

Peter Liu

Illustrator

About

Peter Liu is an international illustrator who was raised in China and now based in NYC. Before attending to Pratt Institute, he was once aiming for studying physics or computer science and he did make great progress in both areas. Yet he decided and realized that this is not the life and the future he wants, changing course halfway, he instead pursues the career that he always dreams of, rather a career he's expected to do by his family.

After coming to the U.S., he had won several Art Award from his high school BCA, 2nd place in the art competition held by Massachusetts Wild Bird Protection Organization and his works were exhibited along with other young artists in multiple public galleries.



Cyberpunk Poster, Peter Liu

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PROJECT 1

SATAN IS A VEGAN

an original restaurant menu

For this project, we are to create a restaurant for any restaurant of our choices through a series of research and roughs and finalizing the result in InDesign. I, however, instead of choosing from existing restaurants, I decide to make a menu for my original restaurant, thus the birth of “SATAN IS A VEGAN” restaurant.

About SATAN IS A VEGAN

I originally had this idea when I was dining in a vegetarian restaurant this summer. The decoration of this restaurant is quite bizarre, with its stone based walls and fake flamingos. That was when the prototype for SIAV was born.

Originally, I had this idea of a restaurant for a cult that appears to be cannibalism but in truth they're all vegans.

Naturally it would be a such a waste to not use this restaurant for this project. With some tweaks here and there, SATAN IS A VEGAN was officially created.

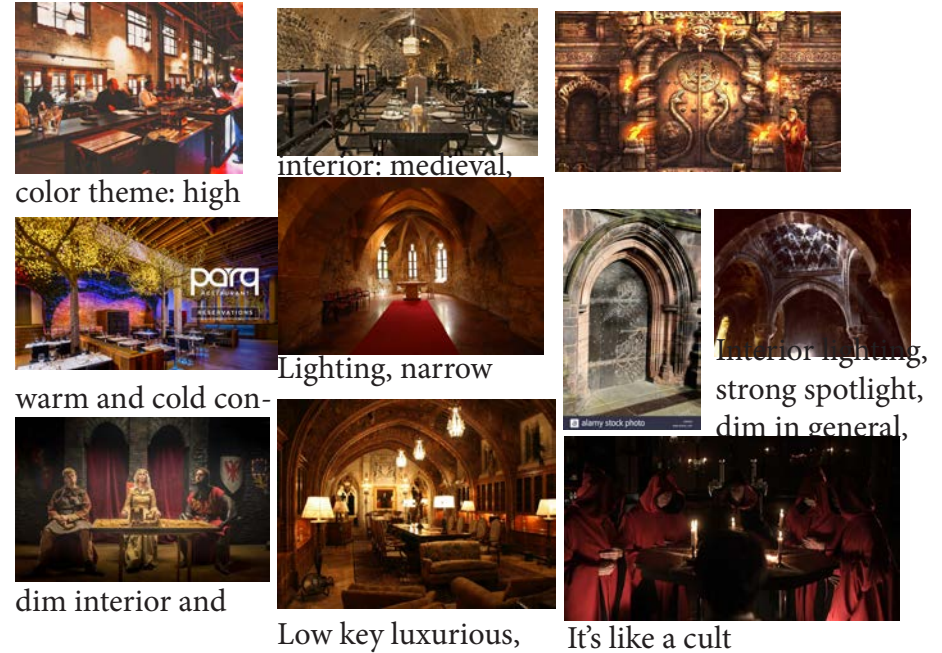
For the design part of this menu, there're two main aspects, one is Satan and the aesthetics related to it, and the other one is the vegan side of Satan and the contrasts this dynamic creates.

Starting with the research, I want this menu so is the restaurant to have a medieval aesthetics as well as Satan cult aesthetics.

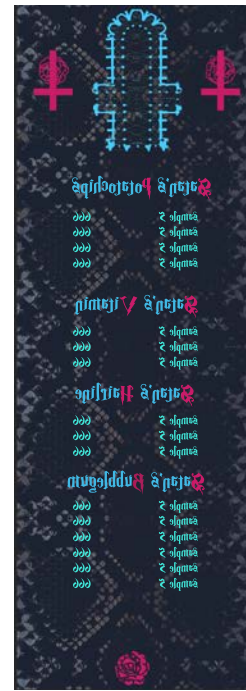
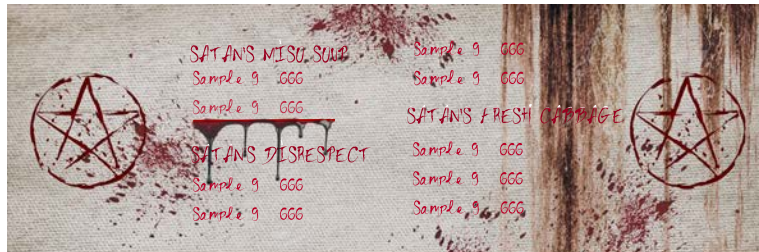
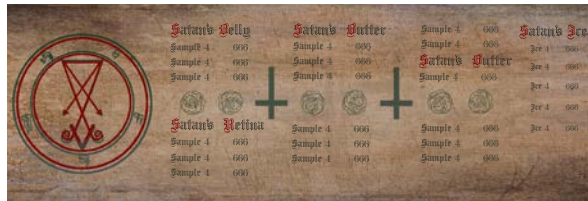
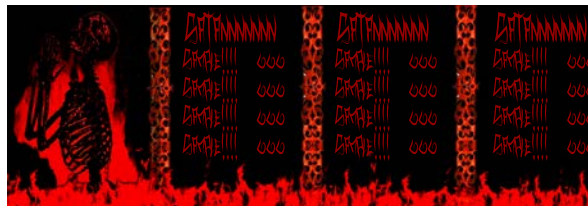
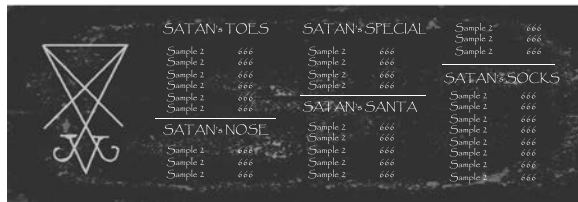
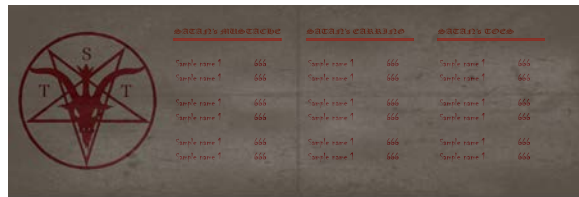
I researched themed restaurants around the world since they're the closest thing to mine. After the research, I particularly enjoy the scroll type menu of NINJIA AKASAKA, a ninja themed restaurant located in Tokyo.

Mood Boards

I started by collecting images for inspirations and mood for the restaurants, since mine has a strong and distinct theme, it's rather simple to collect related images. I decided to go with a satanic, cultist and medieval mood and typography.



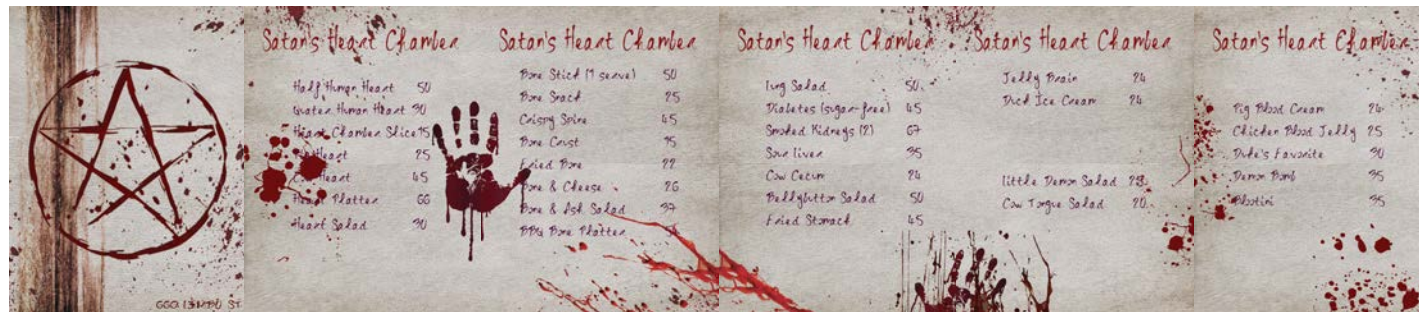
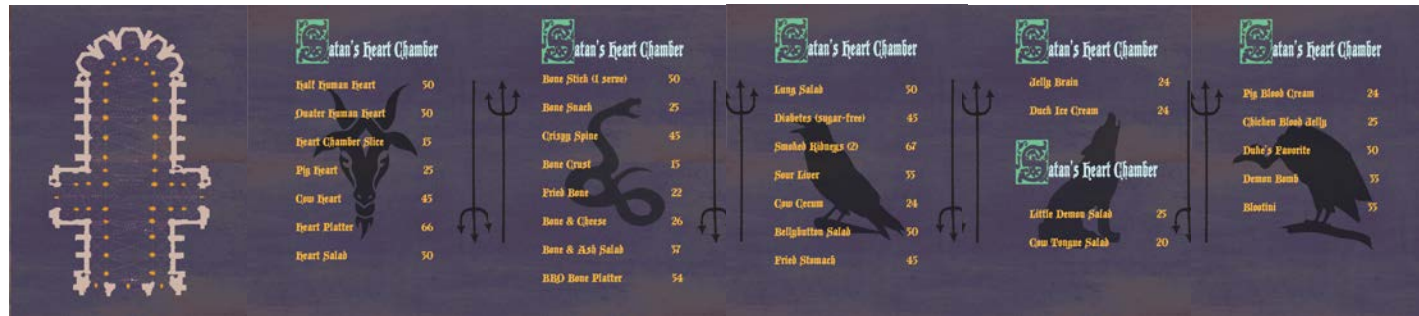
Roughs



Dummies

Out of those 10 roughs, I picked 3 of them as bases and combine&refine the 3 more finished dummies.

The main approach here is settled on the using scroll as format, and filling background with texture that mimics medieval letter such as vellum.



Fianl Result

For the final version, I incorporated the graphical elements from other dummies and kept the blood stained theme and vellum texture.

Overall, despite some legibility issues, I think I did a great job on sticking with and delievering the concept of Satand and vegan.



PROJECT 2

RADIAL SYMMETRY

&

EMOJIS

In this project, we had a series of practices of creating pattern&emojis using Ai and for the end result, we were to make an animated gif for a radial symmetry pattern.

Research

Starting with research, I took a series of photos with radial symmetric patterns on campus.

Then I marked the symmetry line with color using Ai.



ON CAMPUS



ON CAMPUS



ON CAMPUS



ON CAMPUS



ON CAMPUS



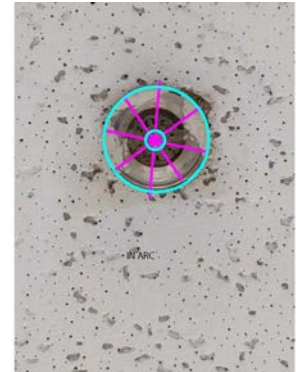
ON CAMPUS



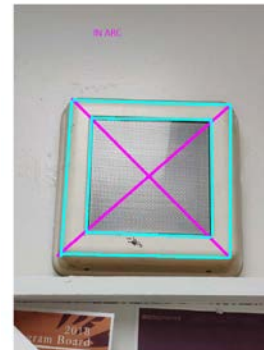
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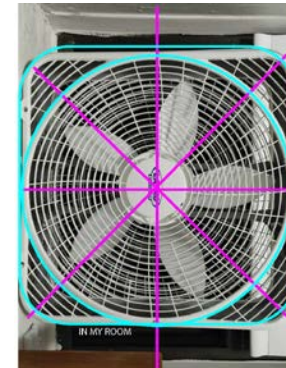
ON CAMPUS



IN ARC



IN ARC



IN MY ROOM

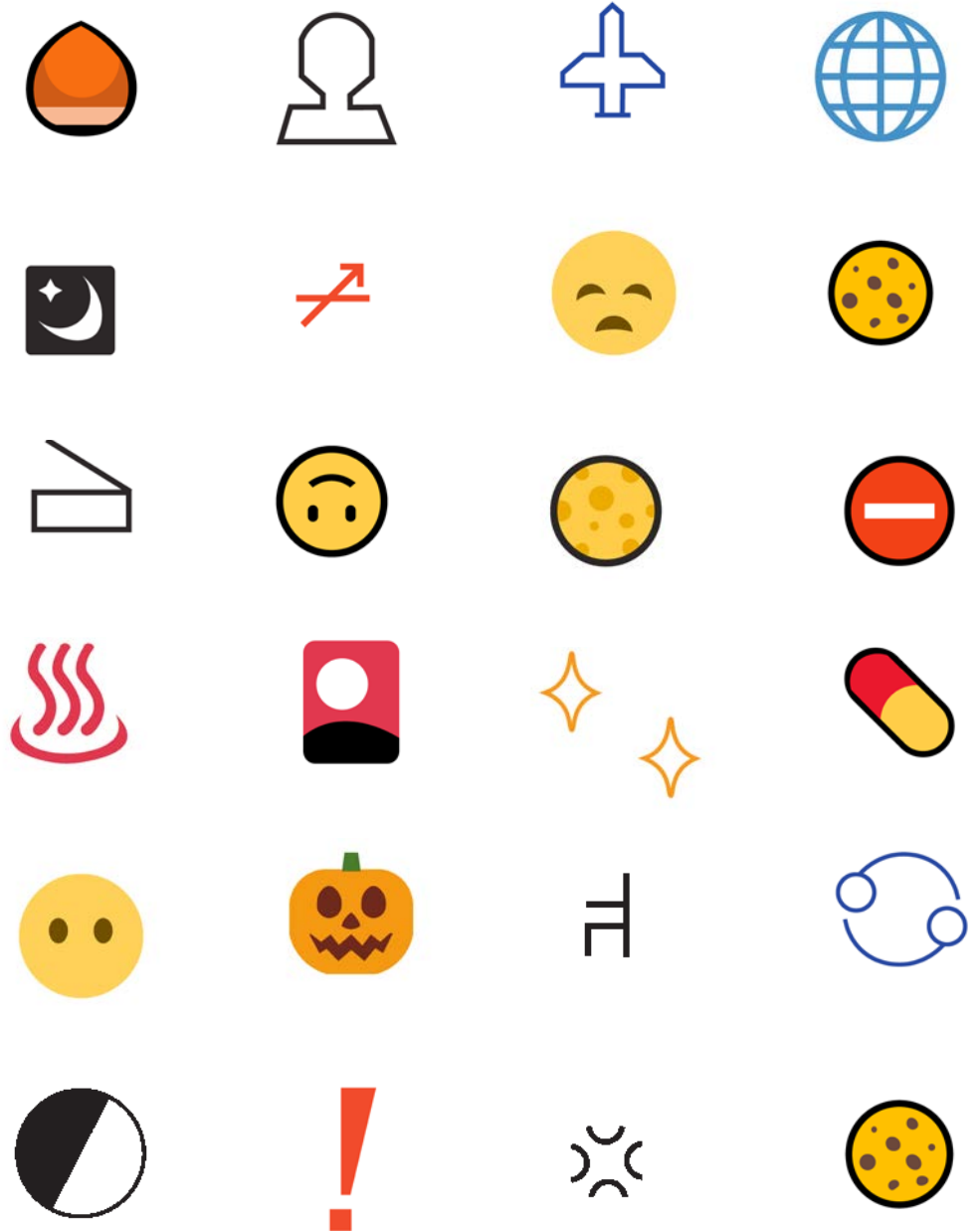


IN ELJ DORM

Recreating Emojis in Ai

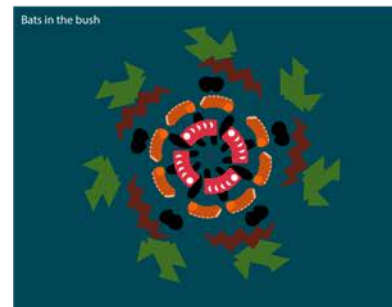
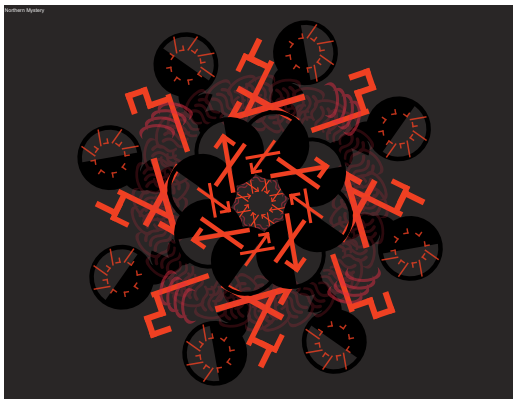
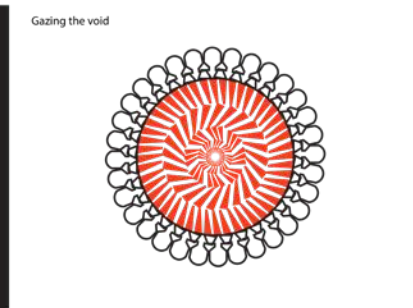
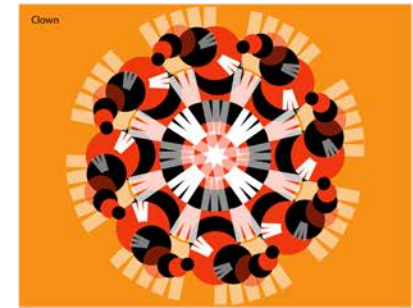
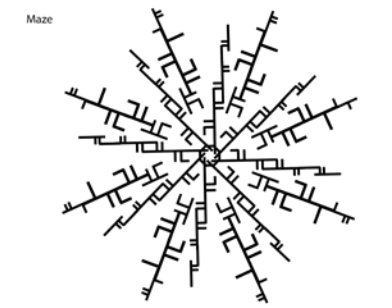
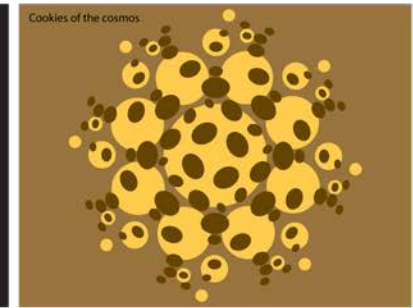
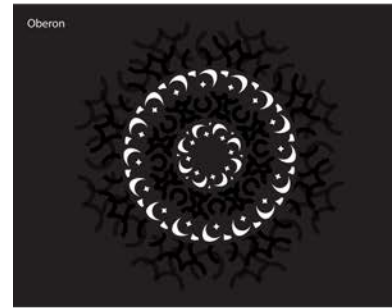
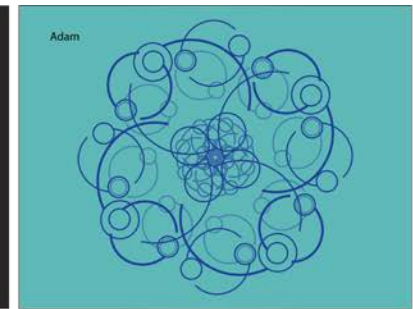
During this step, I selected desired emojis that I'd use for creating my patterns with, 24 emojis in total. And I remade them in Ai, essentially transforming them into vector based objects that are to be used under any resolutions without losing quality.

This collection of emojis is my inventory for creating radial patterns.



Comps

Experimenting with the emojis I have in the inventory, I created 10 rough comps and eventually I picked 3 of them to refine.



Final Version

Inspirations of this work came from the runic language of ancient Norse culture . By manipulating opacity and size, I created a feeling of layers and visual priority to direct the viewers' eyes from center going outward.



PROJECT 3

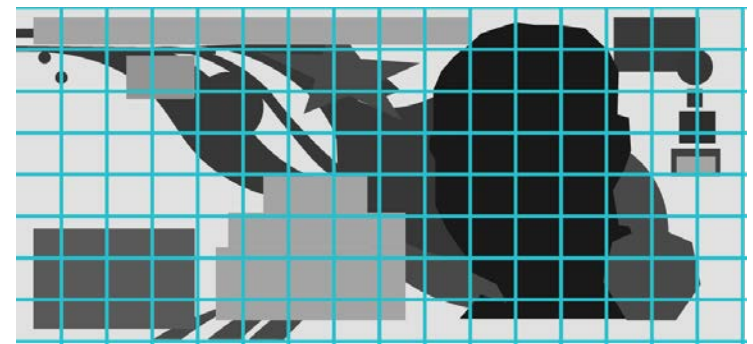
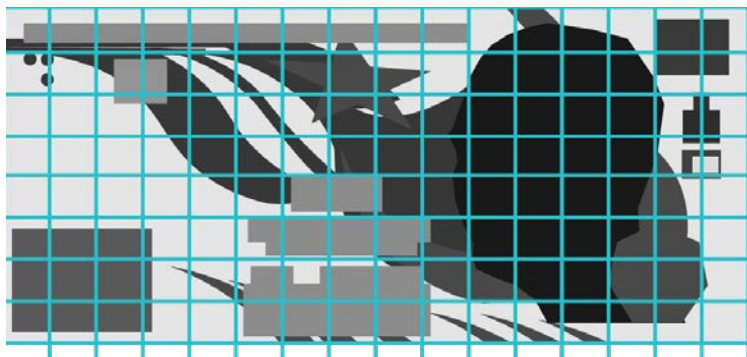
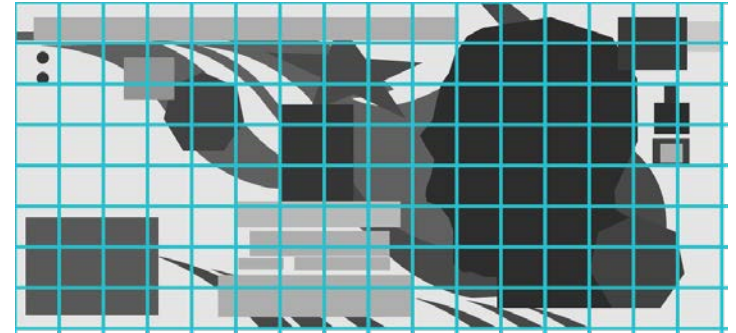
CREATING A CURRENCY

based on Bioshock: Infinite

For this project, we were to create a new currency system based on existing or imaginary settings. The currency has to resemble the social and cultural values of the chosen setting and it should also include key figures of the country. The currency ought to be as as believable as possible.

Research

I researched Turkish Lira and broke it down into grids and basic graphical elements. Each of them follows the same layouts and each of them has slightly different graphical elements and nomination to tell the difference.



The World of Bioshock: Infinite

Columbia:

- A fictional steampunk floating city-state called “Columbia” suspended in the air through a combination of giant blimps, balloons, reactors, propellers, and “quantum levitation” set in the 1900s. A heavily religious city ruled by “Father” Zachary Hale Comstock. A militant pseudo-Christian utopian society that worshiped him as a divine prophetic figure and the Founding Fathers of the United States as religious icons, but actually an hidden dystopia full of racism and elitism. It has its own economy, political bodies, armies and social classes.

Currency:

- The currency is set as the currency of Columbia, featuring the utopia, steampunk, religious and patriotic theme published by the Columbia government.



Cultural values:
Industrialization
Utopia (Wealth)
Religion



Fink Factory



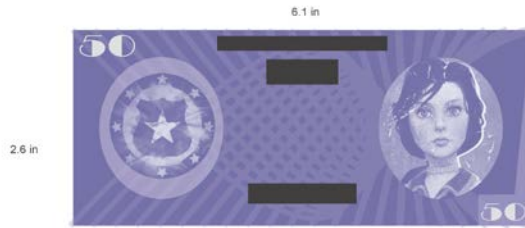
Battleship Bay



The Welcome Center

Comps

For the comps, I mostly on the overall layouts and I tails to the next stage.



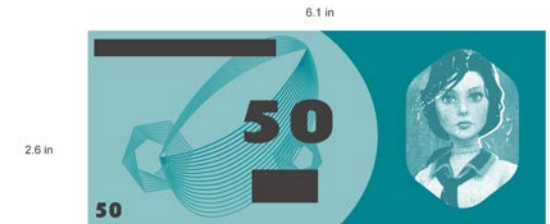
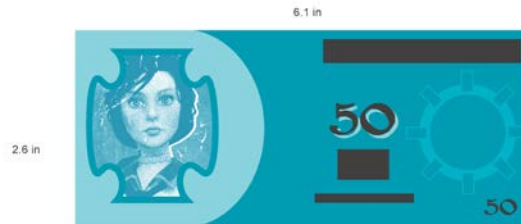
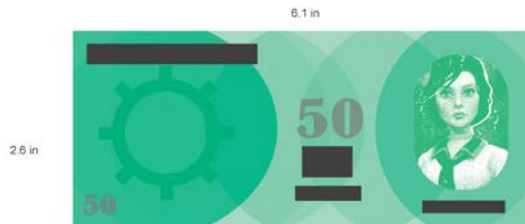
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Typeface: **Baskerville Old Face Regular**



Typeface: **Source Serif Variable semibold**



Typeface: **Bernard MT Condensed regular**

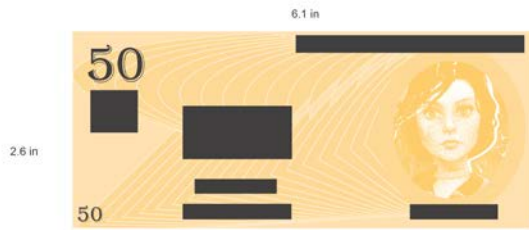


Typeface: **Augusta Regular**



Typeface: **Bauhaus 93 regular**

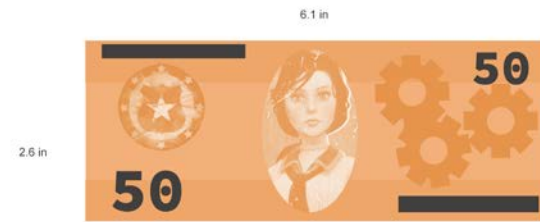




Typeface: ALERIAN REGULAR



Pantone 135c



Typeface: Source Code Variable Black



Pantone 7413c



Typeface: Arial black



Pantone 1655c



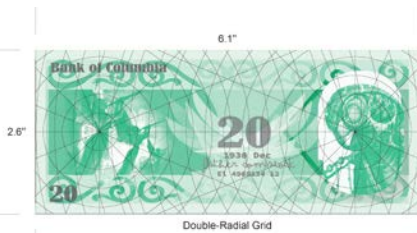
Typeface: Agency FB Regular



Pantone 7666c

Revision

As I picked 6 comps to improve, I enhanced and added a lot of details and graphical elements.



Color Swatch #1: Pantone 3405
 Color Swatch #2: Black
 Typeface #1: **Bernard MT Condensed regular**



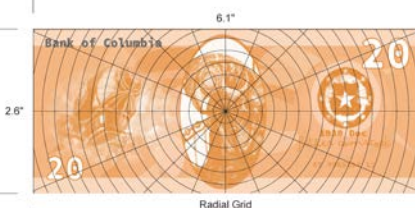
Color Swatch #1: Pantone 7714
 Color Swatch #2: Black
 Typeface #1: **Bouhou 93 regular**



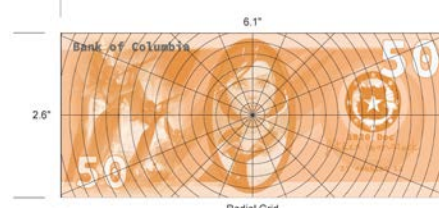
Color Swatch #1: Pantone 7714
 Color Swatch #2: Black
 Typeface #1: **Bouhou 93 regular**



Color Swatch #1: Pantone 3405
 Color Swatch #2: Black
 Typeface #1: **Bernard MT Condensed regular**



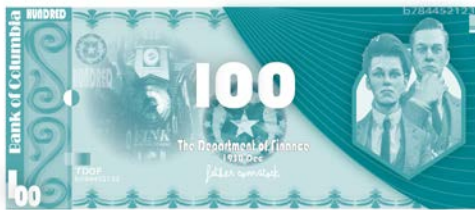
Color Swatch #1: Pantone 7413
 Color Swatch #2: Black
 Typeface #1: **Source Code Variable Black**



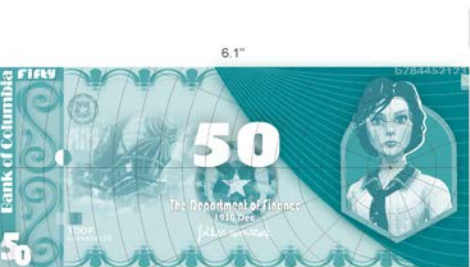
Color Swatch #1: Pantone 7413
 Color Swatch #2: Black
 Typeface #1: **Source Code Variable Black**

Final Version

For the final result, I wish I did the curtain shape differently, it's taking too much space and the whole thing looks not balanced. I am happy with the graphical elements though.



Right-Offset Radial Grid



Right-Offset Radial Grid



Right-Offset Radial Grid

Color Swatch #1: Pantone 7714
 Color Swatch #2: Black
 Typeface #1: **Bauhaus 93 regular**
Ercadway regular
 Myriad Pro regular

Color Swatch #1: Pantone 7714
 Color Swatch #2: Black
 Typeface #1: **Bauhaus 93 regular**
Ercadway regular
 Myriad Pro regular

Color Swatch #1: Pantone 7714
 Color Swatch #2: Black
 Typeface #1: **Bauhaus 93 regular**
Ercadway regular
 Myriad Pro regular

PROJECT 4

PORTRAIT

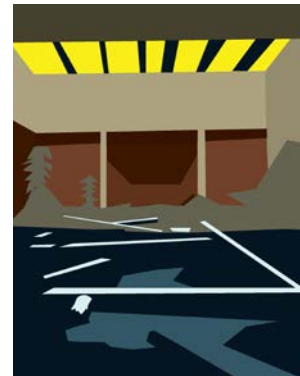
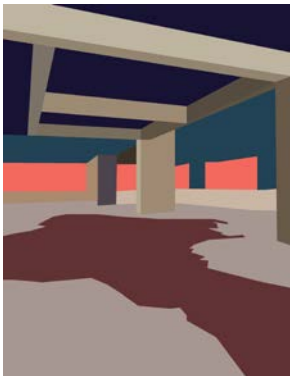
For this project, we were to create a portrait with background and typography using Ai.

Research

For the research part, I collected and scanned images from magazines and photography books to find of what I see fit.



Roughs



JUSTICE
There is very
little _____ for
slain journalists
JUSTICE

I remember
the ~~ill~~ ~~age~~
when it was
full of ~~life~~
not
sand

MAY 1968
DEC 2018

Millennials
come and say,
'This is so cool'
But ^{he said} it is **not**

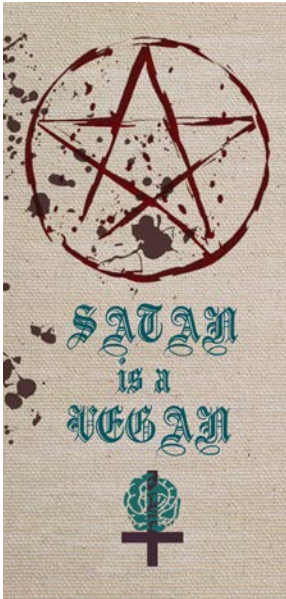
'Stay strong' but
no one says **how**

Final Result

I'm quite happy with how it turned out. I chose the little girl because she fits in with pretty much all my scenes, for the background, I like the contrast it has between the upper the lower part of the image and for the typography, I think it fits best with what I have for the visual elements and it works just fine as well.



Thumbnails



Acknowledgement

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