



# NXT STEP

VFS 2017

LEON LIU

PORTFOLIO

N E X T   S T E P



# PREFACE

ISOTOPE studio was founded in 2015 by three aspiring Shenzhen Middle School students: Frank Fu, Changcheng, Leon Liu, Jianle, and Mars Tan, Jianxuan. Our three co-founders believe in the efficiency of an independent studio to perform our specialty: graphic design and filmmaking, rather than letting every school club set up their design or video department, which is impossible and results in low-quality works.

There is no boundary to what we can do and who we can collaborate. Over our two years' service, we had closely worked with student individuals, school clubs and official, helping them create amazing posters, documentaries, and short films. However, when deciding whether to continue our studio in high school, we decided not to because we believe there is a style behind our works and creating process, an ISOTOPE style which, unlike software knowledge, cannot be taught or passed on. We would never force anyone to adopt our style and design in our way. After the debut of our last design project for "Spotlight" our high school PROM on July 6, 2017, the studio's high school journey comes to an end.

The studio is currently in suspension. Studying in three different Universities in the United States, three co-founders are still deciding how to restart the studio, maybe a startup after graduation, but one thing for sure we will come back.

The book is titled as "Next Step" because the majority of works inside the book is the redesign of studio's previous works but to a higher and more professional standard, preparing for our return.

Leon, Liu Jianle  
Co-founder & Cheif Design Officer  
December 10, 2017, at Brooklyn, New York

# 1

## LOGO REDESIGN

Draft 1 Version  
Draft 2 Variation  
Draft 3 Final

# 2

## WEBSITE DESIGN

Draft 1 Wireframes  
Draft 2 High Fidelity Prototypes  
Draft 3 High Fidelity Prototypes  
Draft 4 Final

# 3

## POSTER DESIGN

Draft 1 "Story" Variation  
Draft 2 "Flow" Variation  
Draft 3 Final Poster

# 4

## BOOK DESIGN

Draft 1 Version 1  
Draft 2 Version 2  
Draft 3 Final

01 - 12

13 - 20

21 - 28

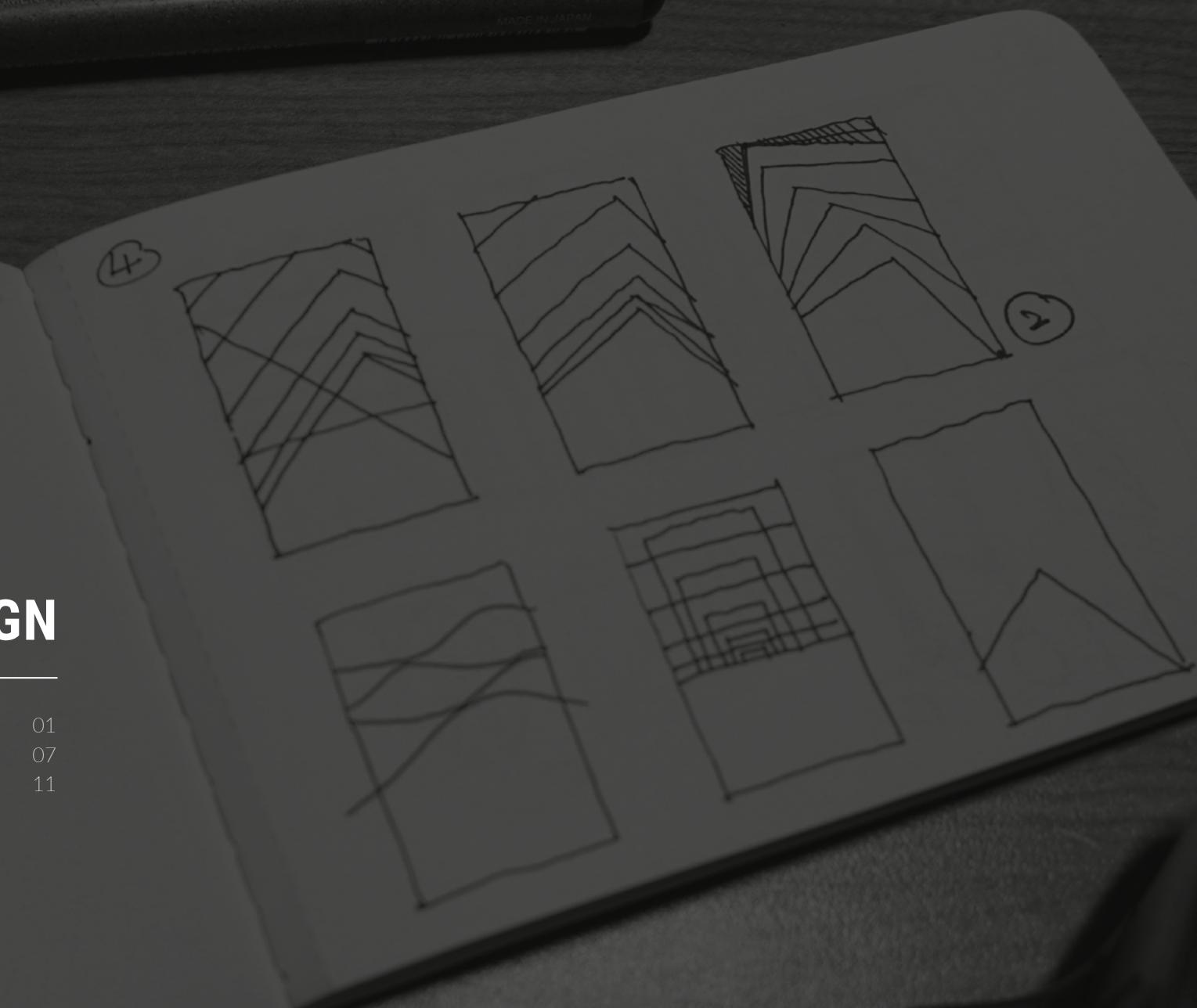
29 - 40

# T

## LOGO REDESIGN

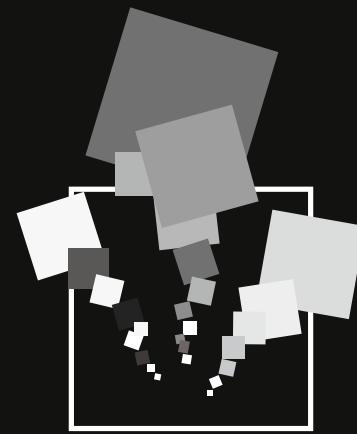
---

Version	01
Variation	07
Final	11



**KOTOPE**  
S T U D I O

VERSION 1 | Big Title



VERSION 2 | Scattering  
Cubes



VERSION 3 | Cubes Layout



VERSION 4 | Deck



VERSION 5 | Drop Shadow



VERSION 5 | Wave

# ISOTOPE

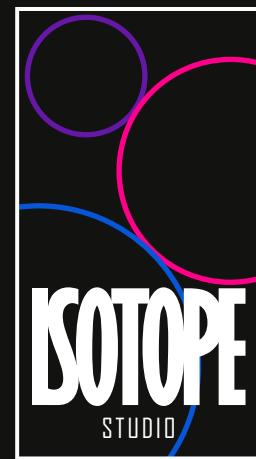
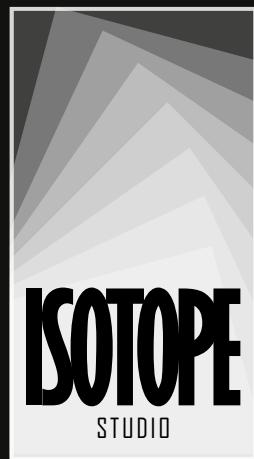
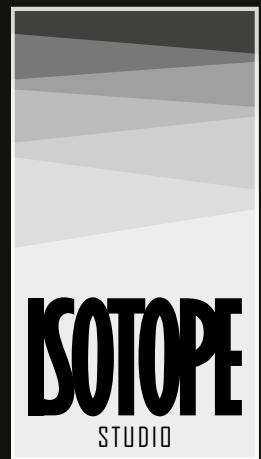
STUDIO



## VARIATION 1

- 1 Plain
- 2 Solid Background
- 3 Line Pattern

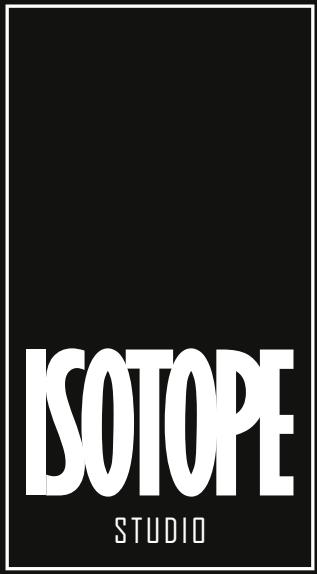
- 4 Colorful Cubes
- 5 Thin Frame
- 6 Color Letters



## VARIATION 2

- 1 Square Pattern 1
- 2 Square Pattern 2
- 3 Circle Pattern

- 4 Brush Pattern
- 5 Glow Pattern
- 6 Simple Frame



## THE MAGICAL FRAME

I believe that as a design and film company ISOTOPE Studio should be able to deliver our services flexibly and creatively. We never set a boundary about what we can do and what we can't. We want to create a logo that in one way remains unchanged for years or even decades, to make it better identifiable, while in the other way continues changing, being able to fit in any background or medium. That is the reason why the logo is named as the Magical Frame because the logo remains in its simple unchanged design: the frame and the title but also leaves the unlimited possibility to change inside the frame.

# 2

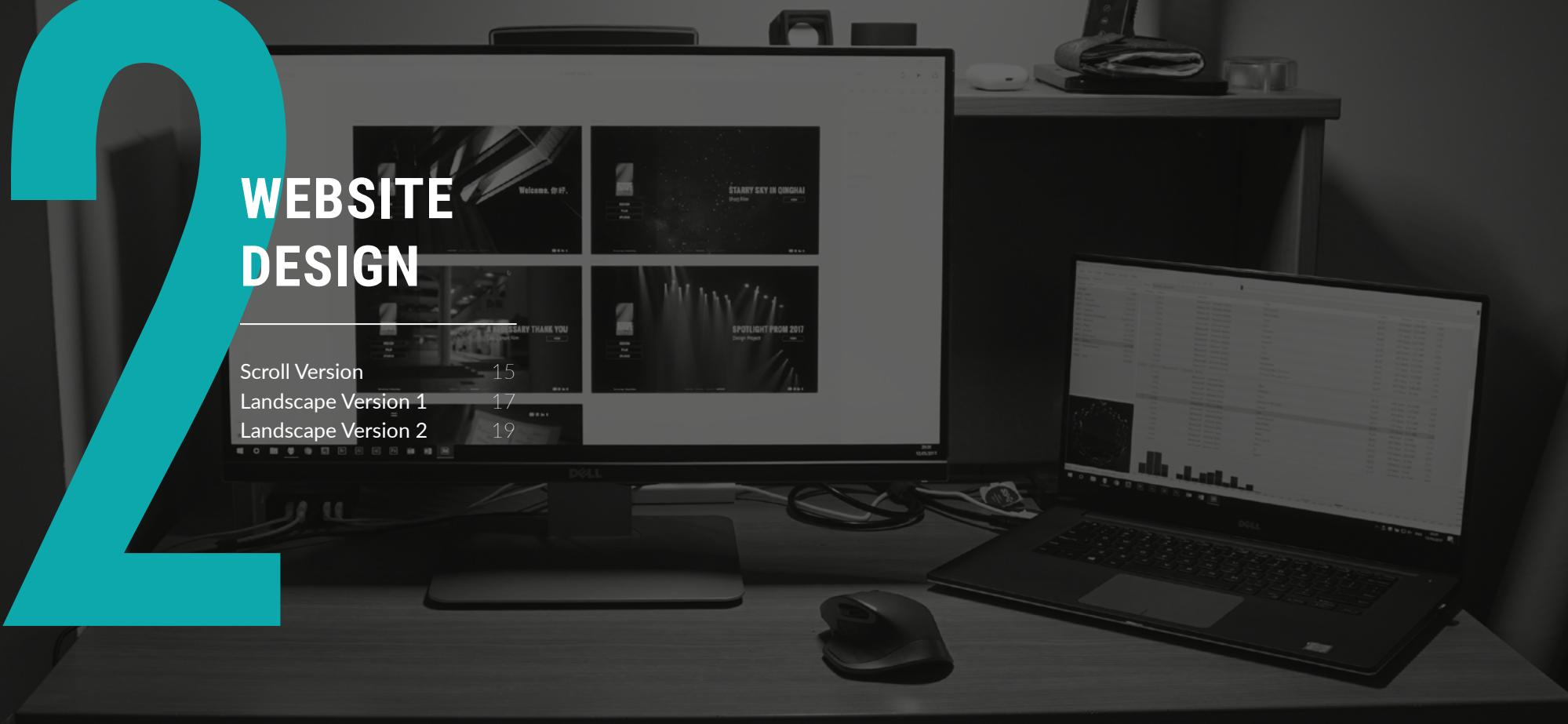
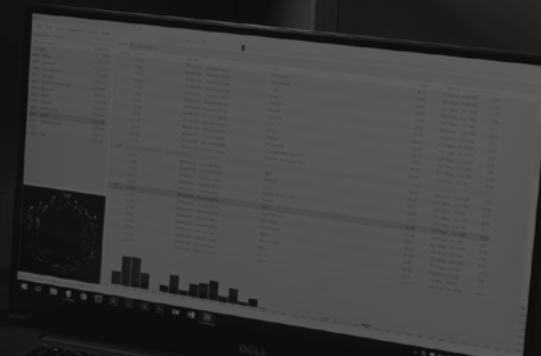
## WEBSITE DESIGN

STARTUP  
STORY

ISOTOPE

Scroll Version  
Landscape Version 1  
Landscape Version 2

15  
17  
19





SCROLL VERSION | Title Screen

LATEST FILM PROJECTS

**A Necessary Thank You**

Watch On YouTube | Learn More

The development of urban villages — Luxi Village

Watch On YouTube | Learn More

LATEST DESIGN PROJECTS

Jazz Club Poster

"I SEE" Yearbook Cover

Peer Tutor Poster

Spotlight  
PROM 2017 SHENZHEN MIDDLE SCHOOL

OUR STARTUP STORY

Learn More

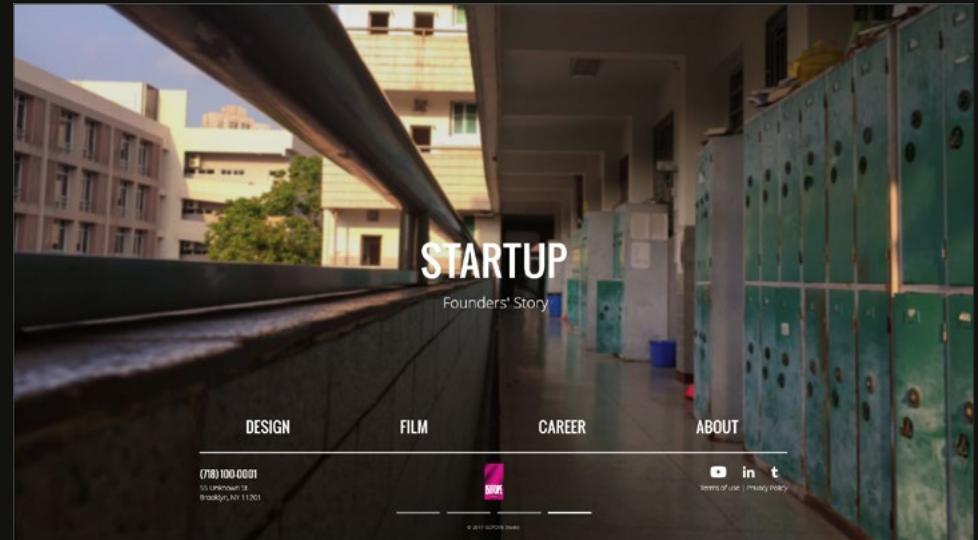
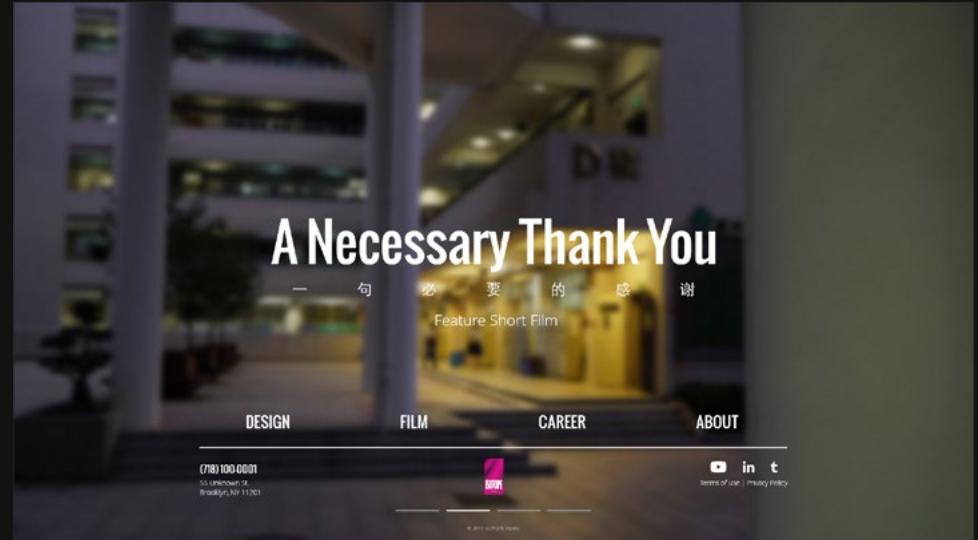
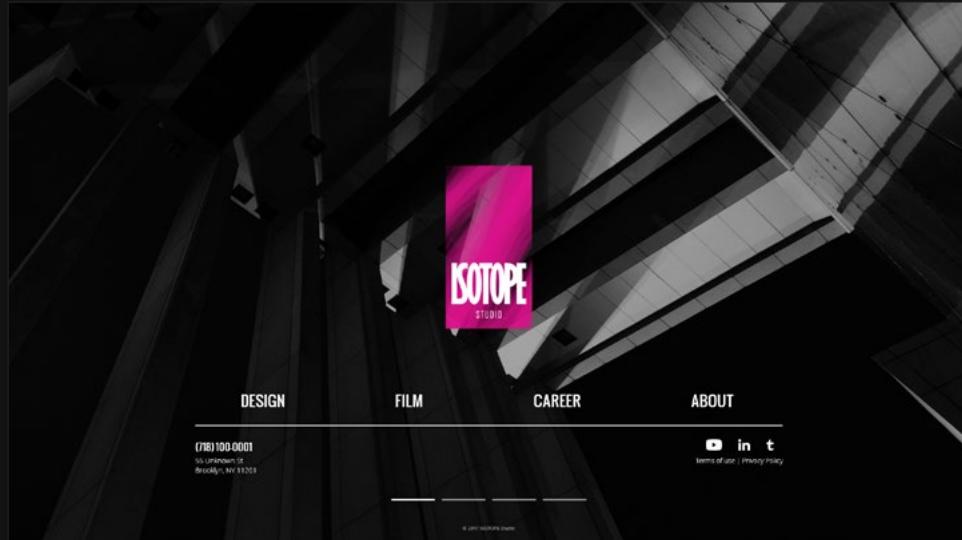
Social Media

Design

Film

About

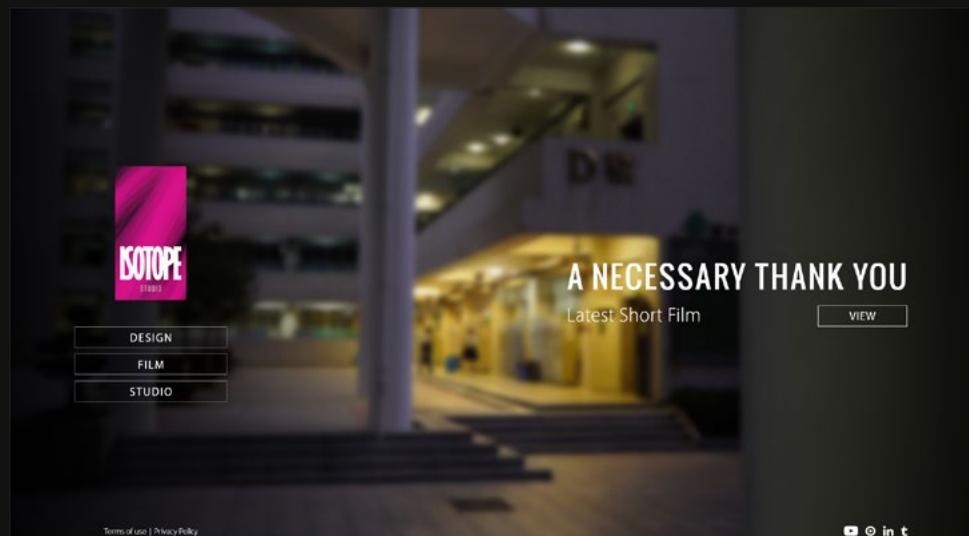
SCROLL  
VERSION  
Home Page



VERSION 2

UP Home - Title Screen  
DOWN Home - Design Project

UP Home - Film Project  
DOWN Home - Founders' Story



VERSION 3

UP Home - Title Screen  
DOWN Home - Design Project

UP Home - Film Project  
DOWN Home - Film Project

# 3

## POSTER DESIGN

---

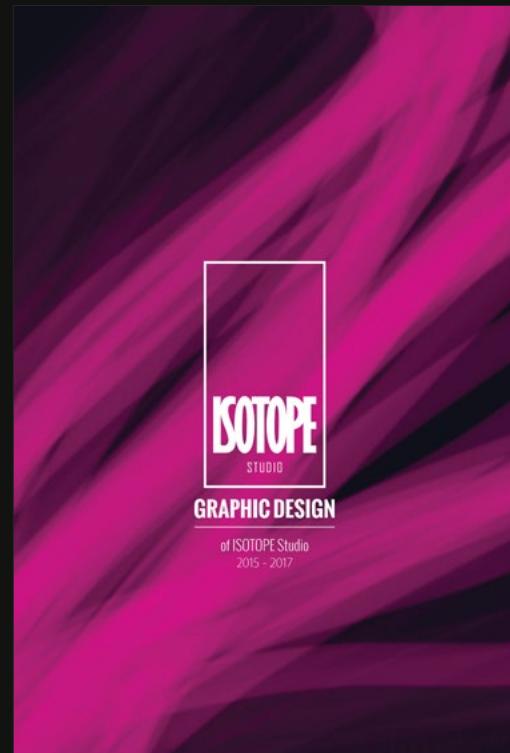
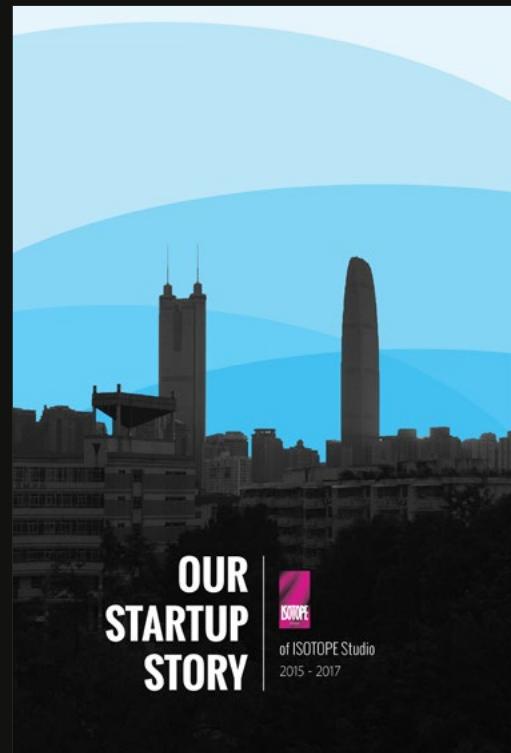
"Story" Variation	23
"Flow" Variation	24
Final Poster	25



A dark room featuring a desk with a computer monitor displaying code, a keyboard, and a mouse. A lamp sits on the desk. On the wall behind the desk, a large poster is displayed. The poster has a dark background with white text that reads "OUR STARTUP STORY". To the right of the poster, there is a logo for "ISOTOPE STUDIO" inside a rectangular frame.

OUR  
STARTUP  
STORY





## STORY VERSION

- | 1 Balanced Layout
- | 2 Left Layout
- | 3 Center Layout

## FLOW VERSION

Left Large Title  
Right Large Logo



## FINAL POSTER

STORY VERSION

The studio is founded in the hometown Shenzhen, China, and at its most excellent high school Shenzhen Middle School. The background photo was taken on the bridge connecting school's main campus and playground, featuring two iconic Skyscrapers of Shenzhen: Di Wang Tower and Kingkey 100. The sky is simplified into layers of blue round shapes, from the bottom to the top, lighter and lighter.



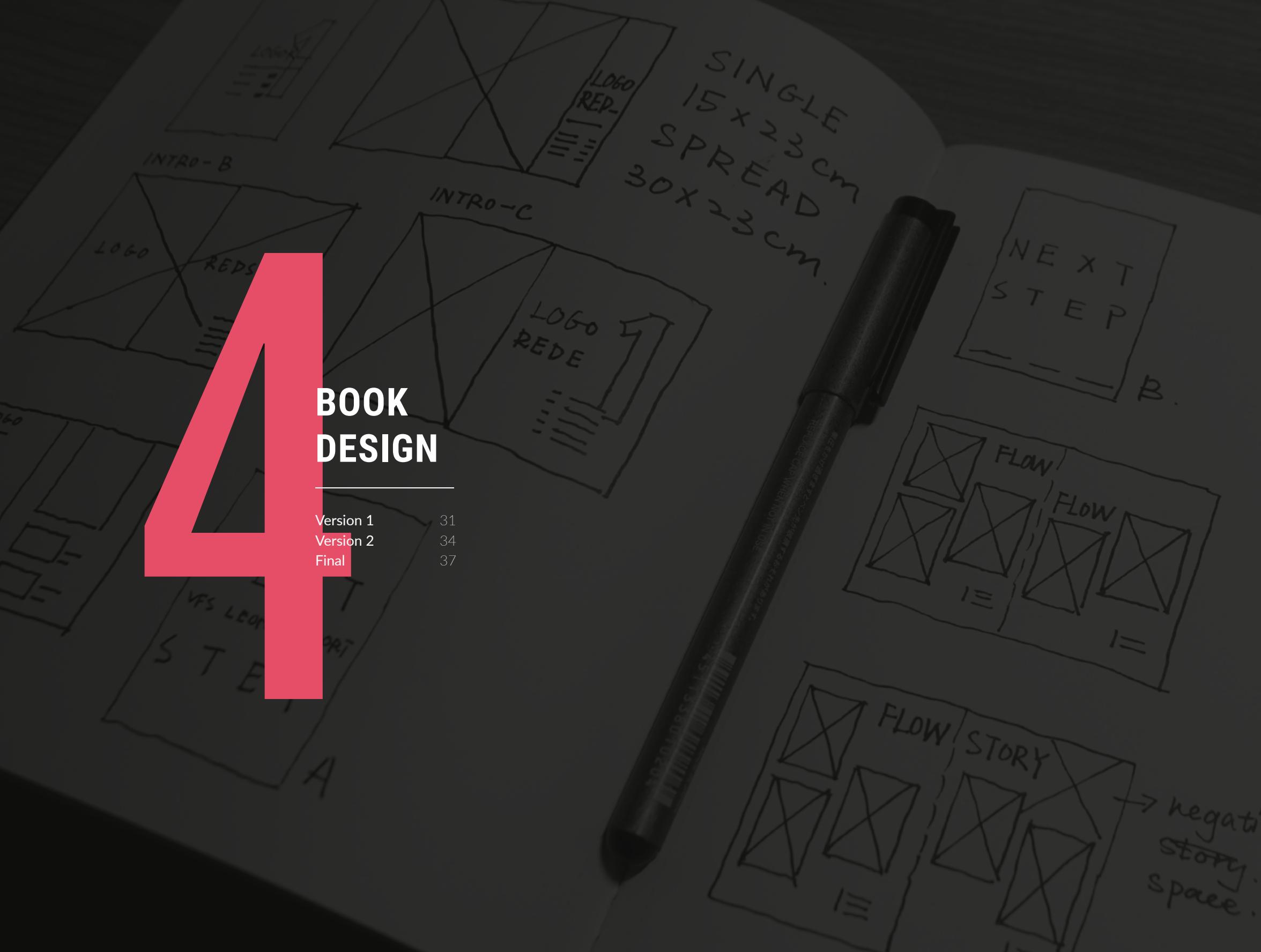
## FINAL POSTER

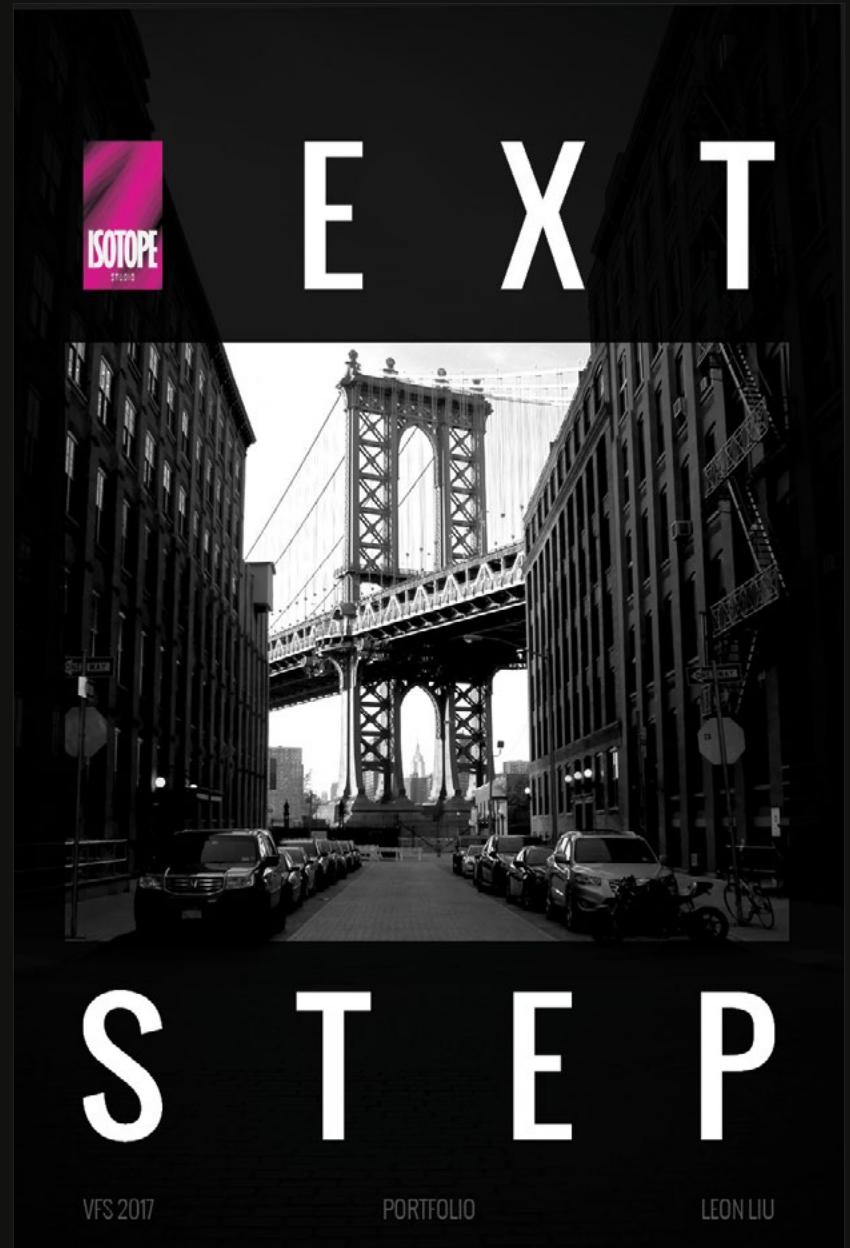
FLOW VERSION

The magenta flowing lines is one of the background patterns for the redesigned logo, but in the poster, the pattern extends beyond the frame to the edge, making the poster look dynamic and eye-catching, a perfect feeling for a studio poster.

# BOOK DESIGN

Version 1	31
Version 2	34
Final	37





VERSION 1 | Cover

31

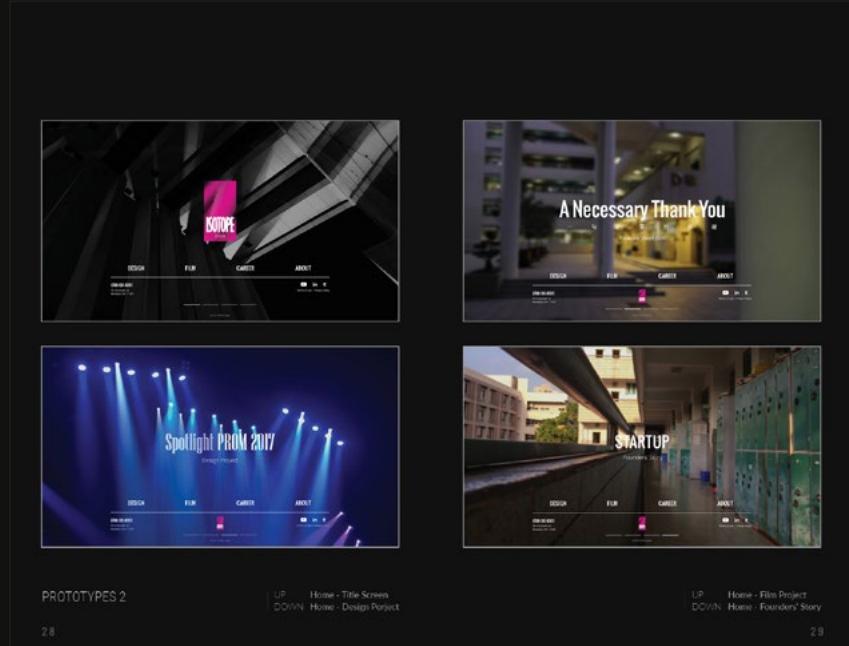


VERSION 1 | Header Page

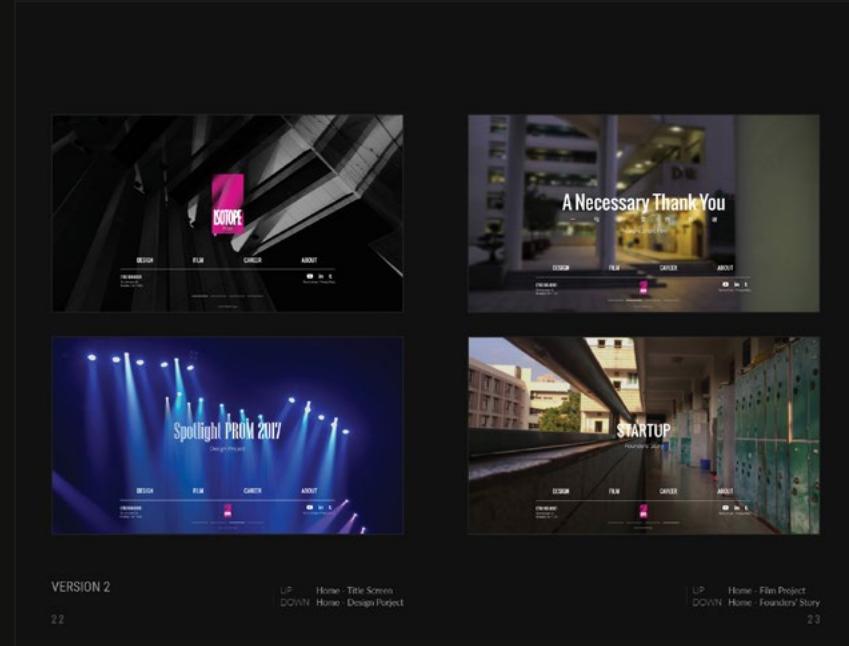


DRAFT 1  
WIREFRAMES

32



VERSION 1 | Up Website Design  
Down Final Logo



VERSION 2 | Up Website Design  
Down Final Logo

### DRAFT 3 FINAL LOGO



### THE MAGICAL FRAME

#### DESIGNER'S NOTE

I believe that as a design and film company ISOTOPE Studio should be able to deliver our services flexibly and creatively. We never set a boundary about what we can do and what we can't. This is why I wanted to create a logo that is simple and can fit in any background or medium. The logo should be able to change its shape and the other way continues changing, being able to fit in any background or medium. That is the reason why the logo is named as the Magical Frame. The logo is simple and elegant, it can be used to sign the frame and the logo but also leaves the unlimited possibility to change inside the frame.

19



### THE MAGICAL FRAME

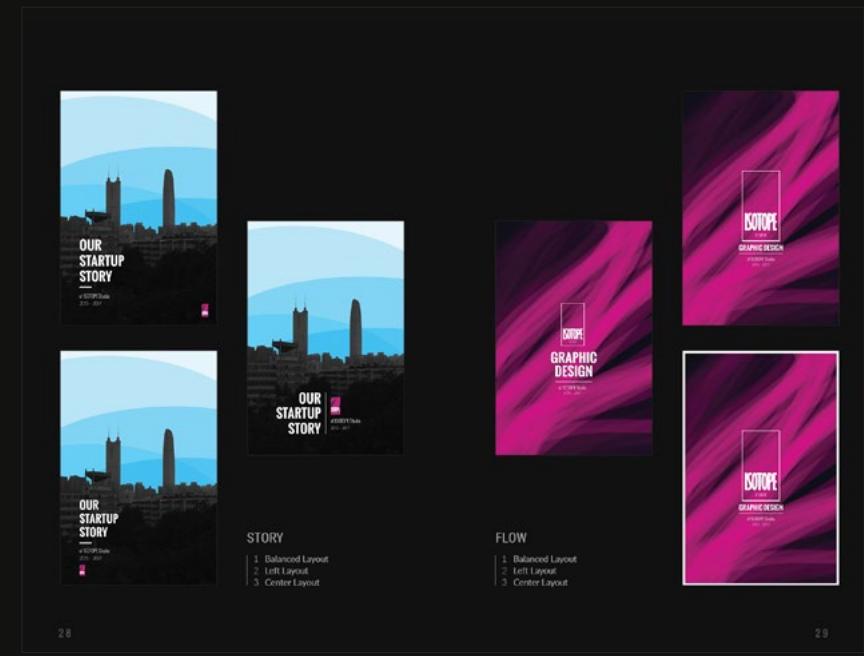
I believe that as a design and film company ISOTOPE Studio should be able to deliver our services flexibly and creatively. We never set a boundary about what we can do and what we can't. This is why I wanted to create a logo that is simple and can fit in any background or medium. The logo should be able to change its shape and the other way continues changing, being able to fit in any background or medium. That is the reason why the logo is named as the Magical Frame. The logo is simple and elegant, it can be used to sign the frame and the logo but also leaves the unlimited possibility to change inside the frame.

16

17



VERSION 2 | Cover



POSTER PAGE | Up Version 2  
Down Final





## FINAL COVER

The Brooklyn Bridge

The background of the cover features Brooklyn Bridge because Brooklyn is the place where for the first time I receive formal design education as a first-year student majoring Integrated Digital Media at NYU Tandon School of Engineering. I am experiencing a transition from a high school student who was interested in playing around with design software to a well-disciplined graphic designer.

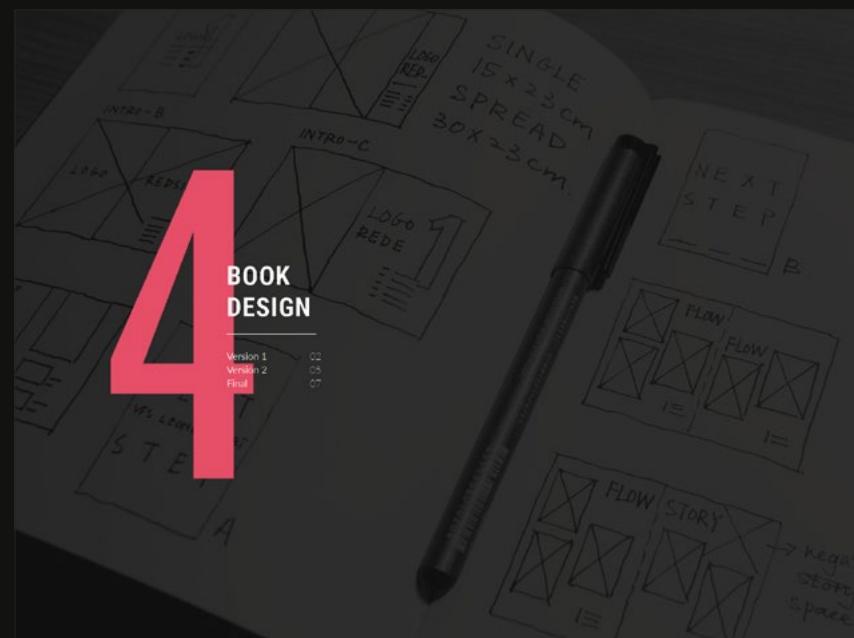
After two drafts, trivial but critical modifications have been made: the letter "E" of "NEXT" instead of "N" is replaced by the studio logo, which is more understandable and the name "Leon Liu" is highlighted with white color, to balance the magenta highlight of the title.



VERSION 2 | Header Page



VERSION 2 | Header Page







© 2017 Leon Liu, Jianle