VISUAL FOUNDATION STUDIO

Jessica Meng Spring 2019

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Logo – 1st draft

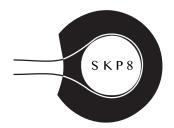
SKP8, a company founded in Japan and offers a wide variety of good quality dinning wares. Its name is the abbreviation of spoon, knife and plates. 8 is like the infinity sign, which symbolises infinitely many possible designs as well as the various combinations of dinning-wares.







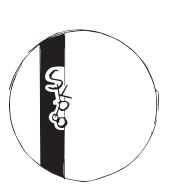


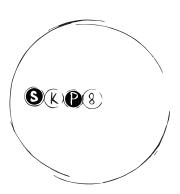


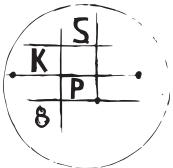




































































Logo-2nd draft















Logo – Final

03

























Exercise - Color



Giorgio Morandi

This image uses analogous color harmony. All five colors are close to each and within the rage of orange. The image has very low saturation. There is a general grayish to the image. It mainly uses tertiary colors.

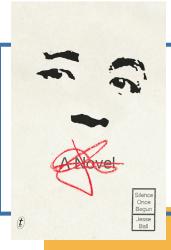
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MATH



MATH

Exercise Composition & Concept



The cover conveys a simple, clear, vet strong visual message.

It is a man's face, but the mouth part is substitued by the text "A Novel" and the text is crossed off, which reflects the title of the book, "Silence Once Begun".

Favorite Book Cover

Music Cover

This seris of cover by marie claire featuring Chinese supermodel Liu Wen is photographic representation of Chinese traditonal Solar terms. These photos are supposed to represent specific season and time of the year.

I think they capture the essense and beauty of Chinese traditional culture very well.

Favorite Magazine Cover





This is the cover for Sia's album "1000 Forms Of Fear".

Favorite The picture of a girl without an actual face, the contrast between the girl's white/gold hair and the black background and the handwritten words at the bottom are all strong visual messages that make the cover very powerful in conveying the concept of "fear" or "forms of fear".

Favorite Package Design

The brand's concept is "the art of chocolate".

The way they combine abstract art and geometric shapes with their chocolate packaging is aethetically pleasing.





Favorite Advertisement

It's a seris of posters designed by Daikoku Design Institute for Musashino Art University.

The theme is "Five Senses".

The use simple sketches of eyes, mouth or noses to represent senses and the color, shape combination is very interesting.

Favorite Digital Interface

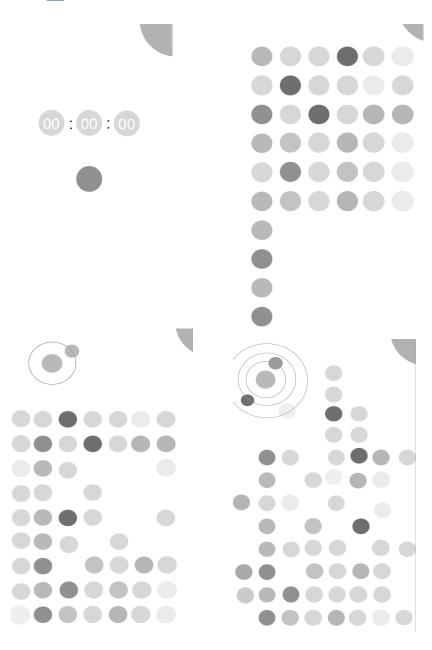
The website of a Japanese BBQ restaurant is very fun to use.

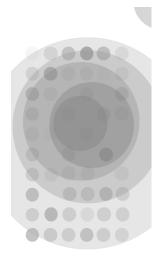
When you hover over an icon, there would be the sound of barbeque at the background.

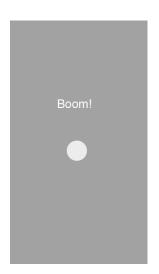
Different icon corresponds to different things being cooked. For example, when you hover over the menu label, chopsticks would be lowered and that meat is cooked.

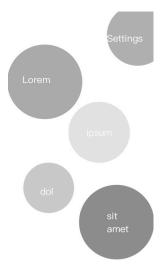


Interface-1st draft













Interface-2nd draft



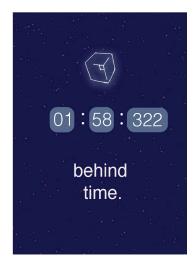




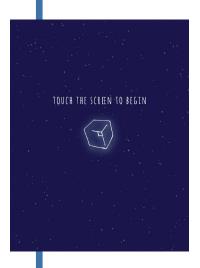


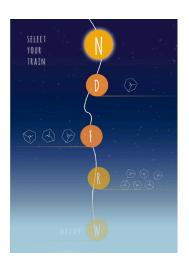


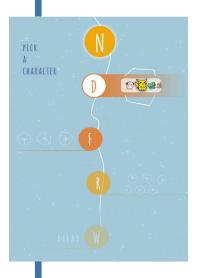


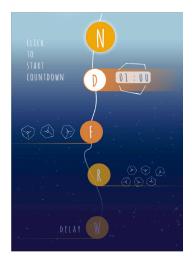


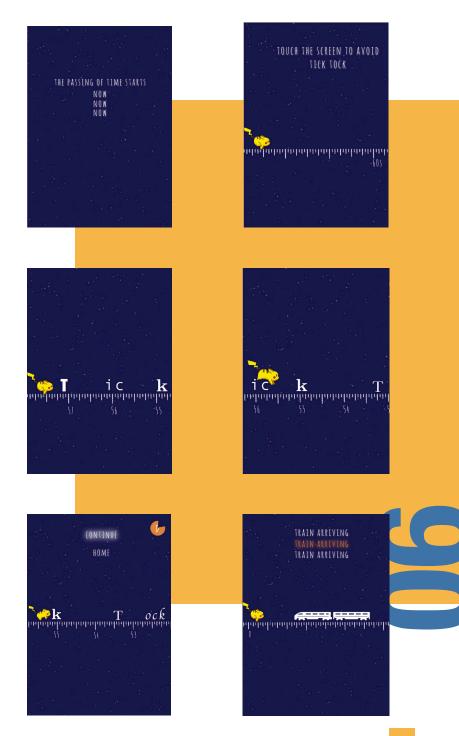
Interface-final -











Salt & Pepper Set







Candle







Tote Bag







Physical Application 2nd draft















