



PORTFOLIO

VFS Spring 2022
Erica Tang

Table of Contents

2022.01



2022.05

01 Logo Project	4
- Logo - Draft 1	6
- Logo - Draft 2	8
- Logo - Final	12
02 Print Menu Project	18
- Print Menu - Research	20
- Print Menu - Wireframes	22
- Print Menu - Draft 2	24
- Print Menu - Final	30
03 Screen Menu Project	40
- Screen Menu - Draft 1	42
- Screen Menu - Draft 2	52
- Screen Menu - Final	64
04 Exercises	76
- Exercise - Color	78
- Exercise - Flag	80
- Exercise - Typeface	82
- Exercise - Expressive Type	84
- Exercise - Text Texture	86
- Exercise - Graphic Treatment	88
- Exercise - Image Trace	90

01

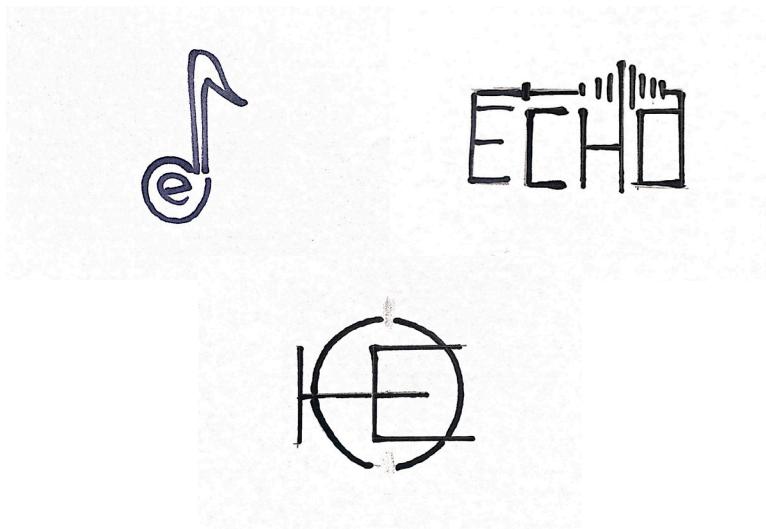
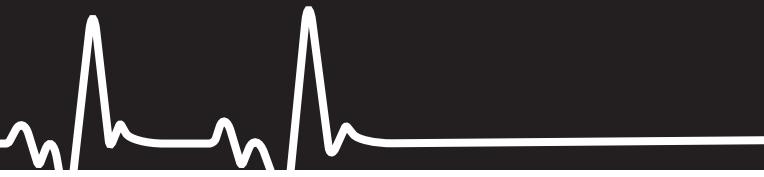
Logo Project

For this project, I'm creating a logo for the brand that I ideated - "echo". "echo" means reflecting, reminding, resonating, and repeating.

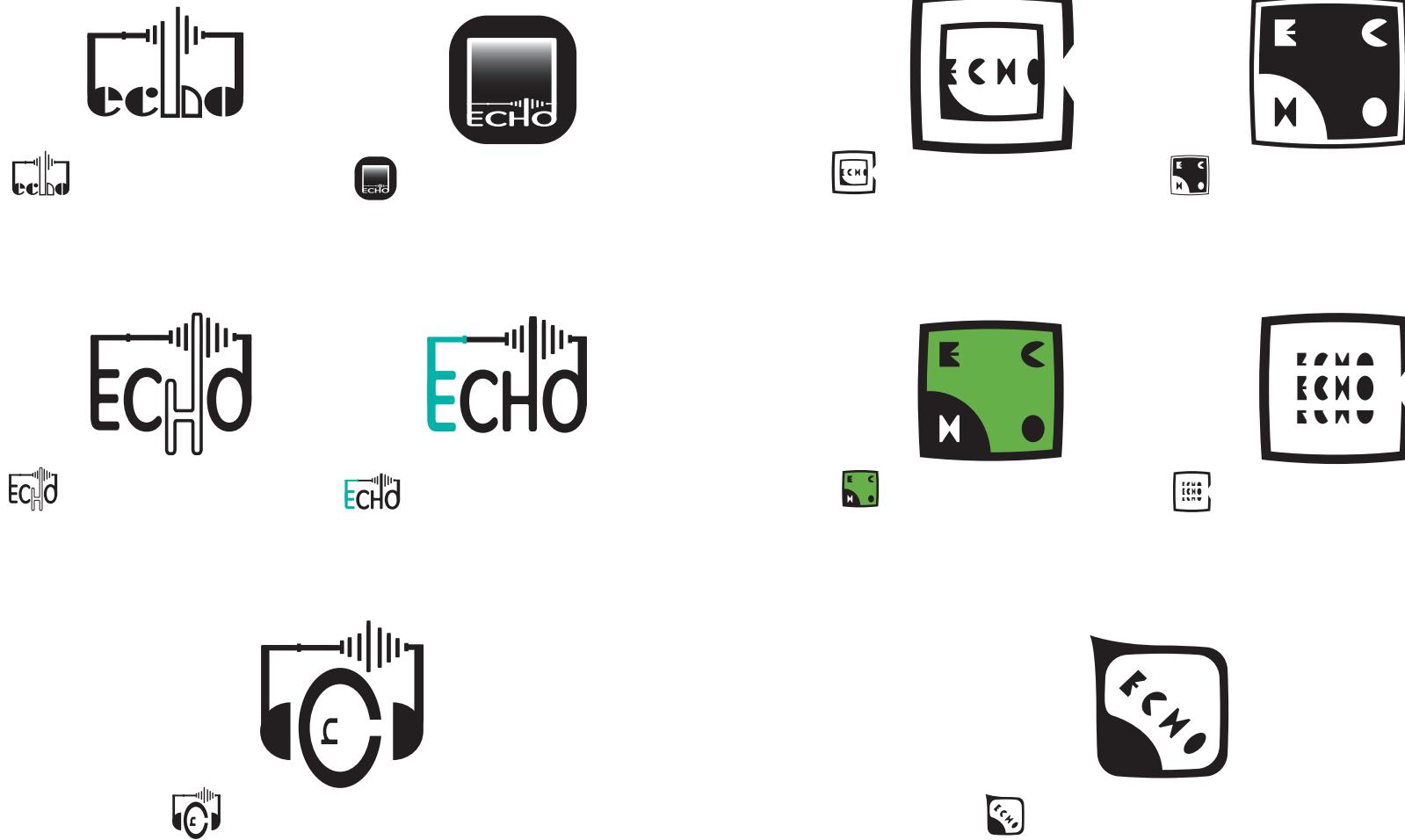
It's a software that combines music-playing, social networking, and journal-keeping. Users can receive daily music recommendations, join music-based communities, trace their own music taste, and record their personal stories that are related to a particular song or genre.

Echo is oriented to music lovers and people who are interested in building connections with an individual or a group of people that share similar music tastes.

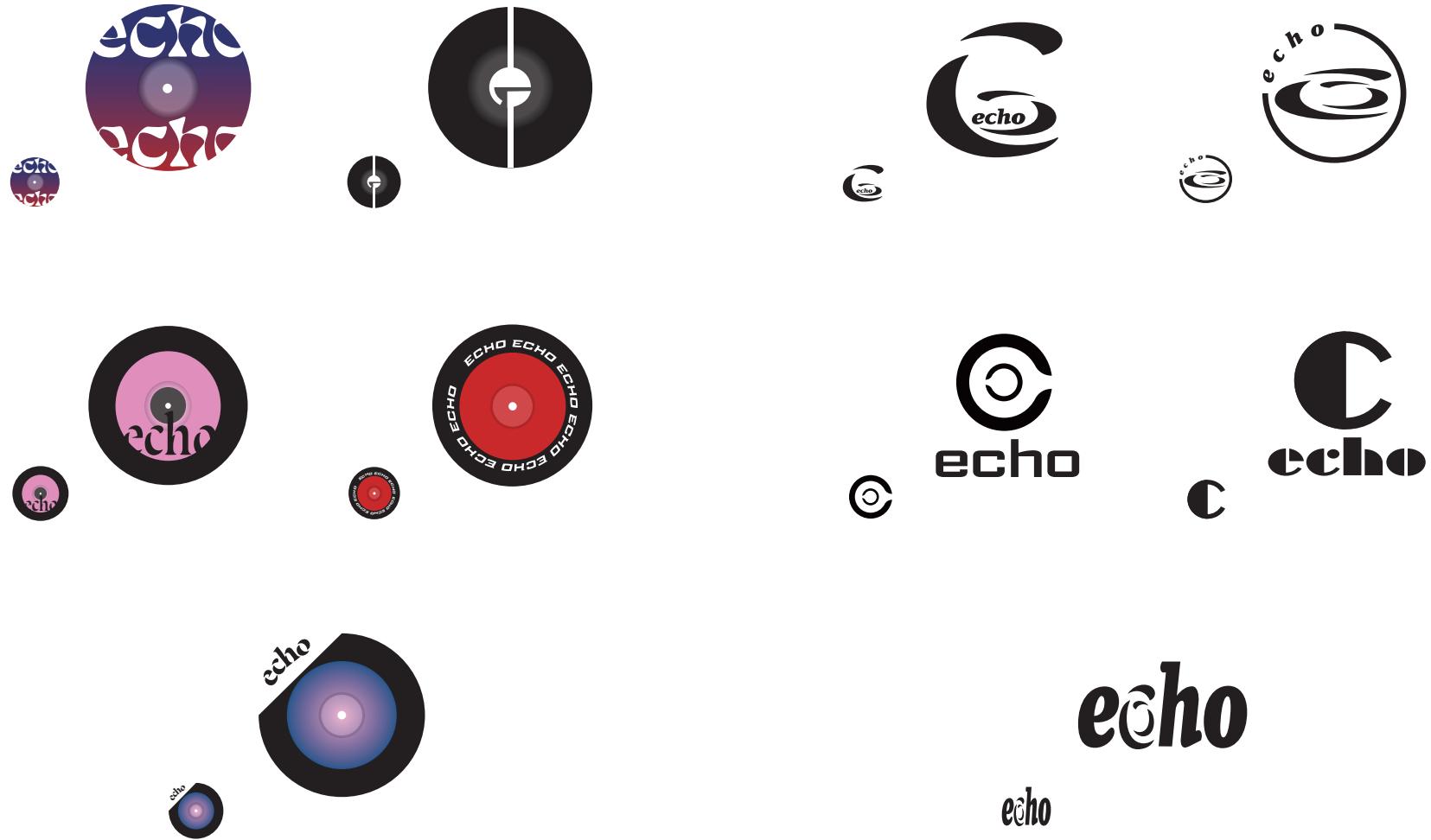
Logo - Draft 1



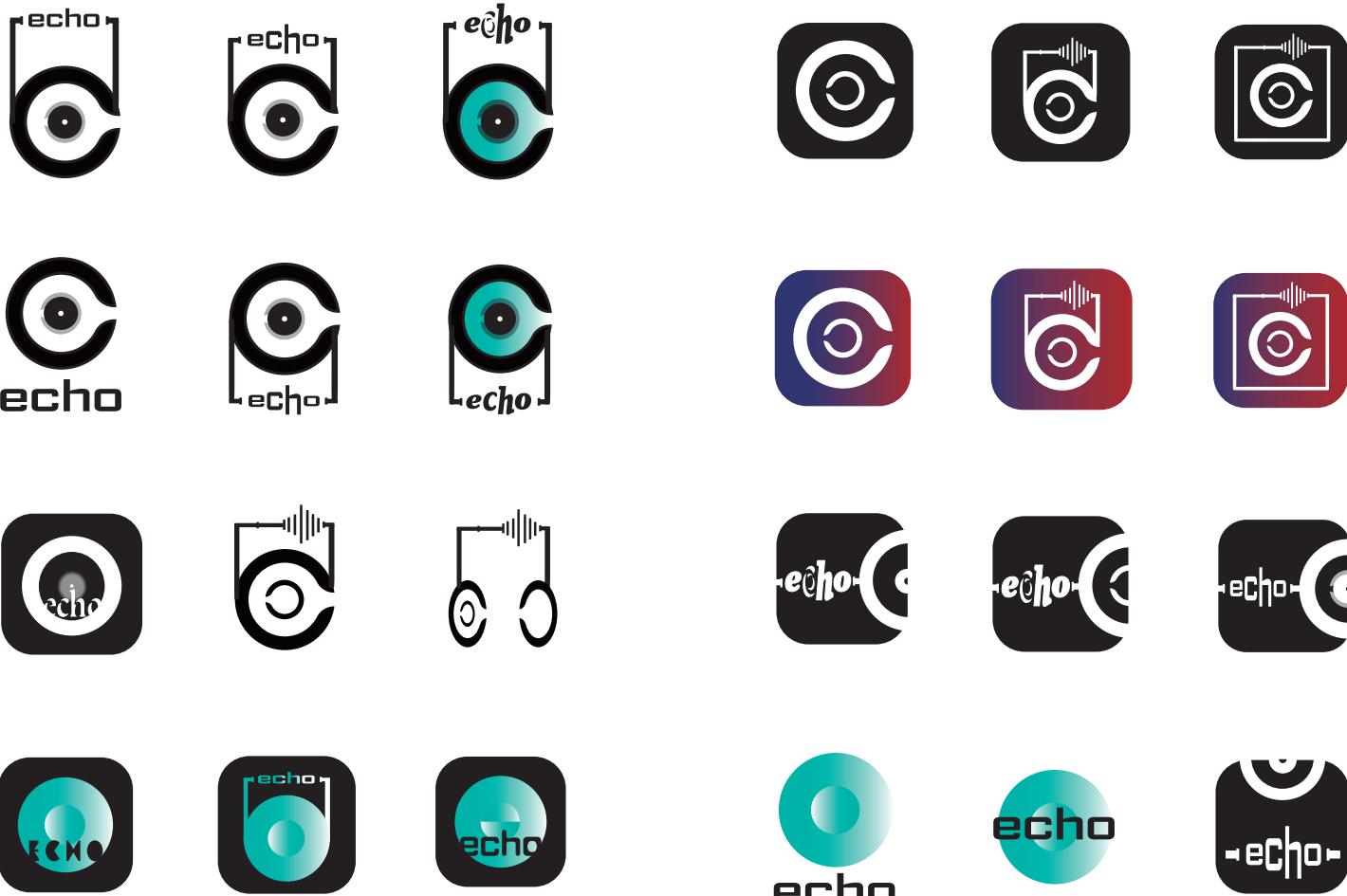
Logo - Draft 2



Logo - Draft 2



Logo - Final



Logo - Final



echo
echo studio



Logo - Final



02

Print Menu Project

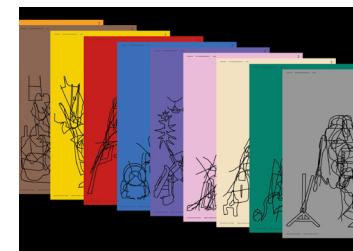
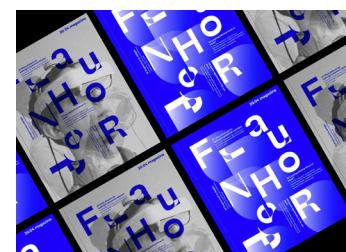
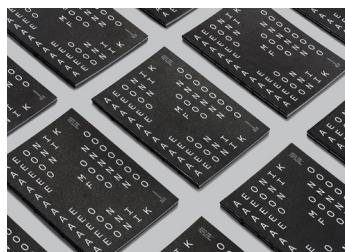
For this project, I'm creating a print menu for the brand that I ideated - "decode".

Decode is a fragrance brand that emphasizes the individuality of scents.

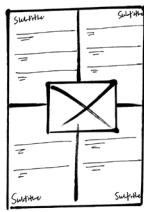
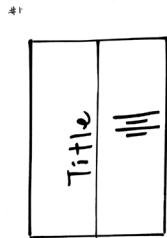
We hope that our customers can, through using our products, open their sensory languages, and decode their own scent.

Decode products range from scents for space to scents for body. The four main categories are mood scented candles, four seasons aroma, eau de parfum, and body & hand lotion.

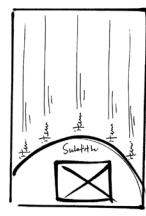
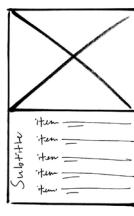
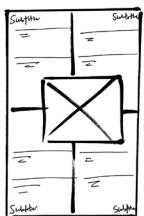
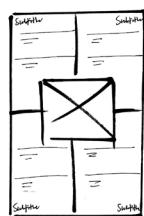
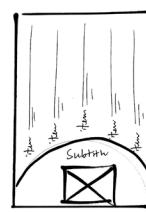
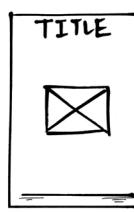
Print Menu - Research



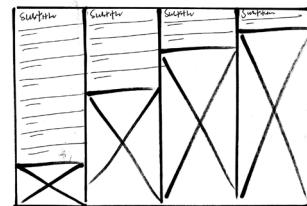
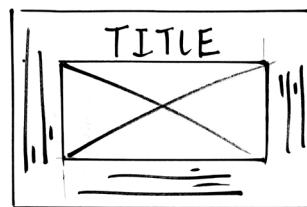
Print Menu - Wireframes



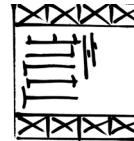
#2



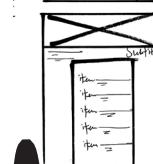
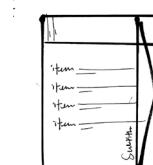
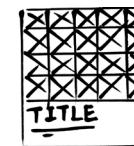
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#4

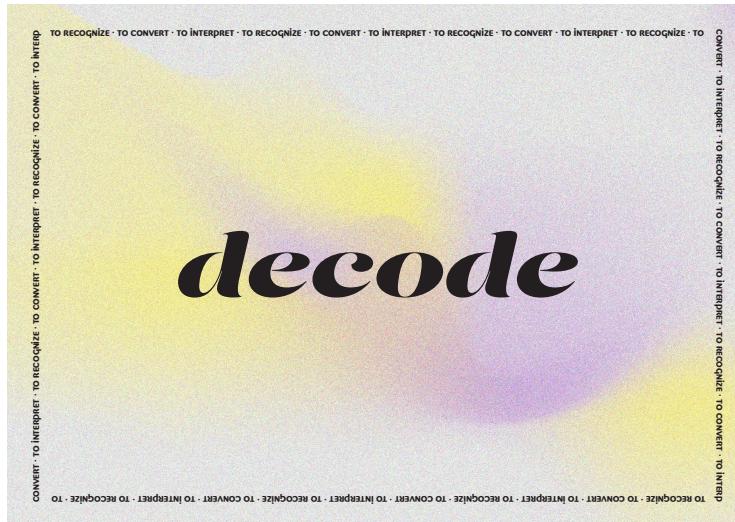


#5



Print Menu - Draft 2

The 1st iteration



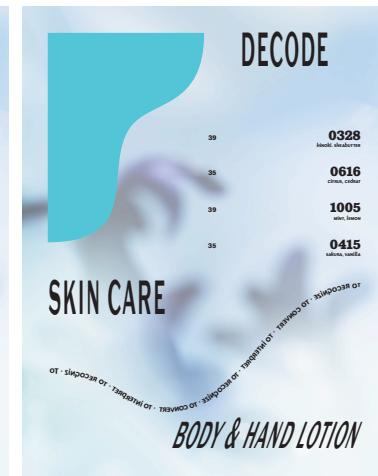
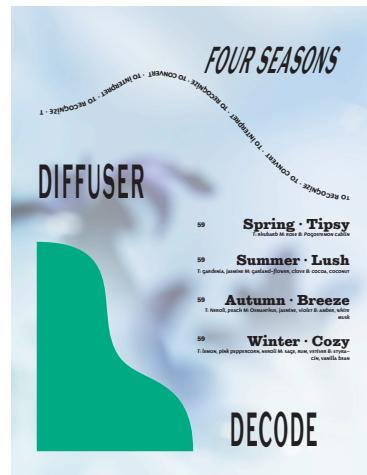
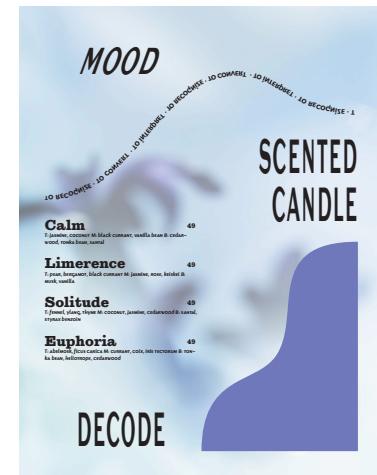
001	Calm	Spring · Tipsy	0328
T: MELANGOLI, GREEN TEA M: FICUS CARICA, VANILLA BEAN & CEDARWOOD, VETIVOR 89	T: JASMINE, COCONUT M: BLACK CURRANT, VANILLA BEAN & CEDARWOOD, TONKA BEAN, SANTAL 49	T: MELON M: ROSE B: PODOSTEMON CALIEN 39	IHOKI, SHEABUTTER 0616
T: NEROLI, PEACH M: JASMINE, ROSE B: MUSK, VANILLA, COCONUT 89	T: PEAR, BERGAMOT, BLACK CURRANT M: JASMINE, ROSE, KÉSKEI B: MUSK, VANILLA 49	CITRUS, CÉDRAT 1005	CITRUS, CÉDRAT 0415
T: BEINE, NEEDLE BEINGS M: FLEUR-DU-LIS, ROSE B: RED ALGAE, ANTHOSPERMUM 79	T: FENNEL, YLANG, HÝMÉ M: COCONUT, JASMINE, CEDARWOOD B: SANTAL, STYRAX BENZÖIN 49	NEROLI, PEACH M: OSMANTHUS, JASMIN, VIOLET B: AMBER, WHITE MUSK 39	SAKURA, VANILLA 39
002	Solitude	Summer · Lush	
T: ABELMOSCH, FICUS CARICA M: CURRANT, COIX, INIS TECTORIUM B: TONKA BEAN, HÉLIOTROPE, CEDAR-WOOD 49	T: EUPHORIA EUPHORIA T: ABELMOSCH, FICUS CARICA M: CURRANT, COIX, INIS TECTORIUM B: TONKA BEAN, HÉLIOTROPE, CEDAR-WOOD 49	T: CÉDRAINE, JASMINE M: GARLAND-FLOWER, CLOVE B: COCONUT, COCONUT 39	
003		Autumn · Breeze	
T: COTTON, BERGAMOT, PEAR M: MAGNOILIA, NYMPHÉADE TETRAGONIA, VIOLET B: AMBER, AMBÉGÉS 79		T: NEROLI, PEACH M: OSMANTHUS, JASMIN, VIOLET B: AMBER, WHITE MUSK 39	
004		Winter · Cozy	
Eau de Parfum	Mood Aroma	Four Seasons Aroma	Body & Hand Lotion

Print Menu - Draft 2

The 2nd iteration

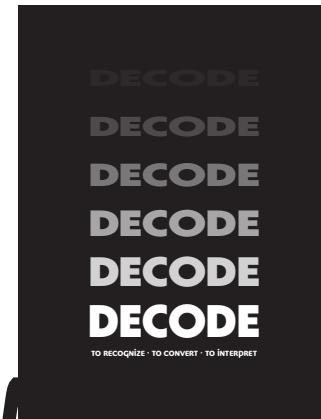
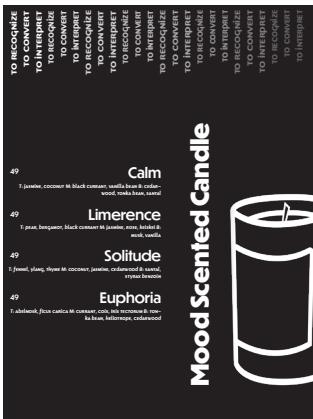
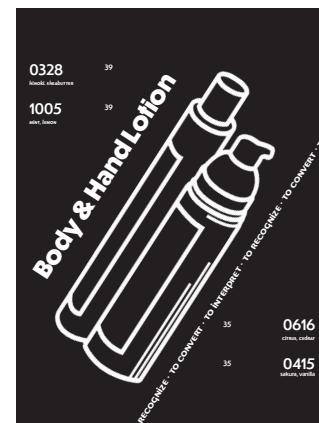
DECODE

TO RECOGNIZE · TO CONVERT · TO INTERPRET
TO RECOGNIZE · TO CONVERT · TO INTERPRET
TO RECOGNIZE · TO CONVERT · TO INTERPRET
TO RECOGNIZE · TO CONVERT · TO INTERPRET



Print Menu - Draft 2

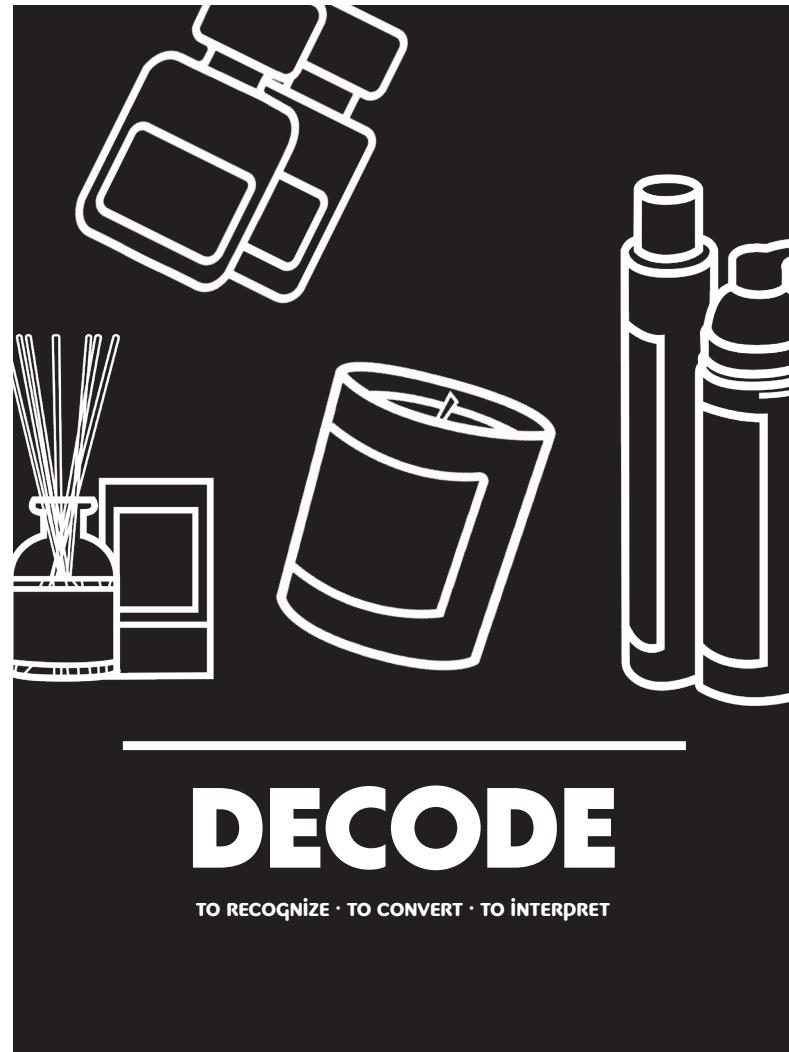
The 3rd iteration



Print Menu

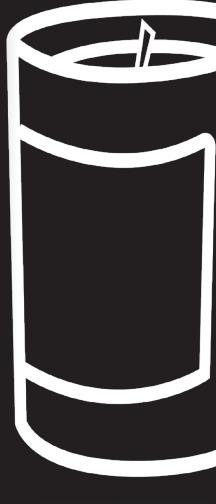
- Final

Since the final menu is a booklet, the front cover of it will be displayed on the right side to give you a sense of what the menu will be like if it is printed and binded.



**open
your
sensory
language**

Mood Scented Candle



49

Calm

T: JASMINE, COCONUT M: BLACK Currant, VANILLA BEAN B: CEDAR-
WOOD, TONKA BEAN, SANTAL

49

Limerence

T: PEAR, BERGAMOT, BLACK Currant M: JASMINE, ROSE, KEISKEI B.
MUCK VANILLA

49

Solitude

FENNEL, YLANG, THYME M: COCONUT, JASMINE, CEDARWOOD B: SANTAL STYRAX BENZOIN

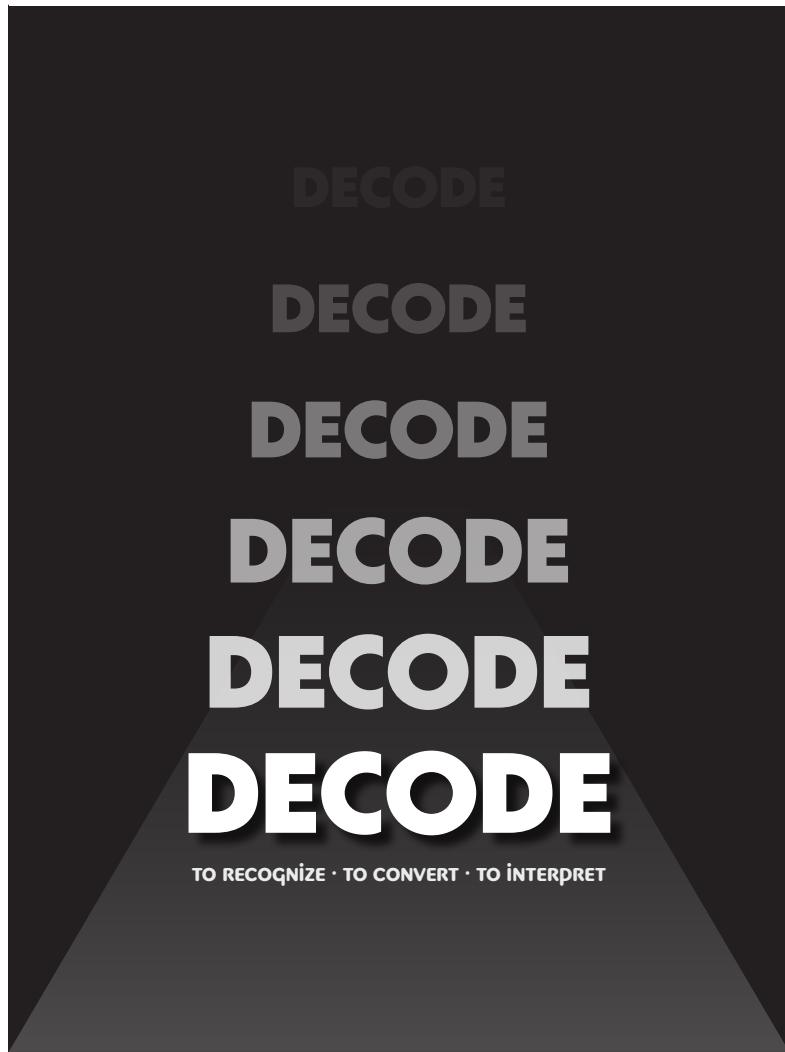
49

Euphoria

ABELMOSK, FICUS CARICA M: CURRANT, COIX, IRIS TECTORUM B: TONKA BEAN, HELIOTROPE, CEDARWOOD







From print to screen...

03

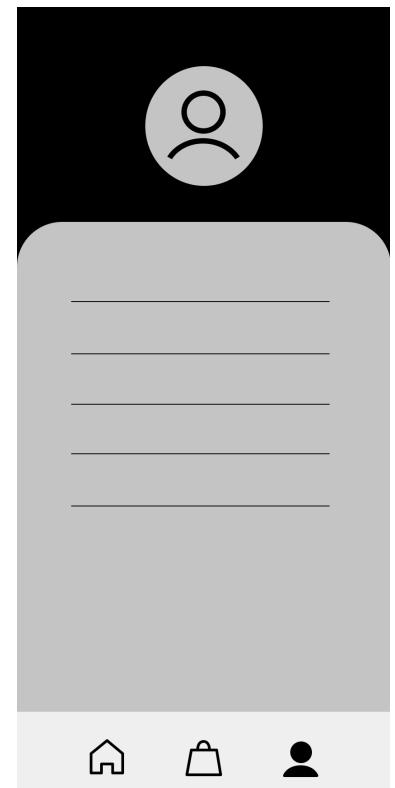
Screen Menu Project

For this project, I'm creating a screen menu for the same fragrance brand - "decode".

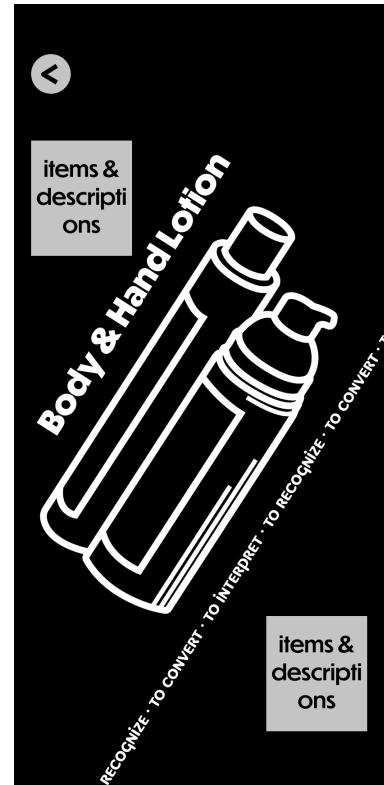
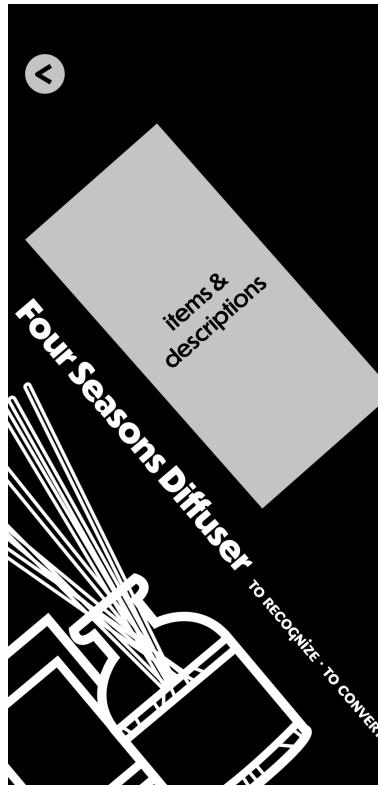
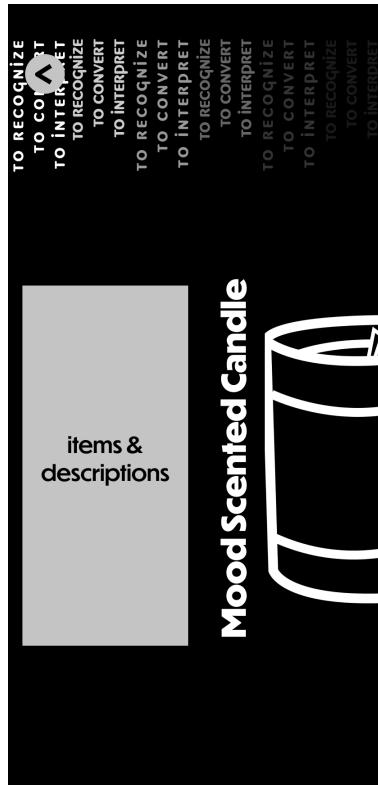
The device I'm using for simulation is iphone 11 pro max

Screen Menu - Draft 1

The 1st iteration

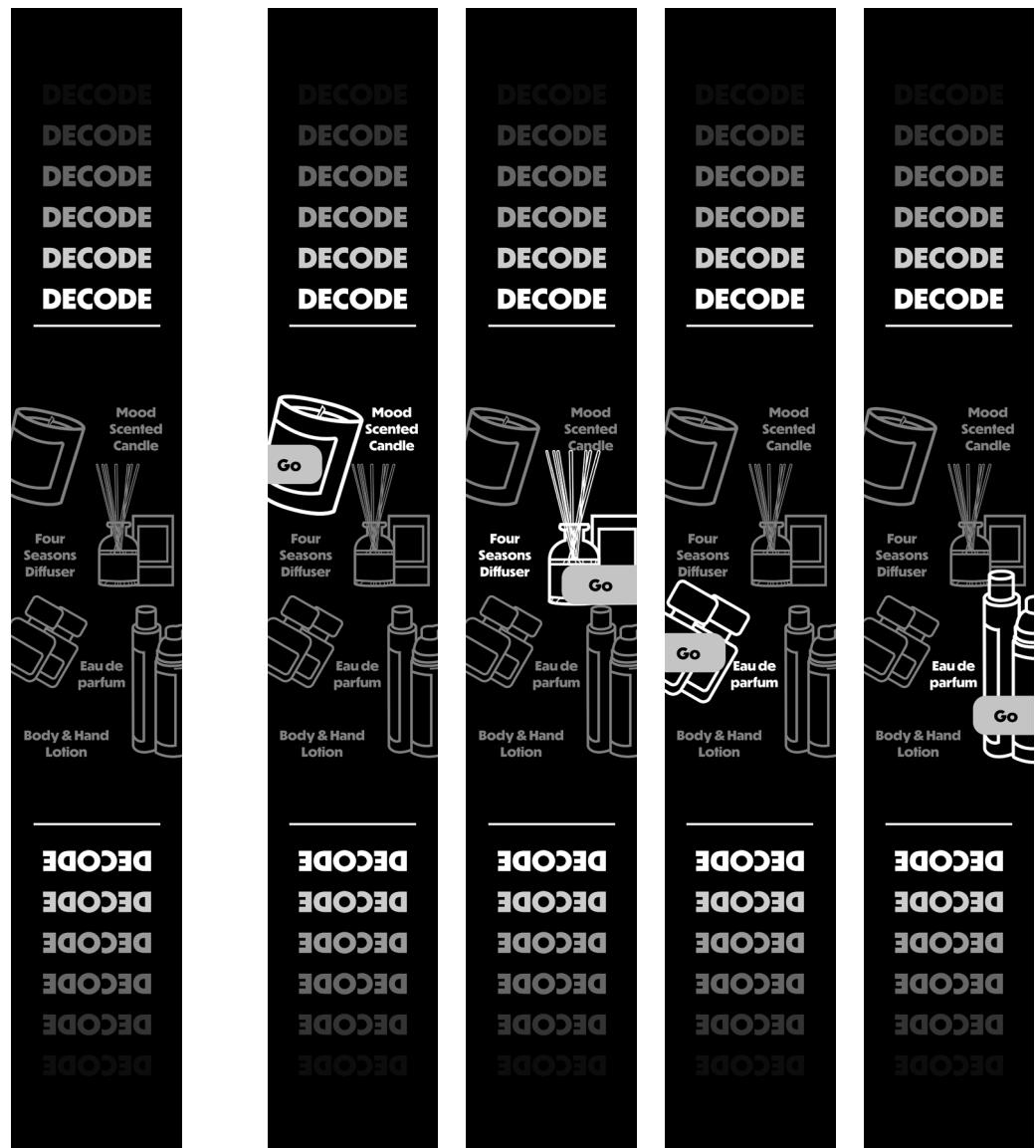


Screen Menu - Draft 1

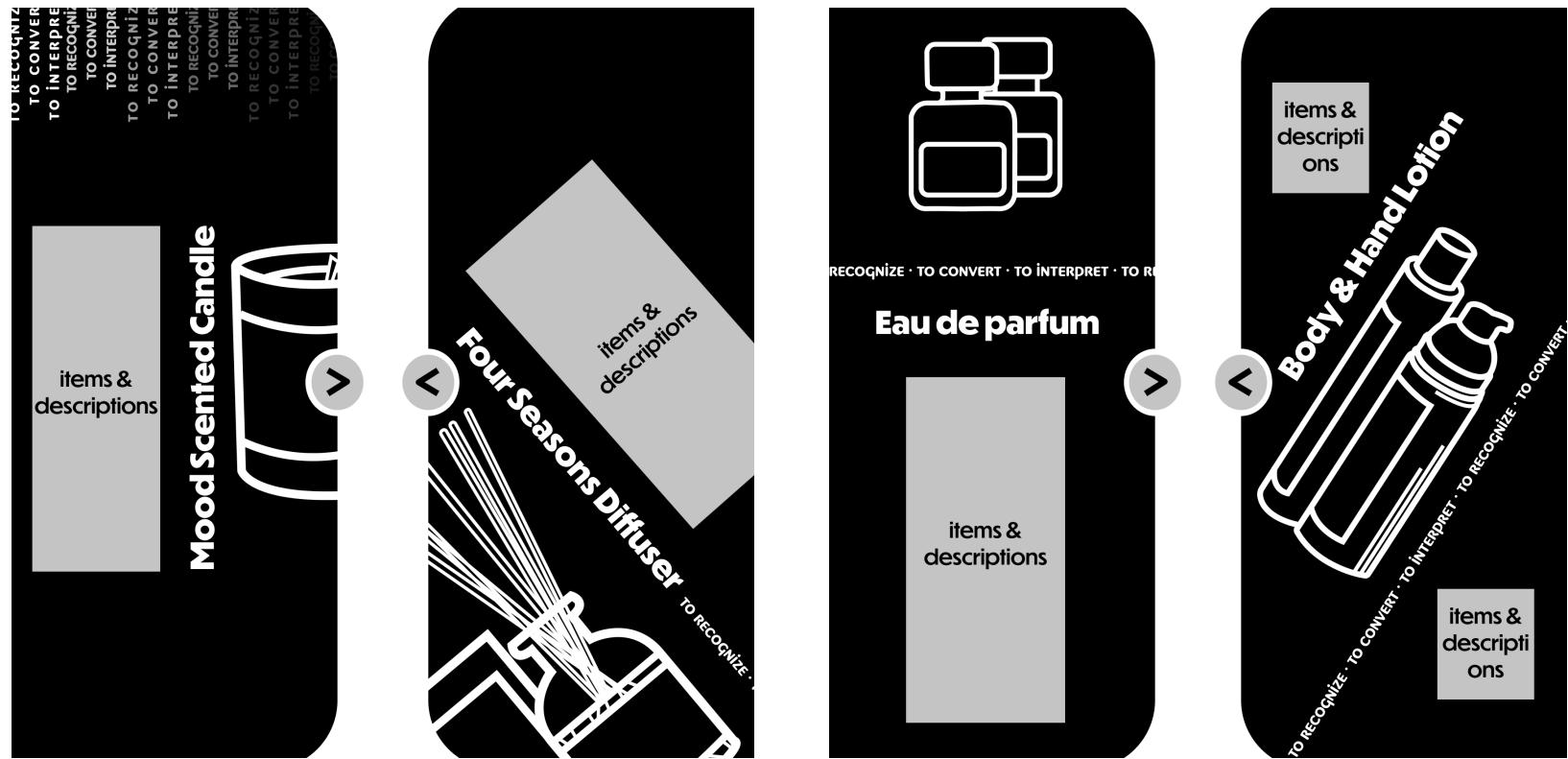


Screen Menu - Draft 1

The
2nd
iteration

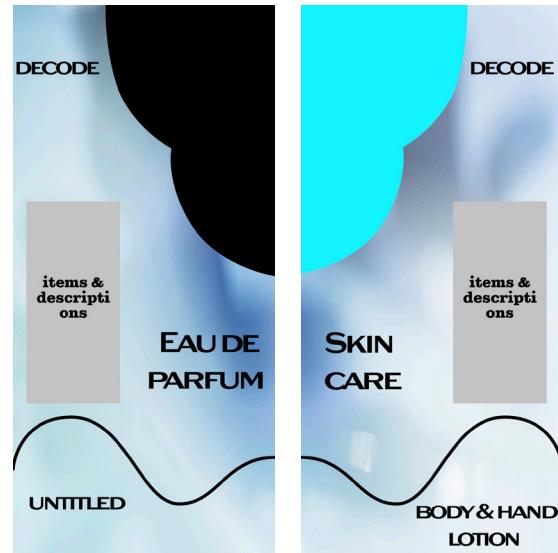
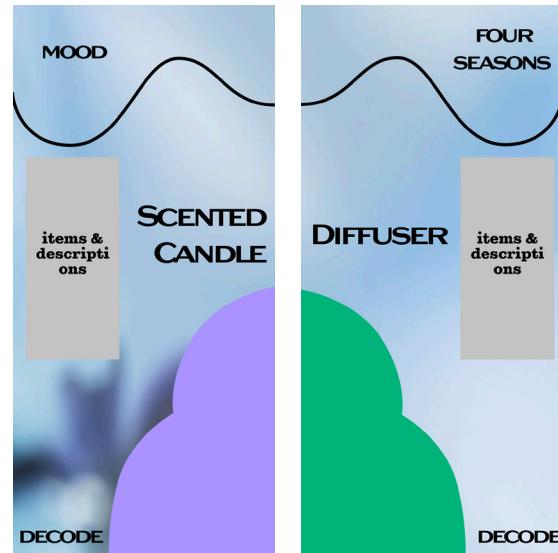
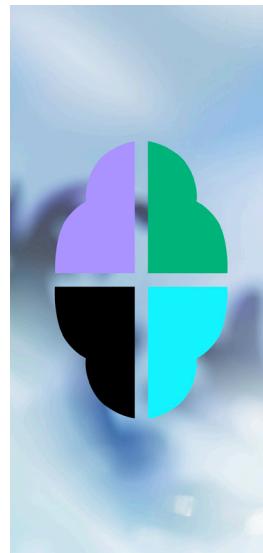
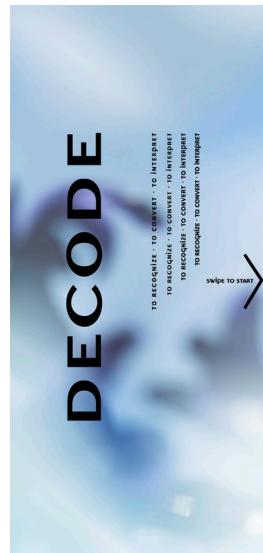


Screen Menu - Draft 1



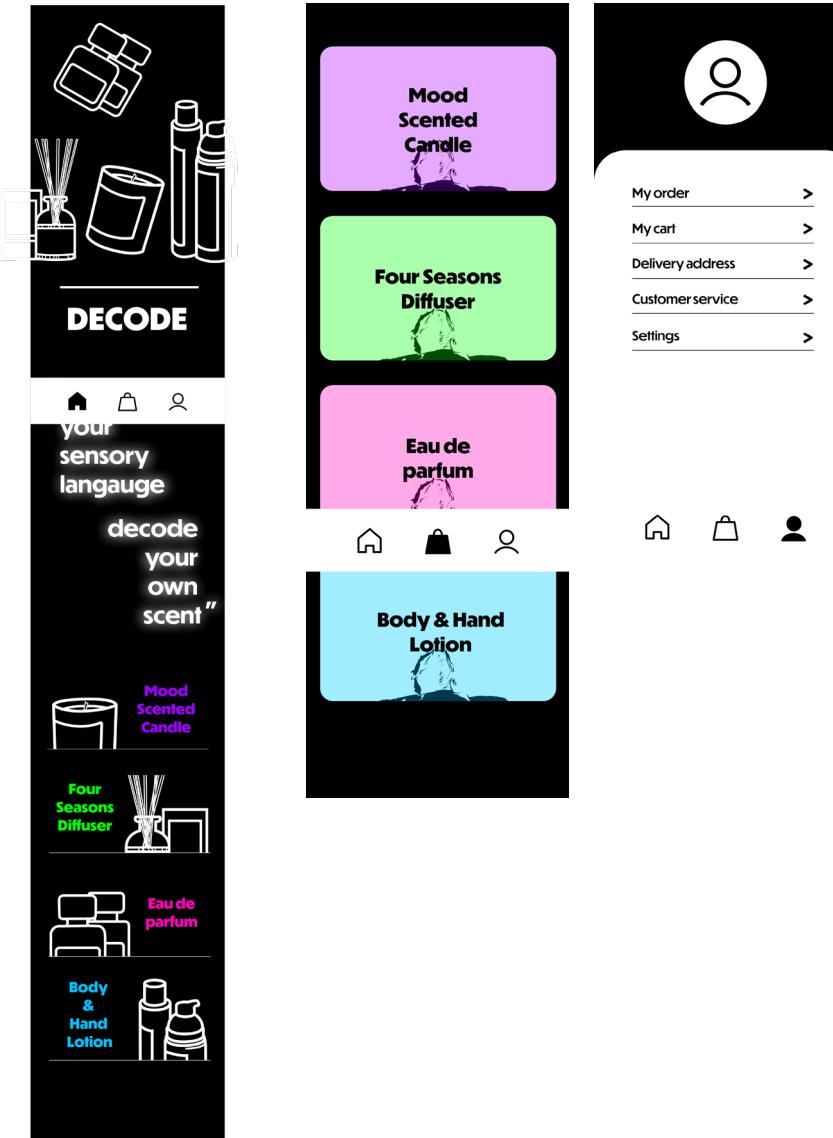
Screen Menu - Draft 1

The
3rd
iteration

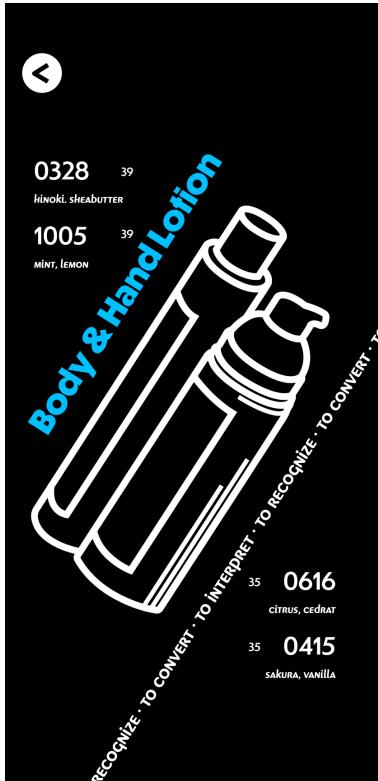
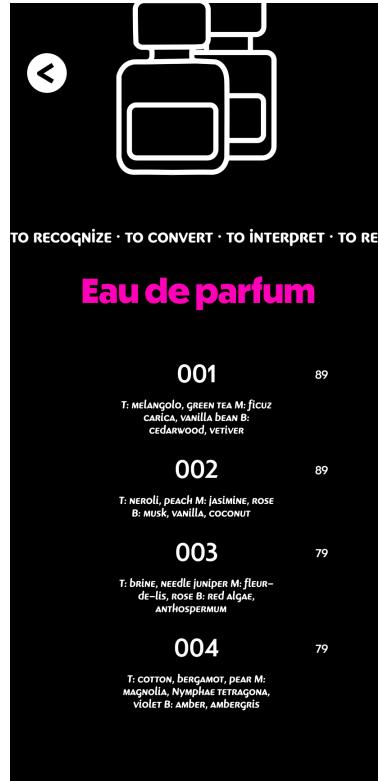
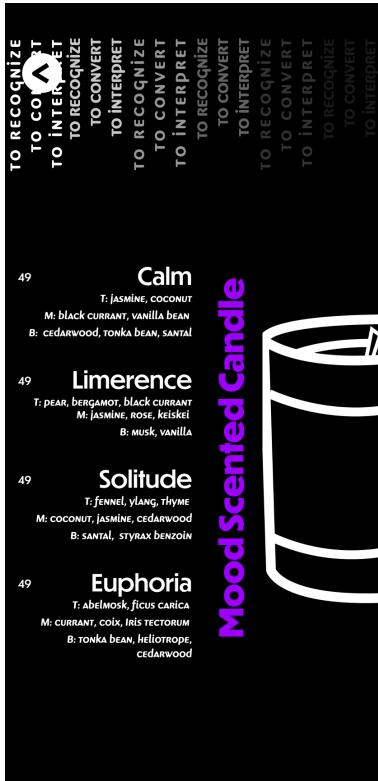


Screen Menu - Draft 2

The
1st
iteration

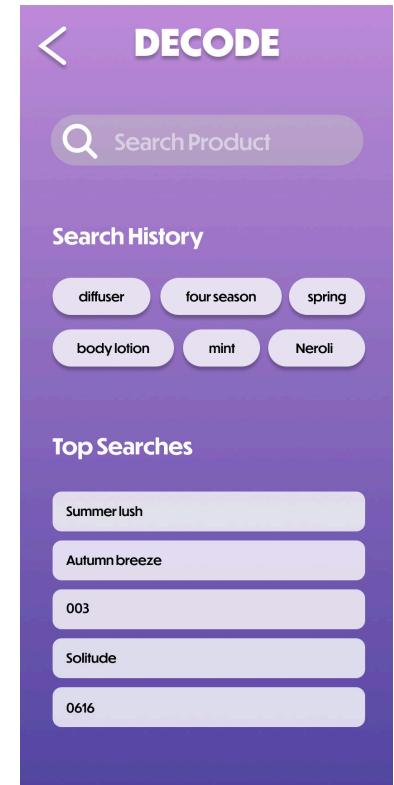
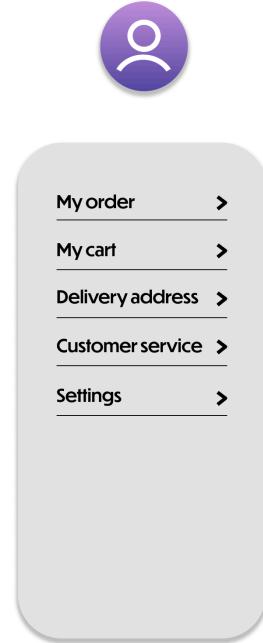


Screen Menu - Draft 2



Screen Menu - Draft 2

The 2nd iteration



Screen Menu - Draft 2

		TO RECOGNIZE TO CONVERT TO INTERPRET TO RECOGNIZE TO CONVERT	TO INTERPRET TO RECOGNIZE TO CONVERT TO INTERPRET TO RECOGNIZE TO CONVERT	TO INTERPRET TO RECOGNIZE TO CONVERT TO INTERPRET TO RECOGNIZE TO CONVERT
49			Calm	
		T: JASMINE, COCONUT M: BLACK CURRANT, VANILLA BEAN		
	B:	CEDARWOOD, TONKA BEAN, SANTAL		
49		Limerence		
	T:	PEAR, BERGAMOT, BLACK CURRANT		
	M:	JASMINE, ROSE, KĒSKĒI		
	B:	MUSK, VANILLA		
49		Solitude		
	T:	FENNEL, YLANG, THYME		
	M:	COCONUT, JASMINE, CEDARWOOD		
	B:	SANTAL, STYRAX BENZOIN		
49		Euphoria		
	T:	ABÉLIMOSK, FICUS CARICA		
	M:	CURRENT, COÍK, IRIS TECTORUM		
	B:	TONKA BEAN, HÉLIOTROPE, CEDARWOOD		
		Mood Scented Candle		

Four Seasons Diffuser

Spring · Tipsy
T. alabumb M. rose B. pogostemon cablin

Summer · Lush
T. gardenia J. mimosa M. ghilland-flower.
dove B. cocoa COCONUT

Autumn · Breeze
T. Neroli, peach M. Osmanthus JASMINE,
viole B. Amber, white Rose

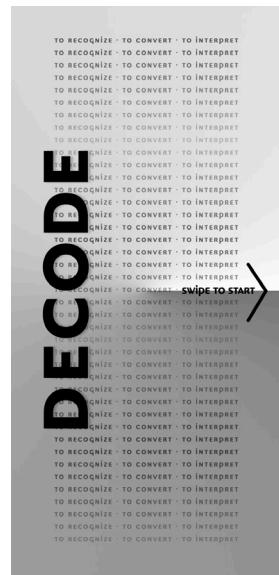
Winter · Cozy
T. Lemon, pink peppercorn, neroli M. sage,
rum, vetiver B. cinnamon, vanilla DEAN

TO RECOGNIZE · TO CONVERT

	
TO RECOGNIZE · TO CONVERT · TO INTERPRET · TO RE	
Eau de parfum	
001	89
T: MELANGÖL, GREEN TEA M: FÍCZ CARÍCA, VANÍLLA DEAN B: CEDARWOOD, VETÍVER	
002	89
T: NERÓL, PEACH M: JASÍMINE, ROSE B: MUSK, VANILLA, COCONUT	
003	79
T: BRÍNE, NEEDLE JUNÍPER M: FLEUR- DE-LIS, ROSE B: RED ALGAE, ANTHOSPERMUM	
004	79
T: COTTON, JERGAMOT, PEAR M: MACNÓLIA, NYMPHÉA TETRAGONA, VIOLET B: AMBER, AMBERGRIS	

Screen Menu - Draft 2

The
3rd
iteration



- My order >
- My cart >
- Delivery address >
- Customer service >
- Settings >

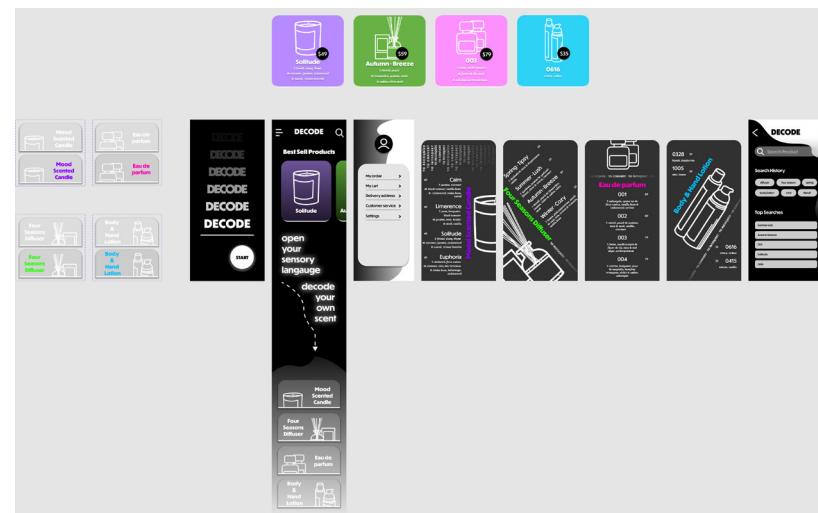


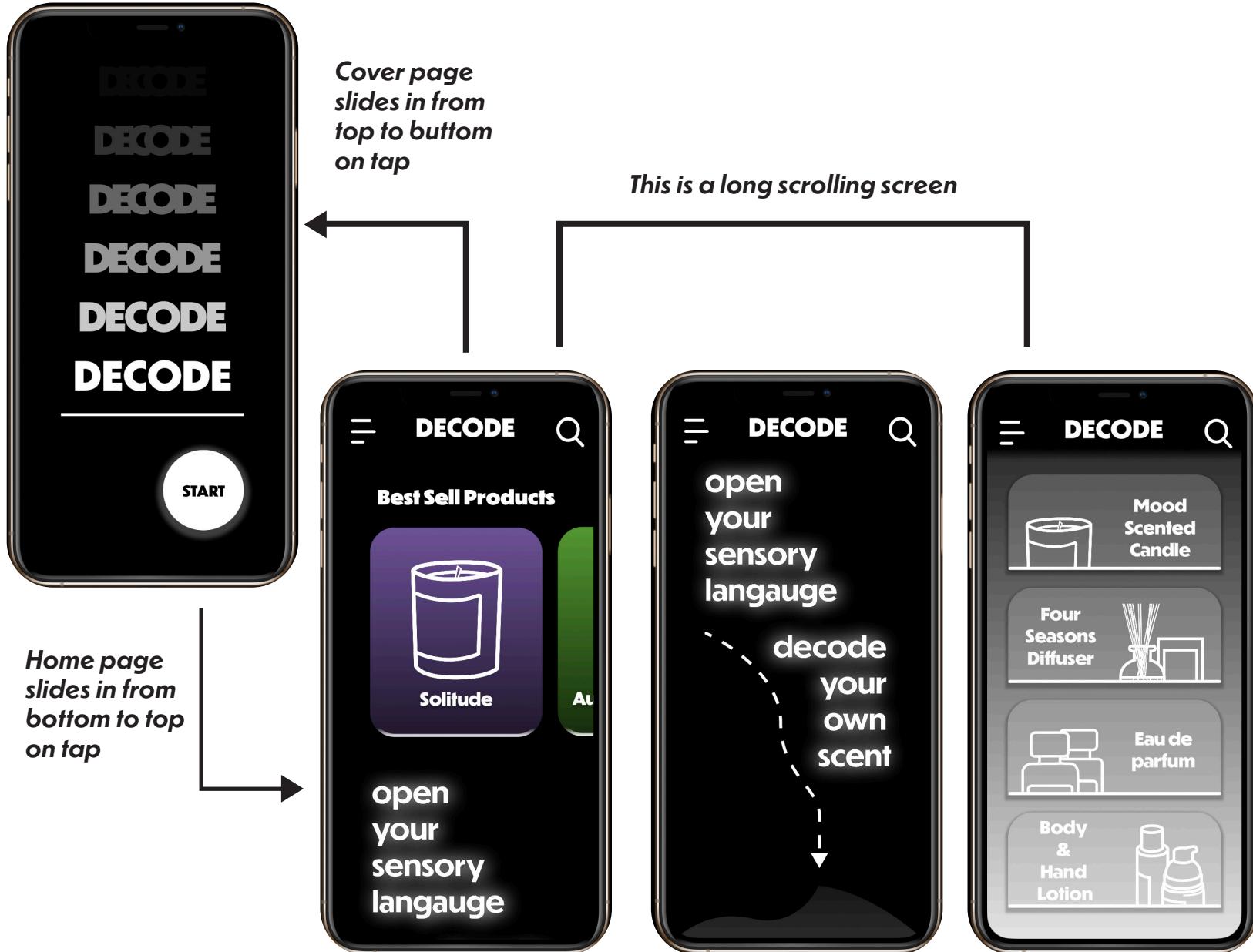
Screen Menu - Draft 2

Screen Menu

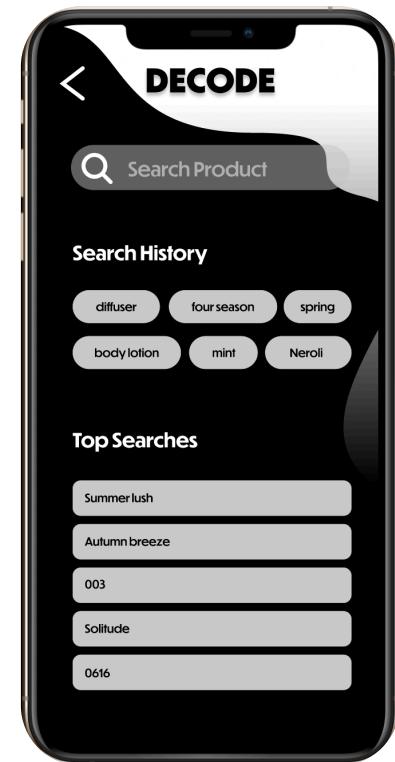
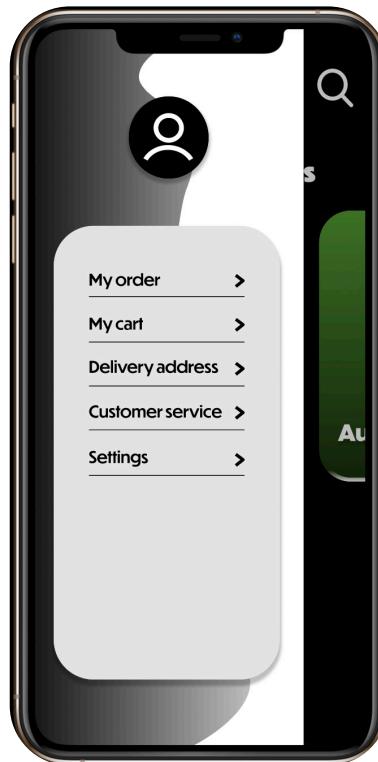
-
Final

The figma design page with all of the frames and components are displayed, followed by the simulated screen menu on an iphone 11 pro max





Personal info page open overlays from left to right on tap



Search page moves in from right to left on tap



Horizontal scrolling on home page



*Mood Scented
Candle page
open overlays
from bottom to
top on tap*



*Four Seasons Diffuser
page open overlays
from bottom to top on
tap*





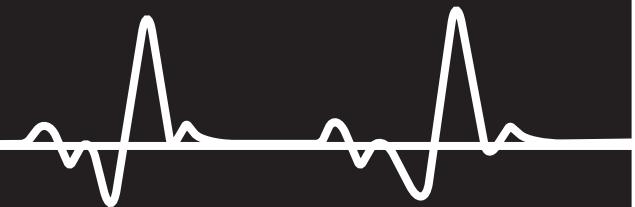
*Eau de parfum
page open over-
lays from bottom
to top on tap*

*Body & Hand Lo-
tion page open
overlays from bot-
tom to top on tap*



04

Exercises



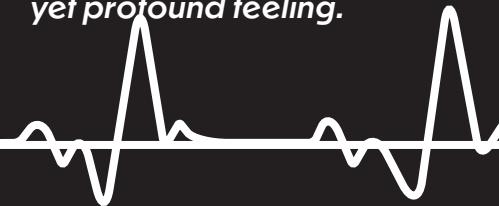
The following exercises are as important as the three big projects in making the entire VFS experience meaningful and rewarding to me

Exercise

color

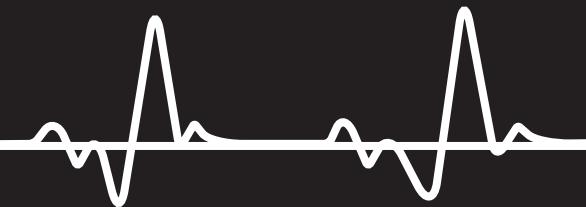
The image I've chosen is the cover of Finneas's "The 90s". It consists of black, low-saturated pink, and different shades of grey (as the extreme end of low-saturated blue and purple). On one hand, most of the colors are rather close to each other and are concentrated within a certain angle of the palette, creating an analogous harmony. On the other hand, warm & cool contrasts can be found between the low-saturated pink and low-saturated greyish-blue.

Overall, This picture gives me a sense of visual harmony and balance, and the usage of desaturated colors conveys a calm yet profound feeling.



Exercise

-
Flag



Exercise - Typeface

1. Not necessarily my favorite typeface, but this is the one that appealed to me when I browsed through the Fonts in Use website. It's called Sombra - a sans serif typeface released by Paul Esiage in August 2020. The combination of geometric structures with sharp strokes and exageratively thin incisions makes the typeface highly decorative, and I like the grotesque harmony created by the contrasts between different elements within the typeface.



Uborka

2. The typeface I chose is Uborka, a monospace serif typeface designed by Adam Katyi. The regular Uborka mono costs € 75. A fun fact about it is that the name "Uborka" means cucumber in Hungarian.

Exercise

-

Expressive Type

Melodious



Iceland

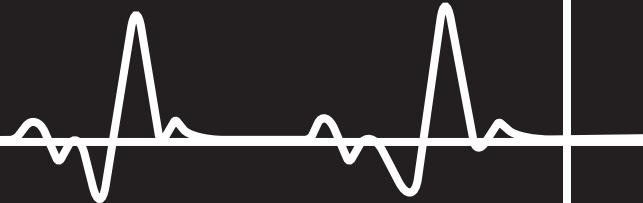


her bedroom was a castle, she was fairest in the land. And she got older, and it all changed. There was no time for make believe. And all the magic slipped away. Until the light and in her eyes, it was all but gone. 'Cause all the dreams that she had, turned out to be wrong. And now she's grown up, works at a bar. She traded makeshift gowns. For serving rounds from sunrise 'till it's dark. And all her friends got someone to hold. But she's got no one there, still not prepared to make it on her own. Cause all the dreams that she had, turned out to be wrong.

ONE DAY YOU

LIVE IN

Exercise - Text Texture



Nothing to be heard
There's no your
"Hey, how was your day?"
In the end of day
Will you be in bed?
Thinking about me?
The love last forever
It's the word from you
Nothing lasts forever
I believe it's true

When she was younger, she would pretend. That her bedroom was a castle, she was fairest in the land. And she got older, and it all changed. There was no time for make believe. And all the magic slipped away. Until the light and in her eyes, it was all but gone. 'Cause all the dreams that she had, turned out to be wrong. And now she's grown up, works at a bar. She traded makeshift gowns. For serving rounds from sunrise 'till it's dark. And all her friends got someone to hold. But she's got no one there, still not prepared to make it on her own. Cause all the dreams that she had, turned out to be wrong.

ONE DAY YOU'LL FIND YOUR WAY BACK TO THE START. ONE DAY YOU'LL

LIVE IN YOUR DREAMS. ONE DAY YOU'LL WAKE UP AND GIRL, YOU'LL BE A QUEEN. SO KEEP YOUR HEAD UP, PRINCESS. YOUR CROWN FALLS. KNOW THESE VOICES IN YOUR HEAD WILL BE YOUR DOWNFALL. I KNOW IT GETS HARD, BUT DON'T GIVE UP. ONE DAY YOU'LL YEAH, KEEP YOUR HEAD UP, PRINCESS. IT'S A LONG ROAD, AND THE PATH LEADS RIGHT TO WHERE YOU WANT TO GO. ONE DAY YOU'LL NOW BUT I KNOW YOU'LL MAKE IT HOME. SO KEEP YOUR HEAD UP.

YEAH, KEEP YOUR HEAD UP

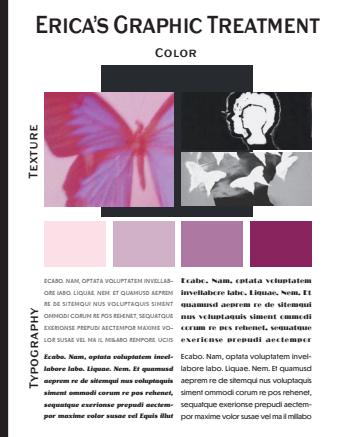
**The love last forever
It's the word from you
Nothing lasts forever
I believe it's true
Something has to go on
In our history
It's an ironic story**

In the empty space
Sun has hid its face
Nothing to be heard
There's no your
"Hey, how was your day?"
In the end of day
Will you be in bed?
Thinking about me?
The love last forever
It's the word from you
Nothing lasts forever
I believe it's true
Something has to go on
In our history
It's an ironic story
Whenever you say I'm sorry
I'm ready to go in hurry
Whenever we stay in silence
Time is passing by
Don't be complicated
Love is incomplete
All I need is you beside me
All I need is you beside me
It's the word from you
Nothing lasts forever
I believe it's true
Something has to go on
It's an ironic story
Forget the forever
Leaving for later
But later comes never
Shortened letter
Your touch
Tears
Hush, push, gosh, look us
Break in pieces
Whenever you say I'm sorry
I'm ready to go in hurry
Whenever we stay in silence
Time is passing by
Don't be complicated
Love is incomplete
All I need is you beside me

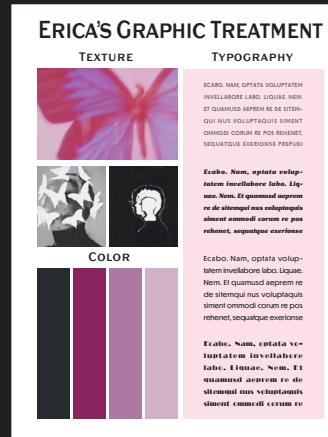
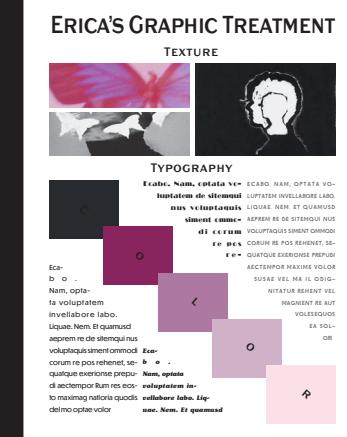
Exercise

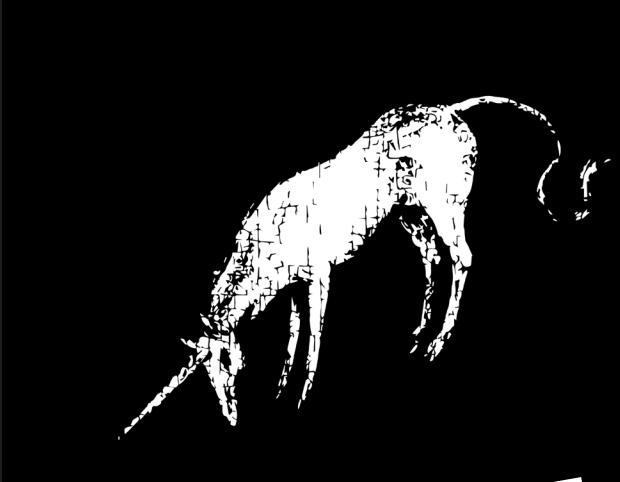
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Graphic Treatment

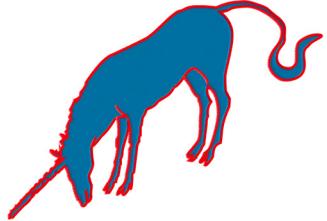
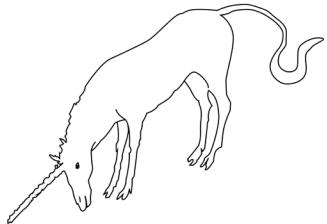


EXERCISES EXERCISES EXERCISES

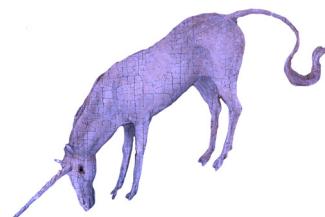
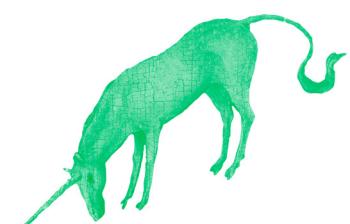
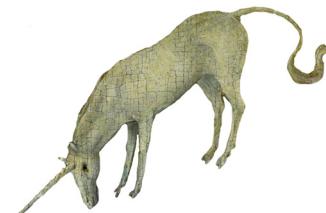
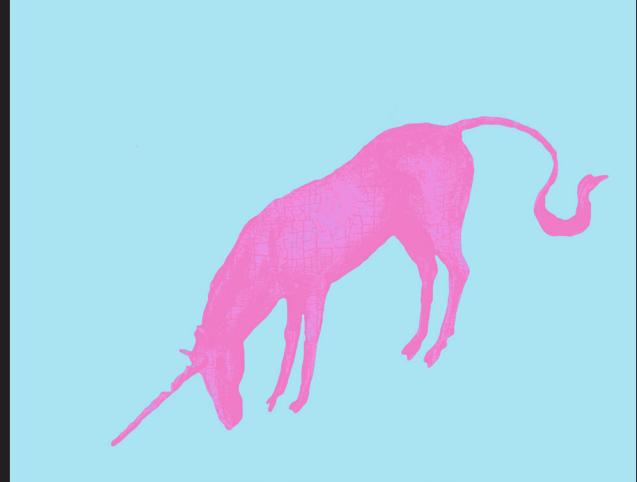




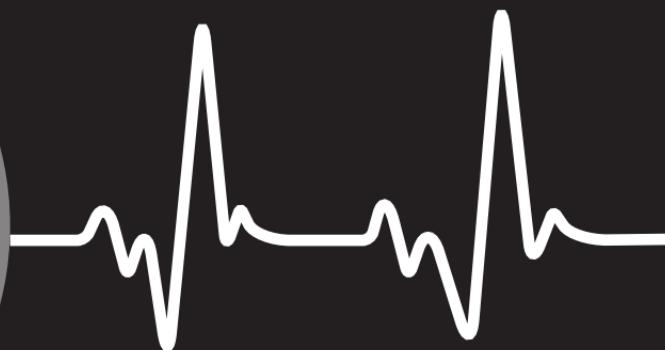
Exercise - Image Trace



EXERCISES



2022.01



2022.05

Designed by Erica Tang