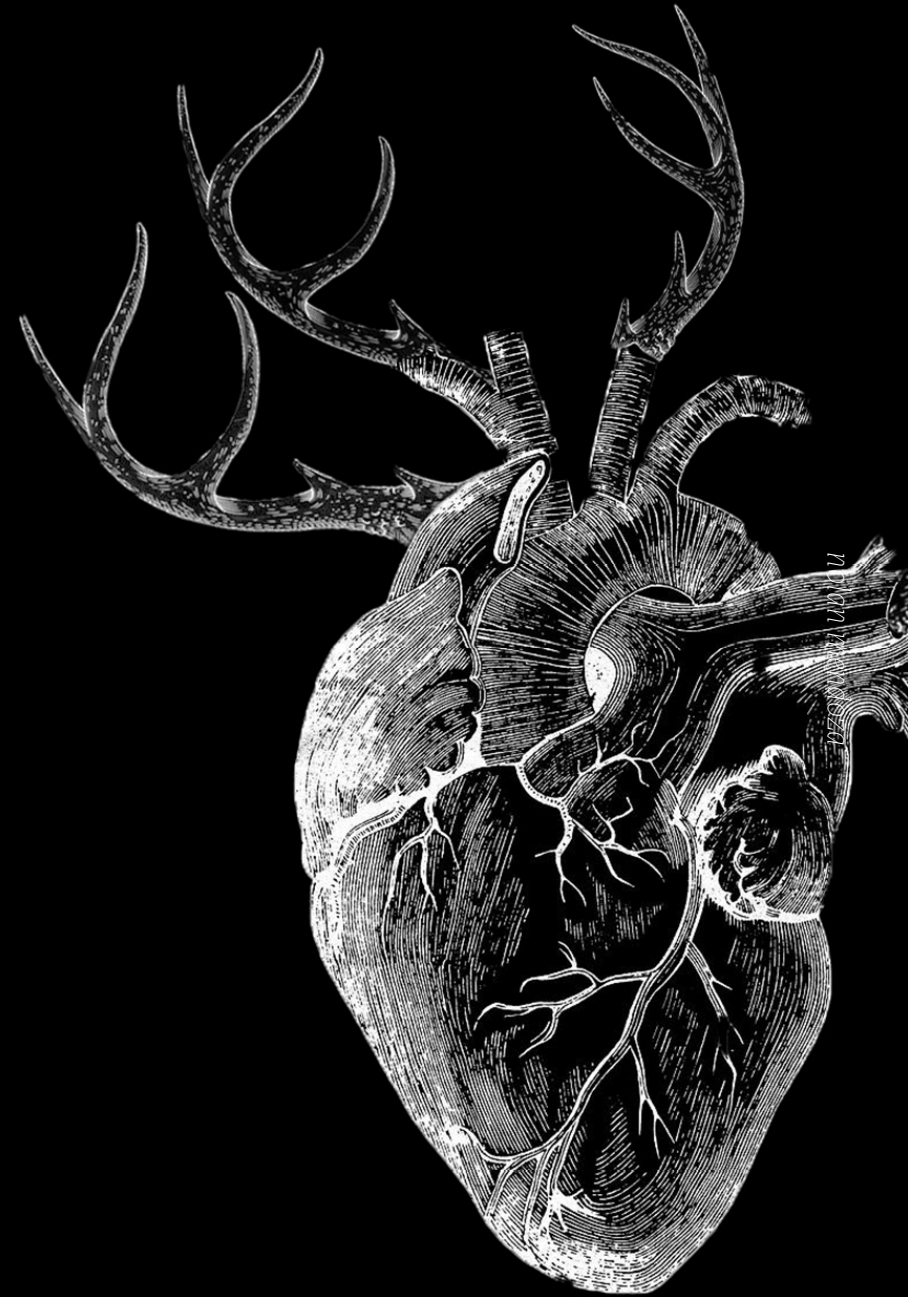


nolan

portfolio 2020

branding 2020



1	Capabilities
2	Content
3	Nolan

# Capabilities

Graphic Design  
Illustration  
UX Design  
UI Design  
Product Design  
Book Design  
Packaging Design  
Web Design  
Editorial  
Photography  
Video Production  
Motion Design  
Music Production  
Sound Design  
Branding  
Communication  
Fine Art  
Print Making  
Art History  
Social Media

# Content

Long Live  
New Ruckus  
The Herstory of Drag  
Poor Kid Orchid  
Weirdflux  
Epineph  
Peso  
How To Live Your Best Life  
Feelings  
Ghost

# Nolan Mendoza

*Artist, Designer, Creator.*

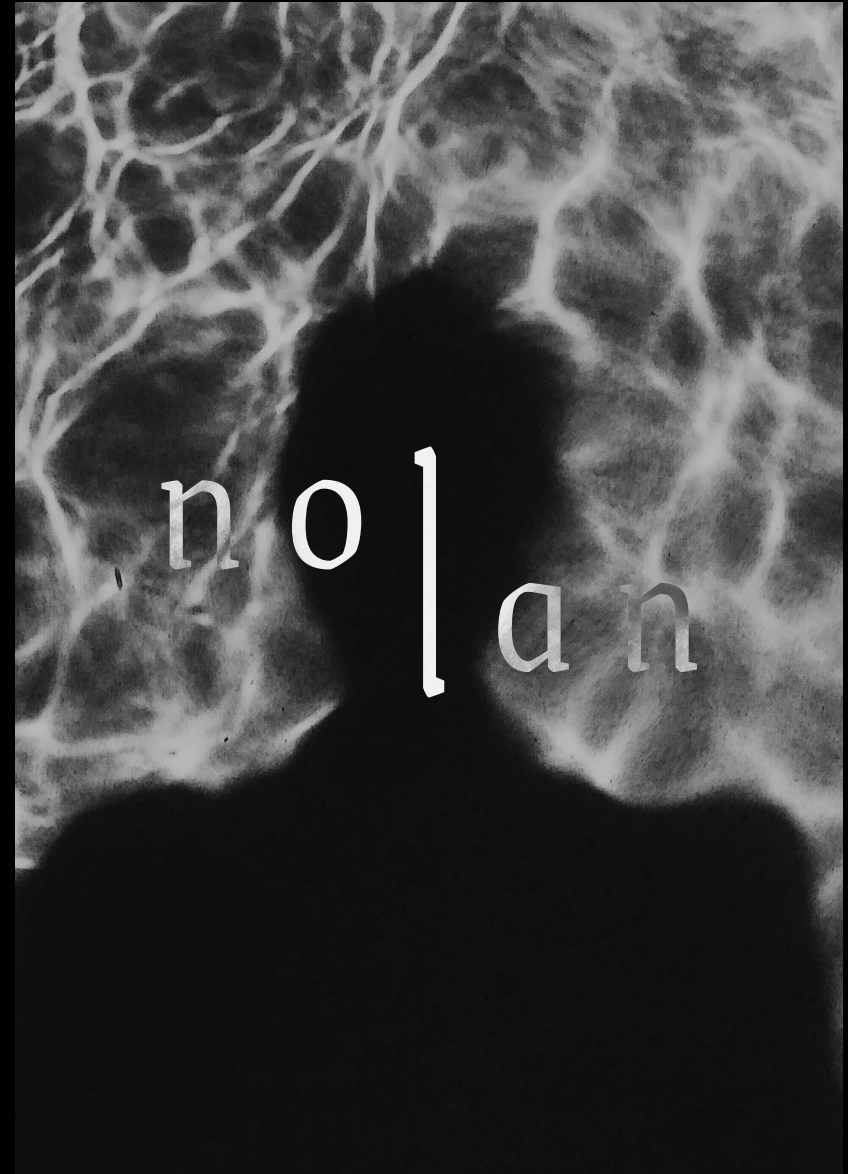
West Coast born East Coast raised Artist & Designer Nolan Mendoza specializes in creating emotive and ephemeral design experiences. Creating comes second nature to Nolan. From a young age he spent his days filling up countless books of creatures, fantasy landscapes, and re-designing the world around him to better suite his imagination. He was obsessed with color, texture, aesthetics, and decor. Naturally he was drawn to nice things with unique design.

Leading with the desire to story tell, Nolan began performing theatre and song writing at the age of 8. The ability to transform a space and time was intoxicating. An infatuation with theatre evolved into a love of music and film production. At the age of 15 Nolan began the life long project of a personal documentary. He continued to practice his talents and studied at Rutgers University in Newark, New Jersey, majoring in Graphic design, with minors in Fine Art and Art History. Through communications design, Nolan is able to tap into all of his creative interests as well as gained skills in order to tell stories, inform, edicuate, and entertain.

While attending school Nolan has continued to work in product design in New York City, with two years of experience in Web Design, Product Design, Branding, Packaging, and Social Media.

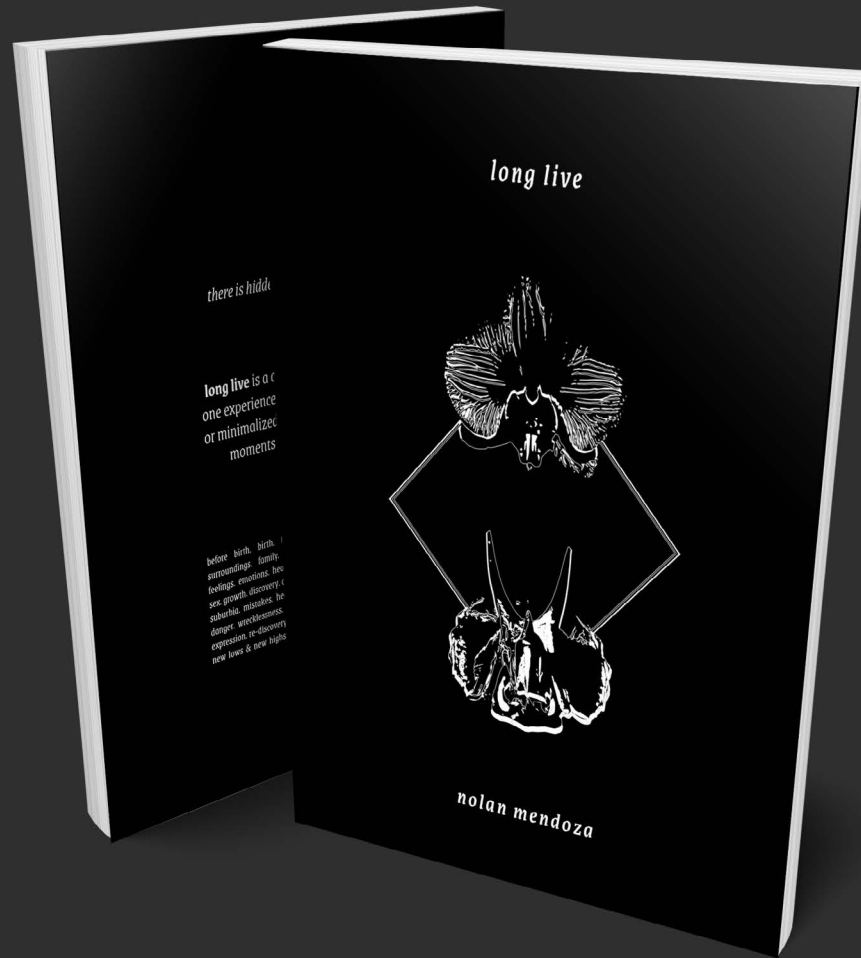
With an obsession with Memory and Nostalgia, Nolan has a unique ability to create energizing, emotional and ephemeral experiences.

'till death, we do art.



# Long Live

Long Live is a collection of poetry based on shared moments we experience through life. These moments or beats are often forgotten or minimized in between the monumental moments that create our memory, so Long Live is meant to remind, highlight, and preserve these experiences.



# NEW RUCKUS

INDEPENDENT ARTS FESTIVAL NYC 2019



portfolio 2020

## NEW RUCKUS

New Ruckus is a festival focused on showcasing independent musicians and artists in a unique and personal way. This brand system was created with real snake skin used as a texture. The New Ruckus Type face was designed by hand with paint in motion to embody the motion and emotion of music.



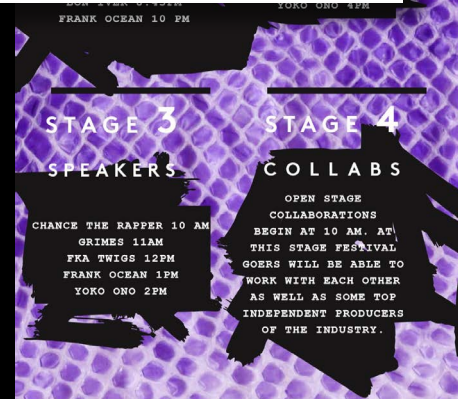
### FESTIVAL STORY

NEW RUCKUS was organized as a platform for independent artists to be able to raise their voices and connect with their people. We have created a platform for unique acts to showcase their talents in a raw form.

NEW RUCKUS is an equal space, whether you are a performance artist, a visual artist, artistic director, producer, or just a lover of the arts. We are here to share the experience with you. You are invited to dance your heart out, and breathe in some of the leading talents of the industry.

### MUSIC AND ARTS

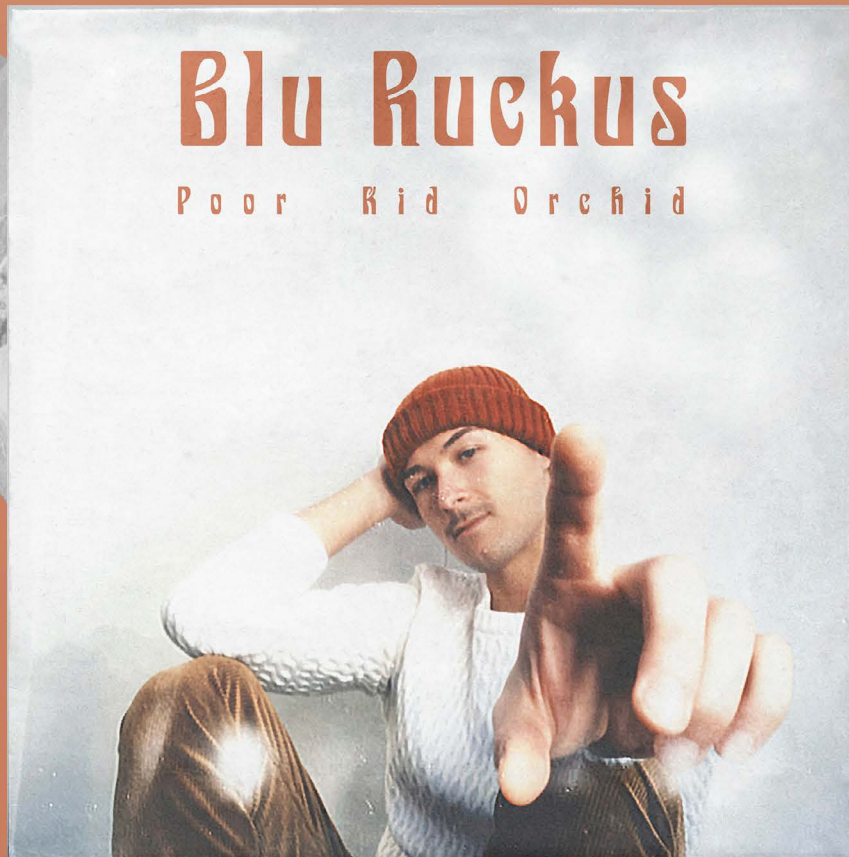
INDEPENDENT FESTIVAL NYC 2019



nolan mendonza



**Poor Kid Orchid** - album artwork, branding and sound design. With distorted and engineered sounds, Poor Kid Orchid is the story of self discovery in the dreamy, glitchy world of Blu Ruckus and his neo-glitch-soft-punk-sound. Music / Sound Production by Nolan Mendoza. Lyrics by Nolan Mendoza.



portfolio 2020

portfolio 2020

w e i r d f l u x



A memory based visual exploration of the human senses.

portfolio 2020



c o n t e n t

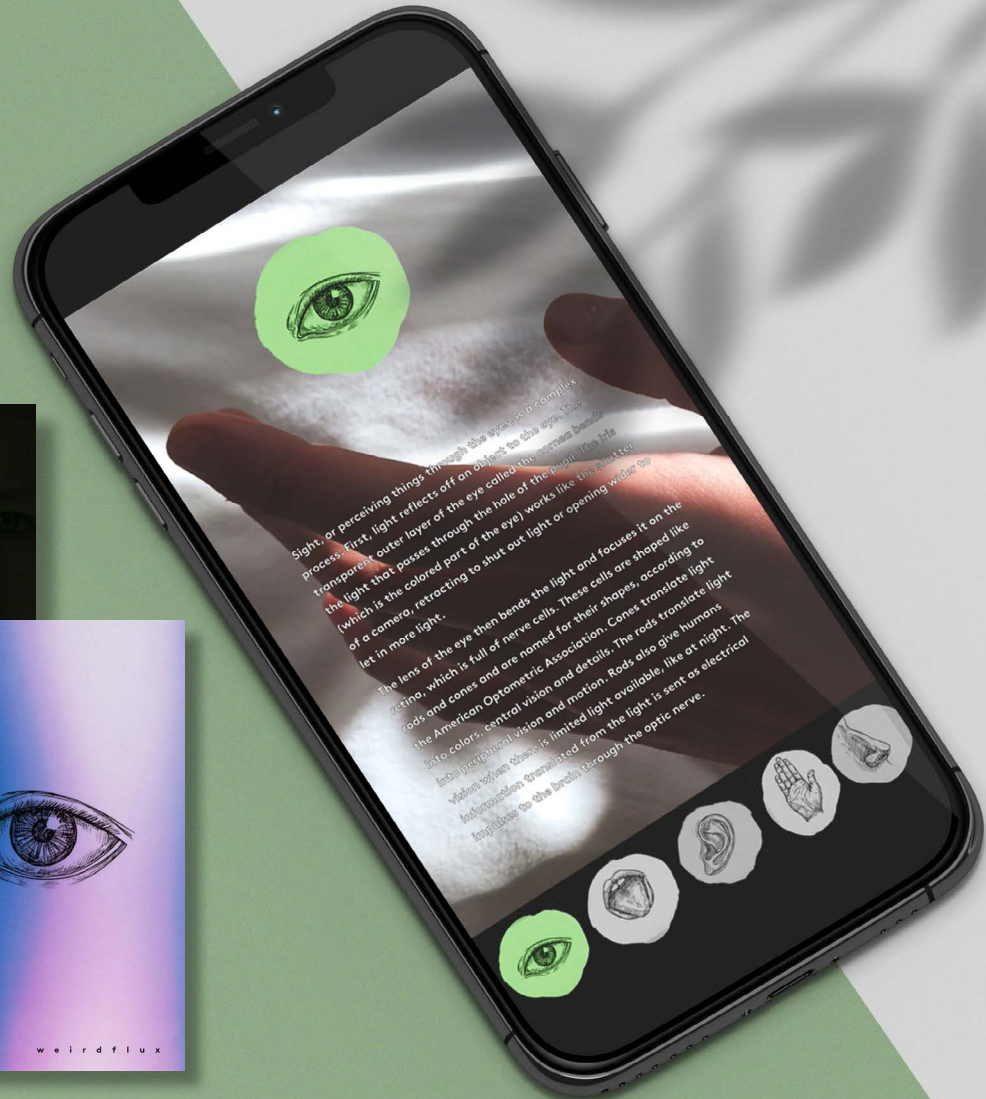
Collecting Content  
Over many weeks I collected videos from a hand held camera of strange or familiar clips that were meant to trigger the senses. Some videos included sharp objects like cactus needles, screws and weaving pool water in a tropical setting, relaxed setting, cookies baking in the oven, and shadows being cast in the morning light. I collected these videos while traveling from both Coasts of the country in hopes of connecting with a broader audience.



r e s e a r c h

Sight  
Sight, or perceiving things through the eyes, is a complex process. First, light reflects off an object to the eye. The transparent outer layer of the eye called the cornea bends the light that passes through the hole of the pupil. The iris (which is the colored part of the eye) works like the shutter of a camera, retracting to shut out light or opening wider to let in more light. The lens of the eye then sends the light and focuses it on the retina, which is full of nerve cells. These cells are shaped like rods and cones and are named for their shapes, according to the American Optometric Association. Cones translate light into colors, central vision and details. The rods translate light into peripheral vision and motion. Rods also give humans vision when there is limited light available, like at night. The information translated from the light is sent as electrical impulses to the brain through the optic nerve.

w e i r d f l u x



Sight, or perceiving things through the eyes, is a complex process. First, light reflects off an object to the eye. The transparent outer layer of the eye called the cornea bends the light that passes through the hole of the pupil. The iris (which is the colored part of the eye) works like the shutter of a camera, retracting to shut out light or opening wider to let in more light. The lens of the eye then bends the light and focuses it on the retina, which is full of nerve cells. These cells are shaped like rods and cones and are named for their shapes, according to the American Optometric Association. Cones translate light into colors, central vision and details. The rods translate light into peripheral vision and motion. Rods also give humans vision when there is limited light available, like at night. The information translated from the light is sent as electrical impulses to the brain through the optic nerve.



nolan mendoza

# Epineph

Epineph is a typeface designed and inspired by Adrenaline, or its chemical name Epinephrine and its effects on the human body.

portfolio 2020

nolan mendoza

Adrenaline is released in response to a stressful, exciting, dangerous, or threatening situation. Adrenaline helps your body react more quickly. It makes the heart beat faster, increases blood flow to the brain and muscles, and stimulates the body to make sugar to use for fuel. The effects Adrenaline have on the body are a major inspiration. The typeface structure is skeletal in ways, tall and thin, or stripped and minimal, while maintaining a unique posture and subtle edge.

An adrenaline rush begins in the brain. When you perceive a dangerous or stressful situation, that information is sent to a part of the brain called the amygdala. This area of the brain plays a role in emotional processing.

God

Epineph

fight or flight

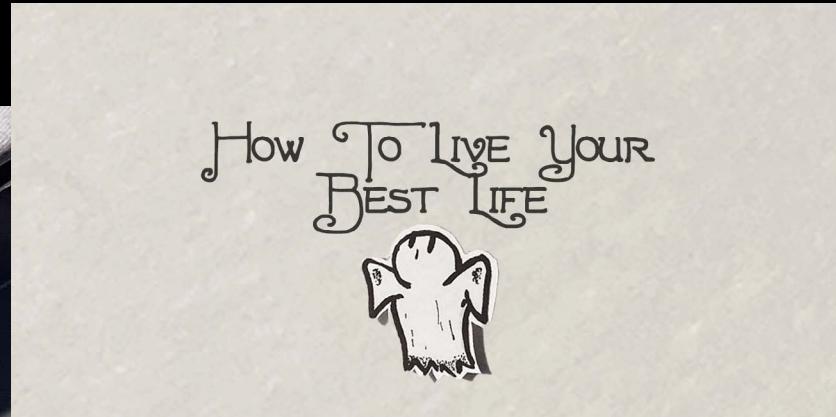
Epineph is a typeface designed to convey Adrenaline, or the chemical name Epinephrine, and its effects on the human body. Epineph is meant to convey a sense of energy, rushing, and motion, whether it be a rise or a drop, relating to the heart rate. Most people experience a fight or flight instinct, with a sense of stability and strength, the sensation of time slowing, and seeing the color red.



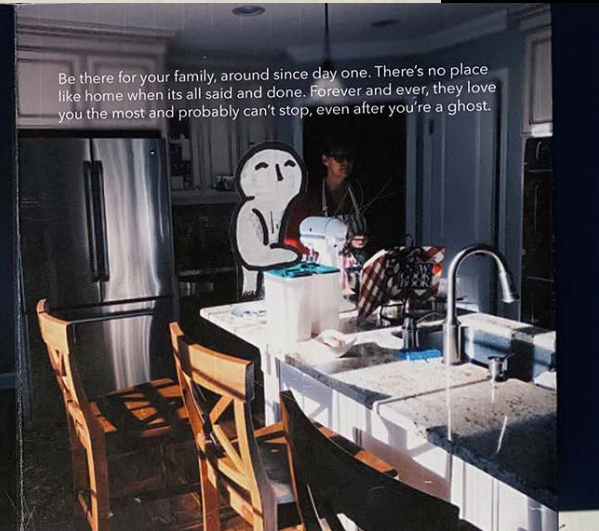


# How to live your best life

- the story of a ghost reflecting on life and the things that they regret, a collection of common life lessons to enjoy your every day better.



Don't worry or be jealous of other people's stuff, just work what you have, you're more than enough. Try not to stress and obsess your reflection, just focus on health, for you are perfection.



Be there for your family, around since day one. There's no place like home when its all said and done. Forever and ever, they love you the most and probably can't stop, even after you're a ghost.

# Feel

an experimental film exploring feelings,  
textural and emotional.



# GHOST

a visual poem exploring  
acceptance, love, and the after life.

