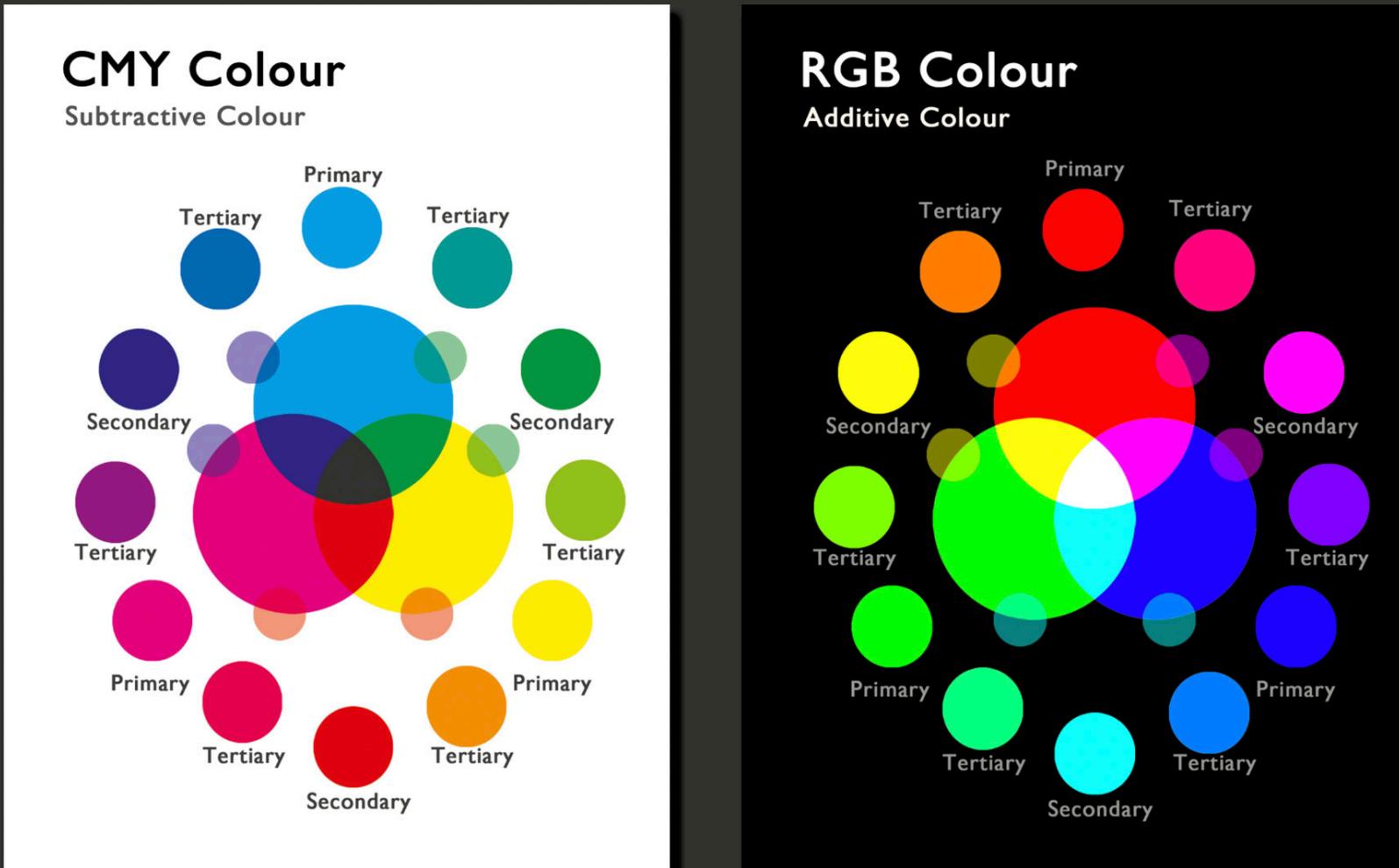




# PORTFOLIO

SHUANG WU

# Colour Wheel Poster

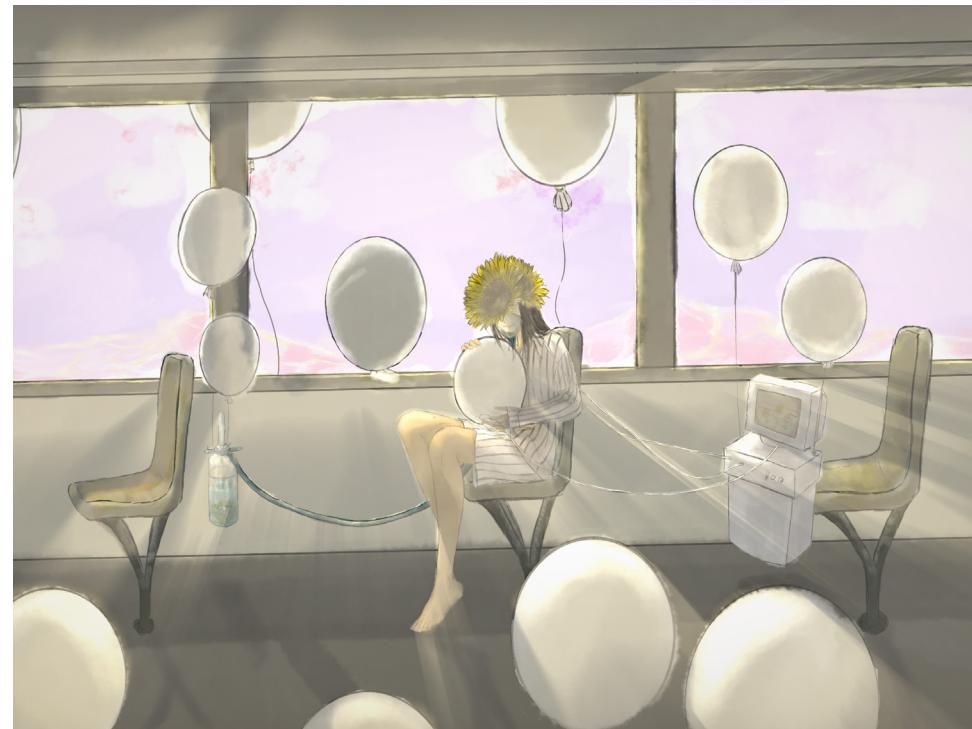
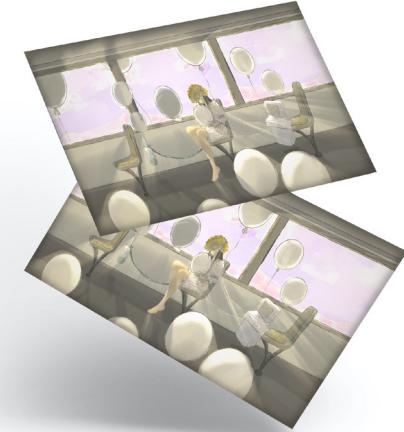
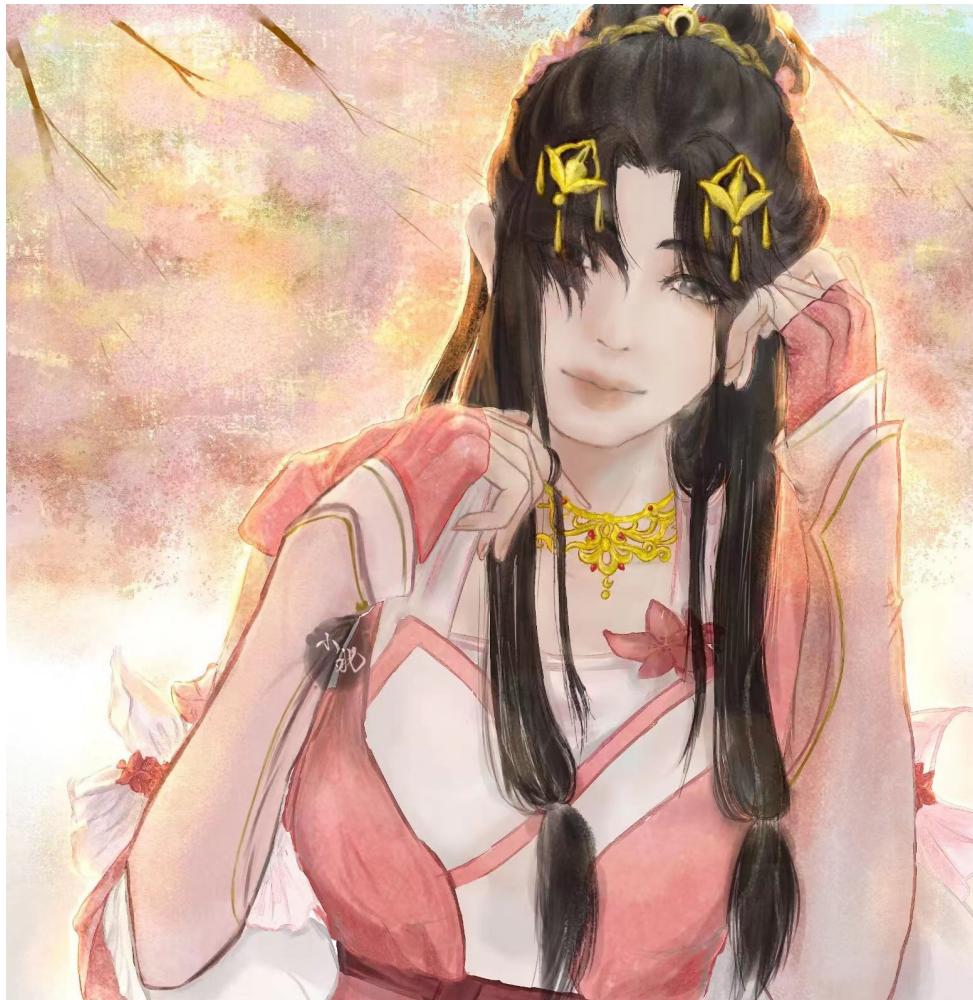


## Colour Wheel Poster

I design and construct the colour wheel poster exploring both subtractive and additive colour schemes. It allows me to research further in colour theory with practical experimentation. This poster aims to provide clear explanation on CMY and RGB using simple graphic language, with the use of positive and negative space.

# Colour Temperature Studies

## Cool Colour



In this project, I use colours to communicate mood, temperature and emotion. My experiment include colour temperature studies, value studies, colour combination, brightness and contrast.



# Typography

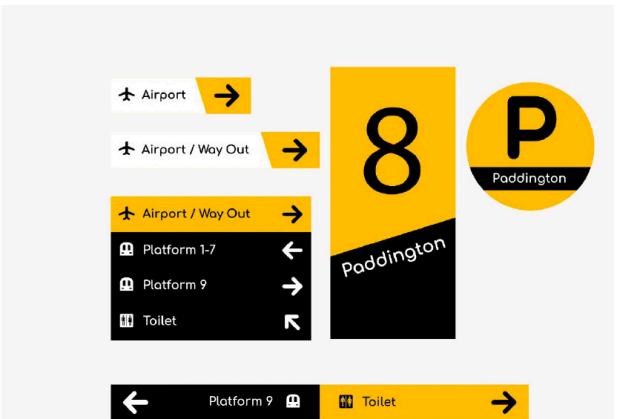
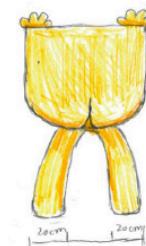
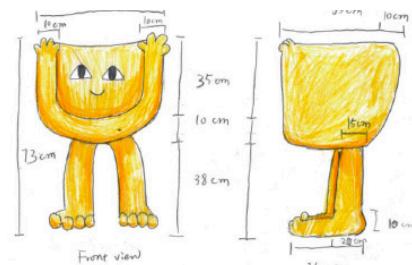


Decorative typeface inspired by everything about Australia from everyday object to architecture and endemic species. I use 'type as image' to generate creative verbal concept and examine the stroke variations in fonts when enlarged throughout the experiment.



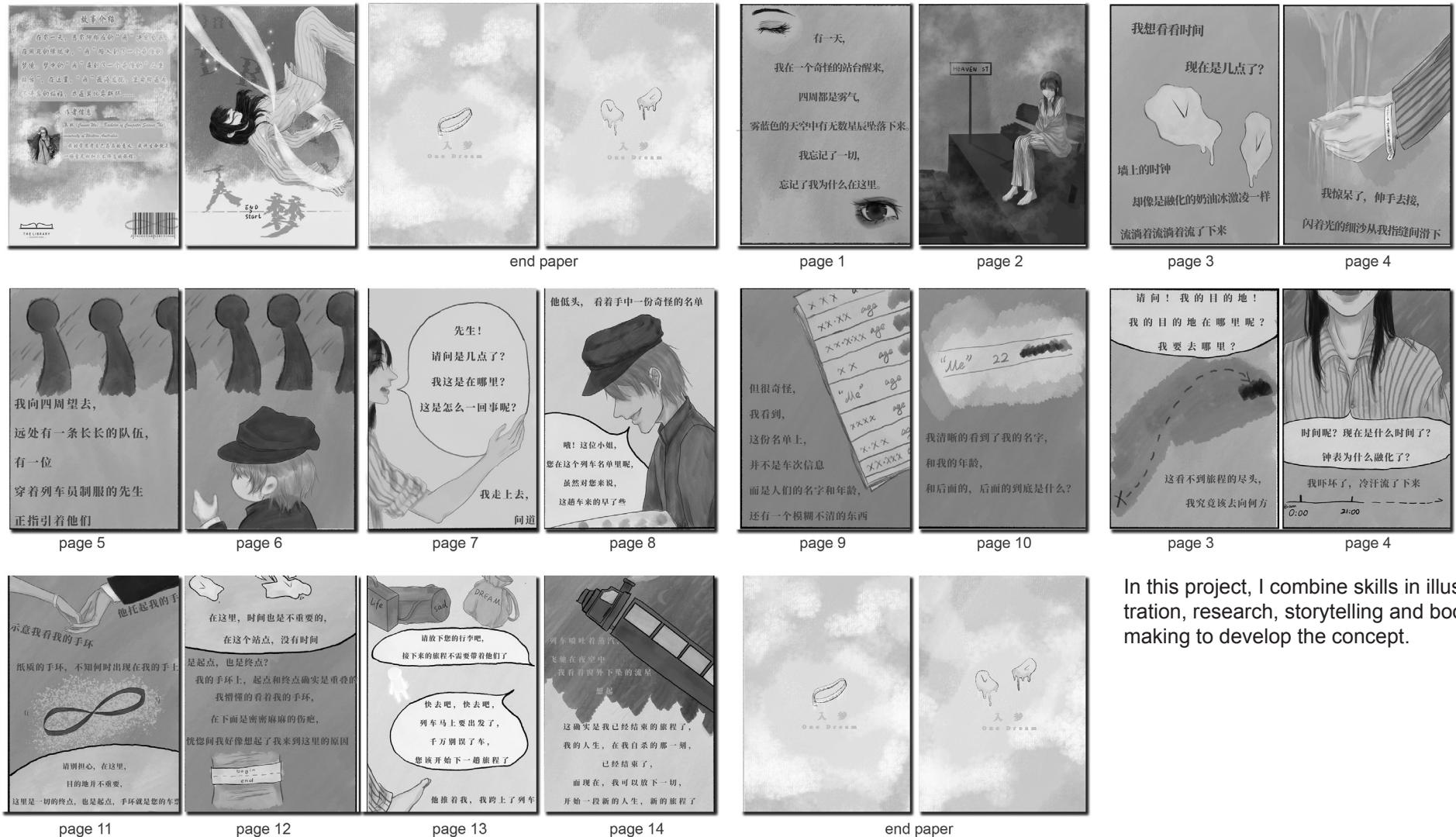
# The Joy Of Platform | Service Design

Quirky outlook stress relief chair designed to improve passenger experience. Combine with a more readable/modern wayfinding design, the new look aims to add joy to the platform, and enhance travel experience through the use of colour, typography and design strategy.



# Children Story Book

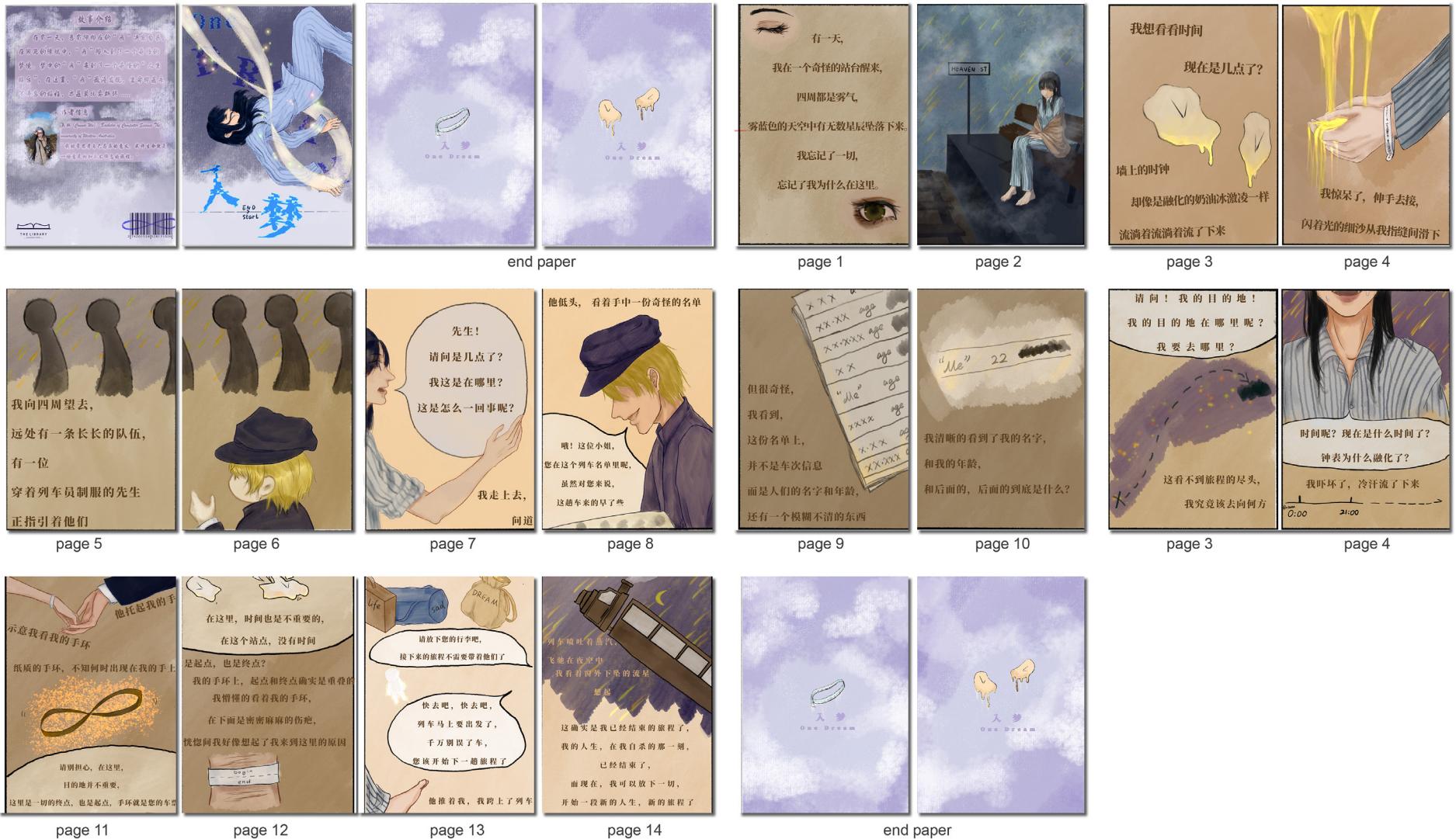
## Grayscale Storyboard (Thumbnails)



In this project, I combine skills in illustration, research, storytelling and book making to develop the concept.

# Children Story Book

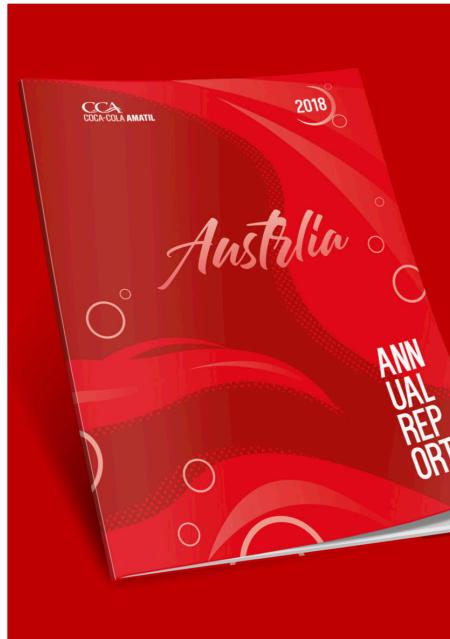
## Full Colour Storyboard (Thumbnails)



# Children Story Book



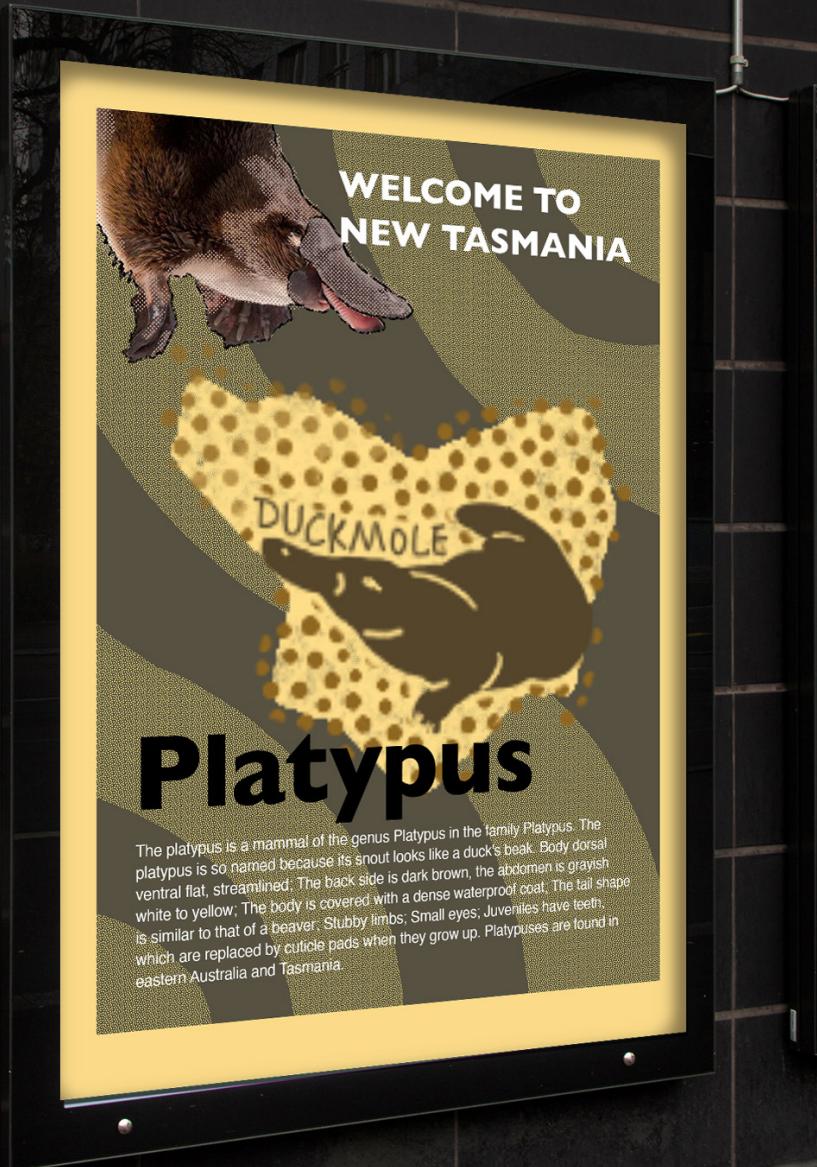
# Page Layout (Annual Report)



In this Page Layout project, I explore different grid systems such as golden ratio, modular and asymmetrical structure, include image composition and cropping. All design elements and principles such as shape, type, colour, balance, proportion and so on – have been carefully used and implemented to achieve harmony.

The ultimate goal of this project is to design a good reading experience and optimise the overall outlook to communicate the company vision.

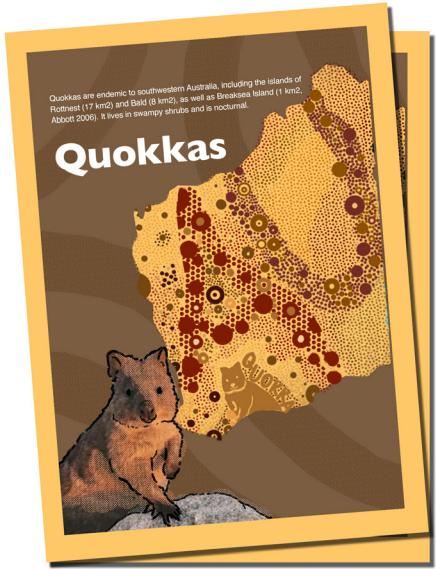
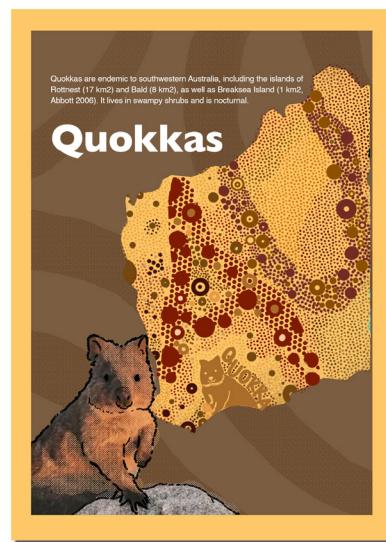
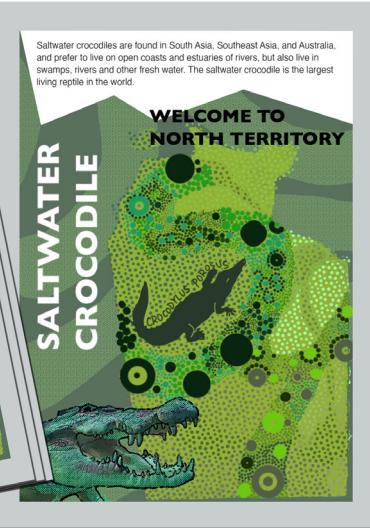
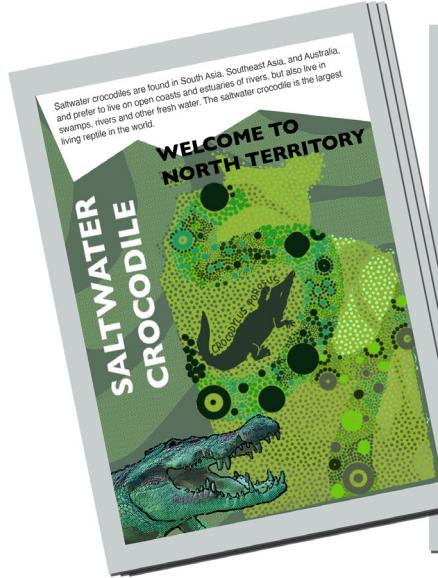
# Graphic Poster and Flyers | Welcome to Australia Project



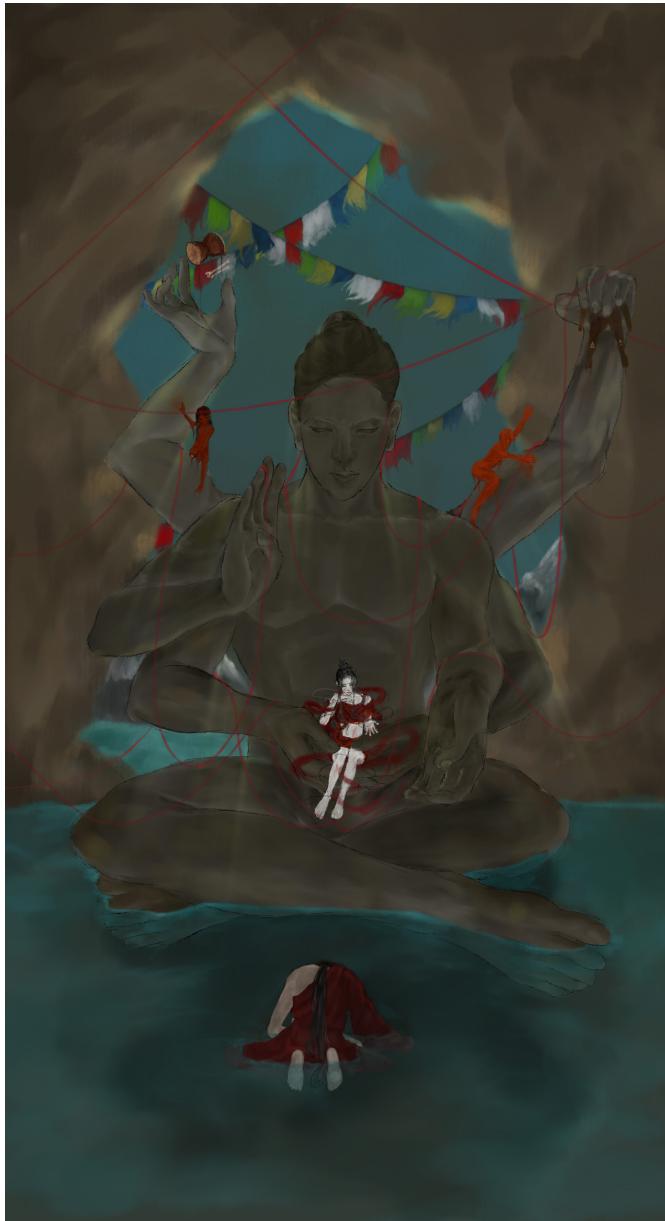
Identity and campaign design aims to promote Australia tourism with educative content. My idea is to connect with the broadest audience possible – from families to solo traveller around the world to learn more about Australia. The posters highlight different city in Australia, featuring the endemic species with colour coding and contemporary outlook. The graphic elements can be modulated across the identity for different contexts, from serious and science-focused to playful and family friendly.



# Graphic Poster And Flyers | Welcome To Australia Project



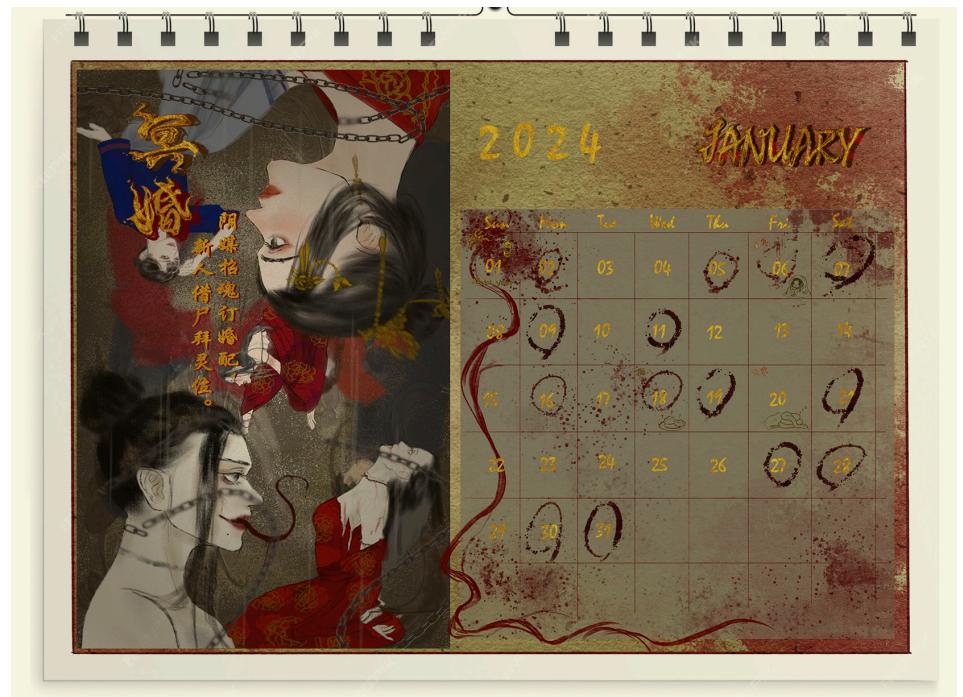
# Digital Illustration



Digital Illustration project aims to promote my culture and my heritage. I drew inspiration from ghost marriage, an ancient anthropology of kinship in China – a marriage in which one or both parties are deceased. The tradition is lesser known in the west and I want to tell a story about this through digital painting.

I combine both primary and secondary research in the process, and explore drawing techniques through experiment. The illustration extends to a series of poster and calendar design, which aims to reach more audience.

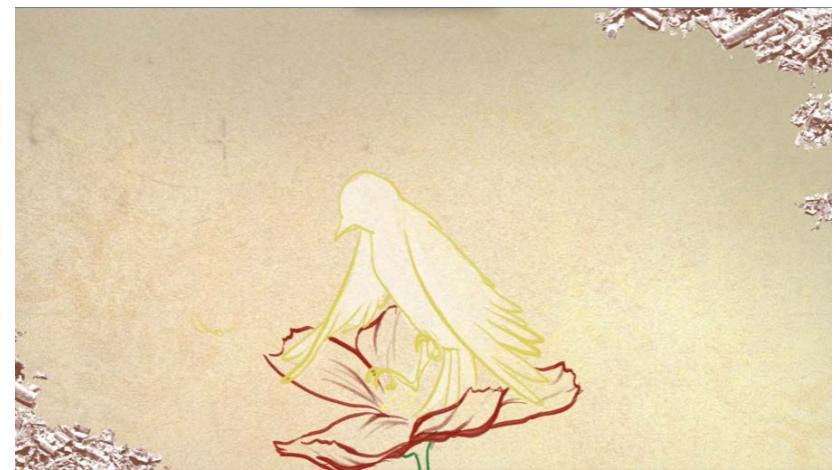
# Digital Illustration | Calendar Design



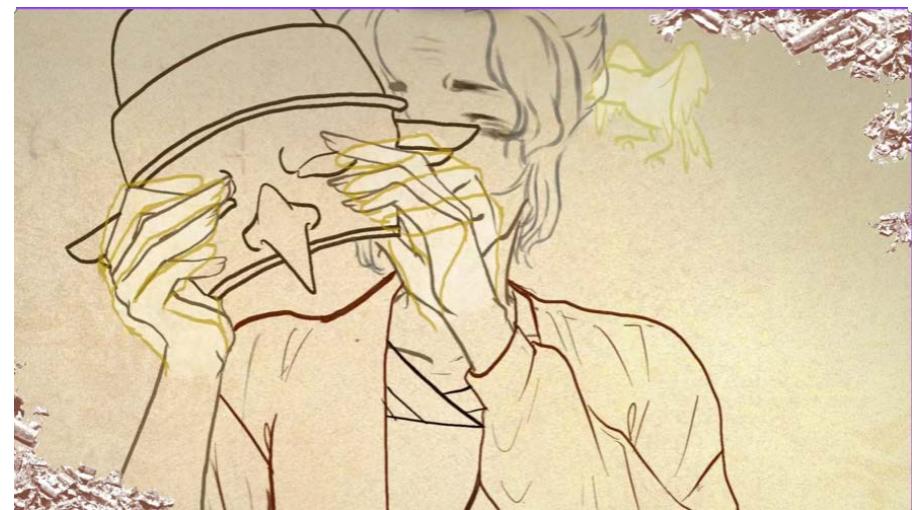
## 2D animation-大风



My 2D animation project aims to explore my thoughts on the regrets of life and death by combining the transformation of symbolic objects with traditional Chinese Nuo dance. I drew inspiration from a traditional Chinese sacrificial custom where people in some parts of China wear masks and perform dances to pray to deities, which can be any deities, ancestors, or all things in nature. This traditional dance moved me deeply, and I want to tell the story of a girl who, after her adoptive grandmother's death, finds herself and overcomes her regrets through the Nuo dance dedicated to the bird god who governs life and death in my hometown. During the creation process, I combined first-hand and second-hand research materials and experimented with painting techniques. Currently, it's only in the line drawing stage, and I will color it and process it with UE later.



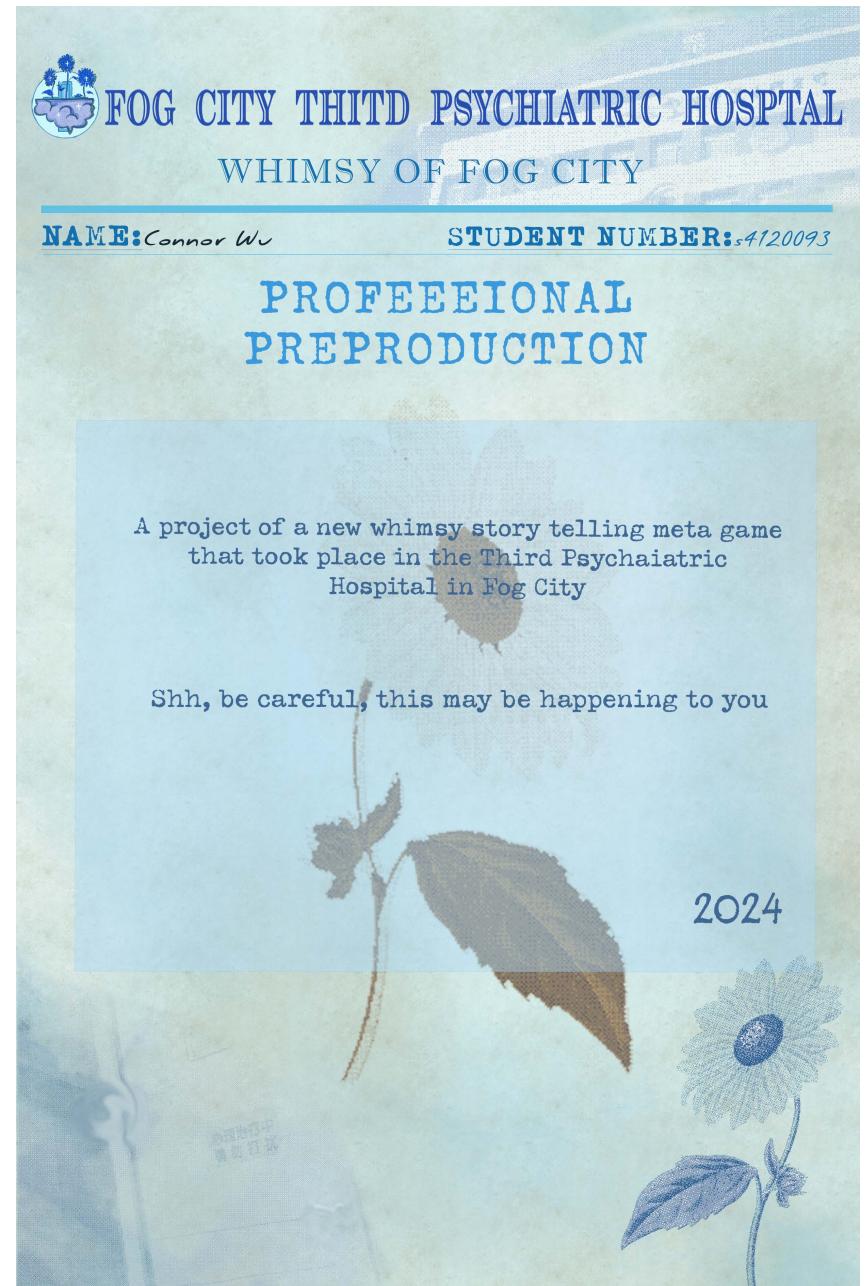
## 2D animation-大风



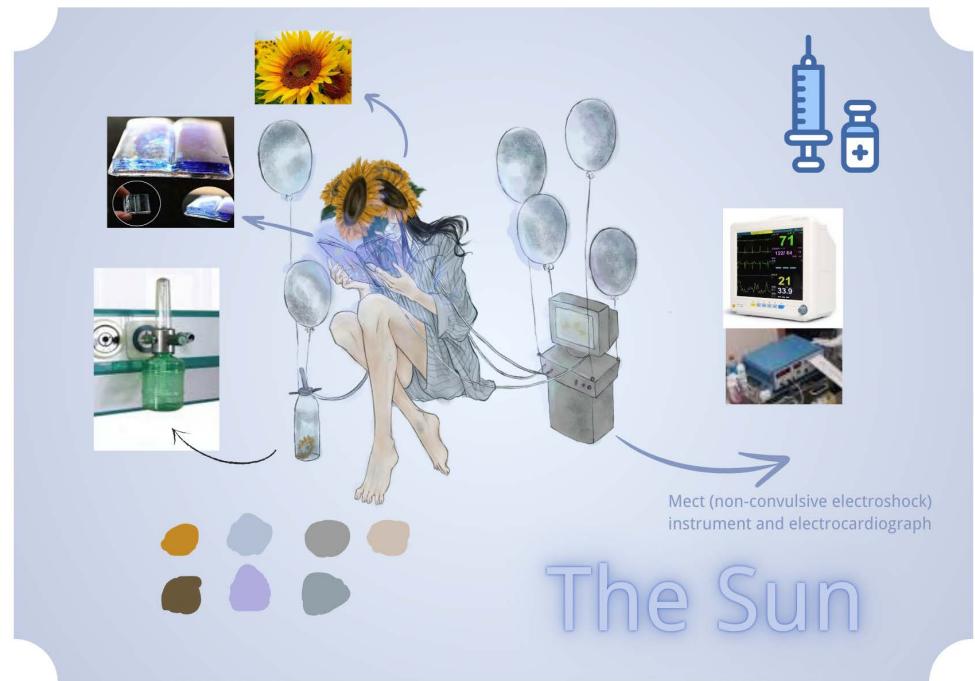
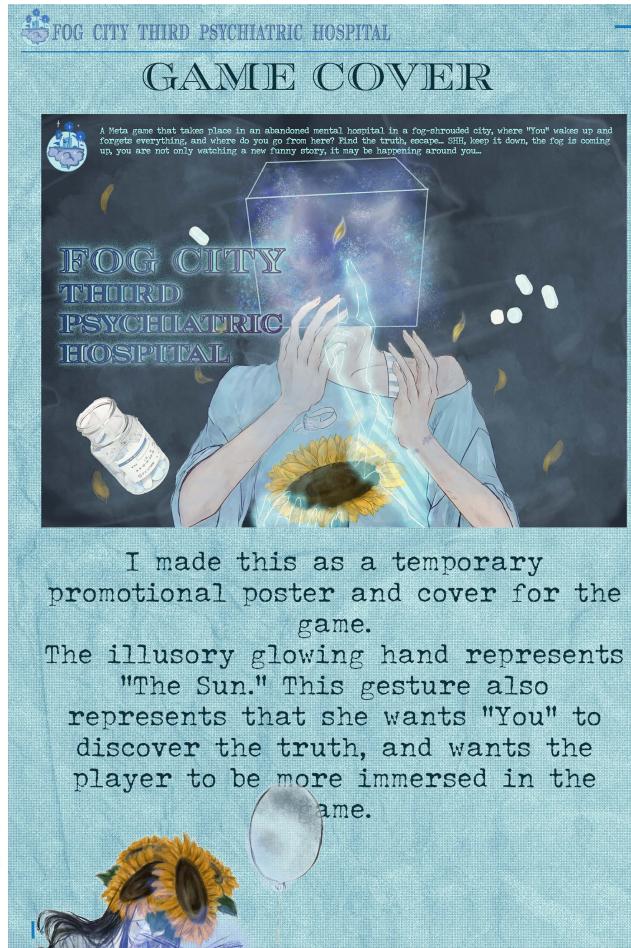
# 2.5D Games Fog City Third Psychiatric Hospital



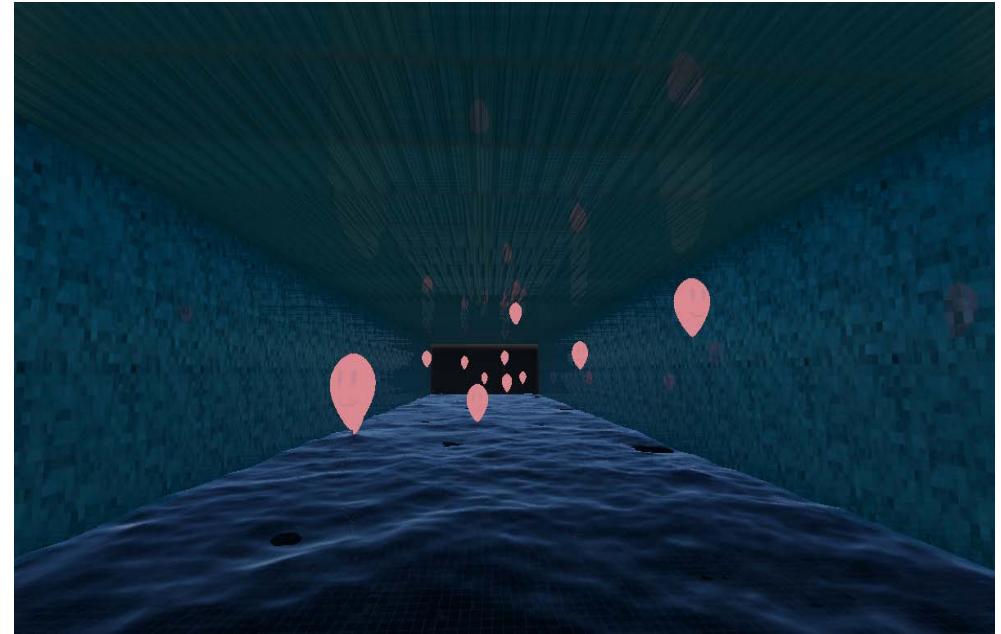
My 2.5D game project aims to reflect some urban phenomena through creating some new ghost stories, such as insomnia, heavy workloads, depression, etc. I drew inspiration from CreepyPasta (urban legends resembling elongated ghostly figures) and combined them with some phenomena to create some animal forms that transform into humans. The game mainly tells the story of the protagonist who loses his memory and wakes up in an empty hospital to explore and find his lost memories - the truth of his own death. During the creation process, I mainly used a 2.5D perspective because I added a small amount of Meta elements to the game, hoping that this would allow players to feel more like they are reading a three-dimensional book and reading the story of the characters themselves. Currently, the game is still in development, but the new topic has been put on hold.



# 2.5D Games Fog City Third Psychiatric Hospital



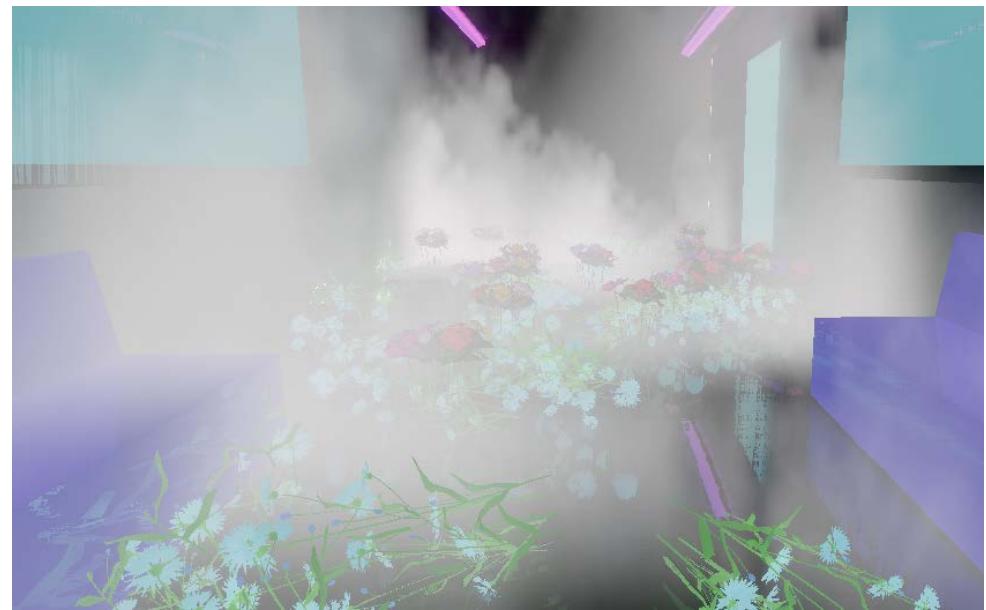
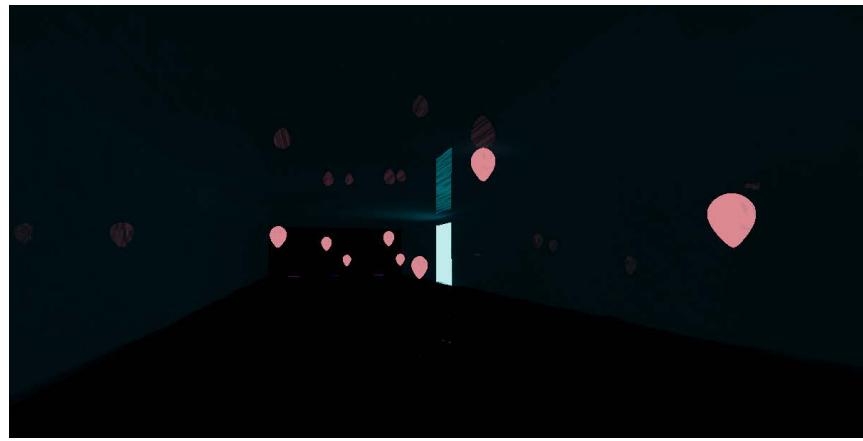
## 3D Games Dream No More



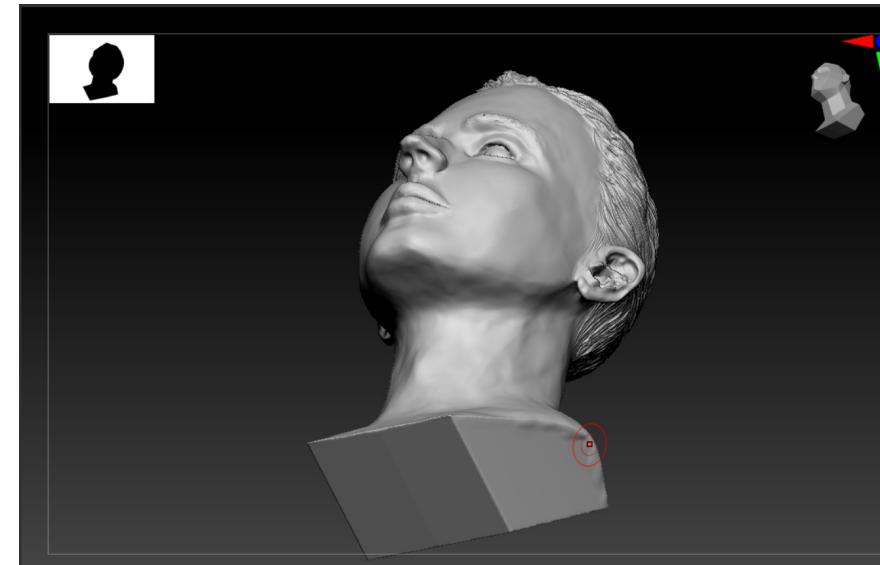
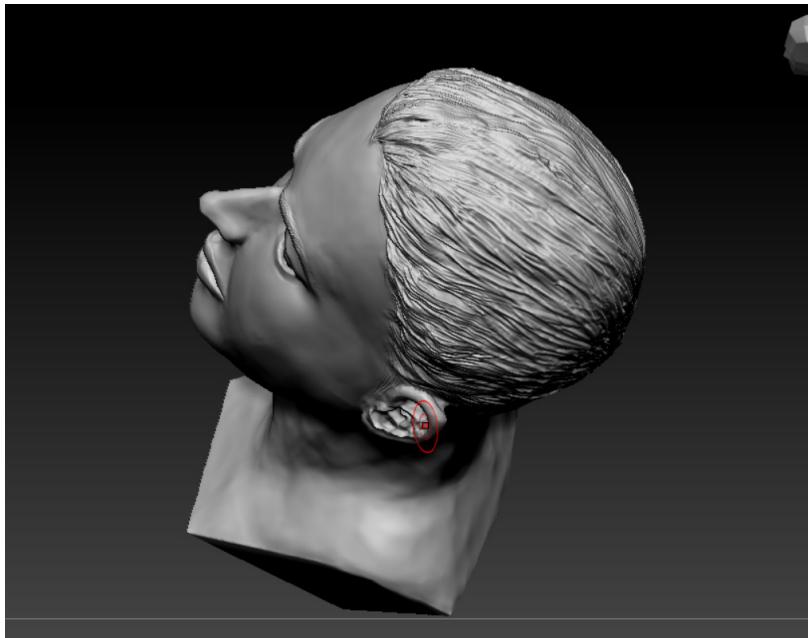
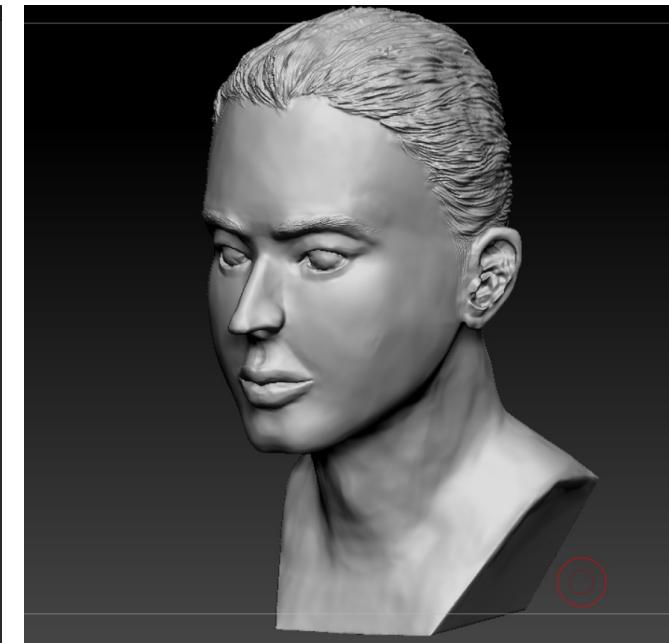
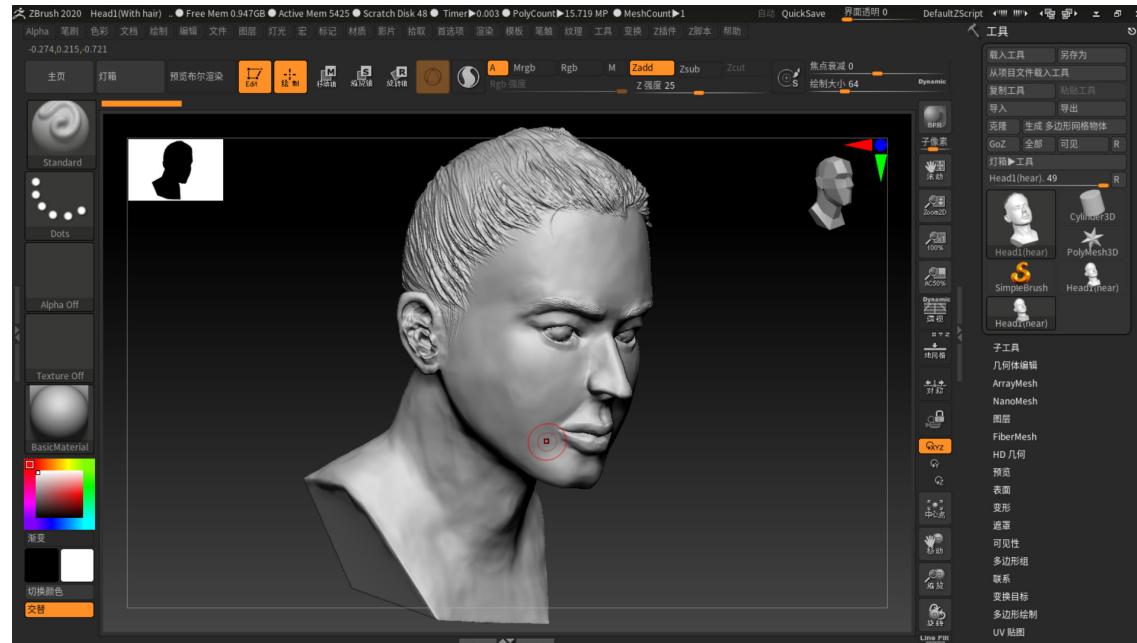
"Dream No More" is a walking simulation game that I developed to explore the combination of design for online popular aesthetic scenarios and meta-game elements. It incorporates meta-elements. This game mainly explores how motion effects, light, and environmental interaction can trigger emotional experiences in players such as nostalgia, stress, unease, and a dream-like detachment. This project mainly refers to creating the game atmosphere through the aesthetics of "dream core", "pond core", and "grotesque core", emphasizing the importance of the action itself rather than relying on puzzles or narrative progression. This project aims to test how elements based on motion, such as floating, distortion, and light effects, affect the psychological state of players. Through repeated thinking, I gradually refined the initial creative intention, focusing on creating a familiar yet slightly slow-paced horror atmosphere. The game tells the story of a protagonist who takes sleeping pills and commits suicide, entering a deeper dream state, exploring a surreal environment shaped by memories and confusion.



# 3D Games Dream No More



# 3D Modelling



# Digital Illustration



# Screen Printing

Explore screen printing from the fundamental paper stencil to the more sophisticated full-colour digital and photographic screen prints with my own creation.



# Screen Printing



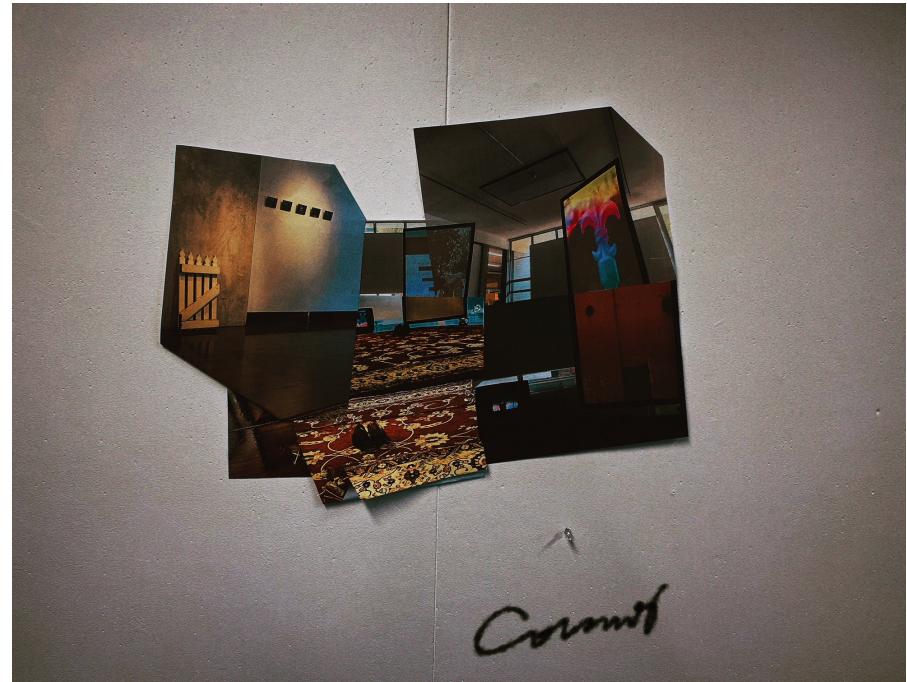
## Screen Printing



## Screen Printing



# Space Destructionn Project



Explore space, photography, collage,  
abstract art with narrative.

# Illustration | Tattoo Design



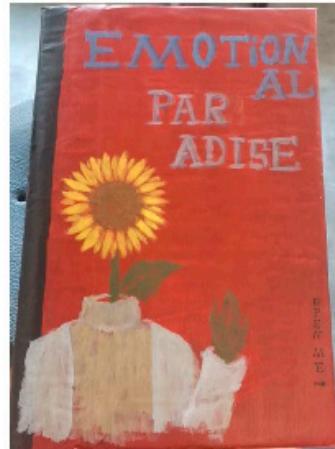
Tattoo graphic with ink

# Major Project Exhibition Installation 2022

## Emotional Paradise



# Major Project Exhibition Installation 2022



# Major Project Exhibition Installation 2022





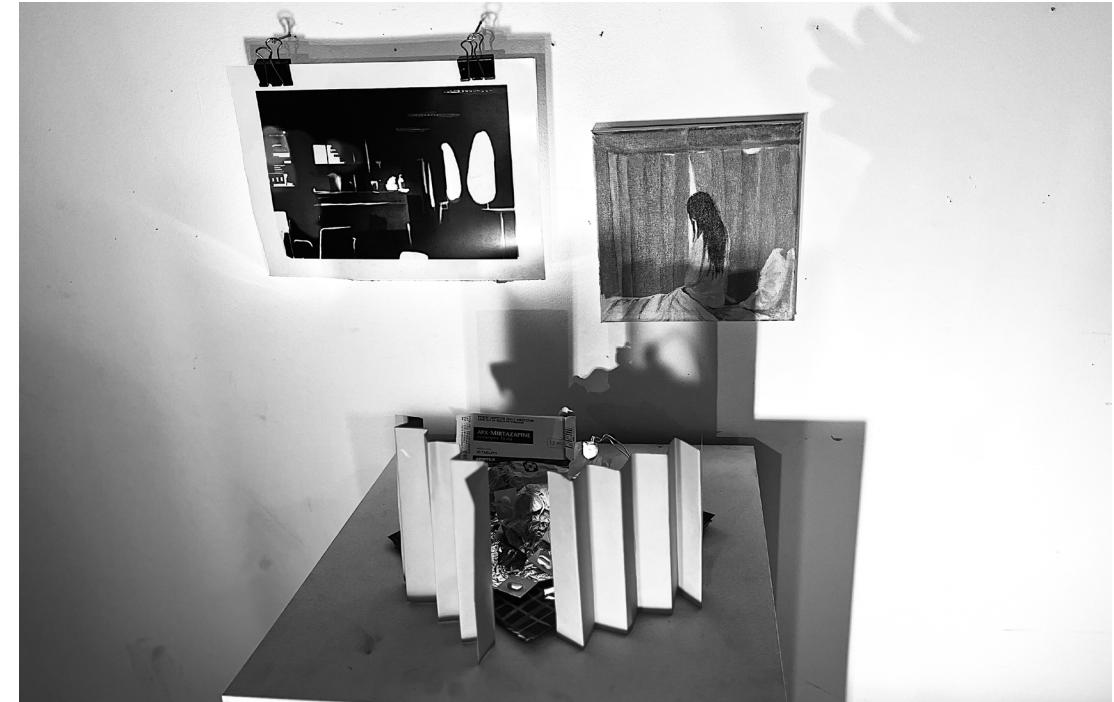
Food Palnet, 2020. Cardboard, acrylic, photo collage.

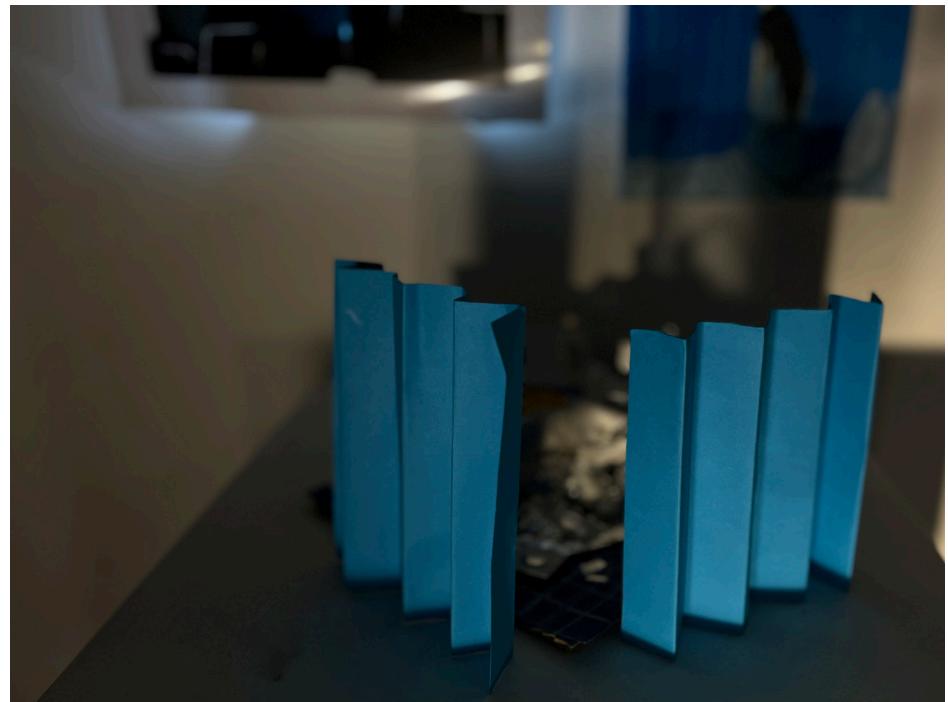
# Health Adventure

A health gamification project in collaboration between schools and hospitals

The goal of the “Health Adventure” project is to improve adolescents’ awareness of healthy habits, change their unhealthy lifestyle behaviors, and ultimately improve their health through gamification strategies. We can break down this big goal into the following more specific small goals:

1. Improve the level of health knowledge of adolescents: The basis of behavior change is knowledge, and we can show teenagers some basic health knowledge about healthy eating, physical exercise, good sleep habits, and so on in a more interesting and more acceptable way through games.
2. Improving healthy behaviors in adolescents: Although we have provided some health knowledge to adolescents, what can really improve unhealthy behavior habits in adolescents is to translate knowledge into action. We can set up play tasks and challenges, exercise tasks or tasks to develop healthy habits, and post tasks to teenagers to motivate them to take healthy actions.
3. Improve adolescent health: Long-term behavior changes eventually lead to new habits. You can set up some more interesting values to quantify your health, such as changing the amount of healthy sleep to a map of traveling in your dreams, reflecting your physical condition as a health bar, or calculating your mood value as a blue bar. The progress of adolescents’ health status is monitored through the improvement of monitoring values.





# Reversed: Alice in Wonderland

BOARD GAME

Join the list

## ABOUT OUR GAME

A BOARD GAME WITH ALICE AND WONDERLAND CREATURES, BUT IT'S REVERSED VERSION OF ALICE IN WONDERLAND. THE GAME IS CALLED "REVERSED: ALICE IN WONDERLAND" AND TELLS THE STORY OF ALICE, WHO WANTS TO STAY IN THE WONDERLAND EVEN AFTER GROWING UP, WHILE THE WONDERLAND CREATURES WANT HER TO MOVE FORWARD AND GO TO THE REAL WORLD.

THIS IS A CARD-BASED BATTLE GAME THAT USES BOTH CUSTOM-MADE CARDS AND POKER CARDS. THE GAME CAN BE PLAYED IN 1V1 OR 2V2 MODE, OR ANY MODE WHERE ONE SIDE HAS NO FEWER THAN 1 AND NO MORE THAN 2 PLAYERS. THE GAME LASTS APPROXIMATELY 60 MINUTES.

## MECHANICS

THE GAME IS DIVIDED INTO TWO FACTIONS: THE ALICE TEAM AND THE WONDERLAND CREATURES TEAM. THE GAME CAN BE PLAYED AS A 1V1 OR 2V2, OR ANY NUMBER OF PLAYERS WHERE ONE SIDE HAS NO LESS THAN ONE AND NO MORE THAN TWO PLAYERS.

THE FINAL GOAL OF THE GAME IS FOR ALICE'S TEAM NOT TO REACH THE END CARD WITHIN AN HOUR. IF ALICE FAILS TO FLIP OVER, THE FINISH LINE CARD, SHE WINS. IF SHE DOES, THE WONDERLAND CREATURES WIN.

IN EACH ROUND, IF ALICE DOESN'T USE ANY SPECIAL SKILLS, SHE MUST MOVE ONE STEP AND CAN CHOOSE ANY ADJACENT SQUARE. WHEN SHE MOVES, A FOOTSTEPS CARD WILL BE ADDED TO THE BOARD. AFTER THREE FOOTSTEPS CARDS ARE ADDED, THE WONDERLAND CREATURES MOVE ONE STEP AND CAN CHOOSE ANY OF THE FOUR DIAGONAL SQUARES. IF ALICE AND A WONDERLAND CREATURE ARE ON THE SAME SQUARE, ALICE IS FORCED TO MOVE ONE STEP AND ADD A FOOTSTEPS CARD.

THE GAME IS PLAYED ON A 10x10 GAME BOARD. THE WONDERLAND CREATURES AND ALICE WILL HAVE ACCESS TO ALL OF EACH OTHER'S SKILL CARDS, AS WELL AS AN EQUAL NUMBER OF BLANK CARDS. THESE CARDS ARE PLACED FACE-DOWN ON THE 10x10 GRID AND CANNOT BE FLIPPED OVER UNTIL A CHARACTER ENTERS THE SQUARE.

SKILLS ARE SHOWN ON THE FACE OF THE CARDS.

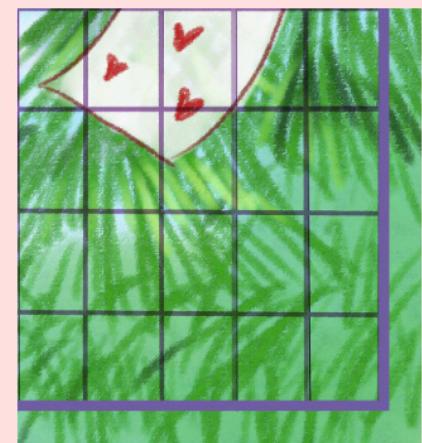
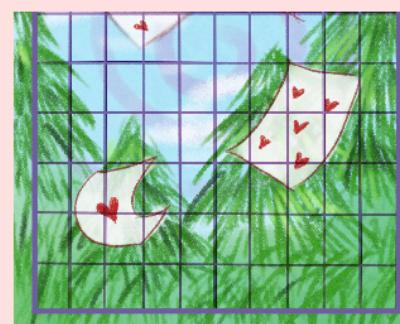
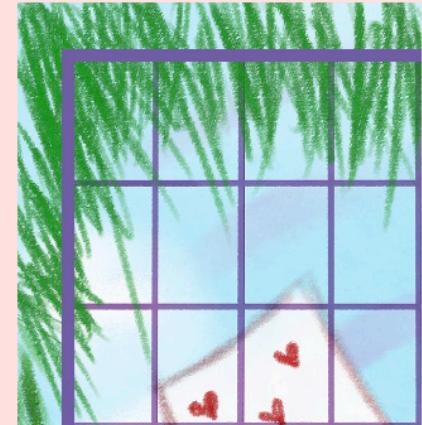


END CARD



FOOTSTEPS CARD

BOARD



# Reversed: Alice in Wonderland Board Game

## WONDERLAND CREATURES' SKILLS



**The White Rabbit's Pocket Watch:**  
"I'm late, I'm late!" This skill allows the Wonderland creature to ignore all footsteps and move two squares forward.



**Where's Maid Mary? :**  
The White Rabbit needs to find his gloves. "Mary, Mary, where are you?" This skill allows the Wonderland creature to listen to Alice's footsteps for two rounds. Alice's footsteps will double up when move.



**Jingle Guide:**  
The chubby brothers love playing hide-and-seek. Use this skill to force Alice to move two squares in a specified direction without accumulating footsteps.



**The Key to the Little Door:**  
Where does this key lead? Use this skill to move the finish card, but not within the eight squares surrounding Alice.

### THE WHITE RABBIT'S POCKET WATCH

"I'm late, I'm late!" This skill allows the Wonderland creature to ignore all footsteps and move two squares forward.

### WHERE'S MAID MARY?

The White Rabbit needs to find his gloves. "Mary, Mary, where are you?" This skill allows the Wonderland creature to listen to Alice's footsteps for two rounds. Alice's footsteps will double up when move.

### JINGLE GUIDE

The chubby brothers love playing hide-and-seek. Use this skill to force Alice to move two squares in a specified direction without accumulating footsteps.

### THE KEY TO THE LITTLE DOOR

Where does this key lead? Use this skill to move the finish card, but not within the eight squares surrounding Alice.

# Reversed: Alice in Wonderland Board Game



## Candy:

This candy has different effects when used by Alice or her opponents.

### Alice:

shrink and become lighter, making it difficult for opponents to hear her footsteps. And her next move won't accumulate any footsteps.

### Wonderland character:

Sending the candy to Alice, it will make Alice grow and increase the sound of her footsteps. Her next move will accumulate two sets of footsteps.

## CANDY

This candy has different effects when used by Alice or her opponents

**Alice:** shrink and become lighter, making it difficult for opponents to hear her footsteps. And her next move won't accumulate any footsteps.

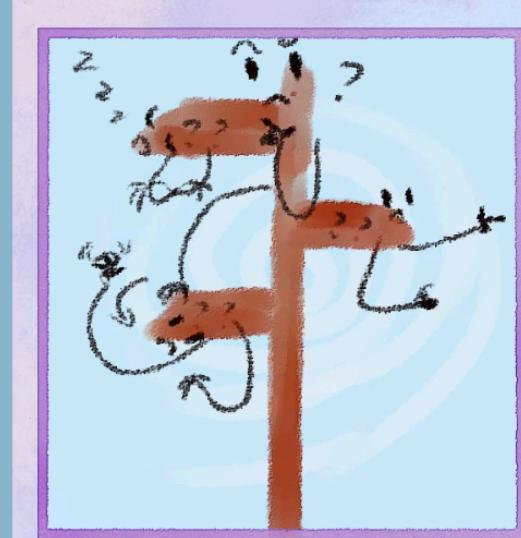


## Off with Their Heads! :

The Red Queen is Alice's ally and will fulfill her wishes. Use this skill to cause chaos among the Wonderland creatures, making them flee in disarray. If Alice reaches them within two rounds, they'll be frozen for two rounds.

## OFF WITH THEIR HEADS!

The Red Queen is Alice's ally and will fulfill her wishes. Use this skill to cause chaos among the Wonderland creatures, making them flee in disarray. If Alice reaches them within two rounds, they'll be frozen for two rounds.



## Strange Signpost:

The signposts here are so confusing. They never point in the right direction. Use this ability to randomly switch the positions of all cards in a 3x3 square (Wonderland creatures must confirm the switch and keep the signs face down).

## STRANGE SIGNPOST

The signposts here are so confusing. They never point in the right direction. Use this skill to randomly switch the positions of all cards in a 3x3 square (Wonderland creatures must confirm the switch and keep the signs face down).