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Visual Communication Design Portfolio

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1911



PEIJIE LIN

GRAPHIC DESIGNER

FOR ME, DESIGN IS NOT ONLY A JOB OR A MAJOR, BUT ALSO A BEAUTIFUL WAY TO RECORD ALL THE COMPONENTS OF MY LIFE, AND IT IS AN AESTHETIC THAT SERVES HUMANITY. ACCORDING TO THIS, I ALWAYS FOCUS ON FINDING SOMETHING PEOPLE USUALLY IGNORE IN THEIR LIVES AND WORK TO GET THEM TO PAY ATTENTION.

I REALLY LOVE TO ADD ILLUSTRATION ELEMENTS IN MY WORK, BLENDING THEM WITH OTHER DESIGN STYLES. I USUALLY CHOOSE CONTRASTING COLORS, BECAUSE IN MY OPINION, A GOOD DESIGN WORK SHOULD CATCH THE AUDIENCE'S EYES, THEN THEY WILL SPEND TIME VIEWING THE WHOLE WORK. CONTRASTING COLORS ARE VISUALLY IMPACTFUL AND EYE-CATCHING.

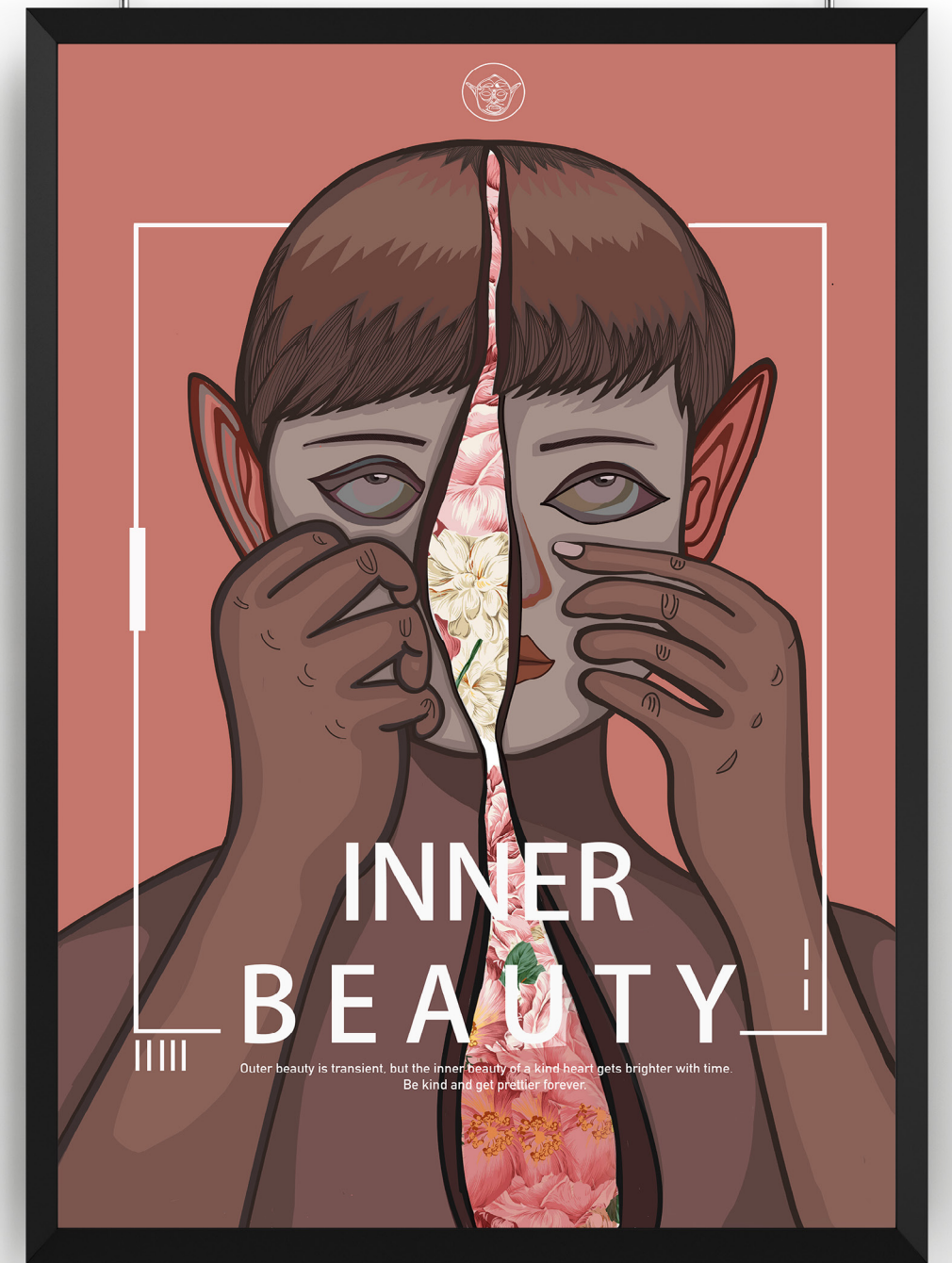
IN ADDITION, I TRY TO MAKE MY WORKS FULL OF AFFINITY, ATTRACTIVENESS, AND VITALITY. I WANT MY DESIGN SOLUTIONS TO COMMUNICATE WITH THE AUDIENCE. MAYBE PEOPLE WILL FIND SOMETHING IN COMMON WITH MY WORK AND BENEFIT FROM IT IN SOME WAY.

■ Stay up late



Inner beauty

THIS CONCEPT COMES FROM A KOREAN COMIC, A STORY ABOUT AN UGLY MAN WHO HAS NO FRIENDS. WHEN HE GETS ANOTHER BEAUTIFUL BODY, HE USES THAT TO MAKE MANY FRIENDS. IT TELLS US THAT MOST PEOPLE WILL FOCUS ON APPEARANCE, BUT WE MUST NOT IGNORE THE INNER BEAUTY. THE MANY FLOWERS INSIDE HIS BODY REPRESENTS HIS GOOD PERSONALITY, AND INNER BEAUTY IS THE MOST IMPORTANT THING.



2017 Daily

THIS BOOK IS LIKE A DIARY. IT RECORDS INTERESTING THINGS THAT EVERY GIRL DOES. THE READER CAN FIND SOMETHING IN COMMON WITH THE PERSON IN THE DIARY. THE CHARACTER HAS NO FACE, SO ANY GIRL CAN RELATE TO HER AND BECOME THE MAIN CHARACTER IN THE BOOK. THE ZINE USES CONTRASTING GRAY AND YELLOW COLORS, WITH THE BRIGHT YELLOW SHOWING IMPORTANT PARTS.



Magazines

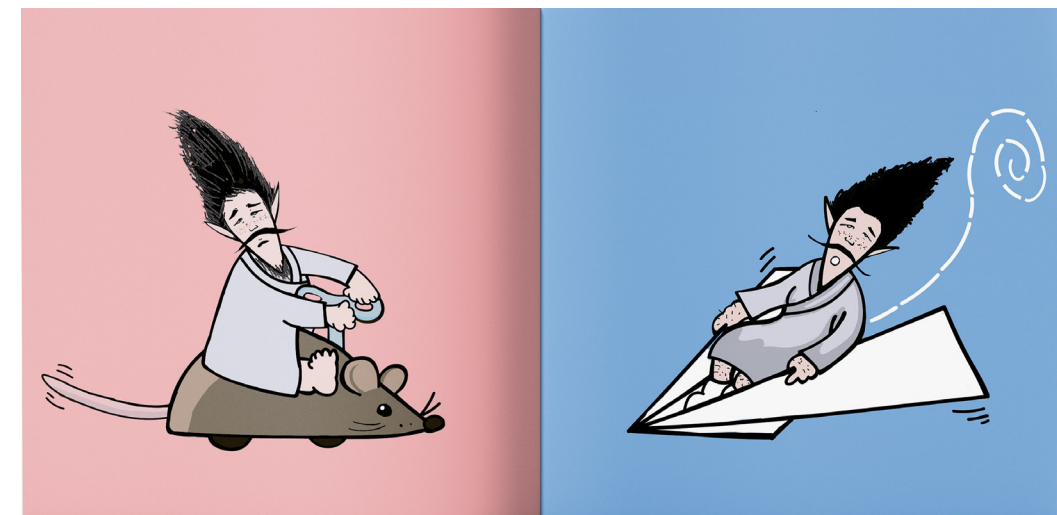
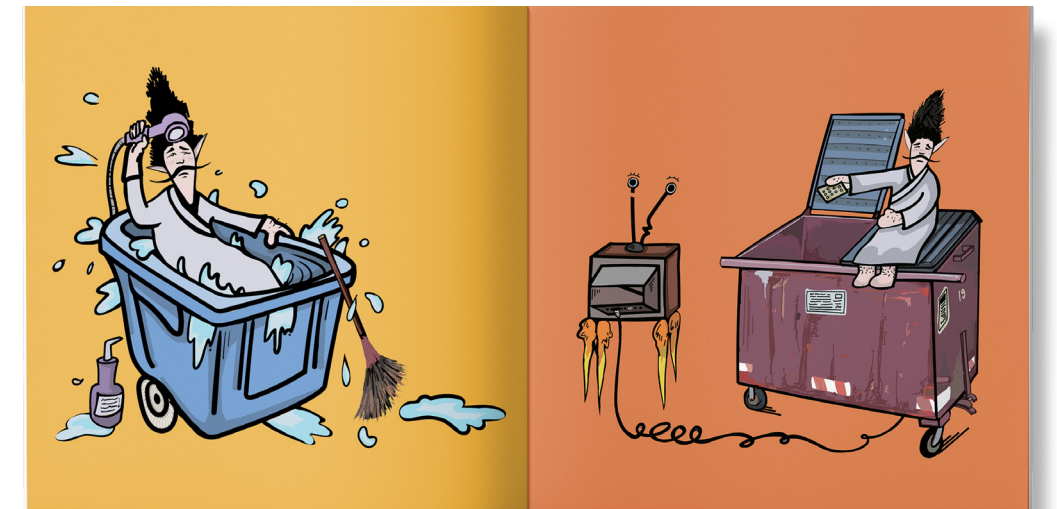
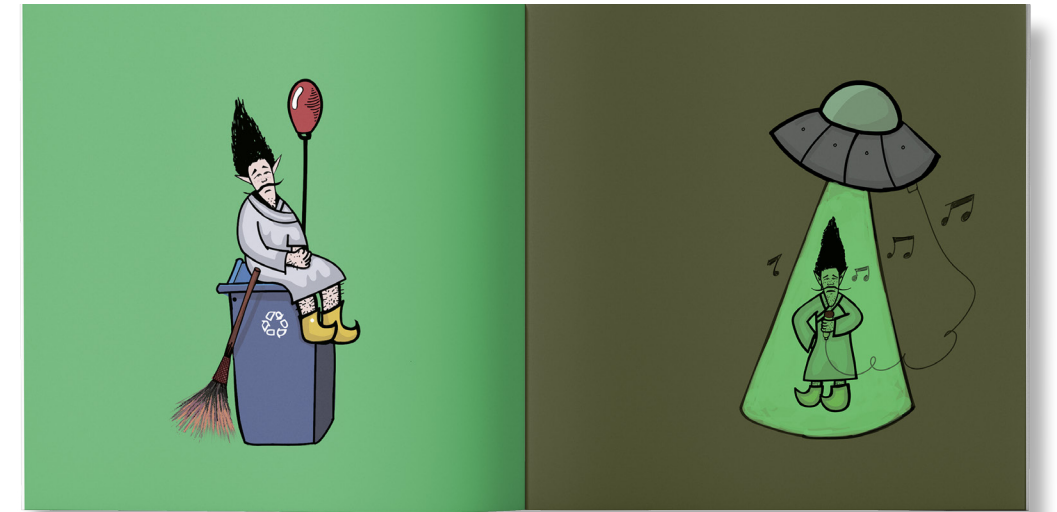
THIS PIECE HIGHLIGHTS ART FROM A FAMOUS JAPANESE DESIGNER, KON SATOSHI. IT CELEBRATES HER WORK BY TURNING IT INTO MAGAZINE PAGES THAT WILL INTRODUCE READERS TO KON'S ANIMATIONS.

THE MAGAZINE COVERS USE TWO ORIGINAL TYPEFACES, WHICH ARE CALLED THERE IS A BRIGHT STAR AND RISING ILLUSTRATOR.



LONELY TRASH EMPEROR

A MONTH OF OBSERVATION OF A PARTICULAR PLACE REVEALED A LONELY TRASH CAN. THIS LONELY TRASH CAN'S LIFE BECAME THE BASIS OF THIS PROJECT, AND THE TRASH CAN BECAME THE MAIN CHARACTER. THE COMIC BOOK USES MANY COLORS TO BRING VITALITY TO A SUBJECT THAT PEOPLE MIGHT TYPICALLY ASSOCIATE WITH BAD SMELLS AND DIRTY GARBAGE. THE BOOK SHOWS THAT EVEN A LONELY TRASH DESERVES CONSIDERATION.



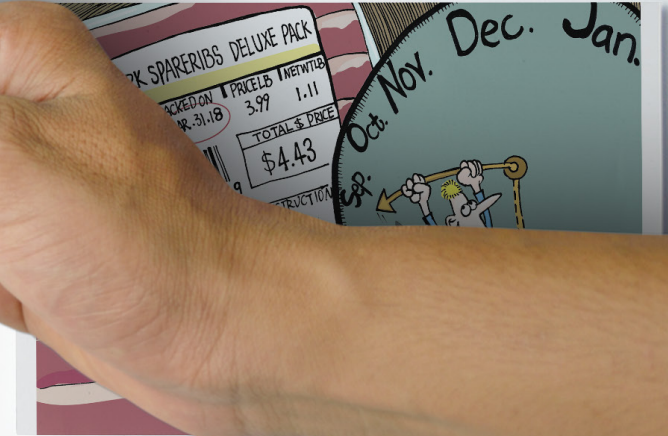
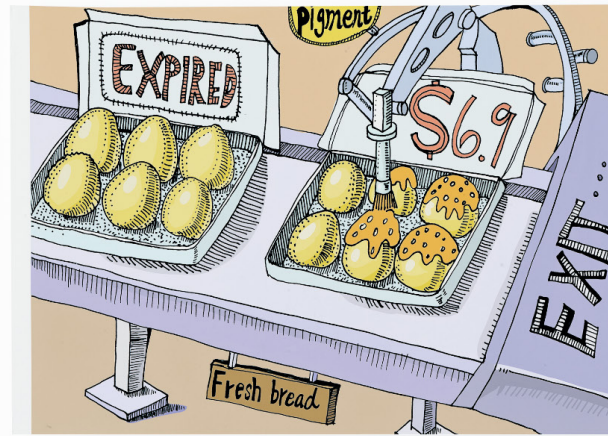
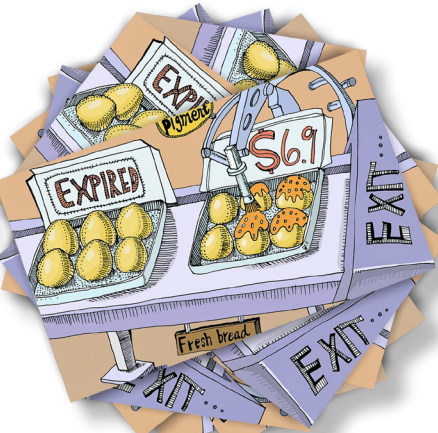
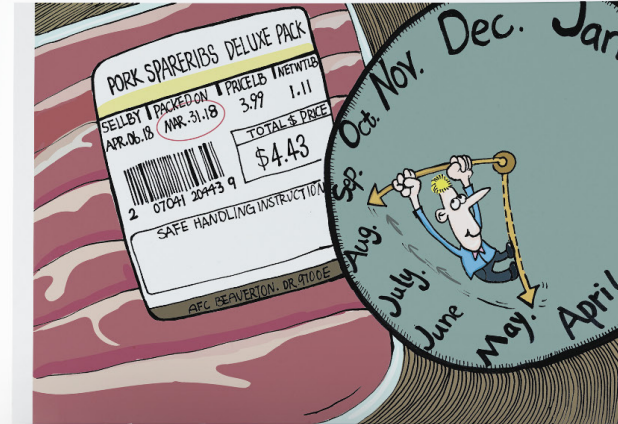
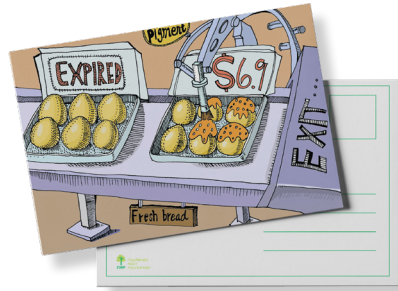
NRF

SINCE OUR FOCUS IS ON FOOD AND THE HIGH AMOUNTS OF TOXIC INGREDIENTS IN THEM WE WANTED A NAME THAT MADE THE CONNECTION OF BUILDING A STRONG FOUNDATION IN EDUCATING OTHERS ABOUT THIS INFORMATION.



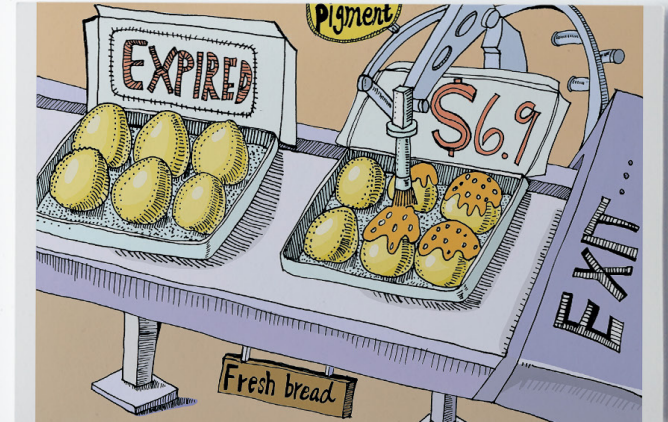
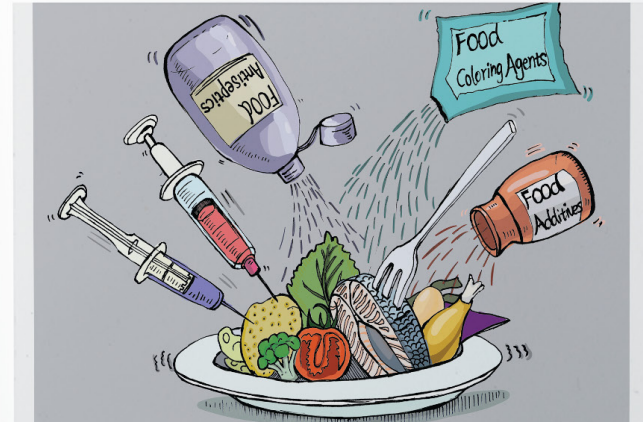
Food security

ALL IDEAS OF THESE POSTCARDS CAME DIRECTLY FROM NEWS REPORTS ABOUT PEOPLE SELLING EXPIRED FOOD, COMPANIES ADDING BAD MATERIALS TO THE FOOD, NUCLEAR RADIATION THAT CAN CAUSE ANIMAL VARIATION, AND SO ON. LIGHT COLORS WERE USED IN THE DESIGN, REPRESENTING HOW THE BAD MATERIALS WILL MAKE THE FOOD SEEM MORE DELICIOUS AND COLORFUL.



VALIDITY PERIOD

PIGMENT



INCREASED FOOD

VARIATION CHICKEN

■ Swordsman

WHEN I WAS A CHILD, I LIKED KUNG FU MOVIES VERY MUCH. I OFTEN DREAM THAT I AM A SWORDSMAN. SO I DESIGNED A FLAG FOR MYSELF. I PUT MY FAMILY NAME LIN AND SWORDSMAN TOGETHER. THERE ARE MANY CHINESE ELEMENTS IN THIS FLAG, INCLUDING CALLIGRAPHY. THE SHAPE IS A WOMAN WHO IS TAKING UP A SWORD, COMBINED WITH AN INK DRAWING WHICH IS LIKE A CHINESE WORD WHICH MEANS BIG AND COMPREHENSIVE.

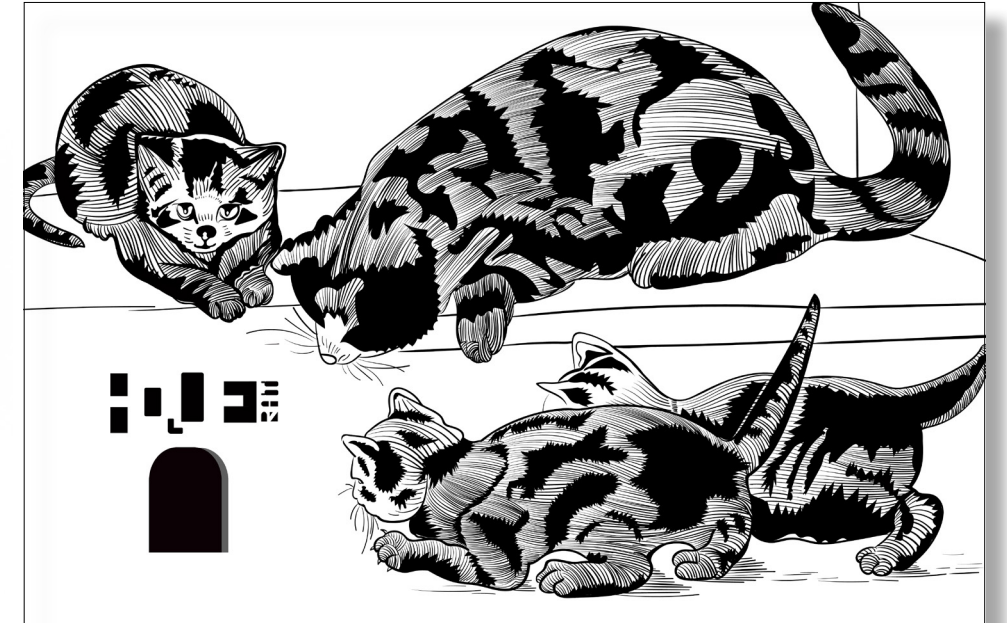


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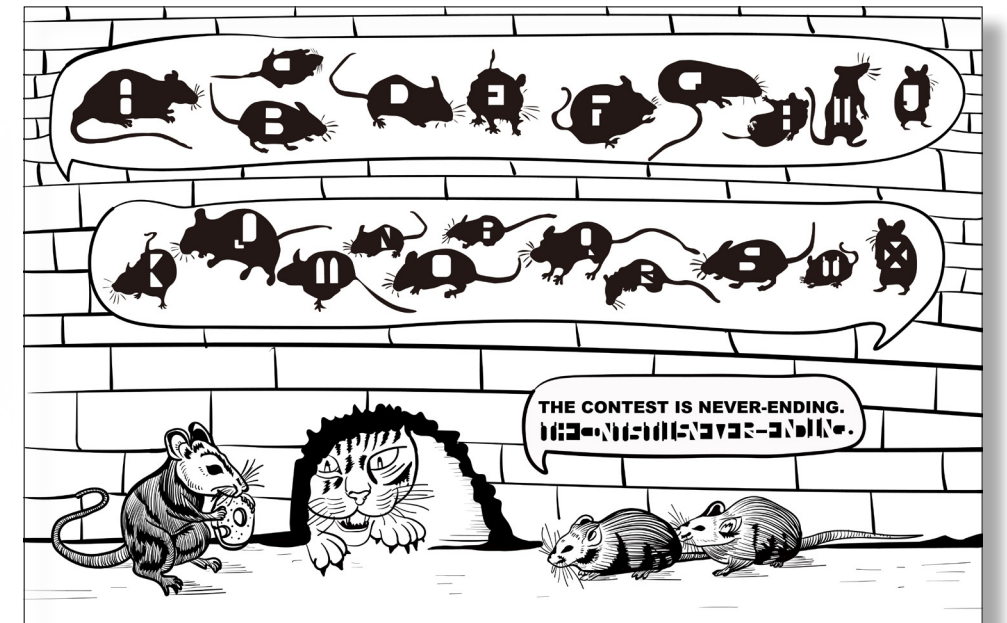
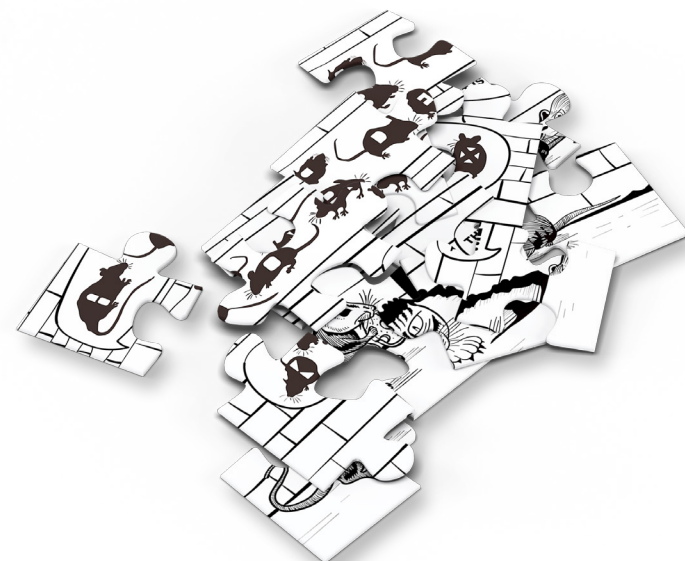


Hole

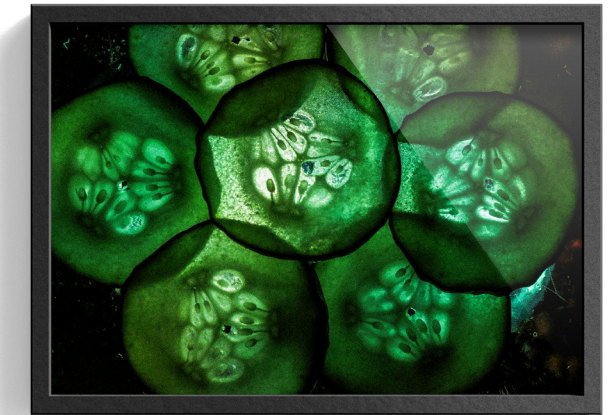
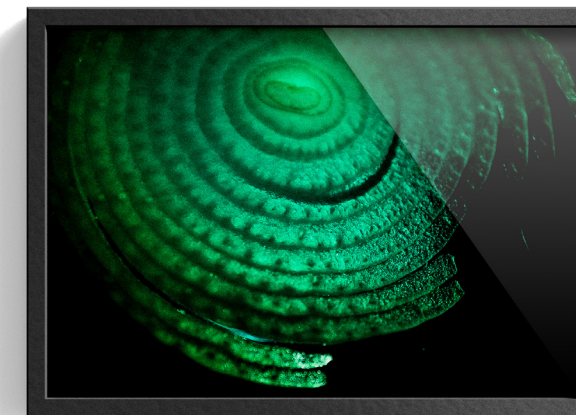
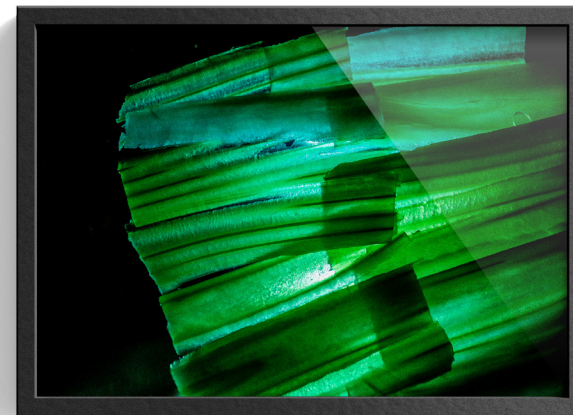
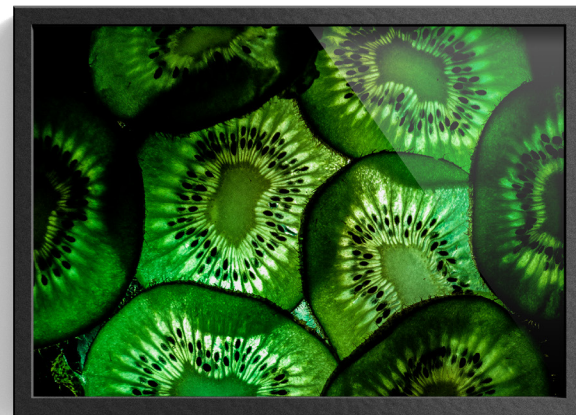
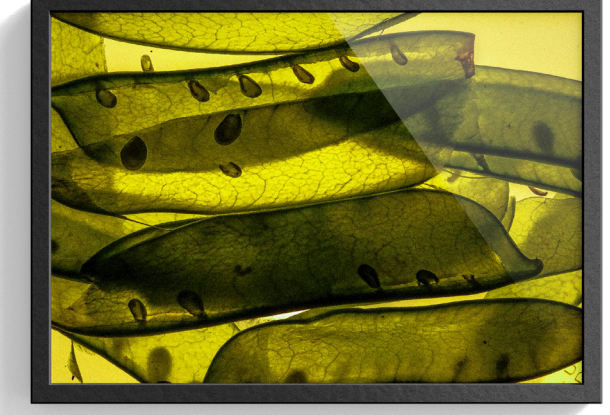
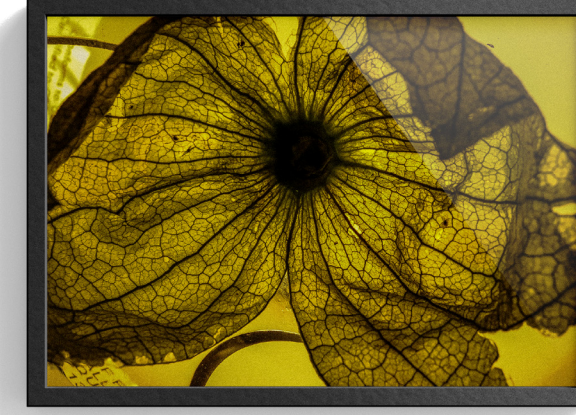
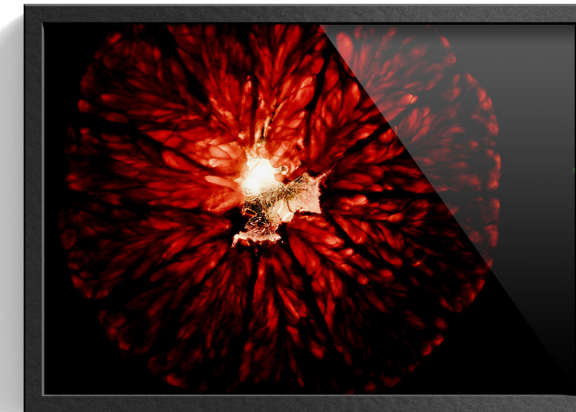
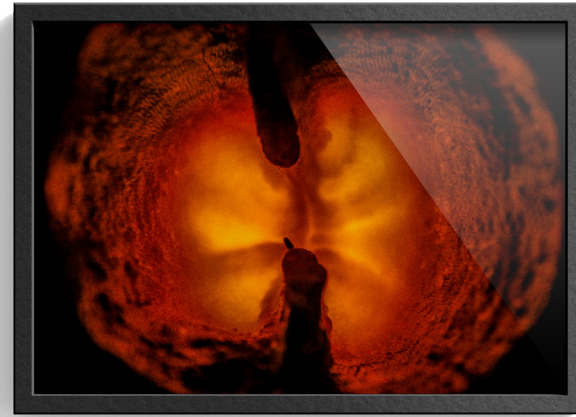
THIS PROJECT IS BASED ON THE PLAYFUL TYPEFACE, HOLE, WHICH WAS DESIGNED BY JACOBY CID. IN A GROUP PROJECT, THE TYPEFACE WAS USED TO MAKE AN ILLUSTRATION. THE TYPEFACE IS DIFFICULT TO READ UNLESS THE VIEWER HAS A KEY, DESIGNED TO REMIND VIEWERS OF A GAME OF CAT AND MOUSE. THE IMAGE OF A JIGSAW PUZZLE ALSO BRINGS TO MIND A GAME FOR CHILDREN.



26 LETTERS



■ Packaging

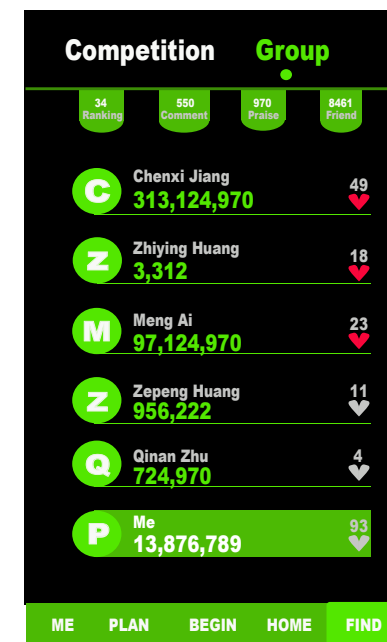
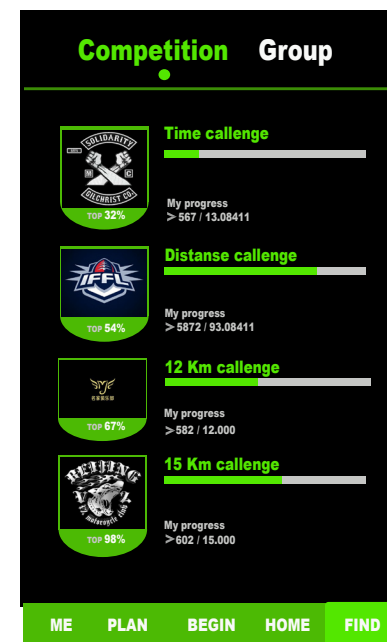
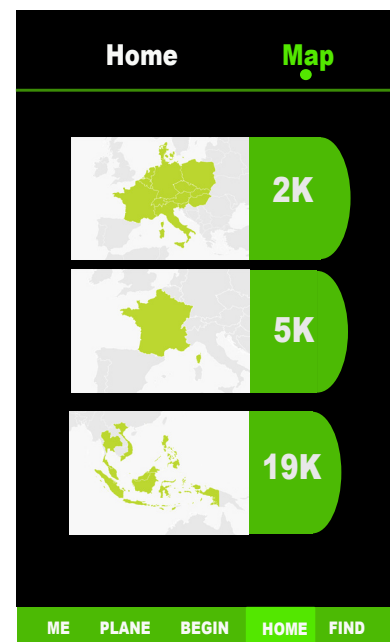
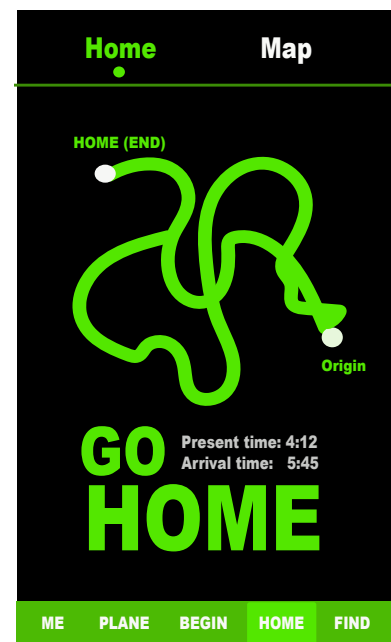
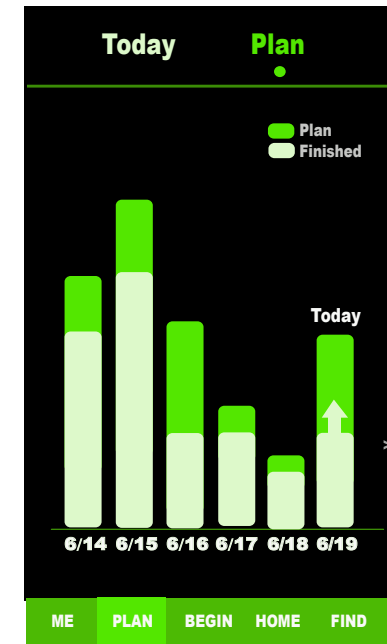
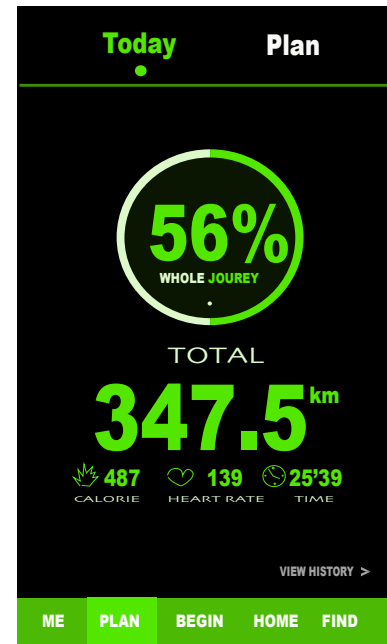
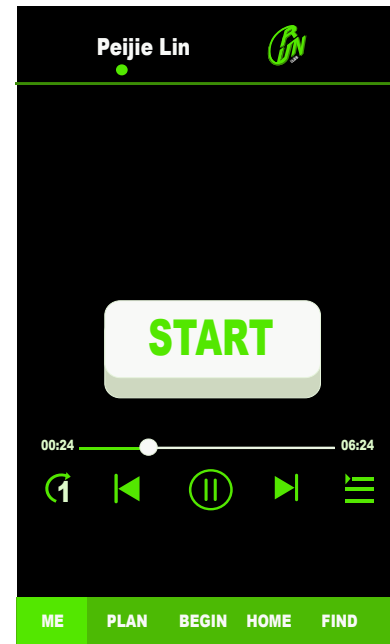


Run club App

THIS SPORTS APP CAN RECORD ONE'S PHYSICAL CONDITIONS AND PROVIDES INFORMATION ABOUT THE BENEFITS OF THE ACTIVITY. IT ALSO INCLUDES A MUSIC FUNCTION, SO THAT USERS CAN LISTEN WHILE EXERCISING WITHOUT HAVING TO RUN TWO SEPARATE APPS.



RUN APP





Thank you

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<https://plin16.wixsite.com/mysite>