Portfolio 2020

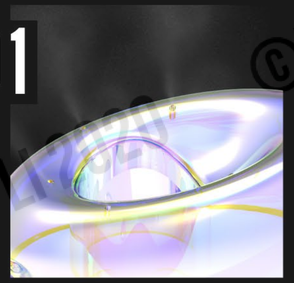
Ingredients: Interaction, Service, Sustainability, Music, Installation, Processing

made with passion

Yixun Li

CONTENT

01



MOIOR

Future Design (APP + PRODUCT)

A futuristic humidifier designed for us living on the earth where will be extensively degraded in 2050. The product allows us to wear anywhere on their bodies, the app can monitor the conditions of their Moior. Moior can protect us in the future to confront the bad air quality by providing us a moistured environment around us.

02

THROUGH THE FLOOD

Using glass cullet to recreate beauty. Glass is a fragile material that we can easily find. It is fragile and extremely hard to be composted. Seeing through the broken cullet makes me feel that I could wander in it. I started to question, are the cullet just a filter? Or it is a key to another world.

03

FLOOPY

Service Design (APP + PRODUCT)

A mobile app and product for farmers to help them better dispose of deformed fruits. Fruit waste is still a big issue all over the world. Floopy allows farmers to use products to reprocess deformed fruits and sell them on the platform by pricing advice.

04

MY MUSIC MUSEUM

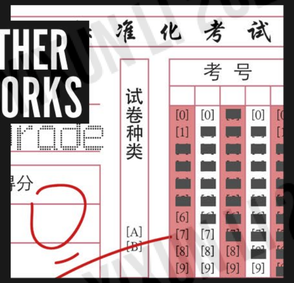
Sounds appear in our minds when we are hearing them. They are full of vitality even though they flash very quickly like writing in water. How could we memorize sound?

OTHER WORKS

INCLUSIVE MUSIC FESTIVAL

A music festival inspired by hot pot, a Chinese traditional food that mainly to express the feeling of inclusiveness. This festival will be held for three days with a different type of music, that are Folk, Punk, and Jazz.

OTHER WORKS



BAD GRADE

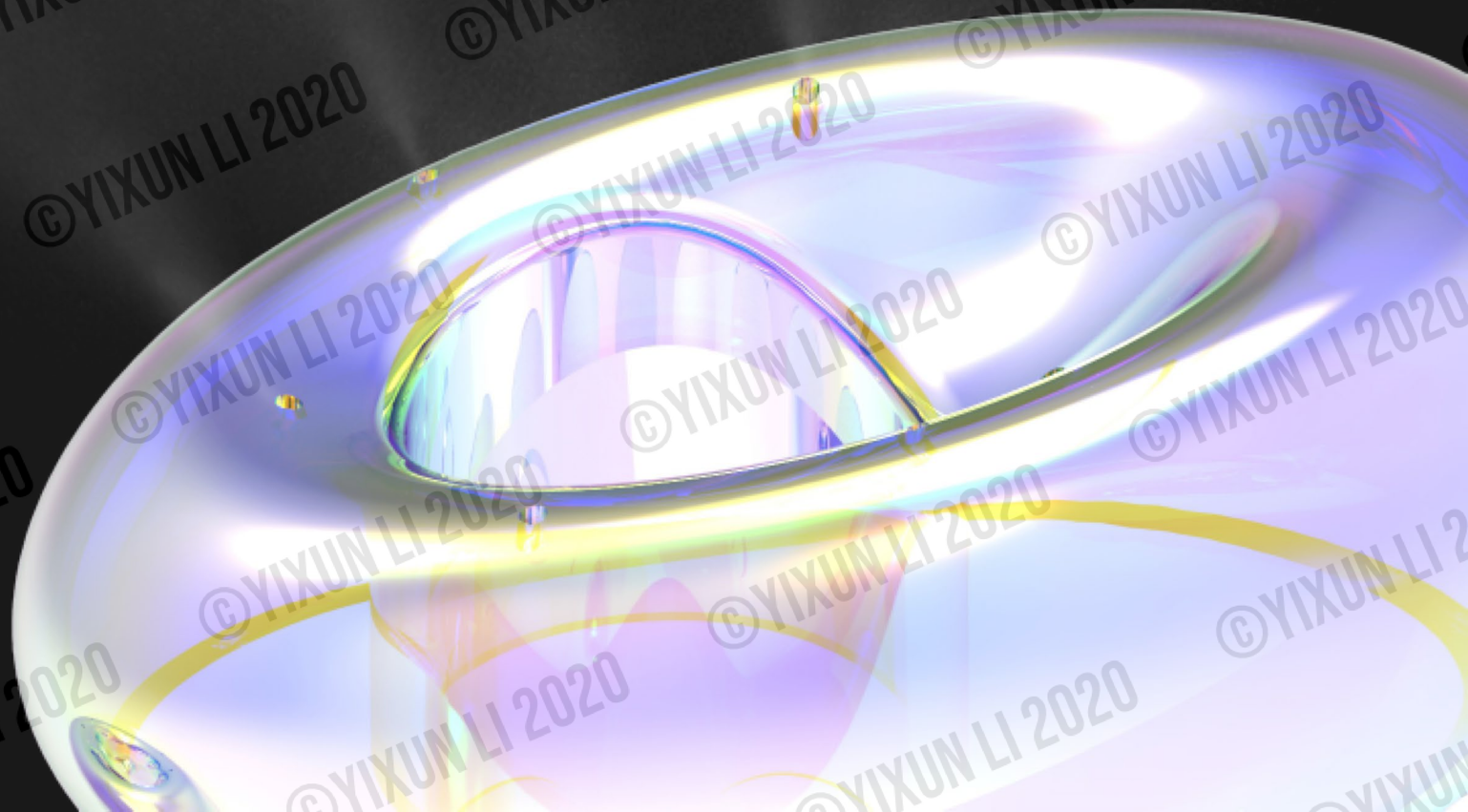
Brand Identity + Web Design

BAD GRADE is an online shopping branding inspired by scantron, which is an old-school test answer sheet. BAD GRADE uses the languages from the subjects in middle and high school to distinguish each category.

01 MOIOR

Future Design (APP+SMART PRODUCT)

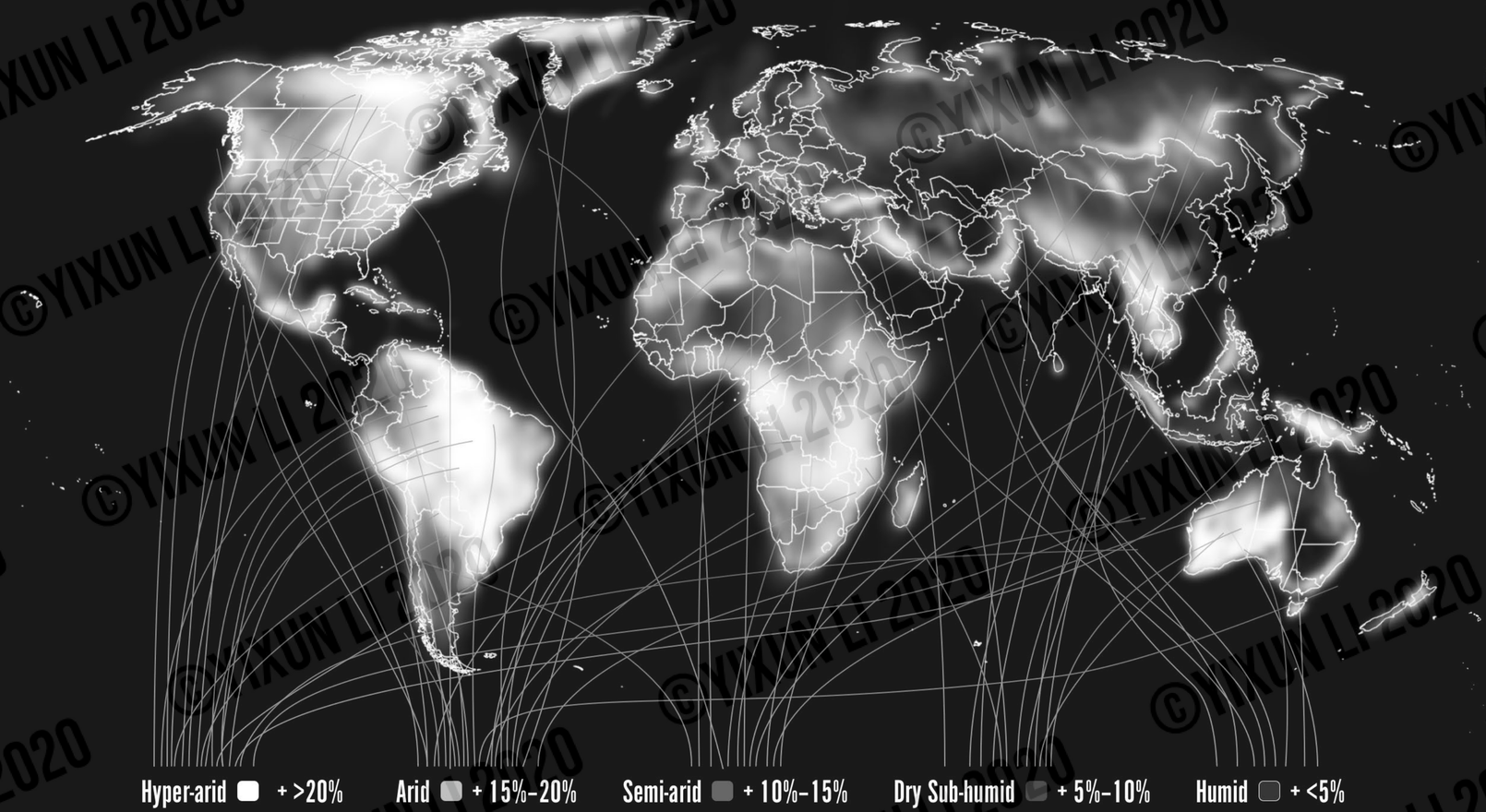
A futuristic humidifier designed for humans living on the earth where will be extensively degraded in 2050. Moior allows people to wear anywhere and protect them from the bad and extremely dried air. Moior includes the product and a mobile application. The product can be worn anywhere on the body. The mobile application monitors the condition of the humidifier by its water level, bacteria level, light colors, and diffuser. Moior also provides a water recharging station, where people can refill their equipment. Moior can protect us in the future to confront the bad air quality by providing us a moistured environment around us.



In the Future... Year 2050

70% of land are degraded

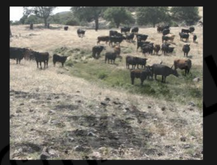
1109/1692 Cities are dryland



DESERTIFICATION ANALYSIS

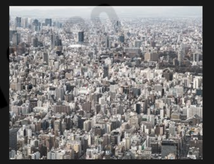

Over-farming


Over-irrigation


Overgrazing


Deforestation


Forest Fire


Urbanization


Droughts


Over-population

Year 2020

It is predictable that the earth will be exhausted in the future. Due to the forest fires, which is the major cause of desertification, the green area will be very limited. We should be aware of anything bad is going to happen.

Parched Future

64100 wild fires annually

The weather will be extremely dry and very low precipitation in a year...

“Sand City”

Even in the urban area, the streets will be covered by large amount of sand. The moisture in the air will be extremely low.

Outdoor...

The outdoor activities will be difficult to organize in the future because there is almost nothing outside, and people will be hard to travel to another place.

Low Visibility

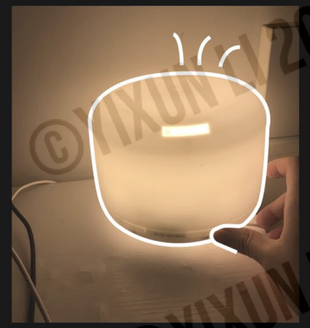
The sand strom will also be obstructing out sight. The extremely low visibility will be around us all the time.

CONCEPT IDEATION

There are a lot of factors that can possibly cause desertification to happen in the future. For instance, deforestation and overgrazing are influencing and will be continued. The air quality and humidity will be the top one need in our daily lives.

Mindmap

CURRENT HUMIDIFIER ANALYSIS



Water Monitoring

Lack of water level monitoring, the user cannot check the water level promptly. There is also no low water level warning function.

Light Controlling

The light control function is limited and inconvenient. Users want more color options.

Essential Oil

The essential oil has to directly drip into the water tank can cause the water tank breeding bacteria and hard to clean.

Moisturizing Needs

Air Quality Needs

Out Door Activities

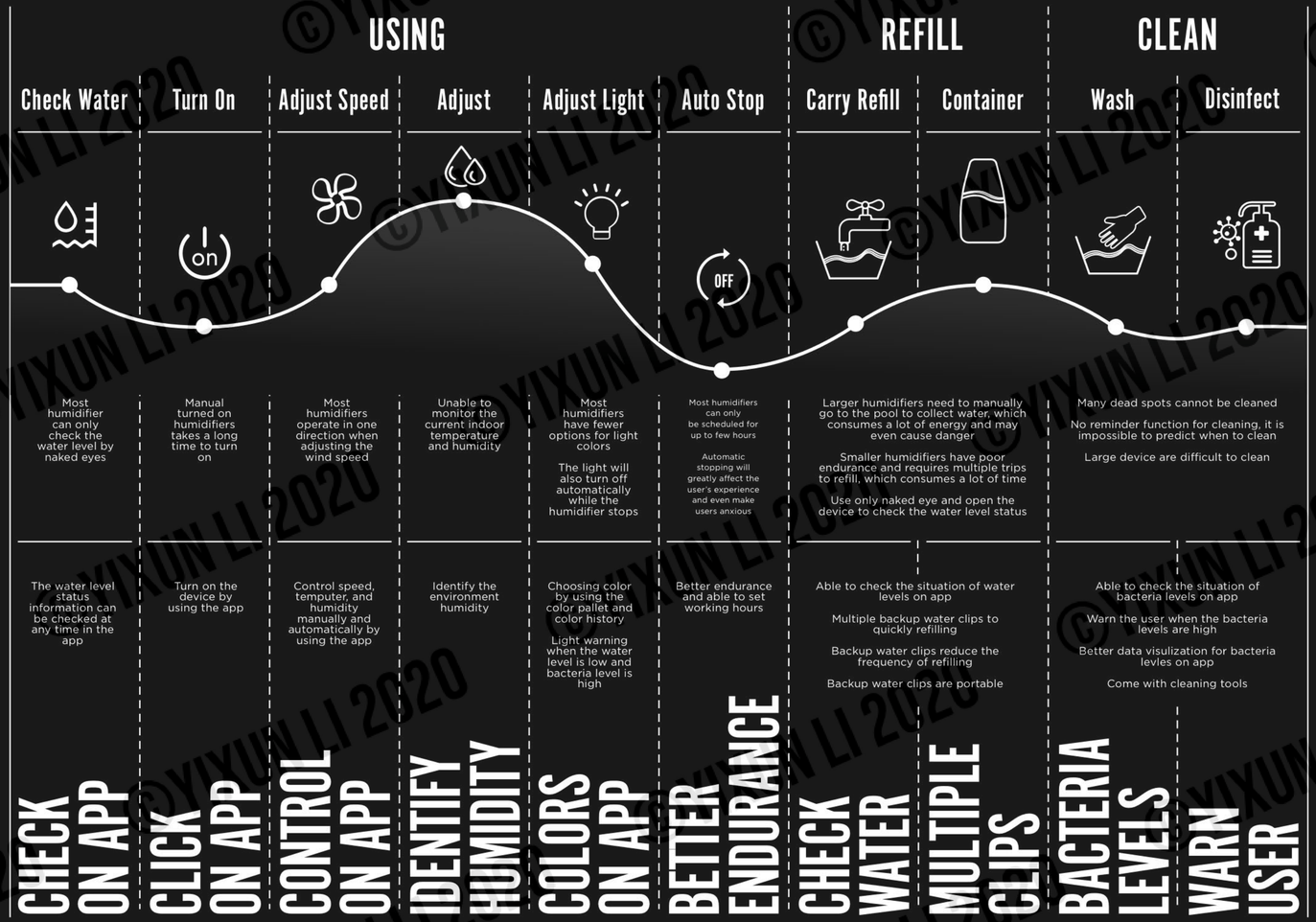
PERSONA STORY

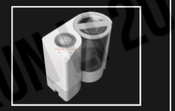
Miss Chen used to be a fashion model before the entire world was degraded,. She used to live in the southern China, where the air was moist and the environment was green and beautiful. However, due to the desertification, she could not do anything outdoor. The air quality is getting worse gradually. Her skin quality is also getting bad, which is affecting her job.

Diya Chen

Female 24
Fashion Model

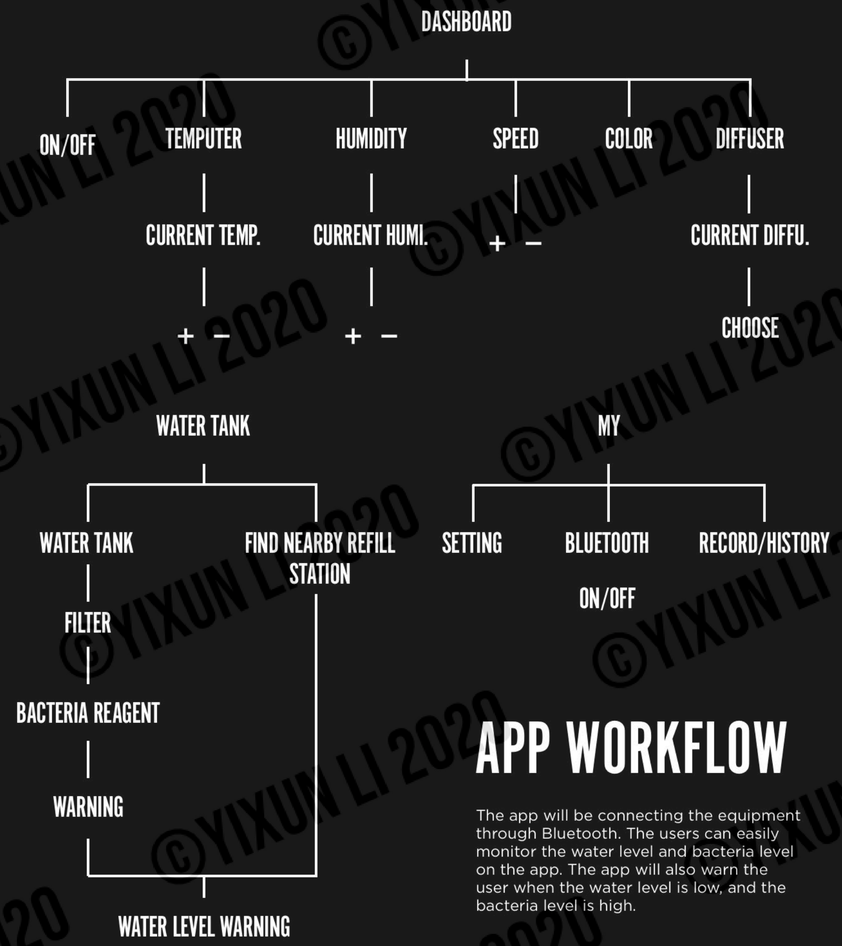
> “I used to live in a very humid city, I miss the fresh moist air I used to breathe, so bad!”



Products	Functions						Strength	Weakness
	Speed Control	Temputer Control	Portable	Diffuser	Humidity Identify	Easy to Wash		
	3/5	4/5	2/5		5/5		Quiet, larger coverage, better appearance, app controls, desinfect and air purification	Expensive
	3/5	4/5			2/5		Better endurance, quiet, stronger speed and controlling	Hard to refill, temputer sensor not work well, hard to clean
	1/5		4/5	2/5		4/5	Portable, able to put diffusing oil, easy to wash, better appearance, lower price	Poor on light contols, few functions, easy to breeding bacteria, auto stop loud, not spell-proved, hard to turn on
			4/5			4/5	Light color control, portable, easy to wash, able to use by 110V and 220V	Hard to endurance, not spell-proved, low coverage
	3/5	3/5					Air purification, lower price, temputer sensor, fine mist	Hard to endurance, low coverage

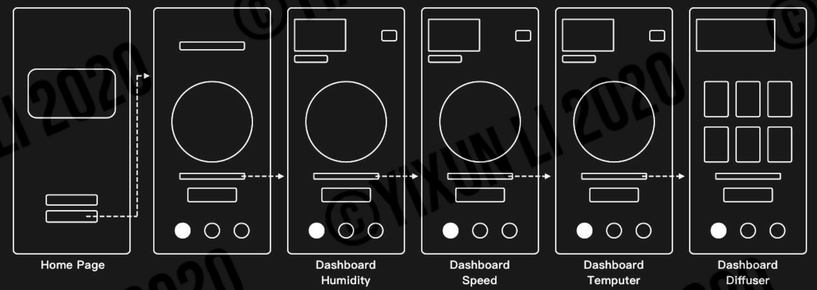
CURRENT HUMIDIFIER ANALYSIS

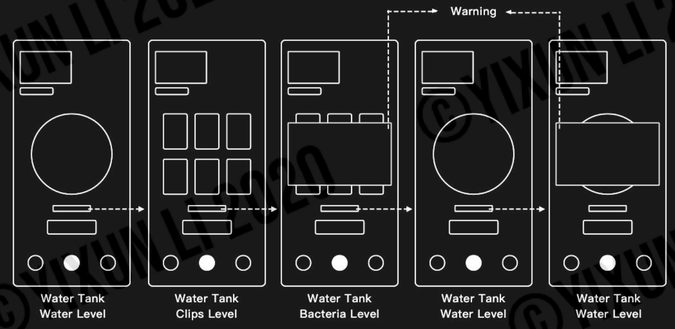
By analyzing the current common humidifier, we can see the larger the machine, the difficult to be portable. On the other hand, the smaller the machine, the lower the endurance. So in the future, there could be a refill station when people are outdoor. The users are also looking for a more sufficient light controlling system so that they can quickly adjust the light color and brightness.



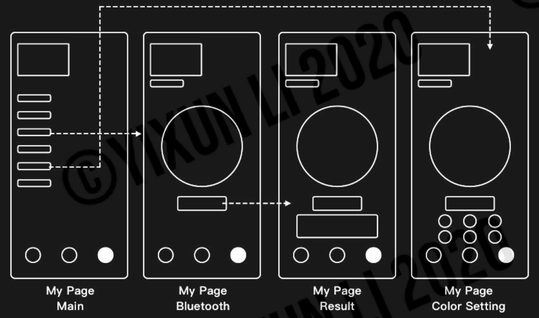
APP WORKFLOW

The app will be connecting the equipment through Bluetooth. The users can easily monitor the water level and bacteria level on the app. The app will also warn the user when the water level is low, and the bacteria level is high.



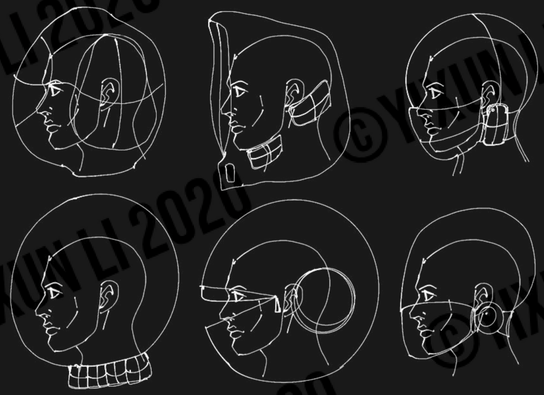


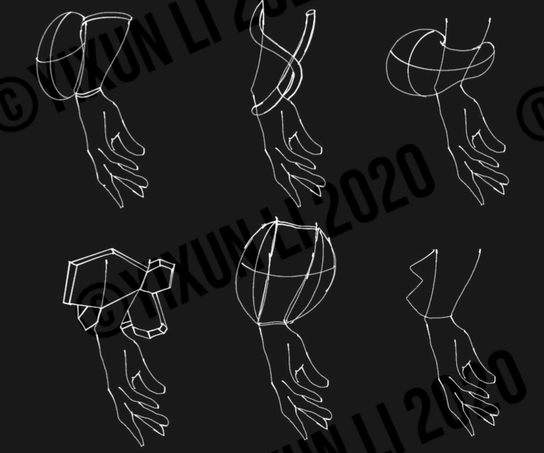
INTERFACE

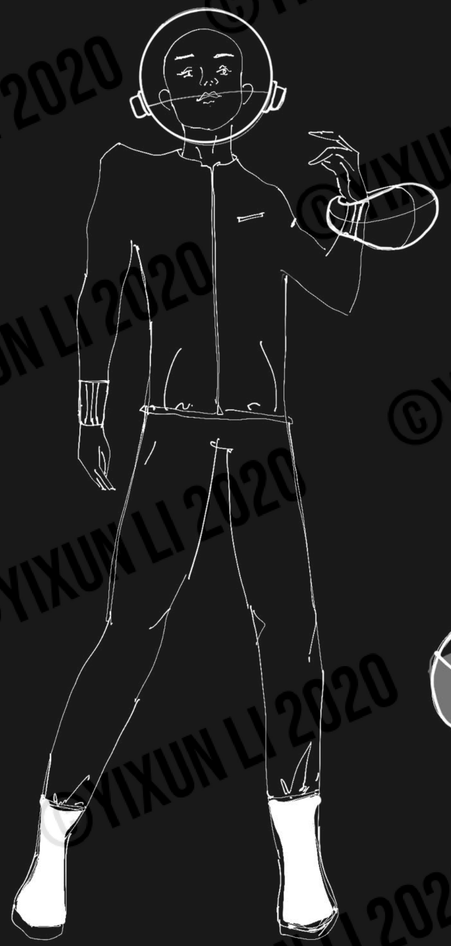


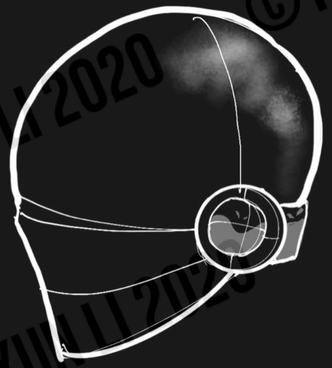
MOIOT

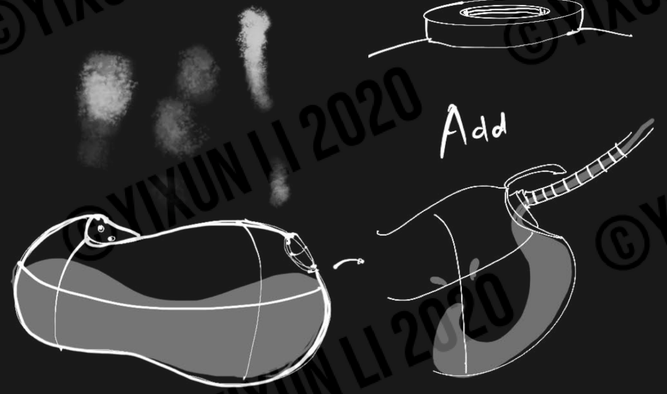
PRODUCT SKETCHES



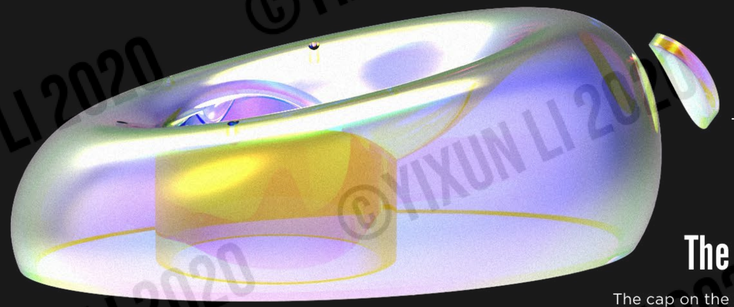






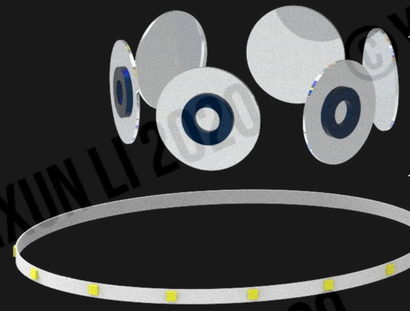


The sketch includes the exploration process and arranges all the possible functions. There will be two parts of the product set, one is on the head, and the other is around the wrist.



The Cap

The cap on the top of the hole. Take it off before refilling

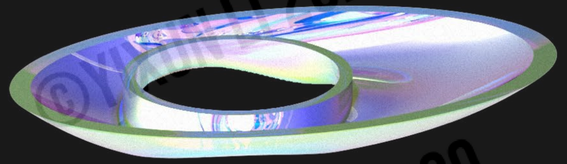


The Air Outlet

There are six outlets on the top of the equipment, each one has different essential oil

Light Strip

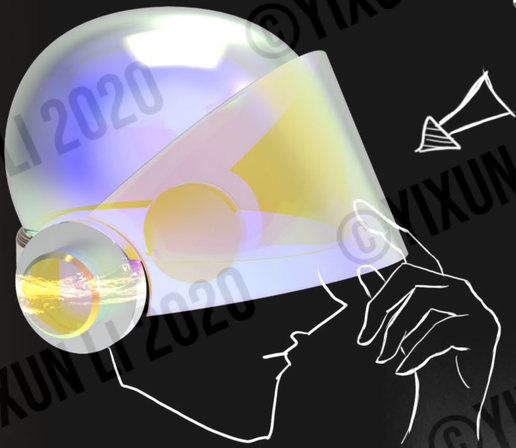
Can be controlled on App. Notice the user when the water level is low by the opposite choosen color. It is also a illuminating.

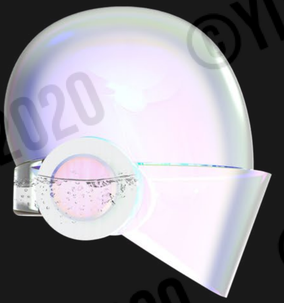


MODELLING

1 Wear Equipment

The equipment on the head will be like a helmet that can protect the users and give them a better vision. The shield can be open when the users needed



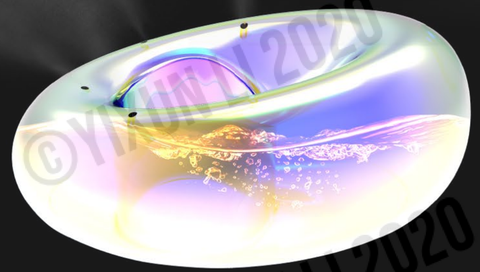


2 APP CONNECT

The app connects the equipment by bluetooth, users can moniting the water level, bacteria level, adjusting color, and find the nearest refill station to them.

3 Refilling

There will be refilling stations outdoor just like the gas stations. The machine will be like a vending machine that users can choose to either buy a refill bottle or use a nozzle to infuse water in.



USER SCENERIO

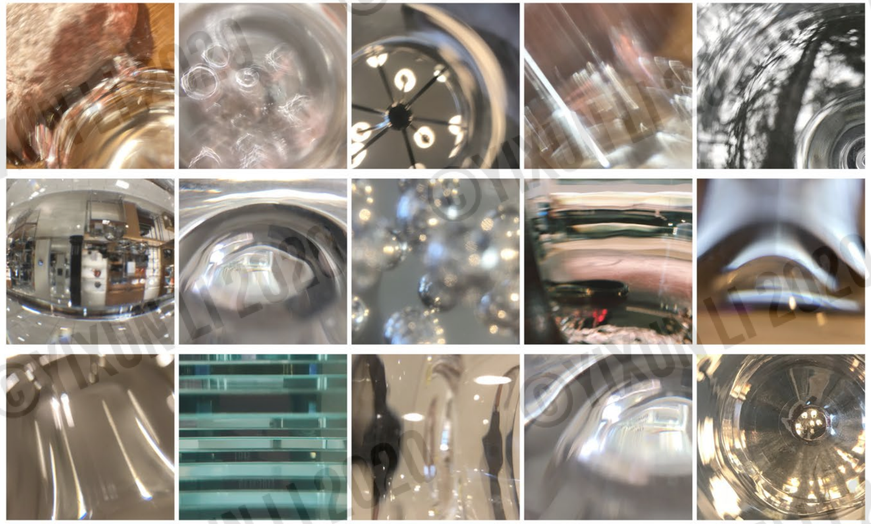
02 Through the Flood

Glass is everywhere in our daily lives. They can be a container, a screen that can protect, artworks, etc. However, they are fragile, once they become cullet, they are hard to use again. But when we see through them to an object, the object is twisted and with psychedelic feelings. They broken cullet make me feel that I could wander in it. I start to question, are the cullet just a filter? Or it is a key to another world.

Click to view: https://youtu.be/K1fcUu4BBOE

INSPIRATION

Started from one of my former Graphic Design projects See Through from the Glass, the concept was developing a visual language using glasses. The glass is a method that makes natural filters for objects. Through the glass, we see the world differently which is twisted and blurry. Also, the waste of glass is a big problem globally, it is extremely easy to find wasted cullet on the street or in our daily lives. So I choose to make something by using these cullet.



Fragile
Refractory
Difficult to Recycle

33% glass is recycled in USA

2800 °F melting and shaping

50 billion tons of sand every year used to make glass

16.6 MJ per kilogram of container glass produced

1 million year decompose in the environment

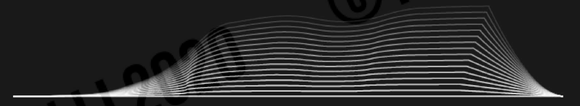
RESEARCH

In our daily lives, there are a lot of glass materials have been wasted. For instance, a glass bottle has been shattered, it is no longer usable even though we glue up the cullet fragments. Based on the data summary collected by the United States Environmental Protection Agency, the numbers show the comparison of glass in MSW by weight (in thousands of U.S. tons) in the United States, and the recycling data collected by goingzerowaste.com. The facts are astounding that the recycling rate of glass in the United States in only 33%, requires 2800°F to melting and shaping, and it will take 1 million years to decompose if landfilling.

11380 Thousands of U.S. tons in 2017

ONE MILLION YEAR
to decompose if thrown away in landfills

3030 Thousands of U.S. tons in 2017

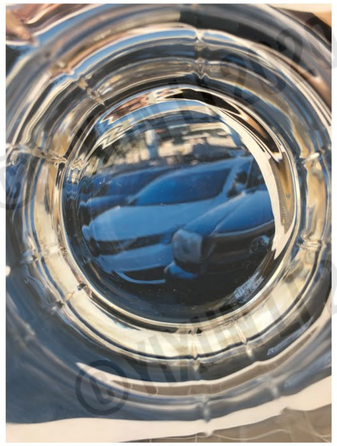


4.3 Persent of all MSW combustion with energy recoery in 2017

Inital Concept 1

One of my previous poster design for my Graphic Design 1 project. The concept was about the difficulties of parking in San Francisco. I used the glass bottle to emphasize the small space of parking spots and occupying the space of the street.

Inital Concept 2

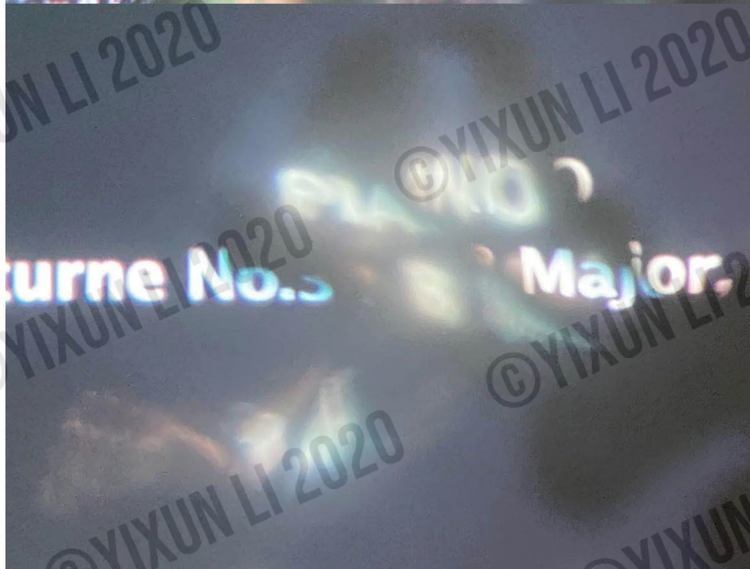


In the second poster of my previous parking project, I used two images, scanned them, and put them together, and scanned them again. I wanted to show that in just a bottom of a glass bottle, there are a lot of cars parking in it, as well as how they are twisted and squeezed together.

Final Concept

The glass cullet has been collected from multiple beer bottles in a dinner. At first, I was trying to glue them together edge by edge, I tried five different types of glue. However, none of them works because the edge of the cullet is too glossy to bond, so I have to find another way. I use the flashlight to test the refraction, the light going diffused by putting a glass in front of the illuminant.

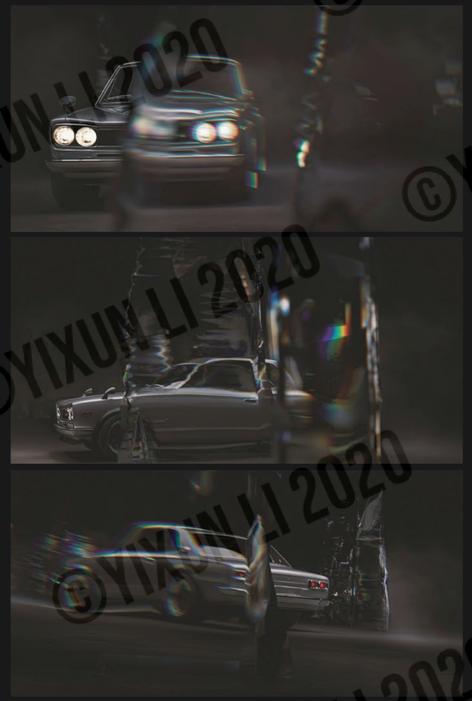
DEVELOPMENT



INSPIRATION FROM ARTISTS

Shards - 1969 Nissan Skyline GT-R [FULL CGI] by Curve Digital

"Playing with refraction through broken glass, this series of the Japanese classic lives in a dark and moody world of the gangster, the Yakuza."

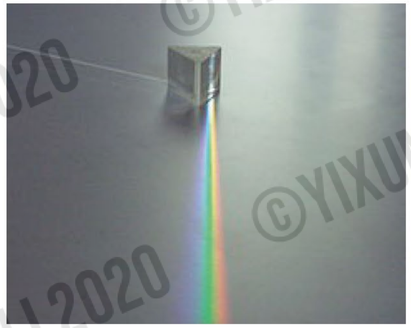


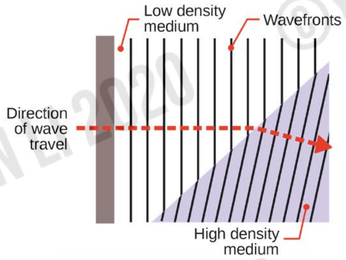
Source: Shards - 1969 Nissan Skyline GT-R

DEVELOPMENT

Refraction

Refraction is a physical change in the direction of propagation of a wave as it passes through a medium or undergoes a gradual change in the medium. The light goes through the medium, it causes natural optical phenomena and makes the dispersion of the light.

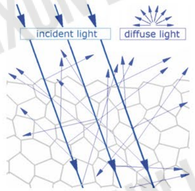


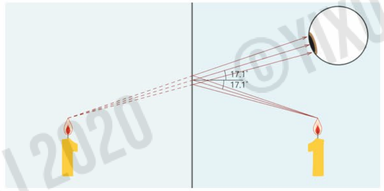


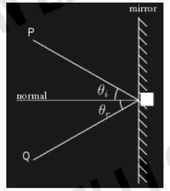
$$\frac{\sin\theta_1}{\sin\theta_2} = \frac{v_1}{v_2} = \frac{n_2}{n_1}$$

Reflection

Reflection of light could be a specular and diffuse reflection. Specular reflection is the most common reflection, it requires the surface is glossy and opacity. The diffuse reflection requires the surface is nonmetallic, the dispersion of the light will be random because of the roughness and irregular of the surface.

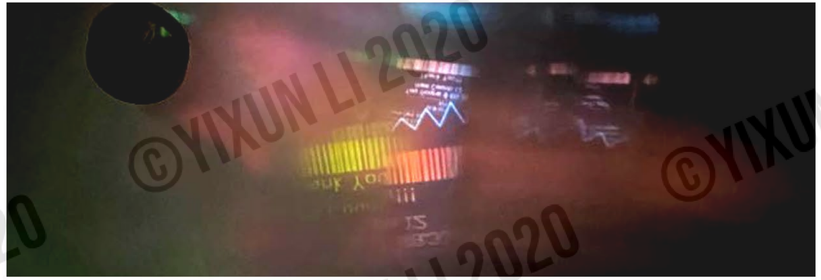




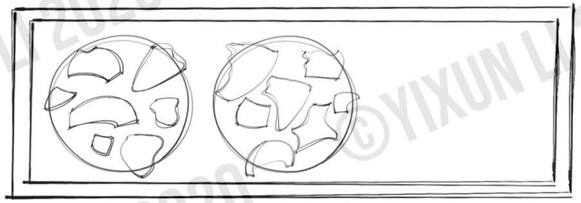


Testing & Experiment

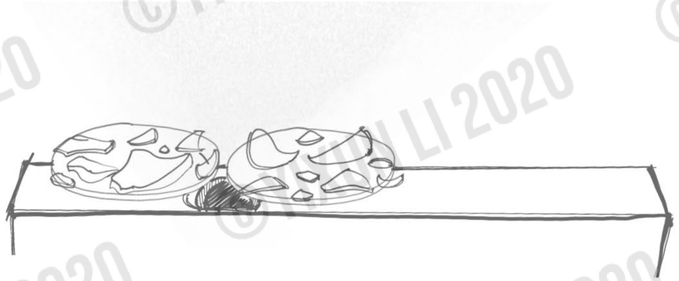
- **Bad Rotation Angle (using Rectangle)**
- **Too much blur (dirty glue)**
- **Space dislocation (with mirror)**



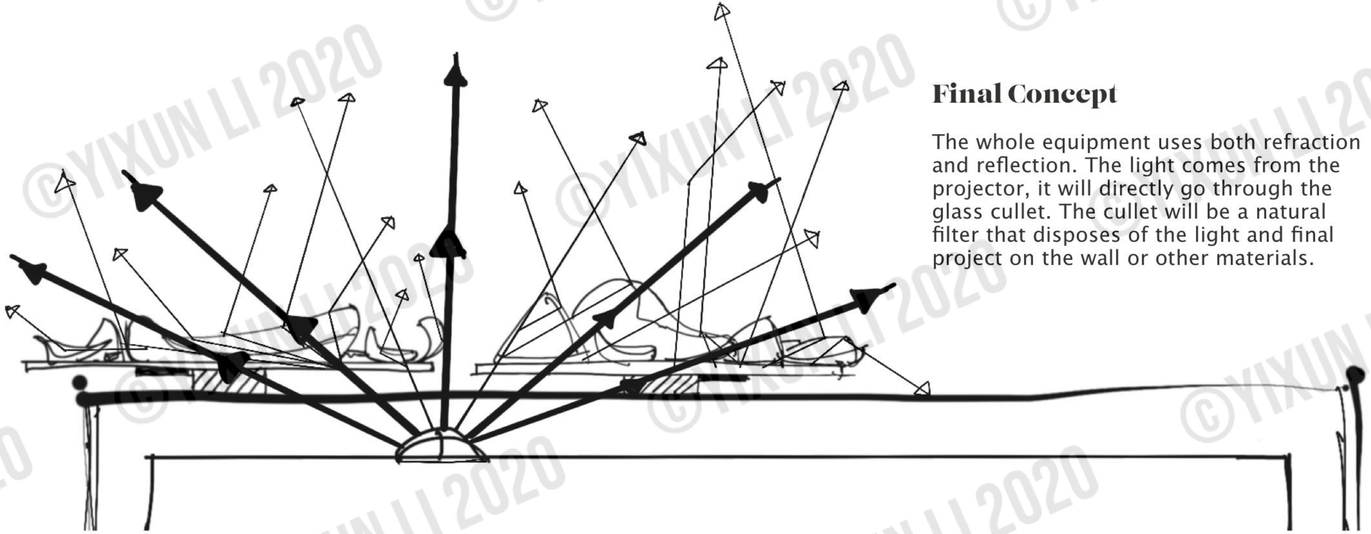
DEVELOPMENT



Finally, there is a solution that I could use a transparent acrylic board as a carrier to hold the cullet. In this way, the glass does not need to be bond together. The two circular acrylic boards will be on the top of the projector.



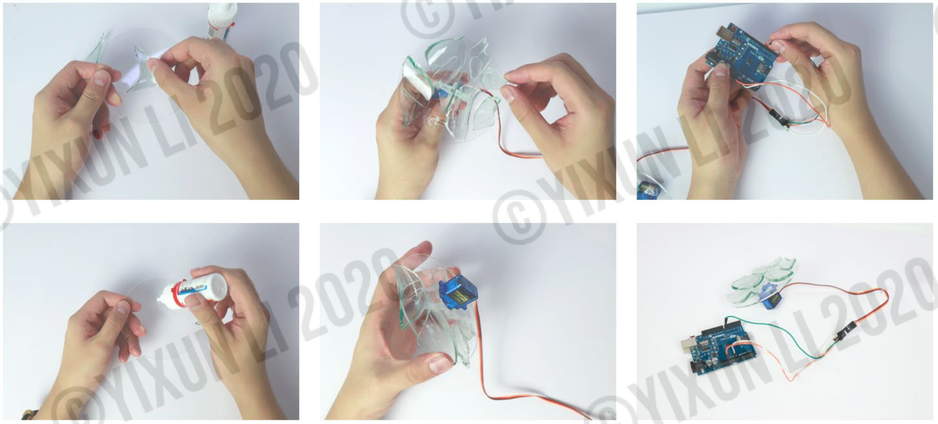
Each acrylic board will have a micro servo taped at the bottom, also the minor servo will be taped on the top of the projector right above the camera lens.

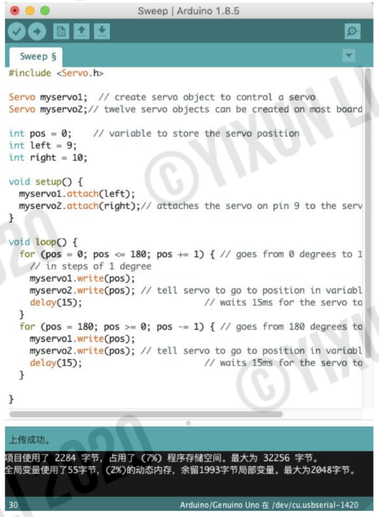


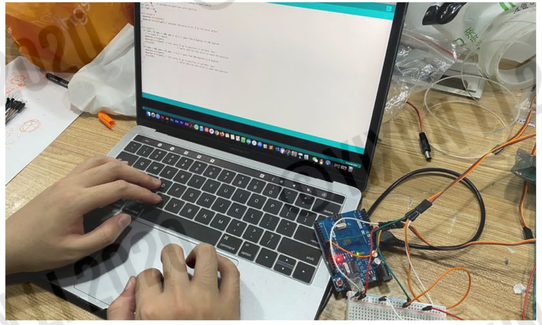
Final Concept

The whole equipment uses both refraction and reflection. The light comes from the projector, it will directly go through the glass cullet. The cullet will be a natural filter that disposes of the light and final project on the wall or other materials.

Circuit Connection







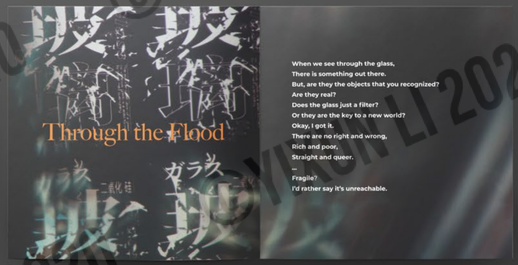
Digital Solution - Coding

The coding part involves the function of controlling the micro servo to rotate. (Move faster if the audience goes closer)

Digital Solution

OUTCOME

I made a motion poster use the different languages of the word GLASS. From the projector, the motion poster will be on the wall, and the image through the cullet equipment, the words are twisted and blurry.



03 FLOOPY

Deformed fruit has been a big part of food waste. Although during a highly developed technology period, there are a lot of farmers in China do not know any method to make deformed fruit valuable. The reasons for this problem are that fruit farmers need a platform to connect with more retailers or dispose of the deformed fruits by themselves and then sell the products and pricing advice. The app is called Floopy, gives fruit farmers the chance to sell and get to know more retailers. This app contains a unique scanning program that can easily identify the deformity of the fruits, then guide the user to pricing them or make their own products. From a marketing perspective, this app focuses on deformed fruits that can make more benefits for both fruit farmers and retailers. Also, this product could solve food waste and environmental problems.

Click to view: https://youtu.be/DOfwLsRqwHc

RESEARCH

The most used method of disposing the deformed fruits in China is to landfill, which is an extreme waste of food way. Also the customer's willingness.

None

of the store owners surveyed used advertising or digital displays to encourage the purchase of unattractive produce.

34% of store owners just throw out substandard fruits and vegetables

30%

of fruit will be left in the field because it isn't aesthetically pleasing enough to pick and sell.

Survey Results

55%

of the customer would more likely to choose the fruits that looks pretty

This pie chart compares the different willingness to choosing fruits by customers. The data includes "good-looking, fresh, ripe, size, dry fruits, color, and others."

Competitor Analysis

拼多多

Low price online shopping

PDD

Advantage

Directly connect with dealer
Share order with others

Disadvantage

Does not indicate the compsing methods for deformed fruit

百果园

Fruit selling platform

Pagoda

Advantage

Big platform for selling fruits

Disadvantage

Sell only good-looking fruits
Does not sell deformed fruits

美团外卖

Platform contains fruit selling shops

Meituan

Advantage

Shops sell juice, fruit bowls, and other fruit products

Disadvantage

The disposing methods are not transparent

三只松鼠

Candied fruit
Dried fruit snacks
Canned Fruit

Three Squirrels

Advantage

Well-known brand
diverse products

Disadvantage

Inconvenience after-sales

Methods of Fruit Trade

HOW DO FARMERS SELL THEIR FRUIT?

7/10		Direct supply to supermarket
3/10		To Dealer and Franchiser
5/10		Independent Sales
8/10		Let Customer Picking at the farm
8/10		Export to Other Countries
10/10		Online Selling
1/10		Unified Acquisition by the Government

Based on this research, I found that the most fruit farmers who use more smartphones are doing online sellings, but the problem is there no platform for them to sell deformed fruits

User Interviews

Liu Fruit Famer 63

I rarely use smartphones, most of the imperfect food will be **eaten by ourselves** or go to the landfill, but sometimes there are **too many to eat**.

Zhou Fruit Franchisers 46

I wish the substandard food should **be in use for other approaches**, There will be a huge business opportunity for the **deformed fruits**.

Yang Fruit Famer 33

I think the fruits that look **ugly are not poisoned**, they are still fruits we can eat. I wish some companies could massively reclaim them make **dried fruits** or other products.

Grace Zhu Customer 23

It is **wasteful** that we throw away the fruits that just not looking good. There are always a lot of fruits leftover only because they look not right.

RESEARCH

User Journey

COLLECT

Plucking Classing Sorting Packaging

1. Unable to quickly distinguish deformed fruits among a large number of fruits
2. Unable to identify whether the deformed fruit is ripe
3. Will the degree of deformity be accepted by the public
4. Will omit deformed fruits
5. Unclear how deformed fruits are disposed
6. Unable to determine the degree of deformity of deformed fruit
7. Deformed fruit that cannot be disposed will be left in the field

1. Identify deformed fruits more efficiently according to the classification of fruits
2. Consumers' psychological expectations corresponding to the degree of deformity show
3. Fruit ripeness can also be identified
4. Separately classify deformed fruits

SELL

Contact Negotiate Sorting Trading

1. Price drop due to deformed fruit
2. Money loss caused by deformed fruits
3. Undiscovered deformed fruit leads to lower credibility

1. Autonomous processing or trading platform for selected deformed fruits
2. The trades will be guaranteed
3. Secondary pricing can be performed according to the degree of deformity recognition in the app

DISPOSE

Contact Negotiate Return Dispose

Transporting

1. Whether to take the initiative to explain the problem of deformed fruits
2. Unable to contact a suitable dealer for recycling malformed fruits
3. Easily deceived
4. Few familiar dealer
5. Difficult to compromise
6. Bear all losses
7. Need to contact various dealer
8. Unclear how deformed fruits are disposed

1. Self-learning disposing method
2. The platform can provide consumers' intentions
3. Cealer information about deformed fruits
4. The platform to trade deformed fruits
5. The product can use the returned deformed fruits as other processing methods
6. Use the product on its own or use the platform to sell to merchants who buy malformed fruits

Persona

Shufen Wang

Fruit Farmer

Age	53
Gender	Female
Job	Fruit Farmer
Province	Guangxi

Fruit Grows

Skills

Communication

Farming

Negotiating

Learning

> "There are always deformed fruit that people don't like, the only thing I can do is to landfilling them. Such a huge waste"

About

Ms. Wang is a fruit farmer who currently lives in Guangxi, China. She has been in the fruit farming industry almost all her life. She spent her major time on the farm, rarely meet new people. As a result, she knows only a few franchisers. There is a lot of deformed fruit every year, the only way to composing them is to landfill.

Needs

- More ways to compose the deformed fruits
- Reduce the waste of deformed fruits

Pain Point

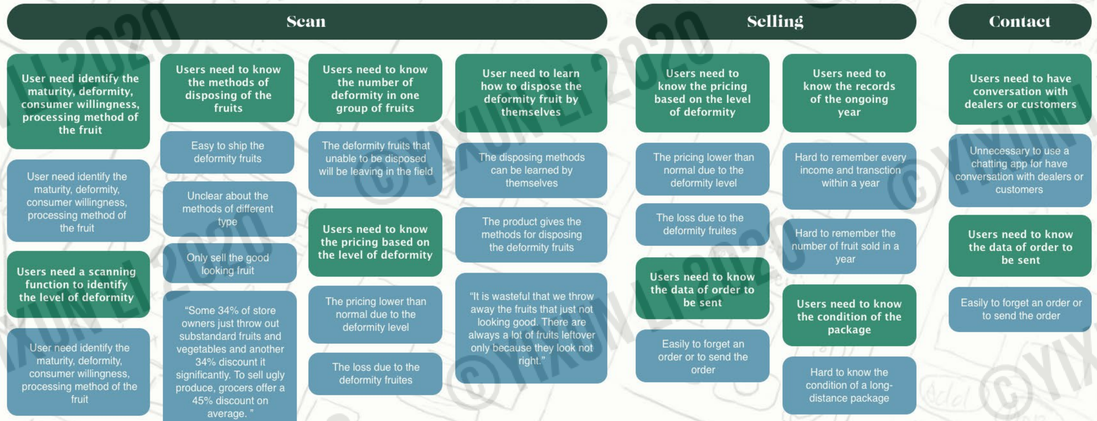
- Usually hard to identify deformed fruit among a large group of furit.
- knows only few franchisers

12.5%
of deformed fruit have been wasted every year

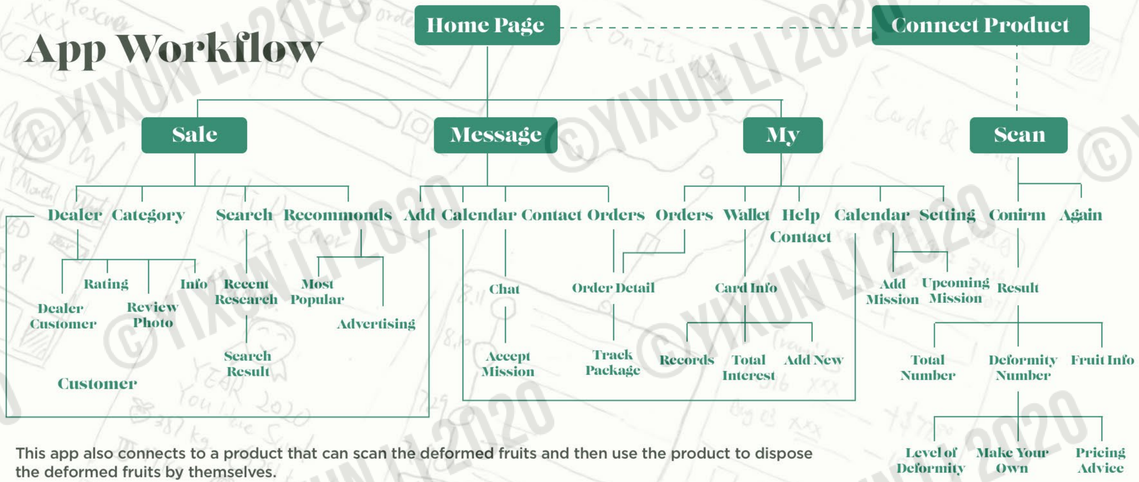
$1,331/10648
loss due to the lack of disposing method annually

CONCEPT

Affinity Diagram

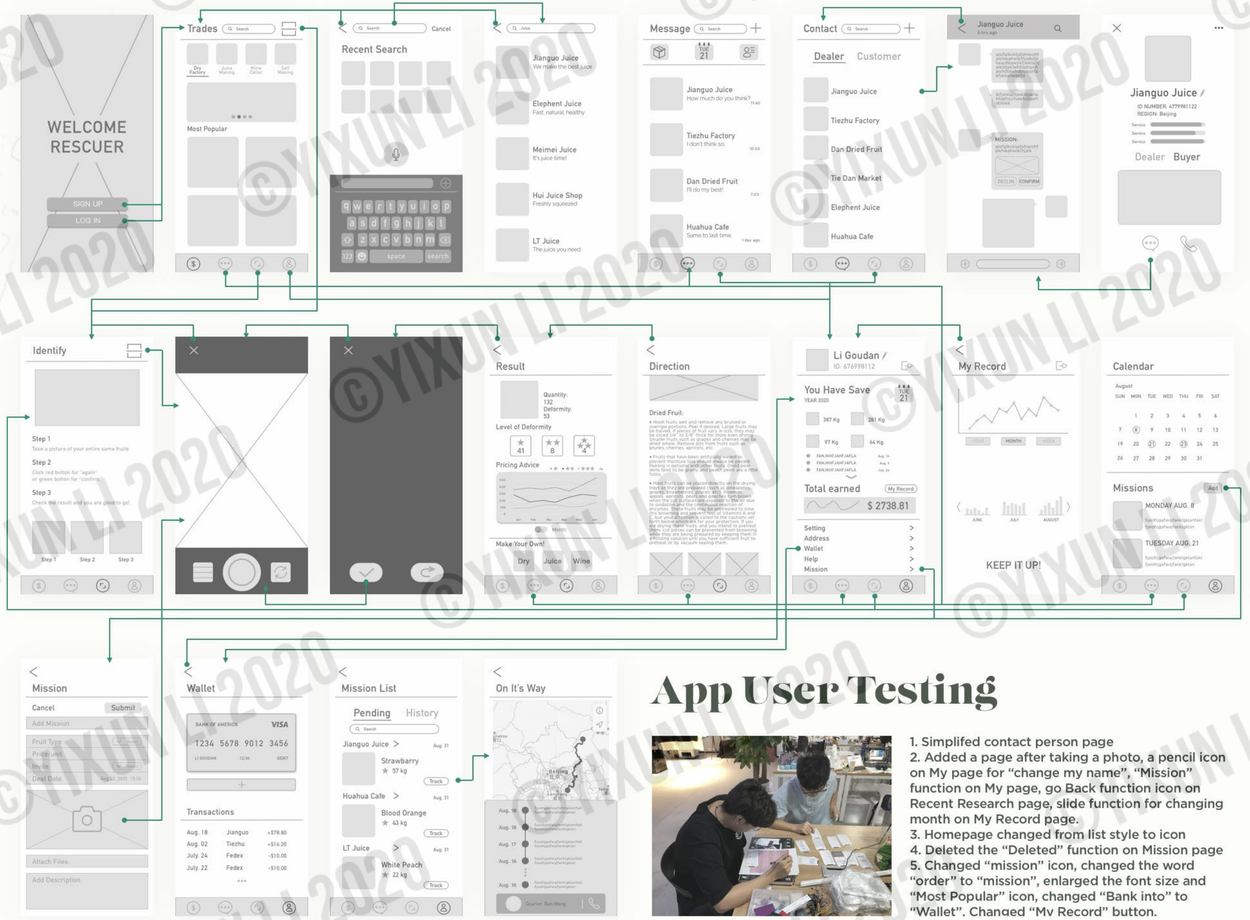


App Workflow



This app also connects to a product that can scan the deformed fruits and then use the product to dispose the deformed fruits by themselves.

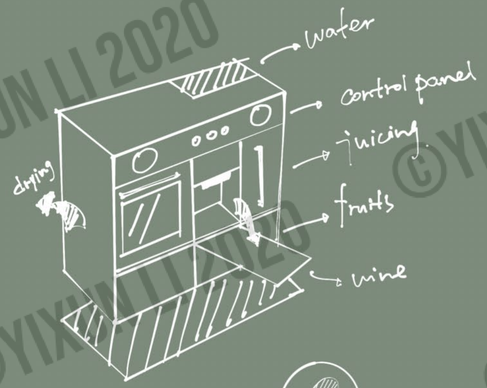
LOW – FIDELITY PROTOTYPES



App User Testing

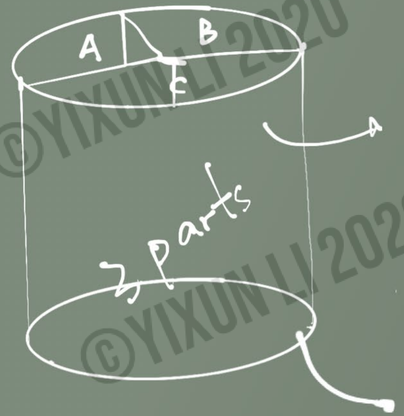
1. Simplifed contact person page
2. Added a page after taking a photo, a pencil icon on My page for “change my name”, “Mission” function on My page, go Back function icon on Recent Research page, slide function for changing month on My Record page.
3. Homepage changed from list style to icon
4. Deleted the “Deleted” function on Mission page
5. Changed “mission” icon, changed the word “order” to “mission”, enlarged the font size and “Most Popular” icon, changed “Bank into” to “Wallet”. Changed “My Record” button.

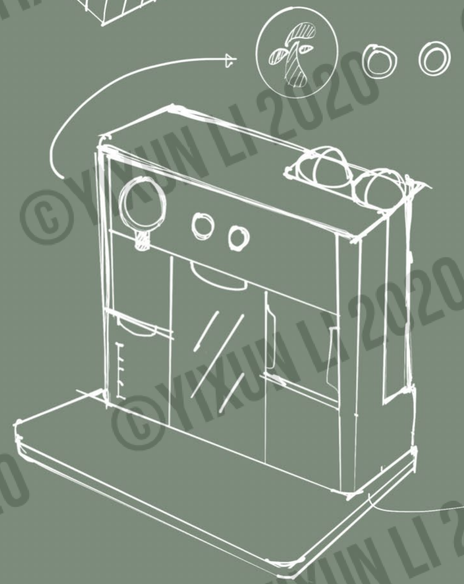
PRODUCT Functions & Inspiration

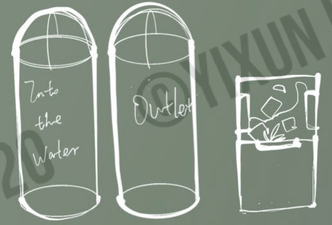


Concept

The entire machine breaks into three parts that contain wine-making, juice-making, and dry-fruit making systems.







Method 1: Drying

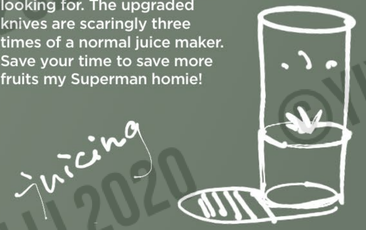
Surprise! This machine also contains the drying system, which you can make your own dried fruits. Don't through the fruits that look ugly, put them in it and this machine will meet all your requirements with an A+

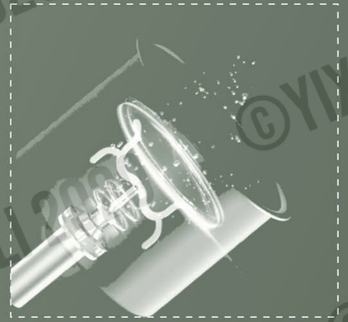
Method 2: Distill

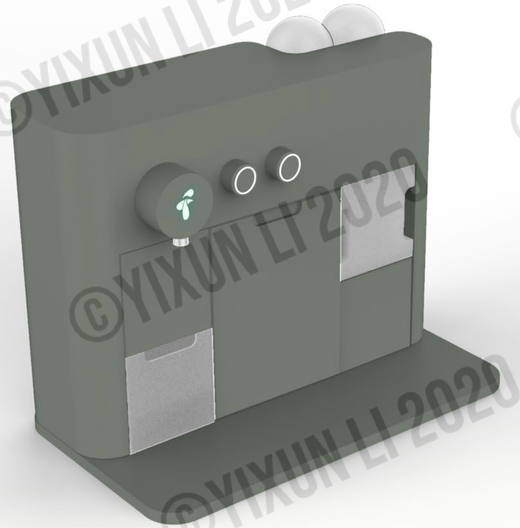
Fully stirred makes the fermentation more efficiently and outstandingly tasty. Enjoy and sell your 100% home-made wine with this machine!

Method 3: Juicing

Juice-making system you are looking for. The upgraded knives are scaringly three times of a normal juice maker. Save your time to save more fruits my Superman homie!

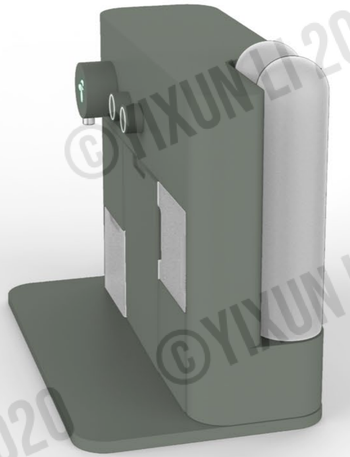






Functions

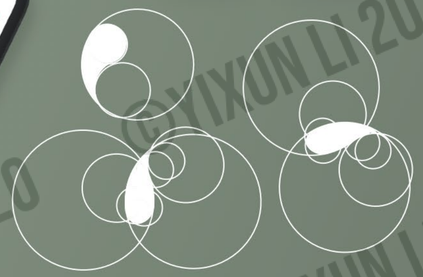
This machine helps the fruit farmers to have their chance of making their own products with the deformed fruits products. In order to landfill the deformed fruits, this machine allows fruit farmers to make wine, juice, and dried fruits. Saves more benefits rather than through away the useable fruits.



INTERFACE & MOCKUP

Icon & Logo Design

Logo Design

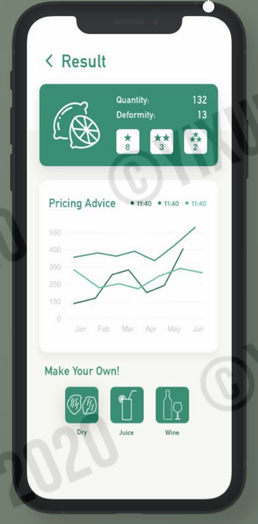


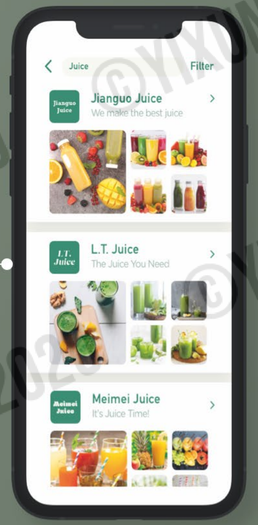
Home Page

The home page contains all the main functions. You can easily search for the result, see whats popular, and all the categories.

Scan Result Page

After you scan and identifying your fruits, there will be a result page that you could check all the information of your group of fruit.





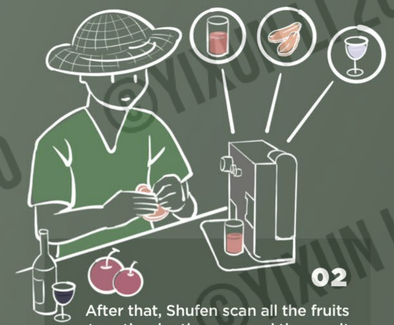
Search Result Page

After you search for a category, there will come the result of all the stores with their brief product photos.

Storyboard

Firstly, Shufen picked the fruits from the plants put them on a surface flatly.

01



After that, Shufen scan all the fruits together by the app, and the result will show on the result page. The number and levels of the deformed fruits will be showed.

02

Finally, Shufen can make their own products from the advice showed on the result page of the app.

03

04(MY) MUSIC MUSEUM

Sounds appear in our minds when we are hearing them. They are full of vitality even though they flash very quickly like writing in water. By connecting with our memories, they evoke the pictures in our minds that we have seen. Along wIth our moods and emotions, the music that we are listening to can also cause our mind to record those feelings into our memories, which, as a result, whenever we listen to the same music or just a single segment, the feeling can be triggered immediately. The only difference is the images in our mind are reconstructing and more consummated.

Every emotional fragment in our minds is a masterpiece for each of us. that we always keeping in our "museum".

Click to view: https://youtu.be/c_-06NOdoBI

INSPIRATION

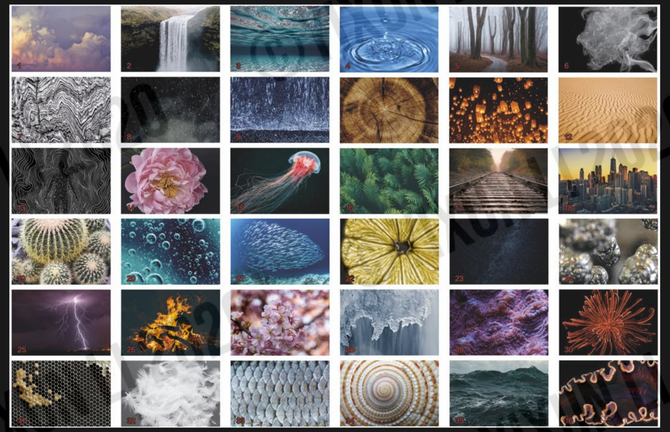
The way of display was inspired by the idea of the museum and combined with the traditional Vinyl. The way to record sound is different in every period in history. The placement was inspired by Vinyl and gramophone.

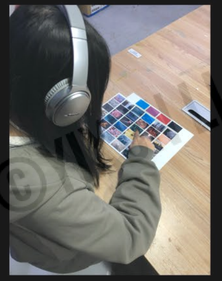
Each instrument could represent a shape or picture, by extracting each instrument out from the songs, the image is going to project on the placement.

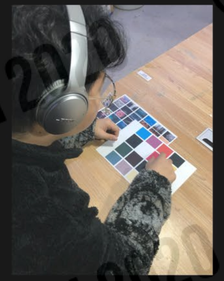
EXPERIMENT

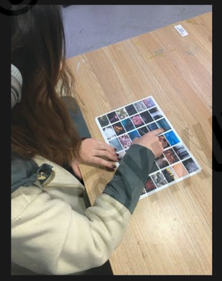
USER EXPERIMENTAL TESTING

To research the audience's perspective of their thoughts by asking them what could they imagine when they are listening to the selected pieces of music and point out the images that the shapes might relate to each music. The images are from internet photographers.



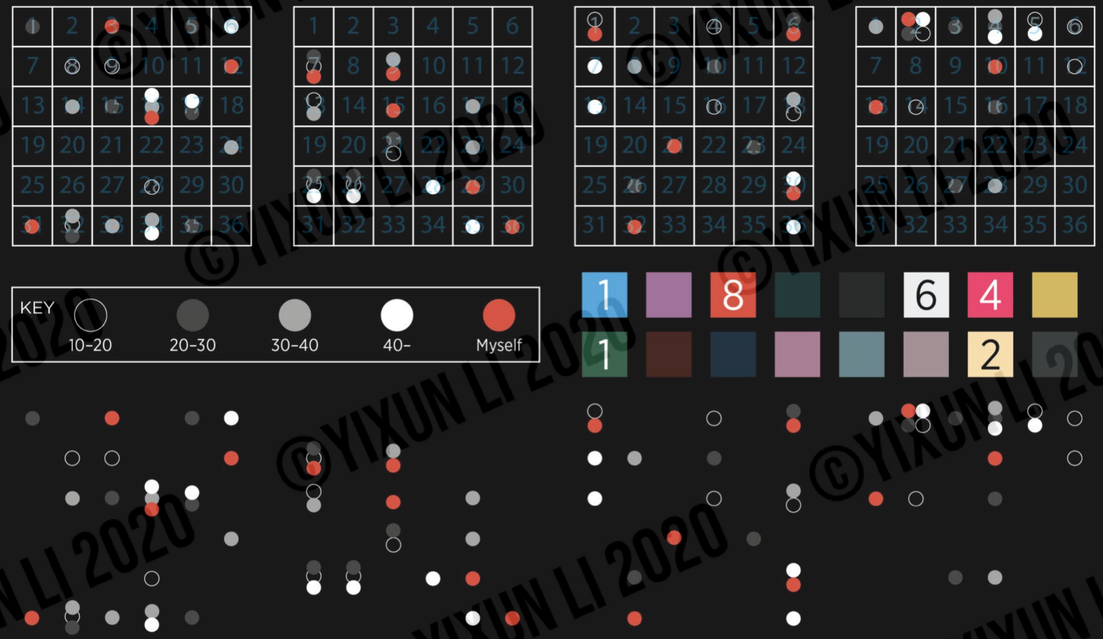






THE EXPERIMENTAL RESULTS

The target audiences are sprayed by different age groups and a variety of jobs, which are 10–20, 20–30, 30–40, over 40 years old, and my own opinion. The reasons for that are because it could be more objective and inclusive of data. The testers are selecting from the shapes and colors from the four musics.



SOUNDTRACK 1

Arthur Rubinstein - Nocturne No. 3 in B Major, Op. 9, No. 3

SOUNDTRACK 2

Echolight - M.A.D

SOUNDTRACK 3

Miles Davis - All Blues

SOUNDTRACK 4

沼泽 - 1911第一回

Mindmap

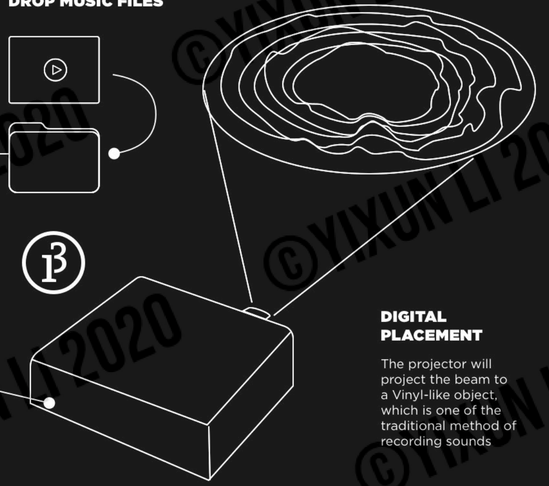
INSTALLATION SKETCHES

PLACEMENT MODELING DESIGN

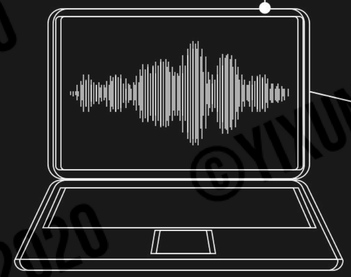
The placement is inspired by Vinyl, which is one of the traditional methods of recording sounds. The shape inside the placement made by modeling clay and the fluctuate shapes represent the uneven paths of the Vinyl.

PROCESSING CODING

DROP MUSIC FILES



SHAPE GENERATION



DIGITAL PLACEMENT

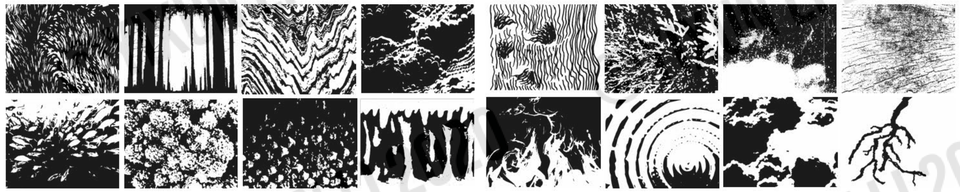
The projector will project the beam to a Vinyl-like object, which is one of the traditional method of recording sounds

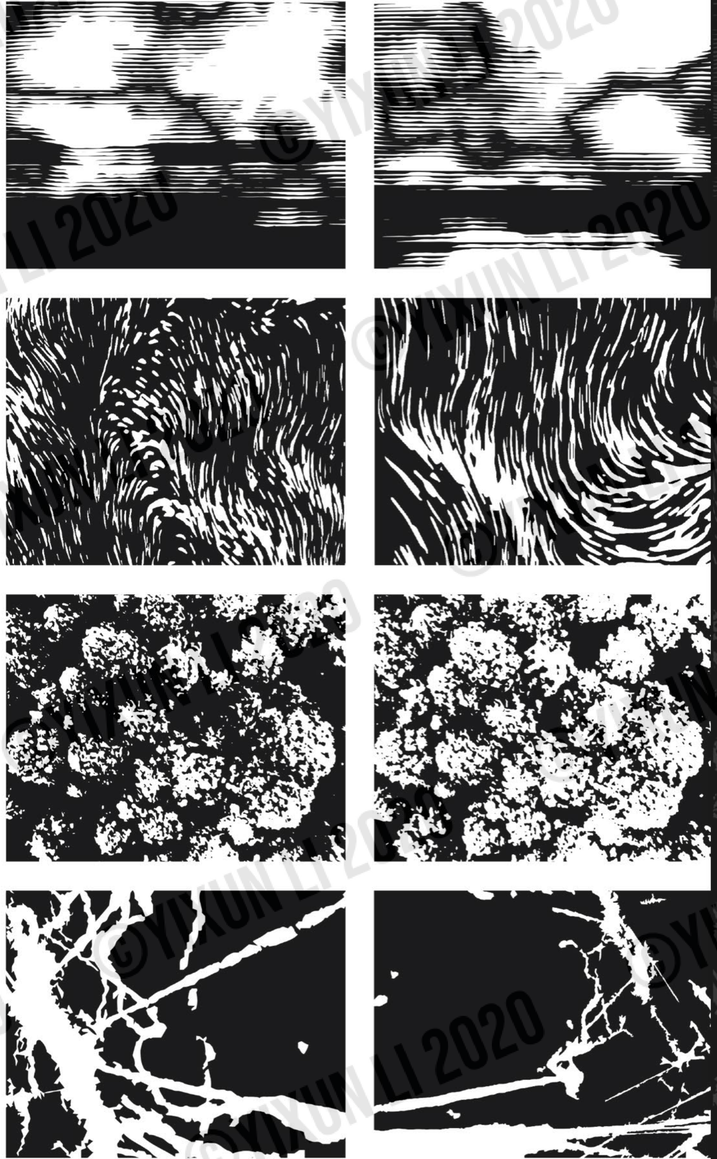
Use Processing to implement the sound visualization. Use the minim library to translate beats, frequency, pitch, etc into random and abstract shapes.

DEVELOPMENT - SOUND SHAPE

INITIAL SKETCHES

After collecting the data from the target audiences, I started to draw and use Adobe Illustrator to image trace the shapes of each soundtrack. The color mode I decided to use is only grayscale because I want to keep as objective as possible.





Miles Davis - All Blues | TRUMPET

From the research, the most selected images have foggy shapes. Combining the shapes, they might look like a cloudy and psychedelic shape.

Echolight - M.A.D | GUITAR

The most selected are the abstract shapes, and it might be because the electric guitar has both soft and strong characteristics, and the shape I want to represent will contain a lot of moving particles.

沼澤 - 1911第一回 | DRUM

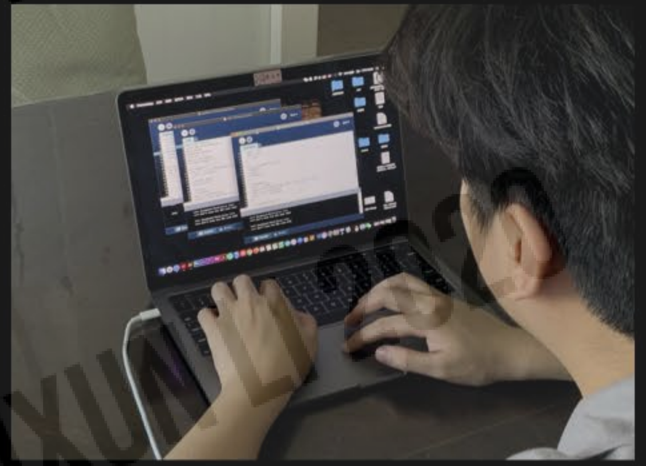
Drum mostly strong and sounds like an explosion. The shape I want to represent will be like an explosion or blossom.

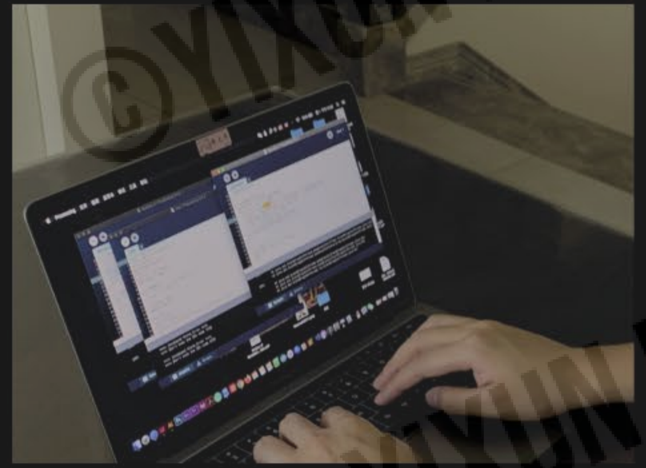
Nocturne No.3 in B Major, Op. 9, NO.3 | PIANO

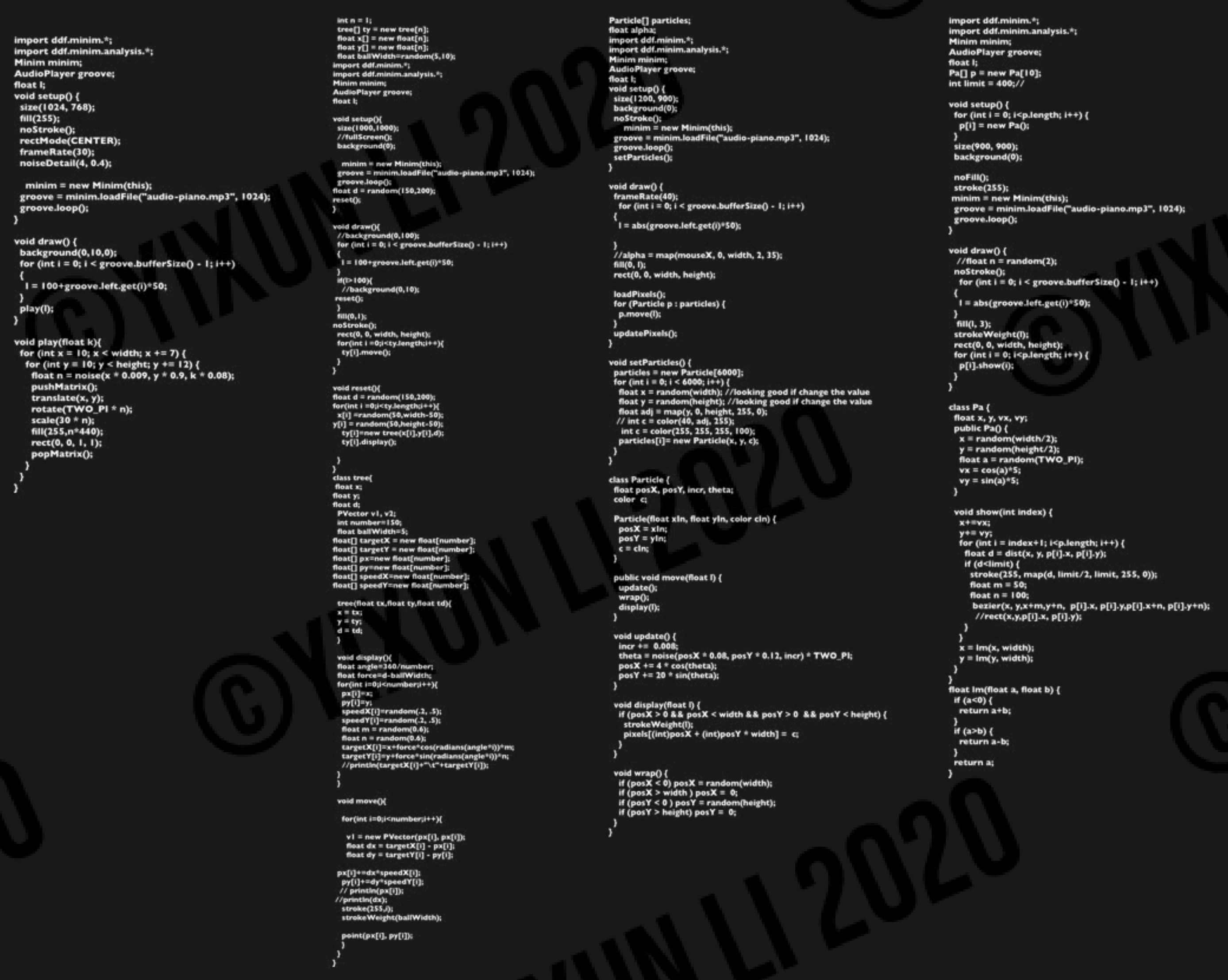
Piano music mostly contains a romantic feeling, the shapes from the data are also soft and relax. The shape that I could imagine will be like a spider web since it is both conceptual and abstractive.

PROCESSING CODING

During the coding process, it took me a lot of time to figure out how to make the shapes move that control by the sound. Since sound has multiple manifestations, for instance, the tone, frequency, beats, etc.







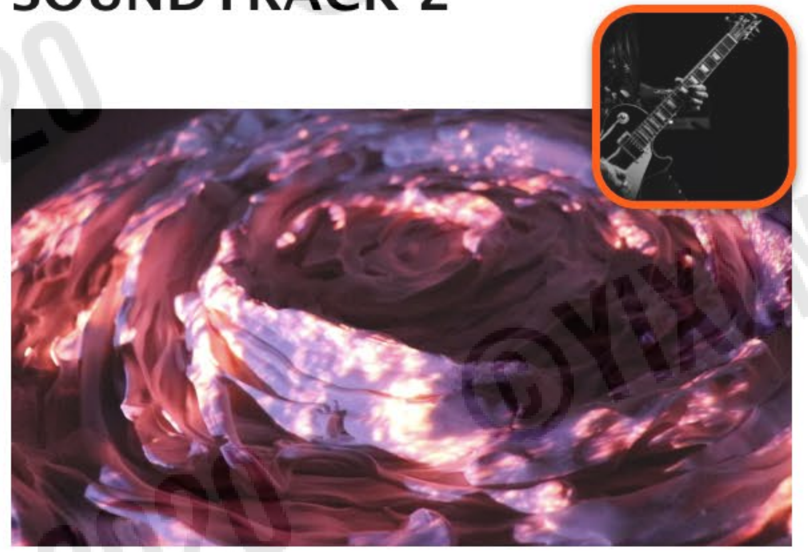
SOUNDTRACK 1

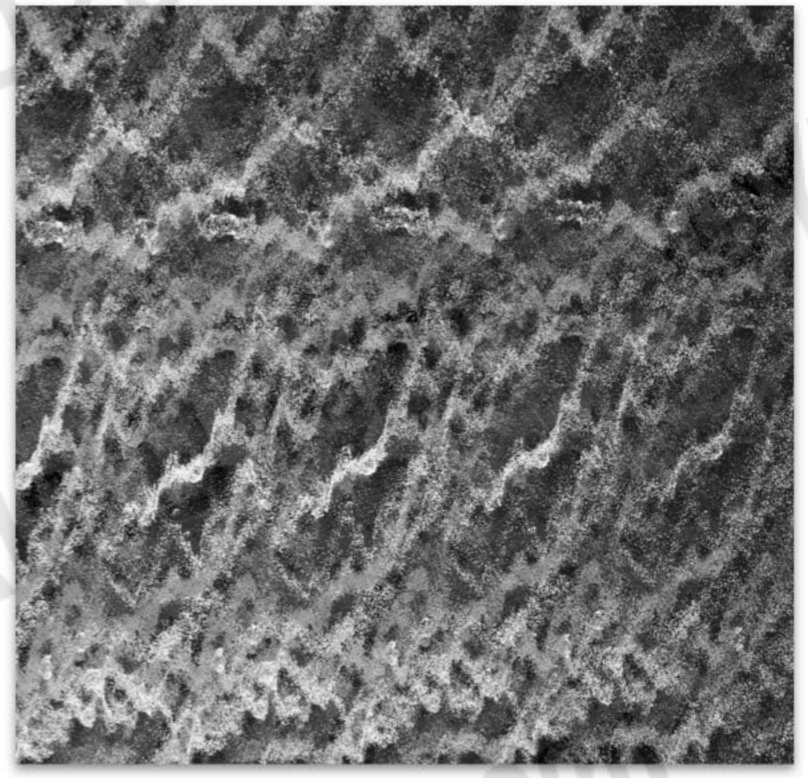
Nocturne No.3 in B Major, Op. 9, NO.3

The shapes are controlled by the volume, the louder the volume, the thicker the stokes.

PIANO

SOUNDTRACK 2



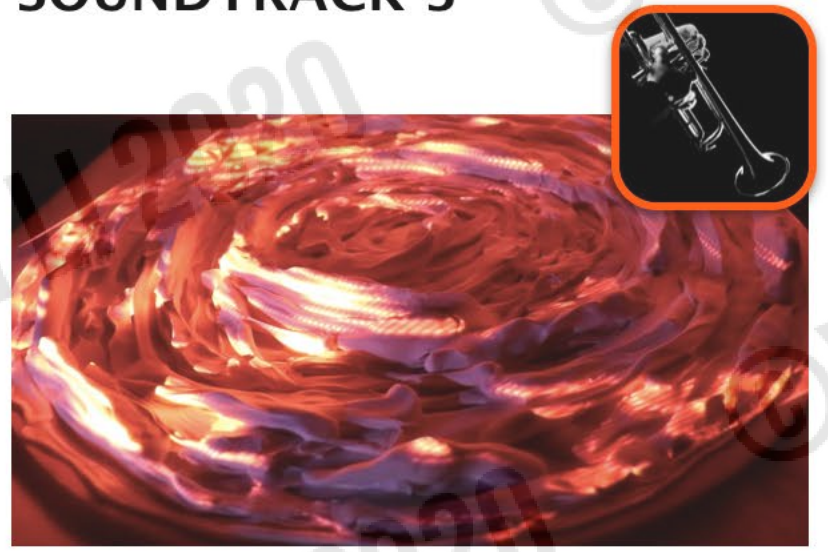


Echolight - M.A.D

The pixel particles are controlled by the frequency, the higher the frequency, the more the number of particles.

GUITAR

SOUNDTRACK 3

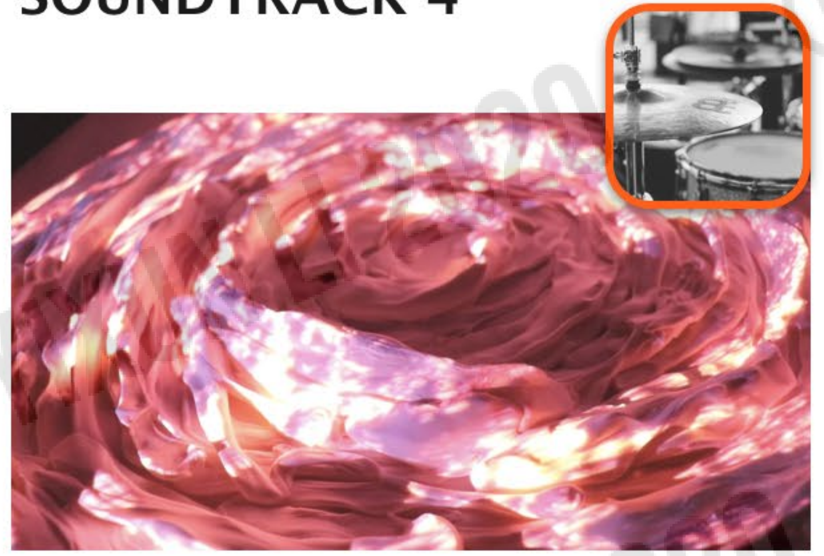


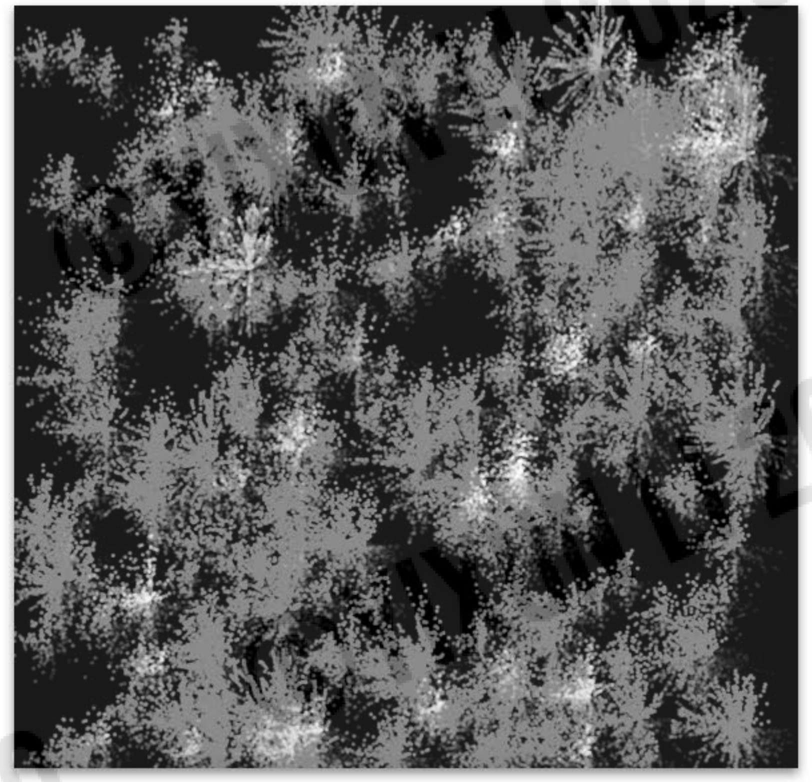
Miles Davis - All Blues

The frequency controls the speed and degree of rotation, the higher the frequency, the quicker the movement, and the bigger the degree of rotation.

TRUMPET

SOUNDTRACK 4

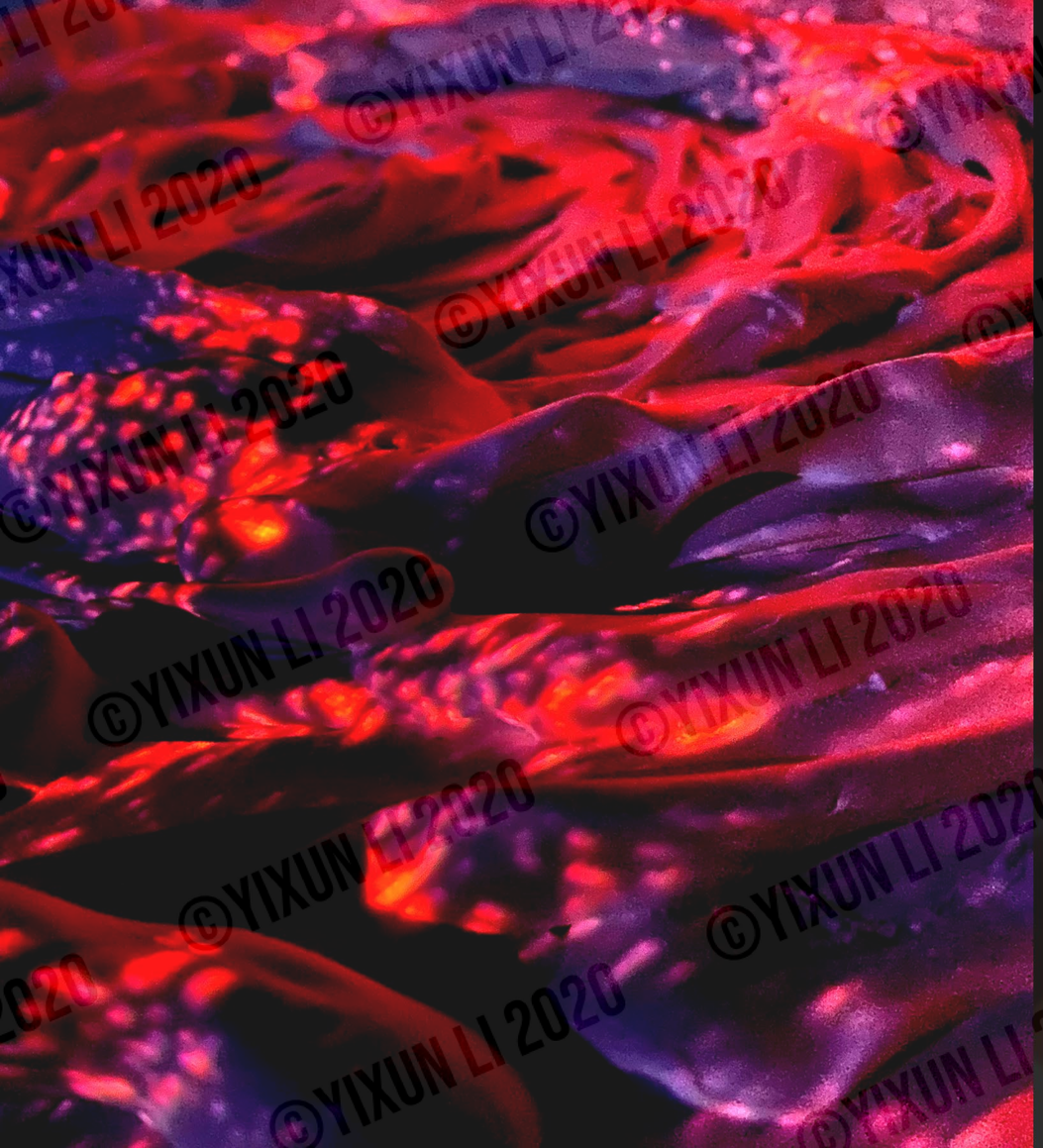




沼泽 - 1911第一回

The explosion particles are controlled by the beats, the louder the drum, the more the number.

DRUM



OUTCOME

The dynamic images from the projector go directly to the placement, in which audiences can have more involvement in the music. According to the evaluations from the audiences, they like the colors and shapes, but they also want the placement to be spin like the real Vinyl.

Inclusive Music Festival

Concept

Inclusive Music Festival is a Chinese music festival hold in Beijing National Stadium from April 30th to May 2nd. The concept of this music festival combines the Music styles and Hot Pot elements in the festival in order to represents the various styles of music.

The identity of the festival is the word "inclusive" with round shape, and it represents the meaning of different layers and materials in the hot pot. The whole feeling of all the design is intended to be exciting and contemerory. The use of the word "inclusive" is to points out that this music festival has different themes, and in 2019, there will be Rock, Jazz, and Pop nights.

Typography

The concept of typography is to use multiple typeface for one word, and then combine them in sentences.

Pliowlava

Futura Bold

FZLanTing
方正兰亭

Color System

The colors are basically took by the moods of different styles of music and each one of them has only two colors combines together.

C: 29 M: 100 Y: 93 K: 36

C: 98 M: 84 Y: 12 K: 2

C: 0 M: 77 Y: 86 K: 0

C: 0 M: 0 Y: 0

C: 1 M: 73 Y: 100

OTHER WORKS 01
MUSIC FESTIVAL DESIGN

OTHER WORKS 02
BRAND IDENTITY

Bad Grade is a fashion brand with its website. The concept was inspired by the Scantron format. The logo and labeling took the “fill-in” elements in the Scantron, and the categories were named by the subjects from middle and high school.