RENSU YANG'S PORTFOLIO

DESIGN PORTFOLIO

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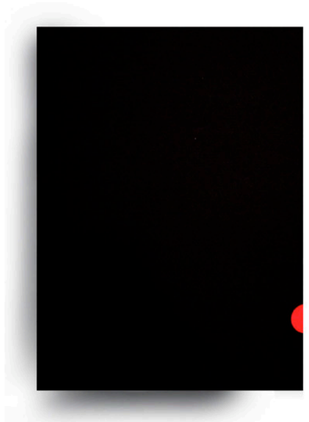
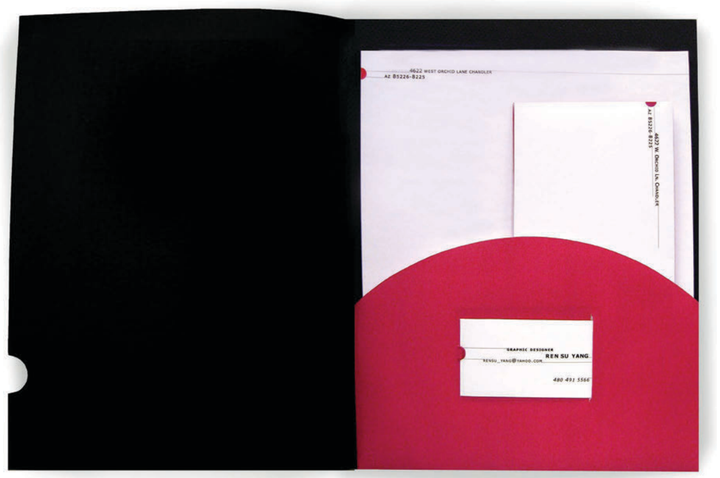
INFORMATION DESIGN

Centenary of European Football

INFORMATION DESIGN

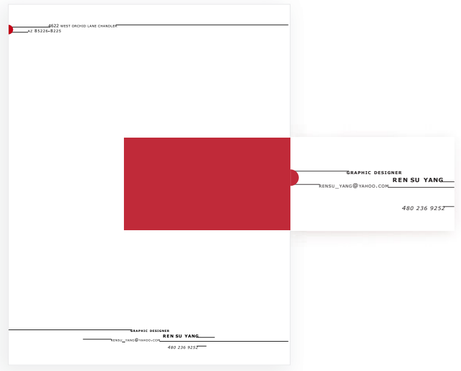
Centenary of European Football, Comparison of Real Madrid Football Club with Adidas





VISUAL IDENTITY DESIGN

Personal Business System Design



VISUAL IDENTITY DESIGN

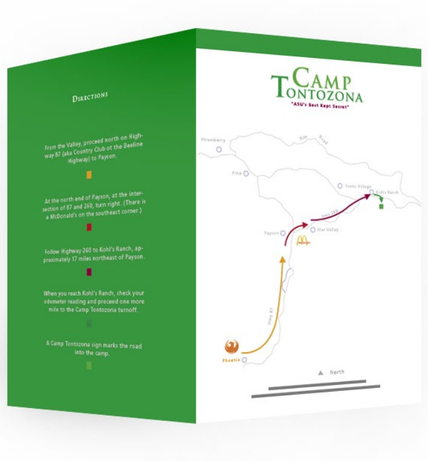
Personal Business System Design

BROCHURE DESIGN

RED Theme – Winter Edition, *In Touch* Journal

BROCHURE DESIGN

RED Theme – Winter Edition, *In Touch* Journal

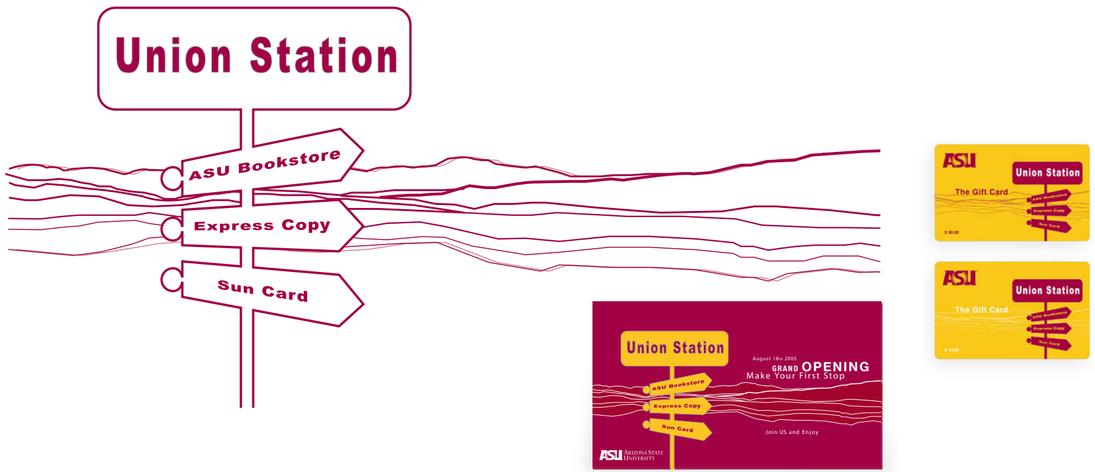


BRAND IDENTITY AND COLLATERAL DESIGN

Camp Tontozona, Arizona State University

COLLATERAL DESIGN

Camp Tontozona, Arizona State University

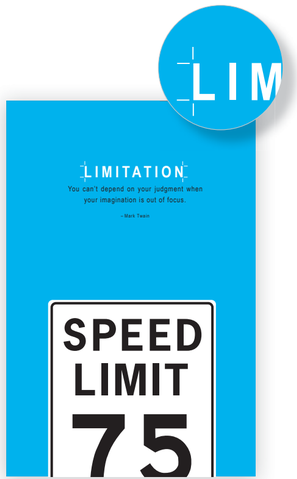


BRAND IDENTITY DESIGN: ILLUSTRATION, DIRECT MAIL, AND GIFT CARDS

● “Union Station” Campus Shop, Arizona State University

BRAND IDENTITY DESIGN: T-SHIRT AND SIGNAGE DESIGN

● “Union Station” Campus Shop, Arizona State University



POSTER DESIGN

- Association Posters

POCKET-SIZE BROCHURE DESIGN

- User Manual for SAMSUNG Mobile Phone Services

THEME DESIGN: POSTER, BROCHURE, INVITATION, AND EXPERIENCE DESIGN

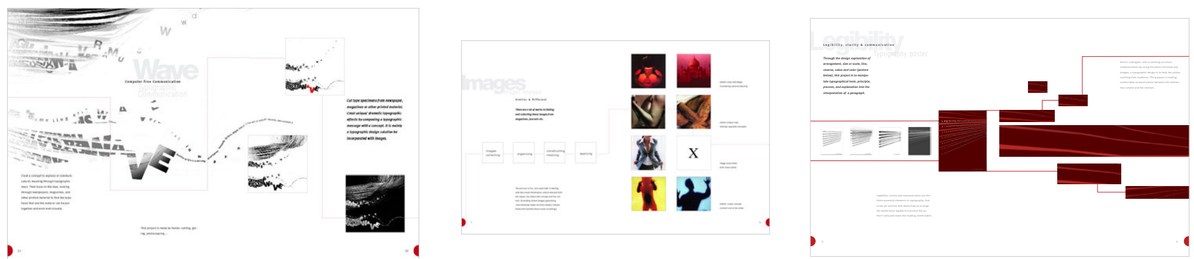
The Martin Luther King Jr. Celebration, Arizona State University

THEME DESIGN: POSTER, BROCHURE, INVITATION, AND EXPERIENCE DESIGN

The Martin Luther King Jr. Celebration, Arizona State University

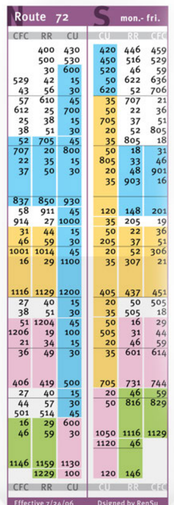
BOOK DESIGN

Program Book, Arizona State University



BOOK DESIGN

Program Book, Arizona State University

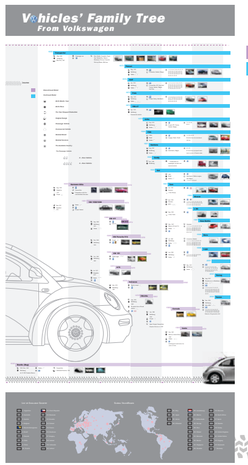


Front

Back

INFORMATION DESIGN

Wallet-Size Bus Schedule Card

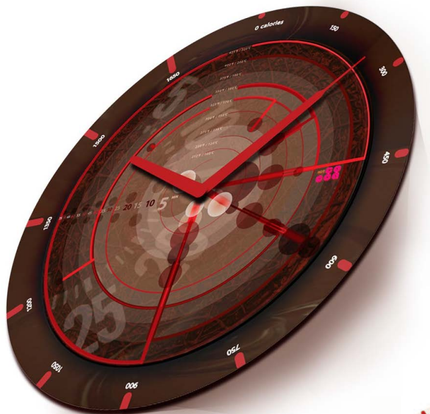


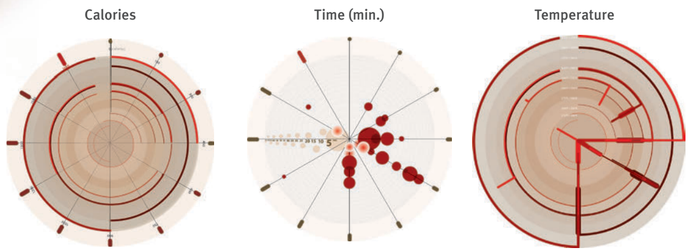
INFORMATION DESIGN

Volkswagen Vehicles Family Tree

INFORMATION DESIGN/LOGO DESIGN

“Hot Cocoa” Clock





INFORMATION DESIGN

“Hot Cocoa” Clock

VISUAL IDENTITY DESIGN

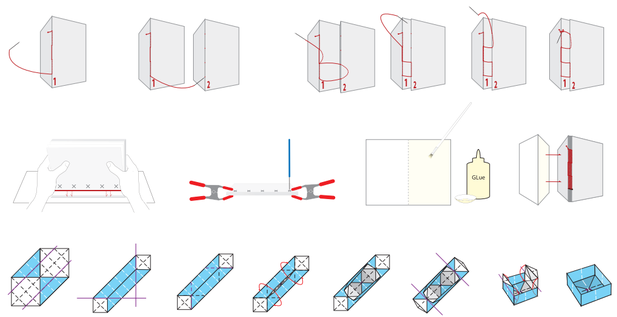
Beijing Chang En Private Chinese Medicine Clinic, Beijing, CHINA

VISUAL IDENTITY DESIGN

Butterfly Café, Canada

BOOK DESIGN

Design research proposal book, handbound hard cover



BOOK BINDING ILLUSTRATIONS

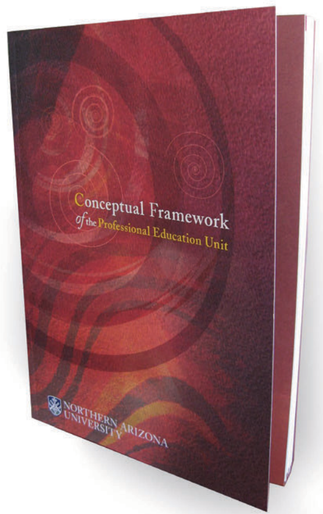
Diagrams Book, 60 pages, perfect bound

COLLATERAL DESIGN

Study Abroad, Northern Arizona University, won *Award of Excellence - Graphic Design USA*

COLLATERAL DESIGN

Orientation, Northern Arizona University, won *Award of Excellence - Graphic Design USA*



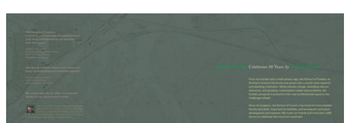
BOOK DESIGN

- **NCATE* Report**, 48 pages, Northern Arizona University, won *Award of Excellence - Graphic Design USA*

*National Council for Accreditation of Teacher Education

COLLATERAL DESIGN

- **Teaser Piece**, 28 pages, Northern Arizona University



BOOK DESIGN

- Celebrating 50TH Anniversary - School of Forestry, 46 pages, Northern Arizona University
  won *Award of Distinction - The 16TH Communicator Awards*

Native American symbol
Paths Crossing – Life's Journey

COLLATERAL DESIGN

- Native American Cultural Center Grand Opening series, Northern Arizona University

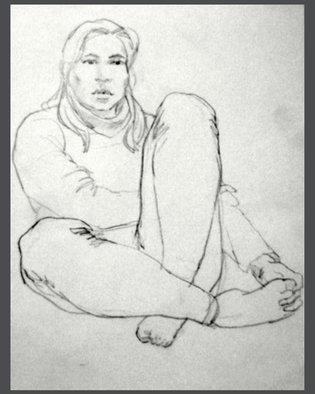
COLLATERAL DESIGN

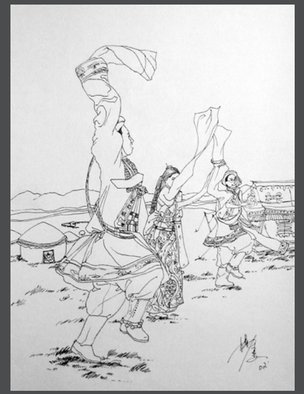
- Recruitment Campaign – Search Piece* and College Brochures, Northern Arizona University

*Publication that introduces the highlights of the university to a broad audience

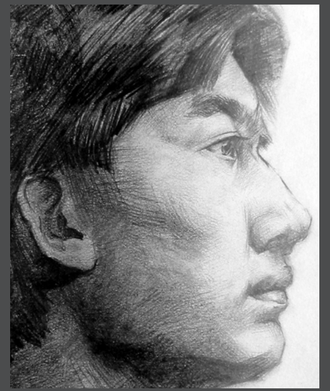
COLLATERAL DESIGN

- Recruitment Campaign – Orientation Handbook, 40 pages, Northern Arizona University





- LINE DRAWINGS



- PENCIL SKETCHES

• STILL LIFE PAINTINGS

• STILL LIFE PAINTING

DESIGN RESEARCH

Visual Identity, Culture, and Communication Research

Master of Science in Design, Research Project, 07'

Topic	**The Design of A Visual Identity System for Communicating Chinese Cultural Tourism to the United States**
Deliverables	Research Thesis + Applied Design Project
Research Methods	Primarily Qualitative, supported by some Quantitative research methods, including literature Review, visual data studies, interviews, and survey

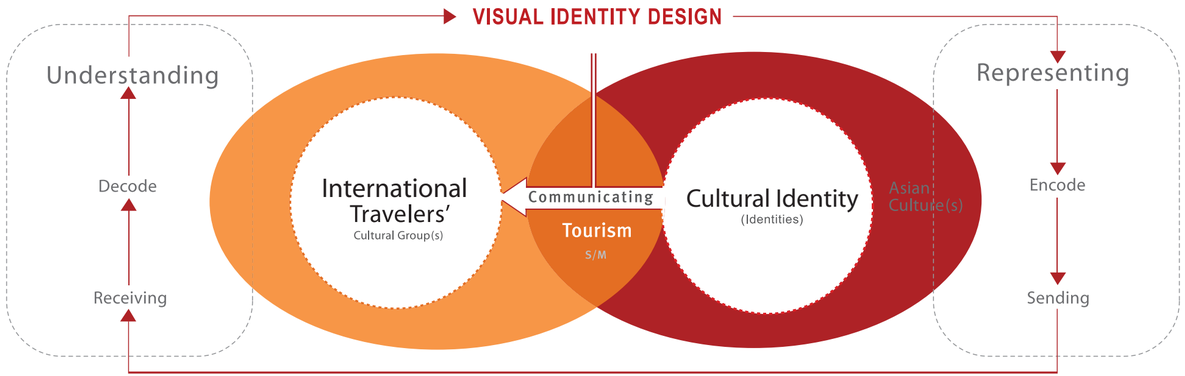
ABSTRACT

In today's highly global scenario, intercultural communication is gaining importance worldwide. Tourism facilitates intercultural communication between foreign travelers and the countries they visit. An effective intercultural communication needs to take into account that the cultural differences between foreign travelers and the host counties. Due to the cultural similarities between the countries falling in the same geographical area, there is a need for tourist countries to promote themselves as distinctive cultures to the potential foreign travelers to maintain their competitive advantage. With China poised to emerge as the number one tourist destination in the coming decade and the United States as one of its most beneficial markets, this project concentrates on communicating the unique Chinese culture to U.S. Americans through the Visual Identity Design for Chinese Tourism, with the goal of improving cultural understanding and promoting Chinese cultural tourism as a unique brand in this endeavor.

Qualitative research methods were used to gather information that formed the basis of this research project. Methods used are literature review, visual data studies, interviews and a small-scale survey for testing the design solution. The literature review covered theories about visual communication design, intercultural communication, and cognitive learning process, as well as the diverse views of culture, identity, and tourism.

Thus, this project explored how Chinese culture could be represented by a visual identity system, and how it could be shaped as an inclusive integral system that represents a variety of Chinese cultures – local, regional and national. The project also emphasizes the significance of cultural identity studies in designing a visual identity system that might be used for tourism promotion at any regional level. In other words, it stresses that cultural identity is important for branding a country in promoting its tourism. As a result, this project provides an opportunity to draw more attention to the visual communication aspect of intercultural communication in tourism promotion, especially for cultural tourism. Specifically, this project proposes the approach of incorporating a cultural identity system into a country's tourism brand design. Finally, it concentrates on visualizing and systemizing the cultural identity of the city of Beijing as a starting point for the development of a visual identity system for Chinese tourism.

CONCEPTUAL FRAMEWORK



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