

**fanqi Dai (Judy)**

**COMP-242**

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# Personal Statement

Fanqi Dai, Judy, is a sophomore student currently studying Graphic Design in Pratt Institute. She has a great interest in visual arts since she was in Kindergarten. The interests developed on art during her early stages led her to join out-of-school art labs to learn more. From primary school to middle school she studied normal subjects at Chinese local schools, sometimes attending some drawing competitions and won awards.

She then joined an international school and studied International Baccalaureate (IB) program in her last two years of high school. The experience of learning in Chinese schools and an international school gave her a chance to learn two different languages in depth, helping her earn a bilingual IB diploma after graduated from high school. The IB Visual Arts course from the program allowed her to learn and explore more about the field of visual arts.

As a result of this and her previous interests in Arts, she finally decided to study in the field of design. She chose to study abroad in New York City, believing that this is the city of art that can teach her more than before. Studying in Pratt taught her a lot and she expects to improve herself more and more.

Her inspirations come from everything in life: sometimes in dreams, sometimes in a daily conversation, sometimes in videos and books. For the future, she wants to create designs that help make the world a better place.

# A Taste of Italy

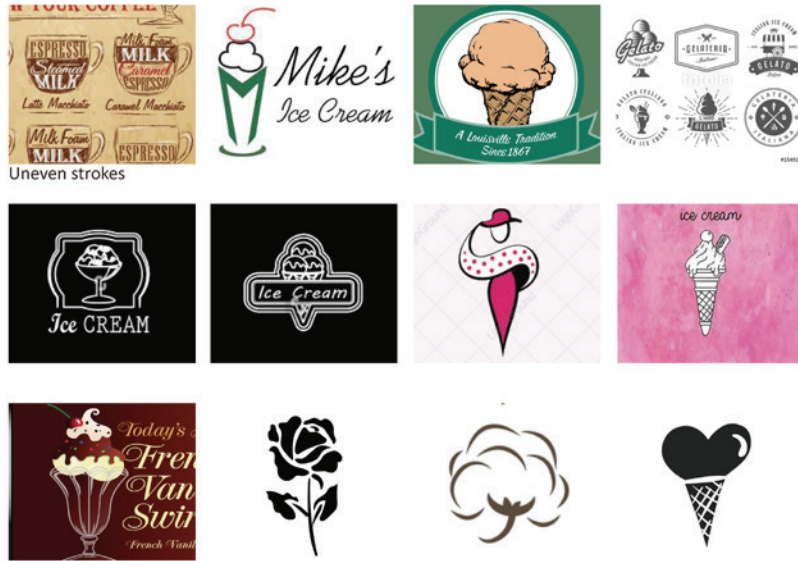
Restaurant Menu Design

**Project I**



# Moodboards

## Graphics/Icons/Illustrations



3

## Typography



elegant & leisure font



2

## Photography

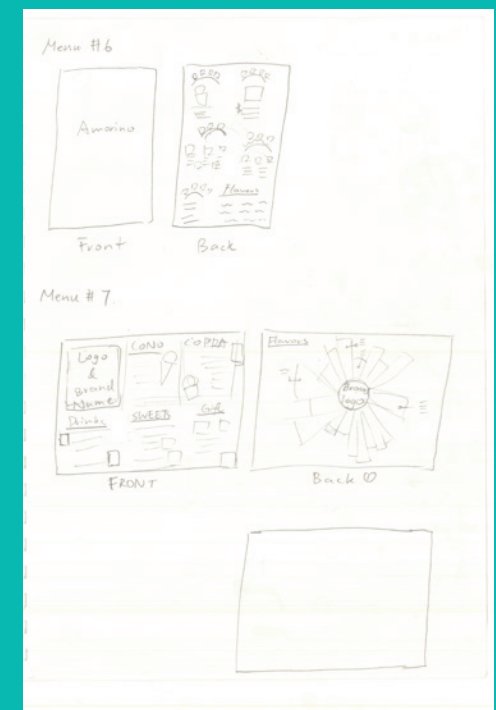
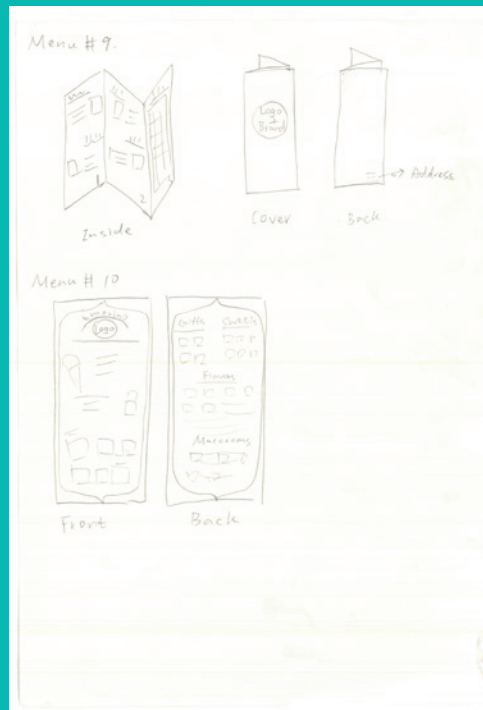
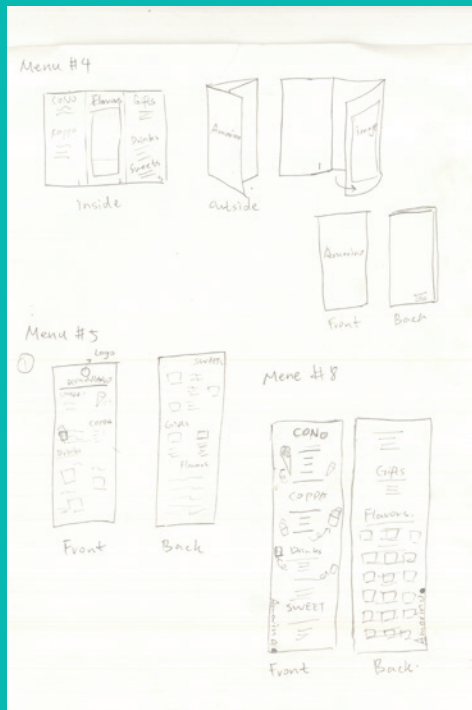
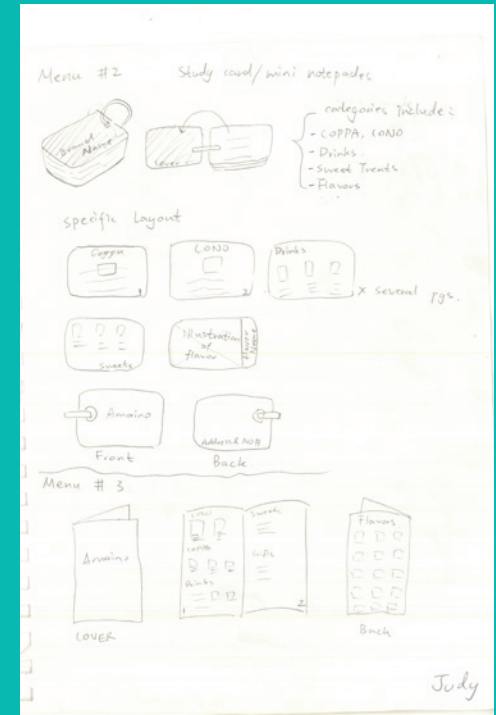
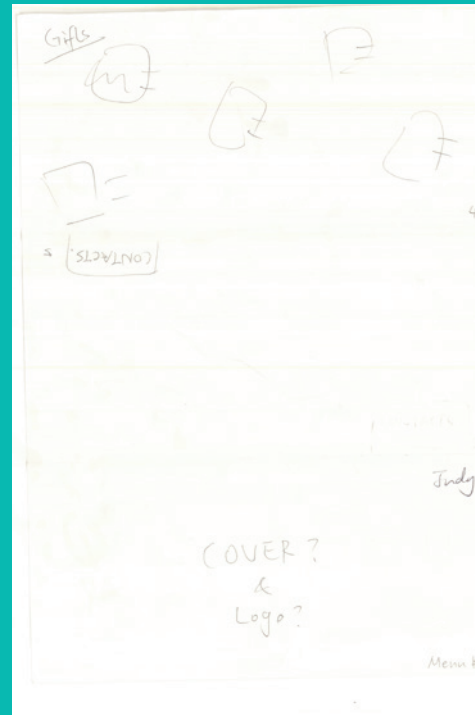


Cozy, relaxing place

chatting, spare time

1

# Drafts



# Iterations

**Cones**

Small	\$5.25
Classic	\$6.45
Large	\$7.95
Kids	\$4.00

**Cups**

Small	\$5.25
Classic	\$6.45
Large	\$7.95
Grande	\$9.10
Maxi	\$12.20

**Macarons \$ 2.35**

Mango	Vanilla
Raspberry	Pistachio
Coffee	Chocolate
Caramel	Honey Lavender

**Focaccine, Waffles, & Crêpes\***

Sugar	\$4.45
Caramel	\$5.25
Strawberry Jam	\$7.50
Apricot Jam	\$7.50
Gianduja/Chocolate	\$7.50

**Drinks**

Cold	Medium
Frappé	\$6.50
Espresso Frappé	\$7.50
Sorbet Drinks	\$6.50

Warm: Regular Coffee \$1.75, Americano \$2.50, Cappuccino \$3.45, Chocolate Cappuccino \$4.30, Latte \$3.45, Affogato Al Caffè \$5.80

Small: \$2.25, Medium: \$3.50, Large: \$4.00

Single: Espresso\* \$2.50, Macchiato \$2.75, Cortado \$3.00, Flat White \$3.50, Hot chocolate\* \$5.20, Tea \$3.30

Double: \$3.50, \$3.75, \$3.00, \$3.50, \$5.20, \$3.30

Cold: Frappé \$6.50, Espresso Frappé \$7.50, Sorbet Drinks \$6.50

\*Available with Homemade Whipped Cream \$ 0.50

22 Flavors! Check out at the counter!

**Amorino**

The Taste of Italy...

Amorino Upper West Side  
414 Amsterdam Ave, New York, NY 10024  
(646) 988-7924

**Amorino**  
Amorino Upper West Side  
414 Amsterdam Ave, New York, NY 10024  
(646) 988-7924

**Flavors**

**Gelato**

Coffee	Inimitabile	Caramel	Hazelnut
Amarena	Tiramisu	Stracciatella	Yogurt
Chocolate (Amorino)	Vanilla	Blueberry Cheesecake	Coconut
Dolce de leche	Chocolate (Ecuador pure origine)	Pistachio	Organic Chocolate

**Sorbet**

Melon	Banana	Passion fruit	Lime Basil
Strawberry	Lemon	Mango	Raspberry

**Macarons \$ 2.35**

Mango	Vanilla	Raspberry	Coffee
Pistachio	Chocolate	Caramel	Honey Lavender

**Cones**

Small	\$5.25
Classic	\$6.45
Large	\$7.95
Kids	\$4.00

**Cups**

Small	\$5.25
Classic	\$6.45
Large	\$7.95
Grande	\$9.10
Maxi	\$12.20

**Focaccine, Waffles, & Crêpes\***

Sugar	\$4.45
Caramel	\$5.25
Strawberry Jam	\$7.50
Apricot Jam	\$7.50
Gianduja/Chocolate	\$7.50

**Drinks**

Warm	Small	Medium	Large
Regular Coffee	\$1.75	\$2.25	\$2.75
Americano	\$2.50	\$3.50	\$4.00
Cappuccino	\$3.45	\$4.60	\$5.25
Chocolate Cappuccino	\$4.30	\$5.45	\$6.10
Latte	\$3.45	\$4.60	\$5.25
Affogato Al Caffè	\$5.80	\$7.75	

Single Double Cold Medium

Espresso*	\$2.50	\$3.50	Frappé \$6.50
Macchiato	\$2.75	\$3.75	Espresso Frappé \$7.50
Cortado	\$3.00		Sorbet Drinks \$6.50
Flat White	\$3.50		
Hot chocolate*	\$5.20		
Tea	\$3.30		

\*Available with Homemade Whipped Cream \$ 0.50

**Amorino**

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(646) 988-7924

**Macarons \$ 2.35**

Mango	Vanilla	Raspberry	Coffee
Pistachio	Chocolate	Caramel	Honey Lavender

**Flavors**

**Gelato**

Coffee	Inimitabile	Caramel	Hazelnut
Amarena	Tiramisu	Stracciatella	Yogurt
Chocolate (Amorino)	Vanilla	Blueberry Cheesecake	Coconut
Dolce de leche	Chocolate (Ecuador pure origine)	Pistachio	Organic Chocolate

**Sorbet**

Melon	Banana	Passion fruit	Lime Basil
Strawberry	Lemon	Mango	Raspberry

**Cones**

Small	\$5.25
Classic	\$6.45
Large	\$7.95
Kids	\$4.00

**Cups**

Small	\$5.25
Classic	\$6.45
Large	\$7.95
Grande	\$9.10
Maxi	\$12.20

**Focaccine, Waffles, & Crêpes\***

Sugar	\$4.45
Caramel	\$5.25
Strawberry Jam	\$7.50
Apricot Jam	\$7.50
Gianduja/Chocolate	\$7.50

**Drinks**

Warm	Small	Medium	Large
Regular Coffee	\$1.75	\$2.25	\$2.75
Americano	\$2.50	\$3.50	\$4.00
Cappuccino	\$3.45	\$4.60	\$5.25
Chocolate Cappuccino	\$4.30	\$5.45	\$6.10
Latte	\$3.45	\$4.60	\$5.25
Affogato Al Caffè	\$5.80	\$7.75	

Single Double Cold Medium

Espresso*	\$2.50	\$3.50	Frappé \$6.50
Macchiato	\$2.75	\$3.75	Espresso Frappé \$7.50
Cortado	\$3.00		Sorbet Drinks \$6.50
Flat White	\$3.50		
Hot chocolate*	\$5.20		
Tea	\$3.30		

\*Available with Homemade Whipped Cream \$ 0.50



# final

### Cones



Small	\$5.25
Classic	\$6.45
Large	\$7.95
Kids	\$4.00

### Cups



Small	\$5.25
Classic	\$6.45
Large	\$7.95
Grande	\$9.10
Maxi	\$13.20

### Macarons \$2.35



Mango	Vanilla
Raspberry	Pistachio
Coffee	Chocolate
Caramel	Honey Lavender

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### Focaccine, Waffles, & Crêpes\*



\$ 4.25 Sugar

\$ 7.50 Gelato

\$ 5.75 Caramel

Strawberry Jam

Apricot Jam

Gianduja/ Chocolate

### Drinks

	<u>Cold</u>	<u>Medium</u>
Frappé	\$ 6.50	
Espresso frappé	\$ 7.50	
Sorbet Drinks	\$ 6.50	

\* Available with Homemade Whipped Cream \$ 0.85

<u>Warm</u>	Small	Medium	Large		Single	Double
Regular Coffee	\$ 1.75	\$ 2.25	\$ 2.75	Espresso*	\$ 2.50	\$ 3.50
Americano	\$ 2.50	\$ 3.50	\$ 4.00	Macchiato	\$ 2.75	\$ 3.75
Cappuccino	\$ 3.45	\$ 4.60	\$ 5.25	Cortado	\$ 3.00	
Chocolate Cappuccino	\$ 4.30	\$ 5.45	\$ 6.10	Flat White	\$ 3.50	
Latte	\$ 3.45	\$ 4.60	\$ 5.25	Hot chocolate*	\$ 5.20	
Affogato Al Caffè	\$ 5.80	\$ 7.75		Tea	\$ 3.30	



24 Flavors!  
Check out at the counter!



Amorino Upper West Side  
414 Amsterdam Ave, New York, NY 10024  
(646) 618-7501

The Taste of Italy...

Sorbet



Chocolate





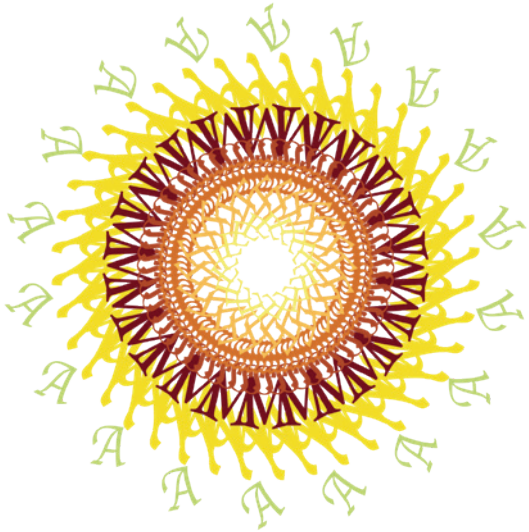
# A Smell of Nature

Abstract Radial Symmetry Design

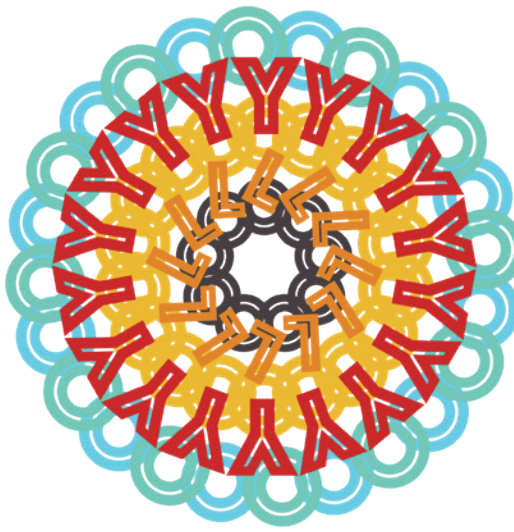
**Project 2**

# Concepts

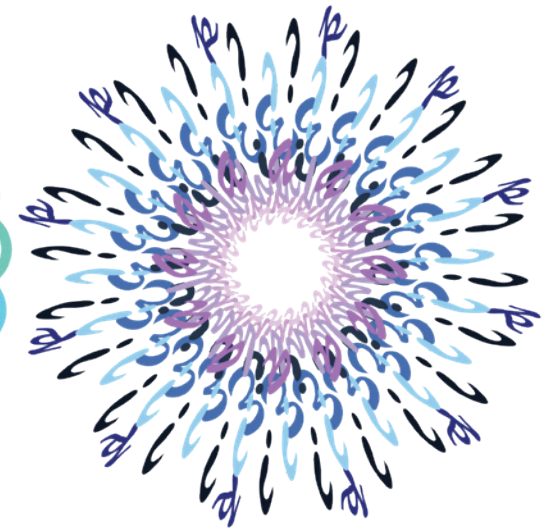
Sunflower  
By Judy Dai



Pops  
By Judy Dai



Euphoria  
By Judy Dai



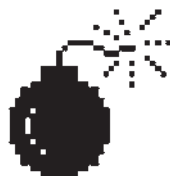
The project requirement is to create symmetry designs by using emojis parts. The whole project must be done with Adobe Illustrator.

I started this project by practicing my Illustrator skill doing the in-class exercise. I played around and altering types in the way I want. After learning the rotation tool in Illustrator, I started to create beautiful type symmetry compositions. We also went outdoors to find the symmetries in real life.

We then using several emojis as prototype and trace them to create our versions of emojis. I discovered that some parts of the emojis have potential to create wonder designs later.

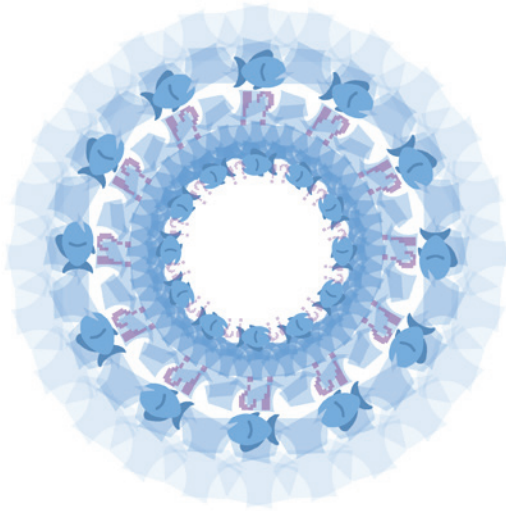
Later I created and selected the parts of emojis I would like to use. After doing several compositions, I realized that the colors of emojis are bold that not every part group up nicely together. This led me to make my final a more monotone composition.

# Emojis

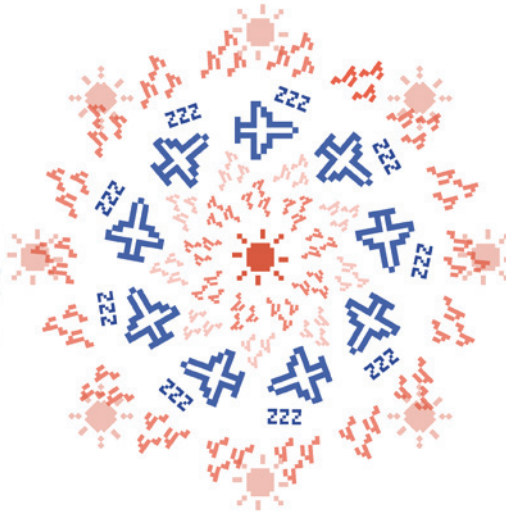


# Iterations

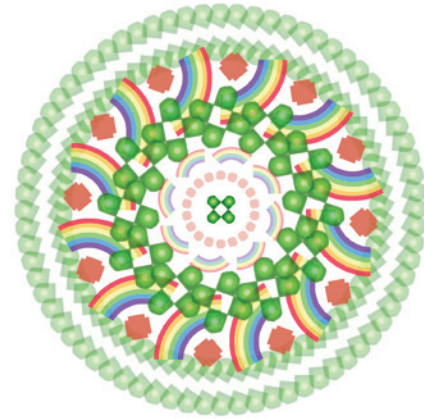
Something Fishy Going Around Here



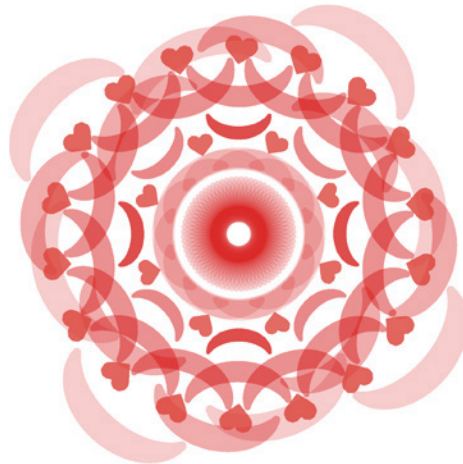
Appare Moie



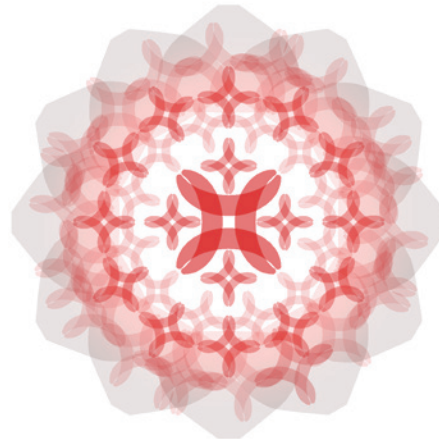
Above the Trellis



Rise

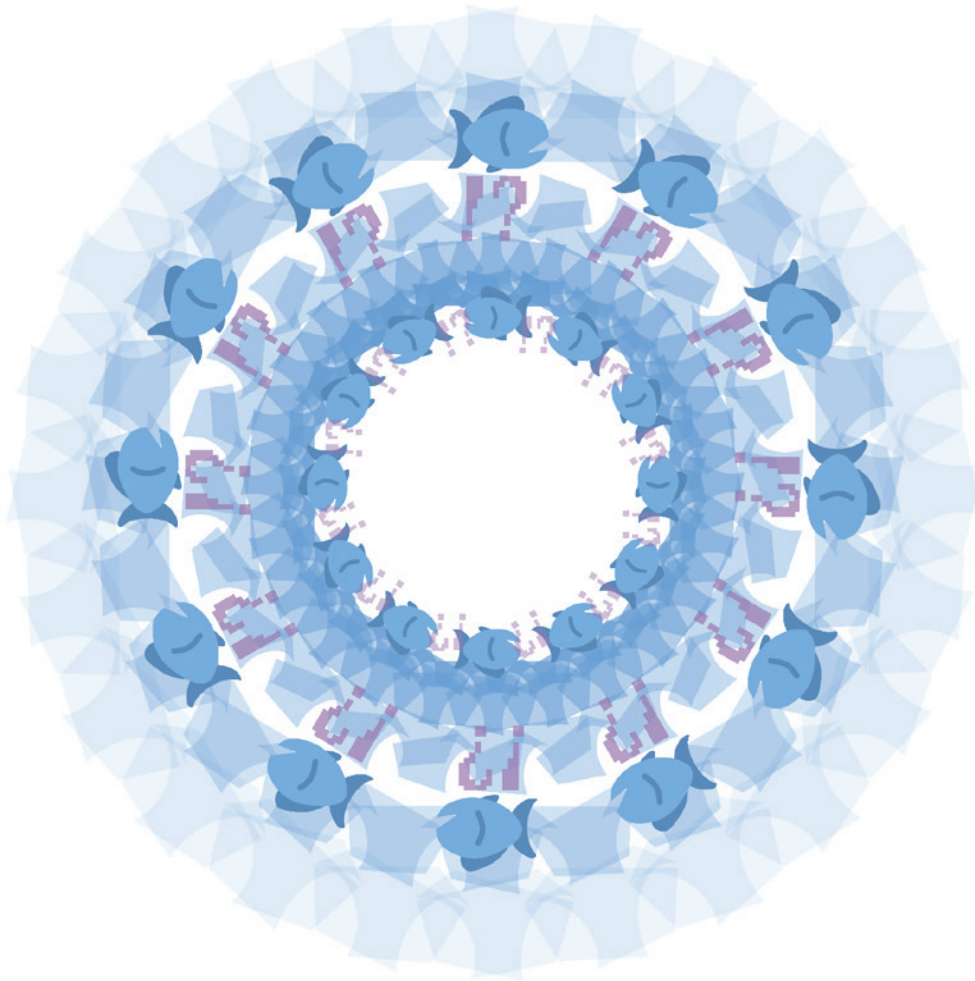


Delure Know You

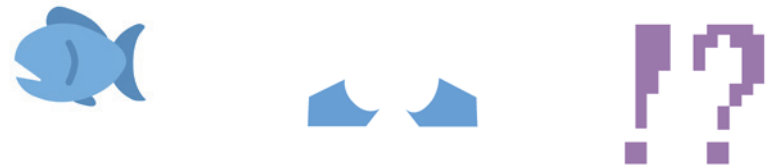


# Selected Iterations

Something Fishy Going Around Here

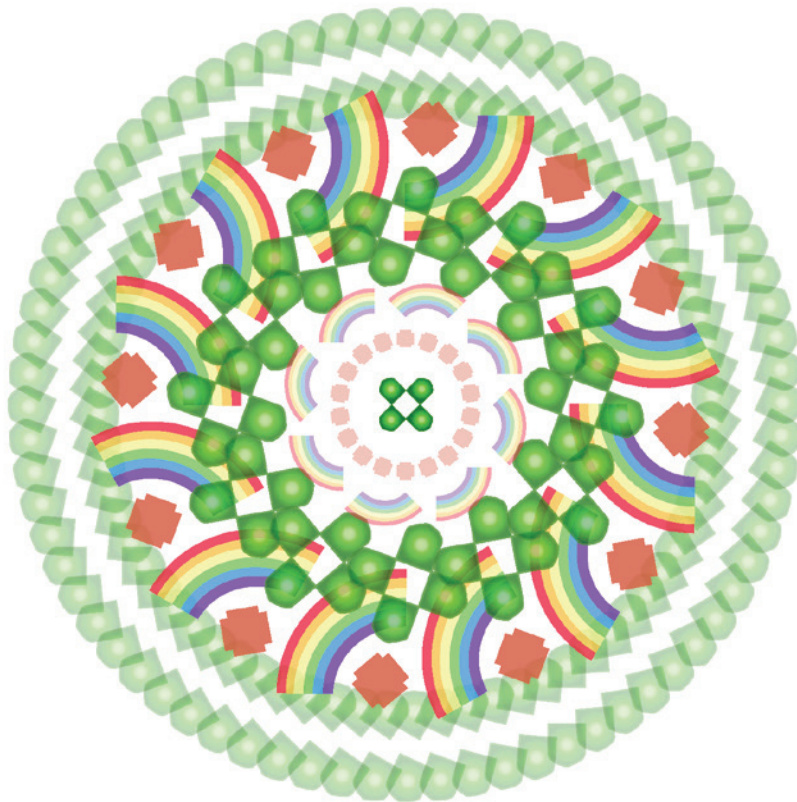


**Something fishy Going Around Here**



# Selected Iterations

Above the Treetops



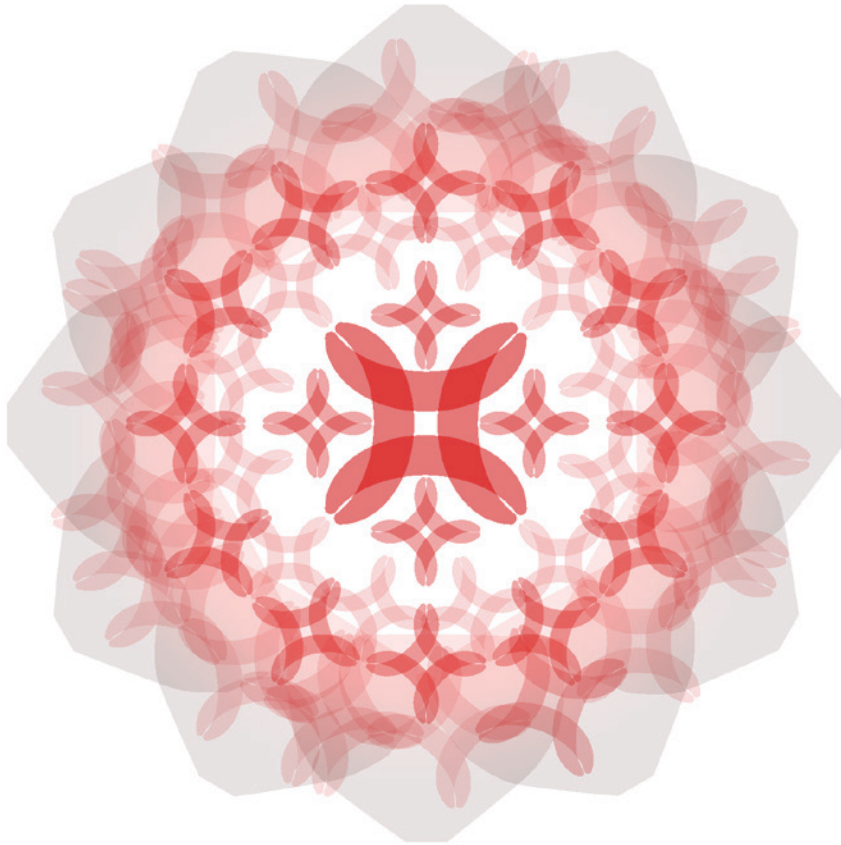
## Above the Treetops





# Selected Iterations

Sakura snow flake

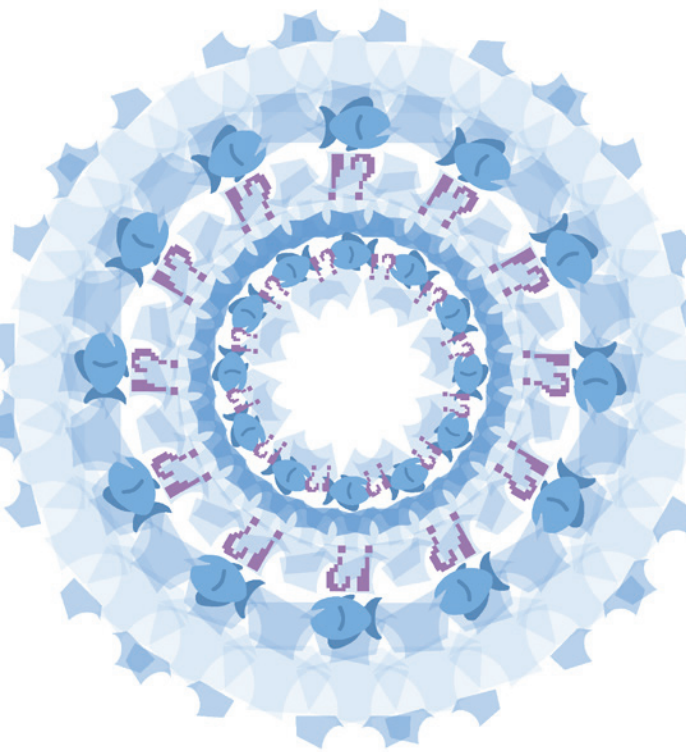


## Sakura Snow Flake

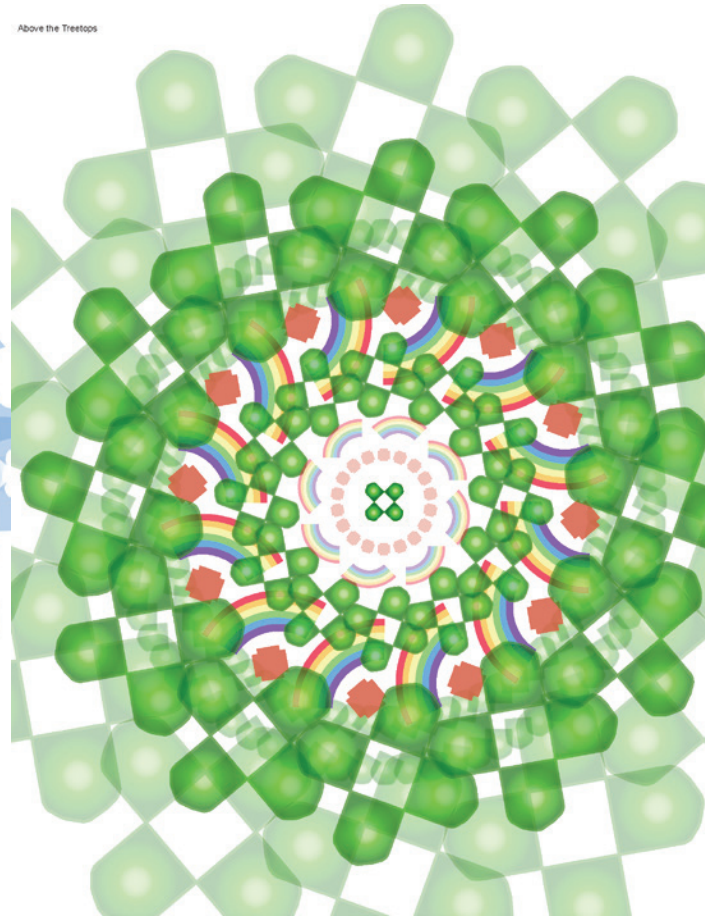


# final

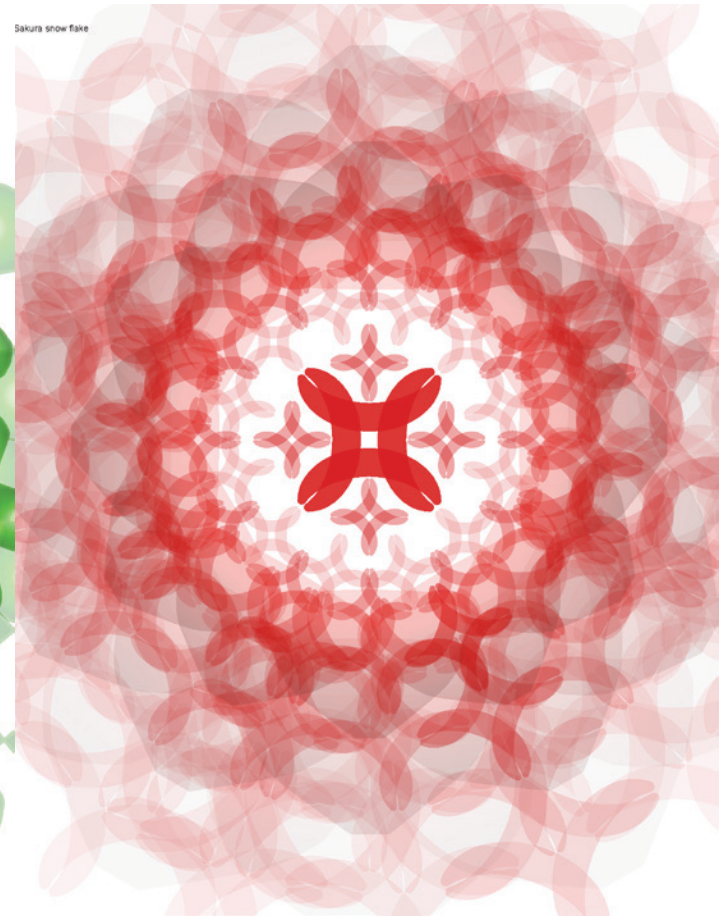
Something Fishy Going Around Here

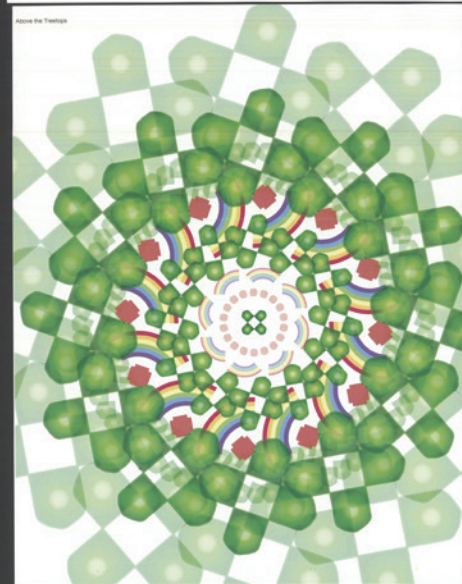
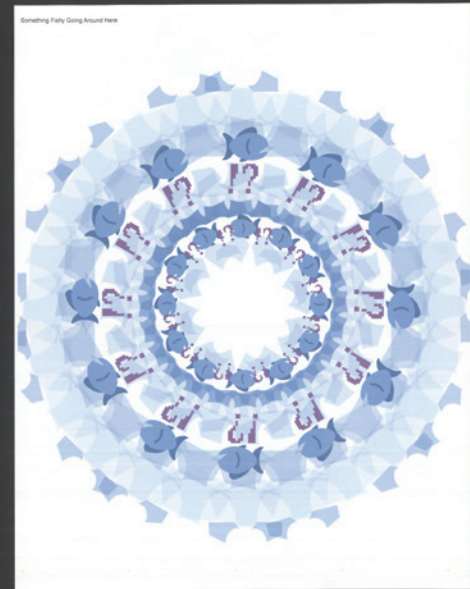
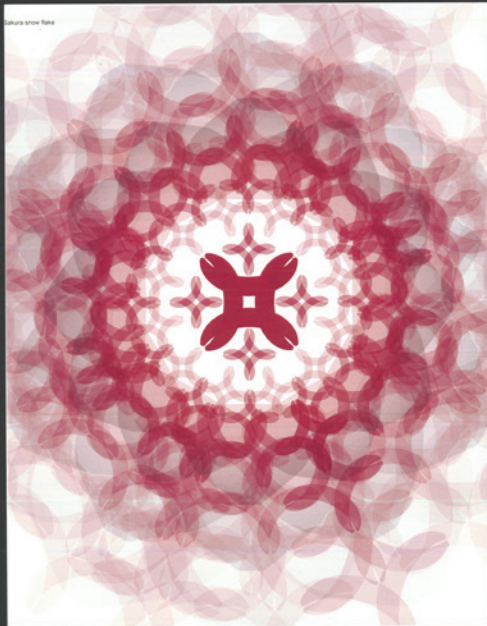


Above the Treetops



Sakura snowflake





Judy  
Dai

# A Nation of Robots

Fictional Currency System

**Project 3**

# Concepts & Research

**Themes:**  
Education, sport, technology and ecological conservation, reflecting Taiwan's diverse cultural values.

**Elements of visual communication:**

- The **photographic images** present local scenes and indigenous animals, reflecting Taiwan's historical heritage and hopes for the future. Front side images took almost two thirds of the currency, starting from the right. Reverse side images takes 2/3 starting from the left. The right side of reverse page always have images of flowers or trees.
- Color & Shape:** Varied colors for different notes. Each note seemed monotone, but actually has many colors combined unobtrusively. Darker values in foreground and more transparent at background. Color blocks and circles at background. Rectangular edge for the note.
- Text:** darker in value and clear. Larger numbers always on top left, smaller numbers always on bottom left. Numbers in Chinese characters on the right. Issuer names on top, almost centered horizontally. Chinese characters are regular scripts.
- Security threads:** wider when value increases (500 & 1000). 2000 has a thin thread and a reflected square security block.
- Front-Chinese patterns** used under Chinese numbers (bottom right). Reverse-**lines** form shapes and lay under Chinese numbers.

**Legend:**  
**Foreground**--clearer figures.  
**Middleground**--transparent scenes and figures.  
**Background**--transparent lines and shapes

100 NT\$

This project required students to create a system of currency for imagined country, sovereignty, or economic system. We need to design three different denominations in total.

Before I started to decide my fictitious country, we first analyze the currency in real life. The real life currency that I was analyzing on was the Taiwanese New Taiwan Dollar. After detailed studies, I realized that there were actually a lot of typography and images with different opacities. The repetition of lines created depth and special illusions.

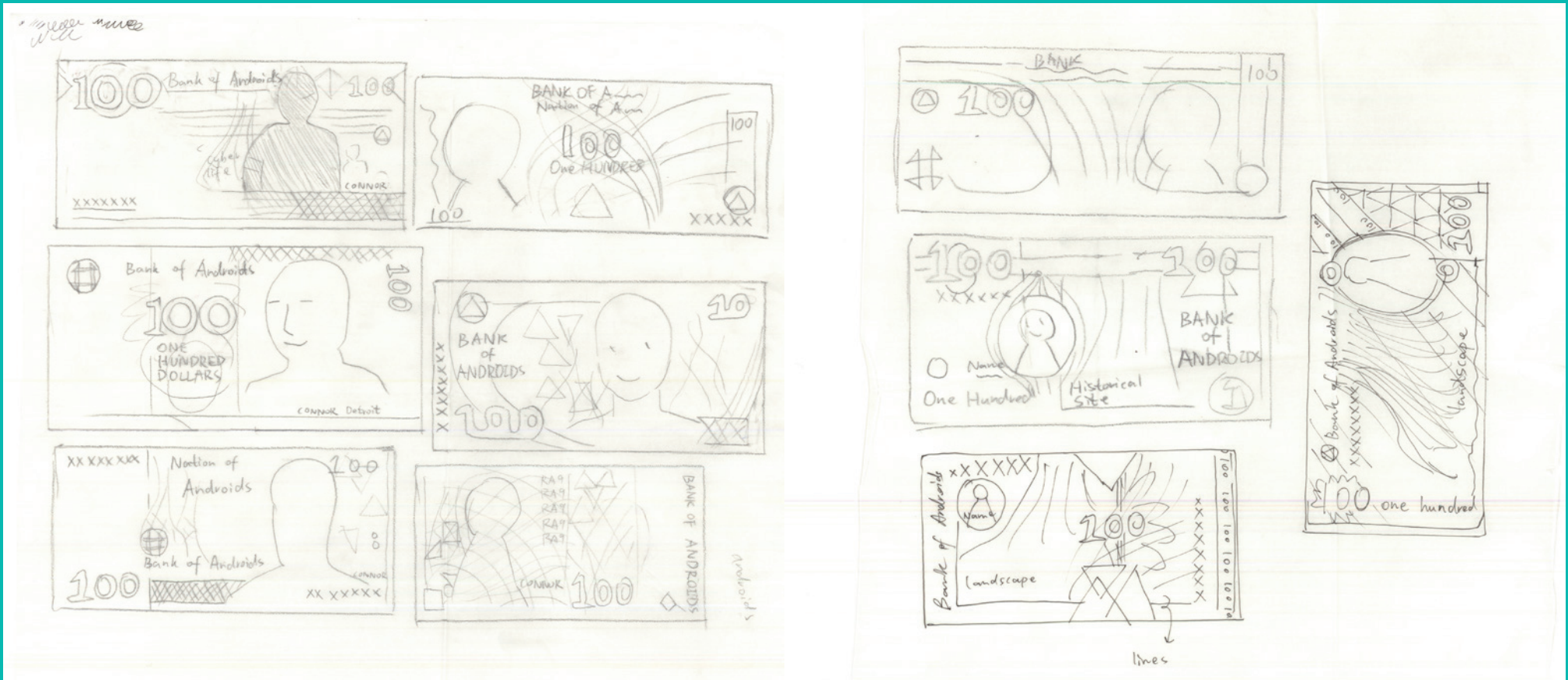
I chose to do currencies for Android robots in the PS4 game "Detroit: Become Human". This video game set the background in the near-future metropolis of Detroit in 2038. Detroit is a city revitalized by the introduction of highly advanced androids that exist only to serve mankind. Human treat androids as tools. However, many androids start to develop self-consciousness and emotions, such as fear for being "discarded" permanently. They seek for independence and recognition. Most androids that developed these qualities are qualified as deviants, and they tried to shelter in Jericho for protection. In the game there are many endings. Here I assumed that the android revolution is successful and they build the Nation of Androids, which is the country that I will create currency for.

Due to the setting of this game, I thought my currency should contain some science-fictional and futuristic elements. Triangles and cold colors fit this idea well.

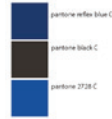
# Visual Research on the Nation



# Drafts

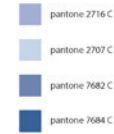
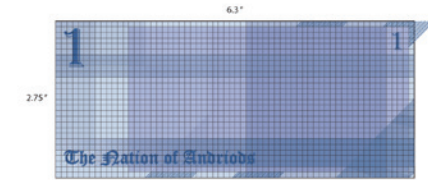


# Iteration



\*\*1\* Currency Comp Iteration #1  
Print Version

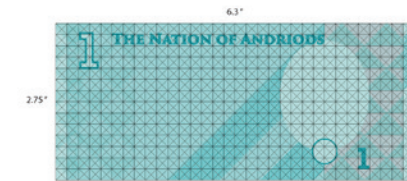
\*\*1\* Currency Comp Iteration #1  
Proof Version



Typeface #1:  
Algerian, Regular

Currency Comp Iteration #2  
Print Version

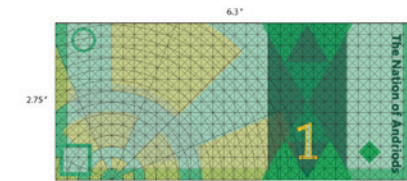
Currency Comp Iteration #2  
Proof Version



Typeface #1:  
Nexa, Bold  
Typeface #2:  
Trajan Pro 3, Bold

Currency Comp Iteration #3  
Print Version

Currency Comp Iteration #3  
Proof Version



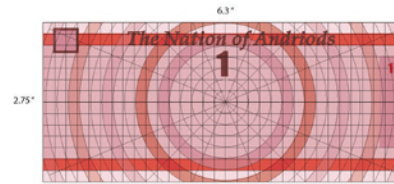
Typeface #1:  
Palatino Linotype, Regular  
Typeface #2:  
Gadugi, Bold



Currency Comp Iteration #4  
Print Version



Currency Comp Iteration #4  
Proof Version

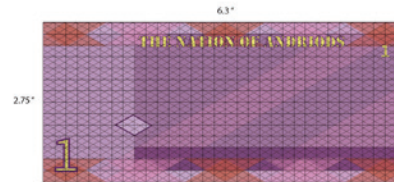


- pantone 705 C
  pantone 1795 C
 Typeface #1:  
Impact, Regular
- pantone 493 C
 Typeface #2:  
Book Antiqua, Bold Italic
- pantone warm red C
- pantone 7629 C

Currency Comp Iteration #5  
Print Version



Currency Comp Iteration #5  
Proof Version

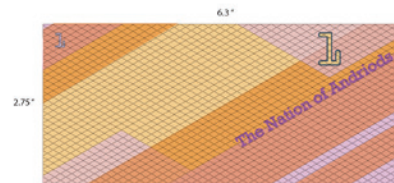


- pantone 520 C
  pantone 100 C
 Typeface #1:  
Stencil, Regular
- pantone 529 C
 Typeface #2:  
Source Sans Variable, Regular
- pantone 237 C
- pantone 7619 C

Currency Comp Iteration #6  
Print Version



Currency Comp Iteration #6  
Proof Version



- pantone 1345 C
  pantone 7545 C
 Typeface #1:  
OCR A Std, Regular
- pantone 1505 C
 Typeface #2:  
Rockwell, Regular
- pantone 2582 C
- pantone 250 C

# Refined Iterations: 1 & 10



# final



# A face of Strange

Digital Portrait Illustration

**Project 4**

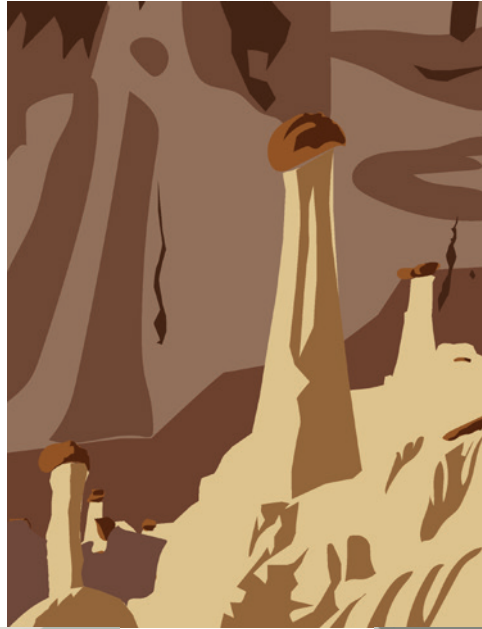
# Concepts & Research

For project 4, we need to create a digital illustrated portrait. The image must include typography, landscape, and the human figure.

We started by scanning famous or interesting human figures and backgrounds, producing glitches too. Then we use Illustrator to trace the essential parts of the image. It will be tiring if we trace all of it, so we have to make decisions. And also, we started to look for random quotes on New York Times. We selected quotes and made them into interesting typography compositions.



# landscape



# Portrait



# Typography

It is **not**  
normal  
that it's  
**normal**

Is it a lot of money?

Yes Yes Yes Yes Yes  
Yes Yes Yes Yes Yes  
Yes Yes Yes Yes Yes  
Yes Yes Yes Yes Yes  
Yes Yes Yes Yes Yes  
Yes Yes Yes Yes Yes  
Yes Yes Yes Yes Yes

**Yes**

Born Pretty?

That's a

**big fat** lie



**anything**

for you

TO CONTRIBUTE TO

**STABLE**  
**POWER SUPPLY**

AND TO

**ECONOMIC**  
**GROWTH**

*Reviving Hanfu*  
had  
**Great Significance**  
for raising  
*Han ethnic*  
Identity and Pride

THE IDEA THAT  
**NO** ACT OF  
GIVING IS

TOO SMALL

TO MAKE AN  
IMPACT

I  
**used**  
to think  
the **machines**  
are  
*geniuses*

The  
first  
role

of the  
museum  
is  
**educational**

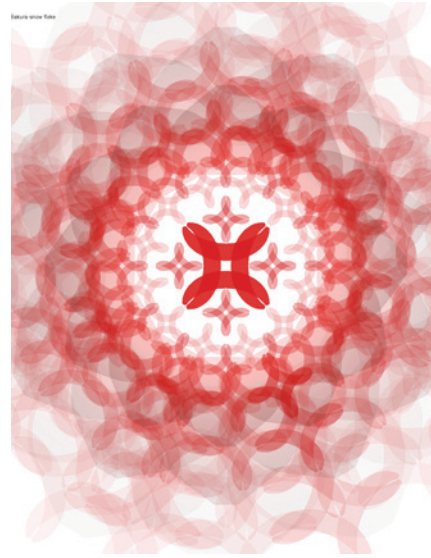
Thank **God**  
I don't  
feel like that  
**right now**



# final



# Thumbnails



# Acknowledgements

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