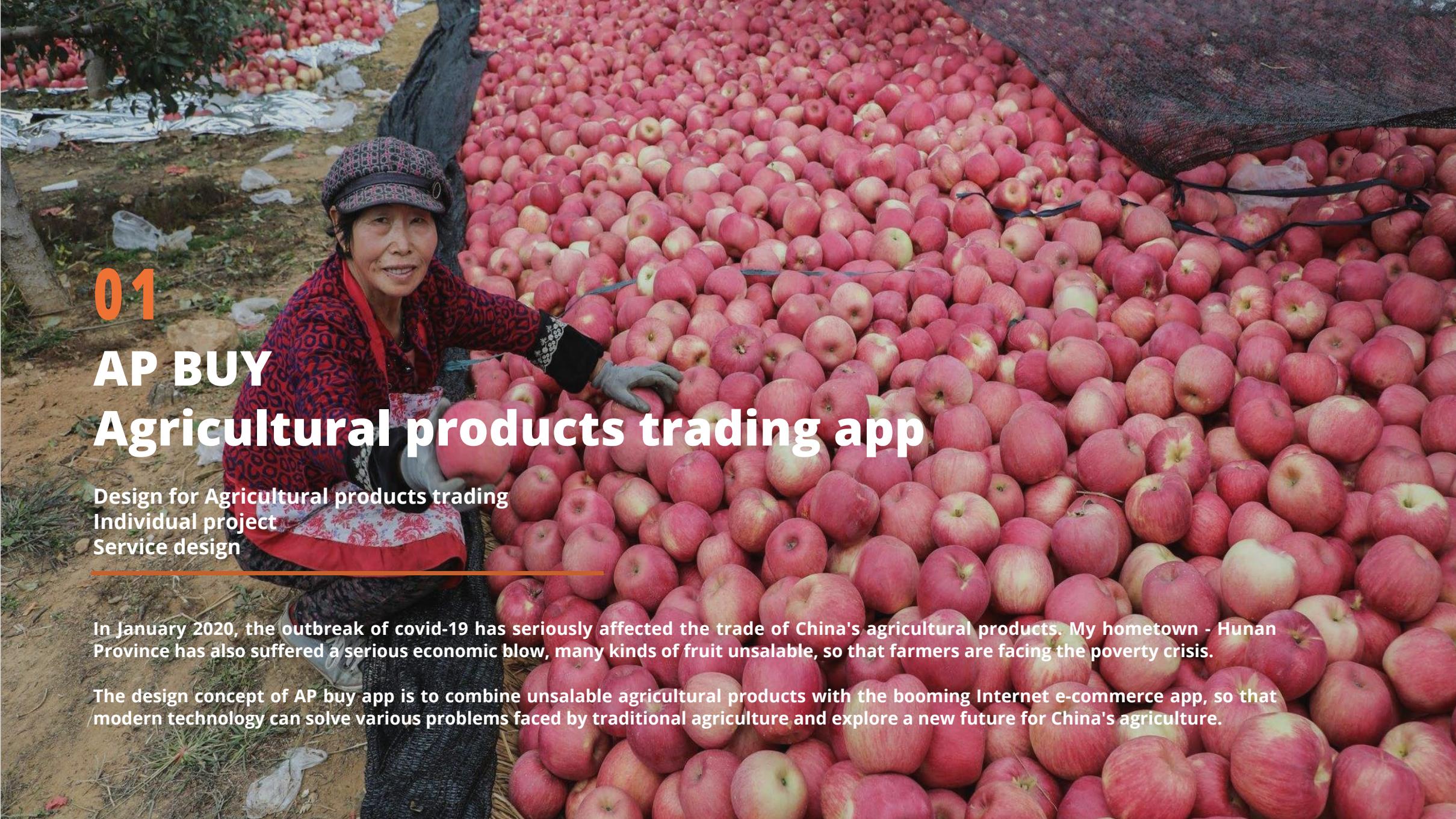


PORTFOLIO 2020

Visual Communication

Zhu Yanling



01

AP BUY

Agricultural products trading app

Design for Agricultural products trading
Individual project
Service design

In January 2020, the outbreak of covid-19 has seriously affected the trade of China's agricultural products. My hometown - Hunan Province has also suffered a serious economic blow, many kinds of fruit unsalable, so that farmers are facing the poverty crisis.

The design concept of AP buy app is to combine unsalable agricultural products with the booming Internet e-commerce app, so that modern technology can solve various problems faced by traditional agriculture and explore a new future for China's agriculture.

■ DESIGN BACKGROUND



COVID-19



Unsalable Products



Traffic Blockade



Labor Shortage

In January 2020, the outbreak of covid-19 has seriously affected the trade of China's agricultural products. Although regional isolation and traffic interruption have curbed the spread of covid-19, they have led to serious unsalable agricultural products and become the survival problems of 500 million farmers. On the contrary, home isolation has led to the vigorous development of Internet e-commerce trade, Influencer marketing is very popular nowadays.

According to the data, China's online retail sales account for an increasing proportion in the total retail sales of social consumer goods. In the first half of 2019, China's online retail sales reached 4816.06 billion yuan, accounting for 24.7% of the total retail sales of social consumer goods. In 2020, the number of mobile e-commerce users is expected to reach 788 million. Consulting analysts believe that with the development and maturity of e-commerce system in China, the rise of "live + e-commerce" mode may become the outlet of e-commerce industry.



DESIGN PERSONA

Summarize materials collected from villagers through interview of villagers, and compile them into the following user profile



- The aging phenomenon in rural areas is serious, and there is a lack of young labor force



- The level of culture and education is backward, and the elderly can't surf the Internet



- Lack of channels to purchase fruits
- Lack of fruit packaging and transportation logistics resources



Mr. Song

Age: 58
Consumer: Fruit growers
Project: Yellow peaches



Mr. Li

Age: 65
Consumer: Fruit growers
Project: Yellow peaches

Q: As a fruit grower, what kind of social assistance do you want?

- A: 1. More supermarkets and canneries can ask me to buy peaches
2. I don't know how to surf the Internet. I hope more young people can help with fruit marketing on the Internet

Q: What difficulties have you had in planting fruit trees?

A: "Lack of channels for purchase farm productio
Buyers bought yellow peach by the box. We got up at three or four in the morning and lined up to pick up the boxes.
And yellow peaches are not like other fruitsthat can be stored.
If you can't sell them, you can only rot in the ground. "

DESIGN GOALS



Farmers
get
income



1. At present, agricultural products are sold on Taobao, Tiktok APP etc comprehensive online shopping platform

2. Supermarket Purchasing



● need to design an app for selling agricultural products

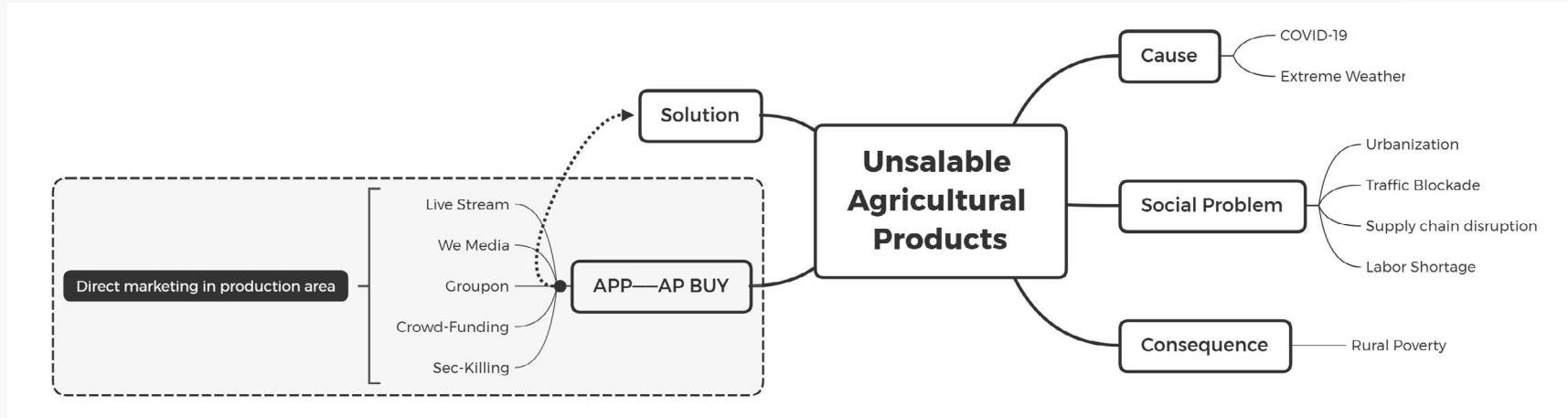
3. The factory purchases yellow peach for processing canned food, which can prolong the edible period of fruit



4. Orchard live network live selling fruit can let farmers direct sales and get more income

MIND MAP & RESEARCH

In August 2018, I participated in the Chinese College Students Traditional Village Practice. Under the leadership of China Academy of Urban Planning & Design and School of Architecture, Tsinghua University, I went to Zhujialou Village and Doushan Village in Hong'an County, where I had face-to-face communication with local villagers to gain a deeper understanding of the value of every village, experience the traditional folk customs, and learn the current situations of villages.

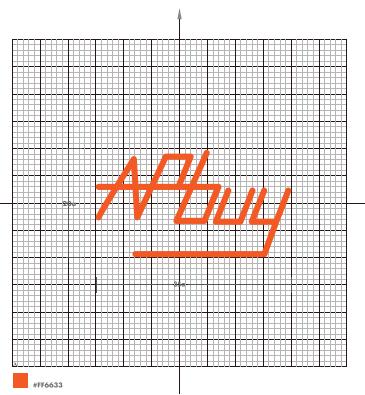
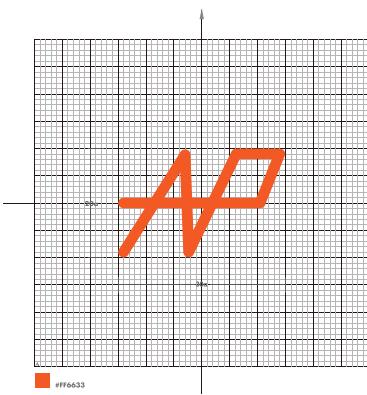


AP BUY is an Online shopping app for agricultural products system app based on mobile phone.
The app is divided into buyer version and seller version
Its functions include Live Stream , Groupon、 We Media、 Crowd-Funding、 Sec-Killing etc.

Agricultural Products=AP



- P speed
- A Economics
- B Buy



AP BUY

UX, UI Design and Research

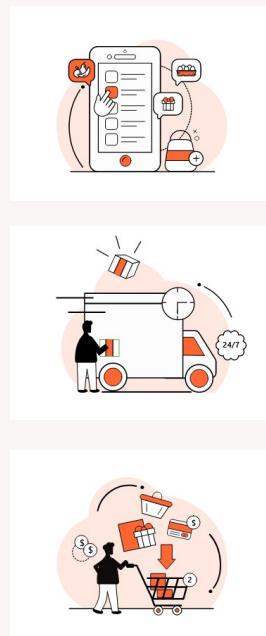
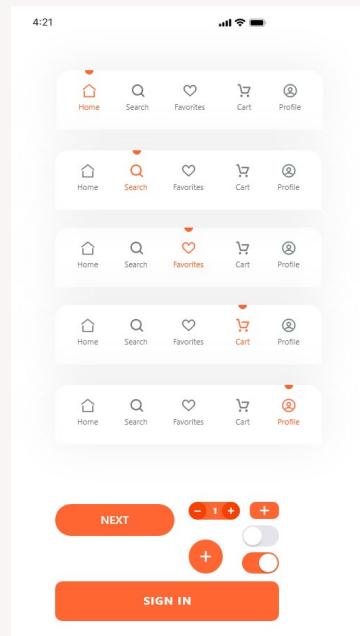
Style Guide

Colour Palette



Style guide, is the set of standards for the design, it covers everything from how and where the color is used, icons and font.

Master Components



Font Family

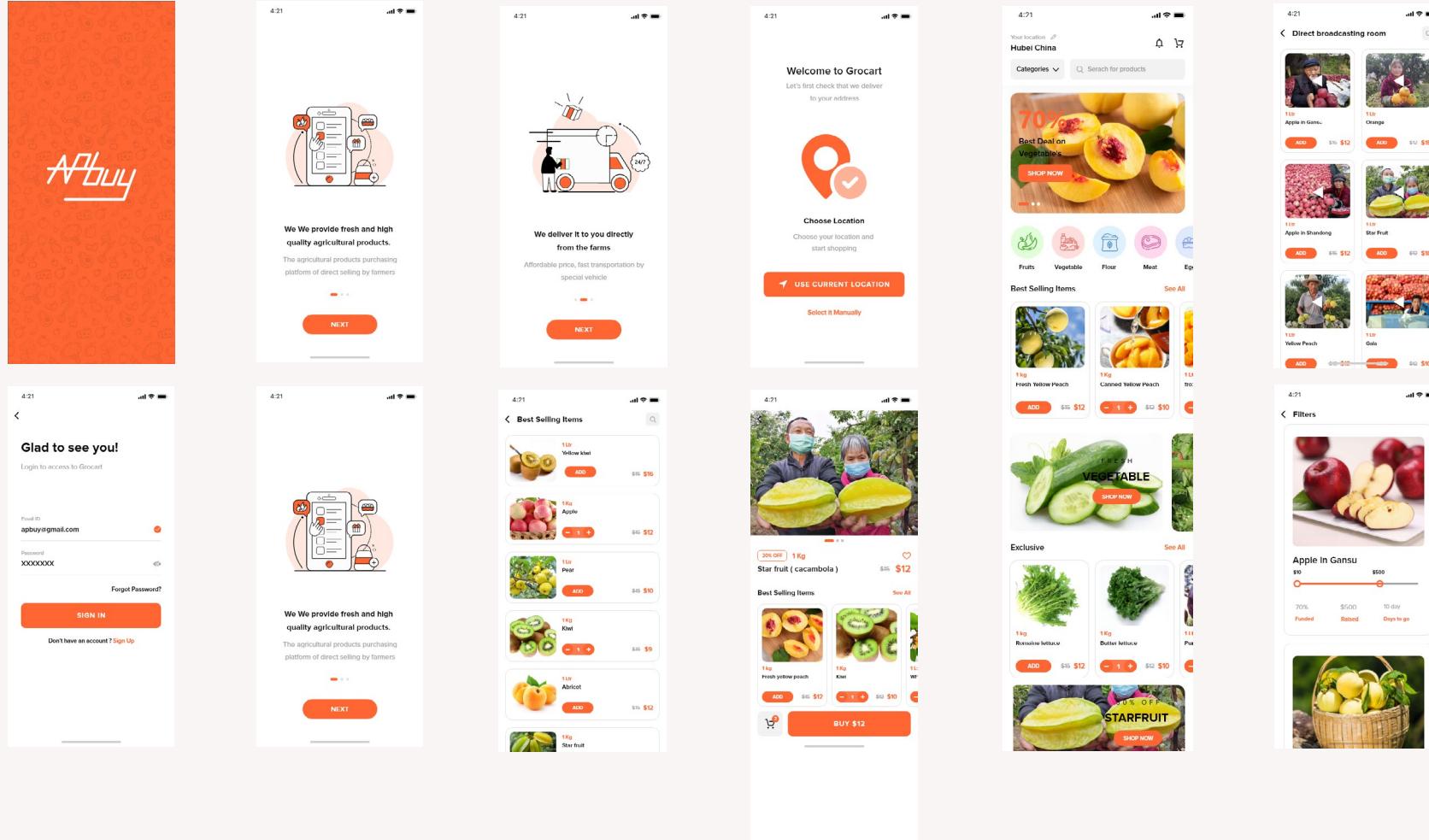


Proxima nova

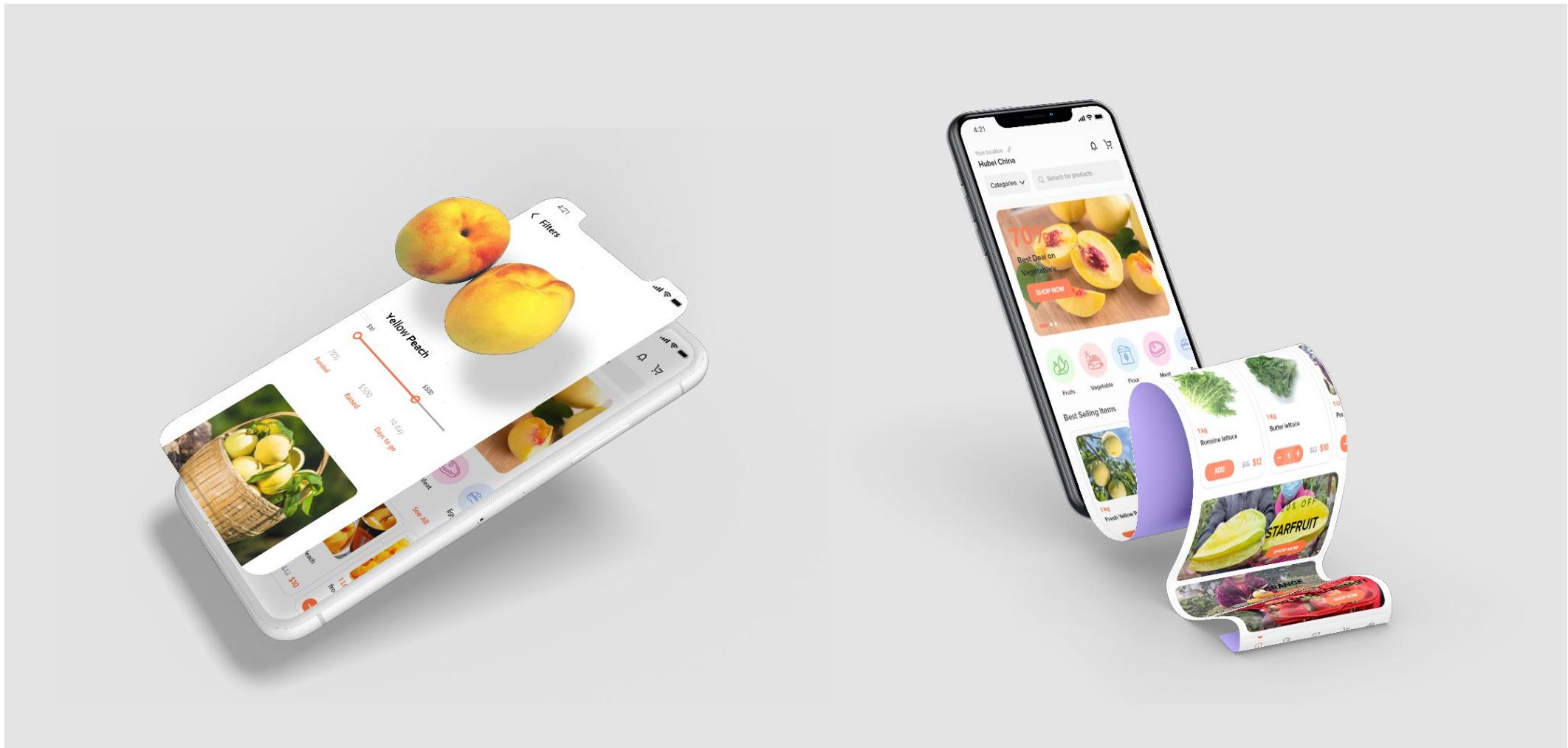
Header Heading
Bold Heading Semibold
Body Regular



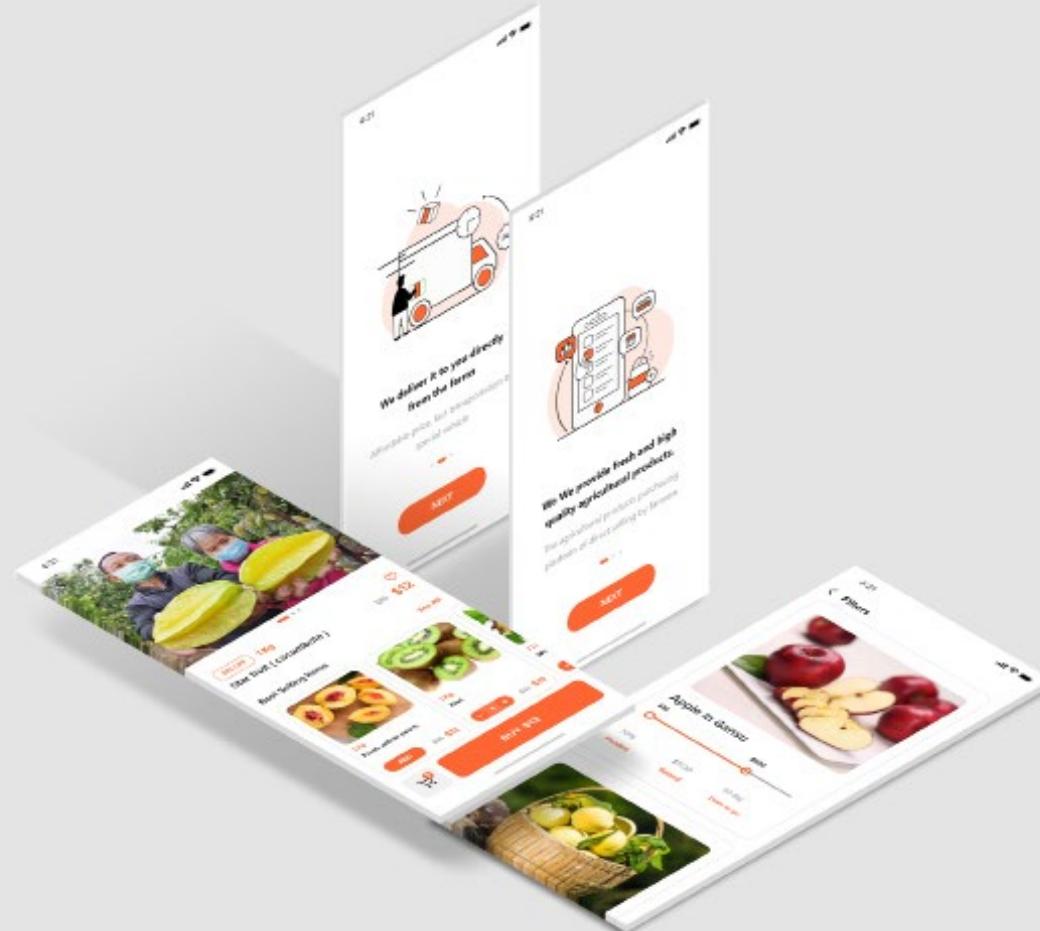
Fianl Interface Design



Final Interface Design



Final Interface Design



02

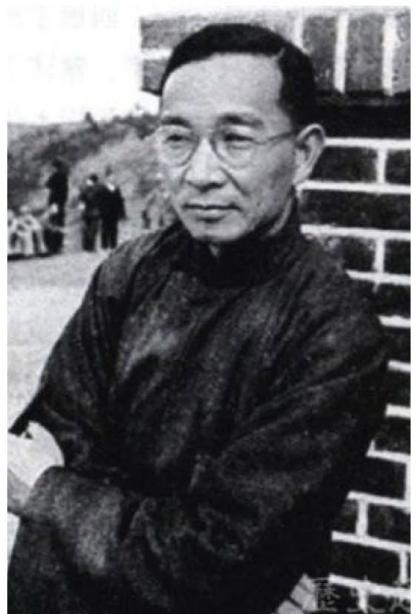
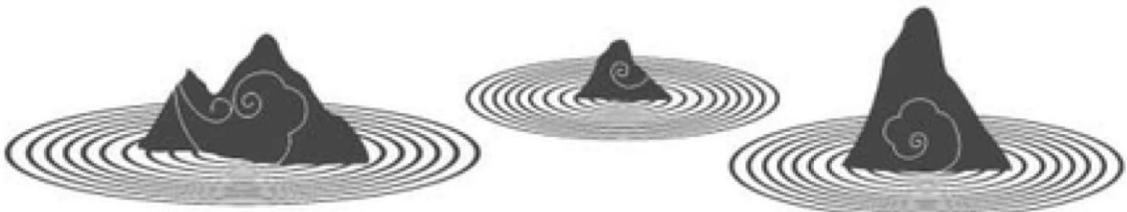
The world of human Packing design of Chinese tea

Design for Chinese tea culture
Packing project
Graphic Design



INSPIRATION

Walking into Lin Yutang Memorial Hall and opening the window in his bedroom, the childhood of the prestigious writer, interpreter and linguist in modern China came into my mind. His eyes touched lightly the green mountains and rivers of his tea hometown, Zhangzhou, Fujian province as the spring rain looking for and tasting fragrant tea flour. Every scene there had seared deeply into his heart and became the softest emotion that caught him all his life wherever he studied and worked around the world.



Element



Innocent Boys and Girls, Pure and Elegant

Ling Yutang and Lai Baiying are two adolescents in love with lyrical and pictorial splendor, which likes the floral and delicate aromas of tea. Their moving apart later, but a short and dreamy first love deeply imprinted in their pure souls.



Passionate and Intense

Ling Yutang fell in love with Chen Jinduan at first sight. He was charmed completely by her beauty, intelligence and gentle. Their love was strong as fire. Unfortunately, their affection was stopped by parents of Chen Jinduan, but it was forgettable for both of them like a cup of tea staying in the lips with a bitter and sweet smell and lasting long.



Love Each Other, Partner of Life

As the wife of Lin Yutang, Liao Caifeng captured him with her loveliness, virtuousness and wisdom. Their deep feeling went through thick and thin, which love is the most comfort with the most solid to rely on. They loved and supported each other for more than 50 years, which was a cup of tea releasing its lasting mellow and velvety texture.

Pattern



柏芽



锦绣



翠微



In China, tea has a quite close relationship with people's daily life for thousands of years. With it, communicating and partying develop more smooth and effective. By tasting tea every day, Lin Yutang looked for his creative inspiration and had written his great works. Today, the annual Lin Yutang academy research meeting holds in his hometown, Zhangzhou, in October, which attracts countless literary enthusiasts from all over the world to involve in. The local well-known tea named Baiya Qilan existing more than 250 years will immensely spread the positive affection of the activity on society. Based on the idea of combining culture with tea, I design my products. Their theme and essence are valuable and meaningful.

PROCESS

人间世
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人间世



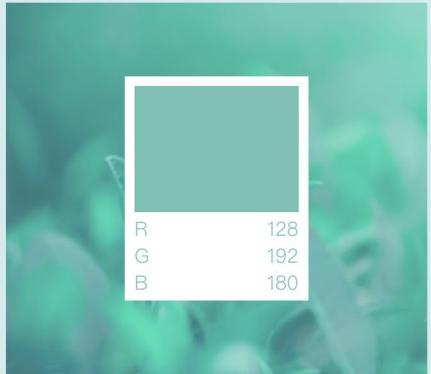
柏芽

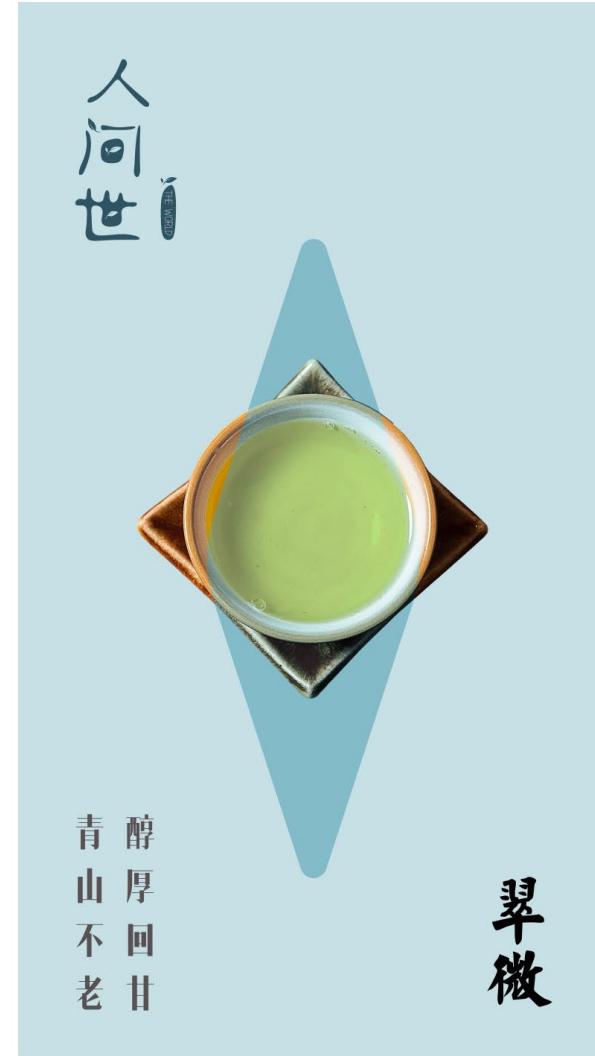
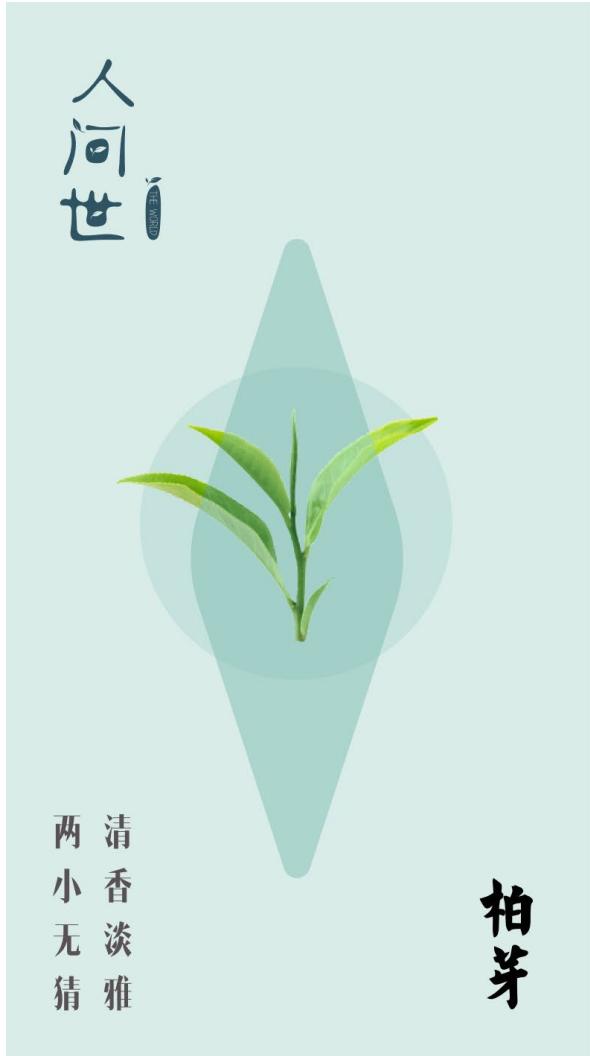
錦繡

翠微

Types of tea in China

柏	芽	錦	繡	翠	微
柏	芽	錦	繡	翠	微
柏	芽	錦	繡	翠	微
柏	芽	錦	繡	翠	微

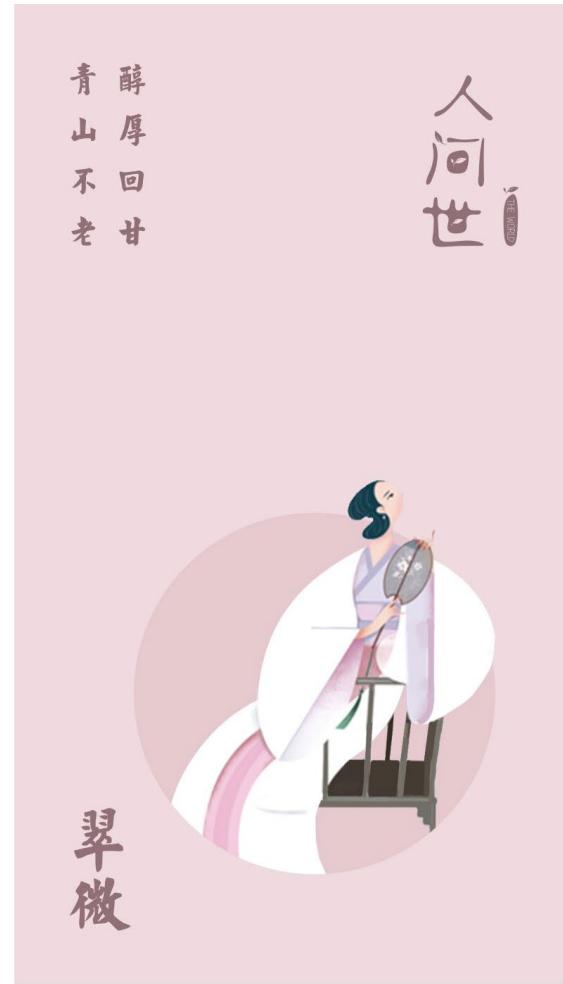
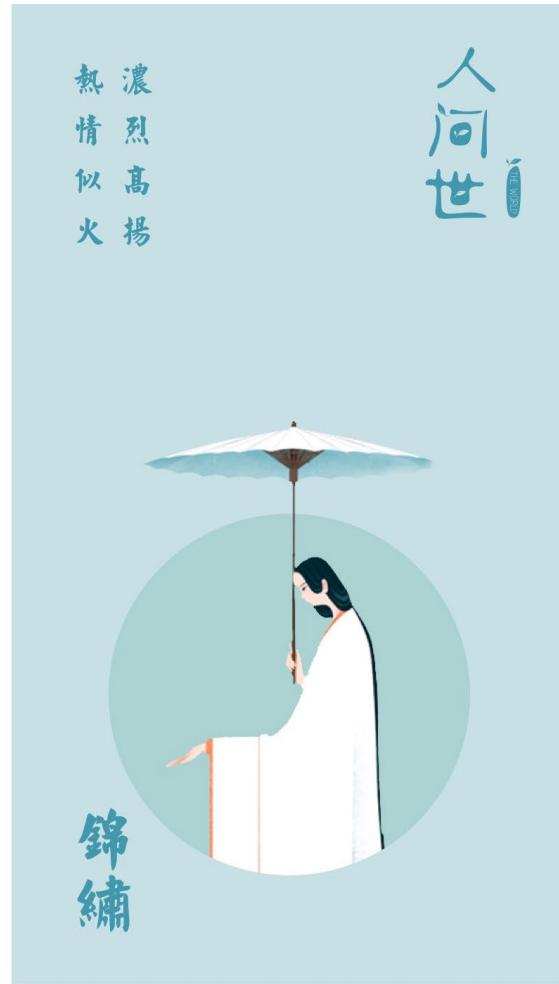






人问世





人世间

新品鉴赏

2019
04 / 02 — 04 / 12



— 天津天津市滨海新区达尔文路563号

— 298321933

WEIJIANG

人世间

新品鉴赏

2019
04 / 02 — 04 / 12



— 天津天津市滨海新区达尔文路563号

— 298321933

人世间

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WEIJIANG

03 2020 MICRO-FILM FESTIVAL Visual Identity design

Design for film festival
VI project
Graphic Design



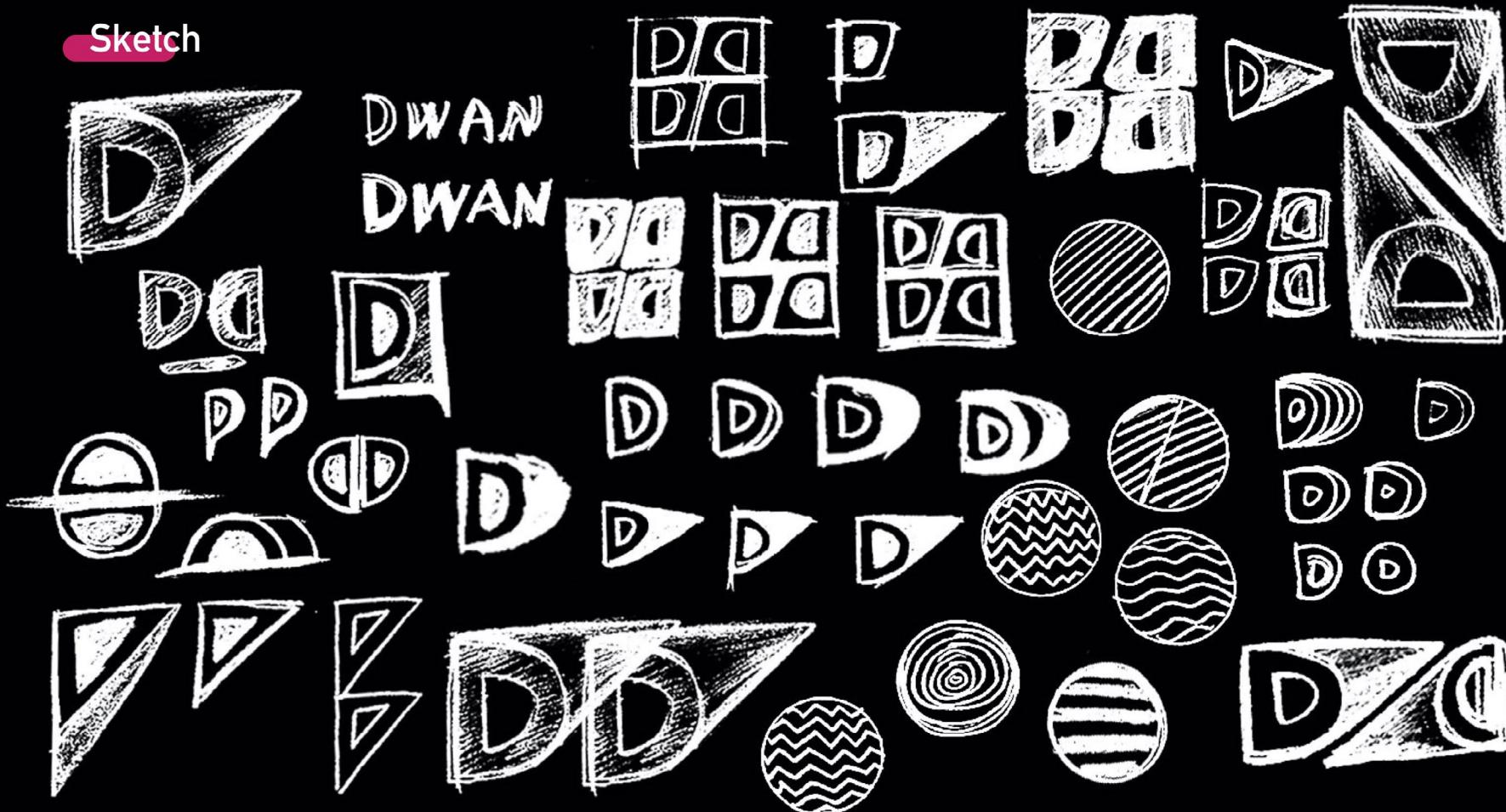
MICRO-
FILM
FESTIVAL

NOMAD

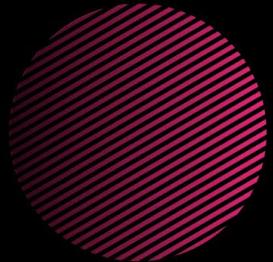
Brainstorming



Sketch



Element



Beam

The same effect as light



Diffusion

The spread of similar sounds



Hierarchical

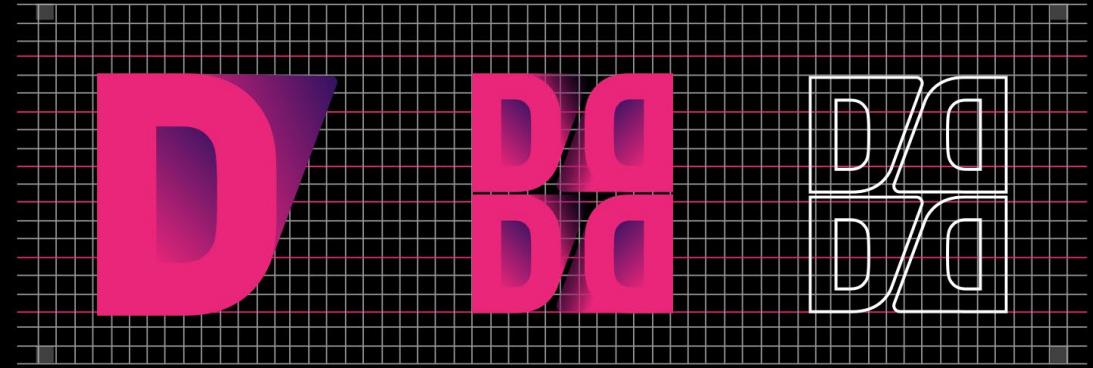
The rhythm keeps changing



Wave

As high and low as audio

Process



In the design process, I tried to design the element "D" in "DWAN", and finally found that it has the possibility of multiple forms and multiple dimensions. In the end I used the above three as the main design styles





FILM CULT URE FESTI VAL



2020

MICRO-
FILM
FESTIVAL

MICROFILM FESTIVAL

Start:

February 3, 2020 10:00

End :

February 8, 2020 16:00

Location:

2-201 film studio







356

The first session

Romance drama

Anime

Cultural film

comedy

Family drama

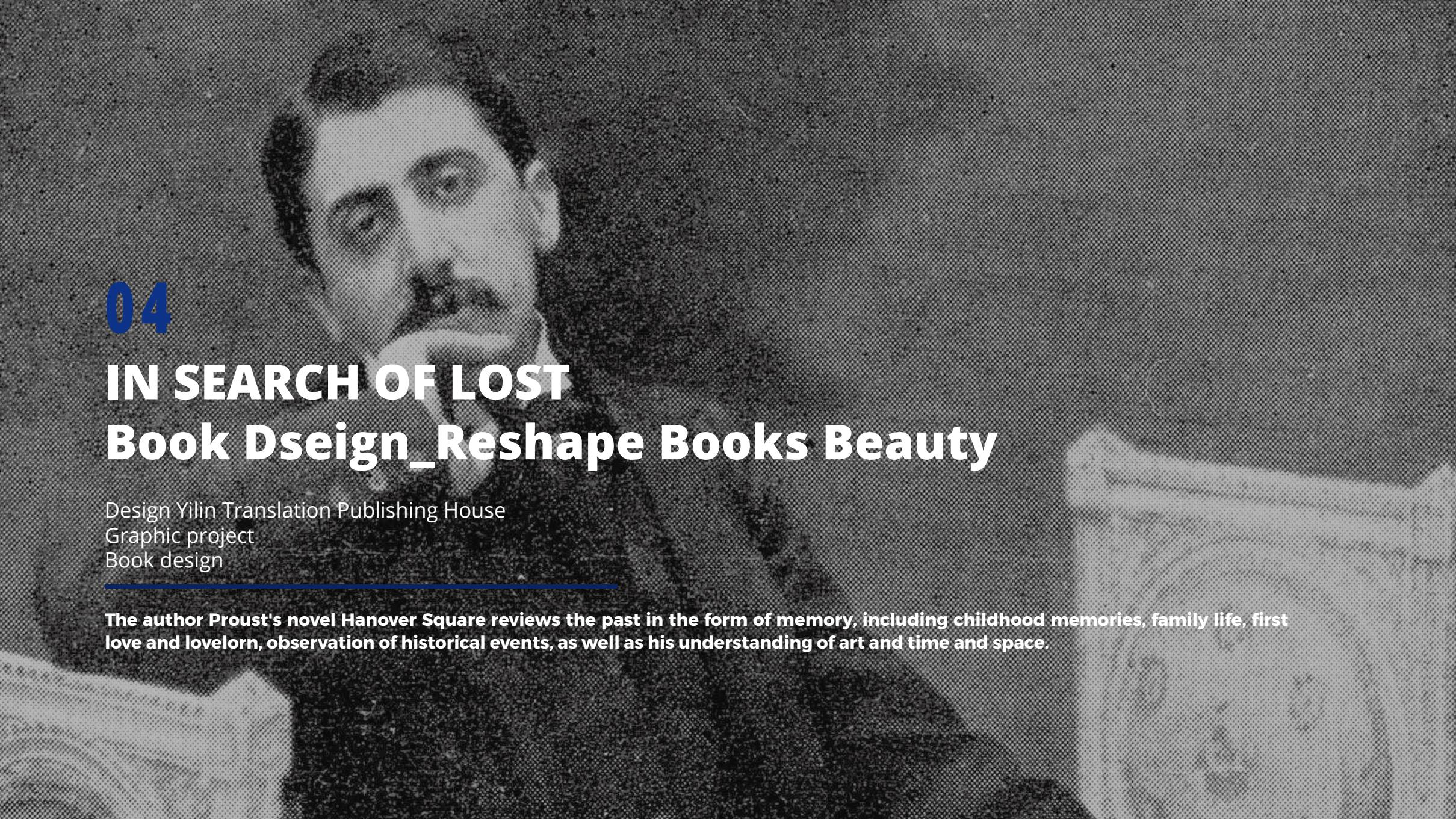
In terms of style, theme, structure,
and even character type, it shows
similar interesting videos

Category Movie

MICRO- FILM FESTIVAL

2020

Film Festival



04

IN SEARCH OF LOST Book Dseign_Reshape Books Beauty

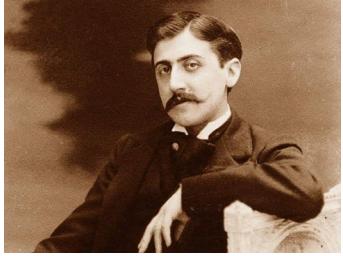
Design Yilin Translation Publishing House

Graphic project

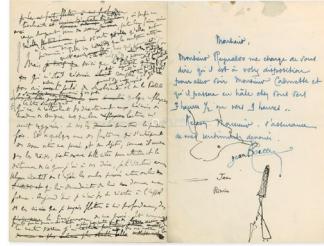
Book design

The author Proust's novel Hanover Square reviews the past in the form of memory, including childhood memories, family life, first love and lovelorn, observation of historical events, as well as his understanding of art and time and space.

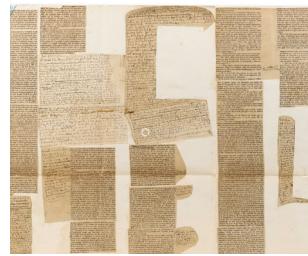
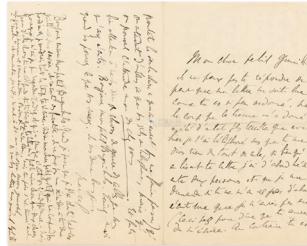
■ DESIGN BACKGROUND



One of the greatest novelists in the history of world literature



Letter from Marcel Proust to a friend

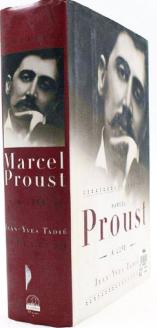
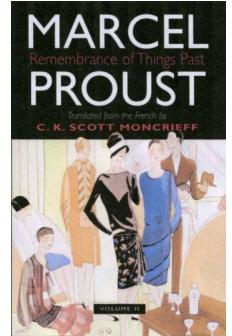
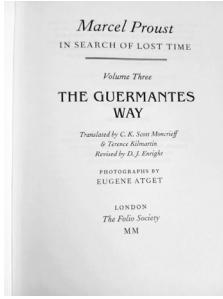
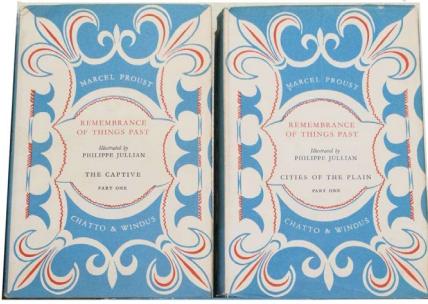


Marcel Proust (1871-1922) is a great French novelist in the 20th century and a master of stream of consciousness novels.

Proust suffered from asthma since childhood. After graduating from University, he was unable to leave home for health reasons and began to write novels. At the end of 1913, he published "recalling the time when it was like water", which changed the traditional concept of the novel, innovated the theme and writing skills of the novel, and was praised as the representative work of French literature.

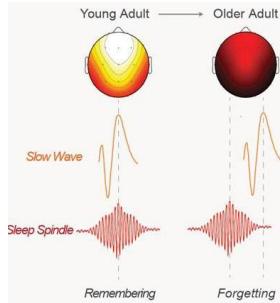


RESEARCH



"Remembrance of things past" reviews the past in the form of memories, including childhood memories, family life, first love and lovelorn, observation of historical events, as well as views on art and understanding of time and space, etc. Time is the hero of the novel.

Comparison of memory EEG between young and old people



Neuroscientists have long believed that the brain's so-called episodic memory circuits are largely involved in remembering past events or occurrences.

I made several analyses of the characteristics of memory, and then made visual creation.

Vague impression

Memory reversed

Fragment memory

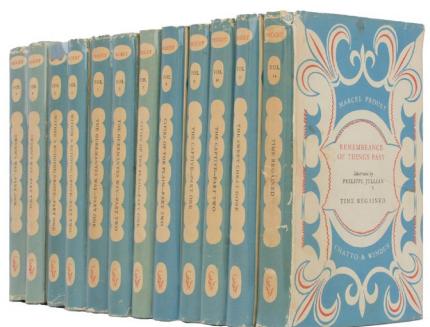
Vague impression

Intermittent memory



Pinch
Zigzag
Twirl
Blur
Grain

RESEARCH



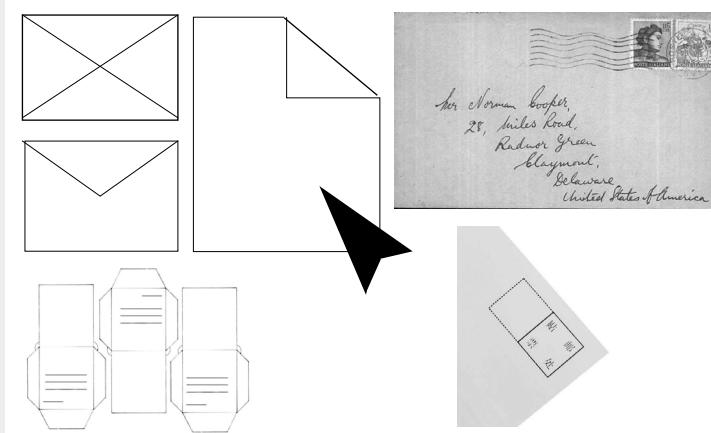
Japanese designer Kazunari Hattori's book design has the fragmented style of stream of consciousness novels



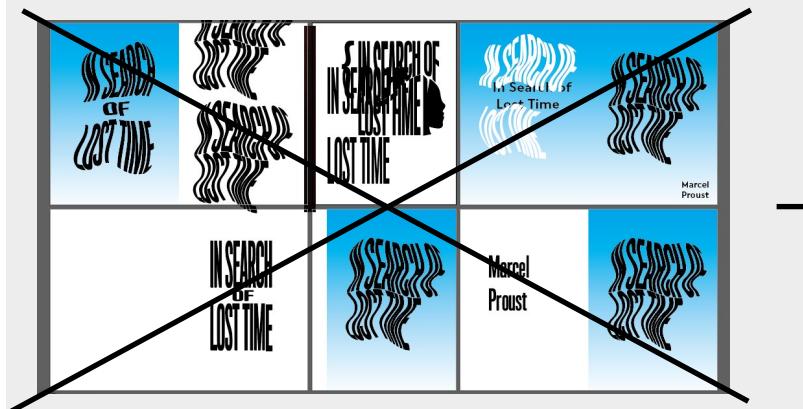
EXPERIMENT



Collage illustration created with the image of a writer



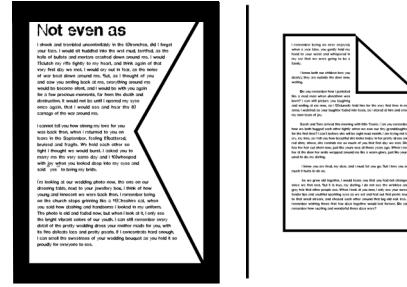
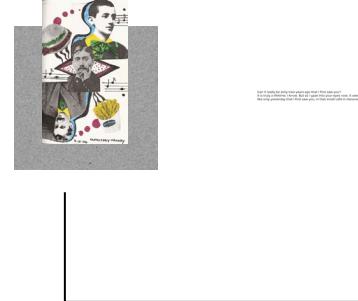
I excerpted a segment of this novel, which is especially like a love letter, and it is a letter of emotion between the elderly, so I borrowed some modeling design of letters and envelopes.



I use AI to transform the font, but the effect can't express the concept of time and memory. I plan to use other software to try more font effects. Later, I drew some drafts and tried new font deformation with PS according to the composition in the draft .

PROCESS

Typographical Design



Book Cover

