



**DESIGN PORTFOLIO**

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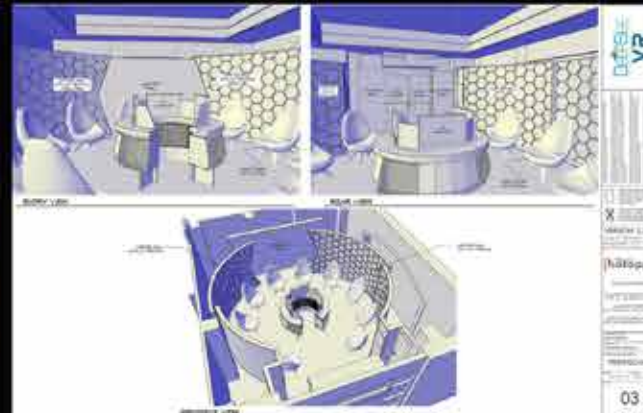
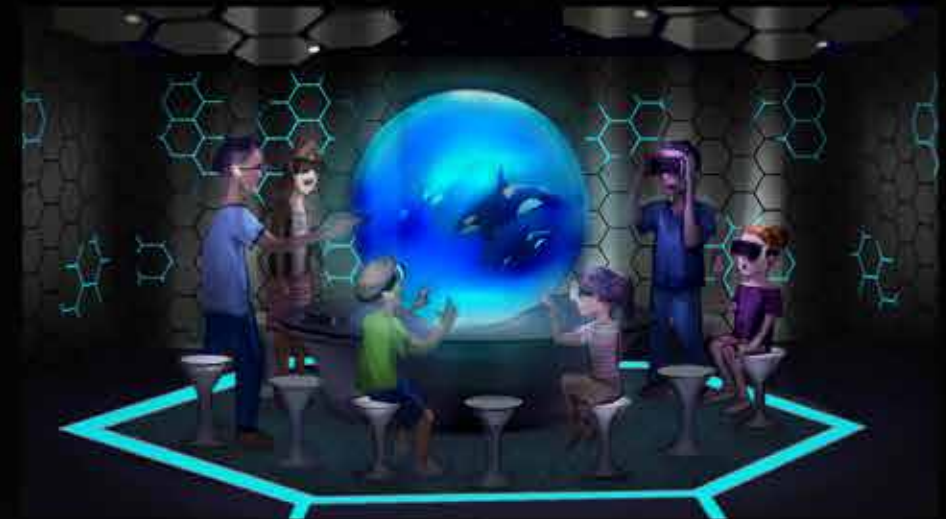
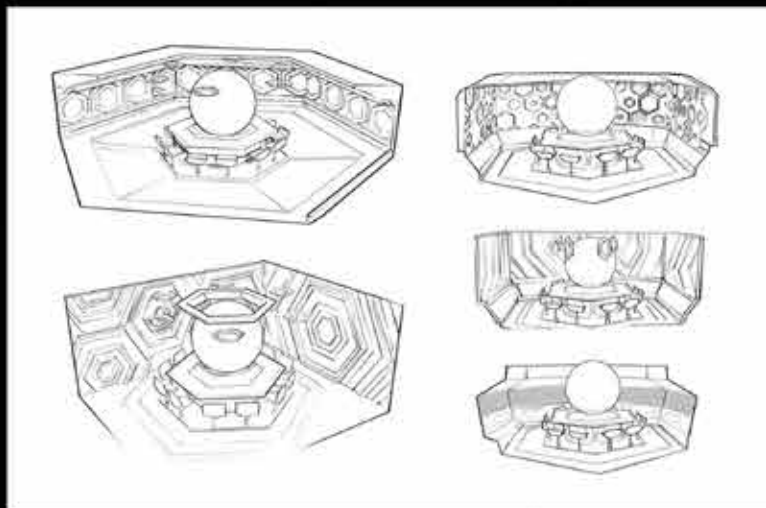
# DESIGN MANAGEMENT

## DEEPSEE VR ORCA 360°

**DEEPSEE VR: Orca 360** is a virtual reality boutique attraction experience at **SeaWorld San Diego**. On this project I lead design teams from the initial concepts through the installation and opening of this attraction. This role required me to manage multiple design teams in scenic, lighting, and audio/AV; as well as work within tight deadlines and on budget.

Working alongside the project manager, my focus was more on art directing show set scenic elements, developing the story related to the guest experience before and after the VR feature, and all graphic design related to the interior and exterior building.

In addition, another important role was to work with legal teams to create safety videos and guest instructions, as well as the ride standard operating procedures and on-site training of park management and operational team members.



CONCEPT ART PROVIDED BY HOTOPP ASSOCIATES







**MULTIPLE GRAPHIC DESIGN APPLICATIONS WERE USED ON THE CREATION OF THIS ATTRACTION INCLUDING, INTERIOR AND EXTERIOR VINYL WINDOW PRINTS, STRETCH CANVAS PRINTED LIGHT BOXES, TRADITIONAL ALUMINUM CUT SIGNAGE AND WALLPAPER GRADE VINYL WRAPS FOR WALLS AND COUNTERTOPS.**

**ALL GRAPHICS HAD TO MATCH THE STYLE AND THEMING OF THE ATTRACTION SCENIC AS WELL AS BLEND INTO THE NEW EXTERIOR REALM THEMING OF OCEAN EXPLORER. I WAS ABLE TO CREATE ALL THE PRINT FILES FOR THE GRAPHICS PACKAGE AND HELP ART DIRECT THE PRINT VENDORS ON FINAL FABRICATION.**

### Graphic Layout

The graphic layout includes a central hexagonal graphic with a ship, several panels with text and graphics, and an 'EXIT' sign. The panels are labeled with letters and numbers (A1-A4, B1-B4, C1-C4, D1-D4, E1-E4, F1-F4) and contain various text and graphics related to the attraction.

### Safety Signage Layout

Required Safety Signage  
 Font: Klavika  
 85pt font size 5/8" copy  
 40" from end of copy to finished floor

The safety signage layout includes four 'WARNING' signs with detailed text. The signs are labeled with letters and numbers (A, B, C, D) and contain various safety warnings and instructions related to the attraction.

**A** GUESTS MUST BE AT LEAST 13 YEARS OLD TO PARTICIPATE.

ORCA 360 UTILIZES THE SAILING DEAR VR, A HEAD-MOUNTED VIRTUAL REALITY DEVICE THAT DISTRACTS YOU FROM AND BLOCKS YOUR VIEW OF YOUR ACTUAL SURROUNDINGS.

ONLY GUESTS IN GOOD HEALTH SHOULD PARTICIPATE IN THIS ATTRACTION. PARTICIPATION IS NOT RECOMMENDED FOR ELDERLY GUESTS, THOSE WHO KNOW OR SUSPECT THEY MAY BE PREGNANT, THOSE PRONE TO MOTION SICKNESS, HAVE PSYCHIATRIC DISORDERS, HAVE HEART PROBLEMS, HAVE PRE-EXISTING BINOCULAR VISION ABNORMALITIES OR HAVE ANY OTHER SERIOUS MEDICAL CONDITION.

DO NOT PARTICIPATE IF YOU HAVE SYMPTOMS OF SOOTY, AMBLYOPIA OR ANISOMETROPIA AS PARTICIPATION MAY AGGRAVATE THESE SYMPTOMS.

SOME PEOPLE MAY EXPERIENCE SEVERE DIZZINESS, SEIZURES, SEIZURE-LIKE ACTIVITY OR BLACKOUTS. THOSE WHO HAVE HAD A SEIZURE, LOSS OF AWARENESS OR OTHER SYMPTOMS LINKED TO EPILEPTIC CONDITIONS SHOULD NOT PARTICIPATE.

IF YOU HAVE A PACEMAKER OR OTHER IMPLANTED MEDICAL DEVICE, DO NOT PARTICIPATE WITHOUT FIRST CONSULTING WITH YOUR DOCTOR OR THE MANUFACTURER OF YOUR MEDICAL DEVICE.

**B** A COMFORTABLE VIRTUAL REALITY EXPERIENCE REQUIRES AN UNIMPAIRED SENSE OF MOTION AND BALANCE. DO NOT PARTICIPATE IF YOU ARE TIRED, NEED SLEEP, ARE CURRENTLY OR HAVE RECENTLY BEEN UNDER THE INFLUENCE OF ALCOHOL OR DRUGS, HAVE DIGESTIVE PROBLEMS, ARE UNDER EMOTIONAL STRESS OR ANXIETY, OR ARE SUFFERING FROM COOL, FLU, HEADACHES, MIGRAINES OR EARACHES AS THIS CAN INCREASE YOUR SUSCEPTIBILITY TO ADVERSE SYMPTOMS.

DO NOT HANDLE SHARP OR OTHERWISE DANGEROUS OBJECTS WHILE PARTICIPATING.

DO NOT WEAR GLASSES WHEN PARTICIPATING. CONTACT LENSES ARE PERMISSIBLE.

IMMEDIATELY STOP PARTICIPATING AND ASK FOR ASSISTANCE IF YOU EXPERIENCE ANY OF THE FOLLOWING SYMPTOMS: SEIZURES, LOSS OF AWARENESS, EYE STRAIN, EYE OR MUSCLE TWITCHING, INVOLUNTARY MOVEMENTS, ALTERED, BLURRED OR DOUBLE VISION OR OTHER VISUAL ABNORMALITIES, DIZZINESS, DISORIENTATION, IMPAIRED BALANCE, IMPAIRED HAND-EYE COORDINATION, EXCESSIVE SWEATING, INCREASED SALIVATION, NAUSEA, LIGHTHEADEDNESS, DISCOMFORT OR PAIN IN THE HEAD OR EYES, DROWSINESS, FATIGUE OR ANY SYMPTOMS SIMILAR TO MOTION SICKNESS.

**C** SYMPTOMS OF VIRTUAL REALITY EXPOSURE CAN PERSIST AND BECOME MORE APPARENT HOURS AFTER USE. THE MOST COMMON SYMPTOMS CAN INCLUDE THE SYMPTOMS LISTED ABOVE AS WELL AS EXCESSIVE DROWSINESS AND DECREASED ABILITY TO MULTI-TASK.

PREGNANCY USE SHOULD BE AVOIDED, AS THIS COULD NEGATIVELY IMPACT HAND-EYE COORDINATION, BALANCE, MULTI-TASKING ABILITY AND MAKE MUSCLES, JOINTS OR SKIN RUST. IF ANY PART OF YOUR BODY BECOMES TIED OR SORE DURING USE, OR IF YOU FEEL SYMPTOMS SUCH AS TINGLING, NUMBNESS, BURNING OR STIFFNESS, STOP AND REST FOR SEVERAL HOURS BEFORE PARTICIPATING AGAIN.

ADULTS SHOULD MONITOR CHILDREN (AGE 13 AND OLDER) DURING AND AFTER PARTICIPATION FOR ANY OF THE SYMPTOMS OR DECREASE IN THE ABILITIES LISTED ABOVE.

DO NOT DRIVE, OPERATE MACHINERY, OR ENGAGE IN OTHER VISUALLY OR PHYSICALLY DEMANDING ACTIVITIES THAT HAVE POTENTIALLY SERIOUS CONSEQUENCES OR OTHER ACTIVITIES THAT REQUIRE UNIMPAIRED BALANCE AND HAND-EYE COORDINATION UNTIL YOU HAVE FULLY RECOVERED FROM ANY SYMPTOMS.

**D** REMAIN SEATED WHILE PARTICIPATING AND ALWAYS BE AWARE OF YOUR SURROUNDINGS.

ENSURE THE HEADSET IS LEVEL AND SECURED COMFORTABLY ON YOUR HEAD, AND THAT YOU SEE A SINGLE CLEAR IMAGE TO PREVENT ANY DISCOMFORT.

LOOKING AROUND WHEN FIRST ENTERING VIRTUAL REALITY CAN HELP YOU ADJUST TO ANY SMALL DIFFERENCES BETWEEN THE REAL WORLD AND VIRTUAL REALITY EXPERIENCE.

STOP USING THE DEAR VR IF IT SEEMS TO BE HOT.

GUESTS MUST TAKE BREAKS AFTER EACH USE AND MUST NOT PARTICIPATE AGAIN UNTIL ALL SYMPTOMS HAVE COMPLETELY SUBSIDED FOR SEVERAL HOURS.

IF YOU HAVE ANY CONCERNS ABOUT YOUR ABILITY TO PARTICIPATE IN THIS ATTRACTION, YOU SHOULD CONSULT YOUR PHYSICIAN.

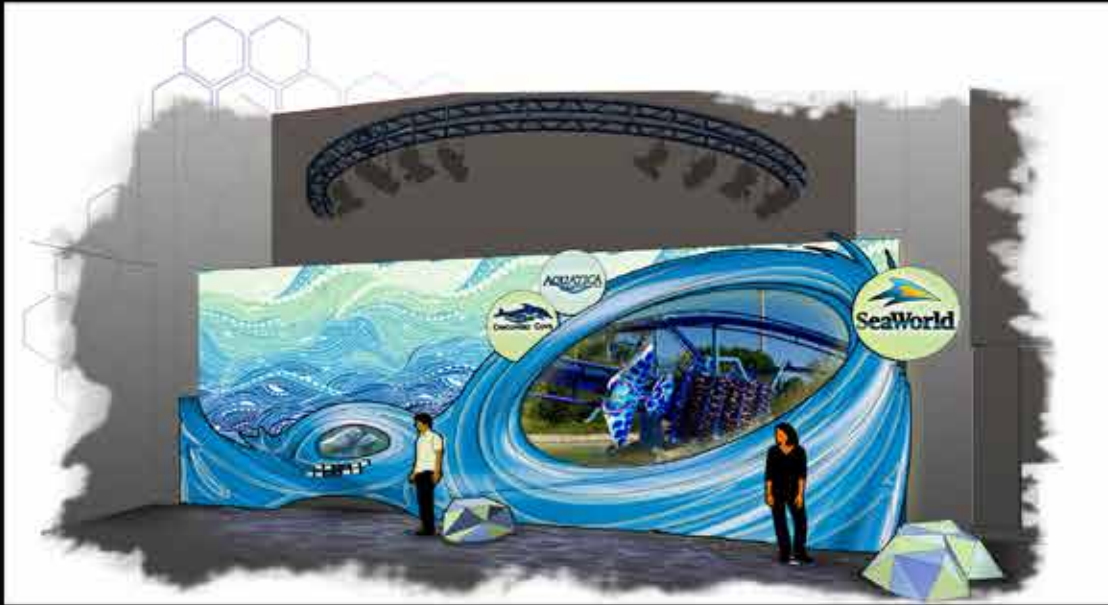
INFORMACION IMPORTANTE DE ESTA ATRACCION ESTÁ DISPONIBLE EN ESPAÑOL. POR FAVOR CONSULTA UN OPERADOR DE LA ATRACCION.

**WARNING:** THIS PRODUCT CONTAINS CHEMICALS KNOWN TO THE STATE OF CALIFORNIA TO CAUSE CANCER AND REPRODUCTIVE TOXICITY.





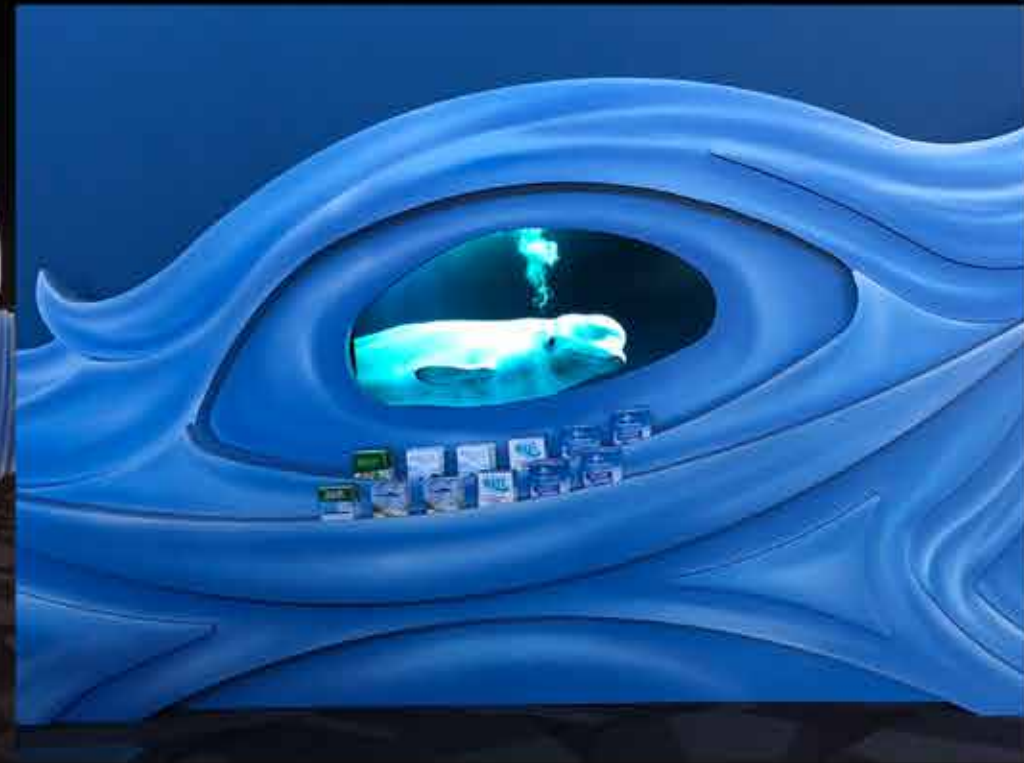
# MEDIA WAVE



CONCEPT ART PROVIDED BY HOTOPP ASSOCIATES

THE VISIT ORLANDO WELCOME CENTER ADDED 3 DEDICATED MEDIA MARKETING PIECES FROM THE 3 MAJOR ORLANDO AREA THEME PARKS. I LEAD THE DESIGN TEAM FROM CONCEPT TO INSTALLATION FOR THE SEA WORLD MEDIA WAVE. A SCENIC ART INSTALLATION WITH A VIDEO HIGHLIGHT REEL OF THE 3 SEA WORLD PARKS, CONSERVATION, AND RESCUE MISSIONS.

WORKING ALONGSIDE THE PROJECT MANAGER AND DESIGN VENDORS I ASSISTED IN ART DIRECTION FOR THE SCENIC ELEMENTS, DEVELOPED THE LARGE WALL GRAPHIC, AND WORKED WITH THE MARKETING TEAMS TO SELECT AND DIRECT THE FINAL CUT OF THE MARKETING HIGHLIGHT REEL.





# EXPERIENCE DESIGN

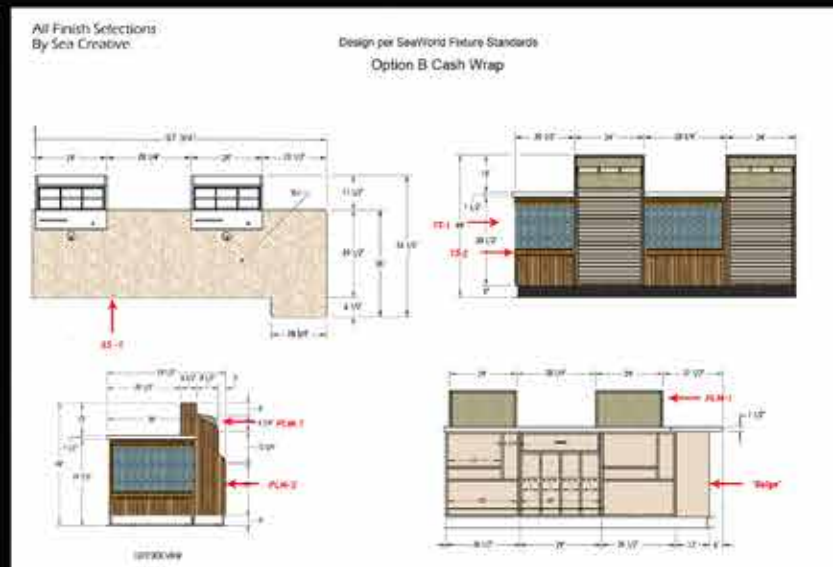
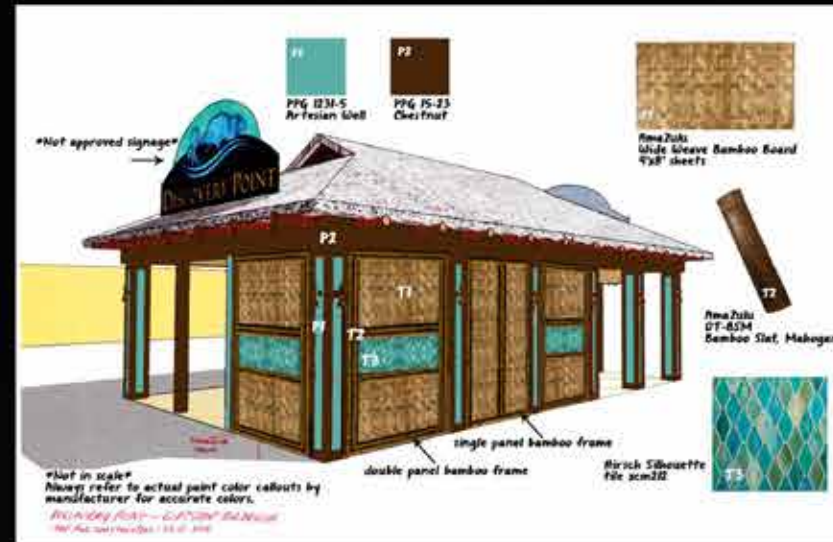
# DISCOVERY POINT PLAZA



DISCOVERY POINT PLAZA CONSISTED OF A COMPLETE RENOVATION OF AN EXISTING OPEN AIR RETAIL SPACE AND THE REFRESH OF THE EXTERIOR LOOK TO THE SURROUNDING BUILDINGS. I WAS THE LEAD DESIGNER RESPONSIBLE FOR PUTTING TOGETHER THE DESIGN INTENT PACKAGE CONSISTING OF ALL THE MATERIAL AND FINISH CALLOUTS, PAINT COLORS, GRAPHIC DESIGN, AND SIGNAGE.

FOR DISCOVERY POINT GIFTS, I WORKED WITH PROJECT MANAGERS TO DELIVER BOTH AN EXTERIOR AND INTERIOR RETAIL DESIGN. SELECTING PAINT COLORS, MOSAIC TILE, AND APPROVING DESIGNS FOR THE MAIN ID SIGNAGE. FOR THE INTERIOR I SELECTED ALL THE FINISHES AND TILES FOR THE WALL AND FLOOR FIXTURES, COORDINATED COLOR PALETTE FOR THE WALLS AND MMA FLOOR CHIP MIXTURES, AND ALL SOFT FABRICS LIKE AWNINGS AND ROLL DOWN CURTAINS.

THIS SAME PROCESS CONTINUED FOR THE SURROUNDING SWEET TREATS, RESTROOMS, COKE STORE, ADJACENT RETAIL EXTERIOR AND PASSPORT CENTER. THE DESIGN FOR EACH OF THESE BUILDING HAPPENED IN PHASES, SO I WAS SURE TO UTILIZE SEVERAL OF THE SAME COLORS ACROSS THE PROJECT TO KEEP THE STYLE CONSISTENT, BUT ALSO HELP REDUCE COST ON ADDITIONAL PAINT AND MATERIAL NEEDS.





### Restroom Callouts

Material callout diagram for the restroom sign and surrounding wall. The diagram shows a cross-section of the wall and the sign. The wall is painted in four colors: P1 (Chestnut), P2 (Serendipity), P3 (Artesian Well), and P4 (Suddenly Sapphire). The sign is made of AmaZulu DT-85M Bamboo Slat, Mahogany. The sign letters are made of AmaZulu Wide Weave Bamboo Board 4'x8' sheets. The sign is set in a decorative tile frame (Discovery Cove decorative Tile). The sign text is in the typeface Papyrus.

**Paint**

- P1 PPG 15-23 Chestnut
- P2 PPG 1230-2 Serendipity
- P3 PPG 1231-5 Artesian Well
- P4 PPG 1242-7 Suddenly Sapphire

**Signage Typeface: Papyrus**  
 ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 AAEEeabcdofghijklmn  
 opqrstuvwxyz1234567890(\$%...!@)

**Materials:**  
 AmaZulu DT-85M Bamboo Slat, Mahogany  
 AmaZulu Wide Weave Bamboo Board 4'x8' sheets  
 Hirsch Silhouette Tile XCM4227  
 Vertical layout  
 Discovery Cove decorative Tile





Front

Side

Back

**Measurements are estimated**

- Entire sign is one layer with the exception of the letters being dimensional
- mosaic or faux mosaic tile to be used on cupcake graphic
- Starbucks logo is a graphic print, white circle painted
- Over door sign to be mounted out from building to clear gap for awning, other 2 signs can be attached to building.
- "Sweet Treats" font the same as original so many interior graphics and window decals can remain the same or be slightly altered.

**Cupcake Graphic**

Sweet Treats typeface:  
 Oz Handcraft by  
 ABCDEFGHIJKLMNOPQRST  
 UVWXYZAAEIOU abcdefgh  
 ijklmnopqrstuvwxyzæëïð  
 øü&rtz34567890(\$%&.\*?)

- Cupcake graphic to be printed on to sign and filled in with mosaic or faux mosaic tile
- Paint to be used on cake section, sprinkles, center brown ring, and Starbucks ring

**Starbucks Logo**

WE PROUDLY SERVE  
 New Starbucks logo  
 We Proudly Brew  
 STARBUCKS COFFEE

Do not use this Starbucks logo

**Paint Colors**

P1	P2	P3	P4
PPG 15-23 Chestnut	PPG 1212-7 Flirtatious	PPG 1230-4 Tropical Tide	PPG 1242-7 Suddenby Sapphire

Painted area (sprinkle, cake, inside ring)

**Mosaic Tile Colors**

MI	MI	MI
MI	MI	MI
MI	MI	MI

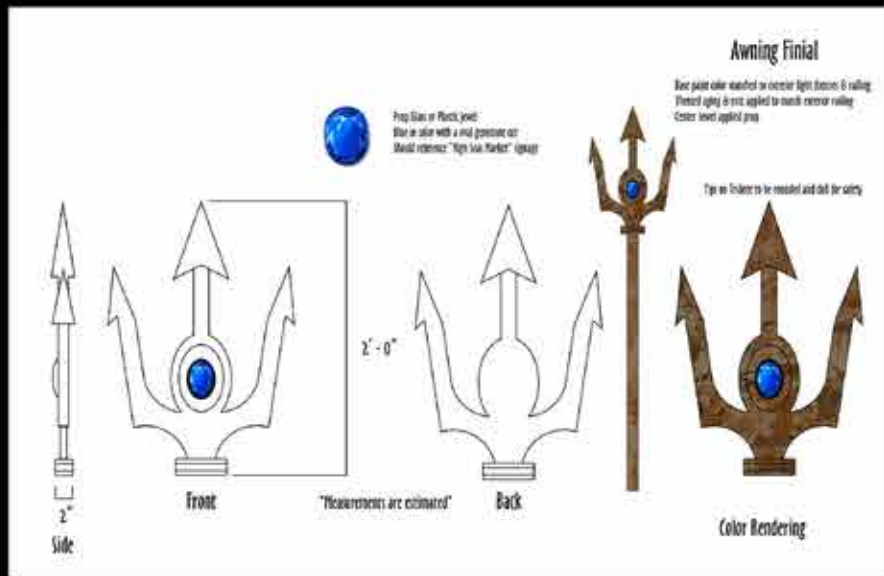
Mosaic tile, faux or real (outside ring, center cupcake bottom, frosting, cherry)



# HIGH SEAS MARKET

**HIGH SEAS COKE MARKET** WAS A DESIGN REFRESH TO UPDATE THE LOOK IN COLLABORATION WITH COCA COLA. I DID INITIAL DESIGN INTENT THROUGH SELECTING VARIOUS MATERIAL FINISHES SUCH AS MILLWORK AND COUNTER TOPS, AS WELL AS SOFT FABRICS SUCH AS AWNINGS AND CURTAIN PATTERNS. IN ADDITION, PAINT COLOR CALLOUTS AND THE DESIGN OF NEW AWNING TRIDENT SHAPED AWNING HOLDERS WERE NEEDED TO COMPLETE THE REFRESHED LOOK. TO TIE THE DESIGN TOGETHER, I RE-DESIGNED ALL THE GRAPHICS INCLUDING THE MAIN ID SIGNAGE, INCORPORATING THE OLD DESIGN'S CHARACTER AND JEWELS INTO THE NEW HAND RAILING AND TRIDENT DÉCOR ACCENTS.

THIS BEING A COCA COLA SPONSORED PROJECT, REQUIRED THAT I WORK EXCLUSIVELY WITH COKE TO GET FEEDBACK AND APPROVAL ON ALL GRAPHIC DESIGN FOR MENU ITEMS, SIGNAGE, AND THE USE OF THE COCA COLA PROPERTIES. THIS REQUIRED FOLLOWING STRICT DESIGN GUIDELINES OUTLINE IN THE COCA COLA/SEAWORLD STYLE GUIDE, AND COLLABORATING DIRECTLY WITH COCA COLA TO ACQUIRE DIGITAL ASSETS AND UP TO DATE BRANDING STANDARDS.







# GRAPHIC DESIGN



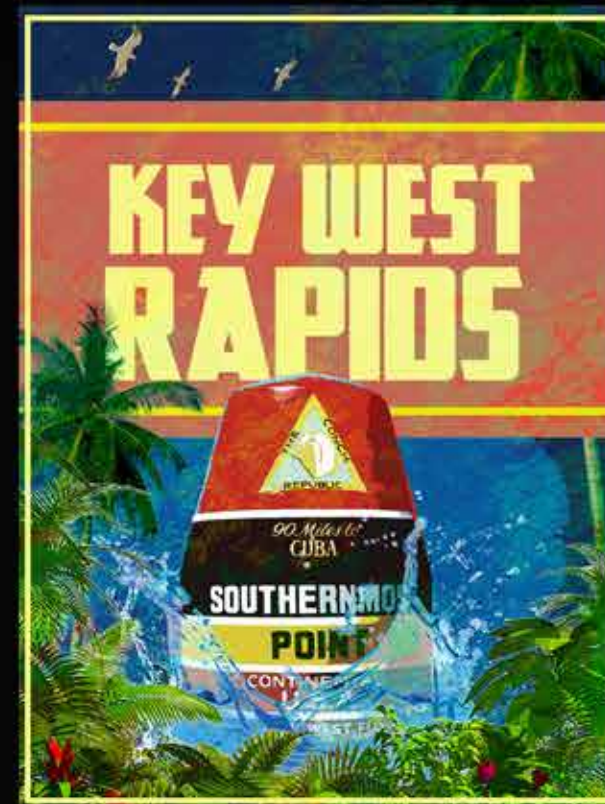


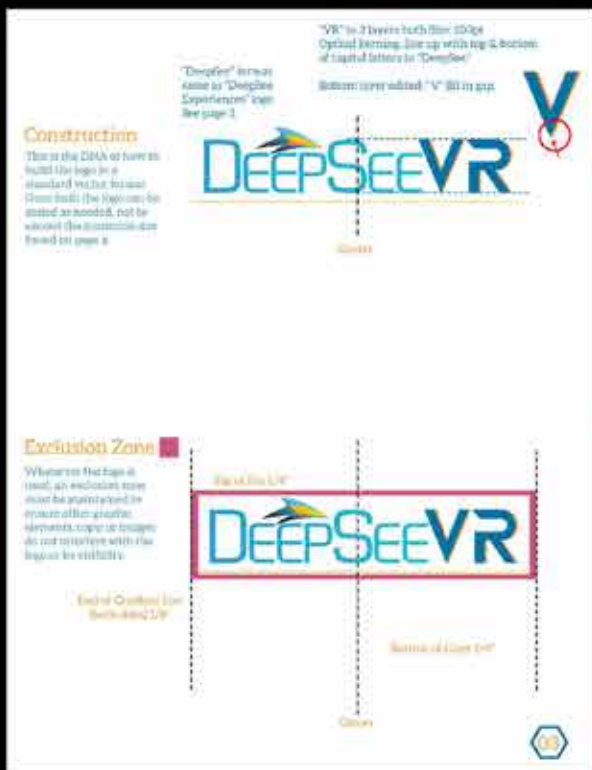
DIGITAL GRAPHIC



IN-PARK FINISHED SIGNAGE







LOGO USAGE TAKEN FROM STYLE GUIDE

DEEPSEEVR

2D LOGO USED FOR PRINT

DEEPSEEVR

3D LOGO USED FOR VIDEO/ANIMATION



IN-PARK GRAPHICS FOR LOGOS & SIGNAGE



VARIOUS GRAPHICS USED FOR PRINT



# CONCEPT ART



Concept



Exit Plaza



Concept



Exit Gifts Exterior



# MODEL MAKING



**MODEL MAKING IS SOMETHING I DO AS A HOBBY THAT I LEARNED IN MY COLLEGE THEATRE SET DESIGN CLASSES.**

**HERE I SHOWCASE THE BUILD PROCESS OF TWO MODELS. THE FIRST IS A 1/4" SCALE MODEL RECREATING A POPULARLY USED SET FROM A 90S TELEVISION SHOW. THE SECOND IS A CURRENT WORK IN PROCESS CREATING A TOY DIORAMA TYPE DISPLAY FOR ACTIONS FIGURES. THIS IS A 1" SCALE MODEL THAT IS A RECREATION OF A REAL SET FROM THE 90S TELEVISION SHOW.**

**FOR BOTH MODELS AN EXTENSIVE BIT OF RESEARCH WE DONE TO CAPTURE SCREENSHOTS OF EVERY ANGLE OF THE SET. I USED THE ACTORS IN THE SHOTS TO ESTIMATE THE SIZE OF THE OBJECTS AND SCENIC ELEMENTS AROUND THEM. MIXING THOSE MEASUREMENTS WITH BUILD STANDARDS FOR SCENIC FLATS ALONG WITH THE STANDARDS OF ARCHITECTURAL ELEMENTS SUCH AS DOORWAYS, HANDRAIL HEIGHTS, ETC. I WAS ABLE TO CREATE A GROUND PLAN WITH ELEVATIONS TO BUILD FROM.**





MODEL IN PROCESS





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