

# SH Sally Huang

Selected Works





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## Selected Works

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Master of Arts Graphic Design

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Jiajun Huang

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# Introduction

Design is like an adventure full of surprises. When I design a new project, I try different methods to present an idea. Instead of using clichés, I go beyond what is obvious. Graphic design is about solving problems. Why not let people enjoy my playful design at the same time?



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# Cheerful Childcare





# 01.

## Cheerful Childcare

Typography / Illustration / Web Design

**Description:**

This project is about the transformation of vernacular communication. I found examples of vernacular communication within their environments. I recreated the advertisement using the same materials as the original artists. Then, I used the communication intentions of the original piece and created a system of communications to serve this need.

**Approach:**

This recreated project is about promoting Marina's Nanny Service. The goal is to help Marina to find a nanny job. I designed three posters, a website and a booklet. The hand-drawn illustrations invite kids to stay with her. The colors show she has the skills and patience to take care of kids.

**Instructor:**

Hunter Wimmer

**Course:**

Visual Literacy

**Subject:**

Nanny Service

**Year:**

Fall 2014

## Wrok Experience

I have 18 years of experience, even babysitting for one Cape Cod family for over 10 years. I have experience and am comfortable with newborns to young teens, my specialty is toddlers to age six.

I have experience being a preschool teacher, nanny, babysitter.



## Work Skills

I am able to plan and arrange safe, fun learning opportunities.

I know how to plan and prepare healthy meals and snacks.

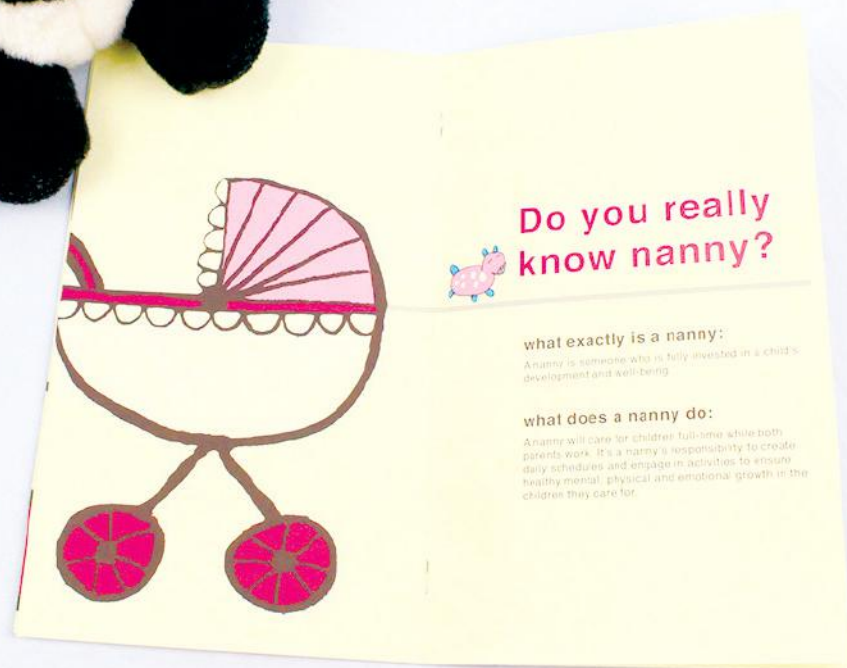
I have first aid training.

I have an interest in children as individuals, and a confident and positive personality.

I have experience of working with children of various ages, in a variety of different settings.







## Do you really know nanny?

### what exactly is a nanny:

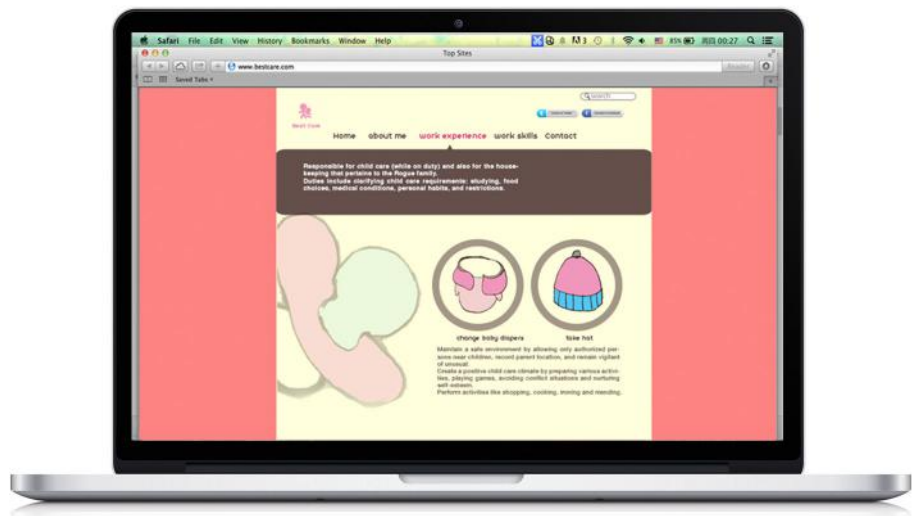
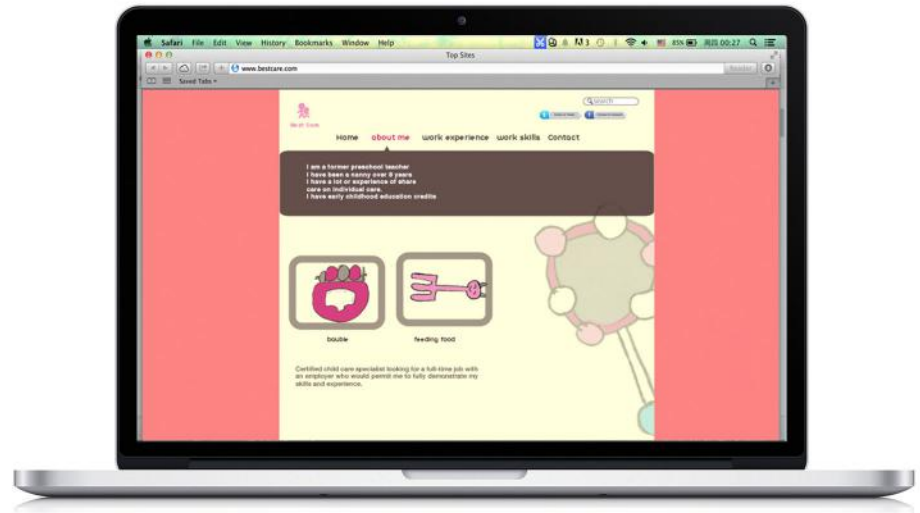
A nanny is someone who is fully invested in a child's development and well-being.

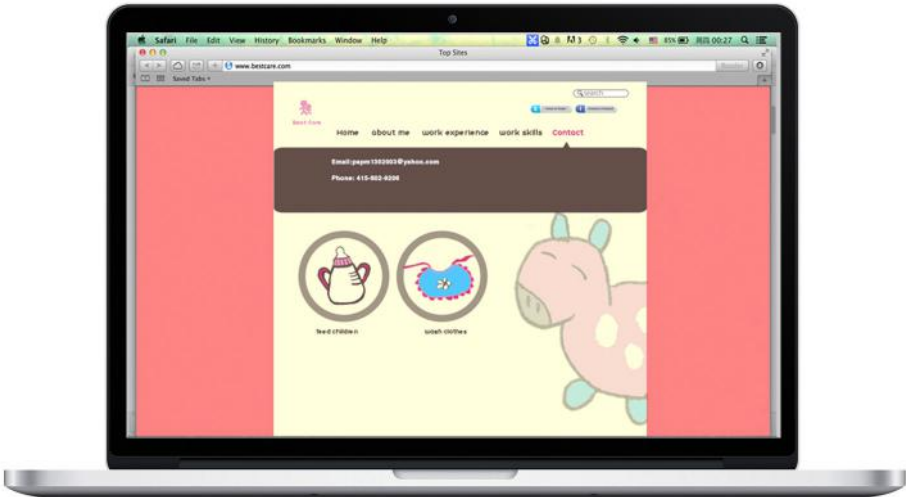
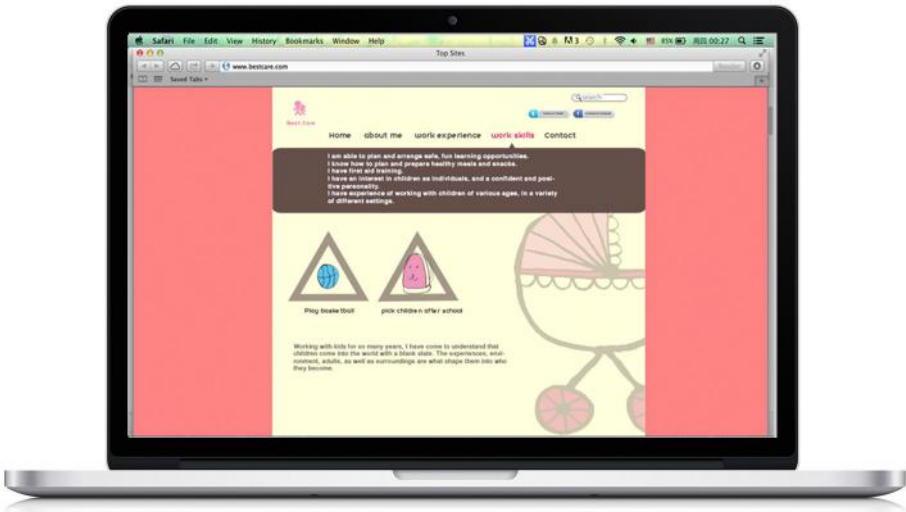
### what does a nanny do:

A nanny will care for children full-time while both parents work. It's a nanny's responsibility to create daily schedules and engage in activities to ensure healthy mental, physical and emotional growth in the children they care for.

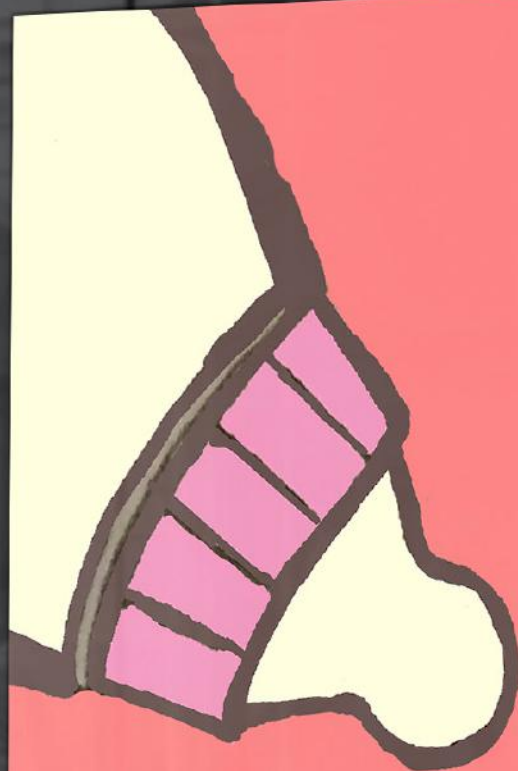












# feeding

I have been a nanny over 8 years. I have a lot of experience of share care on individual care. I have early childhood education credits.

Email: [papm1302003@yahoo.com](mailto:papm1302003@yahoo.com)

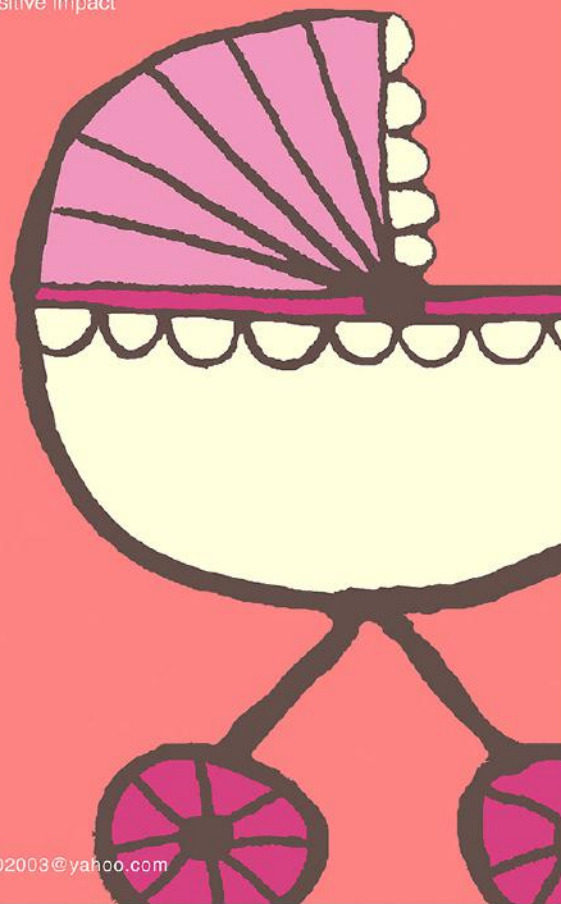


Best Care



# sleeping

I am a loving nanny who cares children a lot. It's my pleasure to take care of the children I met and had a positive impact on their lives.



Email: [papm1302003@yahoo.com](mailto:papm1302003@yahoo.com)

# Vague Memory



# 02.

## Vague Memory

Typography / Photography / Book Design

**Description:**

This project is about observing life and showing my perspective. From the life, people have many important memories and feelings. I visualize these feelings and convey them particular angle the goal of this project.

**Approach:**

This project is a book that about my homesickness. I recorded my feelings since I came to San Francisco. There are six chapters that describe my feelings. I took most of the photos and they show the different kinds of things that make me think about my home. I used some blurry pictures and soft colors to show the feeling of home.

**Instructor:**

Stanley Zienka

**Course:**

Type Experiments

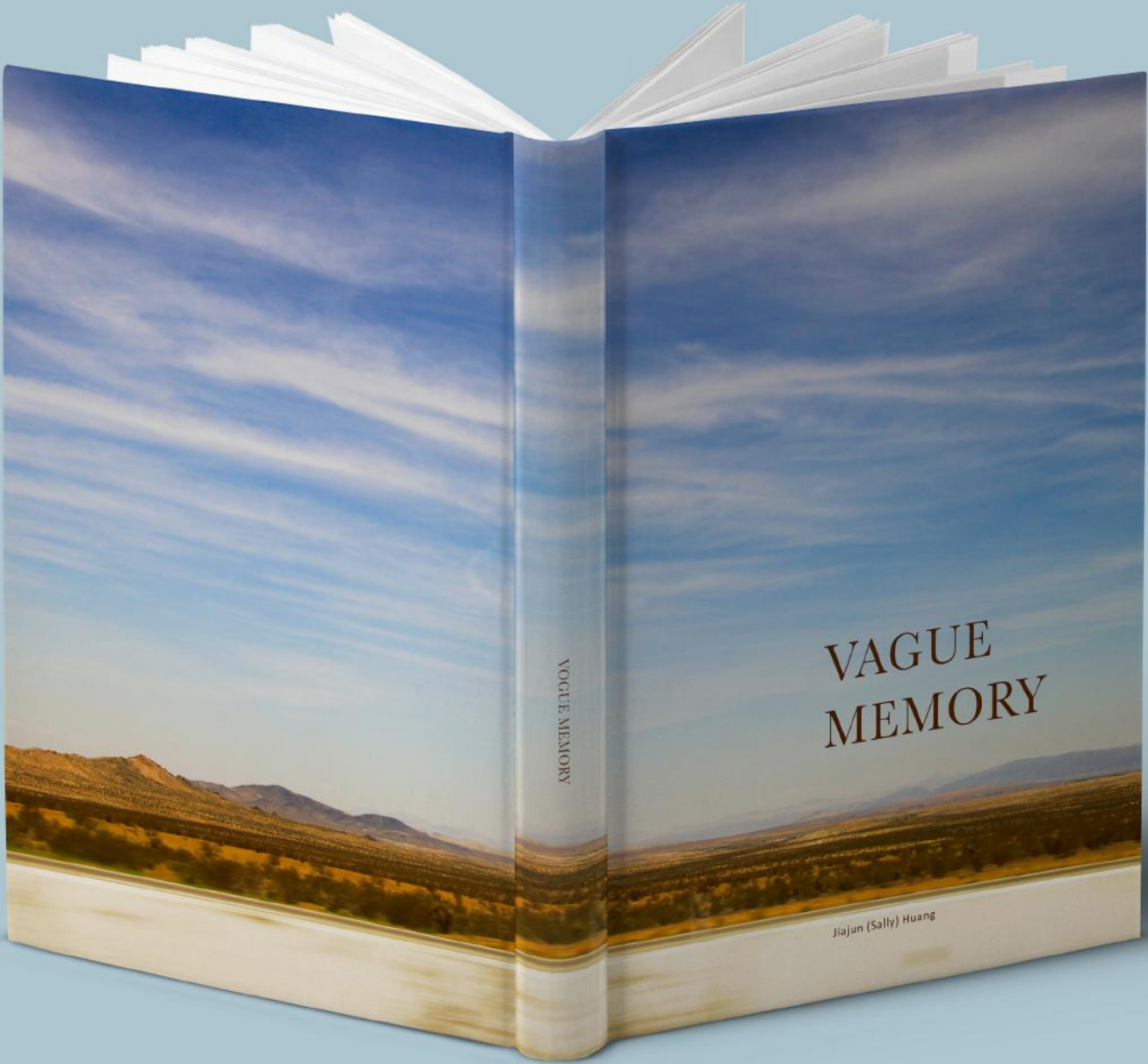
**Subject:**

Homesickness

**Year:**

Fall 2015

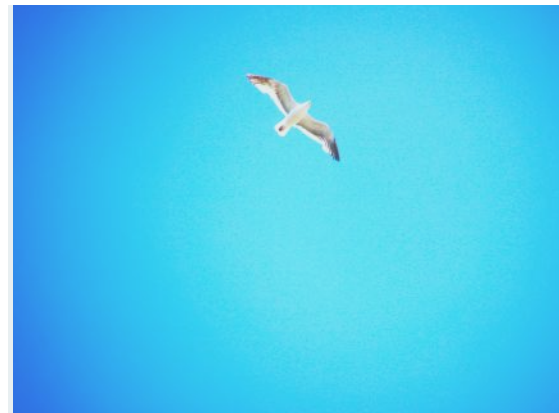




# 1. DIFFERENT SKY

---

“When you get homesick, it's not something missing, it's something present, a visit. People and places from far away arrive and keep you company for a while.”







## THE SUNSET

In 2013, I came to San Francisco. I didn't really miss home. Not just the people there. I had just moved out of home to a completely different city. I didn't know anyone here. I didn't have many friends before but now I have many friends here. I really like the city and I am really happy here, but I just don't know anyone. Especially my English was poor when I first came here. My mother says that I am an introverted person until I actually get to know someone, and then I open up.

When sunset comes, in my hometown it is morning. The time difference makes me think about the sun going to the other side of the earth.



Different Sky



VAGUE MEMORY

## A WAY FROM

It seems easy to miss my home in the morning. Because I calm down at night, and then think about something that makes me think about my home which is so far away. Relocating to another country can be a daunting prospect, particularly if you don't speak the language. Homesickness can have similar symptoms to depression, says psychologist Dr. Caroline Schuster. It is a real manifestation of feeling ill and anxious. It usually occurs when you are sad about being away from your family, siblings, or any environment in which you felt comforted and from which you have been separated.

Different Sky

## H O M E



VAGUE MEMORY





6/7

## 1. DIFFERENT SKY

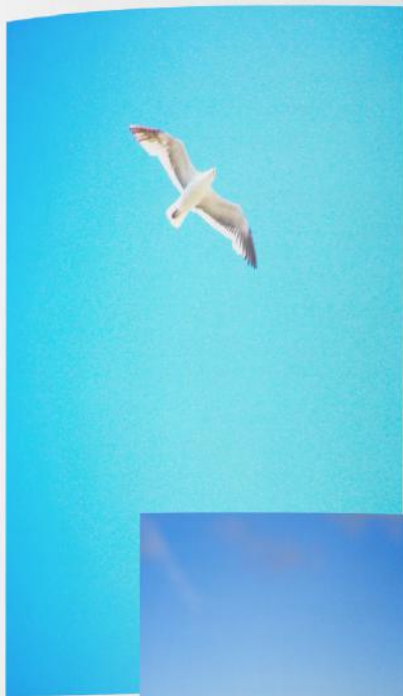
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“When you get homesick, it's not something missing, it's something present, a visit. People and places from far away arrive and keep you company for a while.”



I looked up at the sky, it's clear, and its color is bright and transparent. It makes me think about my hometown on the other side of the Earth. The blue sky reminds me of my childhood in China. After years of living on a different continent, time zones away from home, I still find it strange to see the same infinite ceiling up there. The plane move through the sky left a long trace there. It took my mind to the other side of the Earth.

Different Sky



You may not exactly be going back to where you started but rather where you ended; the beginning of another ending and vice versa and so on and so forth.

Vicky Chen, another international student at the Academy of Art University, is more philosophical about her homesickness. She says: "I was homesick for a few weeks in the beginning, but then I realised: no one comes half way across the globe for nothing." I have same feeling.







30/31

While the act of going home never really changes, the experience when you're there is different every time. Our perception of our parents develops. Space and age allow us to view them more objectively. And whether we like it or not, we start to see our parents as individuals, with real feelings and anxieties and mistakes. It's almost like a tangible loss of innocence. You finally realize there's more to these people than simply "mom" and "dad." It doesn't mean you love them any less, it just means you're entering a new facet of your relationship.

Remember though, it takes growing up on your part to appreciate the grownups in your life. Here are the realizations you have about your parents after age 25. Naturally, each and everybody who is far from their parents is missing them a lot. Only when they are far from their parents will they come to know really how much their parents love, take care of them, pamper

them, how affection they have. When you read about your parents, especially about your mother, your eyes start watering, your throat blocks, you will not know what to do. This is called love, care, and affection. It is really a great feeling to talk about our parents. Thanks to remembering my mother openly, I never forget my parents, it's not even possible.



At the most important traditional Chinese holiday, Spring Festival, is the biggest time for family reunions. People living away from home make the journey back, which leaves schools and companies empty and sets off the busiest transportation season. The Spring Festival celebrations normally start on Chinese New Year's Eve. The whole family gets together for Spring Festival every year. I have been home 3 times for Spring Festival. At that time, fireworks are going off everywhere, auspicious couplets are hanging outside of doors, children are counting up their lucky money, and millions of people are moving around the country to see their loved ones. My hometown is a mountain-side city called Ji'an Jiangxi Province. My family is very traditional. Spring Festival is a big deal in my family, and Grandma always started preparation weeks before New Year's Eve.

One more time missing the family during Spring Festival.

Different People



VAGUE MEMORY

# One Home





# 03.

## One Home

Visual Identity / UX Design / Environment Design / Event Design

**Description:**

This class is meant to serve as an introduction to looking at design through the lens of a single topic. In the class modules, I identified, explored and refined a single topic of my choice and built both your formal and conceptual skills as a designer to help bring this idea to light.

**Approach:**

My topic is about solving the problems of single parents. They need some people to help them and support them. Sometimes it is very difficult to balance their work or personal lives. I created a community that could gather them together and let them help each other when they have problems. For the community, I designed an app, an event and an environment. I drew all of the people's portraits. The main colors are very bright. The whole design and illustrations convey a friendly feeling.

**Instructor:**

Sandra Isla

**Course:**

Visual Thinking

**Subject:**

Single Parents

**Year:**

Spring 2015









Log In Page



Home Page



Messages



Photos



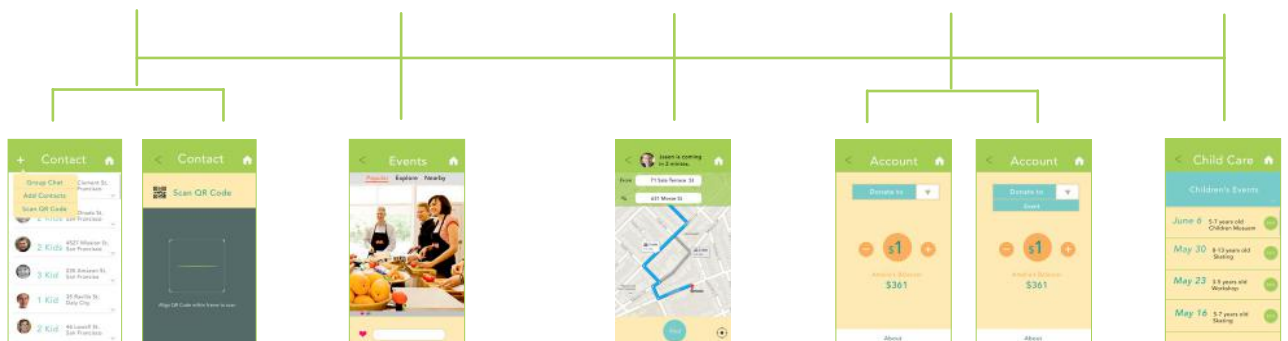
Locator

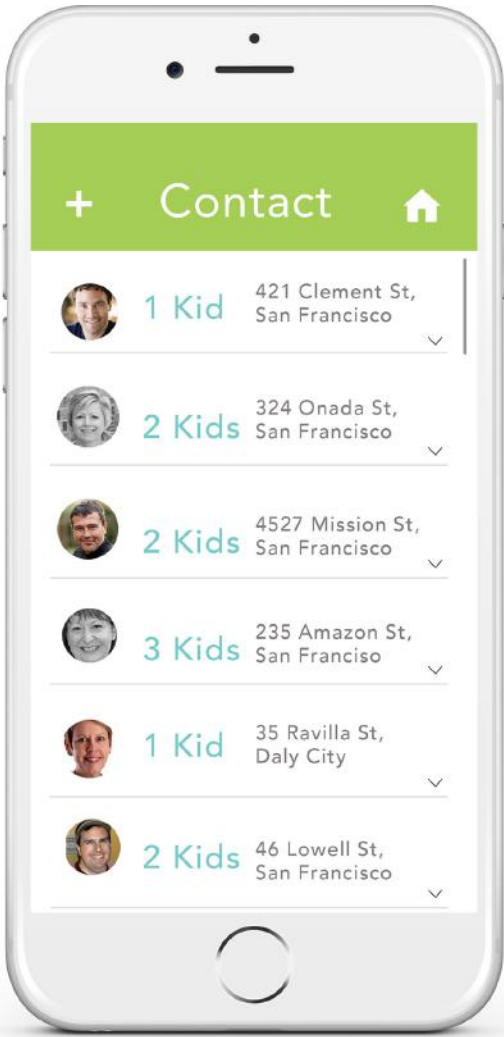
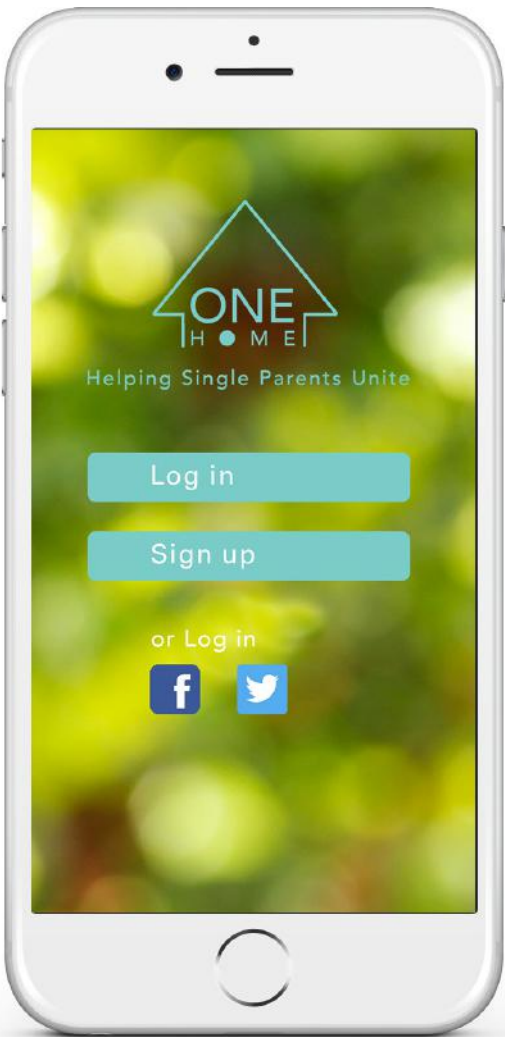


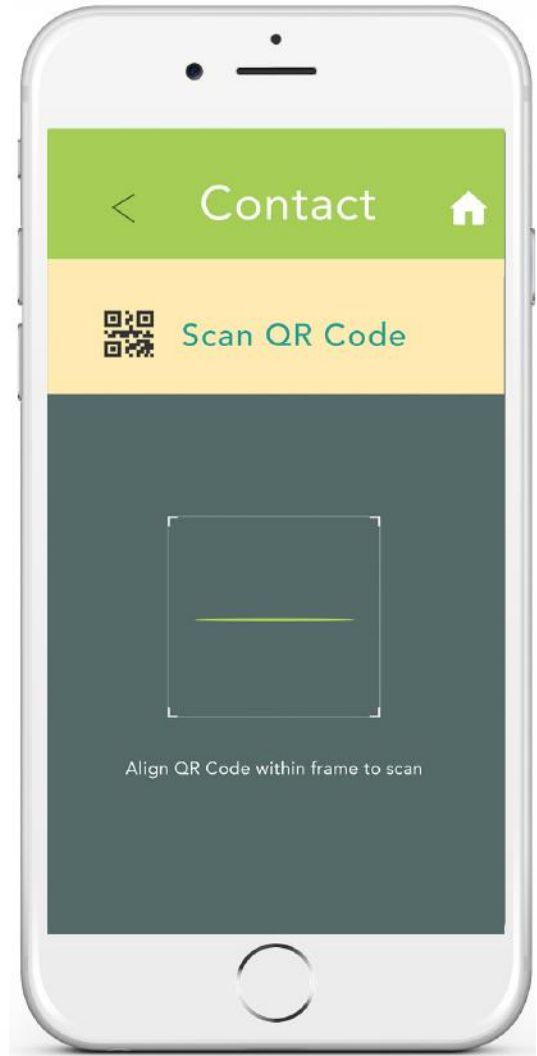
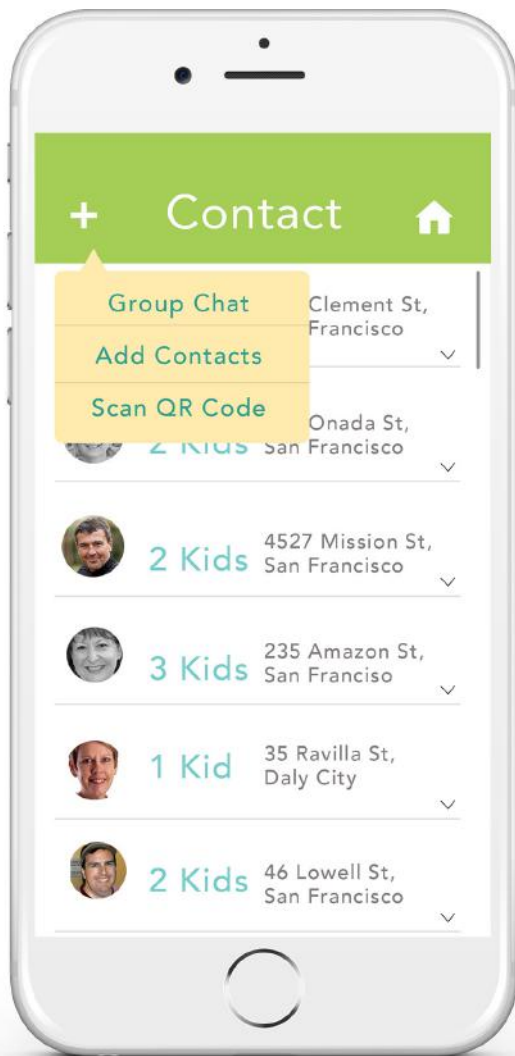
Anonymous Donate



Child Care

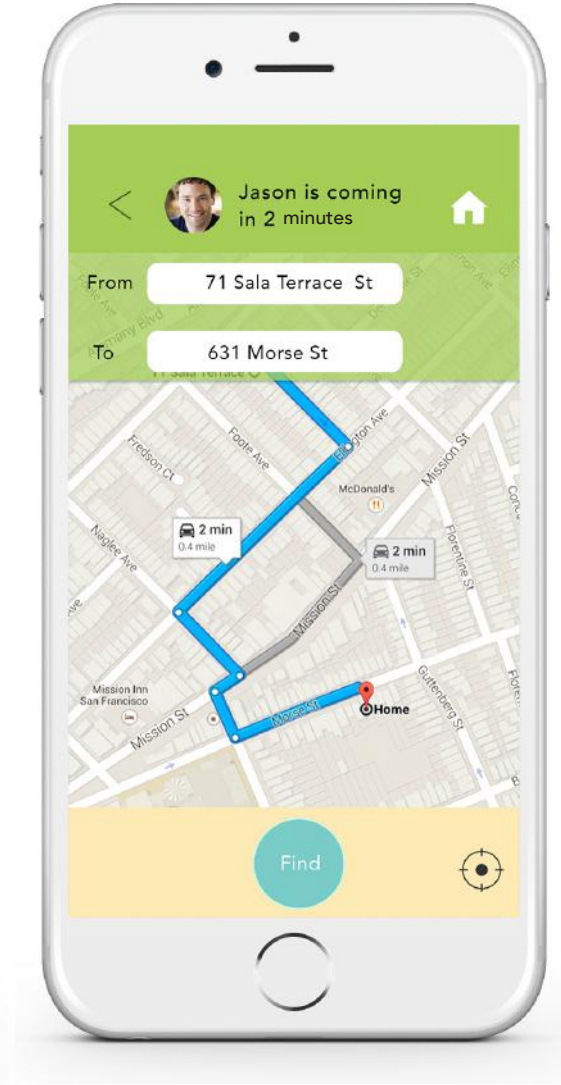
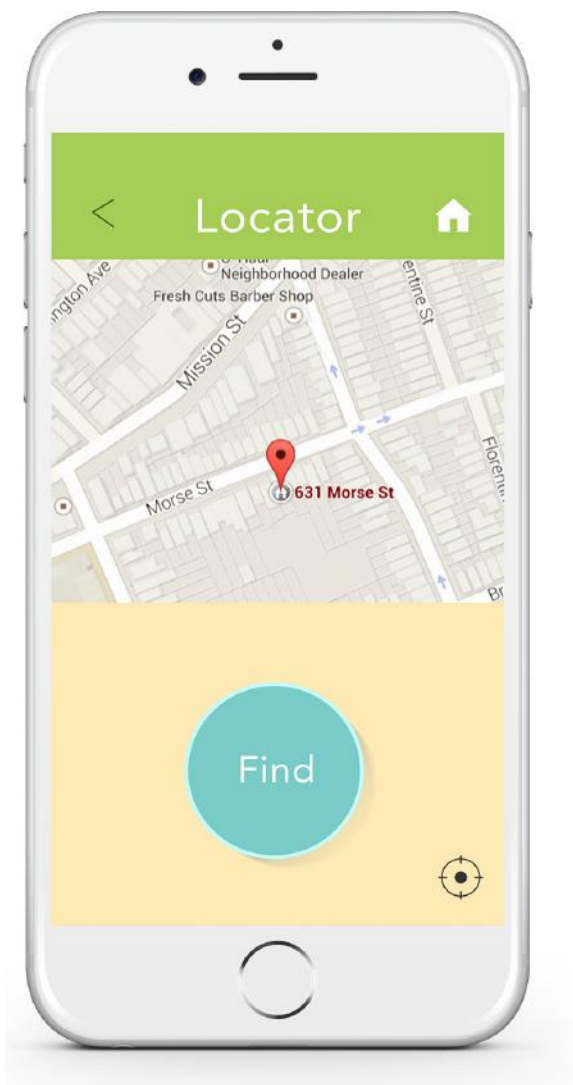


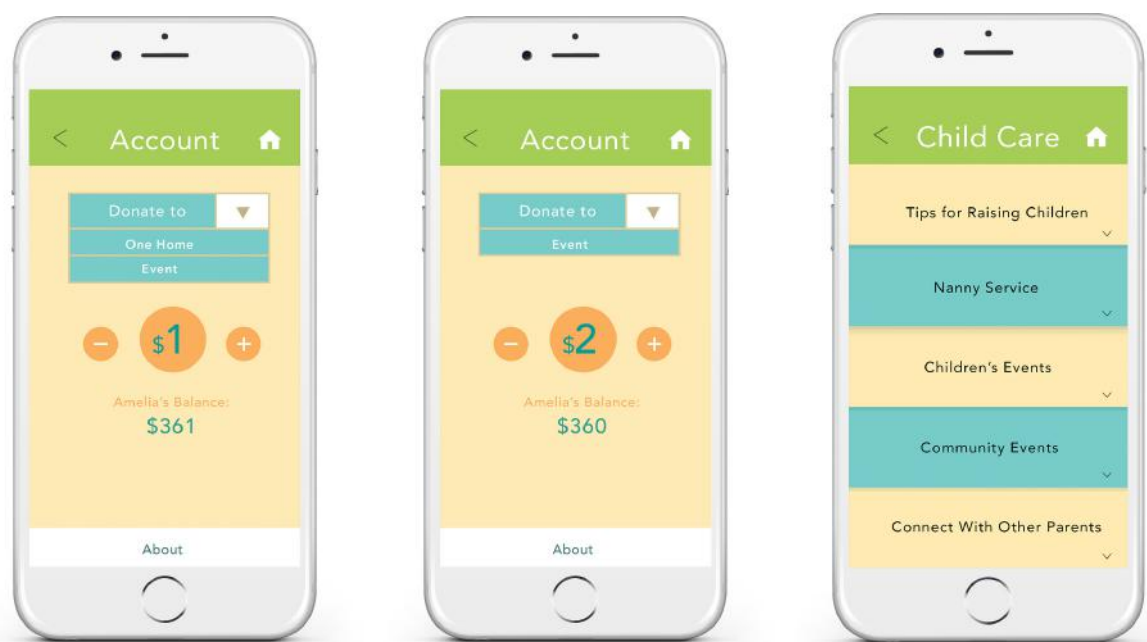


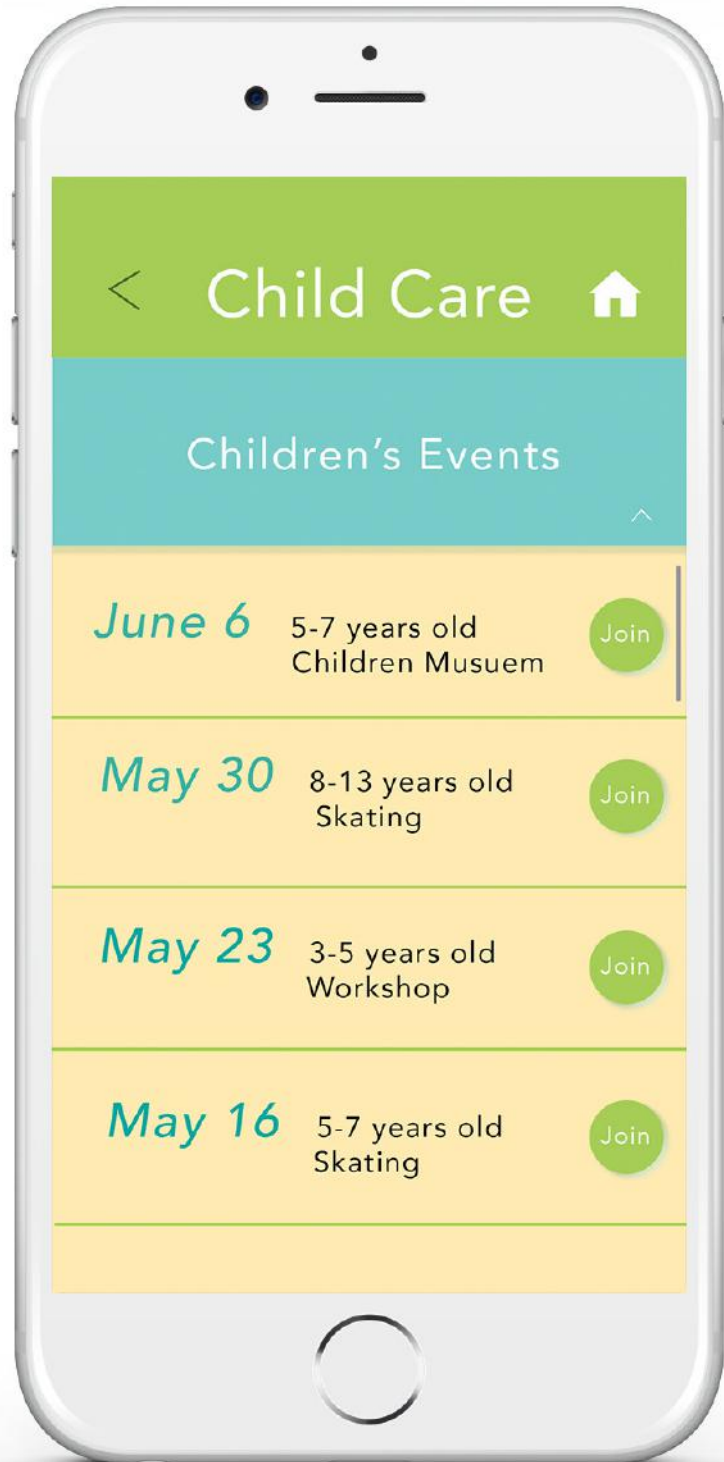
























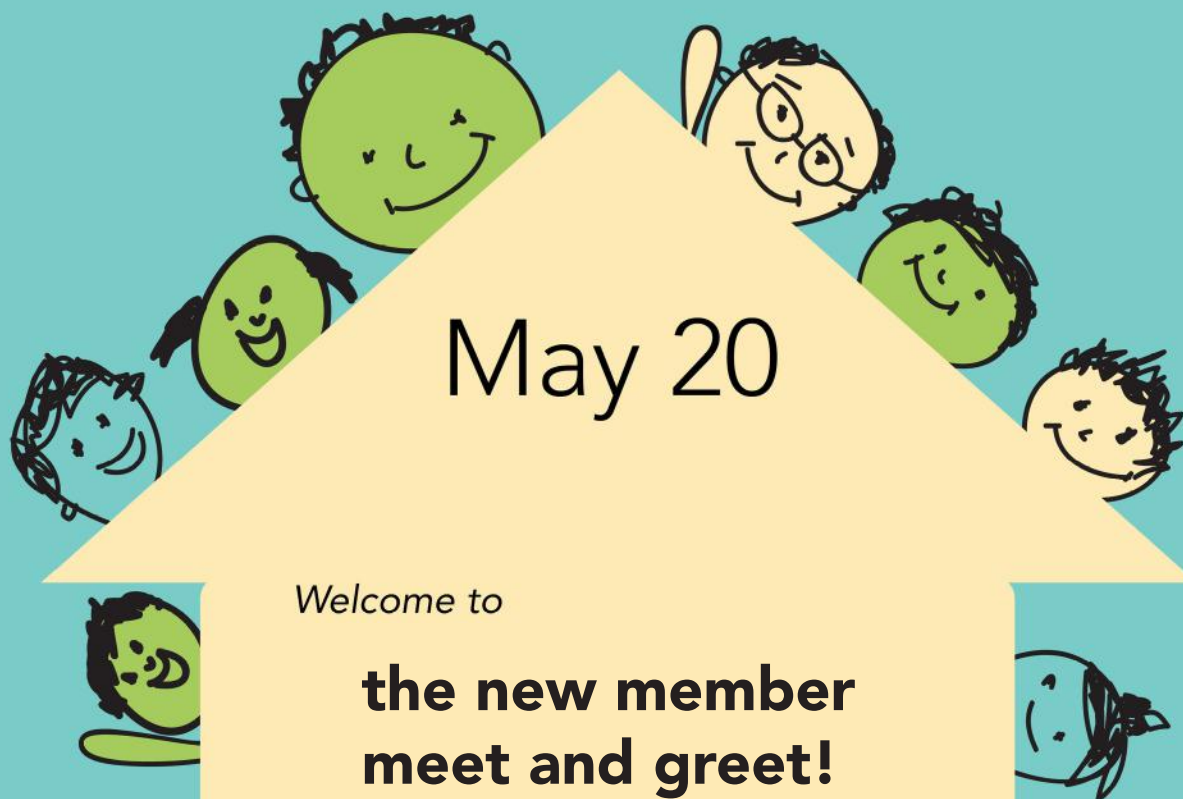
Deliverables











# Oh, My Orange



# 04.

## Oh, My Orange

Poster Design / Type Experiments

**Description:**

The project is about identifying how and when experimental typography can be applied in design. The objective is to use a color to design a series of 8 posters. We were asked to conduct appropriate research and investigation based on a given problem and produce concepts that yield paths for typographic experimentation.

Develop a design process for typographic experimentation. Use experimental typographic form and structure to challenge previously held rules and practices in typography. The project demonstrates competence in media, materials, tools, technology, and techniques relevant to typographic experimentation.

**Approach:**

A series of 8 posters show my perspective on using orange color. The overall concept is about conveying different view of orange by typography experiments. I used different materials to show the ideas of hot, expand, fall, sweet, old, passion, pull and glory.

**Instructor:**

Lian Ng

**Course:**

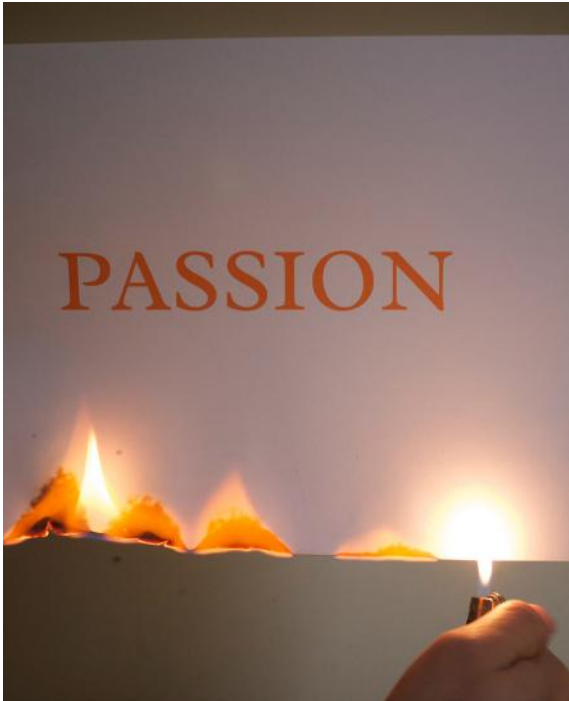
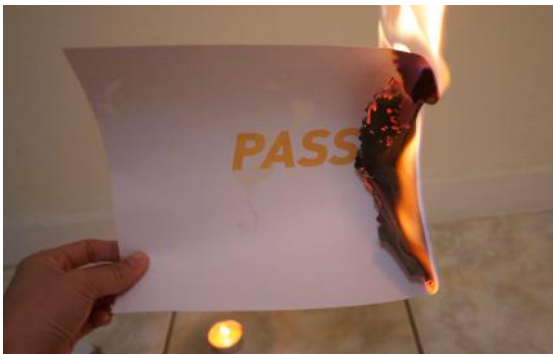
Type Experiments

**Subject:**

Orange Poster Design

**Year:**

Spring 2016





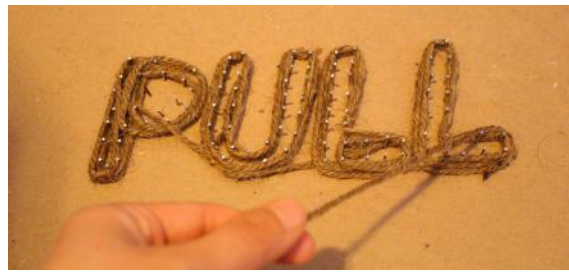
TITLE	MATERIAL	DESCRIPTION
Passion	Paper, Transparency paper, water	These water droplets expresses the active passion feeling.











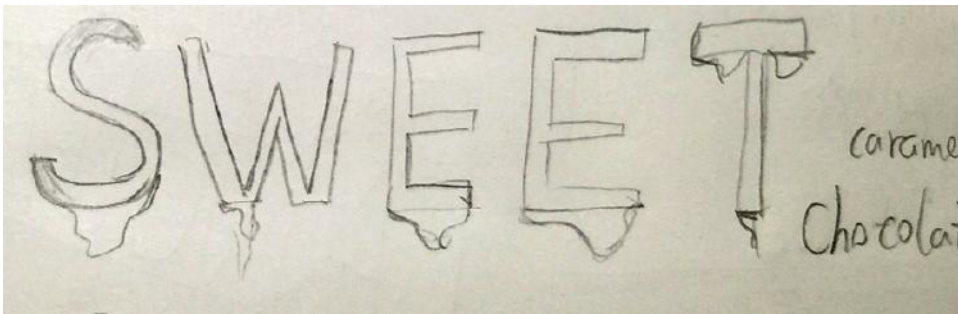
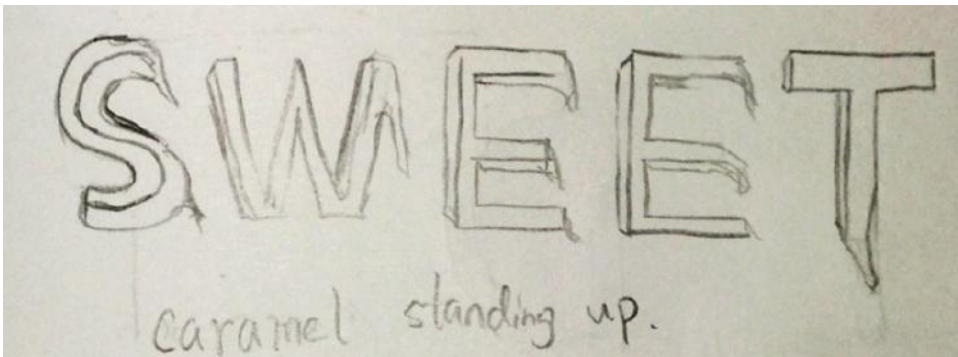
























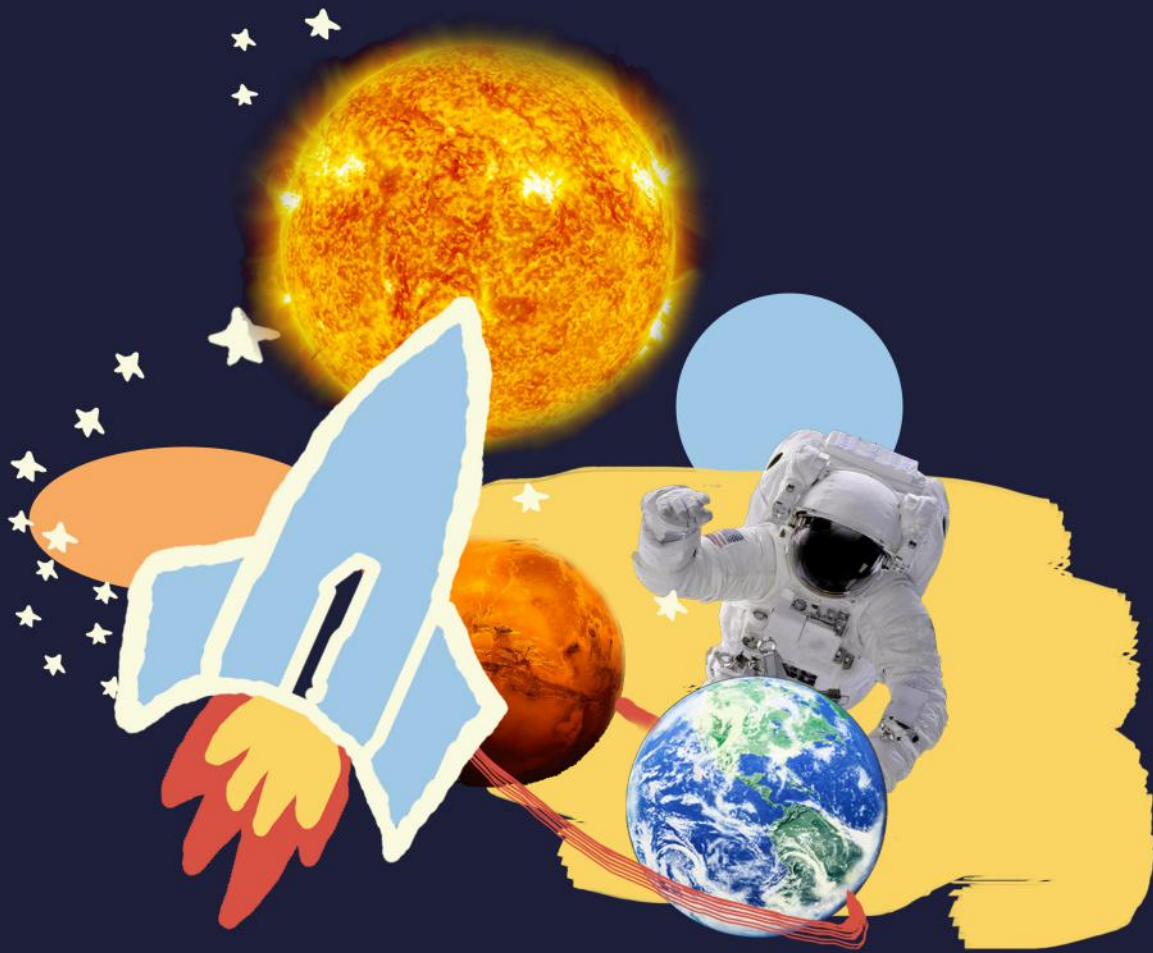
Title	Material	Description
Old	Soy sauce and paper	Many old paper usually has few orange color.







# The Future of Space Travel





# 05.

## The Future Of Space Travel

Typography / Illustration / Web design

**Description:**

This project is about imagining the future and it initially expounds and expands on the basic principles of typography. Subsequently, my teacher encouraged challenging my approach to these basic principles and exploring new innovative ways to communicate with text and image.

**Approach:**

I designed a booklet about the future of space travel. It includes the fly speed and finding different galaxies. The overall booklet color is dark blue, which represents the mysterious universe. I used Rockwell as my main typeface to show the power of space.

**Instructor:**

David Hake

**Course:**

Type Systems

**Subject:**

Space Travel

**Year:**

Spring 2015

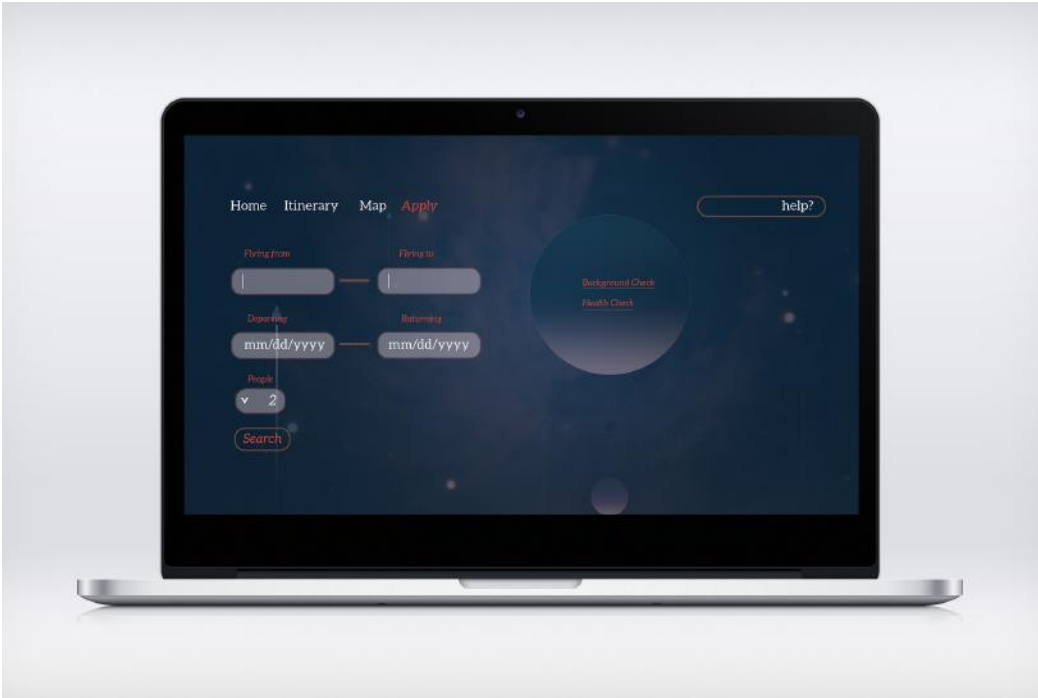
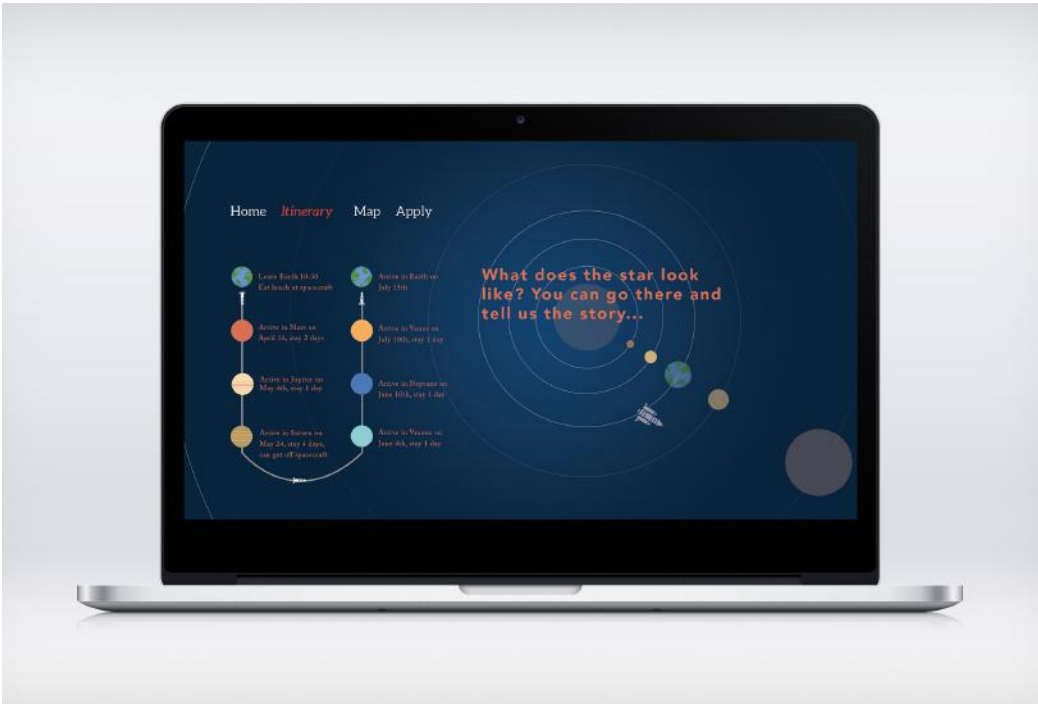


[Itinerary](#) [Map](#) [Apply](#)

*Space travel is  
a lifestyle.*



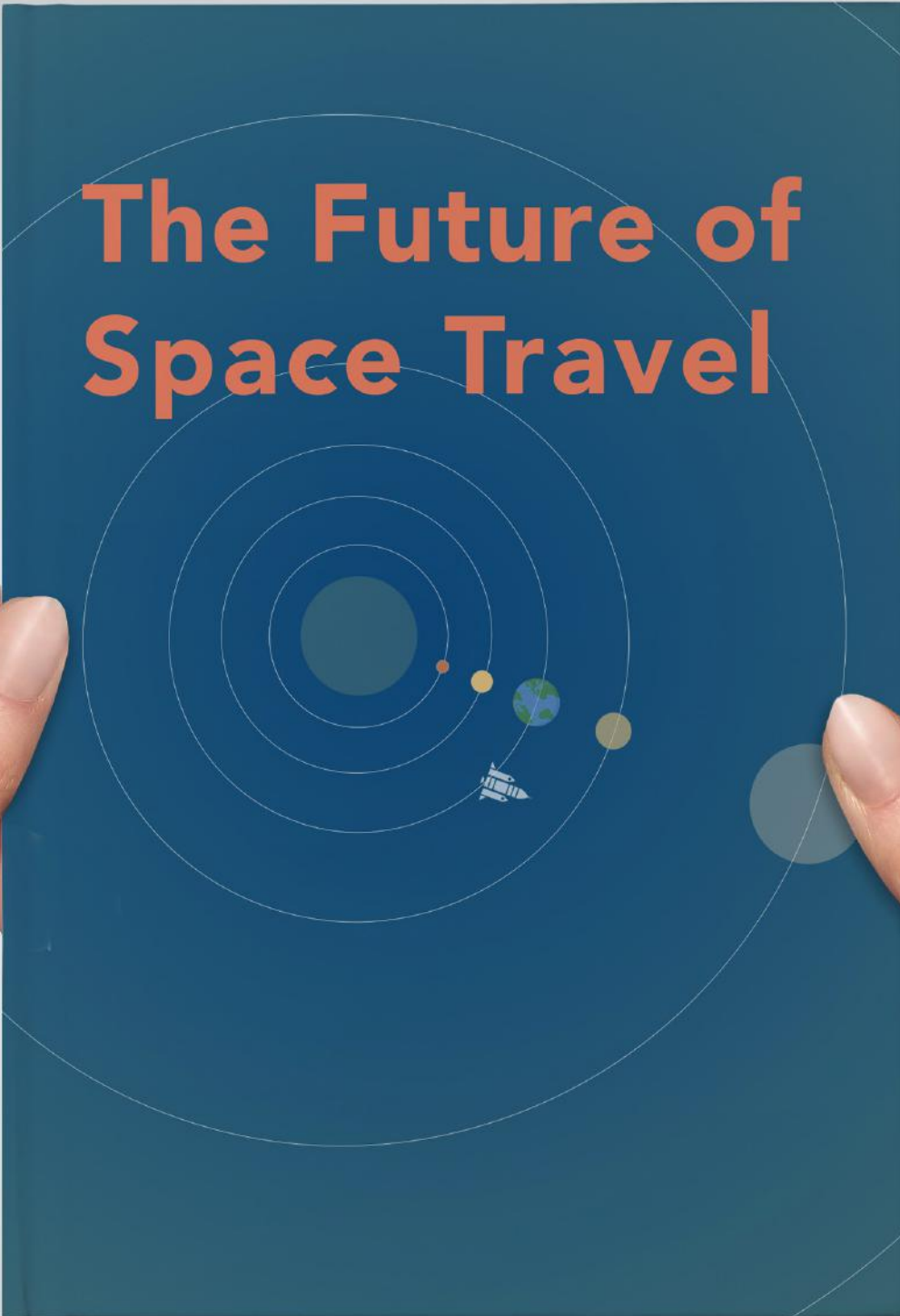


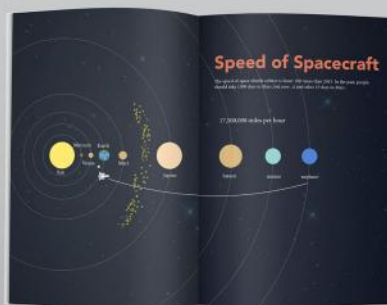






# The Future of Space Travel





# Back to The Future



# 06.

## Back To The Future

Motion Graphics / Title Sequence / Illustration

### Description:

This project is about the title sequence for a film of my choosing. It was created with After Effects, Photoshop and Illustrator. Because it is an existing film, it stylistically is different than the existing title sequence from the original film. I used the musical score from the film, but the title music is different from the existing sequence.

### Approach:

I chose the film *Back To The Future* for the title sequence project. The film has a tense atmosphere, so I used dark colors in my illustrations. The car in the video drives away, which brought some fire and the director's name appears in the fire. I was trying to use a different scene to bring the names. I also used a tense sound effect to match this video.

### Instructor:

Colin Sebestyen

### Course:

Motion Graphics

### Subject:

Title Sequence

### Year:

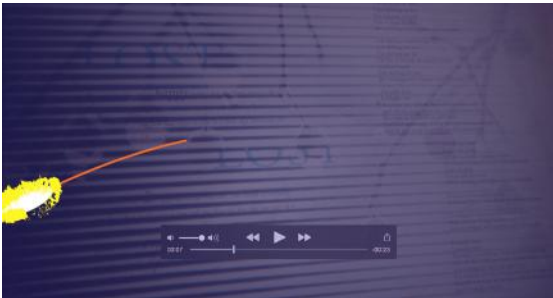
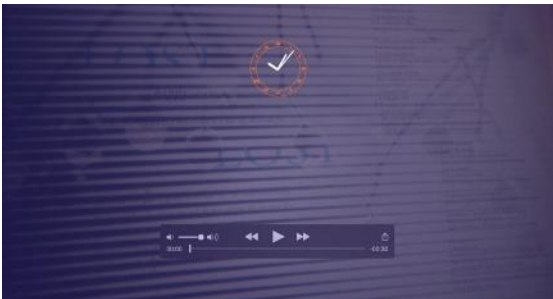
Summer 2016

A person is seen from behind, looking at a computer monitor. The monitor displays the words "BACK" and "BACK" in a large, orange, serif font, stacked vertically. The background is a blurred brick wall with a bright, circular light source. The person is wearing a dark, patterned shirt.

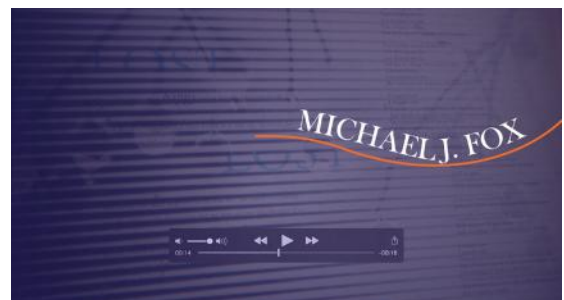
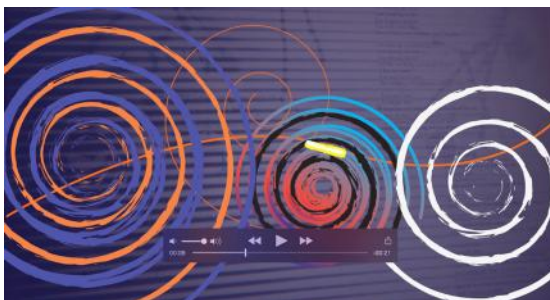
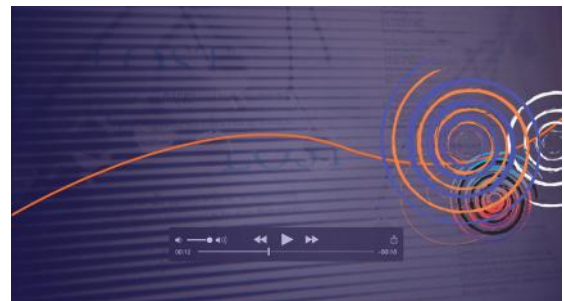
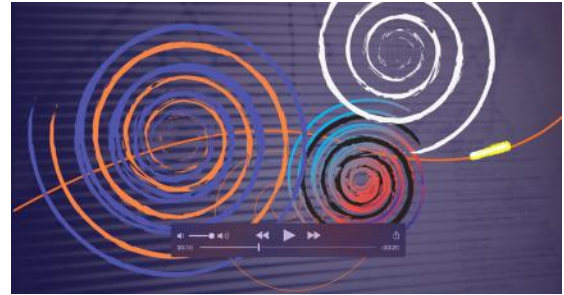
BACK  
BACK



TO THE FUTURE  
TO THE FUTURE



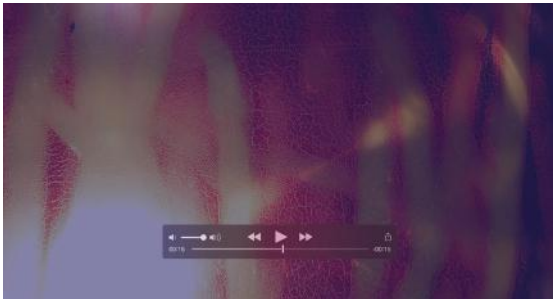
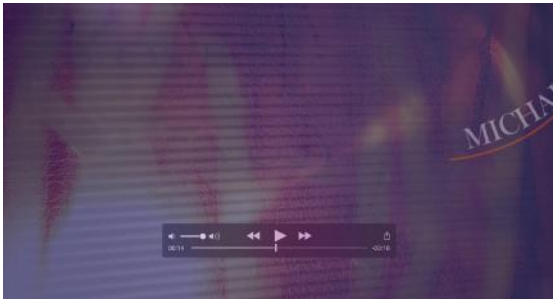


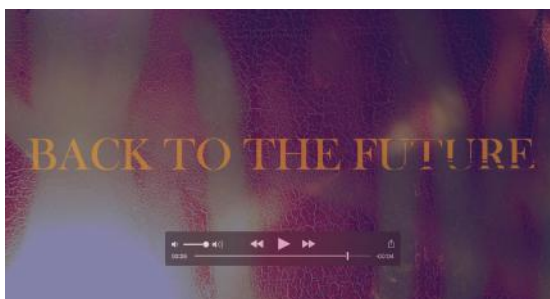
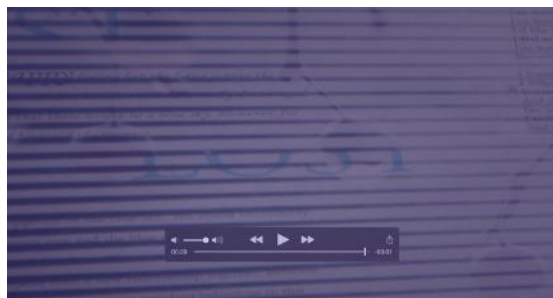
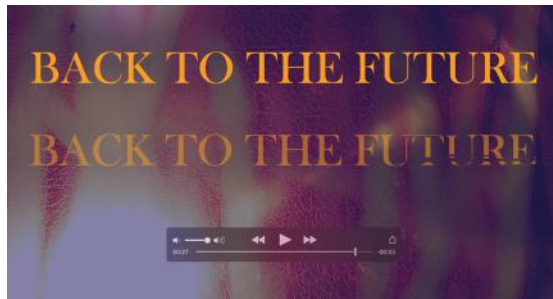












# Acknowledgement

First and for most, thanks to my family for all the incredible support, understanding and encouragement. I couldn't have done it without you.

To all of my friends who have walked with me along this new path and life changes. Thank you for making light of difficult situations and for always reminding me I am tougher than I think I am.

To all my instructors, thank you for all the lessons, critiques and advice. All of you have influenced me in your own way to be a better Graphic Designer.

Finally, thanks to my boyfriend Xiaoyi, for being my motivation and my source of strength everyday I wake up to work. I wouldn't have done anything right without you by my side.

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Master of Arts Graphic Design

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**Paper:**

100# Premium Matte Paper

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