



# CYNAMIC

My design is dynamic. It begins with unrestrained imagination. It develops with repeated improvements. It ends with a powerful visual solution.



PO8 PROJECT 1

When life is in bloom

PROJECT 2

Abroadly

**P50** PROJECT 3

Hello, red

P62 PROJECT 4

The future

**P72** PROJECT 5

Novel book series

**OBJECTIVE** Design an imaginary film festival for a chosen movie director and his/her films. Discover the shared thread that appears in each of the director's films and creates a visual system through the deliverables.

### APPROACH

The director that I chose is Jean-Pierre Jeunet. His films are colorful and fantastic. In his films, some people live in a world where the line between reality and illusion is blurred. Their fantasy world gives them the courage to express their venturesome passion and pursue a bit of beauty in the ugly reality.

I use strong colors and irregular texture for the whole project. My photo style is bright and playful. The purpose of the film festival is to draw people into the scene to experience the films.

YEAR/ DISCIPLINES / KIND OF PROJECT /

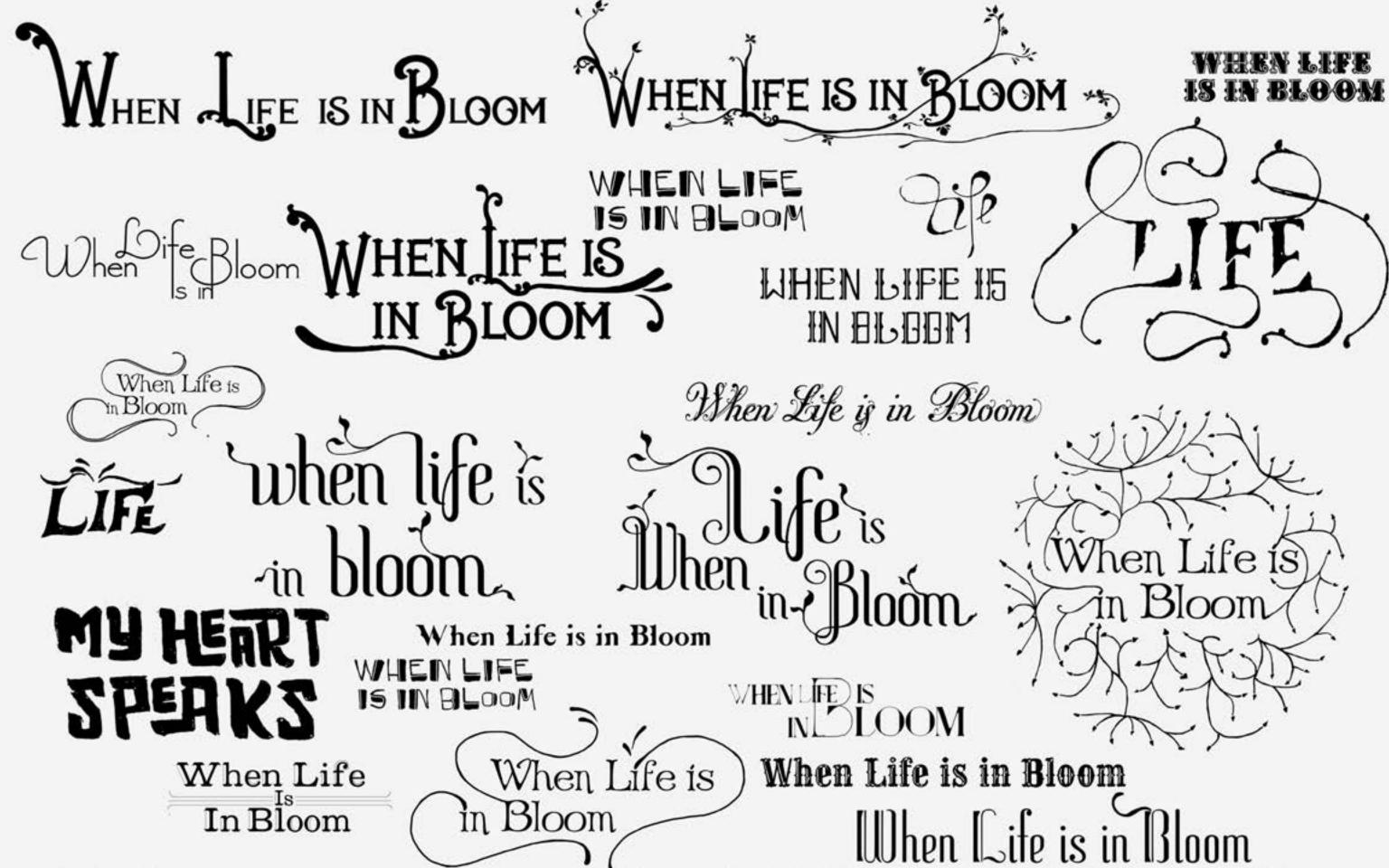
Spring 2016 Identity/Print/Website/Photography/Packaging Visual System

# WHEN LIFE

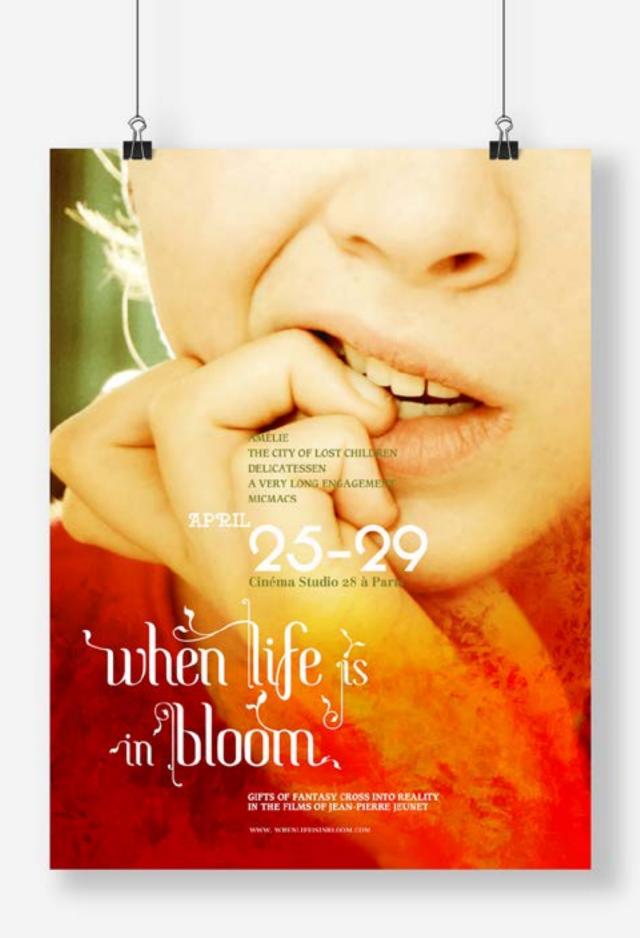
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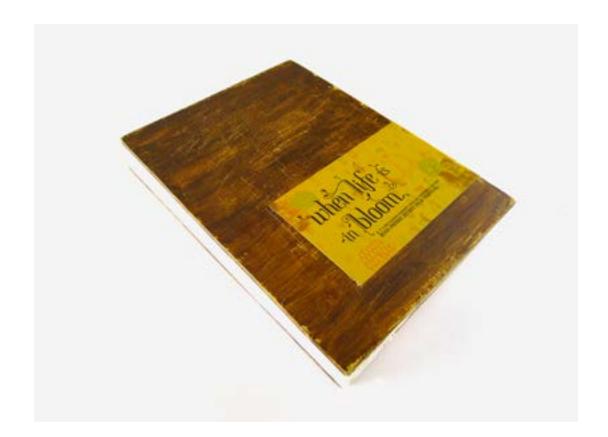






























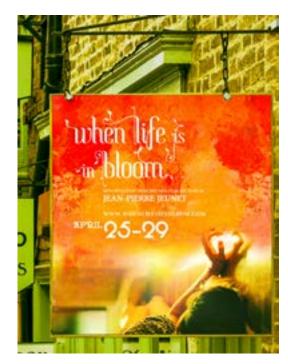






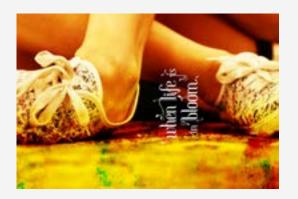










































# OBJECTIVE

The aim of this project is to discover a real-world problem and to solve it through design. The project gives the designer a chance to take on multiple roles within a single project. It starts with conducting extensive research and then finally delivering a robust solution that is both conceptually and visually proficient. The problem I chose is that most Chinese teenage exchange students cannot get along with their American host families when they are in an American homestay program.

### APPROACH

Abroadly is a brand that design to help minor Chinese exchange students and American host families get well connected. I created a website for Abroadly with a two-way choice system. The website will help both students and host families to know each other to make a better choice. After students move into their host families, Abroadly contributes to solving potential problems with chat groups through APP. I use blue and lemon yellow as primary colors. Green and dark yellow are secondary colors. The warm and calm tones are used to evoke a sense of harmony. Source sans pro is the selected typeface to represent the Abroadly voice for its functional friendly and soothing look. The photos show a harmonious lifestyle that students experience when they live with an American host family.

YEAR/ DISCIPLINES / KIND OF PROJECT / Spring 2016 Identity/Website/UI/UX Interactive

# ABRJADLY











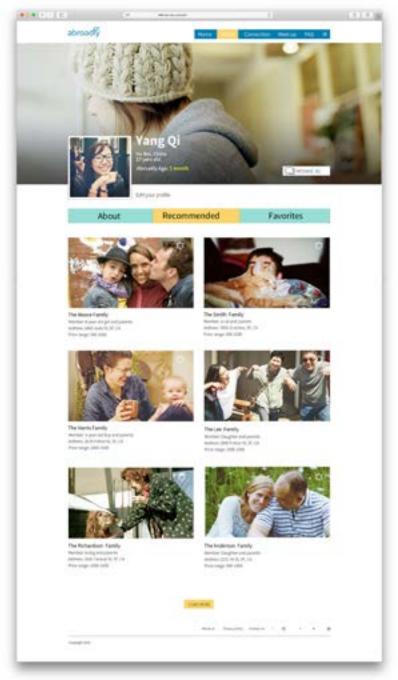










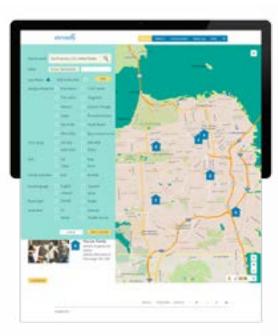












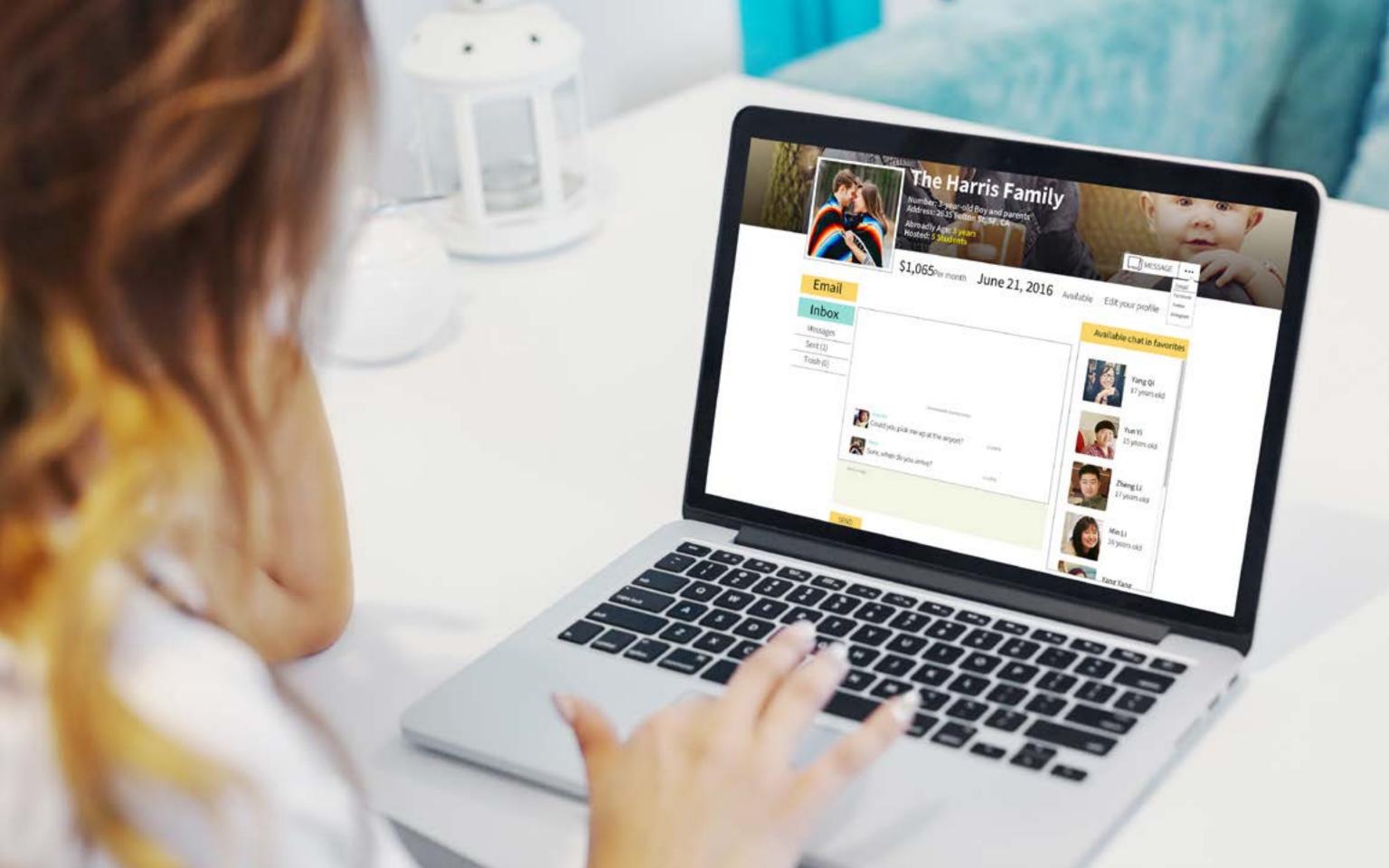


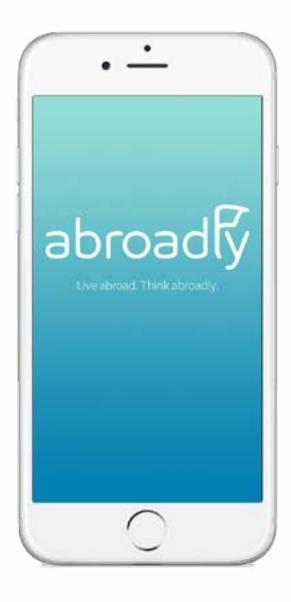




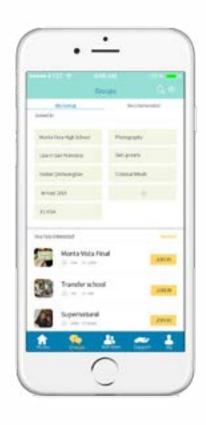














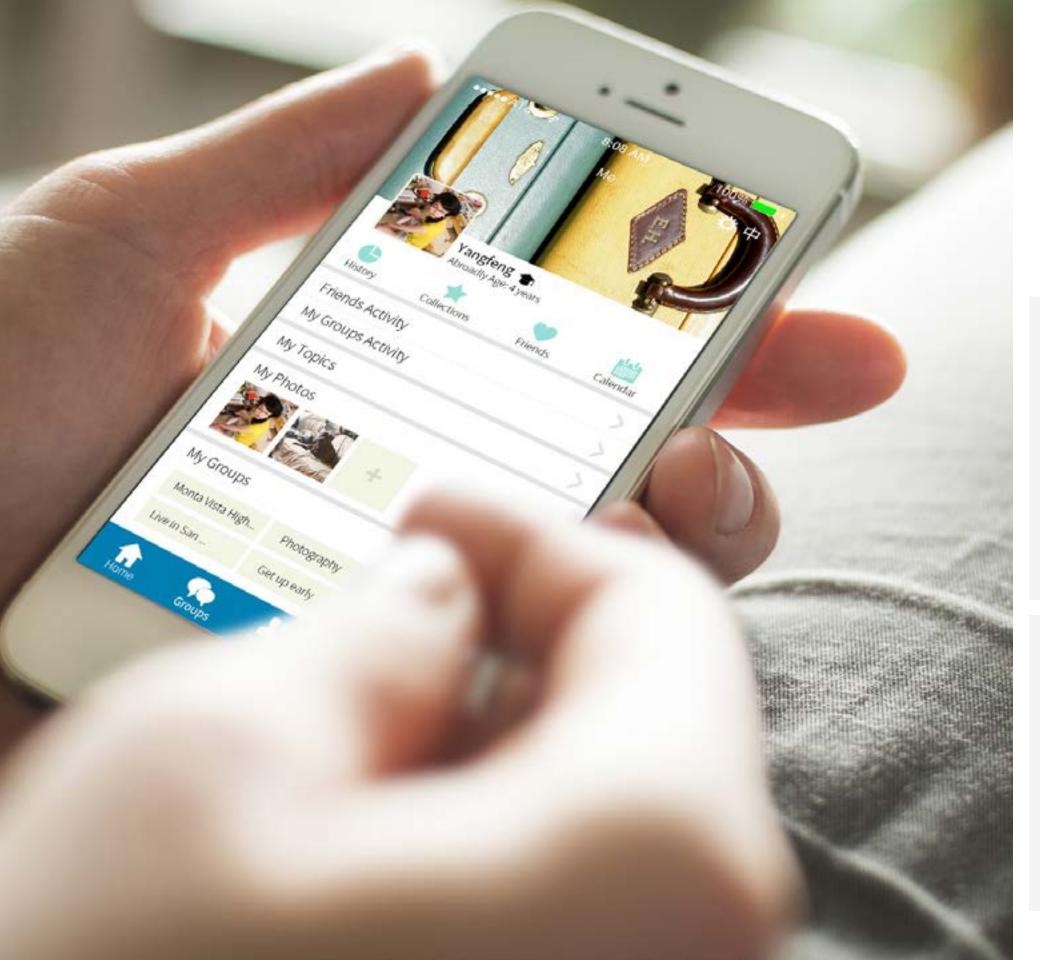


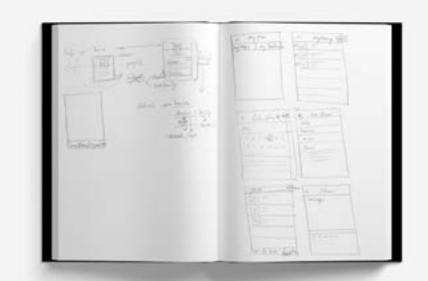














### 03

OBJECTIVE The project required students to choose a color and create a series of nine posters by using various objects and their photography skills. The goal is to explore innovative typographical ideas and techniques, and then expand on the typographical range to construct an exciting image and typography.

I chose the color red and created nine posters. For each poster, I extracted a word from the novels, movies, culture, and trends that could represent red in some respects. Then I used a variety of ways and different subjects, like wine, rose and 3D, to make the letters in a word look like what the word is saying.

YEAR/ DISCIPLINES / KIND OF PROJECT / Spring 2014 Typography/Photography/Packaging Poster design



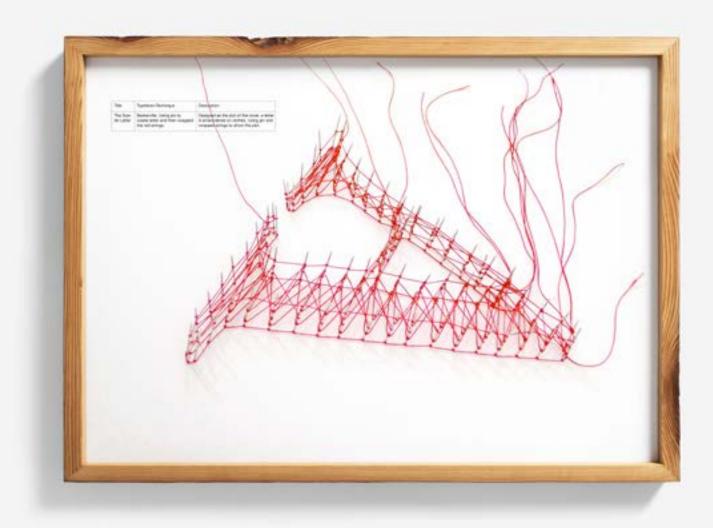


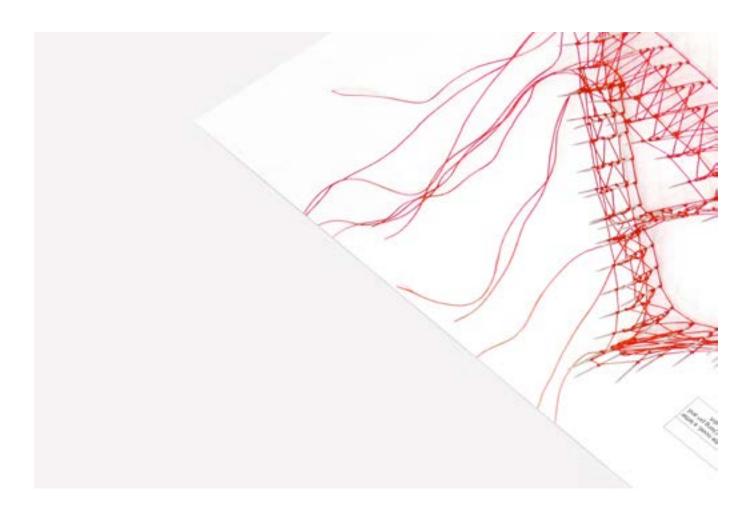
























### 04

### OBJECTIVE

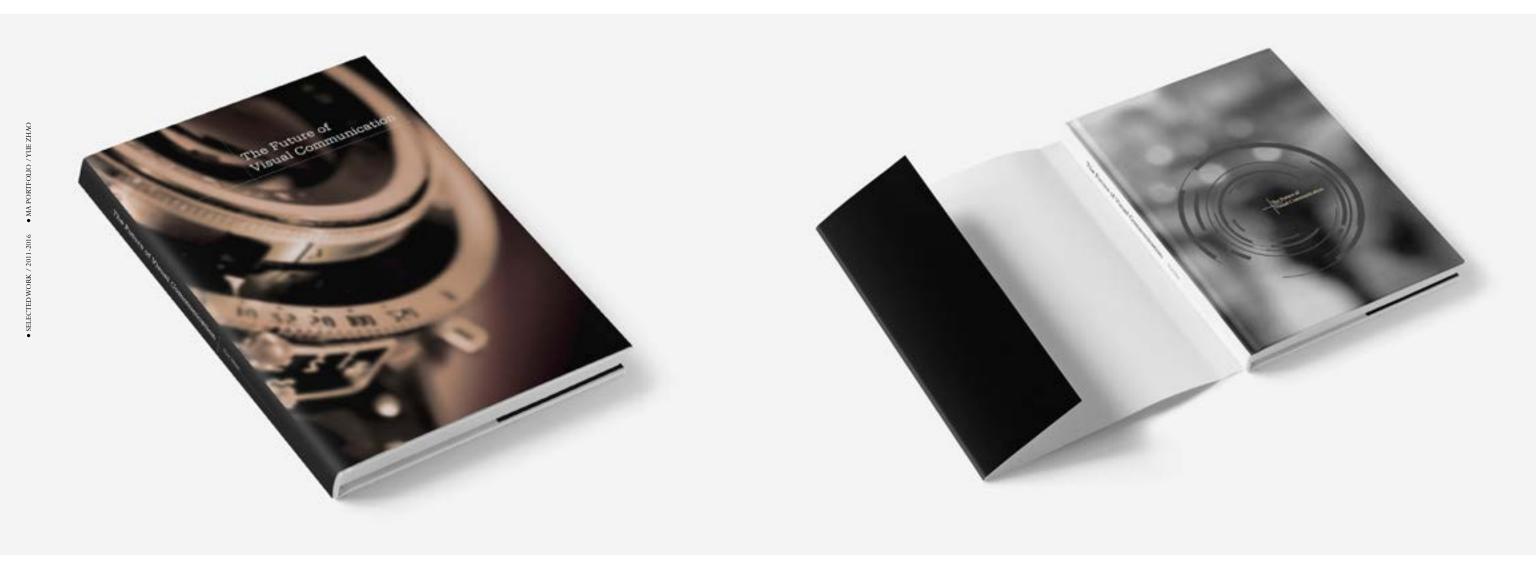
The project required students to choose a topic that might happen in the future. And then, students were asked to create a comprehensive book to experiment with designing typography layout with photos, illustrations, and infographics.

### APPROACH

The topic that I chose was the future of visual communication. I show the future of visual communication by using the possible future images of phones, movies, ads, and virtual reality. I also use info graphics to represent the future direction of visual communication. For the design part, I use the focus point graphic elements throughout the whole book to express the topic.

YEAR/ DISCIPLINES / KIND OF PROJECT / Fall 2011 Typography/Print Book design

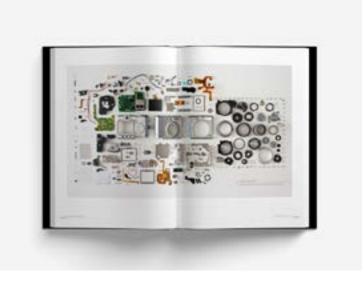




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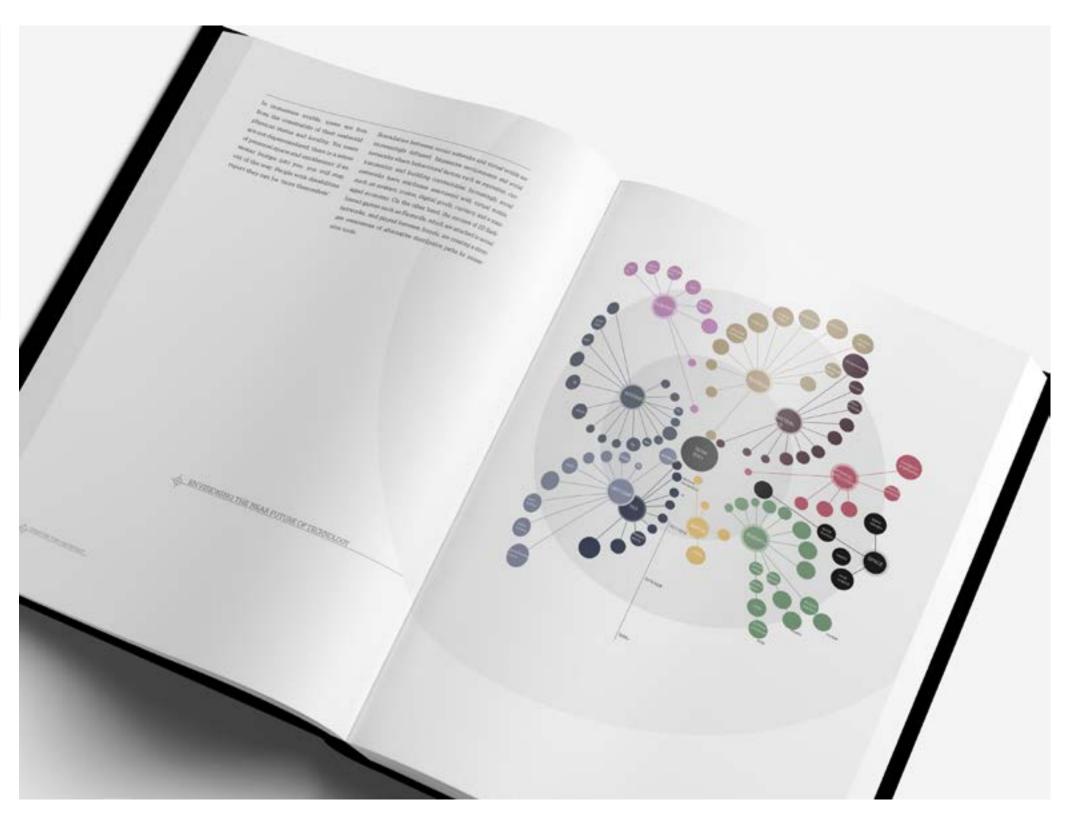












### 05

### OBJECTIVE

This project required students to design three book covers, which have a cohesive look and therefore, work as a set. Students were asked to use only type, color and illustration to design the book covers with a typographic approach.

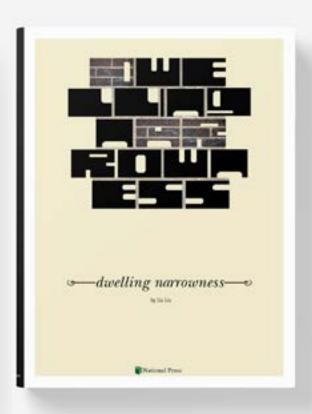
### APPROACH

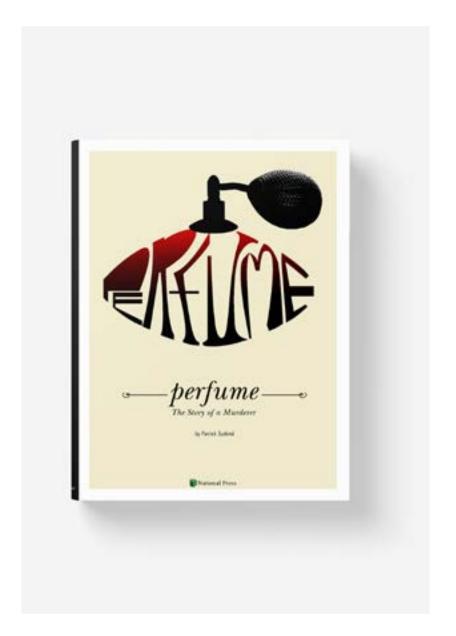
I chose three movie stories that tell the social phenomena of different countries at different times. Then, I designed a series of book covers based on the movies. I combined the type and illustrations to show the critical elements in the stories, namely, a rose in 'If You Are The One,' wall in 'Dwelling Narrowness,' and perfume in 'Perfume.' Meanwhile, I unified the graphic elements and primary colors of book covers to create a cohesive look.

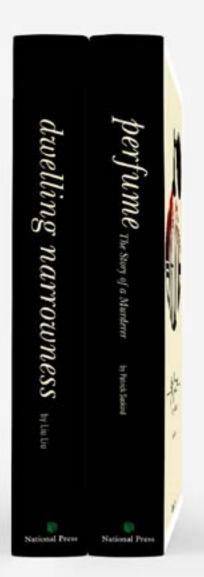
YEAR/ DISCIPLINES / KIND OF PROJECT / Spring 2011 Typography/Print Book Cover design

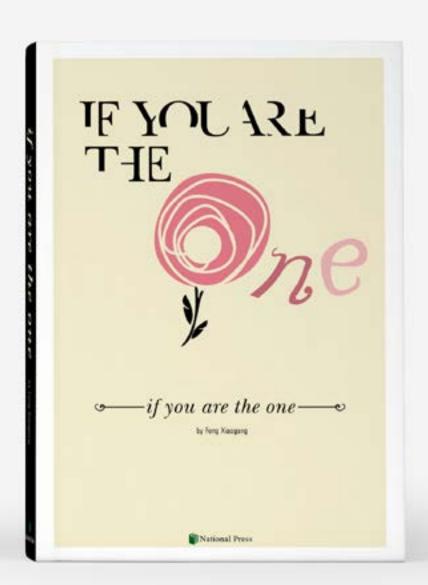
## NOVEL BOKSERIES



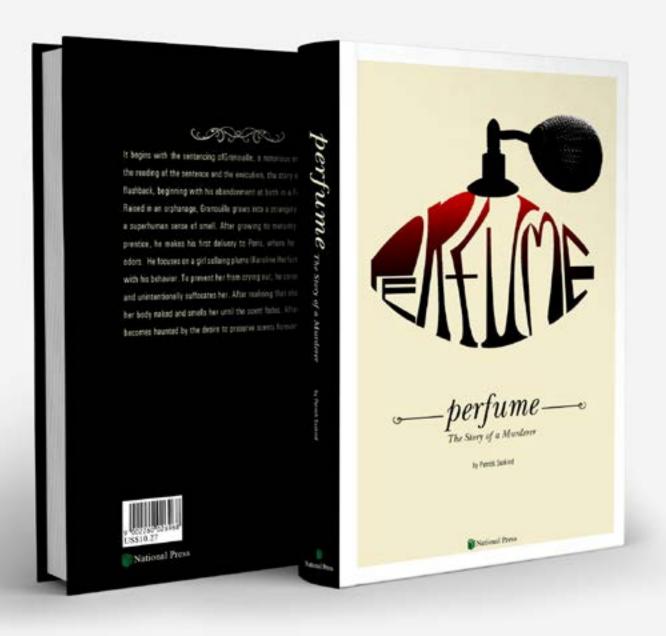


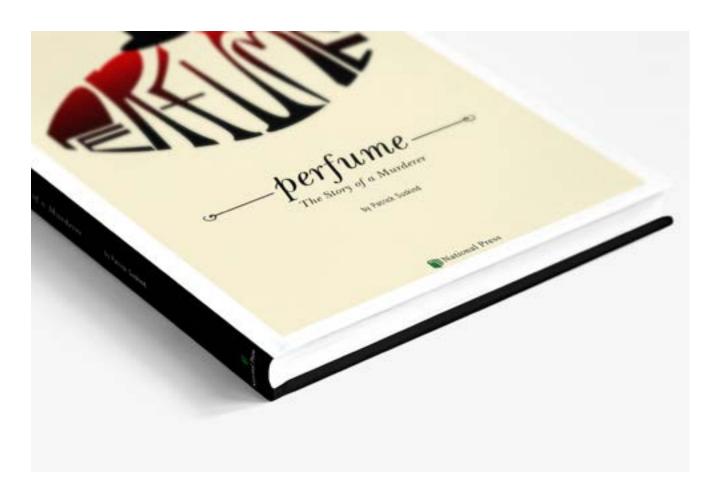




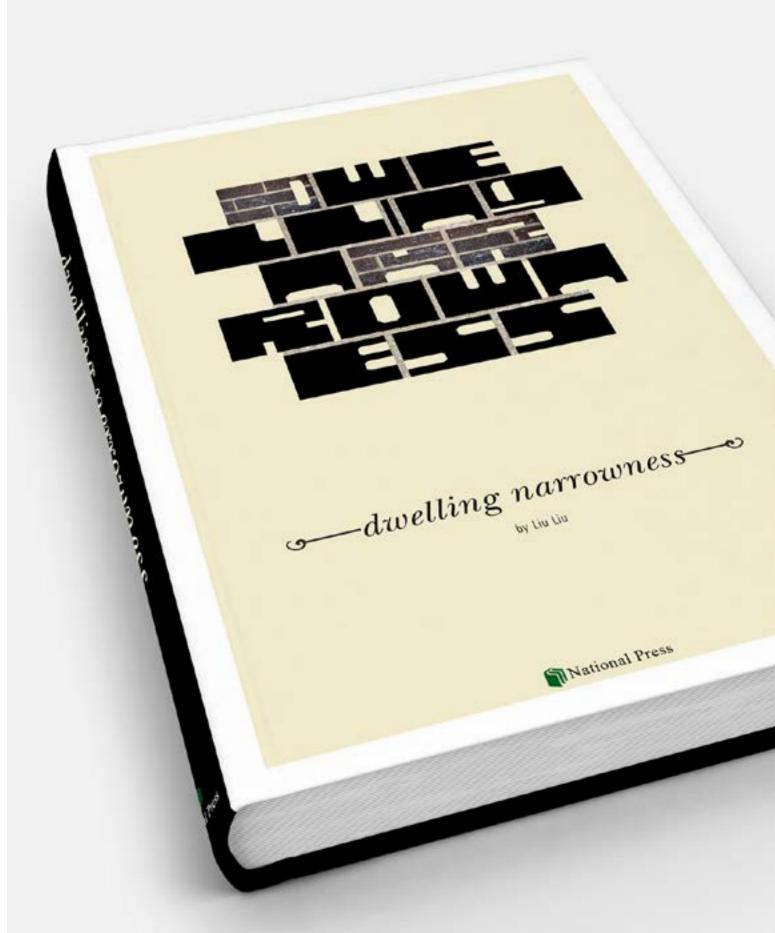












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## THANK YCU

