Visual Communication Design Portfolio

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Personally, I think the goal of a design is to make our lives easier and happier. I always push myself to think like the audience, make my designs denotative but not simplistic, artistic and not conventional, practical and not complex.

I spend time observing lots of effective designs which inspires new directions in my own works. I am a fast learner and also a sensitive person of the trends in current society. My works combine the aesthetic from past and contemporary times which can bring a fresh and different experience to my audience. My interests are varied, which contributes to my remaining versatile. I am also eager to create artworks which can evoke emotions from the viewers. Lastly, most of my works bring smiles to people's faces.
To broaden my horizon, this zine tells all about my expanded imagination on the pictures. It is interesting to think in a different, unique way behind those photographs. Our imagination can be as broad as the outer space if we would like to make use of them. We should tell the world what we think and not feel embarrassed, and this is how I saw in my mind behind the shots.
Book Design

My Journey

Reading experience is important to readers. Reading experience can be divided into so many aspects according to different preference from different people. In this project, the whole aesthetic of pages and spacing between lines had been thoughtfully designed. These two elements allow us to read happily and easily. A relaxing atmosphere was created to make the viewers feel like they are traveling in this book, pull them out from this high pressure society and have them dived into the ocean of the book for just a moment.
“Strangers can always surprise me.”

In comparing with regular shooting pattern, street photography seems more appealing to me. This photography series is about the stories of people in downtown Portland. When I approach to strangers and ask them for portraits, the distance between people is not as significant as it seems. Most of these amazing people are willing to collaborate and share stories with a total outsider of this amazing country. It is such a great opportunity to capture those real moments and their kindness with these strangers from all walks of life.
“The camera is an instrument that teaches people how to see without a camera.” (Dorothea Lange)

This series contains various photographs like night shots, portraits and landscape etc... Photography is like a journey, it takes time and it also takes the photographer to different places. Each of the photograph is telling a story, an adventure and a piece of the memory. The different application of light and composition in this set allows every photo has its own story and the audience experience differently.
“Blue vibes” company is a modern innovative social media company. The main feature of the product is an application which has the power for users to vibe with other users that have the same interests around you. It can help you meet new friends with common interests. The logo part is designed like an upward arrow which means jointing, converting, bringing people together. By pulling the distance closer between people can enhance the connection between them in this society full of strangers. Its upward direction represents “raising, positive attitudes”. In this app, blue and purple are the dominant colors to create a clean and youthful atmosphere. The whole system is neat and well-organized in order the enforce the satisfaction on using the product.
Timed-Based

Graphic motion

By thoughtfully combining music and video into a rhythmic project can create a smooth watching experience. And this is what is happening in this graphic motion animation. Viewers can not only follow the beats of the song but also interact with those shapes at the same time. The background music is conveying a summer spirit atmosphere. In terms of the choices of colors, for example, sky blue, salmon pink and white smoke can better provide a sense of summer.
This video project provides an introduction to an aesthetic clinic located in Beaverton, Oregon. It was a valuable challenge to get in touch with a real client. The main point is focusing on making every shot effectively convey an accurate message to the viewers, and the methods of the combination of the clips is also significant.
"If you don’t succeed at the beginning, laugh until you do." (Emilia, Clarke)
This animation project tells an entertaining story to help people release their tension. Life is full of opportunities, we should never stop trying, and we should never give up easily on something we really like. The ending of this project uses exaggeration and humor in order to close the distance between audience and character.
Poster

Instant Ramen saved lives

The designer’s concept is “a doctor is doing stitches to save lives”, this doctor implies Ando, the inventor of the instant ramen. The crack of the red heart is a shape of a starving people desperately walking on the street, which reflect the famine situation in Japanese after WWII. And this doctor did the stitches and heal the wound with noodles, which stands for the invention of instant ramen were saving people’s lives. The whole background is balck wih a bit foggy feel-ing that depict the sad atmosphere back then people were all suffering the problem of food shortage.
"Release"

“The only certainty is that nothing is certain.” It is very true, and those three posters convey three different kinds of emotional reaction to the same sentence. Sometime, we are released and we do not even care whether something is certain or not; sometimes, we are scared about the uncertainty; sometimes, this certainty and uncertainty can even draw us nut. For example, ten people have ten different feelings after they finished their finals at school. Result is not the only thing that matters to me, the process is.
Website

Artificial Intelligent

This prototype is a website which introduces the negative aspects about Artificial Intelligence (AI). In terms of the choices of colors like yellow and red in high saturation on the whole website color system in order to create a sense of warning. It is designed in an interactive way to tell the story by asking the users to play a little card game. The structure is symmetrical and grid-based, which creates a clear legibility and readability to the users. At the aspects of color, fonts and font sizes, they all create a mechanical, cold feeling in this website to enhance the theme of the threat of the AI.