycitycakes.com



# Cherry City Cakes Creative Brief



By Sam Rodriguez & Celeste Liganich  
VC 239

## SUMMARY & POSITIONING

Our core business highlights local bakeries selling cakes and where to find them in the Salem area. The page isn't commerce focused, it is focused on sharing information and helping to support local businesses.

## GOALS & OBJECTIVES

# Cherrycitycakes Creative Brief

Created with HTML and CSS

The creative brief for Cherry City Cakes created as an HTML document

**Photoshop**



# Multiplicity Project

Created with Photoshop

I captured and arranged multiple images of myself into a scene



# Super Project

Created with Photoshop

Seperate images were provided to me that I then arranged into a scene

# Collective Artworks



# A Society

Canvas 18"x24"



# Pickle

Digital painting Procreate app on Ipad





# Alone in the Crowd

Acrylic on canvas 18"x24"



# Ram Skull

Oil on canvas 9"x9"



# Abstract Face

Digital drawing using Procreate App on Ipad



# Sunset Moth in Shadow Box

Created with Insect Mounting and Procreate

I preserved and mounted a sunset moth to a digital background I created