



LorenaCantó

PORTFOLIO

2021



Lorena Cantó Woltèche

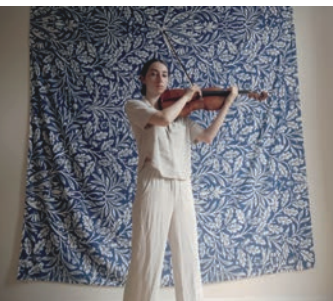
Graphic designer and classical violist

I'm a Spanish graphic designer and violist based in London since 2013. My whole life I have trained in the field of classical music, pushing me to leave home to study at the Yehudi Menuhin School and the Guildhall School of Music & Drama where I graduated in 2020.

It was my deep interest in the language of music that woke an early interest in graphic design, the language of visual communication. Today, besides keeping an active performing career as part of the Jubilee String Quartet and duo Fabuale, I help musicians find a visual voice by creating their branding and promotional materials using photography and illustration.

Banksy style urban photo montage depicting my two artistic sides: My passion for graphic design and love for music.

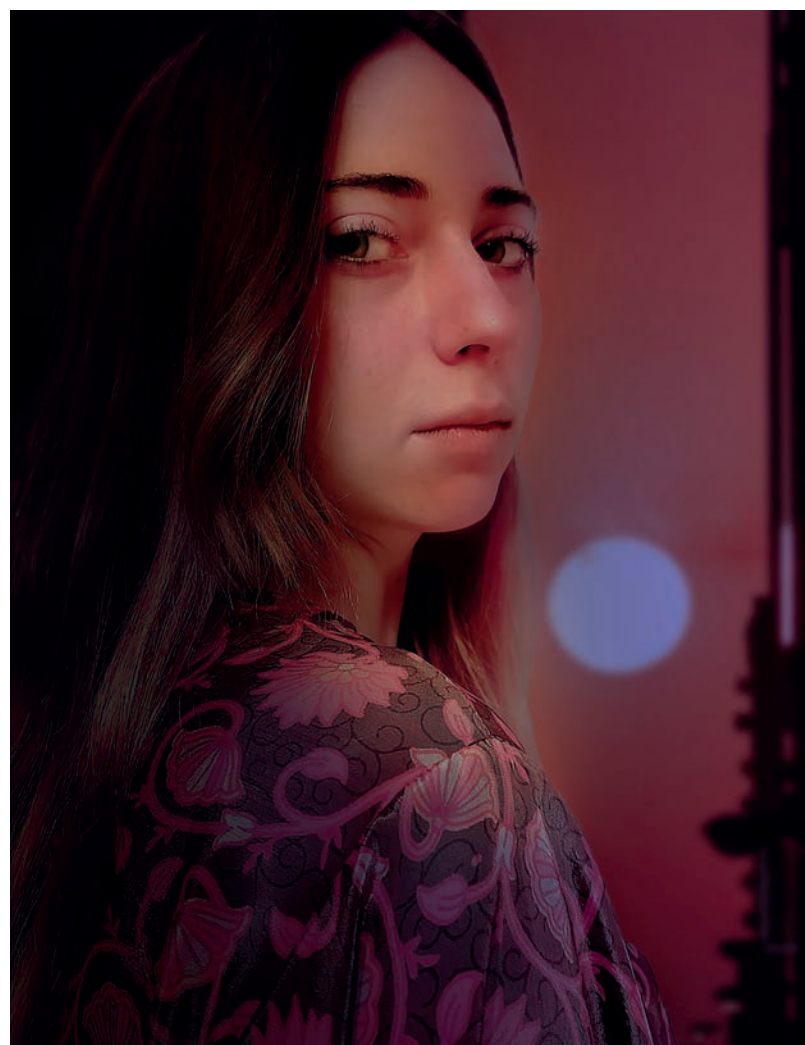
A bold portrait inspired by the epressive textures of an old street wall. The high contrast of the human figure seems to make it come out of the background creating drama.



Urban self-portrait

*Photo composition, Photoshop
Personal Project*

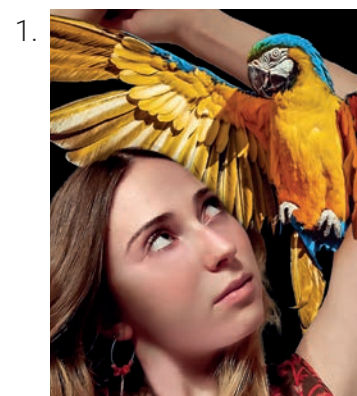




The subject is placed over a retro oriental cityscape. Although all the attention is brought to her left eye by lighting the left side of the face brighter than the sun, the off centre dot in the sky brings harmony and balance to the image. To emphasize the subject further, the image is constituted by a simple pink gradient palette for the light and black for the shadows, making this a contrasting and mysterious looking portrait.

Asian Sunset

*Photo composition, Photoshop
Private Comission, 2021*



1. With its extended golden wings **the parrot** is a divine looking creature that places us in the tropics and symbolises either purity trying to put the subject off temptation, or Aphrodite's messenger.

2. The bright **apple** was added to reffer to christianity where it symbolises temptation or Ancient Greece where it represents Aphrodite's sacred fruit. These two different versions allow the viewer to make their own interpretations.



This modern baroque portrait explores the symbolism behind the compositional techniques of the period. Either seen as a representation of Eve in the Garden of Eden or the greek goddess Aphrodite, the subject is directly lit and placed over a black background imitating the chiaroscuro technique. The dynamic of the composition is created by juxtaposing all the elements in a manner that an illusion of

Revival

*Photo composition, Photoshop
Private Comission, 2021*

movement is created. The subject's hair is tilting to one side, the parrot's wings extended in the air and the apple hovering over the hand.



Breathing Lungs is an exploration of symmetry in a scanned pencil drawing, cleaned and mirrored on Photoshop.

To achieve this elegant and calm design mockup, I experimented blending the drawing on the cream wall by using the difference (dark) and divide (light) blending modes.

Breathing Lungs

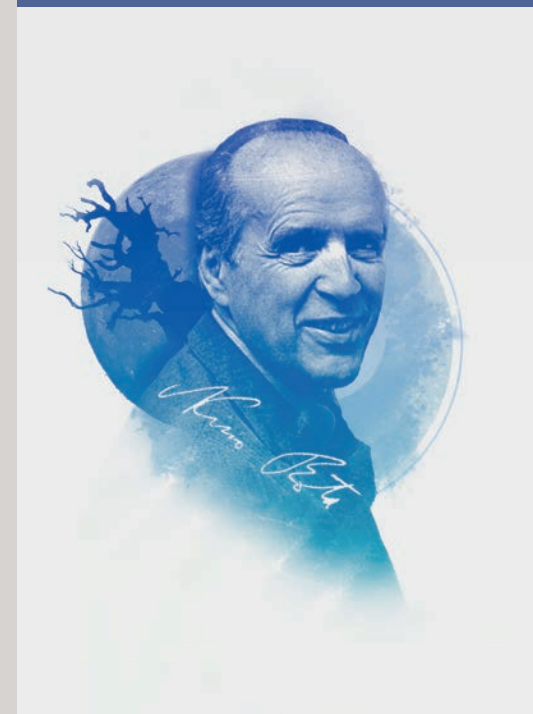
*Pencil drawing composition, Photoshop
Personal Project, 2021*



Nino Rota

*Mixed composition, Photoshop
Thumbnail package,
Sands Films Studio, London 2021*

A selection of thumbnails were created to advertise a concert for the Sands Films Studio. In this design, rectangular elements of different sizes, textures and opacities have been rearranged to create an illusion of volume, making this a modern and dynamic composition.



*Picture composition,
Photoshop
Sands Films Studio,
2021*

Duo Fabuale was looking for an digital collage of composer Nino Rota that visually represented the melancholy, nostalgia and modesty, often evoked by his music. Using the blue gradient pallette and the moon as a metaphor of night, the left hand side of the image represents one's imagination. On the right hand side of the portrait, three circles make the shape of a CD representing the real and physical side of music.



Portfolio

Layout design, Indesign
Jubilee String Quartet, 2020

A modern and dynamic twelve page digital PDF portfolio was designed to be updated and refreshed when necessary. Its goal is to be informative but also help people get to know more about the four individuals that make the quartet. This design is created using a simple two-column grid (1.) although in some exceptions the structure is broken to invite the reader to browse through the page with greater freedom (2.).

Duo Fabulae's motto is "we tell stories through music", therefore, with every image the brand needs to convey a strong sence of narrative. The brand uses black and white as primary colours to create tension and the illusion of the stage lighting. The hands, being the only expressive elements in the image have been coloured as a metaphore of music coming to life.

Musical Hands

Photo composition,
Photoshop
Facebook Cover,
Duo Fabulae, 2021

Recital

Photo composition,
Photoshop
Concert Poster,
Duo Fabulae, 2021

The duo Fabulae brand being modern and expressive wouldn't be the same without the sharp edges of the Acumin Typeface. The sence of space in the design is created by a clear hierarchy in size and weight of the text, and a wider spacing between the lettres.

