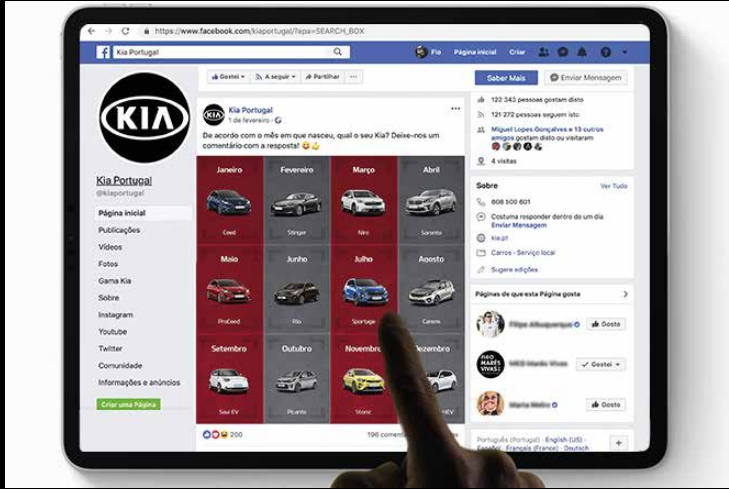
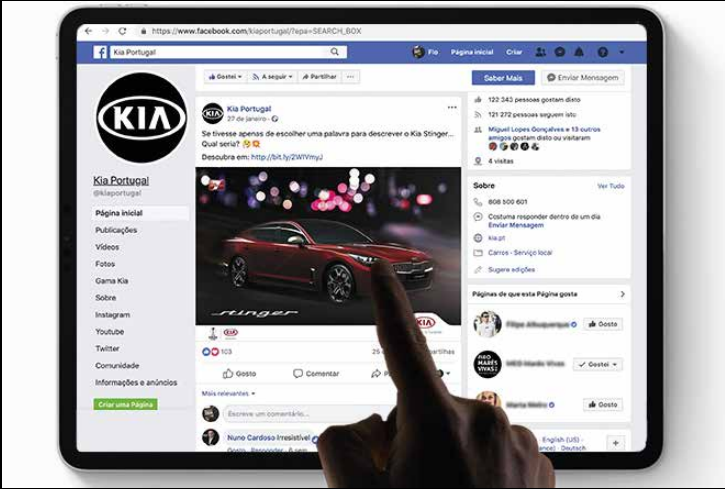


FLODUARDO DE ALMEIDA
GRAPHICDESIGNER

PORTFOLIO , APRIL 2019
hand-picked collection
projects resume

advertising_social media 1 — 4
branding 5 — 9
editorial_print 10 — 20

compilation 21 — 24



KIA's social media

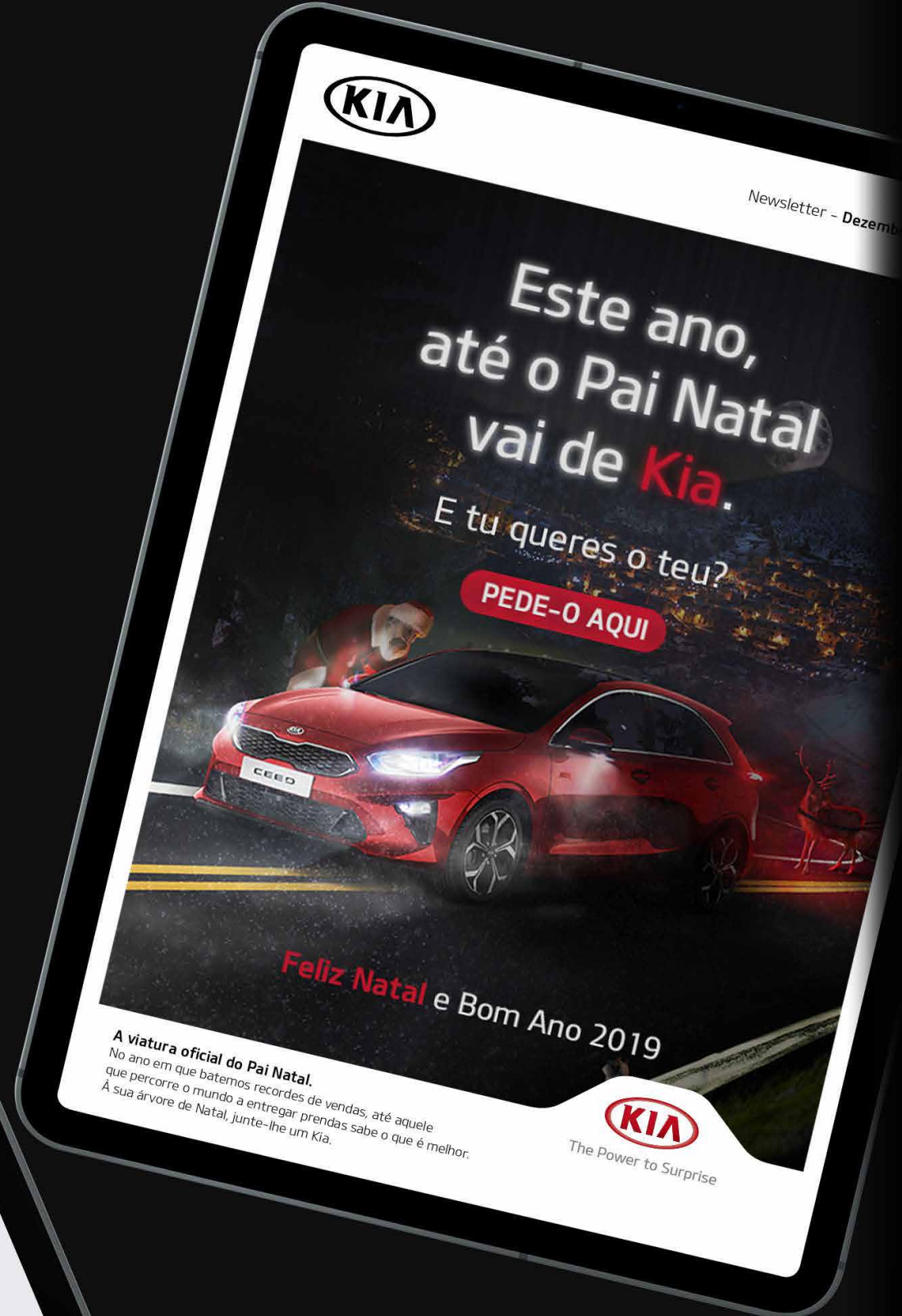
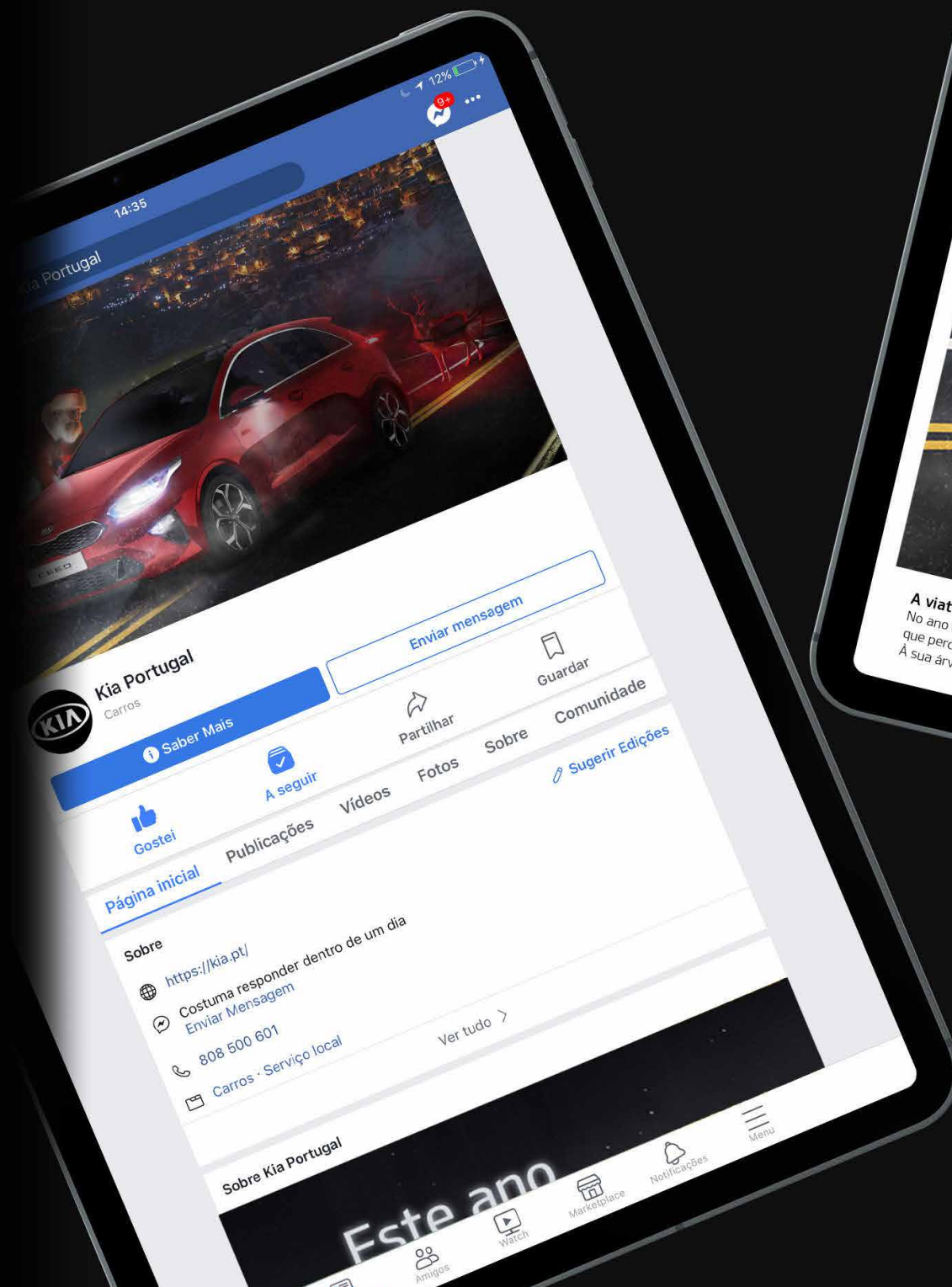
I was in charge of KIA Portugal social medias. Facebook, Linkedin, and Instagram (Instastory) designs working across the social media department.

The main goal was to create - every week - awareness to the brand in their multiple digital platforms and recognizing every month what kind of posts worked the best to improve social media KIA's performance.

Some other specific projects were made for KIA's Youtube page and website!

Client: KIA Motors
Agency: Legendary People+Ideas (Porto-Portugal)
Date: 2018-2019





KIA's advertising

KIA asked for a Christmas artwork to be used for digital supports. So before designing, I began to make a deep study about this large automobile manufacturer (from videos, customers preferences, company vision and sells, global market and communication strategy, etcetera). Based on that, and on the strategy of KIA Motors interacional - which is the same for all countries - I designed completely from scratch! This is a full digital artwork; more than a generic picture of a KIA's car.

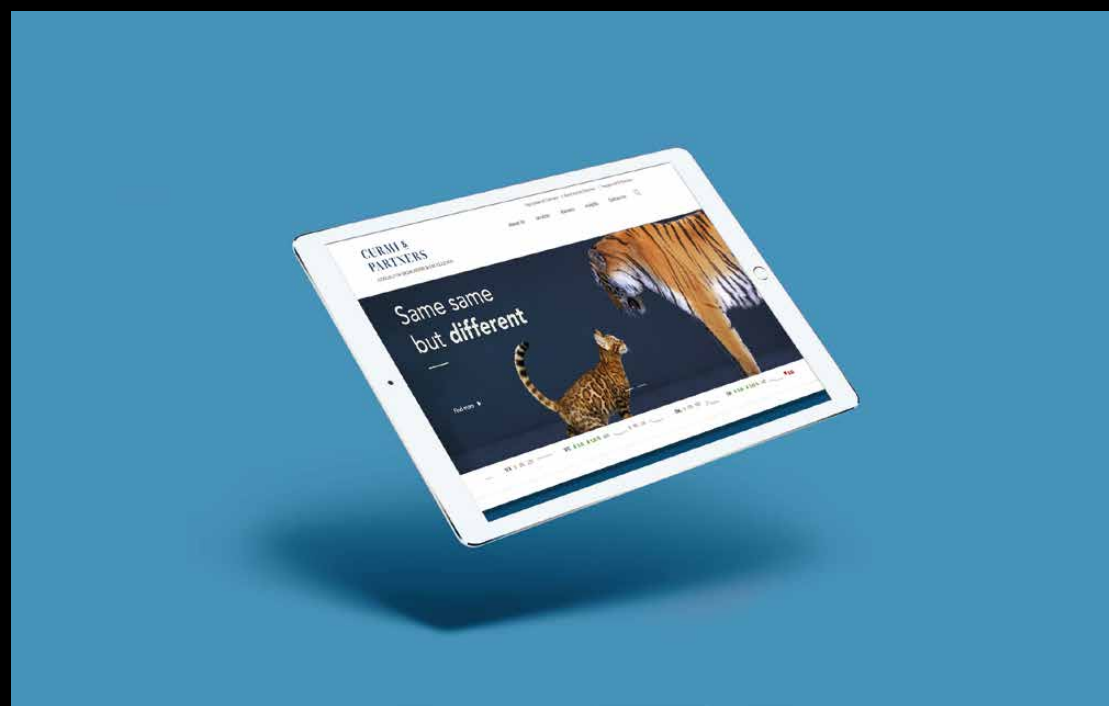
(This was one of the most challenging compositions I ever did and one of the most pleasurable!)

What was my idea?! In Christmas, even Santa leaves the reindeer behind and ask for a lift when he see's the car of his dreams. Yes, Kia is for Santa! And you?! You can choose and have one too, because... "This Christmas, even the Santa Claus goes by Kia!"

Headline copy: Floduardo de Almeida
Footer copy: Diogo Sousa

Client: KIA Motors
Agency: Legendary People+Ideas (Porto-Portugal)
Date: 2018





Curmi & Partners: Same same but different.

¶ This project was made while I was working in Malta at the brand agency BRND WGN. The client is a company leader in providing investment services in the Maltese islands.

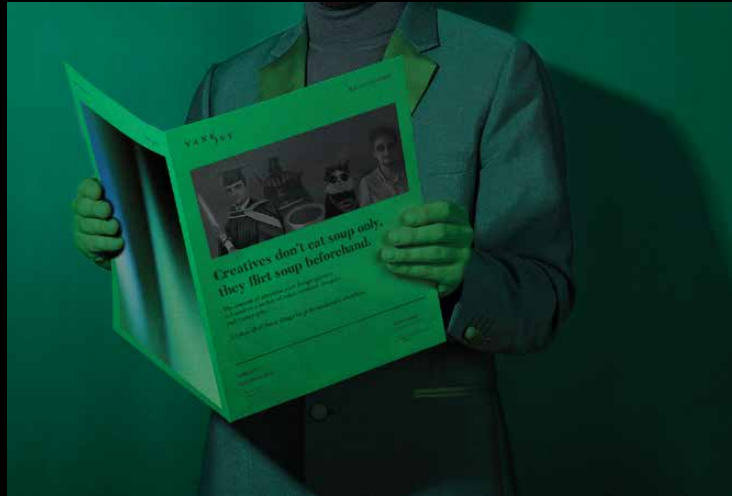
¶ Curmi & Partners is more than just a name. It's a promise backed by 30 years of experience. So since the brief was to build brand awareness round the new brand, I took advantage of the company's experience by representing two cats. They might come from similar families but they are different, one stronger than the other! And so are the good advices that Curmi & Partners have for you and for their clients when compared with others similars companies. They might provide the same services... but differently!

¶ The illustrations came to add more value. More friendly, positive, organized and always with the right advice. They tell a story and bring more attention and dynamism to the new campaign.

¶ Creative direction: Katerina Karamallaki
Strategy: Charlotte Seymour
Design: Floduardo de Almeida
Copy: Johann Agius & Peter Grech

¶ Client: Curmi & Partners
Agency: BRND WGN (Naxxar-Malta)
Date: 2017





Vane Ivy

Vane Ivy is an idea that was born in Malta, but the project itself is made in Europe with a global vision! Vane Ivy assumes itself as the future of brand agencies: a brand consultant agency. They bring two worlds: First, they set brands on the course to success by providing complete brand directions and second, they manage brands growth with the launch of campaigns and market strategies offering a full complete support to optimize results and to haul and retain customers.

The name follow his core. Elements (vane and ivy) that takes the right directions in nature! And here, the same company, distinguished from many others, provides two different areas that are highly important for the brands; both services are co-related, working very close together to ensure the best results. Vane Ivy is made of a young team, forward-looking, but also mature, serious but also fun, and with a particularity: all the creatives are experienced freelancers.

So above we had the solution in a lot of keywords: We decided to create a unique and distinguished brand, by being able to adopt different voices for different purposes, moments, and supports. Vane Ivy challegens the status quo.

Client: Vane Ivy
Date: 2019

VANE
IVY

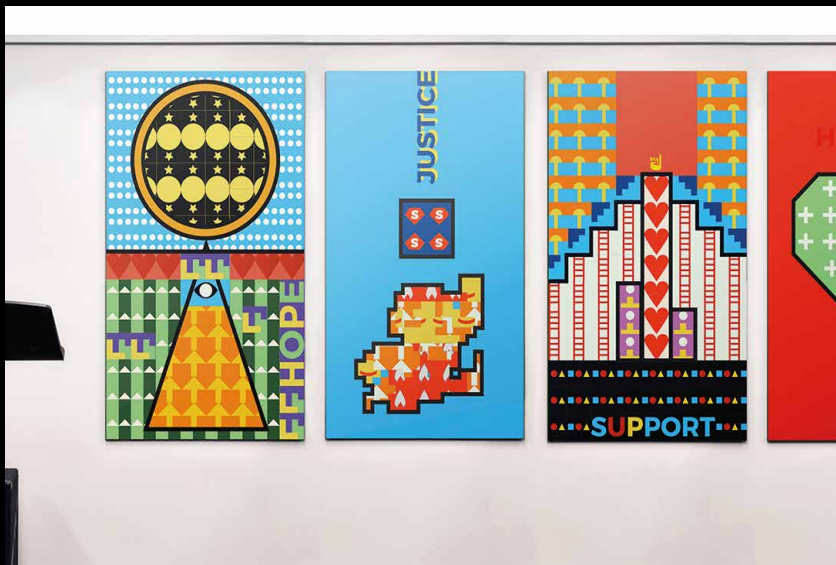


Promise

PROMISE aims at promoting child-friendly multi-disciplinary and interagency services supporting child victims of violence, providing them with access to justice, avoiding re-victimization and ensuring high professional standards for recovery.

Everything comes together with a sole purpose: they! This is an identity that unites and generates strength and hope in a world where children are - and come - always first.

Client: CBSS Expert Group on Children at Risk
Studio: Podpunkt (Warsaw-Poland)
Date: 2018





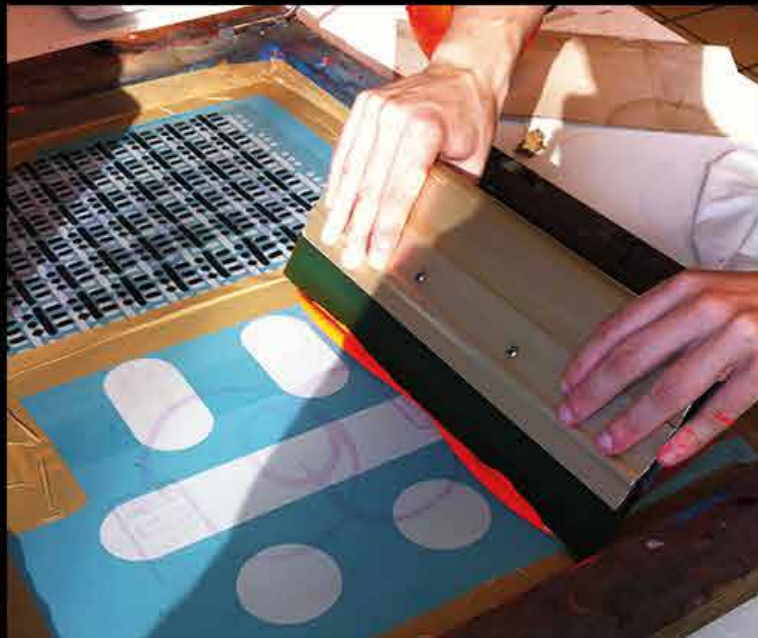
HEALTH 4 MOZ

¶ Health 4 Moz (Health For Mozambican Children & Families) is an international organization (NGO) which project was born in Portugal and they are acting essentially in Mozambique. They are associated to the health care and medicine education in Nampula. A needy city with 4 million residents.

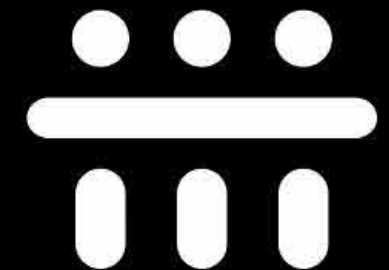
+ About this identity... [Read more \(+\)](#)

¶ Client: Health 4 Moz (ONGD)
Type: Branding, Identity
Facebook: www.facebook.com/health4moz
Date: 2014

← silkscreen printing



To unite the sky, the sea and the land.
To unite like a capulana that embraces,
To unite Portugal to Mozambique...
Unite the world, create a family!



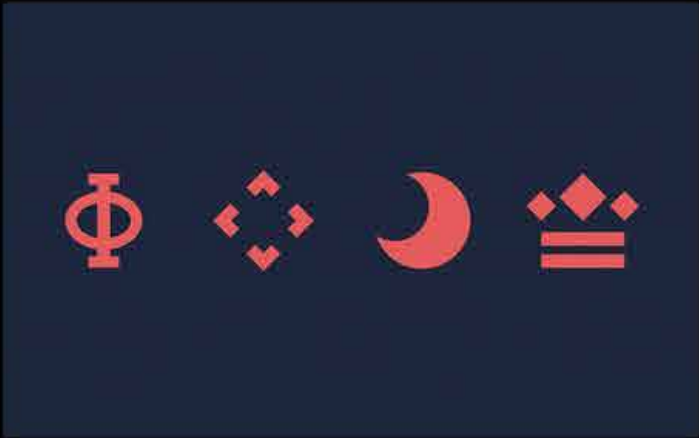


XILOMEA

¶
“Since the very beginning the design team had based their logo on the Fibonacci Sequence, which is always present in the client’s furniture. The “X” was a fundamental element used in the brand’s visual language. It’s weight and geometry allow designers to reduce it to smaller scales and use it in isolation. The lines serve as a reference to the various existing furniture lines as well as several others that the client intends to create.”

— description by SendPoints in
Visual Harmony - Proportion In Graphic Design

¶
Client: Xilomea
Website: www.xilomea.pt
Date: 2014-2016





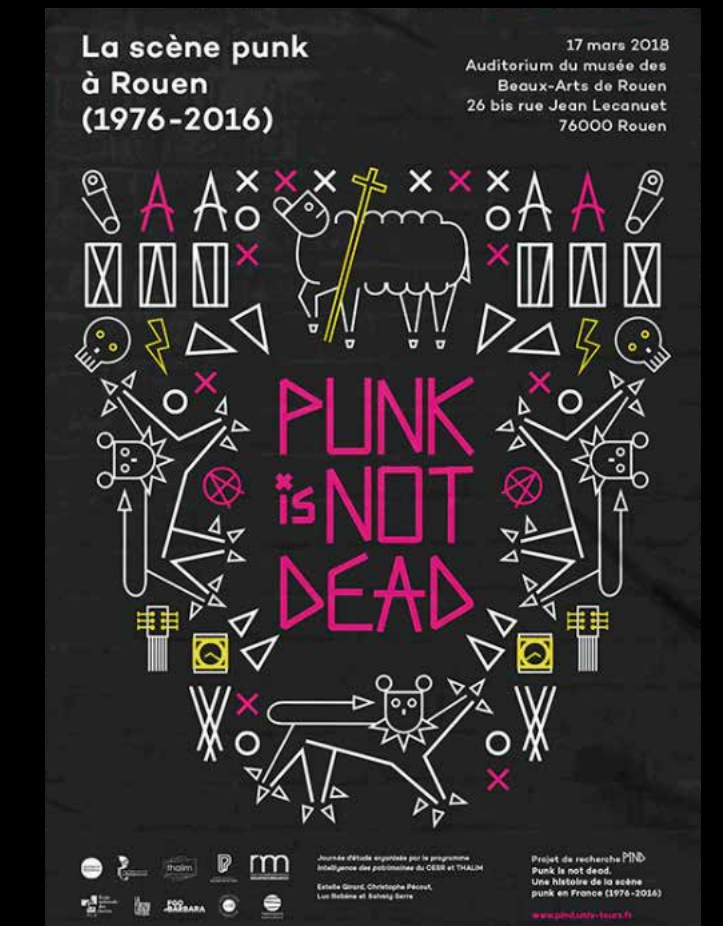
à Scène PUNK à Rouen

PIND is the first research project dedicated to France's punk scene from 1976 to today.

I had the task to design the visual image of the event - which took place in the city of Rouen. So based on my researches I got inspired by the two coat of arms that represent the city and the region (of Normandy), as for the beautiful and so characteristic architecture of the place.

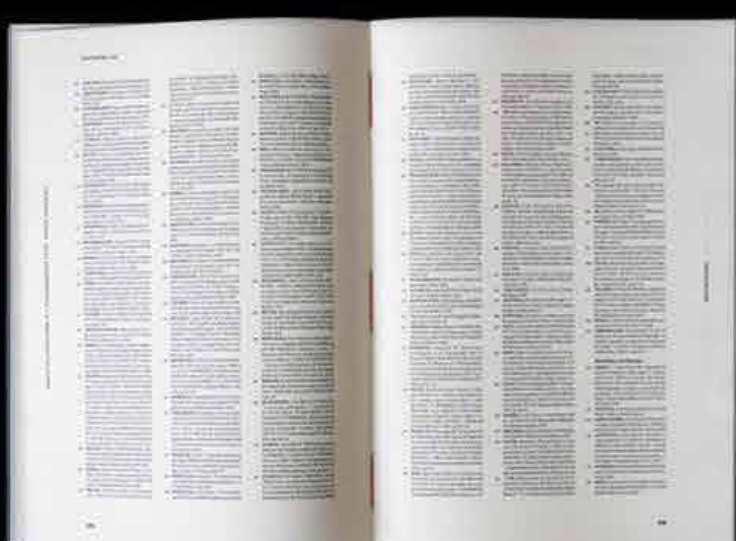
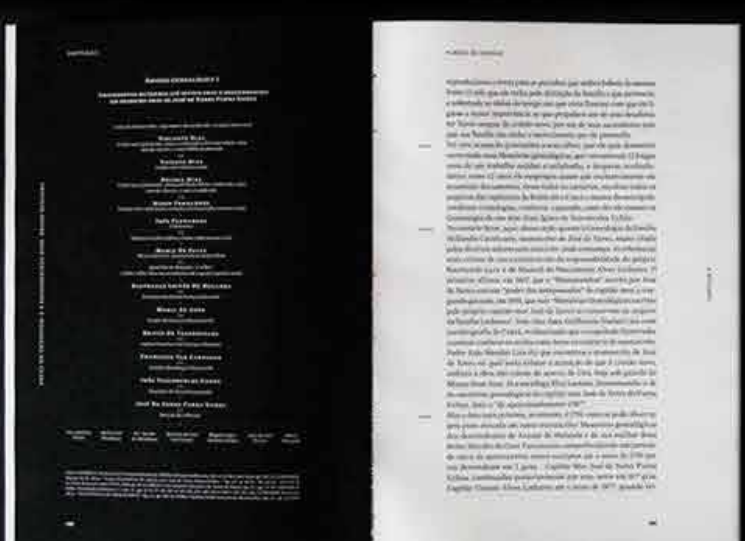
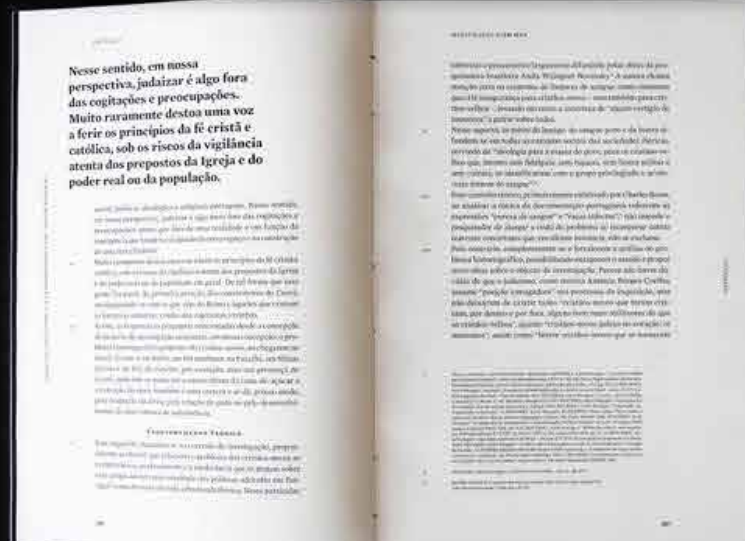
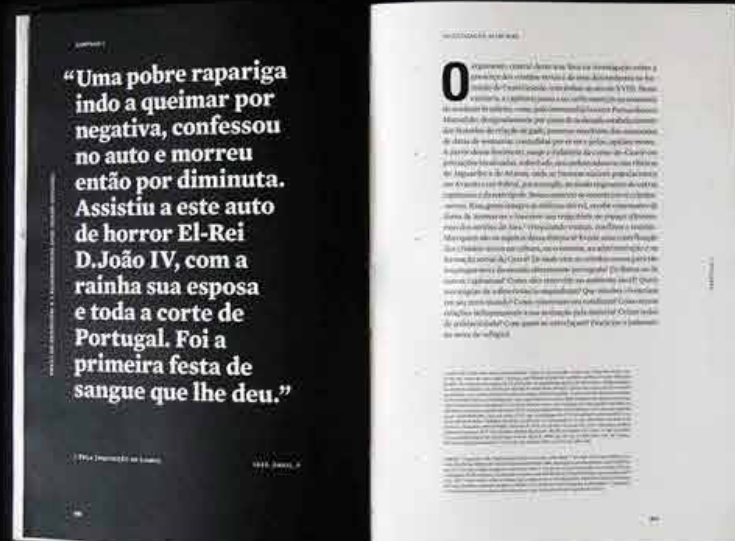
I was in charge of dealing directly with the client by working in this event and in two others (where I was responsible for giving art directions).

Client: PIND - Punk Is Not Dead
Studio: Podpunkt (Warsaw-Poland)
Date: 2018





INQUISIÇÃO
“Cristãos-Novos, seus descendentes e a inquisição no Ceará”
¶ This book is result from research presented by Nilton Almeida to the Course of History of the Faculty of Social and Human Sciences, University Nova of Lisboa, as a requirement for obtaining the title of Doctor of History, specializing in Modern History.
¶ Client: Nilton Almeida
MDes/FBAUP: Advanced Studies in Editorial Design and Typography
Date:2016





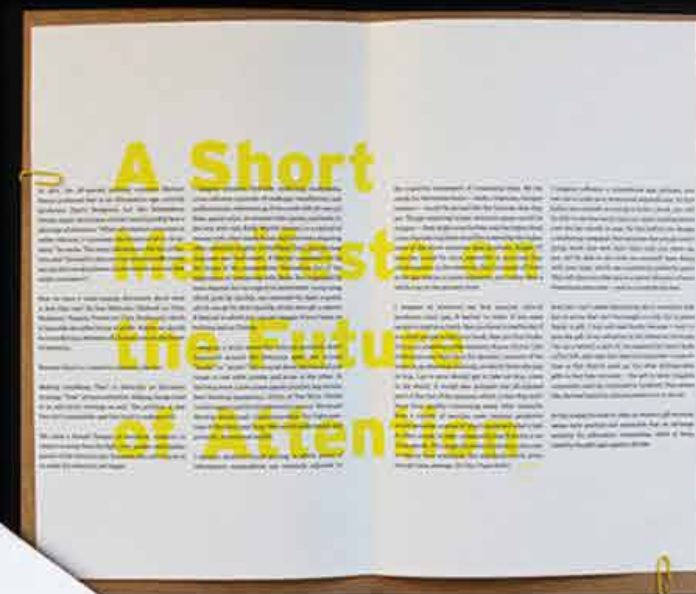
ARE YOU LOOKING FOR SOMETHING? "25 texts on graphic design"

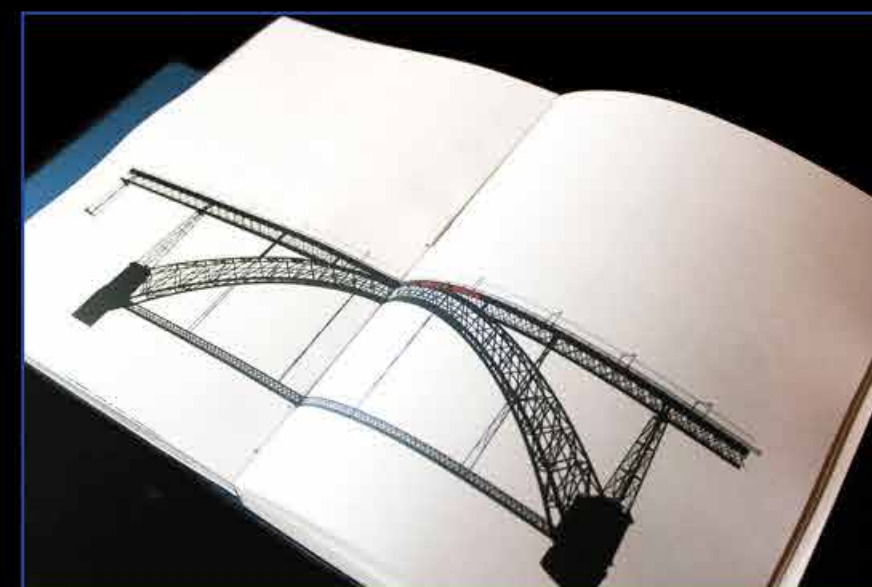
¶ Main goal: to create an editorial object with 25 manifestos of Graphic Design. 25 manifestos 250 illustrations 10 quotes.

+ One of the problem with the manifestos, in my point of view, it's that a lot of people knows about them but not everyone say "i read that one". And, we all know that manifestos have different years, different contents where some are long and some others are shorts, so I decided to treat each one in a different way, inspired in the content.

+ I'd also provide some freedom to each manifesto, so every reader can take the one he wants to read, when he wants.

¶ Bdes/ESAD: Project II
Date:2014





PORTO 2.0

101 icons inspired in Oporto's city.



Here we can discover silhouettes of:
monuments - persons - transports - tiles - others.
All of them are hiper realistic, developed under
high-resolution photographs and based on a
work of highly detailed vector drawing.

+

All icons are printed on this object and
identified properly in keywords, allowing them
to be easily founded digitally on the CD
(which is attached in this book).

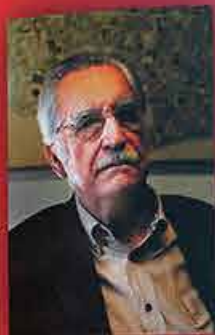


Self-publishing: Up Studio

Website: www.upstudio.pt

Date: 2015





José Carlos Loureiro nasce na Covilhã em 1926. Licenciou-se na Escola Superior de Belas Artes do Porto em 1950 com a classificação de 19 valores. Passados dez anos concorreu a professor da ESBA com a edição da tese «O Azulejo – Possibilidade da sua reintegração na Arquitetura Contemporânea», tendo sido aprovado em mérito absoluto. Aqui foi docente até 1972 sendo, por exemplo, professor de Álvaro Siza Vieira. Nesse ano abandonou o ensino para se dedicar a tempo inteiro ao exercício da Arquitetura. Quatro anos mais tarde criou o Galp, Lda. (Gabinete de Urbanismo, Arquitetura e Engenharia, Lda.) Iniciou a sua carreira nos anos do modernismo e por isso não admira que tenha sido fundador da ODAM – Organização dos Arquitetos Modernos – que existiu no Porto entre 1947 e 1952, e que tinha como principal finalidade a defesa e divulgação da arquitetura moderna. Tem uma obra extensa e diversificada, com uma especial incidência na cidade do Porto, onde projeta por exemplo o Pavilhão dos Desportos – projeto que o próprio recentemente readaptou a centro de congressos, que teve como pretexto para a sua construção o Campeonato do Mundo de Hóquei em Patins de 1952, e que foi o primeiro grande pavilhão desportivo construído em Portugal. Também é seu projeto o edifício Parnaso (1955), classificado como imóvel de interesse público e verdadeiro ícone da arquitetura moderna na cidade. Mas o primeiro projeto que concretizou foi o Hospital da Fundação Aurélio Diniz, em Oliveira de



FÓRUM MAIA 25

¶
The Fórum da Maia is a cultural place full of innovation, situated in Maia, city of Porto. As the art, this book is free by itself; dynamic and breaking with some canons and rules. It's an aesthetic object with a modern and challenging language.

+
This artifact was developed for the portuguese city hall, Câmara Municipal da Maia and talks about the biggest cultural place in the city. This is a book about art but most of all - and synthesizing - is about a big part of Maia's cultural history.

¶
Client: Câmara Municipal da Maia
Website: www.cm-maia.pt
Date: 2016

O Fórum da Maia possui, desde há vários anos, uma programação rica, variada e constante. Não é por acaso que se concluiu há dias a 20ª edição do Festival de Teatro Cómico, e que o Festival de Música se realiza desde os anos 80.

FESTIVAL INTERNACIONAL DE TEATRO CÓMICO DA MAIA

Tendo a sua primeira edição em 1994, o Festival Internacional de Teatro Cómico da Maia é hoje um dos maiores eventos culturais da cidade. É organizado pela Câmara Municipal da Maia e pela Associação de Teatros da Maia (ATM).

Em 2015 o Festival comemorou os seus 20 anos, sendo o primeiro a celebrar este aniversário. A programação foi desenhada para celebrar esta data e para proporcionar aos espectadores uma experiência única. O Festival de Teatro Cómico da Maia é um dos maiores eventos culturais da cidade e é organizado pela Câmara Municipal da Maia e pela Associação de Teatros da Maia (ATM).





THINK FORWARD



The main goal of this project was to think about a newspaper, thinking like editors and even like designers. And it was really important to show more about ourself. Like a newspaper portfolio.

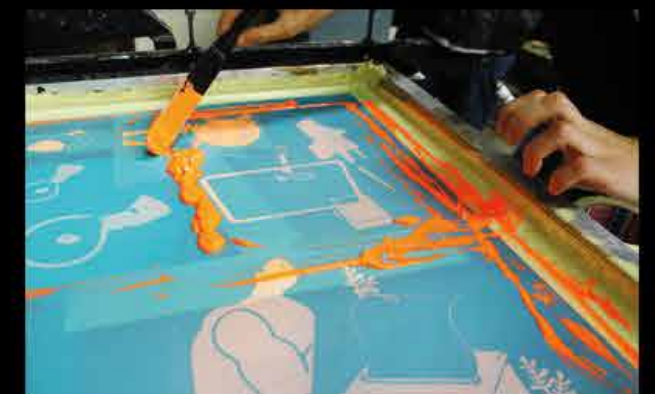
+

So to start, we defined a team with art director, editors, illustrator and newspaper's reviewer. Afterwards, we choose to make something different instead of doing just a newspaper only composed with our works. Something with a strong concept, where you open and you start to explore and discover the essence of this editorial.

We choose to create a newspaper like if it was an open window for the future; a newspaper that shows our abilities, our interests, our vision, us... as we think.



MDes/FBAUP: Project I
Date:2014

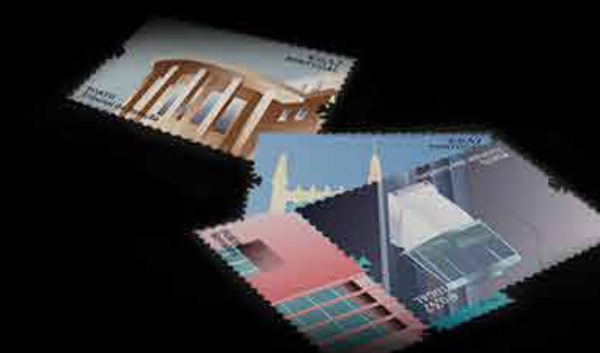




STAMPS OF PORTO

¶ In the studio's genesis - consequently in several projects we created - was always adjacent a strong inspiration: the city of Porto. It is for us so intrinsic, that we always believed that we can create interesting projects, beautifully designed with a strong utility. This is why, and as the city is so touristy, that we considered to illustrate iconic buildings and their transports. Essentially because we believe there is a graphical shortage in this market, and where the graphic design can add - and well - the amount due, either by a visually interesting graphic language, as promoting the city, and as an final result by increasing the sale of stamps of Porto.

¶ Self-publishing: Up Studio
 Website: www.upstudio.pt
 Date: 2016





VALE DO HOMEM



The goal was clear: to create a label where quality is reflected; the quality of the wine! Since the very beginning, Up Studio's design found in Quintas do Homem a very unique, traditional and beautiful granary with a Christian cross known as "the cross of the four evangelists". The cross itself have a powerful and positive meaning, proclaiming good news and driving away the bad ones.

+

The perfect design was reached with the perfect label cut and a unique cross, creating a particular texture in a beautiful pattern with a graphic illusion (depending on the viewing distance). And to have the absolute symbiosis, a proper wine-label paper was selected to preserve the graphic elements when the bottle falls down into fresh water and ice. Even the color scheme was examined; each of the colors play together in a perfect harmony, a last and precise touch to bring this label to life.



Client: Quintas do Homem

Website: www.quintasдохомем.com

Date: 2015





TERRAS D'AVE

¶

It was really important to breath the story of the land where the wine "Terras D'ave" is made.

The client asked to make a research about the land. So, I found that Terras D'ave is also a place that tells the story of a girl who transformed into a bird because she waited years and years for her sweetheart (he went to a war and promised to return to her).

So digging deeper in this research, I found that the bird cyanopica cyanus is a really characteristic bird in the Iberian peninsula, and particularly beautiful!

+

So this wine label was born based on this melting pot of adjectives and story elements, under this umbrella effect; reflecting elegance, lightness with this short label which is also full of detail.

¶

Client: A.C.Guimarães

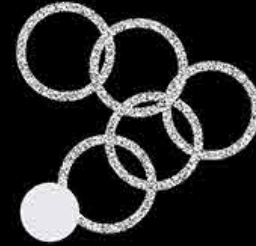
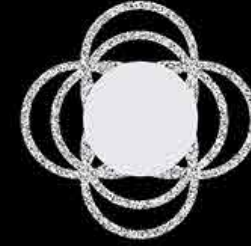
Website: www.adegaguimaraes.pt

Date: 2015

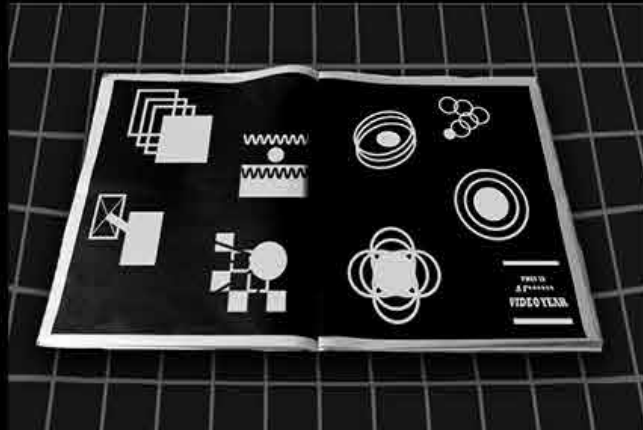




PHOTOGRAPHY



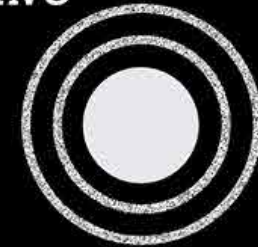
ILLUSTRATION



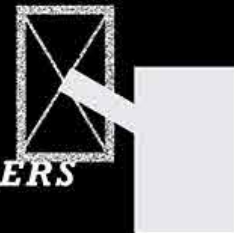
EDITORIAL DESIGN



-PUBLISHING



POSTERS



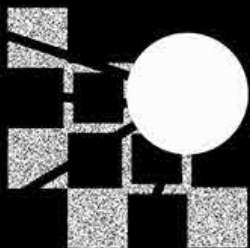
FLODUARDO ALMEIDA IDENTITY

¶
In space, or coming from space with my own identity. World: exploring process. Lot to do! I like coffee. The good one. No cigarrets anymore, full stop. I love to be free. Things to do before dying: to be 100% sure that most people recognize that design can change their life.

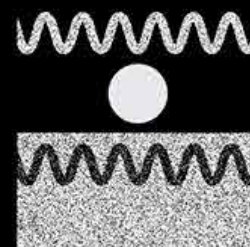
¶
Self publishing: Floduardo Almeida
Contact: hello@floduardoalmeida.com
Website: www.floduardoalmeida.com
Date: 2016



DATA VISUALIZATION



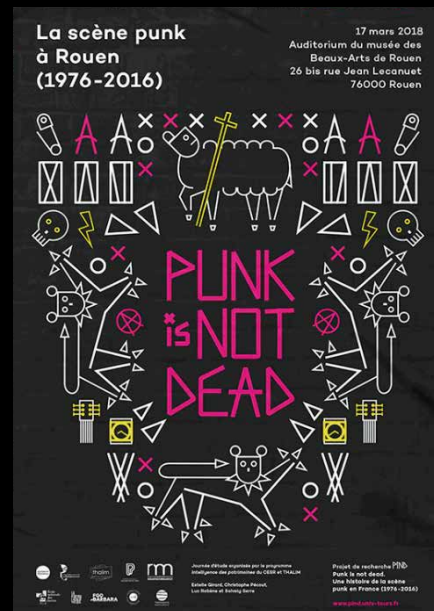
IDENTITY



LABEL

compilation

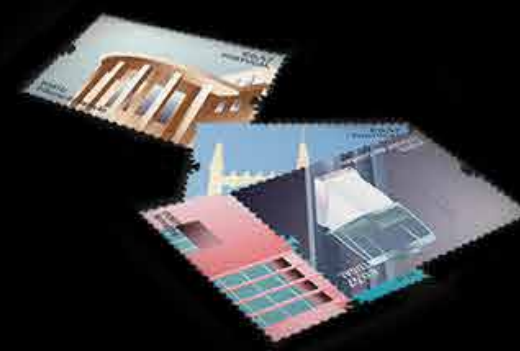
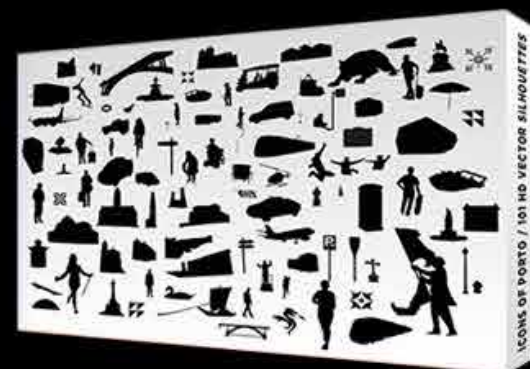

WEGE SIOSTRY



e•tijolo

VANE
IVY







Fórum
da maia



**Porto
Sci-Fi**



design and fine art objects



FLODUARDO ALMEIDA
GRAPHIC DESIGNER

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HELLO@FLODUARDOALMEIDA.COM

+32 499 75 76 22
+351 918 61 61 71

EDUCATION

- 2014-2016
- 2012-2013
- 2012
- 2011-2014
- MDes, Graphic Design and Editorial Projects Faculdade de Belas Artes da Universidade do Porto, PT
- Erasmus, Digital Design, Sint Lucas Beeldende Kunst/Luca School of Arts Gent, BE
- English (intensive-lv5), Cambridge School - Porto, PT
- B.Des, Escola Superior de Artes e Design - Matosinhos Porto, PT
- (thesis in standby)

TEACHING

- 2015
- 2014
- 2014
- 2014
- Workshop/talk of graphic design-identity at ENED’15 - nacional meeting/festival of design students
- Talk/class about self-publishing at ESAD Matosinhos - invitation for “Teory of Design”
- Workshop of Letterpress and Linocut at Push Porto - urban festival of illustration and art
- Workshop of Letterpress “Introduction to technical letterpress print” at CRU Summer Camp

WORK EXPERIENCE

- 2019
- 2018
- 2017
- 2014-2016
- 2015-2016
- 2013-2014
- 2013
- 2012
- 2010-2011
- Freelancing/Legendary People & Ideas — Designer (agency+personal work)
- Podpunkt — Graphic Designer
- BRND WGN — Creative Designer
- Up Studio — Graphic Designer/Art Director/Founder
- Juventude Popular (Maia) — Vice-President
- We Came From Space — Freelance Designer
- Forbidden Merch — Merchandising seller of official band products
- Computer Arts Portugal — Creator of content
- Freelancer
- Porto, Portugal
- Warsaw, Poland
- Naxxar, Malta
- Porto, Portugal

RECOGNITION/EXHIBITION

- 2017
- 2015
- 2015
- 2015
- 2015
- 2014
- 2014
- 2014
- 2014
- 2013-2014
- 2012
- 2012
- 2012
- Graphis: “Xilomea” - Merit Award winner (USA)
- Xilomea in SendPoints book “Visual Harmony - Proportion in Graphic Design” (CN)
- Graphic Design Festival Scotland (UK)
- Beijing Design Week (CN)
- Virtual Biennal Prague (CZ)
- CUF Porto (PT)
- ESAD Week (PT)
- Stucomart&Design - MUDE Lisbon (PT)
- Up Studio I in Picotado and Edificio AXA (PT)
- Health 4 Moz identity (PT/MZ)
- Abstra in Abduzeedo (USA)
- Abstra in Choco La Design (BR)
- Universe in Lyenium (CA)

Thank you.