



LIU YU JU

PORTFOLIO



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Swinburne University Exchange

National Taiwan Normal University MA

Ming Chuan University BA

WORK EXPERIENCE

2020	PiliWu Design Studio	Visual Designer
2019	Grandvity Design Studio	Intern
2018	SuiSui Life Fair	Visual Designer
2016	Foxconn Technology Group	Intern

AWARD EXPERIENCE

2024	Global Biennale of Graphic Design Golden Bee	Selected
2023	China GDC Award	Bronze Award
2023	Korea B.I International Poster Art Biennale	Selected
2022	U.K INTL Poster Competition	Jury Award
2022	Global Biennale of Graphic Design Golden Bee	Selected
2018	Adobe Design Achievement Awards	Selected

EXHIBITION EXPERIENCE

2023	China GDC Award Physical Exhibition
2022	INTL Poster Online and Physical Exhibition
2022	Global Biennale of Graphic Design Golden Bee
2022	Director of Poster Beats in Tapei Art Book Fair
2019	XUEXUE Graphic Workshop Exhibition
2018	Taiwan Young Designers' Exhibition

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TYPOROOM23 : TEXT AND ROOM

Visual Design

Online Exhibition Curation

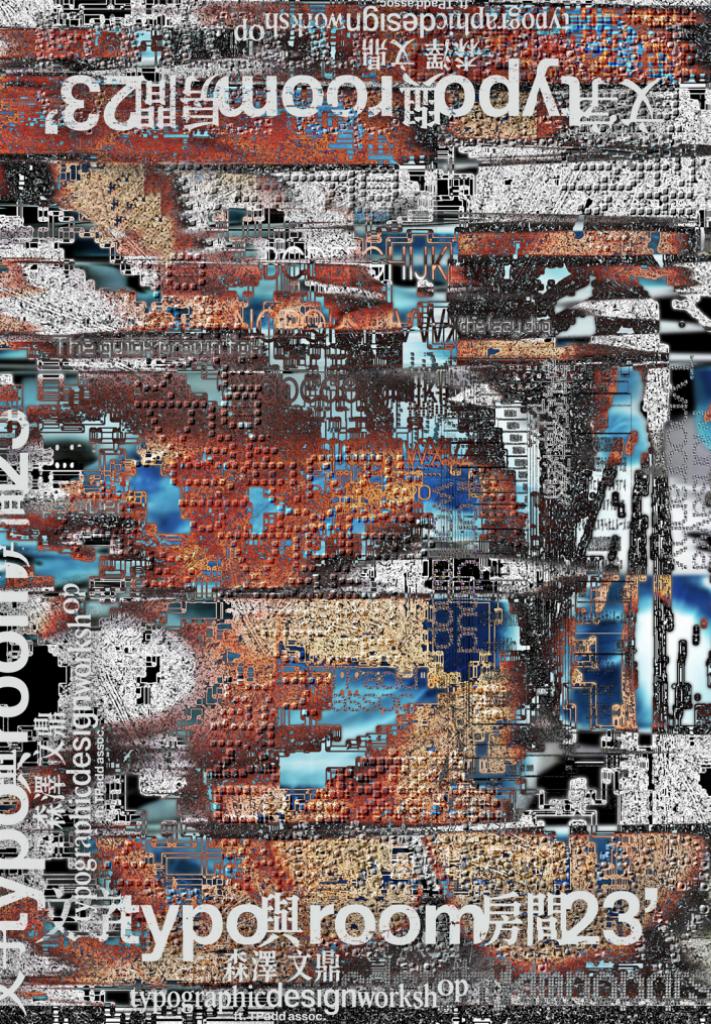


2024

Golden Bee Global
Biennale of Graphic Design
Shortlist



Press Release



"Typoroom23 : Text and Room," was hosted by Morisawa and Arphic Technology. In these workshops, instructors will guide participants to explore the aesthetics, applications, and creative expressions of computer fonts.

TYPOGRAPHY 文字

TYPOGRAPHY 漢字

TYPOGRAPHY 美術

TYPOGRAPHY 廣告

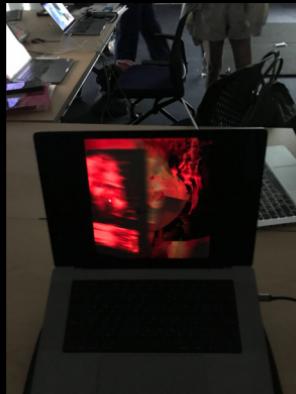


The key visual concept originated from the relationship between fonts and images. Fonts can be assembled and disassembled into images, and images can resemble fonts. These workshops explored computer fonts in digital ways, so the key visual aimed to depict the pattern of code and pixels.

This poster was selected for the Golden Bee Global Biennale of Graphic Design.

EXHIBITION IDEA

I collected students' works and unfinished pieces, transforming them into 3D materials used to construct the online exhibition space.

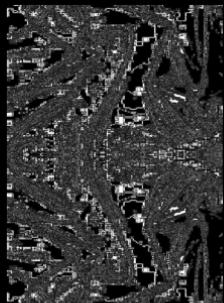


EXHIBITION CURATION



This online space consists of four elements : backgrounds, 3D objects, graphic images, and posters. The background of the space is from the key visual pattern, and the rest is all students' works.

BACKGROUND



GRAPHIC IMAGES



The pattern of key visual.

Students' graphics images.

3D OBJECTS

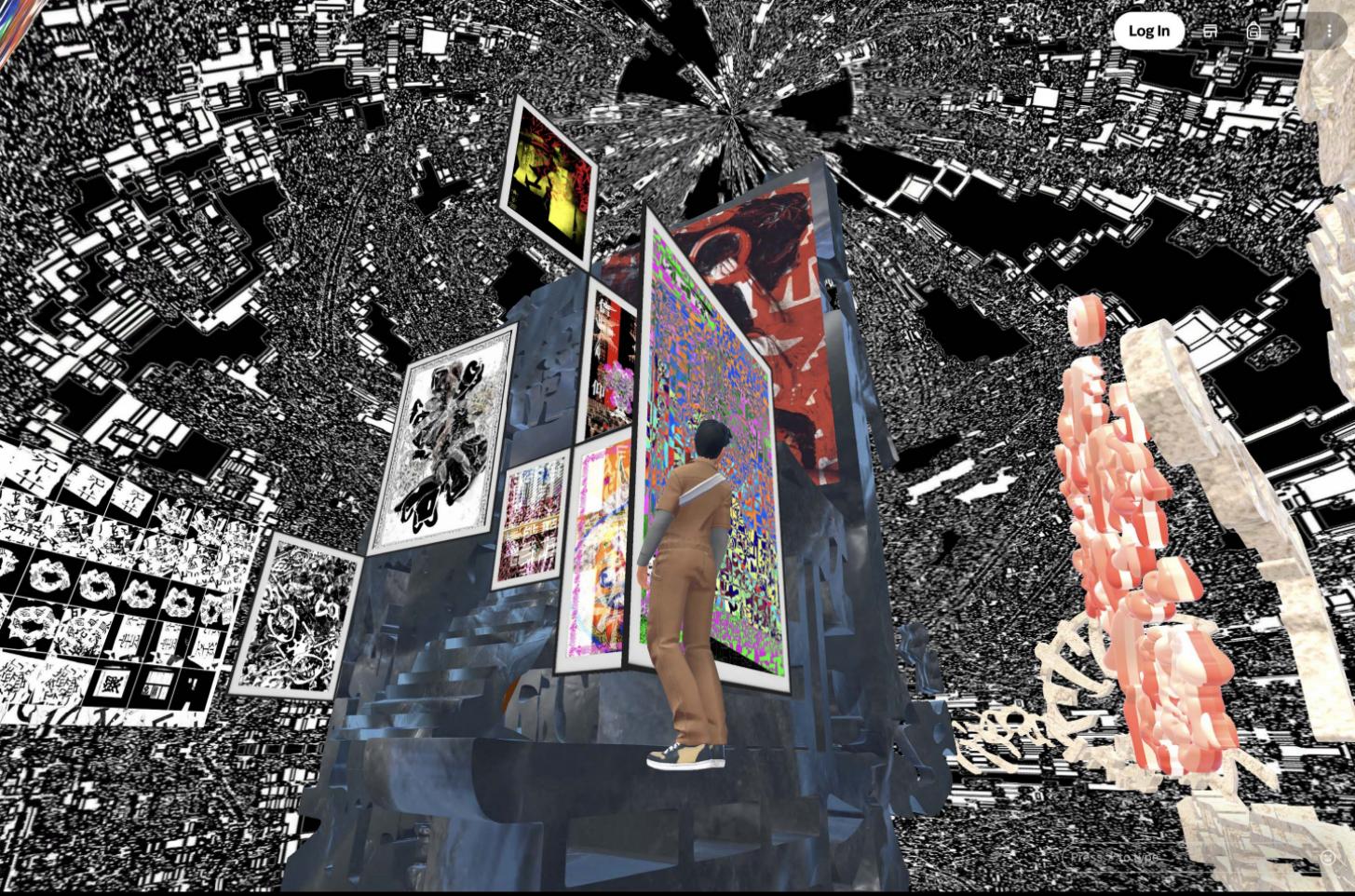


The graphic images I transformed into 3D shapes.

POSTERS



Students' posters.



Typoroom23 : Text and Room

<https://www.spatial.io/s/Typrorom23-by-Morisawa-Taiwan-and-Aphic-63b4fdb4fa5c95fd5c69e9?share=6273443467405033644>

POSTER BEATS AT TAIPEI ART BOOK FAIR

Exhibition Curation

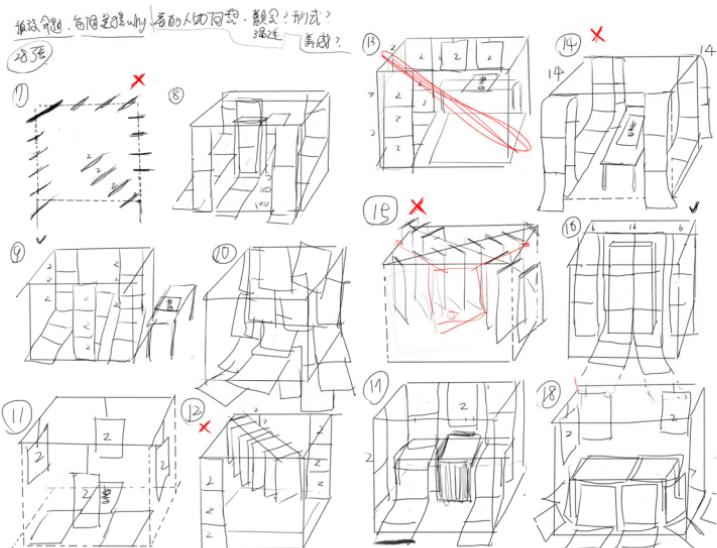


EXHIBITION SPACE PLAN

This poster exhibition at the Taipei Art Book Fair reflects the fair's commitment to experimentation and innovation, showcasing avant-garde and experimental posters from members of the Taipei Design and Art Direction Association and highlighting their forward-thinking approach.



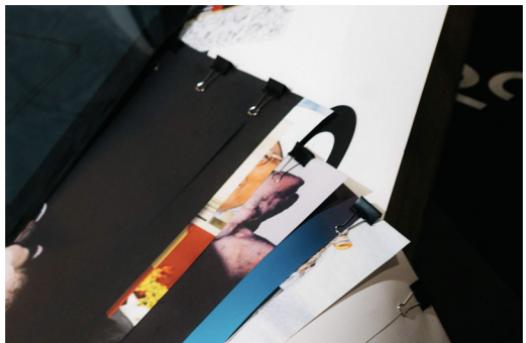
SPACE SKETCH





Richard Hamilton's 1956 work, "Just what is it that makes today's homes so different, so appealing?" sparked the worldwide collage movement, now integral to the contemporary worldview. In this movement, conceptual meanings and recognizable objects are reinterpreted by artists as 'ready-mades', challenging traditional perceptions of art.

Does this signify the ultimate evolution of forms? The emergence of undefinable and ambiguous imagery in contemporary life evokes new emotions, suggesting that the "death of forms" may offer a chance to look beyond mere appearances. It opens up a pathway for both creators and viewers to venture into deeper and wider emotional realms together.







MUTUAL FRIENDS : DESIGN FOR THE FUTURE

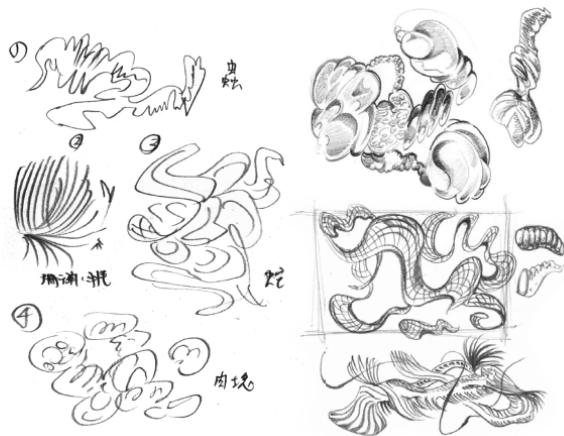
Visual Design



CONCEPT

The series of speeches invites young designers from various professional fields and their friends to engage in discussions on design and art topics, sharing their opinions and experiences. The new generation possesses strong individual ideas and fresh perspectives, thereby expanding the diversity of the design field. Inspired by the textures of organisms, the design captures the twisting and growing essence of living creatures.

SKETCH



TEXTURE



COLOR SCHEME



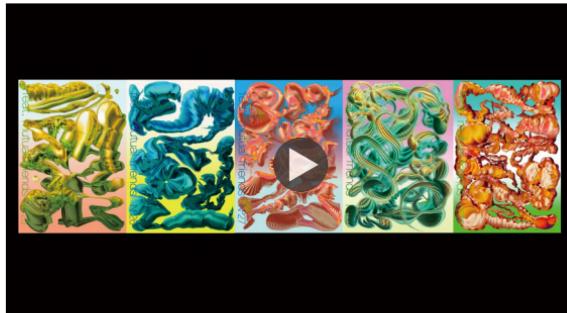
AR POSTER



WEBSITE

Three vertical screenshots from a website. The first screenshot, titled "Presentation," shows a red and orange organic structure. The second, titled "Future II," shows a blue and green organic structure. The third, titled "Future I," shows a yellow and green organic structure. Each screenshot includes a small caption at the bottom.

MOTION POSTER



Three vertical screenshots from a website. The top screenshot shows a mobile phone displaying an event page for "Mutual Friends: Design for the Future V" on November 20, 2022. The middle screenshot shows a desktop view of the same event page. The bottom screenshot shows a desktop view of an event page for "N°45.6 feat. 共同好友·未来筆記 4. 從工藝到觀念" on August 10, 2022. Both pages feature the same organic 3D models as the other parts of the project.

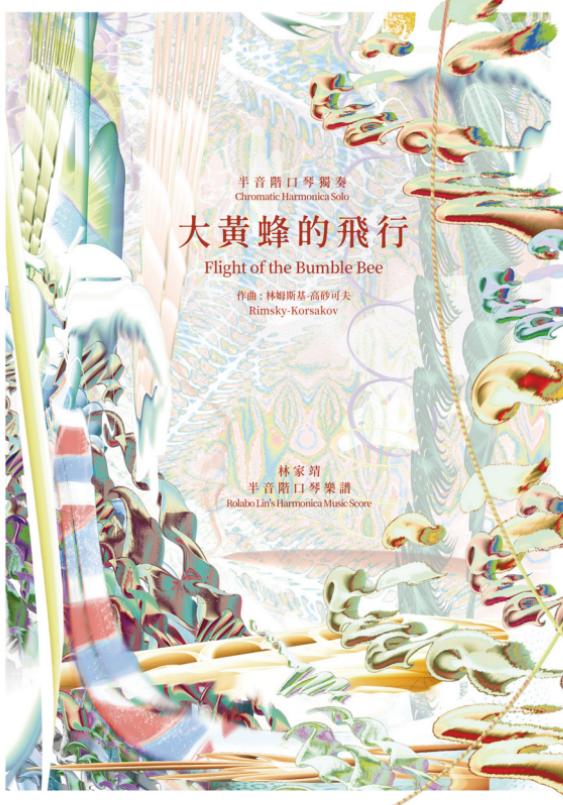
HARMONICA OF RUSSIA

Visual Design





The design is inspired by three elements: Russian snow, an Orthodox church, and the sound of a harmonica. The main area of the painting represents the Russian snow, with geometric shapes and solid color blocks depicting the Orthodox church, and layers of colorful objects symbolizing the richness of the harmonica's tones.





HEALTHY POINT

Visual Design
IP Design

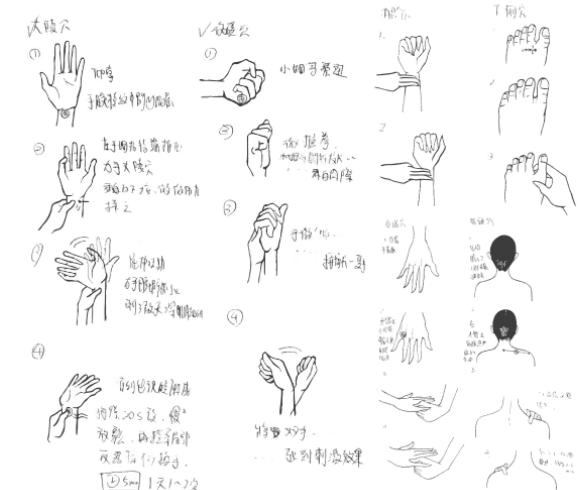
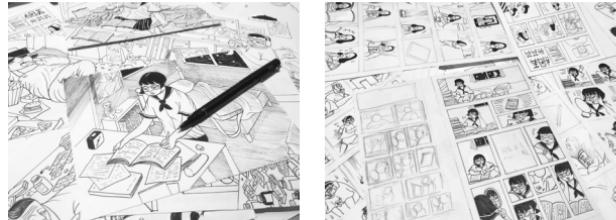


Nowadays, people live comfortably and conveniently in modern life. However, it's also easy to develop bad habits. I aim to systematize a set of Chinese acupressure massage techniques to deal with body discomfort caused by bad habits.



I have designed six common characters as protagonists: a child, a student, an otaku, a KOL, an elderly, and an office worker. Using their character stories in a comic book form, I highlight common “civilizational diseases” in modern society and propose methods to relieve discomfort through massaging specific acu-points on the body.

The design format adopts traditional Chinese book formats, such as fold-out books and newspapers, and the characters are drawn in the style of ancient Eastern paintings to reflect the traditional Chinese medical techniques of acupressure.

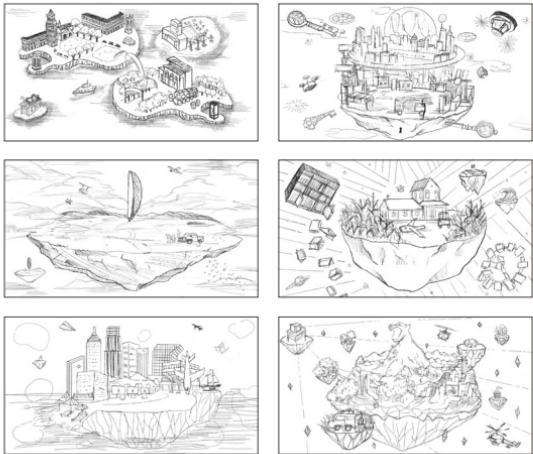




PROJ : BAS CALENDAR ISLE OF 2022

Visual Design
IP Design





This calendar is designed to transport people to unfamiliar and distant destinations. Each month showcases a meticulously designed island that seamlessly blends iconic elements from movies with corresponding scenery. These islands are categorized into four types, reflecting the four seasons symbolizing the universe, the sky, the sea, and the earth.

The primary hues of green, yellow, red, and blue symbolize the changing seasons. The specific colors for each month are thoughtfully selected based on the movie's aesthetics and are printed using the riso technique.

WEDDING PASTRY GIFT BOX

Package Design





Peach Blossom (love)



Coin (proposal)



Brick (marriage)



Gourd (children)

The wedding cake packaging gift box illustrates the journey from falling in love to starting a family through symbols and illustrations. The design forms a cohesive image, offering abundant blessings to the newlyweds.

The marriage process is divided into four stages: dating, proposal, marriage, and having children. Each stage is represented by a symbol—peach blossom, circle, house, and gourd—which are extended into patterns. These patterns, along with illustrations, adorn the wedding cake box design.



PORTFOLIO

2018-2121

Visual Design
Book Design





SHULAI BAO

Red Envelope Design





Mouse



Coin



Plum blossom

Inspired by traditional performance, singing and counting brought wealth. The red envelopes are printed with twenty rats to symbolize 2020, paired with plum blossoms for the Spring Festival and money symbols for prosperity.

Using the symbols of a mouse, a coin, and a plum blossom, a text image of "Shu Lai Bao" is created. The red envelopes are printed in riso style on owl paper in various colors, and the structure is hand-cut and processed.



ILLUSTRATION DESIGN POSTERS

Visual Design





ANOTHER WORLD

Photobook

Digital Image Creation

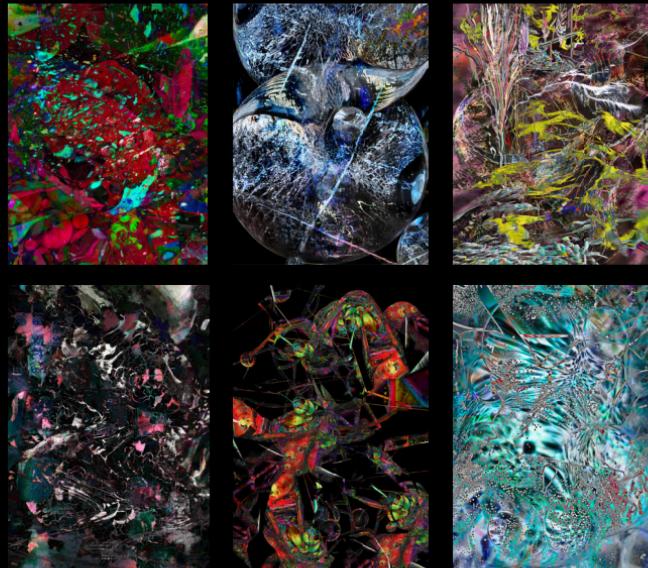
Visual Jockey

ANOTHER WORLD

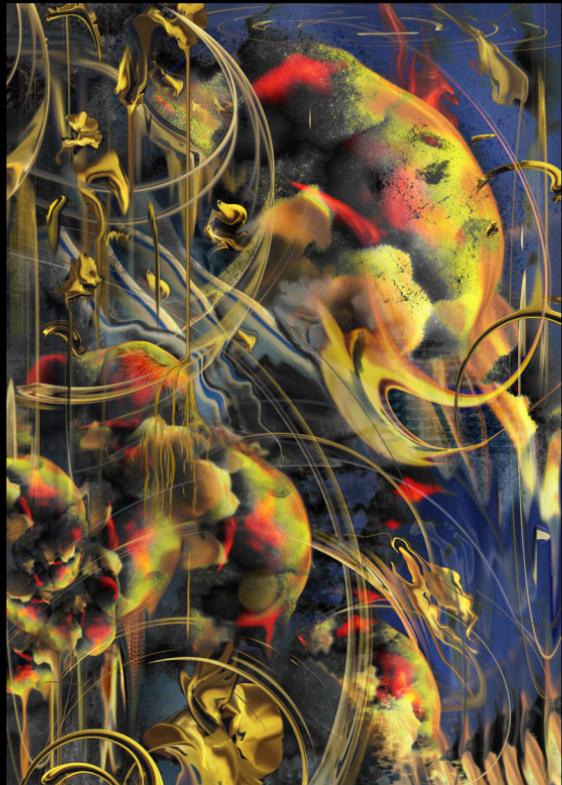
LIU YU

MOTIVATION

Throughout history, nature has always been a source of inspiration for artists. For the past three years, I have integrated natural images, including leaf veins, fish scales, and soil, into my digital art works.



Digital Works Crafted from Natural Elements



MOTIVATION



Besides graphic works, I have also attempted to integrate these images into new media materials. In 2021, I got a chance to be a Visual Jockey, so I transformed these graphic images into animations and combined them with live music to perform visual effects.

CONCEPT

I have always drawn these images with my intuition which has sparked my curiosity about the meaning of my works. With the advancement and widespread use of AI tools, I decided to use artificial intelligence to identify and define my works.

I use Photoshop's artificial intelligence to recognize my works, ending up with a series of natural landscape photos. These aren't actual nature pictures but the AI's interpretation of my creations. I've compiled these artificial images into a photobook to showcase the worldview of my artworks.





《Another World》
Tracing Paper, 2023



MUSIC IMAGE POSTER

Poster Design

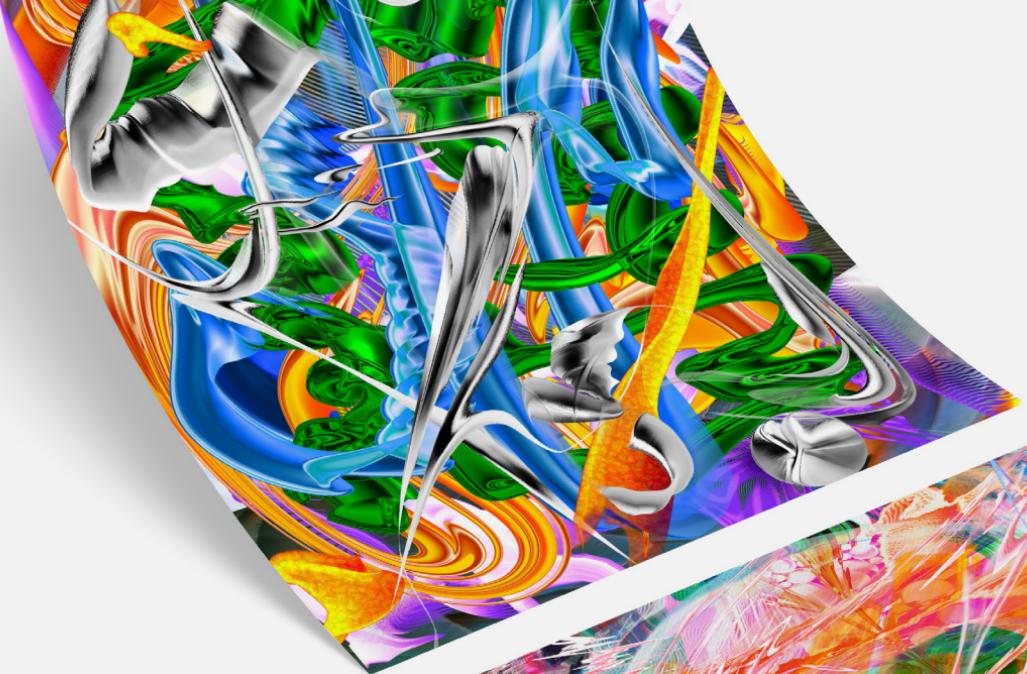


CONCEPT



① Auditory intuition translated into bodily movements. ② Hand movements intuitively generate visual output.

Human senses are vital in channeling creative energy, transforming the vibrancy of art into tangible expressions. My work translates music's essence into abstract visuals, aiming to encapsulate its spirit. Through intuitive sketching, I create shapes that mirror music's rhythm and melody, merging auditory experiences with visual creativity for a cohesive and immersive fusion of sound and sight.



CHEMICAL IMAGING

Visual Experiment

This is a visual experimental creation, utilizing various chemical reagents and their interactions with different substances, with the chemical reaction process captured on video.



- ① Exploring the changes in materials caused by the additive interactions of chemical agents.
- ② The fusion of substances during the process of deconstruction resulting in new materials.





A photograph of two women standing in a dry, hilly landscape. Both are wearing white blouses and black, flowing, translucent skirts. The woman on the left has long dark hair and is looking back over her shoulder. The woman on the right has short dark hair and is looking directly at the camera.

VULNERABILITY

PATTERN DESIGN

The clothing theme aims to express feminine power, softness, fragility, and strength, illustrating how overcoming various setbacks can make us grow stronger.



Bones are symbolic of both resilience and vulnerability, thus the overall clothing design prominently features bone patterns as its main motif. Drawing inspiration from x-rays of the designer's grandmother, these patterns are created with organic textures, symmetrical shapes, and continuous squares as the foundation, resulting in three unique print designs applied to the clothing.

