



Accord Branding Project

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This is a proposed rebranding campaign for a construction group which committed to helping communities which have been affected by natural disasters to rebuild their homes to be both sustainable and long-lasting.

The design consists of multiple touchpoints, which includes brand guidelines, corporate identity, stationery, website, and exhibition.



Uni Camp 2019

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The flyer on the left was designed to promote the Uni Camp. The website on the left is created for camp registration.

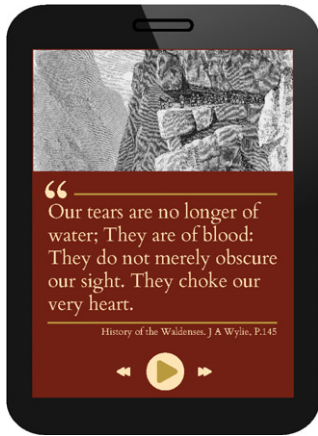
As the promotion coordinator of this event, I created the brand logo and the design for flyers, promo video, social media contents, user interface for the website and on-line registration forms.



Design Proposal

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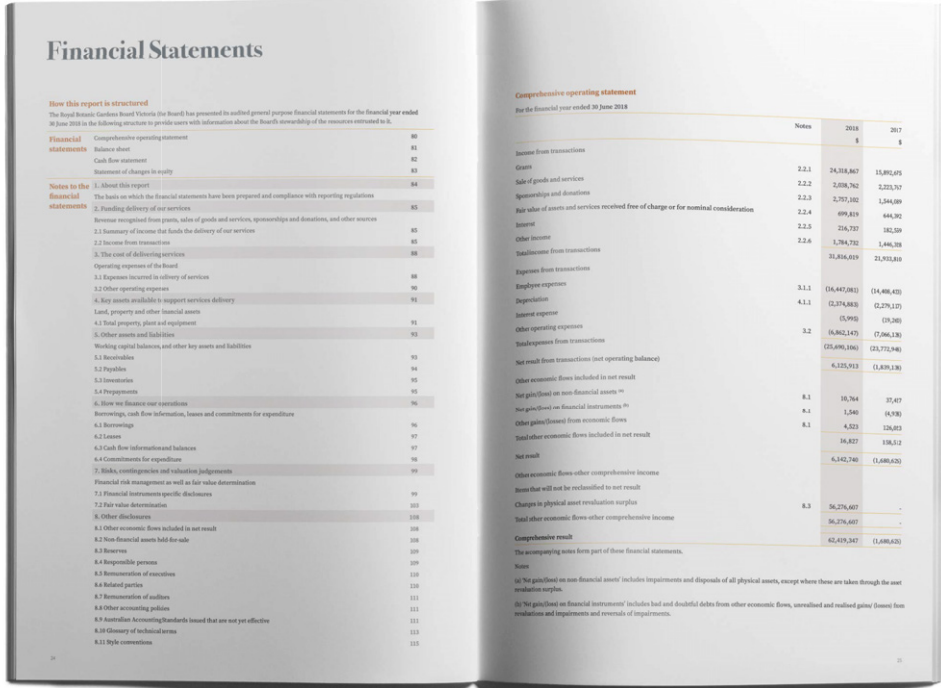
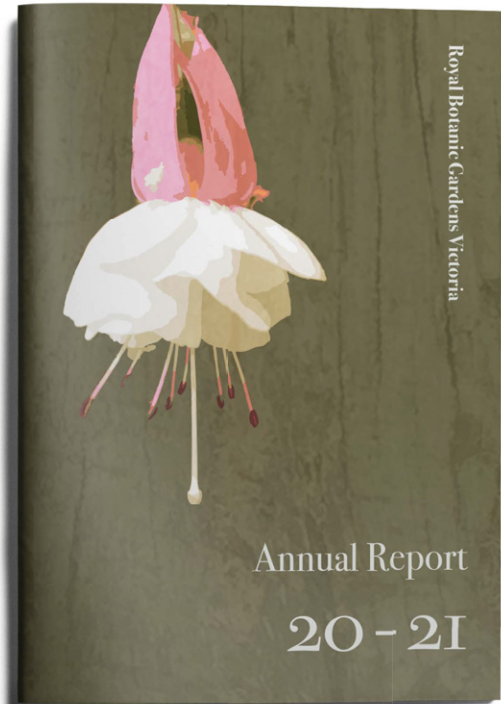
The aim of this design proposal is to help Swinburne University to achieve its zero net emission target by 2030. Offset is the branding solution to create rewarding experiences which lead to the switch of mindset, by engaging the Swinburne community to form the habit of recording daily carbon footprint through the launching of an interactive emissions tracker and a gamified rewarding system.



Exhibition Design

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This exhibition was designed for a showcase of the history of the Waldenses, which were a group of people who kept and shared biblical truth during the Dark Ages, resulting in being persecuted by the papacy. The five-part exhibition design includes historical highlights and an immersive 4D experience of life in the Waldensian valley. Along with the design of the exhibition ticket, an audio/video guide, promotional posters and a responsive website.

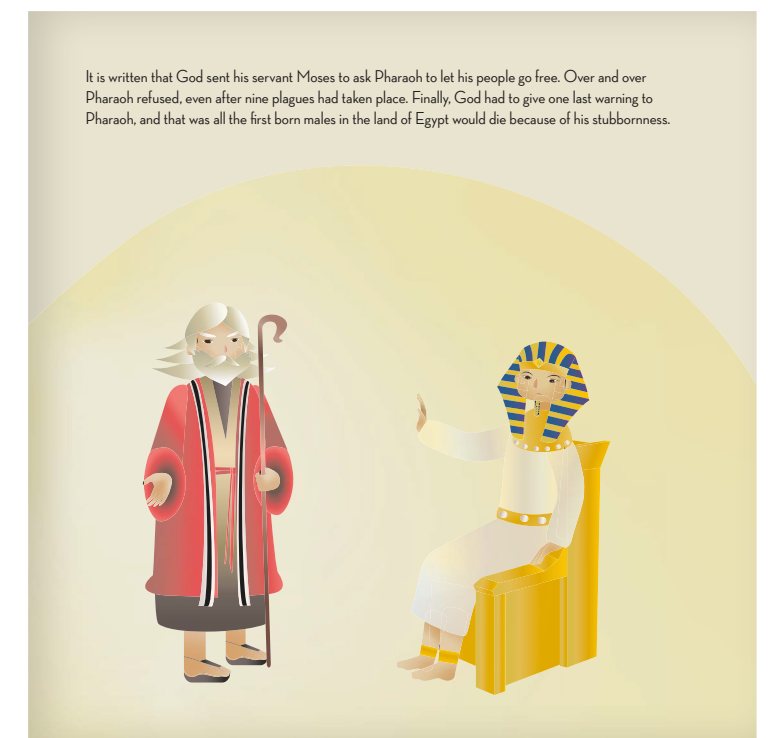


Annual Report



This aim of the project is to propose and design a functional, engaging and memorable annual report for The Royal Botanical Gardens Victoria. Both the report and the visual language should be centred around their vision and mission, from the past to the future.

Besides the portraits, I took all the photography, then edited them using Photoshop and Illustrator before composing them with the text in InDesign.



Children's Illustration Book

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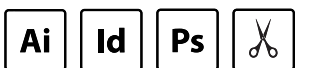
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This original written and illustrated book was created in Illustrator then arranged in InDesign.

The objective of this piece is to compare the similarity between Jewish and Chinese culture, by showing how their ancestors used to worshipped God in the same way.

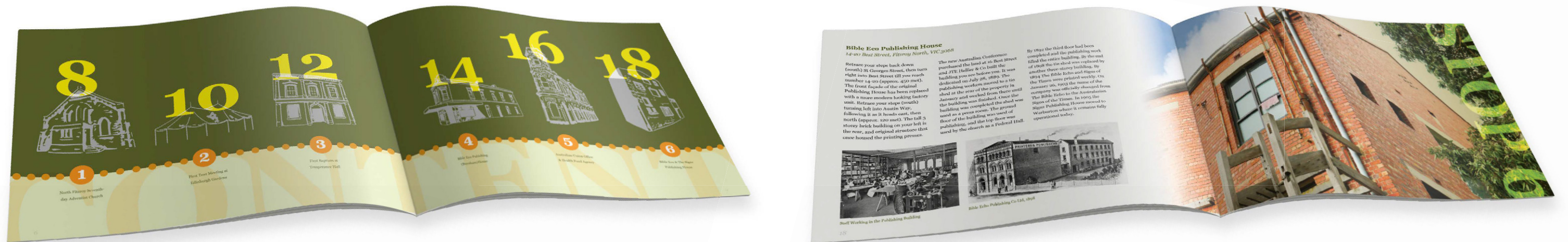


Fruit Tea Packaging



The design has used animated fruit characters to create the theme of the fruit of the Holy Spirit in Galatians 5:22–23.

The use of colour, illustration style and typography was design to be children friendly, and appealing to the primary target audience: family with children, to promote healthy eating habits.



Adventist Heritage Tour Guide



The purpose of this project is to create printed and digital publications featuring Adventist historical landmarks in Fitzroy North, Melbourne. This local tourism market-orientated publication is to be used as a heritage walking tour guide.

I took all the photograph, edited in Photoshop, then created the brochure and the responsive website with booking and navigation functions.



Monothematic Publication

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This aim of the project is to propose and design an integrated and compelling publication from a chosen scholarly writing. My chosen topic is about plant-based diets.

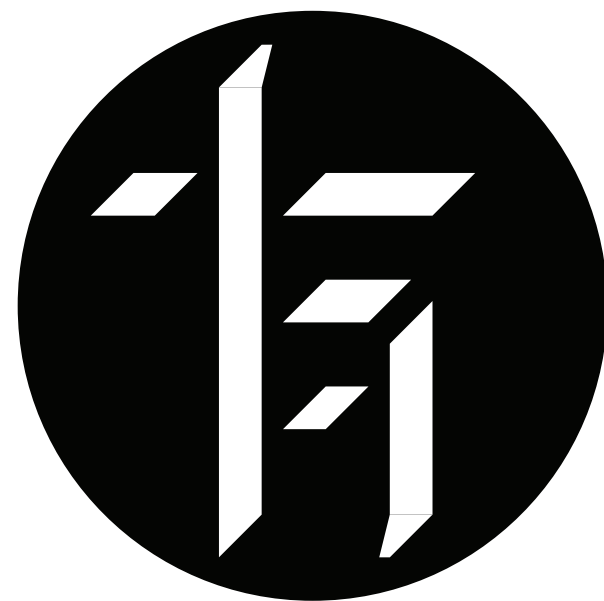
My visual concept was focusing on showing a strong link between diet and health, and the benefit of adopting a healthy lifestyle through a plant-based diet.



Publication Design

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This mini publication is an excerpt of The Great Controversy which was written by Ellen Gould White in 1858. The design reflects the key theme and emphasis on the historical value of the writing. The hourglass creates a sense of spiritual urgency, stresses the fact that Jesus' second coming is at hand [Luke 21:31]. Our only hope of salvation is through Jesus Christ the door of the sheep, the way, the truth and the life [John 10:7; 14:6].



Thank You