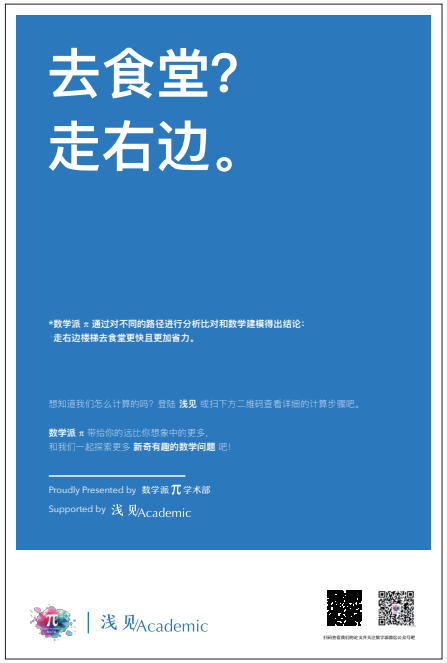
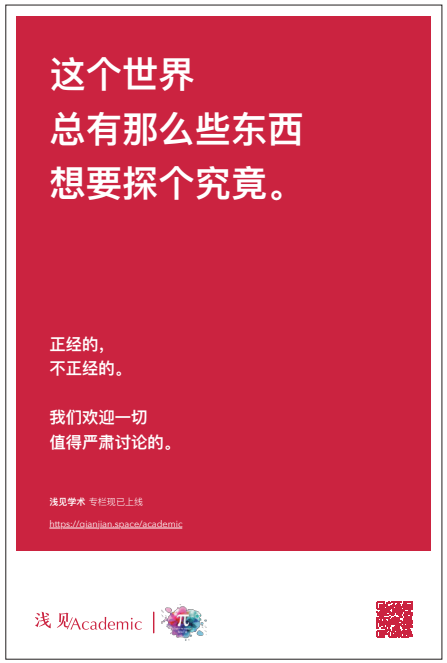
**Eric Guo** Works Portfolio

2016, CUHK(SZ)

## **Marketing Campaign/** Qianjian × Math Pi

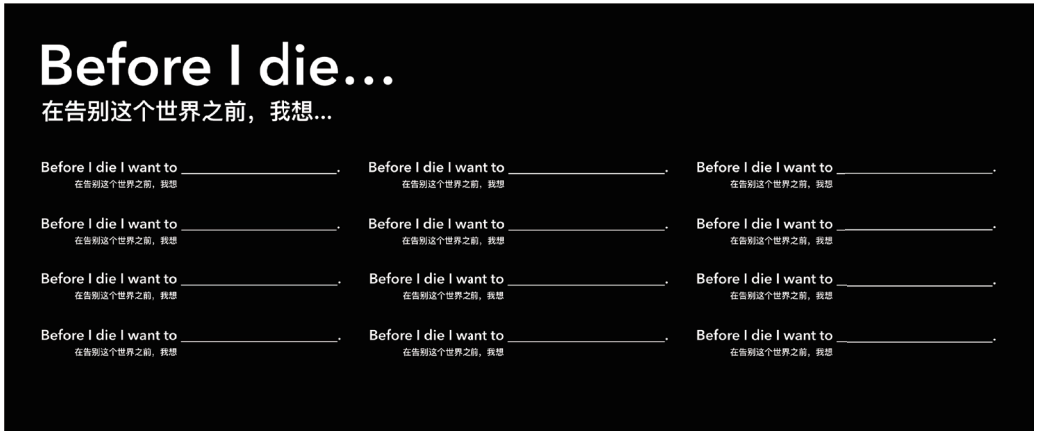


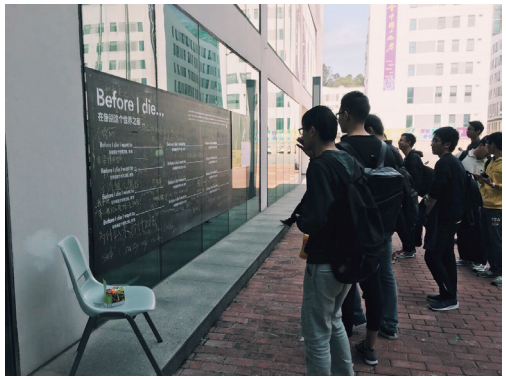




***Math Pi*** is a math interest club that gathering groups of talented people in math. ***Qianjian*** worked together with Math Pi and carried out a marketing campaign: 'Go to canteen? This way!' posters. Math Pi took advantages of its mathematical calculation strength and did a series research in the path selection to the canteen (there are only two ways to go to canteen normally). And then the research article was posted on Qianjian and the page-view was boosted. Qianjian took advantages of this chance and launch Qianjian Academic column; this is a column that focuses on formal or informal research articles which Qianjian believe can intellectually inspire students. To measure the performance of these two posters, we used the comparison of the before population who choose the suggested path and the after population who choose the suggested path as a KPI measurement. Although there is no specific number, we noticed a significant increase in the population who choose the suggested path after this campaign. This indicated that people have paid attention to this poster and perceived the information as we wanted. By doing so, Qianjian attracted great attention of its new column, and Math Pi took advantages of this campaign and enhanced its brand image among the public.

## **Marketing Campaign/** Campus Film Festival Marketing with art project: Before I Die

*Film club and Phantom club are jointly hosting a film festival as well as the microfilm award recently with a theme of "Farming Life", but due to the lack of promotion, only a few people sign up for the microfilm award. So I came up with an idea to help them, we can replicate Before I Die project to this campus and post our posters right next to it before 4th March in front of the library. Before I Die is an interactive public art project that invites people to share their personal aspirations in public space. The original wall was created by artist Candy Chang in February 2011 on an abandoned house in her neighborhood in New Orleans. Since then, over 1,000 Before I Die walls have been created in 73 countries and 36 languages by passionate people around the world. It is a big black chalkboard wall where everyone can write their thoughts to the question: "Before I die, I want to..." and this topic is highly related with the microfilm award theme.*





***After this campaign, the number of people signing up for microfilm award has doubled.*** *All kinds of interesting comments on the wall were being captured by people passing by and they shared it on the social media. The wall itself created a heated topic on the campus and successfully attracted great attention to the Campus Film Festival. It is phenomenal.*

**Eric Guo** Works Portfolio

**Marketing Campaign/** Campus Film Festival Marketing with art project: Before I Die

## **Print Design/** STAY Magazine 《月台》雜志

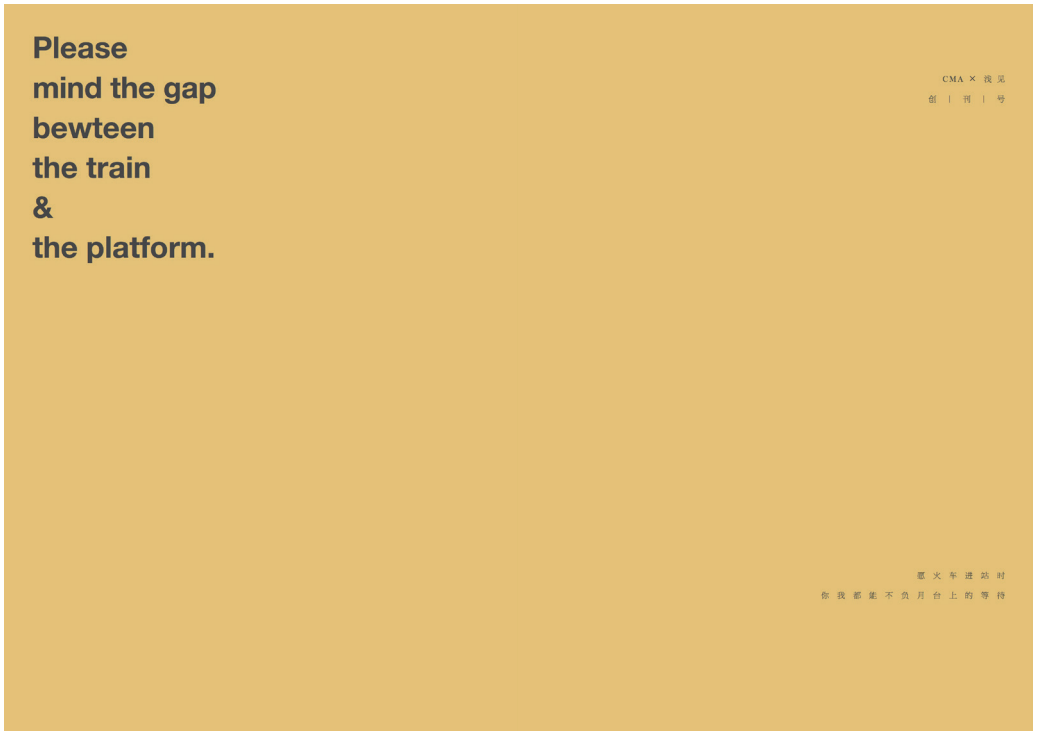
***STAY Magazine*** *is the first student publication in CUHK(SZ). I worked as a Design Director and co-founder for this magazine and done most of the layout design work. This magazine took me five months to design, organize the content. I also work as a marketing officer in charge of the promotion and selling process. This is the first time I tried to create a whole publication, and it turns out to have a good result. Totally, we sold more than 400 copies in this university with a student population no more than 1,000.*

**Eric Guo** Works Portfolio

**Print Design/** STAY Magazine 《月台》雜志

*Magazine's Chinese name 「 月 台 」mean 'platform'. 'Train' represent the opportunity when we graduated. We want our magazine to become a companion for our four years life while we are waiting that 'Train'. And finally, when the train comes, we can say that we do not fall short of the waiting on the 'platform' and can bravely forge. That's also why we have an English name 'STAY'.*

*Cover*




*Title Page*

*Novel Column*

***The layout design style*** *of STAY Magazine tends to be minimal. Using very simple shapes, lines, and colors, what we want to do is to highlight the text.*

**Eric Guo** Works Portfolio

**Print Design/** STAY Magazine 《月台》雜志

People 访·人物志

Interview with the Presidium of the Executive Committee

对话主席团：

我们这几届学生有一种特殊的使命

文 / 王唯羽　校对 / 张乙凡

2015 年 5 月 8 日，学生会选举大会如期举行。在这之前，竞选曾因准备时间短、章程有瑕疵等问题受到争议，并在同学间引起了广泛讨论。作为一个新兴的中外合办大学的第一届学生会，它将承担怎样的使命、又会呈现出怎样的形态？同时，新当选的学生会成员们自然也备受关注。《月台》编辑利用假期时间，对三位主席团成员林阳昊、罗悦榕、全珏丞进行了采访，他们介绍了各自进入主席团后的工作、心理变化，也对一些争议议题作了回应。





/ 林阳昊

香港中文大学（深圳）首届学生会执委会主席

2014 级经管学院本科生

月台：你是怎样决定加入学生会的呢？

林：学校是一张白纸，学生会也是一种白纸，自从进入了这所学校，我们每一个人的命运都是和它挂钩的。学生会的成立让同学们的声音放大，让各种问题的解决更有成效；与此同时，学生会也应该是引领正面风向的一个组织，和同学们一起在点滴中让我们自己的校园文化成型。我相信初期大多数加入学生会的同学都有一种 entrepreneurship 的精神，做这样一件有创造性的事挺值得骄傲的，因此我选择加入学生会。

月台：加入之前有过心理斗争吗？

林：斗争是难免的，无非是"能不能行"和"值不值"的想法。第一届学生会从无到有，除常规的活动，各种光例都需要由第一届成员设立，时间和精力的投入是难以避免的。一方面我会自我怀疑是否有能力担当这一职位，另一方面要考虑投入和成果是否匹配。此外，主席往往容易成为众矢之的，我又是否能应对外界的压力？可在如今看来，我不会后悔当初的决定。

月台：作为主席，你是怎么协调整个团队（指主席团以及整个学生会）工作的？

林：我们近期也在制定内部规章，会尽力将每个成员的职能清晰化和工作程序化。开学之后我们会每周要求各部门总结工作，并建立起内部的奖惩制度。



*Interview Column*

04/2015

The Voice

李旗悦 / 文

李政彦 / 摄影

丁铭 / 审编

徐中依 / 校对

用一届比赛来成长

记第一届 The Voice of CUHK(SZ) 筹备前后

谨以此文献给以聚乐部指导老师黄顺真女士为代表的 The Voice of CUHK(SZ) 筹备委员会全体成员以及所有为比赛提供过帮助的人。

2015 年 4 月 24 日晚 22 时 30 分，香港中文大学（深圳）第一届校园歌唱比赛 The Voice of CUHK(SZ) 决赛正式落下帷幕。

观众全部离场后，场地只剩下选手们和工作人员；再后来只剩下我们几个筹委会的成员，坐在台边，有一搭没一搭地说话。主持人手里写得密密麻麻的稿，几个小时前仿佛比命还重要的东西，现在已然是废纸一堆。这是一种奇怪的感觉，好像用了几个月时间熬夜拼命生出了一个孩子，但他刚出生的同时就已经消失了。这么长时间以来，大家一直在努力让任务圆满完成，但却从没想到过成功就意味着告别。

关于整个比赛的筹备情况，先客观地给一组数据。The Voice of CUHK(SZ) 校园歌唱比赛由港中大（深圳）聚乐部主办，从举办这场比赛的想法产生到决赛正式落幕，一共历时半年左右。比赛分为海选和决赛两部分，海选报名人数 49 人，进入决赛 12 人。筹委会在 2015 年 3 月中旬建立，开始 12 人，后来扩展至 20 人，

你看到的是台上的光影摇曳，你听到的是耳畔的阳春白雪，可你没有想到的是，幕后工作人员的辛劳汗水。让我们从另一个别样的视角，一起来回顾一场精彩的比赛、音乐的盛宴。



*Special Space*

***STAY Magazine*** *has two major featured types of articles: interview and special space. Interview column is where we will conduct an interview with some famous people in the campus every issue. Special space is a series of articles with a main topic every issue. The topic of the first issue is 'Timeline - Year in Review'. The first issue contains all the big events that we have achieved in the first year of this university. We want to make the magazine be part of our memories.*

**Eric Guo** Works Portfolio

**Print Design/** STAY Magazine 《月台》雜志

## **Branding/** Branding, Web, UI and VI Design for Qianjian (Atelo)

*Atelo logo*

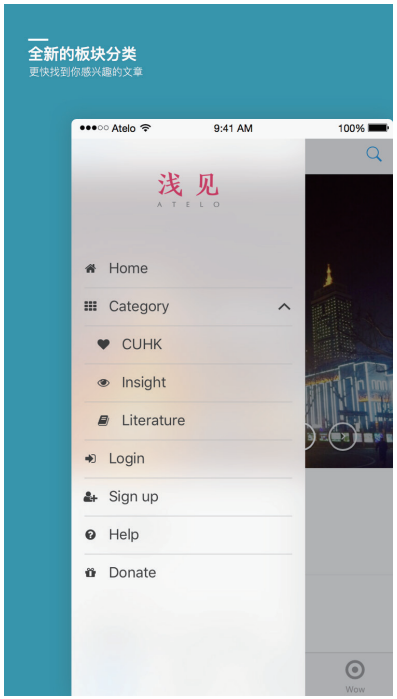
*App Icon*

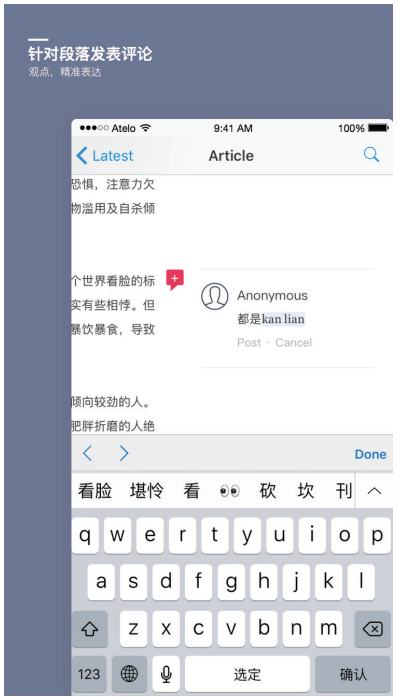
***Atelo*** *is a content-sharing platform that encourages the entire CUHK family to express themselves without fear of censorship or repercussions. Atelo intellectually inspires readers and writers with new ideas and genuine thoughts through original media content in digital and print forms, as well as in-person events.*

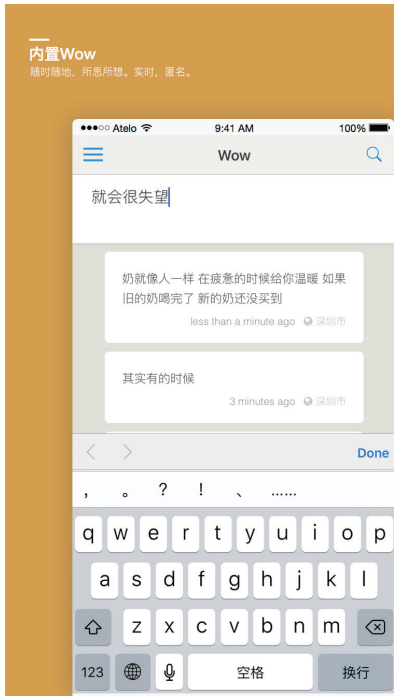
***Business Offering: Qianjian.space***

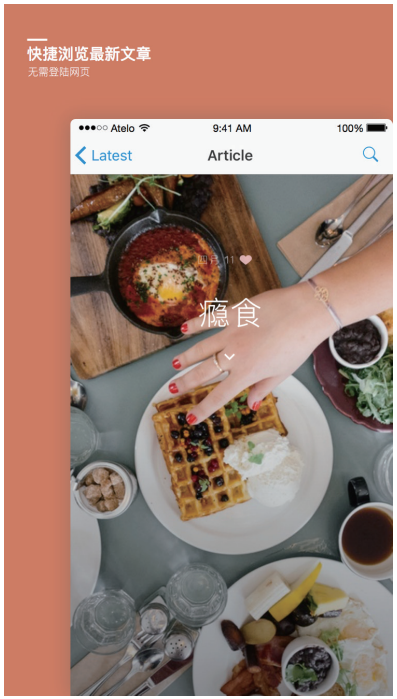
*Qianjian.space is an article sharing website based on Wordpress structure(currently the most popular CMS system). Qianjian.space is for the entire CUHK family. It provides a platform for contributors (mainly made up by students) to post and share their writings or ideas, and a collection of categorized articles for readers to easily access. So far, we have got 12,606 total page view of our website.*

*Products collection*






*Atelo App preview on Appstore*

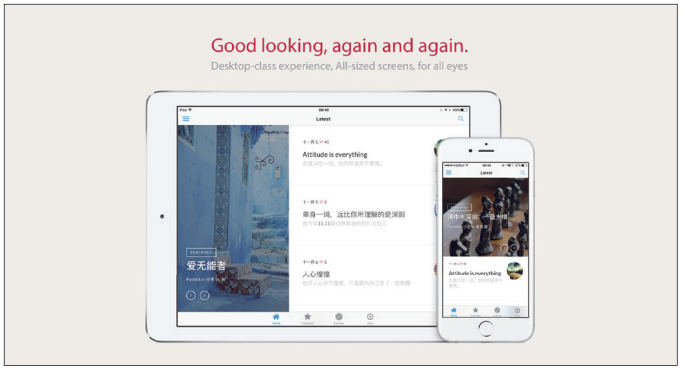
***Business Offering: Qianjian APP***

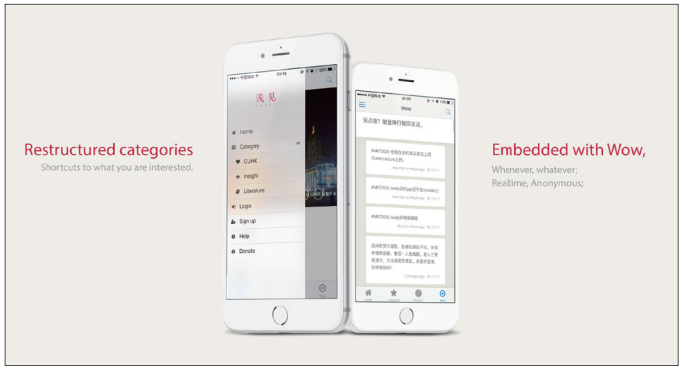
*(iOS currently available on iTunes Store, Android version under development)*

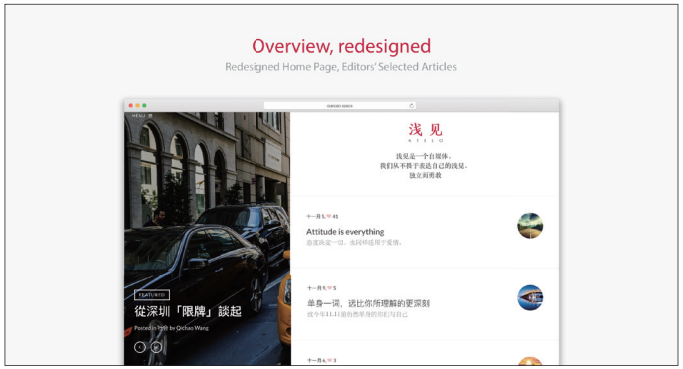
*Qianjian App is based on all the contents of Qianjian website. It is designed for all visitors in the entire CUHK family but not for contributors' editing and publishing new articles, considering the difficulty of doing so on mobile internet devices. Qianjian App makes it more convenient for users to check the latest articles with the best reading experience, and can keep users updated with high-quality contents. It does by integrating mobile application features into the app, such as a sidebar, navigation bar, etc., and using the App push function to bring the latest article or editor's selection to users on a regular basis.*

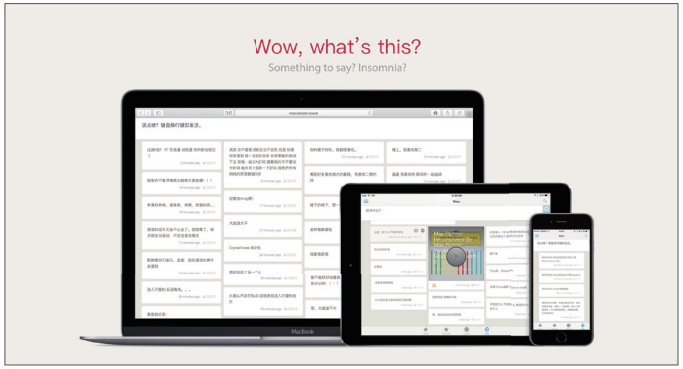
**Eric Guo** Works Portfolio

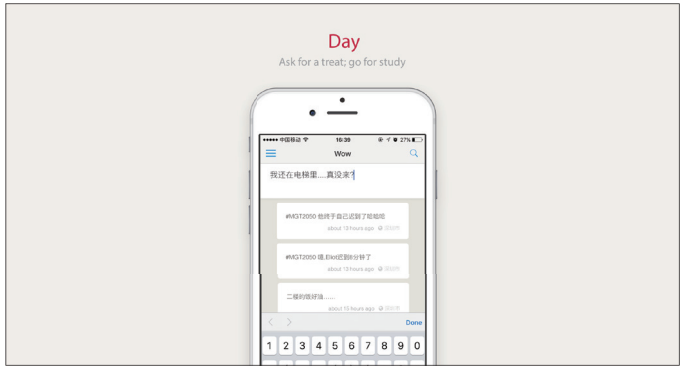
**Branding/** Branding, Web, UI and VI Design for Qianjian (Atelo)





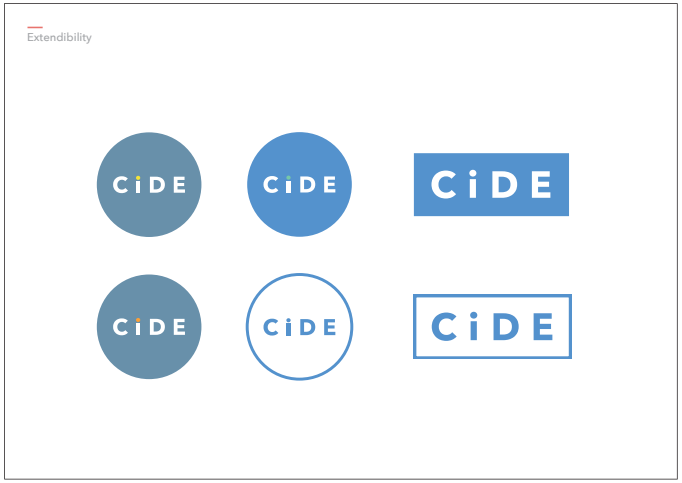
*Launch Page Design*

## **Branding/** Branding and VI Design for CIDE

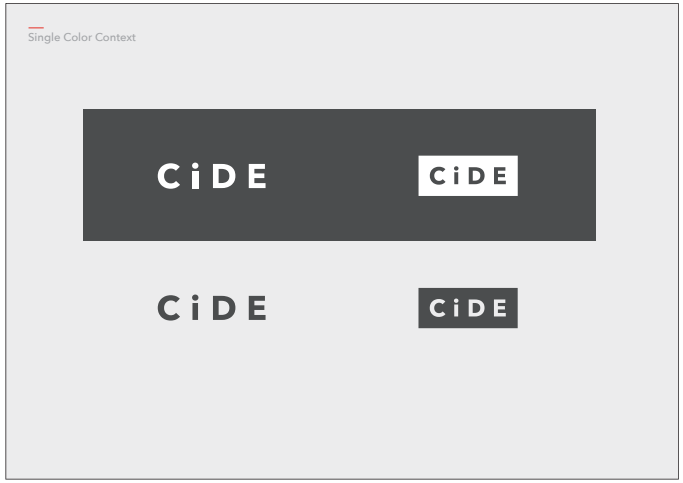
*Default Logo*

*Grid & Color System*

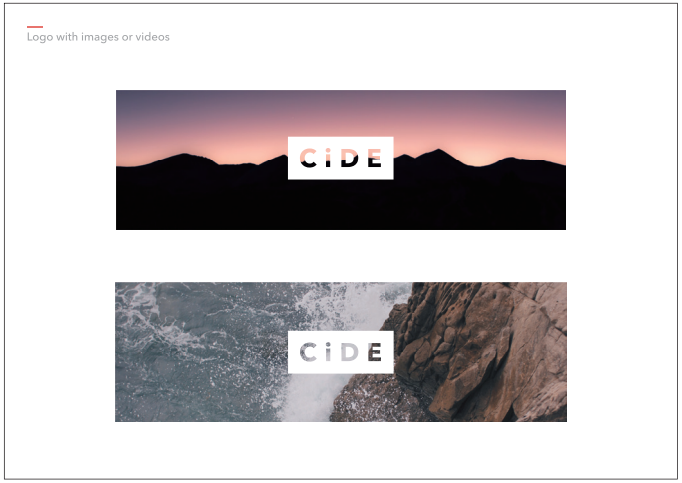
***The Center for Innovation, Design & Entrepreneurship*** *is the creative heart of The Chinese University of Hong Kong in Shenzhen. Our goal is to foster the spirit of innovation on campus and beyond. We offer top notch facilities and expertise to discover and develop disruptive ideas, creative hands-on training to help you learn how to start a startup, funding to seed and sustain your new venture, and opportunities to join a thriving ecosystem of people who are optimistic, driven to create change, and excited to take on the world's toughest challenges.*




*Extendibility*




*Single Color Context*




*Logo with images or videos*

*The logo will be used in print and online. It will appear on articles of clothing, cups, stickers, as well as on stationary and our Web site. The logo can change its color according to the background, and the structure of this logo can also be changed to meet flexibility requirement. The 'i' in the 'CiDE' represent 'idea', 'inspiration' and 'innovation'.*

## **Branding/** Branding and VI Design for CIDE

*Stationary - ID Card*

*Stationary - Notebook & Business Card*

*Sample Poster Design*

***The Center for Innovation, Design, and Entrepreneurship*** *enables students to develop the knowledge and skills they need to make positive change. Students collaborate with peers, industry partners, and communities around the world and in Shenzhen, a global center of technology, creativity, and business.The logo will be used in print and online. It will appear on articles of clothing, cups, stickers, as well as on stationary and our Web site.*

## **Print Design/** Heart Sutra Brochure & Logo Design 戏剧「心经」折页和标识设计

*Front*

*Back*

***Heart Sutra*** *is a story about a daughter fall in love with her father. This drama shows the conflict of love. In the logo design, the Chinese character 「心」(representing "Heart" in English) is covered by another character, meaning that daughter's true heart is cover by her social relation with her father.*

*Theatre Heart Sutra logo design*

***Heart Sutra*** *is the first drama ever performed in CUHK(SZ); I work as a creative designer to design a brochure for this show, hoping it can reflect the conflict of this drama and be able to give the audience a brief understanding of this show.*

## **Logo Design/** Logo Design Collection

*Film Club logo design*

*This logo design uses cine film as a base to represent 'Film Club'. It also uses sans front to give clarity and build strong brand image.*

*Campus Film Festival logo design*

*This logo design uses text and simple shapes to construct the outline of a film projecter, representing one of the major event of the festival - movie show.*

*Campus Film Festival logo design*

*By replacing the letter 'O' with a film wheel, this logo design calls up the public to join the microfilm-making.*

*Theatre Heart Sutra logo design*

*As introduced in the previous part of this portfolio.*

*Atelo logo*

*As introduced in the previous part of this portfolio.*

*CIDE logo*

*As introduced in the previous part of this portfolio.*

*CUHK(SZ) Volunteer*

*A logo design for CUHK(SZ) Volunteer T-shirt*

## **Print Design/** Posters Design Collection

*A poster design for the Badminton Competition.*

*A poster design for Campus Film Festival and Phantom Microfilm Award.*

*This a **Badminton Club poster calls for recruitment**. This is only a part of the badminton club promotion campaign. This poster uses black and yellow as basic color which often appear in a warning sign. By using this color combination, this poster can successfully attract people's attention, especially in a large stadium. Someone may argue that this poster provides too little information.*

*But the fact is, this is a badminton club, this is a kind of sports club. Badminton Club is the kind of club that badminton lovers will join in anyway; we just need to inform them that there is a badminton club existing in the campus. It is also the kind of club that non-badminton lovers will not join in even if you do a lot of promotion. So the design logic behind is to inform people the existence of this club.*