

Profile

NICOLA D'AMORE

Art Director - Graphic & Motion Designer





Over 9 years' experience in the Media industry



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A LITTLE BIT ABOUT ME

Life appears as a blur through a lens, full of people, places, art, creativity, opportunities and inspirations which hit you from every angle.

My curious imagination wakes me up in the morning, moving me to explore far beyond my known horizons.

I believe in the experimentation required to discover how to communicate in different ways using a blend of reality, imagination and dreams.

I fully understand the power of design, particularly when it relates to the different colours and shapes which, allied to motion and time, combine to tell a complete story by narrating, explaining, guiding and surprising the viewer.

I am a curious researcher and avid collector with a wide array of skills and when it comes to creative solutions, I'm not afraid to tackle them with a dynamic exchange using unconventional methods. After all, curiosity stems from fresh impulses and new concepts.

I take inspiration from thinking out of the box and transforming my thoughts into creative projects. This is my style.

Occasionally, my demanding standards tip me into perfectionism. However, I never lose sight of the need for strong, efficient planning before I begin working.

When I start a new project it isn't just a pastime or a job; it's the way I look at the world.

Services & Skills

SKILLS

- GRAPHIC DESIGN
- MOTION DESIGN
- LOGO DESIGN
- BRAND DESIGN
- CHANNEL BRANDING
- WEB DESIGN
- SOCIAL MEDIA
- STUDIOS & IDEATION CONSULTANCIES
- DIRECTION
- TV PRODUCTION
- VIDEO EDITING
- BROADCAST
- MULTIMEDIA
- TELEVISION
- NEW MEDIA
- VIDEO MAPPING

ABILITY:

- To think and work effectively across print, video, mobile and web design challenges.
- To use different Oses (Microsoft, Apple) and Microsoft Office packages.

ADVANCED USER OF:

- After Effects:
- Premiere:
- Photoshop;
- Illustrator;
- inDesign and the rest of the Adobe Creative Suite

CERTIFIED USER OF:

- Maxon Cinema 4D

INTERMEDIATE KNOWLEDGE OF:

- Apple Final Cut;
- Avid Xpress Pro;
- 3d Studio Max;
- Softimage XSI;
- Dataton Watchout;

KNOWLEDGE OF:

HTML, CSS, WordPress, web technologies and emerging digital trends.

Channel Branding

1

Retesole Srl (TV Station)

Art Director - Motion Designer

Client:

Retesole Srl

Years:

May 2014 - October 2015

Tools:

Adobe After Effects, Premiere, Photoshop, Illustrator, C4D

Description

Doing broadcast design is always nice, especially when you have a lot of freedom to make a new channel identity for a private TV station. For the rebranding of "Retesole", the main idea was to create a world that could represent the feelings and tastes of a backpacker's universe mixing different animation styles. These images showcased the different programme formats along with the channel's identity, all in a unique and not too serious way but always related to the content of each format.



Retesole - image from the Bumper Package



Image from the TV Cultural Programme "Art in Progress"



Image from the TV Political Programme "Polis"



Image from the TV Political Programme "L'Arte della Politica"

Opener TV Show



Image from the TV Sport Programme "Fuori Gioco"



Image from the TV Show "VDC - Vite da Campioni"



Image from the TV Show "Pinko Pallone"



Retesole - Show Identity

The main idea of the Retesole show identity was the energy explosion. It's a way to break the connection with the past.

The ID was designed in Illustrator and modelling was created in Cinema 4D. The final compositing was done in After Effects.















Retesole - Commercial Break

The main idea of the Retesole show identity commercial break, was to discover the logo with dynamic transitions made with shapes of the three colours of the brand (orange, grey and white). The ID was designed in Illustrator and animated in After Effects.















Art in Progress - Opening sequenceWhen I think of the various aspects of art,
I always remember the different styles that

over time have had a positive effect on my aesthetic sense. The word most often repeated in the history of art is "Influence". That word inspired this animated sequence.















Vite da Campioni - Opening sequence The main idea was to focus the attention on the three letters of the logo (VDC) and move the camera below and behind it. It's a sports programme and the three letters represent a

stylised image of a sportsperson in action. The ID was designed and animated in After Effects.



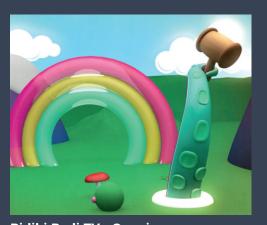












Bidibi Bodi TV - Opening sequence The idea was to create a children's world, with illustrations and puppets animated by

illustrations and puppets animated by hand to identify with the vivid imagination of a child. The ID was designed in Photoshop, modelling was created in Cinema 4D, and animated in After Effects.















Il Gusto del Sole - Opening sequence When I worked on the idea of this sequence, I

asked myself what is the crucial element of a food programme? The answer is obvious - the food. I noticed that many foods have the same shape and for this reason I started experimenting with them and this gave rise to new forms.













Channel Branding

2

ExtraTV (TV Station)

Art Director - Motion Designer

Client:

Winning Work Srl

Years:

November 2008 - May 2014

Tools:

Adobe After Effects, Premiere, Photoshop, Illustrator, C4D

Description

For the launch of "ExtraTV", the main idea was to create a different image in order to break with the static and outdated logic typical of private television. The first step was to try to change the viewers' perception. With an explosion of ink colours and a mixture of 2d / 3d animation we tried to capture the imagination and attention of the viewers, in particular the "young viewers" conditioned by the fresh and innovative style of the largest national television networks.



Image from the TV News Programme "Extra TG"



Image from the Set Design of the Programme "Extra TG"



Image from the Set Design of the Programme "L'Arca di Noè"

Opener TV Show/Set Design



Image from the TV News Programme "Extra Sport 24"



mage from the Set Design of the Programme "Extra Sport 24"



Image from the Set Design of the Programme "Pro & Contro"



Retesole - image from the Bumper Package



ExtraTV - Show Identity

The original concept of the ExtraTV show identity was made by "Clonwerk" and my role was to maintain the standard guidelines, transform and elevate them to new heights. The design and compositing of the ID was made in After Effects.















ExtraTV - Promo Identity

Created on the basis of the original showident, the main idea of this project was to integrate and evolve the third dimension. I imagined television as a city where the attention was captured by the power of the logo. The modelling was created in 3d Studio Max.















Extra Sport 24 - Countdown

For the launch of this new sports channel I worked with the essential tools of sport: balls and lines. It's like a fast race and while some balls interact with the logo, others are drawn to a glass basket and fill it. At the end the glass basket shatters and all the balls fall to the ground.













Extra Sport 24 - Opening sequence

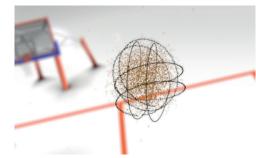
In addition to the rules, for some sports it is essential to have the balls and lines of the playing area. In order to represent the centrality of these aspects, during the camera movements, the balls are constantly changing and turn into different types of sports like soccer, basketball, etc.









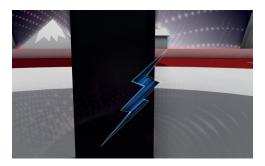






ExtraMusic - Show Identity

I genuinely think vinyl is the perfect symbol to describe music. For this ID I simply worked to create a 3d world of music, represented by various musical instruments (microphone, speaker, guitar etc) mixed with buildings on a constantly turning record deck.









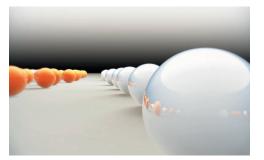




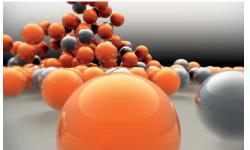


ExtraTV - Promo Identity

In this short animation I wanted to express the feeling that even the simplest objects can look more interesting when interacting with each other. All the spheres come together and give life to the "X" logo. This easy transformation added vibrant interest to the whole project.













Commercial ADV

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Various Clients

Art Director - Motion Designer

Companies:

Accenture, ExtraTV, Others

Years:

October 2007 - September 2015

Tools:

Adobe After Effects, Premiere, Photoshop, Illustrator, C4D

Description

During my work experience, either employed or freelance, I have been involved with companies of the magnitude of, Accenture, Technicolor, Nokia, Gucci, Telecom Italia and Martini

It is impossible to include every project in this relatively small portfolio. However, I want to emphasize the point that I never give less than my absolute best, whether the client is a global multinational or a small private company.



Image from the Video tutorial for the free App "ScreenWeek"



Image from the commercial fot the music event "Ultrasuon





GRUPPO BNP PARIBAS



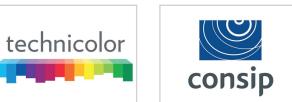


Image from the Commercial Video "Confcommercio Latina"



Image from the Commercial Video "CEPU School - Frosinone"







BANCA POPOLARE® del FRUSINATE



Image from the Commercial "Shopping Centre Anagnina"



Image from the Commercial Video "T7-Turriziani Petroil"





Martini - Commercial

As Video Editor, I worked for the English Company "TVC" with the video service "Eventi-X" to create short clips for the Martini event "Play-WithTime" in Milan. The event took place before the "Monza GP" race with the Williams Martini Formula One drivers. F. Massa and V. Bottas.









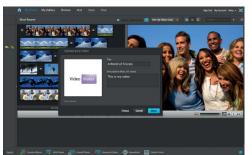






Accenture - Commercial "Telco Dubai" In this commercial I explain the procedure of the "Accenture Multimedia Content and Social Networking Solution". It's an easy compositing with After Effects, but for me it is an important video because it was made in 2007, and It showed how to anticipate technological change.











Tell your stories and involve other people

Share your feelings. Everywhere

Infographics



Cittalia - UNHCR **Motion Designer**

Client: Cittalia

Years: **September 2015**

Tools:

Adobe After Effects, Photoshop, Illustrator

Description

Infographics animation for the video "il Rapporto sulla Protezione Internazionale in Italia, 2015". In collaboration with: ANCI (National association of Italian cities and municipalities), Caritas Italiana, Cittalia, Fondazione Migrantes, Sprar and UNHCR. I constructed the finished graphics animation package using only information given to me by text with all relevant numbers of migrants from different areas around the world who came to Italy in 2015.



Image sequence

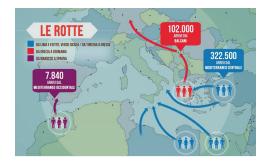
















DoppioBlu - Commercial

With the claim "The false myths of mobility", for the ecofuel Club "Doppio Blu" (a new business of the Turriziani Petroli company), I created infographics animations for two different commercials, which promote sustainable mobility and the advancement of gas powered vehicles.









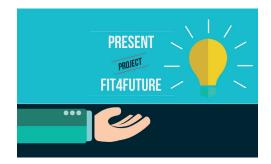






Sanofi - Commercial "F4F"

In this commercial for the global healthcare leader "Sanofi", I explain the new standard "F4F" (an internal technical procedure) with infographics animation. The goal was to define a complex procedure in just two minutues using a new type of communication.













CGI - Visual Effects



Dalia de las Hadas

Compositor - VFX Supervisor

Client:

Anna Mirabile Produzioni

Years:

September 2017

Tools:

Adobe After Effects, Illustrator Photoshop, Maxon Cinema 4d

Description

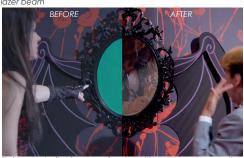
Dalla de las Hadas is a new teen series which was shot in Rome in only one month. The Italian rights were bought by Mediaset for the TV channel "La5". I created over 130 visual effects, working extensively with 3D animation, motion tracking, colour grading and chromakey to capture the magic the producers required. The style of VFX is intentionally not based on photorealism, as the ultimate goal of this video communication is to deliver a fun product, a fantasy world which young teenagers love to inhabit.



mage of the lower thirds animatio



mage from one scene with compositing and 3D animated



Before and after images of compositing, chromakey, motion tracking and colour grading









Image of the opening titles, compositing with chromake



Image from one scene with compositing and 3D animated bats enhanced by colour grading



Before and after images of the compositing of realistic fire and smoke FX rendered from 3D enhanced by colour grading



Dalia de las Hadas - Image of the opening title animation

Title Versioning

Technicolor

Motion Designer - Compositor

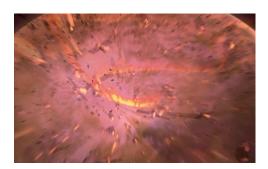


















Title sequence design; Italian version for the movie "Echo Planet 3d - The World needs Heroes".

3D animation film distributed by Moviemax, directed by Kompin Kemgumnird.

It is the story of the adventures of three young men from two of the world's metropolis, New State Trinity Capital and Karen village in Northern Thailand.

To help save the world from disaster due to global warming.

Client:

Moviemax

Years:

June 2013

Tools:

Adobe After Effects, C4D, Photoshop



Echo Planet - image from the original English Version

Corporate Identity



Various Clients

Graphic Designer

Client:

Various Clients

Years:

May 2013 - October 2015

Tools:

Adobe Photoshop, Illustrator, inDesign

Description

A corporate identity is the manner in which a corporation, firm or business present themselves to the public. In general, this amounts to a corporate title, logo and supporting devices commonly assembled within a set of guidelines. In all the projects where I have the opportunity to create a new identity, I particularly enjoy working with the colours and type of text which enables me to produce clean, stylish lines. In my opinion it's the primary quality of good communication and represents a strong impact upon the brand.







Image from the corporate identity of "Cispef ONLUS - Centro Italiano Studi, Professione e Formazione"

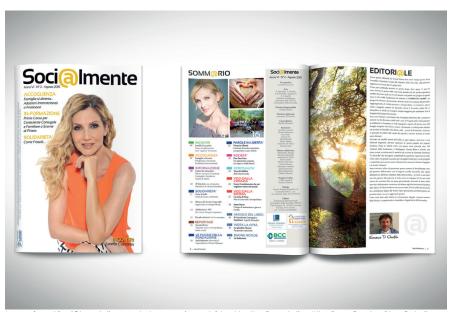


Image from "Soci@Imente" a quarterly magazine published by the Foundation "the Rose Garden Blue Onlus"



Image from the Packaging "Giochiamo Insieme"



Image from the annual Brochure published for the Familiar Consulting "Anatolè"







Image of three different examples of logo identity





An example of "Bristol Mayers Squibb" identity









Image from the TV printed commercial ADV inserted in the Newspaper "La Provincia Quotidiano" edited and distributed in the Lazio region

Web Design

Various Clients

Graphic & Web Designer

Client:

Various Clients

Years:

December 2007 - October 2015

Tools:

Adobe Photoshop, Illustrator, Dreamweaver, Flash, WordPress

Description

Web design is as much a science as it is an art form. For each trend, crucial for mobile app design, microinteractions are the minor interactions between bigger interactions, often small enough so that users engage them without a second thought. With my professional skills I worked to create the perfect mix from colour, flow, spacing, balance and proportion for the best user experience in every project. You'll also see a short list of examples from companies such as Nokia, Intralot and more.



Image composition from various projects with responsive design

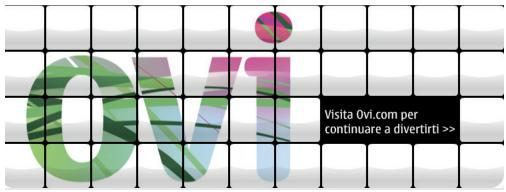


Image from the Banner web animation "Nokia Ovi - 2008"



Image from the Banner web animation "Nokia XPress Music- 2008"







Images from the animated banners created for "Nokia"



Image from the website "Oxford English Centre" created with the Trinity College of London guidelines





Image from the mobile version of the "Cispef Onlus" website



Images from the web site "Eventi-x Group - Events & Television Services"



Image from the website "Ediart Srl - construction company"



Image from the website "Il Giardino delle rose Blu Onlus"

