



DF Original Designs LLC
Portofolio



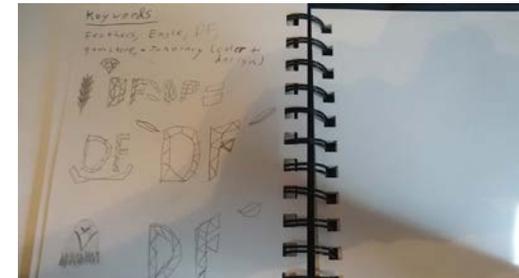
DF Original Designs LLC
Design | Photography | Illustration

What makes my process so unique?

My process to create keywords of the business that represents it. Then I sketch, find images, or take photographs to inspire me to create keywords by merging them into a logo. Furthermore, I use that concept to format a grayscale and color symbols and signature that has measurements to form a cohesive design.



5th idea	Feathers	Eagle	Gemstone		
5th idea					



Sketching is the key to design anything.



↑ Station System Created on the MacBook Pro using Illustrator, and Photoshop.

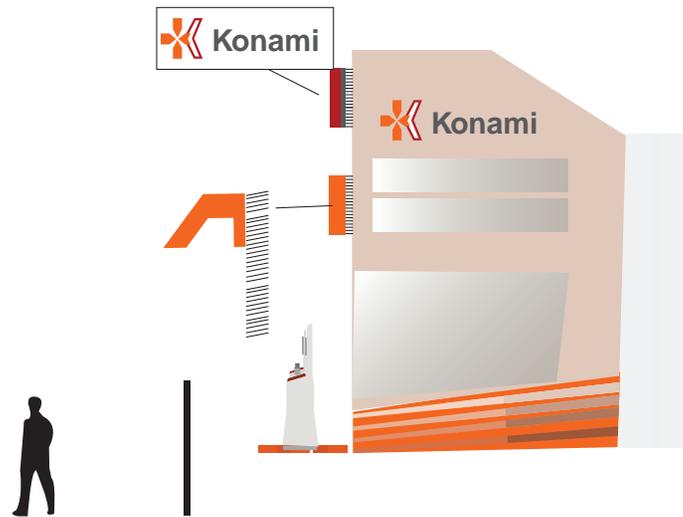
Folder

Created on the MacBook Pro using
Adobe Illustrator and Adobe Photoshop.

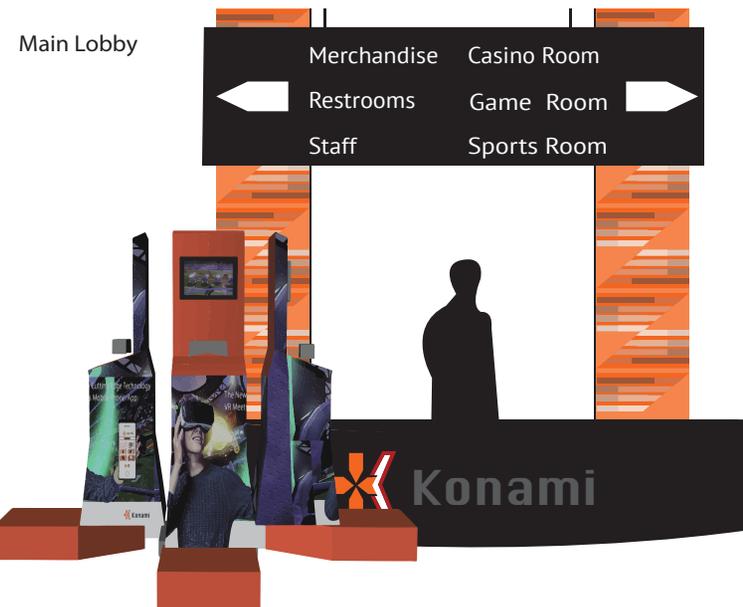


Signage and Kiosk

The Signage created on the Macbook Pro using Adobe Illustrator. The Kiosk design using Autodesk Maya.

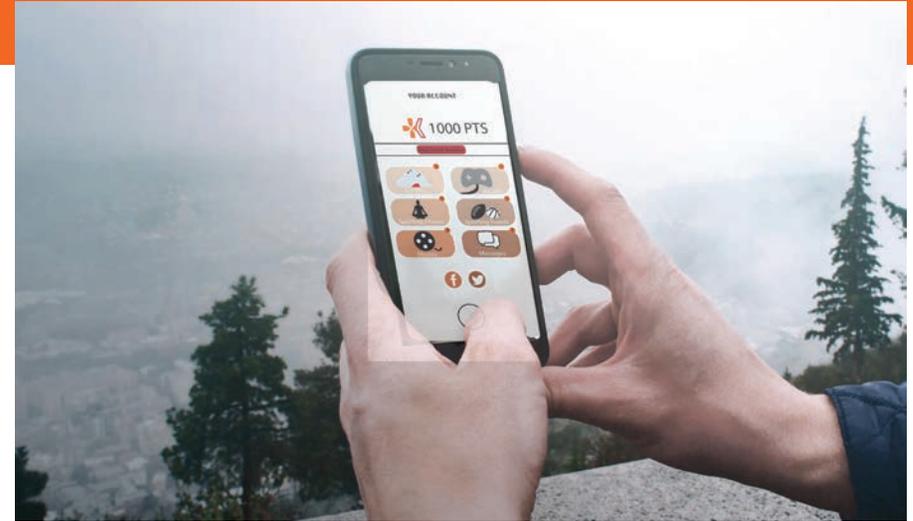


Left Side of Main Lobby



01 Mobile Phone

Created on the MacBook Pro Using Adobe Illustrator and finished up using Adobe Photoshop.



03 Website

Created on the MacBook Pro using Adobe InDesign and Adobe Photoshop.

02 Billboard

Created on the MacBook Pro using Adobe Illustrator and Adobe Photoshop.



Title: Konami Logo Animation

Page: 1 of 1

Slots

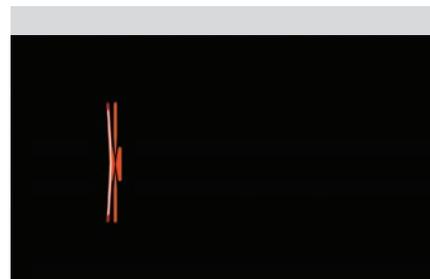
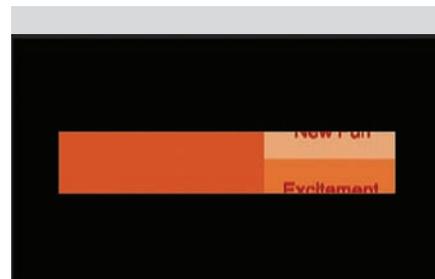
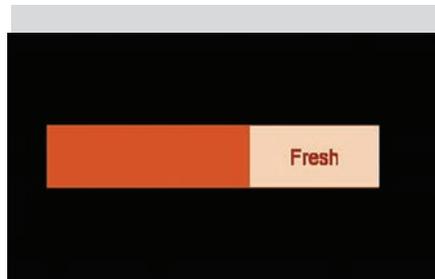
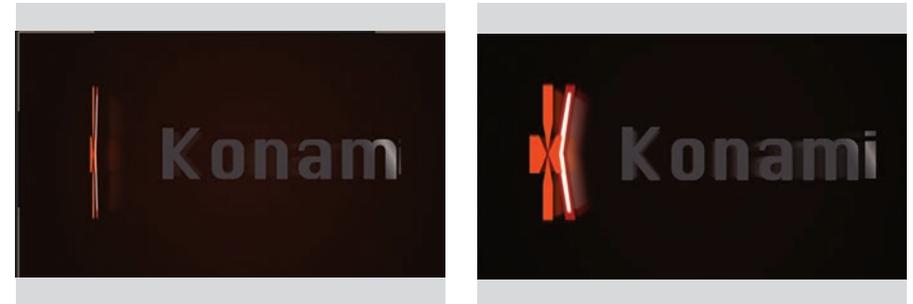
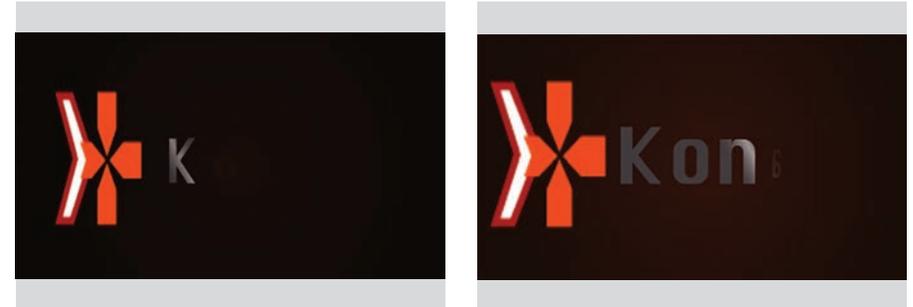
Action: Slots spin Fades	Dialogue: Fresh Excitement New Fun
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Animation: Spining	Timing: 3 seconds still 7 to 10 Seconds
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K & Konami appear

Action: K spins Konami appears	Dialogue:
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Animation: Spining K Appering Konami L to R	Timing: 8 Second appears 8 - 15 sec Animation
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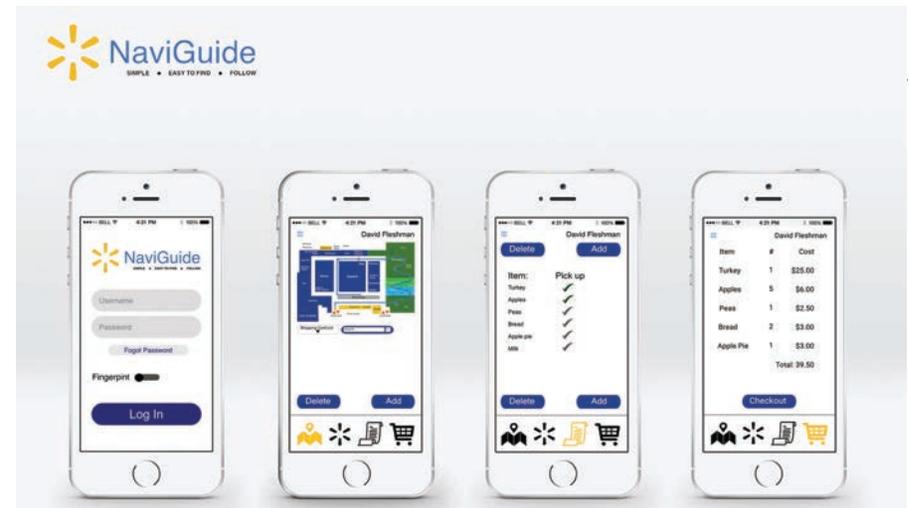
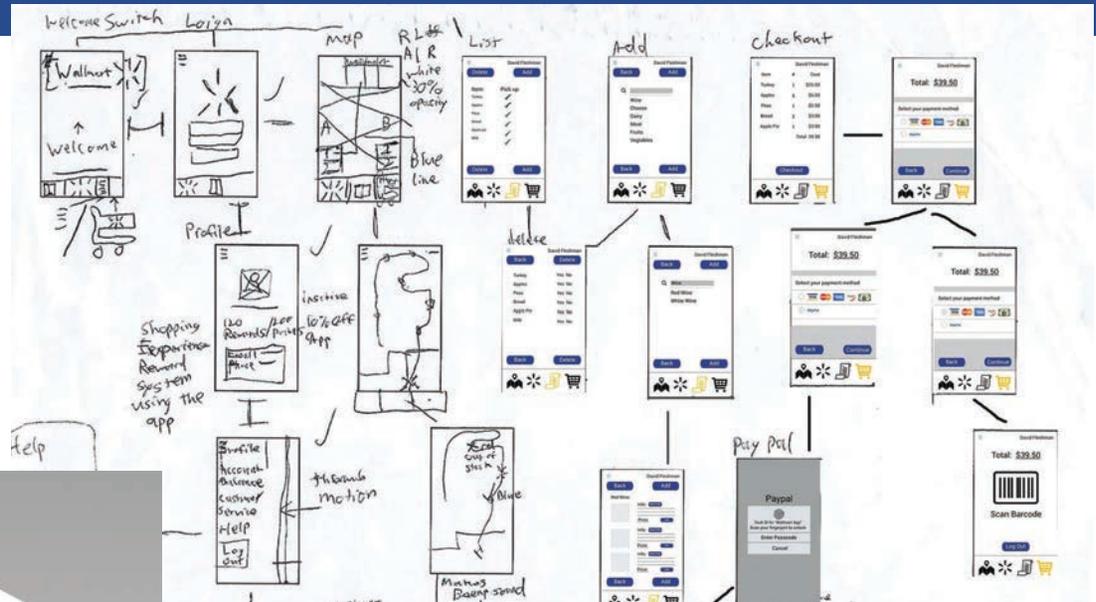


Storyboard & Video Created on the MacBook Pro using Adobe Illustrator and finishing it up on Adobe After Effects.

Added Slot Machine Sound: <https://www.youtube.com/watch?v=SGOKc9BzM0k> Konami Logo Sound: <https://www.youtube.com/watch?v=Uav4tpwzRyc>

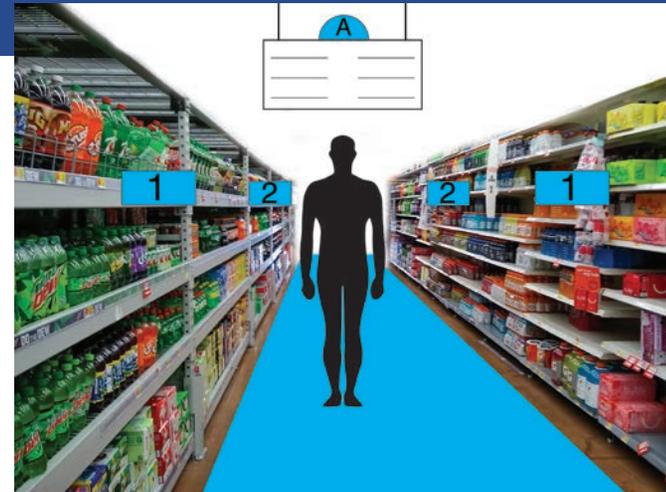
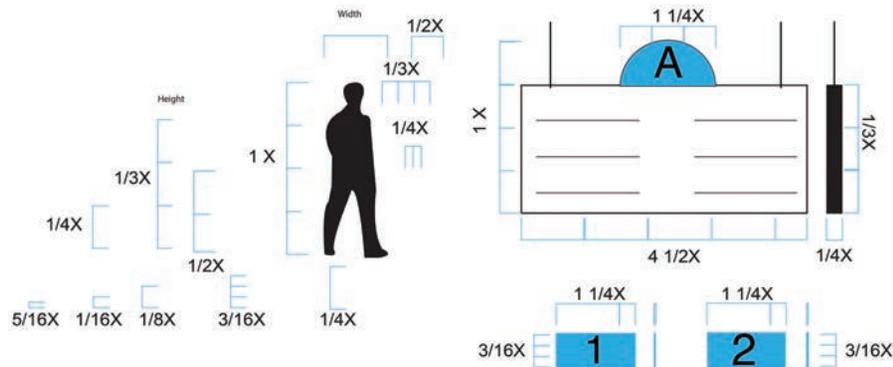
Sketch and App Design Process

By downloading the Walmart NaviGuide app it will help guide the user to the locations of each item they are looking for in the store. The signage will help tell the user how far they are along with what aisle the item is located on even without the app.



01 Pathway

The current wayfinding system and signage have issues such as getting lost in the store by trying to find products that the consumer needs. The solution is to have a digital signage system design that will link up to their phones using the NaviGuide app.



02 Signage

The measurements of the signage give the user a sense of size on how large the signs are. The height and the width of the human body are H 5 ft - 5.5ft. and W 1.4ft - 1.5 ft compared to the bigger signage which is H 32" x W 48" and the smaller aisle sign is H 3" x W 5.5".

03 Phone Usage

By choosing the NaviGuide app on your smartphone, the customer can select the following tasks. This app allows a person to choose the map icon to get directions within the store, use the shopping cart list icon to add or delete items, and then they can select the shopping cart icon to look over their selections. If the customer is now satisfied, they are now ready for checkout showing the total of their purchases.



Map Interaction

It gives the user a faster way to follow a line for each product. The map recalculates a new path if the user adds or deletes an item from their shopping cart list. It also tracks the location on the phone in the store so he or she knows where they are at. The star indicates where the user is located. When the gray circle turns blue, this tells the user he or she has picked up their products on the path. If the user does not want the products, he or she can put the item back and delete it from the shopping cart list.



Self-Checkout

This app self-checkout system uses credit cards, cash, or PayPal. After making payment choices, a new screen will show the total amount of purchases and below this is a barcode. At checkout, use a scanning gun, point it to the barcode on your phone. If the two amounts match (phone & register), finish the payment. The customer can now complete their transaction successfully and log out of the NaviGuide app.

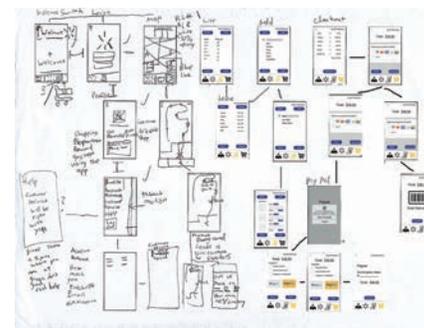


The Case Study of: Walmart Technological, Wayfinding and Signage Solution

By: David Fleshman

Thesis Abstract:

Walmart is introducing a new app called NaviGuide. This app offers a color-coded digital map, a shopping list, and a shopping cart. The color-coded map reflects Walmart's indoor signage system so that the customer can locate where the product is. It also allows the customer to feel comfortable that he or she knows where they are going and not getting lost at Walmart. Their current wayfinding system and signage have issues such as getting lost in the store by trying to find products that the consumer needs. The solution is to have a digital signage system design that will link up to their phones using the NaviGuide app. By downloading this app, it will help guide the user to the location of each item they are looking for in the store. The signage will tell the user how far they are along with what aisle the item is located on even without the app.



Wireframe idea sketch and concept development

Survey:

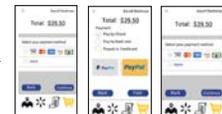
I interviewed 13 people with a survey and found there were a lot of problems with Walmart. I had 13 questions they answered. I had to focus on two problems and found solutions for them. Some of the people I interviewed said that it would be hard to look up the code for certain fruits or vegetables and another had a solution of limiting the number of items. The major problem was finding their way through Walmart and long lines at checkout.



62% out of 100% people complained about the waiting time, checkout lines, wayfinding and signage.

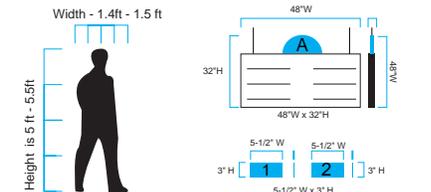
Solutions:

Navigation around the store using the NaviGuide app. Locating the products, the person is looking for. Faster checkout process using different methods of payment such as with cash, ATM / Debit / Check Cards, and PayPal.



Map Interaction:

It gives the user a faster way to follow a line for each product. The map recalculates a new path if the user adds or deletes an item from their shopping cart list. It also tracks the location on the phone in the store so he or she knows where they are at. The star indicates where the user is located. When the gray circle turns blue, this tells the user he or she has picked up their products on the path. If the user does not want the products, he or she can put the item back and delete it from the shopping cart list.



Signage: The measurements of the signage gives the user a sense of size on how large the signs are. The height and the width of the human body is H 5 ft - 5.5ft, and W 1.4ft - 1.5 ft compared to the bigger signage which is H 32" x W 48" and the smaller aisle sign is H 3" x W 5.5".



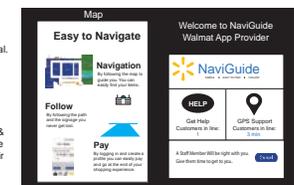
Signage: The signage in the store is color-coded with each section and has a GPS integrated map for each aisle. It also has a pathway, feature so the user can find their way if the GPS is not working.



Phone Usage: By choosing the NaviGuide app on your smart phone, the customer can select the following tasks. This app allows a person to choose the map icon to get directions within the store, use the shopping cart list icon to add or delete items and then they can select the shopping cart icon to look over their selections. If the customer is now satisfied, they are now ready for checkout showing the total of their purchases.

Self-check out

This app self-checkout system uses credit cards, cash or PayPal. After making payment choice, a new screen will show the total amount of purchases and below this is a barcode. At checkout, use a scanning gun, point it to the barcode on your phone. If the two amounts match (phone & register), finish the payment. The customer can now complete their transaction successfully and log out of the NaviGuide app.



Station System

Xpress West

Branding for Xpress West

10

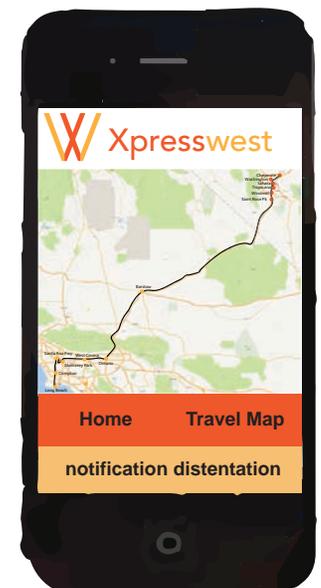


↑ Station System Created on the MacBook Pro using Illustrator, and Photoshop.

Wayfinding and Phone

Wayfinding & Signage: How a person can travel to Xpresswest Station.

Phone Application: How a person can use the mobile application to see the map, the station, and his or her destination.



Brochure

1

3 tri-fold brochure with a ticket pocket

Ticket

to gain entrance to the train

Safety:
It has the highest safety ever.

- Avoid train-to-train collisions
- Avoid over-speed accidents
- Avoid accidents due to automated detection and response to component failures.

Contact Us:
XpressWest
6720 Via Austi Parkway
Las Vegas, NV 89119
Phone: 702.739.2020
Email: info@xpresswest.com

Xpresswest

XpressWest is more than just a mode of travel. It extends the Las Vegas Experience into California through innovative concepts such as hotel check-in services, dinner and show reservations, and multiple entertainment options all on board the train.




Departure	Start Time
Cheyenne	7:35AM - Monday
Washington	7:35AM - Monday
Galena	7:35AM - Monday
Winchell	7:35AM - Monday
St. Rose Park	7:35AM - Monday
Barrow	7:35AM - Monday
Ontario	7:35AM - Monday
West Covina	7:35AM - Monday
Santa Ana	7:35AM - Monday
Compton	7:35AM - Monday
Long Beach	7:35AM - Monday

Ticket: \$ 45.00
The tickets are printed and can be purchased at any location. The tickets can be used for both north or the south trains. Once the ticket is scanned it can not be scanned again.

Mobile Ticket Checklist:

- Receive ticket through phone
- Save Ticket on Phone
- Bring Phone to the Check-In
- Scan at terminal

Mobile Usage:
The benefits in using your mobile device is the following: Purchasing your tickets, Having a map to guide you in the station and able to use destination map.
It is simple to use and we have a great staff to help you out.



All Access Pass: \$ 75.00
When you sign up to be a member of the XpressWest All Access Pass you will receive the following benefits:

- Free WiFi
- Food
- Beverage
- V.I.P. Seating

If this pass ever gets lost, stolen or damaged please visit the Xpresswest information desk or call customer service at 1-800-959-0999.

V.I.P.

Xpresswest



Website

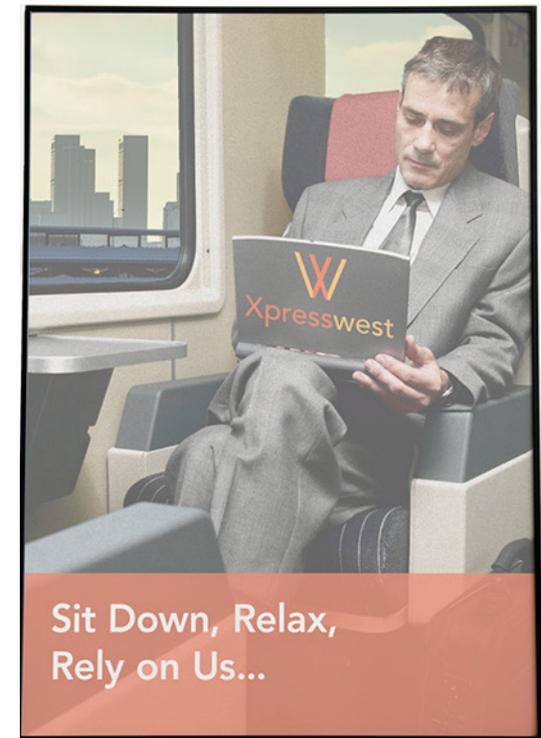
3

to purchase the ticket and see the schedule



Poster

promotion please to trust the train company



French Wine Tablet Design

Design application for Wine



French Wine Tablet Design

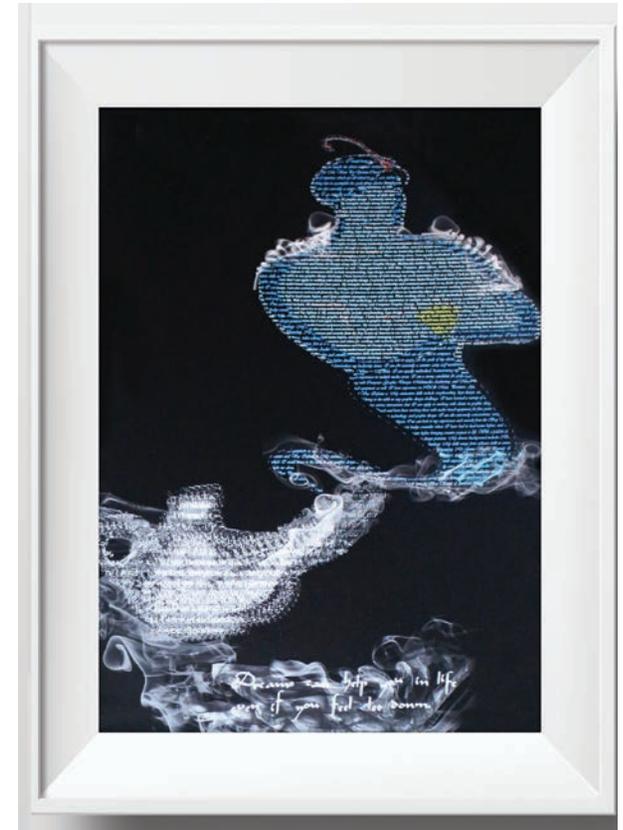
I design a tablet app for wine.
Users wanted to see and what price they were comfortable with.

Expose Exhibition Posters

The task of designing the Expose Event Poster and the Dream Poster for the Expose Exhibition. I thought of a broken heart in the distance.

=

The Dream Poster was designing a genie coming out of a lamp using Adobe Photoshop and Adobe Illustrator.

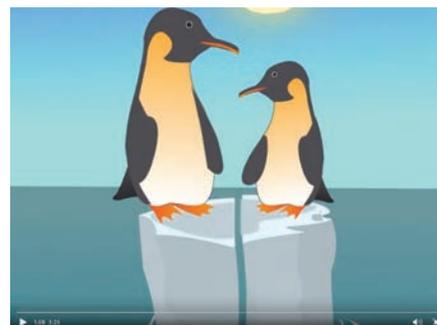
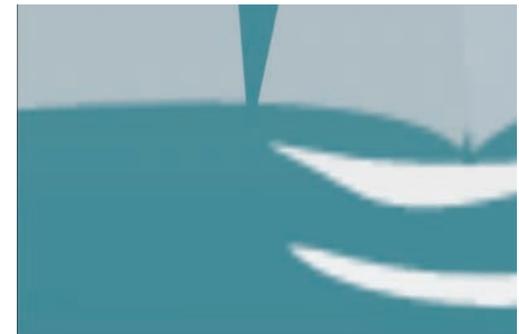


Expose Exhibition was at Holsom Design Center Address: 307 W Charleston Blvd, Las Vegas, NV 89102

2014 10th Bi-Annual CSN Graphic Art Exhibition & Portfolio Review Participant, Holsom Design Loft, College of Southern Nevada, Las Vegas, NV

Penguin Movie

Design a penguin movie for 3 minutes and 30 seconds using Adobe Photoshop and Adobe After Effects.

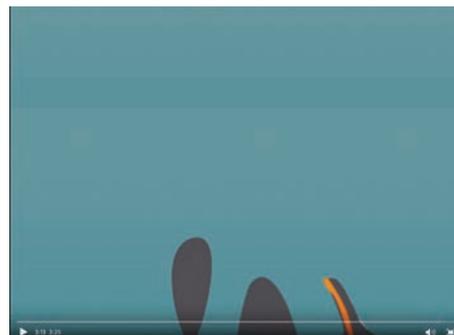
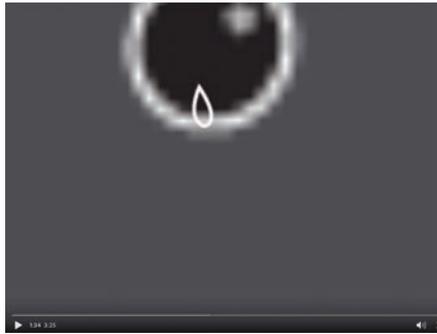


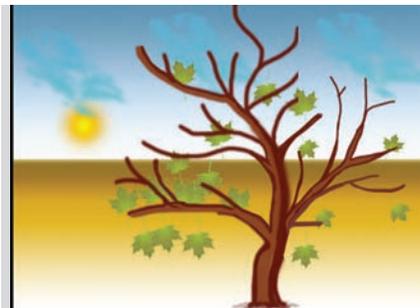
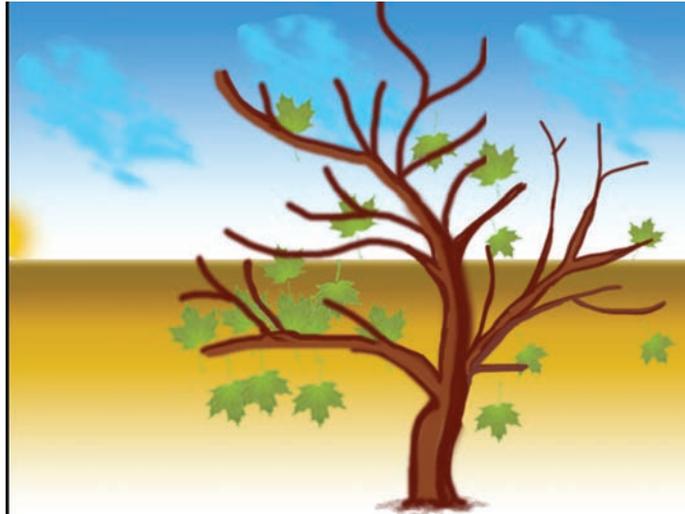
Penguin Movie

Sad Penguins

Movie Layout

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Created By
David Fleshman

Sunny Looks Good on You by Midnight North
Source: YouTube Royalty-free Music
Midnight North (Playlist) -
<https://www.youtube.com/playlist?list...>



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