

CARD GAME DESIGN

This project presents the power struggle and public psychological problems involved in China's small advertising industry in the form of a card game.

PROJECT 1 BLINDNESS

INSPIRATION & BACKGROUND



Wild art and outdoor advertisement are common design methods around the world in daily life. Chinese advertisers often use cheap means and surprising design methods to make small advertisements grow savagely in every hidden corner of every city.

There is a unique role in China's small advertising culture, that is, the urban management officer (the ruling class). This unique role has a strong constraint on advertisers. Because small advertisements are banned in China, the small advertising residues we see now are savagely growing in hidden corners of towns.

However, the purpose of the urban management officers is to maintain a better city appearance and protect the citizens.

And this mechanism has created a delicate balance between urban management, citizens, and dealers. With the passage of time, this complicated power relationship has allowed the small advertising industry to turn to the dark web in the later stages of urbanization.

CONCEPT

In the small advertising industry chain, the relationship between dealers, citizens(spectators), urban management officers(manager) also corresponds to the competition between different professions and different roles in our daily life, which is very much like a desktop game.

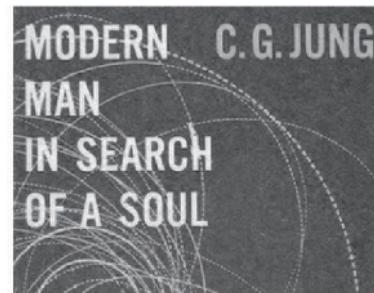
So I plan to integrate these characters into the game. In addition to absorbing the elements of the small advertisement, I also present the Chinese small advertisement culture in a game to reflect the structure of social rights and show the conflict and coordination of dual personality.

There are many blind spots hidden in the winding streets. This game requires players to use various blind spots to play their roles, for example, dealers can use the blind spot to avoid the search by the city management. So I named this game "BLINDNESS".

Dealer



RESEARCH: DESINGER & PSYCHOLOGIST



Personality shadow is the most hidden and mysterious part of human spirit. Only when a person's self and personality shadow in harmony with each other, one will feel full of vitality.

Takada broke this natural design style, high saturation color and exaggerated and simple graphic design.



COCO CAPITAN

The handwritten poems and aphorisms of coco capitan have become the trademark of her collaboration with the italian fashion brand, adorning walls in New York and Milan, t-shirts, bags, and scarfs among other items.

RESEARCH AND COLLECTION

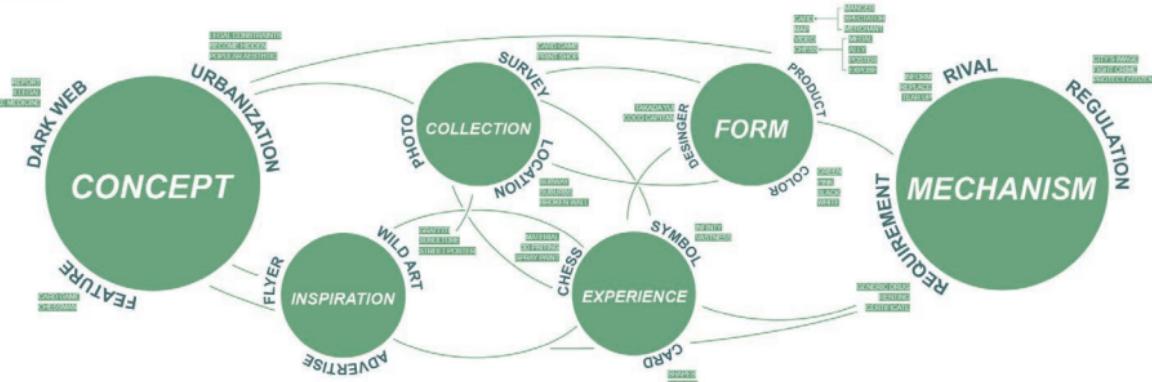


I have visited old-fashioned residential areas to film the remains of small advertisements. However, due to the strict control of the government in recent years, many small advertisements have been cleared by the urban management officers. The only places where we can see small advertisements are the corners of the streets, the corridors of residential buildings and so on. These small advertisements include services for issuing fake certificates, purchasing generic drugs and some other niche services such as cheap medical services, unlocking and changing locks and so on.

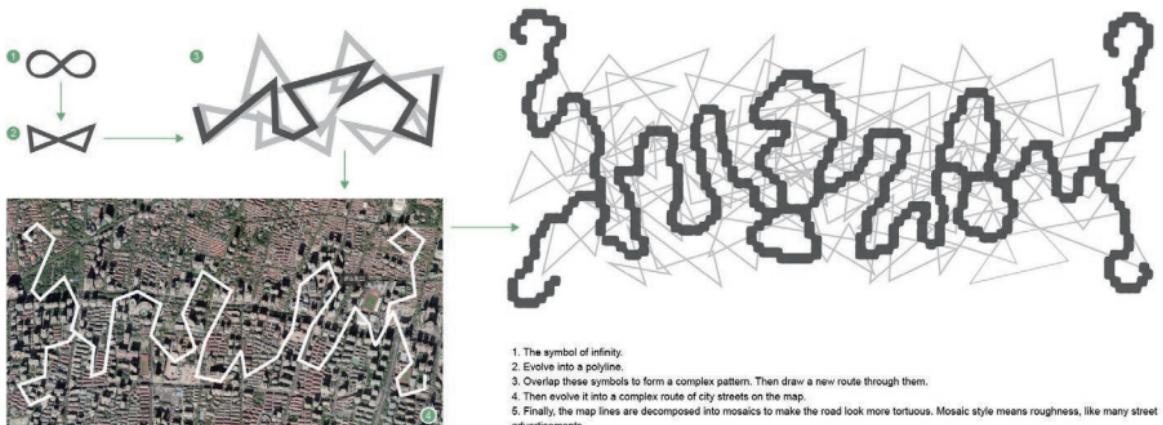


Maquis is a solitaire worker-placement game with variable goals and a play time of approximately twenty minutes. The player places his resistance agents on spaces around town to achieve his goals - blowing up trains, publishing underground newspapers - but at the same time Milice collaborators and Wehrmacht soldiers patrol the area. Agents who can't make it back to the safe house at the end of the day are arrested, and never seen again.

MINDMAP



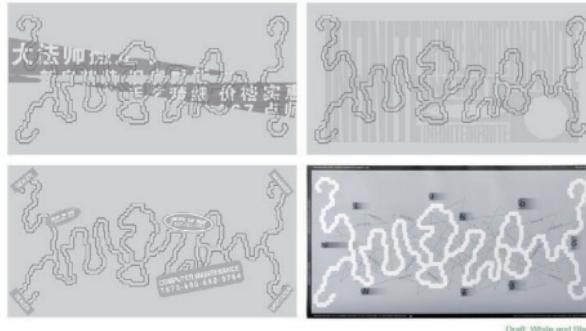
EXPERIMENT AND CONSTRUCT



1. The symbol of infinity.
2. Evolve into a polyline.
3. Overlap these symbols to form a complex pattern. Then draw a new route through them.
4. Then evolve it into a complex route of city streets on the map.
5. Finally, the map lines are decomposed into mosaics to make the road look more tortuous. Mosaic style means roughness, like many street advertisements.

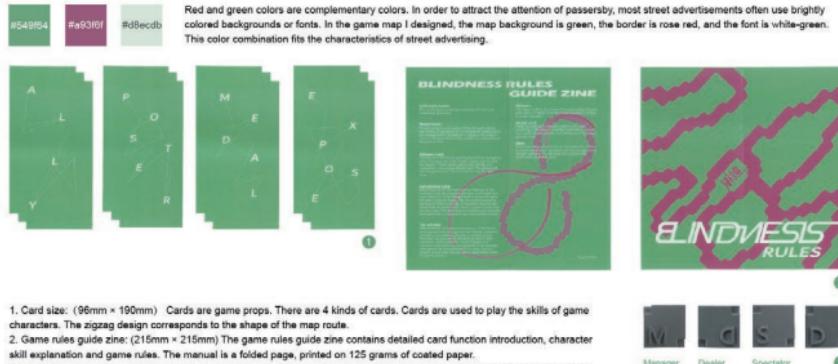
EXPERIMENT AND CONSTRUCT

The meaning of the main shape: This desktop game can allow players to play their own imagination, whether in the real workplace competition, or in the officialdom, any gameplay the player can think of, can be achieved in the game. As a result, the map shape of this desktop game is like an abstract processed infinity symbol ". On the one hand, the symbol symbolizes the endless play and ending of the game, on the other hand, it also implies the complexity of the twists and turns of the urban road in the game.



Draft: White and Black

FINAL WORK

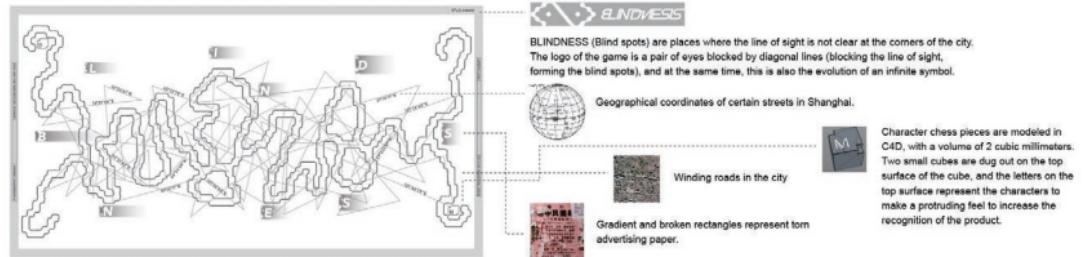


1. Card size: (96mm × 190mm). Cards are game props. There are 4 kinds of cards. Cards are used to play the skills of game characters. The zigzag design corresponds to the shape of the map route.

2. Game rules guide zine: (215mm × 215mm). The game rules guide zine contains detailed card function introduction, character skill explanation and game rules. The manual is a folded page, printed on 125 grams of coated paper.

3. Character chess pieces: (20mm × 20mm) Character chess pieces for players to choose characters, each piece represents a character. The chess pieces are made of 3D printing and spray paint.

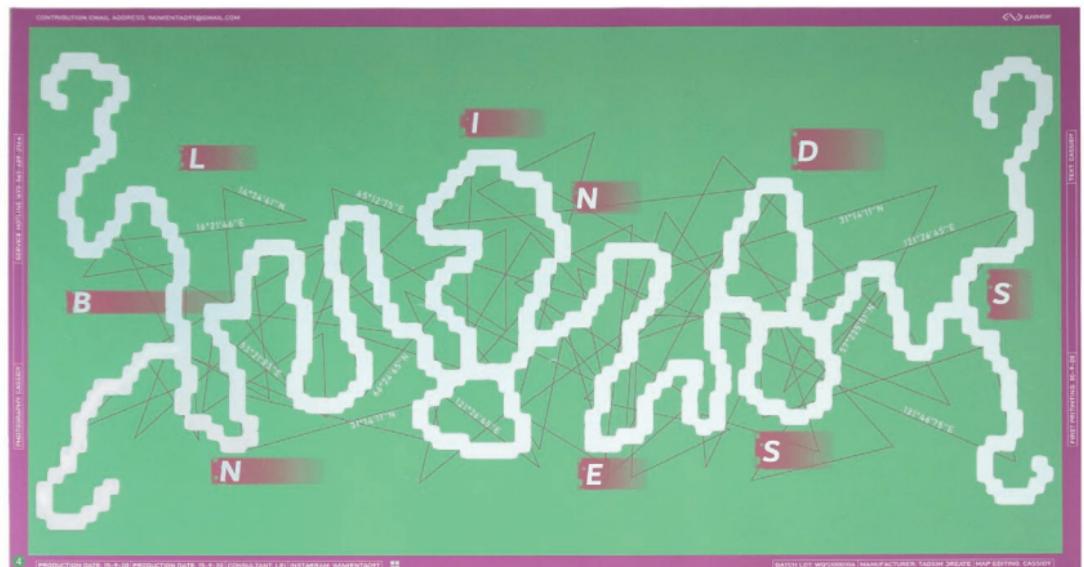
4. Map size: (832mm × 442mm). The map is used to simulate the scene in the game and is the carrier of chess pieces and cards. There is exactly one chess piece in each grid on the map. This map was printed using a large color inkjet printer.



BLINDNESS (Blind spots) are places where the line of sight is not clear at the corners of the city. The logo of the game is a pair of eyes blocked by diagonal lines (blocking the line of sight, forming the blind spots), and at the same time, this is also the evolution of an infinite symbol.

Geographical coordinates of certain streets in Shanghai.
Winding roads in the city
Gradient and broken rectangles represent torn advertising paper.

Character chess pieces are modeled in C4D, with a volume of 2 cubic millimeters. Two small cubes are dug out on the top surface of the cube, and the letters on the top surface represent the characters to make a protruding feel to increase the recognition of the product.





VIDEO

BLINDNESS

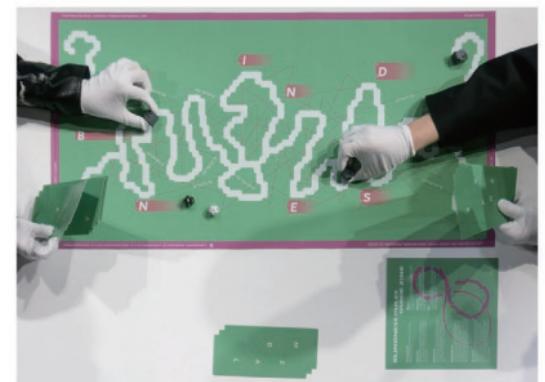
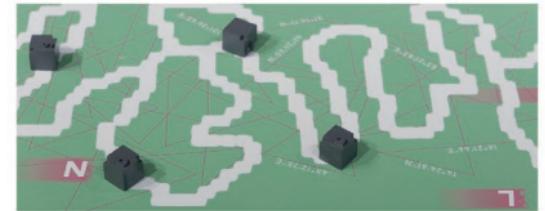
BLINDNESS



The End

<https://www.youtube.com/watch?v=mIeBt44dRfM>

Video content: 42 seconds long. The video was shot in an old-fashioned residential area of Shanghai. The entire film is mainly from the perspective of urban management patrolling the streets. The video also shows the evolution of the game map.



PHOTOGRAPHY BOOK DESIGN

I tried to photograph as many faces as possible and organize it into a book about the speakers of the 2020s. The spokesperson can be a person or a thing, a plant, an animal, a building or a space. I will speak for the things I shoot, and these things will speak for our common time.

PROJECT 2 SPOKESMAN



INSPIRATION & BACKGROUND



2020 is a year that leads the world at a loss without any doubt. The spread of viruses all around the world, the plague of locusts in Africa, the accidental death of many celebrities, the postponement of the Olympic Games and the economic depression. In public places, all people wear masks and there is less language communication and more eyes. When a person is half face covered and looks at each other in the subway, it is undoubtedly weird. It is just like before the war, the vehicles carrying special forces are full of unknown.

The sudden virus swept the world and disrupted people's peaceful life. Everything began to be chaotic and life became aimless. Just like an artificial satellite orbiting the earth, it suddenly lost contact with the earth and began to drift out of orbit in space. The expressions of characters in the post-epidemic era guided by the collective subconscious have something in common. This is what collective subconscious in 2020 is like -- panic, confusion, or the pursuit of trivial short-term excitement.

CONCEPT

Deleuze said that the spokesman is crucial. Creation is the spokesman. No any spokesman is redundant. The spokesman can be a person or a thing, a plant, an animal, a building or a space. Create a spokesman of oneself, no matter it's imaginary or real, living or inanimate, without whom I would not be able to express.

I will speak for the things I shoot, and these things will speak for our common time. In the context of the epidemic, the people on the streets, the surrounding buildings, seemingly unrelated things are actually conveying the same unease and fear about the future. I tried to photograph as possible and organize it into a book about the speakers



RESEARCH

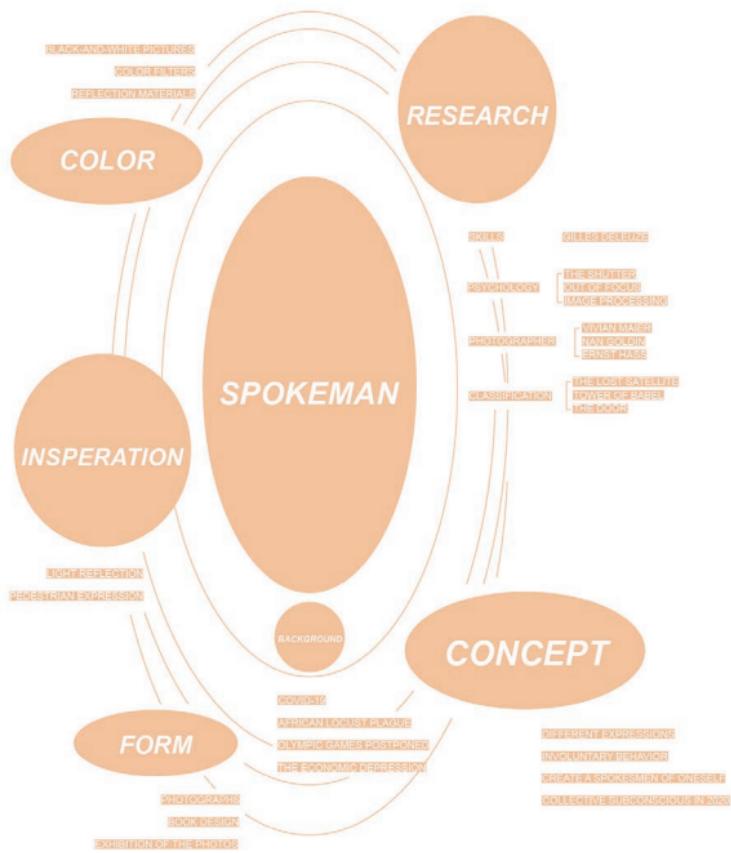


1. Vivian Maier was an American street photographer whose massive, unseen body of work came to light when it was purchased from an auction in Chicago in 2007. Born in New York City, Maier spent some of her youth in France and then worked in Chicago as a nanny and caregiver for most of her life. In her leisure, however, Maier ventured into the art of photography.

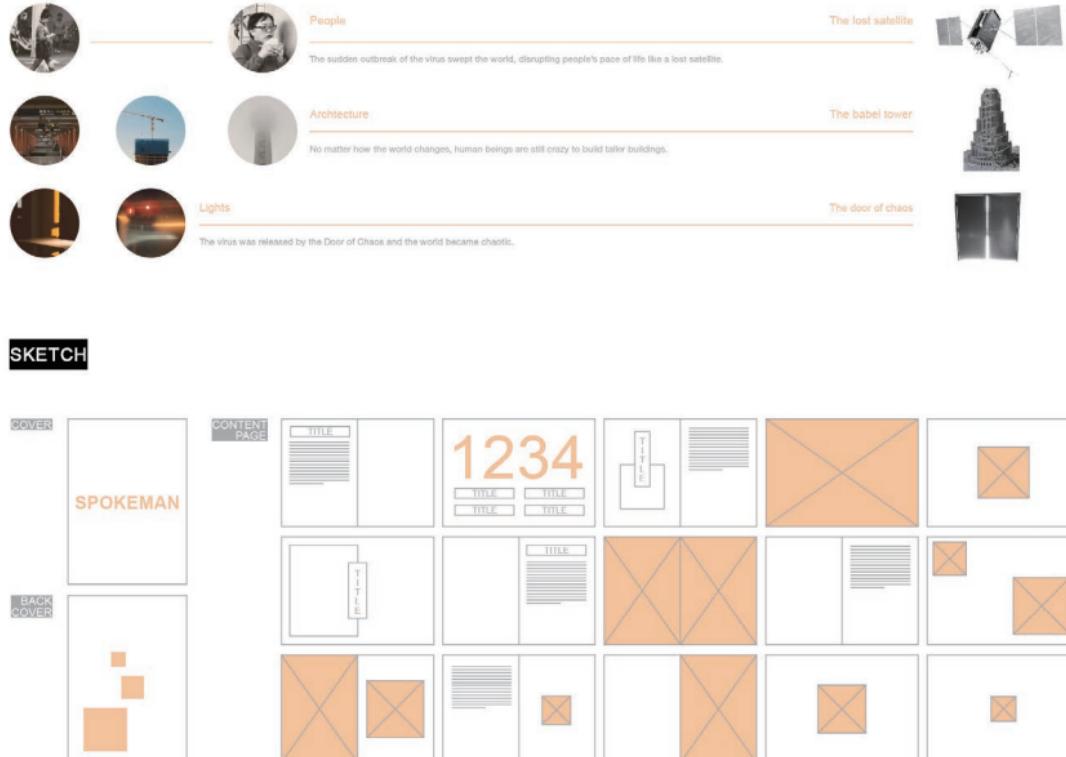
2. Under visa restrictions, KangHee has been unable to return to his hometown of South Korea for more than ten years, nor can he take a step outside the United States. With this limitation of body and identity recognition, she hopes to find a way to "escape" in photography.

3. In the book "Golden Hour", we can see a lot of her works about the characters and scenery on the journey, and these scenes and moments are all "fantasy". She looks for materials in everyday pictures that she encounters by chance, and then according to her own wishes, she uses Photoshop to combine and collage the scenes, modify the light and shadow or even destroy the original photos.

MINDMAP

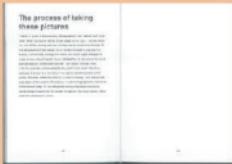


CONTENTS



The whole book is divided into three chapters. Each chapter has a title, which is displayed in white characters on a black background. The photographs closest to the subject are displayed in large images to increase the visual impact. After some photos, there will be a short paragraph with corresponding text explanation.

The Spokesman



FINAL WEEK



The Lost Satellite



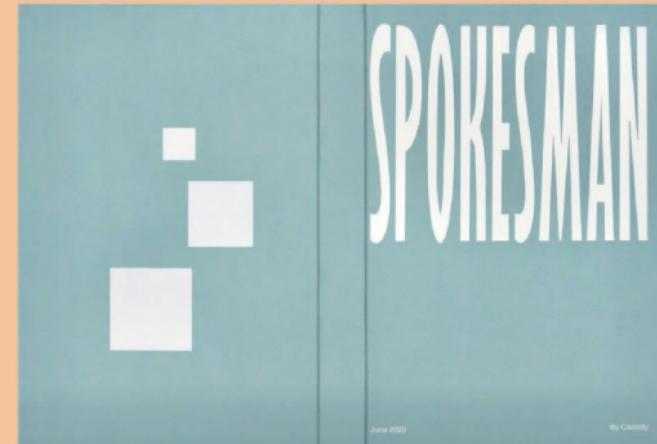
The Babel Tower



The Door



Noise Inside



Number of pages: 128
Size: 368mm * 260mm * 26mm
Binding method: hardcover on paper
Paper: 120g double-sided facing
Cover: Butterfly Hardcover (digital printing with toner)

DISPLAY

The size of the wall: 320cm x 400cm

I chose to print out the photos in the book as huge or miniature photos to make the visually strong contrast in size and highlight the main content of people in the first chapter of the book. The objects in the second and third chapters are arranged in small pictures around the huge photo, corresponding to the theme "the idea of all things being integrated in the post-epidemic era."





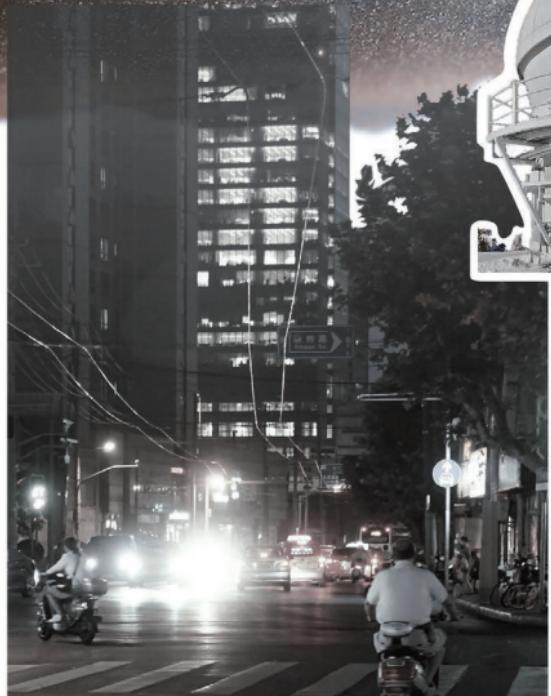
ARTIST INSTALLATION DESIGN

Light pollution inevitably prevents sky enthusiasts from observing the starry sky, so I want to design a device that can hear the sound of the stars and observe the starry sky by listening.

PROJECT 3 OPERATOR



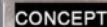
BACKGROUND & INSPIRATION



Light pollution is a problem caused by human overuse of lighting systems. The most obvious effect is that the stars in the night sky of the city are covered by the lights of many buildings and disappear. This affects the study of observing the universe and also destroys the ecological balance. Once upon a time, the shining starry sky at night gave people infinite reveries, but as the process of urbanization accelerated, more and more people living in cities discovered that the stars seemed to "disappear".

Since the signals captured by different telescopes are different, they are given different "instruments" in the clips. Here, different elements are highlighted in different colors-red for silicon, yellow for sulfur, green for calcium, and purple for iron. These elements are assigned to different sounds.

After studying the composition of hundreds of thousands of stars, astronomers have confirmed that we are really made of stardust, which includes all the key elements of life. Each element presents its own unique spectrum, and then scientists calculate how many elements the star contains by measuring the light produced by different elements. Scientists reveal how life elements spread in the universe.



In recent years, urban light pollution has increased, and the brightness of artificial light at night far exceeds that of starlight. People are getting used to nights without the Milky Way or starry sky, and only a small group of people will drive away from the city without hesitation and come to the outskirts to admire the long-lost starry sky.

So I am planning to design a stargazing device, trying to let people put aside the busy work at hand, divert their eyes, look up at the starry sky, think about and care about the origin of life. With this device, people can get an immersive experience of observing the stars without leaving the city too far. Since urban light pollution obstructs our sight, we can listen to the sound of the starry sky by converting light signals in the universe into electric waves, just like listening to a radio station. Coupled with the starry sky positioning app on the mobile phone, the data is automatically transmitted to the helmet, and the two large cylinders will lock the galaxy you want to hear, so that ordinary people can feel the fun of exploring the universe alone in the city.

Since this device is like a radio enthusiast catching any interesting radio waves, I named this project "Operator Project", which means that I, as an operator on the earth, am responsible for listening to the radio waves from the stars.



RESEARCH



"China's Sky Eye" FAST



Olafr Eliasson



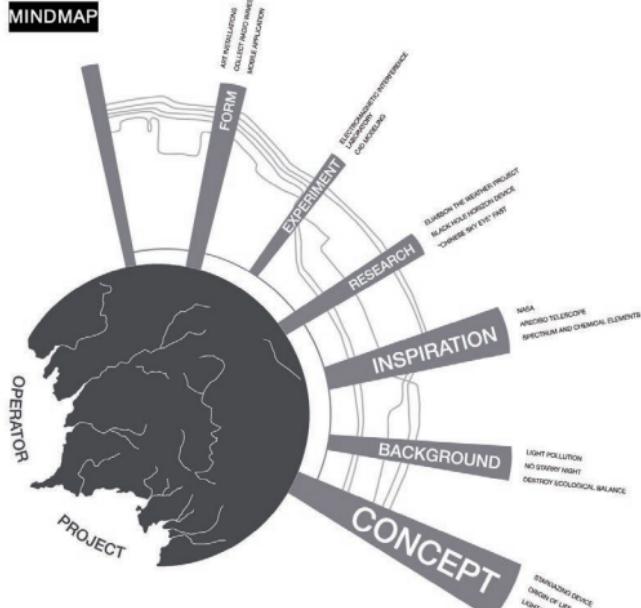
Black Hole Horizon

Eliasson said that the window acts as a tactile boundary between a person and the outside, and accordingly adjusts one's experience of the outside weather. The dynamic changes in the composition of short-lived elements in weather projects are parallel to the unpredictability of external weather, although human efforts and destruction are still beyond our control.

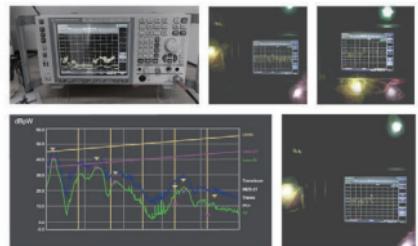
The nucleus of the installation is the invention of an apparatus resembling a ship horn. With the sounding of each tone, a huge soap bubble emerges from the horn. It grows as the sound grows, peels off the horn, lingers through the exhibition space and finally bursts at an erratic position within the room.

The University of Chinese Academy of Sciences released voices from the depths of the universe. These sounds are 15 pulsar signals captured by the teachers and students of the school through the "China's Sky Eye" FAST. After the pulsar signals are converted and processed by the students of the school, they are presented in the form of audio.

MINDMAP

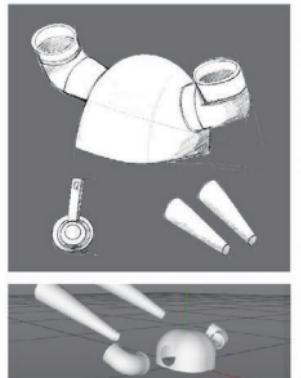


EXPERIMENT



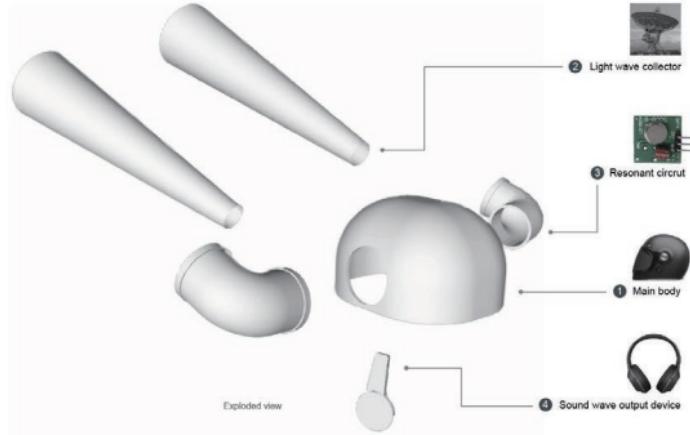
In order to verify whether the device can accept light signals of different bands, I placed the electromagnetic wave detection equipment in a special dark room, turned on the lights of different colors, and recorded the band data of the lights of different colors. Experiments have proved that this device can receive weak light signals.

PRODUCT BREAKDOWN STRUCTURE



Sketch & C4D modeling

- 1.The main body of the product is in the shape of a helmet, the internal material is made of carbon fiber bracket, and the outside is a ABS plastic shell sprayed with white paint.
- 2.The principle of the light wave collector is similar to the way that a radio telescope receives electromagnetic waves in the universe. The electromagnetic wave ripples can be displayed on an electronic screen.
- 3.The converter is equivalent to the resonant circuit that exists in ordinary radios. Since light waves are equal to electromagnetic waves, radios can convert electromagnetic waves into sound waves to transmit sound information. So I directly extract the converter in the radio and connect it to the pipes on both sides of the product body.
- 4.The sound wave output device is equivalent to the function of the earphone and is connected to the converter.



Exploded view

MANUFACTURING PROCESS



After the C4D modeling was completed, materials were collected, and the helmet shell was injection molded with ABS plastic after commissioning the factory to open the mold. Then I used a sanding machine to polish the surface. After all 6 parts were polished, I started to assemble each part. In order to wear it comfortably, I used Air Blow Gun to blow away the fine particles inside and outside the helmet for further smoothing. Finally, spray white paint to eliminate chromatic aberration.



DISPLAY



Put this device on your head and turn on the Bluetooth of your mobile phone. This device will automatically connect with the app. Select the area you want to hear on your phone or enter the name of the galaxy directly, and then follow the arrow on the app to receive the two on top of your head. Point the device to the region of the universe you select, and you will hear the sound of the stars through the earphone on the left.



USER INTERFACE DESIGN

This project is about an AR sign language translation app for deaf people and sign language lovers. They can use the scan function to translate sign language into text.

PROJECT 4 SHOUSHUO

BACKGROUND & INSPIRATION

Chinese Sign Language (CSL) is a kind of visual language which is equivalent to Chinese. With the popularization of national general sign language, the connotative value and guiding role of sign language will be further highlighted. "Speaking" is the most common way of communication that we use. Even for people affected by their personality, speaking is also the most common and fastest way to communicate. However, sign language is the main way for some people who can't speak with each other.

People, as human beings, need absolute equality. Because of communication barriers, the healthy people and the people with deformity are usually divided into two groups. The inequality caused by non-interference between the two groups is not the future we anticipate. If there are sign language users around you and you need to communicate with each other, how to communicate quickly, accurately and conveniently is what we need to explore.



CONCEPT

So I want to design an AR sign language translation app for deaf people and sign language lovers. Suppose that when a user communicates with a sign language user, if there is a gesture that he does not understand, he can use the scanning function of the app to scan the gesture of the other party, and the system will automatically translate the sign language into text. In this way, the communication between the deaf-mute and ordinary people is more convenient. This app reduces the difficulty of using sign language. Simplify the complicated sign language learning process, increase the public's awareness of the deaf and mute, understand and accept this group of people with disabilities more. At the same time, this app also has a social sharing function. Deaf-mute people can find topics and communities of interest in this app. Ordinary people can also use interesting gestures and emoticons to communicate in the social sharing function. In Chinese, "shoushuo" means "speak with your hands". The name is used to call more people to pay attention to the language of sign language. In addition, this app also sells charity products. You can purchase products related to the "shoushuo" brand in the mall interface. The funds raised are used to help more disabled people.

RESEARCH OF SIGN LANGUAGE

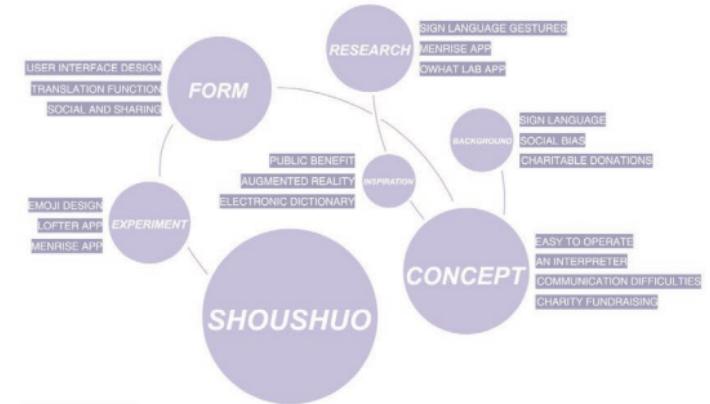


Sign language is a language that conveys meaning in the form of a visual manual. Sign language is expressed through a combination of manual pronunciation and non-manual elements. Sign language is a mature natural language with its own grammar and dictionary. Although there are surprising similarities between sign languages, sign languages are not universal, nor are they mutually understandable.

Linguists believe that both verbal and sign language communication are types of natural language, which means that they both emerge through abstract, long-term without careful planning over time. Sign language should with body language (a type of nonverbal communication).



MINDMAP



REFERENCE



MEMRISE APP: By watching interesting local videos and participating in Q & A games, the app can learn with native speakers imperceptibly in the combination of "playing" and "learning".

OWHAT LAB APP: The app focuses on sharing the lifestyles of stars and introduces a new sharing shopping platform. Hundreds of global stars and celebrities share their lifestyle with young people. The platform also advocates public welfare publicity, stars' social responsibility and public welfare activities.

LOGO SKETCH



The meaning of this logo is very obvious. Put a finger under the mouth and point the finger to the right. This action means "speaking" in Chinese sign language. The main color is lavender, and the auxiliary color is light yellow. The use of this soft color is to make deaf-mute people feel warm.

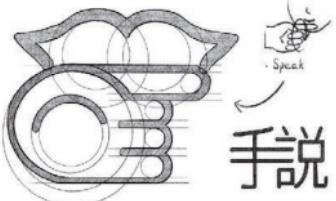
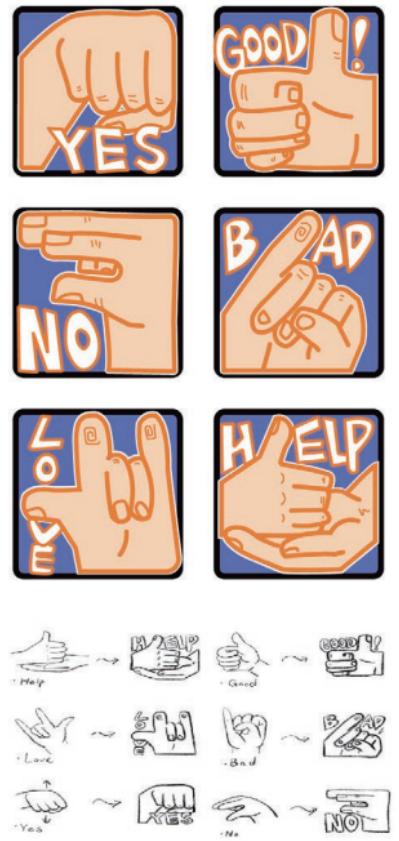
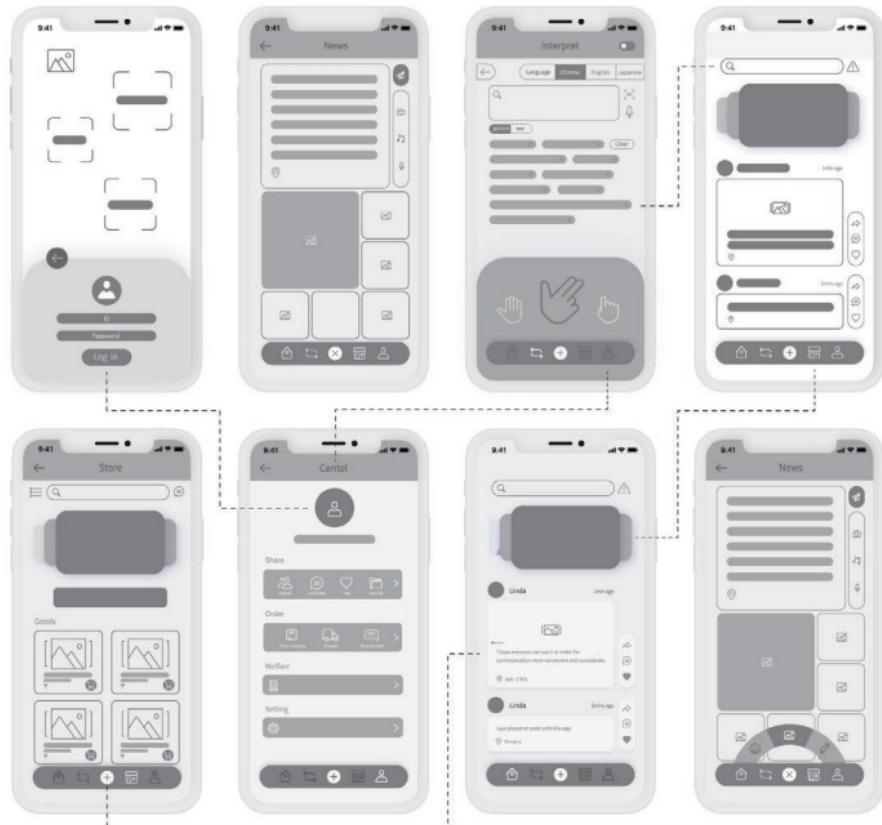


ILLUSTRATION DESIGN



START PAGE & EMOJI DESIGN

FRAMES



DISPLAY

