

DESIGN PORTFOLIO

2016-2017 ◆ YICHUN ZHANG ◆



YICHUN ZHANG

DREAM CHASER

604951848@qq.com
(+86)18813128543

CONTENTS

1 Costumes in Tang Dynasty

2 'See' the City Scent

3 'YOUR' Font

4 Keyboardman

5 Odor & Memory

6 PerfuMe APP

7 Underground Measurement

8 Hutong Font

9 Film Collage

10 USTB Signage System Design

11 3D Composition

COSTUMES IN TANG DYNASTY



During the period of Tang dynasty(618-907BC), clothes in ancient China developed to its heyday. The consolidation of Tang's regime, flourishing of economy, progress in production and textile technology and frequent communication with foreign areas led to unprecedented development of costumes to the height of prosperity for Chinese ancient clothing. The style, color and pattern all presented a new form. Women's clothing in this chapter are almost the most fantastic and amazing in Chinese history.

As a fan of Tang culture, I do this project to show the features and evolution of costumes in Chinese Tang Dynasty.

SKETCH

	618 唐高祖 李淵	初唐	纤细保守
8	626 唐太宗 李世民 (贞观之治)		
23	649 唐高宗 李治	步入开放	小袖短襦，长裙为主 半臂 披帛
41	唐中宗 李显 高睿宗 李旦		
690 强国号为周 武则天	华丽风	中唐	圆领 直领 直领 (Red) 绿 — 'Pomegranate Dress' Dress in splendid attire. Regarded plumpness as Beauty. Loose dress, wider sleeve. Large-sleeve Robe { non-collar leno }
705 神龙政变，中宗重祚			
710睿宗复辟			
712 唐玄宗 李隆基			
盛唐：开元盛世。 —>报帛			
755 安史之乱 唐肃宗李亨			
800 代宗、德宗、顺宗			
805 唐宪宗 李纯 (元和中兴)			
8. 武宣懿、僖、僖(黄巢起义)、昭宗、更立。			

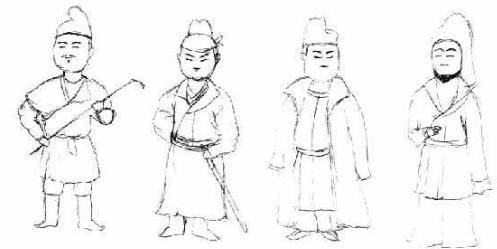
(High) Cross Collars / Round Collars.

High Belt Line — almost to collar

Wide Skirt Hemline. [Jiancai Dress]

Conversive.

The development of female clothes in Tang dynasty can be divided into four chapters.



1 Slim & Conservative



2 Step into Opening



3 Gorgeous



4 'Fat is Beautiful'



COSTUMES & PROFILE DESIGN



MAKEUP STEPS



0
Origin



1
Powder the Whole Face



2
Put on Blush



3
Pencil Eyebrow



4
Paint Huadian



5
Stipple Mianyan



6
Paint Ehuang

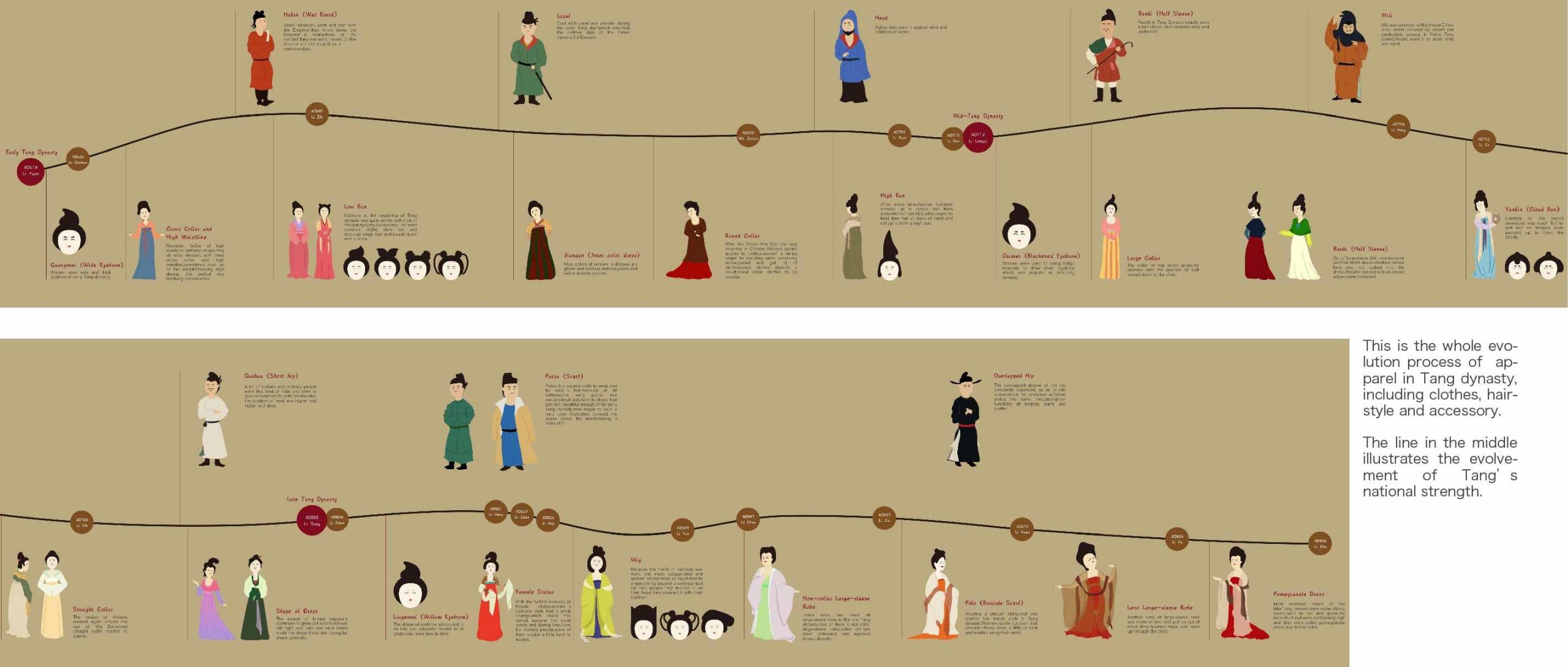


7
Rouge Lips

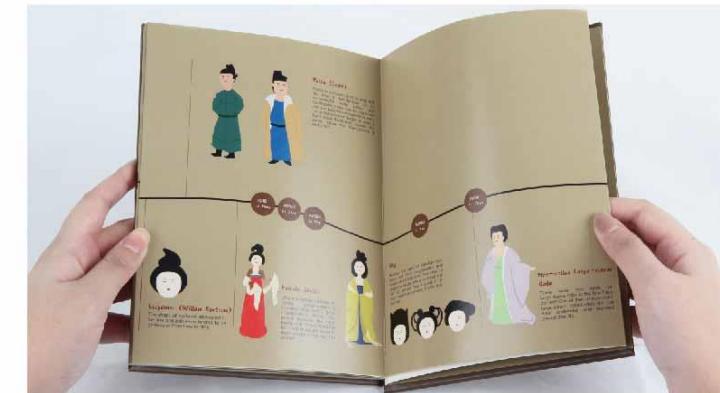
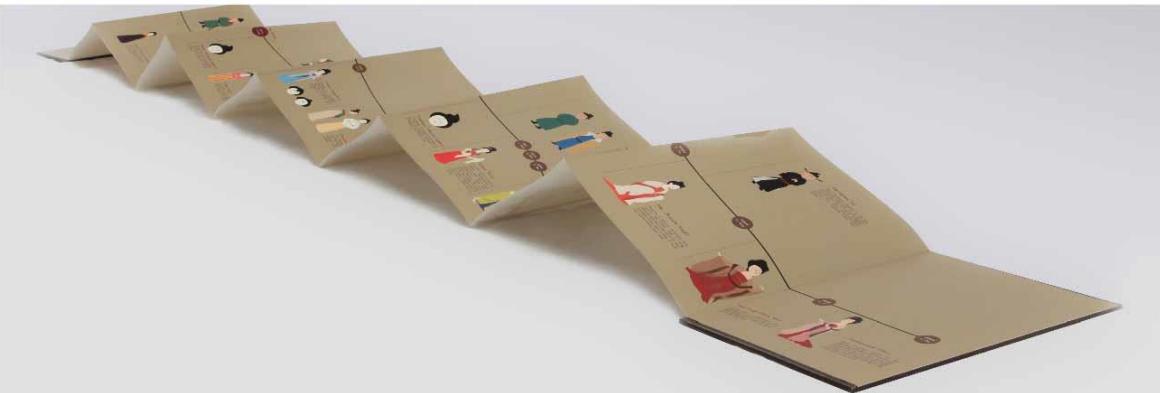
POPULAR HAIRSTYLES



WHOLE EVOLUTION PROCESS



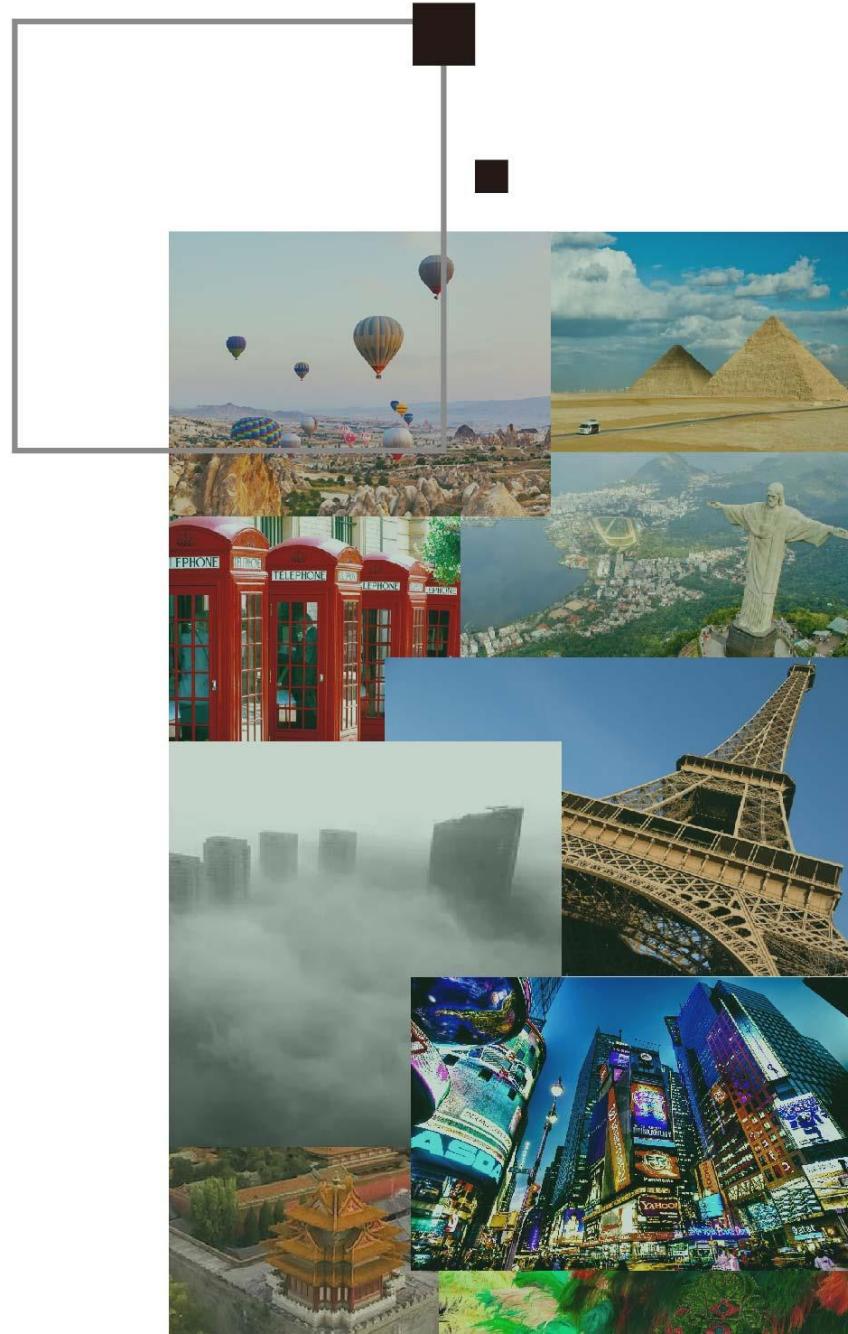
FOLDER DISPLAY



'SEE' THE CITY SCENT

Each city has its own characteristics, and odour is one of the most significant aspects. Scent is the kind of thing that we cannot live without. Some of them are real (flower, food, etc.), while some of them are hard to describe and mainly based on people's subjective feelings (desert, sunshine, rain, etc.).

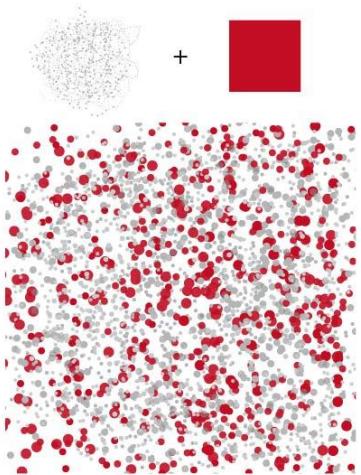
This project focuses on city's odour images, finding the main scents of several famous cities around the world and 'drawing' them. It is like making odour cards for these cities by visualization of their scents.



SCENT FIGURE DESIGN



BEIJING



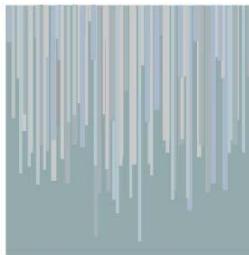
The dots represent Beijing's crowded population. Grey represents smog, and red is the most common color in this city. Based on these three points, I get the scent image of Beijing.



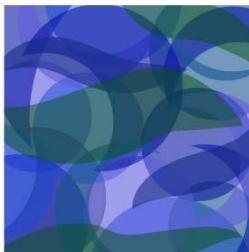
CAIRO



Pyramid and camel are both the symbol of Egypt, and they both have the element of triangle. Besides, Cairo, located in desert, can be seen as the sea of yellow color.



LONDON



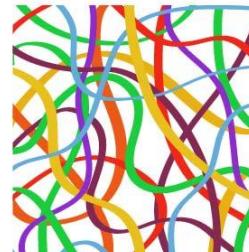
TOKYO



NEW YORK



PARIS



REO



VANCOUVER

ISTANBUL

CITY PROFILE DESIGN



TOKYO



PARIS



NEW YORK



ISTANBUL



LONDON



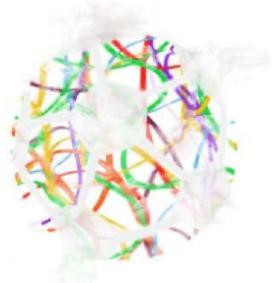
CAIRO



BEIJING



VANCOUVER



REO

PACKAGE DESIGN



This is an interesting experiment about 'scent selling'. I use smoke which is stored in jars to simulate scent, label them and give them corresponding package, making illusory gases into goods that can be sold.



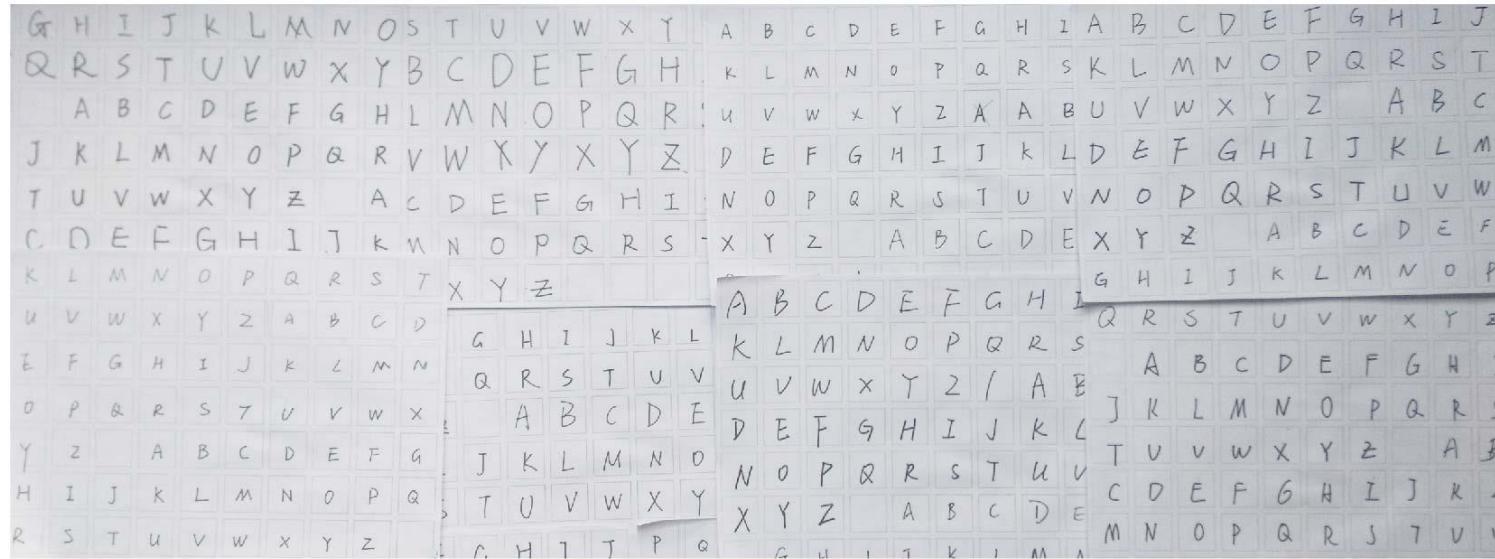
'YOU' FONT

Upon graduation, I am reluctant to say goodbye to my classmates and want to make something that represents our memory.

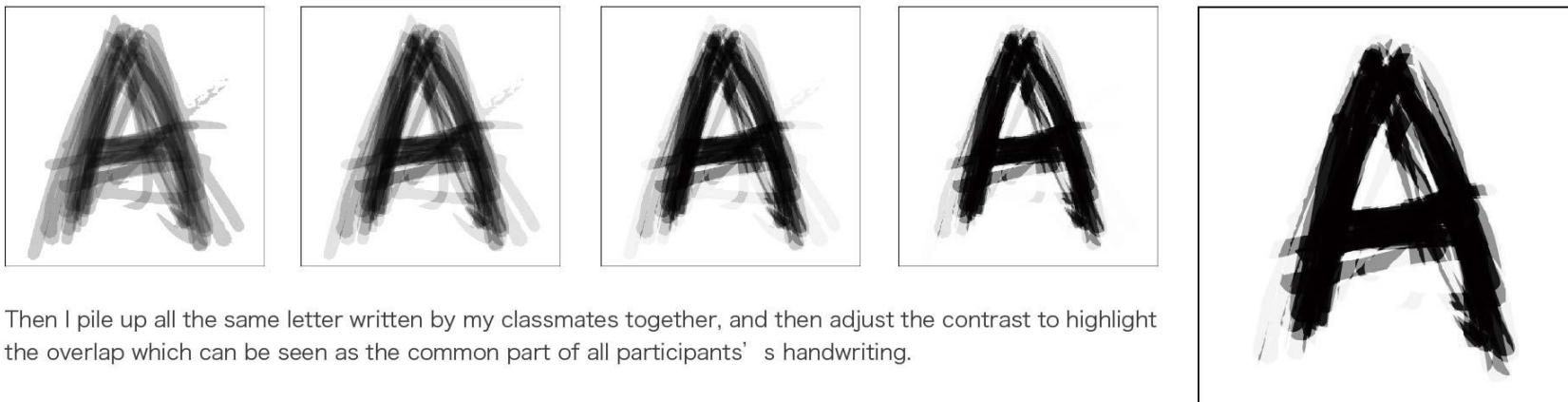
I decide to make a set of font that can be seen as a collection of all the handwriting of my classmates. I call it 'YOUR' font. This font belongs to every member since each of them has taken a role in the production phase.



PROCESS



To make a special font for my class, I collect the handwriting of 26 letters from all my class members. It's interesting to see how different people write the same thing. Sometimes I can even find the association between their writing and personalities.



Then I pile up all the same letter written by my classmates together, and then adjust the contrast to highlight the overlap which can be seen as the common part of all participants' s handwriting.

ALPHABETS

This is the final effect of all letters.
The font can be used in class
activities and souveniers.

A B C D E F
G H I J K L M
N O P Q R S
T U V W X Y Z

APPLICATIONS

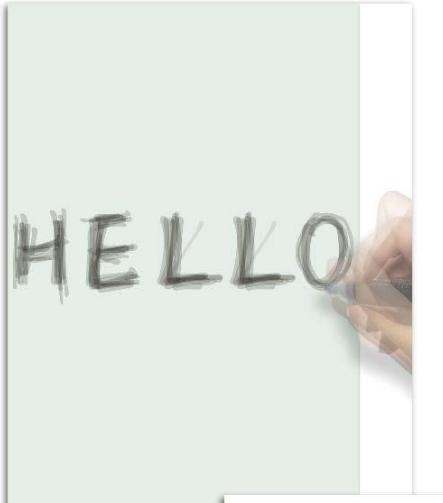


-Hello, how are you?
-I'm fine, thank you.

This dialogue is the first English conversion to learn for almost every Chinese student, because it is always concluded in the first chapter in their English textbooks and is always regarded as a dialogue that students have to know since primary school. It can remind people of the memory when they first learn English and their childhood.

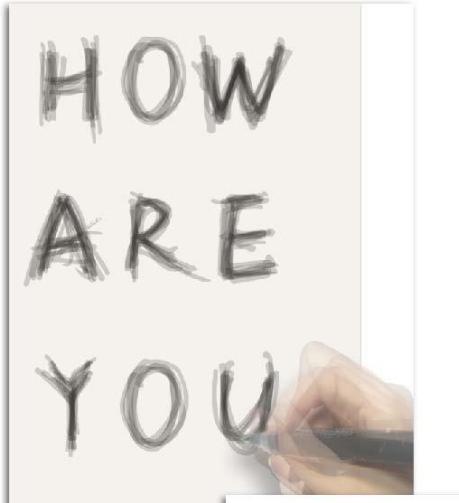


POSTER & POSTCARD



makeyourfont.com
Want to make your own special fonts?
Try this website to customize a set of 100+ unique fonts for your
handwriting or every member's counterclockwise.

HELLO
HELLO
HELLO
HELLO
HELLO



makeyourfont.com
Want to make your own special fonts?
Try this website to customize a set of 100+ unique fonts for your
handwriting or every member's counterclockwise.

HOW ARE YOU
HOW ARE YOU
HOW ARE YOU
HOW ARE YOU
HOW ARE YOU



makeyourfont.com
Want to make your own special fonts?
Try this website to customize a set of 100+ unique fonts for your
handwriting or every member's counterclockwise.

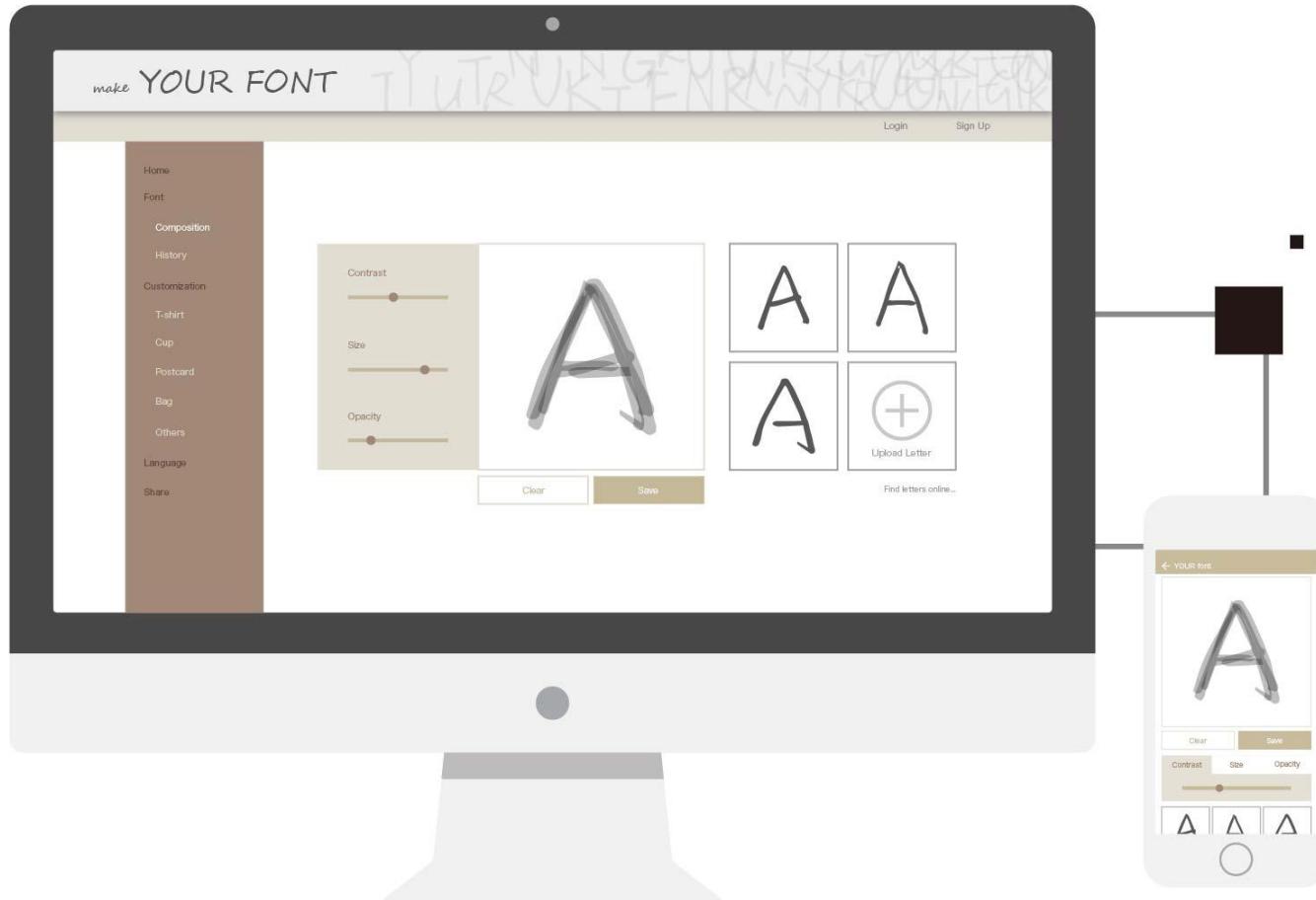
I AM FINE
I AM FINE
I AM FINE
I AM FINE
I AM FINE



makeyourfont.com
Want to make your own special fonts?
Try this website to customize a set of 100+ unique fonts for your
handwriting or every member's counterclockwise.

THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU

WEBPAGE & APP



Want to make your own special fonts?

Try this webpage and APP to customize a set of 'YOUR' font for your companies, classes or any other organizations.

Just upload each member's handwriting and the system will give you a new font which is made by yourself.

Also, you can find some interesting handwriting by other people on this website, and you are free to compose your own handwriting with them.



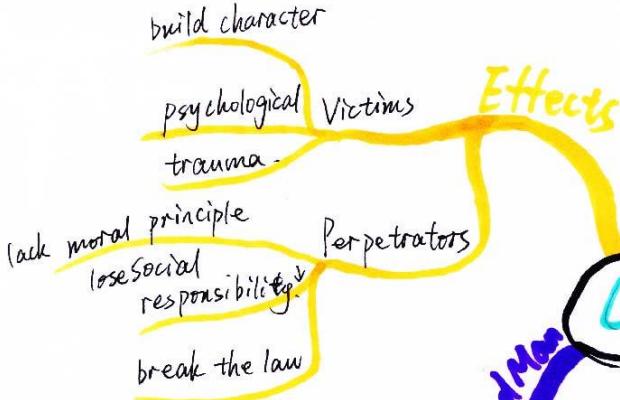
KEYBOARDMAN

Cyberbullying has been more and more common and serious with the development of Internet. There is a group of people in China called 'Keyboard Man' who says anything they want in this virtual world. They are free to voice their opinions without foundation, and some of them are just distorting the facts. As a result, more prejudices show up and cover the truth. No doubt, some innocent people may be harmed in this process.

These project focuses on the consequence of cyberbullying—the truth can be covered beyond recognition, which brings pain to innocent victims.I hope netizens can realize the negative influence of their irresponsible words and make some improvement in the future.



MINDMAP



CYBERBULLYING

Keyboard War

- 'I'm always RIGHT!'
- Self-conceit
- moral high ground.
- distort the truth
- Irresponsible
- Anonymous
- Say whatever they want
- twist
- cover the fact
- Color cloth

Form

- abuse
- harmful
- insulting
- Invasion of privacy
- Spread groundless remarks

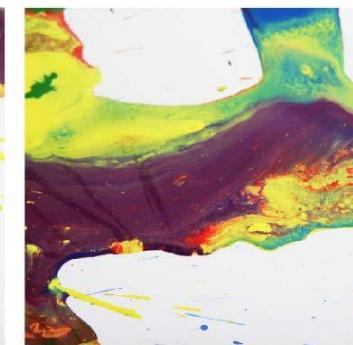


Reasons

- Internet
 - development
 - popularity
 - spread information fast.
- Truth or not?
- Venting
- immature
- Youth Netizens

DISTORT THE TRUTH

The ball used to be pure, but covered by the layer-by-layer paint, it turns to be dirty and complex. This just looks like cyberbullying, people comments on something without reason and sense of responsibility, they distort the facts and make the truth hard to be known.





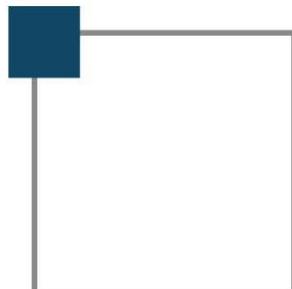
This ball is twined by iron wire, hemp ropes and stabbed by needles and nails, showing the pain of being attacked. Although victims in cyberbullying do not take physical injury, their psychological traumas are much serious. They feel like be surrounded by malicious words, which causes great hurt to their mental health.



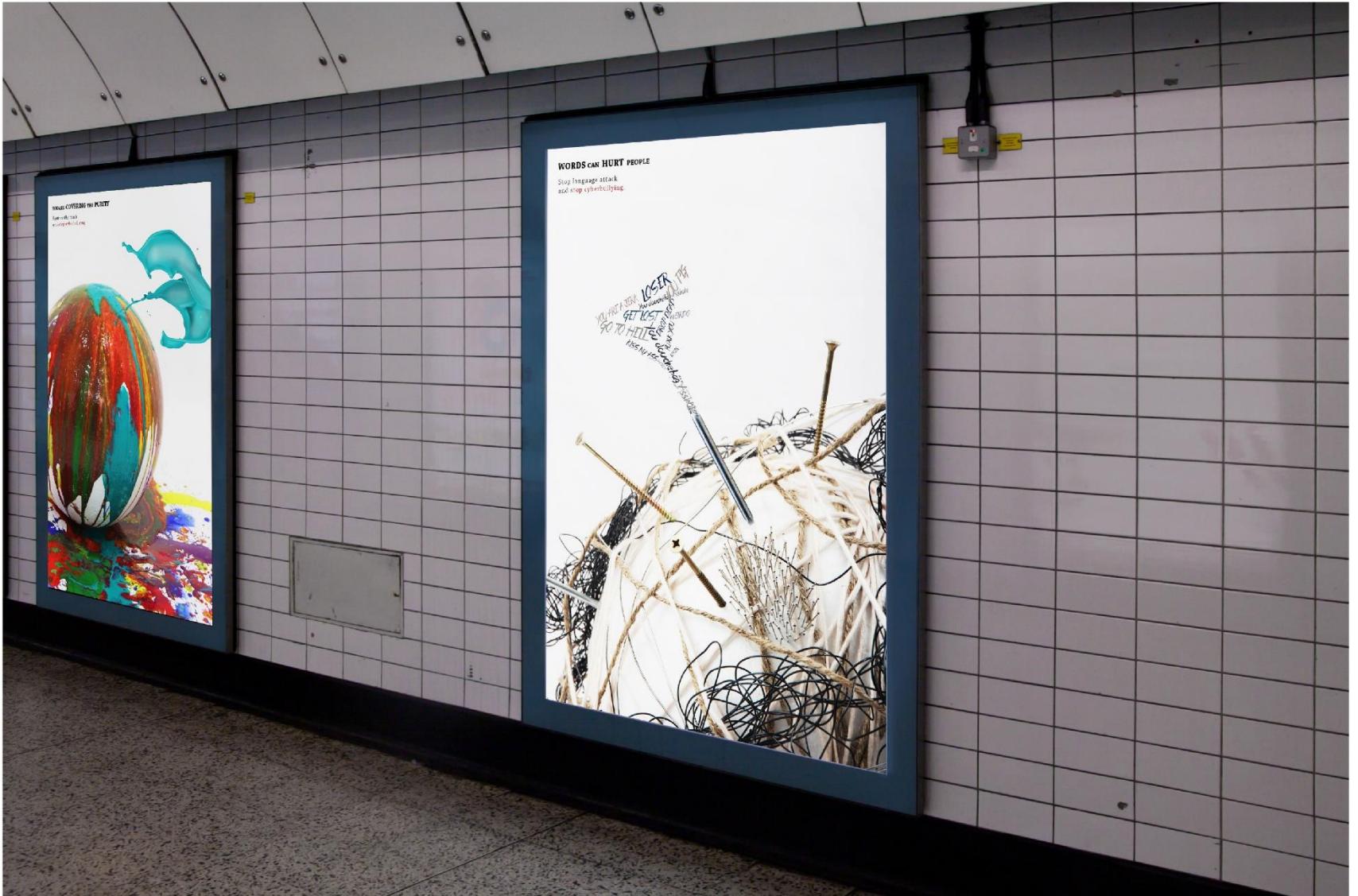
VERBAL ATTACKS



In ancient days, when criminals were paraded in chains through the streets, the publics usually threw eggs, vegetable leaves and other things on their faces to punish and humiliate these sinners. On the Internet, people's words have the same influence. Netizens use keyboard to attack others, even they might be innocent.



POSTER DESIGN



This two public-service ads posters can be used to appeal to the public to stay away from cyberbullying.



ODOR & MEMORY



Everyone has its own definition of special scent. It could be the scent from your mother, smell of fruit candies in childhood, perfume in a interesting store you accidentally meet during travelling. It is not only a ubiquitous substance, but also a medium of environment and memory. Research shows that memories related to scent can be remembered more clearly in a long time.

With the development of science and technology, 'Sensory Era' has gradually become an significant label of the 21th century. People need products which not only fit their physiological needs, but also cater to their psychological needs.

In this project, I made a conceptual interaction design, based on the relationship between olfactory and memory, and I hope this can help people build and strengthen their connection with others or the environment.

RESEARCH



Why people can save more memories through smell?

Odor receptors in nasal cavity catch the odor molecule in the air and send the signal to hippocampal gyrus (an organ related to memory) in brain directly, without analysis by cerebral cortex.



We can make any scent as easily as make color.

The principle of formation of the smell is similar to three primary colors. Several kinds of original scents can be mix by different percentage, which will form thousands of scents.

I made a questionnaire to investigate people's experience about olfactory-memory interaction.

84.8%

used to remember someone or something because of a specific scent

67.4%

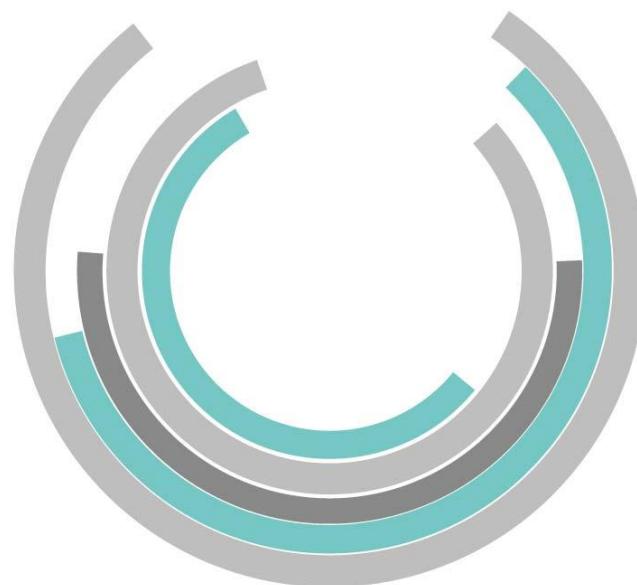
used recall a specific smell when mention some memory or someone.

56.5%

these memories are pleasant

87.6%

are willing to recall these memories through smell



PERSONA

User 1



Name: Damo

Age: 28

Salary: RMB16000

Location: Beijing

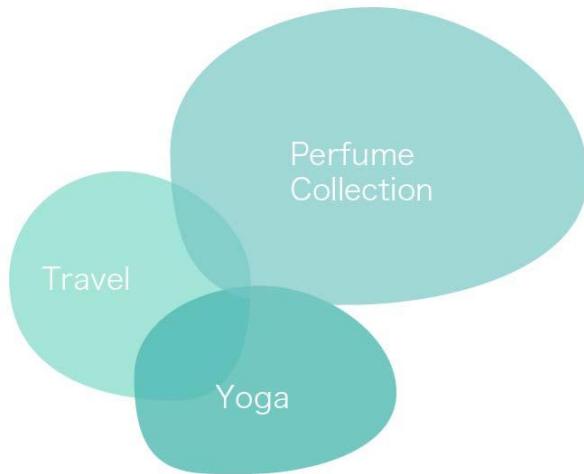
Characteristic: Emotional

Mobile phone: Iphone 6s

Odor personality: Different scents have different effects on mood.

Different memories accompany with different scents.

Favourite fragrant types: Flower, wood



Special scents impress her not only as olfactory stimulation, but also leave her the memory of scene and people at that moment. Although she would like to meet these scents again, most of them could not be found after that.

Core requirements:
Collect and store special scents

User 2



Name: Gidan

Age: 26

Monthly salary: RMB15000

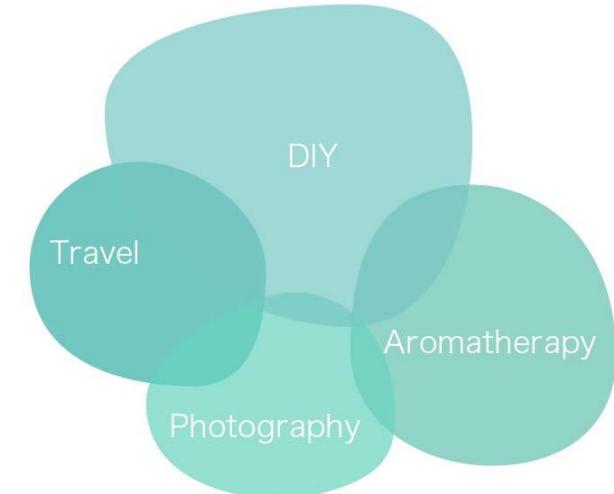
Location: Beijing

Characteristic: Out-going/Active

Mobile phone: Iphone6

Odor personality: do not confine to specific fragrance, look forward to surprises.

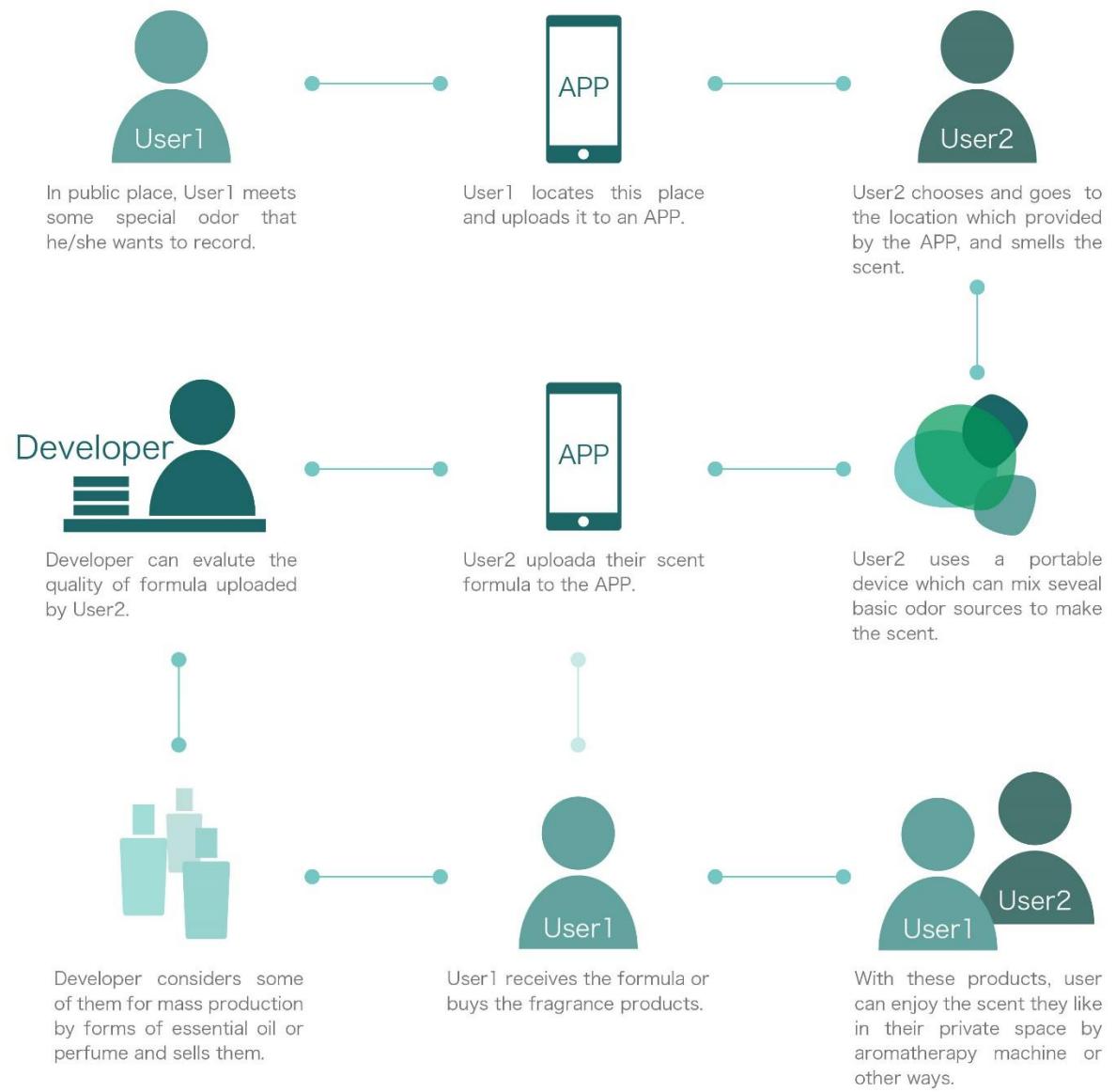
Favourite fragrant types: not fixed



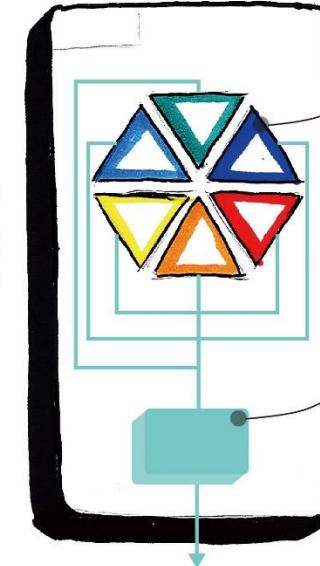
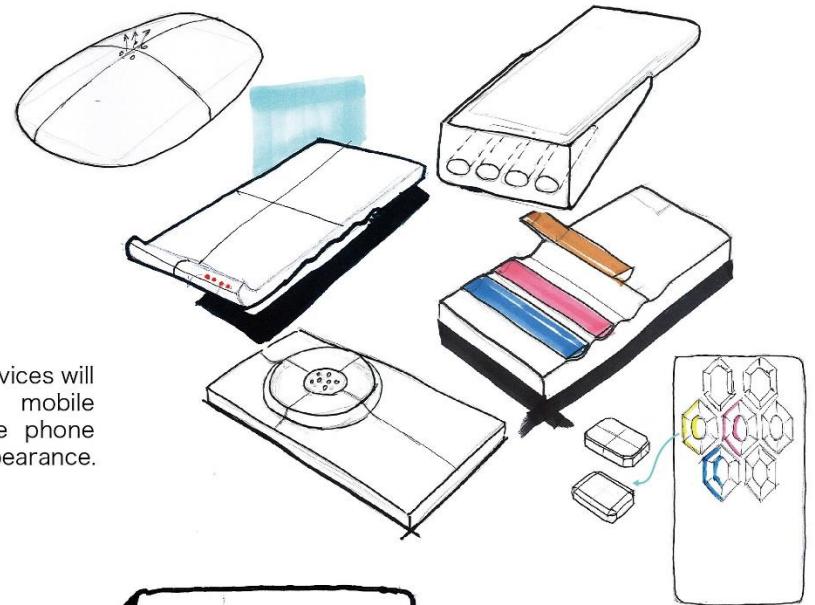
She is fond of DIY, like artificial soap, felt toys and flower arrangement. Sometimes she makes aromatherapy by herself, and she looks forward to the feeling brought by tiny change of the percentage of scented oil.

Core requirements:
Make scents by herself

USAGE SCENARIO & SKETCH



In this work, I mainly designed the portable device and APP interface.



Odor module

Based on the principle of smell, I store 6 basic perfumes in these removable modules on the phone shell. By heating their bottoms, the liquid inside will be changed into gas.

Mix area

The gases will be delivered to the mix area in the lower part of the phone shell and mixed into a new smell. Then, the finished odor will be sent out through air outlet.

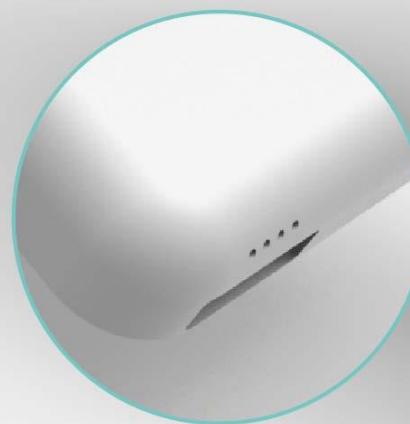
RENDER & DETAILS



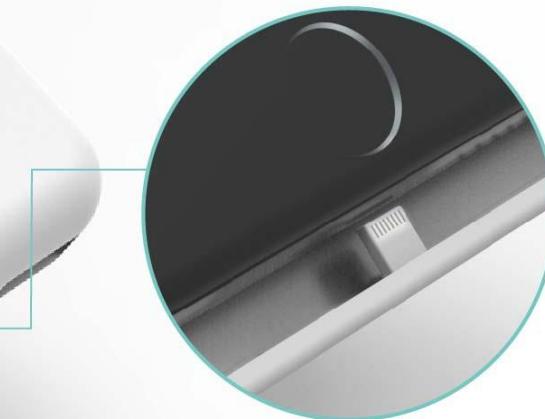
The phone shell is devided in to two parts. By opening the upper part, user can load and upload their phone.



Under the hole in the shell,there is a spring structure, so the loading and uploading of scent modules both can finished by pushing them.



air outlet

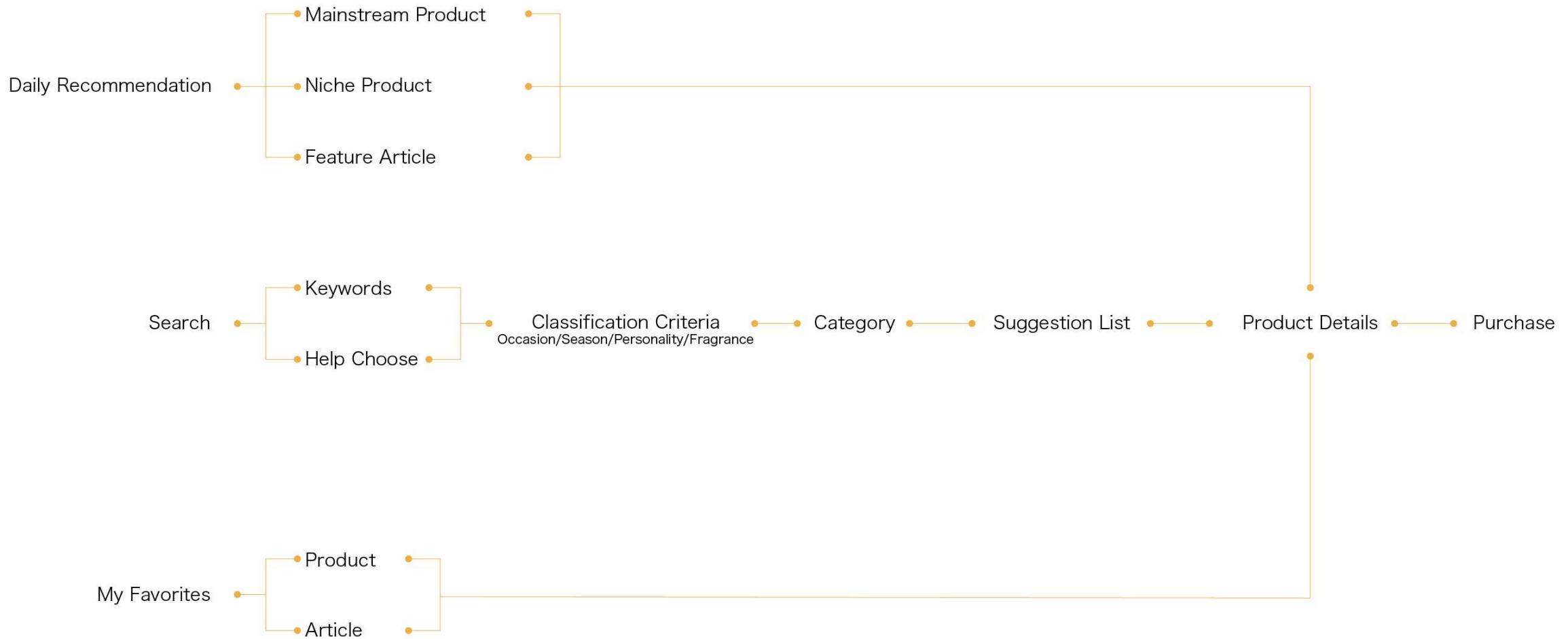


The phone shell connected with the mobile phone through charging interface.

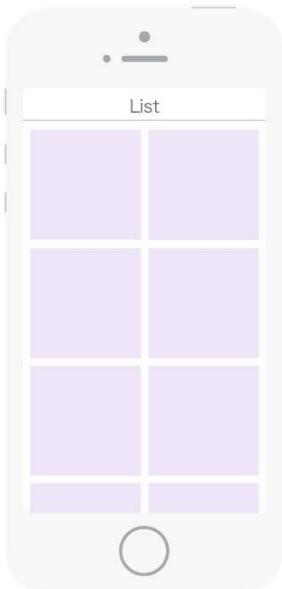
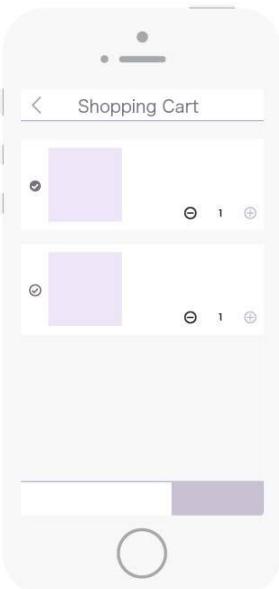
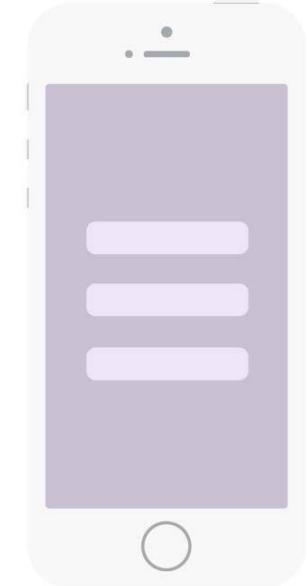
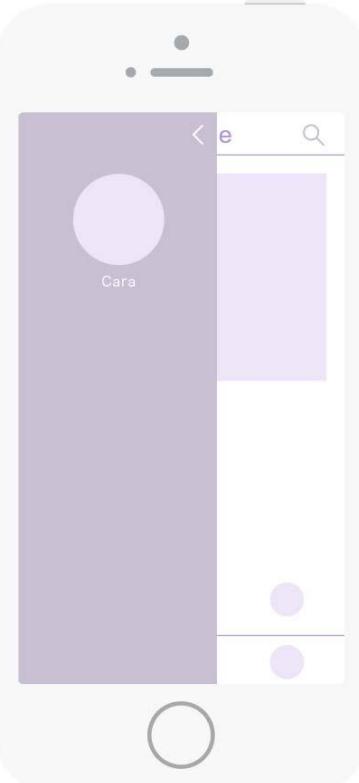
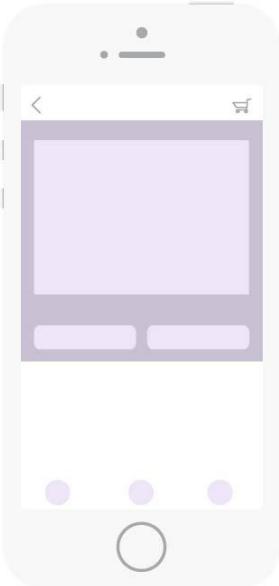
MOBILE APP



FLOW CHART



WIREFRAME

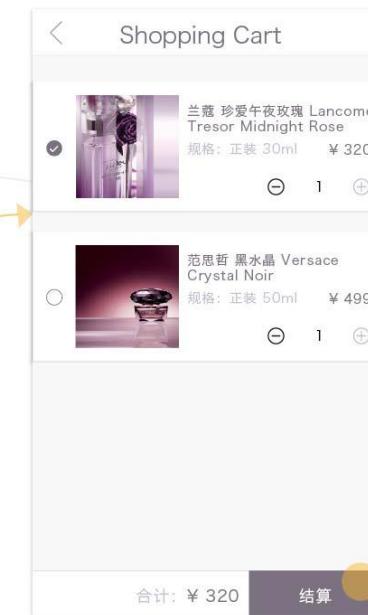


USER INTERFACE

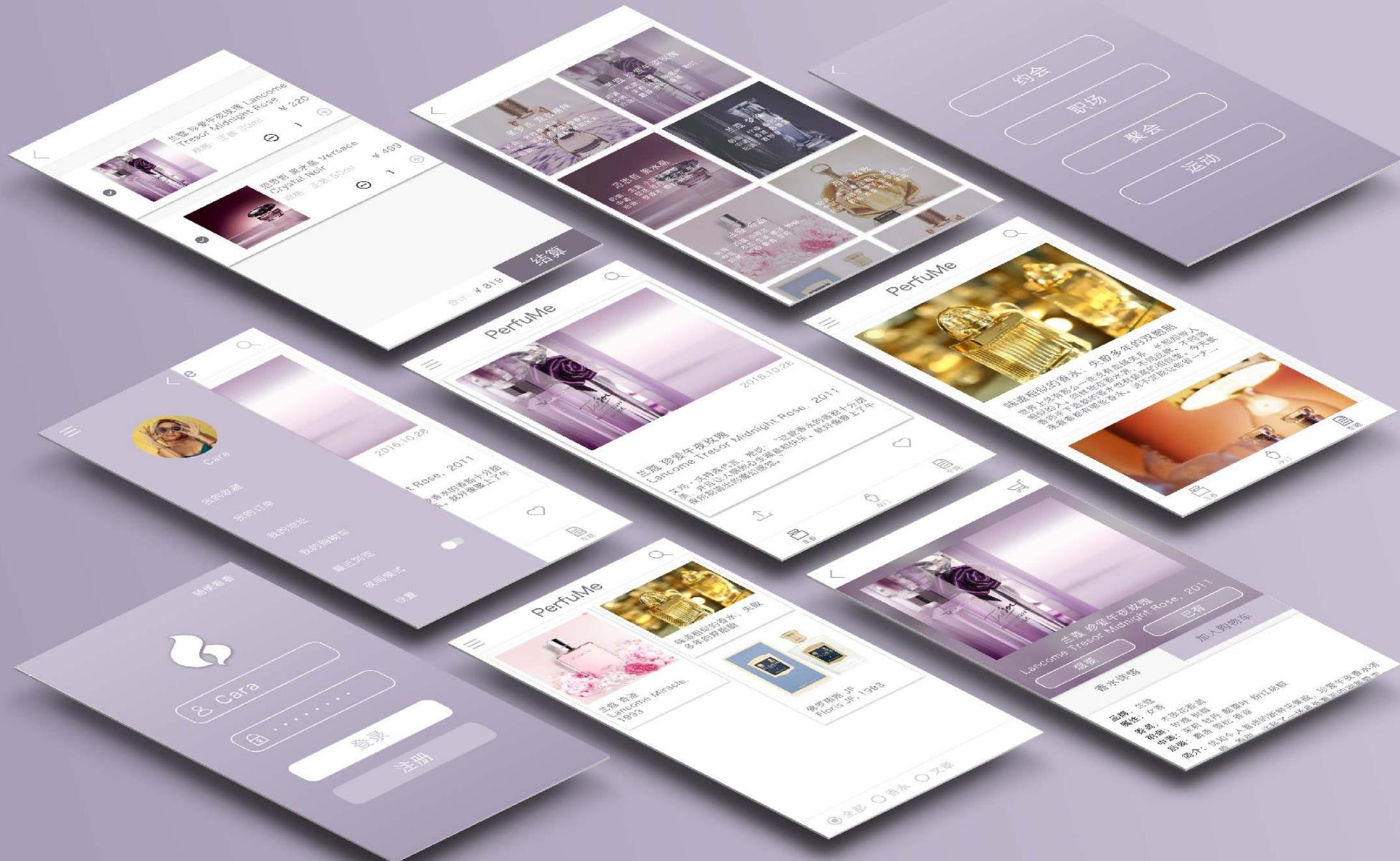
Filter Perfume



Purchase Perfume



USER INTERFACE





UNDERGROUND MEASUREMENT



This project came from my metro experience. Mostly, the Beijing metro lines are crowded, especially in commuting time. One time, when I stood in the junction area of two carriages, I found passengers on my left are much more crowded than right.

I realize that when passengers are waiting for the metro, they do not know which carriages are crowded, and most people are not willing to walk too far from the entrance of platform. This means that the carriages closed to the entrance are more crowded, which leads to the irrational use of resources and even safety problem.

By setting a system that can tell the distribution condition on the coming metro, people are able to find a reasonable waiting position and ease the congestion.

SOLUTION



By research, I find using gravity measurement system to measure the real-time situation of the train is realistic. Heavier trains mean crowd and are not recommended to be waited to take, in contrast, lighter trains are positive.

This measurement results will be showed on the platform by different color lights to offer references for the waiting passengers.

MAKE PROCESS & PROGRAM

I made a installation by Arduino to simulate the case.

```
#include "HX711.h"           //调用24bitAD HX711库

HX711 HX711_CH0(2, 3, 400); //SCK, DI, GaiValue
//SCK引脚用于arduino和HX711模块通讯的时序提供
//DI引脚用于从HX711读取AI的数据
//GaiValue用于校准输出的重量值，如果数据偏大就加大该值，如果数据偏小就减小该值

long Weight = 0;    //定义一个变量用于存放承重的重量，单位为g

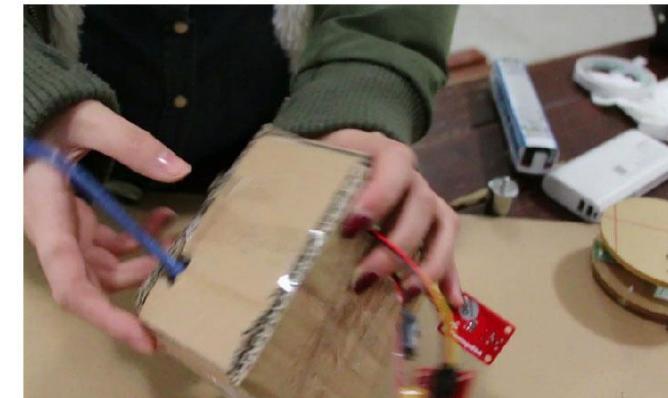
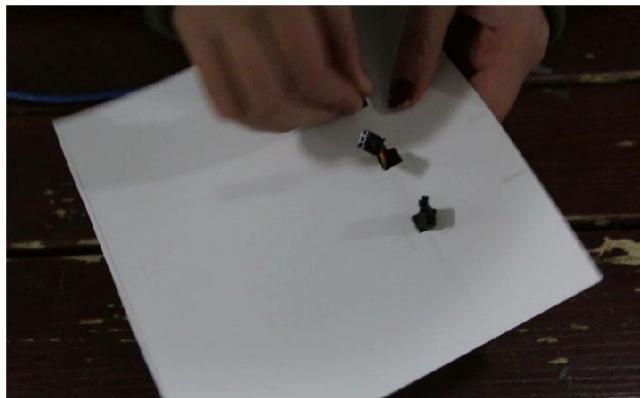
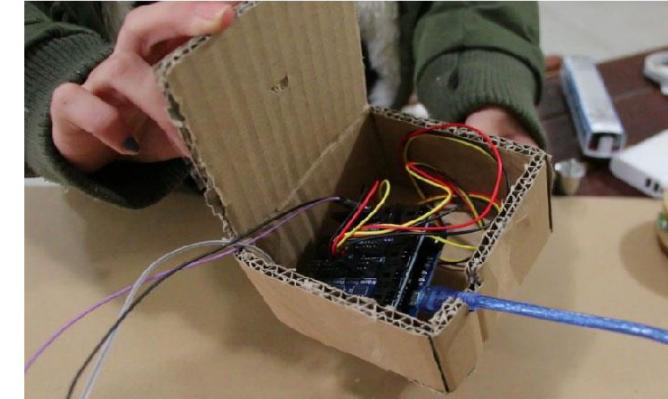
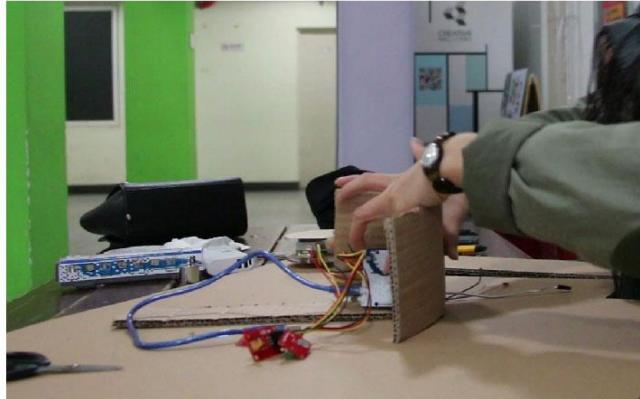
void setup()
{
pinMode(10, OUTPUT);
pinMode(11, OUTPUT);
pinMode(12, OUTPUT);

Serial.begin(9600);   //设定串口输出波特率
//Serial.print("Welcome to use!\n");

HX711_CH0.begin();   //读取传感器支架毛重
delay(3000);        //延时3s用于传感器稳定
HX711_CH0.begin();  //重新读取传感器支架毛重用于后续计算
}

void loop()
{

Weight = HX711_CH0.Get_Weight(); //采样当前传感器重量，该重量已经自动去皮，去皮值根据初始化程序中采样的值计算。
Serial.print(Weight);          //串口输出当前重量
Serial.println(" g");          //单位为g
if (Weight > 400)
{digitalWrite(10, HIGH);
digitalWrite(11, LOW);
digitalWrite(12, LOW);}
else if (Weight < 50)
{digitalWrite(11, HIGH);
digitalWrite(10, LOW);
digitalWrite(12, LOW);}
else
{digitalWrite(12, HIGH);
digitalWrite(10, LOW);
digitalWrite(11, LOW);}
delay(1000);
}
```

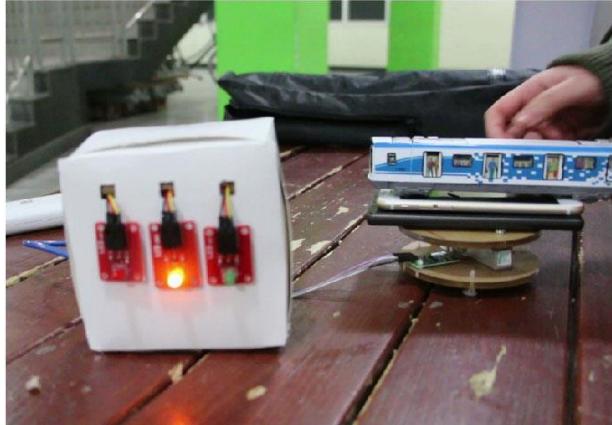


DISPLAY



Low Load - Green Light

most recommend to take



Midium Load - Orange Light

recommend to take

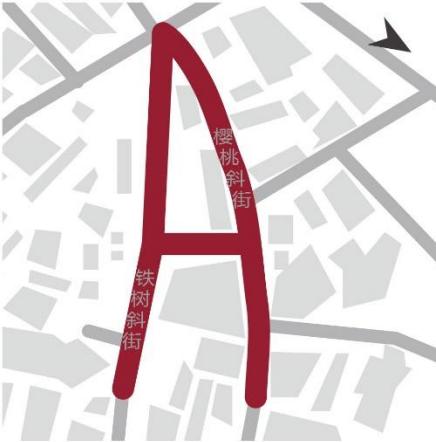


High Load - Red Light

not recommend to take



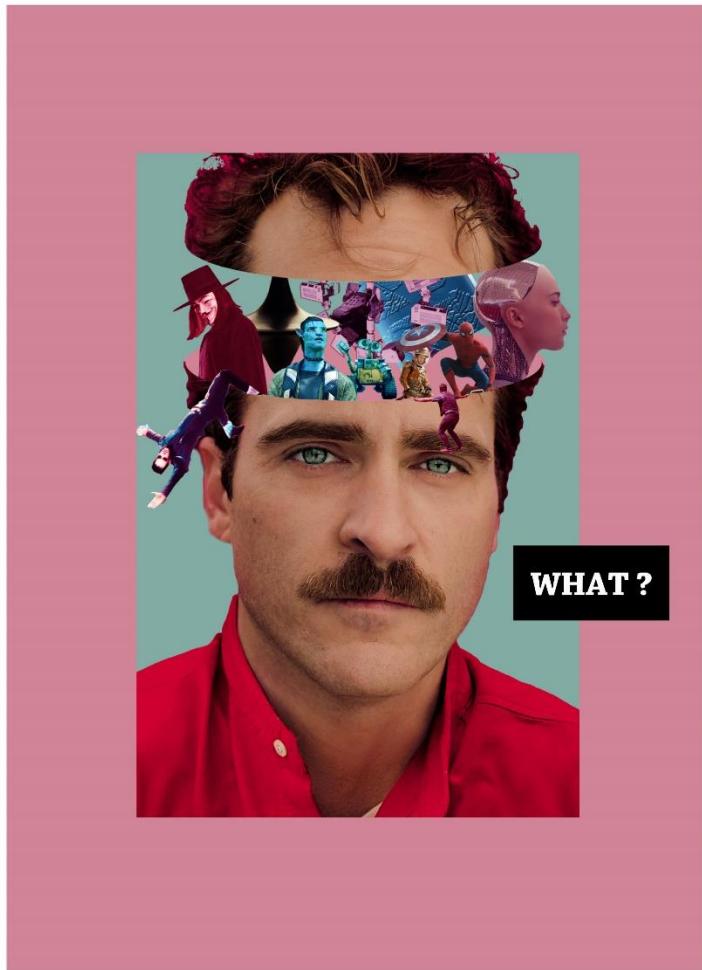
HUTONG FONT



This set of font is formed by the lanes in Beijing hutong. I find 26 English letters in maps and mark them to shape strokes of these letters.



FILM COLLAGE

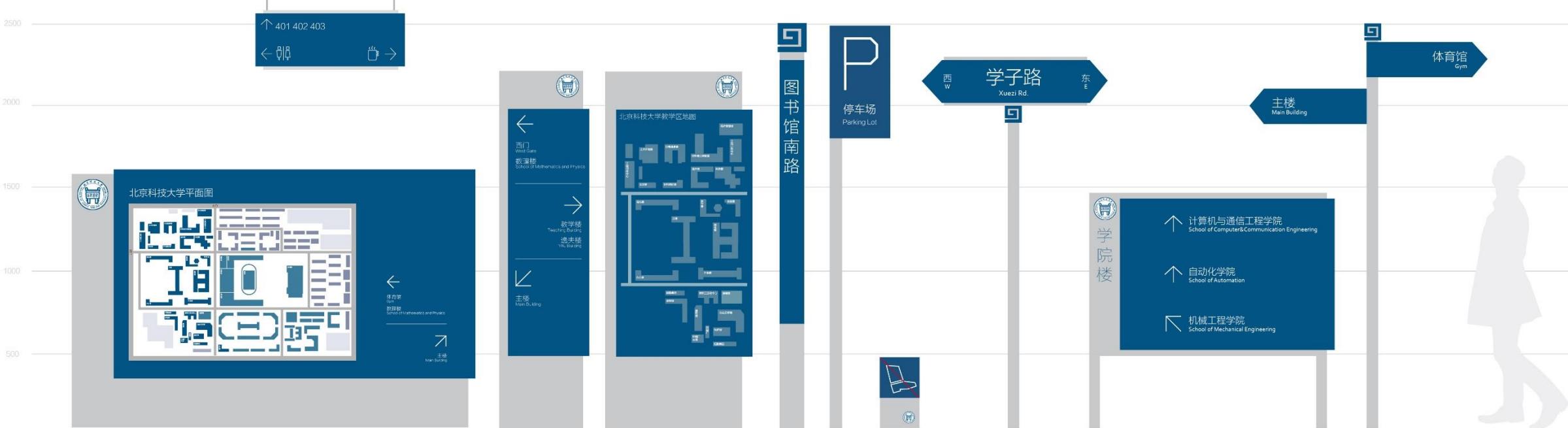


As a movie fan, I did this collage work for fun. I choose several classic as well as my favourite characters from fiction, romantic and horror films to make up these posters.



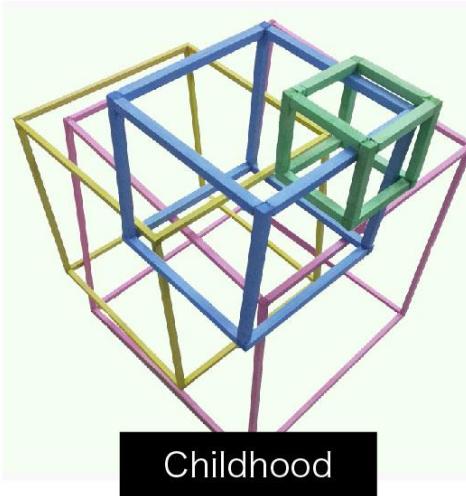
USTB SIGNAGE SYSTEM DESIGN

This work is to improve the signage system of my university-USTB. Through researches, I found the existing system has two main problems: signage information is not obvious in some areas and the whole system is not uniform. Based on these, I designed a new signage system.

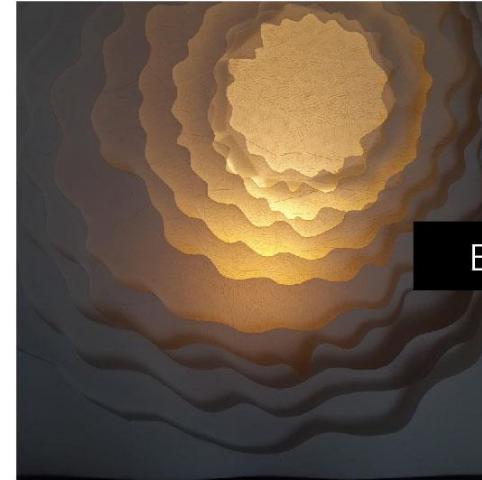




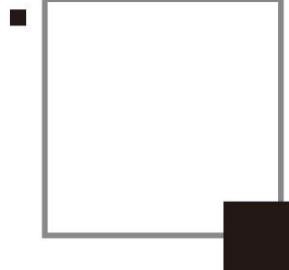
3D COMPOSITION



Made By Wood



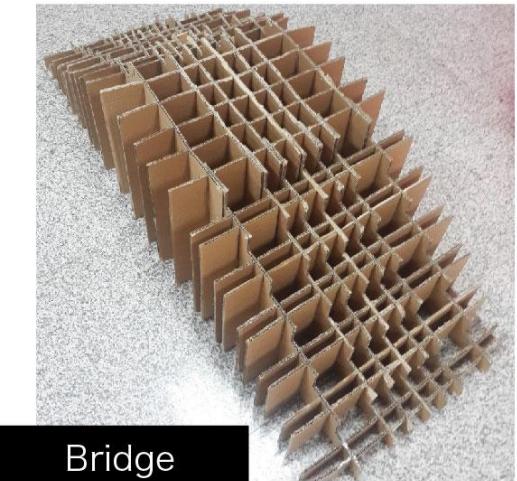
Made By Paper



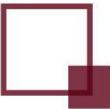
These are my couseworks of the 3D Composition course.
Each of them has a theme, and I use defferent materials and
ways to express my thought and feeling towards them.

I Have A Dream

Made By Cotton thread



Made By Paper



THANK YOU

FOR WATCHING

YICHUN ZHANG Tel-(+86)18813128543 Email-604951848@qq.com