



ALICE HSU

PROFILE

Loved painting since my childhood

Learn the traditional western painting and then entered university to study art design and management

Emotional and likes all fancy objects, open to be in touched with different culture

One of the reasons for choosing to study abroad by myself is to love traveling alone and meet different culture

I prefer high-context culture so I always has some special perspectives and insights

自幼喜爱绘画 / 学习传统西方绘画后进入大学学习艺术设计与管理

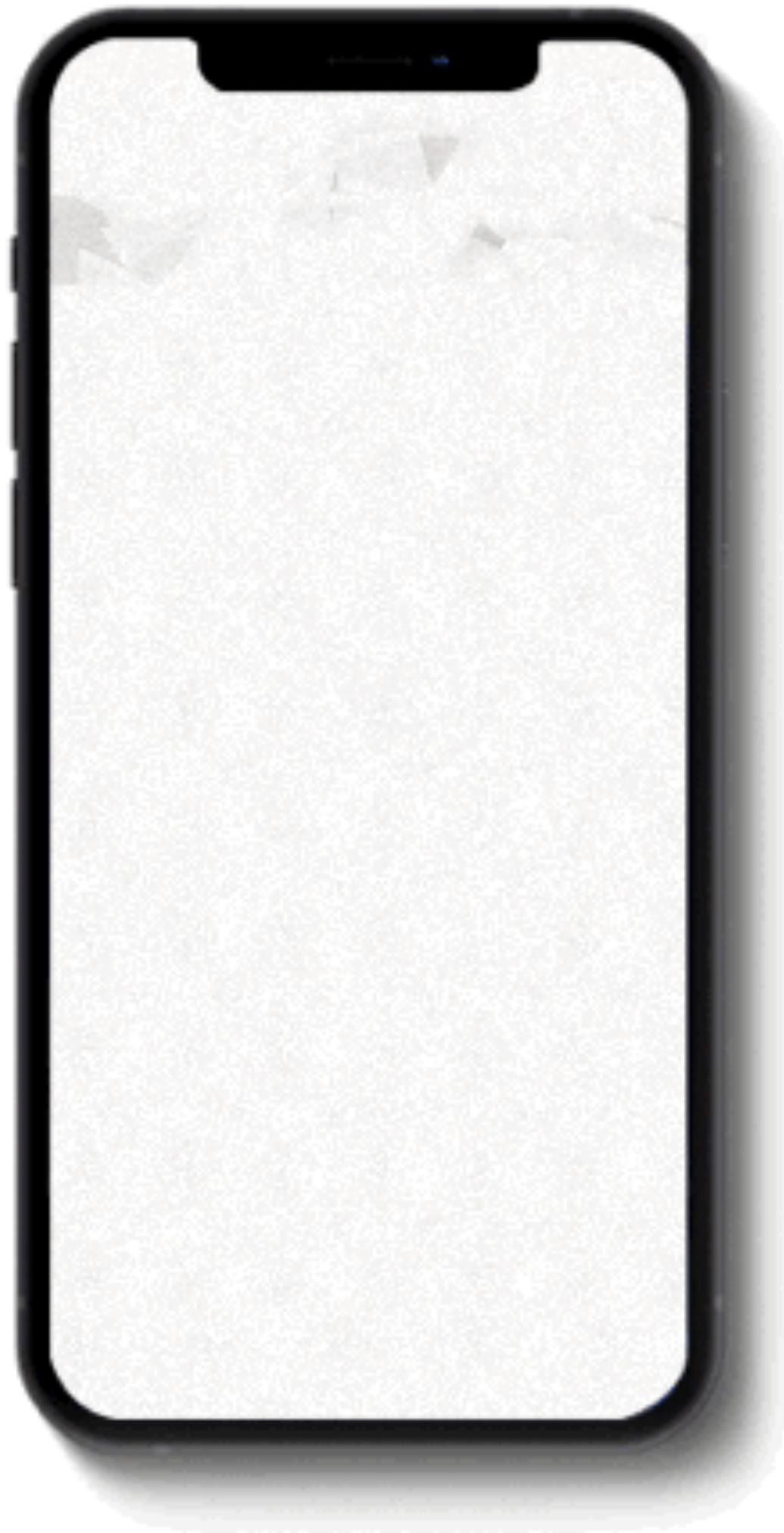
情感细腻 / 喜欢一切美好的事物 / 乐于接触不同文化

爱独自旅游 遇见不同的人文风情 是选择独自去海外留学的原因之一

偏爱小众文化 / 总能有些奇特的视角和观点

SOCIAL MEDIA

CONCEPT / ART DIRECTION



SHOOTING (social media)

CONCEPT / ART DIRECTION



BRAND CAMPAIGN - KEY VISUAL

CONCEPT / NICKNAME / TYPOGRAPHY / SLOGAN / LAYOUT



THIS PROJECT BASED ON MIZUNO'S BRAND SPIRIT AND LONG HISTORY, COMBINED WITH LAUNCH OF THE WAVE RIDER SERIES 24TH, PRESENT THE CHARM AND SPIRIT OF RUNNING. WE PLAN THIS WHOLE BRAND CAMPAIGN, EMPHASIZE MIZUNO IS A BRAND FROM JAPAN WHICH HAVE LONG HISTORY. USING JAPANESE ANIMATION STYLE TO STABILIZE THE MALE GROUP AND GREATLY IMPROVE THE BRAND AND WAVE RIDER LINE'S RECOGNITION.

REBRANDING

VISUAL IDENTITY SYSTEM (CHINA)



THIS PROJECT FOCUS ON REBRANDING FOR MIZUNO. COMBINE WITH THE ORIGINAL MIZUNO BRANDING CONCEPT AND OUR REASERCH ABOUT MARKETING ANG TARGET PEOPLE IN CHINA MAINLAND. WE RENEW THE VISUAL IDENTITY SYSTEM FOR MIZUNO. THIS SYSTEM WILL BE THE DIRECTION THAT MIZUNO GOING TO COMMUNICATING WITH THEIR TARGET PEOPLE.

EXHIBITION

CONCEPT / PLAN / ART DIRECTION / WEB / ICON



THIS IS AN EXHIBITION ABOUT TAPE. THE MAIN PURPOSE IS TO EXPRESS THE IMPACT OF TECHNOLOGY'S HIGH-SPEED DEVELOPMENT WHICH BRING US NEW MEDIA AND DISCUSS ABOUT THE INFLUENCE TO US.

