Portfolio

By Yifan Wu

Created

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About Me

My bachelor degree was environmental design, so I am good at using some design software such as photoshop. In terms of design, Bauhaus gave me enlightenment, but now I have become obsessed with minimalism because the graphics in minimalism design do not have a trace of redundancy.This kind of simple philosophy is what I am pursuing.

Skills

Photoshop

Illustrator

CAD

3DsMAX

Sketchup

Armin Hofmann

Hoffman is an internationally renowned designer, educator and supporter of Swiss style. H is a leading figure behind international print style, often referred to as the Swiss style, Hoffman developed a groundbreaking idea of simplicity and a deep understanding of the relationship between form and function.In its design, black and white ash is always very harmonious and full of rhythm. This is exactly what I am pursuing, pursuing the most essential design of design.
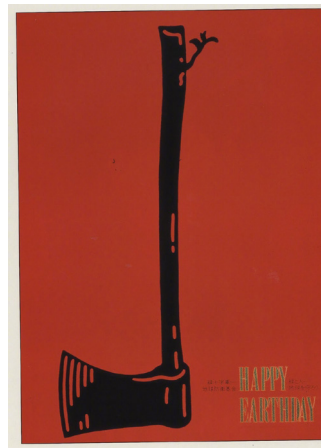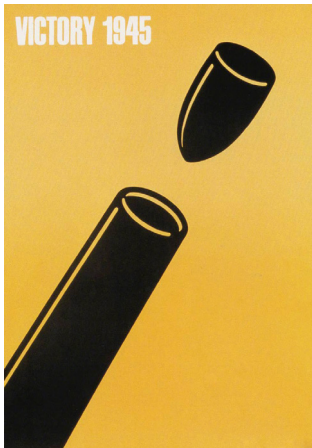
reference:
Armin Hofmann (1959.). Giselle Retrieved from: http://www.designishistory.com/1940/armin-hofmann/
Armin Hofmann (1961.). Stadttheater Basel Retrieved from: https://www.moma.org/collection/works/6807

Shigeo Fukuda

Shigeo Fukuda is known as the "five-in-one visual creative master", that is, the versatile all-round designer, the unpredictable visual magician, the new method practitioner, the enthusiastic and intelligent humanity, and the humorous old urchin. He is good at using the principle of illusion such as bottom transformation and contradiction space, and creates a visual world with philosophical thinking in the form of simple introduction and humorous form. I think his disign applied the design principle mostly. I often get into trouble when I need to deal with a large amount of elements. His design can inspire me by using different principle.

reference:
Shigeo Fukuda (1945.). VICTORY Retrieved from: https://k.sina.com.cn/article_1787105072_p6a850f3002700c24n.html
Shigeo Fukuda (n.d.). HAPPY EVRTHDAY Retrieved from: https://k.sina.com.cn/article_1787105072_p6a850f3002700c24n.html
Shigeo Fukuda (1971.). THE WORLD OF SHIGED FUKUDA Retrieved from: https://k.sina.com.cn/article_1787105072_p6a850f3002700c24n.html

Ikko Tanaka

Ikko tanaka brings modern design concepts to Japanese traditional art. His works have obvious personality: elegant, plain and simple, with a certain expressionistic color. The design language is simple and concise, the artistic concept is fresh and the form is beautiful, and the traditional aesthetics of the East and the West is integrated. Between the concept and the cultural characteristics of the East and the West, there are unique ideas and techniques. With its unique expression and visual language, as well as its distinctive personality, it has created a re-creation movement of the traditional spirit in the Japanese design world.This fusion of Eastern and Western aesthetics gives new definitions of traditional things, making traditions more accessible to younger social groups. The composition of this Japanese dance has deeply attracted me, and the characteristics of the dancers are also very well represented. Combining the two is a great achievement and the direction I want to work hard in the future.

reference:
Ikko tanaka (1981.). Nihon Buyo Retrieved from: https://www.digitaling.com/articles/34908.html

Just the facts

Fact 1

The world's record of the hightest free-fall parachute jump is 42km, which is 4.2 times the altitude of the airliner

Justification:
I use the altitude of airliner as a reference.
Firstly,the acommon altitude of airliner is about 10km and the free-fall parachute jump record is 42km,which is just 4.2 times of it.
Seconly,they are in different layers of atmosphere.The parachute is in the stratosphere while the airliner is in the troposphere.
These points have great differences and make great contrast.But they till have similarities.For example,both of them are in the sky,which are known to people.The combination of the contrast and similarities can help readers recognize the data more intuitive.

Font:
Bahnschrift 15pt:The main content
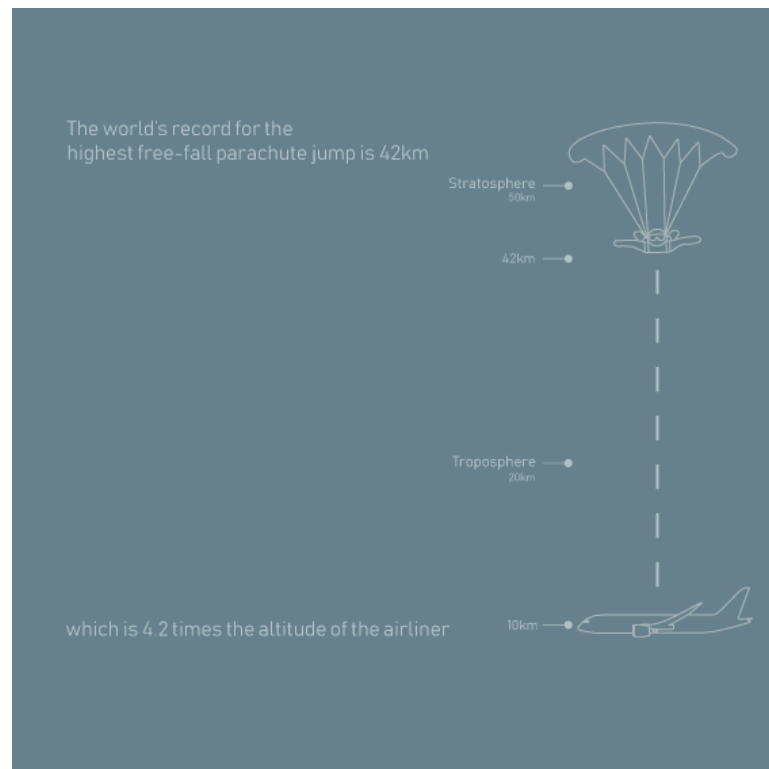Bahnschrift 9pt:The label

Colours:
light grey(b6c5ca): The main content --parachute and airliner use the second prominent colour to highllight the message.
dark grey(67818c):The background use the dark colour to show off objects on the background.

Type of visualization:
Use common references(airliner+ stratosphere+troposphere) to compare the object(parachute) which is described.

The world's record for the
highest free-fall parachute jump is 42km

Stratosphere
50km

42km

Troposphere
20km

which is 4.2 times the altitude of the airliner   10km

Reference:
parachuate:
http://www.51yuansu.com/sc/rsstbjyzkn.html
Airliner:
http://www.boeing.com/commercial/787/by-design/#/twin-aisle
Data:
42: The distance, in kilometres, of the current world record for the highest free-fall parachute
jump from the stratosphere.
https://www.theverge.com/2014/10/24/7062023/alan-eustace-google-vp-free-fall-parachute-
jump-world-record

Fact 2

35: The percentage increase since 2012 in the number of Americans who play lacrosse.

Justification:
I'll use the helmet to represent lacrosse players. It's a necessity for everyone who plays this sport.The neutral side view profile represents the lacrosse players in 2012.The number of the helmet is 7 and the profile's is 20,and 7/20 equal to 35%, so this picture shows the increasing trend of lacrosse players in America.

Font:
Arial Rounded MT Bold 24pt:The main content
Arial Rounded MT Bold 31pt:The number

Colours:
grey-pink (dfdbde): The background use the light colour to show off objects on the background and set foundation for the tone of the whole work.
Dark-rose(ab4d5b): Highlight the subject with the most prominent color.
Grey (585758 7c7d7d c9c9ca):Use different kind of grey to show profile's hair,face and clothes.

Type of visualization:
Repeat the arrangement of the images and change colors to give an idea of how much the data is growing.

The percent of Americans who play lacrosse has increased to 35% since 2012
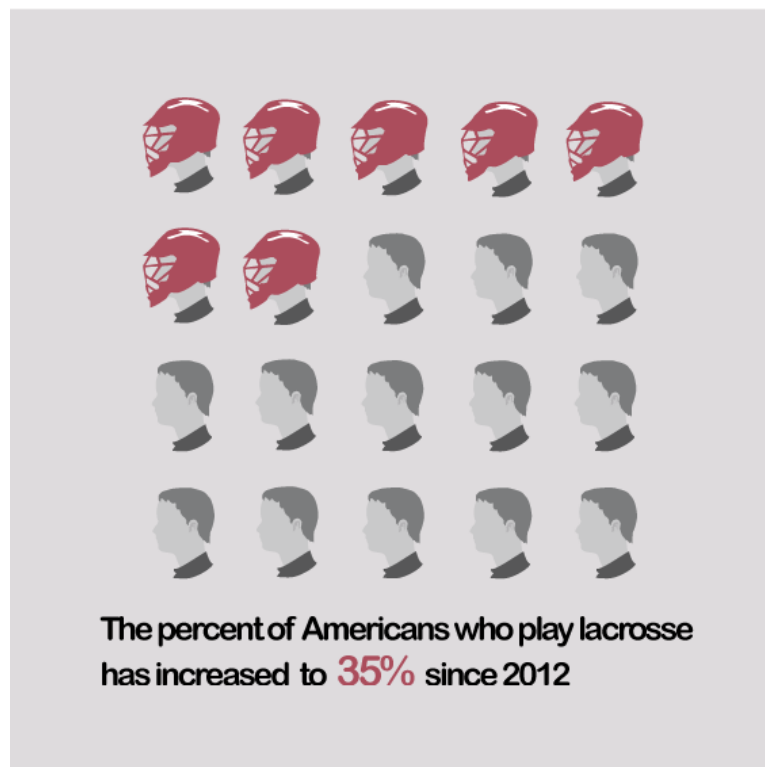
Reference:
helmet: https://www.123rf.com/photo_40900949_stock-vector-lacrosse-helmet.html
netural side-view profile:
https://www.fotolia.com/id/104992055?by=serie
https://www.vectorstock.com/royalty-free-vector/man-avatar-profile-view-male-face-silhouette-vector-16270338
Data:Percentage increase since 2012 in the number of Americans who play lacrosse : 35
https://harpers.org/archive/2018/08/harpers-index-407/
Total Number of Lacrosse Players
https://www.uslacrosse.org/sites/default/files/public/documents/about-us-lacrosse/2012-participation-survey.pdf

Fact 3

31,899: The total number of cats that entered the Cat Fanciers' Association 2004 "Best Cat in Championship" competition.

Justification:
The number of cats in United States is 90.5 million and the total number of cats that entered the Cat Fanciers' Association 2004 "Best Cat in Championship" competition is 31,899, which is about 20 times of the existing wild panda population in 2004. Therefore, I use one panda to represent the existing wild panda population in 2004 and use a conspicuous colour and a spotlight under it to show its image. For the overall number, I used colours that were slightly noticeable but not quite eye-catching to highlight the status of the subject.

Font: Arial Rounded MT Bold 16pt
Colours: Deep blue 27395c backgroundDeep blue2 (162f5c): spotlight shadow; the first and third row of group of cats
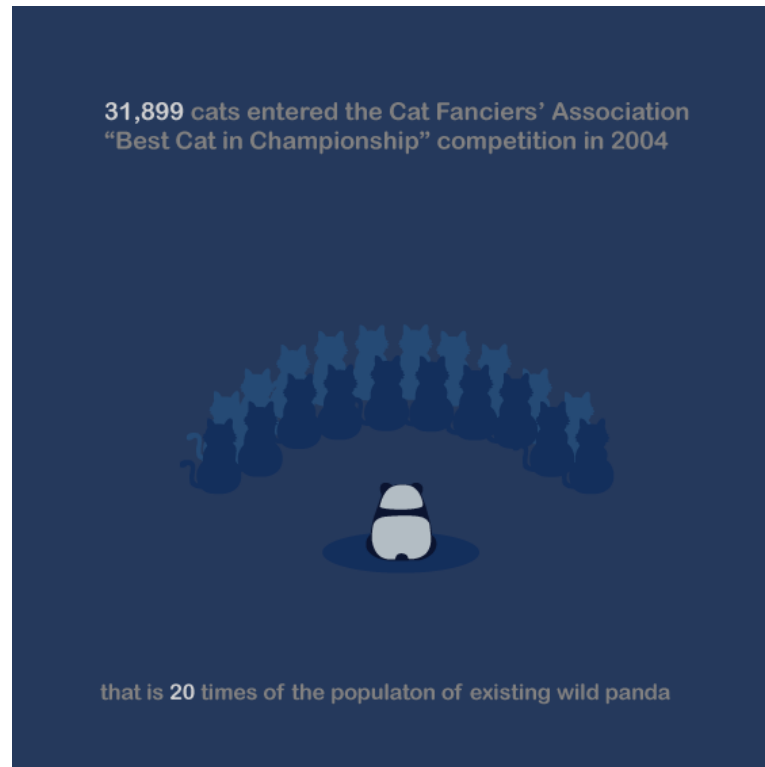Third deep blue(254b76): the second row of the group of cats
Grey (656666): The main character; the words' colour
Pale white(bbbbbb): the number which need to be highlighted in the fact pool; The white part of the panda
Black(0b1430): The dark part of the panda

Type of visualization:
Use comparisons to represent data relationships

31,899 cats entered the Cat Fanciers' Association "Best Cat in Championship" competition in 2004

that is 20 times of the populaton of existing wild panda

Reference:
Cats: https://www.pixtastock.com/illustration/42293474
Panda: https://www.shutterstock.com/zh/image-vector/one-lonely-panda-back-view-couple-1088446049?src=gqf8Vl5BoqN13iMpM3ltAA-1-0
Crown: https://www.creativefabrica.com/product/golden-crown-vector/
Data:31,899: The total number of cats that entered the Cat Fanciers' Association 2004 "Best Cat in Championship" competition.
https://harpers.org/harpers-index/2012/10/total-number-of-cats-that-entered-the-cat-fanciers-association-2004-best-cat-in-championship-competition/
Number of cats in the United States in 2004:https://www.avma.org/KB/Resources/Statistics/Pages/Market-research-statistics-US-pet-ownership.aspx
Population of existing wild panda in 2004:http://wwf.panda.org/what_we_do/endangered_species/giant_panda/panda/panda_survey/

Fact 4

0.42: Percentage of Windows Phone users of all mobile phones in February 2017. 16.7: Of those who are still using Windows Phone in February 2019.

Justification:
The percentage of Windows Phone users of all mobile phones in February 2017 is 0.42, while in February of 2019　it decreased to 16.7 of the previous figure. Therefore, I use three interfaces to symbolise three different figures: the figure of all mobile phones in February 2017, the figure of Windows Phone users in February 2017 and the figure of Windows Phone users in February 2019. The isometric interface shows the changing process by comparing the feature of common interface and Windows Phone. To stress the process, I use some shape to show the effect of zooming in.

Font:
Arial Rounded MT Bold 20 pt.
Colours:
Deep blue　254074　　background.
Deep blue (1b2c62): the shelf of the mobile phone.
Gradation of purple: light, interface and side of the phone.
Light purple (c2c2e1): the key data.
Grey (5d5d5d): the words.
Red(da6126),Green (83b445),Blue(1c9bbf),Yellow(e7b82b): the symble of window.
Type of visualization:
Use comparisons to stress the data relationships

The percentage of Windows Phone users of all mobile phones in February 2017 is **0.42** .

While in February 2019 , it decreased to **16.7** of the previous figure.

Reference:
mobile phone:
https://vectorplace.com/vector-image/isometric-creating-ux-design-phone-app-vector-illustration-76308
Windows: https://www.kisspng.com/png-computer-icons-windows-10-house-symbol-clip-art-wi-5437344/
Data: 0.42: Percentage of Windows Phone users of all mobile phones in February 2017.
16.7： Of those who are still using Windows Phone in February
https://netmarketshare.com/operating-system-market-share.aspx?options=%7B%22filter%22%3A%7B%22%24and%22%3A%5B%7B%22deviceType%22%3A%7B%22%24in%22%3A%5B%22Mobile%22%5D%7D%7D%5D%7D%2C%22dateLabel%22%3A%22Custom%22%2C%22attributes%22%3A%22share%22%2C%22group%22%3A%22platform%22%2C%22sort%22%3A%7B%22share%22%3A1%7D%2C%22id%22%3A%22platformsMobile%22%2C%22dateInterval%22%3A%22Monthly%22%2C%22dateStart%22%3A%222019-02%22%2C%22dateEnd%22%3A%222019-02%22%2C%22segments%22%3A%22-1000%22%7D

Fact 5

Ratio of Republican to Democrats elected president since 1900 who lost their bid for re-election is 4:1

Justification:
The ratio of Republican to Democrats elected president since 1900 who lost their bid for re-election is 4:1. Therefore, I use their symbols, the democratic donkey and republican elephants. To show the contrast, I use four elephants to symbolize the 4 times loss of republican and 1 donkey to symbolize 1-time loss of Democrats. In addition, I use different colour to stress the contrast, which are red and blue. Their space's ratio is also 4:1. It also because red and blue can symbolize the American flag. I use the pattern on elephants and donkeys to represent the chance the attend the bid for re-election.

Font:
Arial Rounded MT Bold 20 pt.
Colours:
Blue for flag: #334f77
Red for flag: #b42323
Blue for background: #457298
Red for background: #933232
Font and star: #000000

Type of visualization:
Use comparisons to stress the data relationships

18

Since 1900 for every 4 republicans, 1 democrat has last the elections
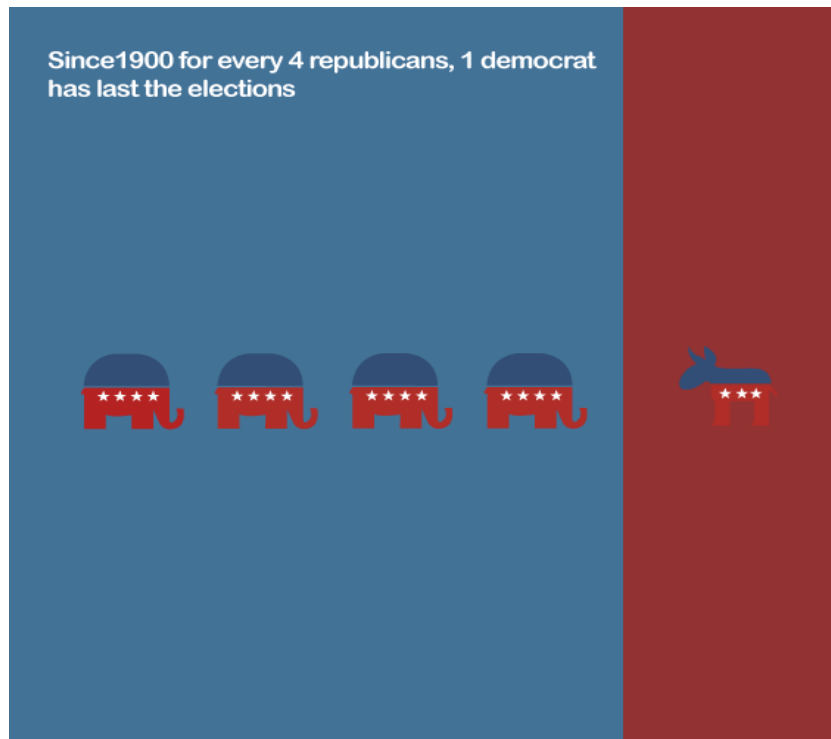
Reference:
Elephants and donkeys,(n.d.)
https://www.artsy.net/article/artsy-editorial-cartoonist-turned-democrats-donkeys-republicans-elephants

Data:
Ratio of Republican to Democrats elected president since 1900 who lost their bid for re-election is 4:1
https://search-proquest-com.ezproxy.library.uq.edu.au/docview/233486462/37906349F114B59PQ/11?accountid=14723

Infographic

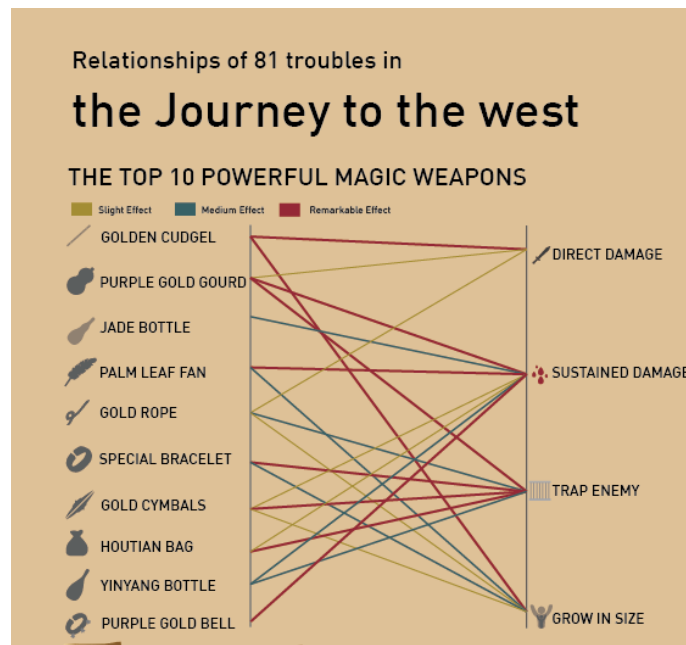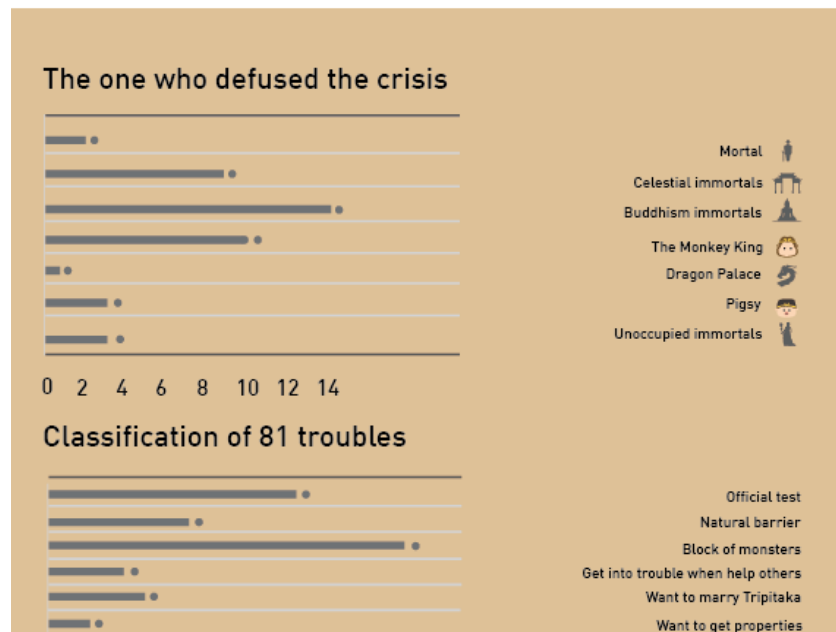Relationships of 81 troubles in

the Journey to the west

THE TOP 10 POWERFUL MAGIC WEAPONS

Slight Effect   Medium Effect   Remarkable Effect

GOLDEN CUDGEL
PURPLE GOLD GOURD
JADE BOTTLE
PALM LEAF FAN
GOLD ROPE
SPECIAL BRACELET
GOLD CYMBALS
HOUTIAN BAG
YINYANG BOTTLE
PURPLE GOLD BELL

DIRECT DAMAGE
SUSTAINED DAMAGE
TRAP ENEMY
GROW IN SIZE

Description:

The infographic research the ralationship of 81 troubles in the Journey to the west. The book describes that Tang Yi and his disciples finally got the scriptures after a lot of hardships. In this process, there are lots of powerful weapons and because there are too many monsters on the road, they can not beat some strong monsters , so they need to go to the rescue team, and they have to find a lot of times.
Therefore, the classification of existing weapons, will be showed in this part.

The one who defused the crisis

Mortal
Celestial immortals
Buddhism immortals
The Monkey King
Dragon Palace
Pigsy
Unoccupied immortals

0 2 4 6 8 10 12 14

Classification of 81 troubles

Official test
Natural barrier
Block of monsters
Get into trouble when help others
Want to marry Tripitaka
Want to get properties

The people who defused the crisis and and the classification of 81 troubles are the data showed in this aspect. The chart provide different icons of the people who defused the crisis.

Therefore, we can see that the buddhism immortals are the most "enthusiastic". I use horizontal bar chart in this section and adopt #6E7175 as the colour of bar. It is because I don't want the colour of the bar distract the colour of the icons nearby.

Reference: https://www.shutterstock.com/zh/image-vector/set-black-silhouettes-tropical-leaves-palms-1010479480?src=GwsoGgNtJsdBR4p6eRh26w-1-7
https://www.shutterstock.com/zh/image-vector/set-old-paper-scrolls-108220016?src=8UYR6rwZ0qAoQ534qspcAg-1-25
https://en.wikipedia.org/wiki/Journey_to_the_West
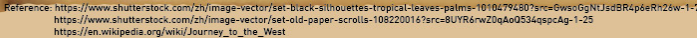
Name: Yifan Wu   Student number:45203811

In this part, I achieved the background of the various monsters in this book. It turns out that all the monsters are almost have background, and small characters without background are generally being killed directly.

I used different colored lines to connect different background forces so that the viewer can see the difference of data at once. At the bottom, because I am doing statistics according to the changes in the time of the book, I used the form of a scroll to metaphorize the slowly unfolding plot.

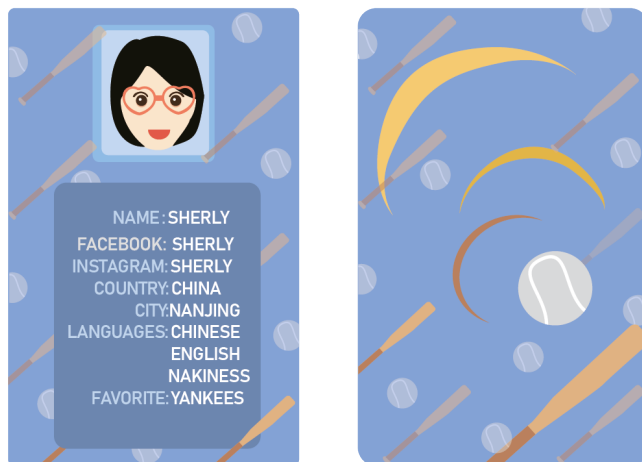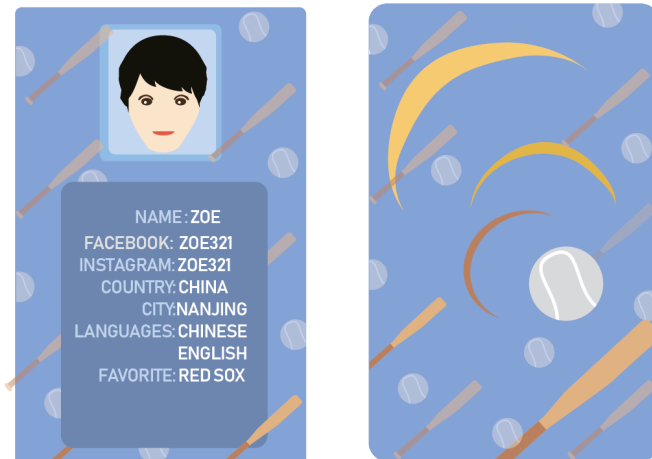I used #DEC298 for the overall background color, which is closer to the color of the scroll, but it should be lighter because of the contrast with other things on the page. The red#952836, yellow #A48D34 and #386166 do not use the highe saturation for the consistency of the whole page.

Challenge

Trading Cards

BASEBALL FAN CARD N:01

BASEBALL FAN CARD N:02

NAME: SHERLY
FACEBOOK: SHERLY
INSTAGRAM: SHERLY
COUNTRY: CHINA
CITY: NANJING
LANGUAGES: CHINESE
ENGLISH
NAKINESS
FAVORITE: YANKEES

NAME: ZOE
FACEBOOK: ZOE321
INSTAGRAM: ZOE321
COUNTRY: CHINA
CITY: NANJING
LANGUAGES: CHINESE
ENGLISH
FAVORITE: RED SOX

Reference

Wu, Cheng'en, and Anthony C. Yu. The Journey to the West. Chicago: U of Chicago, 1977. Print.

bioraven (n.d.). Set of black s.ilhouettes of tropical leaves palms, trees.
Retrieved from:https://www.shutterstock.com/zh/image-vector/set-black-silhouettes-tropical-leaves-palms-1010479480?src=GwsoGgNtJsdBR4p6eRh26w-1-7

Heart Stock (n.d.). cymbals icon vector icon.
Retrieved from: https://www.shutterstock.com/zh/image-vector/cymbals-icon-vector-simple-element-illustration-1145844527?src=2sH1NaMC9PTZF_8Nwjji7w-1-6

Chippo Medved（n.d.）. Solid Black Vector Icon Set
Retrieved from:https://www.shutterstock.com/zh/image-vector/solid-black-vector-icon-set-zoom-1280467975?src=Qw8glc5KCB29FVMql4LKWg-1-82

Andrey_Kuzmin（n.d.）old paper scrolls or parchments 3d illustration set
https://www.shutterstock.com/zh/image-vector/set-old-paper-scrolls-08220016?src=8UYR6rwZ0qAoQ534qspcAg-1-25

Rauf Aliyev(n.d.) Muscle icon.
Retrieved from https://www.shutterstock.com/zh/image-vector/muscle-icon-412202479?src=M7dm729rypAYIyz5N2sl_Q-1-8&studio=1

Vectortwins(n.d.). Dragon Logo Set
https://www.shutterstock.com/zh/image-vector/dragon-logo-set-
Retrieved from 448560121?src=YBiYbfIOZit2-MMsMgc1zw-1-5

art designer(n.d.). Buddha silhouette. Buddhism
Retrieved from https://www.shutterstock.com/zh/image-vector/buddha-silhouette-buddhism-337192433?src=e3SnVzTWmxxBvAI-wa3ojg-1-5
Retrieved from https://design.firefox.com/values/

Less is more

Ludwig Mies Van der Rohe

Portfolio