



lycheetown.com

DESIGN PORTFOLIO 2024

By Peiyi Wu



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She/her

Hello/你好

English/Chinese

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About me/ Welcome to my portfolio:

Graduated from the University of Waikato with a bachelor's degree majoring in Communication Design. I define myself a fast learner with a range of different skills, adaptable to work requirements, spanning from marketing to communication. I'm also fluent in both English and Chinese (Mandarin/Cantonese). This portfolio showcases key projects from my past work, offering a snapshot of my creative range across different area when I in New Zealand.

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All Pass Drive School

Case 01.

All Pass Drive School

Brand revitalization design package

Project Brief

This comprehensive design package encompasses a brand revitalization for All Pass Driver School. With years of expertise in driver education across the Waikato region, my client(The owner of the business) aims to present a more sophisticated and formal image to the public. The objective is to cultivate a professional perception, instilling trust in potential customers and influencing them to select this business.

Final execution for this brand including:

- Logo identify
- Commercial photography
- Simple style guide for print/ screen
- Business card
- Bill board + Car decal
- Website design + Website build + Website content



All Pass Drive School



#fgd342

#000000

Logo

Logo design, where simplicity meets high contrast to create a memorable visual identity. The color palette seamlessly blends simplicity with impactful contrasts, while the shapes and patterns intricately follow the client's preferences. Embrace a design that not only resonates with ease but also captures the essence of our client's unique vision.

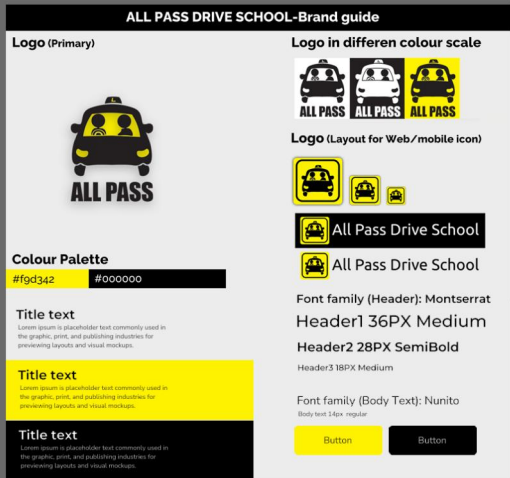


All Pass Drive School



All Pass Drive School

Reveal the excellence of All Pass Driver School through impactful commercial photography, aimed at influencing prospective clients to choose their trusted driving education experience.



Style guide

A harmonious visual identity is established through the careful curation of the color palette, and the essence of All Pass Driver School is encapsulated with a distinctive typeface, ensuring recognition across all platforms.



All Pass Drive School



Business card

91 x 55 mm single side

Print suggestion: 300gsm Uncoated



55mm

91mm



All Pass Drive School



Magnetic Car Decal Sign

60 * 60 cm



60 cm

60 cm



All Pass Drive School



Billboard

90 * 90 cm Square

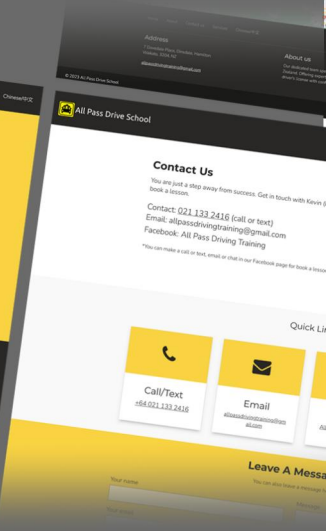
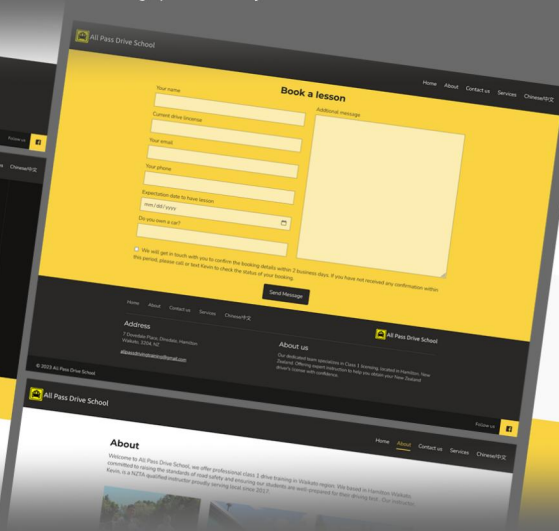
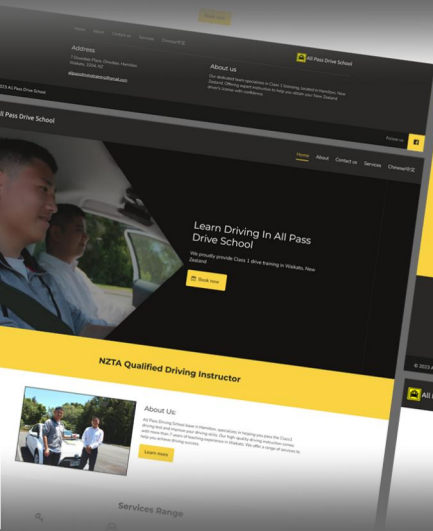


90 cm

90 cm



All Pass Drive School



All Pass Drive School

Explore user-centric experience as we navigate through our style guide, guiding the creation of a five-page website. This platform incorporates tailored functions specifically designed to meet the unique needs of the business.

Home page



About page



Contact page



Service page



Chiese page



Book A Lesson page



All Pass Drive School

Explore user-centric experience as we navigate through our style guide, guiding the creation of a five-page website. This platform incorporates tailored functions specifically designed to meet the unique needs of the business.



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato



Case 02.



Univerisity of Waikato

Curriculum packs text books

Project Brief

The University of Waikato's Student Learning Department is planning to offer Certificate of Foundation Studies and Diploma of Postgraduate Preparation courses for overseas cooperating institutions for teaching the students before they commence their studies at the university in New Zealand.

Course offers curriculum packs for the 14 papers within these programs. In this program, I worked as the graphcis designer taking responses for:

- Design cover pages for textbooks, aligning with the University's style and meeting commercial standards.
- Establishing a style guide and template for the ongoing development, enhancing consistency and efficiency.
- Conducting content checks for pages, rectifying the layout and formatting.



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

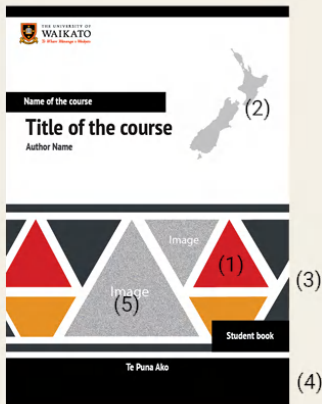
Univerisity of Waikato

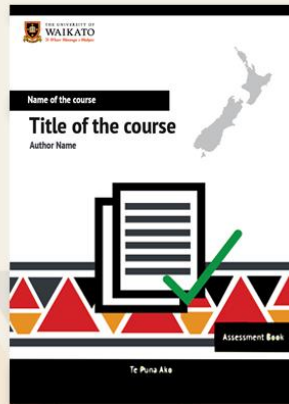
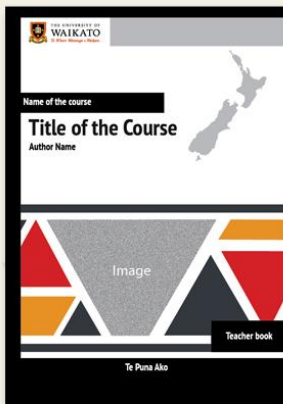
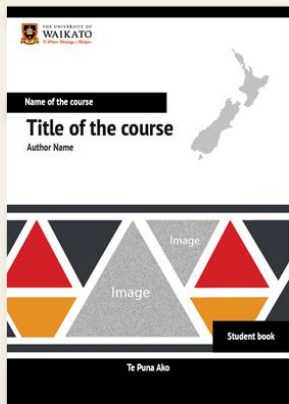
Curriculum packs text books

As this textbook is intended for oversea audiences with the aim of encouraging them to pursue further studies at the University of Waikato, my project supervisor has requested the incorporation of some New Zealand elements. Additionally, the design should exude an international and professional appearance to resonate effectively with the target audience. Also, it needs to be consistency.

Therefore , I am incorporating colours from the University of Waikato logo(1), along with the shape of New Zealand(2) and Maori weaving patterns(3), to fulfill the the requirement.

Theme colour(4) & images(5) can be change to align to the different subjects.





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Te Whare Wānanga o Waikato

Each subject pack consists of a student book, a teacher book, and an assessment book. The designs for the teacher and assessment books are expanded from the student book to maintain consistency across the pack.

Text elements

PTSans-NarrowBold Title

Open Sans Body text

Primary Colour



Text book colour for foundation



Text book colour for Postgraduate



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Student Book



Teacher Book



Assessment Book

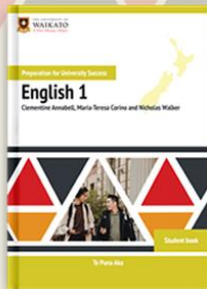


Preparation for university success
Textbook series



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Te Whare Wānanga o Waikato

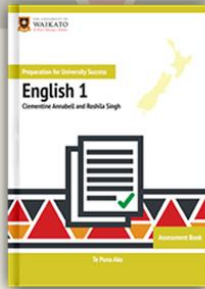




Student Book



Teacher Book



Assessment Book



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Here is a template example for the design of the textbook pack. Text and images can be easily modified depending on the program's requirements.

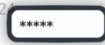


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Te Whare Wānanga o Waikato

Inside page display for the text book content

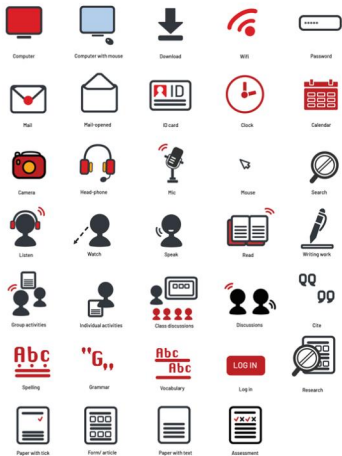


Design portfolio - Peiyi Wu 2024



University of Waikato
Learning Icons library

Case 03.



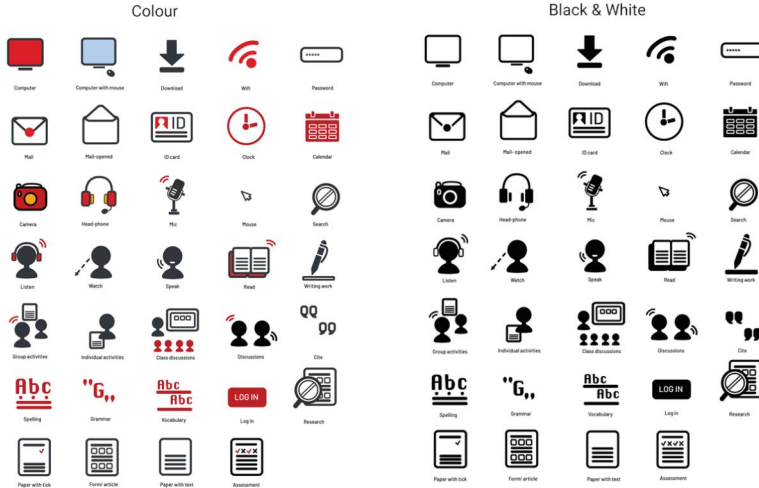
University of Waikato (Internship Project)

Learning objective vector icons library

Project Brief

The University of Waikato's Student Learning Department is revamping its online teaching system and seeking some web-adapted graphic icons for use in their online system. The center is looking for modern and web-friendly icons would be valuable in enhancing the visual appeal and functionality of their online teaching resources. In this project, I was given words and created icons that match the meaning of each word.

- User experience research for web-use icons.
- Design and draw the icons.



Vector Icon Library, comprising 34 icons suitable for a myriad of applications. Each icon is available in both full-color and black and white versions, ensuring versatility in design choices. Suitable for email campaigns and use as website elements.



Branding

Fill in the blank

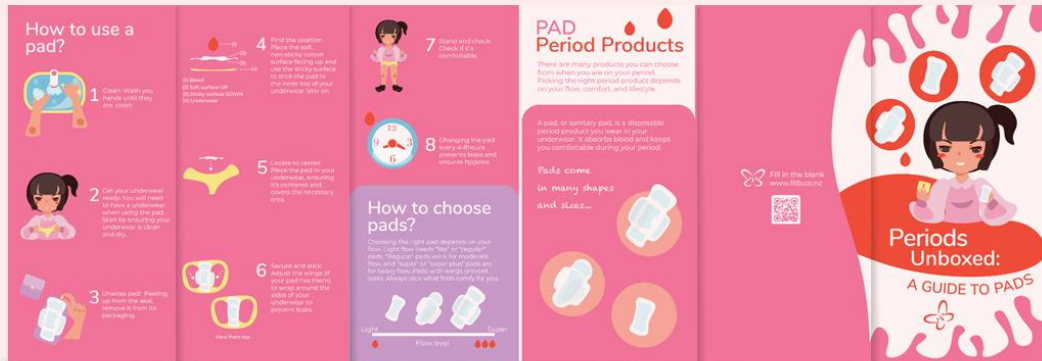
Project Brief

"Fill in the blank", is a campaign on a mission to decrease period poverty for adolescent girls aged 12 to 16.

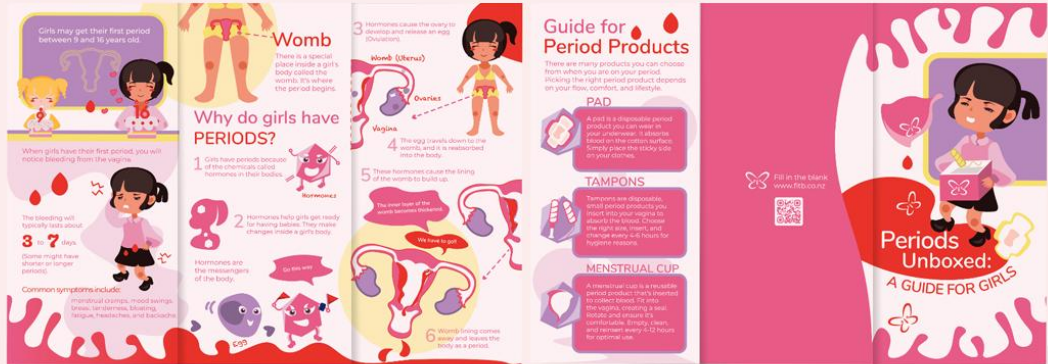
In this project We are advocating the installation of period product dispensers in school restrooms so that students do not have to visit instructors or school offices. Our target audience of young girls will be informed on menstruation and health issues through our website, posters, and social media posts. In this project, I did:

- Illustration elements
- Print Material (Poster, flip book)





Picture instruction booklet for how to use period product for young girl

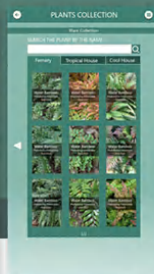


Picture instruction booklet for how to use period product for young girl



Picture instruction booklet for how to use period product for young girl





Case 05.

Kiosk User Interface Design

kia ora, welcome to
WINTER GRADEN



New Zealand

16:22

26 Sep 2022



INFO



MAP



FEATURES



PLANTS



LANGUAGES



GALLERY



WEATHER



WHAT'S ON



User Interface

Kiosk Interface

Project Brief

Kiosk interface design for the public botanical garden. Designed for an interactive visitor experience. Navigate the garden with ease, gaining understanding of the surroundings and helping the visitors accessing real-time updates by simple clicking.



Information

Discovery the history of our garden

kia ora, welcome to

WINTER GRADEN

New Zealand

16:22

26 Sep 2022



INFO



MAP



FEATURES



PLANTS



LANGUAGES



GALLERY



WEATHER



WHAT'S ON



SITE MAP

SITE MAP

SITE MAP

SITE MA

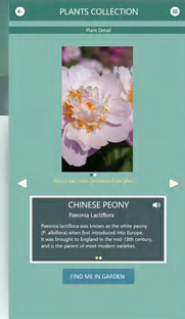
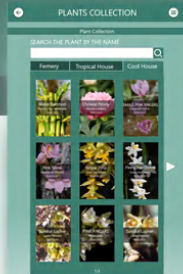
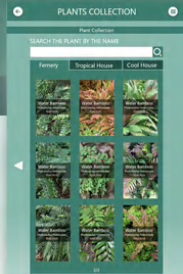
Map

Helping you locate where you are



Features

Check out the last update from us



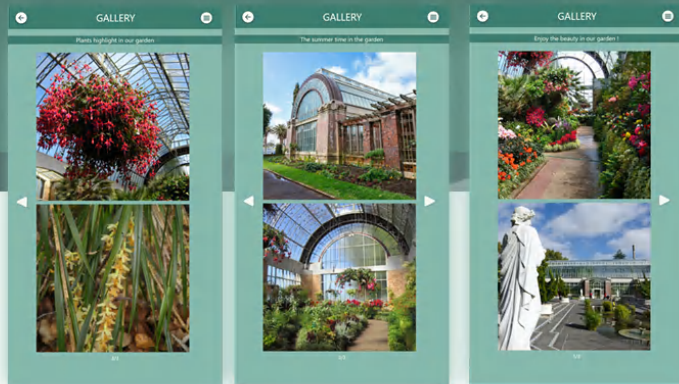
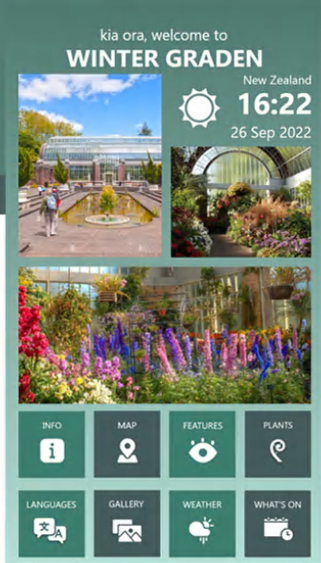
Plants

Check out the plants in our garden



Language

For the international visitor know about us



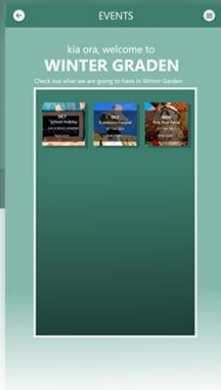
Gallery

Enjoy the beauty of the garden in gallery



Weather

Check out the weather from us



What's on

Check out the up to date events



lycheetown.com

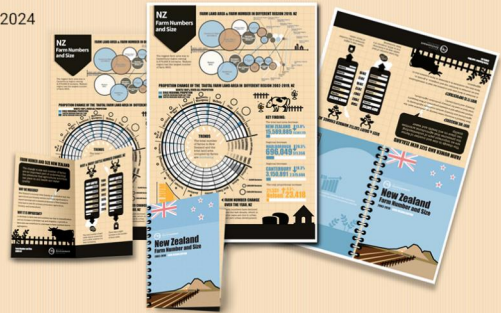
Other Collection



Kiwi Fruit in New Zealand (A2 portrait)

Information visualization Print poster

This is a print information visualization poster collecting 10 facts about kiwi fruit in New Zealand. Captivate the audience with colorful illustrations showcasing New Zealand's iconic kiwi fruit



New Zealand Farm Number Change Over Years(A3 flip page)

Data visualization poster/ flip booklet

This print data visualization poster compiles information on the changing number of New Zealand farm lands over the years. Aim to assist the audience in recognizing patterns in numerical data through the use of distinctive colors and shapes, enhancing the ease of interpretation



Signal Design For Hotel

Bill board/ Door number/ Room card

A set of signal design including Bill Board, Door number and Room card.



Personal Branding Design

Pattern/ Poster/ Business card

Logo, Art mark, Pattern, Poster, Business card. Inspired from traditional Chinese colour, style and elements.



Phone Case

Water colour style phone case

Phone case

Personal Branding Design

Chinese style post stamp

Post stamp



Chinese Fashion

Chinese traditional clothes Design

I also worked as an independent Chinese traditional clothes designer, providing design services for Chinese traditional clothing retailers.

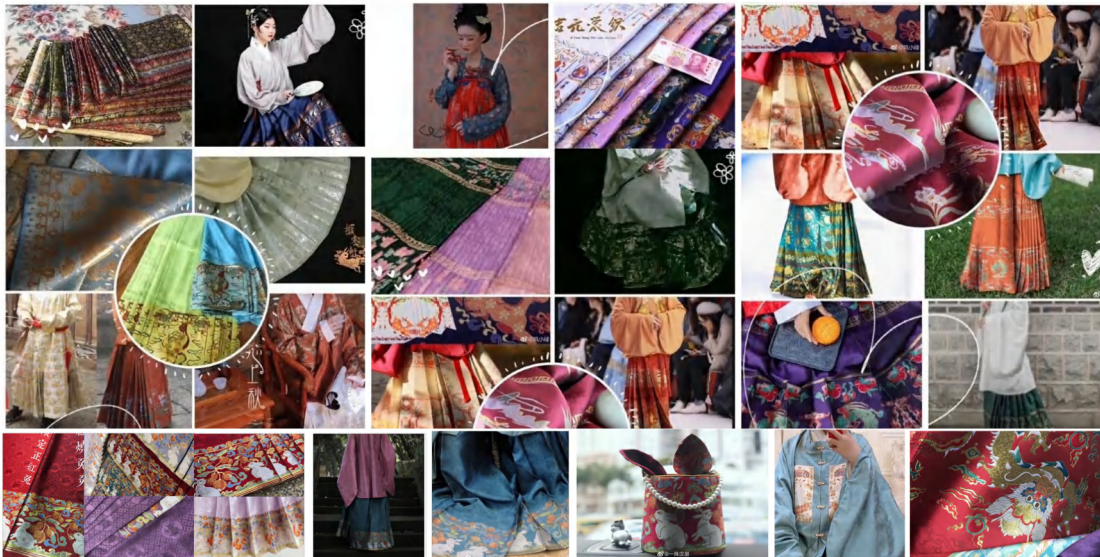
- Designed and illustrated intricate patterns, fabric for Chinese traditional clothes.

- Provided graphics mockup, material and pattern suggestions for the retails.

- Provide ongoing promotion support on social media when the product is released.

- Provide Logo and package design for the online retails.

The next page demonstrates some of my released design products.





Hua Shang Jiu Zhou China fahsion show