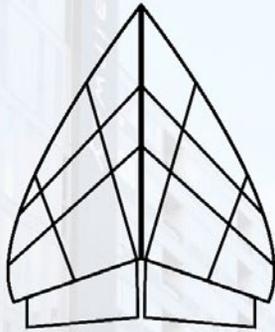




TERENCE YUEN

Graphic Design



COPENHAGEN

The City of Breathtaking Architecture

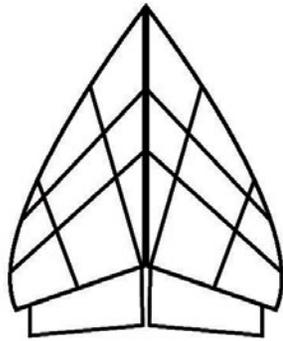
COPENHAGEN

City Branding

Copenhagen is the capital city of Denmark and it is on the coastal island of Zealand and Amager. The design intent is to showcase the city in a modern form, but also increase tourism and awareness of this city. In order to rebrand the city of Copenhagen, a logo along with a set of landmark icons were introduced to identify the various modern architectures that the city has to offer.

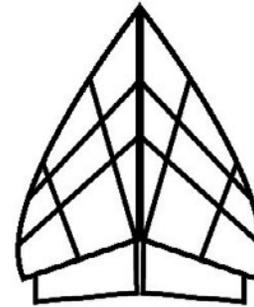
Since Copenhagen is mostly known as a fishing village, the logo design used the Aller House, which is a triangular building with a pointed stern surrounded by water on two sides. By recreating parts of the Aller House, the logo has a shape of the bow of the boat keeping its Nordic tradition, and with a simple clean linear drawing style gives it a modern appearance.

The typeface was chosen because of its straight lines and 90-degree angle which gives it an isometric aspect. The straight zigzag patterns were incorporated as it is used in many Nordic clothing.



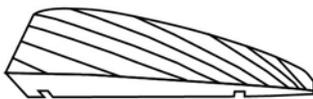
COPENHAGEN

The City of Breathtaking Architecture

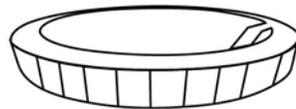


COPENHAGEN

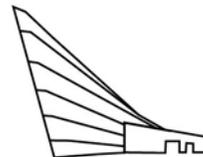
The City of Breathtaking Architecture



National Aquarium



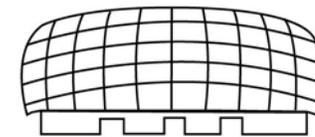
Aarhus Kunstmuseum



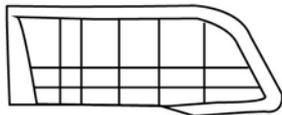
Arken Museum



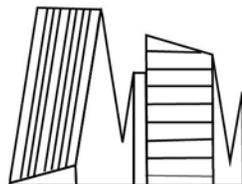
Grundtvig Church



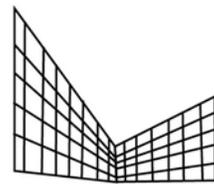
Opera House



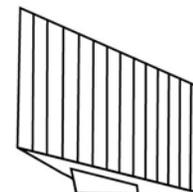
Ordrupgaard Museum



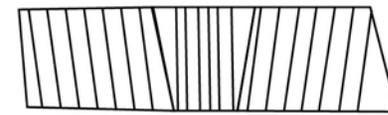
Isbjerget



Aller House



Nykredit Plaza



Royal Library









DÉCOR

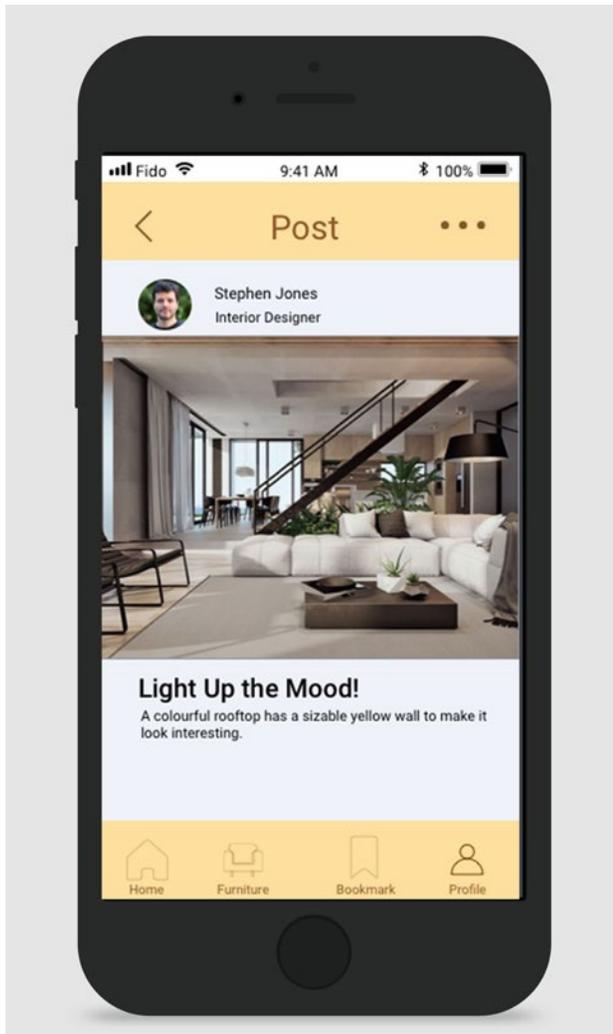
App Design

Décor is an augmented reality app which allows the user to place furniture products in their own home. The app includes a 3D scale model for all kinds of furniture pieces, which enables the user to size, design, and decorate their home as they please.

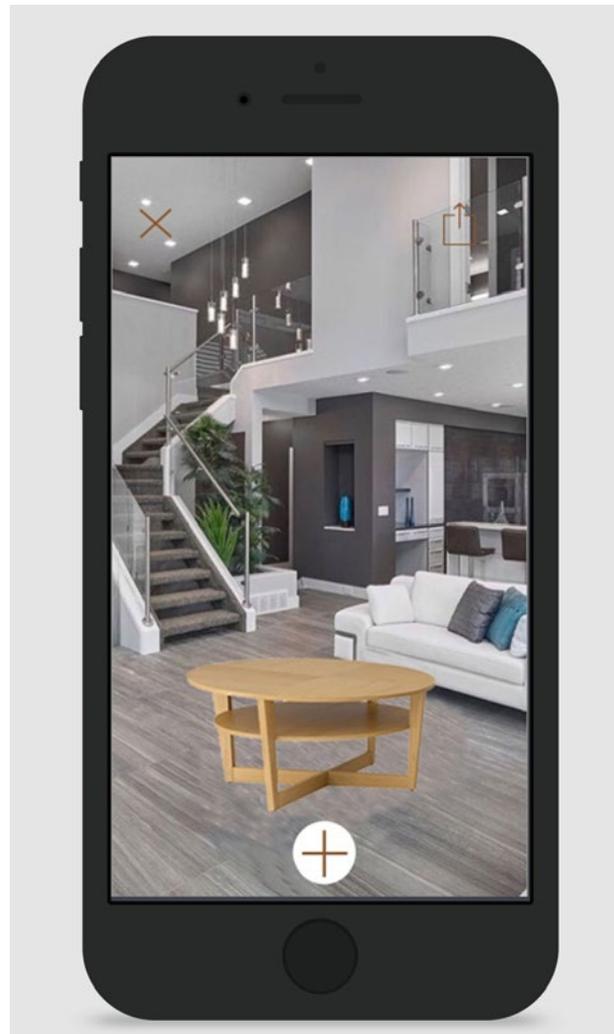
Décor allows the user to view the products listed in the online catalogue and be able to purchase the products available. The user is able to view other people home and be inspired by how they decorate their space.

The overall design of this app used different tones of dark brown and yellow and linear illustrations to give the app a clean and contemporary appearance. The colour brown is an indication that the user can tap on the buttons to navigate to different sections. The intention is to enable the user to easily navigate the app. By having a tab bar the user can switch to different sections like the Home, Furniture, Bookmark and Profile.

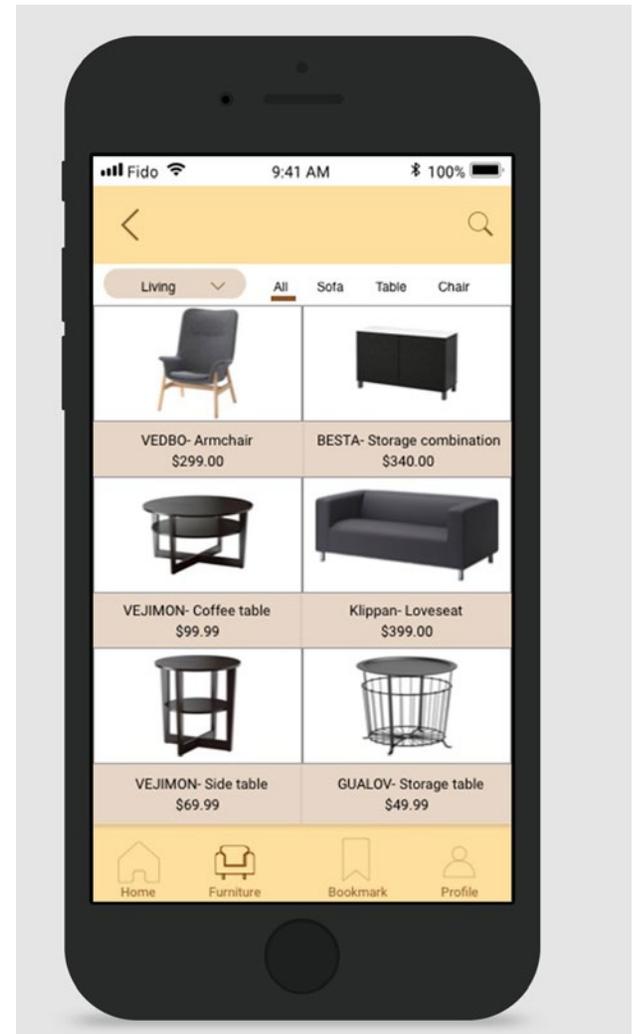
[Check out the prototype here!](#)



Allows users to post their own home designs



Let users add furniture to their room



A description of the products available



DISCOVER THE ITALIAN PENINSULA

Travel Brochure Design

The Discover the Italian Peninsula is a travel brochure designed for a tour company called G-Adventures. This brochure is used to show a plan for a 14 day excursion from Venice to Rome, which is meant to showcase some tour sites and highlight from each day's visit.

To make travelers experience more enjoyable and easy to understand, this tour brochure includes tips, reviews and accommodations. The tagline "Experience the Depths of Italy" refers how tourists can explore and experience the beauty of the old Italian architectures.

To emphasize the Italian historical culture and nature, the use of the Italian flag colours were used with varied tones. The typeface for each city has a decorative font to show the elegance of that country. Different icons on the map were designed to indicate the popular attractions that tourists can visit. A checklist help travelers know what items to bring before going on their trip.

LIVE THE ADVENTURE

Experience two inspirational weeks in Italy, connecting with some of the greatest cultural highlights in the world. Get in touch with the ancient past alongside an archaeologist among the ash-preserved ruins of Pompeii, marvel at Renaissance treasures in iconic Venice and enchanting Florence, and stop and smell the lemons in the quaint cliff-side villages of the Amalfi Coast. Introduce yourself to the Italian lifestyle and it'll remain with you always

IS THIS TRIP FOR ME?

Travel Style: National Geographic Journeys
Greater exploration, insider access, and the freedom to roam – all without sacrificing comfort.

Service Level: Upgraded
Quality accommodations and more inclusions than on other G Adventures tours, like meals, private transport, and activities.

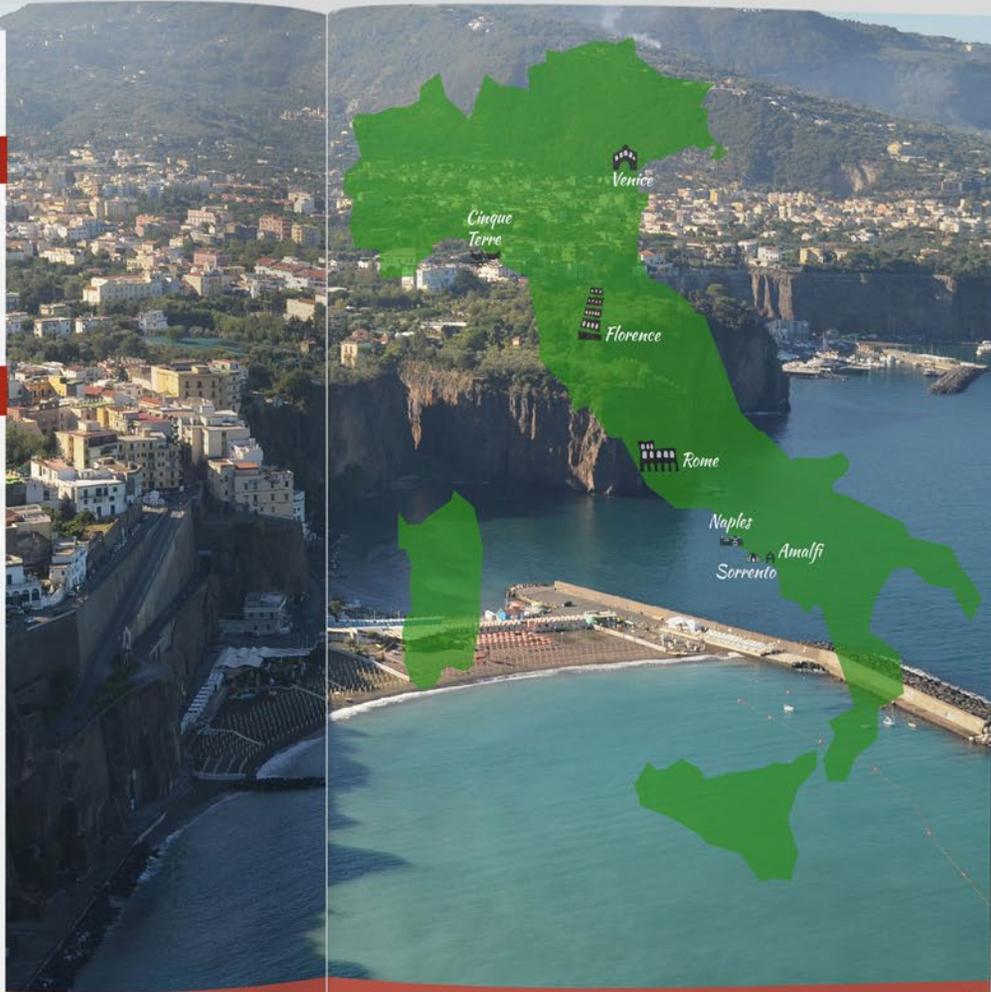
Physical Rating: 3–Average
Some tours may include light hiking, biking, rafting, or kayaking in addition to walking.

Trip Type: Small Group
Small group experience; Max 16, Avg 10.

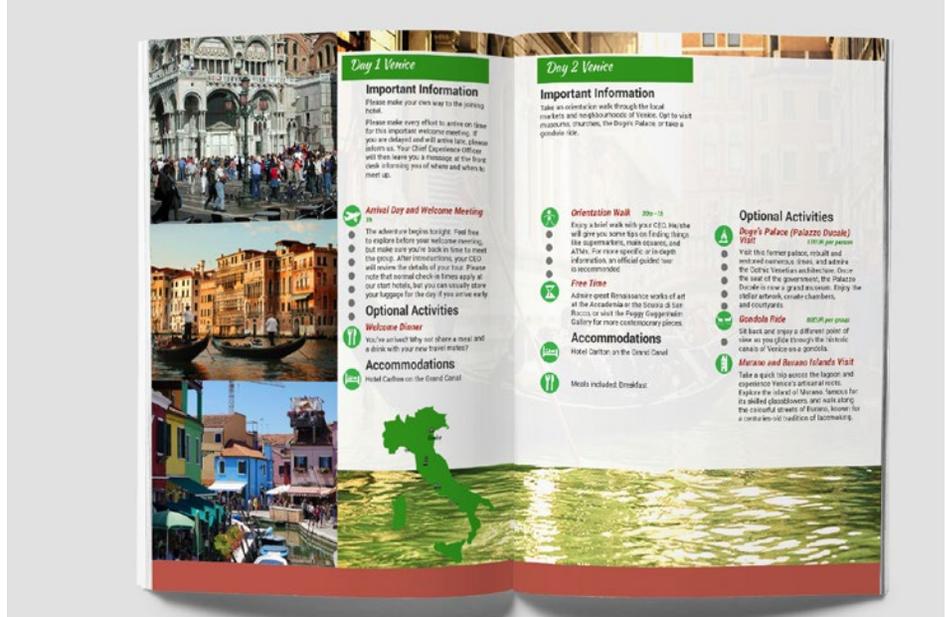
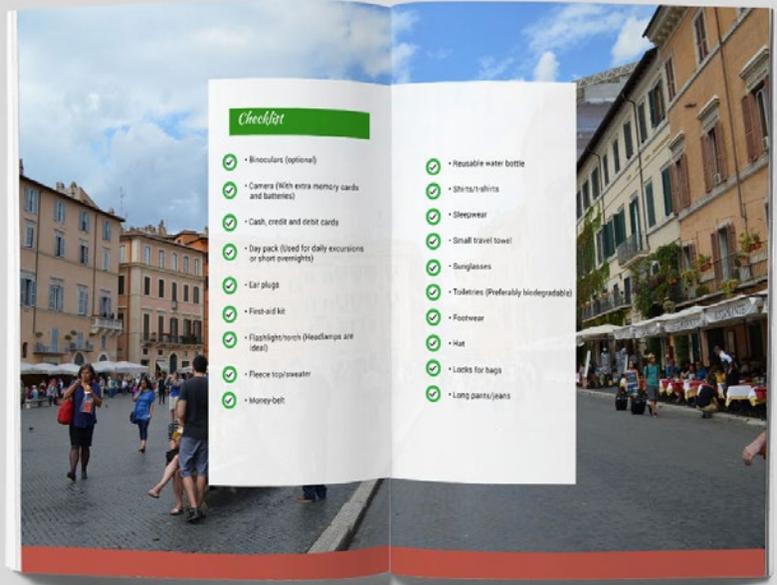
Age Requirement: 12+
All travelers under age 18 must be accompanied by an adult.

\$3909 CAD
14 days

2



3





ASYLUM

SERIES

3 Novels By Madeleine Roux

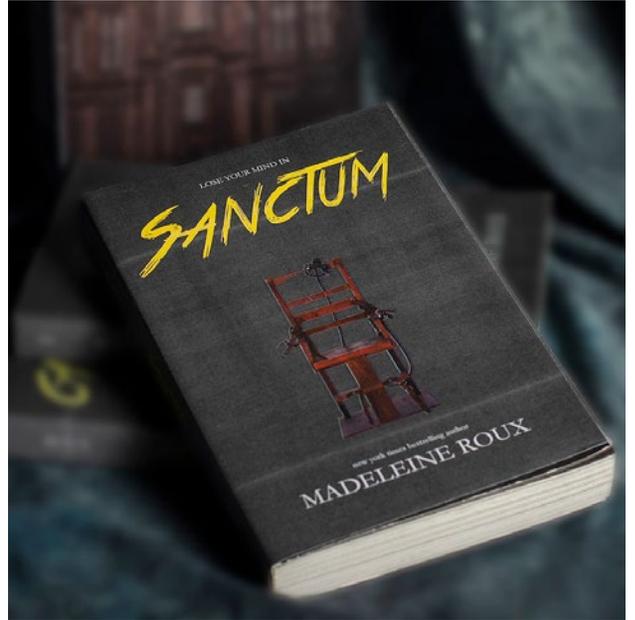
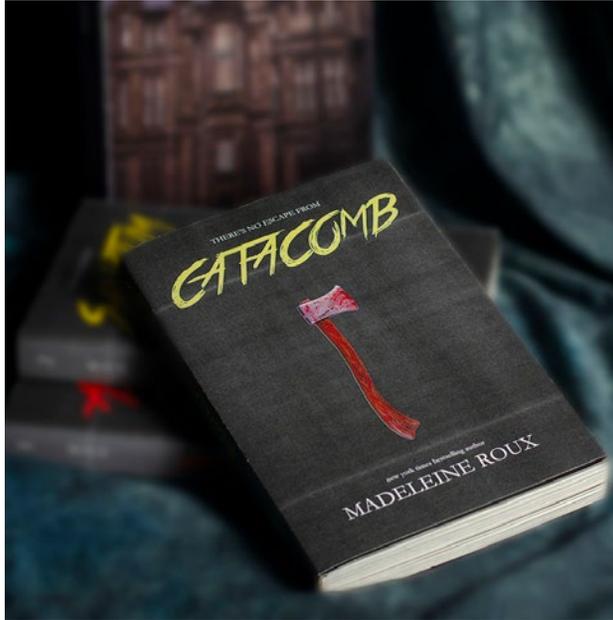
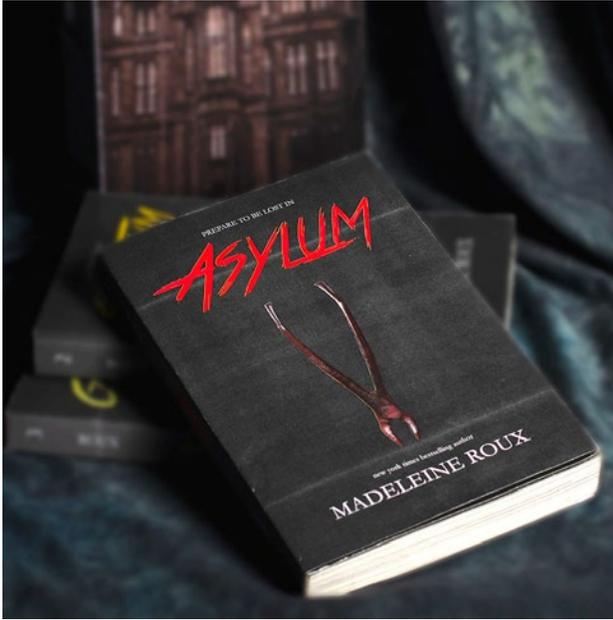
THE ASYLUM

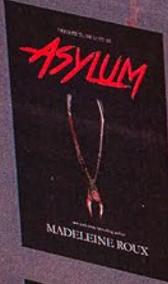
Book Cover Design

The Asylum is a series of horror books by Madeleine Roux, which feature written story accompanied by photographs that the characters uncover during the course of the story. For this project, it was required to redesign the cover of the books, and to make an outer container to keep the series of the books together.

The cover for each book uses elements that were depicted from the series. The smoky illustrations were employed to give the design a sense of fear and chaos. The overall design of the book is black and white portraying dramatic visuals, which is very common in horror scenes. The typeface is kept simple and clean to maintain the nature of the original book covers.

By choosing a monochromatic colours and simple lined illustrations creates a clean and refreshing look to these book covers. Each of the books has its own set of colours as well as its own illustrations. With the illustrations and elements, different pattern elements were created for the inside page of each book.





ASYLUM

For sixteen-year-old Dan Crawford, New Hampshire College Prep is more than a summer program—it's a lifeline. An outcast at his high school, Dan is excited to finally make some friends in his last summer before college. But when he arrives at the program, Dan learns that his dorm for the summer is not a college dorm, but a sanatorium, more commonly known as an asylum. And not just any asylum—a last resort for the criminally insane.



SANCTUM

Dan, Abby, and Jordan remain traumatized by the summer they shared in the Brookline asylum. Much as they'd love to move on, many questions remain, and someone is determined to keep the terror alive, sending the teens photos of an old-timey carnival, with no note and no name. Forsaking their plan never to go back, the teens return to New Hampshire college under the guise of a weekend for prospective students, and there they realize that the carnival from the photos is not only real, it's here on campus, apparently for the first time in many years.



GATACOMB

Senior year is finally over. After all they've been through, Dan, Abby, and Jordan are excited to take one last road trip together, and they're just not going to think about what will happen when the summer ends. But on their way to visit Jordan's uncle in New Orleans, the three friends notice that they're being followed . . . and photographed. Then Dan starts receiving messages from someone he didn't expect to hear from again—someone who died last Halloween.

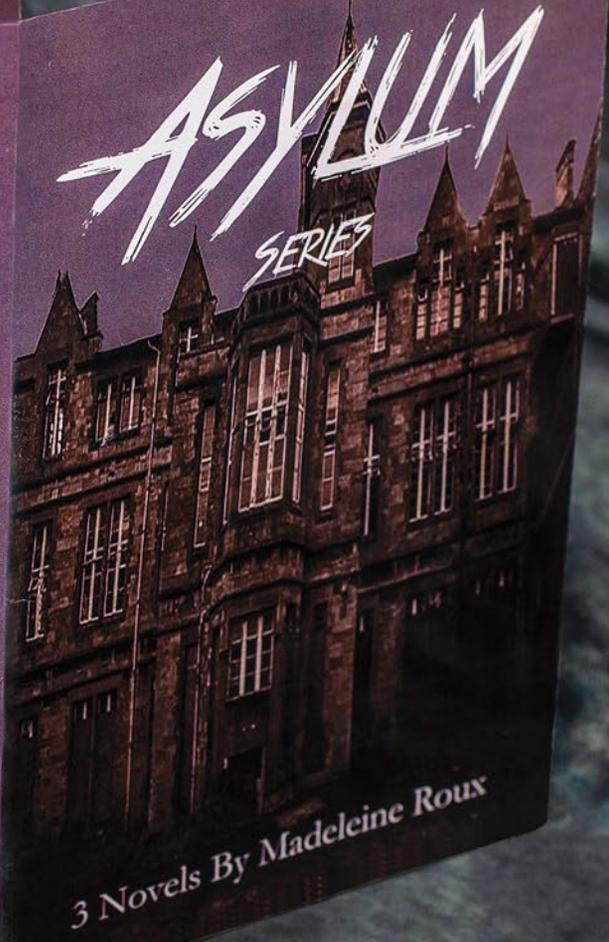
MADELEINE ROUX



MADELEINE ROUX is the New York Times bestselling author of *Asylum*, which has sold into nine countries around the world, and which Publishers Weekly called "a strong YA debut." *Sanctum* is the second installment in the series about Dan, Abby, and Jordan. Madeleine is also the author of *Alison Hewitt Is Trapped* and *Sadie Walker Is Stranded*. A graduate of the Beloit College MFA program, Madeleine now lives in Southern California.

You can visit Madeleine online at www.madeleine-roux.com

ASYLUM SERIES



3 Novels By Madeleine Roux



RECHARGE

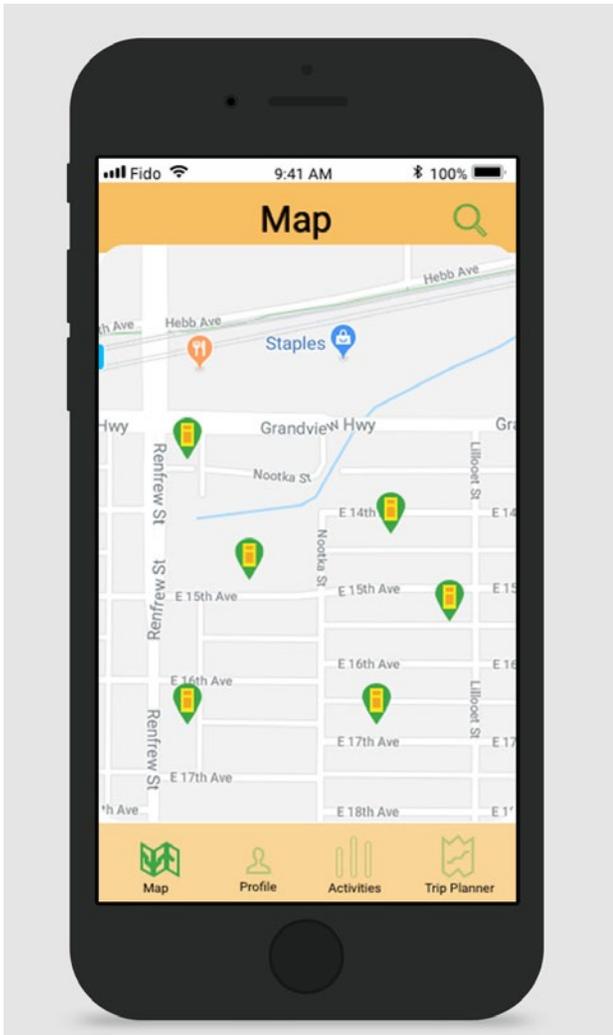
App Design

Recharge is an app designed to help users find nearby electric charging hubs for their electric vehicle, as well as the direction on how to get to that destination. The app allows the user to reserve the electric charging hub. While the electric vehicle is charging the screen will display the duration of the charge.

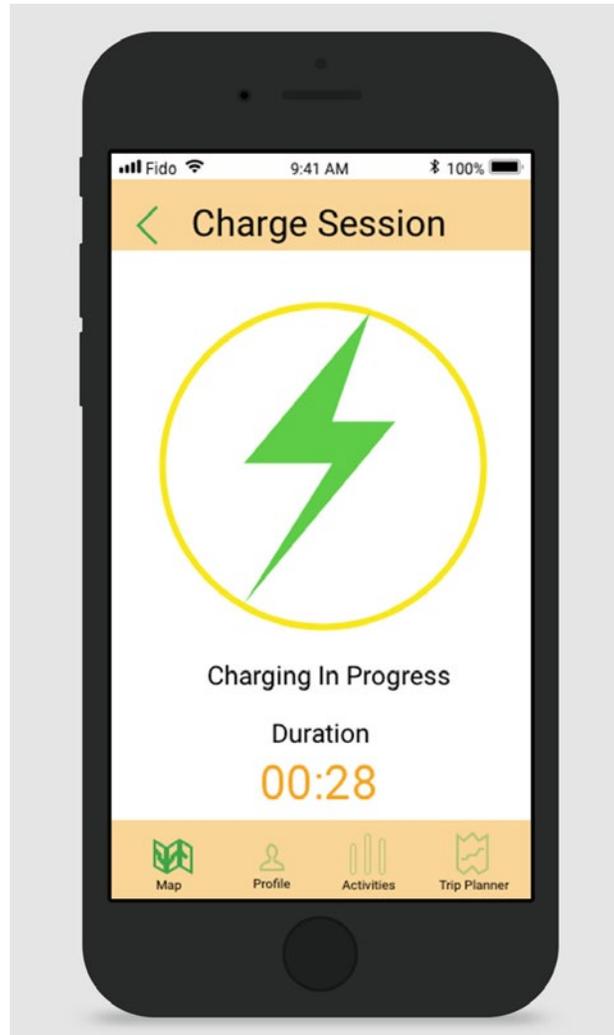
The intention behind this app design is to make the features accessible and easy to navigate. With the tab bar, users have the ability to switch between different sections like the Map, Profile, Activities and Trip Planner. Each section has its own set of buttons, and if the user decided to move on from a section, the user can tap on the tab bar.

The overall design used different tones of orange and green to give the impression of sustainability. The primary colour green indicates that the user can tap on the buttons to navigate to different sections.

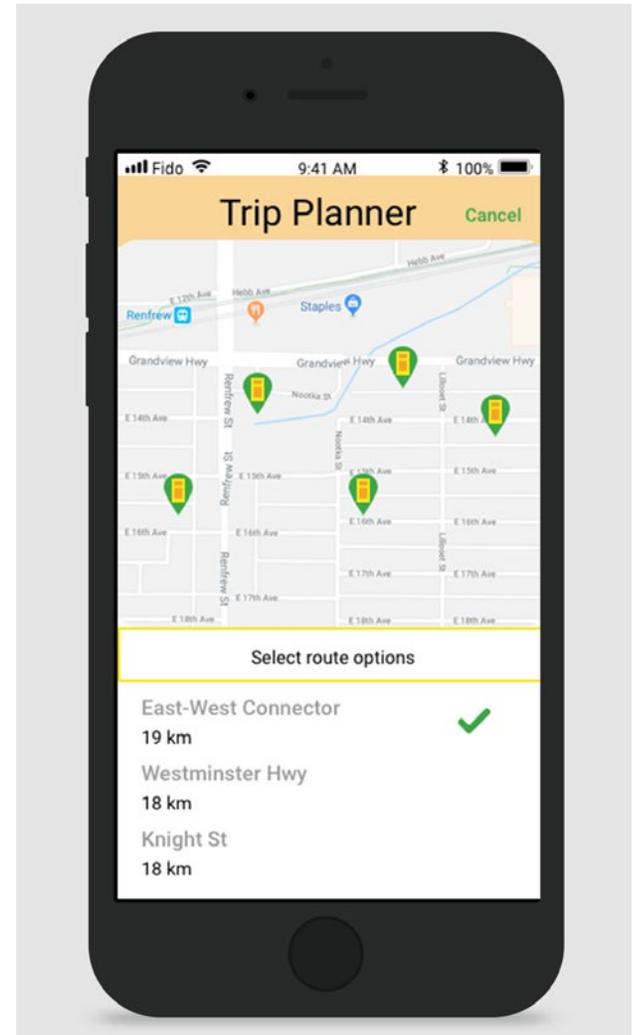
[Check out the prototype here!](#)



Different places for users to charge their vehicle



Duration of how long the vehicle is charging



Directions on how to get to the destination



Antoinette Pastry

Let Us Eat Cake



ANTOINETTE PASTRY

Branding and Packaging Design

Antoinette Pastry is an authentic French pastry store located on Main Street, Vancouver, which makes it available within walking distance from all the busy restaurants and shops. What makes Antoinette Pastry so special is that beyond just showcasing traditional French pastries, it inspires customers to have the feeling of going back to the French Revolution era, and having the pleasure of tasting pastries from the royal court of France.

The store name is in honor of Marie Antoinette, the queen of France during the French Revolution era. The intended demographic who would come to this pastry store are young adults who indulge in authentic desserts.

The concept of this logo is to promote an elegant look to the store. The outside shape of the logo is a French mirror with a filigree decoration stylized after French palaces. On the inside of the mirror is a whisk and a rolling pin, as these are the tools that pastry chefs use. The line drawing of the logo is done in a thin curving technique to visualize the intended elegance of the store.







Mille-feuille

The mille-feuille also known as the Napoleon, is a French pastry whose exact origin is unknown. Its modern form was influenced by improvements made by Marie-Antoine Careme. Traditionally, a mille-feuille is made up of three layers of puff pastry alternating with two layers of pastry cream, but sometimes whipped cream or jam are substituted. The top pastry layer is dusted with confectioner's sugar and sometimes cocoa, pastry crumbs or pulverized seeds.

History of Eclairs

All the elements of the recipe are present in numerous cookbooks since, at least, the 16th century but the exact origin of the mille-feuille is unknown. The earliest mention of the name mille-feuille itself appears in 1733 in an English language cookbook written by French chef Vincent La Chapelle.

Fun Facts

Mille means 1000, and feuille means sheets, so the name describes the layering of the various parts. 1000 isn't even an exaggeration, because counting all the puff pastry layers, some versions today can have up to 2048 layers!

Galette

...ce-form crusty savory filling. Of f Epiphany. In cookies.

...irs
...phany on 6
...eries sell galette
...e king), flat
...ld paper crowns.
...small object,
...one piece will
...ce contains the
...and gets to
...s with various



FLUME

PREMIUM
SHOE POLISH

FLUME

Branding and Packaging Design

Flume is a shoe cleaning kit that showcases the passion of maintaining the cleanliness of people's dress shoes. Flume started off with an approach to incorporate a luxurious design, package and brand to market towards working class professionals. The logo has a shield to represent protection as this brand is meant to protect people's dress shoes from getting dirty, scratched, or worn out. Also included in the logo is a dress shoe and a brush for consumers to easily identify what the product is.

Each cleaning product has a stylized Art Deco line pattern, which symbolizes classic wealth and elegance. In keeping with the dignity of the brand the typeface used is reminiscent of the era. Monochromatic colours are used to further reinforce the elegance of the design by ensuring visual simplicity.







PEAKY BLINDERS

TV Series Title Sequence

Peaky Blinders is a British TV crime drama set in 1920's Birmingham, England in the aftermath of World War I. The story center on the Peaky Blinders gang and their ambitious and highly cunning boss Tommy Shelby. The gang comes to the attention of Chief Inspector Major Chester Campbell, a detective in the Royal Irish Constabulary sent over by Winston Churchill from Belfast, where he had been sent to clean up the city of the Irish Republican Army, communists, gangs and criminals.

The TV series was in need of an opening title sequence, which the challenge was to create an opening that would highlight some of the scenes of the main characters from this show. To makes this happen it was decided to use parallax with the characters zooming in and the background zooming out. In some clips an orange flare or a fire spark will appear to give a sense of thrill. The typography has a grungy sans-serif to keep the visuals in line with the suspense nature of the show.

[Check out the video here!](#)



PEAKY
BLINDERS





Cinematography
Laurie Rose