

PORTFOLIO.

Anqi Wei

2024

WELCOME TO ANQI'S PORTFOLIO.

ANQIWEI

Anqi Wei

+86 13619008188

567 JiangAn Road, XiHangGang Street, Shuangliu District

Chengdu, Sichuan, P.R. China, 610000

ABOUT ME.



Education:

Gingko College of Hospitality Management, China 09/2017 - 07/2021

Qualification: BA in Visual Communication Design (awarded)

Average: 83.59/100

Scholarship: 2018/19 Third-class Scholarship

Design Competition:

2020 Academy Award of Advertising Festival of Chinese College Students,

National Excellence Award for Product Packaging Design

2019 Academy Award of Advertising Festival of Chinese College Students,

National Excellence Award for Graphic Design

Skills & Certificates:

Computer Skills: CorelDraw, Illustrator and InDesign, Photoshop, Microsoft Office suite



Awards and Certificates:

Two-year Campus Ambassador

2019 Excellent League Cadre

2019 The 7 th China Internet Audio & Video Convention, Best Volunteer

2018 Top Ten Class Monitor

2018 The 4 th Arab Arts Festival, Best Volunteer

2018 Graduate Job Fair, Best Volunteer

2018 The First Sichuan Entrepreneurship Expo, Best Volunteer

2018 Chinese Calligraphy and Painting Tests, Colour Painting Grade IV

.....

ANQI'S DESIGN WORK

Market Research

1. Research brand information, determine brand positioning and cultural connotation, and do related cultural collection.
2. Analyzing the problems of publicity design commonly appearing in the market, I found that the main ones are too old-fashioned graphic design, too many words without focus, and no creativity and identification of typography.
3. Develop design ideas and design content.



Determine the core value of the brand to communicate, enhance product appeal, optimize product and packaging design, and create a unique visual image of the brand.



ILLUSTRATION DESIGN

The illustration was hand-painted by me, combining the Southeast Asian rainforest style and the elements of the sea world.



Element
extraction
of
illustration

Inspired by nature

POSTER DESIGN

AND USE



POSTER SIZE REQUIREMENTS:

5000mm*2000mm

INDOOR AND OUTDOOR EXTENSION DESIGN

Picture creativity, audience quality, people and traffic flow are issues that the public is more concerned about, and brand influence is a long-term thing, it will imperceptibly affect consumers' purchasing behavior and purchasing decisions.

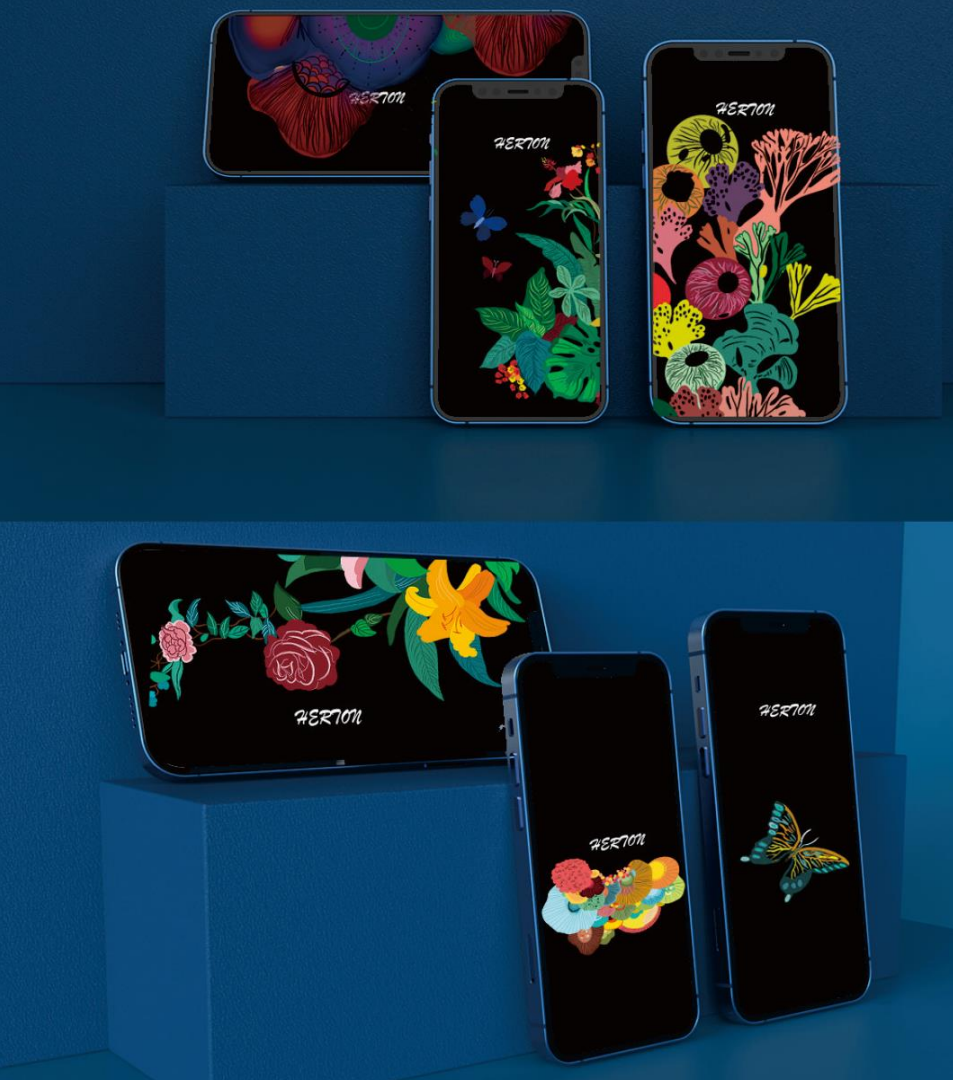




WATCH DIAL DESIGN.

Dial size requirements: 38mm*38mm

Nowadays, watches have become a must-have choice for many fashion people, and a good-looking dial can not only promote the company, but also become a fashion item for fashion people.



**INTERFACIAL
DESIGN.**



Disposable Paper Cup



Packaging Bag



Packaging Bag and thermal cup

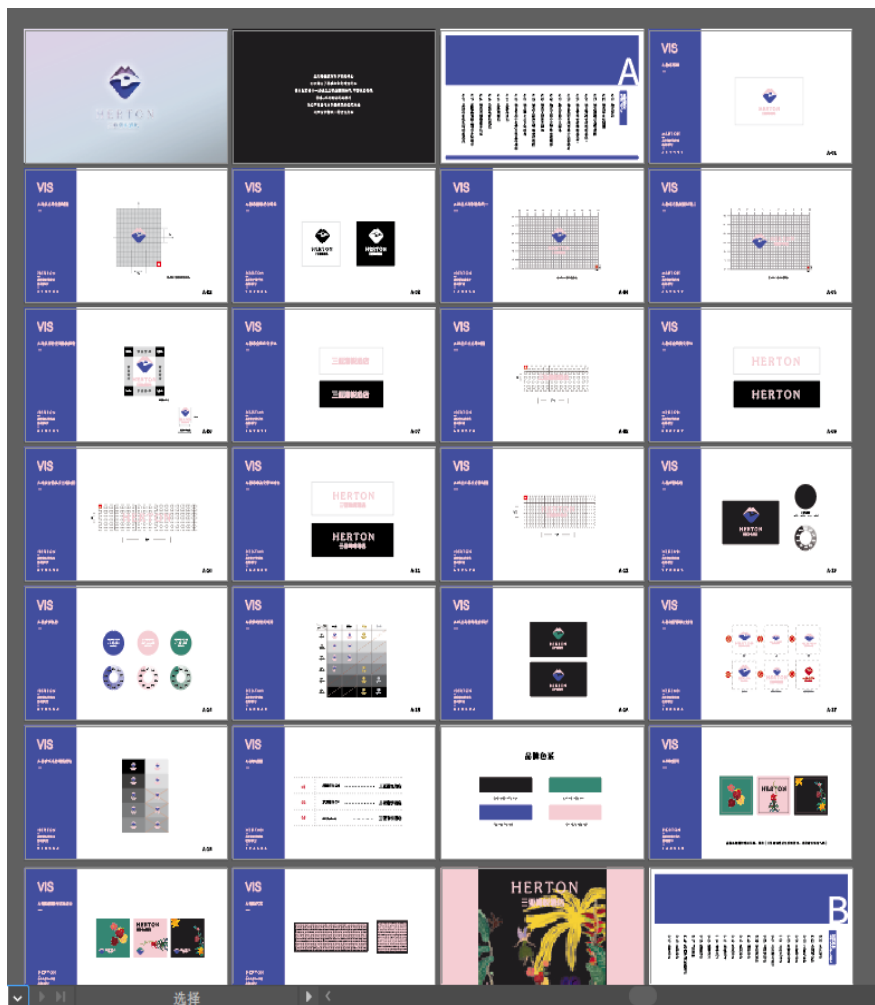


Packaging Bag



Personal hygiene products

Package Design



BOOK LAYOUT DESIGN



LOGO DESIGN.

2024

The design and performance of the logo are strictly in accordance with the standard of use, so as to establish a complete and unified brand image.

Design Inspire Create.



*The logo is designed
for Sanya Chaoyue
Hotel.*

Prohibition.

Logo basic elements of the combination of forbidden areas.

DON'T STRETCH



DON'T CHANGE THE
SIZE ARBITRARILY

DON'T SQUISH



DON'T CHANGE THE
FONT SIZE AT WILL

DON'T TWIST

DON'T CHANGE
COLORS RANDOMLY

拉伸

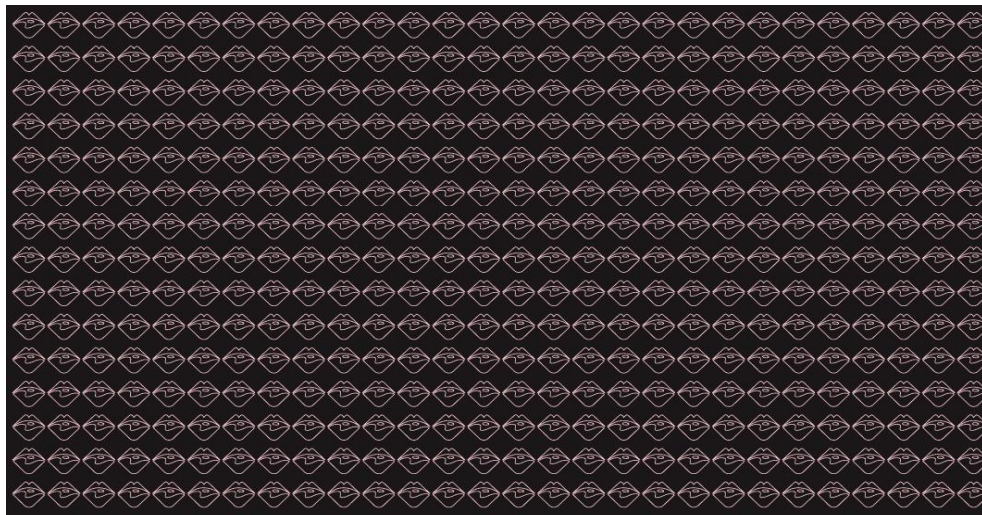
压扁

扭曲

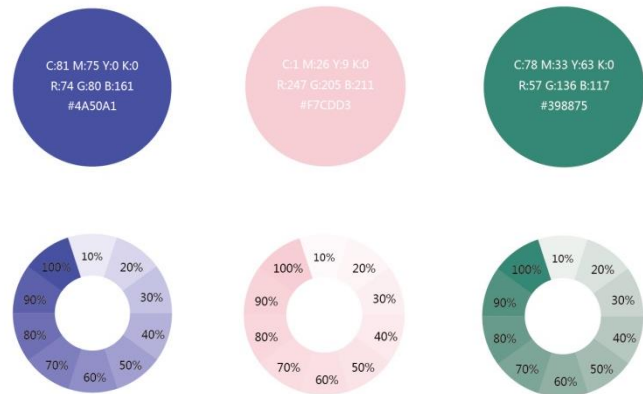
部分变大

随意改变字体大小














随意改变字体颜色



Brand auxiliary elements design



The element extraction comes from the logo design and is divided and combined. The element is mainly used in the later packaging design, cultural and creative design and typesetting design.

标准色 明度	标准色	标准色	专色金	专色银
0% 背景明度				
20% 背景明度				
40% 背景明度				
60% 背景明度				
80% 背景明度				
100% 背景明度				

Specification for the use of logo background color

Standard color and background transparency of standard logo.

BOOKMARK DESIGN

Inspired by nature

Artistic bookmarks are often innovative in materials and shapes, bookmarks are more convenient than folding books and other page numbering methods, and the damage to the book is lower, which is a good way to mark



POSTER SIZE REQUIREMENTS:
35mm*100mm

OTHER.

Anqi Wei



Work card Design



Mobile phone case Design



Business card Design



The above design is more planar. If I have the opportunity, I would like to further study interactive digital media.



My Photography Works.



Design comes from life, and life lies in recording

The above pictures were taken during travel, study and daily life, which provided me with a lot of inspiration during my design.



END