

PORTFOLIO

Shenghan Huo

Graphic
Design
Communication

01

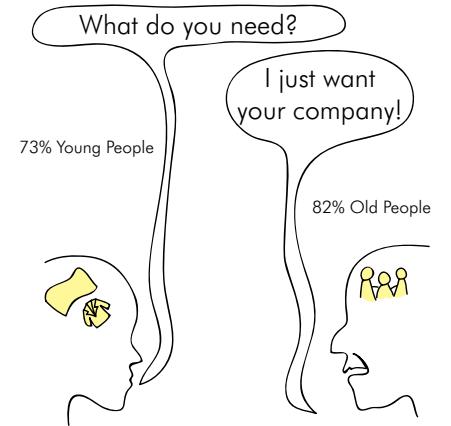
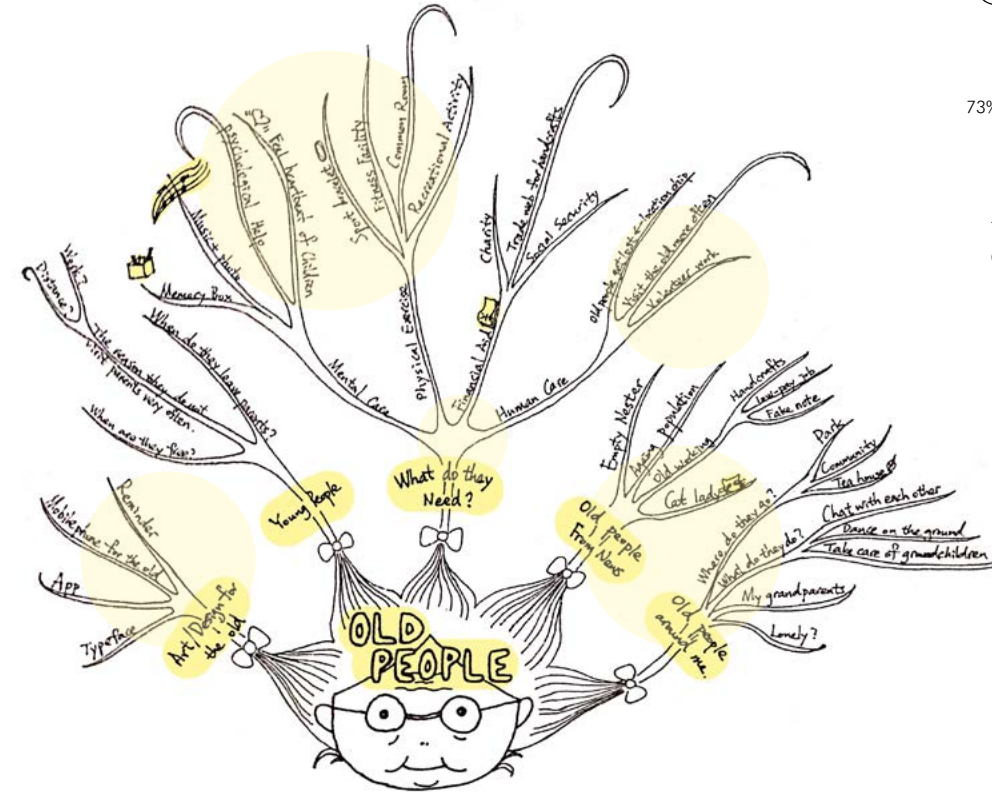
FAMILY CALENDAR

In this project, I try to call the attention of our society to the old people. I designed a Calendar to urge young people to visit their parents more often. By presenting the ageing process of people in a vivid way, I hope this calendar will make young people realize the necessity of keeping company with their parents .



Family calendar Package Design / Illustration / Pattern Design

I love my grandma.
I always want to do something for the old.

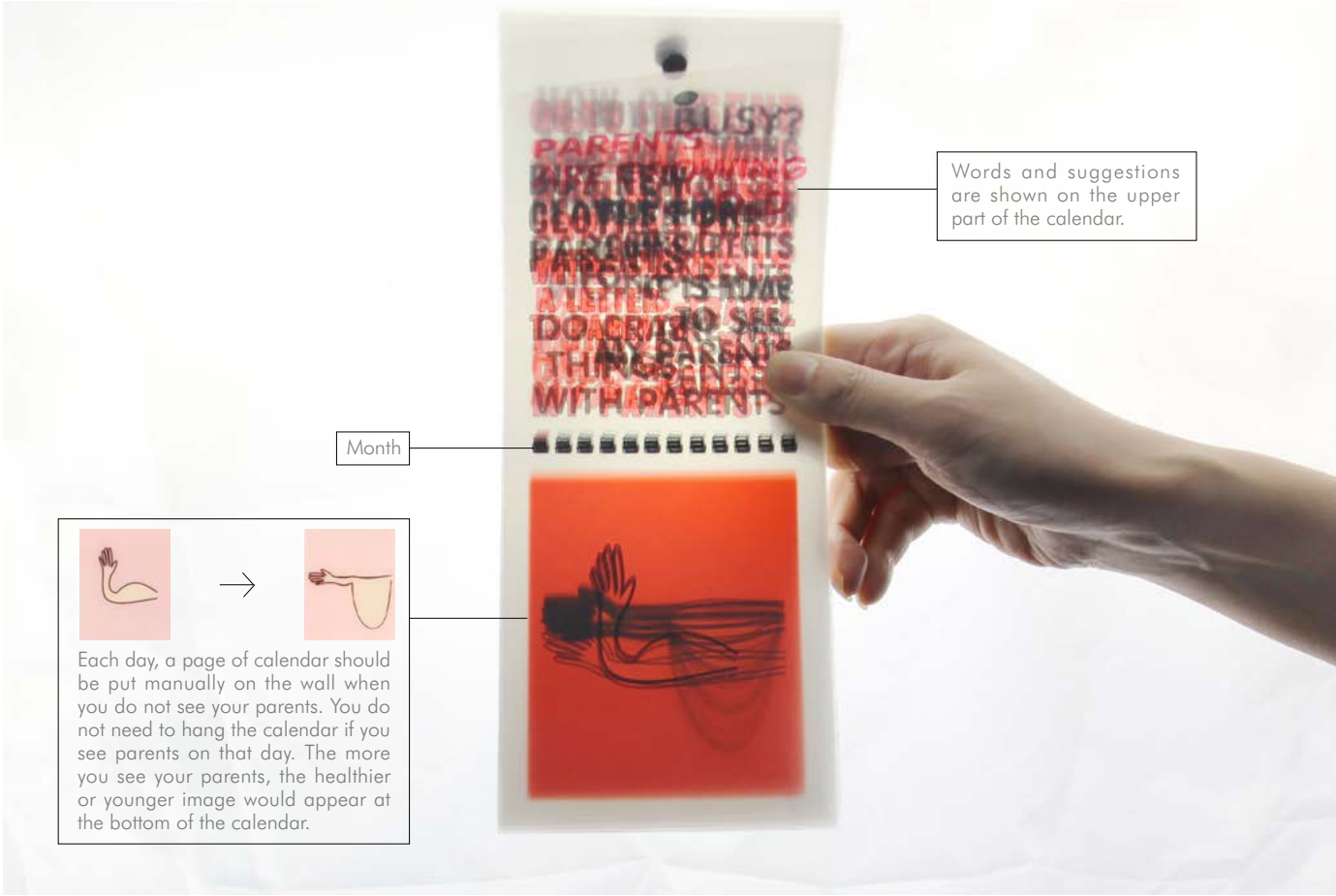


Conclusion:

Most young people are free on weekends
Young people usually choose to relax themselves when they are free
The main reason they do not visit parents
1) Feel tired after work
2) They think there is still plenty of time to be with their parents.



The images show different aspects of aging process of the old.





Every month, there is a different illustration showing different aspects of the process of being older. The difference of hair colour, the change of muscle, and the shape of eyes... All these things show a hint of time passing by.



02

WILDFLOWER
flower

Wire wild flower is a project whose aim is to save endangered wild plants on road verges in England by turning them into gardening products.

In this project, deptford pink is the only available endangered wild flower seeds in England and also it is named after the town I lived during my study in UK. That is the reason why I choose this plant as an example and all the other seeds still need to be found in the wild.





Due to the loss of traditional grassland and farm land in England, a lot of wild plants are threatened with extinction or heading in that direction.

[illegible]

There are 20 wild plants on GB Threat Category.

A pot of an egg shape means new life and hope. The fragile egg shell indicates that the endangered plants need to be protected.



Making wire models of these wild plants symbolizes the process of people taking care of endangered wild plants and also the wire model of the flower has a display function that can attract people.



~~WILDR~~
flower

The name of "WILDRE" is from wild and wire. It is a combination of two important symbols of this project.





This catalog of endangered plants is made into a poster for the fact that showing people the beauty of wild flowers is an important step of saving them.



03

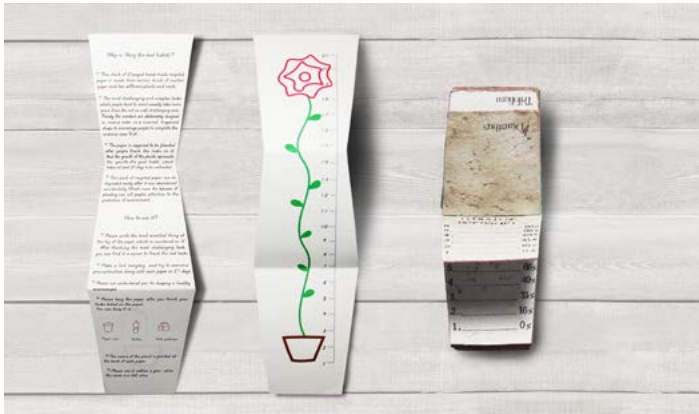
BURY THE BAD HABIT

This stack of 21-page special "To Do List" is handmade from various kinds of wasted paper, ten different plants and seeds. The paper is supposed to be planted after people finish the tasks on it. The growth of the plants represents the growth of a good habit, which takes at least 21 days to be cultivated. This pack of recycled paper can be degraded easily after it is abandoned accidentally.



Bury the bad habit Package Design / Patern Design / Handcraft

Ornamental Plants		Edible Plants	
	Clover Low-maintenance Common in pastures Common on roadsides		Mentha Grows all year round Tolerate a wide range of conditions
	Gypsophila Thrives in well-drained neutral soil in full sun Popular in flouristry trade		Oregano Perennial. Prefers a hot, dry climate Does well in other environments.
	Dianthus bar batus Slightly alkaline with sun to partial shade		Chives It dies back to the underground bulbs in winter, with the new leaves appearing in next early spring.
	Cosmos bipinnatus Germination: 7-10 days Best in full sun Partial shade is tolerated		Rosemary Drought-tolerant Easy to grow Pest-resistant Prefer open sunny position
	Myosotis Cold-resistant Tolerant to drought		Basil Best growth in dry condition Can be grown both outdoor and indoor



04

MUSEUM OF "S"

/ Group Work

Most of the museums provide a constant interpretation about objects, which limits the imagination of the audience. Owing to different life experience, the audience may have different understandings about one specific object.

The project of "S" visualizes people's opinions by moving collages. The "S", usually a suffix of a plural, symbolizes the processes of multiplying different variants of an object in the audience's mind. In this case we use David as an example. By interviewing people in the V&A museum, searching comments about David on different social medias, and inviting people to make collages about David, opinions were collected for project "S".

Project "S" can be expanded to different objects, aiming to help the audience see objects through multiple perspectives and provide different descriptions of objects for museums.

<https://vimeo.com/247411626>





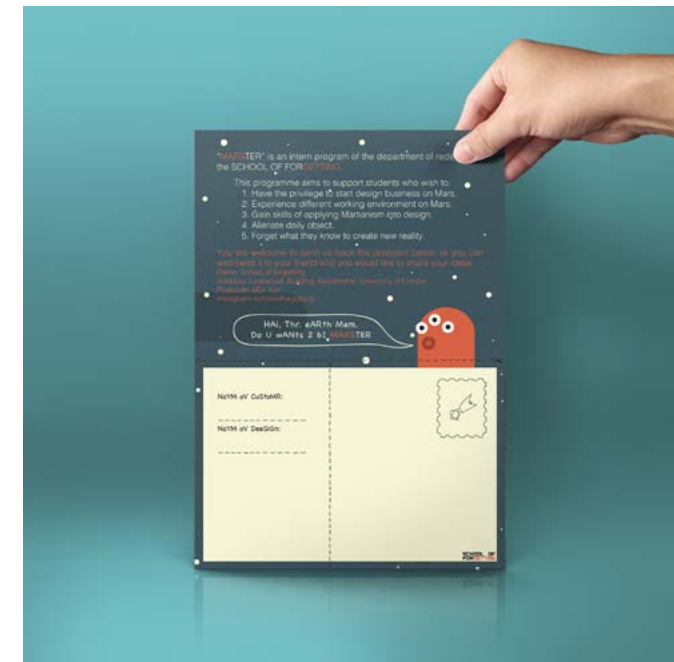
05

"MARSTER" PROGRAMME

/ Group Work

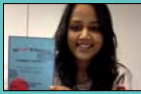
Knowledge is not always good. Sometimes, what we know can get in the way of what a thing could be. In this light, School of Forgetting holds 'forgetting' as a starting point, which leads to different pathways to refreshing our perspectives on life and surroundings.

School of forgetting --- "marster" programme Activity Design / Game Design





MARSTERS



There are four departments running in our school:

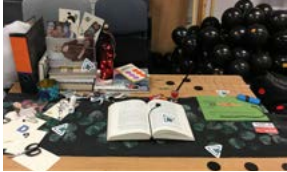
- 1.Department of Rediscovering (Led by: Winnie Yao)
Object Yoga + Disco KTV
- 2.Department of Redesigning (Led by: Shenghan Huo)
Internship Programme: Marster
- 3.Department of Reimagining (Led by: Xinyi Lin)
Document: One Day of ForGetting
- 4.Department of Recollecting (Led by: Chang Wang)
Field Trip: Town of Ephema

● **Object Yoga + Disco KTV**



A vibrant and retro-style dancing session, followed by a meditative yoga exercise played with objects. This relaxing 30-min activity is aimed to help you rediscover the relationship between your physical body and the daily objects in your life.

● **Document: One Day of ForGetting**



A short film that records how a student spends her one day in dormitory. By observing and communing with surroundings, she attuned herself to the co-habitation with daily objects, and reimagined her life with sheer curiosity.

● **Field Trip: Town of Ephema**

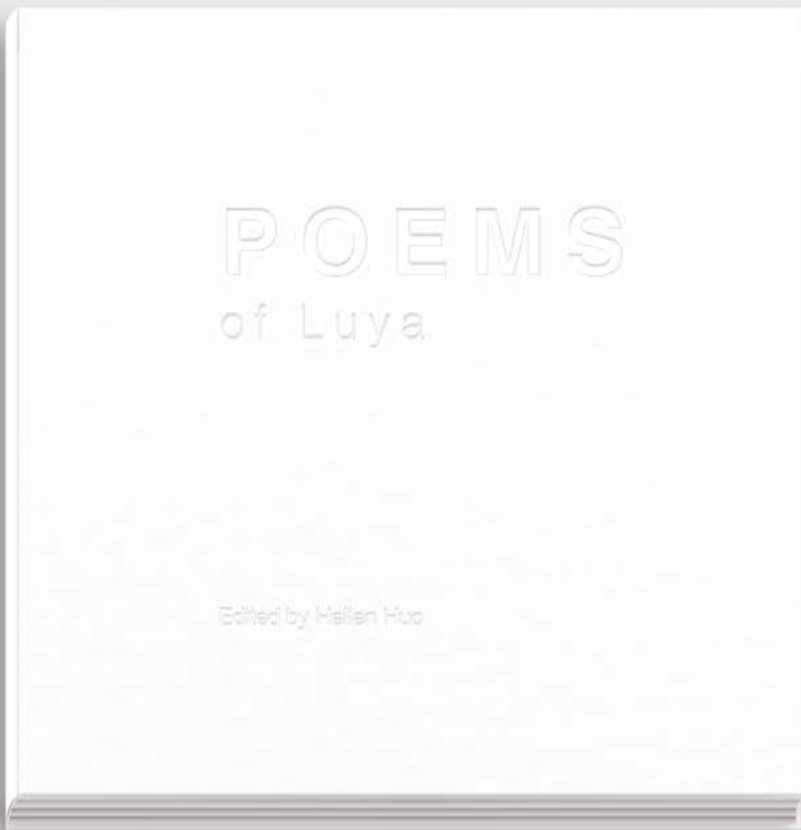


A magical journey that will sweetly push you to 'live in the present'. By creating objects that only exist ephemerally, you are expected to recollect the context and narrative behind an object, and identify what is relevant and meaningful for you.

06

EVERY POET

This book is a collection of abstract and imaginative poems written by my Mom. Poem is ambiguous of its meaning. There are a thousand Hamlets in a thousand people's eyes. From this point of view, I intend to design a book based on the ambiguous spirit of poems to evoke people to get a better understanding of themselves and find a better relationship between words and humans.



Every poet Book Design



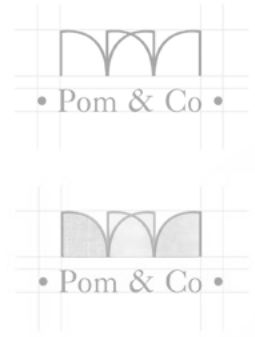
07

Pom&Co

Pom&Co is a clothes brand which is famous for fashion pattern design for Chinese traditional Qi-pao. I appreciate that this brand tend to combine pattern design with Chinese tradition. But what I can not understand is that the logo of this brand is a pomegranate, which can not make the audience think of beautiful clothes. I think a logo should represent the main spirit of a brand in a clear and attractive way. So I decided to redesign the logo.



Pom&Co Logo Redesign / Branding



08



Biu Biu Biu

/ Group Work

BiuBiuBiu is a handcrafted jewellery brand we made to promote hairsticks. We found that hair sticks are very convenient and healthy to scalps, but few people use it in daily life. Some people do not know how to use it and some people have stereotype with it. They think it is old and out of date. We applied geometric shapes and bright colours to hair sticks to make it trendy again. And we had our pop up shop in London and had a good communication with the audience.



Biubiubiu Jewellery Business Plan / Branding / Marketing



Mini Instruction Book





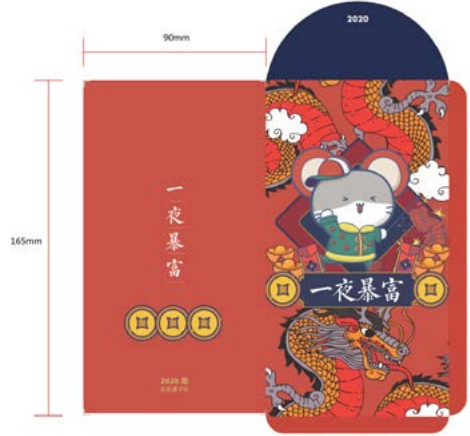
Market at Brick Lane



09

OTHERS





HAPPY 酒和行 2020 CHINESE 全體同仁 NEW 祝大家 YEAR 新年快樂!

SeeWoo
Oriental Food Specialists
酒和行
No.1 for choice

NEW PRODUCT
NEW TASTE

ROAST DUCK

燒鴨

金新好味通管適方知

NEW PRODUCT
NEW TASTE

NEW PRODUCTS

- Roast Peking Duck 北京鴨
- Roast Pork (Char-Siu) 叉燒
- Crispy Pork 脆皮豬肉
- Boys Chicken 豉汁蒸

您應不忘的香腸

酒和行 新春快樂

2020
HAPPY CHINESE
NEW YEAR!

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