

P O R T

Creative Book
CAMILA BETANCURT
Creative Motion Designer

F O L I O

✓ Marketing Digital ✓ Photography ✓ Graphic Design

Coffee make me LIVE

A BIT ABOUT ME



COLOR GRAPHIC



PHOTOMONTAGE



SOCIAL MEDIA



GRAPHIC STYLE T4

CREATION & DEVELOPMENT

T4 is a bubble tea company with a wide range of products. The visual style description is based on two key characteristics: new sceneries and realistic environments. This type of attribute contributes to the creation of a graphic balance and allows for brand developments, resulting in a good influence in the digital community with a new concept.



How design influence on people?

"The principle of the brands is visual impact, but when it is communicated more emotions and affects on customer anxieties, you will receive everything. "

Extensive color diversification enables for the exploration of several design choices, but it can also cause saturation in the visual people's perception, therefore correct understanding and guidelines are required during the design process. For these reasons, developing clean style graphics that highlight the product through color becomes the brand's hallmark strategy.

People are naturally inquisitive, which means they develop unknowns in their brains about the compositions of things while keeping the importance of nutritious diet in mind. Analyzing the circumstance, it's a good idea to highlight some of each product's ingredients, because it helps "to offer brand security through good design and a good concept."



On the other hand, there is realism style, which refers to photography and composition that is tailored to the product. This type of content influences customer decisions, and it is essentially a delectable mind invasion.

The combination of specific colors and textures awakens consumer needs such as buying the drink, at any time or on a particular day, where the sensation is transmitted of both consumption of an excellent product and satisfaction of spending time in the brand; concluding this as a "transmitting experiences through visual impacts" Over the time, the contents of the phrase become familiar to people, rendering the message obsolete. The remedies are to rotate the two graphic types with distinct format variations, avoid a graphic visual routine, and keep the brand motivated at all times.

Concept design in Social Media

"Don't just gather followers; give them reasons to follow you."

Making attractive images and having followers without an objective has been a common situation for a large portion of the digital community; as a result, social media content must be more creative, where people can find a real motivation to achieve direct and indirect interaction with the brand.

When we talk about the concept, "to provide something else," it suggests that individuals may view more than a post, but they identify a consistent experience message with a fantastic result, **PRODUCT RECOMMENDATION**.



Digital Marketing



AFTERNOON TEA
bakery & tea



Afternoon tea is Colombia's first bubble tea establishment, offering drinks and oriental bread. Initially, the brand grew stronger over the course of time. Because of structural issues, the name brand was deteriorating, leaving the reputation brand in a deplorable state.



SITUATION

We chose to make a radical shift in response to the brand's several internal challenges (non-existence of the core product) and poor reputation.

SOLUTION

Begin with an extreme aesthetic shift in product presentation, visible on social networks such as Instagram and Facebook; also, launch advertising with a new product that compensates for the lack of the main drink.

Featured Campaigns

DATE: DECEMBER 2018

NO MÁS CAMBIOS



TEA DELUXE



OBJECTIVE: Afternoon tea is a brand who is known for making changes that are not in line with customer requests; as a result, the campaign NO MORE CHANGES was implemented, generating a direct connection to the various situations that change in people's lives and are not always to their liking. The introduction of a new liquor-based drink was also given priority.

RESULTS: People who were familiar with the brand began to interact again, and the millennial community, which had previously had a direct interaction with the competition, changed their tastes and became new customers of the brand, increasing sales and recruiting new customers.

Results based on the client's feedback

CREAM CHEESE TEA

Objective: New Product Launch Date: April - 2019t





 likes

Username3939 and 1234 more

Username

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See 78 comments



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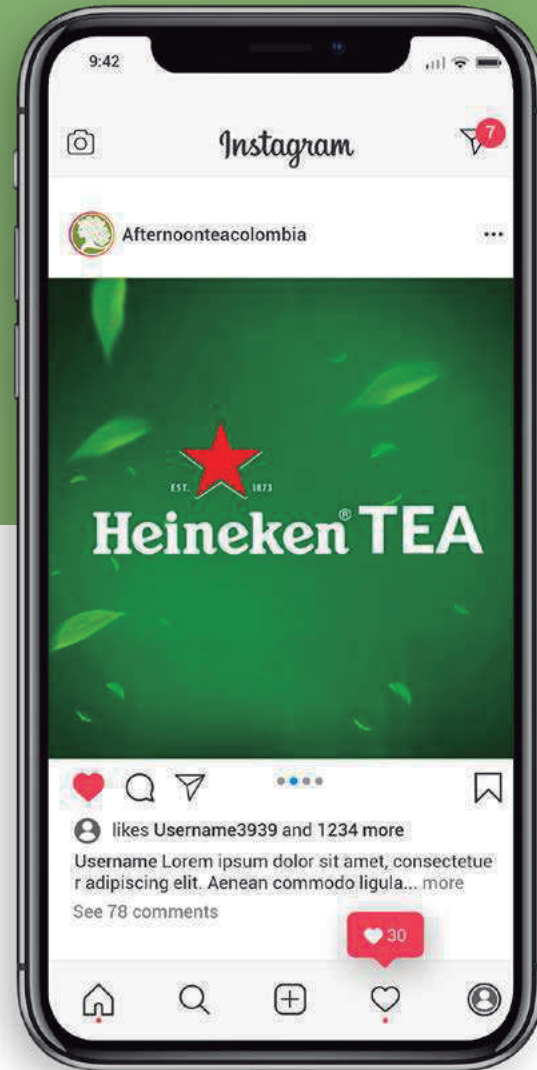
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HEINEKEN TEA

Objective: New Product Launch

Date: June - 2019



When done in the company of brands with a lot of expertise, creating seasonal products became a habit. In the instance of Heineken Tea, the debut was timed to coincide with the American Cup, recognizing the almost symbiotic tie that exists between soccer and beer.

TEA DELUXE

Objective: Seasonal Product

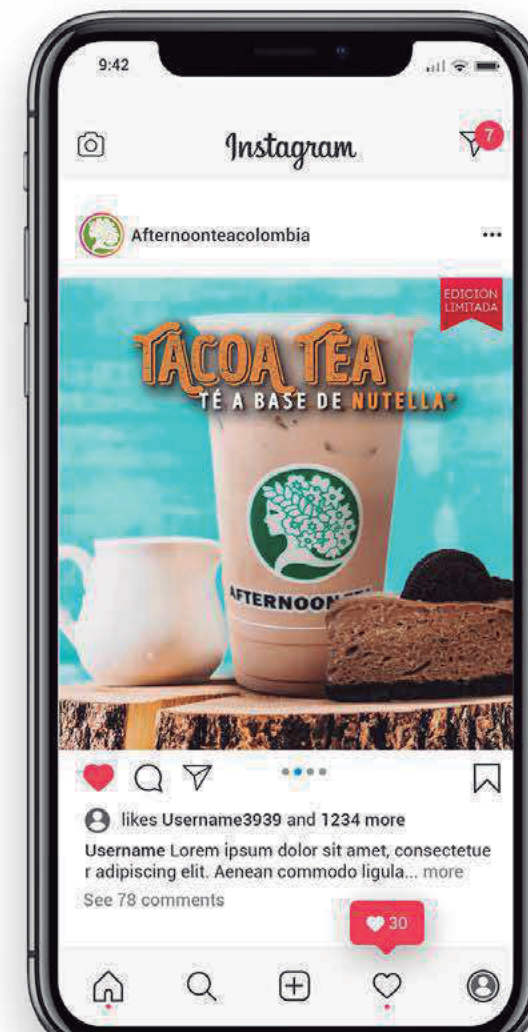
Date: December - 2019



TACOA TEA

Objective: New Product Launch

Date: March - 2019





Content Management

Tea Republic demands the development of digital material with the goal of strengthening the brand's image due to their experience in the oriental drinks market.



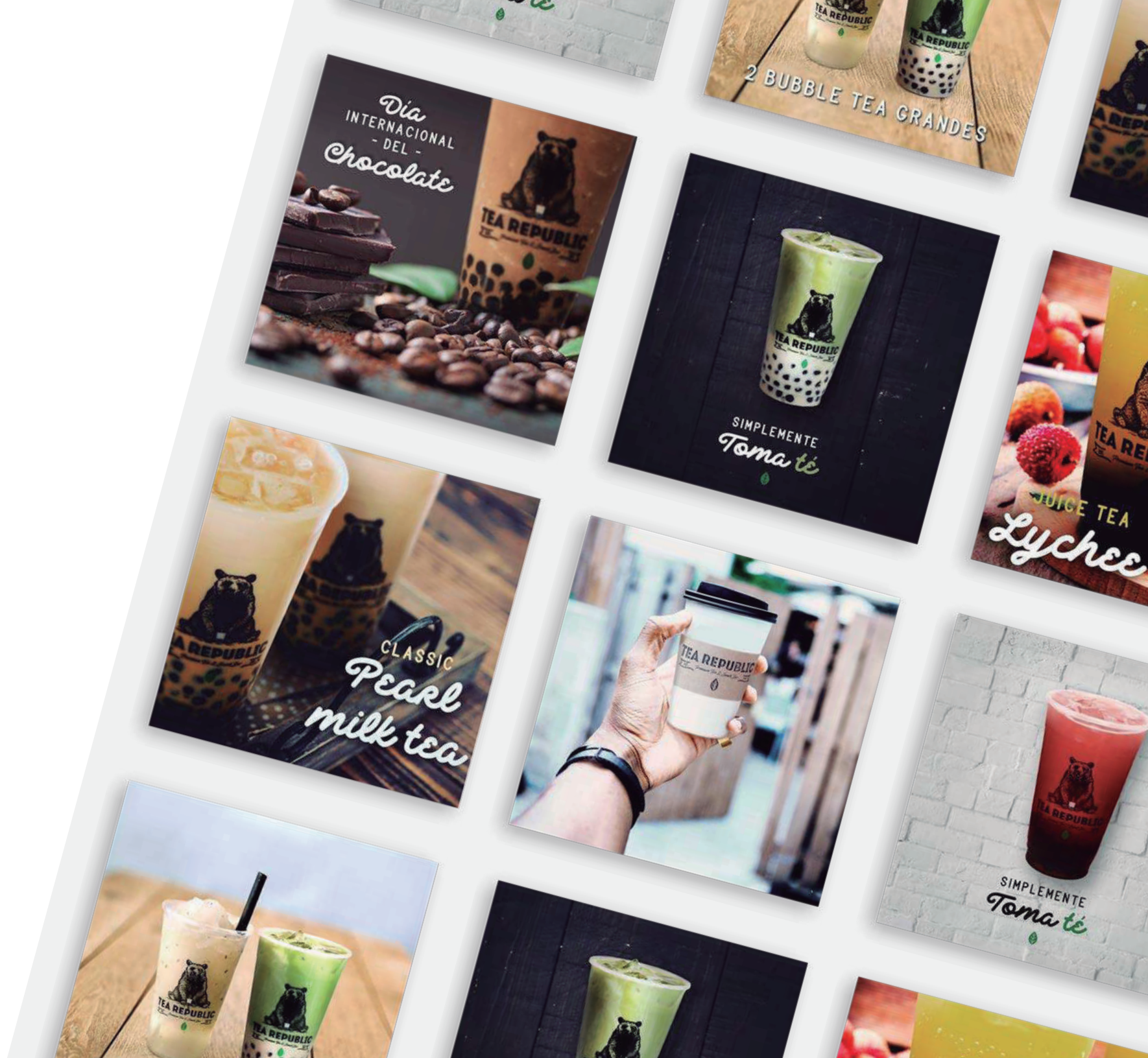
CREACIÓN DE CONTENIDO



PRODUCCIÓN AUDIOVISUAL



FOTOGRAFÍA Y RETOQUE DIGITAL



Web Design / Landing

PRODUCCIÓN AUDIOVISUAL 

CREACIÓN DE CONTENIDO 

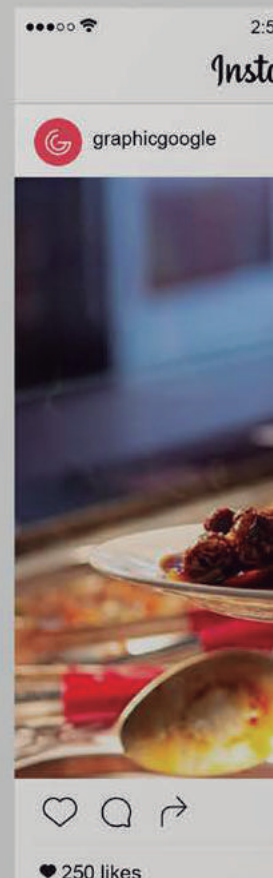
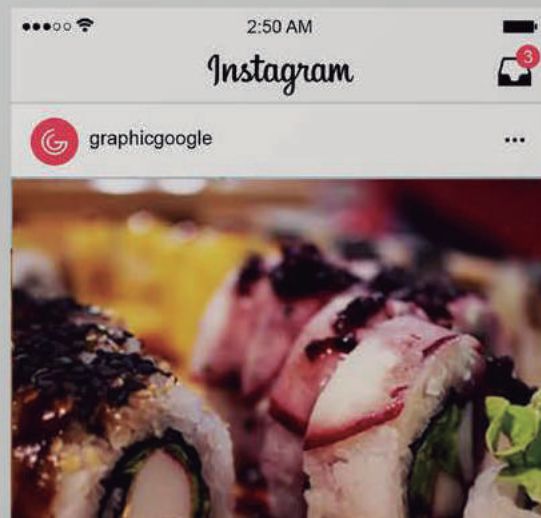
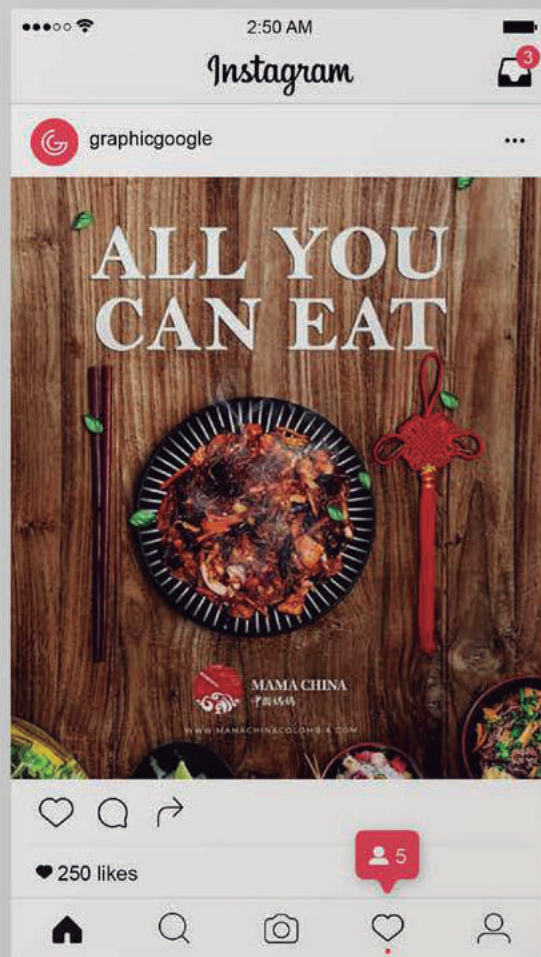
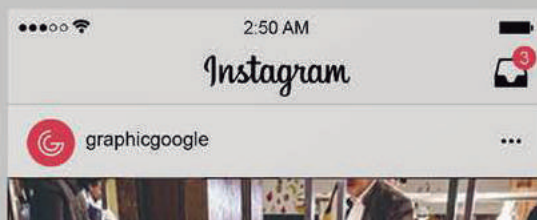
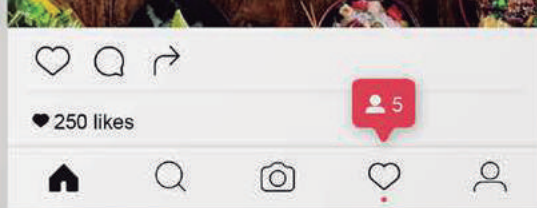
FOTOGRAFÍA Y RETOQUE DIGITAL 

SOCIAL MEDIA 



Mama China is a new Chinese food restaurant that started in September 2019 with the genuine concept of "CHINESE FOOD REALLY TRUTH".

The opening of the store took place in December, leading to a huge boost in statistics and a rapid increase in brand awareness among public figures.





Visual Identity

Las Delicias de la Abuela is a restaurant located in ATLANTA / UNITED STATES with a specific corporate image restructuring requirement; Everything was founded on the traditionalism of Colombian food, from the illustration (the typical Colombian grandmother) to the graphic of the brand, which was aligned with the visual of the restaurant.



CONTENT DESIGN



VISUAL IDENTITY



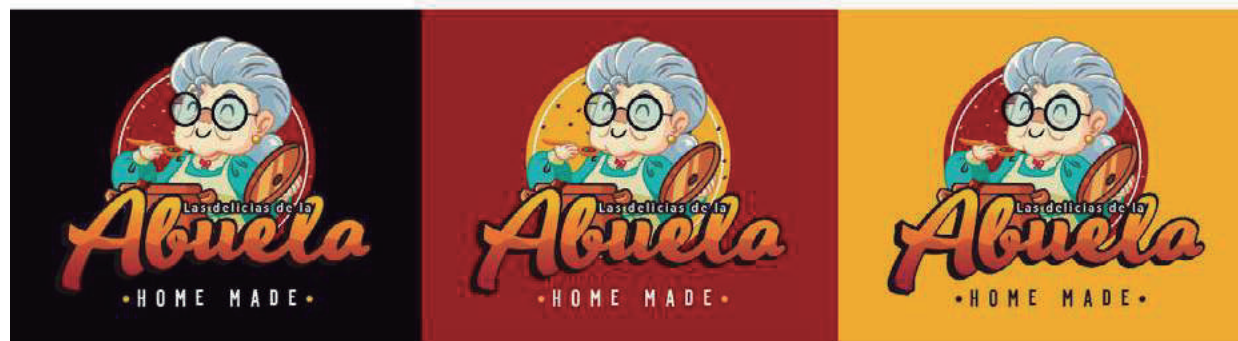




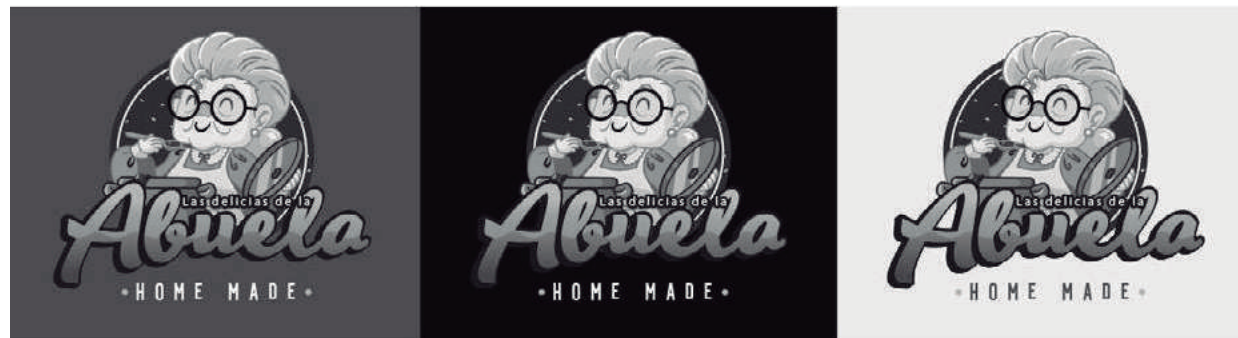
Creation / Illustration

The design emphasizes the notion of name, and the concept indicates what is known, such as **"homemade food"**

COLOR VERSION



GRAY VERSION



The success of any company's corporate identity development is dependent on the correct interpretation of its elements and multiple ideas that surround him; for this reason, Litos focuses its design on a balance between "underground" concepts and which many people call "chic" to refer to a fresh and dynamic style. Color is mostly used for two reasons,



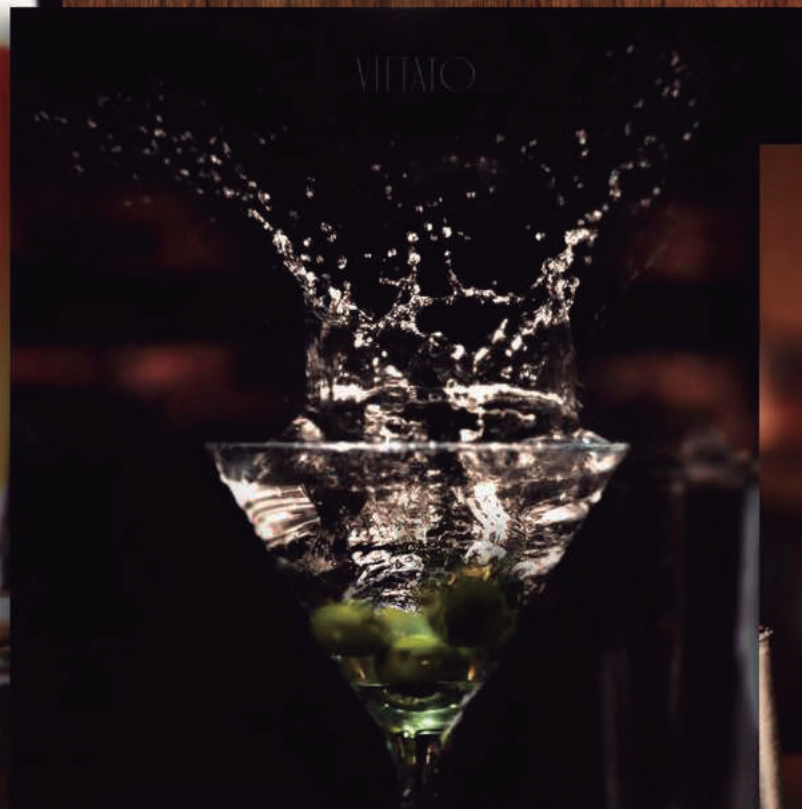
Psychological components involve: yellow in relation to bread (hamburger) and beer (primary restaurant items), black, which encourages the previously described underground environment, and white, which generates an atmosphere of cleanliness and thus offers consumer trust.



VIETATO

“lo prohibido siempre es mejor”

Vietato is a tavern that gradually develops a clandestinely notion based on the prohibition era. The atmosphere with a gloomy touch creates a one-of-a-kind experience for many, making this a powerful point of reference for having fun with friends. Because it is not a visible location, communication must be entirely experienced, which is accomplished through photography that emphasizes the intricacy and texture of the items that most appeal to people: food and booze.



Contenido Digital

FACEBOOK / INSTAGRAM,



Web Design

WORDPRESS



CONTENT DESIGN



PHOTOGRAPHY AND DIGITAL TOUCH



AUDIOVISUAL PRODUCTION



SOCIAL MEDIA





Astra

URBAN SINGER

Despite strong public opinion on gender urban, Astra as a freelance singer plays a role never seen before in this music style; venturing into a new genre called Urban Bolero, which permits going further from a creative standpoint.

Astra Photography expresses much more than just a simple posture; it is possible to reach a point when the artist speaks directly with his audience, resulting in better professionalism and unity in her image.



COVER DESIGN

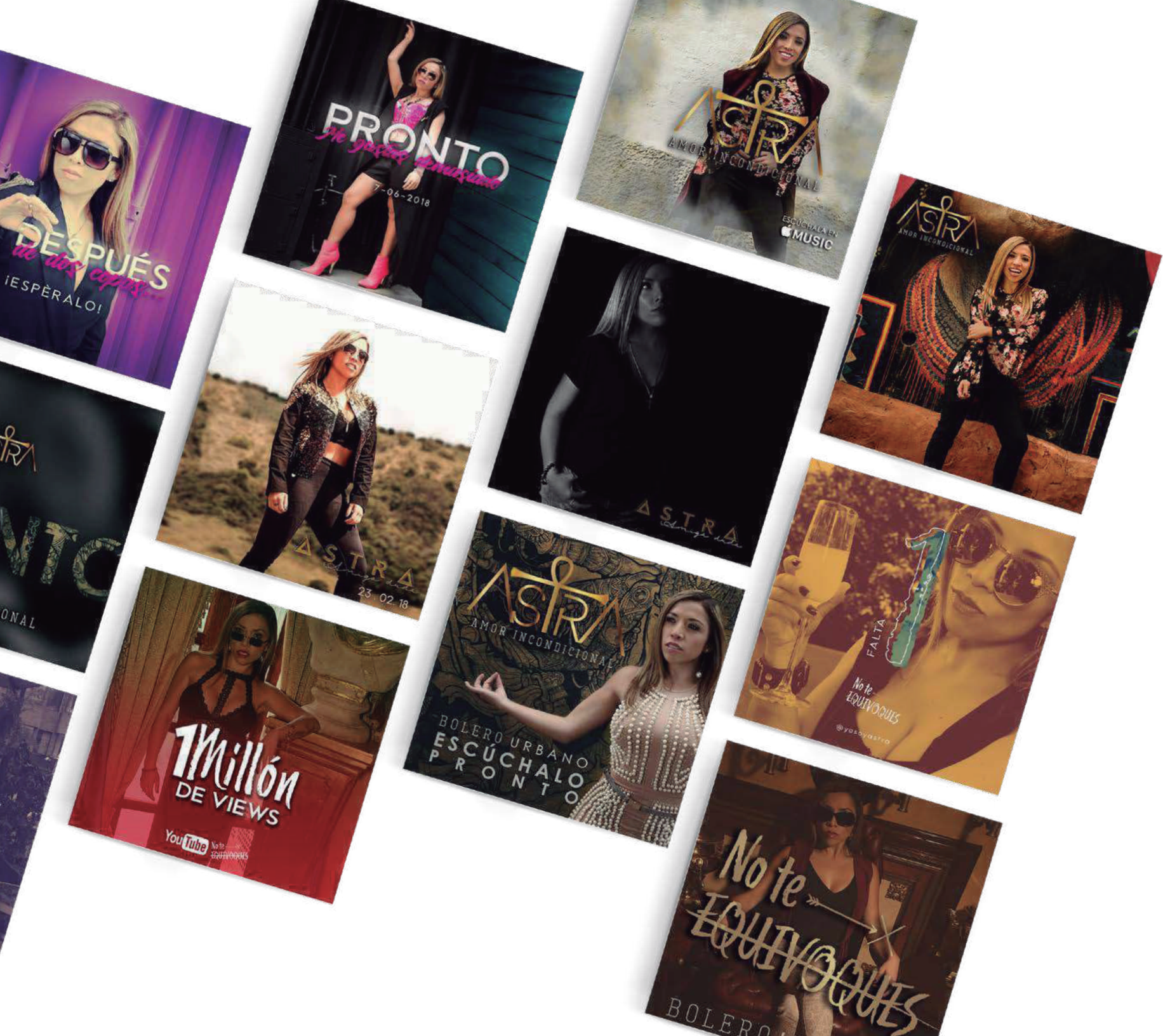


AMIGA DUDA

ME GUSTAS DEMASIADO

AMOR INCONDICIONAL

NO TE EQUIVOQUES



Digital Content

FACEBOOK / INSTAGRAM,

-  CONTENT DESIGN
-  PHOTOGRAPHY AND DIGITAL TOUCH
-  AUDIOVISUAL PRODUCTION



Because martial arts have a thousand-year history, transmitting the appropriate image must go hand in hand with spirituality and especially the fundamental teachings that the Master conveys. In this scenario, the dragon is the clearest mirror of this institute, putting forth what is the pure representation of the KUNG FU SHAOLING.

The colors black and white signify the balance of energy, while gold represents the riches of knowledge transmitted and earned.



CONTENT DESIGN



PHOTOGRAPHY AND DIGITAL TOUCH



BRAND DESIGN APP



WEB DESIGN



Boxo aimed to flip the concept of Messenger service so that individuals could send anything they wanted, whenever they wanted, and at a reasonable cost; they could also work as Boxdelivery boys by downloading the app and enrolling their data. The construction of this application is mostly focused on a line graph, which provides for a clean diagram.

The application is divided into two sections, one for those who provide the service and one for those who request it, all on the same platform, with the difference between both sections established by a blue color palette and different pictograms that allow the user to be easily located in the application.

Descarga con

Android 

iOS 



CONTENT DESIGN



PHOTOGRAPHY AND DIGITAL TOUCH



@cams.motions

