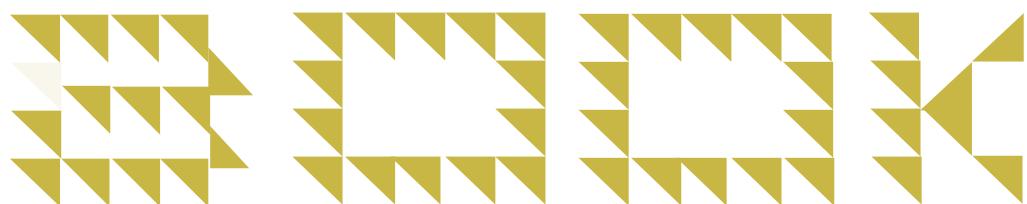




Portfolio



BA Senior Project 4 | Process Notebook

Contents

Project Building awareness

- . notes, thumbnails, concepts.
- . final design
- . analysis

4-11

Project Discovering the relationship between design and human experience

- . notes, thumbnails, concepts,
- . final design
- . analysis

12-19

Resume and Business Card

28-29



Project

Leveraging life intentions
into organizational
intentions

- . notes, thumbnails,
concepts,
- . final design
- . analysis

20-27

Gallery Exhibit

32-35

Class Intentions

30-31



Visual imaging

create a visualization of another student in your class. collect information (see questions below) about him/her in order to interpret and transform the research into a compelling visual to communicate the unique personality and character of that student.

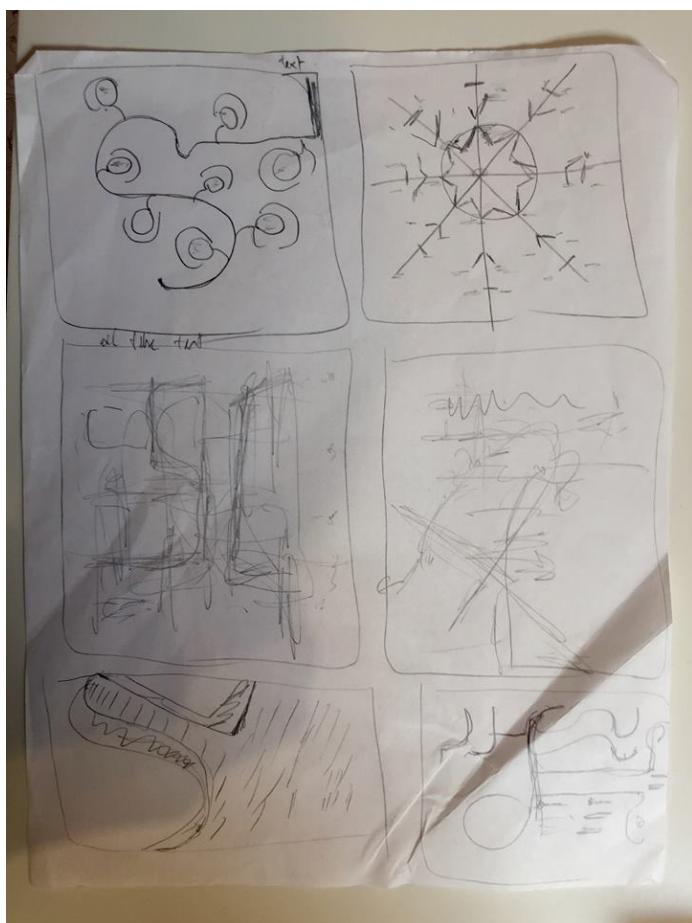
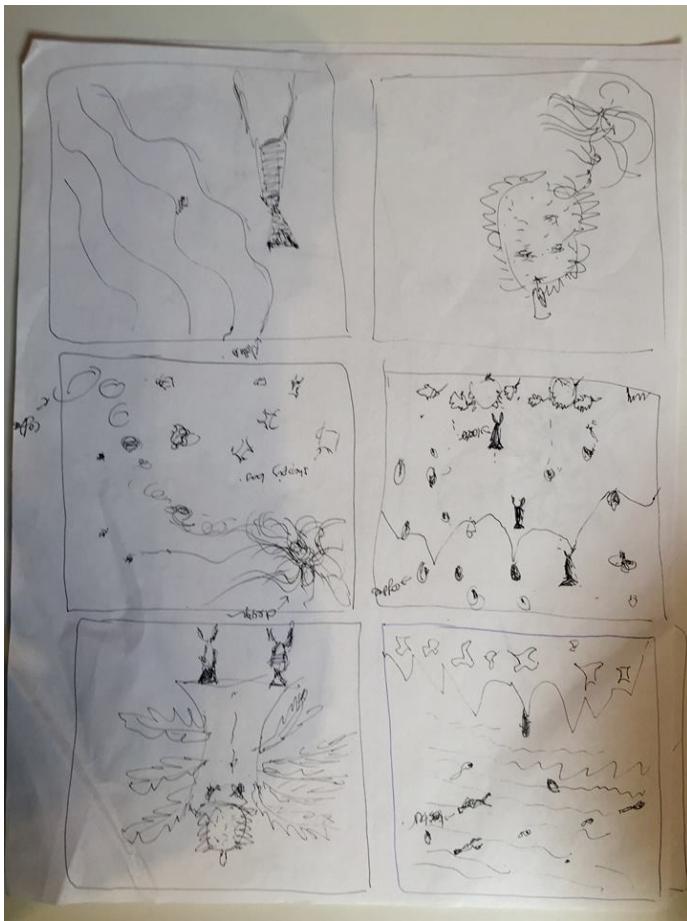
.Turn the collected research into a content map (information design).

Brief

emphasis will be placed upon original concept development and the exploration of diverse processes, techniques and methods. you will be expected to experiment and explore, thereby expanding on your visualizing skills.

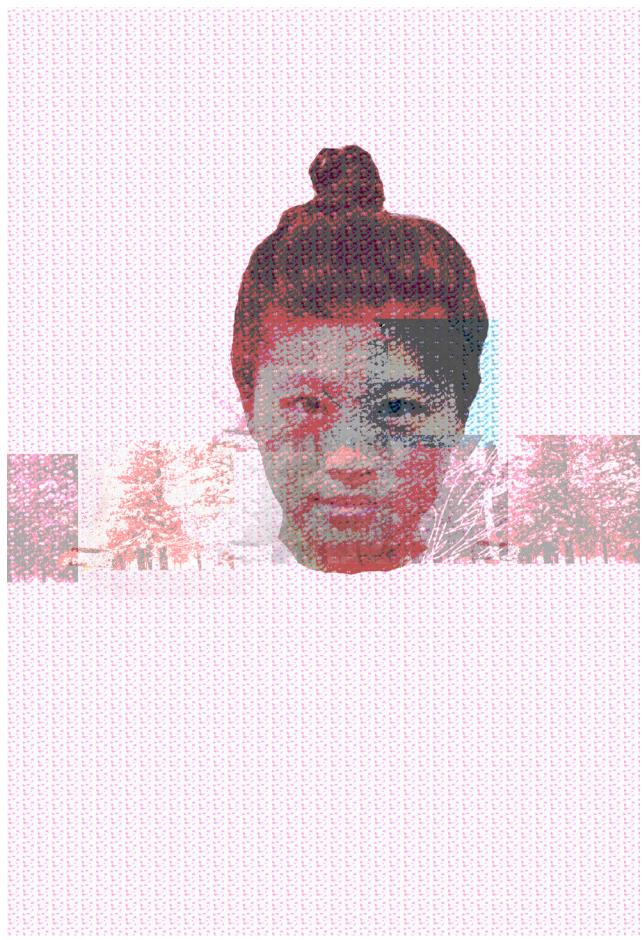
Questions to be answered

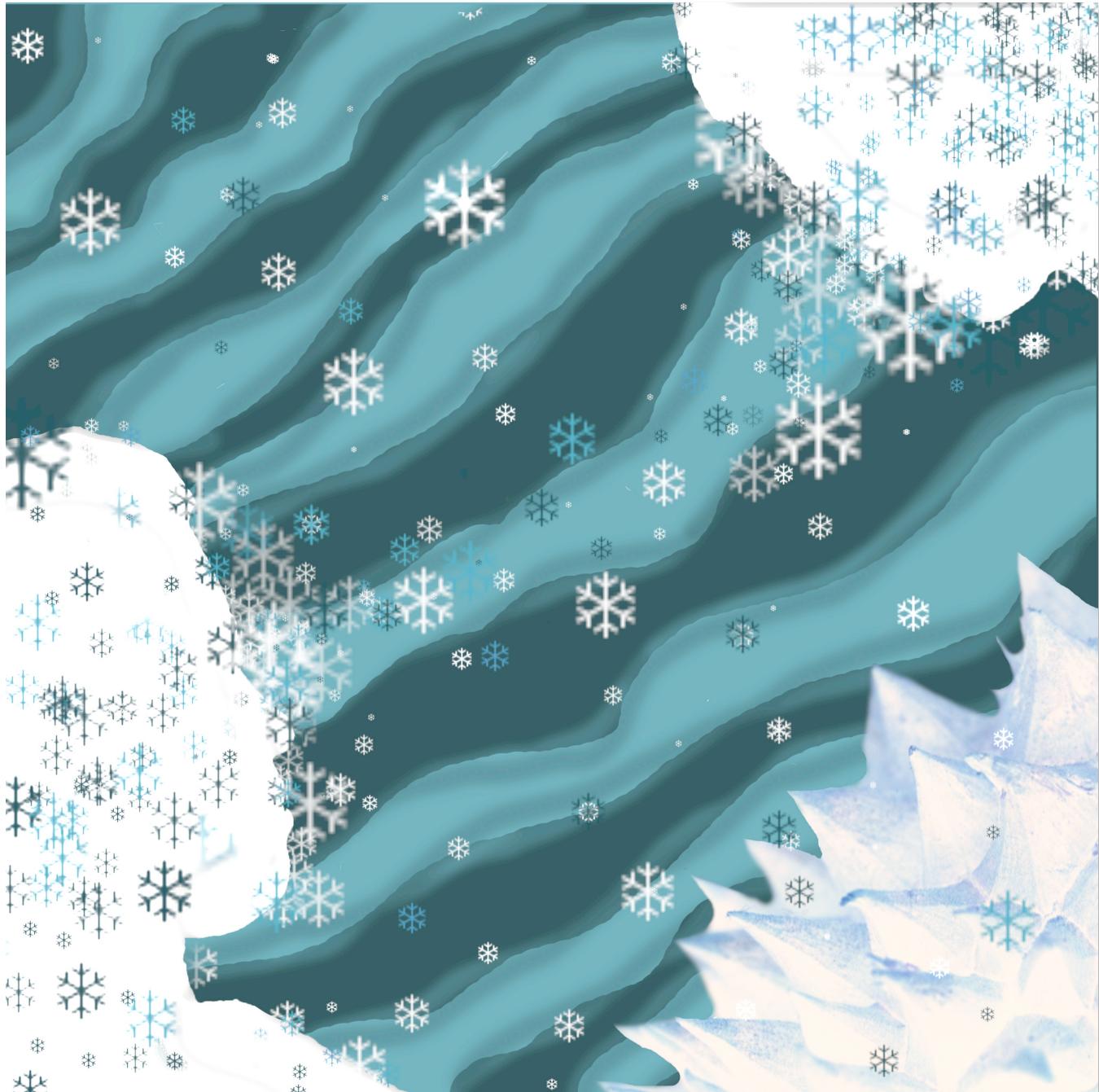
1. What is your creative source?
2. What are you designing?
3. How are you evolving our world?
4. What is your unique gift/offering?
5. Who deeply inspires you and why?
6. What causes are important to you?
7. What are you committed to?
8. What makes you feel connected with the world?
9. What motivates you?
10. What are you passionate about?
11. What makes you feel creative?
12. What was the most recent political/social/environmental event that really inspired you?
13. What was the most recent political/social/environmental event that really upset you?



Project 1 | Notes, thumbnails, concepts









Analysis

What I went well:

This interview process helped me understand more about my classmate's, Si hui, personality. I tried to ask more questions about her interests, passions, and inspirations, which guided me easily to apply her answers into my poster design and content map.

What would I like to change:

I learned how to cooperate with a partner so that I could explore more about her character. I learned how to transform a person's information to visualize a person for the creation of a content map.

What did I learn :

I would change the content map in a more creative way. I would make the visual image background lighter.

Project

Title

Discovering the relationship between design and human experience

Problem statement

creative work reaches deep into our intuitive and unconscious minds, into our hearts and feelings.

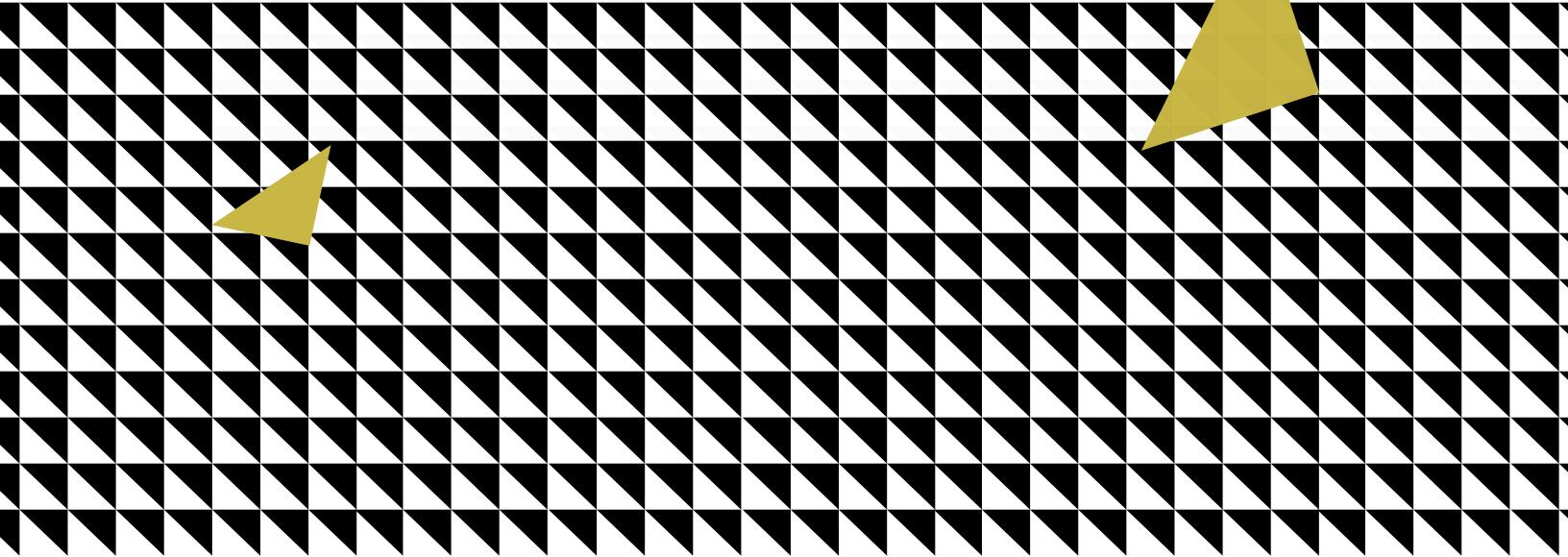
the sea change design process helped to define your calling.

now you will examine the ways in which this abstract idea can be interpreted and represented in visual form, offering clarity, embedded meaning and understanding to the viewer. stay away from literal translation and use metaphors and story telling for your design. emphasis will be placed upon original concept development and the exploration of diverse processes, techniques and methods. you will be expected to experiment and explore, thereby expanding on your visualizing skills.

Goal

visualize highly abstract ideas that source from your growing awareness of the deeper aspects of yourself, by exploring design elements, typography and diverse processes.





Deliverable

DESIGN A POSTER CALENDAR FOR
THE YEAR 2015

visualize your calling and its embedded meaning, in your own personal voice by exploring diverse processes and techniques:

eg drawing, photography, xerography, abstraction, typography, collage, textures, sculpture, different types of materials: paper, fabric, vellum, cardboard, metal, wood, foil...

size: 22"x28" min. final size

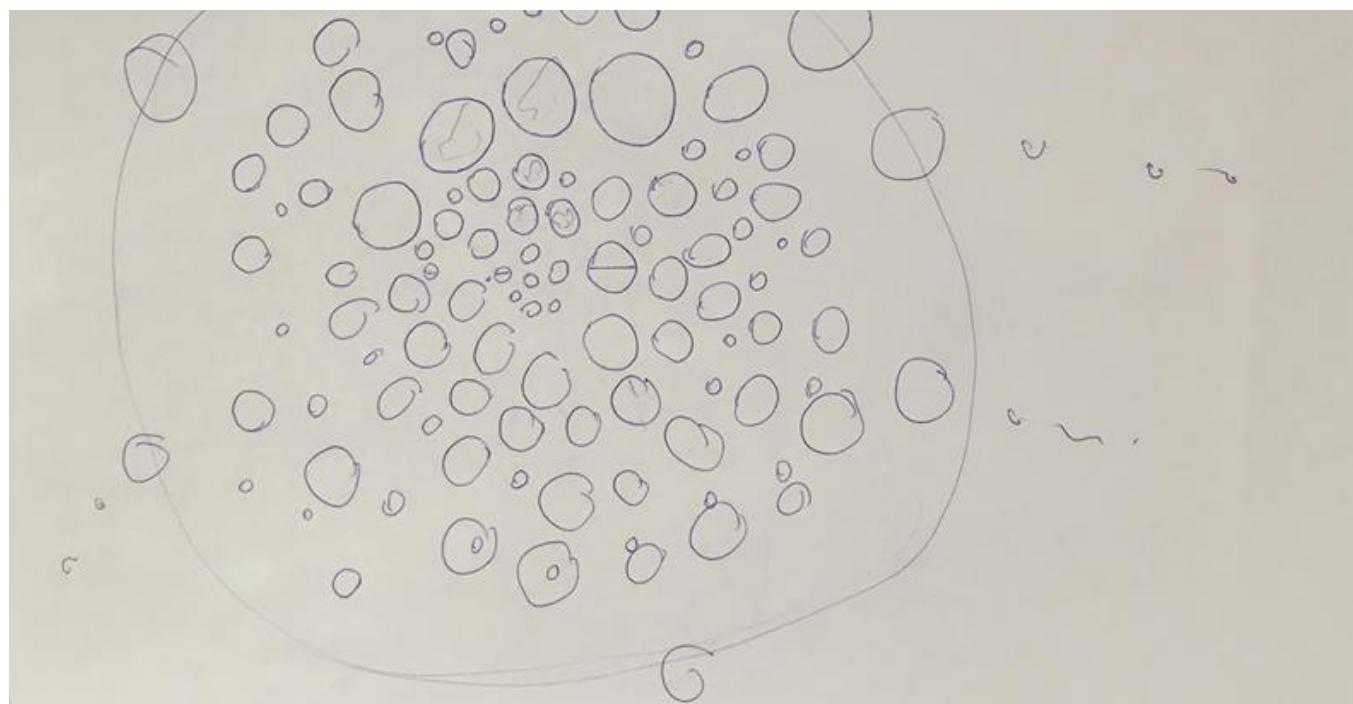
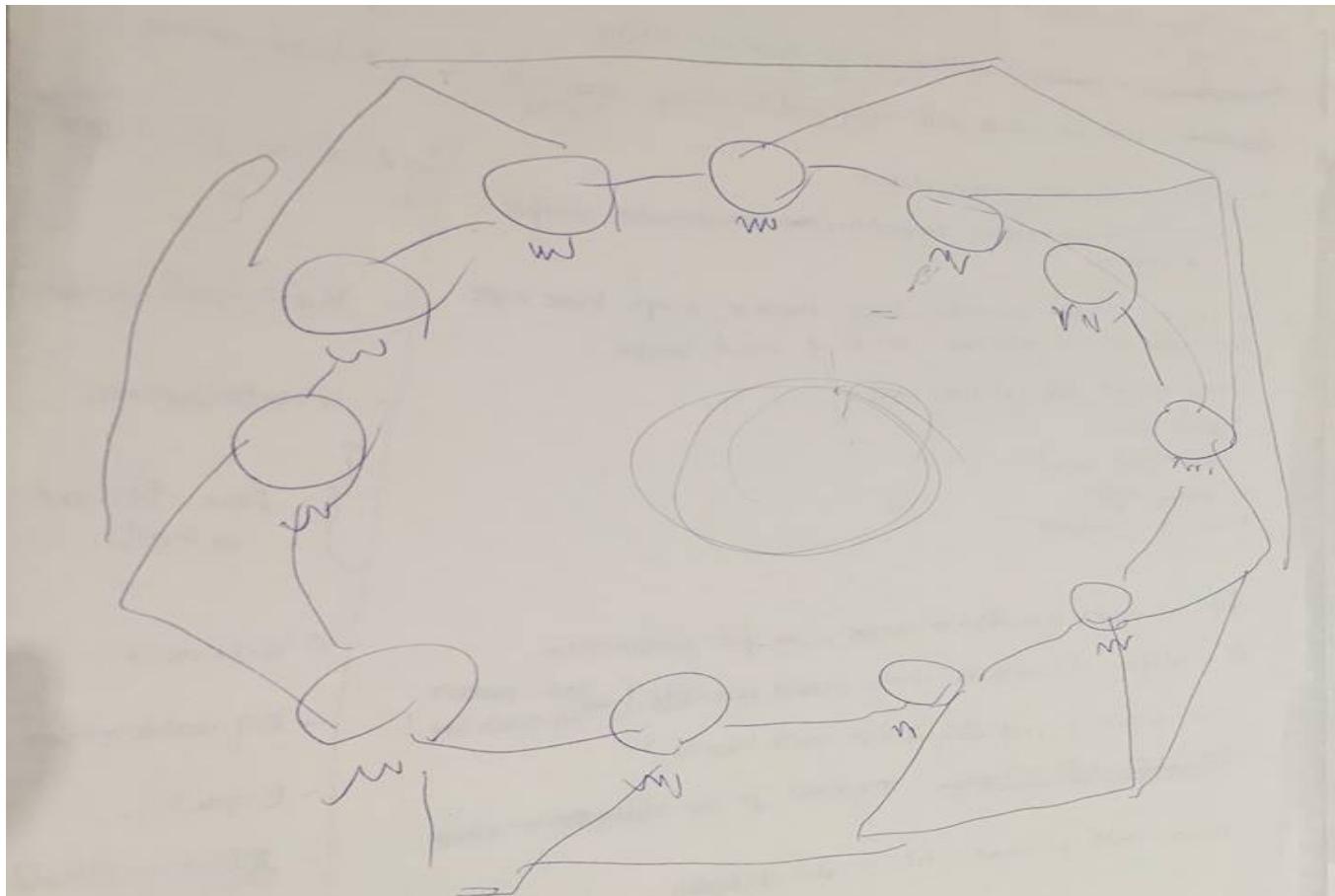
color: 4cp

content:

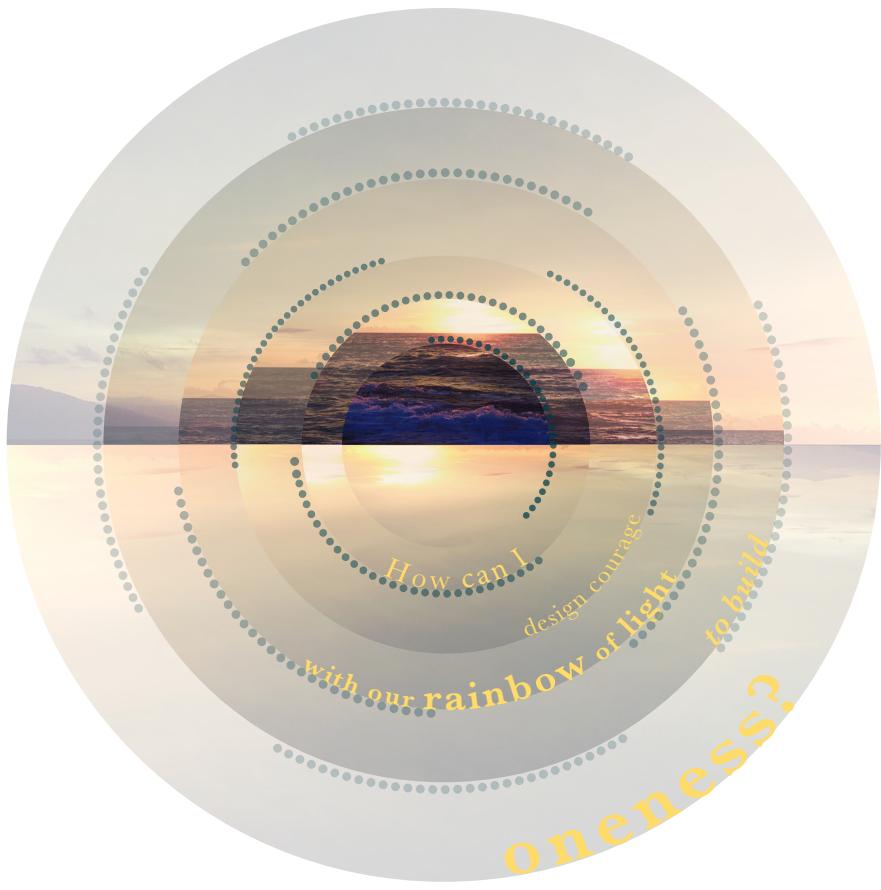
. main level of information:
your calling (you can add your embedded meaning as secondary level info)

. secondary level of information:
2015 , all 12 months of the year (keep it to less than 1/4 of the format)

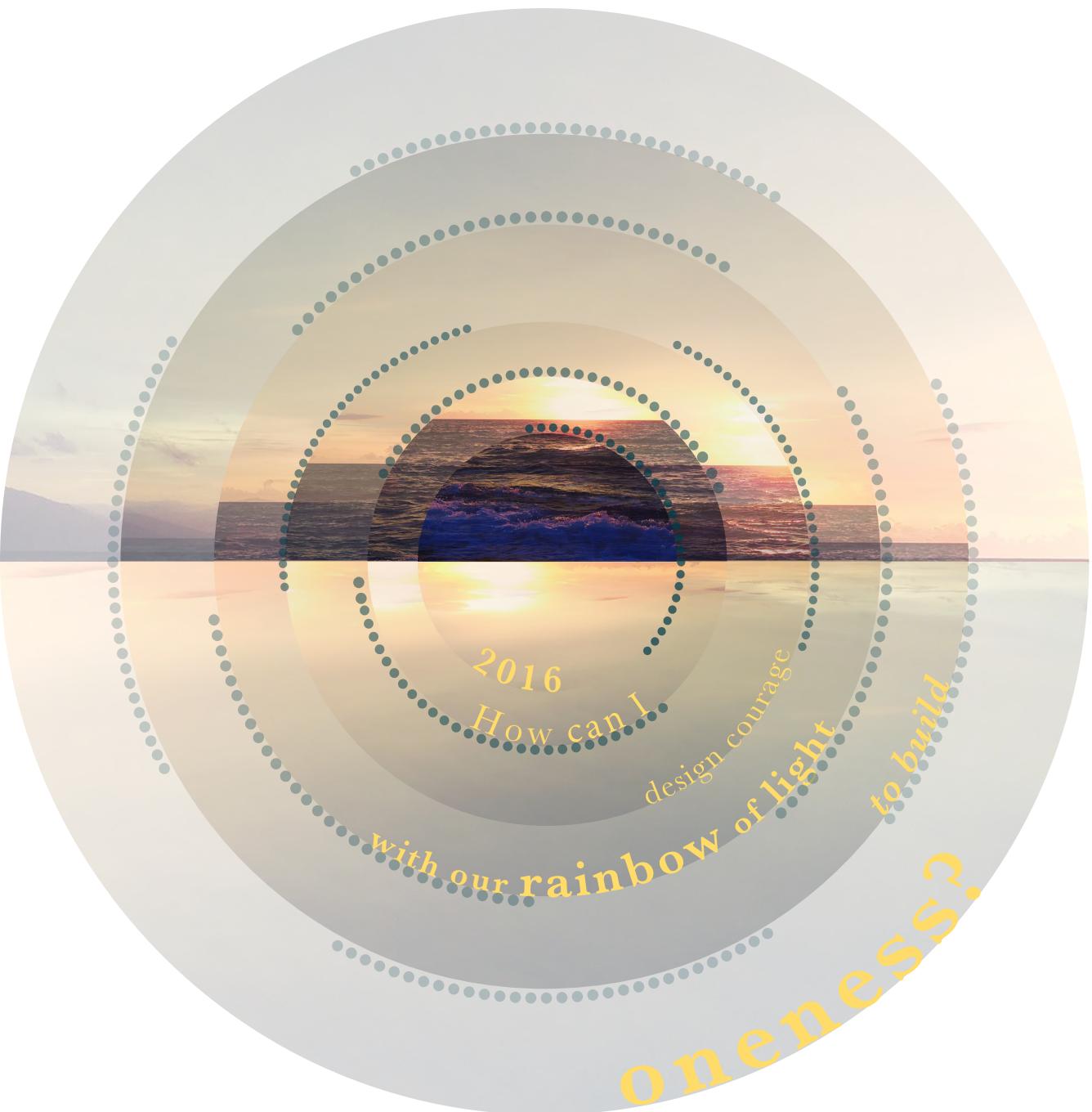
Project 2 | Notes, thumbnails, concepts







Project 2 | Final design



2016
How can I
design courage
with our rainbow of light
to build
oneness?

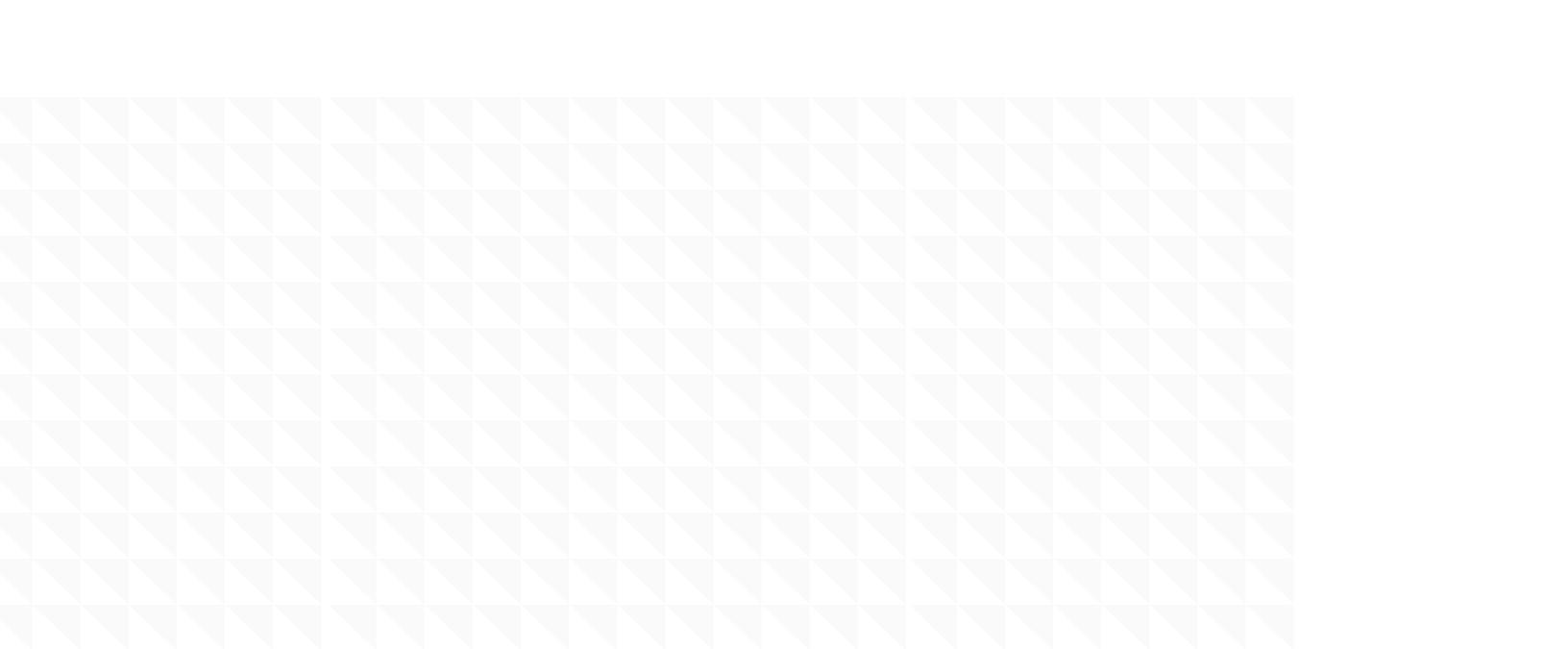
Analysis

What went well:

I used photography to design oneness; this flowed well with the calendar and my callings.

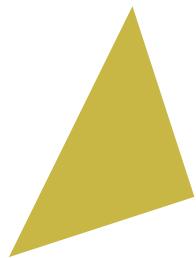
What would I like to change:

I learned to understand the concept of development and that finding the right technique is really important through the process. I learned that by using my ideas to make visualized aspects of self, I am able to arrange sentences and make them flow nicely.



What did I learn:

What would I like to change: I would change my colors to create better focus on the rainbow.



Problem statement

Entrepreneurship and branding—PURPOSE, IDENTITY, WEB APPEARANCE & ARTIFACT



goal

you will be organized into 4 groups of 4/5 students with similar callings.

design an intention and purpose for a meaningful, fictitious non-profit organization that engages in the field of water:
water and climate change
water and gender equality
water and religion
water and art
water and culture
water and peace
water, trees and people

use the following resources:

www.onewater.org
www.treeswaterpeople.org
waterandspirituality.org
www.amnh.org
worldtoiletday.org
www.unwater.org
www.undp.org
wallacejnichols.org
www.stwr.org

deliverable

your group will design

- . the name
- . the visual identity
- . the online appearance
- . one concrete artifact of your organization (ad campaign, poster campaign, brochure, interactive experience, sculptures, a play, product)
- . your ripple story

1.) creative brief

2.) brandmark (see template)

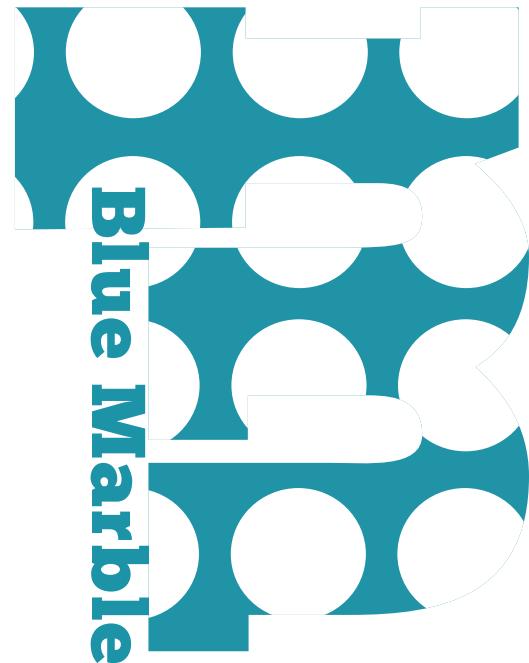
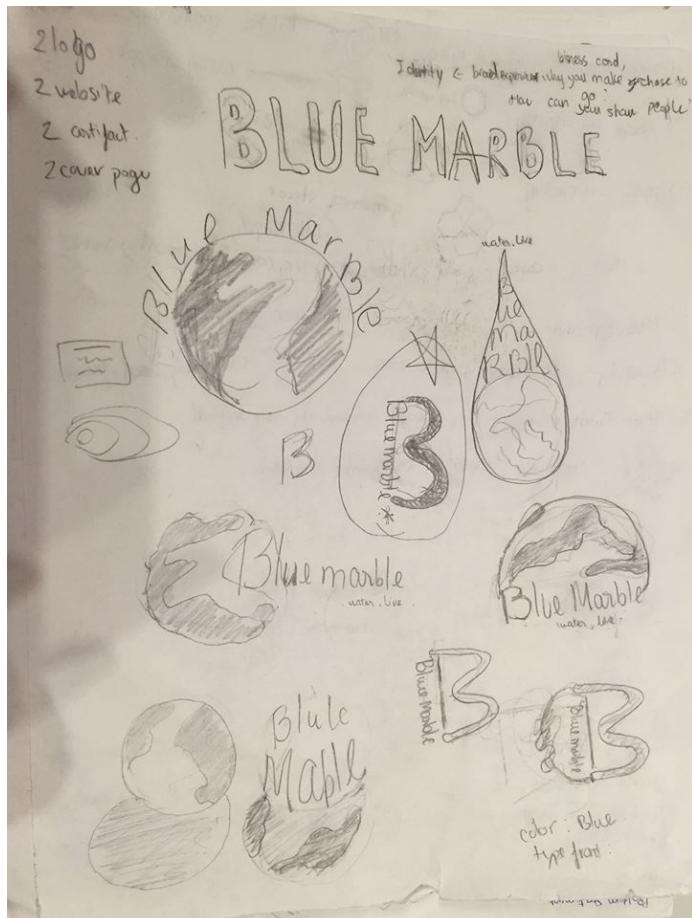
3.) area of isolation

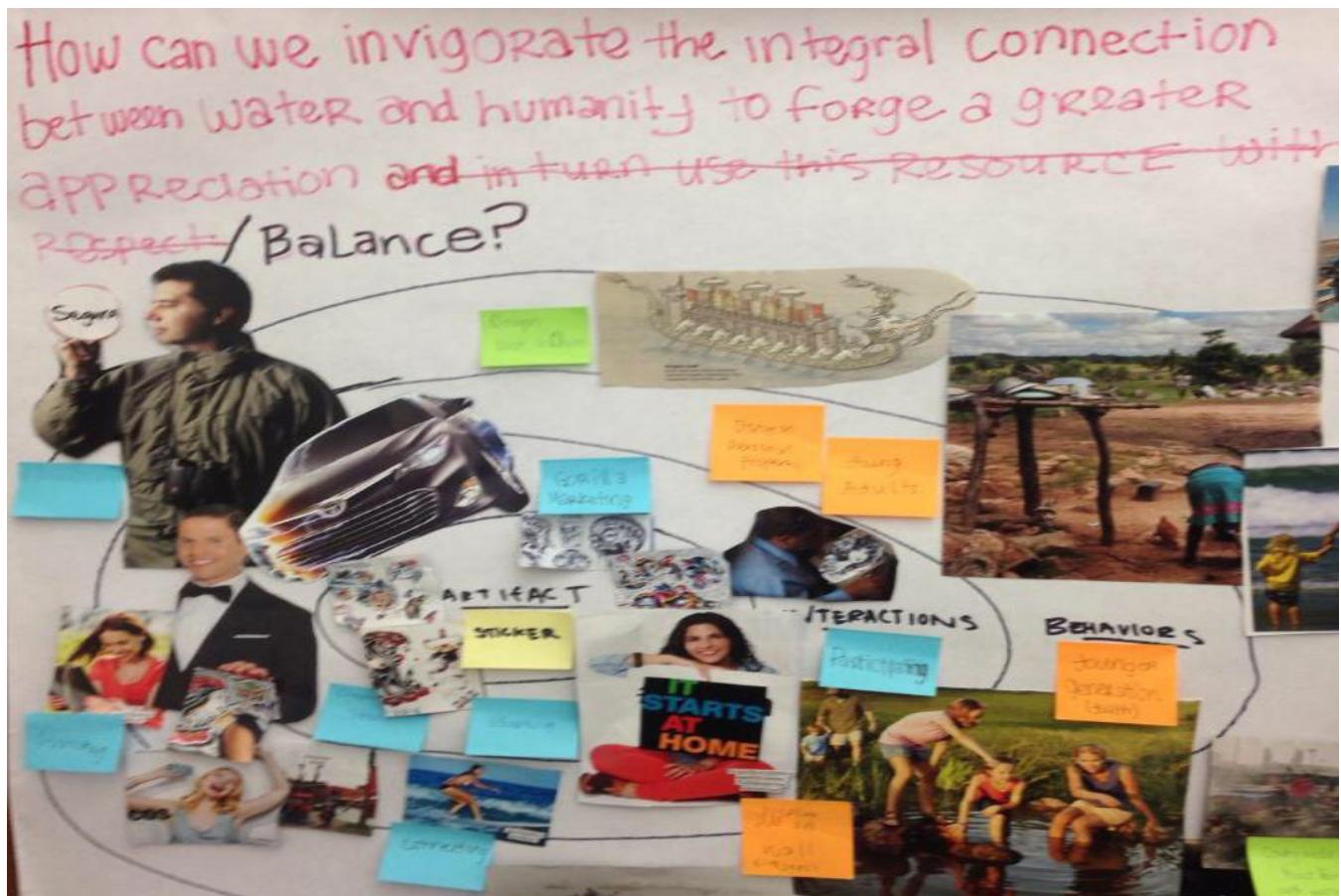
4.) homepage

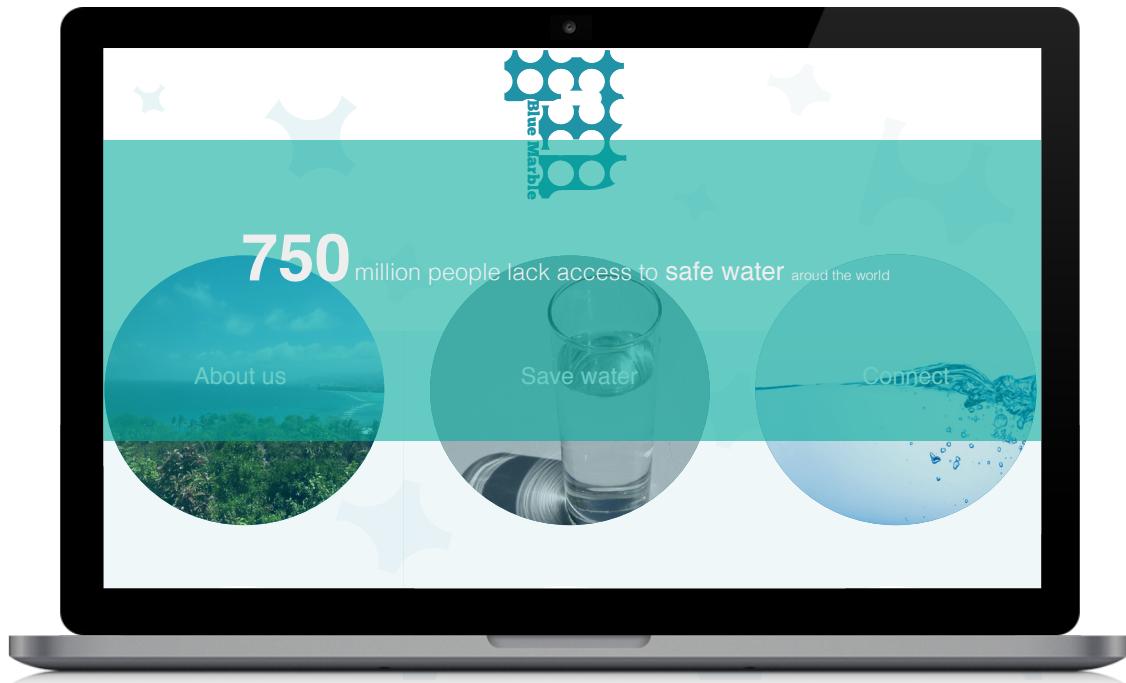
5.) artifact

6.) ripple story (see template)

Project 3 | Notes, thumbnails, concepts







Blue Marble

Blue Marble

BlueMRBL.org

HOME ABOUT US PROJECTS Connected DONATE

ABOUT | READ MORE | PROJECTS | READ MORE | DONATE | READ MORE | GET INVOLVED | READ MORE |

SUPPORT THE CHILDREN

The stickers motivate to share the values of appreciation and balance between humans and water. They offer quick distribution, which allows the message to spread effectively across cultural boundaries and medium.

With the re-shaping of our relationship to water a worldwide movement ignites and all of the world celebrate water as a living being, bringing balance and harmony to ourselves, nature and the living oceans.

READ MORE

Project 3 | Final design

BLUE marble

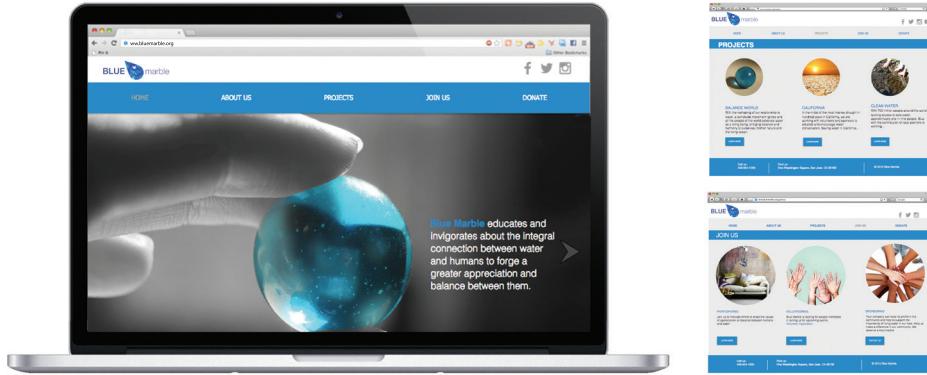


BLUE marble

Blue Marble

page 5 | Artifact

DSGN 197 | BA Senior Class | Project 3



Blue Marble

page 4 | Homepage

DSGN 197 | BA Senior Class | Project 3



Blanca Cruz
Can Nguyen
Lynn Nguyen
Rubith Huizar
Tho Giang

DSGD197 / Spring 2015

Analysis

What went well:

I believe the logo of the water drop is the most successful, because it is simple and easy, allowing viewers understand and recognize. I believe the name, artifact, ripple story, and website's color are very consistent. .



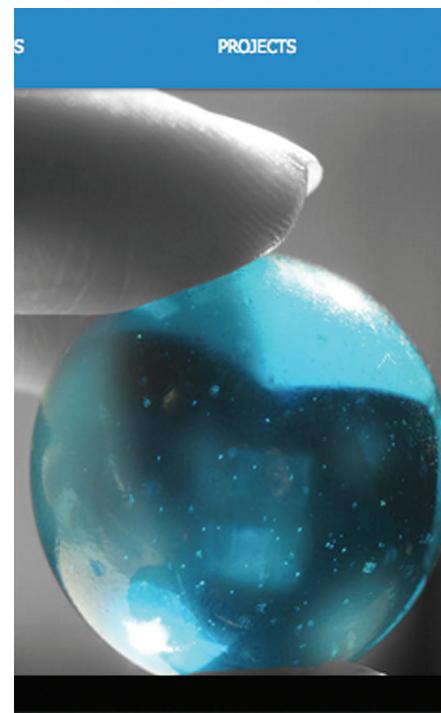
What did I learn:

I learned more about the global issue of water, and we should be more aware. Working as a group within a project is very challenging, because we have to listen, and try to understand your group mate's ideas. The major effect was to understand each person in your group and listen to the weaknesses and strengths, then find the best solution to put in one design.

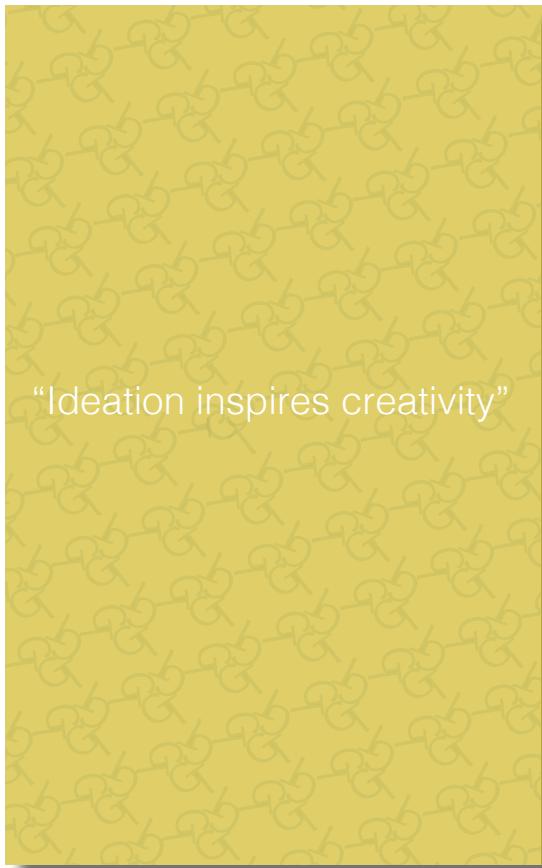


What i would like to change:

I would like the artifact placed on the big buildings. I think it would stand out more for audiences.



Business card and Resume



Tho Giang
Graphic Design

tho.giang12@yahoo.com
www.thogiang.com
mobile : 408-775-4599

G

Tho Giang
1(408)-775-4599
1637 Snell Ave SPC 165
San Jose, CA 95136
Tho.giang12@yahoo.com

Spartan Daily Newspaper – San Jose State University (Spartandaily.com)
Assistant Creative Director June, 2014-present
Create classifieds advertisements and newspaper mastheads for the daily newspaper
by Using Adobe Photoshop, Illustrator, and In Design
Managed online advertising.

Keewah Bakery -10370 S De Anza Blvd, Cupertino, CA 95014
Cashier December,2012-Freburary,2015
Using my communication skills to provide excellent customer services.

Production Editor - January 2014- June 2014
Communicated with editors and reporters about how to layout their stories.
Created the main news pages of the daily newspaper on tight deadlines.
Cutting or editing copy to fit to fit on the page.
Fixed the spelling or grammar errors.

2015 California College Media Awards
Third Place
Best Newspaper
The Spartan Daily Staff
San Jose State University

Experiences

Awards

Education

Bachelor of Art Concentrate
Design Studies in
2013-2015

Skills

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom

Language

English (intermediate, reading and writing)
Chinese –Cantonese and Mandarin (fluent
reading and writing)
Vietnamese- (fluent reading and writing)

Class Intention

- Cariaso, Abigail**
How can I design intentions with other activists to share vision and awaken purpose for all beings for all time?
abegail.cariaso@gmail.com
- Castaneda, Jaime**
How can I design reciprocity with my community to facilitate acceptance and right action?
castaneda.jaime7@yahoo.com
- Cruz, Blanca**
How can I share my light with my community so we all honor life?
cruz_ablanca@yahoo.com
- Dennin, Anthony**
How do I inspire personal power with my peers so we have faith in our intuition?
anthonydennin1989@hotmail.com
- Diaz, Alex**
How can I take meaningful action with other creative so we all evolve from our dreams?
alexsk8_26@yahoo.com
- Felix, Luis**
How can I embrace change with designers so we can express creativity in the world?
ii_prevail@yahoo.com
- Giang, Tho**
How can I design courage with our rainbow of light to build oneness?
tho.giang12@yahoo.com
- Hawker, Angela**
How can I design connections of empowerment with humanity so we nurture a world of kindness and confidence?
anghawker@gmail.com
- Huizar, Rubith**
How can I design dreams with new generations to empower our sense of discovery, dignity and love?
rumagd_20@hotmail.com
- Hymans, Bryce**
How can I nurture awareness of opportunities with new generations so we can all express our potential for compassion and creativity?
brycehymans@gmail.com
- Jones, Aaron**
How do I design sanctuaries in my community to promote a peaceful, trusting and forgiving world?
ajones9122@yahoo.com
- Kleit, Elyse**
How do I design connections with our emotional selves so we can foster a world of peace and clarity?
elysekleit@yahoo.com
- Knop, Austin**
How do I engage humanity to express inner passion so we live in reciprocity with nature?
austink_226@yahoo.com
- Li, Sihui**
How can I engage with creative leaders to design self-confidence so we can all learn and love?
sihui2010@hotmail.com
- Nguyen, Can**
How can I co-lead inspirational change with creatives to presence our deeper meaning and purpose?
cpnguyen07@gmail.com
- Nguyen, Lynh**
How can I create beauty with humanity so we dream a world of wholeness into being?
lalanguyen@hotmail.com
- Pe Benito, Kayser**
How can I creatively connect humanity with the positive/flowing energy so we can live out of unity and peace?
kpebenito1991@gmail.com
- Rose, Rachel**
How can I empower self expression with women and girls to channel wholeness and well-being?
rachelvroseart@yahoo.com
- Sanchez, Edgar**
How can I connect passion and authentic action with the universe to live our lives like a piece of art?
edgar.sanchez9215@gmail.com

**Schiro, Julie**

How do I free unique learning abilities with my peers to tap into our creativity?

schiro.julie@gmail.com

Slaught, Shannon

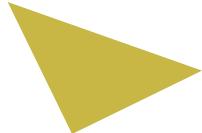
How can I inspire transformation in my community to create a world of reciprocity?

slaught25@gmail.com

Taj-Eldin, Sam

How can I explore inner peace with my society to insure a legacy of hope, passion and wonder?

sam.teldin@gmail.com

**Teixeira, Katy**

How can I embrace courage with humanity so we can manifest our passions and express our creativity?

katieteixeira16@gmail.com

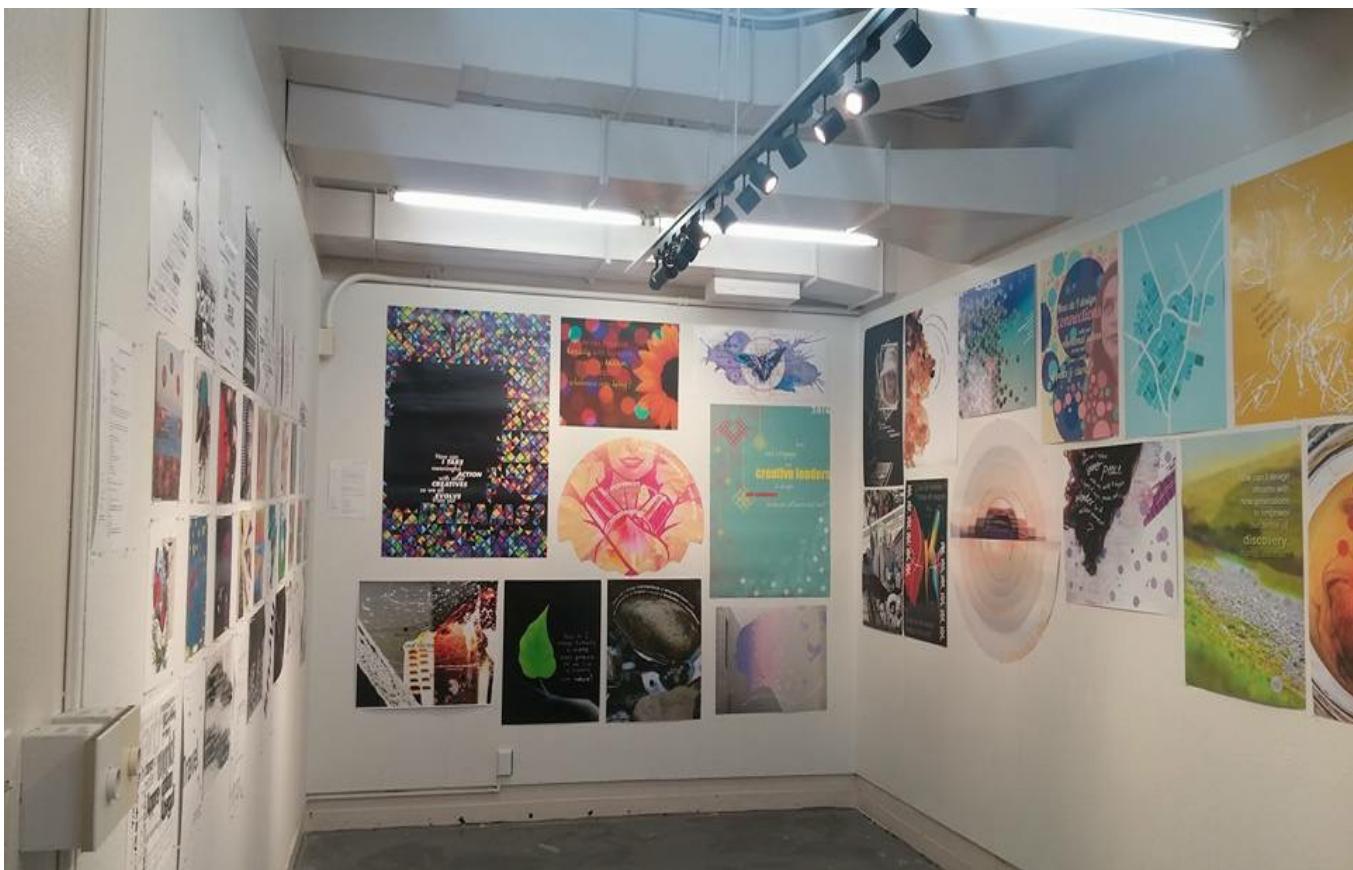
Villalobos, Danny

How do I share our intrinsic preciousness with all beings so we live in transcending compassion?

village_of_the_wolves@yahoo.com

Gallery Exhibit | BA Senior Class Fall





Gallery Exhibit | BA Senior Class Fall



