

**CARLOS  
POTES.CA**

**Portfolio, November 2022**

# CONTENTS

Greater Sudbury Chamber of Commerce.....	3
Colossal.....	5
Helping Hands .....	6
AIR: Graduation Show.....	7
Discord.....	8
CC Bursaries App.....	9
Justice for None.....	10
Big Me .....	11
Digital Mine .....	12
Motion Graphics.....	13
2 Frame Punish.....	14
Posters, Postcards & Social Media .....	15

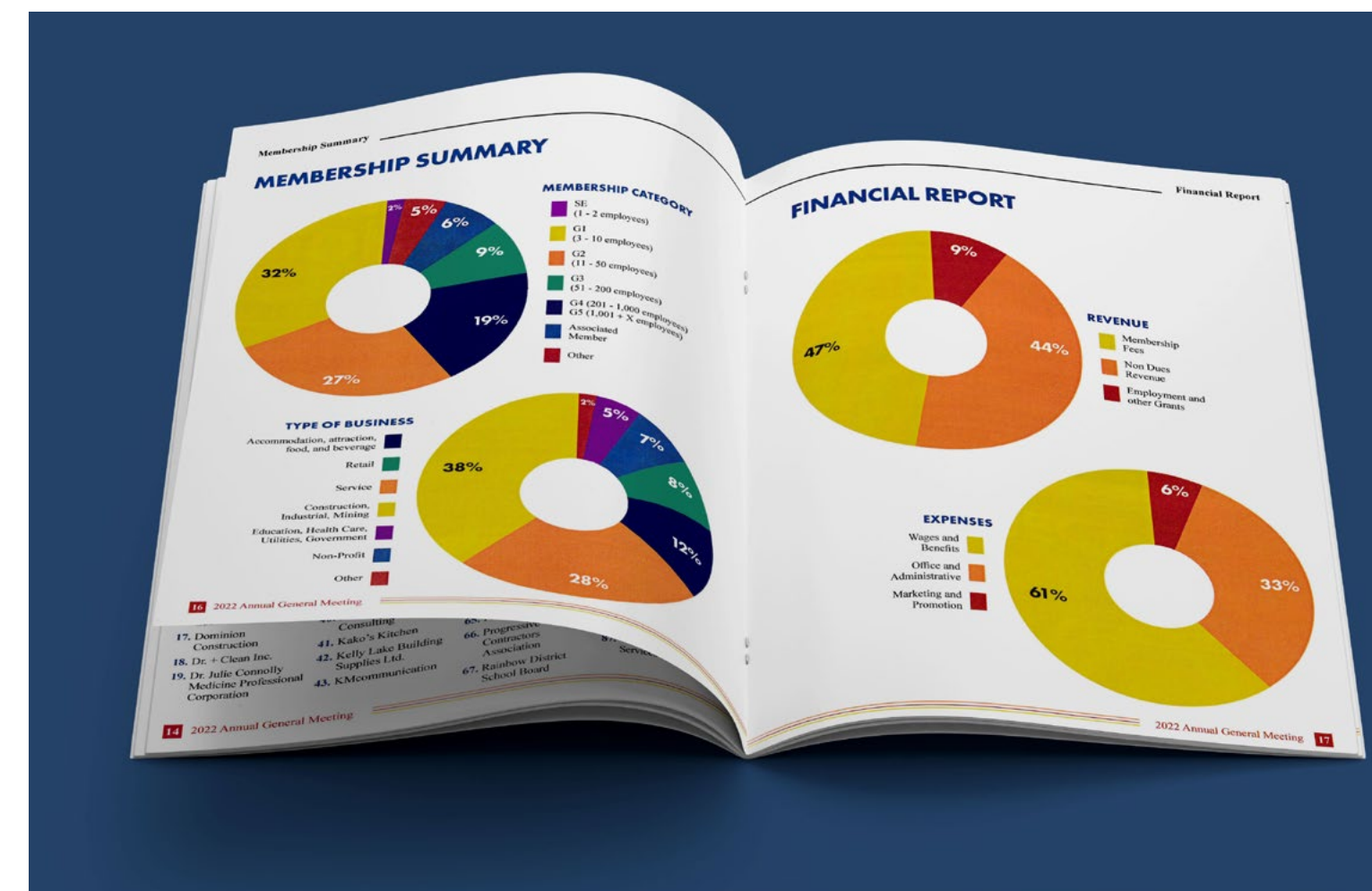
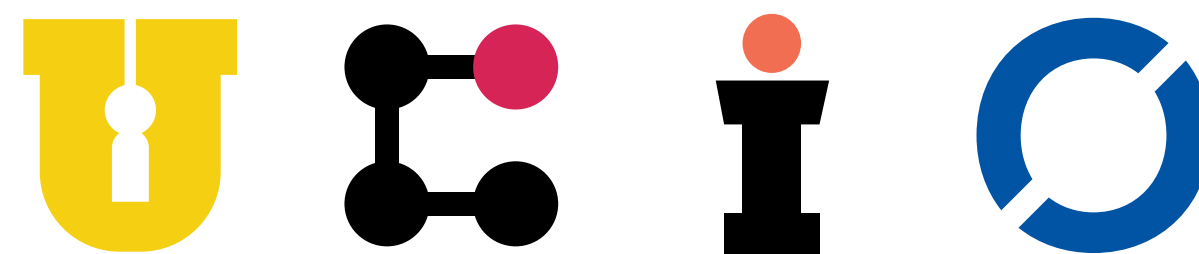
\* This PDF has [hyperlinks](#). Click on them and see the live reference.

# Greater Sudbury Chamber of Commerce

Brand, Events, & Editorial

Worked with the marketing team to create the logos for the 2021 – 2024 Strategic Plan events: [Chamber U Workshops](#), [Chamber Impact](#), and [Chamber Engage](#). As well as the new [Connections newsletter header](#).

Created files ready for printing. Organized more than 90 member logos for the “Featured Member Banners” to display at every event. Designed wayfinding signs and the annual report for the 127th Annual Report for the [Annual General Meeting \(AGM\)](#).





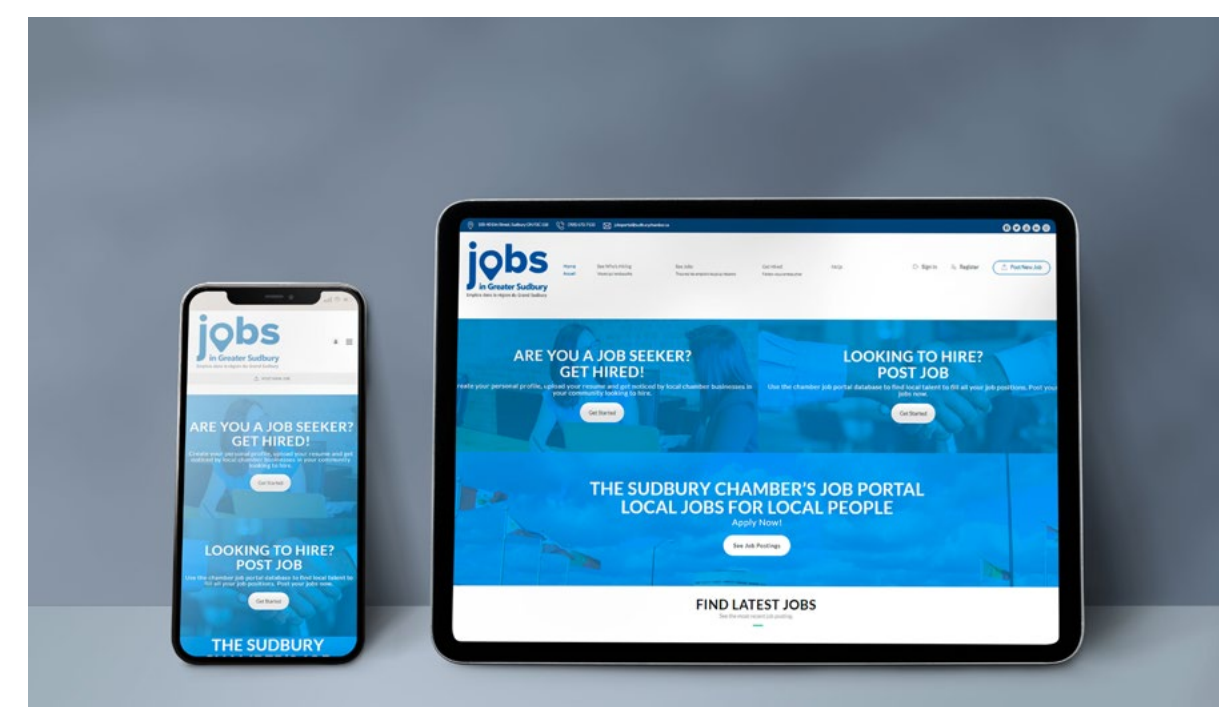
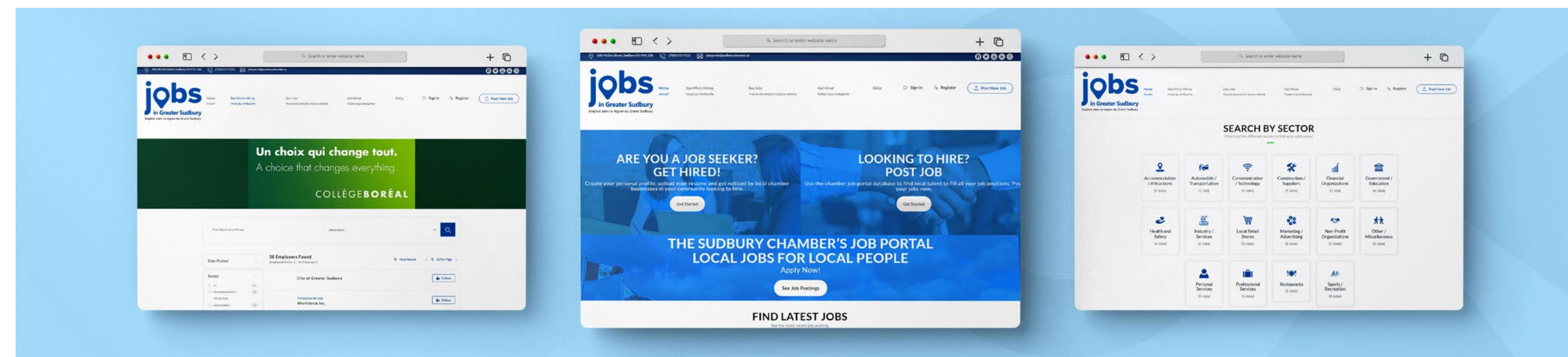
# Greater Sudbury Chamber of Commerce

Web & UI/UX

Contributed to launching the new version of the [Jobs Portal](#) in [September 2022](#). The jobs portal allows members to post job opportunities and jobseekers to locate a new jobs. Created pages and layouts using WordPress, WP Bakery, and HTML.

In August 2022, I helped the Greater Sudbury Chamber of Commerce to update the content, images, links, colours, text, and sections of the main [website](#). Using WordPress and HTML code.

Used MailChimp to create some of the [newsletters](#) sent to members to provide updates regarding upcoming and past events.





**Colossal**  
Brand & Event

Colossal was born from the lack of multicultural events in Sudbury, Ontario. At the festival, people will be able to experience the food, music, dance, energy and happiness from Colombia here in Canada. The brand also reinforces it is spelled COLOmbia.

With Colossal, people will be able to experience the magia and warmth from Colombia in Canada.

Tickets, posters, a landing page, and wristbands will help the brand to reach the audience.





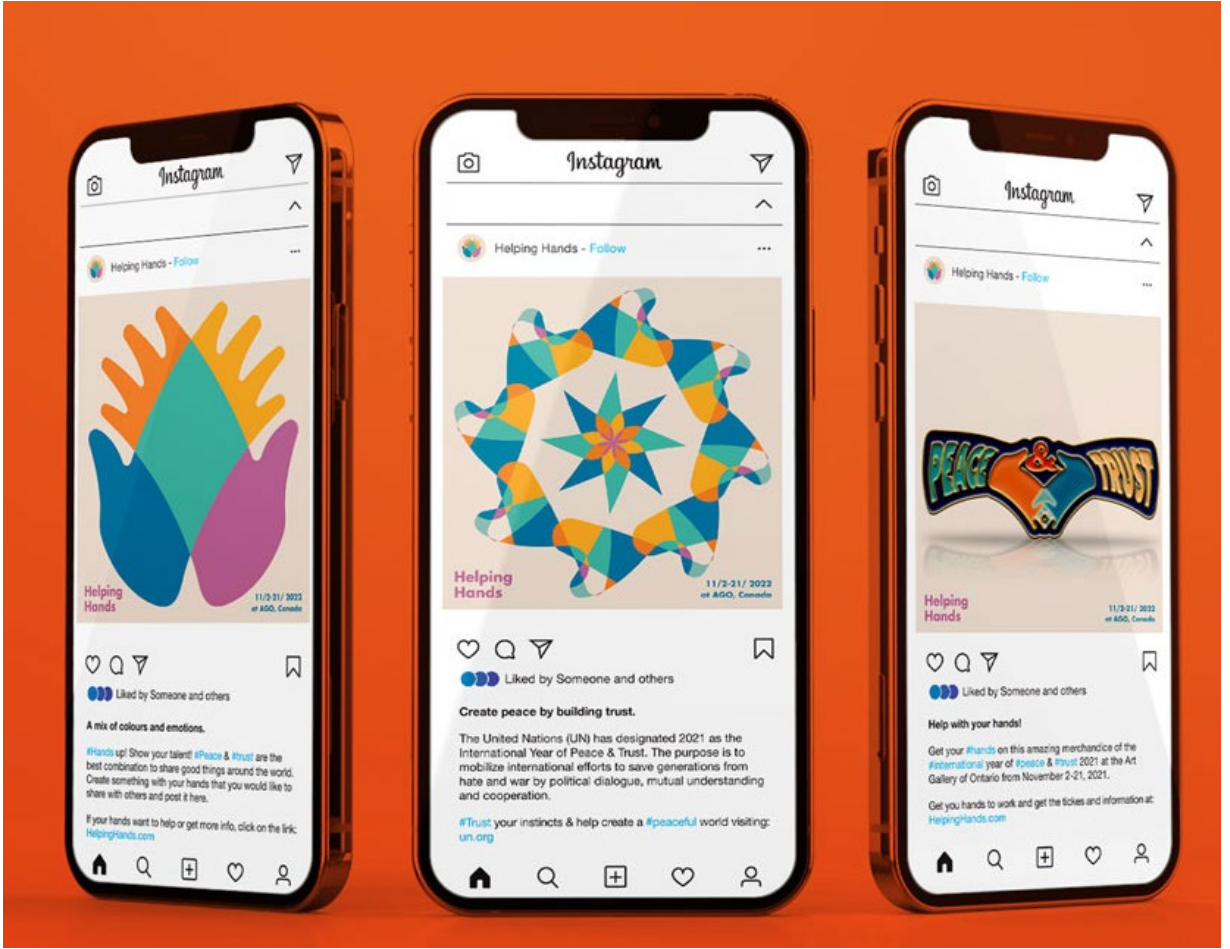
# Helping Hands

## Brand & Event

The United Nations (UN) is committed to settling disputes by peaceful means and saving generations from war. Helping hands is a campaign promoting the International Year of Peace and Trust in 2021. Graphic Design should always be communicating these values.

Commemorative post stands, collectible packages, and way finding are some of the references to the audience and identify how to participate in the event.

Social media campaigns and motion graphics are key factors to catch the audience's attention.





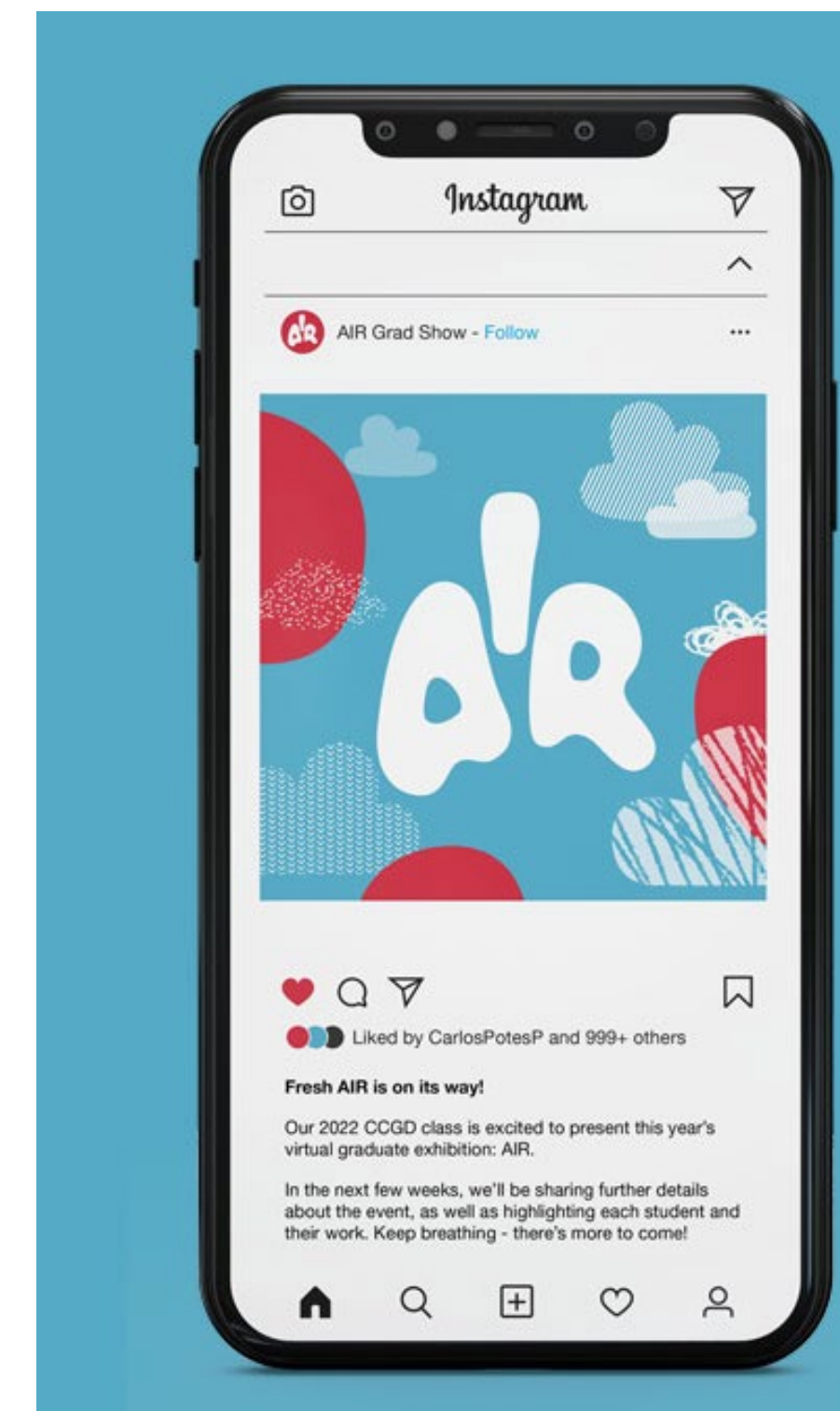
## AIR

### Graduation Show

AIR was the Cambrian College Graphic Design Student's Exhibition grad show in 2022. The event was promoted through social media. T-shirts and stickers were also printed to promote the event.

A countdown video and a logo animation made it possible for the brand to interact with the audience.

[CCGraphicDesign.CA/AIR](https://CCGraphicDesign.CA/AIR)



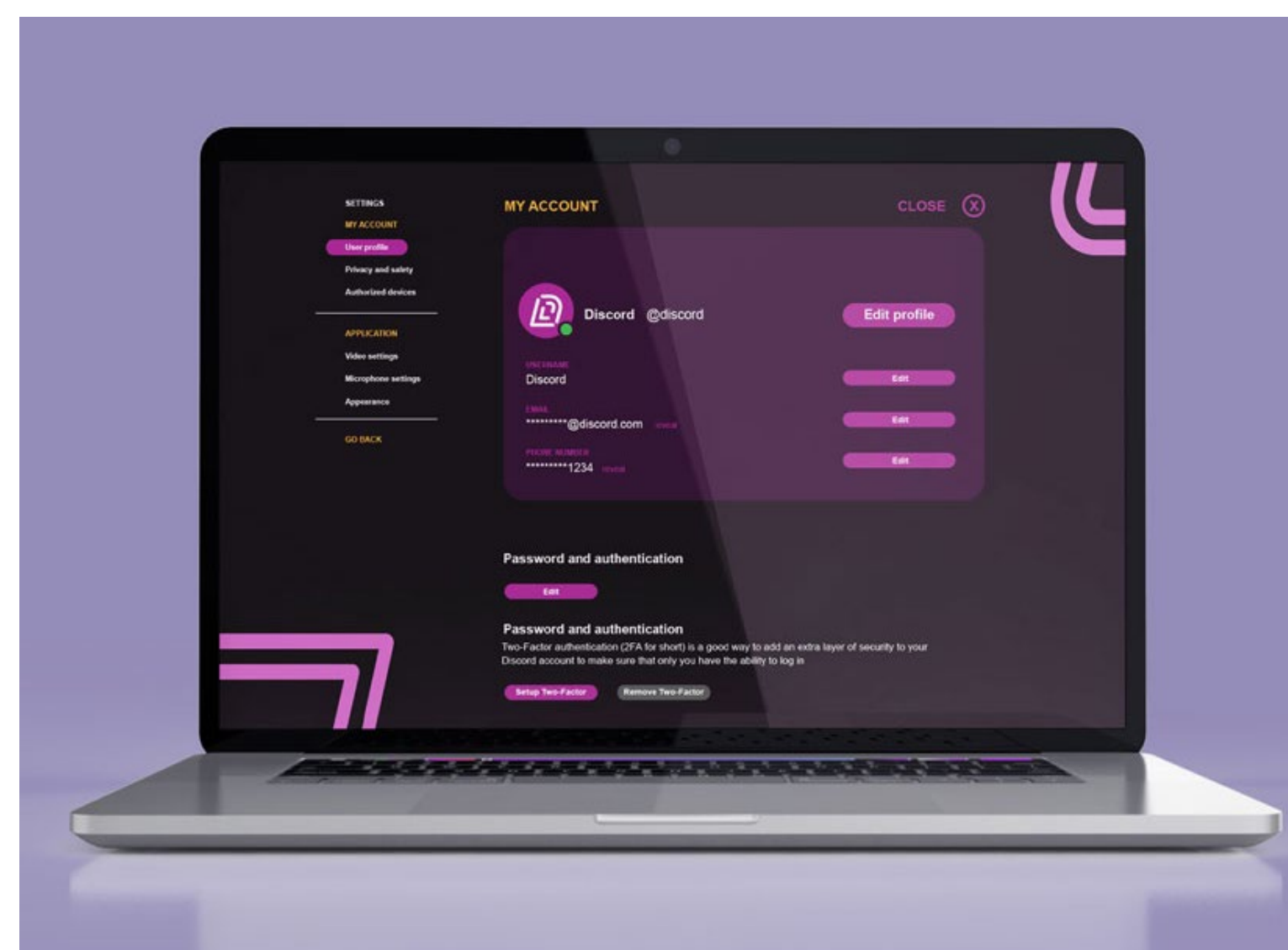
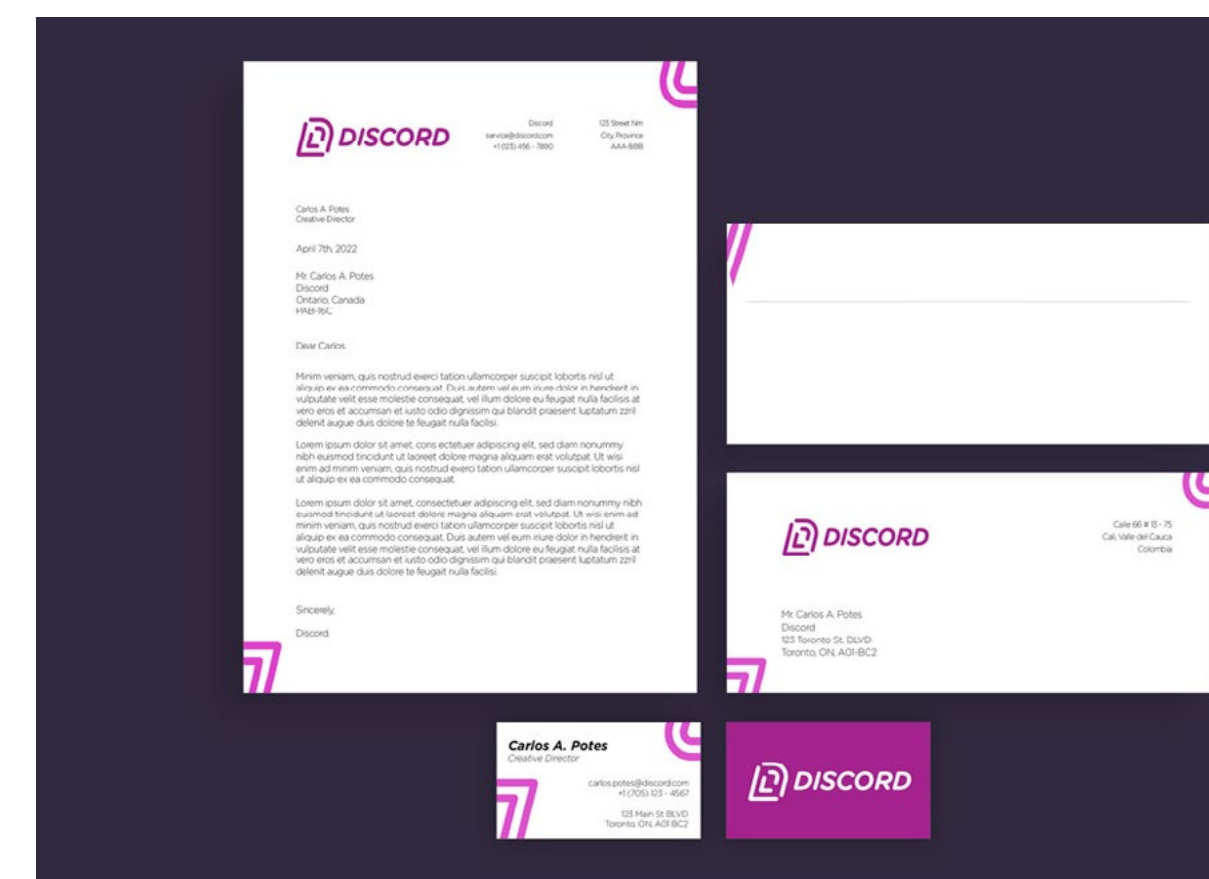
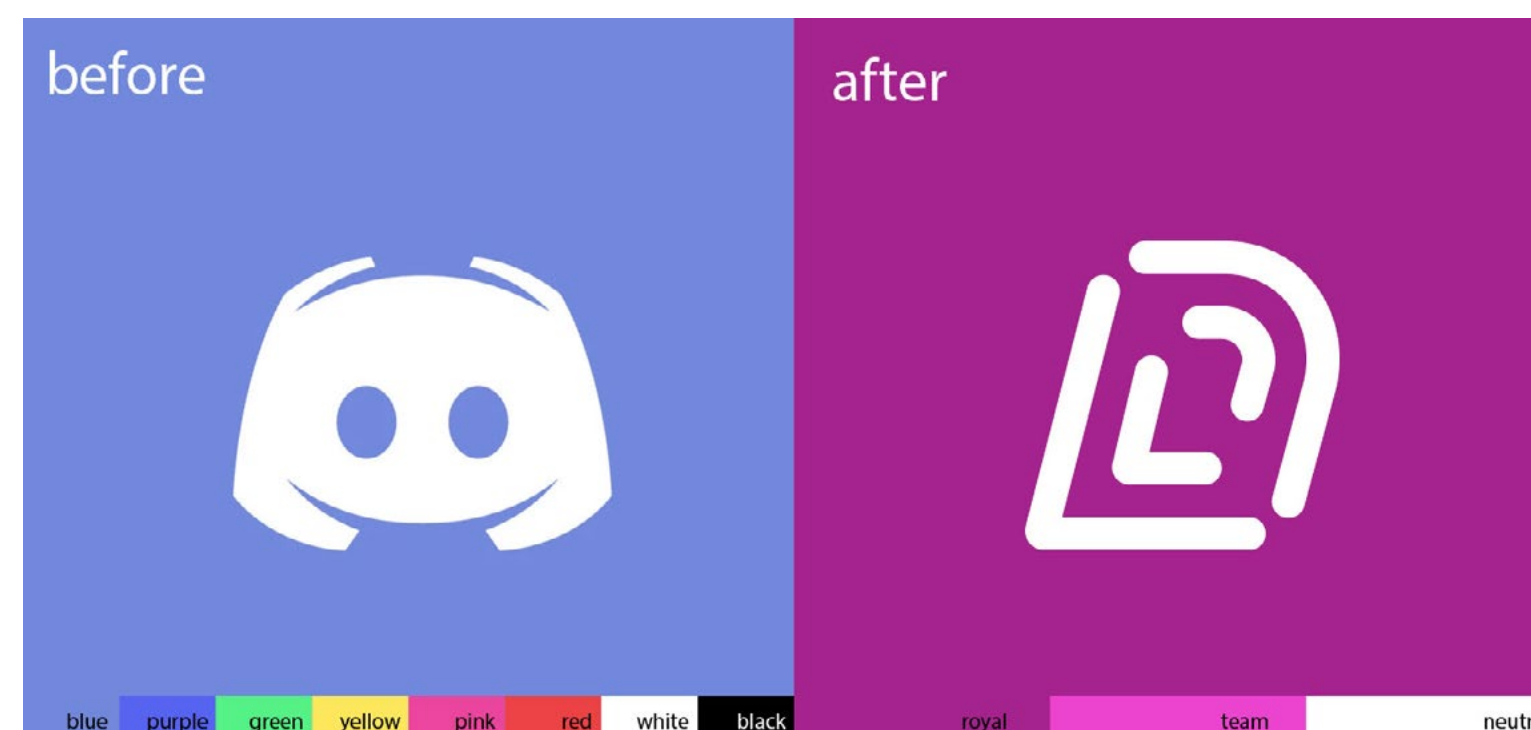
## Discord

Re-brand

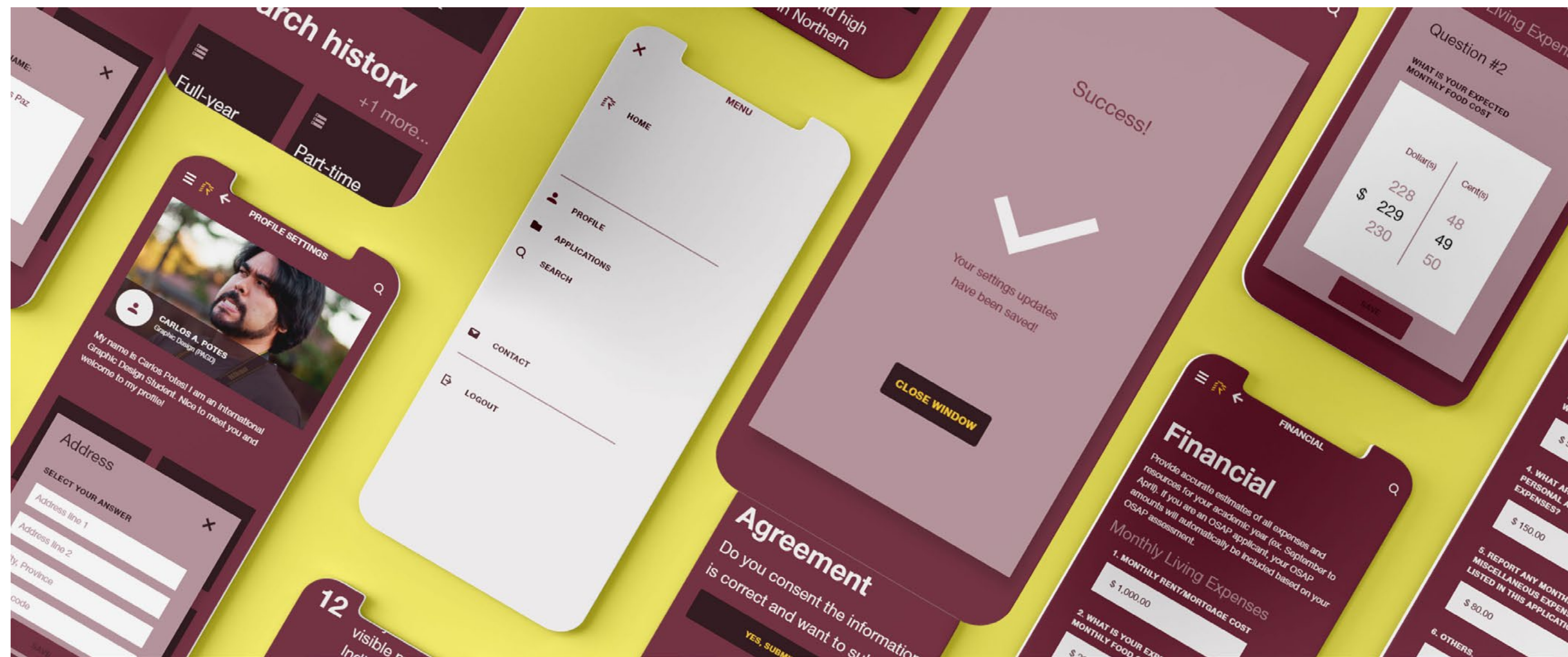
Discord is a platform that connects people around the world by sending video, text, or record messages while playing video games! Brands should be user-friendly and easy to identify. Here is my proposal for a re-brand that will allow the audience to “breathe” much better.

Colours will help to guide the audience to interact much easier with the platform.

The brand can also be display in big formats, like a car for example.





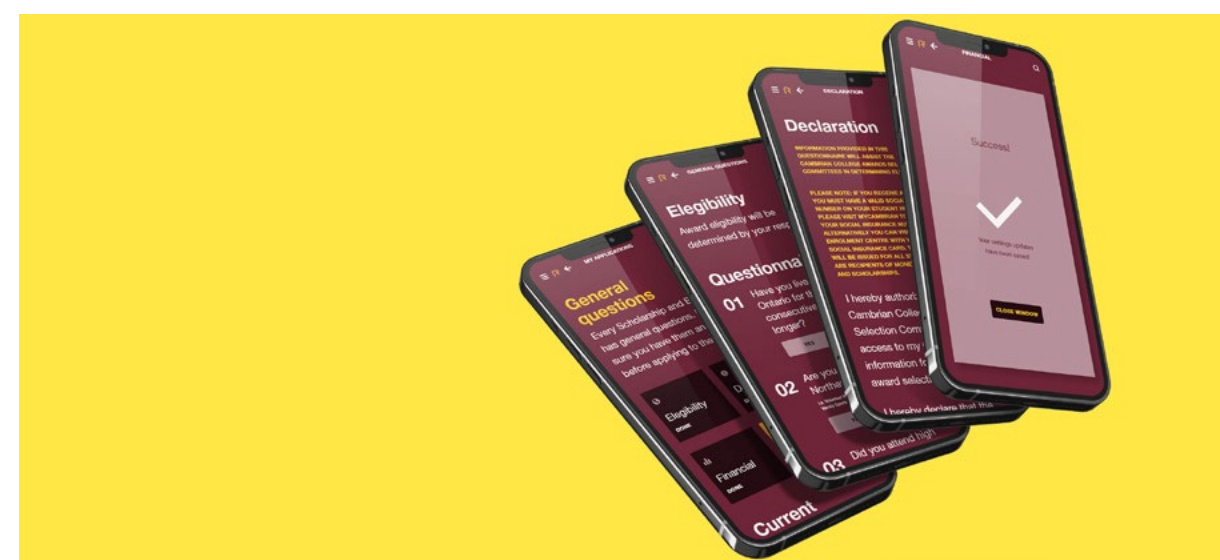
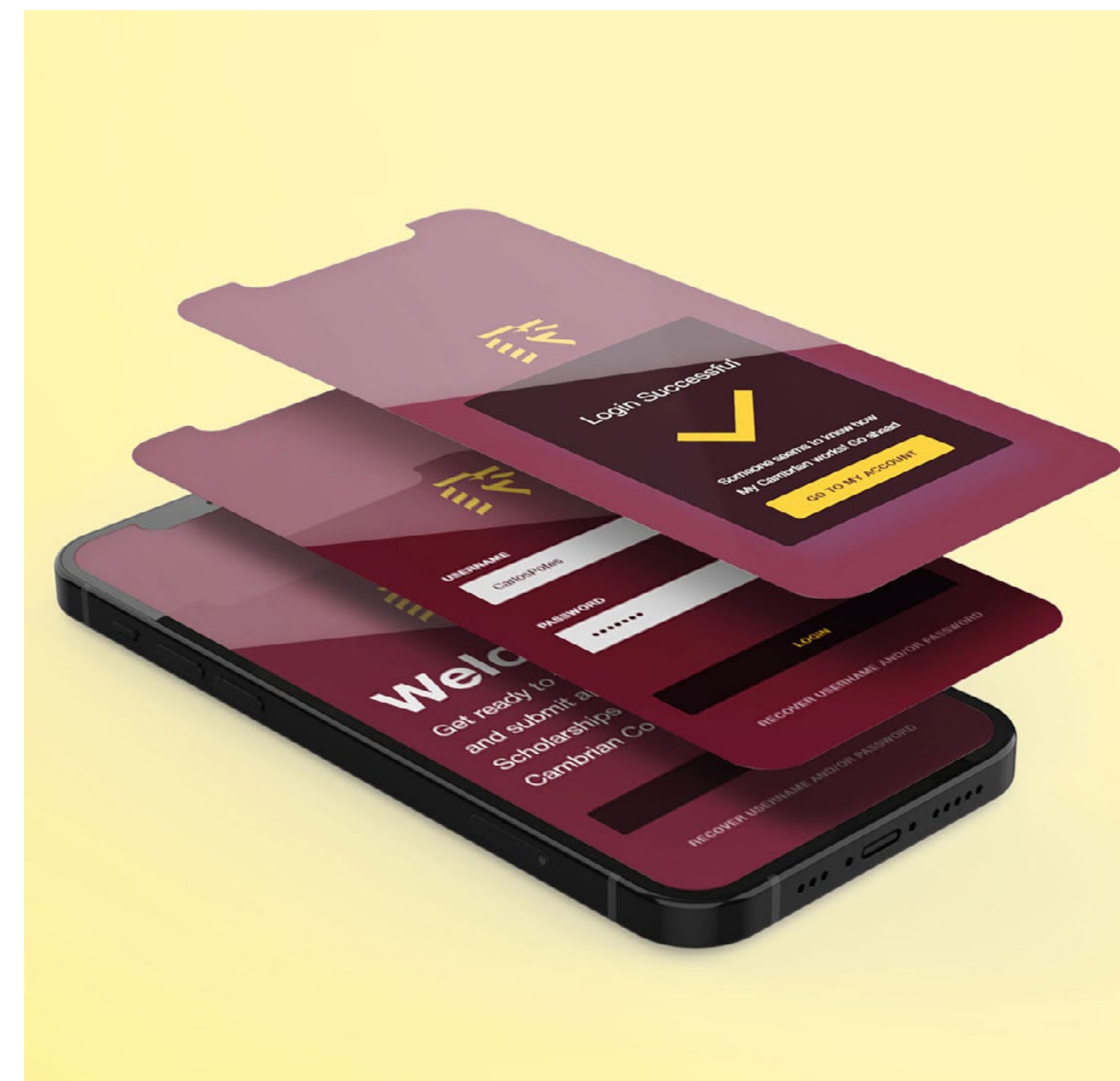
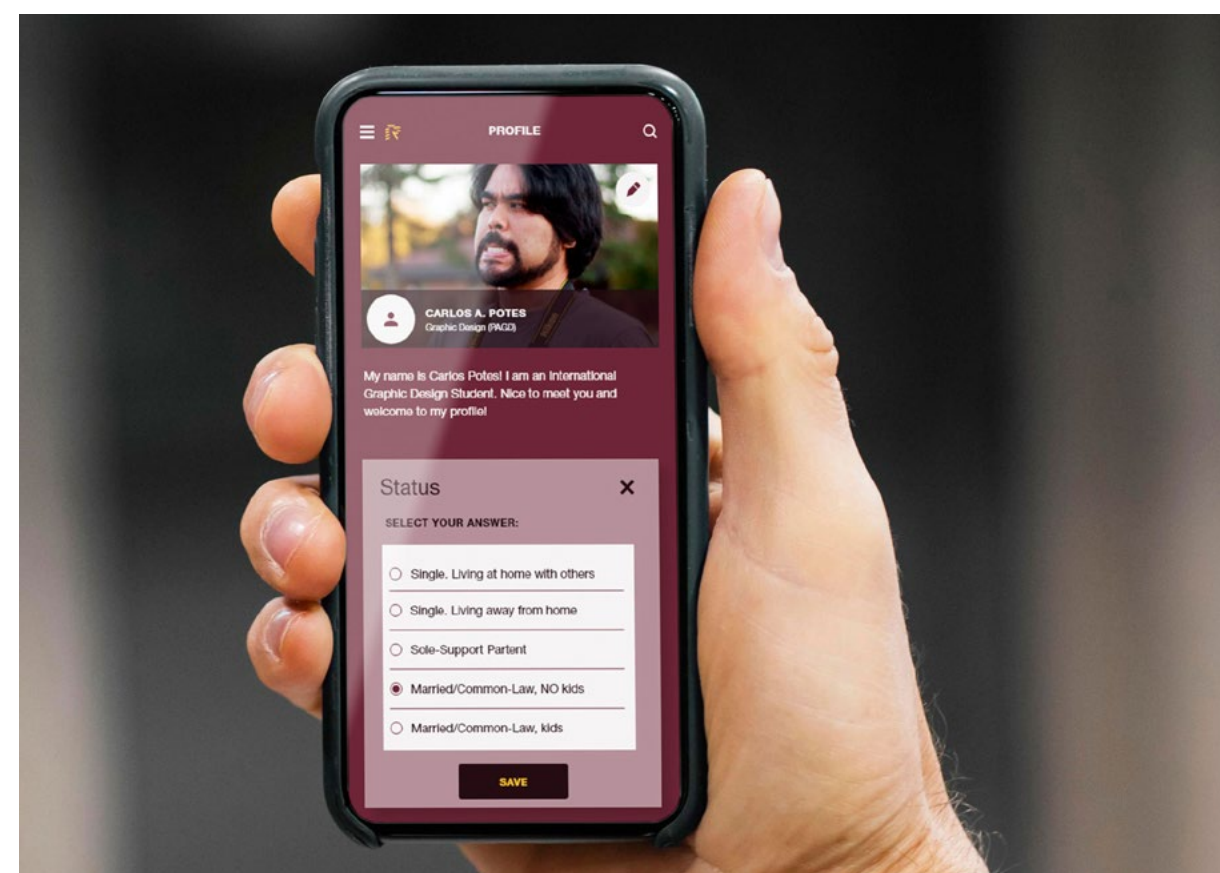


## CC Bursaries App

### App & UI/UX

The CC Bursaries App makes applying for Bursaries and Scholarships fun, easy, and trackable. Now applying is easier than ever. The more user-friendly the more interactions will have because providing solutions is what Graphic Design should always do.

The App is made for Cambrian College students so they can focus on their studies rather than wasting time because of a lack of user-interface experience.



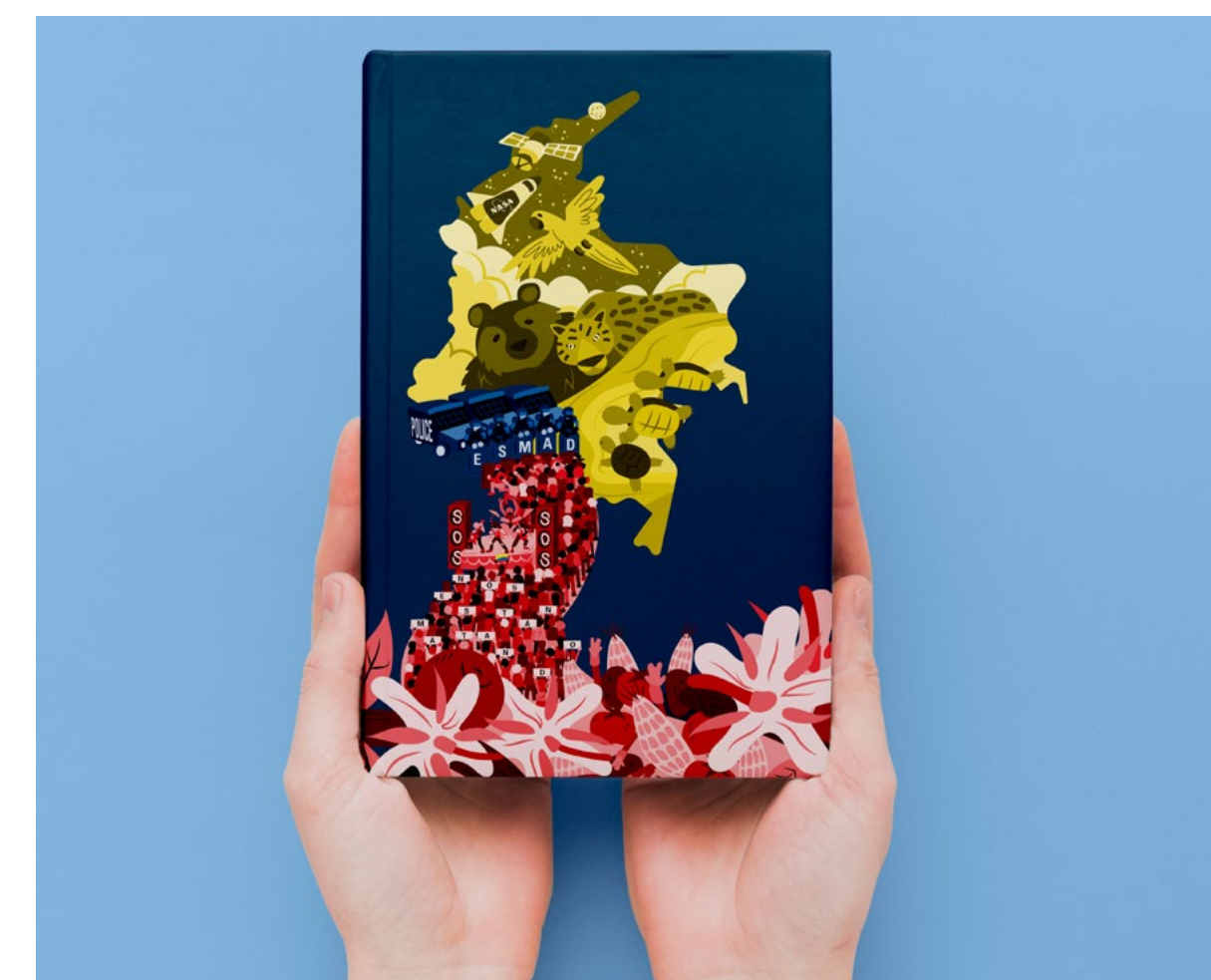
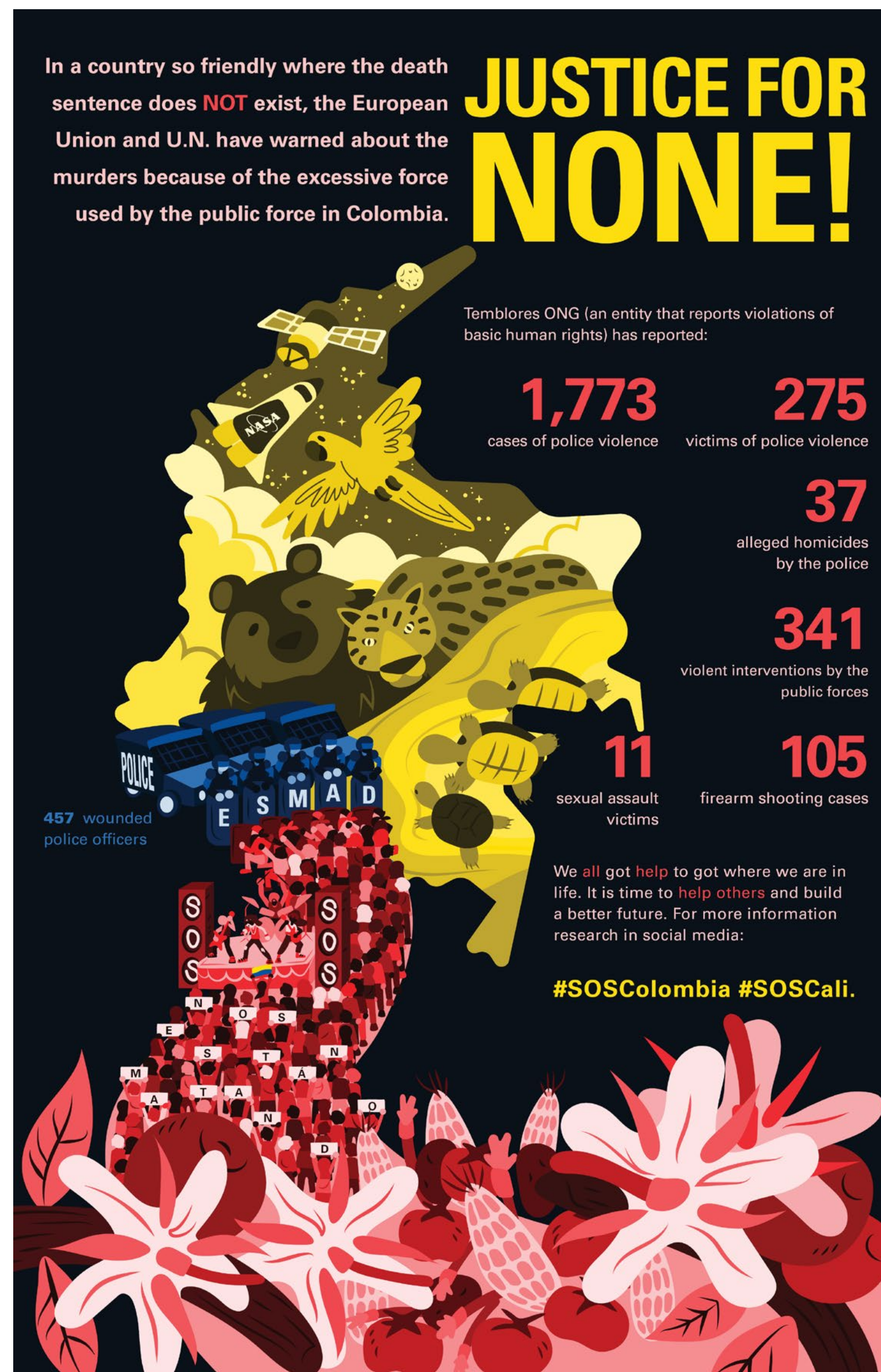
## Justice for None

### Poster & Gifts

Selected poster for [Posterist of the World 2022](#) and displayed at the Cuzco Museum, Peru.

Temblores ONG is an organization that reports cases of extreme police abuse in Colombia. In April 28th, 2021 Colombia was under the pressure of excessive police abuse.

The "Paro Nacional" (National Strike) in Colombia continued for 90 days. The illustration represents how this abusive force was blocking the hopes and dreams of Colombians.

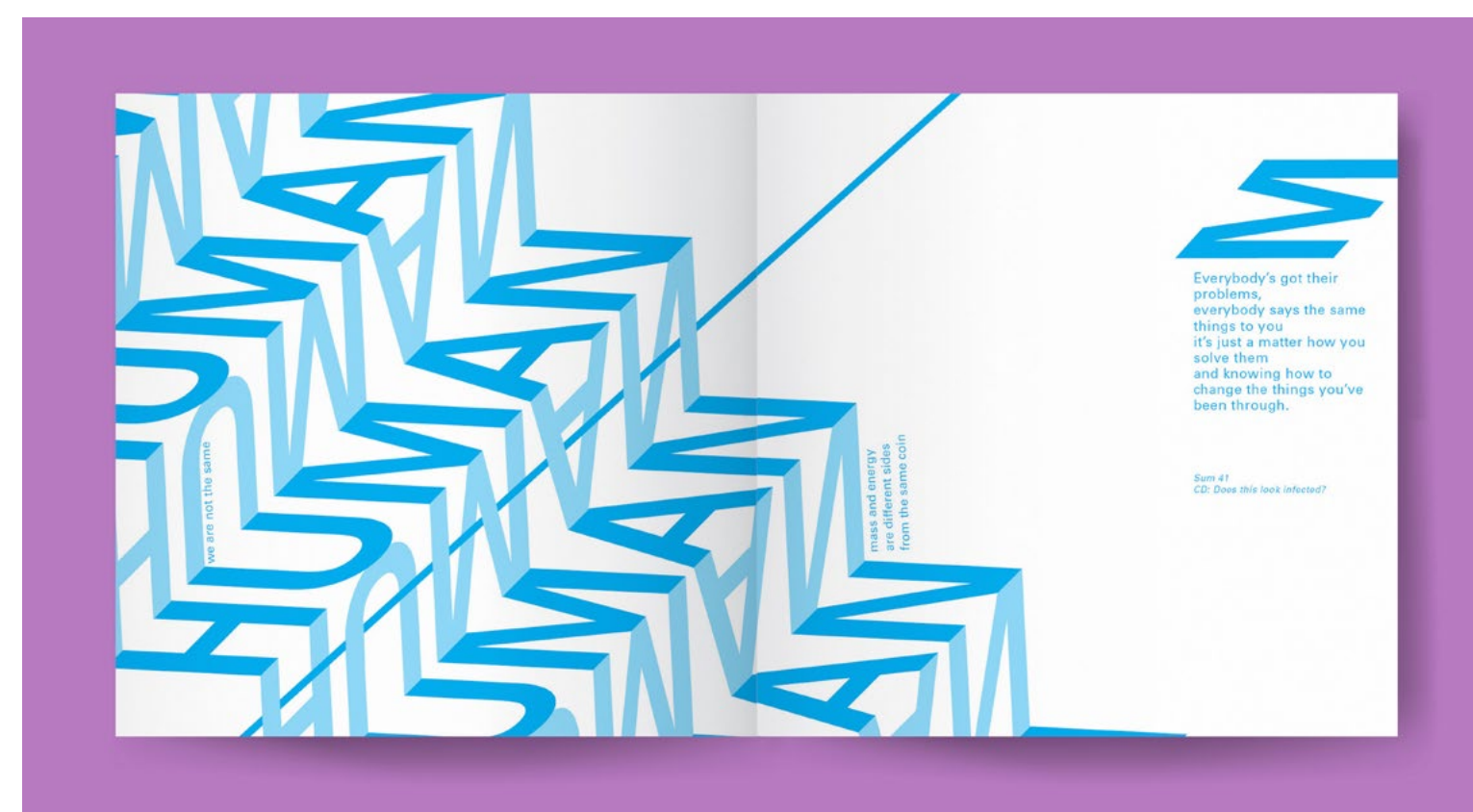
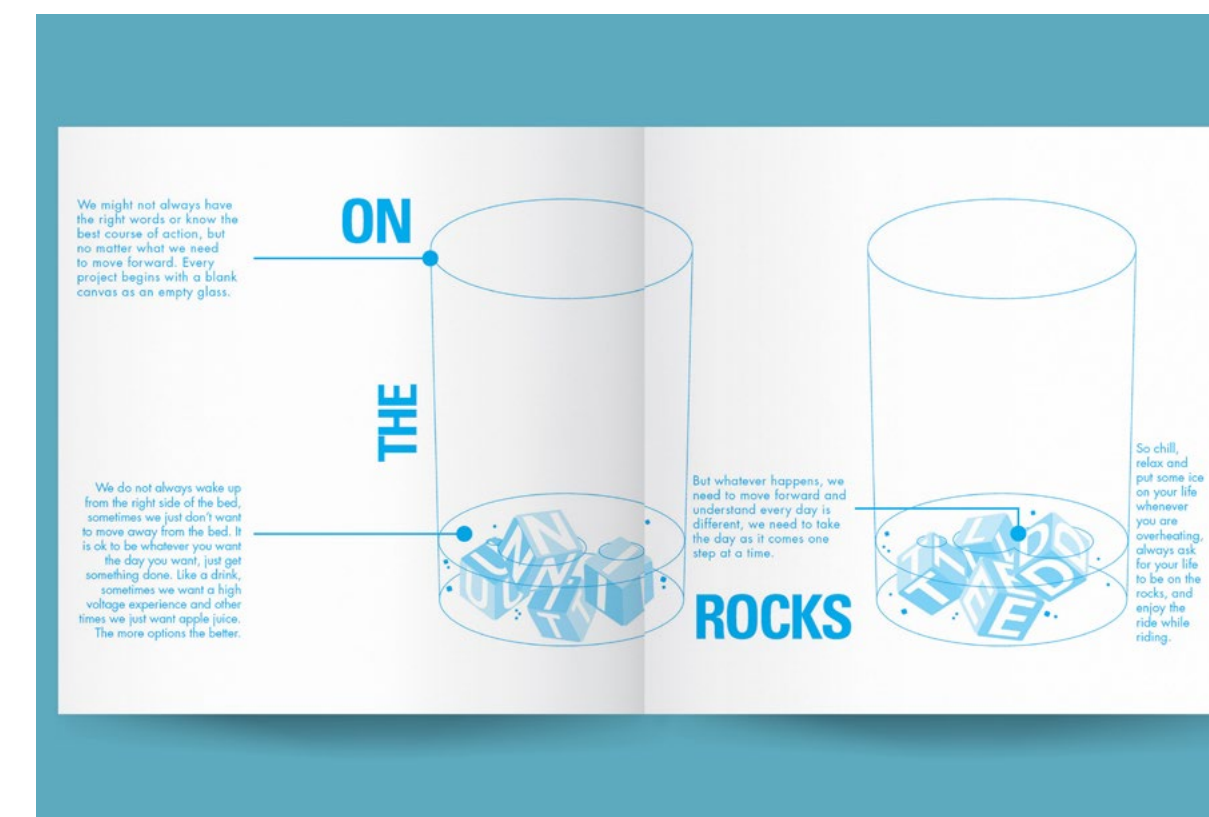




# Big Me Book

Big Me is a personal book I designed in November 2021 during the COVID-19 pandemic.

To accept “me” is important to understand that “we” all are part of the same planet. Every day is unique and will strongly affect our feelings, actions, and communication. As long as we share the love we'll be fine.





# CARLOS POTES

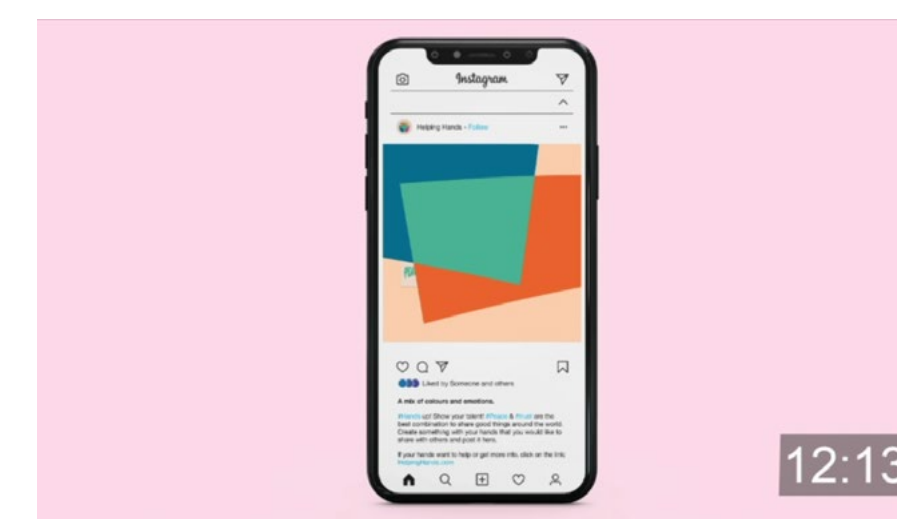
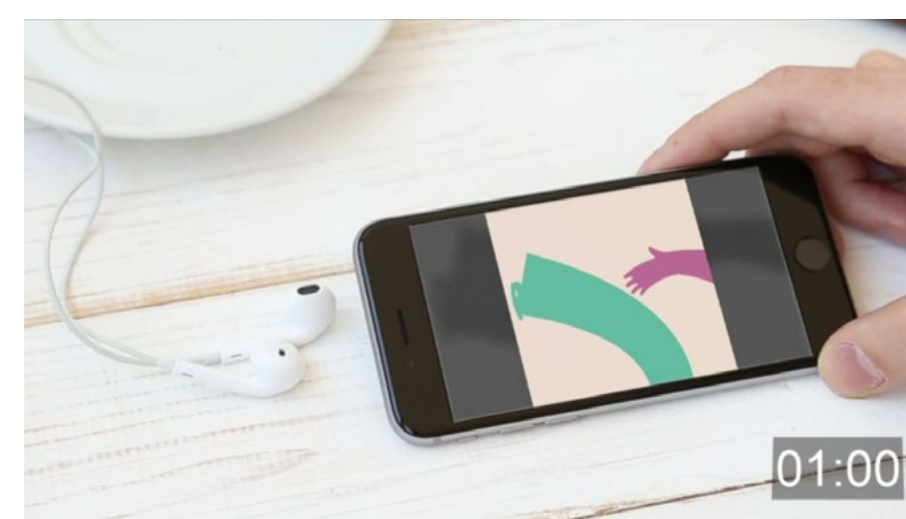
## Motion Graphics

*Portfolio Video Reel*

I love connecting images, videos and sounds.

Motion graphics is a hobby I enjoy because it allows me to decompress, have fun, and test my skills.

[youtu.be/eTzpoPE-fA](https://youtu.be/eTzpoPE-fA)



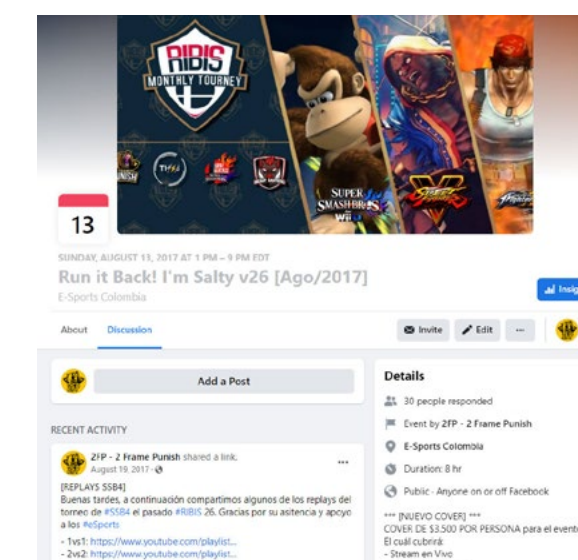
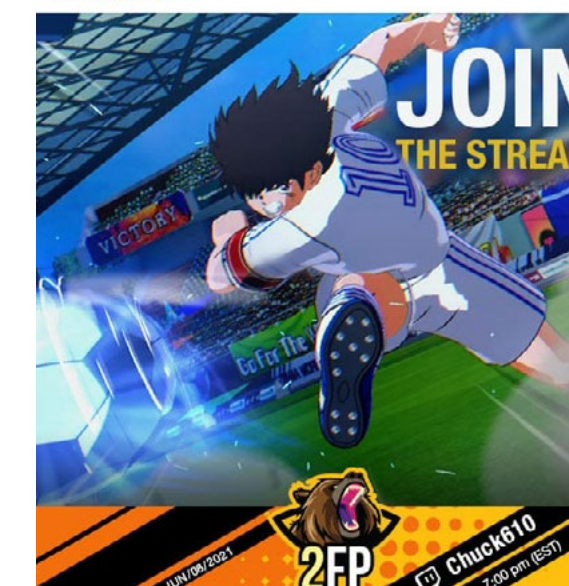
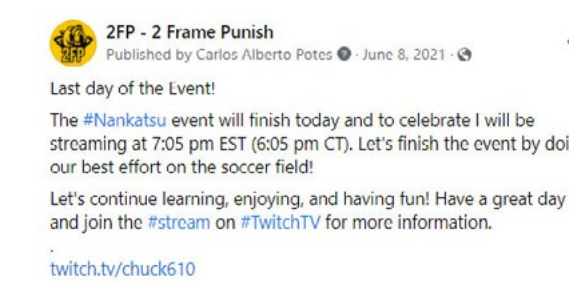
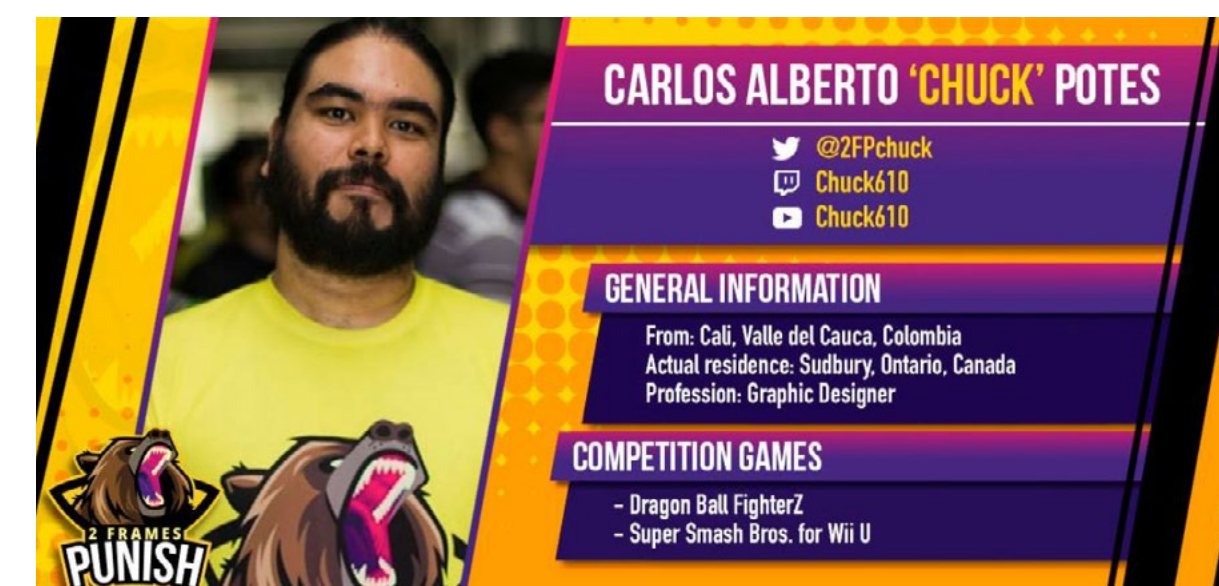
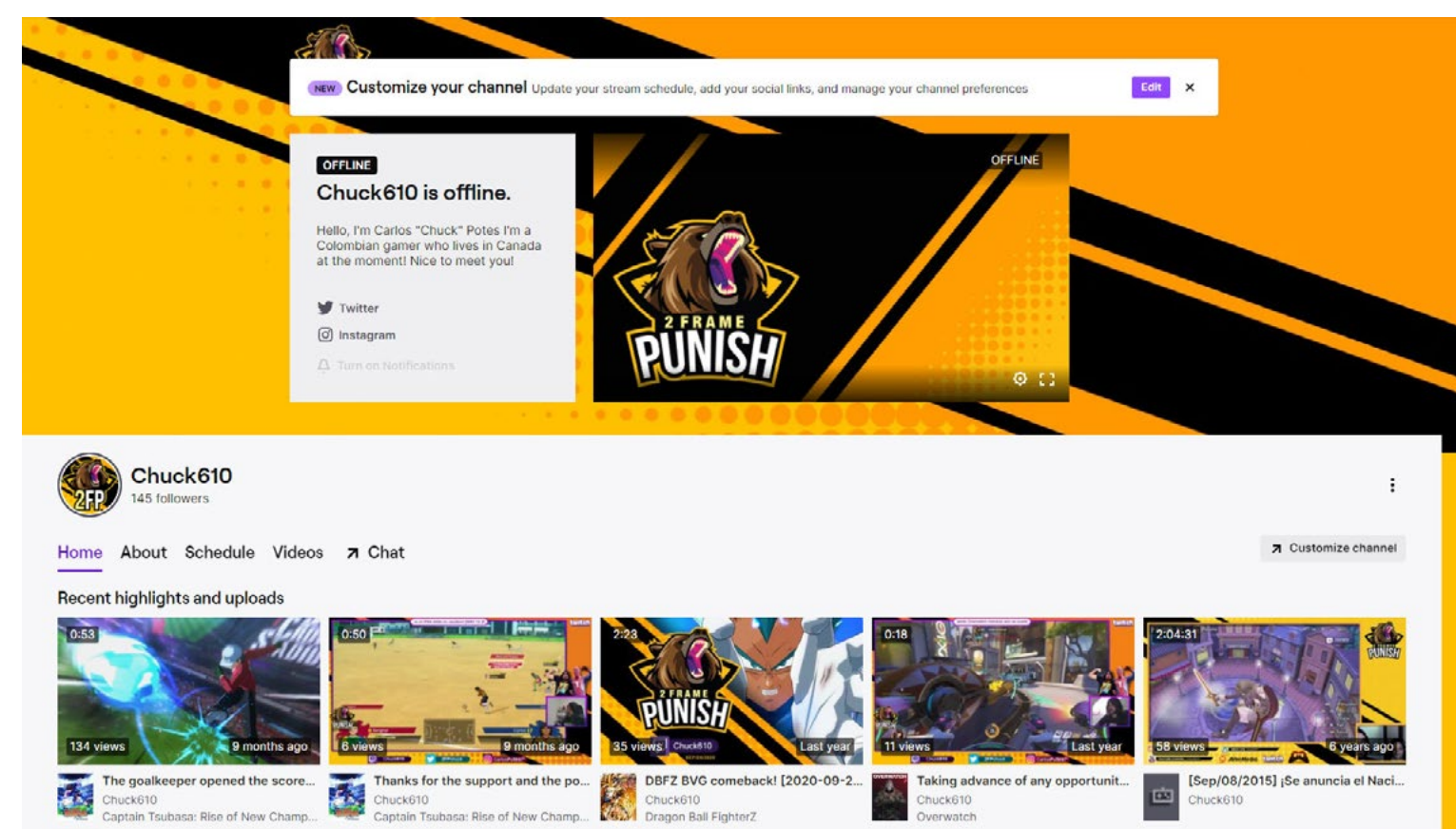
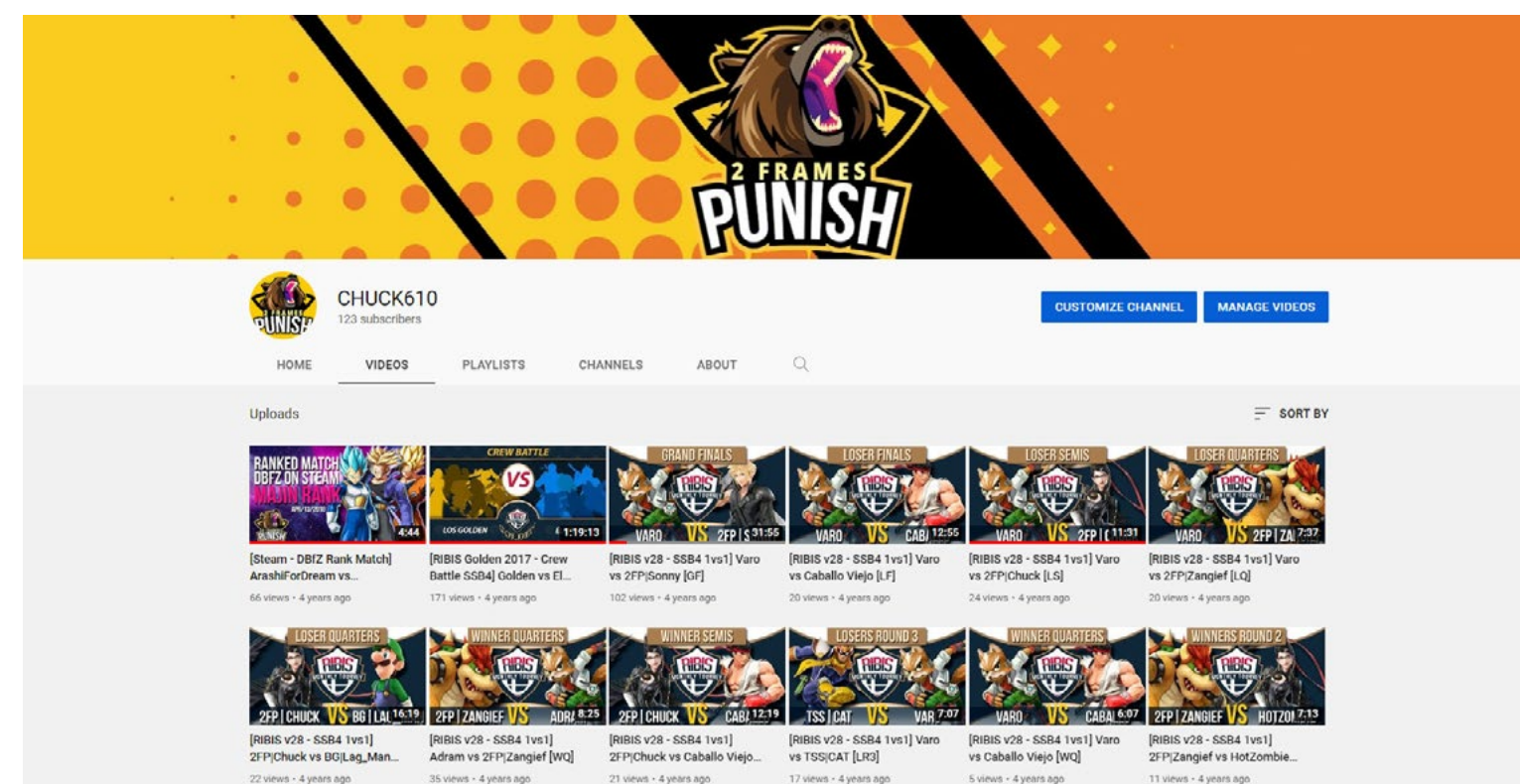
## 2 Frame Punish

### Brand, Social Media, & Events

Organized, planned, co-ordinated, sponsored, broadcasted, kept records and promoted eSports events for more than 5 years. Hosted and streamed weekly, bi-weekly, monthly, and special events.

Social media links:

- [Youtube](#)
- [TwitchTV](#)
- [Facebook](#)





## Posters, Postcards & Social Media

*Illustration and Layout*

Created illustrations to avoid paying extra money or spending extra resources in stock images.

