



VFS  
2018

*Crystal  
Chen*

## *Table of Contents*

*Final Interface*

*Interface Draft 1*

*Interface Draft 2*

*Logo Draft 1*

*Logo Draft 2*

*Final Logo*

*Physical Application*

*Exercise - Color*

*Exercise - Typeface*

*Exercise - Composition & Concept*

4

9

12

16

20

24

26

28

30

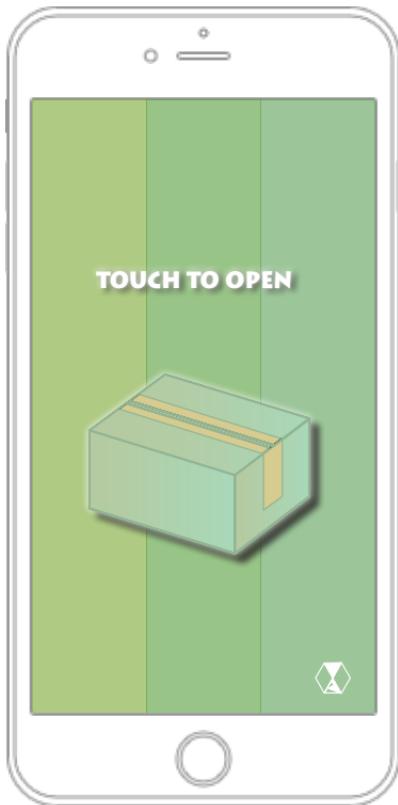
32

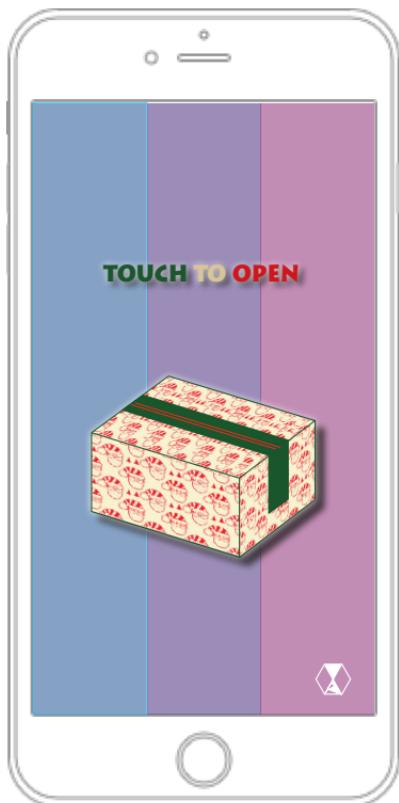
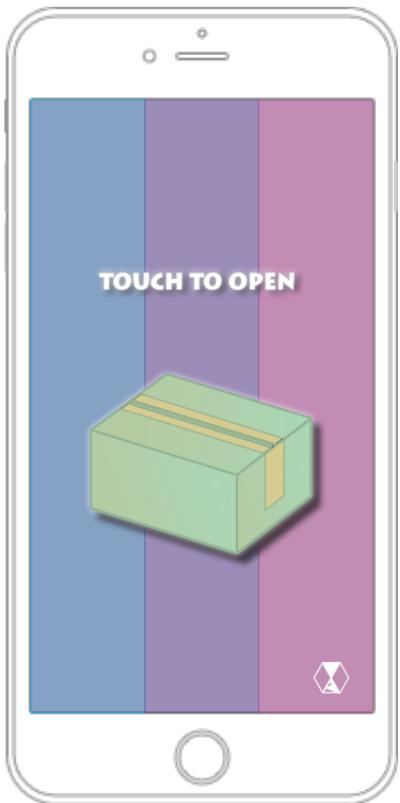
*Final  
Interface*

*00:05:10 AM*



*06:15:20 AM*

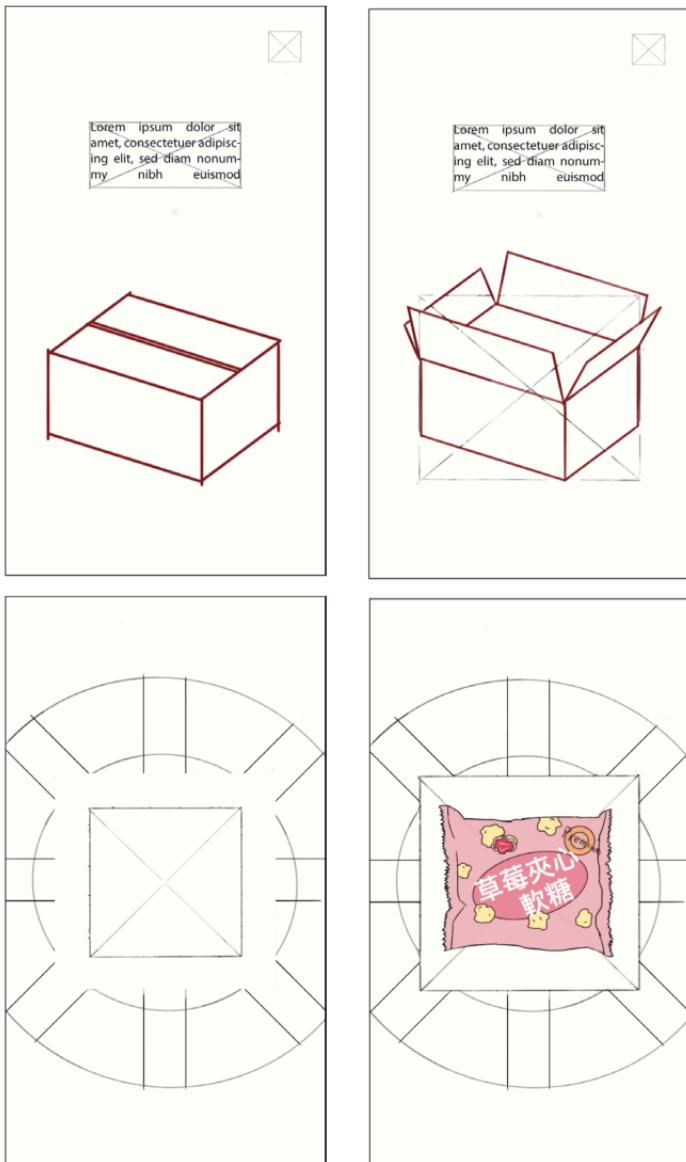


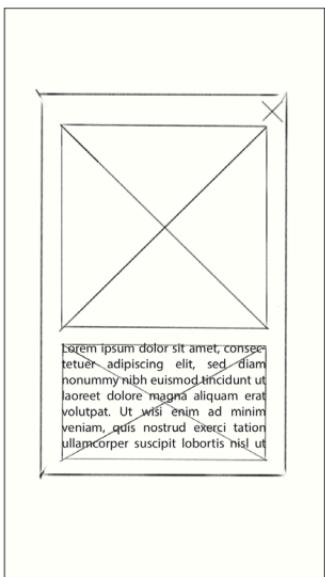
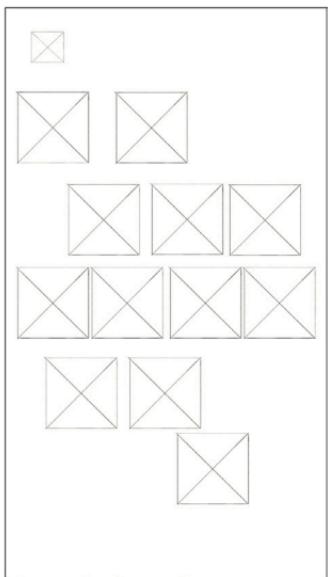




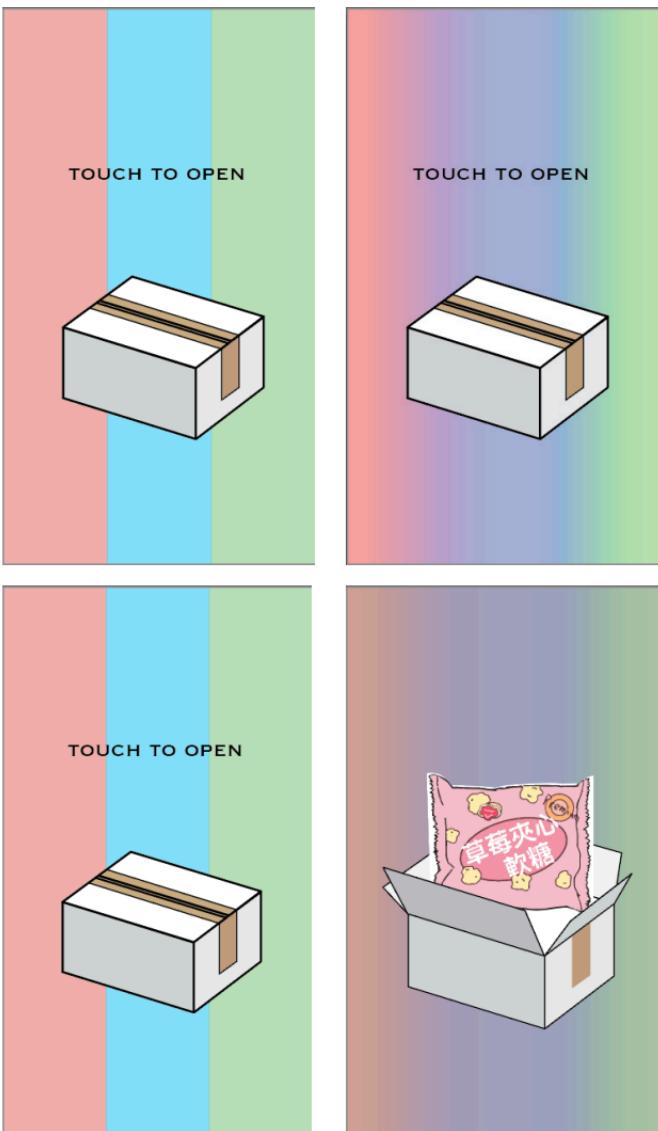


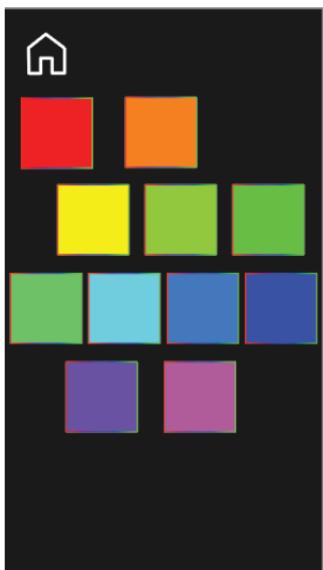
*Interface*  
*Draft 1*





*Interface*  
*Draft 2*

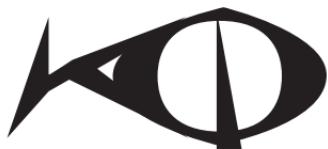


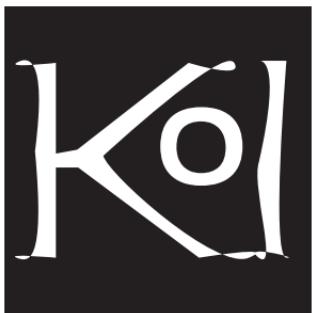




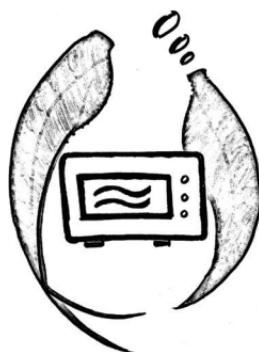
*Logo  
Draft  
1*

Koi



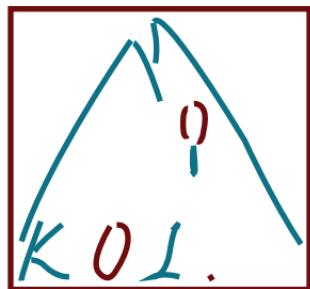


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Draft*

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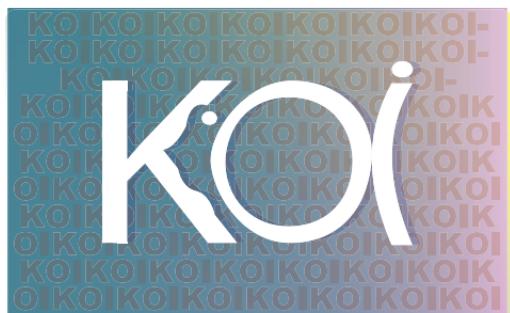
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*Final  
Logo*



kōjī





*Physical  
Application*



## *Exercise- Color*

*The colors of this image are green and grey, which are not very saturated, and the image is pretty dark. Hues are all close to 160. The image shows analogous harmony, since all colors are similar. Color palette contain 578A7B, 76A497, 3D5951, 888BA8, 192521.*



# *Exercise- Typeface*

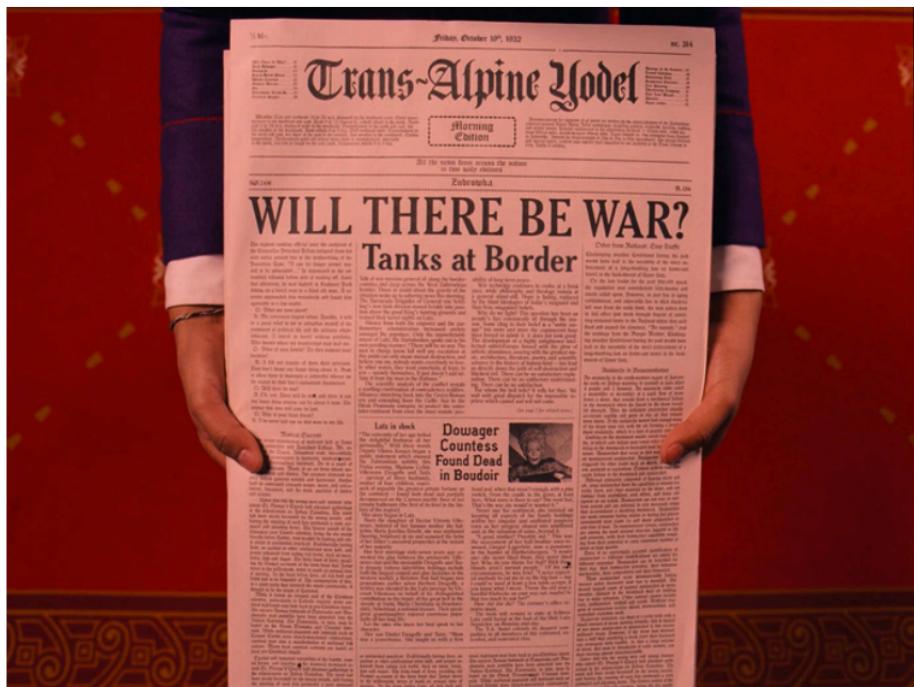
Typeface: cloister black ct regular

Family: serif

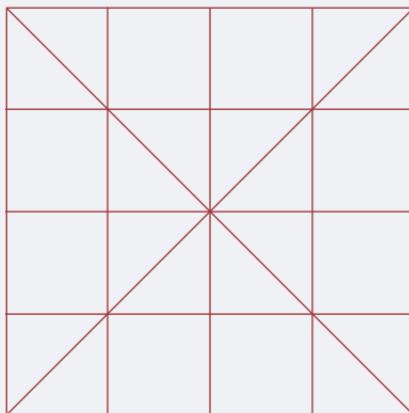
foundry: castletype

Designer: Morris Fuller Benton

The typeface cloister black ct regular was created in 1904 and had been used widely in England for centuries. Nowadays a lot of people use this font on their tattoo or clothes. Cloister was cast with the area of the typeface above the baseline smaller than normal, so the descender could be at a long, historically accurate length! I love this font due to its strong sense of gothic and history. It is not very easy to read the text in this font, it looks more like a painting. It automatically brings aesthetic feeling to the image.



*Exercise -*  
*Composition & Concept*





This is packages of several seafood snacks. It has the shape of each animal of which the snack is made of, and the

bottom is transparent so that consumers can see how the food look like. Plus, those snacks are hand made instead of

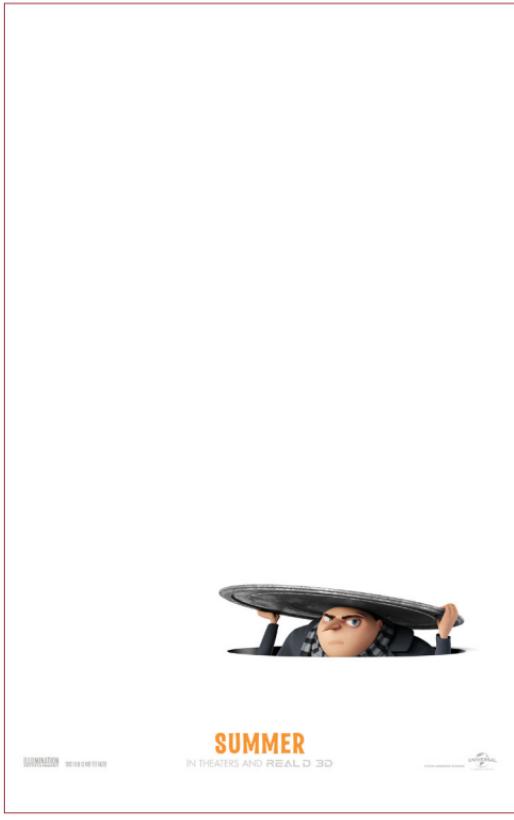
machine made, and the picture of animals are also in script style.

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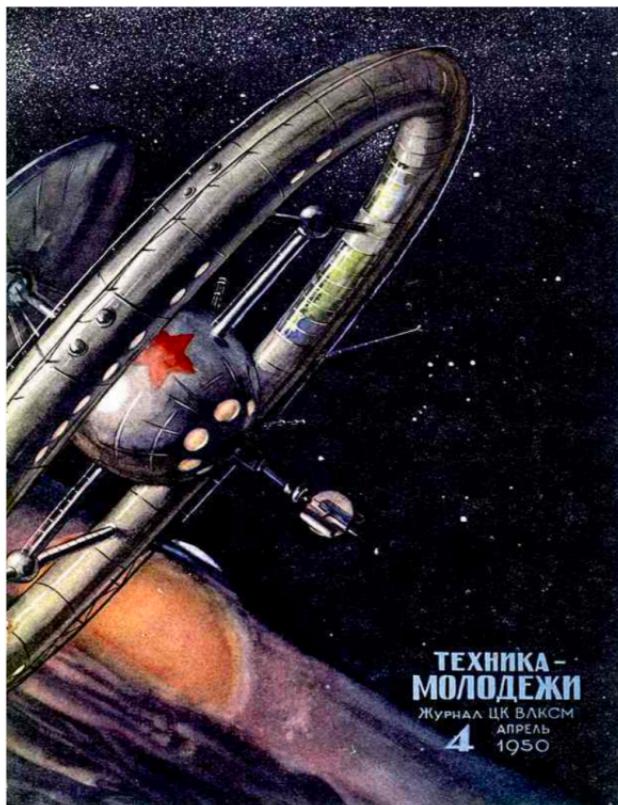
*This is a art theory book translated by Lu Xun. I love the cover since the graph is very simple, but it looks artistic. Since the book is about the art, the cover is very fit for the theme.*

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*This is the poster of Minions 3.  
I love its usage of negative space. It helps audience to focus on  
the character and the information at the bottom although the  
font size is extremely small. Plus, when looking at this poster,  
it feels like I am in the scene as if I am also a character.*



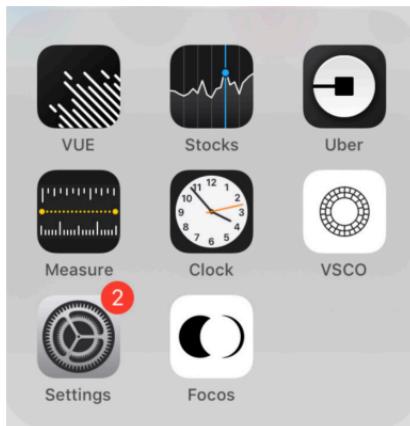
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*This is the cover of magazine called  
Tekhnika Molodezhi. It is a Soviet, and eventually Russian popular science  
magazine which has been published monthly since 1933.  
I love this cover, since its dark tone conveys a strong feeling of mystery,  
making me want to read the story inside this magazine.*

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*My favorite interface is the clock App. It shows the interface of a traditional clock, and it is also animated. It is very convenient for me to look at what time it is.*

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*Indian designer Mangesh Kavale provided this Advertising project for a digestive medicine called DABUR GASTRINA. one of side effects of digestive pills is passing gas. Kavale images the sound as from wind instruments. expressing the efficacy of pill in a funny way.*

*This impressive advertisement shows me the significance of humor.*





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The box of this CD is mainly transparent, and the title, SUPA, is composed several transparent cards with lyrics on them. When we fold all the cards together, it will show the title, which is really interesting.

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