



PERSONAL PROFILE

个人简介



基本信息:

姓名: 张敏鑫

年龄: 21

毕业学校: 重庆邮电大学

专业: 数字媒体艺术

邮箱: 2896655948@qq.com

电话: 18723181511

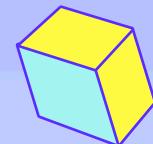
实习经历:

2022.8-至今

重庆途道文化传媒有限公司

平面设计

独立完成重庆融创文旅城公众号活动页面，包括版头，标题，封面的制作；
参与节气海报的宣传制作；



CATALOGUE

目录

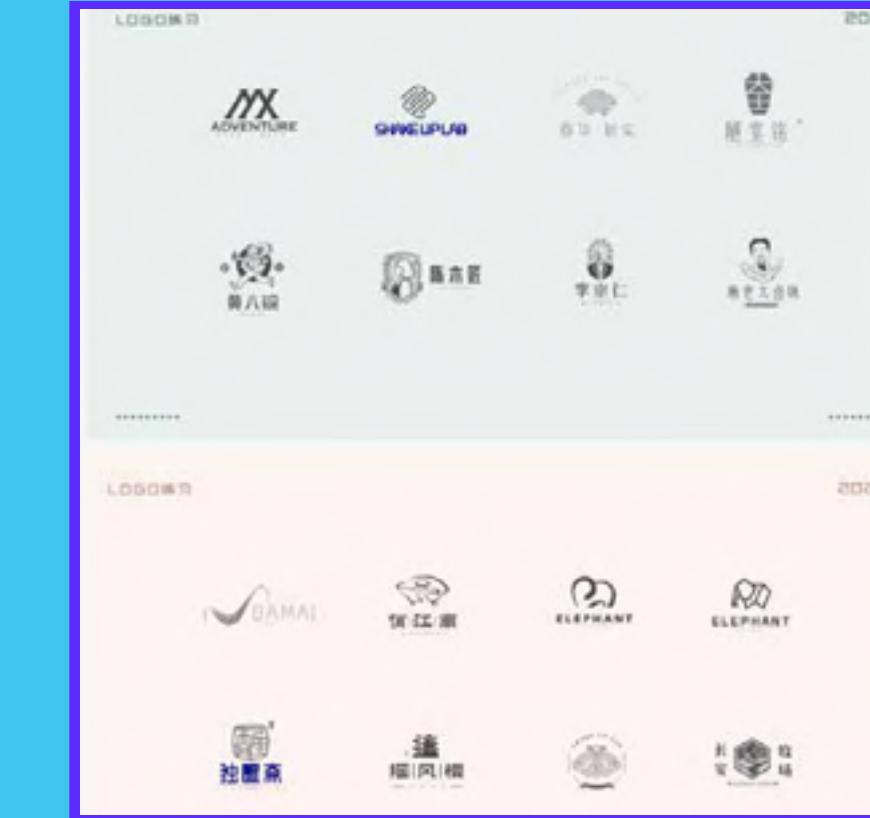
01 海报设计



02 视觉设计



03 品牌设计



01



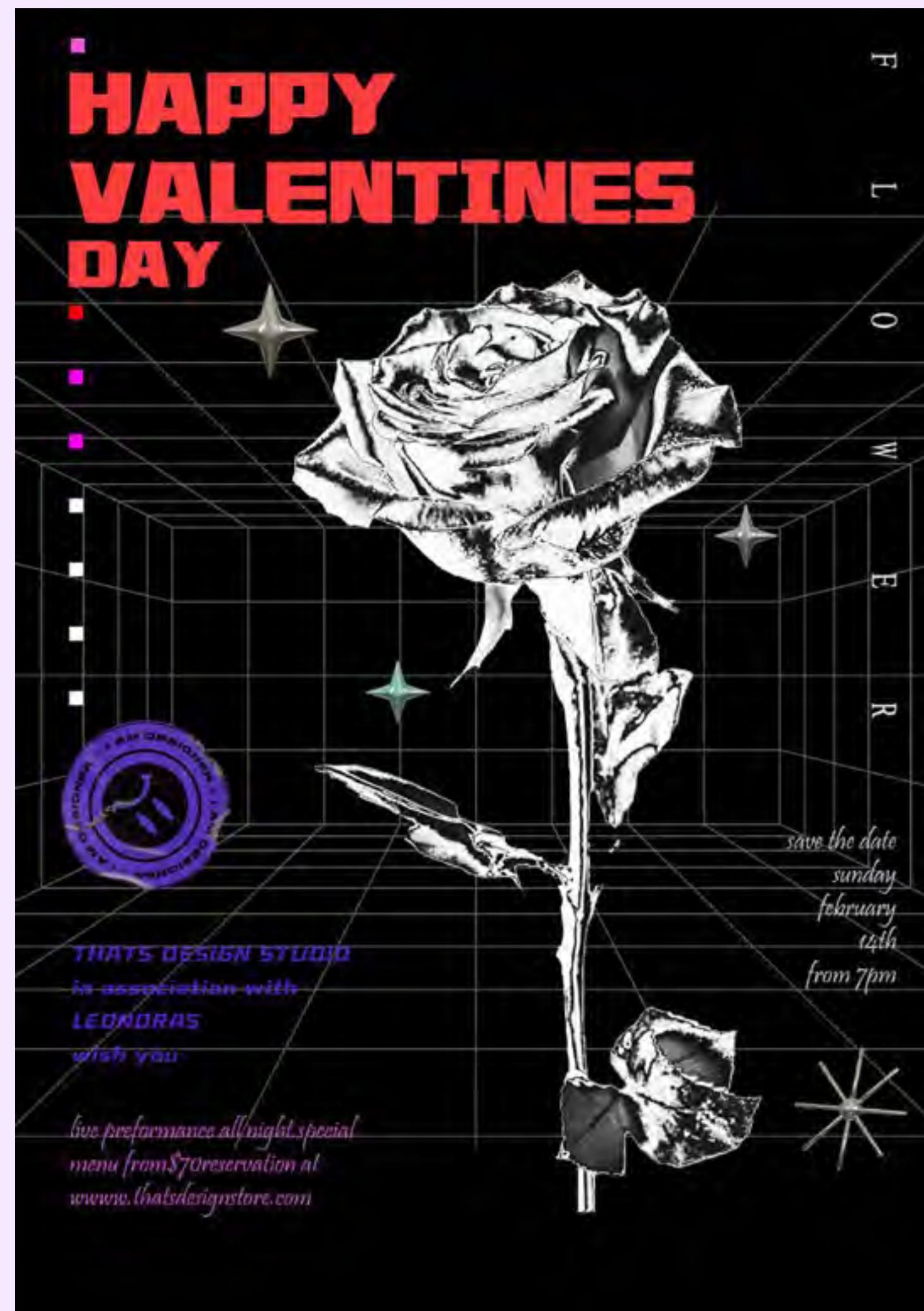
海报设计

POSTER DESIGN

POSTER DESIGN

2022







02



视觉设计

visual design

封面：



设计概述：

商城推荐避暑和溜娃的推文页面，整体以清爽的蓝色调为主，辅助以绿色和黄色烘托夏日氛围，着重突出带给孩子的欢乐。

页面配色：



版头：



推文

TWEET

02 “暑”你会吃 | 美味放送

DELICIOUS DELICIOUS DELICIOUS DELICIOUS DELICIOUS

豪客來

守柴炉烤鸭

SHOUCHAILU ROAST DUCK

“暑”你会玩 | 要事集结

PLAYTRICKS PLAYTRICKS PLAYTRICKS PLAYTRICKS

白雪公主

童萌营地

蒸汽果

03 只“暑”于你 | 多重礼遇

GIFT GIFT GIFT GIFT

珠宝数码

满 1000 减 200

活动时间：8月4日-8月9日

使用渠道：线下门店
参与商户：小米、周大福

品牌服装

满 300 减 30

活动时间：8月4日-8月21日

使用渠道：线下门店

ARIOSE
MOYNN
天末
JACKSON
独漾
Yanna
AIMZHE
织格
无

全场消费

满 500 减 50 汉堡王券

活动时间：8月4日-8月21日

兑换地点：L层服务台

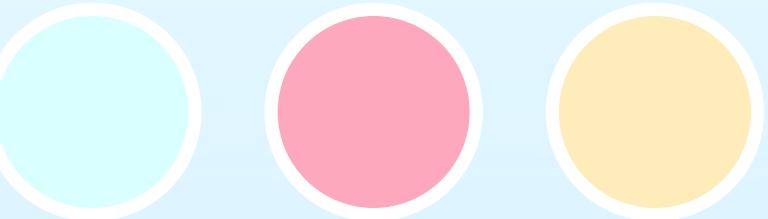
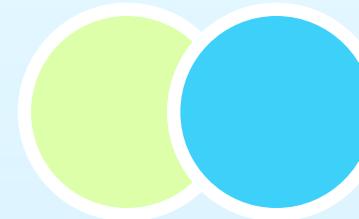
封面：



设计概述：

融创城开园推文页面，根据融创城的娱乐属性和海上世界的特色，运用蓝色波浪作为背景图案，再加入其娱乐设施，简约突出主体，推文阅读数1700+，达到宣传的目的。

页面配色：



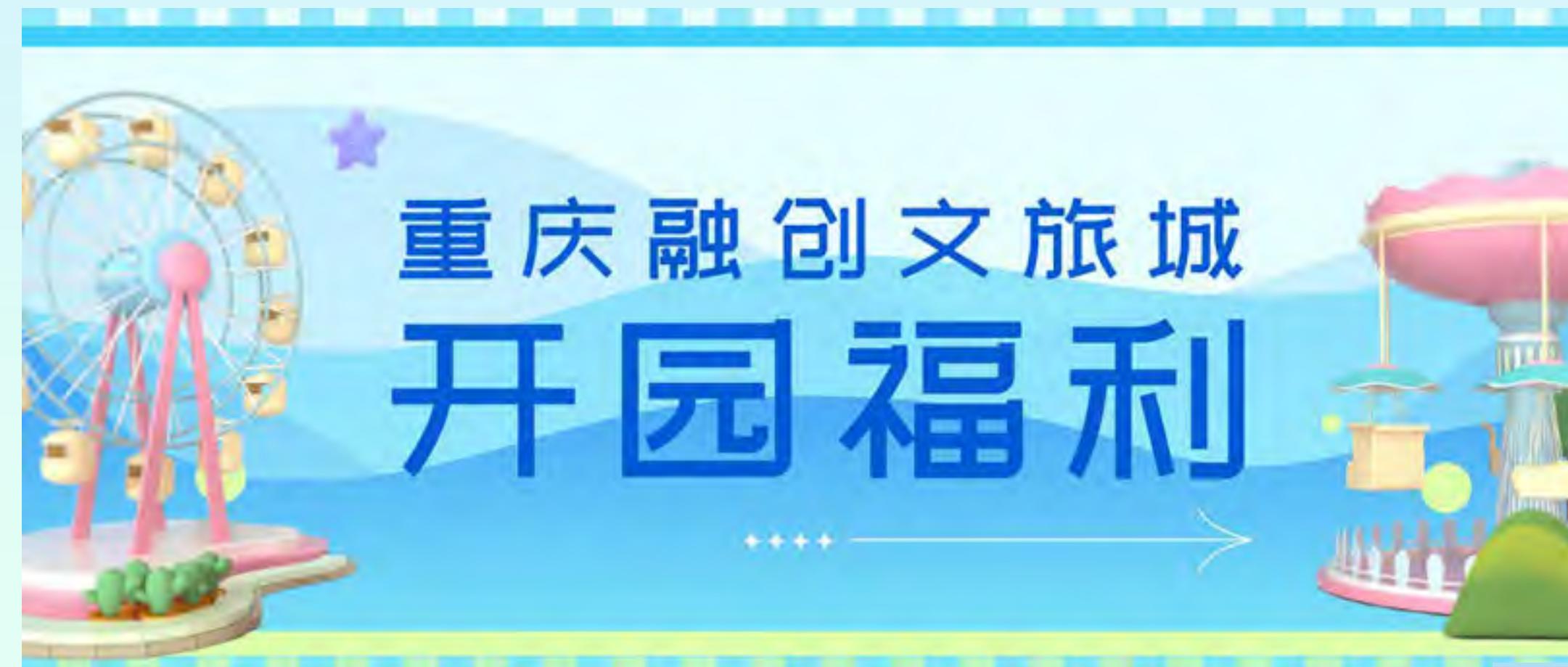
小标题：

1 清凉相聚一起造浪

2 梦幻相聚一起探秘

3 欢乐相聚一起撒野

版头：



推文

TWEET



包装延展 ⬤⬤⬤⬤

2022



⬤⬤⬤⬤⬤

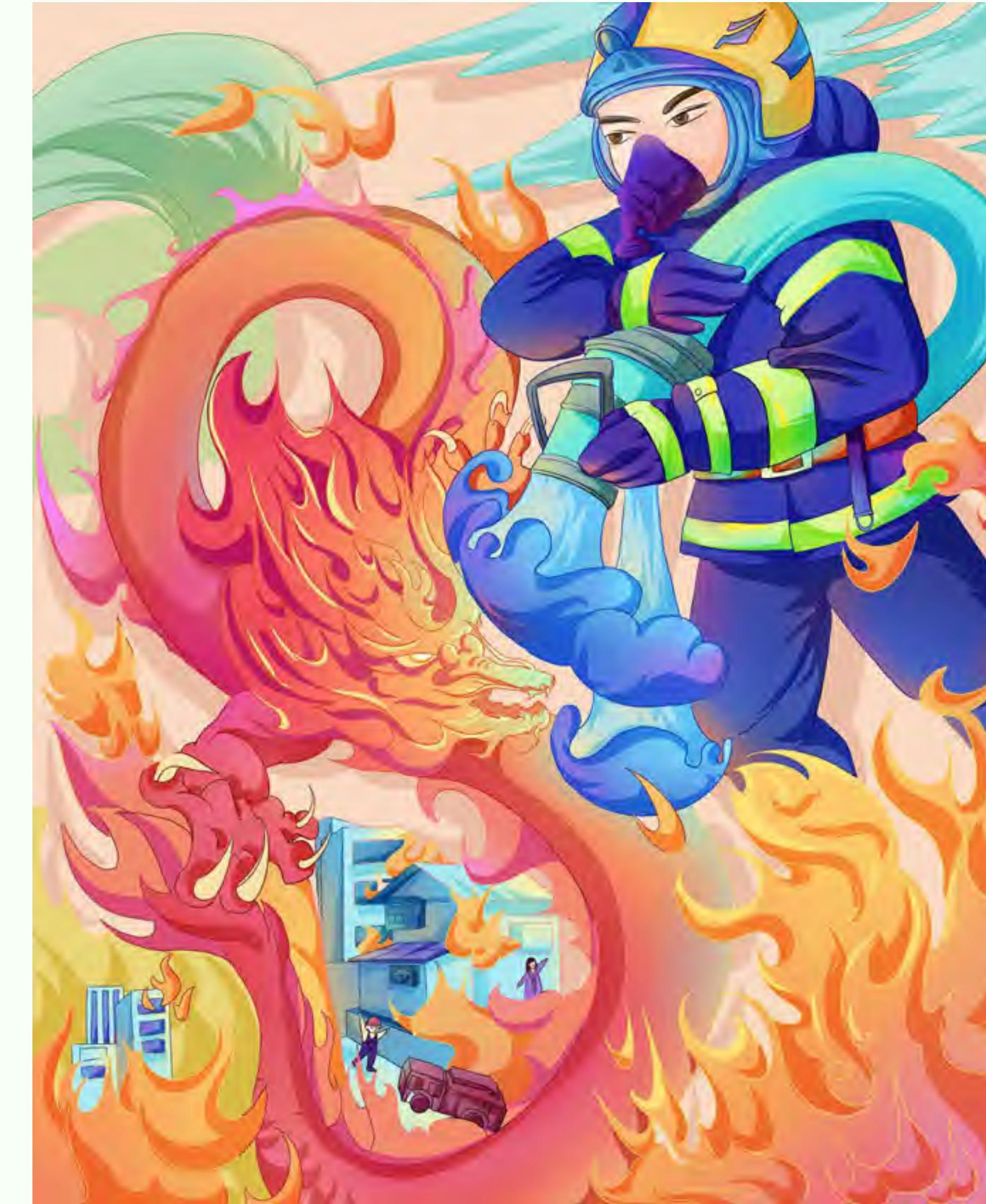
⬤⬤⬤⬤⬤

系列插画（逆行者）◆◆◆◆◆

2022



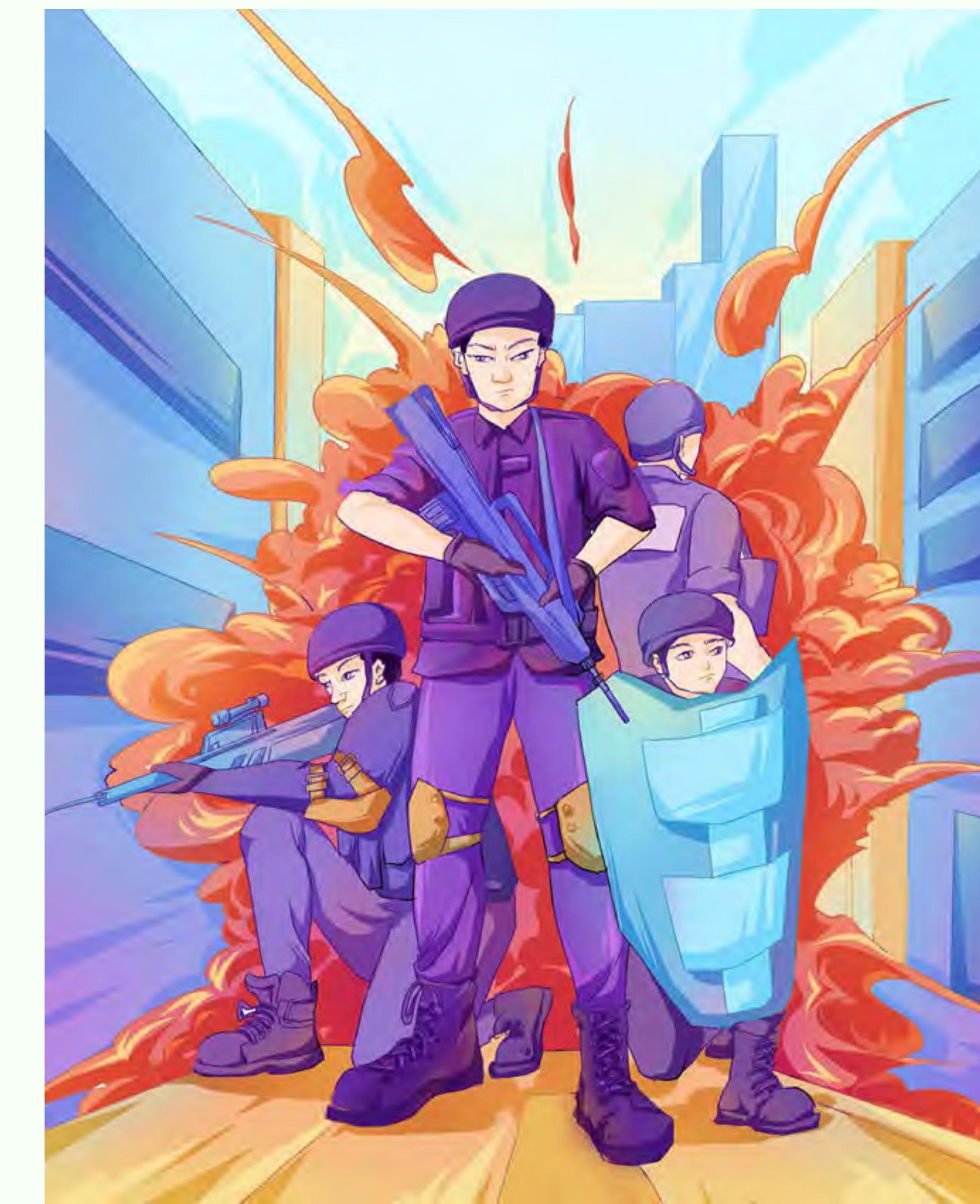
◆◆◆抗洪战士◆◆◆



◆◆◆消防员◆◆◆



◆◆ 军人 ◆◆



◆◆ 特警 ◆◆

物料延展

2022 MATERIAL EXTENSION



物料延展



MATERIAL
EXTENSION 2022



主题：商务办公

配色选择：



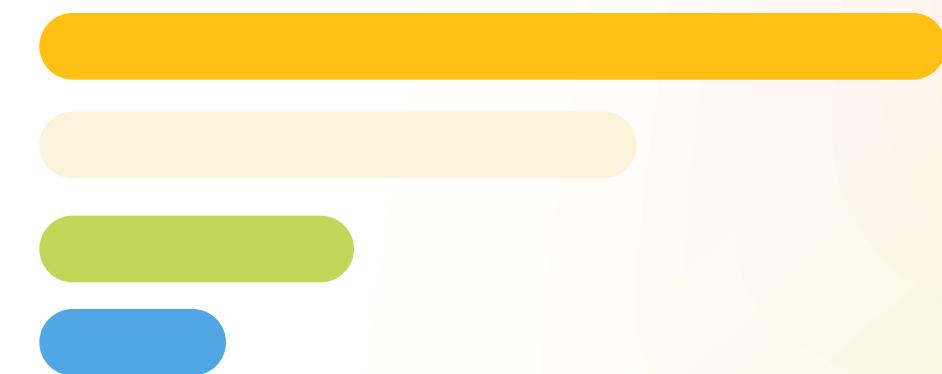
元素展示：





主题：美食探索

配色选择：



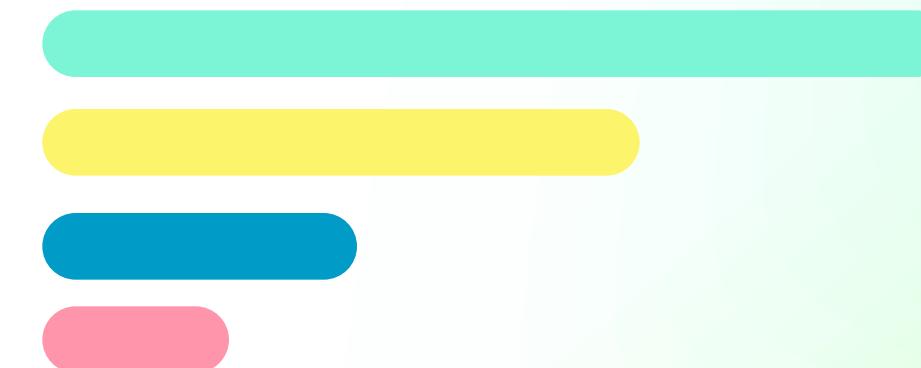
元素展示：





主题：科技学习

配色选择：



元素展示：







设计说明:

以恐龙为专题的儿童插画绘本，画面展现了恐龙生活时期的场景，用不同的恐龙形象，来吸引儿童的眼球和兴趣，视觉风格大胆，能很强烈突出视觉感，提高销售率。

设计风格:

运用扁平和手绘的风格相结合，颜色较鲜艳，两者相互搭配，给人眼前一亮的感觉，同时能激发儿童更多的好奇心。

细节展示:



03



品牌设计

Brand design

CITY FLOWER
2022

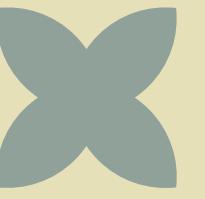
CITY FLOWER
2022

F E U R I S T E

高性比精品花店

 THERE
FLOWER HOUSE

有间花房



01

新鲜 FRESH



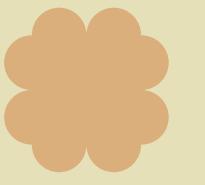
02

便捷 CONVENIENT



03

性价比 COSE PERFORMANCE



04

专属 PROPER



THERE
有间
花房
HOUSE
FLOWER

有间花房
FLEURISTE

品牌密集的商业空间
PLACE OF BUSINESS

介于批发式花店与高价精品花店
BRAND POSITIONING

高识别性 形象鲜明 视觉强烈
VISUAL STRATEGY

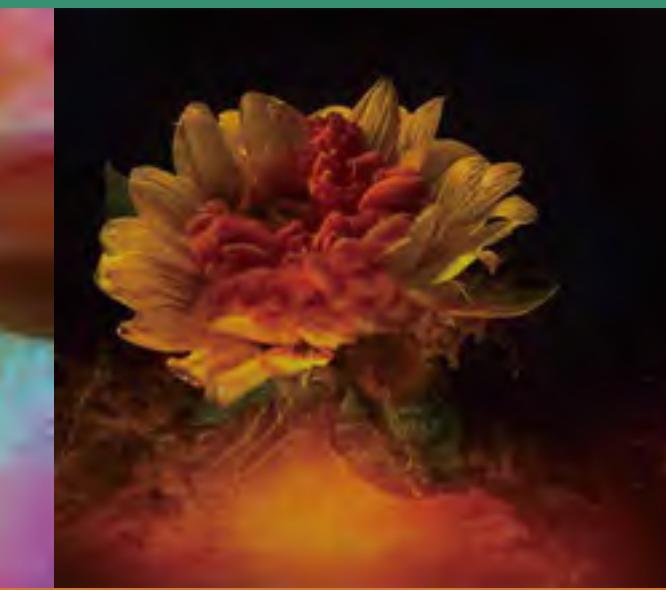
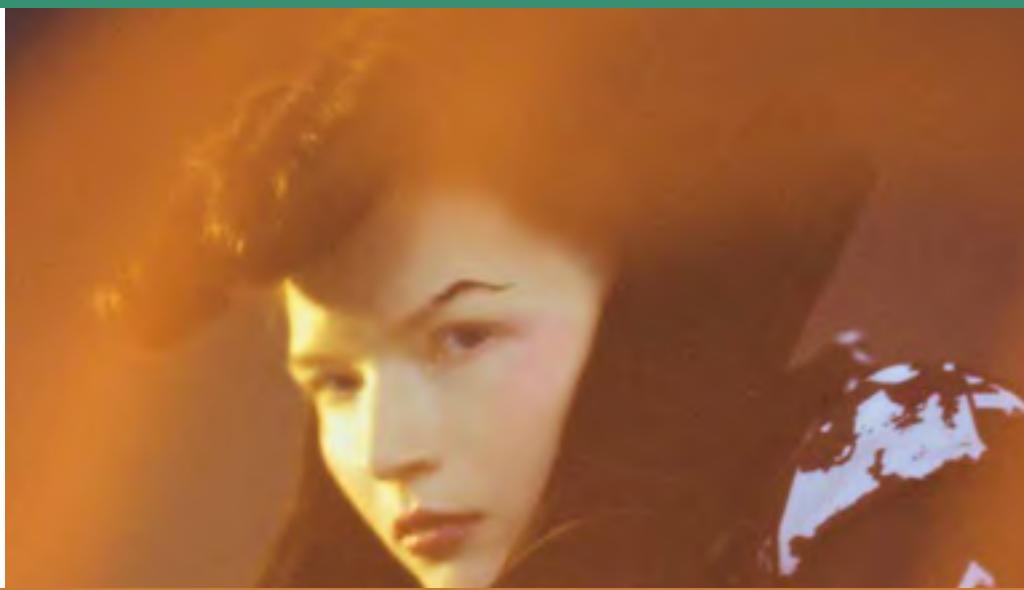
快与美
FAST AND BEAUTIFUL

古绿
GREEN

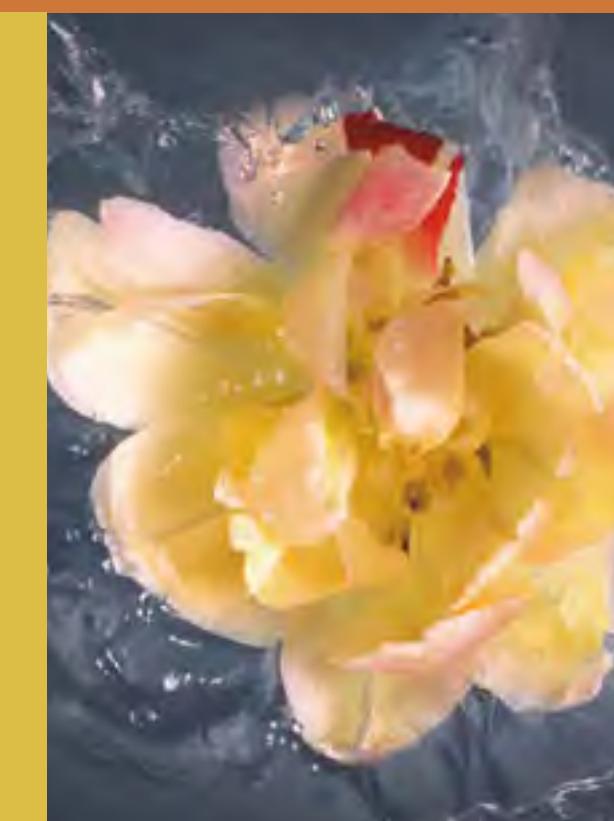
明橙
BRIGHT ORANGE

向日葵
SUNFLOWER

#3a9172
R:58 G:145 B:114



#ddbe45
R:221 G:190 B:69



星夜
STARRY SKY

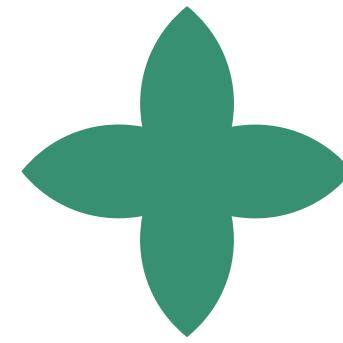
#ce7839
R:206 G:120 B:57



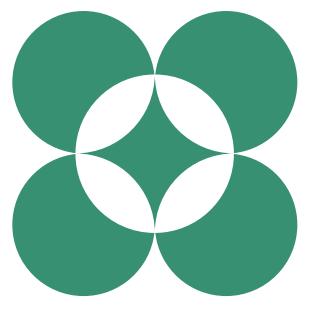
#e0e0df
R:224 G:224 B:223

呼吸
BREATHING

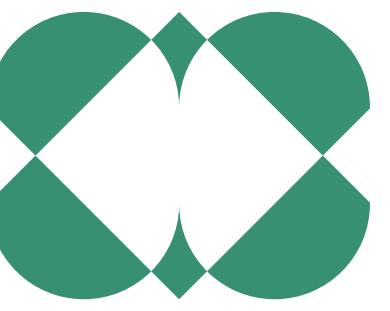
CITY FLOWER
2022



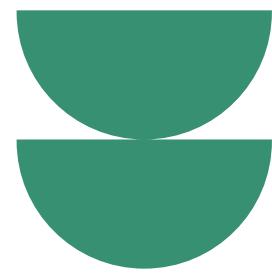
1
水仙 / 相聚



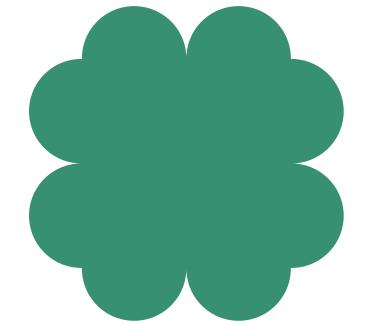
2
玫瑰 / 爱情



3
银杏 / 坚贞



4
风铃 / 思念



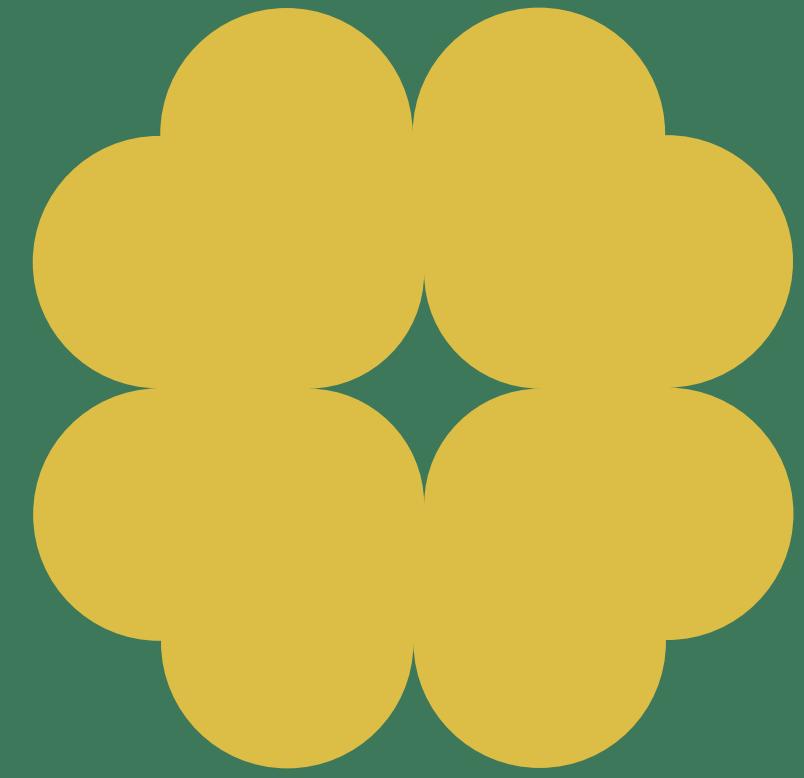
5
洋甘菊 / 亲密

CITY FLOWER
2022

THERE
FLOWER HOUSE



CITY FLOWER
2022



ROSE
TENDRESSE



ROSE
TENDRESSE



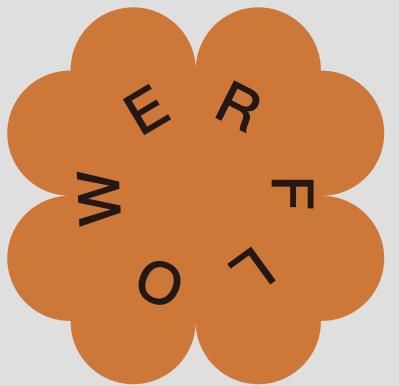
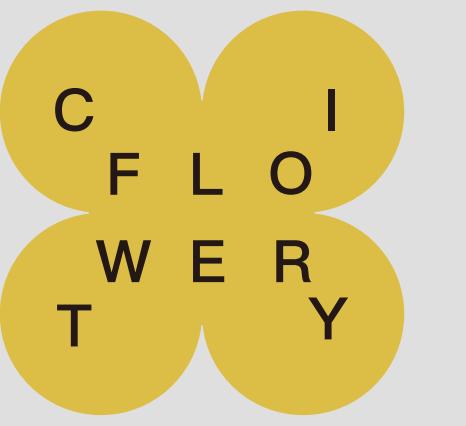
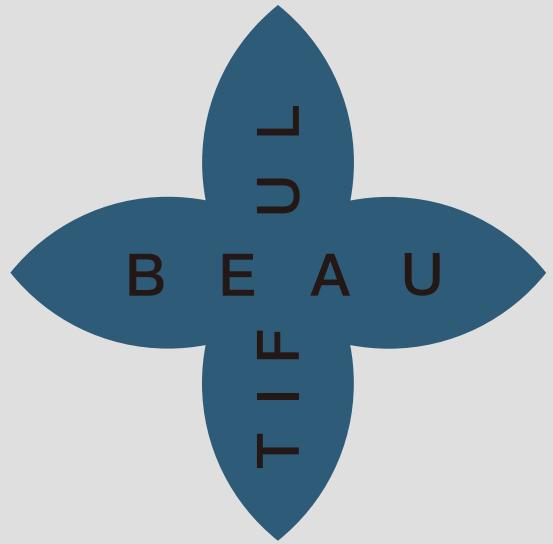
CITY FLOWER
2022



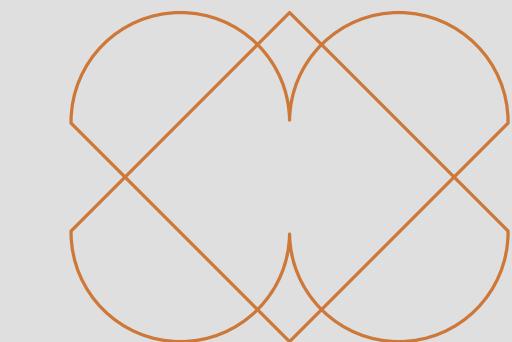
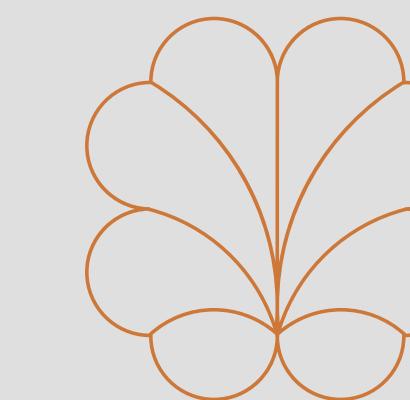
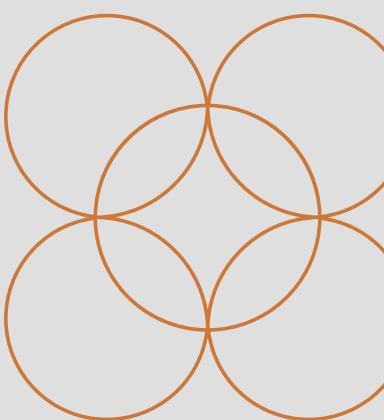
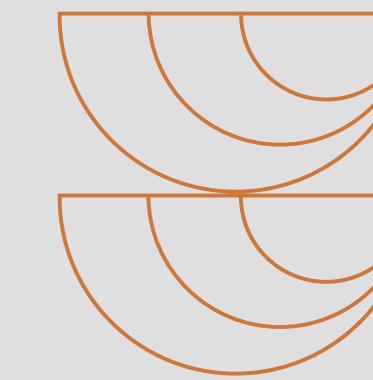
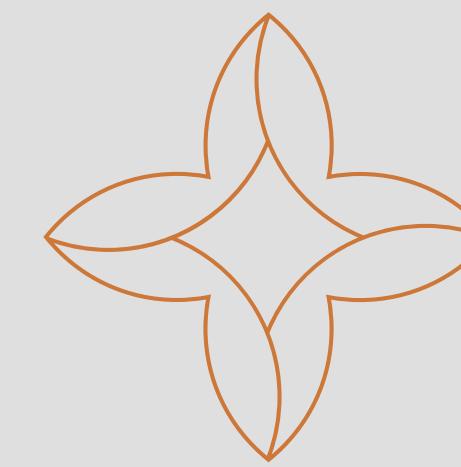
THERE
FLOWER HOUSE

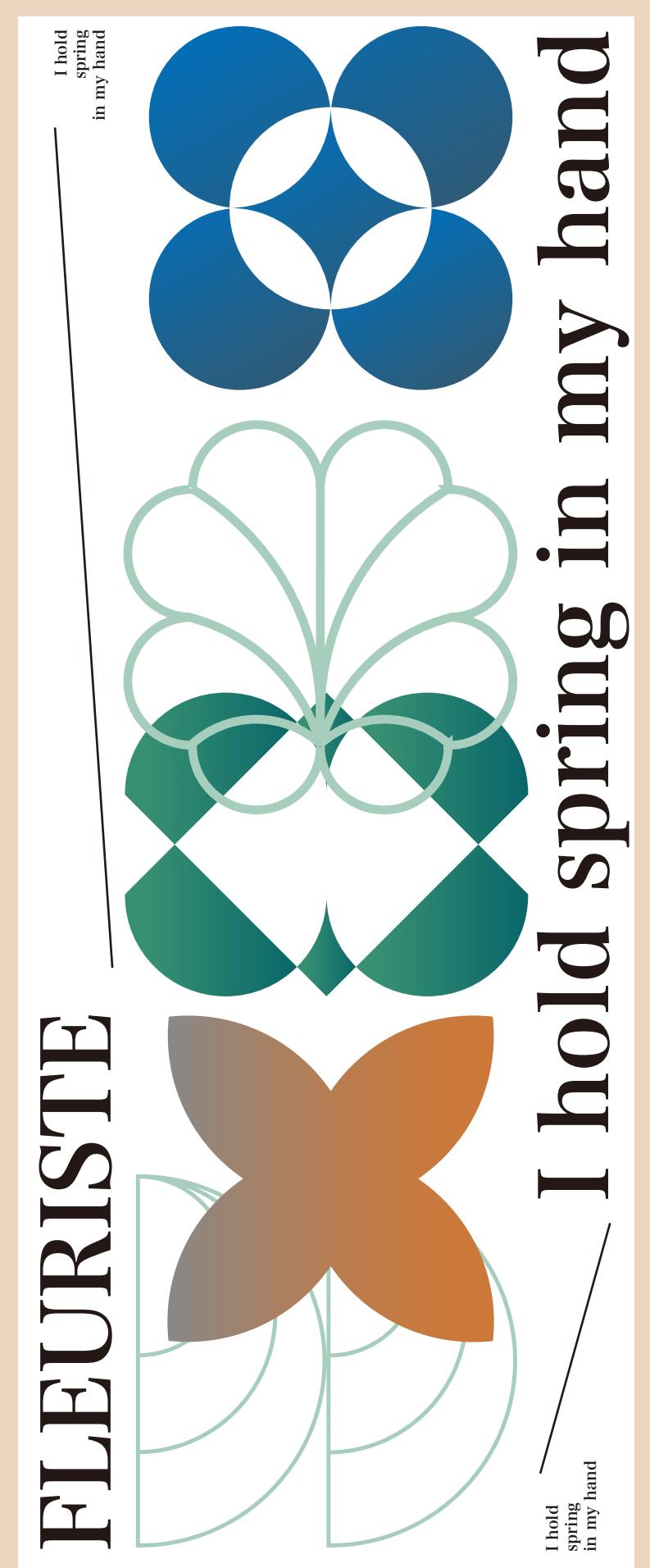
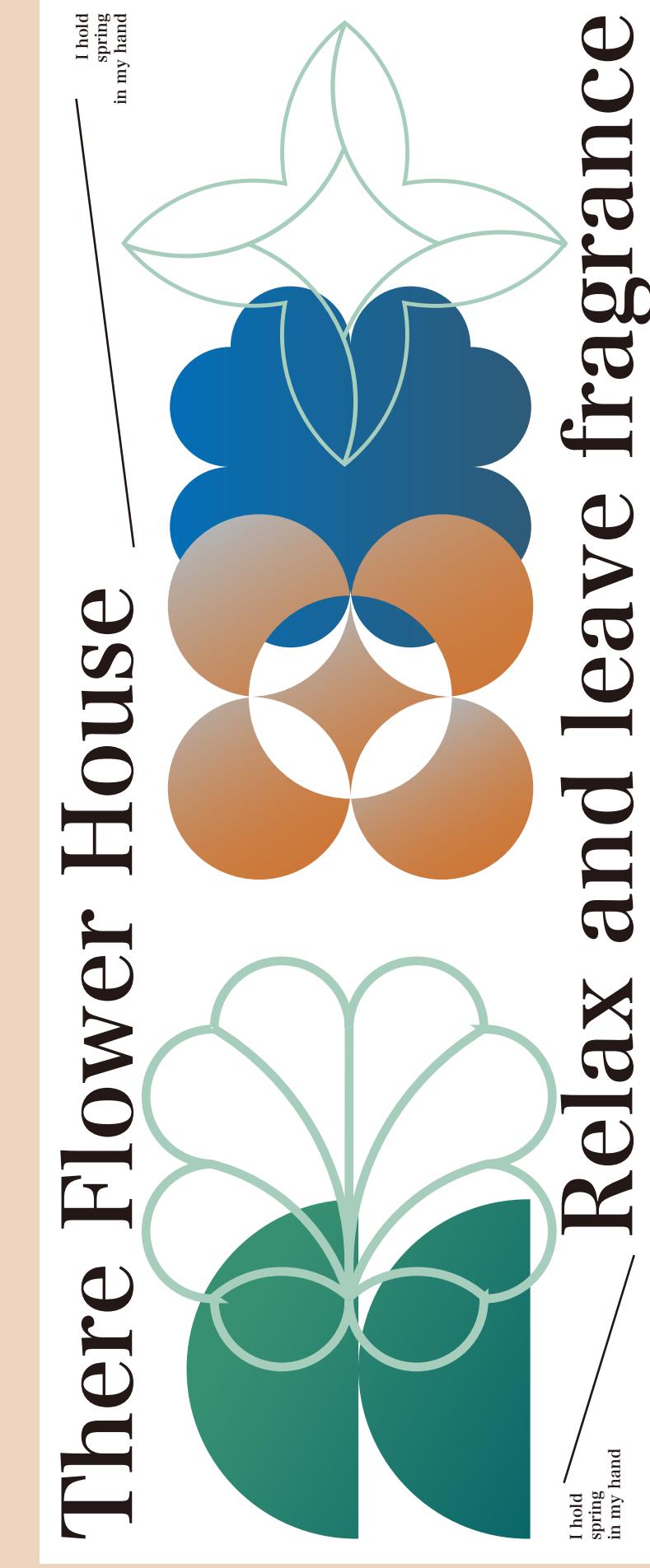
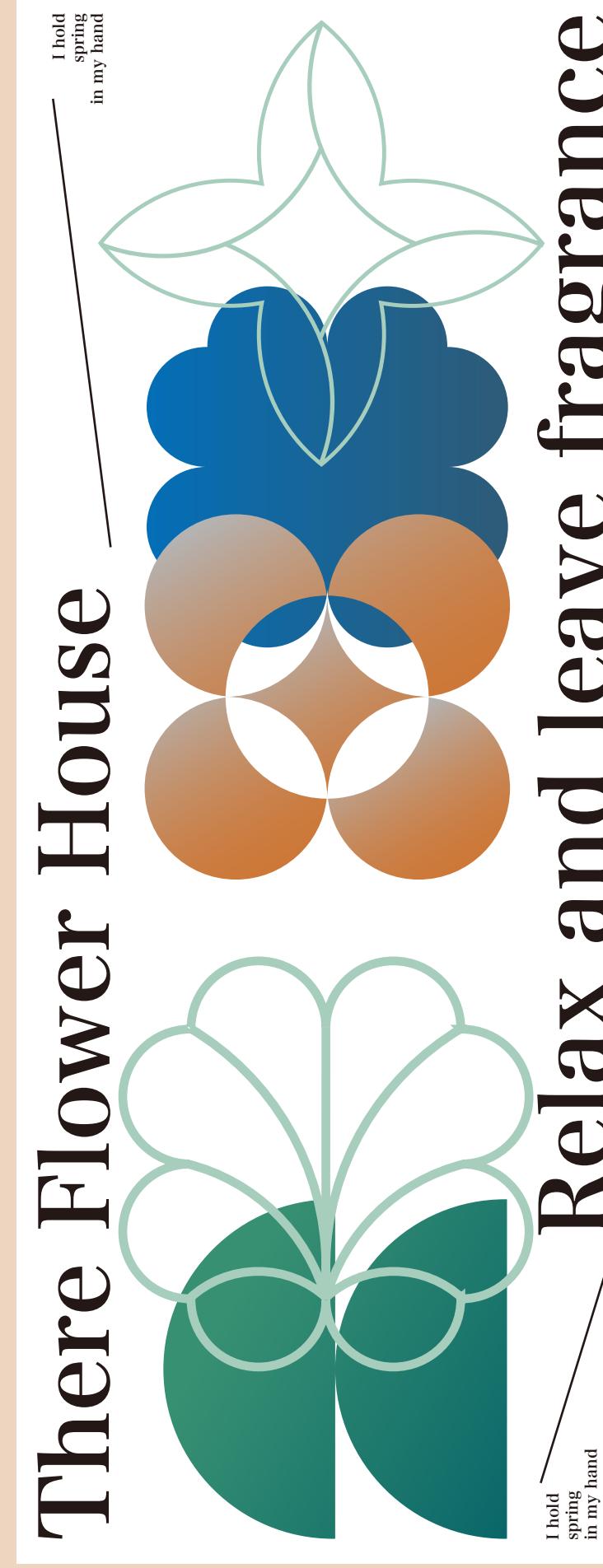


CITY FLOWER
2022



CITY FLOWER
2022





CITY FLOWER
2022

I hold spring in my hand



CITY FLOWER
2022

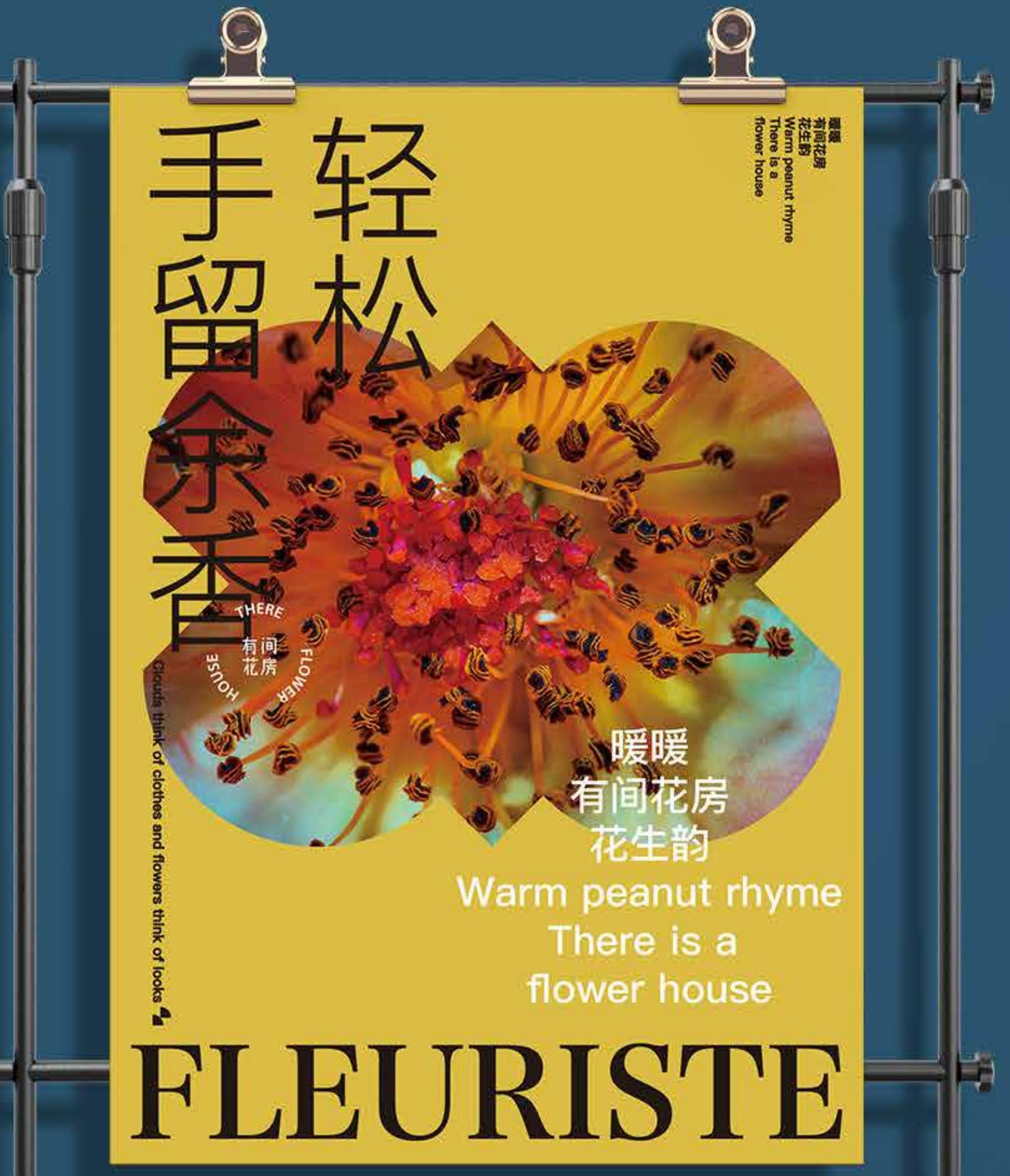
暖暖
有间花房
花生韵
Warm peanut rhyme
There is a
flower house



CITY FLOWER
2022

THERE
FLOWER HOUSE





Chestnuts

street food

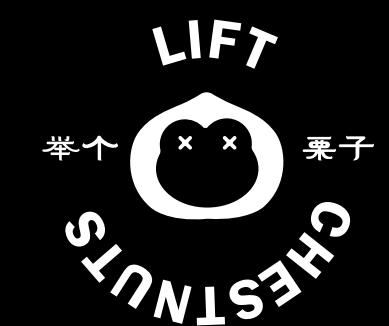
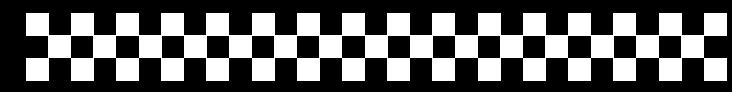
2022.1

A chestnut avant-garde school endowed with the fashion attribute of traditional snacks has stimulated the inspiration of thoughts and the unique pursuit of quality life in the two collisions between innovative aesthetics and traditional snacks.

LOVE TO PLAY
LOVE TO PLAY



LIFT
2022
CHESTNUTS



栗子板栗元年

Interesting
Chestnuts
Warm winter

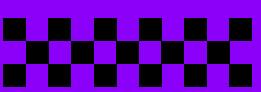
2022



LOVE TO PLAY
LOVE TO PLAY



LIFT 2022
CHESTNUTS



举栗好板栗

Interesting
Chestnuts
Warm winter

2022



LOVE TO PLAY
LOVE TO PLAY



LIFT 2022
CHESTNUTS



LIFT
CHESTNUTS
举个栗子

&举栗爱玩板栗



Interesting
Chestnuts
Warm winter

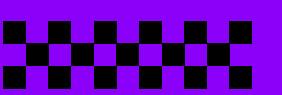
2022



LOVE TO PLAY
LOVE TO PLAY



LIFT
CHESTNUTS



品牌海报

Brand poster

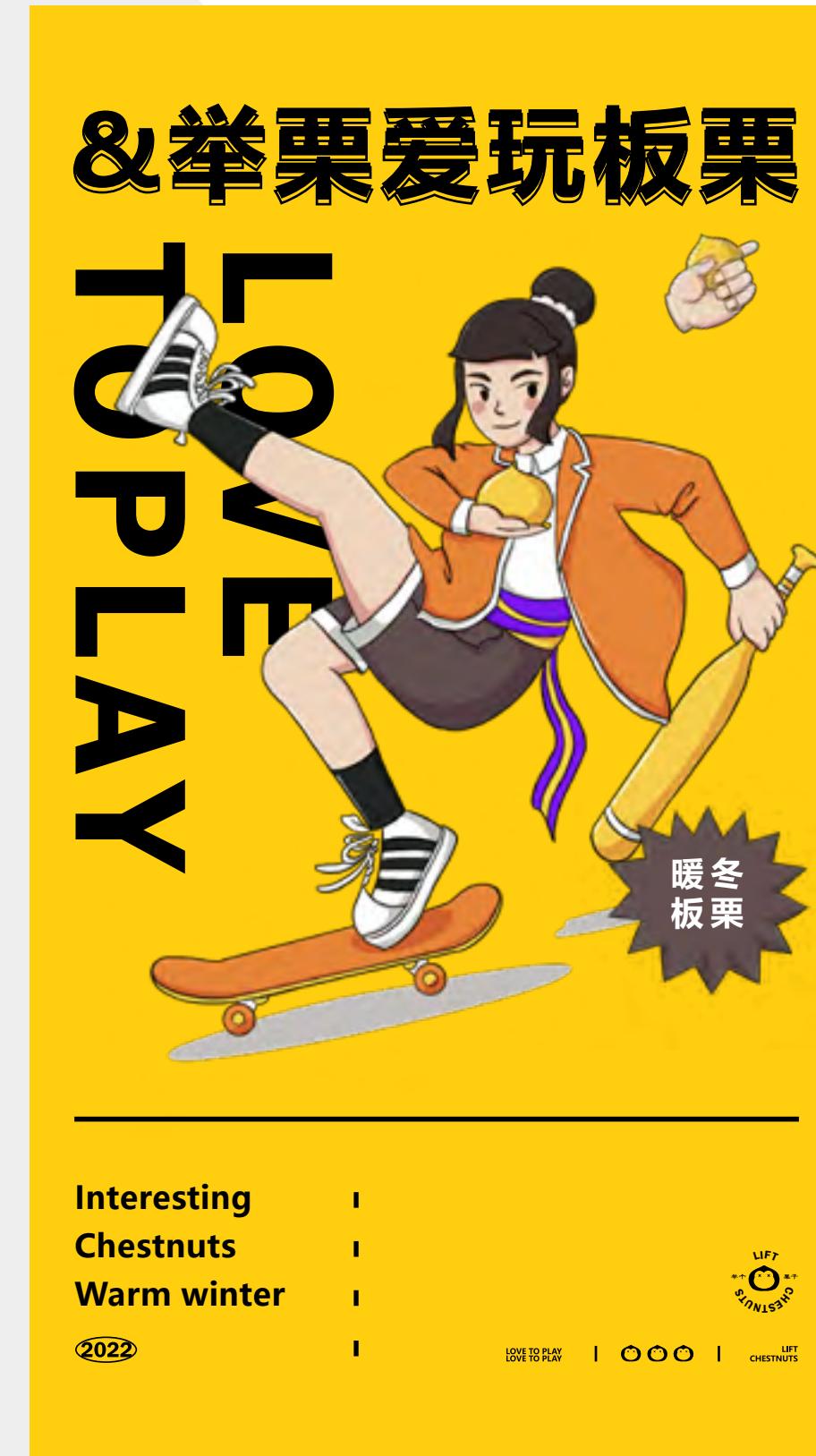


Warm winter
Interesting &

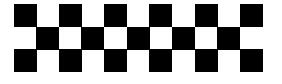
Chestnuts

每 粟 严 选

LIFT
举个栗子 CHESTNUTS



LIFT 2022
CHESTNUTS



Chestnuts LIFT

Delicious



& Chesttnuts

Warm winter

Old taste

2022

每栗严选



举栗

Chestnuts | LIFT | Delicious

Based on the
business
philosophy
of producing
delicious food
is more happy.



● 华丽 俏皮小巧 ●
● 背景严选 颜色鲜艳 ●

举栗 每栗严选

CHESTNUTS

Traditional Snacks Lift Chestnuts Tradition
Chestnuts Trandite Lift Chestnuts Tradition



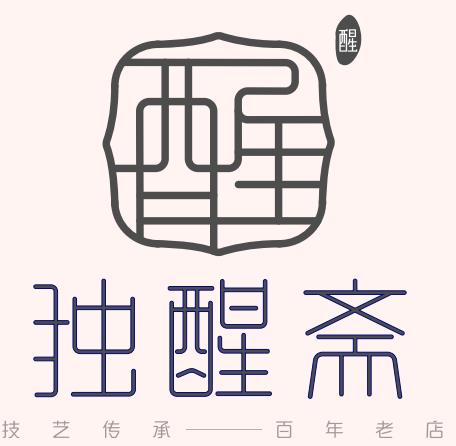
策划总监

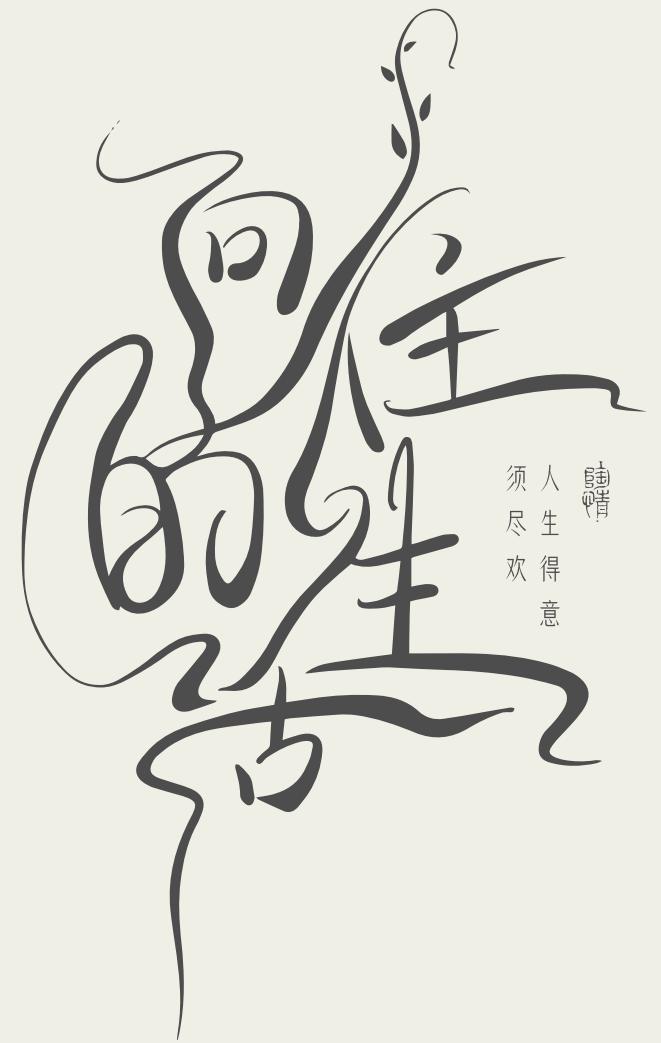
李一丹
188 9284 7555

Warm winter
Interesting &
Chestnuts
● ● ● ●









JINLIXUAN
锦里轩

锦里轩

JINLIXUAN

喜物

喜市

N L

E Y

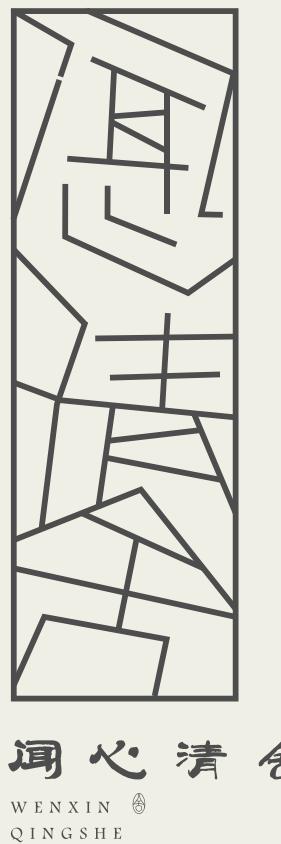
I X

W U

未来味觉

火马科幻

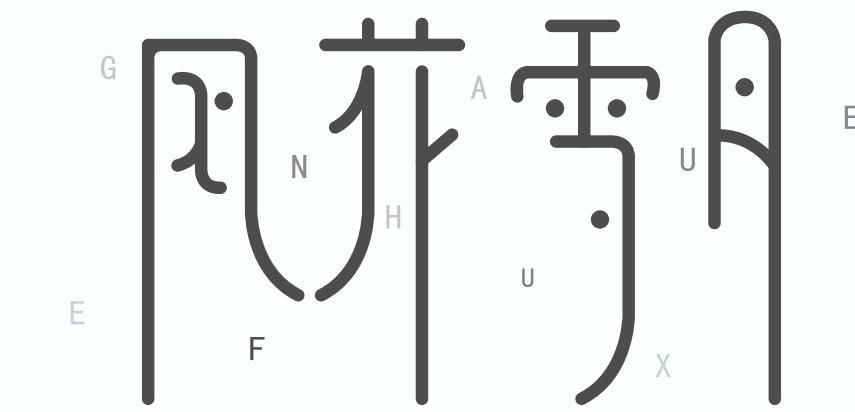
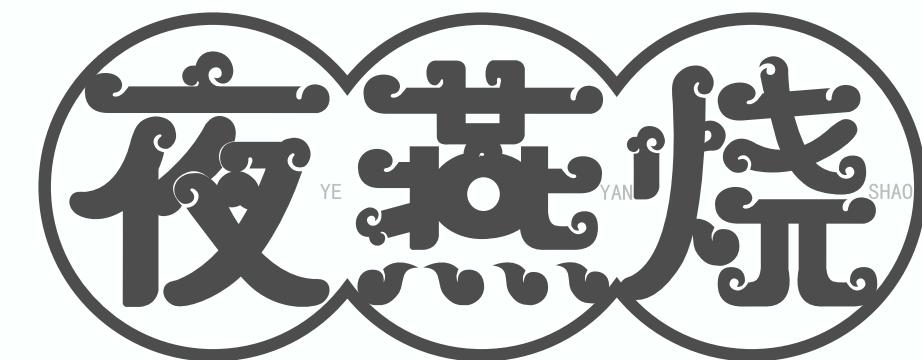
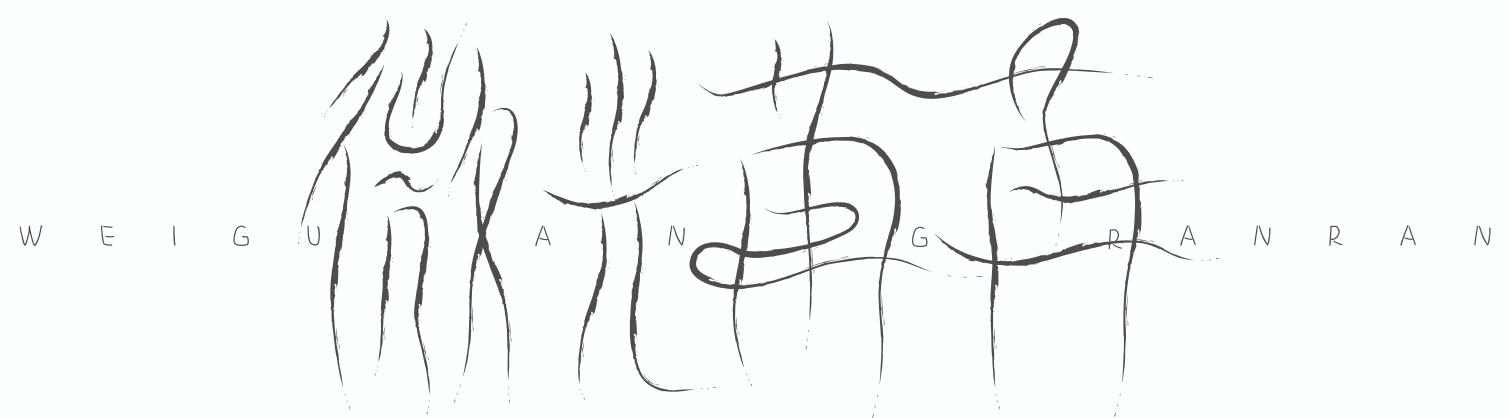
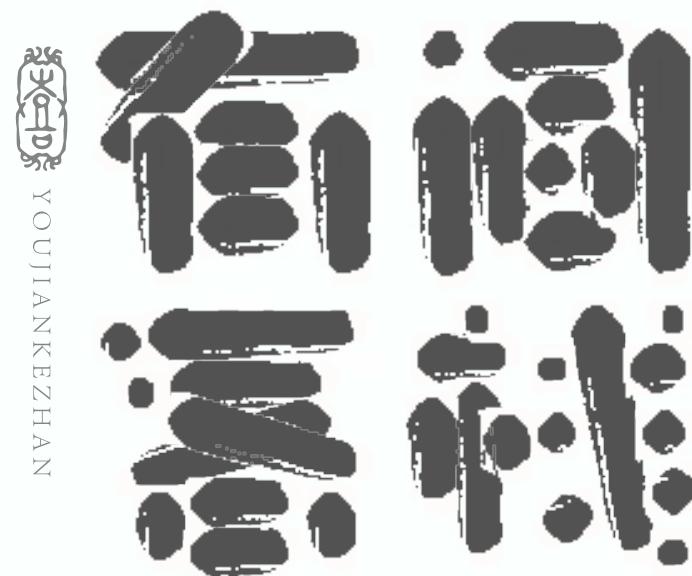
H U O M A K E T I



闻心清舍
WENXIN
QINGSHE

雾都

WUDU
CHONGQING



威士忌

威士忌

威士忌

威士忌

