01

CHEATER COMPANY

2021/07

ADS Design Activity

In this project, I paid attention to the widespread existence of fake pyramid schemes among the elderly. In the project, I analyzed and studied the organizational structure and vision of pyramid selling, and finally FORGED a "cheat company" selling health care products. I designed a set of small street advertisements to "promote" my company and simulated a pyramid selling activity. It is hoped that through this bizarre practice activity, the fake pyramid scheme will be highly visualized, so as to arouse the public's concern for the elderly and enhance their awareness of prevention.



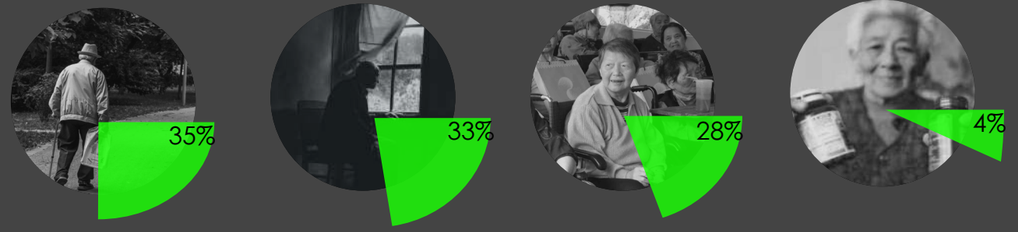
BACKGROUND



With the improvement of people's living standard, more and more people begin to pay attention to health care and other aspects. However, many health care products on the market are "false publicity", and even some health care products brands are offline because of false publicity. According to the data show that in 2018 China's nutritional health products market is worth 400 billion yuan, has become the world's second largest health food market. Some say health care products are hollowing out China's elderly.

RESEARCH

Pyramid sales channels



35% of seniors rely on recommendations from friends

33% of seniors are greedy for petty gains

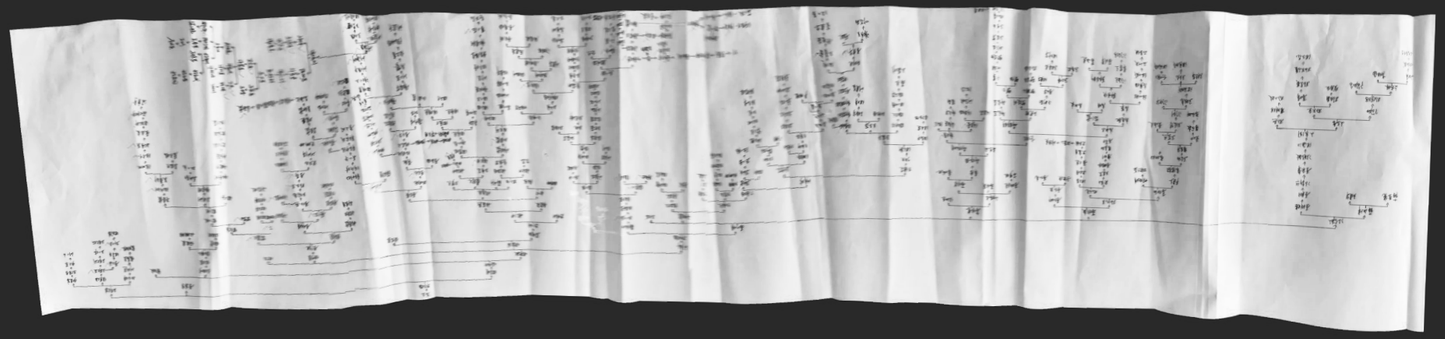
28% of the elderly reported feeling lonely

4% of older adults, it was for other reasons

The reasons why old people are cheated

- The elderly have their own social circle, they will communicate and share some information.
- The elderly because of the age, the body is not very good, what are cured of the disease, for their own health, grasping the psychological phenomenon occurs, then follow the psychology to allude, liars will feel much better.
- The elderly, with the increase of age, children don't have, and will feel lonely, there will be false after it is supplement to "warm", so as to be duped.
- The elderly will because covet petty gain, activities, such as free lectures brought eggs without the figure of the elderly.

RESEARCH



Bi xx as the leader of pyramid selling organization personnel structure chart

A pyramid scheme

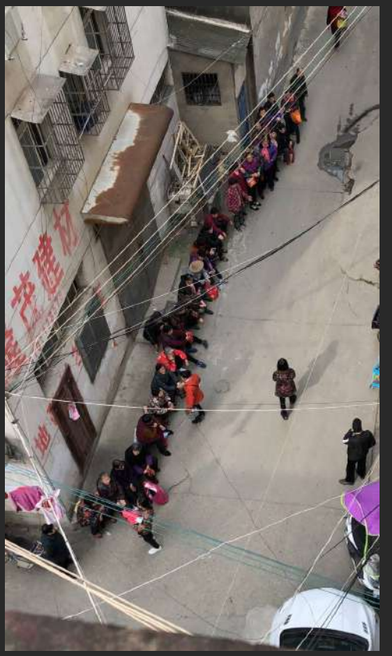
Join the network is about to pay double money, membership fee and product fees, infinite cycle, MLM essence, as long as people, not products.

This chart is based on bi xx as the leader of pyramid selling organization personnel structure chart, there are hundreds of pyramid selling personnel names and a variety of complex structural relations. Internally, they are divided into five levels: members, directors, directors, managers and big managers. To advance, they have to recruit enough people and pay varying amounts of membership fees. MLM organizations also have different brainwashing strategies. He arranged for members of his profession, who were eloquent, to be brainwashed in a concentrated and rotational manner. This rigid organizational framework is dangerous for older people who have been out of society for a long time.



An online pyramid scheme of 235 people





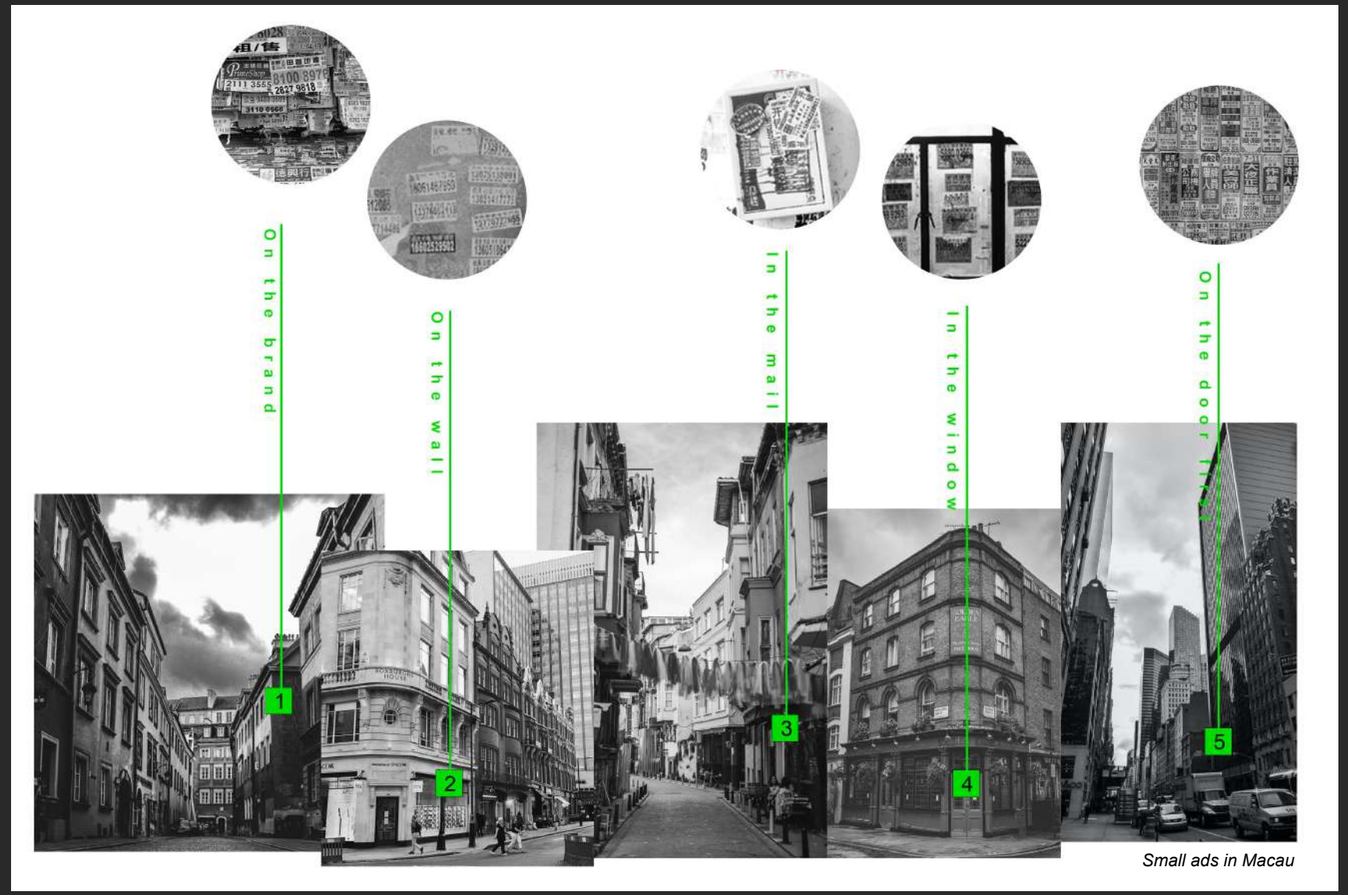
The elderly queuing to experience health care products in the community at 7:00 am

Brainwashed

There is a central leadership role.Discipline brings strength.Accomplish unified change, no difference can bring a sense of security.Do some group activities to show the strength of unity

Photo: Mianyang TV

FIELD RESEARCH



Small ads in Macau



Psoriasis small ADS

Small ads for urban psoriasis fill Chinese streets and neighborhoods, damaging the urban environment but also giving full play to the efficiency and effectiveness of information dissemination. My field research is based on macau, the city WHERE I lived, where there are many old communities and most of the residents are elderly people who are far away from the Internet information media. Therefore, small advertisements for psoriasis are very "effective" marketing strategies in this area. Here small advertisement layout simple, bold color, not too conforms to the "design rules", but it works. This also aroused my great interest, and I extracted the important elements and color schemes in these advertisements.

OUTCOME

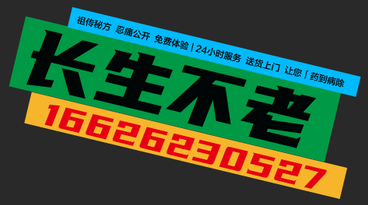














#00bbfc #009844 #e50012 #b5fc08 #f4067d #f7b52c

Re-create street ADS

Based on the visual research in the streets of Macao, I extracted the commonly used layout and information in street advertisements, and designed and recreated a series of small street advertisements. I chose colors with high lightness and purity, and used extreme color matching to emphasize visual communication. This is a group of "ugly" but effective designs. This design process also brings me to think about design aesthetics and design communication.





PYRAMID SALE ACTIVITY







Step1 I invited the elderly to participate in the "elixir" pyramid selling activity and sent them leaflets.

Step2 I was able to brainwash them and cheer them as I introduced the product.

Step3 After speaking, the old man was very happy to receive the gift.They went back to help with my publicity.

The event is attracting more and more participants because they can get free eggs and cooking oil. I also got several interested "clients". They are good at talking. Through communication, I learned that most of them are elderly people who live alone and lack care and care in life. They consider MLM activities as an opportunity to relieve loneliness by chatting with others. After the event, I confessed to people that it was a false publicity, and took this opportunity to remind people not to believe the publicity activities under the pyramid scheme easily, and urged the elderly to participate in some beneficial group activities.

02

BIPOLARDISORDER

2021/08

Multisensory Design Installation Photography

In this project, I observed the underestimation of young people with bipolar disorder. In the project, I analyzed and studied the inner emotions of patients with bipolar disorder, as well as the pathology and treatment of bipolar disorder, and finally organized an art therapy activity. I designed an egg-twisting installation to remind people of the bipolar disorder around them in a way that goes beyond the traditional macaron colors, and to provide a metaphorical experience to let people understand the life of this group.



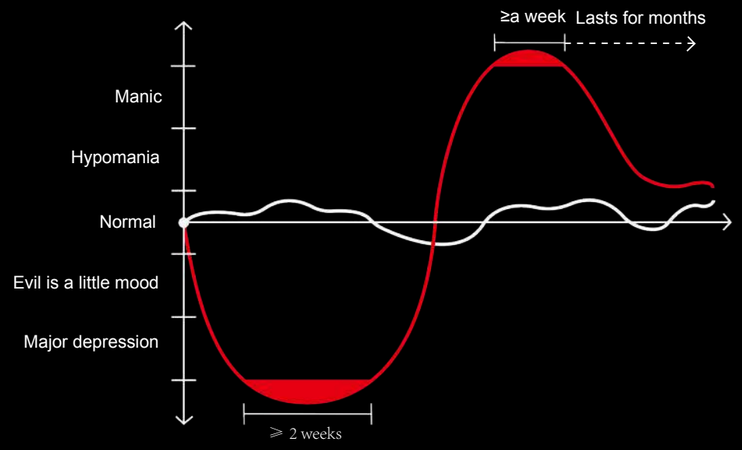
BACKGROUND



The first diagnosis rate was 7.6%

The misdiagnosis rate of first diagnosis was 92.4%

First diagnosis rate of bipolar disorder





Bipolar disorder

Bipolar disorder, also known as manic depression, is a severe mental illness with alternating episodes of mania and depression. Depressive episode symptoms in bipolar disorder are often similar to those in unipolar depression and are often clinically indistinguishable. They also exhibit depressive symptoms such as low mood, loss of interest and decreased activity during depressive episodes. (Simple psychology)

"I sometimes feel like a wind-up tool, spinning or somersaulting when I let go, constantly moving, and others are too slow to follow me. When I stop, I feel uncomfortable, like a caged bird."

"All physical redundant, no glimmer of interest. There was this voice in my head that kept repeating that I was a terrible person, that there was nothing left of me but pain, that I didn't have the courage to face my problems or the ability to accomplish my goals, that I was a mess."

"I can be in high spirits, to extrapolate, but small small things will make me break out. I drink a cup of tea when I'm in a good mood, and if it's not as hot as I think it is, I feel like screaming."

"I'm afraid my mood, I will feel mania for pleasure, because I am afraid I will be next second bounces on the bottom."

Comments from netizens

Through my research, I found that the life of people with bipolar disorder is a complicated division, and extreme emotional fluctuations can penetrate into every part of life. They need to complete normal work and socializing like ordinary people. Seemingly ordinary things are full of challenges for them, which is very touching to me, so I decide to start my creation from "life trifles".

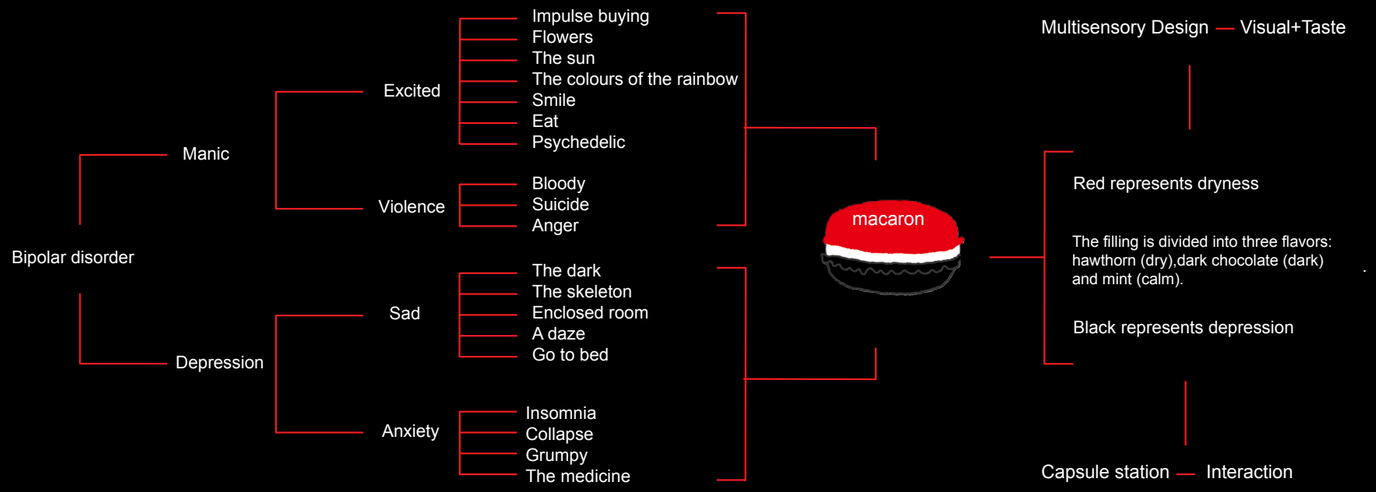
CASE STUDY



<Isle of Instability>

Artist Cao Fei's work "The Island of Unrest" brings me a lot of inspiration. It explores the limitations and emotional changes felt in isolation, as well as the psychological and physical effects on herself and her family. I can find artists' subtle transformations of psychological problems in vision and space, as well as the use of conceptual scenes to communicate with the public about shared global experience and human coping with uncertainty. Her method is multi-media, which brings me a lot of creative inspiration in terms of creation methods and communication methods.

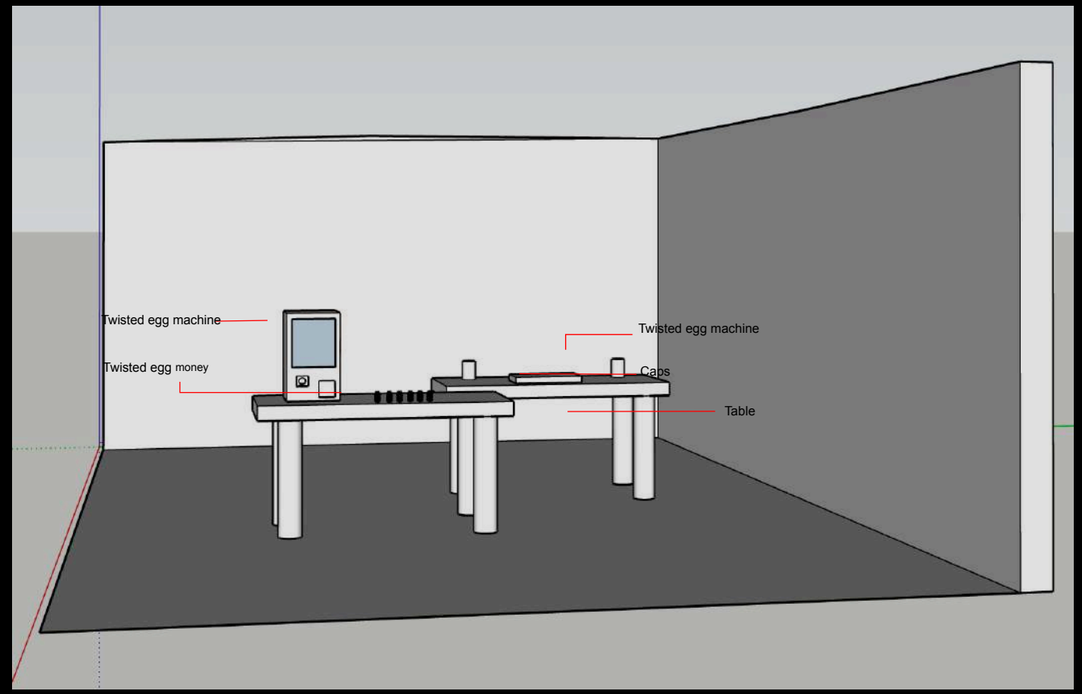
Mind Map



I represented the two states of bipolar disorder in two colors, black for depression, red for dryness, and the sandwich was divided into three flavors: hawthorn for dryness, dark chocolate for depression, and mint for calm.

The different smells underneath the same surface make them as variable as bipolar disorder, and like a blind box, you don't know what they taste like.

Scene design



OUTCOME







Afternoon tea

Multi-sensory design
based on empathy

In the final presentation, I hope to break through the traditional visual design by combining experimental vision with multi-sensory participation. Edible macarons are a direct translation of bipolar disorder, and they are significantly different from traditional macarons.

The scene was still designed to serve the theme, and I chose the red tablecloth, as well as the minimalist setting with only basic functions, to convey an extreme and disturbing atmosphere, which clearly conflicts with the "casual afternoon tea".

The Capsule station is a metaphor for the probability of bipolar disorder in human proportions, and the unpredictability of the disease. The egg twister also completes the interaction and communication with the audience. During the afternoon tea, the unconventional feelings experienced by people will lead them into thinking related to the theme from various angles.

Capsule station



Step1

Pick up the coin first



Step3

Twisting knobs



Step5

Get twisted egg



Step2

Put it in the egg twister



Step4

Open the lid



Step6

Remove the macarons

03

MR. MALE CHICKENS

2021/11

Food Packaging Design

This is a project about food packaging. When I bought pet food for my cat, I found that the meat in pet food was mainly chicken, and the chicken was born within 72 hours. In this project, I on the small chickens killed the entire process of analysis and research, I think use born within 72 hours of the chicken is very cruel, this is a violation of animal rights, and I decided to use them to death to do a publicity, for China's coffin and tombstones for pet food packaging appearance, hope everyone to buy pet food to see the different packaging To get curious about the production process of pet food and learn about the cruelty behind the industry.



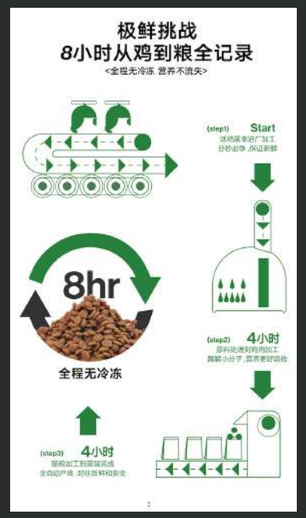
BACKGROUND



On November 11, 2020, I got my first pet, a cute kitten, and I was going to buy cat food for it.

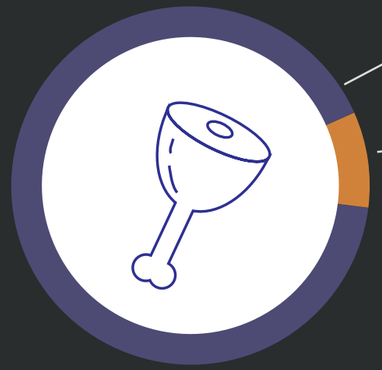






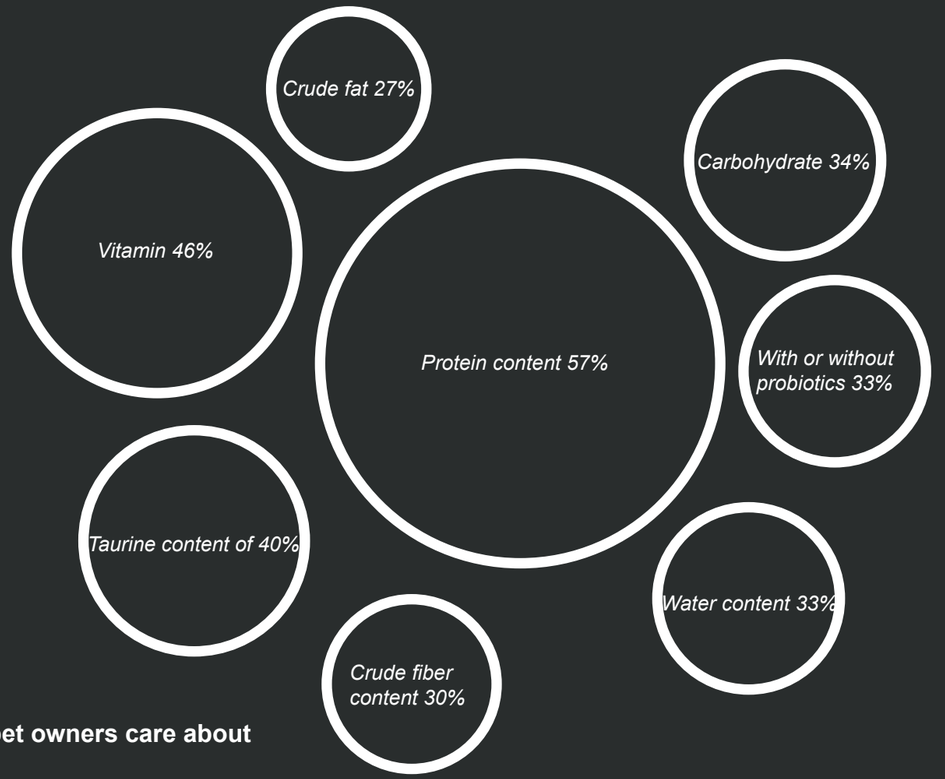
On Taobao, I found a lot of cat food with descriptions like "whole chicken into food" and "fresh chicken". I was curious about where these chickens came from.

Pet owners' preference for fresh meat in pet food



91% of pet owners tend to buy staple foods with fresh meat as the main ingredient

9%of pet owners do not include fresh meat



Nutrition that pet owners care about

BACKGROUND







All over the world every day there are millions of chickens hatch, as the cock can't lay eggs, they will be destroyed on the first day of the hatch, worldwide, every year there are about 7 billion male chicken egg industry is destroyed, in the process without hypnosis or anesthesia, the conscious and foolish and ignorant young life was sent to mill rolling, ripping, dao Shattered into fuzzy flesh, dying in unspeakable pain between the merciless blades of the machine, the flesh is transported from the hatchery to the refining facility and turned into farm feed and pet food, which means that when we buy pet food of animal origin, we are also paying to kill chickens.

CASE STUDY

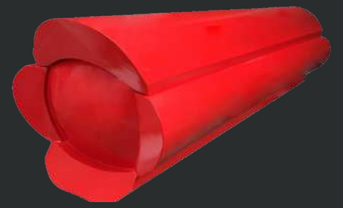




NICK's Halloween limit for 2018

I was inspired by the shoe box design of Nike's 2018 Halloween limited shoes, in which the designer transplanted the coffin with Halloween elements into the shoe box packaging, highlighting its Halloween atmosphere and expressing his feelings about Halloween through different shapes

Mind Map



In ancient times, the red coffin is used by the elderly over 80 years old, representing the meaning of dying a good death, is considered to be one of the five blessings, is considered to be a happy funeral, white happy event!



In ancient times black coffins were for people who had died violently.



In ancient times, wooden coffins were used by the poor, and painting was expensive.



In ancient times golden coffins were reserved for emperors and their relatives.

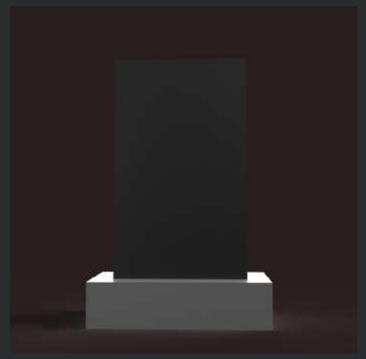


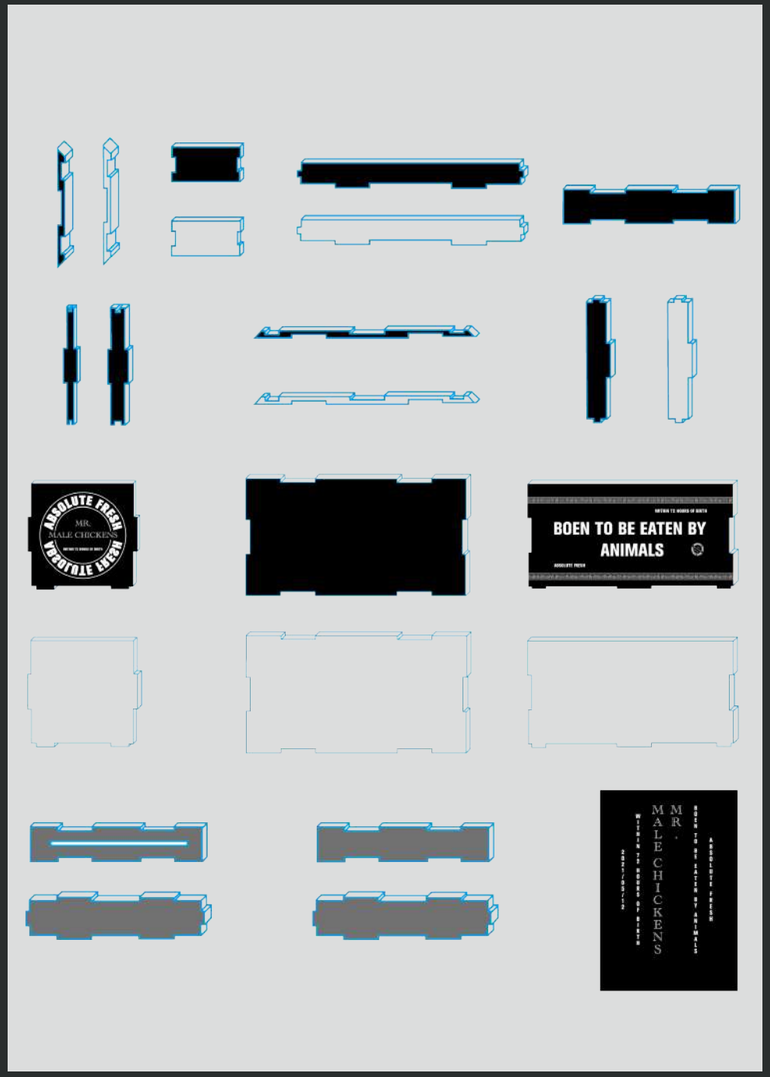




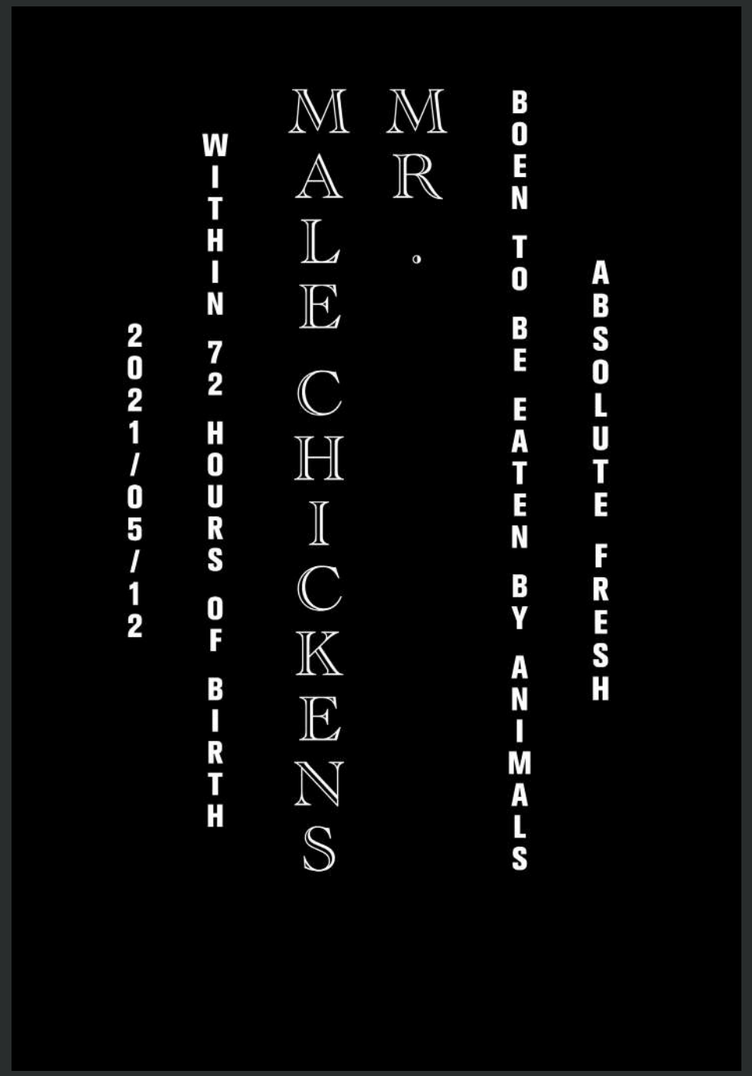
Tombstone inscription format must be three parts of the body, date of birth, and made a time body: name, date of birth: birth to death made a time: production date epitaph: the AD

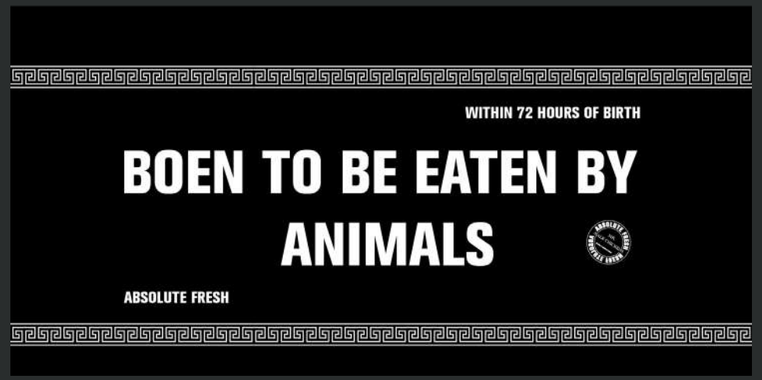


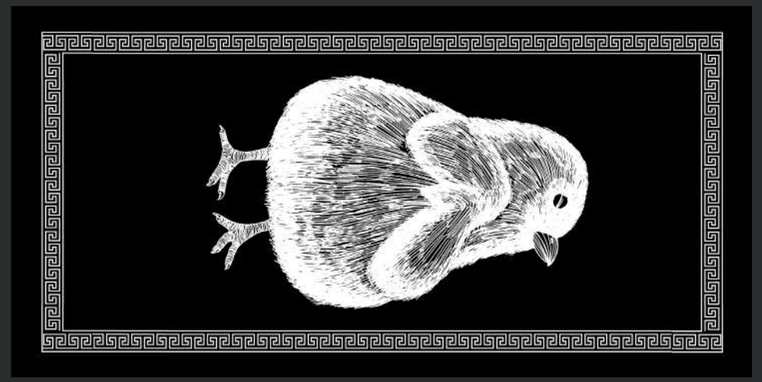




Outcome











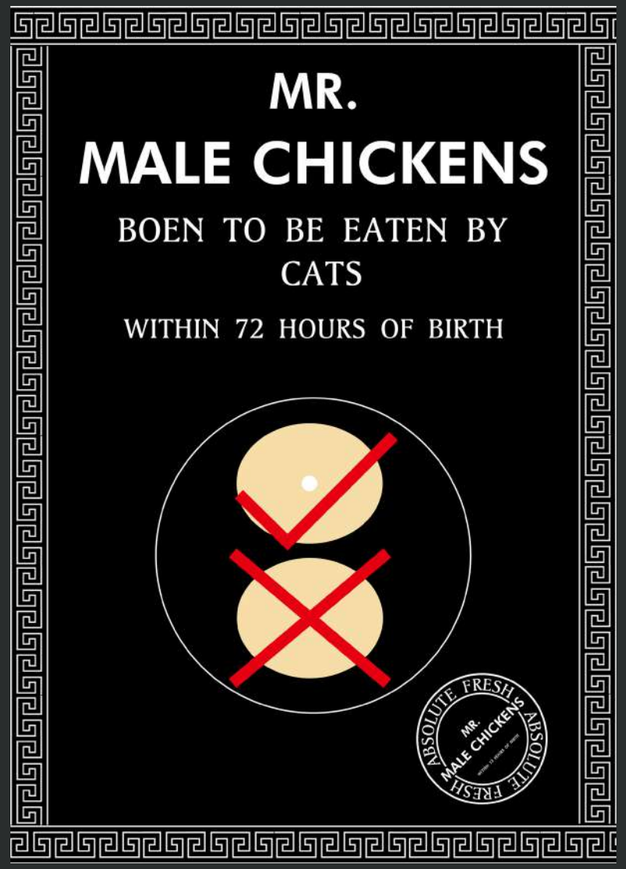
Weaving structure

The story behind the coffin

The coffin project offers a different view of manufacturing.
For consumers, cat food is consumption.
The project is designed to raise public awareness.
The pet food they eat is based on brutal murder.
The overall appearance is based on the Chinese coffin as the model, and the wood material of the coffin is restored. It is assembled by means of interludes to make it more firm. I want you to understand the story behind pet food through the coffin.

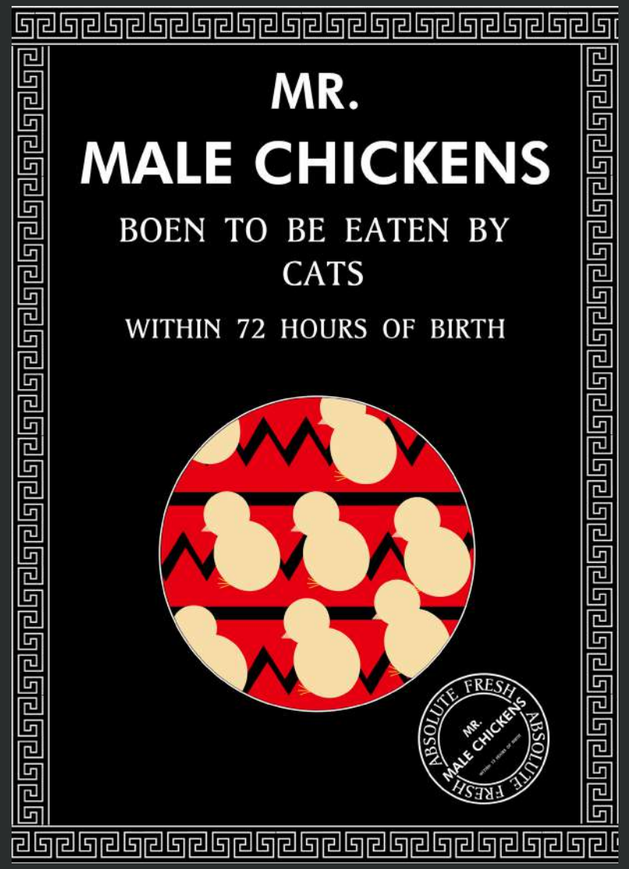


OUTCOME



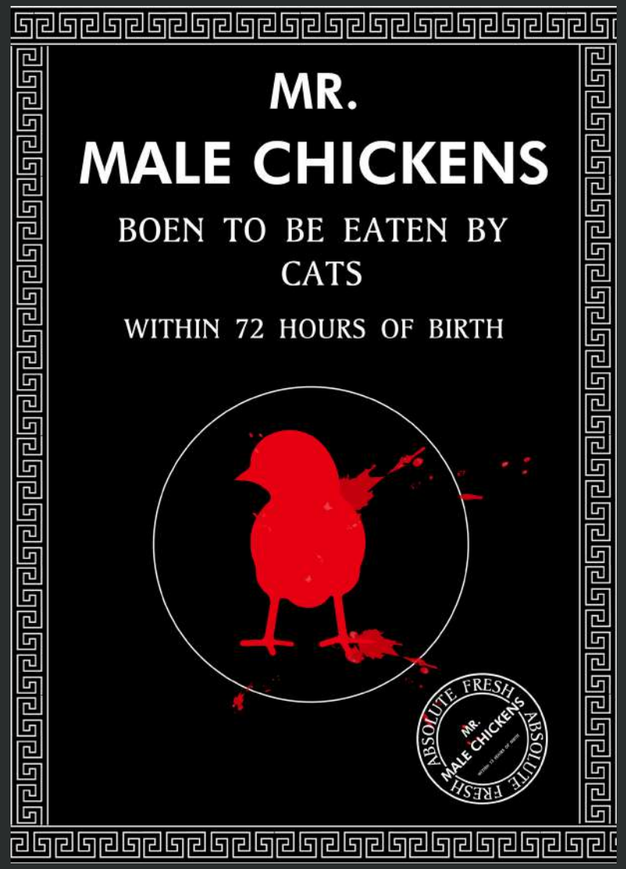
Step1

The chicks are sexed by workers when they break their shells. Males arepicked out and females are left behind.



Step2

The chicks are picked out and sent on a converyor belt to the shredder.



Step3

The chick passes through the crusher and turns into a slag,which becomes the main ingredient in pet food and represents the end of the chick.







Step1 On the front of the package is the carcass of a chicken, and on the side it says "born to eat", "absolutely fresh", and how long it has lived.

Step2 Its tombstone contains its information, production date, expiration date, name and slogan.

Step3 Show the overall effect of packaging.

04

IS THERE ANYTHING A GLASS OF WINE CAN'T FIX

2021/12

Books design

This is a project about me to learn about drinking culture, I find in my side there are a lot of young people like to drink, you have something nothing will go out for a drink, including myself, so I want to find why everyone likes to drink, I do the interview in the process, to record their drinking status, finally made into a book.



BACKGROUND



The impact of alcohol on Young Chinese

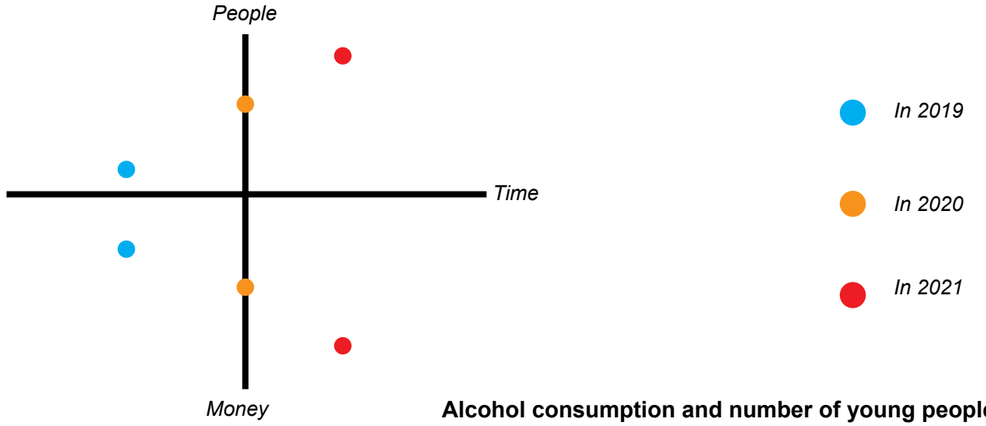
Alcohol is a tool of self-discovery and self-construction for young Chinese today. Influenced by Taoist culture, the Chinese drink alcohol and seek an expression of true temperament. As a special cultural carrier, wine occupies a unique position in human communication. Wine culture has penetrated into every field of human social life. At present, the society is developing faster and faster, and Chinese young people are gradually losing themselves under various pressures. It seems that alcohol has become the emotional outlet of contemporary Chinese young people. The effect of alcohol is obvious on the physical level. The anesthetic effect of ethanol makes the body lose the control of consciousness, and consciousness floats outside the body. "self" seems to be re-polished under the effect of alcohol.



Stress relief 34.1% *Social needs 61.5%* *Entertainment 58.6%*

Why Chinese young people love to drink alcohol

Chinese young people's social networking accounted for a large proportion, we all love to make friends, talk about things, always can not avoid drinking.
Young People in China drink for fun. They want a good atmosphere, so they drink for fun. emo
Chinese young people also have a lot of pressure, such as work pressure, study pressure, family pressure, these pressures will become anxiety to trouble, drinking a way to decompress.



Alcohol consumption and number of young people in recent three years

Interview my friend Xiaoyu

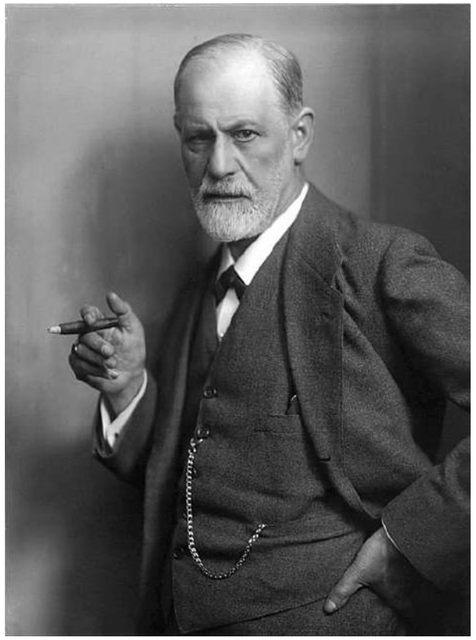
Drinking is one of the ways xiaoyu relaxes his mind. Ever since his 18th birthday, he has liked to have a light drink.

He tried liquor, beer, wine, everything. In my spare time, I learned wine tasting and got a wine tasting certificate to prove that I am a "professional drinker".

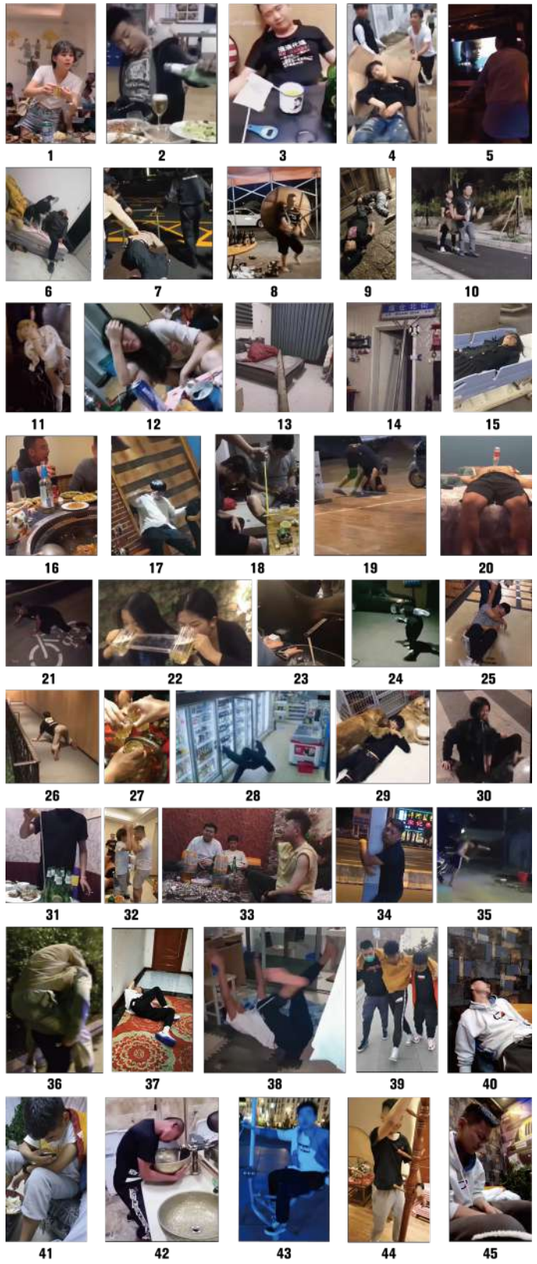
In the days of studying alone, others put cooking wine in cooking dishes, while he put brandy and had to drink two sips after putting it.

The huge academic pressure, the pressure of life, enough to make people collapse. The drink after handing in the paper became a rare moment for Xiaoyu to relax.





Just like Freud's "three selves," the id (completely unconscious, not controlled by the subjective mind) represents desire, suppressed by the conscious mind; The "self" (mostly conscious) is responsible for dealing with the real world; The superego (partially conscious) is the conscience or inner moral judgment. Find your id while drinking to relieve stress.I want to find my true self under the influence.



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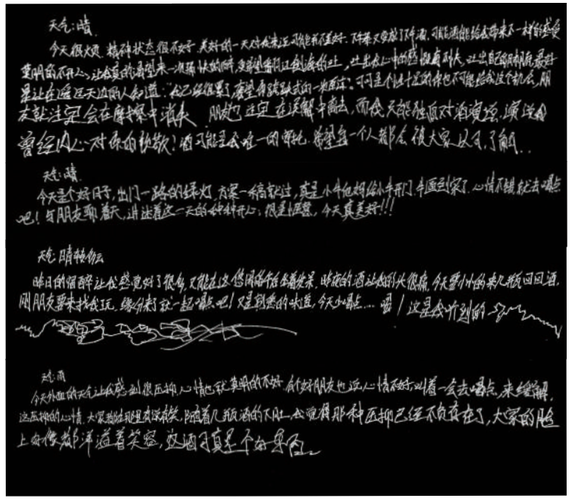
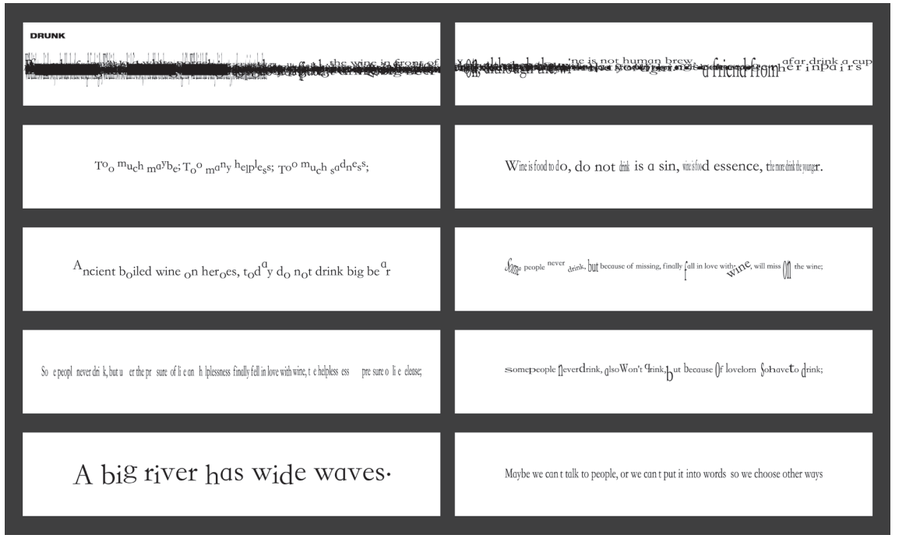


This is my recent diary, recording why I drink every day, as well as the state when I drink and the state after drinking too much. I hope to find my true self through these states.

In the process of drinking, I recorded that I woke up in the process of drinking, and I wanted to express the drunkenness index in the process of drinking with my movements and facial expressions.



These pictures are some of the pictures I collected after drinking. It is not easy to collect such pictures, so I made a report about my feelings after drinking.



Under the condition of the drink too much, my vision is not sensitive, I usually see different characters, sometimes twisted, sometimes is fuzzy, sometimes big, sometimes small, sometimes individual distortion, sometimes is very dense, in these cases, I try to use the words in my eyes when I drink to do a book on drunken in the eyes of a word.



I visualized the words I saw, so that they constituted my mood and state when I drank, and I saw different things in different states.



Show

space

Nothing is a cup of wine won't solve the project is I feel in life always meet some pressure by drinking to find "I", in the form of spiritual comfort, I record the story of my drink made into a book, the pictures on the wall is my record in the process of looking for the "id", demonstrate my normal state to never drink I drink much Microexpressions, to show that drinking actually brings happiness.

