

Chronology

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Juan Hernaz is a Gijón born and based illustrator and graphic designer. With a Fine Arts degree from Salamanca, he works with local, national and international clients — from publishing houses, banks, galleries, councils and agencies. He enjoys collaborating on

international exhibitions and projects, and firmly believe that illustration can help people to improve their day lifes. This is how he spent Jan. 28th, 2015.

7.00

My alarm sounds.

I mostly slept well through the night, only waking up twice — the second took just over half an hour to get back to sleep. Many nights I have insomnia, but this night has not been the worst.

7.04

I get up from bed and walk down the hall. I hear Darío, my four years old son, calling, half asleep, noticing that I woke up. It's too early for him yet, so I ignore him and let him continue sleeping a few more minutes.

7.08

I change into sportswear and go downstairs to the basement of my house.

We live in a three floor house on the outskirts of Gijón, the most populous city in Asturias. We're located on the Cantabrian coast, one of the most important ports in northern Spain. The area's industrial past has left a profound mark on the city and the people. While there is less industry now than fifty years ago, it has become a major tourist destination noted for its natural landscapes, its gastronomy and cider.

A bit of exercise to start the day. Although I do not practice much, I try to compensate the many hours I spend each day sitting at the computer. Five minutes for stretching, 10 minutes for exercise on the static bike.

This is also a good time to piece together a plan for the day in my mind.

7.26

Shower. Hot shower. Long and hot shower. Relax.

7.39

I turn on the computer and check emails.

I receive an email from *Quiquilimon Productions*, a small theatre company based in my city. I'm asked to make a few quick modifications to a poster I recently finished. They want to add two new supporting logos.

I quickly make the changes and send the finished piece off again before breakfast — the client replies and is satisfied with the result.

The poster itself is a very expressionist-style. It's for their new show, *La tierra de Alvargonzález*. It's a story based on the romance of Antonio Machado and the themes of jealousy, revenge and hatred between brothers who murdered their father to receive the inheritance.

7.55

My wife, Marisa, wakes up. Good Morning!

8.07

Marisa makes orange juice for breakfast. I also have coffee with three cookies.

Darío comes to the kitchen still half asleep.

Yeah, the daily struggle for breakfast is starting! He

doesn't want to eat. He gets angry. He cries. After a small morning brawl, he finally ends his breakfast.

8.29

I dress Darío for school, comb his hair and help him to wash his teeth.

8.42

Marisa takes Darío to school.

Finally home alone! Well, not quite. Oscar and Sedal, my two gorgeous Golden Retriever, both 77 lbs (35 kg) each, stay with me in the studio. Oscar, as always, under the computer table right next to me.

Back on the computer now. I check news, social networks and some favorite blogs including [gràffica](#), [La Criatura Creativa](#), [BOOOOOOOM!](#), [Illustration Friday](#) and [Juxtapoz Magazine](#). I also decide to feature a new illustration in one of the projects posted on my Behance portfolio.

9.15

I continue with some sketches that a new customer, a bank from Kazakhstan, has commissioned me to do. I'm to complete three sketches about the bank's new product security. Today I must send my proposal. They're five hours ahead of Spain, so I must send it over as soon as possible.

While working I listen to several podcasts: *La Rosa de los Vientos*, a Spanish radio program and two in English podcasts from the BBC, both about Henry VIII of England. I try to listen to English podcasts so I can im-

prove my knowledge of the language.

9:35

I receive several emails: mostly spam and some unsolicited (it bothers me the time this takes to delete). Importantly, though, I receive an email from my agent in London with the investment plan for 2015. I must decide as soon as possible about which media I choose to promote my work.

9:45

Carmen, a customer and a good friend, confirms with me through WhatsApp a meeting time later this afternoon so we can plan for a new project. She's working on a children's theatre play ... I suppose I'll need to create the poster and maybe some animated illustrations.

10.42

First two sketches for the bank are finished.

I think both sketches turned out quite well. They illustrate a bank payment app for mobile phones and an insurance system for internet payments.

These sketches are only drafts, but the process is always the same. First, I investigate and document the project — I like to know what has been done before on this issue so I can form an original idea. Second, I sketch small samples using only graphite in my Moleskine; I imagine the color in my mind. Third and finally, if the samples work, I sketch at a larger size. Again, only graphite, but with shadows and grey tones this time.

11:16

I receive a phone call from an editor of Japanese literature for which I have developed a book cover. He asks if I could join him in reviewing a color proof in a nearby printing house. I like going to print houses, so we fix the meeting for 13:00 today.

11.45

Carmen phones. Today the nominations for the Asturian Theatre Oh! Awards have been made public. Two productions in which I worked as an illustrator, art director and stage creator are nominated in my discipline. Very happy. Doubly happy with two nominations. It's always so good to work with creative customers, I always feel in tune.

12.51

I go to the printing house. It is close to my home. I check the color proof and we decide to improve the final result by adjusting the proportion of magenta ink. We also agree to slightly resize the title.

We plan to conduct a second color proof the following day.

13.55

I return home just 15 minutes before Marisa.

Time to eat. Grilled salmon and brussels sprouts followed by kefir with raspberries. Infusion.

Oscar and Sedal rise expecting their piece of bread when they notice we have finished eating. After finishing, I take both dogs out to play ball, letting them run

through the garden.

Darío eats at school and isn't expected home until 17:00.

15.10

Upstairs to the office. I check emails and end the third sketch for my clients in Kazakhstan. I am pleased with the result, so I send the sketches with a detailed explanation of each element and each concept, along with the documentary sources that I have handled. They will see this today and probably in two or three days I'll have their review.

I now have a few minutes to tweak a couple of elements in the storyboard of a children's picture book in which I've been working on for the past month. It's a personal project. This is a very stimulating book to work on. It's about a child poet ... a delicious text from a great Spanish writer. I love this kind of project where I can work freely. But I would like having more time — the day really should have 48 hours!

16.33

I meet with Carmen at a theatre in Avilés, a nearby city about 25 km away. We discuss a new children's theater play and today is one of the preparatory essays. The music is under construction and dialogues in the works, but enough to get an understanding of the general spirit of the spectacle and the scope of my work.

To accompany the show, I'll need to create a poster, merchandising and eight animated illustration sequences.

The meeting takes over two hours. The essay, 50 minutes. Talks with the actresses, stage designer and producer, 90 minutes.

19.32

I come back home.

While reviewing recent emails I receive an invitation from *Behance Tokyo* to participate in a project sponsored by Panasonic. I should think about it.

A customer asked me to send him a high-quality copy of an illustration I developed for the Story Contest so he can insert it in a magazine.

19.55

I close the computer.

A bit more exercise. 5 minutes of stretching, ten minutes of stationary bike. 5 stretching and 10 minutes on the bike again. I must do some physical exercise. My back starts to resent the many hours I spend sitting.

20.25

Shower. Relax.

20.45

Play around with Darío. I'm a monster and he chases me. Then I chase him and I act as if I'm confused. He laughs a lot. I love how he laughs.

Time for Darío's dinner. I help him to wash his hands while Marisa prepares some fish for him.

21.30

Darío goes to bed. I read him a tale. Tonight we read *Alice in Wonderland*, illustrated by the fantastic [Rébecca Dautremer](#).

Good night. I love you, Dad. Love you, too.

21.45

Marisa and I have dinner. Tonight it's a vegetable sandwich with tuna and mayonnaise, accompanied by a baked apple and two ounces of pure chocolate for dessert.

We finish with tea.

22.23

Switch on the TV. We watch *House of Cards*.

We also like watching *The Wire*, which we find to be exceptional; *Breaking Bad*; *Game of Thrones*; *The Good Wife*; *Sherlock*.... we enjoy some classical films, too. Next to see will be either *Touch of Evil*, *The Birds* or *El Cebo (Bait)*. We haven't yet decided. Maybe all three.

23.45

I hop into bed. Just before I switch the lights off, I re-view some notes on my picture book project and try to incorporate them into the preliminary sketches of the storyboard I have in my Moleskine. On the iPad I re-view some old documentation for this project. A new idea comes to my mind and I write it down.

00.07

Lights off. If insomnia lets me, tonight I'll dream.

View Juan's [website](#) and follow him on [Facebook](#),
[Instagram](#) or [Behance](#).

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How do you spend your day?

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