

# **Mauricio Melgar Palacios**

C/ joventut 108, L'Hospitalet de Llobregat 672543058 mmelgar.crn@artsgrafiques.org EU community resident

## **Idiomas**

Spanish

Catalonian

English

Native

Basic

Bilingual







## **Skills**

Teamwork



Creativity



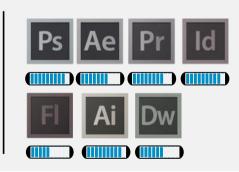






## **Program skills**





## **Academics**

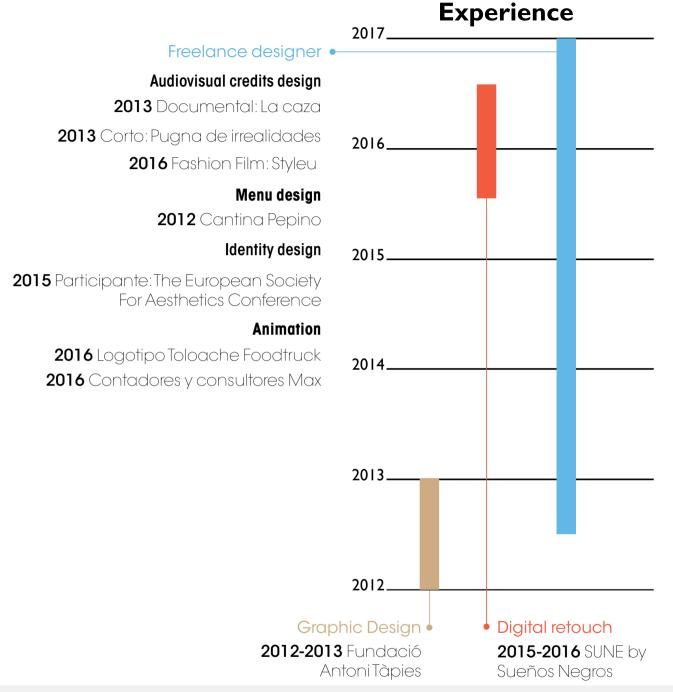
Grado Universitario en Diseño EINA Escola de Disseny

Actual

Grado superior en Diseño y Producción Editorial IES Esteve Terradas i IIIa

2013-2011

# **Audiovisual Graphic Designer**



## **Hobbies**











### **Pugna de irrealidades**

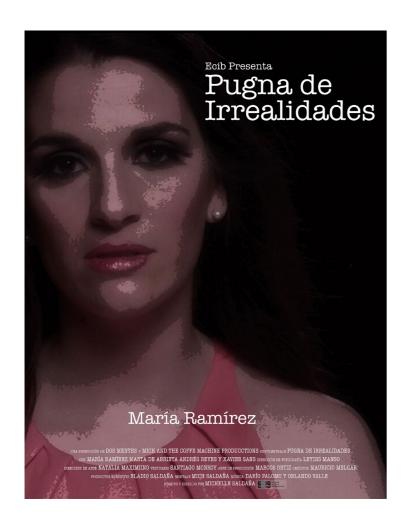
Pugna de irrealidades is a fictional short where three scripted characters rebel against their creator. As a graphic designer this proyect consisted in creating visual elements for exit credits. and a series of movie posters that appeared on the premiere.

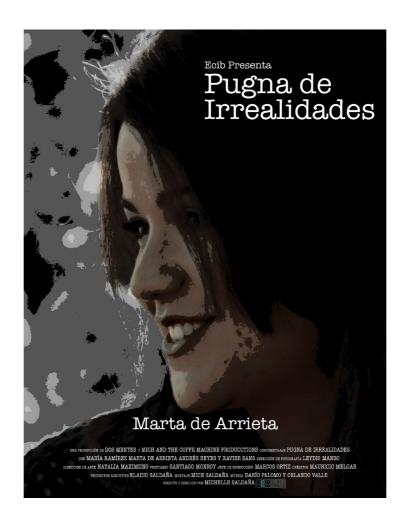
Created in: Barcelona

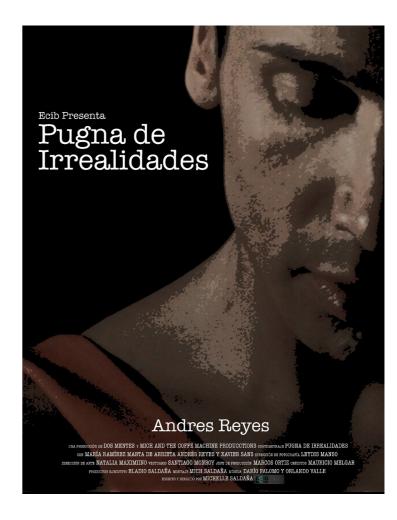
Public premiere: Cinemas Girona, 2013











# Pugna de irrealidades













### **Vitamar de Calafell**

Located on the calafell boardwalk, this modest restaurante offers seafood and typical tapas to enjoy near the beach. The brief stated an functional logotype and a simple menu design.

**design proposals:** Logotipo and layout.







Primeroz Vitamar de Catayett
<b>Espagueti al gusto</b> Espaguetis al gust Spaghetti (choose from)
<ul> <li>Napolitana</li> <li>Napolitana</li> <li>Neapolitan</li> <li>Bolonyesa</li> <li>Bolognese</li> <li>Carbonara</li> <li>Carbonara</li> </ul>
Ensalada con boquerones tempura y salsa de yogur Amanida amb seitons en tempura i vinagreta de iogurt Tempura anchovies salad with yogurt dressing
<b>Gazpacho</b> Gaspatxo Gazpacho
<b>Melón con jamón iberico</b> Meló amb pernil ibèric Melon with Iberian ham
Ensalada mixta con pasta y atún Amanida mixta amb pasta i tonyina Mixed salad with pasta and tuna
<b>Ensalada de casa</b> Amanida de casa Vitamar salad

Tapas				
Aceitunas gazpachadas Olives gaspatxes Gaspacho olives	2,60€	Croquetas Croquetes Croquettes • Pollo	4,00€	
<b>Pinzas de marisco</b> Pinces de marisc Breaded crab pincers	4,90€	Pollastre Chicken • Jamón Pernil		
<b>Tapa de queso</b> Tapa de formatge Cheese tapa	5,30€	Ham <b>Aros de cebolla</b> Anelles de ceba	4,00€	
<b>Tapa de jamón ibérico</b> Tapa de pernil ibèric Iberian Ham	7,50€	Onion rings <b>Calamares a la romana</b> Sípia a la romana	7,50€	
<b>Boquerón en tempura</b> Boqueron amb tempura Tempura anchovies	6,50€	Fried cuttlefish <b>Ensaladilla rusa</b> Amanida russa	4,30€	
<b>Gambas con beicon</b> Gambes amb bacó Bacon wrapped prawn	6,50€	Vegetable salad  Pimientos de padrón	4,50€	
Gambas con coco Gambes amb coco Coconut prawns	6,50€	Pebrots de padró Padrón peppers <b>Pulpo a la gallega</b>		
Alitas de pollo adobadas Aletes de pollastre adobades	4,90€	<b>11,50€</b> Pulpo a la gallega Galicia style octopus		
Marinated chicken wings  Mejillones a la marinera  Musclos a la marinera	8,40€	<b>Boquerones</b> Boquerons Anchovies	6,50€	
Mussels with marinara sauce Salpicón de mariscos Salpicó de marisc Seafood salad	6,90€	Pescaditos fritos Peixets fregits Fried fish tapa	6,50€	
Pan con tomate Pa amb tomaquet Tomato bread	2,90€			
Patatas fritas Patates frites Chips	3,50€			
Patatas bravas Patates braves Spicy catalan chips	4,80€	<b>IVA incluido</b> IVA inclòs VAT included		
Patatas artesanales Patates artesanals Artisan potatoes	5,10€	<b>Gracias por su visita</b> Gràcies per la seva visito Thank you for your visi		

### **The European Society for Aesthetics**

This project was centered to create an identity proposal for the ESA conference that was held in Barcelona in 2015. The system developed was centered around the european quotation marks as they are used to cite references and are linked to research development for these type of conferences.

**design proposals:** Poster design, personal badge, , editorial layout.

#### **Programas utilizados**







Cartel





Formato nombre

#### Tipografía

Franklin Gothic Heavy
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Optima LT Std Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

#### **Editorial**



THE
EUROPEAN
SOCIETY
FOR
ALESTHETICS
CONFERENCE

27 INTRODUCTION

#### PAUL CROWTHER

Human freedom is much more than the capacity to choose between stimuli, or, for that matter, to defer the gratification an consumption of what one wants. It is, rather, a substantial freedom. This means that it is exercised and structured by a sense of who and what we are, and our relation to Being — an awarene that converges on the satisfaction of a need over and above the satisfaction of basic natural ones. The need in question is that of experiencing one's life as an aesthetic narrative. It is because of this narrative that the need for artistic expression arises. In this paper, I explain the conceptual basis of this narrative, and the way the narrative is satisfied through the creation of art.

#### CAROLE TALON- HUGON Artialisation of Emotions

It is not my intention to reflect on the fact that art is capable of evoking an emotional reaction the paradox of fiction), neither on the question of knowing if such a thing as a particular 'artistic emotion' even exists, neither on the transfiguration of emotions that art plays in the construction of emotions what art plays in the construction of emotions. Why prophess is that art plays in the construction of emotions. My phypothess is that art plays in the construction of emotions. My phypothess is that certain paradigmatic scenario such as pialousy in Shakespeare's Othello or love in Tristan et Iseulti influence how we feel, categorize, and evaluate various emotions, as well as play a role in the way we react and behave in relation to these emotions. Inasmuch as emotions are evaluative and conative, this research on the artialisation of emotions includes an inevitable axiological perspective.

### **Campaña Adidas + Jungle**

Adidas The jungle inside was a fictious project for art direction credit at EINA Centre Universitari de Disseny. The brief was to create an advertising campaign that stated a collaboration between Adidas and the english neo soul band Jungle. This project included the sneaker design, animation and mockup advertisment

**design proposals:** Elementos gráficos de producto, web banners, cartel vertical y horizontal, diseño de homepage, Vídeo promocional.

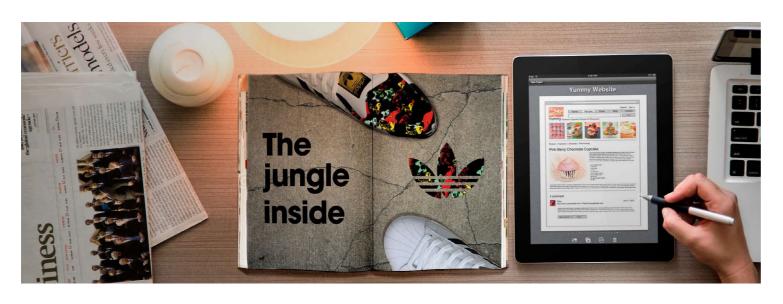
Promo vídeo: <a href="https://vimeo.com/225776575">https://vimeo.com/225776575</a>







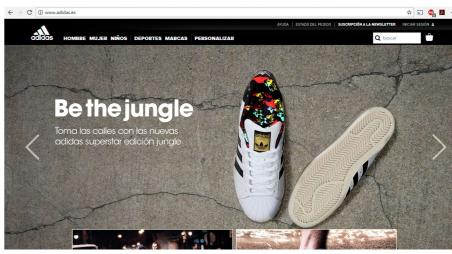












### **Jumpcut**

Jumpcut is a filmhouse based in Barcelona that looked for an identity redesign that focused on the company values and work quality. The final result created a brand that focused on the professional area without the extra references for the audiovisual area.

**Encargo:** Logotipo, brand handbook, tipografía, animación de logotipo,

mosca/marca de agua y dirección de arte.

Animación: <a href="https://vimeo.com/225776366">https://vimeo.com/225776366</a>

#### **Programas utilizados**

















MICH & THE FILMING MACHINE PRODUCTIONS

Michelle Saldaña Directora

615 31 10 23 director@jumpcut.com

Sepulveda, 84 Barcelona, España

## **SUNE by Sueños Negros**

SUNE is a retail store focused on distributing top quality brand clothing in Barcelona. As part of the team my job was to do photo retouch for the website, illustrated elementos for season campaigns, and company presentation for future retail brands, I also had the experience to create a summer fashion film for 2016.

**design proposals:** Digital retouch, Art direction.

**Vídeo**: https://www.suneonline.com/blog/construyendo-una-primavera-sune-el-making-off/













