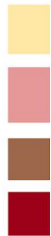
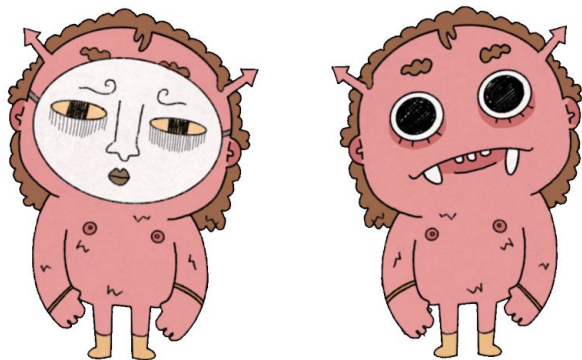


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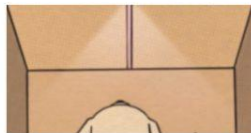
Gisela Ulloa | Illustration



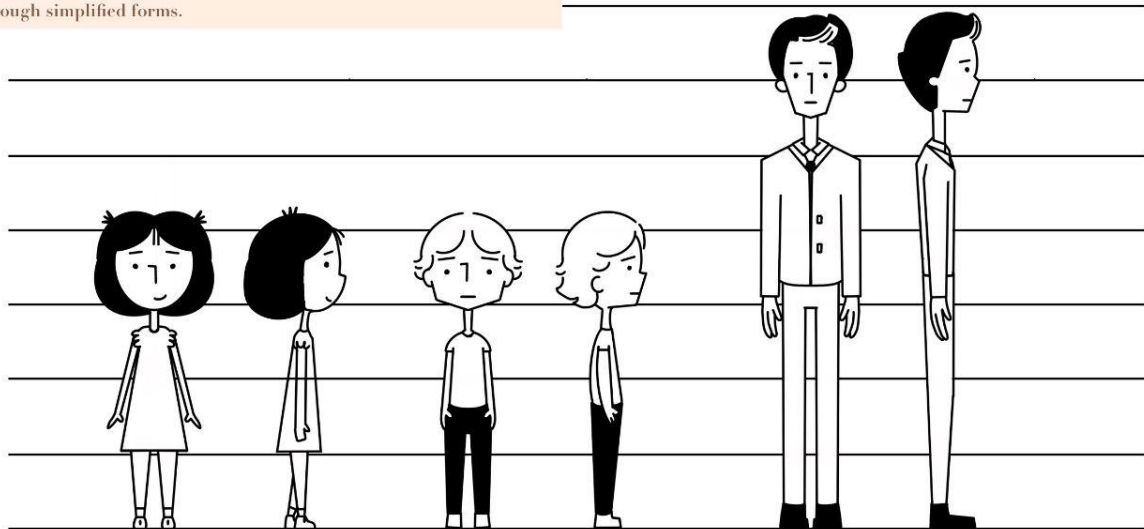
CHARACTER DESIGN



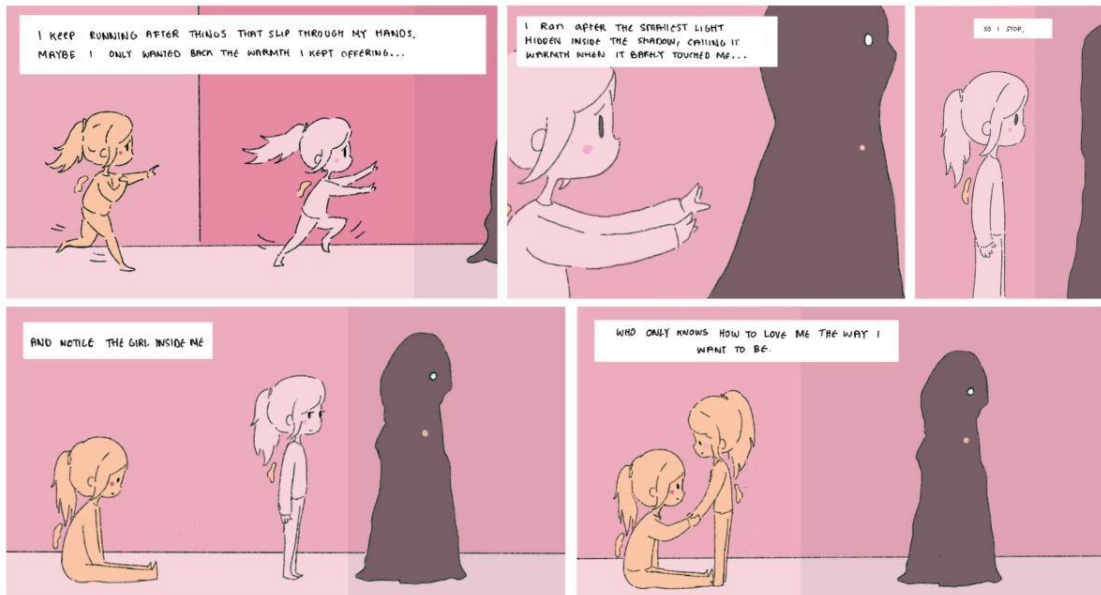
CHARACTER DESIGN



These character designs were created for my third-year animated short film, Bone, and explore character, emotion, and visual storytelling through simplified forms.



STORYBOARD DESIGN



Instagram Visual Narratives

I began sharing illustrated stories on my Instagram as a way to reflect on life lessons I have experienced and am currently navigating. The visuals are intentionally simplified, allowing emotion and meaning to remain at the forefront. This project is ongoing and will continue to evolve as I further develop its narrative depth and visual language.

Storyboard Concept - Love & Unrequited Love

This storyboard explores themes of love and unrequited love through a conceptual short film idea. The characters are depicted with fishbowl as heads, where the water symbolises their capacity to love. Differences in water levels represent emotional imbalance, vulnerability, and the act of giving more than one can receive. Although this concept was not selected as my final major film, it remains an important exploration of metaphor, emotion, and visual storytelling.

This work demonstrates my interest in narrative illustration, visual metaphor, and emotionally driven storytelling.

Title: Two in one

Scene: 1-2

Page 1.



Establishing shot - scene 1 | Introduction of city, cars and building.



Perspective - scene 1 | Inside shot of city. People walking by.



Full shot - scene 1 | Introducing random couple - they're alone.



Medium shot - scene 1 | Giving more insight of relationship here hearts.



Perspective - scene 2 | Camera changes focus.



Full shot - scene 2 | Introduction of another couple but dogs tagged.



Close up - scene 2 | Pigs are hugging, camera slowly shifts closer.



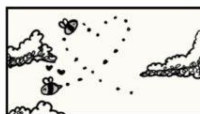
Close up - scene 2 | Close camera - personal space - intimacy.



Medium shot - scene 2 | Focus changes to trees - camera follows trees movement.



Full shot - scene 3 | The birds are following each other (Love)



Full shot - scene 3 | They form a heart, emphasizing they are alone.



Medium shot - scene 3 | The birds slowly go off screen - changing scene



Medium shot - scene 4 | Camera goes down building / main location.



Establishing shot - scene 4 | Introduction of full character.



Close up shot - scene 4 | Julia is looking at the time (waiting for date)



Close up - scene 4 | Camera goes inside the building - changing to more personal.



Extreme close up - scene 4 | Extreme close up of watch showing that Julia is waiting.



Close up shot - scene 4 | Julia looks up (redirection arrow)

LOVE WITHIN

The Art of Love, Care, and
Peace within



GISELA ULLOA

This project explores self-care and emotional awareness through gentle symbolism and soft visual language, designed for a reflective reading experience

LOVE WITHIN

The Art of Love, Care, and
Peace within



A visual affirmation book designed to help readers:

- Protect their emotional well-being
- Set healthy boundaries
- Heal from emotional wounds
- Stay grounded, confident, and self-respecting

BE CAREFUL WHAT YOU EAT
WHEN YOUR HUNGRY



A STARVING HEART WILL MISTAKE
DESIRE FOR CARE



BOOK COVER Design

LOVE
WITHIN



LOVING
YOURSELF

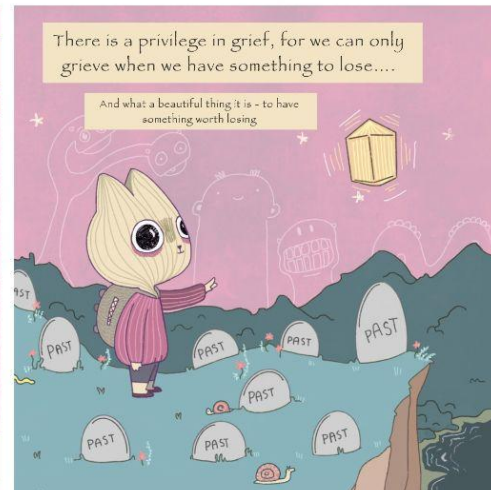
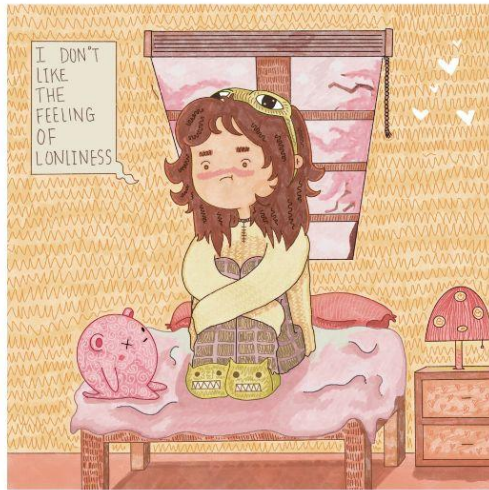
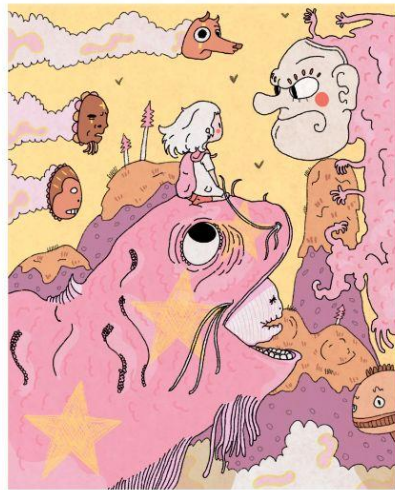
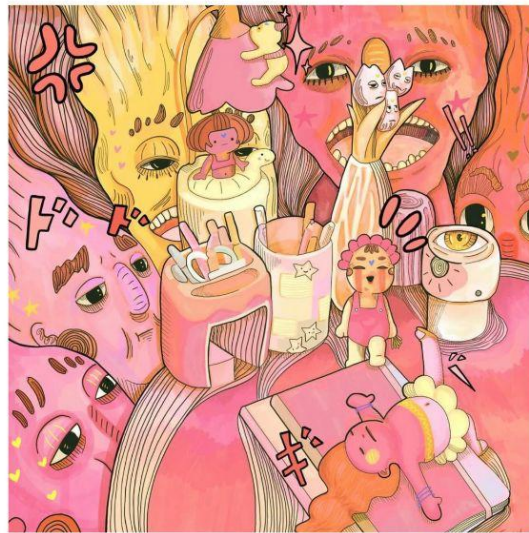


SKETCH IDEAS

INTO THE FOREST



MY WORK



There is a privilege in grief, for we can only grieve when we have something to lose....

And what a beautiful thing it is - to have something worth losing