



HI, I AM CAMERON RAFFERTY.

I am an energetic digital media graphic designer with an eye for detail in producing modern digital concepts. Ranging from responsive websites, photography editing, motion graphic videos and other various types of media related concepts.

My passion in creating digital related concepts is too simply have fun with what you are trying to achieve. Whether it be producing an info graphic piece such as an after effects animation clip or a fresh unique modern responsive website.

A quote i live by when it comes too starting from scratch on all my ideas is by Neville Brody, a graphic designer who once said "Digital design is like painting, except the paint never dries". Enforcing how important it is too stay upto date on creating distinctive powerful pieces.

camsdigitalmedia.com

Contact Number:
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SCHOOL WORK

University: Final year group assessment; Design a motion graphics video, a 2d platform running game & an information Report about Volcanos

Project Title: Report on different volcano activities and how they operate. Deliver a factual animation clip, a pdf report consisting of statistics & facts, and a functioning 2d game that involves volcanos as the primary focus.

Responsibilities

- Ensuring from the moment this assessment started my three teammates and I were on the same page.
- Assist my teammates with their responsibilities when required.
- Researching the current modern market of running 2d platform games.
- Collected statistics on the number of different types of volcanoes about their origin information and how they operate.
- Worked with one teammate on designing a protagonist the animation clip and game would involve.
- Design the video game called Maze Runner using Adobe Illustrator for the graphics and Unity for the game setup.

Skills Gained:

- Design a functioning video game, animation clip and a pdf report.
- Designed graphics in Adobe Illustrator & Adobe Photoshop.
- Assisted in using Adobe Indesign for the analytics report.
- Produced an infographic animation video using Adobe After Effects.

Results Obtained

- Received a (credit) mark of 67%
- Swinburne University of Technology| March 2014*October 2015

COLES: Solving Problems with my team members that arise during a transaction.

Responsibilities:

- Customer service team member – Assisting in providing efficient transaction experiences with customers trying to obtain products they require.
- Delivery store man – Ensuring safe OHS practices were followed when receiving the morning stock from the delivery trucks and unloading the contents of each pallet to a specific location.
- Assisting in training new team members too work in customer service.
- Solving problems that arrive with customer enquiries about products they have purchased.

Achievements

- Received the 5 year 'service' badge for being a helpful assistant within the store.
- Achieved in earning the responsibility to sell cigarettes.

COLES| July 2009 - Current

SKILLS LEISURE



UX / UI Design



Responsive Web



Photography



Graphic Design

Photoshop ★★★★★

★★★★★ HTML

Illustrator ★★★★★

★★★★★ CSS

After Effects ★★★★★

★★★★★ Microsoft Office

Communication ★★★★★

Hobbies



Listening to music



Staying upto date on digital media trends.



Sport Events



Researching modern websites & animations.

Referees

Title: Marty Murtagh
Position: Store Manager
Employer: COLES
Phone Number: 0410 - 468 142

Title: Rozana Jovceska
Position: Manager
Employer: COLES
Phone Number: 0403 - 007 767



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WEB DESIGN



Clean



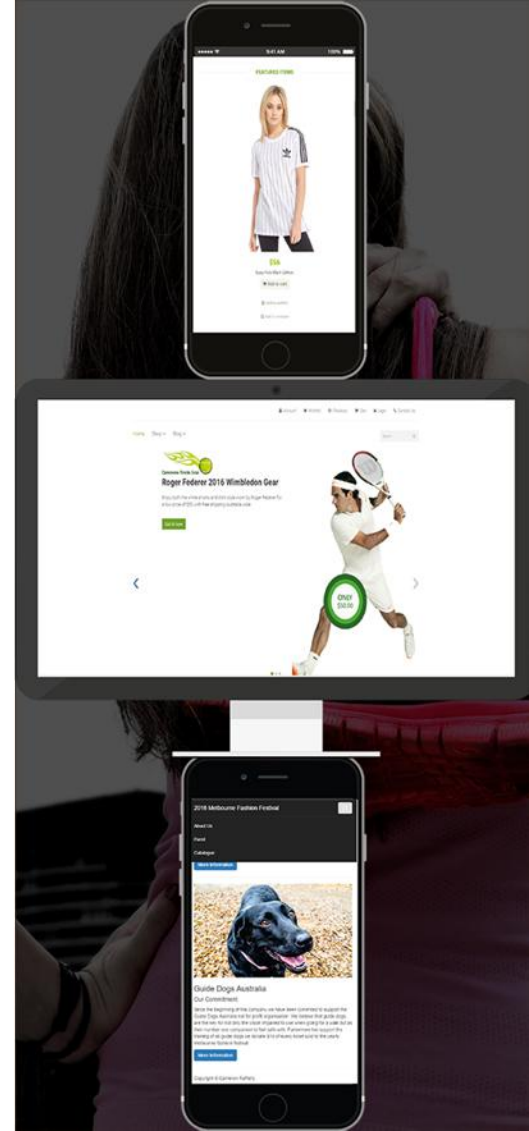
Responsive

Web Design Skills:

Towards the start of my university degree, I was introduced to the world wide web HTML & CSS markup languages. After learning about the basic scripting tags and their specific functions, we were asked to research some modern websites that had adopted a 'responsive' approach to their design. Where the website appears different and clear on different devices ranging from mobile phones to desktops.

For my final year in my web design course, i was asked to use the Wordpress design system to produce a website about a current issue within Australia. After learning about the basic techniques in Wordpress, we were taught how to implement social media networks into our websites, consisting of Instagram, Facebook, Twitter & Google Plus. Other types of network tools I learnt how to implement within Wordpress are Mailchimp, Google Analytics & Google Maps API Keys. Mailchimp was used to allow the user too sign up for a weekly pdf report on the issue that would be emailed to them via their provided sign up email address. Google Analytics was implemented too see different statistics on the website for what sections were popular among users. Google Maps API keys was used to experiment in personalising the contact section of the website via editing the google maps feel and theme from the standard google maps design. A/B Testing was also carried out on this website where the administrator is able too find out what types of layouts on different website pages will get more hits then the other. Hence finding out layout is very popular.

Summary of different languages I have coded in:
HTML, CSS, Javascript.
Twitter's Responsive framework: Bootstrap.





CAMERON RAFFERTY
DIGITAL MEDIA DESIGNER

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PHOTOGRAPHY



Shutter Speed



Aperture

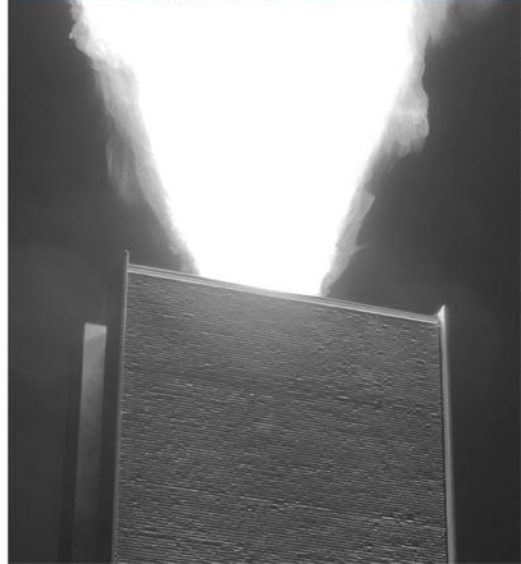
Photography & Editing Skills:

During my first year in my bachelor of design course, I learnt the basic principles of photography. This was taught via hands on exercises and theory in labs on photography techniques. Throughout my lessons we were taught the difference between 'shutter speed' photography & 'aperture' photography.

Aperture photography - This terminology is known as the photographer deciding on if their picture is going to have either wide open or small aperture. Where if a wide open aperture is the primary focus the picture will be brighter with a 'shallow depth of field' and contain a low 'f stop' number like F/3.5 or 5.6

Shutter speed photography - This photography style was put into practice in my course when I wanted to focus my photography on blurring, or no blur. If I decided I wanted to take pictures of an object With a high blur amount background, this would be achieved via focusing on a specific point of an image then adjusting the shutter to a low speed allowing a brighter picture with more blur consisting of a fraction like 1/60 or 1/80.

After learning the basic operations of cameras, I was introduced to Adobes photo editing software Photoshop. After a few weeks of learning the basic skills consisting of the editing terms 'masking, hue / saturation, levels & curves' From completing exercises requiring specific goals to be achieved within Photoshop, I was able to start experimenting and learning from a wide range of sources different techniques in manipulating images and producing pieces of ideas from scratch.





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GRAPHIC DESIGN



Precision Detail



Appealing Ideas

Graphic Design Skills:

From day 1 of my digital media design course, I was introduced to a range of Adobe programs. Ranging from Illustrator, Photoshop, Indesign & After Effects. After a couple of months of learning the basic tools and techniques in these programs. I was able too produce multiple info graphic animation clips and other types of videos consisting of both 2d & 3d camera techniques in After Effects.

For exercises that required backgrounds, objects and characters to be designed, I was able to use Adobe Illustrator too produce all the graphics then export the completed design into Photoshop to enhance the visuals. For my final year game that I had to design, I was able to use Illustrator too produce each individual graphic consisting of all the different levels and factual scenes. During my spare time I enjoy boosting my knowledge on Illustrator, Photoshop & After Effects. I have been able to enhance my design skills in these programs by researching different techniques and tricks.

Adobe Illustrator Skills:

- Producing website layouts.
- Designing backgrounds, characters & objects.
- Pen tool for specific design requirements.

After Effects Skills:

- Creating 2d animation clips.
- Producing 3d animation videos.
- Using the 3d Camera and null object efficiently.
- Typography animation clips.

