

PORTFOLIO

GRAPHIC DESIGN

BY SYLVIA LEE (LEE CHUN)

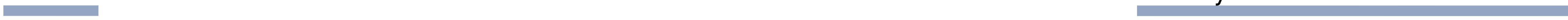
+86 15113829164

2020ver.



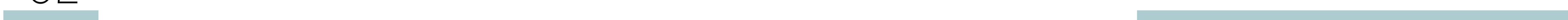


01



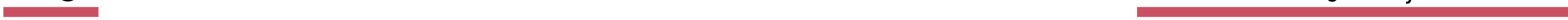
Abyss

02



Same-hearted

03



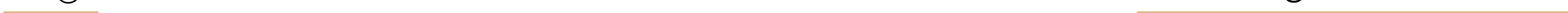
Silent majority

04



Fragments of movies

05



Flowing star

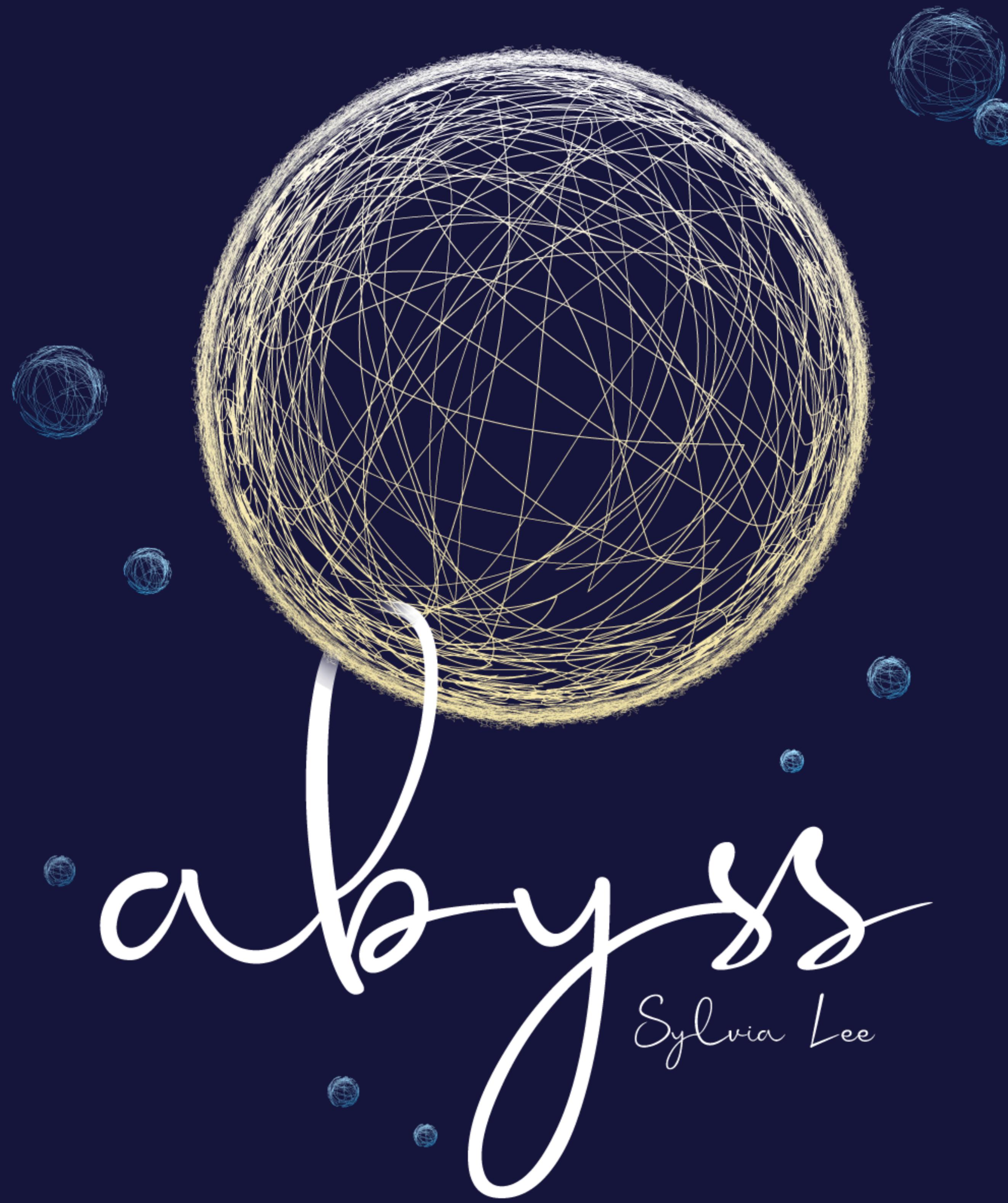


01

ABYSS

| album cover design

Falling into the abyssal sea.



INSPIRATION

This album cover is designed as a gift for myself. As a music lover, it has always been my dream to make an album.

Art including music and design, is the carrier of our emotions and thoughts, so I want to express my current feeling through this cover.

As you see, the name of the album is abyss, which means that the moon is falling in the abyssal sea locking with the big word "abyss".

MEANING

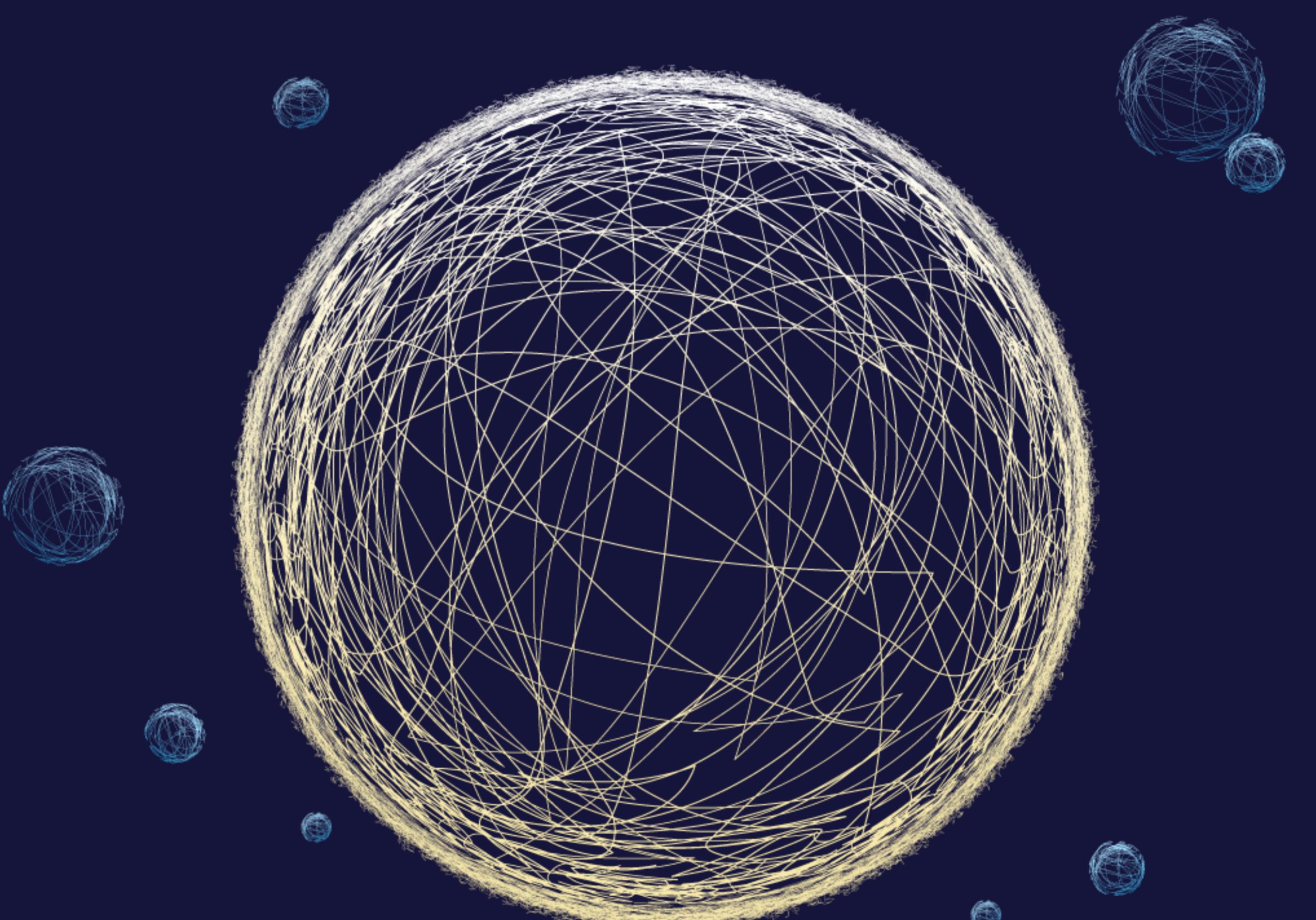
The moon originally belonged to the universe,
but on once he fell into the sea.

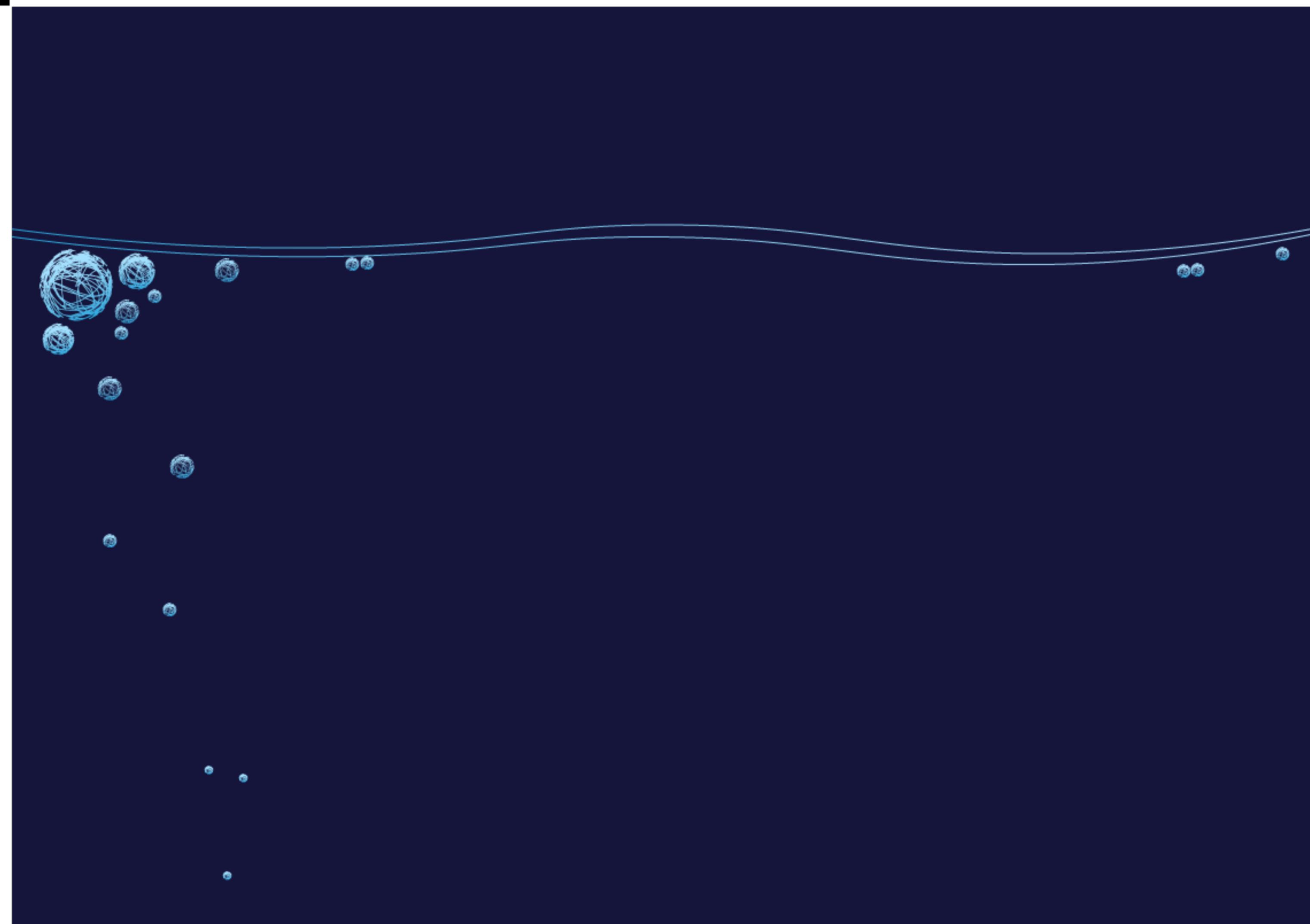
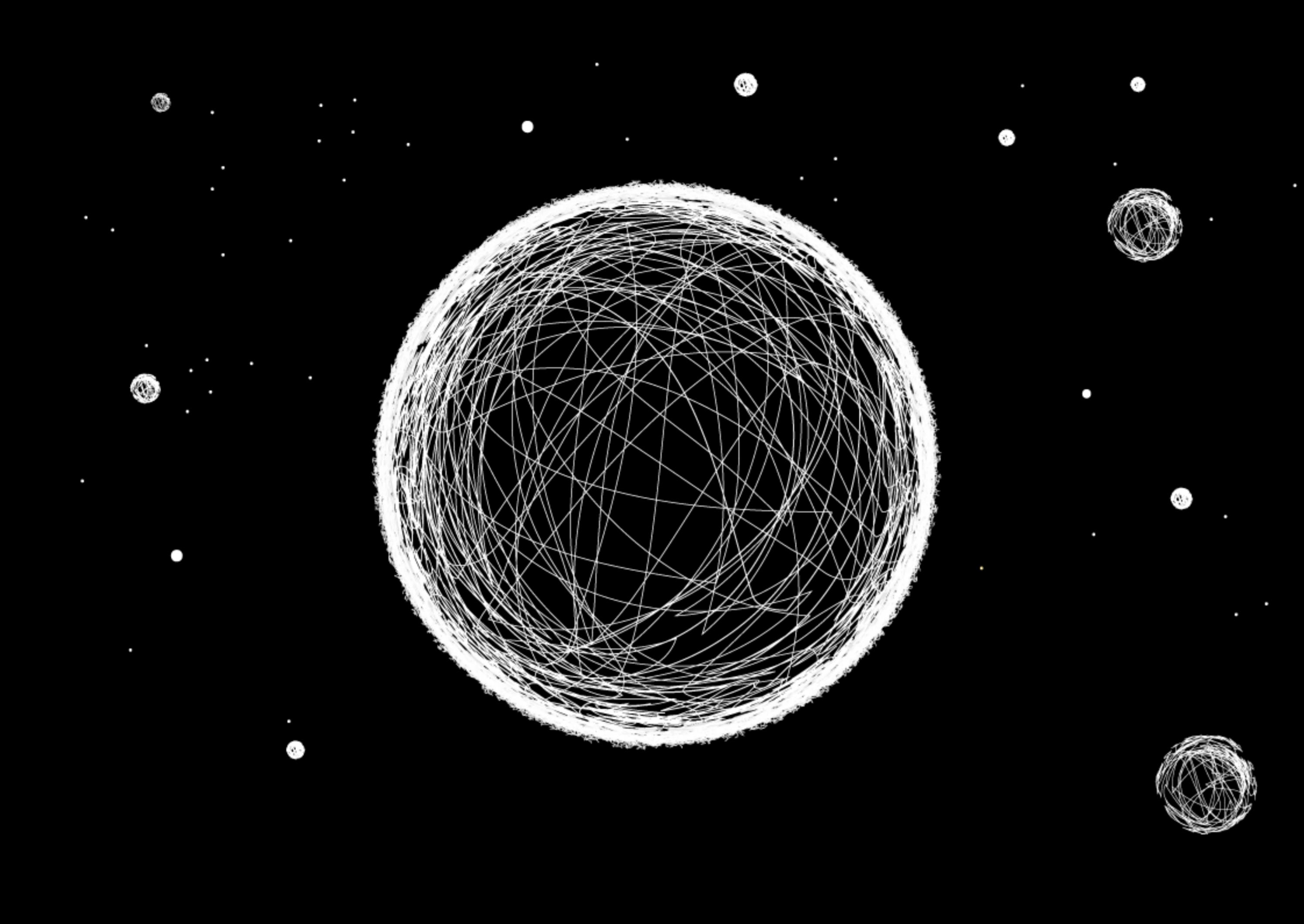
The view in the sea was beautiful
but not where he should be.

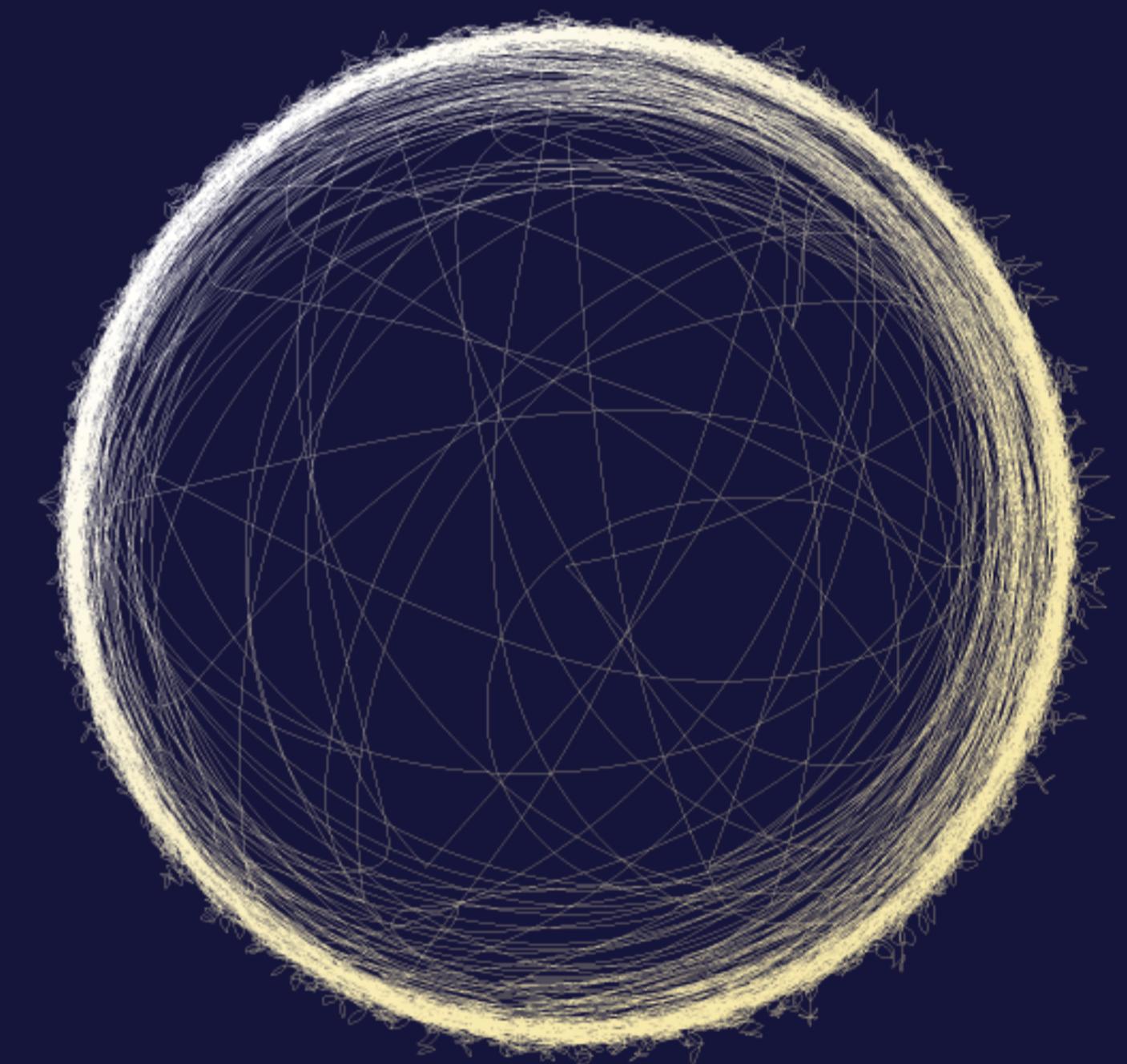
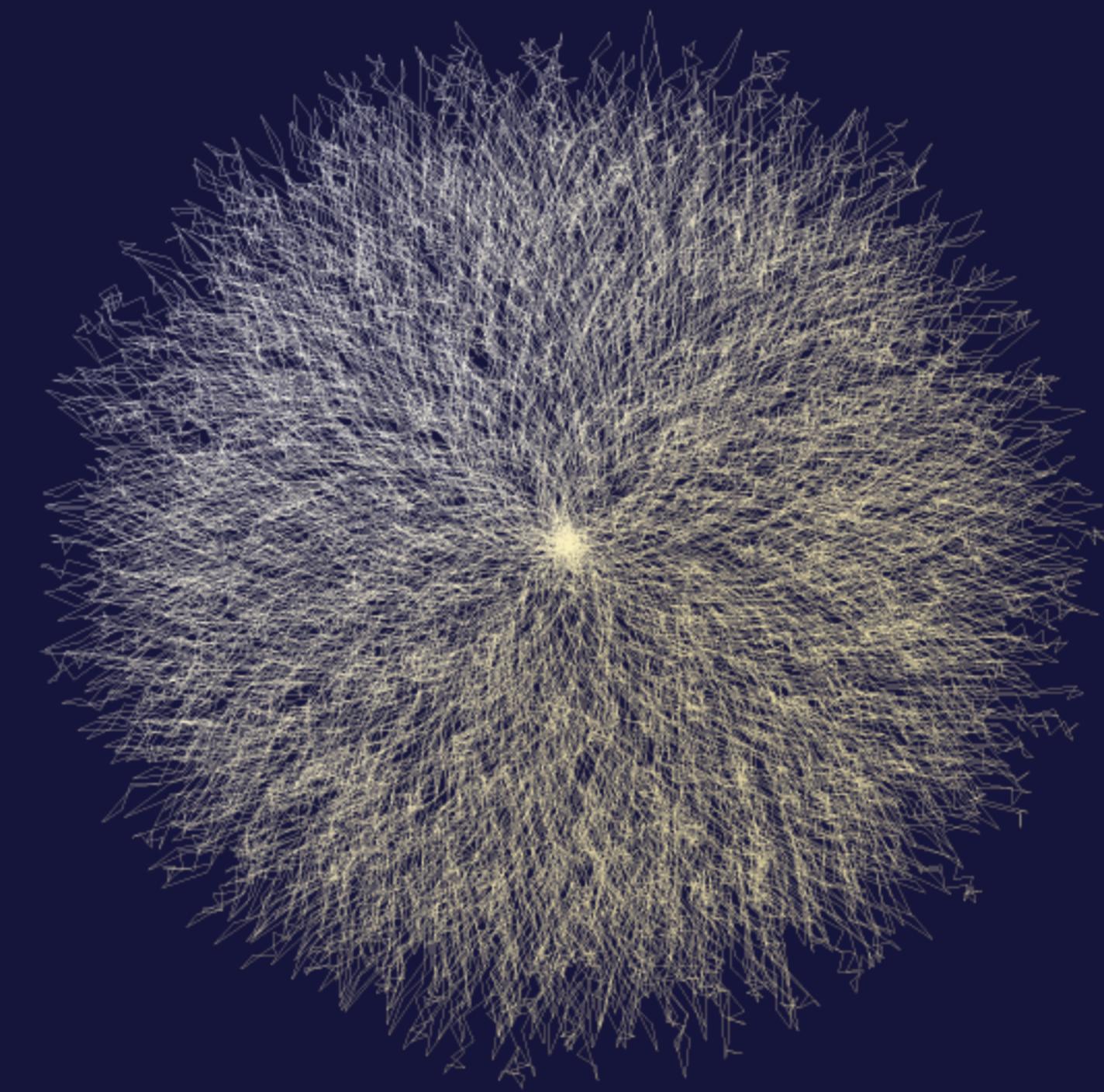
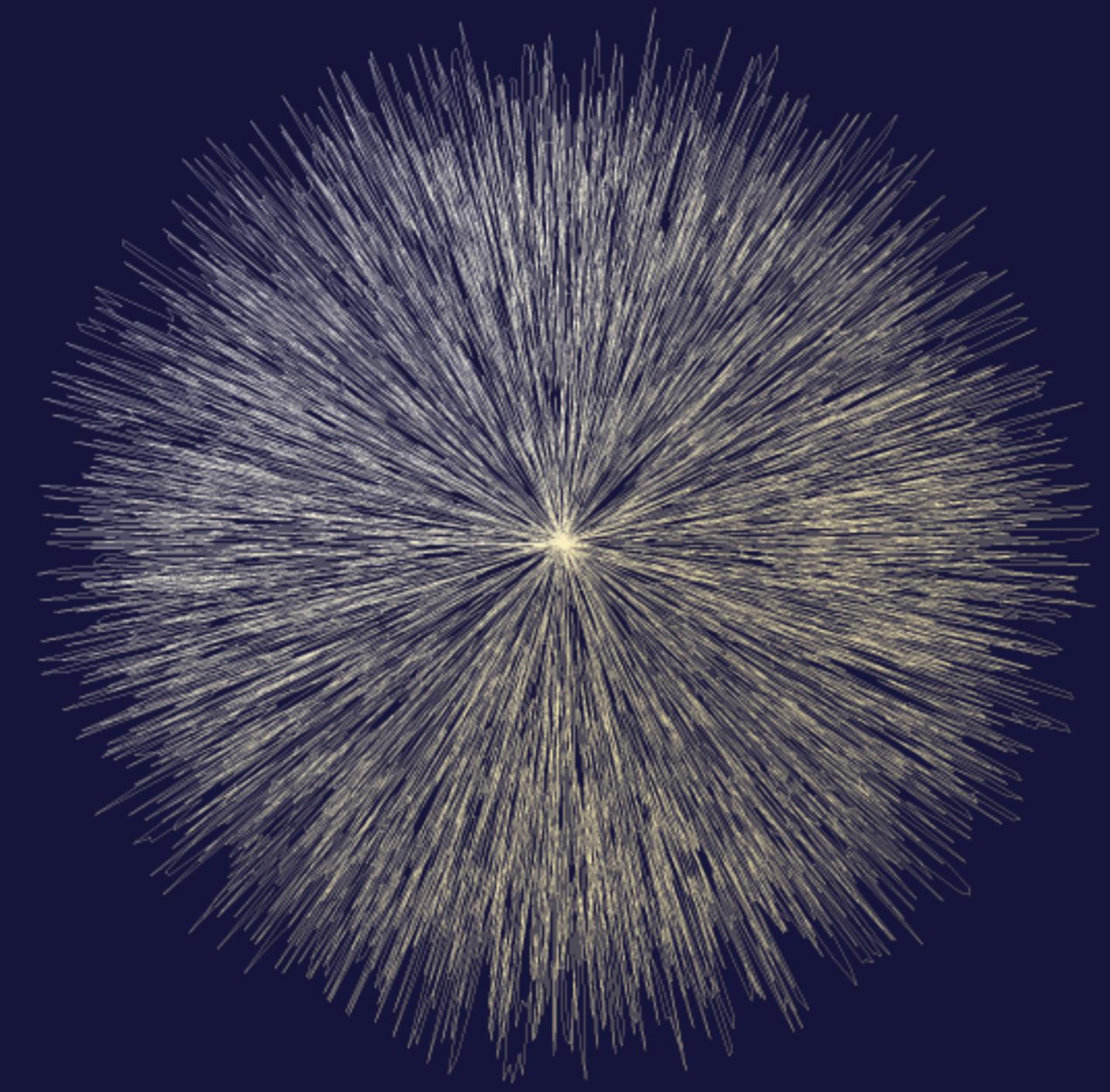
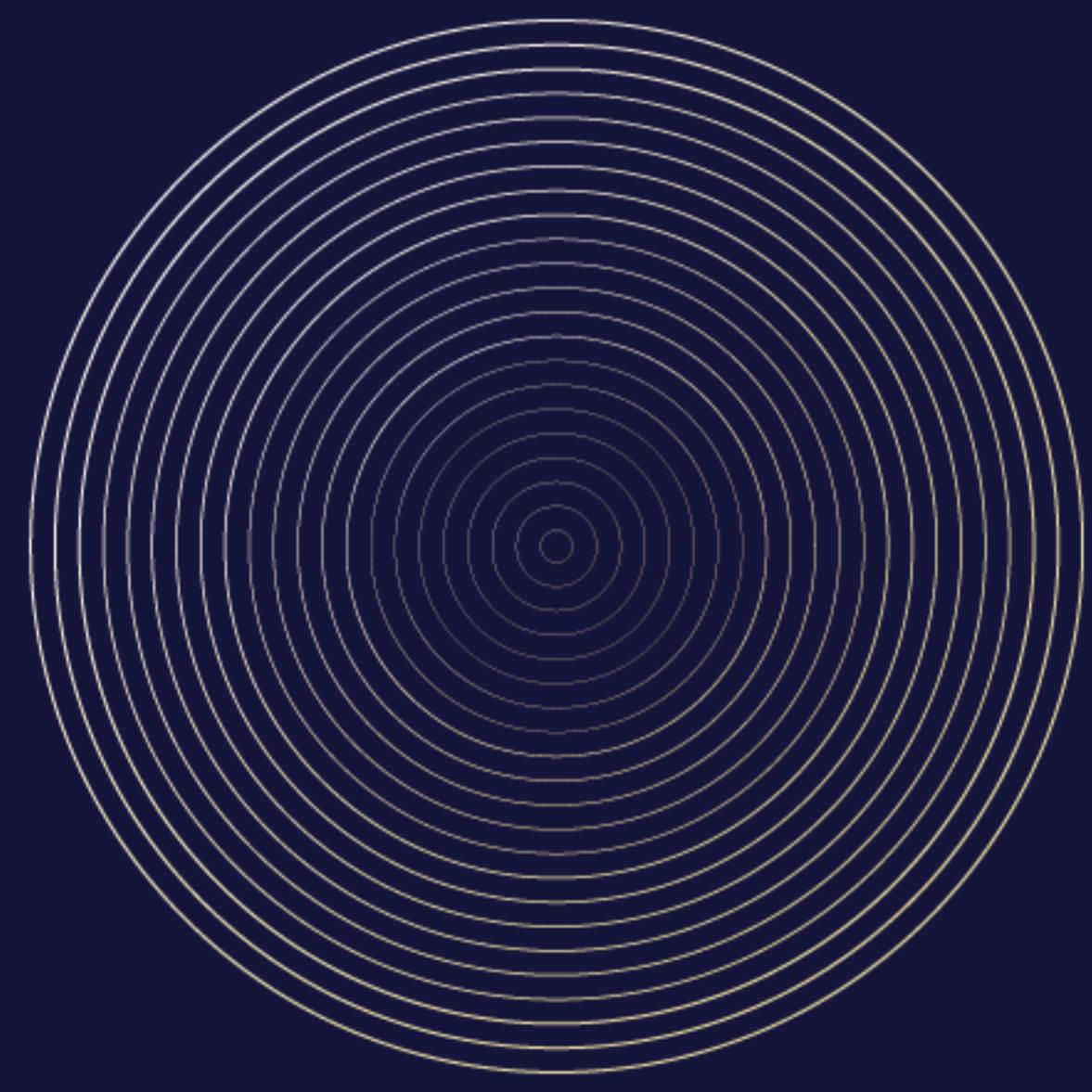
So He began to feel a little trance,
and even felt suffocated.

Like an abyss,
he tried to escape but fell deeper and deeper.

This is not only the story of the moon, but also mine.







Abyss

abyss

abyss

Abyss

abyss

abyss

Abyss

abyss

abyss





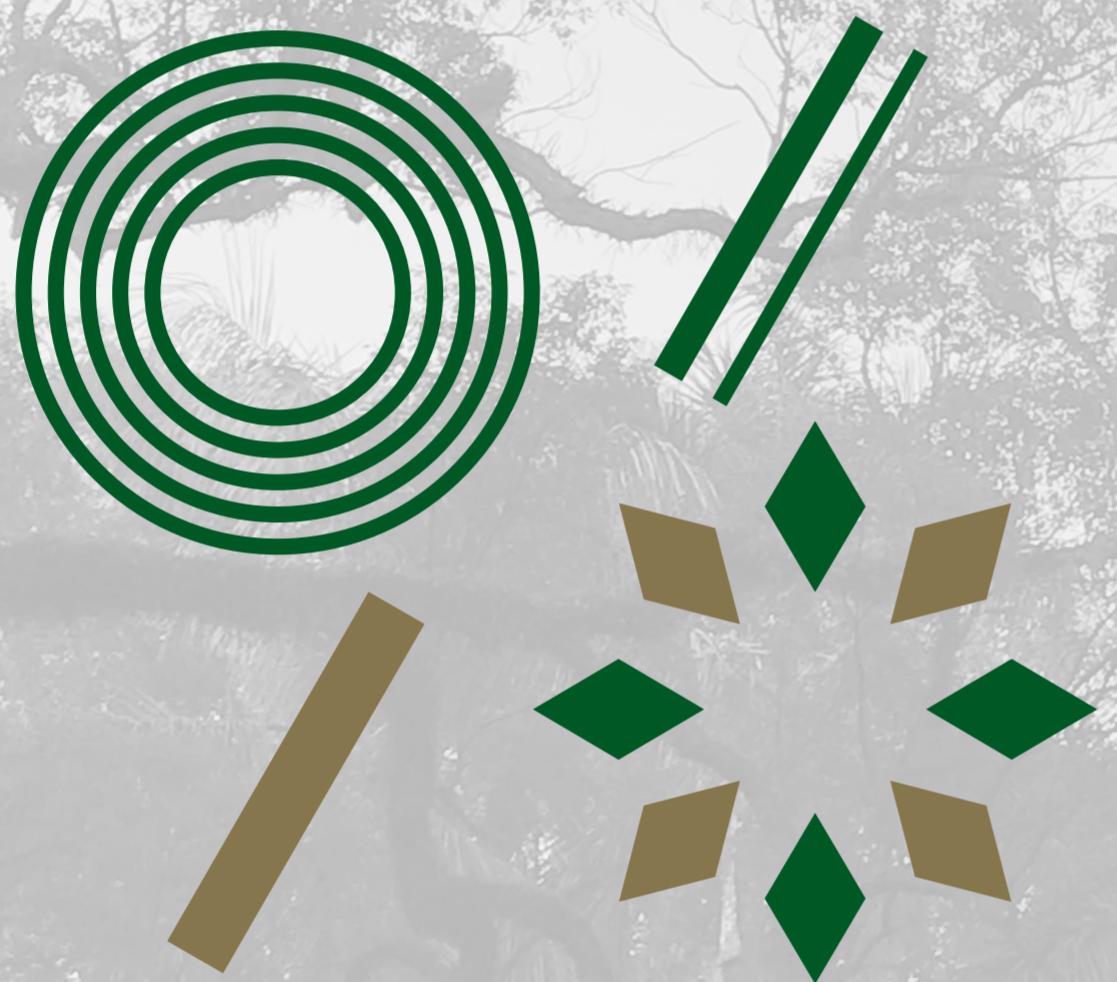
02

SAME-HEARTED

| logo design

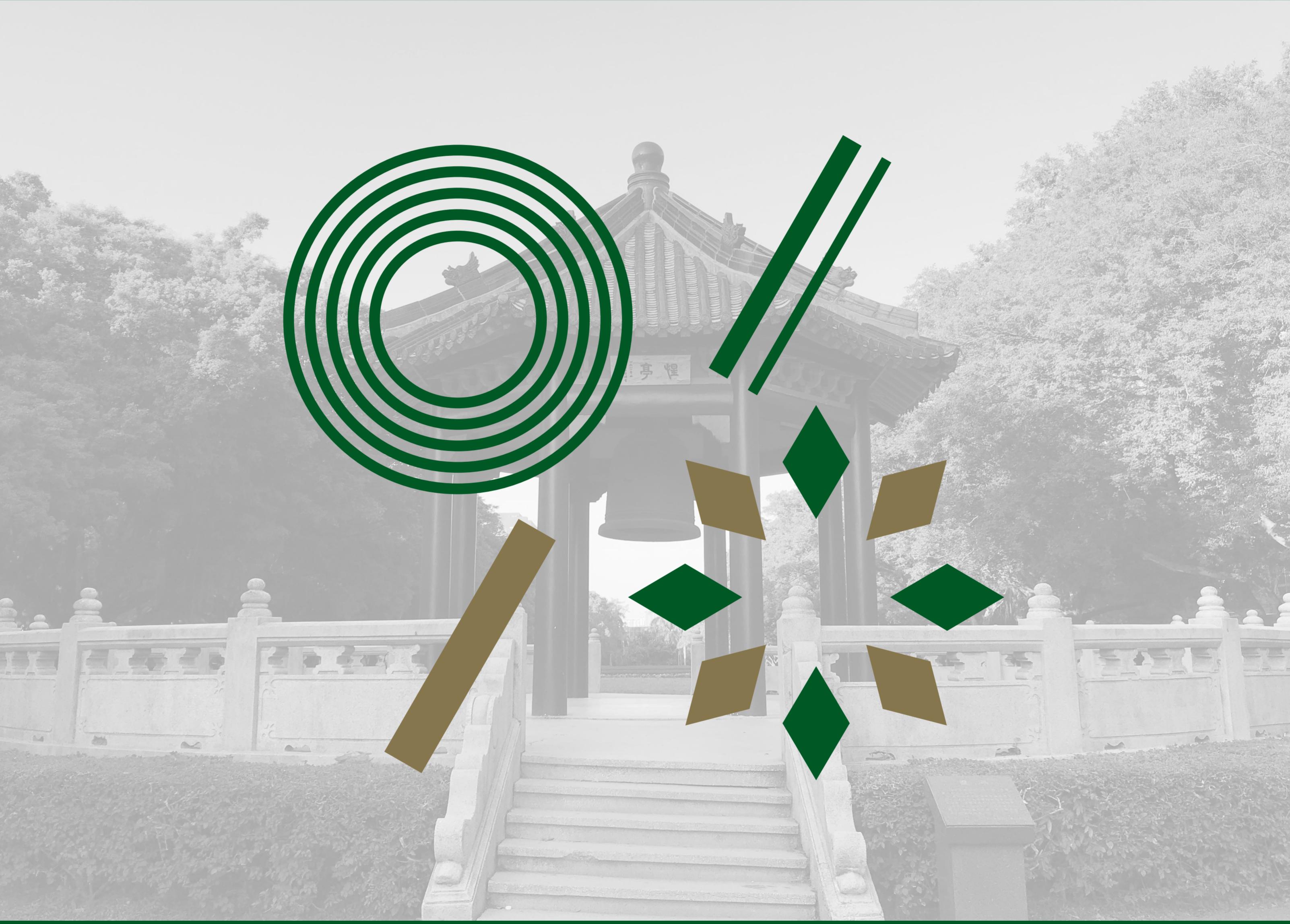
Tribute at the 96th anniversary of Alma mater.

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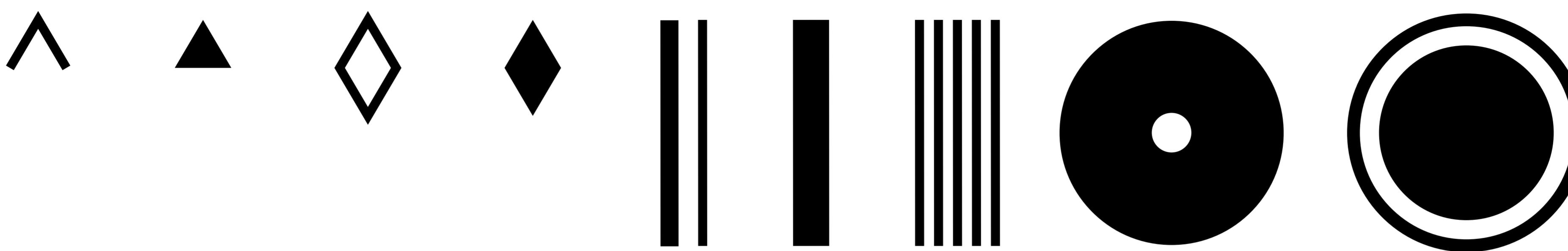


**96th ANNIVERSARY
SUN YAT-SEN UNIVERSITY**

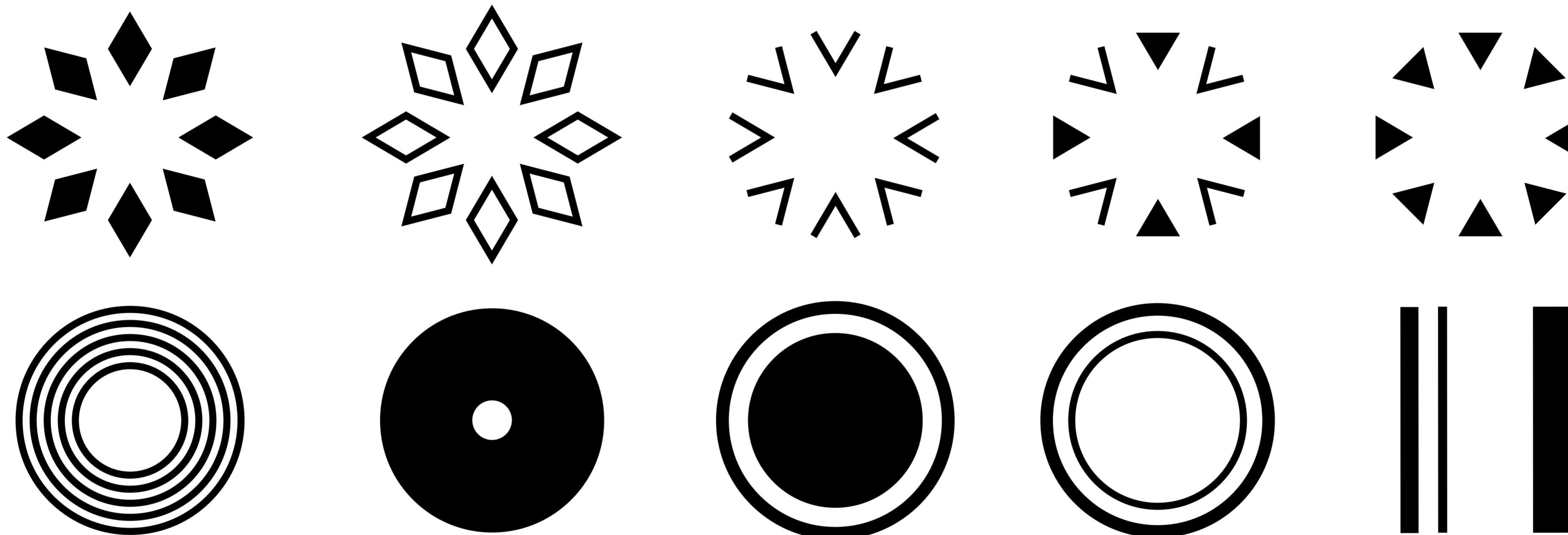
INSPIRATION



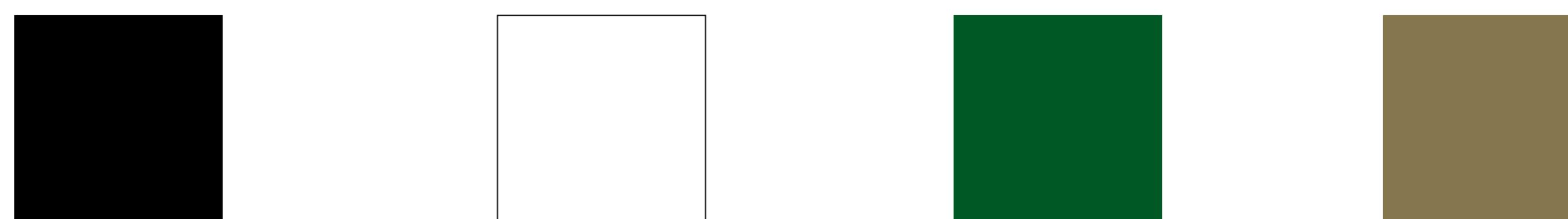
INGREDIENTS

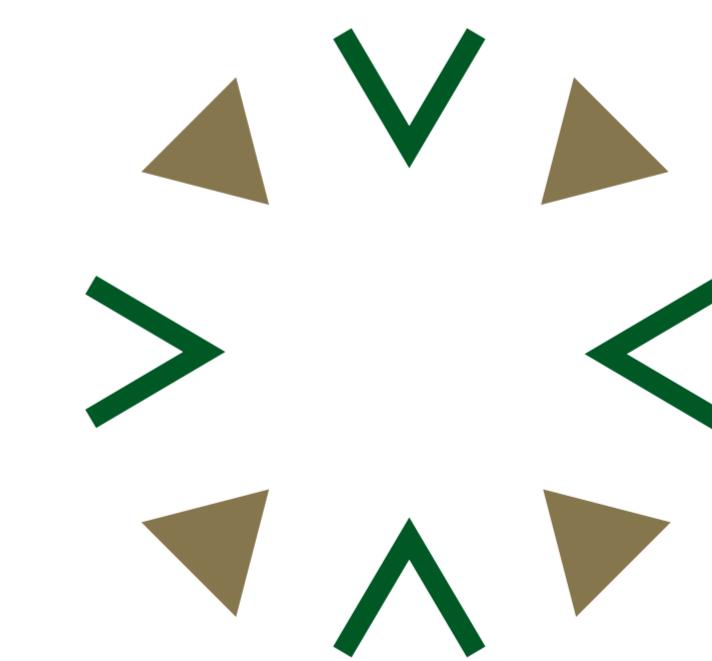
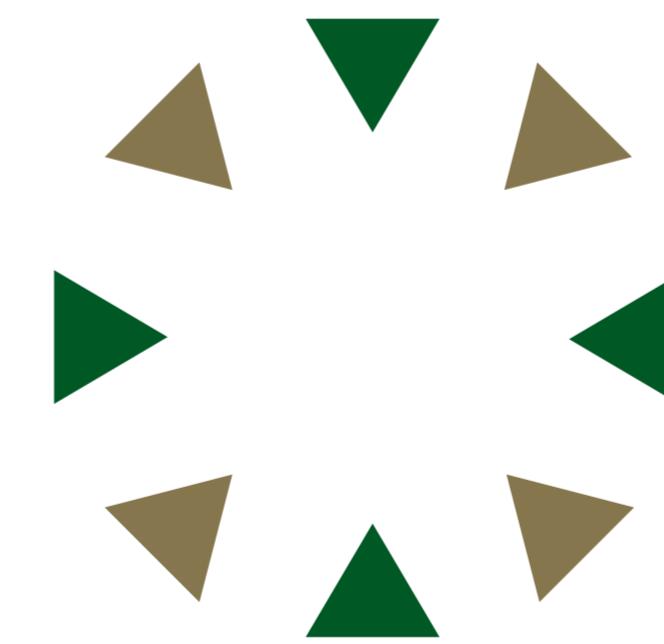
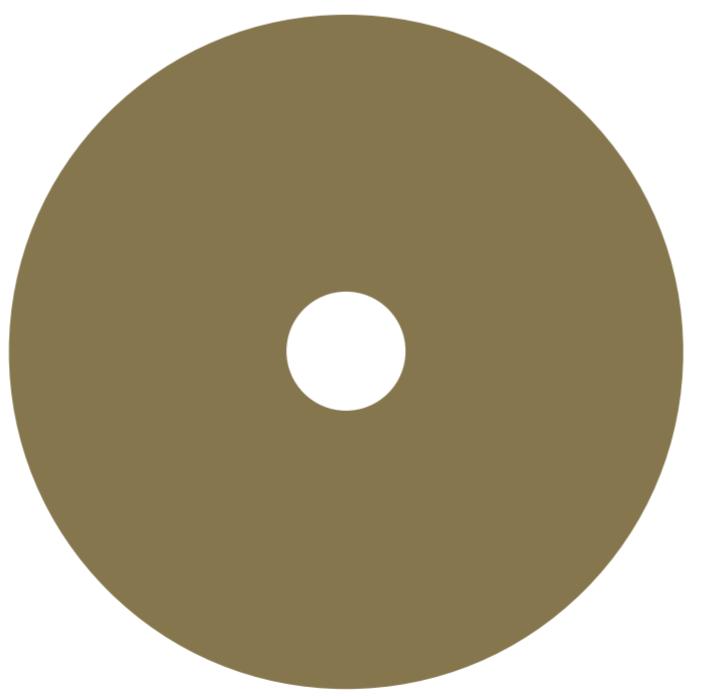
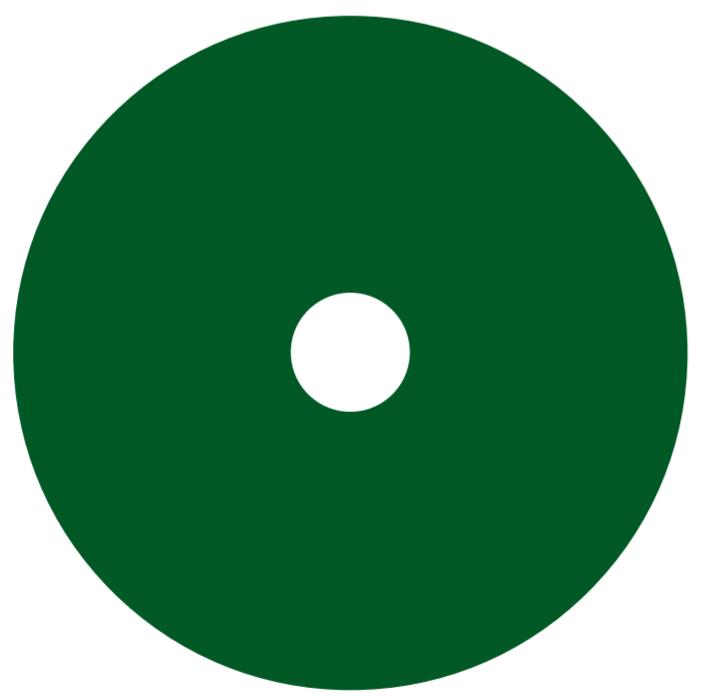
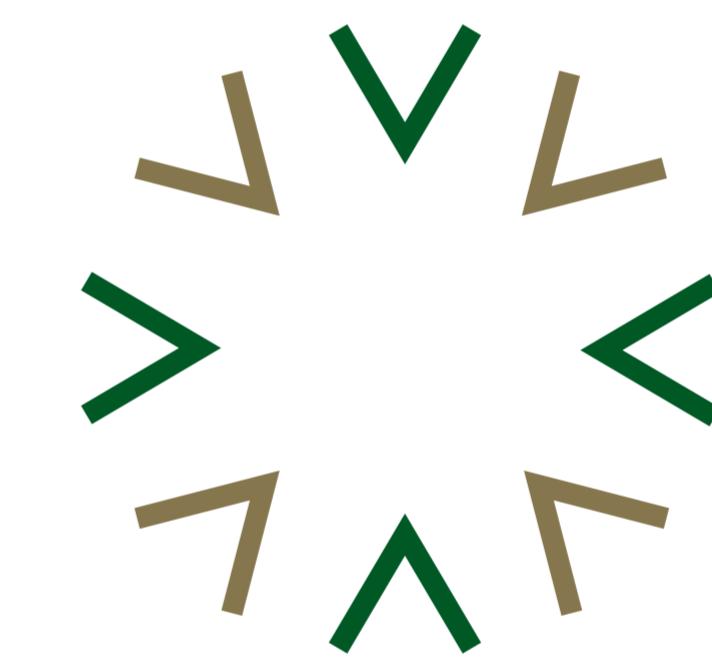
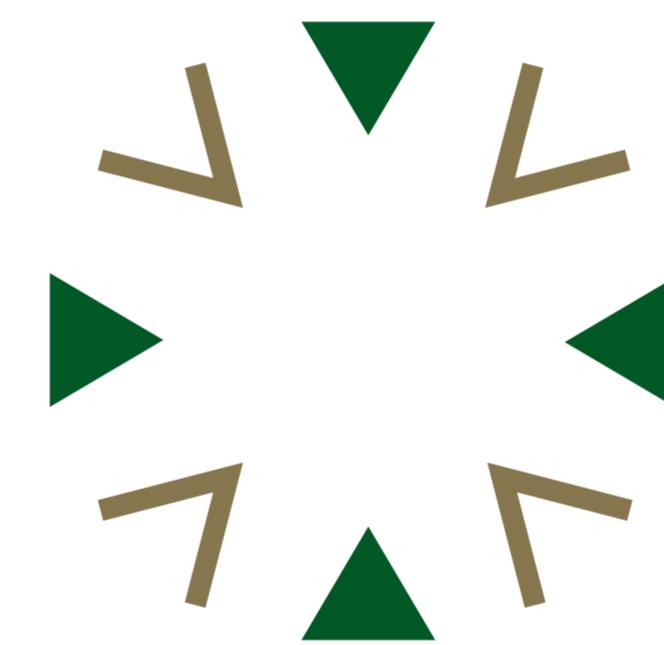
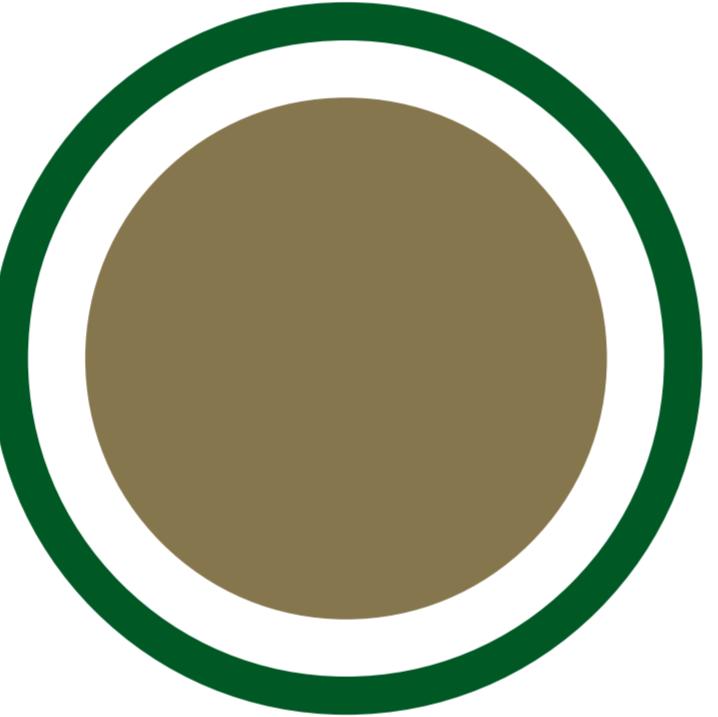
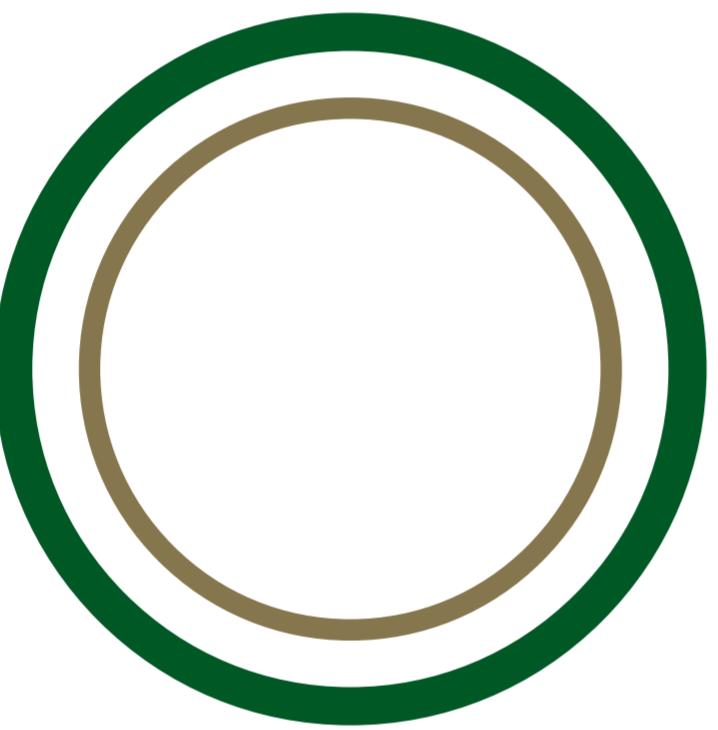
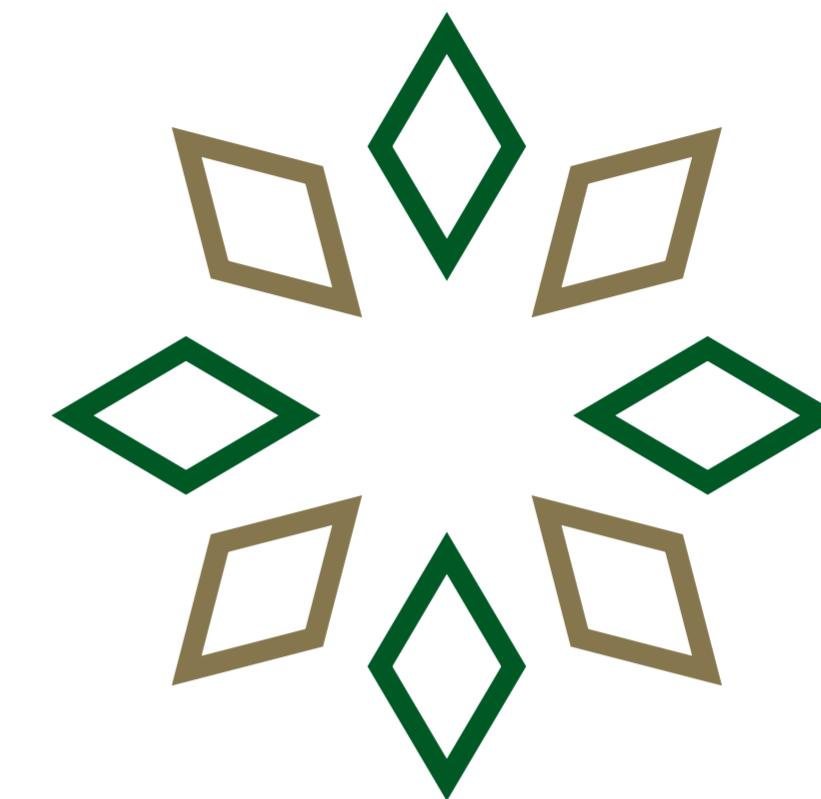
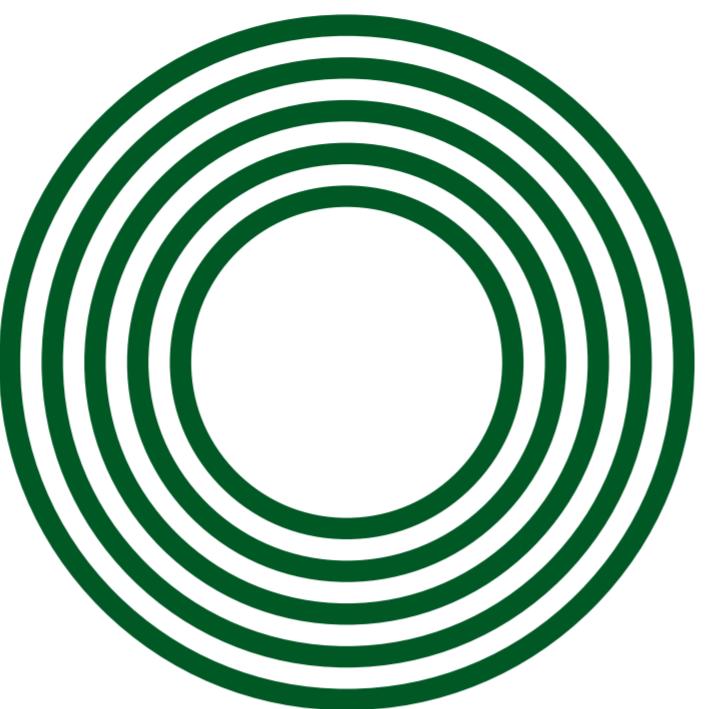
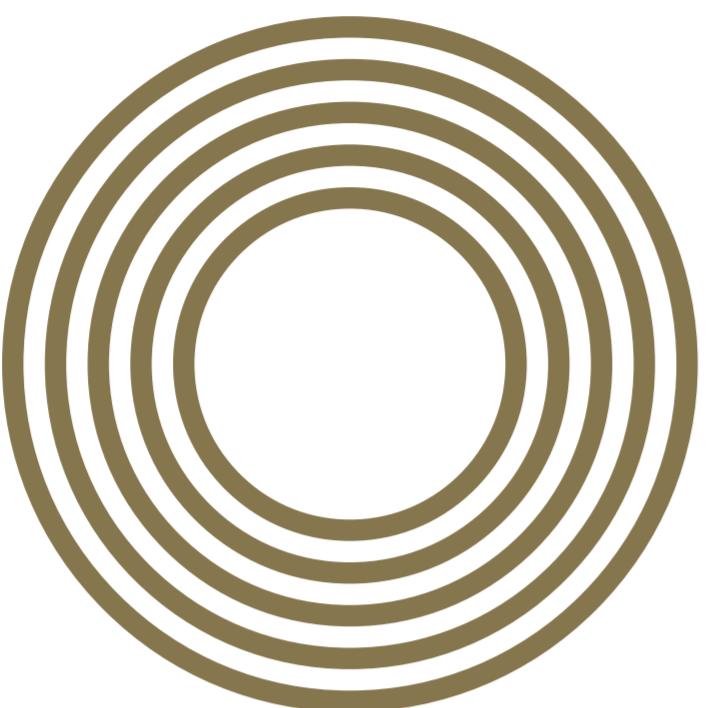


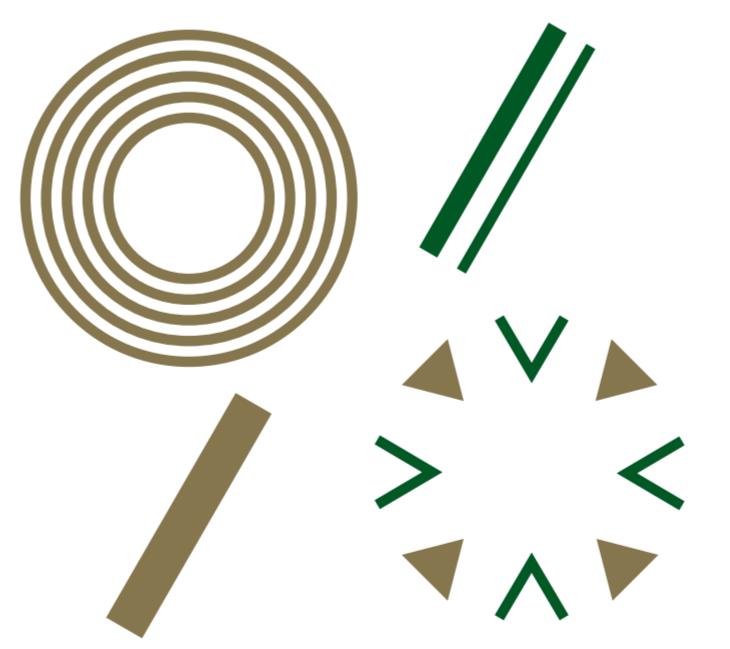
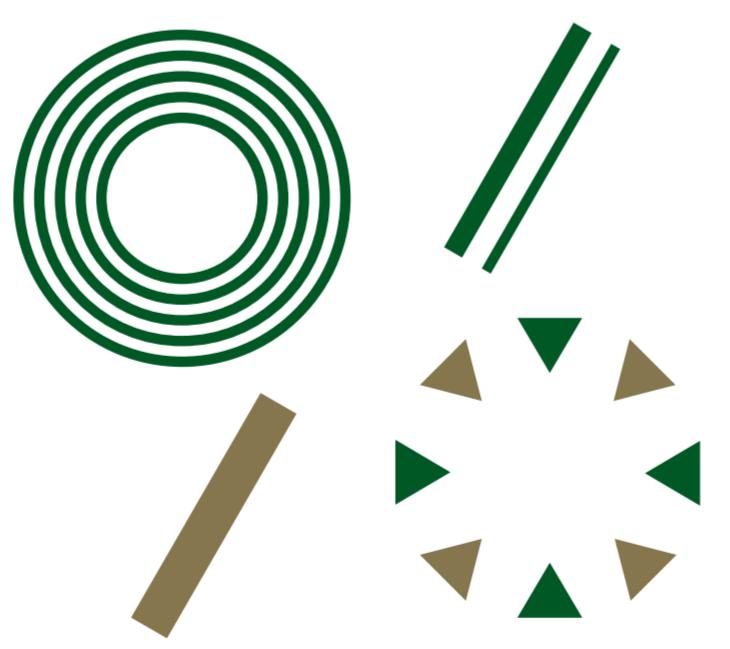
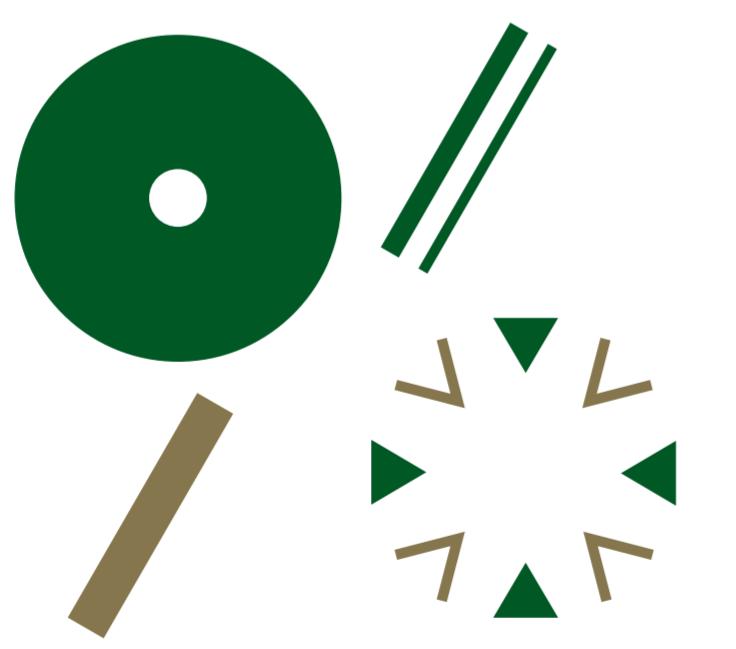
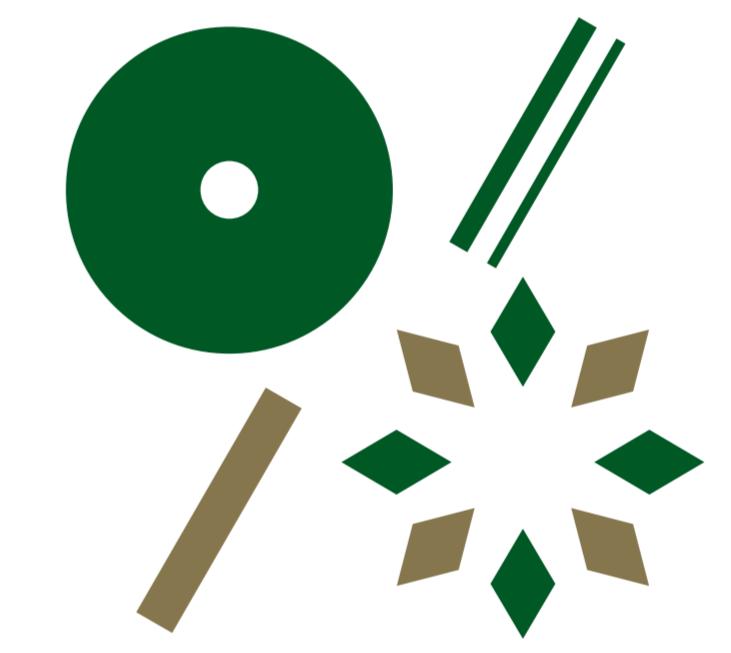
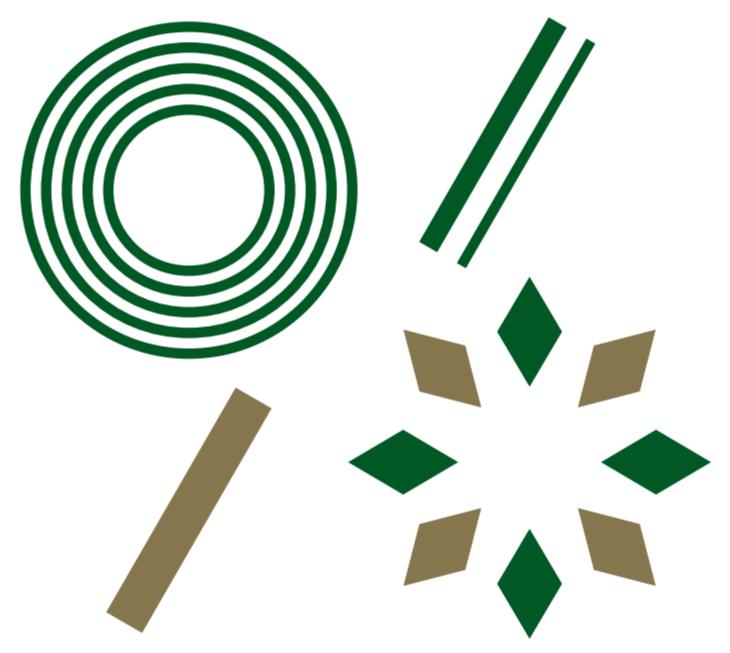
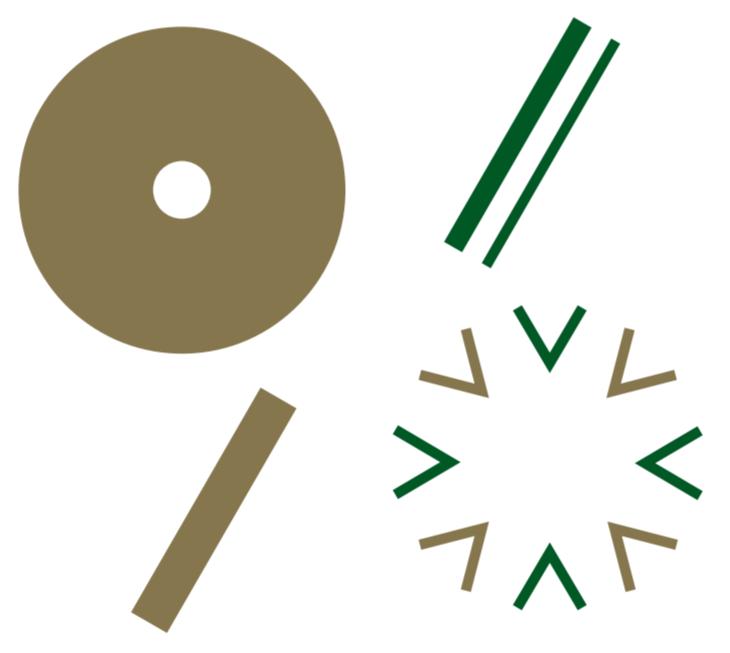
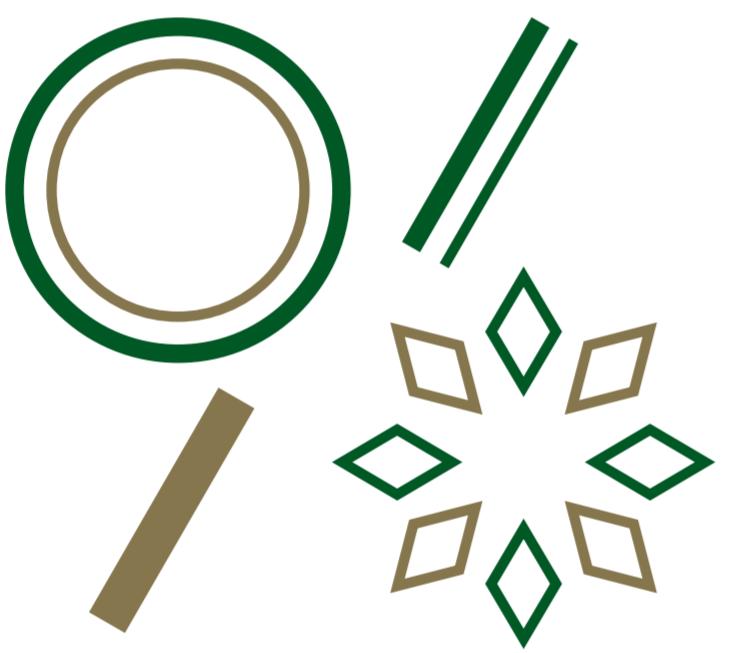
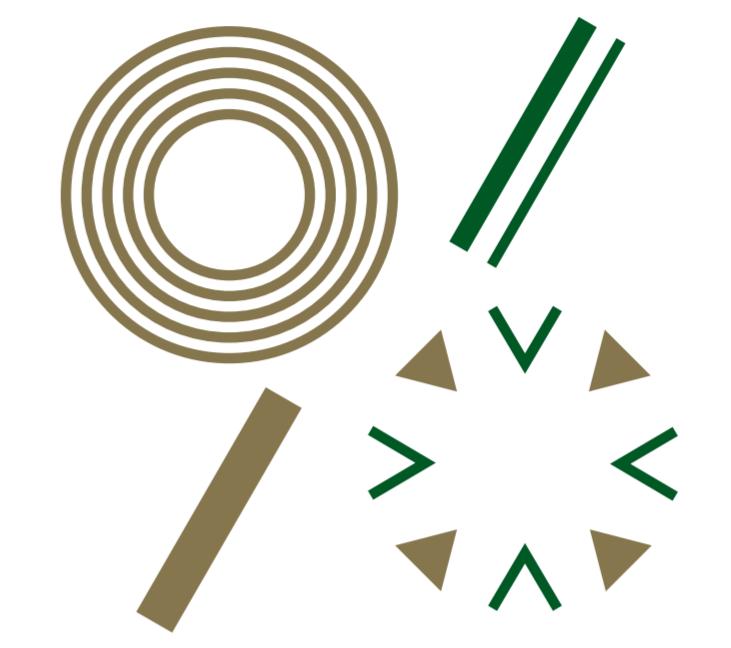
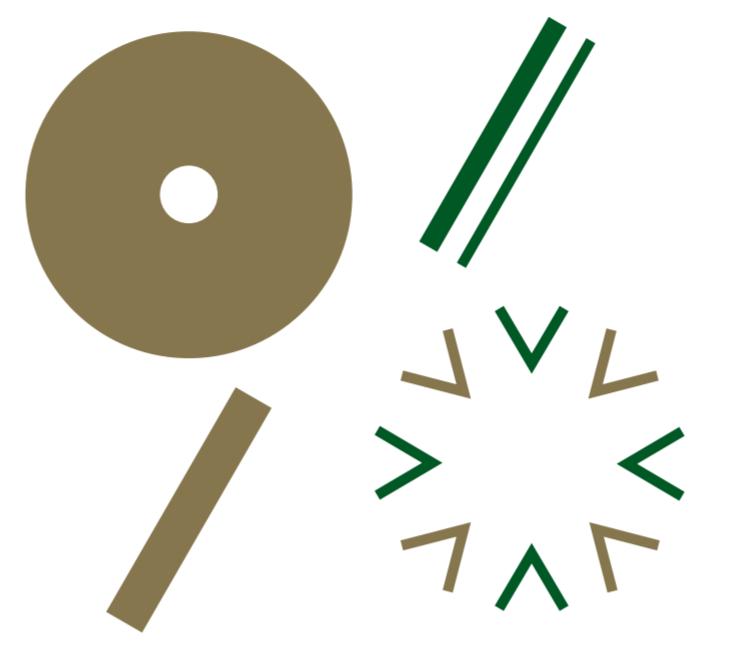
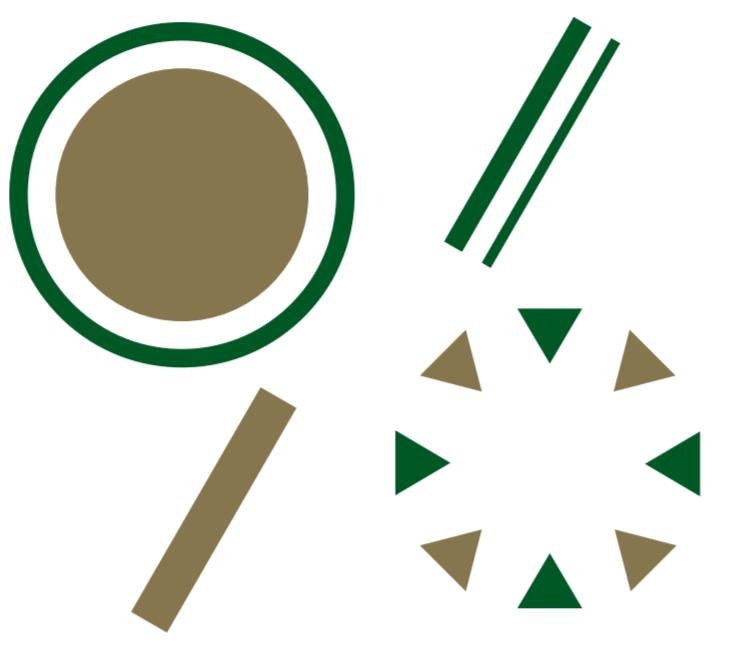
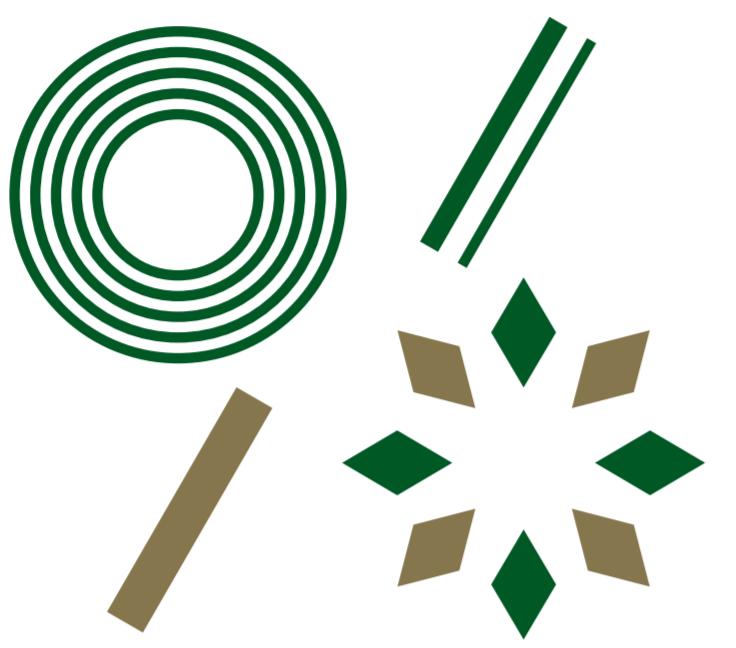
COMBINATION



COLOURS













03

**SLIENT
MAJORITY**

| illustration design & icon design

Should all the people become extroverts?

INTROVERTS VS EXTROVERTS

In cultures where sociability and extroversion are highly valued, introverts are often embarrassed or even forced to feel ashamed. This project is to show that it's not shameful to be a introvert, which is equally powerful and capable of creating a wonderful world.



Ideas worth spreading



INSPIRATION

One day I heard a talk about introverts from TED, which told me that introverts always pretend to be extroverts in social life. But in fact, introverts do not need to be inferior or change themselves.

The stability and meticulousness of the introverts are their shining points. Therefore, as an introvert, I hope to show the wonderful world of the introvert in the form of graphic design. I hope that all introverts can realize the charm of introverts and do not lose confidence or change themselves forcibly.

RESEARCH METHOD

MBTI TEST

The Myers–Briggs Type Indicator (MBTI) is an introspective self-report questionnaire indicating differing psychological preferences in how people perceive the world and make decisions.

The test attempts to assign four categories: introversion or extroversion, sensing or intuition, thinking or feeling, judging or perceiving.

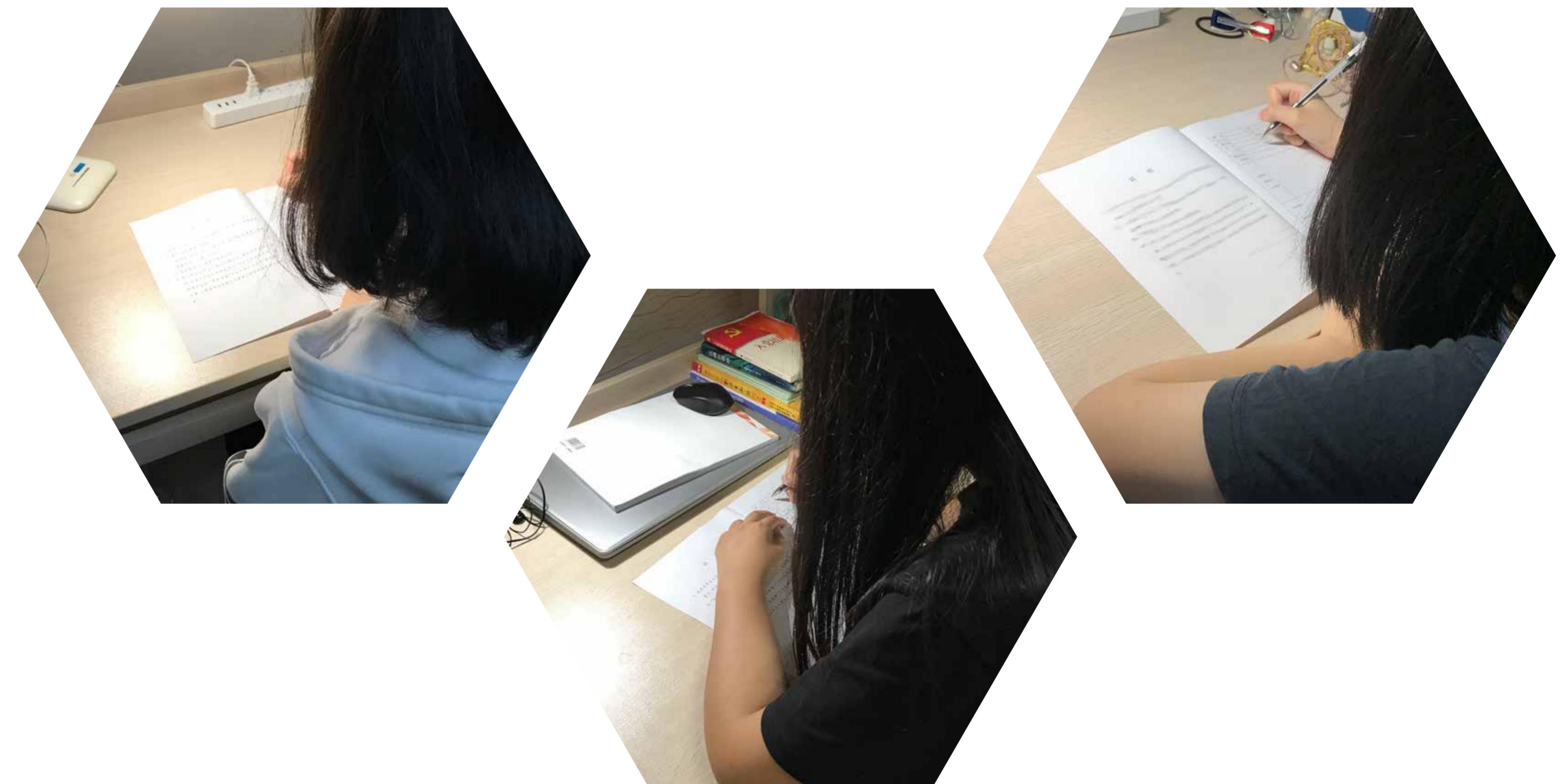
One letter from each category is taken to produce a four-letter test result, like "INFJ" or "ENFP"

56 classmates took part in the test.



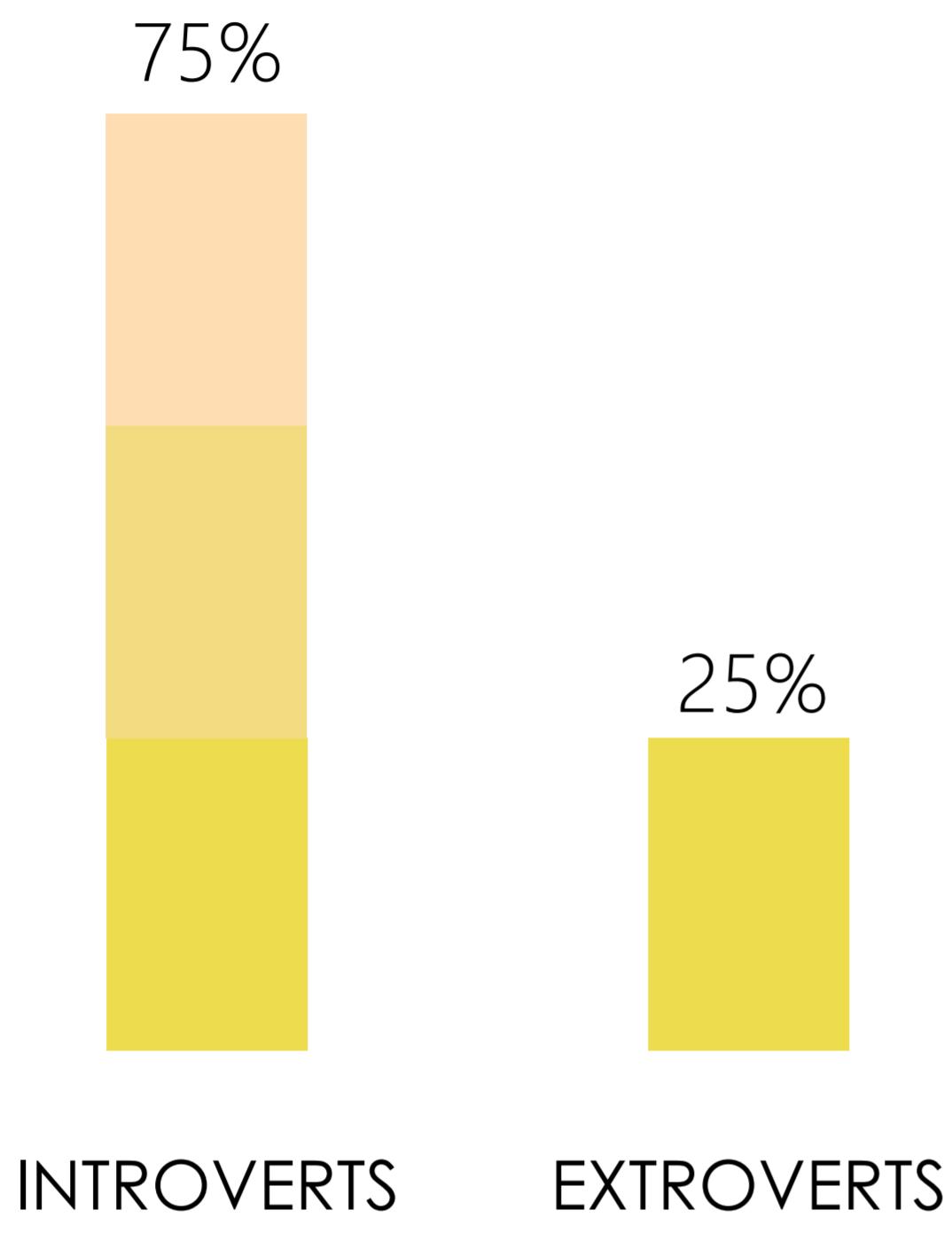
FURTHER SURVEY

Then I did a small survey **on the introverts** about their specific MBTI types and whether they had been pressured by social life to become extroverts.

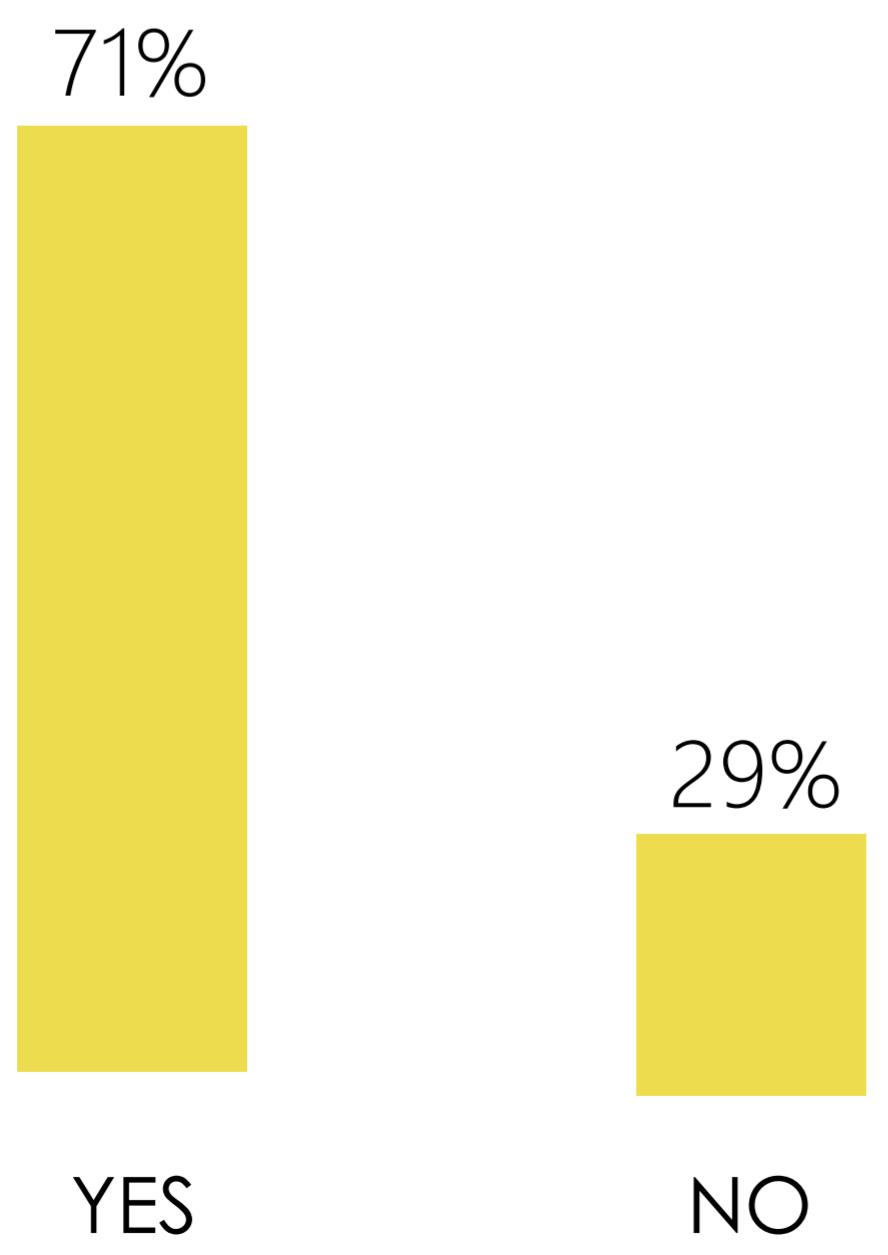


RESEARCH RESULTS

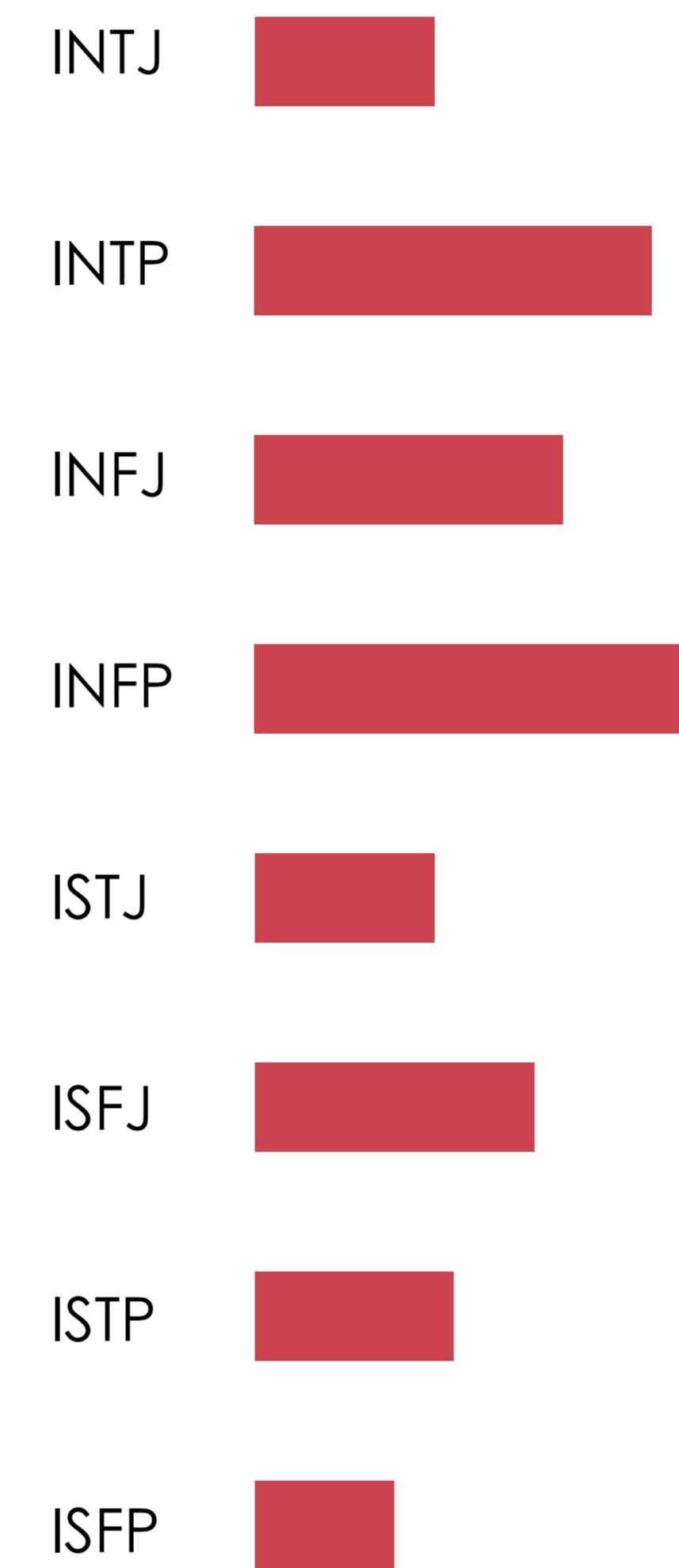
THE PROPORTIONS OF INTROVERTS & EXTROVERTS



THE PROPORTIONS OF WHETHER HAVE BEEN PRESSURED



THE PROPORTIONS OF MBTI TYPES



The results show that most people are introverted (in my sample), and even most introverts are forced to become extroverts. Therefore, introverts should be aware of the charm of their own personality and do not have to feel inferior.

MODEL



I will show different introverted personalities through illustration design.

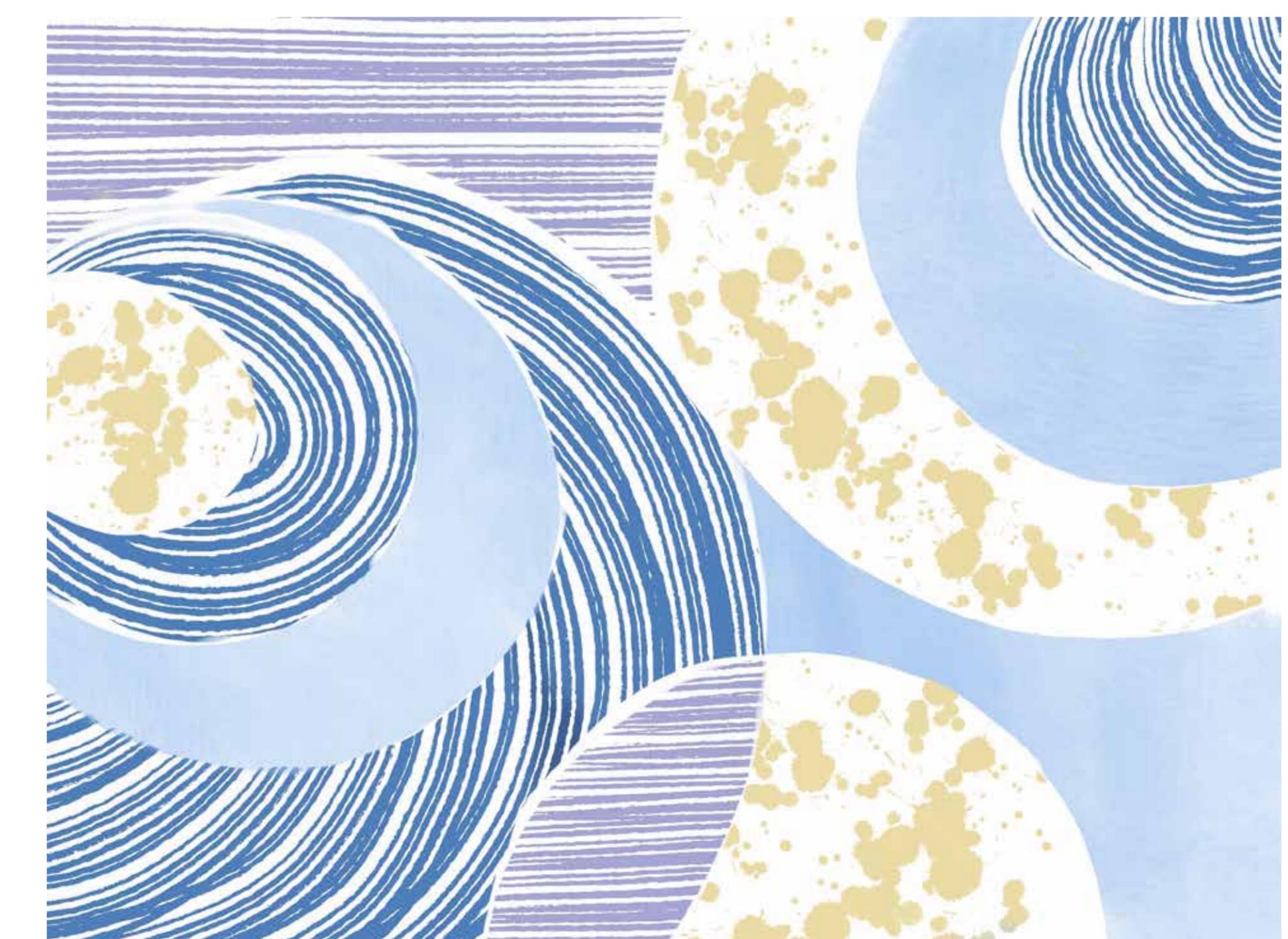
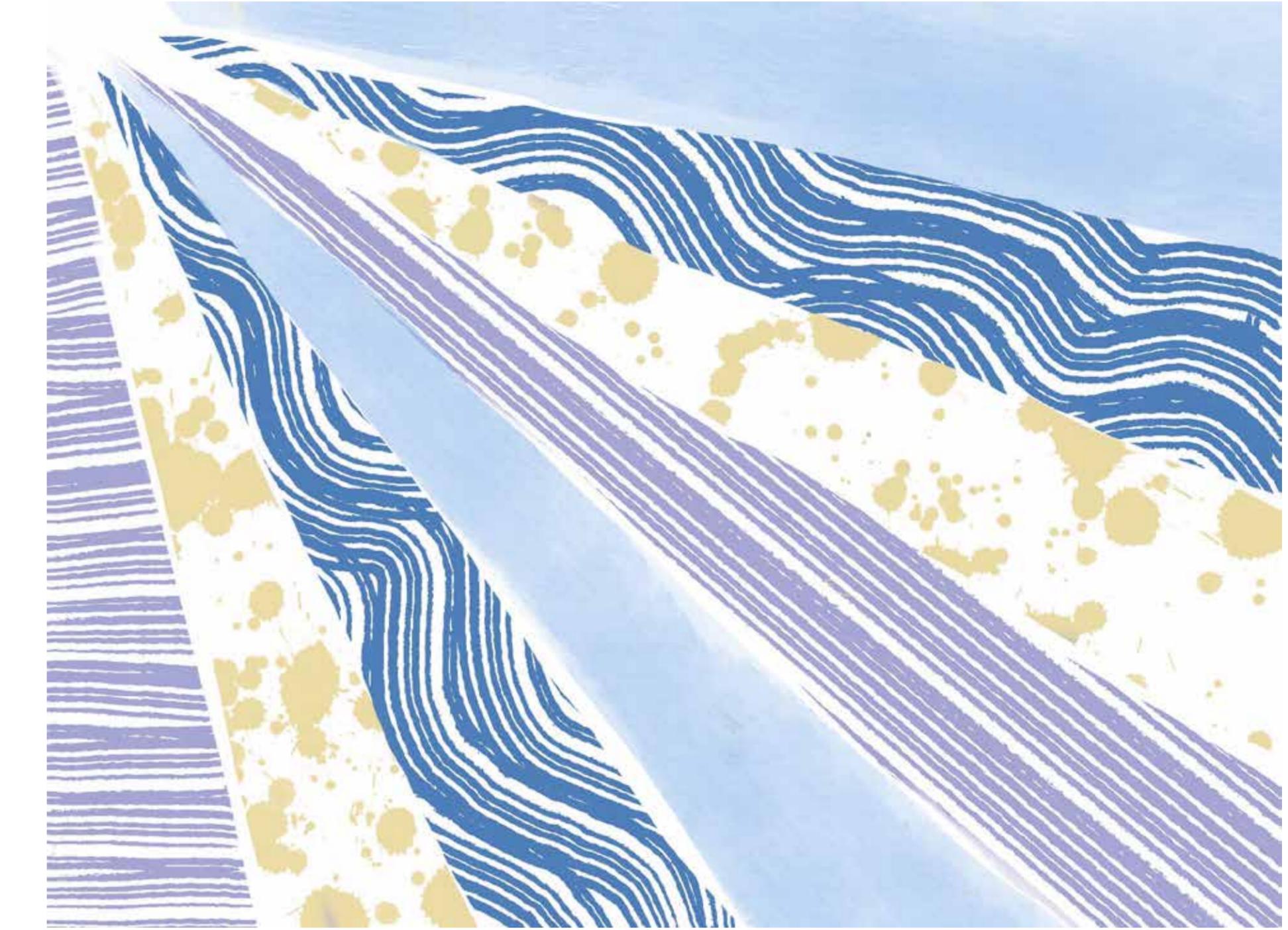
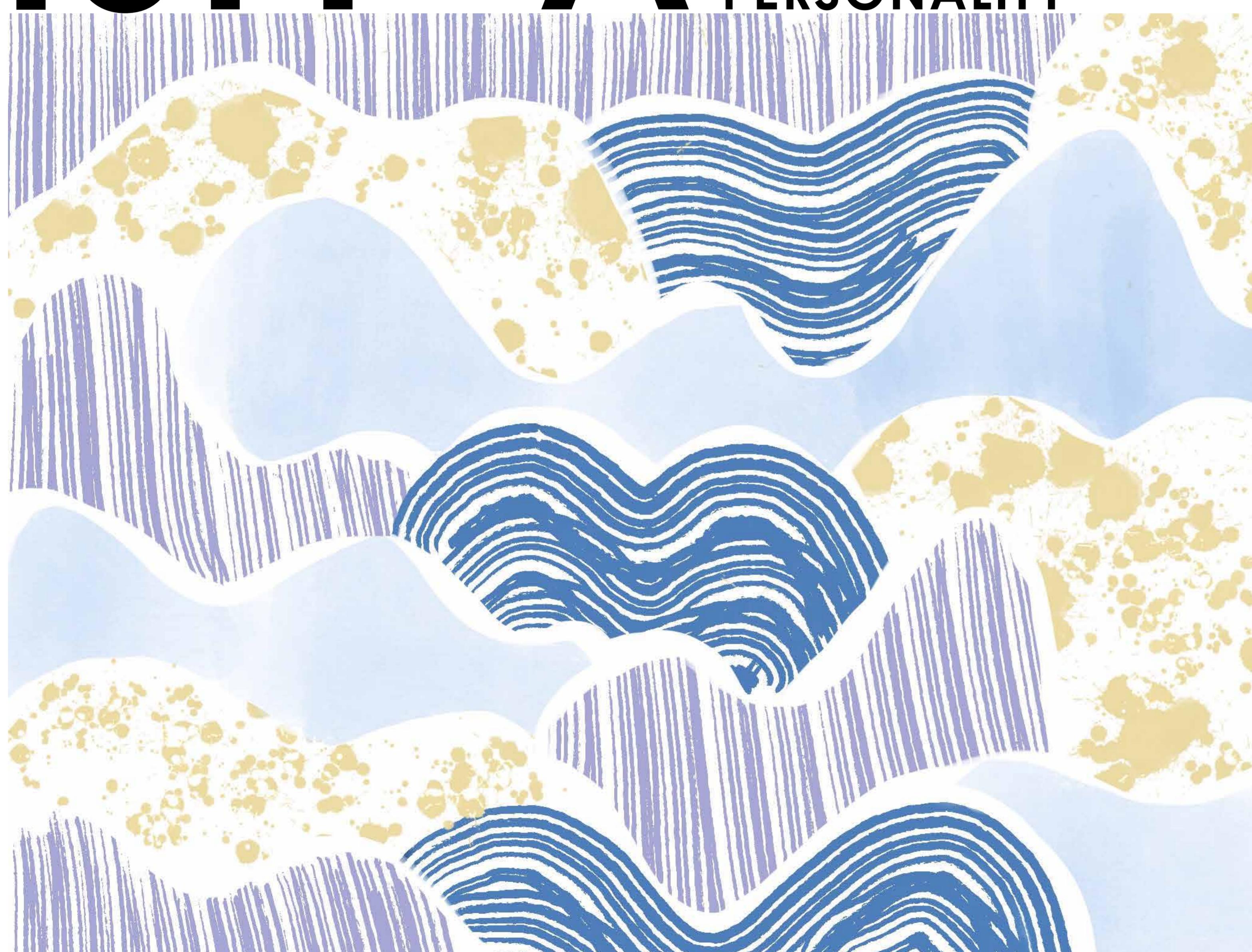
using other kinds of THE MBTI TEST index. One **PATTERN** represents one index.



SO THERE ARE 16 TYPES OF INTROVERT BASED ON THE INDEXES.

REPRESENTATIVE

ISFP - A PERSONALITY

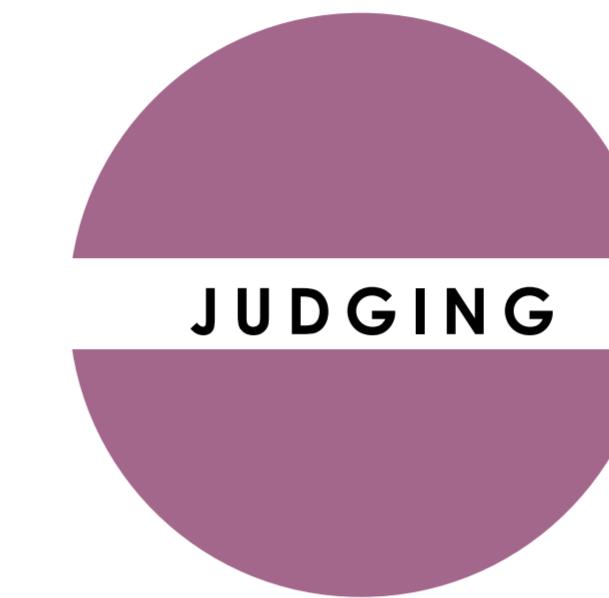
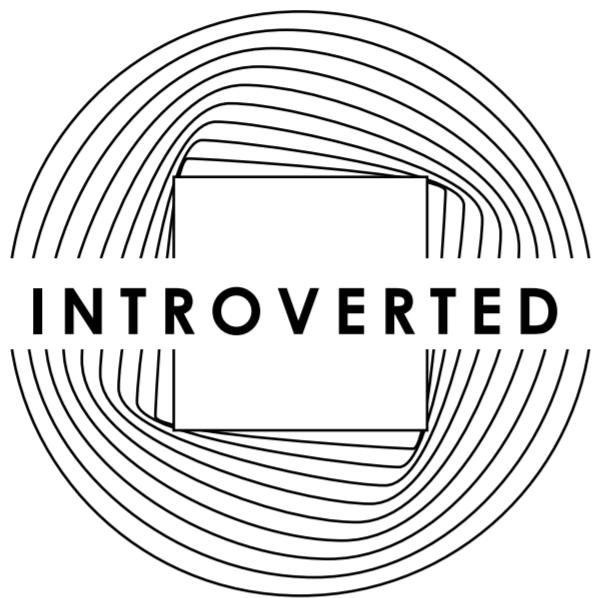


INTJ

PERSONALITY



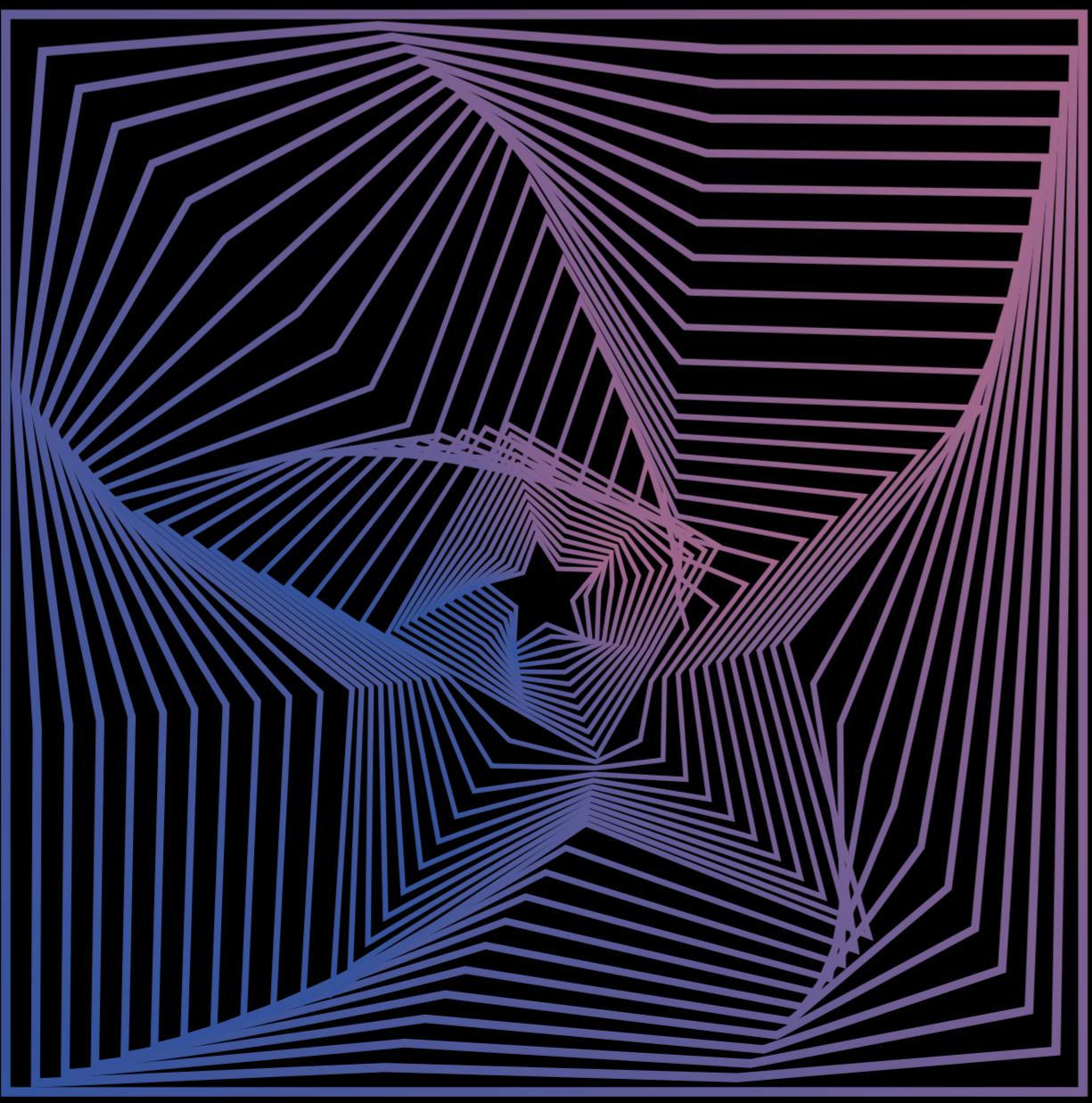
MODEL 2



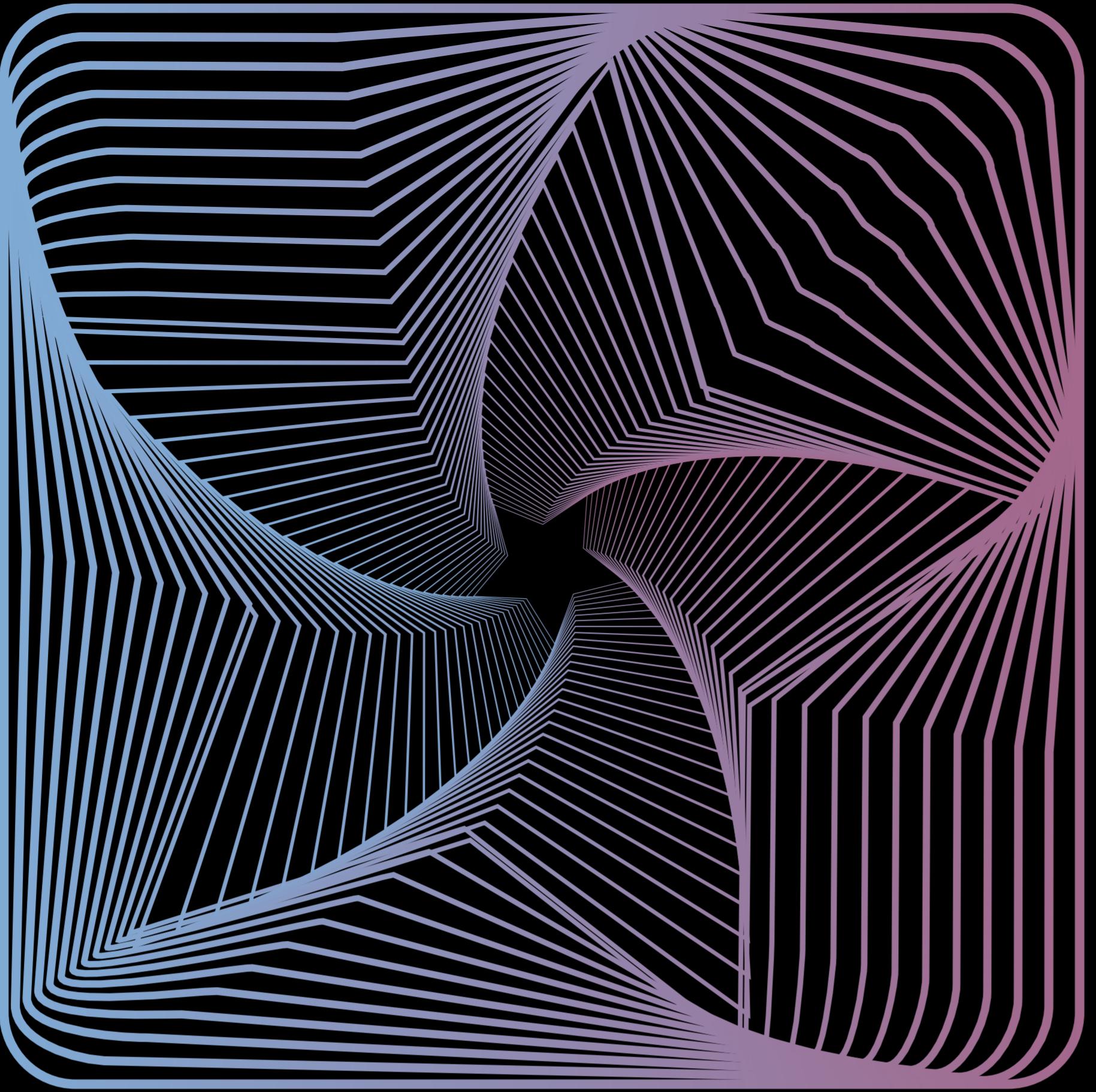
USE THE GRAPHIC TO SHOW THE CONCEPT. ONE **PATTERN** OR **COLOR** REPRESENTS ONE INDEX.



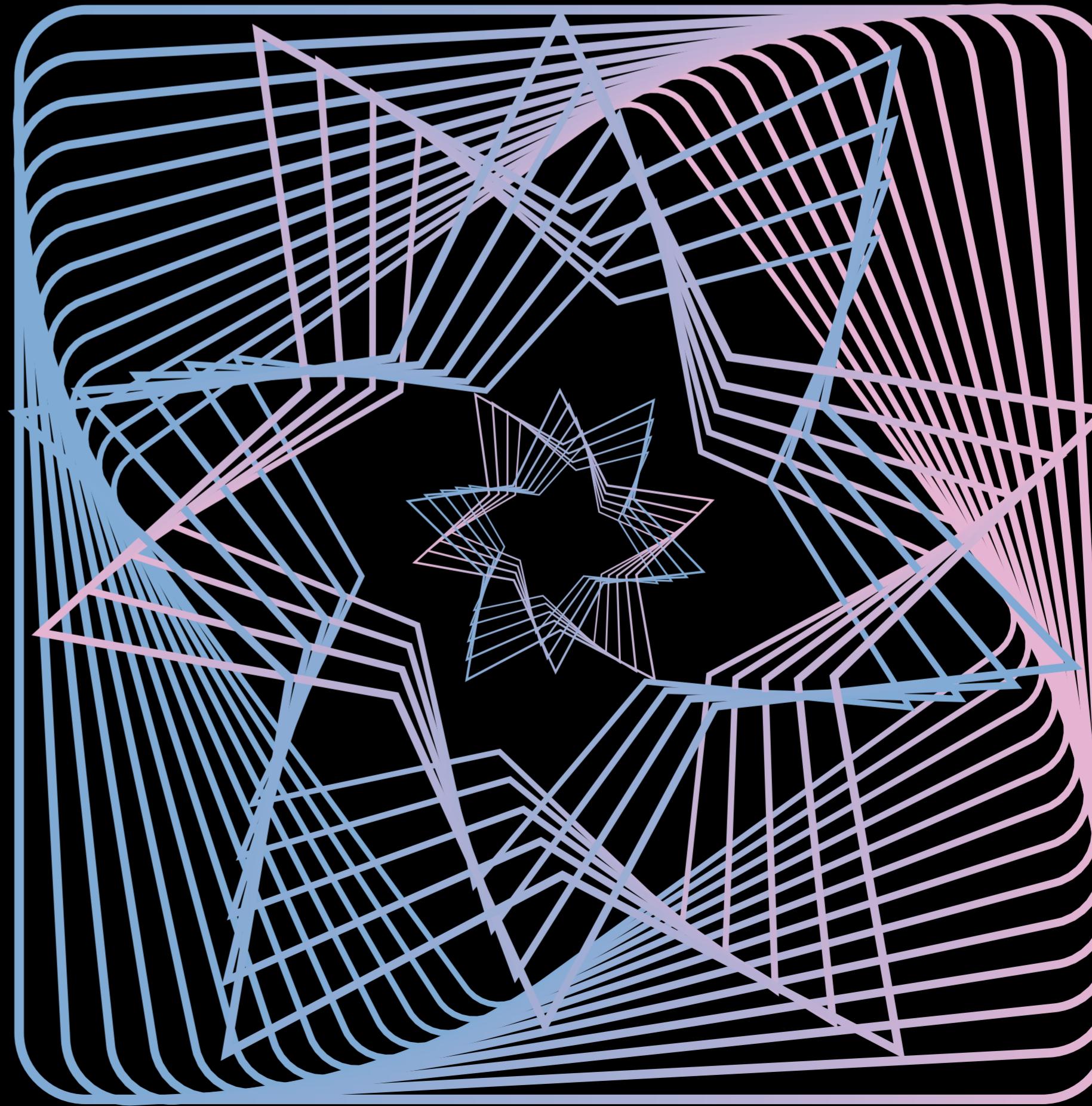
ISTJ



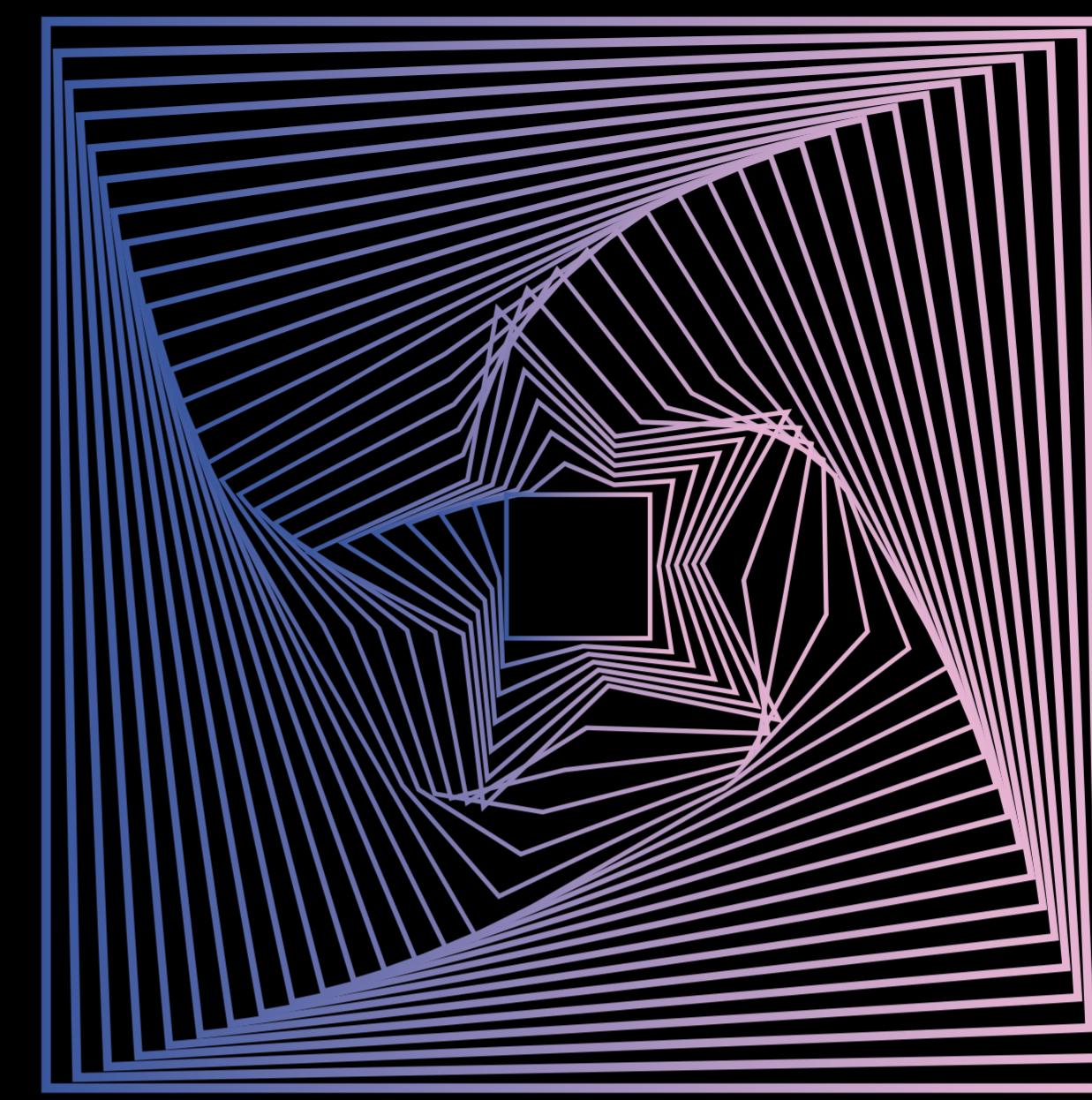
ISFJ



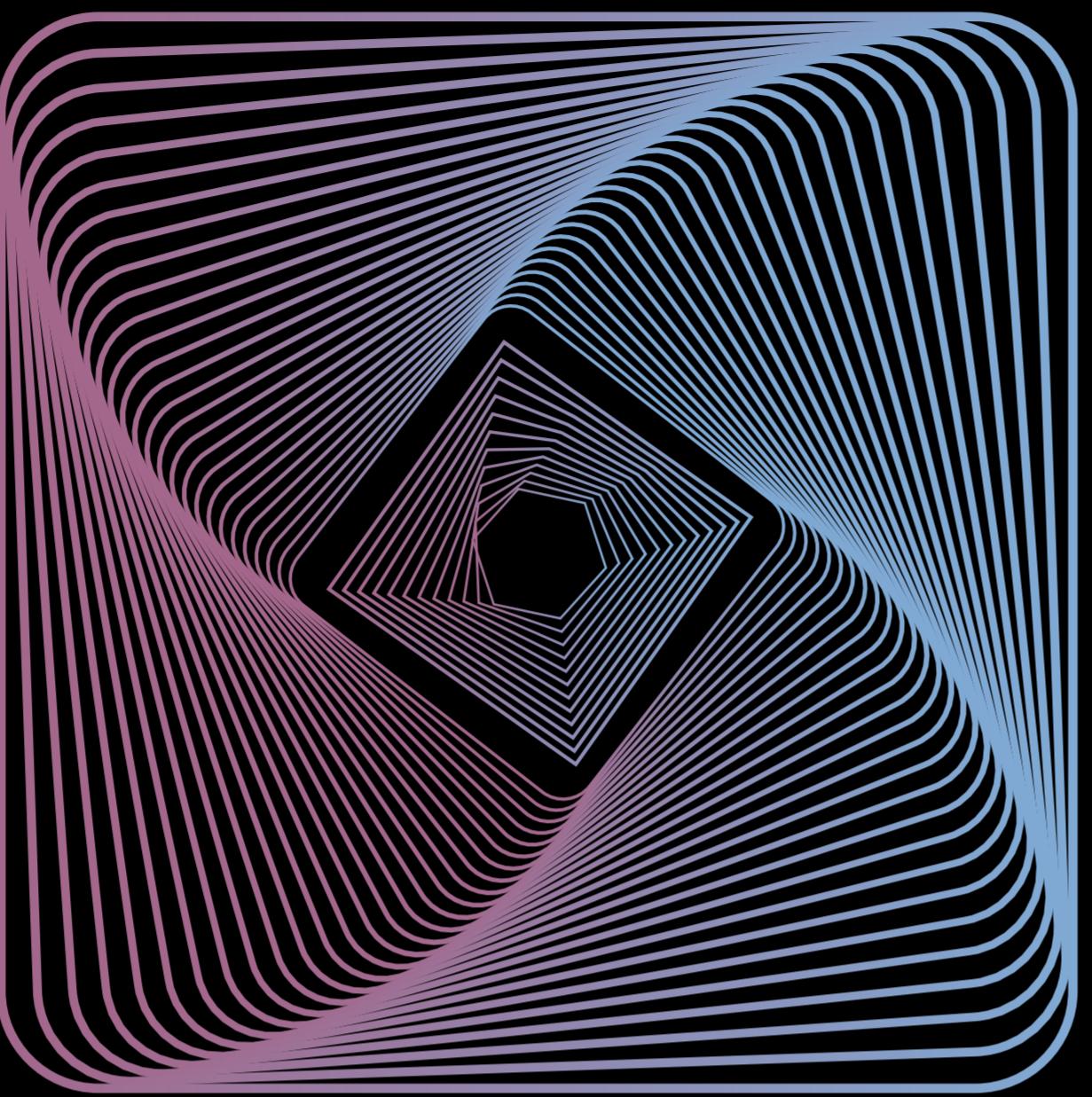
ISFP



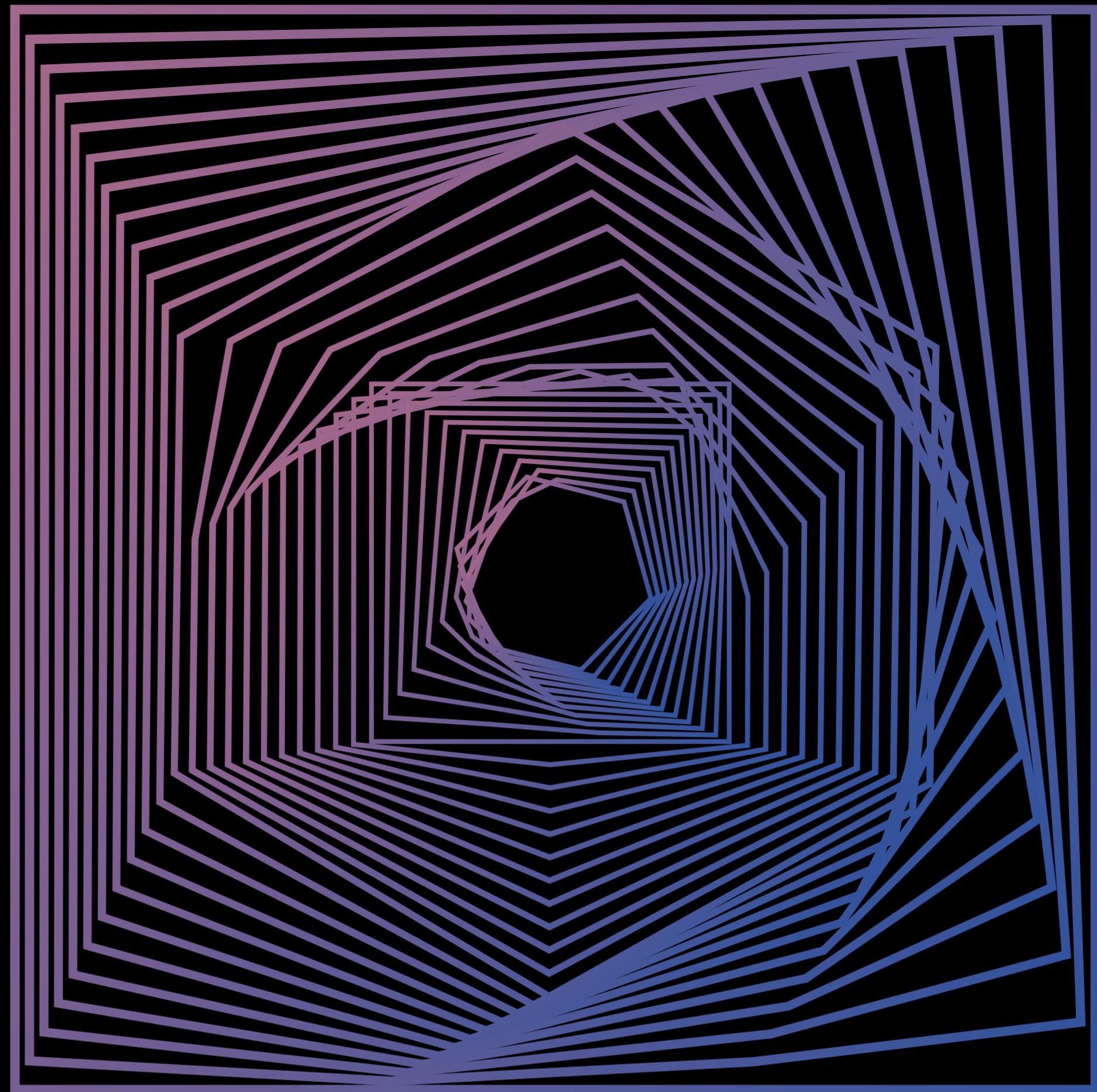
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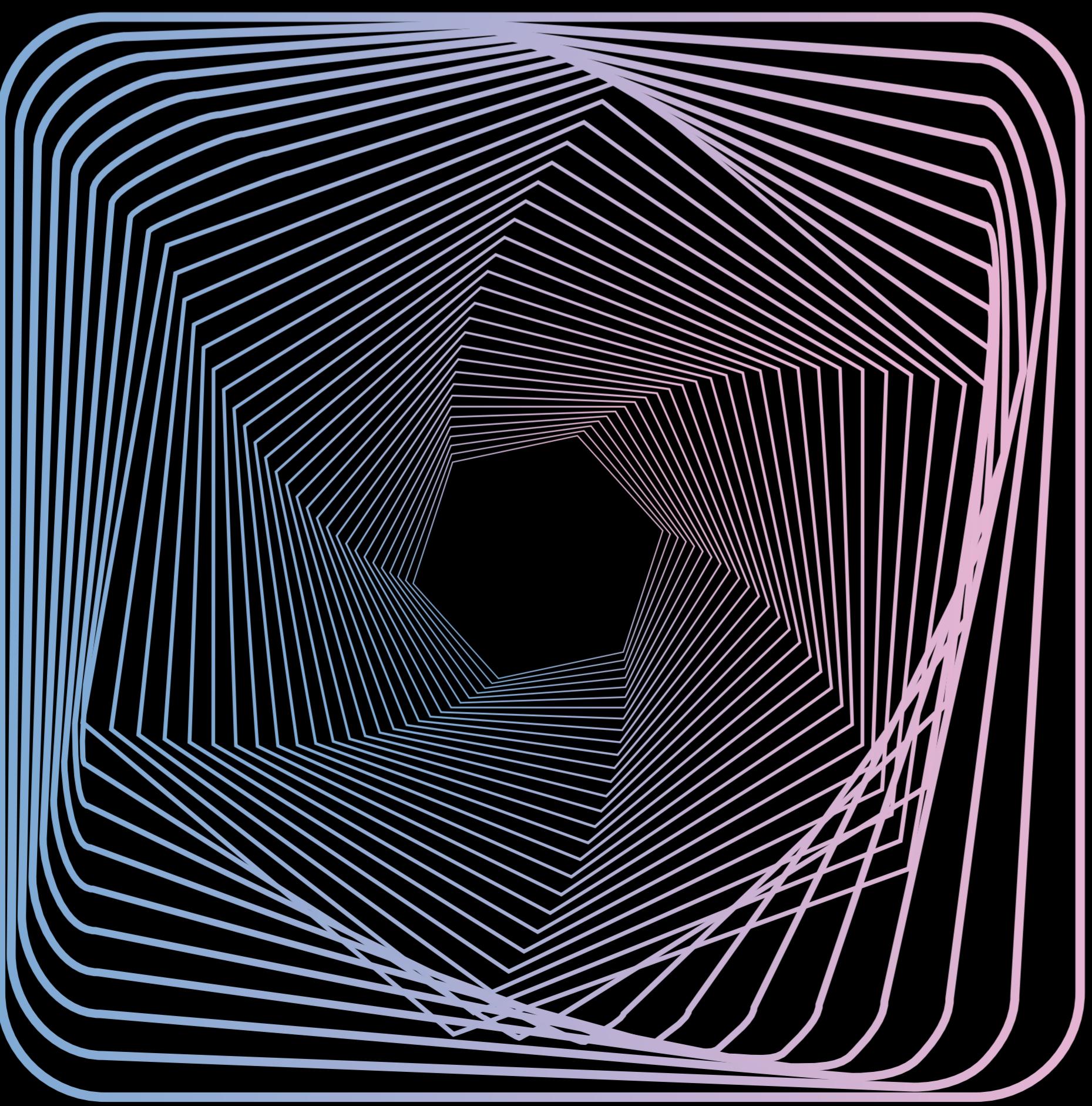
INFJ



INTJ



INFP



INTP

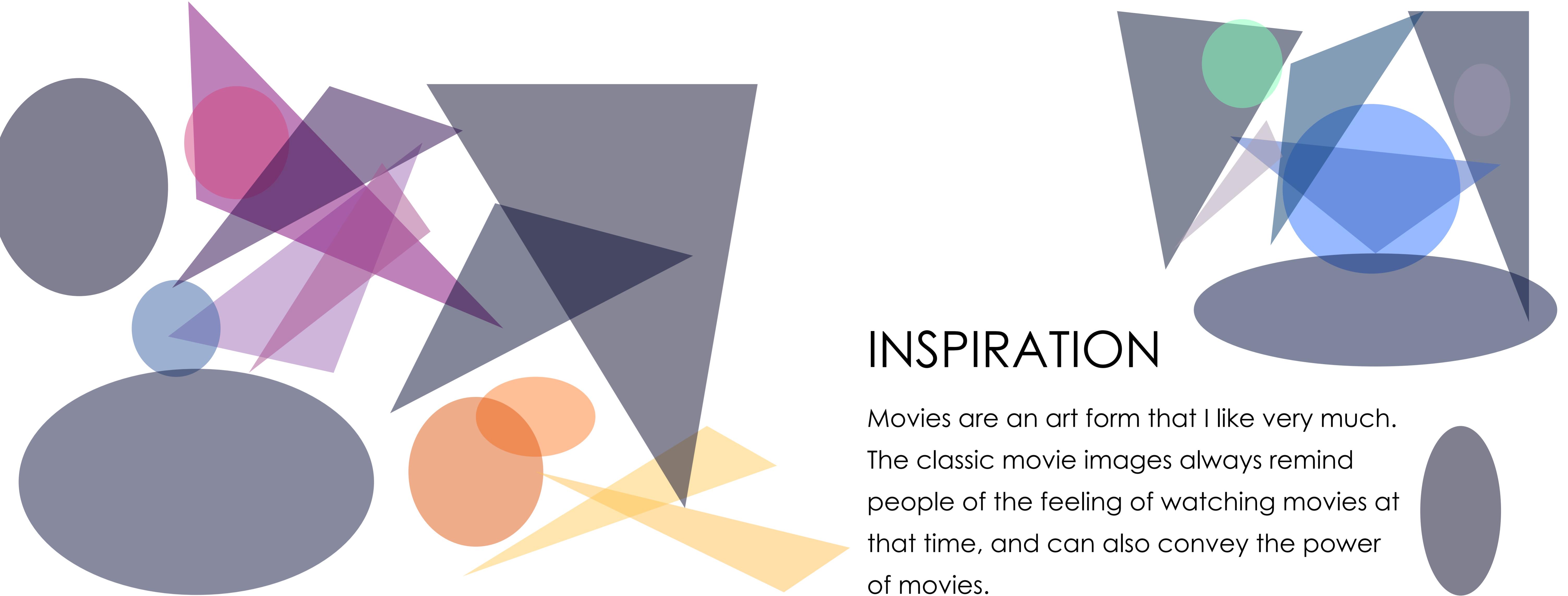


04

FRAGMENTS OF MOVIES

| geometric collages

Use static to express dynamic ideas.



INSPIRATION

Movies are an art form that I like very much. The classic movie images always remind people of the feeling of watching movies at that time, and can also convey the power of movies.

CREATION METHOD

I will show different types images of movies in the form of geometric collages to express the profound meaning of the film by showing classic film images.

WHY GEOMETRIC COLLAGES

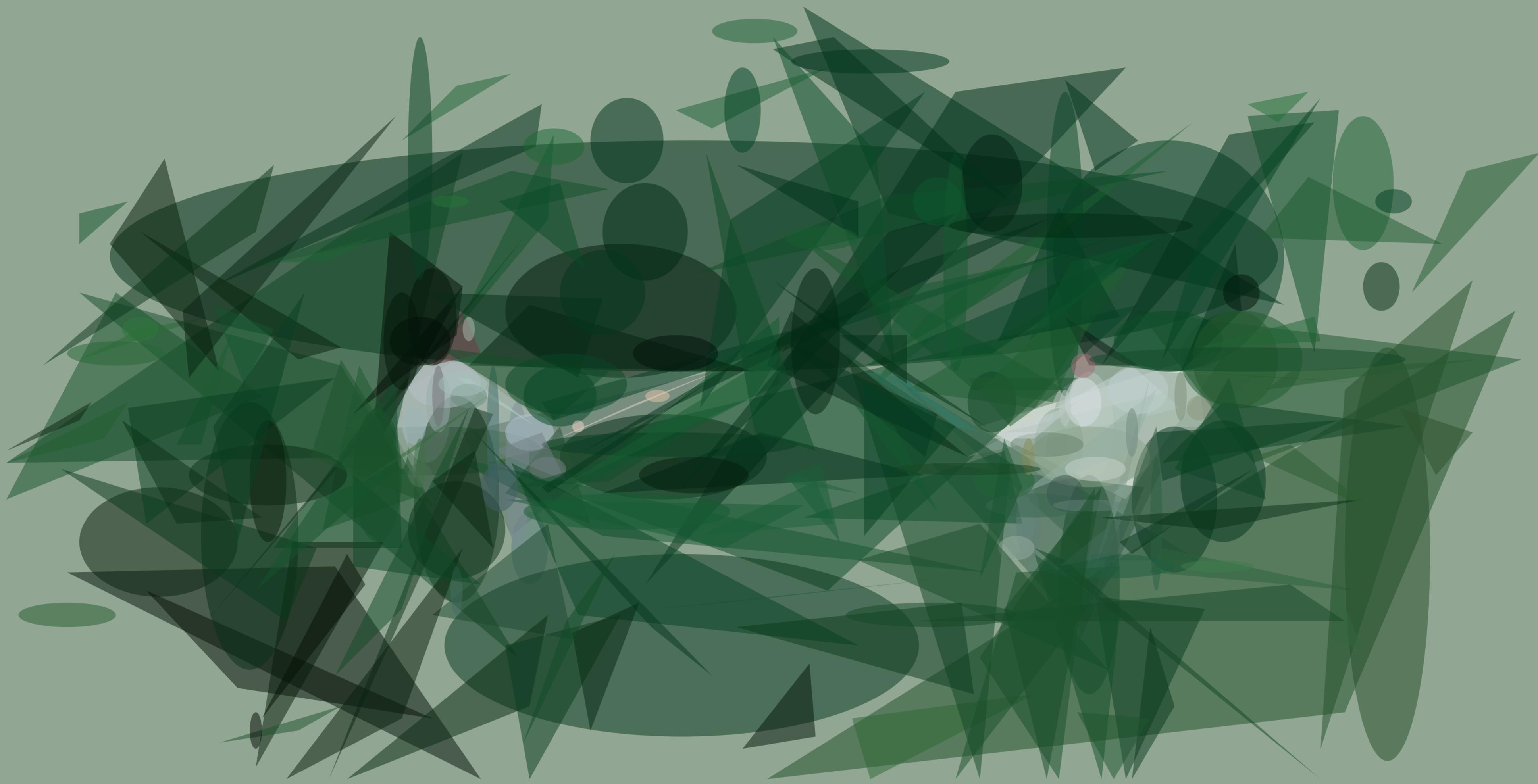
Geometric figures can abstractly display the content of the movie screen, and at the same time can completely convey the deep connotation to be expressed.



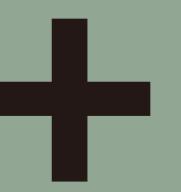
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SYLVIA LEE



GRAPHIC DESIGN



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SYLVIA LEE

2020 / 10



GRAPHIC DESIGN



More than shapes ,

graphics ,

collages ,

and movies...



CONFIDENTIAL

2020 / 10

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SYLVIA LEE



GRAPHIC DESIGN



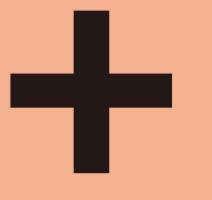
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GRAPHIC DESIGN



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GRAPHIC DESIGN



KINSHIP

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SYLVIA LEE



GRAPHIC DESIGN



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DESIGN BY |

SYLVIA LEE



GRAPHIC DESIGN



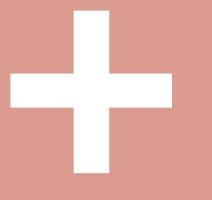
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GRAPHIC DESIGN



05

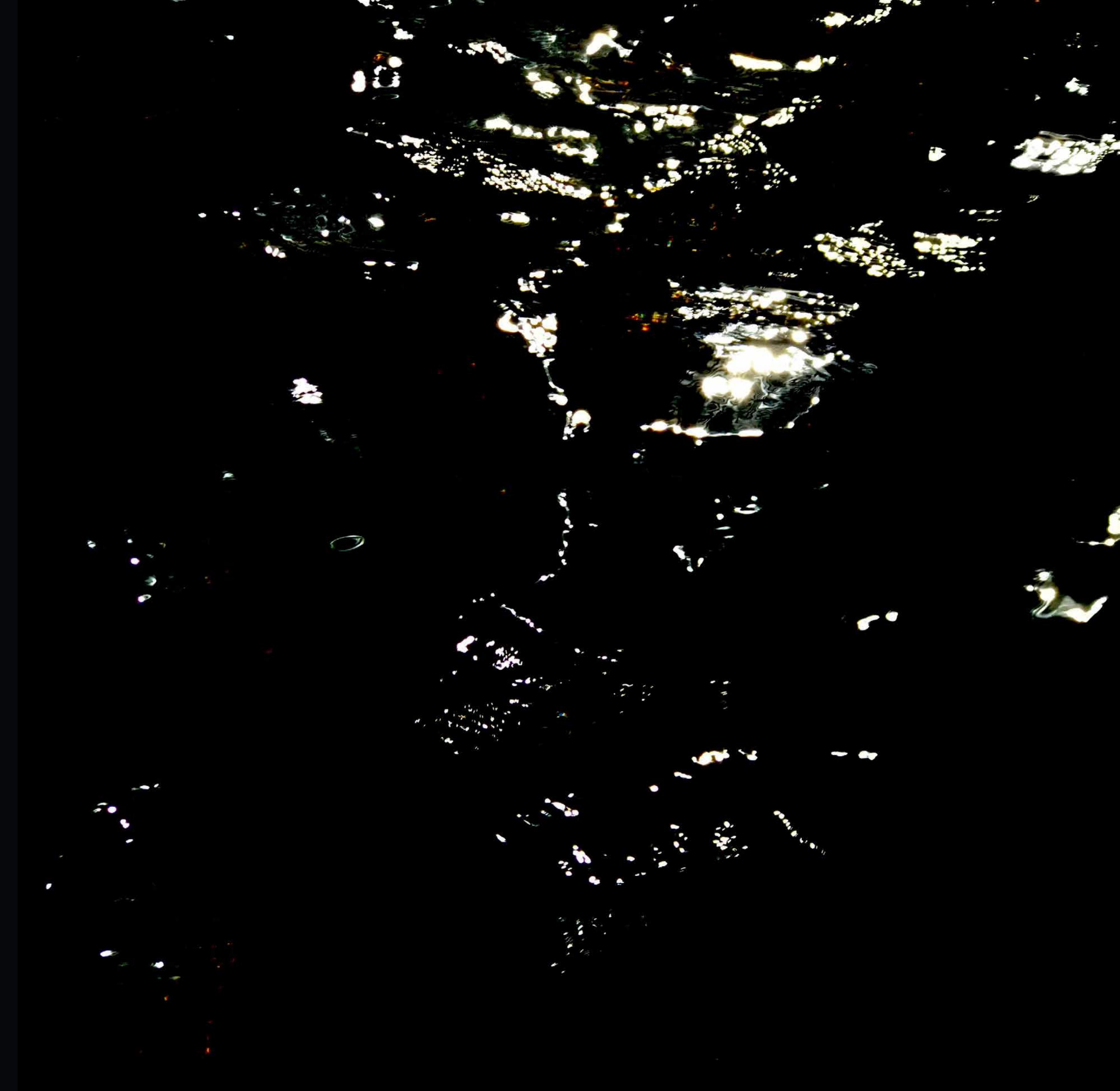
**FLOWING
STARS**

| handcrafted

To catch the flowing stars.

INSPIRATION

When light and waves
combine,
we see stars
flowing on the river.



Photographed at the garden of He Art Museum, Shunde, China



Photographed at the garden of He Art Museum, Shunde, China

Waves

bring vitality to water.

Light

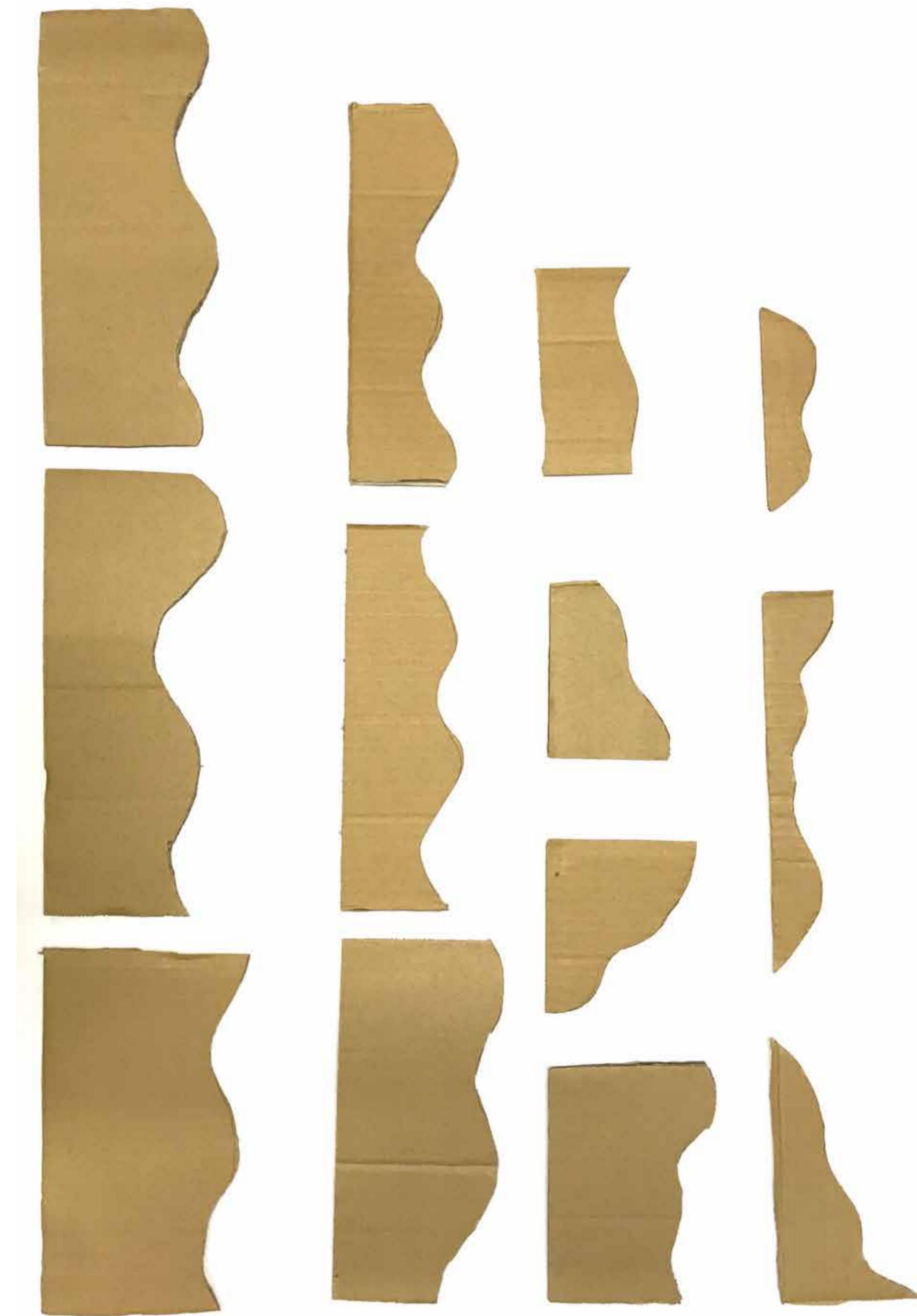
injects soul into the waves.

Photographed at the garden of He Art Museum, Shunde, China



SIMULATED MODEL

MAKING



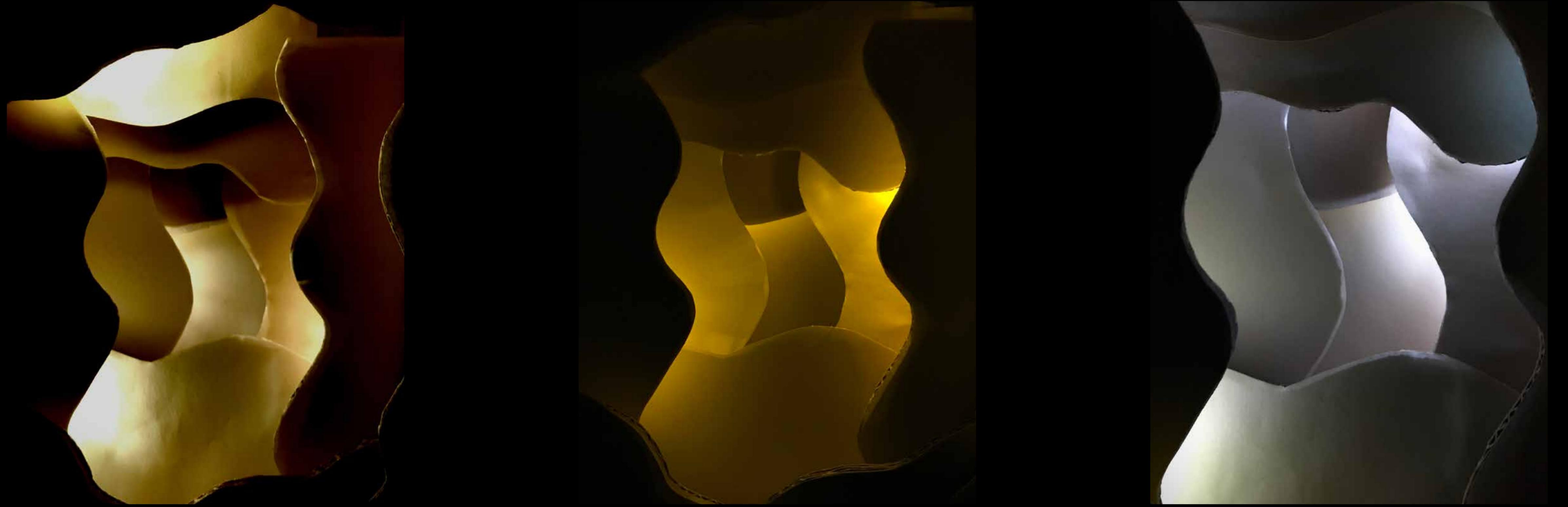


“WAVES”



“STARS”





MODEL 1

Put Small “stars” between “waves”

(And a small “star” can also be a “moon” :)



MODEL 2

Small “stars” can also
light up the bottled water,
showing amazing blue halo~

