



DECO2200 Portfolio

-----Xiaochen LIU



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About Me

Hi, welcome to my graphic design portfolio. My name is Xiaochen LIU, and I am studying the bachelor of IT at the university of Queensland.

I concentrated on coding and web designing in the past two years. There is limited experience in graphic designing, thus, I decided to improve my graphic designing skills by taking this course.



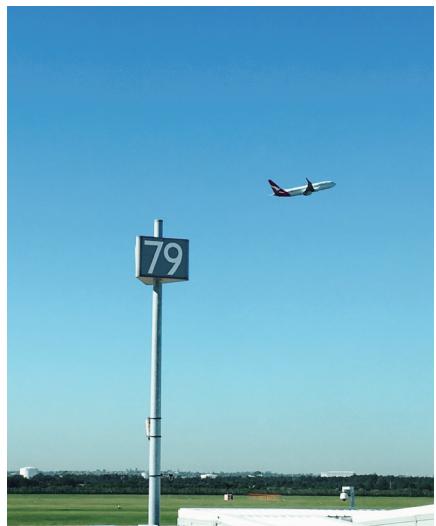


Taking photos is one of my biggest hobbies. I think it is a way to record my rich and colorful life. I can find the interest after taking some high-quality photos.

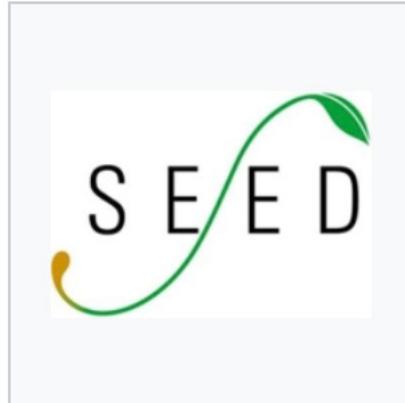
Here are some of my favorite works.

The first one is Virginia, my first homestay location. The second one is the Gold Coast beach, a little crab was moving a grain of sand from its hole. The third one is in the Brisbane Airport. It was my first time to go back my hometown. I can still remember the minds when I took these photos.

Next, it will be my portfolio, I hope you can enjoy this portfolio.



Designers who Inspire Me



SEED logo



DC Comics logo, 1977–
2005

Milton Glaser

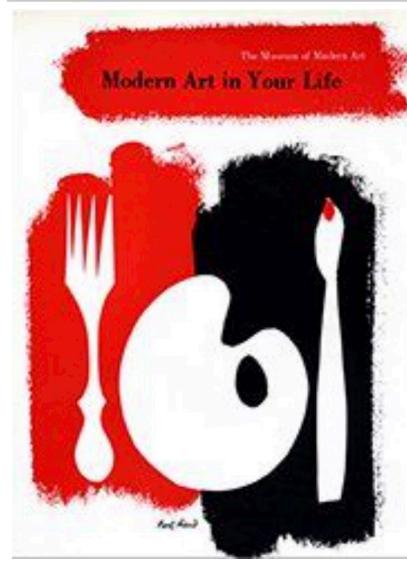
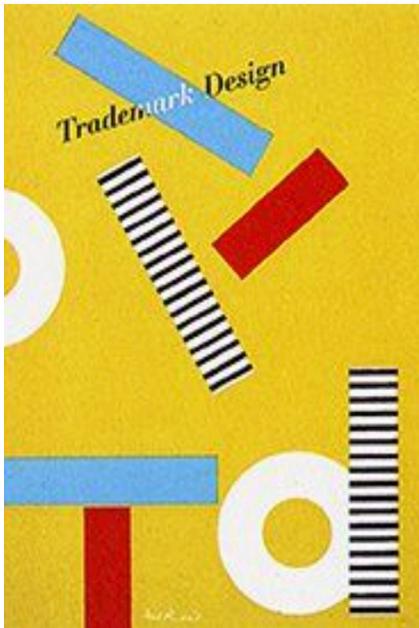
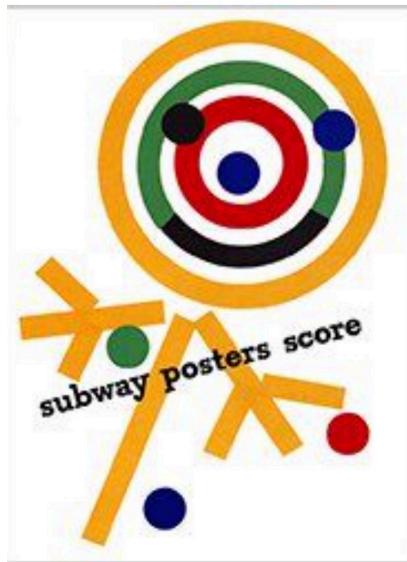
Milton Glaser is an American graphic designer, and has personally designed and illustrated more than 300 posters over his career. I am deeply inspired by his logo designing.

In his logo designing, there is a concept throughout all his works. He bridges the gap between seeing and understanding. What is more, he always uses the simple lines and words in his works. This inspires me that try to make my works simple, but full of meanings.

In the Just The Fact 2, I used this inspiration when I designed to emphasize the different group of people. I drew three simple sketches, kangaroo, kangaroo with a camera, people with a camera, which means Australia visitors, Brisbane visitors, and other countries visitors. Tring to make my works simple, but containing as many as information is what I learn from Milton Glaser.



Designers who Inspire Me



Rand's **Yale** University Press logo
that was used from
1985 to 2009.

Paul Rand

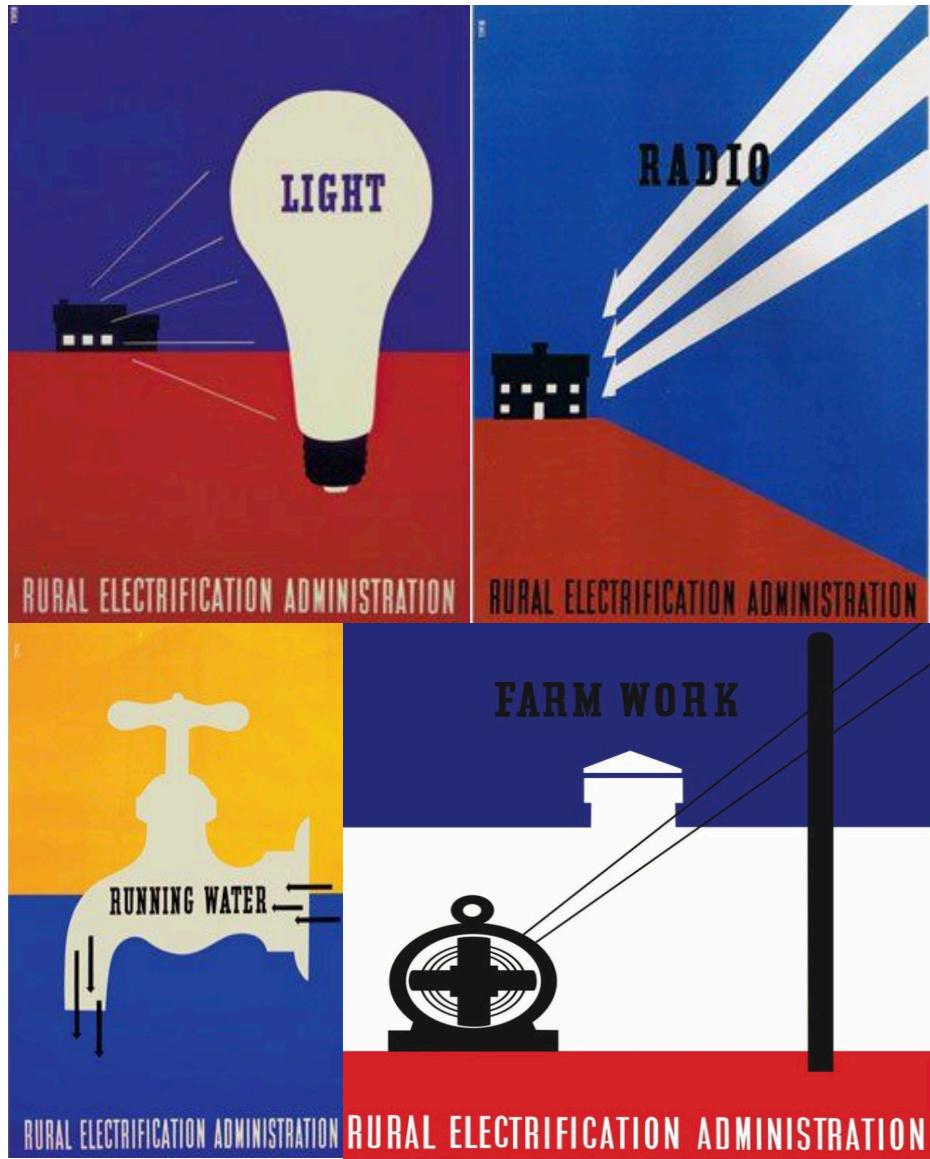
Paul Rand is an American art director and graphic designer. In his designing style, he always merges copies in his works. I am attracted by this creative designing methods.

In his designing works, he put some similar shapes together, and constitute a new shape. It is an innovative and critical way to design a complex work, and make it understandable.

In the Just The Fact4, I used this inspiration to compare two percentages. I combined two small rectangles, which consist of two pillows. What is more, a large rectangle with curved edge is a quilt. I will use this designing method in more works in the future studying.



Designers who Inspire Me

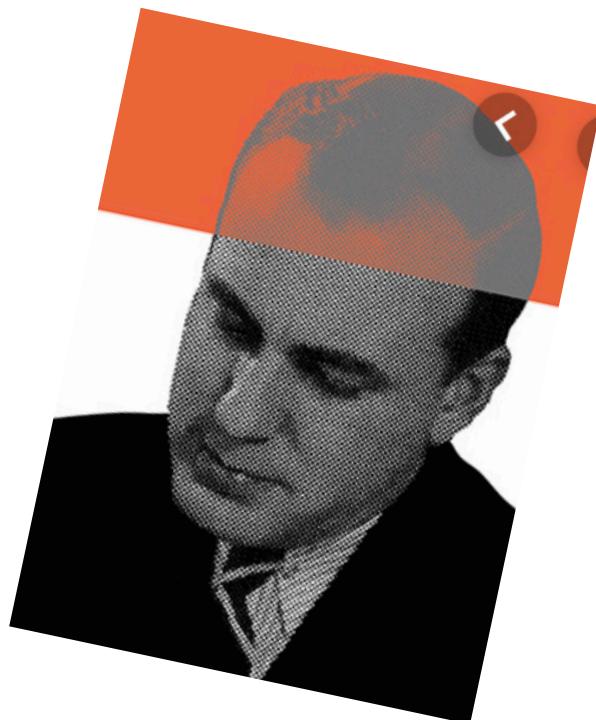


Lester Beall

Lester Beall is a modernist graphic designer in the United States. He is one of my favourite designers, because his drawing style is changing intangible to tangible, enlarging visible shapes.

As you can see, he enlarged the bulb in the house to emphasize the light. He used the arrows to represent the radio signal, which points to the house. Enlarging is an effective approach to highlight the theme within a whole work.

In my Just The Fact3, I used this approach to compare the width of a mosquito's needle and a human's capillary. I enlarge them to emphasize the distinct size, which provide an obvious comparison with each other.



Just The Fact

01

Original Fact:

1249: The maximum speed, in kilometers per hour, that a Boeing 787 Dreamliner reached during a 2019 flight through the Atlantic jet stream.

Derived from:

Stewart, J. (2018, December 07). Riding a Wild Wind, Passenger Jets Are Suddenly Flying 800 MPH. Retrieved from <https://www.wired.com/story/norwegian-air-transatlantic-speed-record>

Justification:

In this fact, I use 2 methods to emphasise the Boeing787's speed, 1249 km/h. Firstly, I draw another popular airplane Airbus330. They have the similar size, and are used in the similar long-term trips. However, after researching, I find that the maximum speed of the Airbus330 is 870 km/h.

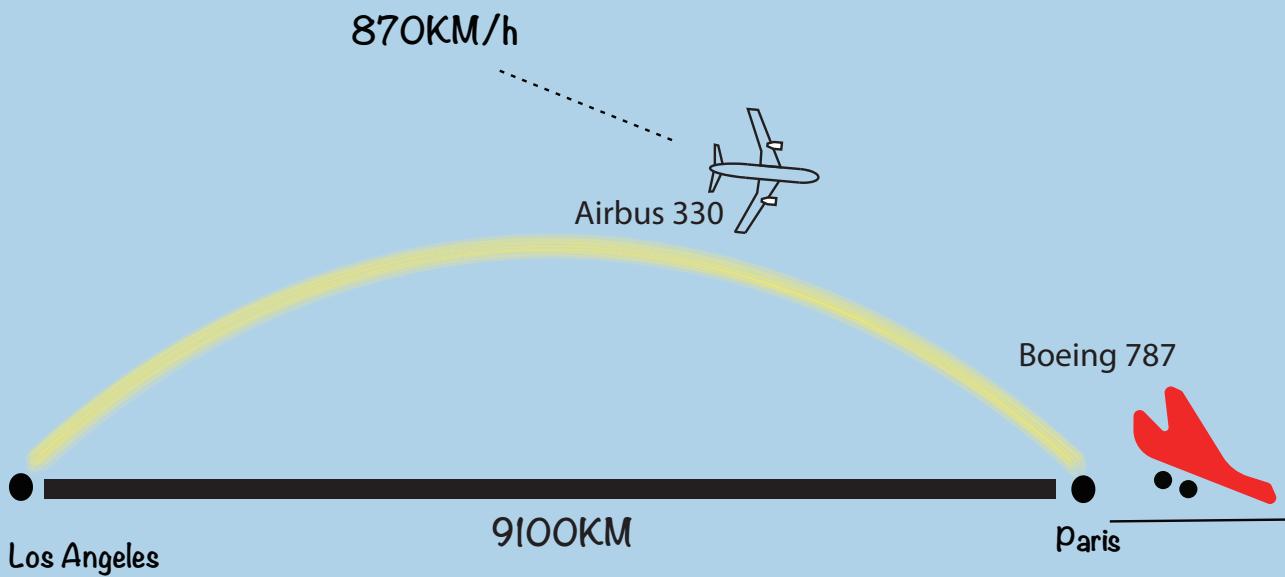
Secondly, I assume that they take off from Los Angles at the same time. They use the same air route. When the Boeing787 arrives at Paris, the Airbus only finish the 2/3 trip, which emphasizes the faster speed of Boeing787.

In addition, I use the red color to link the speed, "fastest" and the Boeing787. The reason is that they are the most important elements of this fact, and using red color is a good way to highlight them to the readers.

Furthermore, the light blue background color means the sky. The light-yellow color can contrast with the light-blue background color. Thus, I use it as my air route color.

1249KM/h

was the **fastest** speed for Boeing 787 Dreamliner
reached through the Atlantic jet stream.



Just The Fact

02

Original Fact:

105: The percentage of Australia's population in 1988 (16.6 million) compared to visitors of Brisbane's World Expo '88 (15.8 million) in the same year.

Derived from:

ExpoMuseum. (n.d.). Expo '88, Brisbane, Queensland, Australia. Retrieved from <http://www.expmuseum.com/1988>

Justification:

In this fact, I divided it into three parts, which includes the Australia population, the visitors from other counties in Brisbane, and the visitors from Australia in Brisbane. First, I draw a rectangle, which means the 15.8 million people (visitors from other countries in Brisbane). Then, I draw another same size rectangle, however, I enlarge a little bit the two sides of it. The larger sides mean that the extra 0.8 million people in the Australia population compare with the visitors from other counties in Brisbane. Meanwhile, the cross parts the two rectangle is the visitors from Australia in Brisbane.

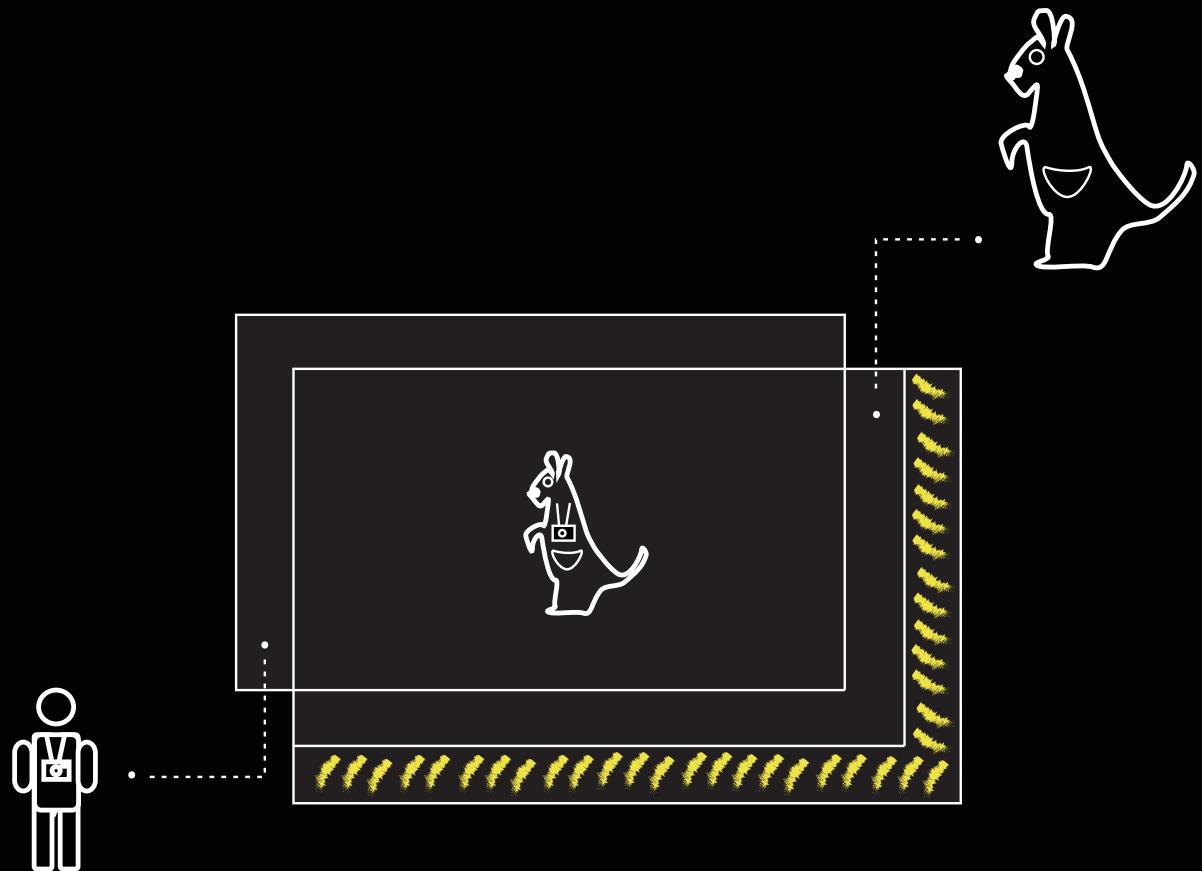
For better illustration, I add a person with a camera, which means 'with the visitors from other counties in Brisbane'; a kangaroo, which means 'the Australia population'; a kangaroo with a camera, which means 'the visitors from Australia in Brisbane'

The yellow colour and the black background can highly contrast with each other. Thus, I use the yellow colour to emphasize the extra sides of the Australia population, and the black colour as my background colour.

16.6 divides 15.8 equals to 105. Therefore, I put '16.6' on the line and '15.8' under the line, which consist of a division. The yellow divided line links to the yellow extra sides, which highlights the '105' percentage.

Australia's population in 1988 (16.6 million)

Visitors of Brisbane's World Expo '88 (15.8 million)



Just The Fact

03

Original Fact:

0.0008: The average centimetre width of a human capillary.

Derived from:

Blakemore, C., & Jennett, S. (2004). The Oxford Companion to the Body. Oxford: Oxford University Press. Retrieved from <https://www.encyclopedia.com/medicine/anatomy-and-physiology/anatomy-and-physiology/blood-vessels>

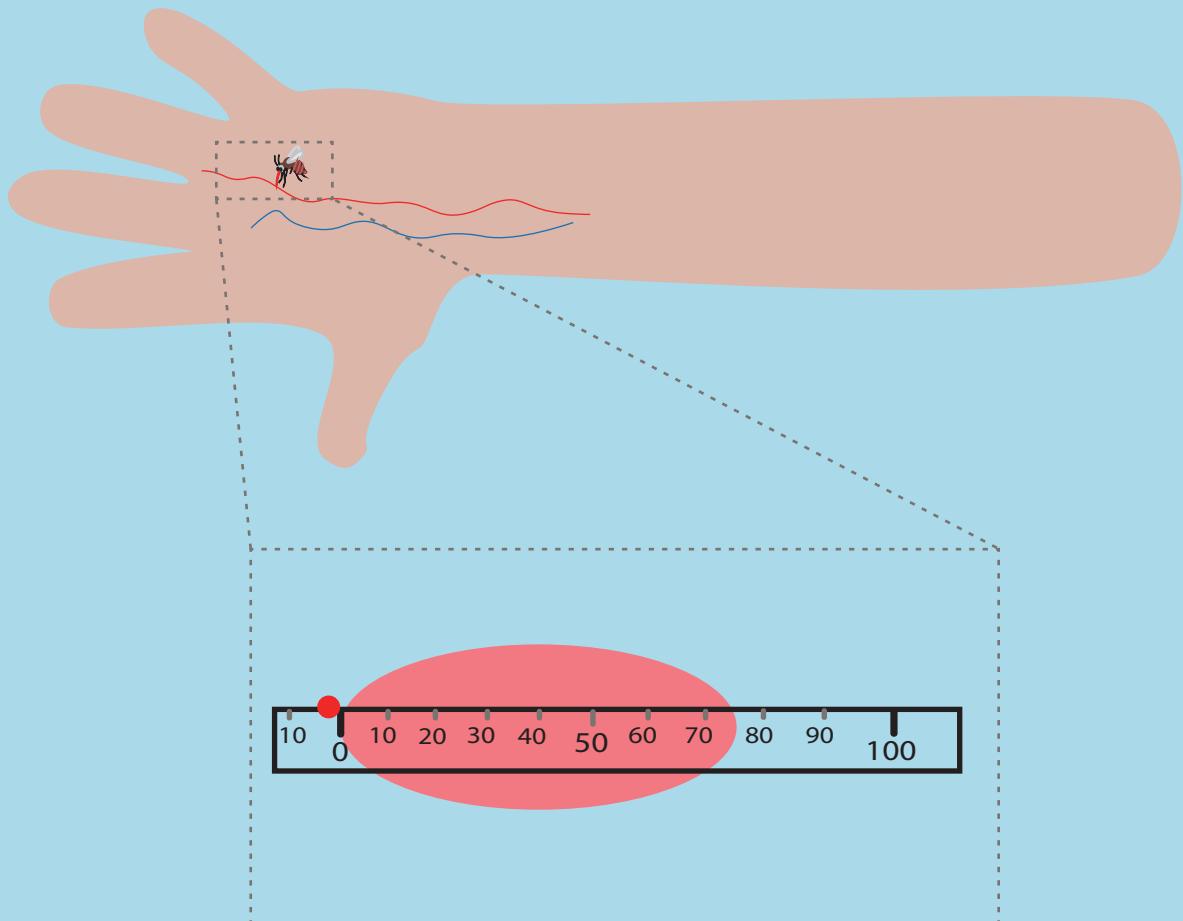
Justification:

in this fact, 0.0008 is a very small number. Thus, the general idea for this fact is comparing. The mosquito is the main insect that can bite people's capillary, and eat people's blood from its needle. Therefore, the width of needle and the width of human capillary can be compared with each other. After researching, I find that the width of mosquito's external is 6 microns, which is 0.06 centimeter. It is 75 times of the human capillary.

So, I draw a biting mosquito on a person's hand. Then, I magnify the mosquito's needle and the human capillary. There is a ruler with some scales, which illustrates the multiples of two different width crossing sections. The dark red color is a point, which means the human capillary. On the other hand, the light red color means the width of a mosquito's needle. Meanwhile, the red font color '75 times' is linking to them.

Through the scales in the ruler, it would not difficult to find that the width of a mosquito's needle is 75 times than the width of human's capillary.

The width of a mosquito's external needle is around
75 times of the average width of a human capillary!



Just The Fact

04

Original Fact:

65: The percentage of cat-owning households that permit their cat to sleep with them.

39: Of dog-owning households that permit their dog to sleep with them.

Derived from:

Coren, S. (2013, May 14). The Truth about Cats and Dogs-by the Numbers. Retrieved from <https://www.psychologytoday.com/us/blog/canine-corner/201305/the-truth-about-cats-and-dogs-the-numbers>

Justification:

This fact talks about the percentage of households that permit their cats/dogs to sleep with them. For the background colour, I use the light pink. The light pink usually means a good sleep or a sweet dream. Then, I draw a little girl with a cat and two dogs separately, which means the household sleeps with their pets.

For the percentage, I use the different colour quilt and colour occupied to show the '65%' and '39%', which can compare with each other clearly. The green colour occupied part in quilt is linking to the same colour of '65%', meanwhile, the blue colour occupied part in quilt is linking to the same colour of '39%'. This provides a good visual comparison, and it is easy for readers to compare with each other.



65 %

Cat-owning households that
permit their cat to sleep with them.

39 %

Dog-owning households that
permit their dog to sleep with them.



Just The Fact

05

Original Fact:

1 in 4

Chances that an American falls asleep with the TV on at least three nights a week:

Derived from:

Harper's Index. (1996, March). Magazine's Index, 13. Retrieved from <https://search-proquest-com.ezproxy.library.uq.edu.au/docview/233452583/fulltextPDF/FC6DF50D1D224EoAPQ/2?accountid=14723>

Justification:

In this fact, for illustrating '1 in 4', there should be 1 person sleeping with the television on, and 3 persons sleeping in their bed. So, I draw a person that falls asleep in a sofa in the font of television. For the comparison, I use three person that fall asleep in their bed.

The three 'z' coming from the sleeping person is a kind symbol of sleeping deeply, which will represent the three nights a week. I use the dark green colour to show sleep deeply, and link to the title 'at least three nights'.

For the background color, the light orange is a good color for people sleep. There are numbers of bedside lamps designed in the light orange colour. Therefore, I choose the light orange as the fact's background color.

1 in 4

Americans fall asleep with the TV on
at least three nights a week.



A Journey Of Chinese Tea

22

Infographic

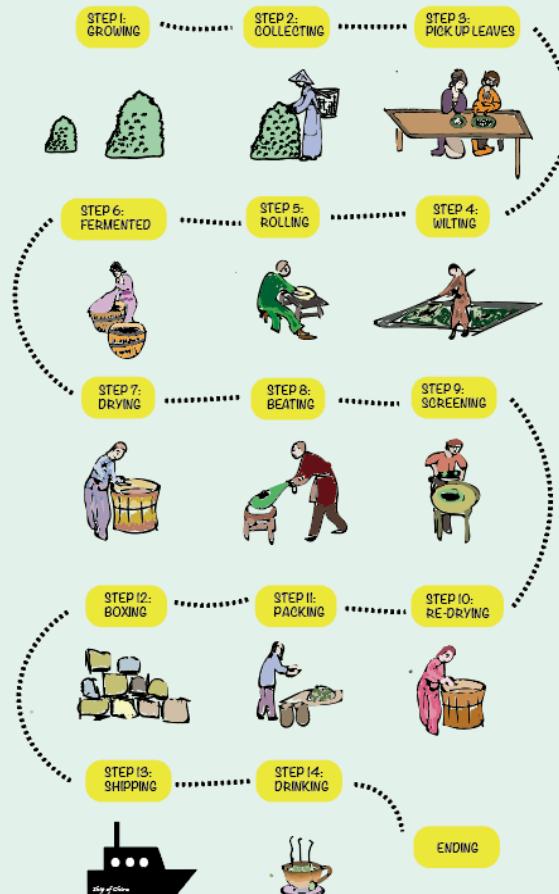
An Interesting Chinese Tea Journey

Nowadays, the traditional Chinese tea are more popular in some western countries. The Chinese tea are so delicious, and it can help you keep healthy. How does the tea made? Where does the tea come from? What are the most popular tea all over the world?

Here, the infographic will introduce the **processing** of the tea from leaves to your cup. Furthermore, it will talk about the **origin** of the top 6 popular Chinese tea and the **popularity** of them.

-----by Xiaochen LIU

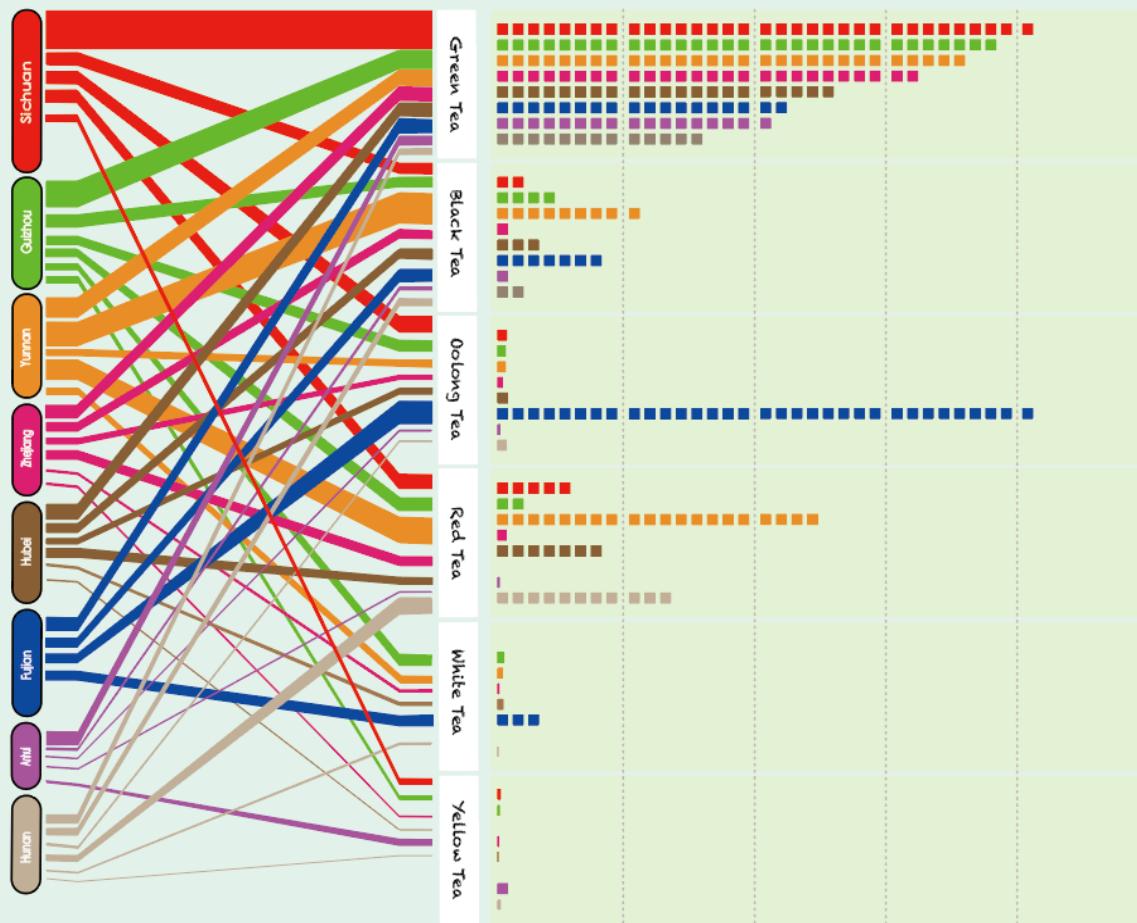
Here Is the Processing of Chinese Tea From A Tea Tree To Your Cup.



Tea Pro



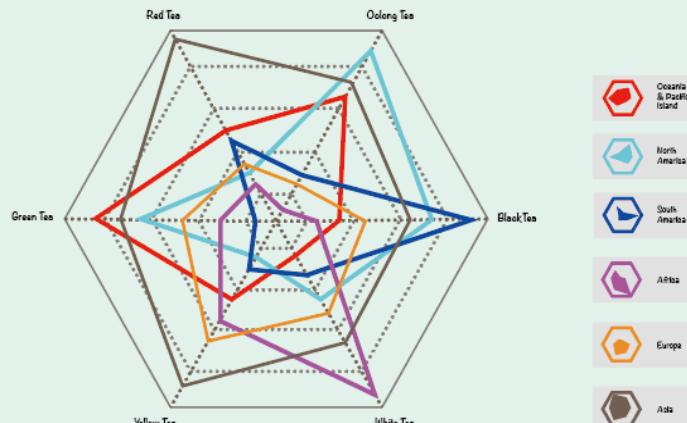
Where Are the Different Chinese Tea From?



Production in China From 2007 To 2017 (in 1,000 metric tons)



Here Is the Popularity of Chinese Tea in Different Continent



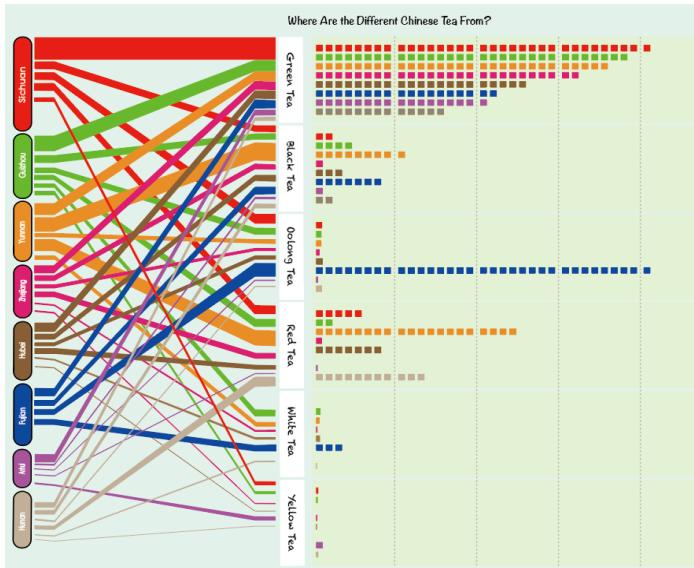
Infographic

An Interesting Chinese Tea Journey

Nowadays, the traditional Chinese tea are more popular in some western countries. The Chinese tea are so delicious, and it can help you keep healthy. How does the tea made? Where does the tea come from? What are the most popular tea all over the world?

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.....by Xiaochen LIU



24

01

Task:

Create a poster explaining a dataset of your choosing in a visual format.

Consider how to visually represent your chosen dataset in a way that allows the reader to interpret & understand the information presented in a meaningful way.

Approach:

My infographic will introduce the traditional Chinese tea, with concentrating on where the different Chinese tea comes from, the processing of Chinese tea from a tea tree to your cup, tea production in China from 2007 to 2017, and the popularity of Chinese tea in different continents. Finally, the readers would have an initial knowledge in traditional Chinese tea.

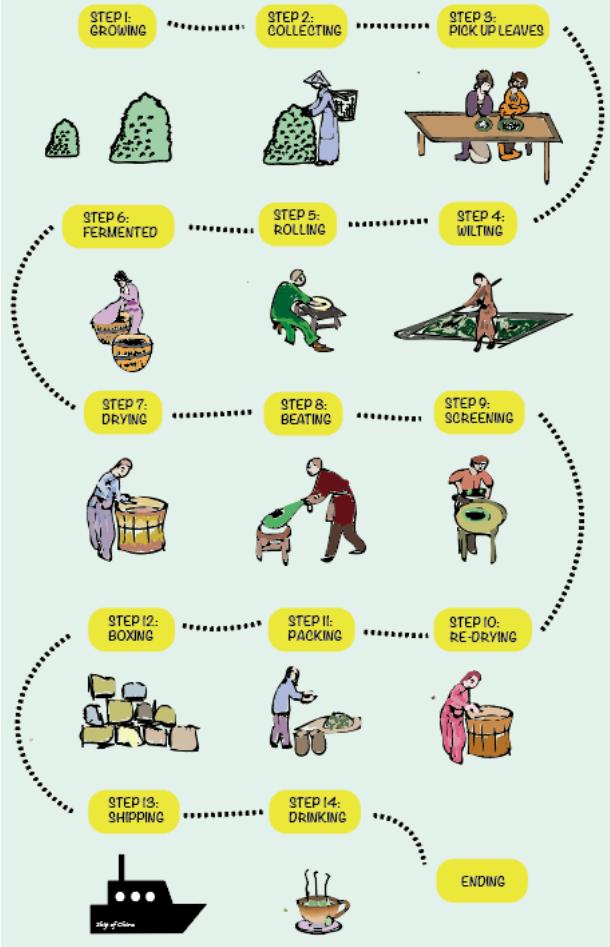
My first section is the main graph of the whole infographic. It is a close relationship to different kinds of tea between distinct provinces with their yield. The colors have an important role in this graph. Take the red color for an example, it means Sichuan Province. you can link to the six different tea by the red color. What is more, you can find out how many yields of different tea from this province by the numbers of red squares.

In addition, the width of different linked lines can reflect the yield as well. As you can see the most width linked red line from Sichuan Province to Green Tea, which corresponds to the largest numbers of squares. It provides visible information to readers, which makes it more clear and understandable.

Infographic

02

Here Is the Processing of Chinese Tea From A Tea Tree To Your Cup.



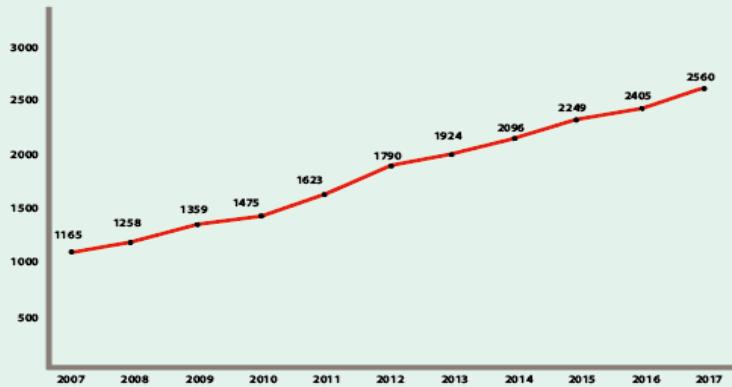
In this section, I drew a processing from a tea tree to customers' cup. For the traditional Chinese tea, it is a long way. Most tea would take around one year in this processing, and some of the high-quality tea would even take longer.

For the most kinds of tea, it would take a half year for growing. When the tea leaves grow to big enough, the picker will collect them and pick up to different levels based on the different colors, sizes, and etc.. Then, the tea will be fermented in around one month. The fermented tea can lock the tea incense. The rolling is a preparation for wilting. The wilting and drying can rise the life of the tea, which can help customers keep their favorite tea longer. The beating and screening are the way to throw away the unqualified tea.

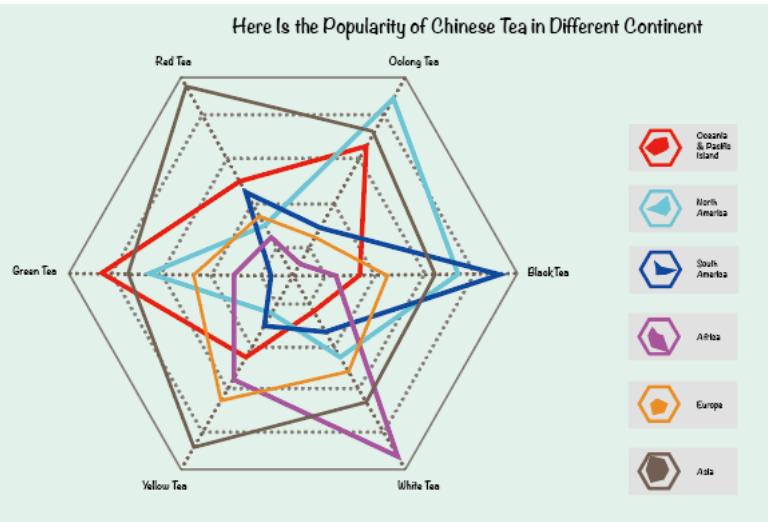
After experiencing these steps, the high-quality tea will be packed and shipped to your cup.

Infographic

Tea Production in China From 2007 To 2017 (in 1,000 metric tons)



Here Is the Popularity of Chinese Tea in Different Continent



In this section, there are two graphs, Chinese tea production from 2007 to 2017, and the popularity of Chinese tea in different continents.

The reason I drew these two graphs is that it reflects the relationship between the growth and the export. With the rising of growth, Chinese tea receives the praise from all over the world. It can be found in the graph of the popularity of Chinese tea in different continent.

Those two graphs are the extension of the main graph in this infographic.

03

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