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Visual Communication Design Portfolio

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Zhiying Huang
Gînnnzy

I enjoy the process of design, solving a different problem and meanwhile making something aesthetic. I always notice design around me. I like to think about how different kinds of design, such as graphic design, photography, illustration, fashion design and architecture design, could come together to create something new.

I believe that design should raise the audience awareness of critical issues, such as social problems and environmental protection, which we often ignore.
There are certain kinds of typeface that reflect the way that looks like someone with dyslexia found on the internet. Two edition typeface used in the poster. Raising the audience to awareness and understanding the dyslexic child, especially their parents and teachers.
This website is providing some information about how to help those who suffer from this learning disability, and to encourage dyslexia childs.
Ideasprout is a website for discovering great art, design, architecture, photography and web inspiration for everyone. The logo combines the concepts of ideas and sprouting, which is carried on by the complete visual identity system.
Ideasprout Visual System

Letterhead

Business card front

Business card back
The Logo with magic lamp together is a metaphor for using the website will result in fresh ideas like you wish to be inspired and the genie will make it come true.
This image represents how although the adults grew up physically, but, they are still like a baby mentally.
Our group decided to do a campaign focusing specifically on depression.

The yellow hand in the logo means hope, to rescuing the blue hand, which means suffer from depression.
This series of illustration is inspired by the artist's dream. Dreams are strange, madness and ridiculous. But it also shows the feelings of excitement in her dream because it is full of surprise, which means very different from real life.
This illustration was inspired by the book called Byaku ya Kou, which written by Keigo Higashino. In the novel, a girl is using other people cruelly to finish her revenge, even her boyfriend. Her vengeance is based on destroying other people's life.
From left to right:

**Desire:** This illustration is a love story about two people they in the separated space, but they are still searching for each other in the universe.

**Brainstorming:** Keigo Higashino is a Japanese writer chiefly known for his mystery and detective novels. The stories he has written prompt the reader to think about humanity and society critically. The endings of his books always contain a surprise.

**Eaten by Pink:** Eaten by pink means crazy for color pink. The letter K was rotated in the bottom represent a mouth. At the same time, other three letters Pin are falling into the mouth, just like they are eating by the letter K. The character dyed her hair in pink color, her world is full of color pink.
"MINDless"

Illustration

The left one is an American singer called Adam Aminé Daniel. I like listening to his songs.

The other one is called the choices in mind. There're too many choices in our life. Sometimes the choices are hard to make. The gifs represent the girl want to escape from all the choices, imagining the choices are as simple as the foods she likes.
This project is about environmental protection.

The model is covered by lots of plastic bags, meaning that humans will be the next target of pollution if they ignored that.
Photography
THANK YOU