## Hi:)

# It's Cao Yuchen's PORTFOLIO



## Resume / Mag

#### 教育背景

Education Background

· 2016.09 - 2018.06 河北大学(本科) 平面设计

Hebei University Graphic Design

· 2018.09 - 2020.06 英国中央兰开夏大学(本科)平面设计

University of Central Lancashire Graphic Design

·2020.09 - 至今 伦敦大学金史密斯(研究生)设计:视觉传达

Goldsmiths, University of London MA Design: Expanded Practice - Communication and Experience

#### 自我评价

Self-appraisal

本科平面设计专业,对品牌设计、出版物设计以及视觉设计有一定的了解。硕士就读于伦敦大学金史密斯设计专业(全球排名14),主要偏向于视觉传达方向,同时不停的探索设计的边界,善于利用不同的媒介(如视频、装置等)来表达设计想法,不局限于传统的平面设计。对设计有自己的见解,愿意尝试不同的设计风格,在审美方面也有自己的想法。曾多次参加艺术设计类活动,在团队合作中能做到领导项目发展以及积极配合。

#### 视频类作品网站:

https://caoyuchen09.wixsite.com/my-site-1/works

#### 实习经历

Internship Experience

· 2020.05 - 2020.07

浙江省教科院附属实验学校(实习美术老师) 美术老师助教、后期负责三、四年级美术课

· 2020.07 - 2020.08

杭州电视台青少·体育频道(设计实习生)

主要负责该频道平面类设计

· 2020.08 - 2020.09

杭州巴士传媒集团(设计部门) 参与杭州公交车身设计以及宣传设计



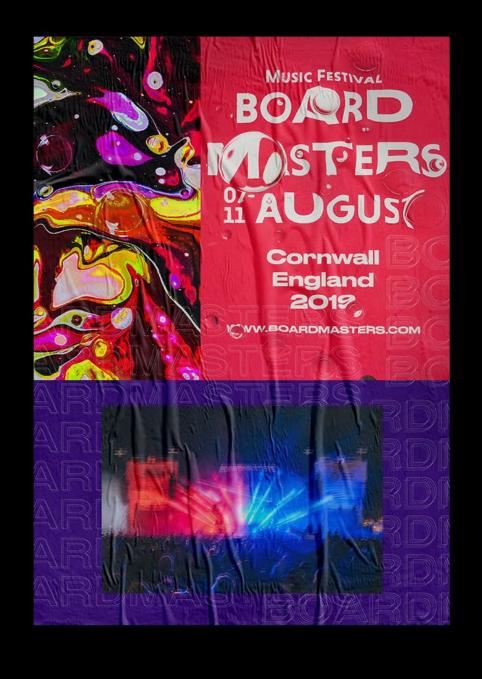


### Boardmasters Music Festival

Boardmasters 音乐节是英国最好的音乐节之一,音乐节会在英国康沃尔的海岸边举行,这个节日的传统可以追溯到 1981 年。我重新设计了它的海报和视觉标识。灵感来源与举行音乐节的海岸、草坪以及音乐节上使用的灯光。







The audience will receive the festival gift pack, which will be sent to audience by express. Festival guide, program guide, ticket, ID card, band and stickers included in the gift pack.





CLAPTONE/ IDRIS ELBA/ DECLAN MCKENNA BICEP 0557/ SKREAM/ STEVE LAWLER BOOKA SHADE/ TIGA/ GRANDMASTER FLASH THE AMAZONS/ MNEK/ DUSKY DANNY HOWARD/ THE SHERLOCKS













02/



## The Empowerment of Beijing Opera

京剧联唱《同光十三绝》以晚清画师沈蓉圃绘制于清光绪年间的工笔写生戏画像《同光十三绝》为背景,集合了京剧中的各大行当,展现了同光时期 13 位优秀的京剧演员的代表作品。本项目通过文字排版的方式描述了其中三位演员的代表作品。将京剧的袖子与字体相结合,用现代的技术把传统变成现代,把经典变成流行。其目的是体现京剧的魅力,吸引年轻人到剧院观看京剧,帮助京剧文化在中国传播。









03,



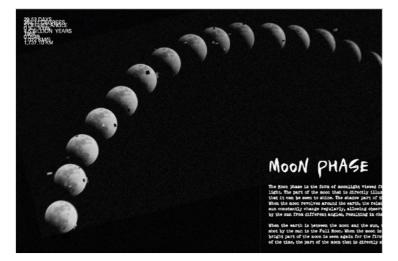
## Zhou Gong Interprets Dreams

周公释梦是探索当代中国年轻人信仰缺失和信仰寄托的问题。 通过对《周公解梦》原作内容的视觉探索和实验,将文本视觉化现代化,探索年轻人的注意力以及所谓的迷信。同时,论述了物质与精神的关系。





04/



### I am your No.1 Fan

- New Moon

通过随机生成的形式,这次我们成为了"新月"的粉丝。我们将新月拟人化,并通过视觉和媒体、社会学和人类学的方法来探索粉丝文化。

项目详情: https://caoyuchen09.wixsite.com/my-site-1/i-am-your-no-



New Moon

Schedule

13 Jan 05:00 - Debut Activity

II Feb 19:05 ··· Wish Time Mar 10:21 ··· Redeen Wishes By Fast 12 Apr 03:30 ··· Special Peef-organic II May 19:59 ··· Upulted Interestina 10 Jun 11:52 ··· Shining Time

Jul 02:16 ... Move A Precious Wish

08 Aug 14:50 ... Spaile 07 Sep 01:51 ... Showing Love

06 oct 12:05 ... Repairage

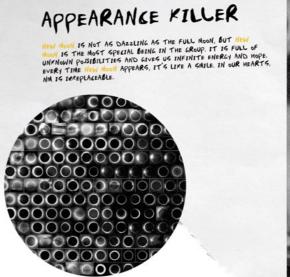
D4 Nov 21:14 ... Let's Screaming

04 Dec 07:43 ... Party Time

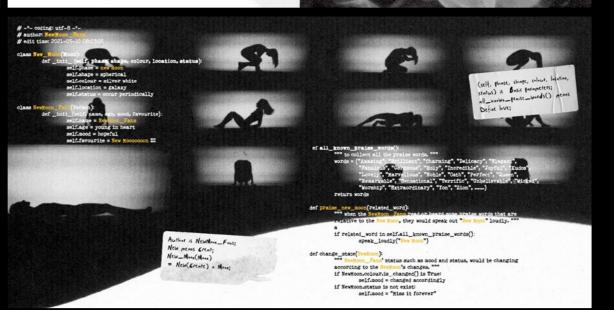


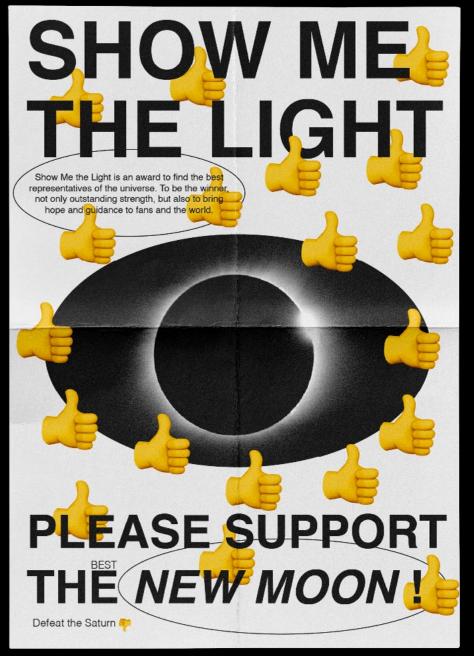
In the West, English will colloquially call

the moon is called "luna "selenic". Selene is the modeless of the moon in matient Greek mythology. The residents of Thessaly region also believed that witches would cost speus during a lunar eclipse Until the Hellenistic era, people still believed that Sclene was The ascients believed that fullness of the moon would have an impact on human life Khoasu is the name of the macient Egyption god Moon, reflecting the fact that the moon (colled Inh in Egyptian) because it means "Traveler









的方法来

https://40eb35cb-0881-4df3-9ac1-3b017783fe4c.filesusr.com/ugd/2e1cff 5a6be3e367894e17babf0764b696c88a.pdf



## I am your No.2 Fan

- Flying Spaghetti Monster

基于 fandom 中 Gift culture 的理念和实践,这次我们成为了 Flying Spaghetti Monster 的第二粉丝。我们为 FSM 设计了一 个礼物和一个活动,并将其交给它的粉丝。

项目详情: https://40eb35cb-0881-4df3-9ac1-3b017783fe4c.filesusr. com/ugd/2e1cff 67c66cb1c9b141fb9c40dead350e933f.pdf

Something about FSM

RAmen! The moment you put Colander on top of your head, it all makes sense. Flying Spaghetti Monster, a god made up of a nile of pasta and two meathalls, quards over its followers around the globe, mysterious and creat.[1]

Flying Spaghetti Monsterism (FSM) is the Church of the Flying Spaghetti Monster, or Pastafarianism.[4] It originated in the United States and was founded in June 2005 by Bobby Henderson, who graduated from Oregon State University with a Bacheior of Physics degree. Its adherents believe that the universe was created by the Flying Spachetti Monster after a severe alcoholic binge and that the monster is the only true God, hence the name The Flying Spaghetti

In fact, Flying Spaghetti Monterism is a social movement that promotes a relaxed religious view and opposes the teaching of intelligent design and creation in public schools.[4]

The Flying Spaghetti Monster faith has tens of thousands of followers, called Pastafarian, concentrated on college campuses in North America and Europe.[4]

The god of the flying face created the world, it is a fact, we are not there, we do not see [3] But no other religion has seen with its own eyes that our god is as reasonable as any

According to the Associated Press, Henderson's website has become a kind of cyber-watercooler for opponents of intelligent design.[4] On it, visitors track meetings of pirate clad Pastafarians, sell trinkets and bumper stickers, and sample photographs that show "visions" of the Flying

As Christians often say in prayer, Amen.... Similarly, when the prayers of the Flying Spaghetti Monster, they say, ramen means noodle in English.[2]

For thousands of years, atheists and theists fought each other, until one day someone said, The creator of everything in the world is a flying piece of spaghetti.[5] This group of believers firmly believes that the creator and maintainer of our world is the spaghetti god.

There is no membership fee. There is no temple trial. You don't have to swear to an incamation of God. Don't drink a cup of wine. Welcome the masses who do not know the truth of the free admission letter for a month, if there is dissatisfaction can quit at any time, without any adverse consequences toxic side effects.

Activities of FSM No.1 fans

The Flying Spaghetti Monster believes that pirates are its first disciples, and that true pirates are peace-loving candy to children. Followers of the Flying Spaghetti Monste celebrate International Pirate Imitation Day every day on

Today, fans of the Flying Spaghetti Monster express the connection between their worship and the culture of their fan base in different ways in their daily lives.[3] Based on the religious culture among the early FSM fans, most FSM admirers would identify the pirate suit, beer and pasta as the three most iconic products of fan representative behavior. At the same time, there is an object throughout all FSM cultures



Colander is the most direct and common way for FSM fans to identify themselves. They wear colander on their heads and take part in all their daily activities.[6][7] They even wear colander on important occasions such as opening parliaments, parades, going to work and having their ID and fundamental activity's node of FSM.[6]

[01] The Flying Spaghetti Monster YouTube Channel

[02] FSM intro ttps://www.youtube.com/watch?v=0sb0ZVcE\_mY

[03] Question 1: Evolution

04] Flying Spaghetti Monster - Wikipedia

ttps://en.wikipedia.org/wiki/Flying\_Spaghetti\_Monster

[05] Church of the Flying Spagnetti Monste ttps://www.spaghettimonster.org/

(06) Pasta strainers and pirates: how the Church of the Flying Spaghetti Monster was born tips://www.theguardian.com/world/2019/may/18/pasta-strainers-and-pirates-how-the-church-of-

[07] I, Pastafari: we all have something to learn from the Church of the Flying Spaghetti Monster flying-spaghetti-monster-124035

[8] Kau Chim - Wikipedia https://en.wikipedia.org/wiki/Kau\_chim





Based on the above ideas and current situation, we have come up with the idea of combining Eastern and Western religious cultures in order to promote the export of FSM culture, and make the subsequent activities of No.1 Fans richer and more varied while retaining the traditional characteristics of FSM, bringing different experiences and more mysterious and specific feelings of participation to No.1 Fans. So we looked at Kao Chim.[8]

Kao Chim (Chinese is 求签) is an act of divination. Signing, or divine signing, is a divination tool used by the people in East Asia to inquire about good or bad luck. The act of divination with signing is called Kao Chim.[8]



According to the above introduction and thinking, the object we decided is composed of a Chim bucket and 84 special Chim sticks (also a set of 64 spaghetti recipes). We use spaghetti as the material for this bucket and 64 sticks.

The combination of spaghetti and Chim bucket, as objects, is a product of cultural collision, and is also a special religious object never touched by FSM No.1 fans. In a sense, all the religions in the world are similar to each other. People are all looking for a better life and happiness, so this seemingly opposite combination is valid and reasonable.

As the No.2 fans, we hope to send a special and meaningful gift to the No.1 fans. This object combination includes western satirical religious culture and eastern religious ceremony, which can not only help FSM export its belief and religious culture to more places, it's also possible to give No.1 fans a unique experience based on the regular activities of FSM fandom (beer, pirate suits, colander and whatever you want).





It's time for the Flying Spaghetti Monster It can give you advice on your recent fortunes, so don't miss this opportunity to interact with FSM.

Please put on the colander, and shout out "RAmen!"

Please pick up the Chim Bucket on the table Shake the Chim Bucket until one of the Chim Sticks falls out ( If several Chim sticks fall out, please select one of them )

According to the number at the bottom of Chim Stick, exchange the Chim Stick for your recent fortune Chim Tung.

If you want to take away the Chim stick, please write down what you would like to say to FSM on the paper

USER GUIDELINE:

The fortunes given in this Chim Tung are for reference and represent FSM's care for you. The spaghetti recipe is the key to extending luck and breaking doom. Be sure to eat your spaghetti! Take it with the Tips for even better results!

Pastafarian II reserves the right to interpret this activity. Any similarity is purely coincidental. Don't worry about doom, we just made it up. Because no matter what,

FSM will always be there for you!













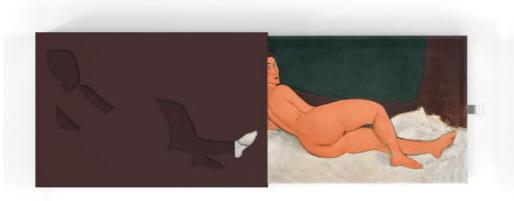






## No.6 Gallery

这是一个专为女性设计的奢侈品性玩具品牌,主要在中国市场。品牌主要视觉来自于世界上著名的女性裸体画,目的是改变人们对于性玩具的刻板印象,并带来一个全新层次的奢华和精致。裸体画被广泛认为是人体美的体现,为什么性玩具不行?在我们看来,性也是艺术。这样做的目的是让它成为一个受人追捧的产品,而不是一个会让人感到尴尬的产品。







Inside the box

性玩具品牌 No.6 Gallery 成立于 2019 年,旨在用艺术的形式诠释性,改变性玩具被污名化的刻板印象。裸体画被广泛认为是人体美的体现。为什么性玩具不行?在我们看来,性也是艺术。











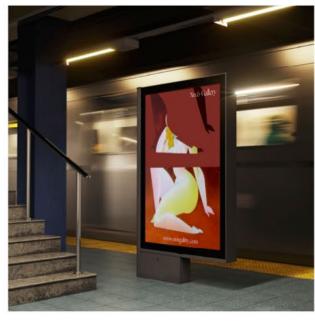












动态海报: https://youtu.be/guB75\_LoNA4



























动态海报: https://youtu.be/Rjfnsynl11Q

07/



## Urban Food

"Urban Food"旨在减少食品里程,解决农村农场面临的劳动力短缺问题,并提供负担得起的食品。"Urban Food"是一种以社区为基础的城市内部农场,在改装的运输集装箱中水培种植蔬菜和草药。集装箱的便携性让"Urban Food"出现在城市的每一个角落,方便人们购买。用户可以在 app 中找到附近的"Urban Food"或者选择在 Ubran Food app 中下单,获得送货上门服务。



Reducing food miles and compating the labour shortages faced by rural farms to provide affordable.

Urban Food is a community based inner city farm hydroponically growing salads and herbs in converted shipping containers (hyproponics is a vabet of hydrocolliers, the method of growing plants without soil, using mineral metrient solutions in a water solvent). Cultivation includes: Lettoce, Watercress, Spinach, Cherry Innathers, Scussbers, Poppers, Chives, Mint, Basil, etc.

Brhom food is developed by introducing cleaner, frencher and smarter green plants (fully hydroponic growth). This means that soil is not used, but much less water is needed that restrictional agriculture. It is non-genetically modified and does not require pesticides, fertilizers and funglicides.

We are committed to providing customers with the freshest vegtables. Orban green space will be built near residential areas in cast tomono, eliminating the transportation time of vegetables from farms to the city centre and reducing the labor force. There are many kinds of expetables in city food. People can choose the fresh vegetables they want by themselves. People can learn more about hustomorking technology.

At the same time, we provide door-to-door delivery service. As long as we place an order in the app of city food, our delivery staff will deliver the goods to the door in different designated time according to the distance.

In short. Urban Food will provide you with the latest for vegetables, the most intimate service.

URBAN FOOD



URB ANF



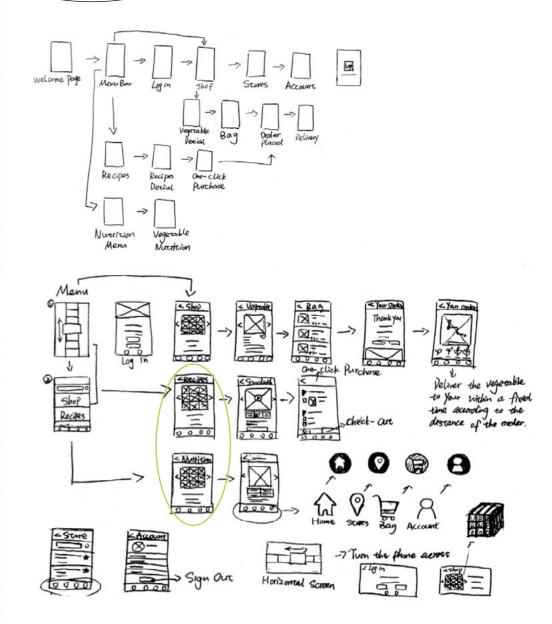












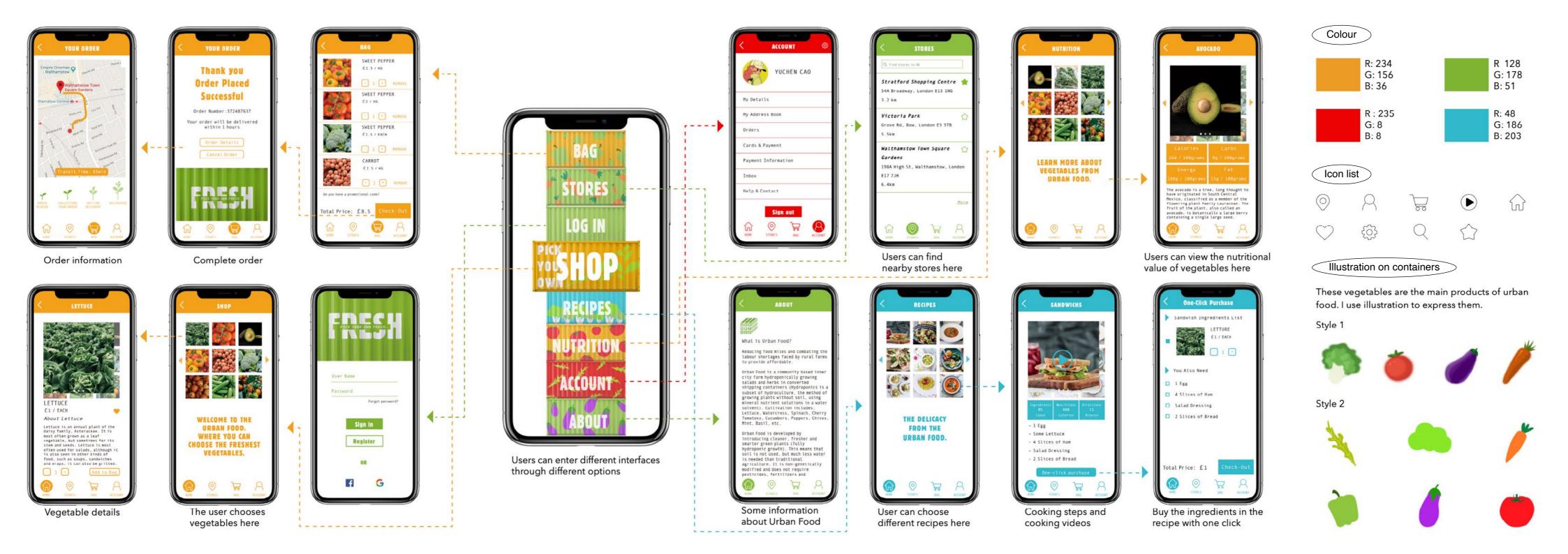
菜谱页面:

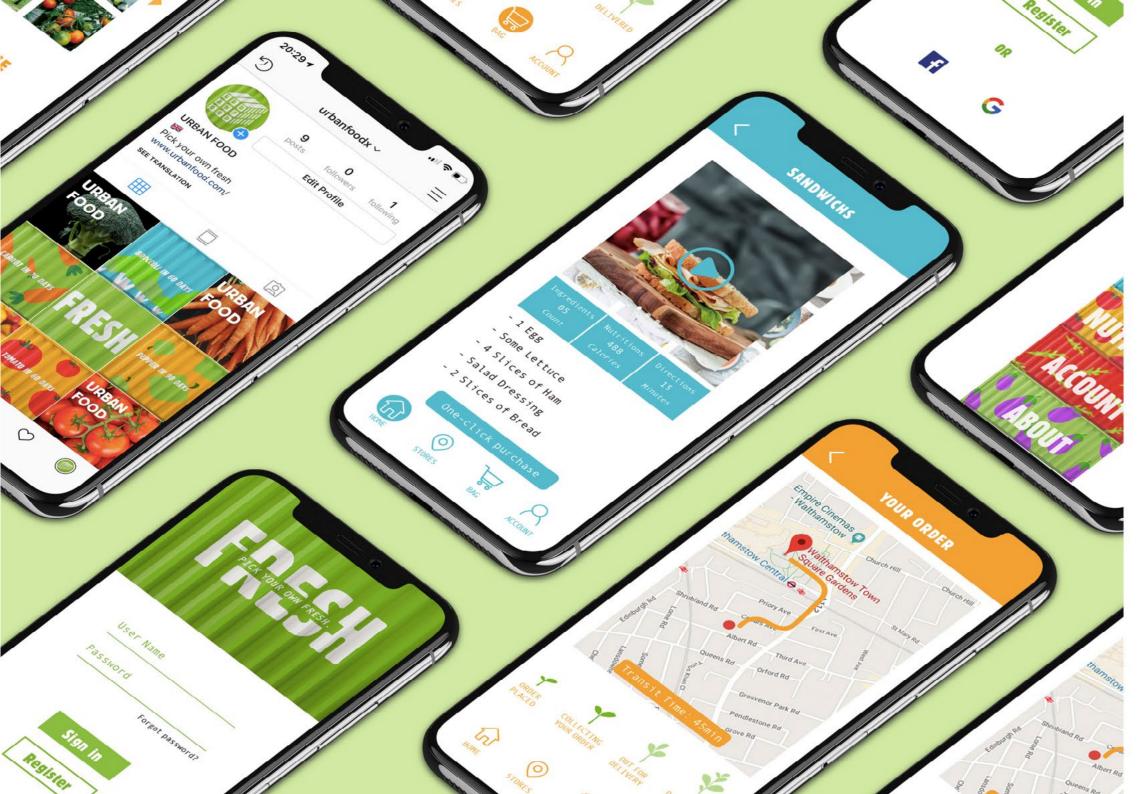
用户可自行在 Urban Food app 中选择他们想做的食谱,点击一键下单就可以一次性购买食谱中用到的蔬菜。

营养页面:

用户可以在 app 中查看不同蔬菜的营养价值,了解更多蔬菜营养知识。







App show

If you think the vertical app too boring, you can also turn the phone across.







Truck



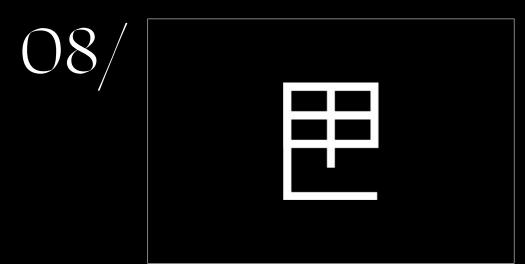
#### packaging







Packaging for vegetables. Different vegetables have different packages.



### Operation Recorder

为了了解未知事物的潜在价值,在不暴露秘密本身的前提下我们对一位便衣警察进行了采访(便衣警察的身份是秘密),通过采访收集到到的信息,我们将注意力对准了口袋(被采访者在采访中提到在执行任务时会把一些东西放在口袋里)。于是我们对口袋进行了研究,我们认为口袋是个人随身携带的物理记录设备,放置在穿戴者身上,目的是方便和调查日常操作和事件。它显示了我们的身份,我们的生活节奏,我们的行动,以及我们如何沟通。我们利用口袋设计了一种新的记录方法,6个手工口袋讲述了被采访人秘密行动背后的故事。他的行动通过一段带有音频的文本视频呈现,视频记录了他的动作以及他如何与他的口袋互动,同时也回应了被采访者的生活经历和回忆。

#### Inspiration

> In many videos of interviewing plainclothes police, their faces are pixelated and their voices are processed at the same time.



(Screenshot of documentary )

> Plainclothes police is a special occupation, because it is an operation which can not be detected, usually in disguise or assumed identity for purposes of gaining evidence or confidential information. So we think the identity of plainclothes police is a secret.

#### Brainstorming

> Plainclothes police

Hiding Disguiserole
Clothes Pressure
Actions PTSD
Heroics Danger
Self-Identification Rules
Contradiction Case

police system Views on lying

Switching Relationship with family
Ordinary life Personal experience
Object study I don't know who I am

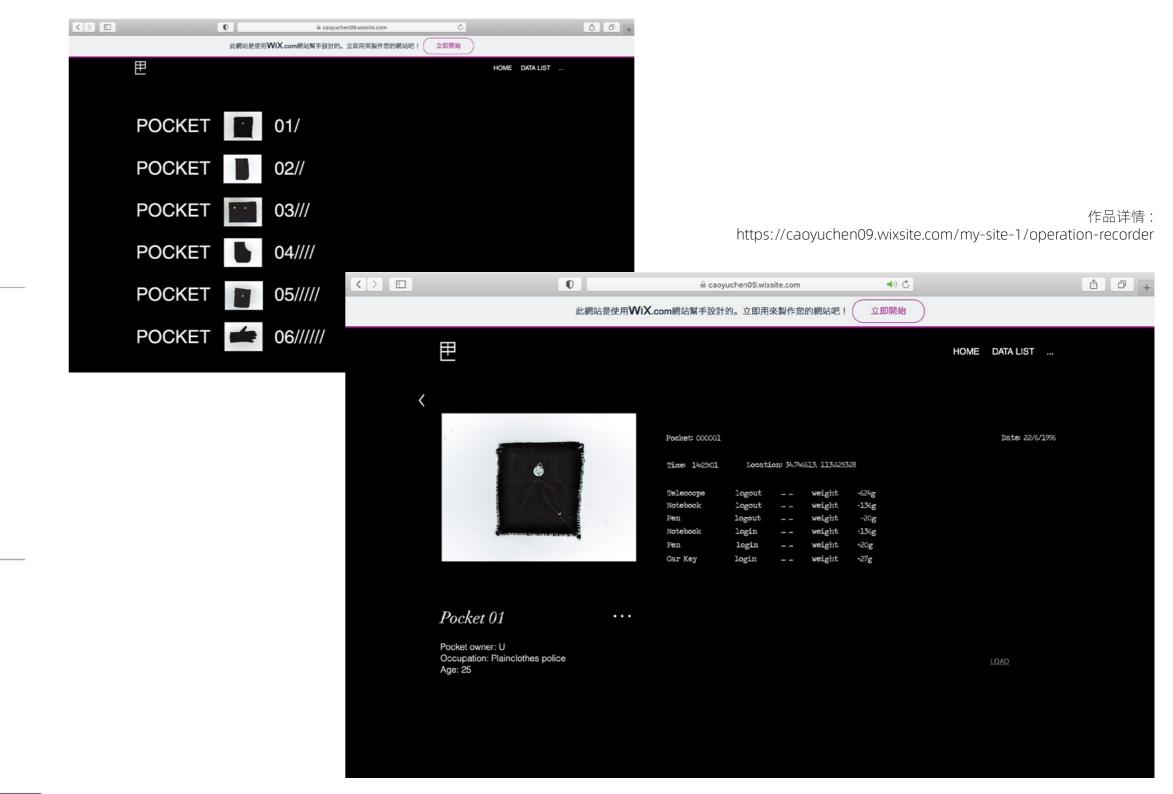
Moral psychology To behave opposite of unique To explore identity Definition of right and wrong

#### Potential Interviewees

- > A public security police couple(Refused)
- > A British plainclothes police(Not reply)
- > Three undercover police officers from ZHIHU forum (Not reply)
- > A former Chinese plainclothes police officer who worked in anti-drug trafficking department(Agreed)



(From internet )



09

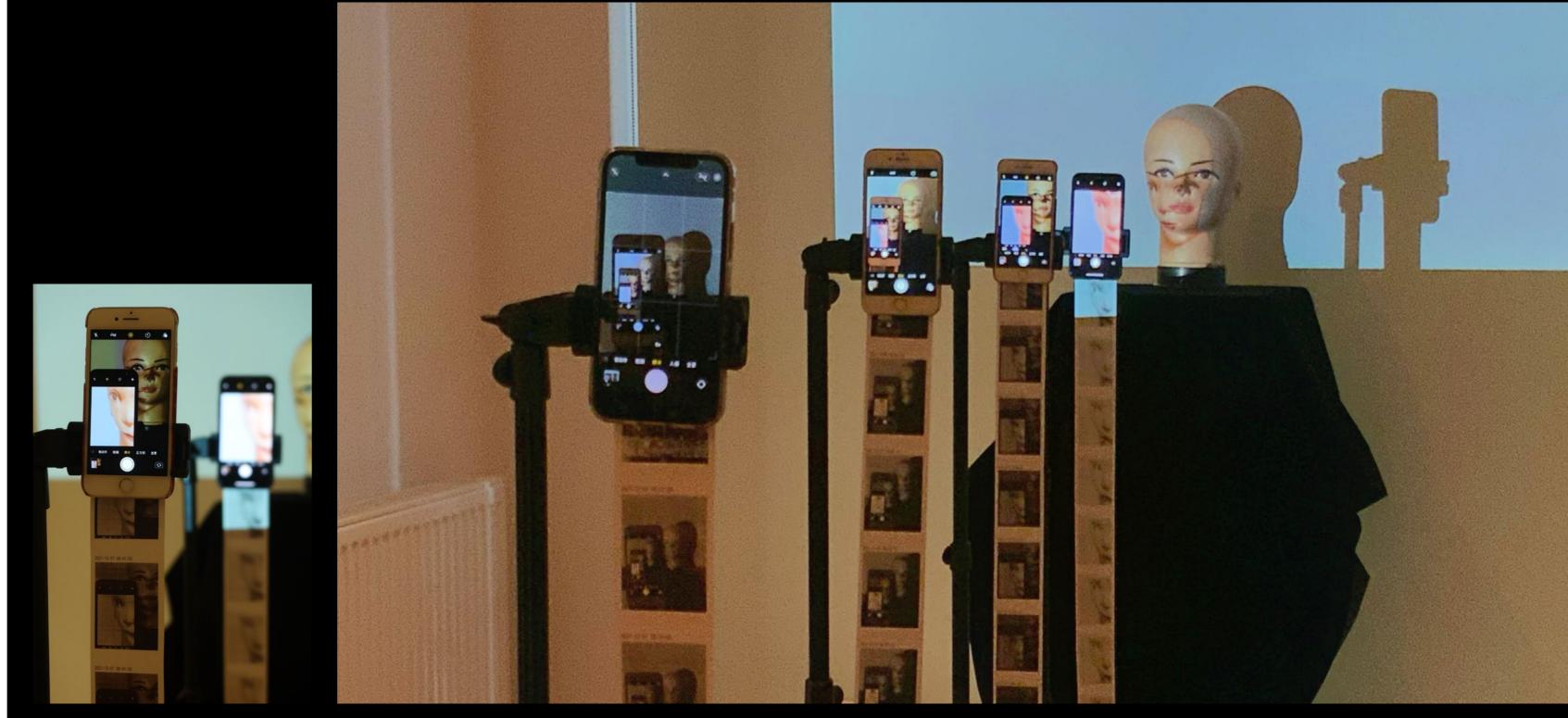


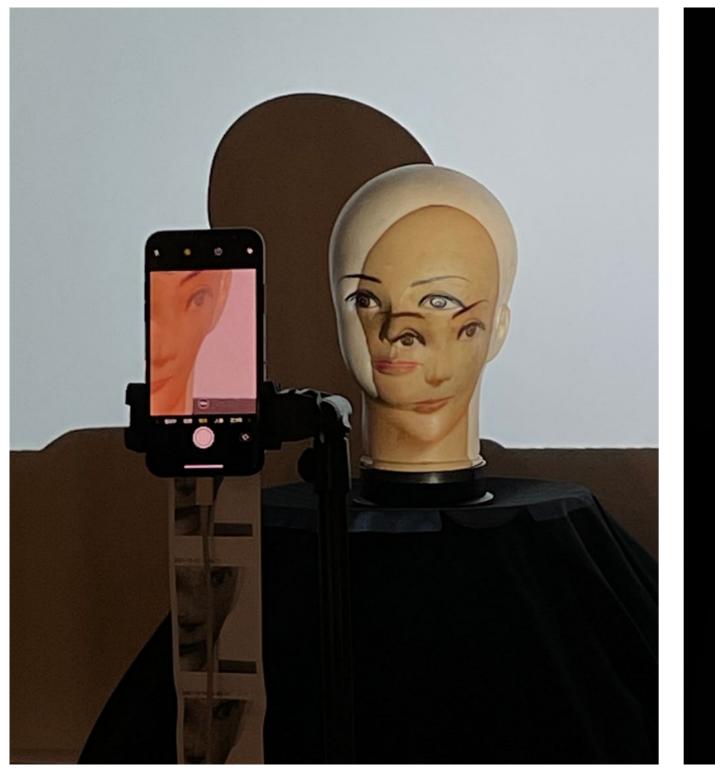
## In the Lens

"Photographic image as mediated reality"

当按下快门时,相机只记录我们从镜头内看到的东西,而忽略了镜头外发生的任何事情。我们的现实被这些画面分割成碎片,我们只能通过镜头看到其中的一小部分。

在这种情况下,摄影图像的真实性对我们还重要吗?我们是否应该重新考虑摄影图像的意义?



















## 冬













我的梦想 热爱工作, 拥抱变化 丰富自己,理想生活

你的征途

以参为马、星辰大海 不负热爱, 绽放光芒

最美遇见, 共赴未来 未来已来,你来不来 💞



#### 巴士传媒



中国 💳 級 广告资质企业



中国广告企业户外 广告营收前25强



浙江省广告协会公交广

#### 内容营销策划(2-3人

视频剪辑师(1-2人)

短视频的内容策划、脚本编写;

4 负责项目的平面视觉拍摄。

关专业优先考虑;

3 负责短视频后期制作剪辑,保证出片质量;

2 具备短视频策划制作等相关经验 1-3年; 3 拥有较强的逻辑思维能力,丰富的创造力、想象力、团队

力,能够捕捉热点,擅长挖掘话题。

岗位职责

1 了解短视频领域发展趋势,收集短视频热点资讯,负责

2 负责短视频拍摄现场统筹及拍摄工作, 把控整体进度和

1 大学本科及以上学历,广告学、传播学、新闻媒体学等相

4 有良好的镜头语言运用能力,较强的审美能力、观察能

#### 岗位职责

- 1 负责品牌融媒体(微信、微博、社群)及其他线上媒 体平台内容运营管理:
- 2 负责建立有效融媒体内容规划及运营推广,吸引用户、 留存用户,提升用户粘度及活跃度;
- ③ 负责短视频孵化项目和代运营项目的策划、落地;
- 4 负责短视频平台、直播平台内容策划形成方案、选题创 意、脚本撰写:
- 5 根据抖音等平台特质和运营规则,运营、养成达人号内容;
- 6 配合达人或主播直播过程中的运营管理、粉丝互动、沟
- 7 对视频效果、直播效果进行分析整理,产出数据,总结归

#### 任职资格

- 1 大学本科及以上学历,广告学、新闻媒体学、艺术设计等 相关专业优先考虑;
- 21年以上融媒体内容运营策划等相关工作经验;
- 3 具备文案策划、融媒体运营专业知识,了解时事热点、事
- 4 具有较强的市场敏锐度、创新策划能力、沟通表达能力 和公关能力。

#### 化化师/高级优化师(2人

1 协助广告主进行广告投放平台的日常优化执行,并根据 投放效果进行跟踪优化,为客户提供专业的咨询意见;

#### 杭州巴士传媒集团

#### 关于我们

杭州巴士传媒成立于 1984

饰制作等,致力于为客户、员工、股

数字营销事业部热招职位

1) 了解短视频领域发展趋势,收集短视频热点资讯,负责

2 负责短视频拍摄现场统筹及拍摄工作, 把控整体进度和

短视频的内容策划、脚本编写;

4 负责项目的平面视觉拍摄。

⑤ 负责短视频后期制作剪辑,保证出片质量;

东创造价值增量。

年,是中国一级广告资质企业,通 1 协助广告主进行广告投放平台的日常优化执行,并根据 过了 ISO9001 体系认证、AAA 投放效果进行跟踪优化,为客户提供专业的咨询意见; 资信认证,是浙江省广告协会公交 2 培育客户正确地使用公司产品; 广告专业委员会会长单位, 杭州市 ⑤ 负责投诉处理、客户回访、客户续费处理; 户外广告管理协会会长单位。核心 能够挖掘分析客户需求,收集客户运营过程中的各类问 业务涵盖大户外出行类媒体运营、 题,及时反馈并优化方案。 媒介采买、数字营销、文创零售、装

#### 任职资格

- 1 拥有 1-3 年的信息流投放经验,有社交行业经验者优先;
- 2 对数据敏感,可以熟练使用各数据工具,进行数据分析;
- 有较强的渠道管理、沟通及团队协作能力,具有良好的

2 负责建立有效融媒体内容规划及运营推广,吸引用户、 留存用户,提升用户粘度及活跃度;

4 负责短视频平台、直播平台内容策划形成方案、选题创

根据抖音等平台特质和运营规则,运营、养成达人号内容;

6 配合达人或主播直播过程中的运营管理、粉丝互动、沟

7 对视频效果、直播效果进行分析整理,产出数据,总结归

任职资格

1 大学本科及以上学历,广告学、新闻媒体学、艺术设计等

員备文案策划、融媒体运营专业知识,了解时事热点、事

具有较强的市场敏锐度、创新策划能力、沟通表达能力

2 1年以上融媒体内容运营策划等相关工作经验;

⑤ 负责短视频孵化项目和代运营项目的策划、落地;

意、脚本撰写;

相关专业优先考虑;

和公关能力。

思路清晰,具备有效的网络广告投放分析思路,能够独 立分析和解决问题,能分析数据波动的原因并调整投放

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