Yizhen Ding

COMD-242-05

PORTFOLIO

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Personal Statement

Yizhen Ding is an international student at Pratt Institue who *is currently* studying in illustration design. Her parents are both working in the hotel industry, so she was intrigued and was thinking about becoming an interior designer, but she realized interior design isn't her real passion. About 5 months ago, she just decided to be an illustrator. The choice to study illustration design is a big decision which she has spent considerable time to consedered. She realized she really likes hand drawing, so maybe illustration design major is the best choice.

Before she came to NewYork, she never thought that she would be an international student. She studied in a normal high school in China, where they only spoke chinese. so she is felt different from other Chinese international students. She never studied in a international high school, and never took any course which tought in English. So for a girl who recently came to a strange country, had to adjust her entire life in this 'foreign' world. In the begining, it was hard for her to catch up the course and the language barriers. But now, she is slowly adjusting and everything is getting better.

Finally, She found the perfect major that inspires her daily and she enjoy to study it. She believes she will continue improve her-self in her college years.

PROJECT...1

Restaurant Menu

WANT SOME EXCITMENT ?

In this project, we were designed a menu for a resturant, I want to make a menu which has something different from a regular/normal menu ,so I decided to design a 3D menu for a hot pot resturant.
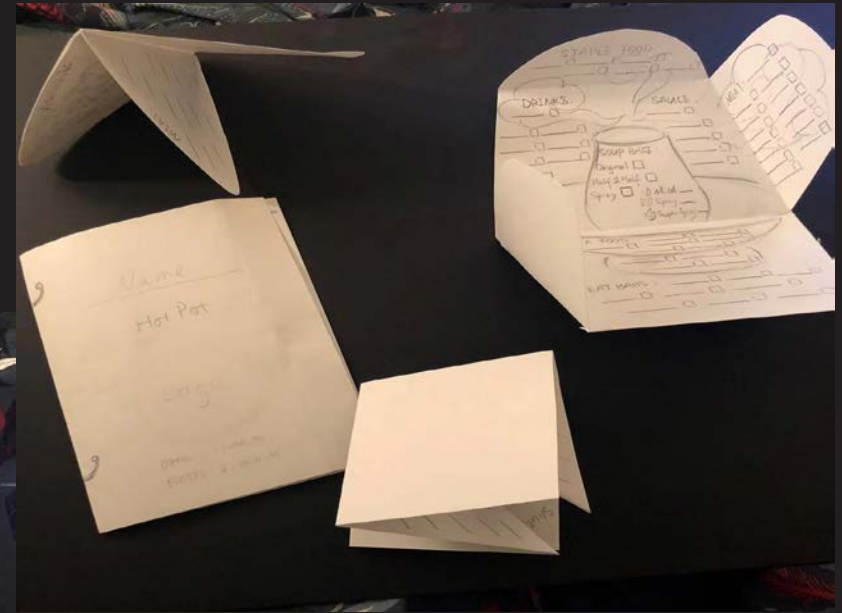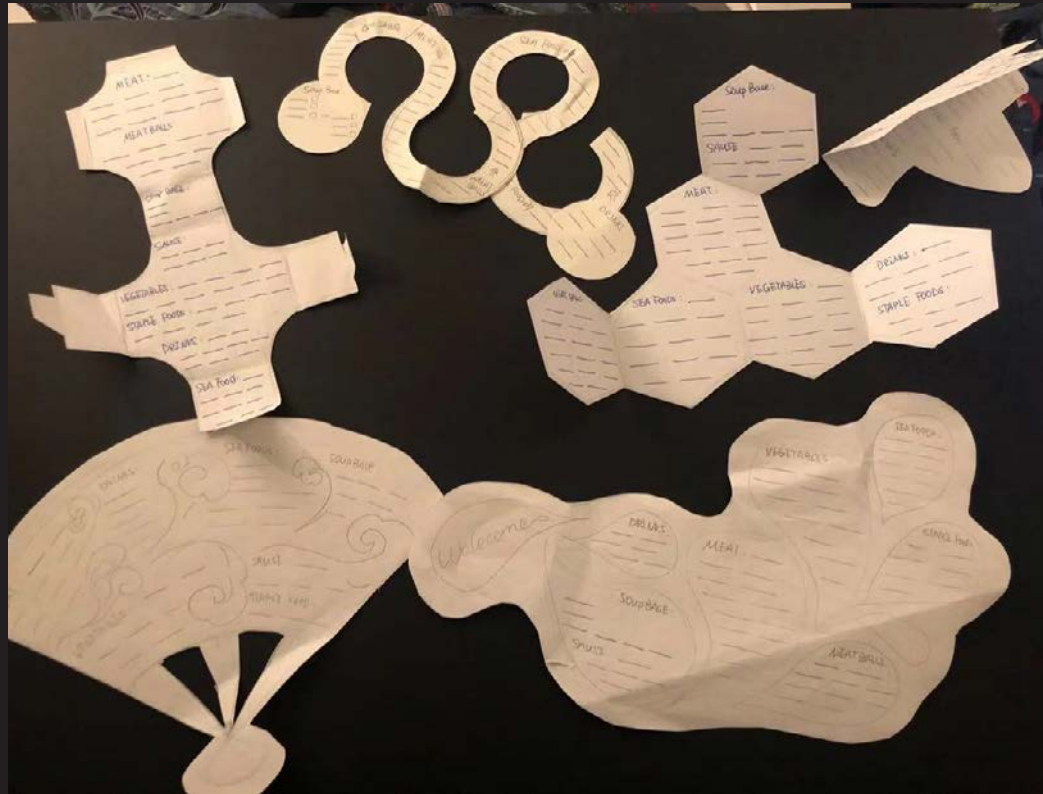
Research

MOOD BOARD

ROUGH COMPS

In this proces, our goal is try to make 10 rough composition for our menu. So, I tried to make some of them in 3 dimentional.

Dummies

Soup Base:
- Original
- Half&Half
- Spicy
- If spicy...
- Choose your spicy level:
- Mild   Spicy   Super spicy

Sause:
Choose your sauce at sauce bar

Meat
New Zealand Spring Lamb
Supreme lamb Shoulder
Premium Lamb Leg
Hand Sliced Fathy Beef
Garlic Beef
American kobe Beef
Beef&Lamb Combo
Chicken Breast Slice
Sliced OX Tongue

SEA FOOD
Shrimp
Squid
Fish Fillet
Mussel
Arctic Surf Clams
Crabmeat Stick
Mojillon

Meat Ball
House Lamb Meatballs
House Beef Meatballs
House Shirimp Meatballs
House Meatballs Platter
Fish Balls With roe
Beef Tendon Meatballs
Fuzhou Fish Balls

VEGETABLE
Onion
Corn
Mushroom
Sweet Potato
Potato
Lettuce
Pumpkin

STAPLE FOOD
White Rice
Rice Cake
Udon Noodle
Potato Vermicello
Instant Noodle

Soup Base
Original
Spicy
Half&Half
If spicy—   Mild   Spicy   Super Spicy

Vegetable
Onion   Corn   Mushroom
Sweet Potato
Potato   Lettuce
Pumpkin

Meat Ball
Fish Balls With roe
House Lamb Meatballs
House Beef Meatballs
House Shirimp Meatballs
House Meatballs Platter

Drinks
Bubble Tea
Iced Tea   Sprite
Coke   Diet Coke
Orange Juice   Fanta

Sea Food
Shrimp   Squid   Fish Fillet
Mussel   Crab Stick
Arctic Surf Clams
Mojillon
Crab

Staple Food
Potato Vermicello   White Rice
Udon Noodle
Instant Noodle
Rice cake

Meat
New Zealand Spring Lamb
Supreme lamb Shoulder
Premium Lamb Leg
Hand Sliced Fathy Beef
American kobe Beef
Beef&Lamb Combo
Chicken Breast Slice
Sliced OX Tongue
Garlic Beef

SOUP BASE
- Original
- Half & Half
- Spicy
- If spicy—
- Choose your spicy level: Mild , Spicy , Super Spicy

SAUCE
Choose your sauce at **sause bar**

DRINKS

MEAT
New Zealand Spring Lamb
Supreme lamb Shoulder
Premium Lamb Leg
Hand Sliced Fathy Beef
Garlic Beef
American kobe Beef
Beef&Lamb Combo
Chicken Breast Slice
Sliced OX Tongue

MEAT BALLS
House Lamb Meatballs
House Beef Meatballs
House Shirimp Meatballs
House Meatballs Platter
Fish Balls With roe
Beef Tendon Meatballs
Fuzhou Fish Balls
Cuttlefish Meatballs

SEA FOOD
Shrimp
Squid
Fish Fillet
Mussel
Arctic Surf Clams
Crabmeat Stick
Mojillon

VEGETABLE

STAPLE FOOD
White Rice
Rice Cake
Udon Noodle
Potato Vermicello
Instant Noodle

Meat
New Zealand Spring Lamb
Supreme lamb Shoulder
Premium Lamb Leg
Hand Sliced Fathy Beef
American kobe Beef
Beef&Lamb Combo
Chicken Breast Slice
Sliced OX Tongue
Garlic Beef

Sea Food
Shrimp
Squid
Fish Fillet
Mussel
Crab Stick

Meat Ball
Fish Balls With roe   House Lamb Meatballs
House Beef Meatballs
House Shirimp Meatballs
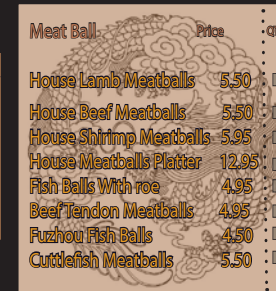House Meatballs Platte

Dummies

In this process, our goal was make the some physical menu dummies, I chose 4 three dimentional menus to be my final choices.

Final

The dimensions of final menu would also be used as the resturant take-out box. Since I wanted to create a sustainable and functional design, I made the menu into the take out box which saves paper.

PROJECT...2

Want a cup of hot chocolate?

In this project, we studied how to rotate objects to create a radial abstract symmetry and how to make an animation by using illustrator and photoshop.

Researh

In this process, we were start to collecting elements for our radial abstrct symmetry. By creating our own emojis using illustrator.

Inventory

In this process , our goal was create 10 radial abstract symmetry by the elements (emojis)which we created in last process.
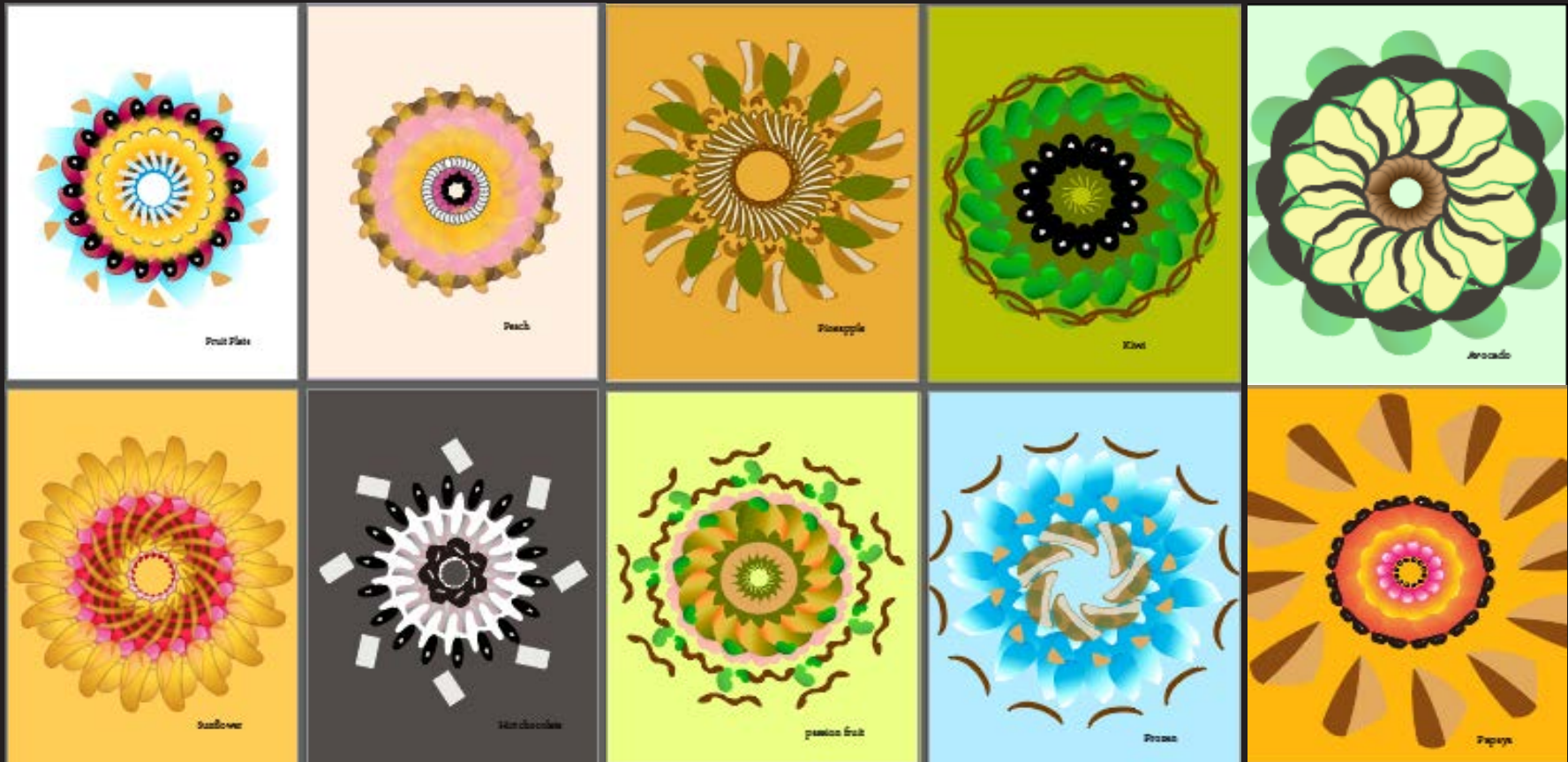
FINAL

I chose "chocolate" , "pineapple" and "kiwi" as my final. because they represent their themes well, whether from elements, color or rotation perspectives.
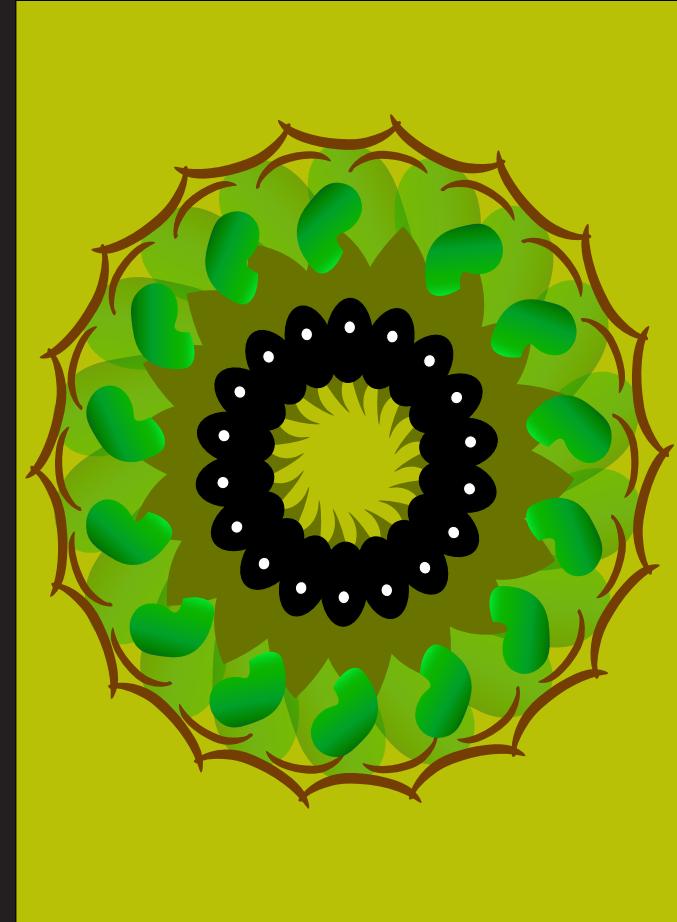
PROJECT....3

Want more money?

In this project, we had to create a new currency system for anybody we want. For me, I decided to create a currency system for dogs. The bones shape and a bigger size would be designed for dogs. I made the bill three-dimentional then they could bite the money in their mouth. I tried to make the currency for different sizes dog as well.

ROUGH COMPS

In this process, we created many rough compositions for our bill. For dogs, I tried to use the shape of the bones , round shapes and regular shapes for them.

REFINEMENT

In this process, I decided make my curency all in bones shape but each denomination in different color. I used a dog paw as the watermark, and I marked letter "L" , "M" and "S" in nuber of bill to distinguish size of dog.
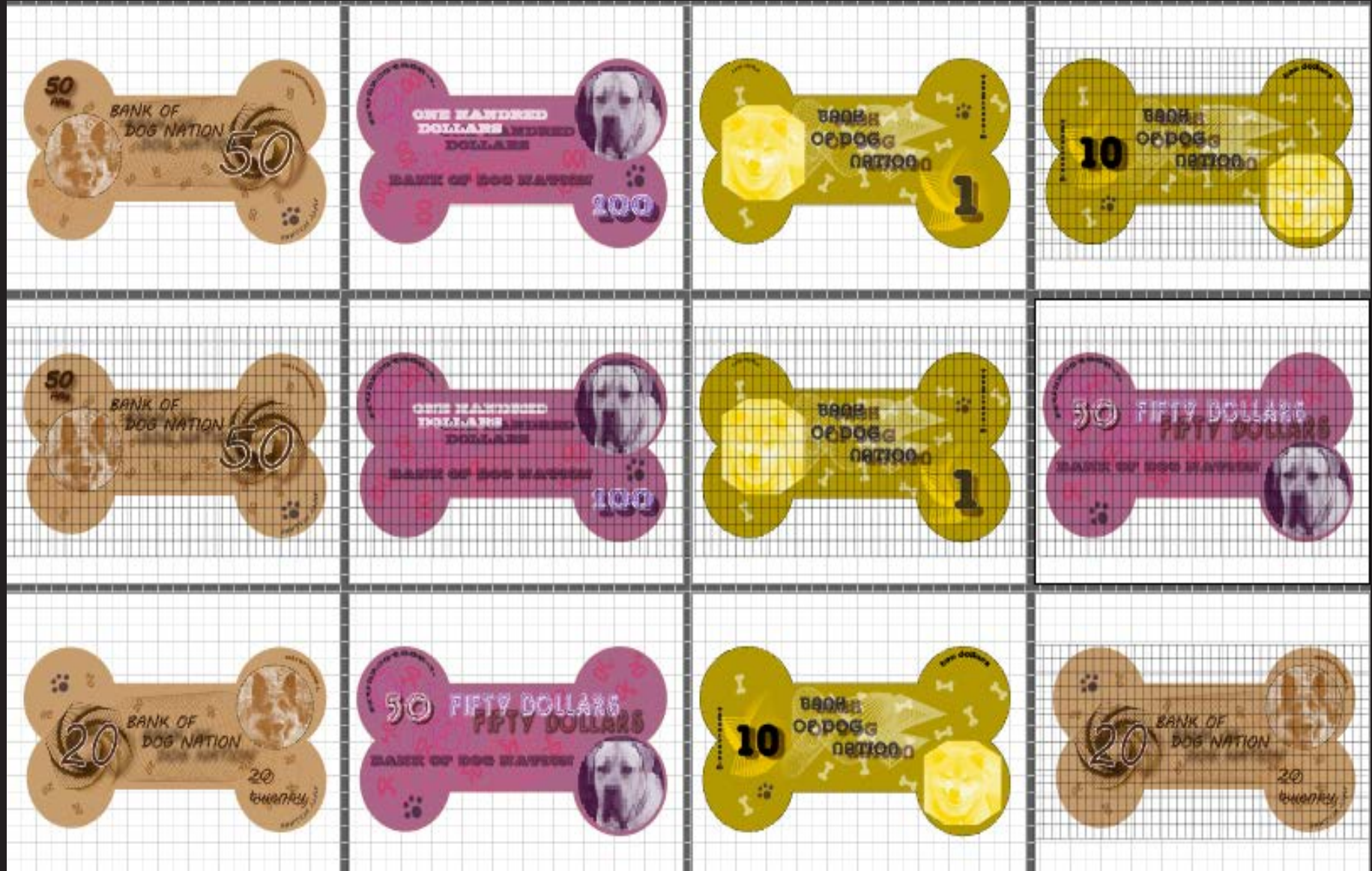
FINAL

For the final, I used sponge paper as the medium to hold the papers together to make the physical bill.
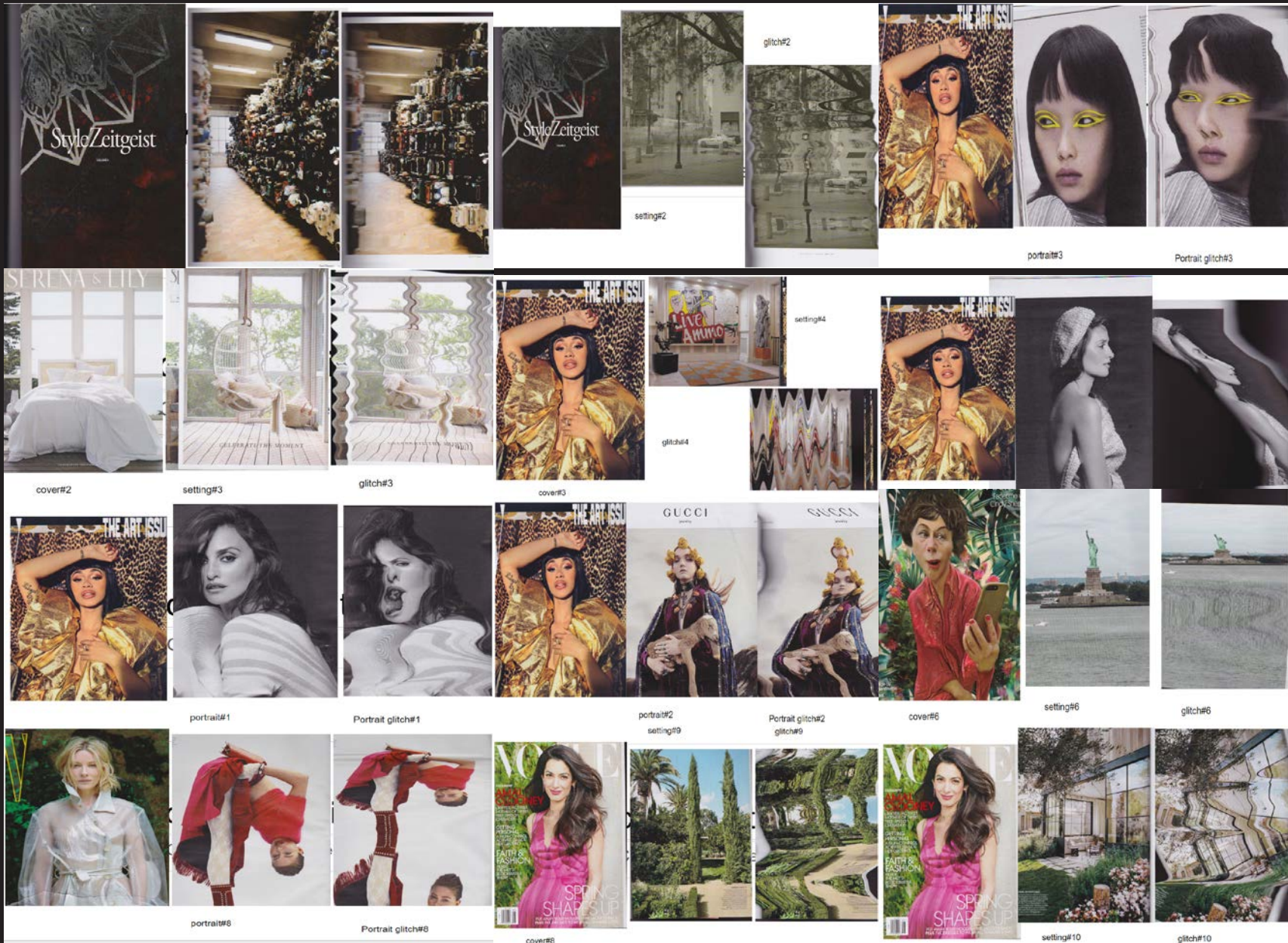
PROJECT...4

WANT TO PLAY A GAME?

In this project, we studied how to use the pen tool and brush tool to create a illustrated portrait,with a visually interesting background and typography.

RESEARCH

In this process, we went to the library and scanned portraits and places from magazines, and to make the portraits and places more interesting, we made them glitchy.

TYPOGRAFHY

Beijing

is leveraging its commercial and military might to redraw the terms of trade, diplomacy and security, challenging the liberal democratic order.

I won't go into your world.

Fitted with a secret weapon, a glowing light-emitting diode implant that will signal that the STAR is a l i v e

We are taking this action n●w the company and the ... my are strong to keep ahead of ... market conditions.
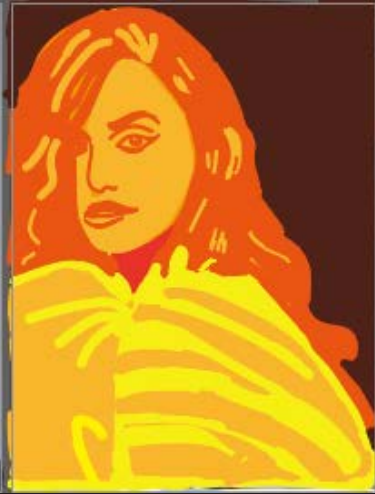
In our view this is made-up hysteria anyway.

Typography: In this process, we tried to create interesting typographies for our final illustration.

ROUGH COMPS

1st DRAFT

WHERE DID EVERYONE ELSE GO?

I chose a grove image and a girl bending down image to create a visual of the girl is playing hide- and- seek in the grove.

I used the pen tool and the brush tool to make the grove and grass look realistic, with the different kind of strokes I used, it creates a light and airy vibe to the clouds and it makes the bosk look well defined.

But I realized the foreground looked too empty and it needed more details. The girl seemed to not relate space, so it's a little bit odd. Also the typograaphy is too simple.

2nd DRAFT

In this draft, I tried to create a wooden sign to make the typography pop out , and make the whole page more interesting. And I trieed to draw more grass around the girl as if she's hiding in the grass but what I had in mind didnt come through- it made no sense.

FINAL

In the final page, I keept the wooden sign to make the page interesting, and removed useless grass, and added some shadow for the bosk and figure to give it depth.
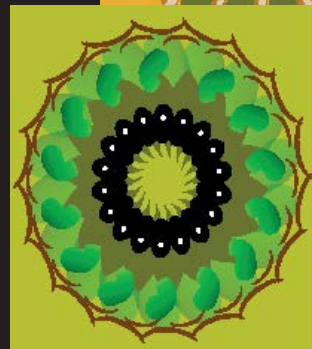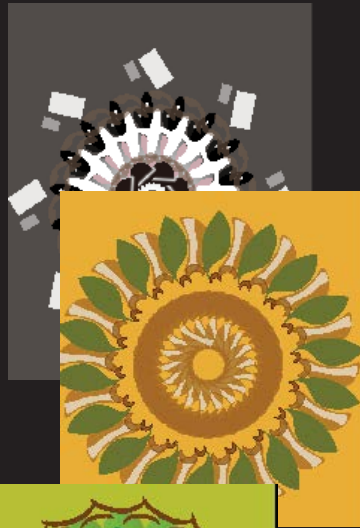
In last process, I was tried to illustrate the typography by using the brush tool, but doesn't really make sense, so I decided to use a font which make sense of video games.

Also the quote "where did everyone else go" is implying that this is a hide-and - seek game.

Thumbnail Card
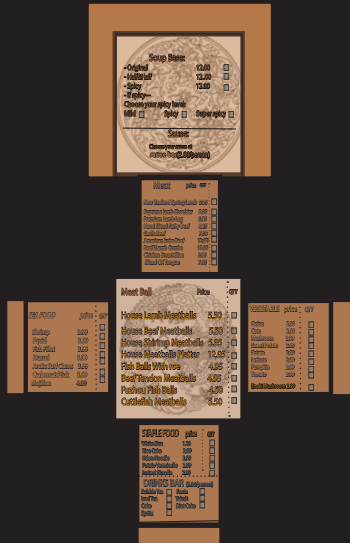
Menu Project

Radial abstract symmetry

Currency System

Portrait Illustration

ACKNOWLEDGEMENT

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