

PORTFOLIO

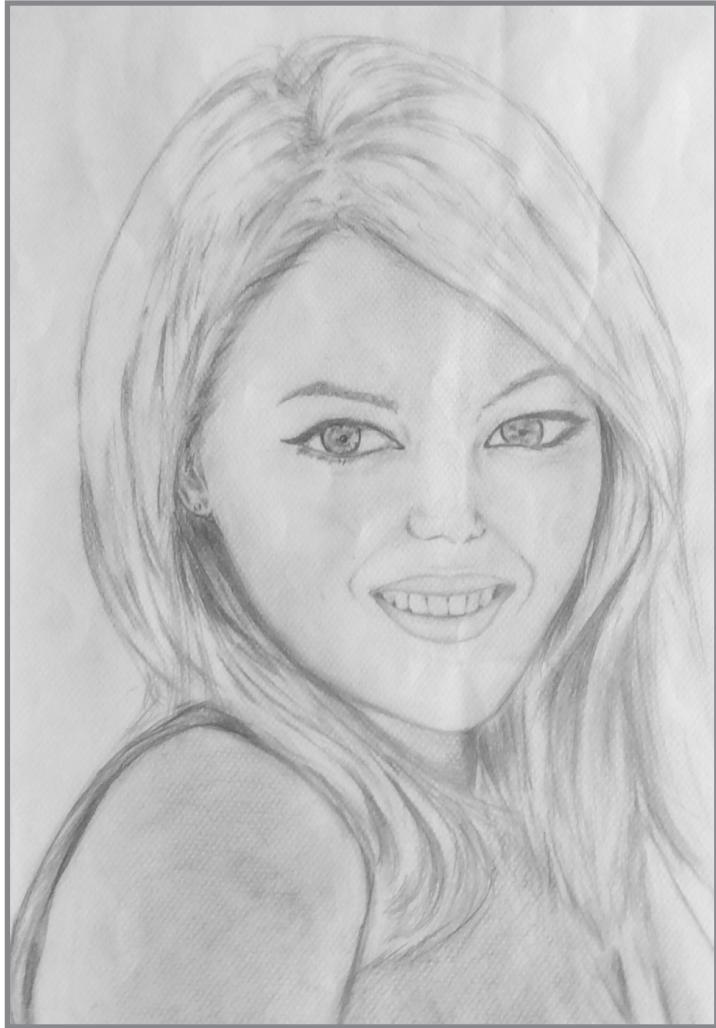
Raymond (Zi Feng) Xian

Contents

1. Early Works

5. Architectural Design

20. Branding and Icon designing



HB
4B
2B
Pencil



HB
4B
2B
Pencil

An early piece of realism, utilizing forms of shading techniques to highlight and celebrate human form and proportion in realistic representation.

A later form of realism, using more advanced shading techniques to bring out hair and facial features in order to bring it closer to its original image.



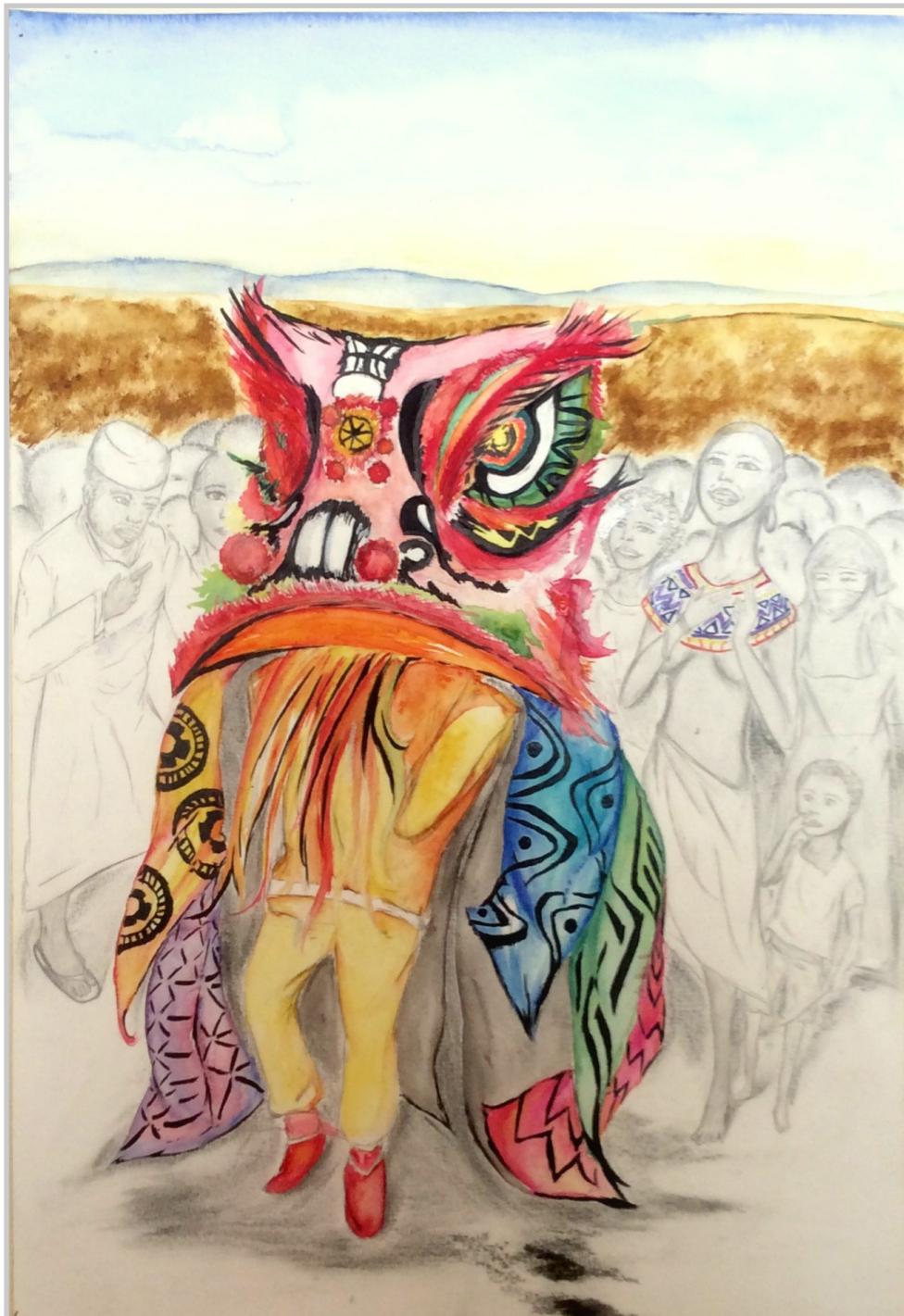
Black Ink
HB, 2B Pencil
Watercolour
Chalk

A three part watercolour piece reimagining human emotions as forms of colour. This piece mainly focuses on anguish, naivety and anger as the use of negative space and contrasting colours help bring out each emotion individually. As a result, it ultimately shows how important it is to gain awareness of each other's emotions in our daily lives.

*Black Ink
HB, 2B Pencil
Watercolour
Acrylic*

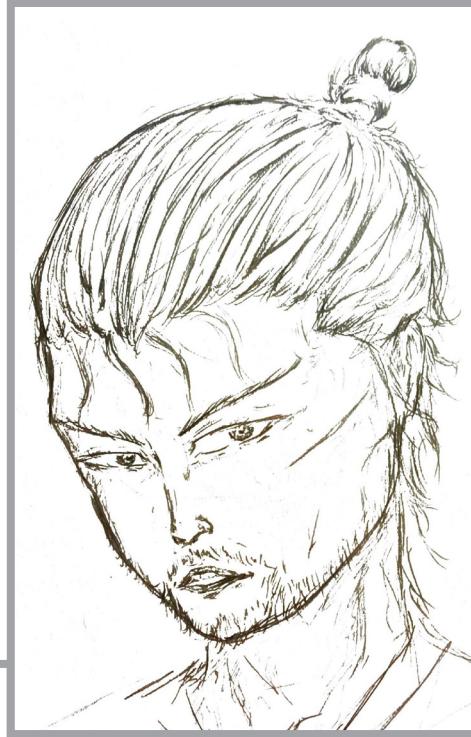
A mixed media piece illustrating a Chinese Lion Dancer amongst an African community.

The piece illustrates an exchange of culture and traditions, and the mutual appreciation shared between both parties as they learn to coexist with one another in our present day.





A sketch that ties in human emotion with linking objects that bring out symbolic messages that tell a story of heartbreak and loss.



A semi-realism piece that illustrates modern senses of hair fashion; representing the ever changing tastes of society and what people perceive to be culturally acceptable.

An expository social commentary sketch that highlights the habits of youth and the consumption of drugs in our daily society.



A semi-realism piece that illustrates new ways people can perceive realism with slight changes to proportion and form.





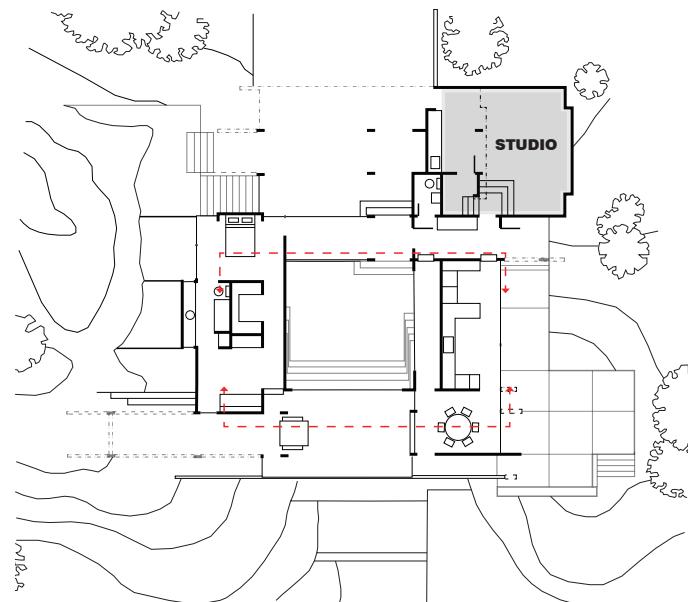
T
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A tessellation project I did early in the ENDS program whereby I was trying to reimagine the organic form of a heart as shapes and sliders. The final result as an outer shell displaying the more modular tessellation while the inside curves reflect the organic nature of the orginal shape.

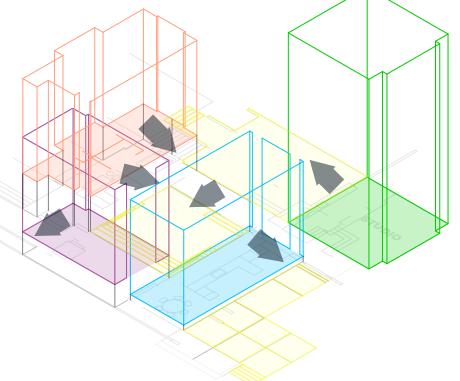
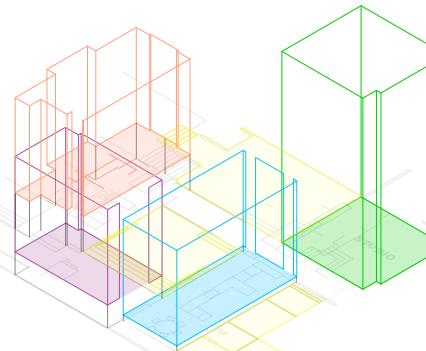
smith house two

A STUDY OF SPATIAL EXPERIENCE AND PROGRAMMATIC INTERACTIONS

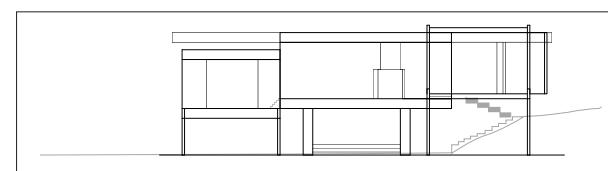


Adobe Illustrator

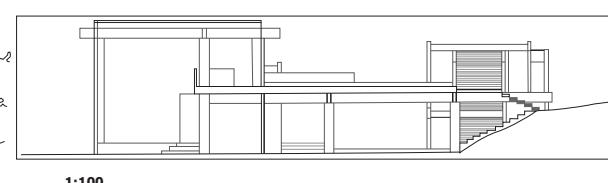
Spatial Experience



Sections



1:100



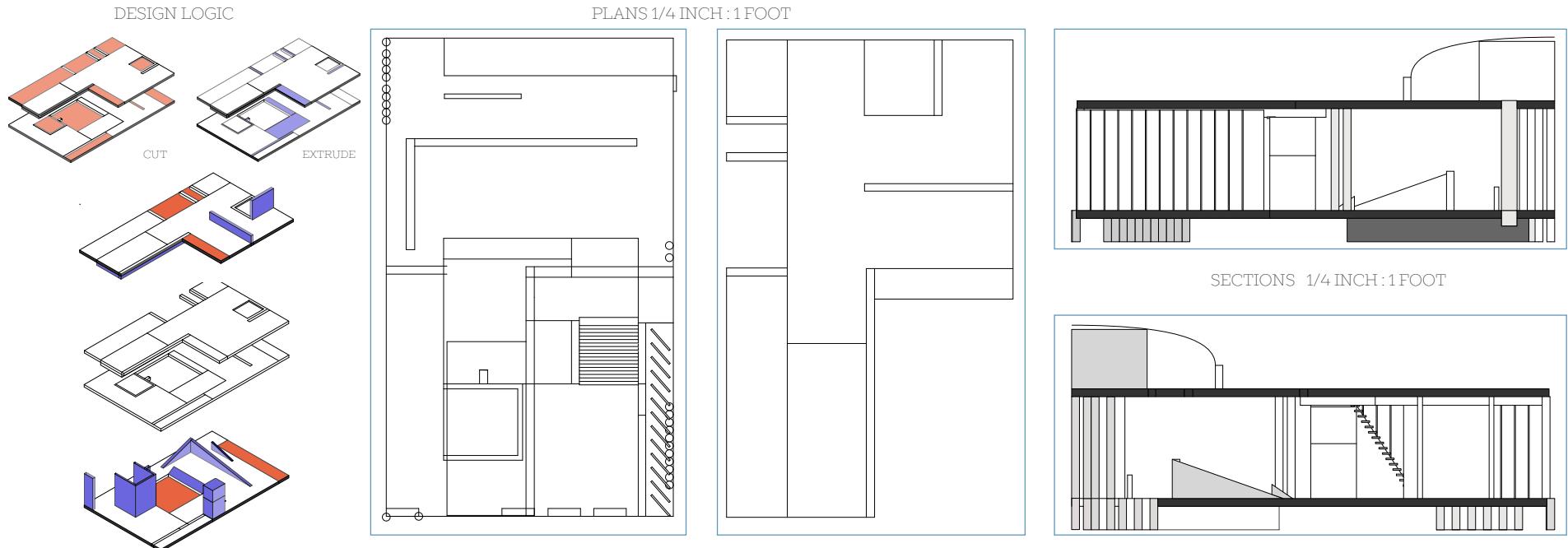
1:100

Programmatic Interactions



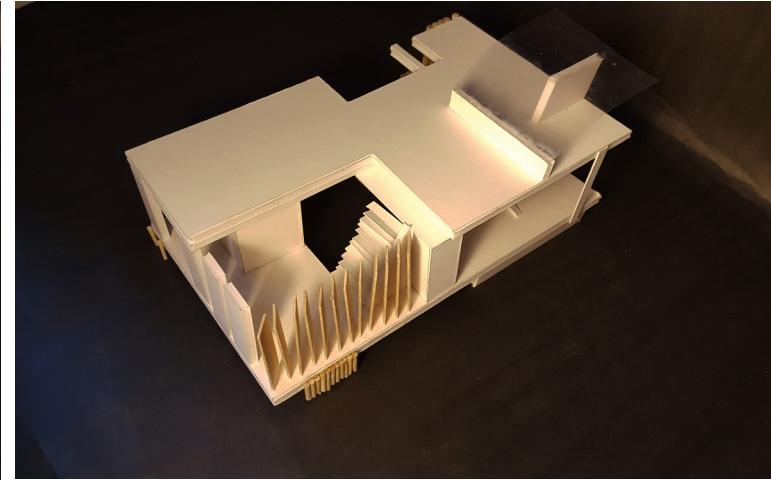
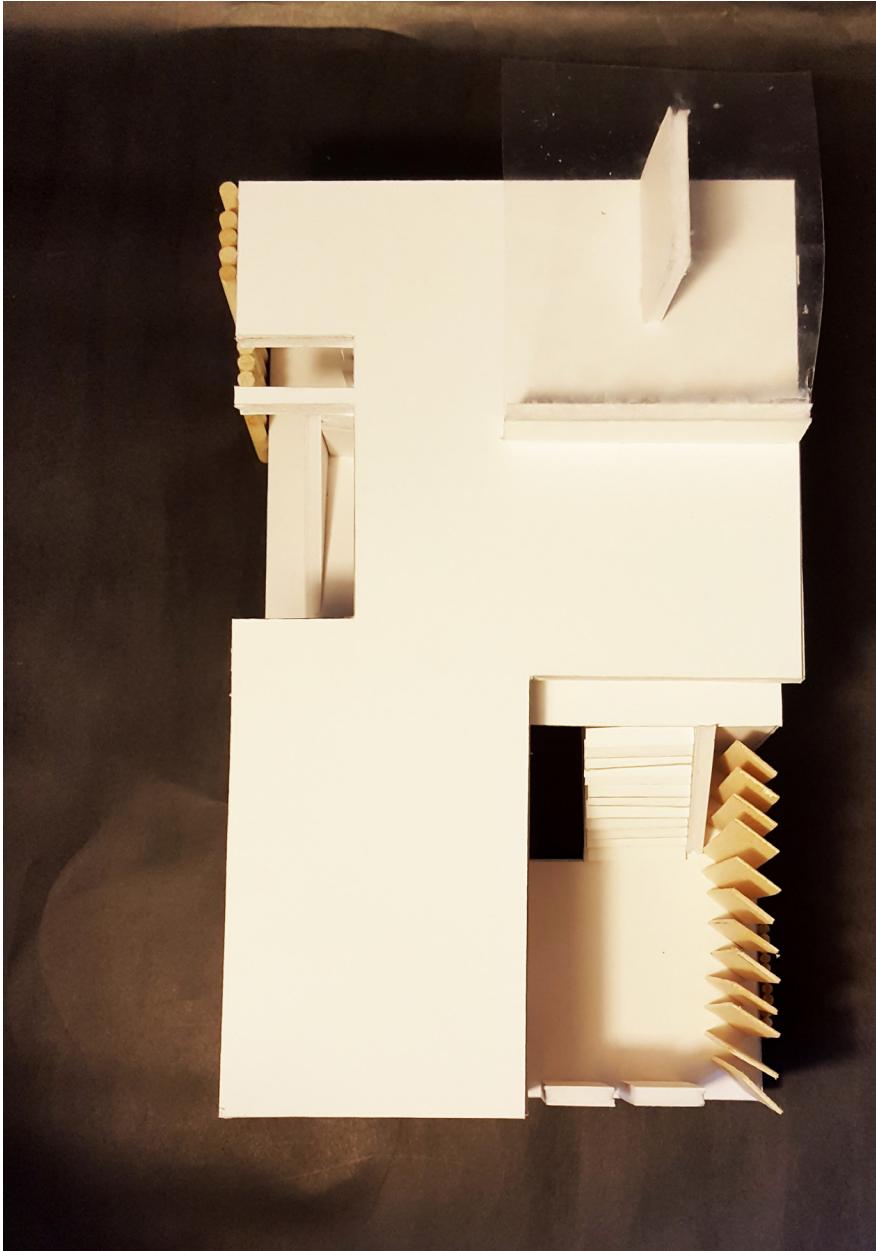
A personal exploration on an initial collaborative project where I explore the spatial and programmatic dynamics of the Smith House 2; analyzing and comparing the differences between each elevation.

breathe



Adobe Illustrator

"Breathe" was another individual project done in the first year of ENDS where I was challenged to explore spatial diversity by dipping and extruding different shapes of a flat platform in order to create an occupiable pavillion. Here, I was able to cut, retract, extrude and link various elements of lines on a plane to make an interesting and peculiar spaces for people.

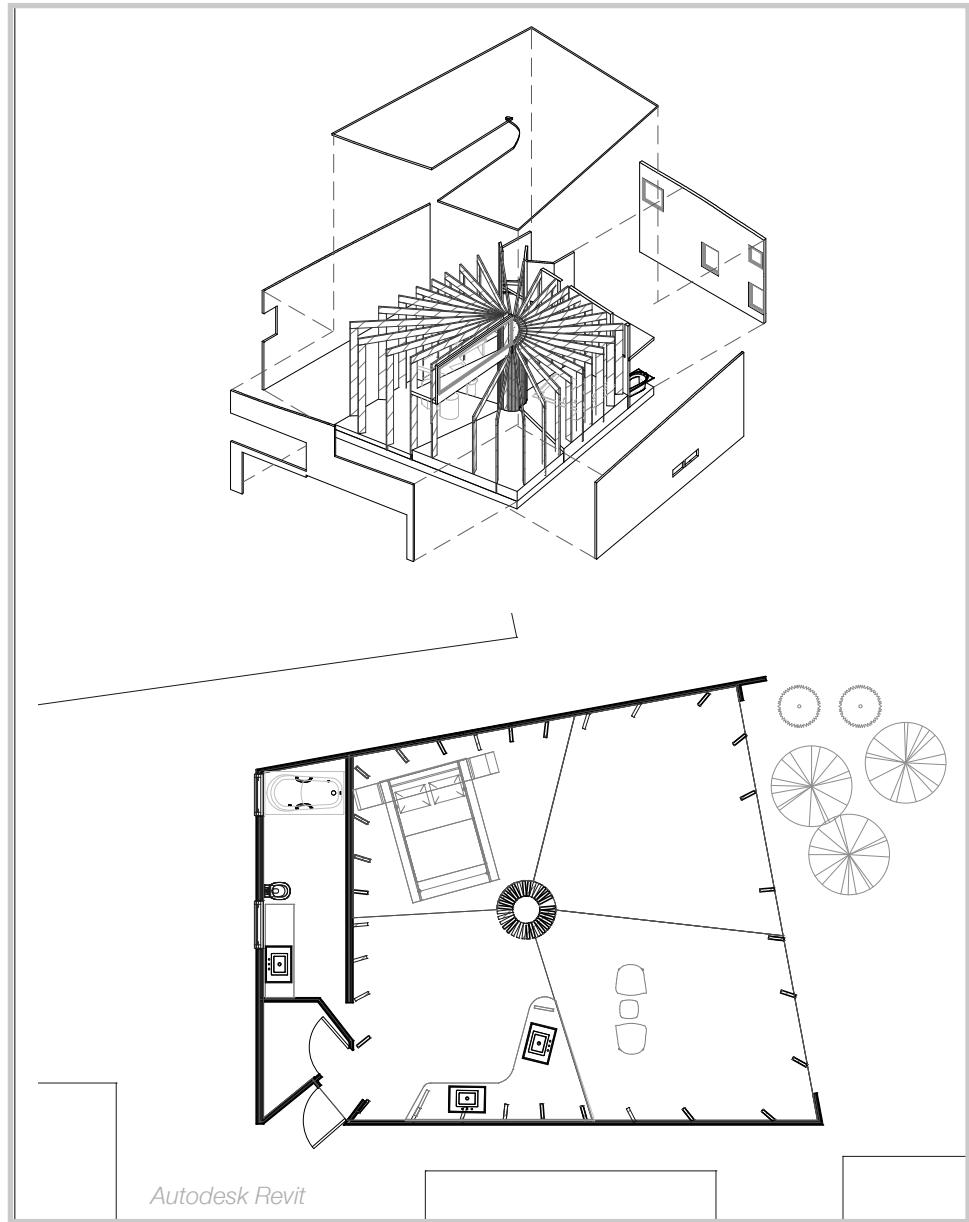
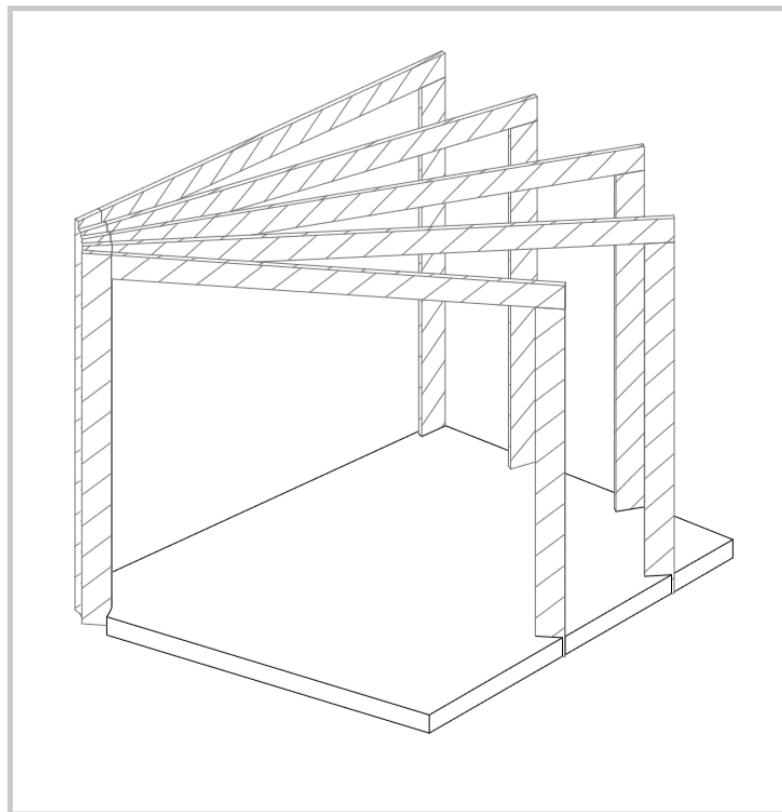


*Foam board
Wooden dowels
Thin wood sheets*



tree house

An exploratory Revit project whereby I was able to unfold the inner workings of Mt.Fuji Architects' "Tree House" in terms of its inner structure as well as its final layout in order to execute a peculiar experience for its residents.



jan shrem and maria manetti shrem museum of art : the skin

A collaborative project exploring the ‘skin’ of the manetti shrem museum’s roof whereby I was in charge of model making process; mainly focusing on the perforated roof members and built structure in order to create a small replica of the roof’s influence on lighting on spatial experience.

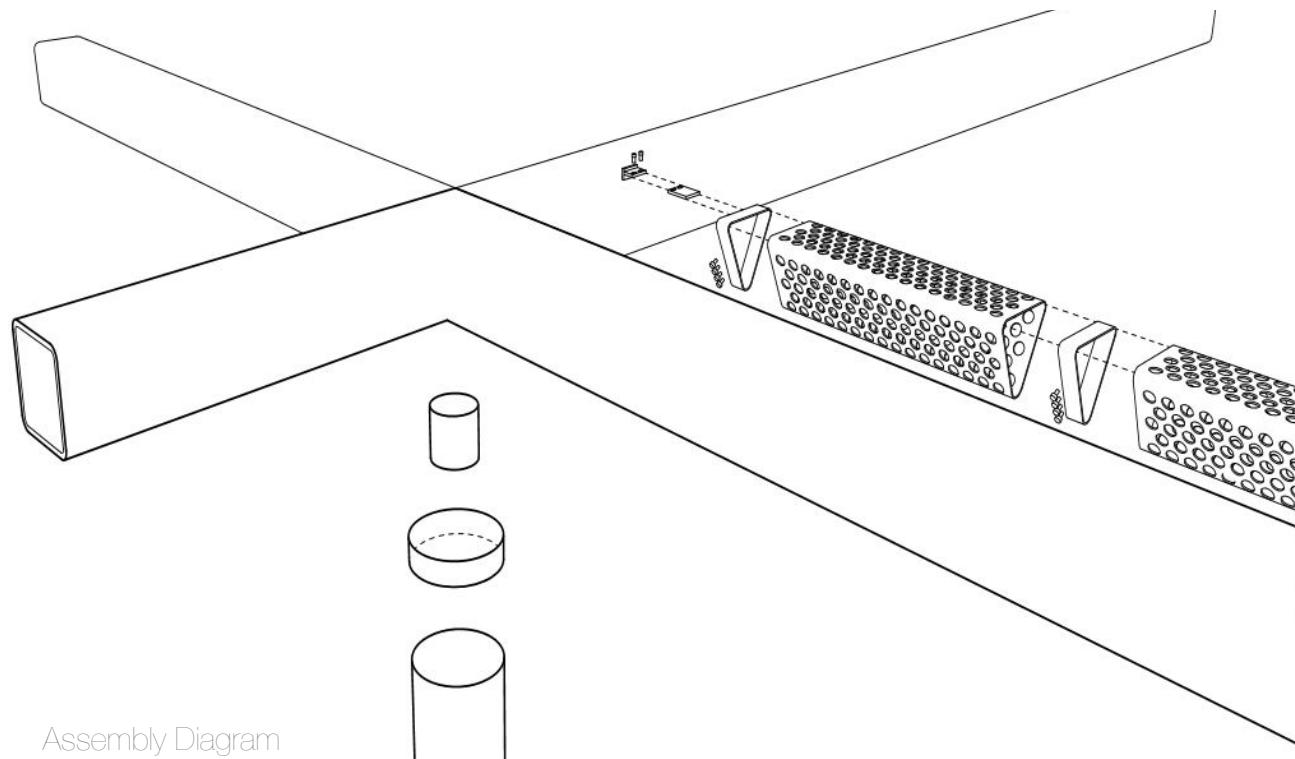


*MDF wood
Wooden dowels
Thin acrylic
Chip board
White Spray paint
Construction paper*

Adobe Illustrator



Shadow Diagram



Assembly Diagram

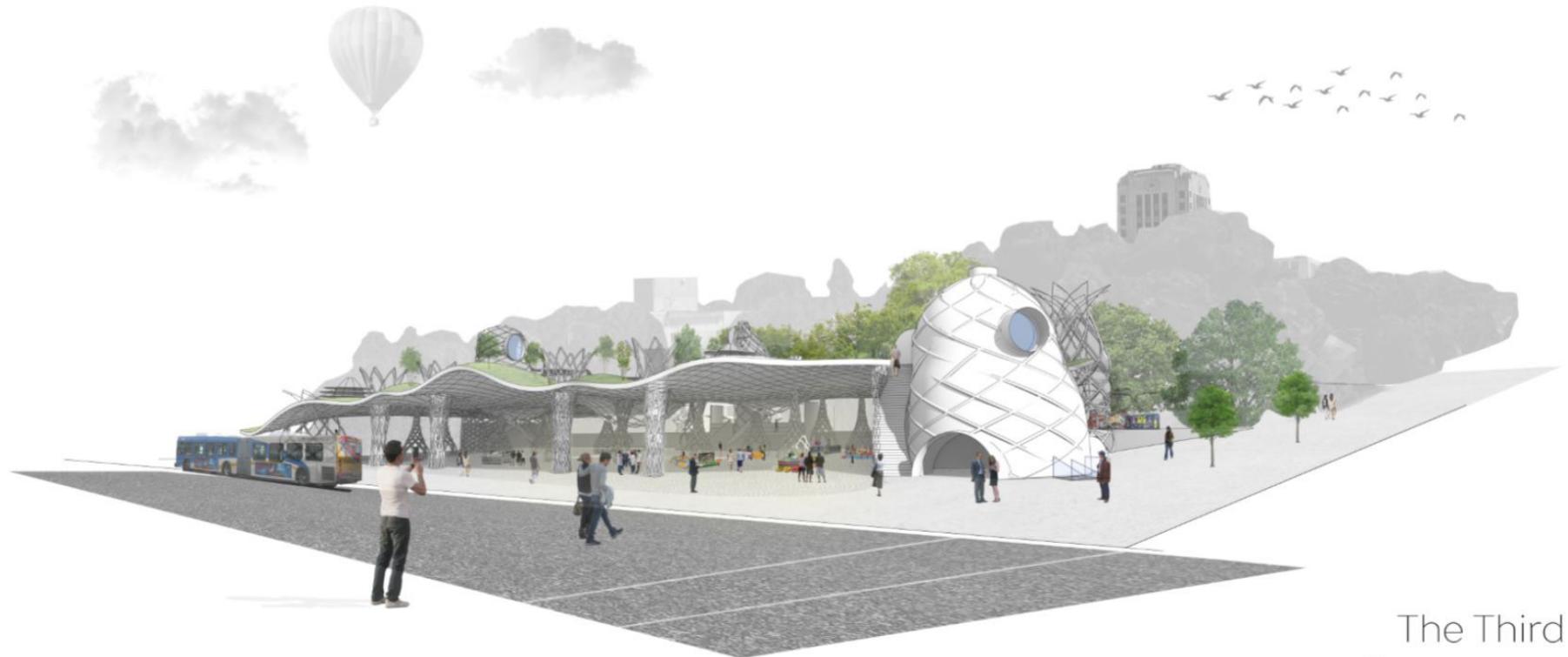
Daylight Interaction



sound box

The sound box was an individual project exploring one of the many values of the site in our final project of 4th year ENDS Term 1. In this piece, I was aiming to reimagine both the public and private ways sound could be perceived and how externalities enrich each experience





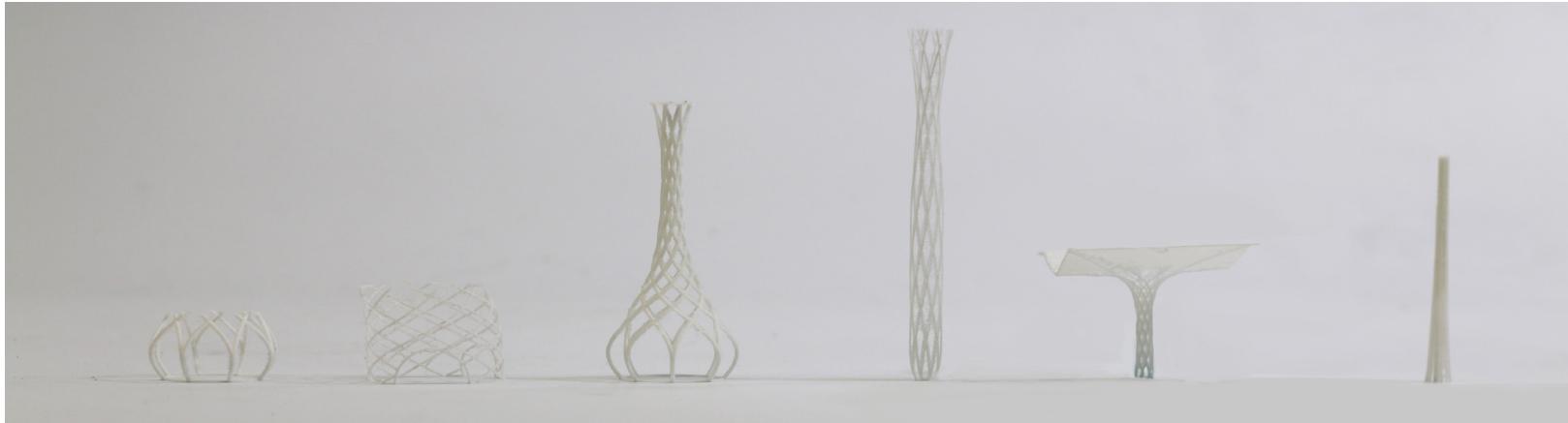
Adobe Photoshop

The Third Space

Douglas Wright + Raymond Xian

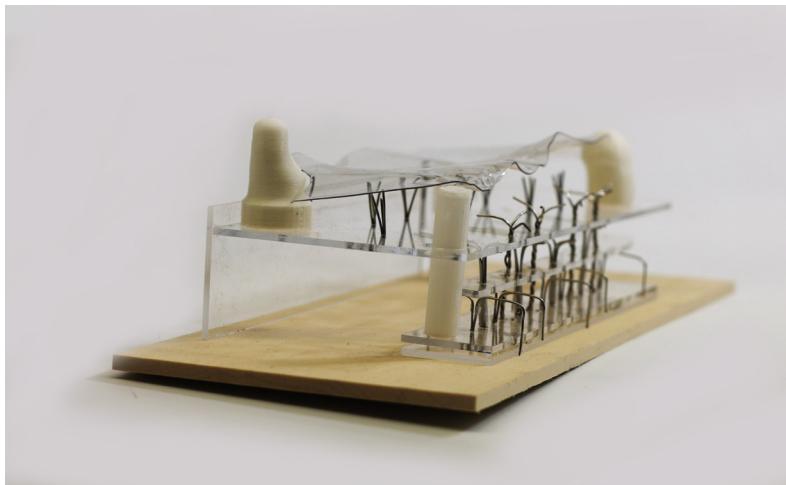
"The Third Space" was a collaborative project to close out the first semester of 4th Year ENDS. Provided with the knowledge about the skins of buildings throughout the term, Douglas and I set out to design an intrinsic and complex space with the marketplace and performance stages in mind. The end product was a dynamic roof garden with a vibrant market place on the ground level stitched together with modular columns as a space of interaction, commerce and fruition.

Modular columns present in the project



3D print from filament

Basswood, wire, acrylic



Site scale model

Chipboard, Acrylic, Rockite



Exploratory piece model of the roof



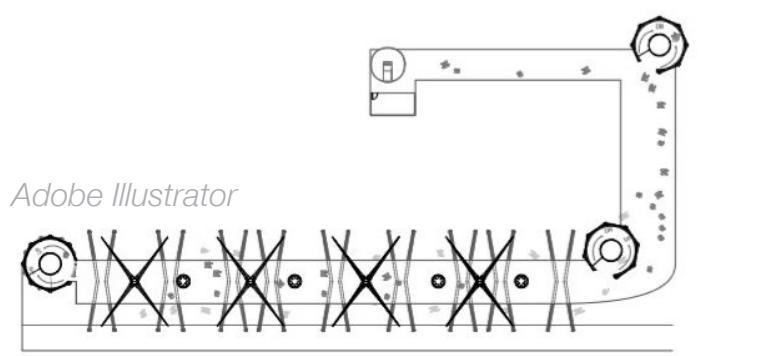
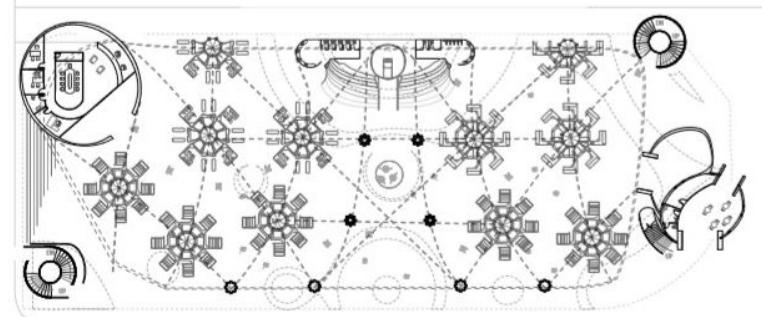
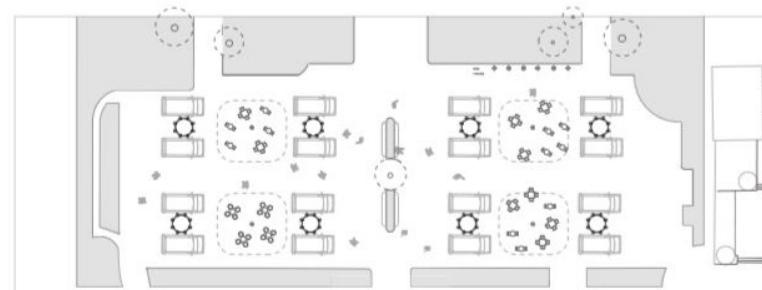
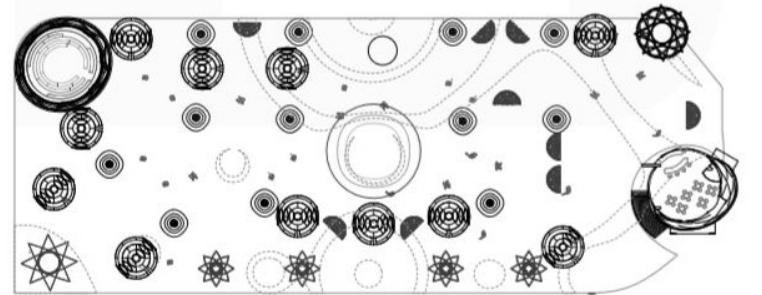
Back of Site Render

Adobe Photoshop



Market Render

Adobe Photoshop

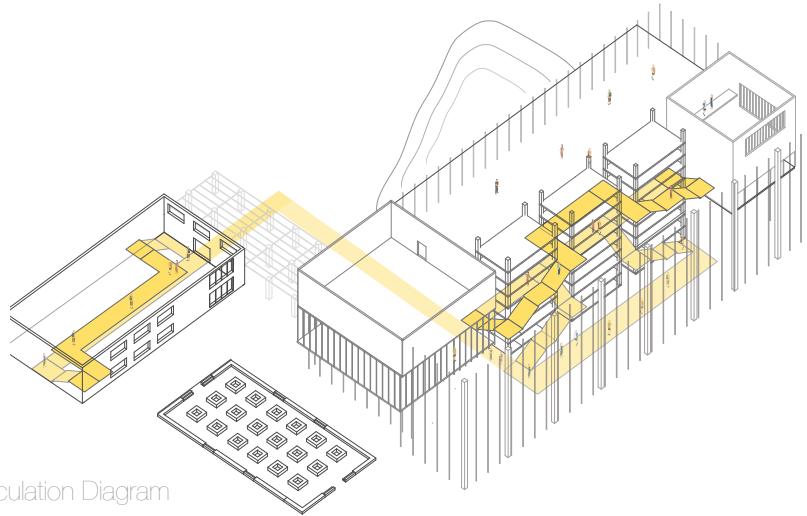


Adobe Illustrator

duo vista - library and multimedia space

Using the idea of multiple perspectives creating varying experiences for each individual user, the two drastically different libraries were created.

Incorporating moments of quiet versus loud, traditional versus contemporary, and spacious versus confined, Duo Vista creates a binary within the site that integrates itself into it's context. The seemingly contrasting areas of the site addresses the various cues to create a dynamic experience.

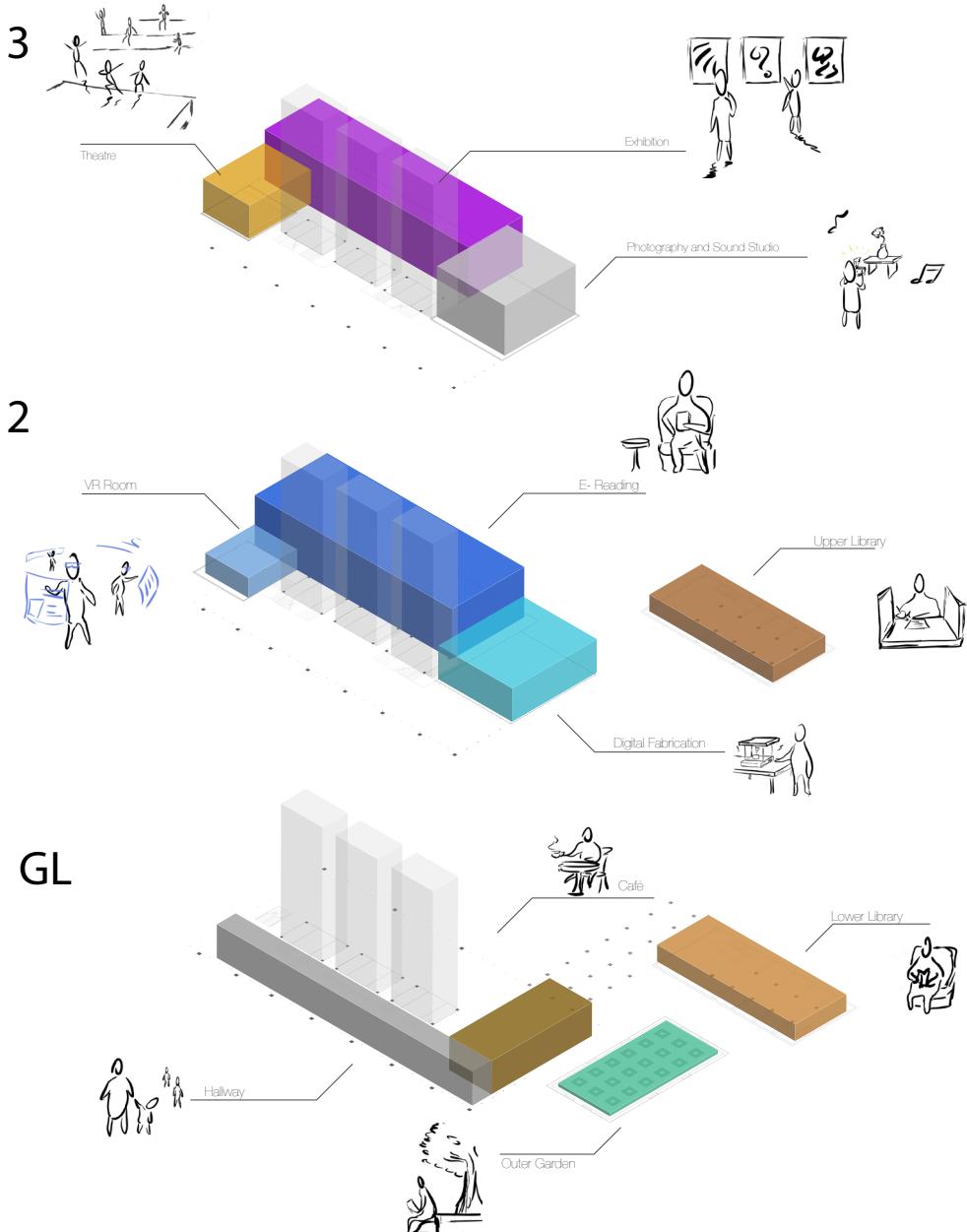


Atrium Render

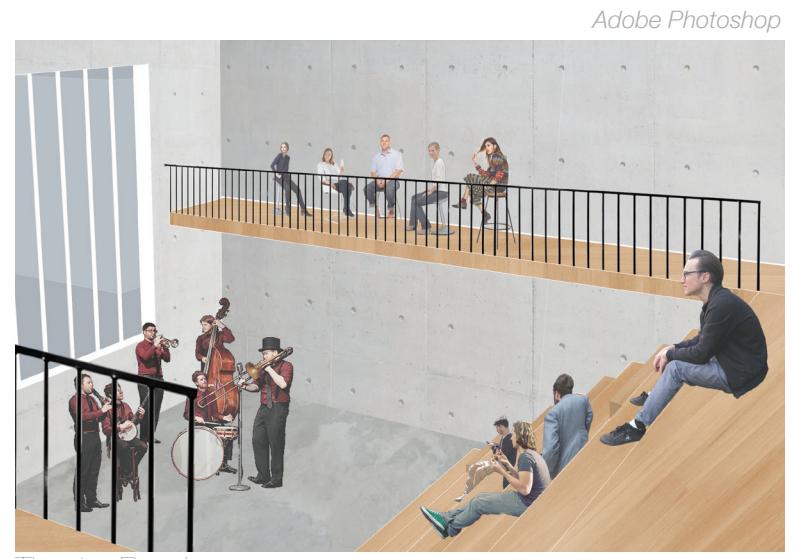


Adobe Photoshop

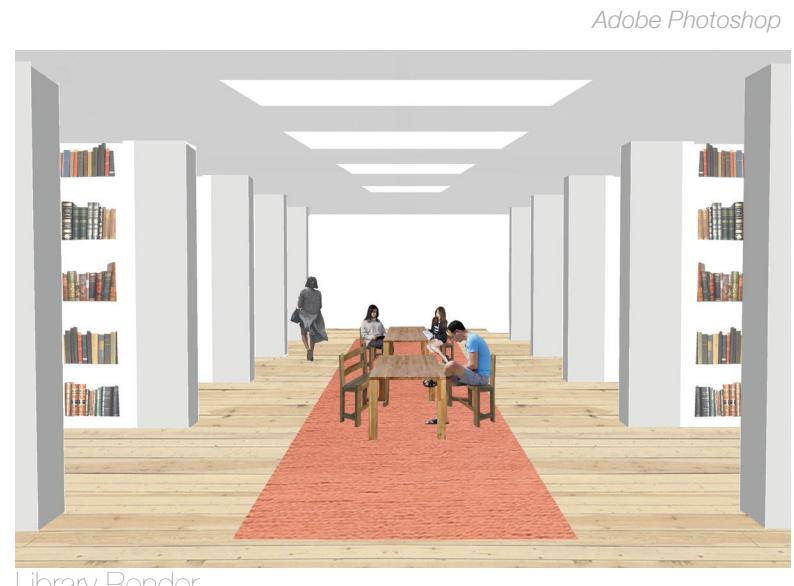
Programmatic Diagram



Adobe Illustrator



Adobe Photoshop

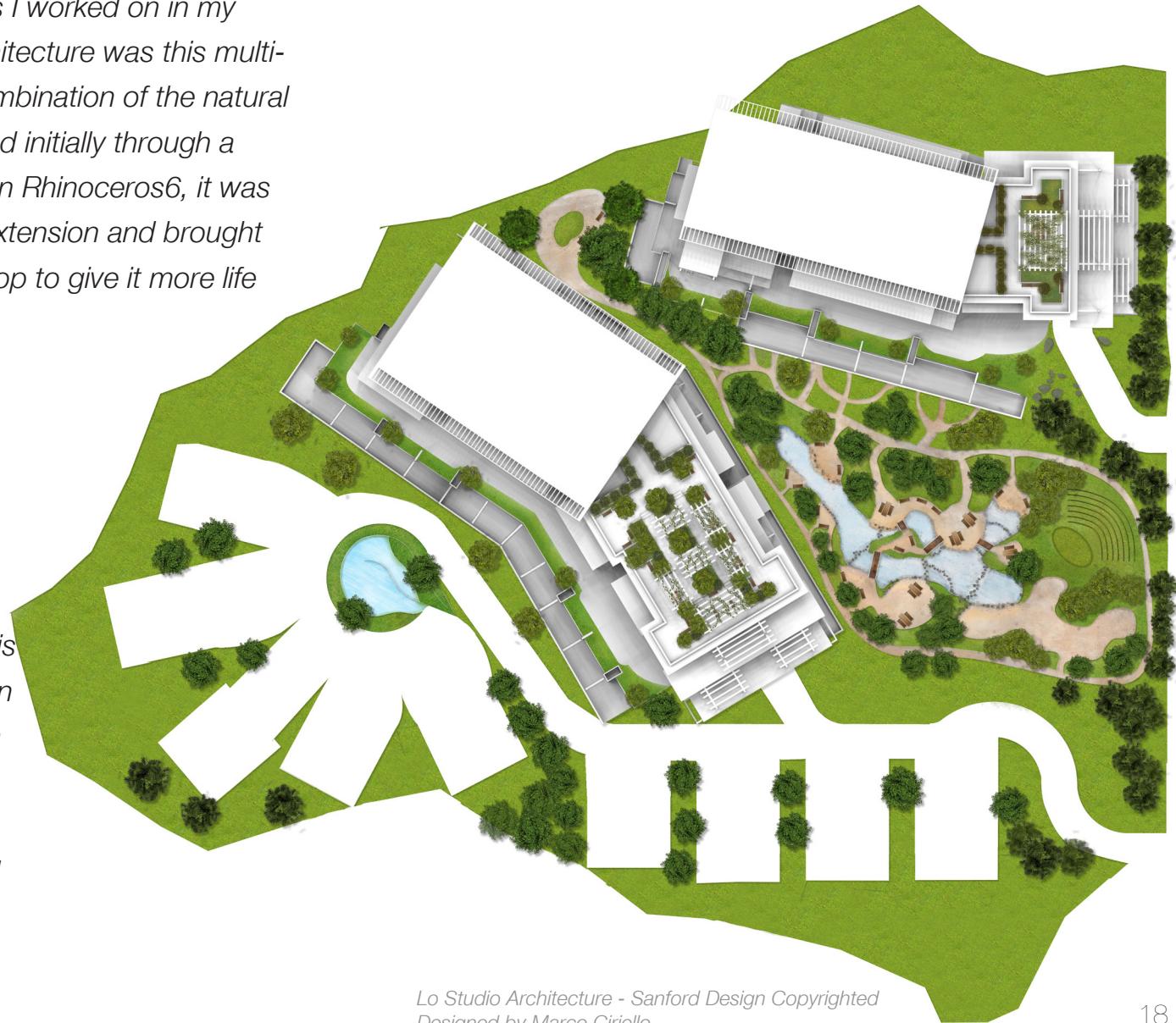


Adobe Photoshop

1500 Coast Meridian Road - Lo Studio Architecture - Sanford Design

One of the more extensive projects I worked on in my time at the office of Lo Studio Architecture was this multi-family complex that exhibited a combination of the natural and the built environment. Executed initially through a 3D modelling of the housing units in Rhinoceros6, it was then rendered with the Flamingo extension and brought into Adobe Illustrator and Photoshop to give it more life through rendering.

The final product was a central luscious walking park that encapsulates a water feature while pines and ferns litter around to create a seamless boundary between what is natural and what is man-made. This idea spreads upon the patios and roofs of the garden facing units as the green blends into the units' planters creating a marriage between the building and its surroundings.

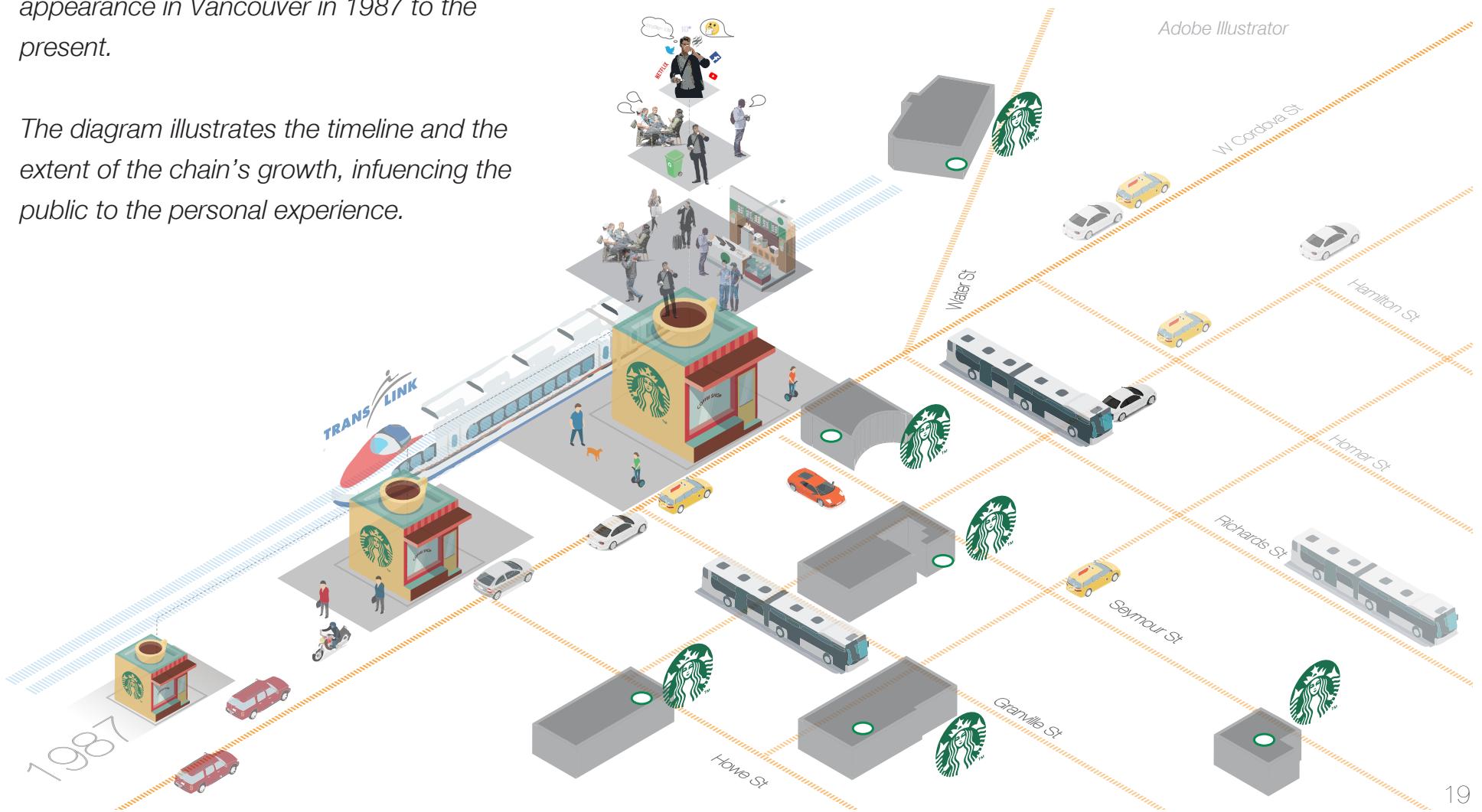


*Lo Studio Architecture - Sanford Design Copyrighted
Designed by Marco Ciriello*

Transect - The Exploration of the Waterfront node

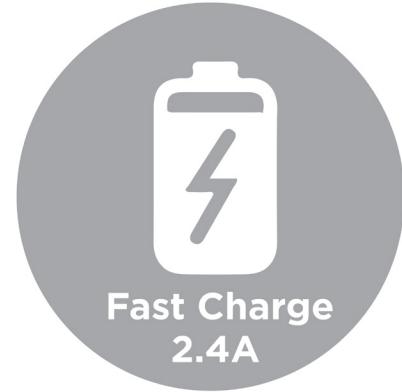
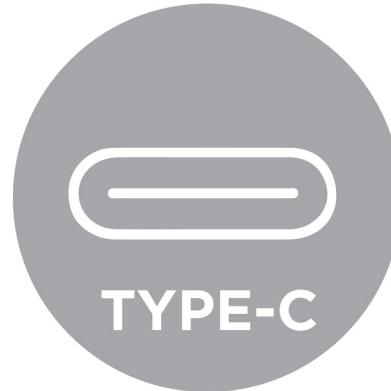
An infographical study exploring the node of downtown's Waterfront station and the rise of the Starbucks coffee chain since its appearance in Vancouver in 1987 to the present.

The diagram illustrates the timeline and the extent of the chain's growth, influencing the public to the personal experience.

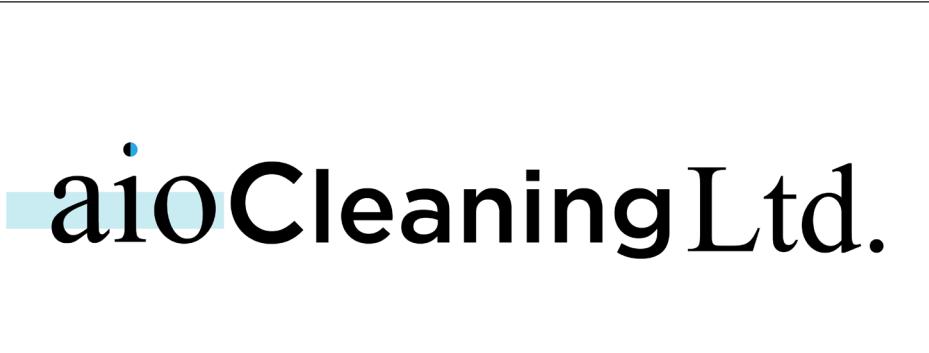


Icon Project: LPI USB-C Charging cables

A simple yet useful project, the logo project I did with LPI proved to be a good exercise in helping me explore the possible ways I can tackle icons and have them suit the style and detail to the client's needs. As a result, the insight i was able to obtain from this short project allowed me to understand a different perspective of the design world and ultimately, helped me branch out to other forms of commercial design



Branding Project: AIO Cleaning Ltd.



aioCleaning Ltd.



AIO Cleaning Ltd.



aioCleaning LTD.



AIO Cleaning LTD.

My dive into the branding world started with a startup client who was interested in having a clean and modern logo design that is both memorable and pleasing to the eyes. As a result, I branched out from this main idea and came up with 4 designs that fit the same formula while still maintaining creative integrity over the colour and typographical choices.

i. clean design

front



ii. detailed design

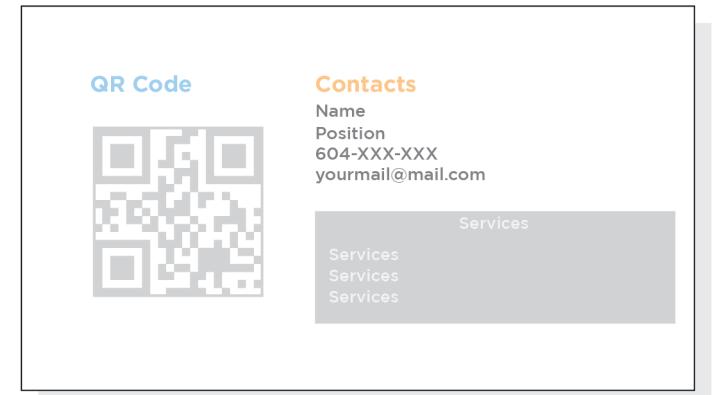
front



back



back



Adobe Illustrator



JUNHAO TRADING COMPANY

Logistics Products Wholesale Distributor



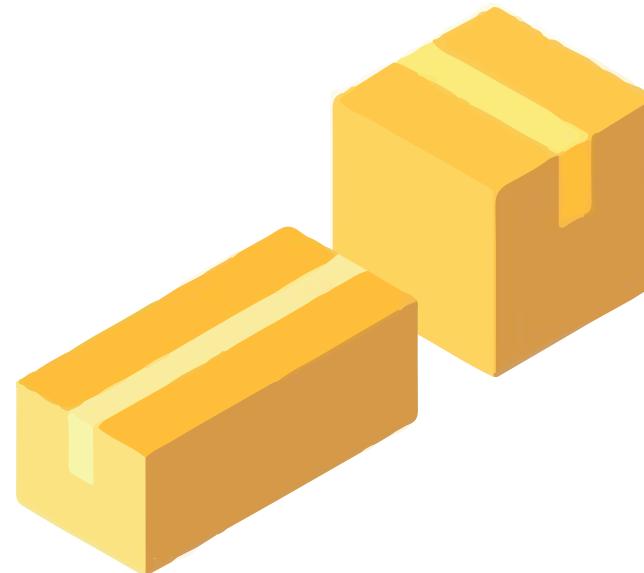
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The Mission

JUNHAO Trading Company will be a logistics products wholesale distributor, focusing on supplies for packaging, shipping, warehouse storage, safety, and office.



BRAND GUIDELINES



Brand Name and Logo



CYAN/TWITTER BLUE #00ACEE
RGB: 0,172,231 CMYK: 81,9,0,0



JUNHAO TRADING COMPANY



BLUE-MAGENTA #2F27B
RGB: 47,47,123 CMYK: 100,99,18,5



GREY-BLACK #231F20
RGB: 35,31,32 CMYK: 0,0,0,100



Logo Inking



JUNHAO TRADING COMPANY

Greyscale



JUNHAO TRADING COMPANY

Black on White



JUNHAO TRADING COMPANY

White on Black



Logo Spacing Specifications

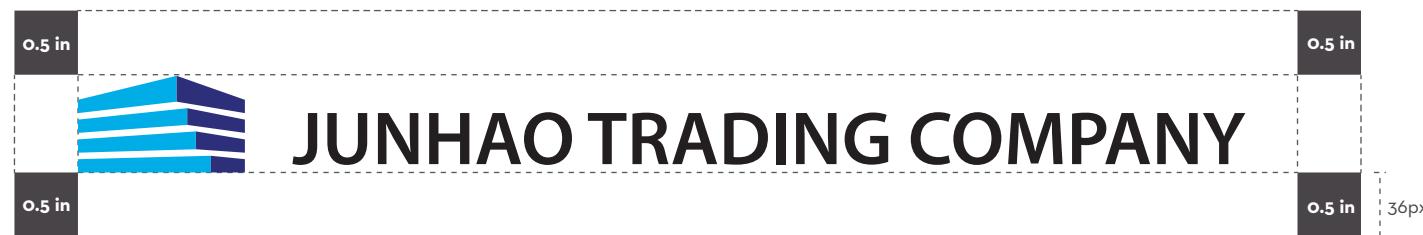
Minimum Size

not to scale



For its minimum size, please ensure that the logo displayed is at least a length of 5.4in (246px) and a height of 0.5in (36px)

Minimum Clearing



During use, please ensure a minimum clearing of 0.5 in within the four corners as indicated above.



Logo Spacing Specifications Cont.

Size Ratios



Per use, please ensure that the ratio of 11:1 is maintained between the length and height of the logo.

Logo Font- Myriad Pro-Semibold



BRAND GUIDELINES

Myriad Pro-Semibold is the only acceptable font for the use of this logo.

Clean and accessible, its legibility and professional look makes it suitable for a clean company forefront.



Logo - Chinese (中文) Variation

Size Ratios



Per use, please ensure that the ratio of 7.5:1 is maintained between the length and height of the logo respectively.

Logo Font- Myriad Pro-Semibold and Microsoft YaHei UI

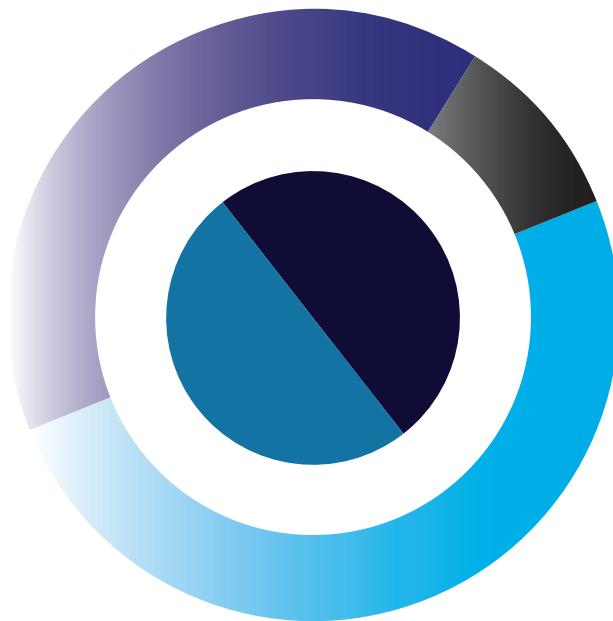


Myriad Pro-Semibold (for the English) and Microsoft YaHei UI (for the Chinese) is the only acceptable font for the use of this logo.

BRAND GUIDELINES



Colour Palette



Primary Colours



#00ACE7

RGB: 0,172,231 CMYK: 81,9,0,0
PANTONE: 2202 U



#2F27B

RGB: 47,47,123 CMYK: 100,99,18,5
PANTONE: 2118C



#231F20

RGB: 35,31,32 CMYK: 0,0,0,100
PANTONE: 419 C

Secondary Colours



#0073A2

RGB: 0,115,162 CMYK: 89,49,18,1
PANTONE: 307 U



#09003A

RGB: 9,0,58 CMYK: 98,93,38,60
PANTONE: 20-0142TPM / 296 C



Unacceptable Colour Variations



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



Unacceptable Logo Variations



- ✖ Do not stretch the logo in any way



- ✖ Do not rotate/tilt the logo in any way



- ✖ Do not use any other colours other than the indicated



- ✖ Do not resize any elements to be bigger/smaller than indicated



- ✖ Do not stack or recompose the logo other than its horizontal form



- ✖ Do not add any effects ie. a drop shadow, glow, feather



Typography - English



JUNHAO TRADING COMPANY

Myriad Pro - Semibold

Titles and Topics

AaBbCc123

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
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
1 2 3 4 5 6 7 8 9 0 \$ % & (, ; : # ! ?)

Neutra Text - Book

Body text

AaBbCc123

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
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
1 2 3 4 5 6 7 8 9 0 \$ % & (, ; : # ! ?)

Helvetica Neue- Ultralight

Subtext and footnotes

AaBbCc123

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
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
1 2 3 4 5 6 7 8 9 0 \$ % & (, ; : # ! ?)



Typography - Chinese (中文)



JUNHAO 贸易公司

Microsoft YaHei UI - Regular

Titles and Topics

一二三四五六七

一二三四五六七八九十百千万上
中下左右大小春夏秋冬东南西北
金木水火土天地日月星黑白红橙
黄绿蓝靛紫

Noto Sans SC - Light

Body text

一二三四五六七

一二三四五六七八九十百千万上
中下左右大小春夏秋冬东南西北
金木水火土天地日月星黑白红橙
黄绿蓝靛紫

宋体

Subtext and footnotes

一二三四五六七

一二三四五六七八九十百千万上
中下左右大小春夏秋冬东南西北
金木水火土天地日月星黑白红橙
黄绿蓝靛紫



Design Applications - Business Card

Material:
Cardstock Gloss

Thickness:
16pt.

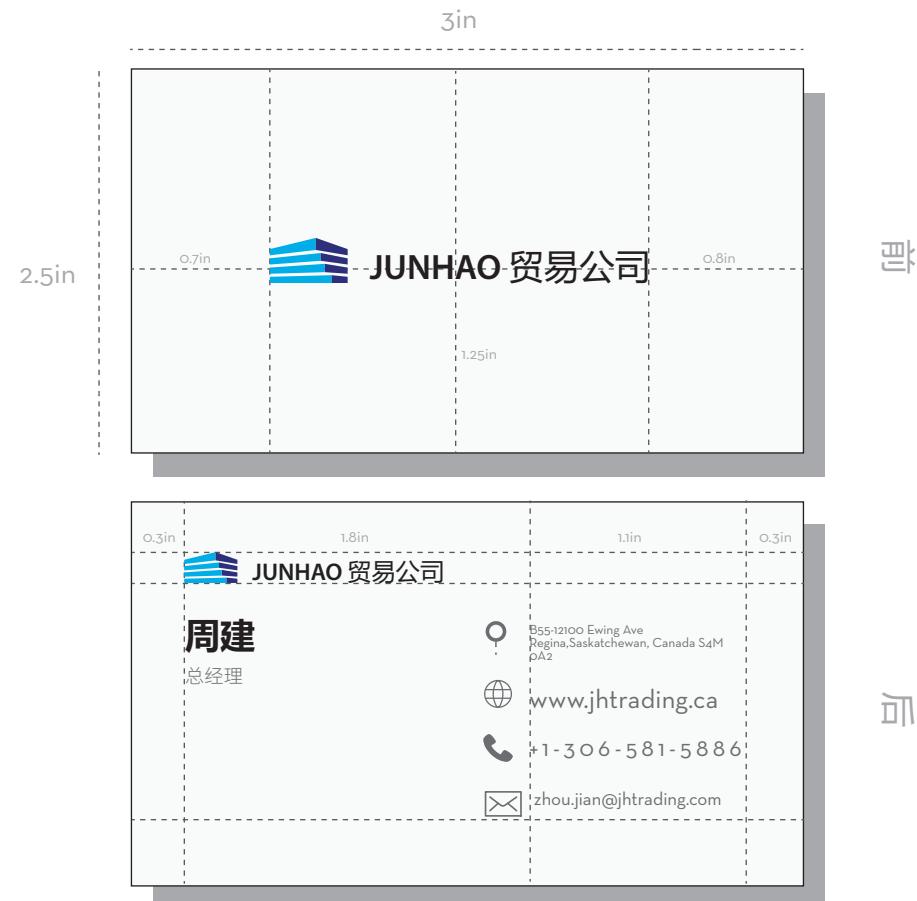


BRAND GUIDELINES

Design Applications - Business Card (Chinese)

Material:
Cardstock Gloss

Thickness:
16pt.





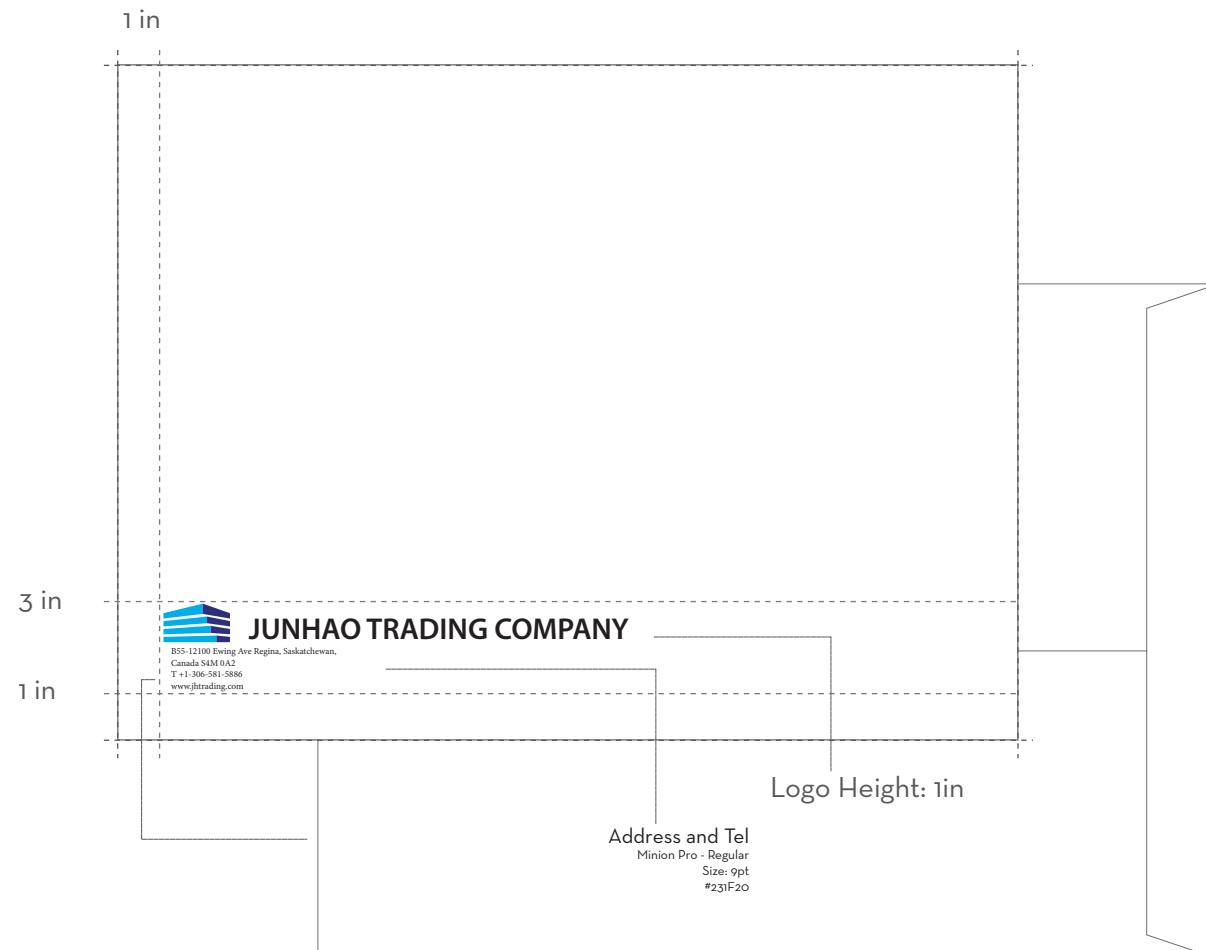
Design Application - Large Envelope

Measurement :
380 x285mm

Material :
Simili paper

Basic Weight :
147 GSM

Thickness:
0.21mm



BRAND GUIDELINES



Design Application - Email Signature

The screenshot shows an email application window titled "Untitled - Brightenvantage". The toolbar includes options like Message, Options, Send, Paste, Bold, Italic, Underline, etc. The message body starts with "Dear All," followed by a placeholder text "This is how to set the Email Signature." Below this, there is a signature block starting with "Best Regards," followed by "Zhou Jian | General Manager" and the company logo "JUNHAO TRADING COMPANY". The logo consists of a blue square icon with white geometric shapes and the company name in bold capital letters. To the right of the logo, there is contact information: Email: zhou.jian@jhtrading.com, Web: www.jhtrading.com, and Address: B55-12100 Ewing Ave Regina, Saskatchewan, Canada S4M 0A2.

Address and Tel	Text body	Name and Title
Times New Roman Regular 10pt Colour: Grey-Black #231F30	Calibri (Body) 11pt Colour: Grey-Black #231F30	Neutra Text - Bold 11pt Colour: Grey - Black #231F30
		Logo 46px in Height

BRAND GUIDELINES



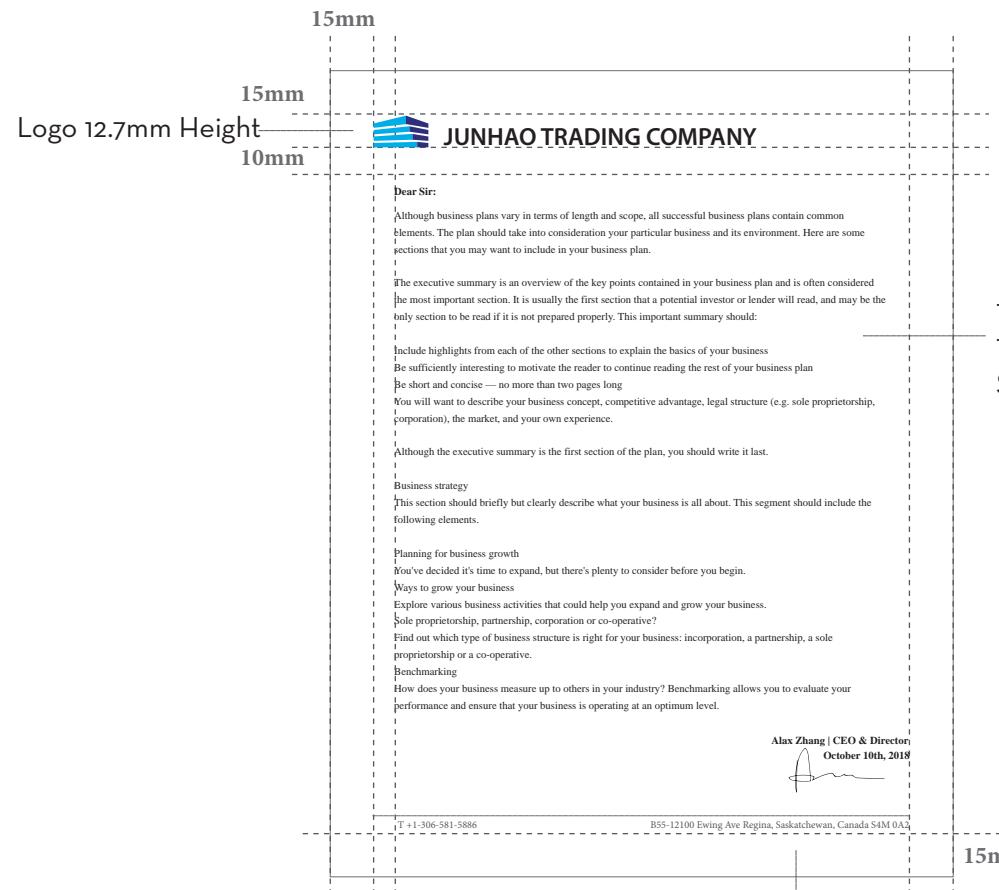
Document Letterhead

Measurement :
215.9 x279.4mm
(8.5x11inch)

Material :
Simili paper

Basic Weight :
147 GSM

Thickness:
0.21mm



Text Body
Times New Roman
Size:11 pt

Address and Tel
Minion Pro Regular
Size: 10pt



Website Banner



BRAND GUIDELINES



Company Official Seal

Make sure to resize official seal to 42mm x 42mm only



File Binder (Legal)

Please refer to attached file in VI package for details.

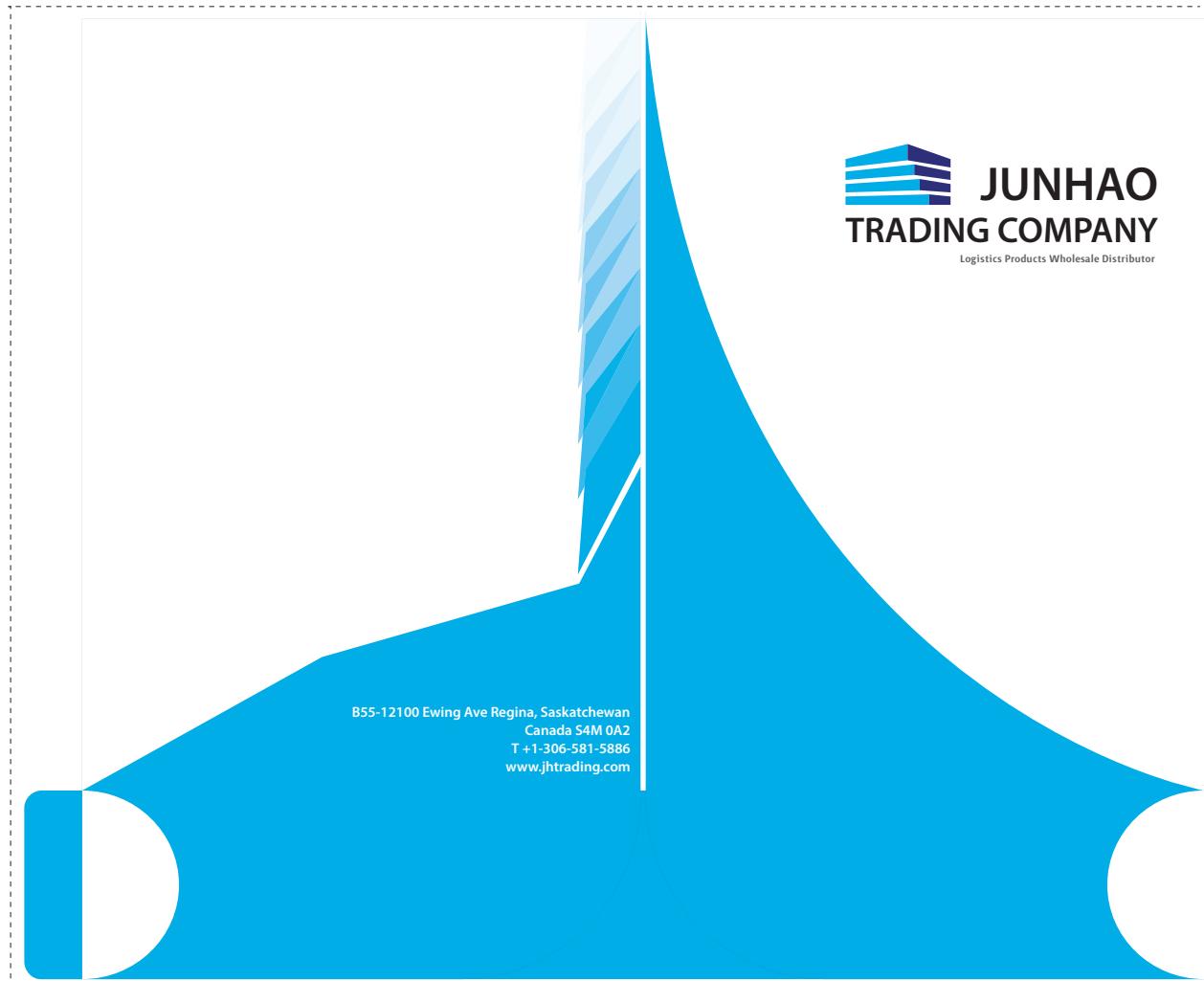


Folder (Legal)

Please refer to attached file in VI package for details.

712mm (28.0 in)

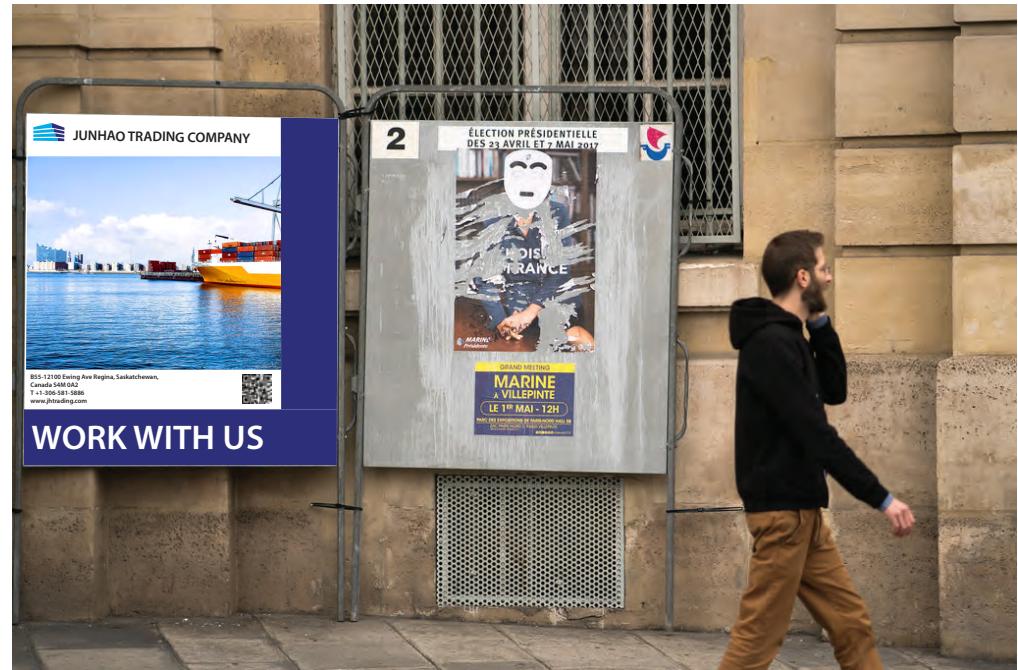
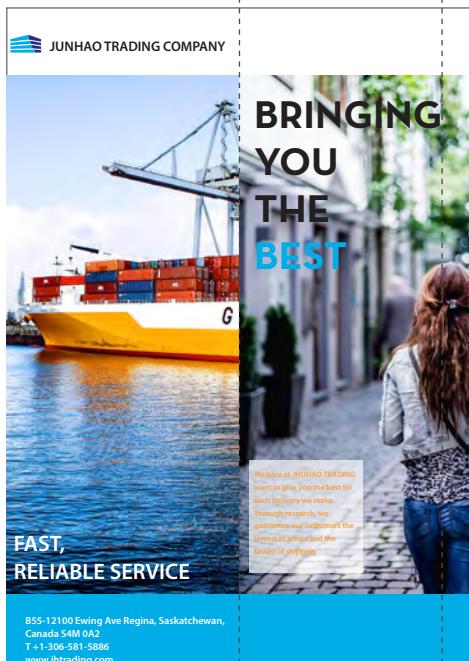
432 (17 in)





Marketing Materials

Flyer



Poster



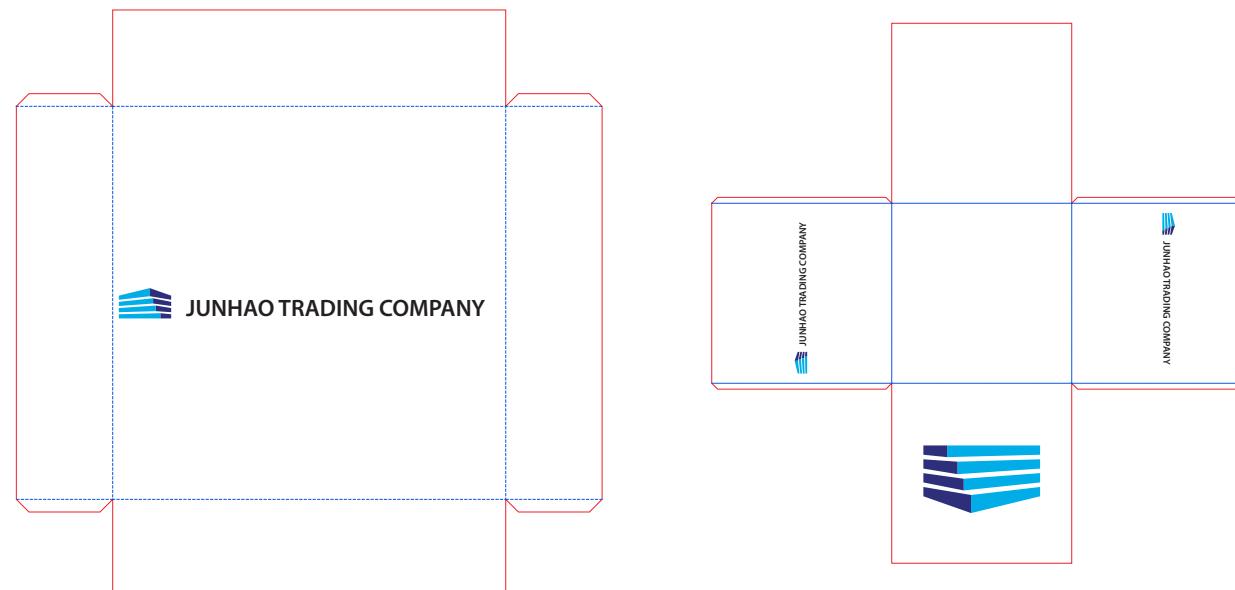
Storage Box Design

Measurement :
12in x 12in x 12in

Material :
Cardboard

Basis Weight :
300 GSM

Thickness:
 $11/64$ in



BRAND GUIDELINES