

PORT FOLIO

PARSONS
SCHOOL
OF DESIGN

作品集

帕森斯
设计学院

2016—2020

JIAYI LIU

刘 佳怡



ABOUT ME

关于我

+1 6463220243

elinaljy@hotmail.com
1135840903@qq.com

jiayiliudesign.com



Jiayi Liu was born in Nanjing, China, and is now a college student majoring in Communication Design at Parsons School of Design in New York City.

Jiayi is mainly focusing her works on graphic design, identity design, and illustration. Jiayi also has experiences in exhibition design and is interested in game design.

Jiayi is putting all her efforts in transferring beauty in daily life into design works, and letting her works function as a bridge of communication.

我出生于江苏省南京市，现在是一名交互设计专业的应届毕业生，就读于位于纽约市的帕森斯设计学院。

我的作品主要专注于平面设计，识别设计，以及插画。同时，我也有关于策展设计的经验，并对游戏设计很感兴趣。

在创作的过程中，我尽全力将生活中的美代入其中，并努力使我的设计作品成为一座交流的桥梁。



Suzhou Gardens Exhibition

苏州园林 展览

"Substances are important, spirits are more important."

"在于外物, 更在于心境"

The topic for this exhibition is Suzhou Gardens.

Suzhou Gardens is one of the most significant genres among Chinese Classical Gardens.

The value of Suzhou Garden in Chinese culture and history is more than a style of architecture, but also a representation of the spirits that our ancestors always pursued.

visual identity | 视觉识别

exhibition elevations | 正面图

exhibition rendering | 实景透视图

other deliverables | 其他应用

本次展览的主题是苏州园林。

苏州园林是中国古典园林中最主要的分类之一。

苏州园林对于中国文化和历史的价值不仅仅在于其独特的建筑风格，更是在于园林所代表的我们的先人们一直在追随的精神和品质。

2019

JIA YI LIU

刘佳怡

suzhou
gardens

苏州园林是中国古典园林的重要流派，亦是江南园林的重要代表，并以私人营造的古典园林为主。

Suzhou Gardens is one of the most significant genres among Chinese Classical Gardens, as well as among Jiangnan Gardens.

园林

苏州

May 2019 — January 2020

二〇一九年五月
至
二〇二〇年一月

排版

Typography

SUZHOU GARDENS

JIA YI LIU



Identity Wall

SUZHOU GARDENS

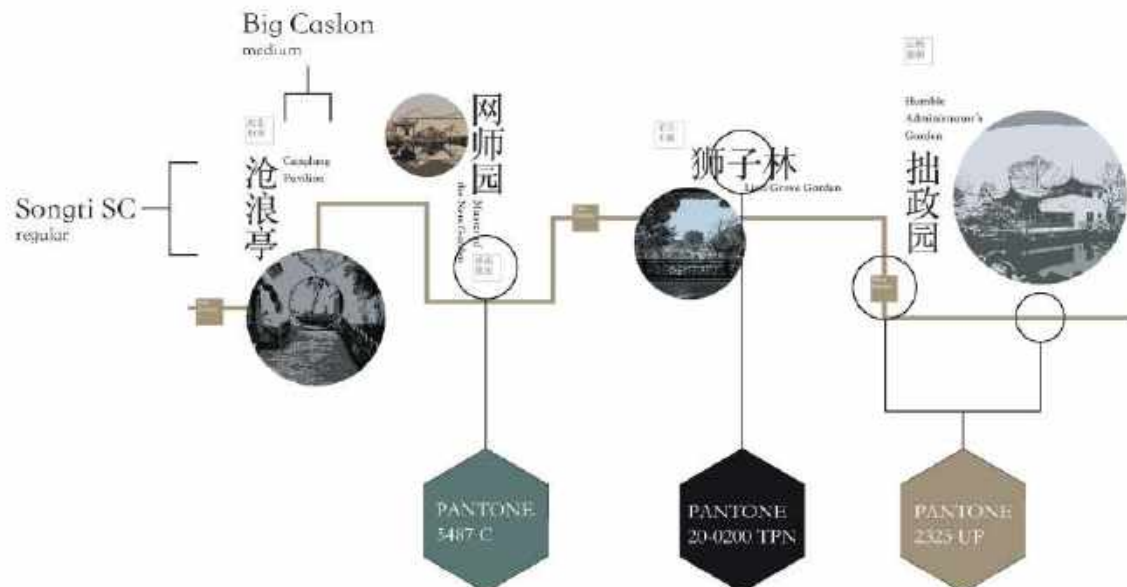
JIA YI LIU



Title Wall

SUZHOU GARDENS

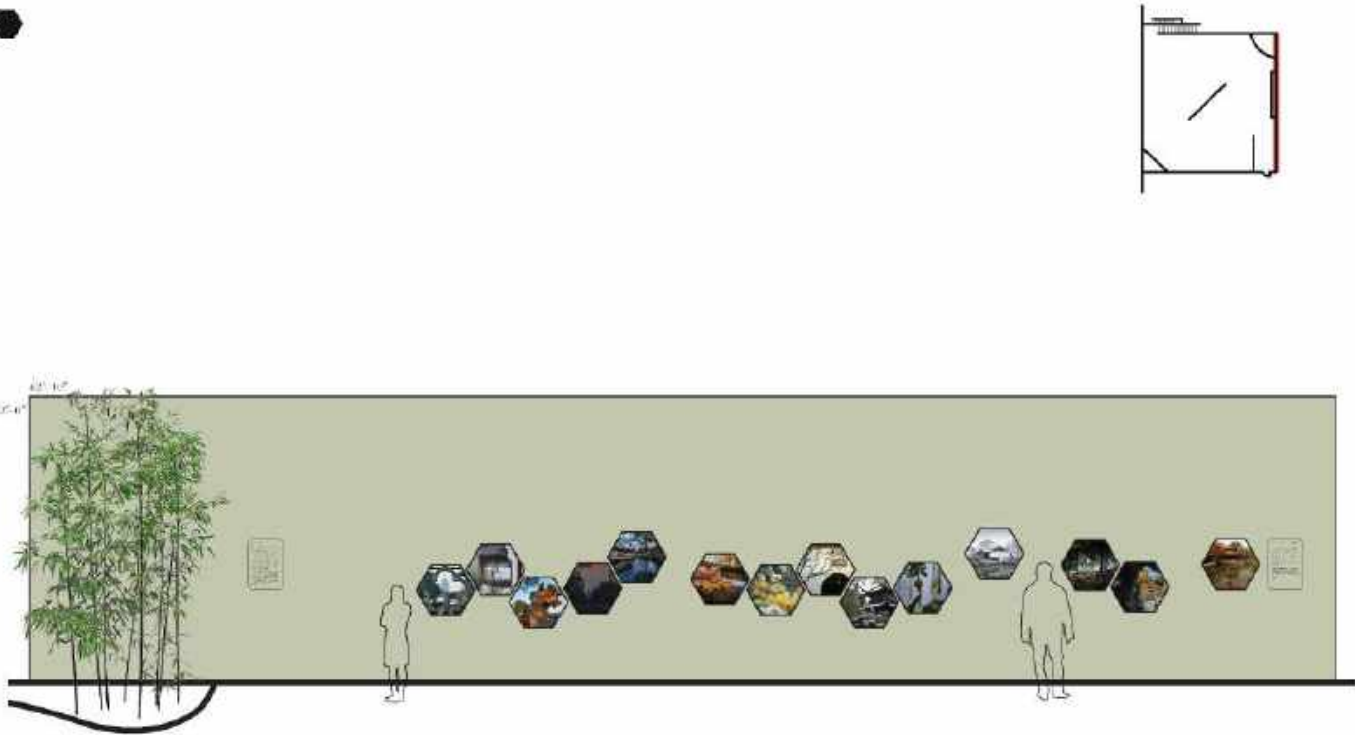
JIA YI LIU



Timeline

SUZHOU GARDENS

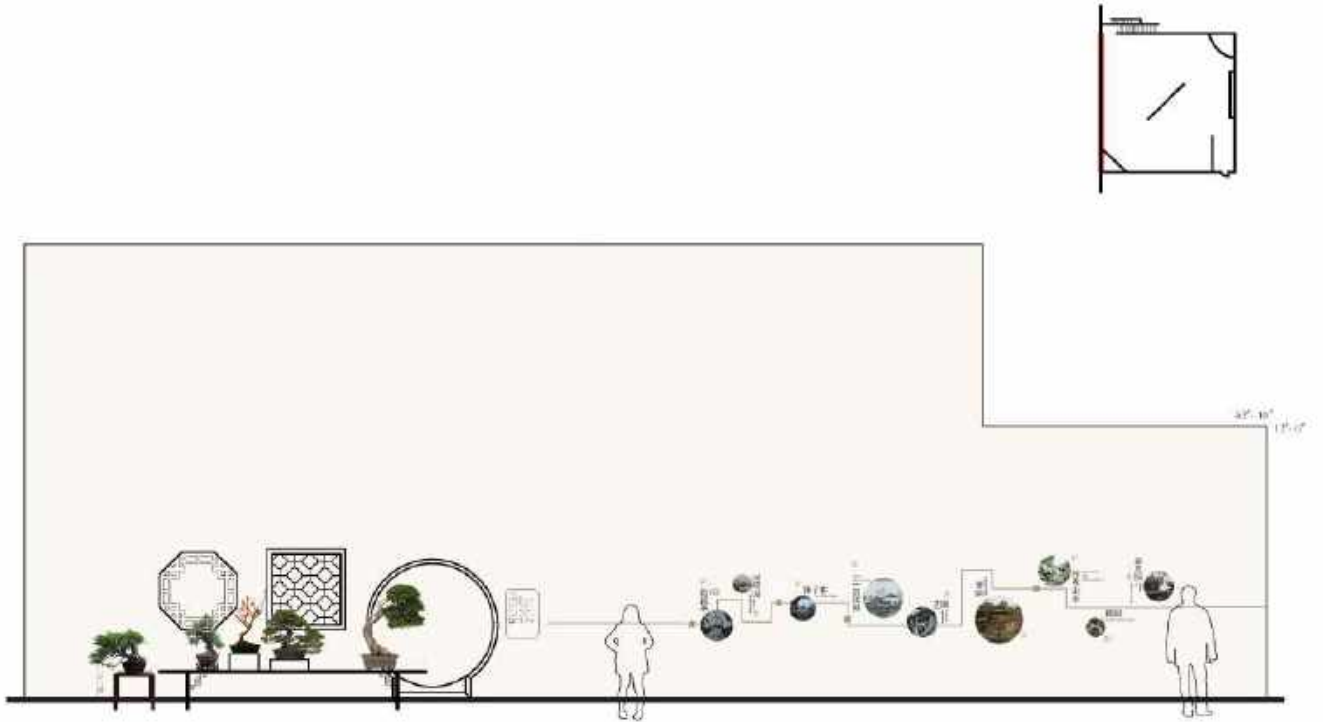
JIA YI LIU



SUZHOU GARDENS

JIAYI LIU

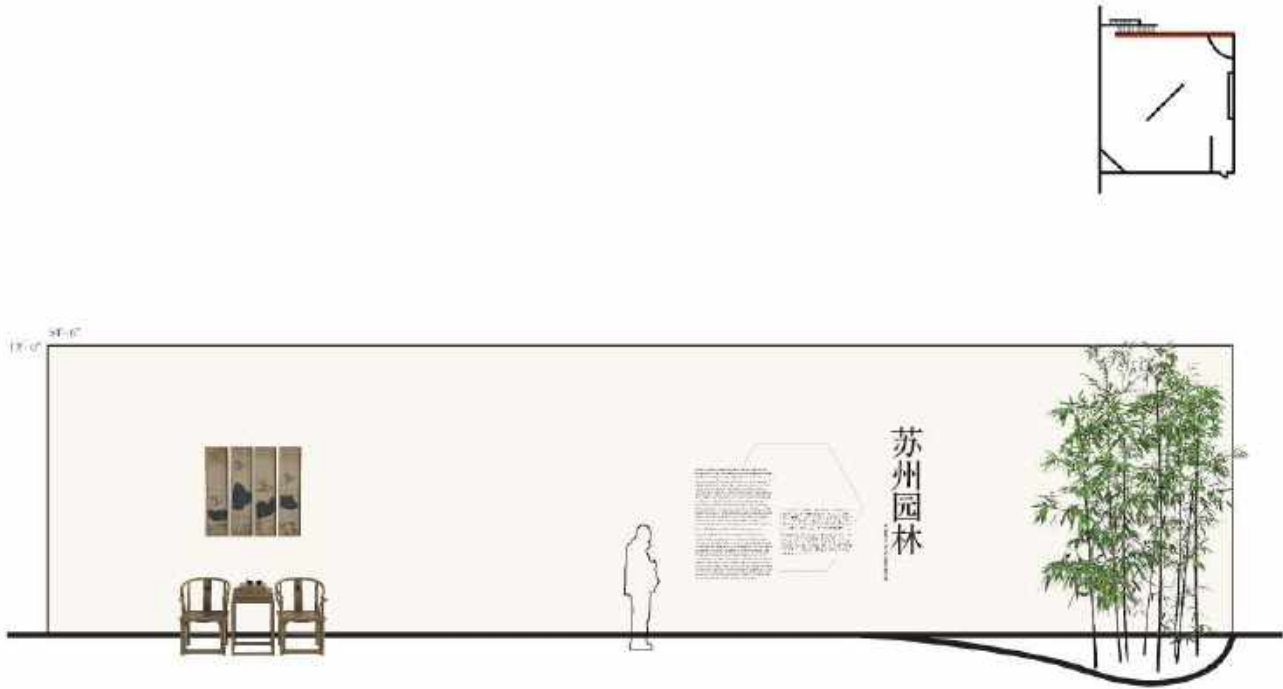
Photo Wall
Elevation



SUZHOU GARDENS

JIAYI LIU

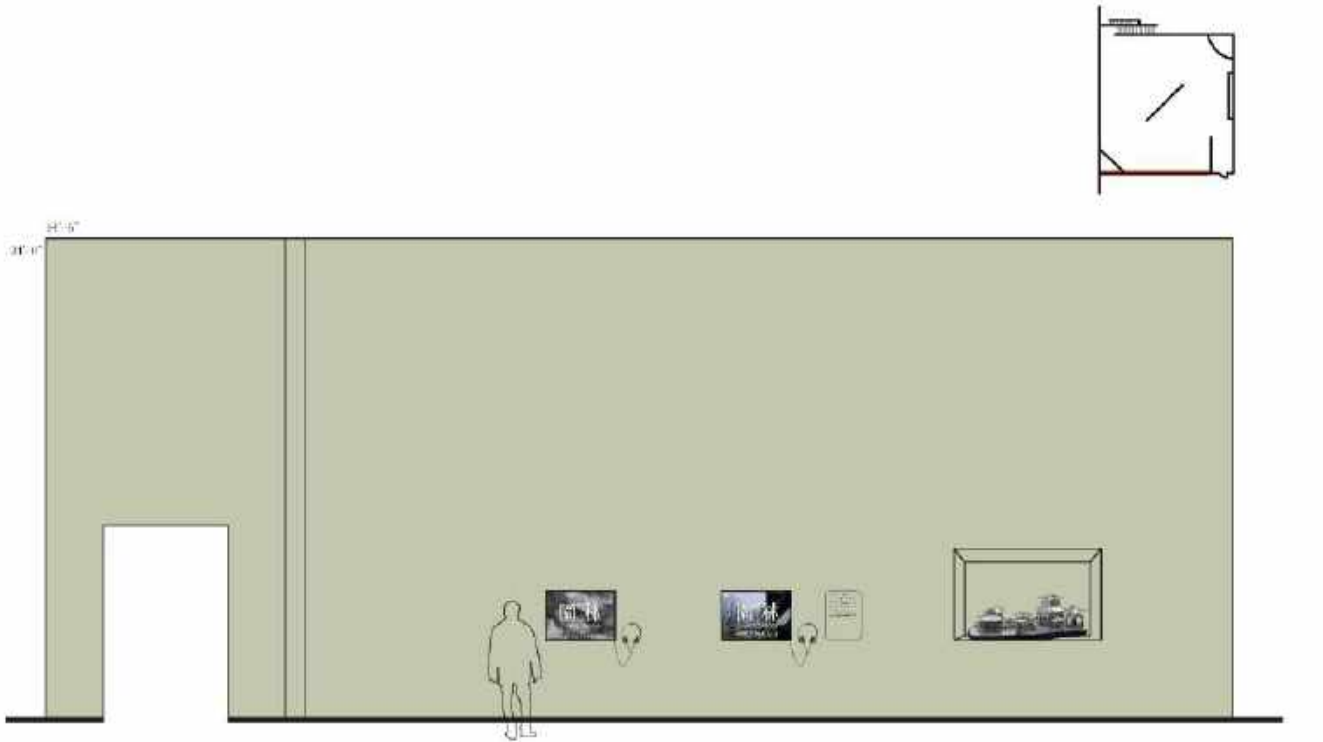
Timeline
Elevation



SUZHOU GARDENS

JIAYI LIU

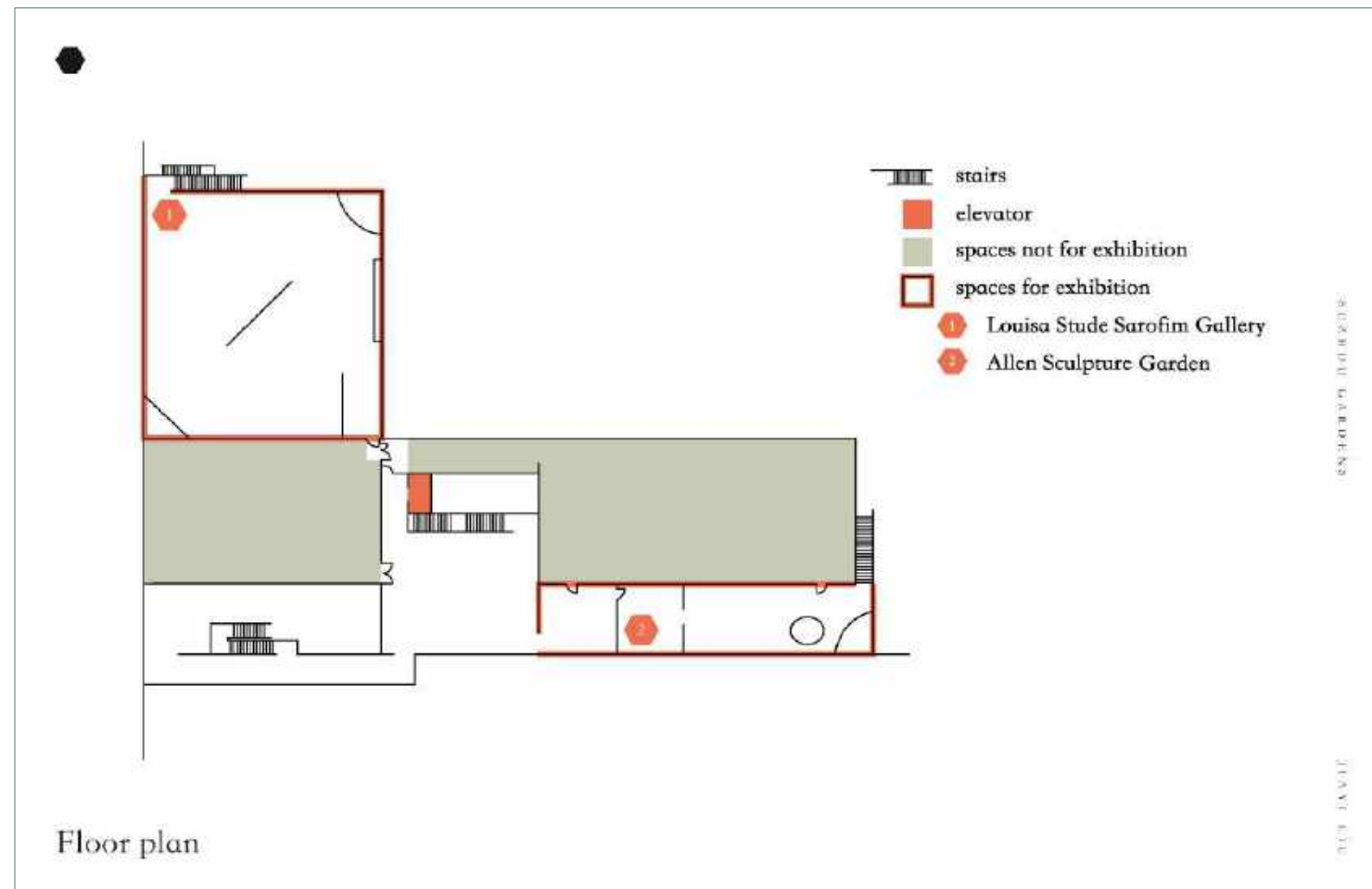
Identity Wall
Elevation



SUZHOU GARDENS

JIAYI LIU

Film Wall
Elevation





postcard | 明信片



ticket | 门票



animation | 宣传动画



bilingual labels | 双语展品介绍



catalogue | 展品目录



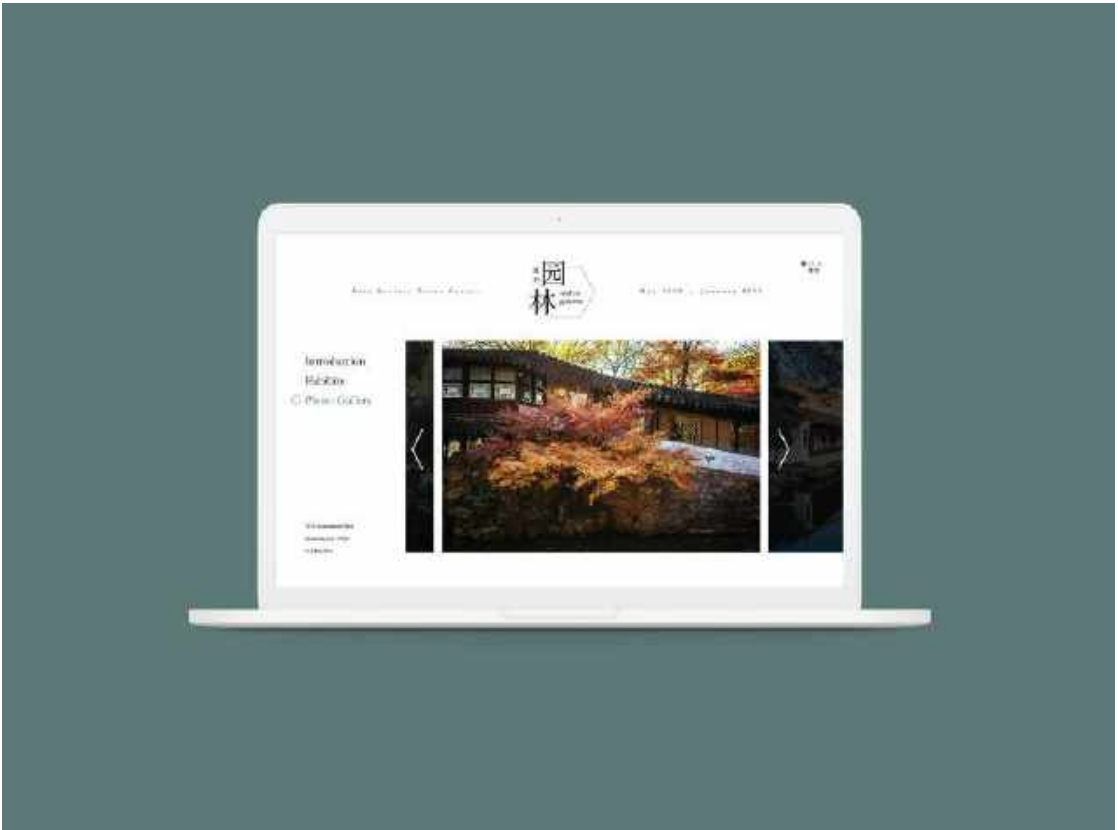
catalogue | 展品目录



flyer | 宣传单



flyer | 宣传单



website | 网页

Rest Recharge Reflect Reclusion

小憩 休整 反思与隐逸文化

*"People hope to step into a fairyland, and wish
they could never be annoyed by troubles about illness and death"*
“人们期望走入仙境, 渴望远离生老病死的痛苦”

*The further we are from **nature**, the more desirable we are to go back.*

*Compared to working hard for all time and even sacrificing all personal time for a job, finding a quiet place to **rest for a while** would be helpful for thinking and figuring out what we are really looking for, as well as **consolidating our original intentions**.*

cards & box | 牌 & 盒子

illustrations | 插画

friends playing cards | 朋友们与纸牌

与**自然**的距离越远, 我们回归的愿望就越强烈。

相比于一刻不停地工作, 甚至于为此而牺牲所有的个人时间, 稍稍停下来**休息片刻**, 往往也许会更有利于思考一下我们真正所追求的, 以及**巩固我们的初心**。

2019

JIA YI LIU

刘佳怡



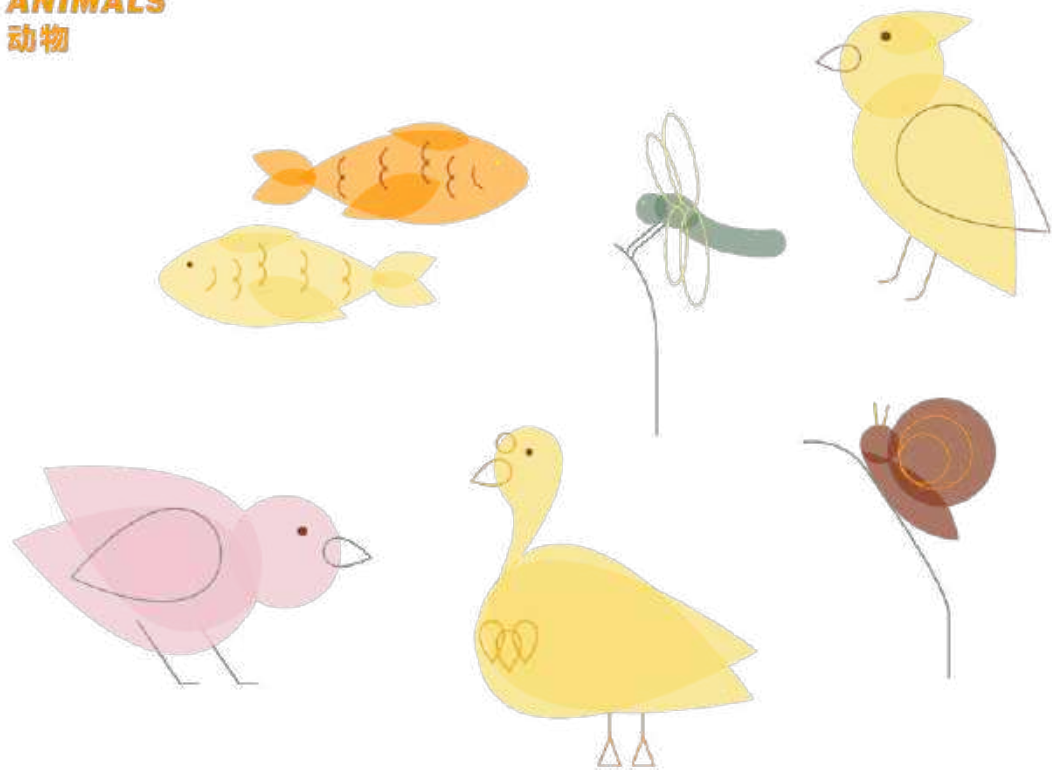
FLOWERS
花



LEAVES
叶



ANIMALS
动物



FRUITES
&
ARTEFACTS
果
&
人造物





No Alive Duck Can Leave Nanjing

没有一只鸭子
可以活着离开南京

"Eating ducks for three meals per day is not excess for Nanjingers."

“对于南京人而言一天三顿吃鸭子都不为过”

来源: 网易浪潮工作室. 已认证的官方账号. “如何看待南京人一年吃掉一亿多只鸭子? .” 知乎, Feburary 4, 2017.

<https://www.zhihu.com/question/55389161/answer/248818344>

2019

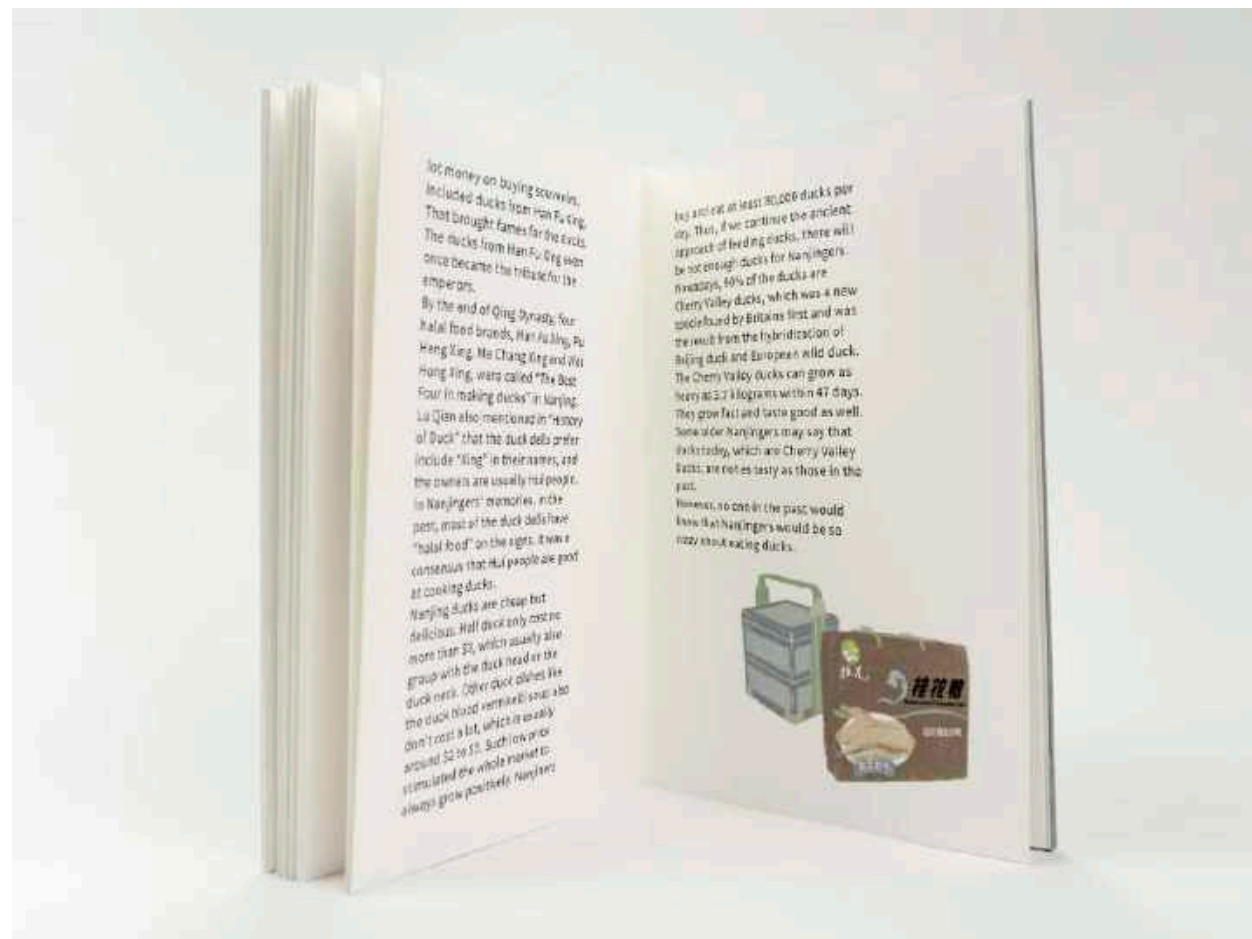
book | 书

illustrations | 插画

JIA YI LIU

刘佳怡





QUOOK YA Mobile Game

厨子鸭 手机游戏

*"When I say I'm missing home,
it usually means I'm missing the food from my hometown."*
“每当我说我想家的时候，往往是说我想念家乡的味道”

*As time passed, food has developed new roles as a media for showing local culture. **Hometown food is hometown culture.***

*However, most of my hometown foods are not accessible in New York City. By designing this mobile game, I would like it to function as an **advertisement** of the dishes from my hometown Nanjing, at the same time, the game may **alleviate my mood of home sick.***

visual design | 视觉设计

prototype | 原型

随着岁月的沉淀，食物逐渐演变成了一种文化标识。家乡的食物就是家乡的文化。

然而，大多数我的家乡食物很难在纽约找到。通过设计这一款手机游戏，希望它可以作为我的家乡食物的**宣传媒介**，同时或许也可以帮助我**减轻一些思乡情绪**。

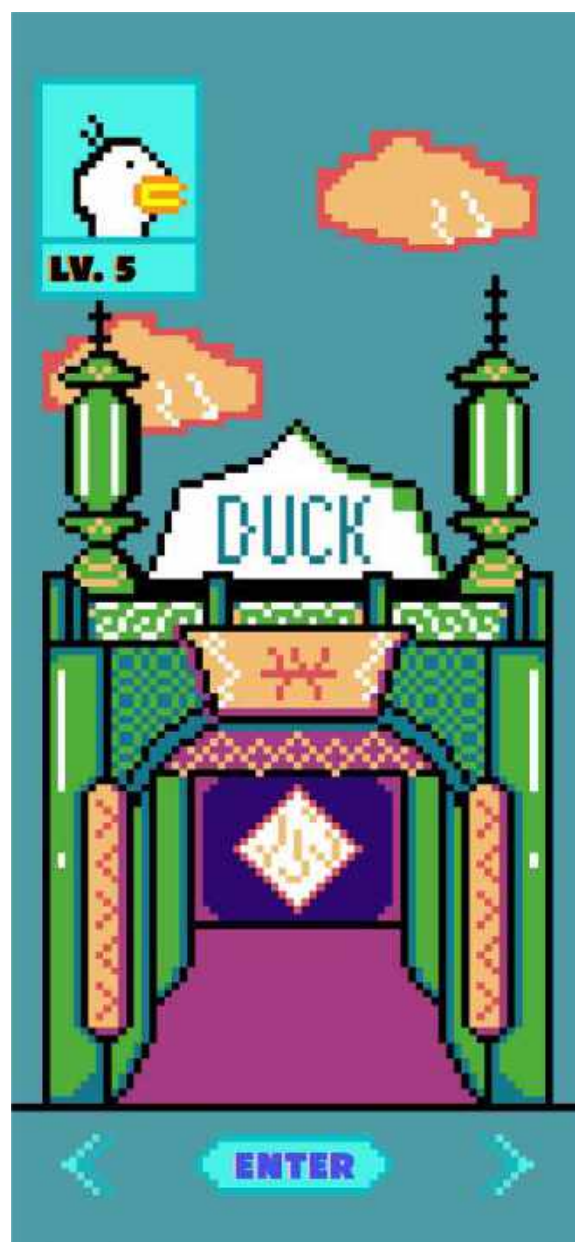
2019



QUOOK YA

JIA YI LIU

刘佳怡





Fold Clothes Brochure & Journal

叠衣服 手册与整理日志

"One who is unwilling to do trifles cannot make a big success."

“一屋不扫，何以扫天下” —— 《习惯说》

Your trouble with **organizing your clothes** is the easiest one among all of the annoyances you are experiencing.

Once you have dealt with this one, you may figure out the methods of dealing with the others, or even some of the other annoyances will disappear as soon as you become organized.

brochure | 手册

journal | 整理日志

关于**整理自己衣物**的生活烦恼，这其实是你正在经历的所有恼人的事情中最容易解决的一项。

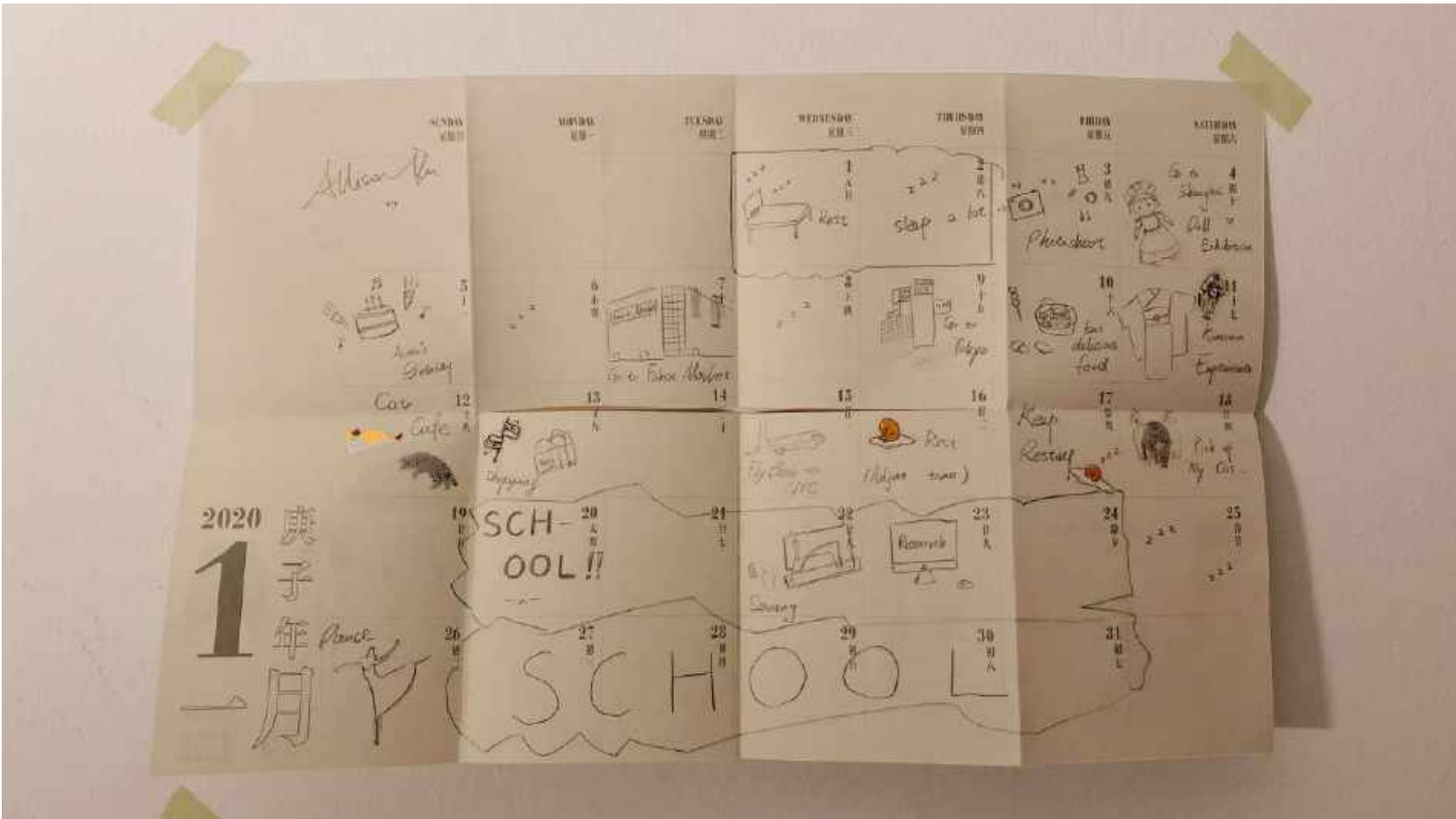
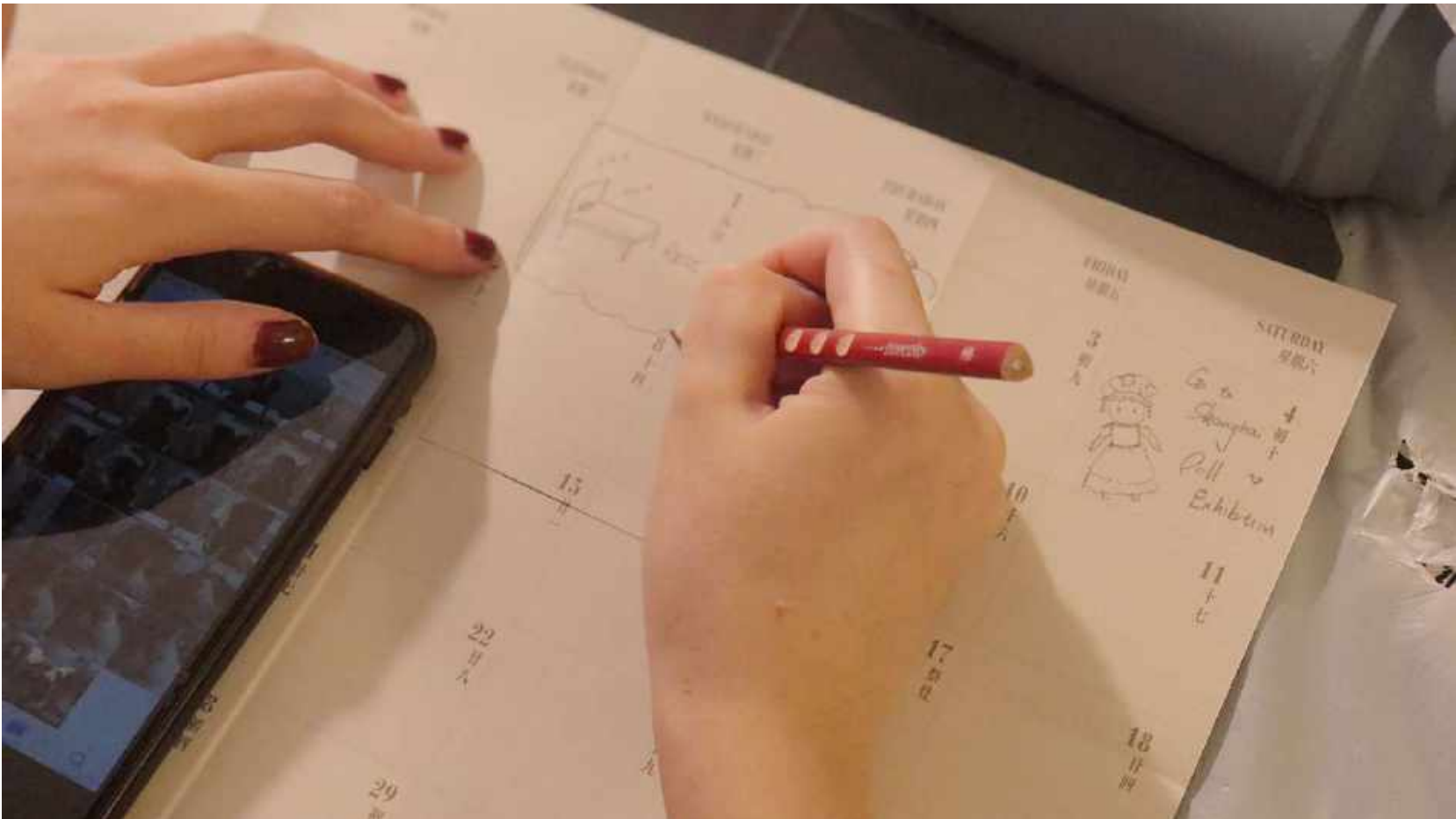
一旦你解决了这一项，其他的烦恼或许也能够迎刃而解了，甚至于它们可能会随着你变得越来越有计划性和条理性便自然而然地消失了。

2019

JIA YI LIU

刘佳怡





Waves

波光

"I wandered lonely as a cloud."

“我孤独地漫游，像一朵云”

A photobook called "Waves".

一本叫做“波光”的照片书。

来源:

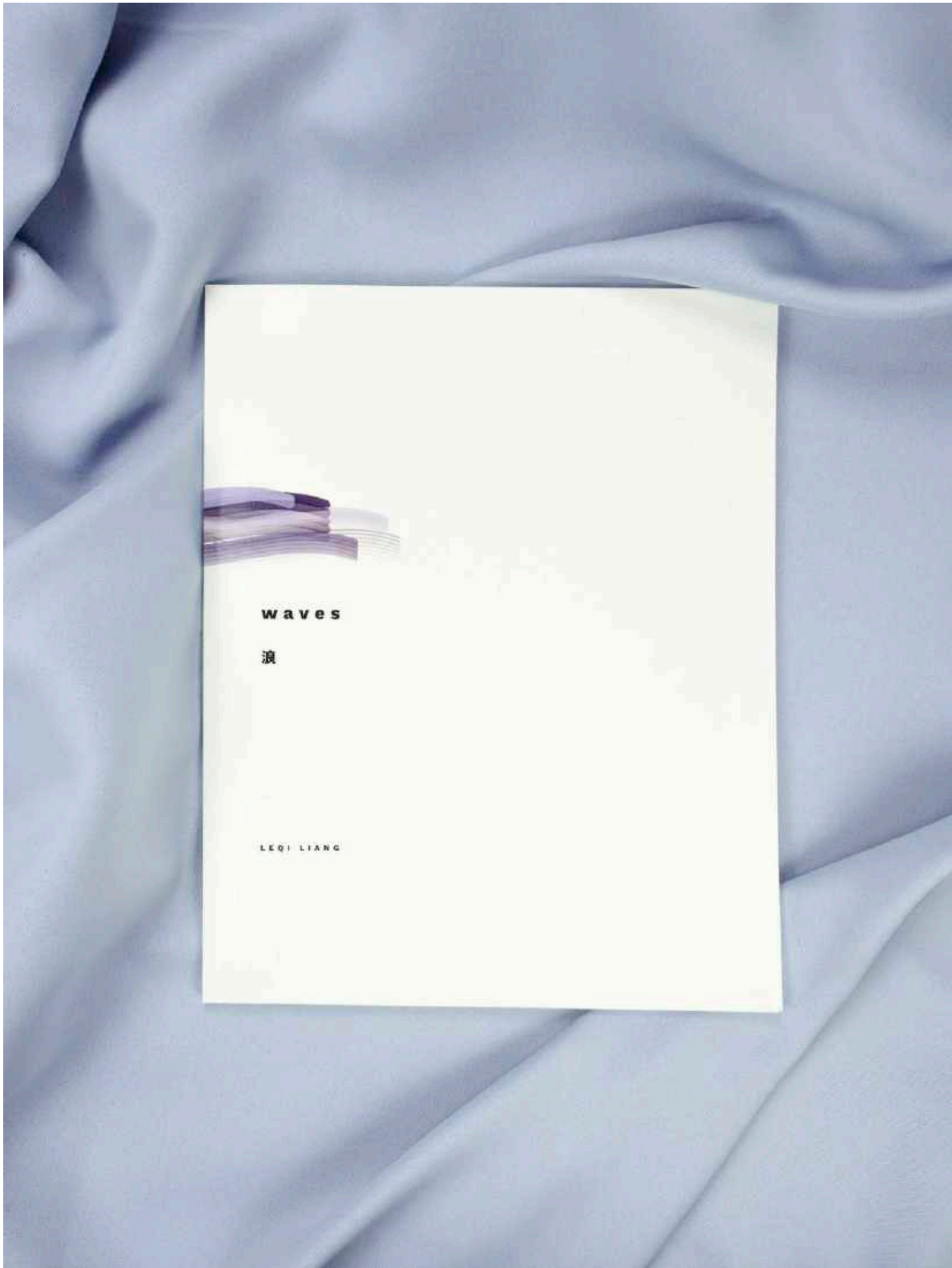
1. Wordsworth, William. *"I wandered lonely as a cloud."* Poems, in Two Volumes. London: Henry Frowde, 1913.
2. Liang, Leqi. *"Untitled."* jpeg. New York City, c 2019. From the author, 2019.

photobook | 照片书

2019

JIAYI LIU

刘佳怡



The New York Times Travel Magazine

新视线 杂志

The New York Times **Travel Magazine**

新视线

A piece of infographic for The New York Times Travel Magazine.

为《新视线》杂志绘制的一幅信息图。

2019年8月10日 总第13期

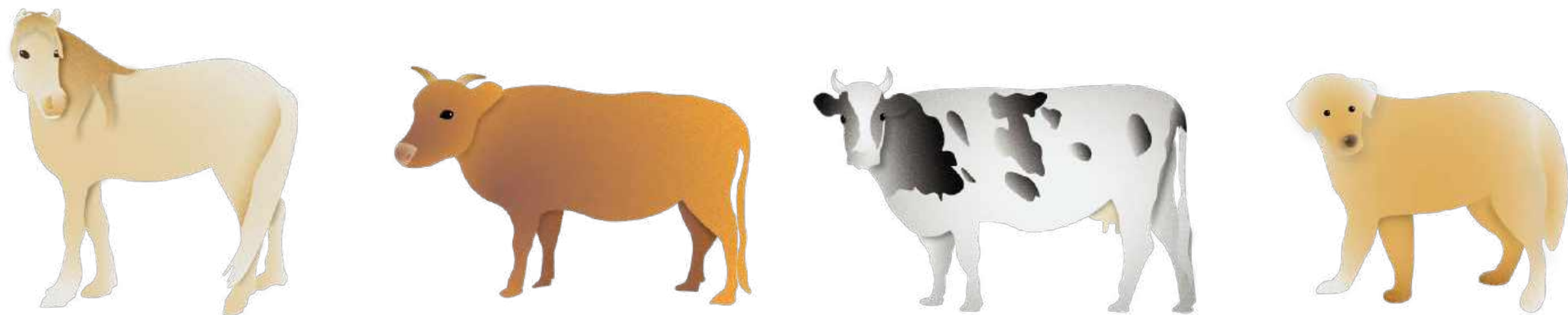
illustrations | 插画

infographic | 信息图

2019

JIA YI LIU

刘佳怡



内蒙古人认为
天地人是相连的，
他们是天生的生态人。



火山

内蒙古高原为中国新生代火山活动最频繁地区，其火山喷发带绵延近万公里，层层叠叠地构成了一个火山群。总面积约1.2万平方公里。



火山口湖

内蒙古火山形成的湖泊类型较多，有的是天池，如在我国最大的火山群：阿尔山-桑河火山带成群分布的月亮湖、同心天池等。



森林

内蒙古的林区主要集中在东北部，森林面积超过2000万公顷，遥遥领先于其他省区。中国最大的原始森林是大兴安岭。



草原

草原是一种植被类型，是由以耐旱的旱生、多年生、丛生草本植物为主的植物组成的植物群落。所以河边无草原，因为太湿不符合旱生。



沙漠

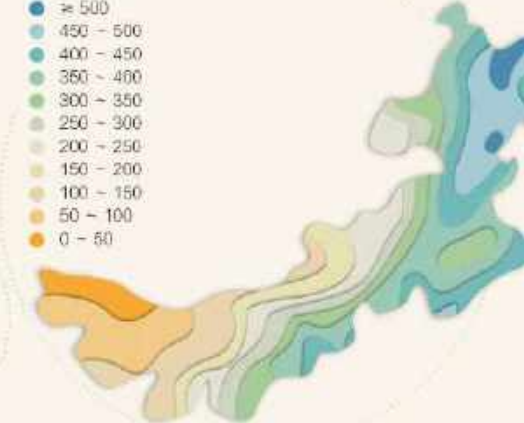
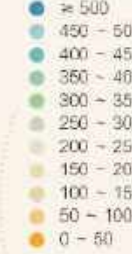
沙漠，主要是指地面完全被沙所覆盖、植物非常稀少、雨水稀少、空气干燥的荒芜地区。沙漠地域大多呈沙带或沙丘，沙下岩石也经常出现。



沙地

沙地与沙漠的流动性沙丘不同，由半固定或固定沙丘组成，并因处于较湿润地区，而有一定的植被覆盖。科尔沁沙地是我国最大的沙地。

降雨量（单位：毫米）



狗



狗是内蒙古的特产，蒙古牧羊犬是蒙古牧民不可缺少的家庭成员。在恶劣的自然环境下，牧羊犬完成了自然选择，形成了独特的品种。

羊



山羊与绵羊是草原上性温驯的牧业生产，山羊机警好动，容易驯养；而绵羊安静温顺，在一起时喜欢吃同一小块草场。

牛



肉可食，奶可饮，皮可制革，牛粪还可代薪。草原上牛奶易变质，主要靠牛奶皮子、酸奶、奶干、黄油等。

马



蒙古马是中国本土马种的第一大类型，其不但耐骑耐走，且性情温顺，也是文化图腾的象征之一。

鹰



鹰在蒙古历史上处于非常重要的地位，蒙古人的狩猎、驯鹰、放鹰、驯鹰形成了独具特色的鹰文化。蒙古鹰是游牧民族千年历史的古老传统。

驯化时间（单位：年）

15,000

14,000

13,000

12,000

11,000

10,500

10,000

9,000

8,000

7,000

6,000

5,000

4,000

3,000

2,000

1,000

THE COEXISTENCE BETWEEN
HUMANS AND NATURE

天地人的生态



Reading Reader Booklet

阅读 小册子

“Form without content is some kind of empty shell.” — Michael Rock
“没有内容的形式都是空壳”

*This booklet included several pieces of quotes from the designers and other practitioners from or related to graphic design industry. They shared their thoughts on **graphic design, writing, aesthetics, and daily life**. Through different designs of the layout, the contents become more alive.*

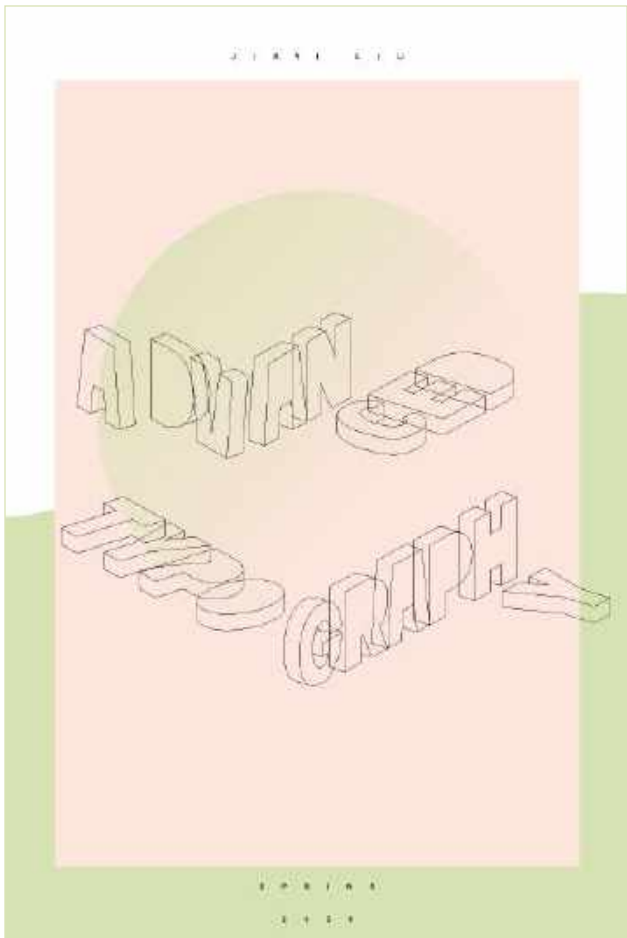
booklet | 小册子

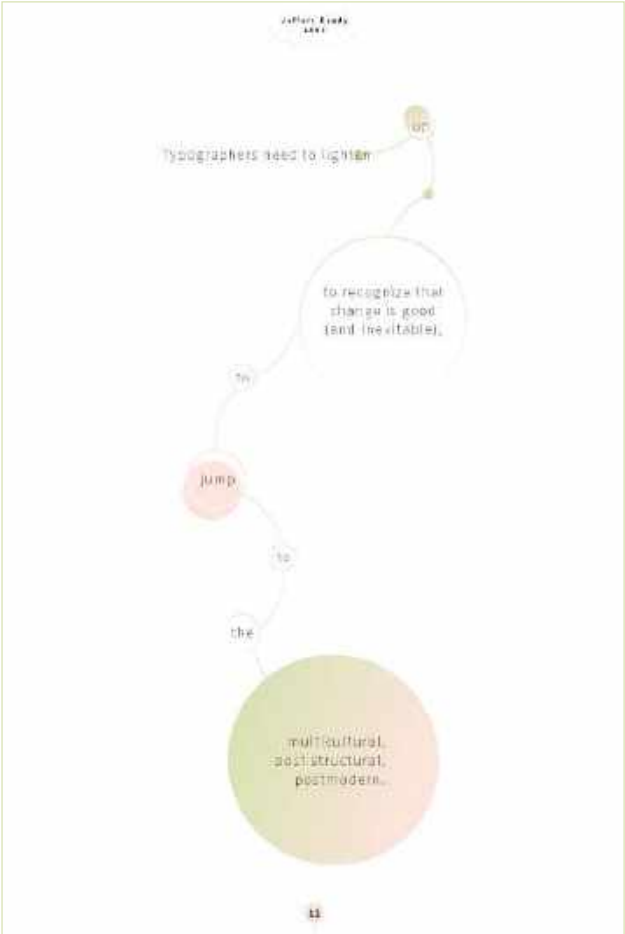
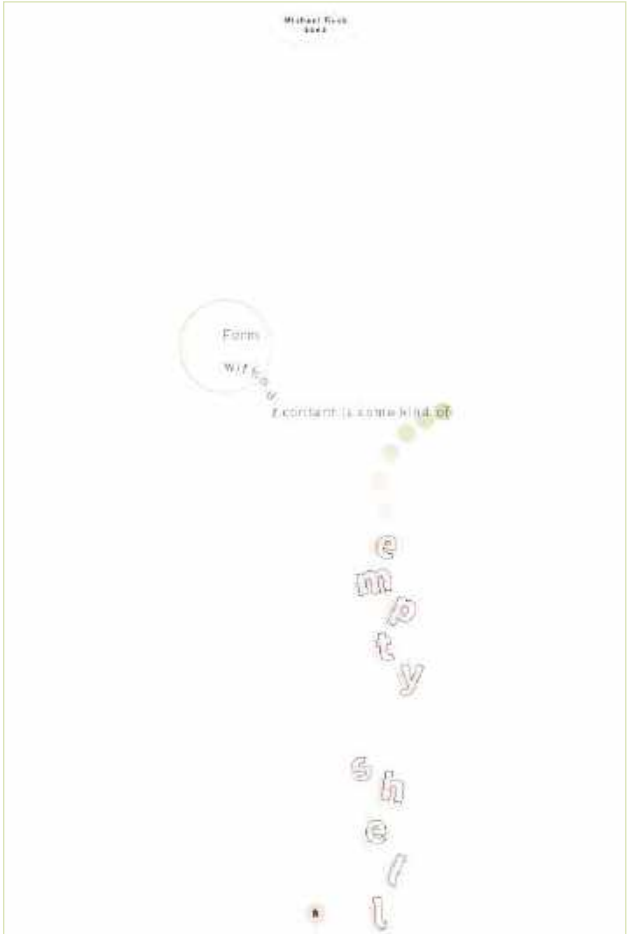
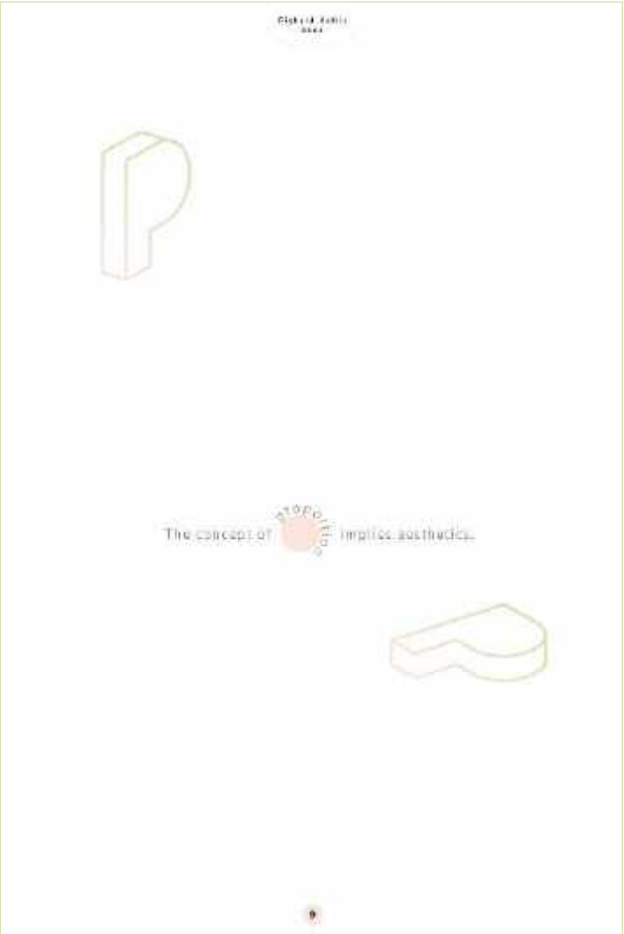
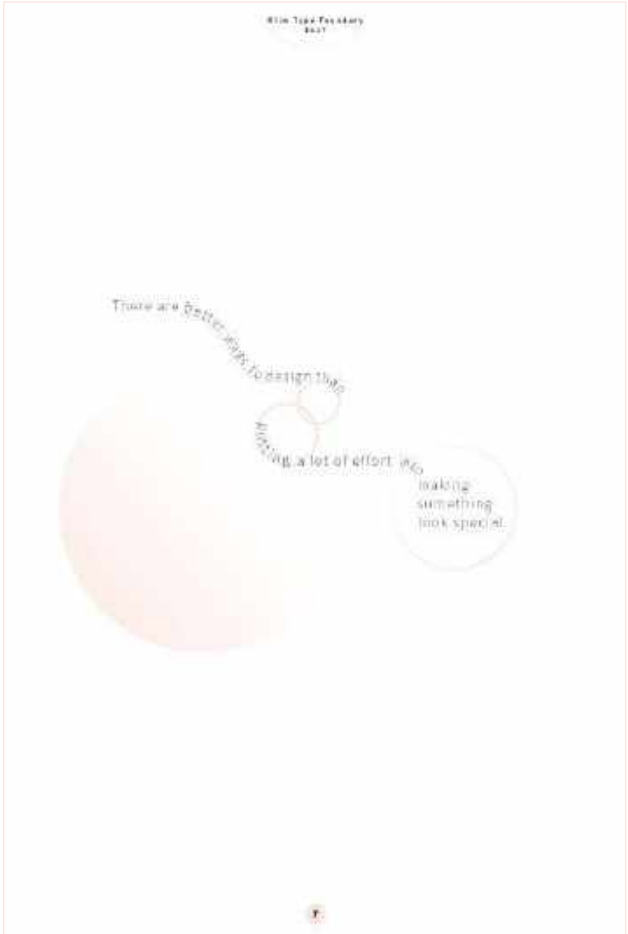
本册摘录了多则来自平面设计相关人士的语录。他们分享了一些心得与想法，或关于**平面设计**，或是**写作、美学**，以及**日常生活**。通过不同的排版方式，这些内容更加跃然纸上。

2019

JIA YI LIU

刘佳怡





NU - DAY Umbrella

初见日 雨伞品牌设计

“Showoff your braveness.”

“秀出你的勇敢”

Bad weather brings us bad moods. If the umbrella is broken in a rainy day, that would be an even more terrible situation. In order to keep warm and dry, we will provide you stronger umbrellas.

Let us help you facing a cold rainy day by carrying a reliable umbrella as well as a heart full of energy and braveness with you in New York City.

visual identity | 视觉识别

applications | 应用

坏天气会带来坏心情。那么如果雨伞也坏了，那将会是更加糟糕的情况。为了保持温暖和干燥，初见日作为雨伞品牌将会为大家提供更加坚固的雨伞。

请让我们帮助大家一起面对纽约的每一次阴雨连绵的天气，一起带上可信任的坚固雨伞和一颗充满能量与勇敢的心。

2018

JIA YI LIU

刘佳怡

NU-DAY umbrellas

May, 2018

New York City

visual identity

primary look

The logo includes an abstract shape of our brand name, NU-DAY, and the outline of an umbrella.

logos

14

NU-DAY umbrellas

May, 2018

New York City

visual identity

colors

| | |
|------|------------|
| RGB | 76 111 164 |
| CMYK | 76 53 14 2 |
| Lab | 46 -1 -33 |
| Hex | #426fa4 |

| | |
|------|-------------|
| RGB | 249 194 194 |
| CMYK | 0 32 17 0 |
| Lab | 83 20 7 |
| Hex | #f9c2c2 |

| | |
|------|------------|
| RGB | 237 110 71 |
| CMYK | 0 68 72 0 |
| Lab | 62 48 45 |
| Hex | #e66a47 |

greyish blue
represents an ordinary rainy day

orange & pink
represents the warmth that NU-DAY will provide, both physically and mentally

17

NU-DAY umbrellas

May, 2018

New York City

visual identity

secondary usage

logos

15

NU-DAY umbrellas

May, 2018

New York City

visual identity

color palette

primary colors

secondary colors

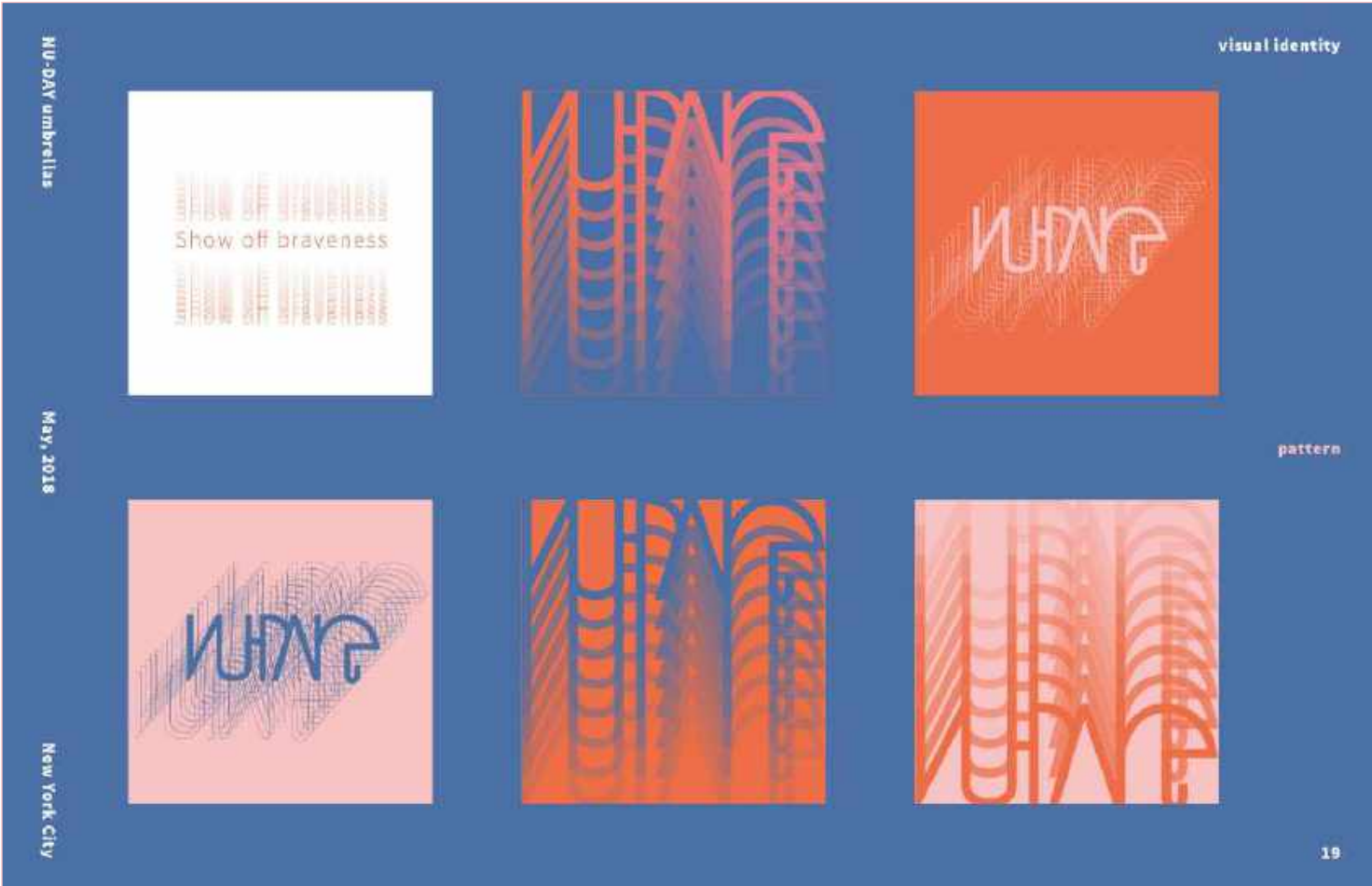
| | |
|------|-------------|
| RGB | 127 178 227 |
| CMYK | 54 24 0 0 |
| Lab | 69 -6 -38 |
| Hex | #7fade3 |

| | |
|------|-------------|
| RGB | 231 123 151 |
| CMYK | 5 64 21 0 |
| Lab | 65 44 4 |
| Hex | #e77b97 |

| | |
|------|-------------|
| RGB | 249 245 226 |
| CMYK | 0 0 13 4 |
| Lab | 96 -2 9 |
| Hex | #f8f5e1 |

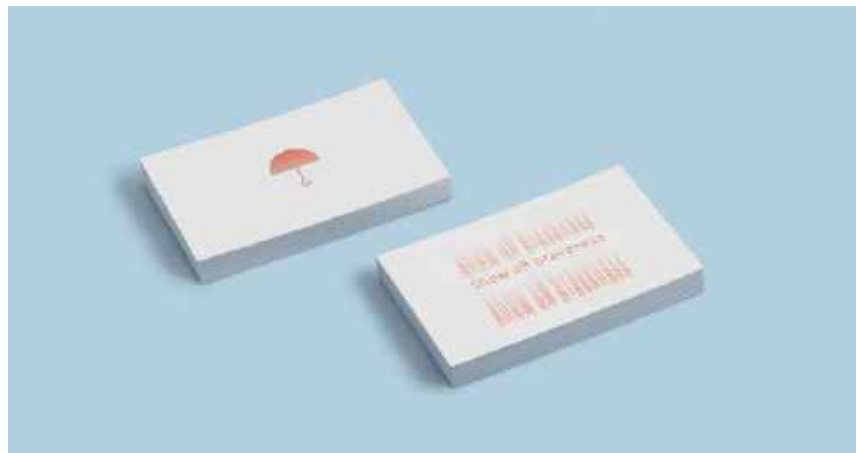
| | |
|------|------------|
| RGB | 255 133 92 |
| CMYK | 0 60 62 0 |
| Lab | 69 44 43 |
| Hex | #ff855c |

18





package | 包装



name card | 名片



tag | 标牌



tote bag | 托特包



flyer | 宣传单



plastic bag | 塑料袋



tag | 标牌

Samsonite Rebranding

新秀丽 品牌重塑

“Everywhere is a stop for young travelers.”

“对于旅行者来说，任何地方都会是旅行中的一个停靠站”

The mission of this new **sub-brand** is to introduce travel as a lifestyle to more people and provide them high quality travel products, especially luggages, in order to help them **improve their experience while on the road.**

design motif | 设计主题

visual identity | 视觉识别

applications | 应用

campaign | 广告宣传

这一**子品牌**的主要宗旨是将旅行作为一种生活方式并将其介绍给更多人，以及为这些旅行中的人们提供更好的旅行装备，尤其是行李箱，帮助他们**提高旅行中的体验**。

2018

JIA YI LIU

刘佳怡



Lakes, swimming pool, parks, grassland, even supermarkets, **everywhere is a stop for young travelers.** Their goal is to visit all the places where are reachable, similar to the spread of sunlight and the fluidness of water, which both go to every corner they can touch.

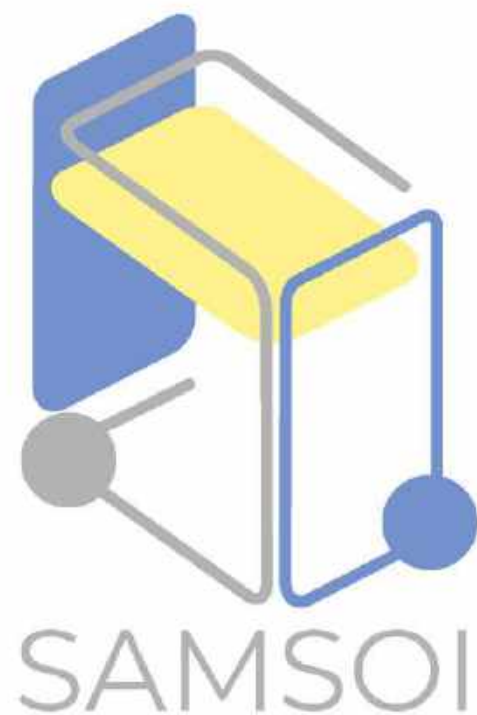
Yellow is sunlight, and blue is water. These two colors bring you **energy, flexibility,** as well as the sense of **freeness.**



FALL
2013
BRANDING

FALL
2013
BRANDING

LOGO



COLOR
PALETTE

very light
yellow

RGB 255 241 139
CMYK 2 1 56 0
WEB #fff18b

gray

RGB 179 179 179
CMYK 31 24 25 0
WEB #b3b3b3

slightly desaturated
blue

RGB 115 145 204
CMYK 56 38 0 0
WEB #7391cc

very dark
gray

RGB 102 102 102
CMYK 60 51 51 20
WEB #666666

LOGO
VARIATIONS



TYPEFACE
USAGE

SAM
SOI

samsoi

© copyright 2018 samsoi IP holdings S.48.1

continue travel

Samsoi
International S.A.

Jesse Shwayder
Est. 1910
Denver, Colorado

Denver
Luxemburg
New York
Hong Kong



luggage tag | 行李牌



phone case | 手机壳



sticker | 贴纸



tablet | 门牌





Blackberry Brand Guidebook

黑莓 品牌形象指引

"If life is tastable, the surface is usually bitter and sour; but there are always some drops of sweet and warmth hidden underneath."

“如果生活有味道，那么它的表面常常是苦涩的；但市场在表面之下的，往往是甜蜜与温暖”

*A new brand guidebook for Blackberry is not only an instruction about how to utilize a new **visual identity** system, but more significantly, it is aimed to introduce and share the **values of the brand** and its products with the consumers who didn't familiar with the brand.*

*This brand guidebook is providing Blackberry an opportunity to introduce itself from **a new perspective**.*

brand narrative | 品牌叙述说明

visual identity | 视觉识别

applications | 应用

对于黑莓而言，一个新的品牌形象指引不仅仅是作为全新**视觉识别**系统的使用引导，更重要的是，它能够帮助品牌与其客户们分享新的产品与**品牌价值观**。

与此同时，这也是从**多方面展示**品牌的一个机会。

2018

JIA YI LIU

刘佳怡

Blackberry

standards & graphic manual

brand narrative

statement

Blackberry is a trusted designer and producer of smartphones that let the users forget their pressures and discover the enjoyment and sweet of lives.



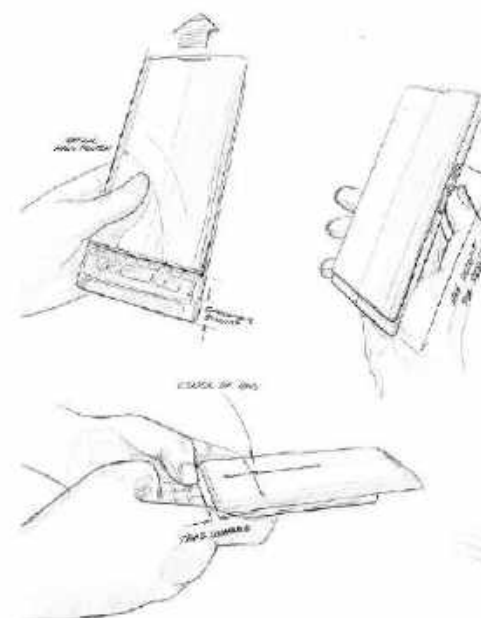
Blackberry

standards & graphic manual

brand narrative

who we are

Blackberry is the producer of mobile devices and our main product is smartphone. Our smartphones are manufactured, marketed and sold globally under a brand licensing agreement with TCL Communication. As a top-5 smartphone manufacturer in North America, and a top manufacturer globally, TCL Communication's portfolio of products are currently sold in over 160 countries.



Blackberry

standards & graphic manual

brand narrative

mission

If life is tastable, the surface is usually bitter and sour, but there are always some drops of sweet and warmth hidden underneath. A phone call from mom reminds you that there is always a person provides you conditional love; messages from buddies drag you out of tiring works; video call from lover sends his or her warmth to you even you are not staying by each other's side meanwhile.

Long distances may let us unable to hug our loved ones immediately, but Blackberry helps you shorten these gaps by providing you the trusted smartphones which enable you to contact them whenever and wherever. Blackberry wishes to build the paths that leading to the sweet spots for you.

Blackberry

standards & graphic manual

brand narrative

what do we do

Blackberry focuses on a vintage style which always retain the keyboard in our design. The keyboard are friendly to different aging groups. We are providing everyone convenient communication tools, including young teenagers and the elderly.

At the same time we are lively instead of stiff for we are breaking the common rules of color usage in smartphone producing industry. We are producing smartphones; we are building ways leading to love and warmth; we are discovering the sunshine side of lives.

BlackBerry

standards & graphic manual

brand narrative

why does it matter

Humans are social animals. That means in our genes, we have the preference of building connections and relationships with others. Especially for families, friends, and lovers. Once you feel pressure and depressed, you are more desirable with loves and warmth. However, it's impossible for you to always stay by your loved ones' sides. At this point, BlackBerry is to help dealing with this trouble.

BlackBerry's smartphones are not only a tool for long term communication and contact, but also an approach for you and your loved ones to transmit loves between each other.

BlackBerry

standards & graphic manual

brand narrative

why rebrand

The competitions in smartphone market are increasingly drastic, and most of the smartphone brands are heading to a same direction, no matter the brand strategies or the looking of products. BlackBerry is standing aside, but that doesn't mean we are not moving forward. We believe that only looks serious doesn't equal to trusted. Vise versa, a lively looking smartphone doesn't mean it is unauthentic.

With an improved visual system, BlackBerry will set a new standard in smartphone market. We want to remind everyone about the starting point of using smartphones, which is keep in touch with the your loved ones.

BlackBerry

standards & graphic manual

visual identity

logo

logo

The new logo keeps blue and white as main colors. Blue is one of the three primary colors and is usually related with harmony. It is also one of the most popular colors. The round stroke of the types express a flexible feeling. Each letter is touching each other, which means BlackBerry is building connections among people.

BlackBerry logo



BlackBerry

standards & graphic manual

visual identity

logo

clear space

To preserve the BlackBerry logo's integrity, always maintain a minimum clear space around the logo. This clear space isolated the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention. The minimum clear space for the BlackBerry logo is defined as the height of the "b" in the wordmark.



BlackBerry

standards & graphic manual

visual identity

logo

color

The BlackBerry color palette is friendly and fresh. The primary colors are mazarine and white. The secondary colors are ocean blue, two shades of smoky blue, and light orange. Starry mazarine is mystery but vast; light orange is energy and health; ocean blue is free and exploration.

primary color



CMYK: 90 50 10 0
RGB: 29 66 139
HEX: 1d428e



CMYK: 0 0 0 0
RGB: 255 255 255
HEX: 000000

secondary color



CMYK: 51 13 1 0
RGB: 127 173 227
HEX: 7fadd3



CMYK: 63 30 20 5
RGB: 91 127 149
HEX: 5b7d95



CMYK: 50 32 39 14
RGB: 91 103 132
HEX: 5b677d



CMYK: 1 40 99 0
RGB: 255 196 61
HEX: ffac3d

BlackBerry

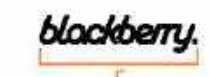
standards & graphic manual

visual identity

logo

minumum size

The blackberry logo retains its visual strength in a wide range of sizes. However, when the logo is produced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by wisth of the BlackBerry wordmark, which should not be reproduced in a size smaller than 1".



logo variations

Except the primary logo, which is white type on a blue rounded rectangle, three other usages of logo are also accepted:

- when the background color is dark, the colors can be reversed; blue type on white rounded rectangle
- only type logo is also accepted. In this case, logo can be blue or black.

File A: LogoVariation_0
File B: LogoVariation_1
File C: LogoVariation_2

reverse color
Alogo without border
Bblack & white
C

logo variations

The color of rounded rectangle can be replaced by the other four colors from color palette. In any of these cases, the type is always white.

File D: LogoVariation_3_1
File E: LogoVariation_3_2
File F: LogoVariation_3_3
File G: LogoVariation_3_4

other colors



logo misuse

Incorrect use of BlackBerry logo compromises its integrity and effectiveness. The examples of logo misuse on the right are not comprehensive; they are only a small sample of possible misuse of the BlackBerry logo.

don't use any color other than white for the type



don't use a pattern within the logo



don't use more than two colors for the logo



don't use colors not from color palette for the logo



don't distort or stretch the logo



don't change the proportion of logo elements



don't rotate the logo



don't change the shape of the badge



logo lock-ups

The BlackBerry identity is built around the primary logo. A logo lock-up system has been developed to create expansive possibilities as the brand grows.

primary lock-up



info system



style in different ways



logo placement

Whenever possible, the BlackBerry logo should appear in the upper left-hand corner, in full color on a white background. Consistent placement in this location on communication materials helps build awareness of the BlackBerry brand.

preferred placement



8.5" x 11"
scale: 80%

Blackberry

TCL COMMUNICATION

BlackBerry
TCL Communication
Block F4
TCL International E City
Guangdong, 518052
P.R. China

SHENZHEN
GUANGDONG

Blackberry KEY 2: An Icon Reborn

This all-new BlackBerry smartphone brings together iconic BlackBerry features with new experiences.

Today, TCL Communication, a leading global smartphone manufacturer and BlackBerry-brand licensing partner, is introducing the world to the most advanced BlackBerry® smartphone yet with the debut of the BlackBerry® KEY2.

typefaces

Verdana
Matthew Carter
Microsoft 1996

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
.,:;!?"'()@_

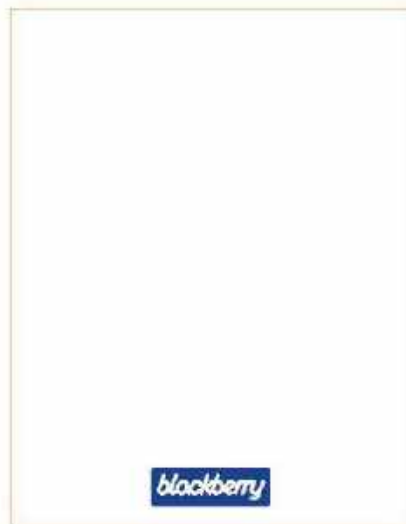
Exphemia UCAS
Rogee Miller
released 2005

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,:;!?"'()@_

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,:;!?"'()@_

logo placement

secondary placement



8.5" x 11"
scale: 80%

imagery

Imagery is another important element for the brand expression. Along with the other elements of the identity system, imagery will help communicate BlackBerry's brand idea and spirit. When creating and using imagery, it is important to keep in mind the BlackBerry's core value of building connections and expressing love and warmth.



BlackBerry standards & graphic manual

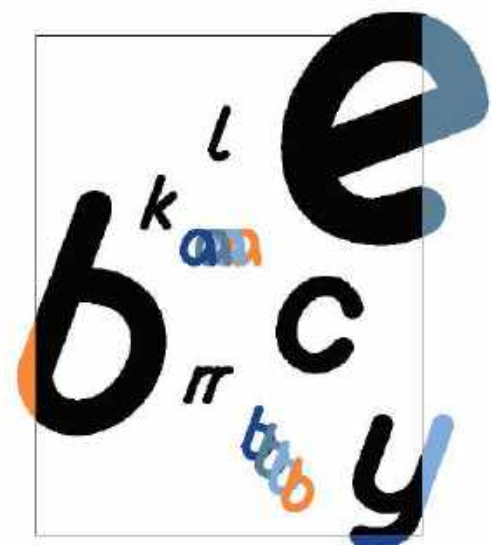
visual identity pattern

pattern



this pattern can be used as a background under images or alone.

File: Pattern_Logo



this pattern is for vertical usage as the front side of a paper bag or printed stationery.

File: Pattern_Vertical

BlackBerry standards & graphic manual

visual identity icon & illustration

icon & illustration



File: Icon

BlackBerry standards & graphic manual

visual identity icon & illustration

icon & illustration

Icons and illustrations are helpful elements to show the tone and style of BlackBerry. These elements can be used on website, print out materials, packages, and so on.



illustration of smartphone

File A: Illustration_Phone_1
File B: Illustration_Phone_2

BlackBerry standards & graphic manual

visual identity icon & illustration

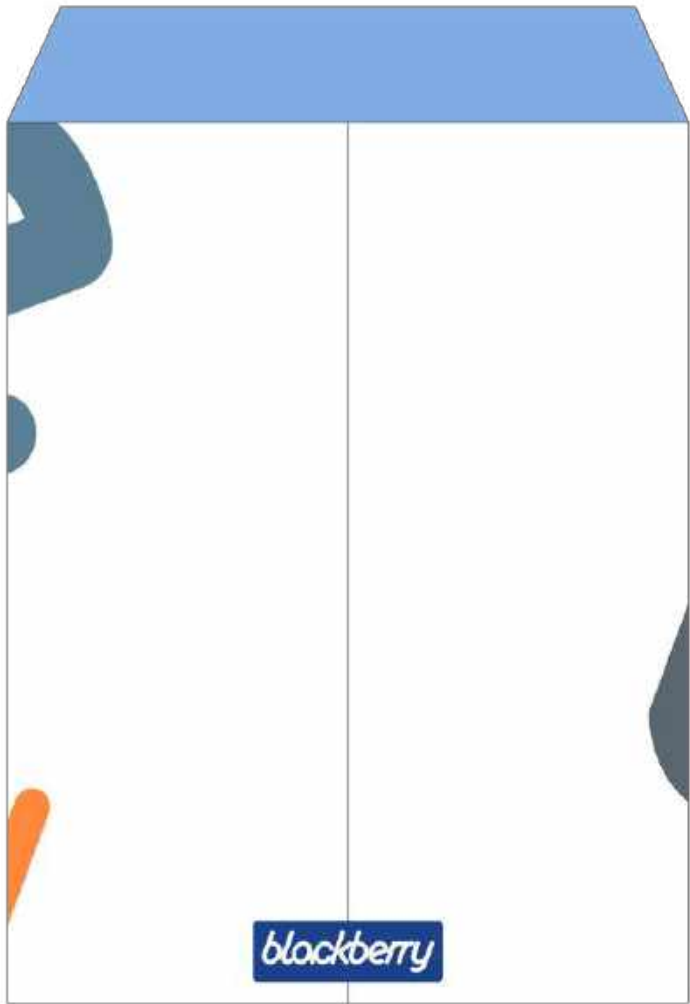
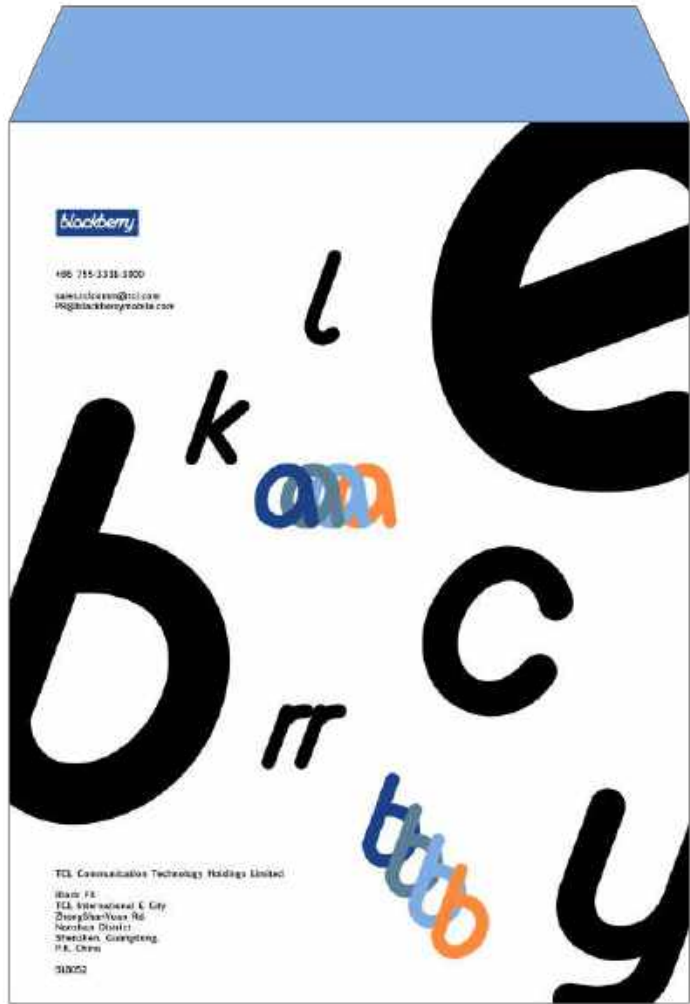
icon & illustration

The uncertainty makes gashapon machine attractive to people. However, for most time, no matter which capsule toy comes out of the machine, it makes the player surprised. The mashapon machine is like daily lives which is full of uncertain and unknown. However, with the company of BlackBerry, every part of it is surprising and attractive.

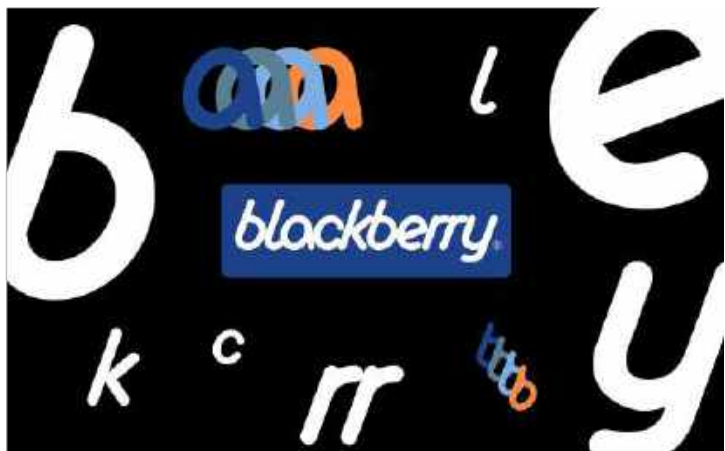


illustration of capsule toys

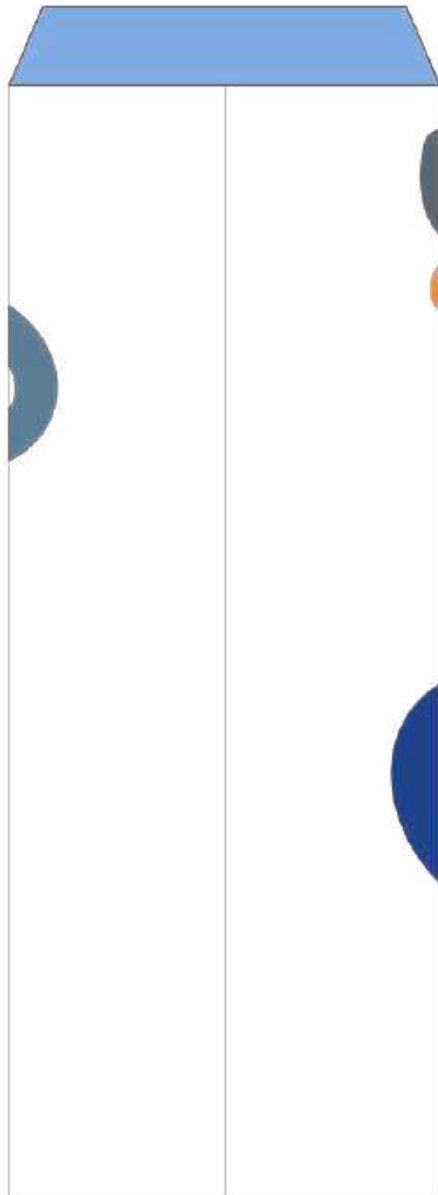
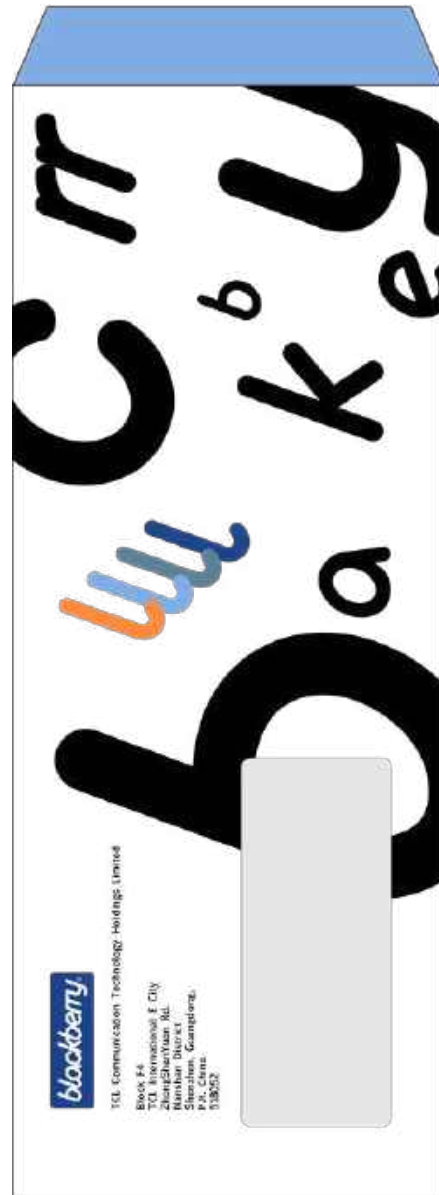
File: Illustration_Toy



large envelope | 文件袋



name card | 名片



small envelope | 信封



box | 盒子



van | 货车



paper bag | 纸袋



phonecase | 手机壳



mug | 马克杯



website | 网页

Pattern Explorations

图案设计 探索

The following are two groups of pattern explorations.

以下是两组关于图案的探索。

exploration process | 探索过程

outcomes | 成果

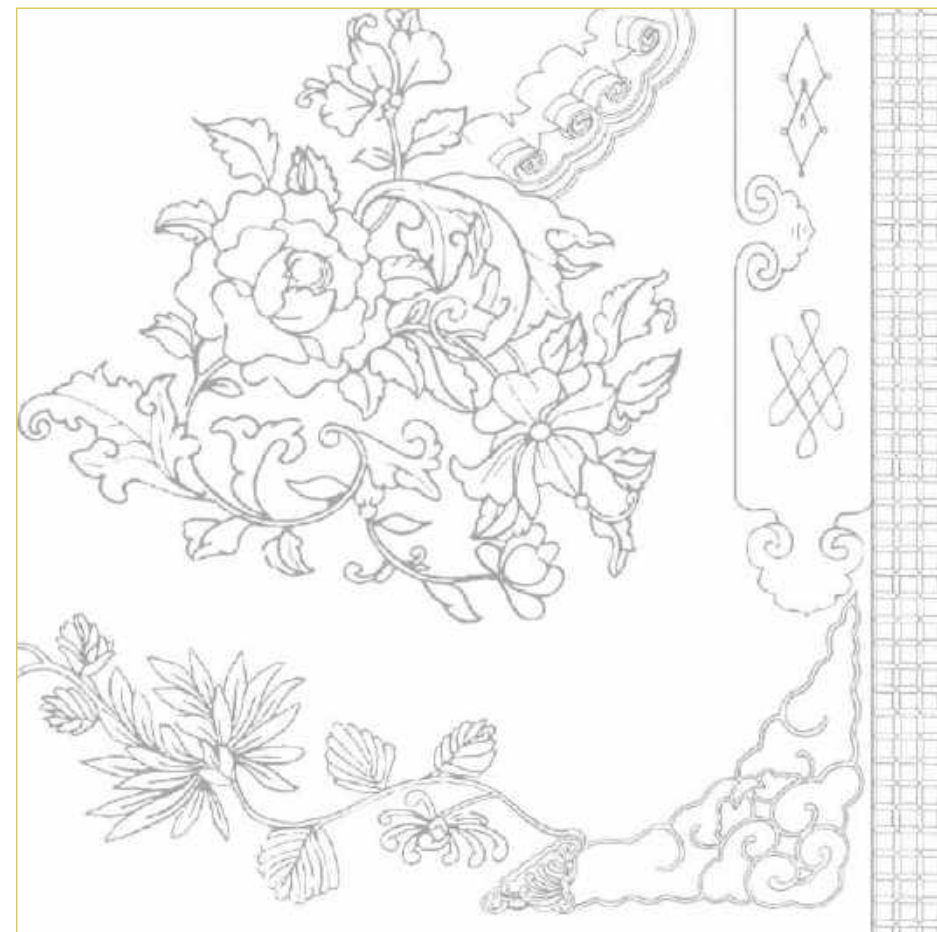
2016

JIA YI LIU

刘佳怡

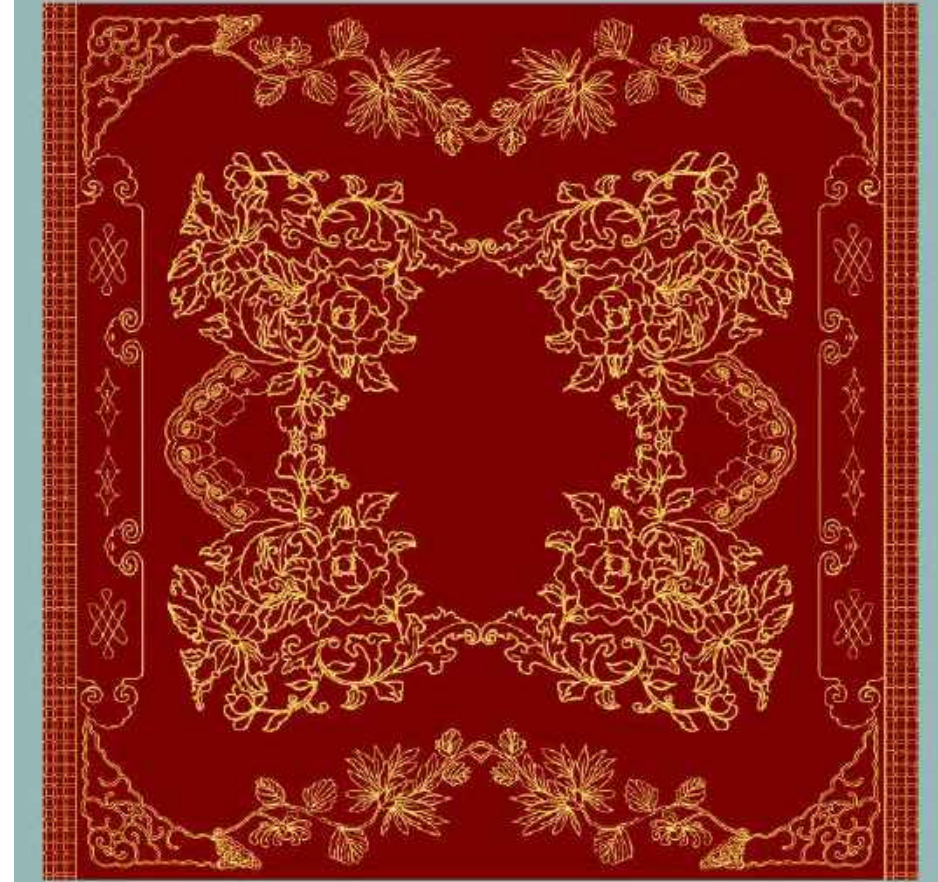
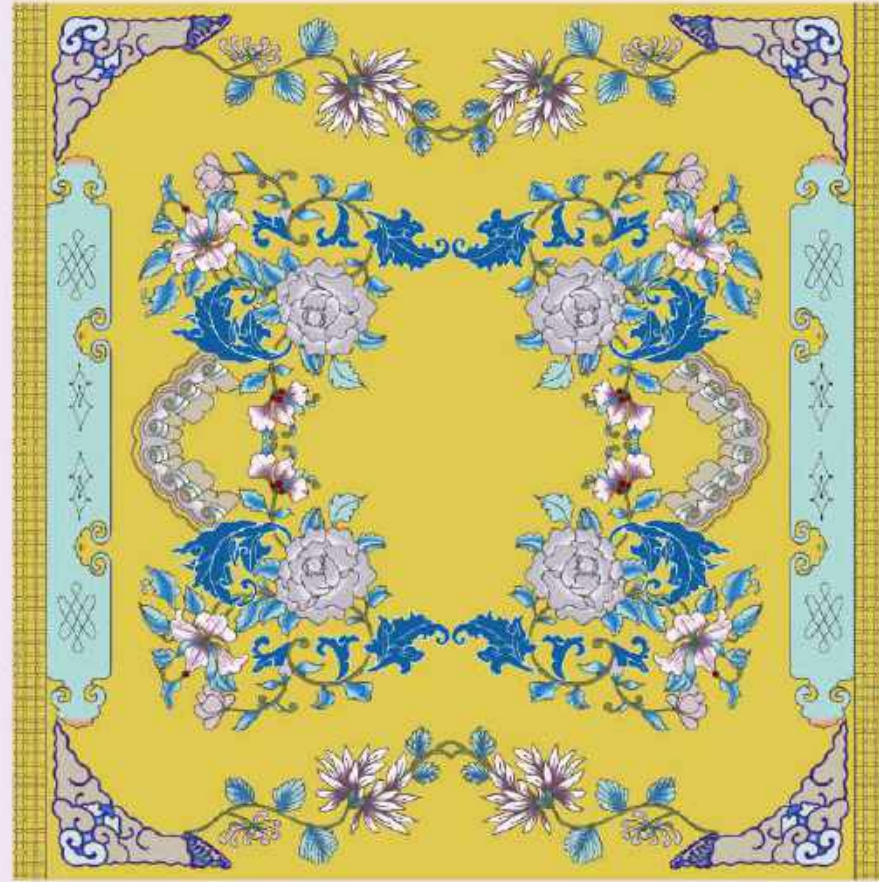
Palace Museum series

故宫系列



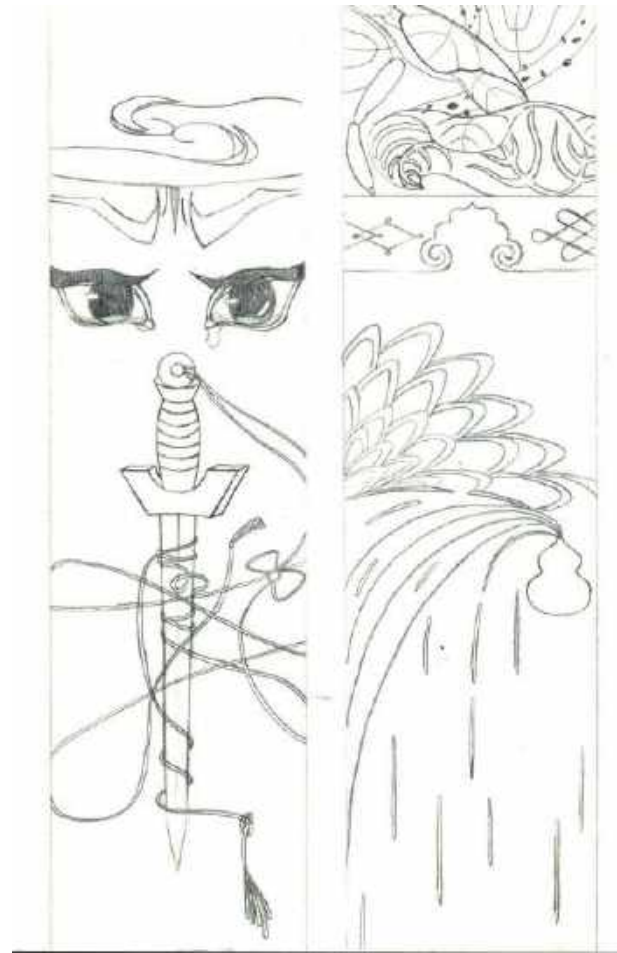
Palace Museum series

故宫系列



Nezha Conquers the Dragon King series

哪吒闹海系列



Nezha Conquers the Dragon King series

哪吒闹海系列



Poster Explorations

海报设计 探索

*The following are some of my poster explorations
during 2017 and 2018.*

以下是2017年至2018年间的一些海报设计探索。

2017 — 2018

New Architecture in NYC | 纽约新建筑

COACHELLA | 科切拉音乐节

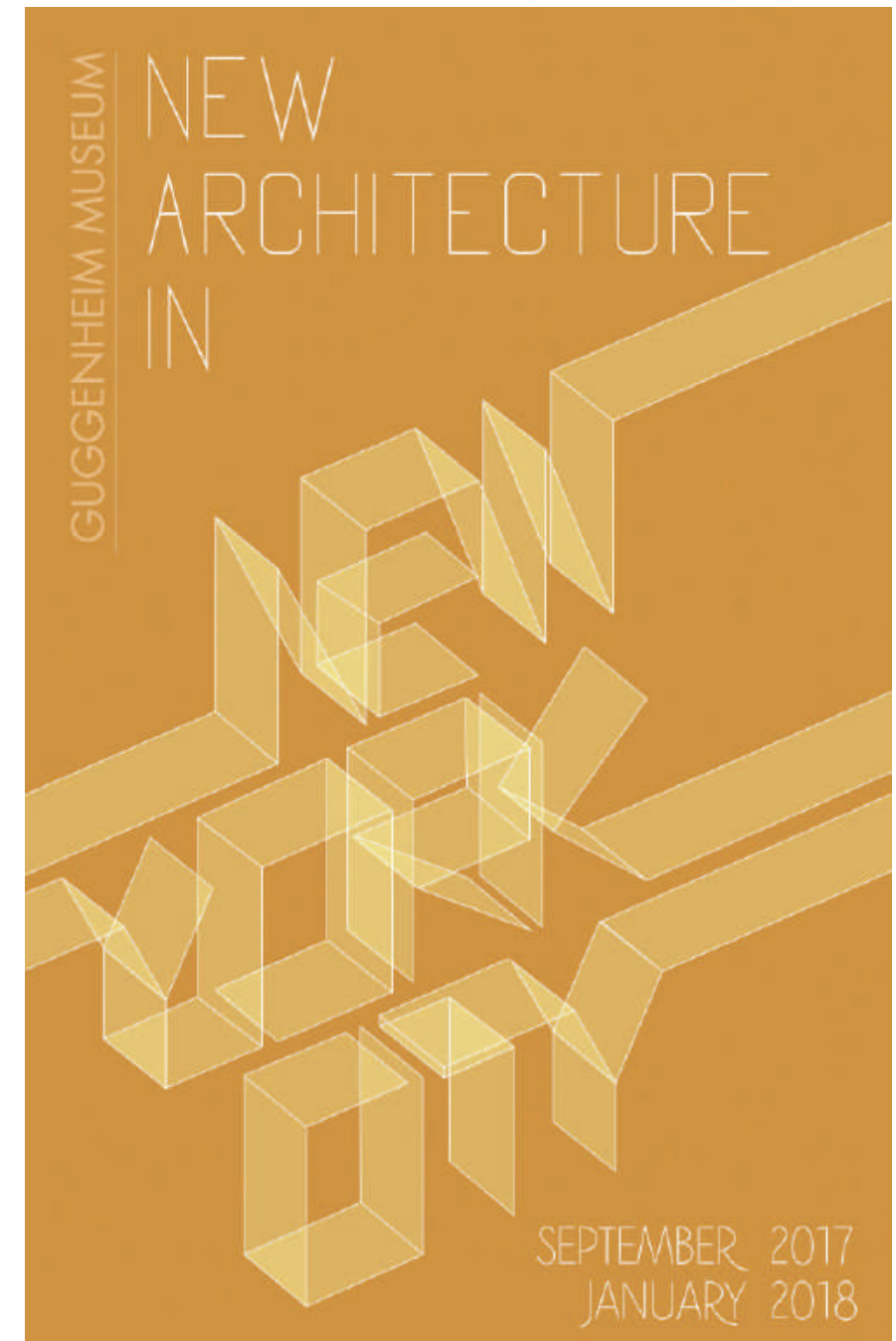
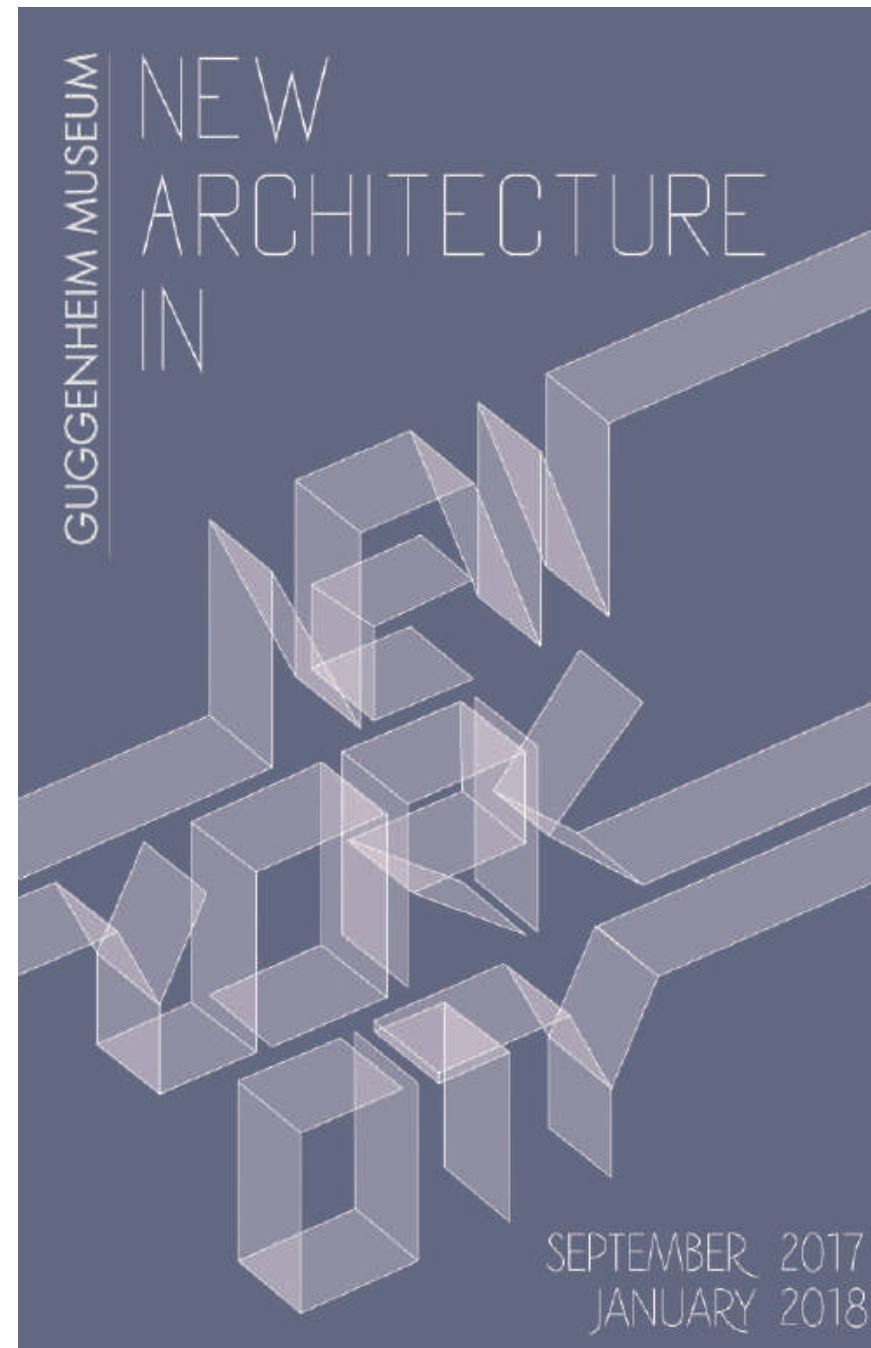
spirit of Chinese Craftsman | 工匠精神

JIA YI LIU

刘佳怡

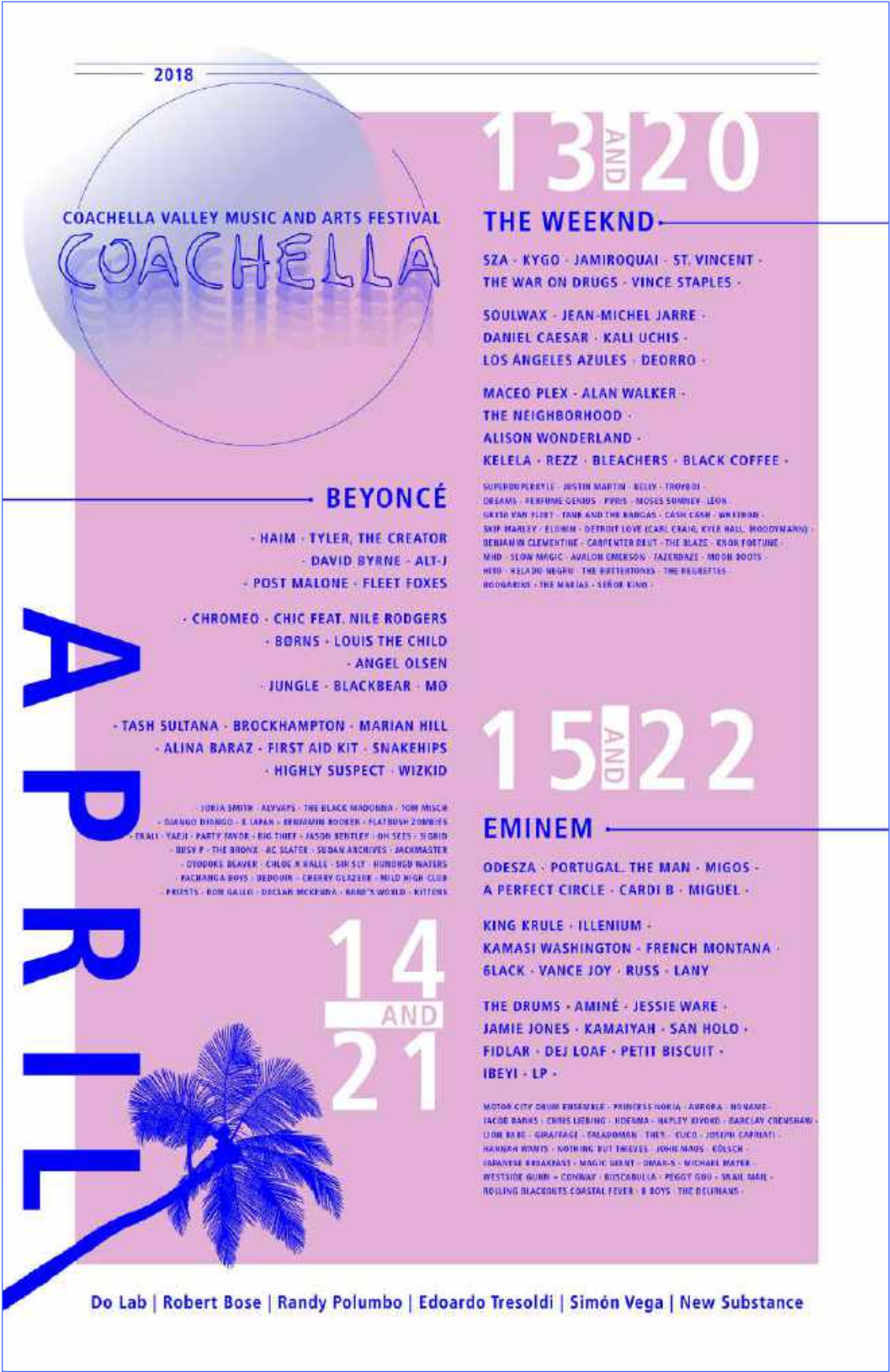
This set of posters are for the exhibition at Guggenheim Museum called “New Architecture in NYC”. By using the paper folding style, it shows both the solidity and flexibility of the new architectures’ constructions and designs.

这一组海报是为名为 “纽约新建筑 ” 的展览而设计的。其中用类似折纸效果作为主要设计，是为了体现新建筑兼具构造上的坚固性和设计上的灵活性。



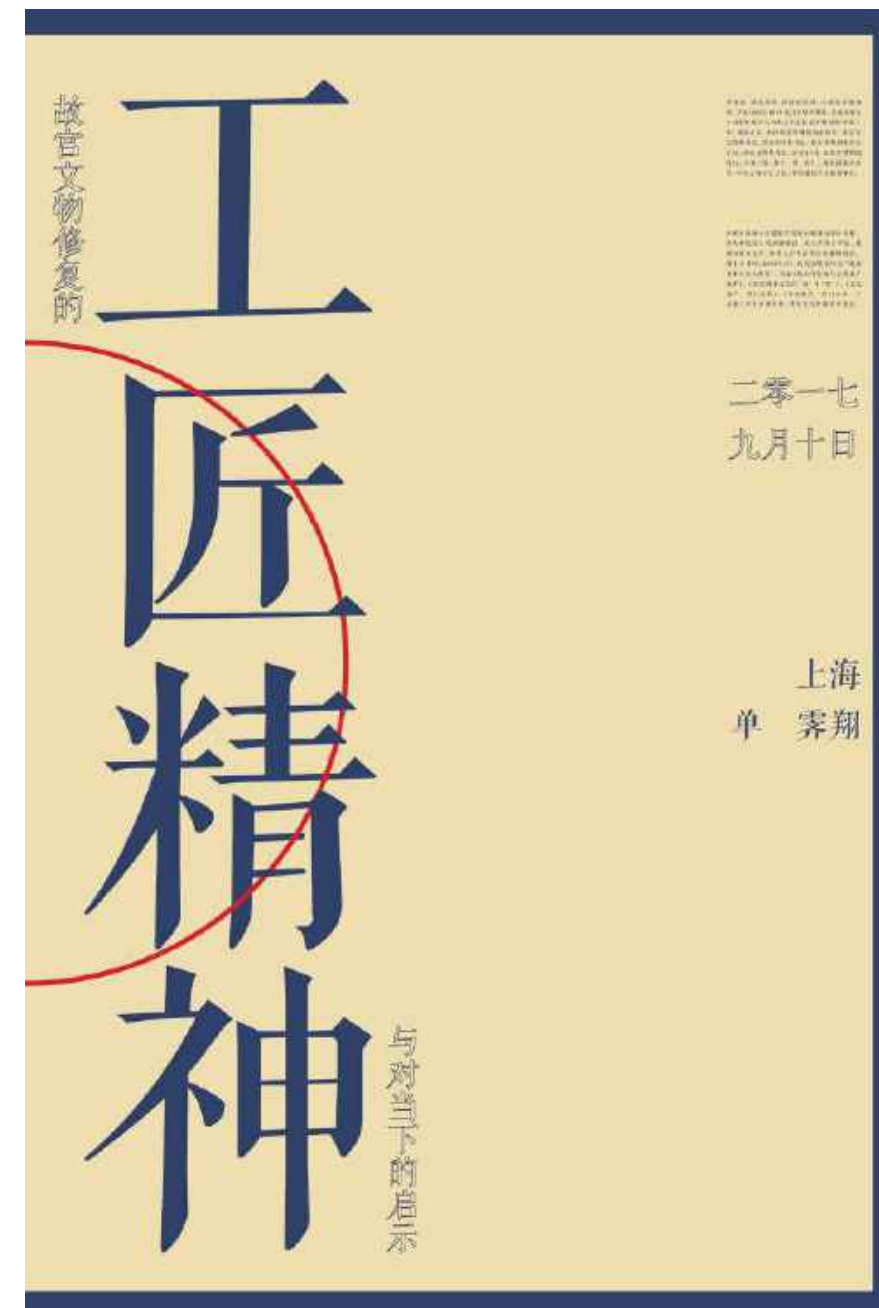
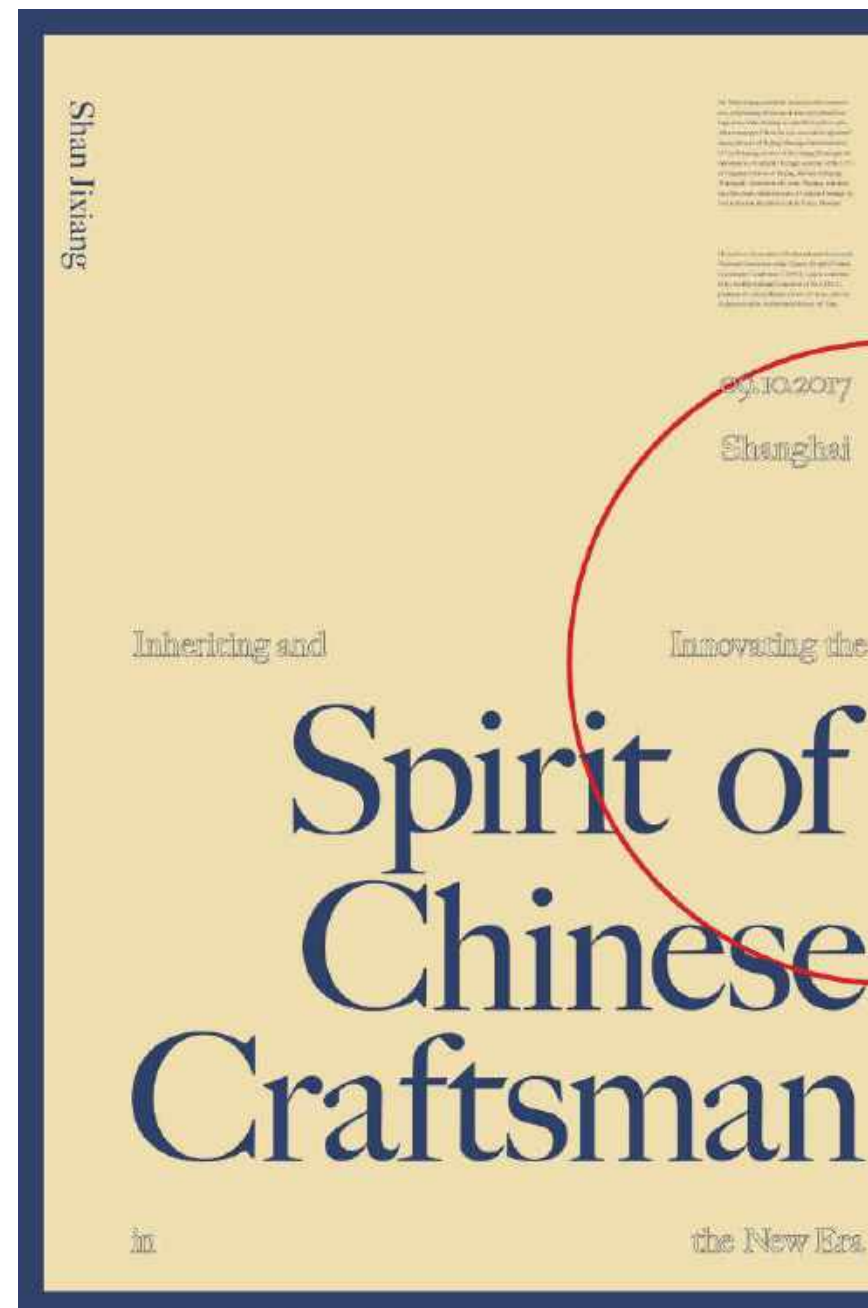
This set of posters are designed in order to show the lineup more organized for the COACHELLA music festival. The gradient color is representing the sunet or the sunrise at a valley.

这一组作品是科切拉音乐节的阵容海报，其主要目的是使得内容的排列更加整齐，并更便于阅读。渐变色的选择是为了表达一种山谷中日出和日落时候的氛围。



These bilingual posters are for a lecture presented by the Palace Museum president Shan Jixiang. The posters are in the colors that are widely used in the Palace Museum's architectures.

这一组双语海报是作为一场讲座的宣传而设计。该讲座的主讲人为故宫博物院院长单霁翔。海报中采用的颜色为紫禁城中的建筑大面积使用的三种色彩。



Bedtime Story

睡前故事

2019

animation | 动画

It is a bedtime story.

It is a warm story telling by a mom to her baby.

It is an irony story to warn every audience, including you and me.

这是一则睡前故事。

这是一篇妈妈说给孩子听的温暖故事。

这也是一个警醒每一位观众的讽刺故事。

video address: youtube.com/watch?v=TPkOcl-iY-c&t=3s

视频地址: bilibili.com/video/BV1hz411h7ho/

或

手机扫描二维码:



JIAYI LIU

刘佳怡

THANK
YOU 谢谢

JIAYI LIU
刘 佳怡



观看