

Fengyu Yan



EXPEDITION

Beverage project



This energy drinks project use adventure as the theme. Exploration is always full of energy. The logo is a hand-held telescope, which is a necessity for any exploration in the era of great navigation. For the packaging of the drink, Stories behind the package from different explorers. The product on display is a tea, which tells the story of Marco Polo's journey from Italy across Eurasia to China. Tea, as a kind of beverage spread from China to the west, is a very good witness of cultural exchanges between the East and the West. The first illustration chose Marco Polo as the protagonist, behind him is the architecture of Venice and in front of him is Chinese architecture.





Snow Sailor

Ice cream package project



Hot summer always reminds people of beaches and ice cream. So Package was used sailor suit as the theme of this ice cream package. By observing this fashionable style which was popular at the beginning of last century, The illustration style looks like contemporary fashion industry and made the following three legged packaging. Three different colors represent different tastes. Blue white corresponds to vanilla flavor, dark blue corresponds to blueberry flavor, and brown corresponds to chocolate flavor.



Nutrition Facts	
Serving size	2/3 cup (85g)
Amount per serving	
Calories	190
% Daily Value*	
Total Fat 12g	15%
Saturated Fat 8g	40%
Trans Fat 0g	
Cholesterol 40mg	13%
Sodium 65mg	3%
Total Carbohydrate 18g	7%
Dietary Fiber 0g	0%
Total Sugars 18g	
Includes 12g Added Sugars	24%
Protein 3g	
Vitamin D 1mcg	6%
Calcium 112mg	8%
Iron 0mg	0%
Potassium 178mg	4%
<small>*Percent Daily Values are based on a diet of other people's secrets.</small>	





Science series

Book cover project

This is a series of books about great scientists. The series of books is for children, there for, visual simple, single-color grid composed of illustrations making them look more fairy tales. The front cover is about the Highlights of these scientists. The picture tells the story of Galileo observing astronomy on the leaning tower. The font used for those books are sans serif, which is more convenient for children about 7-12 to read.

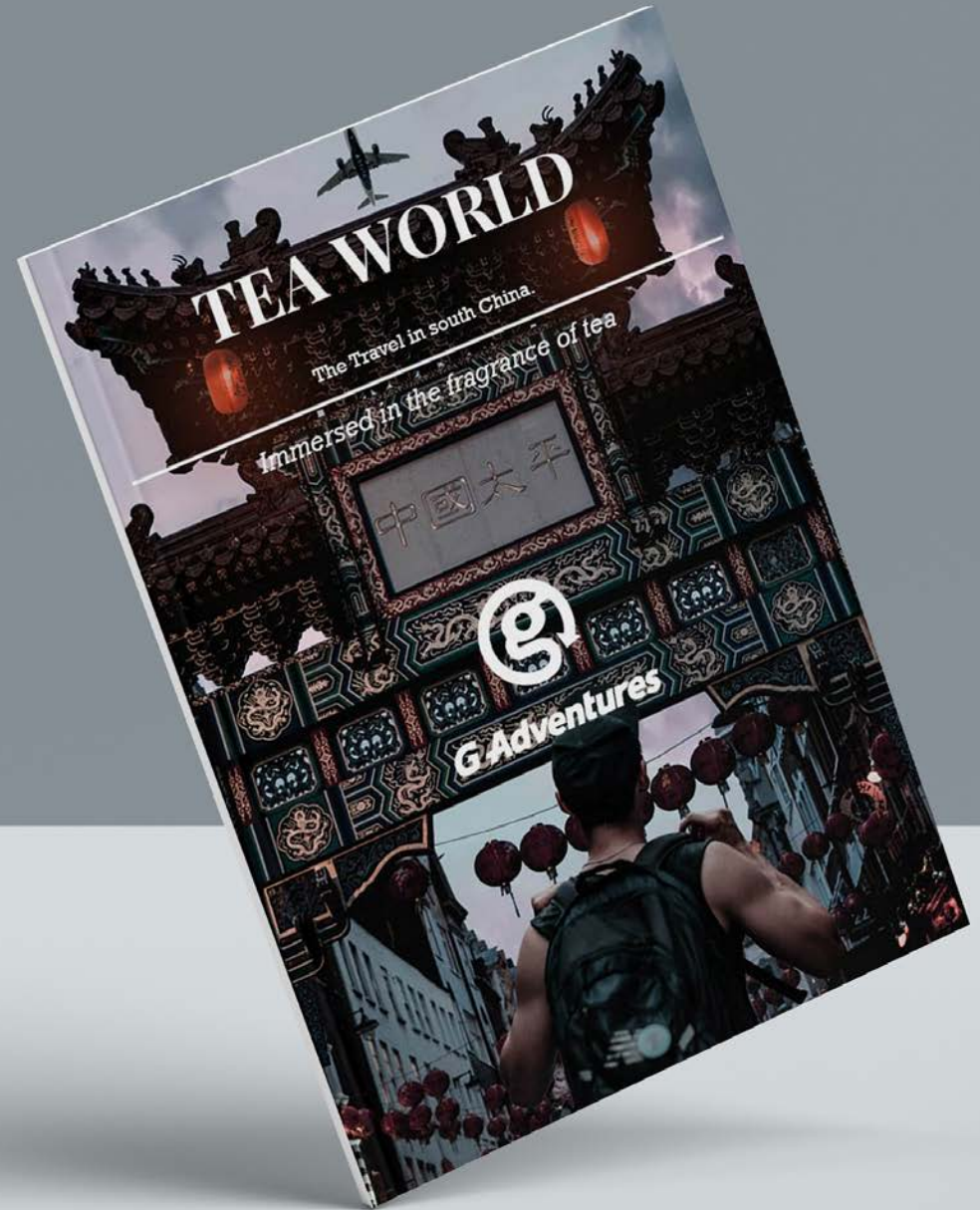




TEA WORLD

Travel magazine project

Tea world is a travel magazine to explore the tea culture of different countries. This specific issue is to talk about the tourist attractions in Yunnan, China. The object is young people from western countries. The font of the magazine is as simple as possible to meet the needs of this group, and the photos are all from the perspective of young people. The photos used in the magazine are all young lifestyles, and the passionate journey is more attractive to young people.





Overview

Now's the time to explore China on your terms with this tour that's affordable for young travelers. It's in the spaces between Shanghai and Hong Kong that you get a real feel for China. On this nine-day trip, you'll get to stay in famous Hakka roundhouses and get a genuine sense of rural Chinese culture. There will also be time to take the perfect hike in the beautiful Wuyishan area and hit up a few of the major cities as well. China can be difficult to navigate on your own, so let us take the planning off your shoulders and leave you free (with plenty of free time) to enjoy the ride.

Is this tour for me?

Travel Style: 18-to-Thirtysomethings
Fast, fresh, and fun adventures you've just shared with newfound friends!
young, budget-minded travelers.

Service Level: Basic

Simple and clean hotels and hostels; affordable public and private transport; lots of optional 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 18, avg 14.
Age requirement: 18-39
Visa requirements
Countries visited during this trip have special visa requirements applicable to many nationalities.

Accommodations

Hotels (3 nts), Hotel (standard twin/single) (1 nt), guest house (standard twin/single) (2 nts).

Meals

No meals included
Allow USD225-295 for meals not included.

Transportation

Train, local bus, walking.

Staff & experts

English-speaking Chinese CEO (Chief Experience Officer) throughout.

What's Included

- Your Welcome Moment: Meet Your CEO and Group
- Your First Night Out Moment: Connect With New Friends
- Your Local Living Out Moment: Hakka Tulou, Hongkeng Village
- Your Big Night Out Moment: Zhongshan Road, Xiamen
- Wuyishan entrance ticket, including hiking
- Orientation walks in Shanghai and Xiamen
- Tour of a traditional tulou
- All transport between destinations and to/from included activities

Content

Day1 Shanghai

Arrive at any time and welcome to the coastal metropolis of Shanghai, China's largest city. After getting to know your fellow travelers over dinner, venture with your CEO to the famous Bund - a bustling promenade along the Huangpu River. The neon architectural haven provides the perfect backdrop for your first cocktail or tea to cheers to new adventures!
Exclusive Inclusions: Your Welcome Moment: Meet Your CEO and Group | Your First Night Out Moment: Connect With New Friends

Day2 Shanghai/Wuyishan

Spend the morning and early afternoon getting to know more of Shanghai. Visit the Bund for a daytime perspective of the many historical buildings and city view. Wander through picturesque Old Town or visit the lush scenery of People's Park. Later, board a bullet train to Wuyishan in the Fujian province.

Day3 Wuyishan

Wake up and take in the breathtaking serenity of the UNESCO Wuyishan Biosphere Reserve. Hike up towering peaks into the clouds for an encompassing valley view through the fog and mist, then climb down into the valley for an incredible view upward. After, opt for a bamboo raft ride down the Nine Bend Stream.

Day4 Wuyishan/Xiamen

Catch a bullet train to the coastal colonial city of Xiamen. Embark on an orientation walk through the modern architecture, then opt to take a ferry to Gulangyu Island, a pedestrian-only UNESCO World Heritage Site. Climb Sunlight Rock for a 360-degree view or relax in Shushuang Garden.

Day5 Xiamen/Hongkeng Village

Jump on a local bus - always an adventure in itself - and enjoy the ride to Hongkeng Village, a UNESCO World Heritage Site in Yongding County. Take in the mountainous views and stroll down to Hengchuan Creek. Spend the night in an authentic Hakka tulou, a massive, multi-story fortified roundhouse built for communal living. This will definitely be an experience you'll never forget.
Exclusive Inclusions: Your Local Living Moment Hakka Tulou

Day6 Hongkeng Village

Discover Hongkeng on a village walk, then experience rural day-to-day life by immersing yourself in the community. Learn of this unique regions history and traditional Chinese culture by mingling with the Hakka people.

Day7 Hongkeng Village/Xiamen

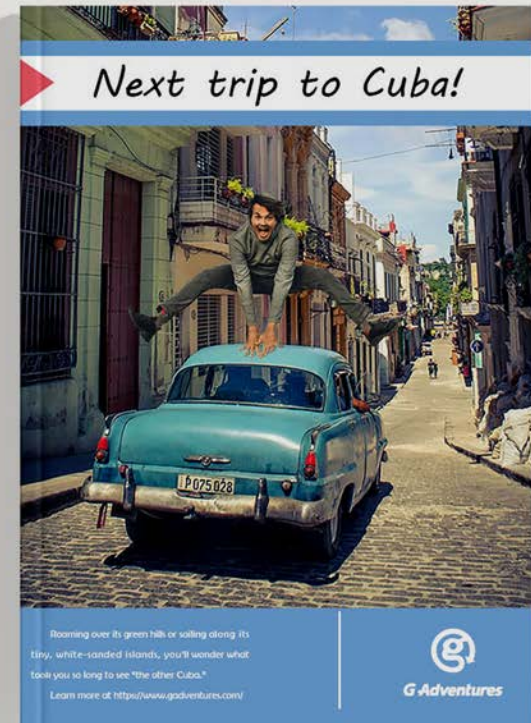
Say farewell to the beautiful Hongkeng Village, catch the bus back to Xiamen, and get ready for your big night out. Venture to Zhongshan Road, indulge in local delicacies, and immerse yourself in the lively nightlife. Grab a drink on our tab and cheers to the life-changing adventure you've just shared with newfound friends!
Exclusive Inclusions: Your Big Night Out Moment Zhongshan Road

Day8 Xiamen/Hong Kong

Hop on a bullet train and cross the border into famous Hong Kong. Spend the evening exploring this bustling and towering metropolis on the sea. Stroll along Pearl River and capture the neon city at night.

Day9 Hong Kong

Today is departure day, but don't fret! There is no such thing as goodbye, only next time. Share laughs and exchange social media with your newfound friends before heading on your way. Depart on time.



Wild roar

Men skin care project



As a male skin care product, on the one hand, the concept of wild roar is close to nature, on the other hand, concept can show the charm of men. The package chose several different kinds of dynamic force as the theme. Sharks with smooth body milk skin are body milk, with the background of swimming in the sea. Bear is the representative animal of muscle spray. They have developed muscles from shoulder to waist. In the process of promoting products, these wild animals can make men feel like they are back in the wilderness and young again. low saturation, which is also the favorite color for local architecture.

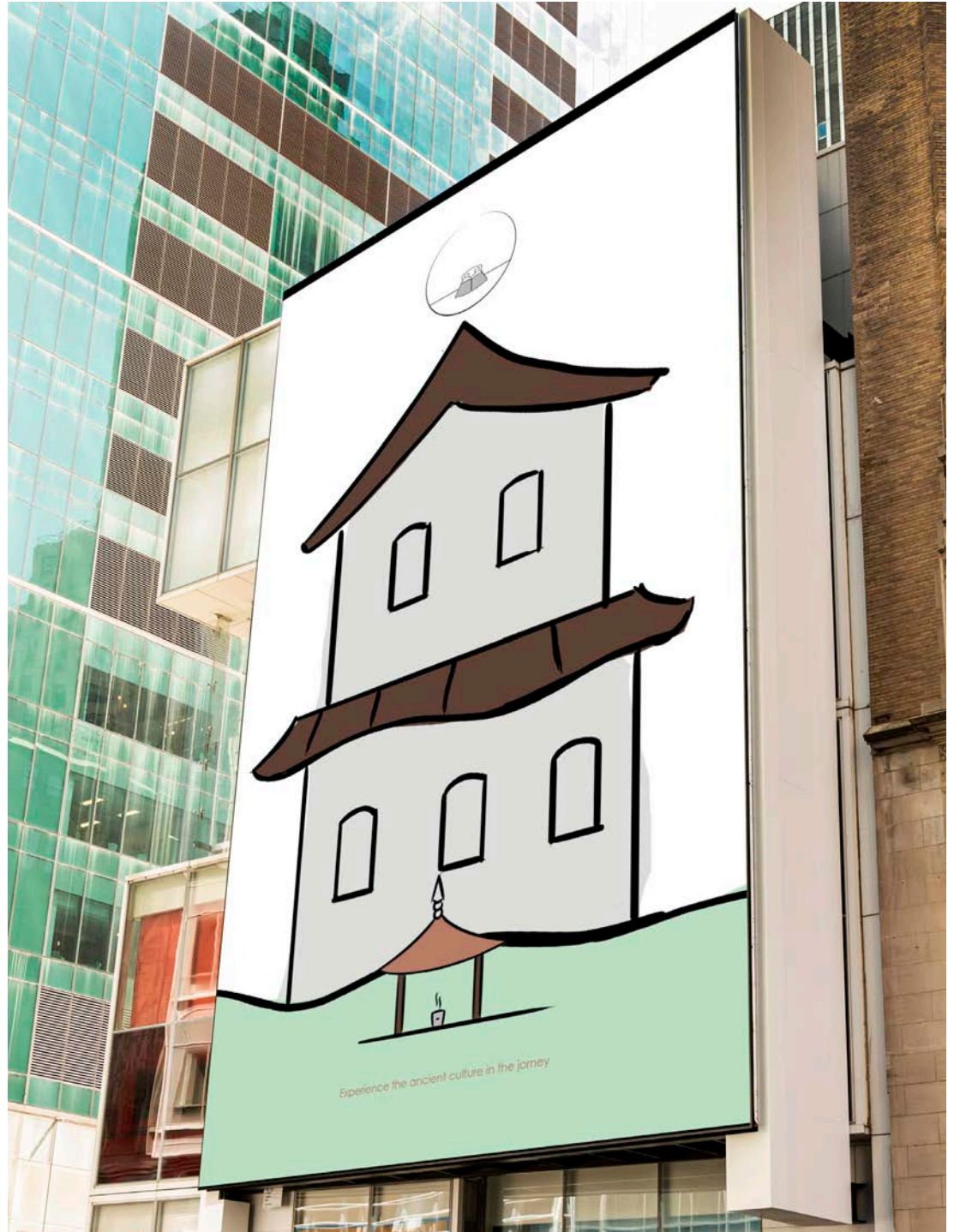




LIJIANG CITY BRAND

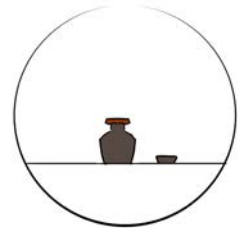
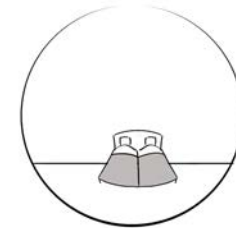
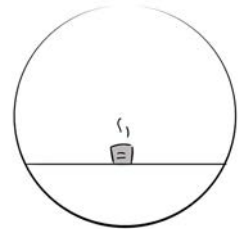
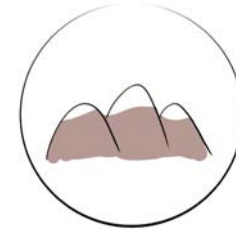
City brand project

Li Jiang is a beautiful city, located in the southwest of China, with roads leading to Tibet and Myanmar. Since ancient times, it has been a hub for China to export tea to Central Asia and Europe. In the design of relevant city brands, the elements of tea are highlighted. Logos I use a teacup in Chinese architecture, and create four different styles in spring, summer, autumn and winter. Icon uses simple patterns to express different scenic spots. The display board uses some local characteristic scenic spots as its content. It is used a low saturation, which is also the favorite color for local architecture.





Icon:



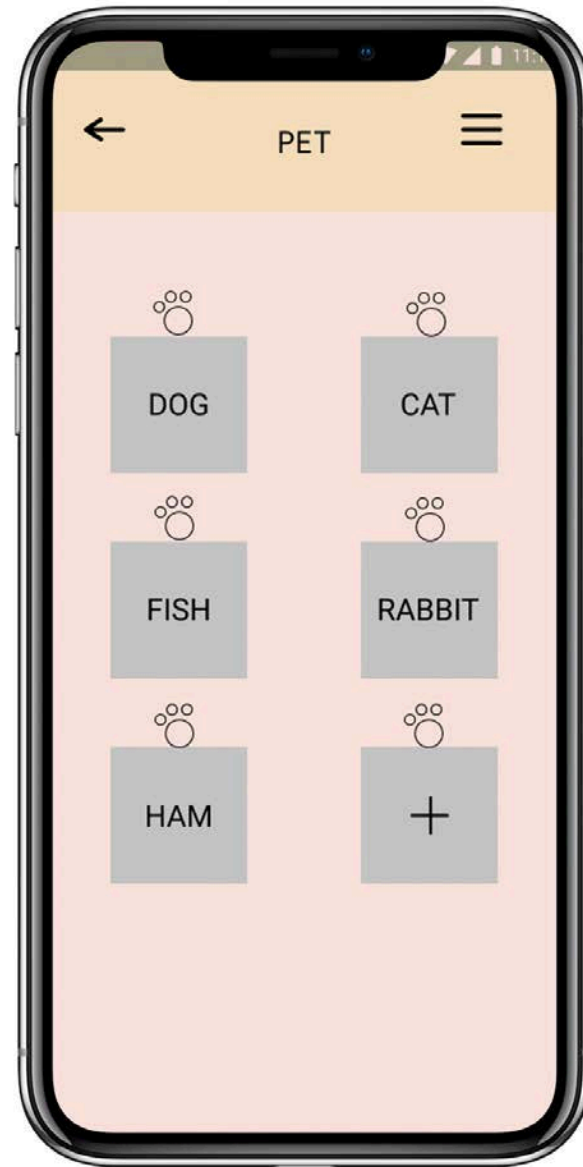
Logo variation:

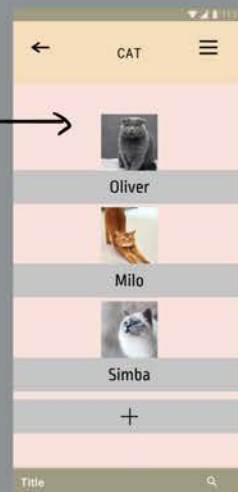
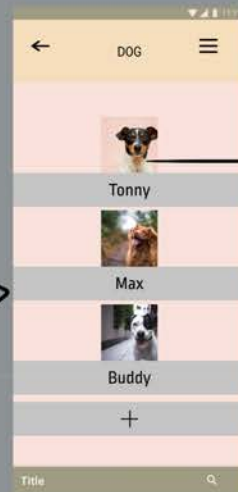
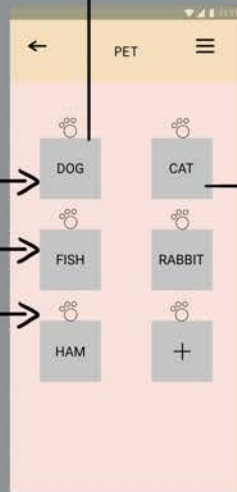


PET HUT UI DESIGN

UI design project

As a pet management app, pet hut can manage various indicators of different pets. The shape of logo is a cat's tree house. Icon is designed with simple pet elements and the colors it used is in high gray scale. As a pet manager, you can use the software more intuitively.





PISCES POT

food delivery project



Pisces Pot
-Chinese fast food-

Pisces is a Chinese restaurant specializing in takeaway. The most distinctive dish here is grilled fish. The logo uses low-saturation colors and a border with Chinese style. The font uses a sans serif font to make it look simpler in modern age. In many apps, my logo can be distinguished at a glance. The logo pattern is a plate of Chinese grilled fish. The pattern of the packaging bag is the ingredients needed to make grilled fish, and the user is easy to feel natural to the food.



