DaNiDESIGN

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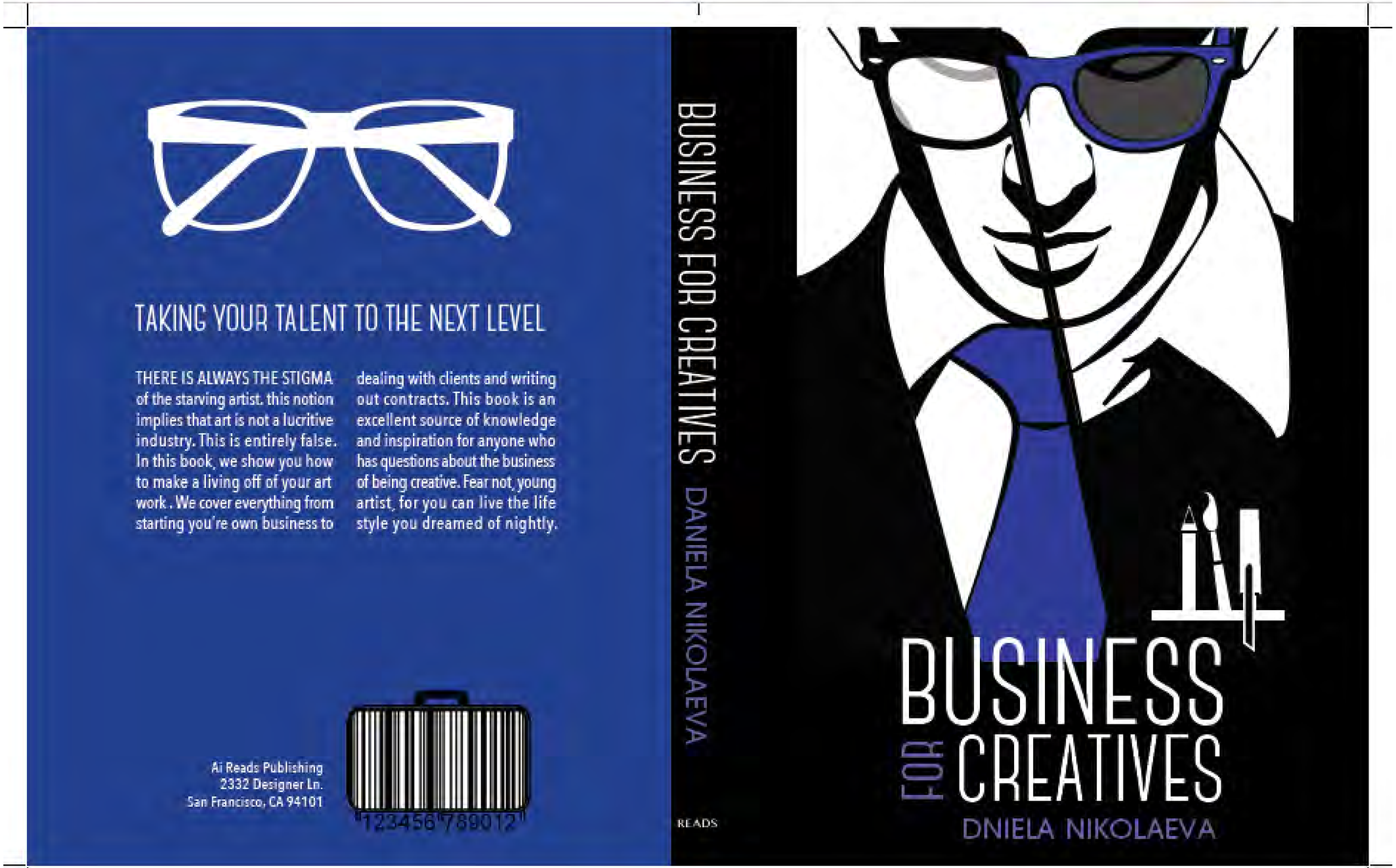
BUSINESS FOR CREATIVES

THE PROJECT

Business for Creatives by Daniela Nikolaeva is a contemporary book about the business of Graphic Design. The book is based on my research and 25 years experience in the graphic design field.

THE DESIGN

The book is aimed at anyone who wants to break into the field of graphic and web design. My goal was to create a layout that was clean, simple, yet visually interesting. This was accomplished with the use of symbols, illustrations, photographs, and typography.



STARTING YOUR OWN BUSINESS

How to choose a good name

WHY IS IT IMPORTANT TO PICK A GOOD NAME?
WHAT ARE THE THINGS TO BE CONSIDERATE?
WHAT ARE THE THINGS TO BE AVOIDED?

IS IT APPROPRIATE?

GOOD BUSINESS NAMES ARE DISTINCTIVE; THEY CREATE AN IMPRESSION AND REPRESENT THE COMPANY.

- The name should be memorable.
- Clients are more likely to call you.
- Clients would not confuse you with other companies.
- The name shouldn't be too long and difficult to pronounce.
- More unusual names are more memorable, but....
- Makes for a shorter domain name, easier to type in and search for online
- Less chances that it would be misspelled on promo materials
- Easier to format on a letterhead, business card, envelope etc.
- It doesn't sound too foreign, and in most cases would be trusted easily

THE NAME SHOULD CREATE THE IMPRESSION OF SIZE AND STABILITY.

MOST MEDIUM AND LARGE ORGANIZATIONS ARE MOST COMFORTABLE DOING BUSINESS WITH OTHER COMPANIES, NOT INDIVIDUALS.

- Consider a generic name as opposed to your own personal name.
- Consider adding words like "company", "associates", etc.
- Avoid words like "freelance", "jack of all trades", "The Mac Man", etc.
- Do not attempt to mislead clients, if asked about the size of company.
- Do not call yourself a "corporation" or "organization" if you are not.

BUSINESS FOR CREATIVES
R TALENT TO THE NEXT LEVEL
irure dolor in reprehenderit
in voluptate velit esse cillum
dolore eu fugiat nulla pariatur.
Excepteur sint occaecat cup
idatat non proident, sunt in
culpa qui officia ut labore et
dolore magna deserunt mol lit
anim id est laborum.
LOREM IPSUM
Ai Reads Publishing
2332 Designer Ln.
San Francisco, CA 94101

IN-HOUSE DESIGNER VS. FREELANCER
FREELANCER:
Advantages:
•The best part of being a freelancer is being your own boss.
•You make your own decisions (financial, creative, etc.)
•You set your own hours.
•You decide when to take a vacation.
•You set your salary.
•You pick your own clients
•Most importantly: nobody can fire you.
Disadvantages:
•You may end up working long hours
•Some times you may have to work in the weekends.
•You don't get paid when on vacation
•You don't get sick days and personal leave time
•You still may end up working for clients you do not like
•Your job depends on a lot of factors that are outside of your control
IN-HOUSE DESIGNER:
Advantages:
•Job Stability
•Regular 8-5 work day
•Paid vacation, sick days, personal leave, etc.
•Less responsibilities than a freelancer
Disadvantages:
•You are not your own boss
•You may not like the people you work with.
•You usually consult a team and you manager about important decisions, and sometimes you may not agree with their decisions.
•You do not set your salary. Your pay does not depend on your skill and ability, but rather on corporate policy and environment.

THE PROJECT

Drawing for Animation by Daniela Nikolaeva is a practical book about drawing techniques for aspiring artists and animators. The book has many great examples of student work, and a lot of hands-on exercises.

THE DESIGN

The book is aimed at anyone interested in drawing, animation, comic book art, storyboarding, and character creation. My goal was to create a book layout that was creative but clear and simple. The unified color scheme gives the book a polished and unique look and feel.

Drawing for Animation is a book created to help beginner to intermediate artists learn specific drawing skills related to storyboarding and animation. The book teaches people many aspects of animation from gesture drawings and character design to visual storytelling and making an animated movie.

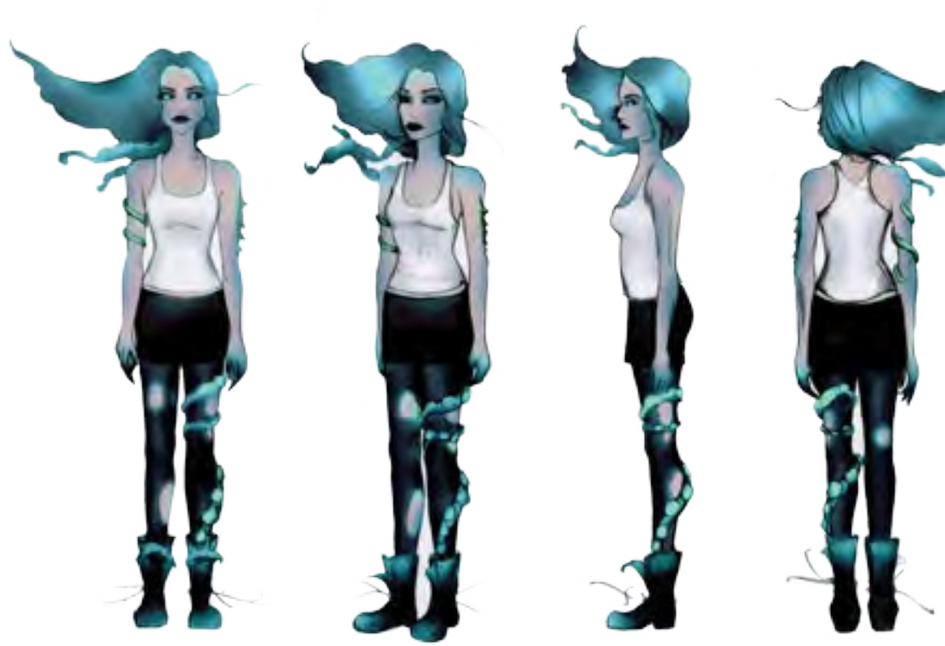
About the Author

Daniela Nikolaeva is an award-winning artist, with more than 20 years of experience in the visual arts. She has worked as an animator at Boyana Film Studio in Sofia, Bulgaria, Daniela is a professor at the Art Institute of San Francisco, where she teaches art and design classes.

Drawing for Animation

by: Nikolaeva, Daniela

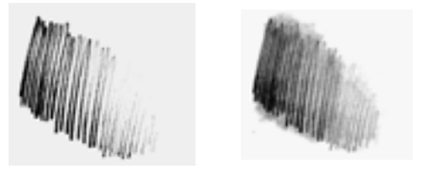
Drawing for Animation



SHADING & BLENDING

Shading should be as tight and smooth as possible with a gentle gradation from dark to light. This will ensure a smooth blending of the pencil marks. We should see tonal values not scratches and lines.

This is the wrong way to achieve a smooth, gradated tone. Trying to blend these loosely drawn lines will simply produce a rough, smudgy effect. To produce smooth tones you want to hold the pencil loosely and almost parallel to the paper.

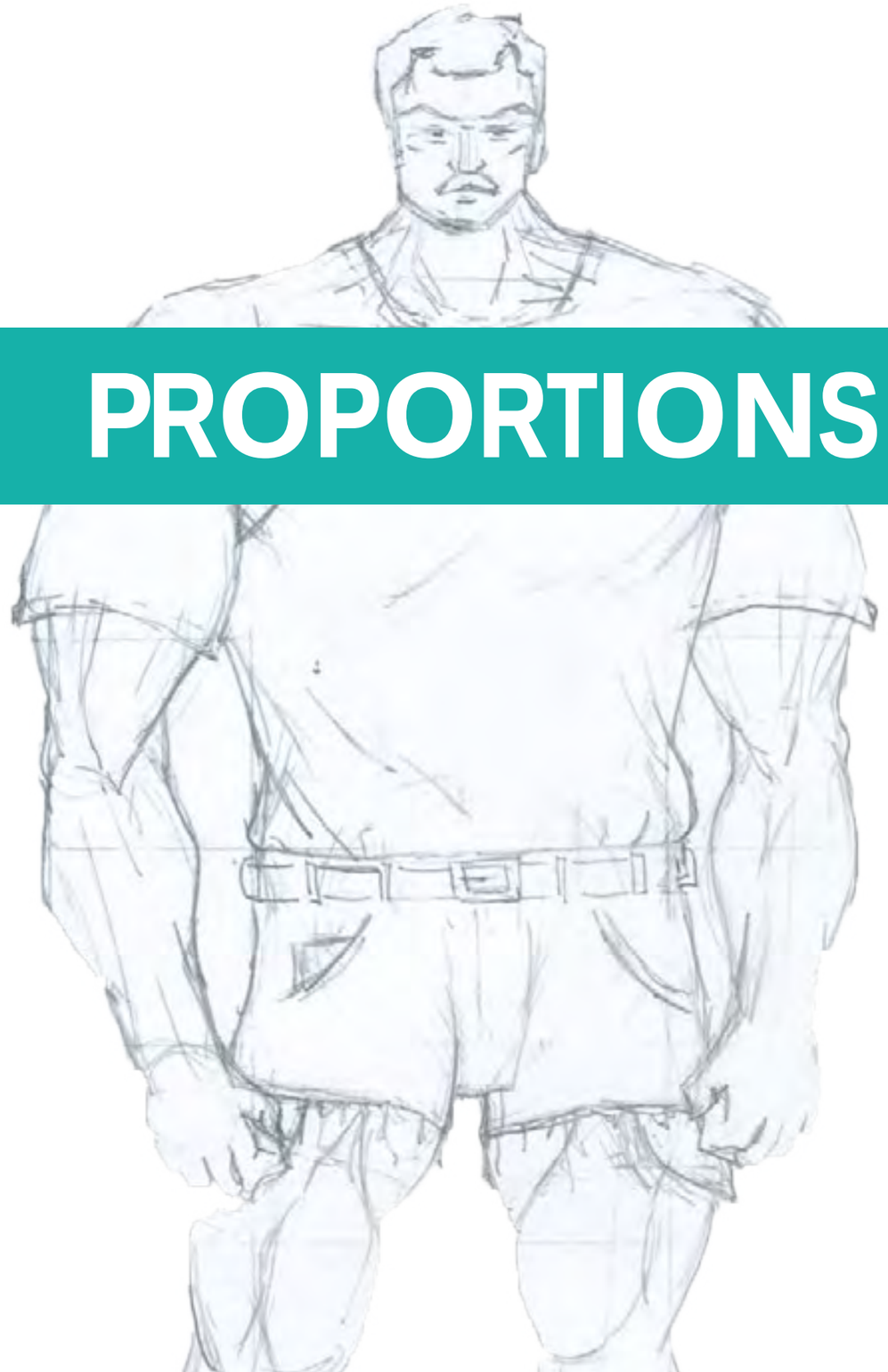


Guidelines

- Before you draw, sharpen all your pencils
- Wash your hands. Graphite will act very much like fingerprint powder and adhere to areas of paper where natural oils from the fingers have been deposited.
- To achieve smooth, silky blends, try to keep skin contact with the paper to an absolute minimum. Try resting the heel of the hand on a piece of tissue or paper to prevent unnecessary contact.
- Clean your drawings using a kneaded eraser.
- You can use the kneaded eraser to lift up tone from the dark areas, but do it gently and gradually to avoid producing ugly spots.

Ex. 1

Draw 5 squares – each one about and 1.5”. Shade the squares left to right starting with the lightest gray tones and ending with the darkest grays. You should have a gradual transition from light to dark.



PROPORTIONS

Proportions of the Human Figure

Most people's figures follow simple rules when it comes to proportions—and using the height of the head is a really good way of seeing how everything lines up.

Measuring the Figure: Try the process below. Always keep your arm straight and hold the pencil the same way each time you measure or significant distortions will occur.

- Grip the pencil in your fist leaving the thumb free.
- Hold your arm out straight in a relaxed fashion with the thumb and pencil protruding straight up.
- Close one eye and measure off the distance from the top of the head to the chin. Move the top of your thumb down until it lines up with the chin.
- Now hold that measurement from the top of the pencil to the thumb and line it up with the bottom of your last measurement.
- Repeat this process and count how many head lengths make up the distance from the top of the head to the back of the heel.
- This will give you the overall length of the figure in relation to one head.
- Repeat this with the width, only turn your pencil to the side (90 degrees.

The “heads” should align on most figure drawings this way:

- First head length: head!
- Second head length: chest line at nipples.
- Third head length: waistline, at bellybutton.
- Forth head length: groin area.
- Fifth head length: a bit above the knee.
- Sixth head length: just below knee.
- Seventh head length: above ankle (or mid-calf, if the person is 8 heads).
- Seven & 3/4 (or eighth) head length: at bottom of feet.

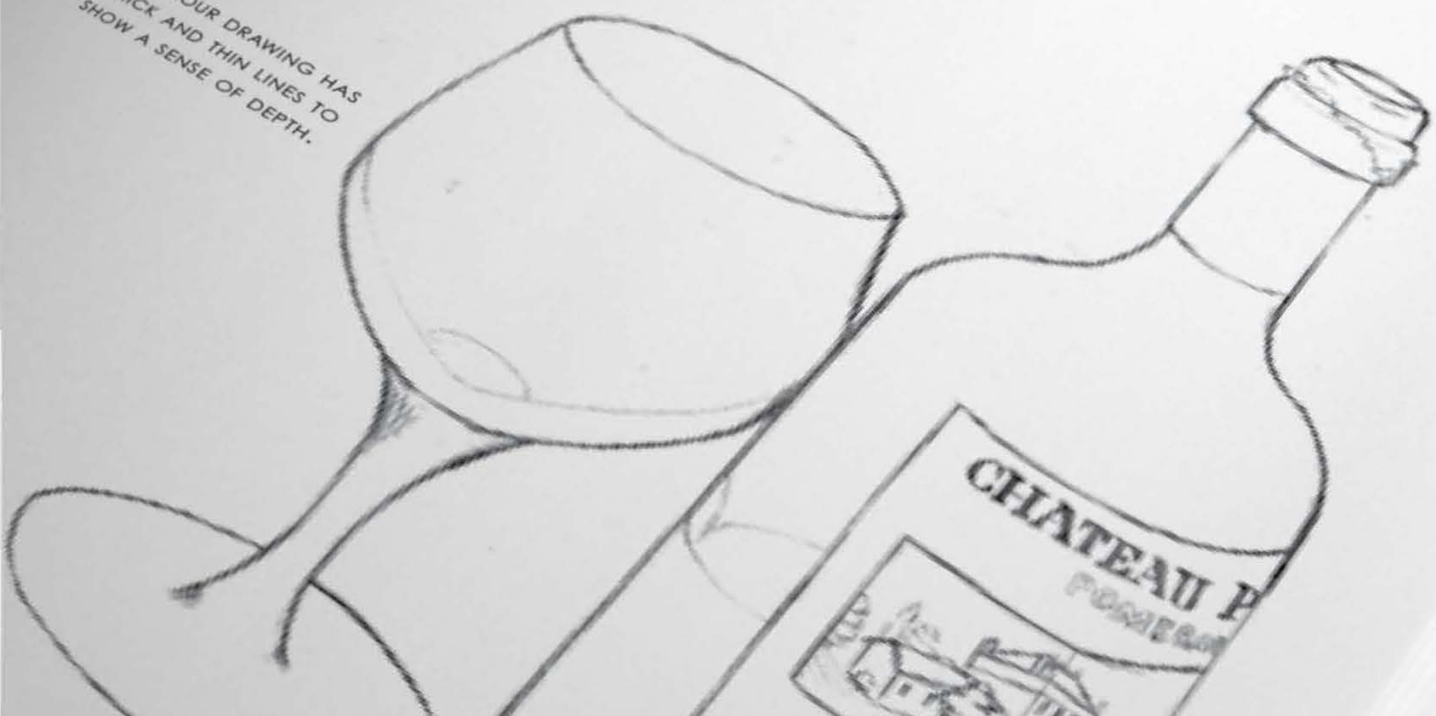
DRAW TO SEE
E TO DRAW

en you draw 2D.

s the 3D nature of the shape. The lines and not simply lines
ses, and masses of flesh. In a contour drawing you should
object and also how the different parts snap together.

es
the object
ow they are attached together.
or dynamic
continuous.

VARIATIONS OF THICK AND THIN LINES TO SHOW A SENSE OF DEPTH.



manly creative draftsmen they must be
their ideas clearly forcibly and quickly
pen in order to do this they must know
ills of linear drawing. "

DRAWING FOR ANIMATION 7

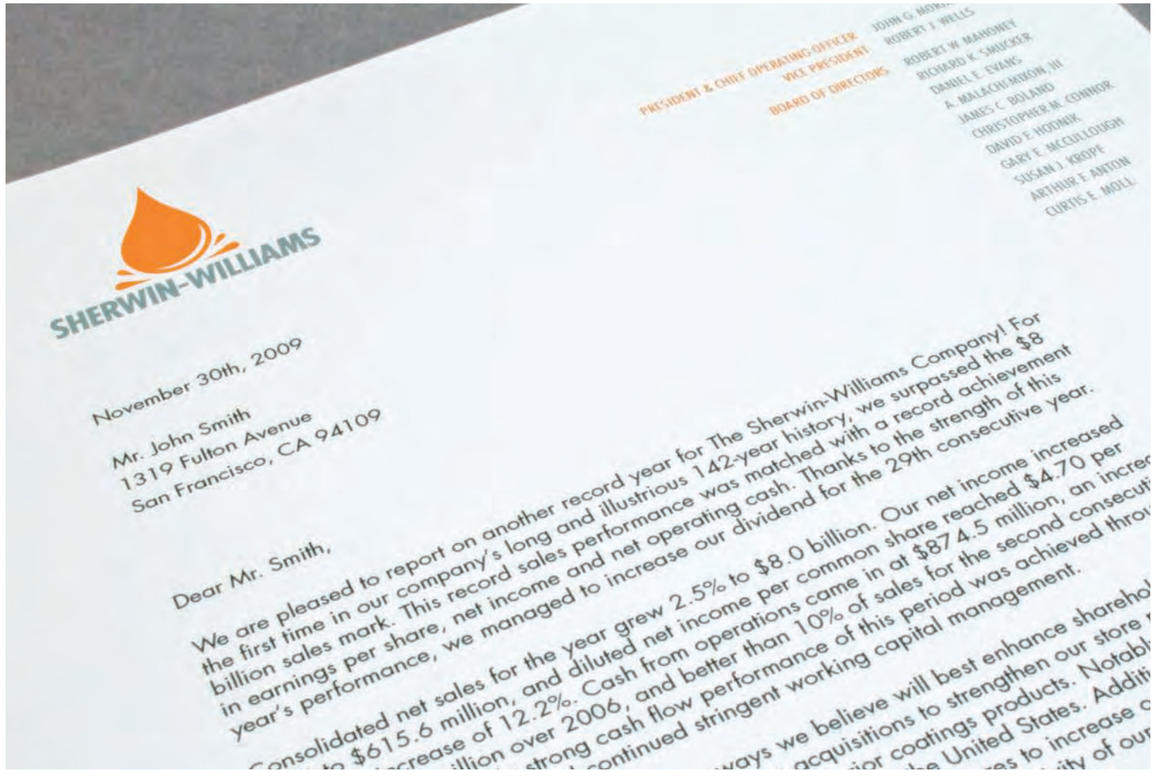
SHERWIN WILLIAMS IDENTITY DESIGN

THE CLIENT

Sherwin-Williams is a highly successful Fortune 500 paint and building materials company that was founded in 1866 hey haven't updated their brand identity ever since.

THE DESIGN

The updated identity is clean and minimalistic to give the company a more contemporary look. The bright orange paint splash represents the company in a friendly, energetic fashion.



SHERWIN-WILLIAMS
GRAPHIC STANDARDS MANUAL | 2009

SIGNATURE VARIATIONS
SHERWIN-WILLIAMS
SHERWIN-WILLIAMS
SHERWIN-WILLIAMS
SHERWIN-WILLIAMS
SIGNATURE MISUSE
SHERWIN-WILLIAMS
Do not alter the signature in any way.
SHERWIN-WILLIAMS
Do not change the color of the signature.
SHERWIN-WILLIAMS
Do not stretch the signature in any way.

SHERWIN-WILLIAMS
SIGNATURE MINIMUM SIZE
SHERWIN-WILLIAMS
5/8"

COLOR SYSTEM
SHERWIN-WILLIAMS
SHERWIN-WILLIAMS
Standard Signature Colors:
Alternative Color Palette:
CORPORATE TYPEFACES
FUTURA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
FUTURA BOOK ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
FUTURA BOOK BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
FUTURA BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
FUTURA MEDIUM CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789
FUTURA MEDIUM CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789

BONNY DOON WINE LABELS

THE CLIENT

Bonny Doon Vineyards is located in Santa Cruz, CA. They are a trendy brand of wine that commissions artists and designers from all over the world to create strange and beautiful artwork for their labels.

THE DESIGN

Taking advantage of Bonny Doon's "anything-goes" design philosophy, I let my imagination run wild and developed a series of illustrated labels based on legendary monsters who have a soft spot for Bonny Doon wine. Each scene is described with a poem that wraps the neck label.

LENNON
THE MUSICAL
POSTER

THE CLIENT

The Orpheum Theater is a San Francisco Historical Landmark. The Orpheum has featured vaudeville, silent films, motion pictures, musicals and other theatrical entertainment.

THE DESIGN

To communicate visually what Lennon, The Musical represents I rendered the title type by hand and manipulated the image of John Lennon to create a pencil drawing effect with a mysterious mood.

ANTI-SMOKING POSTER

THE CLIENT

Community Health Education Institute focuses on care, support, and medical research. The poster was entered into a design competition and won an award California Health Coalition organizations.

THE DESIGN

This design quickly conveys to the viewer the essence of how smoking causes various diseases. The poster received an award and was posted in various location in Downtown Berkeley and also at the Wellness Center at Laney College, in Oakland.

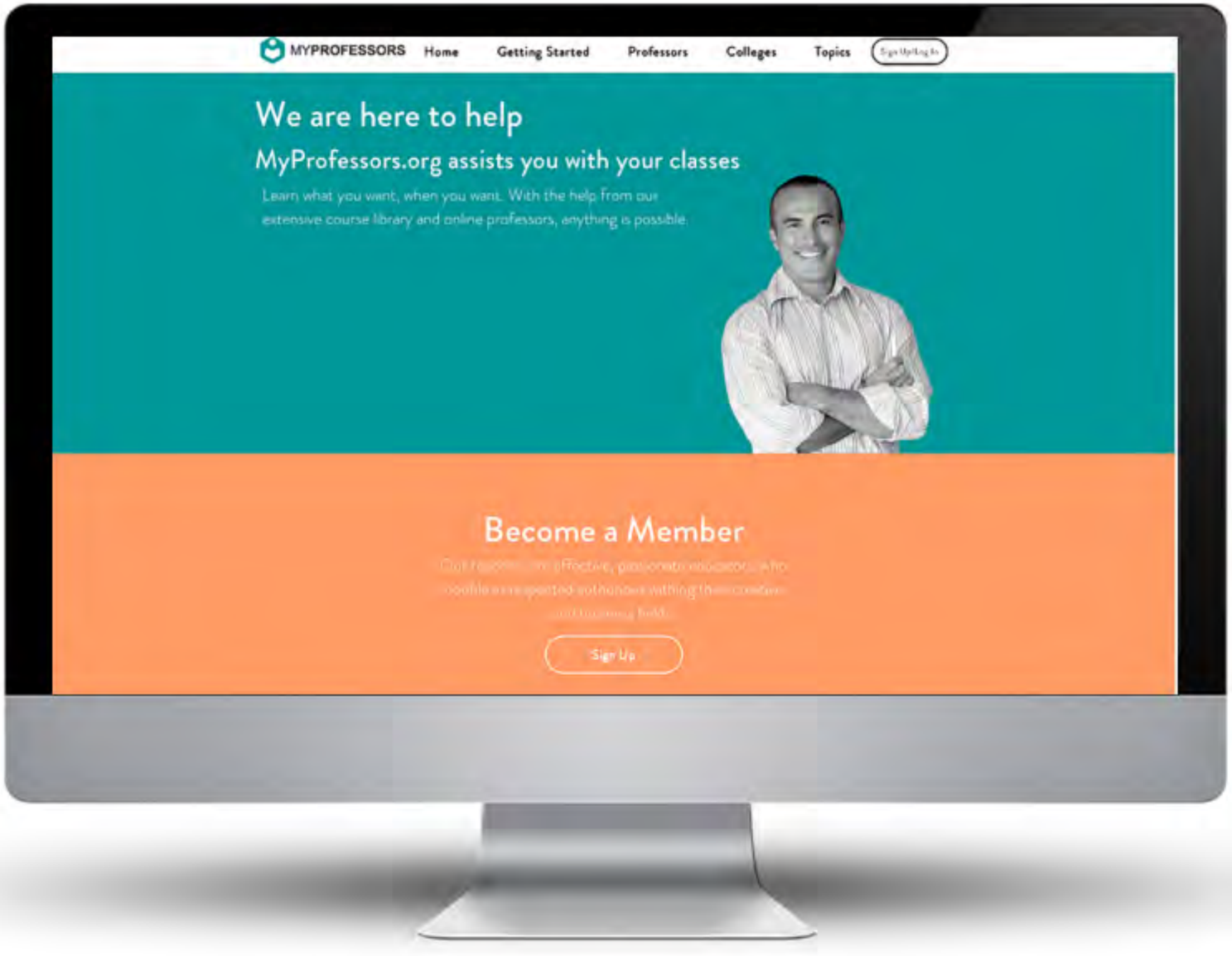
MYPROFESSORS
Home
Getting Started
Professors
Colleges
Topics
We are here to help
MyProfessors.org assists you with your classes
Learn what you want, when you want. With the help from our extensive course library and online professors, anything is possible.
Become a Member
Our teachers are effective, passionate educators, who double as respected authorities withing their creative
MY PROFESSORS
ONLINE
EDUCATION

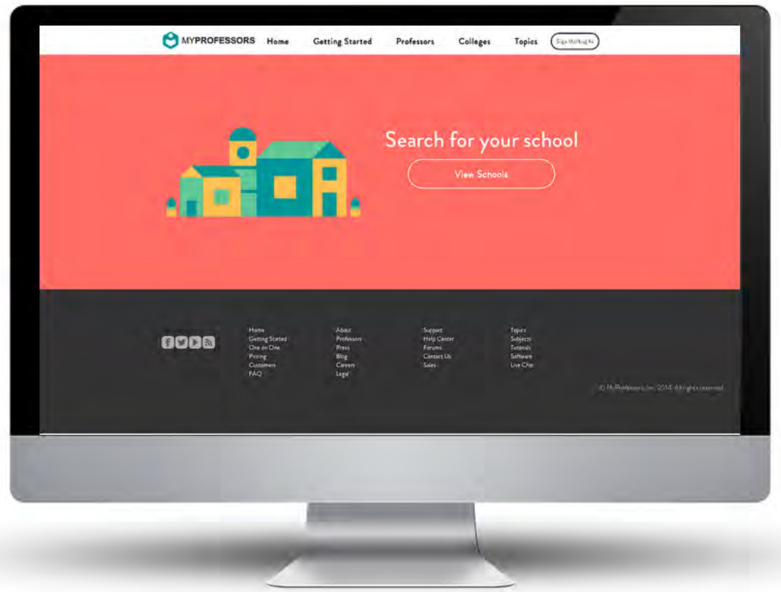
THE CLIENT

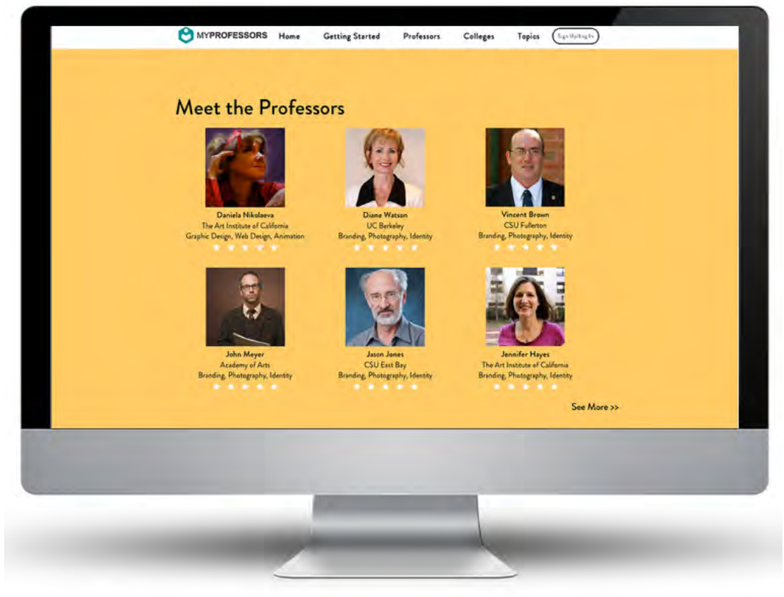
Daniela Nikolaeva is the Founder and Director of MyProfessors.org - an online university. MyProfessors.org was created to provide education to international students and to create a global community of learners.

THE DESIGN

The design is fresh and eye-pleasing. The colors appeal to the target audience. The website is very user-friendly. The responsive design allows users to access the site on web and mobile devices.







Meet the Professors

Daniela Nikolaeva
The Art Institute of California
Graphic Design, Web Design, Animation

Diane Watson
UC Berkeley
Branding, Photography, Identity

Vincent Brown
CSU Fullerton
Branding, Photography, Identity

Search for your school

View Schools

YUPÉ MATÉ PACKAGE + LABELS

THE CLIENT

Yupé Maté is a stylish brand of the increasingly popular yerba maté drink, sold in loose leaf form as well as in tea bags...err...maté bags.

THE DESIGN

The packaging for this product is intended to have a high-end, luxurious look. The transparent labels, combined with vivid, eye-catching colors, shine when they are wrapped around the metal canisters.

1330 Harmon Street
Berkeley, CA
(Close to Ashby BART)

Design: Daniela Nikolaeva

PRINTED CONCERT POSTERS

ProStar 2.0
with Lauren Pehoski

DIY Concert, Video and Animation
Free Admission, Food and drinks
Suggested donation to help support local art and music.

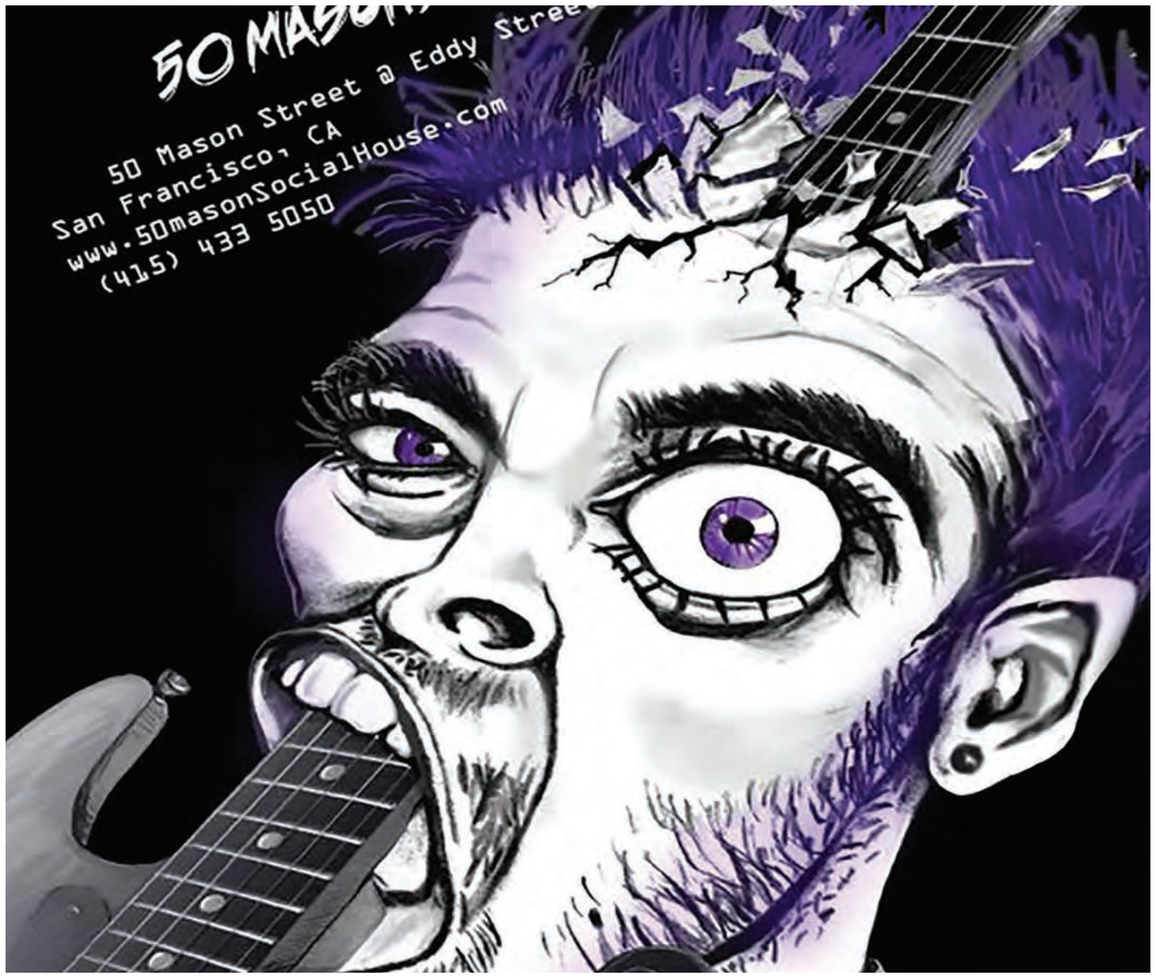
December 17, 7:30 PM
Harmony Hut
1330 Harmon Street
Berkeley, CA
(Close to Ashby BART)

THE CLIENT

PronStar 2.0 is a Berkeley-based band. Their style of music is eclectic, edgy, and innovative. Each poster has a special connection that bonds design and music together to become a valued piece of memorabilia.

THE DESIGNS

Each poster was created for performances that I have attended. The designs reflect the energy, mood, and style of music from each concert.



PrOnStar 2.0

with Lauren Pehoski

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December 17, 7:30 PM

Harmony Hut

1330 Harmon Street

Berkeley, CA

(Close to Ashby BART)

HOME
BIOS
LLERY
MUSIC
EDULE
NTACT
STORE
I OFFICIAL WEBSITE I

GALLER
HOME
BIOS
LERY
USIC
DULE
TACT
TORE

ALE SATAN PACKAGE DESIGN

THE CLIENT
Ale Satan has existed since the beginning of time. All that I did was design the label and put it on a bottle. Before that you had to drink it from a fiery goblet, which was a terribly painful experience.

THE DESIGN
To make this product both amusing and marketable, I created the label with a classic look that features everyone's favorite hellish iconography such as flames, horns, pentagrams, and the glass-raising devil himself.

THE DEEP SOUTH BREWING CO.
Original
Crafted
Ale Satan
+ IN IT FROM THE BEGINNING +
RED
The Beer From Hell
9.5% ALC/VOL
11.2 FL. OZ

THE 666 PACK

The foolish mortal
who imbibes this brew
will without a doubt
engage in rowdy and
uncouth behavior—
the likes of which have
never been witnessed
upon this sad planet.
Oh...not to mention I
shall be the keeper of
their soul for all eternity.
Love,
Satan

HUMMINGBIRD FARM IDENTITY DESIGN

THE CLIENT

Hummingbird Farm is an organic food delivery company that utilizes sustainable methods such as biofuel and reusable cotton bags to get their produce to the customer.

THE DESIGN

I designed the Hummingbird Farm logo to have an updated retro look by using the classic badge shape and a simplified, geometric form for the bird icon that was inspired by the Art Deco design style.

HUMMINGBIRD FARM
ORGANIC DELIVERY
ESTABLISHED IN 1984

WE
ARE
PROVIDERS
We are a 200-acre certified organic fruit, nut and vegetable farm. Our fruit crops include table grapes and stone fruits such as peaches and plums. Our row crops include almost every type of vegetable that can be grown in a Mediterranean climate. We grow and harvest crops year-round, selling direct, retail, and wholesale. Our direct sales include three farmers markets a week as well as a Community Supported Agriculture project, or CSA, serving approximately 500 member families. We are located in Brentwood, CA —just a short distance from San Francisco and the Bay Area. The farm is named for the emerald green Allen Hummingbirds that have made their home on these lands since the farm was founded in 1984.

WE
GROW
ORGANIC FOODS
Food that is grown organically is better for the health of the consumer and for the health of the overall environment in which the food is grown. The use of synthetic pesticides, fertilizers, and other chemicals and hormones (such as recombinant Bovine Growth Hormone, or rBGH) in the production of food causes disease in humans and in the animals which these chemicals are tested upon. In addition, children's immature and developing organs, brains, and detoxification and immune systems, plus their larger intake of food per kilo of body weight, combine to make them more susceptible to toxins than adults.

HUMMINGBIRD FARM
ORGANIC DELIVERY
ESTABLISHED IN 1984

WE
FOLLOW
THE SEASONS
Eating along with the seasons, you get to enjoy produce when it is the tastiest, the most abundant, and the least expensive. Food that is grown out of season consumes a great deal of energy in the distance that it has to travel from the farm to your refridgerator. The transportation of out of season food is the second largest source of demand for petroleum based fuel in the world. Eating locally provides one the ability to understand where the food comes from and the conditions in which it is grown. If more people had a relationship with their food and its growers, it is unlikely that any farm today would be use synthetic chemicals or monoculture practices to grow out of season.

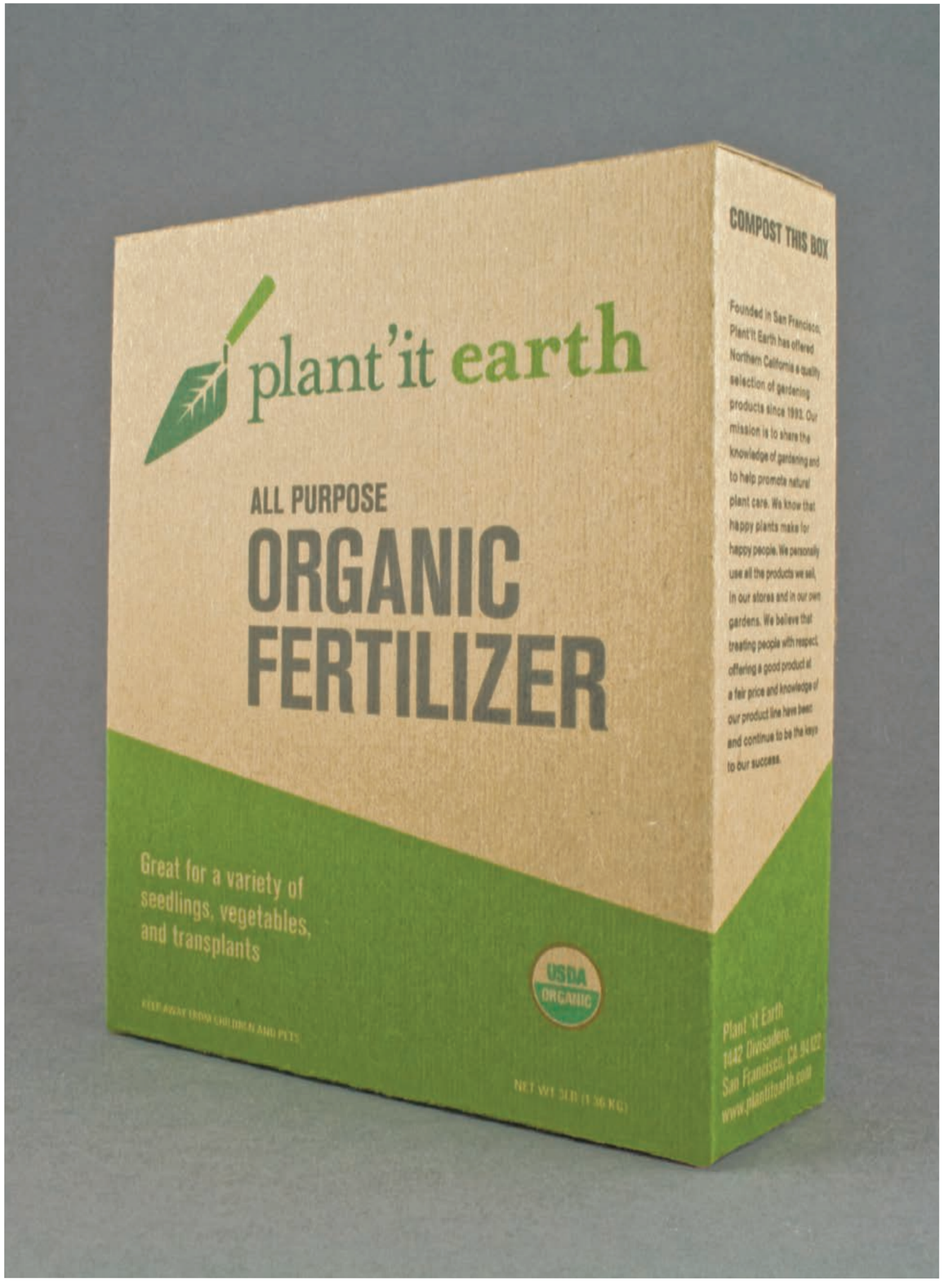
PLANT'IT EARTH PACKAGE + LABELS

THE CLIENT

Plant'it Earth is a plant and gardening supply store located in San Francisco. Many of their customers are environmentally conscious city dwellers who maintain small scale gardens in their homes. My goal was to establish an identity and a sustainable packaging system for use with their line of store-brand products.

THE DESIGN

The logo design combines a garden trowel with the form of a leaf to communicate to the viewer that it is a plant and gardening store. These packages are made only from recycled materials and use no adhesives in order to be safely composted without any pollution.


plant'it earth
ALL PURPOSE
ORGANIC
FERTILIZER
Great for a variety of seedlings, vegetables, and transplants
USDA ORGANIC
COMPOST THIS BOX
Founded in San Francisco, Plant'it Earth has offered Northern California a quality selection of gardening products since 1993. Our mission is to share the knowledge of gardening and to help promote natural plant care. We know that happy plants make for happy people. We personally use all the products we sell, in our stores and in our own gardens. We believe that treating people with respect, offering a good product at a fair price and knowledge of our product line have been and continue to be the keys to our success.
Plant 'it Earth
1442 Divisadero
San Francisco, CA 94122
www.plantitearth.com

ALL PURPOSE
ORGANIC
FERTILIZER
Application rates:
Vegetables:
Work 1 lb. into each 20 sq. ft. of garden soil 6 to 8 inches deep.
House Plants:
Mix 1 tablespoon to each quart of potting medium.
Roses, Trees & Shrubs:
Work 1 cup into the soil 6 to 8 inches deep around the perimeter of the plant.
COMPOST THIS BOX
plant'it earth
Other Plant'it Earth Natural fertilizers:
Alfalfa Meal
Bat guanos
Blood meal
Bone meal
Cottonseed Meal
Fish Meal
Greensand
Kelp meal
Neem seed meal

Our boxes are made of 100% recycled paper with soy based inks. We encourage you to recycle the box by using it as mulch in your garden or compost for your compost pile.
Plant 'it Earth
1442 Divisadero
San Francisco, CA 94122
www.plantitearth.com
COMPOST THIS BOX
plant'it earth
Other Plant'it Earth
Natural fertilizers:
Alfalfa Meal
Bat guanos
Blood meal
Bone meal
Cottonseed Meal
Fish Meal
Greensand
Kelp meal
Neem seed m
Oyster shell
Rock phosp