

Final Project Checklist – Self-Promotion Identity Package

Software: Illustrator, Figma, or Adobe XD for web layout, Photoshop for image edits and textures. Illustrator for the business card layout. Use materials provided: map vectors, body shape; do not use 3rd party vector packs for graphs, no web app-generated infographic-this will result in 0 score for this work.

Incomplete submission/missed content will result in the reduced score for this work.

Deliverables

Page 1 – cover: project title, course, your name, date

Page 2 – logotype in color, with the free space guide; stacked version is provided if appropriate.

Logotype + tagline in color, with the free space guide.

Page 3* – One page scroll website with the sections: “Welcome” “About” “Portfolio” “Contact” *.

Portfolio - show 4 projects (follow the wireframe or provide your own wireframe).

Page 4 – mobile version for Android or iPhone screen.

Page 5 – business card: 3.5" x 2", front and back with crop marks and bleed allowance,

Page 6 – promotional/marketing mini cactus with identity elements applied

Page 7 – concept and design (colors, typography, images choices) explained.

Pages 8-10 (or more) – identity guidelines: primary and secondary color palette with color values provided (RGB, HEX).

Primary color palette harmony definition is provided. Typographic hierarchy structure includes headlines 1-3, body content style, captions, and other styles used in the identity package. UI elements: buttons, icons, input fields, controls.

Submit also: checklist, sketches, wireframes

Concept and content: meaningful, practical, appropriate. Visual solution corresponds to intended design message	20
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Design principles

Color	Appropriate color solution that is based on the conceptually selected color harmony. Color solution coordinated with the topic and visuals used in the layout Simultaneous contrast. Color harmony is defined.	15
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Composition	Layout balance. Consistent, logical alignment Comprehensive use of manuscript, modular, column and baseline grids Gestalt (esp. proximity, similarity) Free/white space	15
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Typography	Readability and legibility Relevant typefaces choices, their combination/pairing Clear hierarchical structure Consistent font sizes for the content of the same hierarchical level and functionality	15
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Unity		15
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Technical mastery:

Quality background isolation and layers masking (if used). Best practices for images cropping, composition, exposure/saturation adjustments. Images, graphic elements, and typography are free from pixelation, distortion, and skewing. Icons have uniform weight and style	20
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Submission package layout: manuscript grid, hierarchy, alignment, unity, effective typographic solution	Total 100
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Yipeng Lin Self-Promotion Identity Package

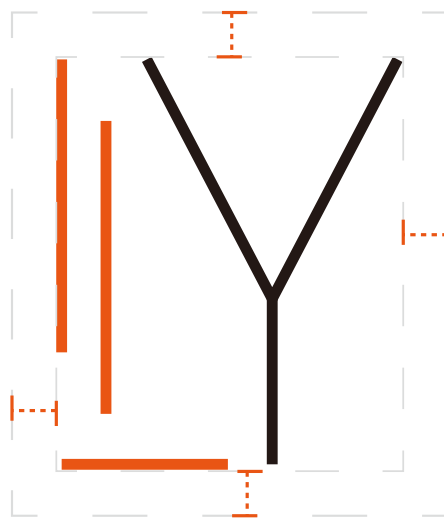
SI 520: Graphic Design and Visual Communications

Winter 2021

Logo design

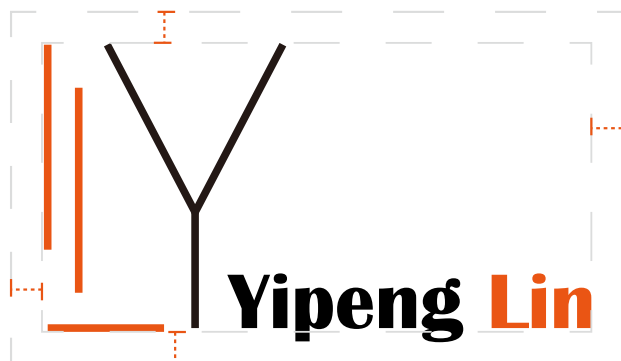


Yipeng Lin



Note: The freespace of the logo is set to the distance between two lines on the left.

Logo design





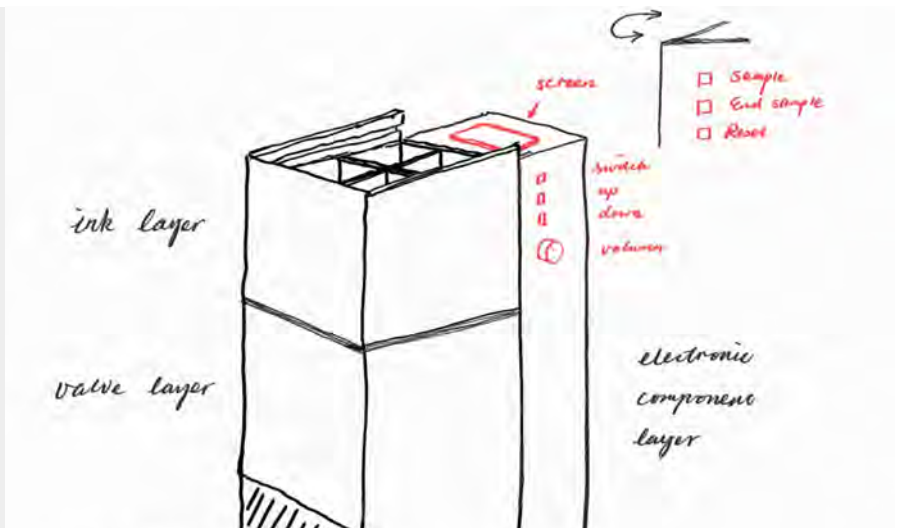
Hi! I'm Yipeng Lin

A One for All

Color Extractor

Embedded system

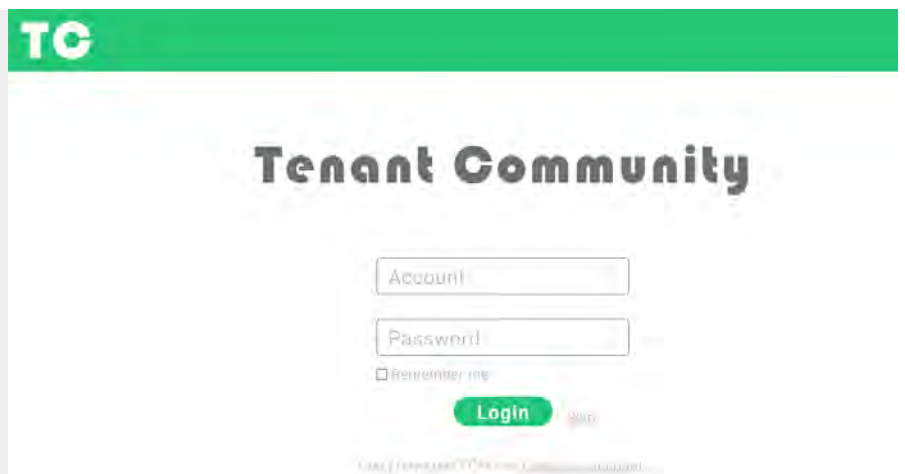
A product that could capture the color of a surface and mix ink to simulate the color



tenantComm

UI prototype

An online community and paid agent service for new settlers to get familiar with local environment



MCT2D

Consulting report

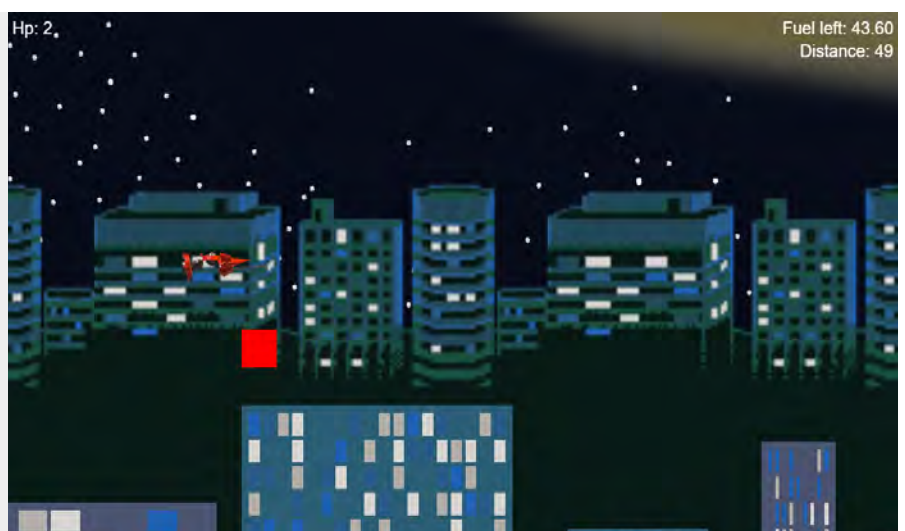
Client consulting with MCT2D to get isolated physicians in type II diabetes treatments connected



Swordfish Bebop

JS web game

A 2D scrolling rogue-like game. Player controls a space shuttle in the city and collects supplies on the roof to continue going



About



I'm Yipeng Lin, in Chinese, that would be 林意朋. I came from China. I'm pursuing a degree in UX track in UMSI. I was enrolled in UMSI by a 3 + 2 global degree program, meaning I'm currently also an undergraduate student in Shanghai Jiao Tong University. I will fly back to Shanghai next summer to finish my capstone design. As an undergraduate student, I major in electronic and computer engineering. The courses I took mainly focus on techniques and theories related to modern computers in both hardware and software level, including semiconductor physics, circuits, hardware design and control, operating systems, data structure, algorithms, and machine learning.

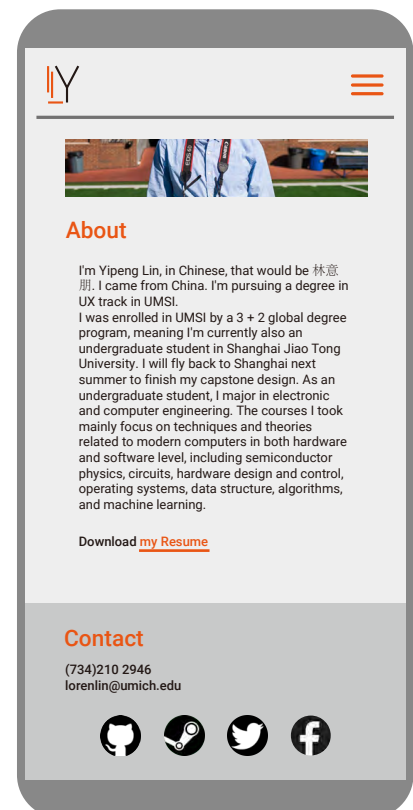
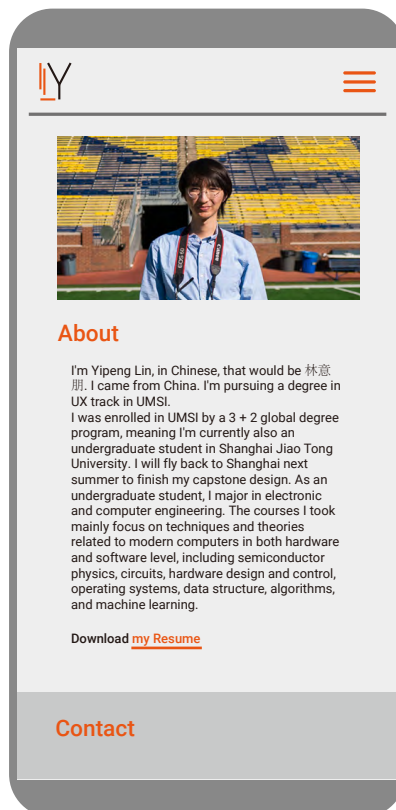
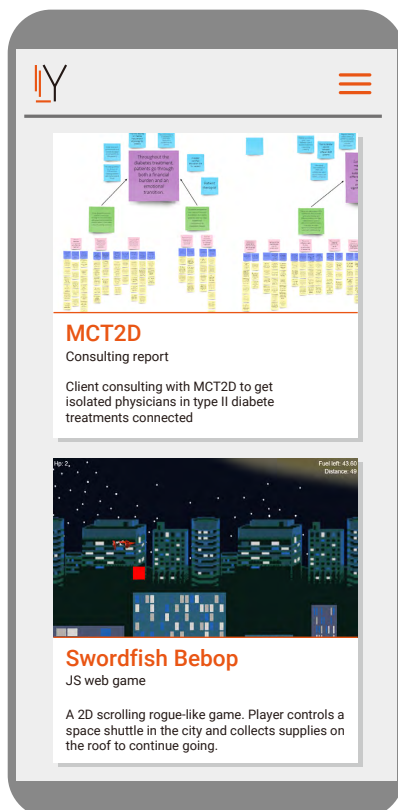
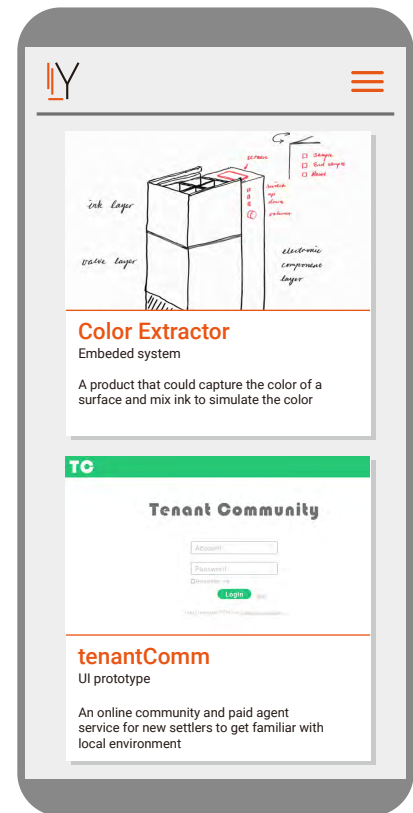
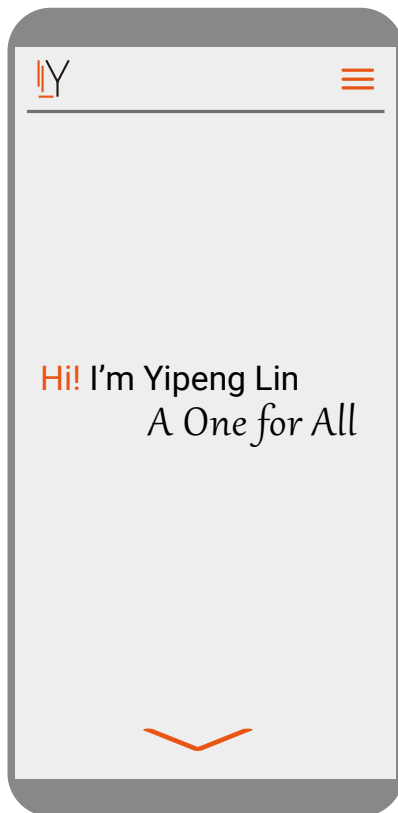
Download [my Resume](#)

Contact

(734)210 2946
lorenlin@umich.edu



Mobile design



Business card



Mini catus



Photo by Brando makes Branding @unsplash



Photo from Canvas



Photo by Diana Polekhina @unsplash

Design concept



Description

The logo here is the combination of my initials "Y" and "L". Character "L" is not directly displayed but using three orange lines to enclose the letter. With the gestalt principle of similarity and enclosure, the letter "L" can be recognized.

This logo uses just straight lines without large color box and curves. It makes the logo of minimalistic design while having an elegant and modern feeling. Also, it can make the logo easy to be duplicated.

The typeface I choose for my name is Britannic Bold, the inconsistent width of line in this typeface makes it playful and balance the design of the logo so that the whole design is not plain and boring.

The #E95514 orange color is deepened to simulate the color effect of premium gold color with black color, but less secular and more energetic. The orange color makes the logo design more vivid. I also use orange color in my last name to balance the color in the logo.

My logo is most significant under white and simple background, so I use pictures of notebook cover, hand bag, and the sample plant picture. All of them are of modern and minimalistic style.

Identity guide - color palette

Description

Primary colors: monochromatic harmony
Secondary colors: achromatic harmony

Primary Palettes

C	9
M	80
Y	96
K	0
R	233
G	85
B	20
#E95514	

C	78
M	82
Y	83
K	67
R	35
G	24
B	21
#231815	

Secondary Palettes

C	93
M	88
Y	89
K	80
R	0
G	0
B	0
#000000	

C	63
M	55
Y	52
K	2
R	114
G	113
B	113
#727171	

C	8
M	6
Y	6
K	0
R	238
G	238
B	238
#EEEEEE	

Identity guide - typography

Britannic Bold

Logotype (Sans-serif, mixed case)

Gabriola

Tagline (Script, mixed case)

Roboto

Head, Body, (Sans-serif, mixed case)

微软雅黑

Head, Body, (Sans-serif, Chinese)

Heading 1

Roboto
Regular 23px
#231815

Heading 2

Roboto
Medium 17px
#231815

Heading 3

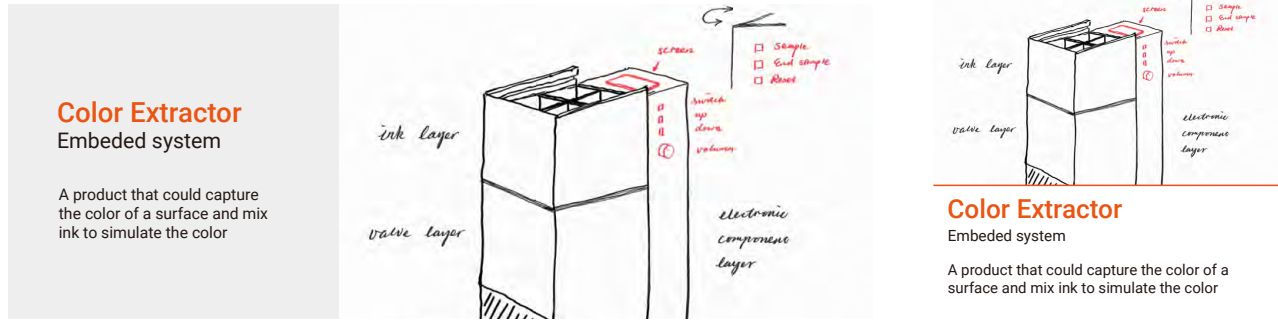
Roboto
Regular 13px
#231815

Paragraph

Roboto
Regular 10px
#231815

Identity guide - UI elements

Panel



Seperation line



Icons



Hyperlink and selected link

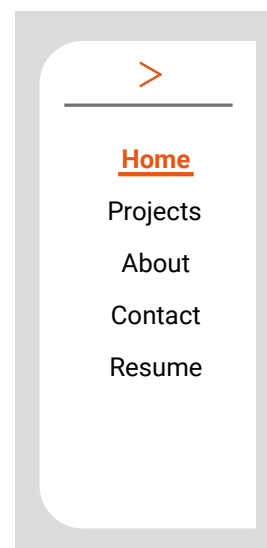
Home

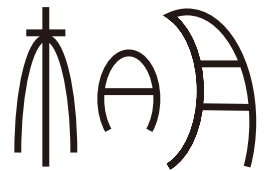
Interactions



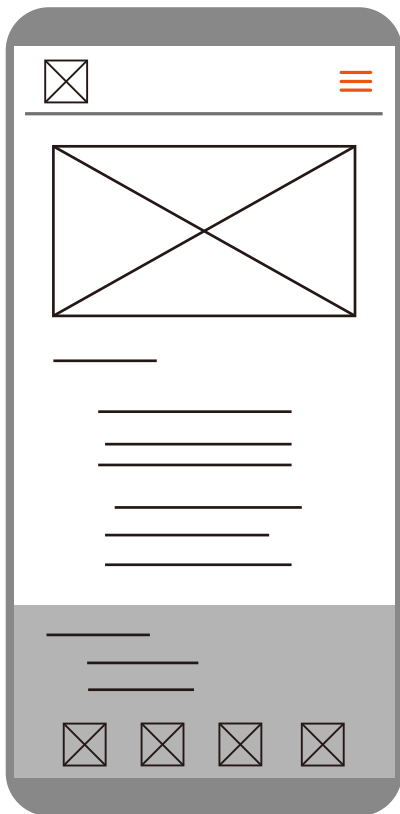
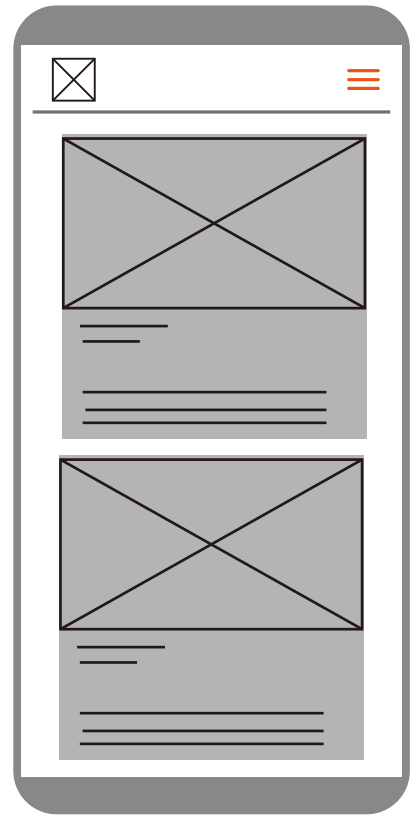
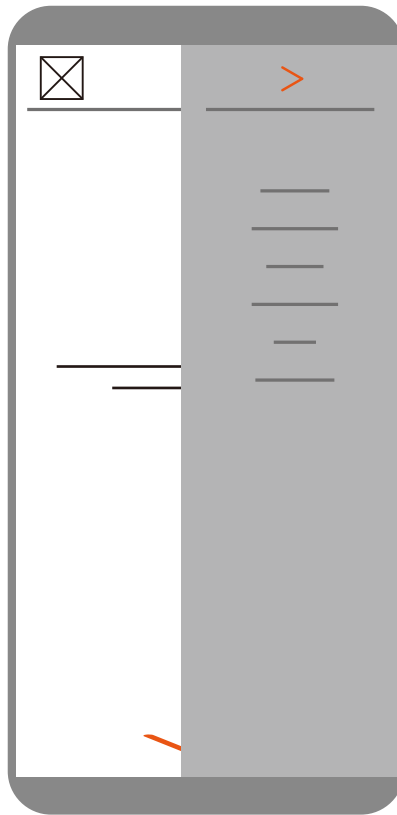
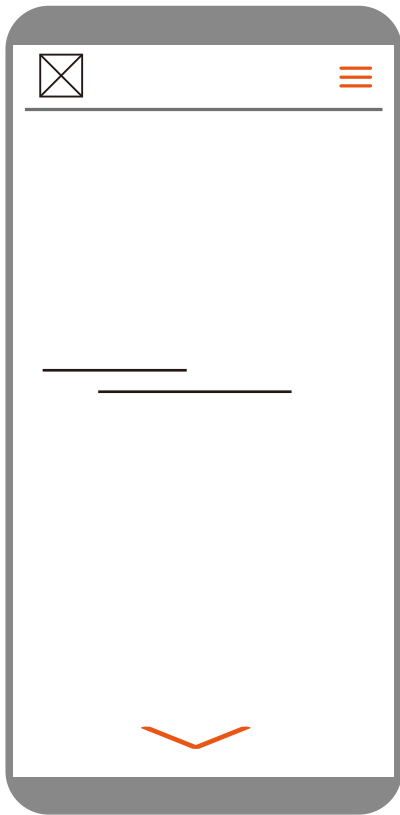
Navigation

Home Projects About Contact Resume



[illegible]

Wireframe - Mobile

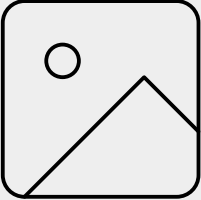
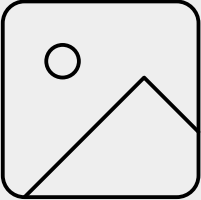
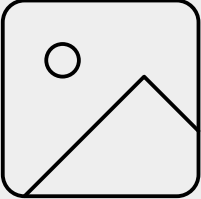
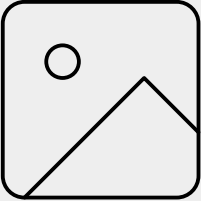


Wireframe - Web

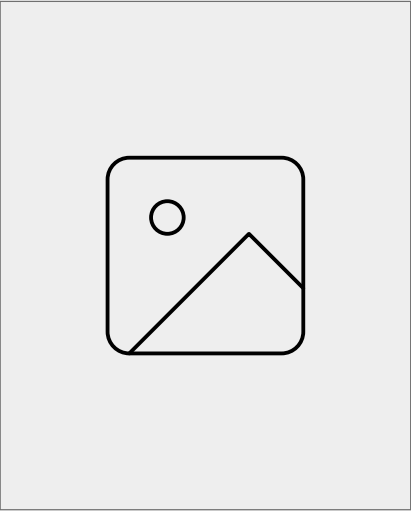
Copy from SI520 canvas

Logotype	Home	Projects	About	Contact	Resume [.pdf]
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H1 - Welcome Text Design Motto

<div><h3>h2 - Project Title</h3><h4>h3 - app/website/etc</h4><p>Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor</p></div>	
<div><h3>Project Title</h3><h4>app/website/etc</h4><p>Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor</p></div>	
<div><h3>Project Title</h3><h4>app/website/etc</h4><p>Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor</p></div>	
<div><h3>Project Title</h3><h4>app/website/etc</h4><p>Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor</p></div>	

About



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

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Social media + other relevant contact information	   