
port - folio

by Rocio Vidal



selected work
2005-2023



www.rociovidal.com



20
23

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Introduction.

Hi! I'm **Rocio Vidal**.
An architect, urban
designer and planner
and design enthusiast.
Love to learn new
things and challenge
myself.

Certifications

Registered Architect, Wisconsin
American Institute of Certified Planners
LEED AP

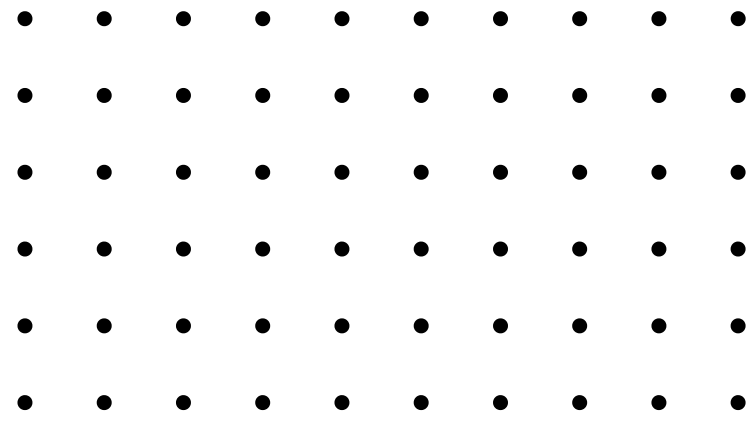
Education

- 2001 - 2003** **UNIVERSITY OF MICHIGAN**
BACHELOR OF SCIENCE
Architecture Major
- 2003 - 2005** **UNIVERSITY OF MICHIGAN**
MASTER OF URBAN PLANNING
Economic Development Major

Expertise

Experience as a designer, architect and urban planner, has contributed her expertise to several large-scale urban mixed-use, and community core master plans as well as working on a variety of projects and industries throughout United States, Asia, and the Middle East. She has degrees in Architecture, Urban Planning with minors in Economic and Real Estate Development. She has expertise in residential remodels, mall wayfinding, signage entitlements, city scale wayfinding, renderings, landscape architecture, general architecture, masterplanning, construction, GIS studies, feasibility studies, sustainability and written design guidelines.





Achievements

Publication

GRID / STREET / PLACE; Essential Elements of Sustainable Urban Districts, APA Press

Awards

- Honor Award in Communications ASLA Professional Awards
- The Goodluck Tembunkiart Award for Collaboration RTKL Legacy Awards
- Gaylor and Roberta Alumni Scholarship
- Charles Attwood Alumni Scholarship
- 1st place Tibes Museum Art Competition
- 3rd place in Pablo Casals Museum Art Competition



What I Do?

- Architecture
- Urban Design
- Urban Planning
- Environmental Graphic Design
- Sustainable Design
- Masterplanning
- Branding
- Design Guidelines
- Wayfinding
- Graphic Design



With unparalleled expertise in merging design with function, Rocio specializes in seamlessly blending your new projects with your original aesthetic, or to start from scratch to create the personalized oasis of your dreams.

Soft- wares

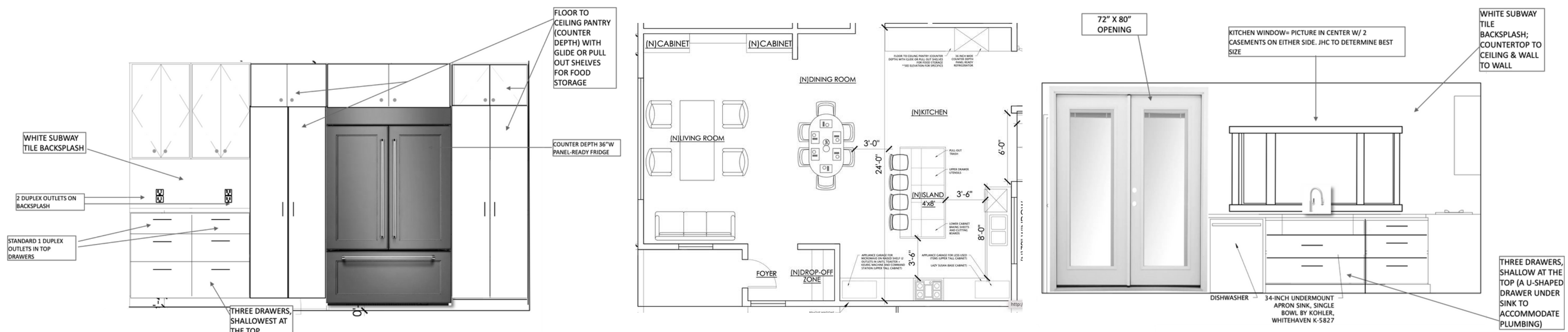
- Microsoft Office
- Microsoft Excel
- Microsoft Powerpoint
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe Premier
- Adobe After Effects
- AutoCAD
- Sketchup
- Bluebeam
- Rhino
- ArchiCAD
- Revit
- 3ds Max
- FORM-Z
- GIS
- Apple Keynote
- iMovie
- Wordpress
- Google Suite
- Dropbox



Branding, Graphic Design, Sketch, Construction management, Schematics, Layout Design, Drafting, Detailing, Logo Design, Analytics, Content Development, Illustration, Photography, 3D animation, 2D animation, Writing skills, Urban planning, Master planning, Urban Design, Writing Design Guidelines, Writing Specific Plans, Management, Space Planning, Presentation, Interior design,, Project management, Web Design, Content, Creation, Renovation, Financial analysis, Video production, Real estate law, Bilingual, Computer graphics, Analysis skills, Economic development, Blueprint reading, Construction, Contracts

Skills

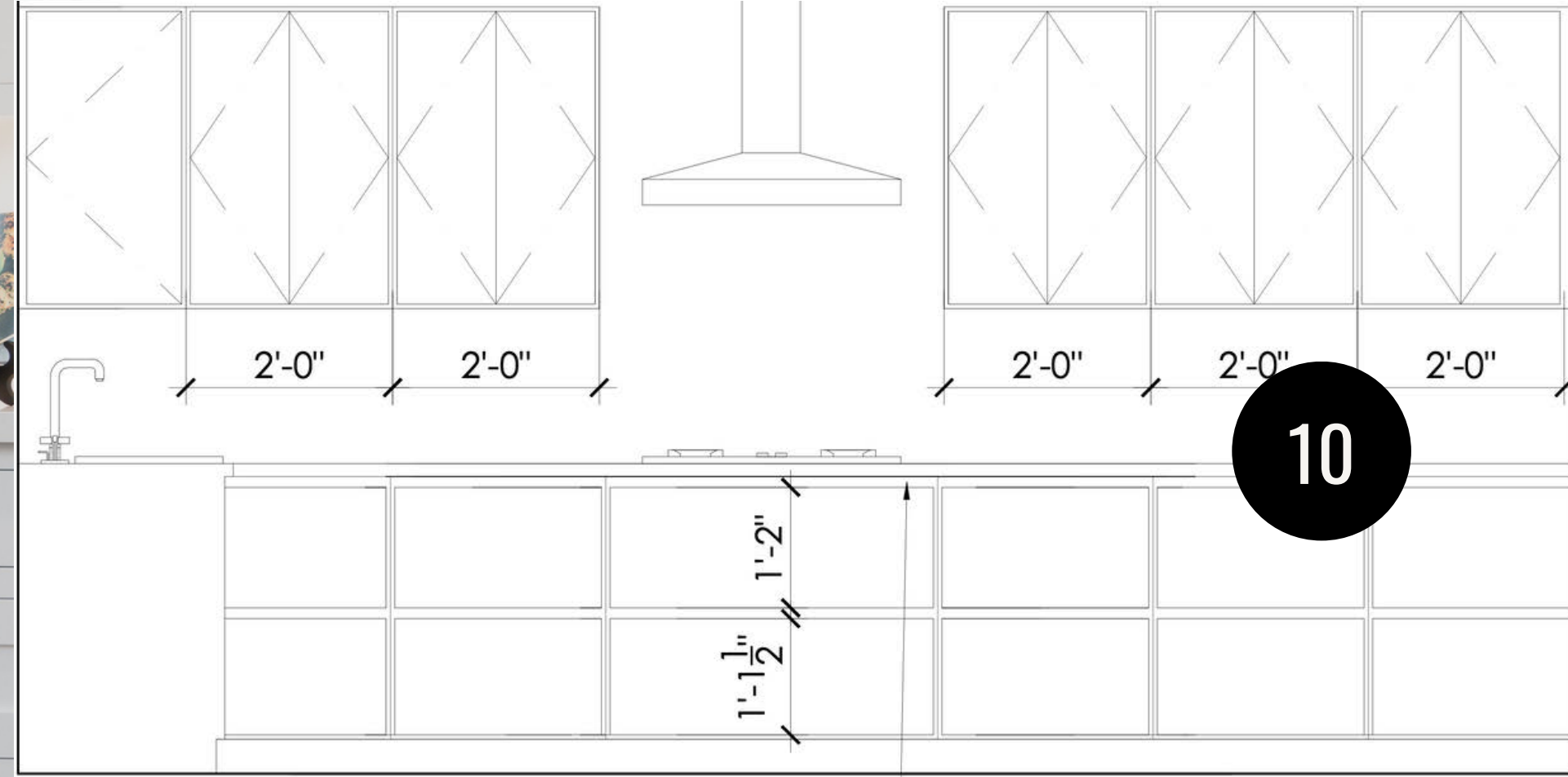
Pro- jects.



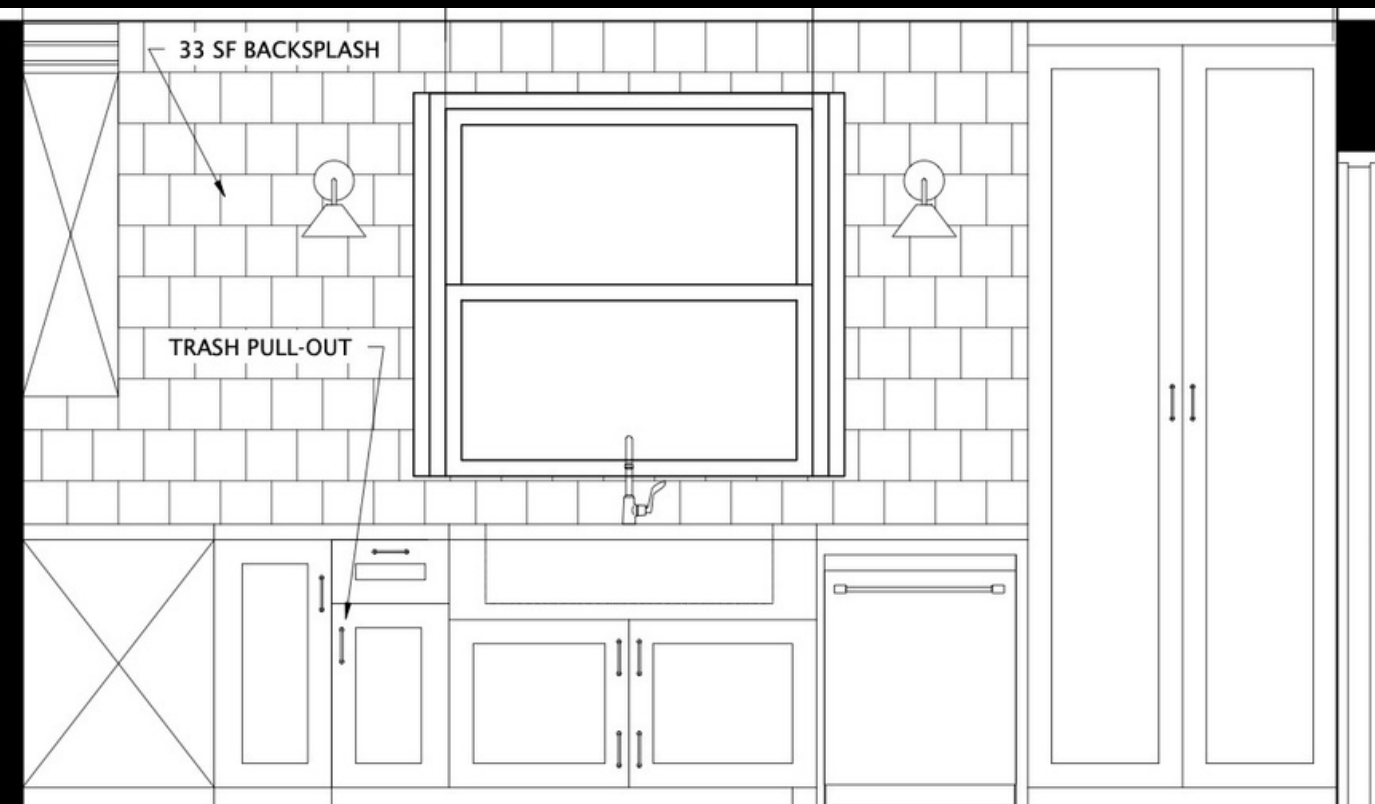
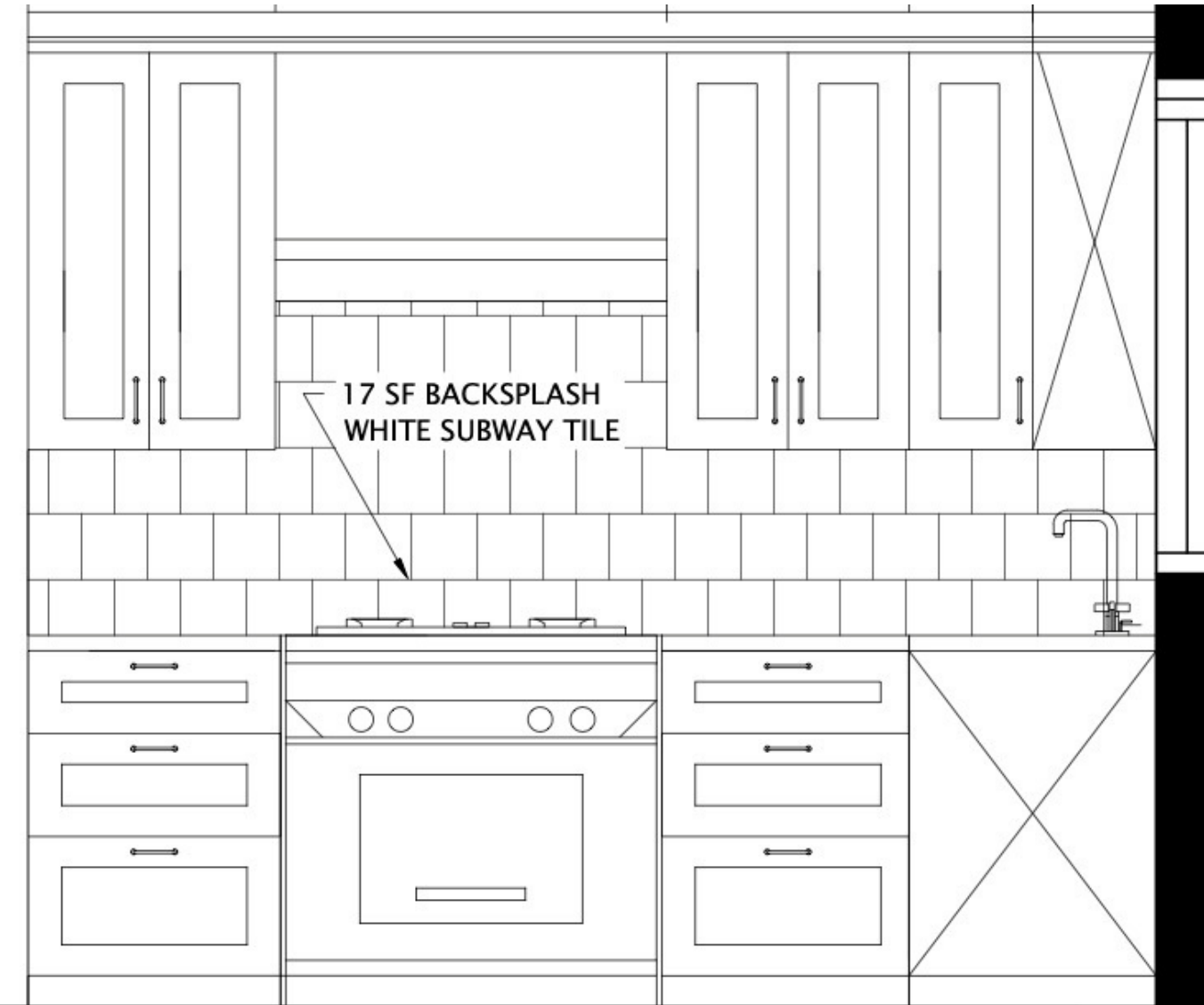
Residential Architecture: Kitchen Remodels Altadena, CA (2020)

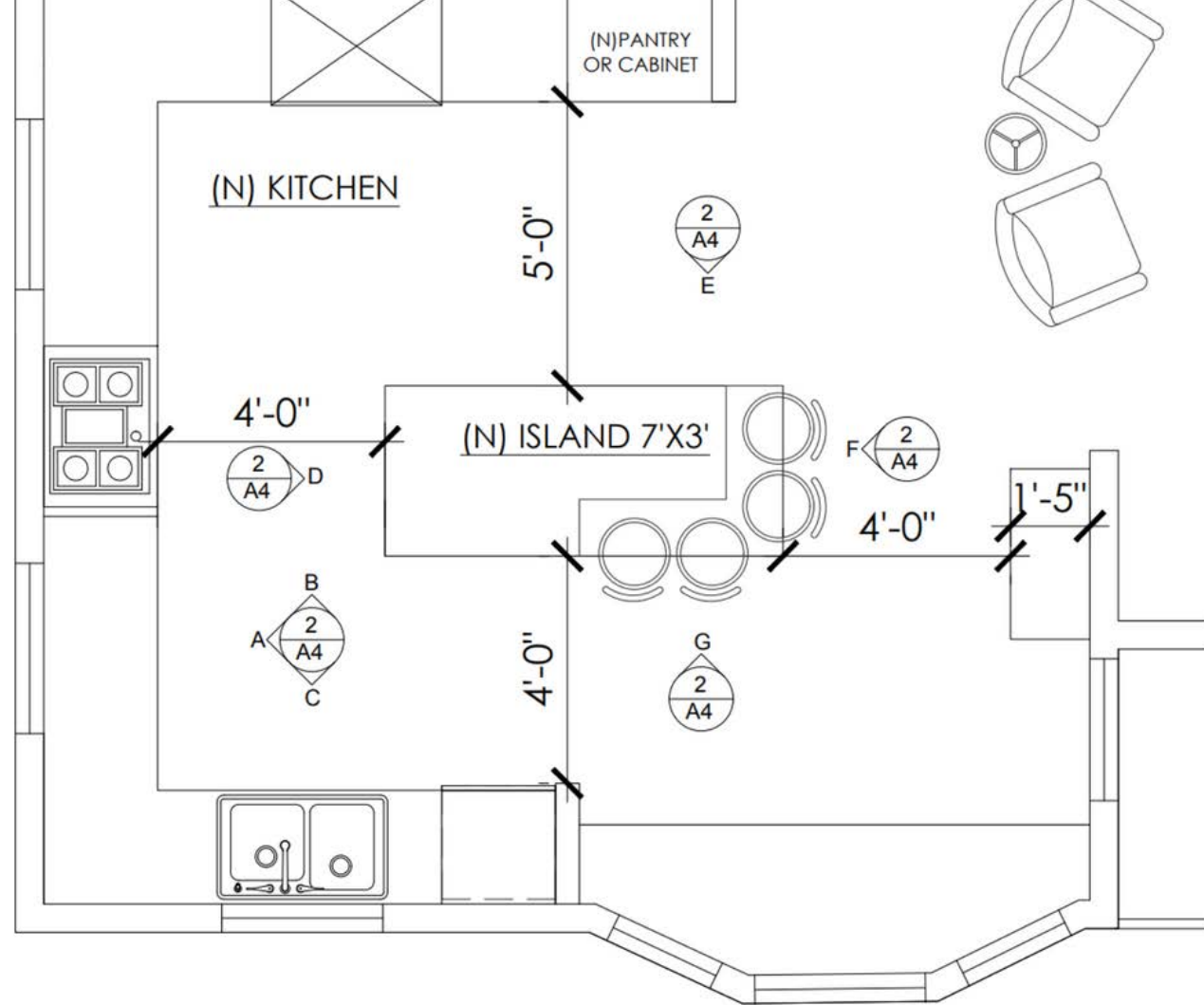


Residential Architecture: Kitchen Remodels Altadena, CA (2020)

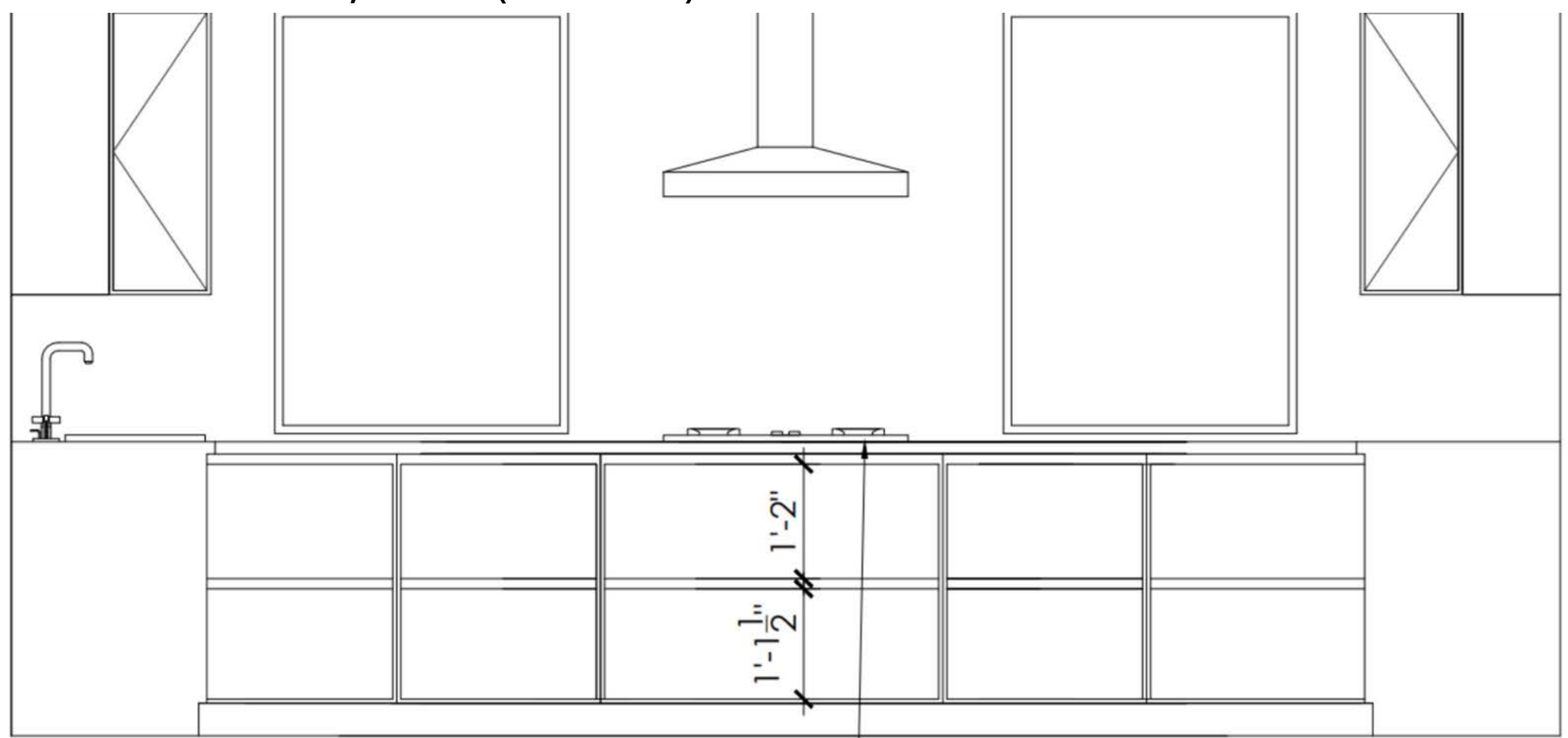


Residential Architecture: Kitchen Remodels Altadena, CA (2022)





Residential Architecture: Kitchen Remodels
Altadena, CA (2021)



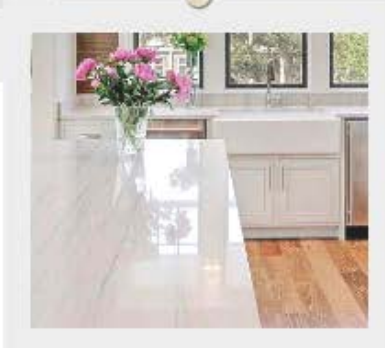
COOL + CLEAN KITCHEN



SQUARE ZELIGUE TILE BACKSPLASH



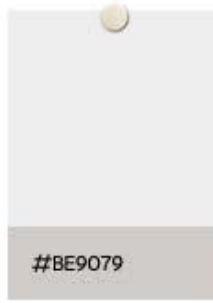
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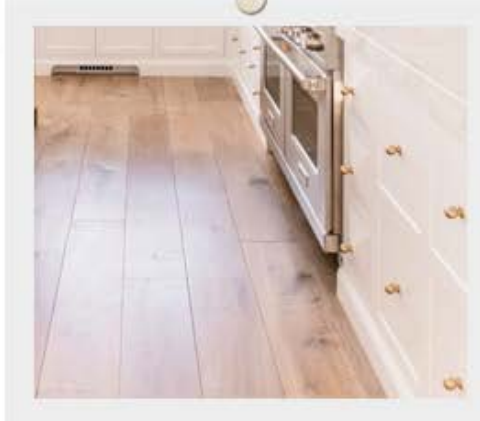
GRAY VEINING IN COUNTERTOP



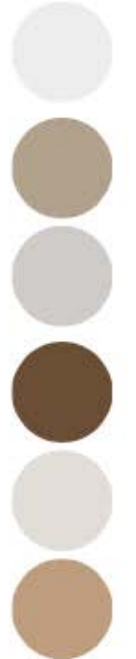
WHITE OAK #2 FLOATING SHELVES



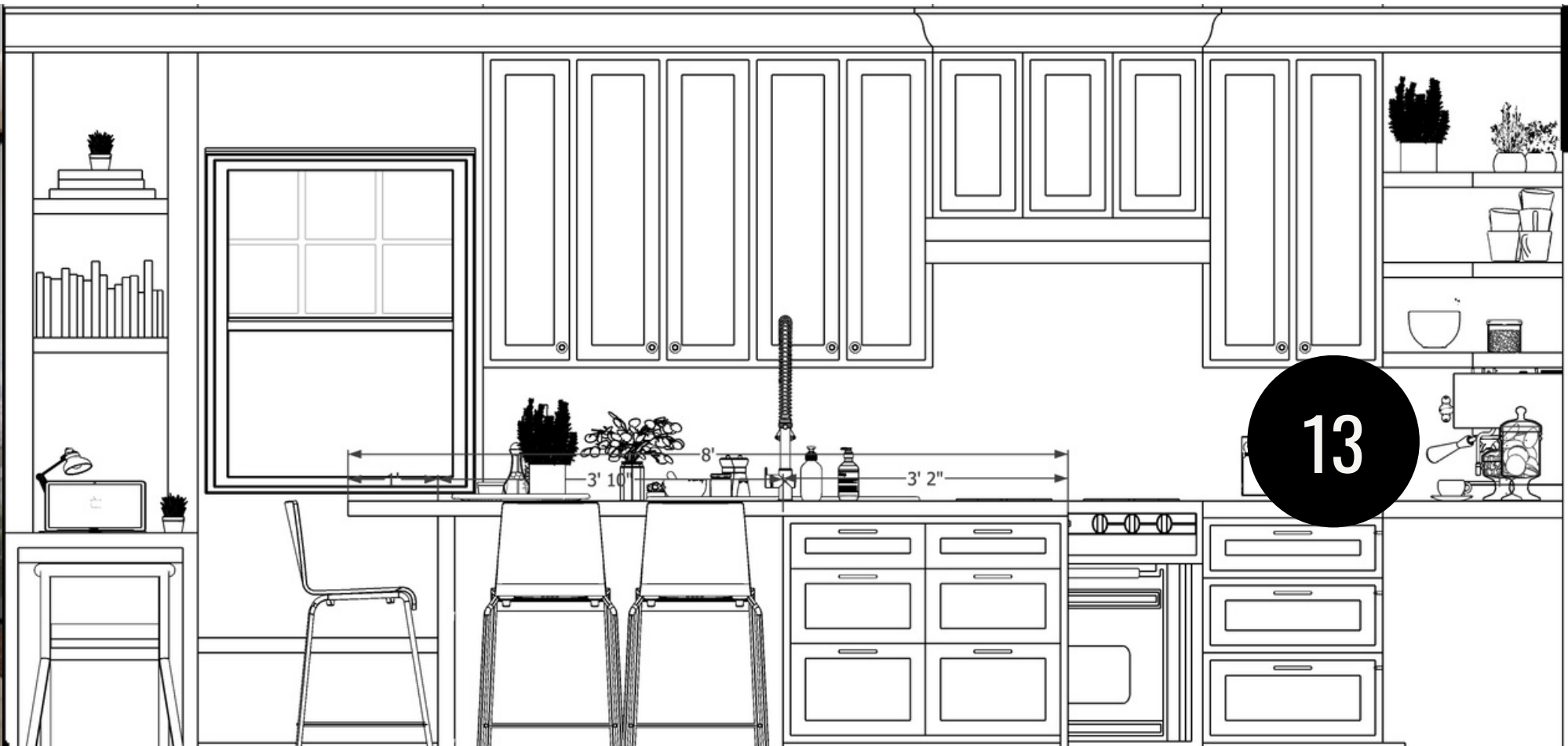
#BE9079
PAINT OC-SWISS COFFEE



OAK HARDWOOD FLOORS

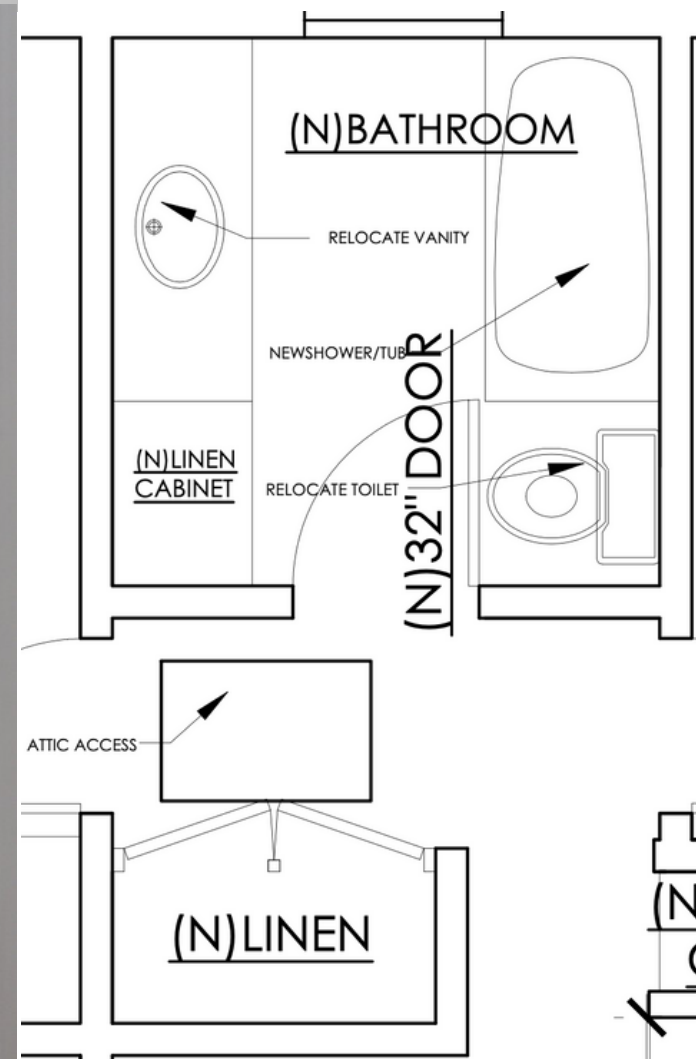


Residential Architecture: Kitchen Remodel Altadena, CA (2023)



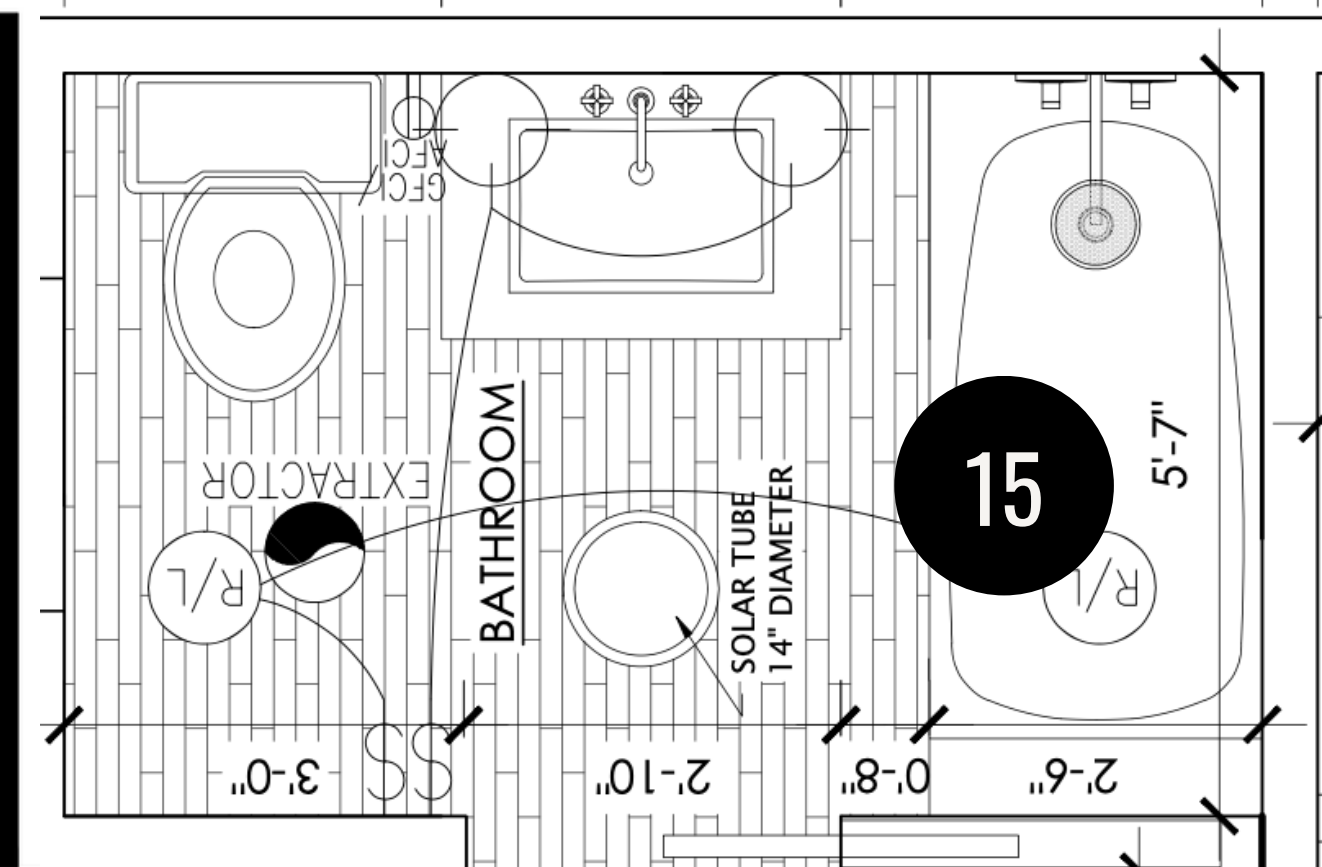
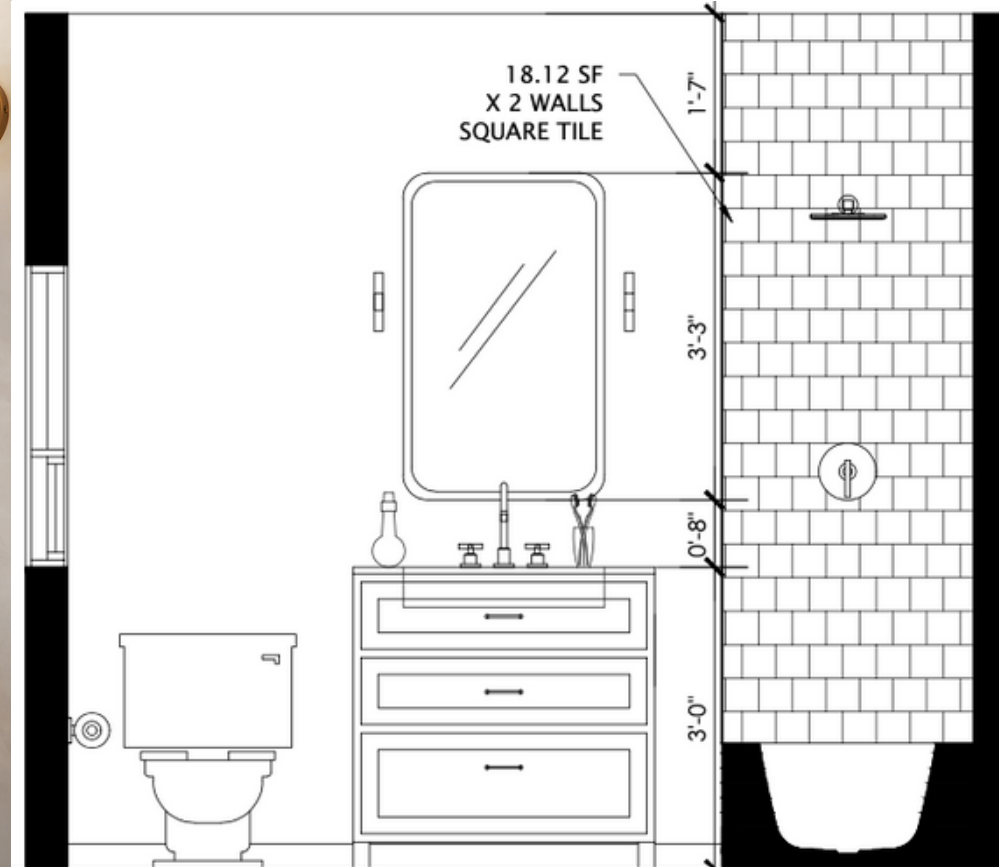


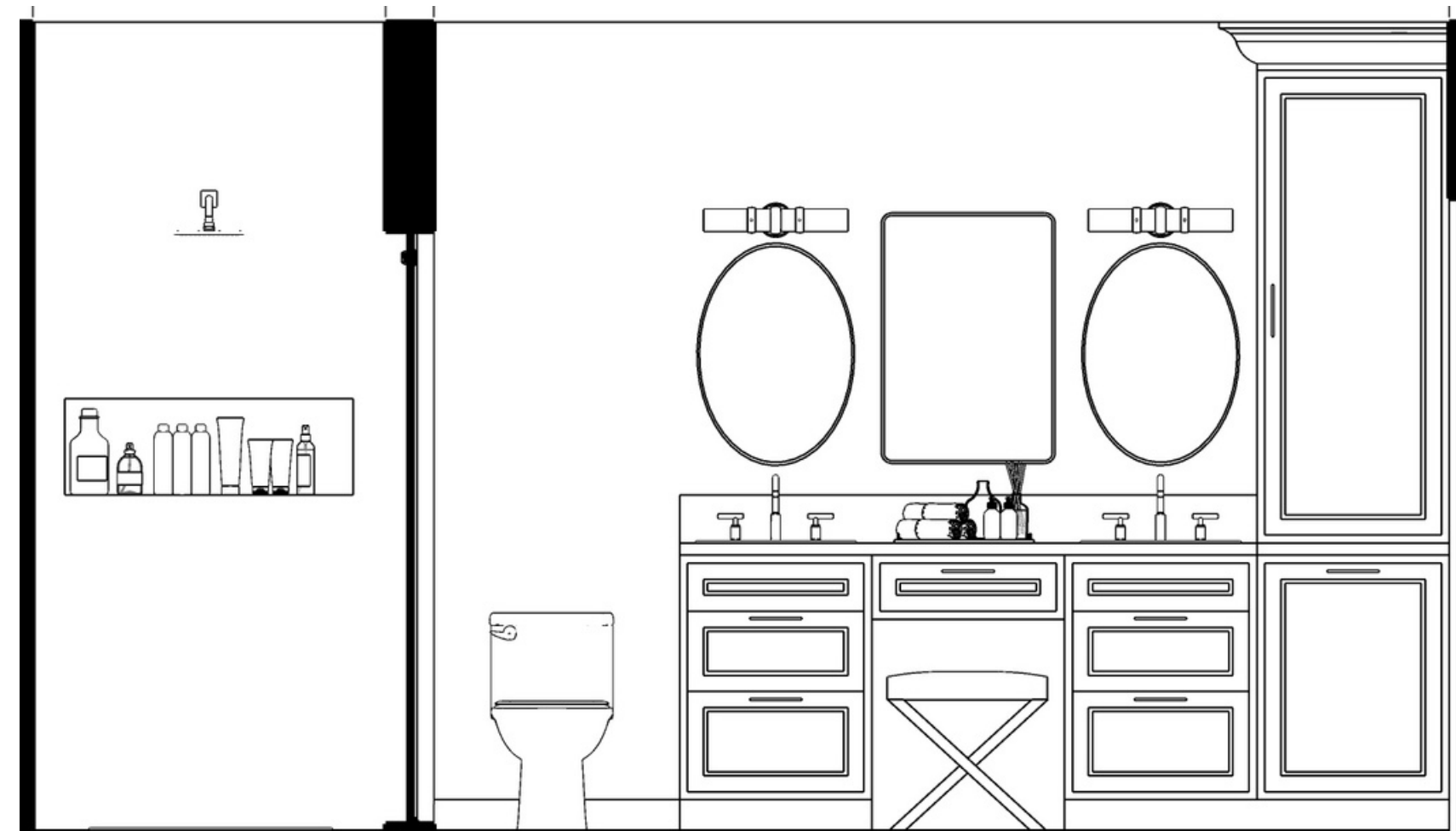
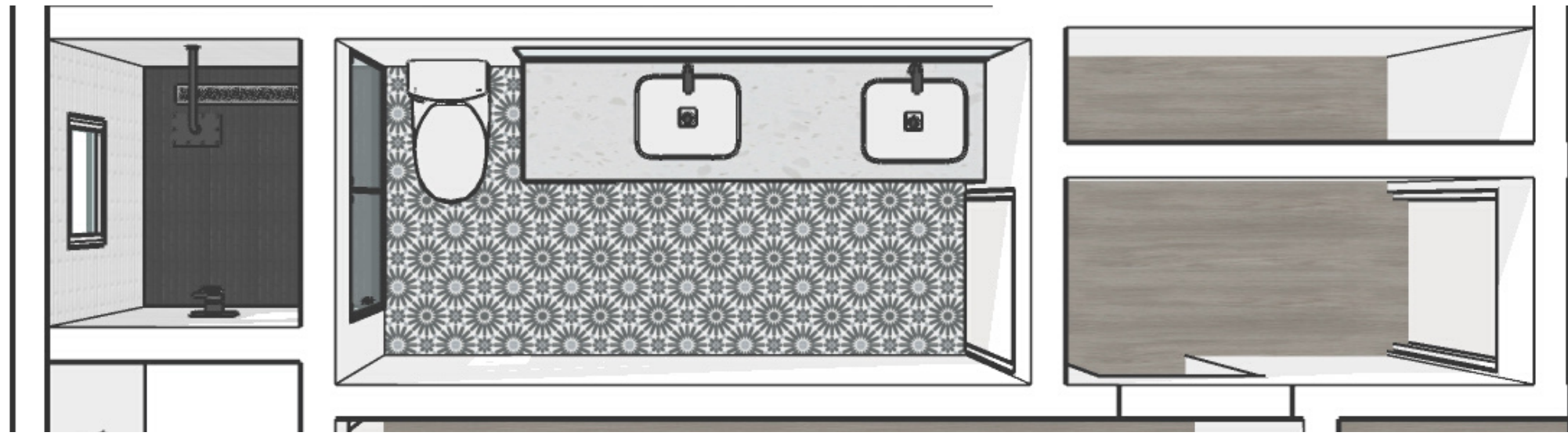
Residential Architecture: Bathroom Remodels
Altadena, CA (2020)





Residential Architecture: Bathroom Remodels
Altadena, CA (2021)



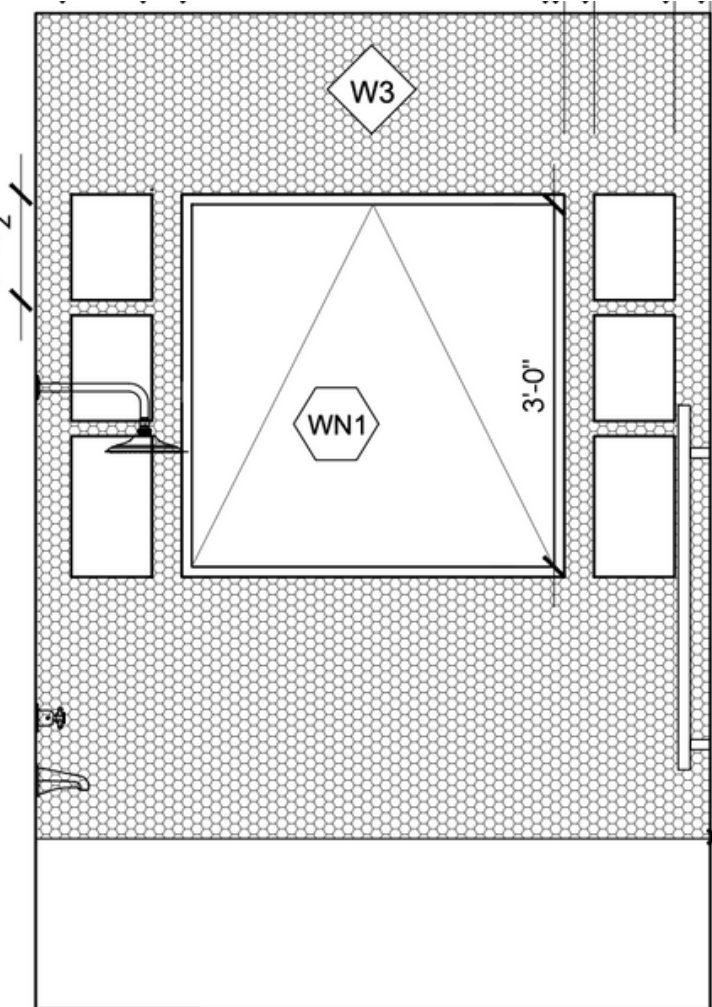
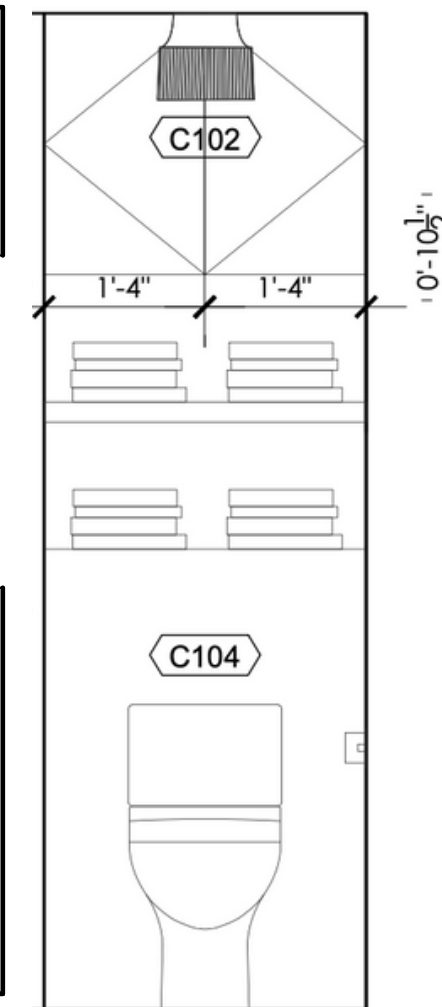
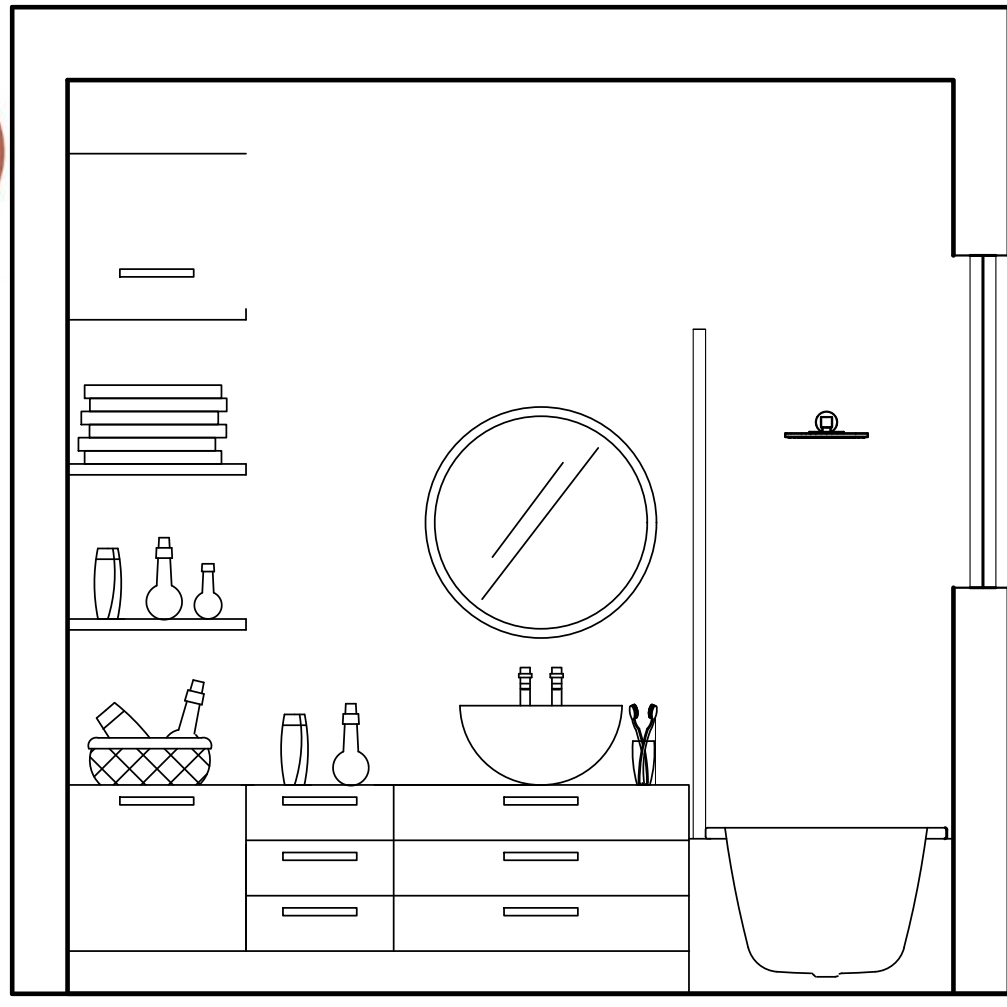


Residential Architecture: Bathroom Addition
Altadena, CA (2022)

SOPHISTICATED SASS

BATHROOM

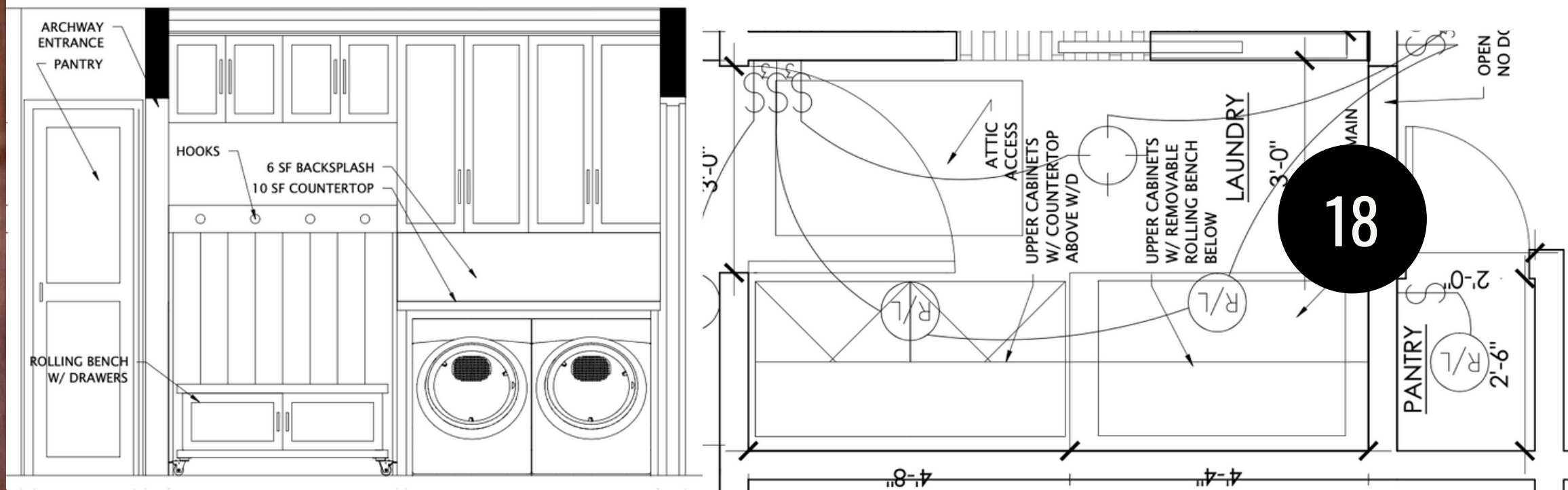


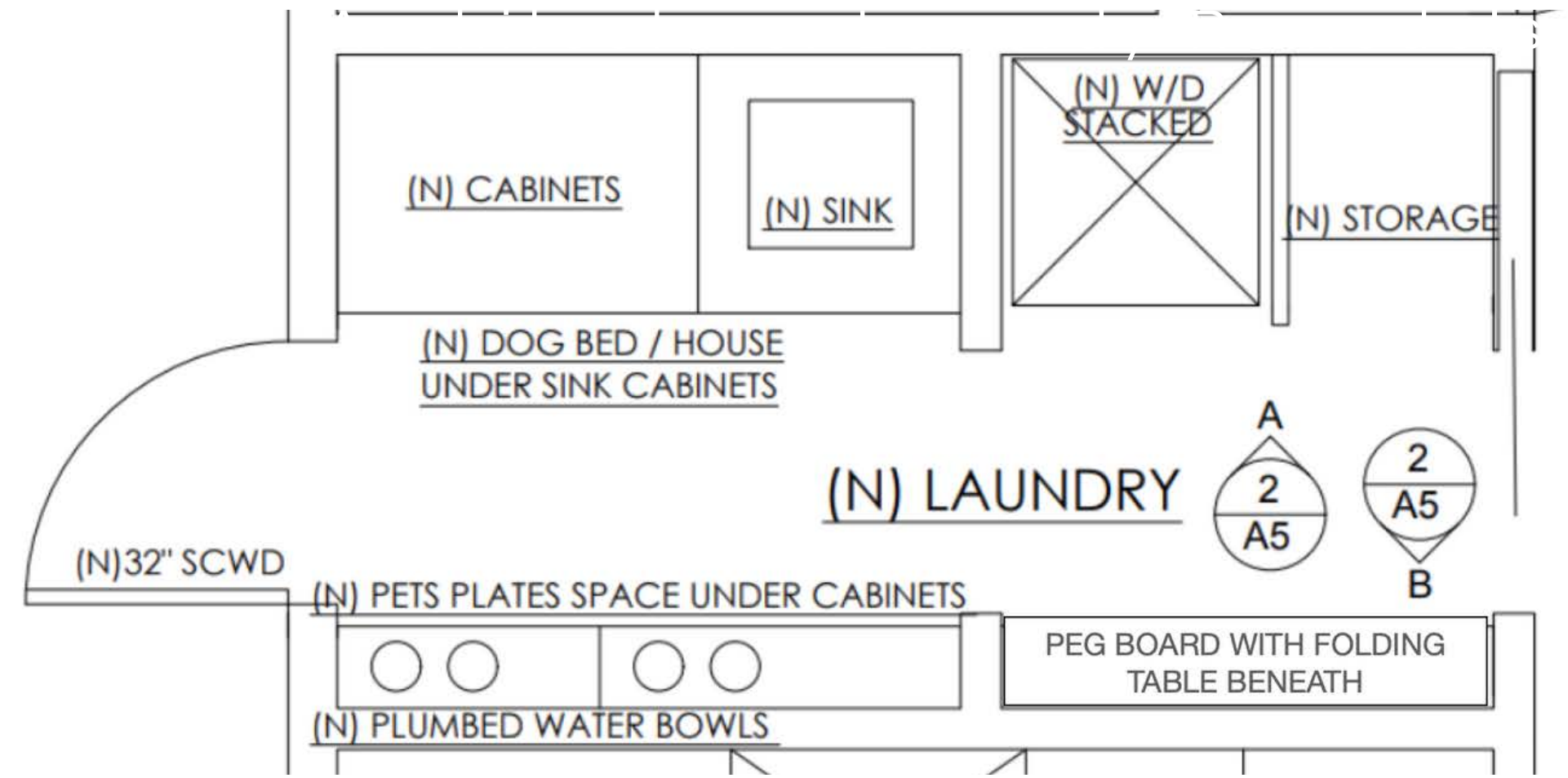


Residential Architecture: Bathroom Remodels
Pasadena, CA (2020)

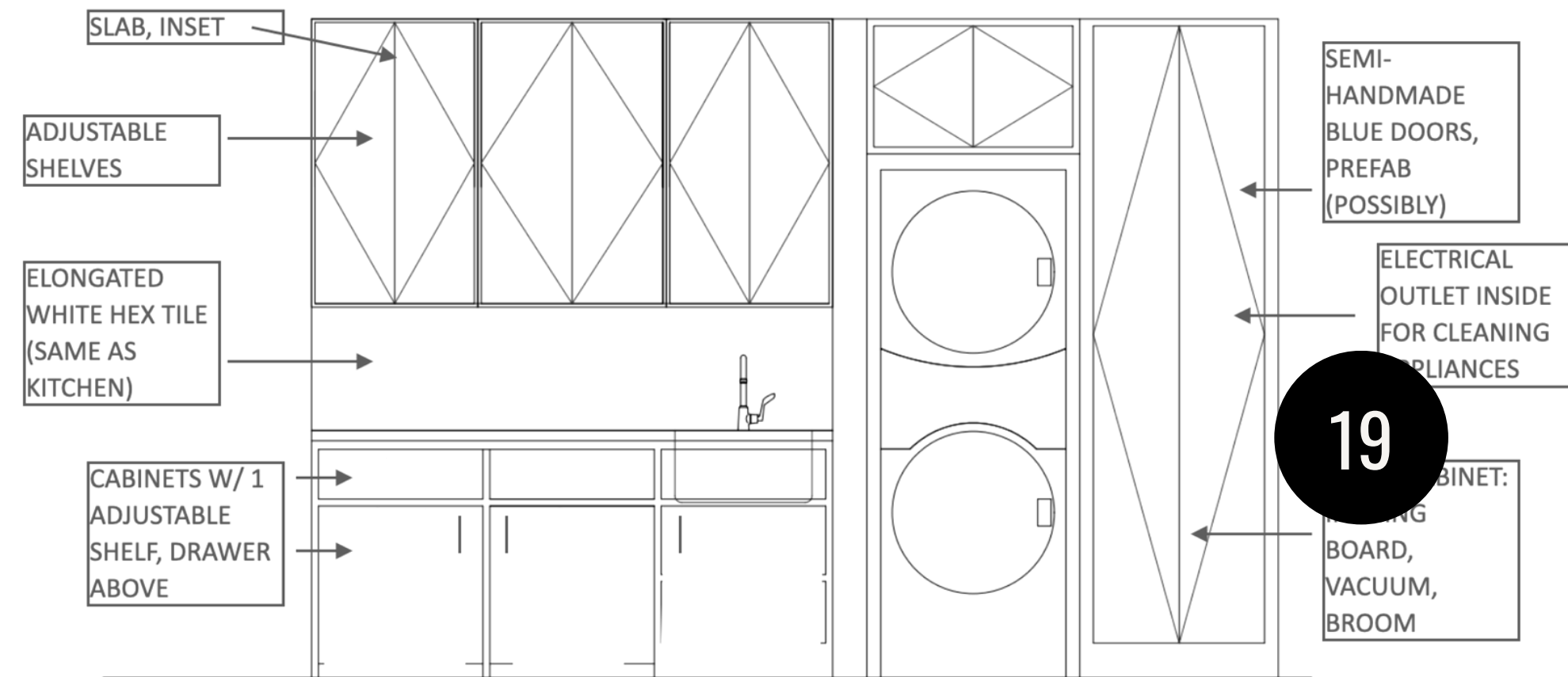


Residential Architecture: Laundry Remodels Pasadena, CA (2021)

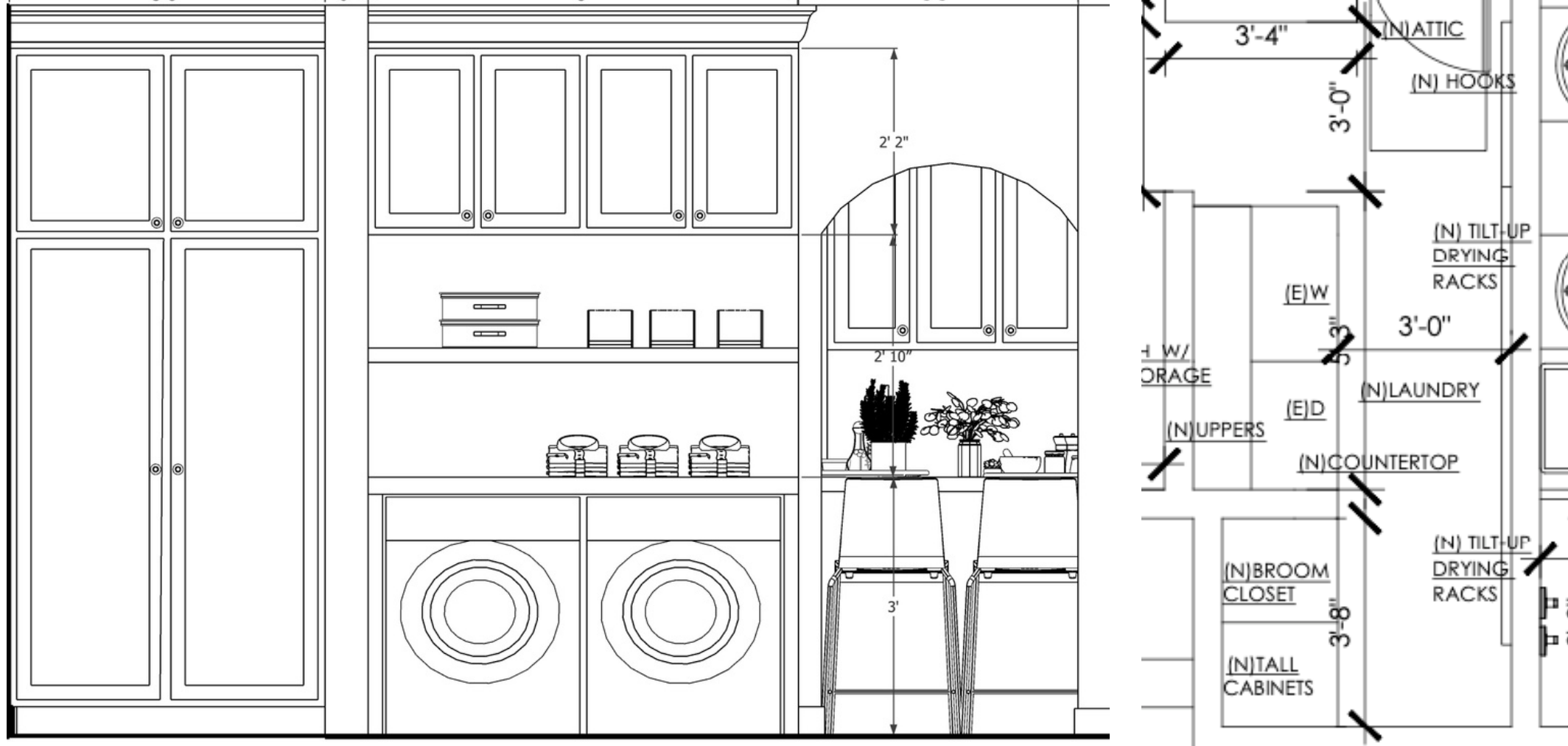




Residential Architecture: Laundry Remodels Altadena, CA (2021)



ELEVATION A



Residential Architecture: Addition Laundry Altadena, CA (2022)

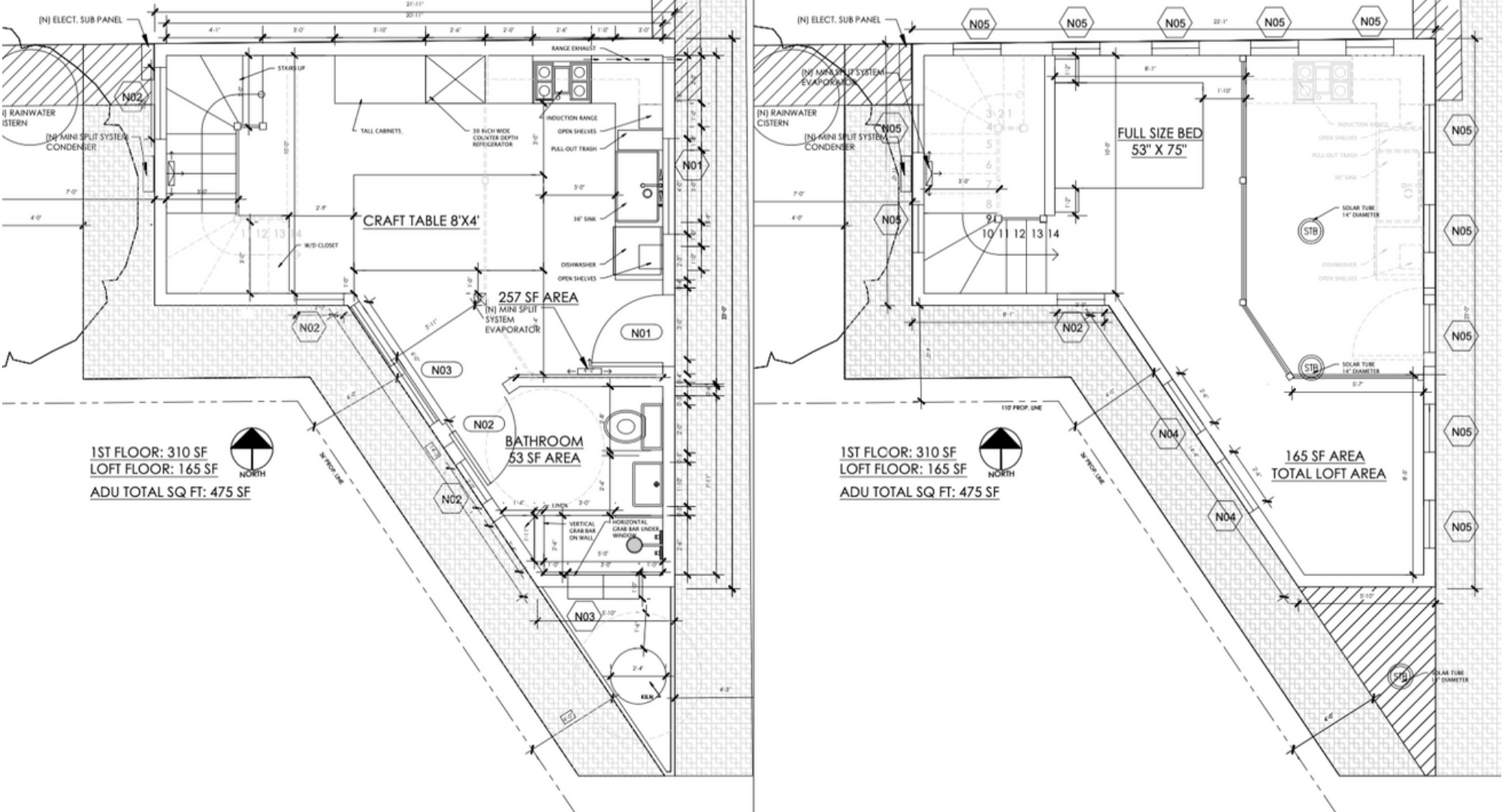
INSPIRATION LAUNDRY



Residential Architecture: New ADU La Cañada, CA (2021)

INSPIRATION PHOTOS

Kitchen



FINAL MATERIAL SELECTIONS

BACKSPLASH



ISLAND STONE
GREY MARBLE +
QUARTZ MIX
#rp3xi

GROUT COLOR



ANTIQUE WHITE #10
SANDED

COUNTERTOP



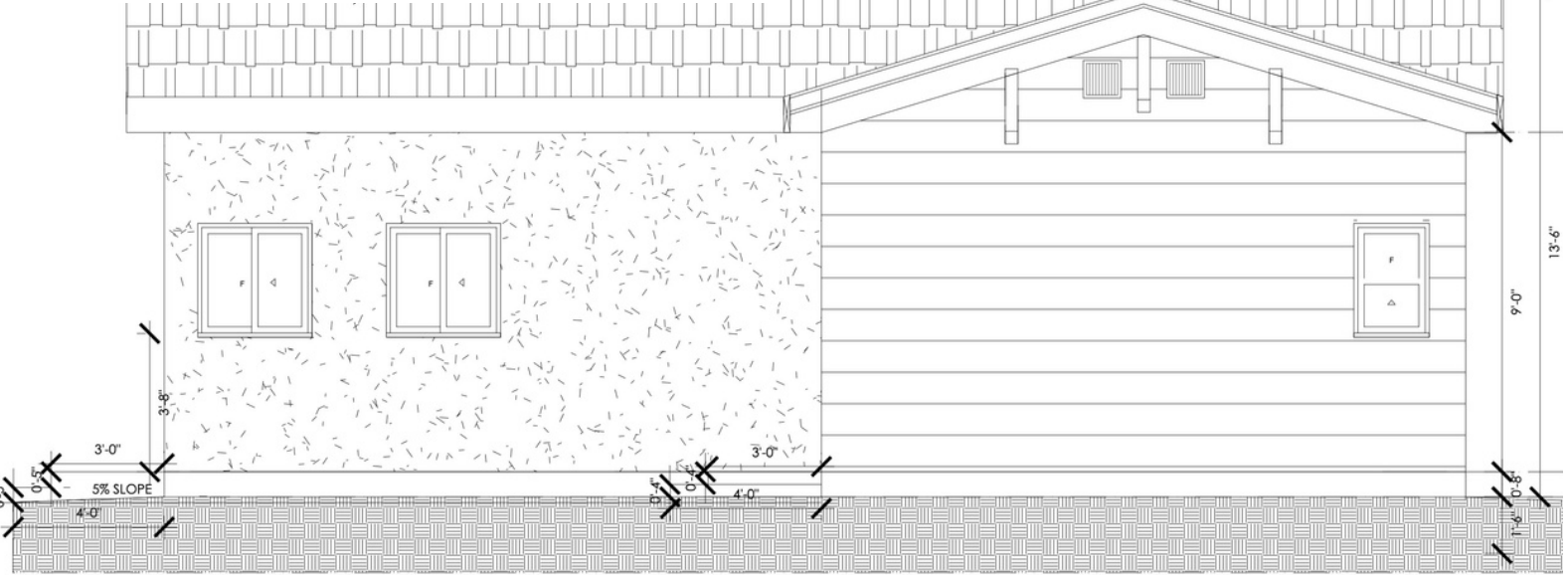
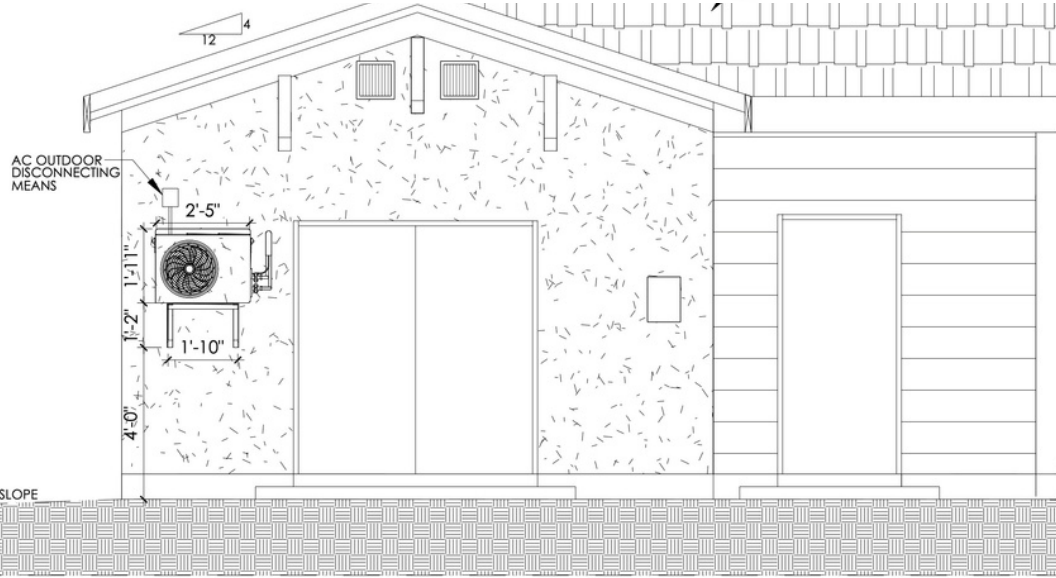
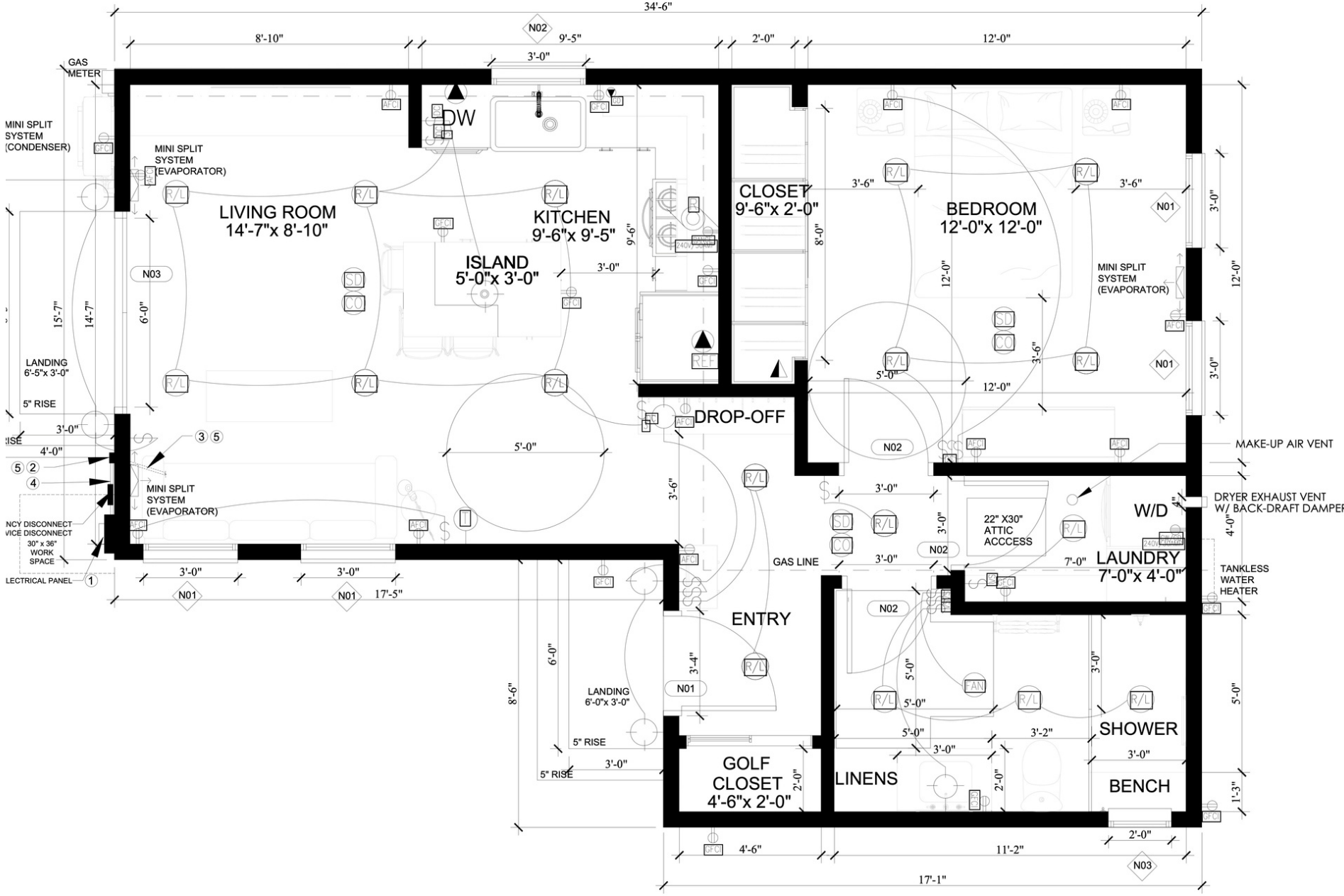
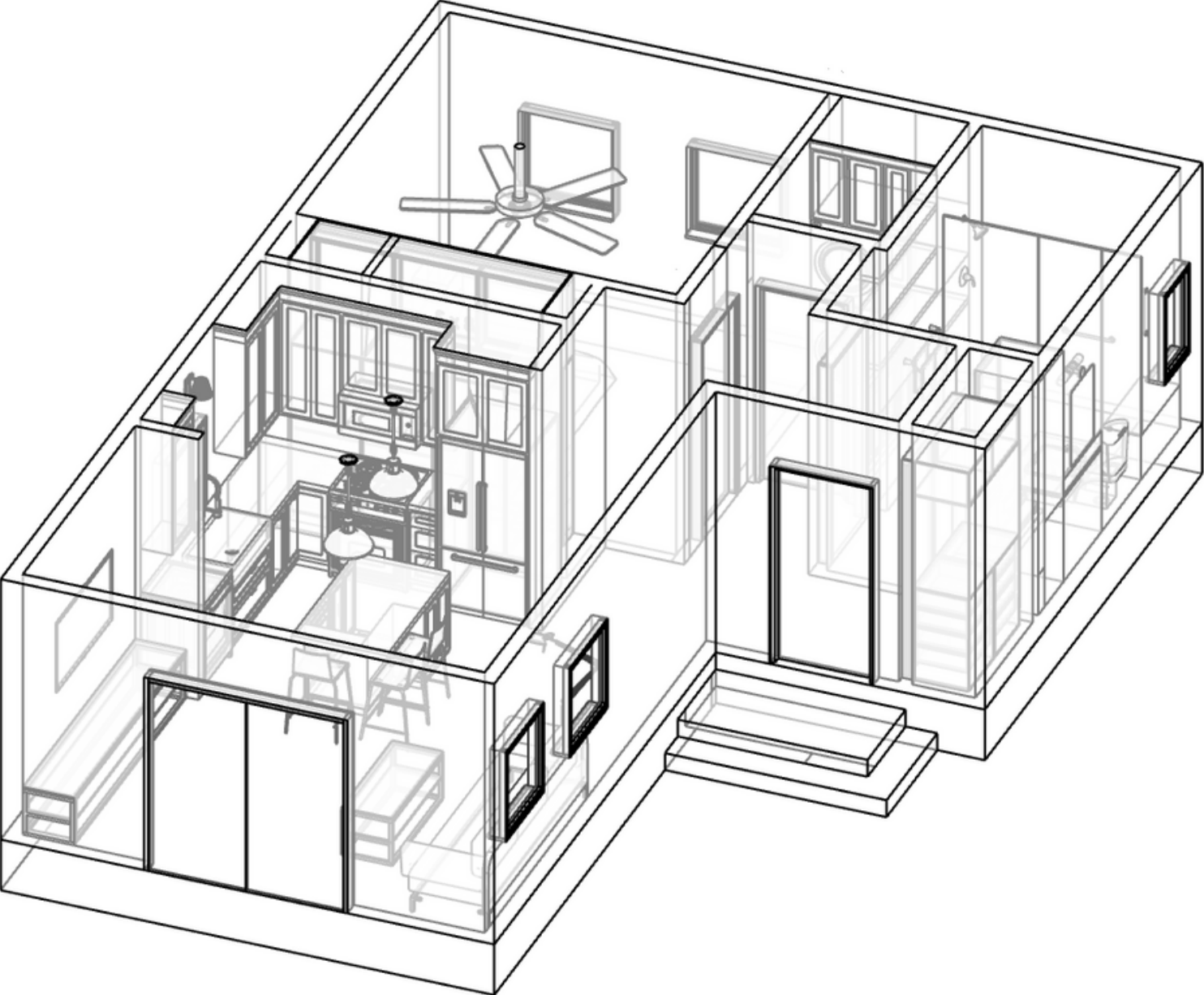
SUPER WHITE
POLISHED
PENTALQUARTZ
1 1/2" PROFILE - EASED EDGE

PAINT COLOR

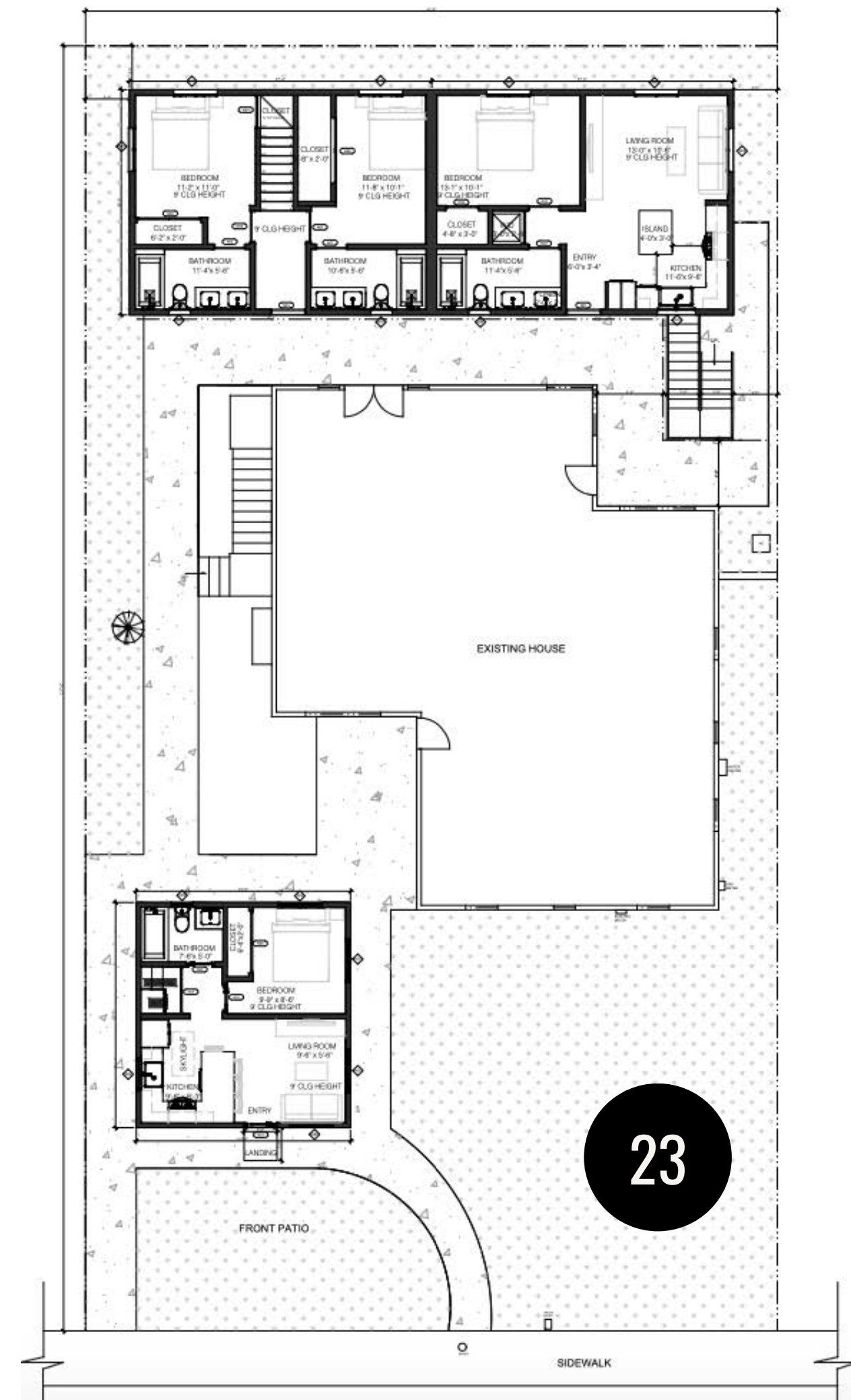
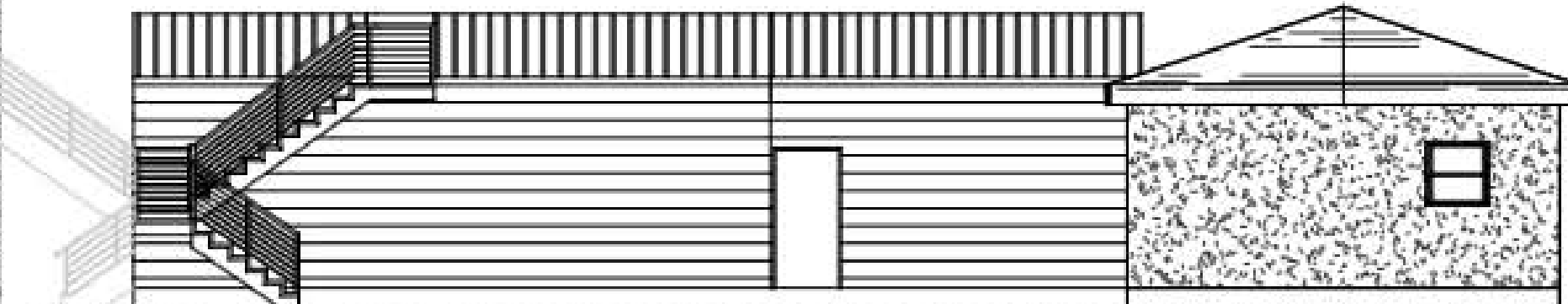
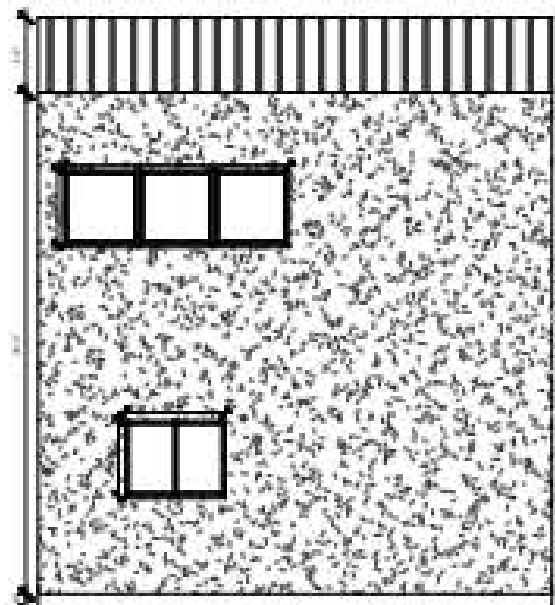
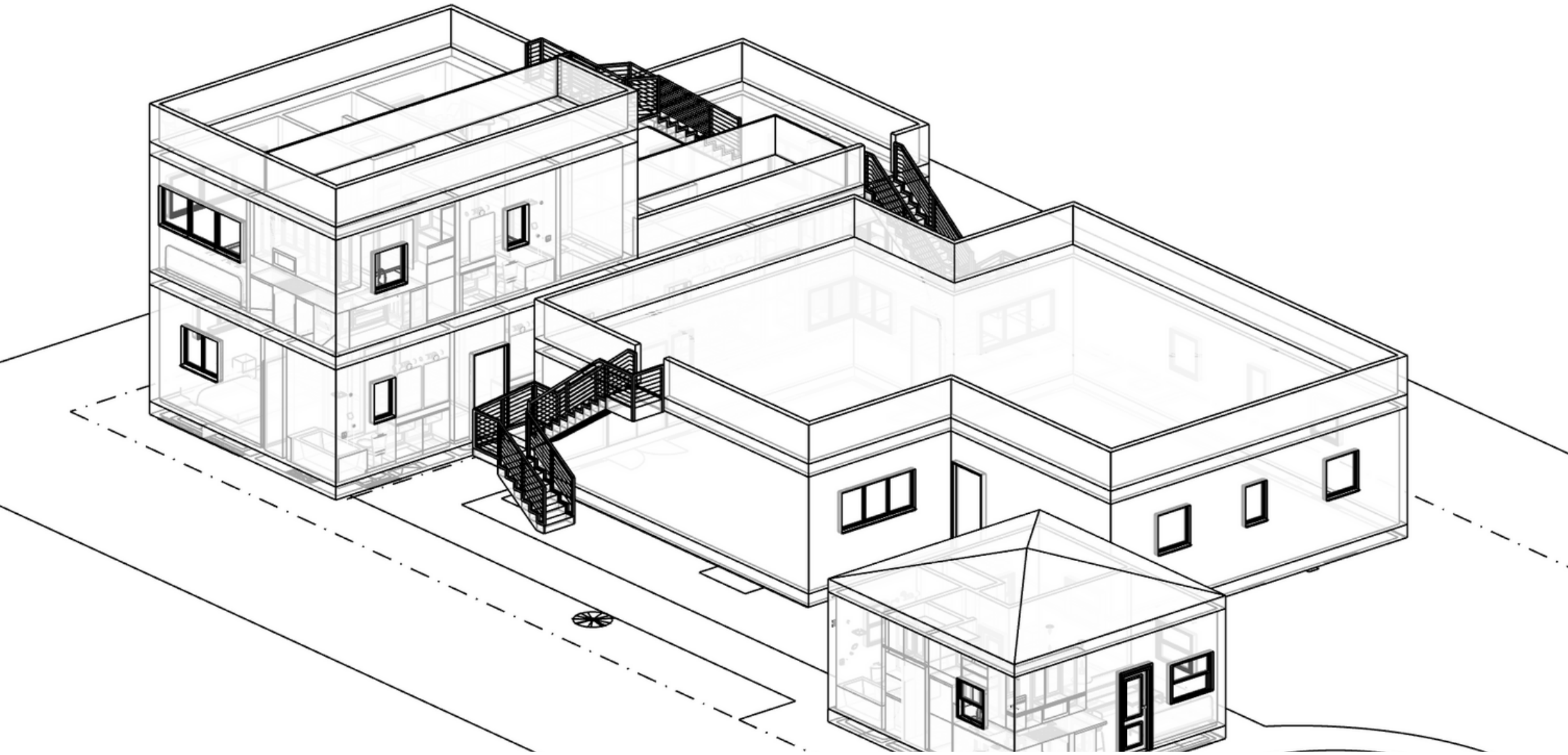


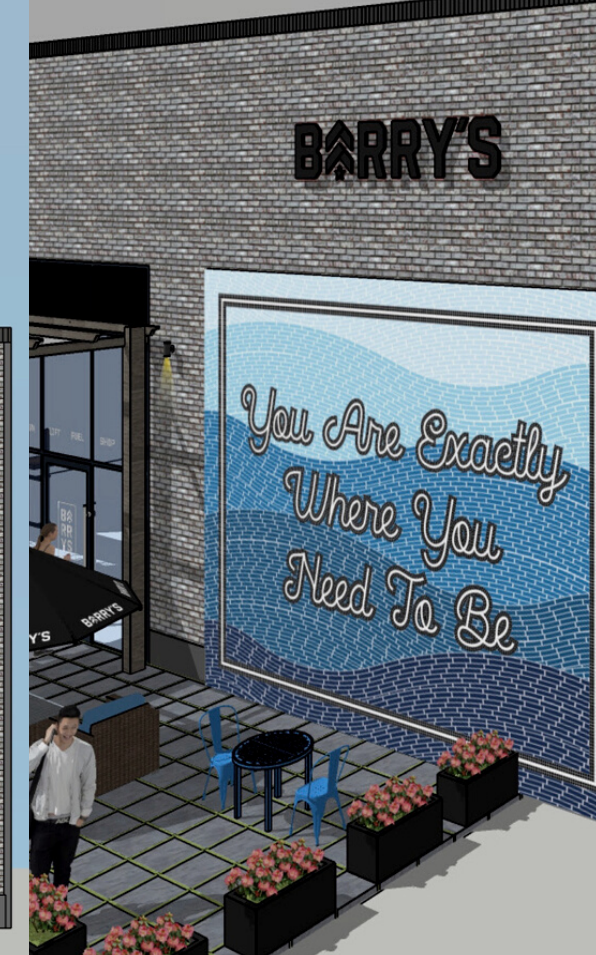
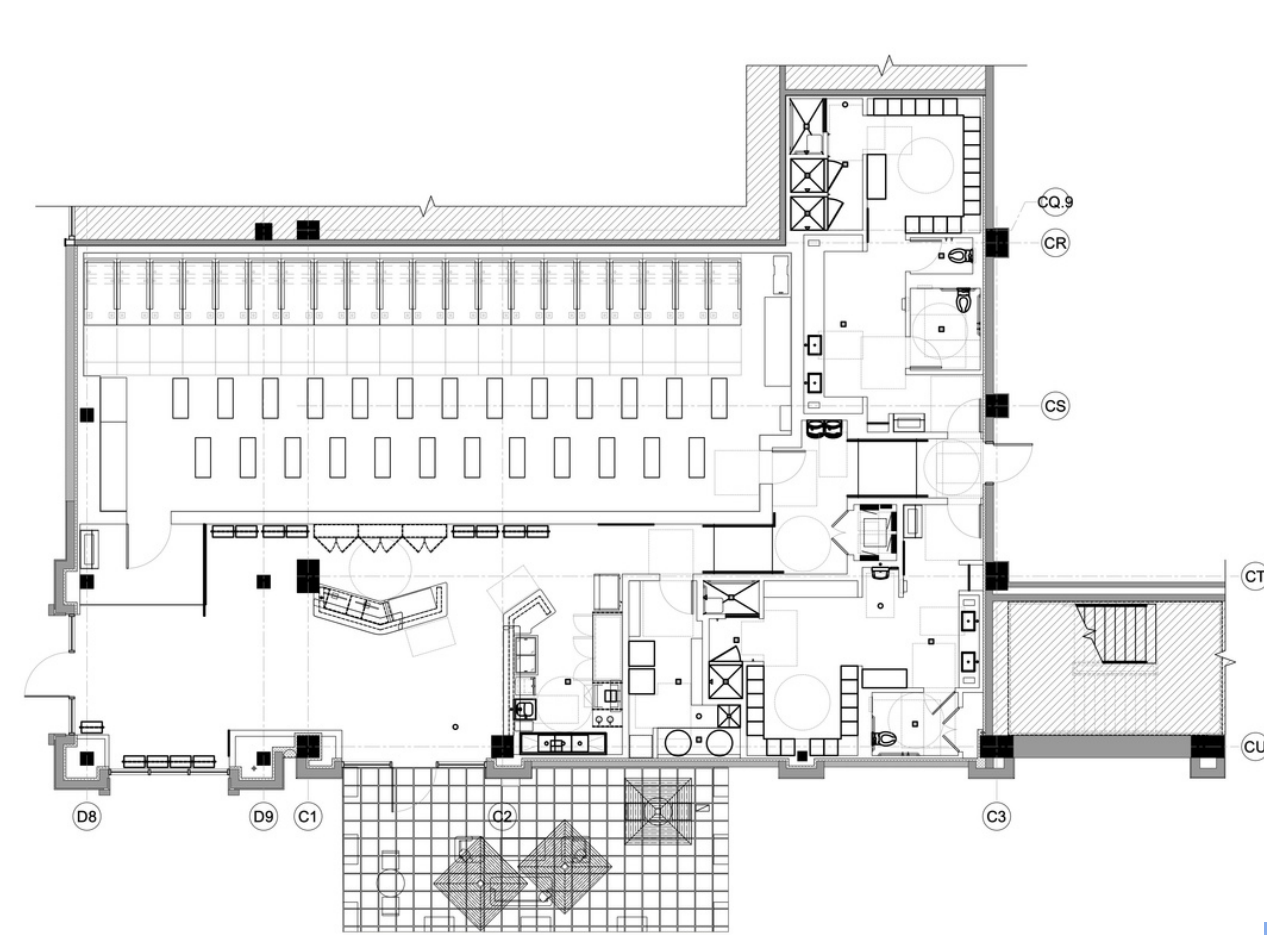
OXFORD WHITE
BM AURA - OC 33

Residential Architecture: New ADU San Diego, CA (2023)



Residential Architecture: New Multi ADU San Diego, CA (2023)





Commercial Architecture: Barry's Bootcamp Long Beach (2017)

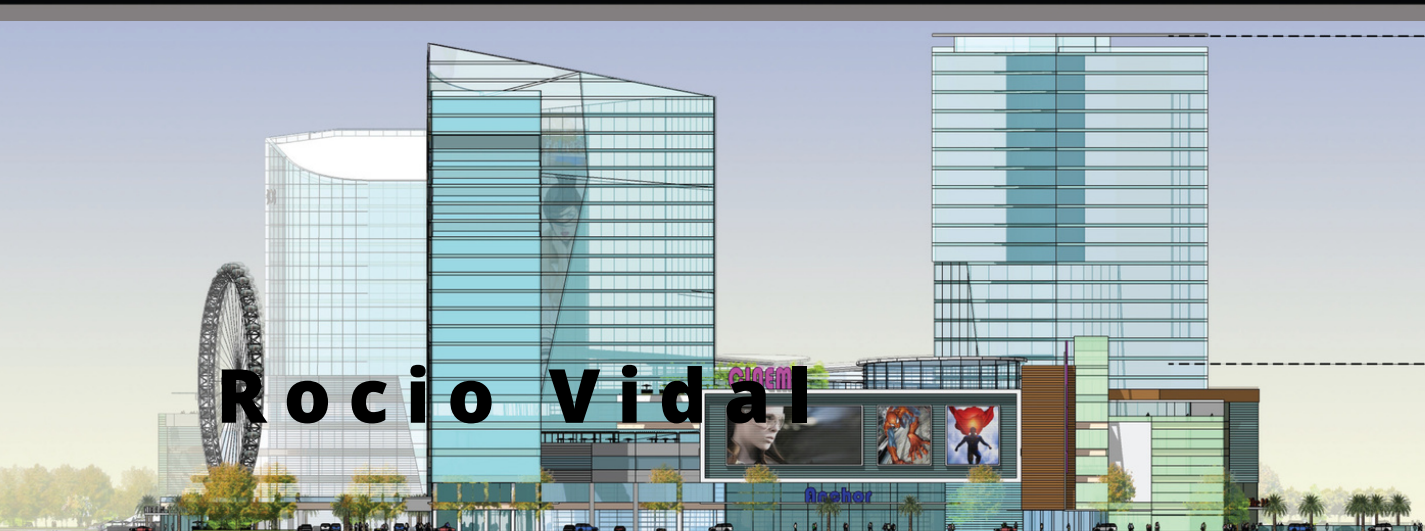
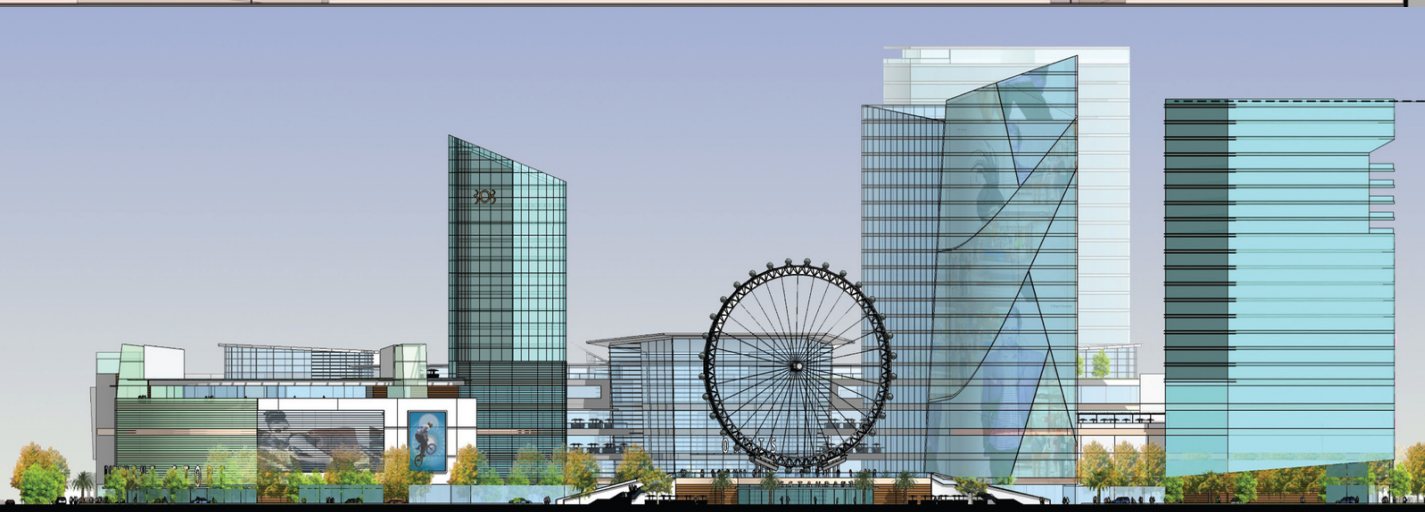
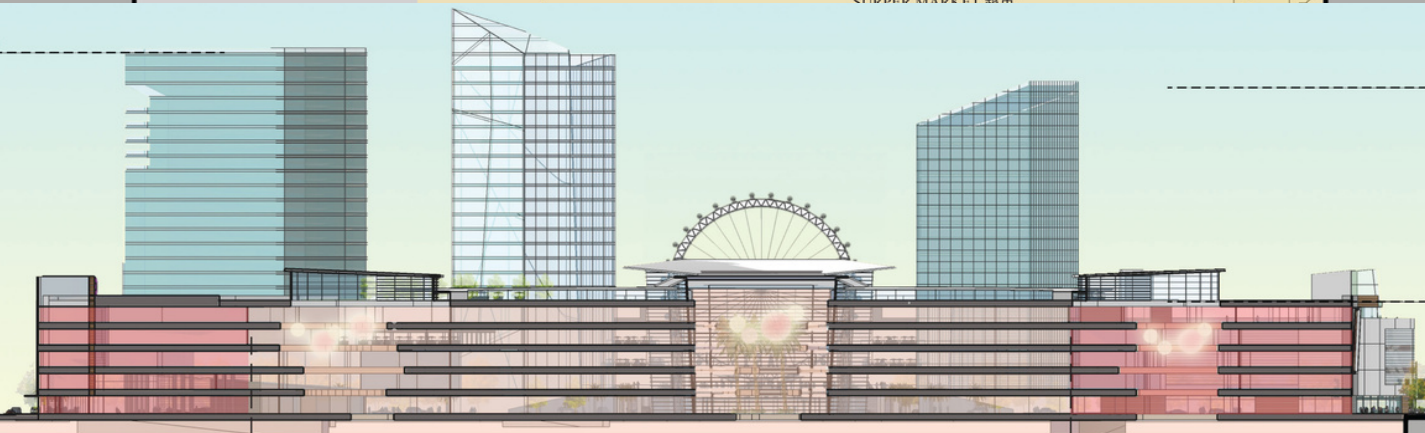
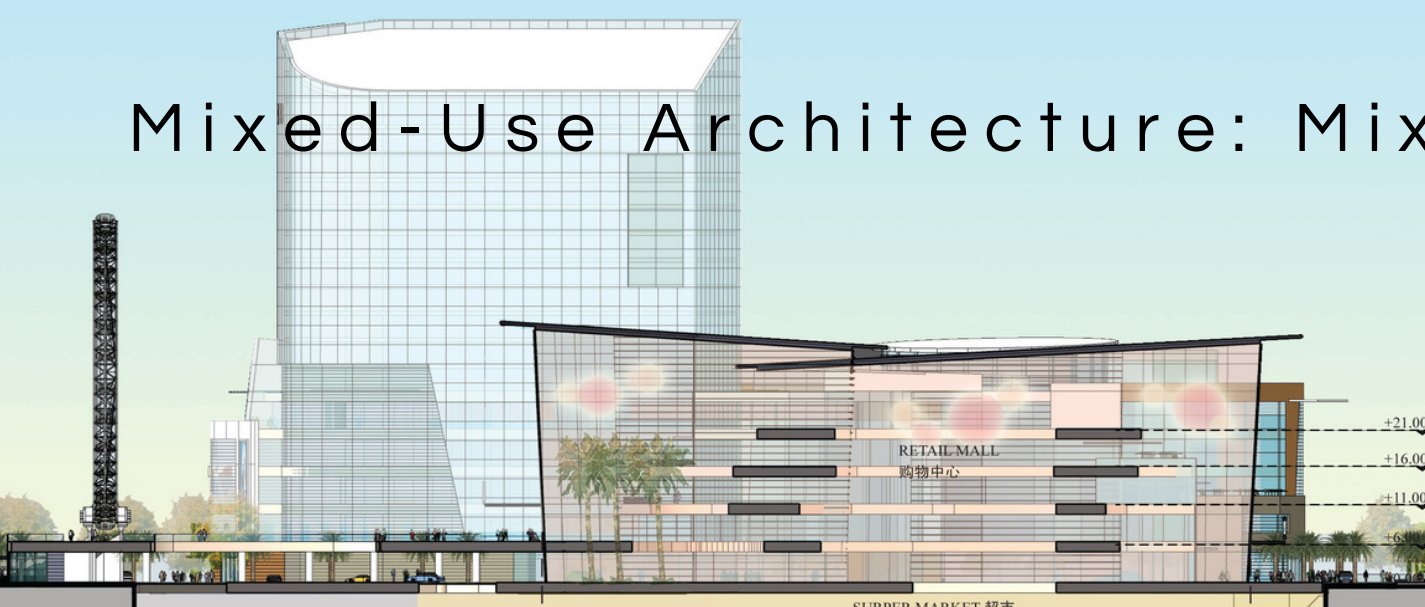




Commercial Architecture: Barry's Bootcamp Charlotte (2017)



Mixed-Use Architecture: MixC Mall, Hangzhou China (2007)



SERVICE APT 服务性公寓
SUPER MARKET ENTRY 超市入口
CINEMA ENTRY 电影院入口
PINGSHUI ROAD 萍水路



Mixed-Use Architecture: Beer City in Qingdao China (2010)



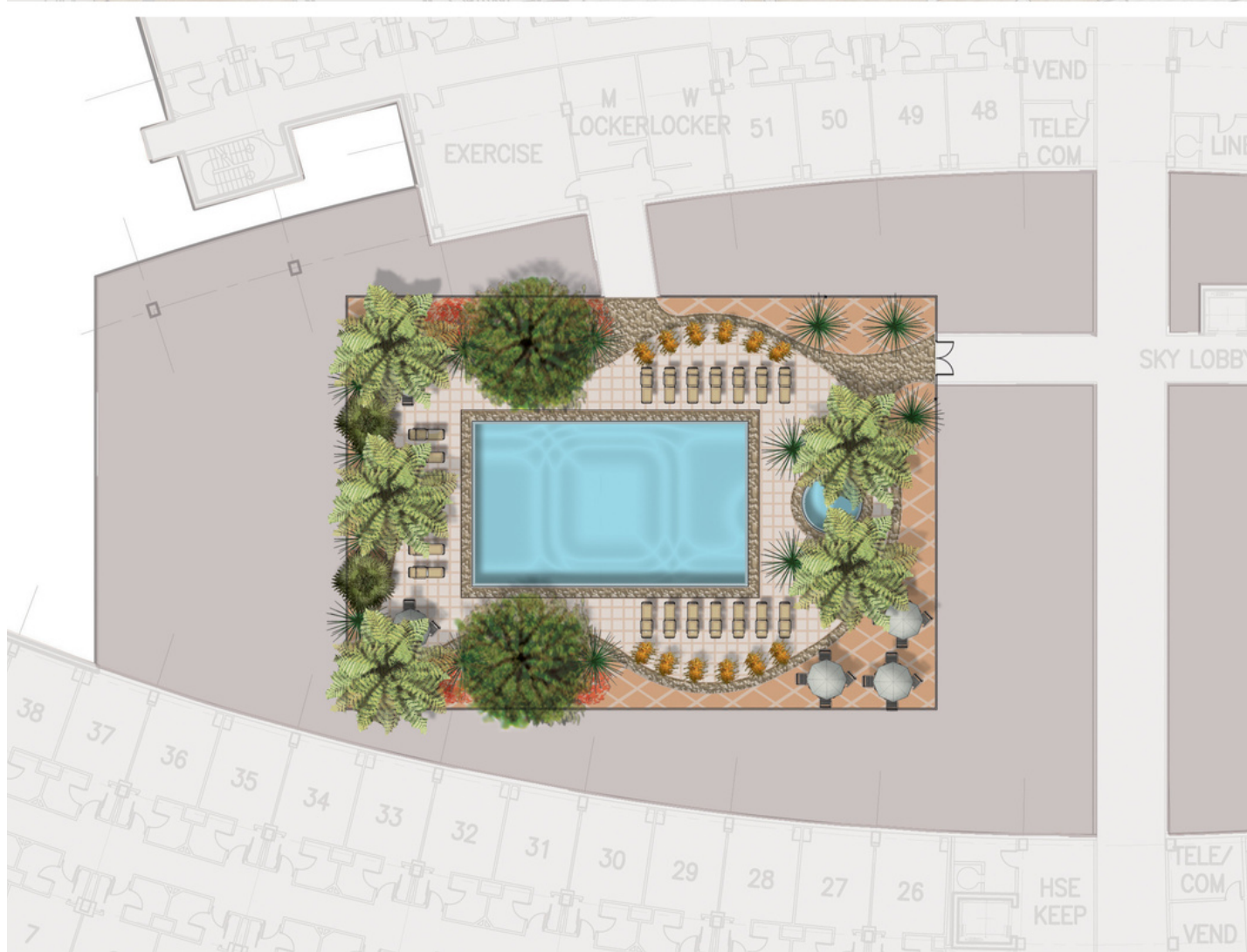
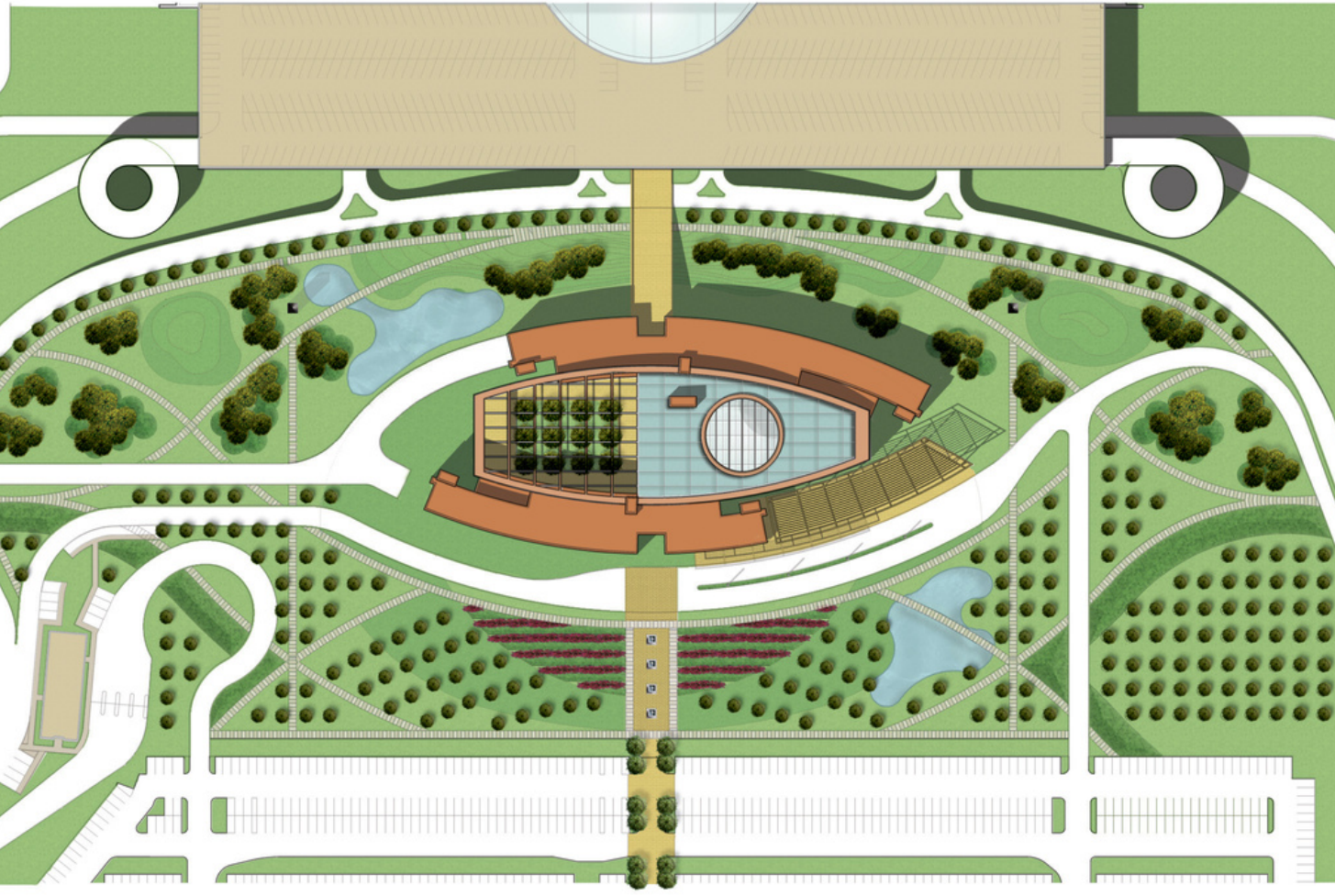
Rocio Vidal

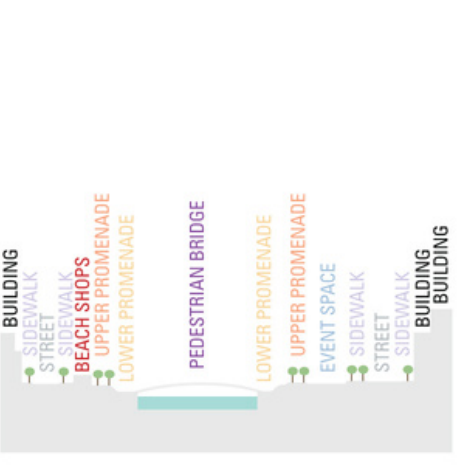
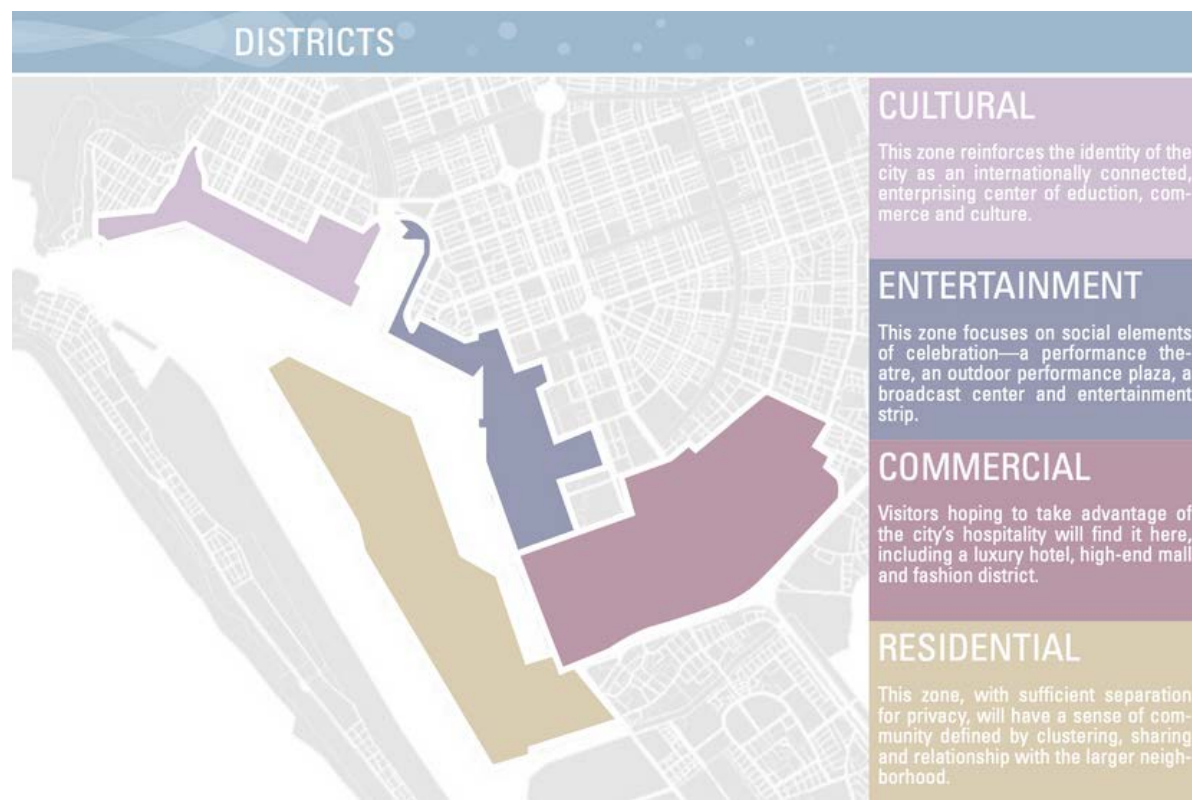
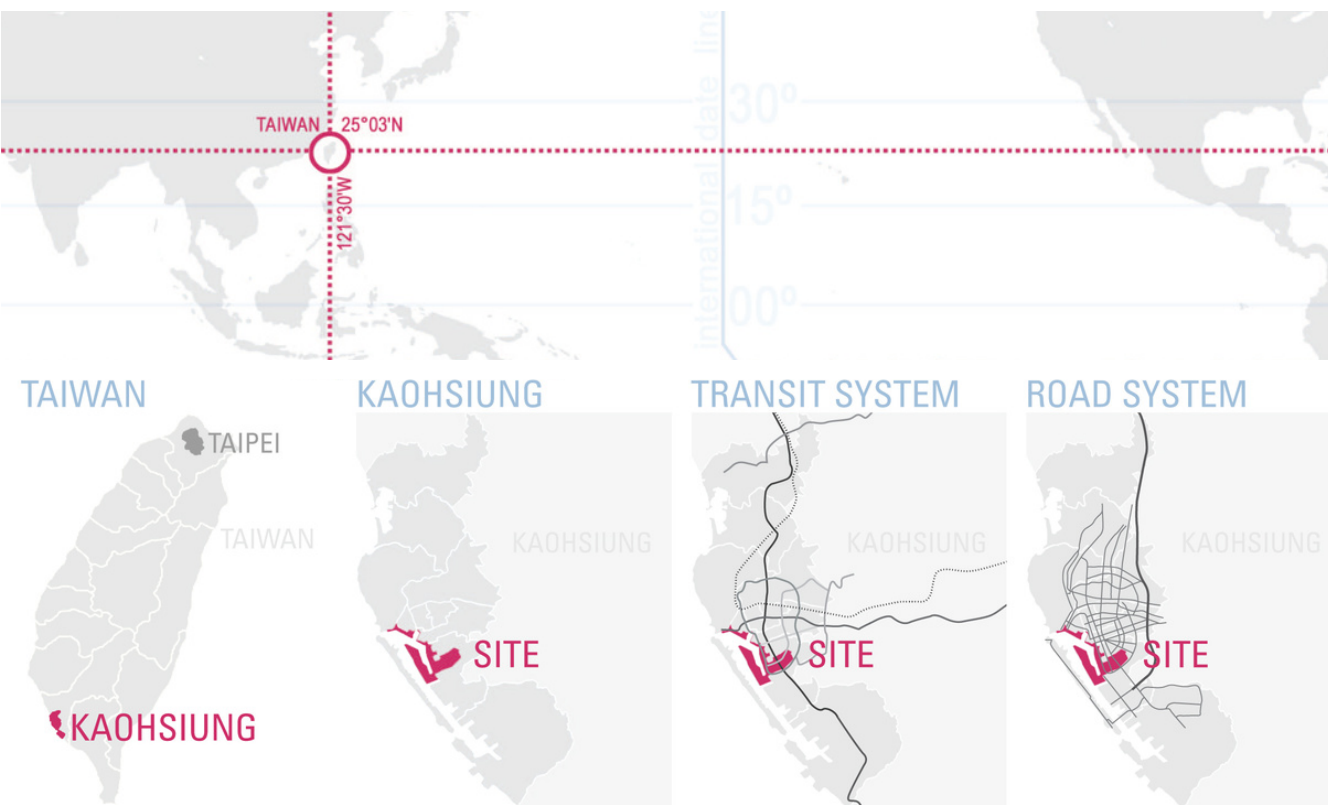
Mixed-Use Architecture: ARC Centre Plaza
Chongqing Shapingba, China (2010)





Landscape Architecture:
Indianapolis Airport
Marriott Hotel Proposal (2008)





UNIQUE DISTRICTS

Districts are walkable areas of unique character. Districts are defined with identifiable “seams” distinct clusters of land uses, buildings, defining nodes, places, and landmarks. Districts usually cluster together similar uses and characteristics given them its unique identity. This project has the potential to be defined by 4 distinct districts.

Cultural District
Entertainment District
Commercial District
Residential District

COMMUNITY HEART

A Community Heart is the essential core that all the subdistricts share. It typically is the highest density, most complex portion of the project in the center. An Iconic high rise tower should define the space. The heart should be composed of a central plaza or square suitable for multiple events and passive activities through the weekday, weekend and be programmable for special events. Smaller subarea centers need paths that create interesting connections to the Community heart.

A GREEN RIBBON

A public park promenade of roughly 70 meters is an important amenity to have along the water. The promenade should be endlessly layered and multifunctional-- soft and hard edges, various tree lined “rooms” along it providing parks, playfields, seating areas, public artwork, boat landings and canals of endless variety. An amphitheater at the park will serve as the mid point of the project. It can be access through land, bridges and water systems.

LANDMARKS

Important Axial Views through the corridors of the existing city should be extended onto the site and in some instances, accentuated with major landmarks. These elements could be water features, or public artwork that terminate the view and create a visual destination from within the city. Landmarks can be augmented with amenities which frame the space such as kiosks providing food and beverage, bike and skate rentals, etc...

NETWORKS

Major arterials will connect the district to the city. A central spine road should link each district together. Local roads will create a grid within each subdistrict. Axial treelined streets should bring the city to the waterfront through the site. Pedestrian paths and bikeways along the waterfront and within each district should be emphasized equally with the automobile rights of way, providing a safe and engaging alternative. A loop bus or light rail system should develop that links through the site along the waterfront and connects to the system serving the CBD beyond.

BLOCKS

The size and structure of blocks is important to determining the flexibility and pedestrian orientation of the plan. Generally, blocks of 2-4 acres provide the greatest flexibility. Subareas might suggest an even finer grain of block size, which might for example promote access to the waterfront or emphasize the importance of a sub-district core.

BRIDGES and LANDINGS

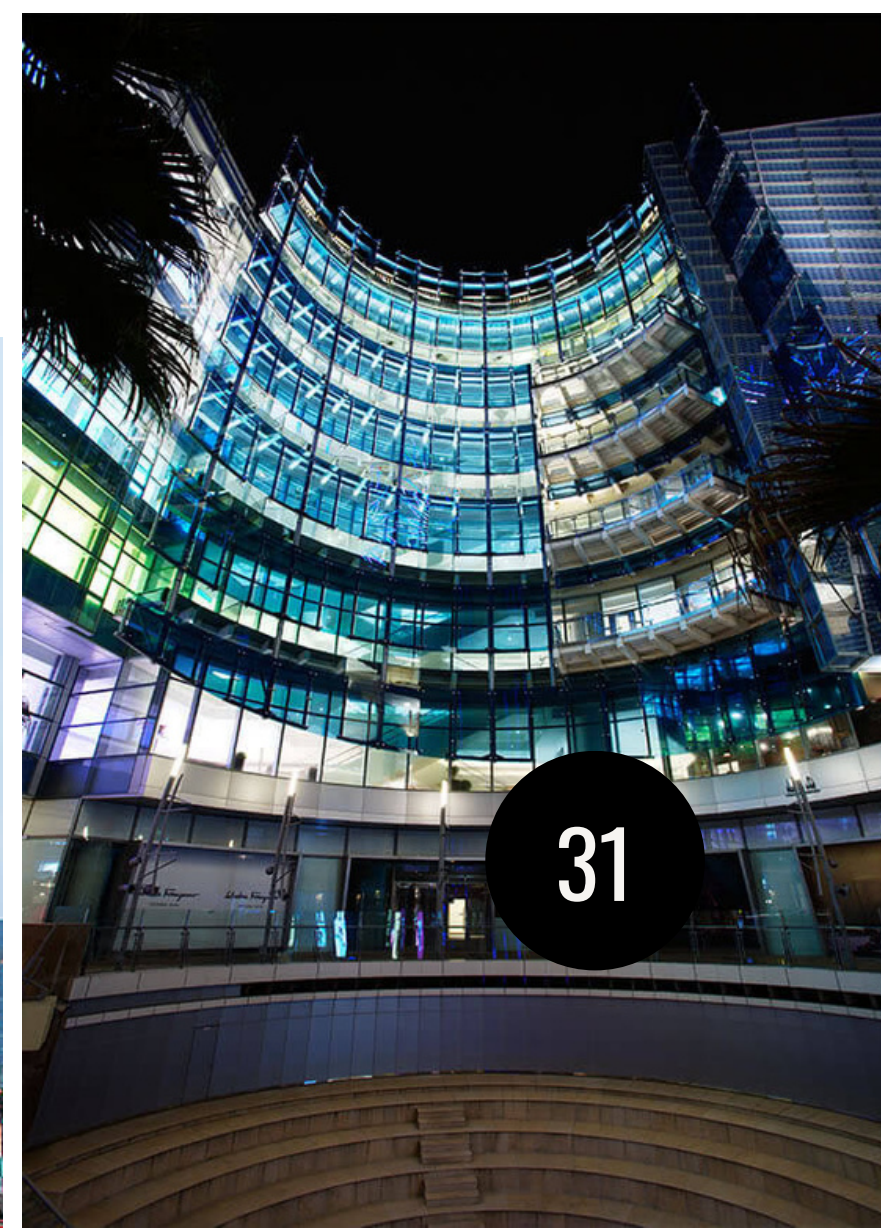
A number of special infrastructural features might add some interest to the plan, including water taxi boat landings and pedestrian bridges which further connect one side of the city to the other thru interesting interactions with water.

LAYER (ING)

Build site up and away from the bay with “step ups” that allow terraced views of the waterfront. Stagger towers to modulate the façade and avoid a “wall”. Build with slender residential towers to promote sunlight at every level.



Urban Planning:
"Commercial District"
#6 Dream Mall, Kaoshing, Taiwan (2009)



LIVE-WORK

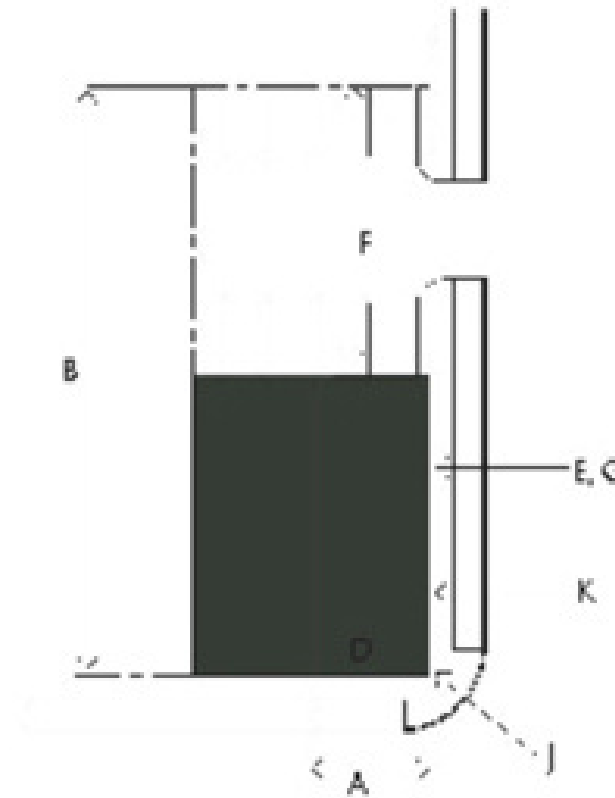


INTENT

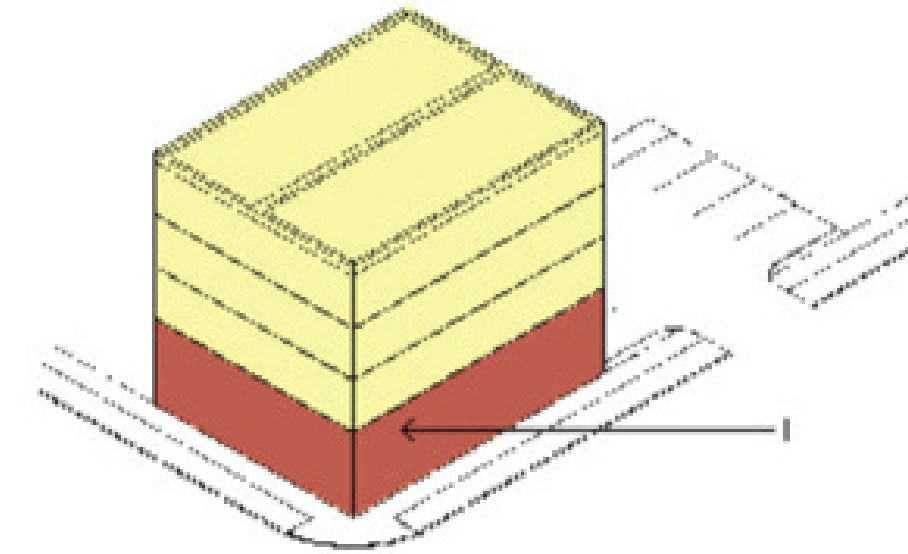
Live-Work lots provide the opportunity to combine commercial space and residential space in the same building. Live-Work units are built at grade, in order to provide access to all. Porticoes and other minor elements such as canopies, awnings and balconies (on upper floors) are permitted to encroach into the sidewalk. Live-Work units that occupy a street corner are required to have their principal entrance at the corner.

Village of Mokena, Illinois

PLAN



AXONOMETRIC



REQUIREMENTS

LOT

A	Width:	24-36 ft
B	Depth:	100-120 ft
C	Frontage:	100%

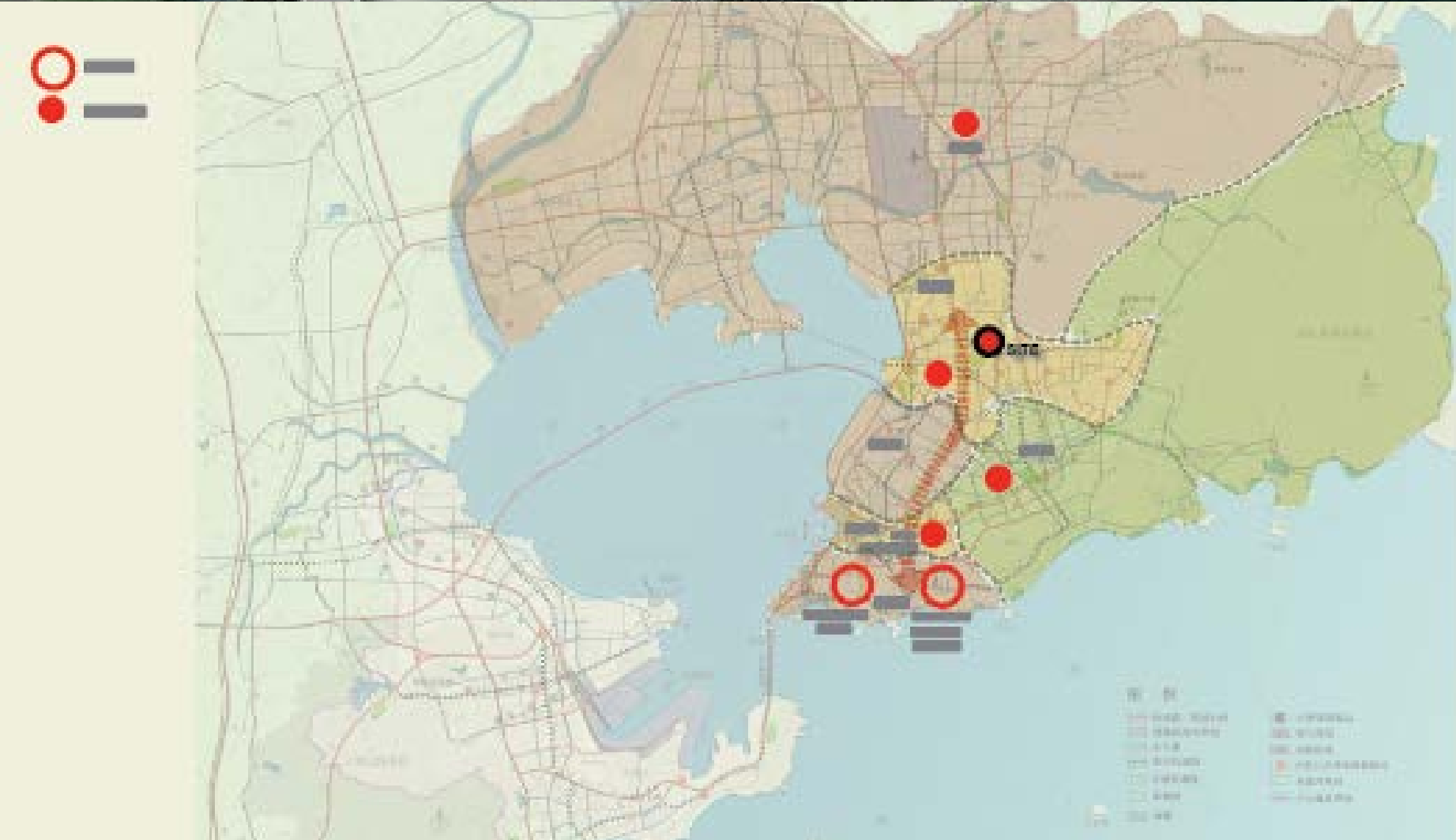
BUILDING

D	Front Setback:	0 ft
E	Side Setback:	0 ft
F	Rear Setback:	60 ft min
G	Side Street Setback:	0 ft
H	Outbuilding Setback:	N/A
I	Height:	4 Stories max

ENCROACHMENTS

J	Front:	0 ft
K	Side:	0 ft

Urban Design: Masterplanning Qingdao, China (2006)

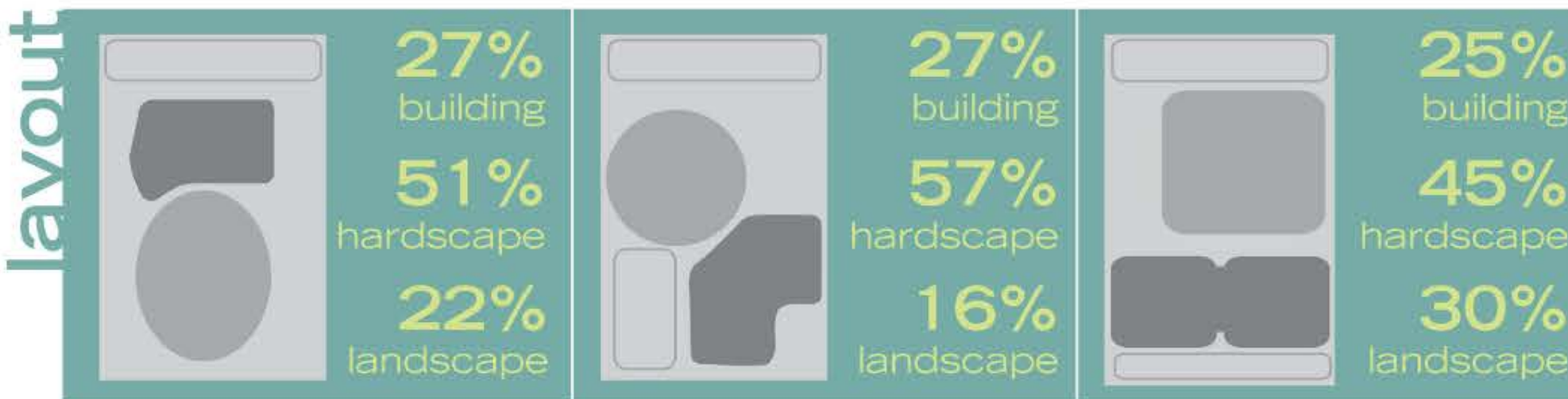
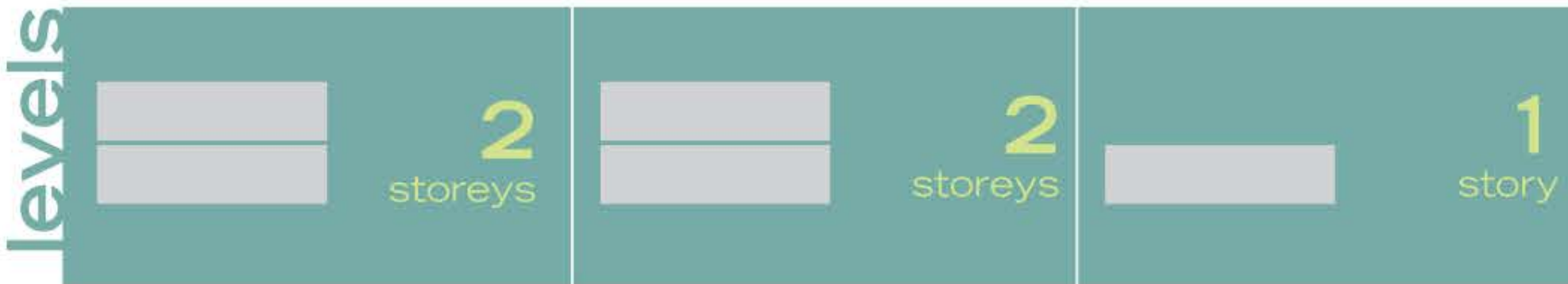


Urban Design: Programming Burbank, CA (2010)

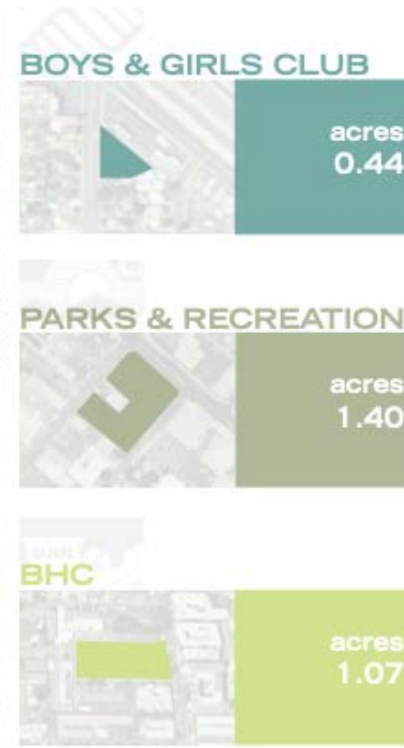
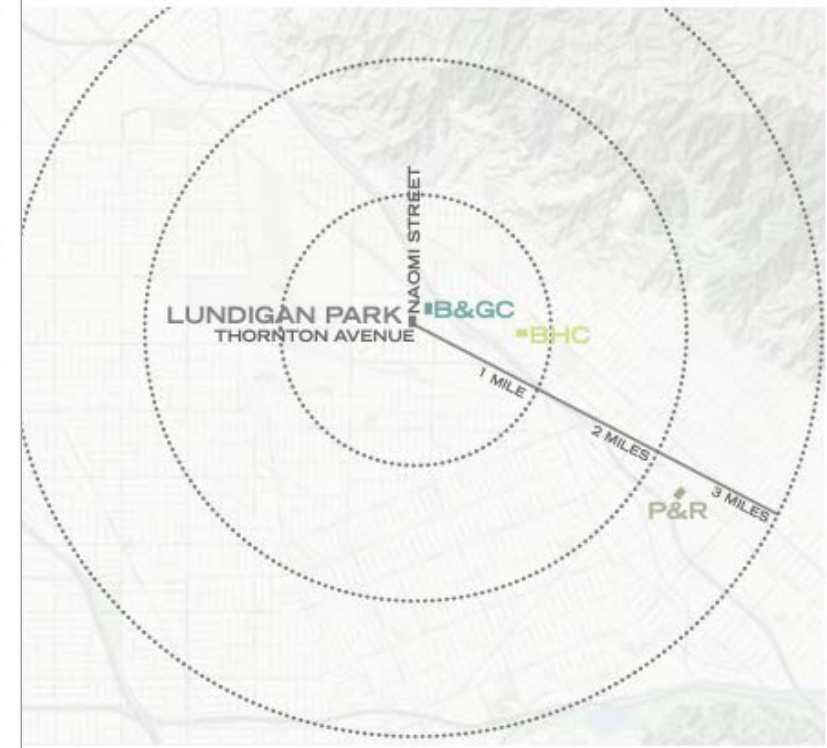
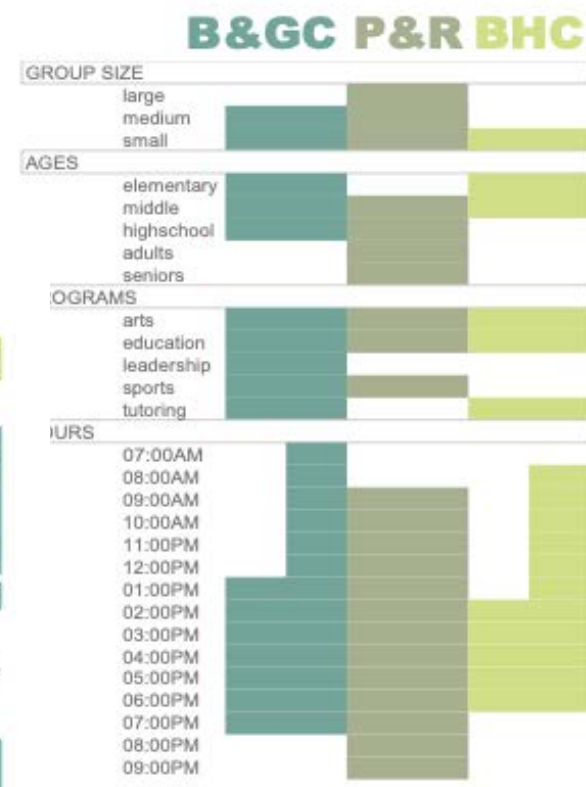
OPTION 1 OPTION 2 OPTION 3

GSF	Cost/GSF	Total Cost	GSF	Cost/GSF	Total Cost	GSF	Cost/GSF	Total Cost
20,000	\$185.00	\$3,700,000	20,000	\$190.00	\$3,800,000	16,000	\$179.00	\$2,864,000
37,820	\$14.00	\$529,480	41,752	\$14.00	\$584,528	29,435	\$14.00	\$412,090
16,000	\$6.00	\$96,000	11,334	\$6.00	\$68,004	19,816	\$6.00	\$118,896
\$4,325,480			\$4,452,532			\$3,394,986		

note: cost of wood frame is 25%-30% less than tilt-up concrete



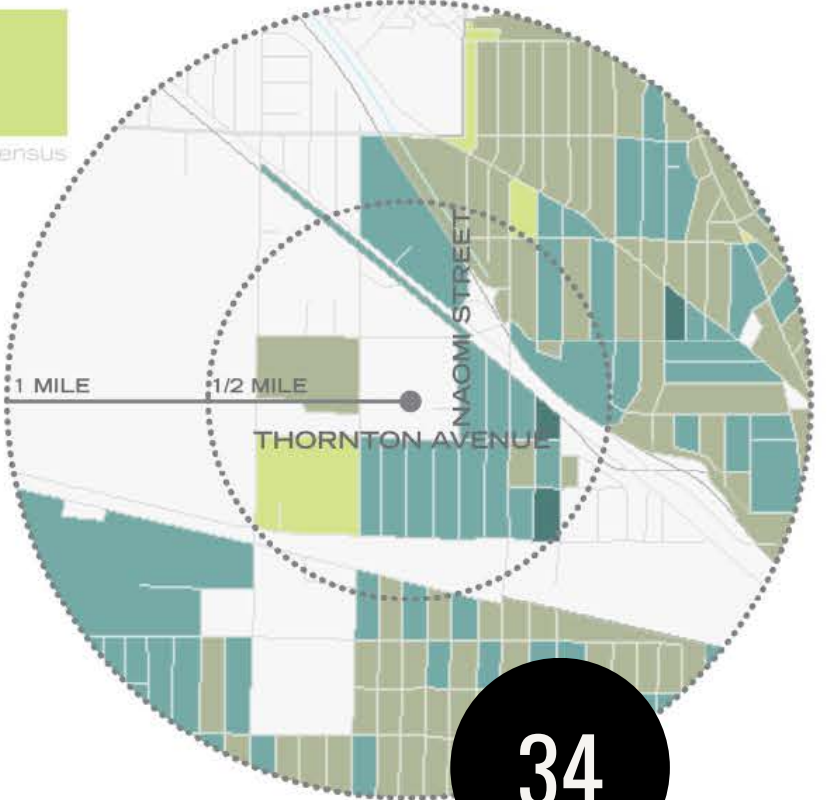
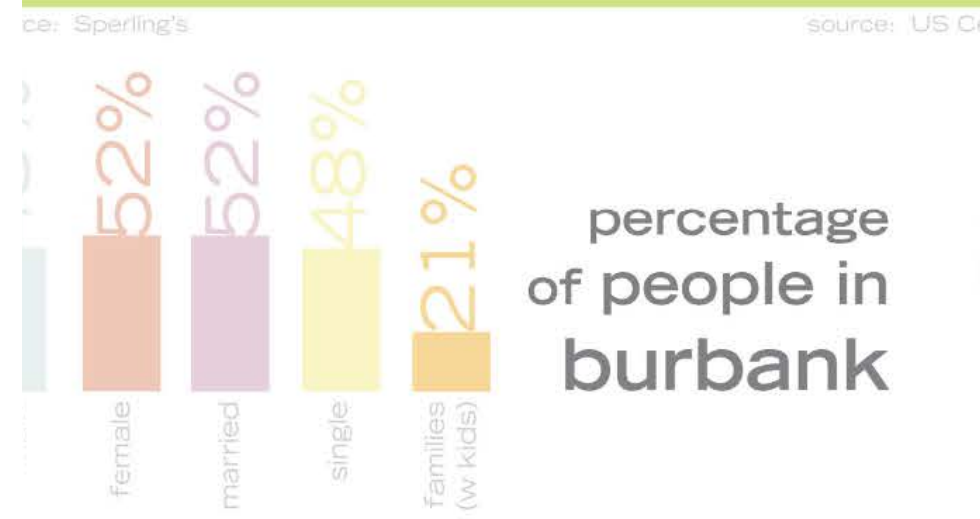
tilt-up building
hardscape area
landscape area
TOTAL COST



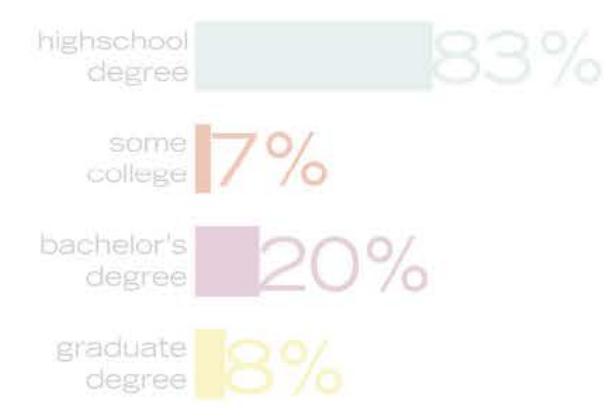
CKGROUND

demographic information: lundigan park area

BURBANK DEMOGRAPHICS

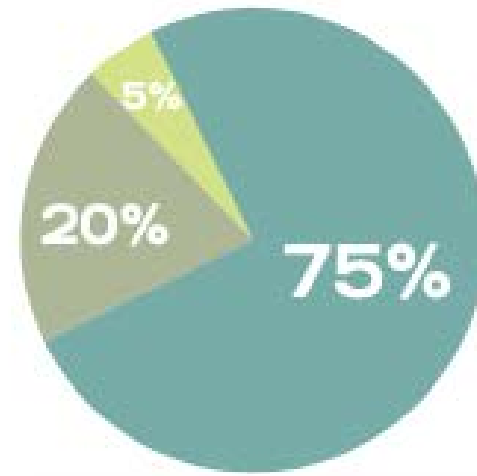


education statistics for burbank



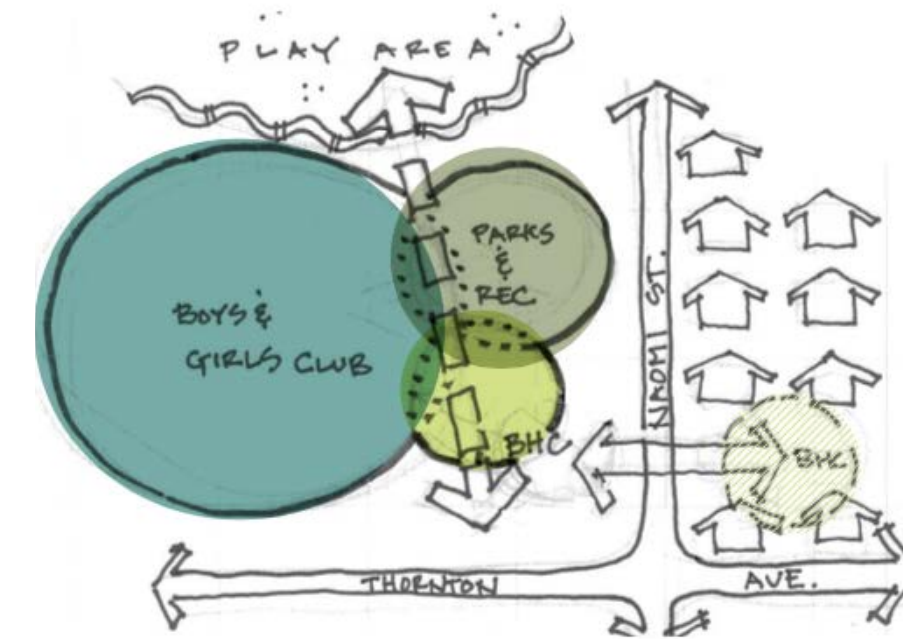
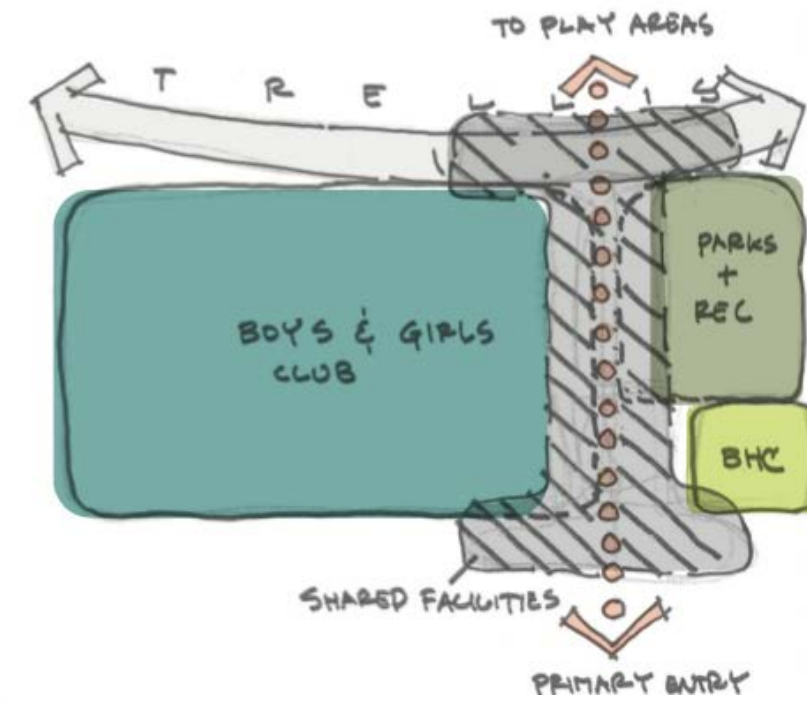
program summary

Urban Design: Programming Burbank, CA (2010)



synergies

site relationship



1000 GSF BURBANK HOUSING CORPORATION

Kitchen : 300 GSF
Storage : 150 GSF
Offices (2) : 200 GSF
Restrooms : 100 GSF
CLASSROOM SPACE : 250 GSF

4100 GSF PARKS + RECREATION

Kitchen : 170 GSF
Storage : 150 GSF
Offices (3) : 300 GSF
Restrooms : 330 GSF
CLASSROOM SPACE : 3150 GSF

12260 GSF BOYS + GIRLS CLUB

Kitchen : 1000 GSF
Storage : 500 GSF
Offices (9) : 1080 GSF
Restrooms : 180 GSF
CLASSROOM SPACE : 9500 GSF

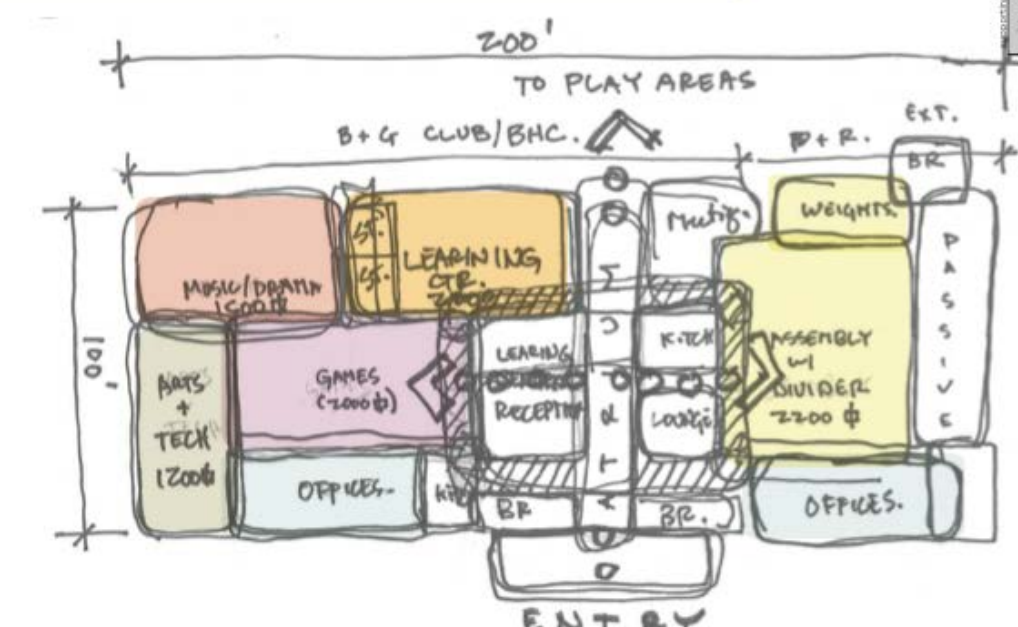


OVRUM PARK
COMMUNITY
CENTER

defining space

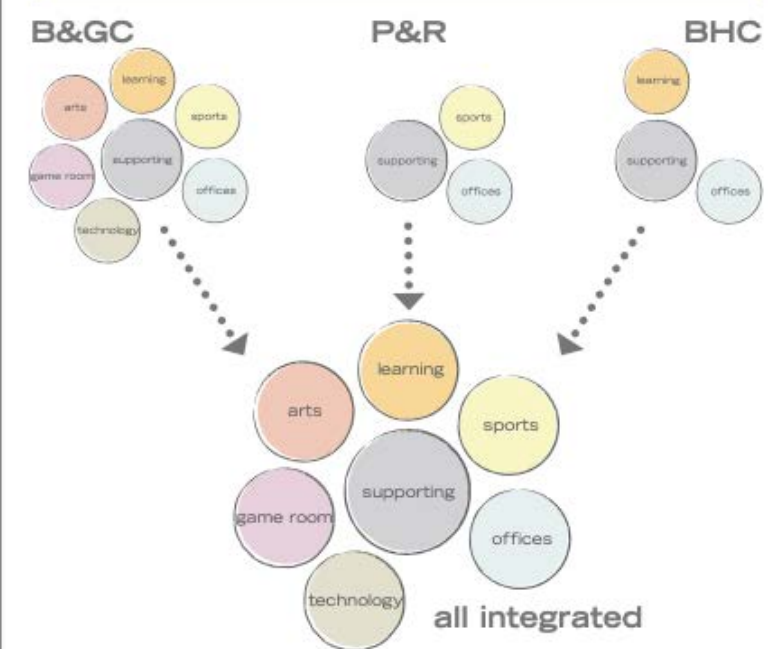
defining space

PROGRAMS

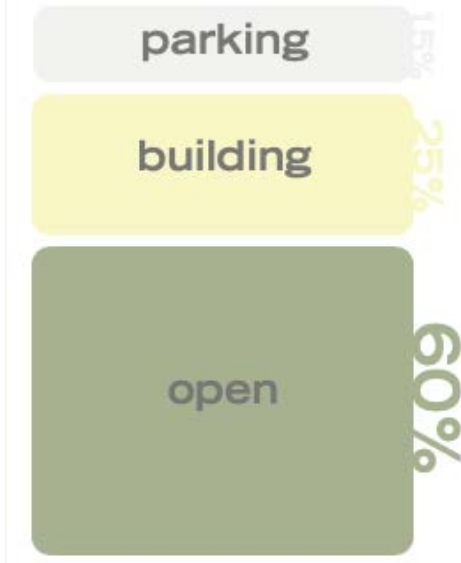


PROPOSED SPACE/PROGRAM (SF)	RTKL	BGC	PR	BHC
art / technology	1,200	1,200		
dance / drama / music	1,500	1,500		
game room	2,000	1,800		
learning center	2,200	2,250		250
weights room	320	525		
multipurpose	2,200	750	2,200	
offices (6)	2,400	1,080	300	200
meeting / conference	700	225	100	
kitchen (2)	975	1,000		300
teen lounge	750	750		
cafe / passive	770	500	860	
lobby	560	500		
restrooms - staff	280	180		
restrooms - regular	280	300	336	100
restrooms - outdoor	320	300	430	
storage	650	500	150	150
circulation	3,150	1,640	500	150
TOTALS	22,250	15,000	4,880	1,150

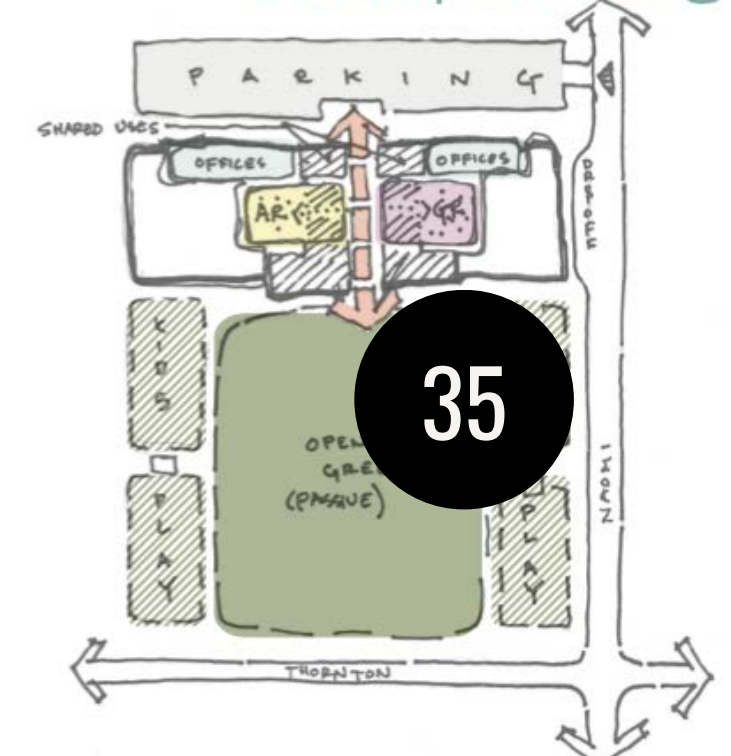
PROGRAMS



PROPOSED SPACE/PROGRAM (SF)	RTKL	BGC	PR	BHC
art / technology	1,200	1,200		
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game room	2,000	1,800		
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offices (6)	2,400	1,080	300	200
meeting / conference	700	225	100	
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storage	650	500	150	150
circulation	3,150	1,640	500	150
TOTALS	22,250	15,000	4,880	1,150



conceptualizing



Essential Elements of Sustainable Urban Districts

GRID/STREET/PLACE

Nathan Cherry
with Kurt Nagle

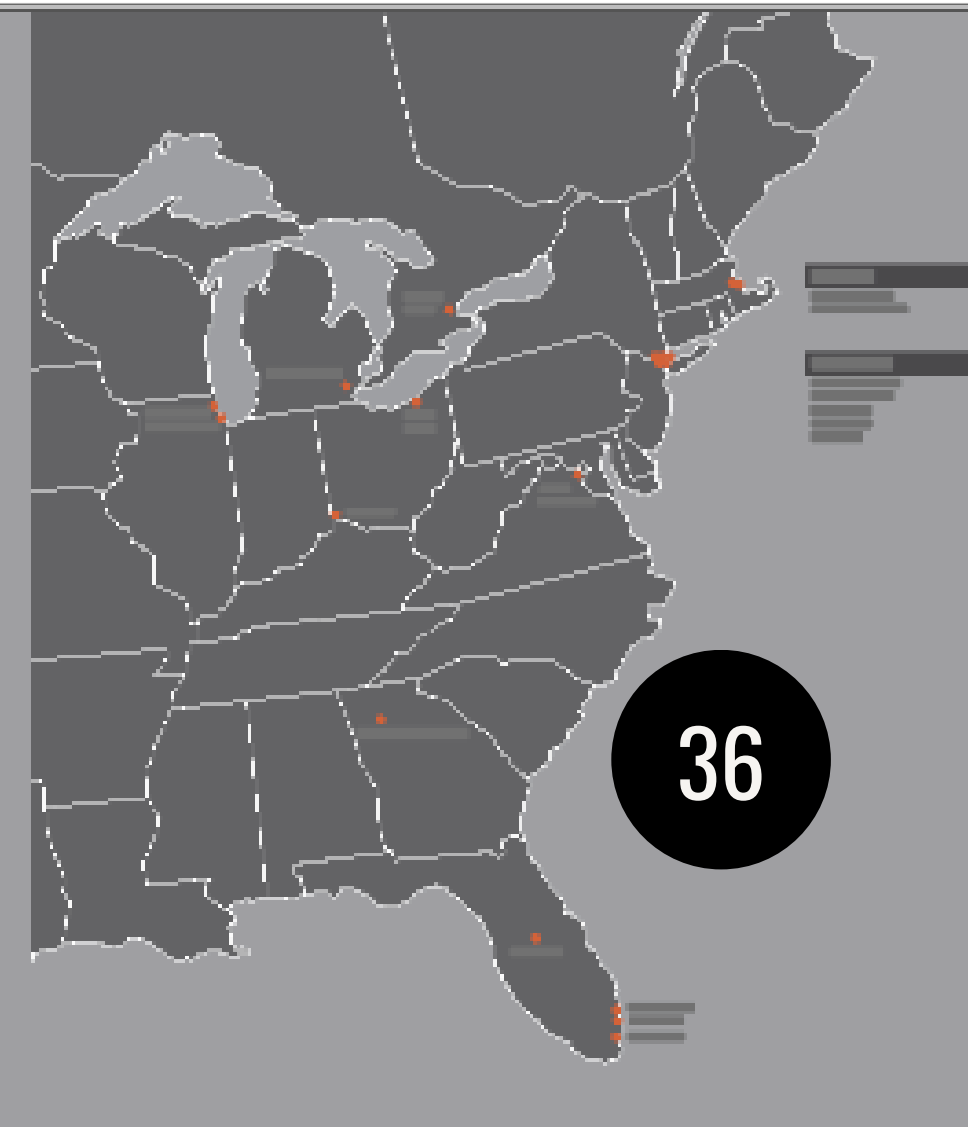
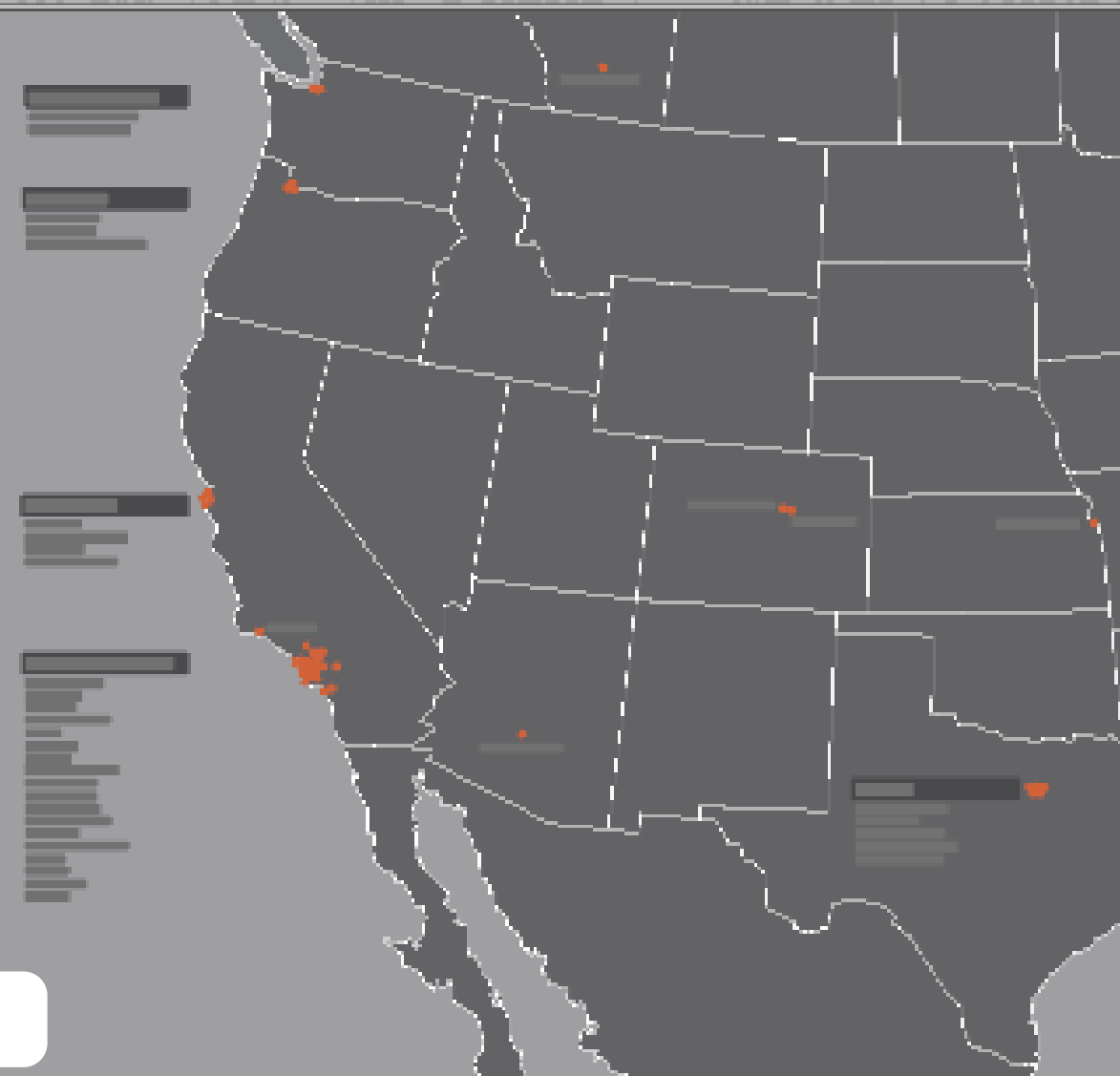
CaseStudyNumberOne

GRID/STREET/PLACE

Section One

CLASSIC DISTRICTS

There are a handful of well-thought-out, master planned environments around the country that have undeniably unique identities. We call them classic districts. While most have been around for many decades, they embody contemporary notions of what it is to live, work, and play. In other words, these districts have a timeless quality that makes them worthy of study. In these places, the whole is greater than the sum of its parts; they are not just collections of buildings and uses but cherished places that integrate high-quality public space with complementary architecture and landscape design.



Sustainable Design: China Regional (2007)



Water Quality
水系质量

- Existing Water Body
现有水系
- New Canals / Land Cut
新建水系 / 挖土
- Islands / Land Fill
新建岛屿 / 填土
- Fish pond Improved Land
鱼塘修整土地



Scenic Nature
自然风景

- Ecological Preserves
生态保护区
- Forestry Landscape
自然景观带
- Urban Landscape
城市景观绿化
- Beaches
沙滩



Harmonious Develop.
均衡开发

- Compact Urban Develop.
紧凑型高密度开发
- Medium Density Public
中等密度公共社区
- Low Density Residential
低密度住宅开发
- Undeveloped Area
未开发地区



Healthful Activity
健康活动

- Commercial Activity
商业活动区
- Cultural / Educational
公共文化教育活动
- Sports & Leisure Activities
体育休闲活动
- Water Front Activities
水边活动



Local Culture
地方文化

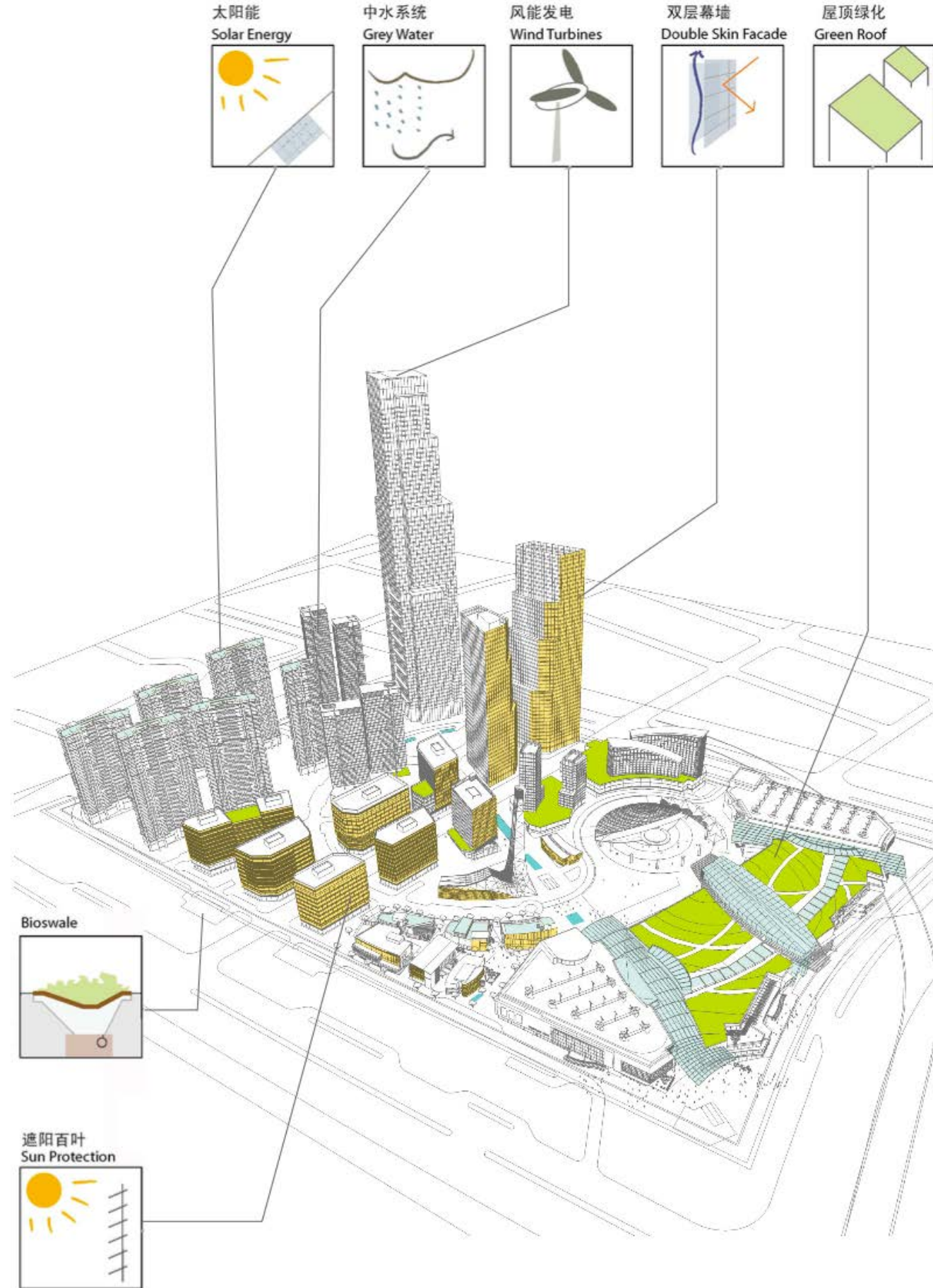
- Civic / Cultural Zone
公共/文化区



Smart Infrastructure
智能基础设施

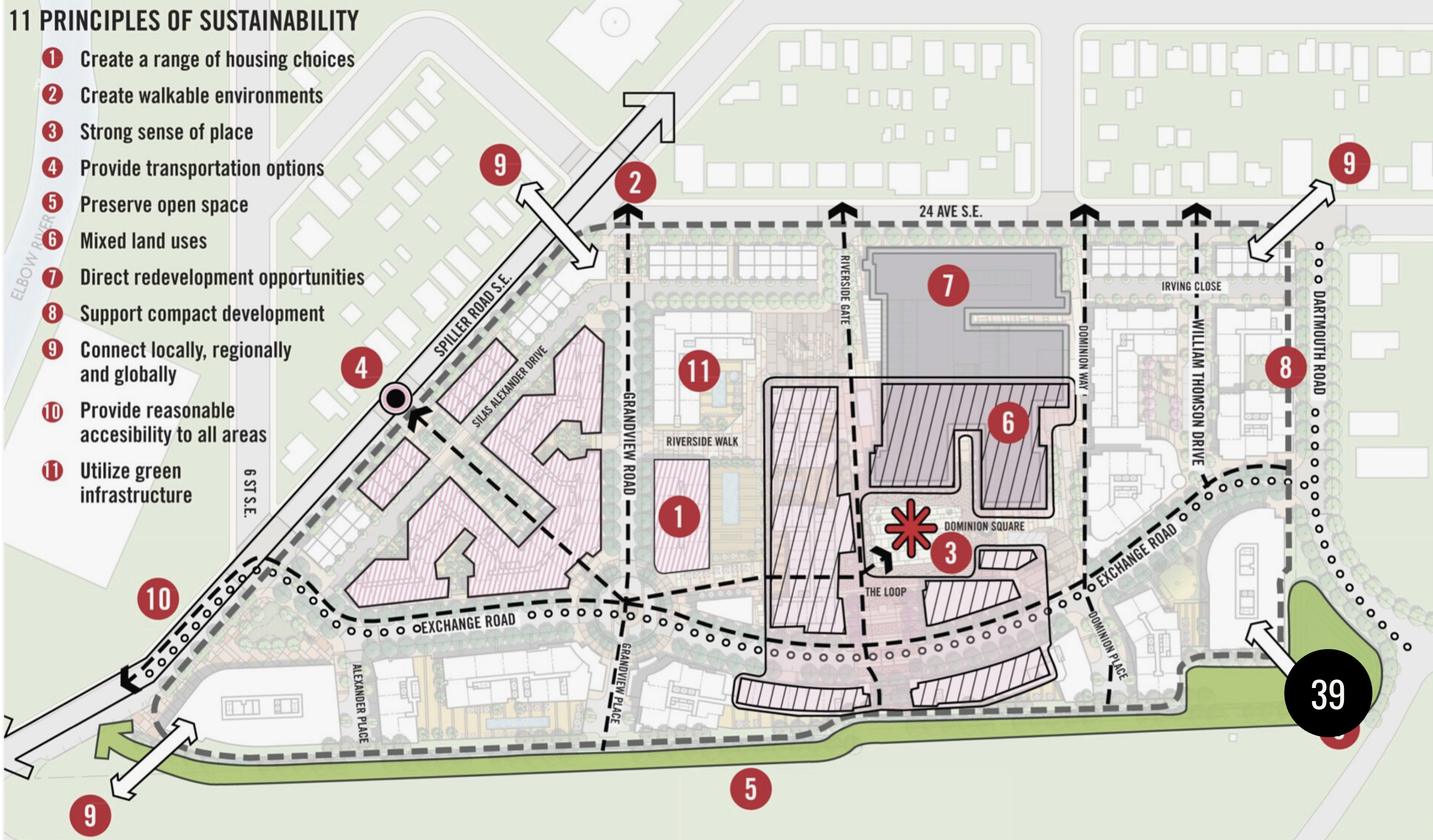
- Primary Arterial
城市主要干道
- Secondary Road
城市次要道路
- Train Line
轨道交通

Sustainable Concepts: City Beer City, Qingdao, China (2010)

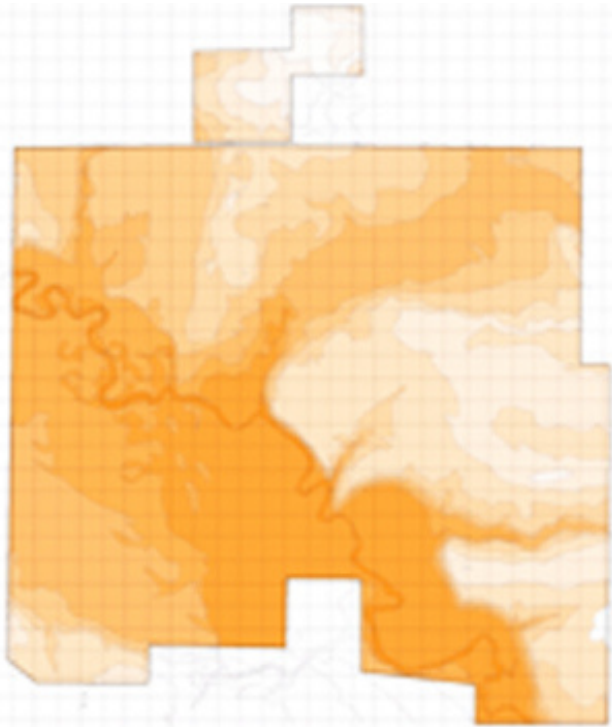


11 PRINCIPLES OF SUSTAINABILITY

- 1 Create a range of housing choices
- 2 Create walkable environments
- 3 Strong sense of place
- 4 Provide transportation options
- 5 Preserve open space
- 6 Mixed land uses
- 7 Direct redevelopment opportunities
- 8 Support compact development
- 9 Connect locally, regionally and globally
- 10 Provide reasonable accessibility to all areas
- 11 Utilize green infrastructure



Real Estate Development: Residential I (2005)



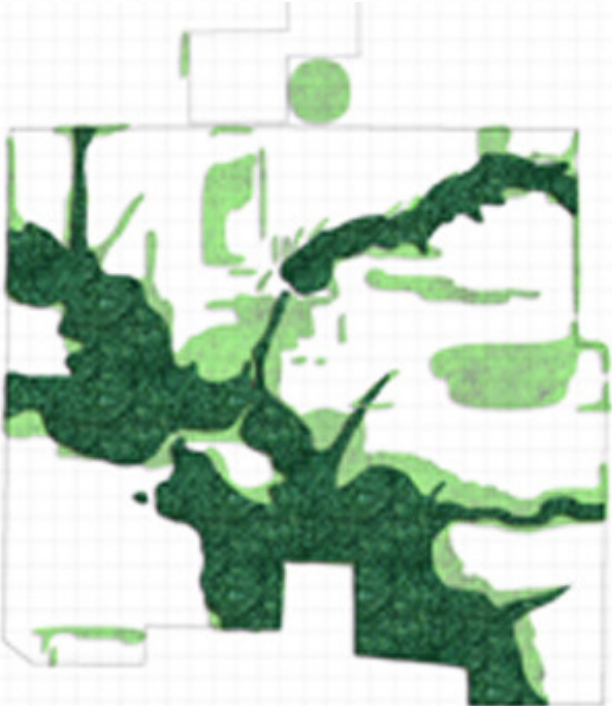
slope



buildable



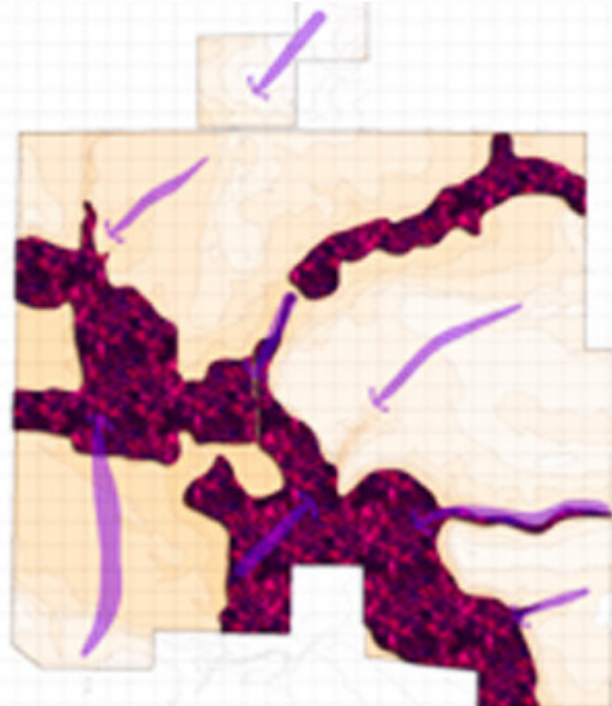
woodland



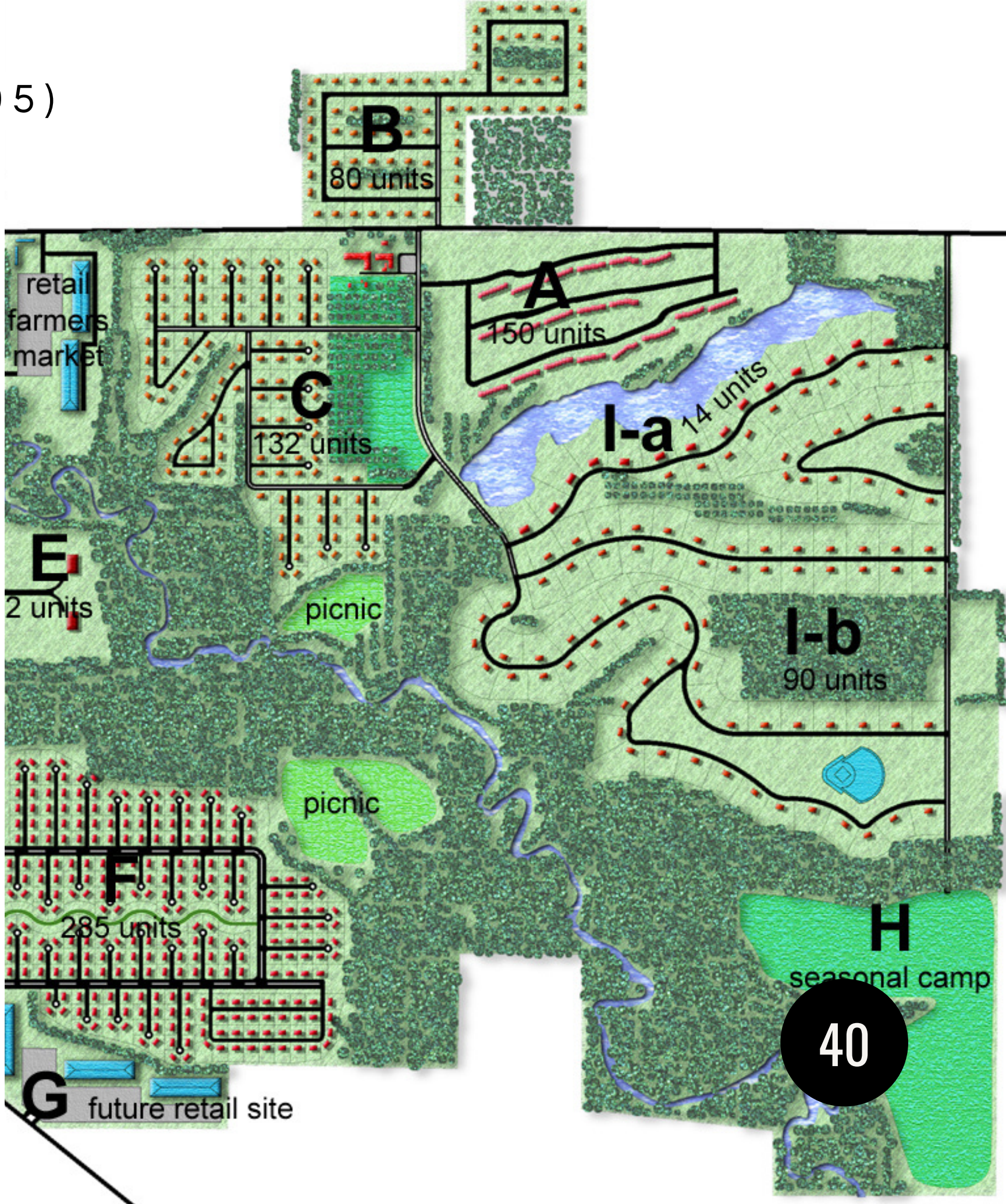
wetland



water



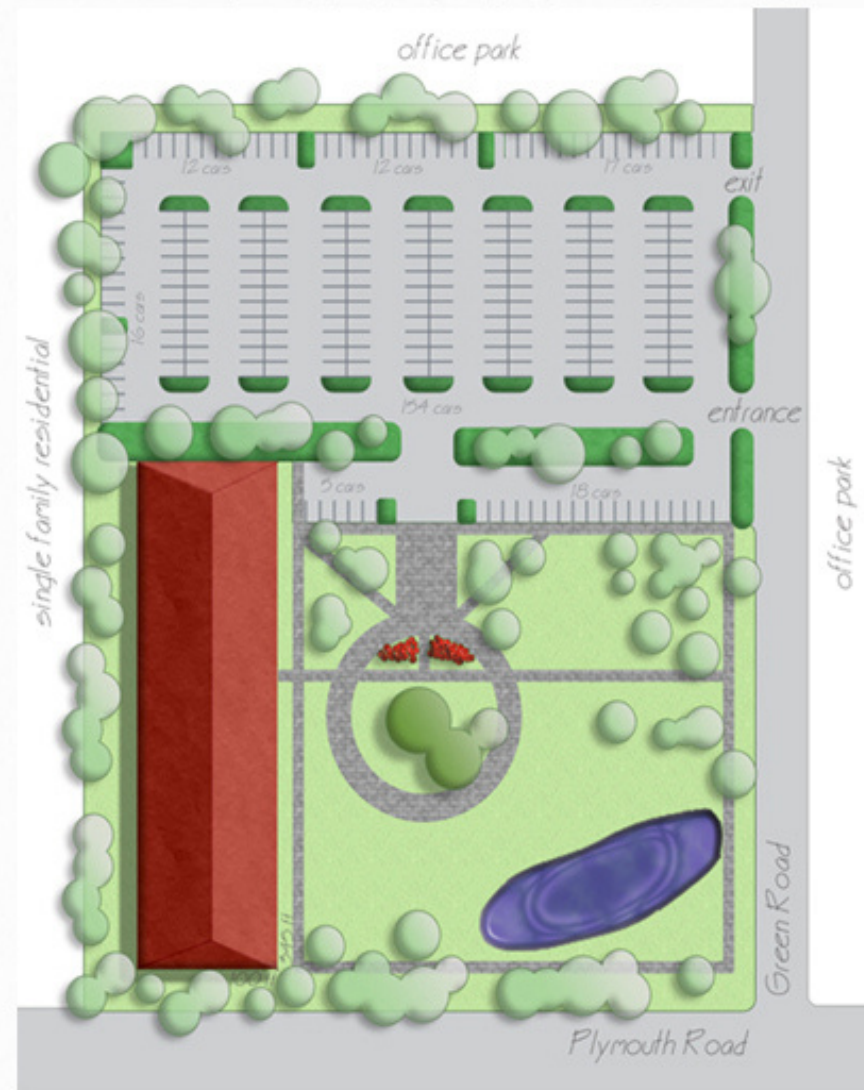
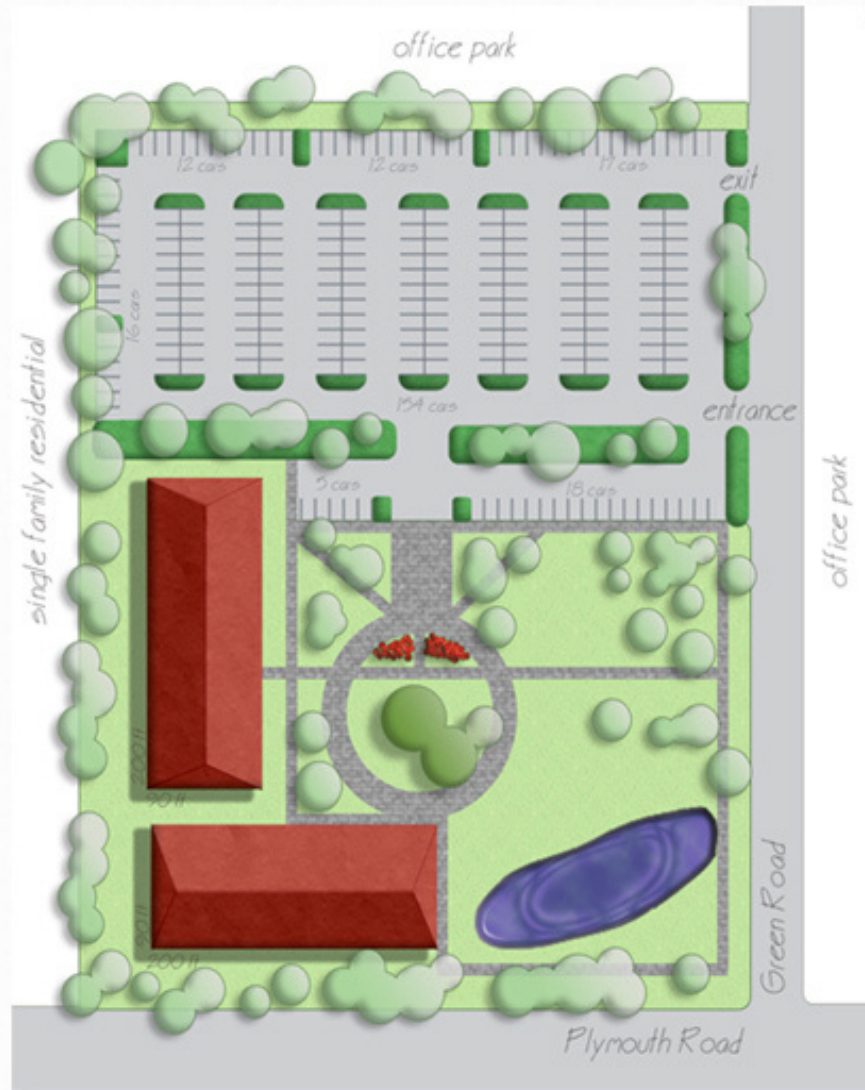
flood



best scenario

probable scenario

worst scenario



Real Estate
Development:
Commercial (2005)

NORTH 480' x 500' = 240,000 sq. ft. = 5.5 acres

Project Summary

Total square feet of developmet	36,000
Total square feet of leasable space	33,600
Total parking spaces required	109

Financial Summery

Toral land improvement and construction costs	\$3,390,000.00
Total non-construction costs	\$718,090.00
Total project costs	\$4,822,570.00
Construction loan required	\$3,830,000.00
Total equity required	\$992,570.00
Construction costs per square foot	\$85.00
Lease rate per square foot	\$23.00
Cash return	19.89%
Total return	39.06%

NORTH 480' x 500' = 240,000 sq. ft. = 5.5 acres

Project Summary

Total square feet of developmet	95,256
Total square feet of leasable space	84,600
Total parking spaces required	382

Financial Summery

Toral land improvement and construction costs	\$9,379,320.00
Total non-construction costs	\$1,860,218.00
Total project costs	\$12,293,938.00
Construction loan required	\$3,830,000.00
Total equity required	\$9,900,000.00
Construction costs per square foot	\$90.00
Lease rate per square foot	\$23.00
Cash return	18.59%
Total return	38.04%

NORTH 480' x 500' = 240,000 sq. ft. = 5.5 acres

Project Summary

Total square feet of developmet	69,000
Total square feet of leasable space	61,000
Total parking spaces required	277

Financial Summery

Toral land improvement and construction costs	\$6,845,000.00
Total non-construction costs	\$1,375,700.00
Total project costs	\$9,123,900.00
Construction loan required	\$7,200,000.00
Total equity required	1,923,900.00
Construction costs per square foot	\$90.00
Lease rate per square foot	\$23.00
Cash return	16.72%
Total return	34.28%

Environmental Graphic design: Wayfinding Long Beach, CA (2016)



ALTERNATE LAYOUT
(based on MUTCD)



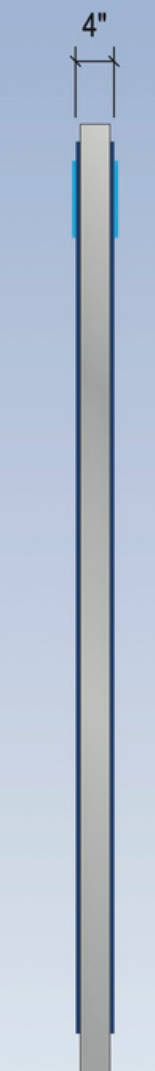
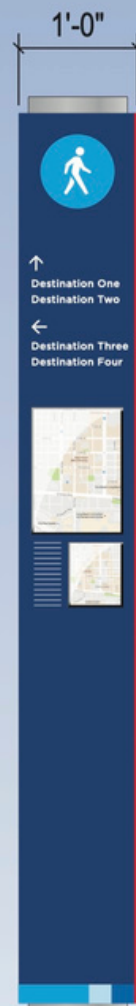
BICYCLE DIRECTION



PLAN VIEW



PEDESTRIAN DIRECTION
FRONT AND BACK



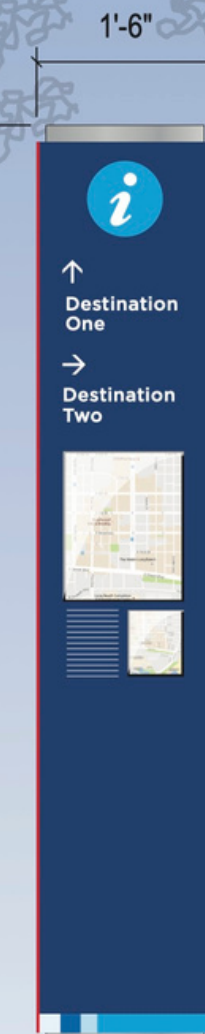
SIDE VIEW



HISTORICAL MARKER



PLAN VIEW



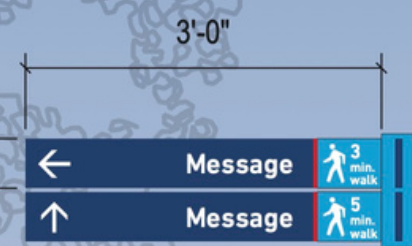
PEDESTRIAN DIRECTION/DIRECTORY
FRONT AND BACK



SIDE VIEW



PLAN VIEW



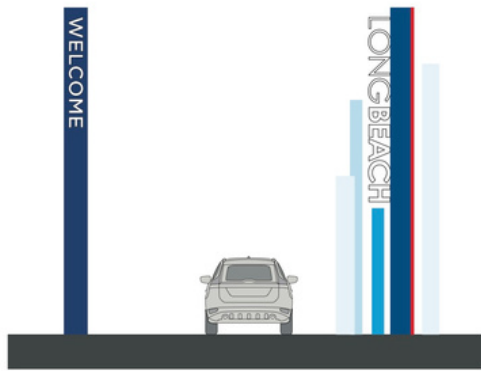
PEDESTRIAN
DIRECTIONAL



GATEWAYS



Horizontal Gateway



City ID Gateway

Sizes: Extra Small, Small, Medium, Large



Horizontal Monument

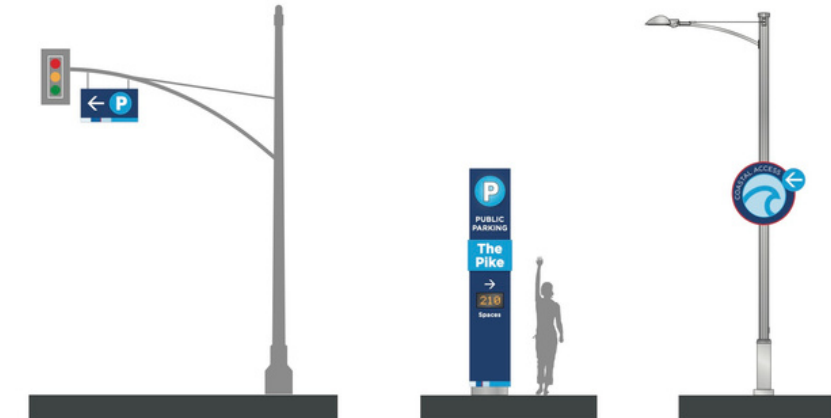
Sizes: Extra Small, Small, Medium, Large

VEHICLE WAYFINDING



Vehicle Direction

Secondary Vehicle Direction



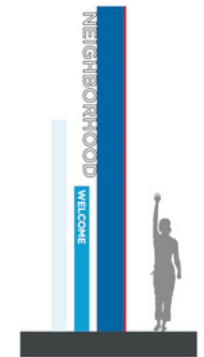
Parking Direction

Parking Identity

Coastal Access



Banners



Neighborhood ID

PEDESTRIAN WAYFINDING



Directional/Directory



Pedestrian Direction



Historical Marker

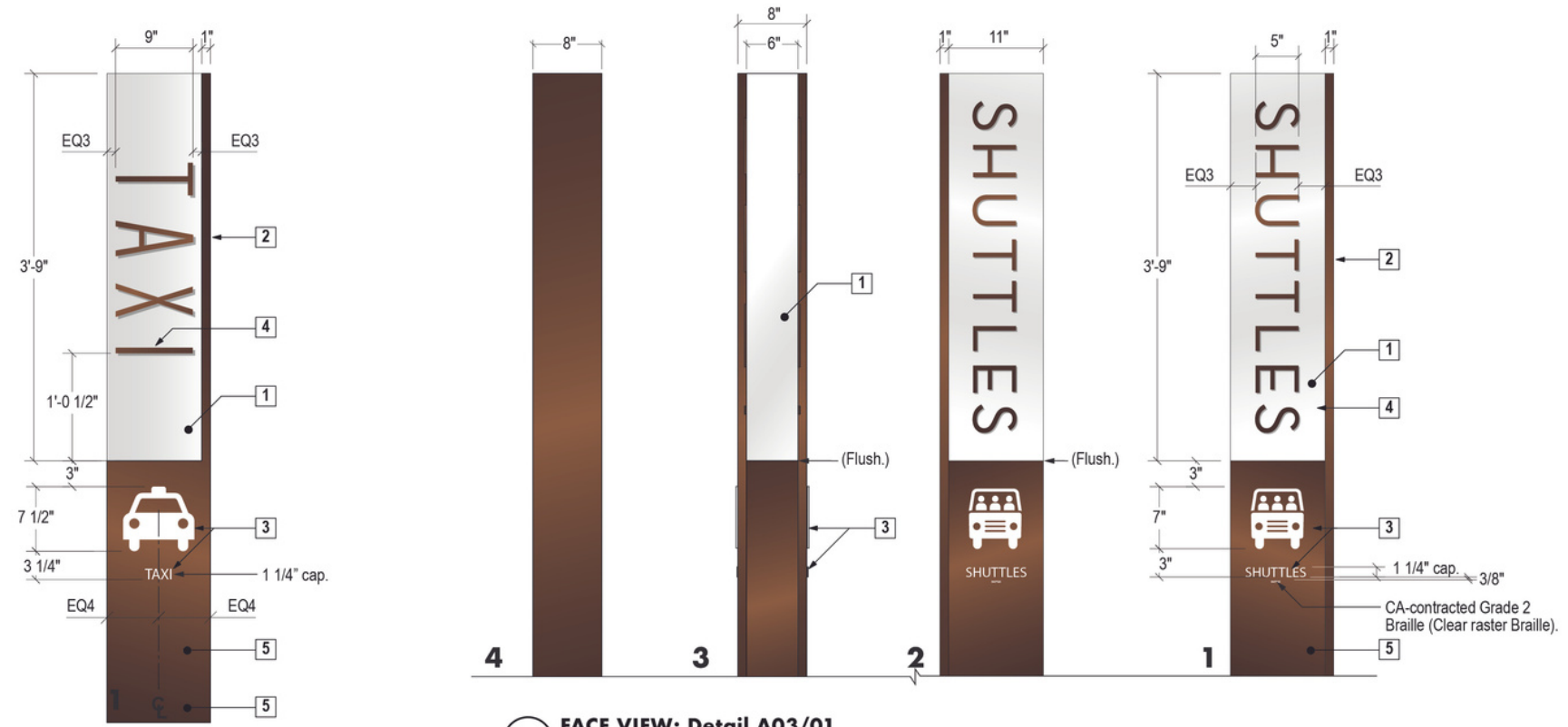


Bicycle Direction

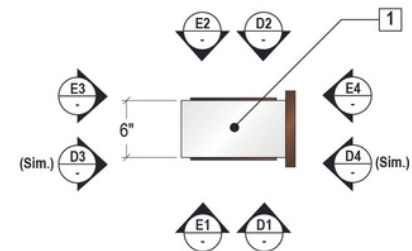


Environmental Graphic design: Wayfinding Los Angeles, CA (2016)

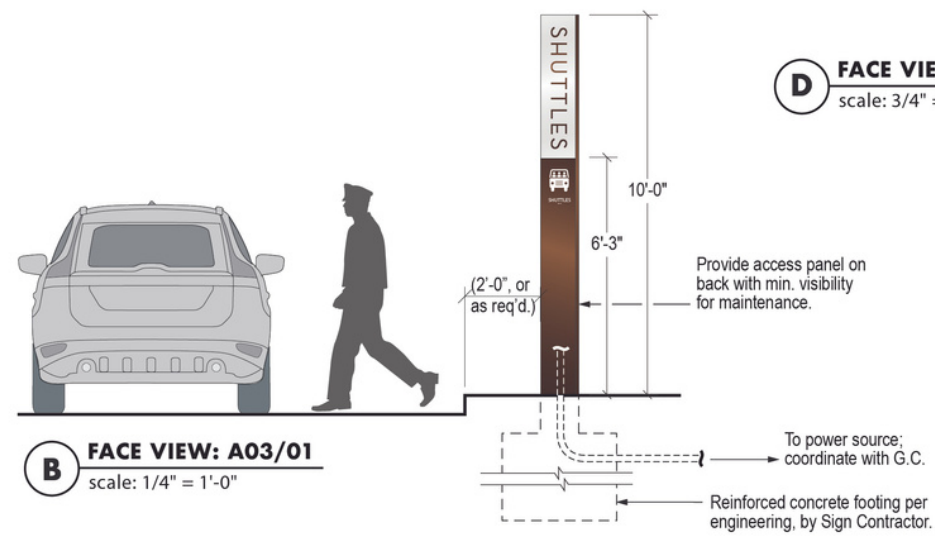
SHUTTLES



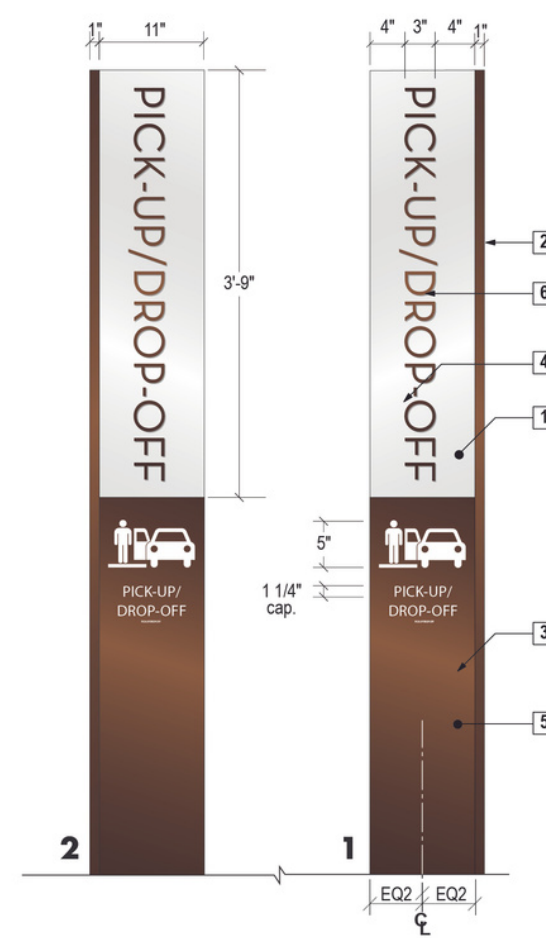
E FACE VIEW: Detail A03/01
scale: 3/4" = 1'-0"



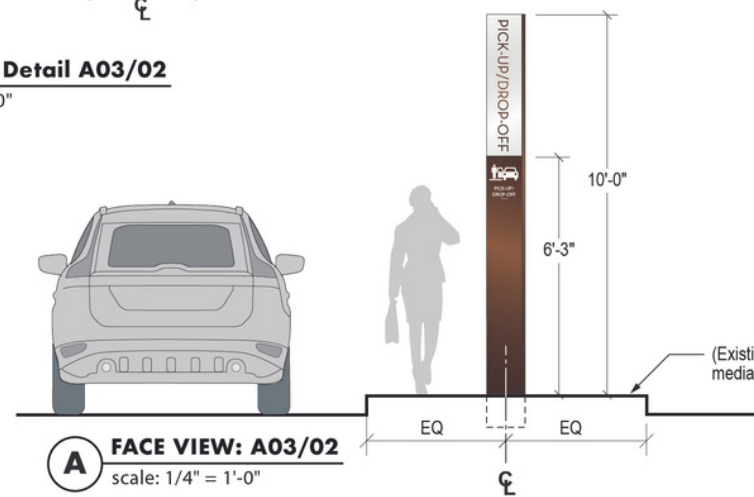
C TOP VIEW: A03/01 and A03/02
scale: 3/4" = 1'-0"



B FACE VIEW: A03/01
scale: 1/4" = 1'-0"



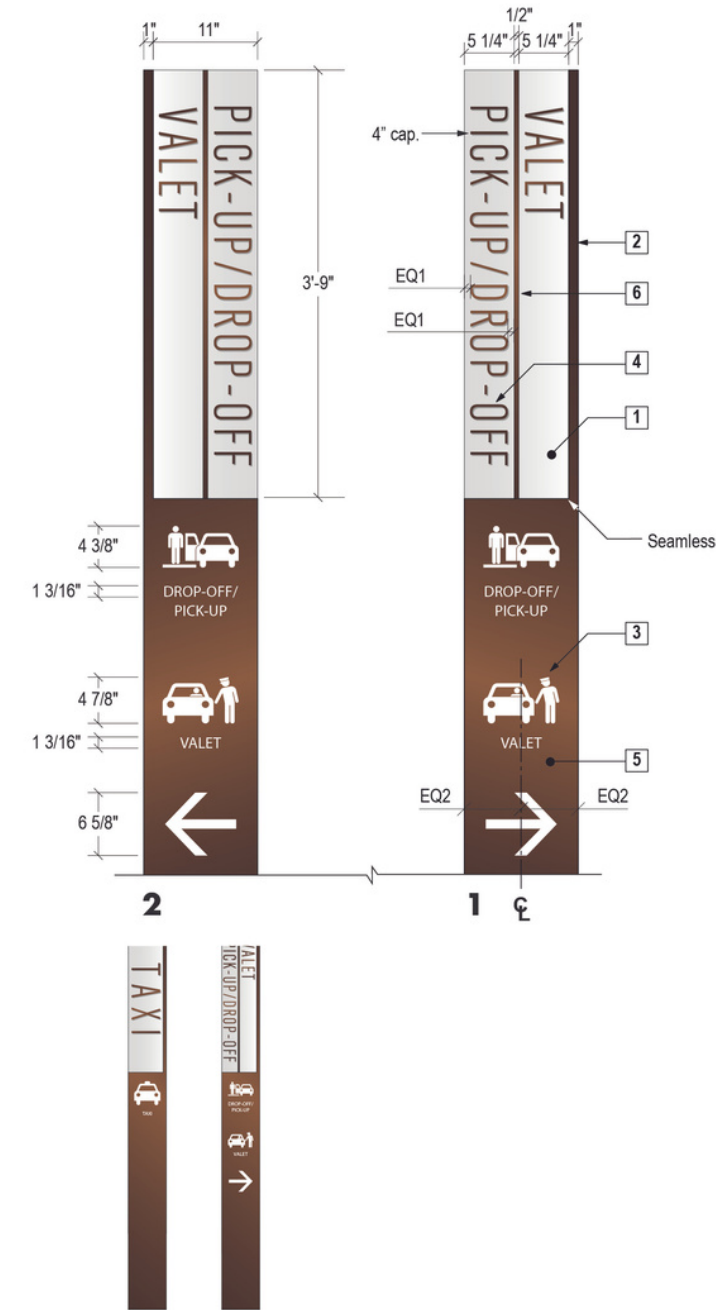
D FACE VIEW: Detail A03/02
scale: 3/4" = 1'-0"



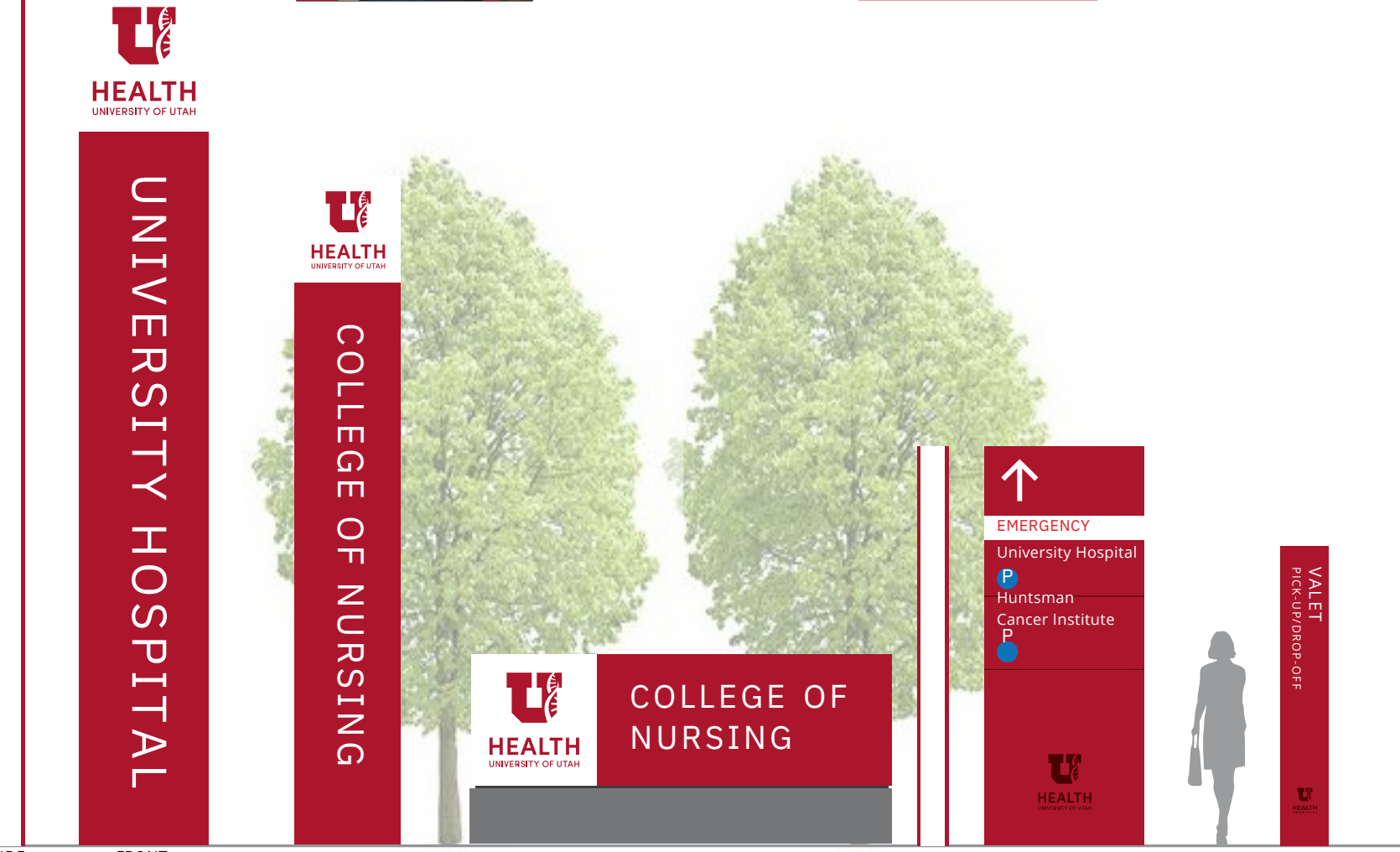
A FACE VIEW: A03/02
scale: 1/4" = 1'-0"

NOTES

- Illuminated Box:** 3/8" thick tempered glass with beadblasted interior surfaces, bevel-joined at corners with clear adhesive; internally illuminated with LED (even illumination with no hot / dark spots).
- Support Frame:** 1" deep fabricated aluminum structure (P1) with internal framework as required for structural integrity.
- Pictograms with Sub Copy / Arrows:** 3/16" deep waterjet-cut "sign white" push-thru acrylic with matte finish.
- Main Copy:** 1/4" thick waterjet-cut solid aluminum letters (P1) flush pin-mounted to internal structural members through tempered glass and reinforced with clear silicone adhesive.
- Sign Base:** Fabricated aluminum base (M1, P1) with internal framework over sign mounting details to foundation.
- Copy Divider:** 1/8" thick aluminum slat (P1) flush pin-mounted to tempered glass.

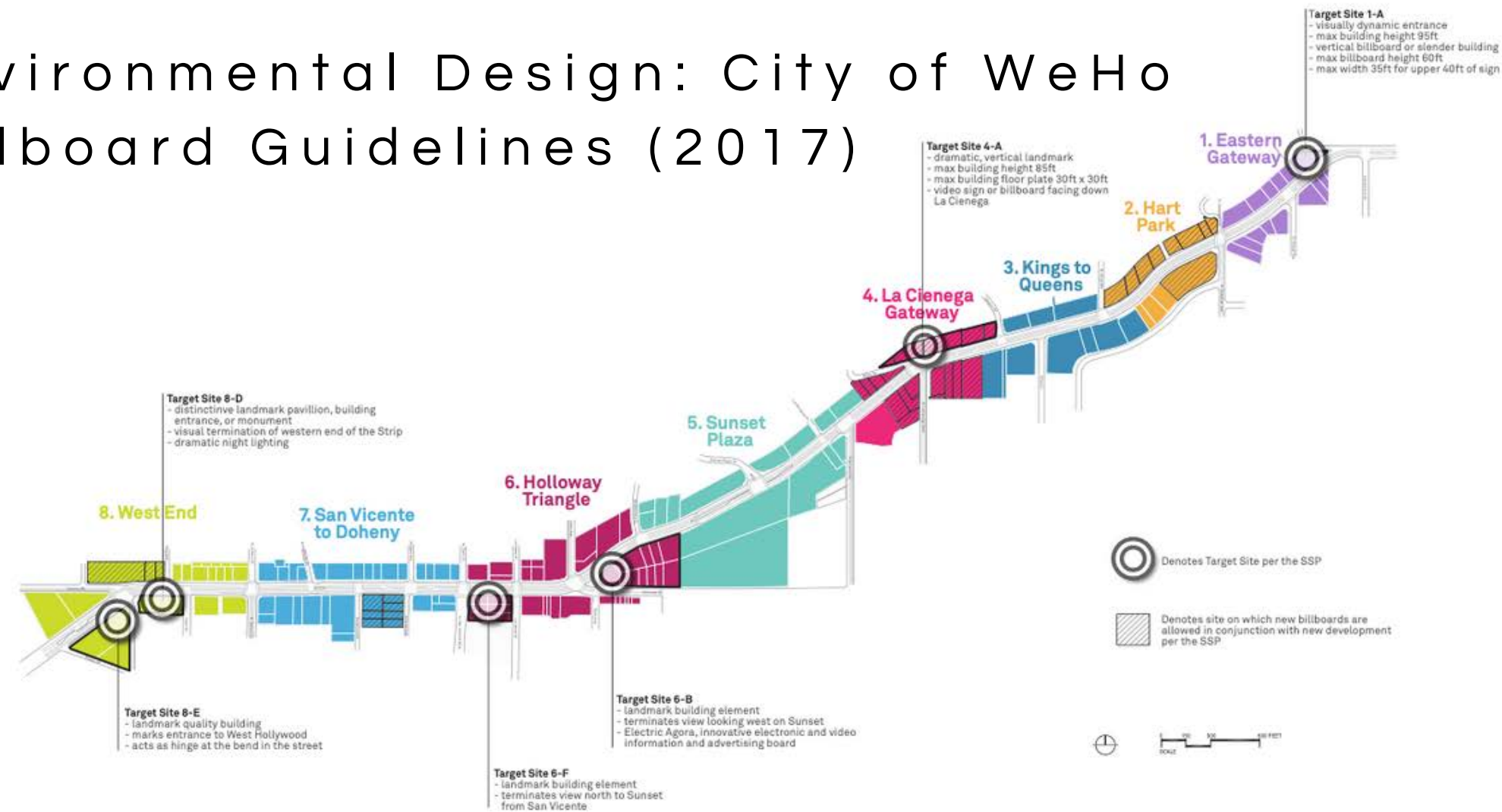


Environmental Graphic design: Branding Salt Lake City, UT (2016)



A01 SIDE FRONT
 SITE IDENTITY MONUMENT - PRIMARY
A03 BUILDING IDENTITY MONUMENT
B01 FREESTANDING VEHICLE DIRECTION - PRIMARY
A07 PICK-UP/DROP-OFF VALET IDENTITY

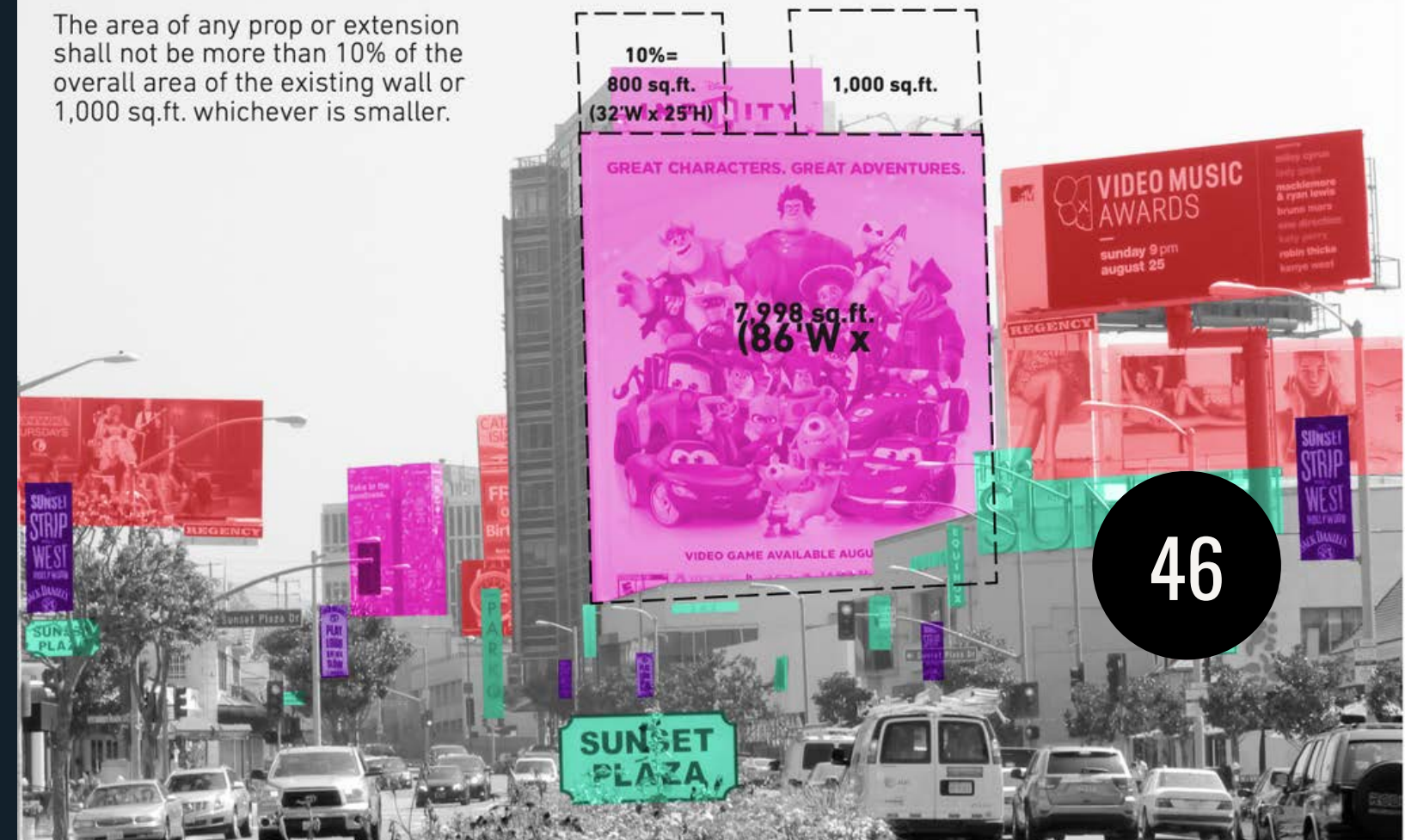
Environmental Design: City of WeHo Billboard Guidelines (2017)



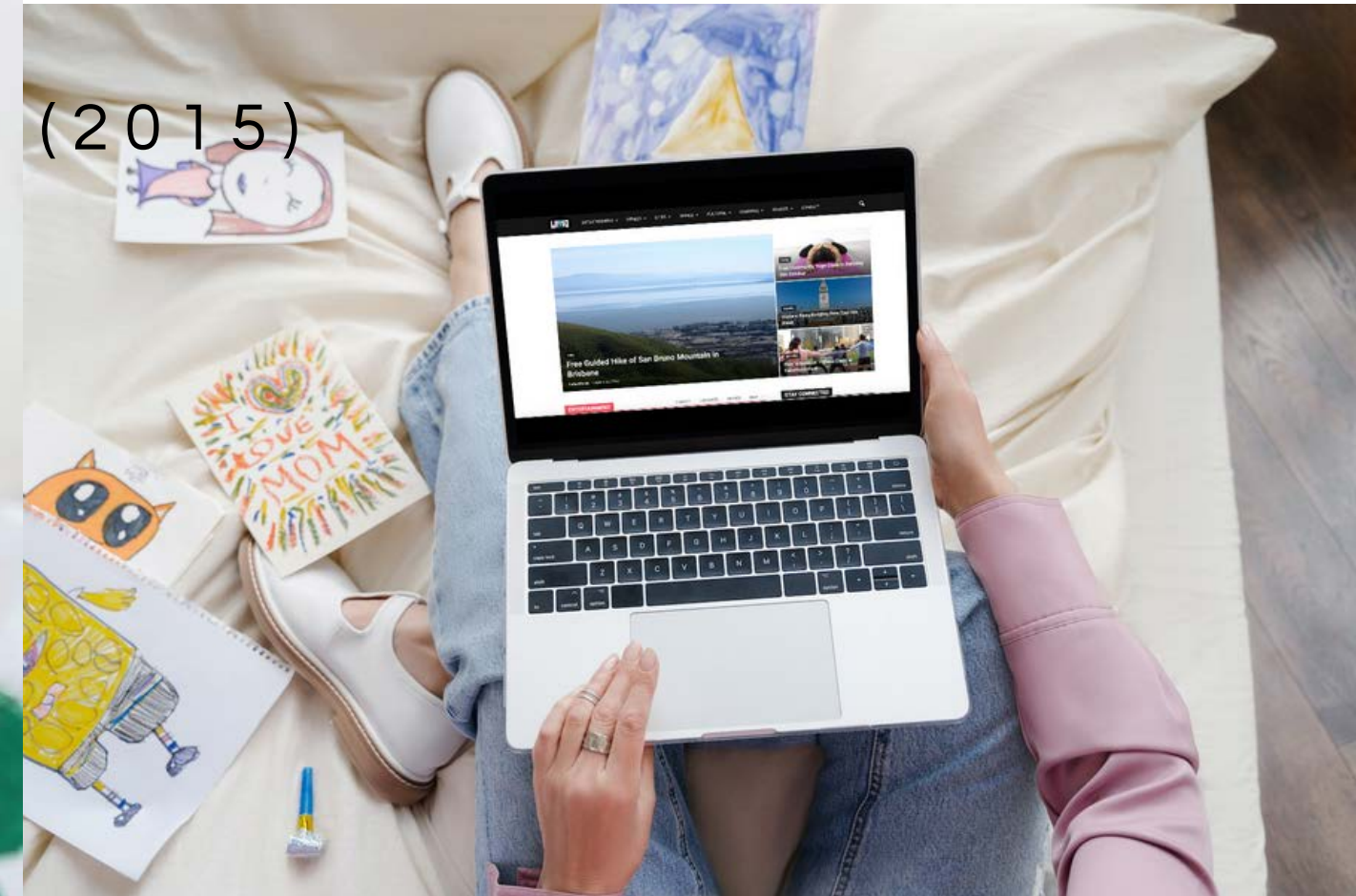
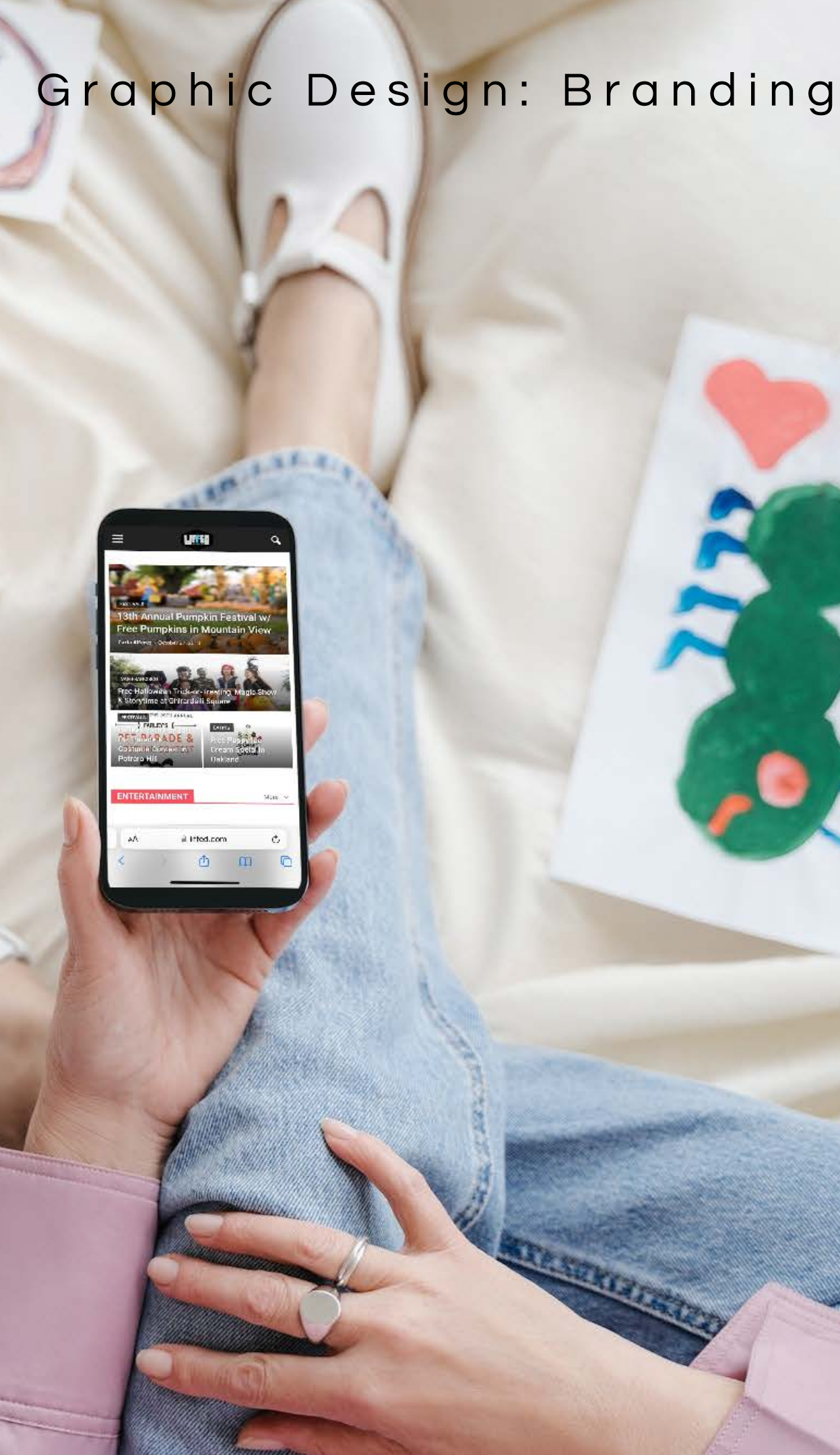
CONTENTS

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		3.3.c Rate	44				
		3.3.d Moving Imagery	48				
		3.3.d Hours of Operation					

The area of any prop or extension shall not be more than 10% of the overall area of the existing wall or 1,000 sq.ft. whichever is smaller.



Graphic Design: Branding (2015)



Welcome

ABOUT OUR FILM THEMED HOLLYWOOD HOME

A modern style and freshly renovated one bedroom apartment in the heart of Hollywood, next to the famous Dolby Theater and Chinese Theater and right at the Walk of Fame. The apartment is decorated in a film inspired theme.



AT A GLANCE

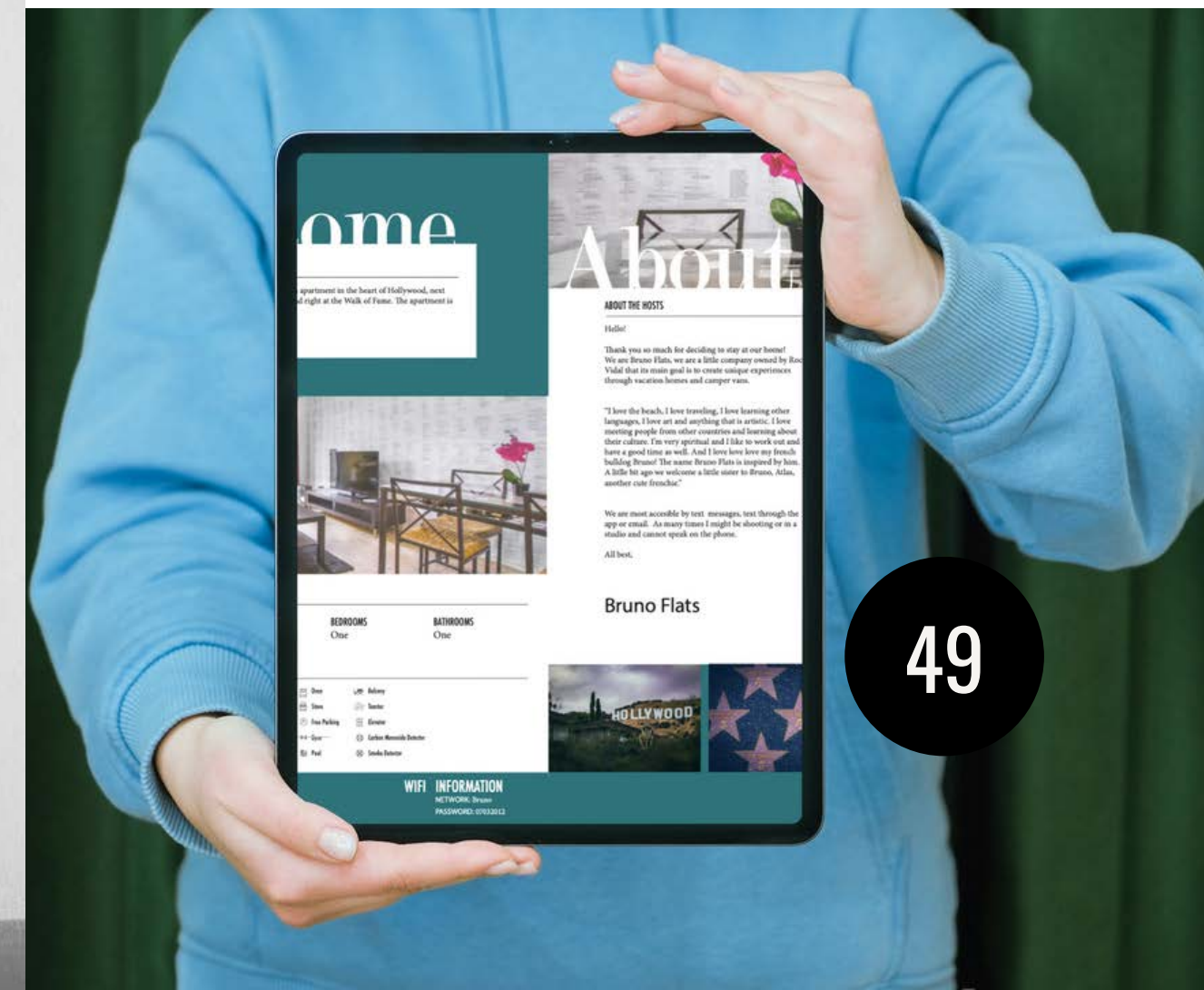
LOCATION	# OF GUESTS	BEDROOMS	BATHROOMS
Los Angeles, CA	Four	One	One

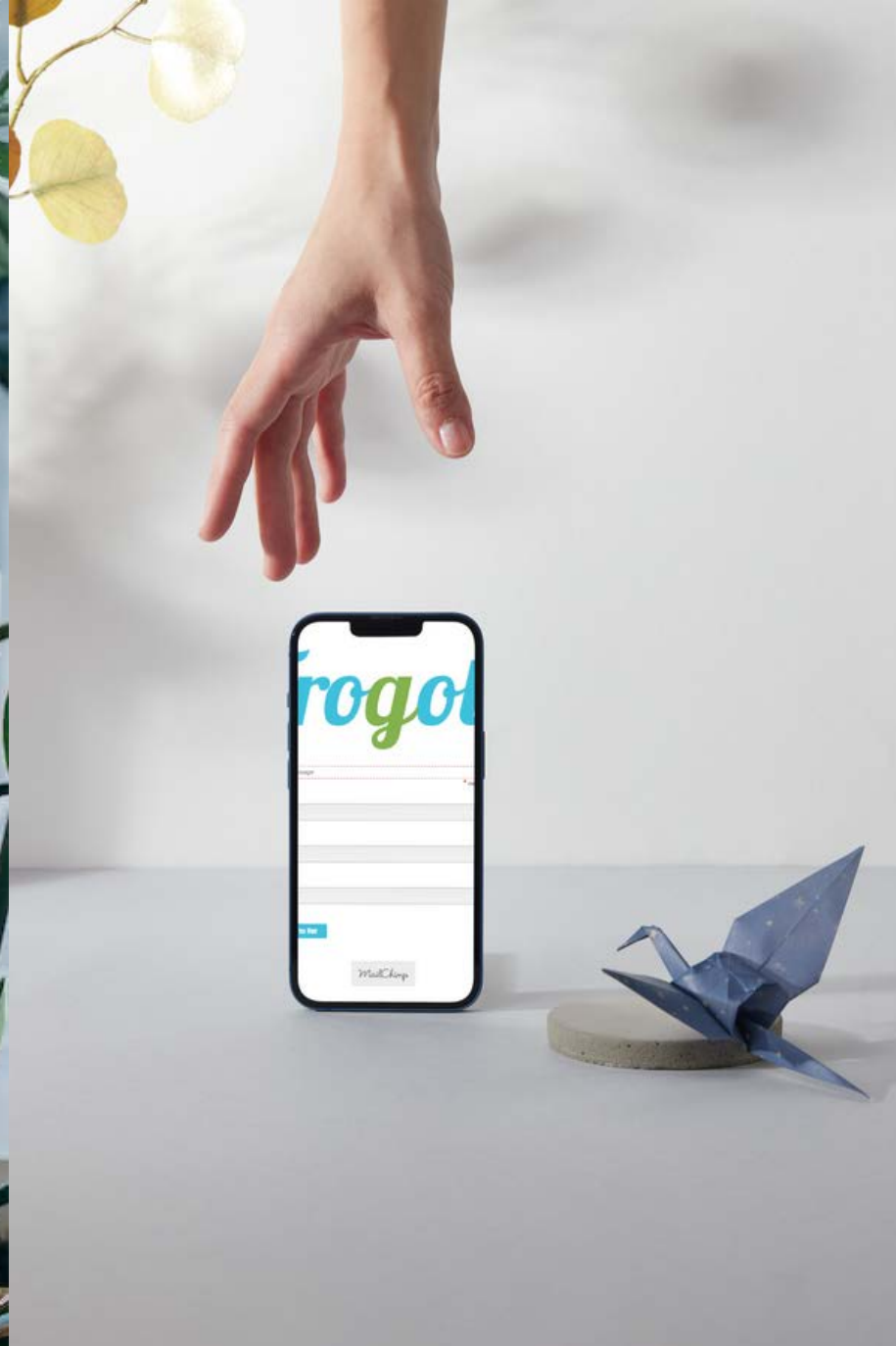
AMENITIES

- Essentials
- Kitchenware
- Air Conditioning
- Heating
- Hair Dryer
- Hangers
- Iron
- Washer
- Dryer
- Hot Water
- TV
- Teapot
- Shampoo
- Bed Linens
- Extra Pillows
- WiFi
- Ethernet Connection
- Laptop friendly workspace
- Microwave
- Coffee Maker
- Refrigerator
- Dishwasher
- Dishes and Silverware
- Cooking Basics
- Oven
- Stove
- Free Parking
- Gym
- Pool
- Balcony
- Toaster
- Elevator
- Carbon Monoxide Detector
- Smoke Detector

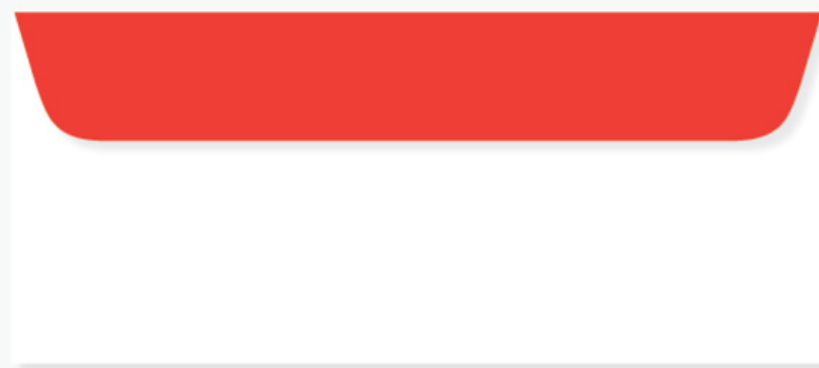
WIFI INFORMATION
NETWORK: Bruno
PASSWORD: 07032012

Graphic Design: Branding (2015)





Graphic Design: Branding (2012)



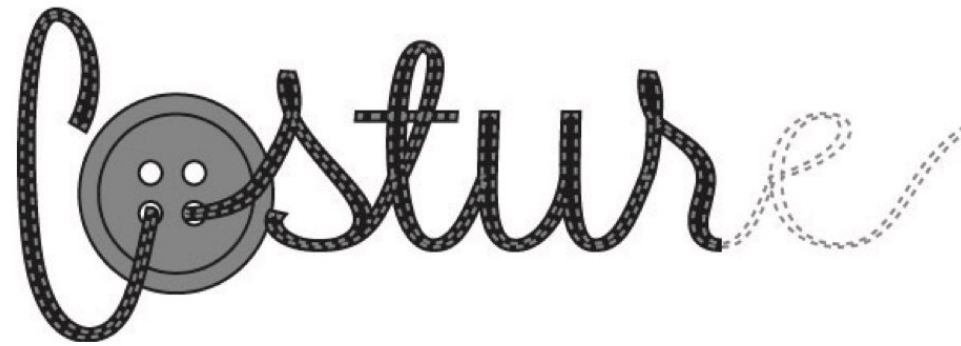
Graphic Design: Branding (2012)



Graphic Design: Branding + Logos
(2010)



Graphic Design: Logos



Graphic Design: Infographics (2015)

#IpsosIRL IPSOS IN REAL LIFE

IPSOS PROVIDES:



BE CONSIDERATE FIRST AT THE MOMENT OF CHOICE 1

Awareness and consideration as such are not enough: **you need to be considered first at the moment of choice** in order to grow your brand.

BUILD STRONG + POSITIVE MENTAL NETWORKS 2

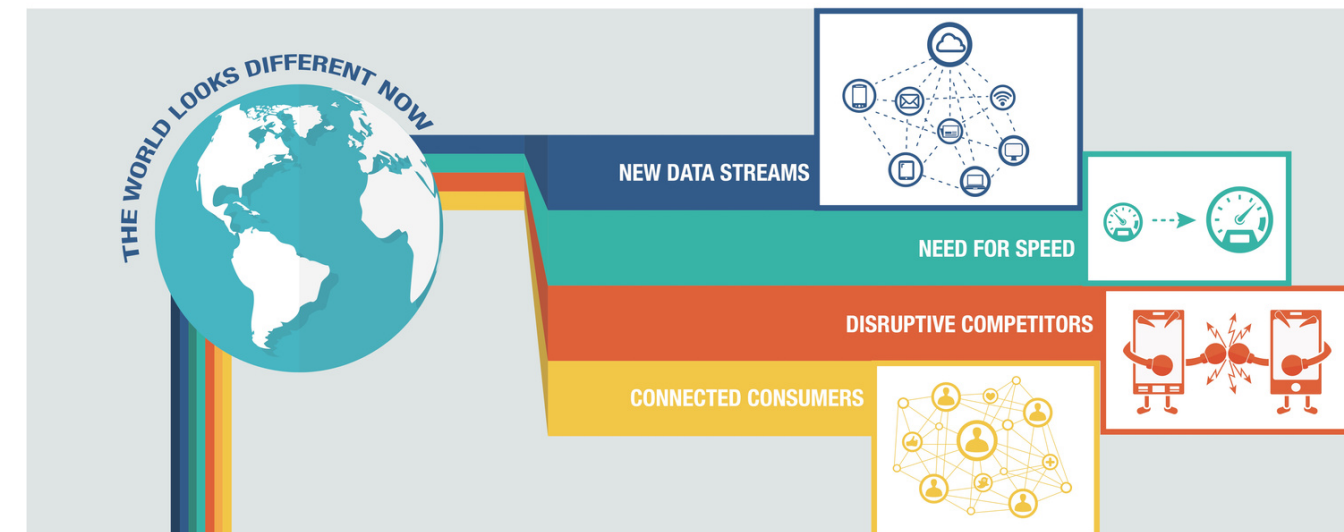
You need to **build strong, positive mental networks** for your brand, so people can easily retrieve your brand when selecting brands. These networks include, but are not limited to, feelings, slogans, icons, celebrities, music, and colors associated with the brand. Having strong brand assets creates a real advantage!

NEEDS, ASPIRATIONS + OCCASIONS THAT ARE KEY FOR THE CATEGORY 3

The mental networks must include the **needs, aspirations and occasions that are key for the category**, which makes the brand relevant to the consumer.



IPSOS WILL GUIDE YOU THROUGH A PHASED APPROACH

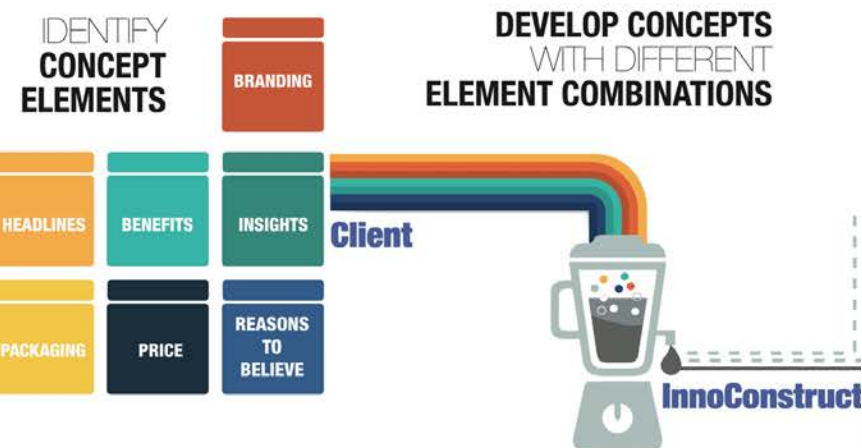
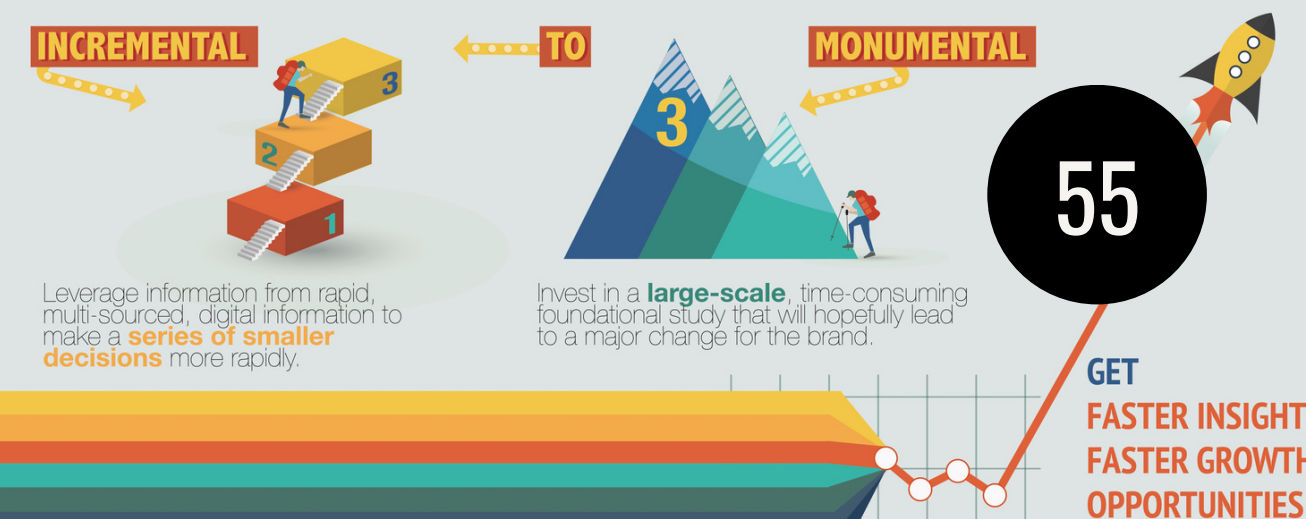


MARKETERS NEED TO MAKE FAST DECISIONS BASED ON DEEP CONSUMER INSIGHTS:



MOVE FROM MONUMENTAL DECISIONS TO INCREMENTAL DECISIONS

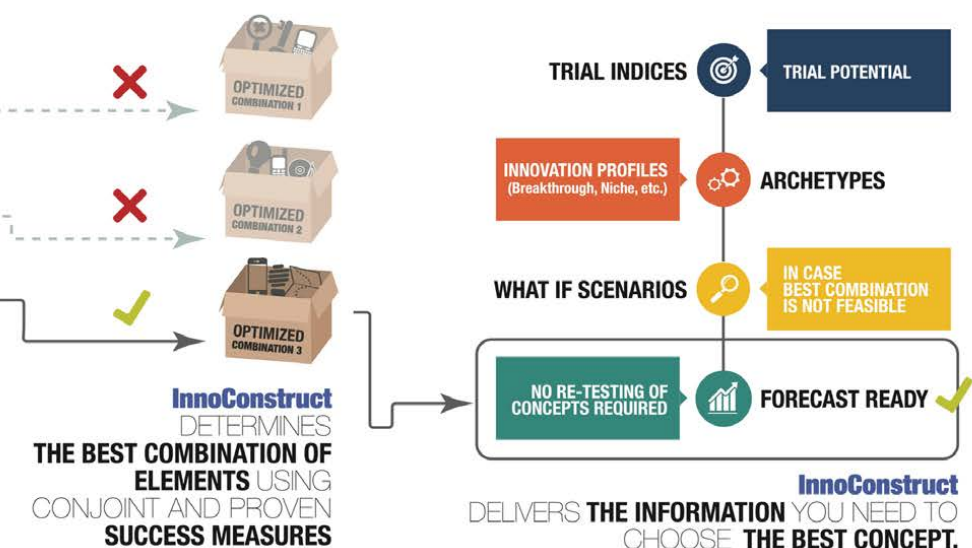
so **your brand** can remain more relevant and stay ahead of the competition



You've narrowed down the best **INSIGHTS, BENEFITS, AND REASONS TO BELIEVE** to include in your concept.

What you need to know is which **COMBINATION OF THESE ELEMENTS** will yield the greatest consumer appeal – without relying on methods that favor close-in ideas.

IPSOS' InnoConstruct TOOL finds the best combination of elements for a concept including **HEADLINES, INSIGHTS, REASONS TO BELIEVE, PRICE, BENEFITS, BRANDING, and PACKAGING** – and it's forecast ready without having to re-test winning concepts.



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