

THO GIANG

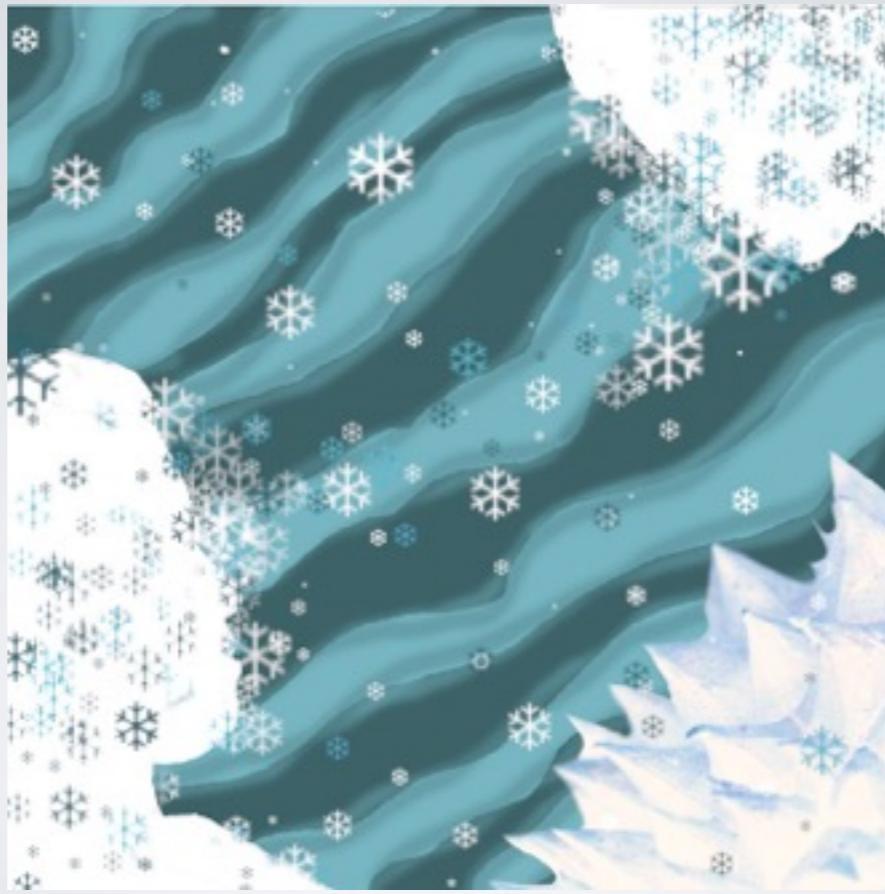
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Portfolio



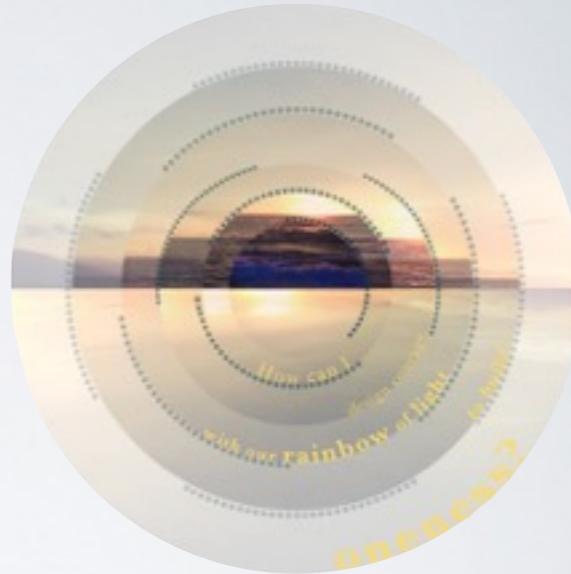
Visual imaging, Content map Building awareness

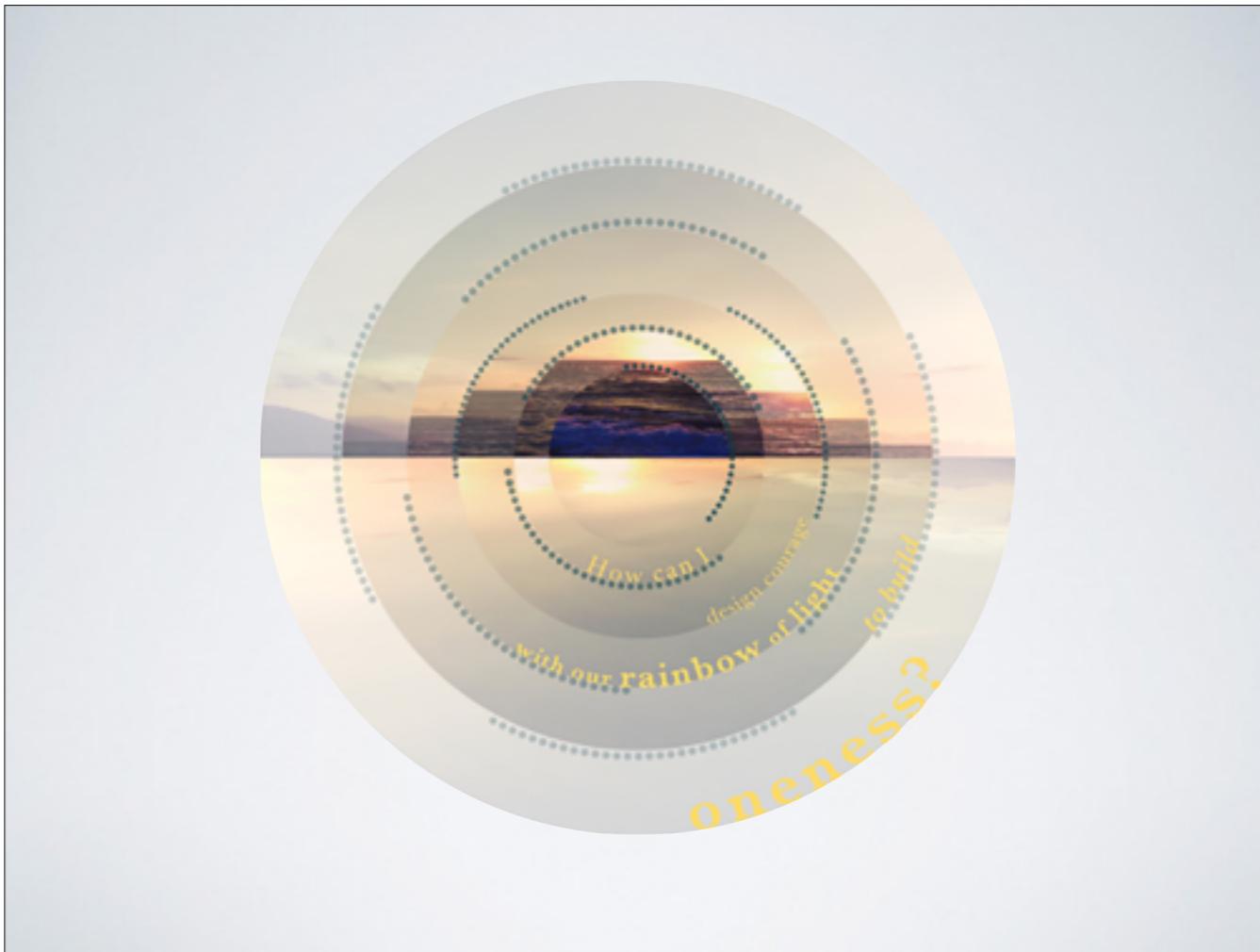
This assignment is to design a visualization by interviewing my classmate. I asked many questions about her interests, passions, and inspirations. Her answers guided me to easily apply her personality into the poster design and content map. I learned how to cooperate with a partner so I could explore more about her character. I learned how to transform a person's characteristics to visualize the creation of a person's content map.



Discovering the relationship between design and human experiences

I used photography to design oneness; this flowed well with the calendar and my callings. I learned to understand the concept of development and why finding the right techniques are really important through the process. I learned by using my ideas to make visualized aspects of my self, I am able to arrange sentences and make them flow nicely.





Dimensional outdoor sign assignment

This is one of my three dimensional outdoor designs. I was able to assemble my 3D model into the real world. I placed two opening paths so the audiences could choose their own direction. I wanted to use icons to attract more people's attention. I learned so much about how to measure the length, width, and depth from top to bottom to match with the levels of the audiences. My goal is to use colors, shapes, and icons at interesting angles to attract more audiences.





Brochure Assignment

Brochure design required me to do more research about a subject in order to collect the content and put it in my brochure. I used different folding patterns such as a small fold within bigger folds. It is a more unique way to hide the information inside and keep the reader curious. I sketched a lot of thumbnails and explored how to integrate the content into the brochure. I also used a diagram of statistics to clearly understand the arrangement of my brochure.

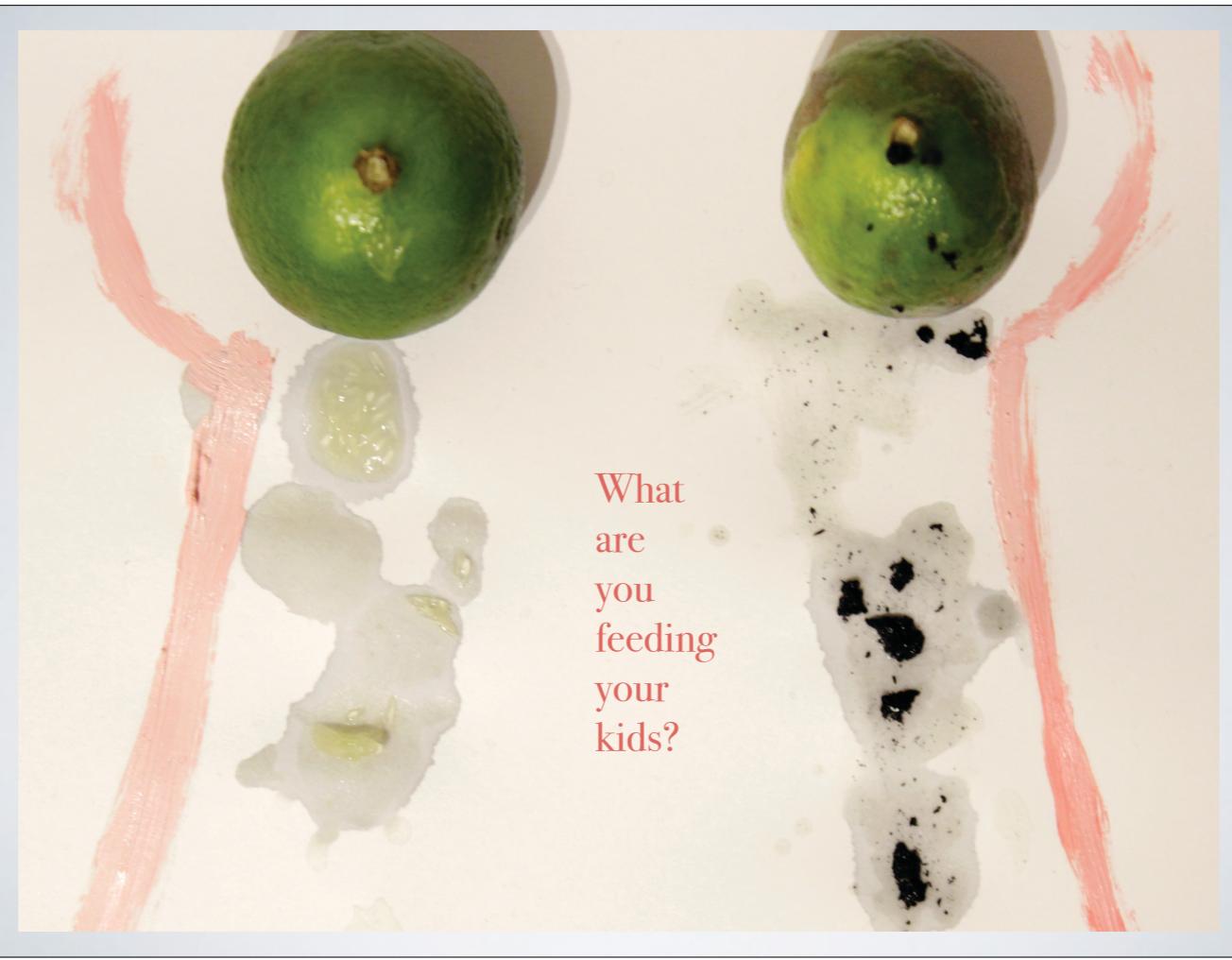




Poster



This poster is talking about what are parents feeding their children. I used the lemon to represent a woman's chest. One side is a healthy chest, and the other side is filled with toxic foods. I think this is more creative to visualize the types of food we feed and to show how processed foods which used chemicals would look like in your body. I thrive to find ways to strongly visualize these images as a goal.



What
are
you
feeding
your
kids?



Media Kit

The purpose of this project was to design a media kit while working at the Spartan Daily newspaper at SJSU. It provides information to our future customers about how much it costs to run an advertisement in the newspaper and magazines. The media kit also informed our customers about the demographics of our readers so they could target the right products or services they wanted to advertise.

The image is a digital media kit for the Spartan Daily newspaper, spanning two years from 2015 to 2016. The layout is divided into several sections: 1. **Header:** Features the title 'Spartan Daily Media Kit' in large, bold letters, flanked by the years '2015' and '2016'. It also includes the San Jose State University seal and a photo of a student. 2. **Introduction:** A brief overview of the paper's mission and history. 3. **About SJSU:** Information about the university, including its founding in 1857 and its location in San Jose, California. 4. **Spartan Daily:** A sample issue of the newspaper with various articles and photos. 5. **Student Demographics:** A pie chart showing student gender distribution (46% female, 54% male) and a bar chart showing ethnicity (White, Black, Asian, Hispanic). 6. **Most Spartan Daily:** A group photo of students holding certificates. 7. **Advertising & Subscriptions:** Information on advertising rates and subscription options. 8. **Classifications:** A section detailing the university's classification as a doctoral research institution. 9. **Highlighting Items:** A list of recent news items. 10. **Recent Awards & Recognition:** A list of awards received by the newspaper. 11. **Footer:** Includes the San Jose State University seal, contact information for the Spartan Daily, and page numbers 3-4, 15-16.



Wedding Cake Menu

I designed this menu at the request of Kee Wah Bakery. They wanted to update their menu design because it was outdated and didn't show off the design of cakes too well. As part of the update, I visited the bakery and took numerous photos of their cakes. I then revised their menu by updating the text, layout, and utilized the photos as part of the background. I presented various design options that the management ended up choosing.



FIN

Thank You