

BRANDING DESIGN



Addiction Drink

TAZO TEA

This project is resedign the tea brand package. The brand I choose is called TAZO. Because of people's health is increasingly threatened by caffeine additions, Tazo tea brand create a type of herbal tea that there is non-caffeine inside of the tea. The herbal tea is only use the flower or herbals as the ingrediants. It could be a caffeine substitute to reduce people's dependence on caffeine. The benefits of herbal tea has reducing infections, boosting iron in body, promoting flaeless skin, smoothing stomach issues and relieving stress.

Inspiration

Addiction

Since 2011, the public understanding and acceptance of addiction as a chronic brain disease and the possibility of remission and recovery have increased. At the same time, there is growing acknowledgment of the roles of prevention and harm reduction in the spectrum of addiction and recovery. People's addiction to coffee, tea, and alcohol mainly comes from their physiological needs and life pressure.



Caffeine



Coffee & Tea

Both Coffee and Tea as a drink are has caffeine. Caffeine is a kind of central nervous stimulant, which causes addiction. If excessive intake of caffeine, it will lead to muscle twitching. It will also cause irritability and anxiety.

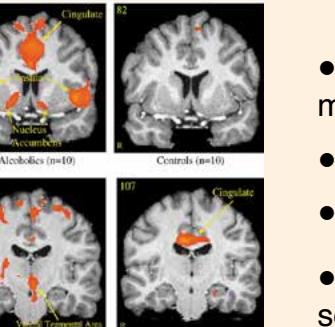
Alcohol



According to the report of WHO in 2004, 2 billion people worldwide drink alcohol, of which 140 million are estimated to be alcohol dependent. Alcohol is the most widely used addictive substance in the world, which permeates daily life, social economy and cultural activities.

Reference

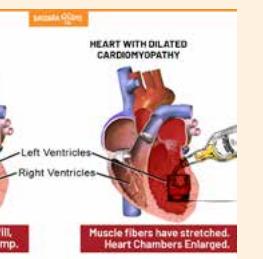
The Effect of Alcohol Addiction



- Alcohol interferes with the brains communication pathways
- Can shrink the frontal lobes of your brain
- Can make you memory loss.
- Affect your ability to perform well in school or work

Heart

- Leading cause of cardiovascular
- Risk of heart attack
- High blood pressure
- Hypertension, heart failure, Arhythmia



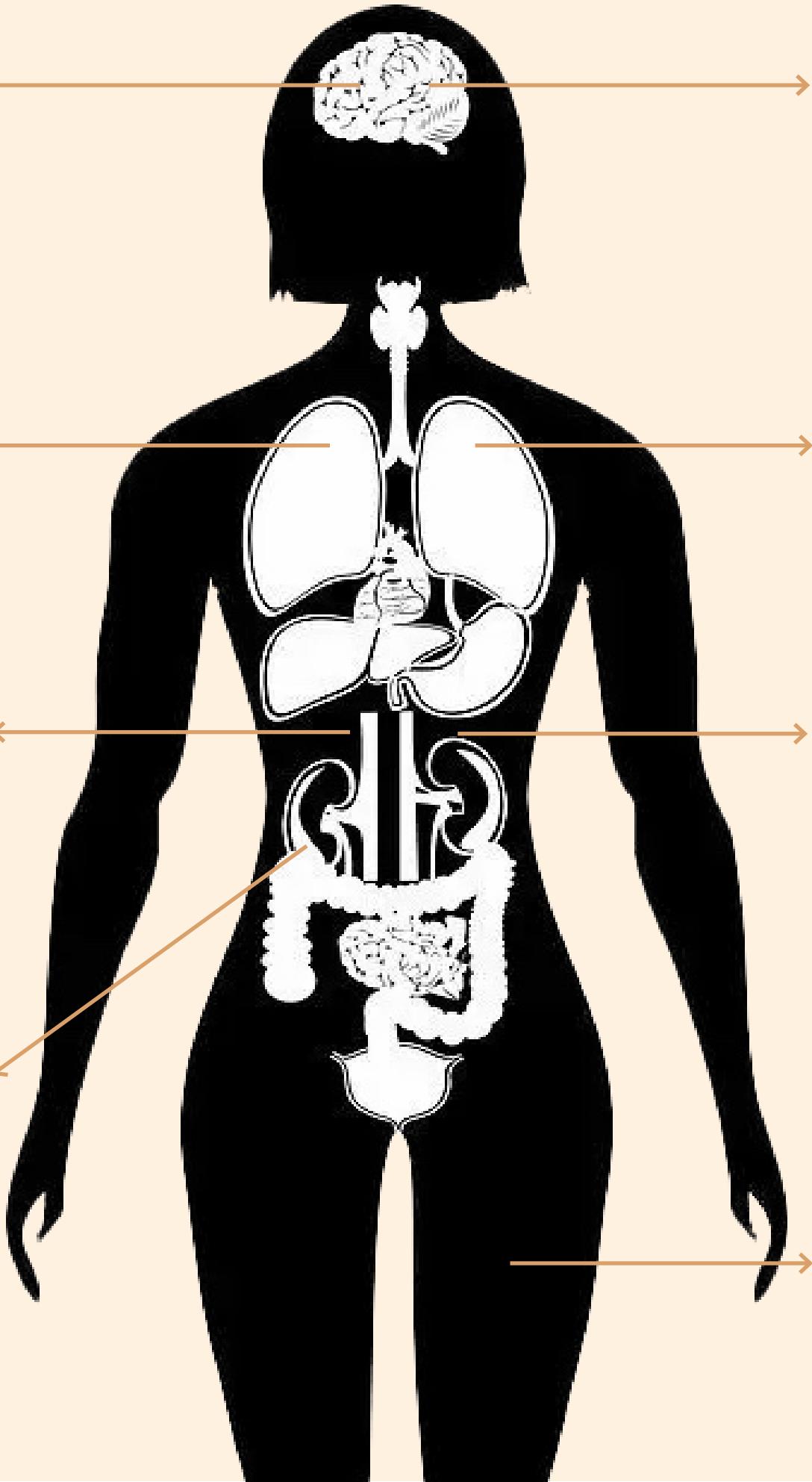
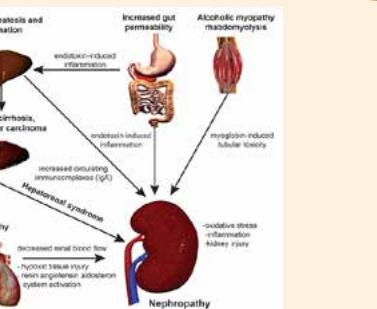
Liver

- increase th erisk for alcohol reduced liver disease, include cirrhosis
- takes a toll on the liver
- liver inflammations including: steatoties, or fatty liver,fibrosis



Kidney

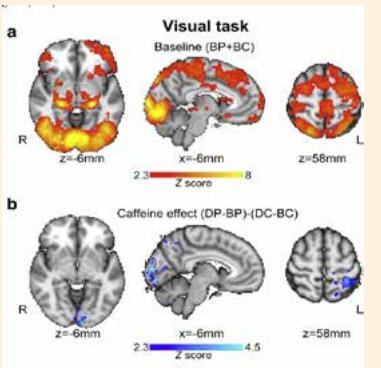
- make them less able to filter blood
- hypoixc tissue injury
- renin angiotensin aldosteron system activation



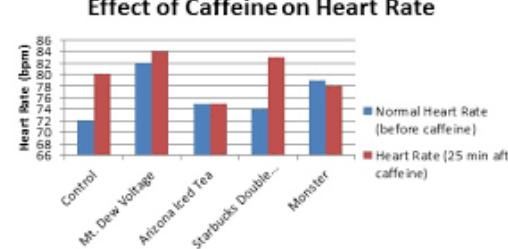
The Effect of Caffeine Addiction

Brain

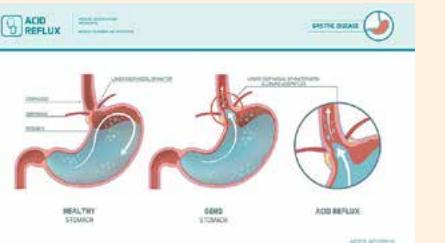
- Can cause headaches and migraines
- Can overstimulate the brain
- You can experience irritability as a symptom of withdraw



Heart

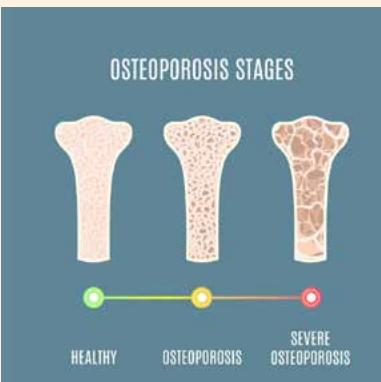


- Can cause headaches and migraines
- Can overstimulate the brain
- You can experience irritability as a symptom of withdraw



Stomach

- Nausea and vomiting are symptoms of having too much caffeine.
- It could make abdominal pain



Bone

- Prevents calcium absorption in the bones
- Nausea and vomiting are symptoms of having too much caffeine.

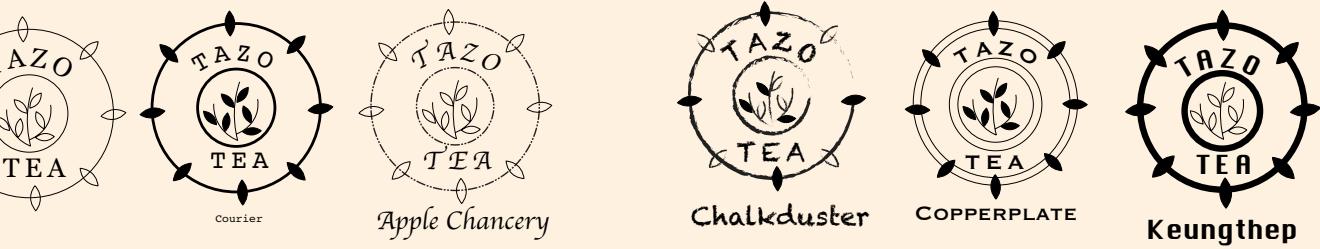
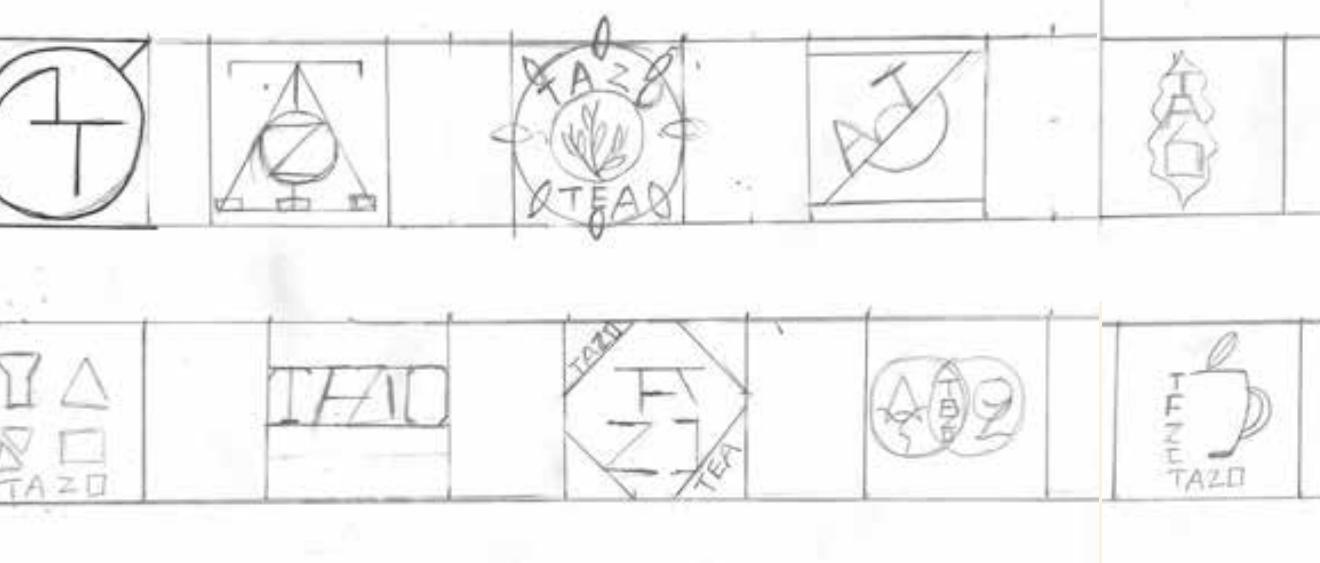
Branding Design



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Logo Design

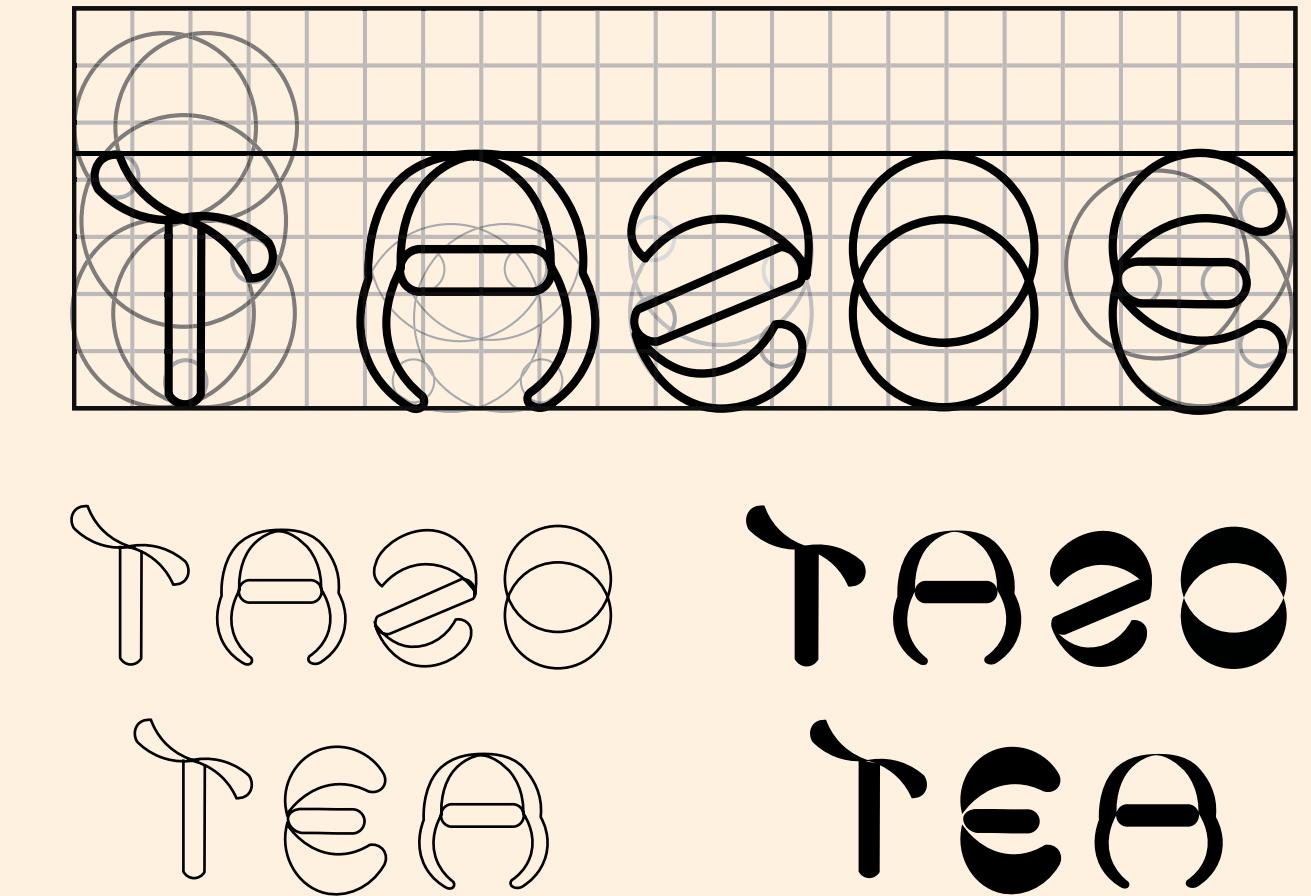
Sketches



Details

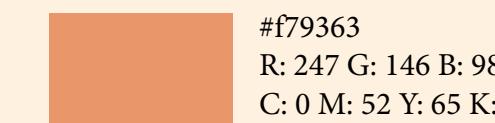


Type Design

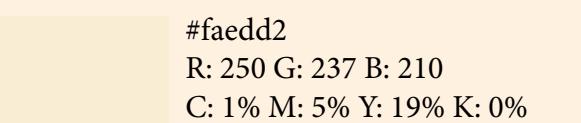


Color

The green color I choose is present the health. And I use warm color red and orange, brown as the flower.



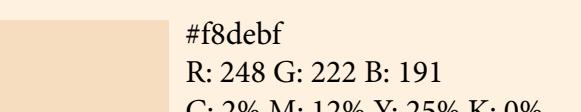
#f79363
R: 247 G: 146 B: 98
C: 0 M: 52 Y: 65 K: 0%



#faedd2
R: 250 G: 237 B: 210
C: 1% M: 5% Y: 19% K: 0%



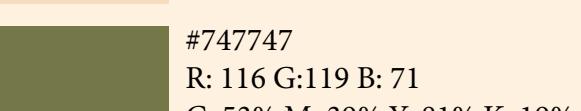
#b14d38
R: 177 G: 77 B: 56
C: 22% M: 80% Y: 83% K: 12%



#f8deb1
R: 248 G: 222 B: 191
C: 2% M: 12% Y: 25% K: 0%



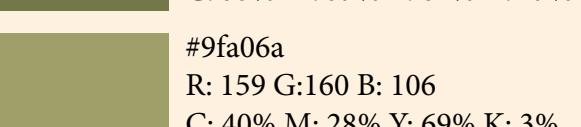
#e39c5f
R: 227 G: 156 B: 95
C: 10% M: 43% Y: 70% K: 0%



#747747
R: 116 G: 119 B: 71
C: 53% M: 39% Y: 81% K: 19%



#a96928
R: 169 G: 105 B: 40
C: 27% M: 61% Y: 100% K: 13%

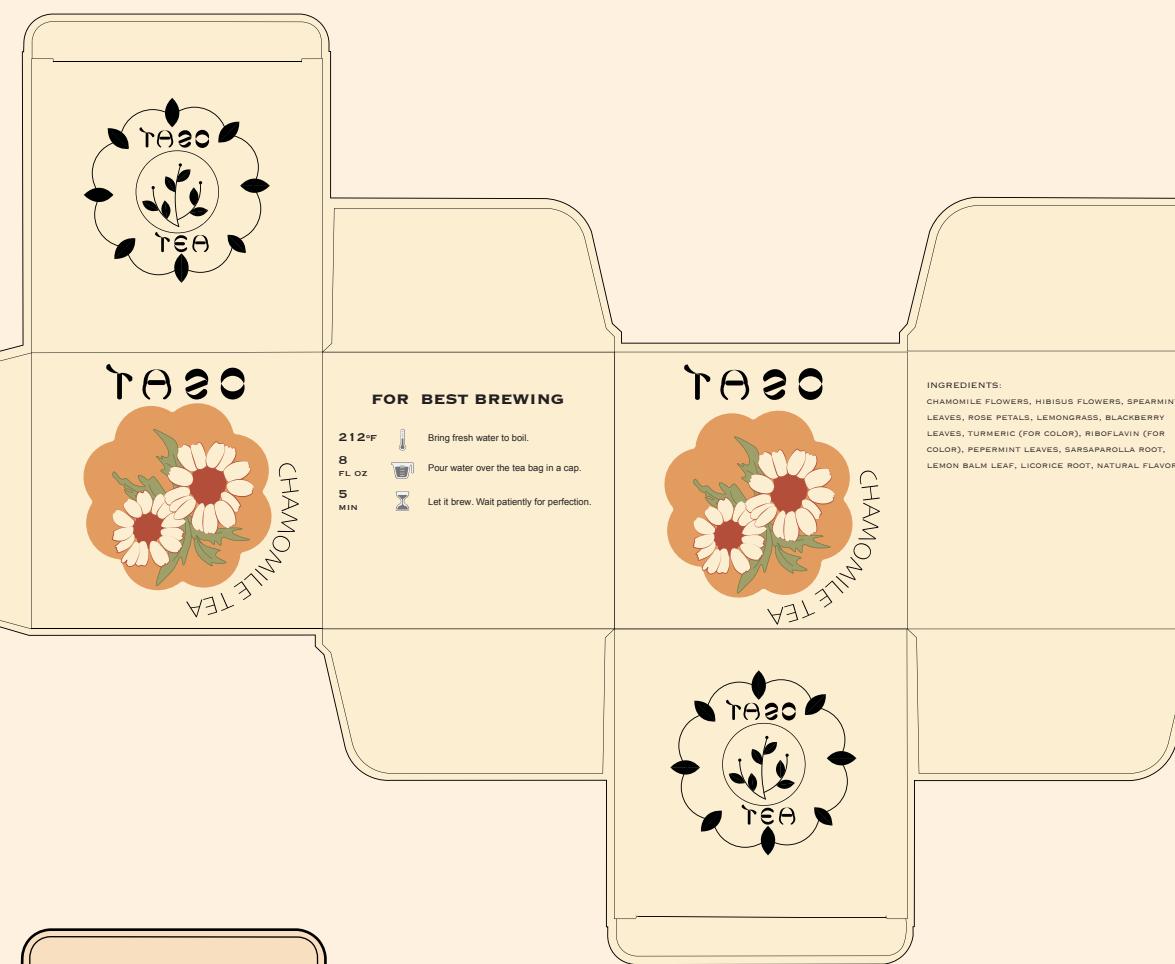


#9fa06a
R: 159 G: 160 B: 106
C: 40% M: 28% Y: 69% K: 3%

Box Package



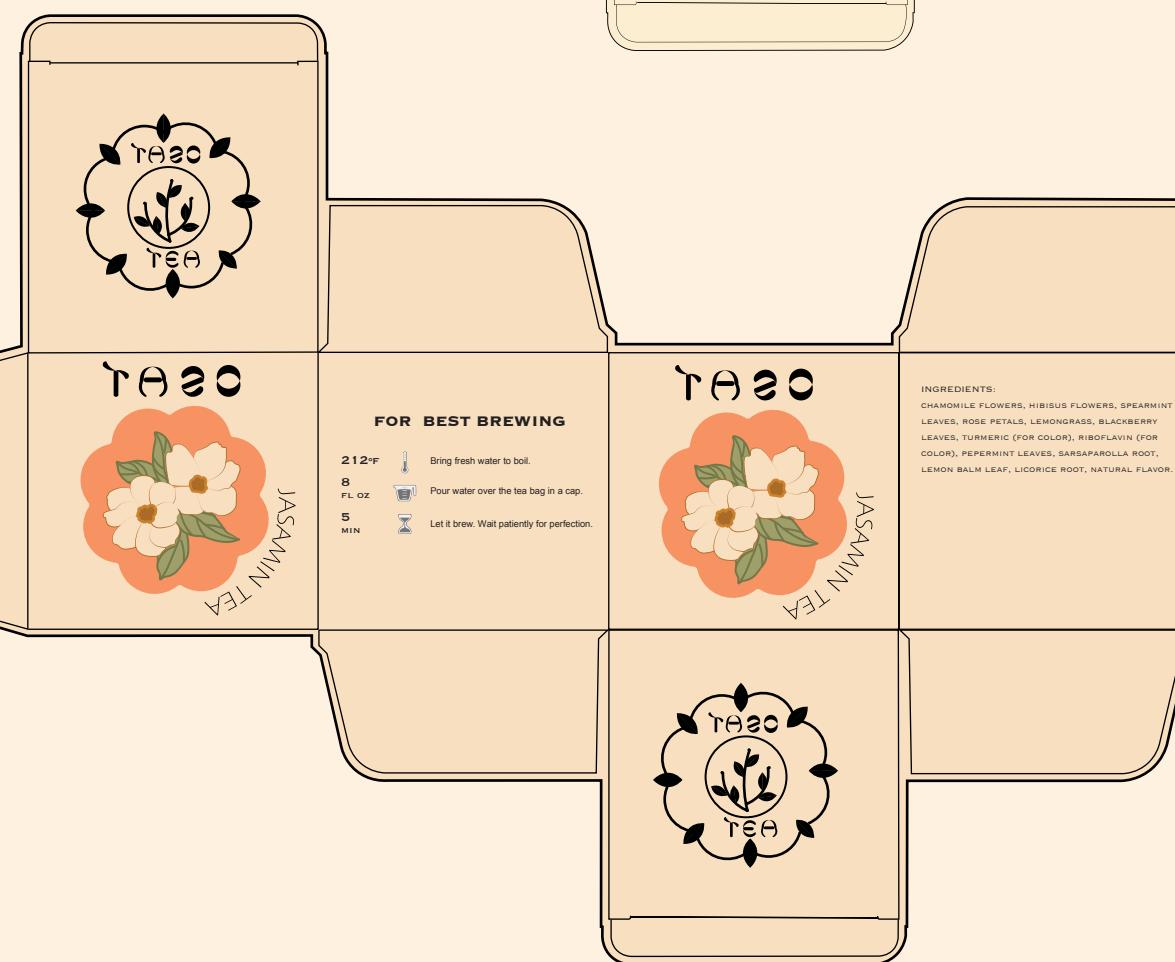
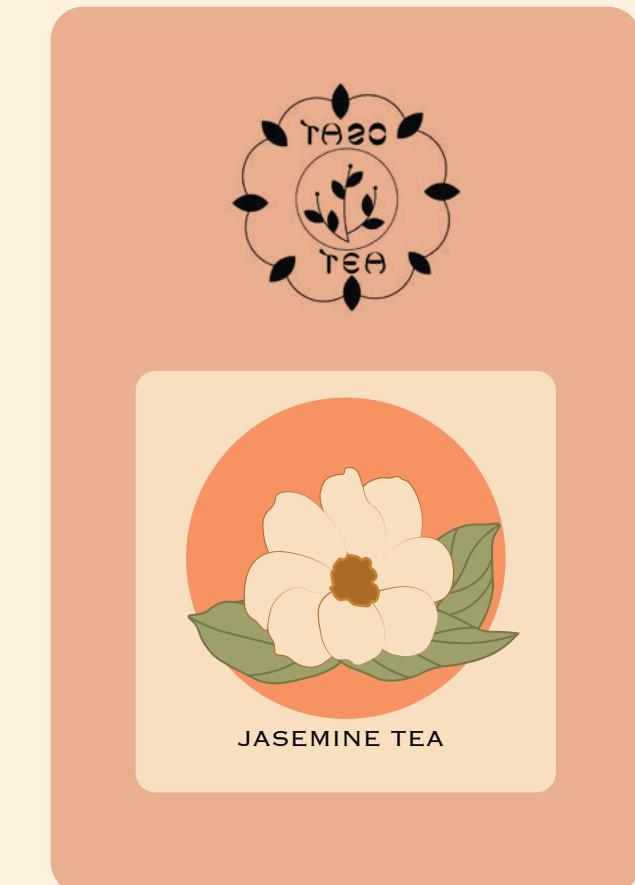
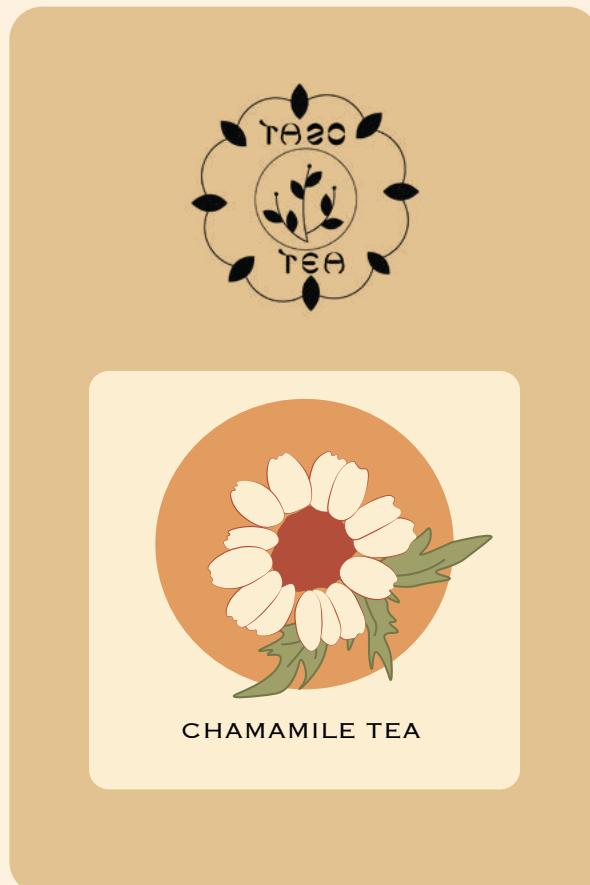
Box Format



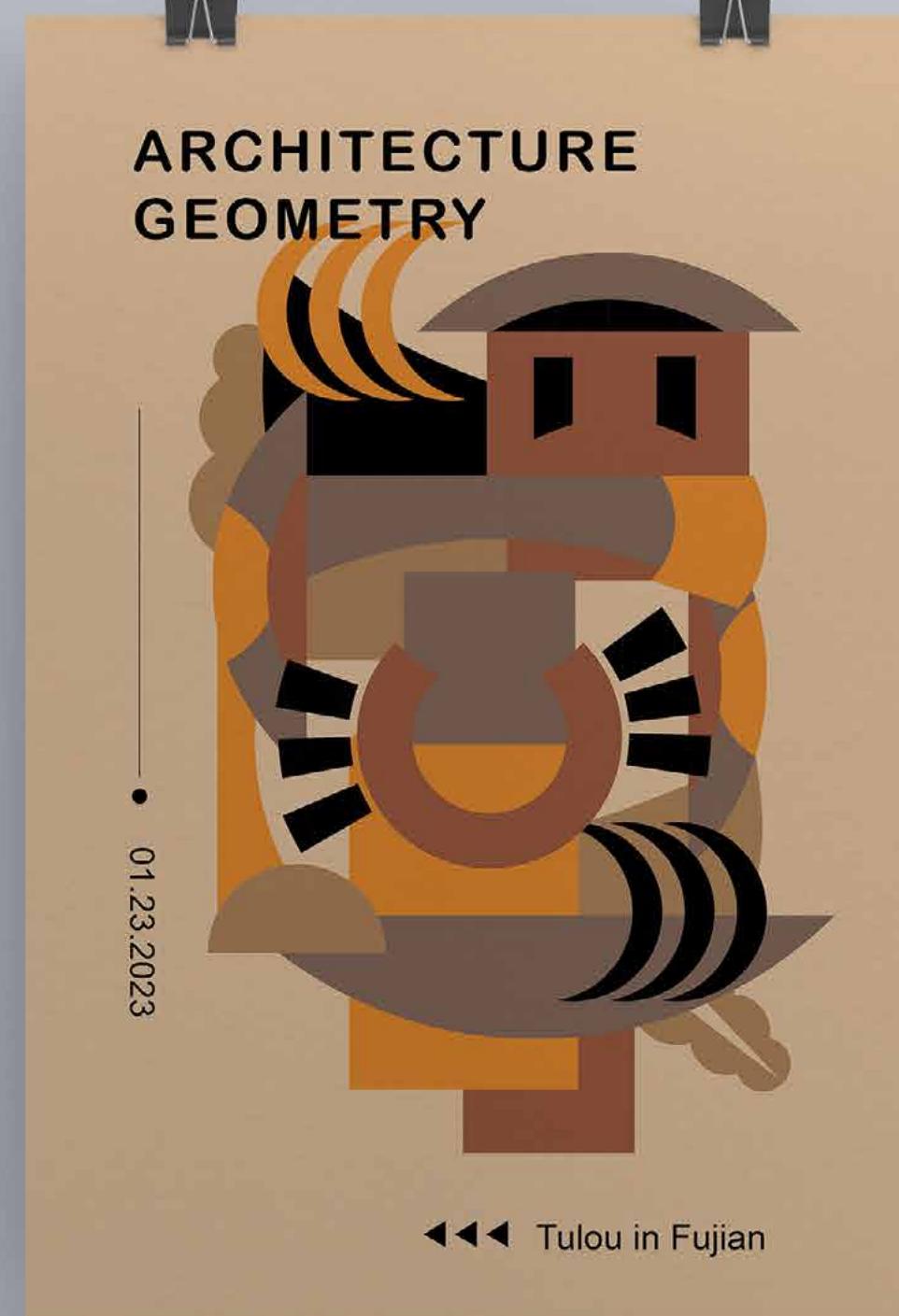
Mockup



Can Package







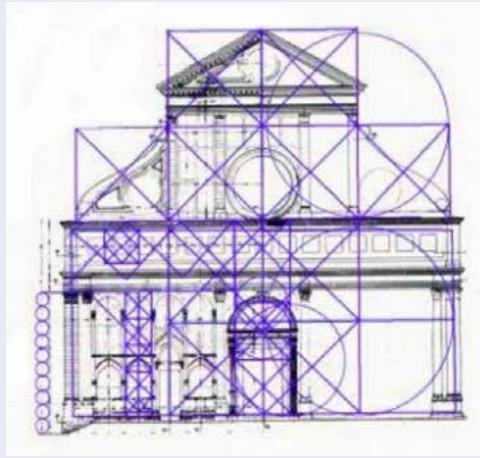
ARCHITECTURE GEOMETRY

Geometric aesthetics
in architecture

Geometry and architecture have close connection, from ancient times to now. Geometry and architecture are all regard to space. Architecture construct space, geometry know space. The origin mean of the word of geometry is that measure the earth. With the development of geometry, the form of architecture have a lot of changes. This project is about geomrtric aesthetics in architecture. Find out the geometry in the building and extract the shape to make the graphic poster. In the art of architectural space, space can be expressed in various geometric forms. I use the plane to show the visual effect of space, use the formal beauty of geometric figures, combine and stack with each other, and combine abstract and concrete images to achieve a sense of visual balance.

Inspiration

Santa Maria Novella, c. 1461-70



The Spedale degli Innocenti, fr. 1419



The structure of architecture in the history

Santa Maria Novella, commissioned by Giovanni Rucellai, the façade of this church, with its white-and-green marble structure, is the only Florentine church façade on a grand scale built during the Renaissance. The introduction of volutes flanking the second story temple solves the problem of masking the sloping roofs of the side aisles – previously met in Italy by adding massive screens. It is a highly original Renaissance solution superimposed on a Gothic structure.



Parthenon Temple of Golden Ratio

There is a relationship between geometry and beautiful architecture, so architects usually combine geometry and art to create attractive functional structures. A typical example of this is to use the principle of Golden Ratio to achieve harmonious proportion. Over the years, many famous artists and architects have applied the Golden Ratio to their works. For example, the Parthenon Temple has been influenced by geometric principles.

Research



Huizhou Architecture

Structure

The structure is much into courtyard type, facing south commonly and surrounded by the river and mountain. The layout is divided symmetrically by the central axis. The central hall locates in the middle, and the rooms are on two sides. The front of the central chamber is called “patio,” which functions for lighting and ventilation. The appearance of residential integrity is solid with closed tall bounding walls, horse head warping, black tiles, and white walls. In adornment respect, mostly use brick, wood, stone carvings craft.



Reason

Huizhou architecture was deeply influenced by the unique historical and geographical environment of Huizhou and humanistic values of people.



Characteristics

The hui-style architecture also widely used brick, wood, stone carving, showing a high level of decorative art. They also have special Horse-head wall with White Walls and Black Tiles. It referred to the wall which was between and higher than the two gable roof walls.

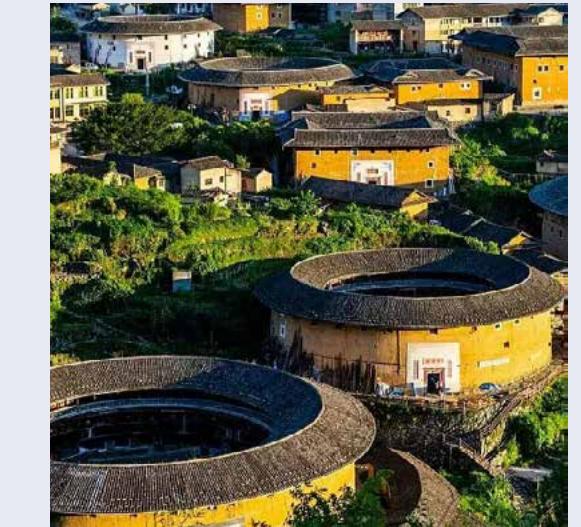


Fujian Tulou



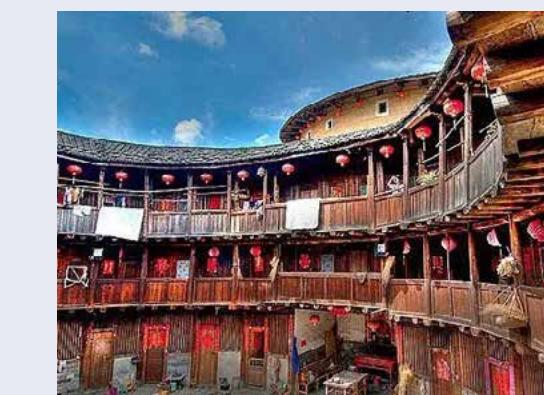
Structure

The layout of Fujian tulou followed the Chinese dwelling tradition of “closed outside, open inside” concept: an enclosure wall with living quarters around the peripheral and a common courtyard at the center.



Reason

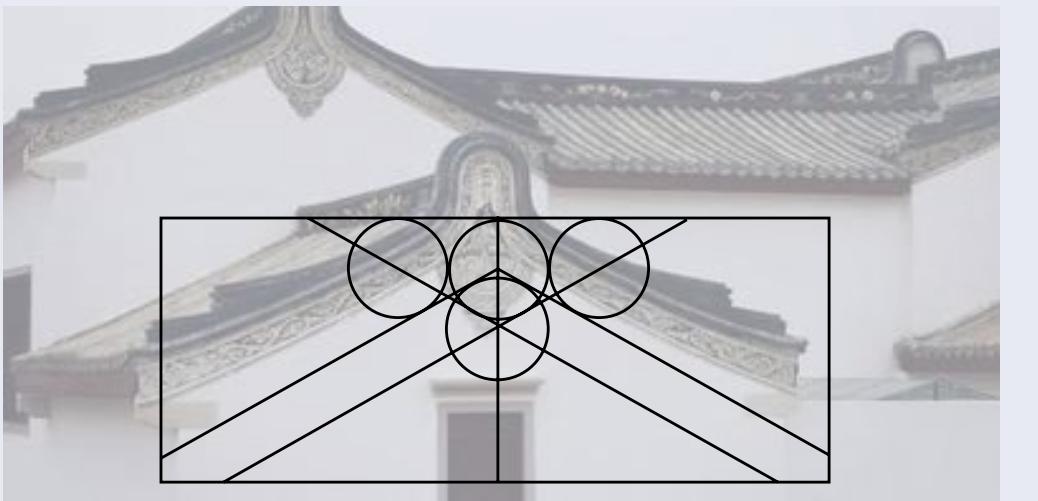
With the development of the economy and the improvement of the understanding of the ecological environment, the residents' requirements for housing are more urgent and higher. On the other hand, due to the growth of the population, in order to safeguard the common interests of the family, to adapt to the prosperity of the family and the safety of living. So they built the palace type earth wall building and the square, round and other colorful earth buildings. It is characterized by large scale and diverse types.



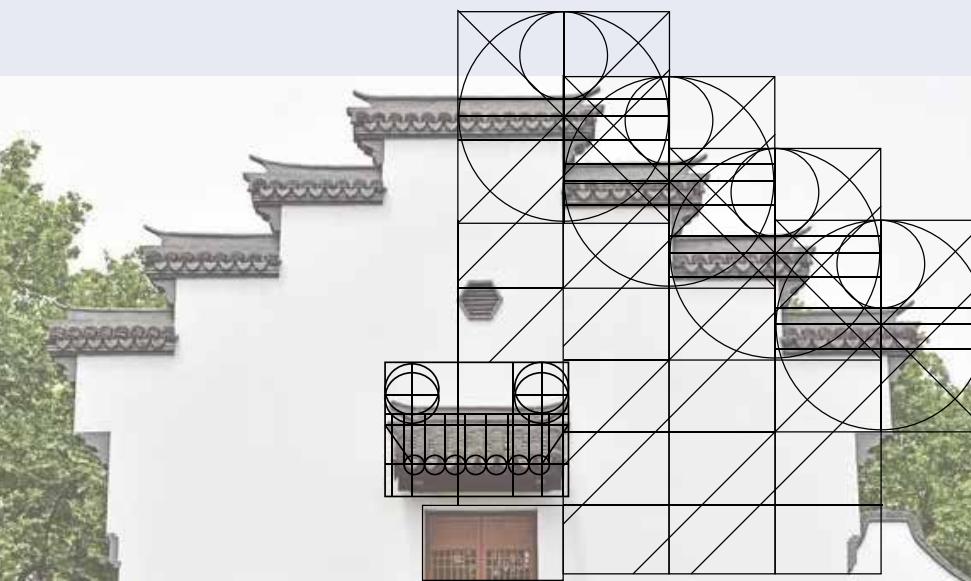
Characteristics

The building materials include earth, sand, bamboo and wood, even brown sugar and protein. The local materials are used to build earth buildings with an outer wall thickness of 1 to 2 meters. They are strong enough to resist the attacks of wild animals or thieves, and also have the functions of fire prevention and earthquake resistance, warm in winter and cool in summer.

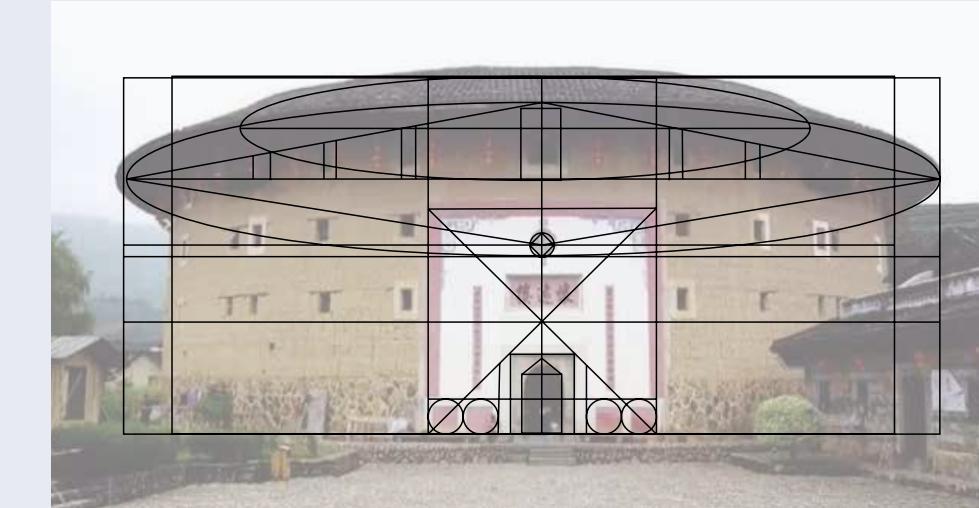
Research



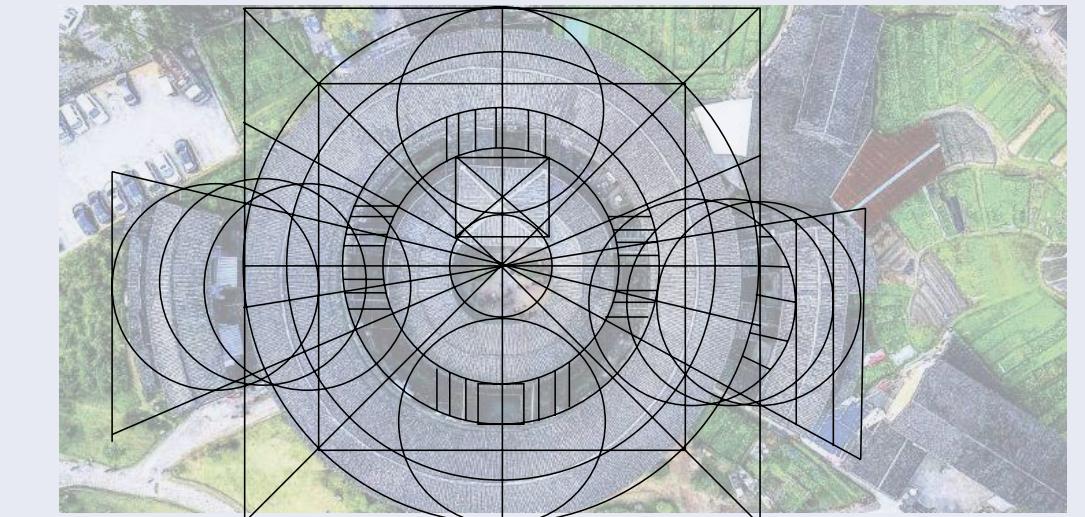
Huizhou Architecture



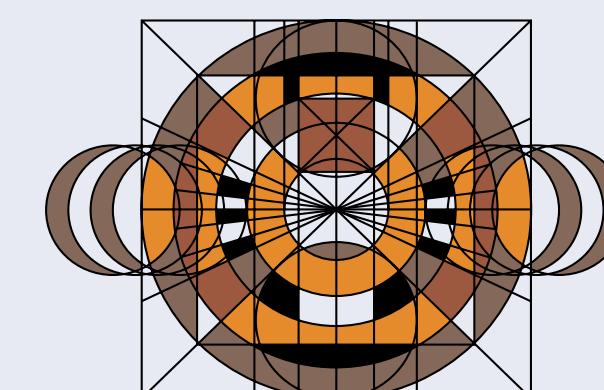
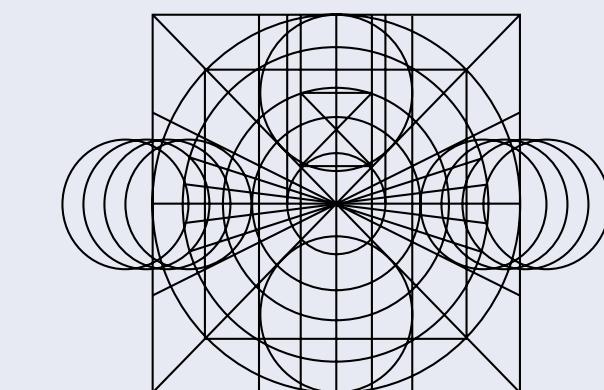
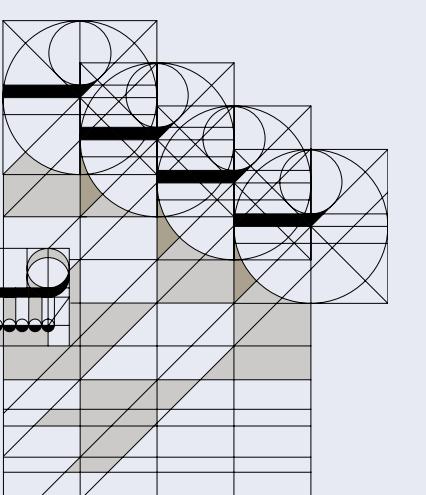
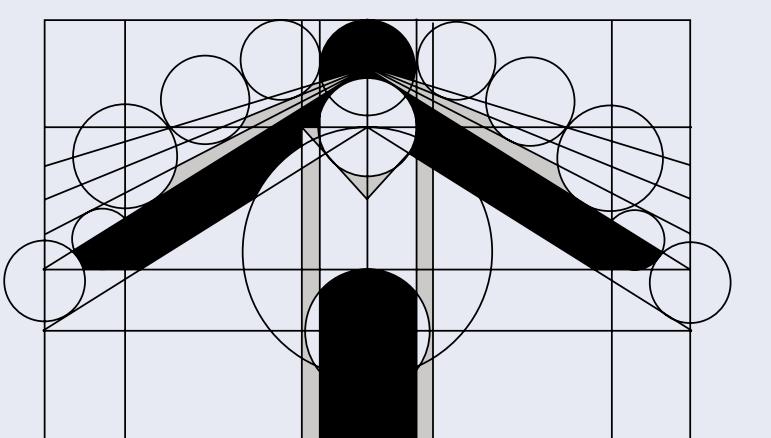
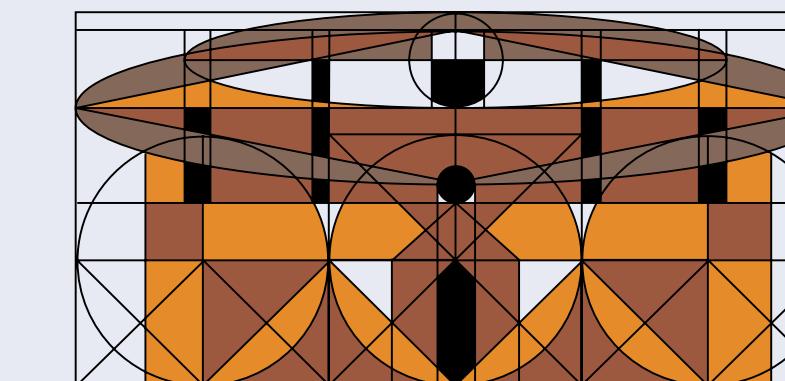
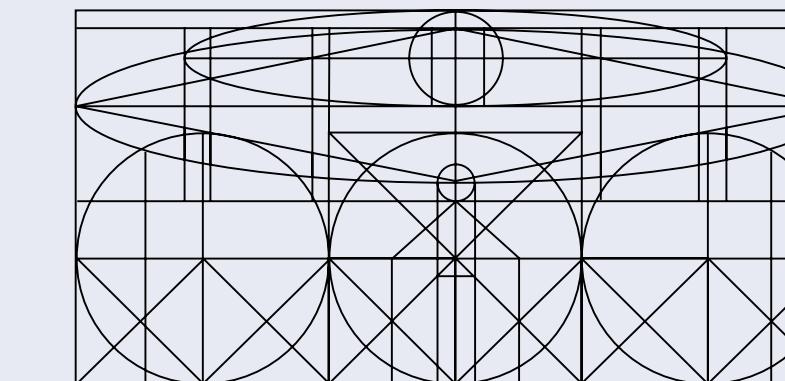
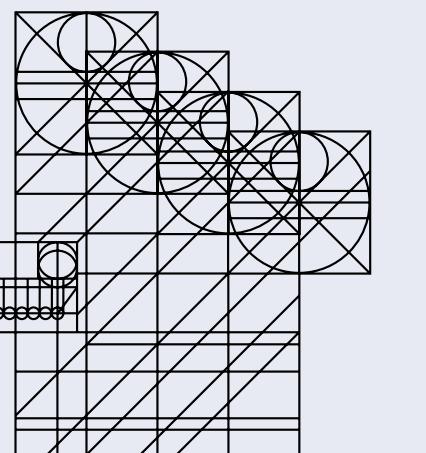
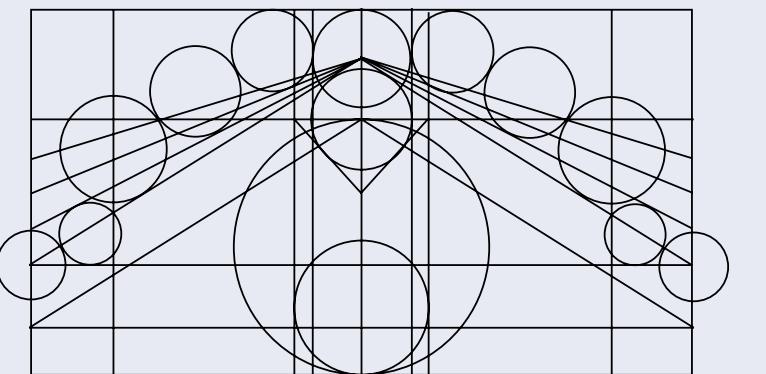
Huizhou Architecture



Fujian Tulou

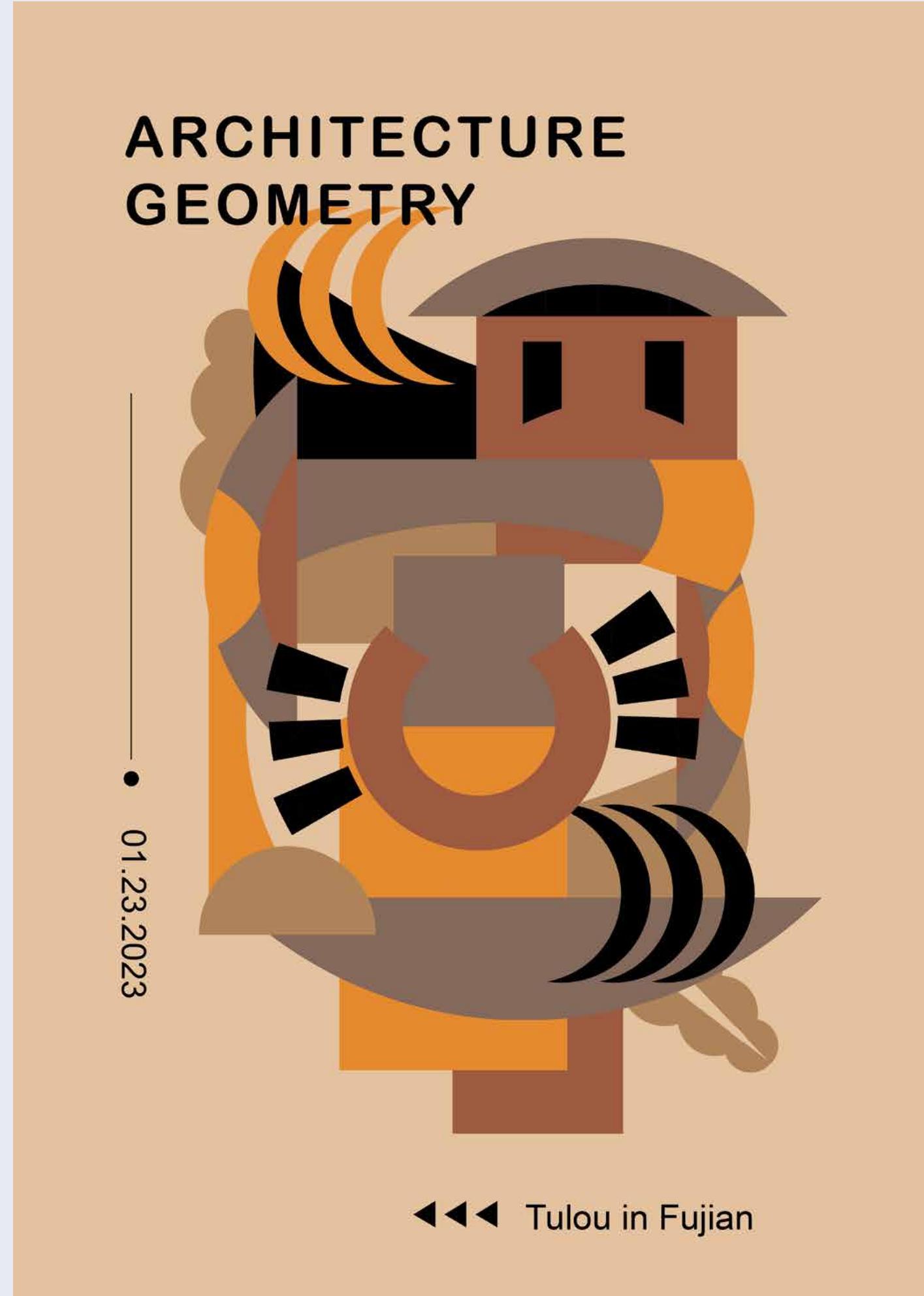


Fujian Tulou

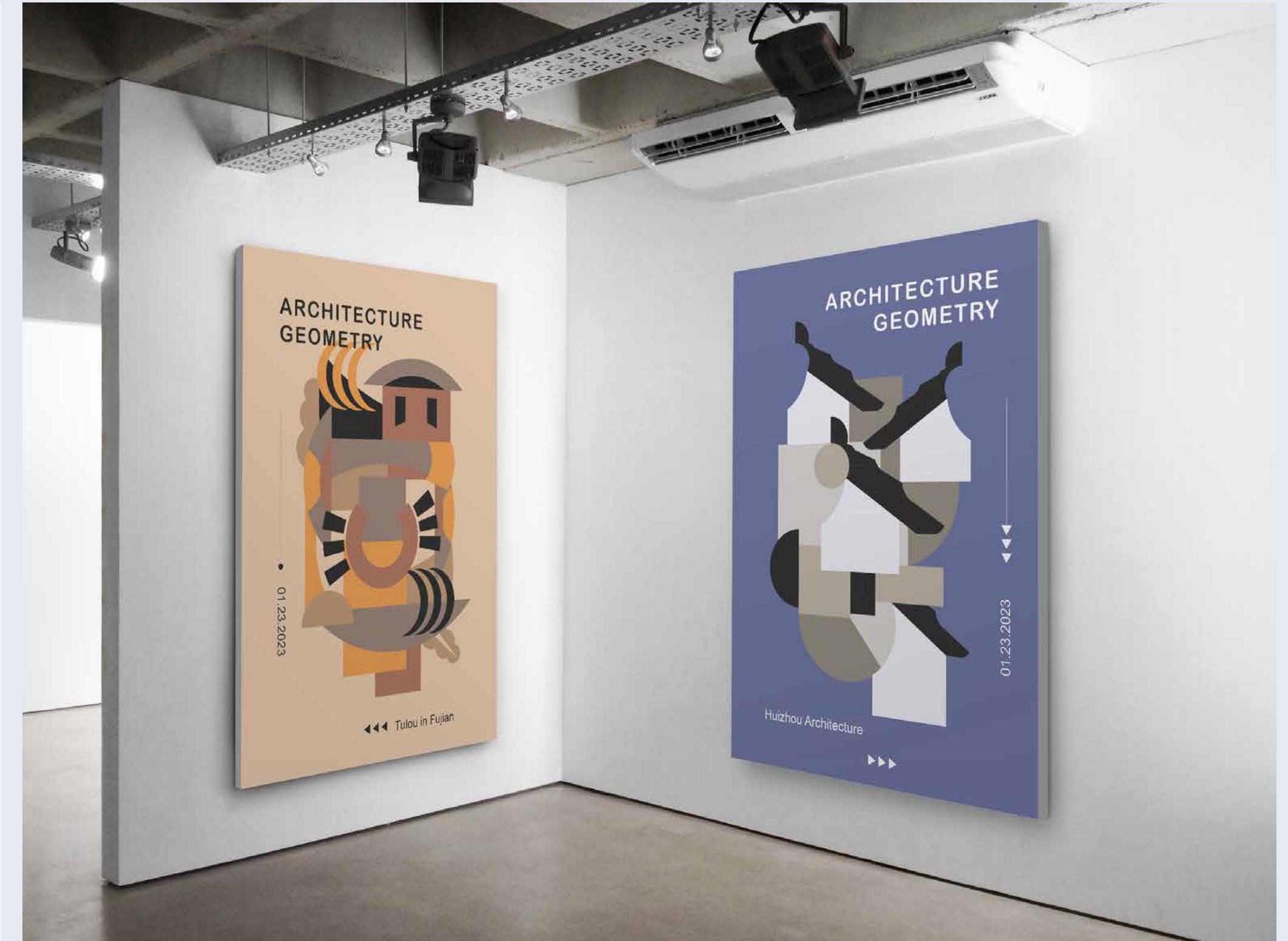
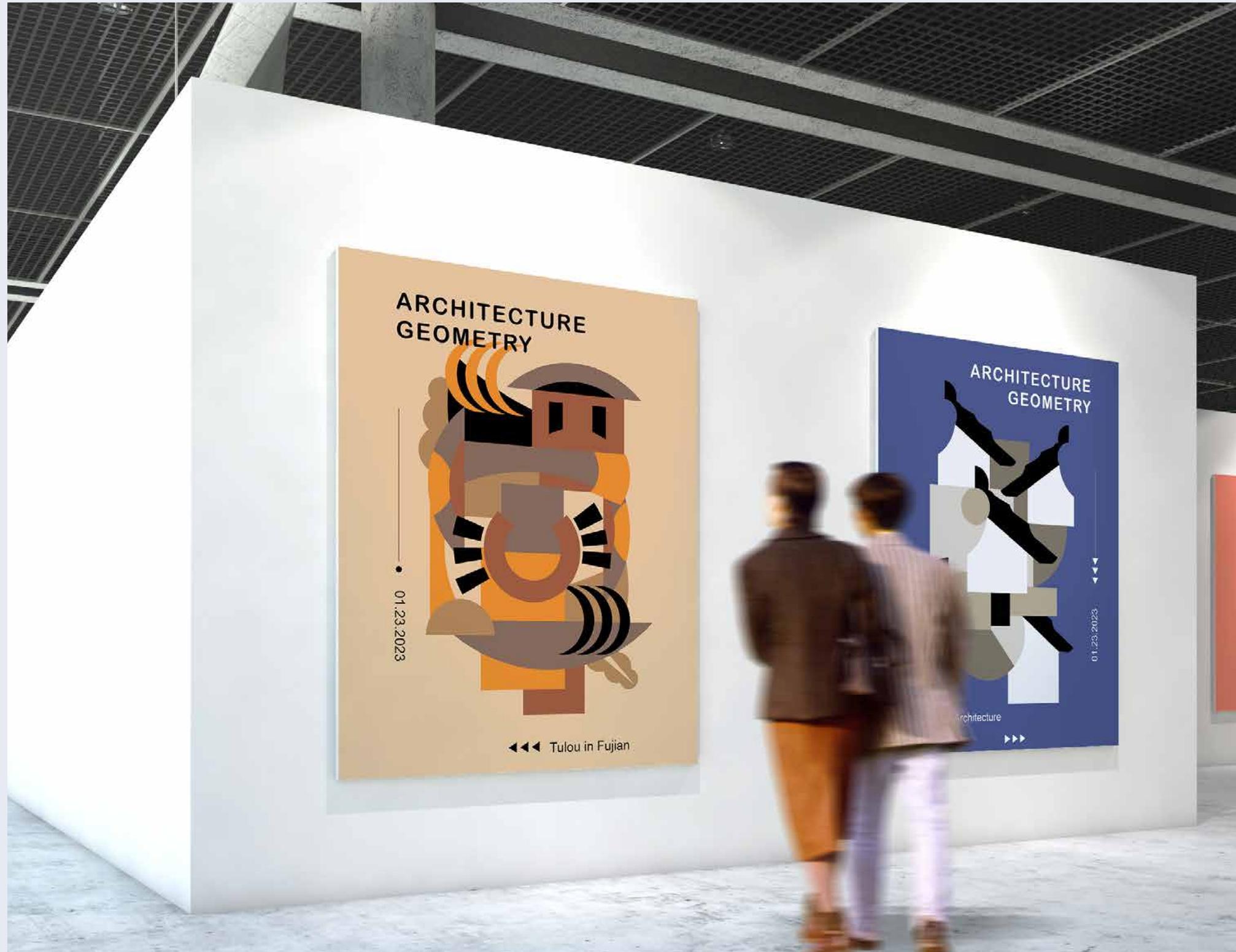


Poster

Architecture is a relatively abstract concept. In the art of architectural space, the sense of space can be expressed in various geometric forms. I combine and stack concrete images and abstractions to create a familiar strangeness in the picture. The difficulty of this project is to grasp the balance of the picture and learn to observe the contrast relationship between the overall weight and the relationship between the fans of the position.

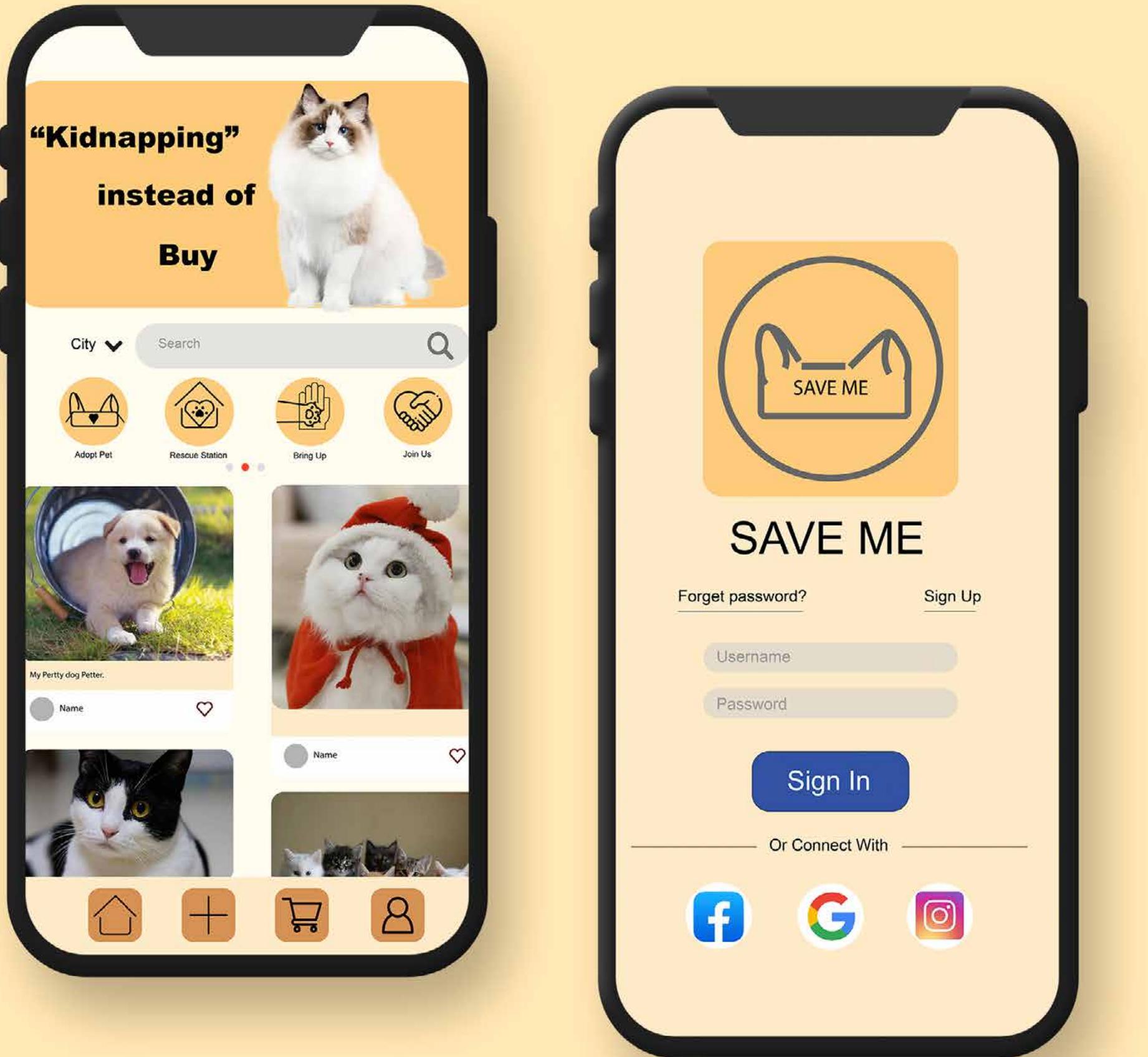


Exhibition



APP DESIGN

Stray Animals in the world



This is a pet adoption application that helps users view pets for adoption and make an appointment and educate the user about how to take care of their pets. The application users are anyone who wants to adopt a pet or want to educate themselves on how to take care of their pets. The goal of this project is to let the users browse the application first before visiting the shelter to enable saving the users' time. Make it easier for the users to filter all the animals to see whether what wanted is available or not.

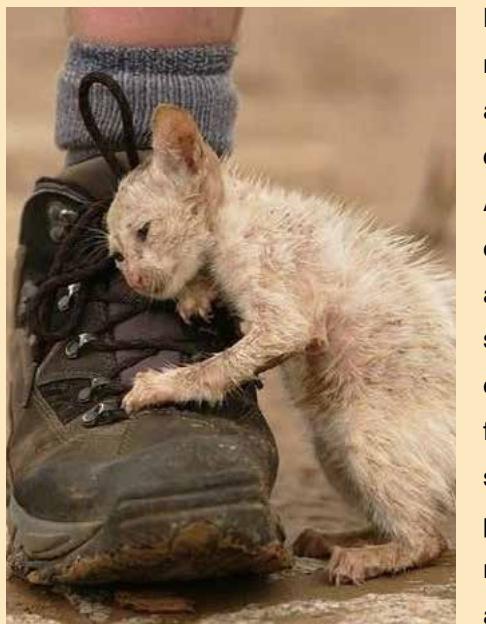
Inspiration

Stray animals

Stray animals are mistreated and neglected in many countries of the world



Many times, we are totally unaware of what happens to animals in other countries and how strays are treated in certain places. However, when we get at the truth, we can sadly notice that the list of Countries in which animal welfare does not even reach the minimum standard is extremely long, and unfortunately is worsening day by day.



National animal protection laws and regulations are frequently inadequate and in many cases basic animal rights do not even exist in these countries. Additionally, there is a huge lack of educational and awareness campaigns addressed to local communities that should instead be implemented to lower the widespread feelings of mistrust, fear, indifference and hostility towards stray animals. It is possible to use legal policies to guide citizens to properly raise animals and create a harmonious and warm living environment for pets.

Reference

Stray animals are abused

The living conditions of most stray animals are very worrying; they are forgotten in the corner and not valued; their bodies suffer from illness and no one cares; their baby survival rate is very low; they have to face the miserable life of hunger and cold, looking for food everywhere.



The fate of abandoned pets is almost always tragic. While some pets are picked up by animal shelters, the authorities or taken in by people who find them, many are not so lucky, and they must live on the streets in constant fear forced to take care of themselves. For puppies and kittens that are not weaned at the point when they are abandoned, this is almost always a death sentence. Stray animals are likely to be thirsty, hungry and exposed to extreme weather conditions. Without veterinary care, shelter and food they will sooner or later become sick and die.



The word “abuse” is associated with cruel, harsh, and harmful treatment. This may include physical abuse and/or mental and emotional abuse, such as frequent yelling and threatening actions. Some people may scare their pets to the point where the animal develops an exaggerated startle response such as jumping, running quickly on a slick floor without traction, or hiding under furniture.

Pet Abandoned

According to the White Paper of China's Pet Industry in 2020, the number of pet owners (cats and dogs) in 2020 will reach 62.94 million, and the number of dogs and cats in cities and towns will reach 100.84 million. In the past two years, some pet rescue volunteers have found that the number of stray cats and dogs in the rescue site has increased, and many of them have been abandoned by their owners.



The harmful consequences caused by pet abandonment

About 70% of abandoned and wandering animals, especially abandoned pets, will not survive. For the whole society, abandoning pets will add unnecessary burden to the society. For example, stray animals are easy to fight and bite, and may even spread some diseases.



Animals that are not neutered when dumped, will also contribute to an already existing stray animal overpopulation; their offspring will be born into a life on the streets, fighting for their survival.

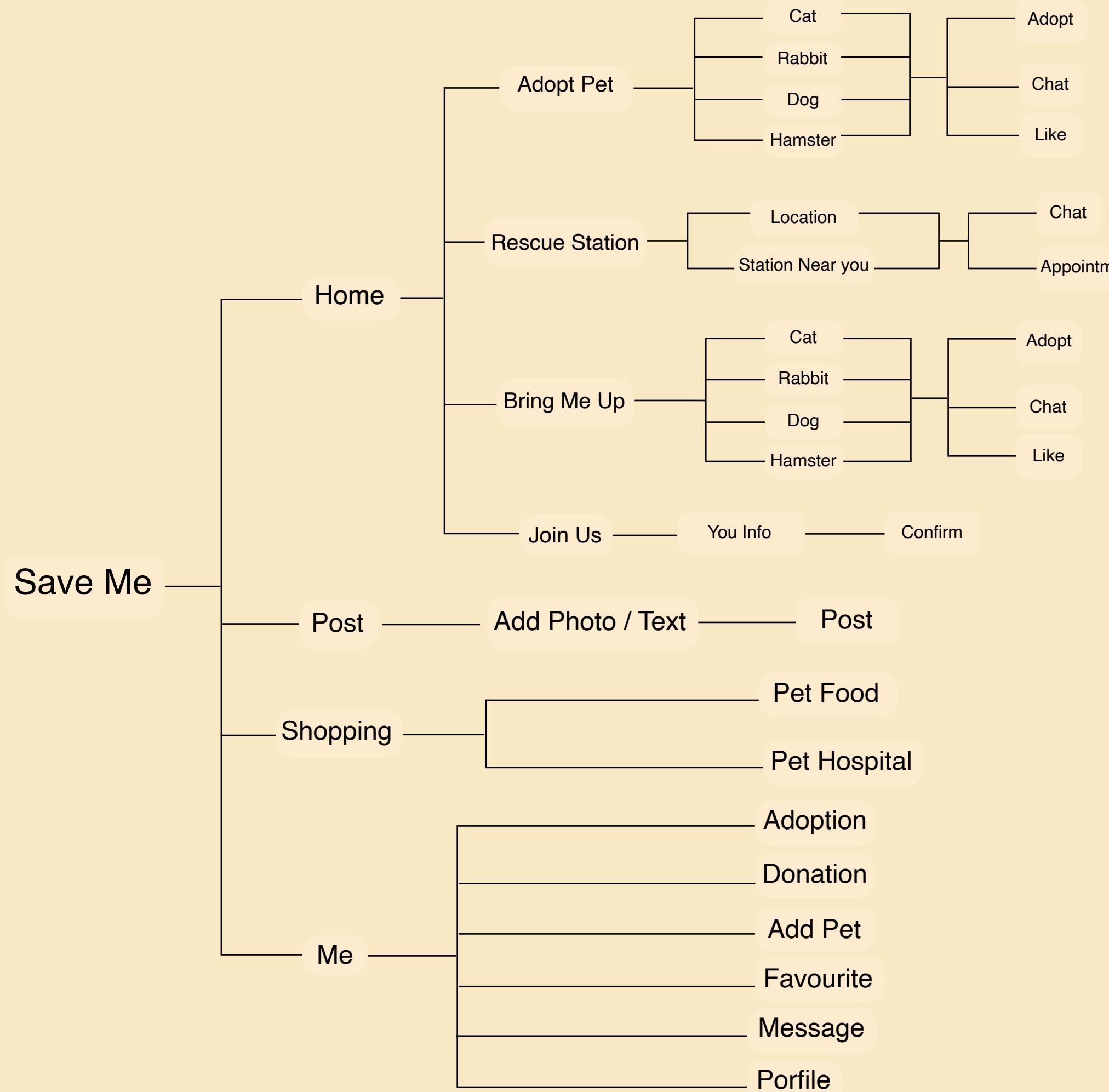


Abandoned dogs and cats face an uncertain and stressful future

Abused pets often end up in animal shelters after they have been surrendered by their former parent or seized by authorities due to evidence of abuse or neglect. These pets may never have known love, security, or safety and are at the shelter through no fault of their own. It is important that people who love animals and have the necessary resources adopt from their local shelter. When they do, they are rescuing and saving a life.

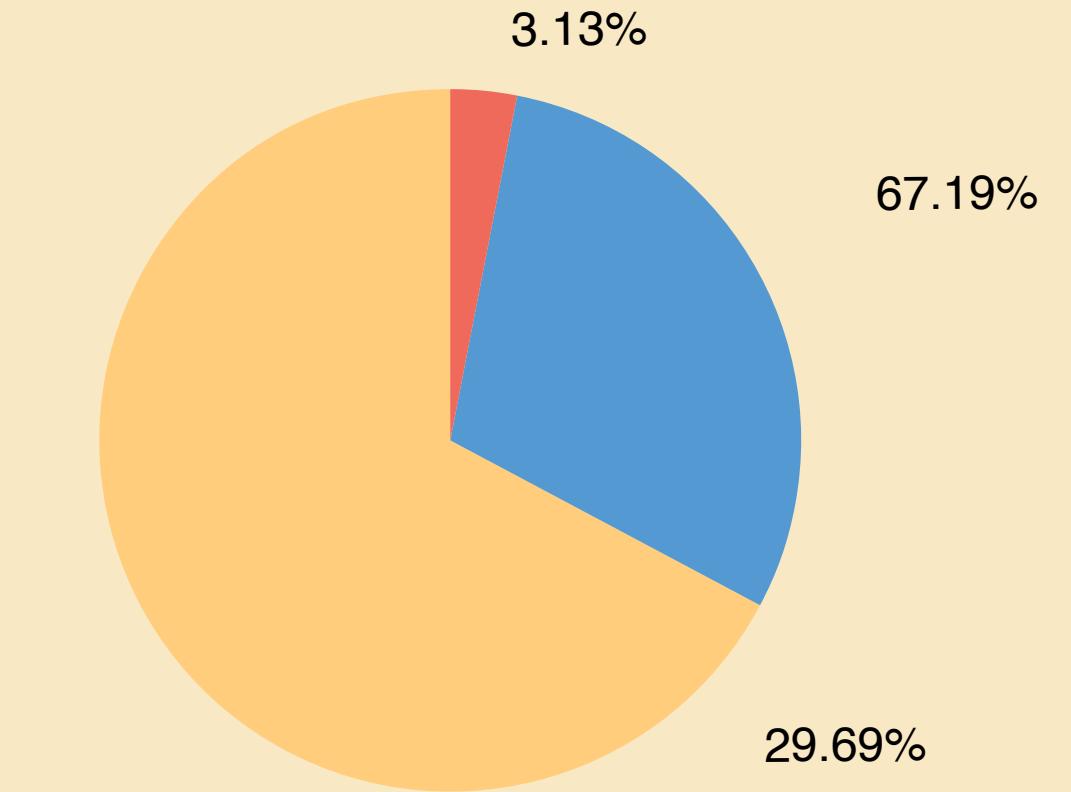


The living conditions of stray animals are also not optimistic. Some of them are lucky to be taken in by some spontaneous organizations or institutions and find suitable owners in due time; In addition, the basic living conditions have been guaranteed after being rescued or fed by caring residents. But these lucky stray animals are only a small part of the huge number of stray animals.

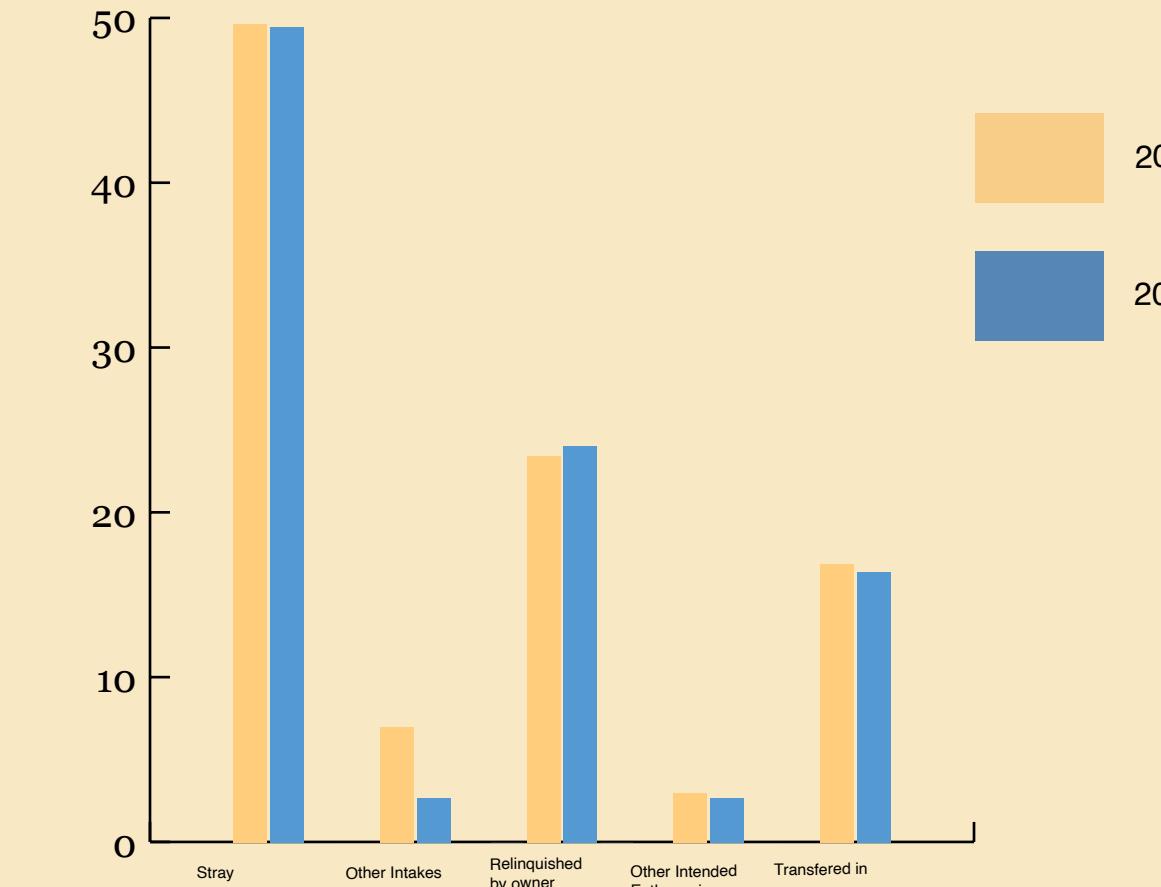


people attitude when they meet stray animal in the street

The data provided by these shelters has improved considerably - in terms of both quantity and quality - in recent years. This progress is the result of numerous efforts undertaken by various coalitions of animal welfare organization.

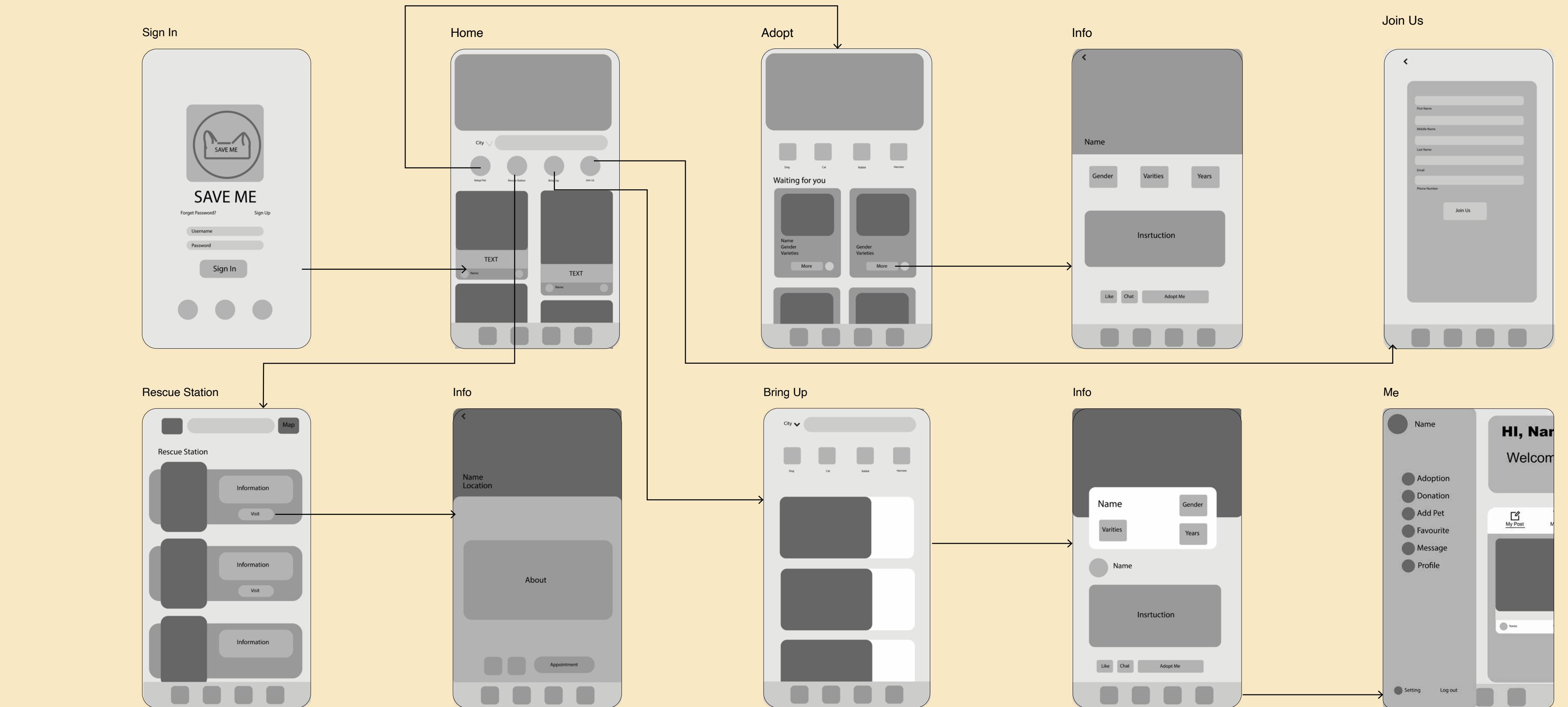


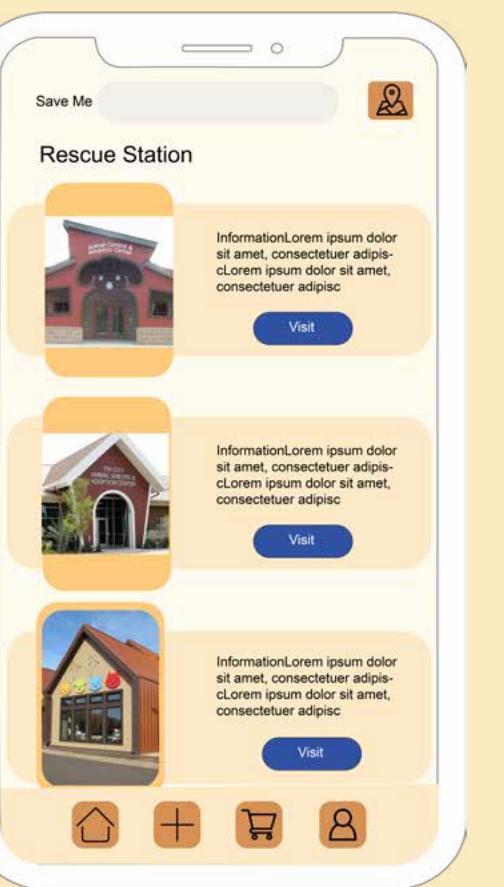
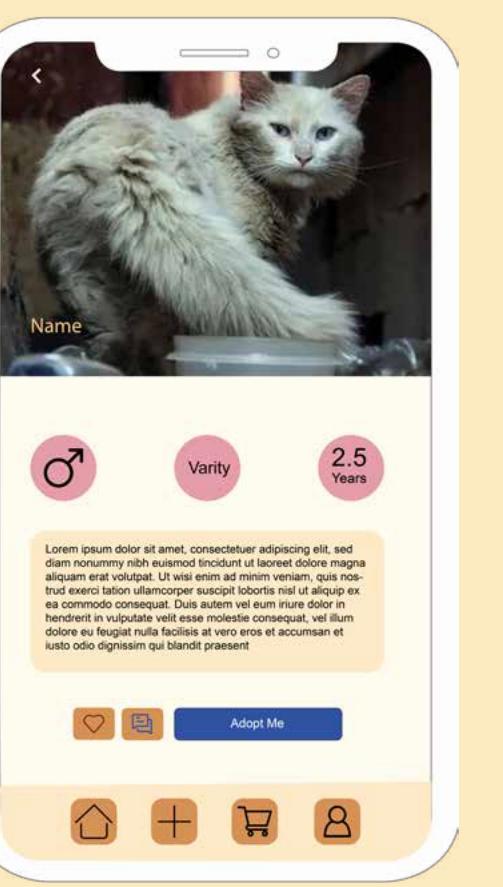
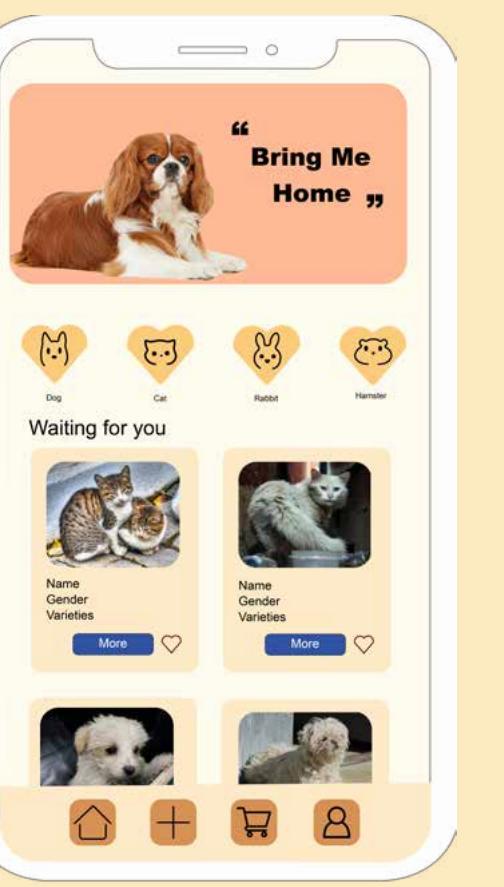
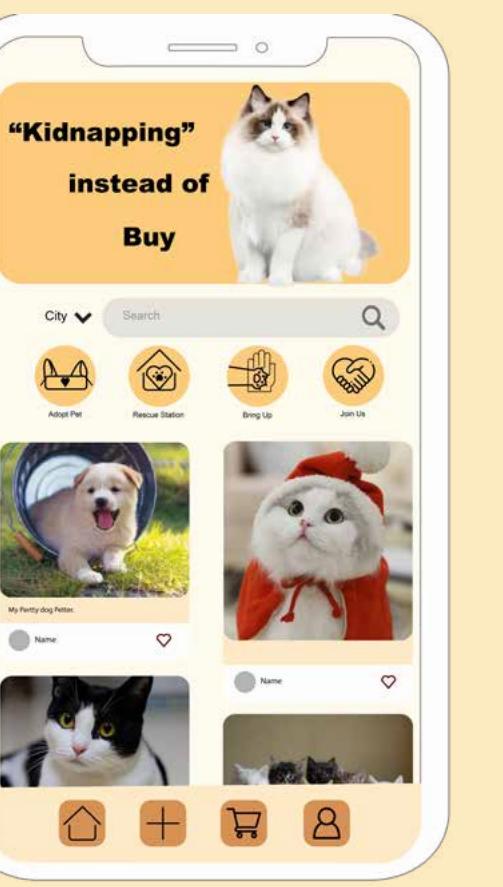
2020-2021 Intake dog data



Despite the hard work being done to revamp outdated method, healthy cats and dogs have been dying in the communities' animal shelters due to large data gaps and inconsistent information. Several years ago, Best Friend Animal Society began compiling a database of all U.S. shelters and collecting data from them. The 2020 and 2021 dataset is the most comprehensive national dataset to date, and accounts for an estimated 92% of the animals entering U.S. shelters. In this report we share detailed findings from the 2020 dataset and the short term trends impacting shelter animal populations across the nation.

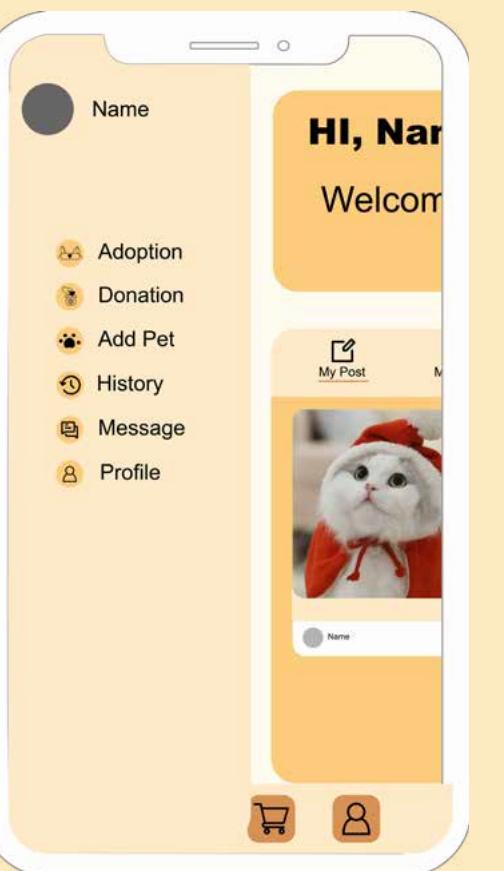
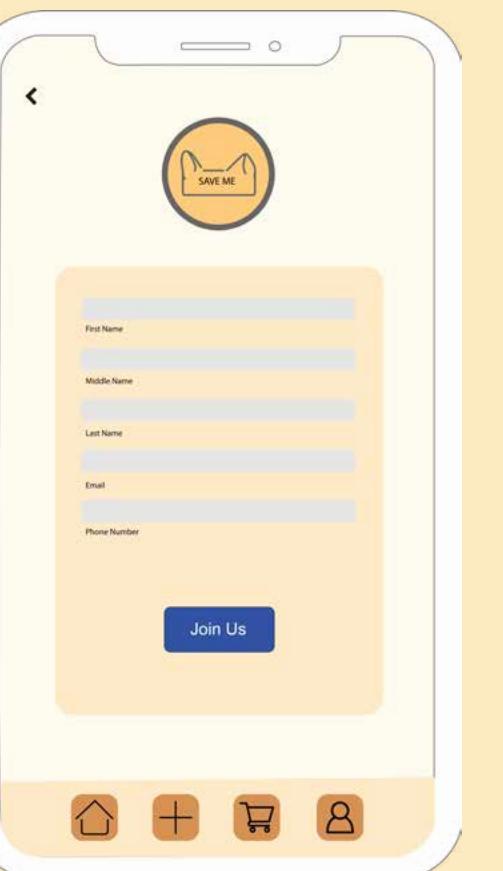
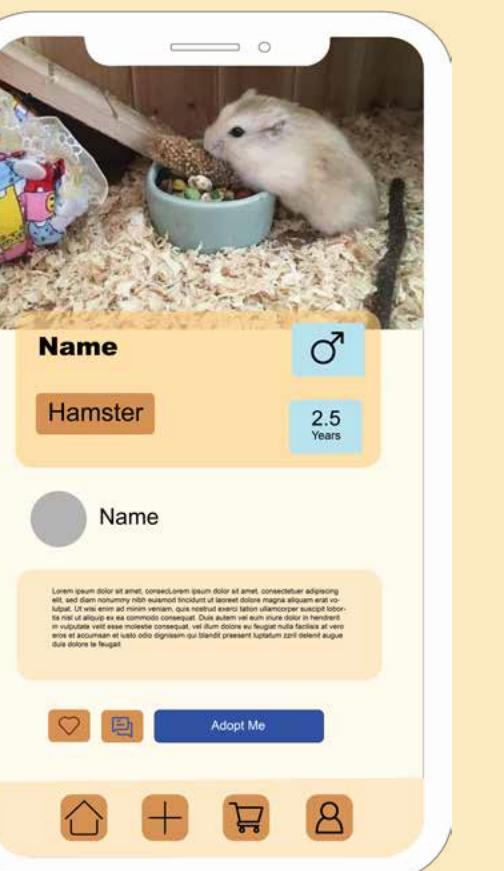
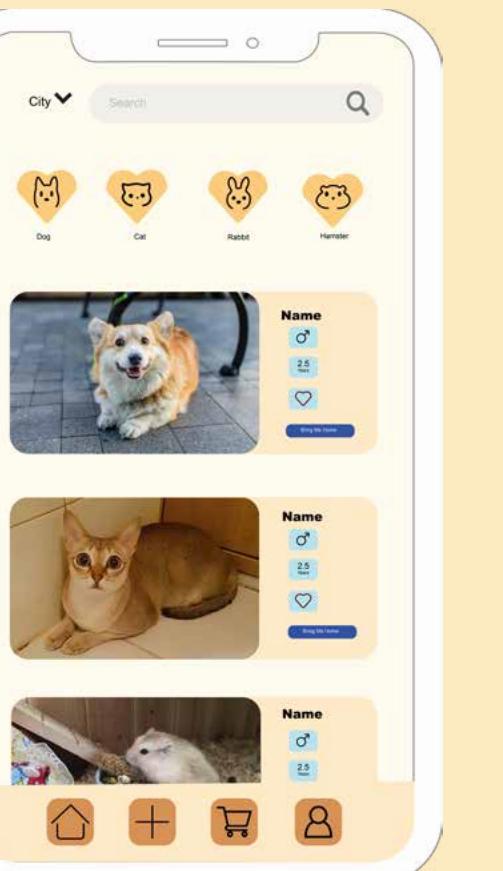
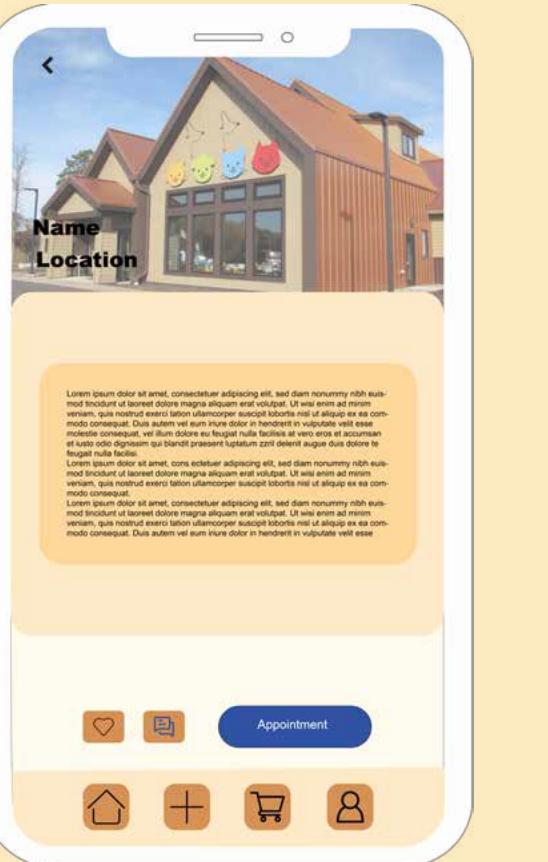
Wireframe





APP Design

I researched to know more about the potential users of the application, then I used the information obtained during the research to create empathy maps. I found out that the target users are individuals who are looking for a specific pet breed to adopt but always end up not finding it in their local shelter. This can frustrate the users and cause them to cancel looking for alternative breeds since their experience with the application is not enjoyable.

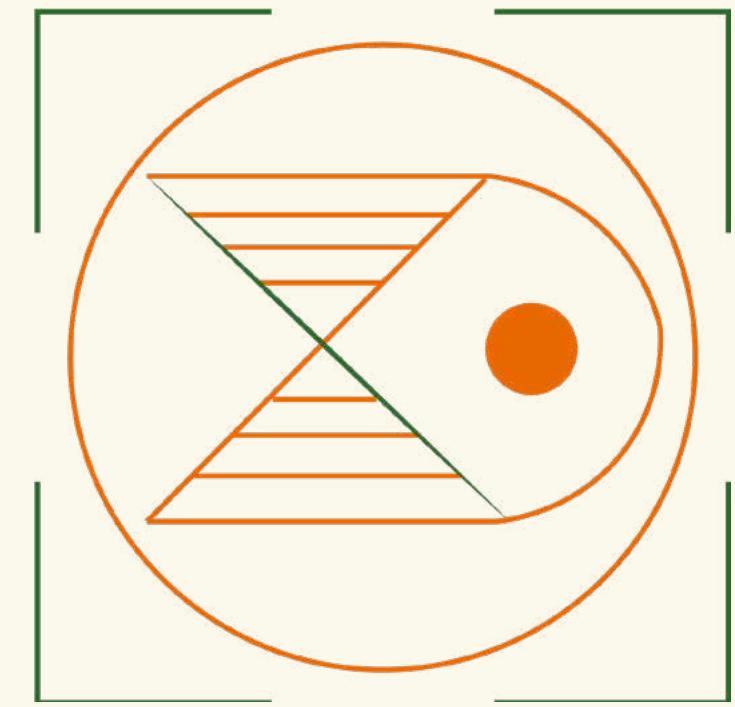


Mockup

Adopt a pet is an indirect competitor that offers adoption services for people who want to adopt cats, dogs, and other animals. It provides very detailed information about the pets such as age, gender, name, and some pictures.“Rescue Station” is a direct competitor that provides adoption services as well as helps the users locate nearby and provides a living example of people’s stories with adoption. “Adopt” is a indirect competitor that offers cats and dogs for adoption as well as some articles to help people that want to know how to take care of their pets.



Other Works

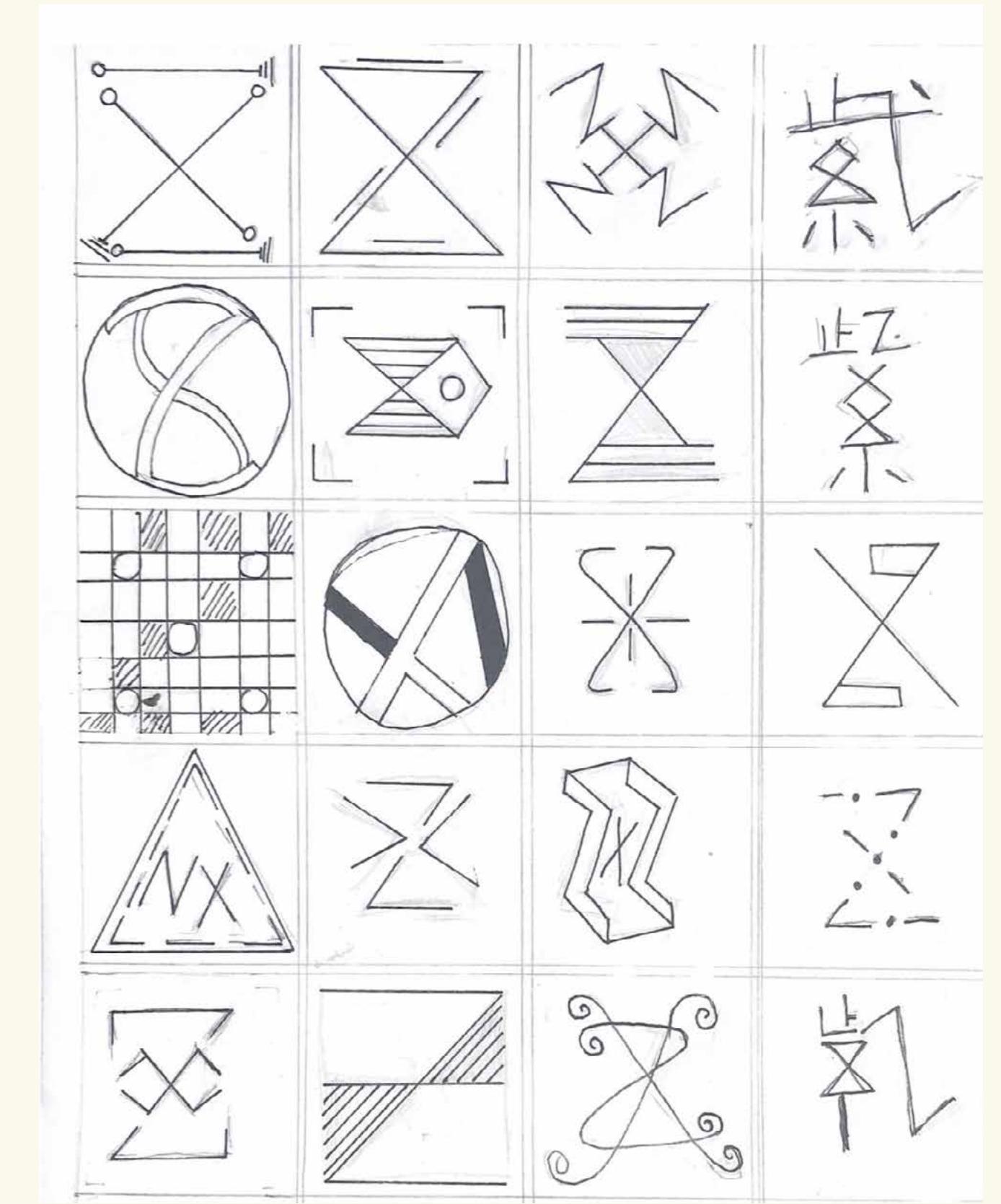
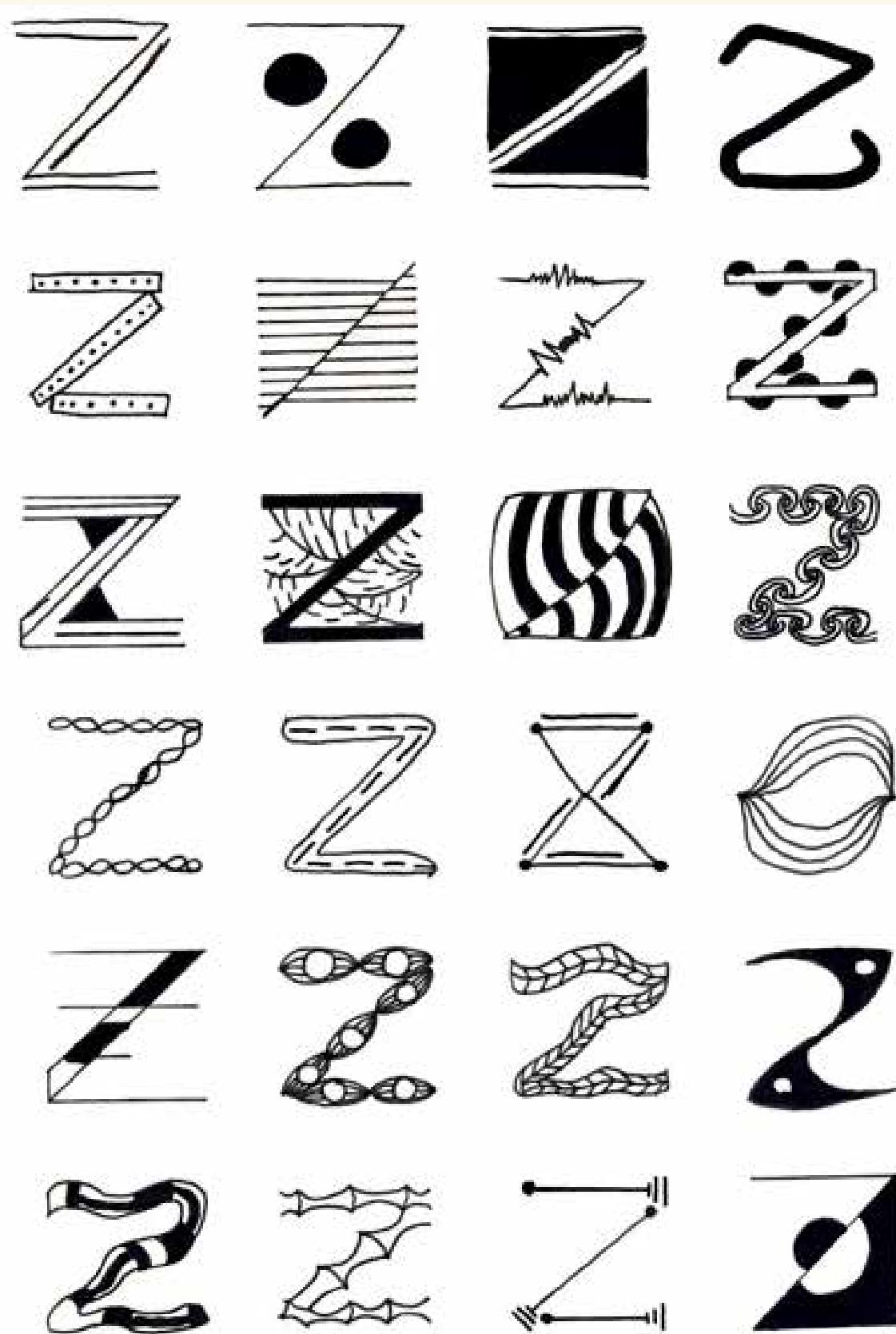


Logo Design

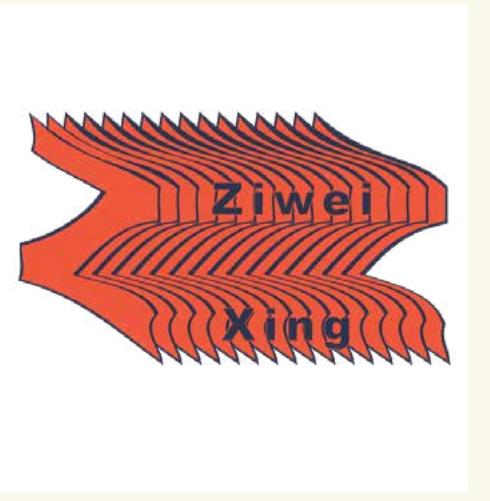
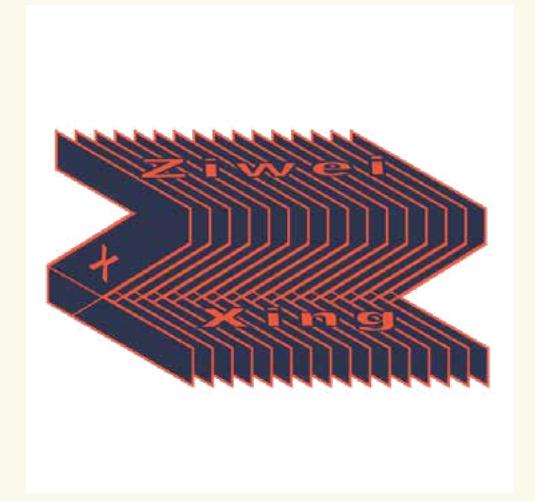
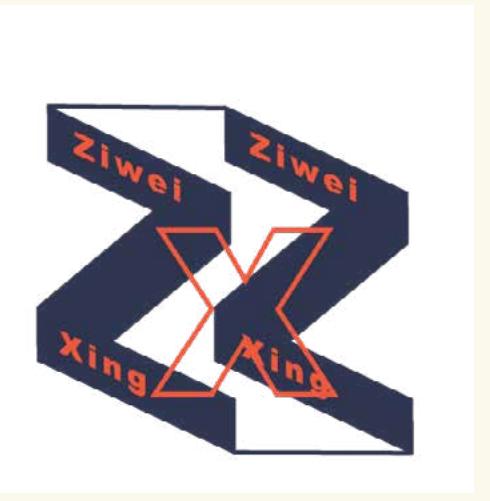
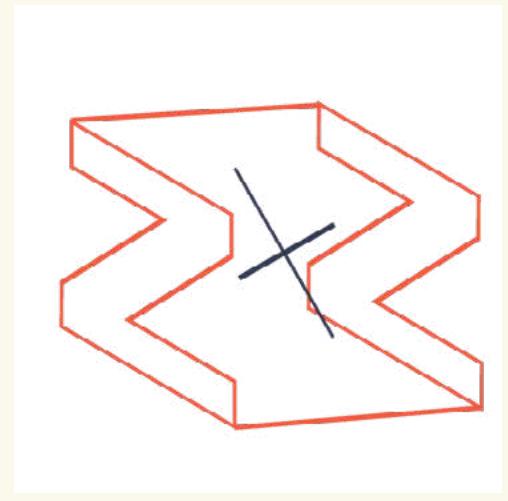
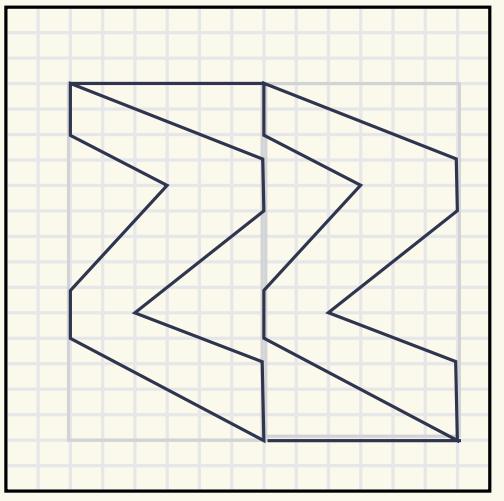
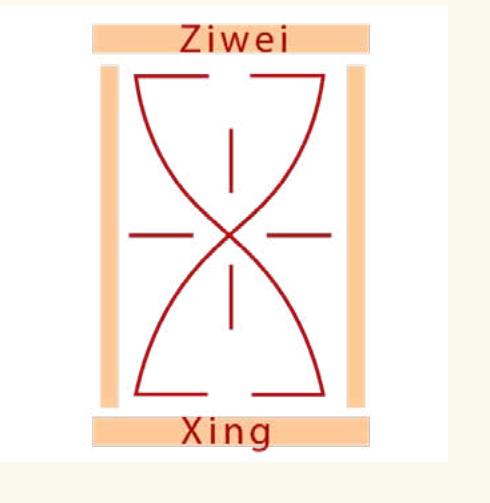
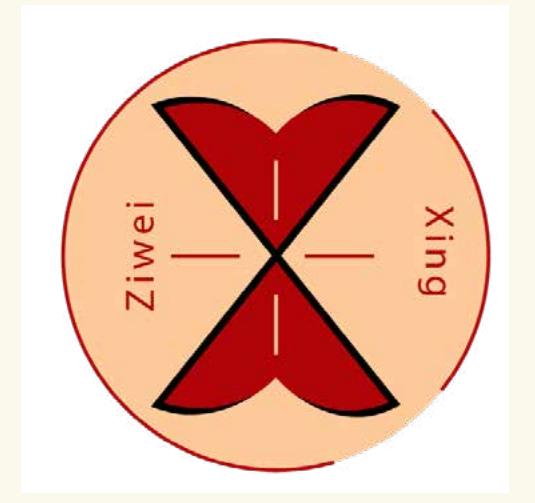
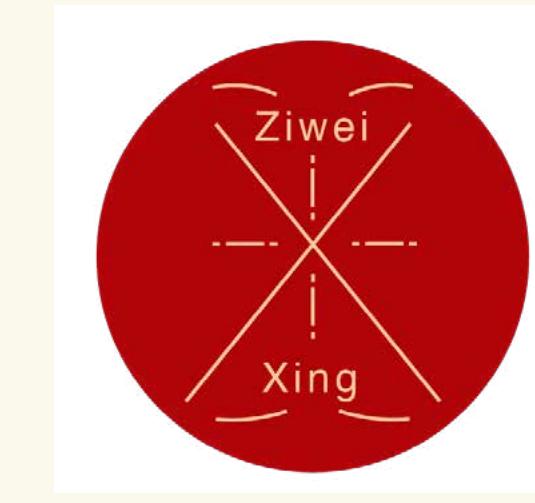
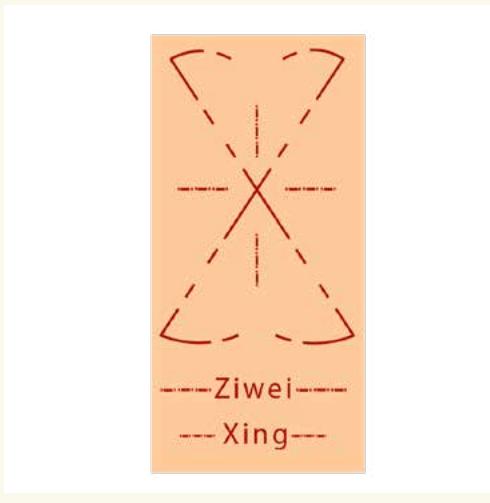
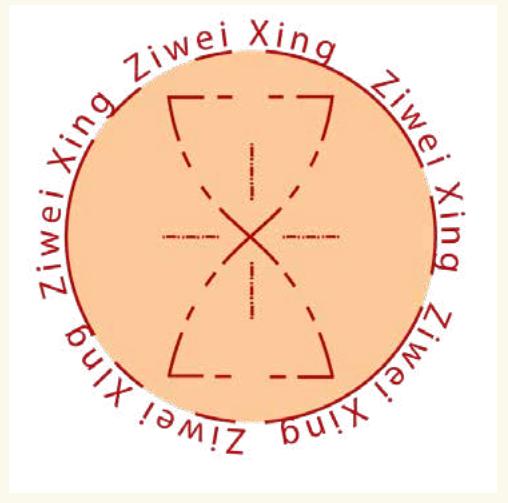
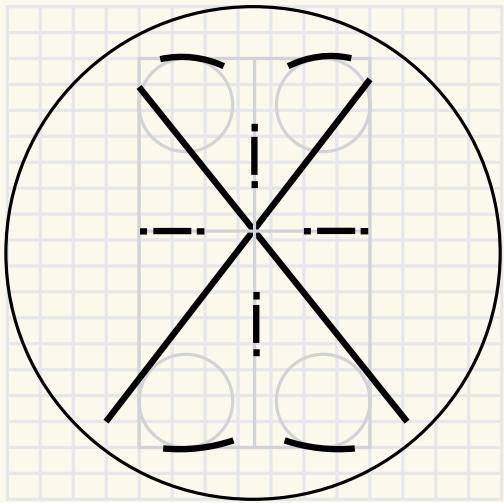
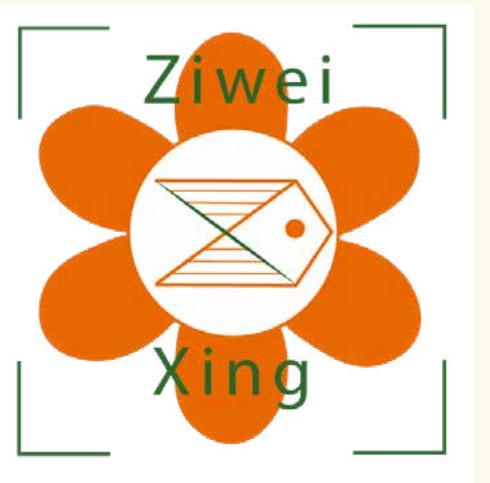
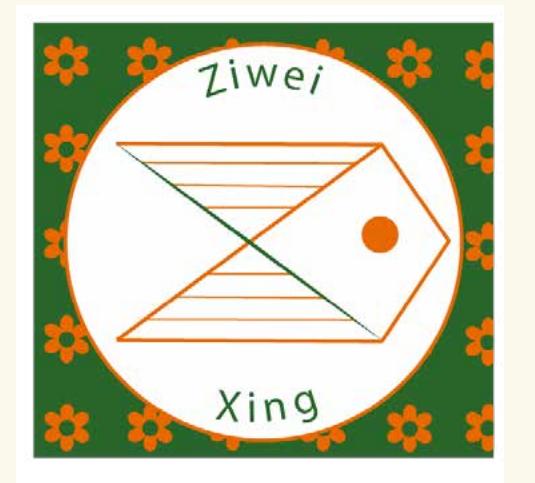
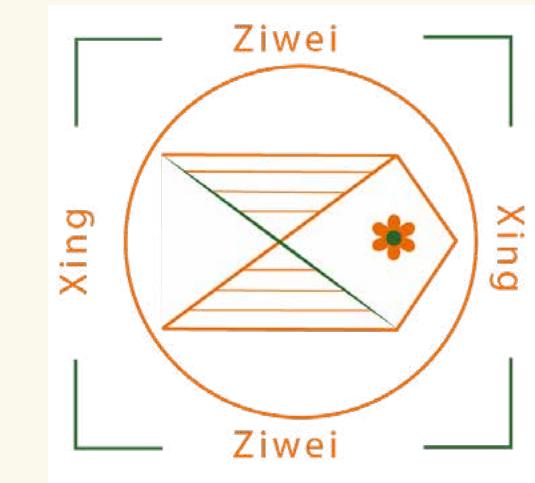
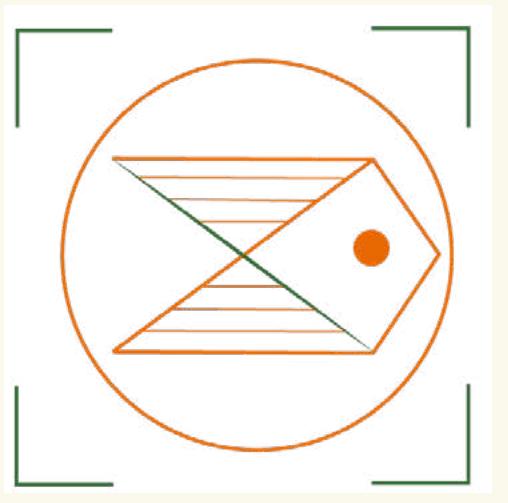
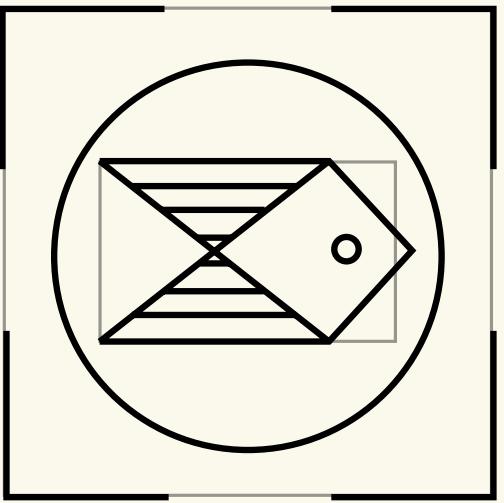
Instruction

These monograms use my initials. At first, I brainstormed and sketched 20 monograms in the paper. After defining basic purpose and parameters of my project, I defined one sketch to make alternative views of the same idea that review my ideas and choose some to pursue further. I prefer sans-serif font and I try to use different shapes or lines and colors to create my monograms that make them look different in a different style to show diversity.

Sketches



Logo Digitalize



Logo Choice

Business Card Design

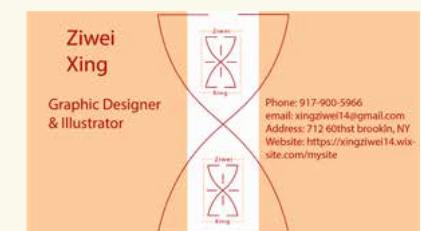
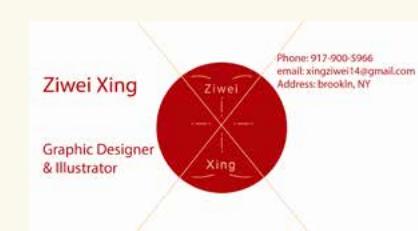
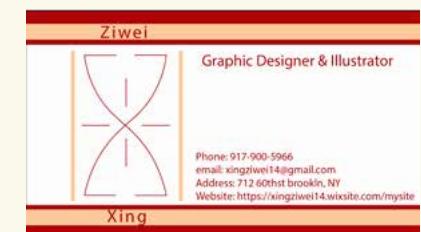
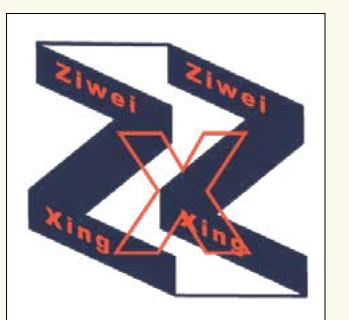
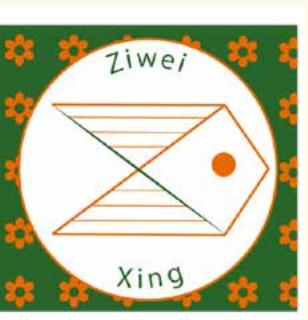
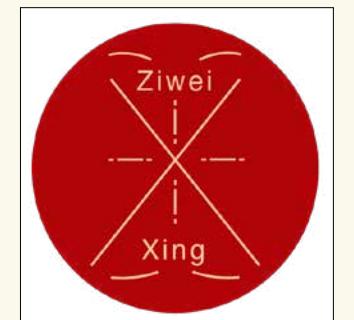
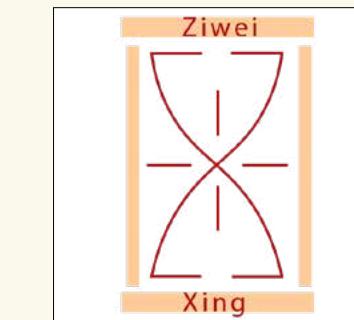


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Instruction

Based on the Monograms, I use some of them to develop my logos. First, still, sketch the logo and try to use different languages. Then, choose 3 of them to developed in different styles but the same color. Finally, use Adobe Illustrator to create them. I used 4 of the logo I designed. Create a minimum of 20 business cards for all of them. Make them distinctively different from each other but use the same color and typefaces. I tried to use the elements from my logo to design my business cards such as lines, circles, and patterns. That could reflect my personal style perfectly.



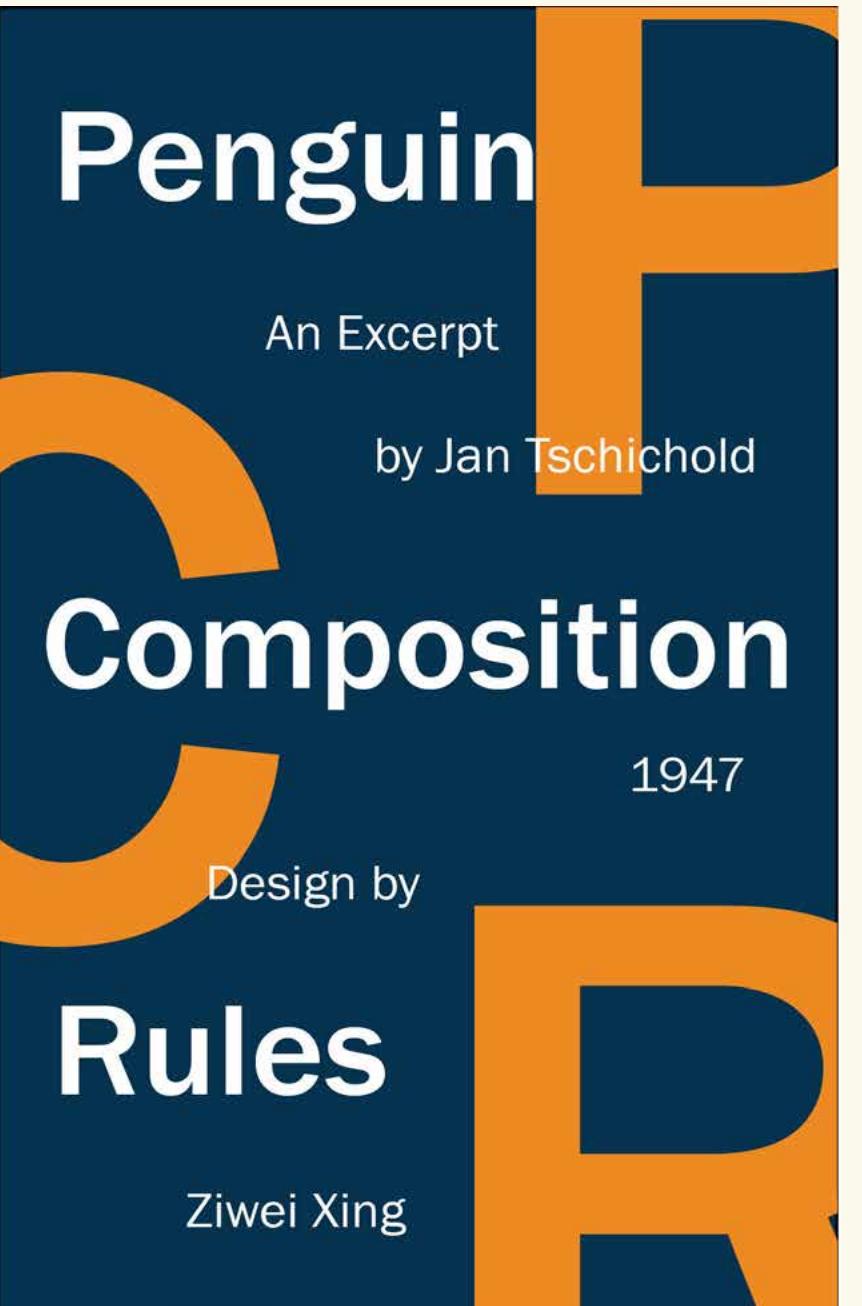
Book Design

Book Cover



First Cover

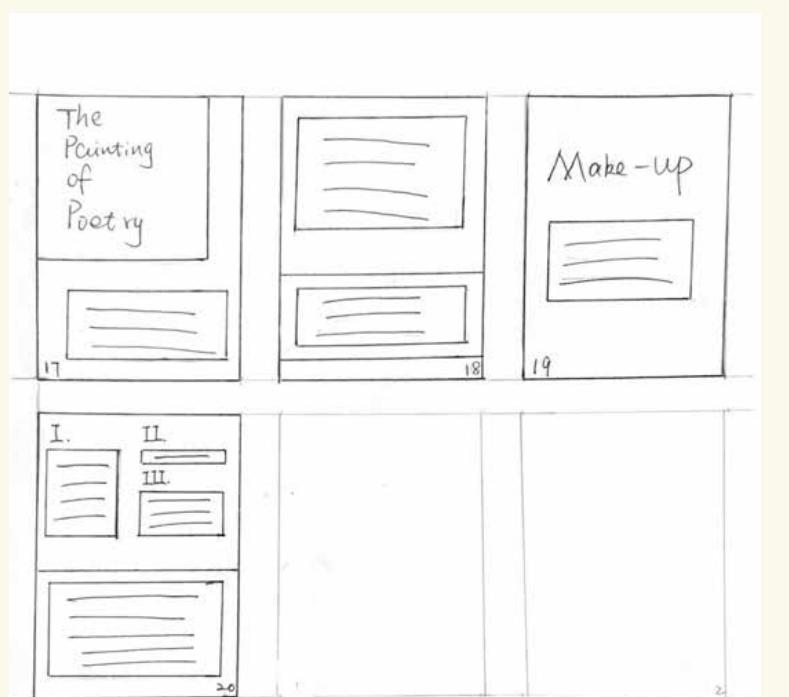
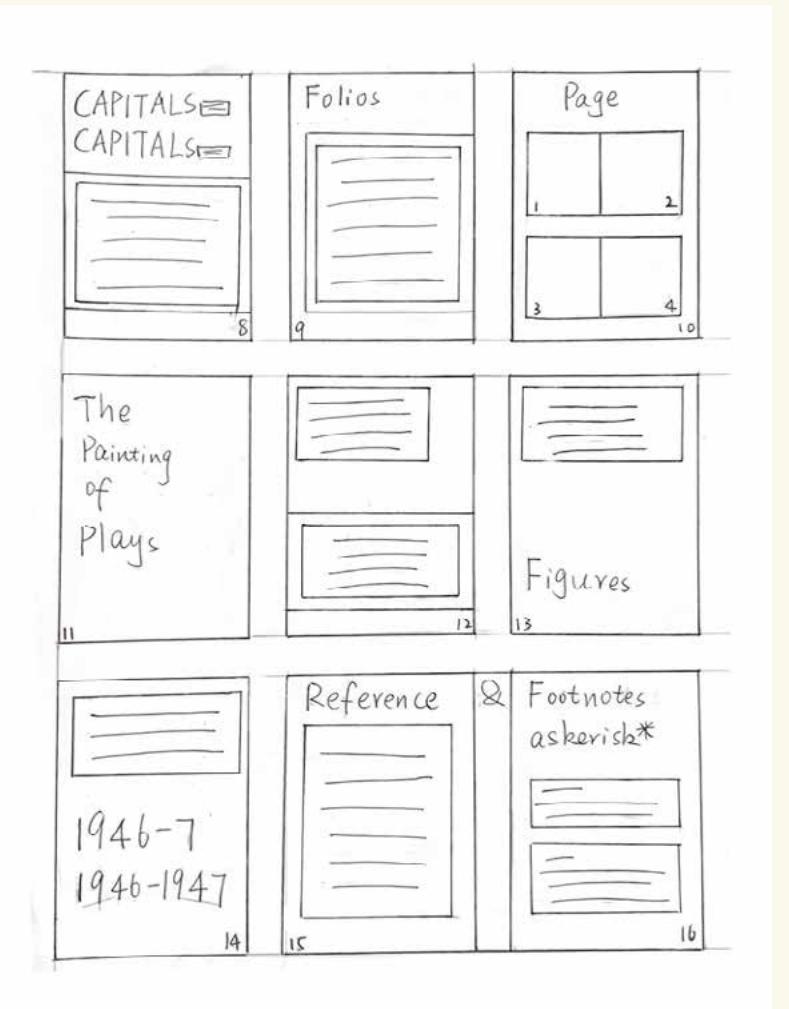
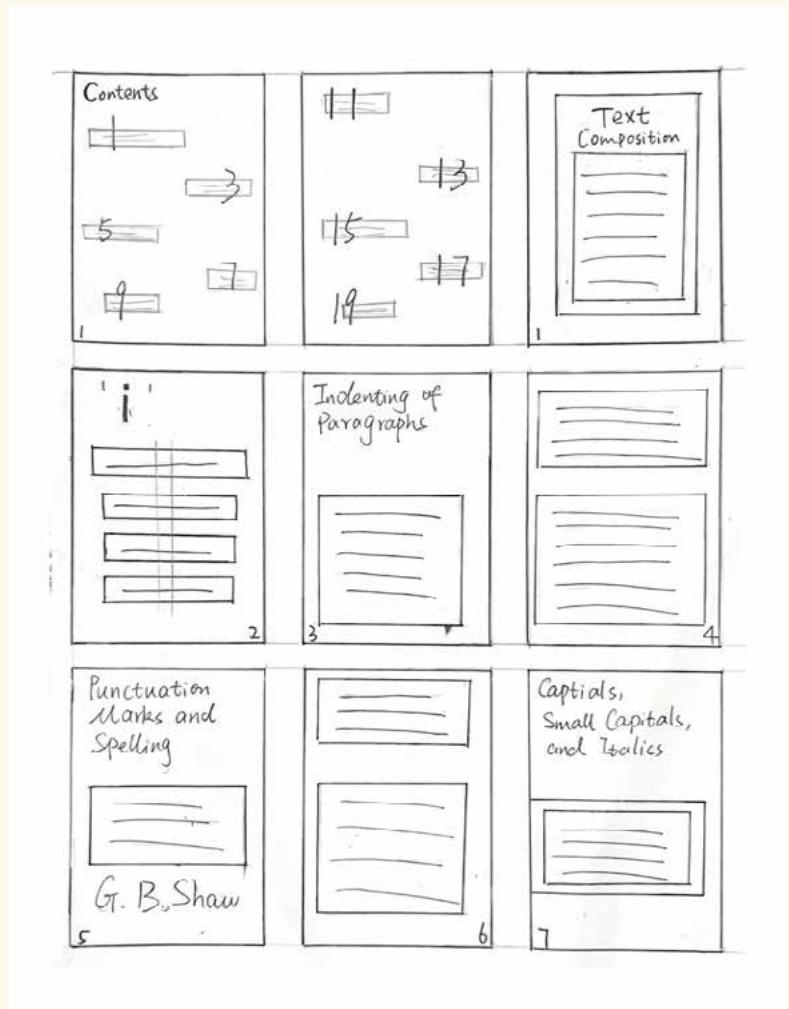
This is the first book cover I designed for the Penguin Composition Rules book. I broke the word in the middle and design them in 3D style to have a sense of space.



Second Cover

This is the second book cover I designed. I cut the capitalization of the title "Penguin Composition Rule" to move them to the corner that makes them stick out. And I make the subtitle over them to

Sketches



Instruction

Penguin Composition Rules were the guidelines written by typographer Jan Tschichold for use in composing the pages and typography of Penguin Books. First, I redesign the book covers into two versions. Then, I redesign the book layout to make the visuals more clearly. I add color to it.

Book Layout

This is the book layout I redesign the Penguin Book. I use the color to separate each sections. Different title use different colors. The Contents I design the same style with the book cover. I make the title to cover the numbers.

