

Photography Portfolio

Honor Guard | Product Promotion | Visual Expression

“Photography is not only a medium of memory, but also a form of storytelling.”

Zhang Tingwei

Honor Guard

Description:

Covered university ceremonies and team activities through photography and video. Participated in producing the official Honour Guard promotional video as lead actor, narrator, and co-scriptwriter.

Watch the video:

<https://mp.weixin.qq.com/s/kSFD5vOKBOM4Q3BsJbToVg>

Outcome:

Featured on Jinan University's official social media with strong engagement.

Skills:

Photography, videography, narration, scriptwriting, teamwork



Product Promotion



Title: *Mooncake and the Jade Rabbit*

Description:

This product photo was taken for a bakery's Mid-Autumn Festival promotion. The sliced egg yolk pastry is placed on a blue ceramic plate, with the golden yolk symbolizing the full moon. A rabbit figure sits beside it, referencing the traditional folklore of the Jade Rabbit on the Moon. The composition integrates festive symbolism with product aesthetics, creating an emotionally resonant image that was used in marketing materials and contributed to increased customer engagement and sales.



Title: *Harmony in Violet*

Description:

This floral product shot was created for a local flower shop, featuring purple Delphinium ("Xiao Feiyan") arranged in a blue-to-purple gradient glass vase. The lighting was carefully positioned to enhance the delicate textures of the petals and the translucent sheen of the vase. The composition emphasizes cool color harmony and elegant minimalism, serving both as a branding asset and a promotional image for seasonal marketing campaigns.



Title: *The Midnight King*

Description:

This night-time photo captures a beloved orange tabby cat known to roam the dormitory area. Shot with a long exposure, the image reveals a subtle glow surrounding the cat and dorm lights in the background, creating a serene and poetic atmosphere. The photo was later selected by the university's Stray Cat Association to produce postcards for charity and awareness campaigns—demonstrating how photography can contribute to community engagement and animal welfare.

Creative Work

Title: *Bee and Sunflower in the Afternoon Light*

Description:

Captured in the late afternoon on campus, this photo freezes the fleeting moment of a bee approaching a sunflower. The composition highlights natural symmetry, and the warm lighting enhances the vitality of the scene. It reflects my interest in observing and documenting small yet beautiful moments in daily life.



Thank You for Viewing!