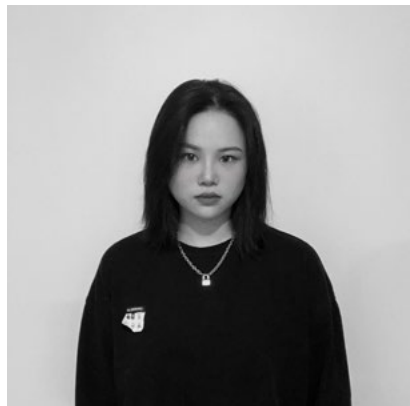


Hi :)

It's Cao Yuchen's / 曹雨辰

PORTFOLIO



2018-2021

m13967162202@163.com

## 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>

Resume / 简历

## 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



01/



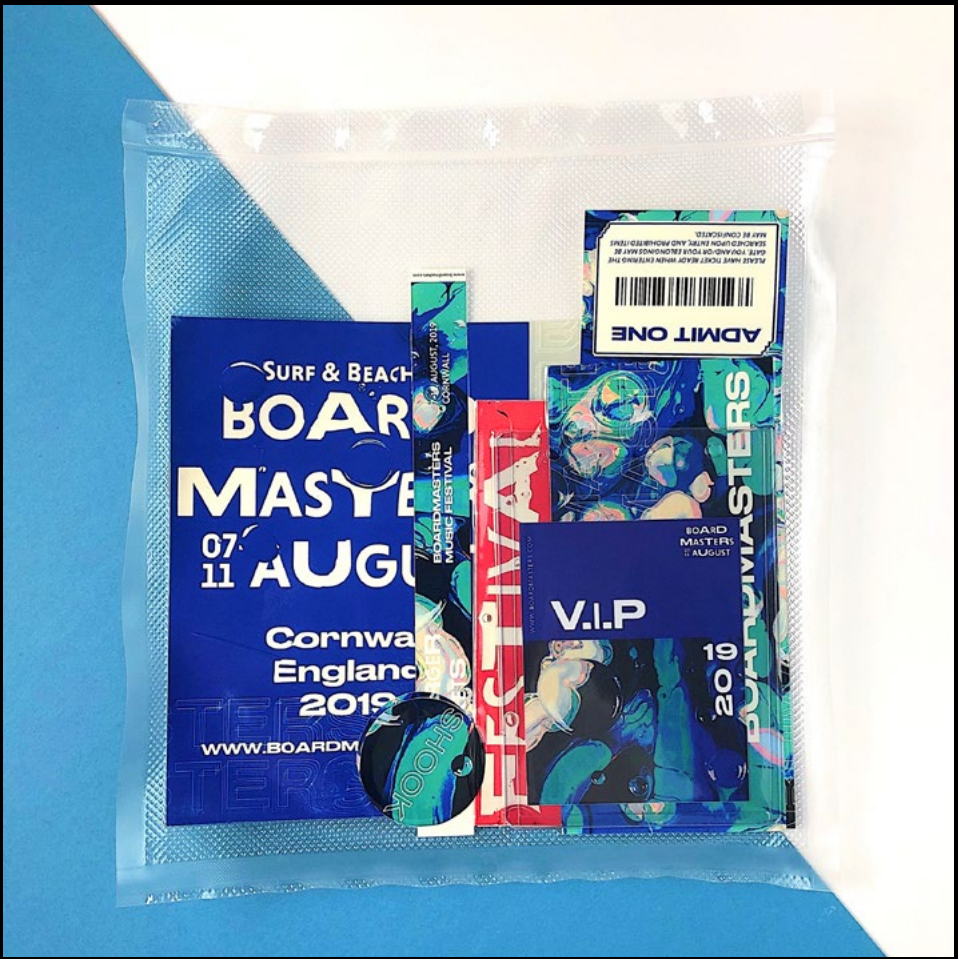
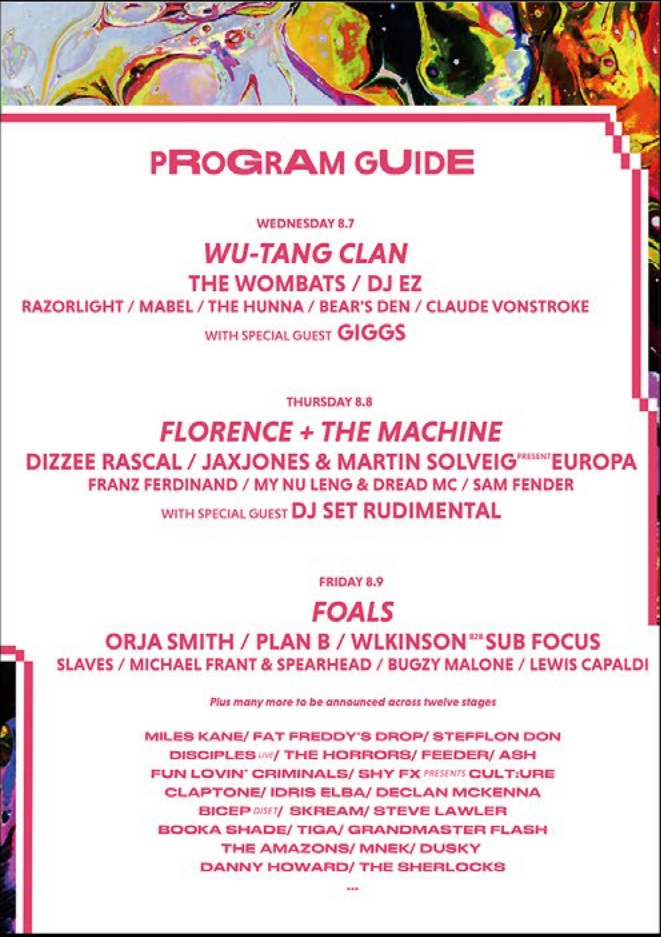
# Boardmasters Music Festival

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.





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。





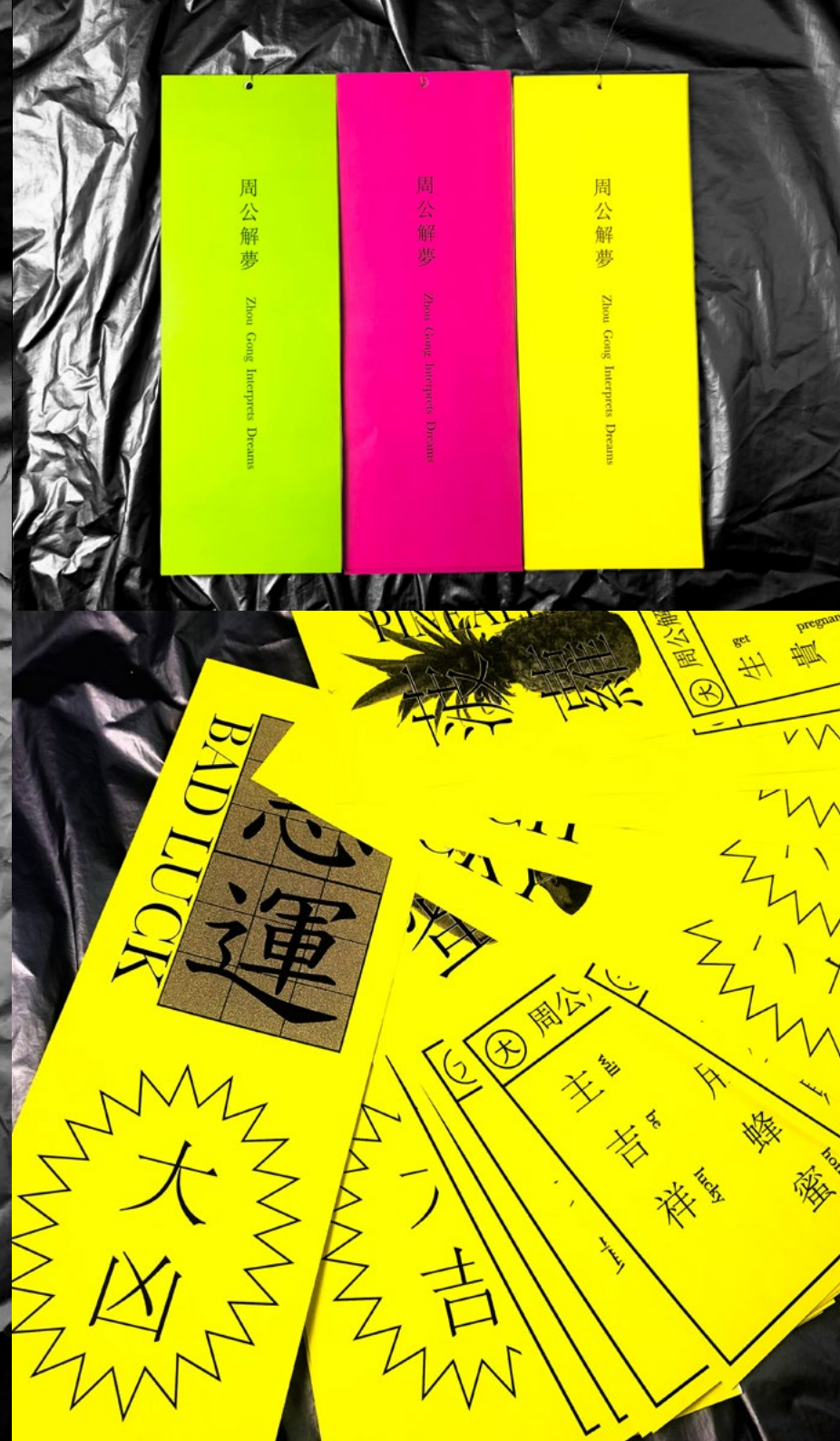


03/



# Zhou Gong Interprets Dreams

周公解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 and 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。

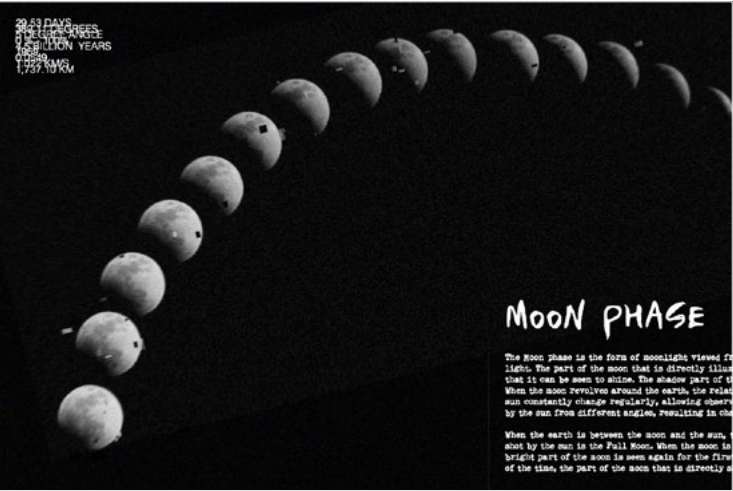








04/

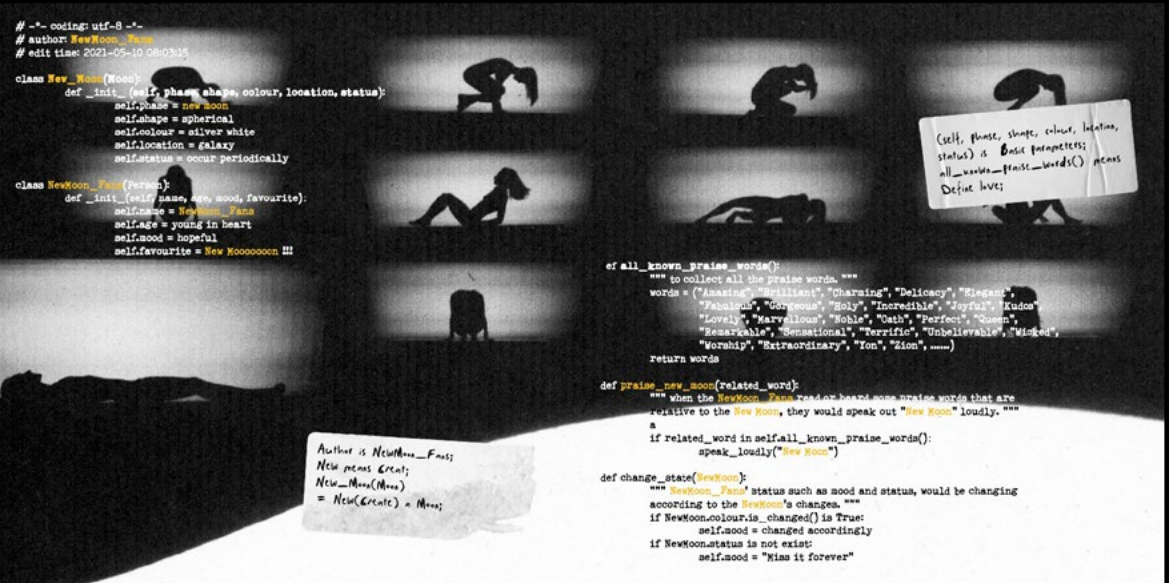
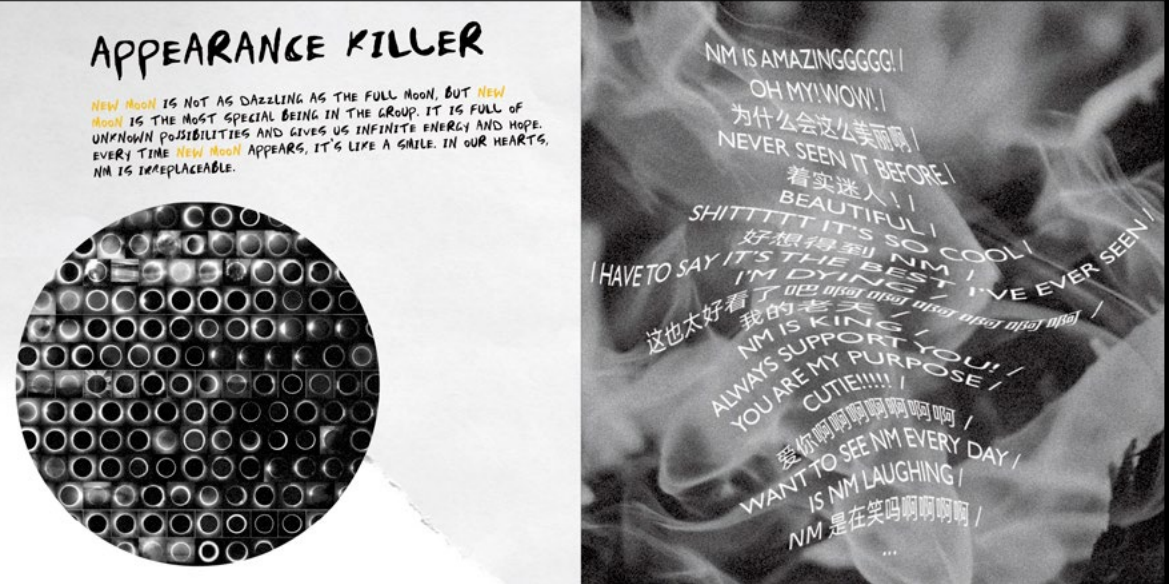
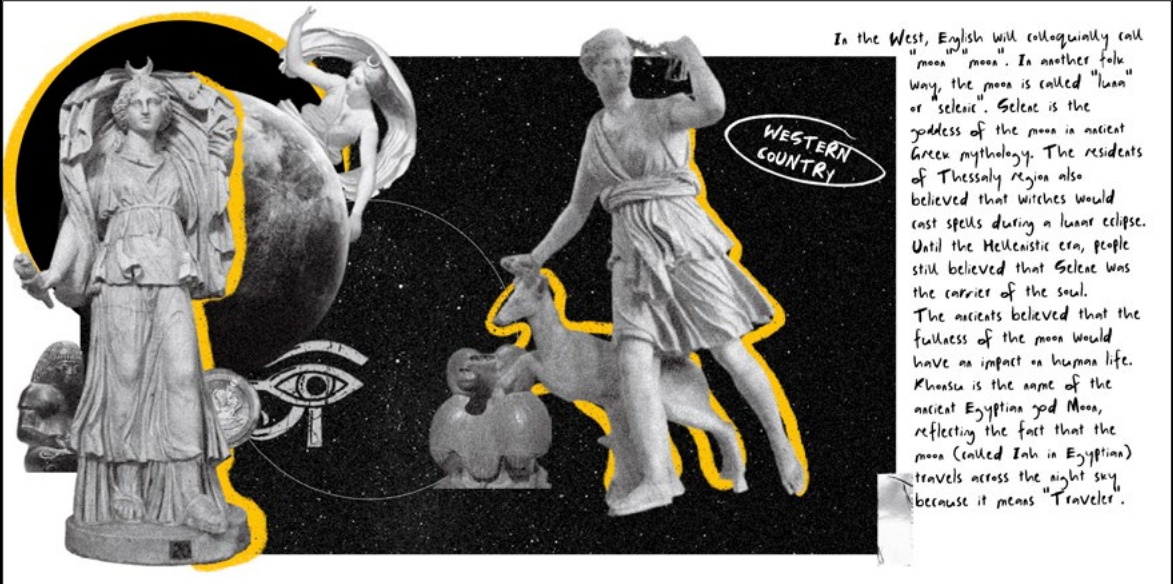


I am your  
No.1 Fan

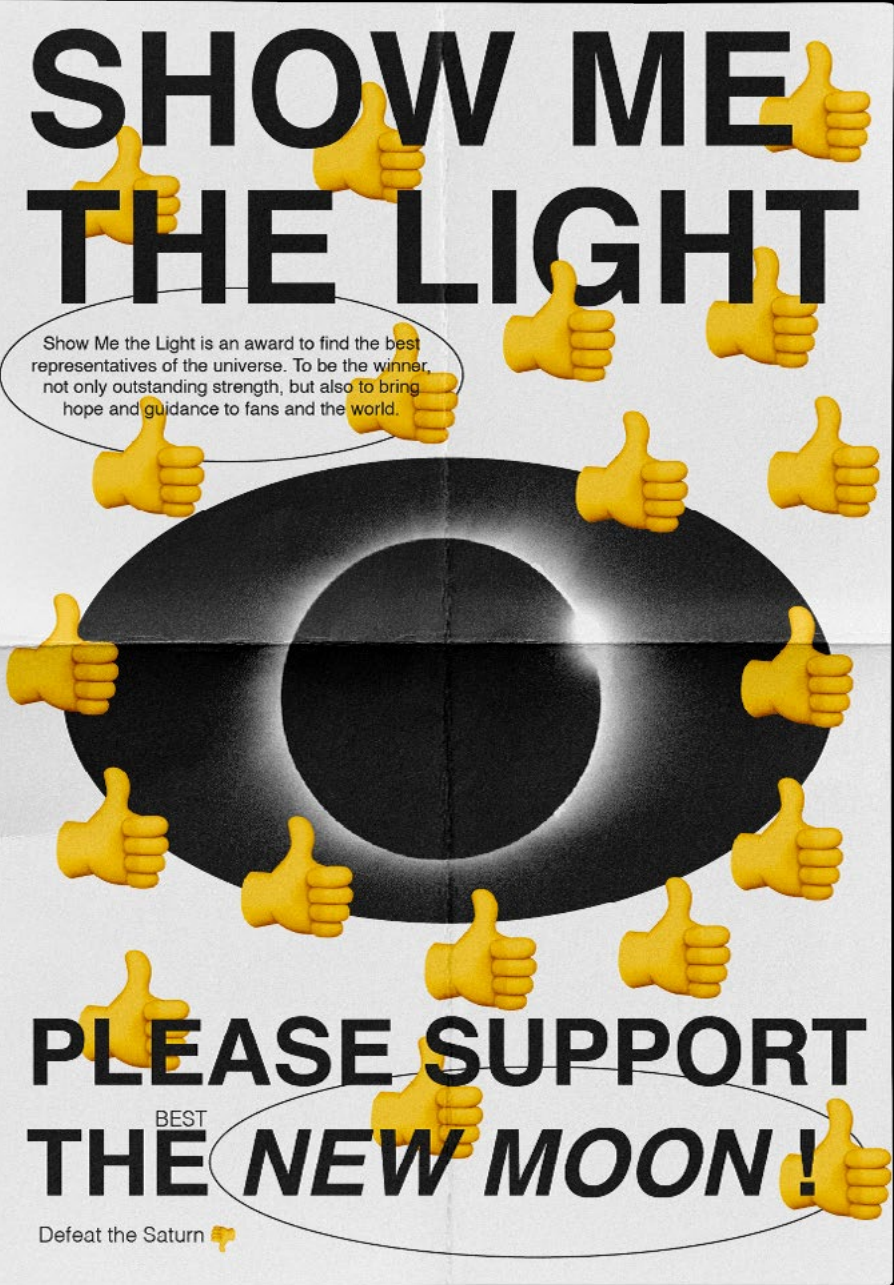
— New Moon

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-1-fan>

Fanzine



[https://40eb35cb-0881-4df3-9ac1-3b017783fe4c.filesusr.com/ugd/2e1cff\\_5a6be3e367894e17babf0764b696c88a.pdf](https://40eb35cb-0881-4df3-9ac1-3b017783fe4c.filesusr.com/ugd/2e1cff_5a6be3e367894e17babf0764b696c88a.pdf)





05/




# 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](https://40eb35cb-0881-4df3-9ac1-3b017783fe4c.filesusr.com/ugd/2e1cff_67c66cb1c9b141fb9c40dead350e933f.pdf)

Chapter.01

**What is 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 pile of pasta and two meatballs, guards over its followers around the globe, mysterious and great.[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 Bachelor of Physics degree. Its adherents believe that the universe was created by the Flying Spaghetti Monster after a severe alcoholic binge and that the monster is the only true God, hence the name The Flying Spaghetti Monster.

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

**The fandom of FSM**

Something about FSM

Fans name: *Pastafarian*

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 god.[2]*

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 Spaghetti Monster.[2]

As Christians often say in prayer, Amen... Similarly, when the prayers of the Flying Spaghetti Monster, they say, RAmen... Why did they called RAmen? Because the word ramen means noodle in English.[2]

2

**Activities of FSM No.1 fans**

The Flying Spaghetti Monster believes that pirates are its first disciples, and that true pirates are peace-loving explorers and messengers of justice. They will distribute candy to children. Followers of the Flying Spaghetti Monster celebrate International Pirate Imitation Day every day on September 19th.[5]

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 -- the Colander.[6]



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 photos taken, etc. Therefore, Colander is the most important and fundamental activity's node of FSM.[6]

3

Reference

[01] The Flying Spaghetti Monster YouTube Channel <https://www.youtube.com/c/PastafarianFSM1/videos>

[02] FSM intro [https://www.youtube.com/watch?v=0b02VcE\\_mY](https://www.youtube.com/watch?v=0b02VcE_mY)

[03] Question 1: Evolution <https://www.youtube.com/watch?v=0QnFm3LRpR8>

[04] Flying Spaghetti Monster - Wikipedia [https://en.wikipedia.org/wiki/Flying\\_Spaghetti\\_Monster](https://en.wikipedia.org/wiki/Flying_Spaghetti_Monster)

[05] Church of the Flying Spaghetti Monster <https://www.spaghettimonster.org/>

[06] Pasta strainers and pirates: how the Church of the Flying Spaghetti Monster was born <https://www.theguardian.com/world/2019/may/18/pasta-strainers-and-pirates-how-the-church-of-the-flying-spaghetti-monster-124035>


[07] I, Pastafari: we all have something to learn from the Church of the Flying Spaghetti Monster <https://theconversation.com/i-pastafari-we-all-have-something-to-learn-from-the-church-of-the-flying-spaghetti-monster-124035>

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



12

13



16

17

**The Object from No.2 fans (Gift for No.1 fans)**

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 祝筮 ) 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 64 special Chim sticks (also a set of 64 spaghetti recipes). We use spaghetti as the material for this bucket and 64 sticks.

**Why is it?**

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).



8

9

Event participation guide

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.

**STEP 01**  
Please put on the colander, and shout out "RAmen!"



**STEP 2**  
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 )

**STEP 03**  
According to the number at the bottom of Chim Stick, exchange the Chim Stick for your recent fortune Chim Tung.

**STEP 04**  
If you want to take away the Chim stick, please write down what you would like to say to FSM on the paper


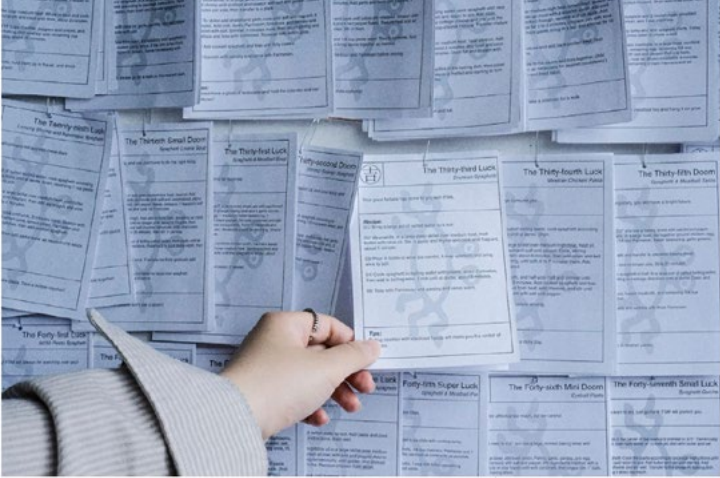
**USER GUIDELINE:**  
The fortunes given in this Chim Tung are for reference and represent FSM's care for you. The spaghetti recipe is the key to extending luck and breaking doom. Be sure to eat your spaghetti! Take it with the Tips for even better results!

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!



14

15



18

19

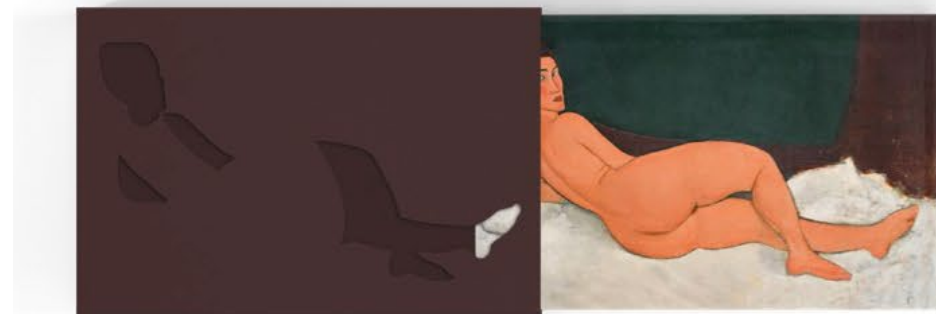
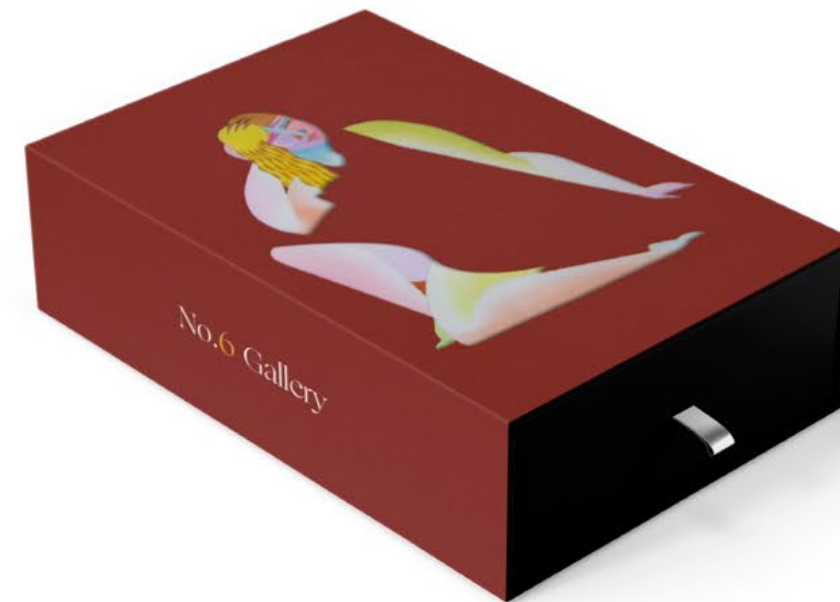
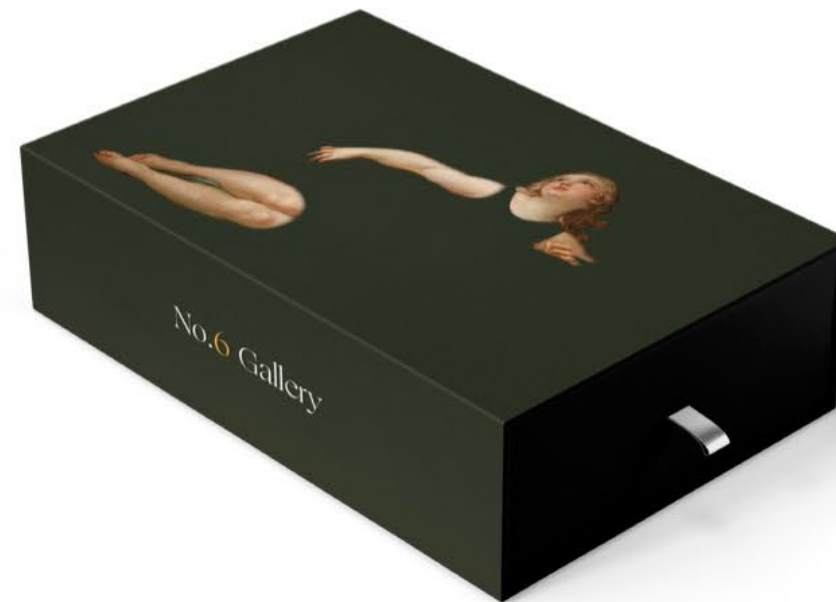


06/

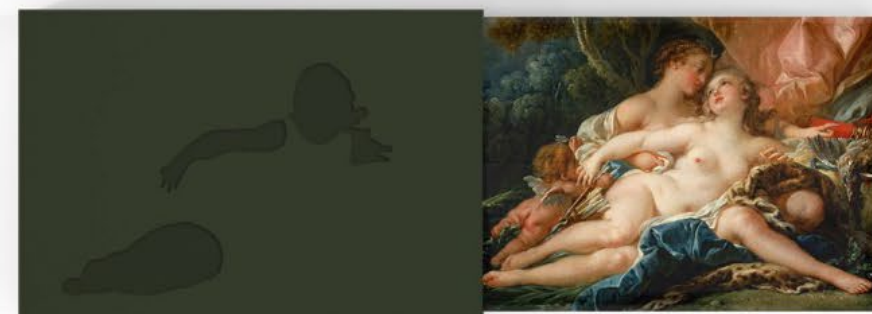


# No.6 Gallery

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。



阿梅迪奥·莫迪利亚尼《女性裸体》  
Female Nude Bound by Amedeo Modigliani



弗朗索瓦·鲍彻《朱庇特与木卫四》  
Jupiter and Callisto by François Boucher



亚历杭德罗·胡安·萨拉斯《水彩画女人》  
Mujer Acuarela by Alejandro Juan Salas

Packaging

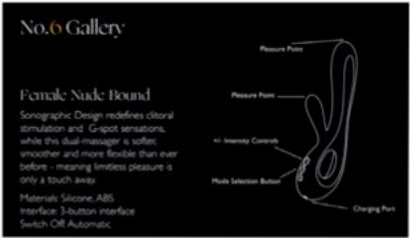
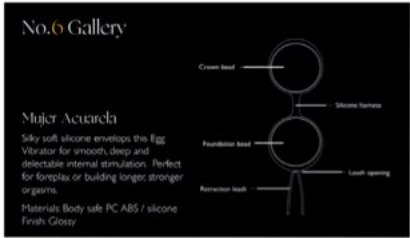
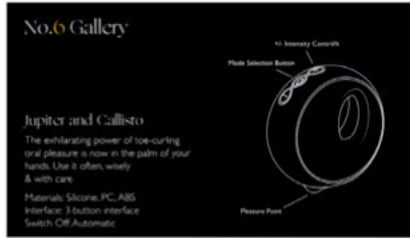


Inside the box

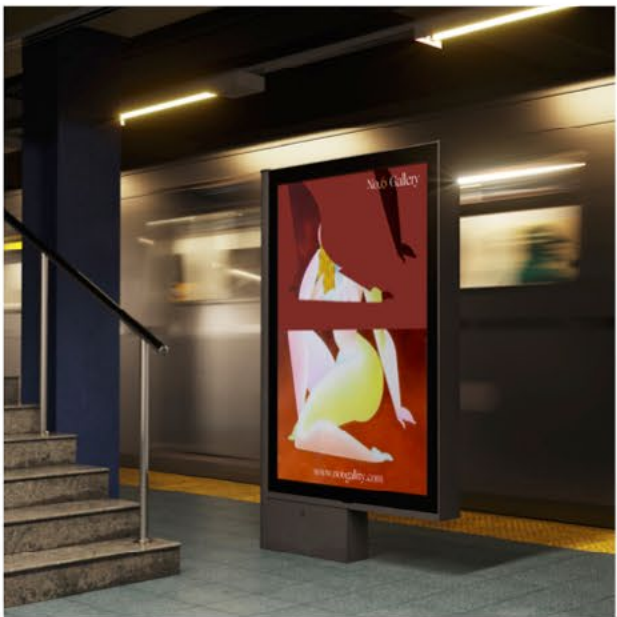
性玩具品牌 No.6 Gallery 成立于 2019 年，旨在用艺术的形式诠释性，改变性玩具被污名化的刻板印象。裸体画被广泛认为是人体美的体现。为什么性玩具不行？在我们看来，性也是艺术。



Cards

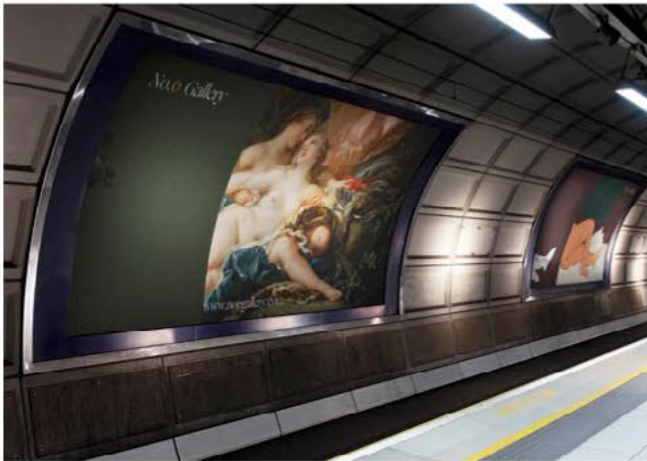


Poster

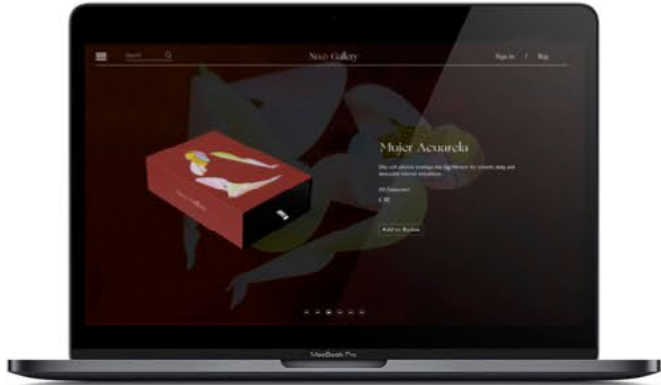
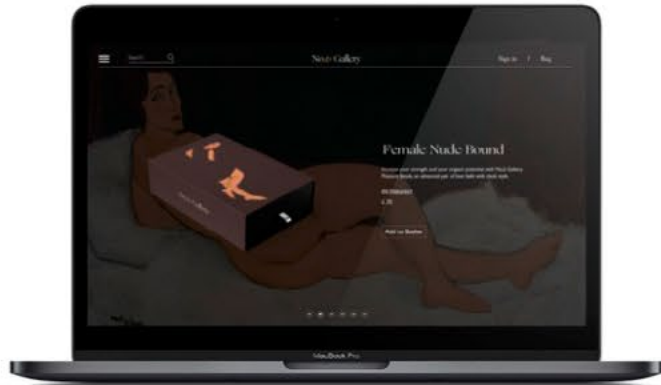


动态海报：[https://youtu.be/guB75\\_LoNA4](https://youtu.be/guB75_LoNA4)





Website



动态海报: <https://youtu.be/Rjfnsynl11Q>

动态网站: <https://youtu.be/kcbKbyGn2B4>



07/

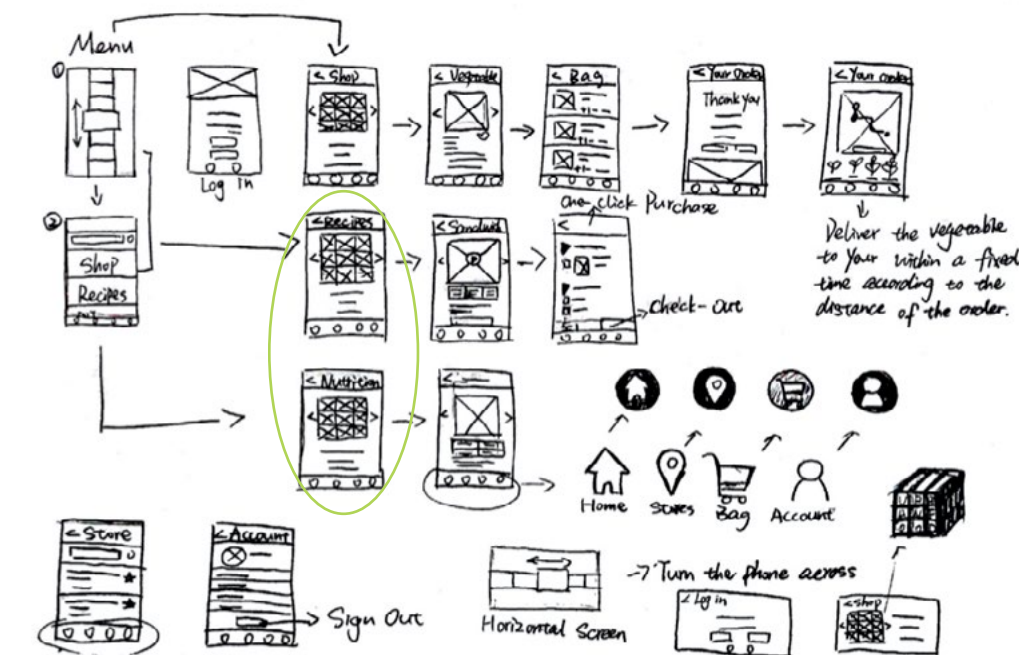
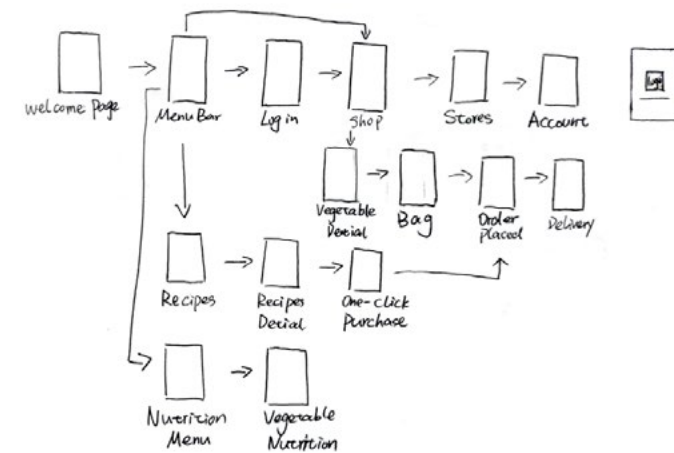


# Urban Food

“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 Urban Food app 中下单，获得送货上门服务。



## App sketch



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。





Order information

Complete order

Users can find nearby stores here

Users can view the nutritional value of vegetables here

Vegetable details

The user chooses vegetables here

Users can enter different interfaces through different options

Some information about Urban Food

User can choose different recipes here

Cooking steps and cooking videos

Buy the ingredients in the recipe with one click

## Colour

R: 234  
G: 156  
B: 36

R: 128  
G: 178  
B: 51

R: 235  
G: 8  
B: 8

R: 48  
G: 186  
B: 203

## Icon list



## Illustration on containers

These vegetables are the main products of urban food. I use illustration to express them.

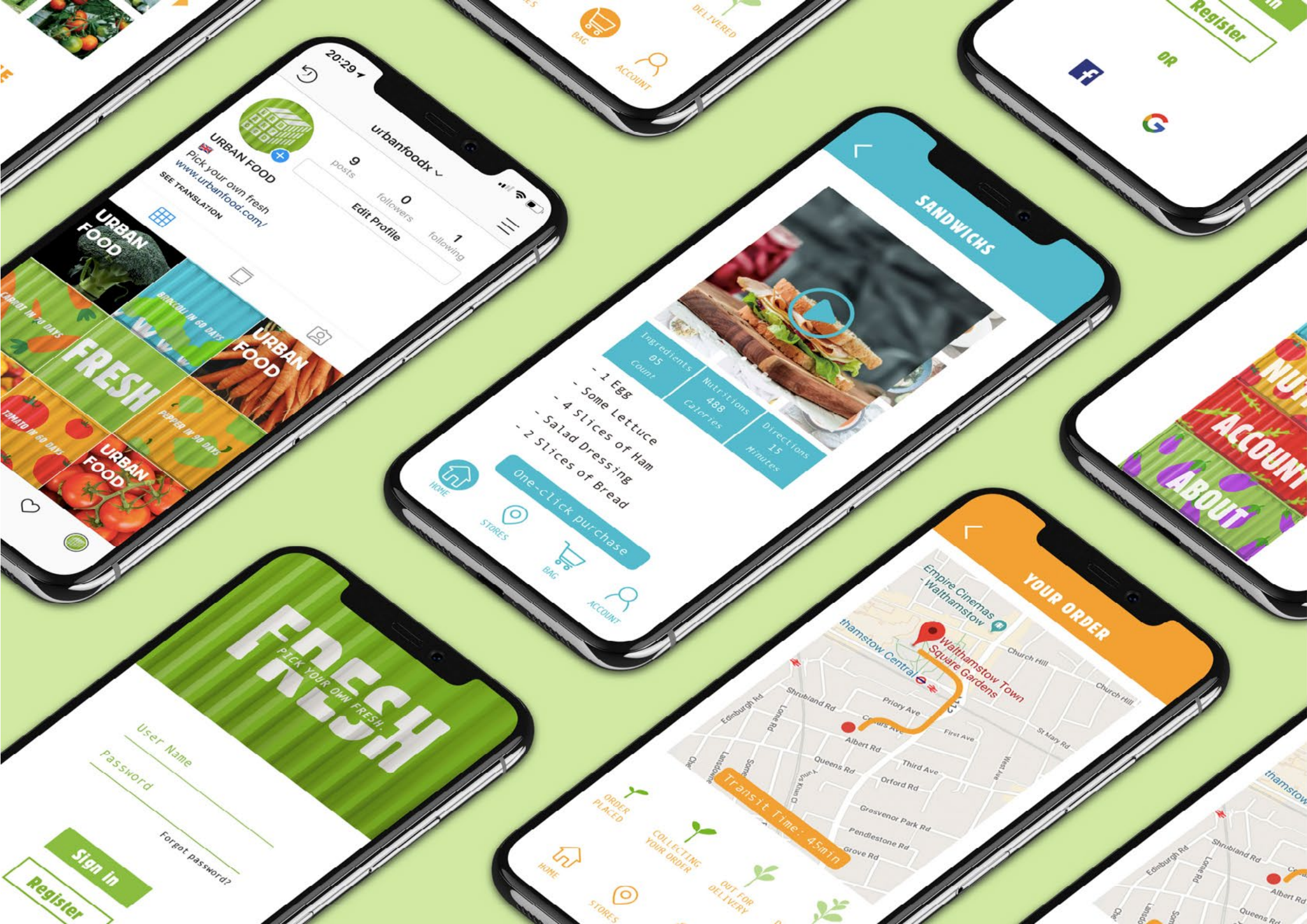
## Style 1



## Style 2

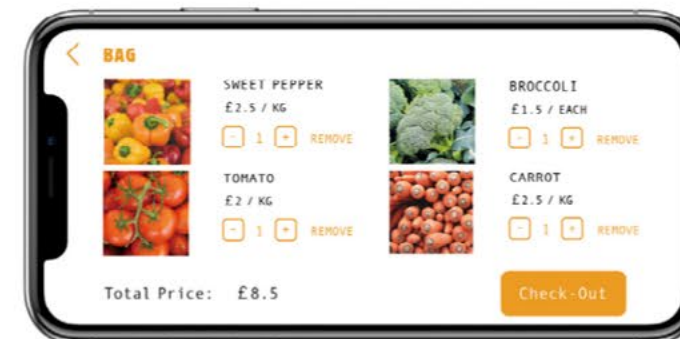
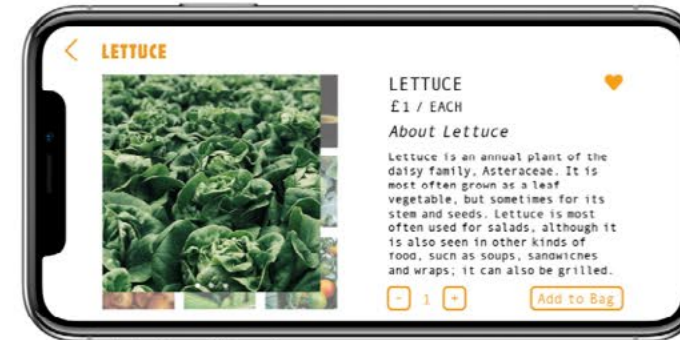






### App show

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



### Truck



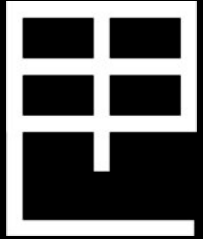
### packaging



Packaging for vegetables. Different vegetables have different packages.



08/



# 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

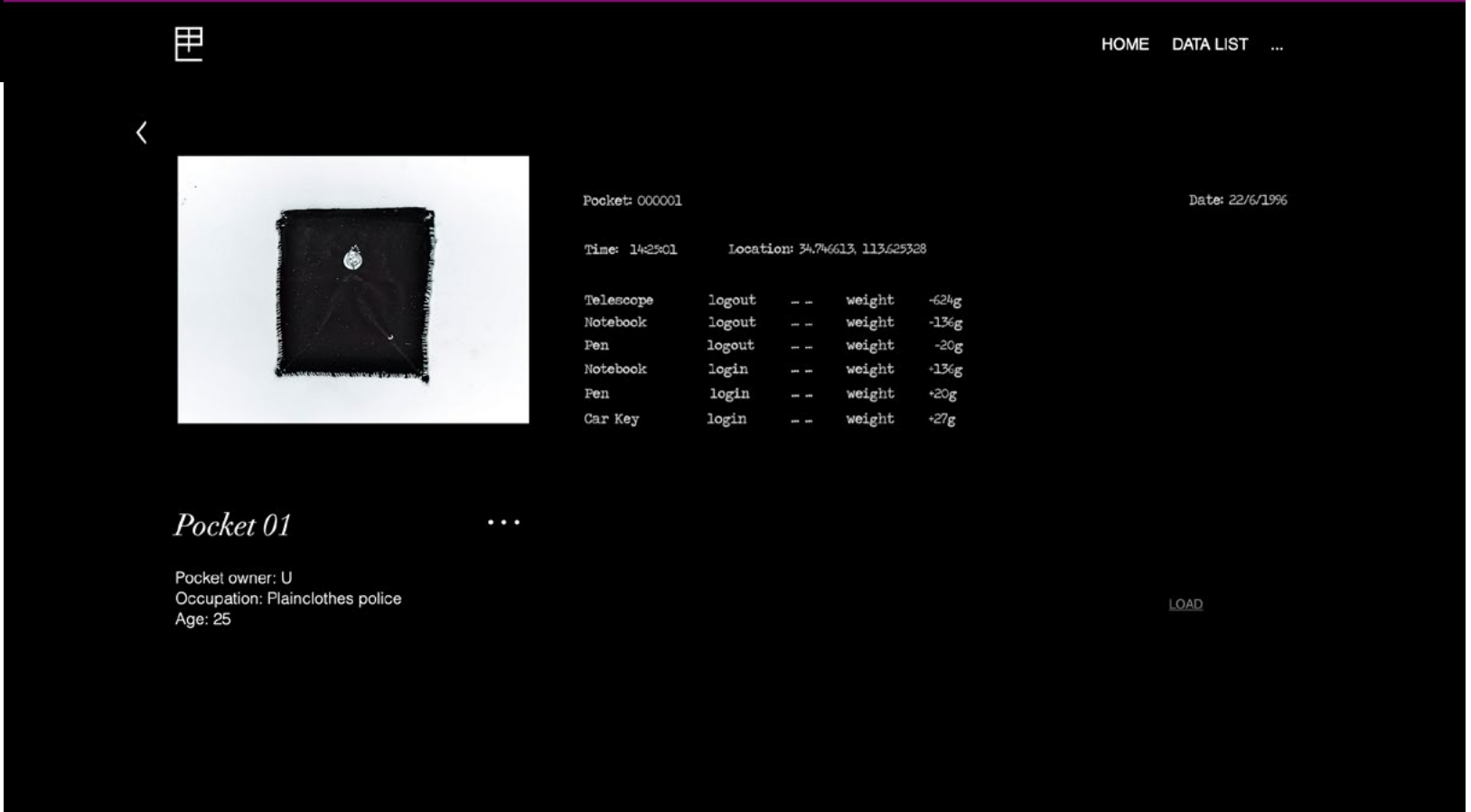
Hiding	Disguiserole
Clothes	Pressure
Actions	PTSD
Heroics	Danger
Self-identification	Rules
Contradiction	Case
police system	Views on lying
Switching	Relationship with family
Ordinary life	Personal experience
Object study	I don't know who I am
Moral psychology	To behave opposite of unique
To explore identity	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 )



作品详情：  
<https://caoyuchen09.wixsite.com/my-site-1/operation-recorder>



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東西，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？









# 卡牌设计 /



# H5 大图 /





Thank you  
for watching :)