

**LORENZO CECCHINI**  
**COMMUNICATION DESIGN:**  
**PROCESS & PRODUCTION**

**FALL2018**

**DIGITAL**  
**PORTFOLIO**

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# INTRODUCTION

I was born in Milano, Italia - whenever I tell people their first response is usually to ask me about the marvelous pieces of art, architecture, and culture I've experienced there. The world I grew up in was completely different. Venice Beach, Los Angeles, isn't glamorous like Hollywood, but gritty and sharp like the broken glass lining every sidewalk. I started creating as soon as I could, in whatever ways I'd put my mind to - sketching monsters when I was like four, people in clothes around ten, then digitally editing pictures and graphics by twelve - but was exposed to a multitude of different forms of self-expression as I was maturing. I grew up playing with the streets; skateboarding all my life, constantly surrounded by urban artwork, & listening to Rap music before I could sign my own name in cursive. Growing up in a wild city like LA, street culture heavily influenced my youth as I got bored with the every-day conformity they tried to brainwash me with in public school.

When I first got into style & fashion, it was because of rappers & modern-day rockstars, and when I first started developing my taste in fine art, it was because of reading about my favorite contemporary artists, who worked their ways up from the streets. Now, I'm in Brooklyn studying Fashion Design, creating under my label, V Multimedia, & maintaining a contemporary clothing archive. The creative culture consumed in where I'm from - the stuff I grew up liking the most which has shaped the artist I am today - is frequently labeled as "low culture", but if anything, the cartoons, skate videos, & rap songs I grew up on, serve to show the evolution of creative expression without submission to the restrictions of the past.

# HONEYCOMB CAFE & COFFEE COMPANY



This course's first project was to create the art direction for a restaurant or eatery, then translating the created visual identity into a realistic food menu with intriguing visual content.

I created Honeycomb Cafe & Coffee Company: a coffee & breakfast cafe chain directly influenced by how bees develop their resources & community in a hive environment.



# BREAKFAST

<i>Bacon &amp; Two Eggs Combo</i>	\$5
<i>Sausage &amp; Two Eggs Combo</i>	\$5
<i>Buttered Toast &amp; Single Egg</i>	\$3
<i>Avocado Toast</i>	\$5
<i>Pancakes (3) or (6)</i>	\$4 / \$7
<i>Waffles (3) or (6)</i>	\$4 / \$7
<i>Chocolate Chip Waffles (3) or (6)</i>	\$5 / \$8
<i>Mushroom &amp; Spinach Omelette</i>	\$6.50
<i>Bacon &amp; Cheese Omelette</i>	\$6.50
<i>Pepper &amp; Onion Omelette</i>	\$6.50
<i>Breakfast Sandwich</i>	\$4
<i>Breakfast Sandwich (on Croissant)</i>	\$5.50
<i>Breakfast Burrito</i>	\$6
<i>Biscuits with Butter &amp; Jam</i>	\$4
<i>Scrambled Eggs (\$1 per topping)</i>	\$3.50
<i>PB&amp;J Toast / Croissant</i>	\$3 / \$4.50



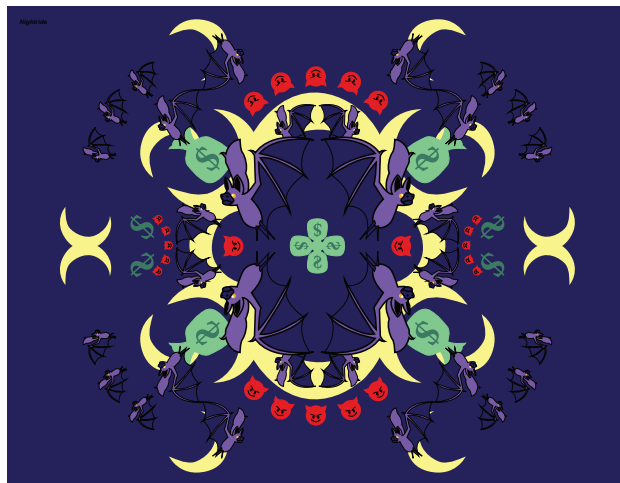
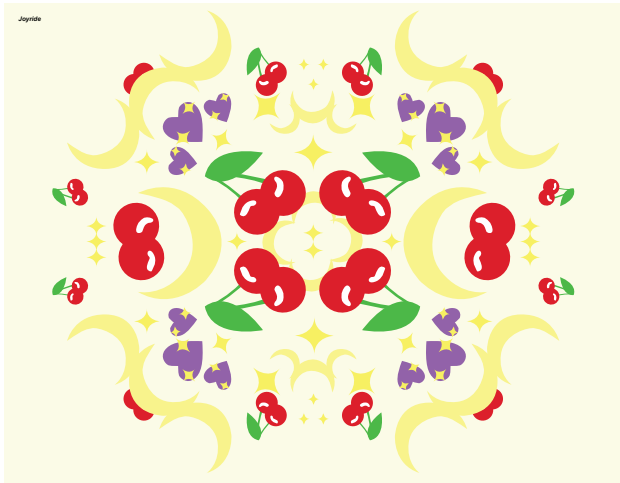
# PANINIS

*\*All Panini's served either hot or cold with lettuce, tomato, mayonnaise, & cheese.*

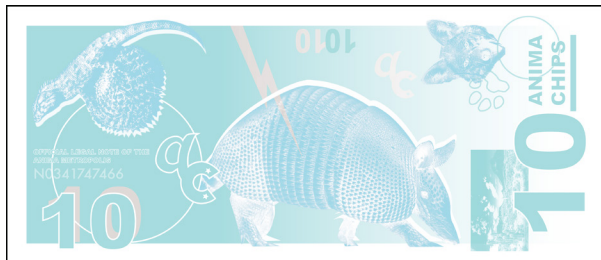
<i>Fried Chicken</i>	\$5
<i>Spicy Fried Chicken</i>	\$5
<i>Grilled Chicken</i>	\$5
<i>BBQ Chicken</i>	\$5
<i>BBQ Pulled Pork</i>	\$5
<i>Prosciutto</i>	\$6
<i>Mortadella</i>	\$5
<i>Salame</i>	\$6
<i>Honey Turkey Breast</i>	\$5
<i>Honey Ham</i>	\$5
<i>BLT</i>	\$4
<i>Chopped Cheese</i>	\$7
<i>Cheesesteak</i>	\$7

# EMOTICON MANDALAS

Our second project was to research forms of symmetry in the surrounding world of design. Starting by recreating original versions of existing digital emoticons, and then using them to create animated emoticon mandala designs.



# ANIMACHIP CURRENCY DESIGN



The third project of the semester was to design three demoninations of a functioning currency system according to the visual identity associated with the self-created society in which the system would exist.

I created Animachips, to exist in a fantasy society of desert animals inhabiting the city of Las Vegas after humans cease to exist. I wanted to incorporate the desert animals as figures, the competition of gambling, and the freshness of a desert oasis.

# ALONELY CHERUB PLAYS [PORTRAIT]



Our final project was to scan printed materials, giving us a landscape and a figure to digitally render together, creating an original portrait with new meaning & significance. After digitally creating the cherub, I chose to embrace the somber look on his face, rendering my portrait in an all-black apocalyptic setting.



# **ACKNOWLEDGE EVENTS**

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