

2015-2016

portfolio

THE SELECTED WORKS OF yuguo chen

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introduction

COPY Yuguo Chen
PHOTOGRAPHY Yuguo Chen
PRINTING & BINDING www.blurb.com
TYPEFACE Brandon Grotesque
SOFTWARE Adobe Creative CC
SCHOOL Academy of Art University
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Designers need to shape themselves into different formats to fit different projects, just like fluids. Through my selected works, people are able to see how I shape myself to fit different projects to come up with different design languages.

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2015 Fall
Typesetting / Editorial Design
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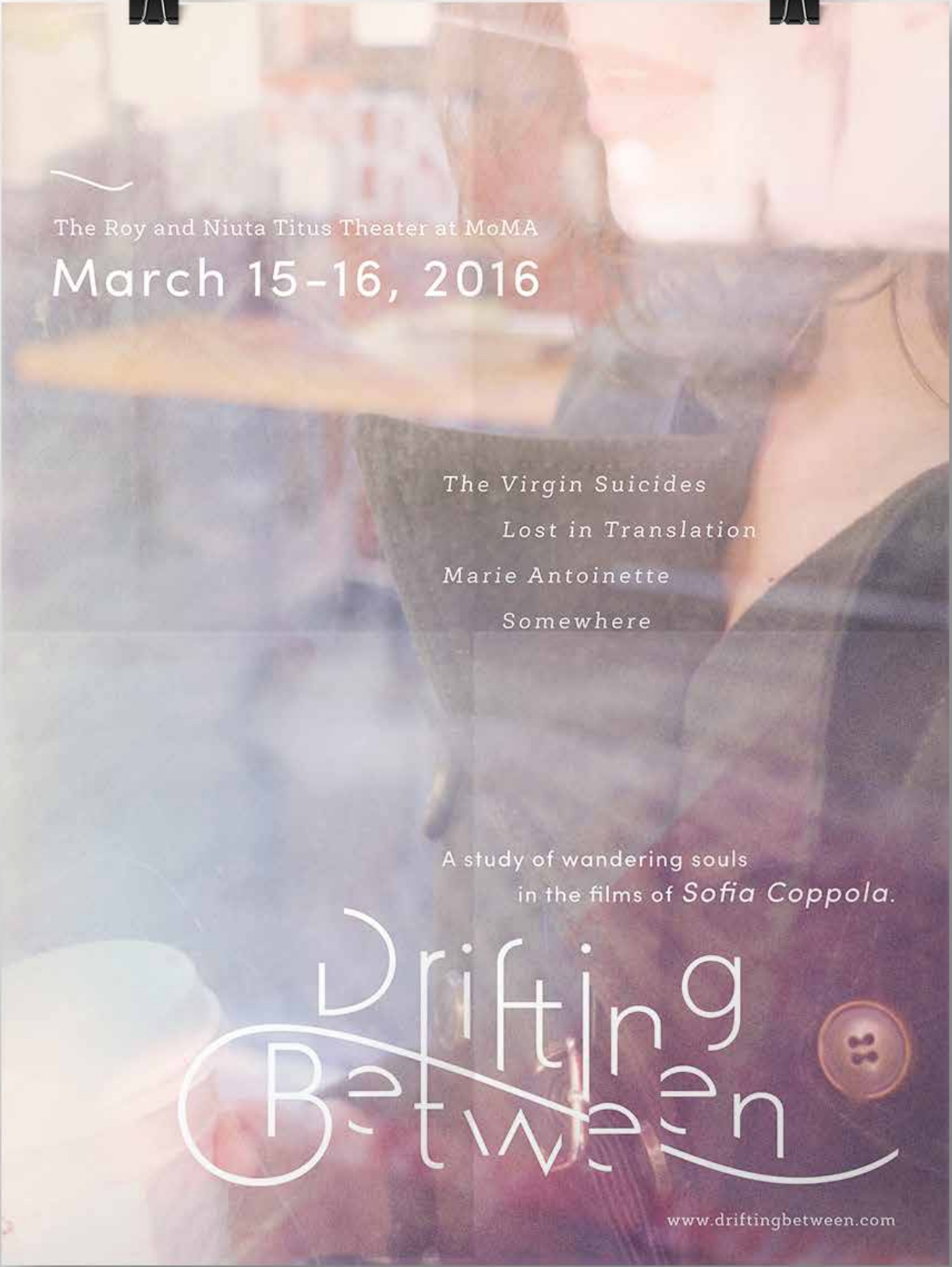
drifting between

01

YEAR 2016 Spring
CATEGORY Branding / Photography / Packaging / Visual System
INSTRUCTOR Hunter Wimmer
COURSE Integrated Communications-Message Synthesis

OBJECTIVE Design all features of a film festival dedicated to a film director of my choice. Discover a common thread that appears in each of the director's films and conceptualize a design aesthetic that brings it to life. Develop a system of deliverables that include: a catalog, a poster, DVD's, tickets, schedule and promotional materials, such as a website and advertisements that all capture the essence of the film festival.

CONCEPT In the films of Sofia Coppola, people are in the midst of a transition, getting lost in their status quo. That makes them lonely and empty, so they try to find something that make them numb in order to avoid the emptiness. However, life won't make it easy for them; they still have to go back to reality. I combined blurred street photos with soft and warm colors to express my thinking about the films of Sofia Coppola. I also applied translucent plastic to my design to convey the unclear future.





















the legend under the sea

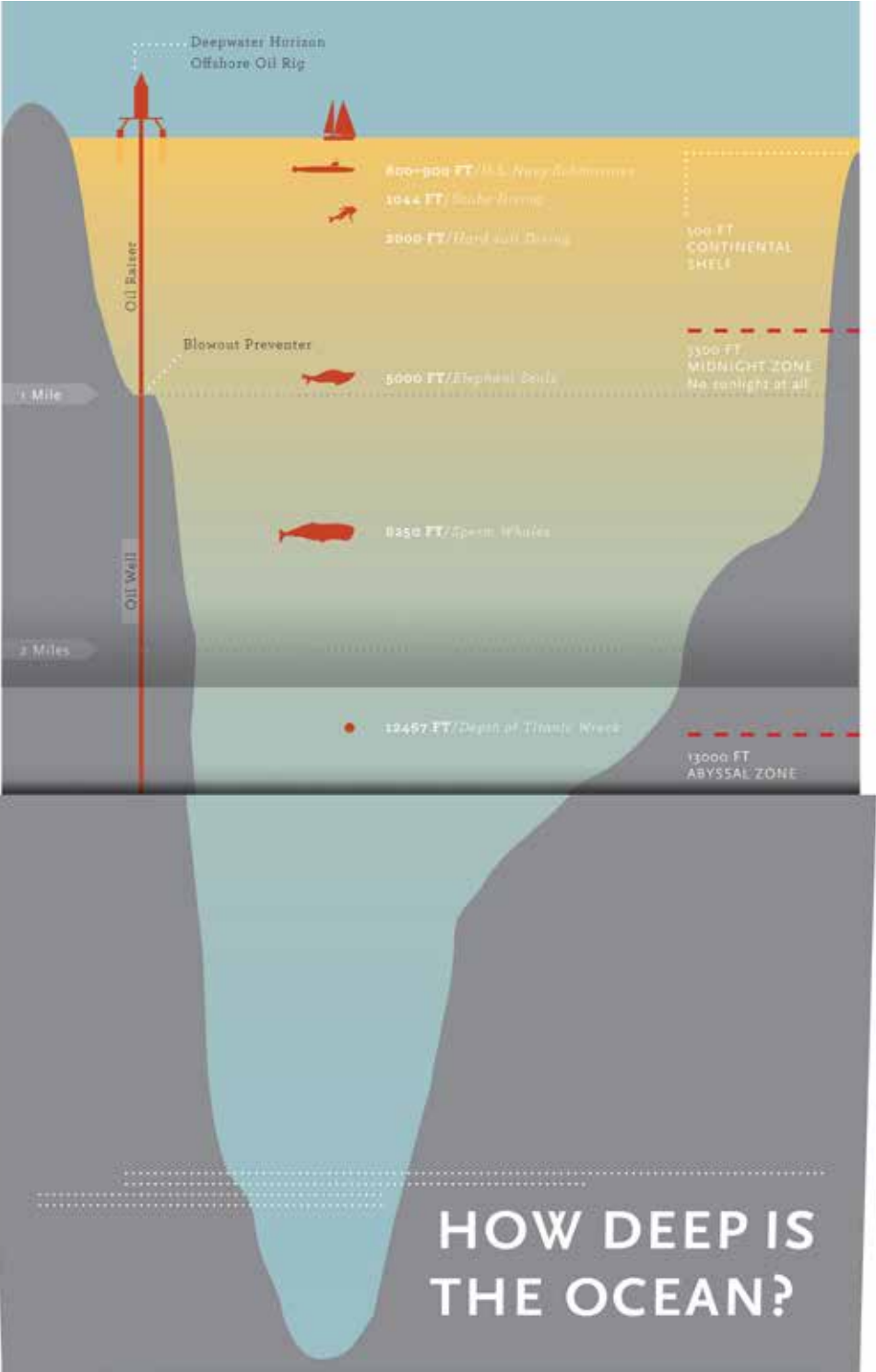
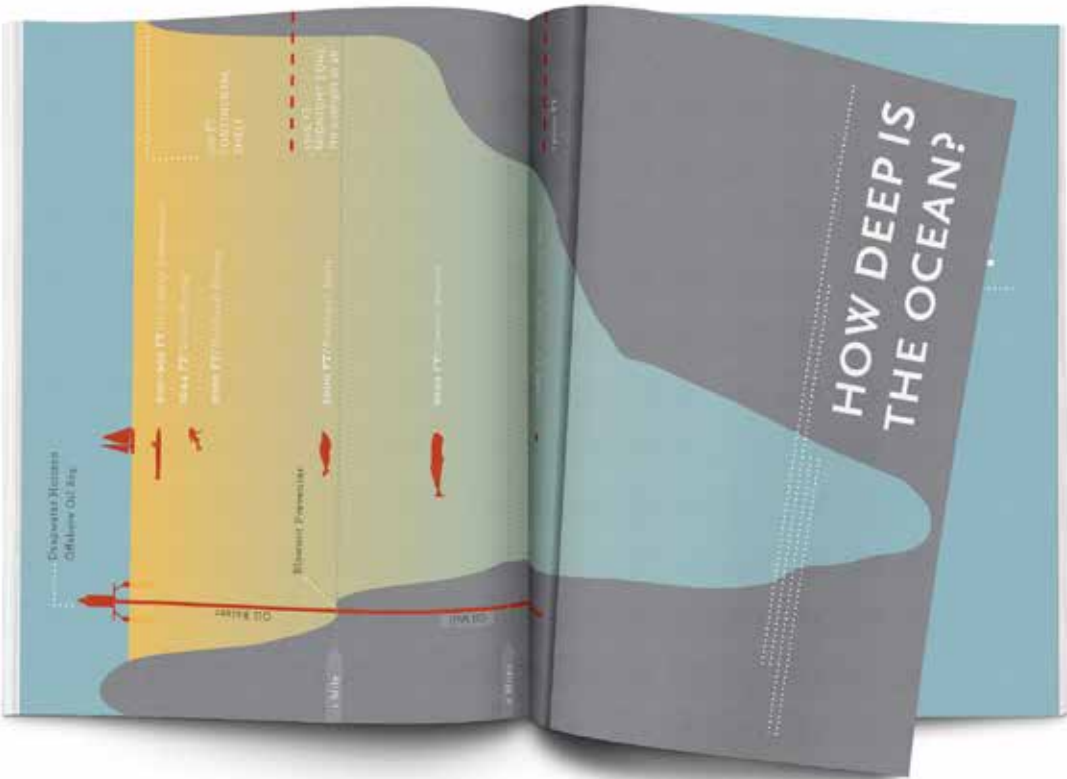
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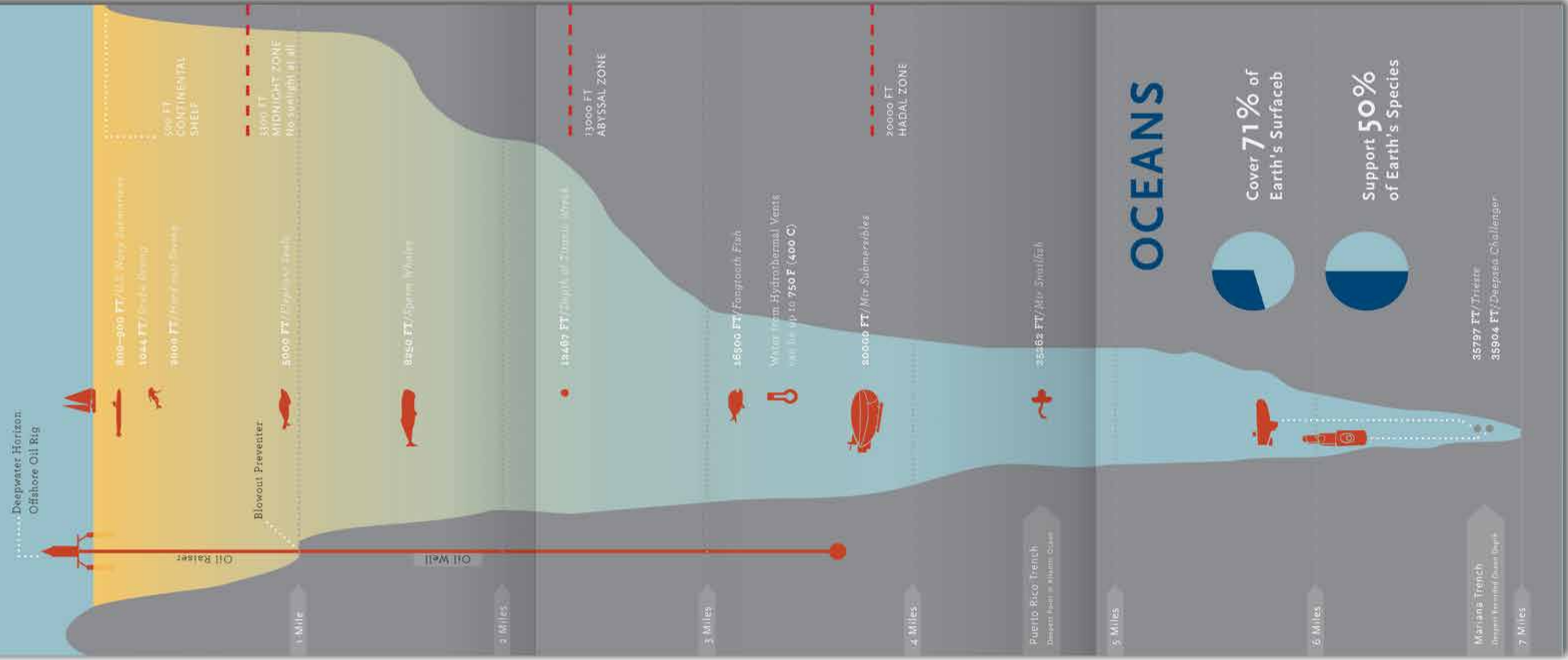
YEAR 2015 Spring
CATEGORY Typesetting / Editorial Design / Infographics
INSTRUCTOR David Hake
COURSE Type Systems

OBJECTIVE Imagine our future life and choose one area to expound and expand on the basic principles of typography. Challenge my approach to these basic principles and explore new innovative ways to communicate with text and image to present our future.

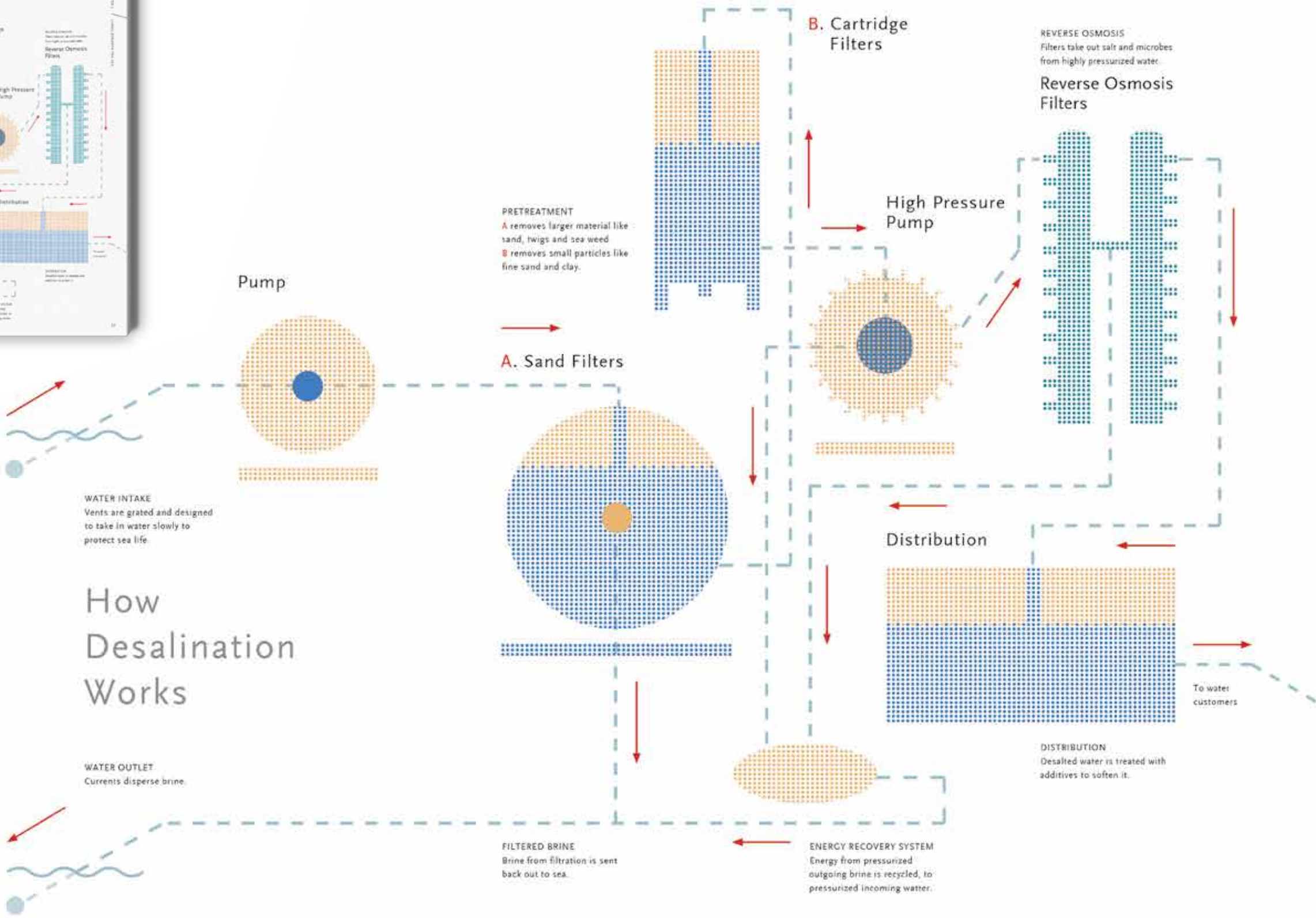
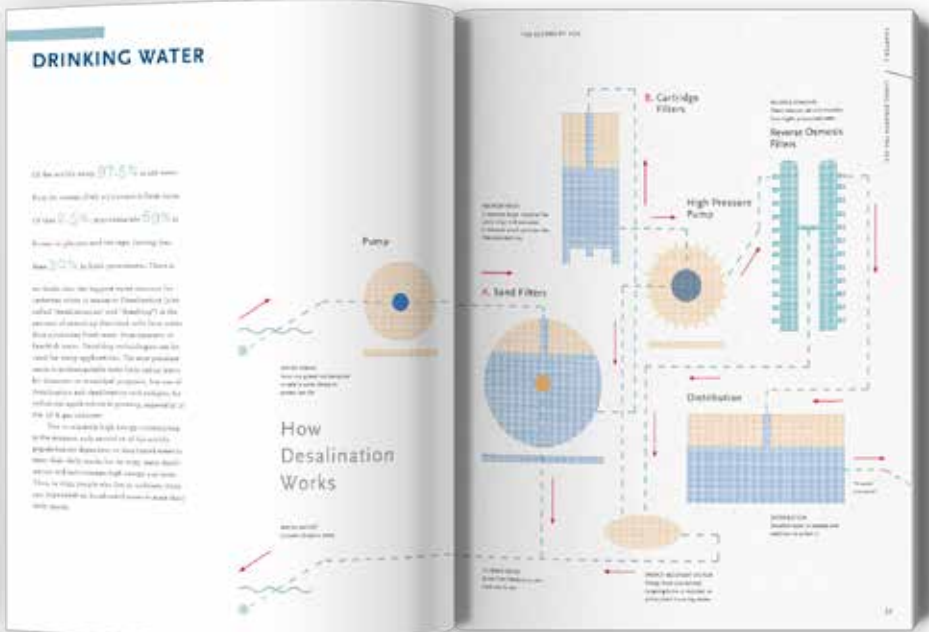
CONCEPT The deepest parts of the ocean are totally unknown to us. When we think of the ocean, we always associate it with words such as mysterious, powerful, undiscovered, etc. What goes on in those distant depths? What creatures inhabit, or could inhabit, those regions twelve or fifteen miles beneath the surface of the water? It's almost beyond conjecture. In this future book, I chose vivid color combinations to illustrate the mystery of the ocean, which guides you to explore the potential of the ocean.

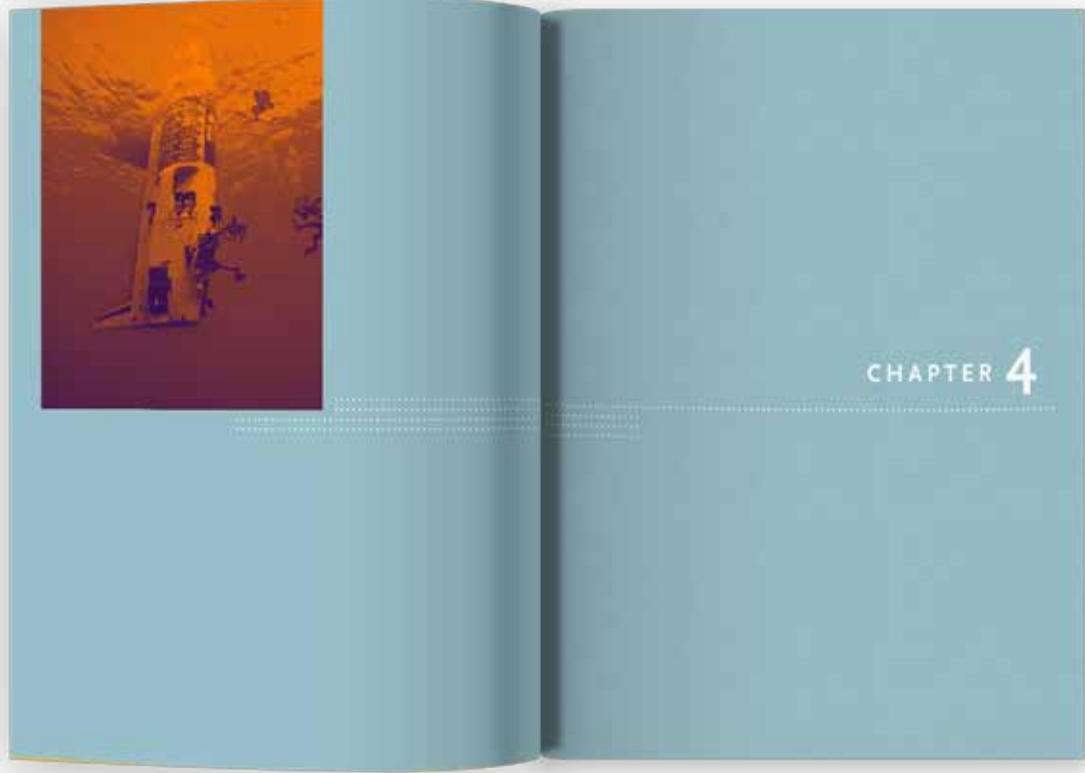
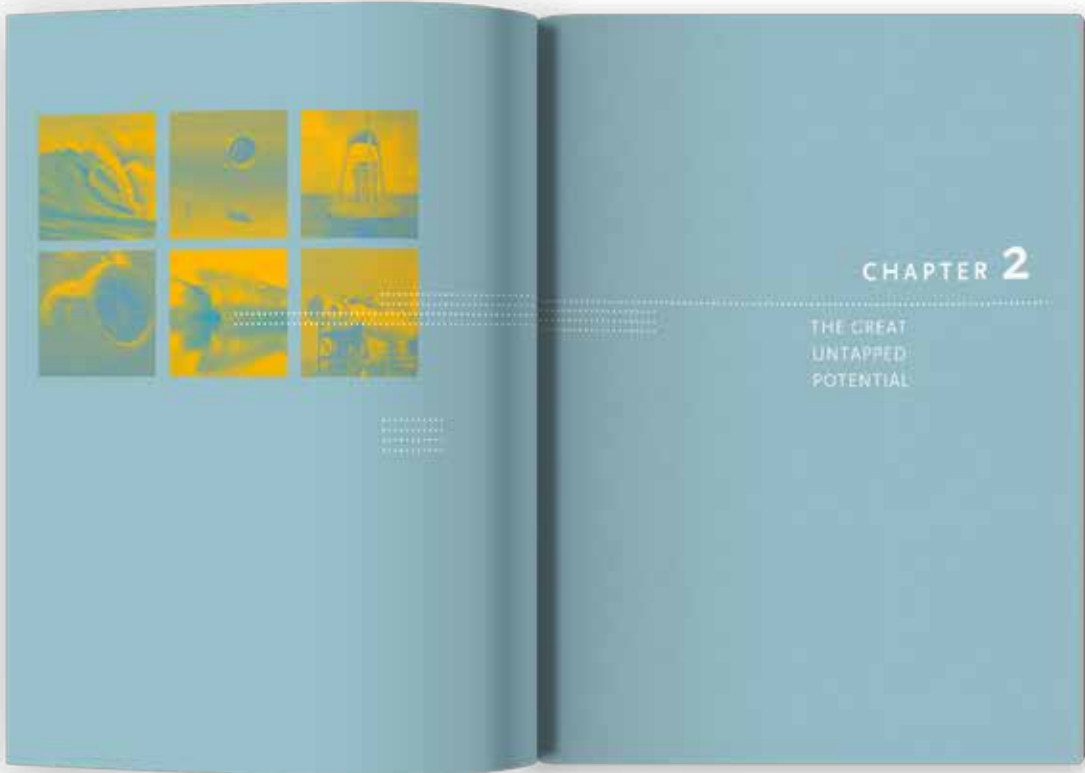
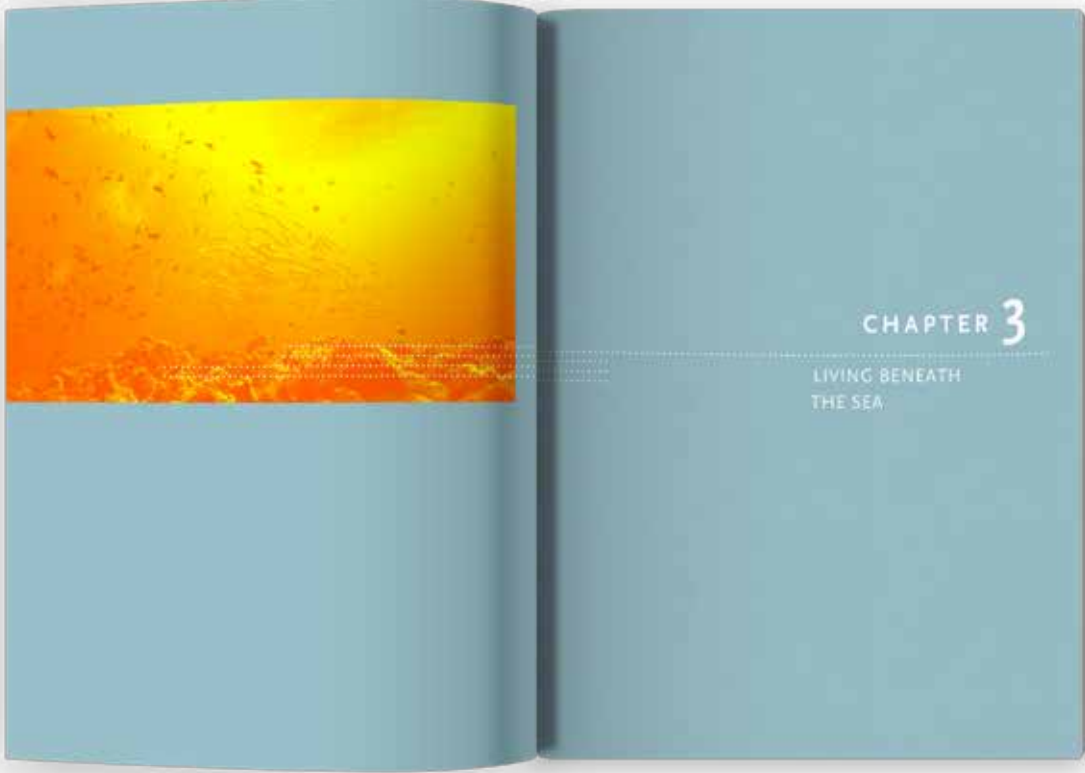
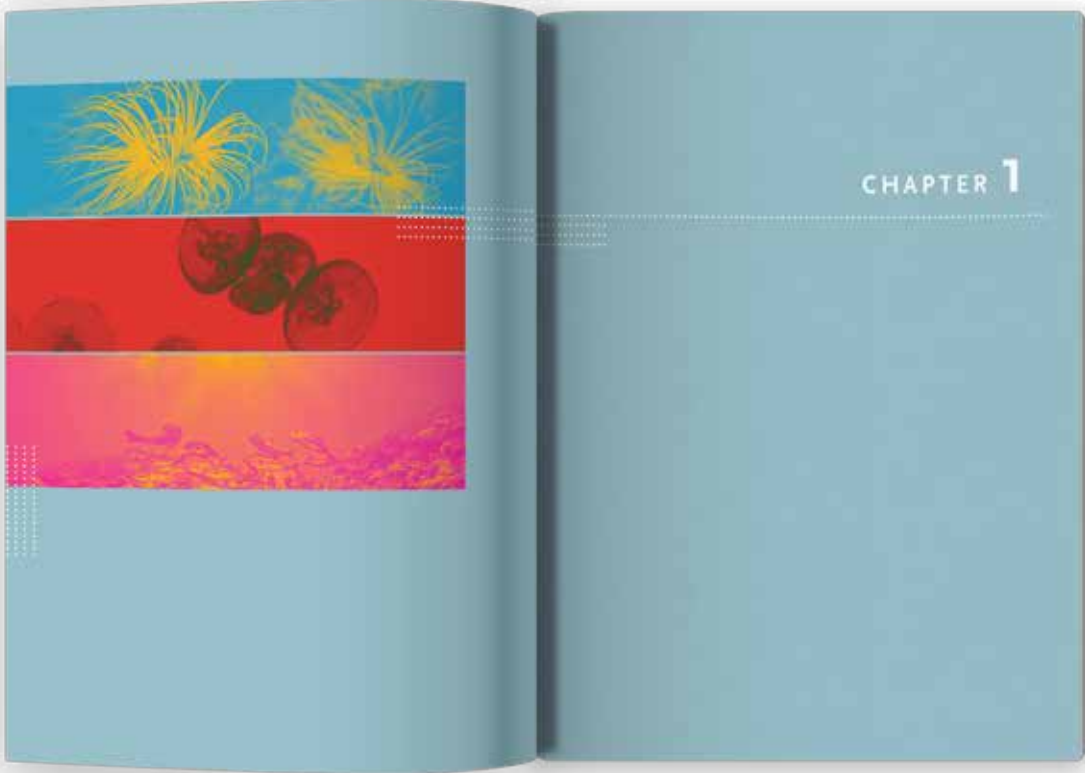


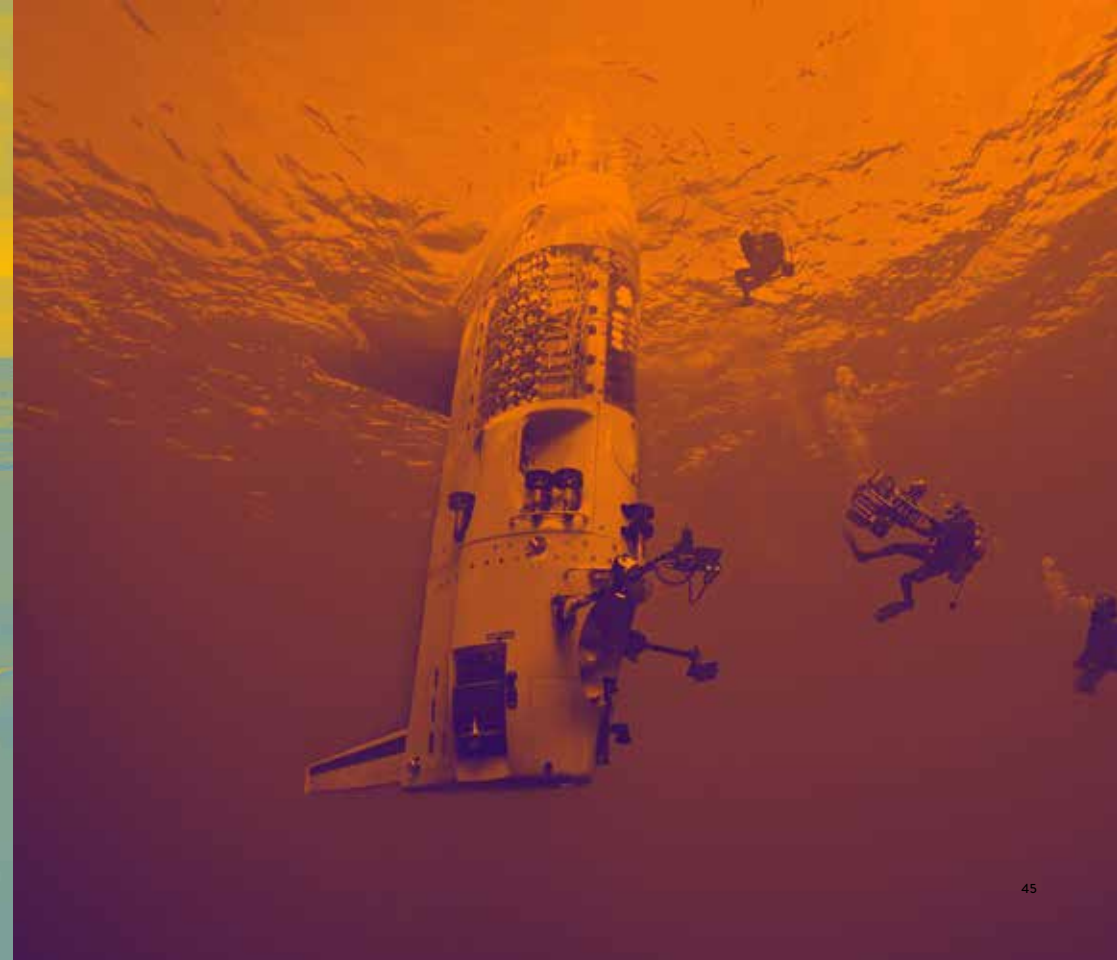
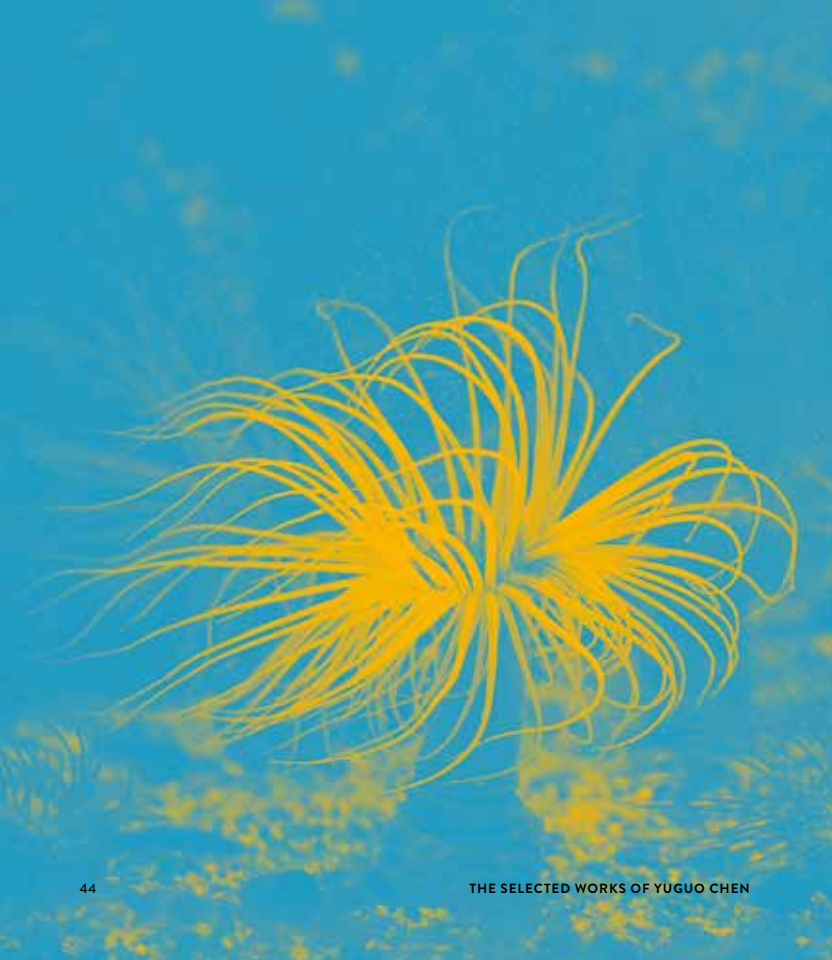
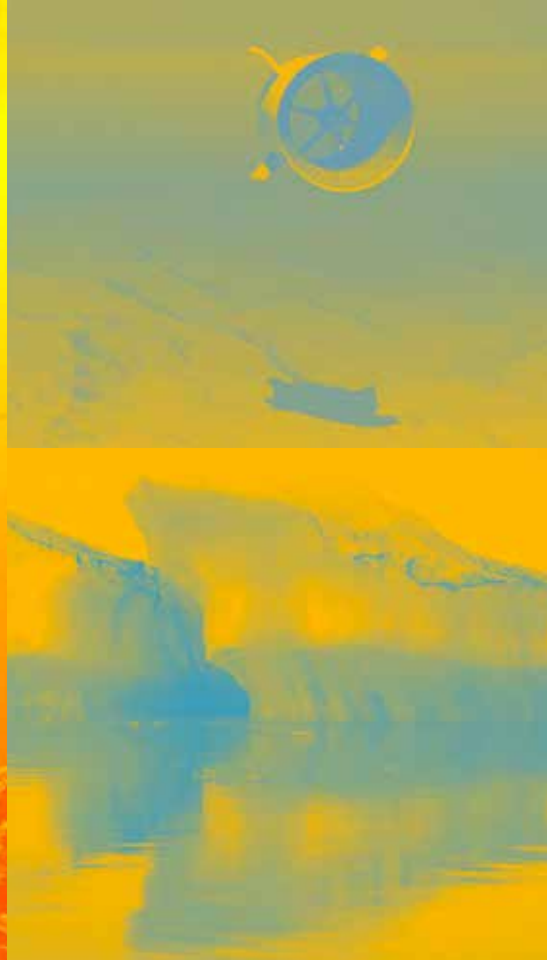


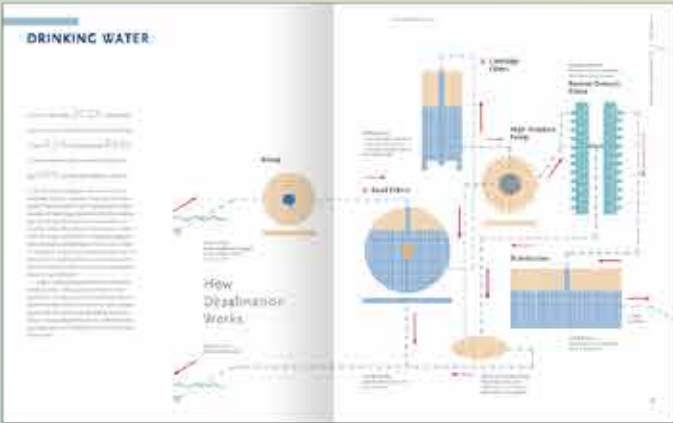
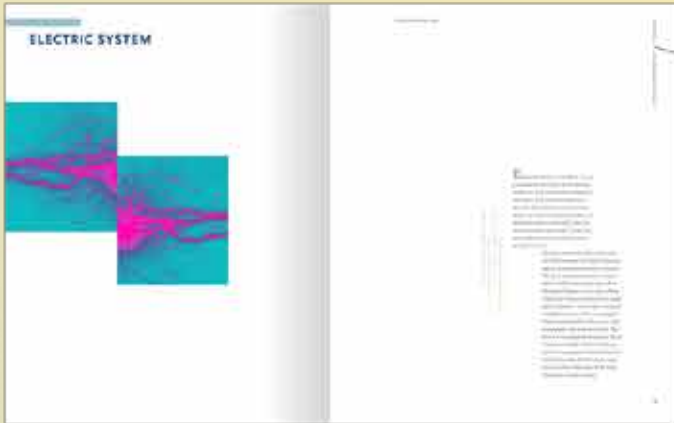
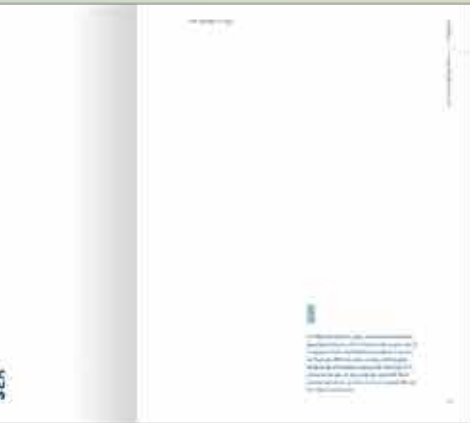












neibird app

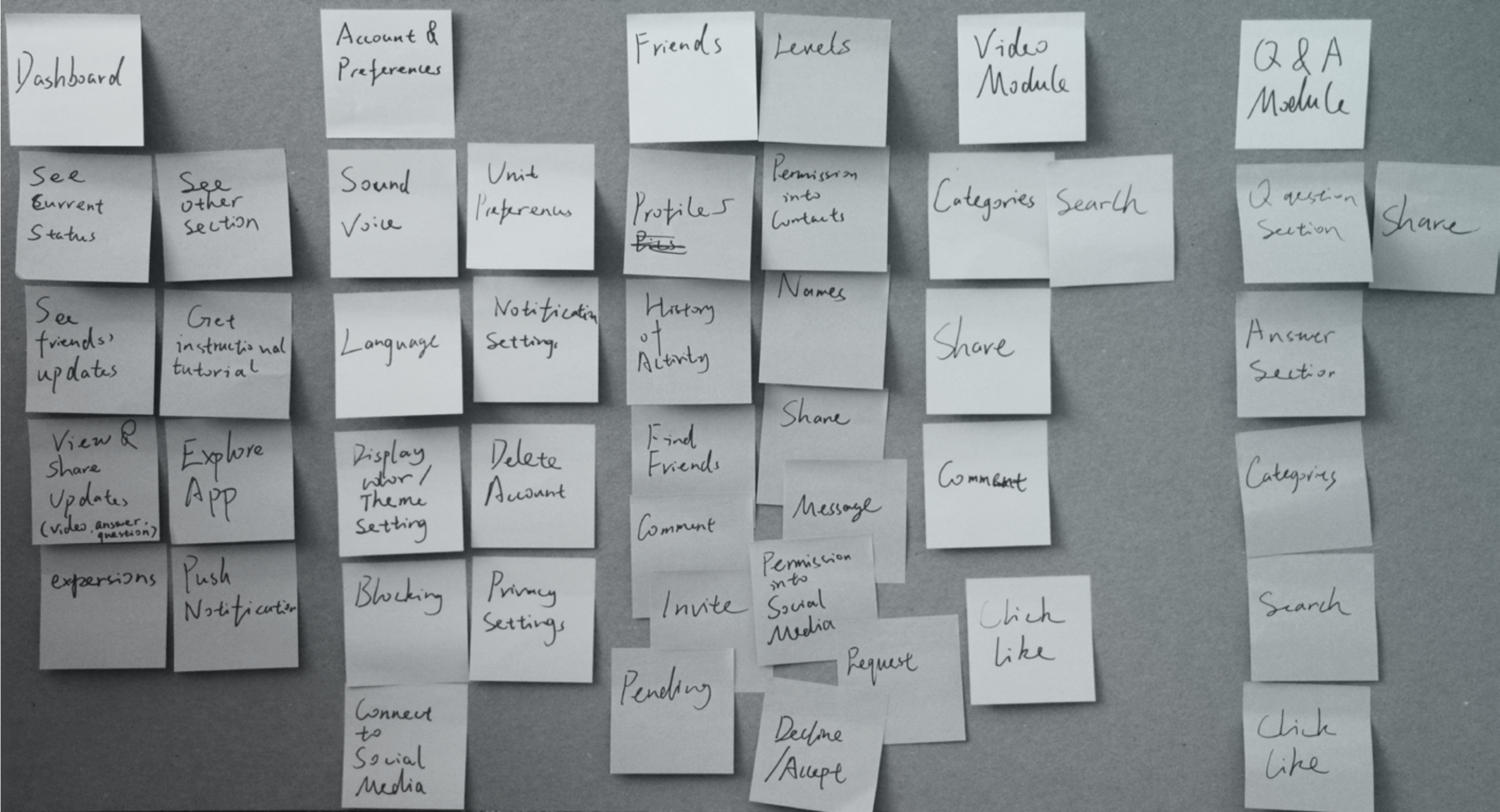
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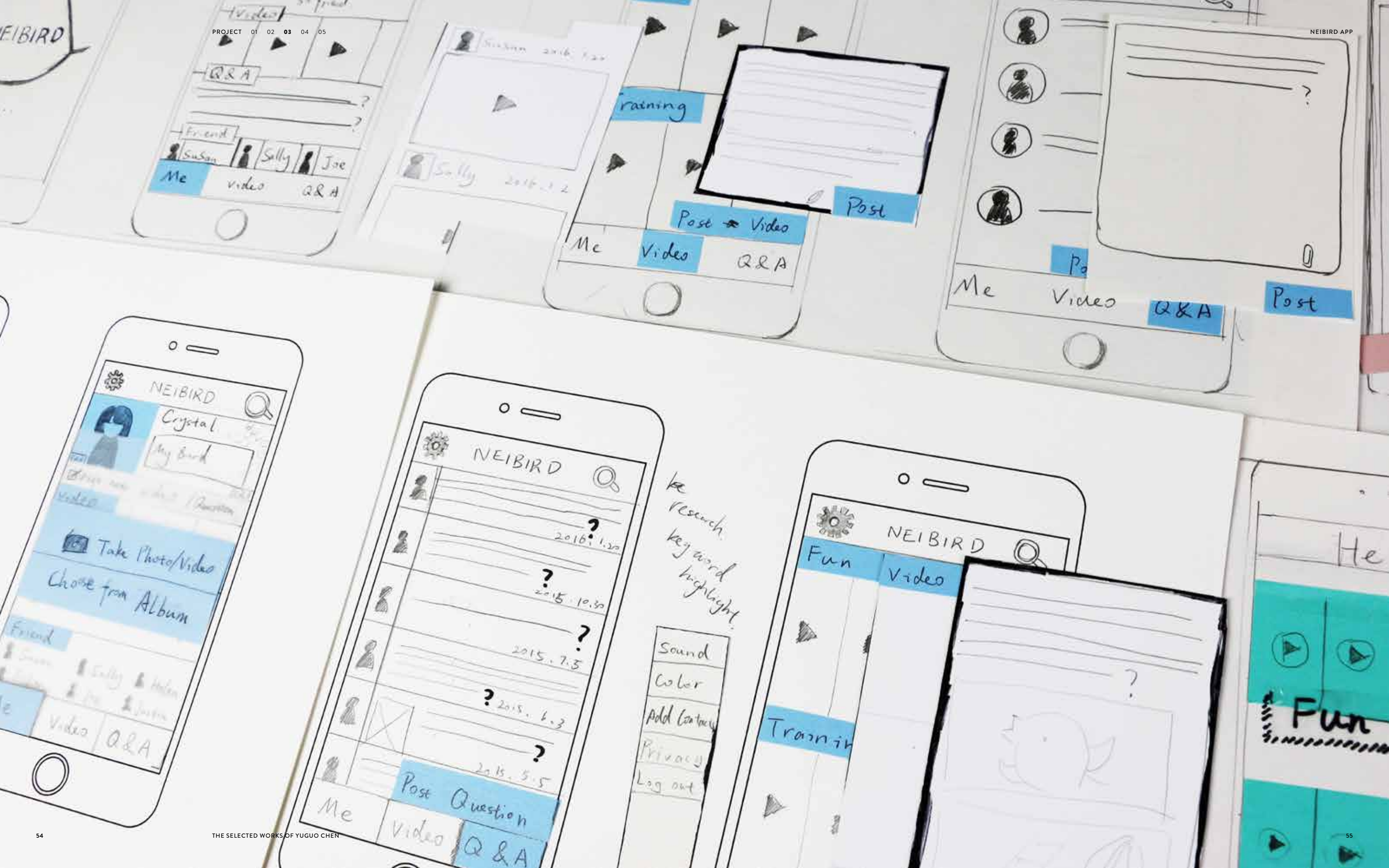
YEAR 2016 Spring
CATEGORY UX&UI Design / User Research / Application Design
INSTRUCTOR Anne Kitzmiller
COURSE Nature of Interaction

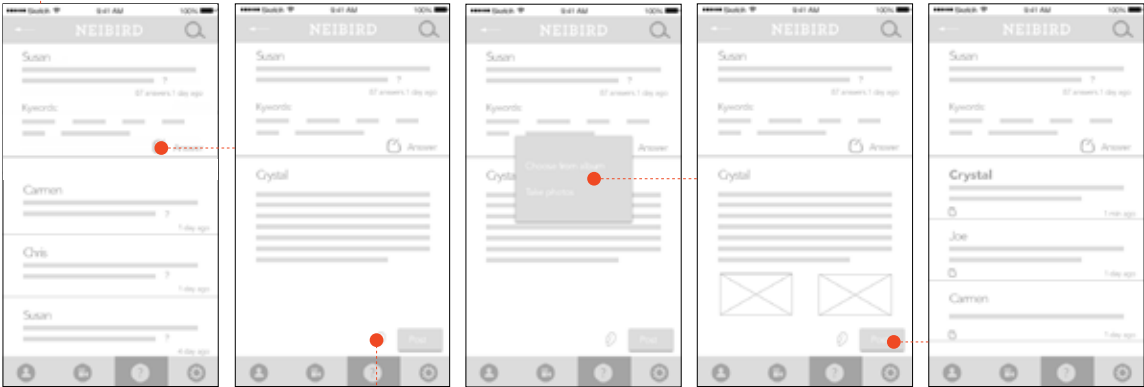
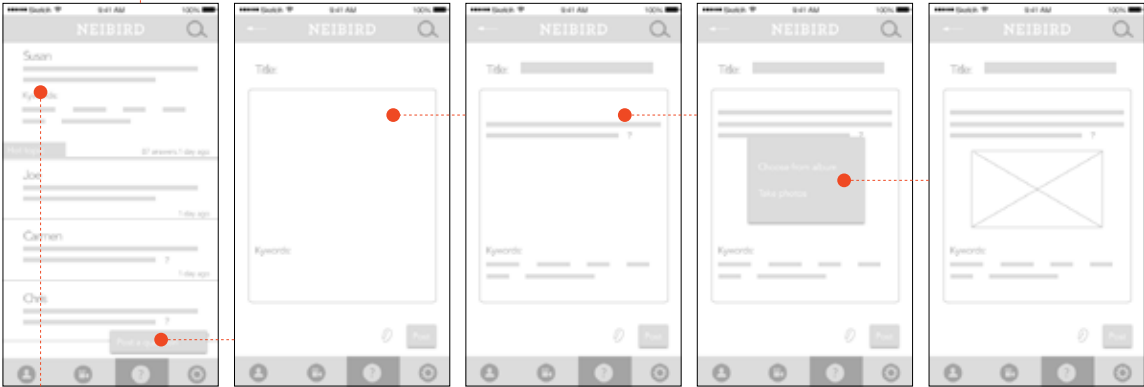
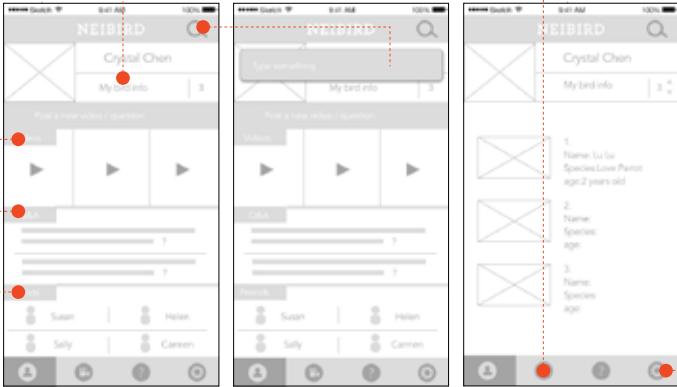
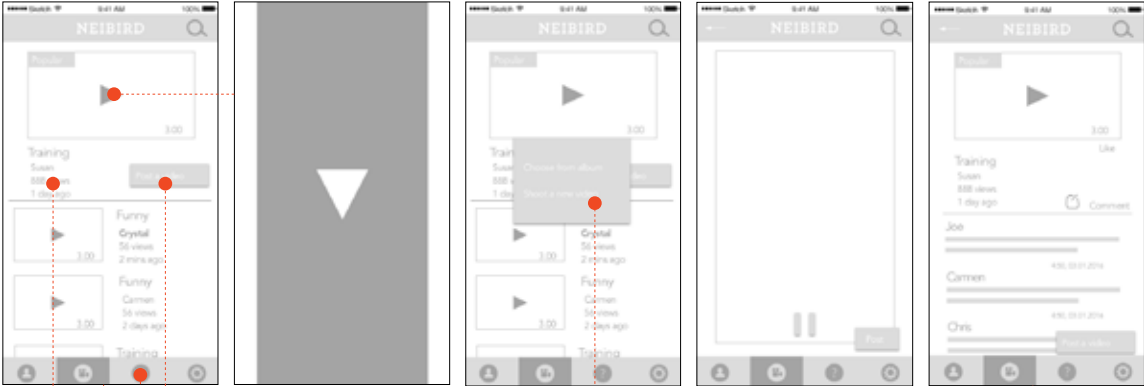
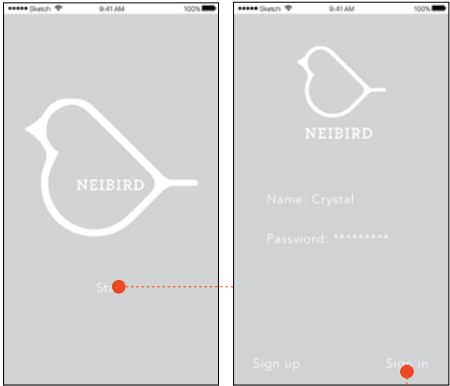
OBJECTIVE To create a mobile application that solves a particular problem. Investigate how research and audience understanding create successful interactive projects that can enhance a user's experience with a brand you create.

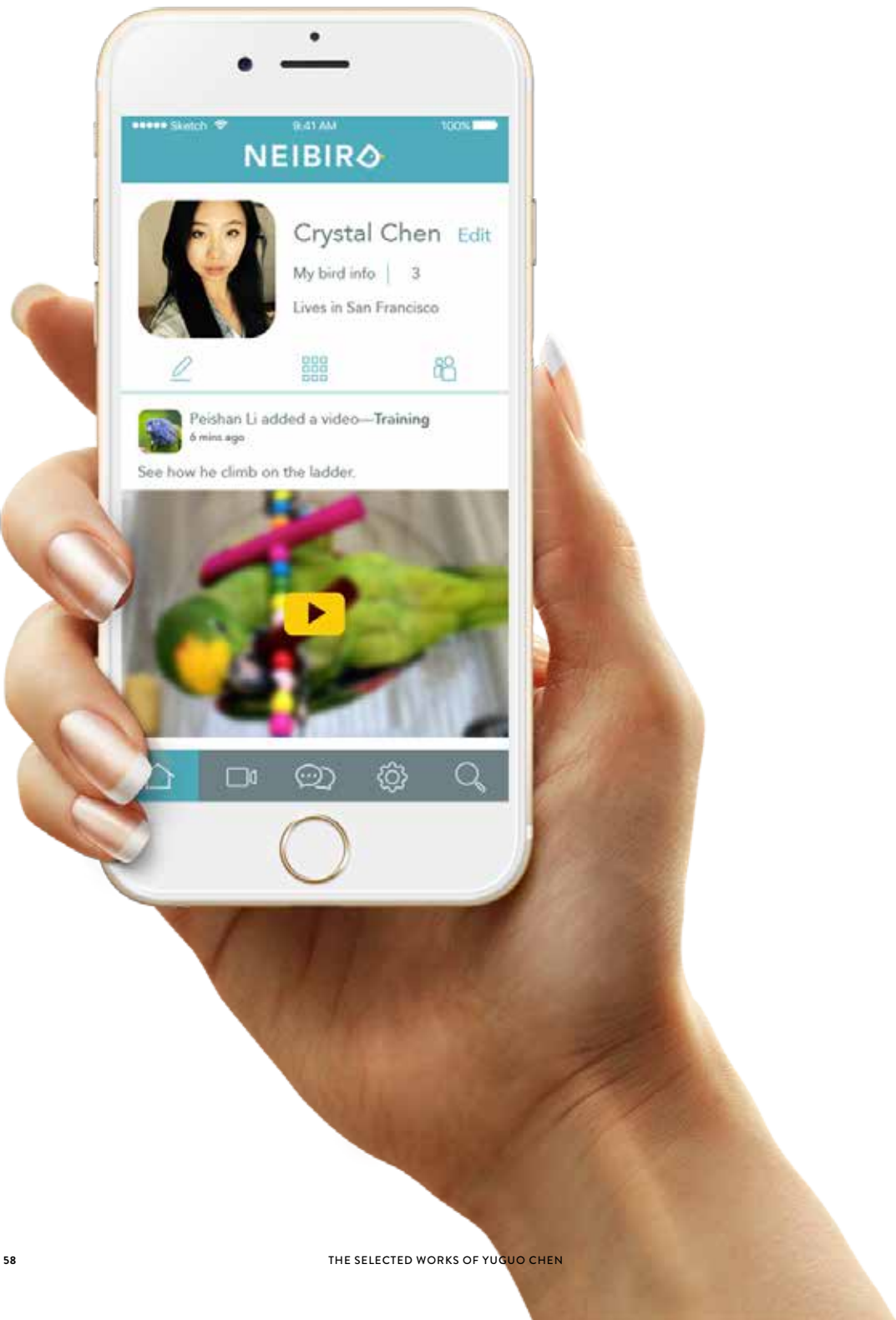
CONCEPT Neibird offers an online community where bird owners can communicate with each other, sharing their training experiences step by step, asking for help and getting responses quickly. Users can easily post questions and photos or videos of pet birds on the video and Q&A modules to get bird problems solved.

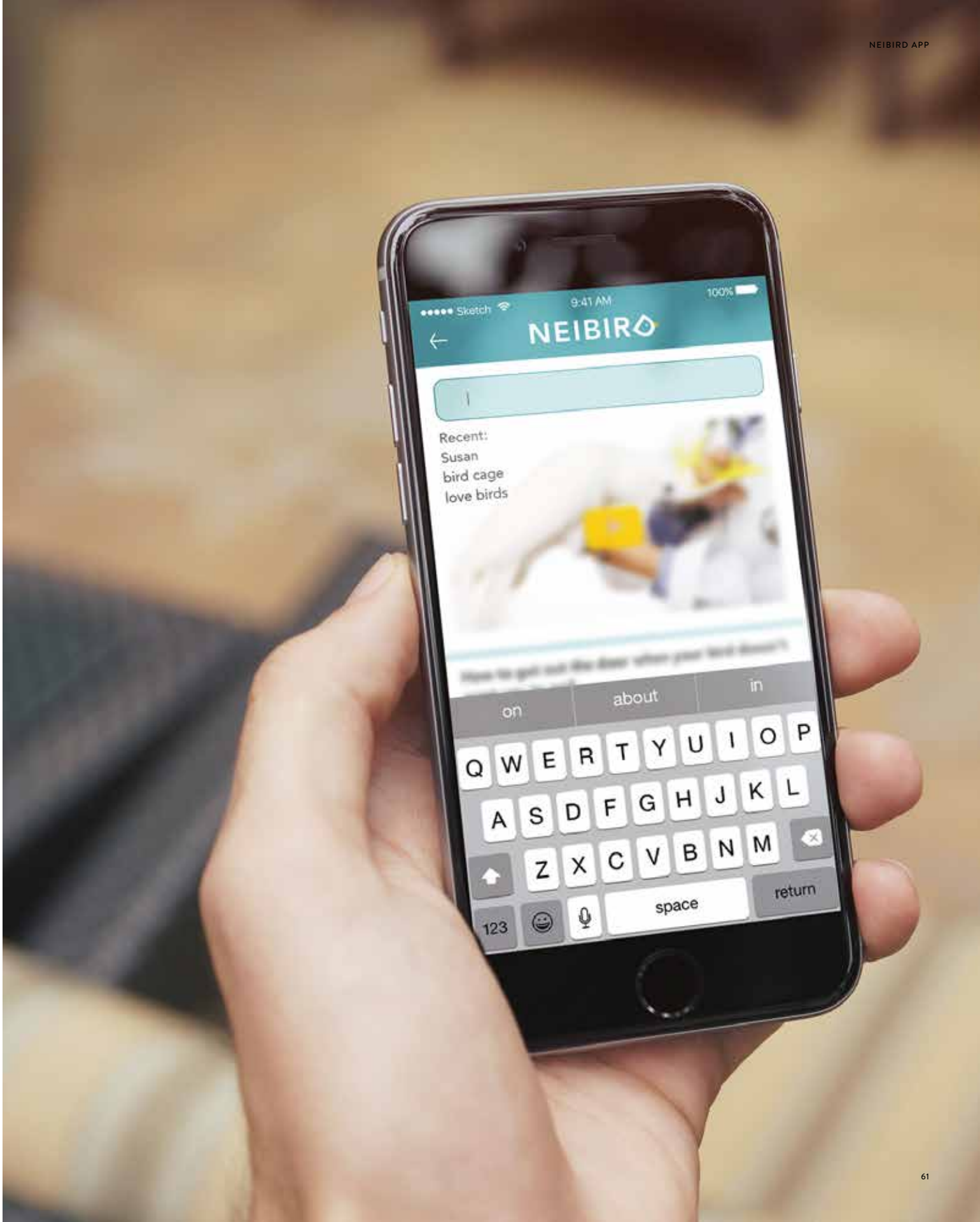
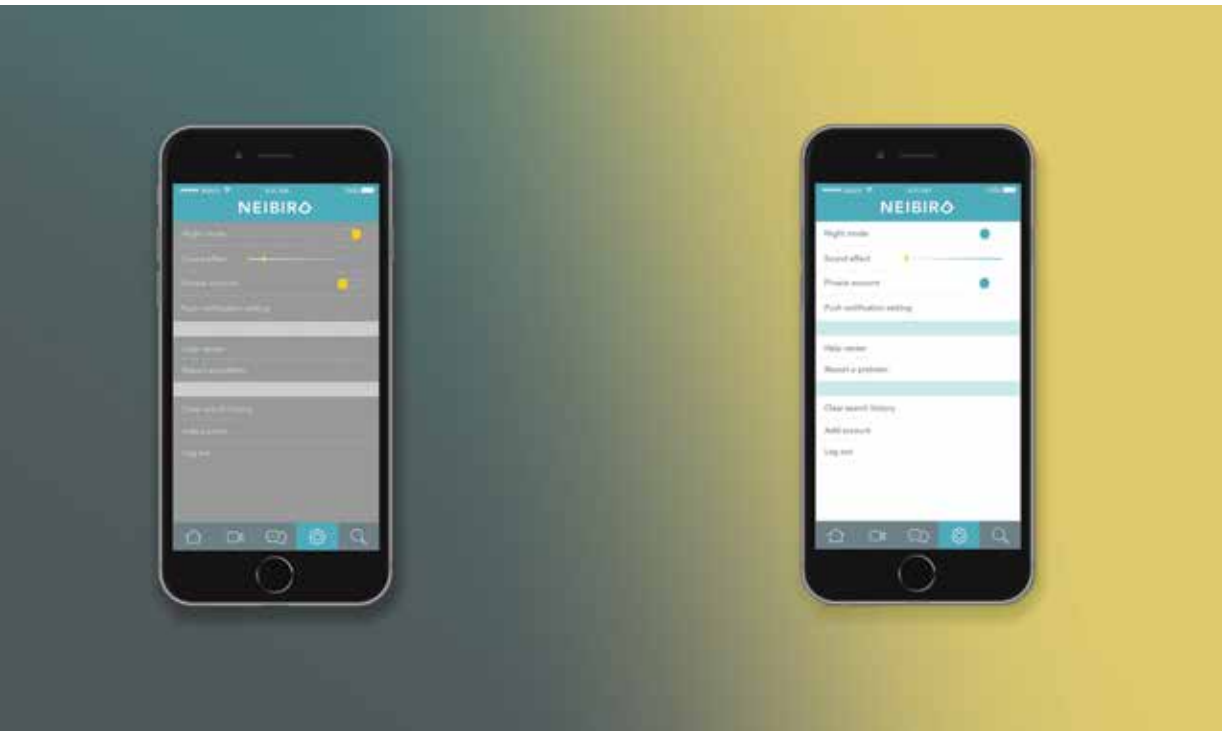


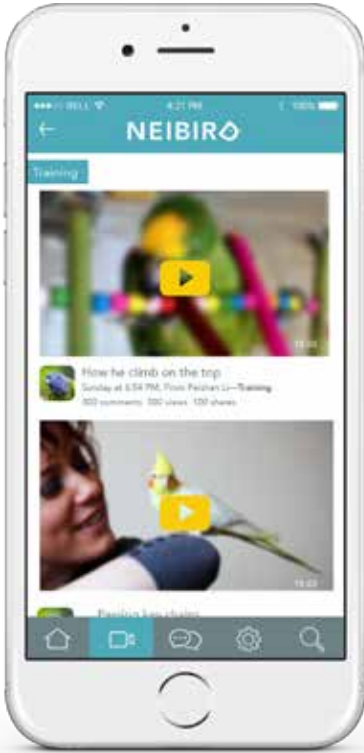
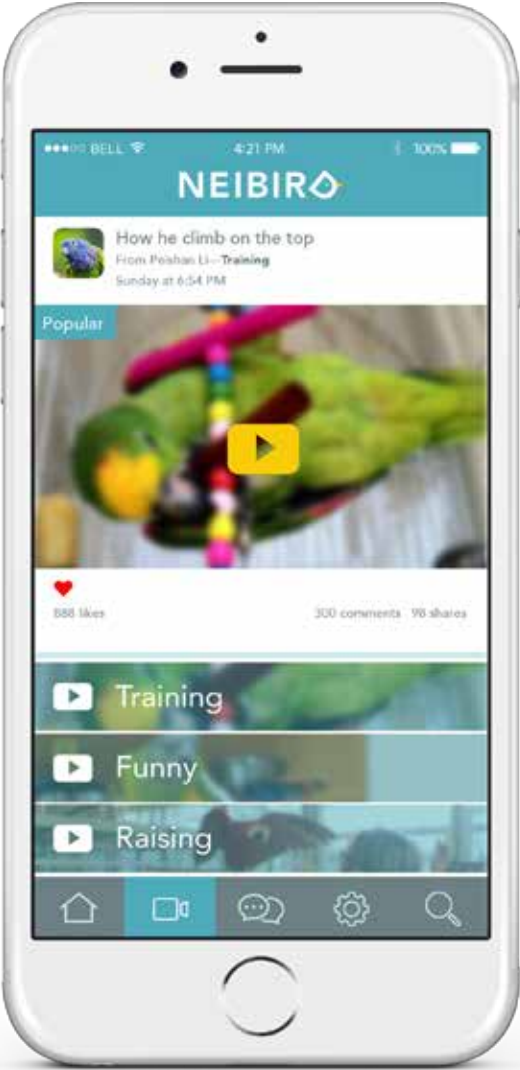
















gourmet rebirth

04

YEAR 2016 Fall
CATEGORY Branding Identity / Design Strategy
INSTRUCTOR Hunter Wimmer
COURSE The Nature of Identity

OBJECTIVE Find a dead, defunct or dying brand and revive it with a new life. Explore various methods of research to discover the audience, mood and eventually raison d'être of the chosen brand through industry-standard techniques and practices. Bring this brand to life through the creation of a collection of integrated collateral.

CONCEPT I chose to rebrand Gourmet, known for being an American food magazine. In the past, Gourmet introduced Americans to the idea that food is pleasure, culture and history. The new Gourmet will not only treat food as a part of culture, but also focus more on the ways that food connects different people to each other. I changed the old serif logo type into sans serif to give the brand a modern feeling. The idea of the trademark is to represent cultural exchange by combining curved lines and the lower case "g". Orange is the perfect color to remind people of food and delight them. It also encourages people to go out to communicate with people from different cultures.



gourmet





OUR NEW AUDIENCE

Our new audience will focus on people who are interested in various cultures and like communicating with people from different cultures.



Physicist



Educator



International Student



Businessman



Diplomat



Creative Person



Tour Guide



Programmer

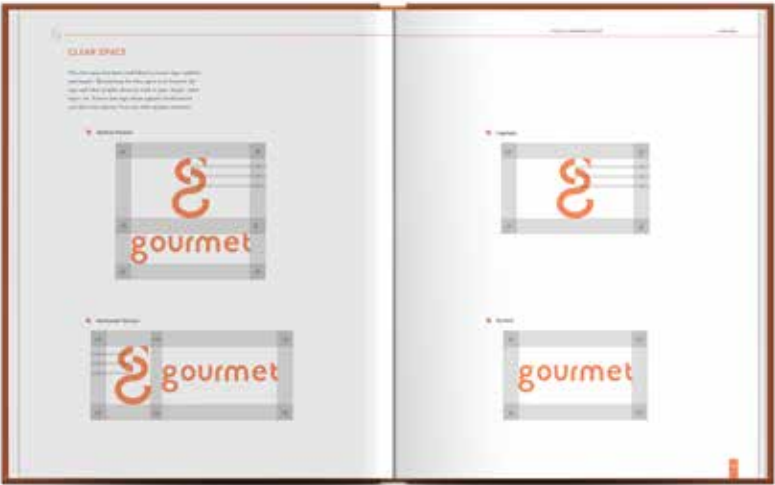
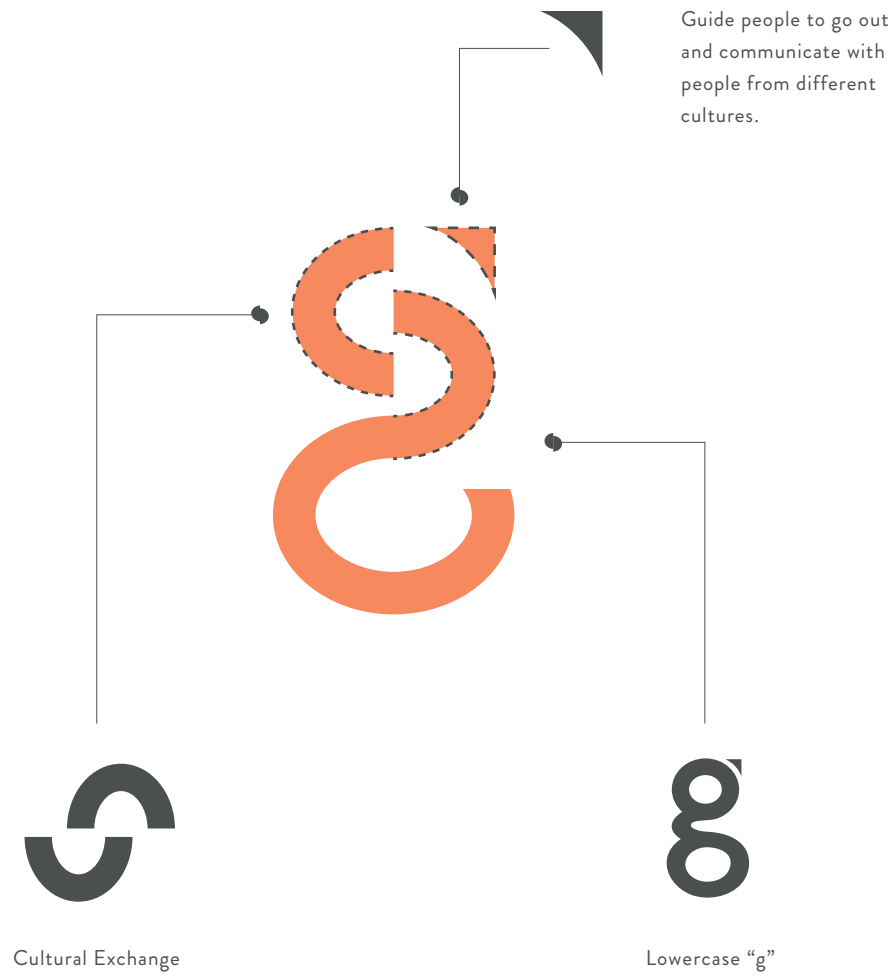
Core Audience

- People who are interested in different cultures.
- People who like to try new things.
- People who love tasting different cuisines from all over the world.

Not Our Target Audience

- People who always stay in one place and do not like to go out.
- People who care nothing about food.







LOGO ANATOMY

—HORIZONTAL VERSION—



VISUAL DEVELOPMENT GUIDE

CHAPTER 1

—VERTICAL VERSION—









lights memory

05

YEAR 2015 Fall

CATEGORY Typesetting / Editorial Design / Photography

INSTRUCTOR Stanley Zienka

COURSE Type Experiments

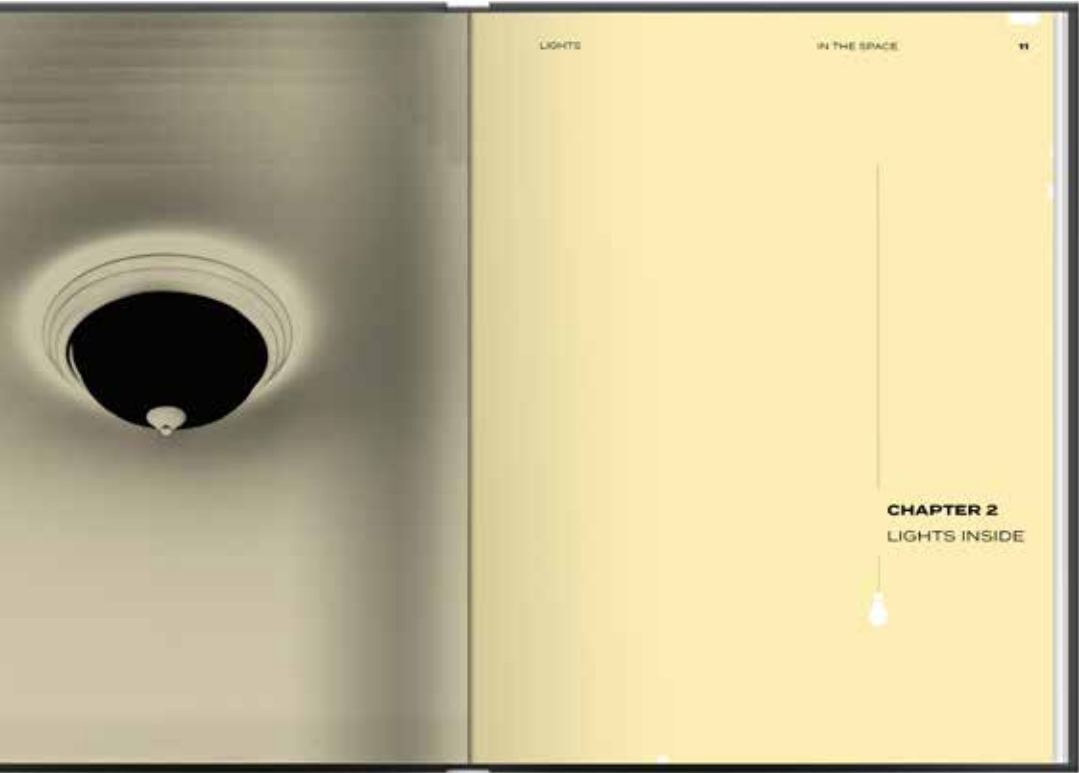
OBJECTIVE A book about observing and recording things that happen in your daily life. The main source of research material is your own environment or habitat. You will mentally and physically be recording things that you see, hear, touch and smell as you go about your daily routines. These recordings will then be the fuel for the writing and designing of a 32-page book, similar to a journal but with more depth. The look and feel of this book is entirely up to you but should reflect a central theme or concept that you develop through your daily observations.

CONCEPT Lights play an indispensable role in our daily lives, and a lot of stories revolve around lights. They give us numerous inspirations and even though sometimes they are easily ignored, they are witnesses to our lives. While I have lived in San Francisco, I have had an obsession with lights in the city. This book contains my observations of various lights in San Francisco. I took photos of these attractive lights around me and gave them the leading role in this book. I am not using the original color tone of the photos, but changed them to light beige and dark grey to convey my feeling about night in San Francisco.





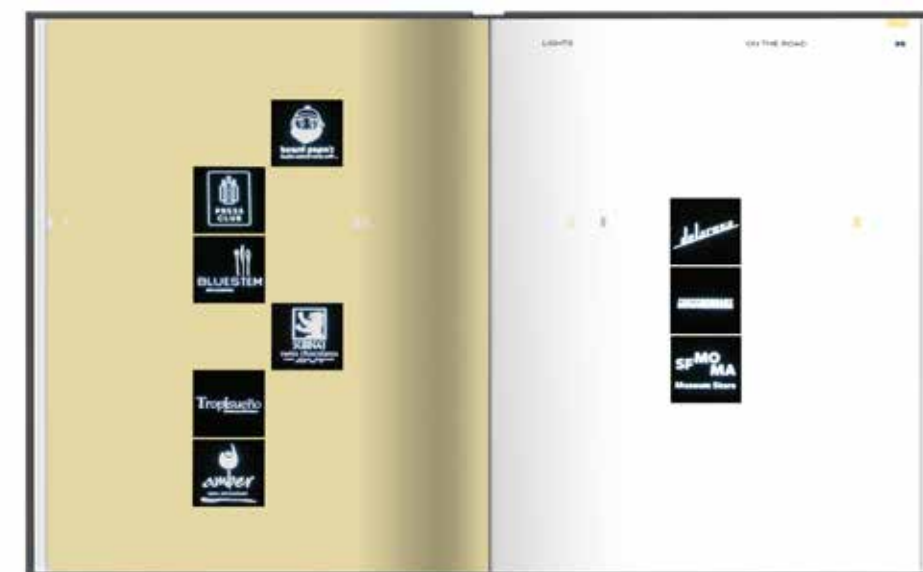
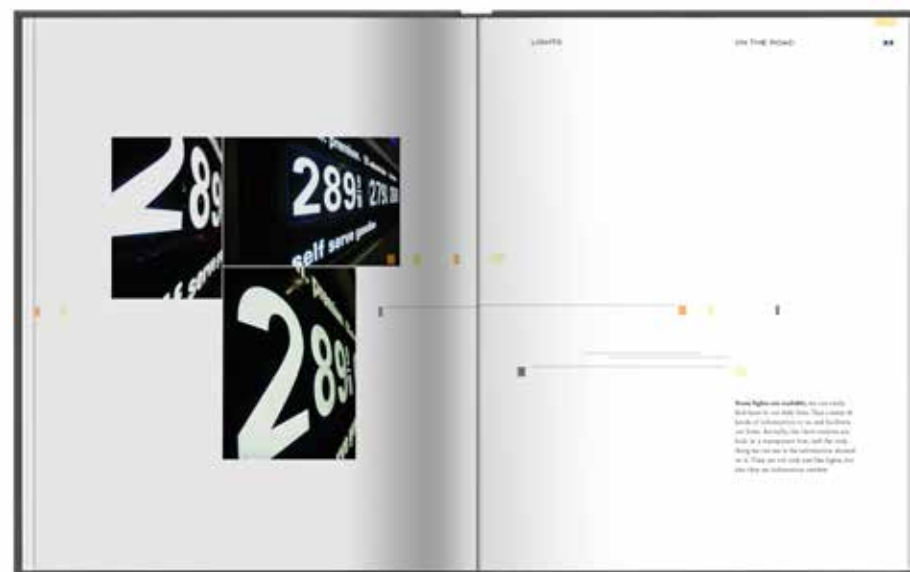
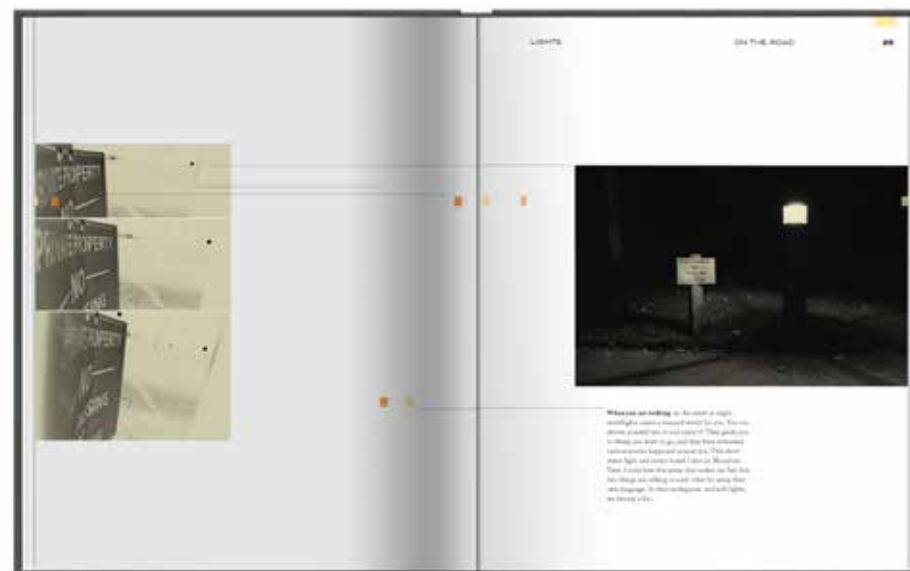
INSPIRATION





PROJECT 01 02 03 04 05

LIGHTS MEMORY





SPECIAL THANKS TO

My Parents
Wenzhe Pei
Jeremy Stout
Hunter Wimmer
Phillip Hamlett
David Hake
Stanley Zienka
Anne Kitzmiller

PHOTO CREDITS

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