

**DAVIDTODD**  
DESIGN**PORTFOLIO**





# MOTIONGRAPHICS



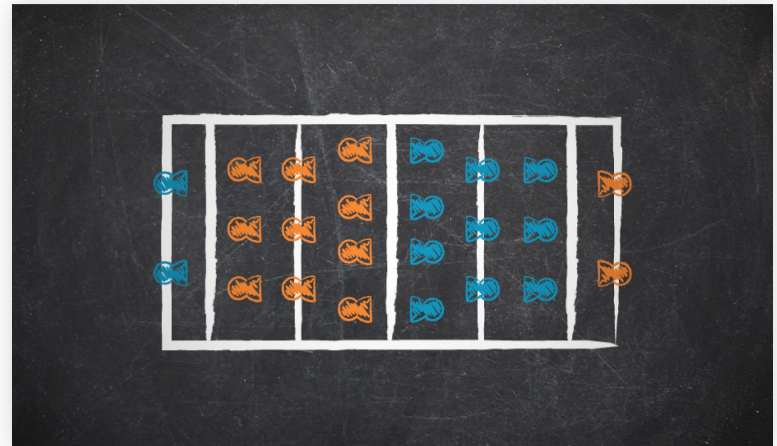
## ULTRABALL PROMO VIDEO

The culmination of my focus on motion graphics came together on this project; to create a promotional video for a brand new sport. Ultraball as it is realistically, is a backyard style pick-up game played for fun. The goal of this video was to build it up as something greater. It covers the needs for the game in the style of a PSA, all of the information necessary on how to play the game with approachable graphics, as well as highlights to present an attention grabbing example of the game in action.

### PROGRAMS USED



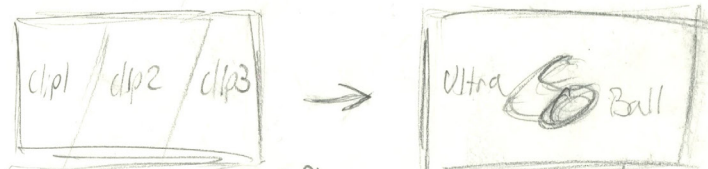




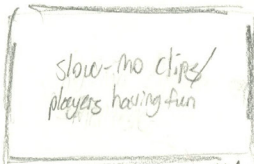


*LOGO PROCESS*





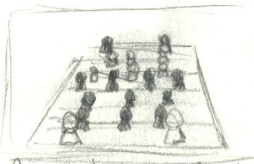
Quick montage of clips flows into Logo animates in/Flash reveals name "UltraBall"



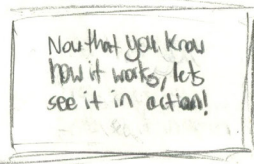
"Everyone deserves to find a sport that's right for them"



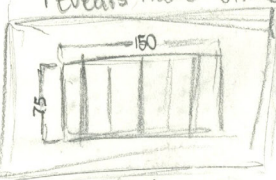
Discuss team arrangements/positions



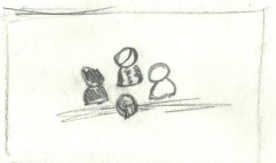
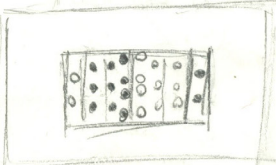
Demonstrate how offense/defense positions function



Closing words flows into more live action footage of Utraball being played (set to exciting music)



Discuss field specs



Demonstrate penalties



Highlight Footage

## Script

Utraball is a new athletic endeavor that is approachable and easy to learn, while still being fast-paced and action-packed. Let me give you a quick overview of how it works:

The game is played on a 150 x 75 foot field with a 15 foot end zone on either side. 2 teams of 12 players each occupy either side of the field.

The game is played on a 150 x 75 foot field in 4 - 10 minute quarters, with a 10 minute half.

There are lines marking a 15 foot end zone on either side, mid-field, and an additional line half the distance between mid-field and each end zone - we'll get to that in a minute.

Game is played with 2 teams of 12 players occupying either side of the field. Players are divided into offensive, or defensive roles; 6 on each.

Offensive players are split into 3 different roles. 2 offensive players are called chovy pickers. They stay in the opponents endzone at all times, providing a long distance option for their team to score. The remaining offensive players are known as outside and inside attackers.

At the start of every quarter, all attackers will line up at the point of play. Inside attackers start in the inner portion of the field, while the outside attackers stay towards the sidelines. Attackers can move freely around the entire field.

Defensive players spread themselves out on their teams half of the field. These players attempt to prevent the opposing team from scoring by covering their attackers. Now, remember that line on the field we mentioned earlier? That is called the "Defensive Restraining Line". Players on defense can move up past mid-field, but must stay behind the restraining line on the opponents side.

## Field Layout: Size, Zones,

~~Visual representation of field layout~~

see next page →

## Rules: Game clock, Periods, player positions, # of players, Scoring,

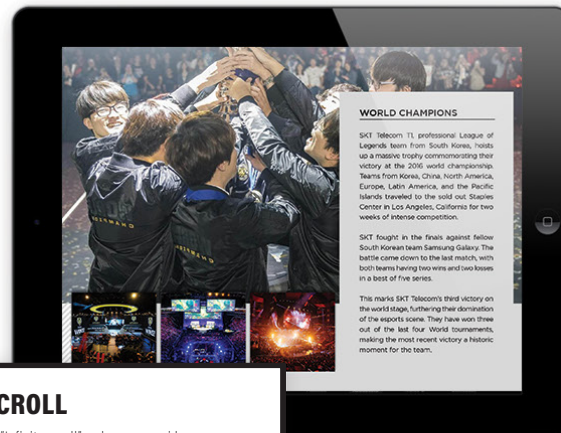
- Tier 1: co-ed, Tier 2+3: non co-ed
- 4-10 minute quarters, 10 minute half, 50 minute total game time
- 2 timeouts per half/Timeouts 2 minutes long
- Tier 1: no throw clock, Tier 2+3: 10 second throw clock
- 12 players on field required
- Positions: Offensive: chovy pickers, Defensive: - N/A
- Outside Attack - N/A
- Inside Attack - N/A

## Penalties: - Taking more than 3 steps with ball/Turnover

- Whistle blow
- Stepping in throwing players space (shoot circle) for more than 2 seconds/Unsubstantiated throw
- Hitting ball out of play/players hands/UT
- More than 3 defenders on a throwing player/UT
- Unsportsmanlike conduct, Unnecessary Roughness/1st occurrence, 2 minute penalty box for that player/2nd occurrence, 2 minute timeout or dismount
- 3rd occurrence, player ejected

## Uniform: Players, Referees, College, pro,

# USERINTERFACE



## INFINITE SCROLL

In the UI/UX field, "Infinite scroll" webpages provide a seamless experience for the user. This project applied that concept to an iPad layout, creating a single document that contained a series of pages naturally flowing into one another, containing an informational program for an exhibition. The rising popularity of Esports served as my subject, influencing the design choices with sleek, modern type treatments, as well as graphics evoking the excitement and growth surrounding the scene.

PROGRAMS USED





"GAMING IS WHAT EVERY TRADITIONAL SPORTS LEAGUE IS DESPERATE TO BECOME. YOUNG, GLOBAL, DIGITAL AND INCREASINGLY DIVERSE. SO CAN'T THERE BE A SPORTS LEAGUE THAT'S BOTH ESSENTIALLY AND GENUINELY REAL, THEY'RE GROWING, AND WE HAVE THE NUMBERS TO PROVE IT."

- BEN CASLERMAN, ESPN

#### INTRODUCTION TO ESPORTS

##### WHAT DOES 'ESPORTS' MEAN?

Esports, in broad definition, is competitive gaming. It is a broad term that encompasses a wide range of video games, from traditional sports like football and basketball to more modern, digital games like League of Legends and Dota 2. The term 'esports' is a portmanteau of 'electronic' and 'sports'.

What that also defines that game is genre. The majority of esports titles are strategy games, where players use their knowledge and skill to outmaneuver their opponents. This is often done through a variety of means, including team coordination, individual skill, and strategic thinking.

##### WHAT GAMES CAN BE AN ESPORT?

Esports can be played on a variety of platforms, including PC, console, and mobile. The most popular games are those that are played on PC, as they offer the most strategic depth and the most competitive environment. Games like League of Legends, Dota 2, and StarCraft 2 are the most popular PC esports titles.

##### WHAT ARE ESPORTS PLAYERS COMPETING FOR?

Esports players compete for a variety of prizes, including cash, trophies, and recognition. The most prestigious tournaments offer large cash prizes, often in the millions of dollars. Players also compete for recognition, as being a professional esports player is a highly respected and lucrative career path.

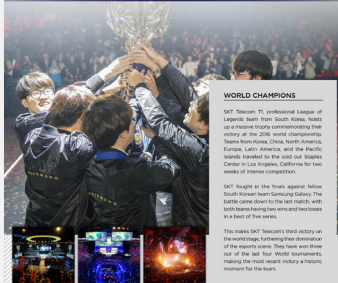
Esports is a rapidly growing industry, and it is expected to continue to grow in the years ahead. The popularity of esports is increasing, and it is becoming a major part of the entertainment industry. The growth of esports is driven by a number of factors, including the increasing popularity of video games, the rise of streaming services, and the growing interest in competitive gaming.

Esports is a highly competitive and strategic game, and it is a great way to test your skills and compete against the best players in the world. The game is played on a variety of platforms, and it is a great way to spend your free time. The game is also a great way to make friends and build a community.

##### WHERE CAN I WATCH ALL OF THIS?

Esports can be watched on a variety of platforms, including TV, streaming services, and social media. The most popular streaming services are Twitch and YouTube, which offer live broadcasts of esports tournaments. TV networks like ESPN and ESPN2 also broadcast esports events.

#### EXPERIENCE THE ACTION



##### WORLD CHAMPIONS

SKT Telecom T1, professional League of Legends team from South Korea, holds a historic trophy commemorating their victory at the 2016 world championship. The team, consisting of players Lee 'Faker' Sang-hyeok, Park 'Wolf' Jeon-yeon, Lee 'Ruler' Min-hyeon, Lee 'Gangneung' Sang-yeon, and Lee 'Bop' Seung-hoon, defeated the Chinese team EDG Gaming in the final match.

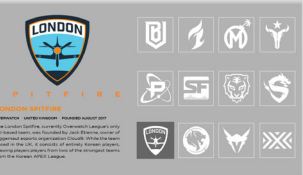
SKT fought in the final against fellow South Korean team Samsung Galaxy. The battle came down to the last match, with both teams having lost two and two games in a best of five series.

This marks SKT Telecom's victory on the world stage, following their dominance of the esports scene. They have won three out of the last four world championships, making the most recent victory a historic moment for the team.

##### LEAGUE OF LEGENDS

##### OVERWATCH

##### DOTA 2



## INTRODUCTION TO ESPORTS

### WHAT DOES 'ESPORTS' MEAN?

Generally, the easiest definition is competitive gaming at a professional level. It only includes video games, but pretty much any game with a winner and a loser can be played as an esports, although the bigger the player base and the more support it has, the better the competition.

How that works differs from game to game. The majority of popular esports are team-based games played in leagues or tournaments throughout the year, culminating in one final event. Some of those are region-specific, meaning that, for most of the year, European teams will only play other European teams, North American teams will only play other North American teams, and so on.

### WHAT GAMES CAN BE AN ESPORT?

The games themselves can come in a wide variety of formats, although there are two main variants: first-person shooters, MOBAs. First-person shooter is self-explanatory, while MOBA stands for Multiplayer Online Battle Arena.

That's the first bit of jargon you'll need to know for esports. Generally, MOBAs are all about two teams playing as heroes with unique abilities, strengths, and weaknesses. The goal is to kill the opponents

to gain an advantage and destroy their base on the opposite side of the map. By killing opponents, they gain gold and experience, which can be used to improve their character. League of Legends and Dota 2 are the two biggest MOBAs, and have a recognisable top-down perspective. First-person shooters, on the other hand, typically swap between showing a player's perspective and a flying camera when spectating.

In a first-person shooter (often referred to as an FPS), the goal can differ. In some games, like Counter-Strike: Global Offensive, the goal is simply to kill the opposing team. In others, like Overwatch, it can be a king of the hill mode, where teams fight over a location, the first team to control it for a set amount of time wins, or a 'payload' mode, where teams take turns fighting to push the payload to a final objective.

### WHAT ARE ESPORTS PLAYERS COMPETING FOR?

The players are generally then competing for both cash prizes and glory. International competitions can come with huge prizes, plus sponsorships deals for teams involved. Rick Fox, three-time NBA champion with the Los Angeles Lakers, made headlines when he took the plunge into esports, and is now the owner of franchise Echo Fox, including teams for League of Legends, Counter-Strike: Global Offensive, and

more. Many leagues now offer regular salaries and player rights. By remaining in competition, and not getting knocked out, players will receive a guaranteed salary, while winning can earn greater rewards.

### WHERE CAN I WATCH ALL OF THIS?

In-person, esports tournaments are generally held at major arenas. In London, the Gfinity Arena holds regular tournaments, while the biggest events will be held at larger venues. The League of Legends World Championship 2017 final, for example, is being held at the Beijing National Stadium, or the Bird's Nest.

Watching online, how you can watch these games differs from tournament to tournament, as some platforms get exclusive rights. The typical platforms are Twitch, a website where people stream themselves playing video games, and YouTube. Sometimes, ESPN will show a tournament on TV, and the BBC have dipped their toes in the water in the past, but Twitch and YouTube are generally the platforms of choice.

#### LEAGUE OF LEGENDS

#### OVERWATCH

#### DOTA 2

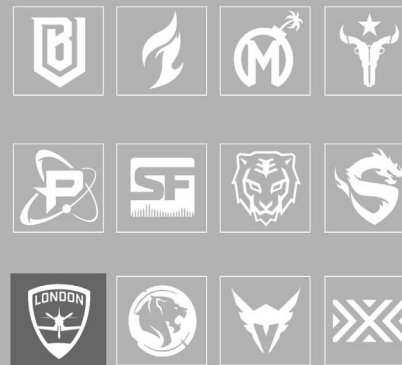


## SPITFIRE

### LONDON SPITFIRE

OVERWATCH | UNITED KINGDOM | FOUNDED AUGUST 2017

The London Spitfire, currently Overwatch League's only EU-based team, was founded by Jack Etienne, owner of juggernaut esports organization Cloud9. While the team based in the UK, it consists of entirely Korean players, drawing players from two of the strongest teams from the Korean APEX League.





# USER INTERFACE/MOTION GRAPHICS



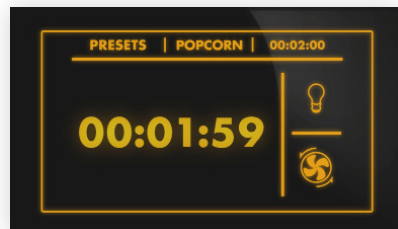
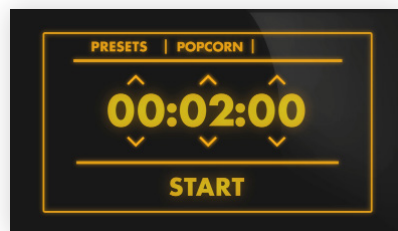
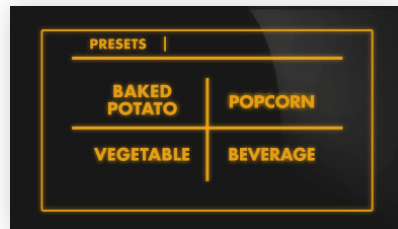
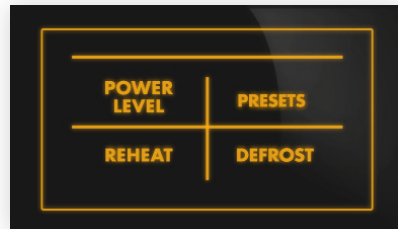
## UNIVERSAL INTERFACE

By choosing two household appliances with similar uses, the task was to design an interface system that would work seamlessly when applied to either appliance, with minimal relocation of assets. By choosing a microwave and oven, the problem was to find commonalities in the variety of functions between both, and condense them. I strove for a minimalistic and modern design, that is enhanced by the transitions between screens.

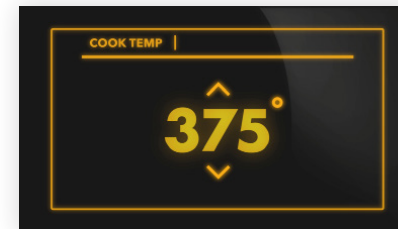
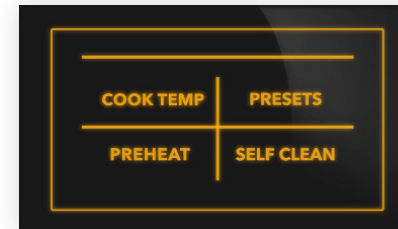
### PROGRAMS USED



# MICROWAVE



# OVEN



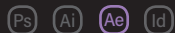
# MOTIONGRAPHICS



## KINETIC TYPE

This project was an effort to convey the expression and emotion of dialogue through dynamic use of moving type. The nature of the dialogue spoken went into the design choices when composing the appearance of the type. This clip from the movie Anchorman displays two characters talking to each other, each one represented by a different color for the type and background.

## PROGRAMS USED





 **London?**  
Gentleman.

It's  
called  
**SEX PANTHER**  
by  
Odeon

It's made with bits  
of **REAL** panther  
so you know it's good

**Ooo** it's a  
formidable scent  
**stiiiiiiiings**  
the nostrils... in a good way

It's quite  
pungent

Oh yeah

They've done studies you know  
**60** percent of the  
time it works...  
**EVERY TIME**

# BRANDINGDESIGN



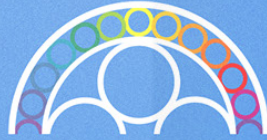
## WEBSITE / BRANDING UPDATE

Working with NPD's in the Civic Design class, I worked on this project for the First Presbyterian Church in downtown Hartford. Along with a fellow classmate, we did some updating to their website. In addition, a poster for an upcoming pride event, and a new design for stationery were made to help put forward this new branding.

### PROGRAMS USED



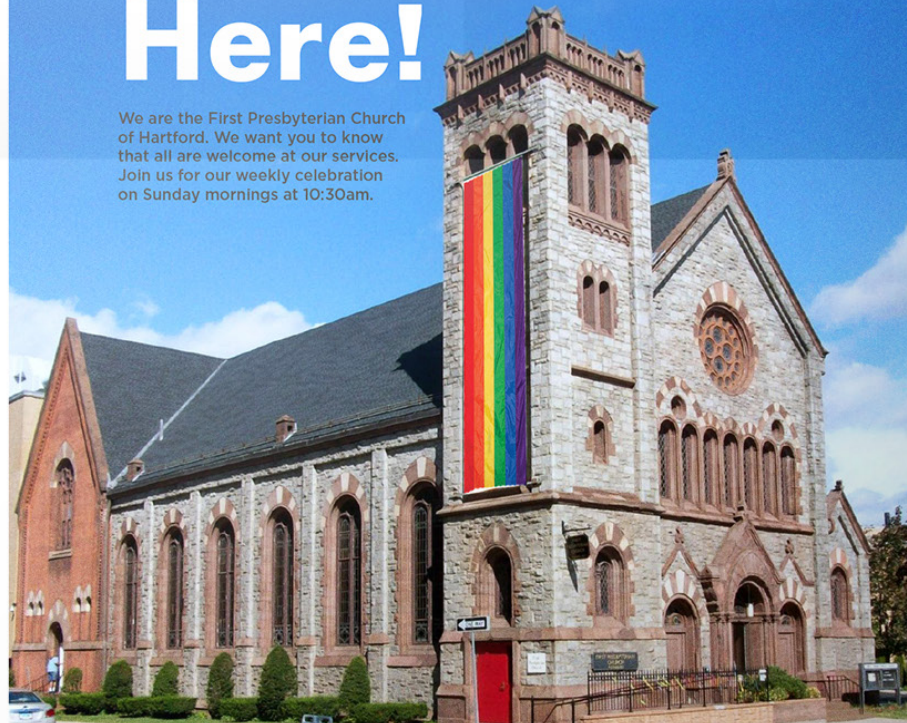




FIRST PRESBYTERIAN  
CHURCH OF HARTFORD

# You are Welcome Here!

We are the First Presbyterian Church of Hartford. We want you to know that all are welcome at our services. Join us for our weekly celebration on Sunday mornings at 10:30am.



860.246.2224

136 Capitol Avenue, Hartford CT 06106

[firstpreshartford.org](http://firstpreshartford.org)



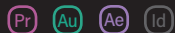
# MOTIONGRAPHICS



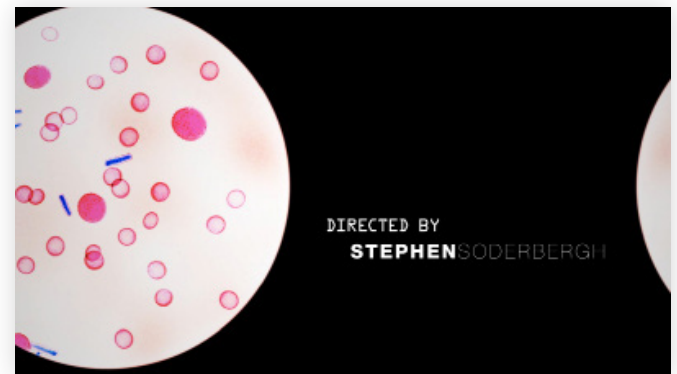
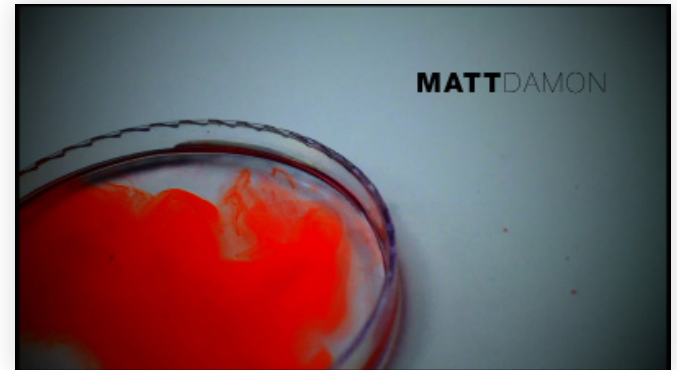
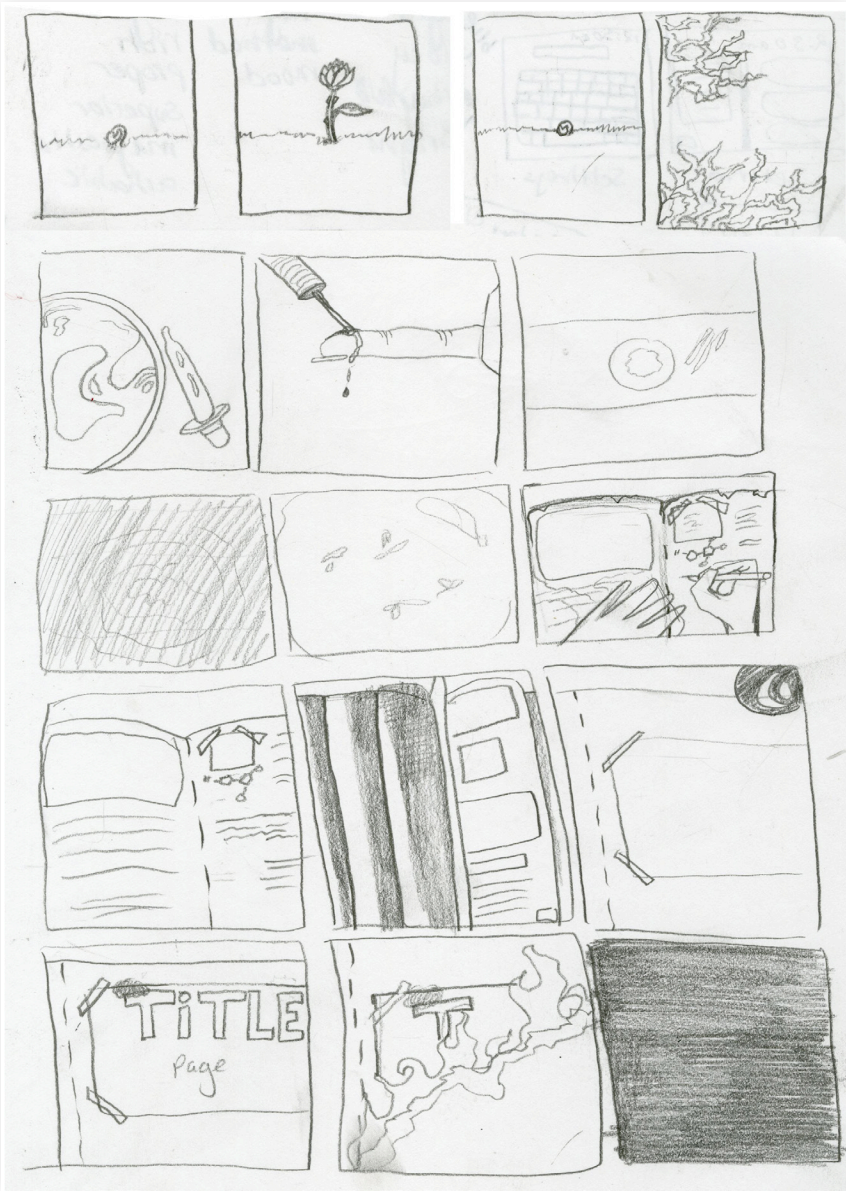
## TITLE SEQUENCE

This project was a team effort, working in a group of three to film and edit a movie title sequence. The ability to cooperate was half of the job, with each person using their design strengths to aid the process. Our genre was sci-fi. Together we brainstormed on ideas, culminating in the storyboard shown. My responsibility afterwards was helping with filming, and the final editing in After Effects.

## PROGRAMS USED







# MOTIONGRAPHICS



## ANIMATED LOGO

By taking a logo from a previous work, it was then expanded upon by taking it into After Effects, and composing an animation for the logo. This logo from a personal health app, Health Scanner, using a cell phone camera as a primary function, is animated to resemble the click of a camera shutter.

## PROGRAMS USED





# BRANDINGDESIGN



## ANNUAL REPORT

This annual report was put together observing the tech company Wacom. Choosing a company that allows for so much creativity with his products heavily influences my design choices from page to page, using lots of bright colors, and images showing beautiful art displays. The current Wacom branding appeared rather outdated, so much of the focus was giving this book a modern appeal.

### PROGRAMS USED





We love what creativity brings to the world. It makes us human, adding a richness to our lives, bringing ideas, imagination and beauty. We love what creativity brings to the world. It makes us human, adding a richness to our lives, bringing ideas, imagination and beauty. We love what creativity brings to the world. It makes us human, adding a richness to our lives, bringing ideas, imagination and beauty. We love what creativity brings to the world. It makes us human, adding a richness to our lives, bringing ideas, imagination and beauty.

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I'd  
with  
Creativity

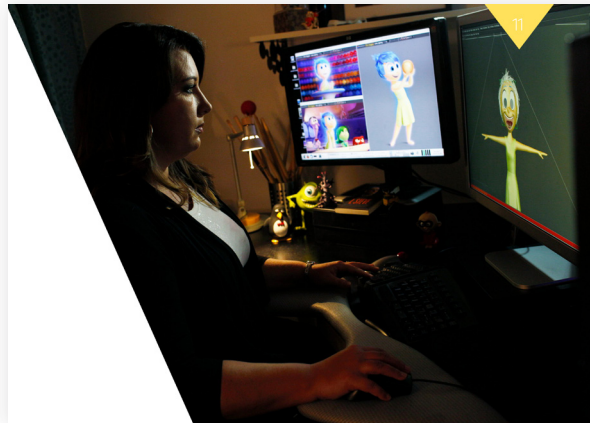
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Timeline of Wacom's evolution:

- 1965:** Firm Then (1965)
- 1970:** Wacom Co., Ltd. established in Ageo City, Saitama, Japan, with common stock of 48 million yen
- 1975:** Wacom Computer Systems (presently Wacom Europe) established in Germany
- 1980:** Launch of Intbus, a line of professional pen tablets
- 1985:** Wacom Technology is established in the United States
- 1990:** Wacom China is established in China
- 1995:** Launch of Cintiq, a line of interactive pen displays
- 2000:** Wacom Digital Solutions (presently Wacom Korea) established in South Korea
- 2005:** Wacom Australia established in Australia
- 2010:** Wacom Singapore established in Singapore
- 2015:** Received the first "Disclosure Newcomer Award" from the Tokyo Stock Exchange
- 2020:** Wacom India established in India
- 2025:** Bamboo tablet specially designed for AIOT is released
- 2030:** Samsung adapts Wacom's Pen IT technology; Galaxy Note, a high-end smartphone model
- 2035:** Cintiq Companion as our first mobile product powered by Windows and Android OS are announced
- 2040:** Introduced Wacom tablet systems, Desktop and Control Room
- 2045:** Achieved 100 million units of pen component production
- 2048:** Launched Cintiq 27Q-D and Cintiq 27Q-D touch as the flagship model
- 2050:** Global Organization Reform
- 2055:** To Now (2017)

With the basic shape, structure, and refinements in place, you can digitally sculpt and texture your combat superheroes with a new level of surface detail, adding in splines and patches to make it more realistic. With an extensive array of sculpting tools, Autodesk Maya takes advantage of the pressure sensitivity delivered in the Wacom pen, so you can add in subtle wrinkles and intense facial expressions with light pressure, or introduce battle scars and big muscles with more pressure. Whatever you decide, you'll have intuitive control every step of the way.



# USERINTERFACE



## APPLE WATCH WALLPAPERS

This single day project was designed with notion that these wallpapers will work in a series, using techniques and choices that relate them. Simple vector shapes and vibrant gradient overlays create a consistent artistic theme. Each wallpaper representing a different season in nature creates the system that ties them all together.

### PROGRAMS USED





# MOTIONGRAPHICS



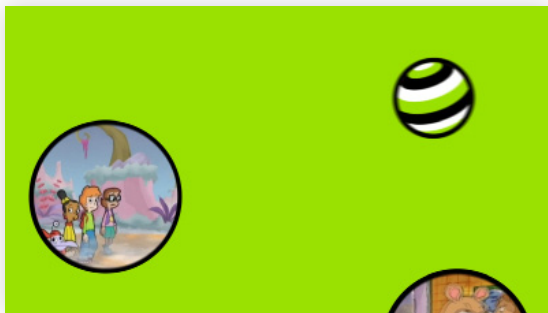
## TV NETWORK BUMPER

This project began with the task of rebranding an existing television network, or creating a new brand. From there, the brand was applied to a series of motion graphics pieces, consisting of an animated version of the logo, a 3 second bumper, and a 30 second bumper strung together in a compilation. The network I had chosen to rebrand is PBS Kids. I kept the color scheme of the bright, eye catching green, and created a new icon of the striped bouncing ball to convey playfulness in the movement.

## PROGRAMS USED



**PBS KIDS**



**UP NEXT**

