Haiyu Zhou

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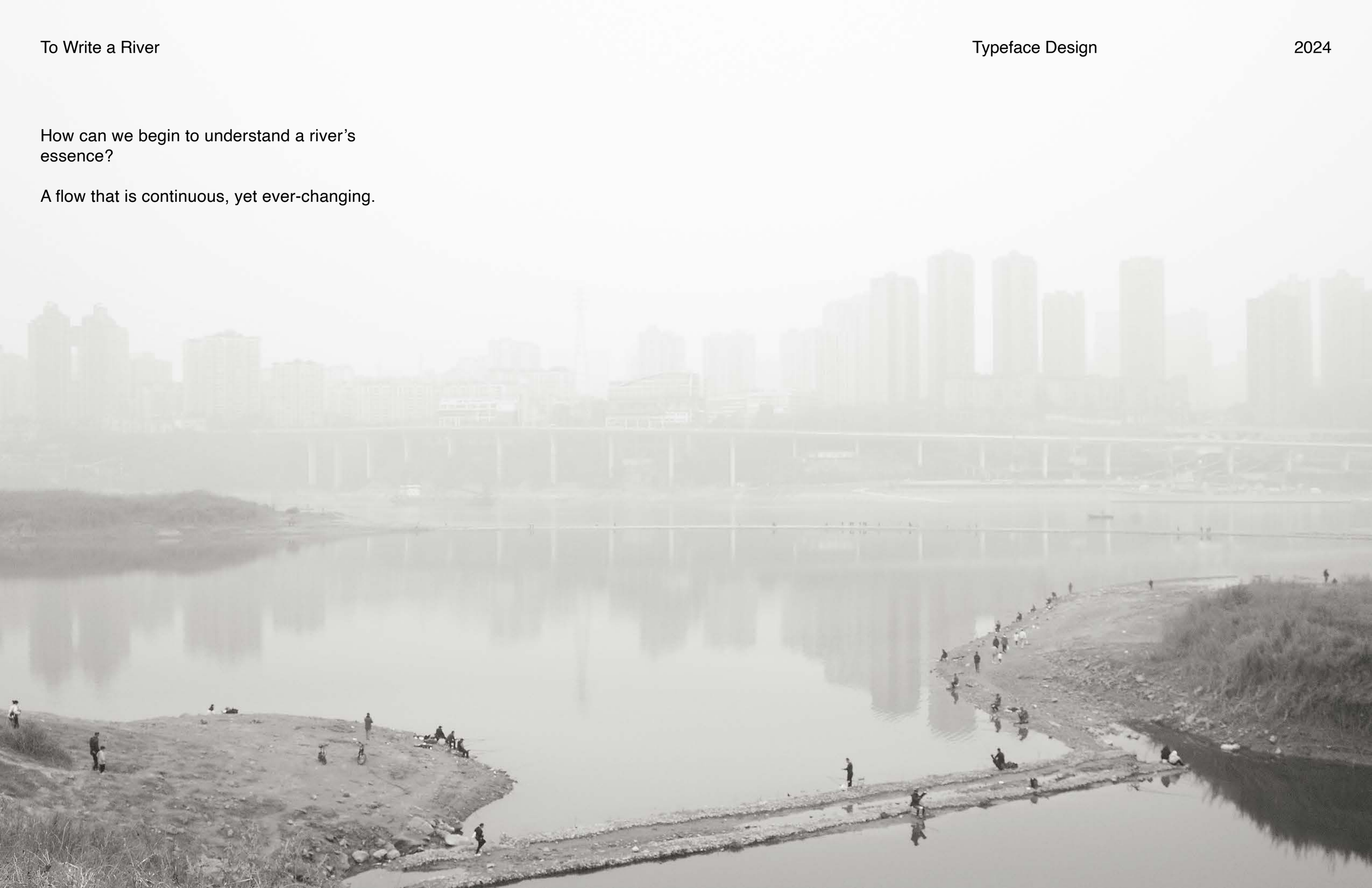
To Write a River

Yangtze River

Winter 2023

How can we begin to understand a river’s essence?

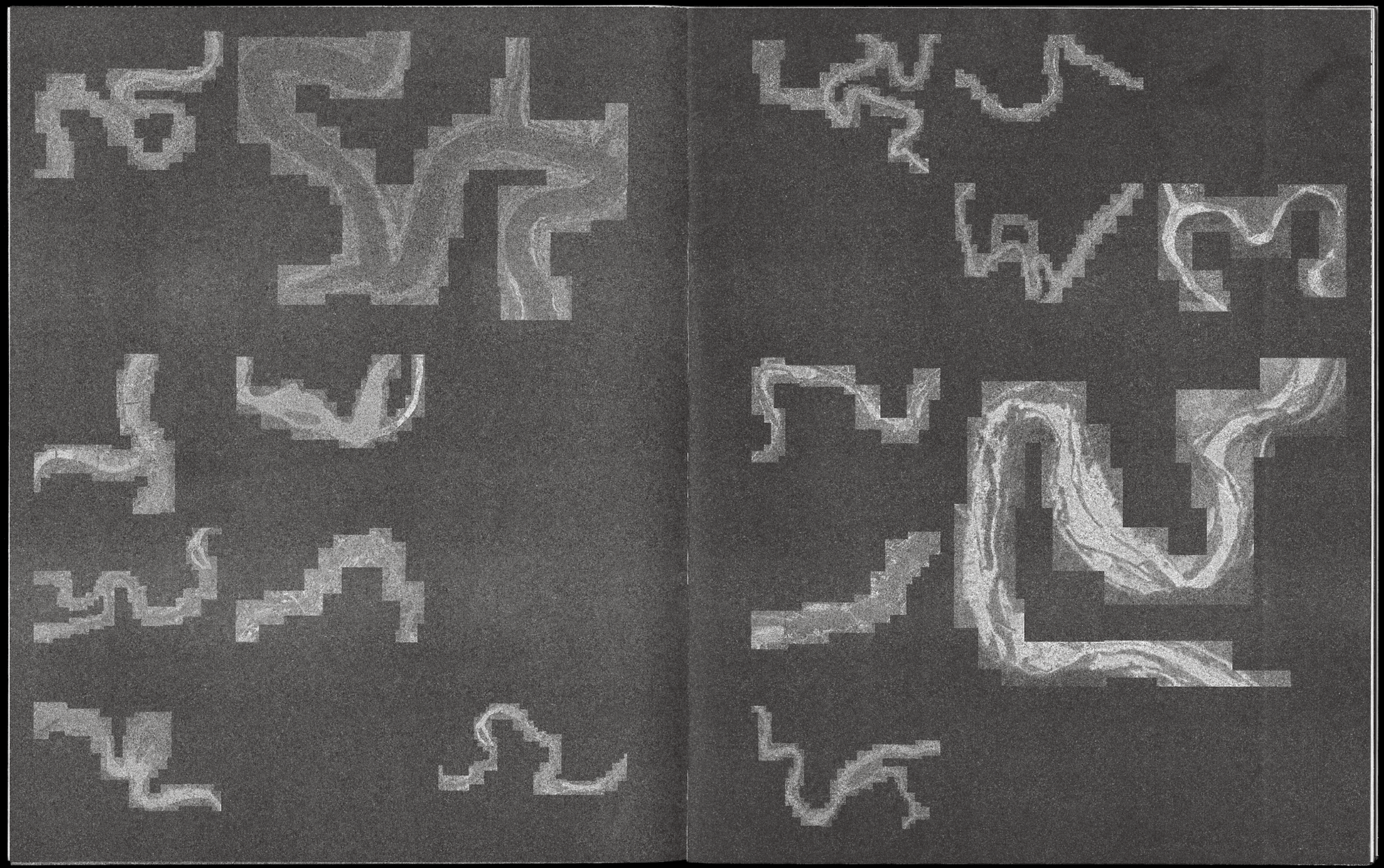
A flow that is continuous, yet ever-changing.



To Write a River

Typeface Design

2024

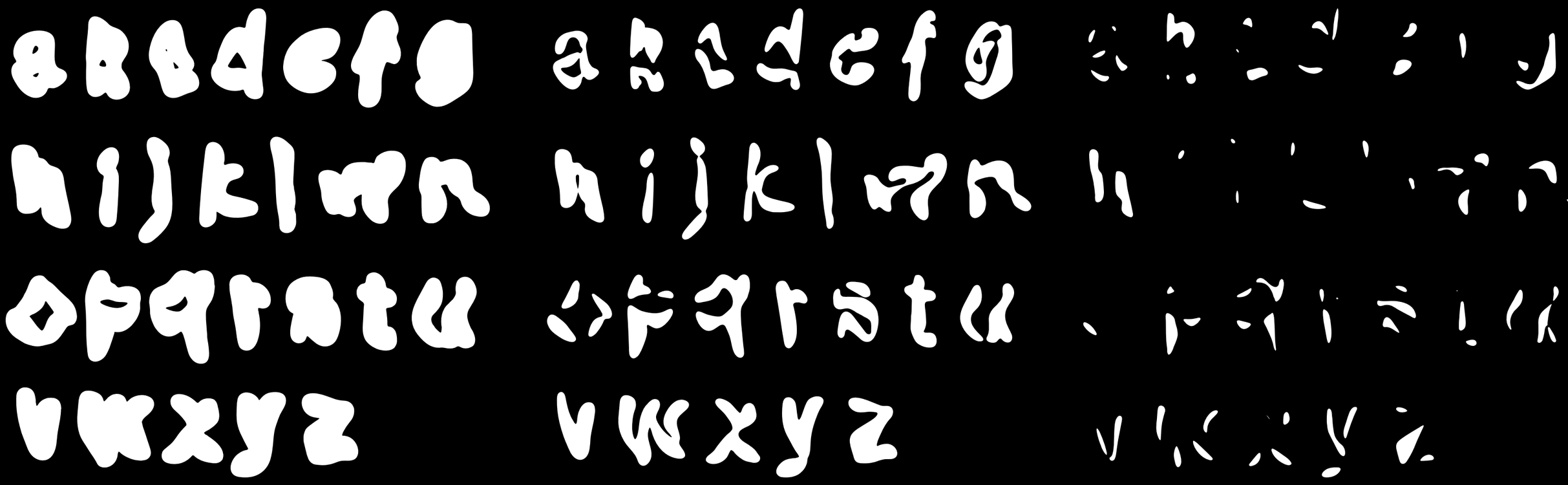


To Write a River

Typeface Design

2024

Inspired by the seasonal variation of Yangtze River, Flumen is a display typeface that embraces the fluidity of water. Variations in width indicate shifts in water level in dry season, flood season and in between.



Bold

Regular

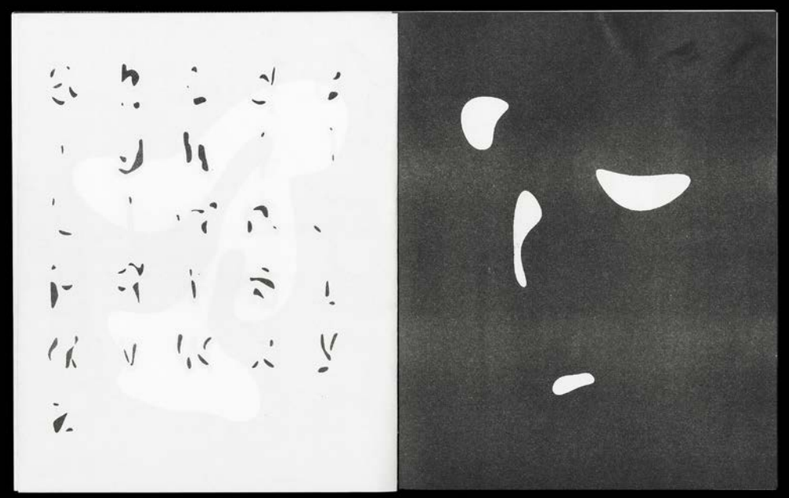
Light

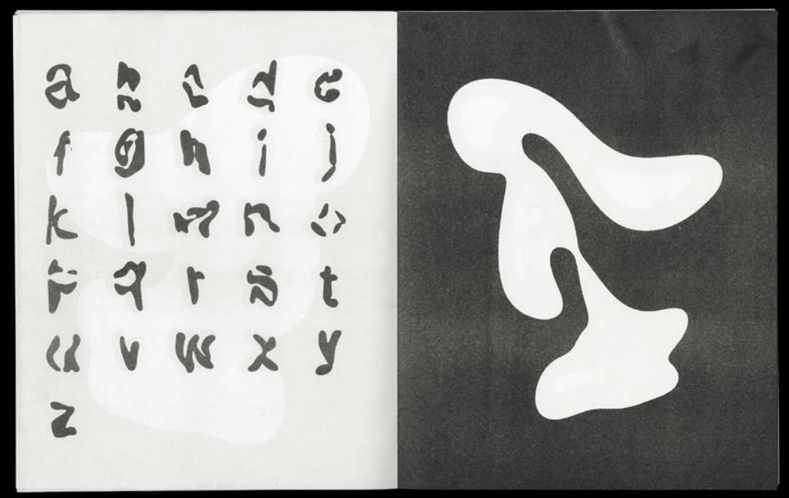
To Write a River

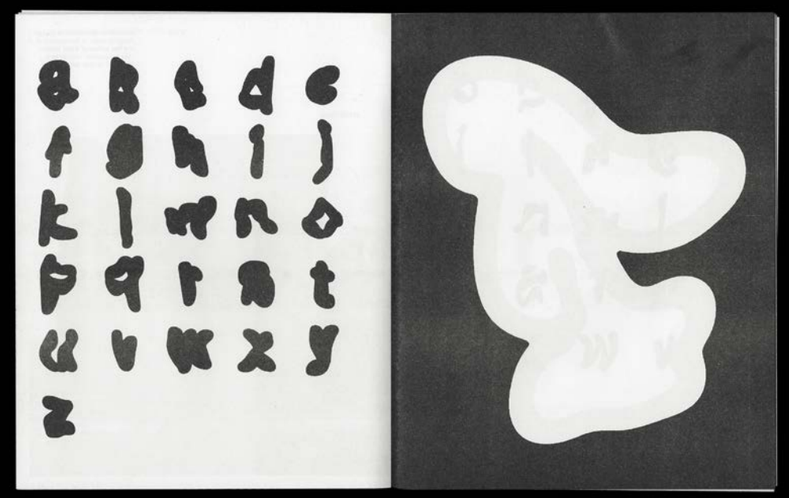
Typeface Design

2024

The specimen book is a 80 page zine printed with risograph, 10’ x 8’.



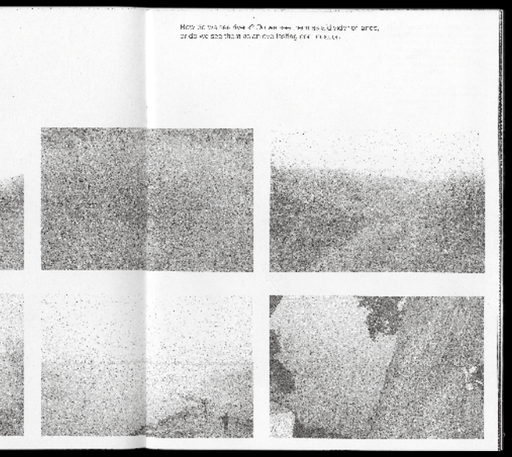


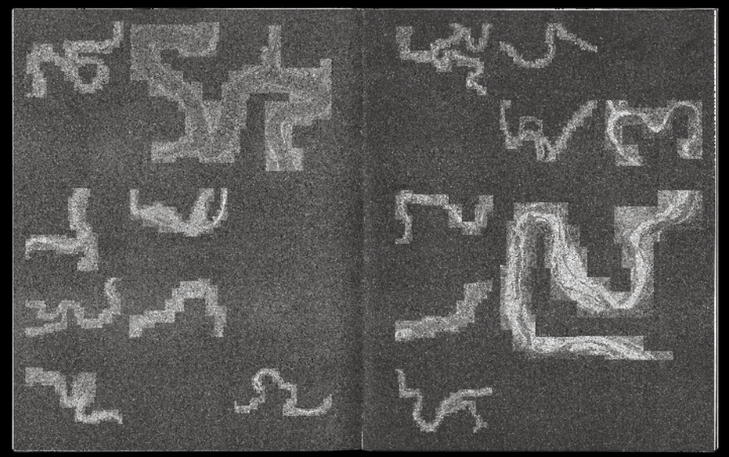


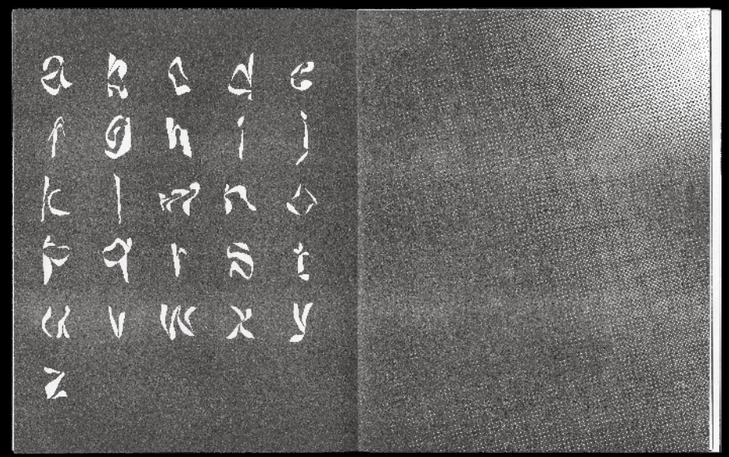
To Write a River

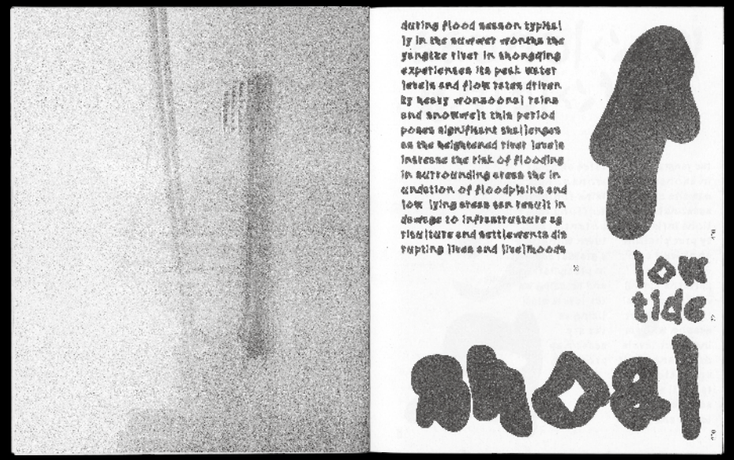
Typeface Design

2024





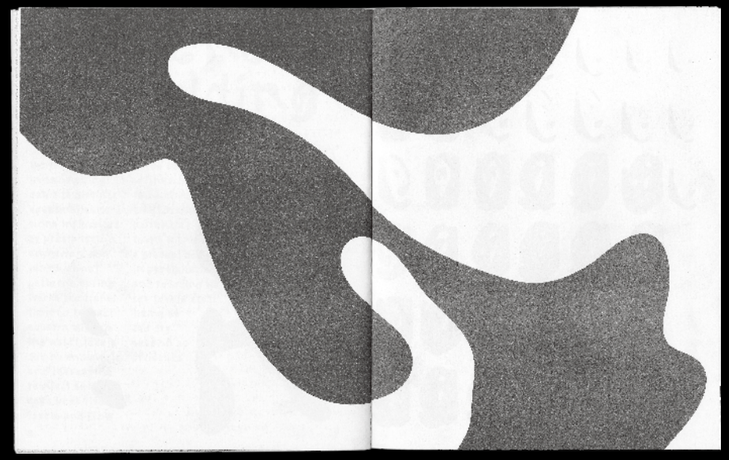


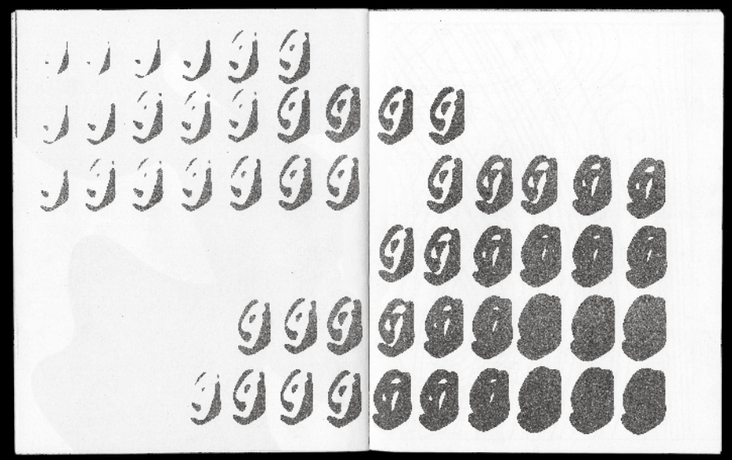


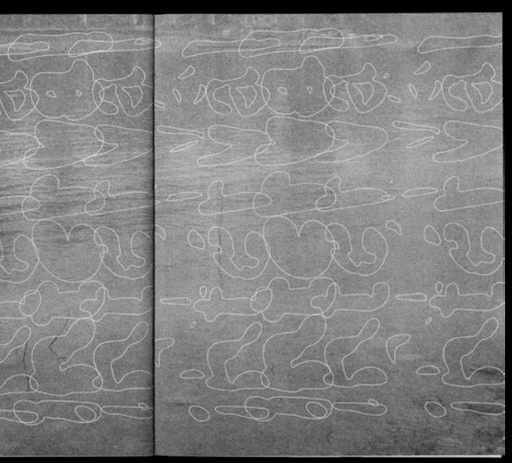
during flood season typically in the summer months the yangtze river in chongqing experiences its peak water levels and flow rates driven by heavy monsoonal rains and snowmelt this period poses significant challenges as the heightened river levels increase the risk of flooding in surrounding areas the inundation of floodplains and low lying areas can result in damage to infrastructure agricultural and settlements disrupting lives and livelihoods

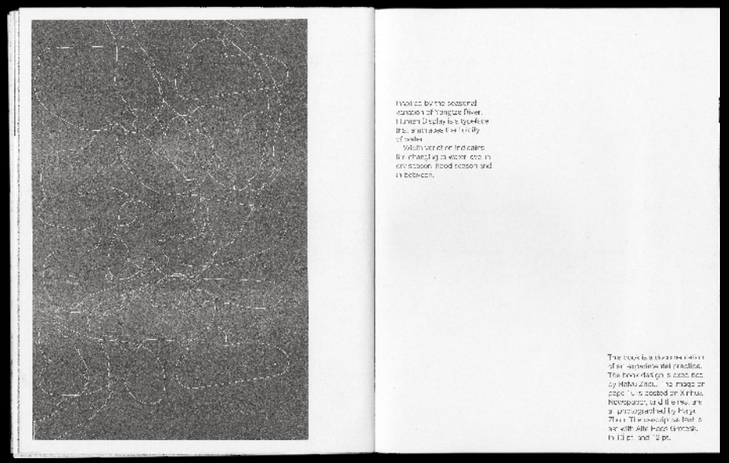
low tide

shoal





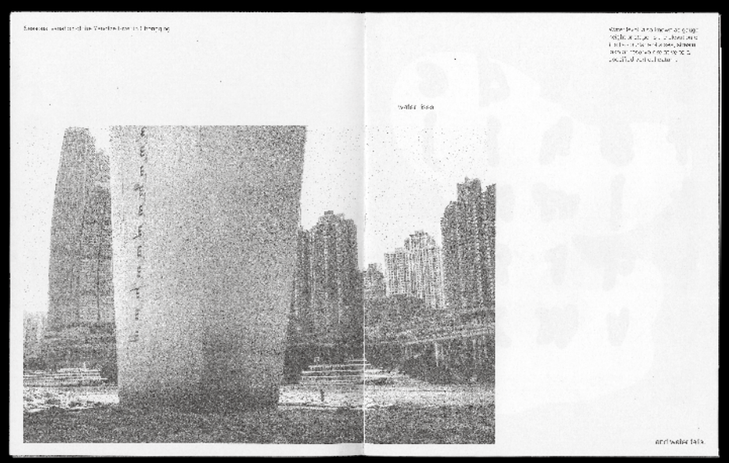


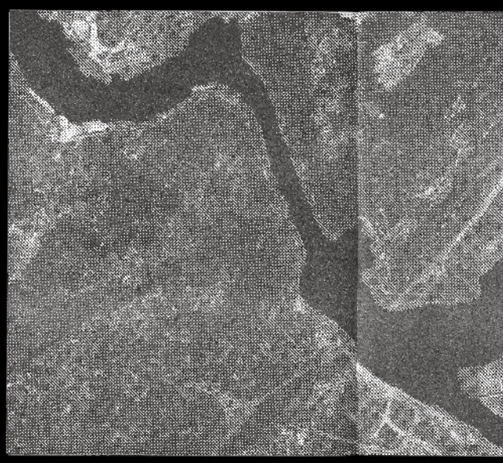


Hydrology is the seasonal variation of the Yangtze River. Human activities have significantly altered the natural flow of water.

Water volume and rainfall patterns are changing, with more extreme events in both the dry season, flood season and in between.

This book is a close examination of our relationship with water, specifically the Yangtze River and its tributaries. It is a visual exploration of the river's ecology, history, and culture, as well as the impact of human activities on the river's health. The book is divided into three sections: the first section explores the river's ecology, the second section examines the river's history, and the third section discusses the river's culture. The book is written in English and Chinese, and is illustrated with photographs, maps, and diagrams.

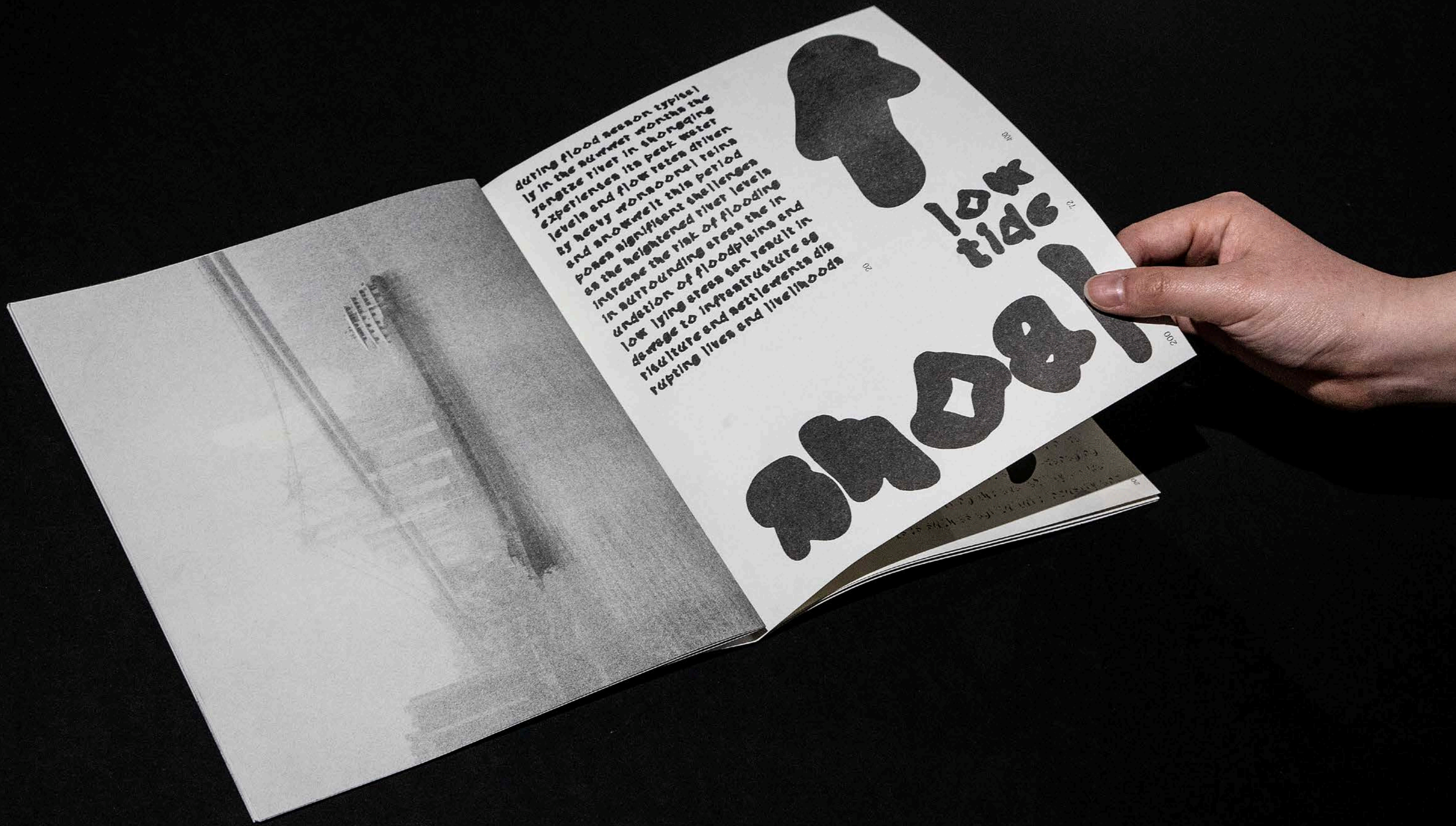


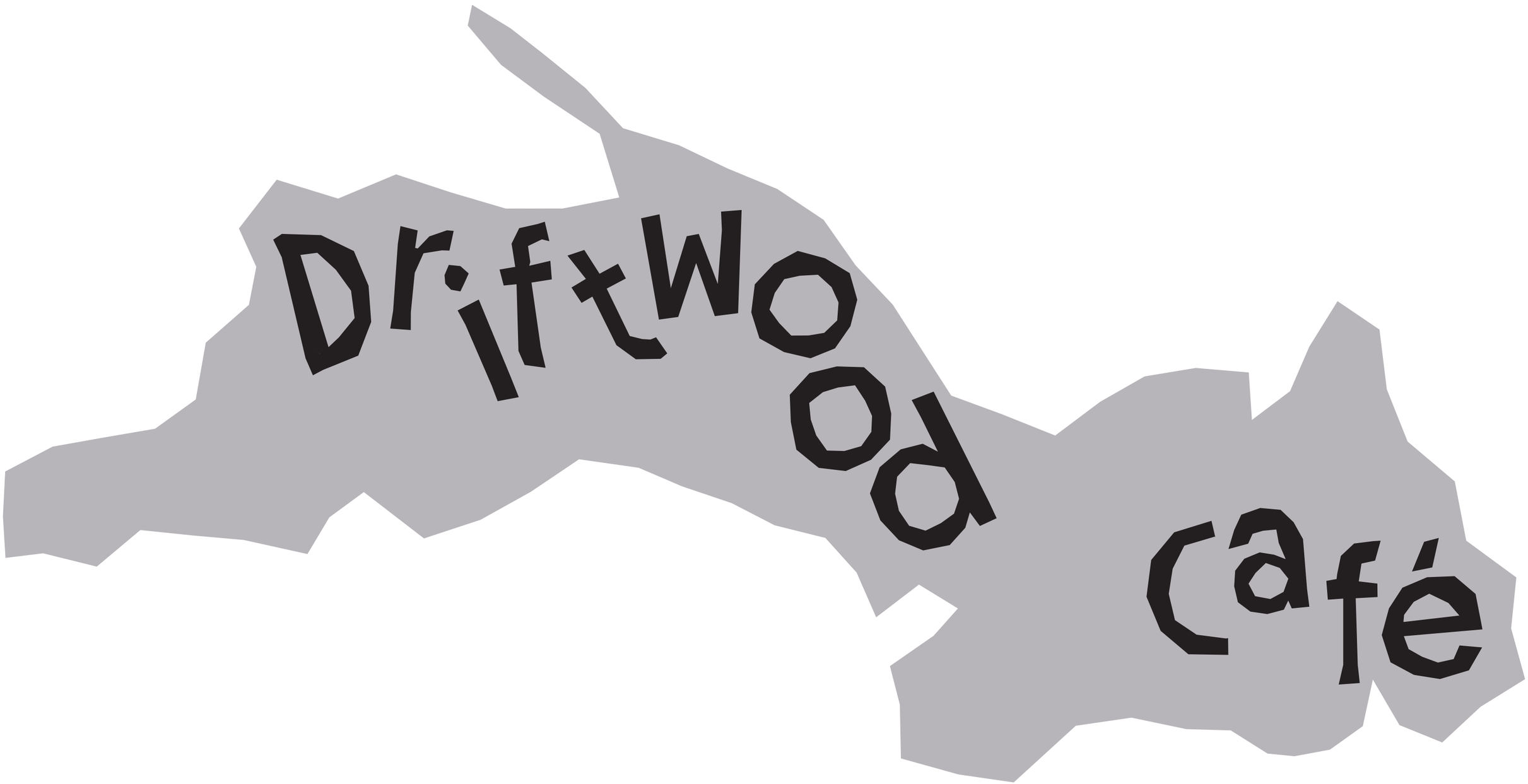


To Write a River

Typeface Design

2024




Driftwood
Café

Driftwood Café offers a peaceful escape from the fast-paced world, inviting people to slow down and breathe. We prioritize sustainability, using eco-friendly materials and organic coffee beans. With a focus on mindfulness, our space promotes relaxation and reflection. At Driftwood Café, every cup of coffee is a moment to savor and recharge.

*"Drift With Me"*

# Molitor

Molitor is a typeface designed by Matthieu Cortat in 2019. Inspired by the aethetics of Art Deco, Molitor brings joy and beautifulness.

Display Regular

ABCDEFGHI
JKLMNOPQ
RSTUVWXYZ
abcdefghi
jklmnopq
rstuvwxyz

36 pt EARL GREY

60 pt MACCHIATO

96 pt COLD BREW

120 pt AMERICANO

148 pt ESPRESSO

Driftwood Café

Driftwood Café

Driftwood

café

#71bfea

RGB:
113 / 191 / 243

CMYK:
51 / 9 / 0 / 0

#c6c0c5

RGB:
198 / 192 / 197

CMYK:
21 / 20 / 16 / 0

#000000

RGB:
0 / 0 / 0

CMYK:
74 / 67 / 67 / 90

374 Marin Blvd, Jersey City, NJ 07302
+1 675849303
Driftwood café

Espresso 3.5
Americano 4.5
Latte 5
Cappuccino 5.5
Macchiato 4.5
Cold Brew 5.5

Legibility of Icons

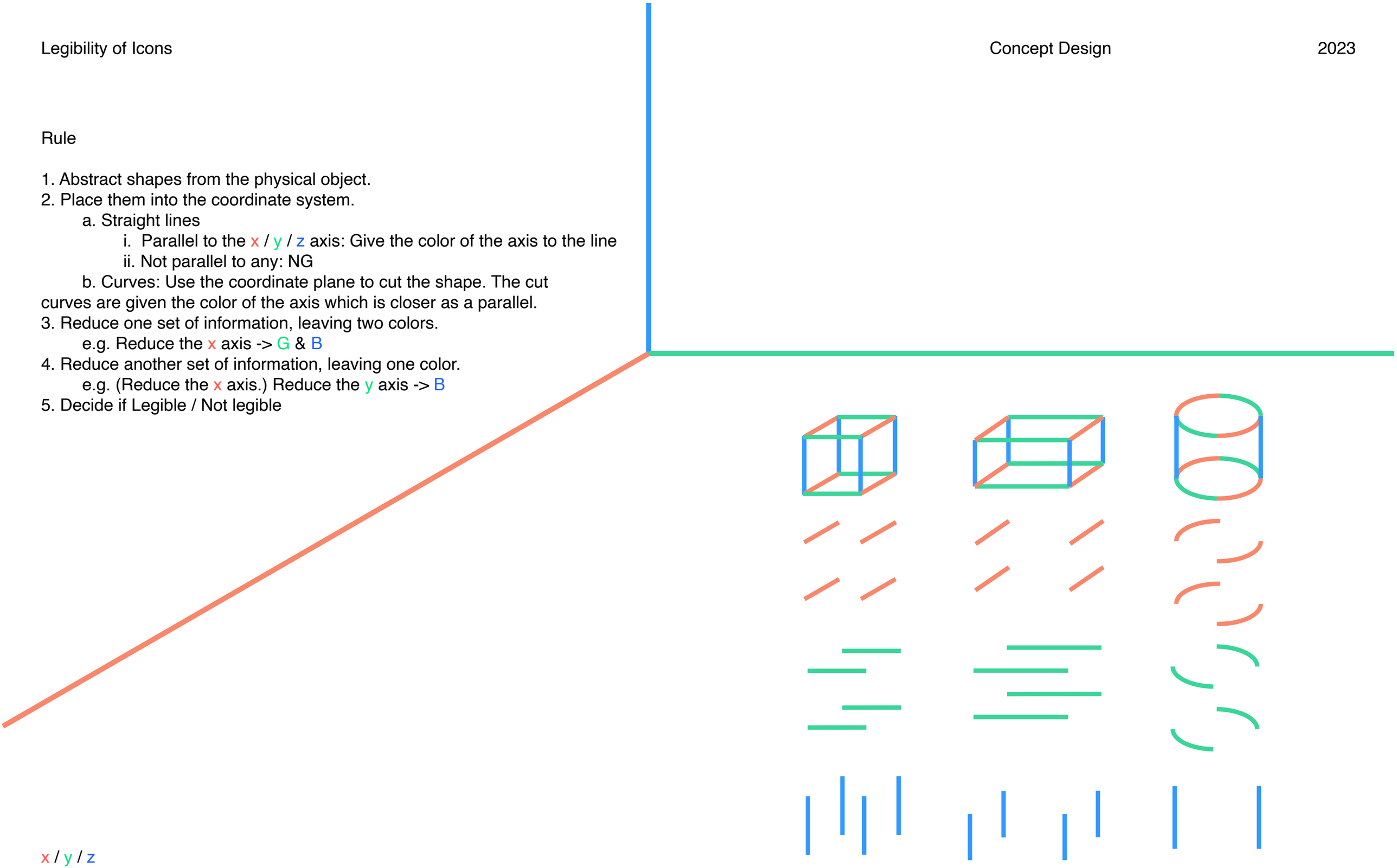
Concept Design

2023

Icons, the abstraction of objects. Information was compressed to make an icon. We see them as a representation of the physical things. It contains so much information in such simple forms, usually lines and geometric shapes. But to an extent the compression of information starts to make them illegible. The project aims to explore this ambiguous boundary.

Rule

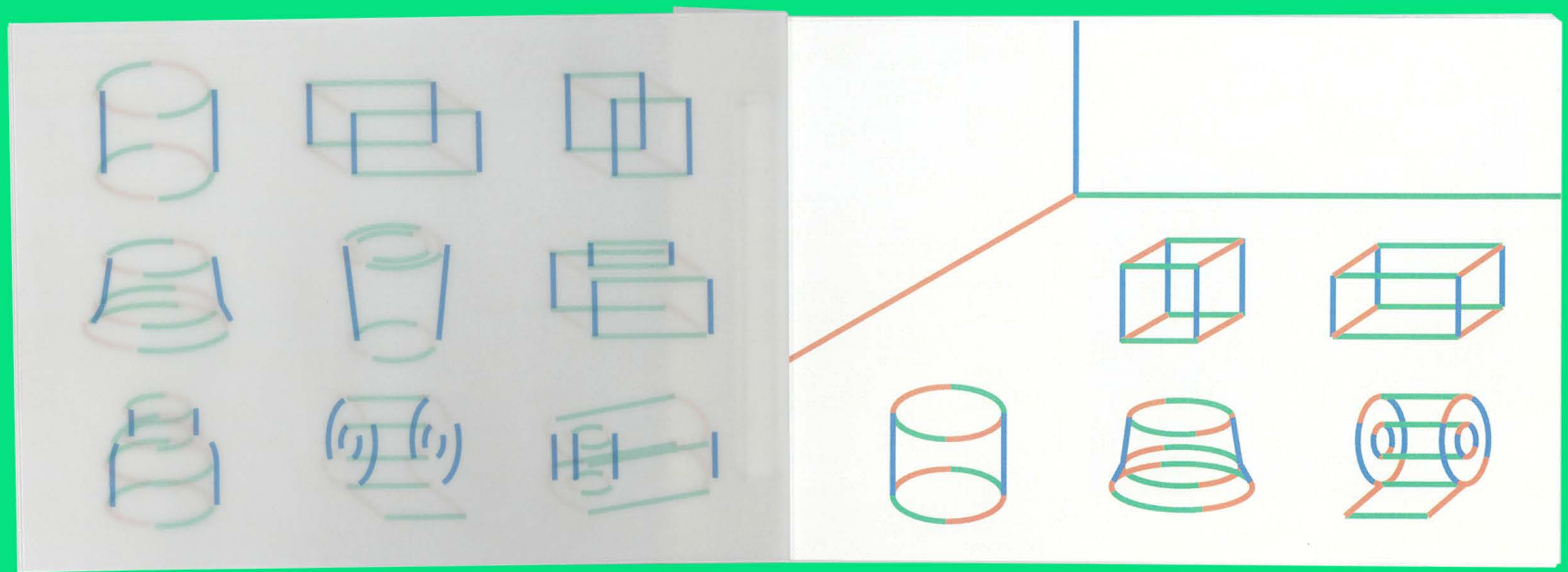
1. Abstract shapes from the physical object.
2. Place them into the coordinate system.
    a. Straight lines
        i. Parallel to the x / y / z axis: Give the color of the axis to the line
        ii. Not parallel to any: NG
    b. Curves: Use the coordinate plane to cut the shape. The cut curves are given the color of the axis which is closer as a parallel.
3. Reduce one set of information, leaving two colors.
    e.g. Reduce the x axis -> G & B
4. Reduce another set of information, leaving one color.
    e.g. (Reduce the x axis.) Reduce the y axis -> B
5. Decide if Legible / Not legible



Legibility of Icons

Concept Design

2023

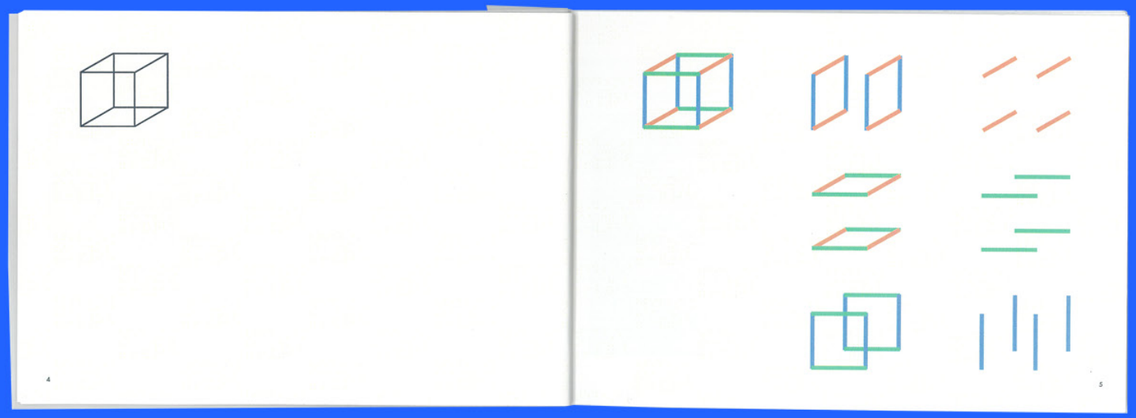


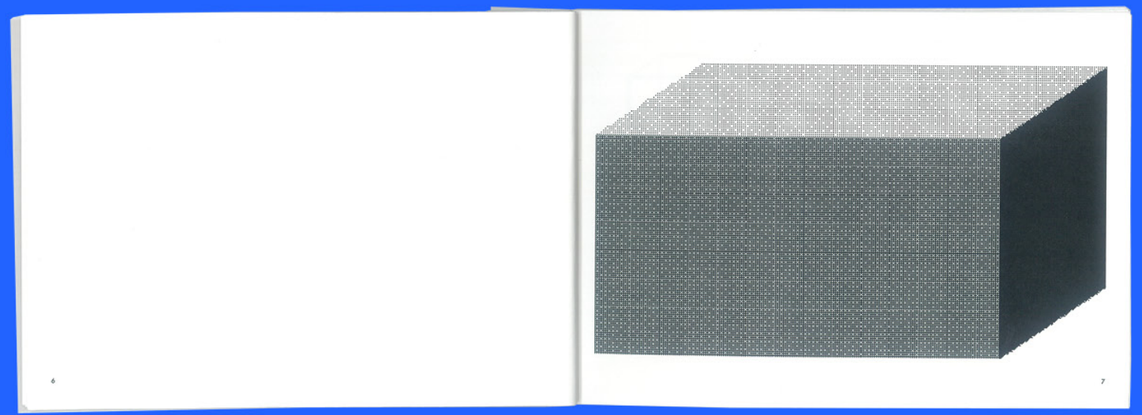
Book Spreads

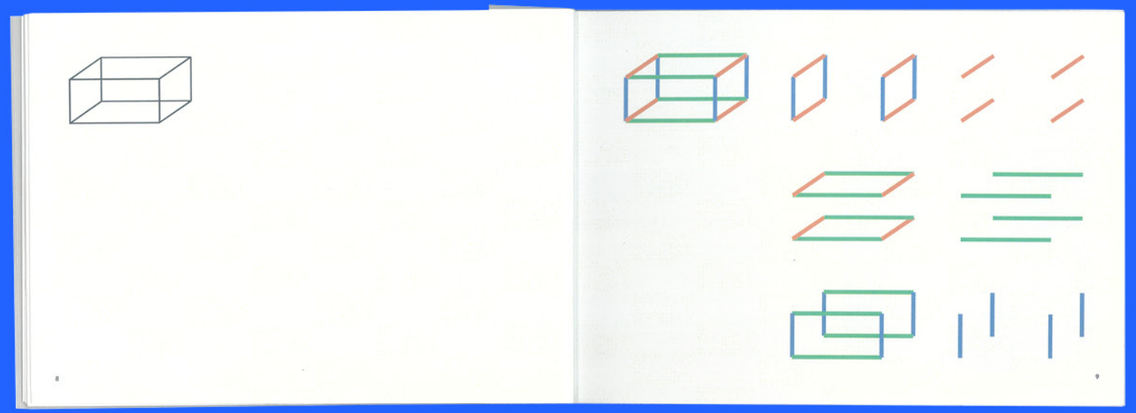
Legibility of Icons

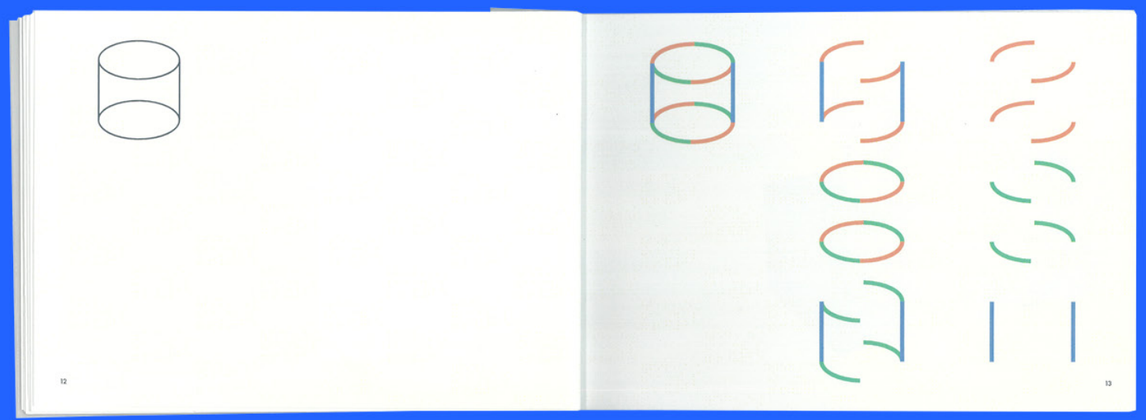
Concept Design

2023









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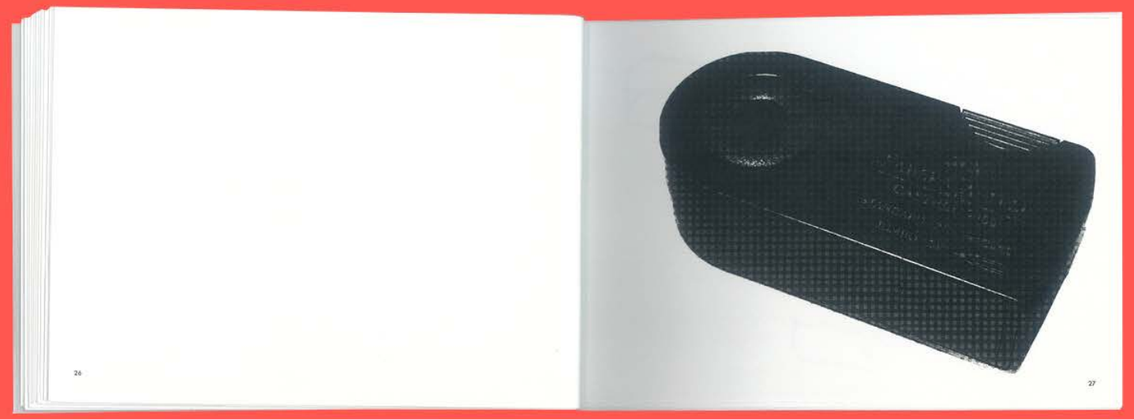
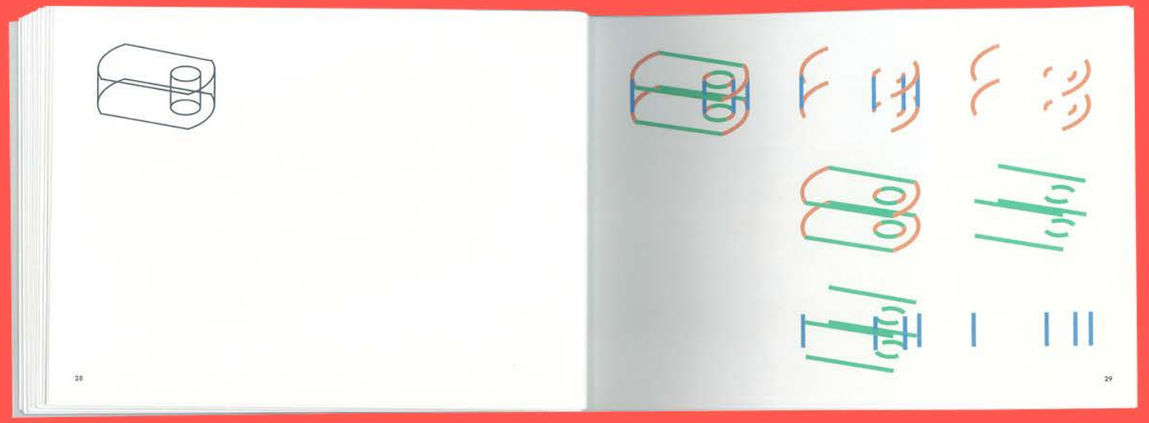
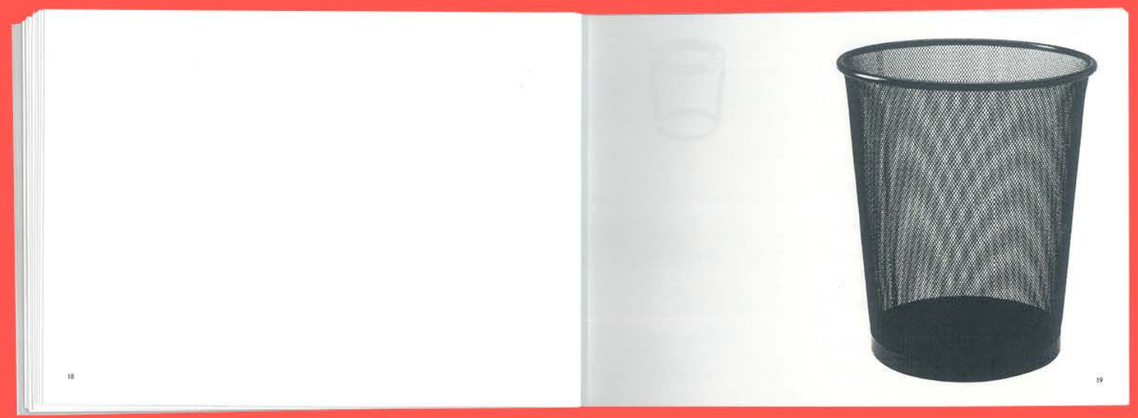
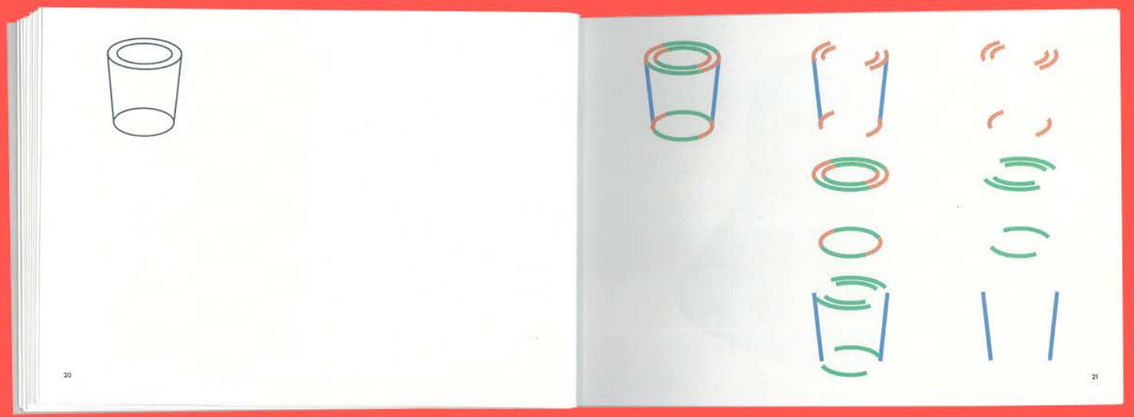
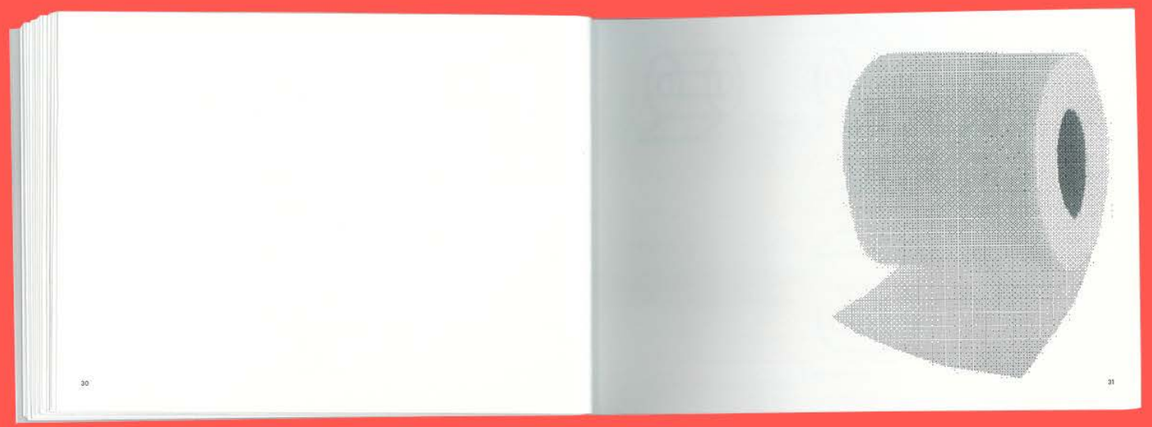
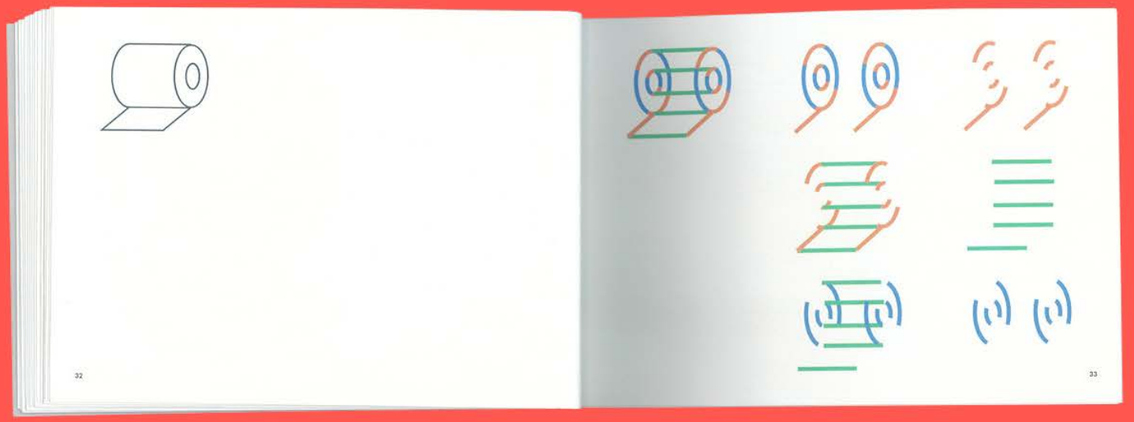












Book Spreads

Web Navigator

Chrome Extension

2023

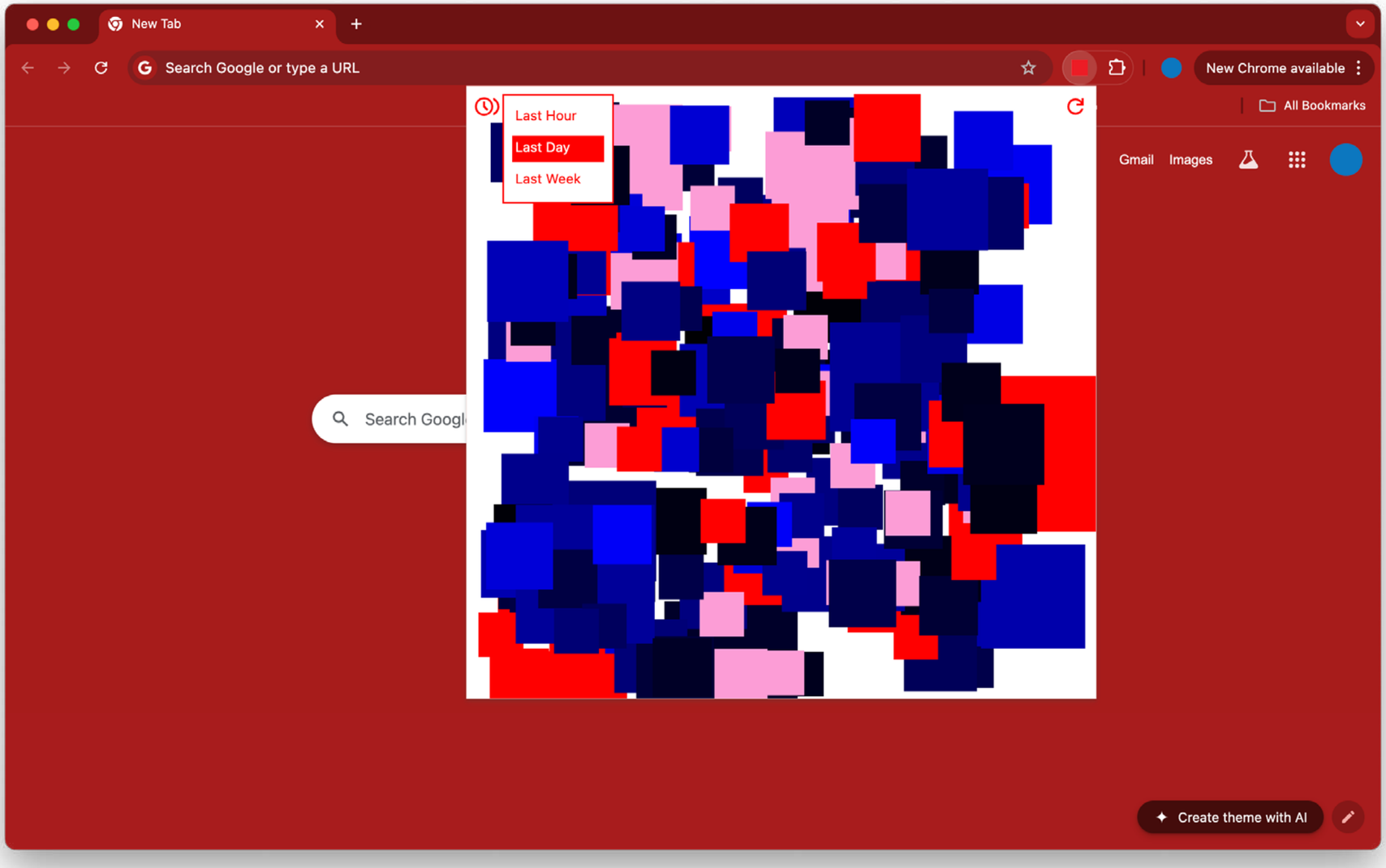
Web Navigator

Chrome Extension

2023

We jump from one website to another by browsing on search engines, or by clicking on links in relative websites. If the internet is a world, what will be the map of it? What do these websites look like if they are houses, gardens or rivers that share the same ground?

This extension visualizes your browsing activity over the past 7 days by transforming each website you visit into a square displayed on a popup window.



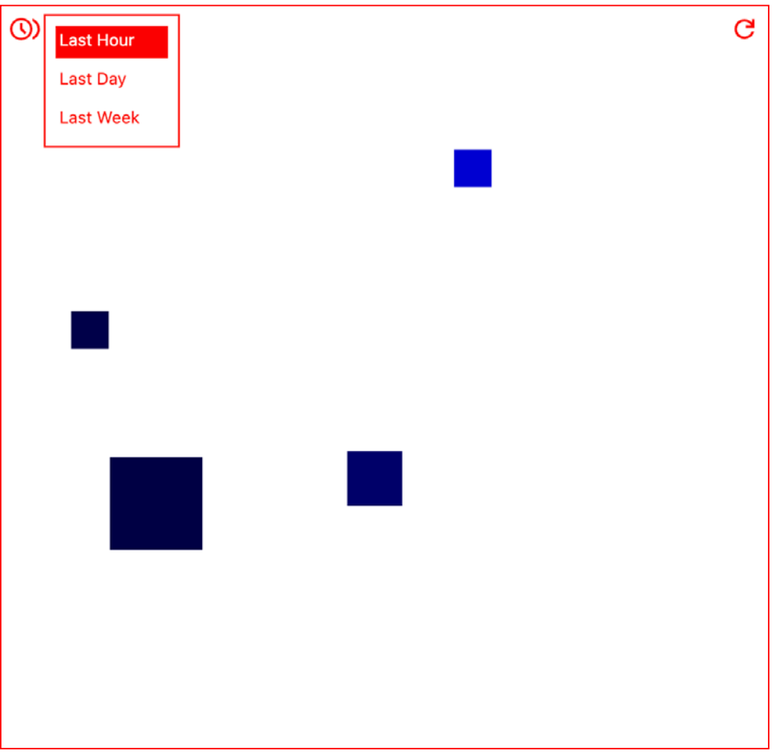
Web Navigator

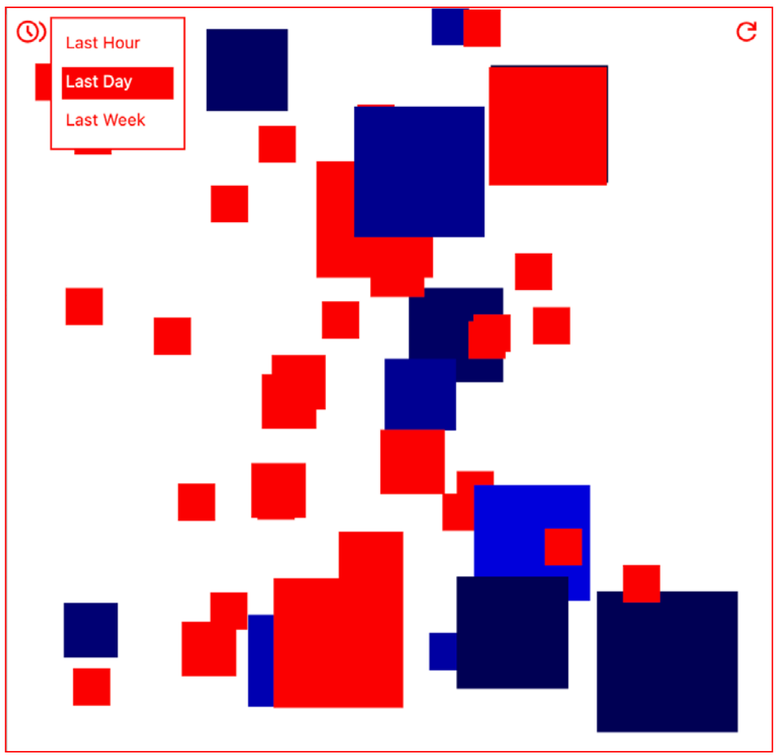
Chrome Extension

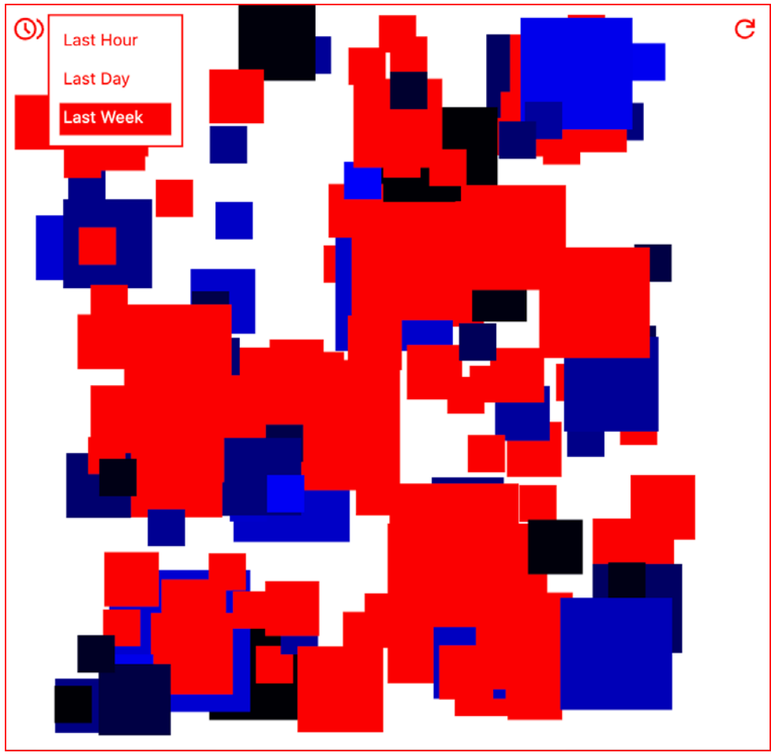
2023

The size of each square dynamically adjusts based on how frequently you visit a particular website, with larger squares representing more visits.

Additionally, the color of each square is determined by the website's domain name, creating a unique, visually engaging pattern that reflects your browsing habits.



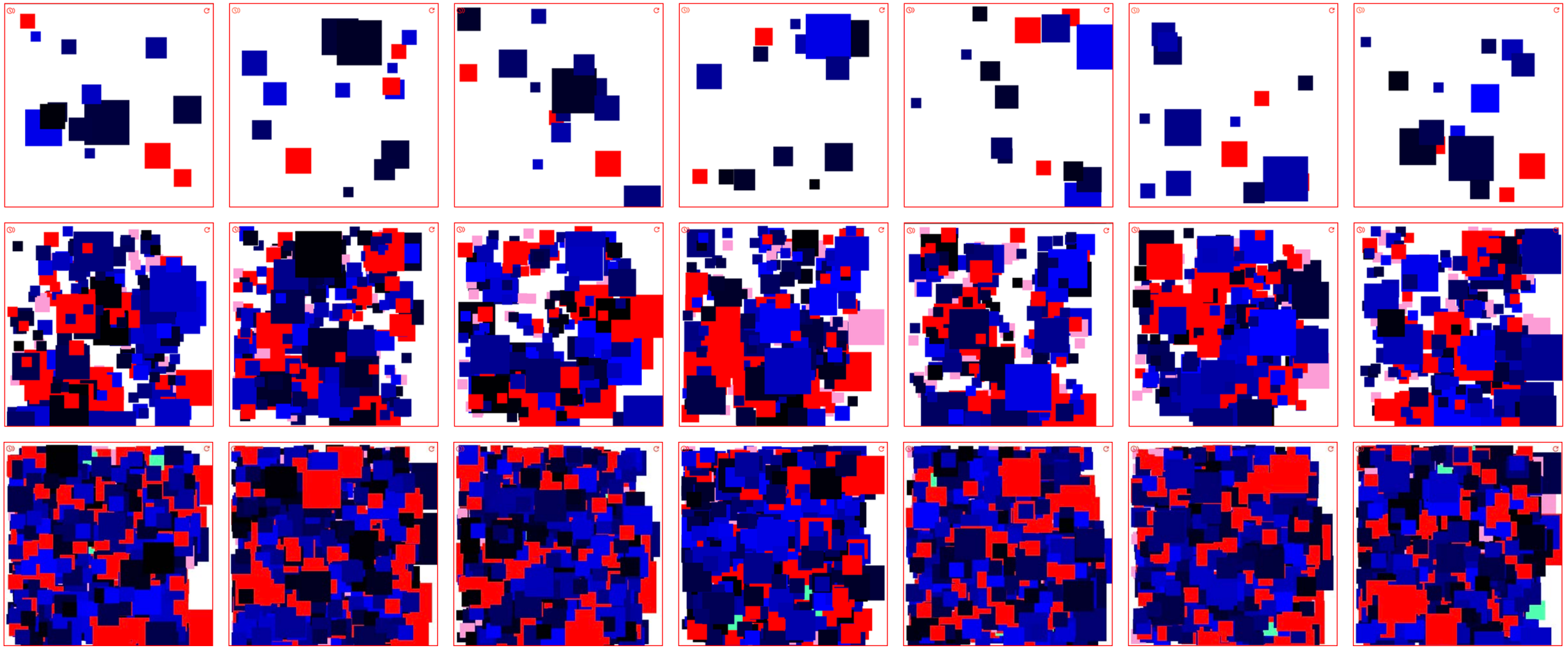
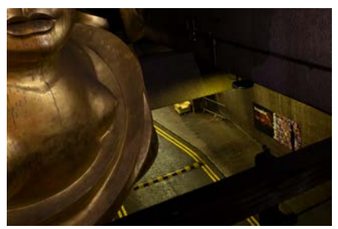
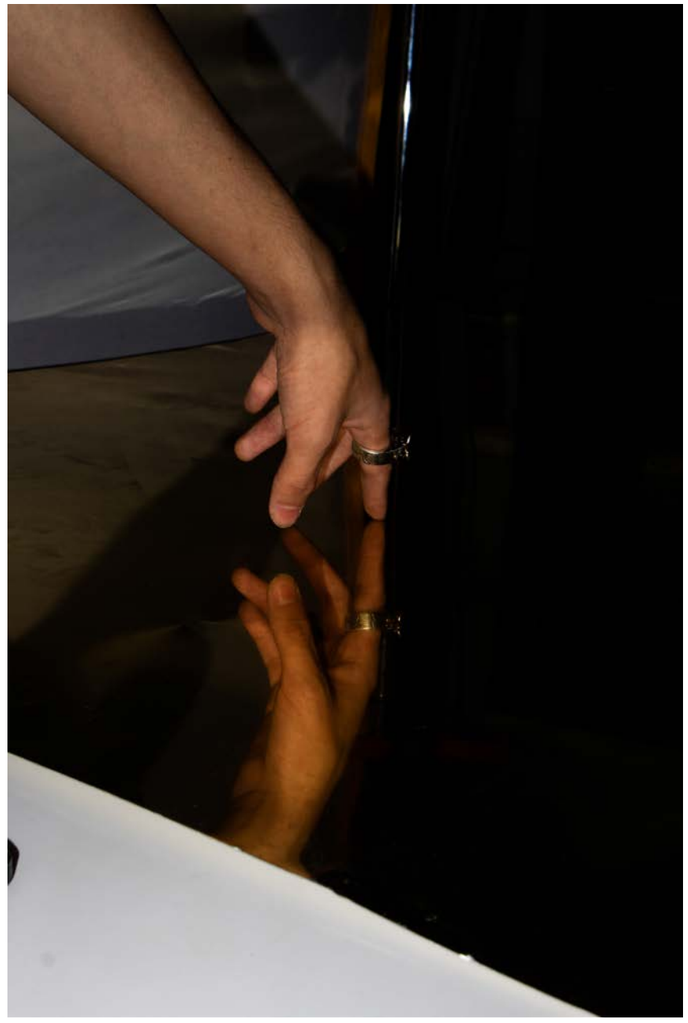



Web Navigator

Chrome Extension

2023



Photography
2021-2024