



Project 4: Interactive PDF

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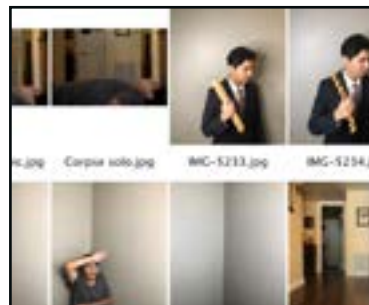
Hello, My name is Armando J Sanchez II and I am a student at Cal State Fullerton. I major in Communications with an emphasis in Entertainment and Tourism. This is my first semester at Cal State Fullerton as I just transferred from Mount San Antonio College. I am also a Cast Member at Disney California Adventure where I work guest show operations and attractions. My hobbies include going on walks around my neighborhood, visiting theme parks and reading science fiction books.

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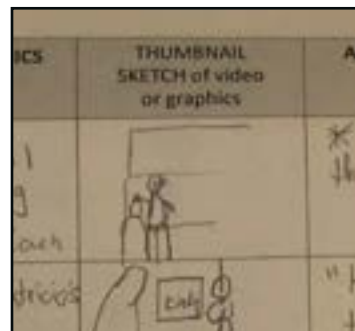
Project 1: Typography Poster



Project 2: B-Movie Poster



Project 3: Video Project



Typography Poster



The quote I chose for the Typography poster was “If every porkchop were perfect, we wouldn’t have hotdogs.” It’s a line from an animated show called Steven Universe and I thought it would be a perfect quote for the this project. For one, the quote is uplifting because it asks the people to find the silver lining out of a situation. The second is because of how iconic of a food a hot dog is. I figured that I could make a hotdog out of the words from the quote. These early sketches show the hotdog mean more inside the buns. I had an idea that it would work like this but the process of creating the image in Adobe Illustrator showed otherwise.

Typography Poster

IF EVERY PORKCHOP WERE PERFECT,
**WE WOULDN'T HAVE
HOTDOGS.**

- Greg Universe

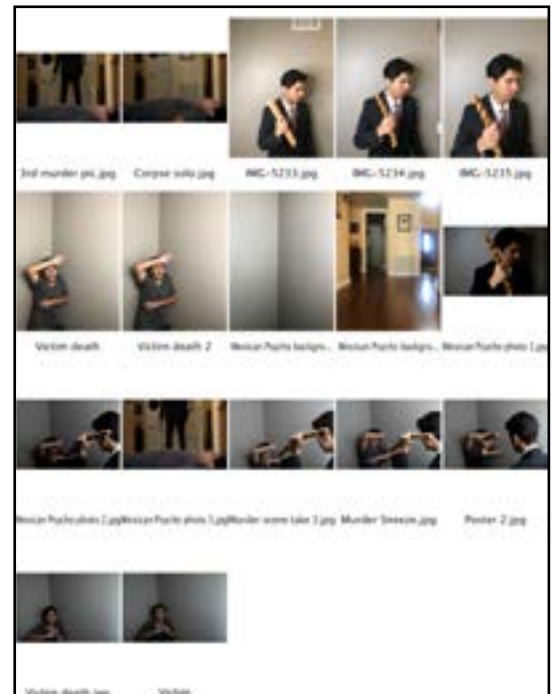
When I started working on the project in Adobe Illustrator, I knew where I wanted each word to fit as I made them. I created shapes so that the words can fit right in them. The first half of the quote I put in the mustard. When looking back on my thought process during this part, I had tried to make the mustard reach longer on the hot dog meat but it couldn't work without the words looking really stretched. The hardest part of this was the hot dog meat. I was spending a whole hour trying to get the words to look right in one shape for the hot dog meat. At a point I took a break to shower and in the shower I figured out that I could just break each of the three words I wanted to use into their shapes for the hot dog meat. I would say it worked well but my perfectionist self couldn't get over the E's in both "WE" and "HAVE." Overall, I am most proud of the final product for this project.

B-Movie Poster

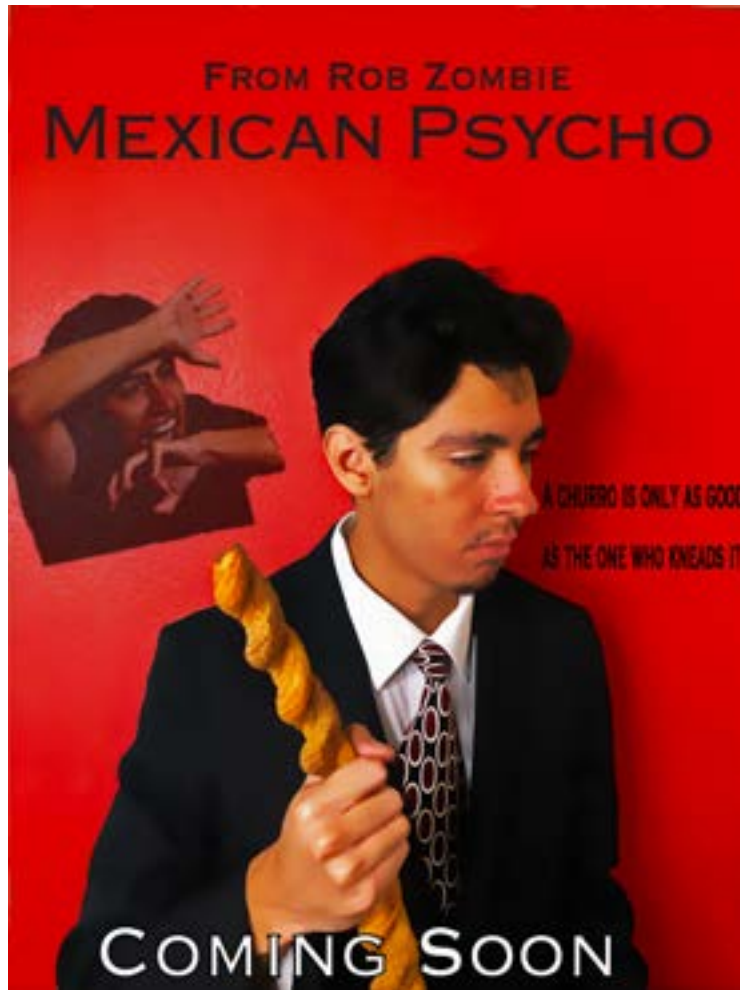


The second project was the B-Movie poster. I knew I wanted to make a parody of American Psycho and that I wanted this poster to relate to food so the original title was “Gastronomic Psycho.” These original sketches also have the killer hold a hotdog which was the original idea before we started shooting for the poster.

When we shot for the poster, my model and I realized how difficult it would be to have the hotdog in his hand with all of it's condiments. Because of that, we chose to use a churro instead. The shooting for the poster went well. I shot three out of the four concepts I had and was going to decide which one to use.



B-Movie Poster



When it came to editing and making the poster, I decided to up the saturation in order for it look “1950s”-esque. That’s how I saw this a B-Movie poster. The red background was always going to be there since it was mentioned in the early concept sketches. I found the typeface used for the American Psycho

poster. When I felt like it looked too normal for a “B-Movie”, I decided to insert one of the shots of me in fear because I knew it would help that cheesy feeling. The only regret I have is finding a way I could have put the photo of me in without it looking too photoshopped.

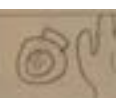
Video Project

VISUALS/VIDEO/GRAPHICS	THUMBNAIL SKETCH of video or graphics	AUDIO and Action (Script)	Time
MS of Raul tiredly drinking as sitting on couch		* Silence in the house *	1:42-1:46

I knew from the beginning that I wanted my third project to related to the poster I made for the last project. It was initially going to be a trailer for Mexican Psycho but I couldn't afford that many actors and business locations.

ECU of Patricia Phone screen.		"Have you listened to the band Kinky?"	1:46-1:49
MS of Raul mumbling		"They're alright I guess..."	1:49-1:53

too far. There were key moments in the script where I knew exactly how I wanted the shot to play out. It was hard to determine how long each scene was going to play out mainly because of line deliveries.

ECU of top of pill bottle (Patricia's hand on it)		* sounds of crying and gasps	1:53-1:55
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Patricio
Have you listened to the band Kinky?

Raul
mumbles They're fine I guess...

When I wrote the script, I wrote a parody version of the two scenes between Christian Bale's and Jared Leto's characters including the murder scene. I had trouble trying to find the thin line of writing mexican jokes without going

Video Project



[Click the image to watch the video.](#)

There are many aspects of this project that I regret and many aspects that I am proud of. The conflicting schedules my actor and I prevented us from filming this at night. We were also very rushed on the shooting so I didn't really have much time between takes for editing. I am proud of the dedication that I had for this shoot. My main actor memorized his lines

so that we didn't take more time than we needed. I am also proud of my way of using sound editing and timing for the song. There is also movie magic that happens in this where the churro actually broke when filming the murder scene. Despite it being my least favorite final product, I have to say I had the most fun making this project.