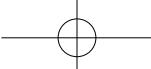
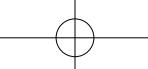


PORTFOLIO



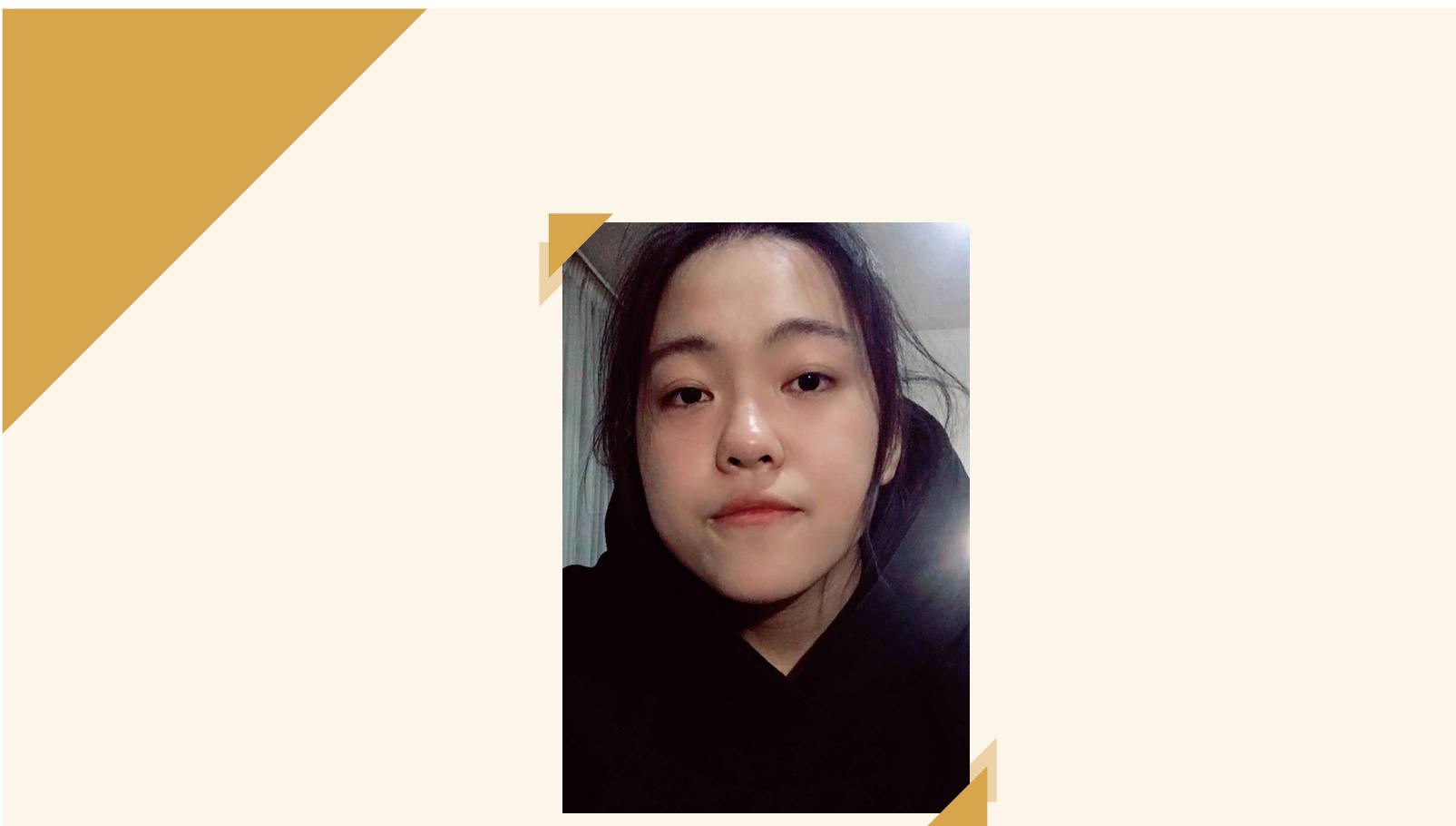
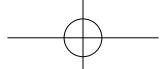




CONTENT

- ⚡ About Me 4
- ⚡ Designer Exploration 6
- ⚡ Infographic 14
- ⚡ Just The Fact 22
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3



Photoshop



Illustrator



InDesign



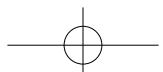
XD

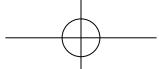


trainee

skilled

4





Hello, my audience! I'm Zhuoran Li, and you are looking at my portfolio designed to show some of my works. I have been studied interaction design for one and a half years. I can't resist any hand-drawn design, which is especially reflected in the purchase of games.

For my works, I am an avid game lover, so in my work, you may find many elements from the game. What's more, before trying to become a designer, I spend time with the code every day, so I prefer to keep my work neat and orderly.

Overall, I'm still on the way of exploring my design style. With the advancement of technology and the cultural demand that gradually surpasses the material requirements, I believe that in the future market, the design will occupy a more critical position progressively.

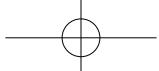
About Me

5



Timothy Goodman





Timothy Goodman is a designer, illustrator, muralist, and author. His works are always full of patterns and words composed of lines.

POP ART IN HIS WORK

A lot of POP style designs can be found inside the lines—for example, pronounced text effects and stick-figure patterns. There are also lots of reusage of regular objects in daily life. Instead of seeking the colours, he chose to use more complex patterns formed by simple lines to flood the entire wall or canvas.

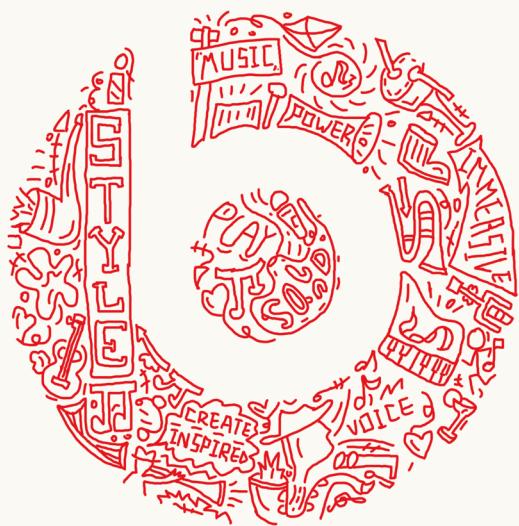
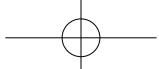
FONT STYLE IN HIS WORK

He likes to highlight the corners of the fonts, and the entire letter is similar to a square. By using the gaps in the letters to arrange, the whole picture is filled.

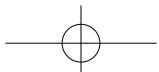
COLOUR IN HIS WORK

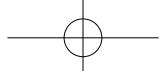
The colour of his work is not complicated. But still, he prefers to keep two high contrast colours in one picture. Usually, the colour combinations are black and white, black and yellow, or blue and yellow. In particular, in some of his works, he used black and white lines and bright colour to fill in specific patterns. Thus, the audience can pay more attention to these patterns.

Designer
Exploration



Redesign of Beats logo





I redesign the logo of beats.

OVERALL DESIGN

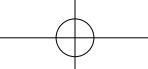
To ensure the recognition, I keep the design of a white “b” shape inside a red circle. And I also keep using the red colour. However, instead of using red areas, I try to imitate Timothy's style and use lots of lines to fill in space.

PATTERNS AND TEXT

Patterns I use are all about instruments or vocal. The elements include trumpet, guitar, piano, drum, and other instruments, as well as singing people, headphone, microphone, musical notes, and other items. As beats have many products designed for sports, I also include running person, shoes, and signpost. Besides, I pick up the keywords from the text that describe the products or user experience on beats' website. “Play” and “sound” are put in the centre to reflect the feature of beats, which is the connection between people and sound.

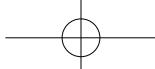
I use Timothy's style in his logo by using stick figure-style patterns and framed text to fill in most of the space. Small decorative lines and circles are used to fill in the blanks. The font is still square and is surrounded by a POP art frame.

Designer
Exploration



Yile Ou





Yile Ou is a graphic designer and web developer. He is good at pixel art and likes to use architecture.

COLOUR IN HIS WORK

His work usually focuses on two or three primary colours, and these colours are used to create the whole image. He likes to use colours with a high grey level. Dark blue and green are shown in lots of his works. He makes the main colours darker to create the shadow of objects or lighten them to show the light exposure.

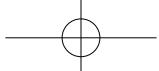
Basically, his works are under the limitation that similar to the Atari game console. For each sprite, there are only three colour or transparency. The colour of small objects in his works is limited to three or less than three. After been separated into numerous areas, the background does not break away from this limit.

LAYOUT OF HIS WORK

The layout of Yile's works always contains two parts, a front section which is close to the audience, and a background. This kind of layout would not carry much of the scenery. However, it conveys a feeling of peace and silence.

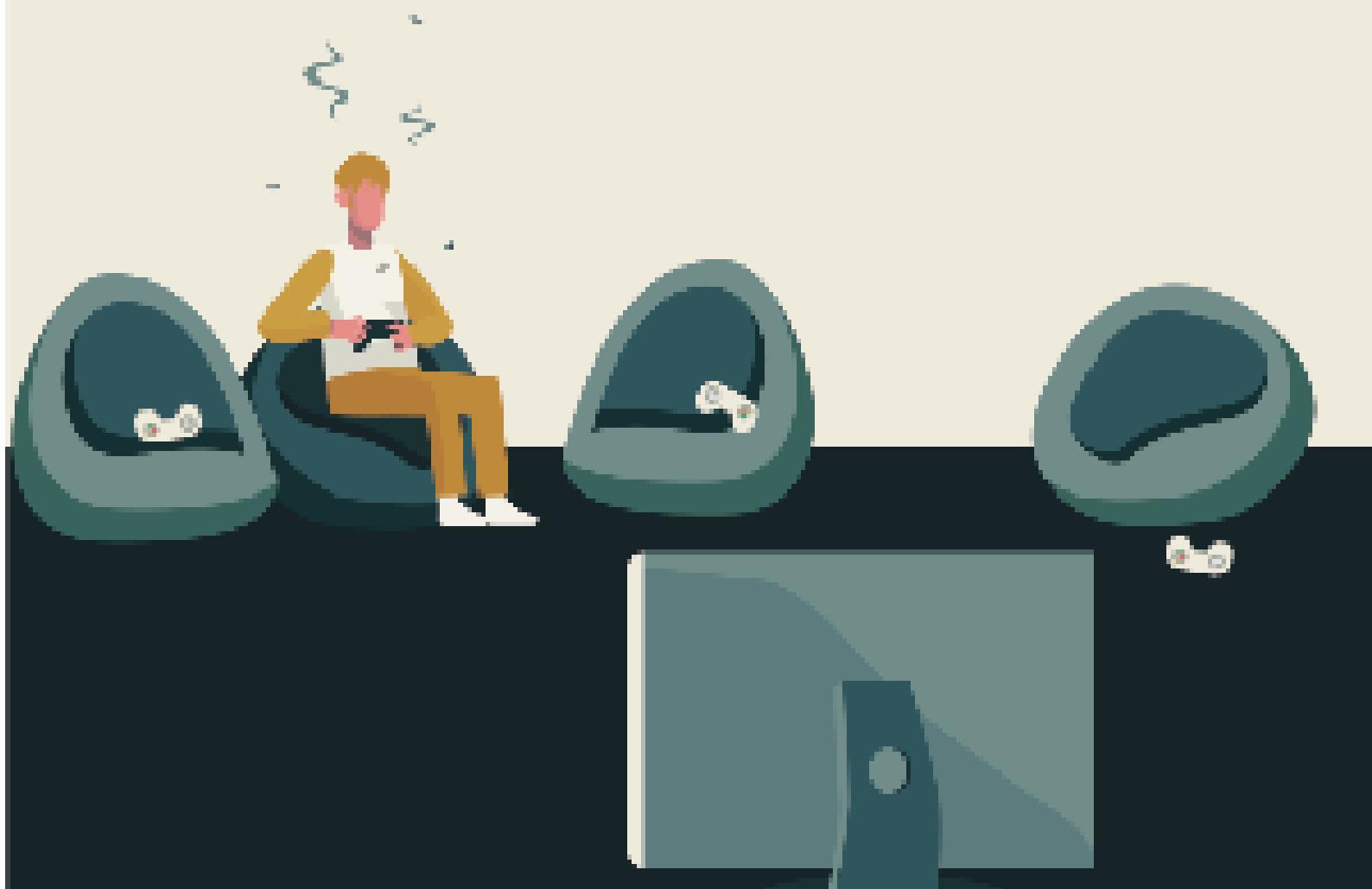
Inside the images, he also wants to think of a background story during the creation. That is also why I like his works. They always look like something about to happen.

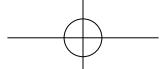
Designer
Exploration



1/4 U.S. gamers say

they have skipped a shower to continue playing video games.





The fact I choose to redesign is:

1/4: Portion of U.S. gamers who say they have skipped a shower to continue playing video games.

LAYOUT

I tried to imitate the front and back composition by using a screen that is close to the audience and four sofas, which are a bit further. I also used the empty couch and controllers to enhance the sense of story. The random arrangement of the controllers conveys the information that someone was playing here and would be back later.

PATTERNS AND TEXT

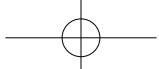
For the overall colour, I choose to use white and dark blue. They are in high contrast and are both cool colours. For each small object, I have limited the primary colour number to three. And the shadow is shown by adjusting the greyscale.

FONT

To ensure consistency, I chose the Pixelar font. The font colour is the same as the ground. To connect the text with the image, I changed the “1/4 U.S. gamers” to yellow, which is the same as the character.

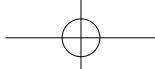
Designer
Exploration

13



After finishing the first series of quests, players are required to gather three scepter shards to repair the scepter. They can start with either shard but need to collect all of them in the end.





INTRODUCTION OF INFOGRAPHIC

The data I have chosen is the method of obtaining mounts in the World of Warcraft Classic version. The target audience is mount collectors who have not experienced the classic version. This infographic has information about 71 mounts, including ways of obtaining, currency needed, location, rarity, and collection rate. In particular, two quest mounts and four class mounts are listed separately.

FLOW CHART TO SHOW A SERIES OF TASKS

To get the legendary mount “Black Qiraji Resonating Crystal,” players need to finish a series of quests. I used a flow chart to explain the process.

Numbers and arrows are used to show the quests step by step. Three paralleled quests lines are used to tell the audiences that these quests can be done at the same time. For each kind of quest, I created an icon to show the feature. For example, the quest which requires battle is two swords across on each other. And the symbol of the conversation quest is from the game interface. Players would see this interface when they talk to NPCs.

Notably, the fourth quest is cyclic. Thus, I used an arrow to show that this can be completed several times. What's more, I used the head silhouette to represent the boss for each of the battles. By the unique horns, players can recognize them.

Infographic

Collection Guide for Mounts in World of Warcraft Classic

In the most popular MMORPG game World of Warcraft, mounts are transportation forms that players can ride on their backs. Since the release of 1.0 in 2004, now WOW has reached version 8.2. The previous story is gradually forgotten because of the passage of time and the joining of new players. But still, there is a group of players who are still crazy about experiencing ancient stories and collecting classic mounts. Thus, Blizzard has released the Classic server since August 2019. This guide will help collectors who are enjoying the WOW Classic by listing the mounts, their source, and location.



Reins of the Winterspring Frost saber

To obtain this mount, players need to reach an exalted status with the Wintersaber Trainers faction. And it is only for Alliance players.



900 coin

39%

Class Mounts

These mounts are specialty for Paladin and Warlock. Players would learn the spell to summon the mount when get to the demanded level.

Paladin

level 40

55%

level 60

52%

level 40

84%

level 60

77%

level 60

77%

Warlock

level 40

84%

level 60

77%

level 60

77%

Black Qiraji Resonating Crystal

This is one of the most precious mounts in this game. Players need to finish a series of quests to ring a gong. In each server, only those who ring the gong within 10 hours of the first player that ringed the gong in each server can get this mount.

1 → 2 → 3 → 4 → 5 → 6 → 7 →



Cystalline Tear



Red Scepter Shard



Blue Scepter Shard



Green Scepter Shard



Narain's Scrying Goggles



Broodlord Lashlayer



Eranikus



Draconic fur Dummies



Nefarian

After finishing the first series of quests, players are required to gather three scepter shards to repair the scepter. They can start with either shard but need to collect all of them in the end.

8 → 9 → 10 → 11 →



Fragments of the Nightmare's Corruption



Slithid Carapace Fragment



Cyclic quest



500 Pound Chicken



Red Scepter Shard

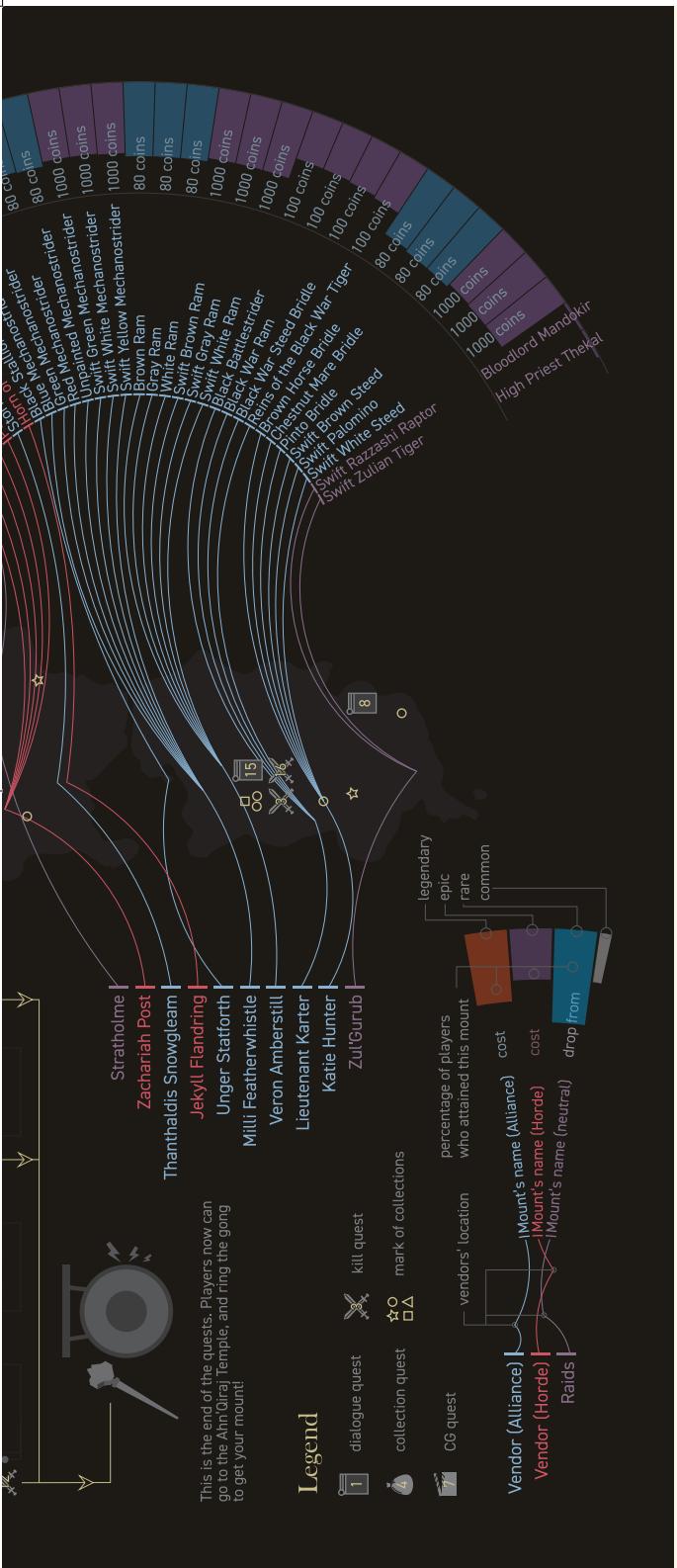
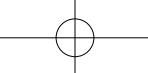


Blue Scepter Shard



Green Scepter Shard

Reins of the Swift Frost Saber



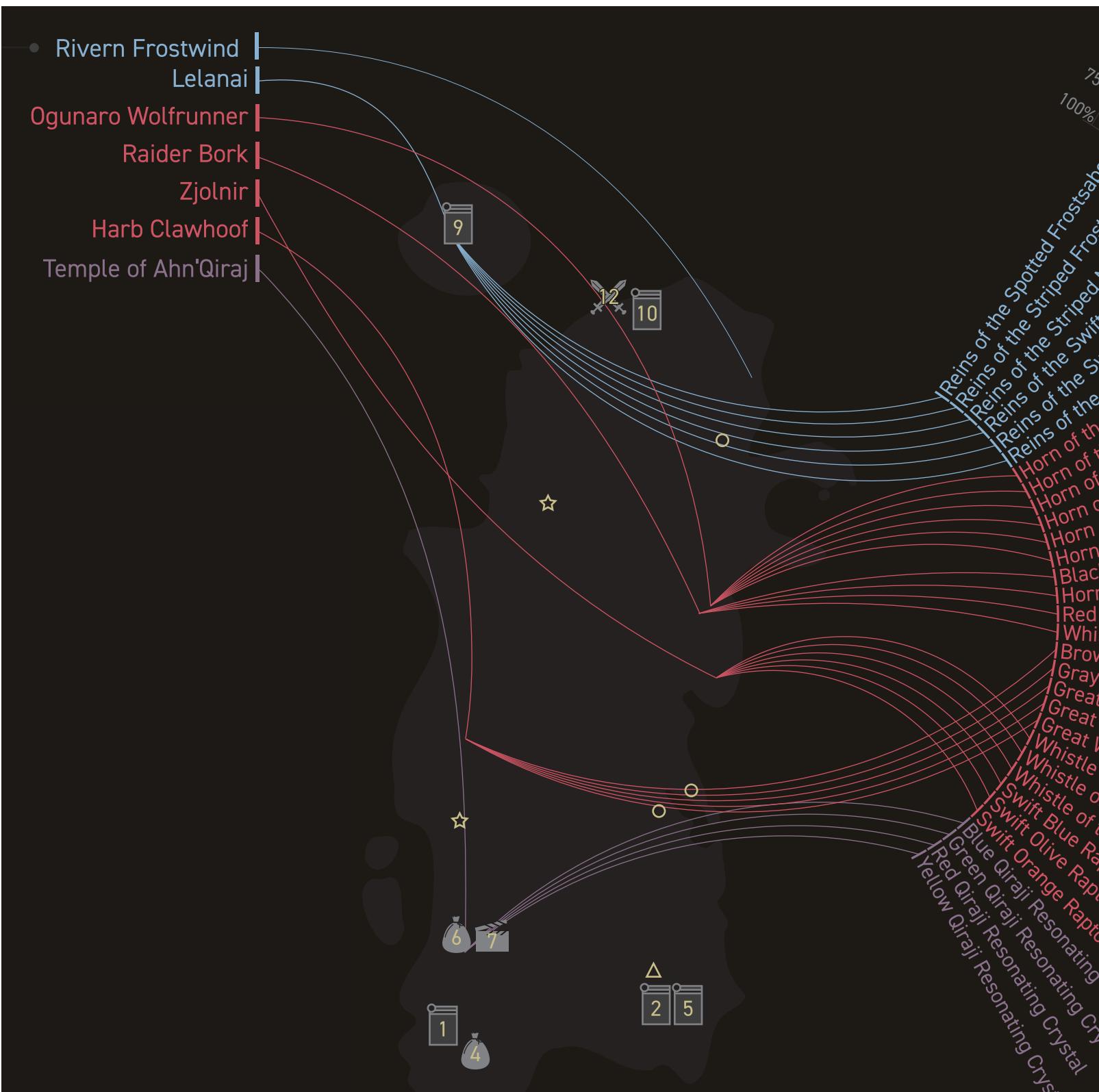
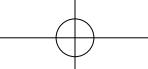
OVERALL COMPOSITION

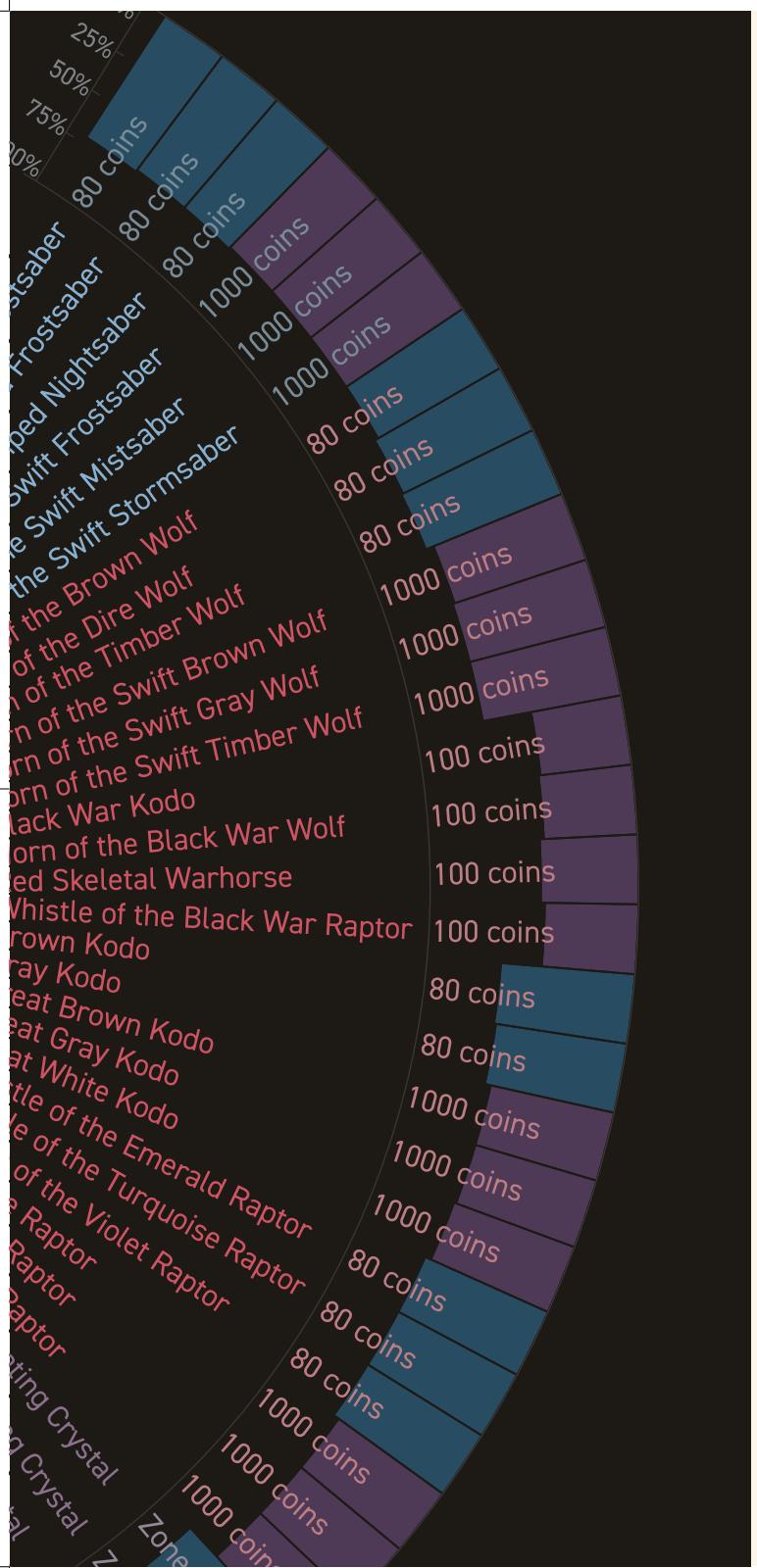
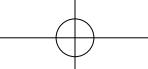
The vertical layout allows me to put in two maps and two fan charts.

The maps are in the middle of the infographic. By using a dark grey, which is similar to the background, the map would not be outstanding.

Even though they are the most familiar elements for the audience, they would not draw much of it the attention. The maps also divided the information about mounts into two parts.

Infographic



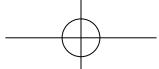


INFORMATION ABOUT MOUNTS

Mounts that can be obtained through vendors and raids are put in the fan charts. After the name, there is the currency that needed. The background of the money is the collection rate. By the scale on the top of the fan chart, the audience can determine what percentage of players have owned this mount. As the rarity is always connected to the collection rate, the colour of the rate shows whether the mount is common, rare, or epic.

The colour of vendors and mounts' name show whether they are in neutral, alliance, or horde. By connecting two sides on the map, the angle formed by the lines indicates the mount's location. What's more, the icons on the map show each quest's position in the flow chart.

Infographic



Collection Guide for Mounts in World of Warcraft Classic

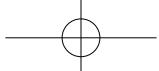
In the most popular MMORPG game World of Warcraft, mounts are transportation forms that players can ride on their backs. Since the release of 1.0 in 2004, now WOW has reached version 8.2. The previous story is gradually forgotten because of the passage of time and the joining of new players. But still, there is a group of players who are still crazy about experiencing ancient stories and collecting classic mounts. Thus, Blizzard has released the Classic server since August 2019. This guide will help collectors who are enjoying the WOW Classic by listing the mounts, their source, and location.

Reins of the Winterspring Frostsaber

To obtain this mount, players need to reach an exalted status with the Wintersaber Trainers faction. And it is only for Alliance players.



Zhuoran Li



FONT

The font of the title is a serif typeface Bell. This font is similar to the font inside the game interface so that the style of the infographic would be consistent with the game. To ensure the experience of reading, the font of context is a sans-serif typeface DIN.

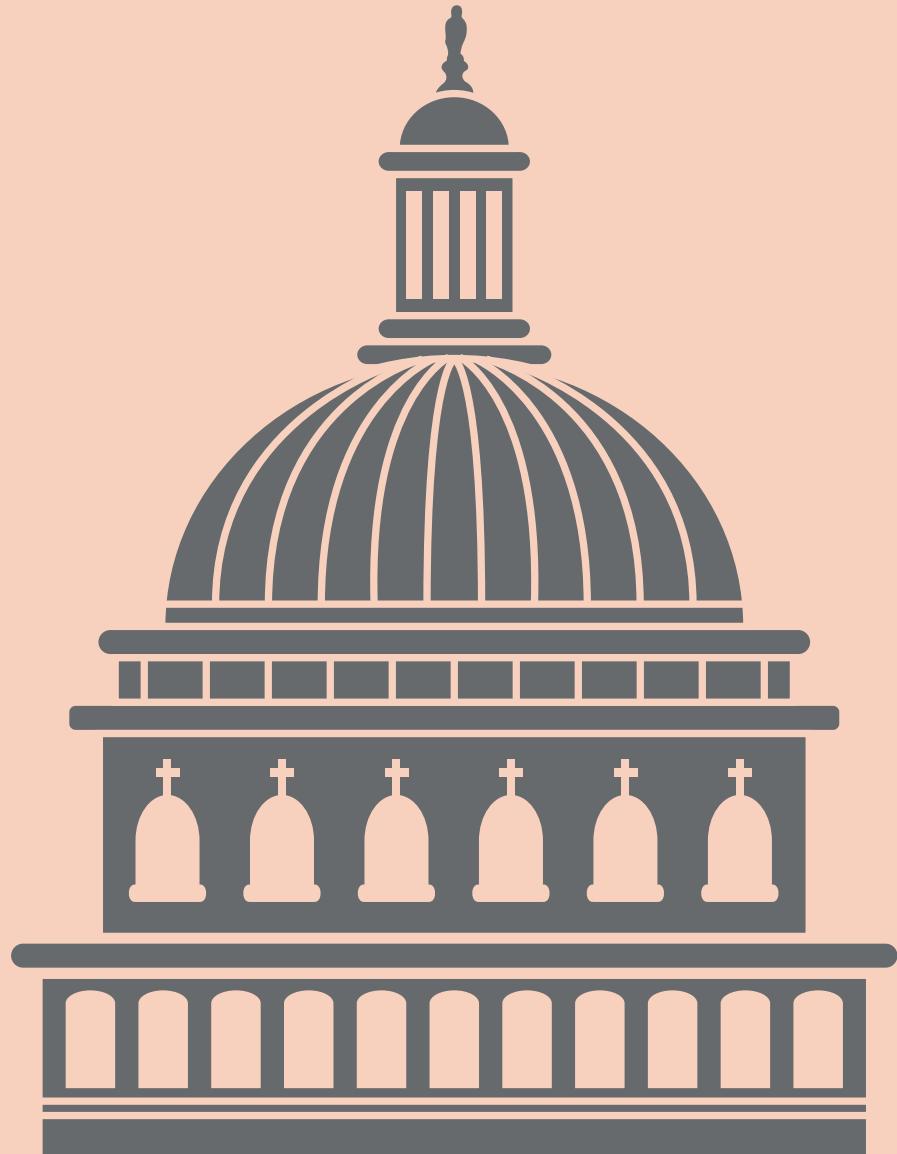
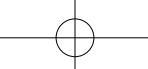
DESIGN OF THE NAME

The design of the name refers to the interface of the character status in the game. Because my class in World of Warcraft is a warlock, I designed a pattern with a hood, skull, and flame elements as an avatar.

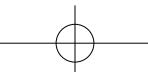
COLOUR SCHEME

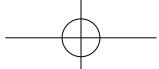
The overall colour follows the World of Warcraft interface, with dark brown as the background and yellow as the title. Blue and red represent the alliance and horde. Purple is used for neutral, designed based on the famous raid "Stratholme" in the classic version. Because the dark background is used, the greyscale of these three colours is slightly adjusted to be the colour of the secondary information - currency. After the yellow is increased in grey, it is used as the title of each part. The lightest grey is used as the text colour to ensure that the audience can read fluently. The colour of the icon is slightly darkened, so that even if the grey area increases, it will not be too outstanding.

Infographic



Americans have elected 6 dead people to Congress.





THE ORIGINAL FACT

6: The number of dead people Americans have elected to Congress.

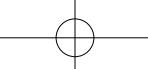
LAYOUT

I used a simplified image of the white house to represent the US congress. And in the middle of the white house, where were pillars before, I used six tombs to show the six dead people. After all, they are part of the congress. By using the Gestalt principle, the position of tombs is hallowed out so audiences can see the obvious contrast. And it is the same style as the other part of the white house image.

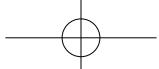
COLOUR AND TEXT

I chose dark grey for the white house because congress is serious and solemn. The background is the complementary colour of dark grey. To balance the elements, the text has been put at the bottom. The number 6, which is the most important information, has been enlarged and located in the middle of the image. As the dead people are also the main part of the text, I changed its colour to make it stands out.

Just The Facts



1/4 U.S. gamers say
they have skipped a shower
to continue playing video games.



THE ORIGINAL FACT

1/4: Portion of U.S. gamers who say they have skipped a shower to continue playing video games.

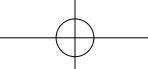
LAYOUT

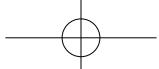
The game controller has been simplified, and only the shape of the button has been kept. 3/4 parts of the controller have been changed to a soap. Bubbles have been used as the prompt. To show the feature of the soap, I also used highlight to make it looks slippery. And referring to the Dove soap's style, I use the same effect to the controller's buttons to show the feature of a soap.

COLOUR

The colour of soap and a game controller in real life is variety. So, there are many colours that I can use. I choose the colour that is close to the salmon pink to show the soft and peaceful feeling people would have during a shower. The bubbles are white, which is consistent with real life. I used blue-grey for the controller. This colour is the complementary colour of salmon pink. The background is pink but lighter than the soap, so the main feeling of the poster would be soft.

Just The Facts





THE ORIGINAL FACT

0.2: The mass, in milligrams, of gold present in the average person's body.

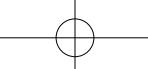
LAYOUT

I used the most common scenario in the daily life of using salt, which is to sprinkle the salt. A salt shaker at the top left corner shows the falling down of the salt. By zooming in the salt, the crystal can be seen in the bubble. By comparing the salt and the gold, audiences can feel the weight of 0.2mg.

COLOUR AND TEXT

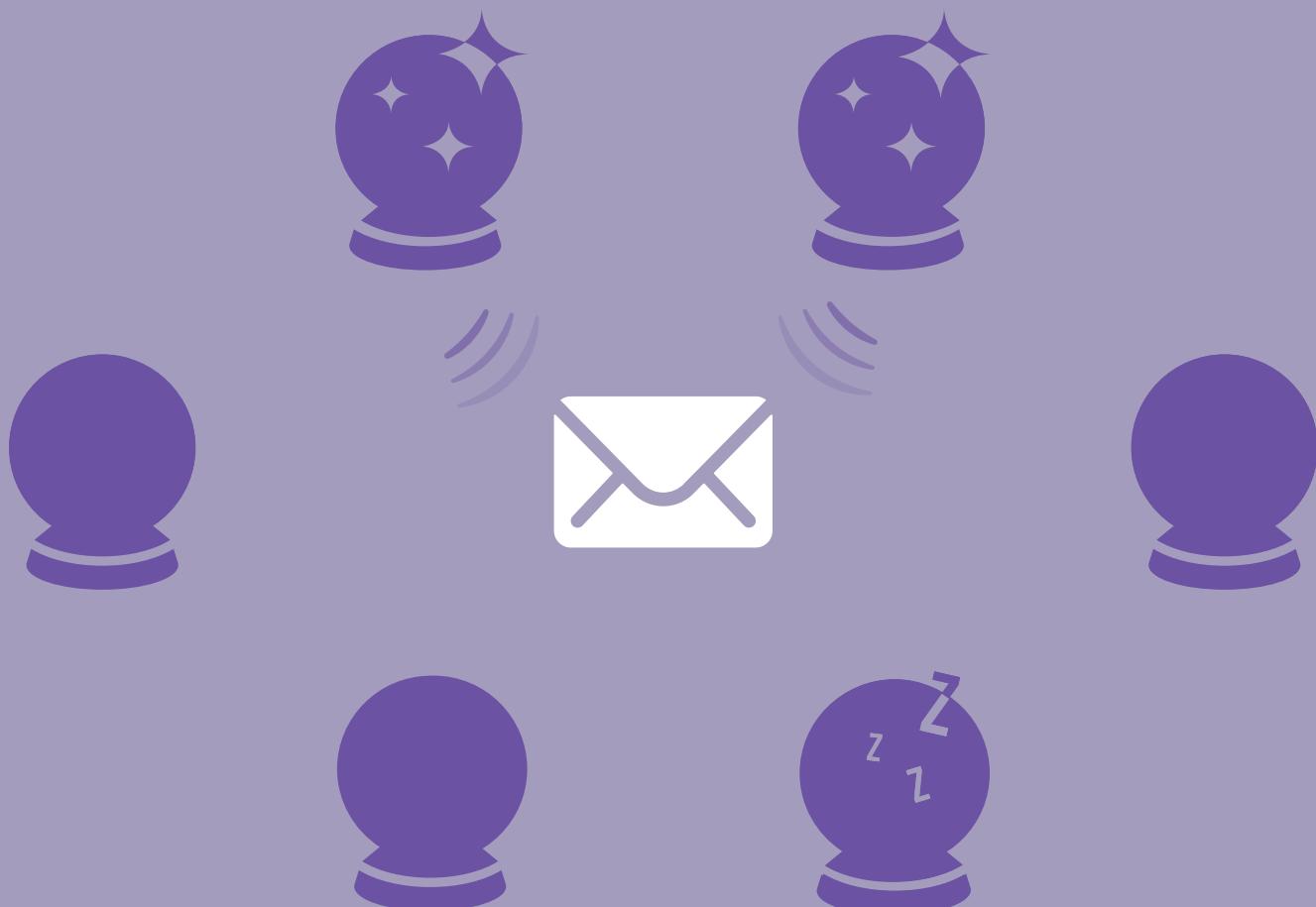
The salt's colour is consistent with the real salt, which is white. And the salt shaker has a white edge and translucent body, which is similar to many of the shakers. By changing the colour to yellow, three and a half salt has been converted to gold. And the background is the contrasting colour of the salt.

Just The Facts

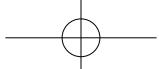


When 6 blindfolded psychics are tested in identifying the content of a sealed envelope,

2 of them identify some portion of it,



and 1 of them fall asleep during the test.



THE ORIGINAL FACT

1 in 3: The chance that a psychic if tested could, blindfolded, identify some portion of the contents of a sealed envelope.

1 in 6: The chance that a psychic fell asleep during the test.

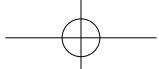
LAYOUT

Surrounding an unopened mail, two crystals are shining and sensing some content. I use "Z," the letter which always is connected to sleep, to express "one psychic fell asleep". The shining stars and "Z" are in the same position as the crystal ball so that even I have used different shapes, and it would not be messy.

COLOUR AND TEXT

I choose purple as the primary colour as it is often the symbol of magic and mystery. I also change the colour of the text "6 blindfolded psychics" to purple to ensure the connection of the text and image. Each line of the text is close to the objects it describes. The crystal balls are grouped, and the two that "can guess the content" have been put at the top, just under the text which describes them. The sleeping crystal ball is placed near the text which describes it.

Just The Facts



Yile Ou. (n.d.). troydraws. Tumblr. Retrieved June 14, 2020, from <https://troydraws.com/>

Timothy Goodman. (n.d.). Timothy Goodman. Retrieved June 14, 2020, from <https://www.tgoodman.com/>

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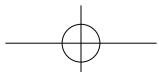
Macrovector. (n.d.). Neighbors smelly apartment cartoon composition Free Vector. Freepik. Retrieved June 14, 2020, from https://www.freepik.com/free-vector/neighbors-smelly-apartment-cartoon-composition_6414040.htm#page=1&query=dirty&position=31

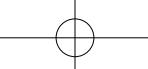
GstudioImagen. (n.d.). Office interior workplace Free Vector. Freepik. Retrieved June 14, 2020, from https://www.freepik.com/free-vector/office-interior-workplace_5597641.htm#page=1&query=Bean%20bag%20chair&position=8

Freepik. (n.d.). Tips for playing online games with moderation Free Vector. Freepik. Retrieved June 14, 2020, from https://www.freepik.com/free-vector/tips-playing-online-games-with-moderation_8269183.htm#page=1&query=game%20controller&position=12

Freepik. (n.d.). Character playing videogame Free Vector. Freepik. Retrieved June 14, 2020, from https://www.freepik.com/free-vector/character-playing-videogame_8269178.htm#page=2&query=game+player&position=47

Reference





BY ZHUORAN LI

