

VITOR AGUIAR
CONCEPT/ART/DIRECTION

PRACTICE

#01

Vitor Hugo Aguiar comes from Porto, Portugal, and has been working for the ad industry for over 14 years, developing concepts and visual ideas for film, 3D animation and motion graphics. During his time in Germany, he has worked for internationally renowned post houses on many award winning campaigns and commercials. For the last four years he has been nhb's lead creative, heading the art department in Hamburg and cooperating with Berlin and Düsseldorf. His focus is on creative consulting, research and development, styleframing, art direction and animation direction.



#02

DESIGN THINKING

Heartfelt experience and vigorous collecting and organizing of both his inspiration and resource data enable Vitor to effectively apply his vision and creative input on projects in an outstanding way. Devoted to the pitch and usually dealing with tight deadlines to perform, he has created effective work solutions or creative content pools that optimize answers and minimize difficulties.

#03

CONCEPT DEVELOPMENT

Vitor develops visual solutions and counter proposals for each project through comprehensive, thoroughly illustrated presentations. Each task implies a case study of each product, its users, related content or previously developed market campaigns. With his extensive experience in art and communication, Vitor is known to be a pragmatic, dedicated pursuer of outstanding visual or conceptual solutions.



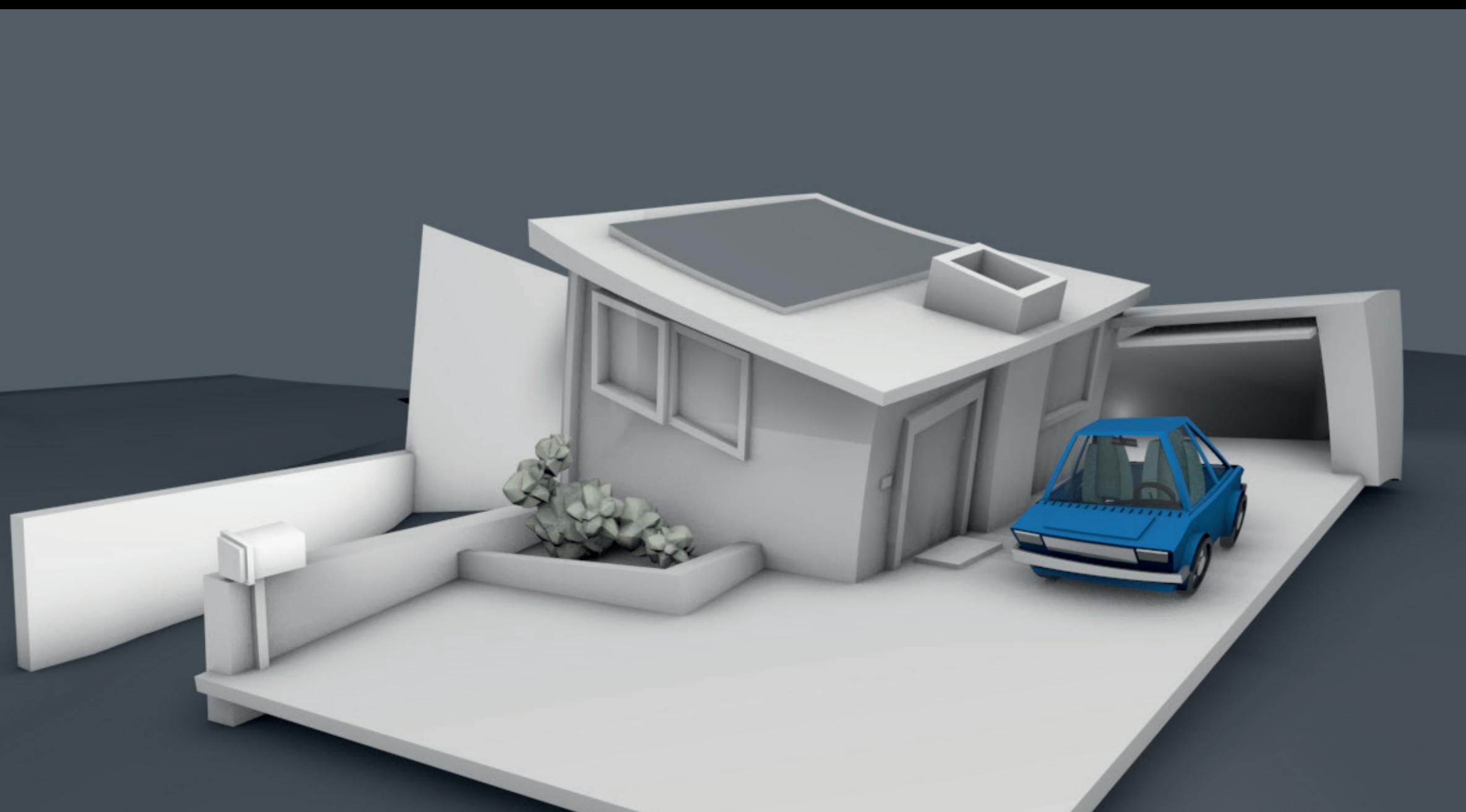


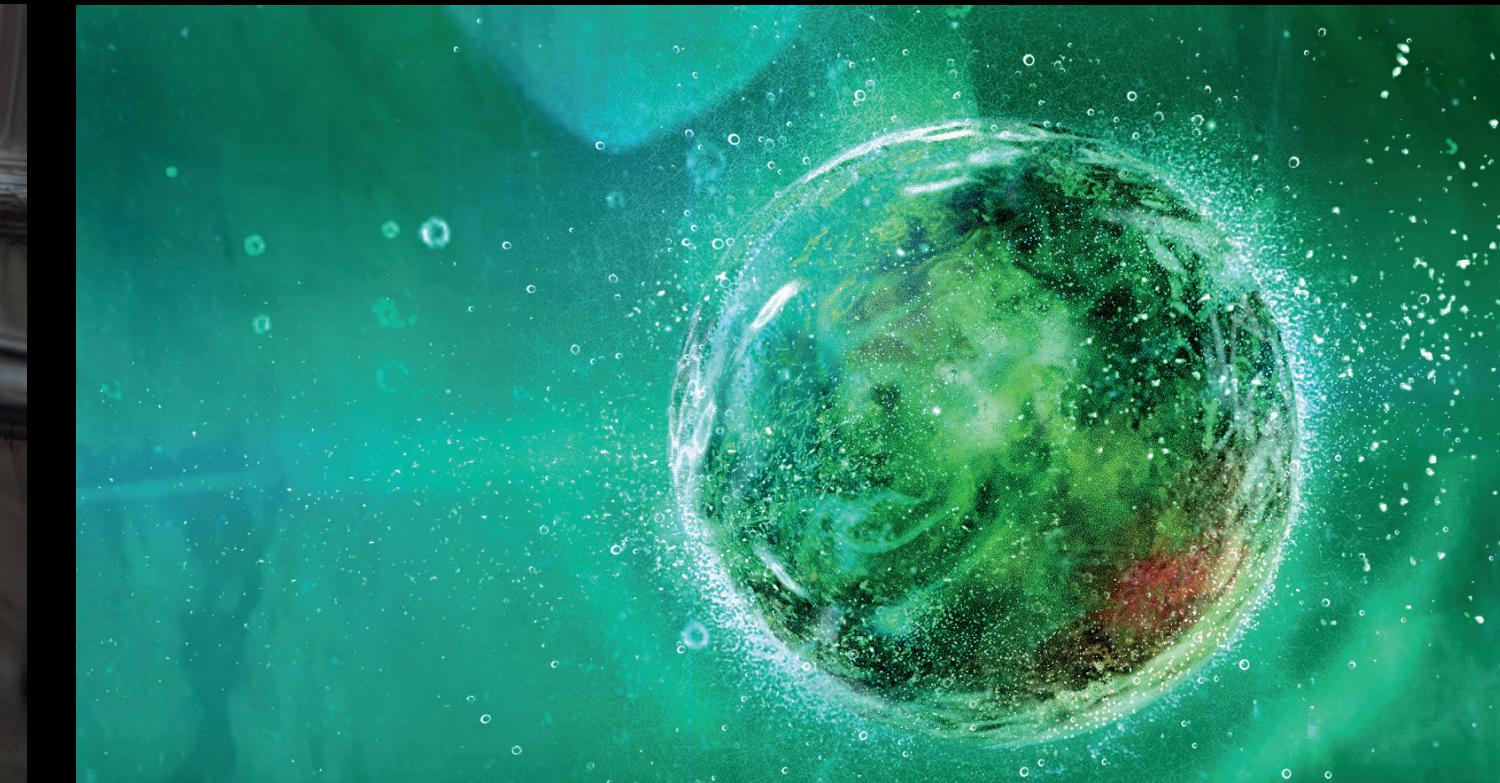
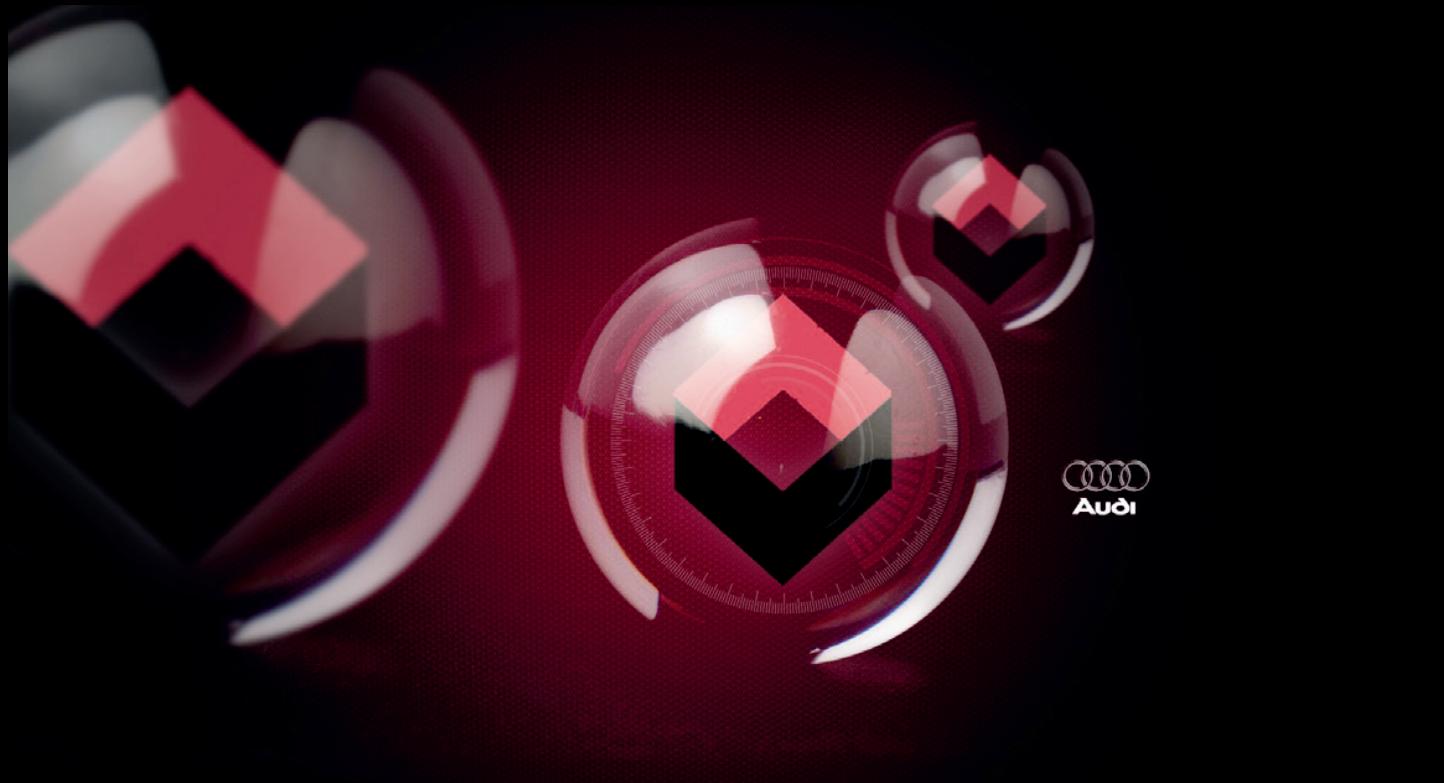
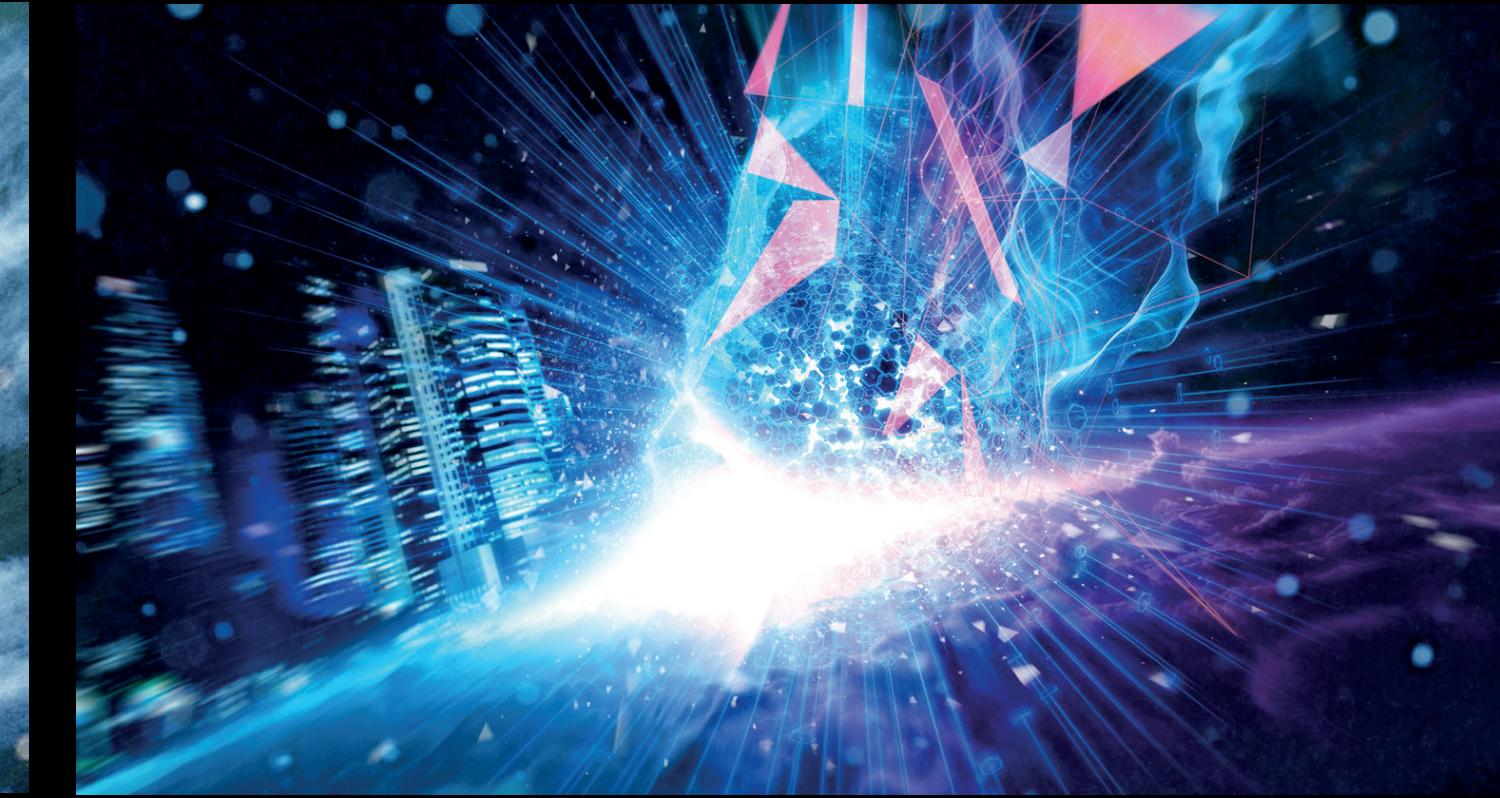
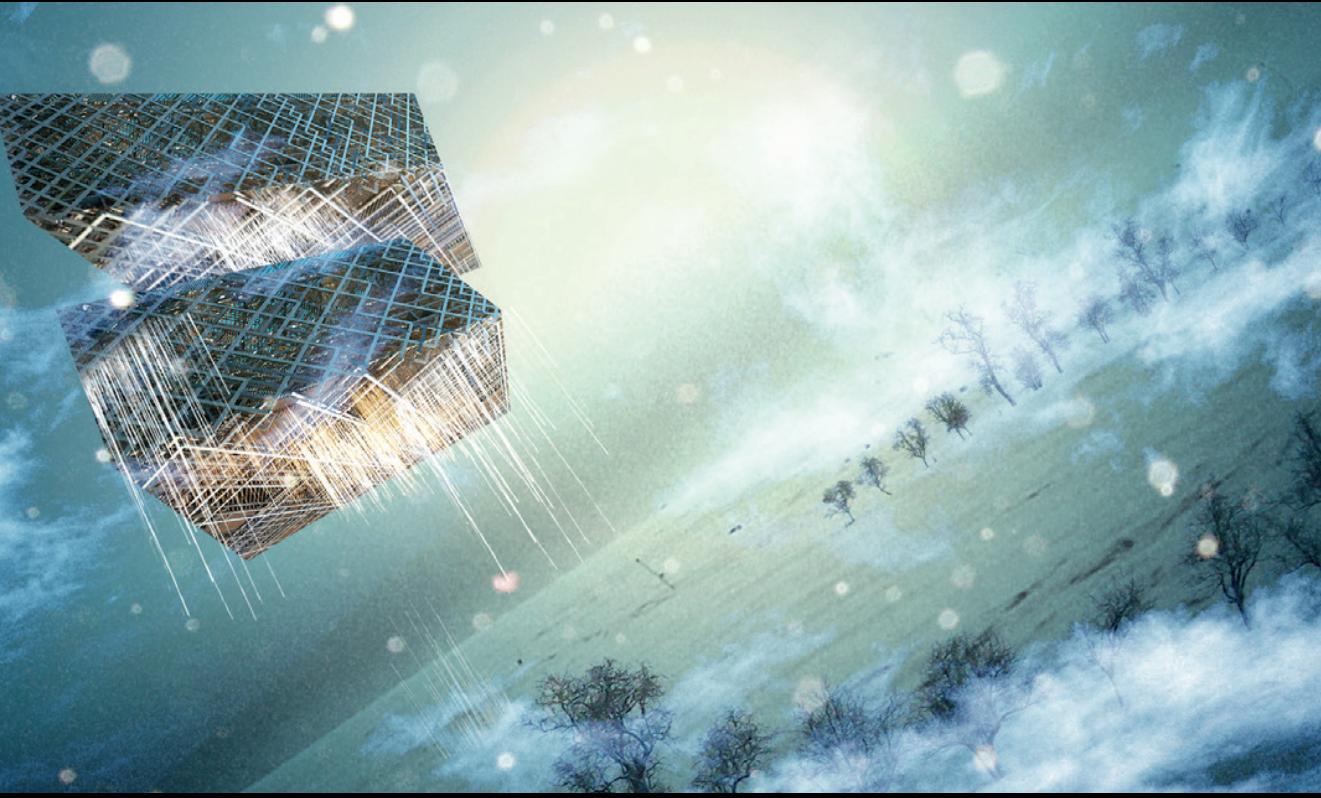
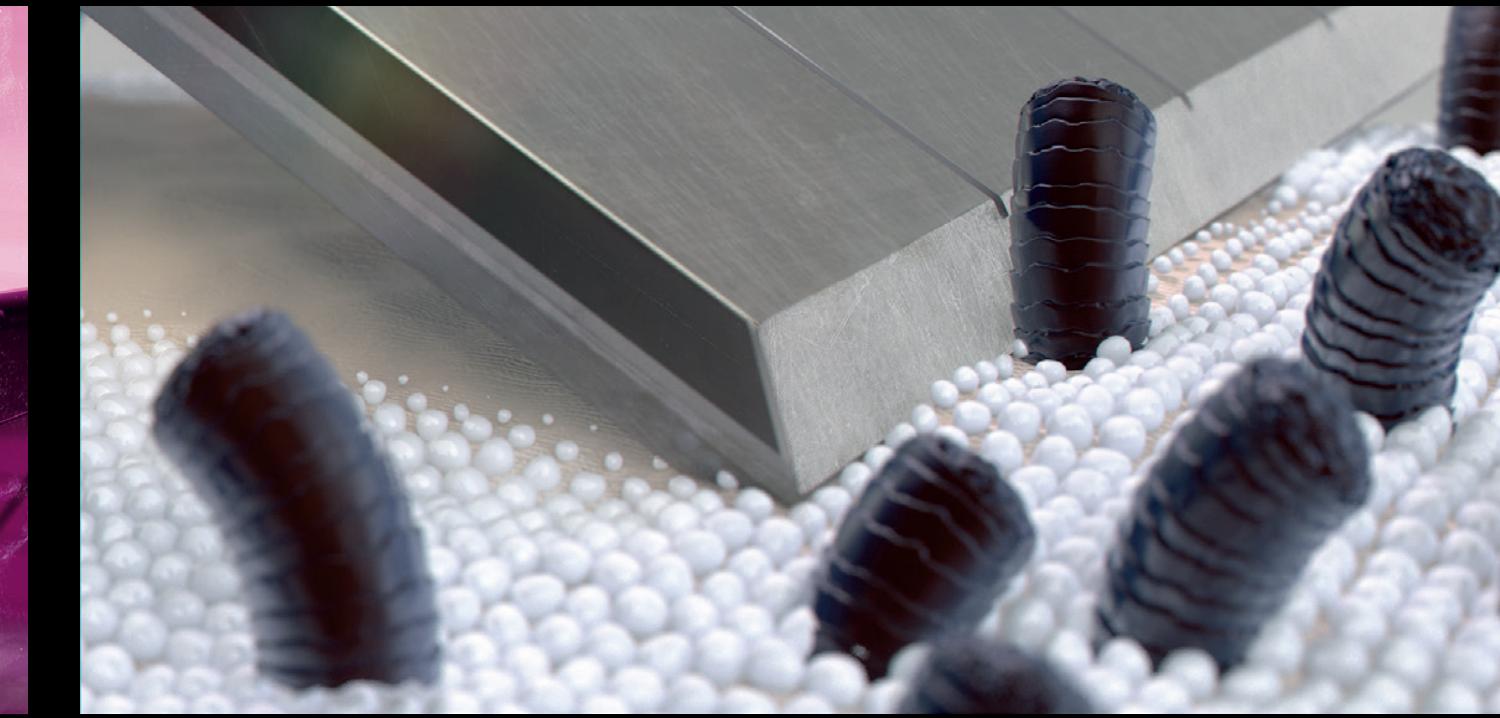
#06

STYLE FRAME

The core of Vitors strengths is his ability to envision any suggested idea and to produce it visually strong and aesthetically coherent. Most projects have rather intense preproduction, concept development stages in which each script is

depicted in a reduced number of key visual moments. These depictions, the styleframes, guide the film's production. The clearer the styleframe, the easier it is to transport an idea.







#04

MATTE PAINTING

The digital composition of a seamless visual setting (a landscape backdrop, a skyline or a planet in outer space) by a given number of assets is called matte painting. It's one of the most practical and fascinating arts in visual communication.

In order to make the visual solution work, it is essential to commit to the details. In understanding cinematography, perspective, geometry, photography and light one can achieve a seamless coherent new visual world.





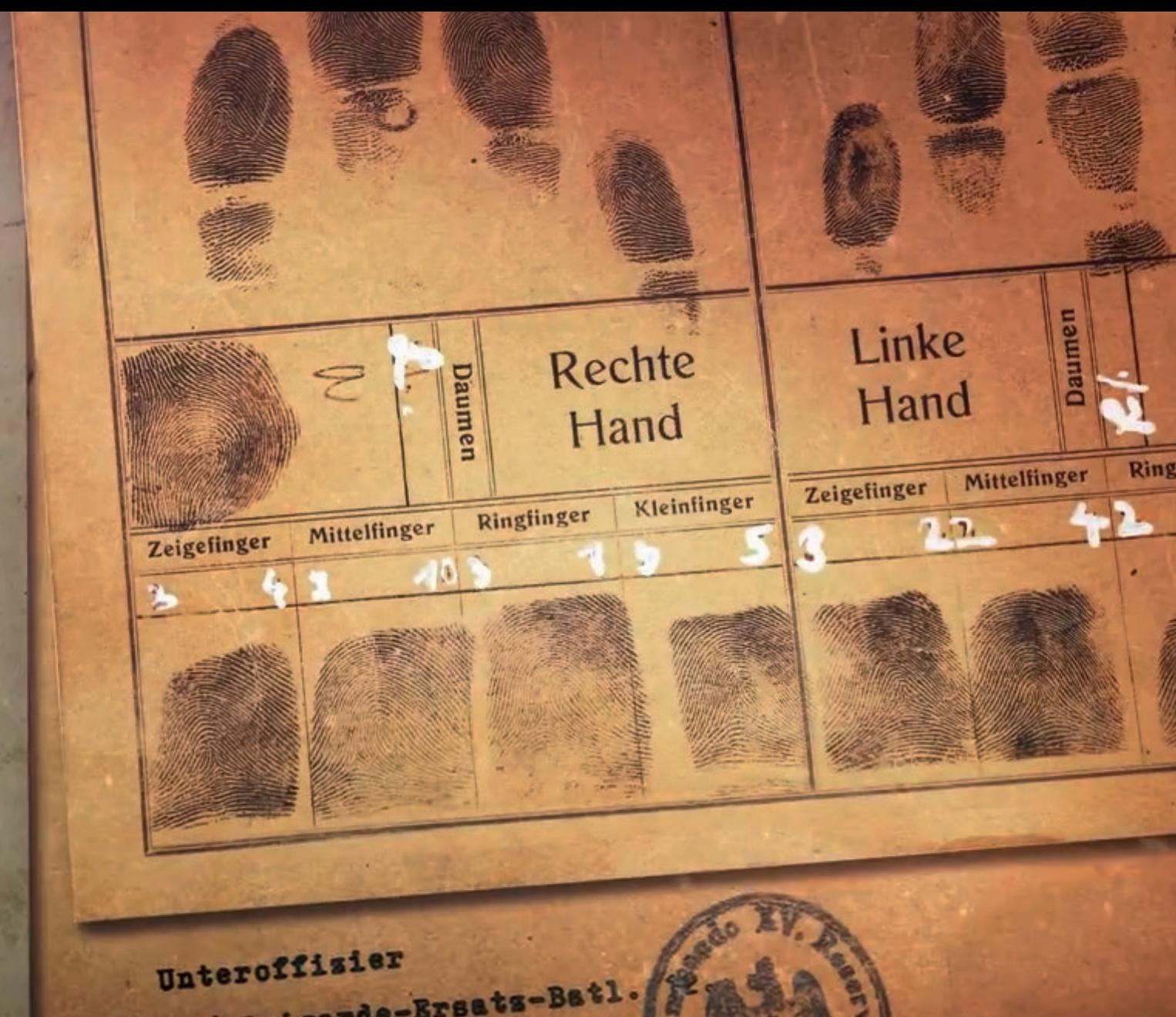
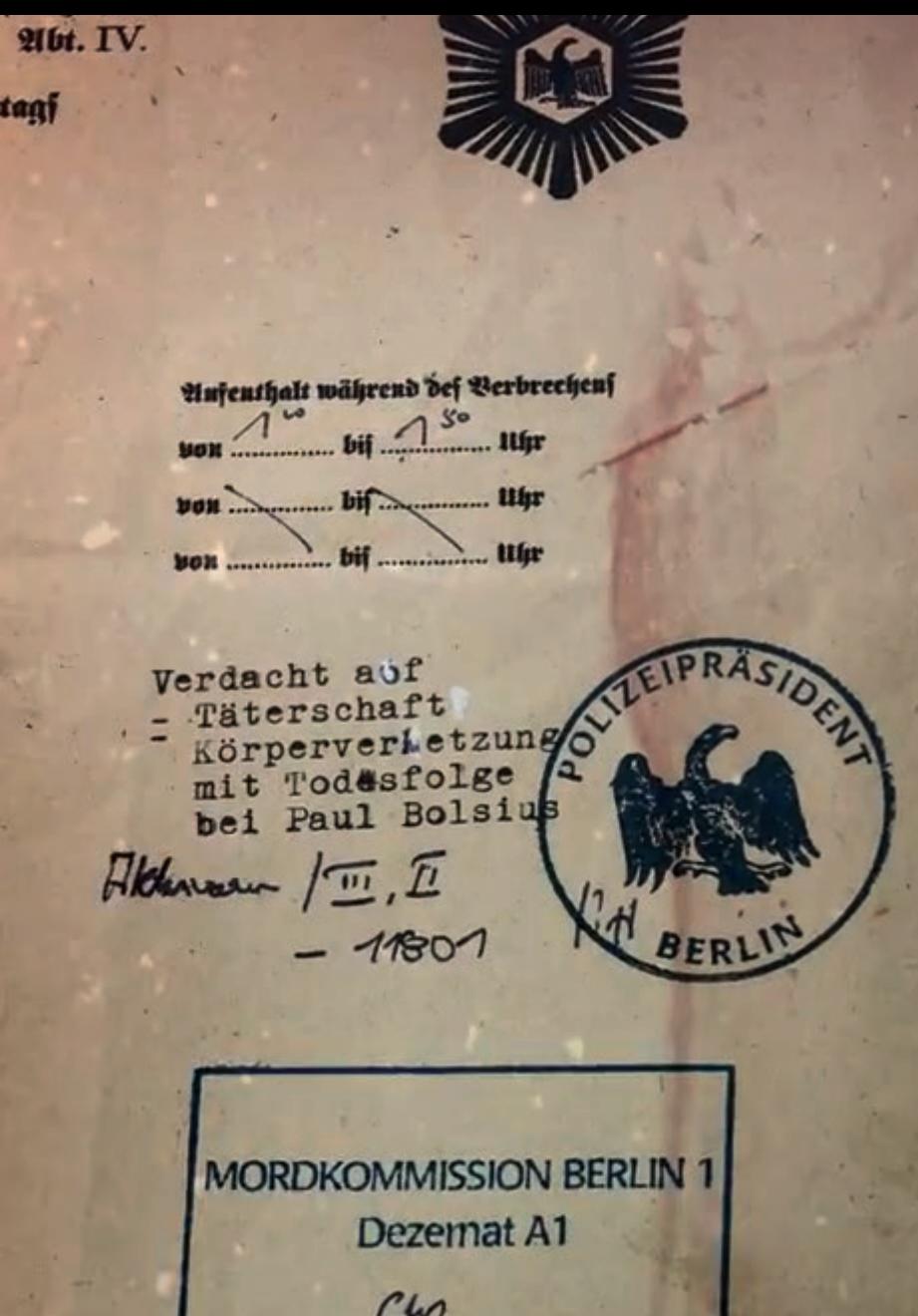
#05

TITLE DESIGN

Film title design is a term describing the craft and design of motion picture title sequences, and it has been a growing part of any motion picture. Originally a motionless piece of artwork, it slowly evolved into an artform of its own.

Being a long time passion and evergrowing fascination, Vitor has ad the opportunity to work in multiple exciting film projects and developed a wide array of aesthetics for long features, documentaries, music videos and case films.







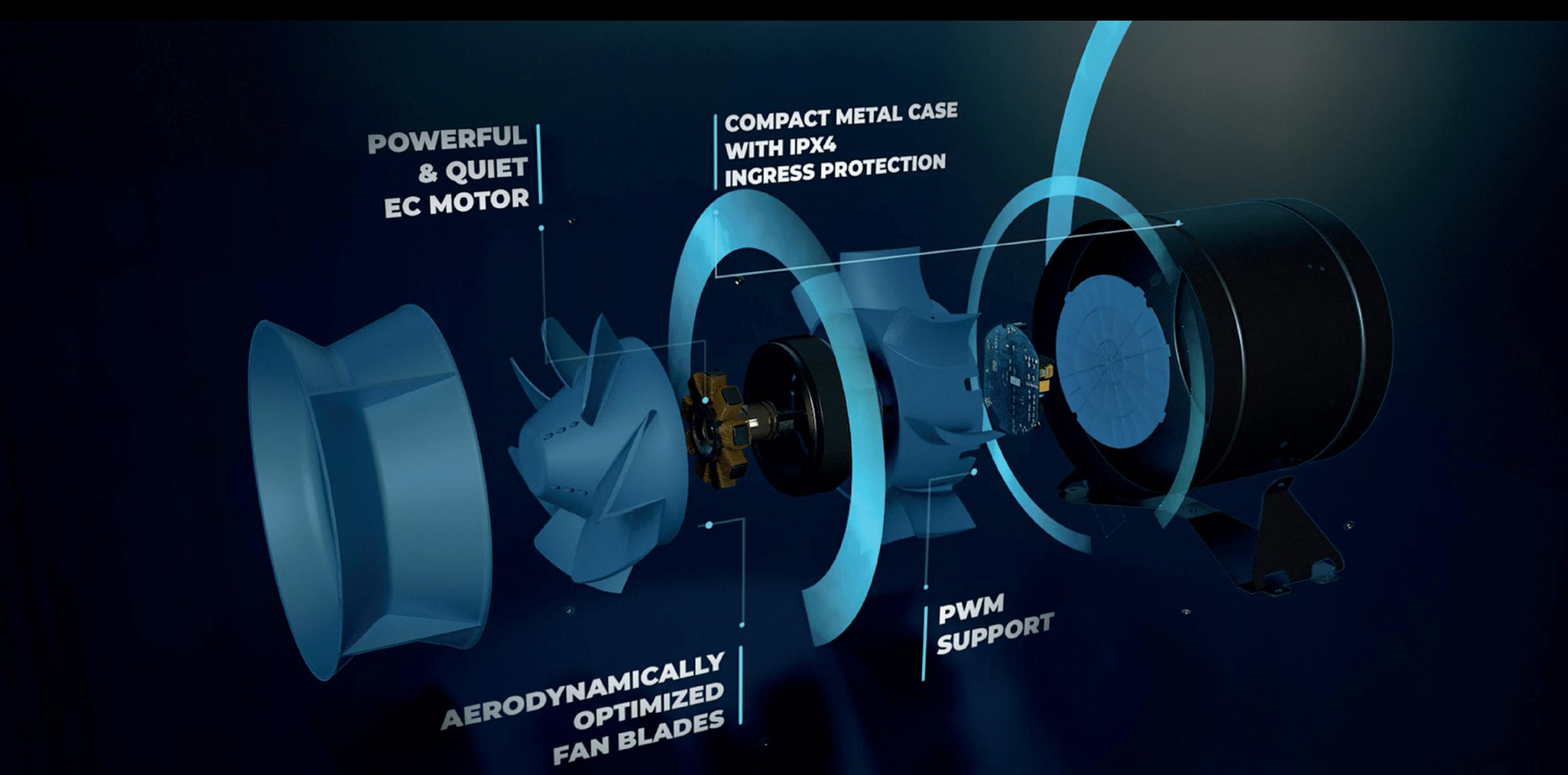


#07

UI/HUD DATA

Data visualization and information related graphics must follow a specific development process. A perceptive diagram or schematic can be crucial to bringing across the idea. User interfaces, head up displays, technical breakdowns and all

sorts of informative motion graphics are in high demand in this tech savvy fast paced world. We are always ready to push these visual communication boundaries and put them into comprehensive aesthetically pleasing graphics.





#08

DIRECTION

Working closely together with nhb's 3d department, Vitor takes part in creative decisions and production oriented tasks. He guides look decisions as well as the general motion and cinematography of each shot, always considering the interaction of the creative process and the production pipeline. This understanding often results in time and cost effective decisions.



INLINGUA BARRIERS

ART DIRECTION



MERCEDES-BENZ A-CLASS RELAUNCH

ART DIRECTION

FILMFEST HAMBURG 2011 INTRO

ANIMATION DIRECTION

DEUTSCHLAND FINDET EUCH INITIATIVE VERMISSTE KINDER

ANIMATION DIRECTION



PARK U
CROWDSOURCE PARKING

ANIMATION DIRECTION



TOM TAILOR
MACH DICH NEU

ART DIRECTION



NETMAN
TURBO BOOST

ANIMATION DIRECTION



MORDKOMMISSION BERLIN 1
FILM TITLES

ANIMATION DIRECTION



FIFA 2018 RIVAL HUG CAMPAIGN

ANIMATION DIRECTION



LAMBORGHINI AVENTADOR RELEASE PRESENTATION

ART DIRECTION



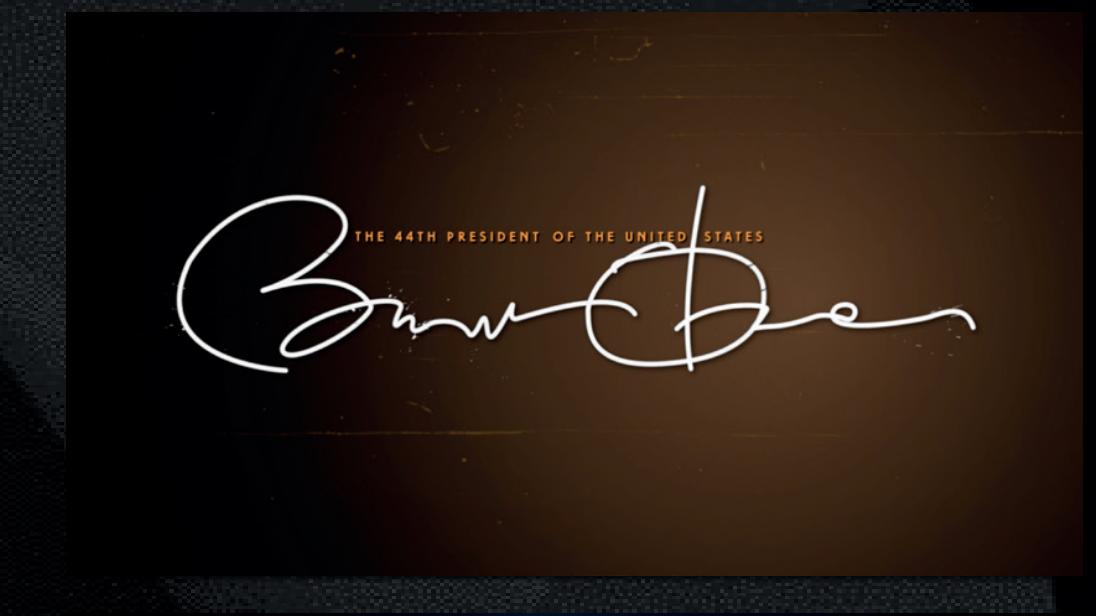
LAULU JA TANTSU PIDU - MINU ARM 2019 ESTONIAN SINGING AND DANCING PARTY TRAILER

DIRECTION



KNIT KARL PITCH KARL LAGERFELD KNITTING KIT CAMPAIGN

LEAD ARTIST



OBAMA TRIBUTE - THE GROWTH FACULTY
SHORT BIOGRAPHIC FILM

DIRECTION



TERRABLOOM CASE FILM
TECHNICAL PRESENTATION ANIMATION

ANIMATION DIRECTION



NEW FALL FESTIVAL TRAILER
2019 PROMO TRAILER

ANIMATION DIRECTION



AÏNE - DUBIST ALLES (REINTERPRETATION)
MUSIC VIDEO

ANIMATION DIRECTION

ОБЩЕВОЙСКОВОЙ
КОМАНДИРСКИЙ КОЛ
O2 N 5
ОКК-5

02 (2020) FILM TITLES

SPY THRILLER
INTRO AND END CREDITS

DIRECTION

THANK YOU

for Your attention. I hope you have enjoyed this document and find the ideas and images herein to be an inspiring showcase of skill and dedication.

I take on every challenge from a new perspective and always with great excitement and enthusiasm. Happy to work with you soon.

Vitor Aguiar - Art Director / Animation Director