Fengyu Yan

EXPEDITION

Beverage project

EXPEDITION

This energy drinks project use adventure as the theme. Exploration is always full of energy. The logo is a handheld 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.


EXPEDITION
ENERGY DRINKS


EXPEDITION
ENERGY DRINKS

Snow Sailor

Ice cream package project

Snow Sailor
Icecream in fashion

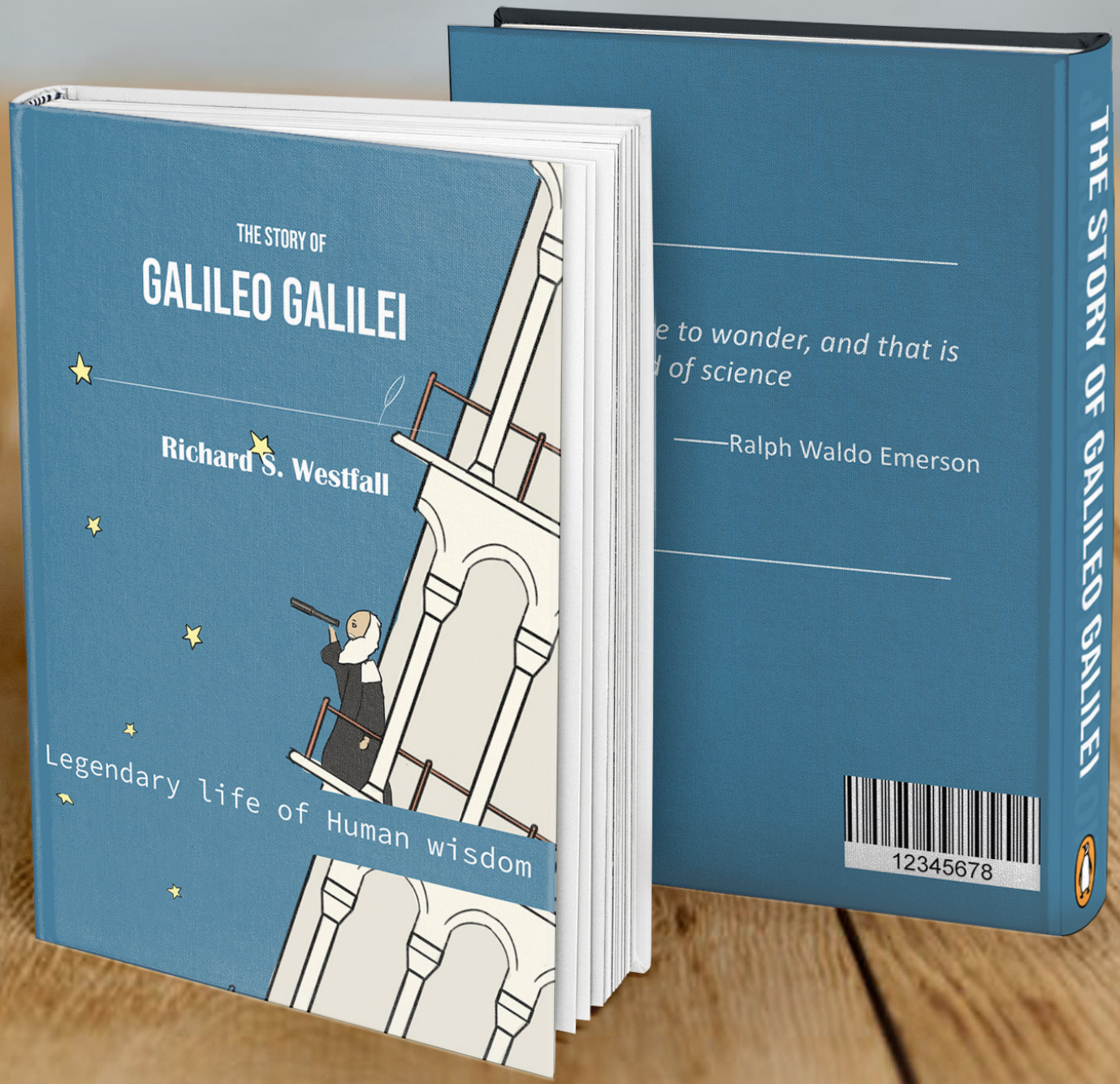
Hot summer always reminds people of beaches and ice cream. So Package was used sailor suit as the theme of this ice cream package. By observing this fashionable style which was popular at the beginning of last century, The illustration style looks like contemporary fashion industry and made the following 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.


Snow Sailor
Cyan beach
400ML
Snow Sailor
300g

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 san serif, which is more convenient for children bout 7-12 to read.




THE STORY OF
ISAAC NEWTON
Richard S. Westfall
Legendary life of Human wisdom
Men love to wonder, and that is the seed of science
——Ralph Waldo Emerson
12345678


THE STORY OF
TOMAS EDISON
Richard S. Westfall
Legendary life of Human wisdom
Men love to wonder, and that is the seed of science
——Ralph Waldo Emerson
12345678

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 travellers. 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 that never slow down, made for young, budget-minded travellers.

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.

What's Included

Your Welcome Moment: Meet Your CEO and Group
Your First Night Out Moment: Connect With New Friends
Your Local Living 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

Accommodations

Hotels (5 nts), Hostel (standard twin/single) (1 nt), guesthouse (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.

Content


Day1 : Shanghai
Day2 : Shanghai/Wuyishan


Day7 : Hongkeng Village/Xiamen
Day8 : Xiamen/Hong Kong


Next trip to Cuba!
Roaming over its green hills or sailing along its tiny, white-sanded islands, you'll wonder what took you so long to see "the other Cuba."
Learn more at https://www.gadventures.com/
G Adventures

Wild roar

Men skin care project

WILD ROAR

-men's skin care-

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.

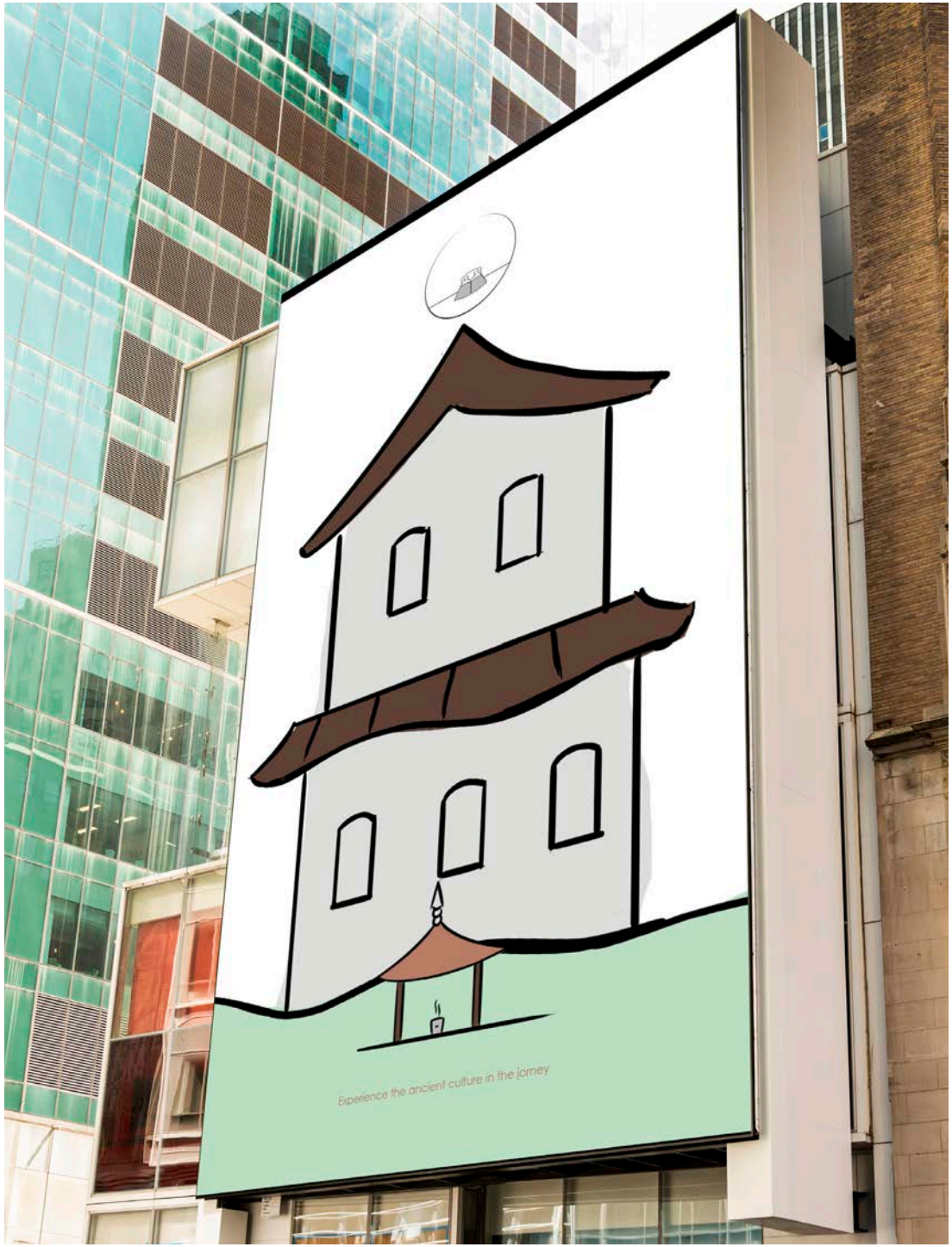

Moisturizing cream
WILD ROAR
20pc


Muscle spray
WILD ROAR

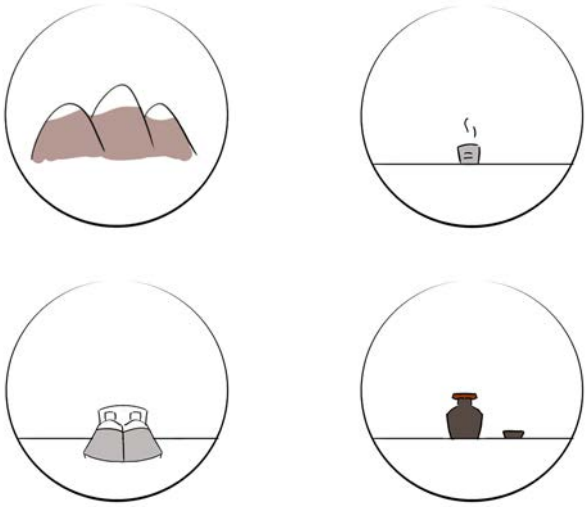
LIJIANG CITY BRAND

City brand project

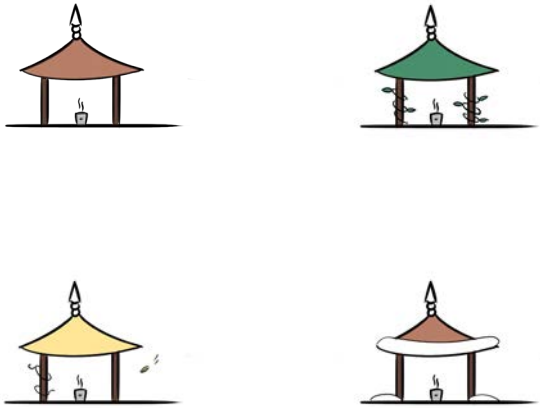
Li Jiang is a beautiful city, located in the southwest of China, with roads leading to Tibet and Myanmar. Since ancient times, it has been a hub for China to export tea to Central Asia and Europe. In the design of relevant city brands, the elements of tea are highlighted. Logos I use a teacup in Chinese 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:



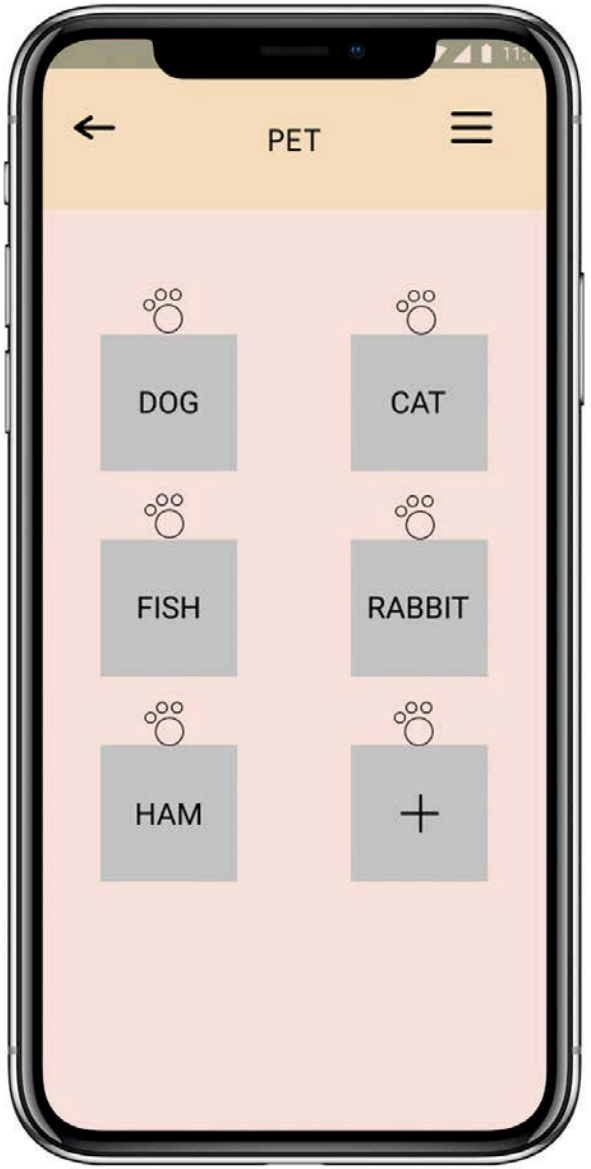
Logo variation:

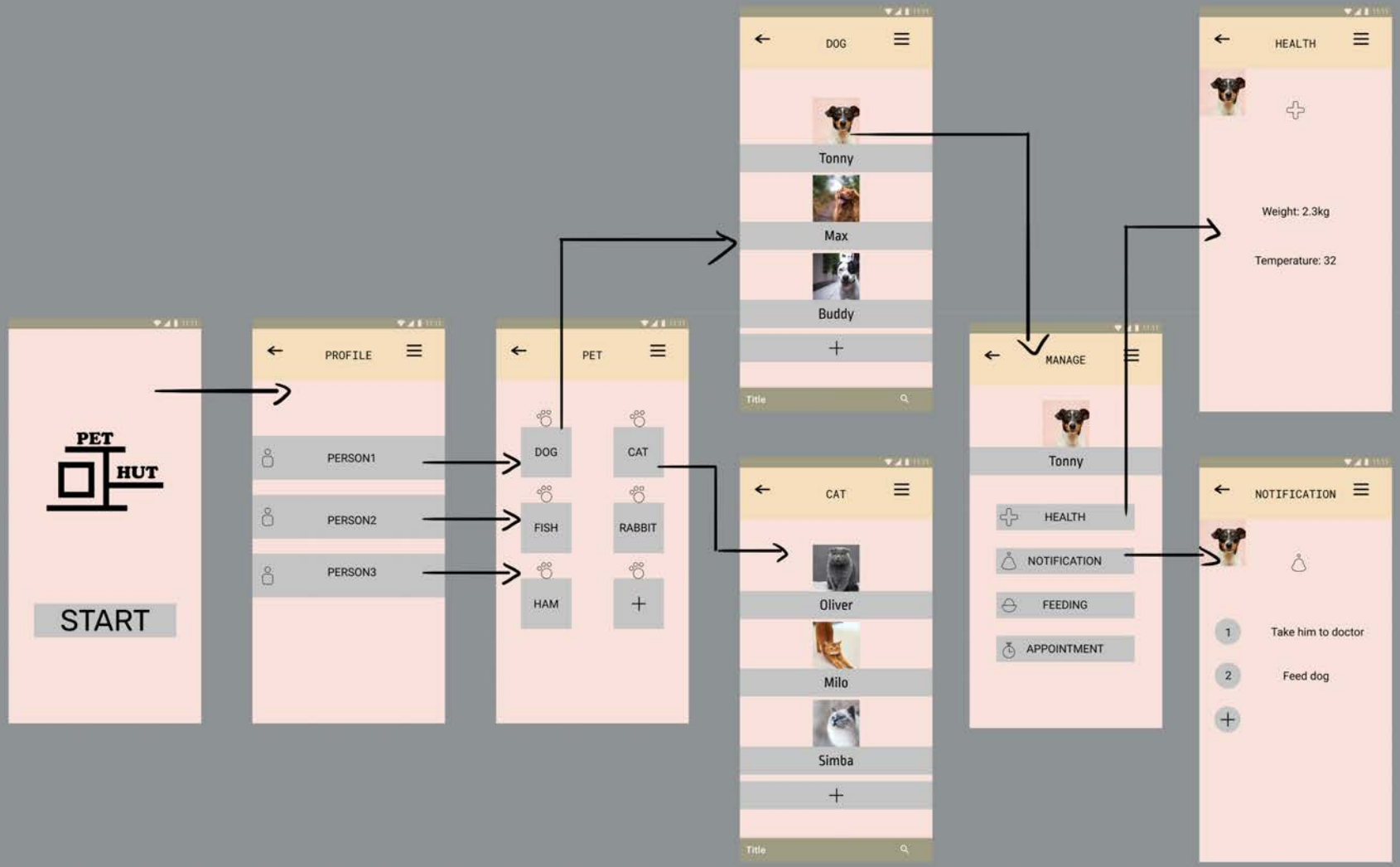


PET HUT UI DESIGN

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.




PET
HUT
START
PROFILE
PERSON1
PERSON2
PERSON3
PET
DOG
CAT
FISH
RABBIT
HAM
DOG
Tonny
Max
Buddy
Title
CAT
Oliver
Milo
Simba
Title
MANAGE
Tonny
HEALTH
NOTIFICATION
FEEDING
APPOINTMENT
HEALTH
Weight: 2.3kg
Temperature: 32
NOTIFICATION
1
Take him to doctor
2
Feed dog

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 looks simpler in mordern 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.


Pisces Pot
-Chinese fast food-
Pisces Pot
-Chinese fast food-