



Graphic Design

2022

Laneige

Event Production

Ps Ai

What is it?

Promotion materials designed for Lanegie Night It Up! event in 2019. Promotion materials including the backdrop, product cutouts, pull-up banner, contest rule poster, and counter.

Design Focus

Promote the two product lines, Cream Skin Toner & Moisturizer and Water Bank. Create a youthful and vibrant theme strategy, and keep all event elements following the event strategy.





Night It Up! Event Photos and Marketing Materials

The spin & win, photo op and cooling station are designed to drive more awareness and traffic to LANEIGE booth and boost brand awareness.



Tianjin Binhai Library

Exhibit Campaign

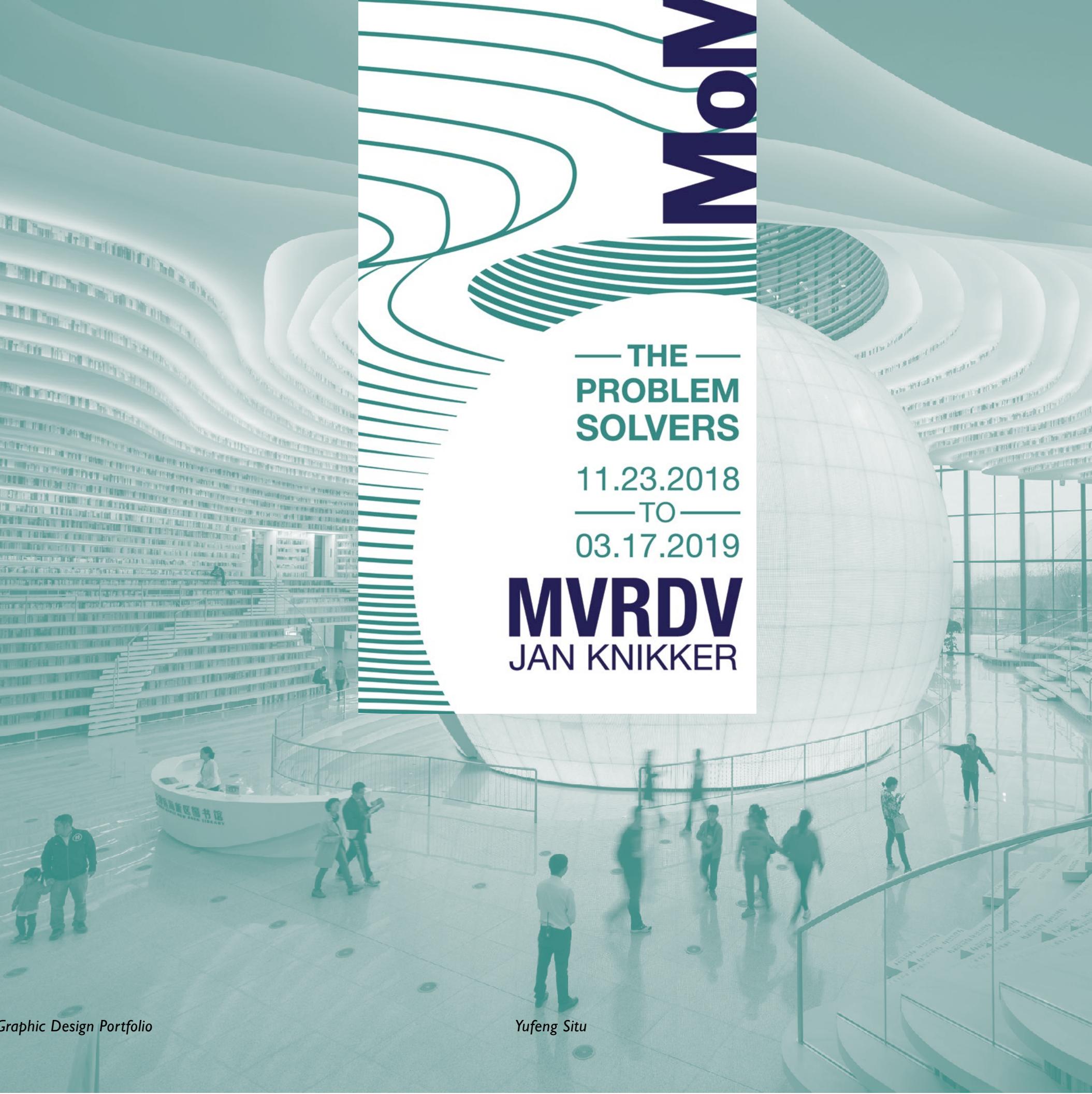
Ps Ai Id

Misson

Create a campaign to promote an exhibition of the work of MVRDV.

Solution

Pick one of MVRDV's representative works, "Tianjin Binhai Library" and interpret it as a "graphic translation", then develop a gradient wave as visual language though the entire campaign.



Campaign

Graphic Design Portfolio

Yufeng Situ

Exhibit Campaign



Tianjin Binhai Library



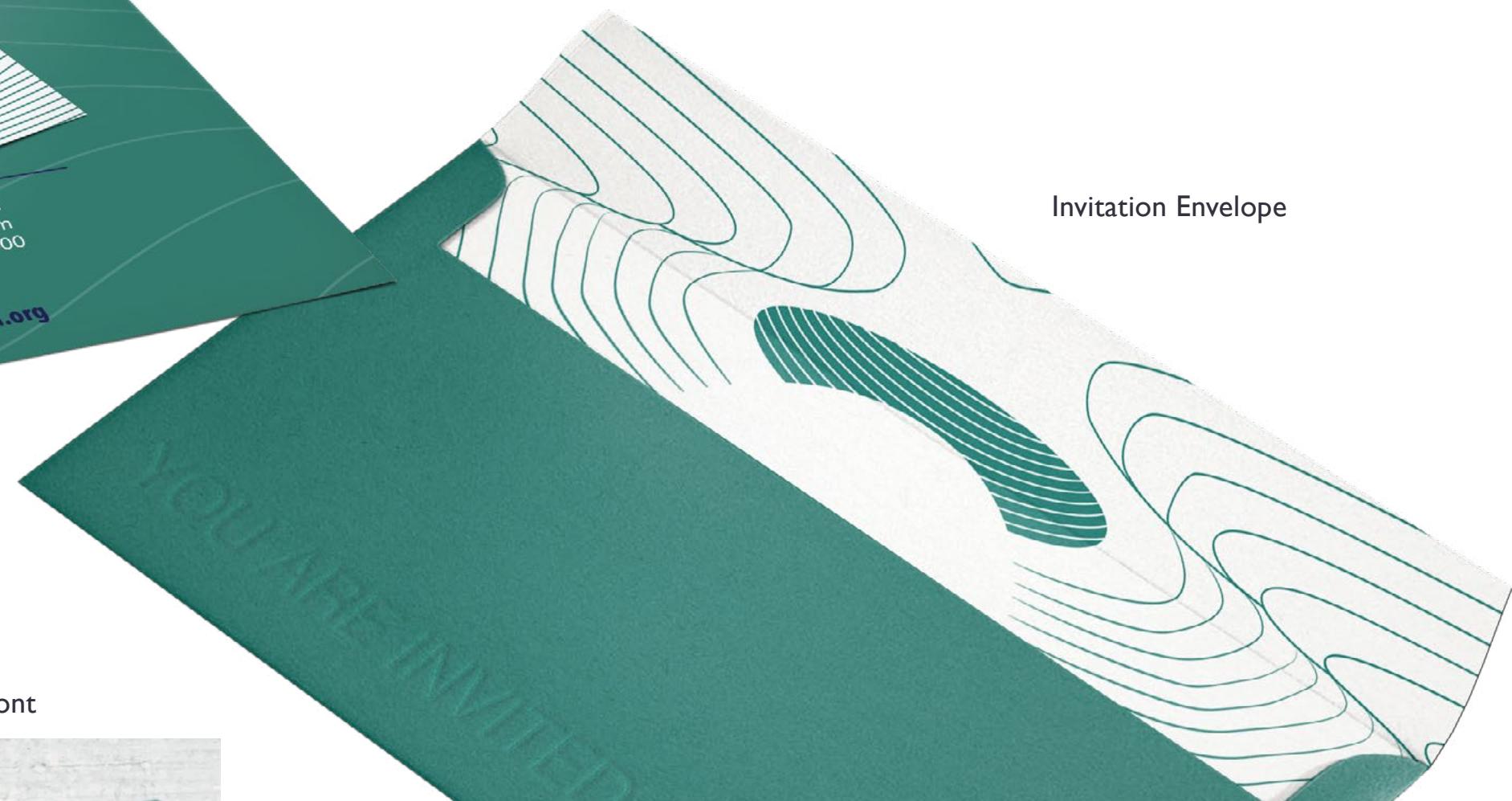
Campaign



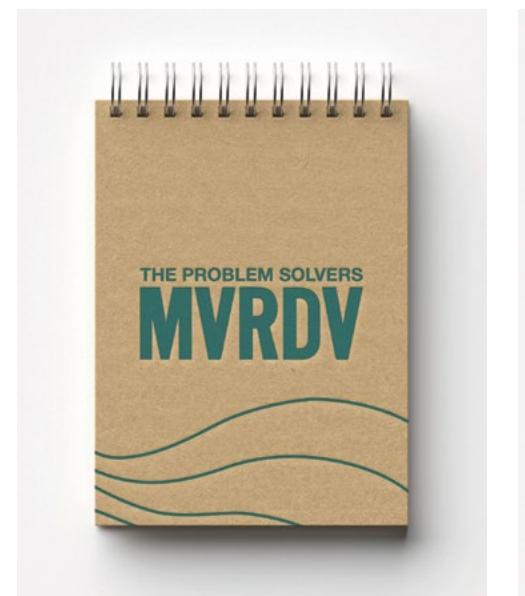
Invitation Back



Invitation Envelope



Gift



Invitation Front



Popular Cat Breeds

Information Visualization

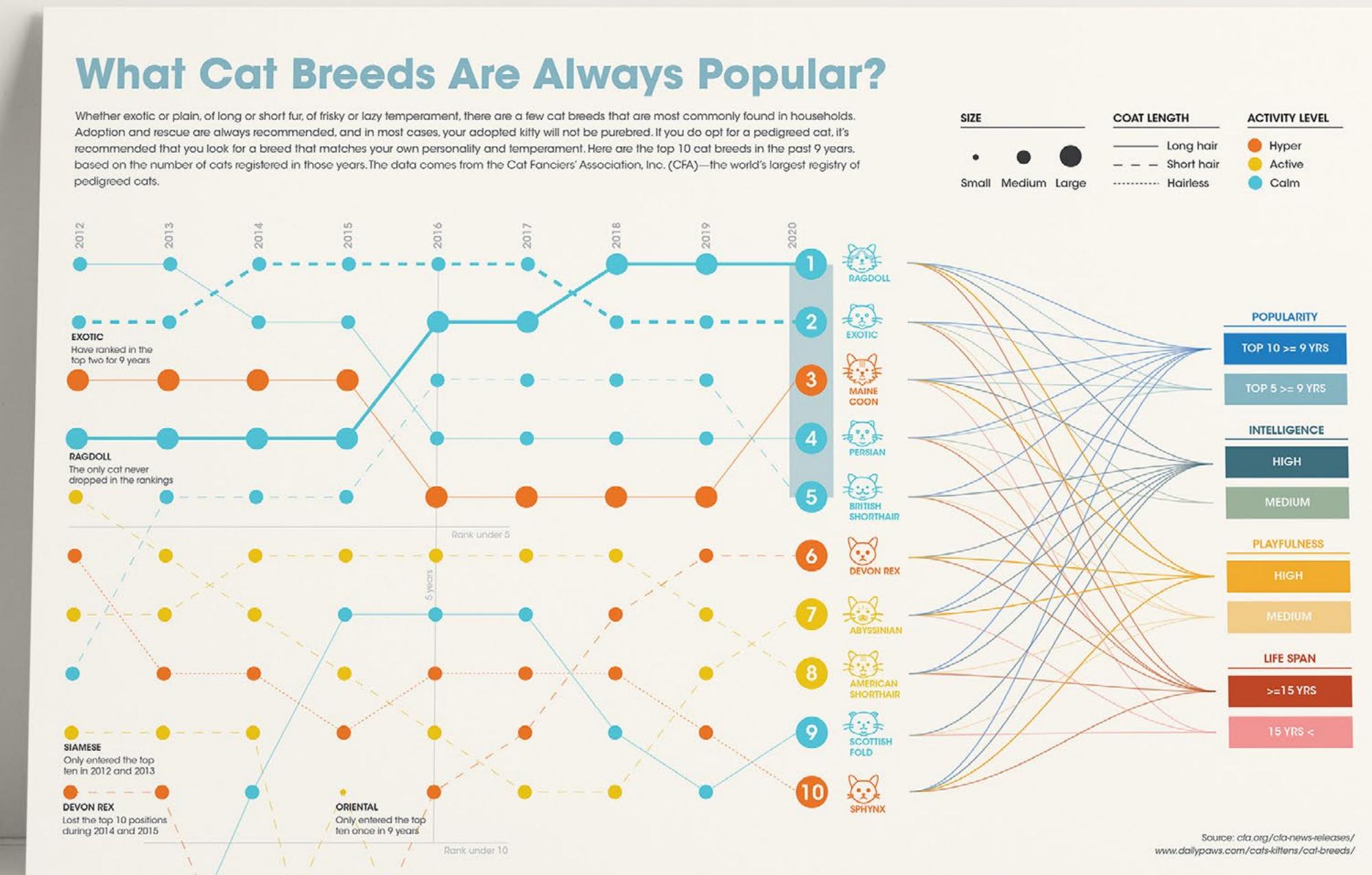
Ai

What is it?

An information visualization of top 10 cat breeds from 2012 to 2020.

Design Focus

Apply the principles of data analysis, information design, and visual storytelling to create a unique visualization. The design combined a timeline, flow diagram, cat breeds illustrations..



Starbury

Advertising Campaign

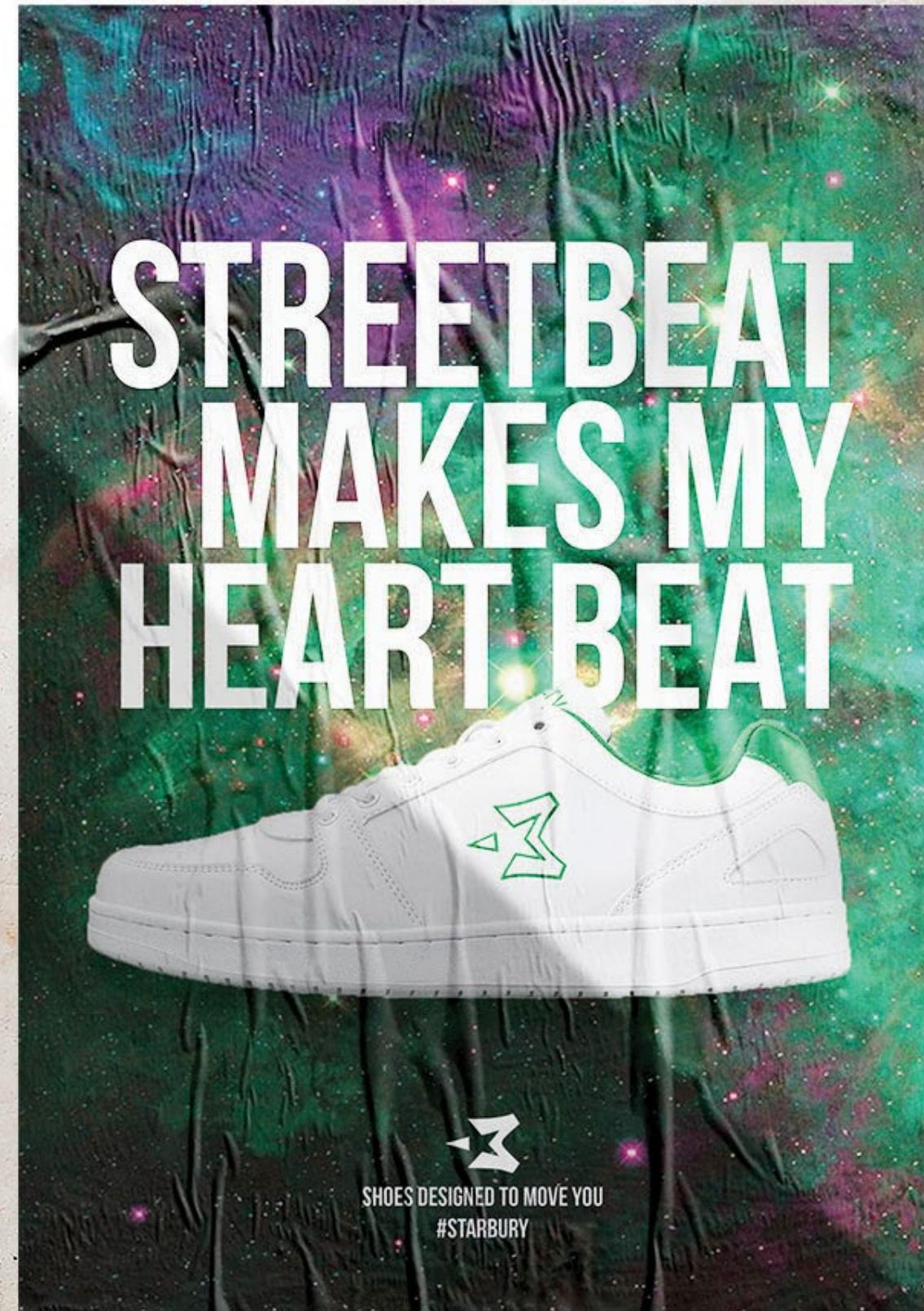
Ps Ai Id

Misson

Create a campaign for Starbury to promote a new product. Use this opportunity to increase brand awareness and attract more potential customers.

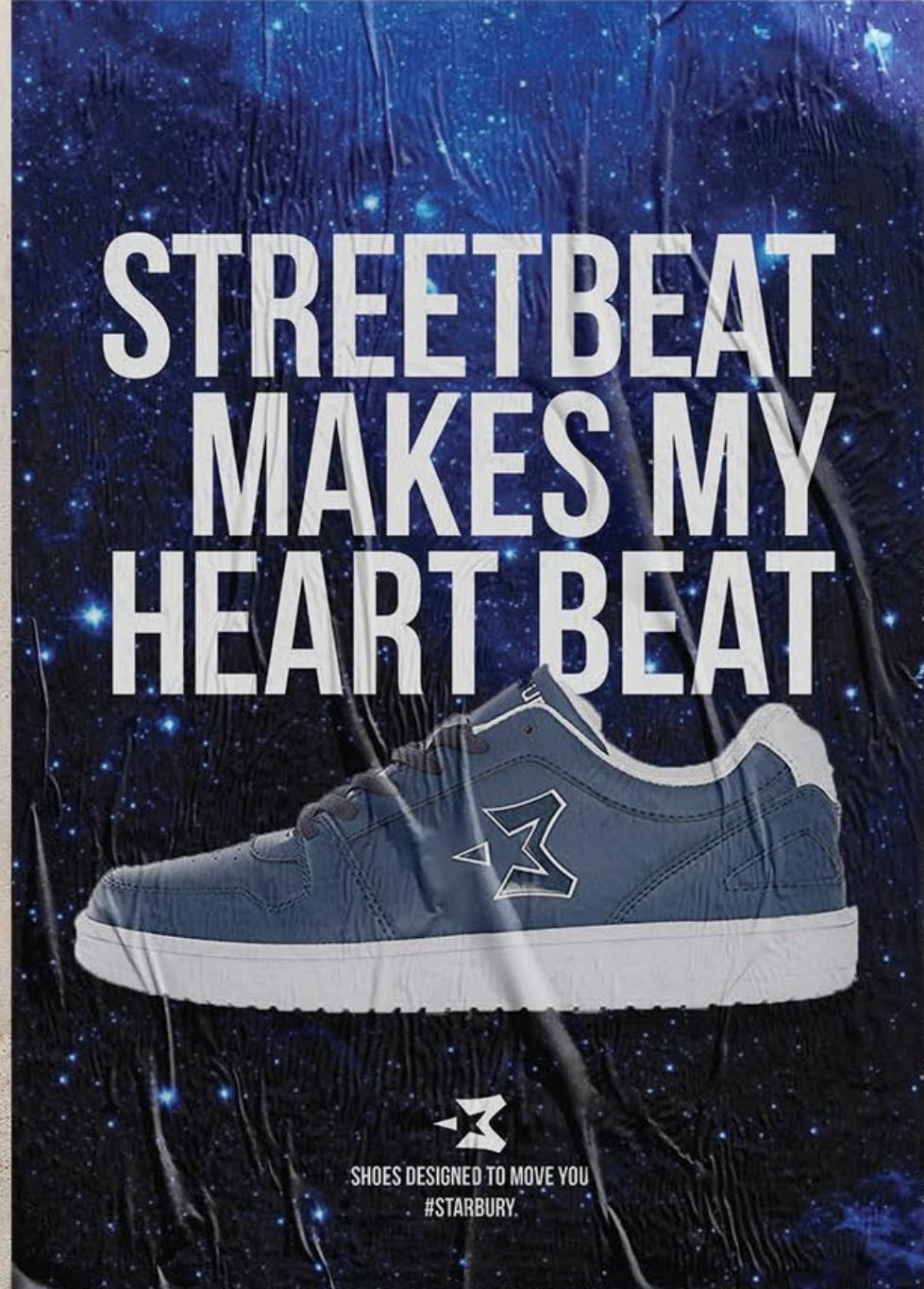
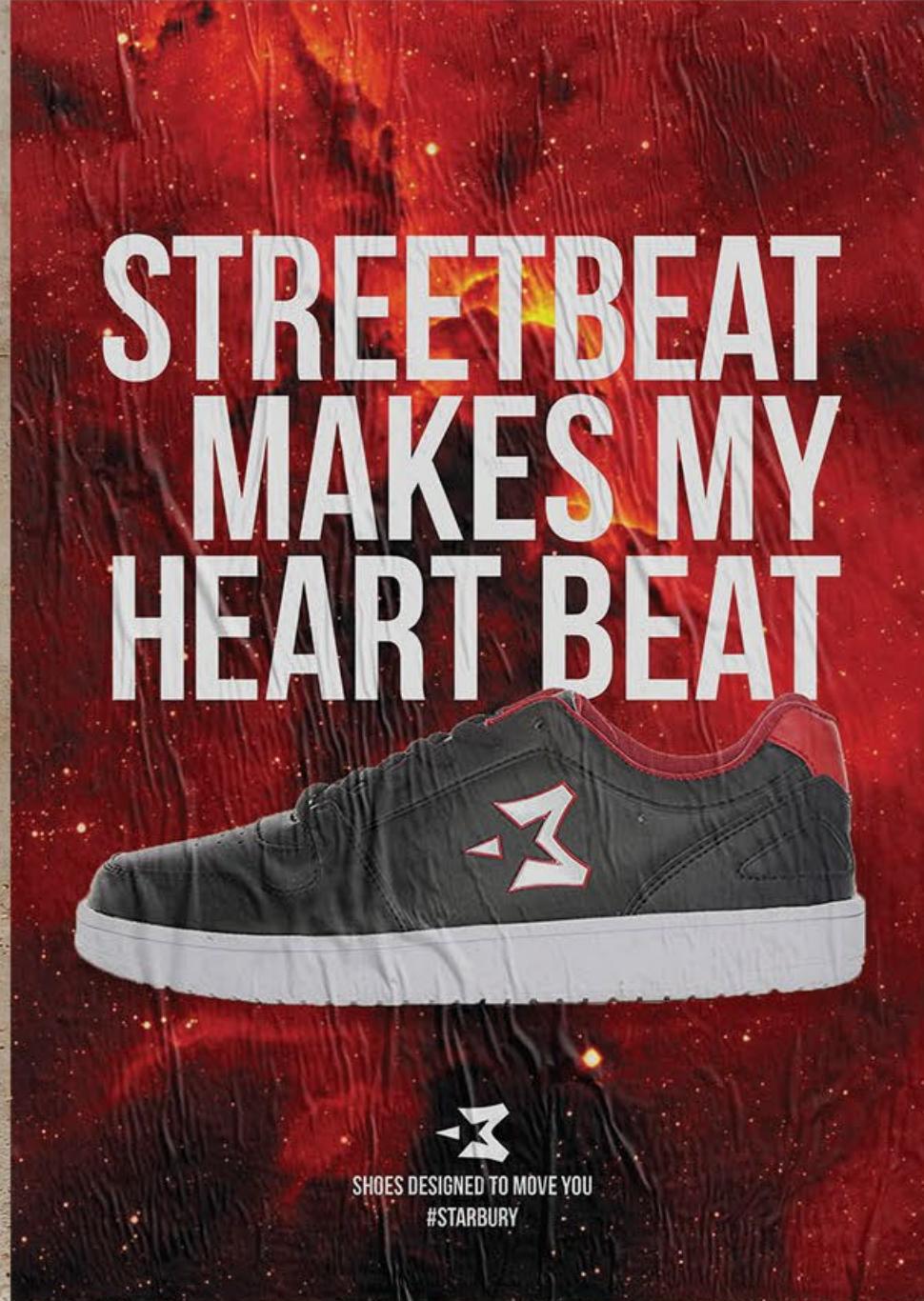
Solution

Create a three-stage advertising campaign utilizing the traditional print components and the most appropriate marketing elements for Starbury. Position the product precisely to create a strong emotional connection with the target audience effectively. Keep all stages fits into the overall strategy.



Advertising Campaign

Starbury



Stage I
Bus Shelter Ads Series

Applied the young and energetic theme across the whole campaign.

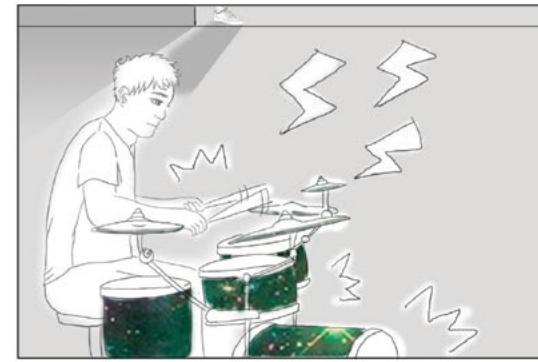


Graphic Design | Portofolio | Yufeng Situ

Stage 2 Pop-up Event

Planned a pop-up event that will occur in CNE. The goal of the event Spy Laser Challenge and giveaway is designed to directly increase engagement with the young as well as family-wide audience therefore boost brand awareness. typography for my logotype.

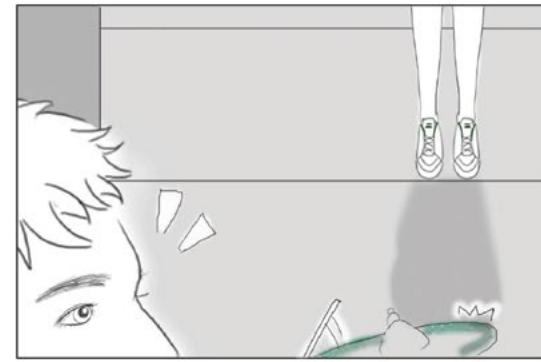


**1. The boy playing drum set.**

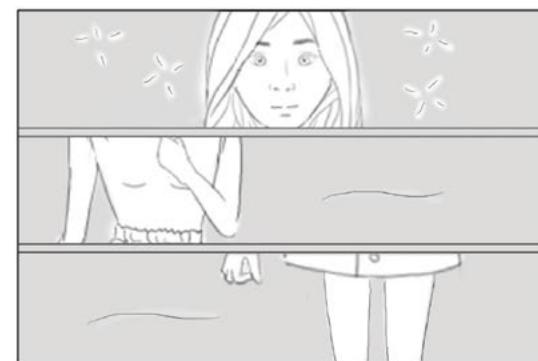
Camera view: full shot
Music: drum set music plays in the background.

**2. A girl stops and watches.**

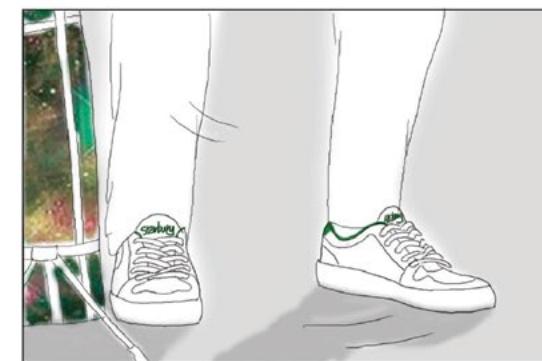
Camera view: medium shot
Music: drum set music plays in the background.

**3. The boy notices someone looking at him.**

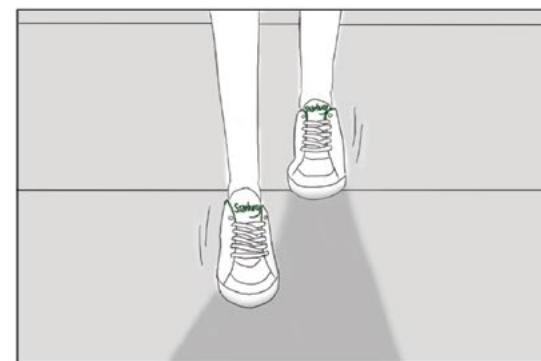
Camera view: close up of the boy's face.
Rack focus between his eye and her shoes.
Music: drum set music stops.

**4. See the girl clearly.**

Camera view: pan from her shoes to her face.
Music: heart beats sound begins.

**5. The boy stops playing and walks to the girl.**

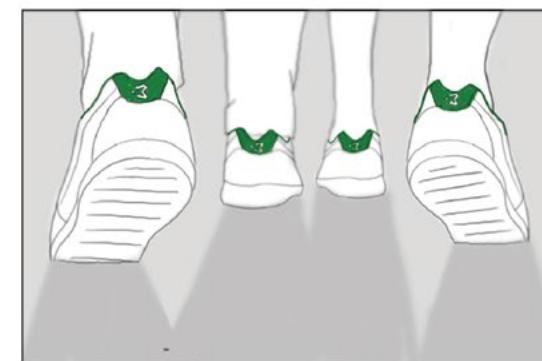
Camera view: tracking the boy from the seat to start walking.
Music: two heartbeat sounds get faster.

**6. The girl walks to the boy.**

Camera view: tracking the girl from the door to start walking.
Music: two heartbeat sounds get faster.

**7. Two people look into each others eyes.**

Camera view: truck
Music: two heart beat stops. When the camera truck stops, drum set music plays again in the background.

**8. Two pairs of shoes walk over the screen and leave the screen.**

Camera view: camera over.
Music: drum set music fades out when the shoes disappear.

**9. Logo and slogan appears at the centre of the screen.**

Camera view: medium shot.
Dialogue: Streetbeat Makes My Heart Beat.

Stage 3 Commercial Advertisement

Creates a commercial that will run through TV and the Internet, aiming to establish the brand impression and to reach the target audience broadly.

Glowing Creatures

Exhibit Design & Editorial

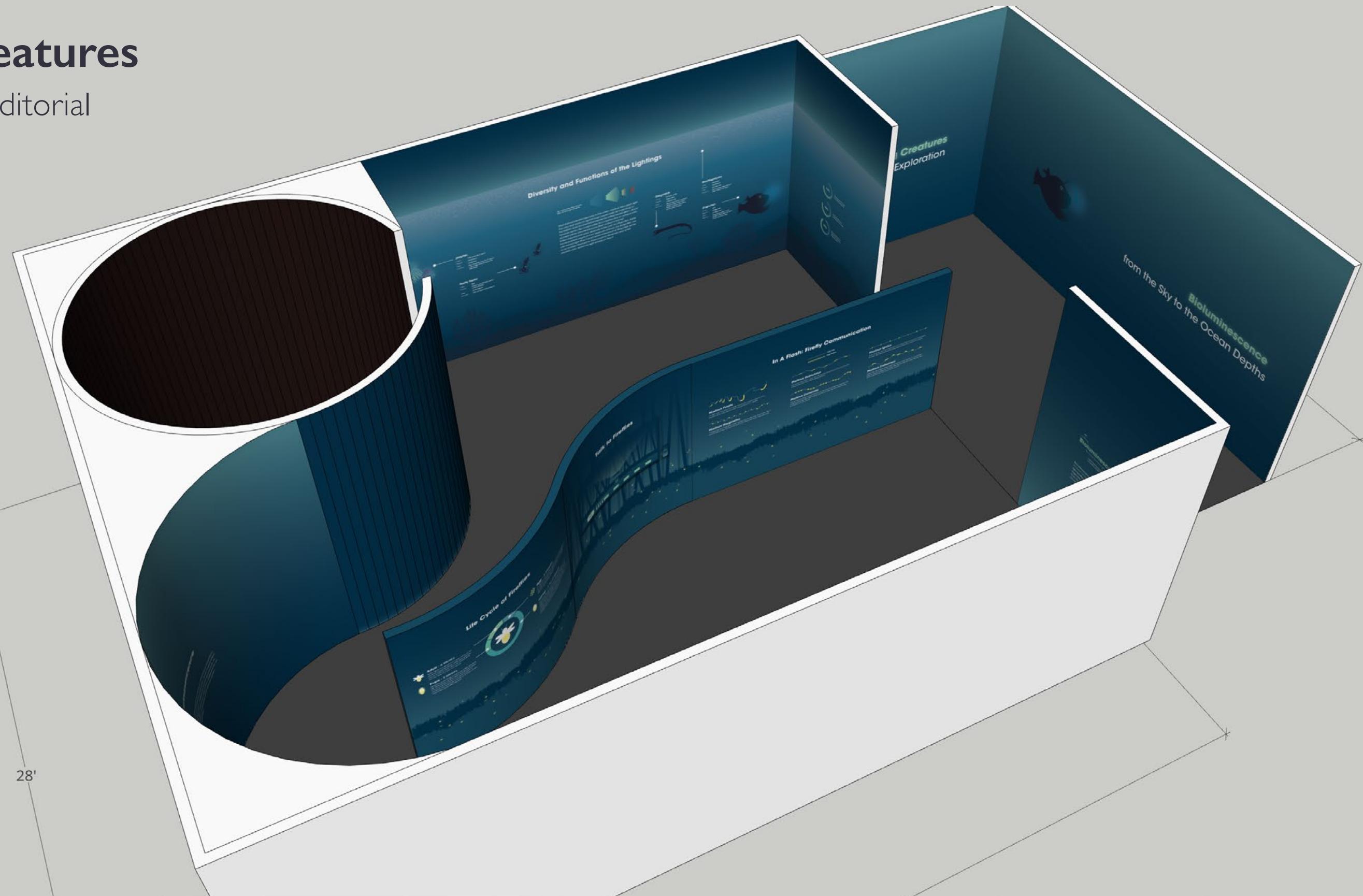
Ps Ai Id SketchUp

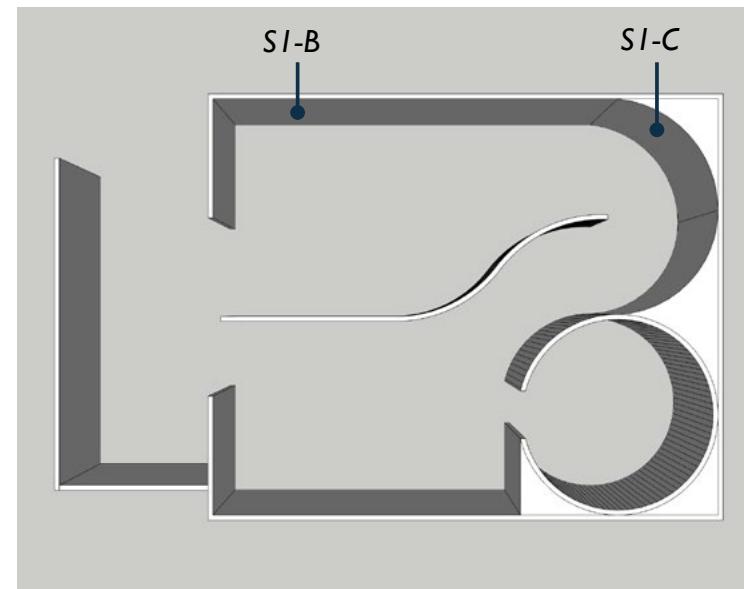
What is it?

An exhibit design for the bioluminescence theme. A book for the exhibit.

Design Focus

Aims to make the exhibit interesting, dynamic, inviting and informative. Maintains visual integrity from 3D display and exhibit design to editorial design. Explores typography in space, information design and exhibit design.





Glowing Creatures

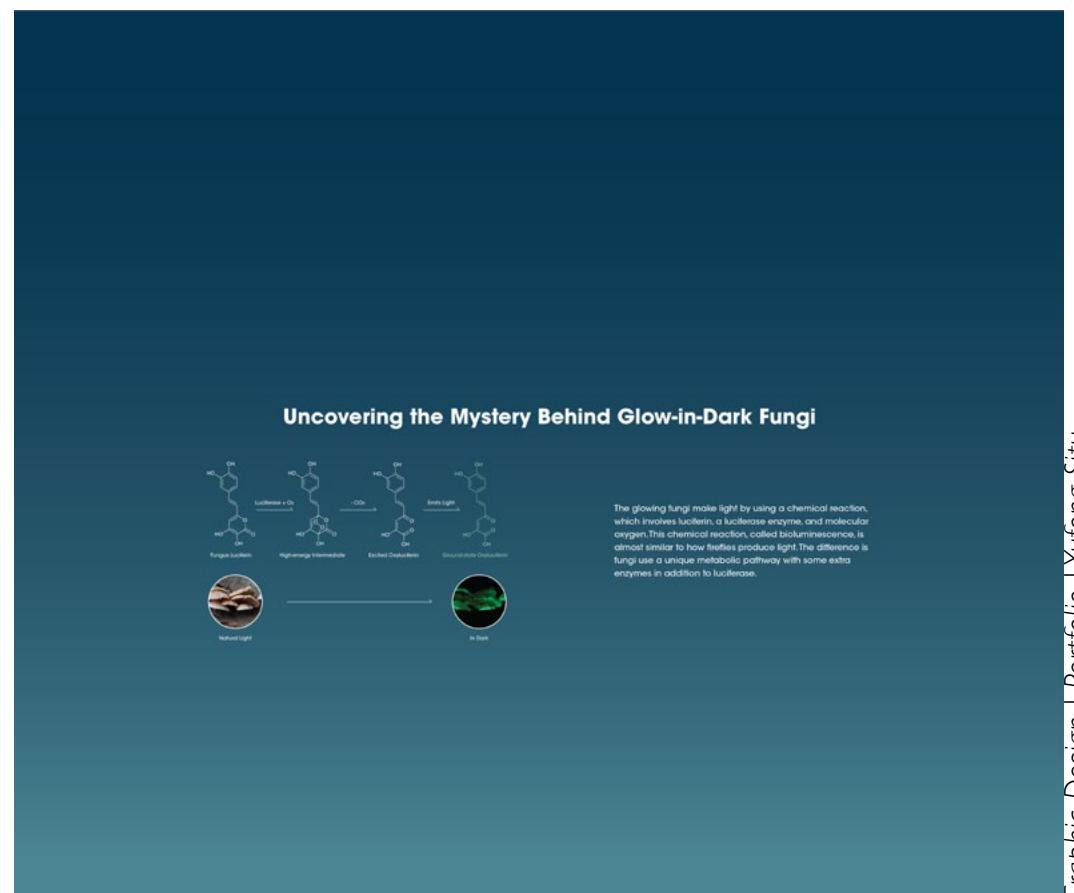
Section I

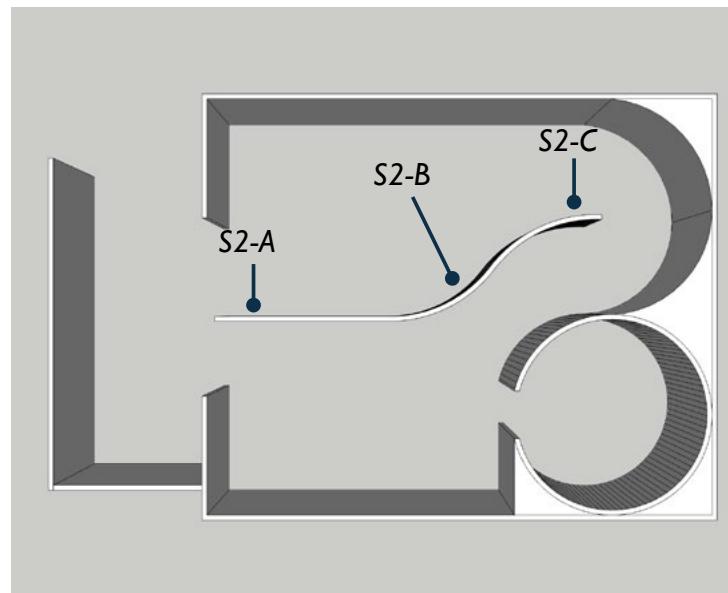
Wall Design

The dark environment of the exhibit helps to showcase the glowing features. Visitors experience bioluminescence through lights, sensor technologies.

SI-B: Glow-in-dark fungi. A row of sensors is installed on the floor tiles, which are connected to the fungus display. Each tile controls one screen. When visitors step on special floor tiles in front of each screen, the fungus image switches to dark mode which displays glowing fungi.

SI-C: Uncovering the mystery behind. This panel explains how do fungi glow.





Life Cycle of Fireflies

Adult - 4 Weeks
Adult fireflies only live up to a month, some do not eat at all during adulthood, using every precious moment to find a mate. Other are cannibalistic, but mostly dine on pollen and nectar.

Egg - 3 Weeks
In mid-summer, females deposit about 100 eggs in the soil or on vegetation. The eggs of some fireflies are bioluminescent and already glow. The eggs hatch in about three weeks.

Pupa - 3 Weeks
During the pupal stage in a process called histolysis, the larva's body is broken down and transformative cells are activated. When the metamorphosis is complete the adult firefly is ready to emerge, usually about three weeks after pupation.

Larva - 1 to 2 Years
The worm-like larvae that produce light are sometimes called glowworms. They live most of night and day on leaves, twigs, roots and other insects. When it captures prey, the larva injects its victims. Larvae live through the winter before pupating in the spring - in some species, larvae live through two winters before pupating.

Talk to Fireflies

START

Photinus Consimilis

In A Flash: Firefly Communication

Flight Path
Flash Pattern

Photinus Pyralis
The flight path of P pyralis is vertically looping, with a single long flash on the forward and upward portion of each loop, resulting in a 'Z' pattern.

Photinus Granulatus
This species flies about 1 meter off the ground, flashing every other second while jerking back and forth to create zigzag patterns.

Photinus Marginellus
The flight path for P marginellus entails hopping up and down in the brush, with a short, 0.5-second flash at the end of each "hop". Flashes are about 3 seconds apart.

Photinus Consimilis
They fly slowly, emitting 4-9 quick flashes every 10 seconds, sometimes stopping and hovering on the last flash. They may also produce 2-3 slow flashes, emitted during level flight every 2-6 seconds.

Photinus Ignitus
Males fly straight, level, and slowly, about 1-2 meters above the ground, emitting brief (0.2 seconds) flashes without changing speed. Flashes occur every 5.1 seconds.

Photinus Collustrans
Males alternate between flying straight and flying in a lateral arch or in a sideways loop (as though dodging an obstacle). They flash during each lateral deviation from their straight path for about 0.4 seconds per flash.

Section 2

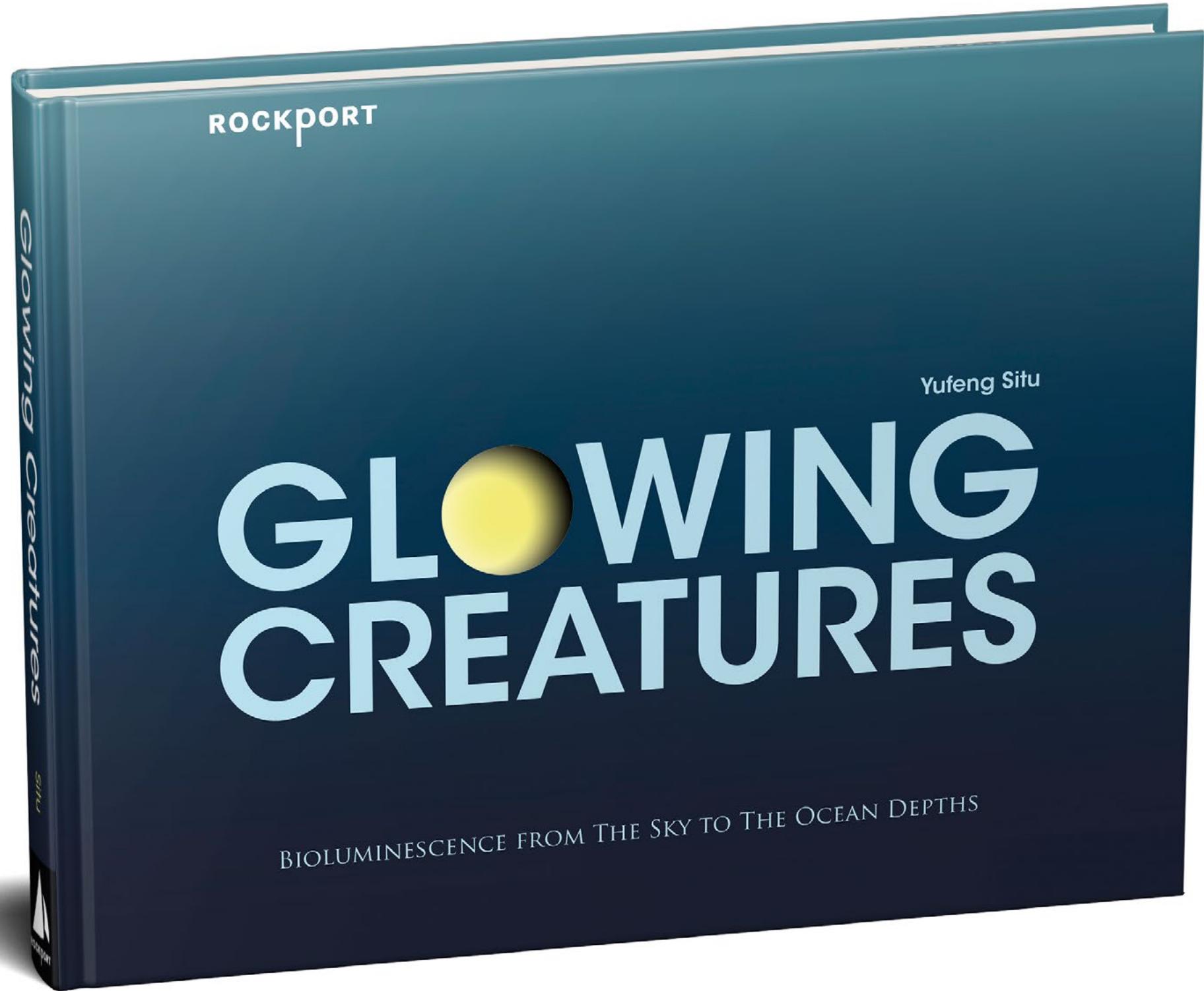
Wall Design

The interactive game design and data visualization enhance visual presentation.

S2-A: Life Cycle of Fireflies. Introduce the four stages of the firefly life cycle. Use pie charts, theme colors, and illustrations to reinforce visual communication.

S2-B: Talk to Fireflies. The game wall is designed to display the dynamic flashing pattern of fireflies, allowing visitors to experience the way fireflies speak.

S2-C: In A Flash: Firefly Communication. This panel showcase flight path and flash pattern of some common fireflies. The pattern of fireflies aims to visualize the way fireflies speak.



Glowing Creatures

Cover Design

The cutout on the cover reveals the abdomen of a firefly, echoing the book's theme of "bioluminescence". The book talks about bioluminescence from the sky to the ocean depth. Readers can learn an expanded knowledge of glowing creatures that are not included in the exhibit from this book.



Expressive Book

Typography

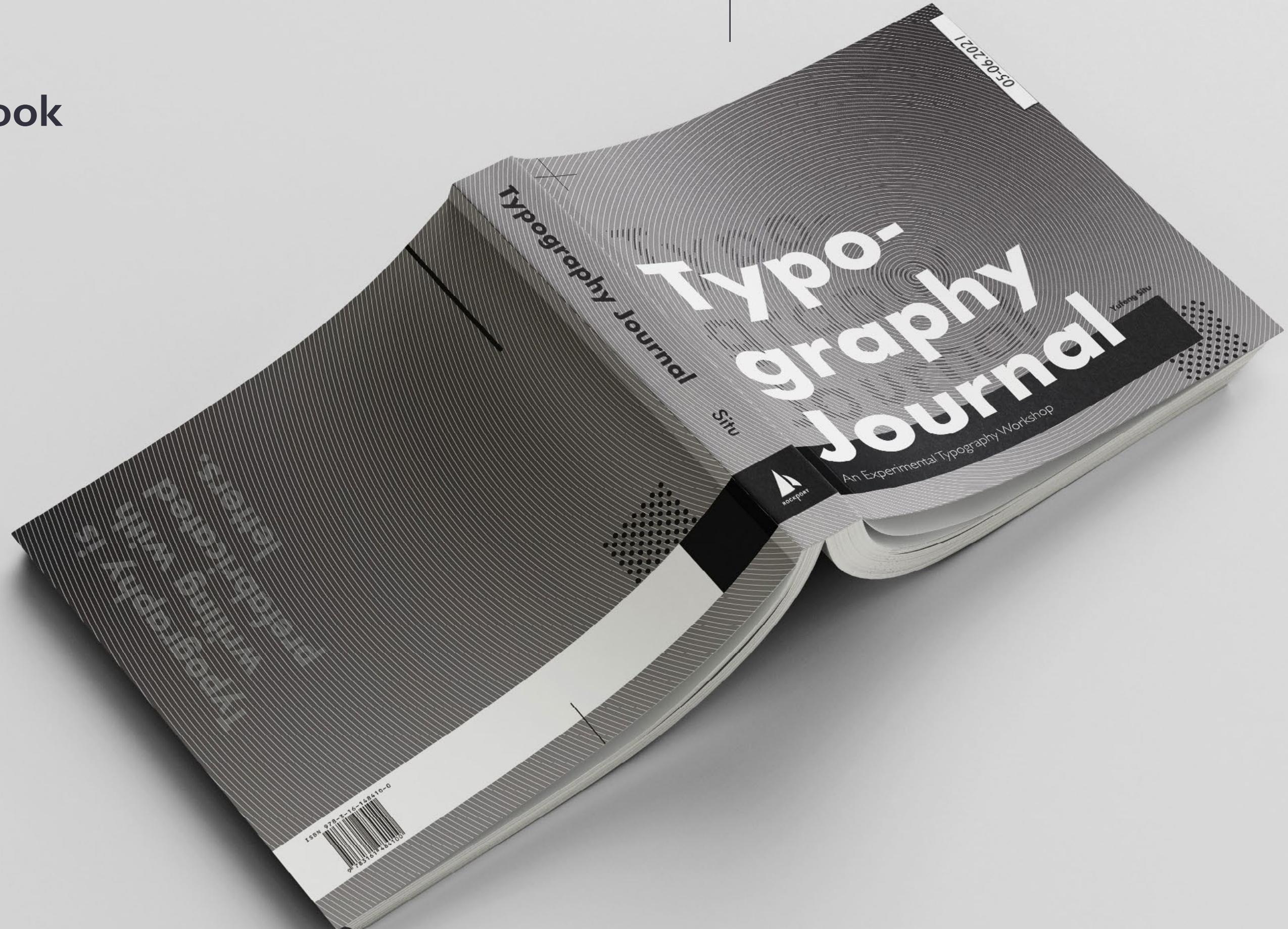
Ps Ai Id Ae

What is it?

An experimental typography book with ideation.

Design Focus

Employ experimental design language to communicate a clear message and create visual forms with impact.

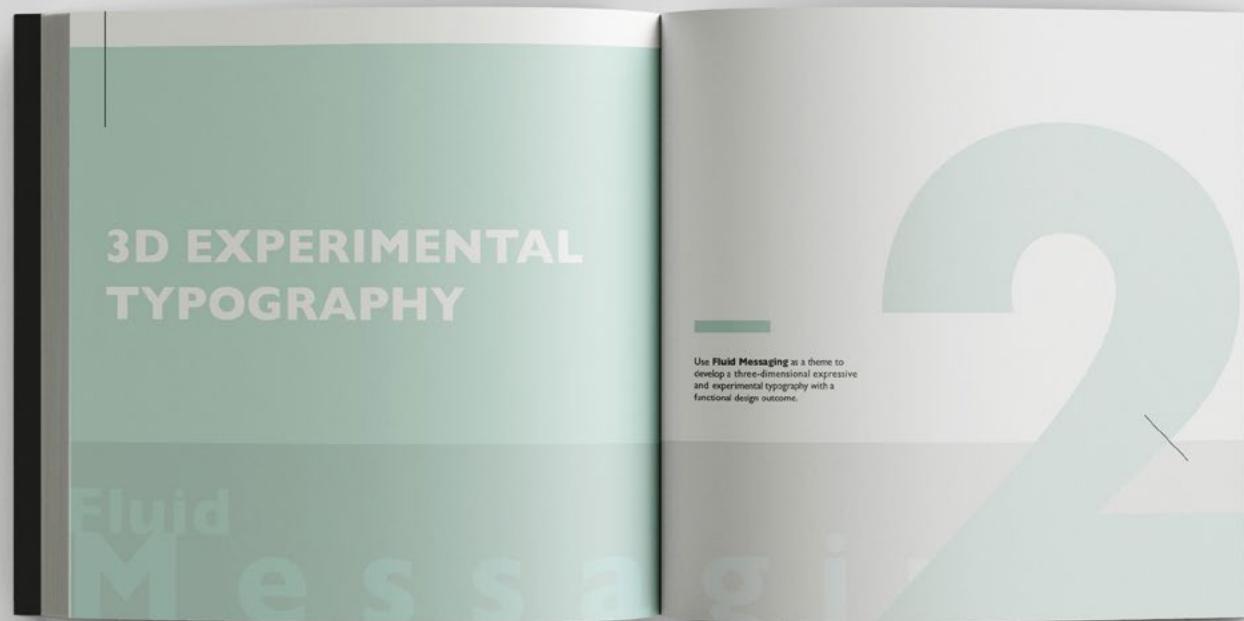




Inside Cover



Imprint Page



Chapter-Divisions



Content Page



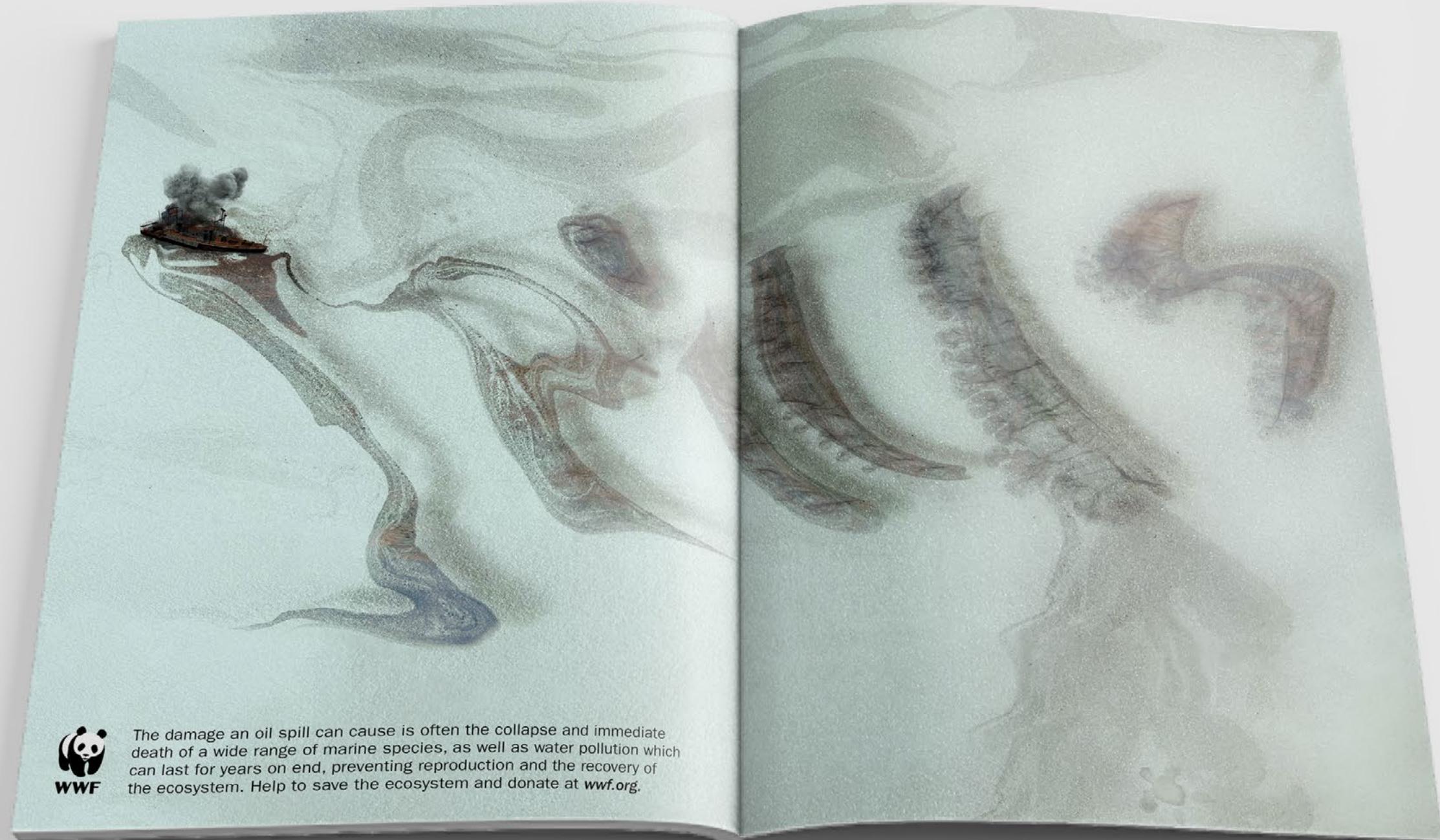
Chapter I - 2D Typography COVID Poster

These COVID-19 Call-to-Action posters employ kinetic tracking as a theme to expresses the idea of keeping distance.

Chapter 2 - 3D Typography

Oil Spills Magazine Ads

This magazine ads employ fluid messaging as a theme to create a visual that communicates the topic “oil spill”. Demonstrates the damage caused by the oil spill and the need for rescue.



Chapter 3 - Kinetic Typography

Animated Logotype

This is a storyboard of my personal logotype animation. Use playful rhythms as a theme to develop kinetic typography for my logotype.



Thank You

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