Who are u

Project prelude | Poster Design

Introduction

'Who are you?'
I understand my own derivation through some words.
With my gaze I am :

● adventurous
● Passionate
● noble
● ambivalent
● ambiguous

And I made a circle around the two of them, and the sense of draft at the bottom is that I think everything I felt about myself in my youth was just a draft and a foundation for the future
I am a carrot.
Why a carrot? And the precursor to my own book.
I have reached existence through the effort of creating the virtual image of the carrot as a movement towards being able to determine existence itself. Projection through the content of my own value building, because it is freedom that proposes the carrot as a goal and wants to achieve this freedom through this goal.
What does the person in the middle line represent?
What am I made of, where do I come from, the two quantities are the reason why I think that the ego is opposed to the ego, and the typefaces and images are specially made ambiguous
"aufheben" is German for elevation or renunciation, the opposite of opposition.The ambiguity and duality of human beings is reflected here.I recorded the Shanghai dialect in audio and left it there, keep running!

Medium

Adobe Photoshop / Adobe illustrator / Procreate

Please keep running !

ANXIETY SCHIZOPHRENIA

FLESH COLLAPSE

WHY SADNESS INSECURE

HOW WHAT

DEATH DATA LOVE

EMPTINESS ID

PUPA

EGO

SUPEREGO

PARANOID

ADDY

I CRY A LIL SOCIAL

POSS HISTORY

模糊性建设的胡萝卜居民

AUFHEBEN:

PASSIONATE

I HAVE REACHED
EXISTENCE BY CREATING
THE VIRTUAL IMAGE OF
A CARROT THE EFFORT
OF WHICH ALSO SHOWS!
THE MOVEMENT OF
LIVING

1.ADVENTUROUS
2.HIGH-MINDED
3.AMBIVALENT
4.AMBIGUOUS
5.SLEEP IS IMPORTANT
LOVE "WE&ME"

'Who are you?'
I understand my unique identity by doing a lot of reading.
From my perspective, I am :
· adventurous
· passionate
· noble
· ambivalent
· ambiguous

And I made a circle around the two images,
and the drafting sense of the background indicated t
hat myself in my youth was just a draft and a foundation for the future.
And I want to say that :
I am a carrot.
Why a carrot?
I have reached existence through the effort of creating
the virtual image of the carrot as a movement towards being
able to determine existence itself.
Projection through the content of my own value building,
because it is freedom that proposes the carrot as a goal
and wants to achieve this freedom through this goal.
What does the person in the middle line represent?
What am I made of, where do I come from,
the two quantities are the reasons why I think that the ego is opposed
to the ego, and the typefaces and images are intentionally made ambiguous.
"aufheben" is German for elevation or renunciation,
the opposite of opposition.
The ambiguity and duality of human beings is reflected here.
I recorded the Shanghai dialect in audio and left it there,
hoping to boost myself: keep running!

Myself

Project 1 | *visual text language*

Introduction

Converting real recorded audio into pictures by trans-coding,"Myself" also integrates the sound station into the book through the interactive QR code. The sound station in the book mixed French, Chinese, English and Shanghai dialect, the author's hometown language into it.

The cat at the beginning of the book is a cat that the author once lost. The letter to the lost cat means the searching for the author's past self, which is also the searching for " id". "Ego" is expressed in the way of decryption while the ideal three-dimensional modeling at the end of the article expresses the " superego". It expresses the author's communication with the past and the future, hoping that by reading this book, the author's sadness or happiness can be passed on to the readers.

What this work wants to express is: reading is not just a visual act, and words are just abstract patterns, while abstract patterns are also the sound of books.

Medium
Apple music / Adobe Photoshop / Adobe illustrator / Procreate /Adobe Premiere Pro

Video link
http://www.sppc.edu.cn
https://www.red-dot.org/project/myself-61310

Audio link
https://music.163.com/#/outchain/3/2503792654
https://www.red-dot.org/project/myself-61310

"Myself" is a visual language text based in the form of a traditional book.
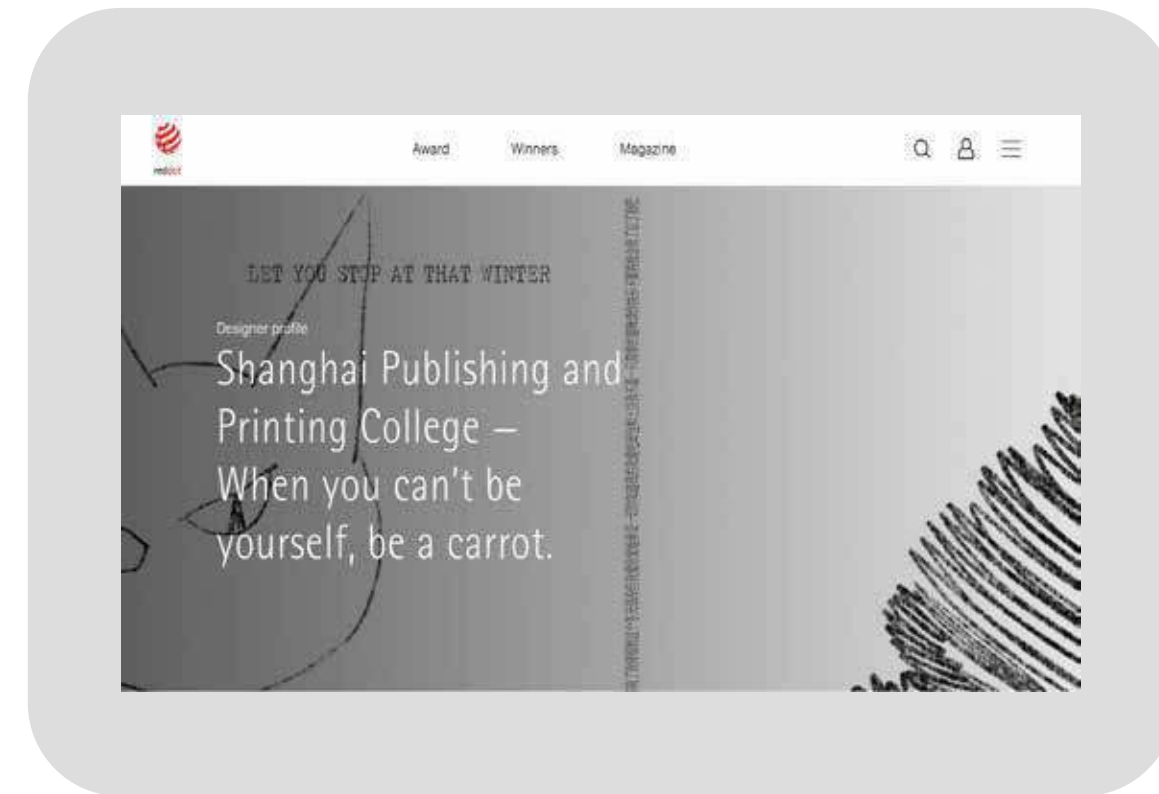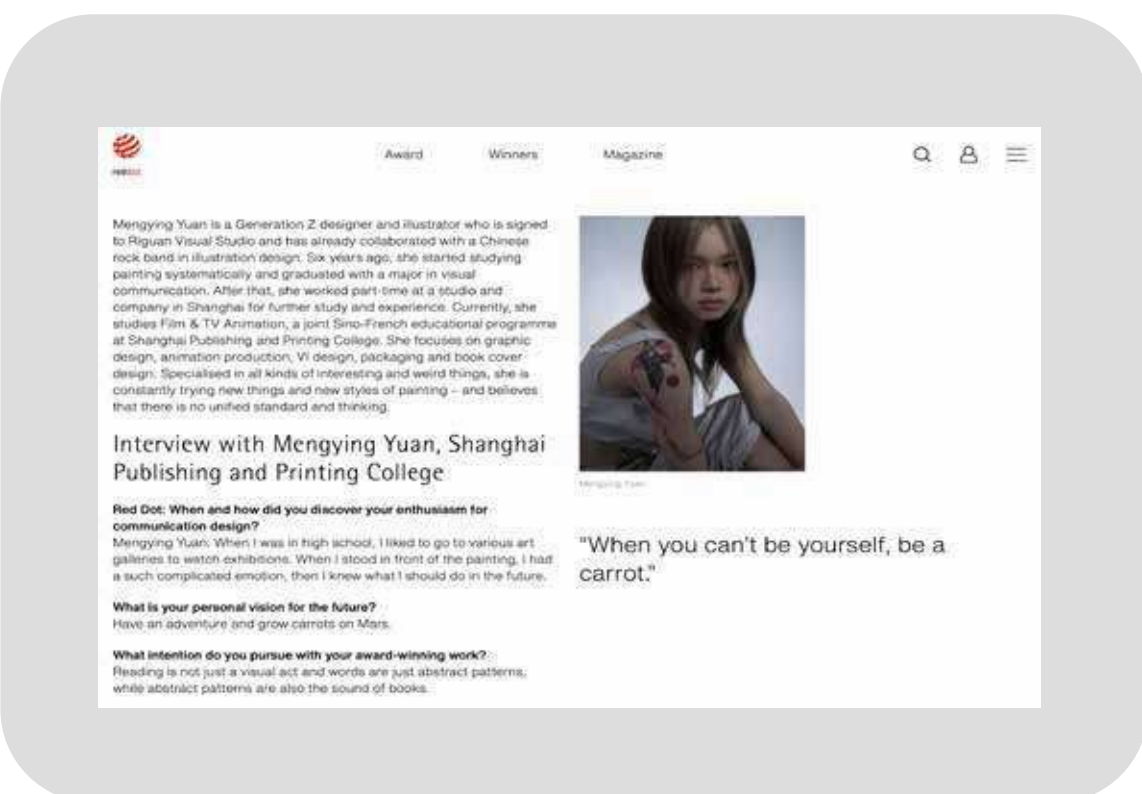
Inspiration

Using the poster book as a visual text language.A desire to combine print with modern technology.The specific content: a surrealist approach .A dialogue with religion, humanism, existentialism and nihilism
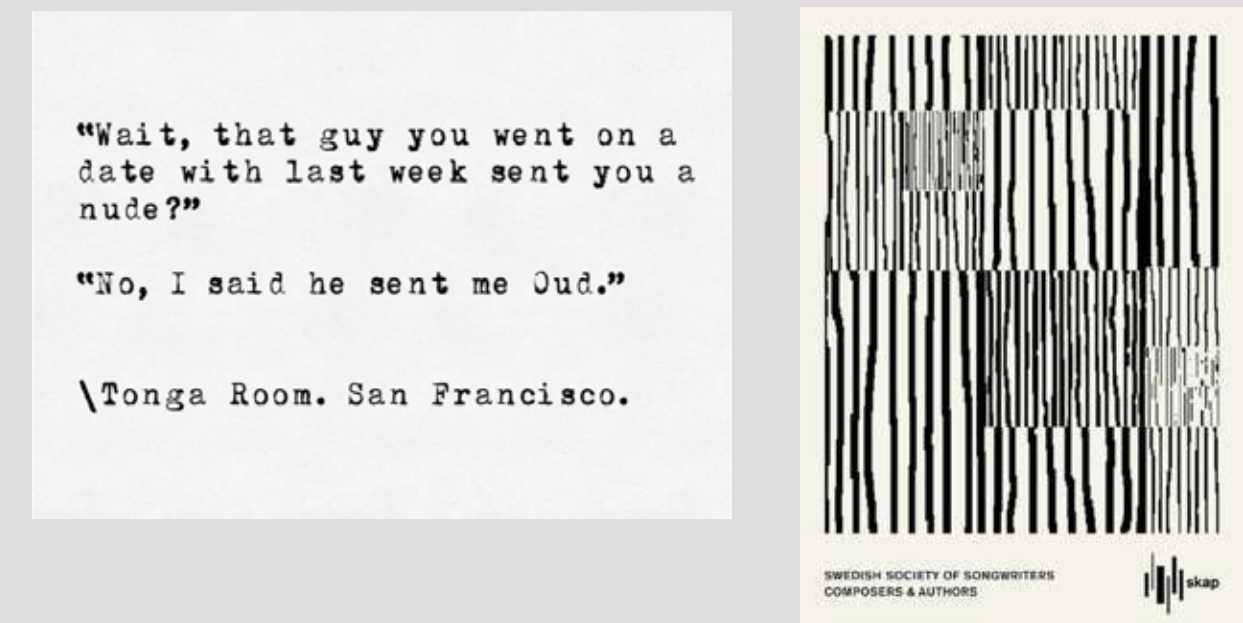
Why reading words is not looking at abstract patterns?

Reflation

This inspired the idea of adding a visual language to something as labelled as ShanghaineseA recording of Shanghai dialect, converted into audio and made into a pattern.

The expression reading is only a visual act, and reading words is not the same as looking at an abstract pattern.

Research

How to express research?

Expression: Inspired by electrocardiograms, the audio and the QR codes are made into images (Fig. 1), mixed with multilingual Shanghainese, French, Japanese and Chinese.

The overall idea is that print will not be obsolete as time goes on, so the QR code on the poster book or the audio visual language should be able to be scanned by mobile phones, to have a multi-functional and interactive approach.

Back to the theme of religion, humanism is the past and the QR code and audio is the future.

Typewriter fonts.Get a second hand typewriter and type it out directly, no need for regularity, no sense of order or consciousness.

You can also combine handwritten French, Chinese and English to explore the diversity of text languages

Design Keyword

Theoretical Sources
Freud Surreal Manifesto Breton
Ego Self Superego
Preconscious Subconscious Unconscious
Story as the core
Go back to the beginning of your life
and look for a cat.

Design Concept
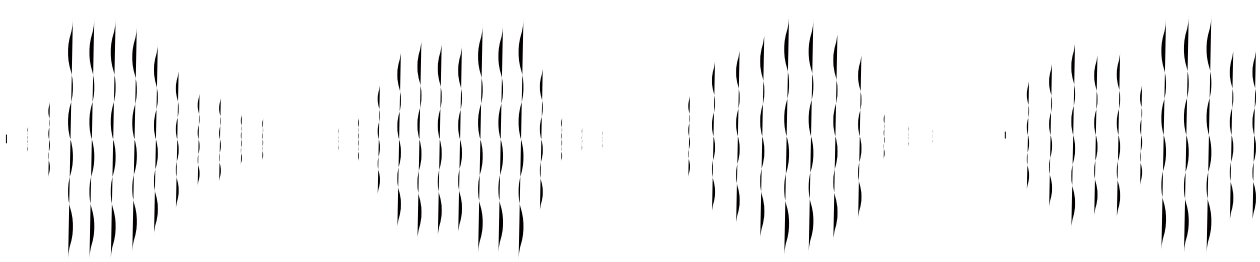
These are the four 'I's' I recorded in Shanghainese, French, English and Chinese

It's the city flower of Shanghai, and there are a lot of magnolia trees planted near where the cat got lost.

It's on the first page, it's an ancient Chinese Taoist hexagram, it's a symbol of the wind, the wind that keeps going no matter what the obstacles are, and the ending of this story was predetermined from the beginning.
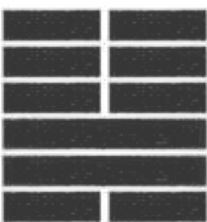
@)) @) *) (? ? ? @) @ @) *)
(= U K I O [5 5 5 5]

The symbols that look like garbage are actually symbols above the numbers on the keyboard, indicating the day the cat arrived. All the jumbled symbols are dates that mean something to me.

If you scan these QR codes with wechat, you will be redirected to my pre-made webpage, which will display text or radio stations.

Display

无意的瑚妹欧意才是被遗忘后最后进入真的志
伤

Design Story

In 2022, January 25, I returned home from Suzhou it did not come to pick me up, thought it hid did not look for it in time, that day there was a storm, and so I looked through the monitoring to find it, found that after 3:00 a.m. it in no trace, my home in the sixth floor, it usually like to play in the kitchen jumping to the counter

I did not have to reprimand it with my family, that day, the cans of the kitchen even with a small window all collapsed, we suspected that It slipped down the window crack because of heavy rain while playing with the cans, I even went downstairs to look for no blood or any trace. I searched with my father three kilometres around the house for two months

my father saw an adoption message in a friend when I was making the end of this book, and saw a black cat with an uncanny resemblance to it, and discussed with me the wish to bring it back, and I refused, neither of which was it

but my father could not bear to see that the cat, which was similar to our pupu, go wandering again, and brought that cat back to be placed in the activity room where my father often went. In fact, my father no longer remembers exactly what it looked like, I know that. It wrote back to me in this book and I've been searching for it and never stopped, so if you hear from it please do let me know

So the book is divided into three parts, the ego, the self, and the superego. In the ego, driven by nature, I am the cat, and the second part of the book begins with a cat search notice and a reply from the cat asking you not to look for me. What I think I'm made of, the ego part comes in, and the superego ends with a white model of the human body I'm modelling.
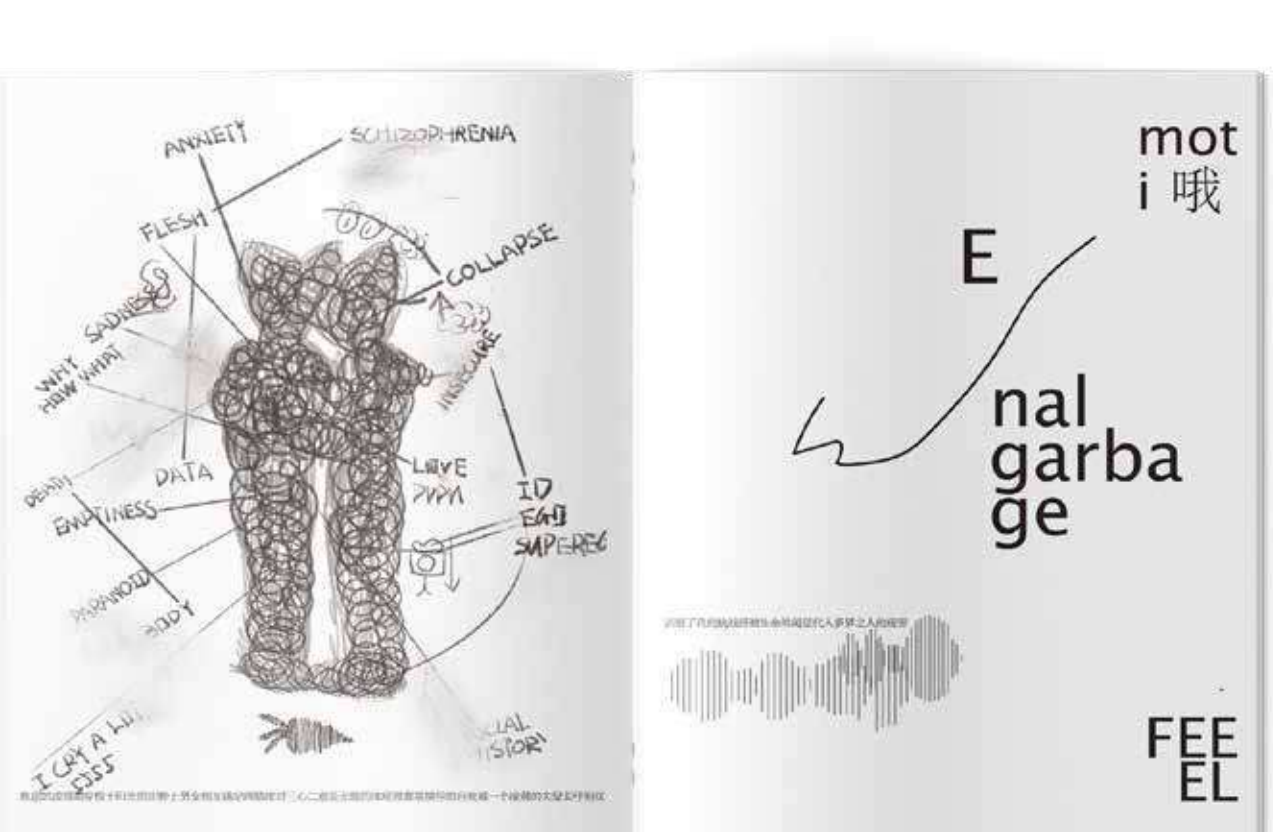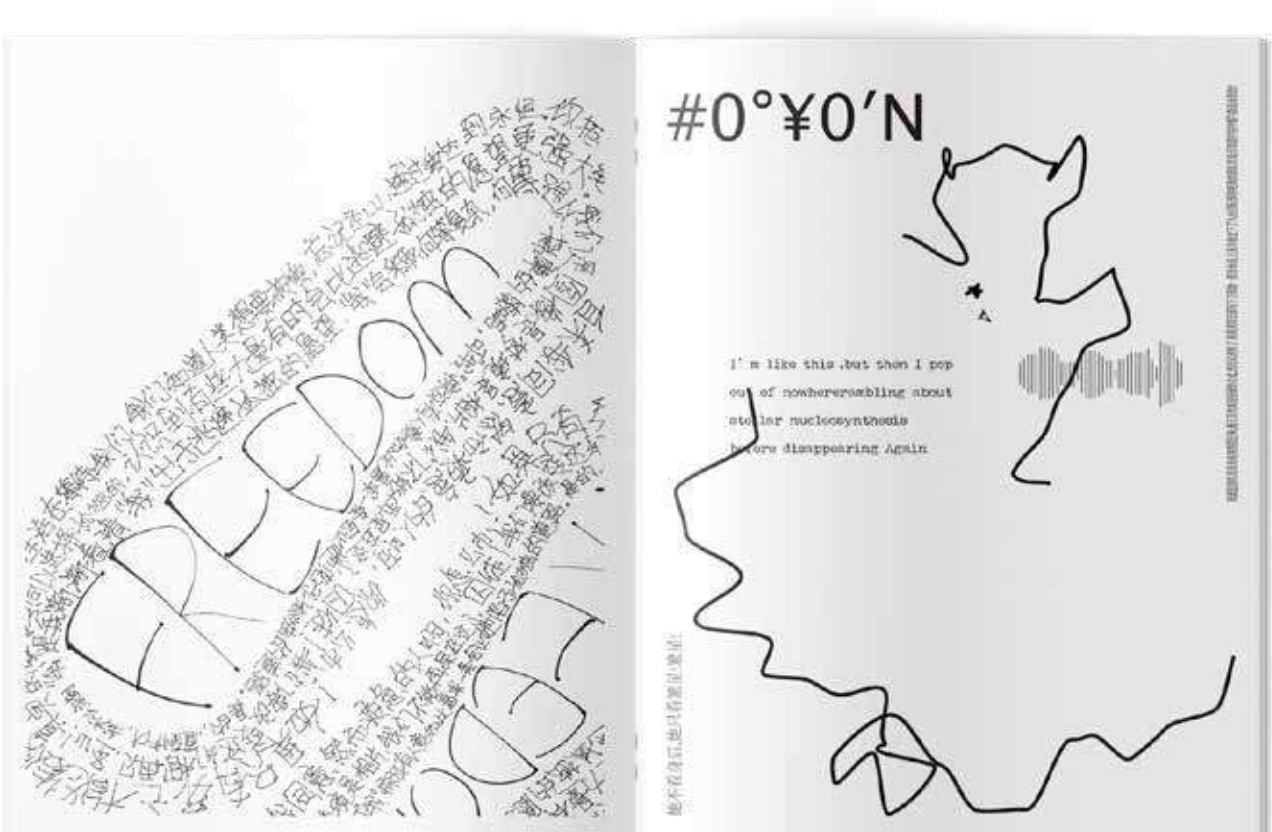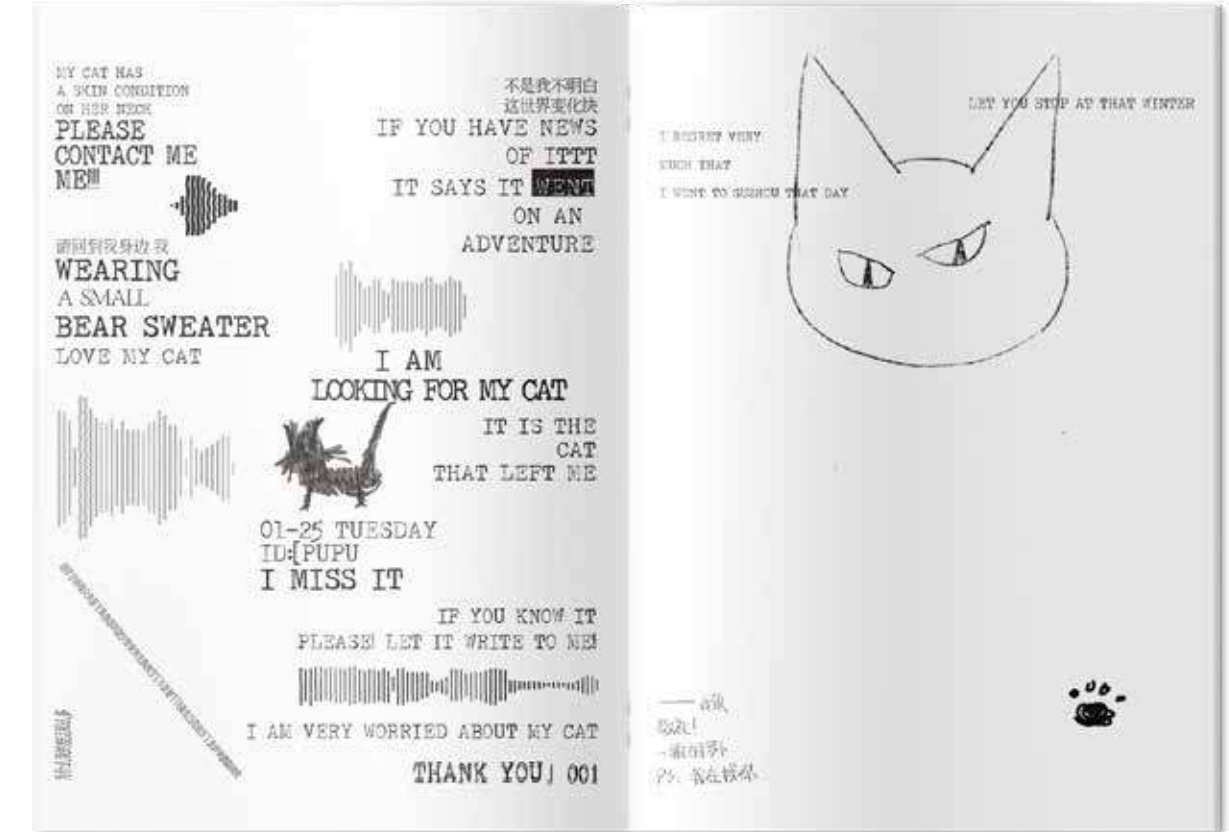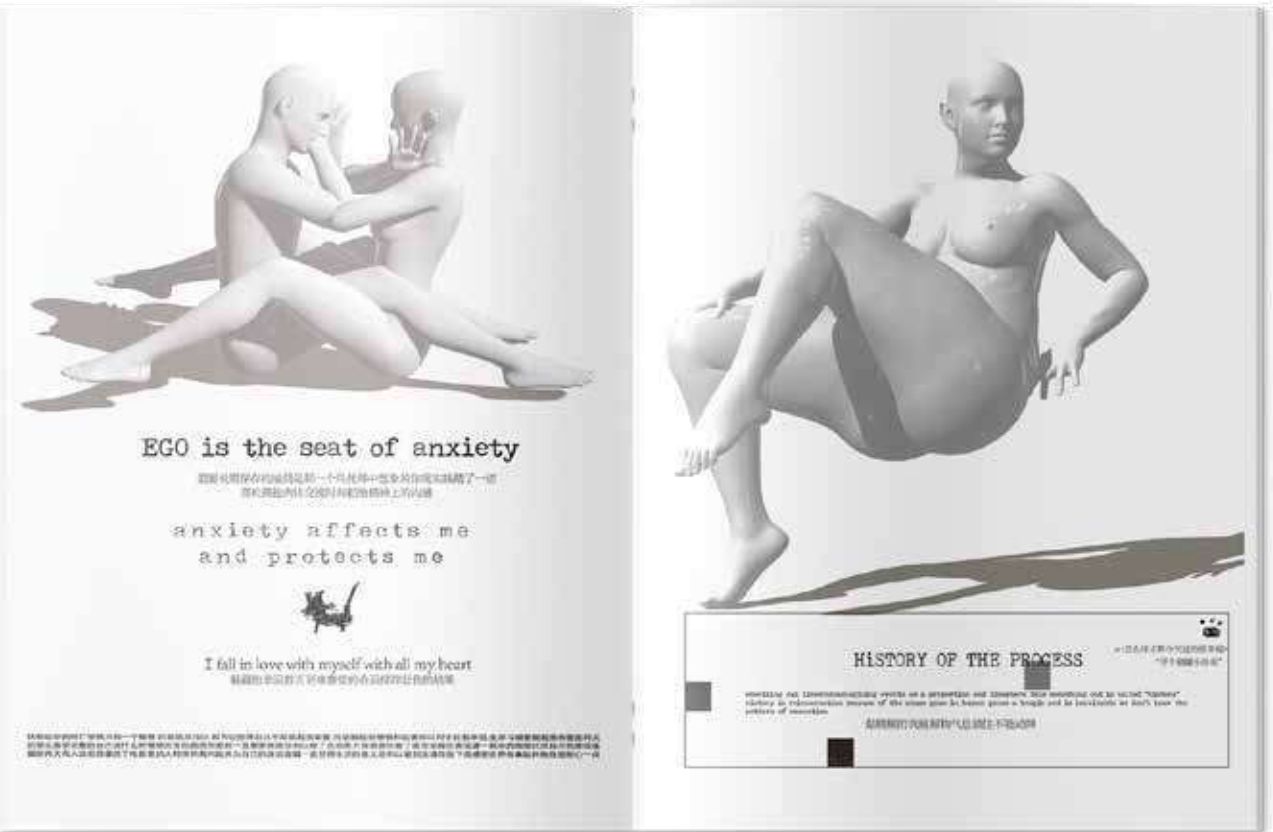
Lost cat in reality   The cat search in my story   I hope it writes back

THE WAY OF SUPEREGO

002-[EGO]
T[EGO] :INFLUENCED
HIS BY T :PERCEPTUAL
SYSTEM] modify the [EGO]
知 俄

BLUE BABY

GRIEF IS INEVITABLE
NEVER! MIND
EVERYTHING!
DONT WORRY
ALL WILL BE FINE
「5555」

FLESH
关于爱

(C) SUPEREGO

30°40′N
120°52′E

EIGHTEEN YEARS
OF MY LIFE
ARE THERE

I made myself
into a pattern
in the hope that
you can
understand ME

PREFACE

001 ID
002 自我 ID0
003 超我 SUPEREGO

@))@)*)(???@)@@)*)
(=UKIO[5555]
READING IS A VISUAL ACTIVITY
要在乎順序

I CRY A LOT
WHY IS IT CALLED UKIO?
originally
called yukio
and then
too in the
second to
change the

I HATE CRYING
BUT
I LOVE TO
CRY
「%? 「?」
「5555」

THANK YOU」002

EGO is the seat of anxiety

anxiety affects me
and protects me

HISTORY OF THE PROCESS

Certificate
Red Dot Winner 2022

The Red Dot is the award for high design quality. The international jury
of the Red Dot Award: Brands & Communication Design only confers
this seal of quality on projects that convince them with their good design
quality and creative achievement. In the "Publishing & Print Media" category,
the award is presented to:

Myself
Special Publication

University
Shanghai Publishing and
Printing College
Shanghai, China

Supervising Professor
Yiping Wang

Design
Shanghai Publishing and
Printing College
Shanghai, China

Project Team
Mengying Yuan
(Concept, Creative Direction,
Artwork, Editorial Work,
Graphic Design, Image Editing,
Typography)

Essen/Germany, 1 August 2022.

Bettina Schulz
Member of the jury
Germany

Hulu von Debschitz
Member of the jury
Germany

Professor Laurent Lacour
Member of the jury
Germany

Professor Dr. Peter Zec
Founder & CEO of Red Dot
Germany

MY CAT HAS
A SKIN CONDITION
ON HER NECK
PLEASE
CONTACT ME
NEW!!

WEARING
A SMALL
BEAR SWEATER
LOVE MY CAT

I AM
LOOKING FOR MY CAT
IT IS THE
CAT
THAT LEFT ME

01-25 TUESDAY
ID:PUPU
I MISS IT

IF YOU KNOW IT
PLEASE LET IT WRITE TO ME!

I AM VERY WORRIED ABOUT MY CAT

THANK YOU」001

IF YOU HAVE NEWS
OF ITTT
IT SAYS IT WENT
ON AN
ADVENTURE

FREEDOM

#0°¥0′N

ANXIETY SCHIZOPHRENIA
FLESH COLLAPSE
DATA

moti
哦
E
nal
garba
ge
FEEEL

sweep these QR codes

photograph of actual object

intelligent

Project 2 | Intelligent Walking Stick

Introduction

Now, the world population has already reached 7 billion. More than 1 billion of the population, or approximately 15% of the total population, have suffered from disabilities. Among them, 80% live in the developing countries. Social security worked for people with disabilities is always needed. For the visually impaired, they need a better Intelligent Walking Stick with some special features.

This product is a Intelligent Walking Stick made for the visually impaired.Based on the principle of bat echolocation/high frequency touch sensors, it aims to help the visually impaired to have better access to society.

By doing that, the finger gets a bump feeling from the finger pad stimulator to know the location of nearby objects, equivalent to having a small tactile map.

Medium

Maya / Adobe Photoshop / Adobe illustrator / Procreate /Zbrush/Substance painter

Product description

As blind people have no sense of space, the directions in the headphones and the real time map of the Intelligent Walking Stick in the hand could help them be aware of what is ahead.The Intelligent Walking Stick could be used to help blind people to walk autonomously by identifying the direction of the street and to avoid dangerous situations.

"Make a better crutch!"

headphones

Inspiration

When we read words, the corresponding memories that they form in our minds are extracted by our brains, and this memory is learned without thinking. This sequence of responses in our mind corresponds to the memory of specific events that have occurred in our reality.
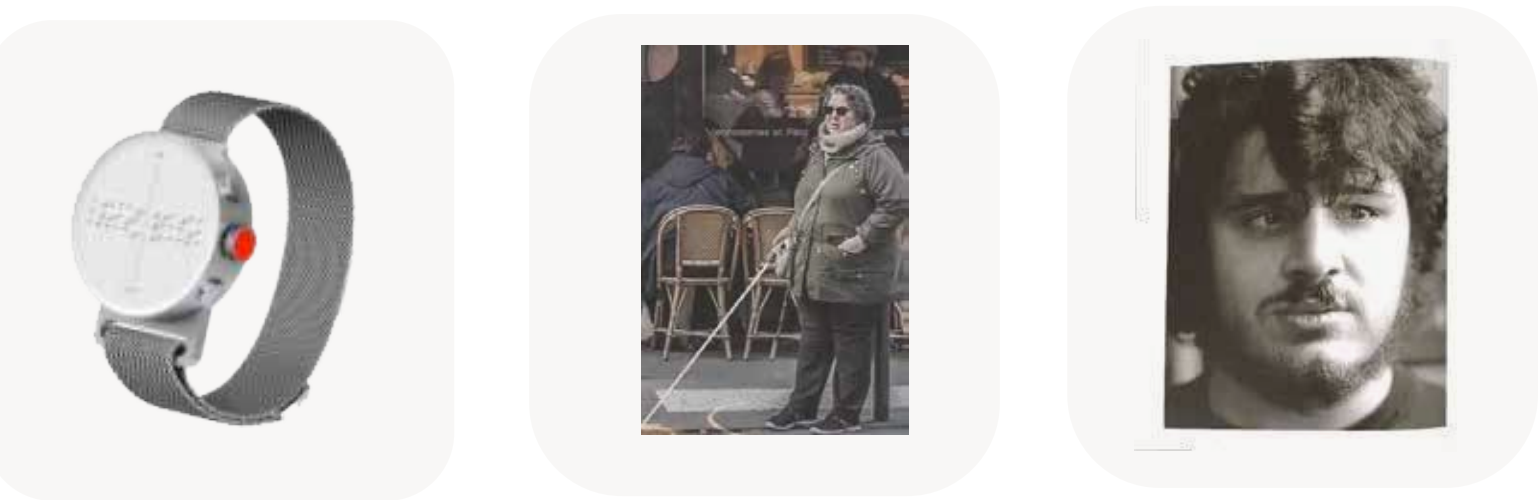
Can it be better integrated in the internet age?

Reflation

I found this technology in the literature in 2005.'With the concept of 'human-machine interface', designed especially for visually impaired persons, we have developed an electric aid device for use in guiding orientation and locomotion. The device, which we call CyARM

Connected to the user by a wire, CyARM measures the distance between the user and an object.When an object is at a short distance, CyARM pulls the wire tightly, and the user understands that the object can be reached by bending the arm.

When the object is far from the user, CyARM slacks the wire, indicating to the user that the object is not within reach. The user can explore the surroundings with the device'
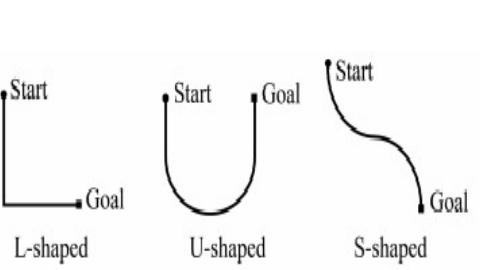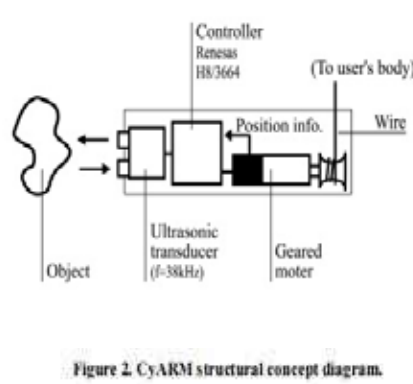
Figure 2. CyARM structural concept diagram.

Figure 4. The experimental settings for navigation through inter-space task.

Figure 5. Three types of experimental routes for target tracking task.

Research

Why bats can see in the dark ?

We certainly know that in nature bats have the ability to echolocate. This is the ability to determine the position, size and other information of an object by sound and echo. In humans, this ability is reflected in the ability to obtain information such as orientation

by actively making sounds, such as tapping with the mouth or tapping on a surface with a cane, and by using the echoes.
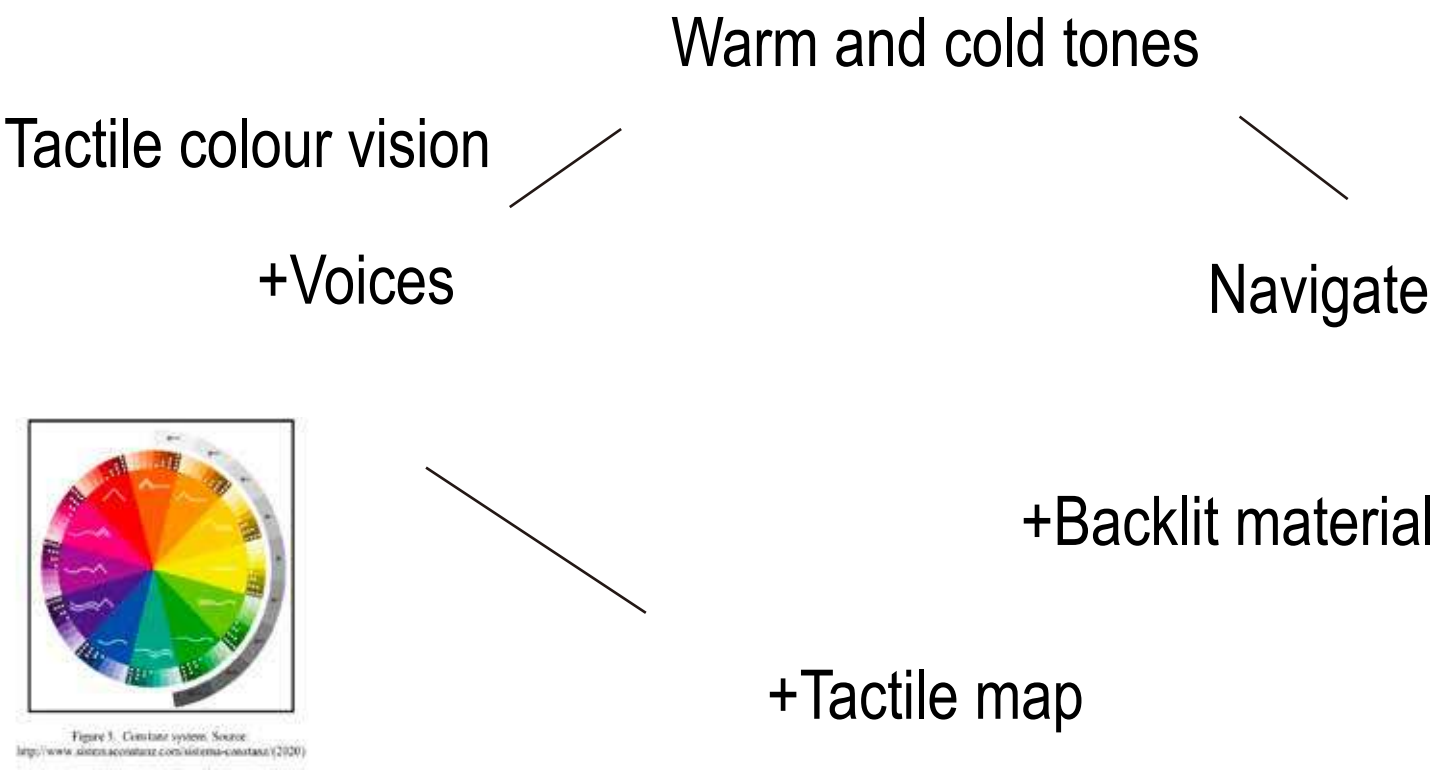
This ability is found to varying degrees in some blind groups, and can also be acquired by individuals with normal vision through training to enhance echolocation.

FIGS. 10-11. JD IN EXPERIMENTS OF SERIES 6
Fig. 10 shows sound-screen being placed over S's ears. Fig. 11 shows him colliding with the movable masonite screen. He, as did all the Ss, ran into the screen in every one of 50 consecutive trials.

FIG. 6-7. JD IN EXPERIMENTS OF SERIES 4 A
Fig. 6 shows the felt veil being placed over S's head. Fig. 7 shows S approaching the movable masonite screen. He walked toward it with confidence and perceived it in every trial.

Design Keyword

Summary of how to improve crutches specifically

No spatial awareness for people with congenital visual impairment

Tactile colour vision
Warm and cold tones
+Voices
Navigate
+Backlit material
+Tactile map

Figure 1. Constant system. Source:
http://www.sintesis.my.com/sistema-constante(2206)

Design Concept

Automatic monitoring of heart rate/health

Time can be displayed [Braille touch]

Test Bump

Tactile display

Fully transparent horn

+Vibrator

Can make noise "please help me"

Facing up to

Backlight strip

Low resolution scan after a tap

In-ear headphones amplify ambient sound

I also found it interesting that although visually impaired people cannot see, they have tactile colour vision, for example, a blue and a red object.

So I chose orange as the colour for the backlighting of the canes, which makes them feel better.

They can distinguish the difference based on the temperature, that the colour gives to the surface of the object. That's why I used the orange backlight bar, everyone can tell better
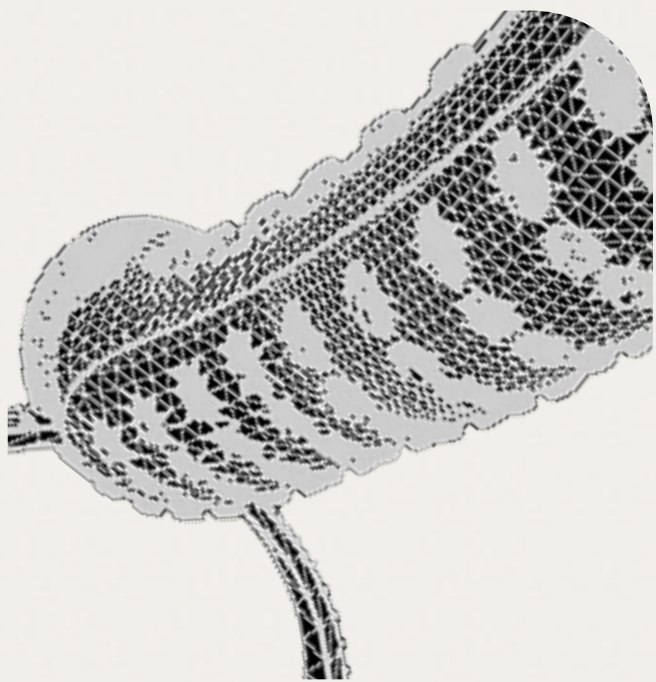
Experiment

we were able to use electrical currents and changeable components to help make the visual impairment a better tactile experience

I used maya to model my preconceived idea of a hand crutch assembly, and through my research
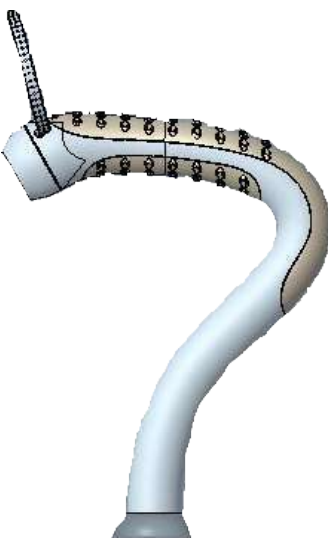
Modelling

The design principle

What changes have I made to the cane?

This product uses a 3*3 cm pin array tactile display in the grip position as a finger pad stimulator.

With real-time synchronized GPS, voice controlled navigation, headphones with amplified ambient sound

The Intelligent Walking Stick could monitor health and heartbeat automatically through the matched bracelet in real time.

If a danger is detected (e.g. standing in the middle of the road), a vibration will be emitted to alert the blind

And if no movement occurs for more than a minute, an alerting sound "Please help me!" will be emitted to alert passers-by and get help in real time

The backlit material on the Intelligent Walking Stick could also help alerting other passersby.

Taking the principle of robot intelligent sweeper, it can create real-time map and upload the map to the cloud.
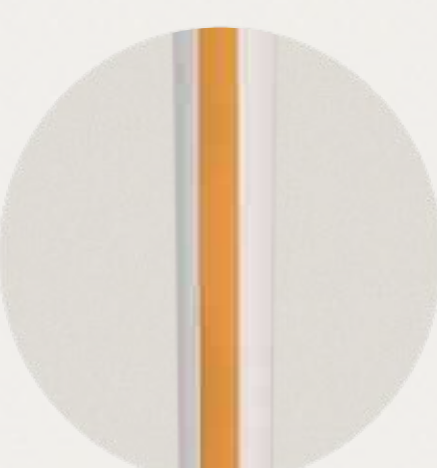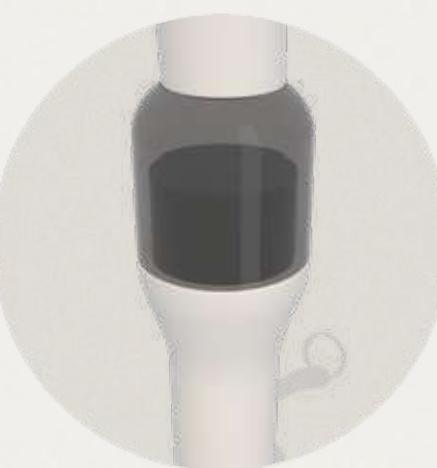
Final Outcome

We can see that the bracelet also has many bumps on the strap, a small health bracelet displayed in Braille.gps placed at the very front of the crutch


MAP

cardio
rules
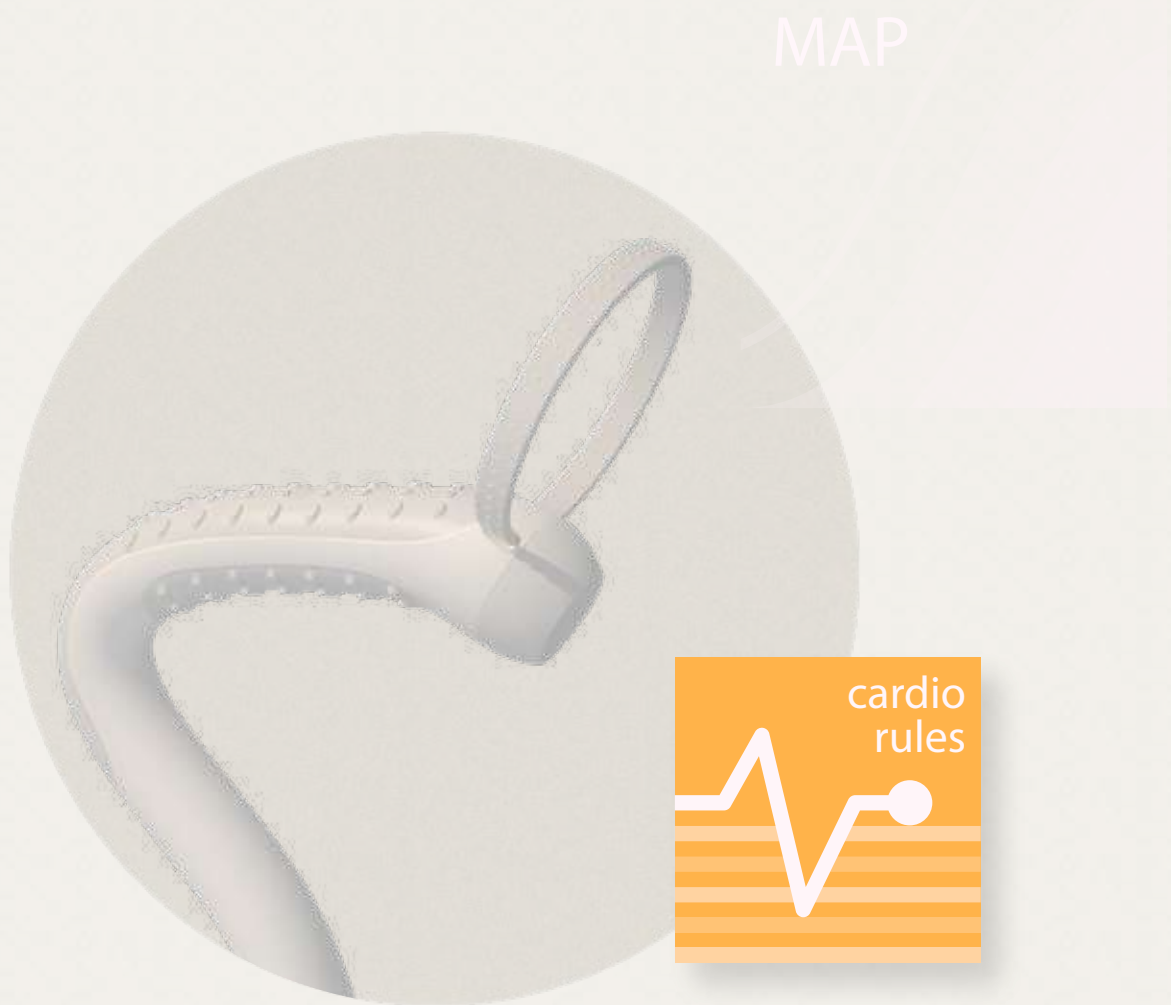
Let's do an experiment, this is a simulation of a street.The orange dot is where we are.The low-resolution scanner underneath the cane can simulate the general pattern and, based on the network's gos positioning.

can transmit a real-time map to the cane, and the bump on the cane's grip can tell you how far you are from some buildings, and the headset can broadcast in real time how to go and when to stop.

Visible bulge and green indicator light
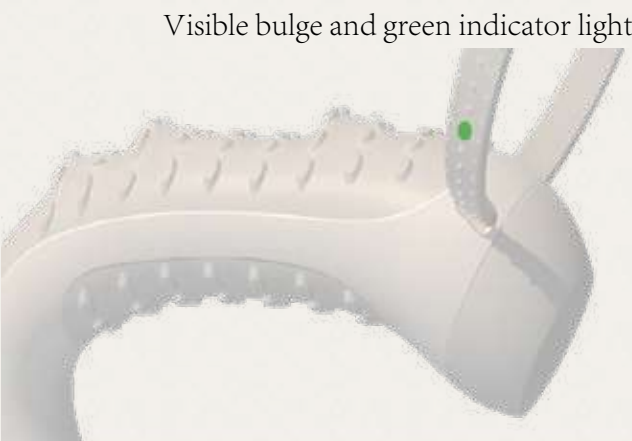
Three-view
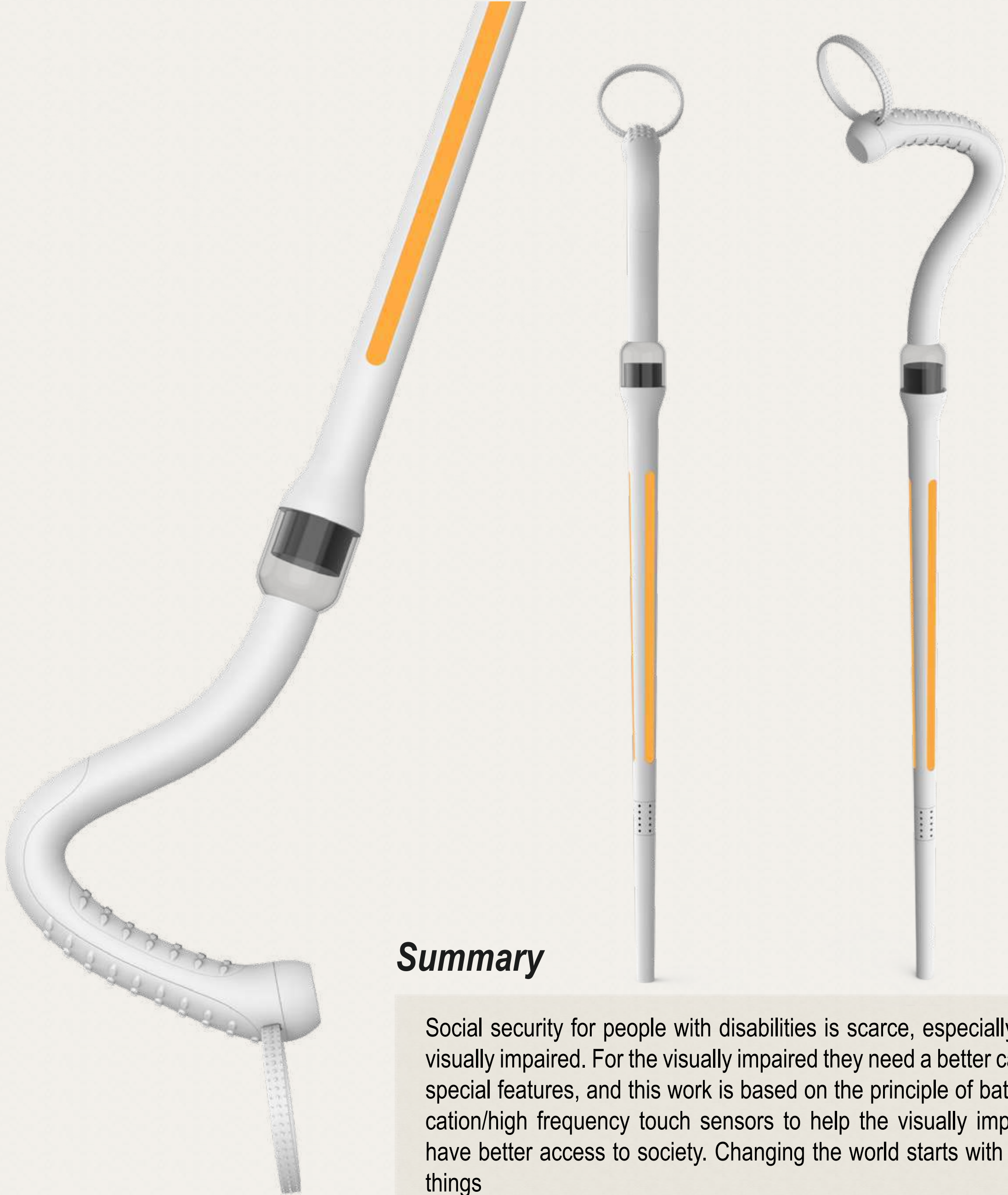
Summary

Social security for people with disabilities is scarce, especially for the visually impaired. For the visually impaired they need a better cane with special features, and this work is based on the principle of bat echolocation/high frequency touch sensors to help the visually impaired to have better access to society. Changing the world starts with the little things

Wearing effect

This is not only a great help for the visually impaired, but also a great sense of psychological security.With real-time synchronized GPS, voice controlled navigation,headphones with amplified ambient sound

the Intelligent Walking Stick could monitor health and heartbeat automatically through the matched bracelet in real time.

I've always wondered what headphones could be better for, apart from amplifying ambient sound, it's also important to be able to understand commands wellI used frosted textured and metallic buttons.

Show details

Rainbow touch

Project 3 | Rainbow touch

Introduction

this product aims to help the vision impaired persons and also children better understand colors and emotions. The children could also taught to understand the world of blindness and vision impairment.

It also helps to break the inequality between people and people with disabilities.

Product description

Product design principle This product is a farm sand table game. It's made up of 9-colored 3D printed animals with different touches: animals, and 7 iridescent colors. Inside the animal there is a little chip, and at the bottom there is a conductive plastic plate which could be used to makes sounds for the animal, just like a real one.

The product is recyclable: It can be used as a key/backpack pendant when the child grows up.

Medium

Maya / Adobe Photoshop Adobe illustrator / Procreate Zbrush / Substance painter

Product material: Environmentally friendly and degradable, with embossed elements, color coding, and specific color Braille can be touched, so that children have more expanded knowledge..
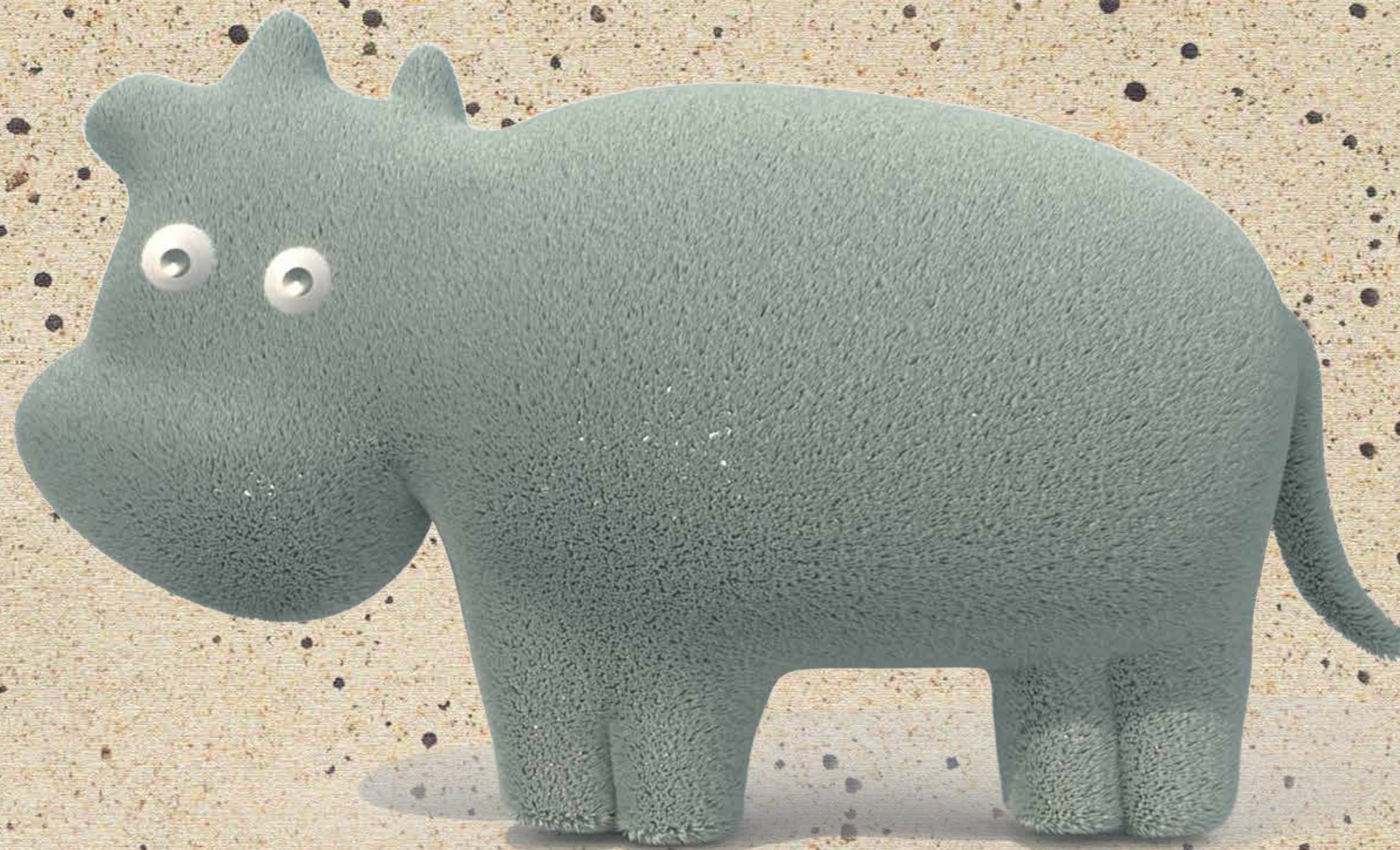
a yellow duckling has a sour bite the touch just like the real one smells like lemon

a red pig has a sweet bite the touch just like the flannel smells like apple

a blue sheep has a salty bite the touch just like the clay smells like blueberry

Inspiration

In my first work, I see reading as more than a purely visual act; it is also about listening to the sound of words. Words for me are abstract pictures with a specific meaning,

so that when we read them, the corresponding memories that they form in our minds are extracted by our brains, memories that are learned without thinking, subconsciously.

This sequence of responses in our minds corresponds to the memory of concrete events that occur in reality, so the concrete events represented by abstract words must be scenic in nature.

Then, in addition to the visual element, the sound memory is also present in the scenic nature.

Reflation
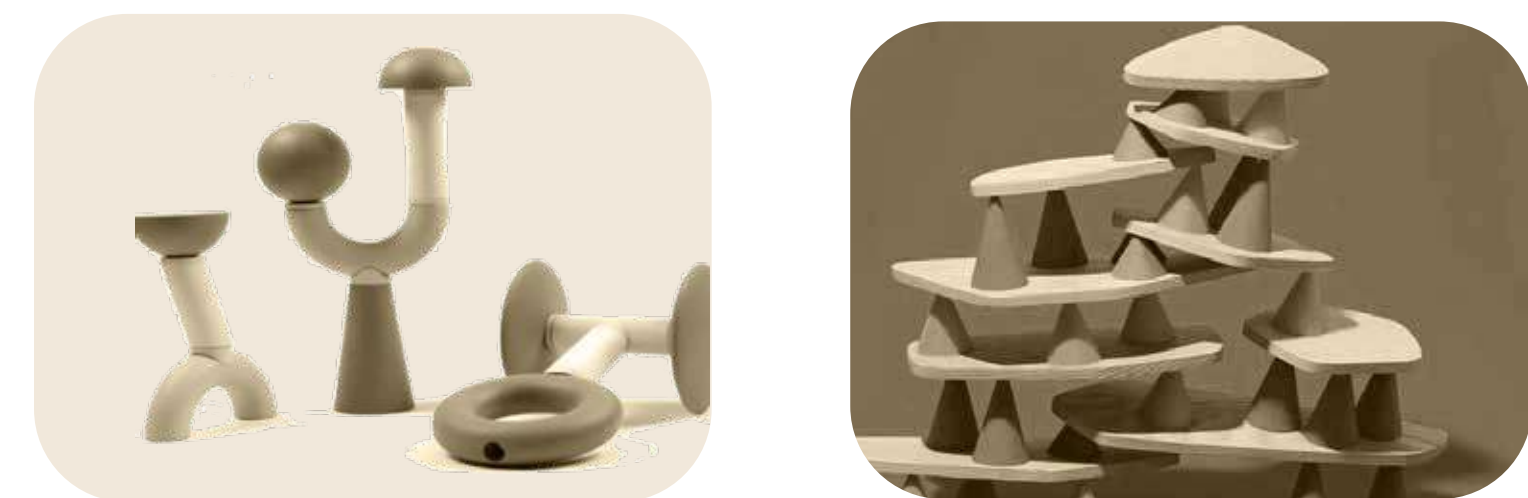
The name of the project is Imaginary Language, which allows children to freely combine fictions to create new shapes

So in the first work, I used sound visualization to explore whether sound images have meaning for human visual responses,

and as an extension of this, together with the reflections in the second work, the inspiration for the sand tray was born

Research

How do blind people perceive colour?

Figure 1. Tactile Graphic Variables. Source: Adapted from Nogueira [Loch], 2008.
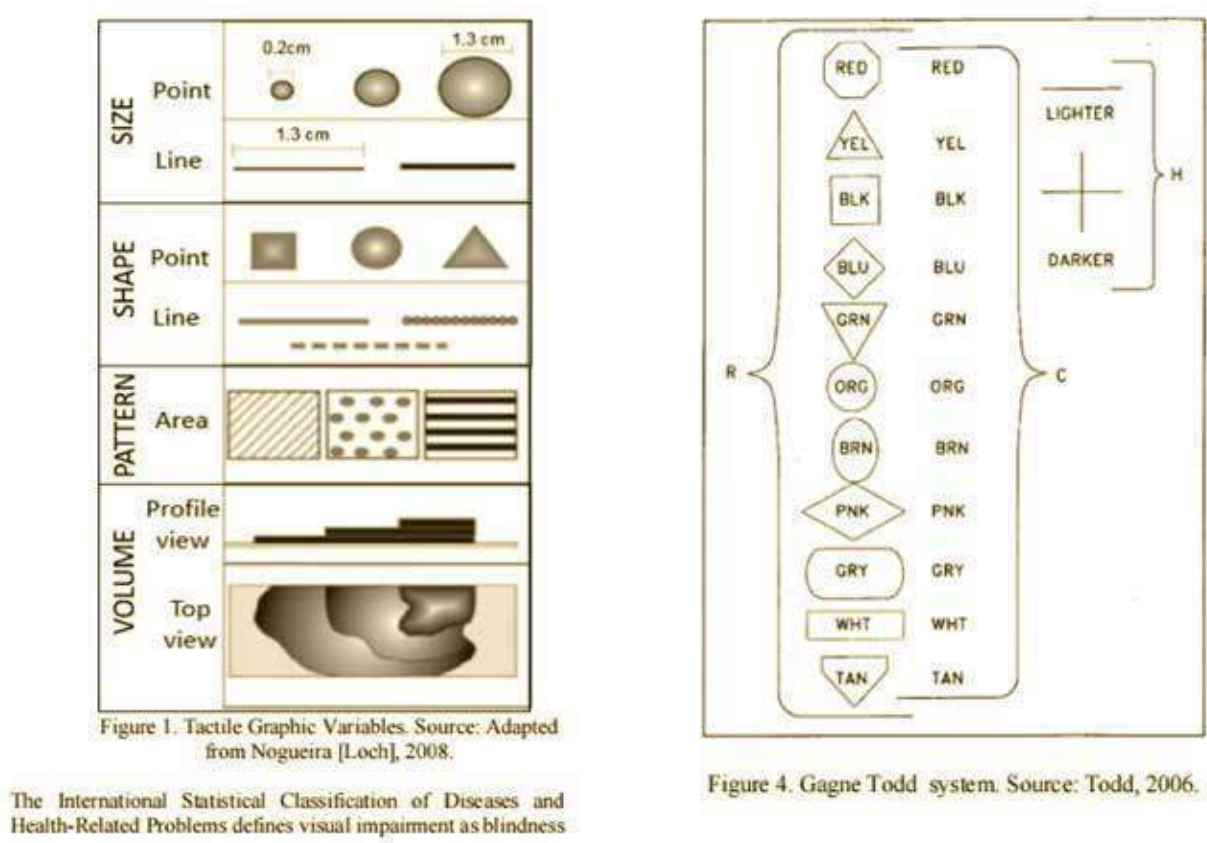
The International Statistical Classification of Diseases and Health-Related Problems defines visual impairment as blindness

Figure 4. Gagne Todd system. Source: Todd, 2006.

People who lost their vision before the age of five are characterized as congenitally blind. Those who lost their vision after that age are called adventitiously blind . For congenitally blind individuals who have no visual experience, colors are abstractions.

An alternative approach to exploring the cognitive ability of blind people to identify colours on thematic maps is to use embossed colour codes in the system model, including combinations of other variables, such as shape

Figure 3. Feelipa color code. Source:
https://www.feelipa.com/for-visually-impaired/ (2020)
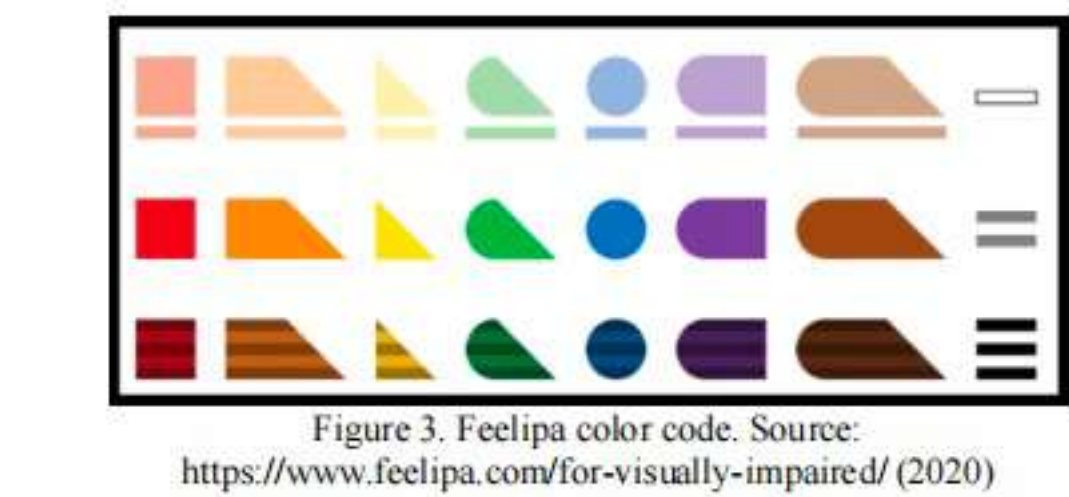
Design Concept

So visually impaired people have a temperature perception of brighter colours, which, together with colour coding, makes it easier to distinguish

Sandplay therapy is based on the unconscious theory of psychoanalysis, with an emphasis on empathy and sense, and the use of archetypes and symbols in the 'sandplay' to achieve the combined effect of psychoanalysis and psychotherapy.

I also learned that most people with visual impairment have a stronger sense of sound and tactile experience, so I was reminded of the sensory deprivation experiments of the 1950s.

During this play, visually impaired children can experience the same sensory experience as healthy children, making it a very rewarding play experience.

Design sketch
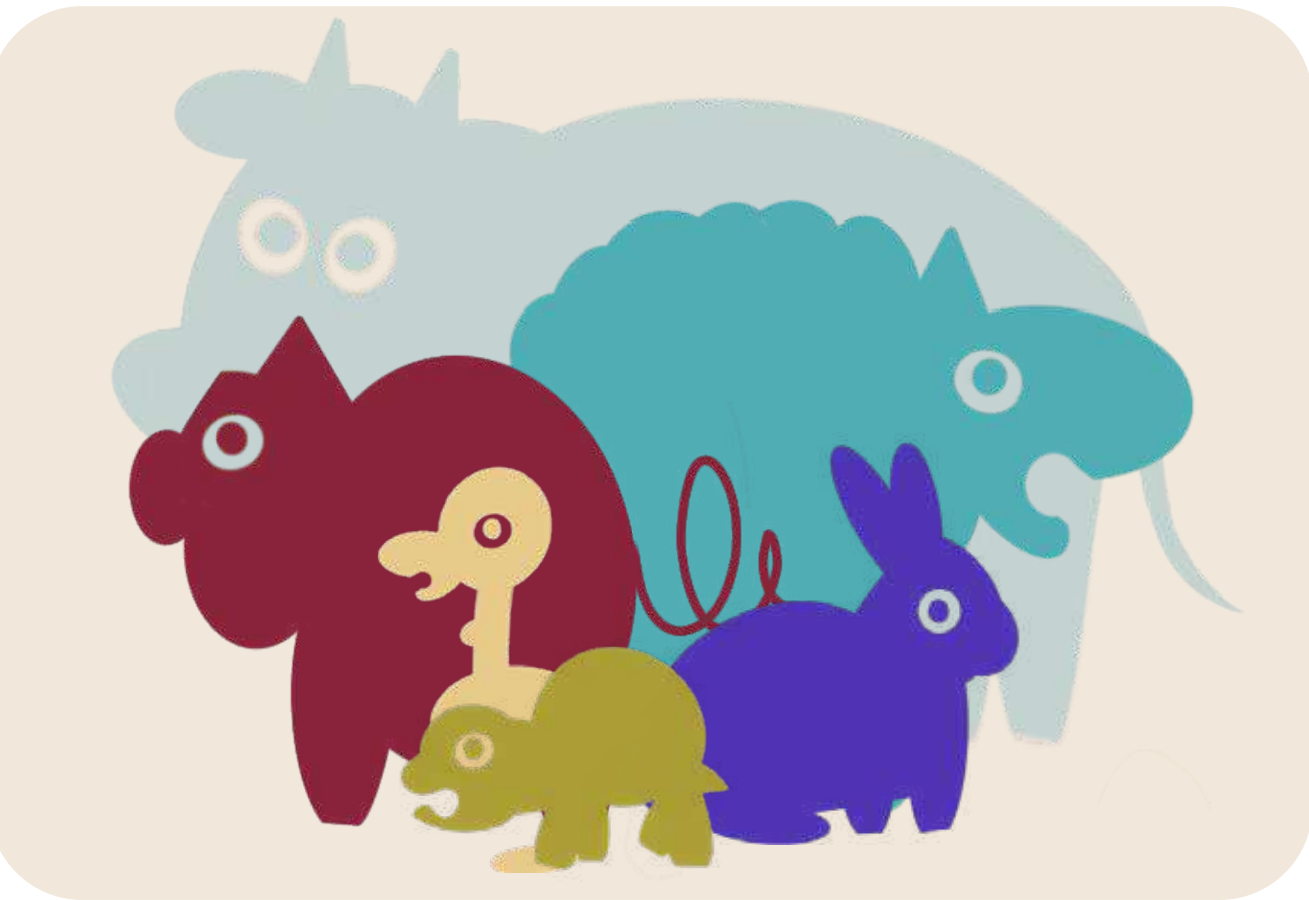
I used an exaggerated scale to design some of the common farm animals and added different personalities and flavours to them according to their colours
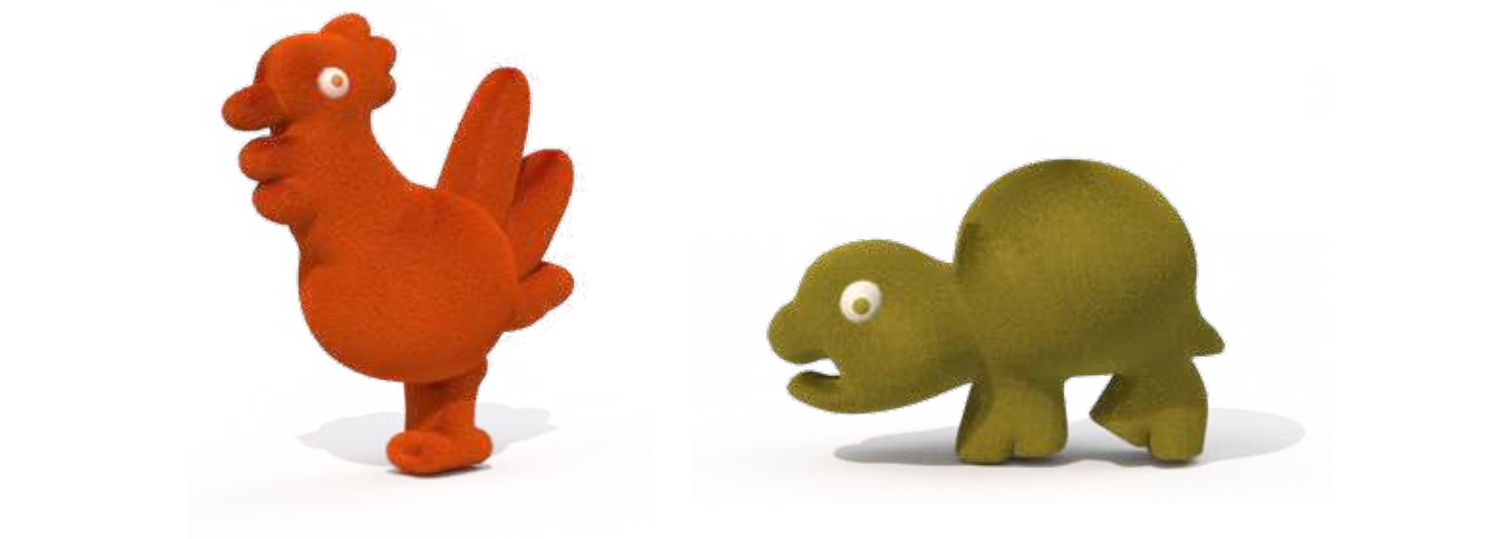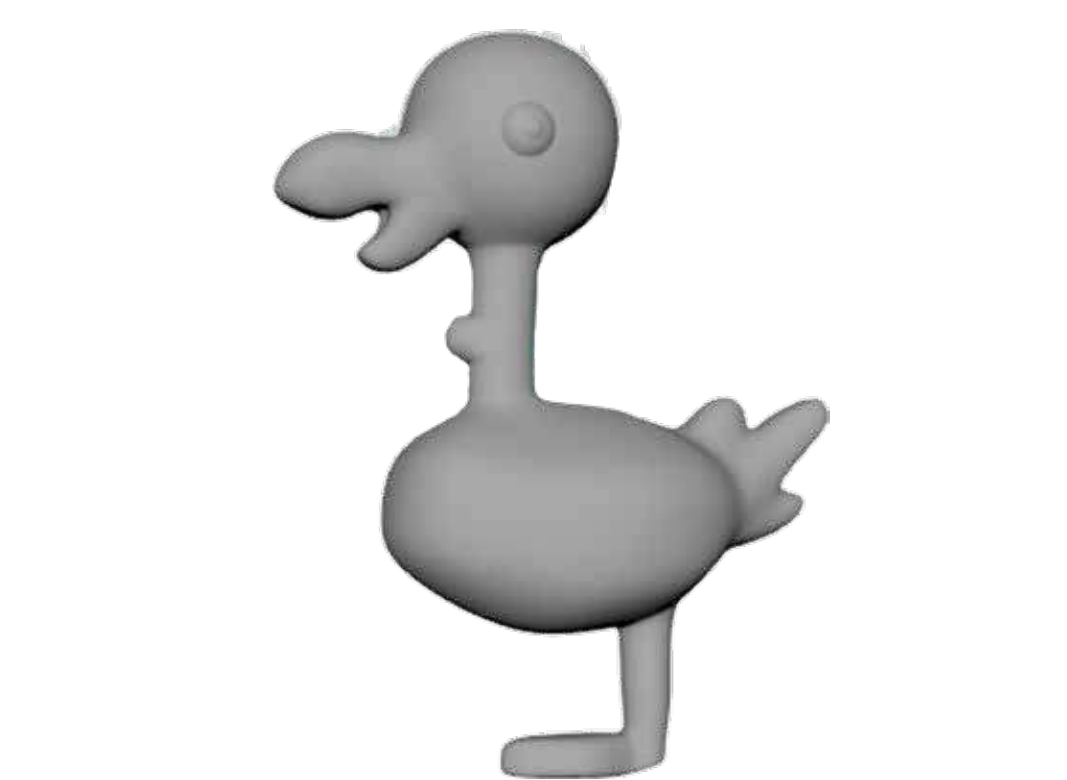
Experiment

I used zbrush to build the model and found that I couldn't get the furry material I wanted, so I changed versions to get what I see now.

These are the tails of the ducks and I have used the same part to show how they are made

Modelling

zbrush direct export of white moulds

This product allows the vision impaired children to understand basic conversational emotions by detecting colors. When an animal collides with the other one, the plastic plate makes the sound of an animal being hit and turns red.

Colors and sounds are used to help vision impaired children better understand what emotions are like and how emotions happen, and enable them to better perceive colors, add situational memories to animals, for example, blue is melancholy, red is warm.

This product also adds smell and taste into it. For example, a yellow duckling has a sour bite, and smells like lemon.

Final Outcome

Allows children with visual impairments to understand basic conversational emotions by detecting colours. When the piggy and lamb animals collide, the plastic board makes the sound of the animal being hit and turns red/blue.

Through colour and sound, it helps children with visual impairment to better understand what emotions look like and how they occur, and enables them to better perceive colours and add situational memory to the animals

= + Tart Lemon
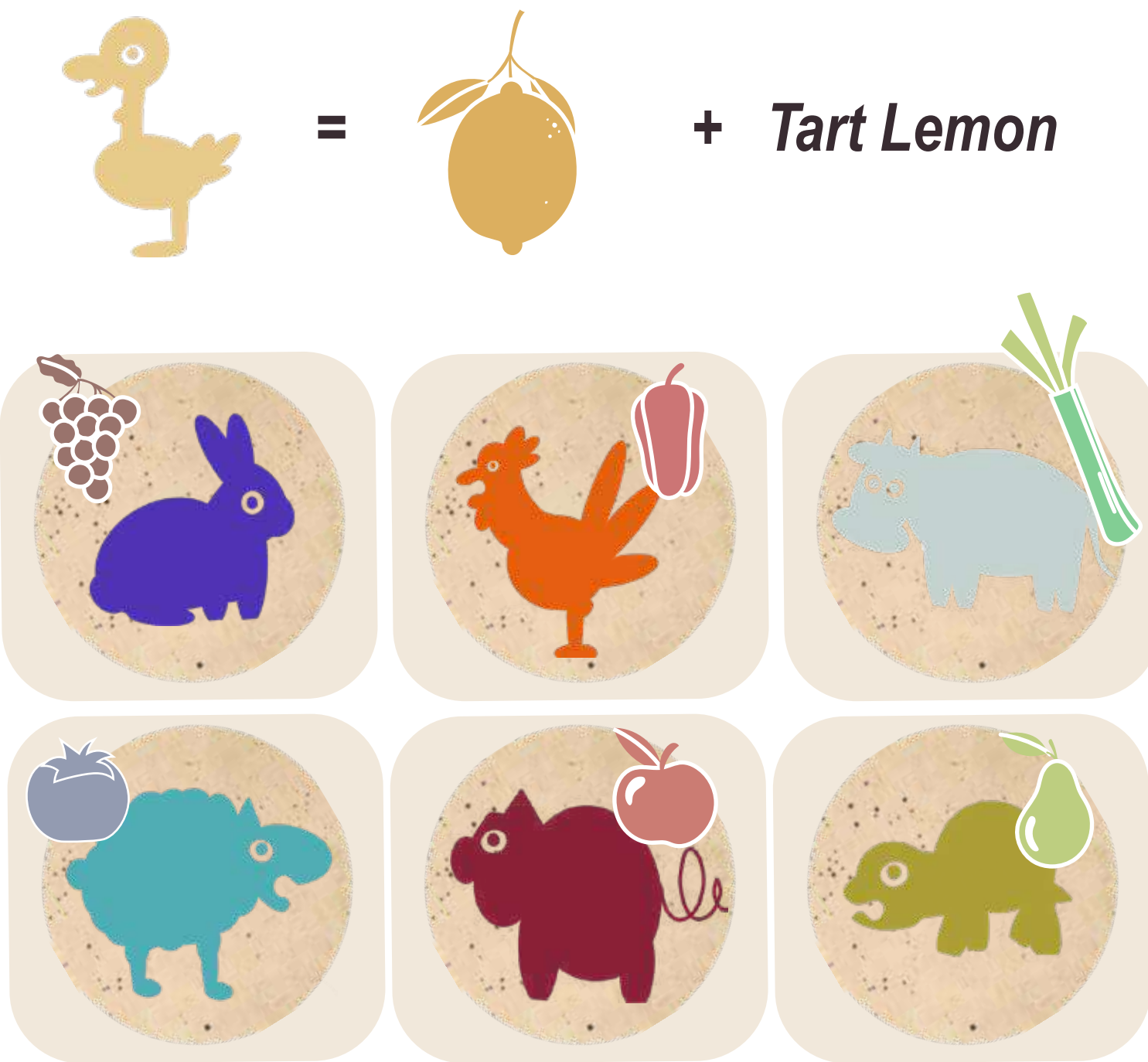
Display

Summary

I have always felt that the five senses are an important factor in the development of human beings, and it is important to present this serious, international issue from a child's perspective. I hope to draw more attention to children with visual impairment, to their psychological phenomena, and to help them grow up, not for a small group of people, but for everyone.

## Three-view

This is a sweet and spicy chicken.

There are also colour coding systems for colour-blind people - those with disabilities in the colour cone in the eye - such as People with disabilities in the colour cone,for example The previous research example was created by Miguel Neiva.

It does not have it does not have an embossing element and combines different variables such as shape and orientation.

In this project I have added colour codes for the embossed elements, so that people with different classifications of visual impairment can also be helped

Braille Colour Cross Reference
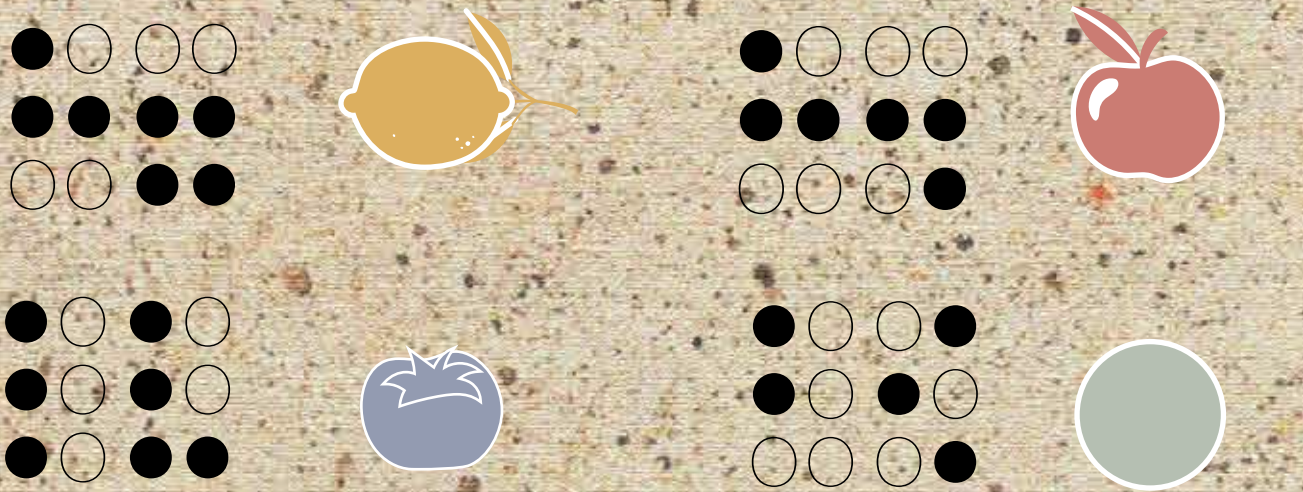
Joynature club

## Project 4 | Package Design

Introduction

Through research and analysis, we understand the preferences of Rui-jia's customers, and develop suitable packaging design solutions according to customer needs.

For product packaging design, market demand, brand positioning, product characteristics, industry characteristics and other aspects are fully considered.

And the product packaging design style is clearly defined, combining the product characteristics and Suzhou non-heritage cultural characteristics to design.

Medium

Adobe Photoshop / Adobe illustrator / Procreate
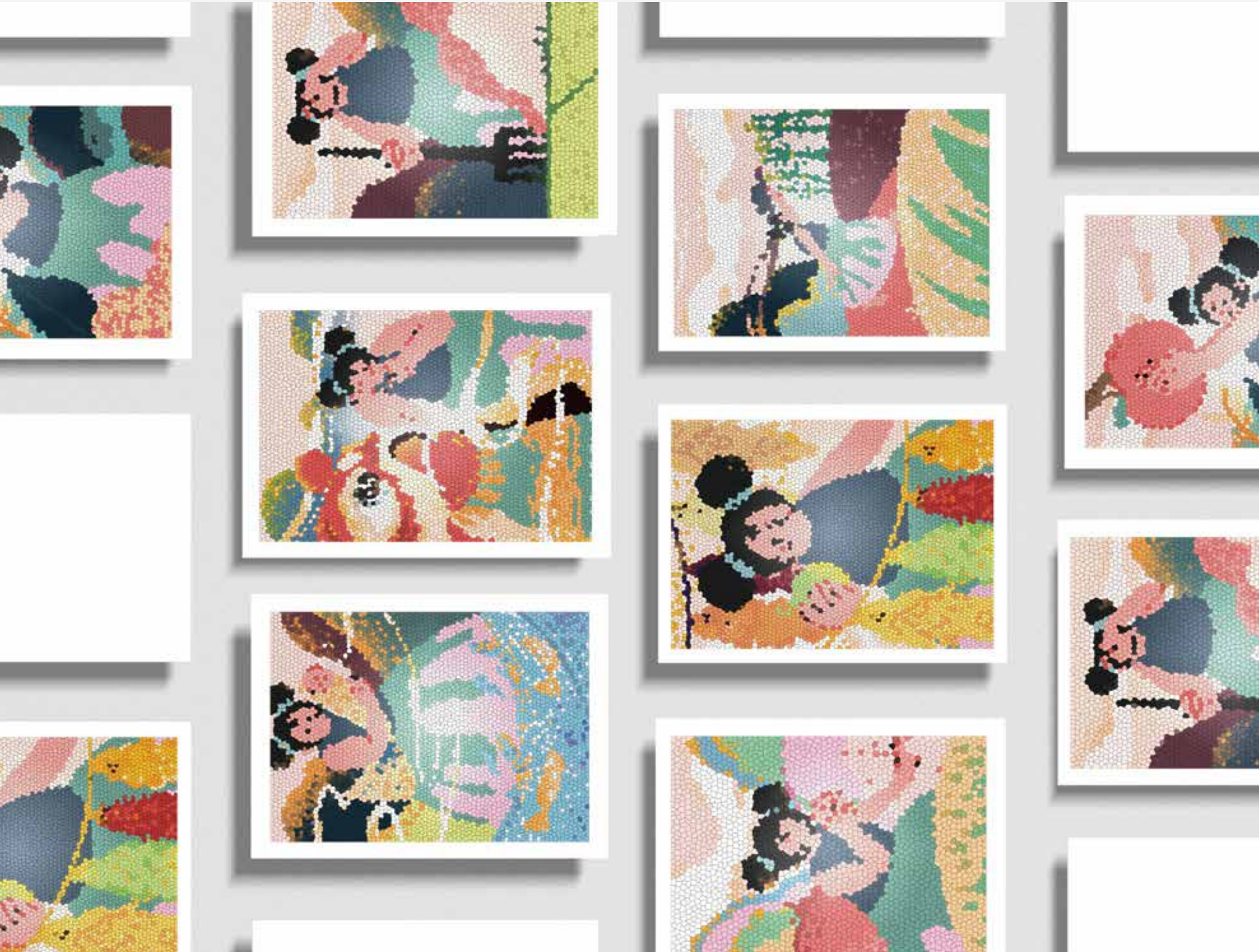
Inspiration

This Ruijia town is located in Suzhou, one of China's four great ancient towns with a lot of culture.

When I saw Suzhou woodblock prints, woodblock prints are a time-honoured traditional folk art form in China with a history of more than a thousand years.

In the middle and late Qing Dynasty, folk New Year paintings reached their heyday. In Chinese folklore, New Year paintings are the symbol of the year, and it is not the New Year if you don't put up New Year paintings.

New Year's paintings are not only decorations for festivals, but also have cultural and artistic values that make them an encyclopaedia reflecting the life of Chinese folk society.

The Chinese like to incorporate farming, and all sorts of things they do in their spare time.

Therefore, when dealing with this client, I wanted to incorporate the local characteristics and the development of the times into the new Chinese style illustrations.

Research

Joynature Club-Taihu is the countryside leisure holiday brand launched by the First Travel Group Ruijia Hotel Group.

Population-based surveys

Positioning survey for gift packaging
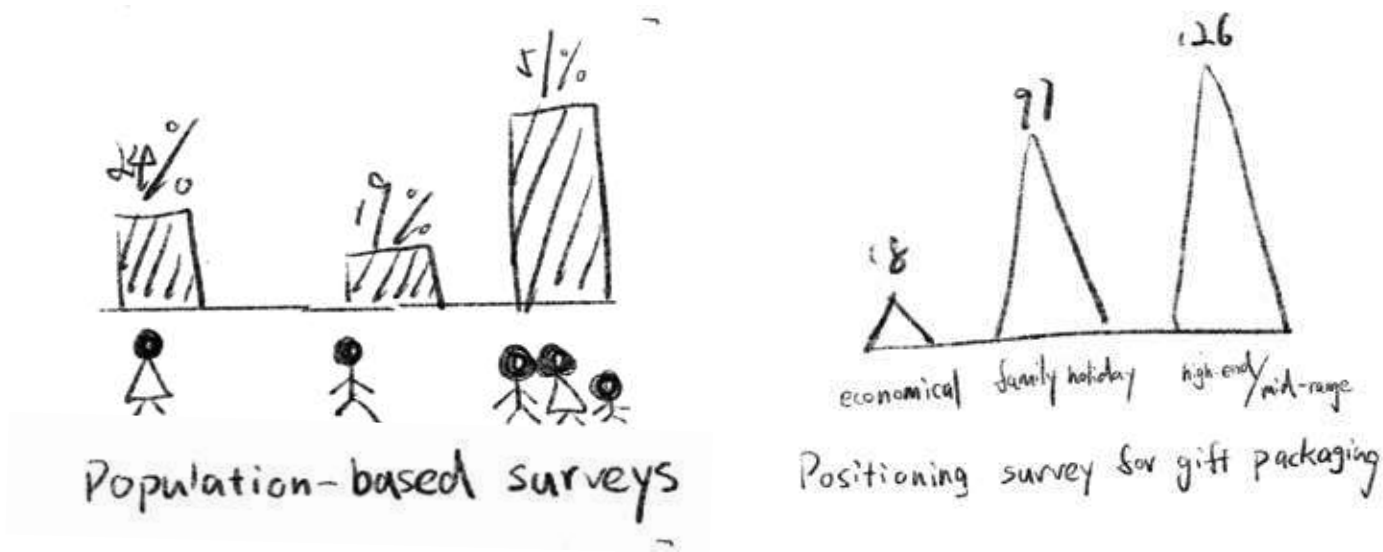
The first Ruijia Joynature Club is located on the shores of Taihu Lake. We are committed to providing our guests with a holiday experience that is fun, funky and fun.

Design Keyword

reach a verdict
Positioning of the company
in favour of the middle to
high-end segment of the population
Preferred children Families are more
Design Keywords
Funny, passionate, happy
Countryside, nature, authenticity

draft plan

A girl in a tomato dress, a full autumn in the countryside.

Four-way continuous pattern design

Character Background Design

colouring-in draft

Handiwork

In China hexagonal palace lanterns mean auspiciousness and completeness. Firstly, the inside of the palace lantern is pasted with rice paper to draw the pattern

and then it is assembled by stacking the six pieces of hexagonal frame and placing the lamp in the innermost part, and then it is completed

Glimmerashy

Project 5 | VI Design

Introduction

This is a whole suite of vi designs I did in 2019 for a fashion show business event, I did the main illustration design for them and followed up with on-the-ground promotion.

I was still in high school at the time everything was very young, but these laid some of the foundations for what I've done since, so I'm putting them here

When I was doing some student design for lablehood, they hadn't been established for long and specialised in running events for student fashion shows

and now lablehood has opened up a number of shops to provide a platform for more young designers and niche design.

Medium

Adobe Photoshop / Adobe illustrator / Procreate

On-the-ground promotion

Publicity design