

Selected Works

Match- Making

@2020 Gloria Au

All Rights Reserved. No part of this publication may be reproduced, distributed or transmitted in any form or by any means, including photocopying, recording and other electronic or mechanical methods, without the prior written permission of the publisher. Some image and text have been used for inspiration and educational purposes only.

Designer: Gloria Au

auvisual.design

Dedicated
to my

family, friends
& mentors.

Tom Sieu / Joohye Jubilo / David Hake / Andrew Cambouris / Christine George /
Aries Nunez / Hannah Coward / Ariel Grey / Thomas McNulty / Phil Hamlett

Intro-
duction

Statement

Hi I'm Gloria Au, an S.F.-based graphic designer originally from Hong Kong. You could say I'm well versed in the art of matchmaking. I strive to enhance my designs by effectively pairing elements that suit each other. My style emphasizes the contrast between unusual combinations, to result in work that has depth and diversity. Balance is what I'm all about as a graphic designer. To make visual systems look great, I draw from my widely-varied cultural influences.

These selected works showcase the aptitude, vision, and culture clash that I season a project with to make it stand out. Each project expresses my dedication to the study of concept development, design strategy, and typography. Still not convinced? Let's take a journey through my perspective so I can prove it to you.

→ **1.0**

PG 08 - 19

Fantasy
Reality

→ **2.0**

PG 22 - 35

Efficient
Ease

→ **3.0**

PG 38 - 47

Natural
Technical

→ **4.0**

PG 50 - 63

History
Modernity

→ **5.0**

PG 66 - 77

Clean
Complex

→ **6.0**

PG 80 - 87

Fixed
Custom

→ **7.0**

PG 90 - 103

Inner
Outer



Fantasy



Reality

1.0 Fantasy Reality

Objective

Chinatowns are a lens for people to experience Chinese culture. We strived to enlighten readers about the reality and fantasy behind America's first Chinatown. Reality focused on the contributions of Chinese immigrants. Fantasy identified the American interpretation and influence involved. Most of Chinatown looks Chinese, but what was genuine, and what got lost in translation?

Approach

This publication is a time capsule that follows our exploration into the fabric of this neighborhood. Our process was to question, learn and share a visual narrative. We discovered that early development of Chinatown was designed by Americans. The Chinese architectural elements in was the **fantasy** of the West. We used traditional Asian elements, and photography to express the **reality** of the neighborhood.

Project

Look SF:
Chinatown

Team

· Gloria Au
· Tiffany Kuo

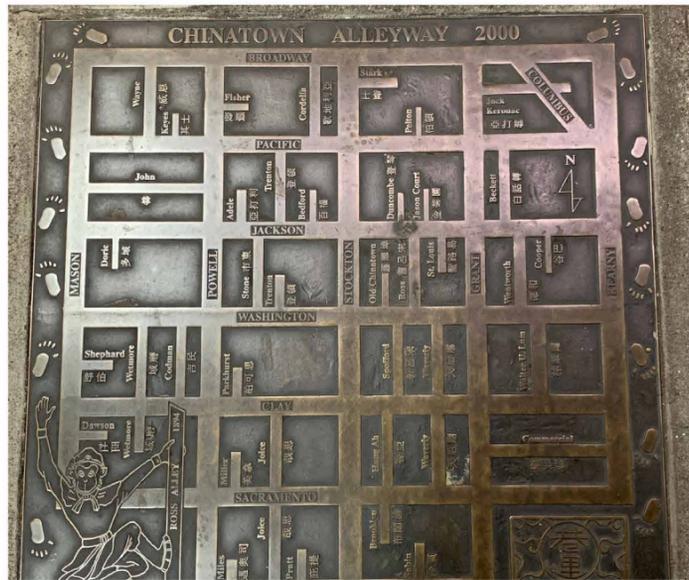
Media

· Editorial
· Website Design

Roles

· Concept Thinking
· Illustration
· Website Design





1.1 Design Process

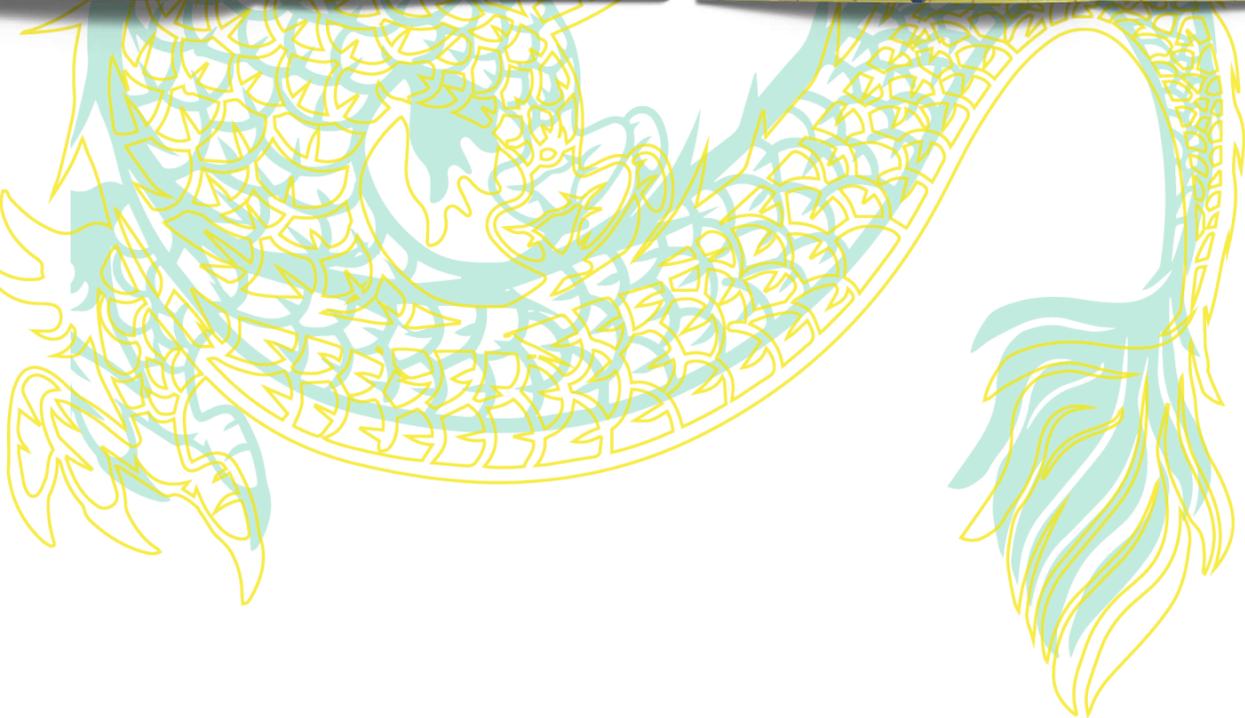
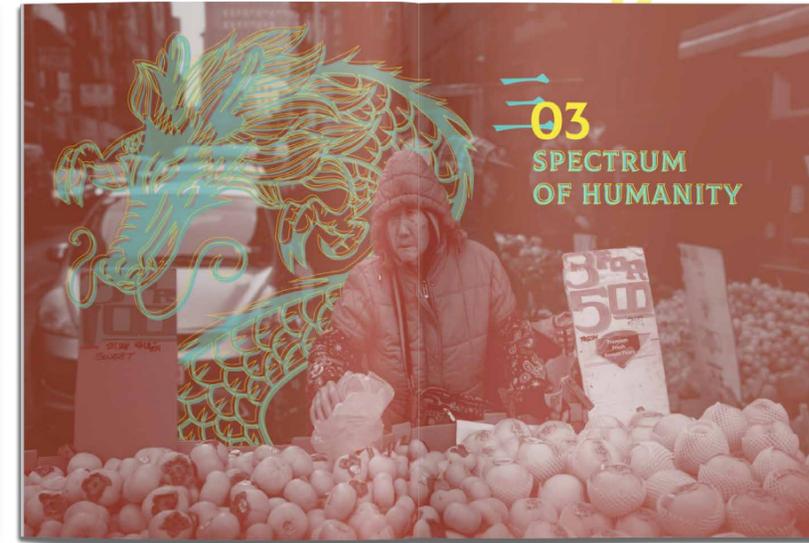
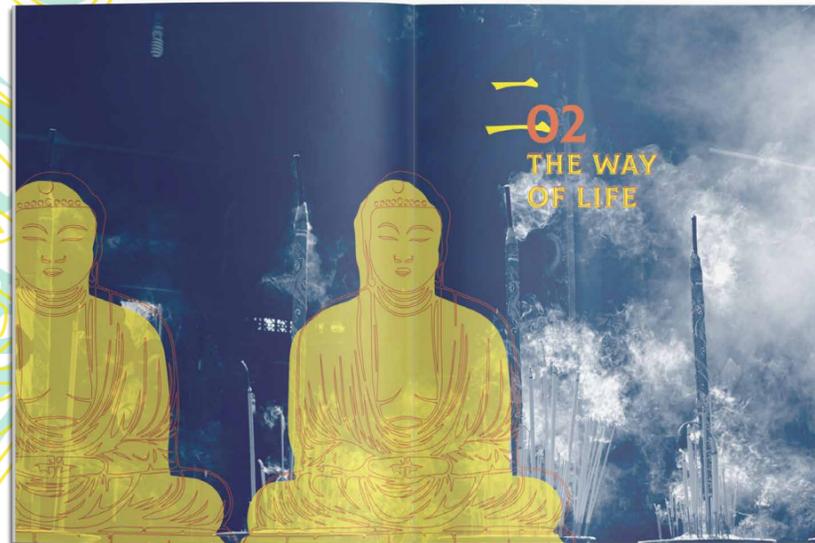
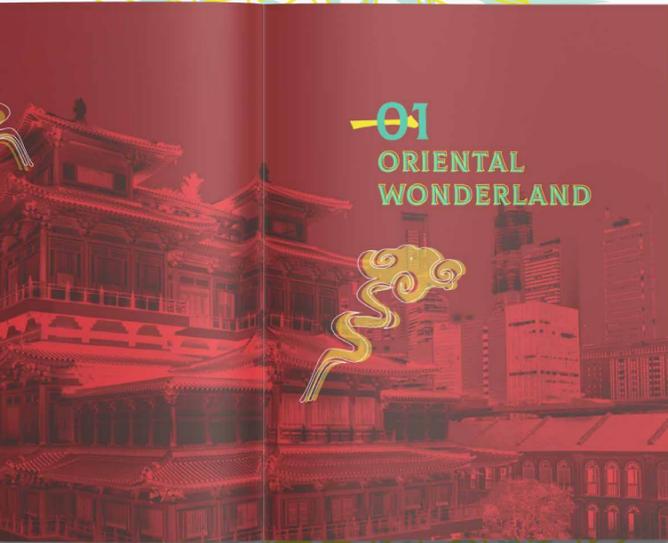
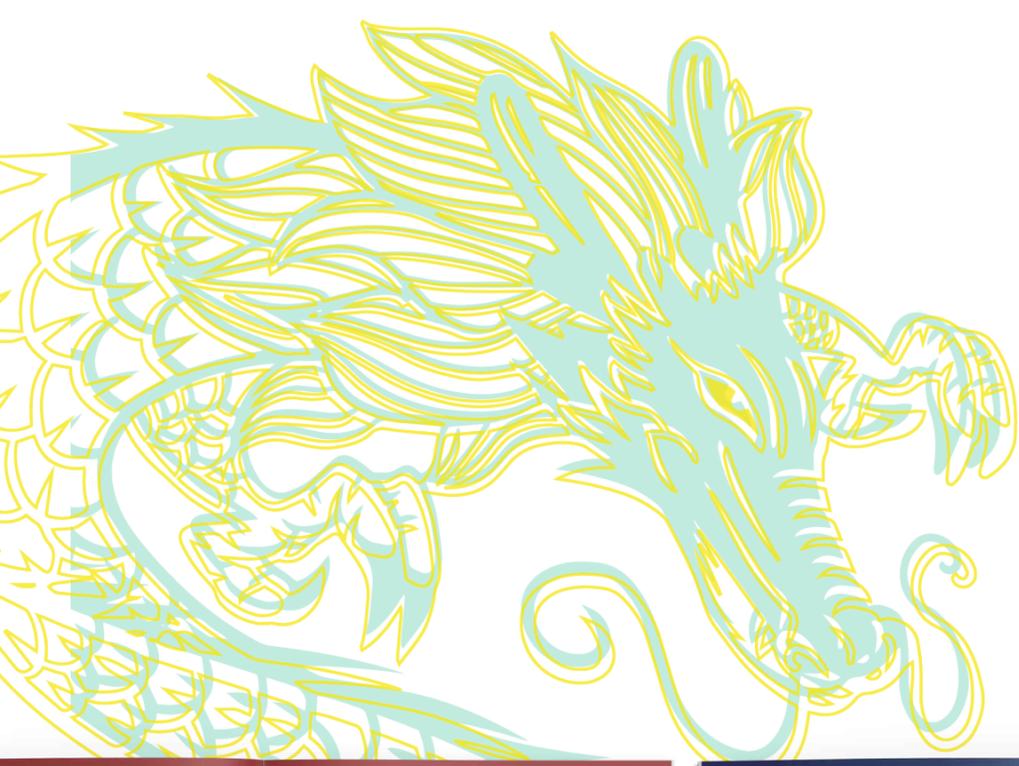
Mood Board

- Realism
- Design Element

Type Board

- Bold
- Diverse





Chapter Opener:

We focused on architecture, religion, lifestyle, shops and food to document what our beloved and vibrant Chinatown.



01 ORIENTAL WONDERLAND

02 THE WAY OF LIFE

03 SPECTRUM OF HUMANITY



← **Home page:**
We included a zoom out effect while scrolling for a interactive motion transition.





Efficient

Ease

2.0 Efficient Ease

Objective

The biggest vacation blunders can often be chalked up to unorganized or uninspired planning. Missed opportunities, bad timing, scams, stress, and overspending can all kill the mood. Vacation doesn't come around often, so how do we prevent these classic stains of a bad vacation? The Travelisto mission was to create a user friendly platform which gave travelers all the tools to effectively prevent these problems.

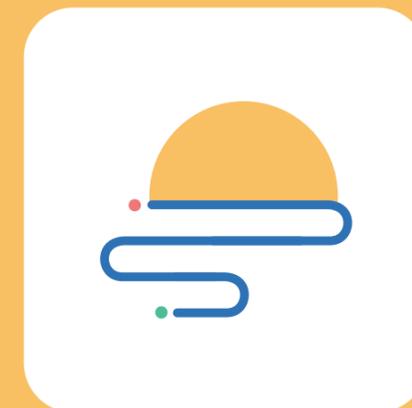
Approach

I wanted to make an **efficient** app, so you can travel with **ease**. Developing an array of functions wasn't enough, it had to be done in a cohesive and streamlined way. It is my mission to make Travelisto the best application for your travel needs. Quickly & easily gather information to customize the amazing trip you always wanted.

→ **Project**
Travelisto

Media
· UX/UI Design

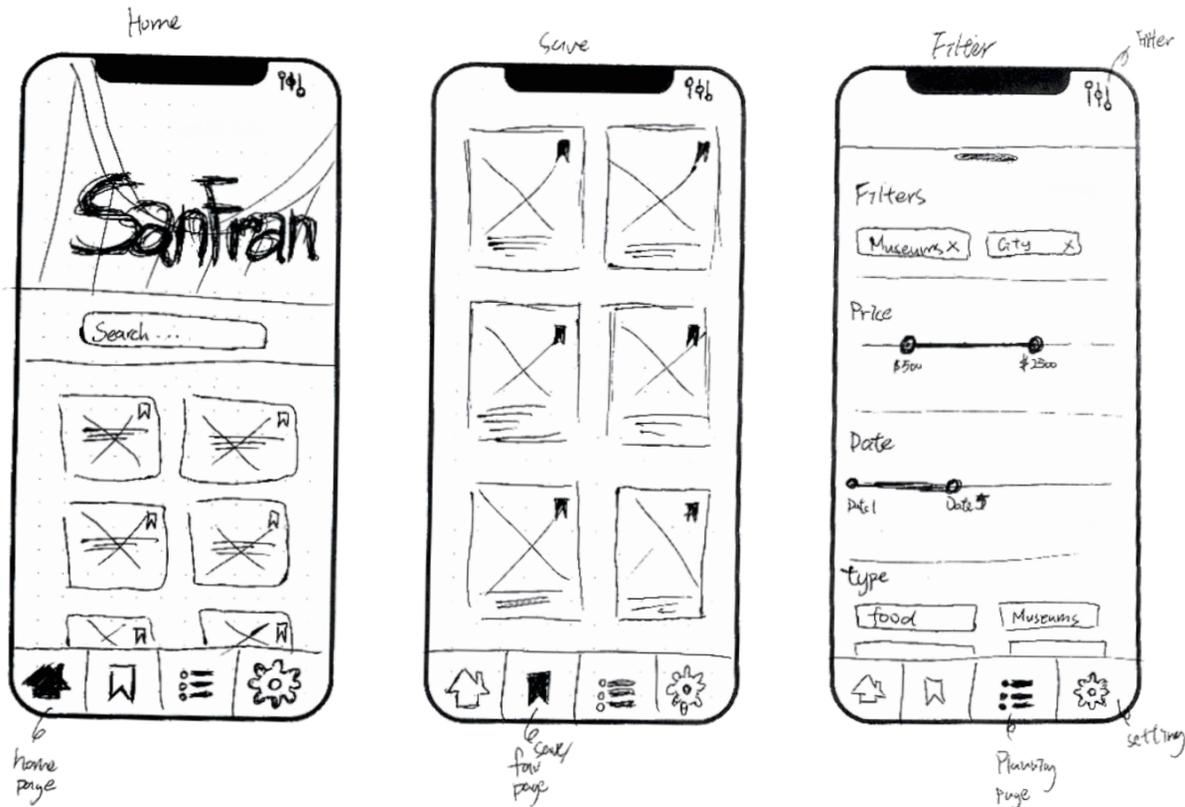
Roles
· App Development
· Visual System



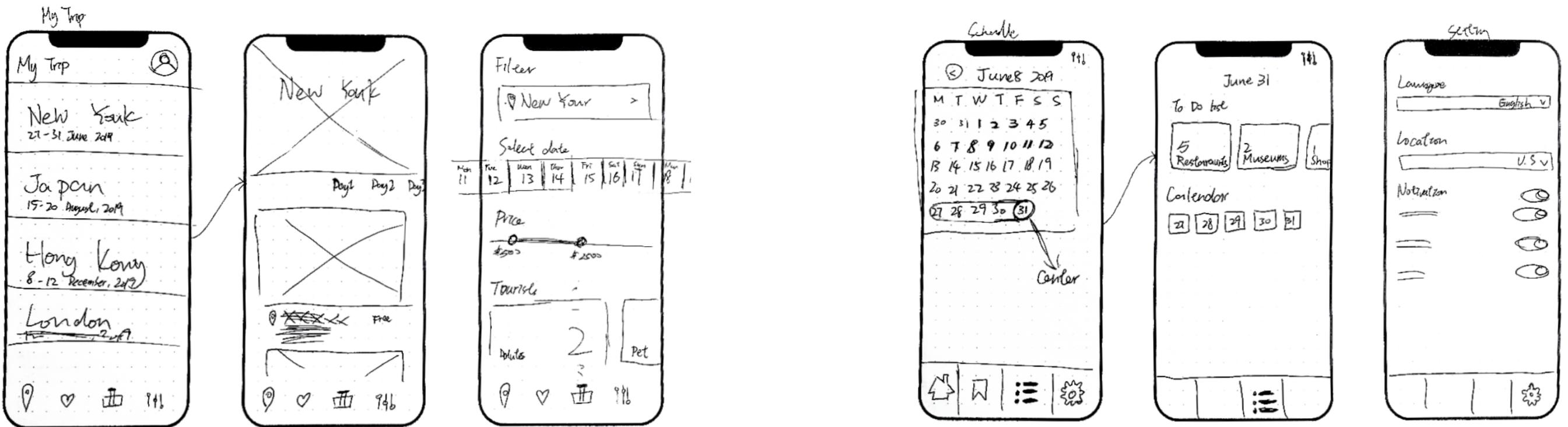
travelisto

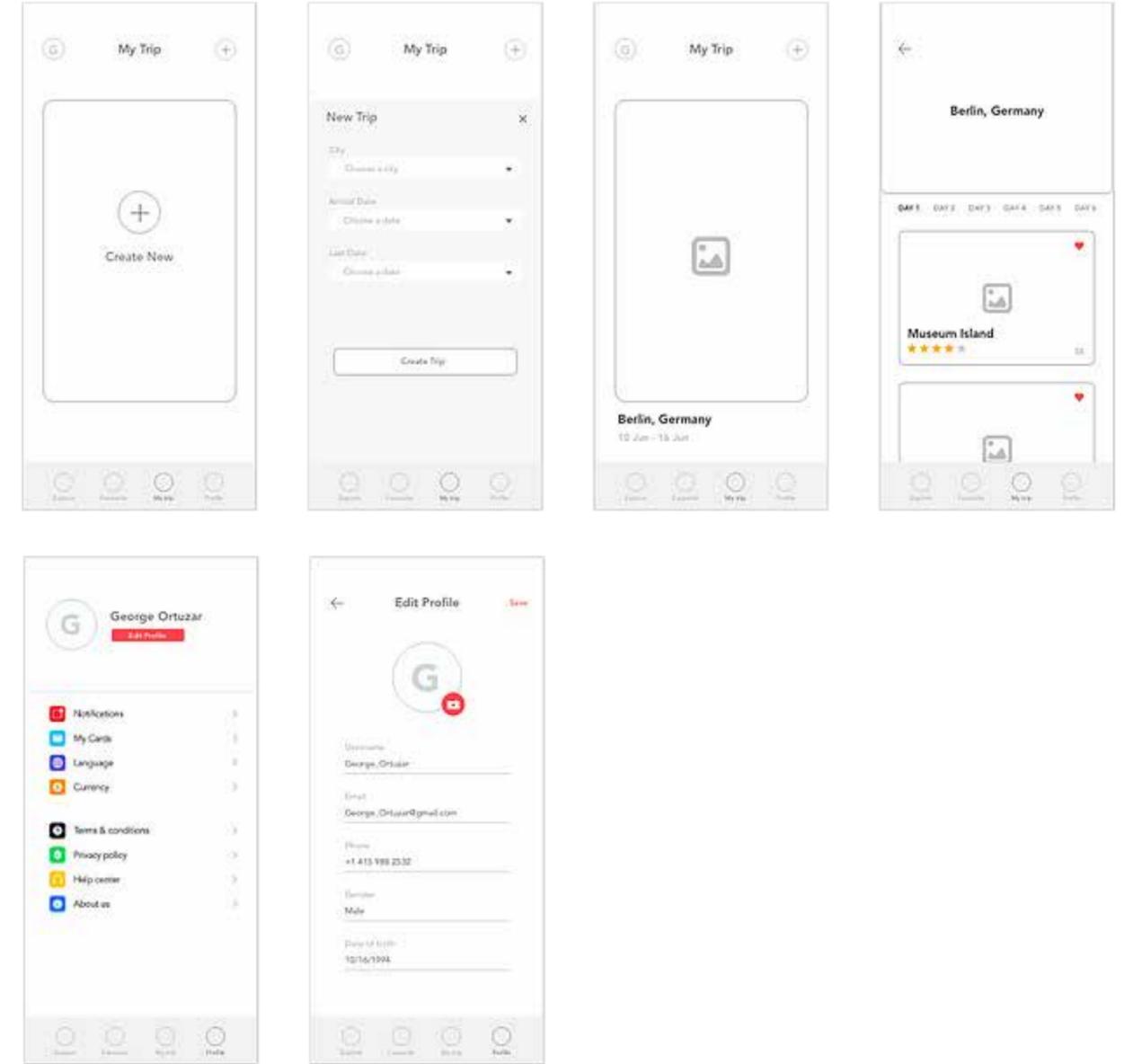
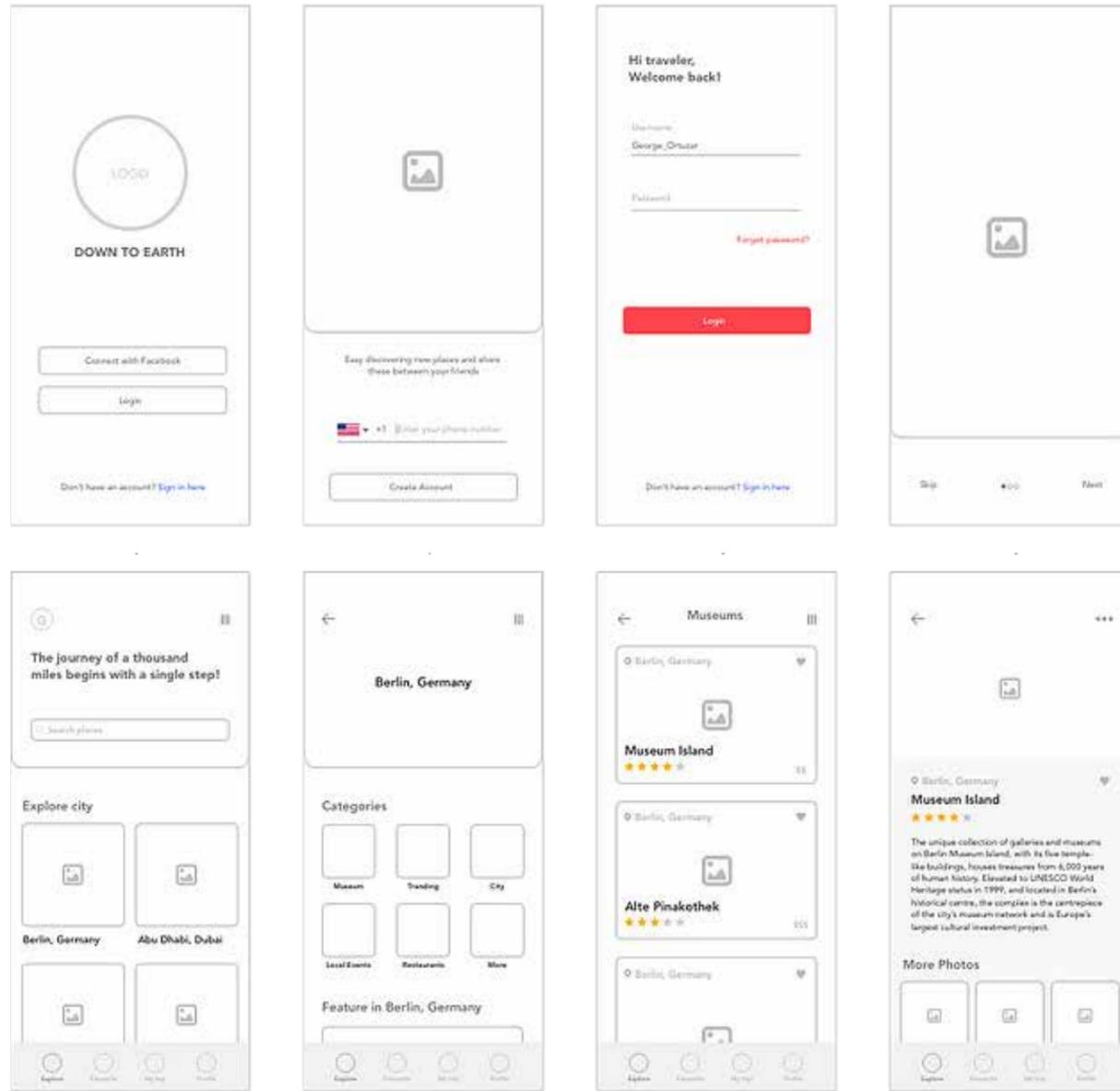


2.1 Design Process

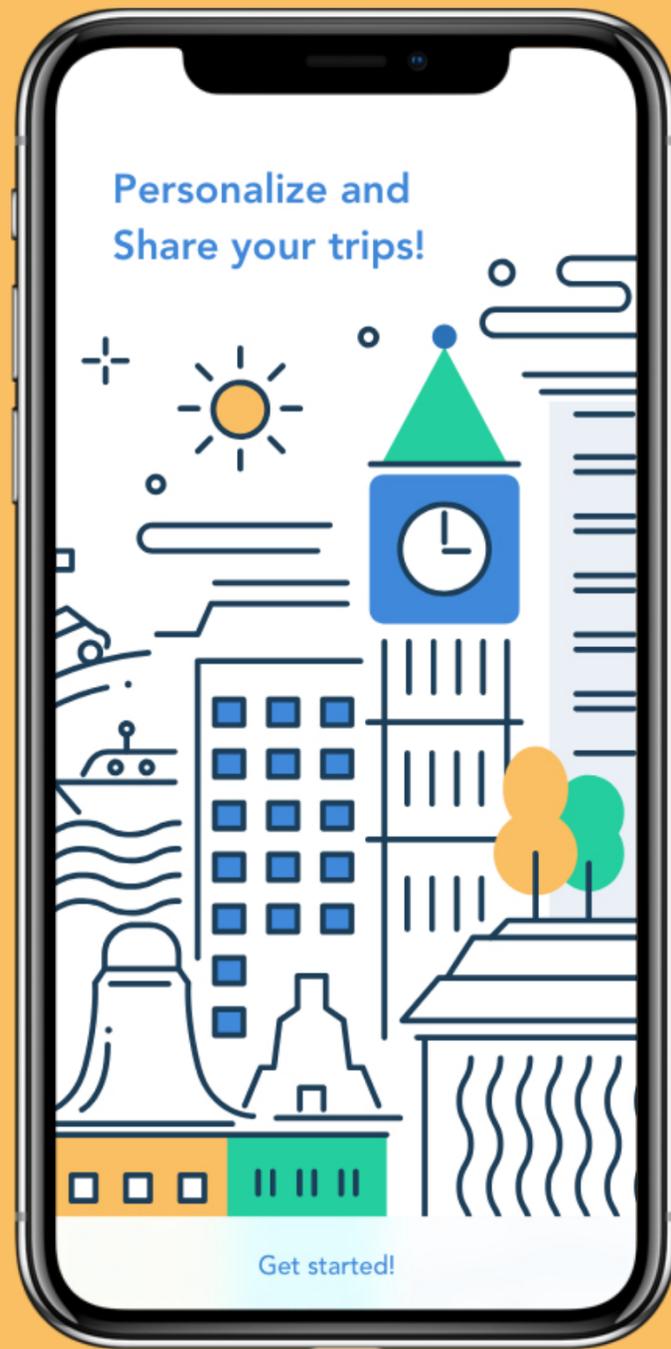


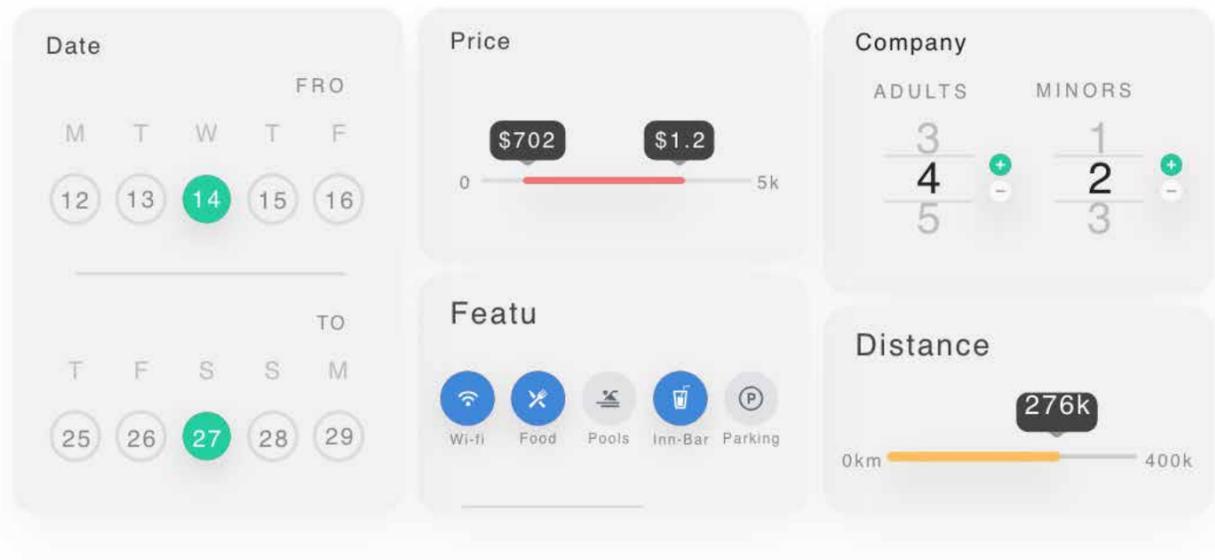
- ← **Hand Sketches:**
Each experience is uniquely different for every user. Pride comes from meeting the individual needs of all our users.





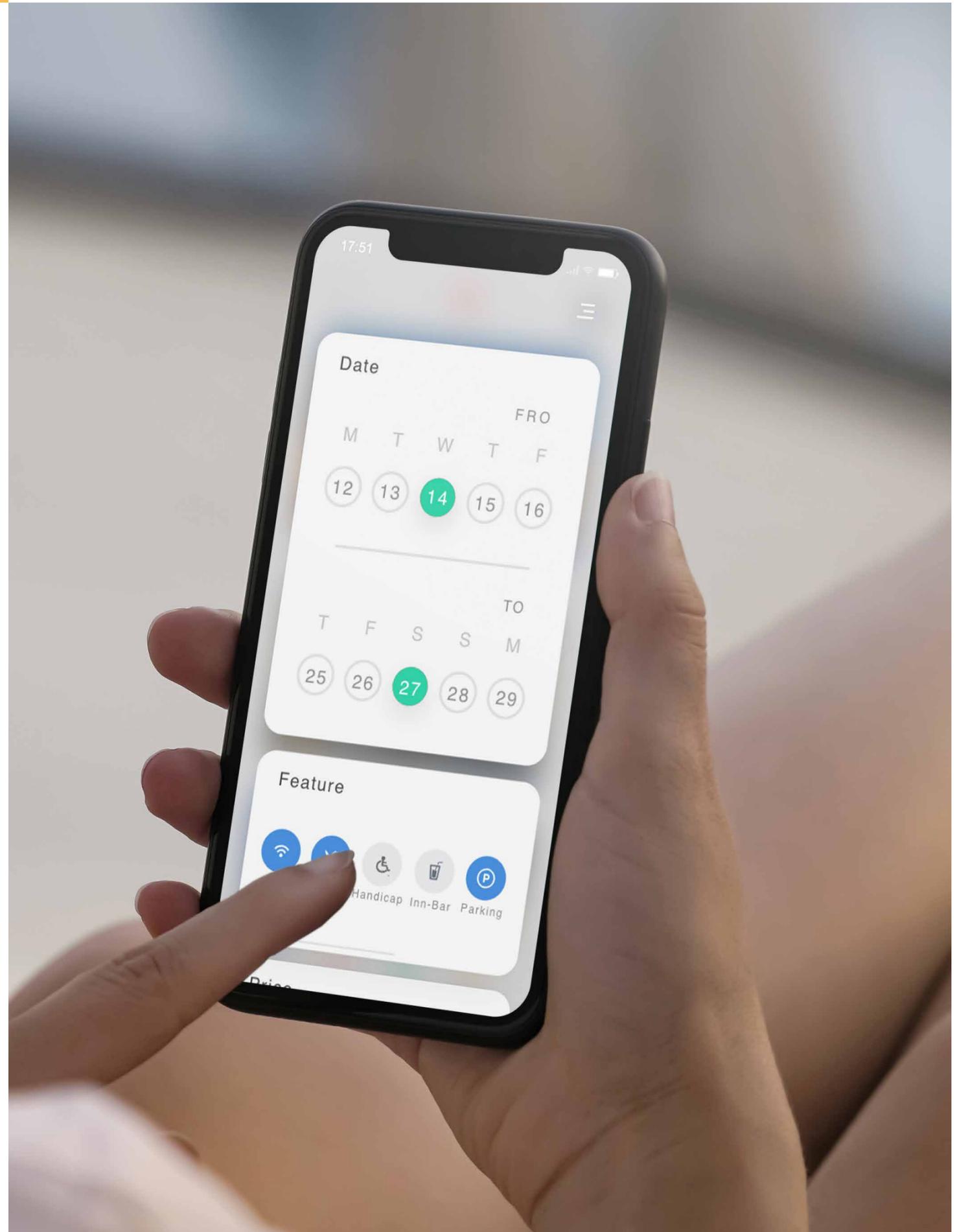

Wireframe:
 Creating a platform to consolidate all assets in one place, in order to monitor and manage with efficiency.

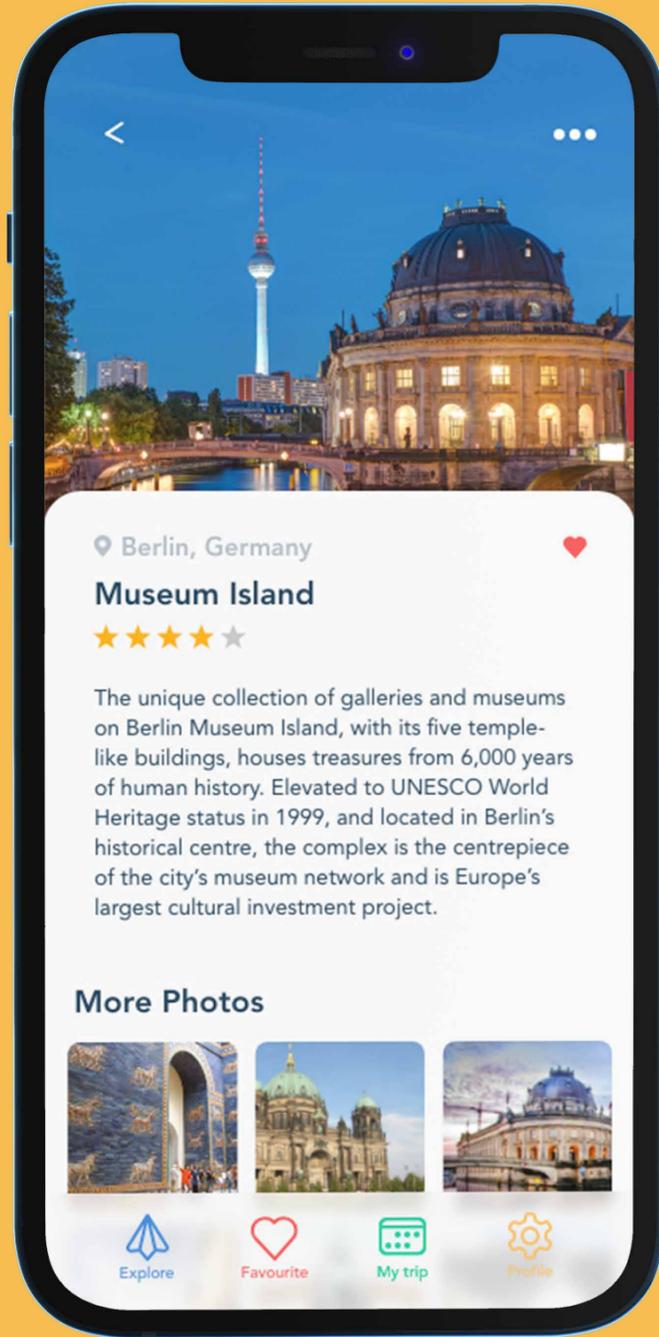
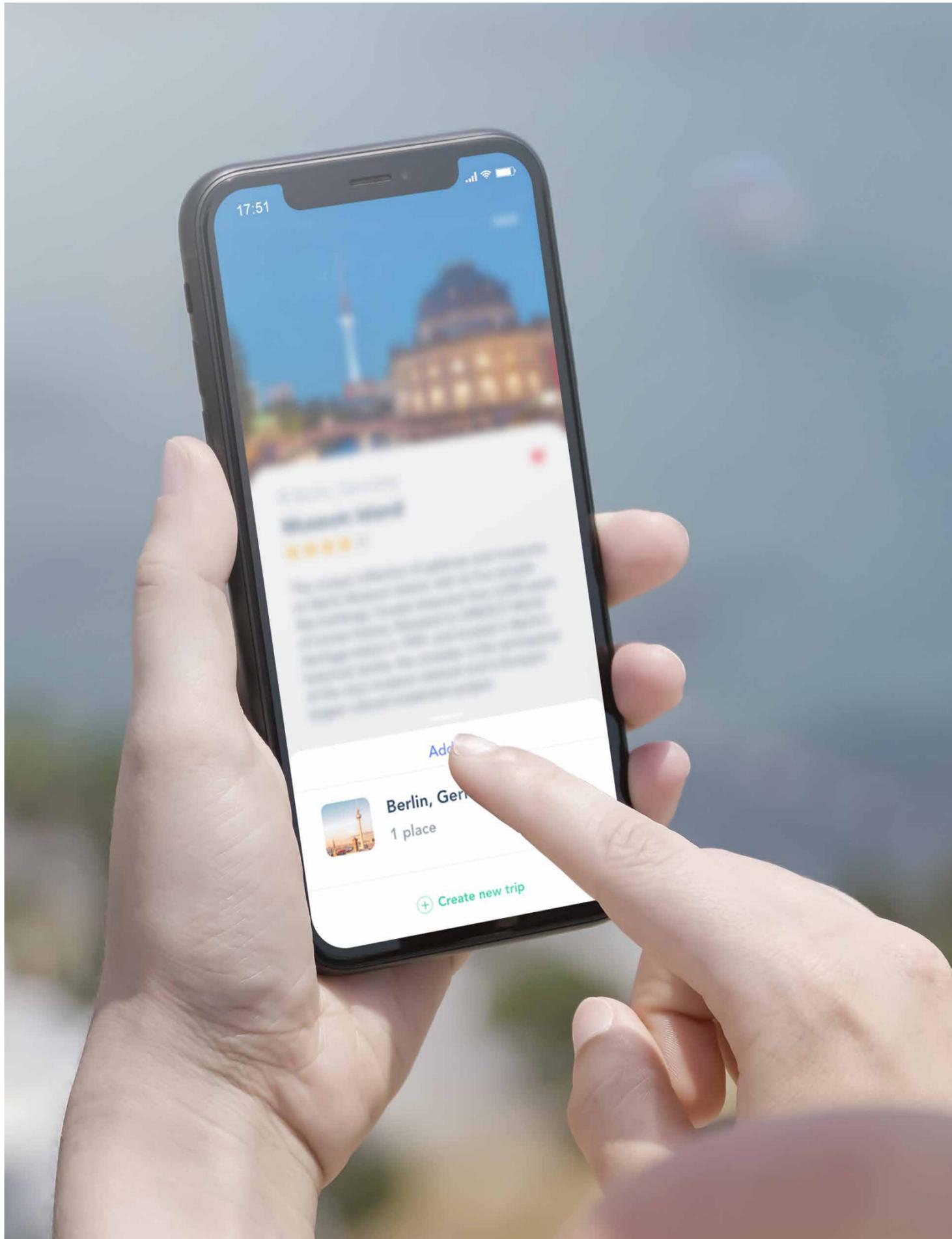


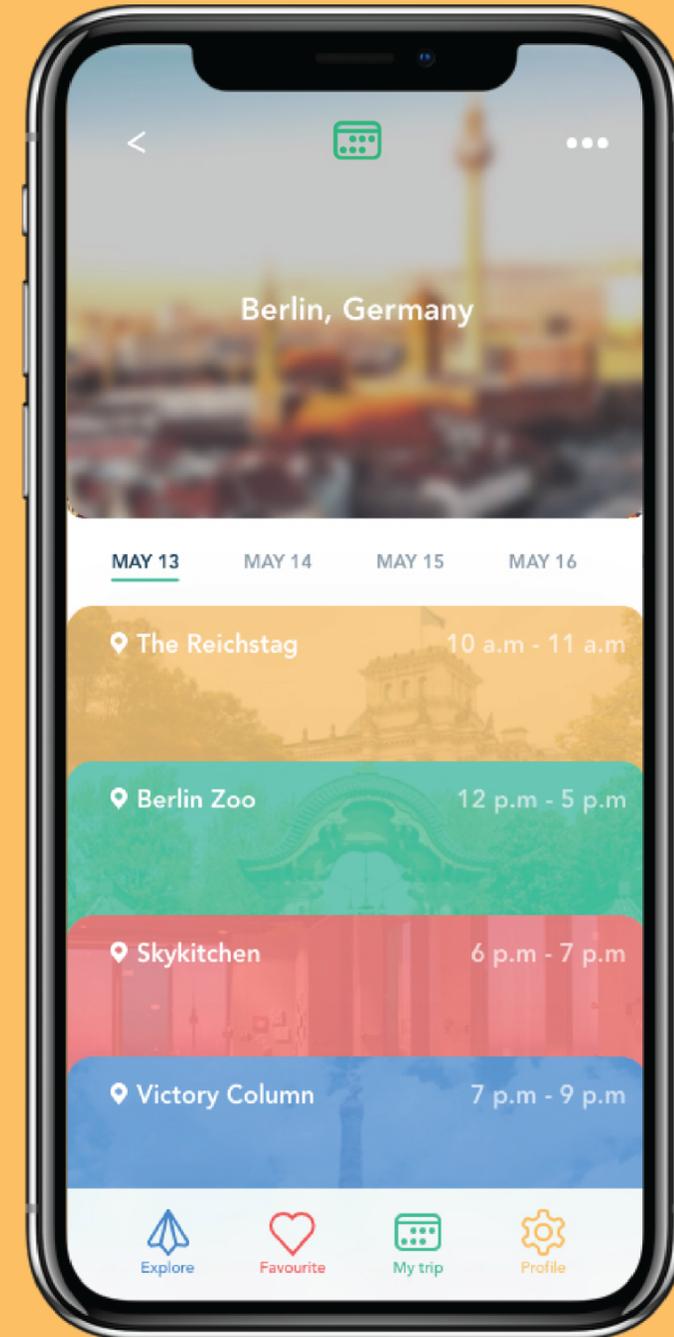
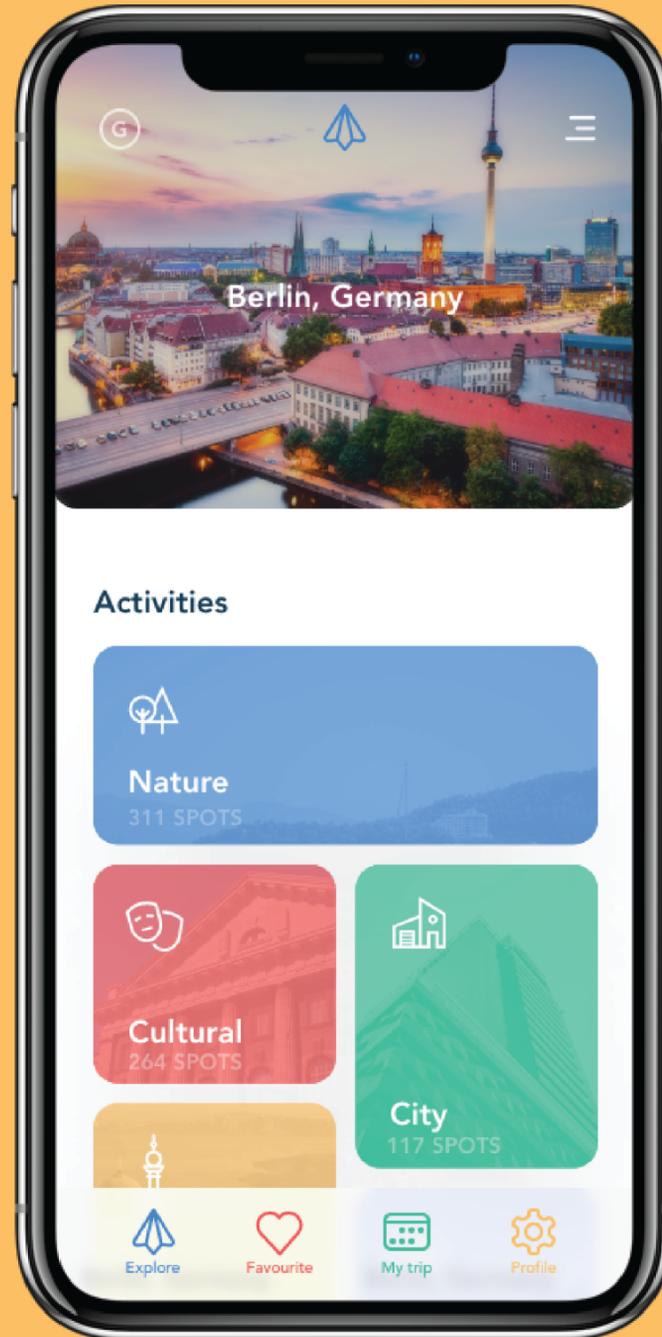
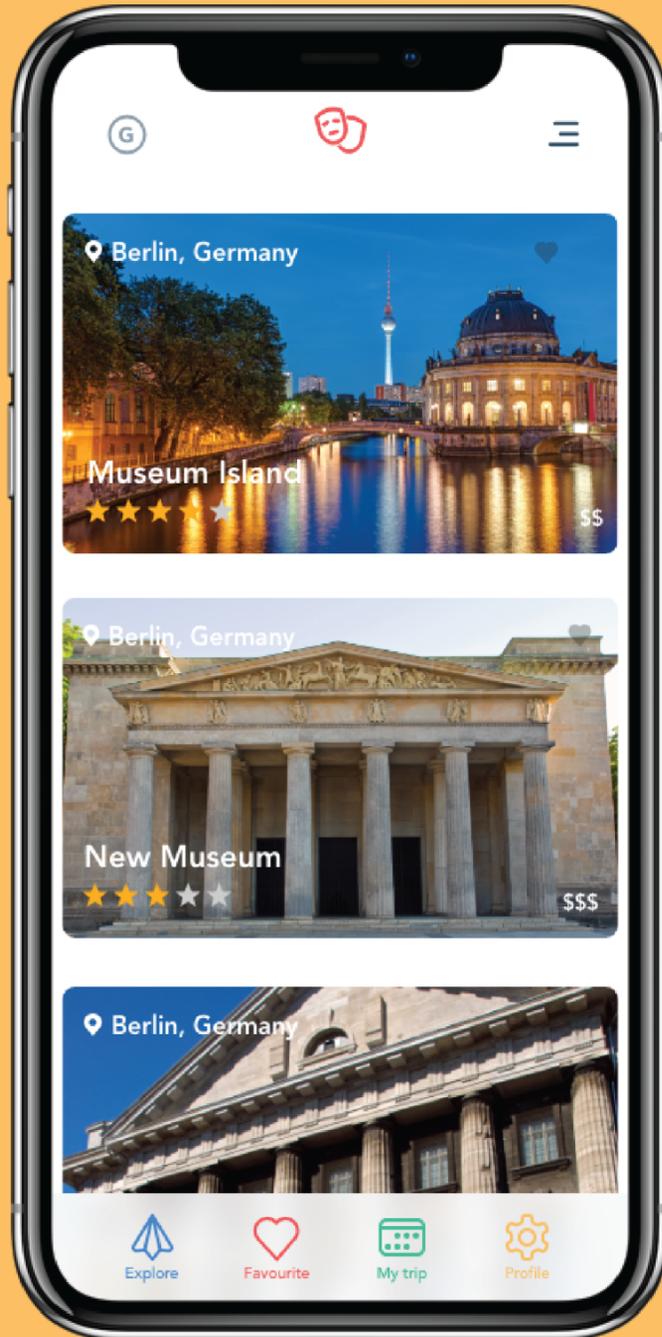


Tool bar:

Quickly and easily gather informations to customize your own travel needs.

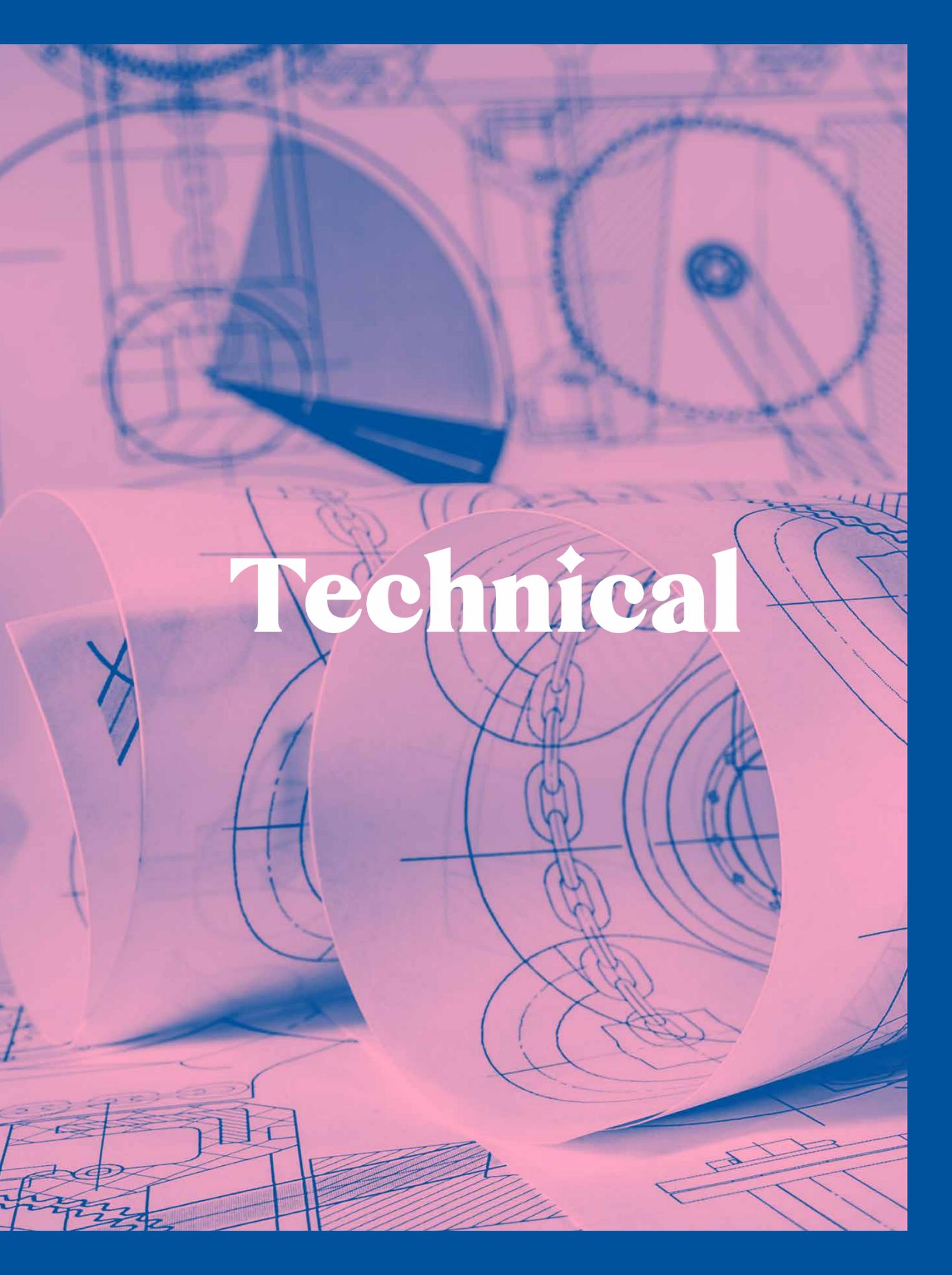








Natural



Technical

3.0

Natural Technical

Objective

The three states of matter—liquid, solid, gas—aren't as exclusive as one might think. A system can contain several immiscible phases of the same state of matter. My goal was to develop a visual system capable of depicting the three states of matter and the interesting grey areas between them.

Approach

Scientific content can be intriguing but also fact heavy and hard to imagine. Pairing **natural** and organic visuals with the **technical** aspect being the topic. My designs were geared to make the content more palatable, especially to those that aren't inclined to read about science. That contrast is engaging and helps you get lost in the information.

→ Project

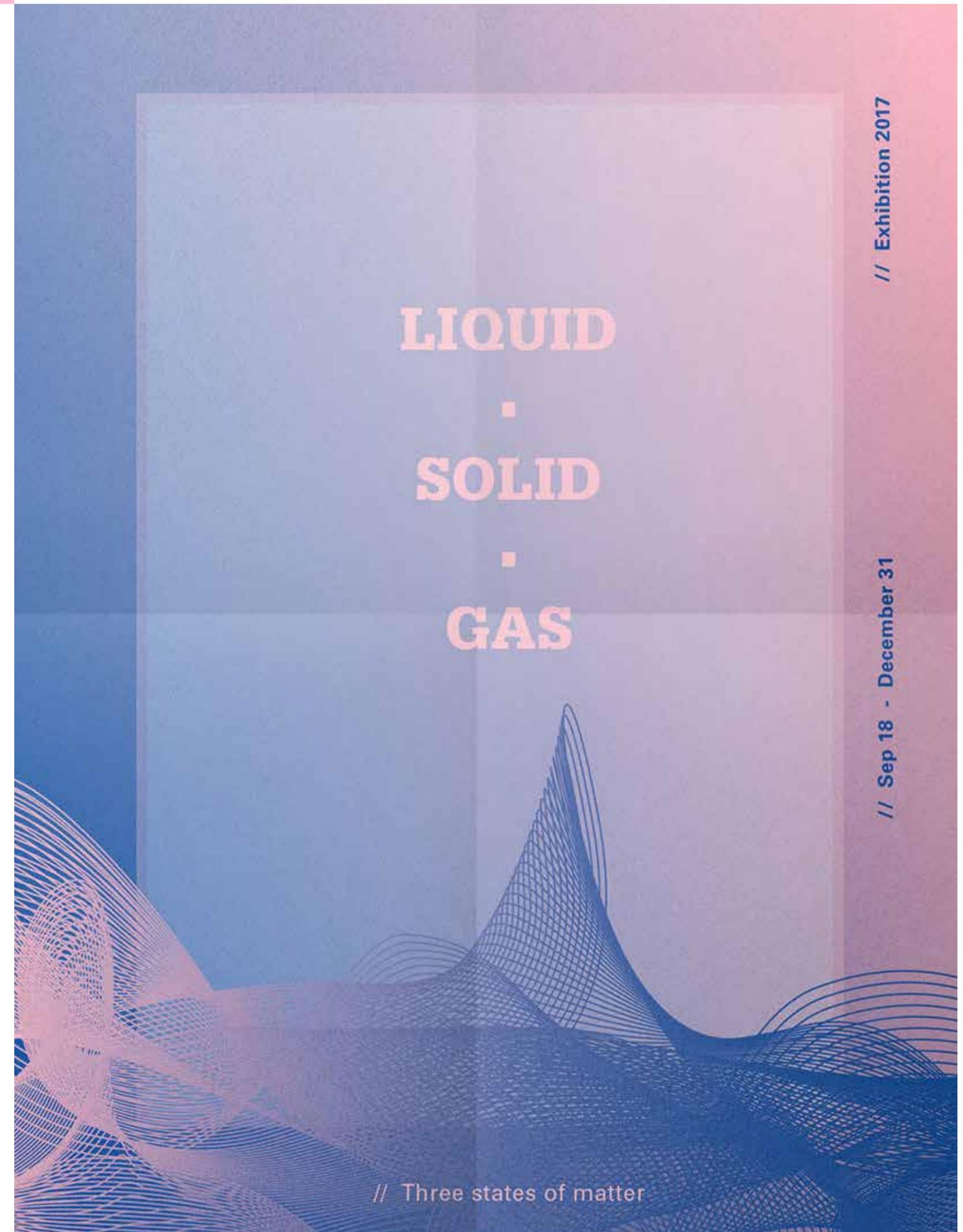
Three States of Matter:
Liquid, Solid, Gas

Media

- Editorial
- Print

Roles

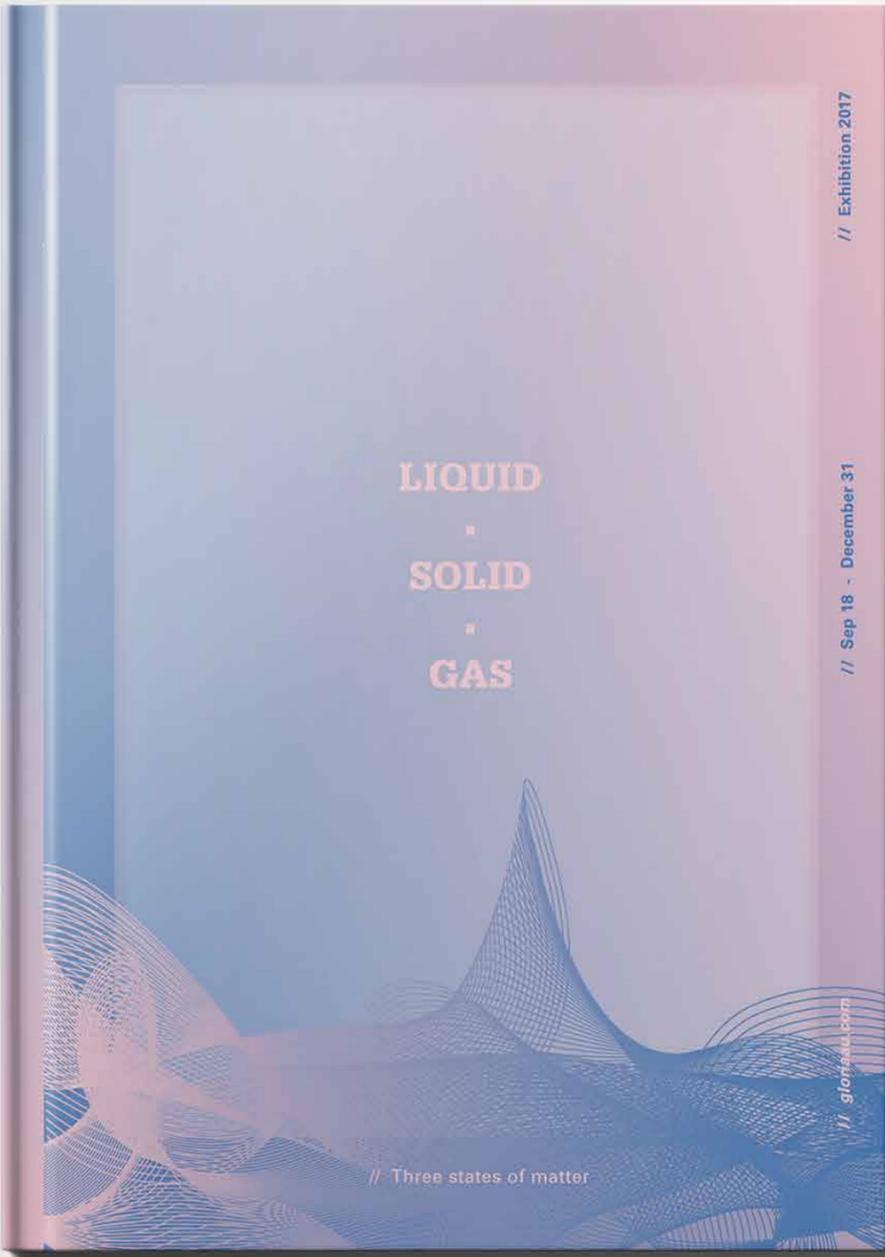
- Concept Thinking
- Visual System
- Book Design



// Exhibition 2017

// Sep 18 - December 31

// Three states of matter



Pattern:
The confinement of the natural illustration demonstrates how liquids conform to their container. The unpredictability of the pattern lends itself to the idea that the surface may have different properties than the rest of the fluid.

CRYSTALLINE SOLIDS

// Three states of matter: liquid, solid, gas

// Letterform



Solid is characterized by structural rigidity and resistance to changes of shape or volume. Unlike a liquid, a solid object does not flow to take on the shape of its container, nor does it expand to fill the entire volume available to it like a gas does. The atoms in a solid are tightly bound to each other, either in a regular geometric lattice or irregularly.

// photomicrograph



Photography:

To imitate the behavior of gas with paper, I cut strips and photographed them in motion. The overlap, uneven density, and lack of restraint represents how gas flows around the air.



Line Art:

The inspiration is the free from of the ocean. I used type and lines to create a smokey effect for water vapor. That effect was reinforced by implementing a gradient of transparency.

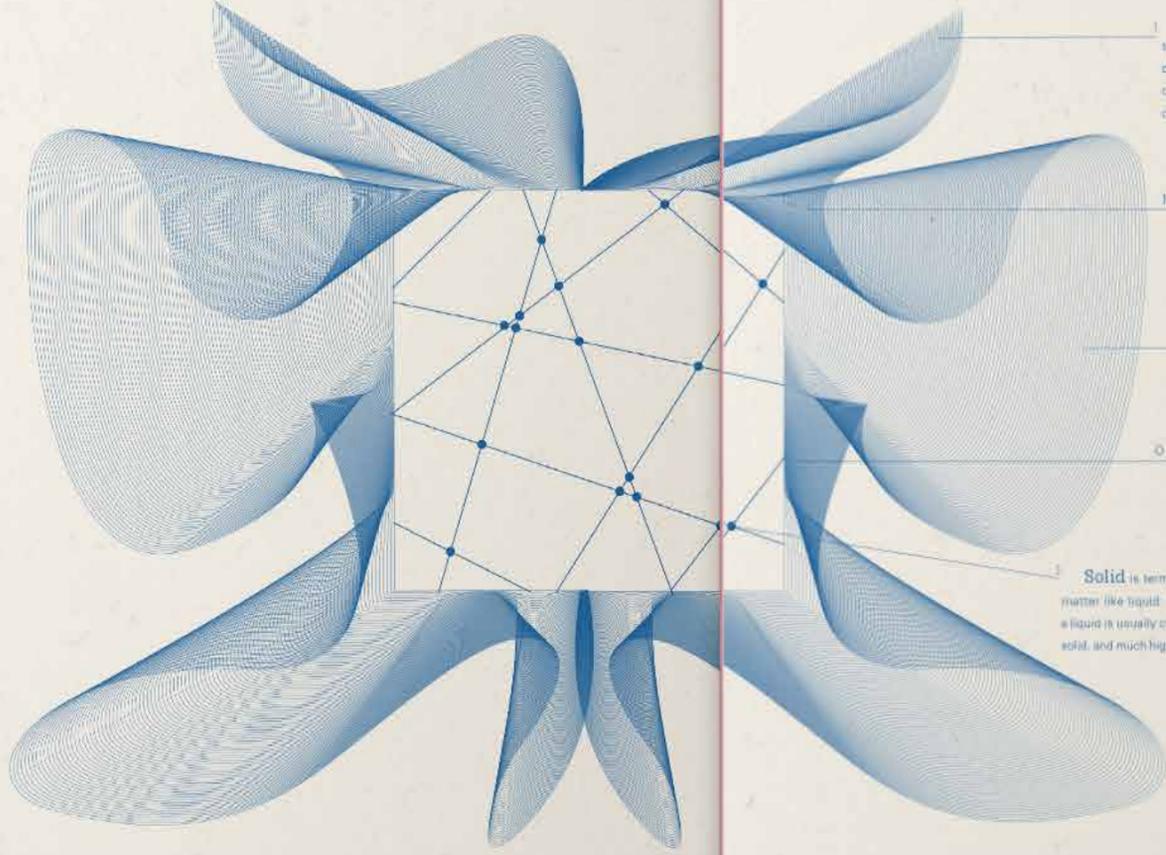
1 **Gas** is able to flow and take the shape of a container. It disperses to fill every space of a container, and maintains a fairly constant density.

100 °C **Boiling point** is the rapid vaporization of a liquid, is equal to the pressure exerted on the liquid by the surrounding atmosphere.

2 **Liquid** is a incompressible fluid that conforms to the shape of its container, but retains a constant volume independent of pressure.

0 °C **Frozen point** is to be hardened into ice or into a solid body; change from the liquid to the solid state by loss of heat.

3 **Solid** is termed condensed matter like liquid. The density of a liquid is usually close to that of a solid, and much higher than in a gas.





History



Modernity

4.0

History

Modernity

Objective

Rebranding of an online genealogy platform that allows users to map their family trees, find relatives, and discover their own history. Overhaul brand identity and graphic elements to convey an intuitive understanding and spark awareness of MyHeritage.

Approach

History is inherently old school, and screams out for modernization. The new logo helps blend the notions of **modernity** and **history**, by connecting the DNA strand to the leaf. Bright orange was a light hearted choice to attract new or younger clientele and to build community. Ultimately stepping away from the safety net and towards a thrill ride.

→ **Project**
MyHeritage

Media
· Rebrand

Roles
· Brand Identity
· Brand Guidline





MyHeritage



myHeritage



myHeritage



MyHeritage



myHeritage



MyHeritage



myHeritage



myHeritage



MyHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage



MyHeritage



myHeritage



myHeritage



myHeritage



myHeritage



MyHeritage



myHeritage



MyHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage



myHeritage

4.1 Design Process

Computer Sketches:

The Graphic Element focus is on the two main features MyHeritage has; creating family trees and DNA testing. This new identity helps bring out more of a tech and modern twist to the company.





Stationary System:
 This bright MyHeritage orange can bring out excitement into our brand and to our consumers.



← **Brand Value:**
The products represent the core values of the brand: lively, family-centered, and hopeful.

BRAND ELEMENTS: LOGO



myHeritage

Our company logo is the single most visible representation of our company. It is used to identify our employees, communications, products, and facilities. Used effectively, our logo will help build greater awareness and understanding of our company. The logo features our brand name, and has been designed to meet specific functional criteria including use on digital display screens as well as print collateral and merchandise, no matter their size.

Graphic Element

The Graphic Element focus on the two features myHeritage have, creating family tree and DNA test. Capitalized H helps bring out the importance of finding your own family history.

BRAND ELEMENTS: LOGO COLOR VARIATIONS

Preferred Version on White



Preferred Version on Orange



Acceptable Version on Black



Acceptable Version on Black



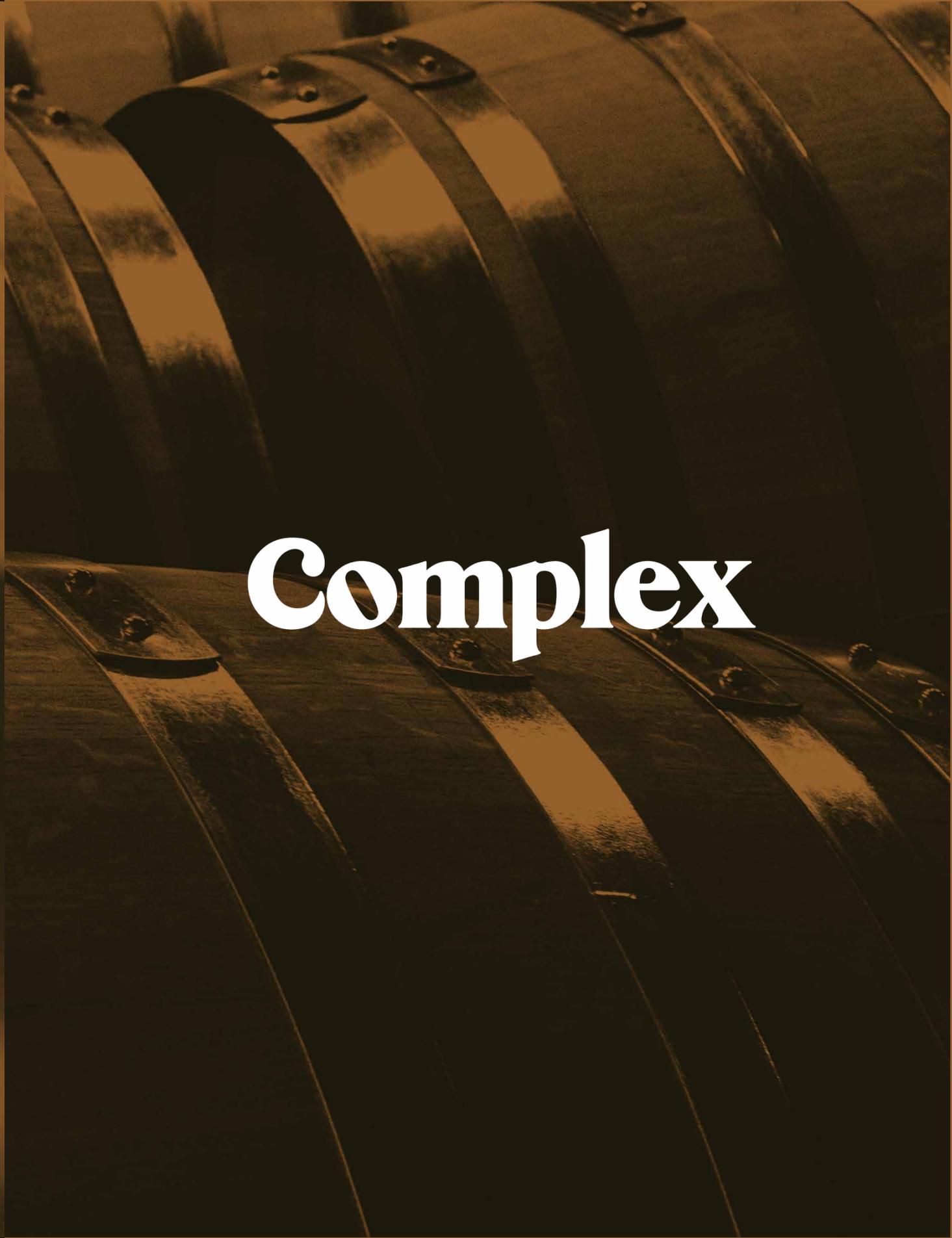
OBJECT USAGE







Clean



Complex

5.0 Clean Complex

Objective

To establish a presence for Hibiki whiskey in the U.S. market. Representation of the meaning and value behind the brand needed to be effectively conveyed to high end western customers to justify the price. Secure the brand's equity by reinforcing its value through additional graphic elements and packaging.

Approach

The graphic element behind the Japanese character helps translate its meaning which is echo. It expresses the product's **complexity** since the depth of flavor comes in waves like an echo. After consulting with a liquor distributor, wooden packaging was deemed necessary for western consumers to consider it a **clean** piece and a high end collectible.

→ Project

Hibiki Whiskey

Media

- Packaging Design
- Label Design

Roles

- Concept Thinking
- Brand Analysis
- Typograpgy





5.1 Design Process

← **Computer Sketches:**
This design process included selecting materials, dimensions and creating 2D model drawings.

← **Dimension:**
All wood pieces are in the same thickness 0.375 inch.



HIBIKI
SUNTORY WHISKEY
21
YEARS OLD

450 ML | 45% ALC BY VOL

響 HIBIKI
SUNTORY WHISKEY
21 YEARS OLD
450 ML | 45% ALC BY VOL

響 HIBIKI



Graphic:

The graphic behinds logo shows the product's complexity since the depth of flavor comes in waves like an echo.







HIBIKI
SUNTORY WHISKEY

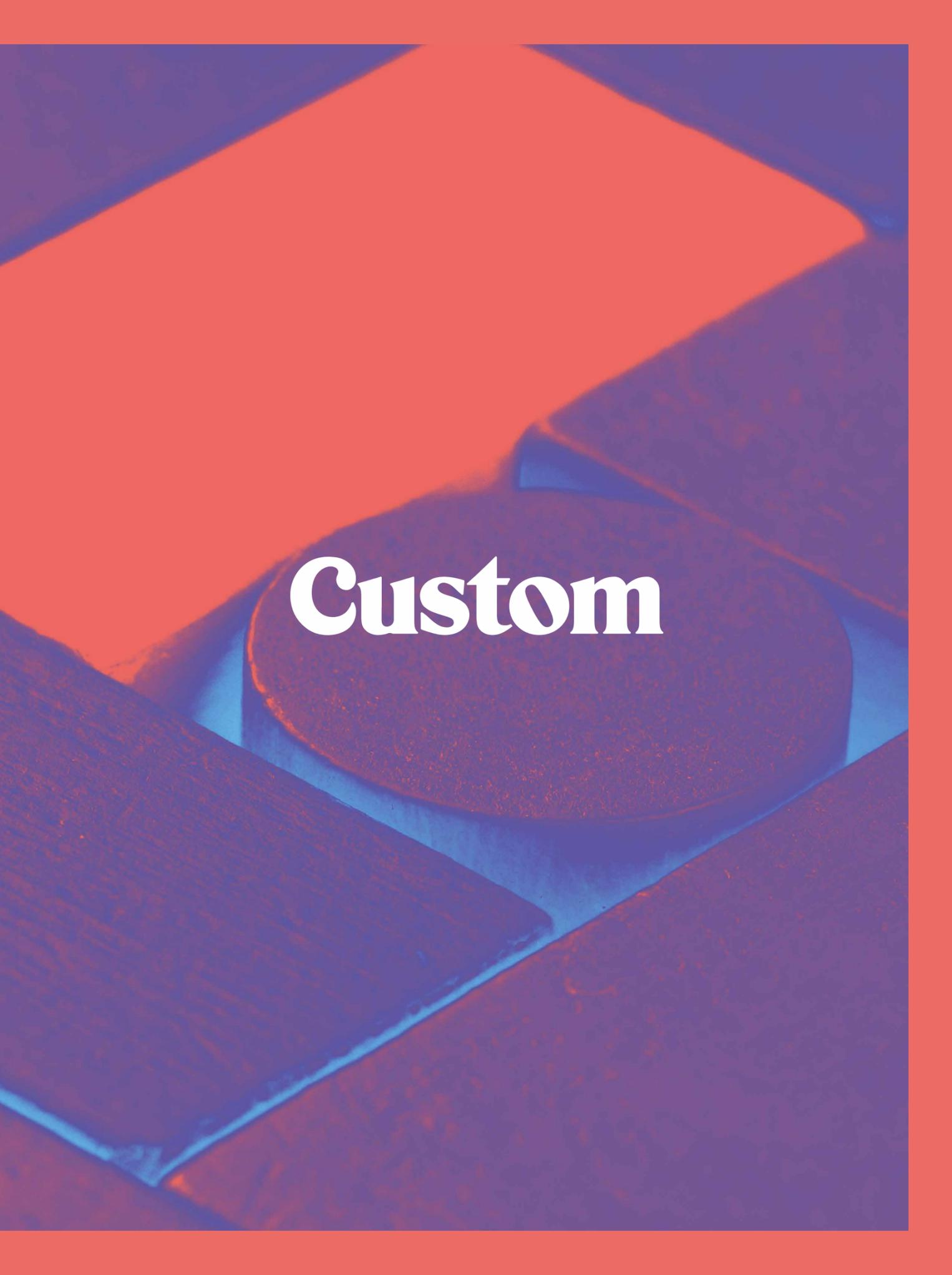
21
YEARS OLD

HIBIKI
SUNTORY WHISKEY
21 YEARS OLD
450 ML | 45% ALC BY VOL

450 ML | 45% ALC BY VOL



Fixed



Custom

6.0

Fixed Custom

Objective

Weather tracking is often oversaturated with information and can be heavily dull or technical. This app sought to meet the demand for a more **custom** or personal weather forecasting service. No more sitting through the report for every county around you, waiting to hear yours. The weather may be **fixed** but the way you access that information doesn't have to.

Approach

The four circles within the logo show how many different aspects of the weather will be accounted for within this app. In addition its an introduction to the layout on the information page. The emphasis was on creating a concise and user friendly experience, which was taken into account through every step of the minimalist design. The symbolism is stripped down to the bare minimum.

→ Project

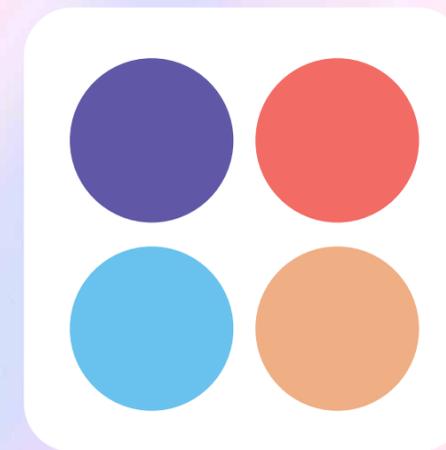
Essence Weather

Media

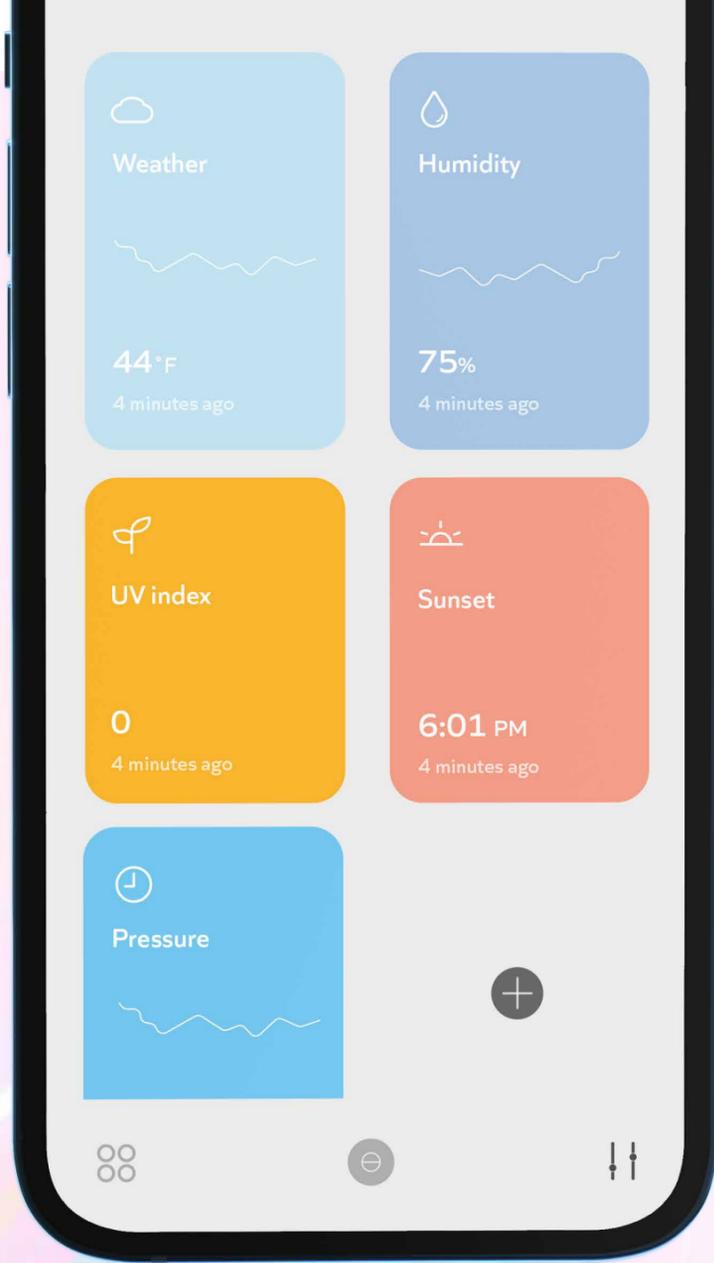
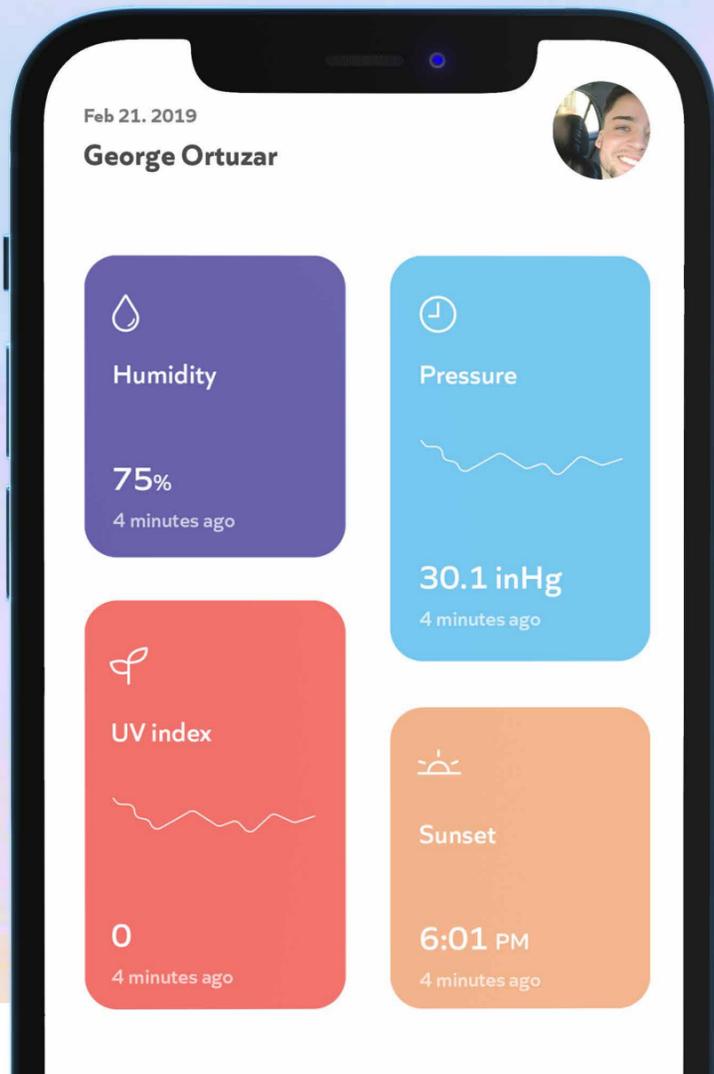
- UX/UI Design
- Motion Graphic

Roles

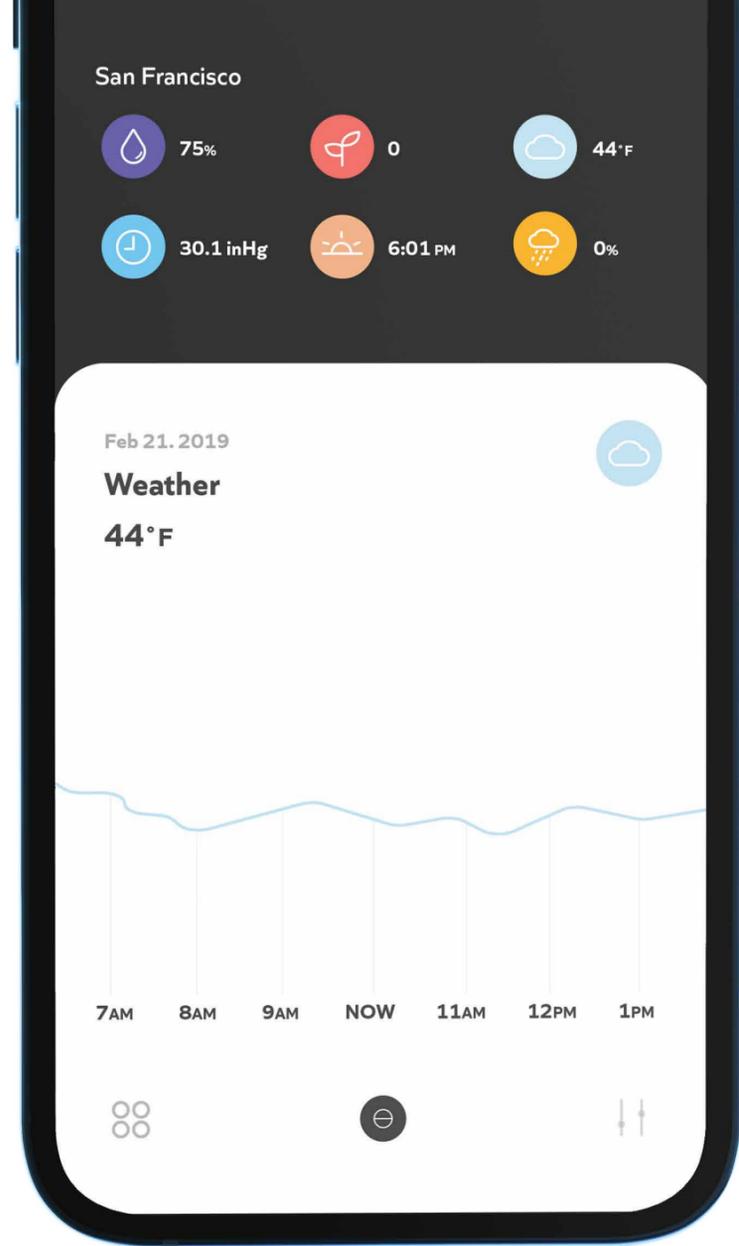
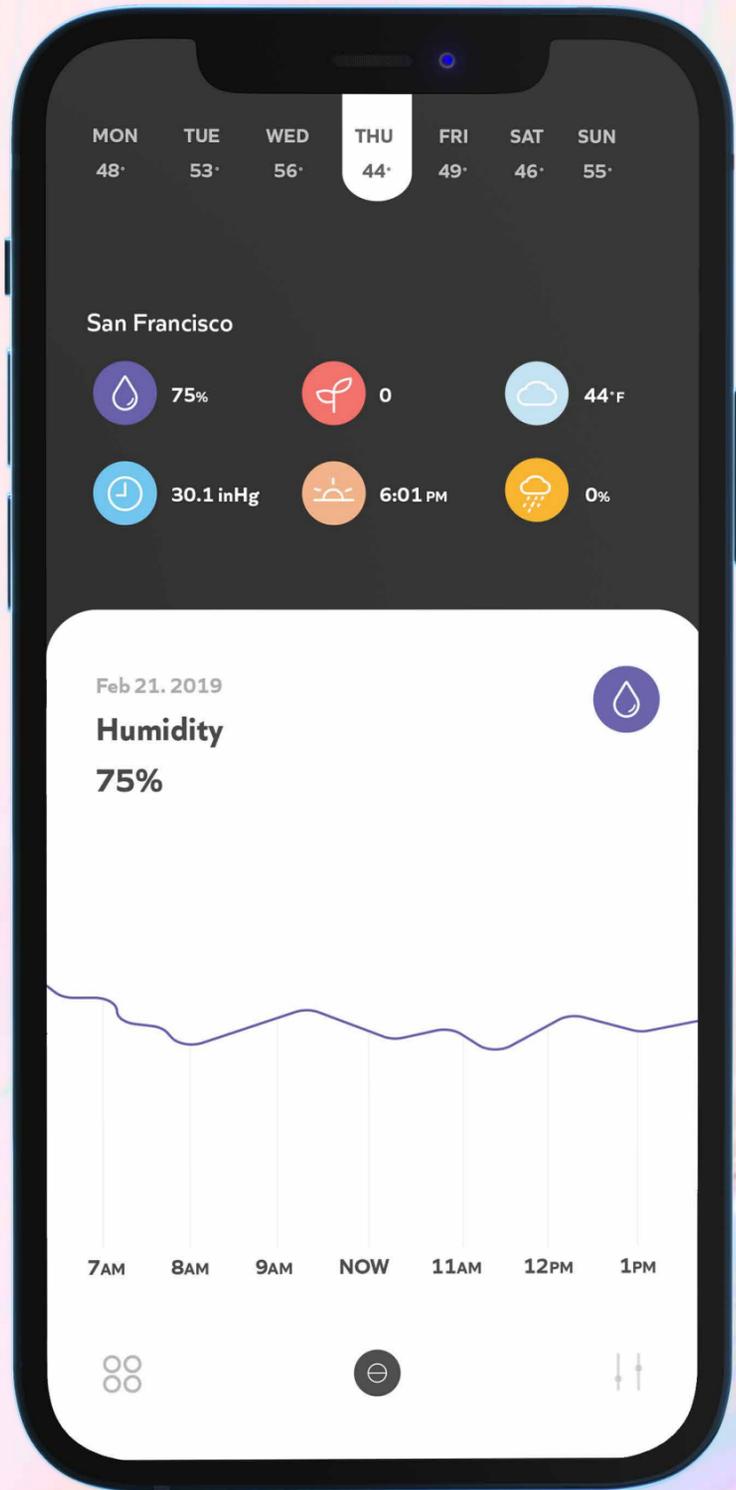
- Concept Thinking
- Prototype
- Motion Design



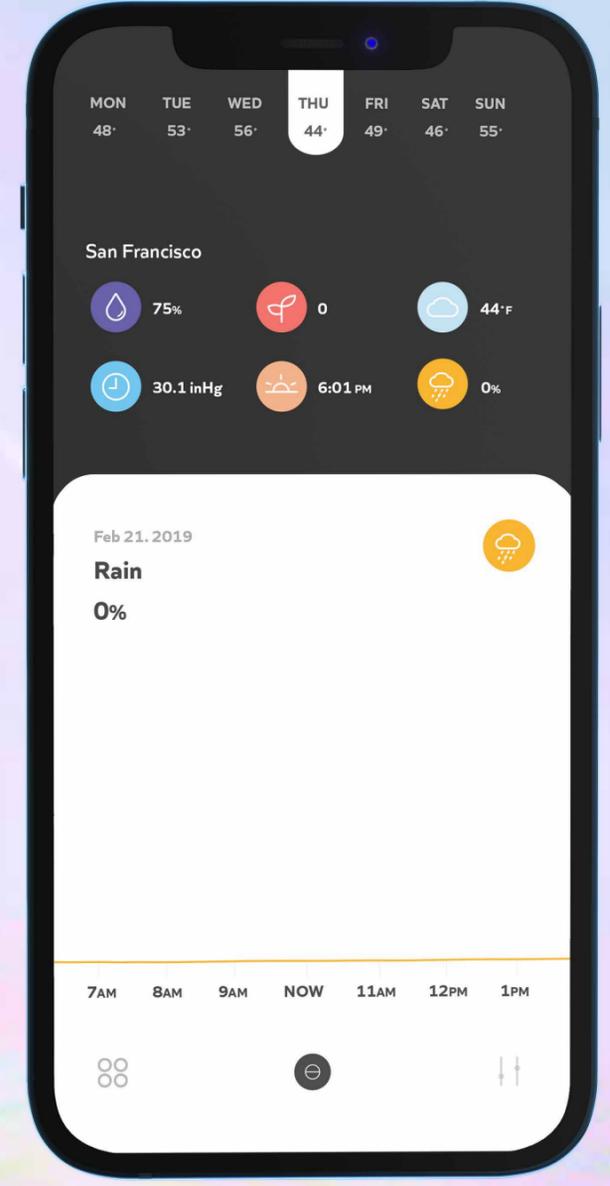
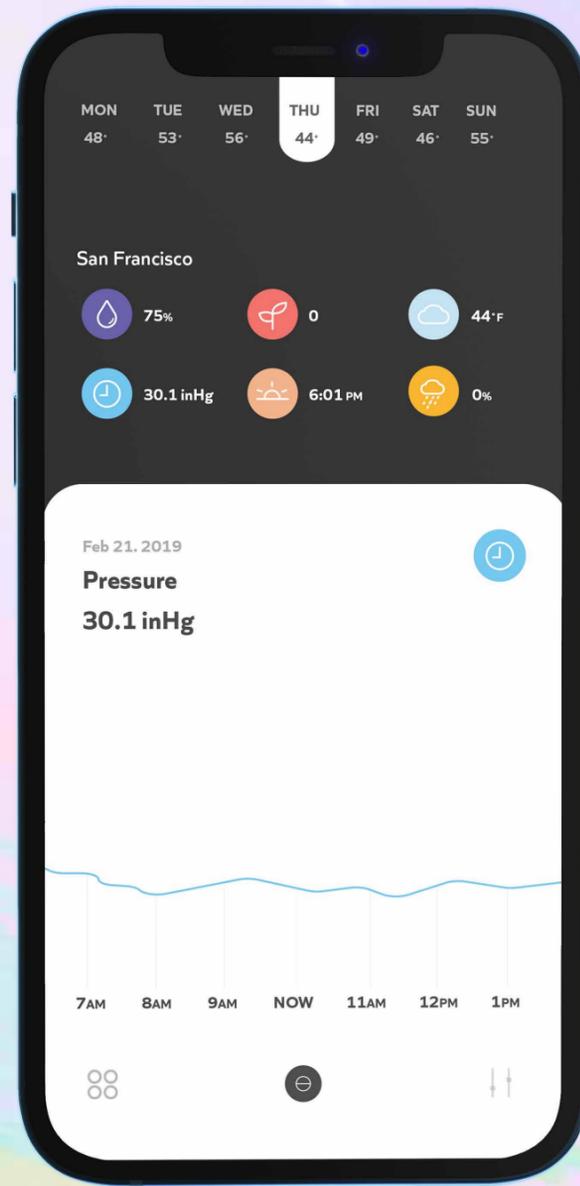
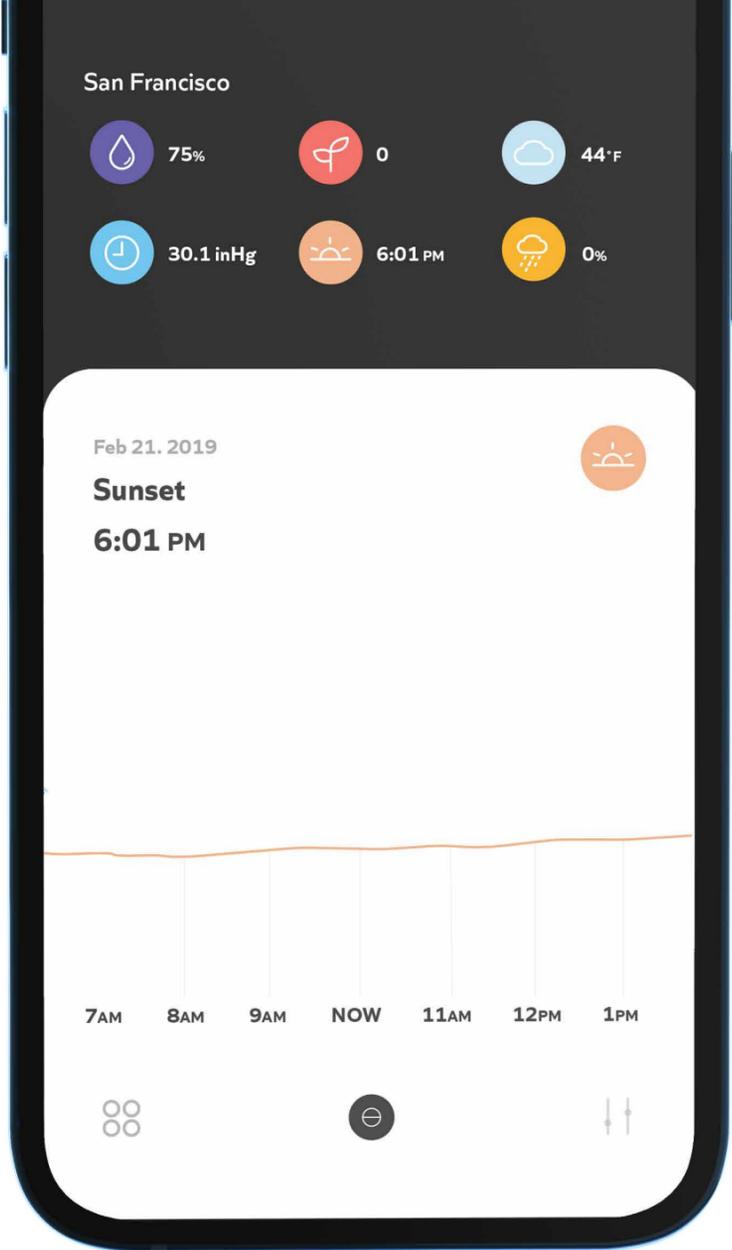
Essence weather

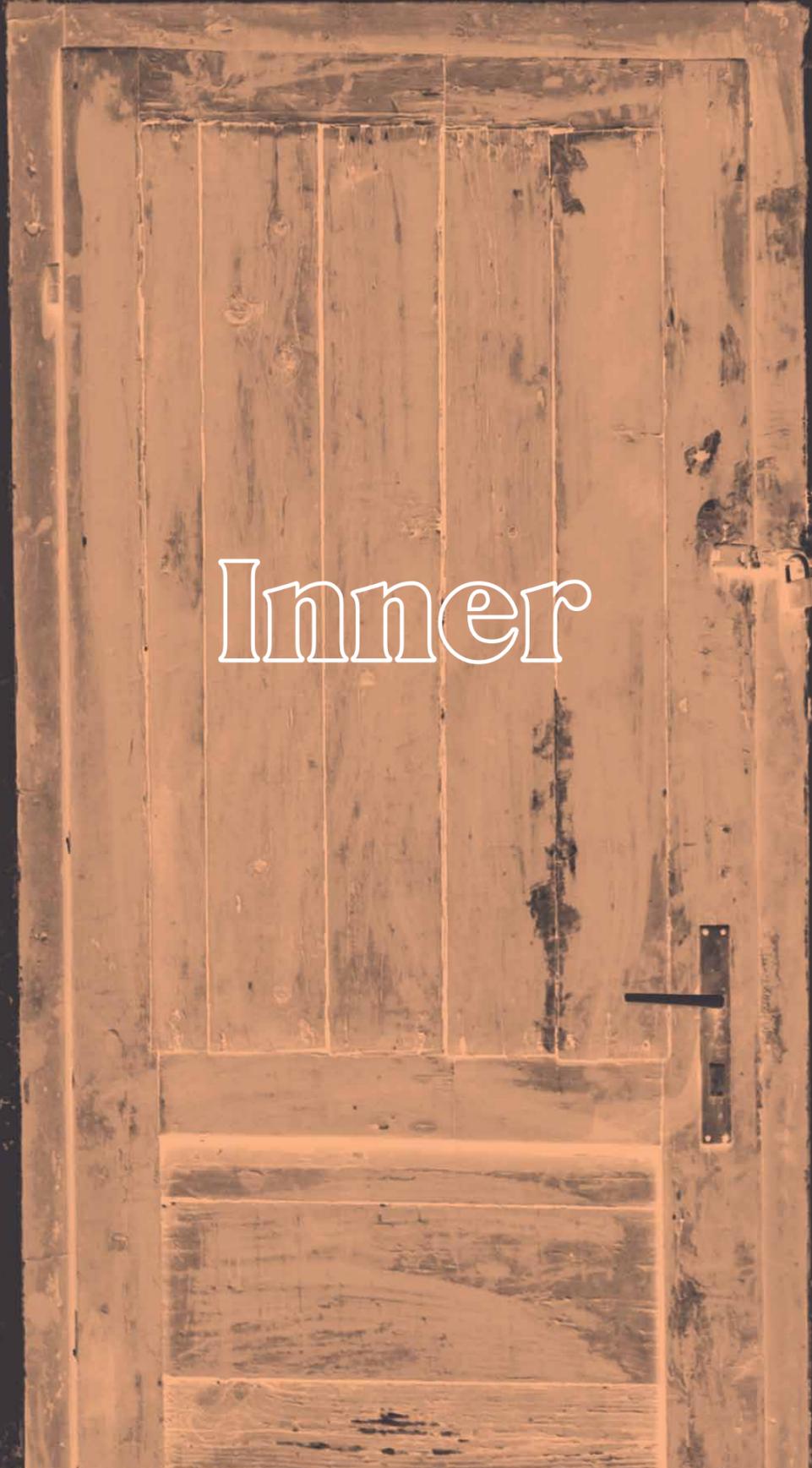


Home Page:
Essence is modern, minimal
and personalized.

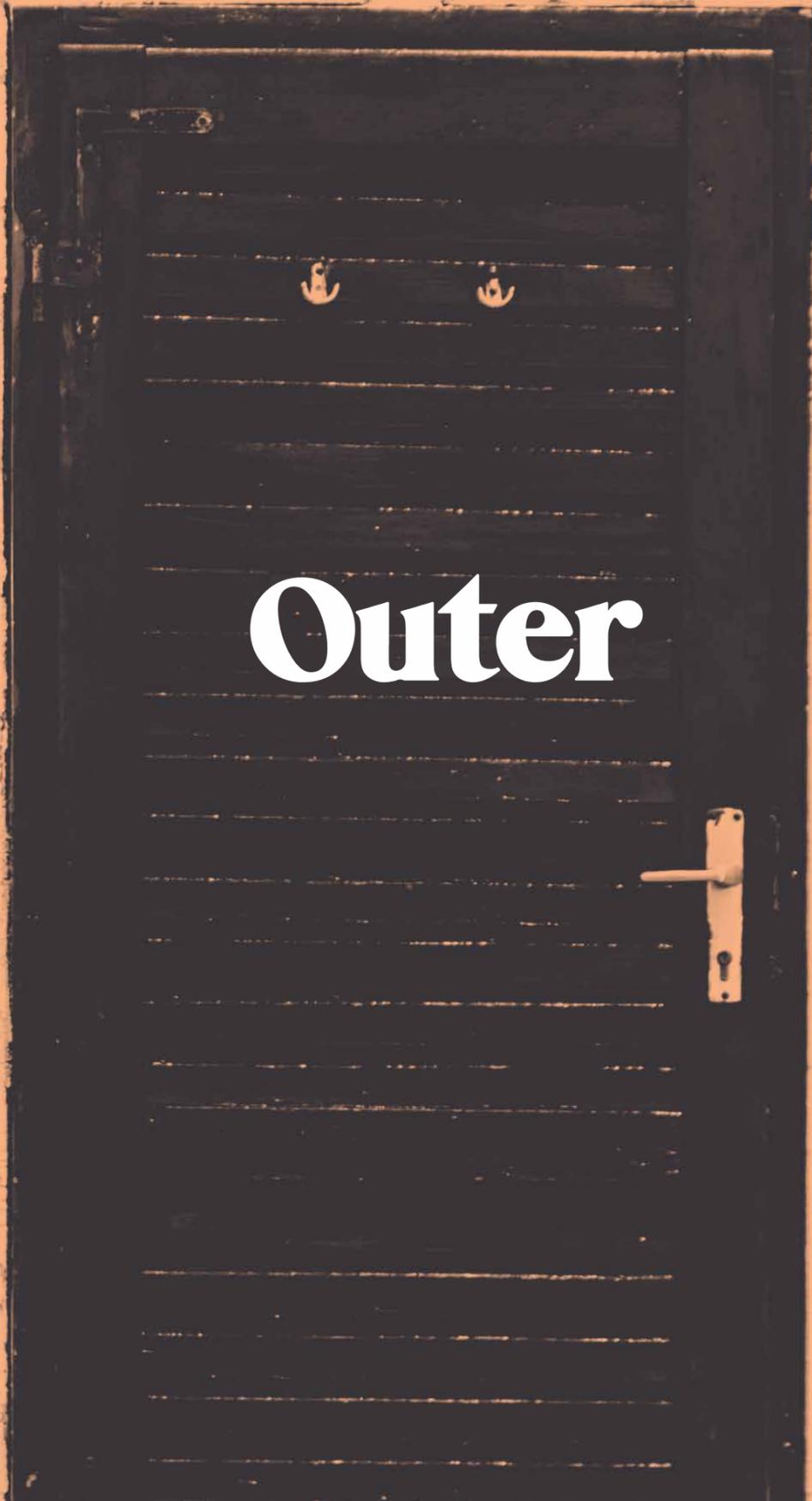


Information Page:
 The detail view allows users to quickly see the hourly changes in temperature, humidity, precipitation, and more—in real time.





Inner



Outer

7.0 Inner Outer

Objective

The success of a photography exhibition and the design used to promote it, all hinges on how well we translate our **inner** emotions and project them into the **outer** world. The goal was to bridge the gap between an artist's work and new potential fans via a platform to advertise the event.

Approach

Interest was generated for this event by enhancing the material, adding evocative and intriguing text, and establishing a visual system that appeals to their specific audience. The logo isn't immediately understandable on purpose so that you will want to stop and try to decipher it.

→ Project

Art + Soul

Media

- Print
- Website Design

Roles

- Concept Thinking
- Social Media Content
- Website Design

LET ART

FREE YOU

Art is in the air, free your soul with art,
visit us and feel alive.

www.art-n-soul.com

May 5th

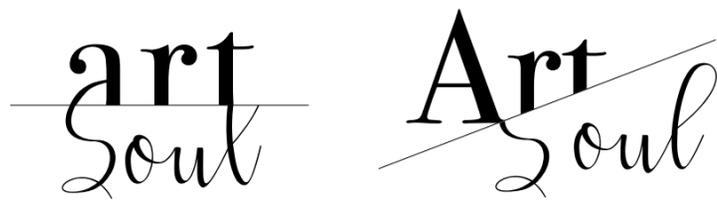
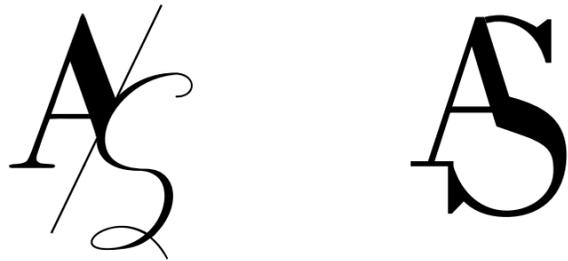
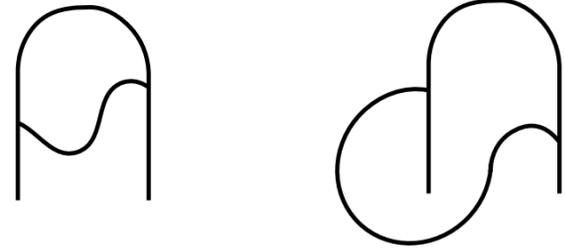
7:00 p.m - 10:00 p.m

1am Gallery

7.1 Design Process

← Logo Sketches:

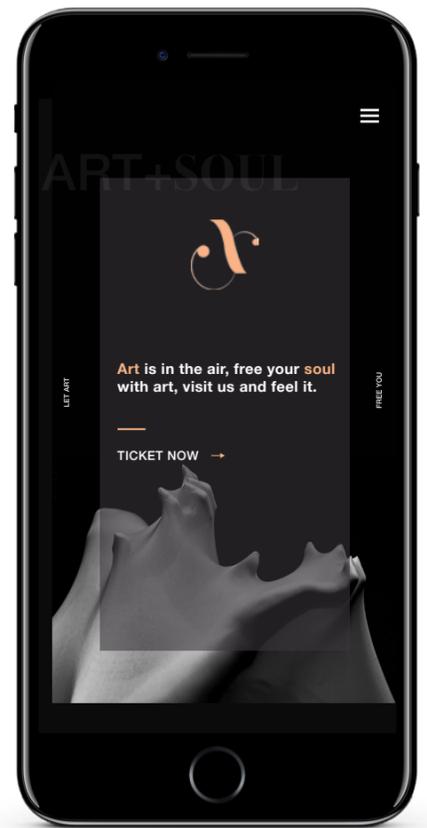
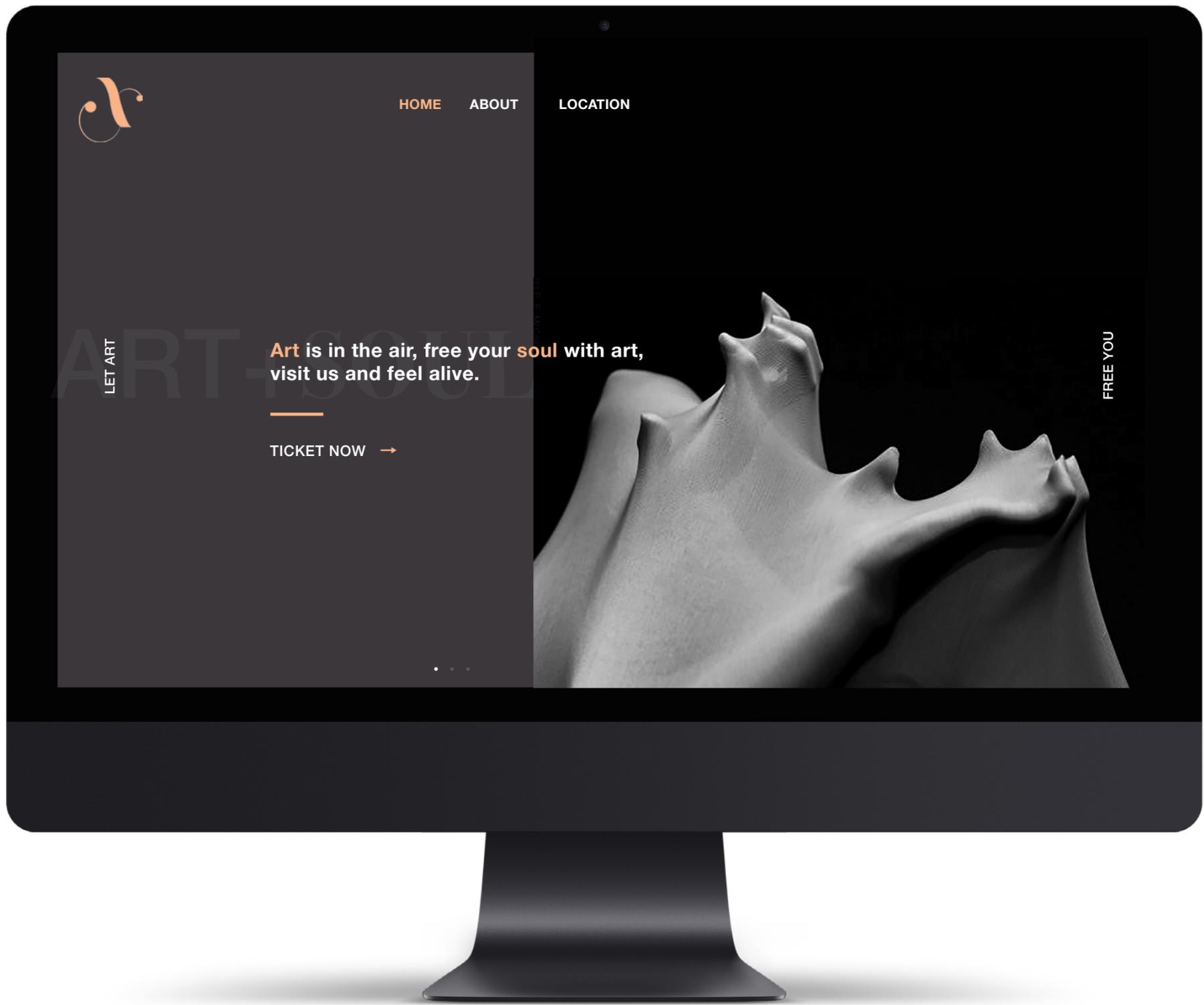
- Expressive
- Bold

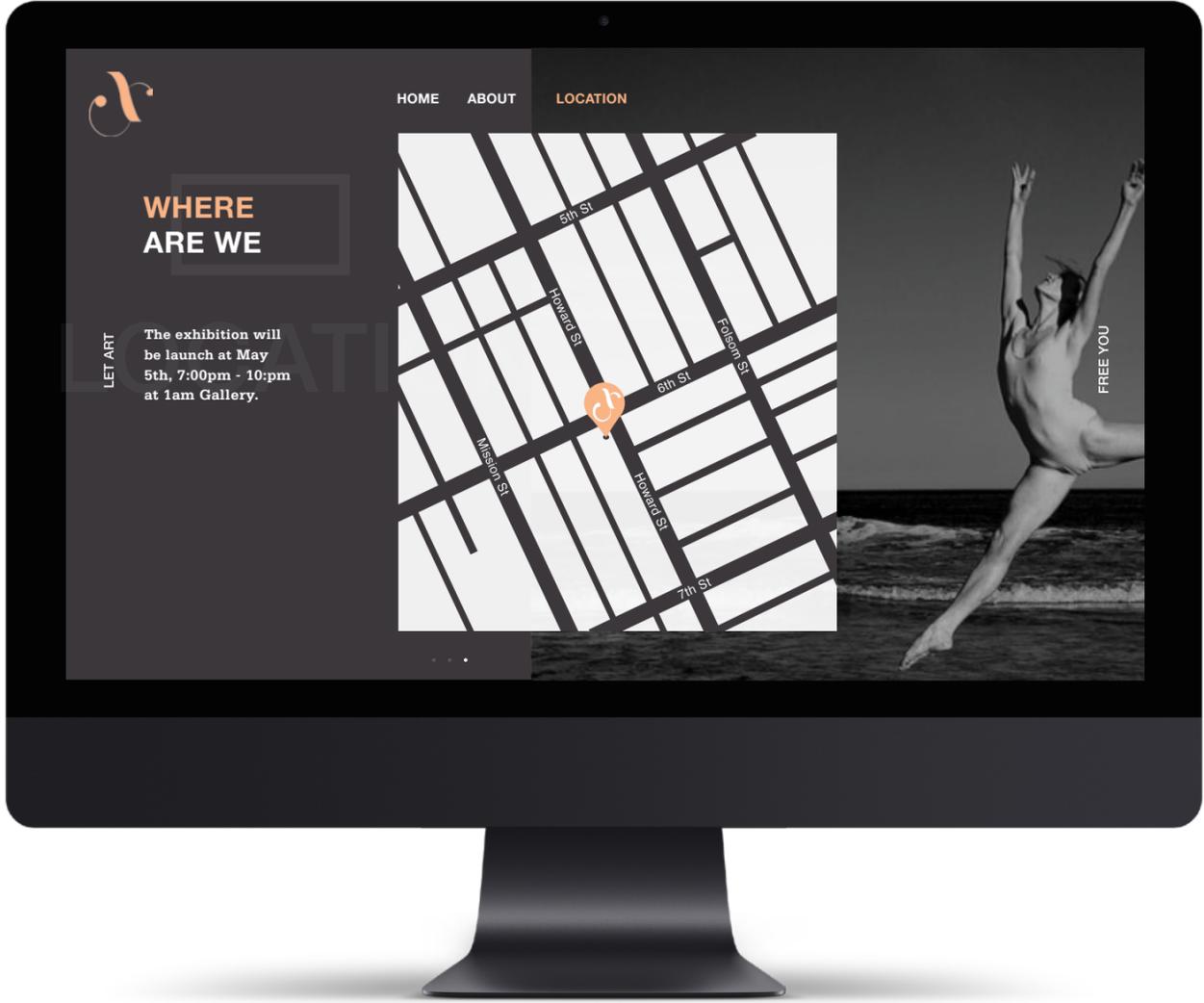
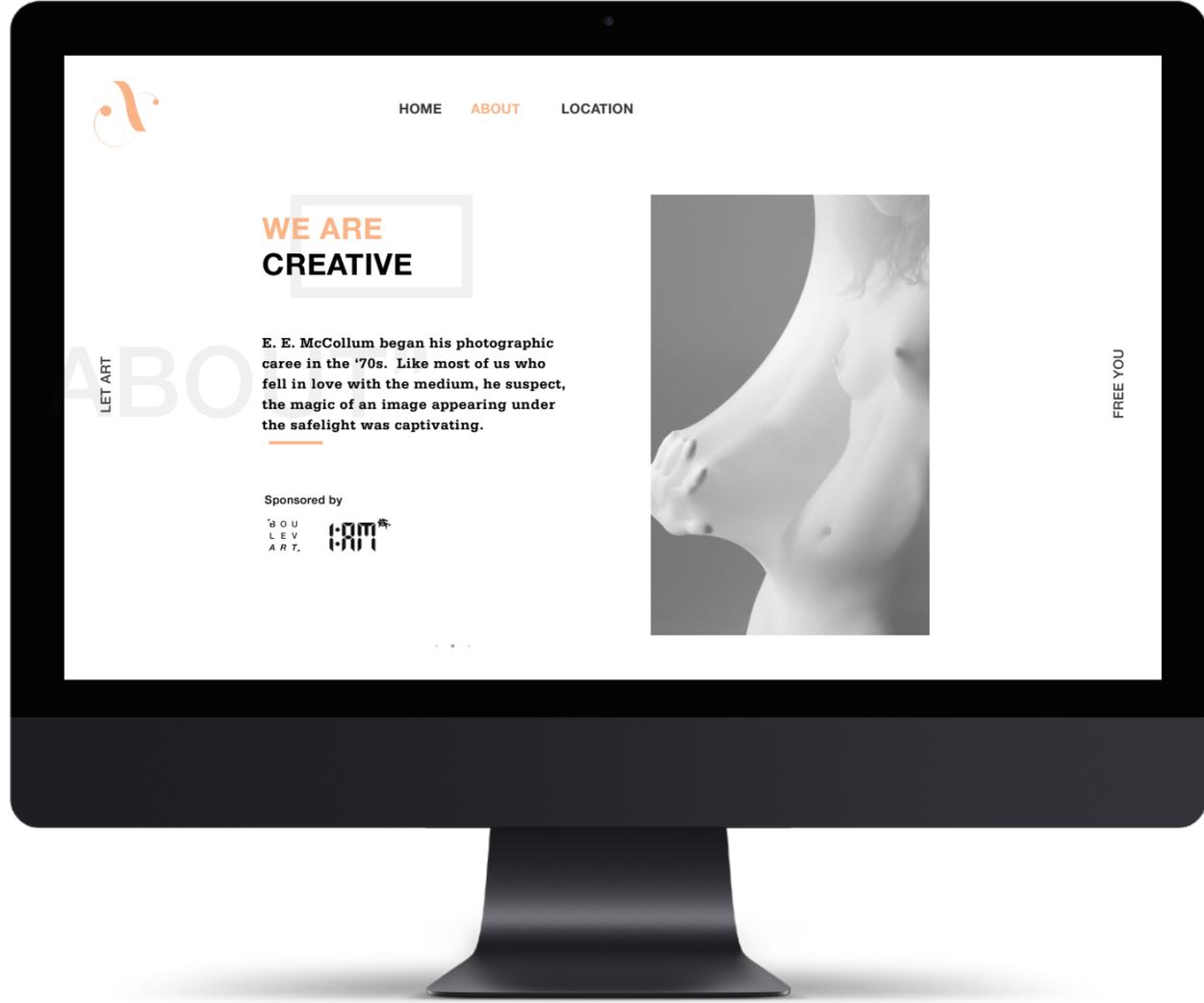


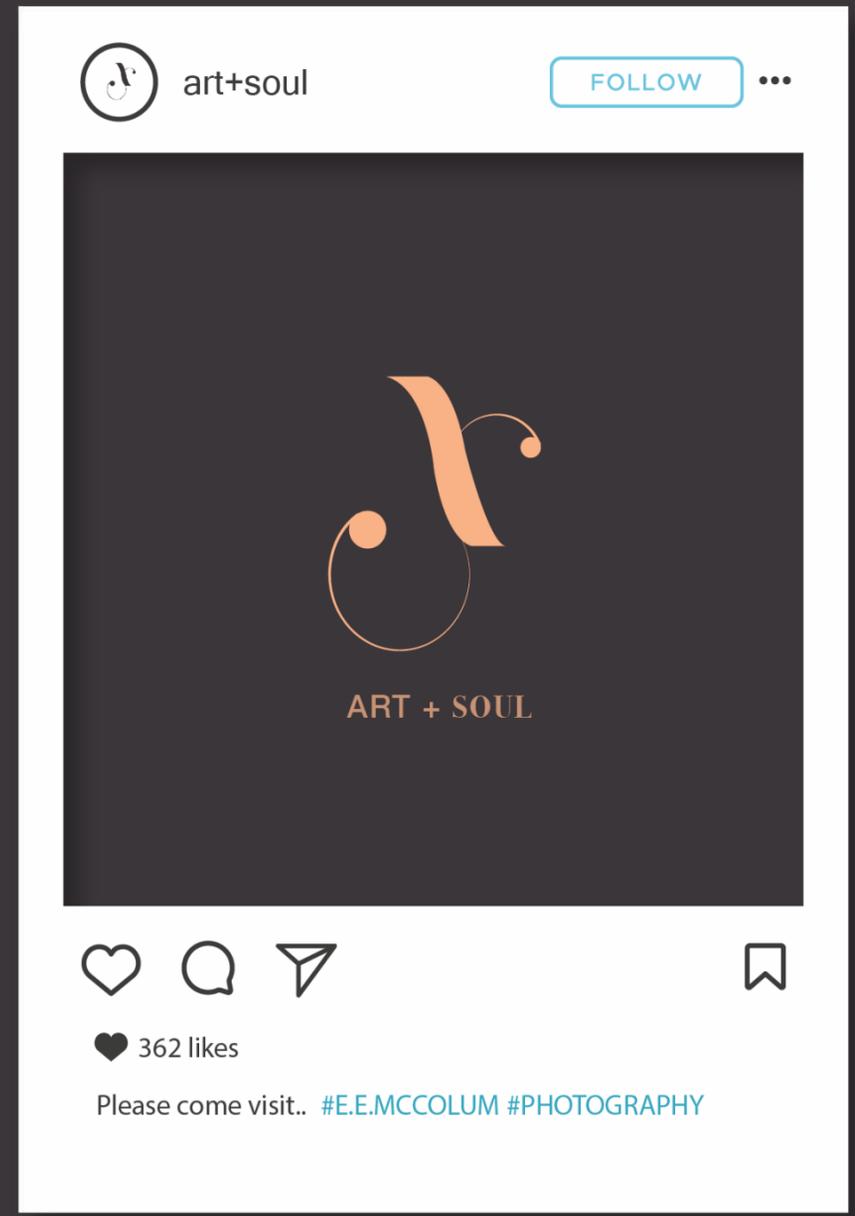
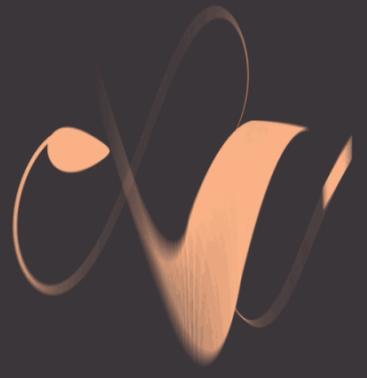
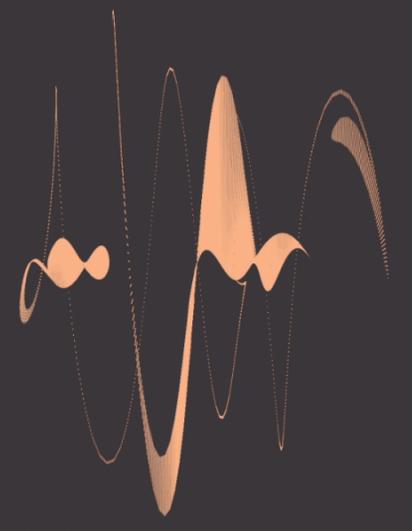


Art+Soul









Appreciate
you for

your time, effort
& guidance.

Tom Sieu / Joohye Jubilo / David Hake / Andrew Cambouris / Christine George /
Aries Nunez / Hannah Coward / Ariel Grey / Thomas McNulty / Phil Hamlett

A special
thank you

Conclusion

I'm honored that you have taken the time to look over my selected works. This represents the immense amount of time, effort, and passion that I've invested into my graphic design career. I hope you see my knack for graphic, print/digital, UX/UI, and branding.

An artist's work is never truly finished. Yet I still dedicate myself to completing projects as timely and as close to perfect as possible. Even if you're not in a position to hire me at the moment, I would love to hear any criticism or references to potential collaborations. I still can't decide which section is my favorite, but I'll be thrilled to hear yours.

Thank
You

Colophon

Academy of Art University Fall 2020 /
Senior Portfolio / Hannah Coward

Futura Medium / Heavy
Mikela Bold

Photography
Envato Market / Francis B / Gloria Au

Designer: Gloria Au

auvisual.design

Au.